

April 2025

Surrey Consumer Insights Report

 **Shop
CANADIAN**

Look for these symbols throughout the store to make it easier to shop Canadian:

 **Product of
CANADA**
At least 98% of the total direct costs of producing or manufacturing the good have been incurred in Canada.

 **Made in
CANADA**
At least 51% of the total direct costs of producing or manufacturing the good have been incurred in Canada.

 **Invest
Surrey**

 **CITY OF
SURREY**

Background

Through this survey, the City of Surrey Economic Development Division hopes to better understand the spending habits, shopping preferences and concerns regarding recent tariffs, 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 **April 2025**.

These results are based on 1,367 completed responses received from two online surveys:

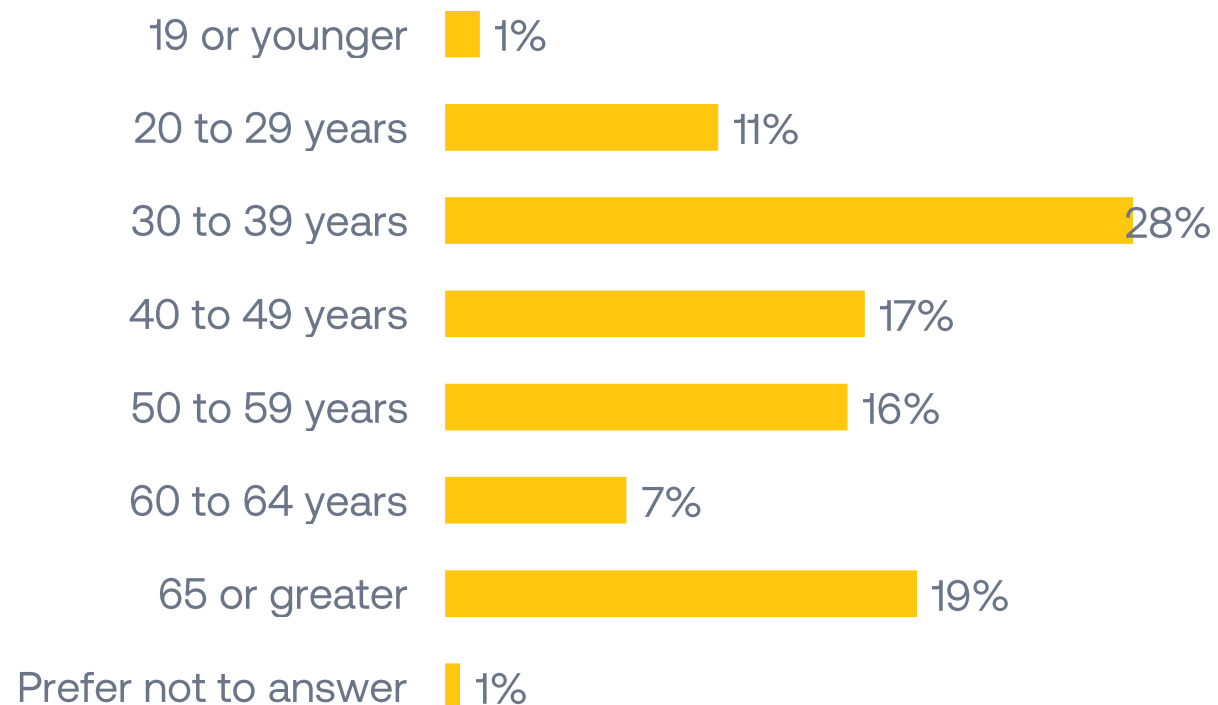
CitySpeaks Panel Survey: 1,195 completed submissions from May 1 to June 1, 2025

Open Community Survey (e.g., eNews, panel referrals): 172 completed submissions from May 1 to June 1, 2025.

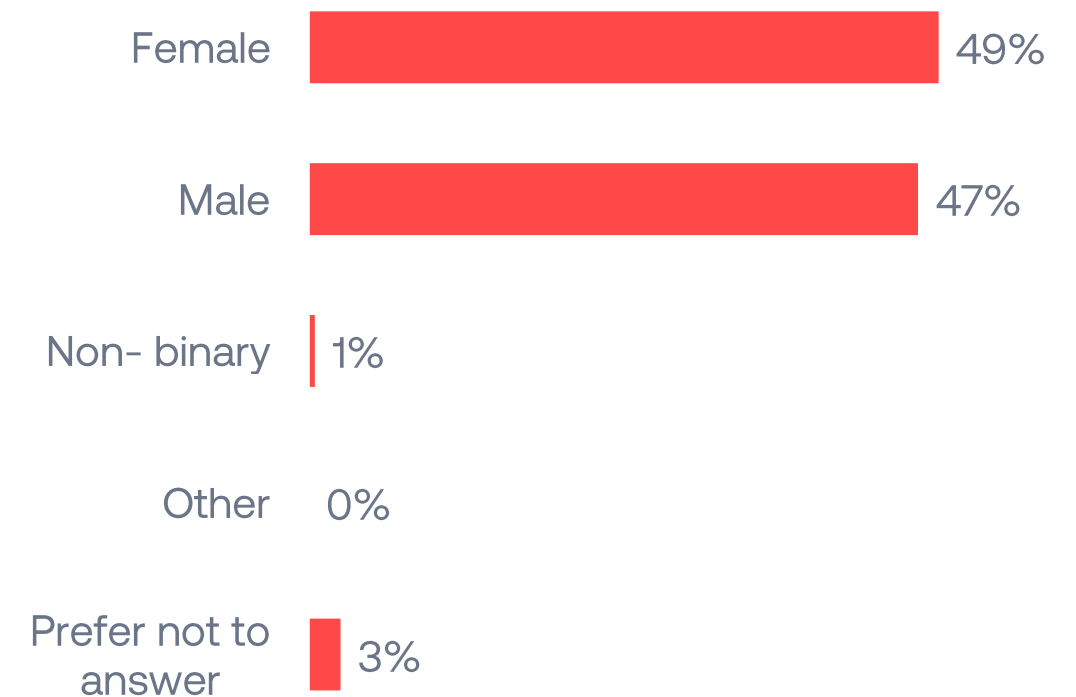
The results are weighted to the City of Surrey's population based on age and gender. With a probability sample of 1,367 residents of Surrey, we could expect a margin of error for this survey of +/- 2.7%, 19 times out of 20.

Profile of Survey Participants (#1)

Age Range



Gender



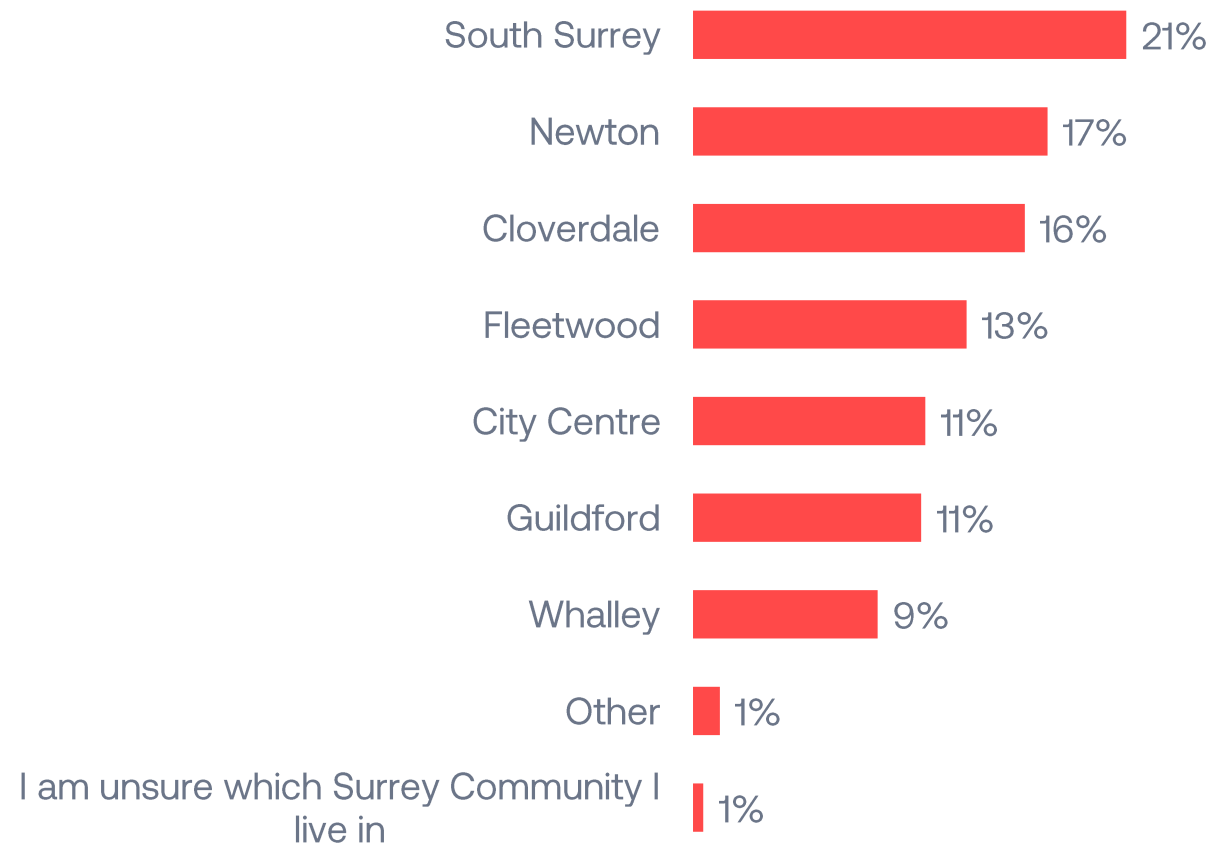
DEMOGRAPHICS

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

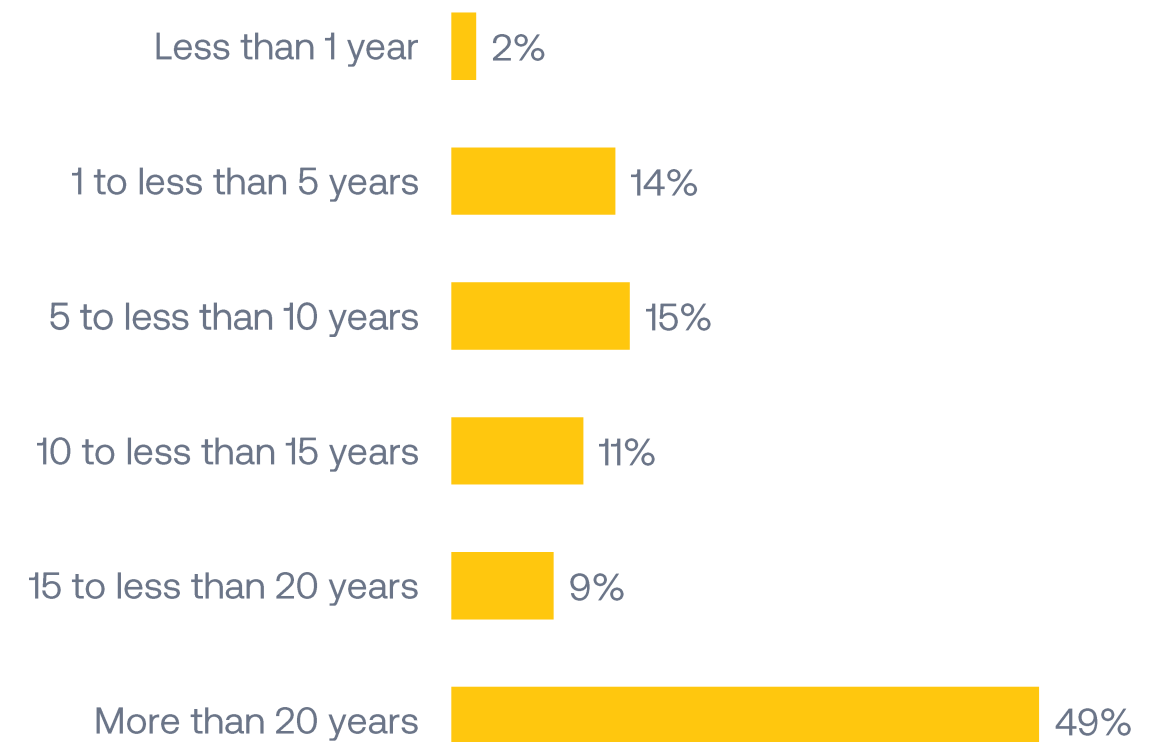
Please note these results are weighted to the City of Surrey's population based on age and gender.

