

ALMOST TWO-THIRDS (64%) OF CANADIANS SAY THEY ARE LIKELY TO SHOP AT SHOPS WITH IN-STORE SELF-SERVICE TECHNOLOGY

*Canadians Estimate Having to Wait on Store Personnel
For An Average of 12.5 Minutes During Their Last 10
Shopping Trips*



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Canadians Estimate Having to Wait on Store Personnel For An Average of 12.5 Minutes During Their Last 10 Shopping Trips

Toronto, ONTARIO – According to an Ipsos-Reid poll conducted on behalf of NCR Corporation, 64 per cent of Canadians say that they are likely to shop at a store that has in-store self-service technology that they can use to conduct transactions or obtain product information without assistance from a store clerk or cashier. Three in ten (29%) say that they are “very likely” to shop at a store in this type of technology. Based on their last ten shopping trips, Canadians spent an average of 12.5 minutes in total waiting on store personnel for information such as price or product availability or service in a retail setting.

These are the findings of an Ipsos-Reid poll conducted on behalf of NCR Corporation between June 4th and June 5th, 2002. The poll is based on a randomly selected sample of 1,000 adult Canadians. With a sample of this size, the results are considered accurate to within ± 3.1 percentage points, 19 times out of 20, of what they would have been had the entire adult Canadian population been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were statistically weighted to ensure the sample's regional and age/sex composition reflects that of the actual Canadian population according to the 1996 Census data.



Almost Two-Thirds (64%) of Canadians Say They are Likely to Shop At Shops with In-Store Self-Service Technology

Almost 64 per cent of Canadians say that they are likely to shop at a store that has in-store self-service technology that they can use to conduct transactions or obtain product information without assistance from a store clerk or cashier (29% “very likely”, 35% “somewhat likely”).

- Regionally, residents of Atlantic Canada (70%) are most likely to shop at stores with self-service technology, while residents of Quebec (58%) are least likely.
- Canadians 18 to 34 (77%) are more likely to shop at stores with self-service technology than those aged 35 to 54 (68%) and 55+ (45%).

Canadians Estimate Having to Wait on Store Personnel For An Average of 12.5 Minutes During Their Last 10 Shopping Trips

Based on their last ten shopping trips, Canadians spent an average of 12.5 minutes in total, waiting on store personnel for information such as price or product availability or service in a retail setting.

- Canadians 18 to 34 waited an average of 13.4 minutes on store personnel for information or service in a retail setting compared to 13.6 minutes among those 35 to 54 and 9.8 minutes among those 55+.



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