How likely, if at all are you to choose to shop at a store that offered self-service compared with one that did not?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - I/J/K/L
* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	I	J	K	L
Base: Valid respondents	1085	473	612	189	508	385	56	152	199	678
Weighted	1085	531	554	319	429	334	55*	141	194	695
Very likely	162 15%	69 13%	93 17%	53 16%	71 16% E	39 12%	7 14%	23 16%	17 9%	115 16% K
Likely	445 41%	221 42%	223 40%	153 48% E	170 40%	120 36%	15 27%	60 43%	83 43%	287 41%
Not really likely	332 31%	167 32%	165 30%	86 27%	135 32%	109 33%	21 38%	33 23%	70 36% J	208 30%
Not at all likely	100 9%	50 10%	50 9%	19 6%	40 9%	41 12% C	8 15%	18 13%	16 8%	58 8%
Definitely not	46 4%	24 4%	23 4%	8 2%	13 3%	25 8% CD	3 6%	7 5%	8 4%	28 4%
Summary										
Top2box (Likely)	607 56%	290 55%	317 57%	206 64% E	241 56% E	159 48%	23 41%	83 59% I	100 51%	401 58% I
Low2box (Not Likely)	432 40%	218 41%	214 39%	105 33%	175 41%	150 45% C	29 53% JL	50 36%	86 45%	266 38%

How likely, if at all are you to choose to shop at a store that offered self-service compared with one that did not?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K - <$60K	$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Valid respondents	1085	147	107	88	384	286	73	302	351	432	657	428
Weighted	1085	151*	104*	72*	417	257	82*	302	349	434	688	397
Very likely	162 15%	17 11%	16 15%	12 16%	63 15%	40 16%	14 17%	43 14%	56 16%	64 15%	111 16%	51 13%
Likely	445 41%	59 39%	48 46%	24 33%	163 39%	109 42%	43 52% C	118 39%	142 41%	185 43%	301 44% K	144 36%
Not really likely	332 31%	47 31%	30 29%	26 35%	142 34% E	68 26%	19 23%	95 31%	90 26%	148 34% H	204 30%	128 32%
Not at all likely	100 9%	21 14%	5 5%	7 10%	36 9%	25 10%	5 6%	33 11%	38 11%	29 7%	44 6%	56 14% J
Definitely not	46 4%	7 5%	5 5%	4 5%	14 3%	15 6%	1 1%	14 5%	23 7% I	9 2%	28 4%	18 5%
Summary												
Top2box (Likely)	607 56%	76 50%	64 61%	35 49%	225 54%	149 58%	57 70% ACD	161 53%	197 57%	249 57%	412 60% K	195 49%
Low2box (Not Likely)	432 40%	68 45% F	36 34%	33 46% F	178 43% F	93 36%	24 29%	128 42%	128 37%	177 41%	249 36%	184 46% J

Please rate each of the following self-service technologies on a scale from 0 to 10, where 0 means you would likely not use this technology as it would not make things more convenient for you and 10 means you would likely use this technology as it would help you get the task done faster and with more convenience? [TOP3BOX SUMMARY - (Likely to Use)]

_____
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - I/J/K/L
* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	I	J	K	L
Base: Valid respondents	1085	473	612	189	508	385	56	152	199	678
Weighted	1085	531	554	319	429	334	55*	141	194	695
At the checkout scan, bag and pay for items	476	233	243	155	207	112	9	65	77	326
	44%	44%	44%	49% E	48% E	34%	17%	46% I	39%	47% I
To pre-order items so that you could continue shopping for other goods and pick items up when you pay	294	115	179	98	130	65	9	30	58	197
	27%	22%	32% A	31% E	30% E	19%	16%	21%	30%	28%
To check prices yourself in the store	672	308	364	234	279	155	29	84	113	446
	62%	58%	66% A	73% E	65% E	46%	53%	60%	58%	64%
To order a colour or size that isn't available, either from another store or for home delivery	310	121	189	112	133	64	9	37	57	207
	29%	23%	34% A	35% E	31% E	19%	16%	27%	30%	30% I
To pay and collect a pre-ordered delivery	326	131	194	106	146	73	6	48	56	216
	30%	25%	35% A	33% E	34% E	22%	10%	34% I	29%	31% I

