

City of Coquitlam
Coquitlam Shopping
Habits During COVID-19

July 6, 2020

Background

As COVID-19 has changed the way we consume, the City of Coquitlam is interested in learning how the shopping habits of residents have changed since the start of the outbreak and what measures are important to residents as businesses look to re-open.

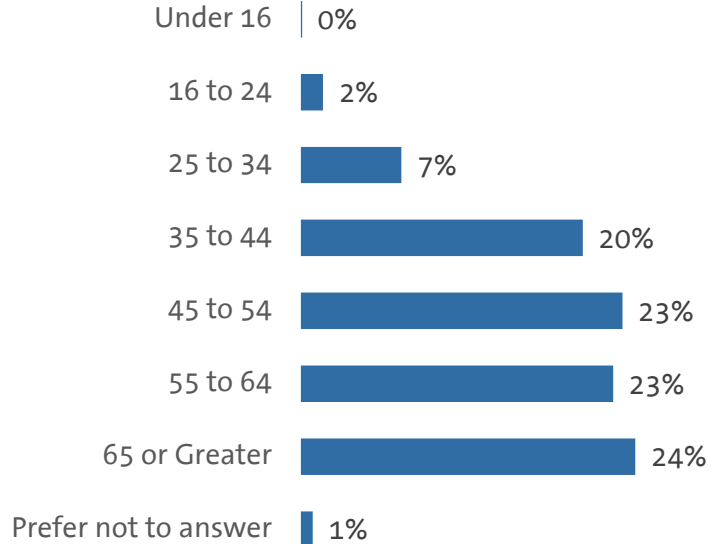
The City of Coquitlam's Economic Development Division was looking for feedback on how residents plan to shop and travel over the coming months.

These results are based on 1,235 responses gathered from two online surveys:

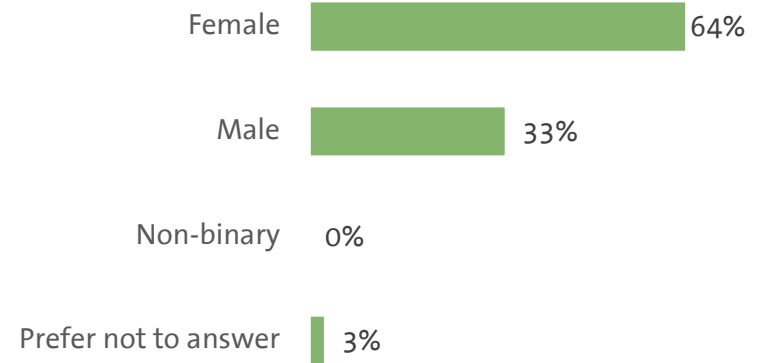
- Viewpoint Panel Survey: 813 responses between June 13 – 30, 2020
- Open Community Survey: 422 responses between June 13 – 28, 2020

Profile of Survey Participants (#1)

Age Range



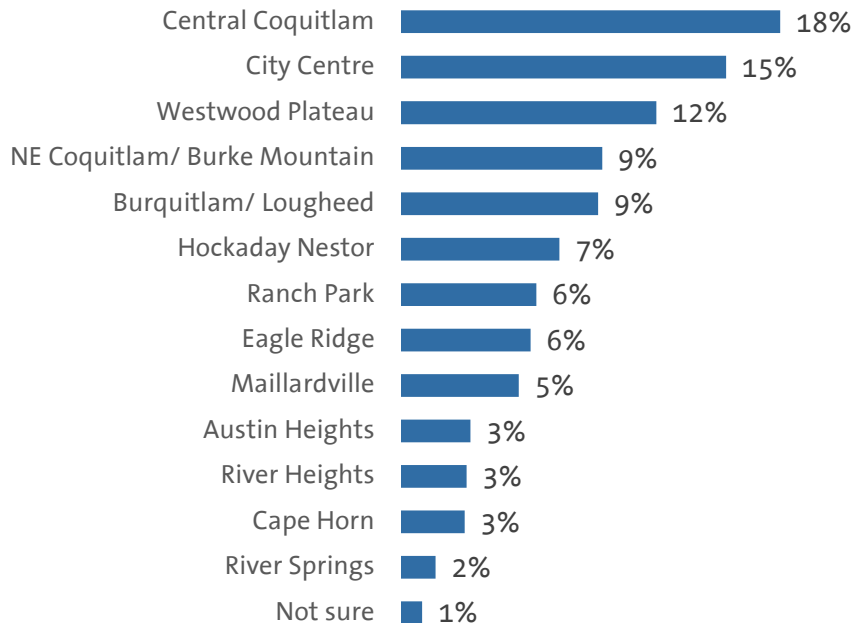
Gender



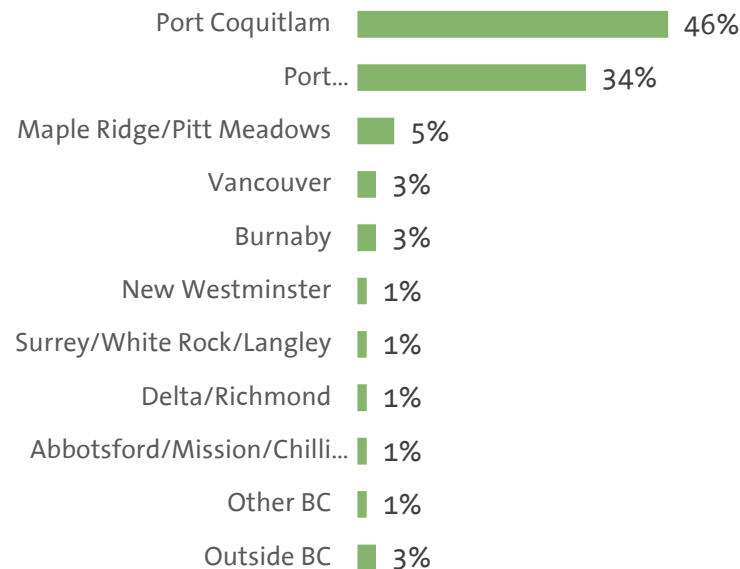
Profile of Survey Participants (#2)

94% of participants live in Coquitlam

Coquitlam Neighbourhood

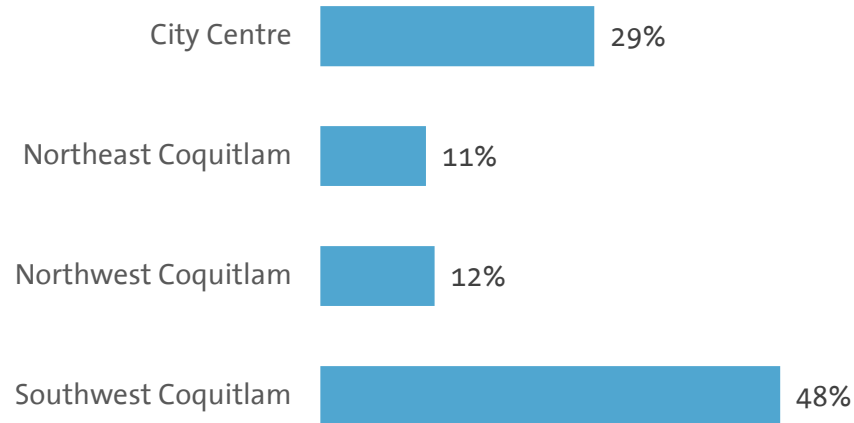


City of Residence



Profile of Survey Participants (#3)

Coquitlam Neighbourhood Plan Areas



Neighbourhood Plan Areas are grouped as follows:

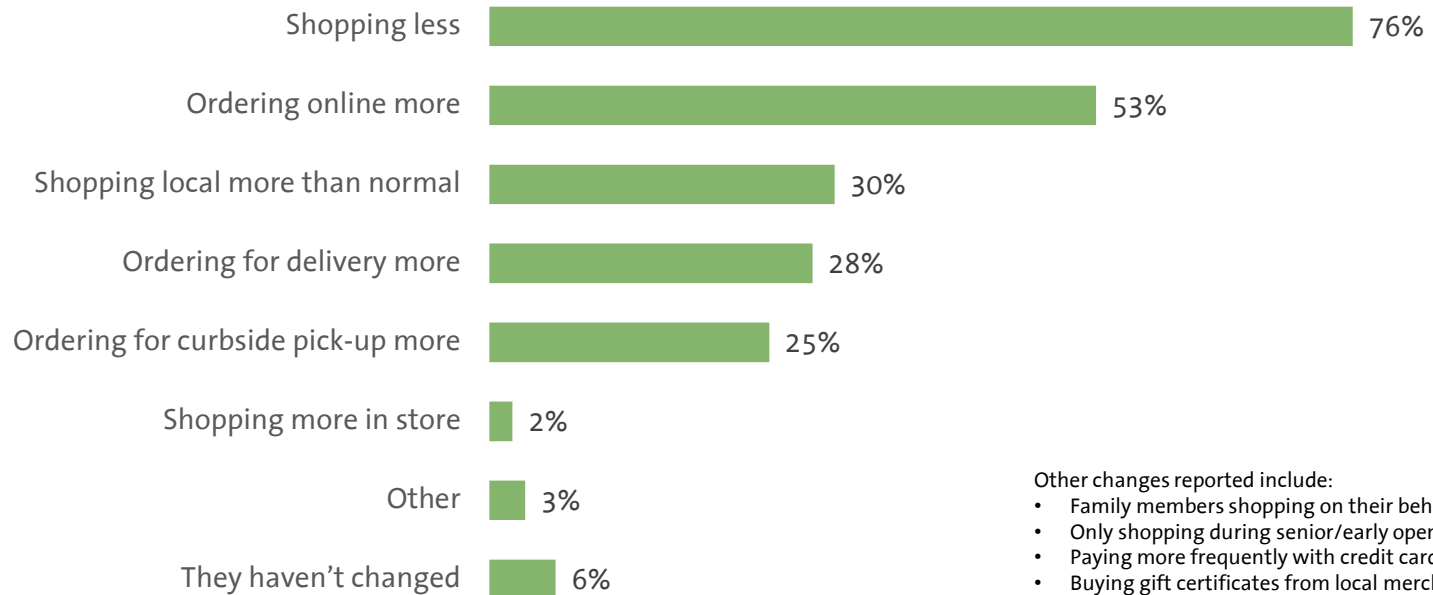
City Centre - Eagle Ridge, City Centre and Hockaday Nestor

Northeast Coquitlam - River Springs and Northeast/Burke Mountain

Northwest Coquitlam - Westwood Plateau

Southwest Coquitlam - Lougheed/Burquitlam, Austin Heights, Maillardville, Cape Horn, River Heights, Ranch Park and Central Coquitlam.

Changes in Shopping Habits



Other changes reported include:

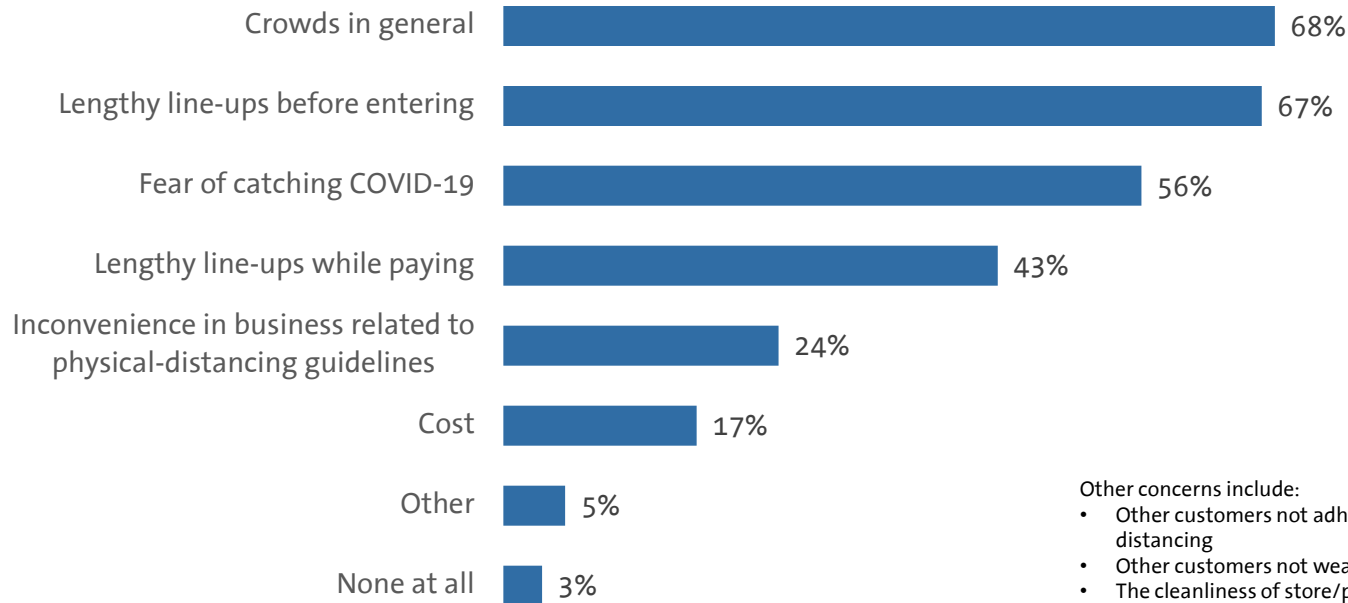
- Family members shopping on their behalf
- Only shopping during senior/early opening hours
- Paying more frequently with credit cards
- Buying gift certificates from local merchants for future use
- Minimizing the number of trips and/or locations
- Only shopping for essentials
- Not bringing children into stores

