

Poll conducted by Research Co. on Summer Spending in British Columbia - August 16, 2018

Compared to last summer, would you say you are spending more, about the same, or less on each of these items?



	British Columbia	GENDER		AGE			REGION				
		Male	Female	18-34	35-54	55+	Metro Vancouver	Fraser Valley	Northern BC	Southern BC	Vancouver Island
<b>Frozen Desserts (including ice cream, popsicles and freezies)</b>											
More	72%	76%	68%	85%	70%	51%	71%	66%	69%	79%	78%
About the same	17%	15%	18%	9%	21%	26%	18%	24%	22%	10%	11%
Less	11%	9%	14%	6%	9%	23%	11%	10%	9%	11%	11%
<b>Dining Out</b>											
More	42%	38%	47%	36%	43%	45%	49%	38%	29%	40%	36%
About the same	37%	41%	32%	37%	37%	37%	31%	43%	44%	40%	42%
Less	21%	21%	21%	27%	20%	18%	20%	19%	27%	20%	22%
<b>Cold Beverages (including beer, cider and pop)</b>											
More	40%	41%	40%	34%	40%	43%	36%	35%	42%	43%	48%
About the same	45%	47%	44%	42%	45%	47%	48%	46%	47%	49%	37%
Less	15%	12%	16%	24%	15%	10%	16%	19%	11%	8%	15%
<b>Appliances (including fans and air conditioners)</b>											
More	15%	17%	13%	19%	18%	10%	14%	26%	19%	14%	9%
About the same	35%	36%	34%	35%	34%	36%	34%	28%	42%	39%	36%
Less	50%	47%	53%	46%	48%	54%	52%	46%	39%	47%	55%