Please rate each of the following self-service technologies on a scale from 0 to 10, where 0 means you would likely not use this technology as it would not make things more convenient for you and 10 means you would likely use this technology as it would help you get the task done faster and with more convenience? [TOP3BOX SUMMARY - (Likely to Use)]

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K - <$60K	$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Valid respondents	1085	147	107	88	384	286	73	302	351	432	657	428
Weighted	1085	151*	104*	72*	417	257	82*	302	349	434	688	397
At the checkout scan, bag and pay for items	476	54	46	26	206	104	41	99	142	235	324	153
	44%	36%	44%	36%	49% ACE	40%	50%	33%	41%	54% GH	47% K	38%
To pre-order items so that you could continue shopping for other goods and pick items up when you pay	294	33	31	16	122	66	25	74	89	132	205	89
	27%	22%	30%	22%	29%	26%	30%	24%	25%	30%	30% K	23%
To check prices yourself in the store	672	90	67	37	262	160	56	171	208	293	466	206
	62%	60%	64%	51%	63%	62%	68% C	57%	60%	67% GH	68% K	52%
To order a colour or size that isn't available, either from another store or for home delivery	310	40	35	15	132	68	20	80	99	131	222	88
	29%	26%	33%	21%	32%	26%	24%	27%	28%	30%	32% K	22%
To pay and collect a pre-ordered delivery	326	36	31	24	137	77	22	71	112	143	228	98
	30%	23%	29%	33%	33%	30%	27%	24%	32% G	33% G	33% K	25%

Please rate each of the following self-service technologies on a scale from 0 to 10, where 0 means you would likely not use this technology as it would not make things more convenient for you and 10 means you would likely use this technology as it would help you get the task done faster and with more convenience? [LOW3BOX SUMMARY - (Likely to Not Use)]

_____
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - I/J/K/L
* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	I	J	K	L
Base: Valid respondents	1085	473	612	189	508	385	56	152	199	678
Weighted	1085	531	554	319	429	334	55*	141	194	695
At the checkout scan, bag and pay for items	302	146	156	56	104	141	25	42	49	186
	28%	27%	28%	18%	24%	42% CD	45% KL	30%	25%	27%
To pre-order items so that you could continue shopping for other goods and pick items up when you pay	384	212	172	73	130	180	30	56	56	242
	35%	40% B	31%	23%	30%	54% CD	54% KL	40%	29%	35%
To check prices yourself in the store	142	77	66	22	42	78	12	21	27	83
	13%	14%	12%	7%	10%	23% CD	21%	15%	14%	12%
To order a colour or size that isn't available, either from another store or for home delivery	378	204	175	78	130	169	34	56	60	229
	35%	38% B	32%	25%	30%	50% CD	61% JKL	40%	31%	33%
To pay and collect a pre-ordered delivery	389	186	203	75	140	172	26	42	72	248
	36%	35%	37%	24% C	33%	51% CD	47% J	30%	37%	36%

Please rate each of the following self-service technologies on a scale from 0 to 10, where 0 means you would likely not use this technology as it would not make things more convenient for you and 10 means you would likely use this technology as it would help you get the task done faster and with more convenience? [LOW3BOX SUMMARY - (Likely to Not Use)]

