

Shopping Preferences & Business Opportunity Survey



100 Mile House

Wednesday, March 8, 2023 – For Immediate Release

March 8, 2023 – *100 Mile House, B.C.* – The District of 100 Mile House is asking area residents to complete a short survey to tell us about your shopping preferences and which products you would like see available here.

The online survey at www.100milehouse.com/2023survey is another economic development initiative, focused on increasing community engagement, supporting economic diversity, and building retail capacity. All 3 are strategic recommendations in the District of 100 Mile House Economic Development Strategy. It is expected that the survey findings will enhance the District’s economic development efforts to support local business, attract retailers, grow the local business sector and slow economic leakage of retail spending.

An earlier local shopping survey done a few years ago, revealed that residents shopped out-of-town primarily for entertainment, household goods and business supplies. For many of us, our shopping patterns have changed in the past 2-3 years. So, our next step is to see just how our shopping preferences have changed, learn which products and services residents want to see locally, and support local businesses to remain competitive.

“Gauging residents’ shopping patterns helps identify strengths and opportunities in the local retail market,” says Joanne Doddridge, Director of Economic Development & Planning.

Mayor Maureen Pinkney agrees that “the economic landscape is changing and to compete, we need to be flexible and innovative in our approach and take advantage of every opportunity to support locally-owned businesses. Information from surveys like this will help us identify the opportunities and how 100 Mile House can support local retail options.”

The short survey will take about 5-10 minutes to complete, and all answers are anonymous. The survey closes on March 24, 2023, with results available in early May.

-30-

For further information, contact:

Joanne Doddridge

Director of Economic Development and Planning

250-395-2434

jdoddridge@100milehouse.com