

Thinking about your own behaviour as a consumer, how often do you do each of the following things?



	British Columbia	GENDER		AGE			REGION					ANNUAL HOUSEHOLD INCOME		
		Male	Female	18-34	35-54	55+	Metro Vancouver	Fraser Valley	Southern BC	Northern BC	Vancouver Island	<\$50K	\$50K- \$100K	\$100K+
<i>Research the environmental practices of companies before purchasing a product or service</i>														
All the time	10%	12%	9%	20%	13%	4%	11%	7%	9%	14%	8%	11%	10%	12%
Some of the time	33%	30%	35%	42%	38%	25%	34%	30%	24%	44%	32%	29%	35%	32%
A few times	21%	19%	23%	21%	15%	25%	19%	16%	28%	26%	25%	22%	20%	21%
Never	36%	40%	33%	17%	34%	46%	36%	48%	39%	16%	35%	38%	36%	36%
<i>Research the social practices of companies before purchasing a product or service</i>														
All the time	9%	11%	8%	18%	13%	3%	10%	7%	7%	12%	9%	10%	9%	11%
Some of the time	30%	28%	32%	41%	34%	21%	31%	33%	22%	42%	26%	25%	33%	32%
A few times	23%	22%	23%	25%	18%	25%	22%	10%	28%	30%	25%	24%	20%	20%
Never	38%	39%	36%	16%	35%	50%	37%	51%	43%	16%	39%	40%	37%	37%
<i>Research the labour practices of companies before purchasing a product or service</i>														
All the time	10%	11%	8%	18%	11%	4%	10%	5%	10%	12%	8%	10%	10%	10%
Some of the time	27%	26%	29%	35%	31%	21%	28%	26%	23%	30%	28%	25%	31%	26%
A few times	23%	22%	24%	26%	19%	24%	24%	16%	17%	32%	25%	22%	22%	25%
Never	40%	41%	39%	20%	39%	50%	39%	52%	50%	26%	38%	44%	37%	40%

Thinking of your recent experience as a consumer, how often do you review a company's social, environmental, labour and/or investment practices in each of the following scenarios?



