

YOUNG FUTURES

SASKATCHEWAN MILLENNIAL STUDY USING AN ONLINE COMMUNITY
THEME: SECURITY & FEAR



YOUNG FUTURES- MONTH NINE-SECURITY & FEAR

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OVERVIEW

THE PROJECT

In November of 2017, Insightrix Research® launched the Young Futures study- an innovative and interactive study with 20 Millennials from the province of Saskatchewan. There were many purposes of this study;

- To set the bar for research with millennials, and learn about best practices for engaging this 'difficult to engage' age group.
- To learn about the perspectives, interests, habits and beliefs of millennials in Saskatchewan.
- To have primary data upon which to do cost analysis between this type of study and traditional methods, such as focus groups.
- To test the capabilities of our SaskWatch Research panel, and use it for projects that thought outside of the box.

Retention rates and engagement rates were high, data gathered were rich and insightful, participants provided thoughtful and thorough answers, and interacted amongst themselves and with the moderator. We learned about the lifestyles and perceptions of millennials in the province.

Using an Online Community to engage with millennials proved to gather rich data and facilitate discussion, save on research costs, and emerge as a best-practice for engaging busy and hard-to-reach groups.

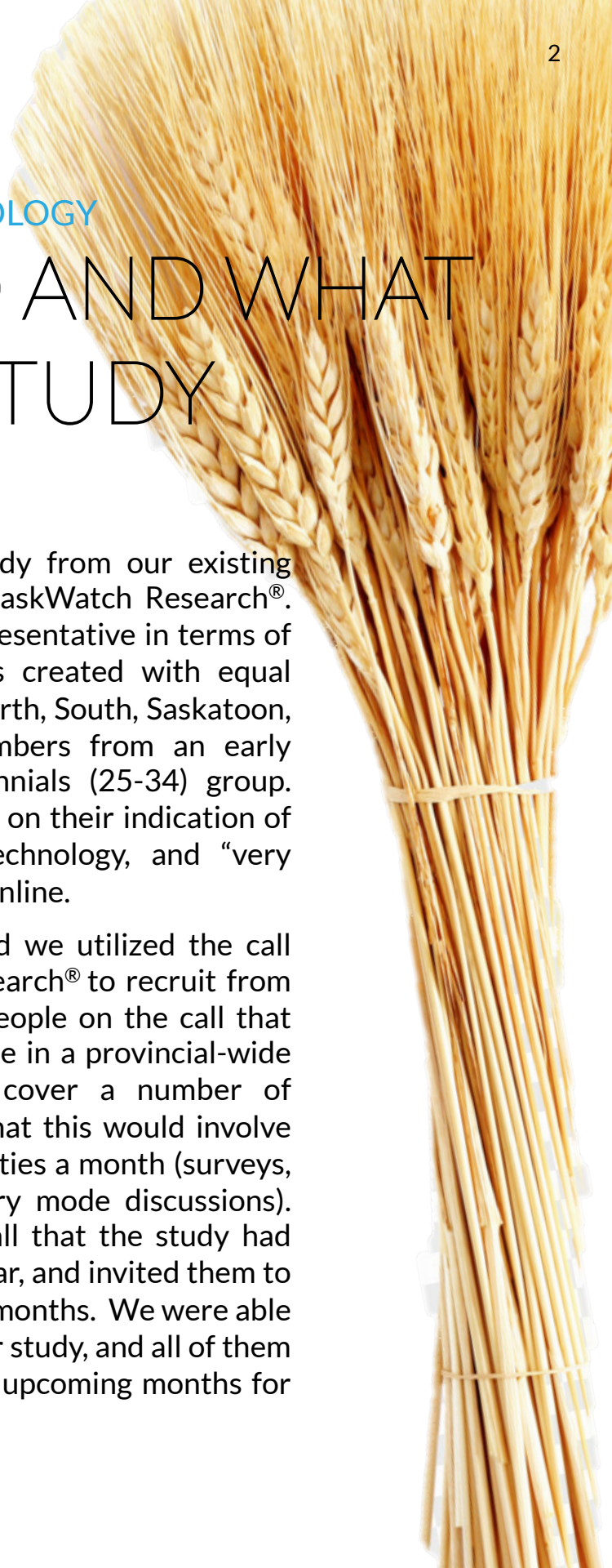
This report is intended to serve as one part in a twelve part series. Young Futures ran every month through November 2018. The data gathered each month will be included in unique reports, with a comprehensive book released at the end of the study to review findings and learnings of the project overall.

