



PRESS RELEASE | British Columbia

Methodology:

Results are based on an online study conducted from September 4 to September 6, 2023, among 619 adult parents of children aged 0 to 18 in British Columbia. The data has been statistically weighted according to Canadian census figures for age, gender and region in British Columbia. The margin of error— which measures sample variability—is +/- 3.7 percentage points, nineteen times out of twenty.

Would you say "making ends meet" is currently easy or difficult for you and your family?

Very easy – 8% (-1)
Moderately easy – 34% (-15)
Moderately difficult – 37% (+9)
Very difficult – 20% (+8)
Not sure – 1% (-1)

Financial Stress Rising Markedly for Parents in British Columbia

More than two thirds of parents also experience work-related and family-related stress "frequently" or "occasionally".

Vancouver, BC [September 13, 2023] – Just over two thirds of parents of children aged 0 to 18 in British Columbia are experiencing stress on account of the cost of items such as groceries or gas, a new Research Co. poll has found.

In the online survey of a representative provincial sample of parents, 67% acknowledge undergoing financial stress "frequently" or "occasionally", up 19 points since a similar Research Co. poll [conducted in February 2022](#).

Compared to last year, there are also significant increases in the proportion of parents across British Columbia who "frequently" or "occasionally" experience family-related stress (66%, +19) and work-related stress (65%, +21).

Conversely, the number of parents across British Columbia who "frequently" or "occasionally" undergo housing-related stress— such as finding a place to live or paying for a mortgage or rent— has dropped by 11 points to 47%

"The current state of affairs, particularly on economic matters, is taking a toll on mothers in British Columbia," says Mario Canseco, President of Research Co. "More than two-in-five (42%) say they frequently experience financial stress."

More than half of parents in British Columbia (57%, +17) say it is currently "moderately difficult" or "very difficult" to make ends meet for them and their families.

Two thirds of parents in Northern BC (66%) acknowledge setbacks in making ends meet. The numbers are slightly lower in the Fraser Valley (62%), Southern BC (58%), Metro Vancouver (55%) and Vancouver Island (52%).

More than two-in-five parents in British Columbia (43%, +9) say it is currently difficult to cover the cost of transportation, while a majority (56%, +14) feel the same way about paying for day to day expenses.

Saving money in a bank account is regarded as a difficult task by 80% of parents, up 21 points since February 2022.

Just over half of parents in British Columbia (52%, +3) believe it is "very likely" or "moderately likely" that their child (or any one of



their children) will have to move away from the municipality where they currently live due to the high cost of living.

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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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Media contact:

Mario Canseco, President, Research Co.
[c] 778.929.0490
[e] mario.canseco@researchco.ca

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mario.canseco@researchco.ca



mario_canseco



778.929.0490



Mario Canseco