

Would you be more likely to shop at a store that offers a self-checkout option than one that doesn't?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * small base

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1001	132	97	68	380	247	77	253	427	298	464	537
Weighted Base	1001	132	97*	68*	379	247	77*	294	392	294	484	517
Yes	270 27%	44 33% BE	20 21%	18 27%	109 29%	54 22%	25 32%	102 35% HI	91 23%	73 25%	146 30% K	124 24%
No	714 71%	87 66% A	76 78% A	48 71%	263 69%	188 76% A	51 66%	188 64%	295 75% G	215 73% G	329 68% J	385 75% J
(DK/NS)	17 2%	2 1%	1 1%	2 2%	7 2%	4 2%	1 1%	4 1%	5 1%	7 2%	9 2%	7 1%

Would you be more likely to shop at a store that offers a self-checkout option than one that doesn't?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G
Overlap formulae used. * small base

		EDUCATION				INCOME		
	Total	<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents								
Unweighted Base	1001	89	240	350	317	192	321	358
Weighted Base	1001	89*	242	349	316	197	323	355
Yes	270 27%	26 29%	80 33% D	103 29% D	62 20%	69 35% FG	80 25%	92 26%
No	714 71%	62 69%	157 65%	243 70%	248 79% BC	125 63%	238 74% E	258 73% E
(DK/NS)	17 2%	1 1%	6 2%	3 1%	6 2%	4 2%	5 2%	5 1%

On a scale of 1 to 5, please rate the following based on each one's impact on where you choose to shop, where 5 is the greatest level of impact and 1 is the lowest level of impact. THE OPTION TO CHECK YOURSELF OUT

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

Overlap formulae used. * small base

Overlap formulae used: small base												
		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1001	132	97	68	380	247	77	253	427	298	464	537
Weighted Base	1001	132	97*	68*	379	247	77*	294	392	294	484	517
5 - Greatest impact	105 10%	14 10%	8 8%	5 8%	43 11%	29 12%	6 8%	31 11%	40 10%	32 11%	40 8%	65 13% J
4	79 8%	11 8%	10 10%	3 5%	35 9%	16 6%	4 6%	25 9%	32 8%	18 6%	49 10% K	29 6%
3	221 22%	31 24%	19 19%	18 26%	86 23%	51 21%	17 22%	73 25%	73 19%	70 24%	112 23%	109 21%
2	155 15%	19 14%	13 13%	15 22%	56 15%	40 16%	12 15%	45 15%	67 17%	39 13%	75 16%	80 15%
1 - Lowest impact	435 43%	58 44%	47 49%	26 38%	156 41%	111 45%	37 47%	119 41%	178 45%	130 44%	206 43%	229 44%
(DK/NS)	6 1%	0 -	0 -	1 1%	4 1%	0 -	2 2% E	0 -	2 0	5 2% G	1 0	5 1%
Summary												
Top2Box (Greatest Impact)	183 18%	24 18%	18 18%	9 13%	78 20%	44 18%	11 14%	56 19%	73 19%	50 17%	89 18%	94 18%
Low2Box (Lowest Impact)	590 59%	77 58%	60 62%	41 60%	212 56%	151 61%	48 63%	164 56%	245 62%	170 58%	282 58%	308 60%
Mean	2.3	2.3	2.2	2.2	2.3	2.2	2.1	2.3	2.2	2.2	2.3	2.3

On a scale of 1 to 5, please rate the following based on each one's impact on where you choose to shop, where 5 is the greatest level of impact and 1 is the lowest level of impact. THE OPTION TO CHECK YOURSELF OUT