SAMPLE AND METHODOLOGY

THE WHO AND WHAT OF OUR STUDY

We chose participants for this study from our existing provincial Online Research Panel, SaskWatch Research®. We strived to make our sample representative in terms of age and location. Our sample was created with equal numbers of participants from the North, South, Saskatoon, and Regina, as well as equal numbers from an early millennials (18-24), and late millennials (25-34) group. Participants were also chosen based on their indication of being “very comfortable” using technology, and “very comfortable” sharing their opinions online.

Thirty people were short-listed, and we utilized the call center on location at Inshtrix Research® to recruit from this narrowed list. We informed people on the call that they had been selected to participate in a provincial-wide study of millennials that would cover a number of interesting topics. We described that this would involve participation in three research activities a month (surveys, bulletin board discussions, and diary mode discussions). We also informed people on the call that the study had intentions of carrying on for a full year, and invited them to participate in the study in upcoming months. We were able to find 20 people to participate in our study, and all of them agreed to continue to participate in upcoming months for the duration of the study.



METHODS

HOW WE DID IT

The Young Futures study utilized both qualitative and quantitative research methods. Surveys were used to gather quantitative data, and bulletin board discussions and diary mode discussions were used to gather qualitative data.

BULLETIN BOARD

Large or small online group discussions; richer insights than traditional focus groups, many-to-many dialogue where the moderator and participants interact together, qualitative data collection.

DIARY MODE

One-on-one online discussion; suitable for sensitive topics, qualitative data collection.

INCENTIVES

WHAT WE OFFERED

Young Futures ran for three days each month, with a new research activity each day. Participants who completed all three activities for the month were awarded with an incentive of \$50. Those who completed all three activities each month also qualified for the monthly draw of \$100.



| ...WHY?

PURPOSE OF THE STUDY

WE WANTED TO SET THE BAR FOR RESEARCH WITH MILLENNIALS

We wanted to learn more about pressing issues that young people face in their daily life, such as personal finances, mental health, concern for the environment, media consumption, etc. We approached the research in a fun and engaging way; we kept activities short, we chose activities that were engaging, visual and social, and we asked for input on issues that matter.

THE SECRET SAUCE

KEY ELEMENTS

Our participants are awesome, obviously. But, there are three other main factors that made this project a success: cost effectiveness, speed, and accessibility.



COST EFFECTIVENESS

Online communities provide fast, cost effective access to research participants, including millennials, everywhere.



SPEED

From research activity conception, programming and gathering data, and exporting the information we collected- all stages of the study were quick and easy to understand.



ACCESSIBILITY

Our participants could engage comfortably- wherever and whenever. Familiarity of technology with this group eliminated communication barriers. The geographic challenges found in traditional focus groups were also eliminated since participant location is irrelevant to an Online Community. Time is saved by allowing one skilled moderator to administer many groups at once.

SNAPSHOT

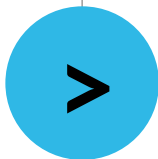
FINDINGS SUMMARY

PARTICIPATION



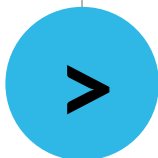
20 out of 20 participated in all three activities this month

DECLINED TRANSACTION



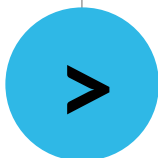
Nearly half have been victim of credit card fraud

WON'T HAPPEN TO ME



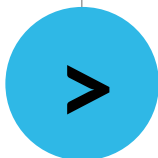
Feelings of safety quite high

TODAY, AT SIX...



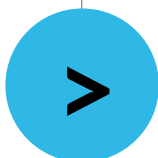
Belief there is a culture of fear in USA unanimous

SOS



Half have been victim of a crime

TAKE THE LONG WAY AROUND



Not feeling safe common in Regina and Saskatoon cores

ALL YOUR NUMBERS

IDENTITY

The face of security dramatically changed as automation and online transactions became the norm. Some of us have never been affected by identity theft or online fraud, while some of us know all too well what it is like to have been victim of this modern-age crime. Our millennials shared their perceptions and experiences with fraud, identity theft, and the use of personal information.

