



PRESS RELEASE | British Columbia

Methodology:

Results are based on an online study conducted from November 15 to November 17, 2021, among 800 adults in British Columbia. The data has been statistically weighted according to Canadian census figures for age, gender and region in Canada. The margin of error—which measures sample variability—is plus or minus 3.5 percentage points, 19 times out of 20.

Which of these statements comes closest to your own point of view?

I definitely prefer buying things online than in person
– 17%

I probably prefer buying things online than in person
– 24%

I probably prefer buying things in person than online
– 30%

I definitely prefer buying things in person than online
– 24%

Not sure – 6%

Shopping Habits of British Columbians Altered by Pandemic

A majority of the province's residents aged 18-to-34 acknowledge that they prefer to buy things online instead of in person.

Vancouver, BC [December 3, 2021] – British Columbians are not visiting restaurants and coffee shops as much as they did before the COVID-19 pandemic, and more than a third are relying on online platforms more often to acquire items and gifts, a new Research Co. poll has found.

In the online survey of a representative provincial sample, at least three-in-five British Columbians say they are visiting a sit-down restaurant less often than before the pandemic for breakfast (60%), lunch (62%) or dinner (65%).

Almost two thirds of British Columbians (64%) also acknowledge that they are having a drink at a pub or bar less often than they did two years ago.

Significant proportions of British Columbians also report visiting coffee shops less often to purchase beverages or snacks to go (40%) or to be enjoyed inside the venue (59%).

Seven-in-ten British Columbians of East Asian descent (70%) say they are dining out less often than they did before the pandemic. Two thirds of the province's residents of European (66%) and First Nations origins (also 66%) are also not visiting restaurants for dinner as often as they used to.

Across the province, 27% of British Columbians say they are buying groceries in person less often now than two years ago. About two-in-five of the province's residents also say they are going to stores less often than before the pandemic to purchase items for the home or family (38%) or to buy gifts (42%).

Conversely, 22% of British Columbians say they are purchasing groceries online for home delivery more often than two years ago. More than a third are also relying on online platforms more often now to acquire gifts (36%) or items for the home or family (38%).

When asked if they prefer buying things online or in person, a majority of British Columbians (54%) express a predilection for in store purchases, while two-in-five (41%) say they would rather use the internet.

"There are some clear generational differences when British Columbians are asked about how they like to buy things," says Mario Canseco, President of Research Co. "Most of the province's residents aged 18-to-34 (56%) prefer online platforms, those aged



PRESS RELEASE | British Columbia

55 and over are fonder of buying things in person (71%) and those aged 35-to-54 are evenly split."

==30==

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.

==30==

Media contact:

Mario Canseco, President, Research Co.
[c] 778.929.0490
[e] mario.canseco@researchco.ca

==30==



mario.canseco@researchco.ca



mario_canseco



778.929.0490



Mario Canseco