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K -<$60K	$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Valid respondents	1085	147	107	88	384	286	73	302	351	432	657	428
Weighted	1085	151*	104*	72*	417	257	82*	302	349	434	688	397
At the checkout scan, bag and pay for items	302	58	28	21	92	83	20	102	112	88	158	144
	28%	38% D	27%	30%	22%	32% D	24%	34% I	32% I	20%	23%	36% J
To pre-order items so that you could continue shopping for other goods and pick items up when you pay	384	53	34	25	137	107	28	124	135	126	199	185
	35%	35%	33%	35%	33%	41% D	34%	41% I	39% I	29%	29%	47% J
To check prices yourself in the store	142	19	13	12	52	30	16	45	57	40	69	73
	13%	13%	12%	16%	13%	12%	20%	15% I	16% I	9%	10%	19% J
To order a colour or size that isn't available, either from another store or for home delivery	378	48	26	25	146	104	29	118	133	128	211	167
	35%	32%	25%	35%	35%	40% B	36%	39% I	38% I	29%	31%	42% J
To pay and collect a pre-ordered delivery	389	65	34	26	133	98	32	130	134	125	204	185
	36%	43% D	33%	36%	32%	38%	38%	43% I	38% I	29%	30%	47% J

Ipsos

How often would you say you go to stores to buy just a few items during an average week? By this we mean any stores that you visit for any type of shopping. Would you say...

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - I/J/K/L
* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	I	J	K	L
Base: Valid respondents	1085	473	612	189	508	385	56	152	199	678
Weighted	1085	531	554	319	429	334	55*	141	194	695
Less than once a week	109	66	43	42	37	30	14	11	21	63
	10%	12%	8%	13%	9%	9%	26%	8%	11%	9%
		B					JKL			
SHOP AT LEAST ONCE A WEEK (NET)	969	461	508	276	389	302	40	128	172	629
	89%	87%	92%	87%	91%	90%	73%	91%	89%	91%
			A					I	I	I
Once a week	203	99	104	51	82	70	9	30	45	119
	19%	19%	19%	16%	19%	21%	16%	21%	23%	17%
Twice a week	281	141	140	87	102	91	10	37	49	185
	26%	26%	25%	27%	24%	27%	17%	26%	25%	27%
Three times a week	235	100	136	66	93	73	9	37	38	151
	22%	19%	24%	21%	22%	22%	16%	27%	20%	22%
			A							
Four times a week	123	61	62	30	58	35	3	15	13	91
	11%	11%	11%	9%	14%	10%	6%	11%	7%	13%
										K
Five times a week	56	21	35	19	21	16	3	5	18	30
	5%	4%	6%	6%	5%	5%	5%	3%	9%	4%
									JL	
Six times a week	22	10	12	8	10	4	2	1	3	16
	2%	2%	2%	2%	2%	1%	4%	1%	1%	2%
Every day	50	31	19	15	23	13	5	3	6	36
	5%	6%	3%	5%	5%	4%	9%	2%	3%	5%
							J			
Never go shopping	6	4	2	1	3	2	1	2	1	3
	1%	1%	0	0	1%	1%	1%	1%	0	0

How often would you say you go to stores to buy just a few items during an average week? By this we mean any stores that you visit for any type of shopping. Would you say...

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K - <$60K	$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Valid respondents	1085	147	107	88	384	286	73	302	351	432	657	428
Weighted	1085	151*	104*	72*	417	257	82*	302	349	434	688	397
Less than once a week	109	11	8	7	40	37	6	45	39	25	61	48
	10%	7%	8%	9%	10%	15%	7%	15% I	11% I	6%	9%	12%
SHOP AT LEAST ONCE A WEEK (NET)	969	140	95	64	375	219	75	255	308	406	622	348
	89%	93% E	91%	89%	90%	85%	92%	84%	88%	93% GH	90%	88%
Once a week	203	31	14	15	77	51	15	63	60	80	123	80
	19%	20%	13%	21%	18%	20%	18%	21%	17%	18%	18%	20%
Twice a week	281	33	33	15	114	66	19	80	96	105	173	108
	26%	22%	31%	21%	27%	26%	24%	27%	27%	24%	25%	27%
Three times a week	235	34	24	21	89	48	19	53	78	104	156	79
	22%	23%	23%	29%	21%	19%	24%	18%	22%	24%	23%	20%
Four times a week	123	22	9	4	52	26	9	26	37	59	80	42
	11%	15%	9%	6%	12%	10%	11%	9%	11%	14%	12%	11%
Five times a week	56	6	8	6	15	13	8	16	13	26	39	16
	5%	4%	8%	9% D	3%	5%	10% D	5%	4%	6%	6%	4%
Six times a week	22	4	6	1	7	3	0	7	8	7	17	5
	2%	3%	6% DEF	1%	2%	1%	-	2%	2%	2%	3%	1%
Every day	50	10	1	2	21	12	4	9	17	24	32	18
	5%	7% B	1%	3%	5%	5%	5%	3%	5%	5%	5%	4%
Never go shopping	6	0	2	1	2	1	1	2	1	4	6	1
	1%	-	2%	2%	0	0	1%	1%	0	1%	1%	0

