

EIGHTY-FOUR PERCENT SAY CANADIANS BECOMING LESS PATIENT ABOUT LINING UP

*“Registering At A Clinic Or Hospital” And “Checkout In Retail
Stores” Tie As The Worst Places For Long Queues*



Ipsos Reid

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“Registering At A Clinic Or Hospital” And “Checkout In Retail Stores” Tie As The Worst Places For Long Queues

Toronto, ON – According to a new Ipsos Reid survey conducted on behalf of NCR Canada, the majority of Canadians (84%) feel that “Canadians are becoming less patient about lining up” these days.

This finding is not surprising when considering the context of most Canadians increasing impatience: 62% of Canadians say they waste more than 30 minutes in a typical week lining up at retail stores, post offices banks, food outlets or many other places. When it comes to lining up, Canadians find it most frustrating that there is a “lack of staff to assist you” (87%) or that they’re “wasting time” (86%).

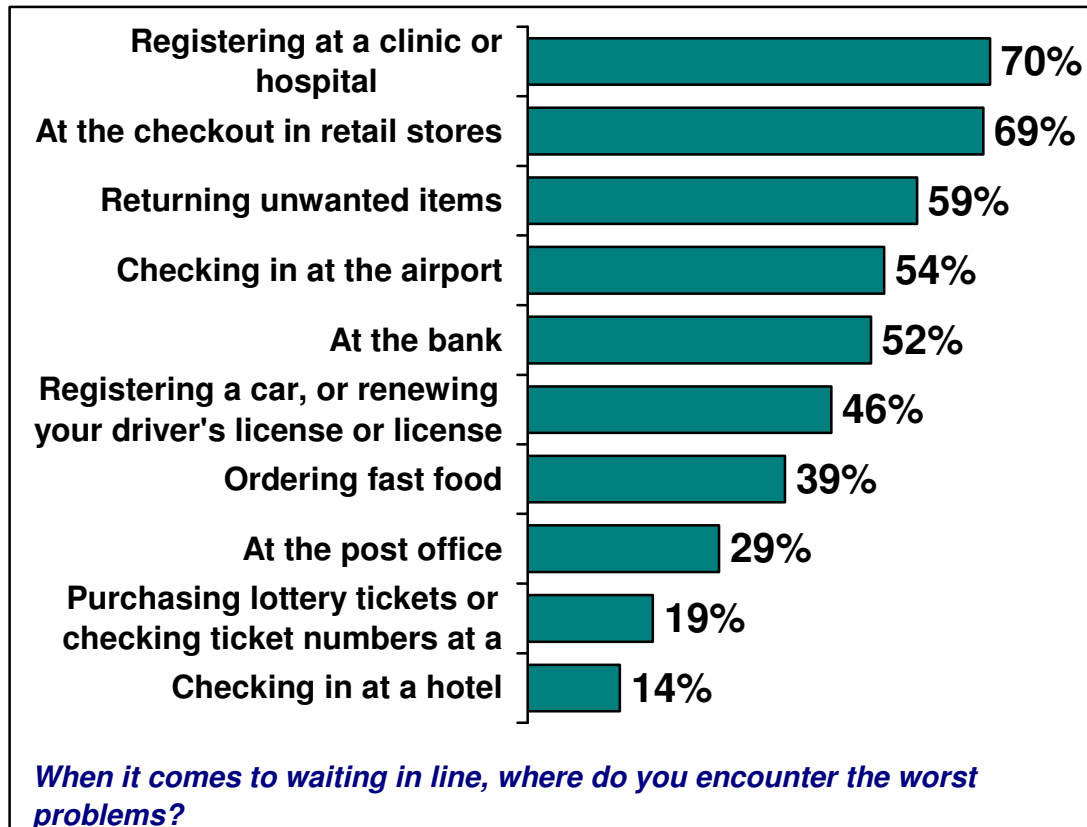
So, where are the worst line-ups according to Canadians? It’s a tie at the top between “registering at a clinic or hospital” (70%) or “at the checkout in retail stores” (69%).

Most Canadians would like to see organizations “employ staff” (94%) in order to reduce lineups and line frustrations. Eighty-two percent suggest that organizations “offer self-service technology” in order to shorten queues.

These are the findings of an Ipsos Reid/NCR poll conducted from January 4-8th, 2007. For the survey, a representative sample of 1336 adult Canadians were interviewed via an on-line survey vehicle. With a sample of this size, the results are considered accurate to within ± 2.7 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 Census data.

Worst Line-ups Occur At Clinics/Hospitals Or At Retail Stores...



- Residents in Quebec are the most likely to say line-up problems are the worst when registering at a clinic or hospital (89%), while those in British Columbia (58%) are the least likely to say this.
- British Columbians are the most likely to say the “post office” (41%) is where they encounter the worst line up problems, while those in Ontario (20%) are the least likely to say this.

