

Consumer Behaviour Survey 2023

Survey Results
November 17, 2023

The results of this survey, conducted between October 1 - 31, 2023, are weighted to the City of Surrey's population based on age and gender.

The results are based on 1,415 complete survey responses from Surrey residents.

Background

Through this survey, the City of Surrey Economic Development Division hopes to better understand the spending habits of Surrey residents and to use this information to inform businesses on how they can better serve the Surrey community. Additionally, Economic Development will be using the information provided to attract new and exciting retailers to the City to better meet residents' shopping needs.

The survey focused on spending in the month of September 2023.

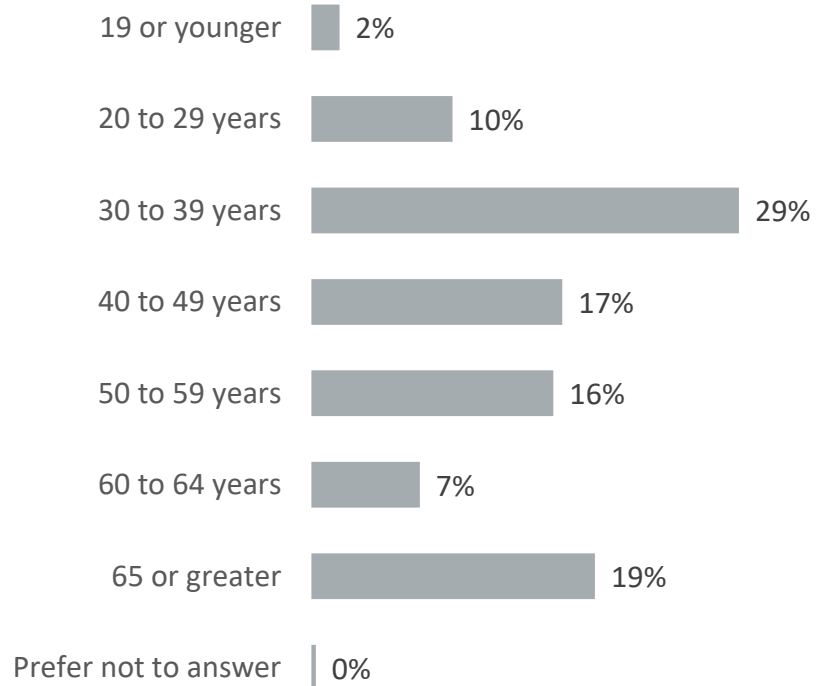
These results are based on 1,415 completed responses received from two online surveys:

CitySpeaks Panel Survey: 1,062 completed submissions from October 1 to October 31, 2023

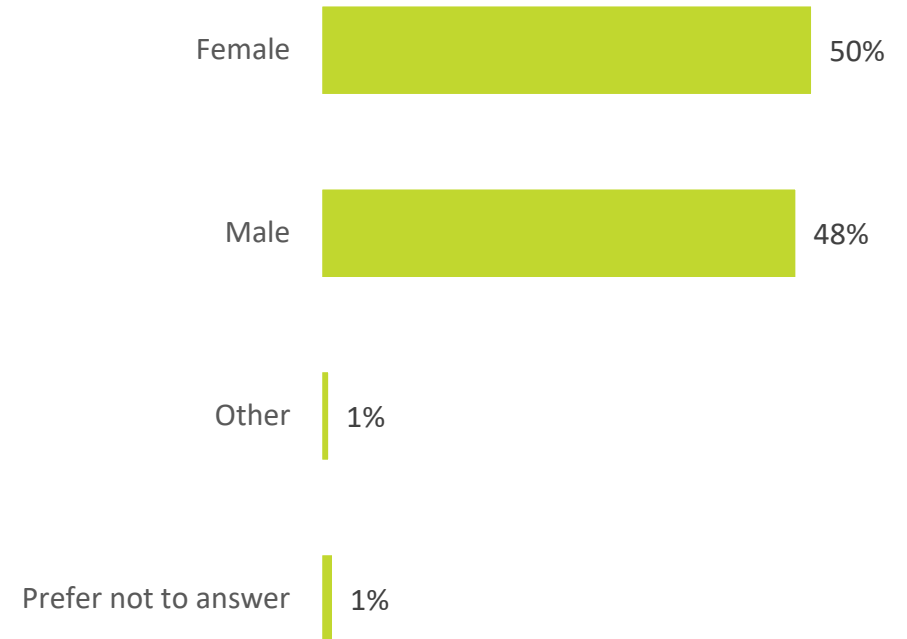
Open Community Survey (e.g. eNews, website, social media): 353 completed submissions from October 1 to October 31, 2023.

Profile of Survey Participants (#1)

Age Range



Gender

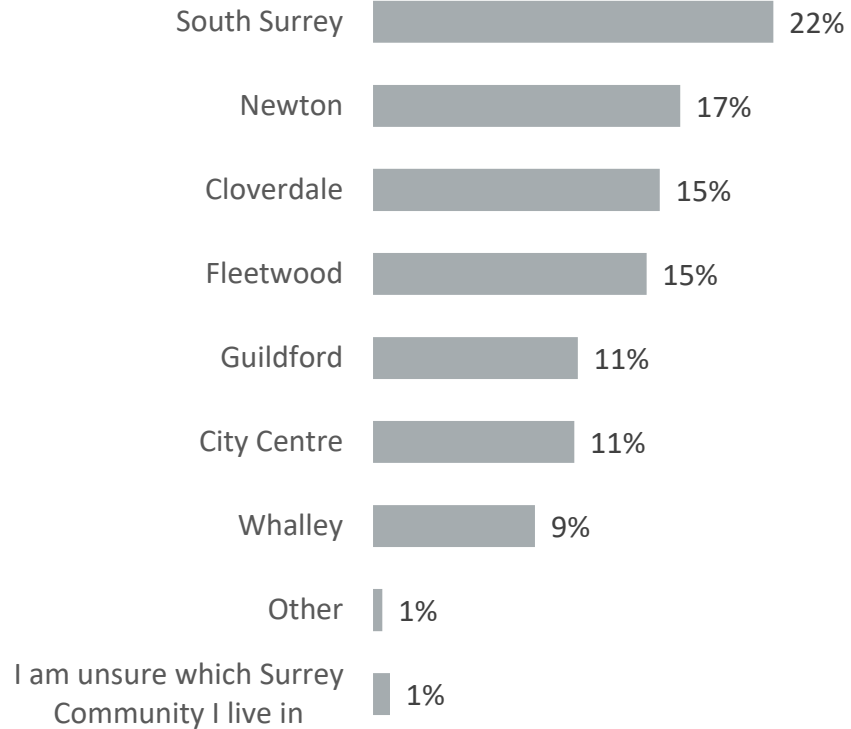


DEMOGRAPHICS

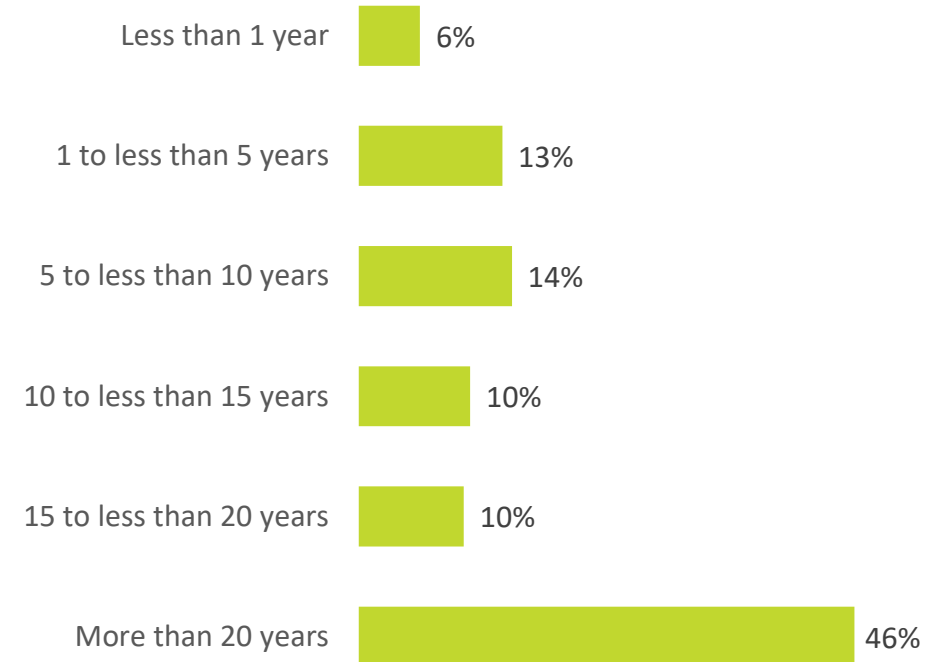
Demographics are provided as background on the composition of survey respondents. Please note these results are weighted to the City of Surrey's population based on age and gender.

Profile of Survey Participants (#2)

Surrey Community

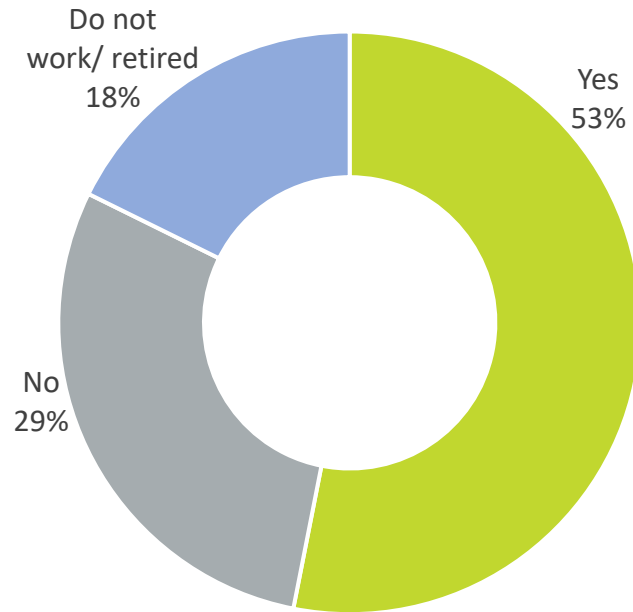


Years Living in Surrey

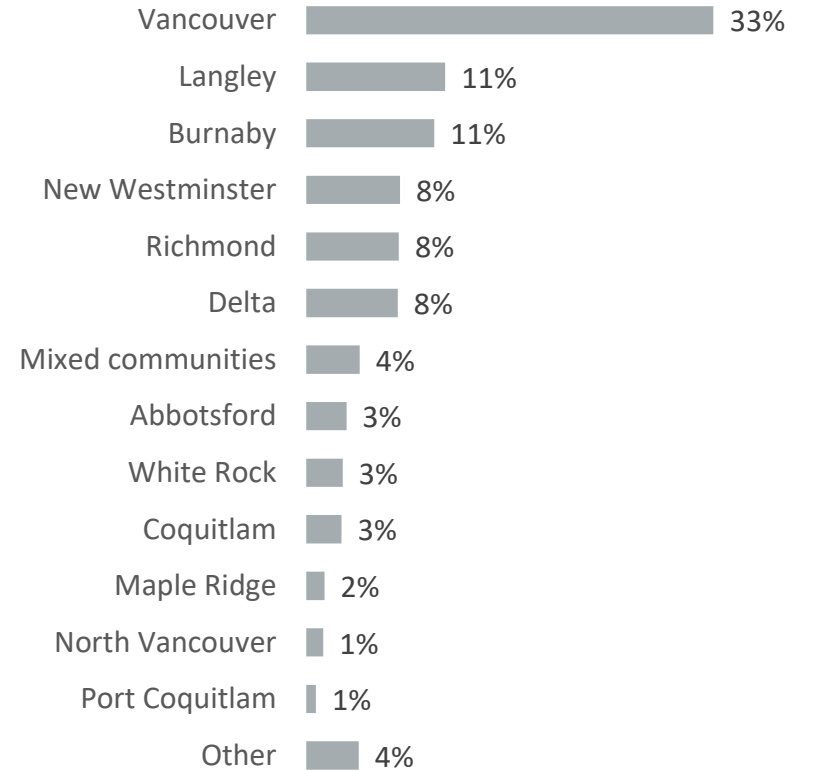


Profile of Survey Participants (#3)

