

JUSTASON MARKET INTELLIGENCE INC.

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

"What is your top issue of concern for the Metro Vancouver region?"

	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
Base: All Respondents	500	245	253	154	120	113	114	157	67	31	63	144	38
Living costs (combined housing + cost of living)	67%	61%	73%	69%	72%	64%	63%	64%	82%	82%	56%	66%	63%
Housing affordability	36%	38%	35%	40%	39%	36%	28%	37%	48%	44%	26%	32%	42%
Cost of living	31%	23%	38%	29%	33%	28%	34%	27%	34%	38%	30%	34%	21%
Fuel prices	9%	13%	5%	11%	4%	9%	12%	2%	7%	3%	18%	11%	22%
Homelessness	4%	3%	4%	6%	1%	4%	2%	3%	5%	2%	1%	5%	3%
Traffic congestion	3%	4%	2%	2%	4%	2%	4%	4%	0%	3%	3%	4%	1%
Economy	3%	5%	1%	4%	3%	2%	1%	4%	1%	0%	5%	2%	0%
Shortage of living wage jobs	2%	2%	3%	2%	3%	2%	3%	5%	1%	0%	5%	0%	0%
Housing access	2%	2%	2%	1%	1%	4%	3%	3%	1%	0%	3%	1%	1%
TransMountain Pipeline expansion	2%	1%	3%	2%	2%	2%	2%	2%	2%	3%	0%	2%	0%
Environment	2%	1%	2%	1%	5%	2%	0%	3%	0%	0%	0%	2%	2%
Transportation	1%	2%	1%	1%	2%	0%	2%	2%	1%	3%	1%	1%	2%
Protecting B.C.'s coast	1%	1%	1%	0%	3%	1%	1%	2%	1%	0%	2%	0%	0%
Crime in the region	1%	1%	1%	1%	0%	4%	0%	1%	0%	2%	1%	1%	2%
Empty homes	1%	1%	1%	1%	0%	3%	1%	2%	0%	0%	1%	0%	2%
Crime in my neighbourhood	1%	1%	1%	1%	0%	0%	2%	1%	0%	0%	1%	1%	0%
Access to ride sharing (like Uber or Lyft)	0%	0%	1%	0%	1%	0%	0%	1%	0%	2%	0%	0%	0%
Other (please specify):	1%	1%	1%	0%	0%	0%	4%	1%	0%	0%	1%	2%	0%

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"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
Base: All Respondents	500	245	253	154	120	113	114	157	67	31	63	144	38
Need to have	84%	83%	86%	86%	85%	85%	81%	82%	85%	85%	90%	85%	82%
Nice to have	13%	15%	12%	11%	14%	12%	16%	15%	15%	15%	8%	12%	15%
Not interested	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
Base: All Respondents	500	245	253	154	120	113	114	157	67	31	63	144	38
Live away from parents: have own or shared home (self, roommates, partner) (NET)	61%	62%	61%	36%	64%	75%	80%	68%	62%	61%	69%	54%	49%
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%
Live with parents, rent free + pay rent (NET)	37%	37%	38%	62%	36%	23%	18%	31%	38%	37%	31%	43%	49%
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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"Do you personally own or rent your home?"

	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
Base: All Respondents	500	245	253	154	120	113	114	157	67	31	63	144	38
Own	27%	32%	22%	9%	25%	37%	45%	19%	34%	12%	45%	29%	29%
Rent	34%	29%	39%	28%	38%	39%	34%	48%	27%	49%	25%	27%	20%
Other (please specify):	1%	0%	1%	1%	0%	0%	2%	1%	1%	2%	0%	0%	1%
Did not answer	38%	38%	38%	63%	36%	25%	19%	32%	38%	37%	31%	45%	49%
Base: Those not living with parents / family	310	151	157	57	76	85	92	106	41	20	43	80	19
Own	44%	52%	36%	24%	40%	49%	56%	28%	55%	19%	65%	52%	58%
Rent	55%	47%	63%	75%	60%	51%	42%	71%	43%	79%	35%	48%	40%

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"Do you plan to own a residential property?"

