

# MANY CANADIANS ENTHUSIASTIC ABOUT SELF-SERVICE TECHNOLOGIES

*Fifty-six Percent Likely To Shop At Store With Self-Service Technologies Over One Without*

*A Majority (62%) Would Use A Self-Service Technology That Would Allow Them To Check Prices Themselves At The Store If It Was Available*



## Ipsos Reid

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## MANY CANADIANS ENTHUSIASTIC ABOUT SELF-SERVICE TECHNOLOGIES

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*A Majority (62%) Would Use A Self-Service Technology That Would Allow Them To Check Prices Themselves At The Store If It Was Available*

**Toronto, ON** – Many Canadians are enthusiastic about the use of self-service technologies for their day-to-day shopping responsibilities, according to a recent survey conducted by Ipsos Reid for NCR. The survey, fielded among 1085 adult Canadians, reports that 56% say they are likely to choose to shop at a store that offered self-service compared with one that did not (15% say they are “very likely”). This represents a substantial positive increase in the receptiveness of Canadians to this type of technology from a survey conducted in July of 2005, when a similarly worded question indicated that 27% would be more likely to shop at a store with self-service technology.

When it comes to which self-service technologies they would likely use if they were offered in a store because it would make things more convenient for them, the largest percentage point to “check prices yourself in the store” (62%), followed by “at the checkout scan, bag and pay for items” (44%), and “to pay and collect a pre-ordered delivery” (30%).

It’s not surprising that self-service technologies have such strong appeal to many Canadians when considering:

- How often Canadians go shopping -- 89% say they go at least once a week;



- How much time they spend in the stores on a shopping trip either trying to get information or ordering something – on average 29.7 minutes; and
- How long they spend in the stores on a shopping trip lining up at the check-out – on average 8.4 minutes.

Further, half (52%) of Canadians say they are either “very frustrated” (17%) or “somewhat frustrated” (35%) about the time they spend in the stores on a shopping trip lining up at checkout. And 36% say they are either “very frustrated” (6%) or “somewhat frustrated” (31%) about the time they spend in the stores on a shopping trip either trying to get information or ordering something.

*These are the findings of an Ipsos Reid poll conducted for NCR fielded from December 16 to December 19<sup>th</sup> 2005. For the survey, a representative sample of 1085 adult Canadians were interviewed via an on-line survey vehicle. The sample used in this study has been weighted according to 2001 Census data to accurately reflect the general adult population of Canada. With a sample of this size, the aggregate 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 population of Canada been polled. The margin of error will be larger within each sub-grouping of the survey population.*

### ***Over Half (56%) Of Canadians Say They Are Likely To Choose To Shop At A Store That Offered Self-Service Compared With One That Did Not...***

Over half of Canadians (56%) say they are either “very likely” (15%) or “likely” (41%) to choose to shop at a store that offered self-service compared with one that did not. Four in ten (40%) say they are not likely to choose a store with this technology (9% “not at all likely”).

- Residents of Atlantic Canada (70%) are the most apt to say they would likely choose a store with self-checkout technologies, followed by residents of Alberta (61%) and Quebec (58%).



- Younger adult Canadians age 18-34 are significantly more likely than those over the age of 55 to say they are likely to choose a store with self-checkout over one that does not (64% vs. 48%).

***When It Comes To Self Service Technologies, Six In Ten (62%) Say They Would Check Prices Themselves If Self-Service Was Available, 44% Would Scan, Bag And Pay For Their Items...***

A majority of Canadians (62%) would use a self-service technology that would allow them to check prices themselves at the store if it was available. A further 44% would use a service that would allow them to scan, bag and pay for items.

**Likelihood To Use Self-Service Technologies**

*(% Of Respondents Who Answer 8, 9 or 10 – Likely To Use)*



*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 fast and with more convenience...*

- Checking prices themselves in the store has the greatest appeal among Atlantic Canadians (68%), followed by residents of Alberta (64%) and Ontario (63%).
- Half in Atlantic Canada (50%) and Ontario (49%) would scan, bag and pay for items.



## Why Does Self Checkout Appeal To Many Canadians?

### *Nine In Ten Canadians (89%) Shop At Least Once A Week...*

When asked how often they go to stores to buy just a few items during an average week, meaning any stores that they may visit for any type of shopping, 89% say they go at least once a week.