Profile of Survey Participants (#2)

Surrey Community

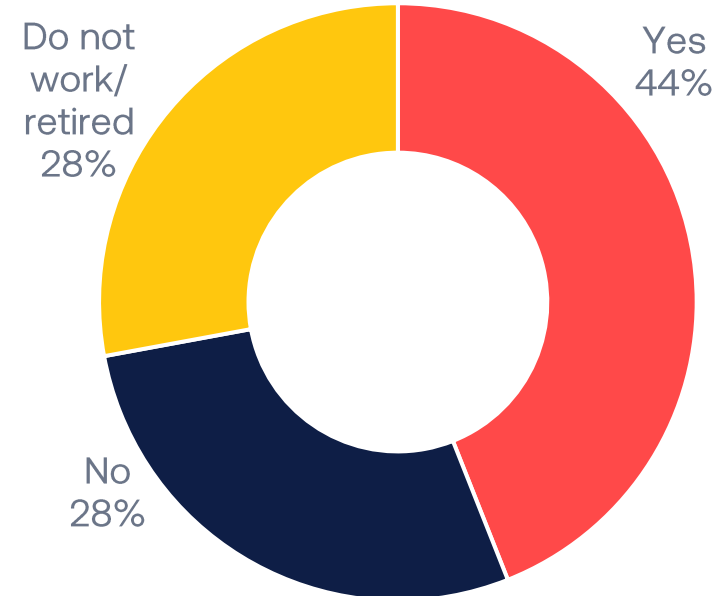


Years Living in Surrey

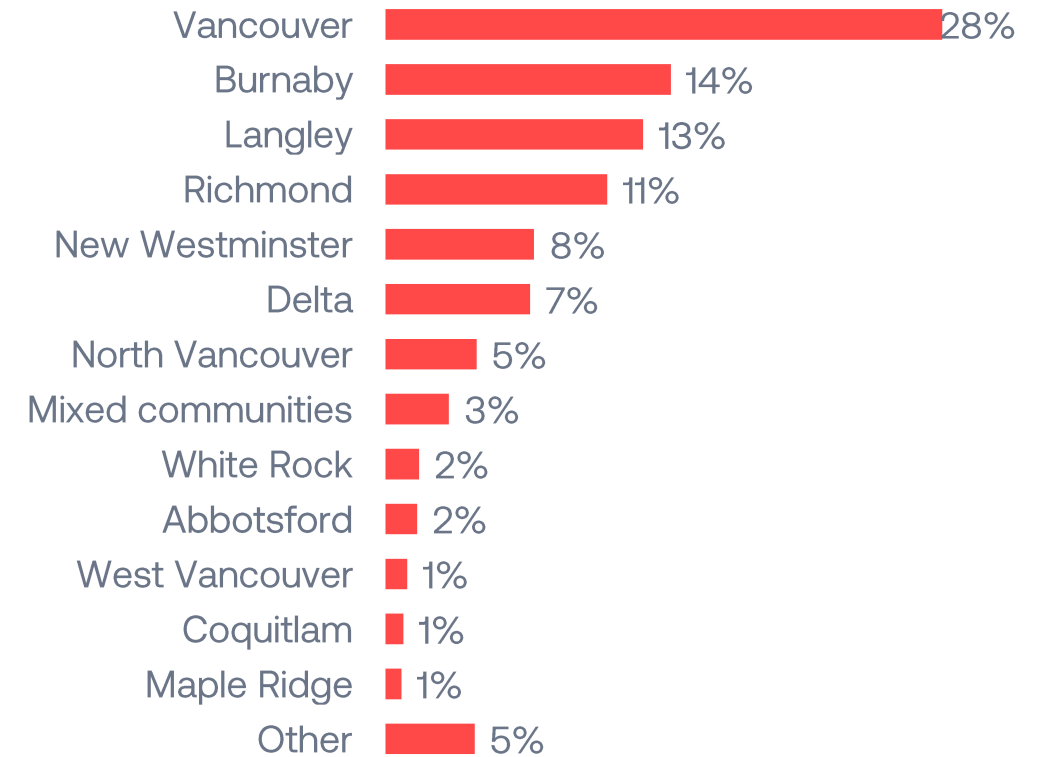


Profile of Survey Participants (#3)

Work in Surrey

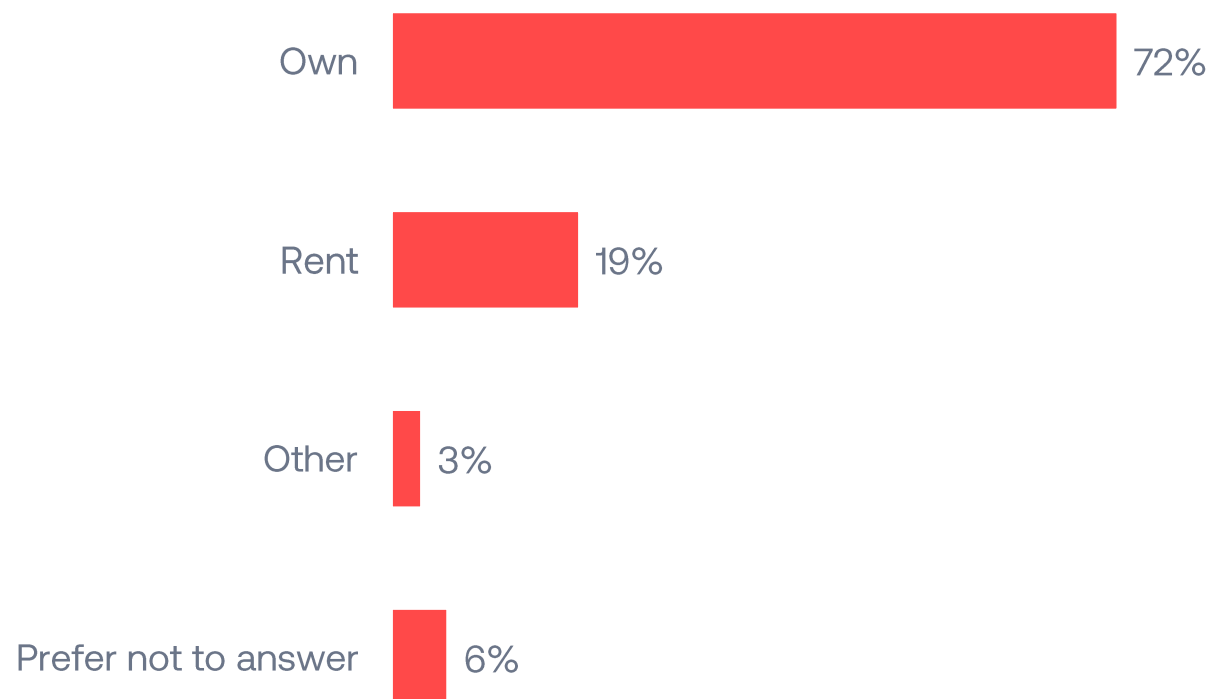


Work Location (outside Surrey)

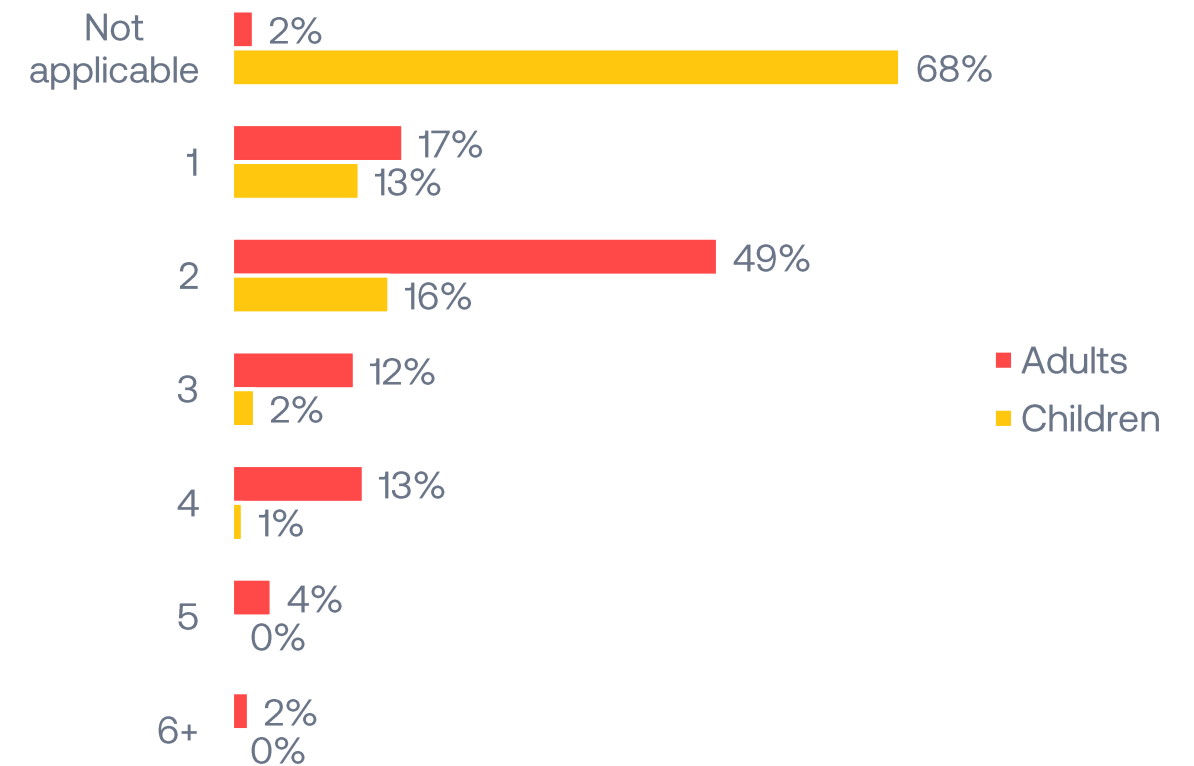


Profile of Survey Participants (#4)

Tenure

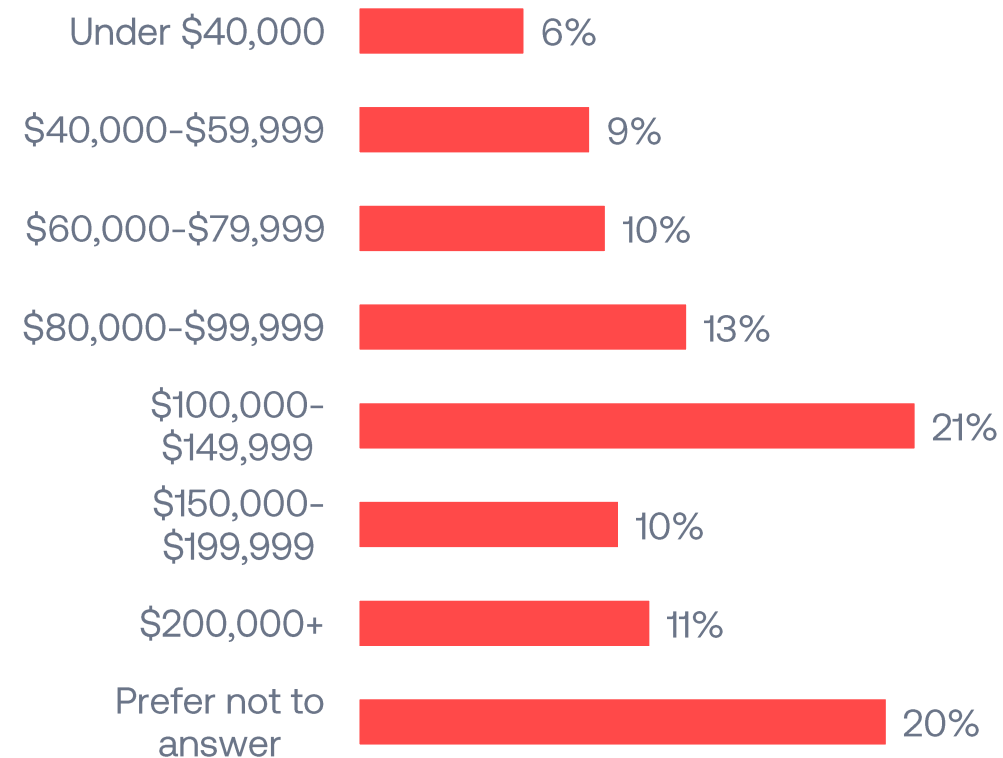


Household Members

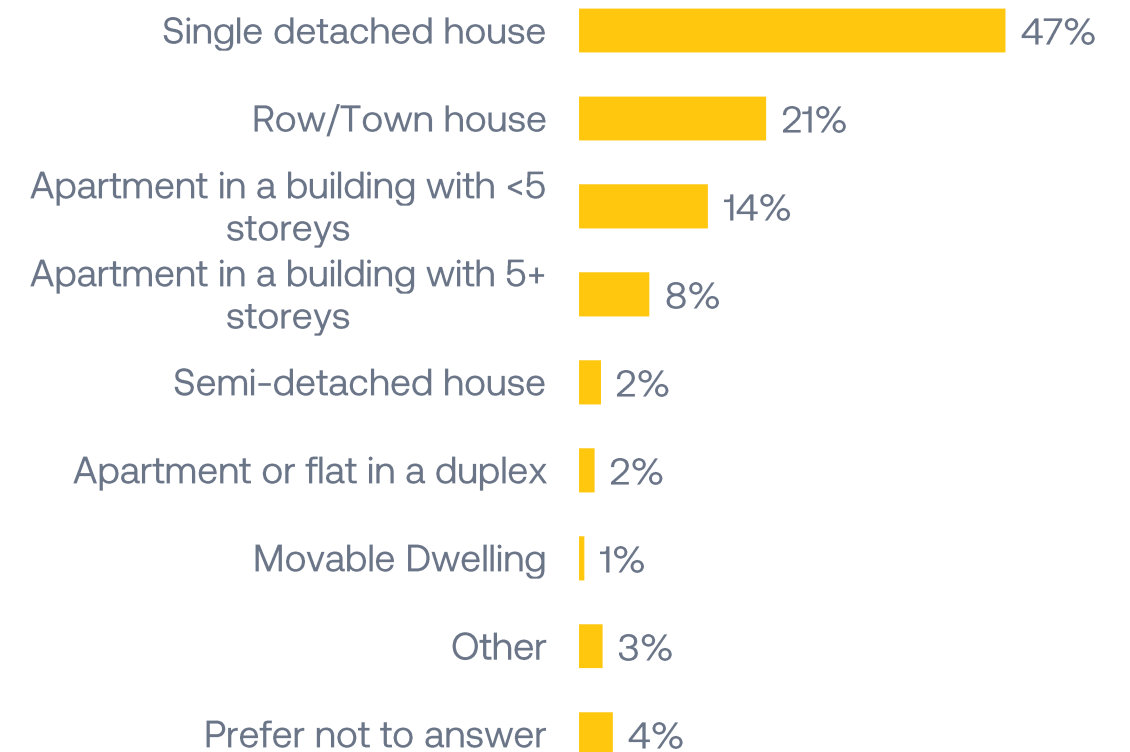


Profile of Survey Participants (#5)

