

JUSTASON MARKET INTELLIGENCE INC.

Survey of Metro Vancouver Millennials / May 10-14, 2018 / Online

"Are you optimistic or pessimistic about the future of the planet?"

	Total	Gender		Age				Education				Income			Employment Status				
		Male	Female	18 to 24 years	25 to 29 years	30 to 34 years	35 to 39 years	Up to high school graduation	Technical school	Up to College / University Grad	Post-graduate	Less than \$50K	\$50K to \$100K	More than \$100K	Full-time	Part-time / casual	Contract / freelance	Student	Seeking work
Base: All Respondents	500	245	253	154	120	113	114	59	34	370	37	151	208	92	309	127	38	82	38
Very optimistic about the future of the planet	10%	12%	8%	13%	8%	10%	7%	15%	10%	9%	8%	12%	11%	6%	10%	12%	3%	3%	8%
Somewhat optimistic	34%	36%	32%	36%	33%	36%	30%	30%	18%	35%	45%	32%	39%	35%	33%	41%	41%	36%	15%
Somewhat pessimistic	35%	32%	40%	29%	39%	34%	42%	31%	49%	35%	30%	30%	35%	41%	36%	34%	35%	37%	45%
Very pessimistic about the future of the planet	13%	13%	12%	10%	12%	15%	15%	15%	9%	13%	12%	12%	12%	14%	14%	11%	13%	6%	12%
Not sure	8%	8%	8%	12%	7%	5%	6%	9%	14%	8%	5%	13%	3%	4%	8%	3%	7%	17%	21%
OPTIMISTIC (NET)	44%	47%	40%	49%	41%	46%	37%	45%	28%	44%	53%	44%	49%	41%	43%	52%	44%	39%	23%
PESSIMISTIC (NET)	48%	45%	52%	39%	51%	49%	56%	46%	58%	48%	42%	42%	48%	55%	49%	45%	48%	44%	57%

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"There are many issues facing society and the planet. Can one person, like you, make a difference?"

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Base: All Respondents	500	245	253	154	120	113	114	59	34	370	37	151	208	92	309	127	38	82	38
Yes, absolutely	31%	31%	30%	25%	35%	33%	32%	29%	31%	29%	46%	33%	32%	25%	33%	32%	33%	24%	13%
Yes, in theory	49%	48%	50%	49%	49%	48%	47%	45%	56%	50%	34%	47%	50%	50%	44%	55%	57%	62%	67%
No	13%	14%	12%	14%	12%	12%	14%	11%	8%	14%	13%	10%	13%	20%	15%	7%	10%	8%	6%
Not sure	8%	7%	8%	12%	4%	6%	7%	14%	5%	7%	6%	10%	4%	5%	8%	6%	0%	5%	14%
YES (NET)	79%	79%	79%	75%	84%	82%	79%	75%	88%	79%	81%	80%	82%	75%	77%	87%	90%	87%	80%

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"In what recent elections have you voted?"

Check all that apply.

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Base: All Respondents	500	245	253	154	120	113	114	59	34	370	37	151	208	92	309	127	38	82	38
Voted in provincial, federal, or provincial election	76%	75%	78%	63%	77%	83%	85%	43%	79%	80%	88%	61%	81%	86%	84%	63%	82%	59%	60%
Provincial election in 2017	66%	66%	66%	55%	66%	72%	74%	33%	62%	70%	78%	47%	72%	81%	76%	54%	60%	49%	48%
Federal election in 2015	62%	56%	67%	43%	66%	70%	73%	36%	59%	65%	65%	54%	62%	71%	69%	50%	73%	44%	54%
Municipal election in 2014	37%	32%	42%	13%	44%	49%	50%	16%	39%	39%	40%	29%	36%	50%	41%	29%	42%	24%	33%
I didn't vote in any	13%	13%	13%	14%	13%	13%	12%	34%	11%	10%	8%	20%	9%	11%	10%	17%	11%	12%	27%
I didn't vote in any because I wasn't eligible	11%	12%	9%	23%	10%	4%	3%	23%	10%	10%	4%	19%	10%	3%	6%	19%	7%	29%	13%

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"Forms of government include democracies, oligarchies and dictatorships. Canada is an example of a democracy. How important or unimportant is it for you to live in a country that is democratically governed?"

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Base: All Respondents	500	245	253	154	120	113	114	59	34	370	37	151	208	92	309	127	38	82	38
Very important	64%	64%	65%	62%	66%	67%	63%	55%	61%	65%	73%	58%	66%	71%	66%	68%	57%	73%	57%
Somewhat important	23%	25%	21%	21%	24%	21%	26%	22%	24%	23%	21%	25%	24%	21%	23%	22%	23%	17%	19%
Somewhat unimportant	4%	5%	2%	5%	4%	3%	3%	1%	8%	4%	2%	4%	4%	4%	3%	2%	9%	1%	5%
Very unimportant	1%	1%	1%	1%	0%	1%	2%	4%	2%	1%	0%	1%	1%	1%	1%	0%	2%	2%	0%
Not sure	8%	6%	11%	11%	6%	8%	6%	18%	6%	7%	4%	12%	5%	4%	7%	7%	9%	7%	19%
IMPORTANT (NET)	87%	88%	86%	83%	89%	88%	88%	77%	85%	88%	94%	82%	90%	91%	89%	91%	81%	89%	76%
UNIMPORTANT (NET)	5%	6%	4%	6%	4%	3%	5%	4%	9%	5%	2%	5%	5%	5%	4%	2%	11%	4%	5%

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"On most political matters, do you consider yourself..."

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Base: All Respondents	500	245	253	154	120	113	114	59	34	370	37	151	208	92	309	127	38	82	38
Very liberal	14%	10%	17%	13%	15%	13%	14%	8%	13%	14%	14%	17%	13%	8%	13%	10%	25%	12%	19%
Liberal	30%	29%	31%	27%	32%	30%	31%	24%	26%	30%	42%	26%	33%	33%	29%	30%	16%	31%	33%
Centre	28%	33%	22%	28%	27%	26%	29%	25%	38%	28%	21%	20%	35%	27%	30%	31%	21%	33%	21%
Conservative	10%	10%	9%	10%	9%	10%	11%	10%	6%	10%	12%	9%	7%	19%	11%	8%	9%	5%	9%
Very conservative	2%	2%	2%	2%	1%	2%	2%	3%	0%	1%	3%	2%	1%	2%	2%	1%	2%	0%	0%
Not sure	18%	16%	19%	21%	15%	18%	14%	29%	17%	17%	9%	27%	11%	11%	16%	19%	27%	19%	19%
LIBERAL (NET)	43%	38%	47%	39%	47%	43%	45%	32%	39%	44%	56%	43%	45%	41%	42%	41%	41%	43%	51%
CONSERVATIVE (NET)	11%	12%	11%	11%	10%	12%	12%	14%	6%	11%	15%	11%	9%	21%	13%	9%	11%	5%	9%