How long, on average, do you spend in the stores on a shopping trip either trying to get information or ordering something?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	I	J	K	L
Base: Shop at least once a week	978	415	563	165	463	348	43	140	179	616
Weighted	969	461	508	276	389	302	40*	128	172	629
None	22	12	10	14	4	3	1	3	2	15
	2%	3%	2%	5% DE	1%	1%	3%	2%	1%	2%
1-10	181	100	81	52	84	44	8	26	33	114
	19%	22% B	16%	19%	22% E	15%	19%	20%	19%	18%
11-20	298	162	136	75	121	102	10	40	53	195
	31%	35% B	27%	27%	31%	34%	25%	31%	31%	31%
21-30	239	104	136	70	94	73	12	30	41	156
	25%	22%	27%	26%	24%	24%	29%	24%	24%	25%
31-45	91	41	51	19	39	33	3	12	13	63
	9%	9%	10%	7%	10%	11%	6%	9%	8%	10%
46-60	89	28	61	31	32	27	4	9	20	56
	9%	6%	12% A	11%	8%	9%	9%	7%	12%	9%
61-90	17	7	10	4	7	6	1	1	4	11
	2%	2%	2%	1%	2%	2%	2%	1%	2%	2%
91+	32	8	23	10	8	13	2	8	4	18
	3%	2%	5% A	4%	2%	4%	6%	6%	2%	3%
Summary										
Mean	29.7	25.3	33.7 A	29.4	28.1	32.3 D	31.9	31.6	29.4	29.3
Standard Deviation	27.7	20.8	32.2	26.6	26.7	29.7	29.2	33.3	24.3	27.2
Standard Error	0.9	1.0	1.4	2.1	1.2	1.6	4.4	2.8	1.8	1.1
Median	19.5	17.5	25.8	19.6	18.9	21.7	25.2	19.2	19.4	19.5

How long, on average, do you spend in the stores on a shopping trip either trying to get information or ordering something?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K - <$60K	$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Shop at least once a week	978	139	96	80	349	248	66	259	312	407	599	379
Weighted	969	140*	95*	64*	375	219	75*	255	308	406	622	348
None	22	8	2	0	9	0	4	5	3	14	19	3
	2%	5% E	2%	-	2% E	-	5% E	2%	1%	4% H	3%	1%
1-10	181	28	20	12	73	34	14	43	56	82	117	64
	19%	20%	22%	18%	19%	16%	19%	17%	18%	20%	19%	18%
11-20	298	51	30	18	118	57	23	82	99	117	186	112
	31%	37%	32%	29%	32%	26%	31%	32%	32%	29%	30%	32%
21-30	239	24	25	16	106	52	15	61	69	109	146	93
	25%	17%	27%	25%	28% A	24%	20%	24%	22%	27%	24%	27%
31-45	91	12	10	9	36	15	10	24	29	38	59	32
	9%	8%	10%	14%	10%	7%	13%	9%	10%	9%	10%	9%
46-60	89	17	6	8	22	29	7	21	36	32	63	26
	9%	12%	6%	13% D	6%	13% D	10%	8%	12%	8%	10%	7%
61-90	17	1	1	0	3	13	0	7	2	8	12	5
	2%	1%	1%	-	1%	6% ACD	-	3%	1%	2%	2%	2%
91+	32	0	1	1	8	20	1	13	14	5	19	12
	3%	-	1%	2%	2%	9% ABCDF	1%	5% I	4% I	1%	3%	4%
Summary												
Mean	29.7	24.1	24.7	29.9	27.1	41.1 ABCDF	26.6	31.8 I	31.6 I	27.0	30.0	29.3
Standard Deviation	27.7	18.3	18.8	21.0	25.5	38.3	20.0	29.0	30.2	24.4	28.0	27.1
Standard Error	0.9	1.5	1.9	2.3	1.4	2.4	2.5	1.8	1.7	1.2	1.1	1.4
Median	19.5	16.7	18.1	25.5	19.1	26.5	18.8	19.8	19.6	19.2	19.5	19.5

