



December 17, 2024

Consumer Behaviour Survey - November 2024

Background

Through this survey, the City of Surrey Economic Development Division hopes to better understand the spending habits and shopping preferences 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 October 2024.

These results are based on 1,441 completed responses received from two online surveys:

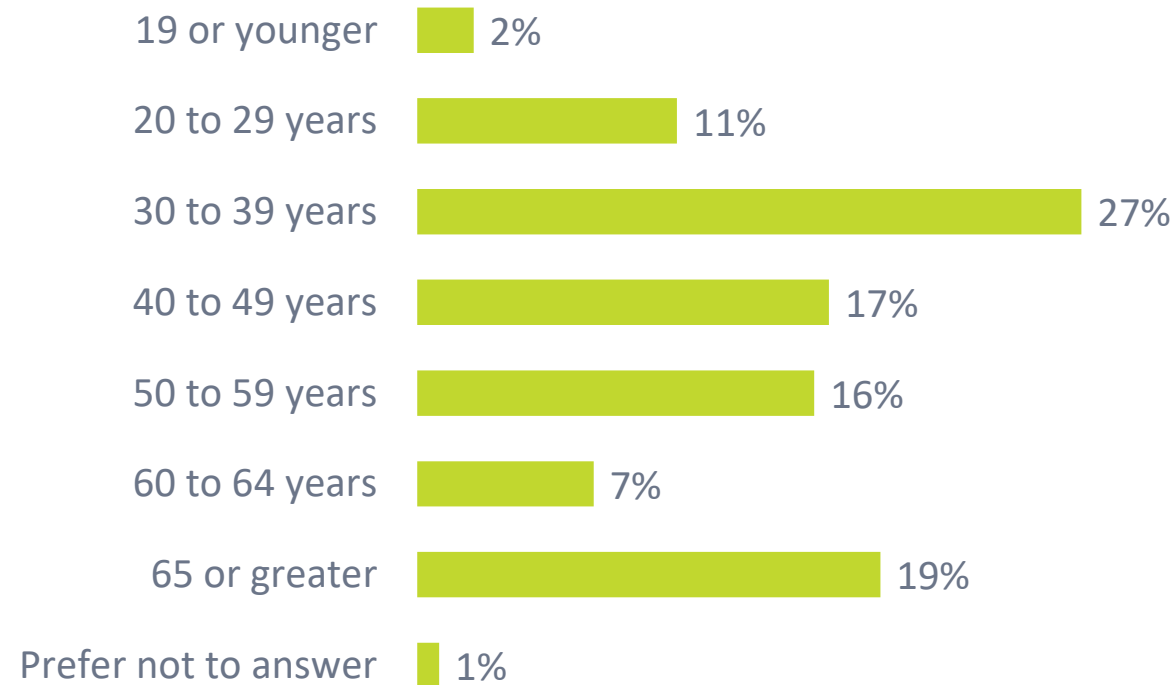
CitySpeaks Panel Survey: 1,167 completed submissions from November 1 to November 24, 2024

Open Community Survey (e.g., eNews, website, social media): 274 completed submissions from November 1 to November 24, 2024.

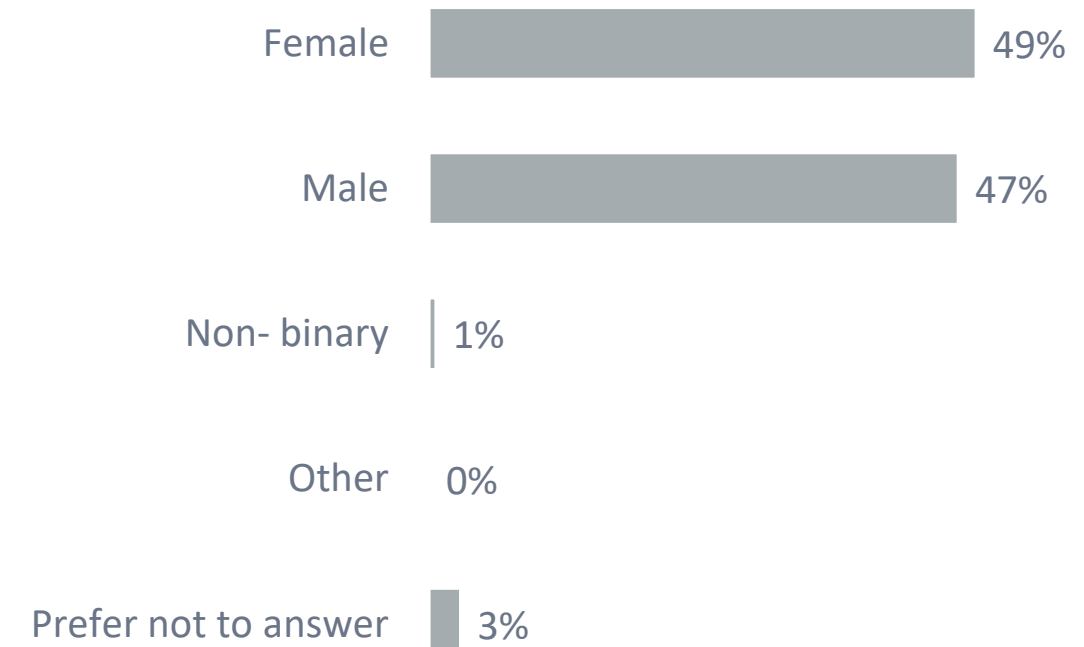
The results are weighted to the City of Surrey's population based on age and gender. With a probability sample of 1,441 residents of Surrey, we could expect a margin of error for this survey of +/- 2.58%, 19 times out of 20.

Profile of Survey Participants (#1)

Age Range



Gender



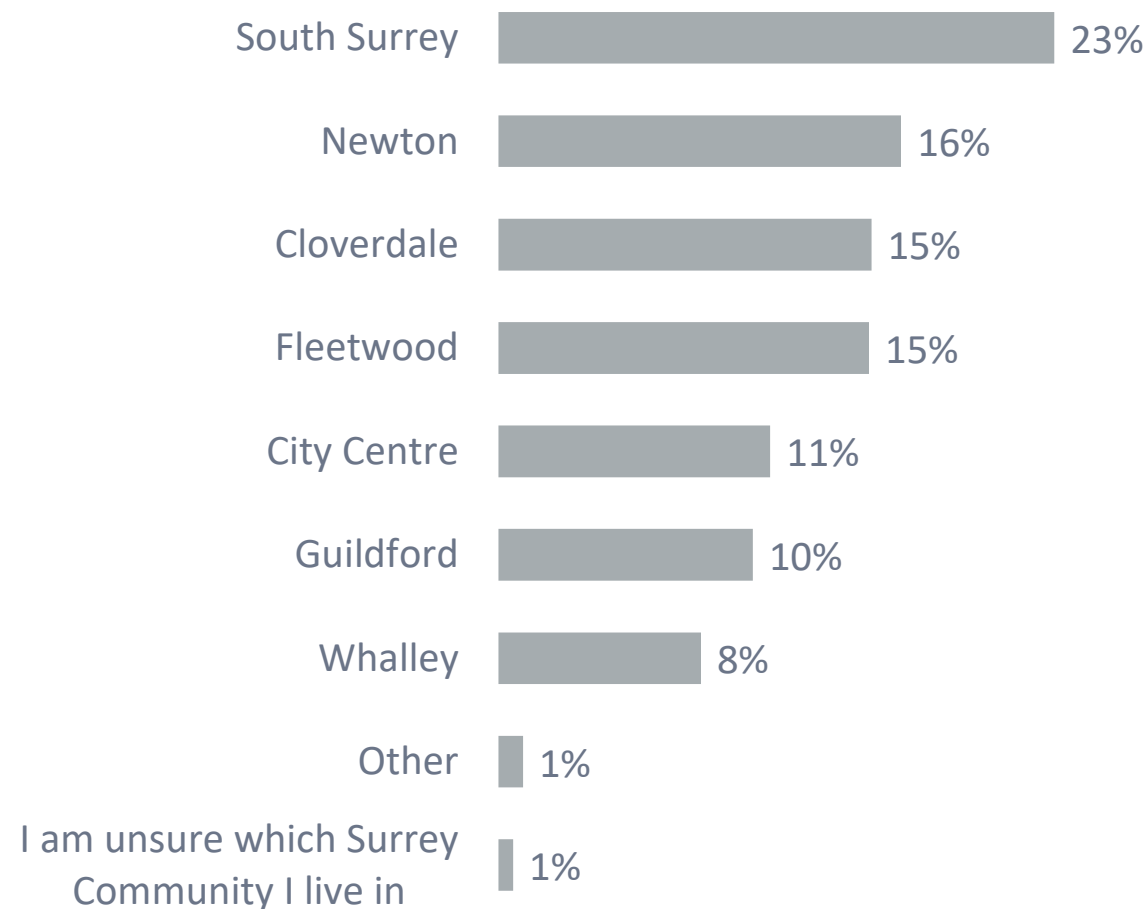
DEMOGRAPHICS

Demographics are provided as background on the composition of survey respondents.

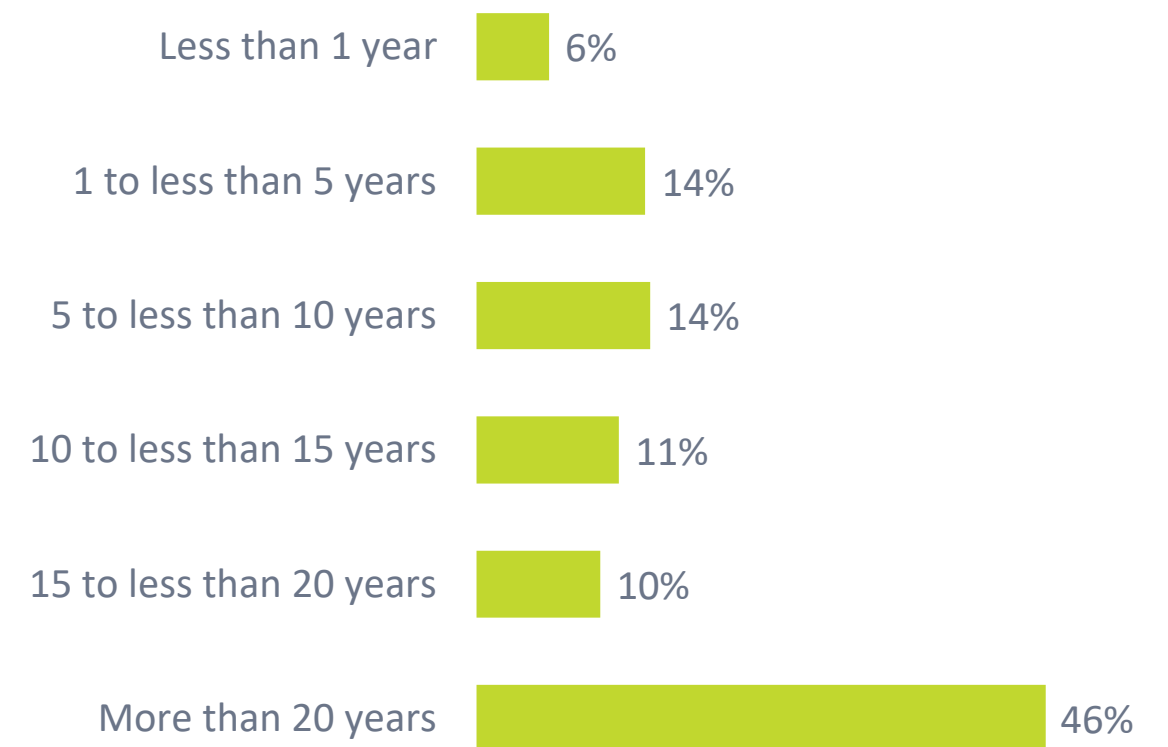
Please note these results are weighted to the City of Surrey's population based on age and gender.

Profile of Survey Participants (#2)

Surrey Community

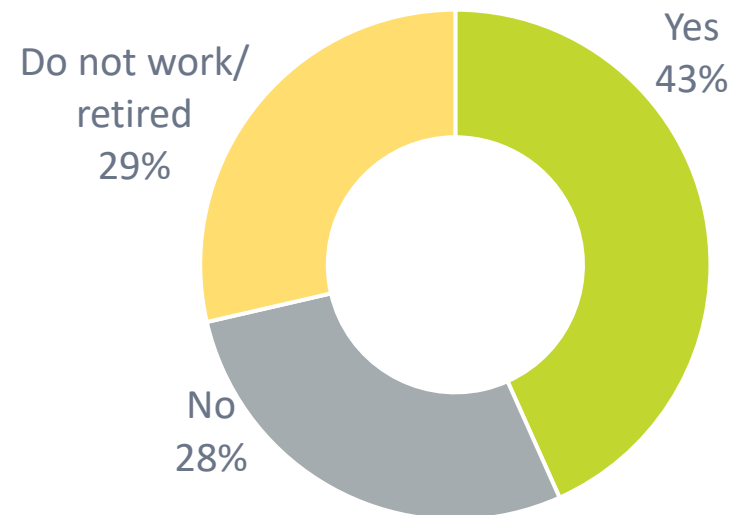


Years Living in Surrey

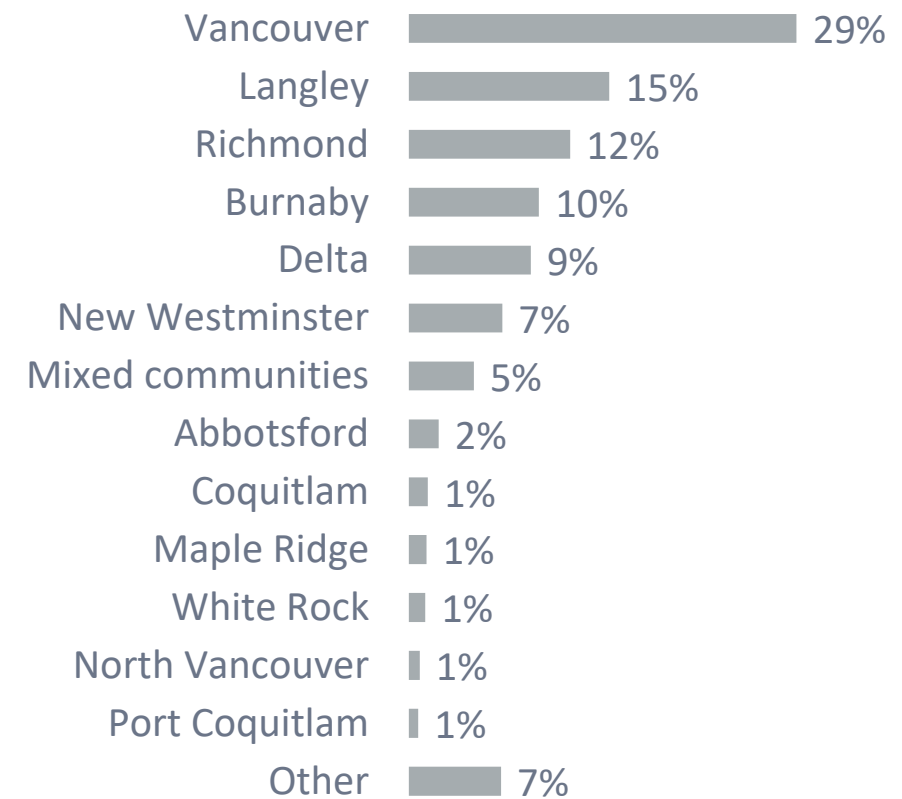


Profile of Survey Participants (#3)

