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**FRUSTRATED SHOPPERS JUST WANT TO CHECK OUT**

*Too Few Checkout Aisles Annoy Shoppers Most,  
Latest Ouch Point study from Opinion Research Corporation Finds*

**PRINCETON, NJ - May 7, 2008** – The latest Ouch Point study from Opinion Research Corporation, an *infoUSA* company (NASDAQ: IUSA), reveals a whopping 37 percent of shoppers are most frustrated by stores having too few checkout aisles. Running a fairly distant second was advertised items that are out of stock.

More respondents in the South claimed lack of available checkouts as their biggest shopping frustration (43 percent) than any other region in the US. Respondents over the age of 65 were less likely than younger age groups to take issue with delays as a result of too few checkouts.

“As such a wide margin of respondents cited insufficient checkouts as their chief shopping frustration, there is clearly a significant customer service issue which stores must address if they want to keep their customers happy and ensure they will come back,” said Linda Shea, SVP and Global Managing Director of Customer Strategies at Opinion Research Corporation US. “When the last moment of the shopper’s experience is an unpleasant one, the result is likely to be a lingering negative perception of the store.”

A list of store layout frustrations ranked as follows:

Not enough checkouts open	37%
Advertised items out of stock	15%
Prices not clearly marked	12%
Price at checkout does not match advertised or listed price	11%
Use of self checkout is unclear	5%
Product displays are placed in narrow aisles	4%
Commonly used items are located at the back of the store	3%
Signs do not accurately reflect where items are located	3%

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The study surveyed 1,002 respondents. Interviewing for this survey was conducted April 24-27, 2008.

**About Opinion Research Corporation**

Founded in 1938, Opinion Research Corporation (ORC), an *infoUSA* company, helps its clients grow their business by leveraging the insights of market research. ORC’s Customer Strategies practice helps clients better understand both their existing and prospective customers to establish market differentiation and drive business growth. The

firm has been conducting national, speech reaction, state and flash/overnight polls for CNN since April 2006. To learn more, visit [www.opinionresearch.com](http://www.opinionresearch.com).

### **About *infoUSA***

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