Work in Surrey

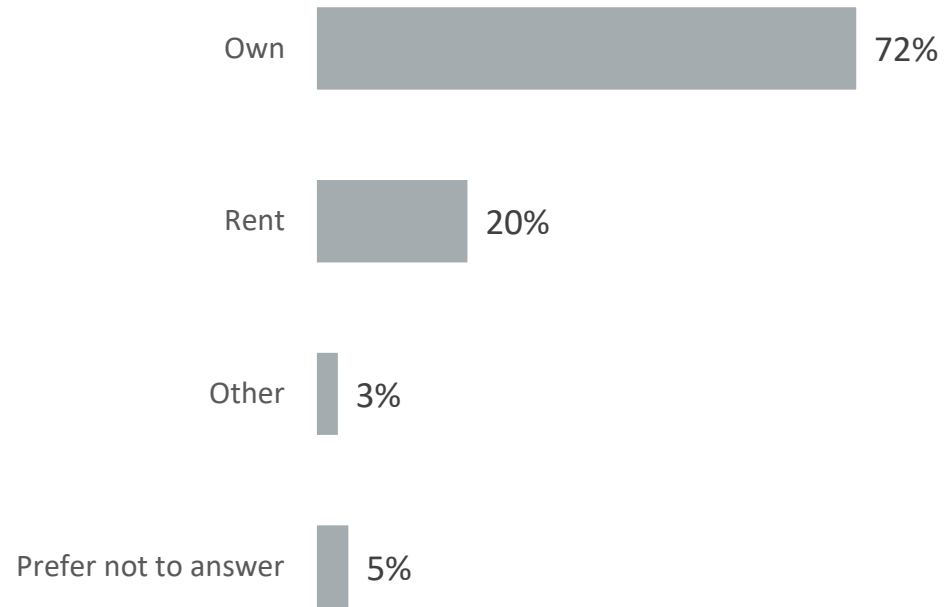


Work Location (outside Surrey)

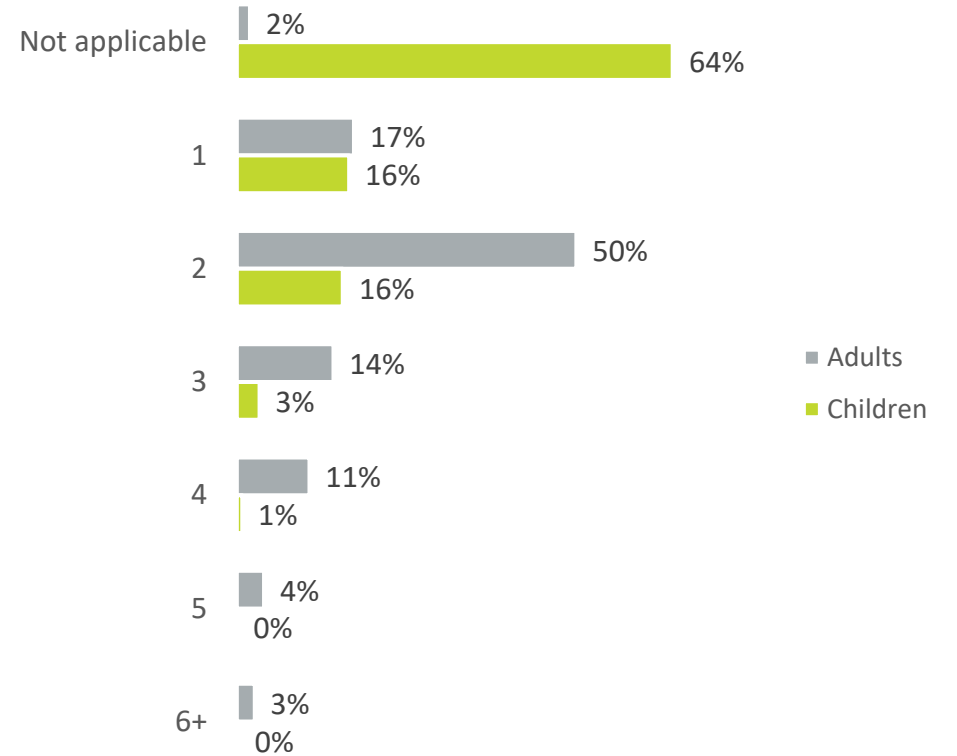


Profile of Survey Participants (#4)

Tenure

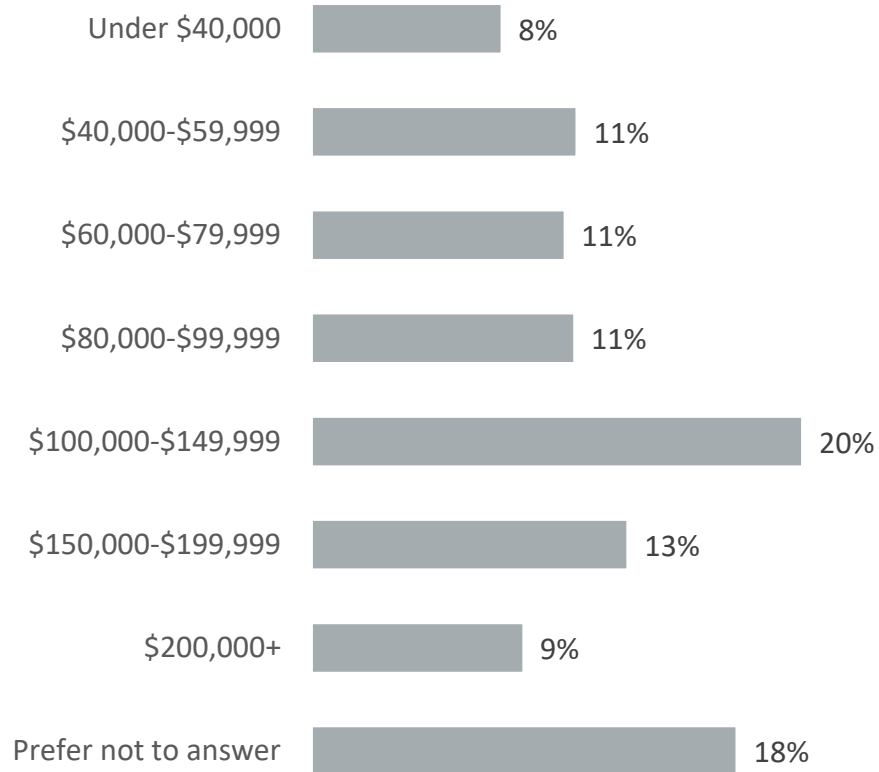


Household Members

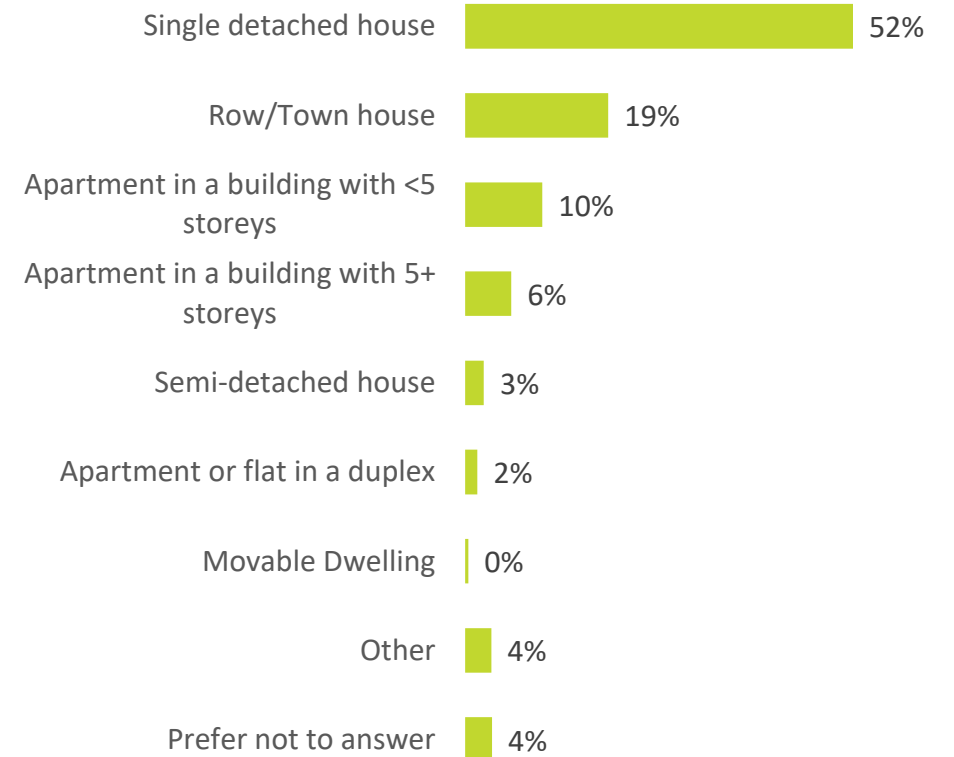


Profile of Survey Participants (#5)

Household Income

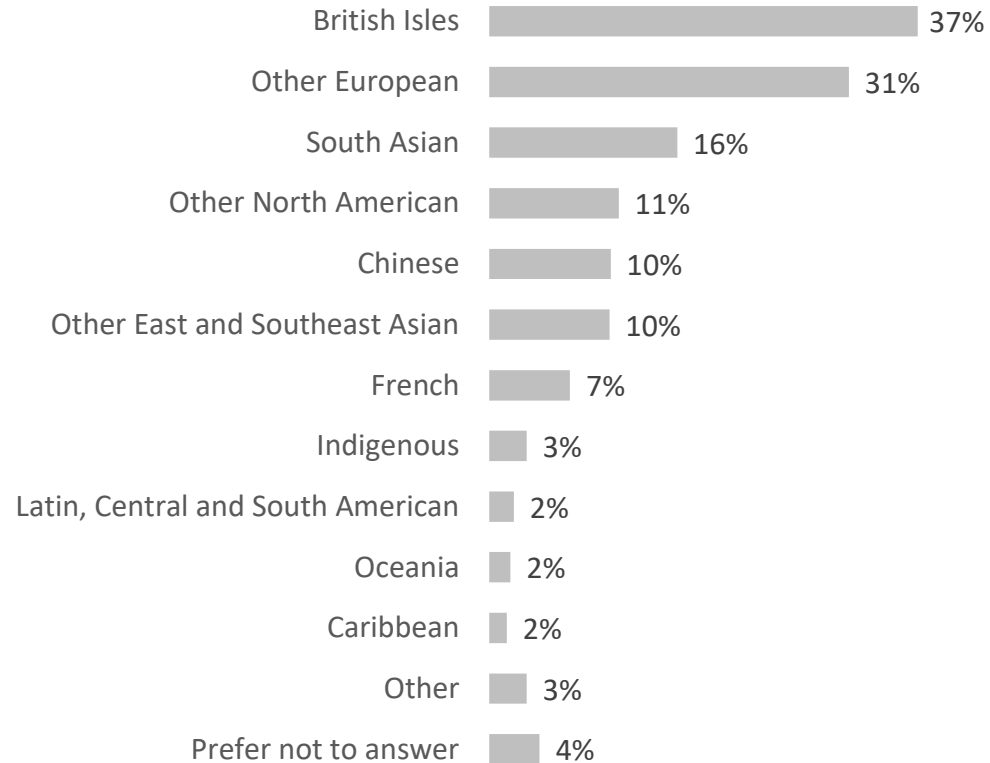


Housing Type

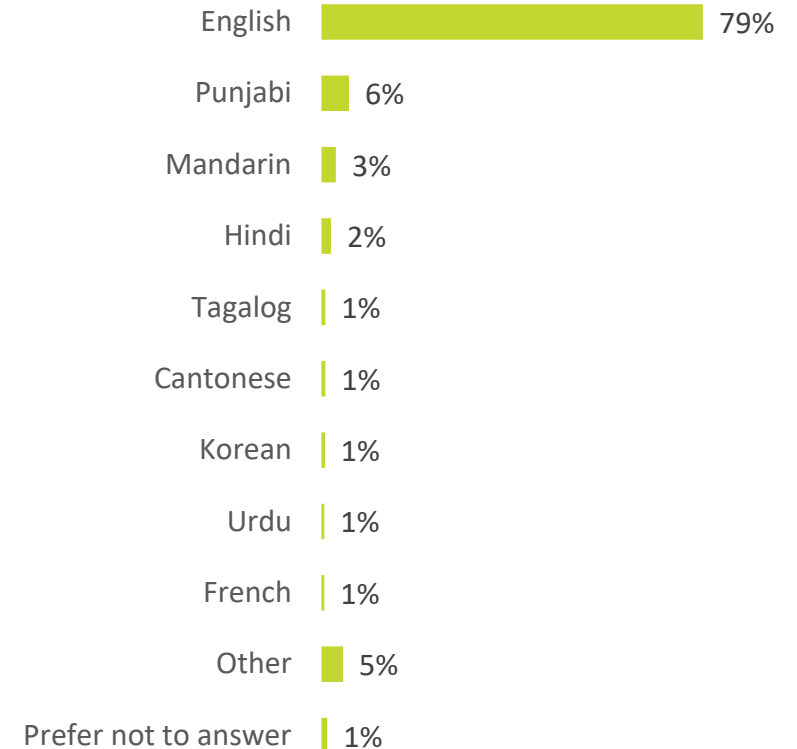


Profile of Survey Participants (#6)