Work in Surrey

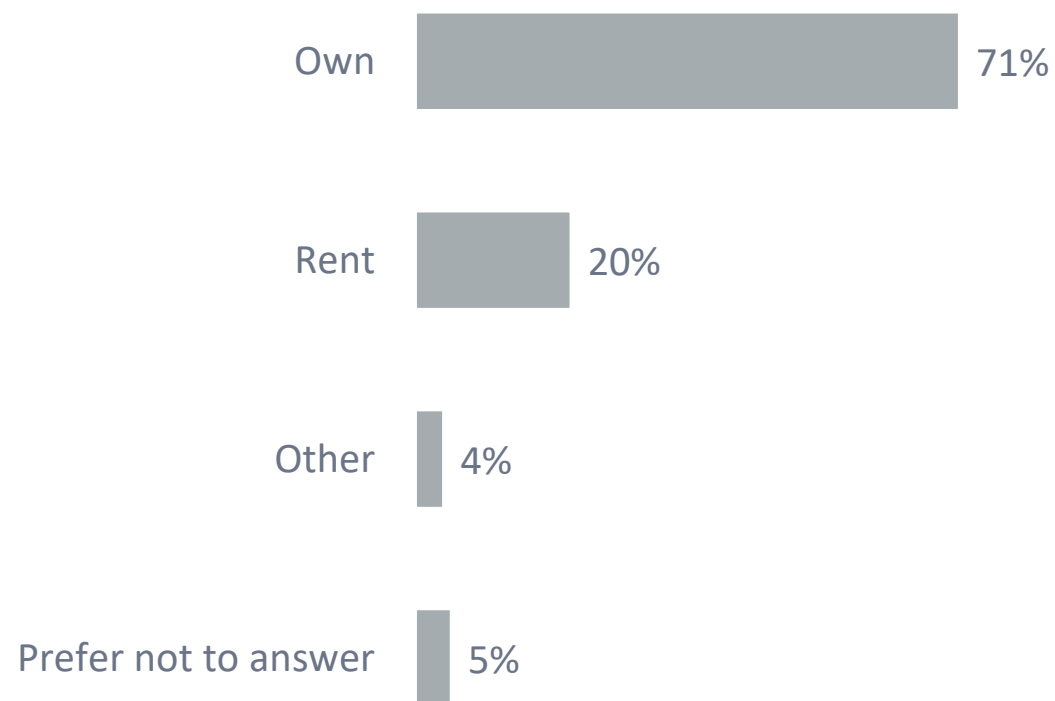


Work Location (outside Surrey)

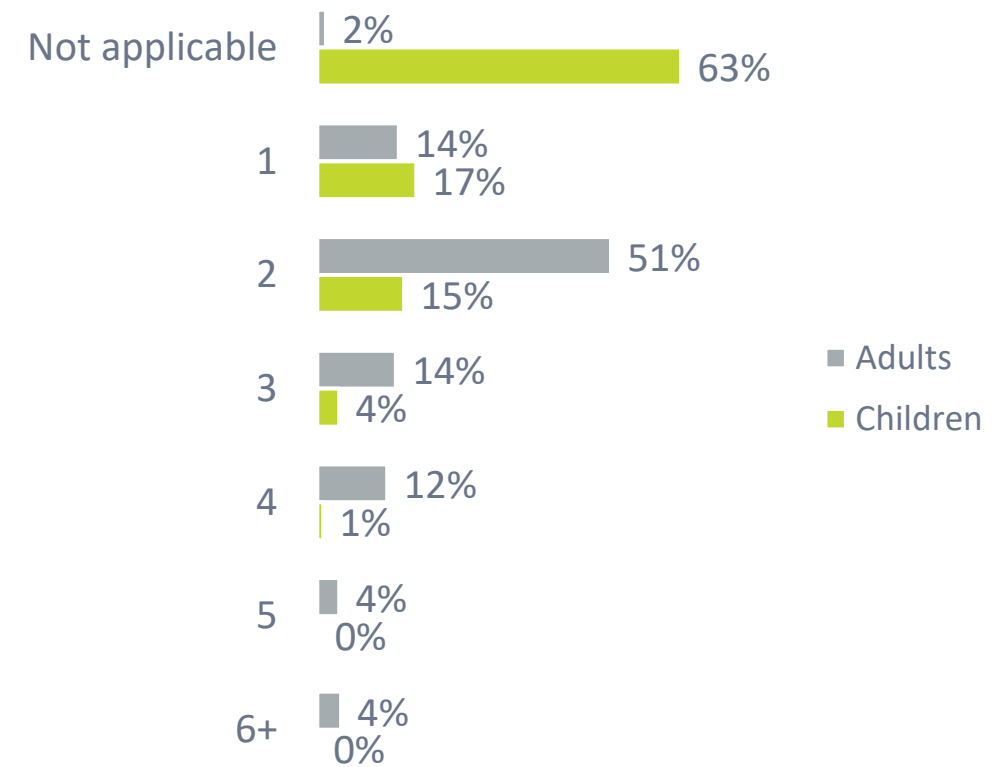


Profile of Survey Participants (#4)

Tenure

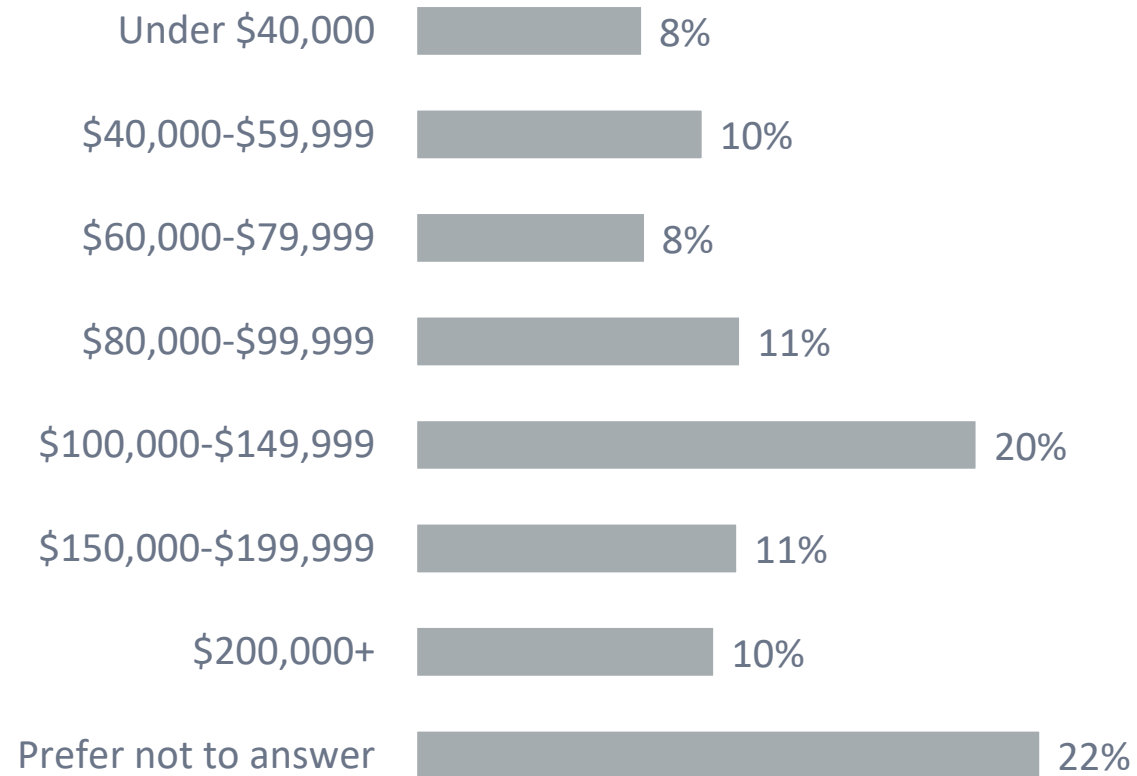


Household Members

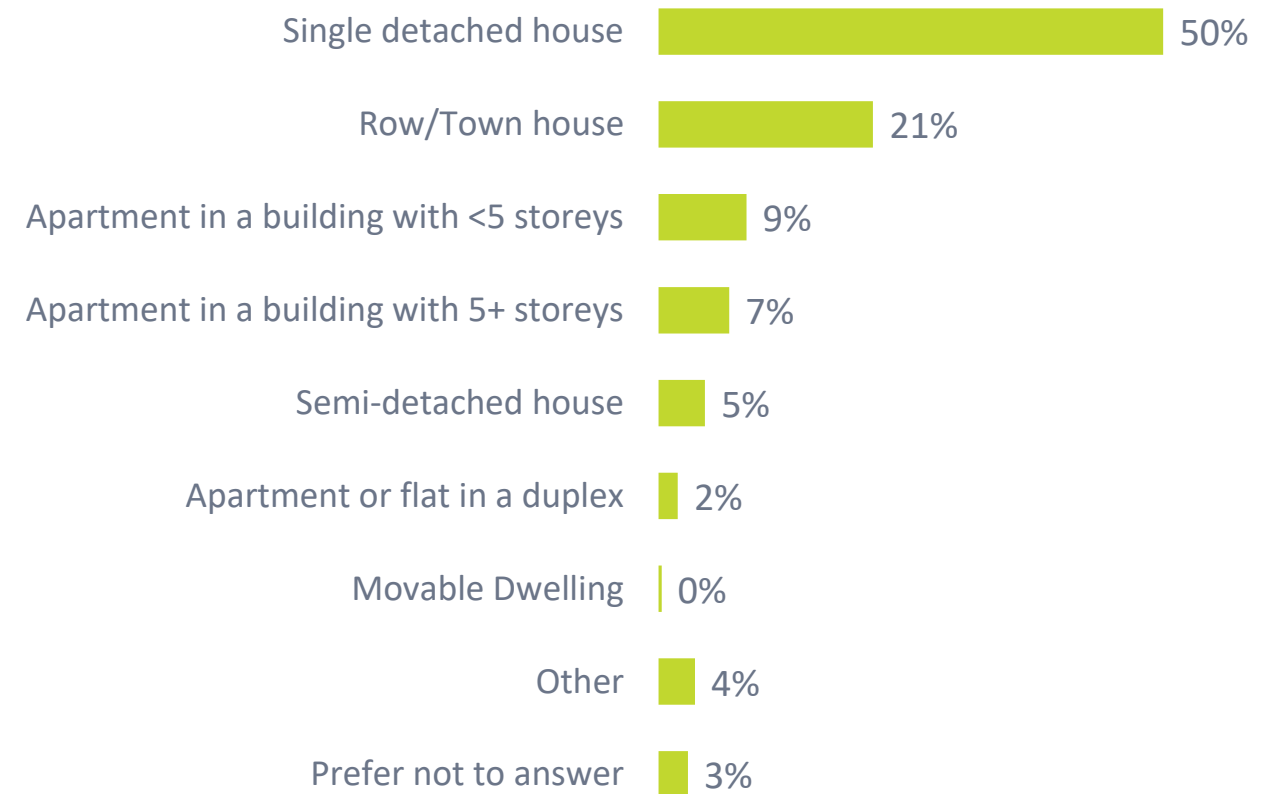


Profile of Survey Participants (#5)