Did the uncovering of what Facebook was doing with our data make you change your social media habits?

3/20 VERY MUCH SO
5/20 A LITTLE BIT
7/20 NOT REALLY
5/20 NOT AT ALL

How worried are you about your data and identity security?

2/20 VERY WORRIED
13/20 SOMEWHAT WORRIED
2/20 SOMEWHAT UNWORRIED
3/20 VERY UNWORRIED

Have you ever had your identity stolen?

1/20 YES
19/20 NO

Have you ever been the victim of credit card fraud?

9/20 YES
11/20 NO

IDENTITY

With more and more of our information vulnerable, we were curious about whether or not our group of millennials did anything specific to keep their information safe.

WE ASKED: WHAT SORT OF PRECAUTIONS DO YOU TAKE TO KEEP YOUR IDENTITY SAFE?

“I upload less and share less on Facebook. I also removed all public pictures of myself from the internet.”

“Don't put anything too ridiculous, resign myself to certain things being public knowledge, and take advantage of the benefits of companies owning me. (Google makes things convenient...) At some point I want to start using a VPN, but I've been lazy.”

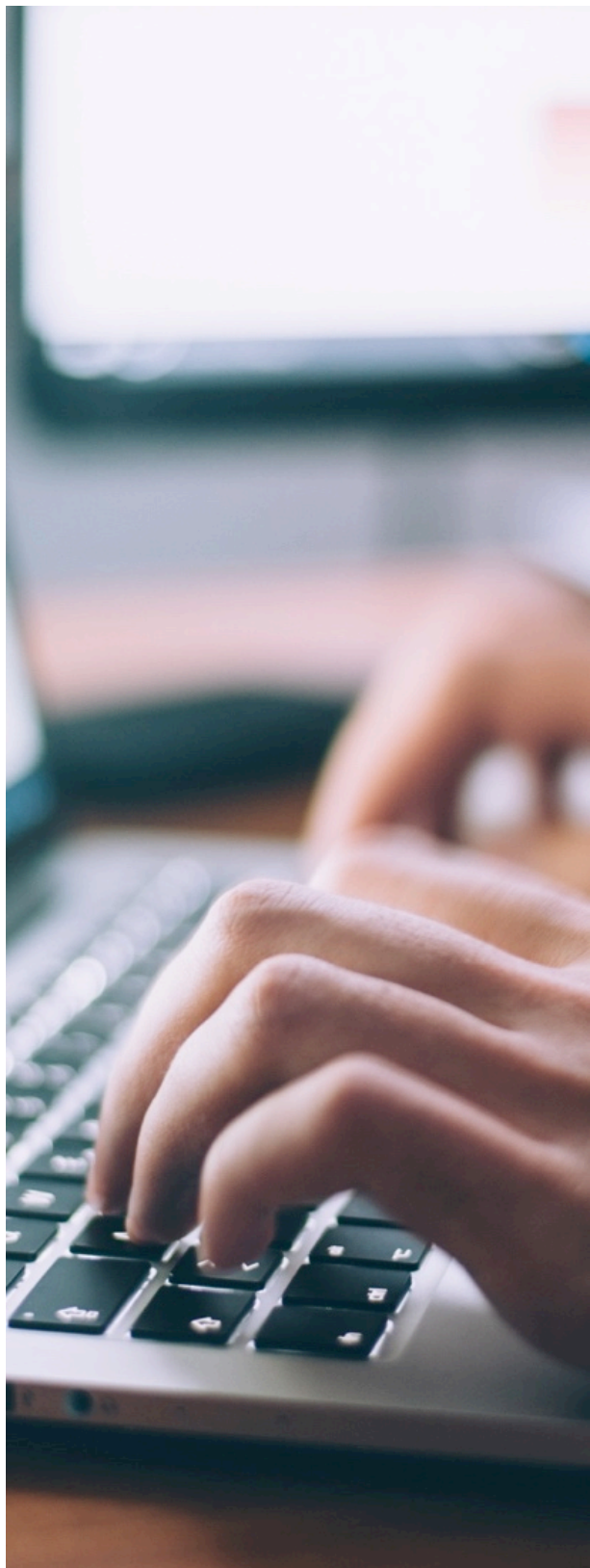
“I subscribe to credit monitoring services that advise me of any inquiries or accounts opened, I review my security settings on applications and social media often.”

