

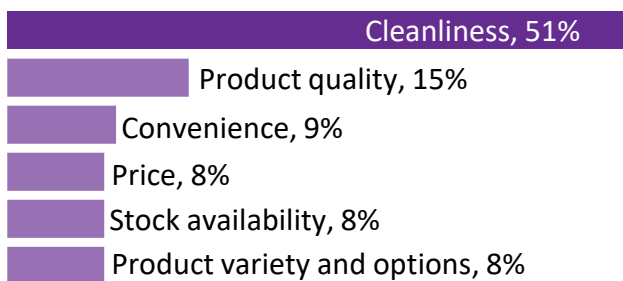
Cleanliness In Our New Normal

Results from an online survey of P+ Talent and InsideOut's qualitative consumer panel, April 24-27, 2020

Cleanliness is going to be **critical for consumer comfort** as the world opens back up again. While many consumers have confidence that their usual stores will be clean enough for comfort, retailers may have the opportunity to **draw customers away** from stores that don't pass the "clean test."

Importance of Cleanliness

#1 Priority for Choosing a Grocery Store



“ I went to Dollar Tree today and just turned around and left! People were standing in line shoulder to shoulder! Not practicing social distancing! Very scary!”

While 72% believe their usual stores are clean enough to continue shopping there, 15% **expect to switch to a cleaner competitor.**



Communicating Cleanliness

Communication will be critical, so consumers know what steps are in place to ensure their safety.

Many want LOTS of information—there's no such thing as too much reassurance.



“ I'd like to see their new policies on cleaning and it would be good to have visual proof of the cleaning actually happening in the store while we are shopping, not just after hours or in the wee hours of the night. Perhaps they could send emails to customers or post the new policy in the stores.”

Use "medical" terminology to convey the highest level of cleanliness



When choosing how to talk about cleaning efforts, choose words that **communicate hospital-level cleaning.**

“Our safety is more important than anything. Life is precious and we are spending money to trust that you have disinfected everything.”

Action Items for Stores

“ I want to see social distancing still in place, hand sanitizer as you walk in, an employee wiping down carts, employees wearing masks if needed.”

The number one thing consumers want to see? **85%** **Hand sanitizer and wipe stations prominently displayed** at all store entrances.



ADDITIONAL STEPS FOR STORES TO CONSIDER:

For Employees

- Employees wearing protective gear (68%)
- Sick policies encouraging people to stay home (65%)
- Crews visibly cleaning during store hours (62%)
- COVID-19 testing for all employees (55%)

For Shoppers

- Active crowd control to enforce social distancing (62%)
- Protective gear required for shoppers (59%)
- Ongoing special hours for high-risk populations (52%)

For The Facility

- Sneeze guards and other barriers throughout the store and checkout areas (61%)
- Store smells fresh, clean, and disinfected (53%)
- Highly visible signs with information about cleaning policies (51%)