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G

Overlap formulae used. * small base

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents								
Unweighted Base	1001	89	240	350	317	192	321	358
Weighted Base	1001	89*	242	349	316	197	323	355
5 - Greatest impact	105 10%	14 16% D	29 12%	38 11%	24 8%	27 14%	34 11%	30 8%
4	79 8%	10 11%	18 7%	25 7%	25 8%	18 9%	28 9%	29 8%
3	221 22%	13 15% D	60 25% AD	92 26% AD	54 17%	48 24%	71 22%	80 23%
2	155 15%	6 7% A	40 16% A	56 16% A	51 16% A	29 15%	52 16%	53 15%
1 - Lowest impact	435 43%	44 50%	94 39%	137 39%	159 50% BC	74 37%	136 42%	161 45%
(DK/NS)	6 1%	1 1%	2 1%	2 1%	2 1%	3 1%	2 1%	1 0
Summary								
Top2Box (Greatest Impact)	183 18%	24 27% D	47 19%	63 18%	49 16%	45 23%	62 19%	59 17%
Low2Box (Lowest Impact)	590 59%	51 57%	134 55%	192 55%	210 67% BC	102 52%	188 58%	215 61%
Mean	2.3	2.4	2.4 D	2.3 D	2.1	2.5 G	2.3	2.2

On a scale of 1 to 5, please rate the following based on each one's impact on where you choose to shop, where 5 is the greatest level of impact and 1 is the lowest level of impact. **PRODUCT AVAILABILITY**

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

Overlap formulae used. * small base

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1001	132	97	68	380	247	77	253	427	298	464	537
Weighted Base	1001	132	97*	68*	379	247	77*	294	392	294	484	517
5 - Greatest impact	619 62%	84 63%	57 59%	39 58%	258 68%	132 53%	49 64%	175 60%	247 63%	186 63%	289 60%	331 64%
4	230 23%	31 23%	27 28%	16 24%	71 19%	66 27%	19 24%	73 25%	97 25%	56 19%	120 25%	111 21%
3	104 10%	11 8%	12 12%	9 14%	41 11%	26 11%	6 7%	30 10%	36 9%	36 12%	55 11%	49 9%
2	20 2%	4 3%	1 1%	2 3%	6 2%	5 2%	2 2%	6 2%	6 2%	6 2%	10 2%	10 2%
1 - Lowest impact	26 3%	3 2%	0 -	1 1%	3 1%	17 7%	2 3%	9 3%	6 2%	10 3%	10 2%	16 3%
(DK/NS)	1 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -	0 -	1 0	0 -	1 0
Summary												
Top2Box (Greatest Impact)	850 85%	115 87%	84 87%	55 82%	329 87%	198 80%	68 88%	248 85%	344 88%	242 82%	408 84%	441 85%
Low2Box (Lowest Impact)	46 5%	7 5%	1 1%	3 5%	9 2%	23 9%	4 5%	15 5%	13 3%	15 5%	20 4%	26 5%
Mean	4.4	4.4 E	4.4 E	4.3	4.5 E	4.2	4.4	4.4	4.5	4.4	4.4	4.4

On a scale of 1 to 5, please rate the following based on each one's impact on where you choose to shop, where 5 is the greatest level of impact and 1 is the lowest level of impact. **PRODUCT AVAILABILITY**

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G

Overlap formulae used. * small base

		EDUCATION				INCOME		
	Total	<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents								
Unweighted Base	1001	89	240	350	317	192	321	358
Weighted Base	1001	89*	242	349	316	197	323	355
5 - Greatest impact	619 62%	54 61%	150 62%	220 63%	192 61%	109 55%	200 62%	227 64%
4	230 23%	17 19%	47 19%	77 22%	89 28% B	39 20%	79 25%	89 25%
3	104 10%	10 11%	33 14% D	35 10%	26 8%	31 16% FG	29 9%	30 8%
2	20 2%	0 -	6 2%	11 3%	3 1%	6 3%	7 2%	6 2%
1 - Lowest impact	26 3%	8 9% BCD	7 3%	7 2%	5 1%	12 6% FG	8 2%	3 1%
(DK/NS)	1 0	0 -	0 -	0 -	1 0	0 -	1 0	0 -
Summary								
Top2Box (Greatest Impact)	850 85%	71 80%	197 81%	297 85%	281 89% AB	148 75%	279 86% E	316 89% E
Low2Box (Lowest Impact)	46 5%	8 9% D	13 5%	17 5%	8 3%	18 9% FG	14 4%	9 3%
Mean	4.4	4.2	4.4	4.4	4.5 A	4.2	4.4 E	4.5 E

