

October 2025

Surrey Consumer Insights Report



Background

Through this survey, the City of Surrey Economic Investment Services team hopes to better understand the spending habits, shopping preferences and concerns of Surrey residents and to use this information to inform businesses on how they can better serve the Surrey community. Additionally, Economic Investment Services will be using the information provided to attract new and exciting retailers to the City to better meet residents' shopping needs.

The survey focused on spending in the month of **October 2025**.

These results are based on 1,216 completed responses received from two online surveys:

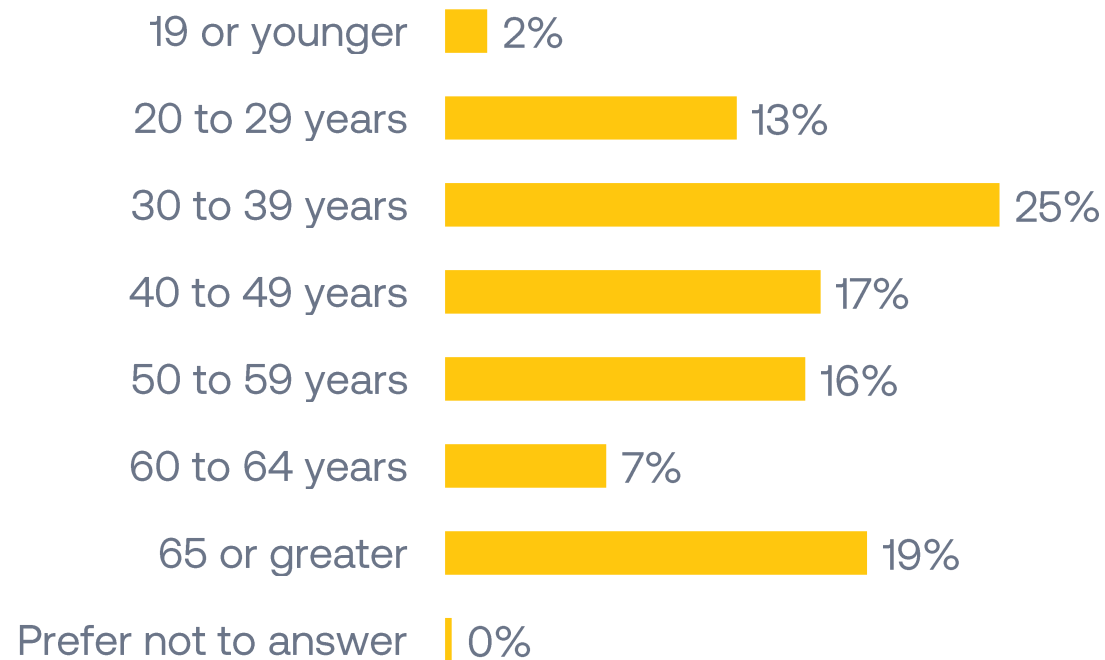
CitySpeaks Panel Survey: 1,166 completed submissions from November 1 to November 24, 2025

Open Community Survey (e.g., eNews, panel referrals): 50 completed submissions from November 1 to November 24, 2025.

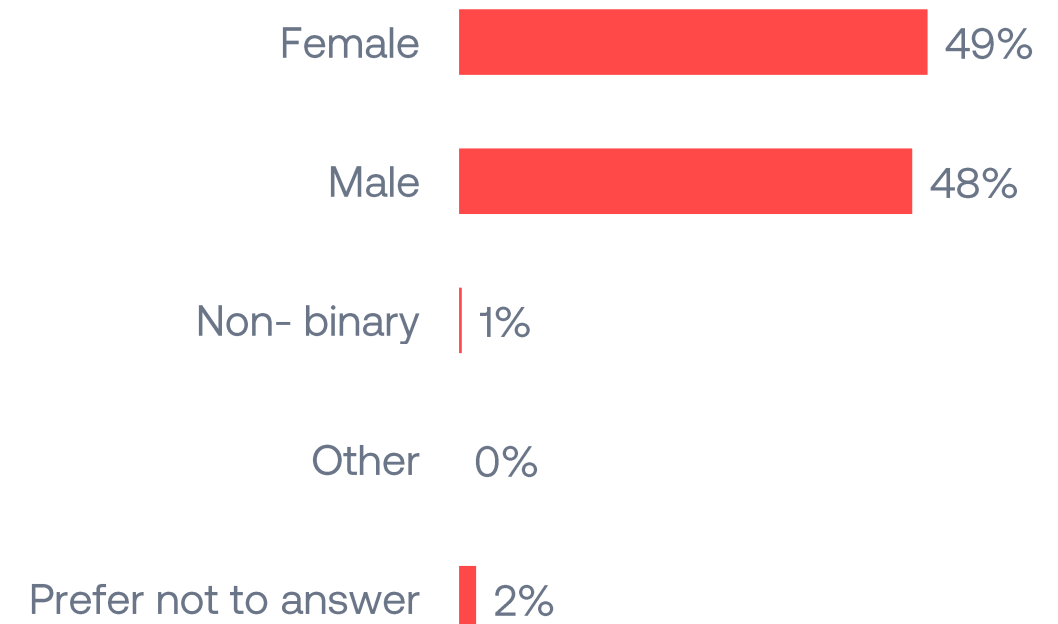
The results are weighted to the City of Surrey's population based on age and gender. With a probability sample of 1,216 residents of Surrey, we could expect a margin of error for this survey of +/- 2.8%, 19 times out of 20.

Profile of Survey Participants (#1)

Age Range



Gender



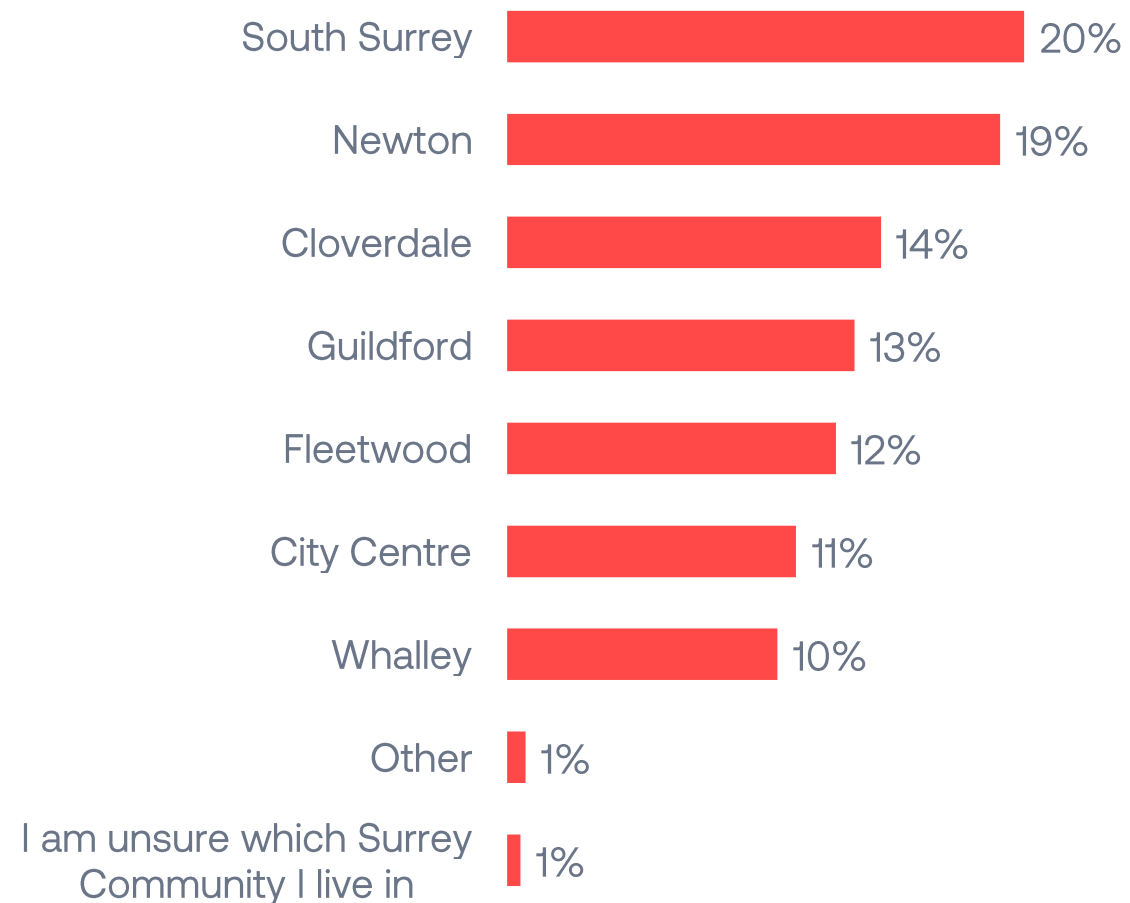
DEMOGRAPHICS

Demographics are provided as background on the composition of survey respondents.

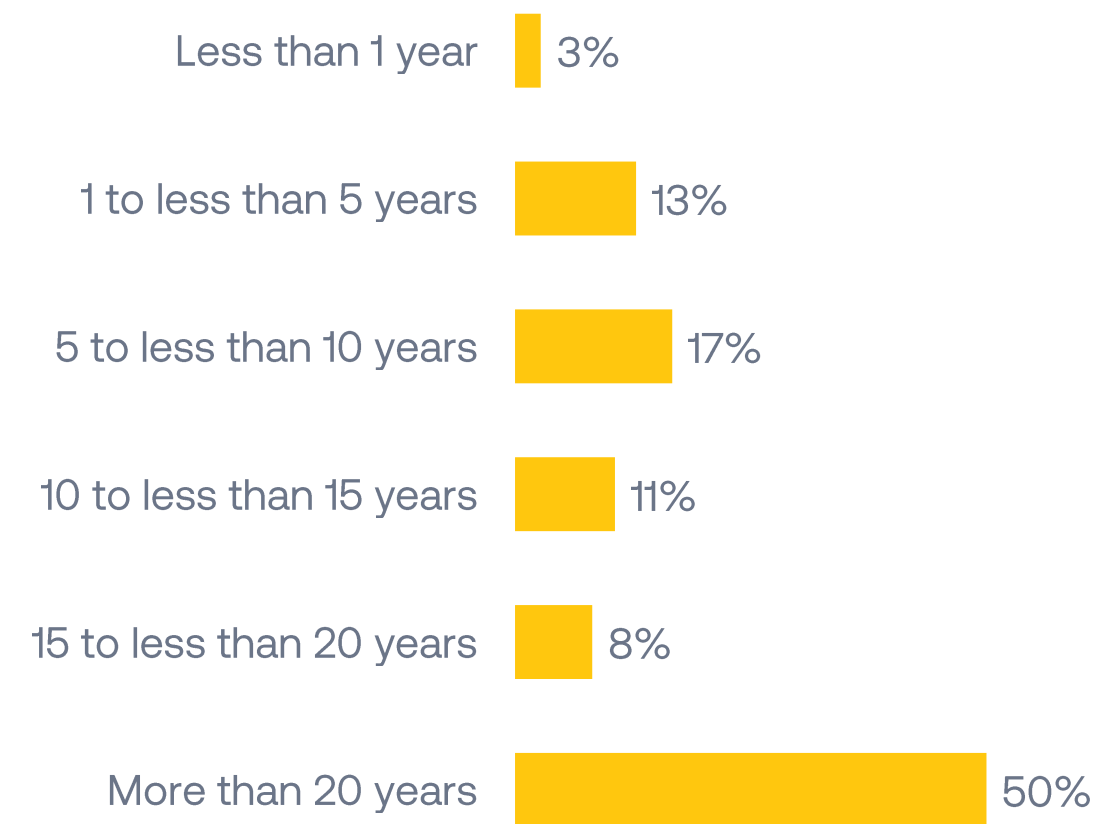
Please note these results are weighted to the City of Surrey's population based on age and gender.

Profile of Survey Participants (#2)

Surrey Community

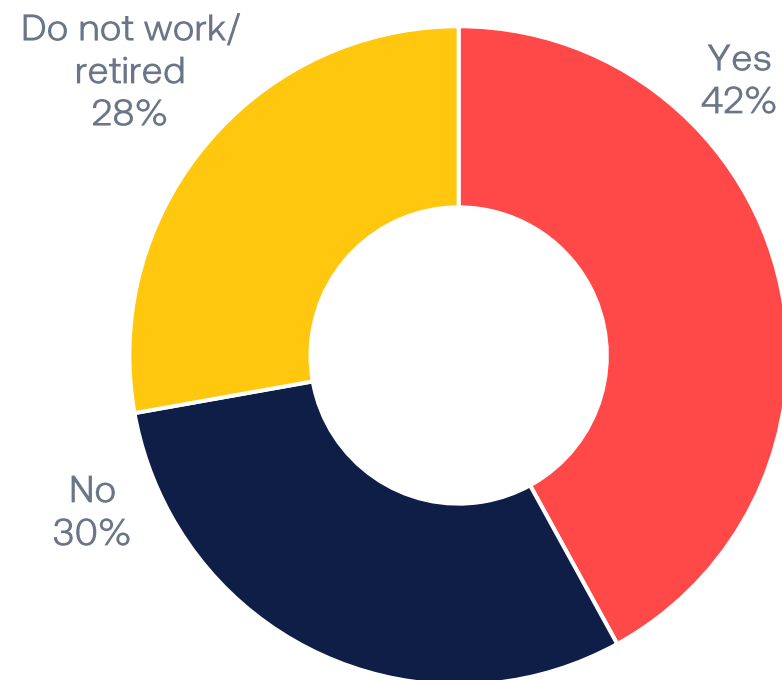


Years Living in Surrey

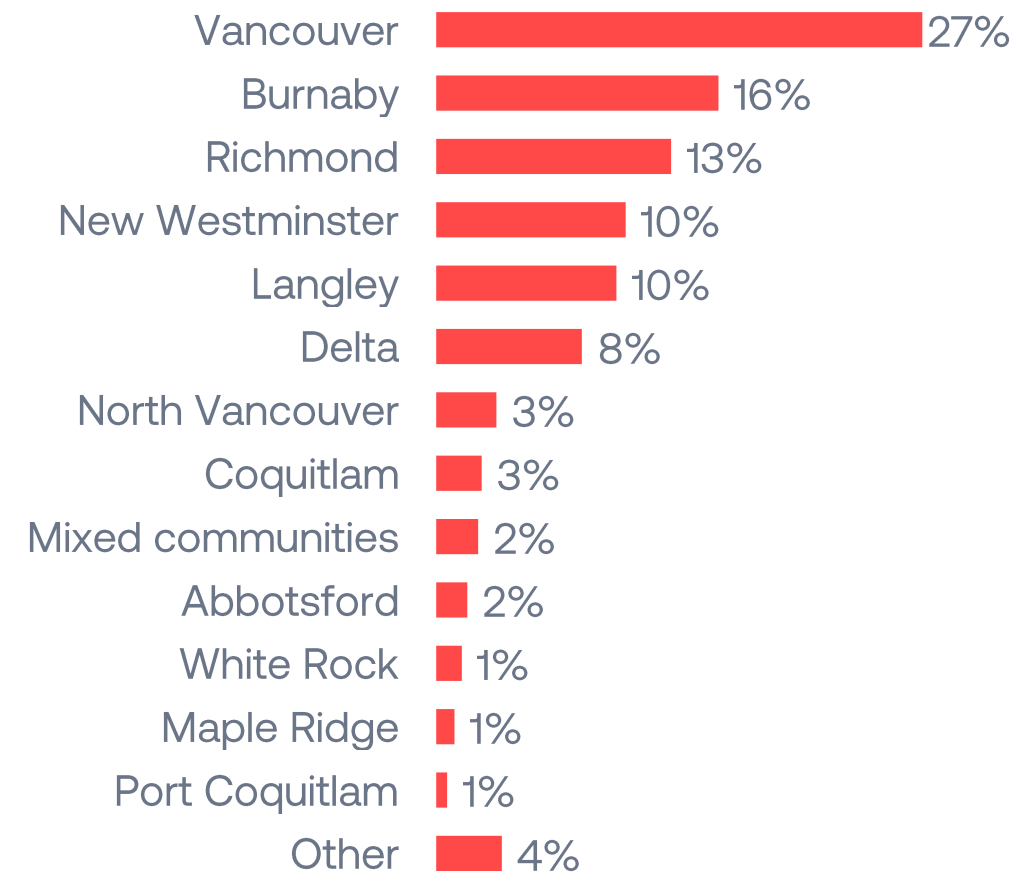


Profile of Survey Participants (#3)

