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*One-Quarter (27%) Of Canadians More Likely To Shop At Store That Offers Self-Checkout Option - 18% Of Canadians Say The Option To "Check Yourself Out" Has Great Impact On Where They Choose To Shop*

*Majorities Think Self-Checkout Provides Benefits Such As "Having A Choice On How To Check Out", "Shorter Lines", "Faster Checkout" And "Privacy"*

*If Self-Checkout Allows Retailers To Move Staff Most Canadians Would Like To See Store Staff Re-Allocated To Improved Customer Service And Cleanliness*



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***If Self-Checkout Allows Retailers To Move Staff Most Canadians Would Like To See Store Staff Re-Allocated To Improved Customer Service And Cleanliness***

**Toronto, ON** – According to a new Ipsos-Reid/NCR survey released today, one-quarter of Canadians (27%) say they would be more likely to shop at a store that offers a self-checkout option to them than one that doesn't, and 18% of Canadians say the option to “check yourself out” has a great impact on where they choose to shop.

This good enthusiasm towards self-checkout may, in part, be explained by the fact that most Canadians think that having a self-checkout option would provide many benefits: Seven in ten (70%) point to “having a choice on how to checkout”, 59% point to “shorter lines”, 56% point to “faster checkout”, 56 % point to “privacy”, and 55% point to “control of the process” as benefits of self-checkout. These benefits are even more commonly cited by those respondents who say they are “more likely” to shop at a store that offers a self-checkout option. Other benefits surveyed were cited by fewer than half of respondents.

If their retailer were to implement a self-checkout system, most Canadians (63%) would like to see them reallocate the checkout staff towards providing easily accessible personnel in the



aisles, at a greeter station, or a customer service desk to help them locate products or answer questions. Approximately half of Canadians (48%) would like to see their retailer reallocate these staff resources towards the “cleanliness and tidiness of the store”, 44% would prefer “having well stocked shelves”, 26% would prefer “assistance with bagging purchased items”, and 12% would prefer “seeing product demonstrations”.

The fact that many Canadians would like staff reallocation to go towards these areas make sense in light of the knowledge that things like “product availability” (85%), “cleanliness” (84%) and “customer support in areas other than the checkout” (62%) are identified by strong majorities of Canadians as considerations that have a great impact on how they choose where they will shop.

When considering additional self-service devices that they would like to see offered by their retailer, eight in ten (83%) cite “kiosks that allow you to check prices on items, 61% cite “kiosks or interactive displays that allow you to get additional information about products,” 52% cite “kiosks that allow you to pre-order deli items and have the order fulfilled while you shop”, 44% cite “kiosks that deliver personalized offers and promotions upon store entry”, and 39% cite “kiosks that allow you to pay bills such as utilities and cell phones”.

*These are the findings of an Ipsos-Reid/NCR survey conducted from September 10<sup>th</sup> to September 13<sup>th</sup>, 2004. For the survey, a representative randomly selected sample of 1000 adult Canadians were interviewed by telephone. With a sample of this size, the results are considered accurate to within  $\pm 3.1$  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 weighted to ensure the sample's regional and age/sex composition reflects that of the actual Canadian population according to the 2001 Census data.*



## ***One-Quarter Of Canadians (27%) Would Be More Likely To Shop At A Store That Offers A Self-Checkout Option...***

One-quarter of Canadians (27%) say “yes” they would be more likely to shop at a store that offers a self-checkout option than one that doesn’t – but a majority (71%) say “no” they would not be more likely to shop at a store that offers a self-checkout option than one that doesn’t. The remaining 2% of Canadians “don’t know” if they would be more likely to shop at a store that offers self-checkout.

- Residents of British Columbia (33%) are the most likely to say they would shop at a store that offers a self-checkout option, followed closely by residents of Atlantic Canada (32%), Ontario (29%), Saskatchewan/Manitoba (27%), Quebec (22%), and Alberta (21%).
- Younger adult Canadians aged 18-34 are significantly more likely than those aged 35 and older to say they would be more likely to shop at a store with a self-checkout option (35% vs. 24%).
- Men are significantly more likely than women to say they would be more likely to shop at a store with a self-checkout option (30% vs. 24%).
- Those Canadians with a university degree are much less likely than those without a university degree to say they would be likely to shop at a store with a self-checkout option (20% vs. 30%).
- Those Canadians with an annual household income of less than \$30,000 are much more likely than those with an annual household income of \$30,000 or more to say “yes” they would be more likely to shop at a store that offers a self-checkout option (35% vs. 26%).



***One In Five Canadians (18%) Say “The Option To Check Yourself Out” Is A Big Consideration In Choosing Where To Shop – While Many More Point To Product Availability (85%), Cleanliness (84%), And Customer Support (62%)...***

During the survey Canadians were read a list of four considerations one might make when going shopping. Using a scale from 1 to 5, where 1 is the lowest level of impact and 5 is the greatest level of impact, Canadians were asked to rate each consideration based on how it would impact their choice of where to shop.

One in five Canadians (18%) give “the option to check yourself out” a strong rating – answering either “4” (8%) or “5” (10%) on the 5-point scale. One in five Canadians (22%) give a “3” rating, while most (59%) give a weak rating – providing either a “2” (15%) or “1” (43%) rating. The remaining 1% of Canadians “don’t know” how this would impact where they choose to shop.

- Residents of Ontario (20%) are the most likely to give “the option to check yourself out” a strong rating, followed closely by residents of Alberta (18%), British Columbia (18%) and Quebec (18%), Atlantic Canada (14%), and Saskatchewan/Manitoba (13%).