On a scale of 1 to 5, please rate the following based on each one's impact on where you choose to shop, where 5 is the greatest level of impact and 1 is the lowest level of impact. **CLEANLINESS**

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

Overlap formulae used. * small base

		REGION						AGE			GENDER		
		Total	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
			A	B	C	D	E	F	G	H	I	J	K
Base: All respondents													
Unweighted Base	1001	132	97	68	380	247	77		253	427	298	464	537
	1001	132	97*	68*	379	247	77*		294	392	294	484	517
5 - Greatest impact	623 62%	88 67%	57 59%	39 57%	237 63%	145 59%	56 73% E		170 58%	242 62%	197 67% G	253 52%	370 72% J
4	223 22%	31 23%	22 22%	18 27%	90 24%	49 20%	13 17%		80 27% I	92 24% I	48 16%	138 29% K	84 16%
3	101 10%	9 7%	13 13% F	7 10%	35 9%	34 14% AF	3 4%		30 10%	43 11%	27 9%	64 13% K	37 7%
2	28 3%	3 2%	3 3%	4 5%	10 3%	7 3%	1 1%		8 3%	10 3%	8 3%	16 3%	12 2%
1 - Lowest impact	26 3%	2 1%	2 2%	0 -	6 2%	13 5% D	4 5%		5 2%	4 1%	14 5% H	13 3%	13 2%
(DK/NS)	1 0	0 -	0 -	0 -	1 0	0 -	0 -		0 -	0 -	1 0	0 -	1 0
Summary													
Top2Box (Greatest Impact)	846 84%	119 90% E	79 81%	57 84%	328 86% E	194 78%	70 90% E		250 85%	335 85%	244 83%	391 81%	454 88% J
Low2Box (Lowest Impact)	54 5%	5 4%	5 5%	4 5%	16 4%	19 8%	4 6%		13 5%	15 4%	22 7% H	29 6%	25 5%
Mean	4.4	4.5 E	4.3	4.4	4.4 E	4.2	4.5 E		4.4	4.4	4.4	4.2	4.5 J

On a scale of 1 to 5, please rate the following based on each one's impact on where you choose to shop, where 5 is the greatest level of impact and 1 is the lowest level of impact. **CLEANLINESS**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G
Overlap formulae used. * small base

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents								
Unweighted Base	1001	89	240	350	317	192	321	358
Weighted Base	1001	89*	242	349	316	197	323	355
5 - Greatest impact	623 62%	63 71% D	153 63%	229 66% D	175 55%	121 61%	202 62%	208 59%
4	223 22%	12 14%	57 23%	73 21%	81 26% A	41 21%	75 23%	90 25%
3	101 10%	7 8%	14 6%	34 10%	44 14% B	18 9%	31 10%	42 12%
2	28 3%	1 1%	10 4%	7 2%	10 3%	7 3%	7 2%	11 3%
1 - Lowest impact	26 3%	5 6% CD	10 4%	6 2%	5 2%	11 6% G	7 2%	5 1%
(DK/NS)	1 0	0 -	0 -	0 -	1 0	0 -	1 0	0 -
Summary								
Top2Box (Greatest Impact)	846 84%	76 85%	209 86%	302 87% D	255 81%	161 82%	277 86%	297 84%
Low2Box (Lowest Impact)	54 5%	6 7%	19 8% C	13 4%	15 5%	18 9% FG	14 4%	16 4%
Mean	4.4	4.4	4.4	4.5 D	4.3	4.3	4.4	4.4

On a scale of 1 to 5, please rate the following based on each one's impact on where you choose to shop, where 5 is the greatest level of impact and 1 is the lowest level of impact. CUSTOMER SUPPORT IN AREAS OTHER THAN THE CHECKOUT