Work in Surrey

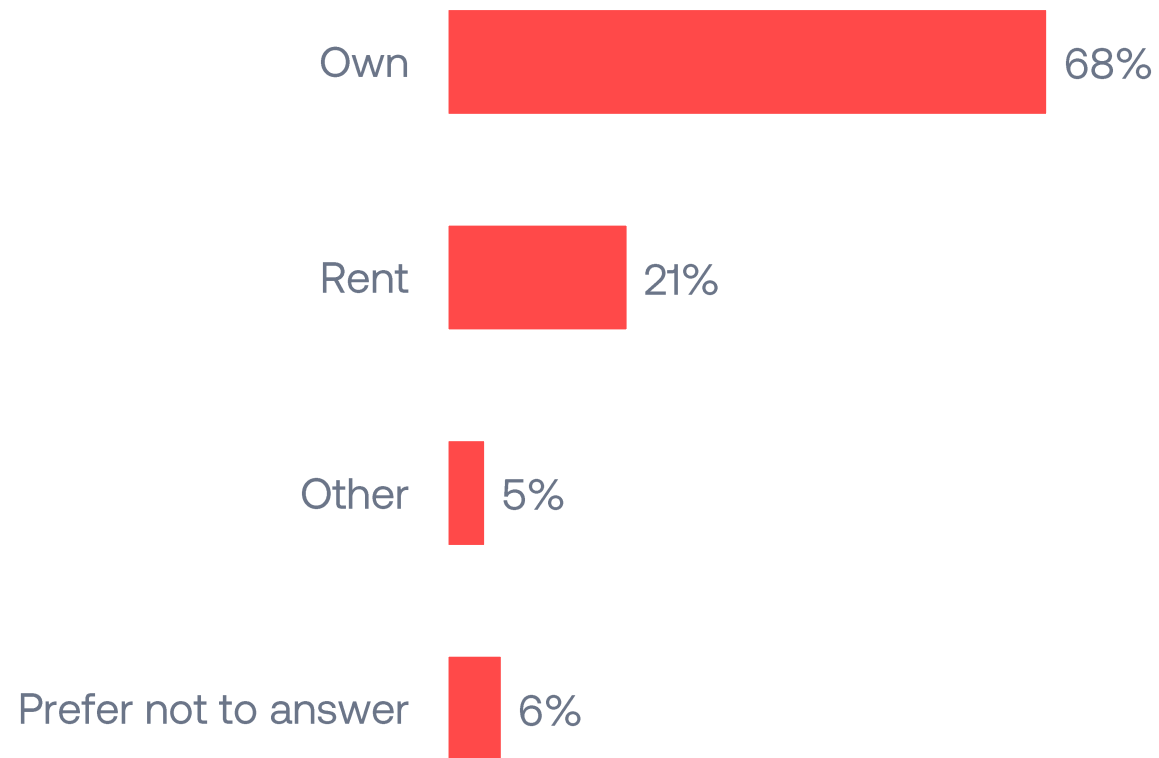


Work Location (outside Surrey)

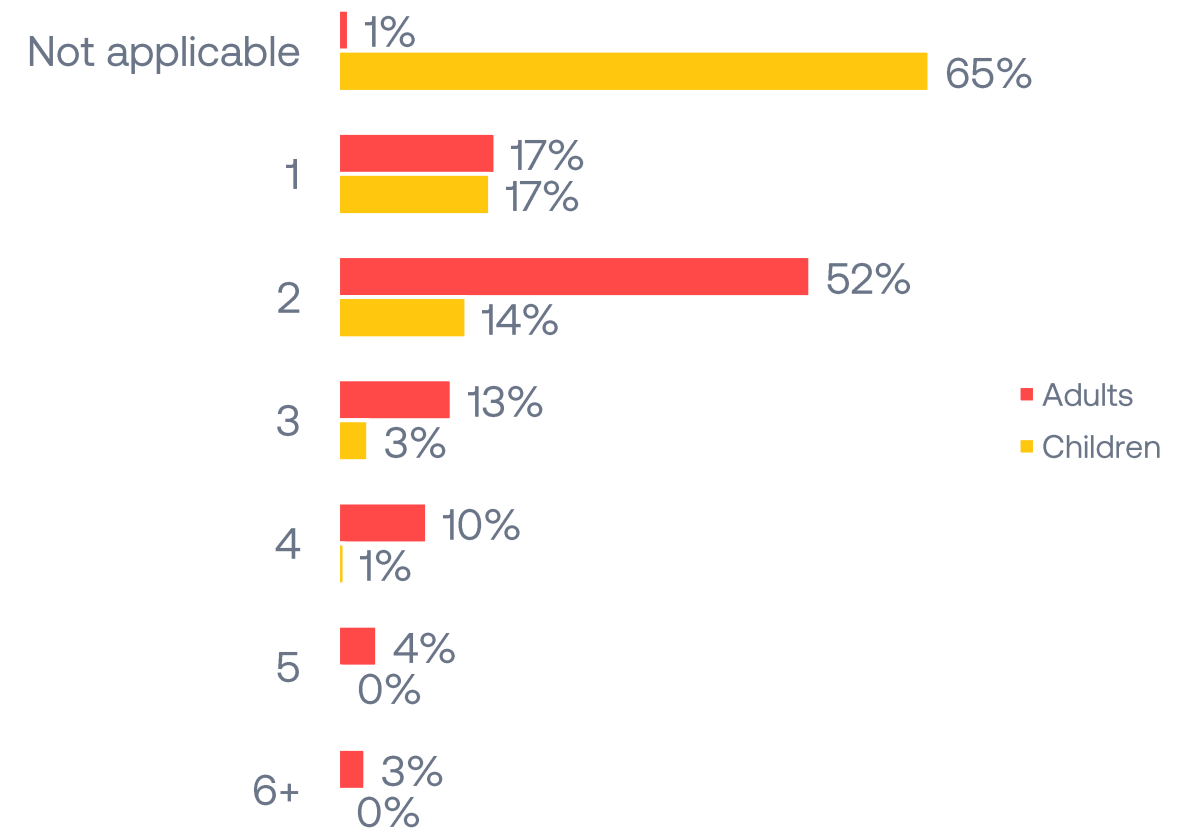


Profile of Survey Participants (#4)

Tenure

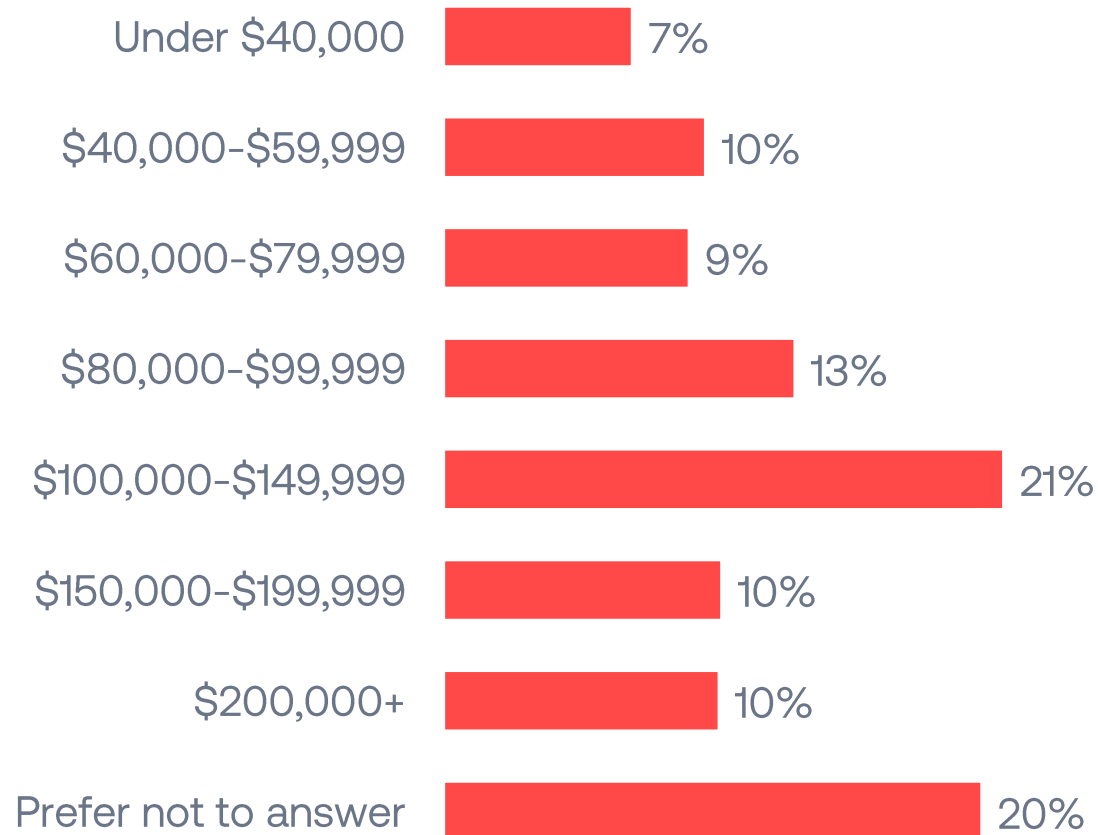


Household Members

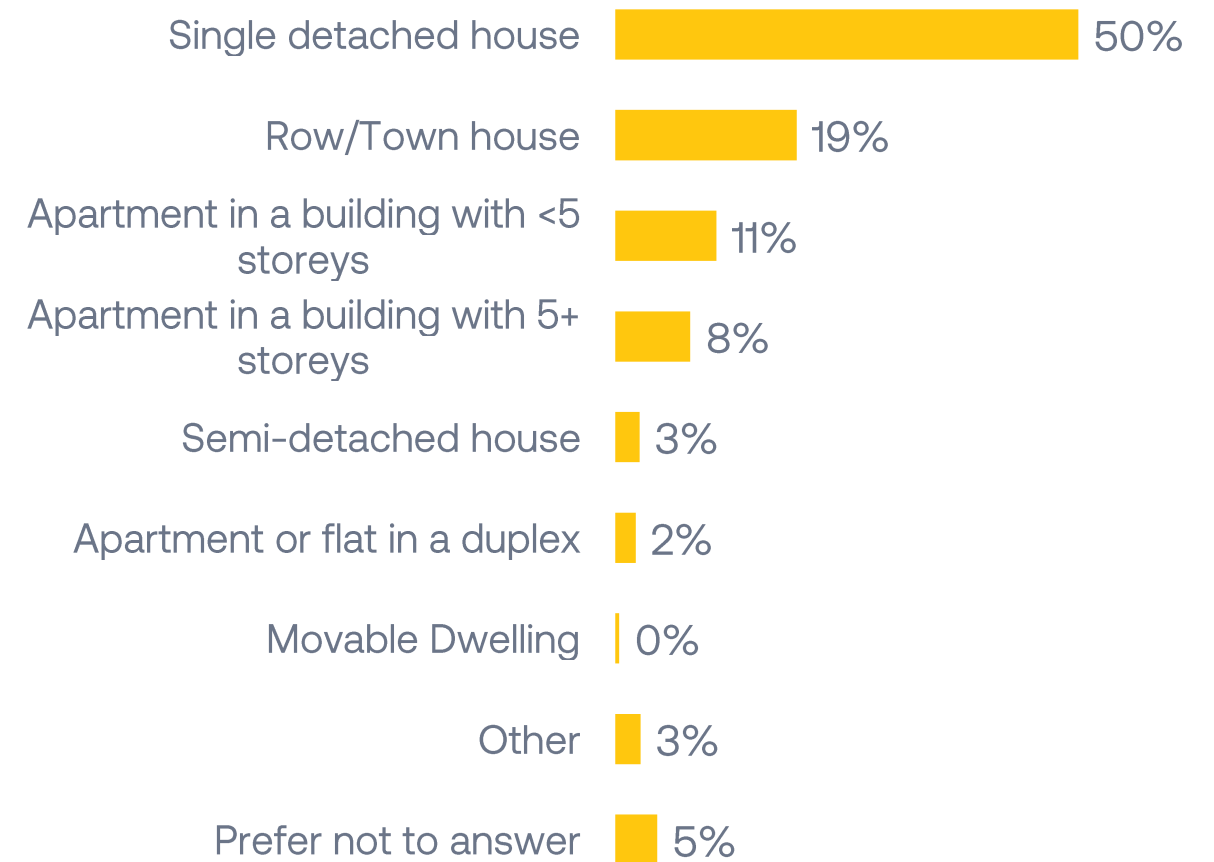


Profile of Survey Participants (#5)

