

YOUNG FUTURES

SASKATCHEWAN MILLENNIAL STUDY USING AN ONLINE COMMUNITY
THEME: HEALTH



YOUNG FUTURES- MONTH THREE-HEALTH CONTENTS

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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.

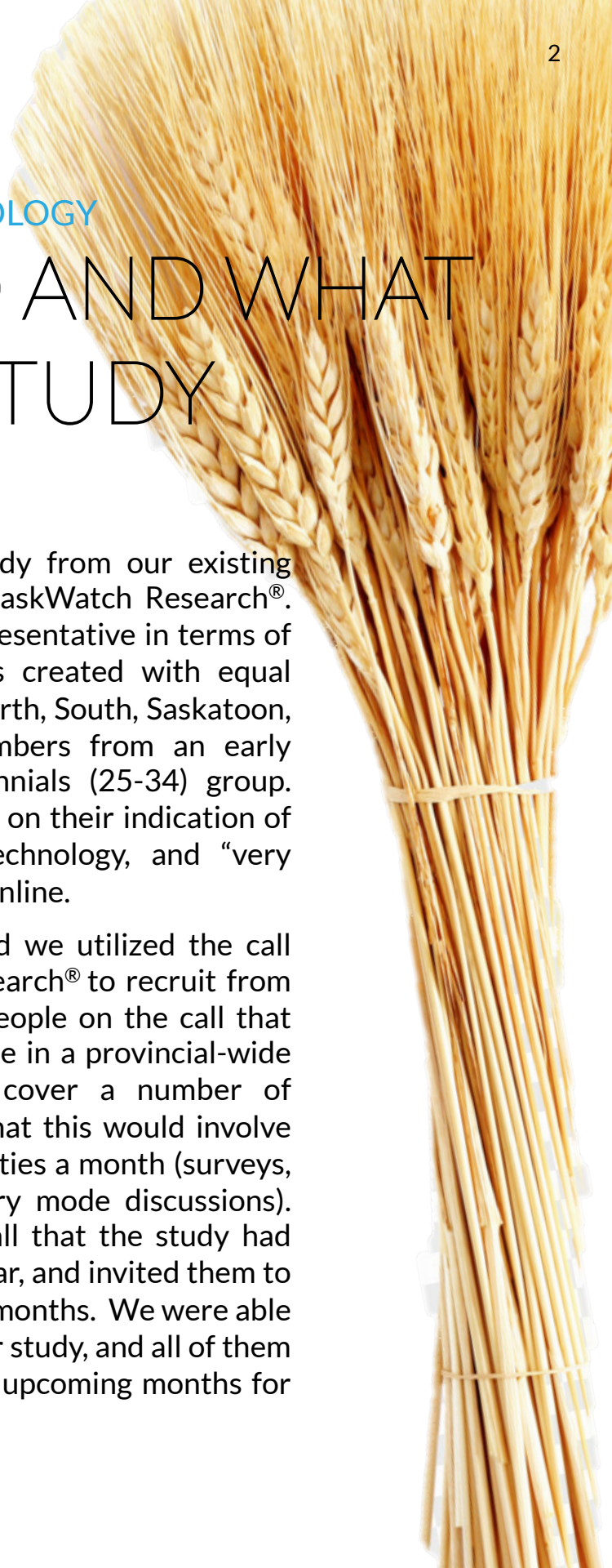
This report is intended to serve as one part in a twelve part series. Young Futures ran every month through November 2018. The data gathered each month will be included in unique reports, with a comprehensive book released at the end of the study to review findings and learnings of the project overall.

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



18 out of 20 people participated in all three activities

COMMON CHALLENGES



Depression, anxiety and stress are considered issues for millennials

JUST SAY NO



Drug use very low among our sample

ALCOHOL VS. DRUGS



Alcohol was deemed more dangerous than marijuana by almost all participants

MELA- NO!- MA



Sun safety was a priority for our sample

STARTING ON MONDAY



Large majority of our participant have been on a diet



THE SHADOWS

DEPRESSION

Experiences of depression varied among group.