“I try not to put any detailed personal information in anything and watch my bank accounts closely.”

“I don't use apps within Facebook (those “what character are you” quizzes, etc.) as they are just ways to skim your info. I have locked down my security preferences for websites as tightly as possible. I opt out of targeted marketing.”

“I limit the use of social media full-stop, and when I do use it, I only post what would be acceptable in a workplace environment. Therefore, I'm a very boring individual to “follow”!”

“I don't use my real name on FB or any other silly thing such as that. I have separate email accounts for stupid things like FB. All my serious things like banking and what not are strictly with a very secure email.”





Safety, in large part, is a privilege. Yet, regardless of whether or not we experience high levels of danger, most of us still have things or places that make us feel unsafe. Where our millennials feel unsafe were all similar in theme.

WHERE DO YOU FEEL UNSAFE?

“Northwest Regina. downtown Regina after it gets dark.”

“Downtown and 22nd (Saskatoon).”

“Occasionally in my neighbourhood walking late at night alone.”

“In the downtown core [of Saskatoon], around the Lighthouse, or on deep 20th [Street]/ [Confederation Street] while on foot.”

“North central Regina, dimly lit areas, parks at night.”

“I have PTSD - so generally everywhere all the time.”

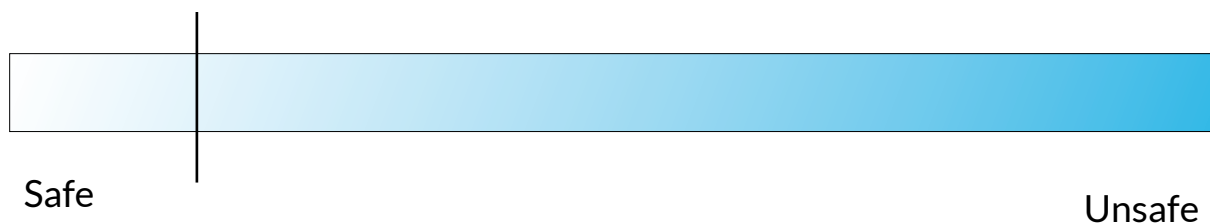
“At night time, in north central (Regina), or downtown, when by myself. Outside of the city, on the highway at night.”

“Bars or where people drink.”

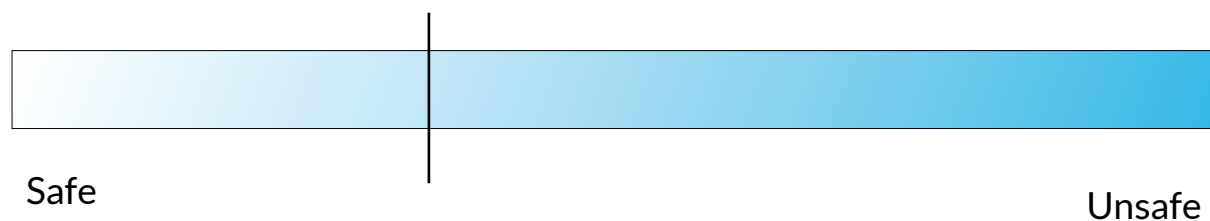
SAFETY

Although half of our sample have been the victim of a crime, feelings of safety were relatively high for the Young Futures group. We asked our millennials to rate their feelings of safety for three aspects. The average answers are displayed below.

IN GENERAL, HOW SAFE DO YOU FEEL IN YOUR NEIGHBORHOOD?



IN GENERAL, HOW SAFE DO YOU FEEL IN YOUR CITY?



IN GENERAL, HOW SAFE DO YOU FEEL WHEN YOU SHOP ONLINE?



I'M NOT SCARED

DIARY MODE DISCUSSION

Different things scare different people, and our fears usually change as our lives change—some fears no longer scare us as we grow, and other times things come into our lives that we are scared to change or lose. We wanted to see what the biggest fears were for our Young Futures group, both for themselves and for the world in general.

WE ASKED: WHAT IS YOUR BIGGEST FEAR FOR YOURSELF? WHAT IS YOUR BIGGEST FEAR FOR THE WORLD?

