

JUSTASON MARKET INTELLIGENCE INC.

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

"How important are your job or career?"

NEED TO HAVE SUMMARY

	Total	Gender		Age				Region					
		Male	Female	18 to 24 years	25 to 29 years	30 to 34 years	35 to 39 years	CoV	Bby / New West	North Shore / Bowen Island	Tri-Cities / Maple Meadows area	South of Fraser	Richmond
<b>Base: All Respondents</b>	500	245	253	154	120	113	114	157	67	31	63	144	38
<b>A job, any job</b>	67%	67%	67%	67%	67%	66%	67%	71%	61%	56%	78%	66%	51%
<b>A fulfilling career</b>	65%	63%	66%	75%	68%	59%	52%	63%	72%	55%	65%	63%	72%

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"What is your employment status?"  
Check up to two.

	Total	Gender		Age				Region					
		Male	Female	18 to 24 years	25 to 29 years	30 to 34 years	35 to 39 years	CoV	Bby / New West	North Shore / Bowen Island	Tri-Cities / Maple Meadows area	South of Fraser	Richmond
<b>Base: All Respondents</b>	500	245	253	154	120	113	114	157	67	31	63	144	38
<b>Full-time</b>	62%	68%	56%	43%	60%	78%	73%	68%	57%	70%	61%	53%	72%
<b>Part-time</b>	21%	20%	22%	40%	18%	10%	11%	17%	26%	7%	26%	28%	11%
<b>Student</b>	16%	13%	20%	36%	15%	4%	3%	15%	19%	9%	15%	22%	6%
<b>Seeking work</b>	8%	5%	10%	10%	11%	4%	5%	5%	16%	5%	8%	8%	3%
<b>Contract/freelance</b>	8%	7%	8%	7%	13%	5%	5%	11%	3%	22%	4%	4%	7%
<b>Casual</b>	5%	5%	5%	3%	10%	2%	4%	3%	7%	2%	2%	8%	3%
<b>Other</b>	4%	1%	6%	1%	3%	7%	6%	3%	2%	2%	4%	6%	3%

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*"Thinking about what you do for a living, would you say the values of the organization you work for align with your own values?"*

	Total	Gender		Age				Region					
		Male	Female	18 to 24 years	25 to 29 years	30 to 34 years	35 to 39 years	CoV	Bby / New West	North Shore / Bowen Island	Tri-Cities / Maple Meadows area	South of Fraser	Richmond
<b>Base: All Respondents</b>	500	245	253	154	120	113	114	157	67	31	63	144	38
<b>Yes, completely</b>	26%	26%	26%	17%	29%	33%	29%	27%	18%	39%	24%	29%	22%
<b>Yes, somewhat</b>	47%	47%	48%	52%	44%	39%	51%	46%	60%	32%	53%	43%	47%
<b>No, not really</b>	11%	12%	10%	7%	12%	16%	9%	14%	11%	7%	11%	6%	15%
<b>No, not at all</b>	5%	5%	5%	11%	3%	1%	2%	3%	1%	5%	1%	10%	9%
<b>Not sure</b>	11%	10%	11%	12%	11%	11%	9%	10%	10%	17%	10%	13%	7%
<b>YES (NET)</b>	73%	73%	74%	70%	73%	72%	80%	73%	78%	71%	78%	71%	70%
<b>NO (NET)</b>	16%	17%	15%	18%	15%	17%	11%	17%	12%	12%	13%	16%	24%

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"Would you say you are satisfied or dissatisfied with your current job or career?"

	Total	Gender		Age				Region					
		Male	Female	18 to 24 years	25 to 29 years	30 to 34 years	35 to 39 years	CoV	Bby / New West	North Shore / Bowen Island	Tri-Cities / Maple Meadows area	South of Fraser	Richmond
<b>Base: All Respondents</b>	500	245	253	154	120	113	114	157	67	31	63	144	38
<b>Very satisfied</b>	21%	22%	20%	19%	22%	28%	16%	24%	20%	31%	13%	22%	15%
<b>Somewhat satisfied</b>	51%	52%	50%	43%	53%	47%	65%	50%	55%	49%	59%	52%	35%
<b>Somewhat dissatisfied</b>	16%	16%	16%	20%	16%	15%	12%	17%	16%	7%	16%	10%	42%
<b>Very dissatisfied</b>	6%	5%	6%	8%	4%	7%	4%	5%	5%	0%	10%	6%	7%
<b>Not sure</b>	6%	5%	8%	10%	5%	4%	4%	4%	5%	13%	2%	10%	2%
<b>SATISFIED (NET)</b>	72%	74%	70%	62%	75%	74%	81%	74%	75%	80%	72%	74%	49%
<b>DISSATISFIED (NET)</b>	22%	21%	22%	28%	20%	21%	15%	22%	21%	7%	26%	16%	49%