Q: Since COVID-19 began how would you say your shopping habits have changed? (Select All That Apply)

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

Total participants: 1235

Concerns when Visiting Local Business and Attractions



Other concerns include:

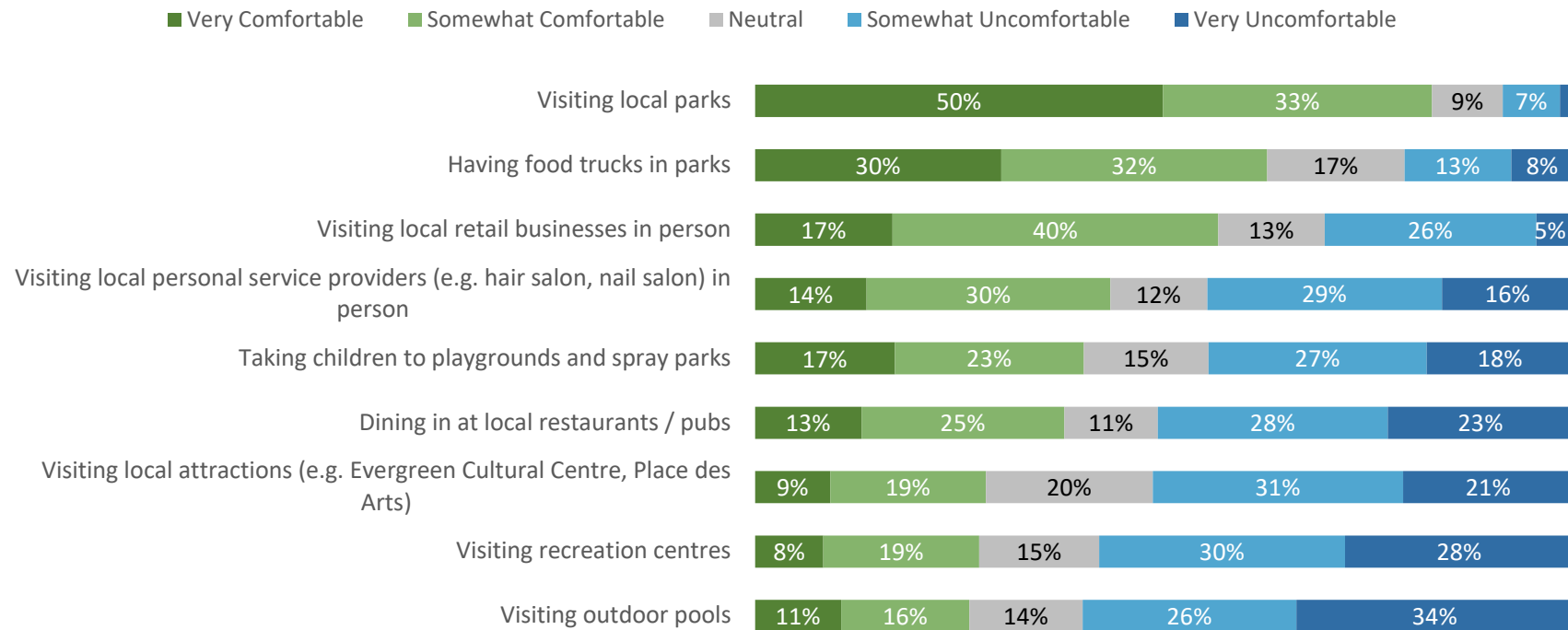
- Other customers not adhering to physical distancing
- Other customers not wearing masks
- The cleanliness of store/premises
- Employees not wearing PPE
- Too many customers allowed in store
- Items being out of stock
- Uncertain/restricted opening hours
- Fear of unknowingly spreading COVID-19

Q: What would be your concerns, if any, when visiting local businesses and attractions in Coquitlam? (Select All That Apply)

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

Total participants: 1235

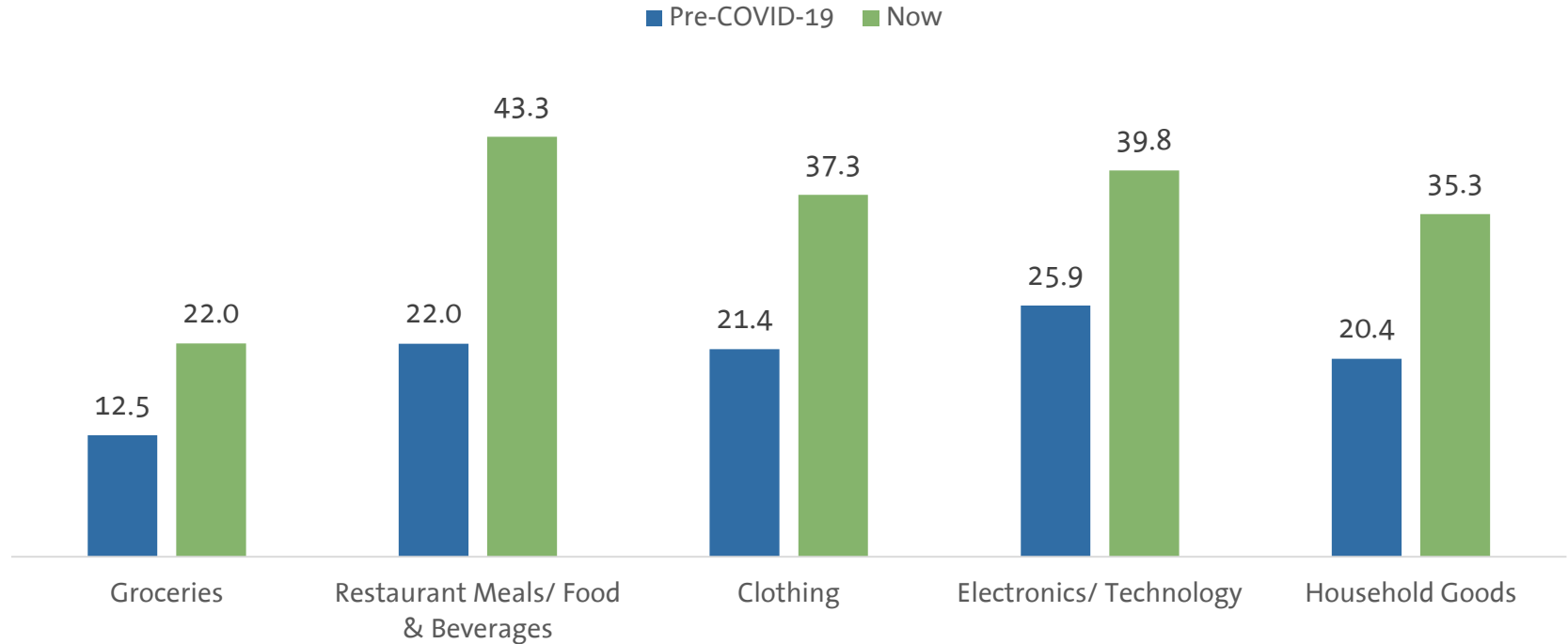
Shopping Comfort Levels



Q: As social distancing guidelines and restrictions start to relax, please indicate your level of comfort with the following:

Total participants: 814-1210

Pre-COVID-19 vs. Current - Online Shopping Habits – Average % Spend

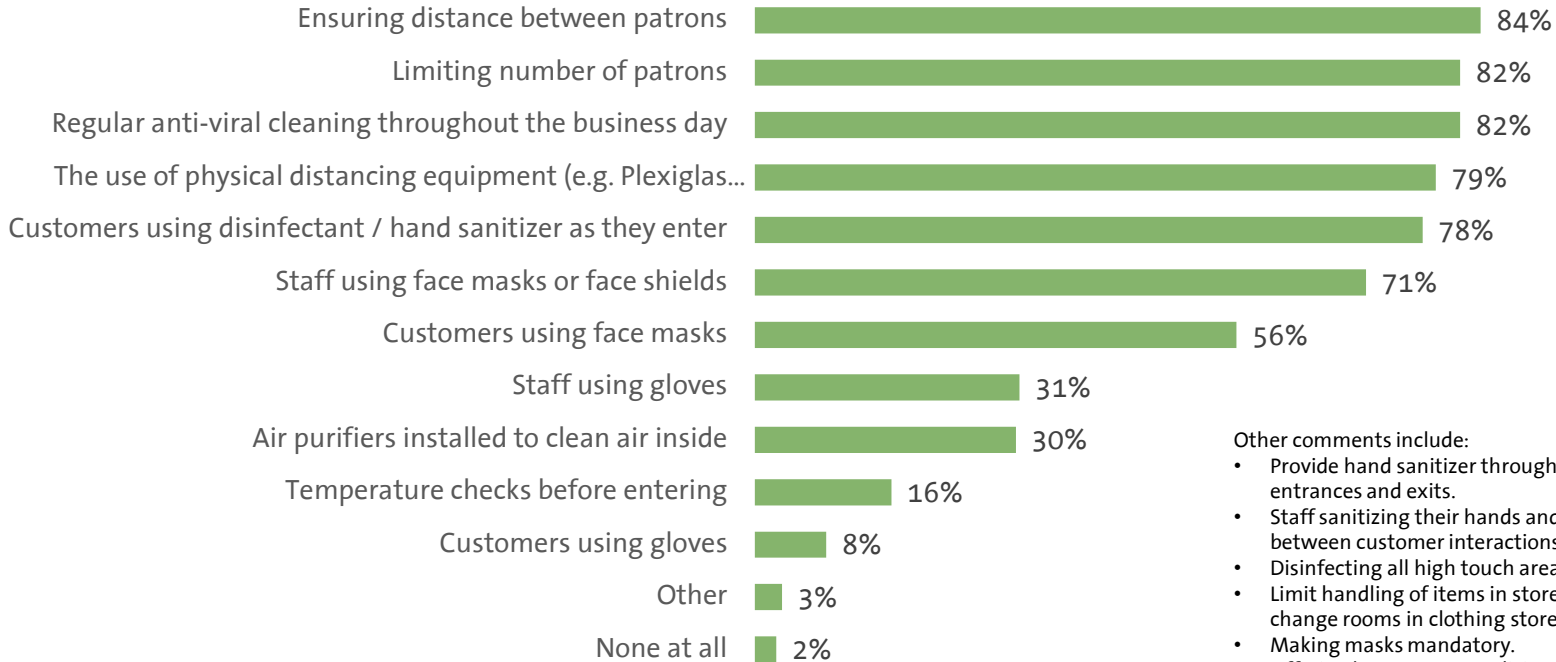


Q: Please enter the % you spent/spend on each item.

Q: Considering the impacts of COVID-19, what percent of the following items do you now purchase online and pick-up in-store or have delivered?

Total participants: 1186

COVID-19 Safety Measures



Other comments include:

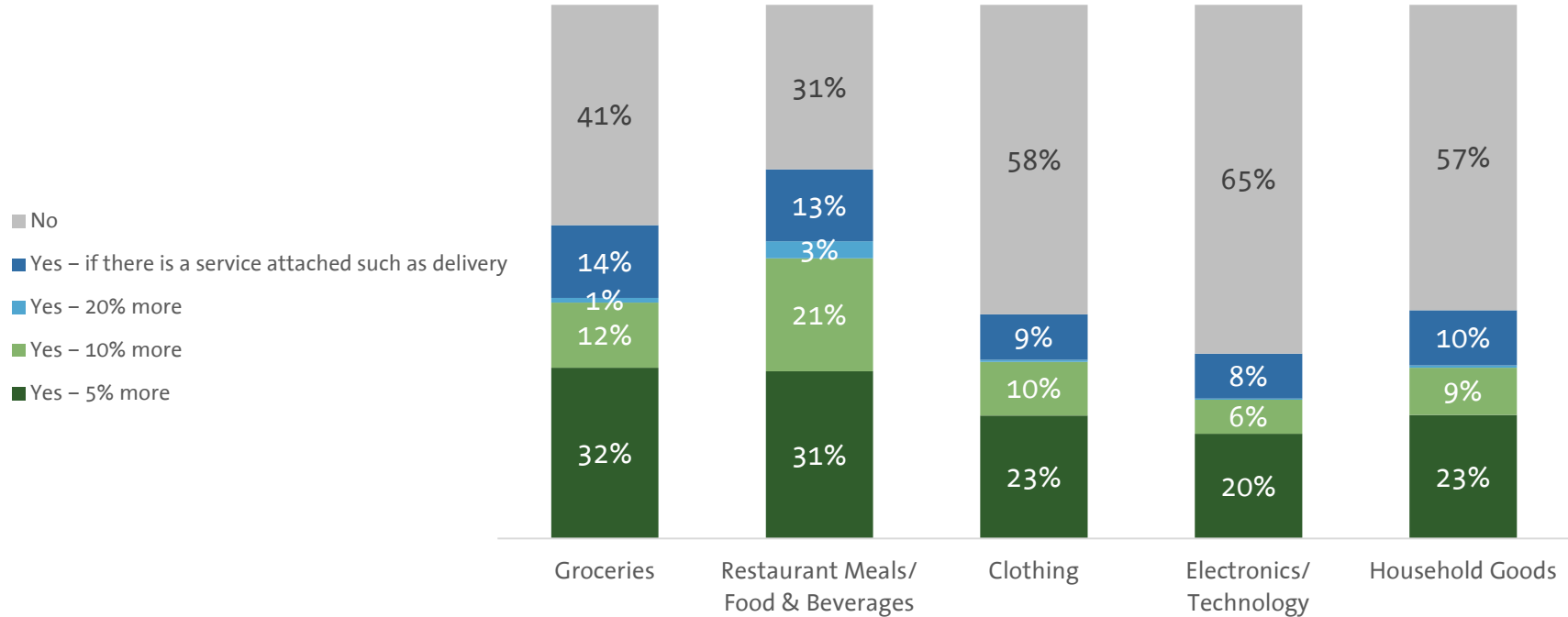
- Provide hand sanitizer throughout the store and at entrances and exits.
- Staff sanitizing their hands and the payment machines between customer interactions.
- Disinfecting all high touch areas regularly.
- Limit handling of items in stores for example, not using change rooms in clothing stores.
- Making masks mandatory.
- Offering better return policies.