Household Income

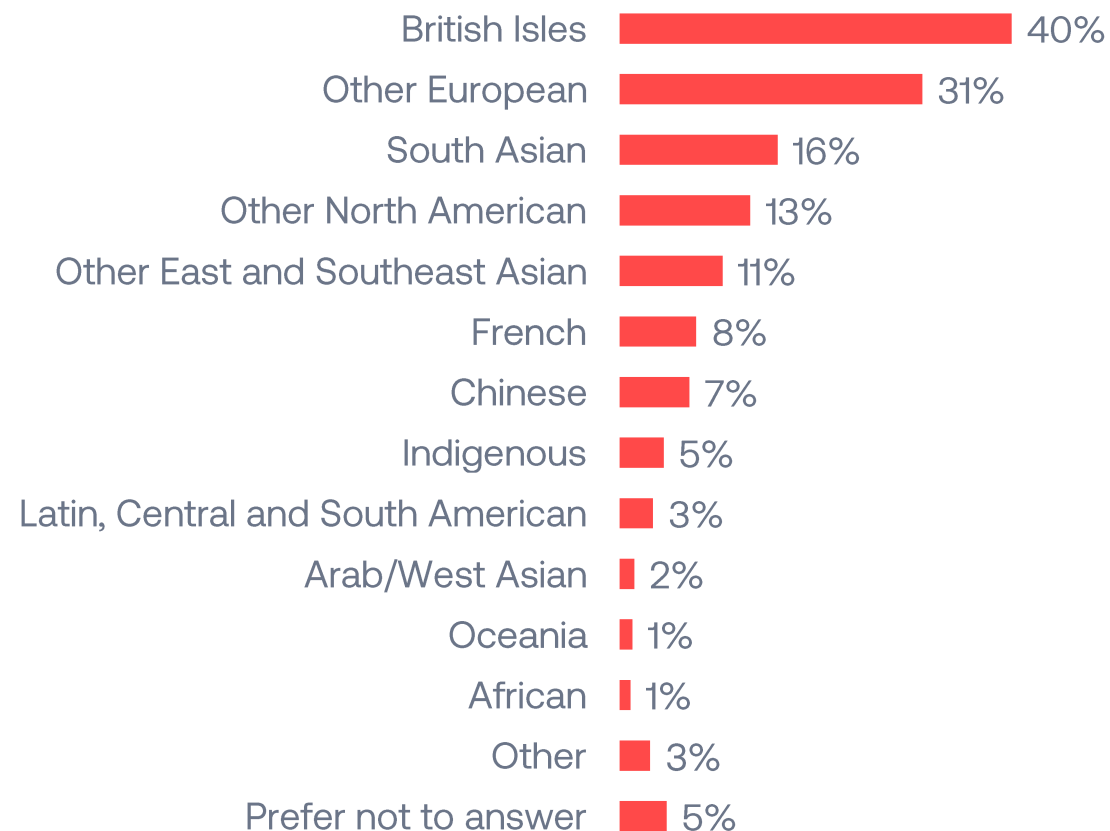


Housing Type



Profile of Survey Participants (#6)

Ethnicity/Cultural Origins

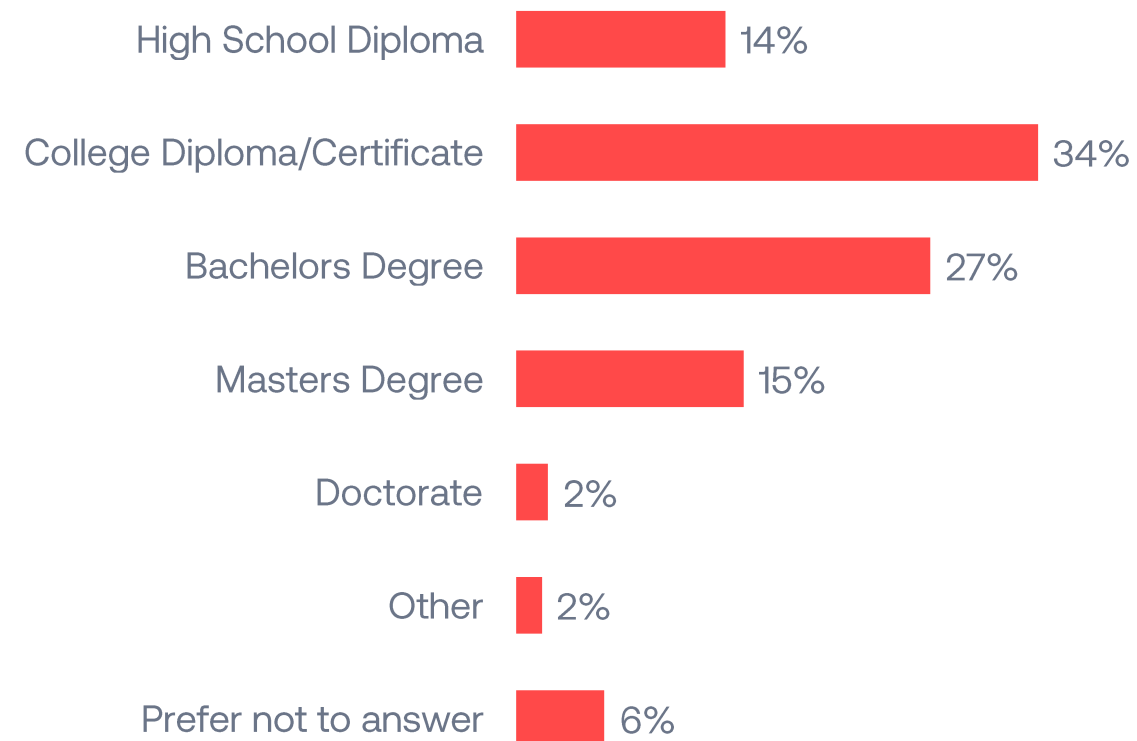


Language Spoken most often at Home

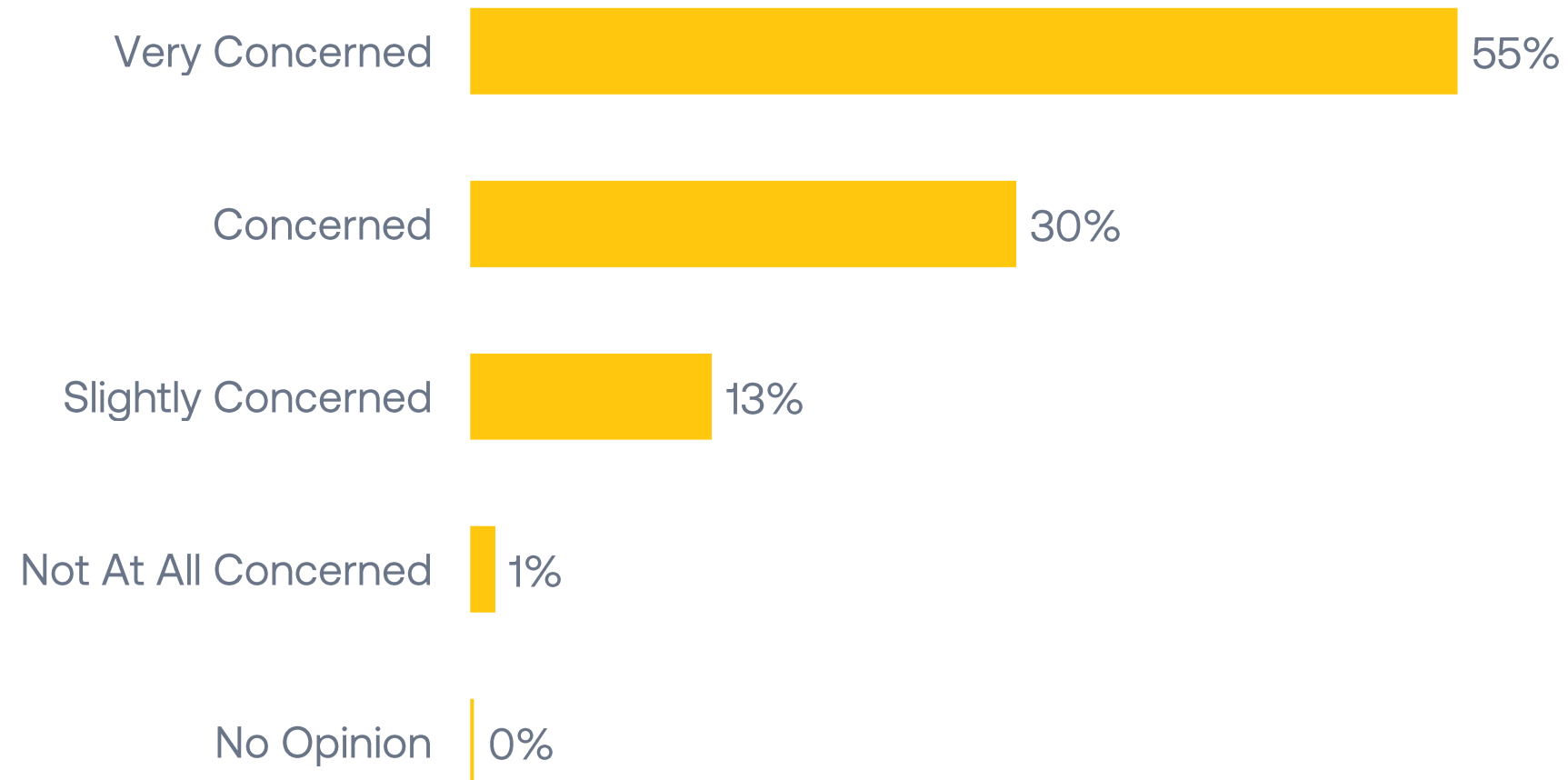


Profile of Survey Participants (#7)

Educational Level



Potential Impacts of Inflation

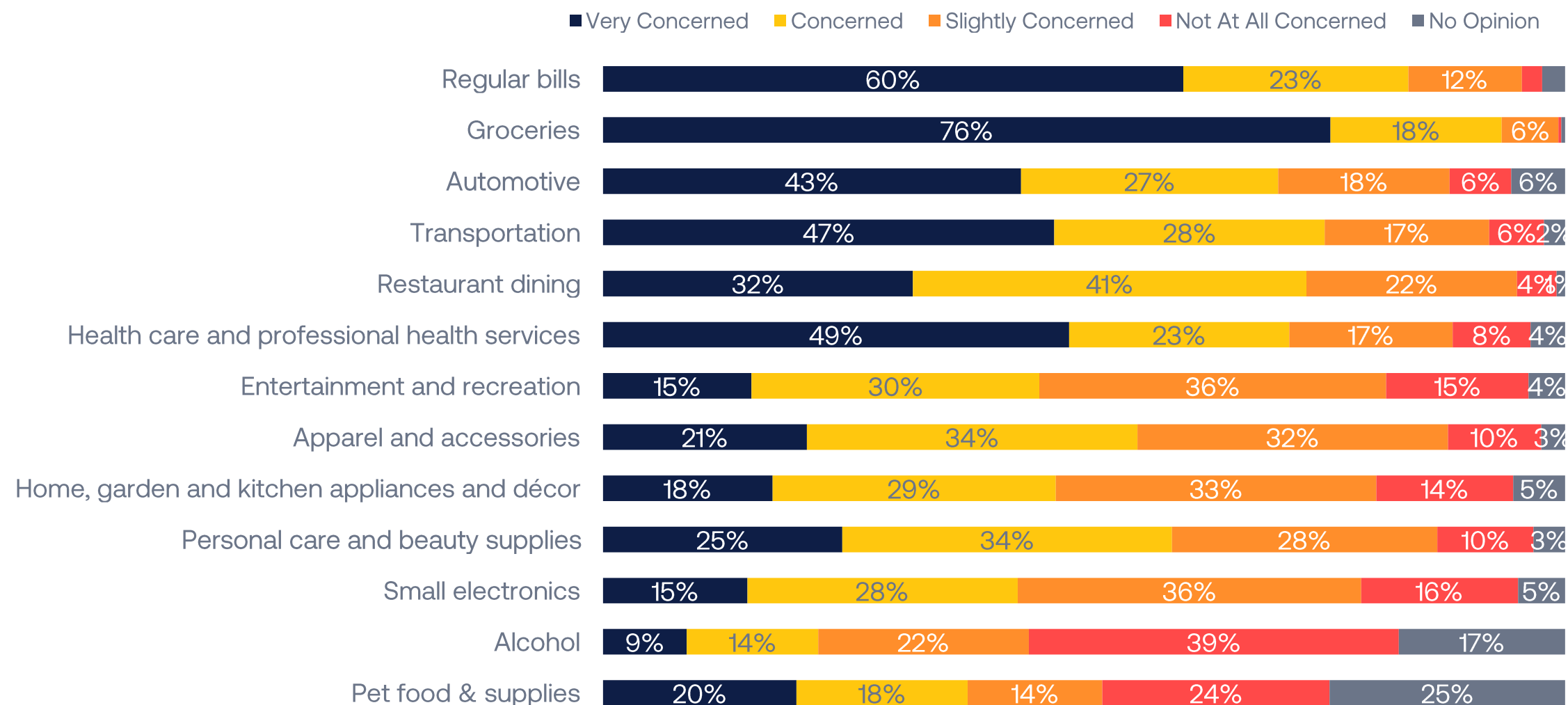


Q: How concerned are you about price increases on products during the next 6 months?

