



PRESS RELEASE | British Columbia

Methodology:

Results are based on an online study conducted from August 13 to August 14, 2018, among 800 adults in British Columbia. The data has been statistically weighted according to Canadian census figures for age, gender and region in British Columbia. The margin of error—which measures sample variability—is +/- 3.5 percentage points, nineteen times out of twenty.

Compared to last summer, would you say you are spending more, about the same, or less on frozen desserts?

More – 72%
About the same – 17%
Less – 11%

Compared to last summer, would you say you are spending more, about the same, or less on dining out?

More – 42%
About the same – 37%
Less – 21%

Consumption of Frozen Treats Jumps in British Columbia Heat

More than four-in-five Millennials say they are spending more on ice cream, popsicles and freezies than they did last year.

Vancouver, BC [August 16, 2018] – In a summer when several temperature records have been broken in the province, British Columbians are opening their wallets in an effort to keep cool, a new Research Co. survey has found.

In the online survey of a representative sample of British Columbians, more than seven-in-ten residents (72%) say they are spending more on frozen desserts—such as ice cream, popsicles and freezies—than they did last summer.

British Columbians aged 18-to-34 are leading the way in frozen treat consumption, with 85% of them saying they are spending more on these items than they did last year.

More than two-in-five British Columbians (42%) acknowledge that they are dining out more often this summer than in 2017, including 49% of Metro Vancouverites and 47% of Millennials.

Across the province, 15% of residents say they have spent more on appliances—such as fans and air conditioners—this summer than last, a proportion that climbs to 26% in the Fraser Valley.

In addition, 40% of British Columbians say they are spending more on cold beverages—including beer, cider and pop—than they did a year ago. In this category, residents of Vancouver Island (48%) and those aged 55 and over (43%) are the biggest consumers.

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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 specialities.

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