Q: In order for you to feel comfortable when shopping or visiting in person, what are the minimum COVID-19 safety measures local businesses and attractions need to have in place? (Select All That Apply)

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

Total participants: 1171

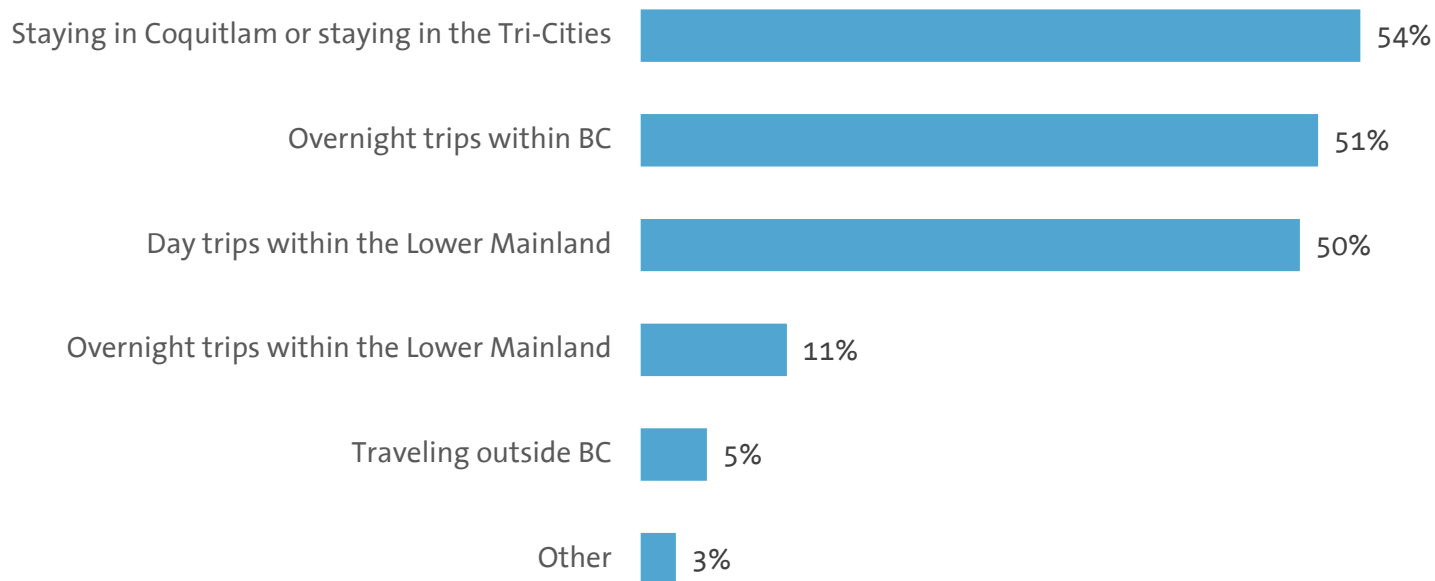
Willingness to Pay Higher Prices to Support Additional Safety Measures



Q: Given the need for businesses and local attractions to use COVID-19 safety measures, would you be willing to pay higher prices to support the costs of these additional safety measures at these locations?

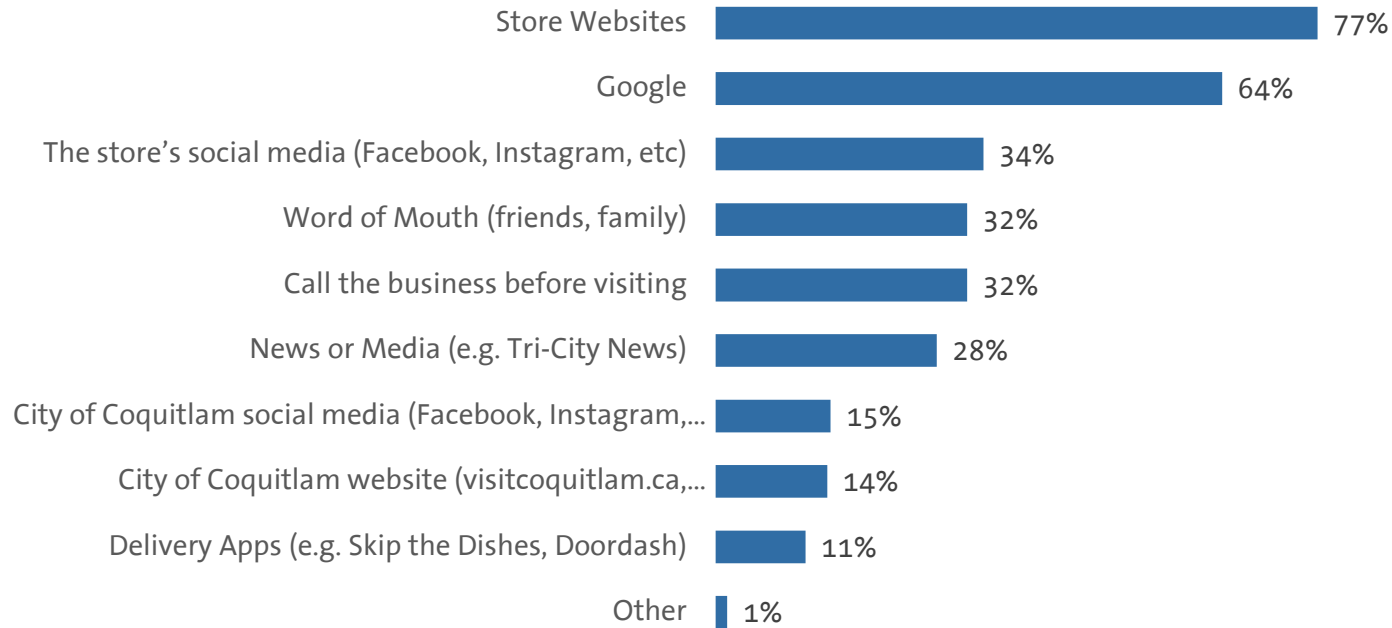
Total participants: 1171

Vacation Plans for Summer 2020



Q: What best describes your vacation plans for summer 2020? (Select All That Apply)
Please refer to the Verbatims file to read all the comments submitted for this question.
Total participants: 1163

Sourcing Business-related Information during COVID-19



Q: How do you typically find information related to local Coquitlam businesses store hours and operations during COVID-19? (Select All That Apply)

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

Total participants: 1163

Final Comments

- Many participants are making a conscious effort to support local businesses during these difficult times.
- While there is praise for those business which have made concerted efforts to keep their staff and customers safe, others need to take COVID-19 more seriously e.g. enforcing physical distancing between staff as well as customers, limiting the number of customers permitted to enter at one time, providing staff with adequate PPE, increased cleaning and disinfecting on the premises etc.
- A large number want to open up businesses and attractions taking a "slow and steady" approach - they want the health authorities' guidelines to be followed closely, supported by health inspections and enforcement.
- Many felt masks should be mandatory in businesses, enclosed spaces etc. either by patrons, by employees, or both.
- A number are very supportive of recreation centres, pools and other amenities opening as soon as possible with appropriate physical distancing, monitoring/signage, longer opening hours etc.
- Many participants gave positive comments about the City's efforts and those of local businesses to implement appropriate safety measures to prevent the spread of COVID-19, while others are looking forward to shopping in a more "normal" manner.

Q: Do you have any comments to share about Coquitlam businesses and attractions reopening?

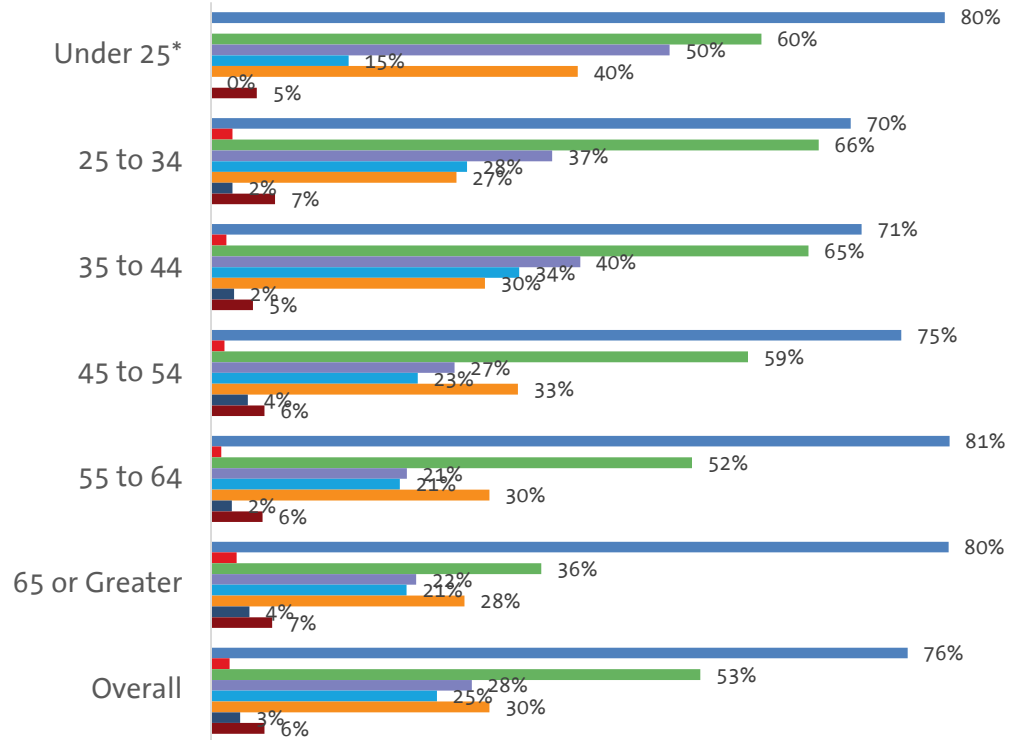
Please refer to the Verbatims file to read all the comments submitted for this question.

Total participants: 326

Appendix

Changes in Shopping Habits by Age Range

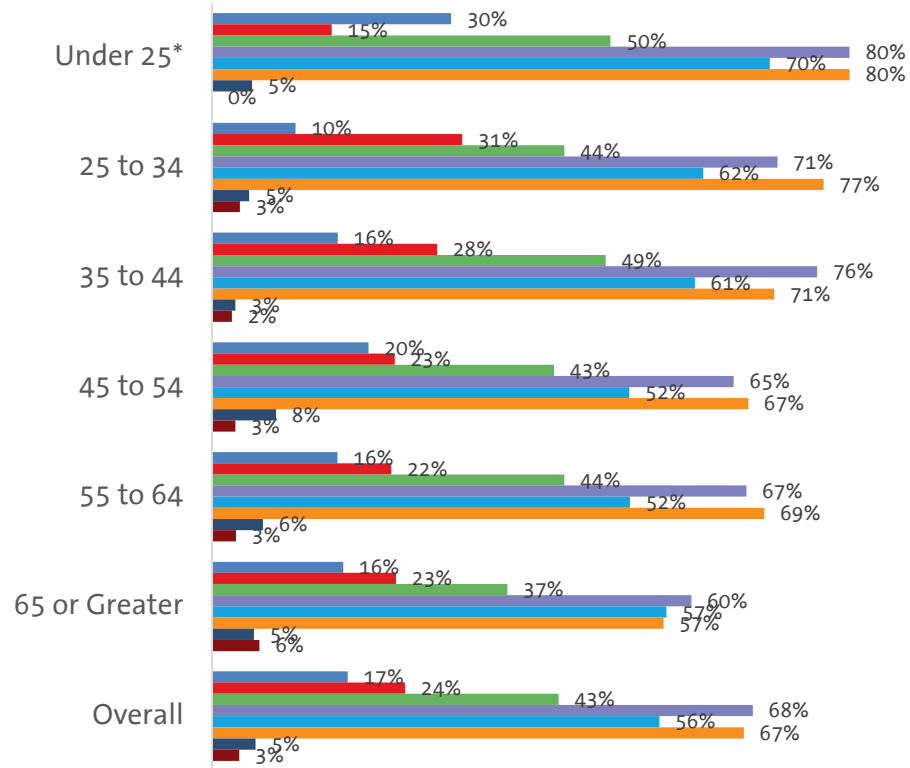
- Shopping less
- Shopping more in store
- Ordering online more
- Ordering for delivery more
- Ordering for curbside pick-up more
- Shopping local more than normal
- Other
- They haven't changed



