

When it comes to waiting in line, where do you encounter the worst problems?

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

* small base

		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: All respondents	1336	187	128	78	469	371	103	346	413	577	395	941
Weighted	1000	139	96	67*	385	237	76	264	303	433	296	704
At the checkout in retail stores	689 69%	95 68%	67 70%	53 80%	255 66%	165 70%	53 70%	178 67%	214 71%	297 69%	212 72%	477 68%
Returning unwanted items	594 59%	78 56%	50 52%	37 56%	216 56%	161 68% ABD	52 69% ABD	162 62%	178 59%	254 59%	189 64%	406 58%
Ordering fast food	392 39%	41 30%	45 47% AD	30 45% A	125 33%	119 50% AD	31 41%	104 39%	119 39%	169 39%	134 45% K	258 37%
Checking in at the airport	542 54%	84 60% E	55 57% E	32 47% E	221 57% E	110 46%	41 55%	112 42%	150 49%	281 65% GH	142 48%	400 57% J
At the post office	286 29%	57 41% DF	30 32% D	18 27%	79 20%	85 36% DF	17 23%	86 33%	80 26%	120 28%	70 24%	216 31% J
At the bank	517 52%	70 50%	46 48%	33 50%	181 47%	147 62% ABDF	39 51%	151 57% HI	150 49%	216 50%	158 53%	359 51%
Checking in at a hotel	136 14%	13 9%	7 8%	13 20% BDF	36 9%	62 26% ABDF	5 6%	37 14%	43 14%	56 13%	42 14%	94 13%
Purchasing lottery tickets or checking ticket numbers at a convenience store	191 19%	19 14%	8 9%	13 20%	46 12%	95 40% ABCDF	10 13%	52 20%	66 22%	72 17%	47 16%	144 20%
Registering a car, or renewing your driver's license or license plate at the Motor Vehicle Office	461 46%	44 32%	33 35%	13 20%	175 46% ABC	147 62% ABCD	47 62% ABCD	112 43%	133 44%	216 50% G	137 46%	323 46%
Registering at a clinic or hospital	699 70%	80 58%	57 59%	45 68%	255 66% A	211 89% ABCDF	50 66%	187 71%	225 74%	287 66%	213 72%	486 69%

What frustrates you?

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Weighted	1000	139	96	67*	385	237	76	264	303	433	296	704
The time it takes for each person ahead of you to finish	629	79	58	43	247	155	47	163	197	269	185	445
	63%	57%	60%	64%	64%	66%	62%	62%	65%	62%	62%	63%
Not being able to serve yourself	522	67	48	33	215	123	36	132	164	226	163	359
	52%	48%	50%	49%	56%	52%	48%	50%	54%	52%	55%	51%
The lack of staff to assist you	872	118	88	56	338	205	67	221	267	383	265	607
	87%	85%	91%	85%	88%	87%	88%	84%	88%	89%	89%	86%
The concern that you might be late for something if you don't get through the line soon	652	81	65	42	246	162	55	181	202	269	201	451
	65%	58%	68%	64%	64%	68%	73%	68%	67%	62%	68%	64%
						A	A					
Wasting time	855	120	87	56	324	205	63	219	258	378	265	591
	86%	86%	90%	84%	84%	86%	84%	83%	85%	87%	89%	84%
											K	
Not knowing how much longer until you can complete the task	640	86	58	49	241	164	43	176	186	278	191	449
	64%	62%	61%	73%	63%	69%	57%	67%	61%	64%	65%	64%
						F						

Do you think that Canadians are becoming less patient about lining up?

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Base: All respondents	1336	187	128	78	469	371	103	346	413	577	395	941
Weighted	1000	139	96	67*	385	237	76	264	303	433	296	704
Yes	839	113	82	54	322	204	64	225	258	356	251	588
	84%	81%	85%	81%	84%	86%	84%	85%	85%	82%	85%	84%
No	161	27	14	12	63	33	12	39	45	77	45	116
	16%	19%	15%	19%	16%	14%	16%	15%	15%	18%	15%	16%

Which of the following have you done while waiting in line?

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Weighted	1000	139	96	67*	385	237	76	264	303	433	296	704
Had an argument	90 9%	8 6%	11 12% E	15 22% ADEF	42 11% E	9 4%	4 5%	27 10%	25 8%	38 9%	35 12% K	55 8%
Pushed in line	37 4%	7 5% EF	2 2%	8 12% BDEF	15 4% F	5 2%	0 -	15 6%	8 3%	14 3%	10 3%	27 4%
Got a date	127 13%	6 4%	6 6%	2 3%	13 3%	93 39% ABCD	7 9% D	40 15% I	46 15% I	41 10%	40 14%	87 12%
Walked away because of the wait time	754 75%	119 85% E	82 85% E	57 86% E	307 80% E	131 55%	59 77% E	183 69%	225 74%	346 80% GH	231 78%	522 74%
Swore	363 36%	51 36%	40 42% E	31 46% E	144 37% E	69 29%	28 37%	91 35%	114 38%	157 36%	128 43% K	235 33%
Vowed never to return	447 45%	68 49% E	50 52% E	33 50% E	186 48% E	75 32%	35 46% E	105 40%	126 42%	217 50% GH	136 46%	311 44%
Paid someone to line up for you	7 1%	2 1%	0 -	0 -	3 1%	2 1%	1 1%	3 1%	1 0	3 1%	1 0	6 1%
Phoned someone	358 36%	46 33%	40 41% E	31 46% E	151 39% E	67 28%	24 31%	83 32%	100 33%	175 40% GH	141 48% K	217 31%
Read	474 47%	62 44%	41 43%	29 44%	179 46%	130 55% ABDF	32 42%	118 45%	142 47%	213 49%	140 47%	334 47%
Listened to conversations of other people in line	787 79%	117 84% E	78 81% E	52 78%	315 82% E	163 69%	63 83% E	203 77%	235 78%	349 81%	239 81%	548 78%

How could organizations reduce lineups and line frustrations?

