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Methodology:

Results are based on an online study conducted from July 5 to July 7, 2024, among 1,001 adults in Canada. The data has been statistically weighted according to Canadian census figures for age, gender and region. The margin of error, which measures sample variability, is +/- 3.1 percentage points, nineteen times out of twenty.

Over the course of the past year, have you missed a reservation and/or appointment with the following people or establishments?

Doctor / Medical Specialist – 15%
Dentist – 11%
Restaurants – 9%
Barber / Hair Salon – 8%
Pet grooming – 3%
None of these – 74%

Over the past year, have you had to pay a “no-show fee” after missing an appointment with the following people or establishments?

Dentist – 7%
Doctor / Medical Specialist – 7%
Restaurants – 6%
Barber / Hair Salon – 4%
Pet grooming – 4%
None of these – 85%

Canadians Ponder the Appropriateness of “No-Show Fees”

Majorities endorse them for medical and grooming appointments, but there is a split on their use in restaurants.

Vancouver, BC [August 7, 2024] – Canadians are divided on whether restaurants should be allowed to charge a “no-show fee” when booked appointments are not kept, a new Research Co. has found.

In the online survey of a representative national sample, 44% of Canadians say charging a “no-show fee” if a reservation is missed at a restaurant is “justified”, while 48% believe the practice is “unjustified”.

On a regional basis, most Quebecers (52%) think restaurants are “justified” in charging a “no-show fee”. The proportions are lower in Atlantic Canada (44%), British Columbia (43%), Ontario (42%), Saskatchewan and Manitoba (41%) and Alberta (33%).

More than half of Canadians think “no-show fees” are justified if appointments are missed with the dentist (59%), a doctor or medical specialist (57%), the barber or hair salon (53%) or for pet grooming (51%).

Over the course of the past year, just over one-in-four Canadians (26%) say they have missed a reservation or appointment, while 74% have not.

“More than two-in-five Canadians aged 18-to-34 (43%) missed a booked appointment over the past year,” says Mario Canseco, President of Research Co. “The proportions are significantly lower among their counterparts aged 35-to-54 (27%) and aged 55 and over (9%).”

The most missed appointments belong to doctors and medical specialists (15%), followed by dentists (11%), restaurants (9%), barbers or hair salons (8%) and pet grooming (3%).

Canadians who were unable to meet a reservation or appointment cite personal issues (40%) as their main reason for not arriving. Other excuses mentioned by these respondents are scheduling (27%), transportation (26%), work (25%), family (24%) and the weather (21%).

More than four-in-five Canadians (85%) have not paid a “no-show fee” in the past year, while 15% had to cover a charge after missing an appointment. Dentists and doctors were the main recipients of “no-show fees” (7% each), followed by restaurants



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(6%), barbers and hair salons (4%) and pet grooming establishments (also 4%).

More than one-in-four Canadians aged 18-to-34 (27%) had to pay a "no-show fee" in the past year, compared to 13% among those aged 35-to-54 and 5% among those aged 55 and over.

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About Research Co.

Simply put, we are curious about what people think and the decisions they will make. Some call it public opinion, others call it polling or public affairs. We never compromise facts for profit. Our agenda is the truth.

We have a global network of partners in the qualitative, data collection and data visualization specialties.

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