

COVID-19 perspective Sweden

# Do you feel safe out and about? – Part 2

MSPA Survey • 16<sup>th</sup> November 2020



# Background

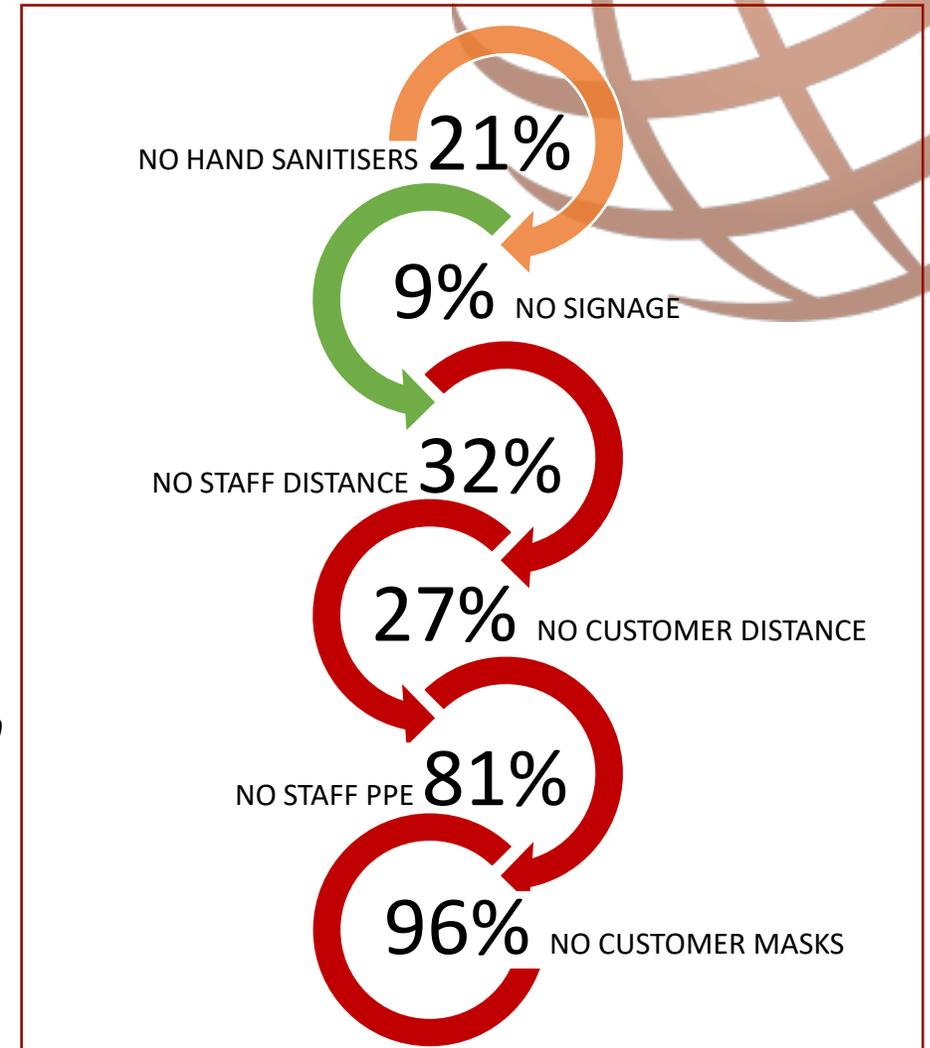


- The MSPA Europe Africa conducted surveys amongst members of the general public about their experiences when out shopping, dining and going about their daily lives, initially over two weeks from 7<sup>th</sup> to 21<sup>st</sup> July and repeated from 25<sup>th</sup> October to 13<sup>th</sup> November 2020.
- 290 interactions were assessed initially in July, with a further 135 in October/November, based on the principles of COVID-19 prevention of transmission:-
  - Sanitisation
  - Signage
  - Social distancing
  - PPE for Staff
  - Mask wearing by customers (Phase 2 only)
- Respondents were asked about their feeling of safety to complete the transaction and likelihood to recommend the place they visited
- The findings show mixed but improving levels of best practice, with a potential impact on national health and a real impact on consumer confidence and advocacy
- We recognise the wearing of face masks has not been recommended in Sweden however we need to keep minding those gaps!

# Mind the Gaps... what are we missing in Sweden?

The answer is clear, with a few GAPS as a result of the Swedish government approach to COVID-19 preventative measures...