- Those with kids are significantly more likely than those without kids to point to “ordering fast food” when it comes to the worst line-ups (45% vs. 37%).

Lack of Staff, Wasted Time Are Two Most Frustrating Things About Line-ups...



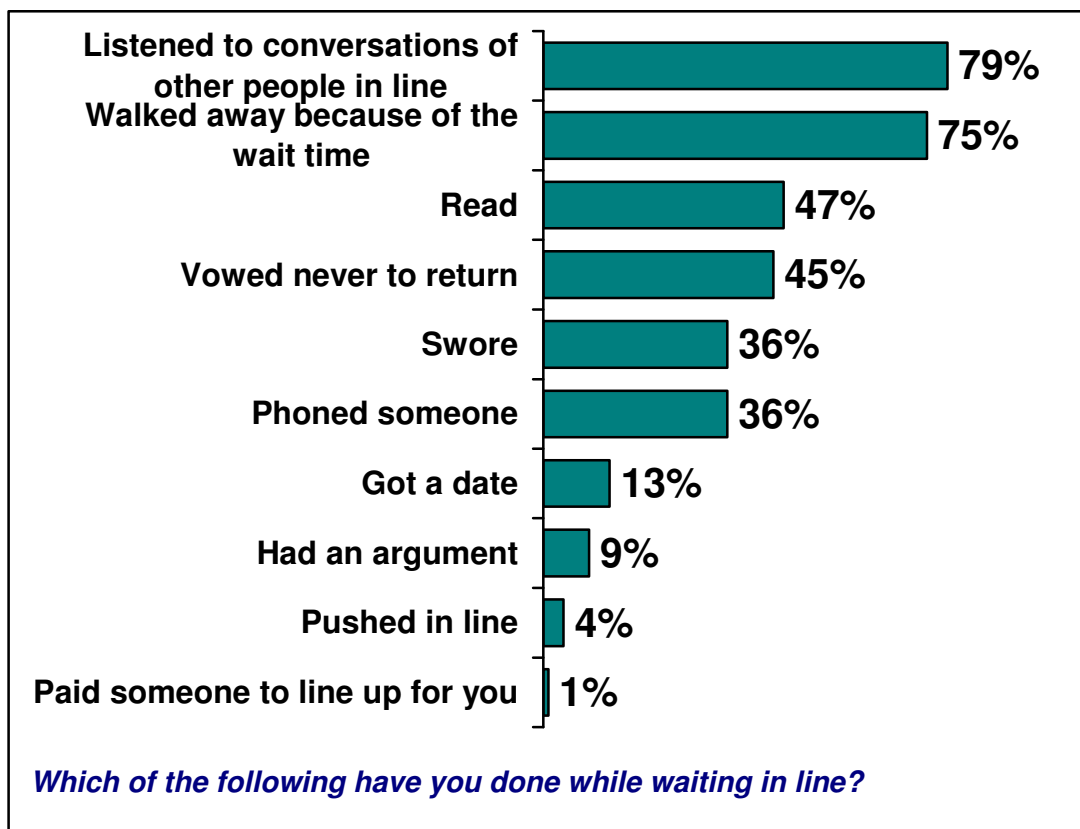
- No substantial demographic variances of opinion are evident.

Eighty-four Percent Of Canadians Agree That Canadians Are Becoming Less Patient About Line-ups...

Eighty-four percent agree that “Canadians are becoming less patient about lining up” – 16% don’t feel this way.

