



PRESS RELEASE | British Columbia

Methodology:

Results are based on an online study conducted from May 2 to May 5, 2019, 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.

We'd like to ask you some questions about coffee. In a regular week, how many cups of coffee do you consume outside of your home?

Seven or more cups – 22%
Three to six cups – 30%
One or two cup – 29%
No cups of coffee – 20%

Thinking about the cups of coffee you consume outside of your home and pay for yourself, how often do you bring your own travel mug to the coffee shop?

All the time – 19%
Most of the time – 24%
Only a few times – 22%
Never – 34%

British Columbians Love Coffee, Few Are Keen Travel Mug Users

A third of British Columbians who consume coffee outside of their home never bring their own travel mug to the coffee shop.

Vancouver, BC [May 9, 2019] – Many British Columbians enjoy coffee when they are away from home, but only about one-in-five rely on travel mugs “all of the time”, a new Research Co. poll has found.

In the online survey of a representative provincial sample, only one-in-five British Columbians (20%) say they never have coffee outside of their home in a regular week.

About three-in-ten British Columbians (29%) have one or two cups of coffee outside of their home in a week, while a similar proportion (30%) consumes three to six cups.

More than one-in-five British Columbians (22%) drink seven or more cups of coffee outside of their home each week.

A third of British Columbians who consume coffee outside of their home (34%) say they never bring their own travel mug to the coffee shop, while about half (46%) say they do this “only a few times” or “some of the time.”

Only 19% of British Columbians who consume coffee outside of their home “always” rely on their travel mug when they visit a coffee shop.

“Three-in-five female coffee drinkers in the province (60%) acknowledge using their travel mug at a coffee shop at least a few times,” says Mario Canseco, President of Research Co. “Among men, the proportion of travel mug users is actually higher, at 71%.”

Among British Columbians who consume coffee outside of their home, the favourite venue to visit is Tim Hortons (43%), followed by Starbucks (31%).

When asked about which stores they never visit, 20% of British Columbians who consume coffee outside of their home mentioned Tim Hortons, while 18% selected Starbucks. About a third (34%) say they do not have a place they would never go to in order to get coffee.

Almost two thirds of British Columbians who consume coffee outside of their home (65%) say they are part of a loyalty program (where they may receive merchandise, rewards, coupons, or free products) at their favourite coffee shop.



Membership in loyalty programs is higher among British Columbians who select Starbucks as their favourite coffee shop (77%) than among those who picked Tim Hortons (65%).

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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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