And how long do you think you spend in the stores on a shopping trip lining up at the checkout?

_____

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	I	J	K	L
Base: Shop at least once a week	978	415	563	165	463	348	43	140	179	616
Weighted	969	461	508	276	389	302	40*	128	172	629
1-2	43	24	19	10	19	14	2	5	6	30
	4%	5%	4%	4%	5%	5%	5%	4%	4%	5%
3-5	473	266	207	132	175	165	18	61	75	319
	49%	58%	41%	48%	45%	54%	46%	47%	44%	51%
		B				D				
6-8	64	28	36	23	24	17	3	7	13	41
	7%	6%	7%	8%	6%	6%	8%	5%	7%	7%
9-10	245	93	152	76	109	61	10	39	50	146
	25%	20%	30%	27%	28%	20%	25%	31%	29%	23%
			A		E					
11-20	122	44	77	30	52	39	6	15	21	79
	13%	10%	15%	11%	13%	13%	15%	12%	12%	13%
			A							
21-30	15	3	13	5	6	5	1	1	6	7
	2%	1%	2%	2%	2%	2%	2%	1%	4%	1%
			A						L	
31+	7	3	5	1	4	2	0	0	1	6
	1%	1%	1%	0	1%	1%	-	-	1%	1%
Summary										
Mean	8.4	7.3	9.3	8.2	8.7	8.1	8.1	7.8	8.8	8.4
			A							
Standard Deviation	7.4	6.8	7.8	5.6	8.0	7.9	4.8	4.5	6.3	8.2
Standard Error	0.2	0.3	0.3	0.4	0.4	0.4	0.7	0.4	0.5	0.3
Median	4.9	4.7	7.4	5.0	5.1	4.8	5.0	5.0	5.9	4.9

And how long do you think you spend in the stores on a shopping trip lining up at the checkout?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K - <$60K	$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Shop at least once a week	978	139	96	80	349	248	66	259	312	407	599	379
Weighted	969	140*	95*	64*	375	219	75*	255	308	406	622	348
1-2	43	6	5	4	12	16	1	14	16	12	22	21
	4%	4%	5%	6%	3%	7% D	2%	6%	5%	3%	3%	6%
3-5	473	79	49	31	186	98	30	115	145	213	287	186
	49%	56%	52%	48%	50%	45%	40%	45%	47%	53%	46%	54% J
6-8	64	20	5	1	21	8	9	15	20	29	42	22
	7%	14% CDE	6%	1%	6%	4%	12% CE	6%	6%	7%	7%	6%
9-10	245	23	20	18	100	61	22	68	76	101	171	74
	25%	17%	22%	27%	27% A	28% A	30%	27%	25%	25%	27% K	21%
11-20	122	12	14	9	48	29	9	35	42	45	82	40
	13%	8%	14%	15%	13%	13%	12%	14%	14%	11%	13%	11%
21-30	15	0	2	2	4	6	2	6	6	4	11	4
	2%	-	2%	3%	1%	3%	3%	2%	2%	1%	2%	1%
31+	7	1	0	1	3	1	1	2	4	2	7	0
	1%	1%	-	1%	1%	1%	1%	1%	1%	0	1%	-
Summary												
Mean	8.4	7.2	7.7	8.6	8.5	8.7	9.6	8.6	8.8	7.9	8.9 K	7.4
Standard Deviation	7.4	5.4	5.1	5.8	7.2	9.0	9.4	6.5	9.0	6.5	8.4	4.9
Standard Error	0.2	0.5	0.5	0.7	0.4	0.6	1.2	0.4	0.5	0.3	0.3	0.3
Median	4.9	4.8	4.8	4.9	4.9	4.9	6.7	5.0	4.9	4.9	5.3	4.8