Ethnicity/Cultural Origins

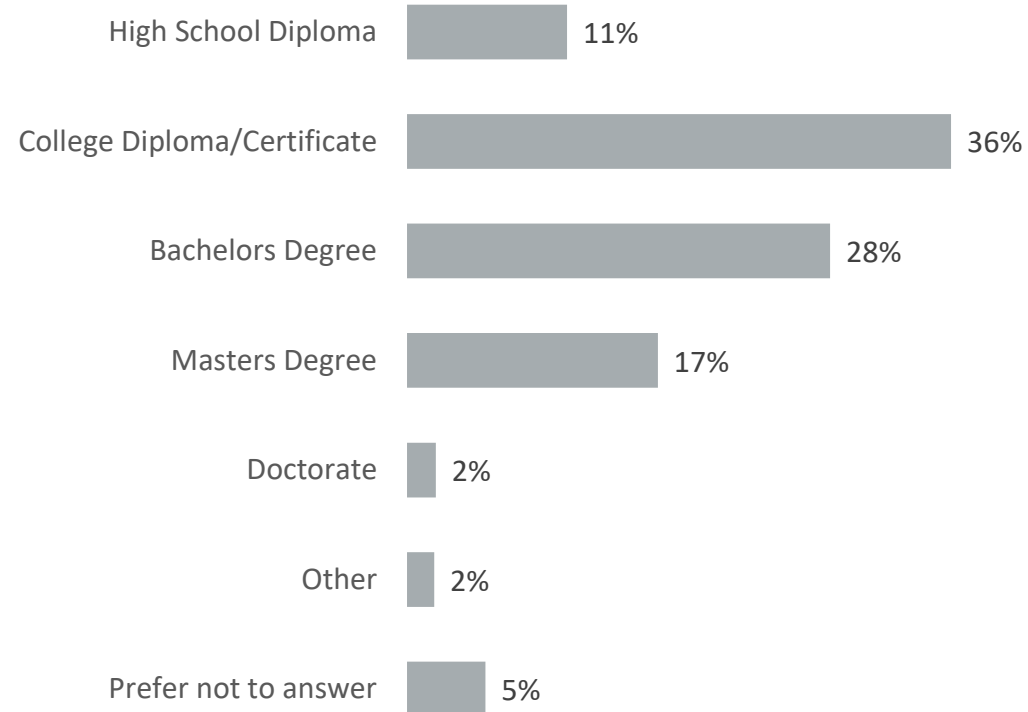


Language Spoken most often at Home

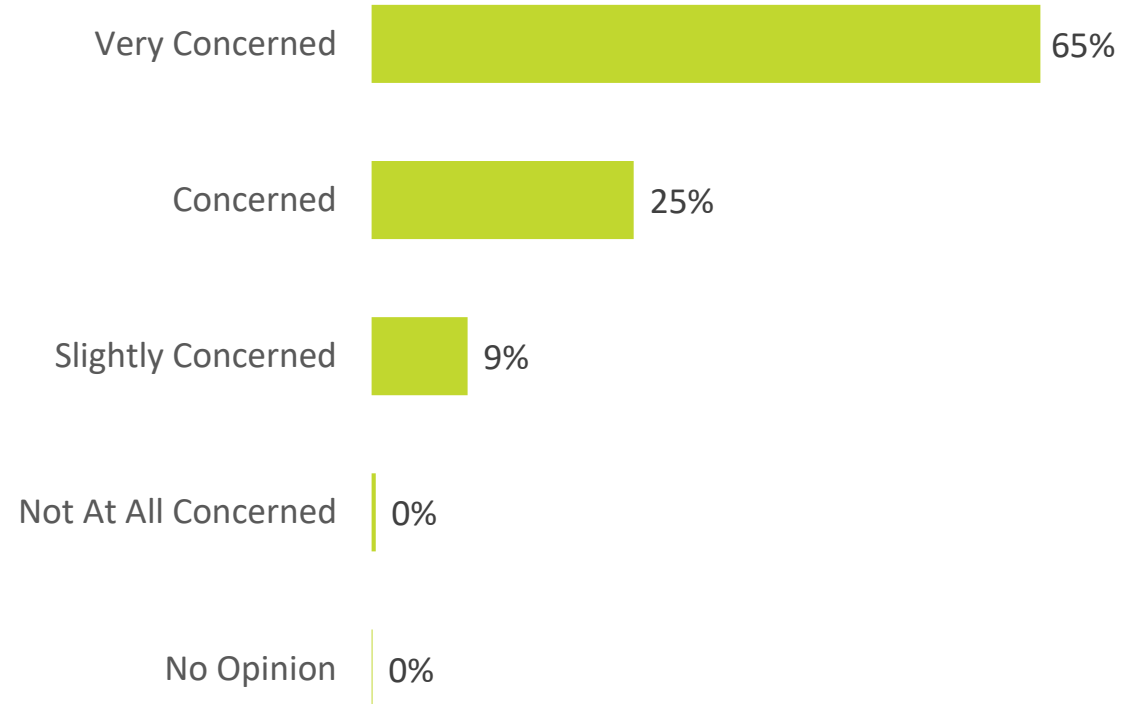


Profile of Survey Participants (#7)

Educational Level



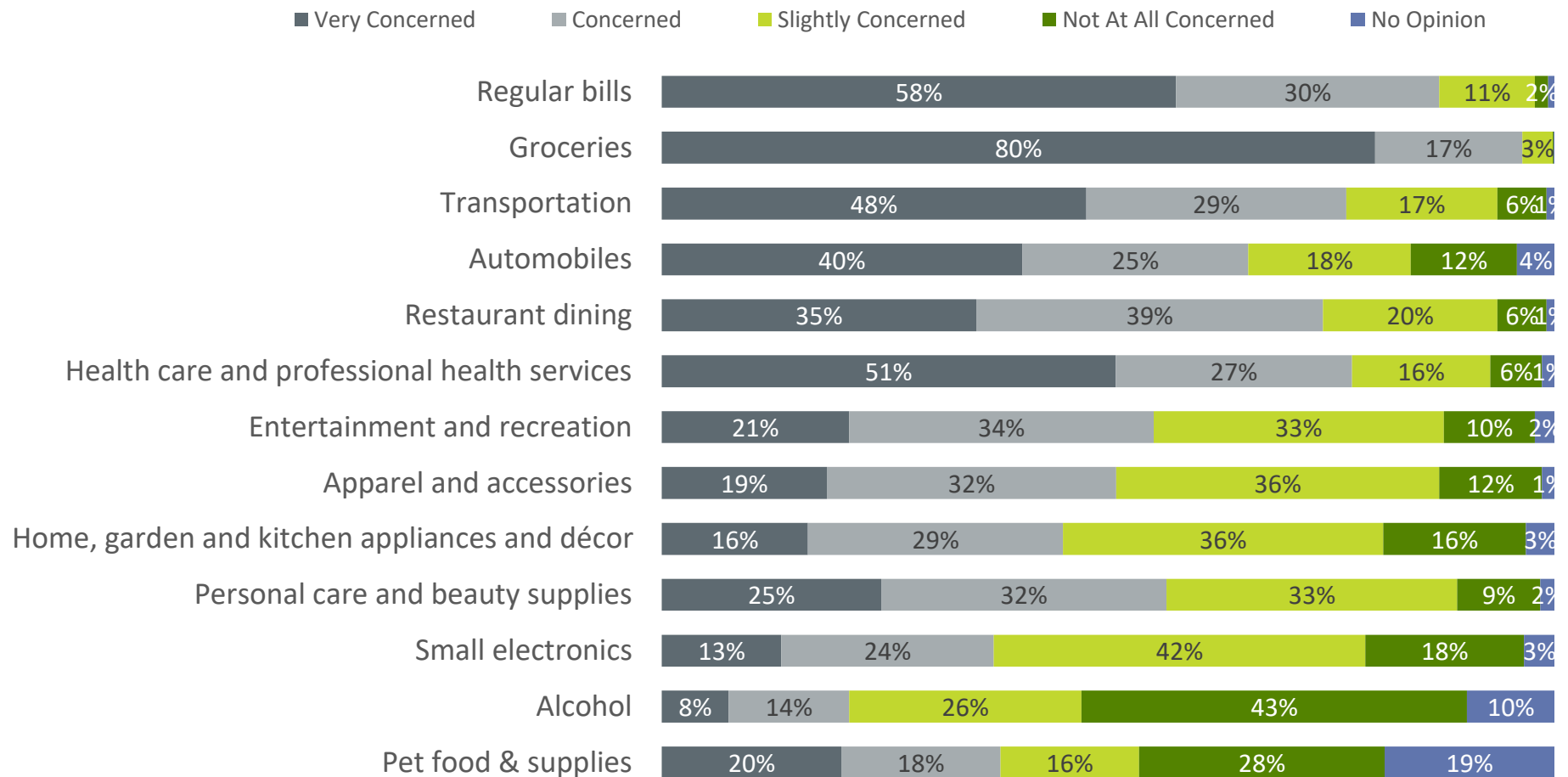
Potential Impacts of Inflation



Q: How concerned are you about price increases on products during the next 6 months?
Total participants: 1415

Level of Concern over Price Increases by Retail Sector

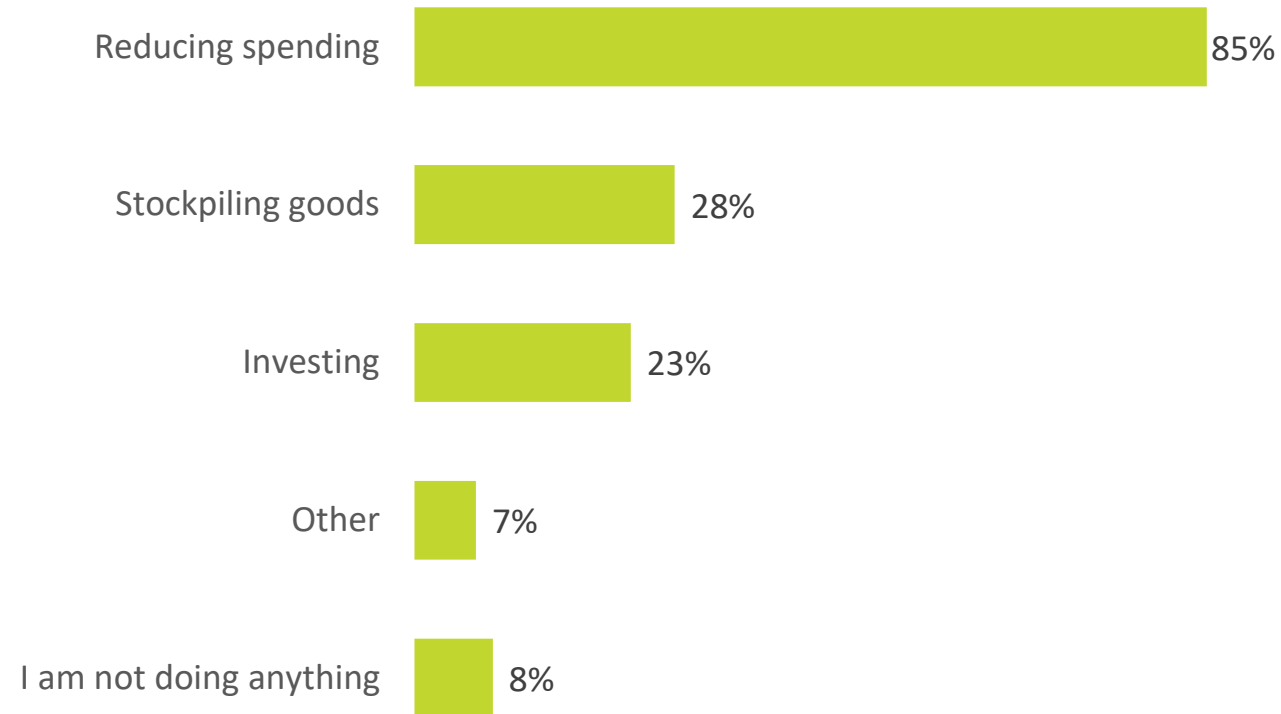
(sorted in order of monthly spend)



Q: For each of the following product types, please provide your level of concern over price increases:

Total participants: 1404 (Those who selected *Very Concerned*, *Concerned* or *Slightly Concerned* in previous question, *How concerned are you about price increases on products during the next 6 months?*)

Actions to Protect against Price Increases



Q: Have you started doing any of the following to protect against price increases?

Please refer to the Data file to read all the comments submitted for this question.