Household Income

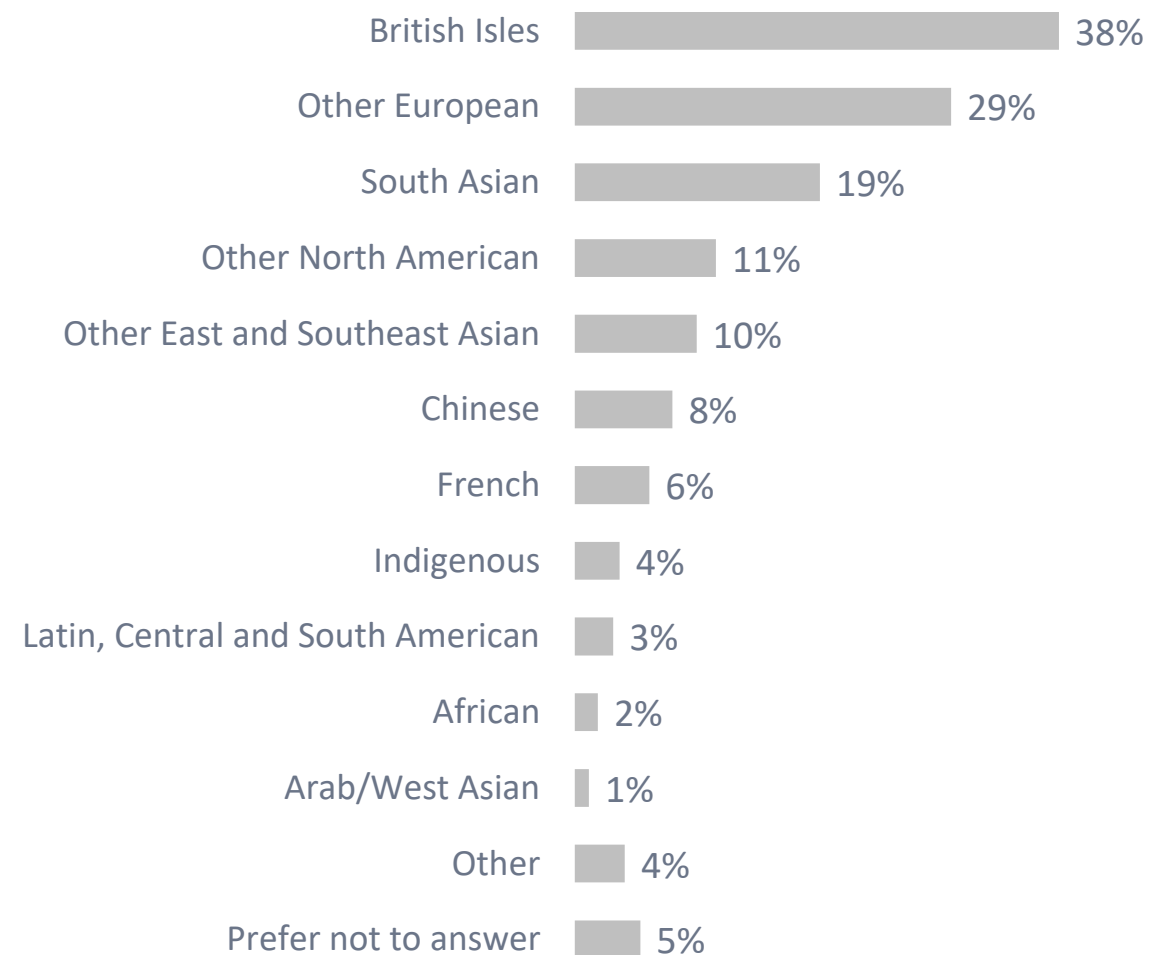


Housing Type

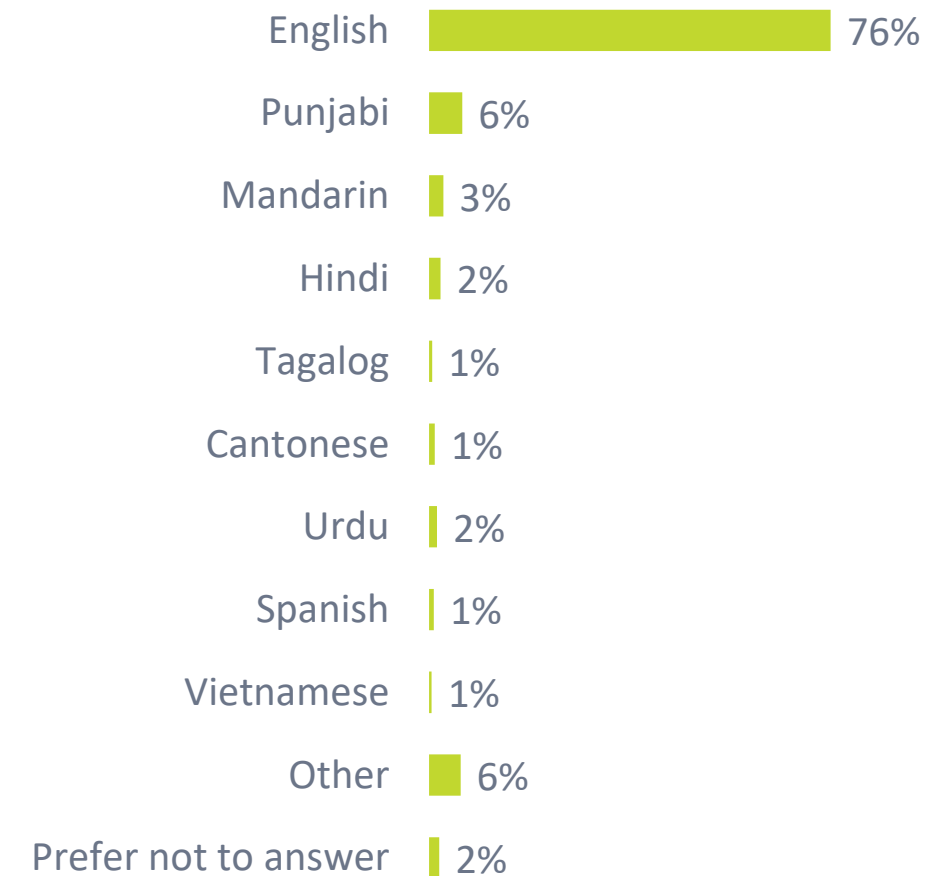


Profile of Survey Participants (#6)

Ethnicity/Cultural Origins

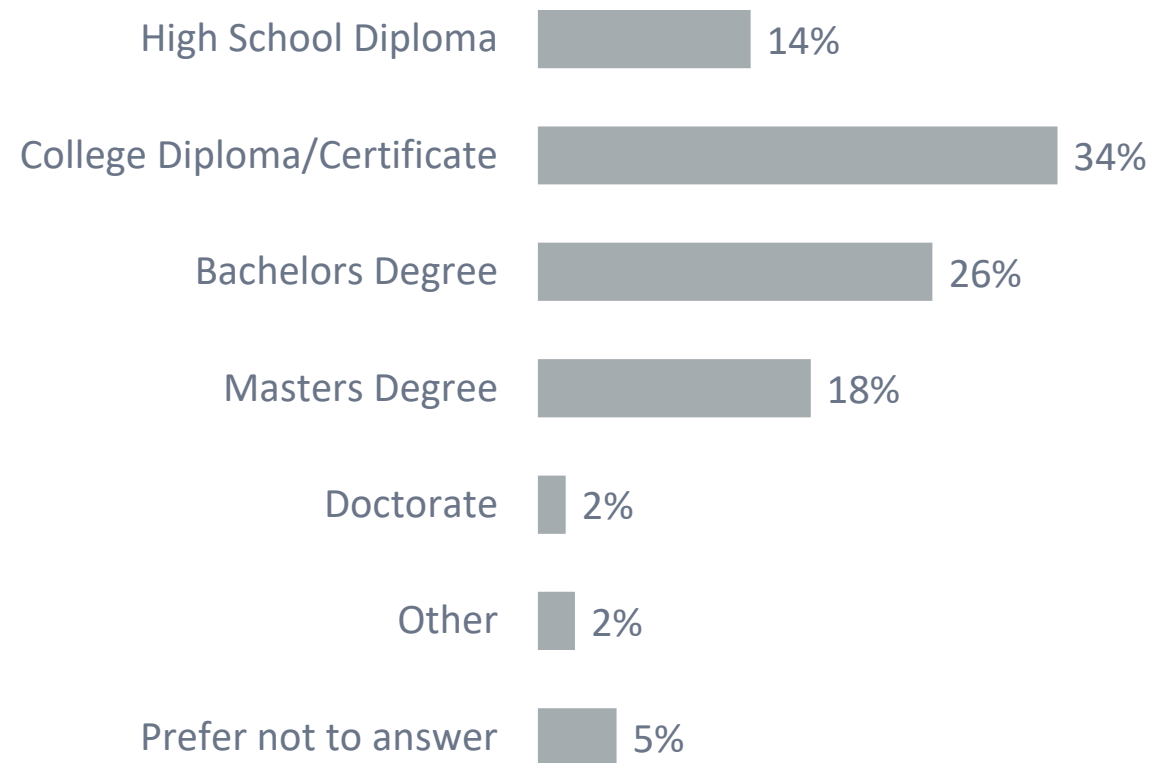


Language Spoken most often at Home

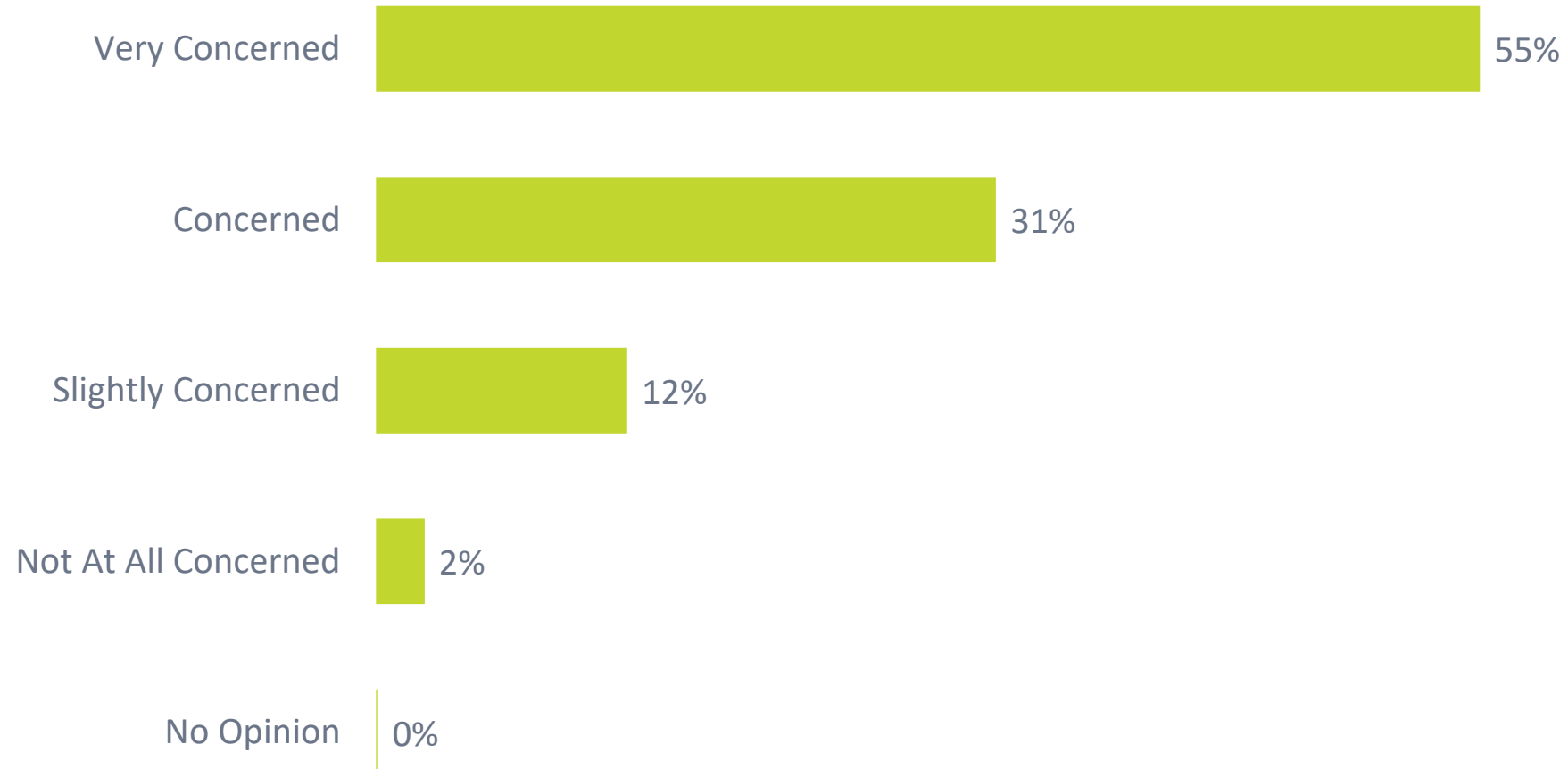


Profile of Survey Participants (#7)

Educational Level



Potential Impacts of Inflation

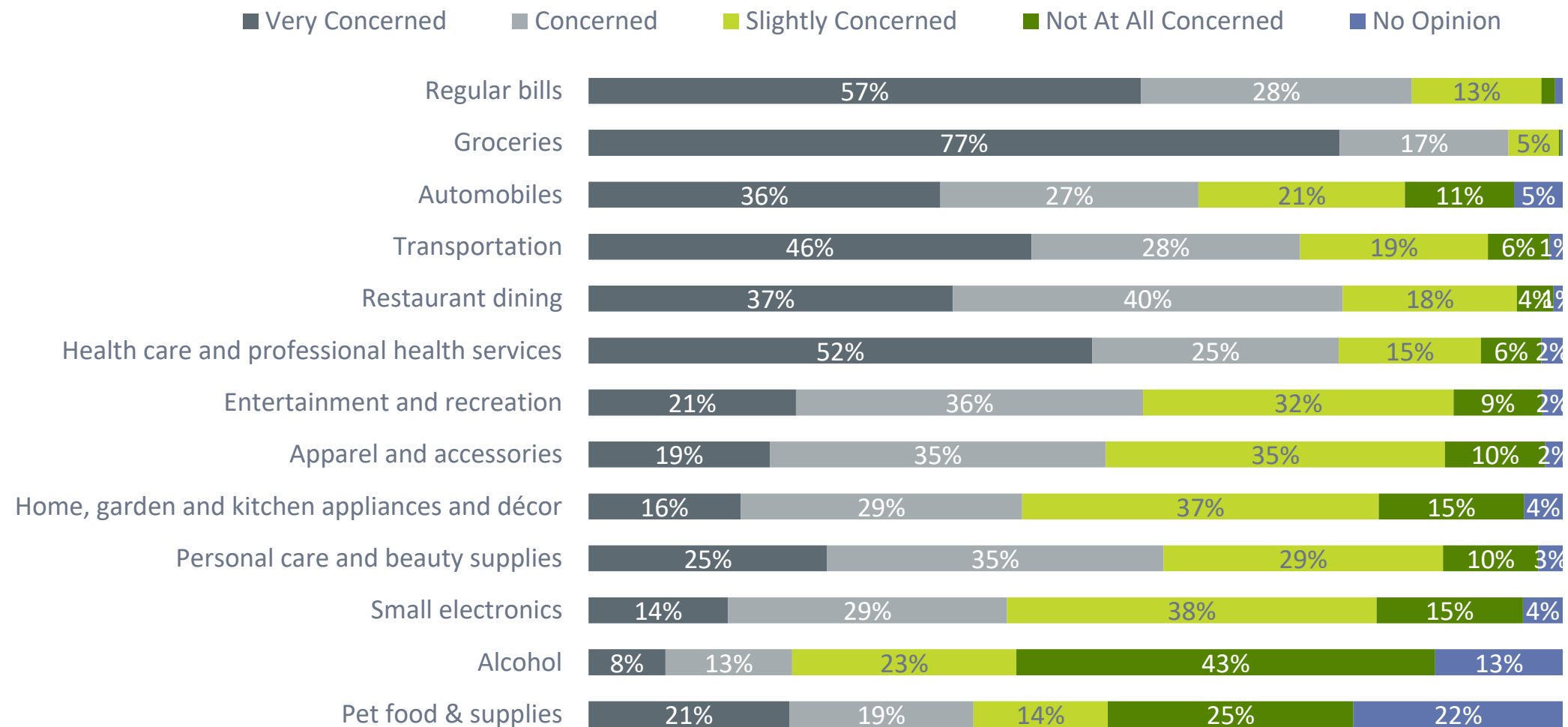


Q: How concerned are you about price increases on products during the next 6 months?

