

CONSUMER HEALTH & SAFETY INDEX

Ensuring protections are in place to keep consumers safe, healthy and loyal in the social-distancing economy.



WHAT WE KNOW

As the economy and businesses continue to reopen, brands must take steps to ensure consumers feel safe when shopping at their locations. In these unprecedented times, most companies are struggling to understand which health and safety policies will have the greatest impact on consumer confidence and how these additions will improve trust, loyalty, and profits. Even more challenging is measuring how consistently frontline managers are executing the new policies and procedures that keep consumers and employees safe.

The stakes for getting this right are huge – with consumer tensions at an all-time high, organisations might only get one chance. Failure to deliver an experience that meets consumer standards and complies with Government guidelines will be costly and result in eroded trust, closed locations, and long-term damage to your brand's reputation.



WHAT IS THE CONSUMER HEALTH & SAFETY INDEX

The Index is a cross-industry benchmarking study that allows businesses, consumers, and regulators to monitor how effectively 40+ brands across key industries are delivering on the health and safety initiatives consumers value most. The study is twofold:

Health & Safety Attitudes & Attributes Survey Data: Ipsos MORI conducted a survey of more than 2,000 UK consumers to understand what health and safety attributes are most important.

Cross-Industry Health and Safety Compliance Mystery Shopping & Aggregate Benchmark Data: Ipsos MORI are conducting Mystery Shops to measure brand compliance to the key attributes identified in the Health & Safety Attitudes & Attributes Survey and will report on how brands performed across key industries, including:

- Supermarkets
- Petrol Stations
- Home Improvement
- Department Store / Fashion Retail
- Pharmacies
- QSR / Coffee Shops
- Mobile Phone / Electronics



HOW WE CAN HELP

Ipsos MORI's Consumer **Health & Safety Index** determines the safety initiatives that are most important to customers and measures how effectively brands are meeting those needs. Insights from the Index will empower your brand to build public trust by helping you:

CLARIFY

Understand what makes consumers feel safe in your stores.

COMPARE

Benchmark against competitors and discover effective cross-industry strategies.

CONFIRM

Comply with regulations to keep stores open and consumers feeling safe.



34%

of UK consumers would stop shopping at a retailer if they knew they were not taking health and safety seriously.



WHAT WILL BE MEASURED

Leveraging the data from the Health & Safety Attitudes & Attributes Survey, the on-site evaluations will measure compliance with the following safety standards:

- **Distancing** – social-distancing procedures
- **Signage / Messaging** – signage relating to health and safety measures
- **Sanitiser** – availability of personal sanitisation amenities
- **Clothing** – face masks, gloves, PPE
- **Barriers** – physical separator methods
- **Cleanliness** – enhanced cleanliness procedures



WHAT IS INCLUDED IN THE INDEX

Product Name	What's Included
Ipsos Consumer Study Data	✓
Online Portal Access (<i>maximum 10 users</i>)	✓
Retailer Mystery Shop Data (<i>site level</i>)	✓
Industry Benchmark Data	✓
Insight Summary	✓
First Wave Access (July)	£7,500
Subsequent Waves	£4,000



More than two-fifths of UK consumers do not feel 'comfortable' visiting shops and other stores in person, while **just one in five** stated they felt a 'great deal of effort' had been made to keep customers healthy and safe while shopping.



Discover the key attributes customers identify as being 'very important' for stores to execute effectively.

HOW DO I PURCHASE THE INDEX

Contact us to learn more about the study and how Ipsos can help your brand succeed in the social-distancing economy.

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