

Methodology:

Results are based on an online study conducted from February 3 to February 5, 2019, among 631 adult parents of children aged 0 to 18 in Metro Vancouver. The data has been statistically weighted according to Canadian census figures for age, gender and region in Metro Vancouver. The margin of error— which measures sample variability—is +/- 3.7 percentage points, nineteen times out of twenty.

Would you say “making ends meet” in Metro Vancouver is currently easy or difficult for you and your family?

Very easy – 13%
Moderately easy – 25%
Moderately difficult – 43%
Very difficult – 18%
Not sure – 1%

All things considered, how likely is it that your child (or any one of your children) will have to move away from the municipality where you currently live due to the high cost of living?

Very likely – 7%
Moderately likely – 35%
Not too likely – 37%
Not likely at all – 13%
Not sure – 8%

Making Ends Meet is Difficult for Metro Vancouver Parents

Two-in-five parents think it is “likely” that their children will move away for their current municipality due to the high cost of living.

Vancouver, BC [February 19, 2019] – As British Columbia observes “Family Day”, a considerable proportion of parents in Metro Vancouver report experiencing anxiety over several issues, a new Research Co. poll has found.

In the online survey of a representative sample of parents in Metro Vancouver, three-in-five (61%) say it is currently difficult to “make ends meet” for them and their families.

In the City of Vancouver, 79% of parents report that “making ends meet” is currently hard, compared to 52% in Surrey and 57% in other Metro Vancouver municipalities.

One third of parents (34%) say they have experienced housing-related stress and financial-related stress “occasionally” or “frequently” over the past year.

A slightly smaller proportion of parents (31%) have endured work-related stress and family-related stress.

Half of parents in Metro Vancouver (50%) say it is “very difficult” or “moderately difficult” to save money in a bank account under the current circumstances, and 45% feel the same way about paying for day-to-day expenses.

Just over a third of Metro Vancouver parents (35%) have found it hard to pay for child care, while 14% say it is challenging to pay for transportation.

Across Metro Vancouver, 42% of parents say it is “very likely” or “moderately likely” that their children will have to move away from the municipality where they currently live due to the high cost of living.

“The views on the future vary greatly depending on where families currently reside,” says Mario Canseco, President of Research Co. “While most parents in Surrey and other smaller municipalities expect their children to settle nearby, more than half of those in Vancouver believe their children will have to eventually relocate.”



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About Research Co.

Simply put, we are curious about what people think and the decisions they will make. Some call it public opinion, others call it polling or public affairs.

We never compromise facts for profit. Our agenda is the truth. We have a global network of partners in the qualitative, data collection and data visualization specialities.

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