Household Income

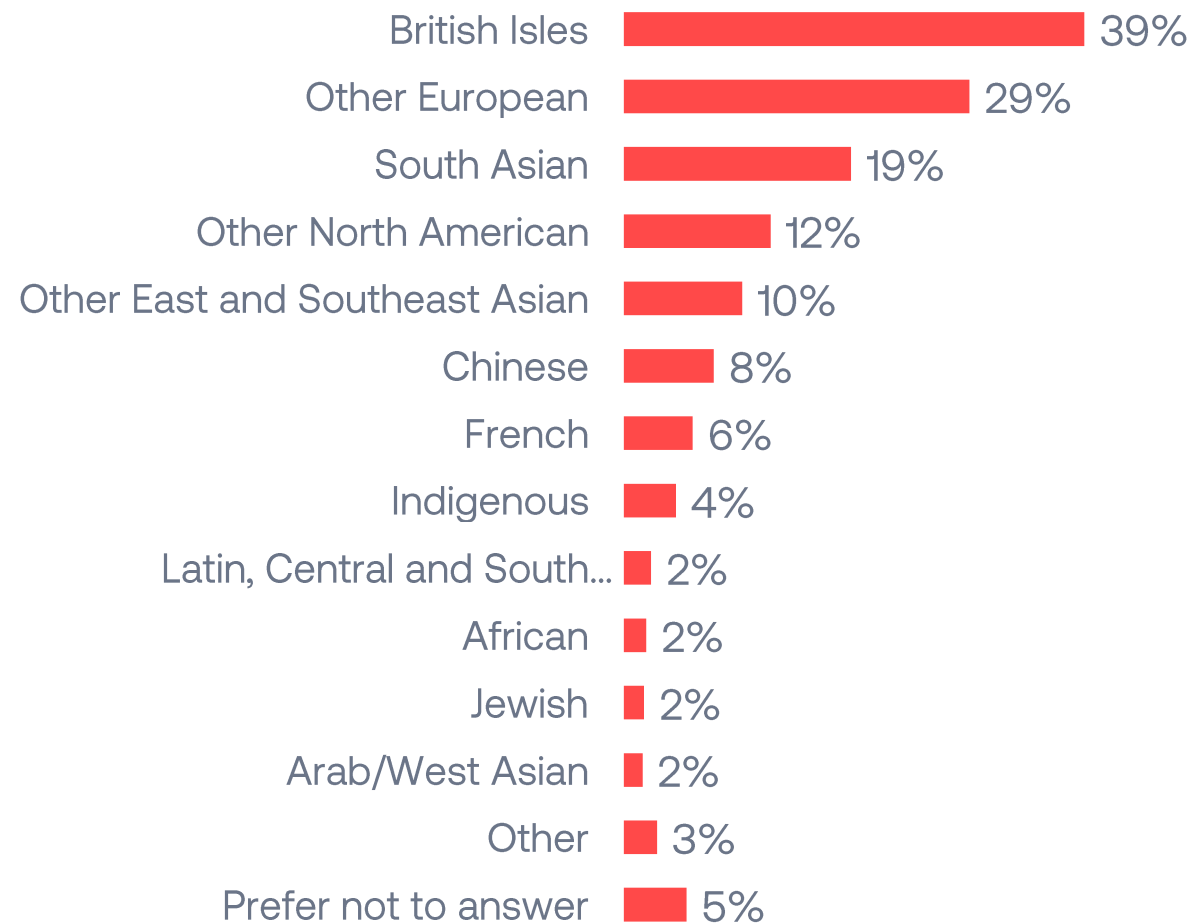


Housing Type

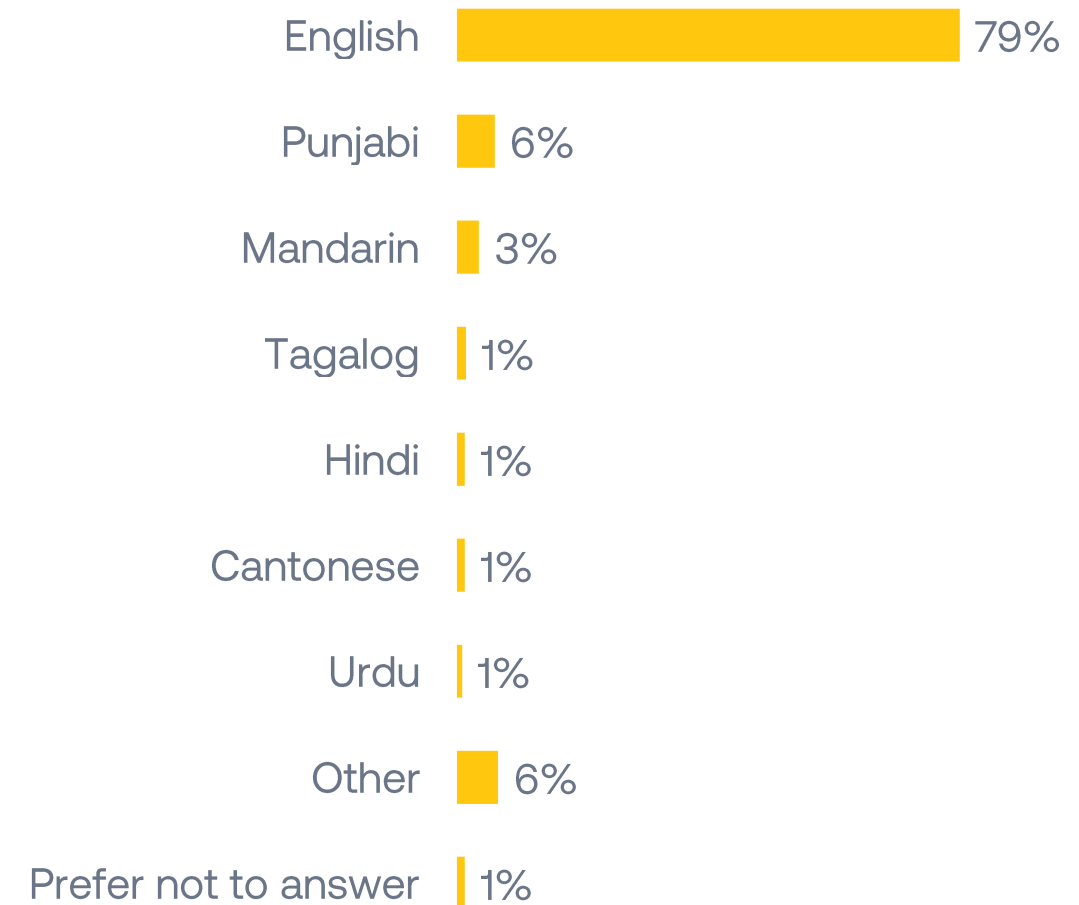


Profile of Survey Participants (#6)

Ethnicity/Cultural Origins

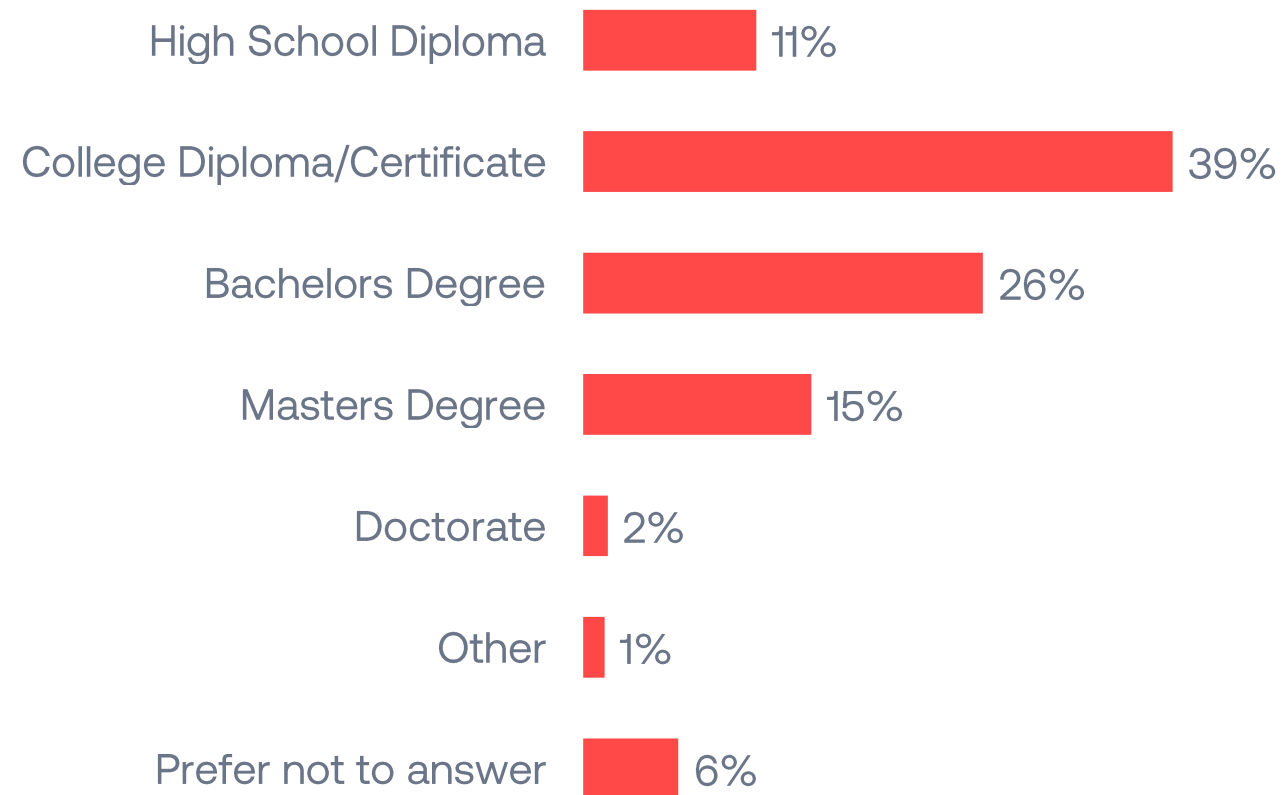


Language Spoken most often at Home

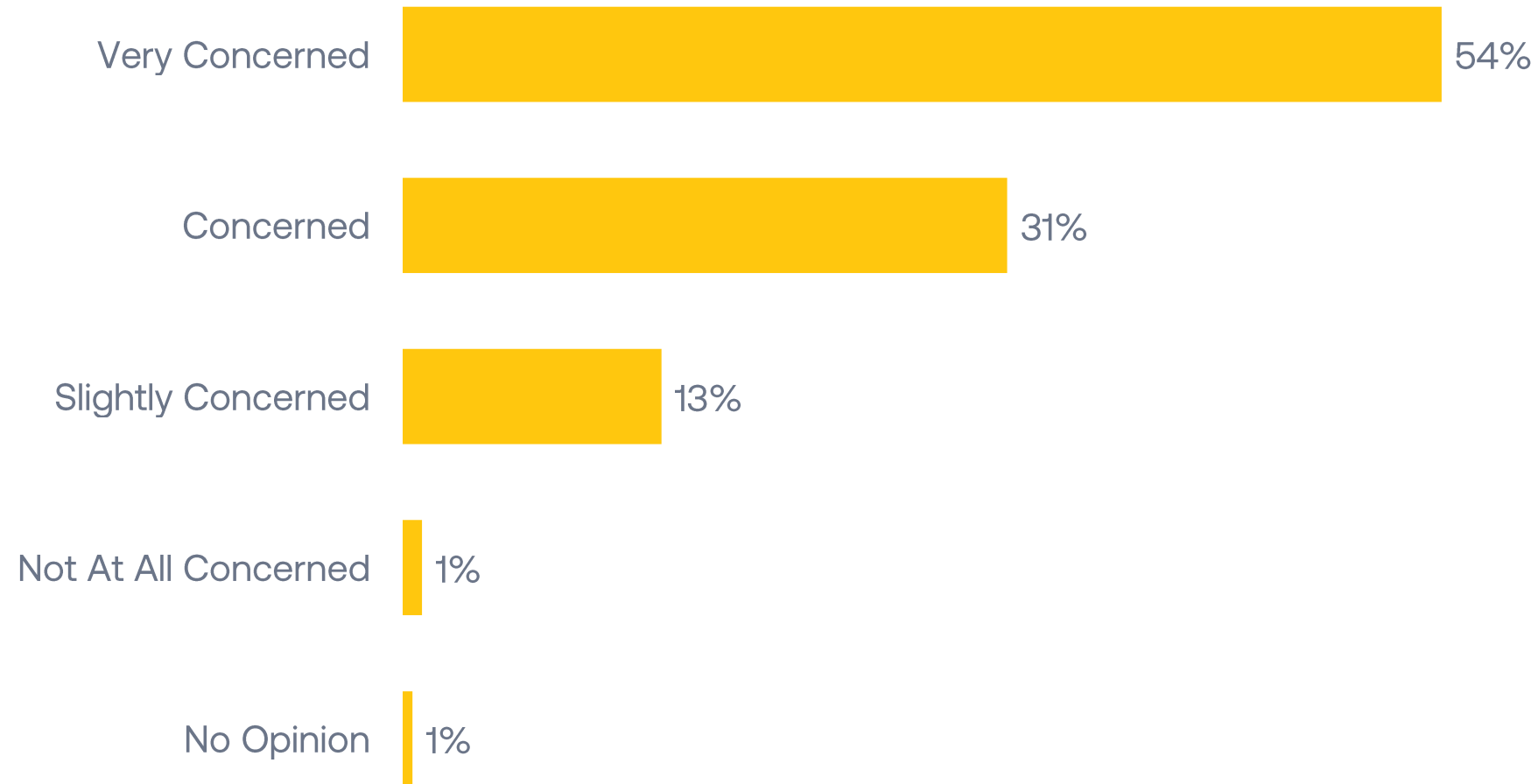


Profile of Survey Participants (#7)