*Caution: low base n=20

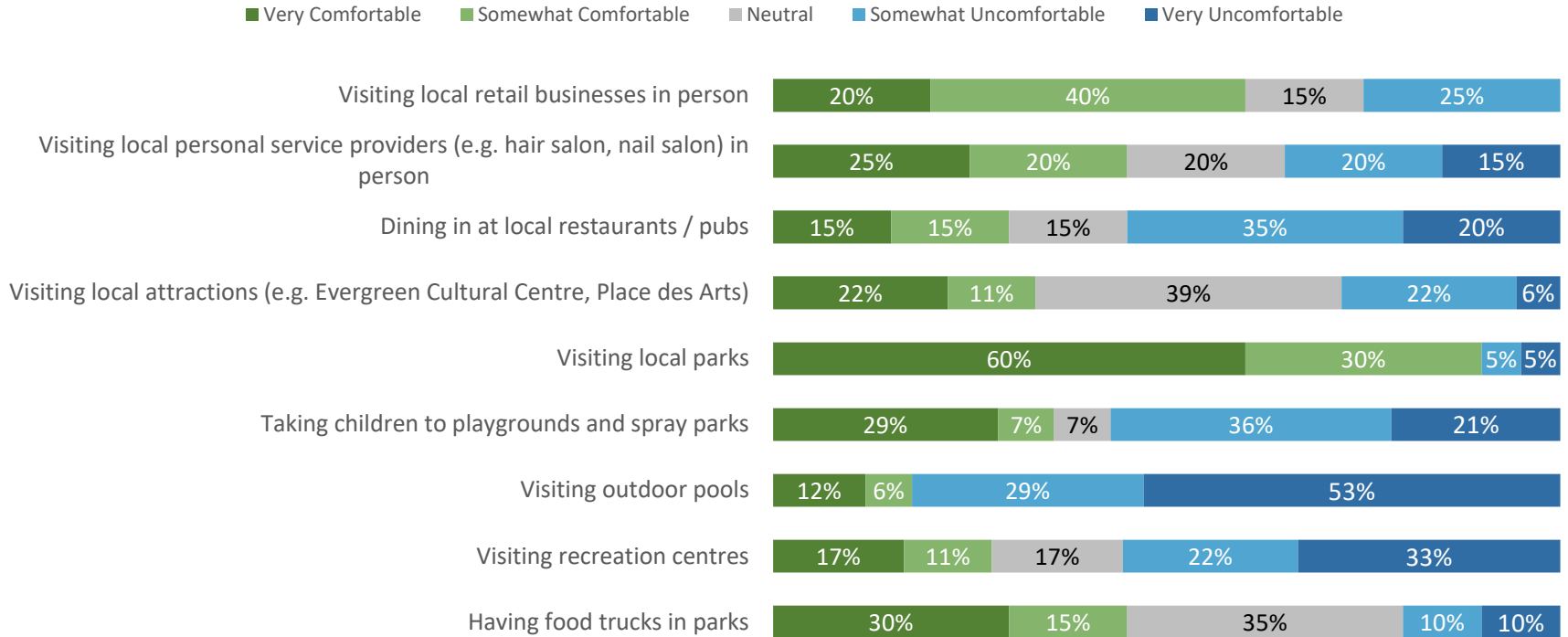
Concerns when Visiting Local Business and Attractions by Age Range

- Cost
- Inconvenience in business related to physical-distancing guidelines
- Lengthy line-ups while paying
- Crowds in general
- Fear of catching COVID-19
- Lengthy line-ups before entering
- Other
- None at all



*Caution: low base n=20

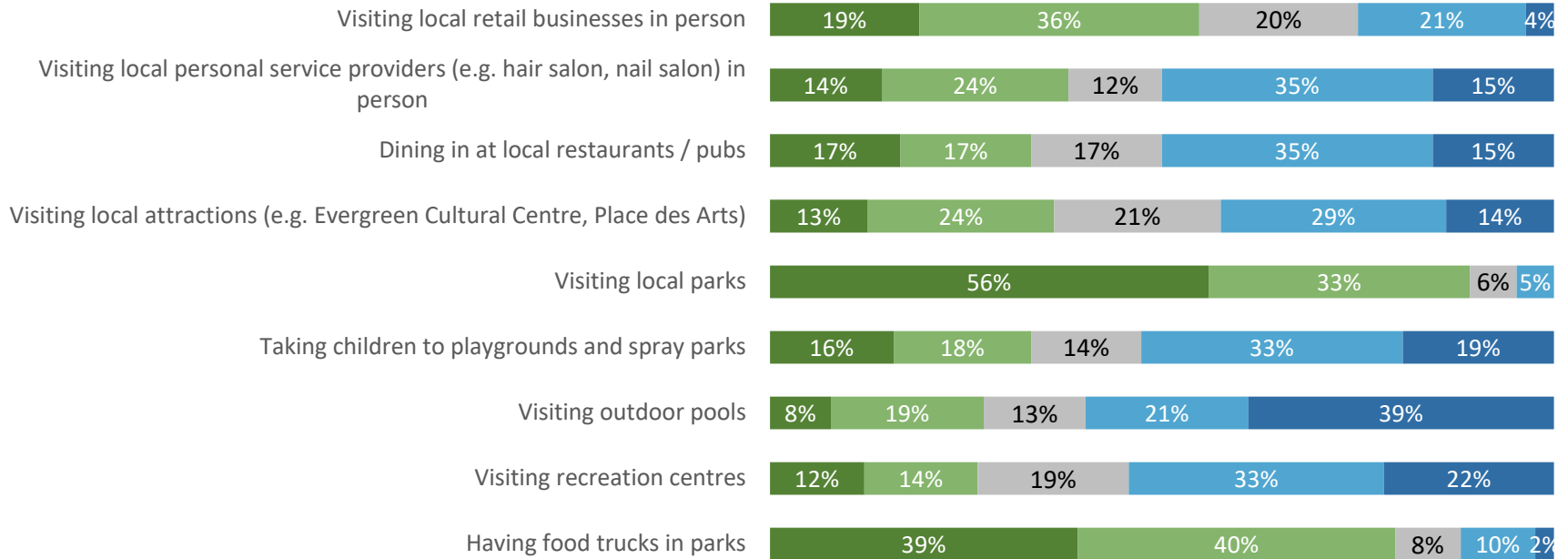
Shopping Comfort Levels by Age Range: Under 25 years*



*Caution: low base n=20

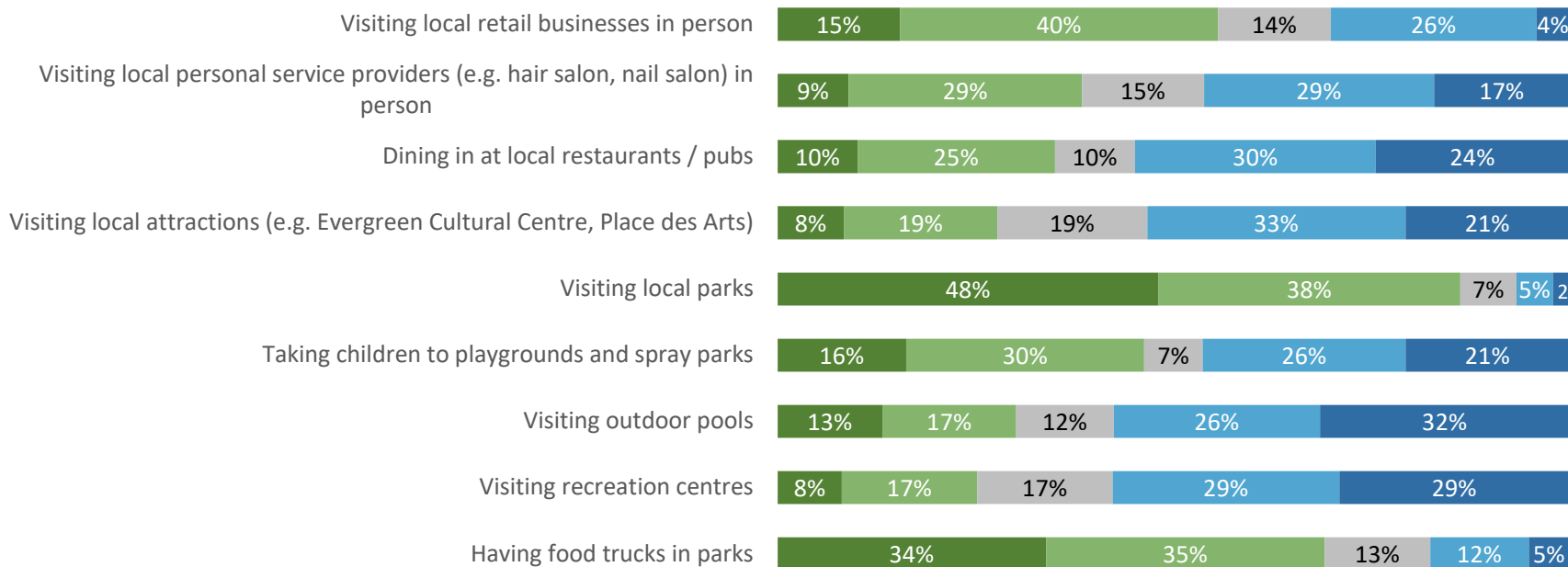
Shopping Comfort Levels by Age Range: 25 – 34 years

■ Very Comfortable
 ■ Somewhat Comfortable
 ■ Neutral
 ■ Somewhat Uncomfortable
 ■ Very Uncomfortable



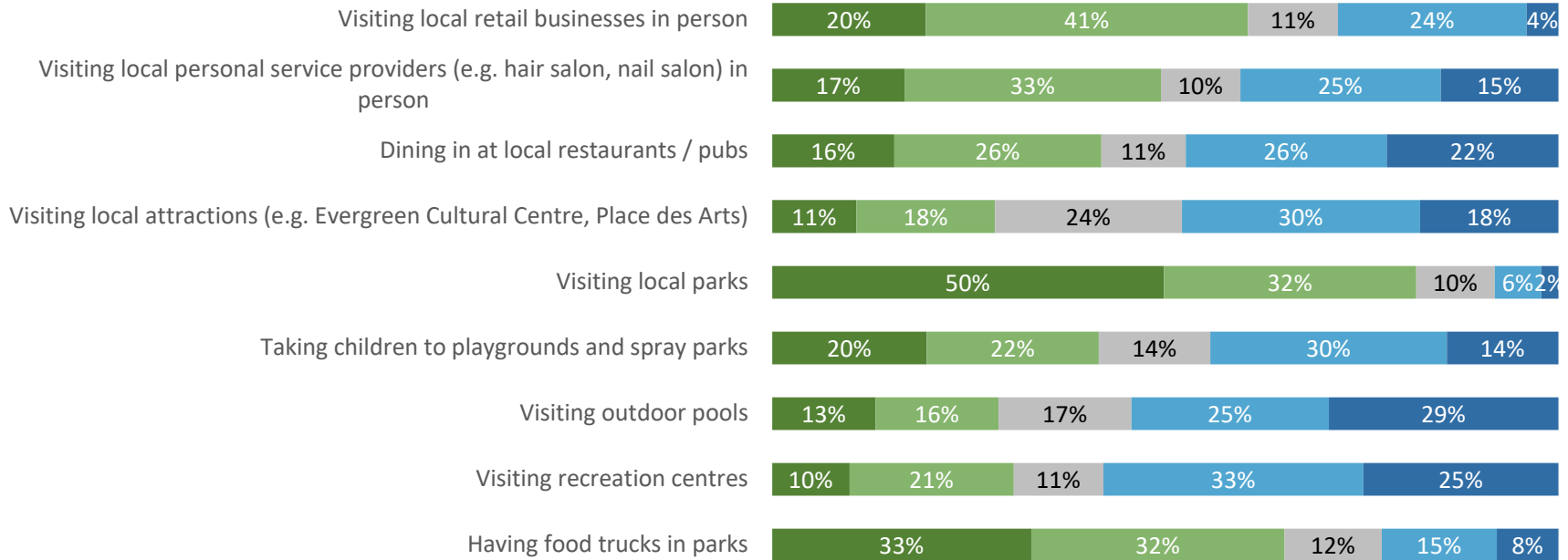
Shopping Comfort Levels by Age Range: 35 – 44 years

■ Very Comfortable
 ■ Somewhat Comfortable
 ■ Neutral
 ■ Somewhat Uncomfortable
 ■ Very Uncomfortable