Total participants: 1404 (Those who selected *Very Concerned*, *Concerned* or *Slightly Concerned* in previous question, *How concerned are you about price increases on products during the next 6 months?*)

Actions in Response to Price Increases

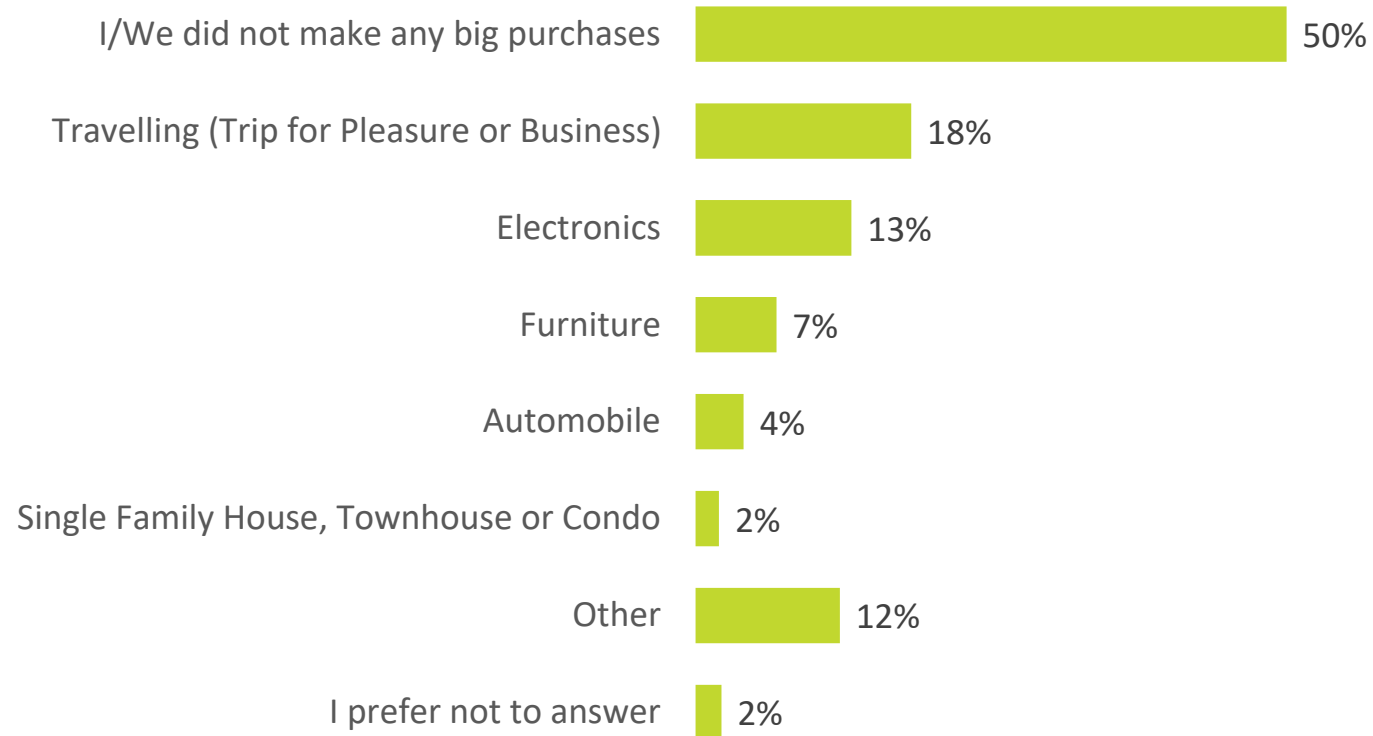


Q: Have you started doing any of the following in response to price increases?

Please refer to the Data file to read all the comments submitted for this question.

Total participants: 1404 (Those who selected *Very Concerned*, *Concerned* or *Slightly Concerned* in previous question, *How concerned are you about price increases on products during the next 6 months?*)

Big Household Purchases



Q: Thinking about September 2023, what were the one-time, big-ticket items your household purchased in that month? Any item that was not part of your regular spending pattern and was relatively a big purchase.

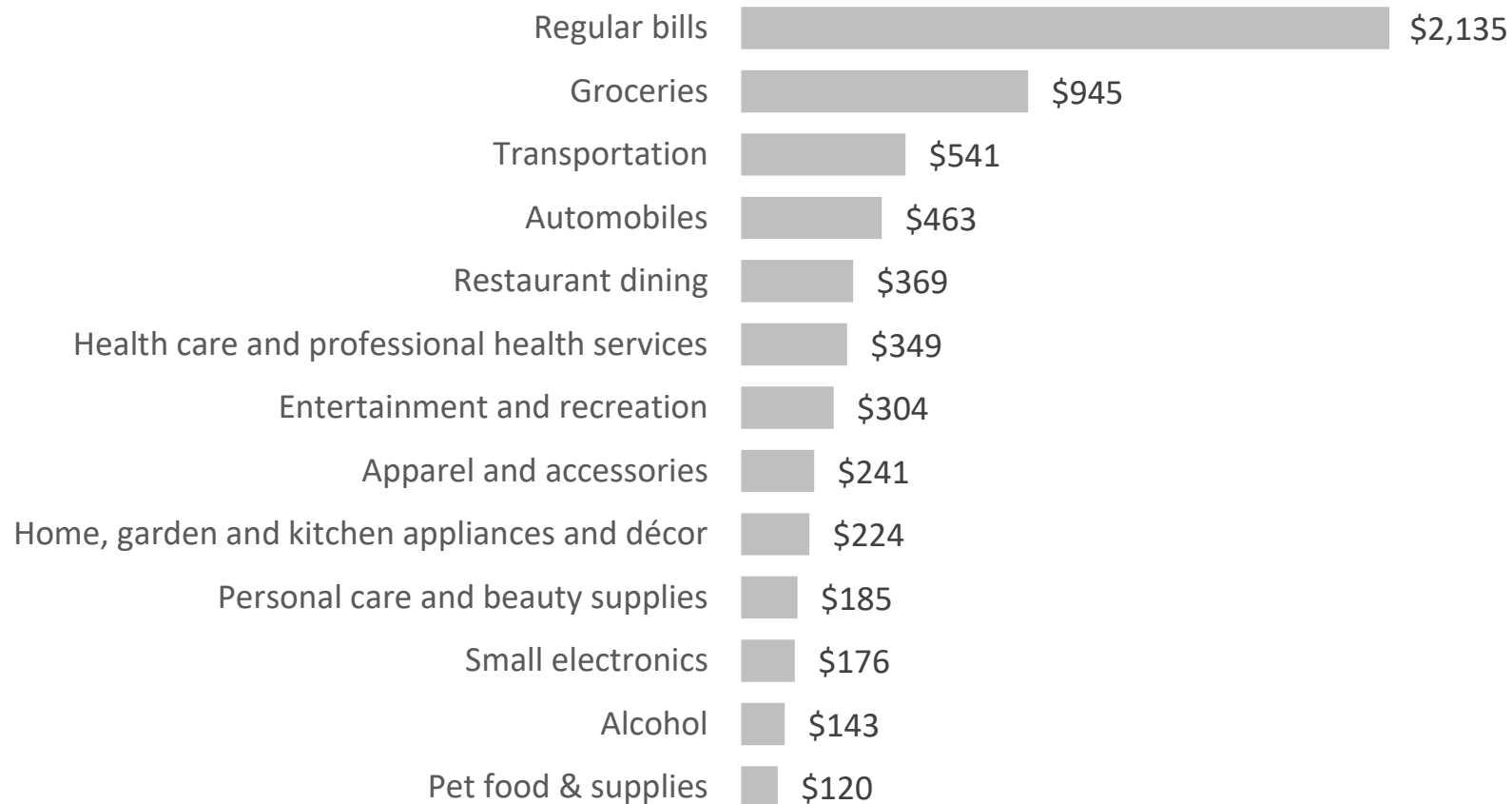
Please refer to the Data file to read all the comments submitted for this question.

Total participants: 1415

Retail Sector Overview

Retail Sector	Products/Services including....
Entertainment and recreation	live events, movies, recreational services, etc.
Restaurant dining	food, and beverage services including restaurants, coffee shops, bubble tea and bars
Groceries	food and non-alcoholic beverages
Personal care and beauty supplies	personal grooming services, articles/ products for personal care, electrical appliances for personal care, etc.
Apparel and accessories	clothing, footwear and accessories
Small electronics	headphones, home automation, smart lighting, etc.
Transportation	fuel, ride sharing, public transportation, car rental costs and parking
Automobiles	automotive parts, accessories, maintenance, repair, and other automotive services (excluding new vehicle purchases and lease/financing bills)
Home, garden & kitchen appliances and décor	furnishings, household equipment and other related goods and services
Pet food & supplies	pet food and supplies
Alcohol	liquor store purchases and excluding dining out
Regular bills	mortgage/rent, bills and utilities (internet, phone, electricity, television, etc.), insurance, gifts and donations, etc.
Health care and professional health services	medications, dentistry, registered massage therapy, etc.

Average Monthly Household Purchases

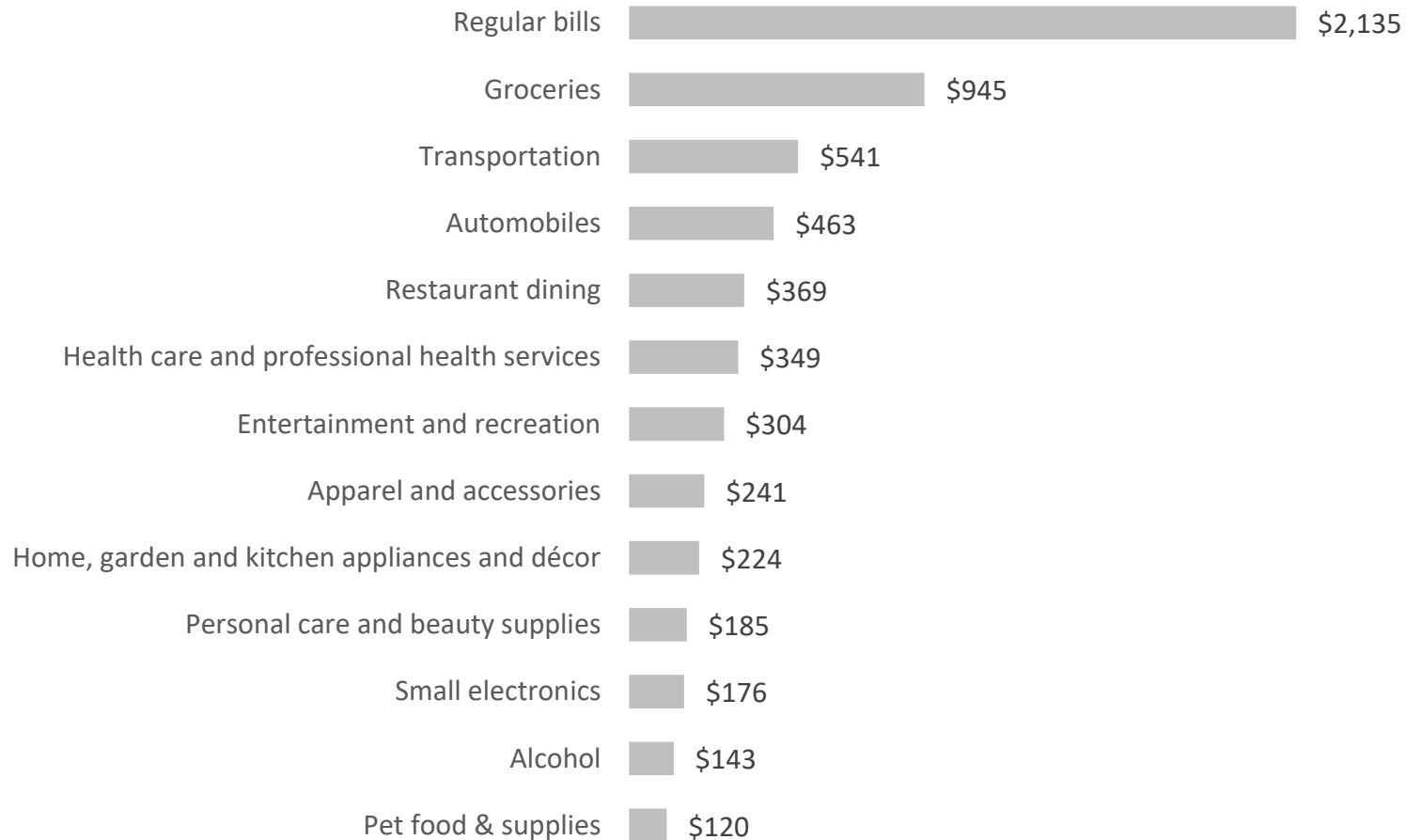


Q: During the month of September 2023, approximately how much did your household spend on the following product types, excluding the big-ticket items listed in the previous question?

Please note that we have purposely made the maximum spend per category large (just in case) so that they could all be on the same scale.

Total participants: 1415

Average Monthly Household Purchases



Retail Sectors	BC Median 2021 All Quintiles
Regular bills	n/a
Groceries	\$684
Transportation	\$233
Automobiles	\$261
Restaurant dining	\$256
Health care and professional health services	\$248
Entertainment and recreation	\$398
Apparel and accessories	\$210
Home, garden and kitchen appliances and décor	\$328
Personal care and beauty supplies	\$131
Small electronics	n/a
Alcohol	\$114
Pet food & supplies	\$34

Q: During the month of September 2023, approximately how much did your household spend on the following product types, excluding the big-ticket items listed in the previous question?

