

INSIGHTS WEST for Coast Capital Savings

Survey on Impact of Current Housing Market on British Columbia's Youth

Which of the following best describes you?

	Age		
	TOTAL -----	18-29 -----	30+ -----
BASE: All respondents	820	151	669
	100%	100%	100%
Unweighted Total	820	306	514
I'm drowning in debt	6%	6%	6%
I'm living pay-cheque to pay-cheque	17%	24%	16%
I'm living comfortably now, but not saving for the future	20%	21%	20%
I'm scrimping now and saving for my future	15%	22%	14%
I'm living well now and saving well for my future	31%	18%	34%
None of the above	10%	8%	11%
No Answer	-	-	-

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How much do you agree or disagree with each of the following statements?

- I could die tomorrow, so I'm living for today and not planning for the future

	Age		
	TOTAL -----	18-29 -----	30+ -----
BASE: All respondents, excl. not sure	790	137	653
	100%	100%	100%
Unweighted Total	788	284	504
Strongly agree	7%	10%	7%
Somewhat agree	22%	27%	21%
Somewhat disagree	39%	36%	39%
Strongly disagree	32%	26%	33%
NET: Agree	29%	38%	27%
NET: Disagree	71%	62%	73%
No Answer	-	-	-

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How much do you agree or disagree with each of the following statements?

- Money can buy you happiness

	Age		
	TOTAL -----	18-29 -----	30+ -----
BASE: All respondents, excl. not sure	788	141	647
	100%	100%	100%
Unweighted Total	786	288	498
Strongly agree	11%	17%	10%
Somewhat agree	33%	40%	32%
Somewhat disagree	29%	26%	30%
Strongly disagree	26%	16%	29%
NET: Agree	44%	57%	41%
NET: Disagree	56%	43%	59%
No Answer	-	-	-

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How much do you agree or disagree with each of the following statements?

- It's almost impossible for young people to buy a house nowadays

	Age		
	TOTAL -----	18-29 -----	30+ -----
BASE: All respondents, excl. not sure	803	145	659
	100%	100%	100%
Unweighted Total	804	296	508
Strongly agree	57%	57%	57%
Somewhat agree	29%	29%	29%
Somewhat disagree	10%	10%	10%
Strongly disagree	4%	5%	4%
NET: Agree	86%	85%	86%
NET: Disagree	14%	15%	14%
No Answer	-	-	-

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How much do you agree or disagree with each of the following statements?

- I'm seriously considering leaving my current city of residence because of the high cost of owning a home

	Age		
	TOTAL -----	18-29 -----	30+ -----
BASE: All respondents, excl. not sure	775	138	637
	100%	100%	100%
Unweighted Total	769	281	488
Strongly agree	16%	25%	13%
Somewhat agree	22%	35%	19%
Somewhat disagree	22%	25%	21%
Strongly disagree	40%	15%	46%
NET: Agree	38%	60%	33%
NET: Disagree	62%	40%	67%
No Answer	-	-	-

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How easy or difficult is it for you to personally find each of the following?

- A financial planner you can trust

		Age		Age x Region	
	TOTAL -----	18-29 -----	30+ -----	Metro Van 18-29 -----	Metro Van 30+ -----
BASE: All respondents, excl. not sure	692	123	569	72	318
	100%	100%	100%	100%	100%
Unweighted Total	698	253	445	183	310
Very easy	13%	10%	13%	6%	12%
Somewhat easy	38%	33%	40%	31%	35%
Somewhat difficult	32%	42%	30%	40%	34%
Very difficult	17%	16%	18%	22%	19%
NET: Easy	51%	42%	53%	38%	48%
NET: Difficult	49%	58%	47%	62%	52%
No Answer	-	-	-	-	-