Total participants: 1367

Level of Concern over Price Increases by Retail Sector

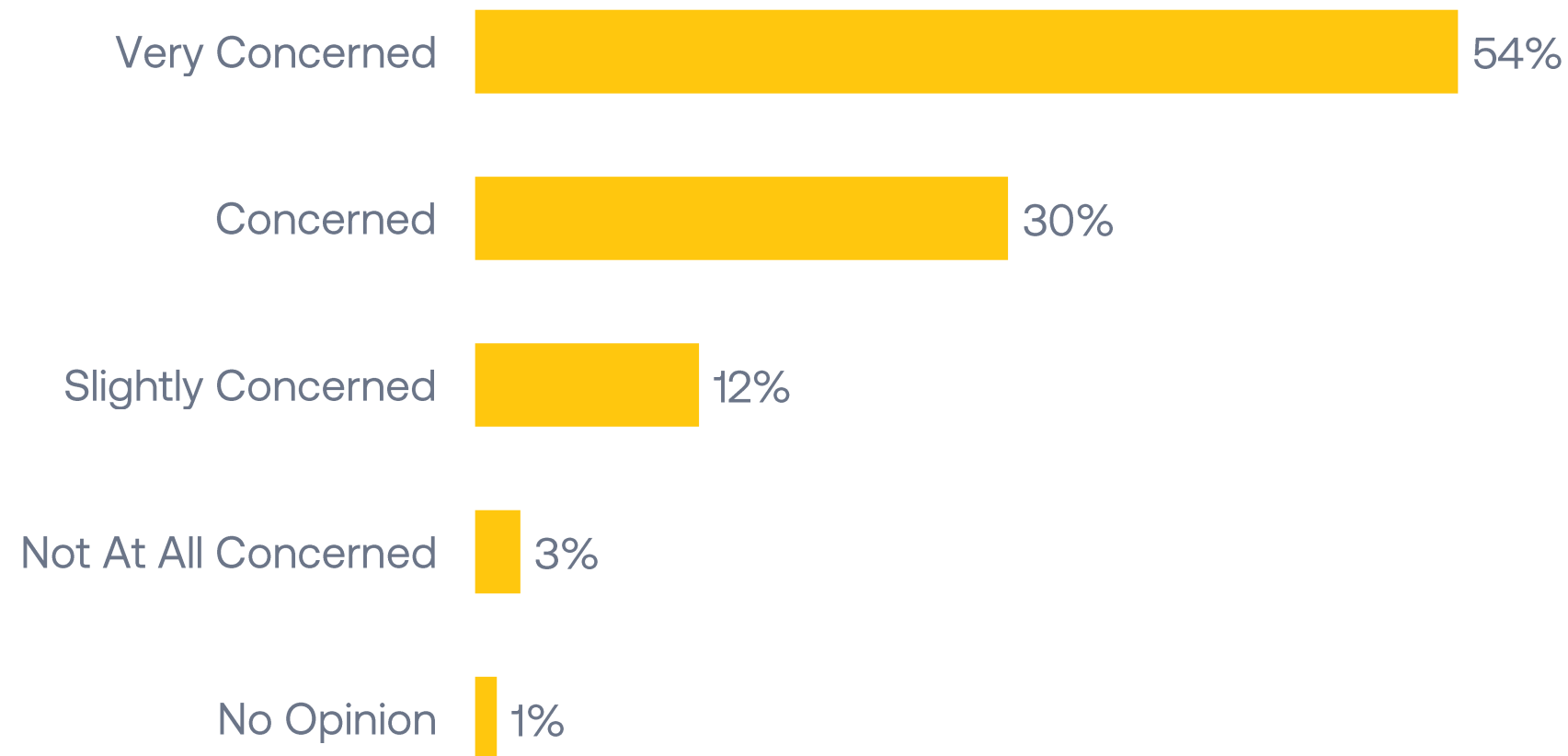
(sorted in order of monthly spend)



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

Total participants: 1346 (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?*)

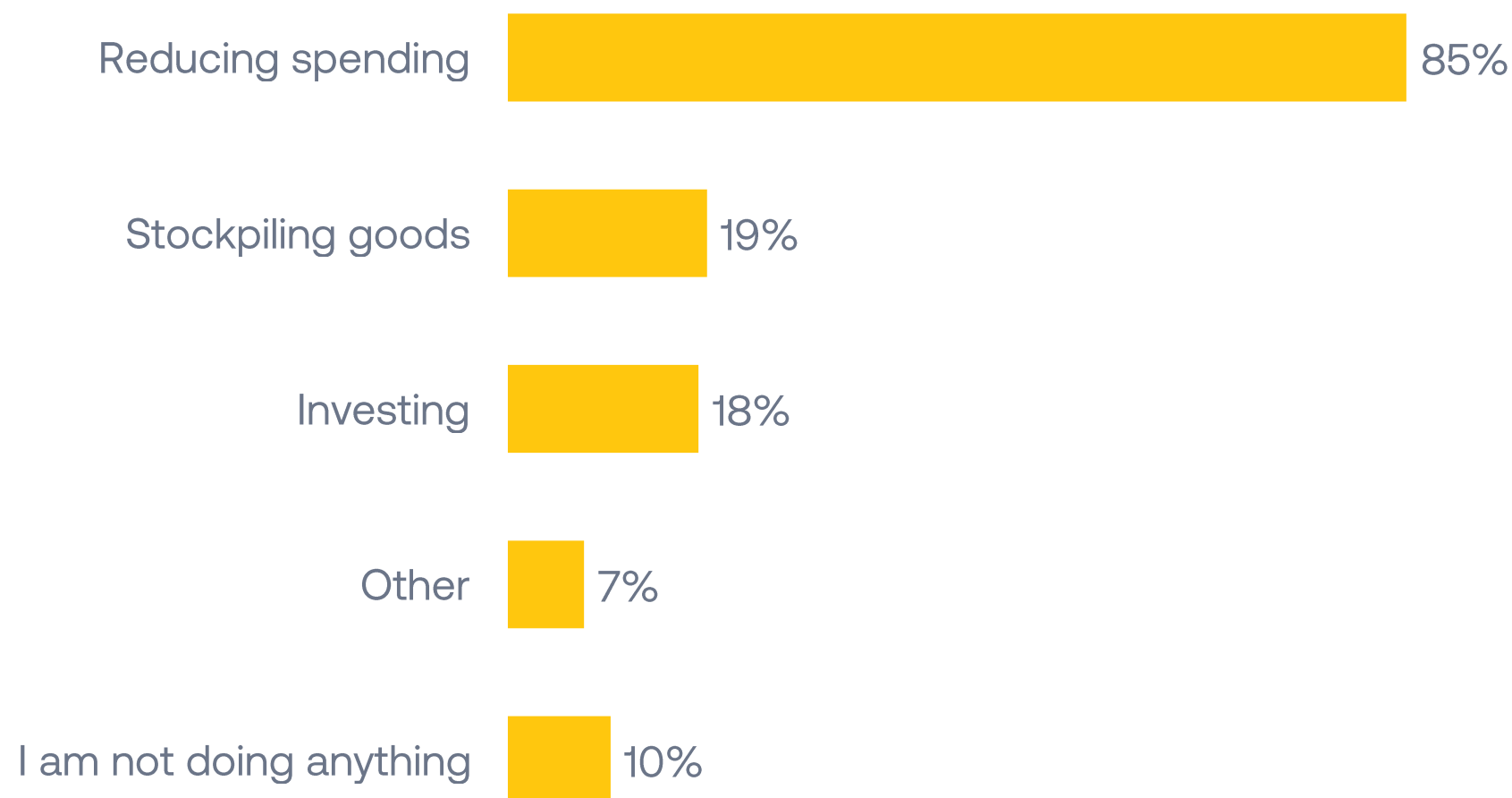
Level of Concern about the United States levying tariffs on Canadian goods



Q:How concerned are you about the United States levying tariffs on Canadian goods?

Total participants: 1346 (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: 1346 (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

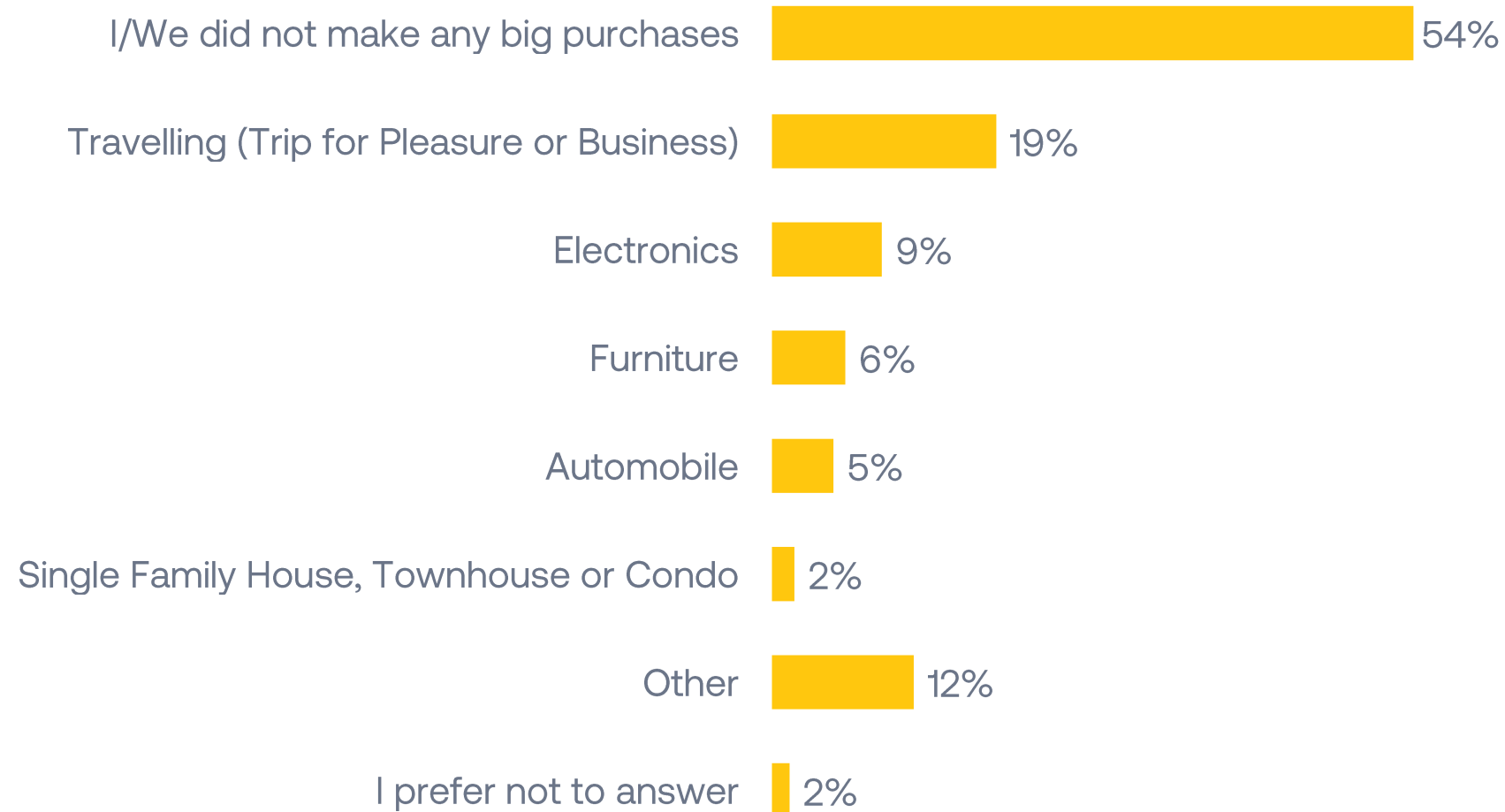


Q: Are you doing any of the following in response to price increases?

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

Total participants: 1346 (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 April 2025, 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.

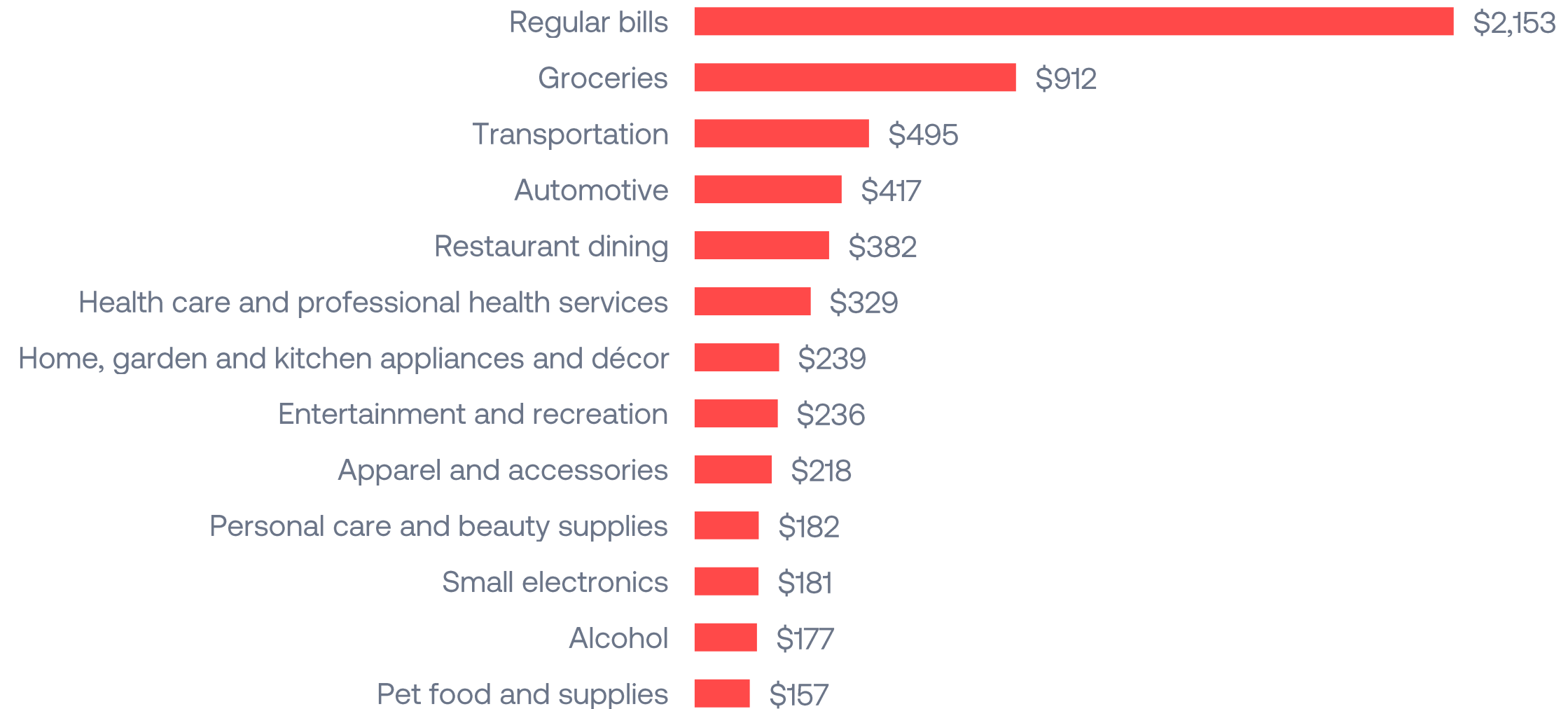
Please refer to the Data file to read all the comments submitted for this question.

Total participants: 1367

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
Automotive	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 and 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.