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * small base

Overlap formulae used: - small base												
		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1001	132	97	68	380	247	77	253	427	298	464	537
Weighted Base	1001	132	97*	68*	379	247	77*	294	392	294	484	517
5 - Greatest impact												
	338 34%	50 38% C	32 33%	13 19%	116 31%	97 39% CD	30 39% C	89 30%	138 35%	101 34%	152 31%	186 36%
4												
	282 28%	37 28%	34 35% E	26 39% E	108 28%	57 23%	19 25%	100 34% HI	104 26%	75 25%	143 30%	139 27%
3												
	254 25%	31 23%	23 24%	16 23%	110 29% E	54 22%	20 26%	73 25%	106 27%	71 24%	129 27%	125 24%
2												
	73 7%	6 5%	5 5%	9 13% A	31 8%	16 7%	5 7%	20 7%	31 8%	19 7%	33 7%	40 8%
1 - Lowest impact												
	53 5%	9 7%	3 3%	4 6%	12 3%	23 9% D	2 3%	12 4%	13 3%	26 9% GH	26 5%	27 5%
(DK/NS)												
	2 0	0 -	0 -	0 -	2 1%	0 -	0 -	0 -	0 -	2 1%	1 0	1 0
Summary												
Top2Box (Greatest Impact)	620 62%	87 66%	65 68%	39 58%	224 59%	154 63%	50 64%	189 64%	242 62%	175 60%	295 61%	325 63%
Low2Box (Lowest Impact)	125 13%	15 11%	8 8%	13 19%	43 11%	39 16%	8 10%	32 11%	44 11%	45 15%	59 12%	66 13%
Mean	3.8	3.9	3.9 C	3.5	3.8	3.8	3.9 C	3.8	3.8	3.7	3.8	3.8

On a scale of 1 to 5, please rate the following based on each one's impact on where you choose to shop, where 5 is the greatest level of impact and 1 is the lowest level of impact. CUSTOMER SUPPORT IN AREAS OTHER THAN THE CHECKOUT

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G

Overlap formulae used. * small base

		EDUCATION				INCOME		
	Total	<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents								
Unweighted Base	1001	89	240	350	317	192	321	358
Weighted Base	1001	89*	242	349	316	197	323	355
5 - Greatest impact	338 34%	31 35%	88 36%	117 33%	100 32%	63 32%	120 37%	111 31%
4	282 28%	15 16%	62 25%	103 29% A	103 33% A	46 24%	84 26%	108 31%
3	254 25%	27 30%	61 25%	93 27%	72 23%	57 29%	79 24%	94 26%
2	73 7%	4 4%	18 8%	25 7%	25 8%	16 8%	23 7%	26 7%
1 - Lowest impact	53 5%	11 13% BCD	13 5%	12 3%	14 5%	13 7%	17 5%	16 4%
(DK/NS)	2 0	1 1% C	0 -	0 -	1 0	1 1%	1 0	0 -
Summary								
Top2Box (Greatest Impact)	620 62%	46 51%	150 62%	220 63%	203 64% A	110 55%	204 63%	219 62%
Low2Box (Lowest Impact)	125 13%	15 17%	32 13%	37 11%	40 13%	30 15%	40 12%	42 12%
Mean	3.8	3.6	3.8	3.8	3.8	3.7	3.8	3.8

With regard to the checkout process itself, which of the following benefits do you think self-checkout provides? [YES SUMMARY]

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

Overlap formulae used. * small base

	Total	REGION						AGE			GENDER	
		BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1001	132	97	68	380	247	77	253	427	298	464	537
Weighted Base	1001	132	97*	68*	379	247	77*	294	392	294	484	517
Faster checkout	563 56%	75 57%	54 56%	40 59%	229 60%	122 49%	42 55%	178 61%	199 51%	172 58%	280 58%	283 55%
Shorter lines	591 59%	71 53%	56 58%	40 59%	241 64%	137 56%	45 59%	183 62%	216 55%	181 62%	289 60%	302 58%
Control of the process	552 55%	82 62%	58 60%	46 67%	217 57%	106 43%	43 56%	177 60%	213 54%	157 53%	262 54%	290 56%
Privacy	561 56%	71 54%	54 56%	44 64%	222 59%	119 48%	51 66%	205 70%	199 51%	150 51%	254 52%	307 59%
Greater accuracy than checkout operator	370 37%	48 36%	38 39%	31 46%	143 38%	83 34%	26 34%	108 37%	135 34%	119 40%	188 39%	181 35%
No interaction with checkout operator	369 37%	55 42%	30 31%	29 42%	162 43%	67 27%	25 32%	132 45%	137 35%	93 32%	183 38%	185 36%
Having a choice on how to checkout	704 70%	94 71%	57 59%	57 84%	280 74%	159 64%	56 73%	213 73%	277 71%	202 69%	339 70%	364 70%