Total participants: 1441

Level of Concern over Price Increases by Retail Sector

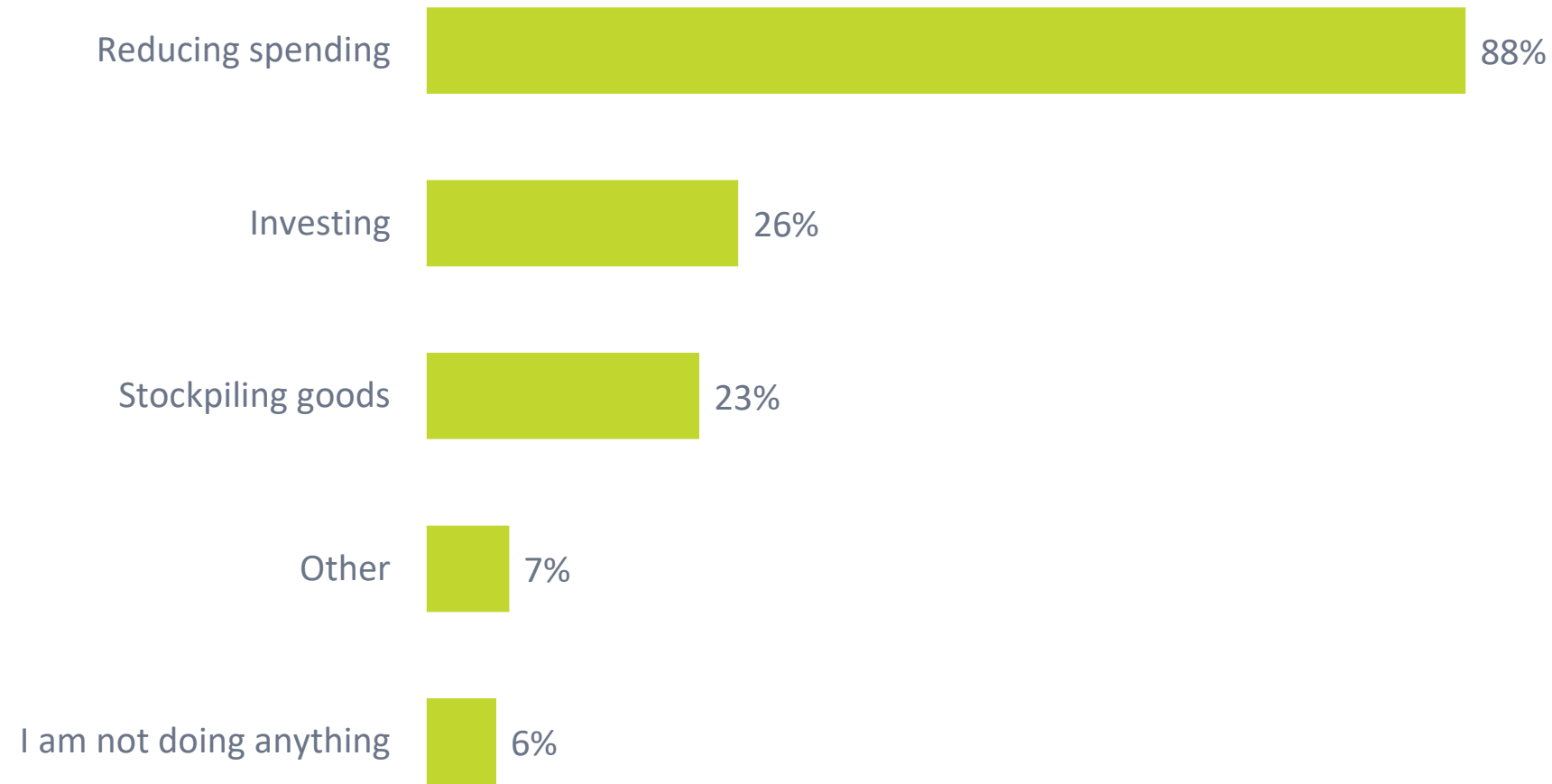
(sorted in order of monthly spend)



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

Total participants: 1411 (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: What actions are you taking to protect yourself against price increases?

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

Total participants: 1411 (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

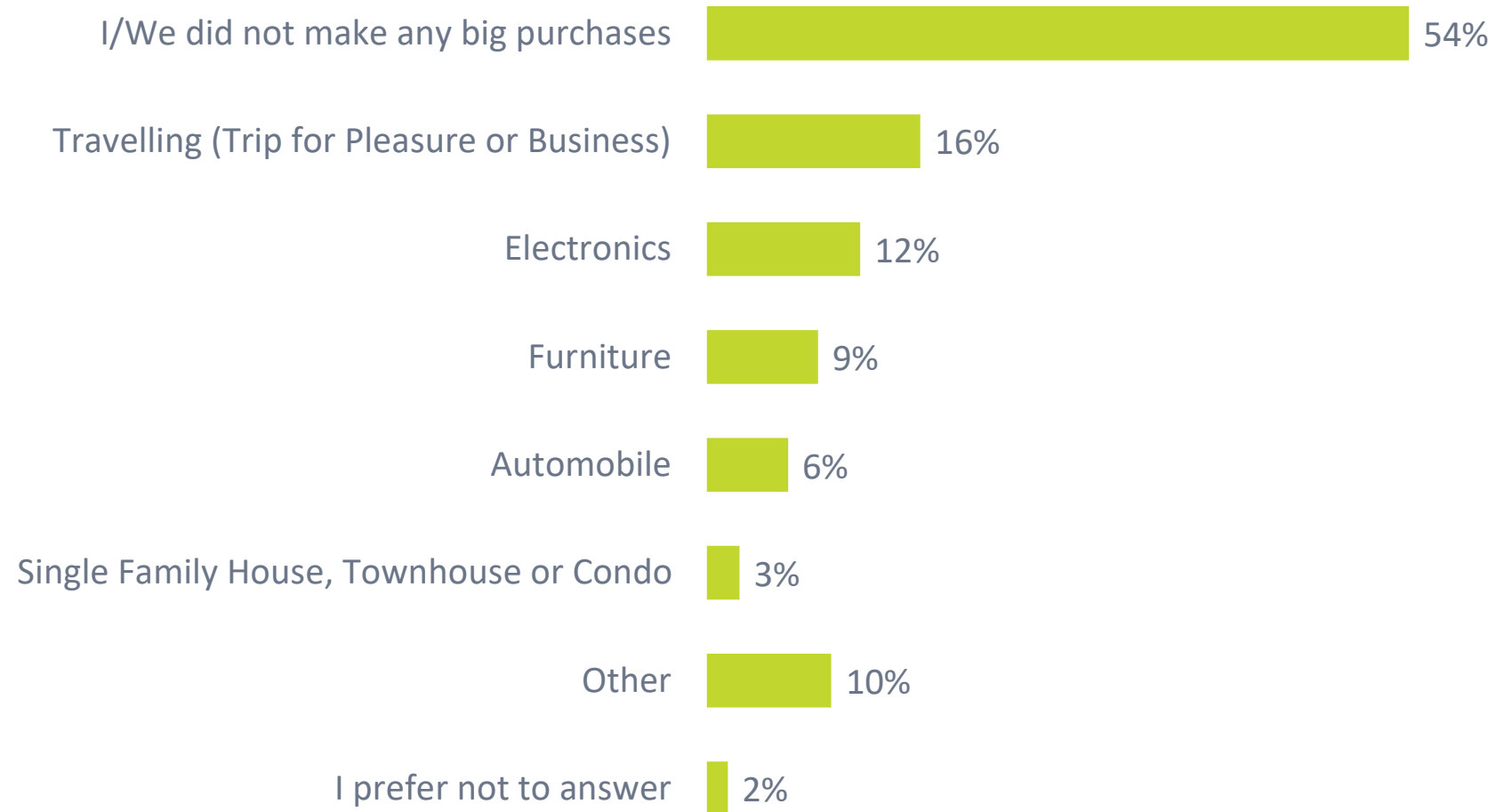


Q: Are you doing any of the following in response to price increases?

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

Total participants: 1411 (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 October 2024, 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.

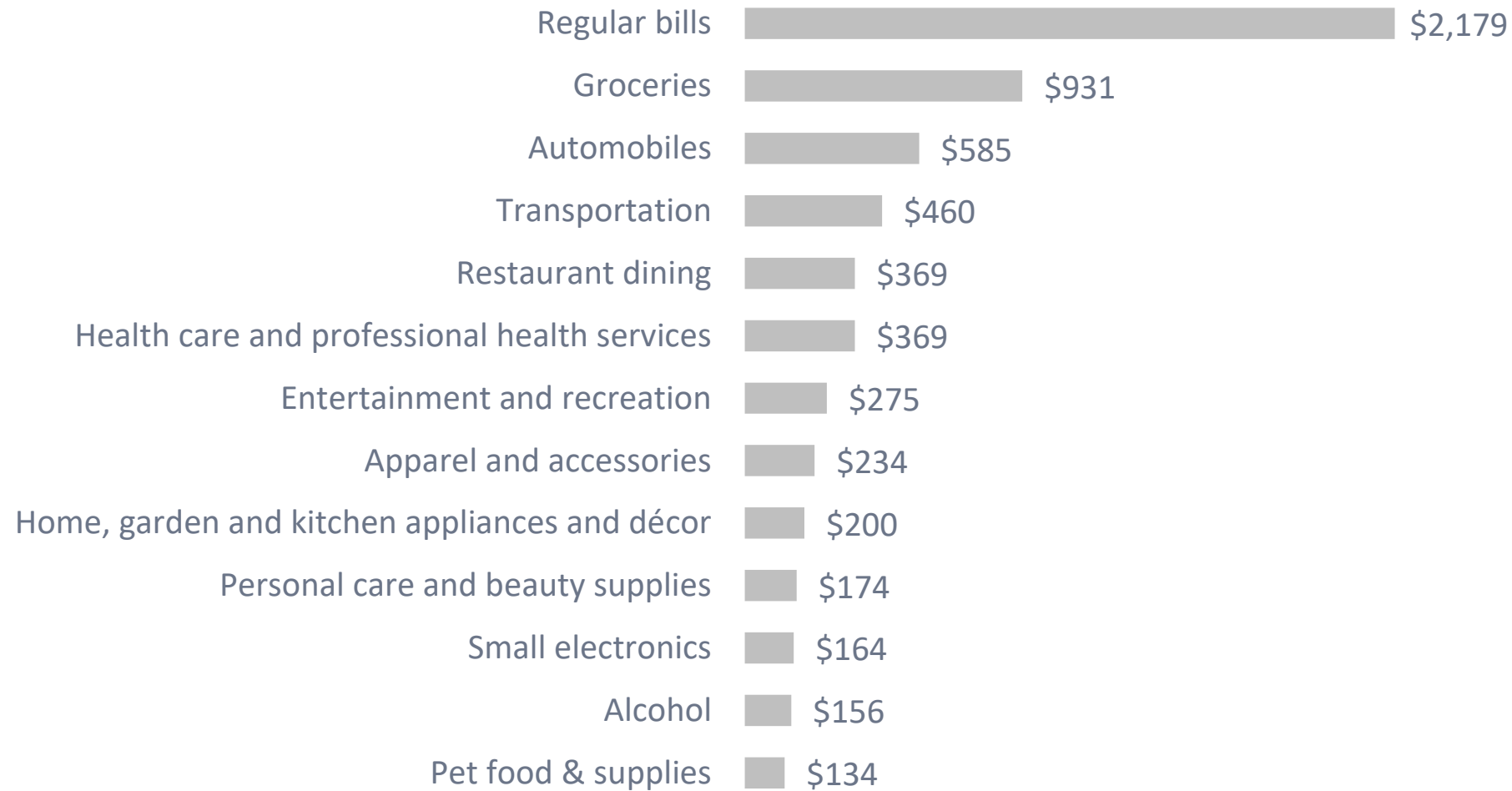
Please refer to the Data file to read all the comments submitted for this question.

Total participants: 1441

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.

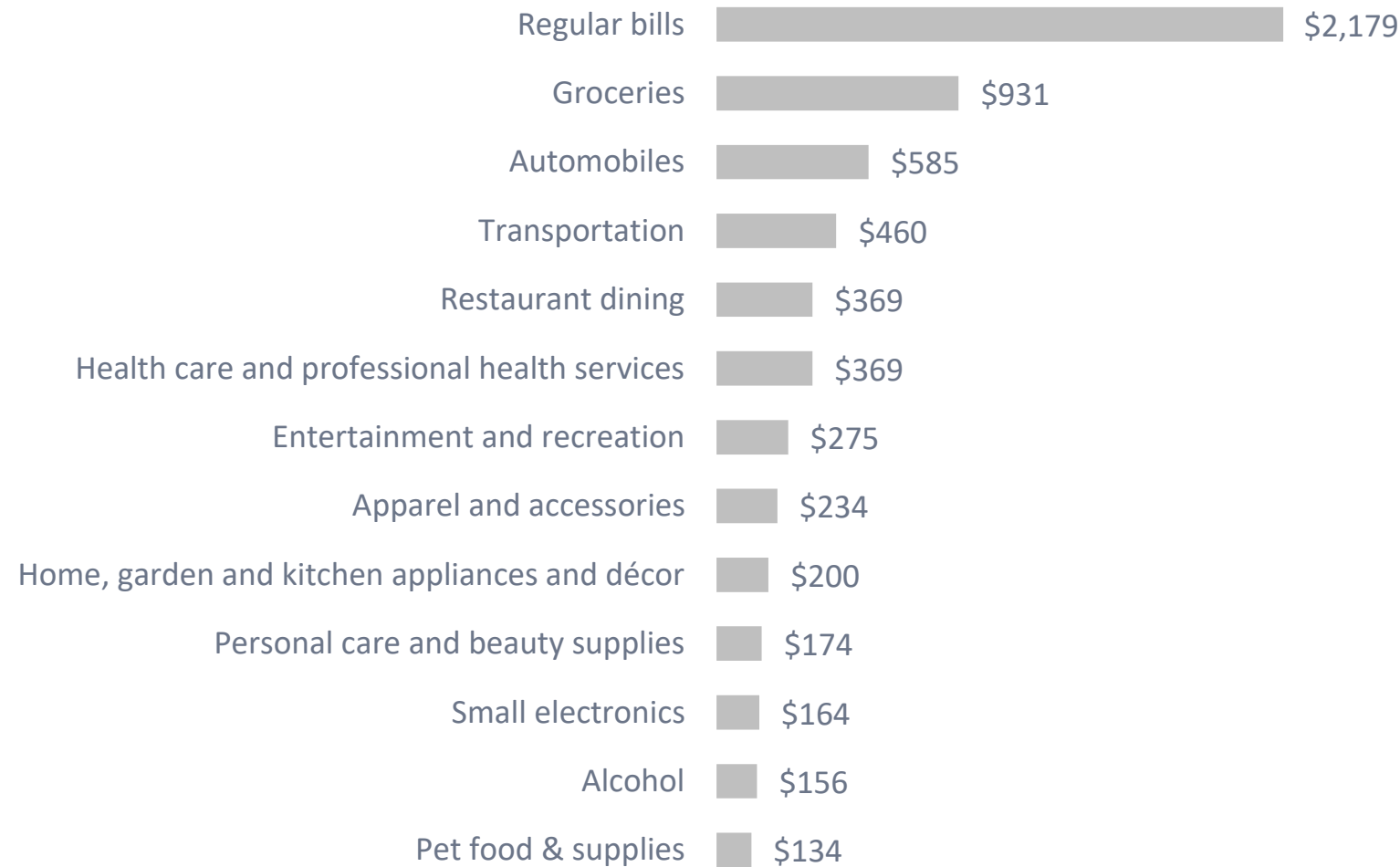
Average Monthly Household Purchases



Q: During the month of October 2024, 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: 1441