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Weighted	1000	139	96	67*	385	237	76	264	303	433	296	704
Offer self-service technology	818 82%	111 79%	83 86% E	49 73%	337 88% ACE	178 75%	61 80%	206 78%	243 80%	369 85% GH	244 82%	574 82%
Employ more staff	936 94%	132 95%	91 95%	60 90%	362 94%	217 91%	75 99% CE	244 92%	283 93%	409 94%	277 93%	659 94%
Create a cordoned-off area for a single line up	617 62%	76 55%	49 51%	40 59%	234 61%	172 73% ABDF	45 60%	152 58%	196 65%	268 62%	168 57%	448 64% J
Inform you about how much longer until you are attended to	705 70%	92 66%	65 68%	42 63%	263 68%	192 81% ABCDF	49 65%	181 68%	221 73%	303 70%	203 69%	502 71%

How much time, in total, would you say you waste lining up in a TYPICAL WEEK? Please take into account all the time you spend at retail stores, post offices, banks, food outlets or any place you go that makes you line up. Do you typically waste...

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Base: All respondents	1336	187	128	78	469	371	103	346	413	577	395	941
Weighted	1000	139	96	67*	385	237	76	264	303	433	296	704
Less than 30 minutes	274 27%	34 24%	23 24%	16 24%	106 28%	77 33%	17 22%	64 24%	81 27%	129 30%	69 23%	204 29%
30 minutes to 1 hour	361 36%	51 37%	33 34%	21 32%	143 37%	85 36%	27 36%	88 33%	114 38%	159 37%	108 37%	252 36%
1 hour to 90 minutes	146 15%	23 17%	13 14%	12 19%	51 13%	30 13%	17 22%	48 18%	43 14%	54 13%	43 14%	104 15%
90 minutes to 2 hours	61 6%	10 7%	9 9%	1 2%	26 7%	12 5%	4 5%	17 7%	20 6%	24 6%	24 8%	36 5%
2 to 3 hours	34 3%	2 1%	6 6%	6 9%	9 2%	6 3%	6 7%	10 4%	12 4%	13 3%	17 6%	17 2%
3 to 4 hours	10 1%	1 1%	3 3%	1 1%	3 1%	1 0	1 2%	4 1%	3 1%	3 1%	4 1%	5 1%
4 to 5 hours	5 0	1 0	0 -	0 -	3 1%	1 0	0 -	2 1%	1 0	2 0	3 1%	2 0
More than 5 hours	7 1%	2 1%	1 1%	0 -	3 1%	1 0	0 -	5 2%	0 -	2 0	2 1%	4 1%
Or, none	15 2%	3 2%	1 1%	2 3%	4 1%	5 2%	1 1%	7 3%	3 1%	5 1%	4 1%	12 2%
(Dk/Ns)	88 9%	13 9%	9 9%	7 11%	36 9%	19 8%	4 5%	19 7%	27 9%	42 10%	21 7%	67 9%

What do you think is the best line-up buster invention?

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Base: All respondents	1336	187	128	78	469	371	103	346	413	577	395	941
Weighted	1000	139	96	67*	385	237	76	264	303	433	296	704
Cash (automated banking) machine	372 37%	52 37%	29 30%	27 41%	139 36%	97 41% B	29 39%	99 37%	124 41%	150 35%	110 37%	262 37%
Self-checkout	203 20%	17 12%	27 28% AE	11 17%	100 26% AE	33 14%	15 20%	57 22%	62 21%	83 19%	72 24% K	131 19%
Airport self-checkin	68 7%	13 9%	15 16% DE	7 10% E	21 5%	7 3%	6 8% E	9 4%	17 6%	42 10% GH	16 5%	53 8%
Internet	313 31%	53 38% BD	22 23%	20 31%	109 28%	86 36% BD	23 30%	86 32%	90 30%	137 32%	88 30%	225 32%
Ticket dispenser	43 4%	5 3%	3 4%	1 1%	17 4%	15 6%	2 3%	13 5%	10 3%	20 5%	11 4%	32 5%

When buying food at a fast food restaurant, would you avoid using the restaurant's drive-through if you knew there was a self-serve kiosk inside the restaurant that would allow you to pre-order and pre-pay for your food items, and pick up your completed order at the counter?

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Base: All respondents	1336	187	128	78	469	371	103	346	413	577	395	941
Weighted	1000	139	96	67*	385	237	76	264	303	433	296	704
Yes	573 57%	69 50%	55 57%	34 52%	228 59% A	139 59% A	46 61%	159 60%	177 59%	236 55%	157 53%	416 59% J
No	427 43%	70 50% DE	41 43%	32 48%	156 41%	98 41%	29 39%	105 40%	126 41%	196 45%	140 47% K	288 41%