

# JUSTASON MARKET INTELLIGENCE INC.

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

*"Basic needs for some people are luxuries for others. How important to your life today are these items?"*

Access to housing

	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>Need to have</b>	84%	83%	86%	86%	85%	85%	81%	82%	85%	85%	90%	85%	82%
<b>Nice to have</b>	13%	15%	12%	11%	14%	12%	16%	15%	15%	15%	8%	12%	15%
<b>Not interested</b>	2%	2%	2%	3%	0%	2%	3%	3%	1%	0%	1%	3%	2%

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"What is your housing situation?"

	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>Live away from parents: have own or shared home (self, roommates, partner) (NET)</b>	<b>61%</b>	<b>62%</b>	<b>61%</b>	<b>36%</b>	<b>64%</b>	<b>75%</b>	<b>80%</b>	<b>68%</b>	<b>62%</b>	<b>61%</b>	<b>69%</b>	<b>54%</b>	<b>49%</b>
Have my own apartment or house (not shared)	26%	27%	24%	9%	21%	35%	43%	29%	22%	27%	30%	20%	31%
Share an apartment or house with my partner	24%	20%	27%	11%	28%	32%	31%	22%	29%	17%	39%	23%	10%
Share an apartment or house with roommates	12%	14%	9%	16%	15%	8%	6%	17%	11%	17%	0%	11%	8%
<b>Live with parents, rent free + pay rent (NET)</b>	<b>37%</b>	<b>37%</b>	<b>38%</b>	<b>62%</b>	<b>36%</b>	<b>23%</b>	<b>18%</b>	<b>31%</b>	<b>38%</b>	<b>37%</b>	<b>31%</b>	<b>43%</b>	<b>49%</b>
Live with my parents/family members rent-free	25%	24%	26%	51%	22%	11%	8%	17%	24%	29%	26%	31%	30%
Live with my parents/family members and pay rent	12%	12%	12%	11%	15%	13%	10%	13%	14%	9%	4%	12%	19%
Homeless (streets / couch surf)	1%	2%	0%	1%	0%	1%	1%	1%	0%	0%	0%	2%	0%
Other (please specify):	1%	0%	1%	1%	0%	0%	1%	0%	0%	2%	0%	1%	1%

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"How important is your access to these healthcare services?"

Access to alternative healthcare (e.g., naturopath, acupuncture)

	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>Need to have</b>	29%	25%	32%	31%	25%	26%	32%	30%	22%	26%	41%	26%	29%
<b>Nice to have</b>	53%	55%	52%	49%	52%	60%	54%	53%	60%	54%	48%	54%	53%
<b>Not interested</b>	18%	20%	15%	20%	22%	14%	14%	17%	18%	20%	11%	20%	18%

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*"Have you ever experienced challenges with your mental health or with substances abuse?  
Check all that apply."*

	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>No</b>	57%	66%	49%	54%	55%	54%	66%	53%	61%	51%	66%	55%	68%
<b>YES (NET)</b>	<b>43%</b>	<b>34%</b>	<b>51%</b>	<b>46%</b>	<b>45%</b>	<b>46%</b>	<b>34%</b>	<b>47%</b>	<b>39%</b>	<b>49%</b>	<b>34%</b>	<b>45%</b>	<b>32%</b>
Yes, mental health in the past	24%	18%	29%	20%	24%	30%	24%	27%	28%	27%	25%	22%	10%
Yes, mental health currently	21%	13%	28%	24%	25%	20%	12%	24%	17%	20%	16%	23%	11%
Yes, substance abuse in the past	9%	8%	9%	7%	11%	12%	6%	11%	9%	10%	11%	6%	6%
Yes, substance abuse currently	5%	6%	3%	9%	2%	4%	3%	4%	6%	10%	2%	4%	10%

