

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?



	GENDER			AGE			REGION					VOTE IN 2017 ELECTION			FAVOURITE PLACE	
	British Columbia	Male	Female	18-34	35-54	55+	Metro Vancouver	Fraser Valley	Southern BC	Northern BC	Vancouver Island	BC Liberals	BC NDP	BC Green	Starbucks	Tim Hortons
Seven or more cups	22%	23%	21%	20%	22%	22%	25%	19%	19%	7%	20%	26%	22%	16%	30%	25%
Three to six cups	30%	35%	26%	36%	36%	20%	29%	36%	30%	42%	25%	25%	36%	36%	29%	42%
One or two cups	29%	26%	31%	27%	29%	29%	30%	21%	25%	26%	34%	26%	27%	30%	41%	33%
No cups of coffee	20%	17%	22%	17%	12%	29%	16%	23%	26%	25%	21%	22%	14%	18%	0%	0%

What is your favourite place to get coffee outside of your home?



	Drink Coffee		GENDER		AGE			REGION					VOTE IN 2017 ELECTION			FAVOURITE PLACE	
	Outside	Home in BC	Male	Female	18-34	35-54	55+	Metro Vancouver	Fraser Valley	Southern BC	Northern BC	Vancouver Island	BC Liberals	BC NDP	BC Green	Starbucks	Tim Hortons
Tim Hortons	43%		45%	40%	41%	46%	40%	39%	36%	42%	61%	53%	45%	45%	47%	0%	100%
Starbucks	31%		27%	35%	35%	28%	31%	38%	30%	19%	14%	21%	35%	32%	27%	100%	0%
Blenz	6%		7%	5%	8%	5%	5%	6%	0%	11%	9%	4%	5%	4%	9%	0%	0%
Second Cup	6%		7%	5%	7%	7%	4%	4%	15%	9%	10%	6%	3%	3%	9%	0%	0%
Waves	1%		2%	1%	1%	2%	1%	2%	2%	1%	0%	0%	1%	0%	1%	0%	0%
Another coffee shop	6%		6%	7%	5%	6%	8%	5%	7%	9%	0%	9%	6%	10%	3%	0%	0%
I don't have a favourite place	7%		6%	8%	4%	6%	11%	6%	10%	10%	5%	8%	6%	6%	4%	0%	0%

And is there a place to get coffee outside of your home that you would never go to?



	Drink Coffee Outside		GENDER		AGE			REGION					VOTE IN 2017 ELECTION			FAVOURITE PLACE	
	Home in BC		Male	Female	18-34	35-54	55+	Metro Vancouver	Fraser Valley	Southern BC	Northern BC	Vancouver Island	BC Liberals	BC NDP	BC Green	Starbucks	Tim Hortons
Tim Hortons	20%		23%	17%	25%	24%	13%	21%	24%	17%	27%	16%	18%	21%	30%	35%	0%
Starbucks	18%		18%	19%	16%	15%	25%	17%	17%	15%	19%	27%	20%	20%	16%	0%	42%
Second Cup	11%		13%	9%	13%	11%	9%	8%	18%	13%	16%	16%	7%	9%	23%	9%	11%
Blenz	8%		8%	8%	12%	7%	6%	8%	10%	9%	3%	7%	8%	6%	6%	7%	8%
Waves	7%		8%	7%	8%	7%	7%	6%	3%	12%	15%	7%	12%	5%	2%	9%	6%
Another coffee shop	1%		1%	1%	1%	1%	1%	1%	0%	1%	0%	0%	0%	1%	2%	1%	1%
I don't have a place I would never go to	34%		28%	40%	26%	35%	40%	38%	29%	33%	20%	27%	35%	38%	21%	39%	32%

Poll conducted by Research Co. on Coffee in British Columbia - May 9, 2019

Are you part of a loyalty program (where you may receive merchandise, rewards, coupons, or free products) at your favourite coffee shop?



	Drink Coffee Outside Home in BC	GENDER		AGE			REGION					VOTE IN 2017 ELECTION			FAVOURITE PLACE	
		Male	Female	18-34	35-54	55+	Metro Vancouver	Fraser Valley	Southern BC	Northern BC	Vancouver Island	BC Liberals	BC NDP	BC Green	Starbucks	Tim Hortons
Yes, I am	65%	67%	64%	70%	65%	62%	66%	61%	66%	82%	58%	72%	72%	64%	77%	65%
No, I am not	35%	33%	36%	30%	35%	38%	34%	39%	34%	18%	42%	28%	28%	36%	23%	35%

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?



	Drink Coffee		GENDER			AGE			REGION					VOTE IN 2017 ELECTION			FAVOURITE PLACE	
	Outside	Home in BC	Male	Female	18-34	35-54	55+	Metro Vancouver	Fraser Valley	Southern BC	Northern BC	Vancouver Island	BC Liberals	BC NDP	BC Green	Starbucks	Tim Hortons	
All the time	19%	23%	15%	24%	18%	16%	20%	11%	21%	29%	15%	21%	20%	21%	25%	14%		
Most of the time	24%	27%	21%	28%	26%	19%	23%	23%	21%	35%	30%	21%	24%	35%	21%	27%		
Only a few times	22%	20%	24%	24%	26%	17%	23%	25%	24%	32%	16%	24%	24%	23%	24%	22%		
Never	34%	29%	40%	24%	30%	48%	35%	41%	34%	4%	40%	34%	32%	22%	30%	37%		