With regard to the checkout process itself, which of the following benefits do you think self-checkout provides? [YES SUMMARY]

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G
Overlap formulae used. * small base

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents								
Unweighted Base	1001	89	240	350	317	192	321	358
Weighted Base	1001	89*	242	349	316	197	323	355
Faster checkout	563 56%	48 54%	144 60%	203 58%	165 52%	133 67% FG	171 53%	195 55%
Shorter lines	591 59%	58 65%	164 68% CD	193 55%	172 54%	139 70% FG	185 57%	203 57%
Control of the process	552 55%	43 49%	137 57%	198 57%	173 55%	121 61%	182 56%	192 54%
Privacy	561 56%	54 60%	157 65% CD	189 54%	159 50%	132 67% FG	176 54%	189 53%
Greater accuracy than checkout operator	370 37%	37 42% D	116 48% CD	120 34%	95 30%	95 48% FG	117 36%	110 31%
No interaction with checkout operator	369 37%	33 37%	90 37%	134 38%	111 35%	75 38%	111 34%	144 41%
Having a choice on how to checkout	704 70%	63 71%	168 69%	258 74%	213 67%	142 72%	233 72%	247 69%

With regard to the checkout process itself, which of the following benefits do you think self-checkout provides? [YES SUMMARY]

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

	Total	REGION						AGE			GENDER	
		BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: More likely to shop at a store with self-checkout												
Unweighted Base	266	43	21	17	106	55	24	85	103	73	138	128
Weighted Base	270	44*	20**	18**	109	54*	25**	102*	91	73*	146	124
Faster checkout	231 85%	40 92%	18 90%	14 80%	95 87%	44 81%	19 75%	82 80%	81 88%	64 88%	125 86%	106 85%
Shorter lines	227 84%	33 75%	19 96%	16 86%	92 85%	48 89%	19 77%	82 80%	84 92% G	61 83%	123 84%	104 84%
Control of the process	203 75%	33 76%	16 80%	14 77%	83 76%	35 65%	22 88%	73 72%	73 80%	54 75%	106 73%	97 78%
Privacy	193 71%	28 65%	14 71%	13 74%	75 69%	40 73%	22 86%	82 81% HI	60 66%	48 66%	100 68%	93 75%
Greater accuracy than checkout operator	161 60%	22 50%	13 66%	14 75%	66 60%	29 54%	18 70%	53 52%	54 59%	52 72% G	90 62%	71 57%
No interaction with checkout operator	138 51%	26 59% E	7 34%	9 49%	65 59% E	21 38%	11 44%	59 58%	44 48%	33 45%	80 55%	58 46%
Having a choice on how to checkout	233 86%	36 83%	15 75%	18 100%	96 88%	46 85%	22 87%	86 84%	80 88%	64 88%	120 82%	113 91%

With regard to the checkout process itself, which of the following benefits do you think self-checkout provides? [YES SUMMARY]

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

	EDUCATION					INCOME		
	Total	<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: More likely to shop at a store with self-checkout								
Unweighted Base	266	26	76	103	61	66	78	92
Weighted Base	270	26**	80*	103*	62*	69*	80*	92*
Faster checkout	231 85%	18 68%	67 84%	94 91%	53 85%	60 88%	67 84%	77 83%
Shorter lines	227 84%	22 84%	72 91%	84 81%	49 80%	59 86%	72 89%	73 80%
Control of the process	203 75%	18 69%	63 80%	77 74%	45 73%	57 83%	63 79%	65 70%
Privacy	193 71%	22 84%	61 77%	66 64%	43 70%	56 82% G	57 71%	61 66%
Greater accuracy than checkout operator	161 60%	17 64%	53 66%	62 60%	30 49%	47 68%	50 62%	48 53%
No interaction with checkout operator	138 51%	15 58%	37 46%	58 56%	28 46%	33 49%	42 52%	49 53%
Having a choice on how to checkout	233 86%	22 84%	72 91%	88 85%	51 83%	59 86%	74 92%	76 82%

Self-checkout is the ability to scan, bag and pay for your own merchandise without cashier assistance. Retailers who have deployed self-checkout are looking to reallocate staff to other areas of the store for improved customer service. Which of the following areas are most important to you when you shop?