How frustrated do you feel about the time you spend in the stores on a shopping trip either trying to get information or ordering something?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	I	J	K	L
Base: Spend time getting information or ordering something	963	409	554	159	458	344	42	137	176	608
Weighted	948	450	498	262	384	299	39*	126	169	614
Very frustrated	52 6%	23 5%	29 6%	13 5%	25 6%	15 5%	1 3%	3 3%	13 8%	35 6%
Somewhat frustrated	292 31%	138 31%	154 31%	91 35% E	123 32%	77 26%	7 17%	33 27%	59 35% I	194 32%
Not really frustrated	448 47%	216 48%	232 47%	137 52%	181 47%	128 43%	22 55%	65 52%	68 40%	294 48%
Not at all frustrated	155 16%	72 16%	83 17%	21 8%	55 14% C	79 27% CD	9 24%	24 19%	30 18%	91 15%
Summary										
Top2box (Frustrated)	345 36%	162 36%	183 37%	104 40%	148 39% E	91 31%	8 20%	37 29%	72 42% IJ	228 37% I
Low2box (Not Frustrated)	603 64%	288 64%	315 63%	158 60%	236 61%	208 69% D	31 80% KL	89 71% K	97 58%	385 63%

How frustrated do you feel about the time you spend in the stores on a shopping trip either trying to get information or ordering something?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K - <$60K	$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Spend time getting information or ordering something	963	135	94	80	342	248	64	256	309	398	588	375
Weighted	948	133*	93*	64*	367	219	71*	251	305	392	603	344
Very frustrated	52 6%	9 7%	5 5%	4 6%	19 5%	12 5%	3 5%	12 5%	21 7%	19 5%	37 6%	15 4%
Somewhat frustrated	292 31%	32 24%	32 35%	18 28%	127 35%	62 28%	21 30%	66 26%	95 31%	131 33%	209 35% K	83 24%
Not really frustrated	448 47%	63 47%	48 52%	32 50%	164 45%	108 49%	33 46%	116 46%	138 45%	194 50%	281 47%	167 49%
Not at all frustrated	155 16%	29 22% B	7 8%	10 16%	56 15%	38 17%	14 20%	56 22% I	51 17%	48 12%	76 13%	79 23% J
Summary												
Top2box (Frustrated)	345 36%	41 31%	37 40%	22 35%	146 40%	74 34%	24 34%	78 31%	117 38%	150 38%	246 41% K	98 29%
Low2box (Not Frustrated)	603 64%	92 69%	56 60%	42 65%	220 60%	146 66%	47 66%	172 69%	189 62%	242 62%	357 59%	246 71% J

How frustrated do you feel about the time you spend in the stores on a shopping trip lining up at the checkout?

_____
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - I/J/K/L
* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	I	J	K	L
Base: Spend time lining up at the checkout	978	415	563	165	463	348	43	140	179	616
Weighted	969	461	508	276	389	302	40*	128	172	629
Very frustrated	163	71	92	46	77	40	4	17	40	102
	17%	15%	18%	17%	20%	13%	10%	13%	23%	16%
					E				JL	
Somewhat frustrated	338	165	173	107	133	98	14	42	65	217
	35%	36%	34%	39%	34%	33%	35%	33%	38%	34%
Not really frustrated	373	179	194	111	140	120	17	53	52	251
	38%	39%	38%	40%	36%	40%	42%	41%	31%	40%
										K
Not at all frustrated	95	46	49	12	40	44	5	16	14	59
	10%	10%	10%	4%	10%	14%	12%	13%	8%	9%
					C	C				
Summary										
Top2box (Frustrated)	501	236	265	153	209	139	18	59	105	319
	52%	51%	52%	56%	54%	46%	46%	46%	61%	51%
					E				JL	
Low2box (Not Frustrated)	468	225	243	123	180	163	22	69	67	311
	48%	49%	48%	44%	46%	54%	54%	54%	39%	49%
						D		K		K

How frustrated do you feel about the time you spend in the stores on a shopping trip lining up at the checkout?