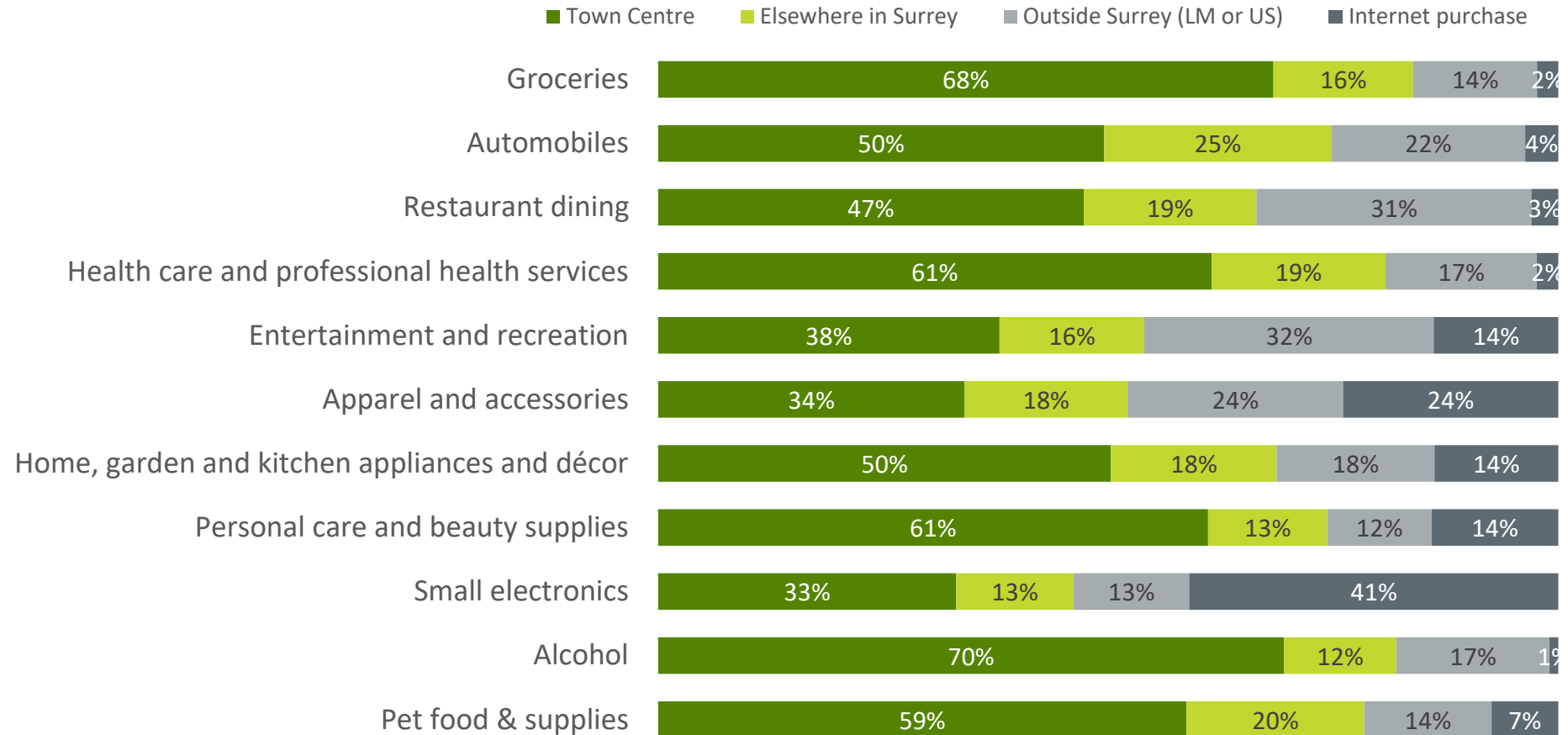
Please note that we have purposely made the maximum spend per category large (just in case) so that they could all be on the same scale.

Total participants: 1415



Spending In & Out of Surrey – Distribution of Spending

(sorted in order of monthly spend)

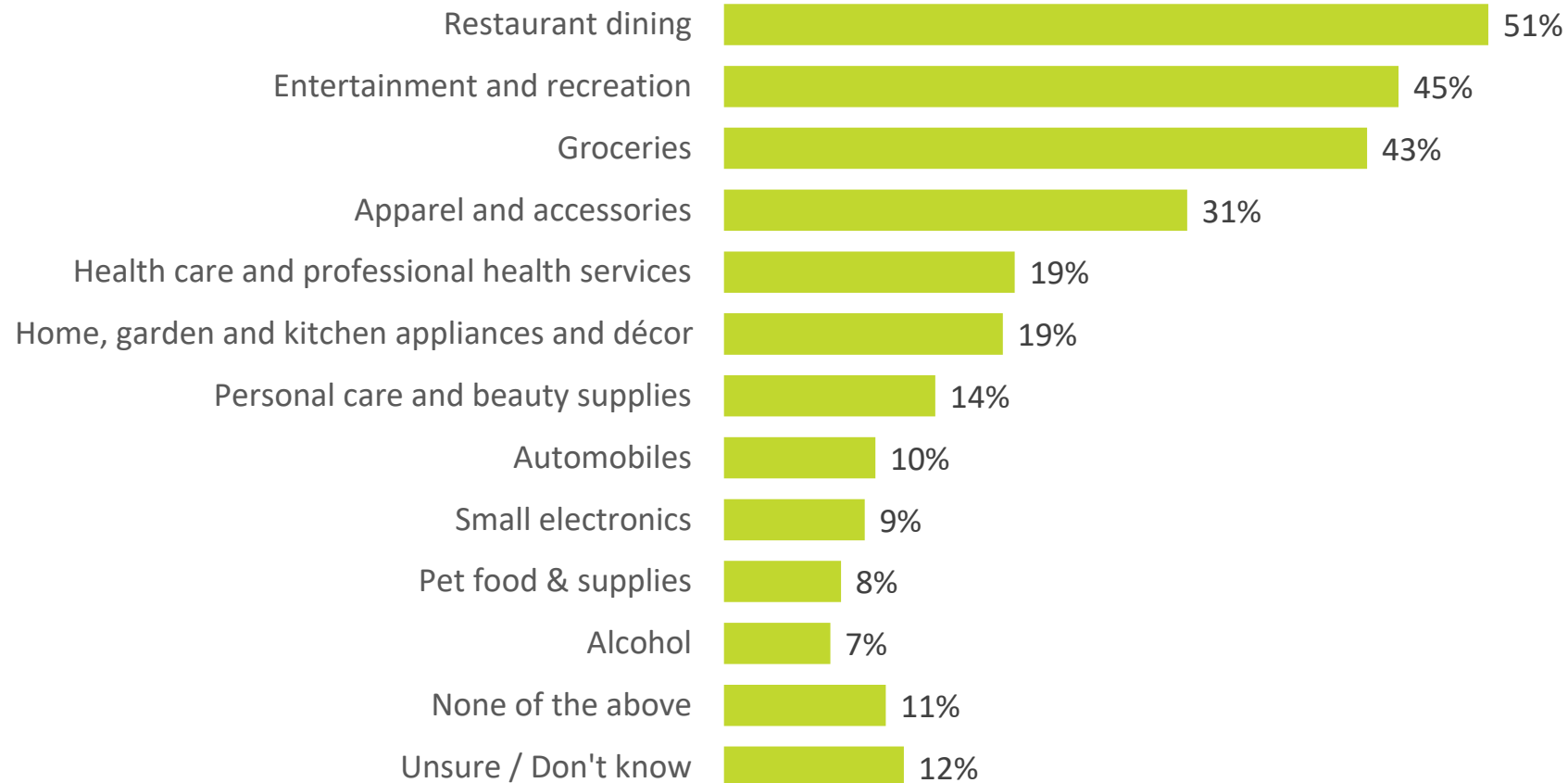


Q: What percentage of each of these product types did you spend in your Town Centre, other parts of Surrey, somewhere in the Lower Mainland/US or on the Internet?

Your town centre refers to the area in Surrey where you live, such as Guildford or Cloverdale, etc.

Total participants: 362-1378

Additional Store Types & Expanded Retail Offerings that would entice increased spending in Surrey

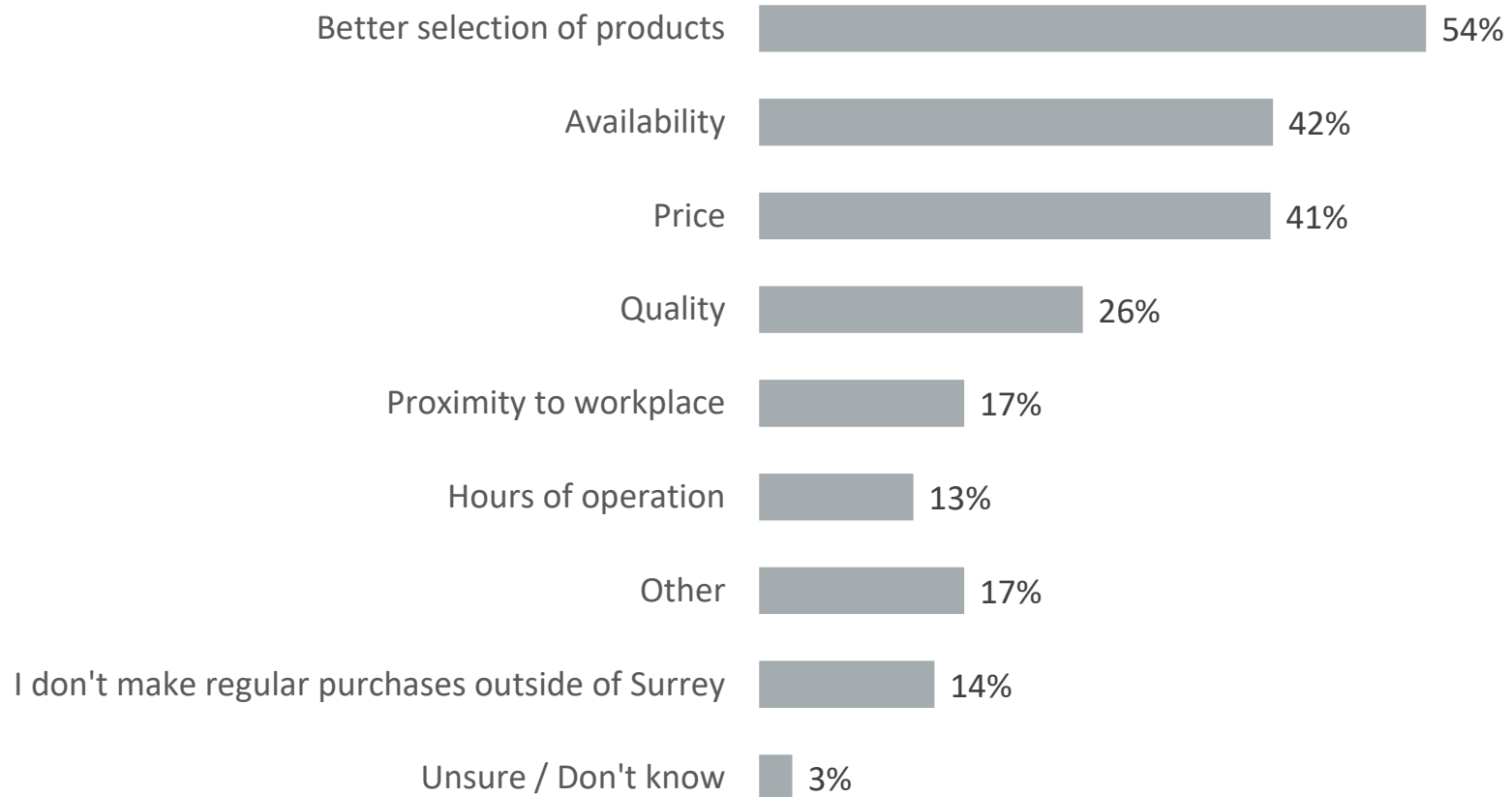


Q: What additional store types or expanded retail offerings would entice you to spend a higher percent in Surrey?

Please refer to the Data file to read all the comments submitted for this question.

Total participants: 1415

Reasons for making regular purchases outside of Surrey



Q: If you are making purchases outside of Surrey on a regular basis, please select the reason why that is? Select all that apply.

Please refer to the Data file to read all the comments submitted for this question.