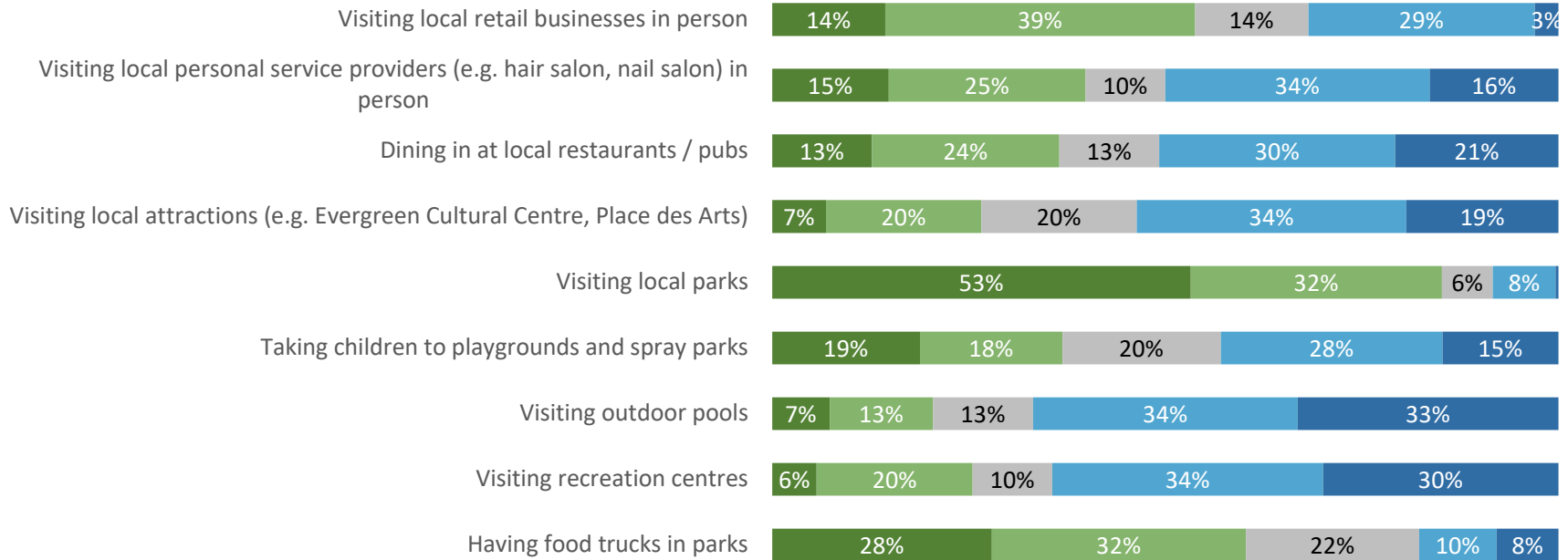
Shopping Comfort Levels by Age Range: 45 – 54 years

■ Very Comfortable
 ■ Somewhat Comfortable
 ■ Neutral
 ■ Somewhat Uncomfortable
 ■ Very Uncomfortable



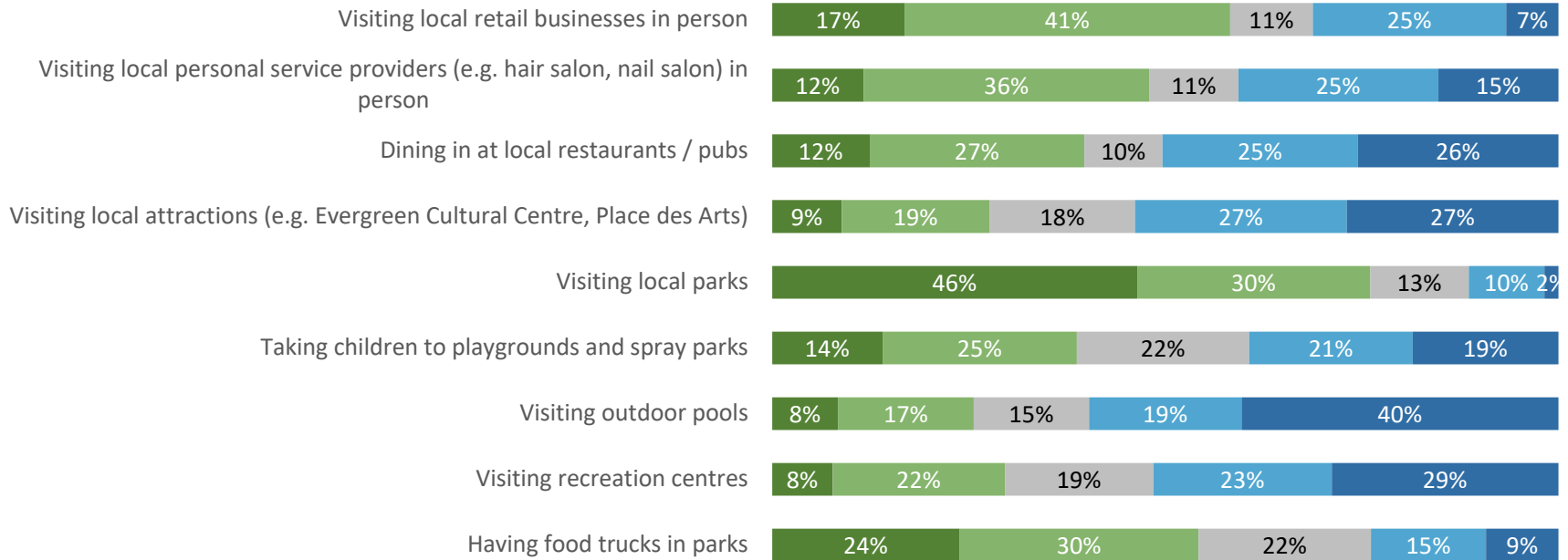
Shopping Comfort Levels by Age Range: 55 – 64 years

■ Very Comfortable
 ■ Somewhat Comfortable
 ■ Neutral
 ■ Somewhat Uncomfortable
 ■ Very Uncomfortable



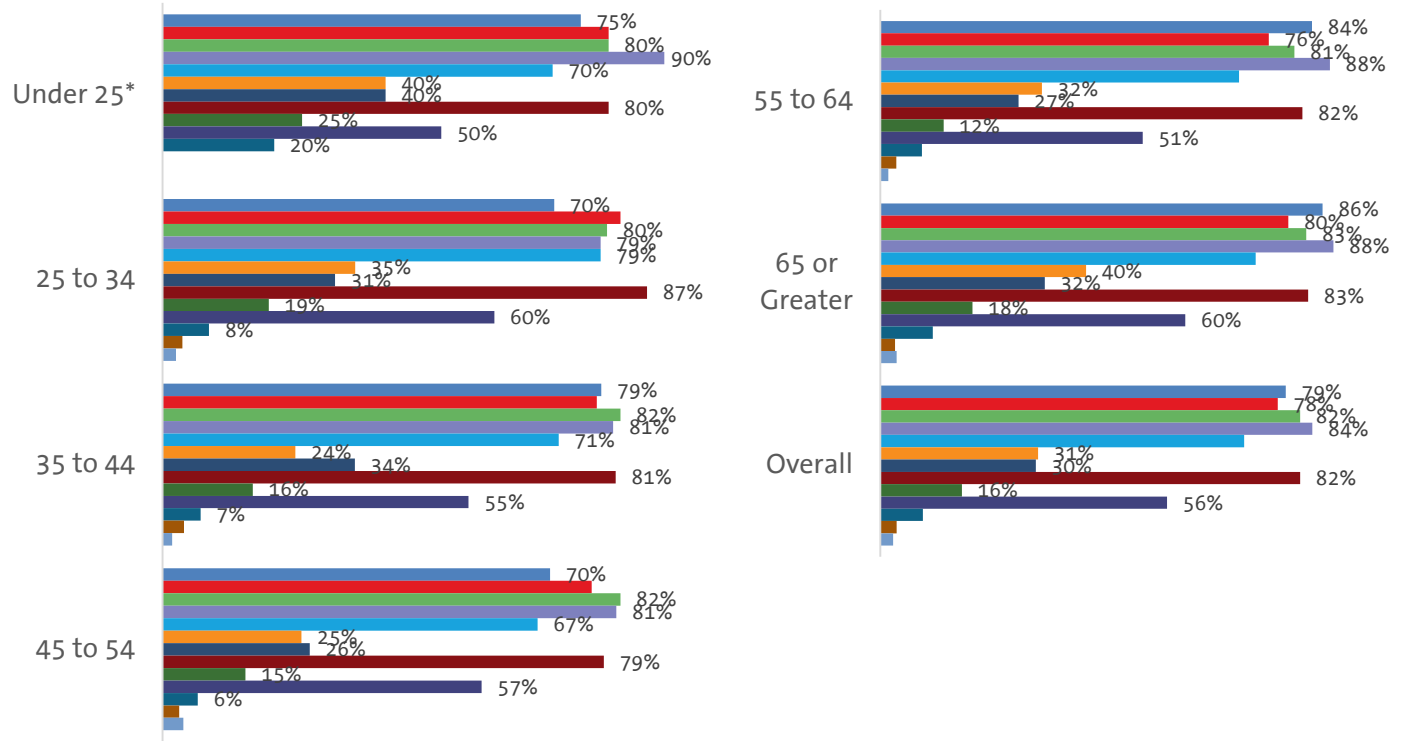
Shopping Comfort Levels by Age Range: 65 years or greater

■ Very Comfortable
 ■ Somewhat Comfortable
 ■ Neutral
 ■ Somewhat Uncomfortable
 ■ Very Uncomfortable



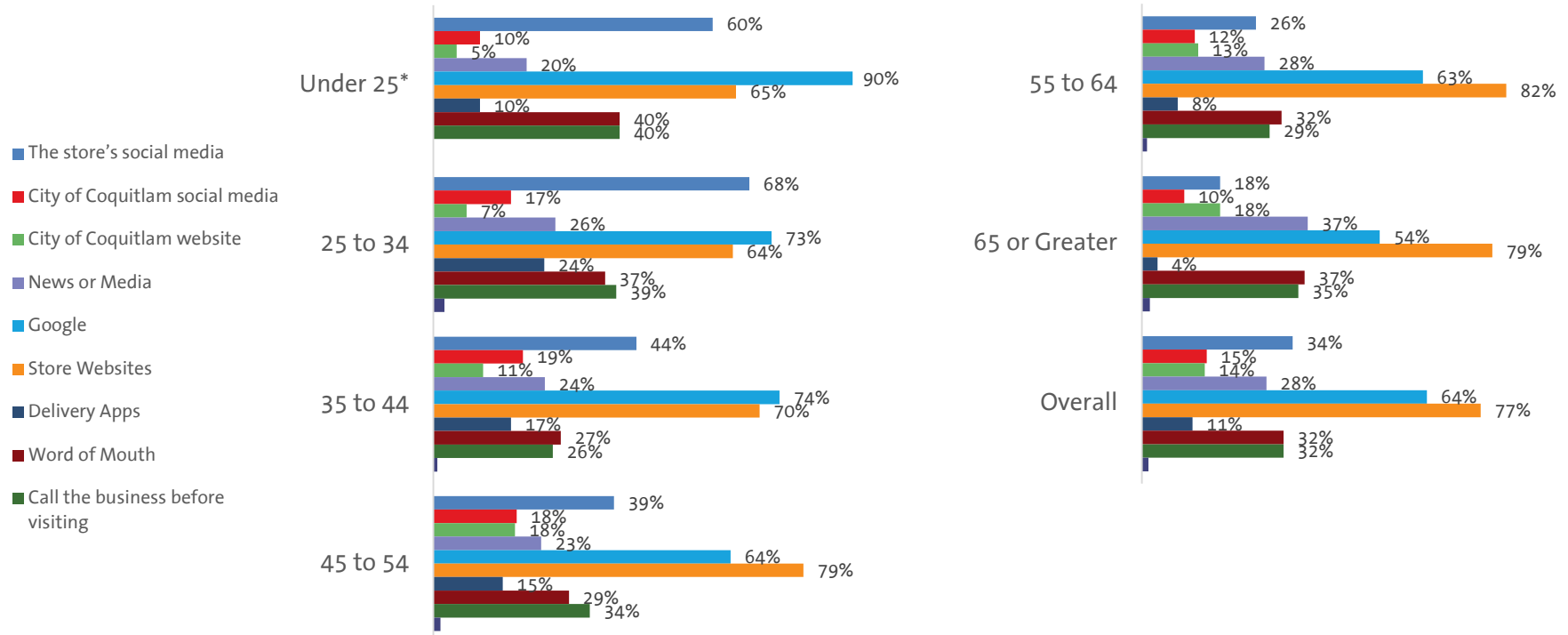
COVID-19 Safety Measures by Age Range

- The use of physical distancing equipment (e.g. Plexiglas barriers)
- Customers using disinfectant / hand sanitizer as they enter
- Limiting number of patrons
- Ensuring distance between patrons
- Staff using face masks or face shields
- Staff using gloves
- Air purifiers installed to clean air inside
- Regular anti-viral cleaning throughout the business day
- Temperature checks before entering
- Customers using face masks
- Customers using gloves
- Other
- None at all