- Was **SANITISATION** equipment available to you? (gels, sprays, dispensers) – **8 out of 10 times**
- Was clear **SIGNAGE** regarding social distancing on display? – **about 9 out of 10 times**
- Was **SOCIAL DISTANCING** followed by the **STAFF**? – **3 out of 10 times**
- Was **SOCIAL DISTANCING** followed by the **CUSTOMERS**? – **3 out of 10 times**
- Did staff have **PERSONAL PROTECTION OR SCREENS** to prevent infection? – **2 out of 10 times**
- Did all customers wear **MASKS** to prevent infection? – **less than 1 out of 10 times**



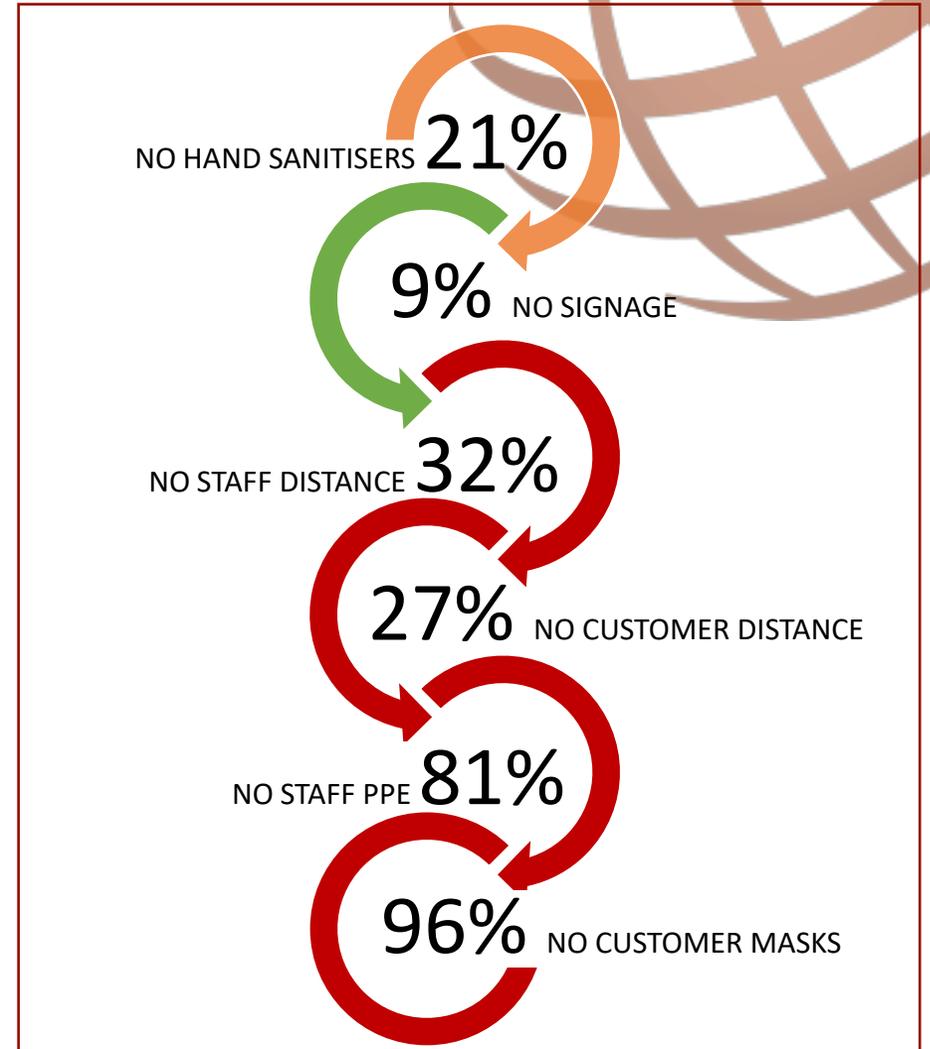
# Mind the Gaps... what does this mean?

With many gaps in our collective ability to observe the hygiene factors required, there is however little on perceptions of safety.