Since this was a diary mode discussion, our respondents were able to share their thoughts and opinions privately, in a one-on-one conversation with the moderator. These were their responses:



PURPOSE

“For myself, I worry that all the effort and time I’ve put in over the years to improve will be wasted because I fail at simple things like finding work or helping my family, or complicated things like leaving a legacy or improving my field in some meaningful way. What if I die before I’ve achieved my life’s work? WHAT IF I DIE BEFORE I FIGURE OUT WHAT MY LIFE’S WORK IS?! For the world my concern is that humanity is going to get too caught up in petty squabbles to stop the things that will wipe out our species. The earth will survive anything we can throw at it, but it’s much more likely that we’ll make it uninhabitable for ourselves.”

DIARY MODE DISCUSSION



R.E.S.P.E.C.T

"My biggest fear is that people view me as an idiot. I desire to be respected by my employees, peers and society in general. It breaks my heart to consider that some people are not taken seriously and that some people are always discounted. My biggest fear for the world is that we get ourselves into a situation where one country does something drastic that impacts our globe to the point of devastation. If the world, animals, trees, people, etc. all get ruined by selfish fighting and motives, that would be the ultimate shame of all time."



WORK & MONEY

"My biggest fear for myself would be losing my job and having to go through the process of trying to find a new one. For the world, I fear what wealth inequality, the gig economy, and so on will look like in the future. I can only assume its going to get worse as automation takes over."



FAMILY

"My biggest fear is my sudden death, what if I die right now and my family would be helpless because I have parents, wife and a recently born son, so my sudden death is my biggest fear right now, And for the world it's global warming and World War 3 which would involve the use of nuclear weapons and that would destroy the planet, so I guess this is the current fear for the world."

DIARY MODE DISCUSSION



NEEDS

"My personal biggest fear is losing my family before their time. My biggest fear for the world is that society will be more dependent on drugs and other substances (social media, etc.) to make it through day to day life."



CONNECTIONS

"My biggest fear for myself is likely an untimely death before I've managed to accomplish the things I hope to and fulfill some of my dreams. Death itself is not so much a fear of mine, but prematurely it is. I understand that doesn't make much sense but I'd like to live and experience as much of the world and its people as I am able. Aside from that, my biggest fear is likely failure. Which I attempt to confront by continuously taking risks and putting myself on the line. I worry that I will end up destitute or homeless without anyone in the world. I know that this is an unfounded fear, but it still worries me. My biggest fear for the world is that we are not going to learn to come together, educate one another and work towards the common good to combat the biggest problems facing our society such as climate change, extreme weather, and ongoing war/nuclear threats. I'm afraid that we are going to descend further into this "tribalism" that seems to be prevalent in today's culture - this us vs. them mentality. My greatest fear is that fights and wars will break out based upon ideological lines or really any difference that separates us. I fear riots and the collapse of peace as more and more hateful rhetoric takes command of the conversation."

DIARY MODE DISCUSSION



FINANCES

"My biggest fear for myself is financial future. Millennials are in for a rough future if we don't change the way we think. The cost of living is on a steady increase, yet income remains the same. I guess that would also be my fear for the world too. It seems like world finances are extremely volatile, and it's the average human who is paying for it. Our median income remains the same yet the cost of day to day life is the highest its ever been and it only continues to rise."



MONEY WORRIES

"My biggest fear for myself is that I won't be able to provide for myself and my family if the major expenses in this world keep going up. I'm finding it harder and harder to make ends meet. For the world, I think that it's the fact that we live in a world of hate and that it's only going to get worse. The divide that we have created as human beings makes it hard to be positive about a shared future."



SMALL THINGS BUILD

"I deal with PTSD - so my fear is a continuous anxiety of the unknown and things that are out of my control. The need to always look over your shoulder, not because you heard or felt something, but because the one time you don't look is when something will happen. Because people and situations can escalate in a negative way very quickly in today's society I never feel safe not being in control of what is going to happen. And that's what I fear the most about where the world is going as well. With attacks on civilians occurring more often, more drastically and on a larger scale, we as a world are attacking ourselves. Countries that you would assume to be safe are not anymore and people are creating barriers on the assumption certain people/races/religions are dangerous. We are creating enemies among ourselves to make a statement - killing people in the process and it's just getting worse. I know my fears are small in the grand scheme of things - compared to nuclear war - US and Trump - Russia's biological assassinations. But these small things will build if we don't fix them."