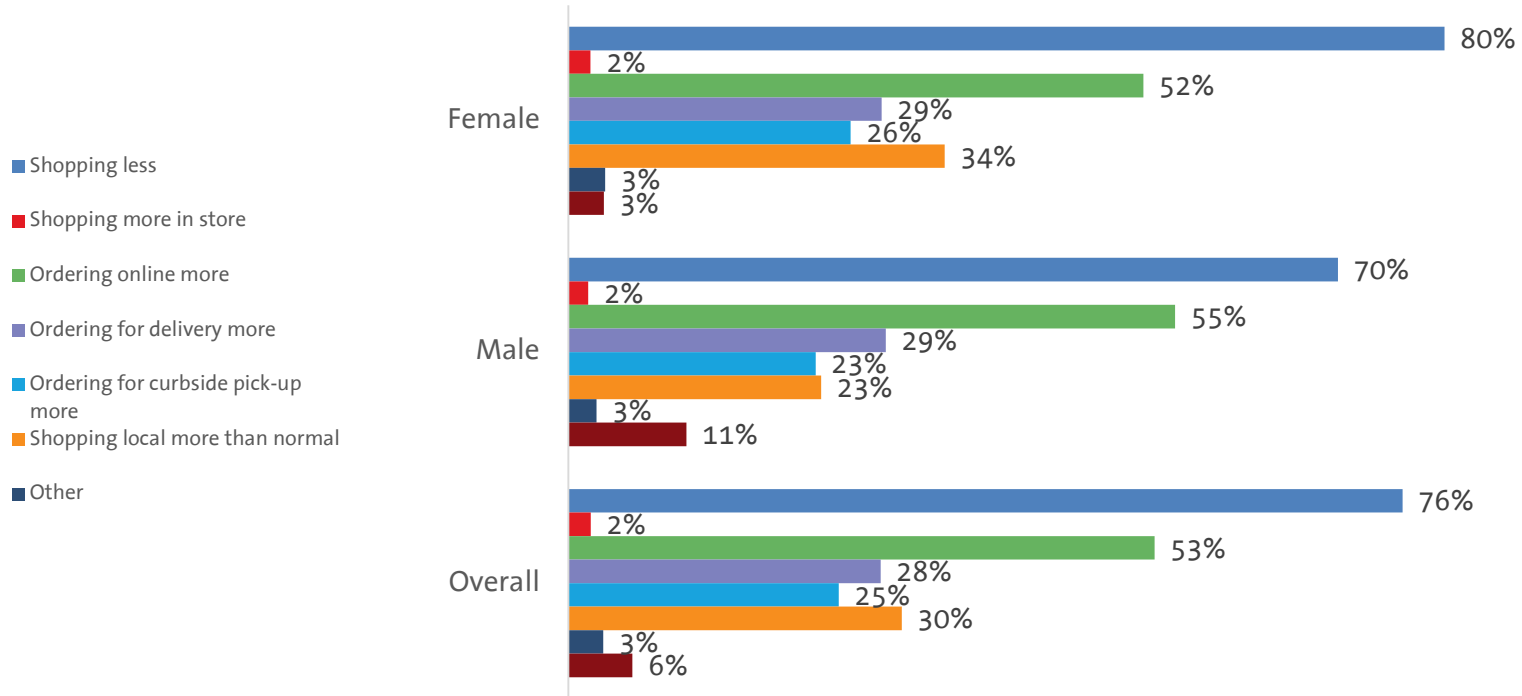
Caution: low base n=20

Sourcing Business-related Information during COVID-19 by Age Range



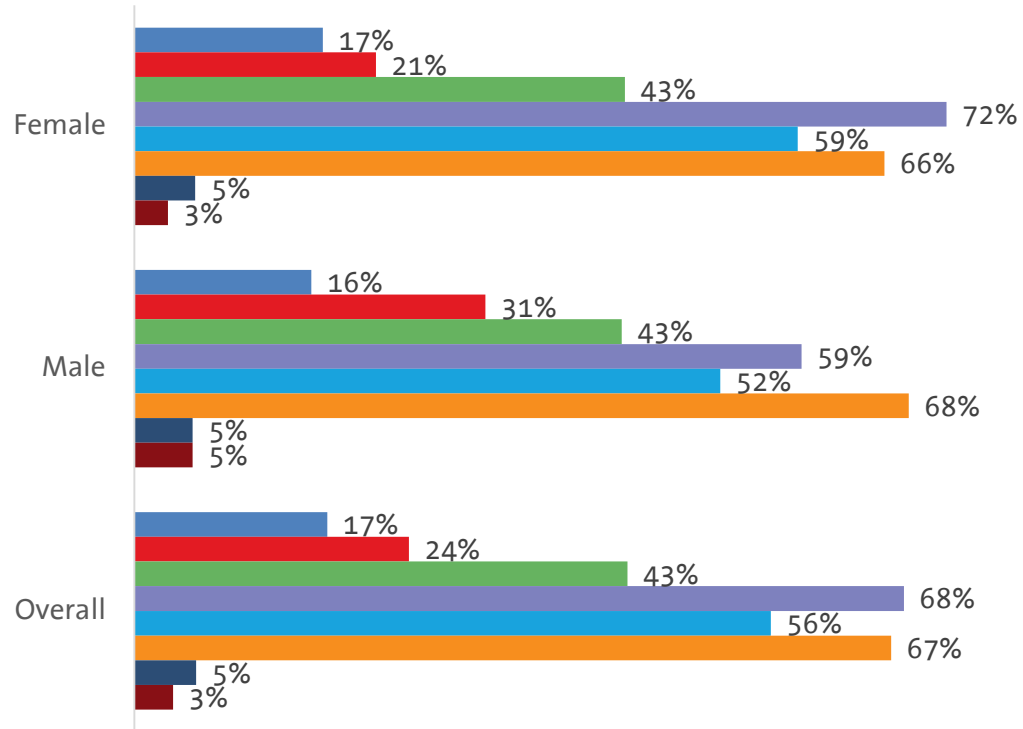
Caution: low base n=20

Changes in Shopping Habits by Gender



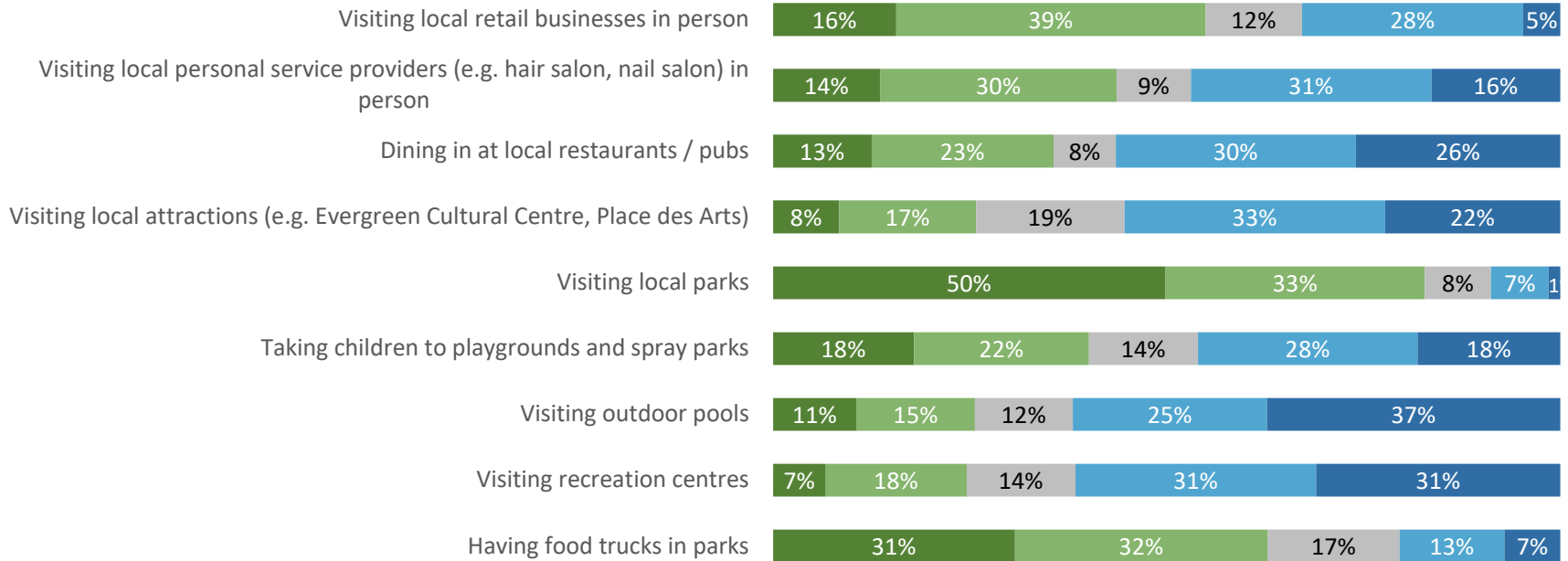
Concerns when Visiting Local Business and Attractions by Gender

- Cost
- Inconvenience in business related to physical-distancing guidelines
- Lengthy line-ups while paying
- Crowds in general
- Fear of catching COVID-19
- Lengthy line-ups before entering
- Other
- None at all



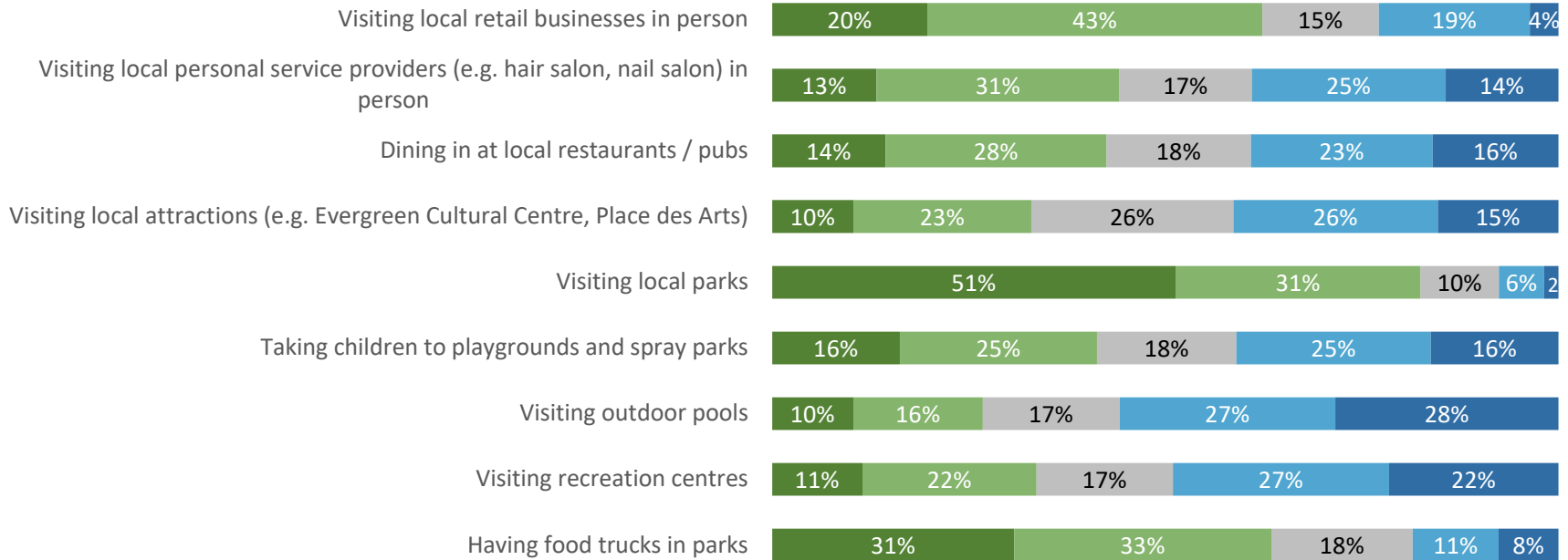
Shopping Comfort Levels by Gender: Females

■ Very Comfortable
 ■ Somewhat Comfortable
 ■ Neutral
 ■ Somewhat Uncomfortable
 ■ Very Uncomfortable



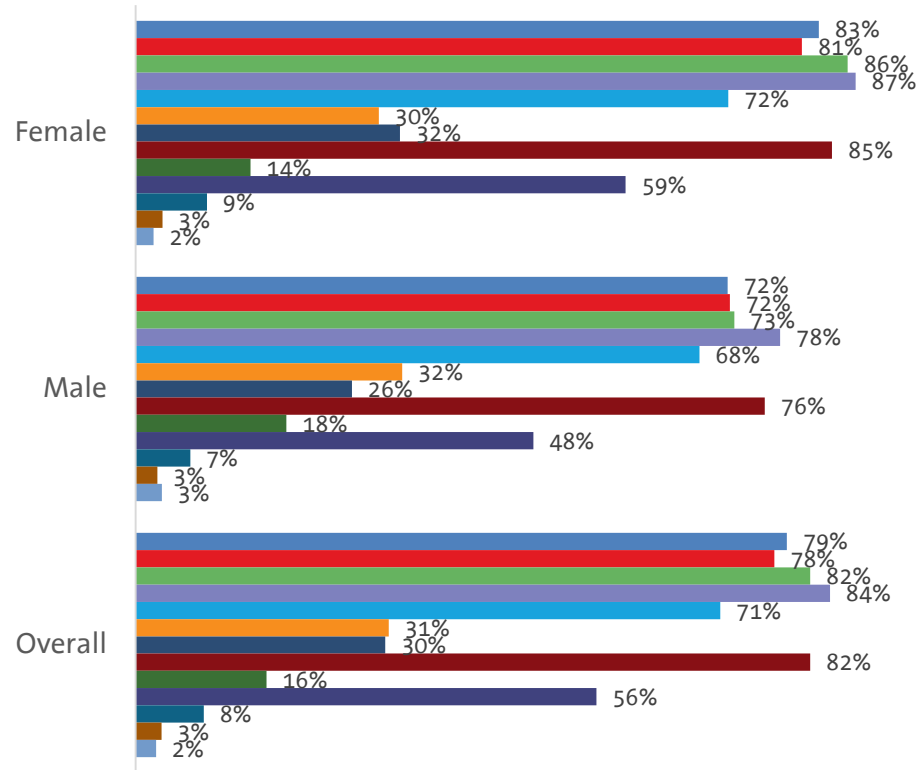
Shopping Comfort Levels by Gender: Males