Educational Level



Potential Impacts of Inflation

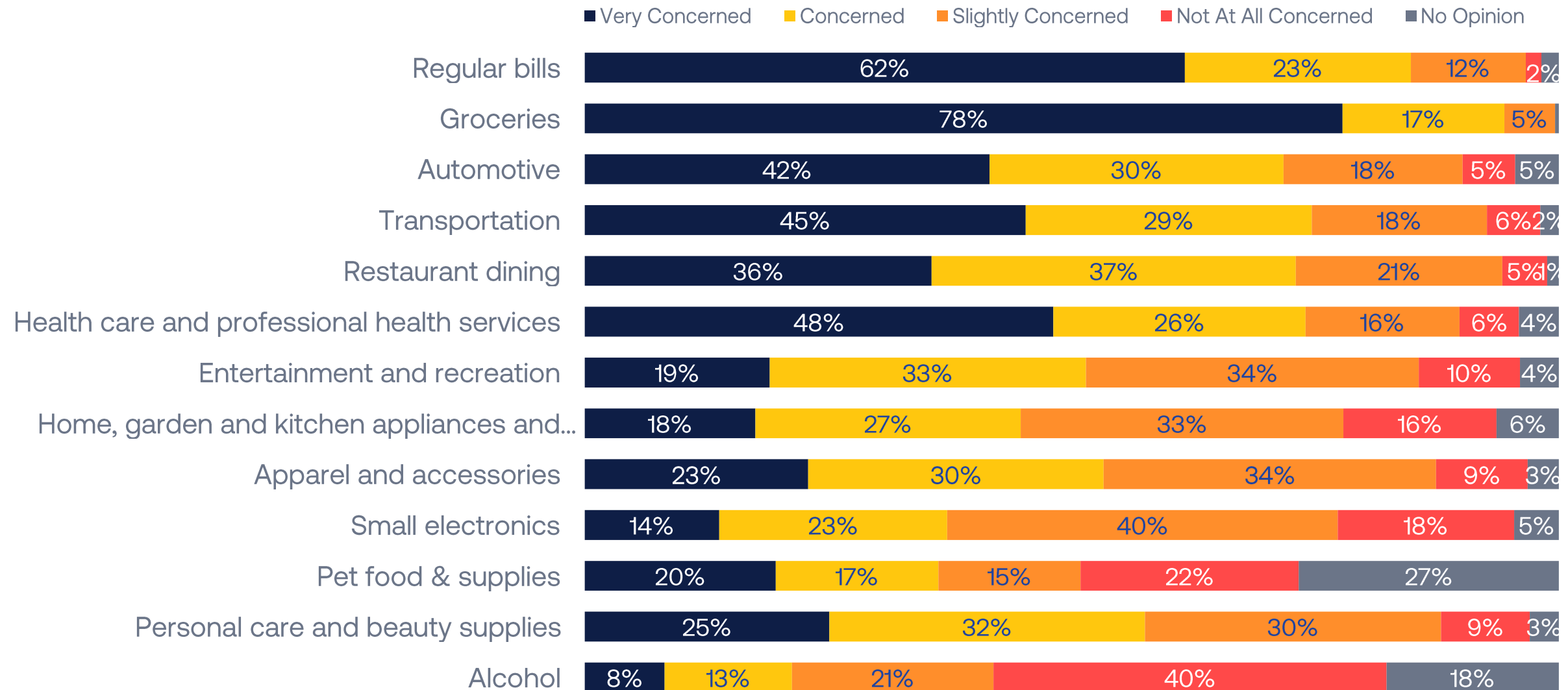


Q: How concerned are you about price increases on products during the next 6 months?

Total participants: 1216

Level of Concern over Price Increases by Retail Sector

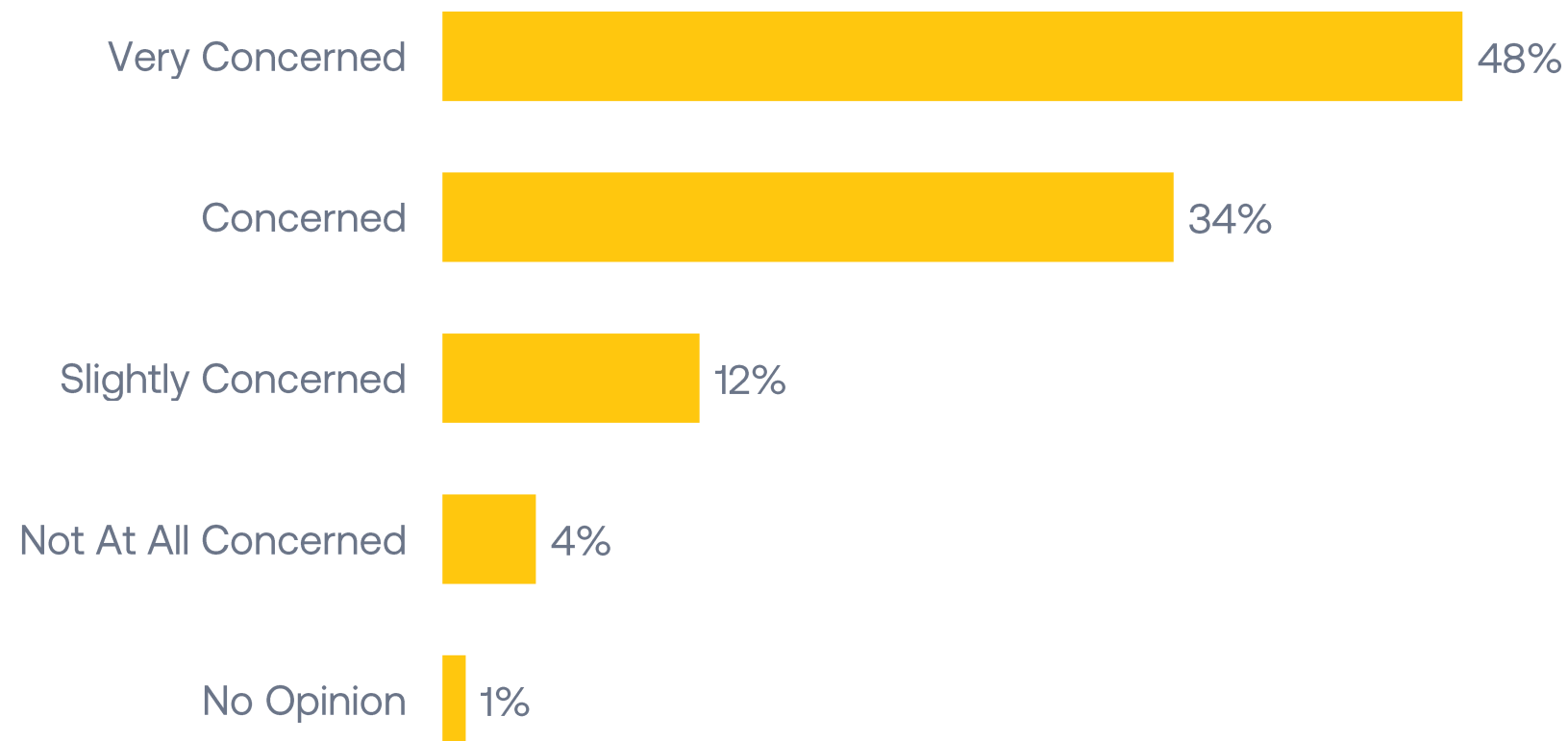
(sorted in order of monthly spend)



Q: For each of the following product types, please provide your level of concern over price increases:

Total participants: 1196 (Those who selected *Very Concerned*, *Concerned* or *Slightly Concerned* in previous question, *How concerned are you about price increases on products during the next 6 months?*)

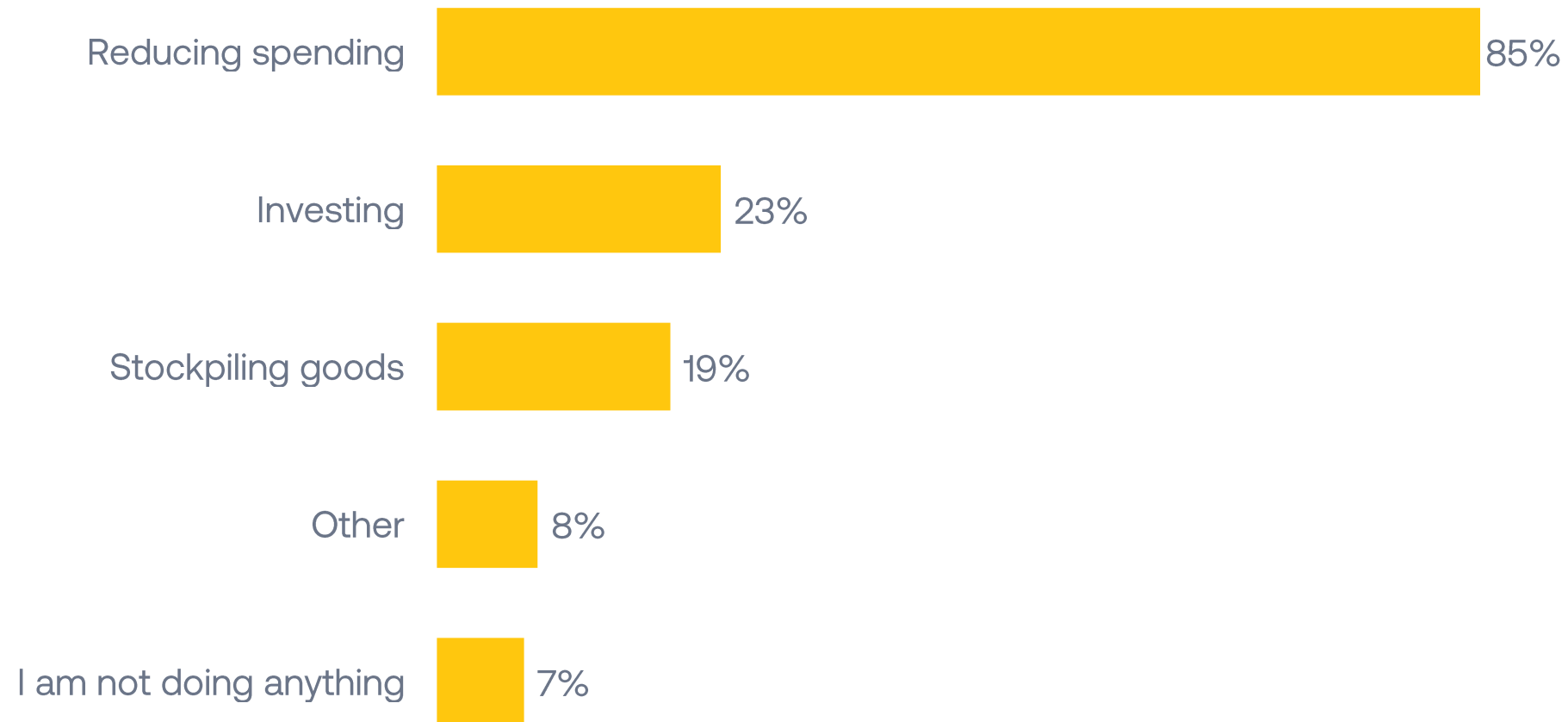
Level of Concern about the United States levying tariffs on Canadian goods



Q:How concerned are you about the United States levying tariffs on Canadian goods?

Total participants: 1196 (Those who selected *Very Concerned*, *Concerned* or *Slightly Concerned* in previous question, *How concerned are you about price increases on products during the next 6 months?*)

Actions to Protect against Price Increases

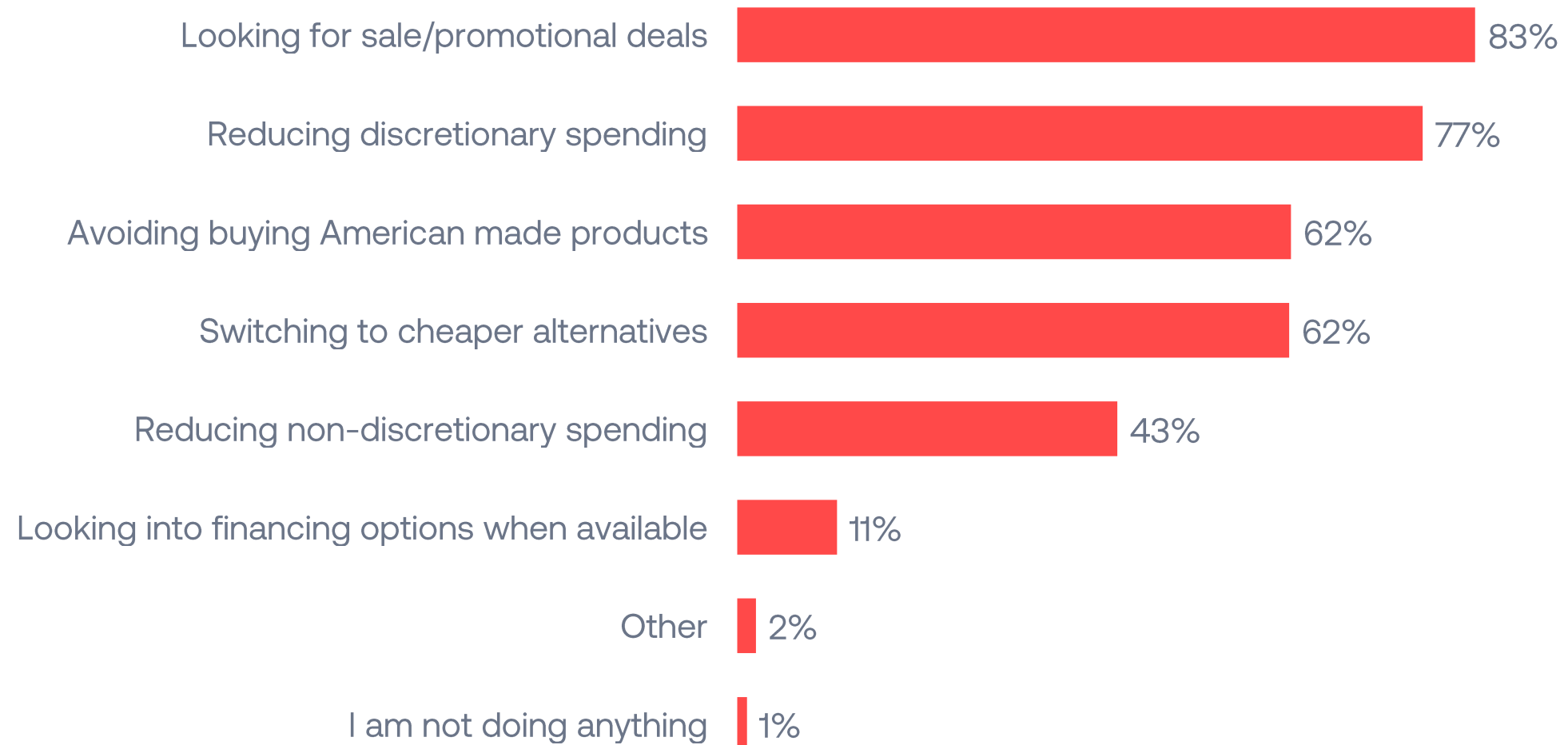


Q: What actions are you taking to protect yourself against price increases?

Please refer to the Data file to read all the comments submitted for this question.