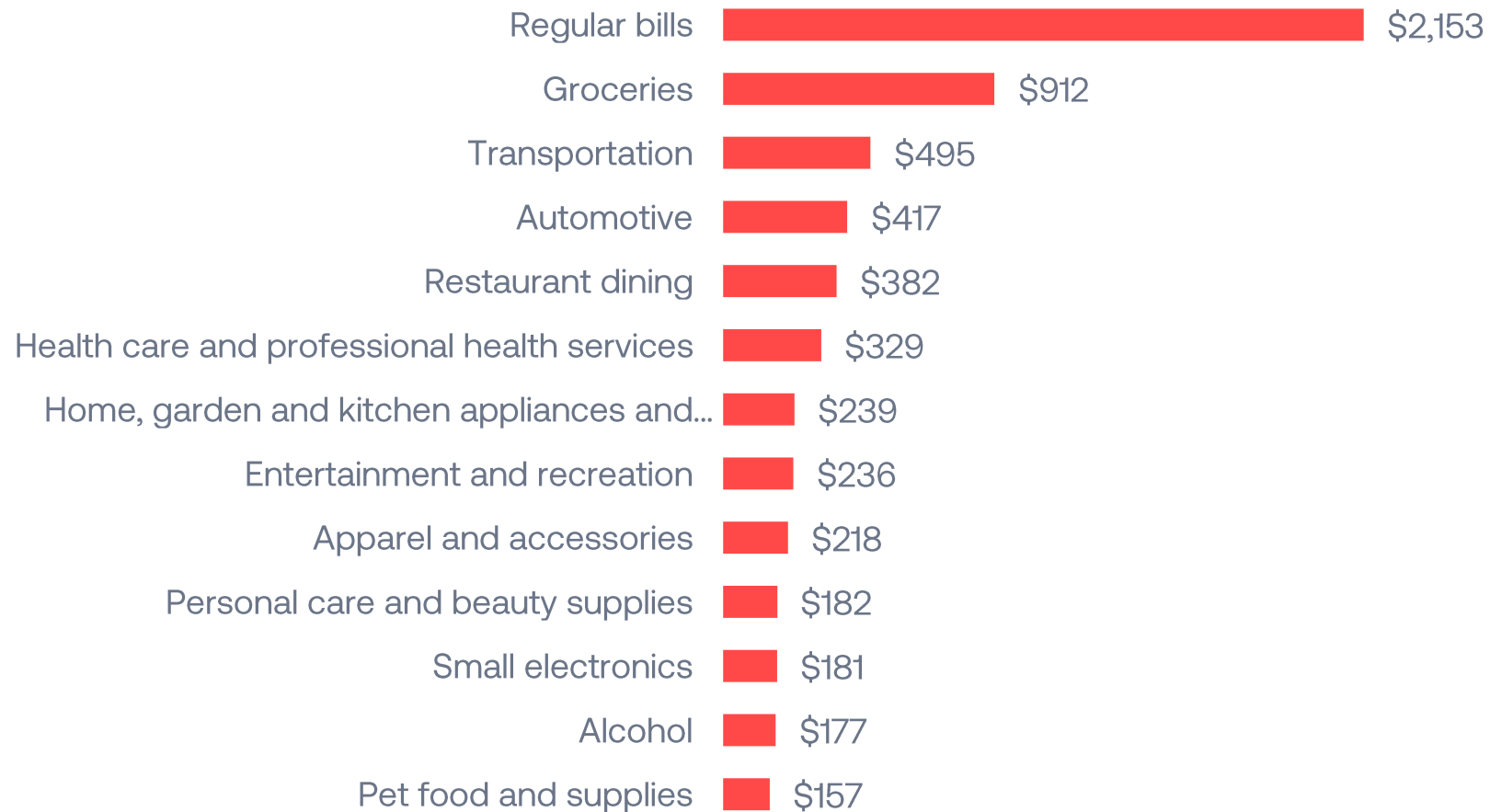
Average Monthly Household Purchases



Q: During the month of April 2025, 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: 1367

Average Monthly Household Purchases



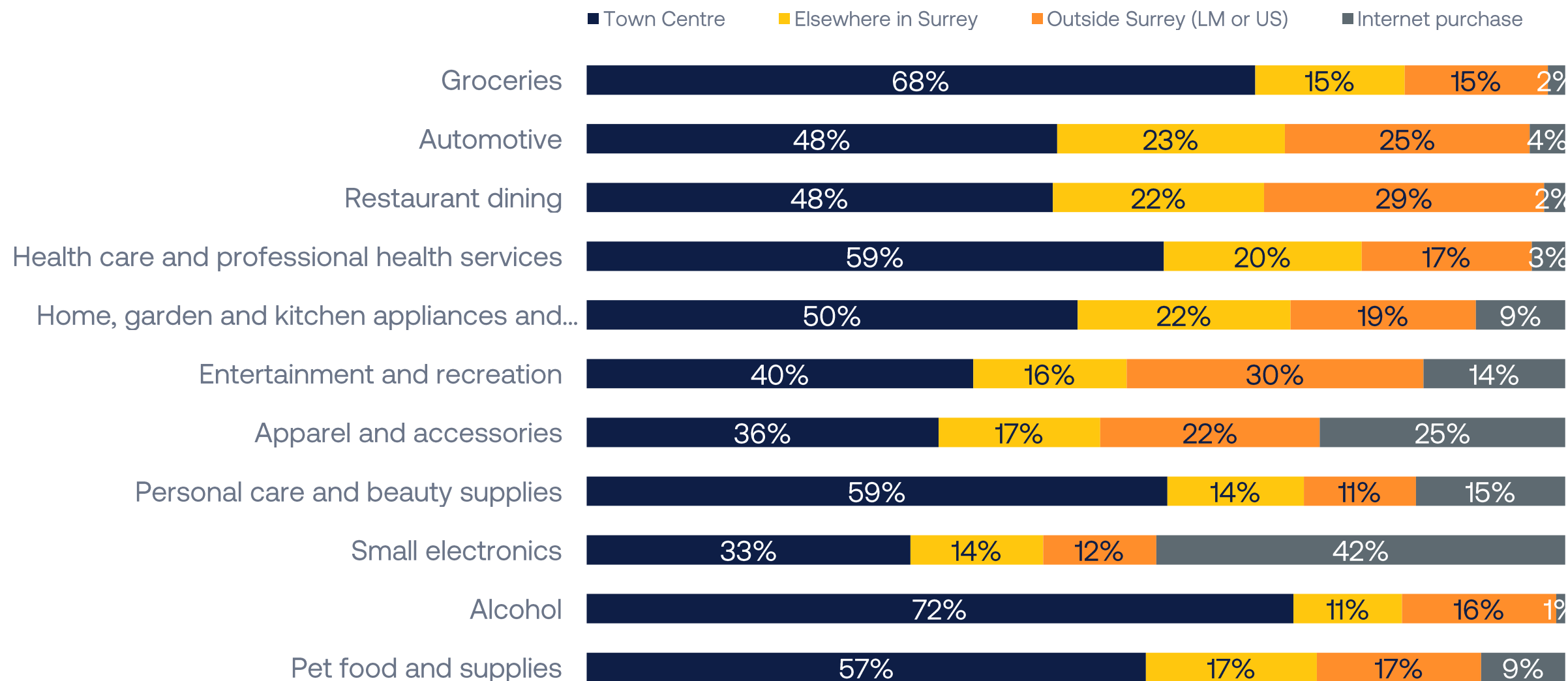
Retail Sectors	BC Average 2023
Regular bills	n/a
Groceries	\$708
Transportation	\$289
Automotive	\$257
Restaurant dining	\$300
Health care and professional health services	\$262
Home, garden and kitchen appliances and décor	\$313
Entertainment and recreation	\$502
Apparel and accessories	\$211
Personal care and beauty supplies	\$163
Small electronics	n/a
Alcohol	\$104
Pet food and supplies	\$32

Q: During the month of April 2025, 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: 1367

Spending In & Out of Surrey – Distribution of Spending

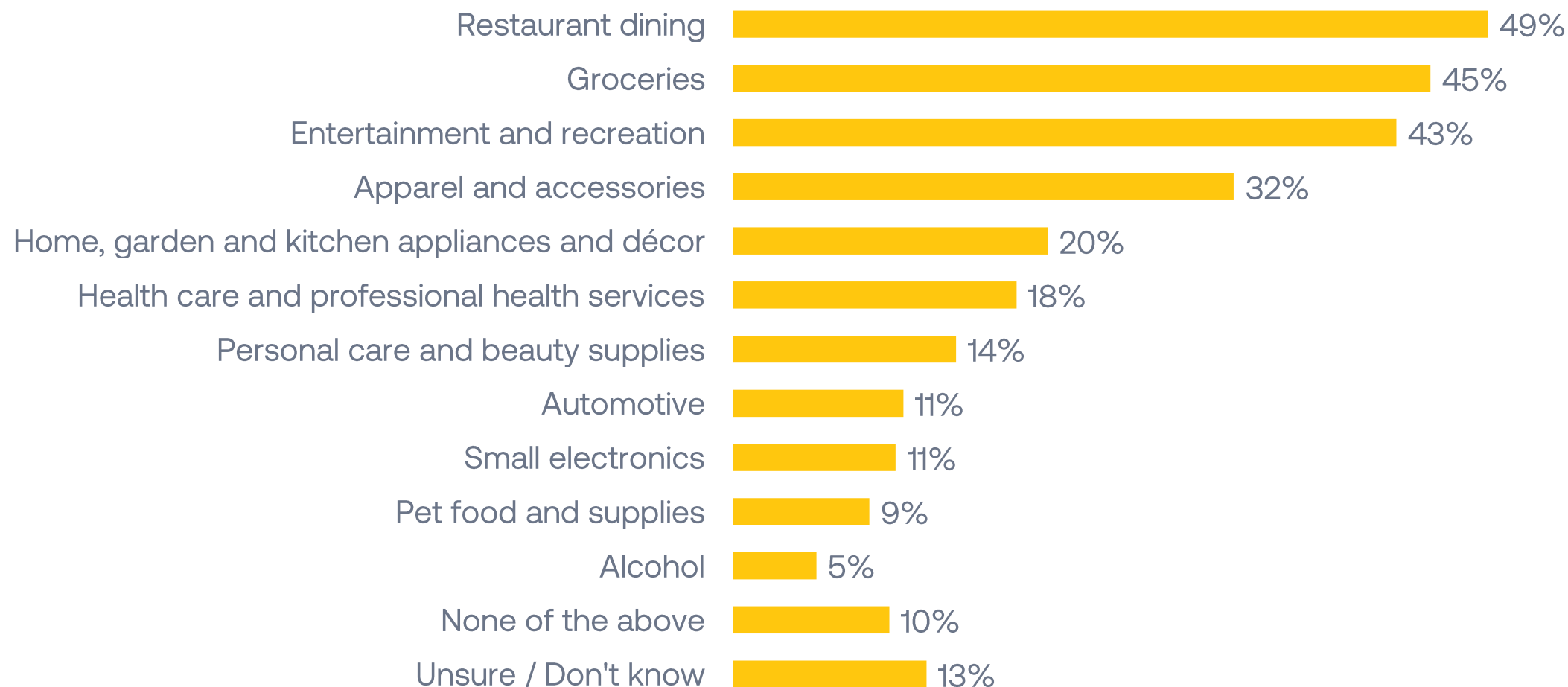
(sorted in order of monthly spend)



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: 297-1320

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

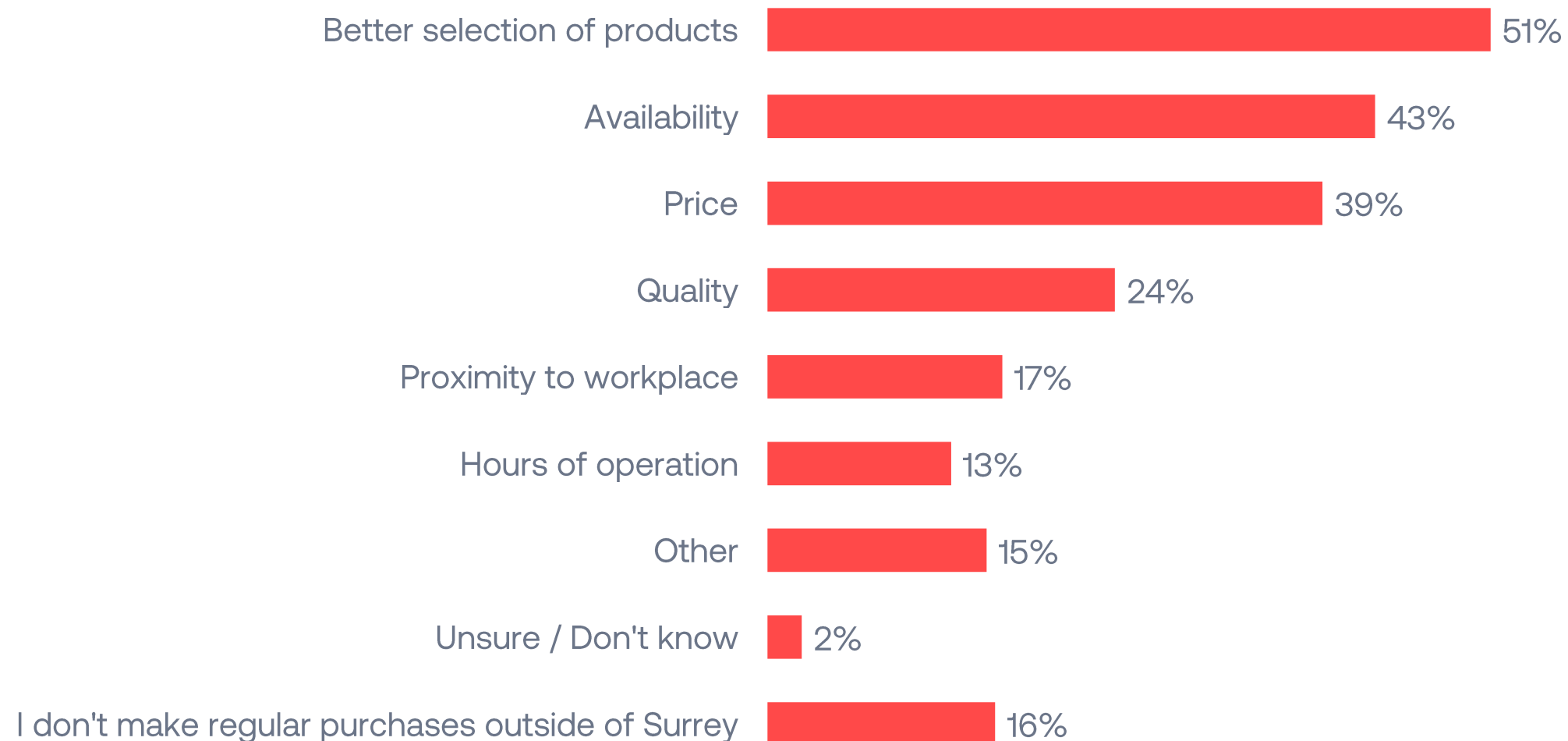


Q: What additional store types or expanded retail offerings would entice you to spend a higher percent in Surrey?