Broken into ranges:

	TOTAL
Less than once a week	10%
At least once a week (NET)	89%
Once a week	19%
Twice a week	26%
Three times a week	22%
Four times a week	11%
Five times a week	5%
Six times a week	2%
Every day	5%
Never go shopping	1%

*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? [SHOW LIST] Would you say? ...*

- Residents of Quebec are the least likely to shop at least once a week (85%), while residents of British Columbia are the most likely (93%).
- Further demographic analysis reveals that as income rises among Canadians, the likelihood that they shop at least once a week also rises (84% among those with household incomes of less than \$30K, 88% among those with household incomes of \$30K to less than \$60K, and 93% among those with more than \$60K).

### *On Average, Canadians Spend Around Half An Hour (29.7 Minutes) In Stores On A Shopping Trip Either Trying To Get Information Or Ordering Something...*

On average Canadians say they spend approximately half an hour (29.7 minutes) in the stores on a shopping trip either trying to get information or ordering something.



Minutes	Total
None	2%
1 to 10	19%
11 to 20	31%
21 to 30	25%
31 to 45	9%
46 to 60	9%
61 to 90	2%
91+	3%
Mean	29.7

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

- Residents of Quebec (41.1 minutes) spend, on average, the longest amount of time waiting to get information or order, while residents of British Columbia (24.1 minutes spend the least amount of time).

***And, They Spend Nearly Ten Minutes (Average Of 8.4 Minutes) Per Trip In A Shopping Line At Checkout...***

Canadians, on average, spend nearly ten minutes in the check-out line when shopping. When asked how long they think they spend in the stores on a shopping trip lining up at the check-out, the average response is 8.4 minutes.

Minutes	Total
1 to 2	4%
3 to 5	49%
6 to 8	7%
9 to 10	25%
11 to 20	13%
21 to 30	2%
31+	1%
Mean	8.4

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

- Residents of Atlantic Canada (9.6 minutes) spend the most time, on average in check-out, while residents of British Columbia (7.2 minutes) spend the least amount of time.



***Half (52%) Feel Frustrated About The Amount Of Time They Spend In Check-Out...***

Half (52%) of Canadians say they are either “very frustrated” (17%) or “somewhat frustrated” (35%) about the time they spend in the stores on a shopping trip lining up at checkout. The other half (48%) do not express frustration about this time spent (10% say they are not at all frustrated).

- Expressed frustration is most common among residents of Alberta (62%), and Saskatchewan/Manitoba and Ontario (both at 55%).

***And Thirty-six Percent Feel “Frustrated” By The Amount Of Time They Spend In Stores Trying To Get Information Or Order Something...***

Thirty-six percent of Canadians say they are either “very frustrated” (6%) or “somewhat frustrated” (31%) about the time they spend in the stores on a shopping trip either trying to get information or ordering something. Two-thirds (64%) do not express frustration about this (16% say they are “not at all frustrated”).

- Frustration levels run highest among those in Ontario and Alberta (both at 40%) – while those in British Columbia are among the least frustrated by this time spent.

***On Average, Most Canadians (79%) Purchase Small Quantities (10 Or Less) Of Items On Their Shopping Trips...***

Most Canadians (79%), on average, purchase 10 or fewer items at any store during their shopping trips. Specifically:

- 43% purchase 1 to 5 items;
  - 36% purchase 6 to 10 items;
  - 10% purchase 11 to 15 items;
-



- 5% purchase 16 to 20 items; and
- 6% purchase more than 20 items.

	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic
1 to 5	43%	40%	40%	32%	44%	49%	47%
6 to 10	36%	40%	38%	33%	38%	31%	29%
NET: 10 or less	79%	80%	78%	65%	82%	80%	76%

- Residents of Saskatchewan/Manitoba (65%) are the least likely to buy 10 or fewer items, on average, per shopping trip, and are the most likely to buy more than 10 items (36%).

***And Why Do Canadians Shop At Least Once A Week? Most (71%) Say Because They Need To Restock On Produce/Household Items...***

When asked to choose from a list of statements, which ones, if any, describe why they would shop at any store once a week or more often, most respondents point to the “need to shop often for fresh produce, bread, milk, household toiletries” (71%), while a large portion say because “you run out of an essential item such as pet food” (42%).

**Reasons for Shopping Once A Week Or More**

(% Of Respondents)



*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...*



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