



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.

**Since the election of Donald Trump as President of the United States ,have you done any of the following?:**

- Paid more attention to American news than you did in years past - 52%*
- Changed a brand of food you usually purchased to avoid buying from U.S. producers – 25%*
- Changed a brand of clothing you usually purchased to avoid buying from U.S. retailers – 19%*
- Cancelled a planned holiday or vacation to the United States – 16%*

**British Columbians Enthralled by U.S. News in Trump Presidency**

*One-in-five residents have changed a brand of food they usually purchased to avoid buying from U.S. producers.*

Vancouver, BC [August 30, 2018] – Some British Columbians have changed their news consumption and shopping habits since the election of Donald Trump as President of the United States, a new Research Co. poll has found.

In the online survey of a representative sample of British Columbians, more than half of residents (52%) say they have paid more attention to American news that they did in years past since Trump's election.

British Columbians aged 55 and over (64%) are more likely to say they are monitoring U.S. news more closely than those aged 35-to-54 (47%) and those aged 18-to-34 (42%).

Across the province, one-in-four British Columbians (25%) have changed a brand of food they usually purchased to avoid buying from U.S. producers—a proportion that includes 31% of residents aged 55 and over.

Almost one-in-five British Columbians (19%) have changed a brand of clothing they usually purchased to avoid buying from U.S. retailers—including 25% of those aged 18-to-34.

In addition, 16% of British Columbians have cancelled a planned holiday or vacation to the United States.

**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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