Total participants: 1196 (Those who selected *Very Concerned*, *Concerned* or *Slightly Concerned* in previous question, *How concerned are you about price increases on products during the next 6 months?*)

Actions in Response to Price Increases

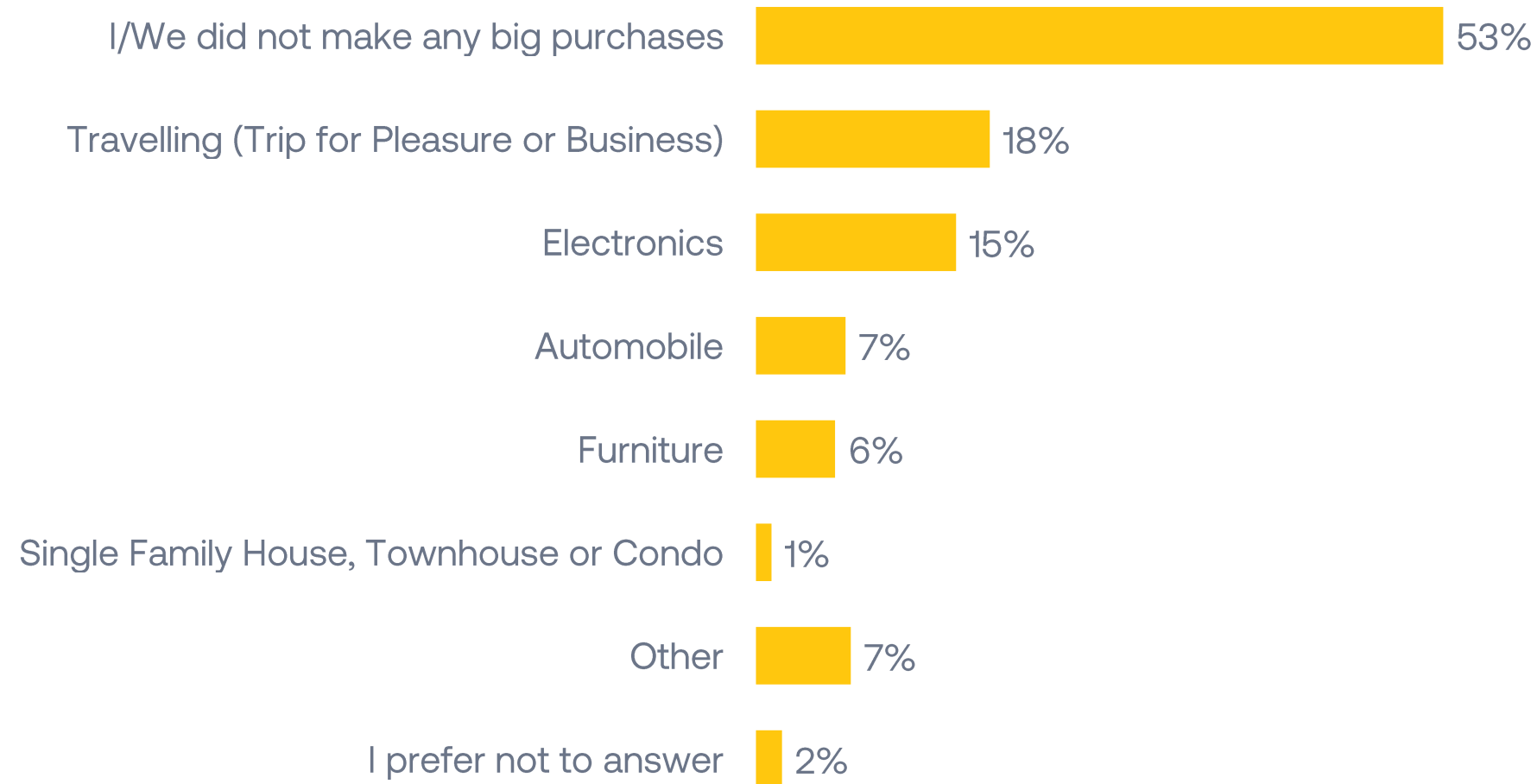


Q: Are you doing any of the following in response to price increases?

Please refer to the Data file to read all the comments submitted for this question.

Total participants: 1196 (Those who selected *Very Concerned*, *Concerned* or *Slightly Concerned* in previous question, *How concerned are you about price increases on products during the next 6 months?*)

Big Household Purchases



Q: Thinking about April 2025, what were the one-time, big-ticket items your household purchased in that month? Any item that was not part of your regular spending pattern and was relatively a big purchase.

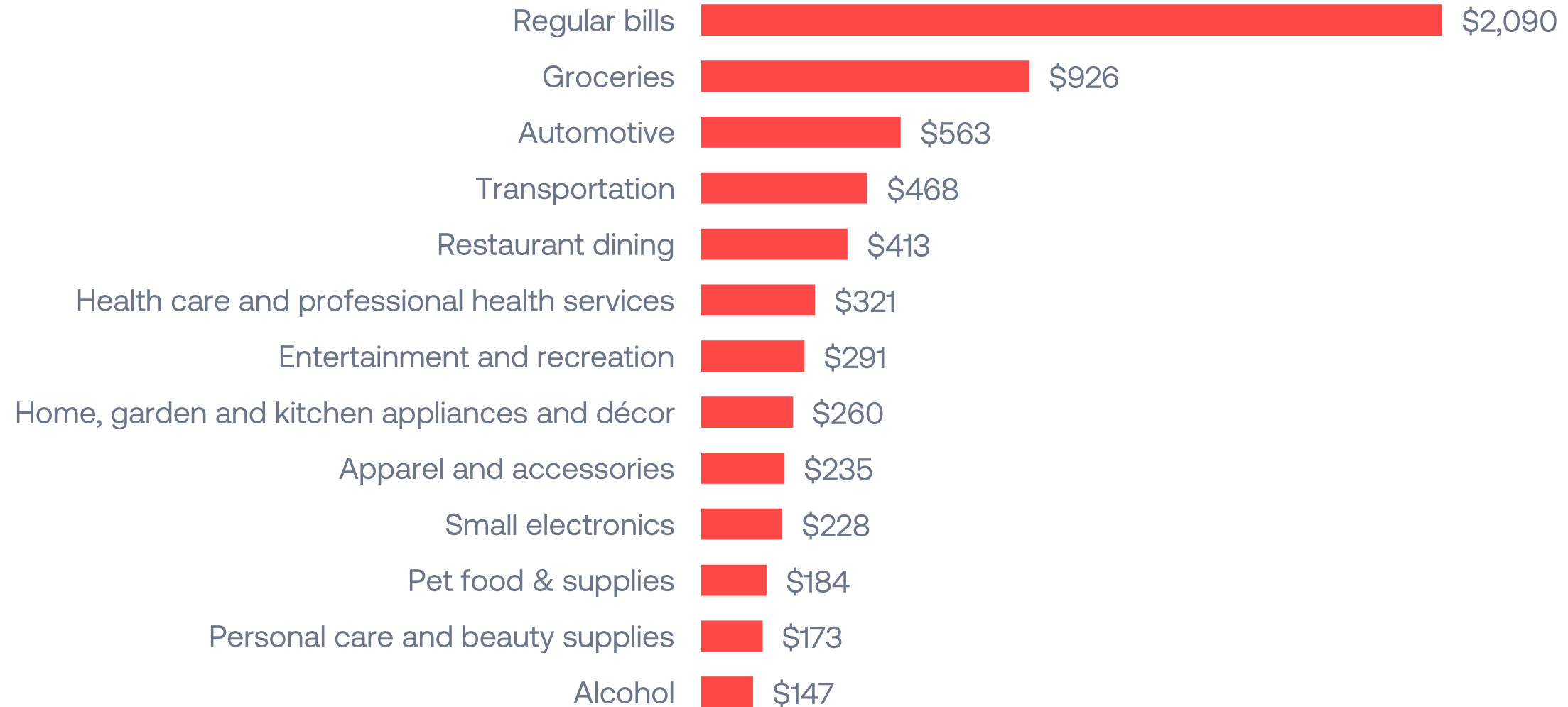
Please refer to the Data file to read all the comments submitted for this question.

Total participants: 1216

Retail Sector Overview

Retail Sector	Products/Services including....
Entertainment and recreation	live events, movies, recreational services, etc.
Restaurant dining	food, and beverage services including restaurants, coffee shops, bubble tea and bars
Groceries	food and non-alcoholic beverages
Personal care and beauty supplies	personal grooming services, articles/ products for personal care, electrical appliances for personal care, etc.
Apparel and accessories	clothing, footwear and accessories
Small electronics	headphones, home automation, smart lighting, etc.
Transportation	fuel, ride sharing, public transportation, car rental costs and parking
Automotive	automotive parts, accessories, maintenance, repair, and other automotive services (excluding new vehicle purchases and lease/financing bills)
Home, garden & kitchen appliances and décor	furnishings, household equipment and other related goods and services
Pet food and supplies	pet food and supplies
Alcohol	liquor store purchases and excluding dining out
Regular bills	mortgage/rent, bills and utilities (internet, phone, electricity, television, etc.), insurance, gifts and donations, etc.
Health care and professional health services	medications, dentistry, registered massage therapy, etc.

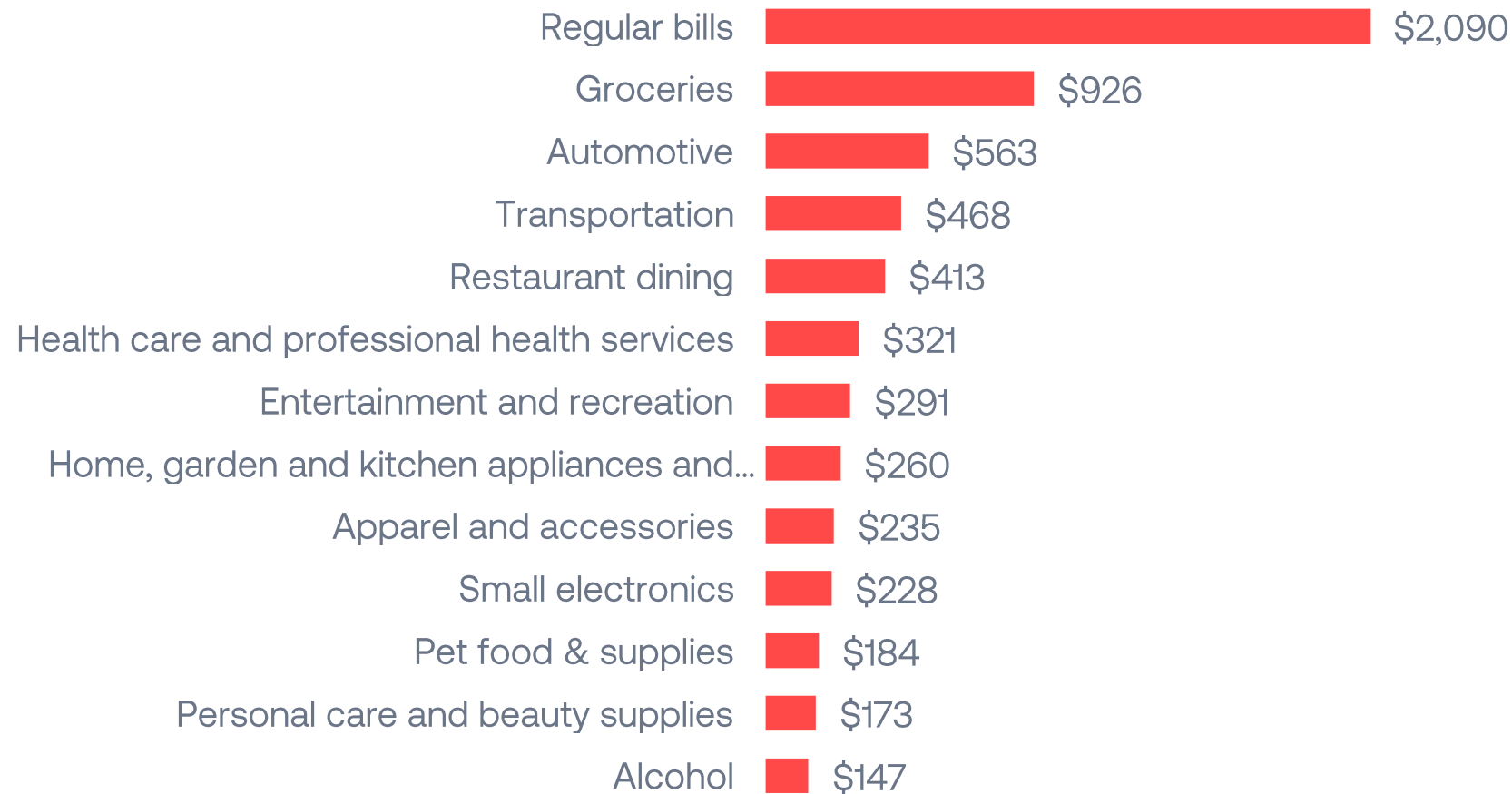
Average Monthly Household Purchases



Q: During the month of April 2025, approximately how much did your household spend on the following product types, excluding the big-ticket items listed in the previous question? Please note that we have purposely made the maximum spend per category large (just in case) so that they could all be on the same scale.