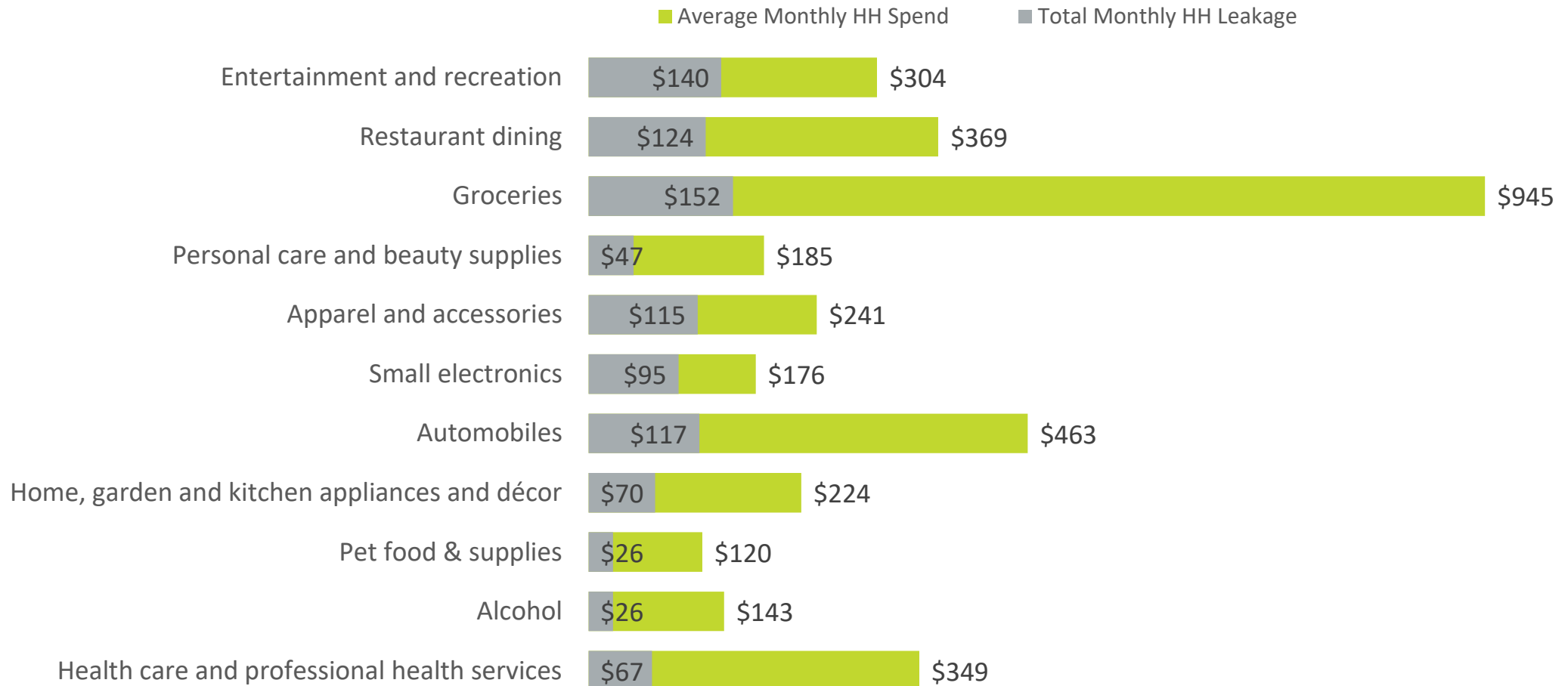
Total participants: 1383

Appendix

Leakage Model (Average Household Spending)

Sector	Average Monthly HH Spend	Monthly HH Leakage – Outside Surrey	Monthly HH Leakage – Online	Total Monthly HH Leakage	Total HH Leakage %
Entertainment and recreation	\$304	\$98	\$42	\$140	46%
Restaurant dining	\$369	\$113	\$11	\$124	34%
Groceries	\$945	\$130	\$22	\$152	16%
Personal care and beauty supplies	\$185	\$21	\$26	\$47	26%
Apparel and accessories	\$241	\$58	\$58	\$115	48%
Small electronics	\$176	\$23	\$72	\$95	54%
Automobiles	\$463	\$100	\$17	\$117	25%
Home, garden and kitchen appliances and décor	\$224	\$39	\$31	\$70	31%
Pet food & supplies	\$120	\$17	\$9	\$26	22%
Alcohol	\$143	\$24	\$1	\$26	18%
Health care and professional health services	\$349	\$59	\$8	\$67	19%

Leakage Model (Average Household Spending)

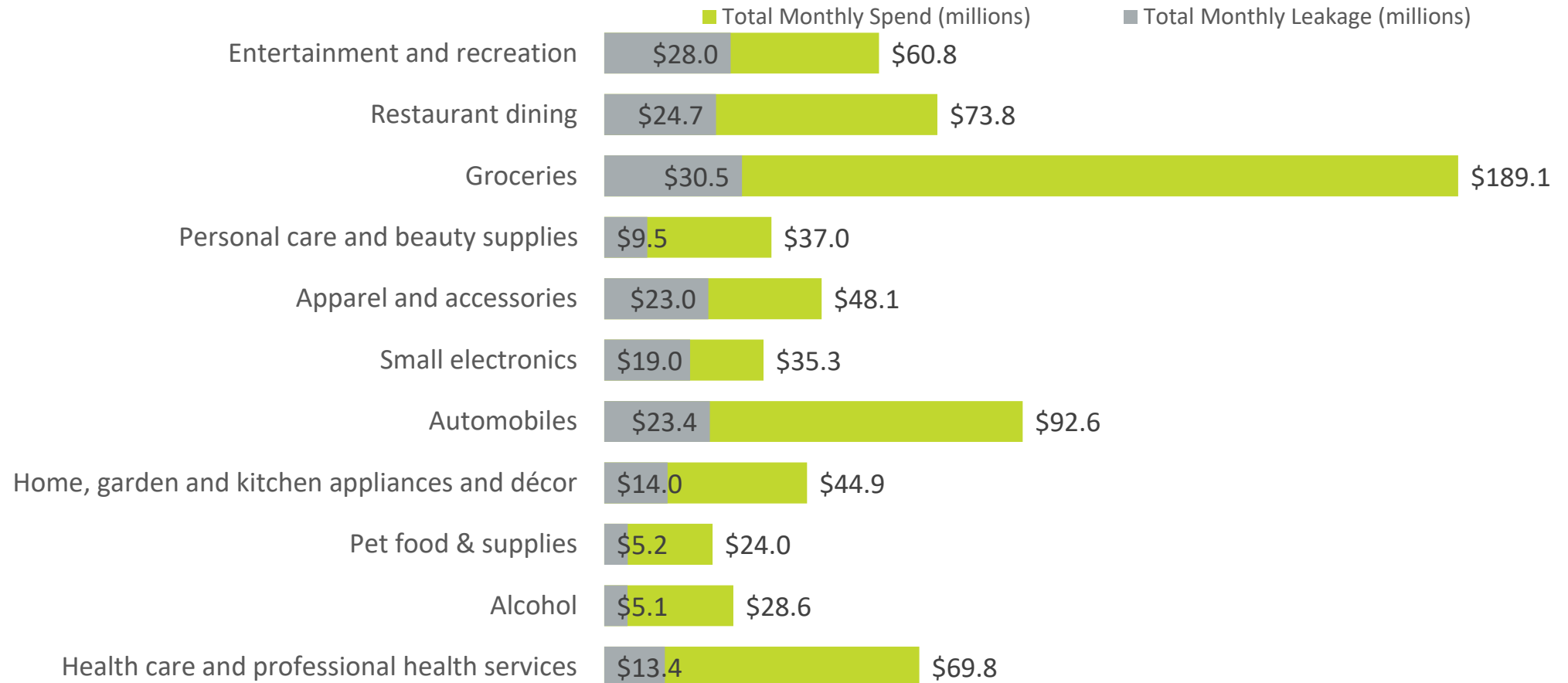


Leakage Model (Overall Surrey Spending)

Sector	Total Monthly Spend	Monthly Leakage - Outside Surrey	Monthly Leakage - Online	Total Monthly Leakage
Entertainment and recreation	\$60,840,000	\$19,566,144	\$8,402,004	\$27,968,148
Restaurant dining	\$73,760,000	\$22,533,680	\$2,190,672	\$24,724,352
Groceries	\$189,060,000	\$26,033,562	\$4,442,910	\$30,476,472
Personal care and beauty supplies	\$37,000,000	\$4,288,300	\$5,202,200	\$9,490,500
Apparel and accessories	\$48,120,000	\$11,519,928	\$11,500,680	\$23,020,608
Small electronics	\$35,260,000	\$4,534,436	\$14,453,074	\$18,987,510
Automobiles	\$92,620,000	\$19,978,134	\$3,380,630	\$23,358,764
Home, garden and kitchen appliances and décor	\$44,880,000	\$7,862,976	\$6,157,536	\$14,020,512
Pet food & supplies	\$23,980,000	\$3,390,772	\$1,774,520	\$5,165,292
Alcohol	\$28,580,000	\$4,867,174	\$274,368	\$5,141,542
Health care and professional health services	\$69,760,000	\$11,719,680	\$1,660,288	\$13,379,968

Note: Based on estimated 200,000 Surrey households

Leakage Model (Overall Surrey Spending)

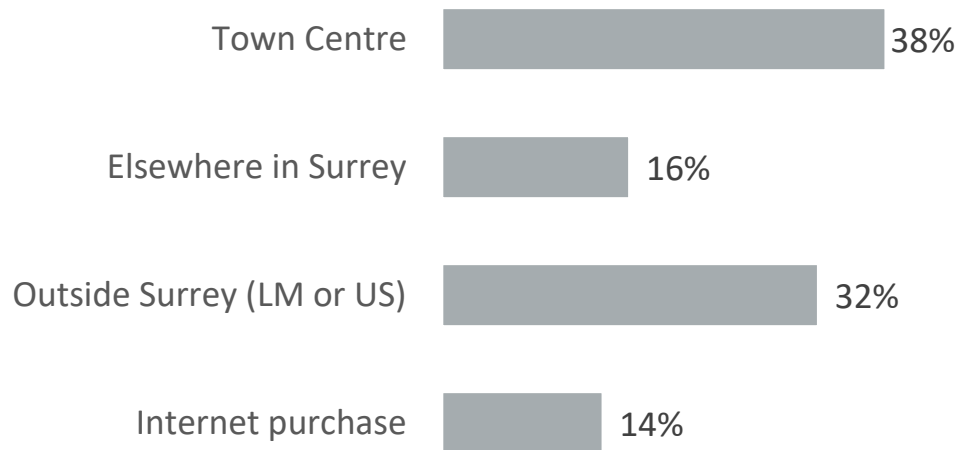


Leakage Model – Entertainment and recreation

Average Monthly HH Spend

\$304

Monthly HH Spend Distribution



HH Leakage
46%

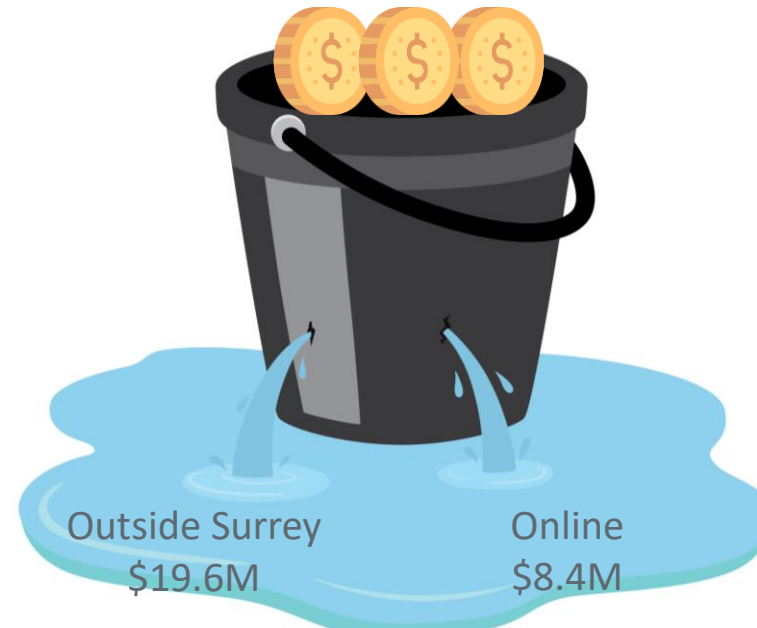
Total Monthly Leakage

Outside Surrey

Spending outside Surrey (Lower Mainland or US)

