



TRUST IN BUSINESSES DURING COVID-19 – IPSOS SURVEY

A recent survey by [Ipsos Canada](#) indicates low levels of consumer trust in businesses to keep them safe from COVID-19.

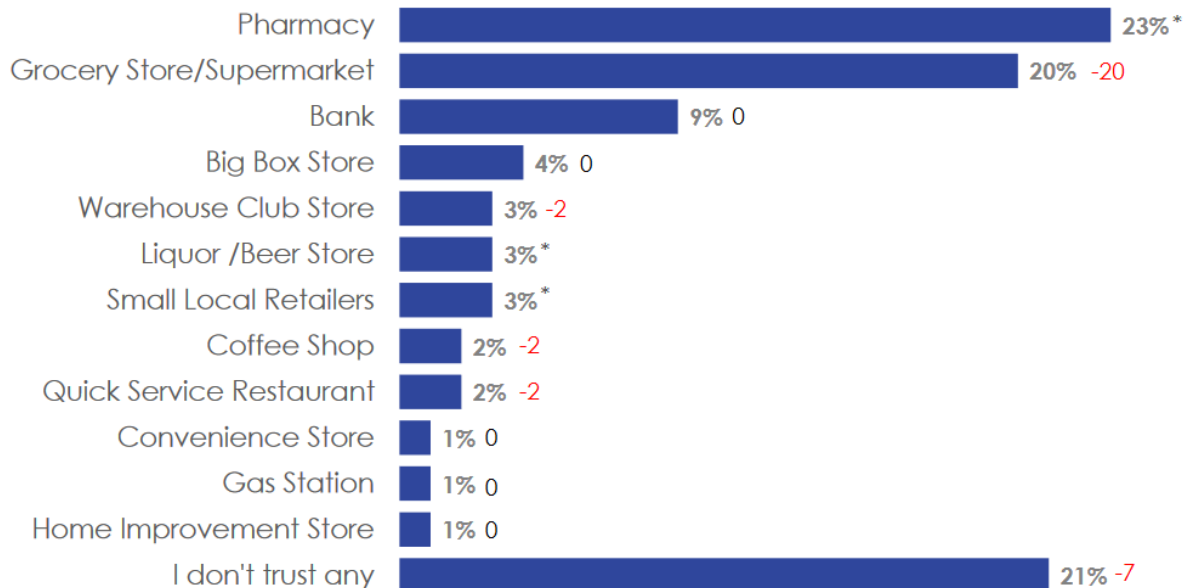
According to the survey, only one-fifth of Canadians put their trust in any sector, with Pharmacies (23%) and Grocery stores (20%) leading the way.

The survey also examines Canadians' willingness to continue to visit various businesses if health and safety is not up to par, and the extent to which they feel businesses carry the responsibility to keep them safe from COVID-19.

Link 1: [Press Release](#)

Link 2: [Full Survey Results](#)

Question: Which kind of store do you trust the most for its cleanliness and safety protocols?



Source: Canadian Health and Safety Omni, July 16, 2020, n=1,000
+/- change since May 2020. *New addition for July wave

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Source: [Ipsos Canada](#)