Our group of millennials expressed varying levels of depression, with almost equal numbers of people expressing that they feel depressed “somewhat often”, “not very often”, “rarely” and “never”. The lowest response rate was for those who feel depressed “very often”.

About half have felt depressed for over two weeks in the last year.

There was almost an equal split of “yes” and “no” responses when our group was asked if they have felt depressed for more than two weeks in the past year, with slight majority leaning toward “no”.

Depression deemed an issue for millennials.

Although our respondents indicated a wide variety of realities with depression, most (17/20) agreed that depression is an issue for millennials overall.

WAVES OF UNEASE

ANXIETY



ANXIETY AT MODERATE LEVELS

About one fifth of respondents reported that they feel “very anxious” on average, while over half reported feeling “not very anxious” or “not anxious at all” on average.



ANXIETY INCREASING

Respondents were most likely to report that they felt “more anxiety now” than the two years before, or the “same amount as before”, compared to those reporting that they felt “less anxiety now”.



ANXIETY A PROBLEM FOR MILLENNIALS

Over three quarters of respondents stated that they felt like anxiety was a problem for millennials.

WHAT DO YOU THINK CONTRIBUTES TO ANXIETY SPECIFICALLY EXPERIENCED BY MILLENNIALS?

“Body image and social media.”

“Social pressures, career pressures, pressures from baby boomers to follow similar lifestyles/ career paths. Social media impacting how we interact face to face.”

“Lack of connection between us; being constantly degraded by the older generations in a way that hasn't happened before; political, social, and economic upheaval.”

“I think there is a pressure put on millennials to not screw up. There is also the addition of cell phones which I think are the main cause of depression and anxiety nowadays.”

“Social media, cost of living, employment.”

“Worries about the future.”

ANXIETY

DO YOU THINK ANXIETY IS A UNIQUE CIRCUMSTANCE OF THE TIMES, OR DO YOU THINK IT HAS ALWAYS EXISTED?

"I think it has always existed, part of human survival, but in some ways it doesn't have a good place to direct itself now. Being on edge was a beneficial trait for avoiding death, but now you're just concerned about bills and things, or often nothing at all."

"I think that anxiety has become a unique circumstance of the times. Anxiety has always existed, but it has become a crutch for some people."

"It has always existed. I think it is more recognized and accepted now."

"It's always existed, but I think it's more pervasive now."

"Always existed. People just make more of a deal over it now, and want pills instead of dealing with it."

"I think it has always existed, but it has become much more common since the technology is everywhere in our homes, and with us in our pockets all the time."

"I think it's always existed to an extent but is way more relevant now."

"I think it's both, things are always crappy for some people and being a millennial doesn't make it any easier that's for sure."



DRUGS

NUGS NOT DRUGS...

Drug consumption was very low among participants. Almost everybody responded that they “rarely” or “never” consumed recreational drugs, with only 2/20 participants saying that they consumed recreational drugs daily.

More than half of respondents know somebody personally who has problematic drug use.

Recreational drug use is a problem

Although our sample had a very low rate of consuming recreational drugs, three quarters of respondents believe that recreational drug use is a problem for millennials.

Recreational drug use is normalized

Three quarters of respondents also believe that recreational drug use has been normalized.

...BUT DRUGS, NOT ALCOHOL

BULLETIN BOARD DISCUSSION

MARIJUANA IS REGARDED AS LESS DANGEROUS THAN ALCOHOL BY MOST

Although the incidence of alcohol consumption was higher than recreational drug use among our sample, it was widely regarded that alcohol was more dangerous than marijuana. We engaged our millennials in a bulletin board discussion to dig deeper into the topic.

We asked: **WITH MARIJUANA SET TO BE LEGALIZED [SOON], THERE IS NOW, MORE THAN EVER, DEBATES ABOUT THE SAFETY OF MARIJUANA AND ITS COMPARISON TO ALCOHOL. WHAT DO YOU FIND MORE DANGEROUS, THE CONSUMPTION OF ALCOHOL OR MARIJUANA, AND WHY?**



EASY ANSWER

“By far the consumption of alcohol. I find that people that drink alcohol can achieve a state where they are not able to control themselves. They can start fights, become aggressive, cry for no reason, throw up everywhere and so on.”