Average Monthly Household Purchases



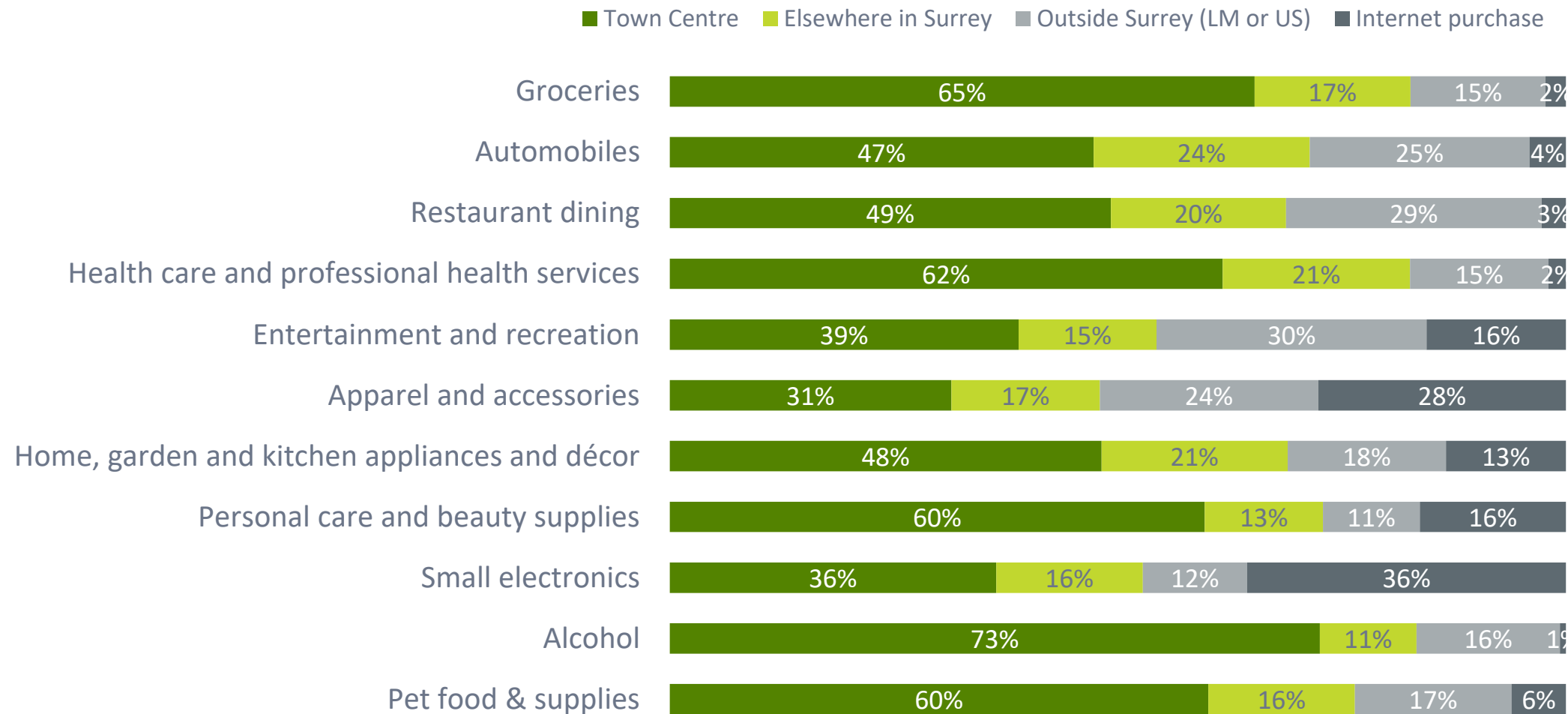
Retail Sectors	BC Median 2021 All Quintiles
Regular bills	n/a
Groceries	\$684
Transportation	\$233
Automobiles	\$261
Restaurant dining	\$256
Health care and professional health services	\$248
Entertainment and recreation	\$398
Home, garden and kitchen appliances and décor	\$328
Apparel and accessories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

Q: During the month of October 2024, 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: 1441

Spending In & Out of Surrey – Distribution of Spending

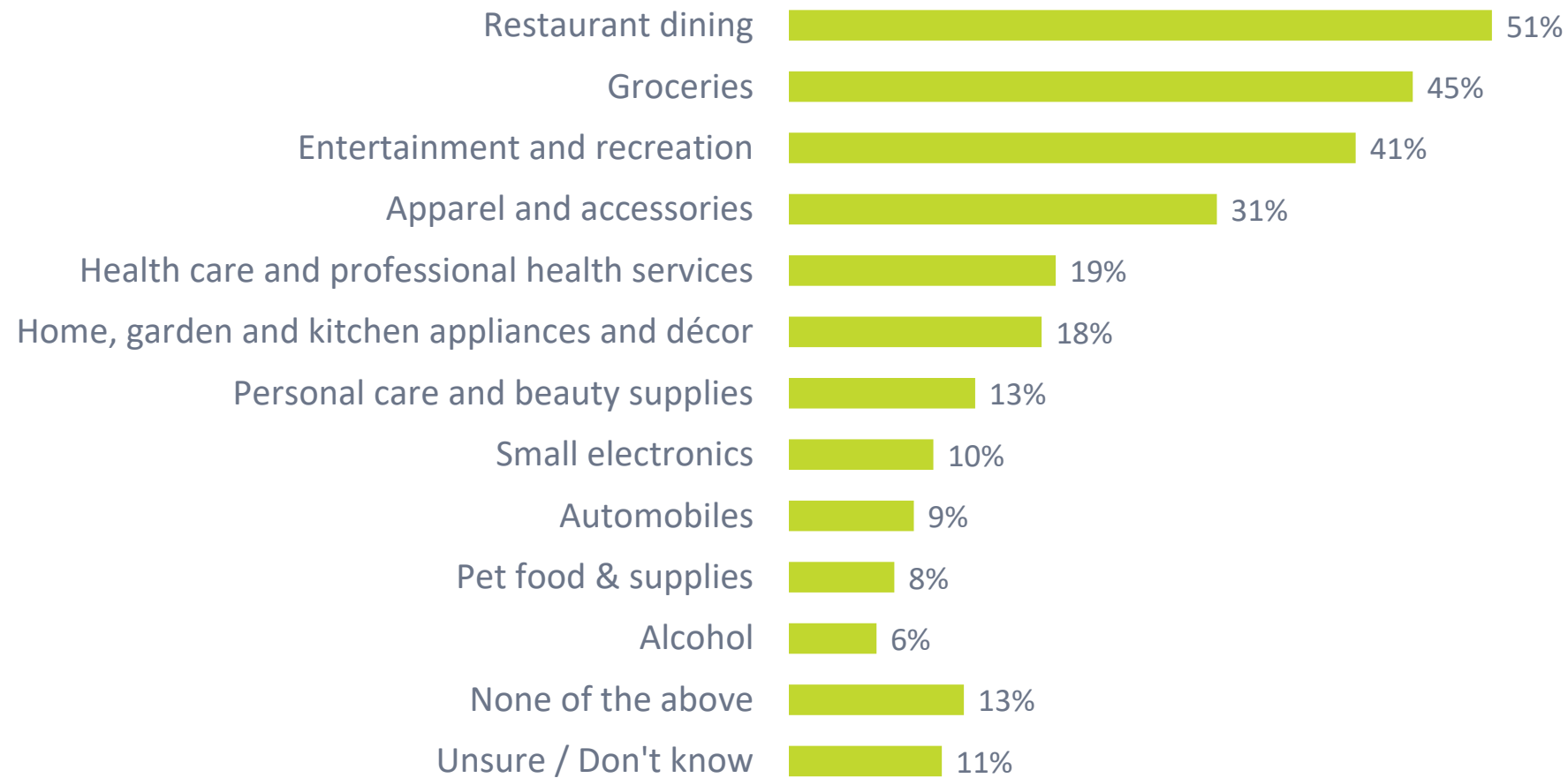
(sorted in order of monthly spend)



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: 371-1394

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

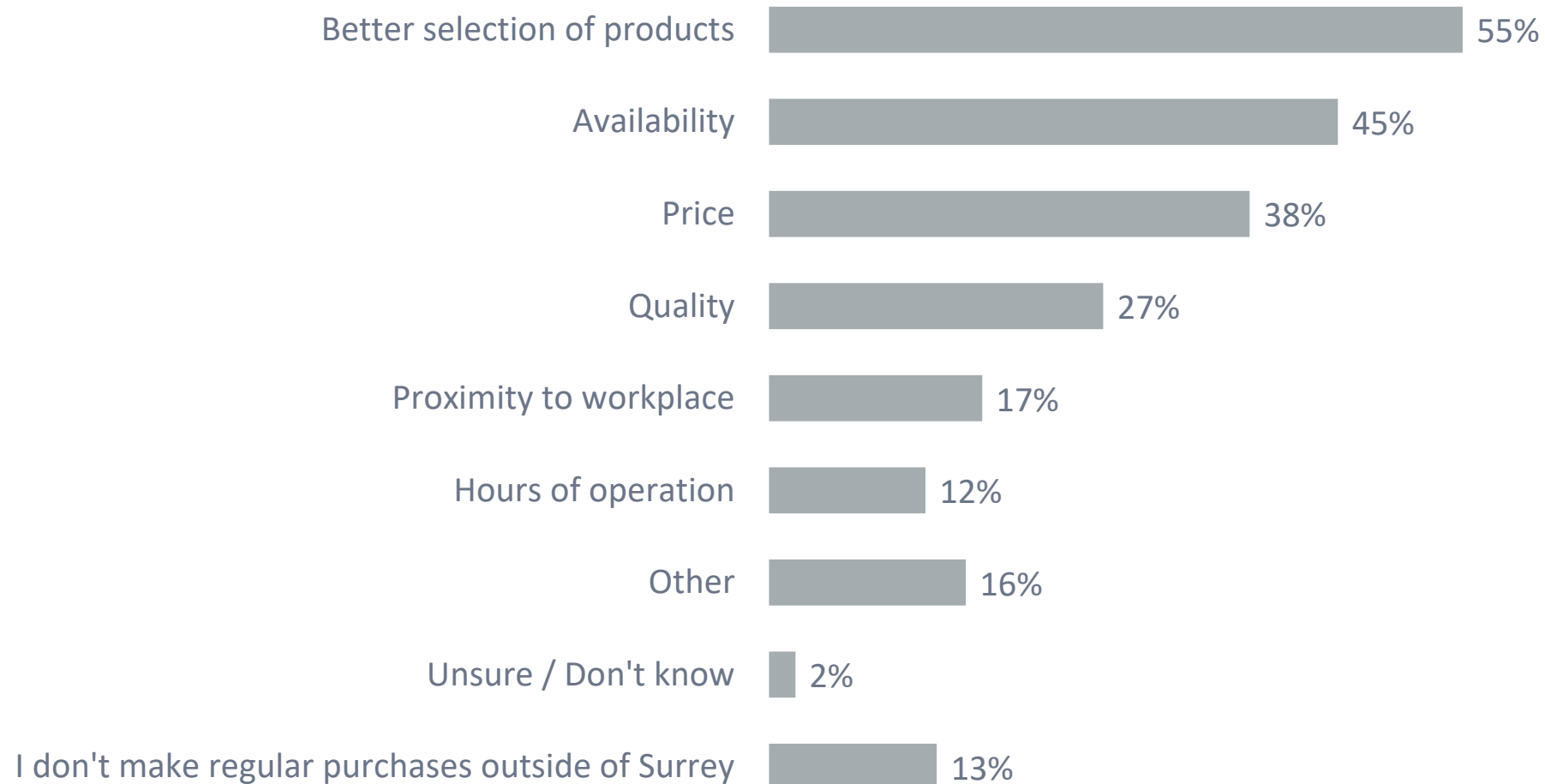


Q: What additional store types or expanded retail offerings would entice you to spend a higher percent in Surrey?

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

Total participants: 1441

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.