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1001	132	97	68	380	247	77	253	427	298	464	537
Weighted Base	1001	132	97*	68*	379	247	77*	294	392	294	484	517
Having easily accessible personnel in aisle, at a greeter station or at a customer service desk to help you locate product, answer questions, etc.	628	84	58	43	220	179	45	176	250	188	294	334
	63%	63%	60%	63%	58%	72% BDF	58%	60%	64%	64%	61%	65%
Cleanliness and tidiness of store	479	68	43	34	191	106	37	129	187	151	206	273
	48%	51%	44%	50%	50%	43%	48%	44%	48%	51%	43%	53% J
Having well stocked shelves	440	68	38	35	188	75	35	119	177	135	217	223
	44%	51% E	40%	52% E	49% E	30%	46% E	41%	45%	46%	45%	43%
Assistance with bagging purchased items	262	33	27	19	88	71	24	66	108	82	117	144
	26%	25%	28%	28%	23%	29%	31%	23%	27%	28%	24%	28%
Seeing product demonstrations	116	14	8	11	48	26	10	35	45	33	52	63
	12%	10%	8%	16%	13%	10%	13%	12%	11%	11%	11%	12%
None	10	0	2	0	7	1	0	2	4	4	6	4
	1%	-	3%	-	2%	0	-	1%	1%	1%	1%	1%

Self-checkout is the ability to scan, bag and pay for your own merchandise without cashier assistance. Retailers who have deployed self-checkout are looking to reallocate staff to other areas of the store for improved customer service. Which of the following areas are most important to you when you shop?

Proportions/Mean: Columns Tested
(5% risk level) - A/B/C/D - E/F/G

Overlap formulae used. * small base

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents								
Unweighted Base	1001	89	240	350	317	192	321	358
Weighted Base	1001	89*	242	349	316	197	323	355
Having easily accessible personnel in aisle, at a greeter station or at a customer service desk to help you locate product, answer questions, etc.	628	54	149	207	215	120	220	211
	63%	61%	62%	59%	68% C	61%	68% G	60%
Cleanliness and tidiness of store	479	45	113	179	138	92	146	172
	48%	51%	47%	51%	44%	47%	45%	49%
Having well stocked shelves	440	42	101	156	137	76	136	168
	44%	48%	42%	45%	43%	38%	42%	47% E
Assistance with bagging purchased items	262	32	70	92	65	60	77	91
	26%	36% D	29% D	26%	21%	30%	24%	26%
Seeing product demonstrations	116	17	39	34	25	37	35	28
	12%	19% CD	16% CD	10%	8%	19% FG	11%	8%
None	10	1	0	2	7	3	1	4
	1%	1%	-	1%	2% B	1%	0	1%

Which of the following additional self-service devices would you like to see offered by your retailer? [YES SUMMARY]

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

Overlap formulae used. * small base

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1001	132	97	68	380	247	77	253	427	298	464	537
Weighted Base	1001	132	97*	68*	379	247	77*	294	392	294	484	517
Kiosks or interactive displays that allow you to get additional information about products	615	88	64	39	222	151	51	201	232	166	310	305
	61%	66%	66%	58%	58%	61%	66%	68% HI	59%	57%	64%	59%
Kiosks that deliver personalized offers and promotions upon store entry	445	64	38	29	158	111	45	142	182	113	217	229
	44%	48%	39%	42%	42%	45%	58% BDE	48% I	46% I	39%	45%	44%
Kiosks that allow you to pay bills such as utilities and cell phones	392	53	45	29	132	88	45	151	148	88	188	204
	39%	40%	46% D	43%	35%	36%	58% ADE	52% HI	38% I	30%	39%	39%
Kiosks that allow you to pre-order deli items and have the order fulfilled while you shop	524	64	53	32	201	134	41	161	223	131	260	264
	52%	48%	55%	47%	53%	54%	52%	55% I	57% I	45%	54%	51%
Kiosks that allow you to check prices on items	830	106	80	61	310	204	70	259	328	225	393	437
	83%	80%	83%	90%	82%	83%	90%	88% I	84% I	77%	81%	85%