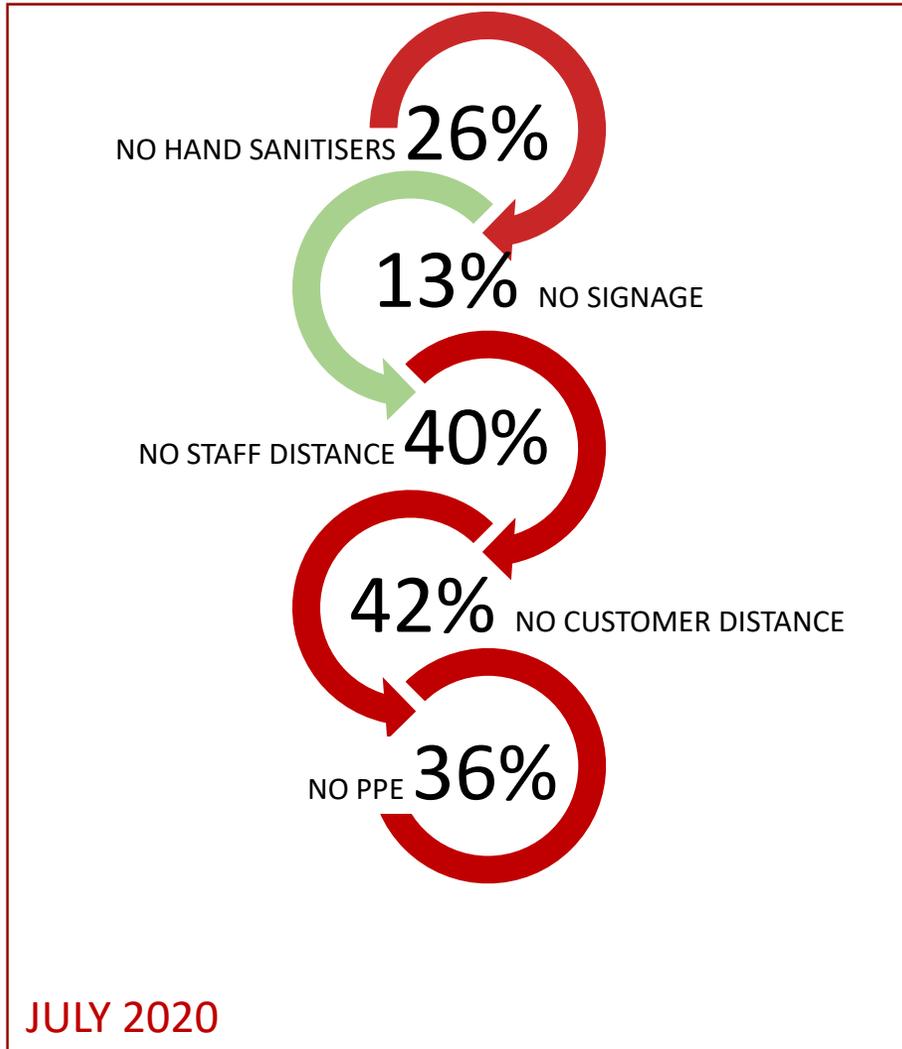
**Only 4% of customers said they actually felt unsafe to complete their transaction**

**The recommendation rate is 8.2 out of 10!**

*On the surface this seems okay, both of these measures have moved only a little since July, so have businesses failed to make enough of an impression as we deal with a continued virus threat?*