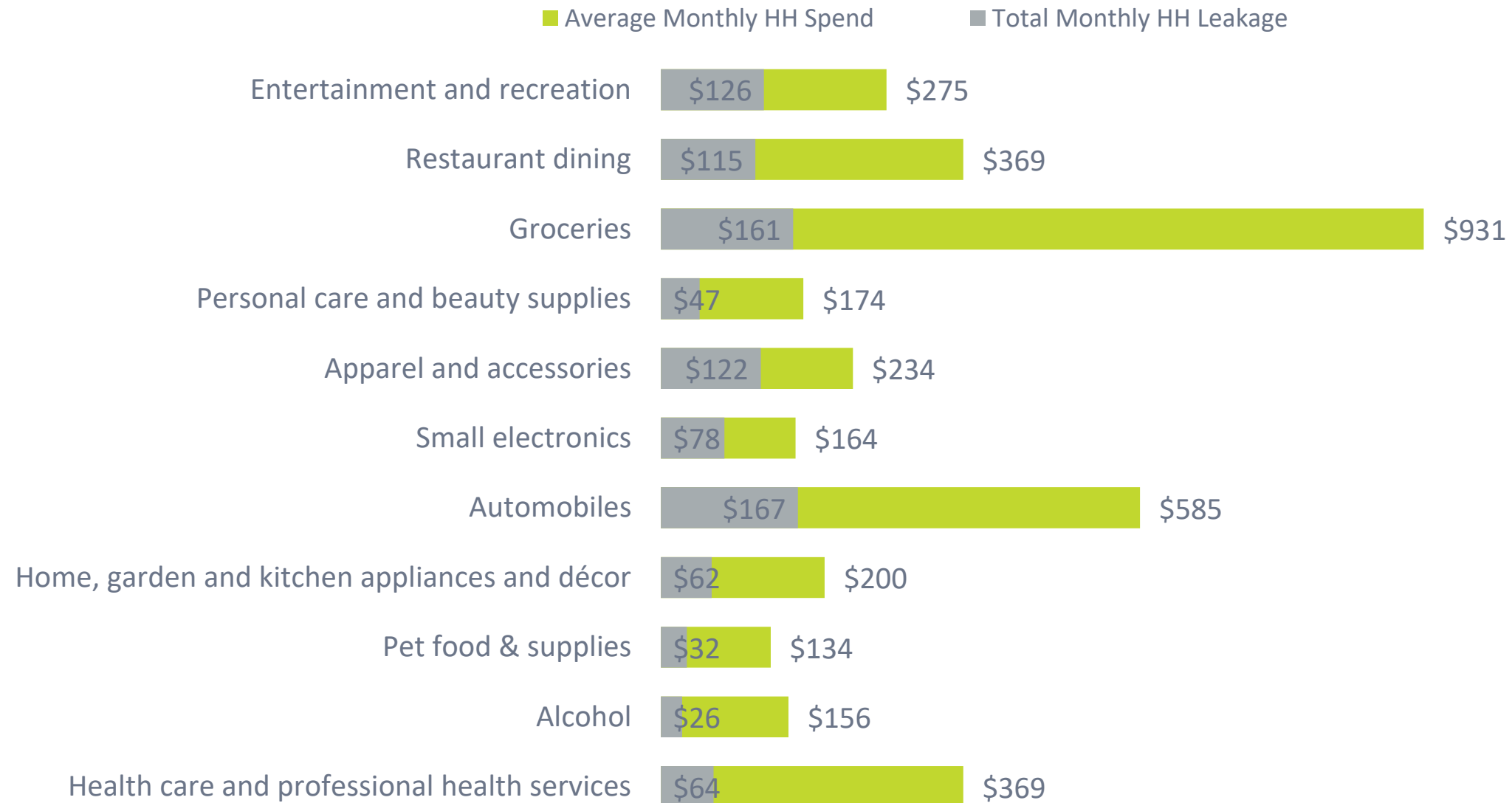
Total participants: 1420

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	\$275	\$83	\$43	\$126	46%
Restaurant dining	\$369	\$105	\$10	\$115	31%
Groceries	\$931	\$140	\$21	\$161	17%
Personal care and beauty supplies	\$174	\$19	\$28	\$47	27%
Apparel and accessories	\$234	\$57	\$65	\$122	52%
Small electronics	\$164	\$19	\$58	\$78	47%
Automobiles	\$585	\$143	\$24	\$167	29%
Home, garden and kitchen appliances and décor	\$200	\$35	\$27	\$62	31%
Pet food & supplies	\$134	\$23	\$8	\$32	24%
Alcohol	\$156	\$25	\$1	\$26	17%
Health care and professional health services	\$369	\$57	\$7	\$64	17%

Leakage Model (Average Household Spending)

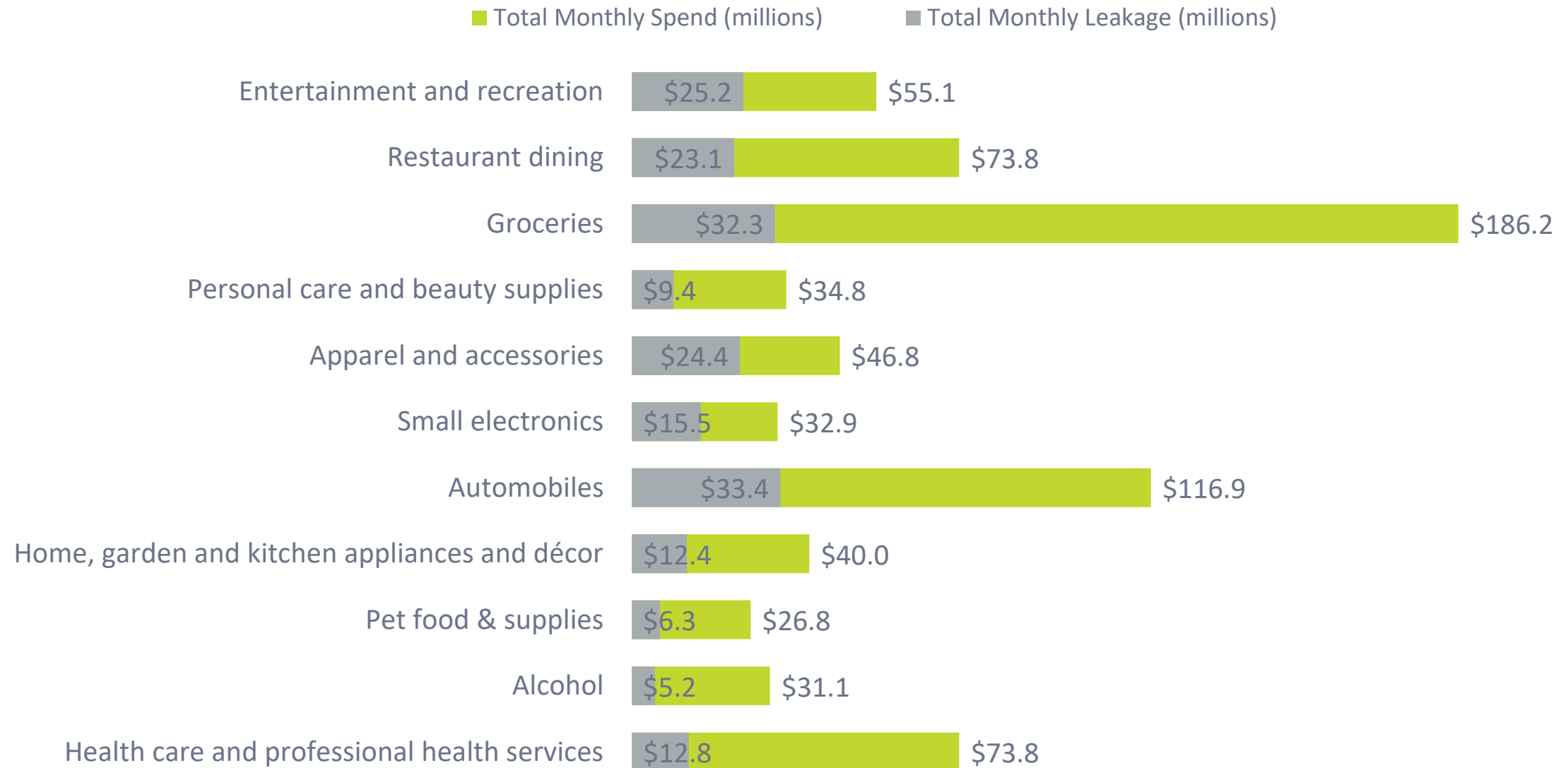


Leakage Model (Overall Surrey Spending)

Sector	Total Monthly Spend	Monthly Leakage - Outside Surrey	Monthly Leakage - Online	Total Monthly Leakage
Entertainment and recreation	\$55,060,000	\$16,589,578	\$8,561,830	\$25,151,408
Restaurant dining	\$73,760,000	\$21,043,728	\$2,006,272	\$23,050,000
Groceries	\$186,160,000	\$28,035,696	\$4,244,448	\$32,280,144
Personal care and beauty supplies	\$34,780,000	\$3,756,240	\$5,676,096	\$9,432,336
Apparel and accessories	\$46,840,000	\$11,414,908	\$12,946,576	\$24,361,484
Small electronics	\$32,860,000	\$3,824,904	\$11,691,588	\$15,516,492
Automobiles	\$116,920,000	\$28,657,092	\$4,782,028	\$33,439,120
Home, garden and kitchen appliances and décor	\$39,960,000	\$7,060,932	\$5,350,644	\$12,411,576
Pet food & supplies	\$26,780,000	\$4,683,822	\$1,625,546	\$6,309,368
Alcohol	\$31,140,000	\$4,982,400	\$208,638	\$5,191,038
Health care and professional health services	\$73,760,000	\$11,403,296	\$1,438,320	\$12,841,616

Note: Based on estimated 200,000 Surrey households

Leakage Model (Overall Surrey Spending)

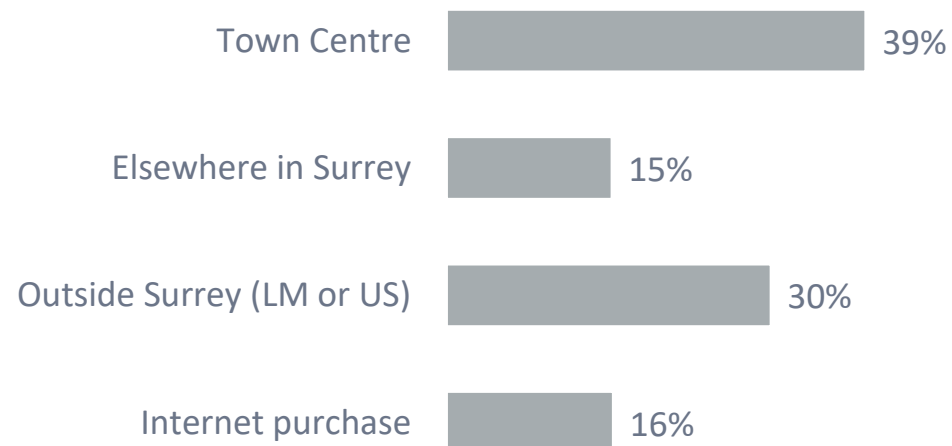


Leakage Model – Entertainment and recreation

Average Monthly HH Spend

\$275

Monthly HH Spend Distribution



HH Leakage

46%

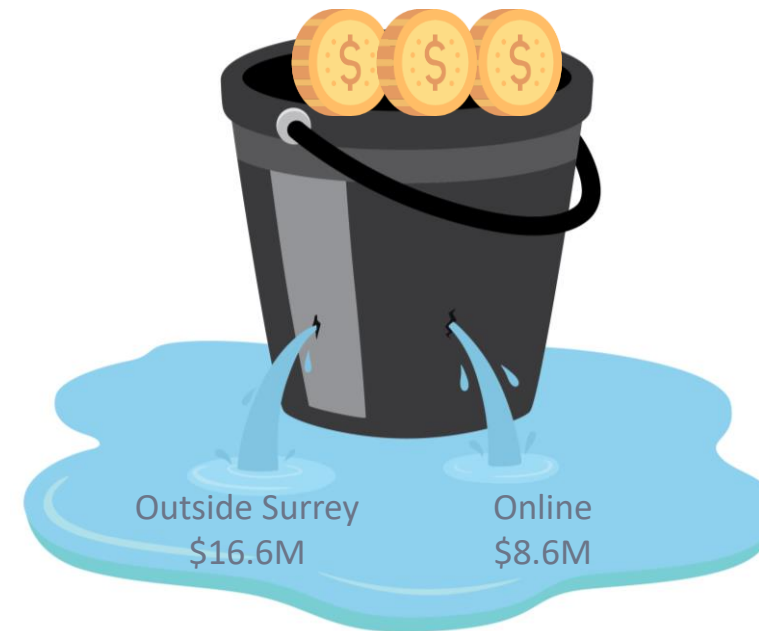
Total Monthly Leakage

Outside Surrey

Spending outside Surrey (Lower Mainland or US)

Online

Spending on internet purchases

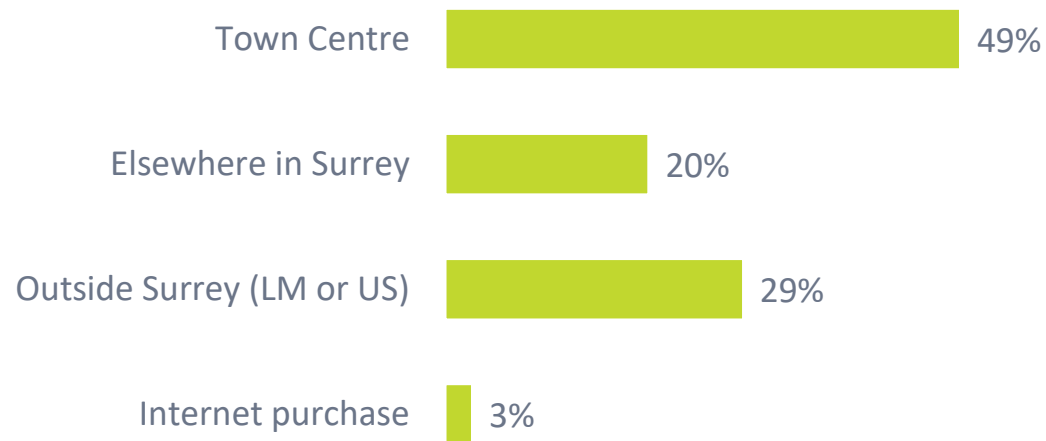


Leakage Model – Restaurant dining

Average Monthly HH Spend

\$369

Monthly HH Spend Distribution



HH Leakage

31%

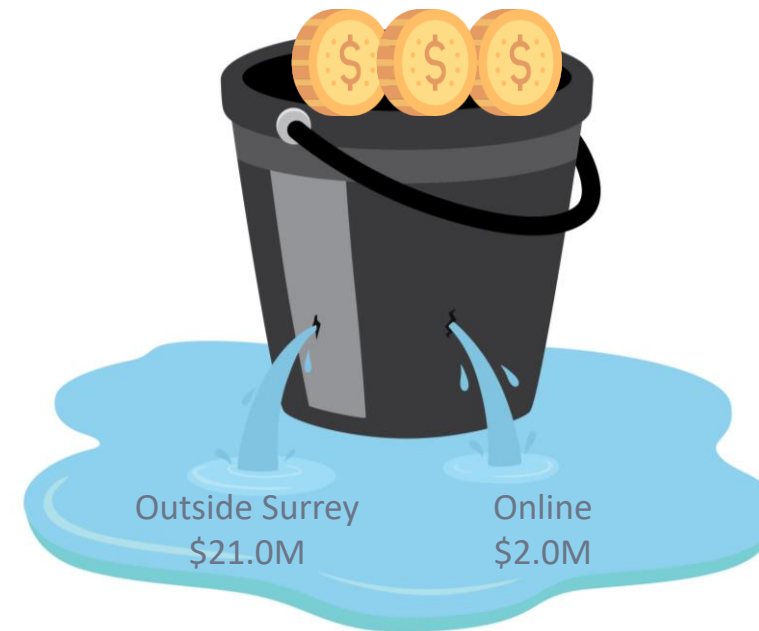
Total Monthly Leakage

Outside Surrey

Spending outside Surrey (Lower Mainland or US)