Which of the following additional self-service devices would you like to see offered by your retailer? [YES SUMMARY]

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G

Overlap formulae used. * small base

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents								
Unweighted Base	1001	89	240	350	317	192	321	358
Weighted Base	1001	89*	242	349	316	197	323	355
Kiosks or interactive displays that allow you to get additional information about products	615	58	172	213	170	144	196	198
	61%	65%	71% CD	61%	54%	73% FG	60%	56%
Kiosks that deliver personalized offers and promotions upon store entry	445	42	128	153	121	106	143	142
	44%	47%	53% CD	44%	38%	53% FG	44%	40%
Kiosks that allow you to pay bills such as utilities and cell phones	392	42	110	149	90	99	144	111
	39%	47% D	45% D	43% D	29%	50% G	44% G	31%
Kiosks that allow you to pre-order deli items and have the order fulfilled while you shop	524	54	140	189	140	116	173	179
	52%	61% D	58% D	54% D	44%	59%	53%	50%
Kiosks that allow you to check prices on items	830	70	213	298	246	172	279	286
	83%	79%	88% AD	85% D	78%	87%	86%	81%

Which of the following additional self-service devices would you like to see offered by your retailer? [YES SUMMARY]

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Overlap formulae used: small base, very small base (under 50) ineligible for sig testing												
	REGION							AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: More likely to shop at a store with self-checkout												
Unweighted Base	266	43	21	17	106	55	24	85	103	73	138	128
Weighted Base	270	44*	20**	18**	109	54*	25**	102*	91	73*	146	124
Kiosks or interactive displays that allow you to get additional information about products	189	36	16	13	68	39	17	73	65	48	109	80
	70%	83% D	82%	71%	62%	71%	66%	72%	71%	66%	75%	64%
Kiosks that deliver personalized offers and promotions upon store entry	156	29	10	13	55	30	18	67	49	37	82	74
	58%	67%	50%	72%	51%	56%	72%	66%	54%	50%	56%	60%
Kiosks that allow you to pay bills such as utilities and cell phones	147	27	10	10	52	29	20	59	53	33	81	67
	54%	61%	48%	56%	48%	54%	78%	58%	58%	45%	55%	53%
Kiosks that allow you to pre-order deli items and have the order fulfilled while you shop	179	28	15	13	68	37	18	67	69	41	97	82
	66%	65%	73%	70%	62%	68%	70%	66%	75% I	57%	67%	66%
Kiosks that allow you to check prices on items	235	38	17	16	95	45	24	90	78	64	126	109
	87%	87%	84%	90%	87%	83%	94%	89%	85%	88%	86%	88%

Which of the following additional self-service devices would you like to see offered by your retailer? [YES SUMMARY]

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: More likely to shop at a store with self-checkout								
Unweighted Base	266	26	76	103	61	66	78	92
Weighted Base	270	26**	80*	103*	62*	69*	80*	92*
Kiosks or interactive displays that allow you to get additional information about products	189	17	64	70	39	51	60	57
	70%	63%	80% D	68%	62%	74%	74%	61%
Kiosks that deliver personalized offers and promotions upon store entry	156	16	54	57	29	47	51	42
	58%	62%	68% D	56%	47%	68% G	63% G	46%
Kiosks that allow you to pay bills such as utilities and cell phones	147	15	48	55	29	41	54	37
	54%	58%	61%	53%	47%	59% G	67% G	40%
Kiosks that allow you to pre-order deli items and have the order fulfilled while you shop	179	15	56	67	41	49	51	61
	66%	56%	71%	65%	66%	71%	64%	67%
Kiosks that allow you to check prices on items	235	22	70	91	51	61	74	77
	87%	84%	88%	89%	83%	88%	93%	83%