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K - <$60K	$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Spend time lining up at the checkout	978	139	96	80	349	248	66	259	312	407	599	379
Weighted	969	140*	95*	64*	375	219	75*	255	308	406	622	348
Very frustrated	163	24	24	12	58	32	13	41	47	75	116	47
	17%	17%	25%	18%	15%	15%	17%	16%	15%	18%	19%	13%
			DE								K	
Somewhat frustrated	338	40	34	24	147	66	28	77	123	139	230	108
	35%	28%	36%	37%	39%	30%	37%	30%	40%	34%	37%	31%
					E				G			
Not really frustrated	373	55	29	26	133	102	29	109	99	165	223	150
	38%	39%	31%	40%	35%	46%	38%	43%	32%	41%	36%	43%
						BD		H		H		J
Not at all frustrated	95	22	7	3	37	20	6	29	39	27	52	43
	10%	16%	7%	5%	10%	9%	8%	11%	13%	7%	8%	12%
		C								I		
Summary												
Top2box (Frustrated)	501	64	59	35	205	98	41	117	170	213	347	155
	52%	45%	62%	55%	55%	45%	54%	46%	55%	53%	56%	44%
			AE		E				G		K	
Low2box (Not Frustrated)	468	77	36	29	170	121	34	138	138	193	275	193
	48%	55%	38%	45%	45%	55%	46%	54%	45%	47%	44%	56%
		B				BD		H				J

On average, how many items would you say you buy at any store during these shopping trips? Would you say...

_____
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - I/J/K/L
* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	I	J	K	L
Base: Shop at least once a week	978	415	563	165	463	348	43	140	179	616
Weighted	969	461	508	276	389	302	40*	128	172	629
1 to 5	421 43%	230 50% B	192 38%	120 44%	176 45%	122 41%	22 54%	60 47%	72 42%	268 43%
6 to 10	345 36%	151 33%	194 38%	110 40%	130 33%	105 35%	11 28%	37 29%	64 37%	233 37%
11 to 15	98 10%	40 9%	58 11%	18 6%	37 10%	43 14% CD	5 12%	7 6%	14 8%	72 11%
16 to 20	48 5%	20 4%	27 5%	12 4%	22 6%	14 4%	2 5%	12 10% L	9 5%	24 4%
More than 20	58 6%	20 4%	37 7%	16 6%	24 6%	18 6%	1 2%	11 9%	14 8%	32 5%

On average, how many items would you say you buy at any store during these shopping trips? Would you say...

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K - <$60K	$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Shop at least once a week	978	139	96	80	349	248	66	259	312	407	599	379
Weighted	969	140*	95*	64*	375	219	75*	255	308	406	622	348
1 to 5	421 43%	56 40%	38 40%	20 32%	165 44%	107 49% C	35 47%	127 50% H	115 37%	180 44%	268 43%	154 44%
6 to 10	345 36%	57 40%	36 38%	21 33%	141 38%	68 31%	22 29%	86 34%	110 36%	149 37%	215 35%	130 37%
11 to 15	98 10%	14 10%	12 12%	13 20% DE	33 9%	17 8%	9 12%	20 8%	42 14% G	36 9%	67 11%	30 9%
16 to 20	48 5%	7 5%	5 5%	3 5%	13 3%	13 6%	6 8%	15 6%	15 5%	17 4%	32 5%	15 4%
More than 20	58 6%	7 5%	4 4%	7 11%	23 6%	14 6%	3 4%	8 3%	26 8% G	24 6%	40 6%	18 5%

Which of the following statements, if any, describe why you would shop at any store once a week or more often? Again by this we mean any stores that you visit for any type of shopping...