Online

Spending on internet purchases

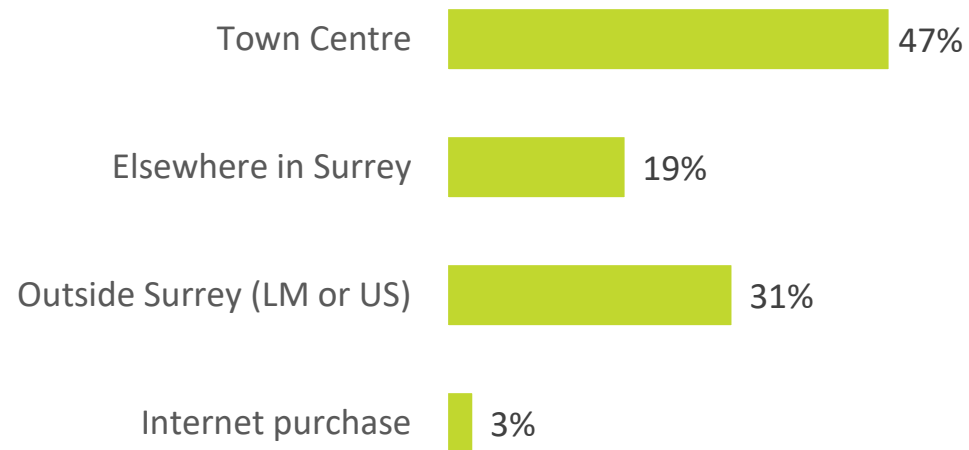


Leakage Model – Restaurant dining

Average Monthly HH Spend

\$369

Monthly HH Spend Distribution



HH Leakage
34%

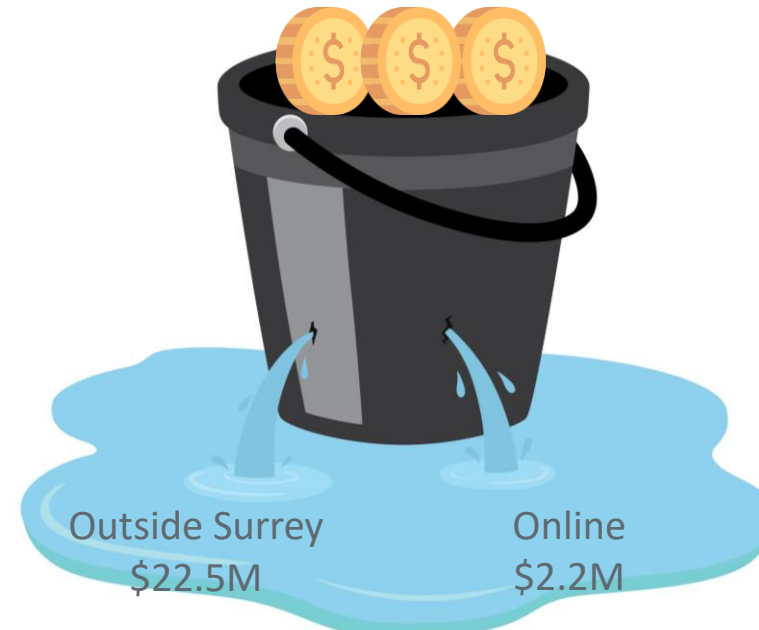
Total Monthly Leakage

Outside Surrey

Spending outside Surrey (Lower Mainland or US)

Online

Spending on internet purchases

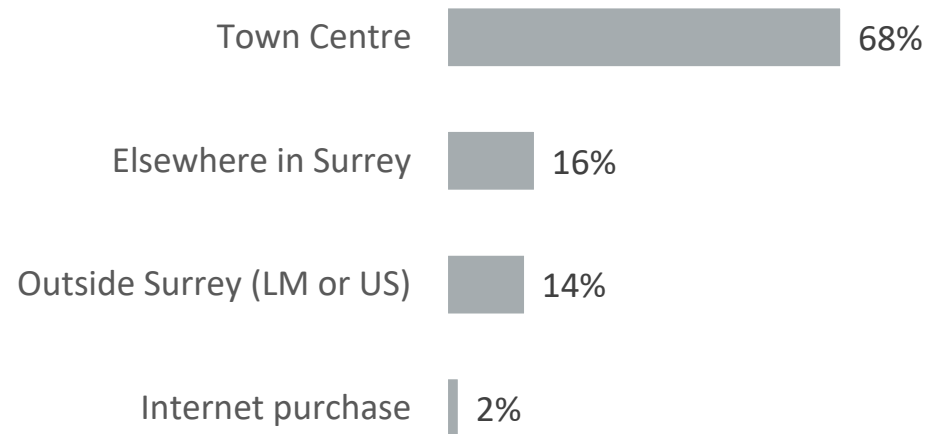


Leakage Model – Groceries

Average Monthly HH Spend

\$945

Monthly HH Spend Distribution



HH Leakage
16%

Total Monthly Leakage

Outside Surrey

Spending outside Surrey (Lower Mainland or US)

Online

Spending on internet purchases

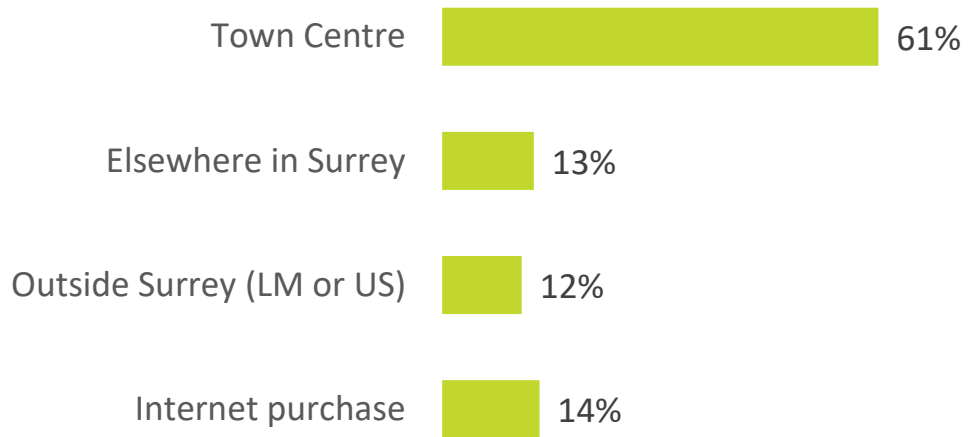


Leakage Model – Personal care and beauty supplies

Average Monthly HH Spend

\$185

Monthly HH Spend Distribution



HH Leakage
26%

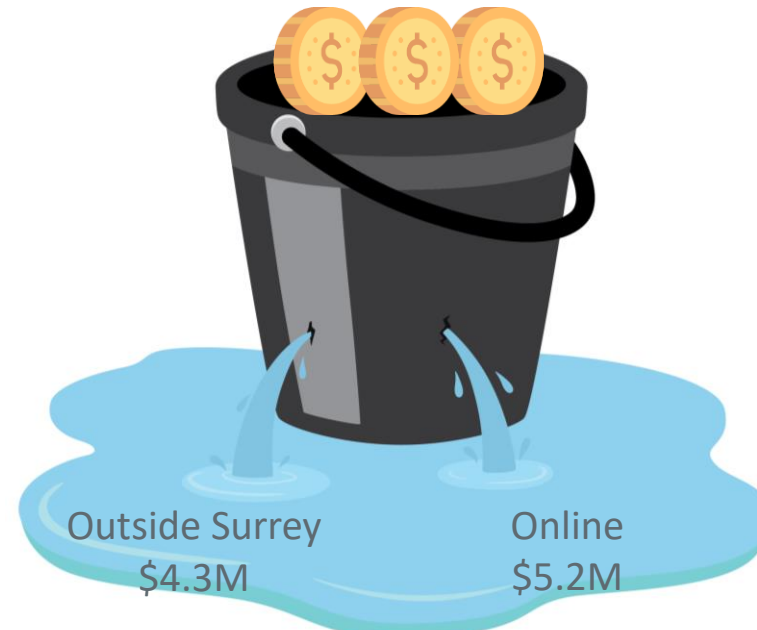
Total Monthly Leakage

Outside Surrey

Spending outside Surrey (Lower Mainland or US)

Online

Spending on internet purchases



Leakage Model – Apparel and accessories

Average Monthly HH Spend

\$241

Total Monthly Leakage

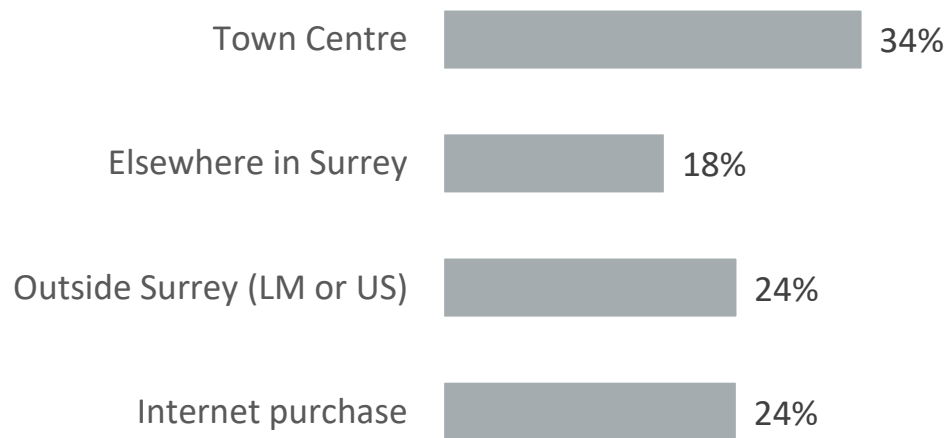
Outside Surrey

Spending outside Surrey (Lower Mainland or US)

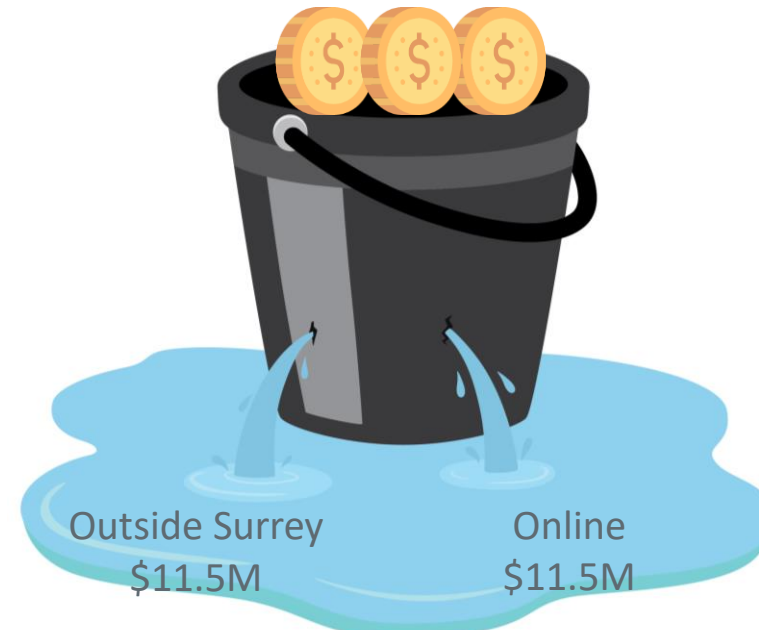
Online

Spending on internet purchases

Monthly HH Spend Distribution



HH Leakage
48%

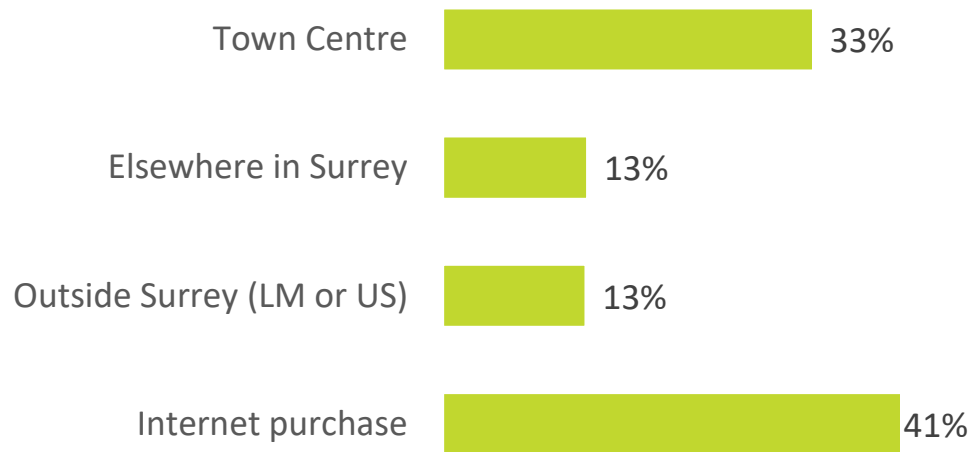


Leakage Model – Small electronics

Average Monthly HH Spend

\$176

Monthly HH Spend Distribution



HH Leakage
54%

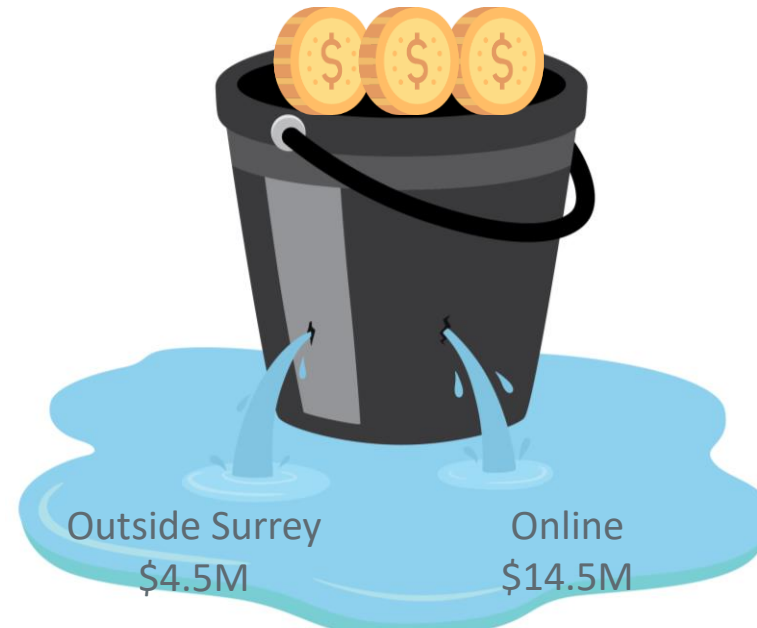
Total Monthly Leakage

Outside Surrey

Spending outside Surrey (Lower Mainland or US)

