

COVID-19 perspective

Do you feel safe out and about?

MSPA Survey • 3rd August 2020

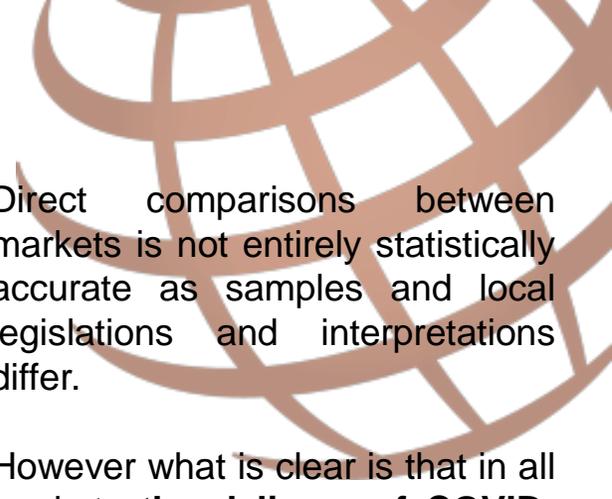


Background

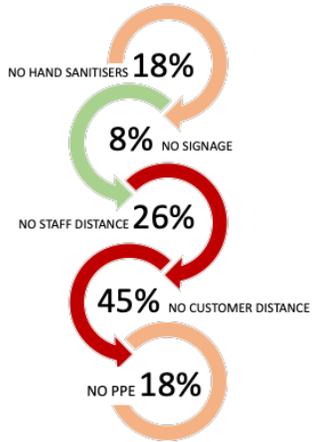


- The MSPA Europe Africa conducted surveys amongst members of the general public about their experiences when out shopping, dining and going about their daily lives, over two weeks from 7th to 21st July
- Over 7,000 interactions were assessed in across based on the principles of COVID-19 prevention of transmission:-
 - Sanitisation
 - Signage
 - Social distancing
 - PPE
- Respondents were asked about their feeling of safety to complete the transaction and likelihood to recommend the place they visited
- The findings show real gaps in best practice with a potential impact on national health and a real impact on consumer confidence and advocacy
- We need to mind the gaps!

Mind the Gaps... what are we missing?



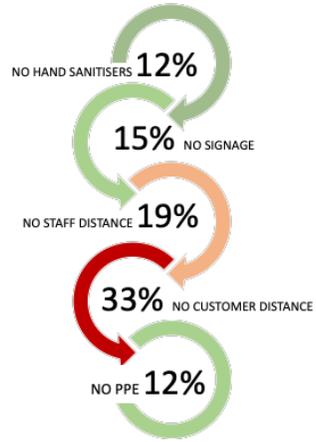
UK COVID-19 Standards



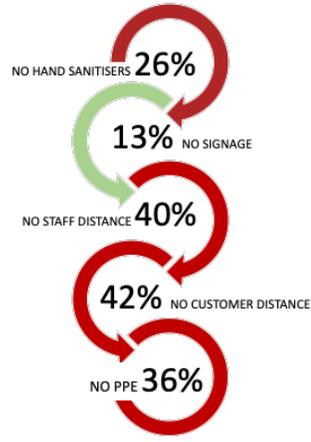
PORTUGAL COVID-19 Standards



SPAIN COVID-19 Standards



SWEDEN COVID-19 Standards



GERMANY COVID-19 Standards



FRANCE COVID-19 Standards



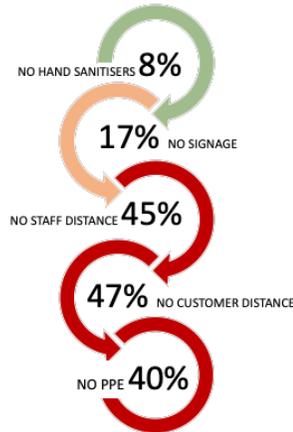
BELGIUM COVID-19 Standards



NETHERLANDS COVID-19 Standards



CZECH REPUBLIC COVID-19 Standards



ITALY COVID-19 Standards

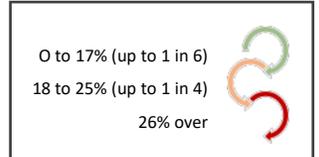


Direct comparisons between markets is not entirely statistically accurate as samples and local legislations and interpretations differ.

However what is clear is that in all markets the delivery of COVID-19 counter measures is proving hard to consistently achieve.

There is one virus but many approaches in terms of legislation by government, implementation by business and actions by staff and customers.

Staff and Customer Social Distancing are the key factors in all markets in our survey. Key



Conclusions



Whilst performance is inconsistent across Europe, there is a clear opportunity to improve safety measures, in order to instil confidence, protect future revenue and, at this particular stage of the Pandemic, to mitigate the risk of infection.

All 5 key measures had an impact on how safe customers felt when out and about shopping, with a direct impact on recommendation , particularly Social Distance of Staff and Customers.

Staff and customers should mind the gap at all times, not just when it is easy to do so, read and follow the signs and keep well sanitised. It should not be that difficult, though it still appears to be so some of the time. Hopefully when we look again in the coming weeks and months standards will continue to improve, customers will feel safer and recommendations will flow. For now it looks like we all need to keep up the efforts to do the basics.

Those organisations that invest in getting things right and measure how well the basics are delivered will score highest with customers and increase footfall as a result.