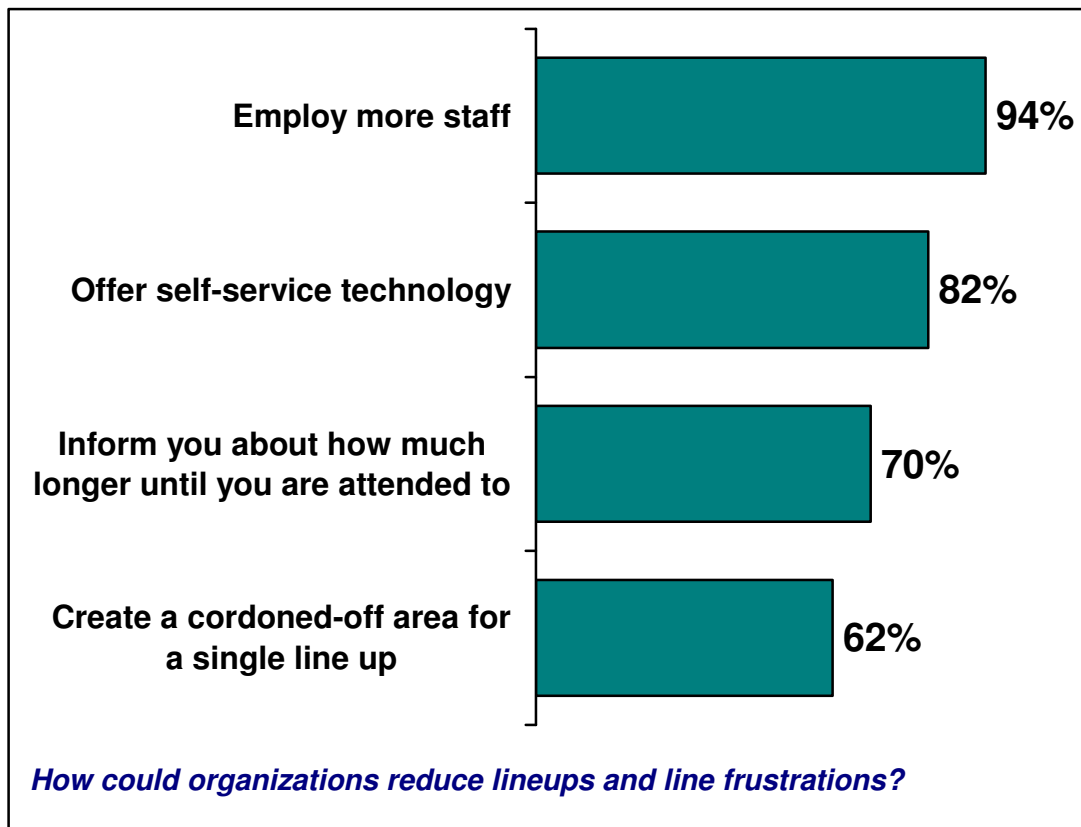
- No substantial demographic variances of opinion are evident.

What Do Canadians Do While Waiting In Line?



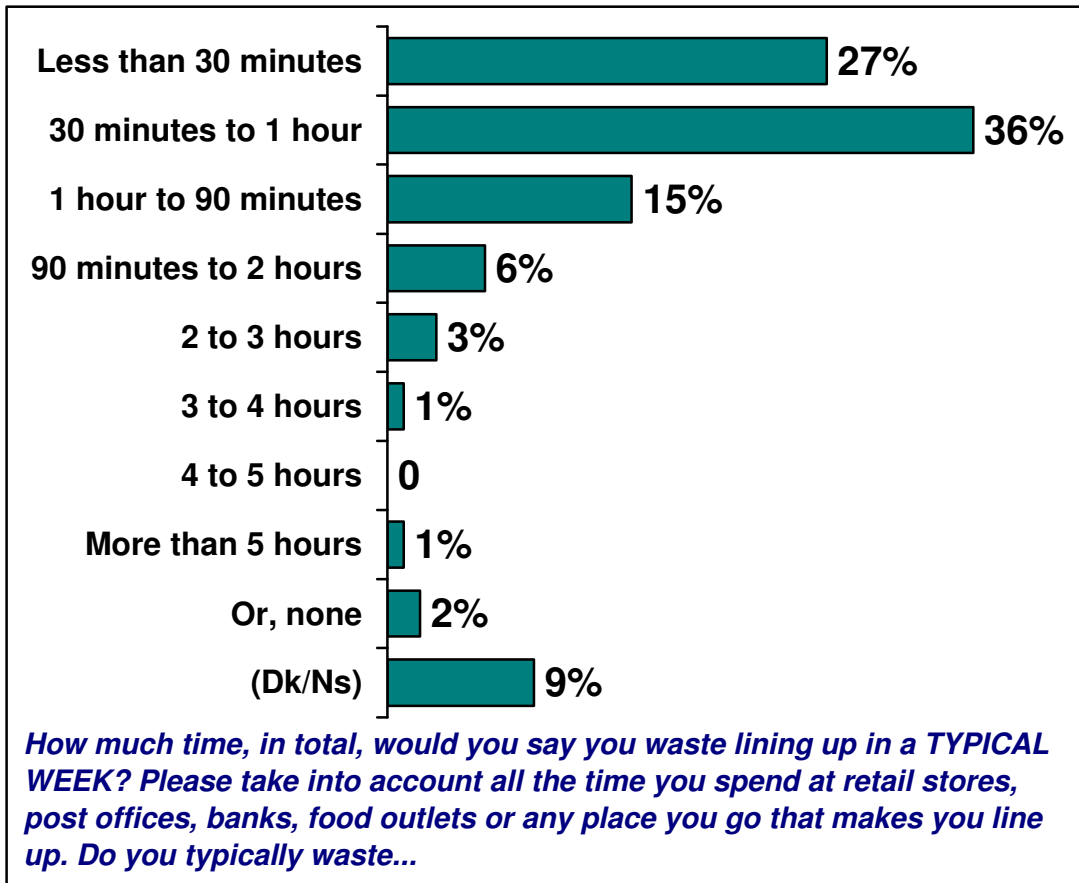
- Those in Quebec (55%) are the least likely to have walked away because of the wait time in a line-up, while those in Saskatchewan/Manitoba (86%), British Columbia (85%) and Alberta (8%) are the most likely to have.
- Four in ten (39%) in Quebec claim to have “got a date” while waiting in line.