Online

Spending on internet purchases

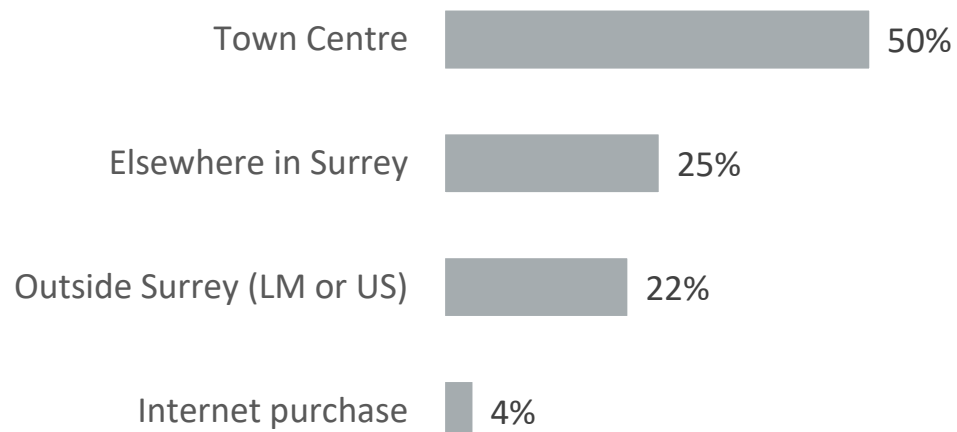


Leakage Model – Automobiles

Average Monthly HH Spend

\$463

Monthly HH Spend Distribution



HH Leakage
25%

Total Monthly Leakage

Outside Surrey

Spending outside Surrey (Lower Mainland or US)

Online

Spending on internet purchases



Leakage Model – Home, garden and kitchen appliances and décor

Average Monthly HH Spend

\$224

Total Monthly Leakage

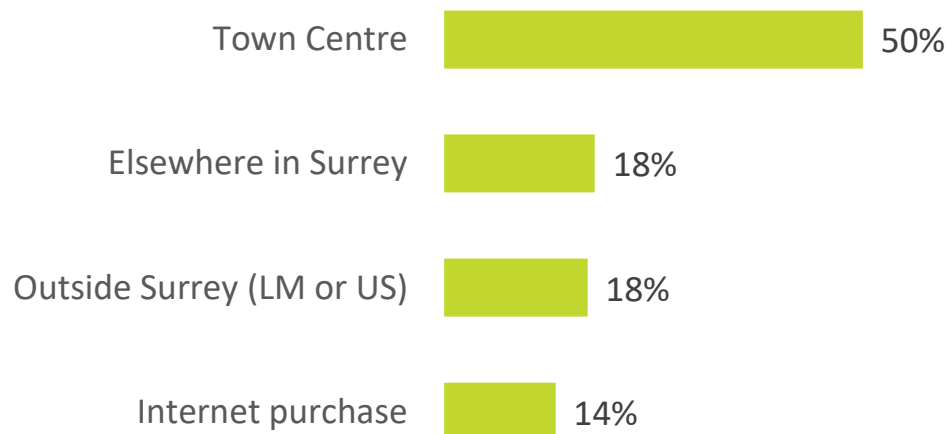
Outside Surrey

Spending outside Surrey (Lower Mainland or US)

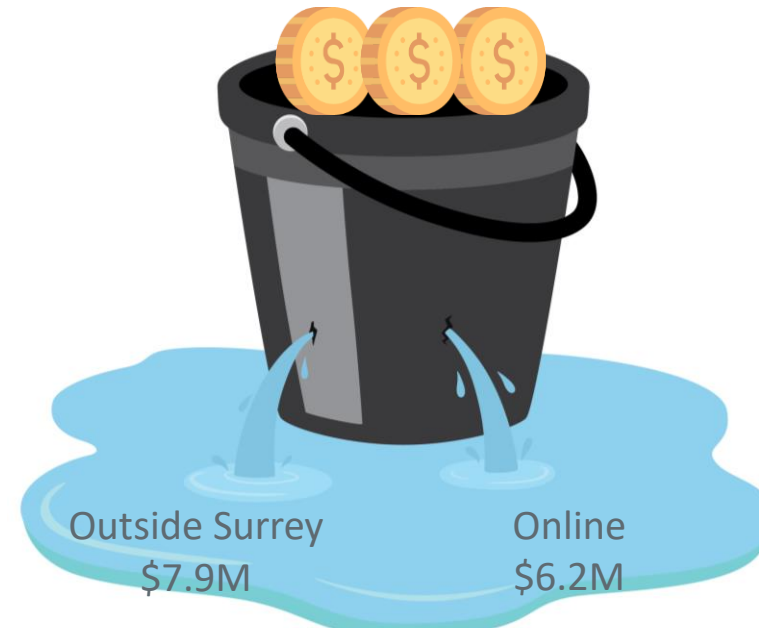
Online

Spending on internet purchases

Monthly HH Spend Distribution



HH Leakage
31%

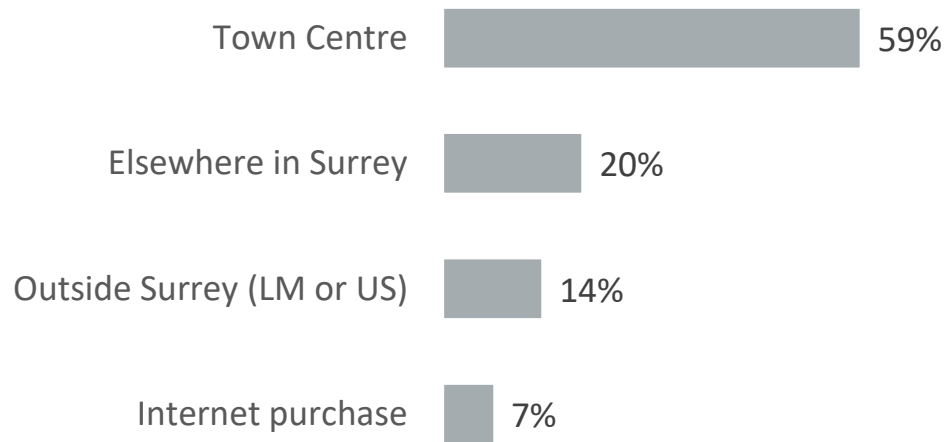


Leakage Model – Pet food & supplies

Average Monthly HH Spend

\$120

Monthly HH Spend Distribution



HH Leakage
22%

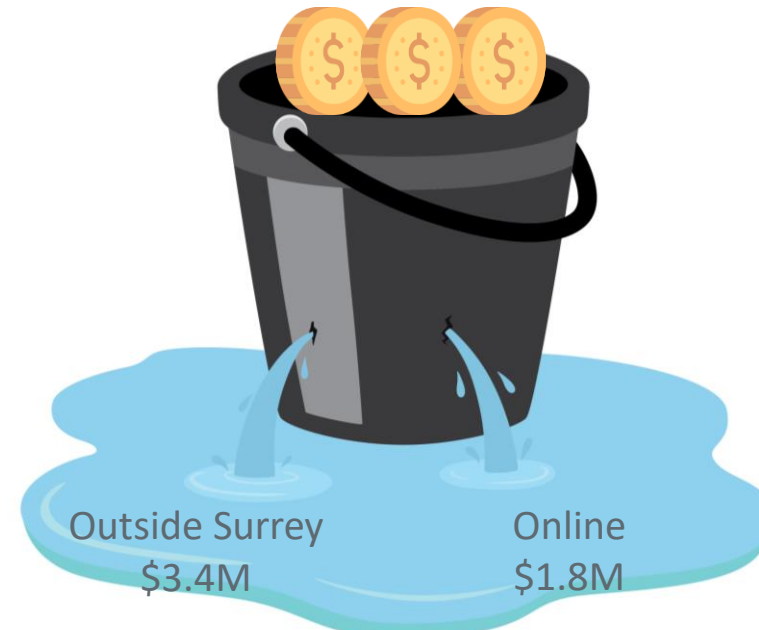
Total Monthly Leakage

Outside Surrey

Spending outside Surrey (Lower Mainland or US)

Online

Spending on internet purchases

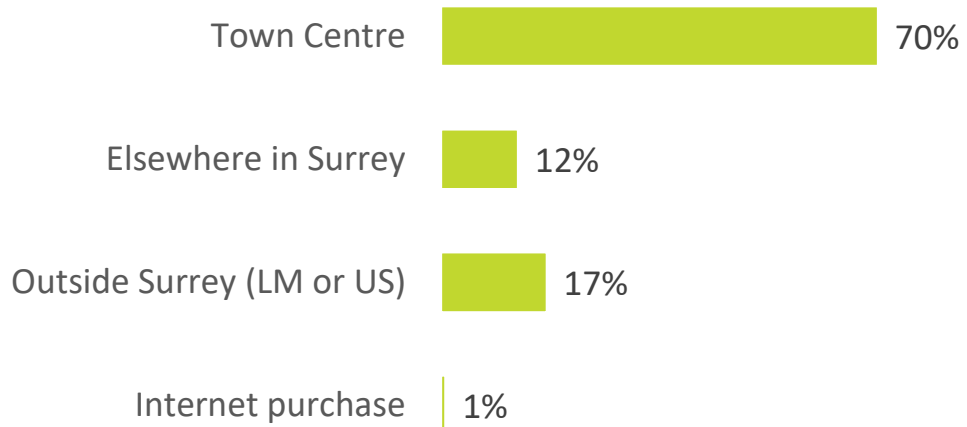


Leakage Model – Alcohol

Average Monthly HH Spend

\$143

Monthly HH Spend Distribution



HH Leakage
18%

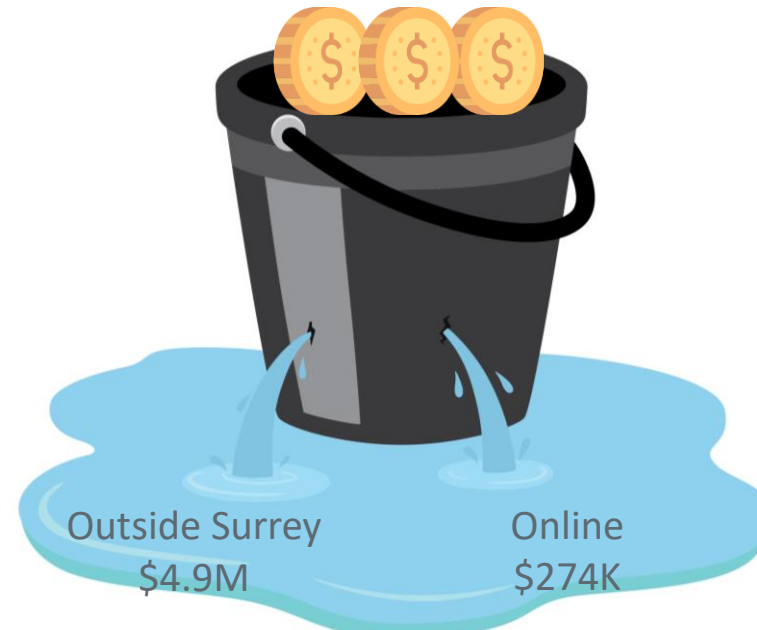
Total Monthly Leakage

Outside Surrey

Spending outside Surrey (Lower Mainland or US)

Online

Spending on internet purchases



Leakage Model – Health care and professional health services

Average Monthly HH Spend

\$349

Total Monthly Leakage

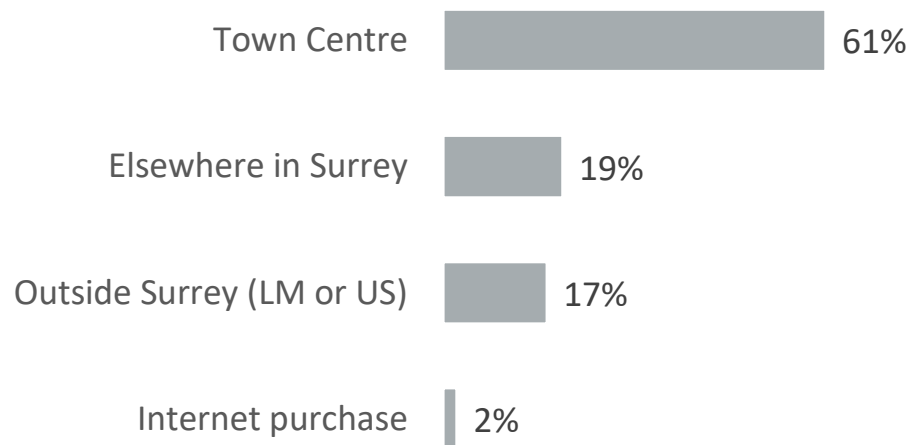
Outside Surrey

Spending outside Surrey (Lower Mainland or US)

Online

Spending on internet purchases

Monthly HH Spend Distribution



HH Leakage
19%