# Mind the Gaps... what has changed?



IMPROVED LEVELS OF SANITISATION

IMPROVED LEVELS OF SIGNAGE

IMPROVED BUT POOR STAFF DISTANCING

IMPROVED BUT POOR CUSTOMER DISTANCING

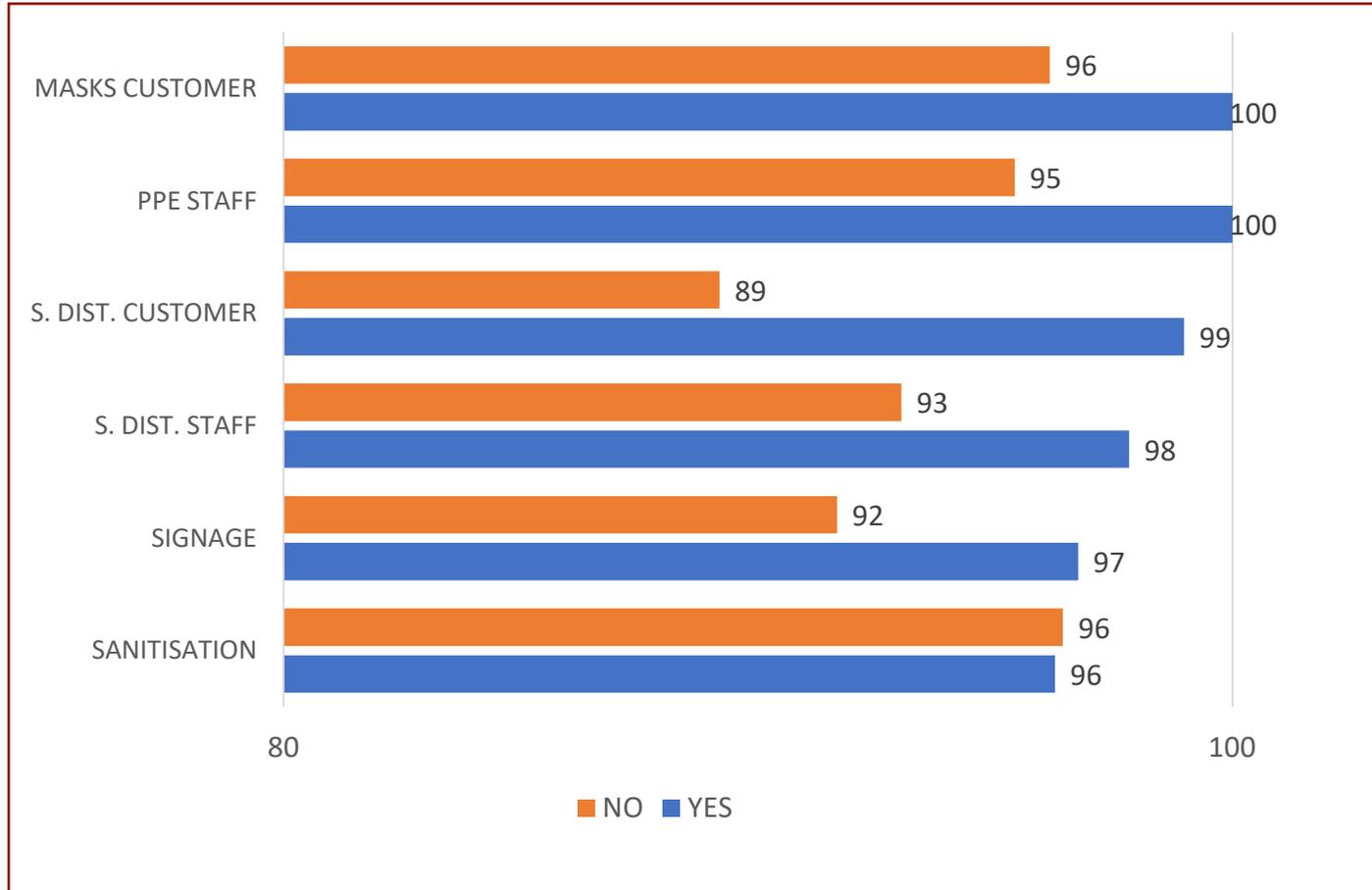
VERY LOW LEVELS OF PPE

LITTLE CUSTOMER MASK WEARING



# What is most important in terms of safety perception?

How do each of the 6 safety measures impact how customers feel about safety? The graph bars show perception of safety when the safety measure exists (blue bar), vs when it does not (orange bar)