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

Total participants: 1367

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: 1338

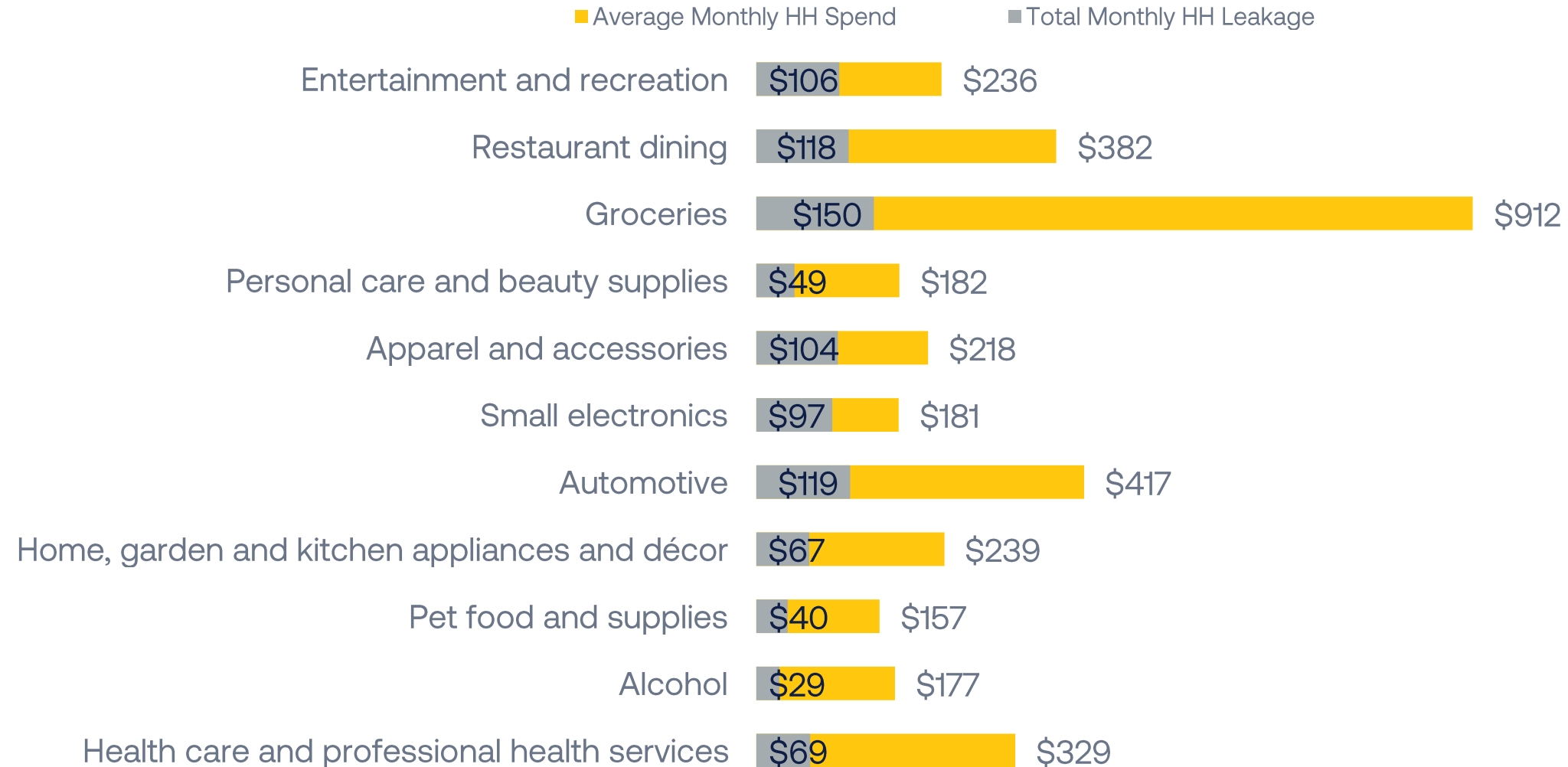
Appendix

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	\$236	\$71	\$34	\$106	45%
Restaurant dining	\$382	\$109	\$8	\$118	31%
Groceries	\$912	\$133	\$16	\$150	16%
Personal care and beauty supplies	\$182	\$21	\$28	\$49	27%
Apparel and accessories	\$218	\$49	\$55	\$104	48%
Small electronics	\$181	\$21	\$76	\$97	53%
Automotive	\$417	\$104	\$15	\$119	29%
Home, garden and kitchen appliances and décor	\$239	\$45	\$22	\$67	28%
Pet food and supplies	\$157	\$26	\$13	\$40	25%
Alcohol	\$177	\$28	\$2	\$29	17%
Health care and professional health services	\$329	\$57	\$11	\$69	21%

Note: Based on estimated 200,000 Surrey households

Leakage Model (Average Household Spending)

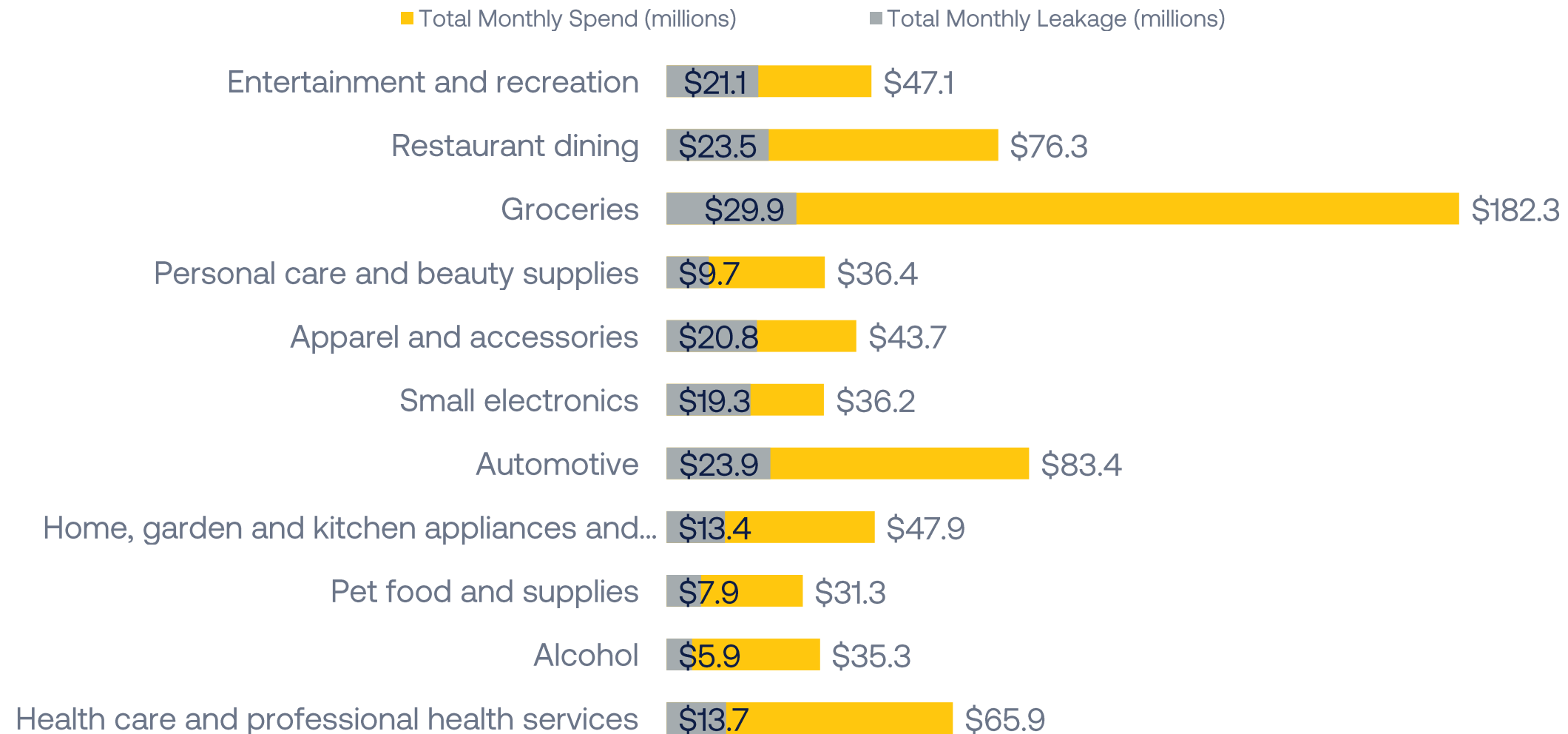


Leakage Model (Overall Surrey Spending)

Sector	Total Monthly Spend	Monthly Leakage - Outside Surrey	Monthly Leakage - Online	Total Monthly Leakage
Entertainment and recreation	\$47,140,000	\$14,297,562	\$6,830,586	\$21,128,148
Restaurant dining	\$76,320,000	\$21,858,048	\$1,656,144	\$23,514,192
Groceries	\$182,340,000	\$26,676,342	\$3,227,418	\$29,903,760
Personal care and beauty supplies	\$36,420,000	\$4,173,732	\$5,554,050	\$9,727,782
Apparel and accessories	\$43,680,000	\$9,801,792	\$10,959,312	\$20,761,104
Small electronics	\$36,220,000	\$4,183,410	\$15,118,228	\$19,301,638
Automotive	\$83,420,000	\$20,863,342	\$3,036,488	\$23,899,830
Home, garden and kitchen appliances and décor	\$47,880,000	\$9,068,472	\$4,371,444	\$13,439,916
Pet food and supplies	\$31,340,000	\$5,252,584	\$2,695,240	\$7,947,824
Alcohol	\$35,300,000	\$5,542,100	\$324,760	\$5,866,860
Health care and professional health services	\$65,880,000	\$11,449,944	\$2,259,684	\$13,709,628

Note: Based on estimated 200,000 Surrey households

Leakage Model (Overall Surrey Spending)



Leakage Model – Entertainment and recreation

Average Monthly HH Spend

\$236

Monthly HH Spend Distribution



HH Leakage

45%

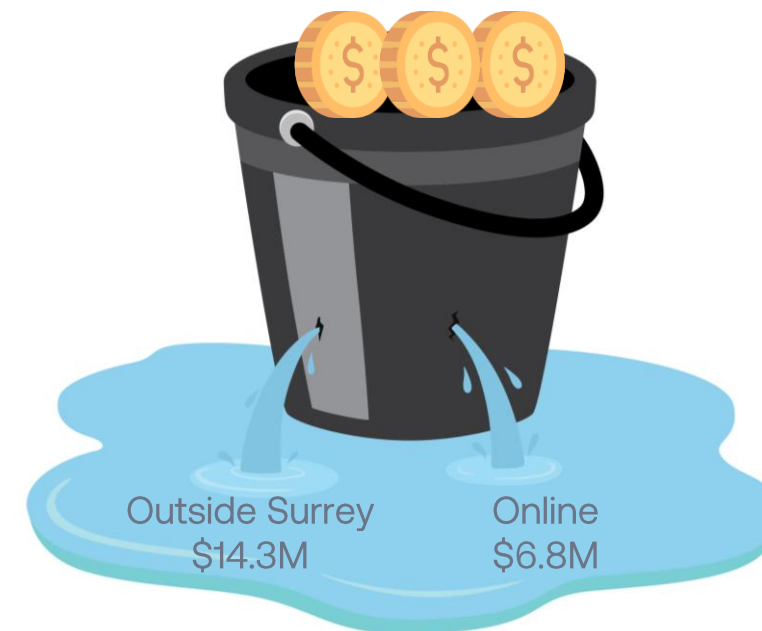
Total Monthly Leakage

Outside Surrey

Spending outside Surrey (Lower Mainland or US)

Online

Spending on internet purchases

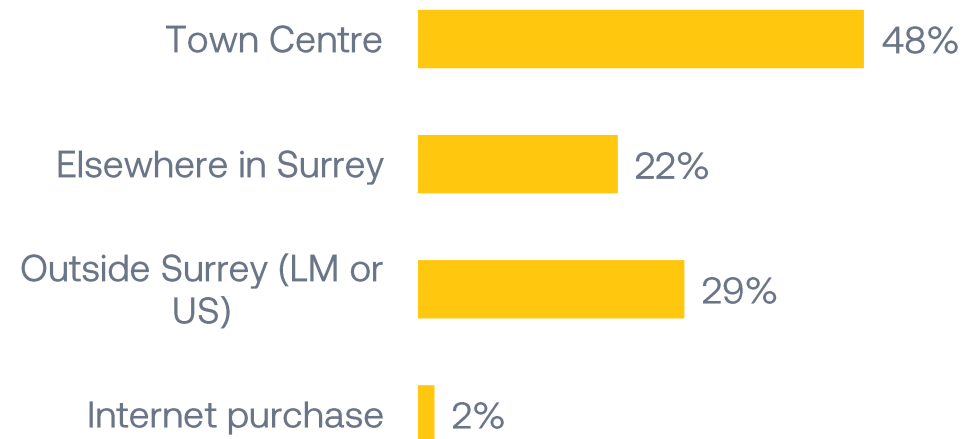


Leakage Model – Restaurant dining

Average Monthly HH Spend

\$382

Monthly HH Spend Distribution



HH Leakage

31%

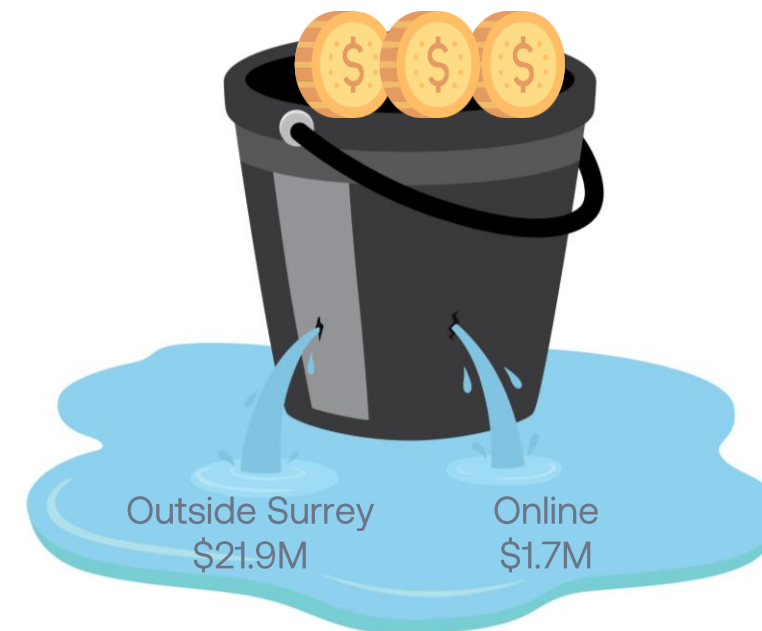
Total Monthly Leakage

Outside Surrey

Spending outside Surrey (Lower Mainland or US)