Total participants: 1216

Average Monthly Household Purchases



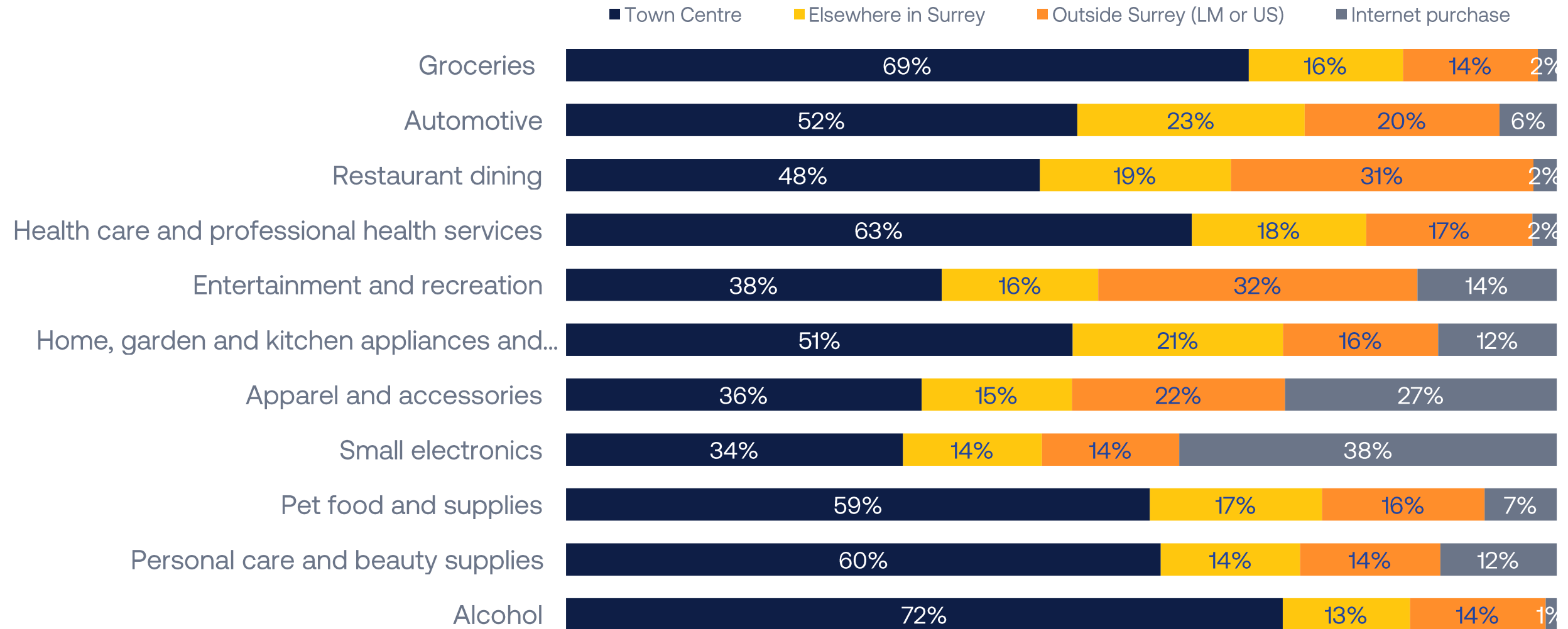
Retail Sectors	BC Average 2023
Regular bills	n/a
Groceries	\$708
Automotive	\$257
Transportation	\$289
Restaurant dining	\$300
Health care and professional health services	\$262
Entertainment and recreation	\$502
Home, garden and kitchen appliances and décor	\$313
Apparel and accessories	\$211
Small electronics	n/a
Pet food and supplies	\$32
Personal care and beauty supplies	\$163
Alcohol	\$104

Q: During the month of April 2025, approximately how much did your household spend on the following product types, excluding the big-ticket items listed in the previous question? Please note that we have purposely made the maximum spend per category large (just in case) so that they could all be on the same scale.

Total participants: 1216

Spending In & Out of Surrey – Distribution of Spending

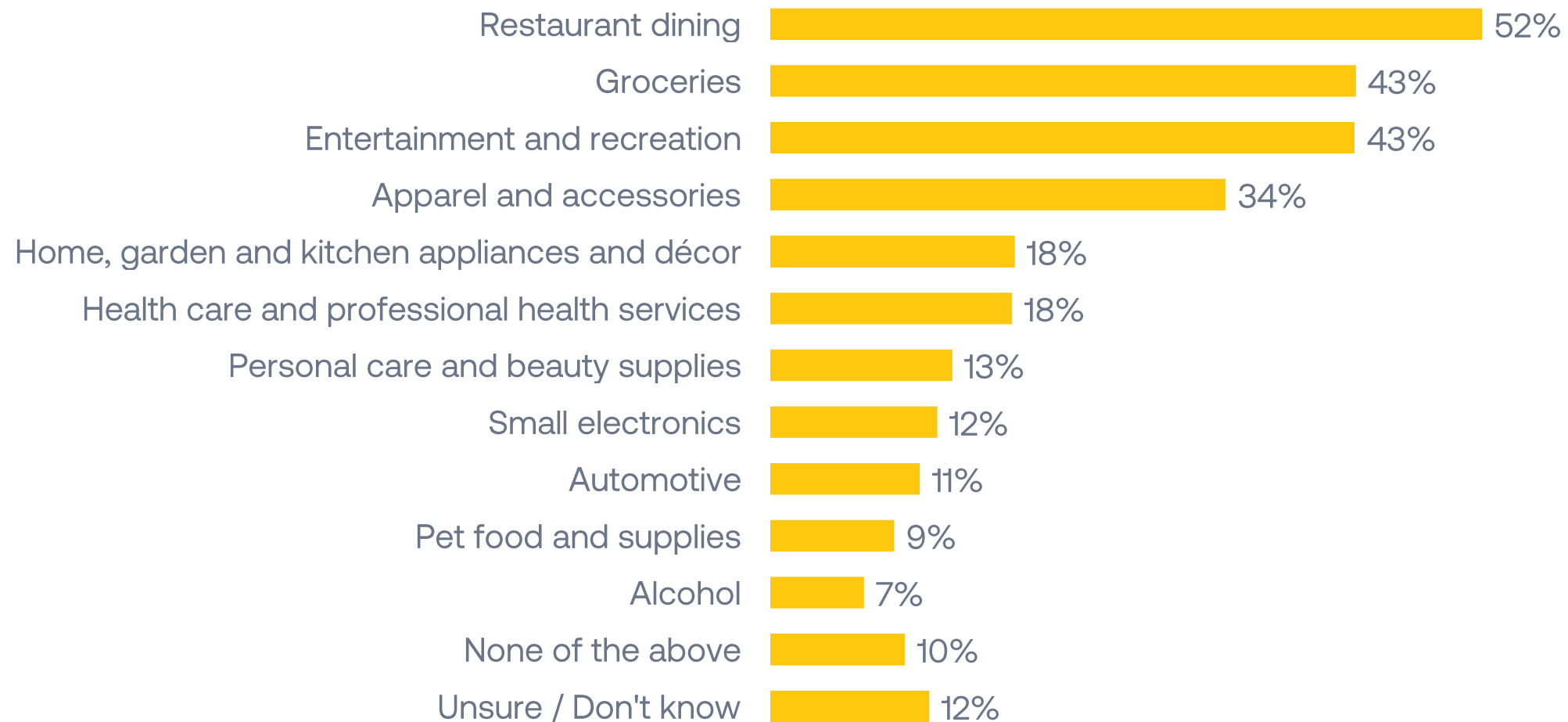
(sorted in order of monthly spend)



Q: What percentage of each of these product types did you spend in your Town Centre, other parts of Surrey, somewhere in the Lower Mainland/US or on the Internet? Your town centre refers to the area in Surrey where you live, such as Guildford or Cloverdale, etc.

Total participants: 312 - 1178

Additional Store Types & Expanded Retail Offerings that would entice increased spending in Surrey



Q: What additional store types or expanded retail offerings would entice you to spend a higher percent in Surrey?

Please refer to the Data file to read all the comments submitted for this question.

Total participants: 1216

Reasons for making regular purchases outside of Surrey



Q: If you are making purchases outside of Surrey on a regular basis, please select the reason why that is? Select all that apply.

Please refer to the Data file to read all the comments submitted for this question.

Total participants: 1189

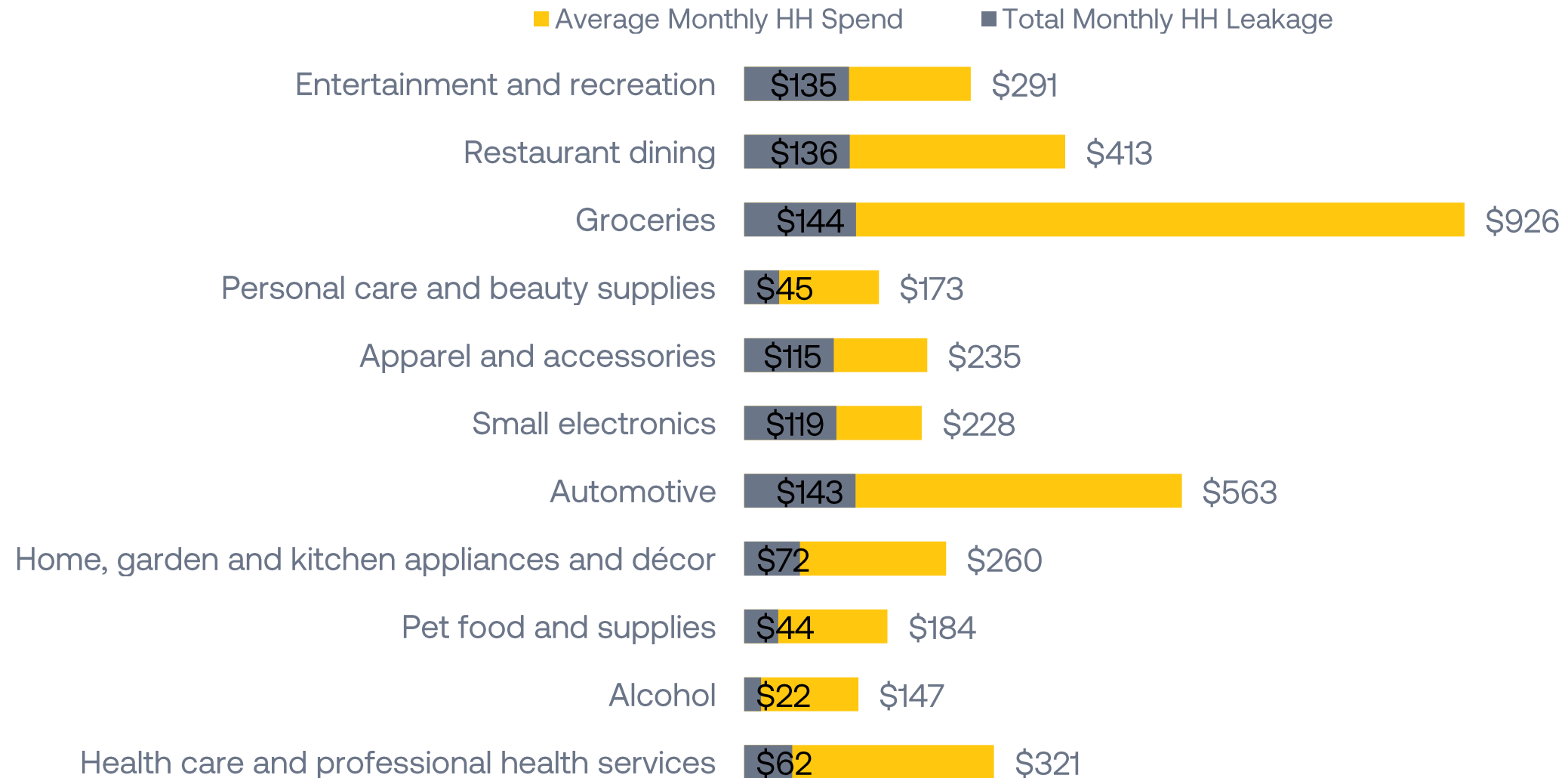
Appendix

Leakage Model (Average Household Spending)

Sector	Average Monthly HH Spend	Monthly HH Leakage – Outside Surrey	Monthly HH Leakage – Online	Total Monthly HH Leakage	Total HH Leakage %
Entertainment and recreation	\$291	\$94	\$41	\$135	46%
Restaurant dining	\$413	\$126	\$10	\$136	33%
Groceries	\$926	\$126	\$18	\$144	16%
Personal care and beauty supplies	\$173	\$25	\$20	\$45	26%
Apparel and accessories	\$235	\$51	\$65	\$115	49%
Small electronics	\$228	\$32	\$87	\$119	52%
Automotive	\$563	\$111	\$33	\$143	25%
Home, garden and kitchen appliances and décor	\$260	\$41	\$31	\$72	28%
Pet food and supplies	\$184	\$30	\$13	\$44	24%
Alcohol	\$147	\$20	\$2	\$22	15%
Health care and professional health services	\$321	\$54	\$8	\$62	19%

Note: Based on estimated 200,000 Surrey households

Leakage Model (Average Household Spending)

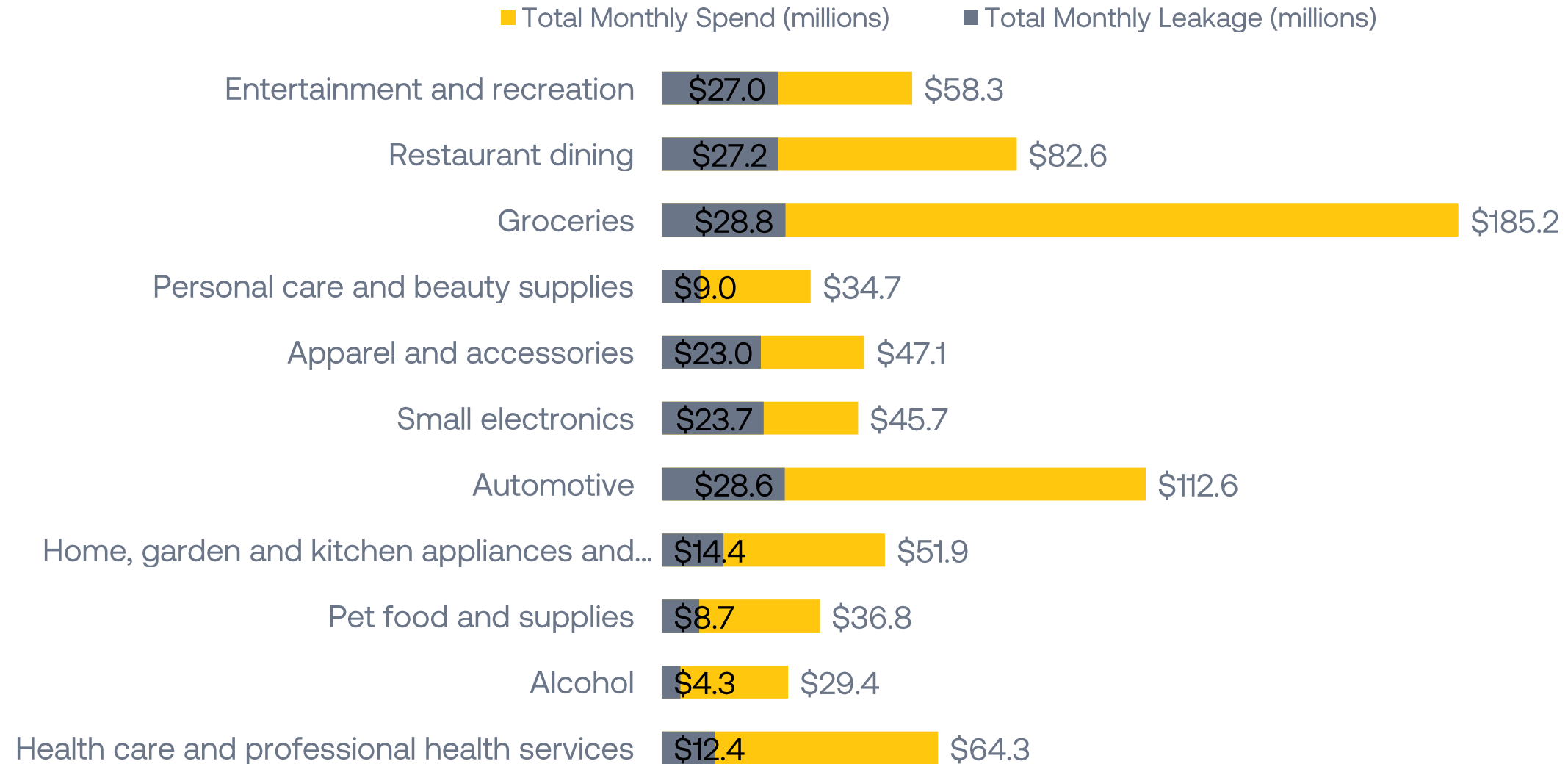


Leakage Model (Overall Surrey Spending)