	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
Base: All Respondents	500	245	253	154	120	113	114	157	67	31	63	144	38
Yes, within the next year	7%	7%	7%	9%	8%	7%	2%	9%	4%	0%	4%	7%	10%
Yes, within the next five years	20%	22%	19%	30%	17%	14%	17%	17%	20%	19%	9%	24%	39%
Yes, some day	31%	30%	33%	43%	35%	23%	21%	36%	27%	54%	32%	28%	16%
No, not likely	10%	7%	14%	7%	11%	14%	10%	15%	11%	9%	8%	8%	2%
Not sure	4%	3%	4%	2%	4%	5%	4%	4%	4%	7%	1%	4%	3%
Already own	27%	32%	22%	9%	25%	37%	45%	19%	34%	12%	45%	29%	29%
YES (NET)	59%	58%	59%	82%	60%	44%	41%	62%	50%	73%	45%	60%	65%
Base: Non-owners (renters + living at home)	363	167	196	140	90	71	62	127	44	28	35	103	27
Yes, within the next year	9%	10%	9%	10%	11%	12%	4%	12%	5%	0%	8%	10%	14%
Yes, within the next five years	28%	32%	25%	33%	22%	22%	32%	21%	31%	21%	16%	34%	56%
Yes, some day	43%	44%	42%	47%	46%	37%	38%	44%	41%	62%	58%	39%	22%
No, not likely	14%	10%	18%	8%	15%	21%	19%	19%	17%	10%	15%	11%	3%
Not sure	5%	5%	6%	3%	6%	8%	7%	5%	6%	8%	3%	6%	5%
YES (NET)	81%	86%	77%	90%	80%	70%	74%	76%	77%	83%	82%	84%	92%

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"Do you expect to purchase here in Metro Vancouver or elsewhere?"

	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
Base: All Respondents	500	245	253	154	120	113	114	157	67	31	63	144	38
Metro Vancouver	32%	30%	33%	48%	31%	20%	22%	33%	31%	29%	16%	36%	41%
Elsewhere in B.C.	10%	14%	7%	12%	13%	8%	7%	8%	5%	20%	10%	14%	6%
Outside of Metro Vancouver and B.C.	4%	5%	4%	5%	2%	6%	4%	6%	1%	10%	6%	2%	5%
Not sure	12%	9%	15%	16%	13%	10%	8%	15%	14%	14%	13%	8%	15%
Did not answer	41%	42%	41%	18%	40%	56%	59%	38%	50%	27%	55%	40%	35%

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"Realistically, what would you like your housing situation to be within 5 years."

	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
Base: All Respondents	500	245	253	154	120	113	114	157	67	31	63	144	38
My own apartment or house (not shared)	42%	50%	35%	43%	37%	41%	48%	41%	41%	51%	37%	44%	46%
An apartment or house I share with my partner	39%	34%	45%	29%	48%	44%	40%	38%	36%	46%	52%	40%	21%
Keep living with my parents/family members	11%	11%	10%	13%	10%	10%	8%	14%	12%	0%	3%	11%	15%
An apartment or house I share with roommates	6%	4%	8%	14%	4%	3%	3%	7%	7%	2%	8%	4%	16%
Other (please specify):	1%	1%	2%	1%	1%	2%	1%	1%	5%	2%	0%	1%	2%

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"Being homeless means you do not have a place to live. That can mean living on the streets and at shelters or staying temporarily with different friends (couch surfing). Have you ever been homeless?"

	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
Base: All Respondents	500	245	253	154	120	113	114	157	67	31	63	144	38
Yes, in the past because I had no choice	11%	10%	12%	10%	10%	15%	10%	15%	18%	2%	15%	6%	4%
Yes, in the past by choice	6%	7%	5%	4%	4%	10%	7%	6%	6%	5%	3%	6%	12%
Yes, currently because I have no choice	1%	1%	0%	0%	0%	2%	0%	0%	1%	0%	0%	1%	2%
Yes, currently by choice	1%	2%	0%	2%	0%	0%	2%	1%	0%	10%	2%	0%	0%
No	81%	79%	82%	83%	85%	73%	80%	78%	74%	83%	80%	87%	81%
YES (NET)	19%	21%	18%	17%	15%	27%	20%	22%	26%	17%	20%	13%	19%

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"For some people, financial goals take planning and saving. How important to you are these financial planning areas?"

Home ownership

	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
Base: All Respondents	500	245	253	154	120	113	114	157	67	31	63	144	38
Need to have	56%	59%	52%	60%	57%	49%	56%	48%	55%	61%	64%	58%	62%
Nice to have	39%	36%	42%	33%	37%	46%	41%	48%	39%	34%	32%	34%	36%
Not interested	5%	5%	5%	7%	6%	5%	3%	3%	6%	5%	5%	8%	2%