Six out of seven Canadians (85%) give “product availability” a strong rating – answering either “4” (23%) or “5” (62%). Meanwhile, 10% of Canadians give a “3” rating, while 5% provide a weak rating – answering either “2” (2%) or “1” (3%) on the 5-point scale.

- Residents of Atlantic Canada (88%), Ontario (87%), British Columbia (87%) and Alberta (87%) are the most likely to give “product availability” a strong rating, while residents of Saskatchewan/Manitoba (82%) and Quebec (80%) are somewhat less likely to give this a strong rating.



- Those with an annual household income of \$30,000 or more are significantly more likely than those with an annual household income of less than \$30,000 to give “product availability” a strong rating (88% vs. 75%).

The same proportion of Canadians (84%) give “cleanliness” a strong rating (“4” 22%, “5” 62%) towards impacting where they shop, while 10% rate this a “3”, and 5% rate this either a “2” (3%) or a “1” (3%).

- Residents of Atlantic Canada (90%) and British Columbia (90%) are the most likely to give “cleanliness” a strong rating, followed by residents of Ontario (86%), Saskatchewan/Manitoba (84%), Alberta (81%), and Quebec (78%).
- Women are more likely than men to give “cleanliness” a strong rating (88% vs. 81%).

A good majority of Canadians (62%) also give “customer support in areas other than the checkout” a strong rating in terms of impacting where they choose to shop (“4” 28%, “5” 34%), 25% give this a “3” rating, and 13% give this either a “2” (7%) or “1” (5%) rating.

- Residents of Alberta (68%) are the most likely to give “customer support in areas other than the checkout” a strong rating, followed closely by residents of British Columbia (66%), Atlantic Canada (64%), Quebec (63%), Ontario (59%), and Saskatchewan/Manitoba (58%).



## ***Majorities Of Canadians Think Self-Checkout Provides Benefits Such As “Having A Choice On How To Check Out”, “Shorter Lines”, “Faster Checkout” And “Privacy”...***

With the checkout process itself in mind, Canadians were asked to choose from a list of benefits which ones they thought self-checkout service would provide.

Seven in ten Canadians (70%) identify “having a choice on how to checkout” as a benefit they think self-checkout provides, while smaller majorities also identify “shorter lines” (59%), “faster checkout” (56%), “privacy” (56%), and “control of the process” (55%) as other benefits of self-checkout.

Substantial minorities of Canadians also identify “greater accuracy than a checkout operator” (37%) and “no interaction with checkout operator” (37%) as benefits of self-checkout.

- When these attributes are examined as a group no demographic trends are apparent.

## ***And Among Those Who Are More Likely To Shop At Store With Self-Checkout, The Perceived Benefits Are Even More Commonly Cited...***

Among those Canadians who say they are “more likely” to shop at a store with self-checkout (27%), strong majorities think “having a choice on how to checkout” (86%), “faster checkout” (85%), “shorter lines” (84%), “control of the process” (75%) and “privacy” (71%) are benefits they think self-checkout provides. Six in ten (60%) think “greater accuracy than a checkout operator” is a benefit that self-checkout provides, and 51% think “no interaction with checkout operator” is a benefit that self-checkout provides.





## ***If Self-Checkout Allows Retailers To Move Cashier Staff Most Canadians Would Like To See Store Staff Re-Allocated To Improved Customer Service And Cleanliness...***

Canadians were prompted with the information that “self-checkout is the ability to scan, bag and pay for your own merchandise without cashier assistance”. And “retailers who have deployed self-checkout are looking to reallocate staff to other areas of the store for improved customer service”. Once given this information, respondents were read a list of possible staff reallocation roles or areas of service that more staff could focus upon and were asked to choose which ones were most important to them when they shop.

When ranked by the percentage of Canadians who say that it is most important to them when they shop:

- “Having easily accessible personnel in aisles, at a greeter station or at a customer service desk to help you locate product, answer questions, etc”, ranks first with 63% of Canadians saying this is most important to them; followed by
- “Cleanliness and tidiness of store” (48%);
- “Having well stocked shelves” (44%);
- “Assistance with bagging purchased items” (26%); and lastly
- “Seeing product demonstrations” (12%).





## ***When Considering Additional Self-Service Devices, Kiosks That Allow You To Check Prices And Get Product Information Are Most Popular Choices...***

Canadians were asked to consider from a list of additional self-service devices which ones they would like to see offered by their retailer.

The most popular choice is “kiosks that allow you to check prices on items”, with 83% of Canadians choosing this device, followed by “kiosks or interactive displays that allow you to get additional information about products” (61%), and “kiosks that allow you to pre-order deli items and have the order fulfilled while you shop” (52%).

Other choices such as “kiosks that deliver personalized offers and promotions upon store entry” (44%) and “kiosks that allow you to pay bills such as utilities and cell phones” (39%) are chosen as devices they would like to see offered by their retailer somewhat less often by Canadians.

Among those who would be “more likely” to shop at a store with self-checkout (27%):

- “Kiosks that allow you to check prices on items” is chosen by 87%; followed by
- “Kiosks or interactive displays that allow you to get additional information about products” (70%);
- “Kiosks that allow you to pre-order deli items and have the order fulfilled while you shop” (66%);
- “Kiosks that deliver personalized offers and promotions upon store entry” (58%); and lastly
- “Kiosks that allow you to pay bills such as utilities and cell phones” (54%).

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