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

	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, absolutely</b>	31%	31%	30%	25%	35%	33%	32%	32%	29%	25%	29%	37%	12%
<b>Yes, in theory</b>	49%	48%	50%	49%	49%	48%	47%	50%	51%	53%	50%	46%	45%
<b>No</b>	13%	14%	12%	14%	12%	12%	14%	12%	14%	12%	18%	8%	25%
<b>Not sure</b>	8%	7%	8%	12%	4%	6%	7%	6%	7%	10%	3%	8%	18%
<b>YES (NET)</b>	79%	79%	79%	75%	84%	82%	79%	82%	80%	78%	79%	83%	57%

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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?"*

	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 important</b>	64%	64%	65%	62%	66%	67%	63%	67%	66%	53%	67%	65%	54%
<b>Somewhat important</b>	23%	25%	21%	21%	24%	21%	26%	23%	23%	19%	28%	21%	25%
<b>Somewhat unimportant</b>	4%	5%	2%	5%	4%	3%	3%	2%	3%	10%	0%	2%	18%
<b>Very unimportant</b>	1%	1%	1%	1%	0%	1%	2%	0%	2%	0%	0%	2%	0%
<b>Not sure</b>	8%	6%	11%	11%	6%	8%	6%	7%	6%	19%	5%	11%	3%
<b>IMPORTANT (NET)</b>	87%	88%	86%	83%	89%	88%	88%	90%	88%	71%	95%	85%	79%
<b>UNIMPORTANT (NET)</b>	5%	6%	4%	6%	4%	3%	5%	2%	6%	10%	0%	4%	18%

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"How important to your life currently are these personal connections and leisure pursuits?"

## 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>Time to yourself</b>	82%	78%	85%	83%	80%	83%	80%	81%	76%	95%	80%	84%	75%
<b>Personal development (e.g., spiritual, self esteem, life skills)</b>	65%	58%	71%	74%	70%	60%	51%	62%	59%	71%	68%	66%	74%
<b>Like-minded friends</b>	64%	59%	68%	65%	68%	67%	55%	67%	67%	49%	70%	60%	60%
<b>A romantic life partner</b>	53%	53%	54%	51%	55%	58%	51%	47%	59%	56%	64%	54%	47%
<b>Travel</b>	42%	41%	44%	33%	49%	47%	44%	44%	41%	81%	40%	35%	40%
<b>My children / having children</b>	36%	34%	38%	30%	32%	38%	47%	27%	40%	24%	66%	37%	27%
<b>Pet</b>	23%	16%	30%	20%	27%	29%	19%	20%	25%	24%	25%	25%	26%
<b>Volunteering</b>	14%	9%	18%	15%	12%	12%	17%	16%	5%	24%	15%	13%	12%

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"Thinking now about your personal budget, would you say you earn enough to meet your needs including housing, food, clothing, transportation and entertainment?"

	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 with enough to save or invest</b>	30%	36%	23%	24%	28%	35%	34%	32%	20%	39%	18%	33%	38%
<b>Yes, but only just enough to cover my expenses</b>	48%	45%	49%	44%	47%	50%	51%	49%	57%	19%	62%	41%	49%
<b>No, I rely on family or friends to help</b>	15%	12%	19%	26%	16%	7%	8%	12%	17%	25%	16%	16%	11%
<b>No, I am really not getting by</b>	8%	7%	8%	7%	9%	8%	6%	7%	5%	17%	3%	10%	1%
<b>ENOUGH TO GET BY OR LESS (NET)</b>	<b>70%</b>	<b>64%</b>	<b>77%</b>	<b>76%</b>	<b>72%</b>	<b>65%</b>	<b>66%</b>	<b>68%</b>	<b>80%</b>	<b>61%</b>	<b>82%</b>	<b>67%</b>	<b>62%</b>
Yes, but only just enough to cover my expenses	48%	45%	49%	44%	47%	50%	51%	49%	57%	19%	62%	41%	49%
No, I rely on family or friends to help	15%	12%	19%	26%	16%	7%	8%	12%	17%	25%	16%	16%	11%
No, I am really not getting by	8%	7%	8%	7%	9%	8%	6%	7%	5%	17%	3%	10%	1%
<b>NO (NET)</b>	23%	18%	27%	33%	25%	15%	15%	20%	23%	42%	19%	26%	12%