How Would Canadians Suggest Organizations Reduce Line-ups?

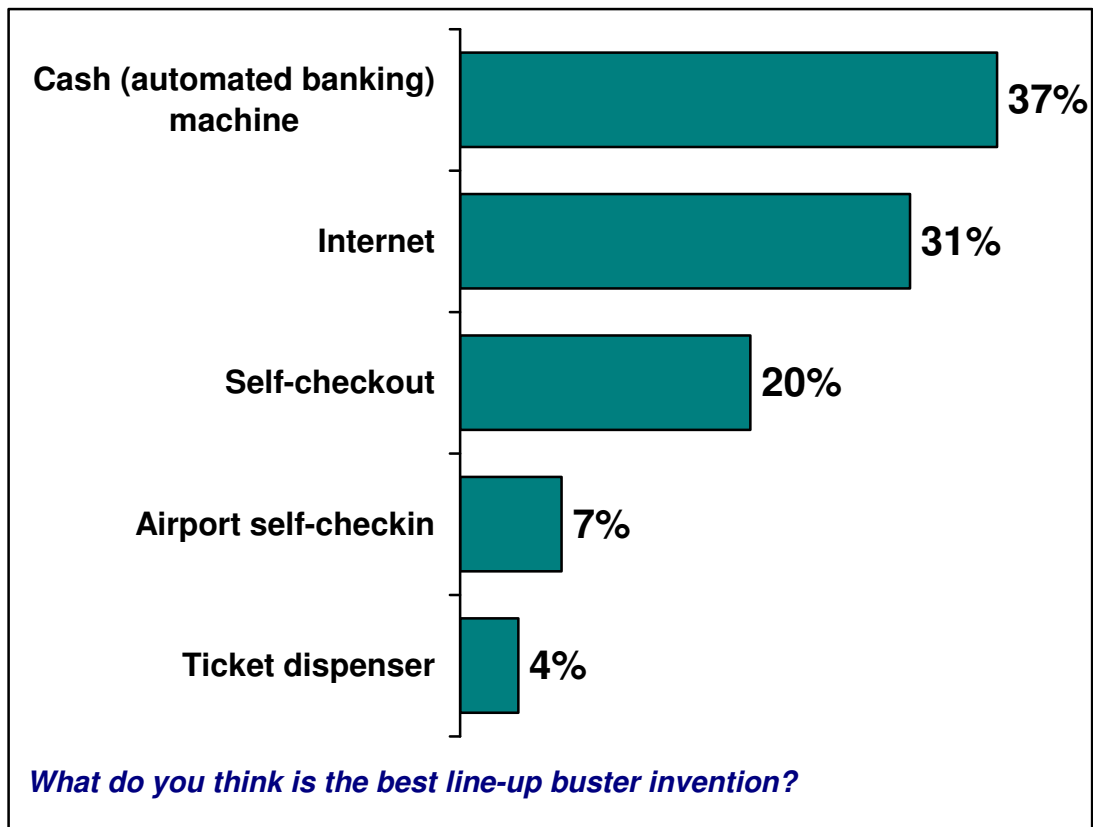


- Residents of Quebec (73%) are most in favour of creating “a cordoned off area for a single line up”, while those in Alberta (51%) are the least likely to feel this way.
- Ontarians are the most likely to support the offering “self service technology” (88%), followed by Albertans (86%), Atlantic Canadians (80%), British Columbians (79%), residents of Quebec (75%), and Saskatchewan/Manitoba (73%).

How Much Time Do Canadians Estimate They Waste “Lining Up” In A Typical Week...



ABMs Considered The Best Line-Up Buster Invention...



- Residents of Quebec (41%) and Saskatchewan/Manitoba (41%) are the most likely to consider ABMs to be the best line-up buster invention, while those in Alberta (30%) are the least likely to feel this way.
- Albertans (28%) and Ontarians (26%) are the most likely to point to “self-checkout” as the best line-up buster invention.



Six In Ten (57%) Would Avoid A Drive-Thru If They Could Pre-Order At A Kiosk...

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?

	Total
Yes	57%
No	43%

- Those with kids are the most likely to say “yes” to this question (59% vs. 53% among those without kids.).

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For more information on this news release, please contact:

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