Online

Spending on internet purchases

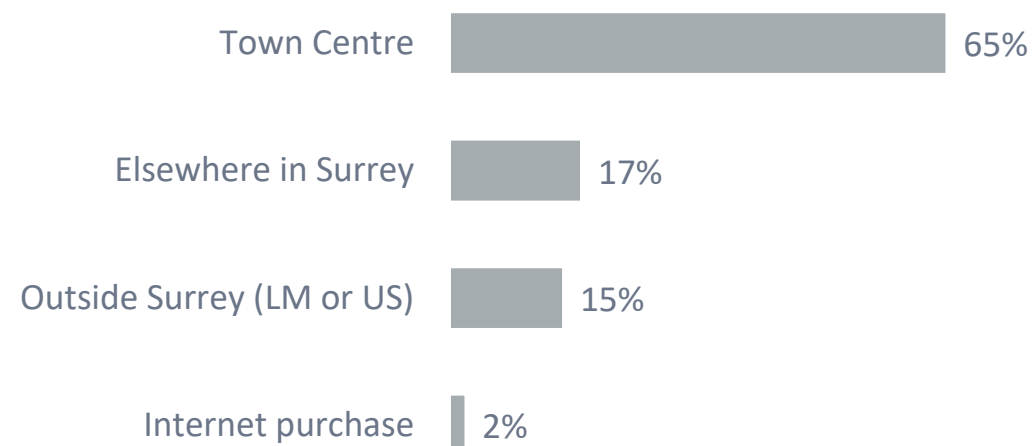


Leakage Model – Groceries

Average Monthly HH Spend

\$931

Monthly HH Spend Distribution



HH Leakage

17%

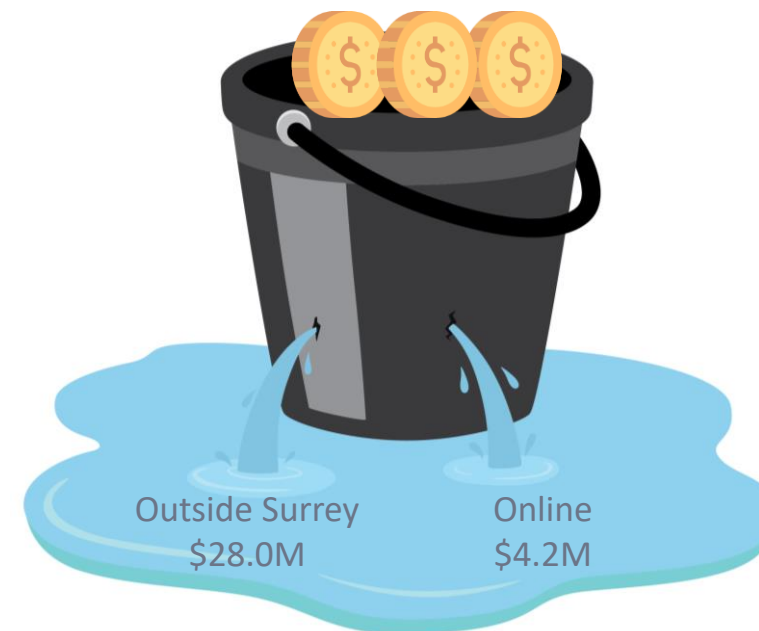
Total Monthly Leakage

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

\$174

Total Monthly Leakage

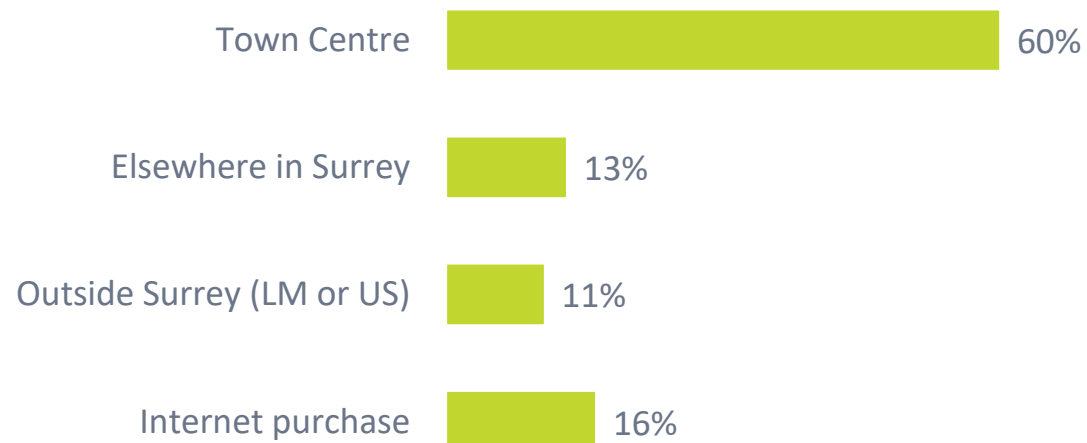
Outside Surrey

Spending outside Surrey (Lower Mainland or US)

Online

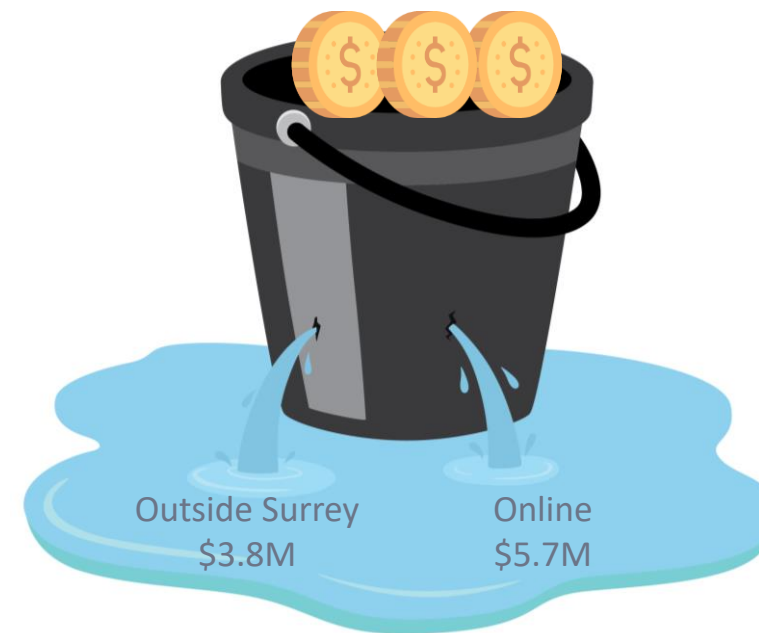
Spending on internet purchases

Monthly HH Spend Distribution



HH Leakage

27%

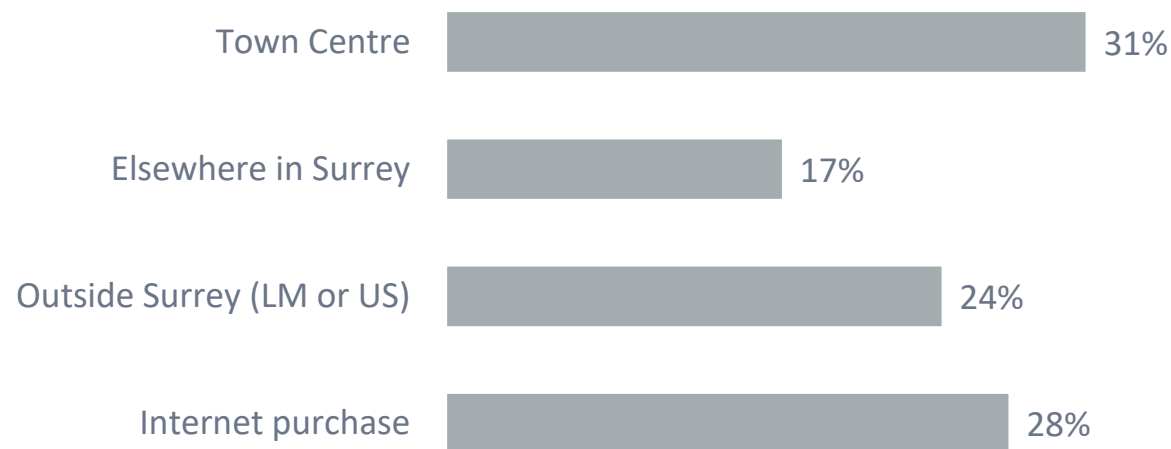


Leakage Model – Apparel and accessories

Average Monthly HH Spend

\$234

Monthly HH Spend Distribution



HH Leakage

52%

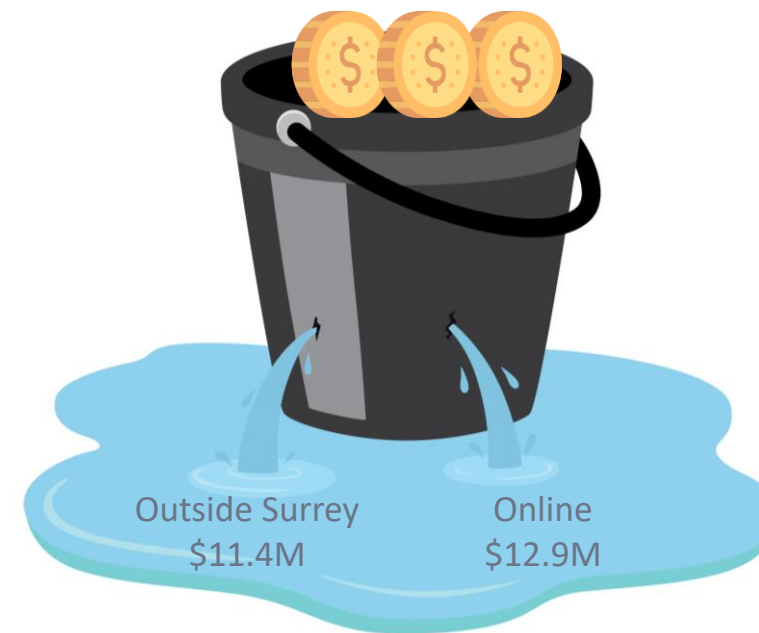
Total Monthly Leakage

Outside Surrey

Spending outside Surrey (Lower Mainland or US)

Online

Spending on internet purchases

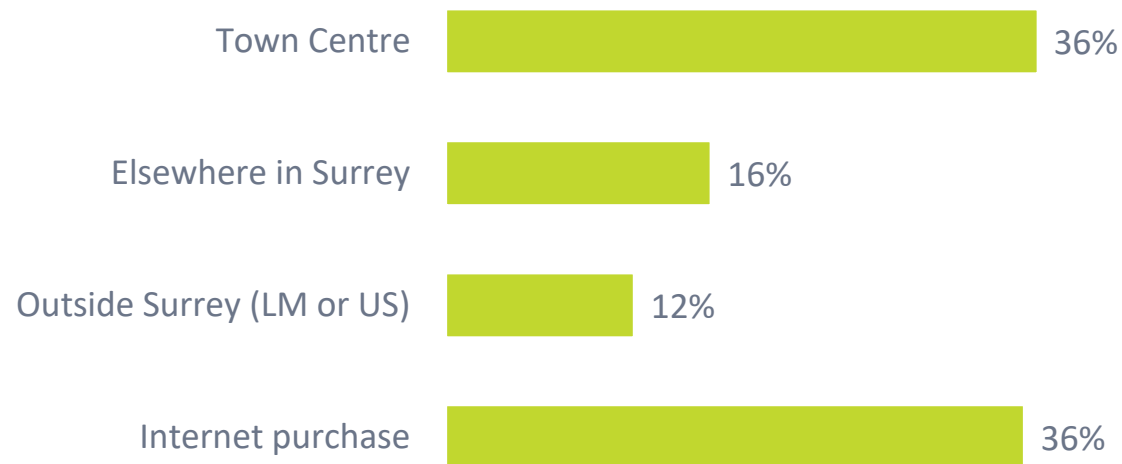


Leakage Model – Small electronics

Average Monthly HH Spend

\$164

Monthly HH Spend Distribution



HH Leakage

47%

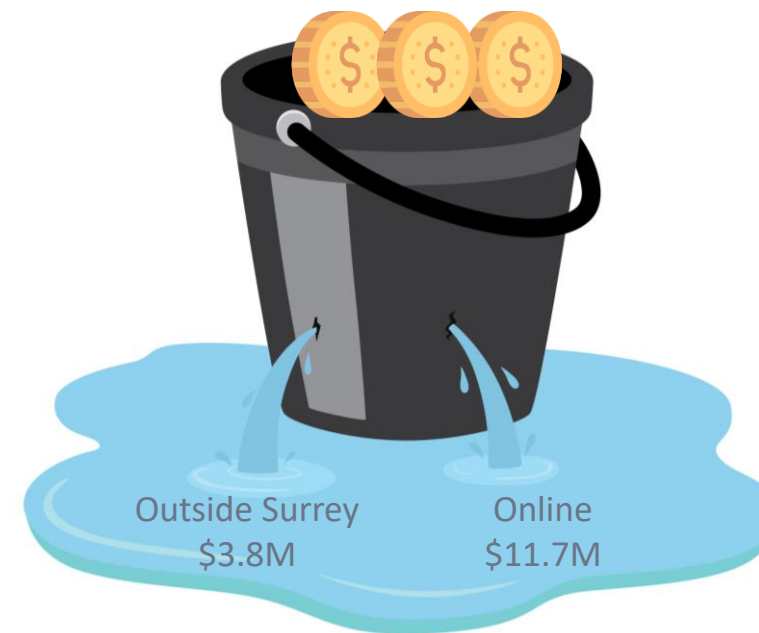
Total Monthly Leakage

Outside Surrey

Spending outside Surrey (Lower Mainland or US)