I HEARD SOMETHING

DANGER & FEAR

Danger and fear are complicated subjects. Many people fear things that are not dangerous, others do not fear things that are indeed dangerous. Some of us feel fear and danger more prevalently than others. There are the cultural and societal factors contributing to fear- some we can see with our own eyes, others are told to us by the media. We weighed in on what our millennials feared and their perceptions of danger.

WHAT DO YOU THINK IS MORE DANGEROUS THAN PEOPLE THINK IT IS?

“Driving around all the time.”

“Gun violence.”

“Climate change.”

“Eating poorly - the long term effects are obvious to me.”

“Texting and driving.”

“People with addiction issues when they are high or drunk.”

“Internet, social media.”

“Alcohol.”

DANGER & FEAR

WHAT DO YOU THINK IS LESS DANGEROUS THAN PEOPLE THINK IT IS?

“Online banking.”

“Walking alone at night.”

“Online shopping. Airplanes.
Downtown Saskatoon.”

“Society encourages everyone to “get out to vote” during elections, but I don't want the populace who isn't educated on the issues to vote for the “sexy” candidates/platform - that's a dangerous proposition.”

“Living in isolated areas.”

“Our city and neighbours.”

“Cannabis.”

“Flying.”

“Vehicle theft.”



DANGER & FEAR

DO YOU BELIEVE THERE IS A CULTURE OF FEAR IN CANADA?

"I'm 50/50 on this. I think that there is starting to become a culture of fear as our media really pushes the bad stories these days."

"Somewhat in the last decade or so. People seem more inclined to base their decisions on fears, founded or not."

"To a degree - we are seeing more of an us vs. them mentality developing and attacks on the "other" are becoming more prevalent. The media will seize onto any type of shooting, etc. to whip the public into a fearful frenzy when they are actually quite isolated incidents."

"No. Canada is like a safe heaven and the world loves us."

"Yes, especially in the prairies. People are afraid of their neighbours and of people that they don't recognize. People are afraid of immigrants for no reason. People believe whatever they read on Facebook."

"I think that Canada is starting to have a culture of fear, especially in the past few years as terrorist attacks increase and things change politically."

"Yes, the media causes the culture of fear by all the negative "news" they report. Our world is not nearly as bad as the media portrays it. When all people hear about is all the negativity in the world and maybe one positive story instead of all the positive and less of the negative, people believe our world is a horrible place. I personally look for the positives and the good instead of listening to all the crap the news is trying to stuff down our throats."

A close-up, slightly angled view of the American flag, showing the stars and stripes. The stars are white on a dark blue field, and the stripes are red and white. The flag appears to be waving or draped.

DANGER & FEAR

DO YOU THINK THERE IS A CULTURE OF FEAR IN THE USA?

“Absolutely yes. They elected a Russian puppet government over some spooky posts about emails. They start wars because there *might* be weapons. Their solution to too much violent crime at home is to ADD MORE GUNS. I feel more afraid just by going there.”

“Absolutely. Americans are taught to fear and hate anyone who is different than them. They are isolated into solo camps and the idea of terrorism is exploited to keep people afraid. There is also the fear that anyone in the US could be carrying a concealed weapon or has easy access to guns.”

“I think there definitely is. With all of the acts of terrorism and racism that exist in the US, people have developed fear. It also doesn't help that the media embellishes everything.”

“Yes. The media feeds fear all day every day.”

“Of course, it's a powerful motivator. Watch the news, and it's all about things to be scared about. The news itself exists largely due to people needing something to channel their attention towards. It's not terribly helpful at a superficial level.”

“Ya I suppose I mean fear drives consumerism so it's just the basic fundamentals of selling crap people don't need I guess.”

| HOW MUCH YOU GOT?

BULLETIN BOARD DISCUSSION

Security and military, and the difference of those factors for Canadians compared to Americans are at the forefront of many recent conversations. USA has the largest military budget in the world, and although Canada has a large amount of land to protect, they spend significantly less. We asked whether or not Canada's military expenditure was adequate, and wanted to see what our millennials had to say about the issue.