Online

Spending on internet purchases

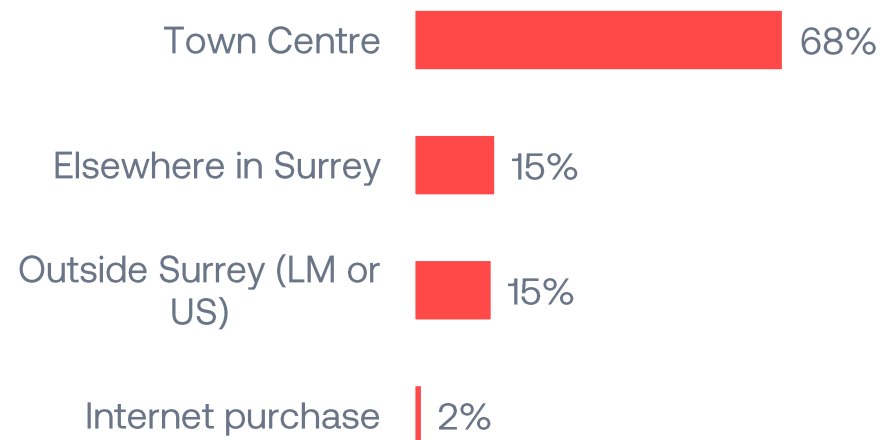


Leakage Model – Groceries

Average Monthly HH Spend

\$912

Monthly HH Spend Distribution



HH Leakage

16%

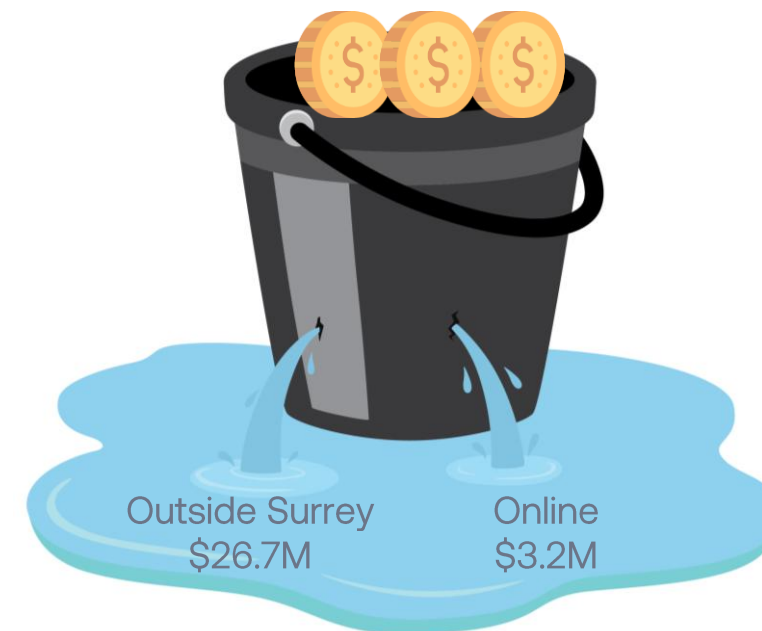
Total Monthly Leakage

Outside Surrey

Spending outside Surrey (Lower Mainland or US)

Online

Spending on internet purchases

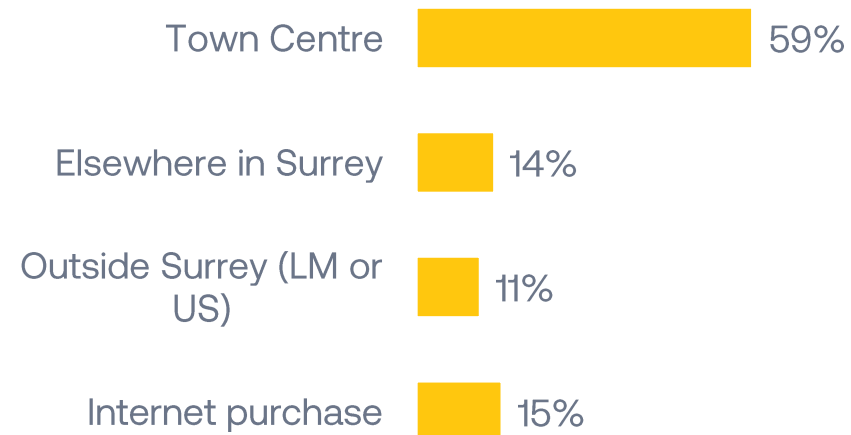


Leakage Model – Personal care and beauty supplies

Average Monthly HH Spend

\$182

Monthly HH Spend Distribution



HH Leakage

27%

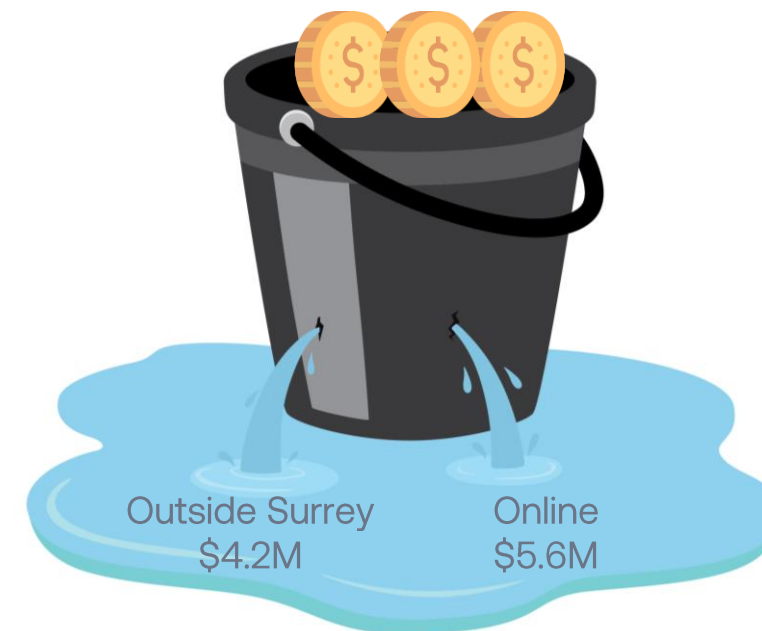
Total Monthly Leakage

Outside Surrey

Spending outside Surrey (Lower Mainland or US)

Online

Spending on internet purchases

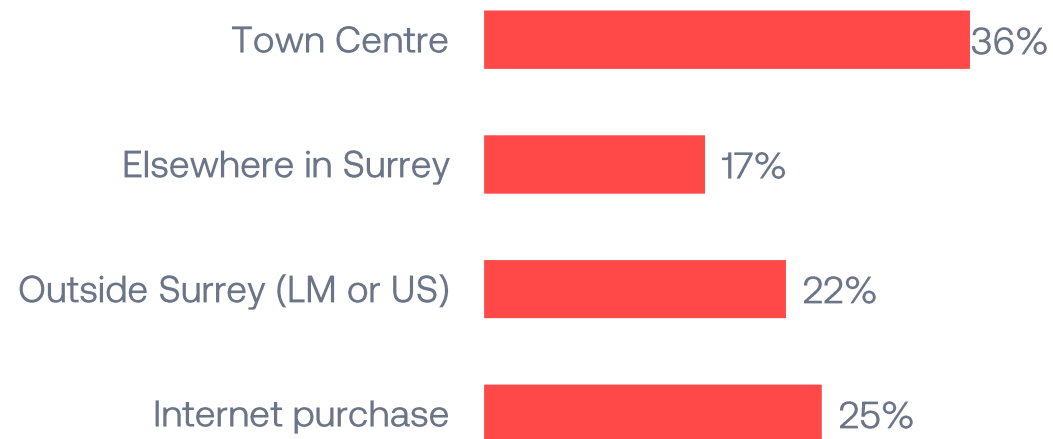


Leakage Model – Apparel and accessories

Average Monthly HH Spend

\$218

Monthly HH Spend Distribution



HH Leakage

48%

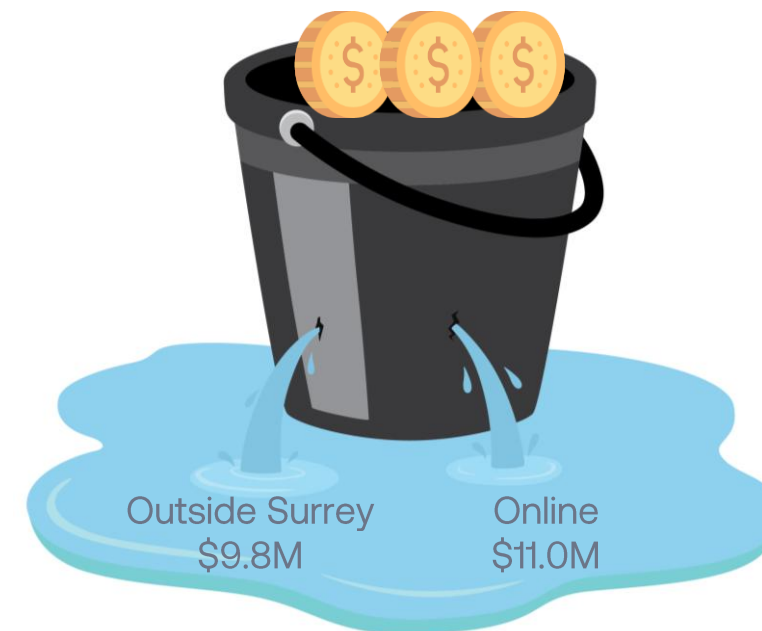
Total Monthly Leakage

Outside Surrey

Spending outside Surrey (Lower Mainland or US)

Online

Spending on internet purchases

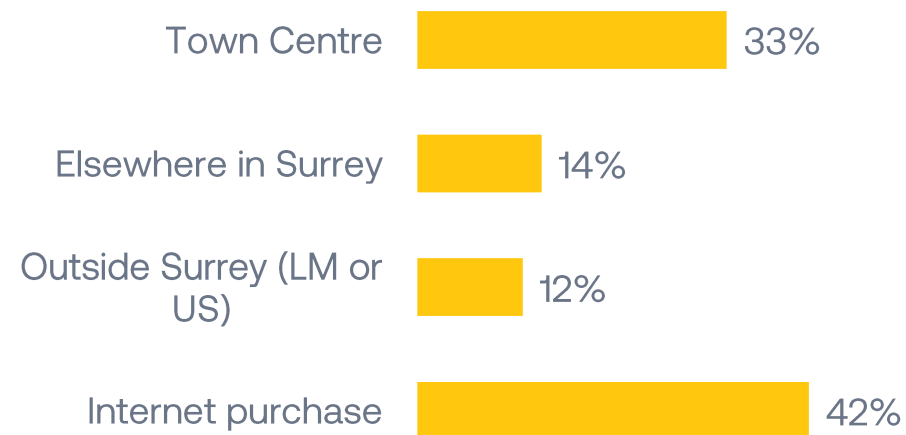


Leakage Model – Small electronics

Average Monthly HH Spend

\$181

Monthly HH Spend Distribution



HH Leakage

53%

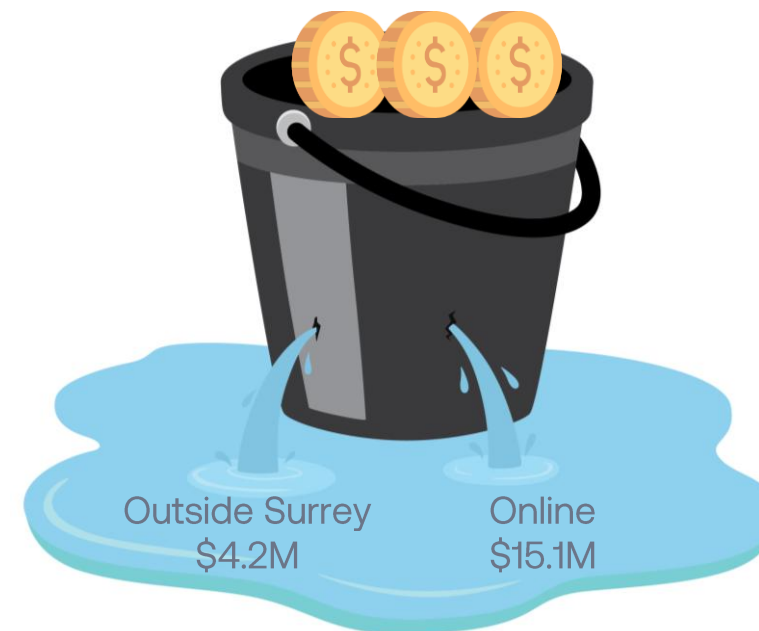
Total Monthly Leakage

Outside Surrey

Spending outside Surrey (Lower Mainland or US)