■ Very Comfortable
 ■ Somewhat Comfortable
 ■ Neutral
 ■ Somewhat Uncomfortable
 ■ Very Uncomfortable

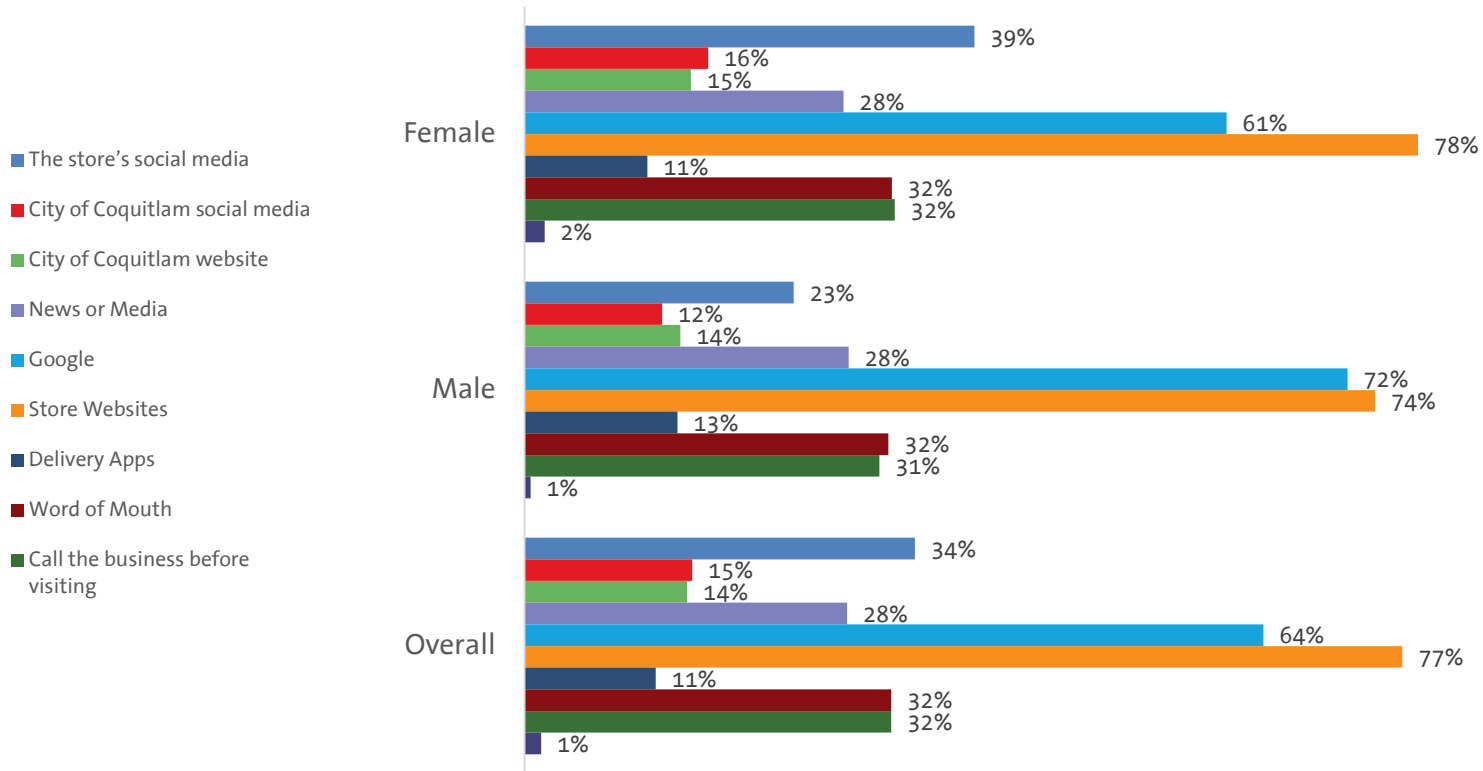


COVID-19 Safety Measures by Gender

- The use of physical distancing equipment (e.g. Plexiglas barriers)
- Customers using disinfectant / hand sanitizer as they enter
- Limiting number of patrons
- Ensuring distance between patrons
- Staff using face masks or face shields
- Staff using gloves
- Air purifiers installed to clean air inside
- Regular anti-viral cleaning throughout the business day
- Temperature checks before entering
- Customers using face masks
- Customers using gloves
- Other
- None at all

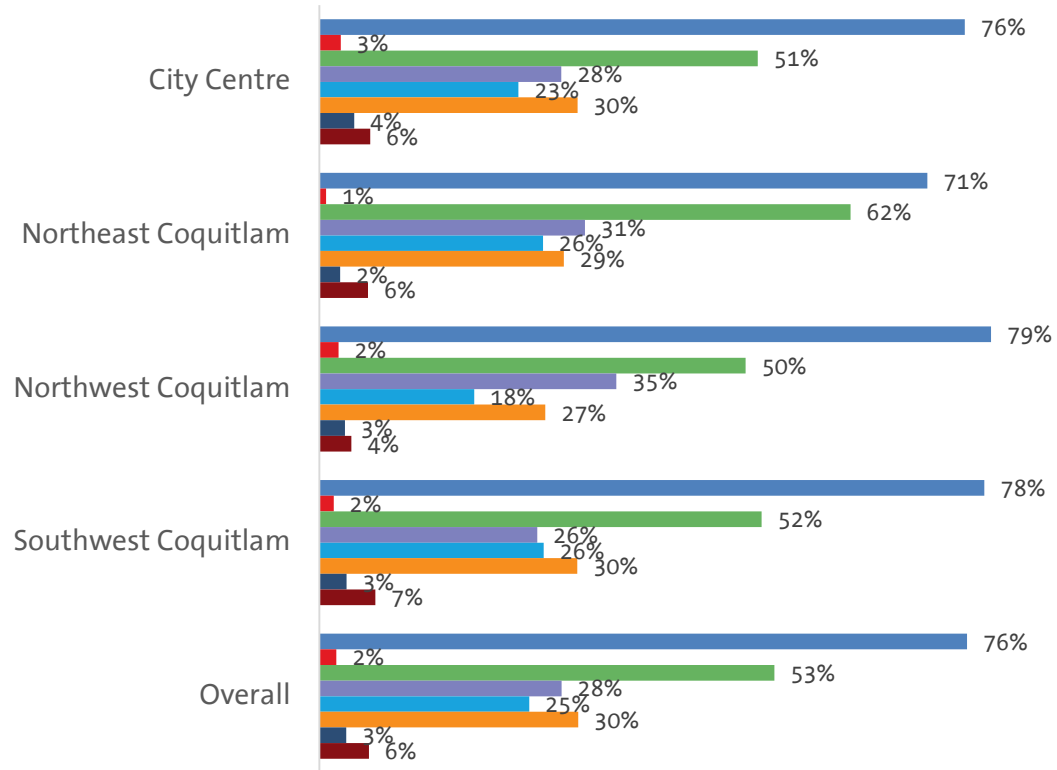


Sourcing Business-related Information during COVID-19 by Gender



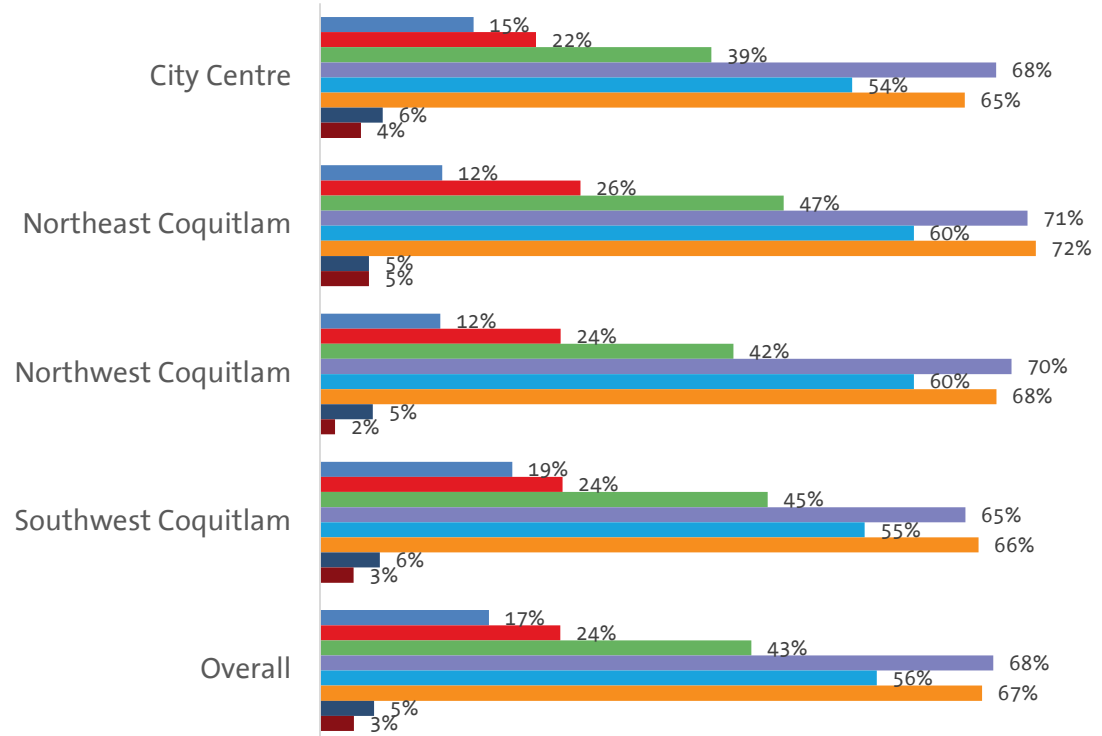
Changes in Shopping Habits by Neighbourhood Plan Areas

- Shopping less
- Shopping more in store
- Ordering online more
- Ordering for delivery more
- Ordering for curbside pick-up more
- Shopping local more than normal
- Other
- They haven't changed



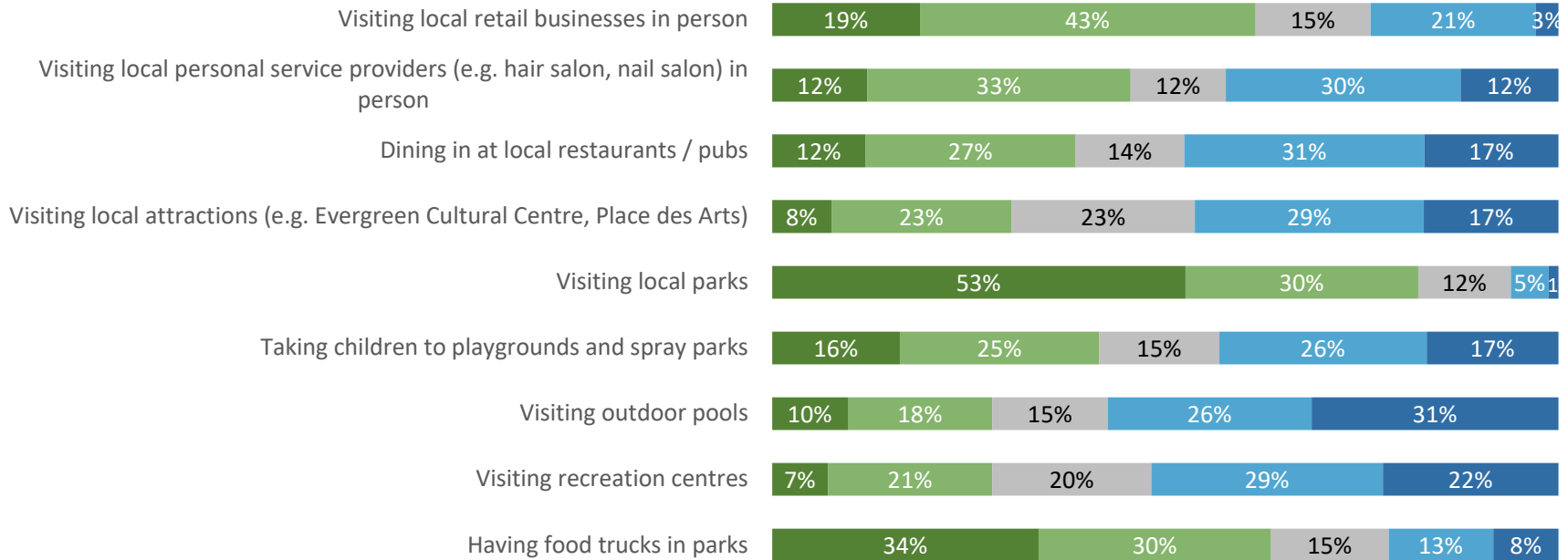
Concerns when Visiting Local Business and Attractions by Neighbourhood Plan Areas

- Cost
- Inconvenience in business related to physical-distancing guidelines
- Lengthy line-ups while paying
- Crowds in general
- Fear of catching COVID-19
- Lengthy line-ups before entering
- Other
- None at all