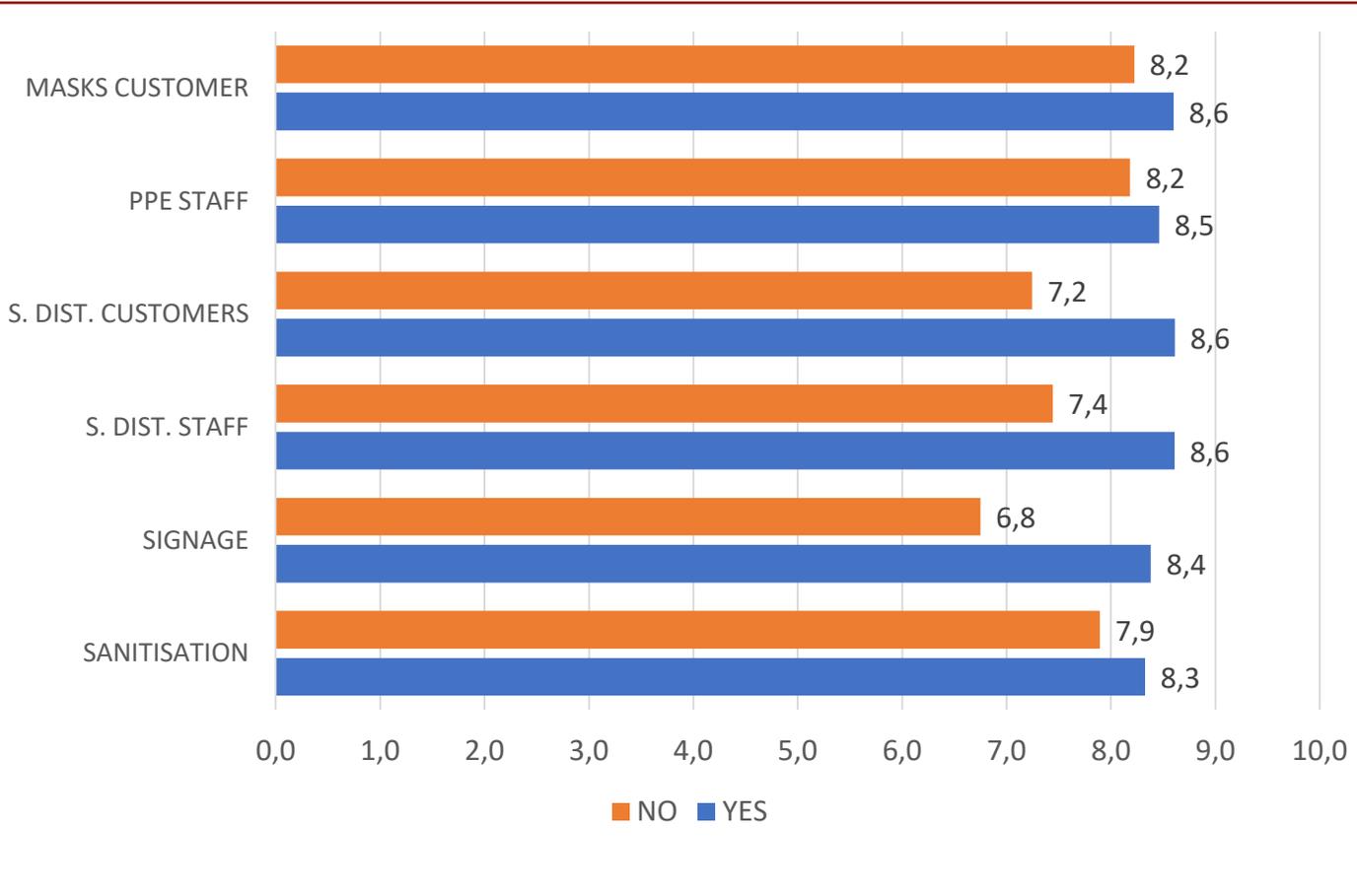
There is a no indication that any measures that when properly fulfilled will increase a sense of safety!  
The gaps show no elements are particularly important:-

- Sanitisation: 0
- Signage: 5
- Social Distance STAFF: 5
- Social Distance CUSTOMERS: 10
- PPE STAFF: 5
- Masks CUSTOMER: 4

**COMMENTARY**

# But what drives customer recommendation most?

How do each of the 6 safety measures impact how likely customers are to recommend? The graph bars show recommendation levels out of 10 when the measure exists (blue bar), vs when it does not (orange bar)



The difference (in marks out of 10) between fulfilling or not fulfilling each criteria shows little impact on recommendation

Sanitisation: 0.4

Signage: 1.6

Social Distance STAFF: 1.2

Social Distance CUSTOMERS: 1.4

PPE STAFF: 0.3

Mask CUSTOMERS 0.4

**COMMENTARY**

# What the people say!

From the mouths of customers...



## High score:

*"They count visitors, have plexi-shield by the cashier and they are more open so not everyone come at once."*

*"Social distancing is not the responsibility of the location it's mine and mine alone. I take the responsibility for my own safety. That's making me confident."*

*"Swedes take responsibility themselves, we already were social distancing as part of our culture, we crossed the street to avoid people long before Covid, ok there is always one that stands too close but as a whole we stick to our groups and our distancing."*

VS. Low scores:



*"The store had good information but the staff and customers did not keep distance."*

*"Because I think that the problem is that Swedish people and government are not serious about COVID. Look, 6000 people died in Covid in Sweden while in Norway about 280, in Denmark about 715, in Finland around 354! Even though staff in this store(and other stores) make it more secure people themselves don't keep distance, don't have mask etc. So I use to go there early at the morning or late at the evening in a mask with gloves. Good luck guys, take care! "*

# Conclusions

General performance has improved in Sweden, though these measures are not a priority. However there is still a clear opportunity to improve customer and staff social distancing and it is important for businesses to encourage them to do so. This will inevitably instil more confidence, protect future revenue and, at this particular stage of the Pandemic, to mitigate the risk of infection.

All 6 key measures had little impact on how safe customers felt when out and about shopping.

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 and above all respect each other. It should not be that difficult, though it sometimes appears to be so. We hoped that standards would improve from July, however this seems not to be the case. For now it looks like we all need to try a hard to maintain the basics.

**It is clear that 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.**