Sector	Total Monthly Spend	Monthly Leakage - Outside Surrey	Monthly Leakage - Online	Total Monthly Leakage
Entertainment and recreation	\$58,260,000	\$18,777,198	\$8,197,182	\$26,974,380
Restaurant dining	\$82,560,000	\$25,222,080	\$1,940,160	\$27,162,240
Groceries	\$185,240,000	\$25,229,688	\$3,538,084	\$28,767,772
Personal care and beauty supplies	\$34,660,000	\$4,907,856	\$4,076,016	\$8,983,872
Apparel and accessories	\$47,060,000	\$10,127,312	\$12,908,558	\$23,035,870
Small electronics	\$45,660,000	\$6,323,910	\$17,401,026	\$23,724,936
Automotive	\$112,580,000	\$22,121,970	\$6,518,382	\$28,640,352
Home, garden and kitchen appliances and décor	\$51,920,000	\$8,130,672	\$6,220,016	\$14,350,688
Pet food and supplies	\$36,840,000	\$6,045,444	\$2,689,320	\$8,734,764
Alcohol	\$29,380,000	\$4,013,308	\$331,994	\$4,345,302
Health care and professional health services	\$64,260,000	\$10,776,402	\$1,587,222	\$12,363,624

Note: Based on estimated 200,000 Surrey households

Leakage Model (Overall Surrey Spending)



Leakage Model – Entertainment and recreation

Average Monthly HH Spend

\$291

Monthly HH Spend Distribution



HH Leakage

46%

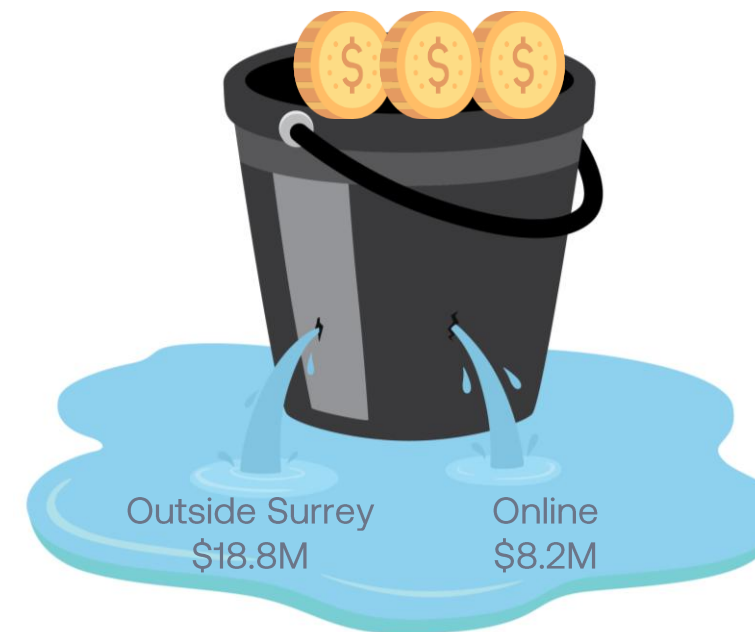
Total Monthly Leakage

Outside Surrey

Spending outside Surrey (Lower Mainland or US)

Online

Spending on internet purchases

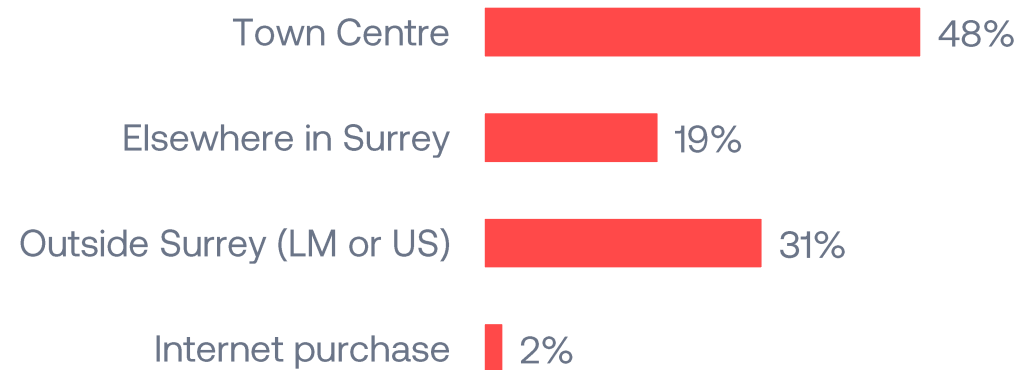


Leakage Model – Restaurant Dining

Average Monthly HH Spend

\$413

Monthly HH Spend Distribution



HH Leakage

33%

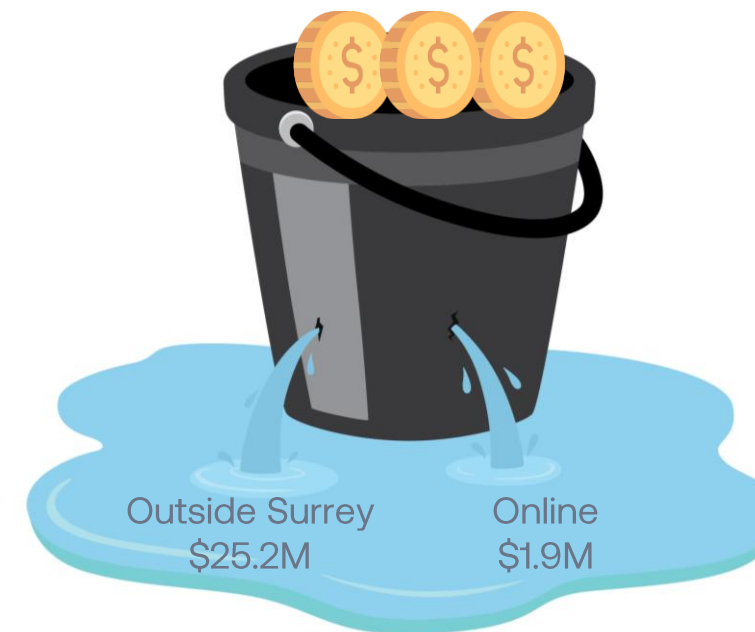
Total Monthly Leakage

Outside Surrey

Spending outside Surrey (Lower Mainland or US)

Online

Spending on internet purchases

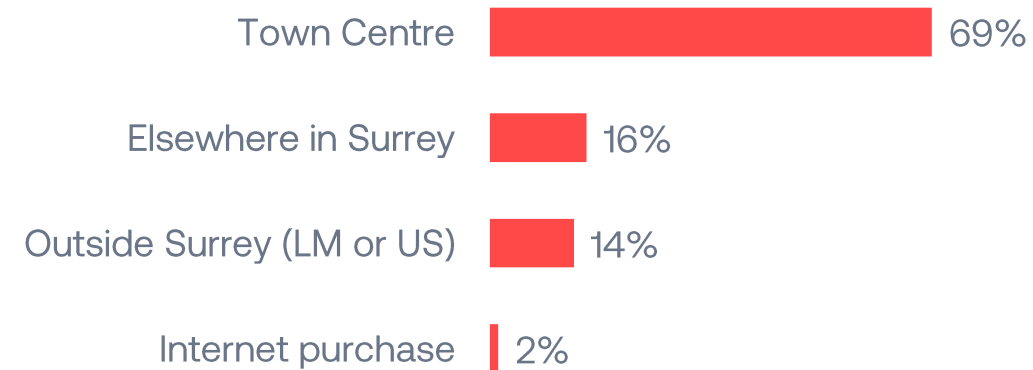


Leakage Model – Groceries

Average Monthly HH Spend

\$926

Monthly HH Spend Distribution



HH Leakage

16%

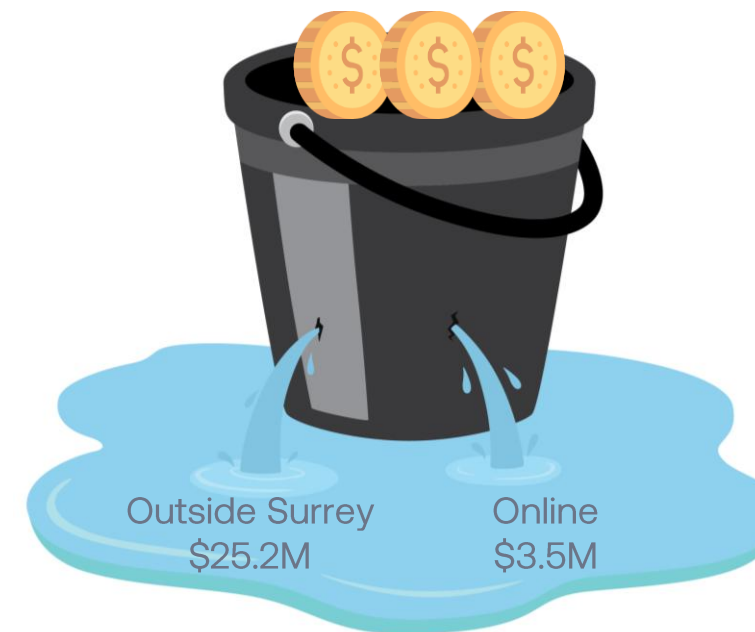
Total Monthly Leakage

Outside Surrey

Spending outside Surrey (Lower Mainland or US)

Online

Spending on internet purchases

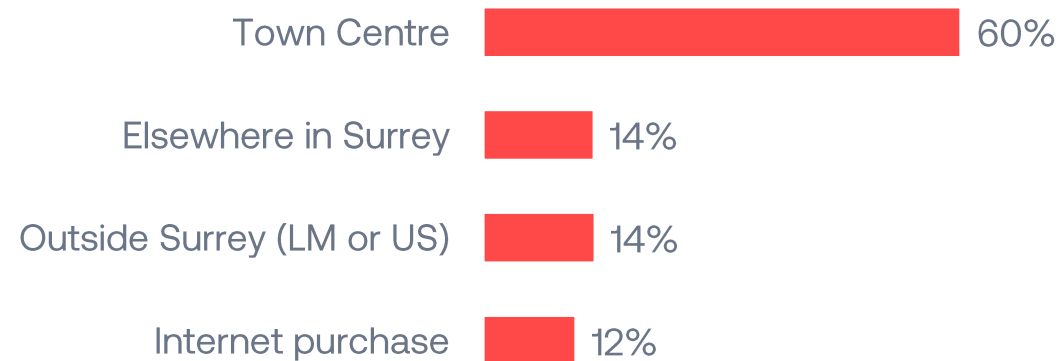


Leakage Model – Personal care and beauty supplies

Average Monthly HH Spend

\$173

Monthly HH Spend Distribution



HH Leakage

26%

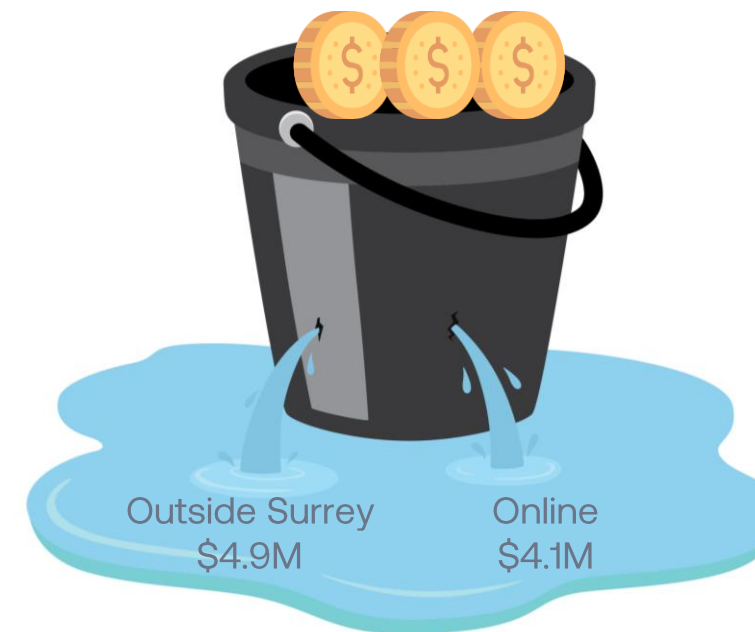
Total Monthly Leakage

Outside Surrey

Spending outside Surrey (Lower Mainland or US)

Online

Spending on internet purchases



Leakage Model – Apparel and accessories

Average Monthly HH Spend

\$235

Monthly HH Spend Distribution



HH Leakage

49%

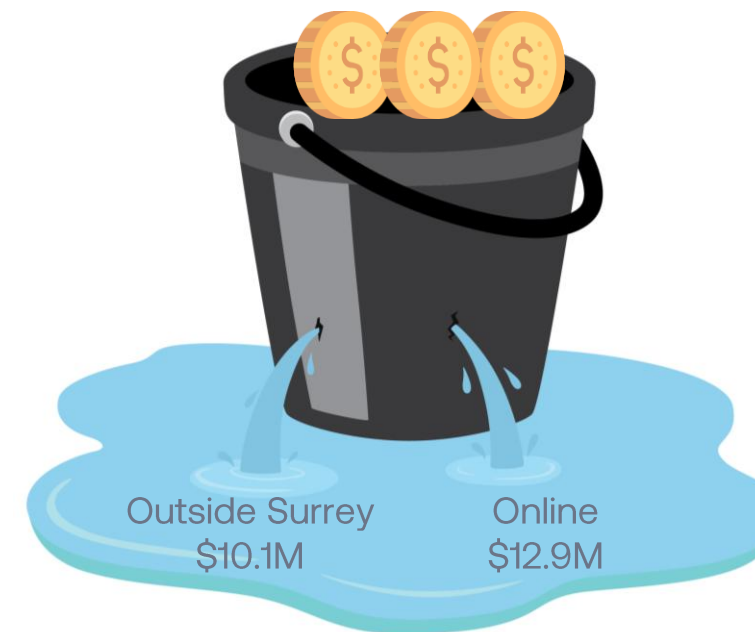
Total Monthly Leakage

Outside Surrey

Spending outside Surrey (Lower Mainland or US)