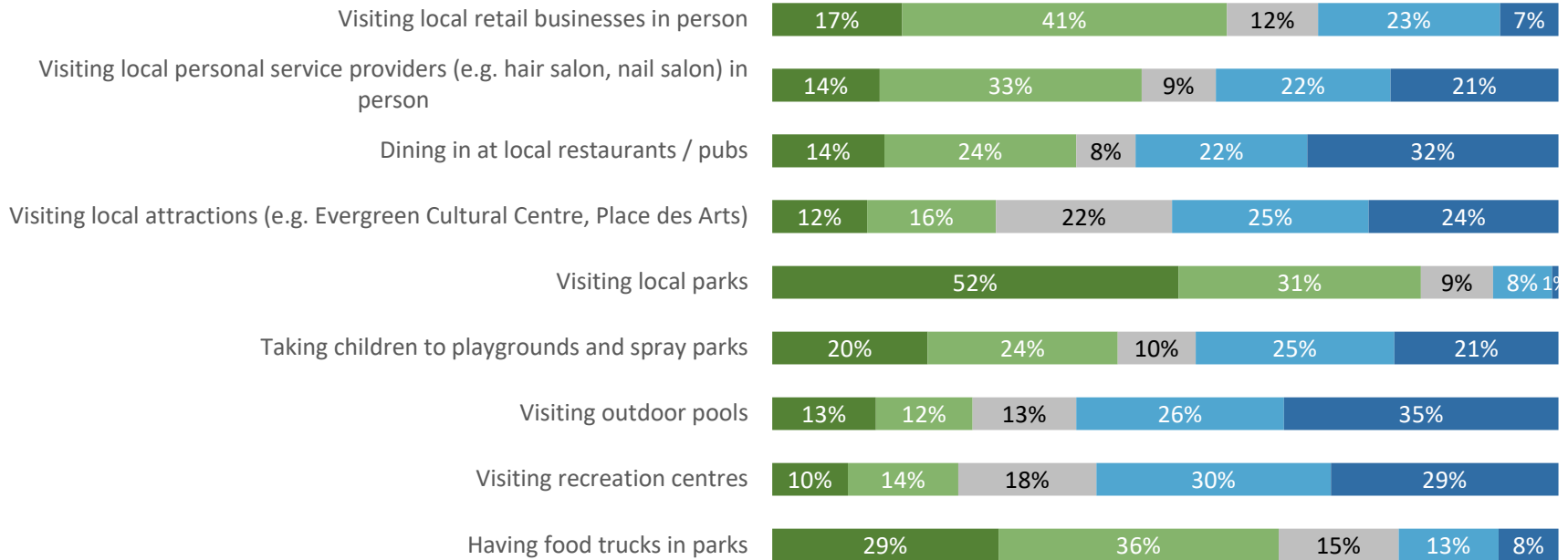
Shopping Comfort Levels by Neighbourhood Plan Areas: City Centre

■ Very Comfortable
 ■ Somewhat Comfortable
 ■ Neutral
 ■ Somewhat Uncomfortable
 ■ Very Uncomfortable



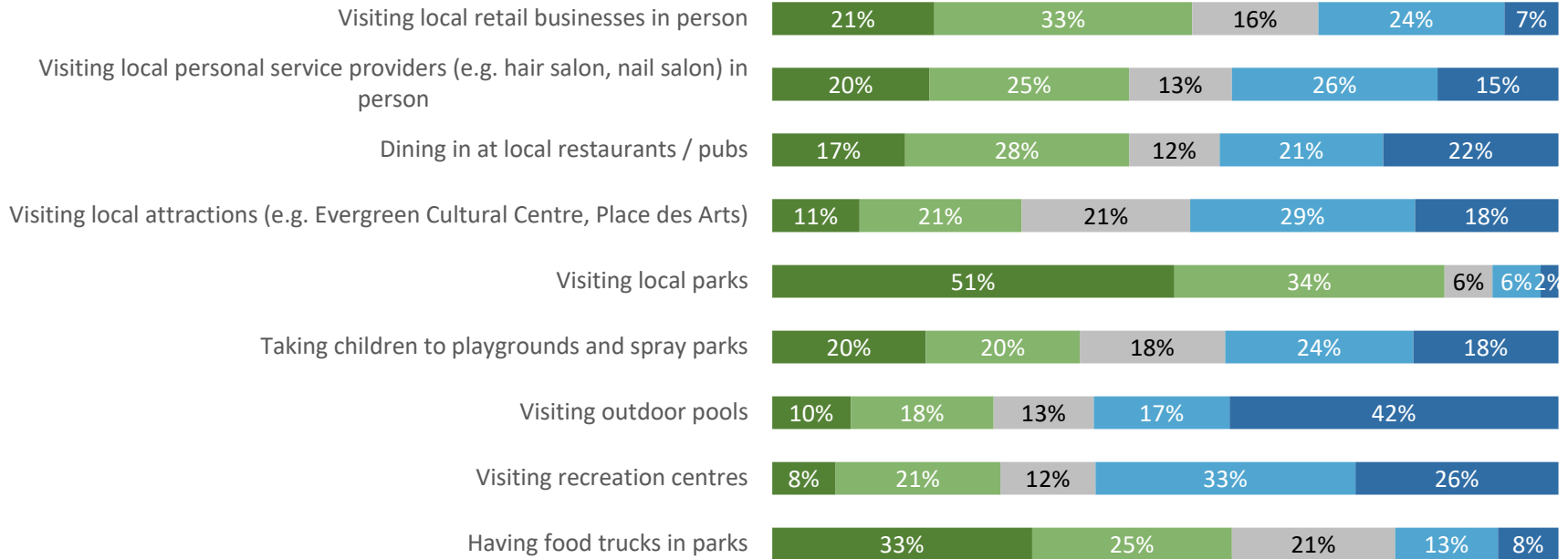
Shopping Comfort Levels by Neighbourhood Plan Areas: Northeast Coquitlam

■ Very Comfortable
 ■ Somewhat Comfortable
 ■ Neutral
 ■ Somewhat Uncomfortable
 ■ Very Uncomfortable



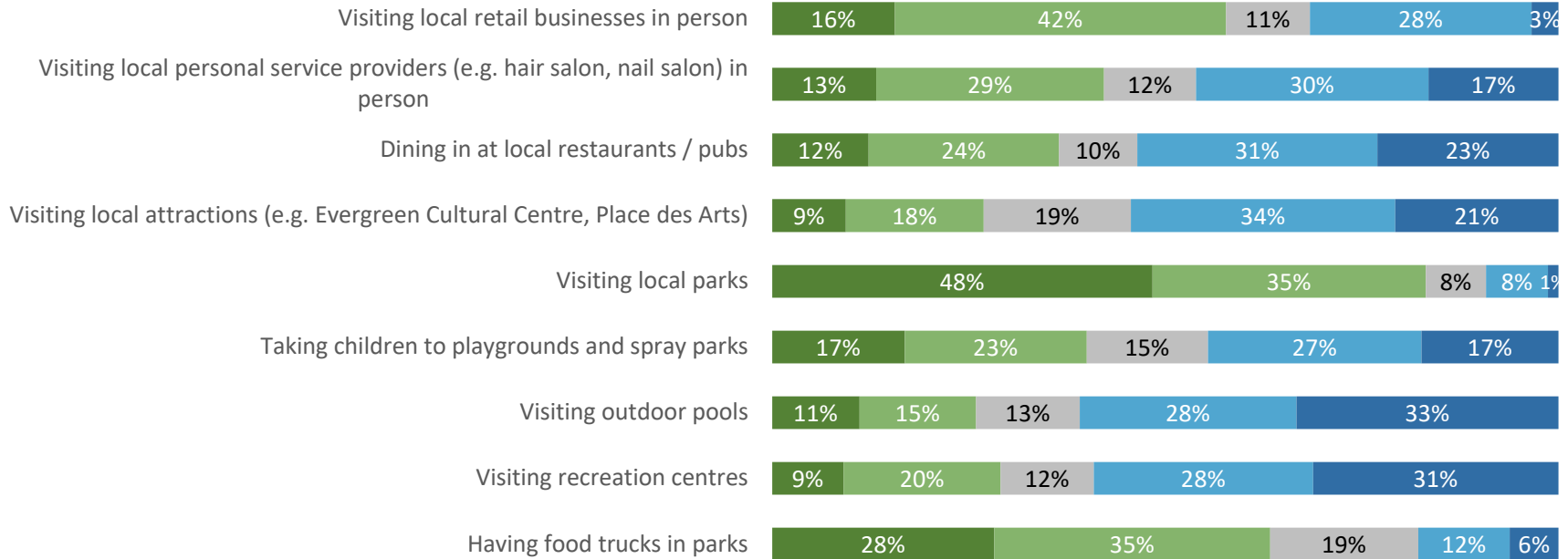
Shopping Comfort Levels by Neighbourhood Plan Areas: Northwest Coquitlam

■ Very Comfortable
 ■ Somewhat Comfortable
 ■ Neutral
 ■ Somewhat Uncomfortable
 ■ Very Uncomfortable



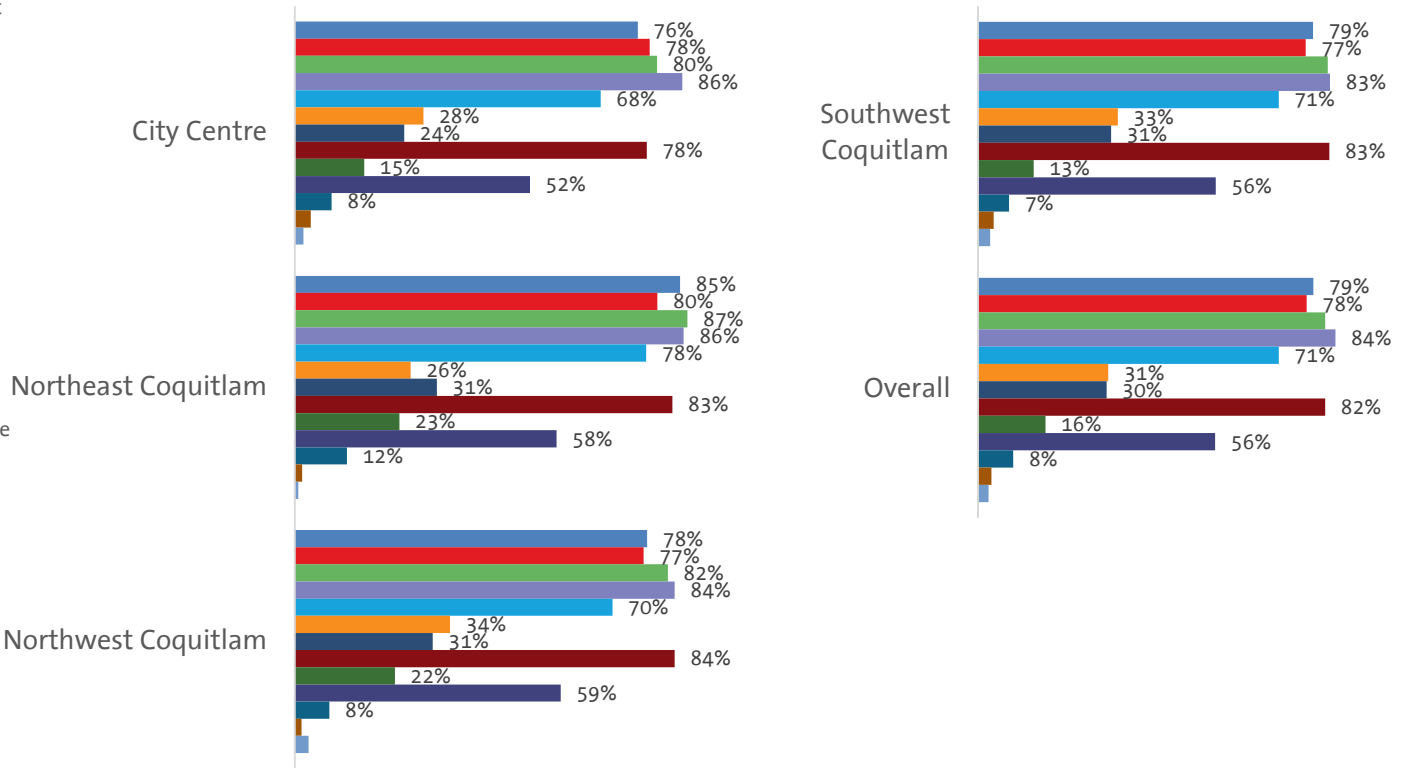
Shopping Comfort Levels by Neighbourhood Plan Areas: Southwest Coquitlam

■ Very Comfortable
 ■ Somewhat Comfortable
 ■ Neutral
 ■ Somewhat Uncomfortable
 ■ Very Uncomfortable



COVID-19 Safety Measures by Neighbourhood Plan Areas

- The use of physical distancing equipment (e.g. Plexiglas barriers)
- Customers using disinfectant / hand sanitizer as they enter
- Limiting number of patrons
- Ensuring distance between patrons
- Staff using face masks or face shields
- Staff using gloves
- Air purifiers installed to clean air inside
- Regular anti-viral cleaning throughout the business day
- Temperature checks before entering
- Customers using face masks
- Customers using gloves
- Other
- None at all



Sourcing Business-related Information during COVID-19 by Neighbourhood Plan Areas