Online

Spending on internet purchases

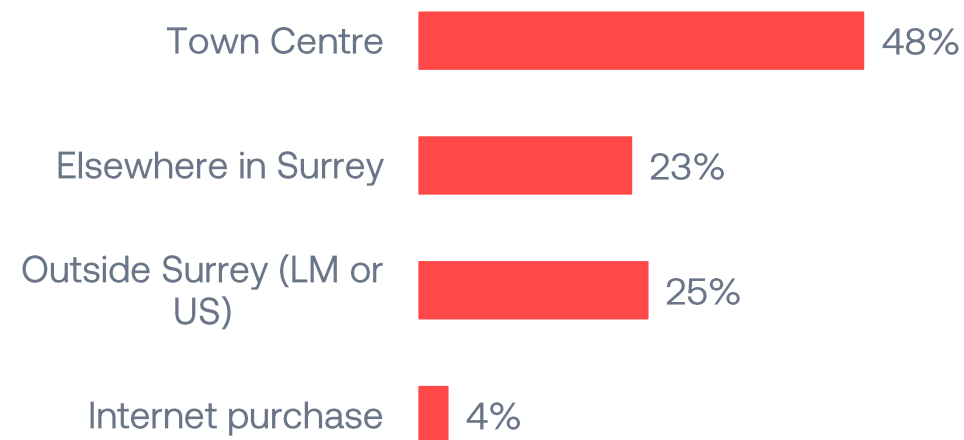


Leakage Model – Automotive

Average Monthly HH Spend

\$417

Monthly HH Spend Distribution



HH Leakage

29%

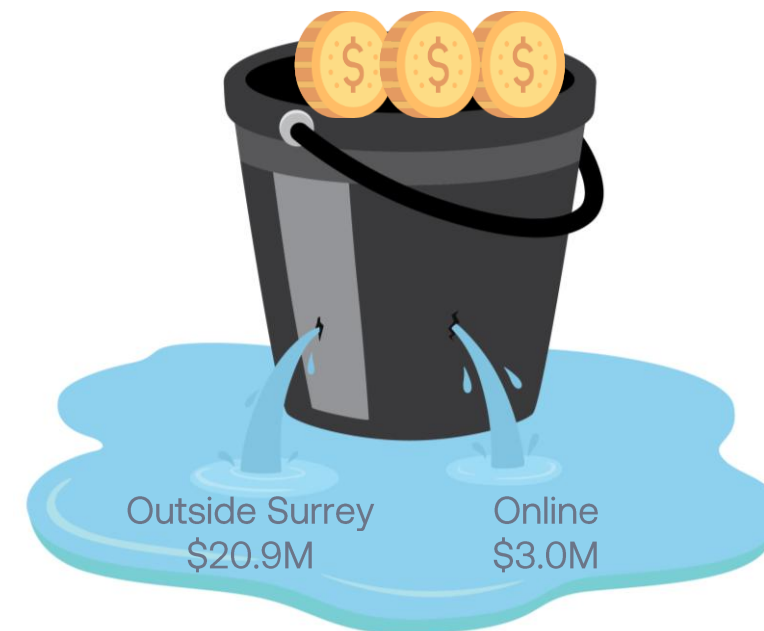
Total Monthly Leakage

Outside Surrey

Spending outside Surrey (Lower Mainland or US)

Online

Spending on internet purchases

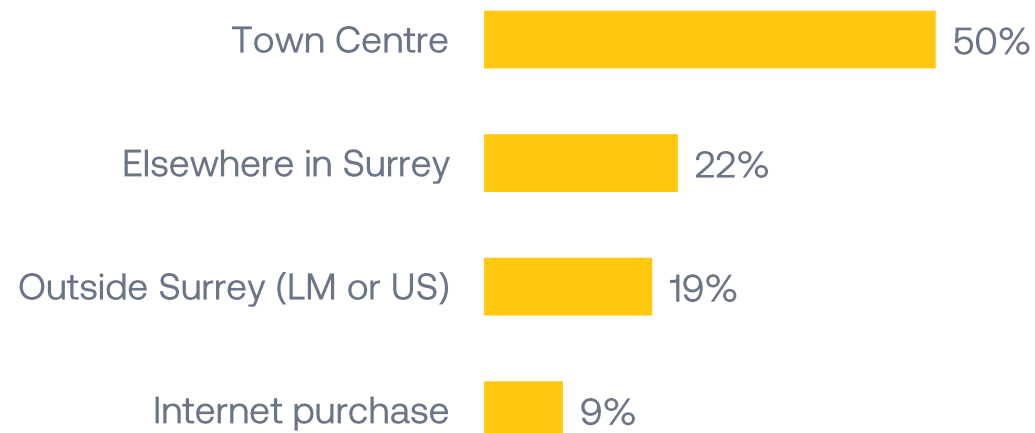


Leakage Model – Home, garden and kitchen appliances and décor

Average Monthly HH Spend

\$239

Monthly HH Spend Distribution



HH Leakage

28%

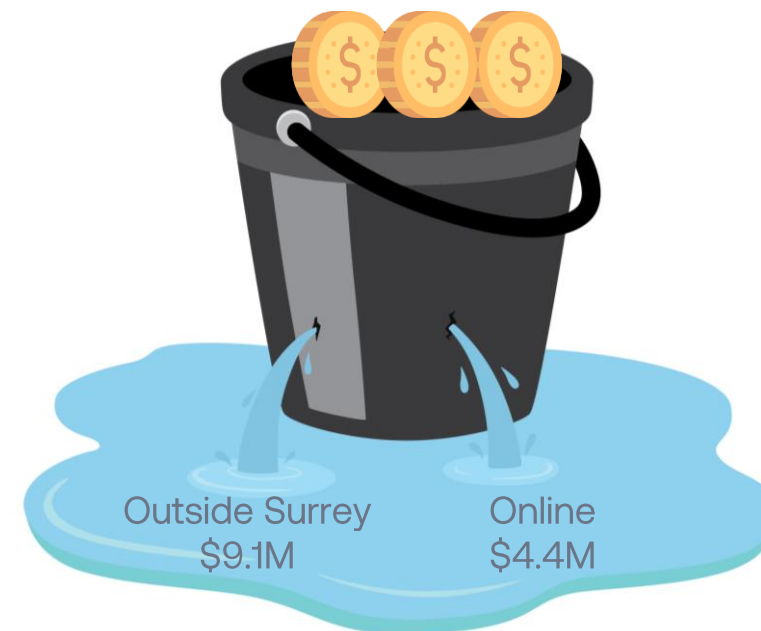
Total Monthly Leakage

Outside Surrey

Spending outside Surrey (Lower Mainland or US)

Online

Spending on internet purchases

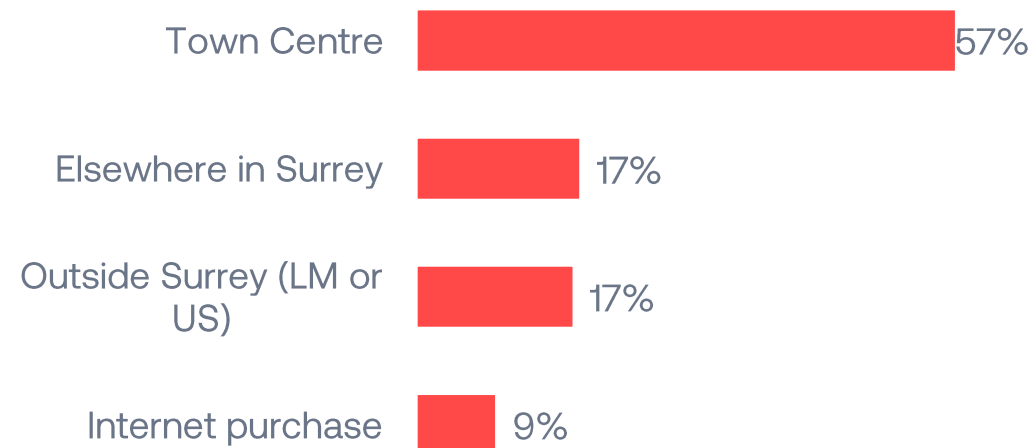


Leakage Model – Pet food and supplies

Average Monthly HH Spend

\$157

Monthly HH Spend Distribution



HH Leakage

25%

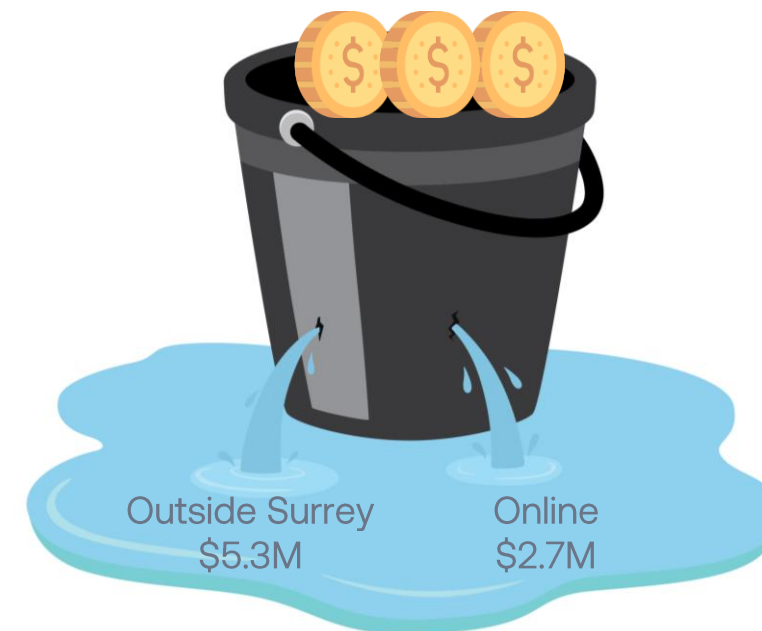
Total Monthly Leakage

Outside Surrey

Spending outside Surrey (Lower Mainland or US)

Online

Spending on internet purchases

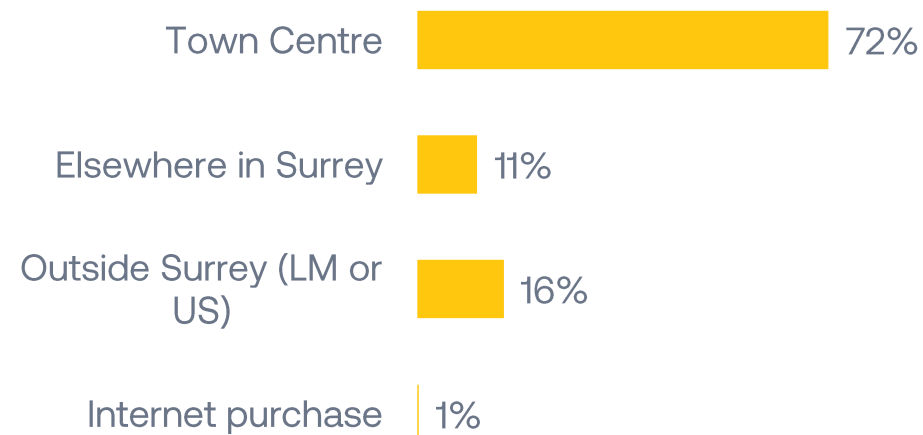


Leakage Model – Alcohol

Average Monthly HH Spend

\$177

Monthly HH Spend Distribution



HH Leakage

17%

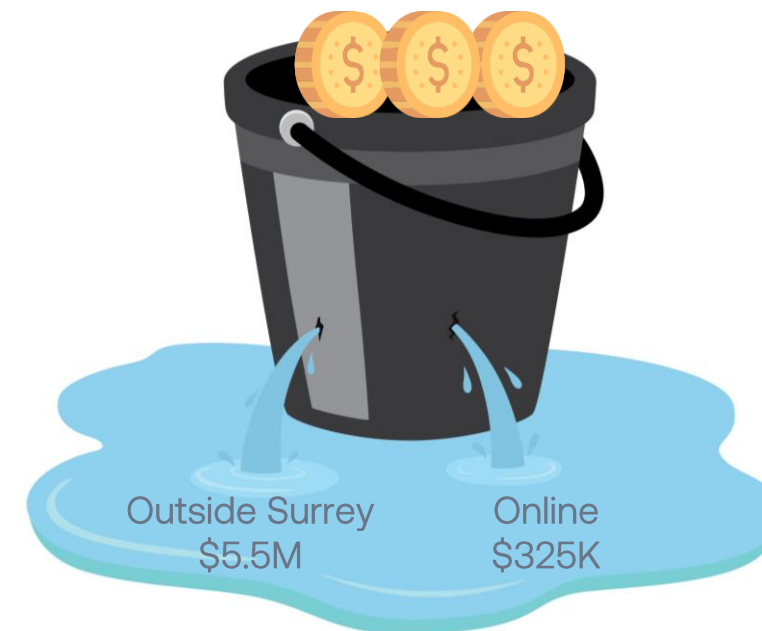
Total Monthly Leakage

Outside Surrey

Spending outside Surrey (Lower Mainland or US)

Online

Spending on internet purchases

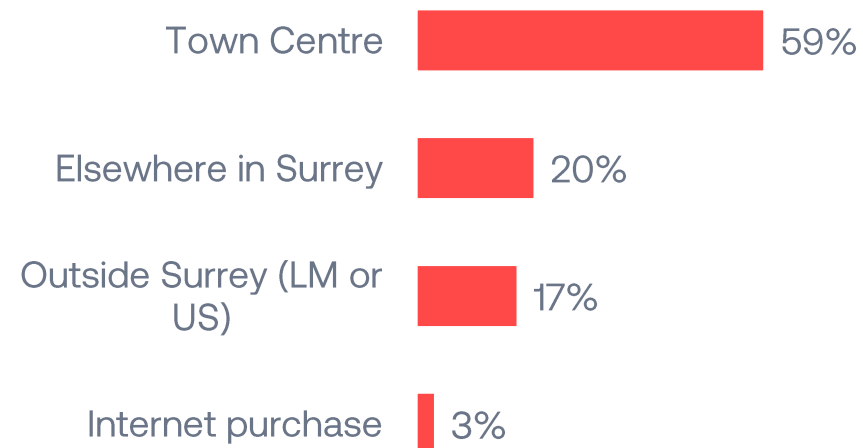


Leakage Model – Health care and professional health services

Average Monthly HH Spend

\$329

Monthly HH Spend Distribution



HH Leakage

21%

Total Monthly Leakage

Outside Surrey

Spending outside Surrey (Lower Mainland or US)

Online

Spending on internet purchases