Online

Spending on internet purchases



Leakage Model – Small electronics

Average Monthly HH Spend

\$228

Monthly HH Spend Distribution



HH Leakage

52%

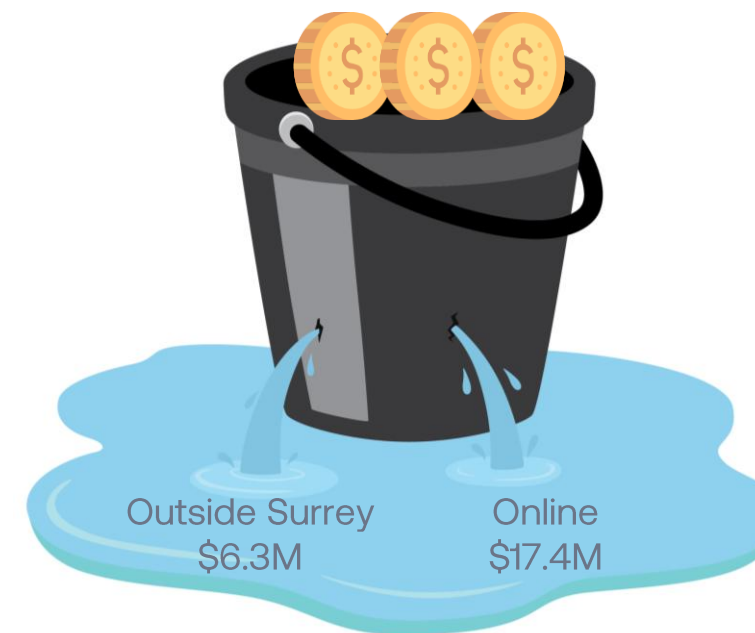
Total Monthly Leakage

Outside Surrey

Spending outside Surrey (Lower Mainland or US)

Online

Spending on internet purchases

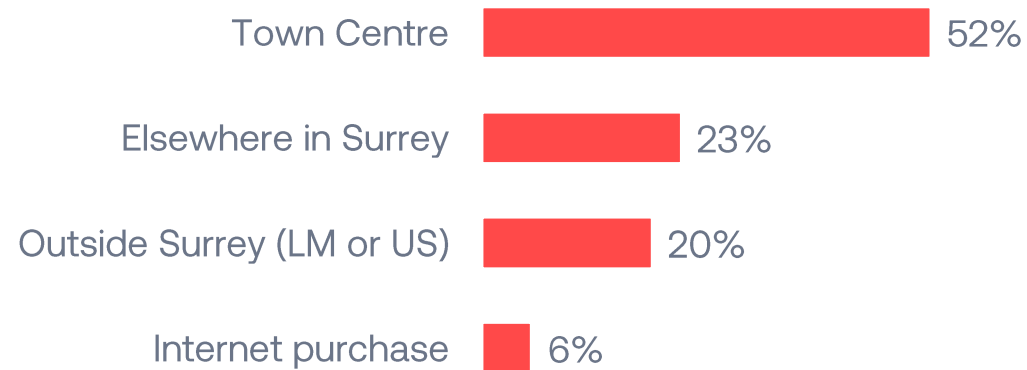


Leakage Model – Automotive

Average Monthly HH Spend

\$563

Monthly HH Spend Distribution



HH Leakage

25%

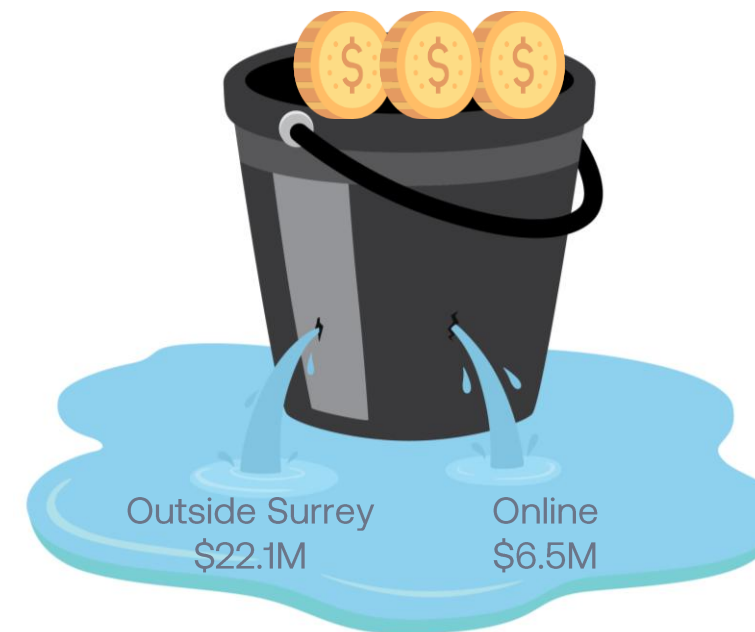
Total Monthly Leakage

Outside Surrey

Spending outside Surrey (Lower Mainland or US)

Online

Spending on internet purchases



Leakage Model – Home, garden and kitchen appliances and décor

Average Monthly HH Spend

\$260

Monthly HH Spend Distribution



HH Leakage

28%

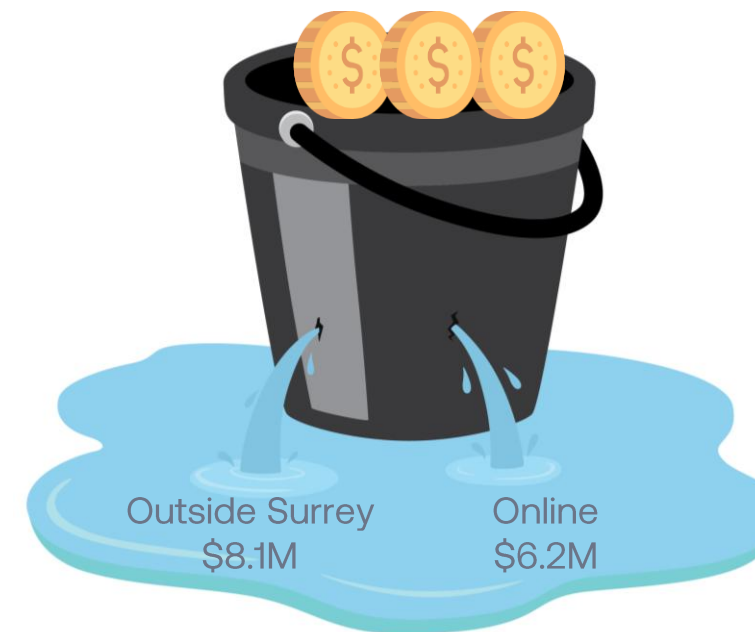
Total Monthly Leakage

Outside Surrey

Spending outside Surrey (Lower Mainland or US)

Online

Spending on internet purchases

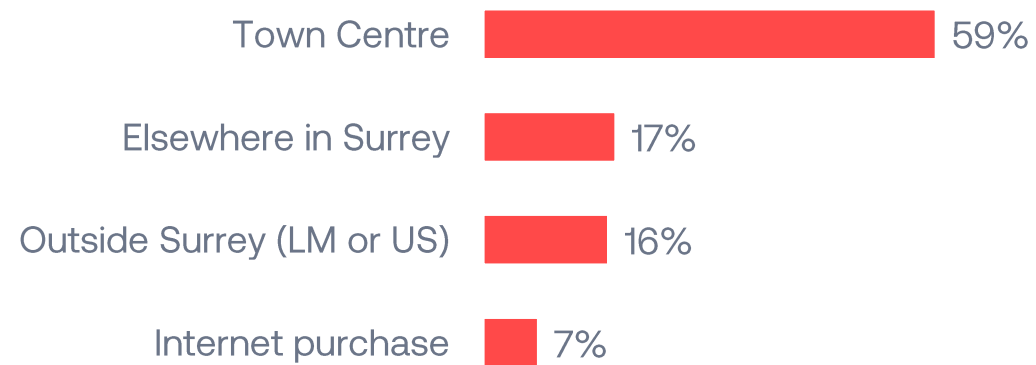


Leakage Model – Pet food and supplies

Average Monthly HH Spend

\$184

Monthly HH Spend Distribution



HH Leakage

24%

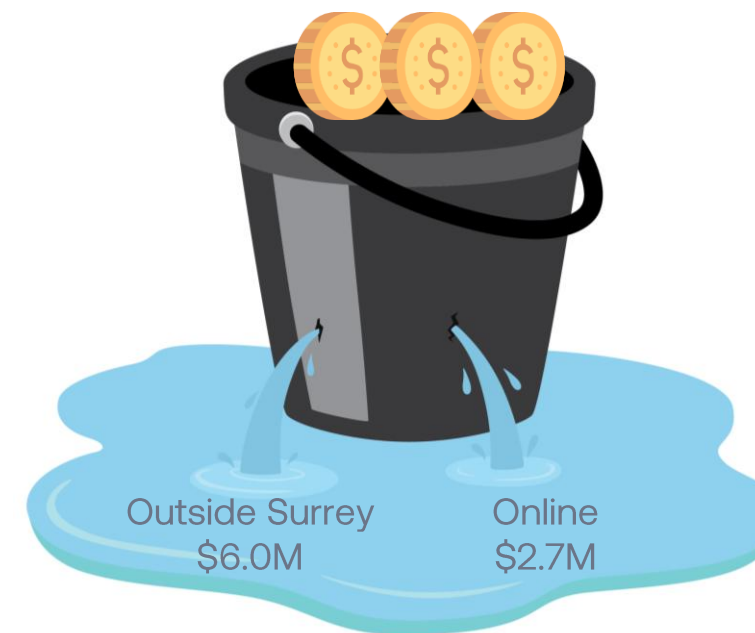
Total Monthly Leakage

Outside Surrey

Spending outside Surrey (Lower Mainland or US)

Online

Spending on internet purchases

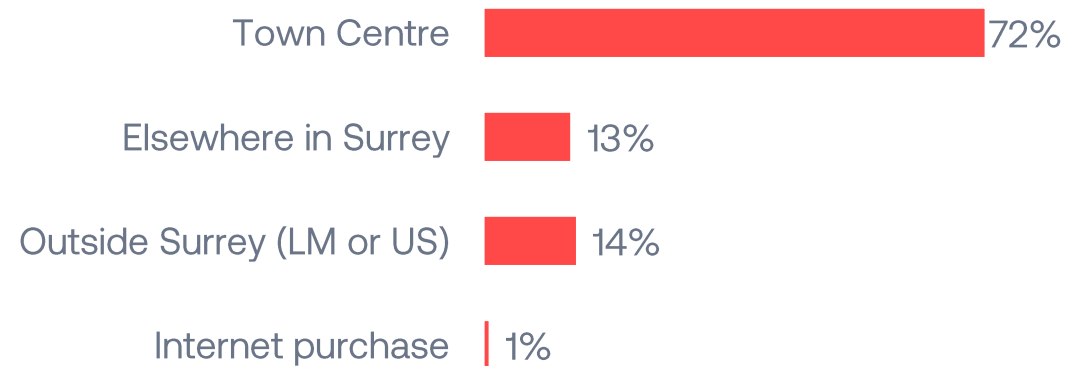


Leakage Model – Alcohol

Average Monthly HH Spend

\$147

Monthly HH Spend Distribution



HH Leakage

15%

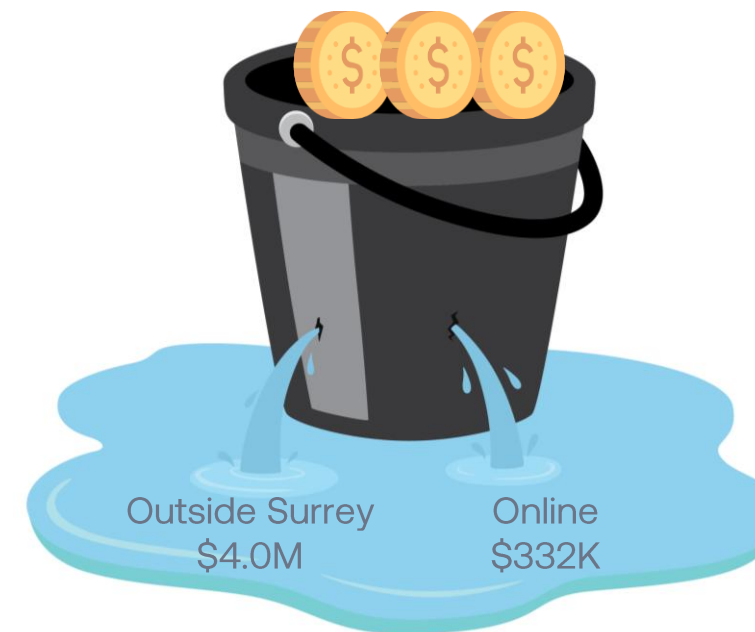
Total Monthly Leakage

Outside Surrey

Spending outside Surrey (Lower Mainland or US)

Online

Spending on internet purchases

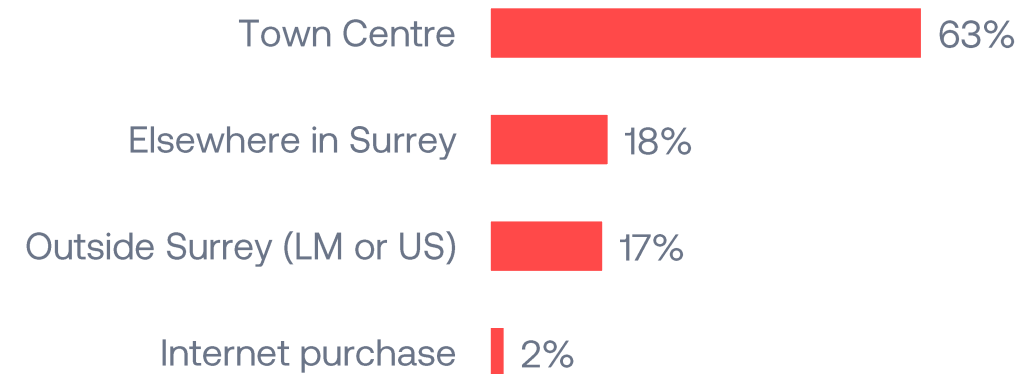


Leakage Model – Health care and professional health services

Average Monthly HH Spend

\$321

Monthly HH Spend Distribution



HH Leakage

19%

Total Monthly Leakage

Outside Surrey

Spending outside Surrey (Lower Mainland or US)

Online

Spending on internet purchases