Online

Spending on internet purchases

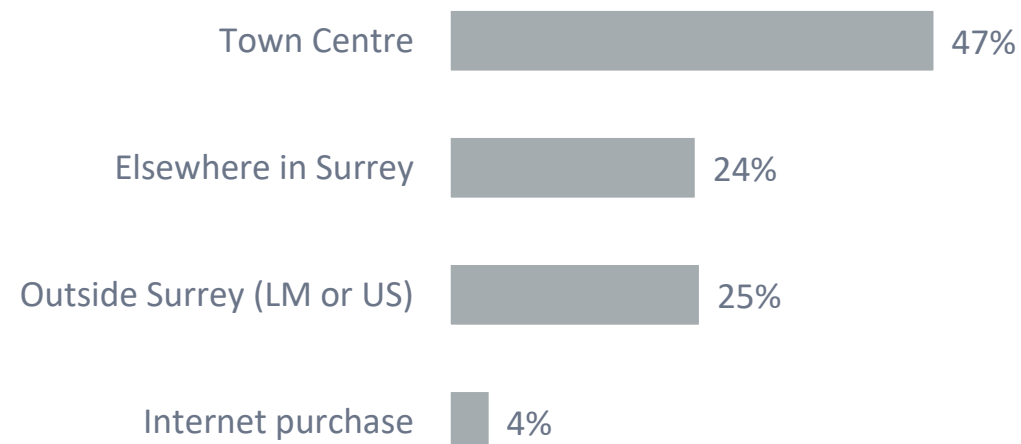


Leakage Model – Automobiles

Average Monthly HH Spend

\$585

Monthly HH Spend Distribution



HH Leakage

29%

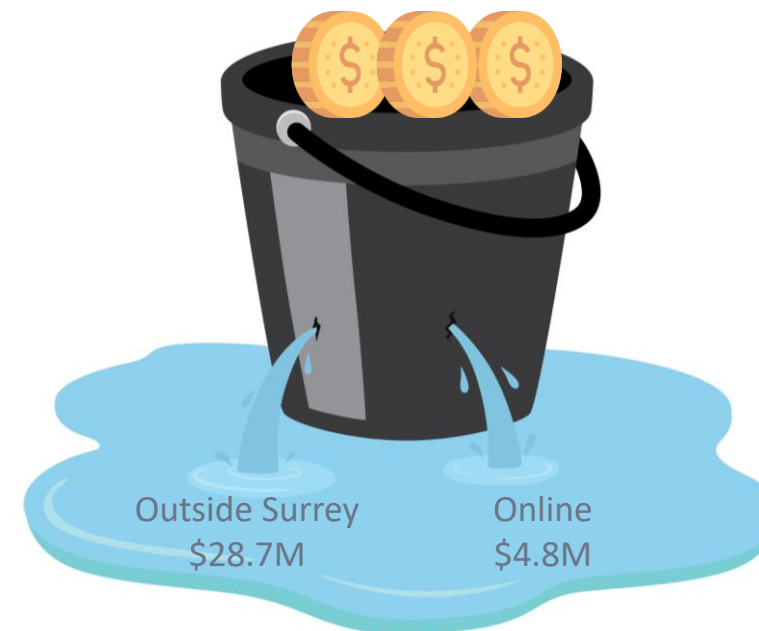
Total Monthly Leakage

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

\$200

Total Monthly Leakage

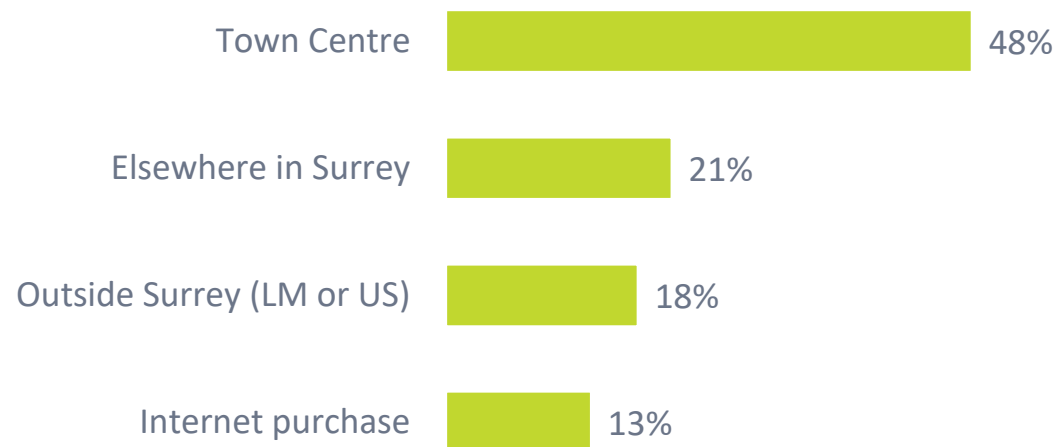
Outside Surrey

Spending outside Surrey (Lower Mainland or US)

Online

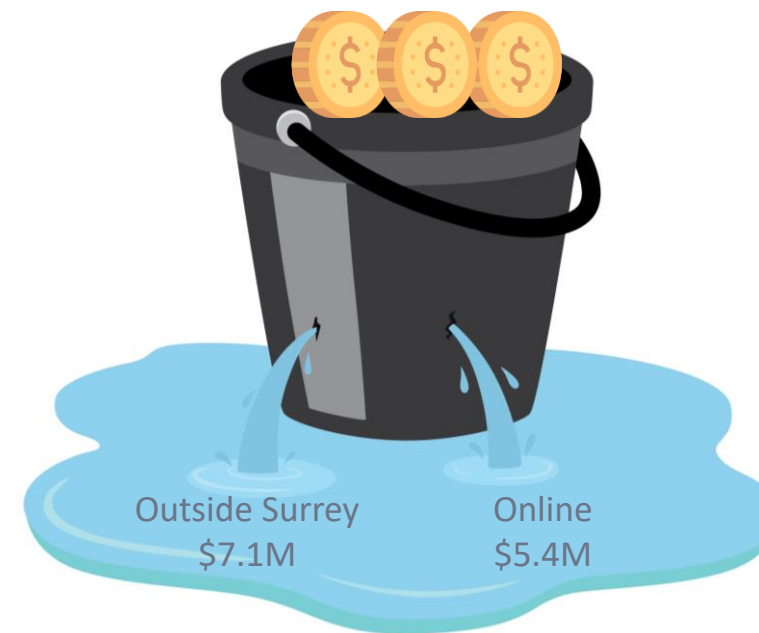
Spending on internet purchases

Monthly HH Spend Distribution



HH Leakage

31%

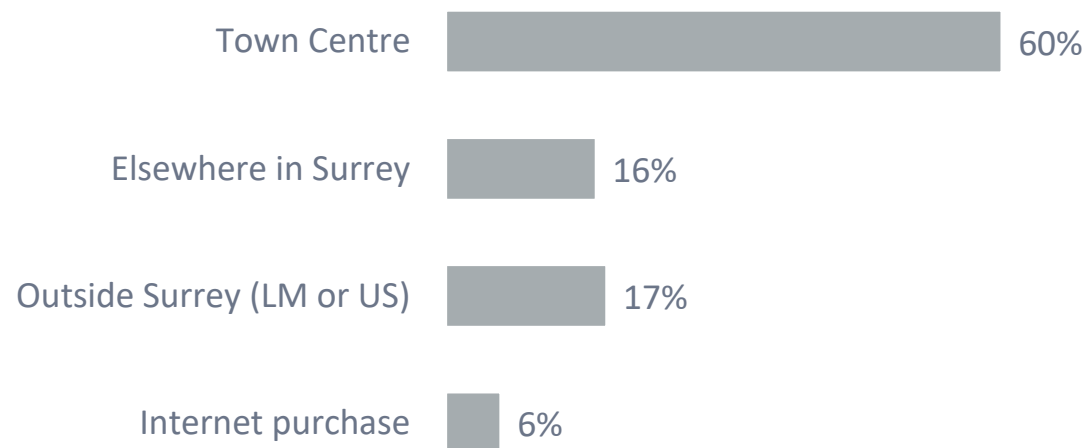


Leakage Model – Pet food & supplies

Average Monthly HH Spend

\$134

Monthly HH Spend Distribution



HH Leakage

24%

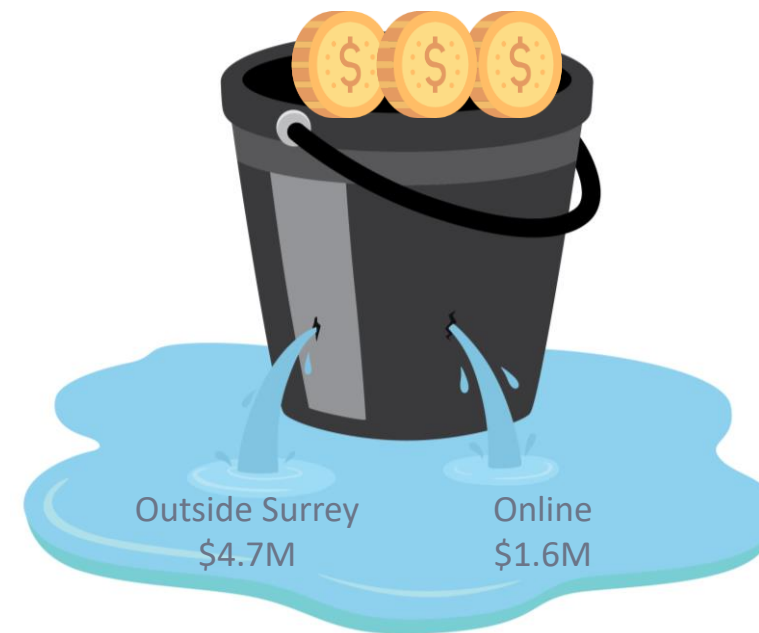
Total Monthly Leakage

Outside Surrey

Spending outside Surrey (Lower Mainland or US)

Online

Spending on internet purchases

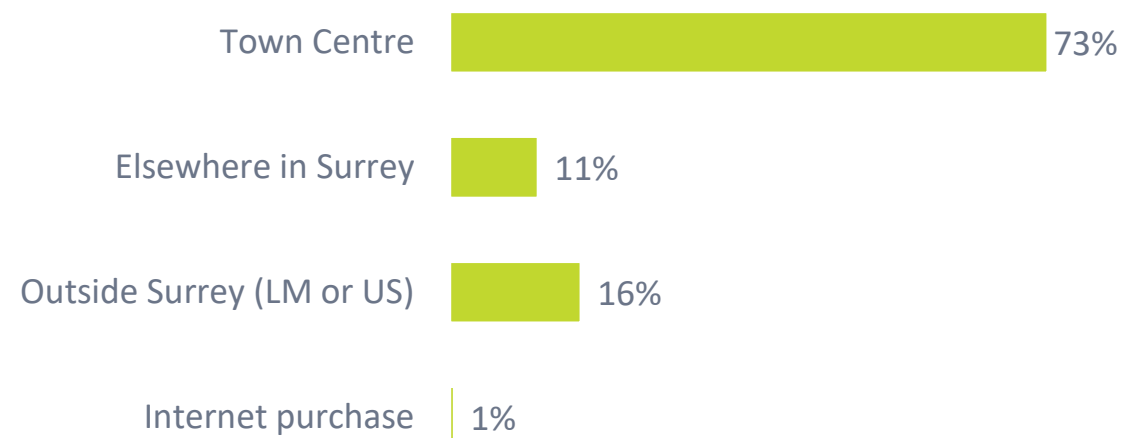


Leakage Model – Alcohol

Average Monthly HH Spend

\$156

Monthly HH Spend Distribution



HH Leakage

17%

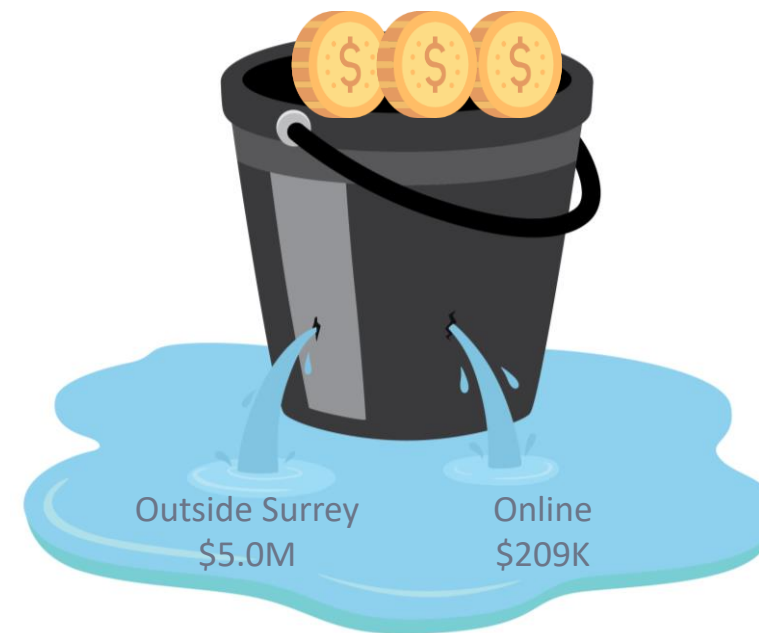
Total Monthly Leakage

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

\$369

Total Monthly Leakage

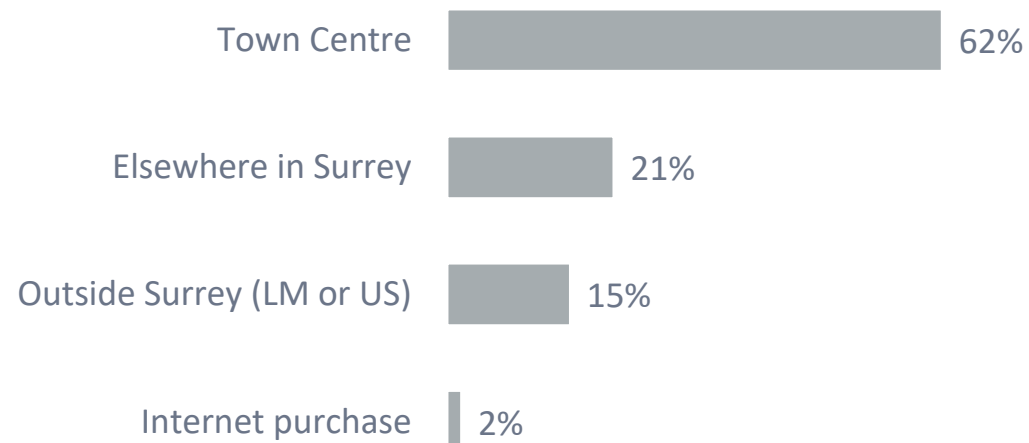
Outside Surrey

Spending outside Surrey (Lower Mainland or US)

Online

Spending on internet purchases

Monthly HH Spend Distribution



HH Leakage

17%