THE USA SPENDS ABOUT 30 TIMES MORE ON THEIR MILITARY DEFENSE BUDGET THAN CANADA DOES. DO YOU THINK CANADA NEEDS TO SPEND MORE? WHY OR WHY NOT?



RAINY DAY FUND

"I don't think we need to spend more at this point. That being said, I do strongly believe we should have a money put aside for when we need it. The world is slowly declining and wars and attacks are the way of the future and we should prepare for the upcoming negatives. Our military is quite strong as it stands right now - as long as the government doesn't claw back on training and keeps the equipment up to date and functional we won't have to spend lump sums when a situation arrives."

BULLETIN BOARD DISCUSSION

IF IT IS THE SAME...



"I think that Canada does not need to spend more on military defense as long it does not participate in unnecessary wars like the US. As long as Canada does not interfere in other countries, it should be good with its current military infrastructure."

LOAD ME UP



"Oh for sure Canada needs to spend more on defense now, yes we are part of NATO and kinda protected but looking at the current scenario, our allies may leave us alone when needed. I remember a statement from a US official that if a missile is being fired on North America, Canada has to protect itself, so yeah with the increasing risk of terrorism, we should spend more on defense."

WHERE OUR LOYALTIES LIE



"Canada has positioned itself perfectly when it comes to national security with regards to America. The US need not concern itself with activities north of the 49th due to our reliability as a partner and friend of a nation - and therefore, they don't need to staff, patrol, and protect the longest (?) international land border in the world. On the flip side, because of their savings there - Canada can rely on the States to "have our back" when it comes to world safety. Furthermore, our reputation as a peacekeeper on the world stage would be challenged if we actively began to flex our military muscle, and I simply don't see benefit. What I don't want to see is Canada's military becoming an embarrassment, so Canada should invest appropriately in efficient contracts, long-term equipment investments, and top-notch training. To that end, I believe were on-target more often than not."

BULLETIN BOARD DISCUSSION

IF IT IS SMART



“Seems to me that the largest threat these days is potential terrorism (I would argue the threat is still not huge though) and as such spending and focus should be directed towards CSIS and the RCMP instead of the military. Detection and prevention is cheaper and easier than waiting for it to happen and then responding with military action (*cough Iraq cough*). More military spending won’t stop shoe bombers, people who drive trucks through crowds, and so on; Intelligence spending might.”

“PEACE NOT WAR, MAN”



“I will be forthcoming in that I am not entirely up to speed on military spending. However, we are not an aggressive country and therefore don’t require a huge military. I think it’s important to be prepared and help allies as required but I am not of the opinion that we need to increase our spending. Peace not war, man.”

JUST IN CASE



“As a nation, I think we don’t need to spend the same amount on defense as the US, as our country is not going to war with any other countries. We are widely known as a peace keeping country. However, Canada should have something set aside in reserves in case we do end up breaking ties with our allies.”

BULLETIN BOARD DISCUSSION

STRATEGY



"I do think Canada needs to spend a bit more money on their military defense budget but we do not have to go overboard and try to keep up with the United States. Some extra money would allow them to increase the number of people in the forces, updating, purchasing and maintaining the equipment and allowing more for a training budget. This may also give Canada a bigger defense presence on the international stage which I would hope would deter others from planning future attacks."

MILITARY, NO...BUT....



"The USA spends more on all kinds of defense not just military. At this point I don't think Canada needs to step it up on the military budget but I do think they need to increase other budgets that are more relevant. Our cyber security is an absolute joke."

ALLY FOR HOW LONG?



"I think instead of spending more on our defense budget we should spend more on research to advance what we have instead like maybe new weaponry or whatever. We need to defend ourselves if America decides they no longer want us, then the rest should be used for space asteroid mining and start solving the resource problems we have and fix the economy with the surplus of metals and stuff we could bring in. As well, research that would happen from exotic materials if any where found."



PARTICIPATION & RETENTION

PROJECT LOYALTY

Our high retention rate is another measure of success of our project. This month, we had another high engagement rate, with 20/20 participating in all three activities for the month! We couldn't have done it without the dedication of this group of millennials!

THANKS
EVERYONE!

WANT TO LEARN MORE?

CONTACT INFORMATION

TALK TO US



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