_____
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - I/J/K/L
* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	I	J	K	L
Base: Shop at least once a week	978	415	563	165	463	348	43	140	179	616
Weighted	969	461	508	276	389	302	40*	128	172	629
Need to shop often for fresh produce, bread, milk, household toiletries	691	317	374	199	273	217	33	85	131	442
	71%	69%	74%	72%	70%	72%	83%	66%	76%	70%
You have run out of an essential item such as pet food	408	197	211	130	177	100	12	45	77	274
	42%	43%	42%	47% E	46% E	33%	29%	35%	45%	44%
Don't plan meals or activities far ahead of time	278	124	154	116	87	74	12	29	49	187
	29%	27%	30%	42% DE	22%	24%	30%	23%	29%	30%
Only have short time periods during the day to fit in shopping	244	109	135	104	104	36	4	25	40	175
	25%	24%	27%	38% DE	27% E	12%	11%	19%	23%	28% I
Recreational shopping	160	57	103	66	52	41	7	18	21	115
	17%	12%	20% A	24% DE	13%	14%	17%	14%	12%	18%
Time pressures due to busy seasons such as Christmas	159	53	105	62	61	36	4	12	31	112
	16%	12%	21% A	23% E	16%	12%	9%	9%	18% J	18% J
Impulse decision to go shopping for something	155	61	94	65	59	31	5	16	34	99
	16%	13%	18% A	24% DE	15%	10%	13%	13%	20%	16%
Don't want to carry too much shopping around	155	65	90	38	59	58	9	26	27	92
	16%	14%	18%	14%	15%	19%	22%	21%	16%	15%
Or some other reason	131	66	64	34	51	44	3	25	21	81
	13%	14%	13%	12%	13%	15%	8%	20% L	12%	13%

Which of the following statements, if any, describe why you would shop at any store once a week or more often? Again by this we mean any stores that you visit for any type of shopping...

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K - <$60K	$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Shop at least once a week	978	139	96	80	349	248	66	259	312	407	599	379
Weighted	969	140*	95*	64*	375	219	75*	255	308	406	622	348
Need to shop often for fresh produce, bread, milk, household toiletries	691	107	71	49	267	142	54	187	218	286	446	245
	71%	76% E	75%	77%	71%	65%	72%	73%	71%	70%	72%	71%
You have run out of an essential item such as pet food	408	62	39	28	173	78	28	101	112	195	285	123
	42%	44%	41%	44%	46% E	35%	38%	40%	36%	48% H	46% K	35%
Don't plan meals or activities far ahead of time	278	47	25	22	109	55	19	74	66	138	187	91
	29%	33%	26%	35%	29%	25%	26%	29%	21%	34% H	30%	26%
Only have short time periods during the day to fit in shopping	244	43	24	20	92	46	19	58	73	113	198	46
	25%	30%	25%	32%	25%	21%	25%	23%	24%	28%	32% K	13%
Recreational shopping	160	11	22	10	67	39	10	44	50	66	105	56
	17%	8%	24% A	16%	18% A	18% A	14%	17%	16%	16%	17%	16%
Time pressures due to busy seasons such as Christmas	159	16	16	14	74	21	18	34	42	84	109	50
	16%	11%	17%	22% E	20% E	10%	24% AE	13%	13%	21% GH	17%	14%
Impulse decision to go shopping for something	155	24	24	13	50	26	17	38	58	59	112	43
	16%	17%	25% DE	20%	13%	12%	22%	15%	19%	14%	18% K	12%
Don't want to carry too much shopping around	155	27	11	6	68	35	8	51	48	56	78	76
	16%	19%	12%	9%	18%	16%	11%	20%	16%	14%	13%	22% J
Or some other reason	131	21	12	5	65	22	5	40	41	50	78	52
	13%	15%	13%	8%	17% CE	10%	7%	16%	13%	12%	13%	15%