	British Columbia	GENDER		AGE			REGION					ANNUAL HOUSEHOLD INCOME		
		Male	Female	18-34	35-54	55+	Metro Vancouver	Fraser Valley	Southern BC	Northern BC	Vancouver Island	<\$50K	\$50K-\$100K	\$100K+
When shopping for groceries														
All the time	13%	13%	13%	24%	14%	7%	13%	7%	10%	18%	14%	14%	12%	11%
Some of the time	28%	26%	31%	30%	30%	26%	28%	25%	28%	28%	30%	27%	28%	30%
A few times	22%	22%	23%	25%	23%	21%	24%	21%	18%	30%	18%	19%	23%	26%
Never	37%	39%	34%	21%	34%	46%	35%	48%	45%	24%	38%	39%	36%	34%
When shopping for household goods/durables														
All the time	11%	10%	11%	18%	11%	7%	12%	5%	8%	10%	8%	13%	9%	11%
Some of the time	28%	24%	31%	38%	32%	20%	27%	31%	26%	38%	28%	24%	30%	28%
A few times	23%	25%	21%	23%	22%	23%	23%	16%	26%	28%	22%	21%	23%	25%
Never	39%	41%	37%	21%	35%	50%	38%	48%	40%	24%	42%	42%	38%	36%
When shopping for cleaning products														
All the time	13%	11%	14%	20%	14%	8%	12%	8%	13%	16%	15%	15%	11%	12%
Some of the time	26%	24%	27%	33%	29%	20%	27%	21%	21%	40%	23%	22%	28%	26%
A few times	20%	20%	21%	24%	20%	19%	21%	20%	19%	18%	20%	19%	19%	23%
Never	41%	45%	38%	23%	37%	53%	40%	51%	48%	26%	42%	43%	42%	39%
When shopping for electronics														
All the time	12%	11%	12%	19%	13%	7%	12%	13%	12%	18%	9%	13%	10%	11%
Some of the time	24%	24%	24%	29%	29%	19%	25%	15%	23%	30%	25%	22%	24%	27%
A few times	22%	22%	22%	28%	19%	21%	22%	21%	19%	24%	23%	20%	25%	22%
Never	42%	42%	42%	24%	39%	52%	41%	51%	47%	28%	42%	45%	41%	39%
When shopping for clothing or shoes														
All the time	11%	11%	11%	19%	14%	5%	12%	13%	8%	10%	8%	11%	10%	13%
Some of the time	29%	25%	32%	39%	30%	22%	30%	11%	24%	32%	31%	26%	29%	28%
A few times	22%	21%	24%	23%	21%	23%	22%	21%	26%	26%	24%	21%	24%	21%
Never	38%	43%	33%	19%	35%	49%	37%	54%	43%	32%	37%	41%	37%	38%
When shopping for a vehicle														
All the time	16%	15%	16%	22%	15%	13%	16%	20%	14%	18%	12%	14%	15%	17%
Some of the time	22%	21%	23%	30%	24%	17%	23%	13%	16%	32%	24%	20%	21%	26%
A few times	20%	22%	19%	21%	21%	19%	22%	15%	20%	18%	17%	16%	25%	20%
Never	42%	42%	42%	27%	40%	51%	40%	52%	50%	32%	47%	50%	39%	37%
When going to a restaurant for dinner														
All the time	11%	11%	10%	21%	12%	5%	12%	7%	6%	4%	10%	12%	10%	12%
Some of the time	26%	25%	27%	30%	32%	20%	26%	23%	25%	34%	27%	22%	27%	29%
A few times	20%	18%	22%	26%	16%	20%	20%	13%	24%	32%	16%	20%	20%	20%
Never	43%	46%	40%	23%	41%	54%	42%	57%	45%	30%	47%	46%	43%	39%

Poll conducted by Research Co. on Consumer Behaviour in British Columbia - September 11, 2019

Over the course of your life, have you boycotted (that is, voluntarily abstained from using, buying or dealing with) an organization or establishment?



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		Male	Female	18-34	35-54	55+	Metro Vancouver	Fraser Valley	Southern BC	Northern BC	Vancouver Island	<\$50K	\$50K-\$100K	\$100K+
Yes, I have	55%	53%	58%	54%	51%	59%	54%	51%	61%	60%	62%	53%	61%	53%
No, I have not	45%	47%	42%	46%	49%	41%	46%	49%	39%	40%	38%	47%	39%	47%

Did you, personally, boycott an organization or establishment for each of the following reasons?



	Boycotted in BC	GENDER		AGE			REGION					ANNUAL HOUSEHOLD INCOME		
		Male	Female	18-34	35-54	55+	Metro Vancouver	Fraser Valley	Southern BC	Northern BC	Vancouver Island	<\$50K	\$50K-\$100K	\$100K+
Disagreement with how an organization or establishment pays or treats its employees	50%	44%	56%	53%	39%	55%	50%	45%	49%	37%	49%	53%	53%	47%
Disagreement with the ownership of an organization or establishment	37%	39%	35%	33%	36%	39%	41%	26%	38%	33%	36%	31%	40%	36%
Disagreement with the environmental practices of an organization or establishment	43%	40%	46%	46%	45%	41%	38%	39%	42%	63%	49%	51%	43%	36%
Disagreement with the animal welfare practices of an organization or establishment	33%	23%	42%	40%	34%	30%	34%	35%	33%	37%	36%	40%	31%	30%
Other	14%	19%	9%	9%	16%	15%	10%	23%	18%	10%	14%	17%	11%	15%
None of these	4%	5%	2%	4%	5%	3%	6%	3%	4%	0%	5%	5%	2%	2%