MATTERS OF ADDICTION

“In my opinion, alcohol consumption is more dangerous than marijuana since it is more addictive, causes more deaths, and more diseases. According to several studies, more deaths occur from alcohol consumption than marijuana consumption. Other studies confirm that marijuana is less addictive than alcohol (...). In terms of diseases, alcohol consumption causes several types of cancer while marijuana is not linked to any type of cancer.”

BULLETIN BOARD DISCUSSION



THAT ONE THING...

"I don't believe the consumption of either is inherently more dangerous within moderation and when the consumer is responsible and safe. (...) Consumed in moderation by a healthy individual and without behaviors like driving right after, the dangers of alcohol are low. I suspect the numbers would be similar for marijuana with a small percentage engaging in the equivalent of "binge" consumption (...). Now, that said, in excess alcohol is certainly more dangerous but excessive consumption is not as widespread as people seem to think. (...) The pro-pot lobby like it painted as a massive problem because they can make marijuana look safer by comparison. Personally I don't see a difference between having a glass of scotch before bed or a pull from a vape before bed if you prefer. (...) The one area where there is a clear difference is driving. Alcohol consumption before driving is exponentially more dangerous than the consumption of marijuana before driving and yet the police and politicians are acting like they're the same. (...) I don't personally smoke marijuana nor will I even after it's legal but I'd rather be on the road with a hundred stoned drivers than one drunk driver."



LEGALITY MATTERS

"Currently I find the consumption of alcohol to be more dangerous just because it is more readily available to the public than marijuana. People can get alcohol from the store without thinking twice about it and marijuana still has legal implications if bought for recreational use. That being said, once marijuana is legalized I would say they are both equally dangerous. We as a society are saying that the use of these addictive substances is OK and we shouldn't be. I truly believe both need to be looked at again and new restrictions put into place."



LESSER OF TWO EVILS

"I am not a marijuana smoker myself, but there is scientific research behind the impairment comparisons of the two, and marijuana has less effect to your motor skills and physical awareness when under the influence. Neither should be consumed out of a controlled environment. But yes, marijuana is the lesser of two evils."

BULLETIN BOARD DISCUSSION



LOOK AT THE FACTS

"Alcohol is far more dangerous than cannabis. Alcohol kills thousands every year, not to mention how many families it destroys. Whereas cannabis has never killed or even hurt anyone."



MEASURING THE EFFECTS

"They both have their own unique dangers and both can destroy lives, but I'd say liquor is undeniably worse. Marijuana's real danger is that it saps motivation and (anecdotally, I suppose) makes people very agreeable/"chill". People who smoke weed habitually seem to go along with whatever seems easiest and least likely to inconvenience them, and that's no way to make your own life better. It's an addiction like any other, as well, and a lot of people seem to spend money on it that would be perhaps be better served towards positive changes for their health. There are other negative social and mental/emotional effects that should be considered more carefully than they are, but physically it's no worse than smoking cigarettes, and arguably damages your body less. Potheads aren't violent. They aren't generally a danger to others. As a substance, it does not make them terribly malicious. Liquor can outright kill you if you drink too much or for too long. Liver failure is one of the most painful ways to go. Some people are mean drunks who, when ingesting a substance that lowers inhibitions, hurt their friends or family members physically or emotionally. (...) Neither should be prohibited but liquor is far and away more dangerous."



DD ISSUES

"This is a little bit complicated. Totally in a vacuum, it is far and away alcohol. It is possible to drink so much alcohol that you die just from that, and in the long term it damages your organs. But the quirk is with driving. Driving under the influence of either substance is equally bad, but at least with alcohol there is a reasonably consistent test that can be done to confirm that's what's happening and take people to task for their irresponsibility. Other inherent dangers of marijuana (i.e. the concern that it could be cut with something or that you have to associate with criminals to get it) go away by making it legal and regulated. (...) And yet of the two of them, the only one I ever use is alcohol, so take from that what you will."

ALCOHOL

JACK, JIM, AND JOSE

BINGE DRINKING

Binge drinking incidence and its normalization was seen as a problem by our participants. Over three quarters of our sample indicated that they thought binge drinking was a problem for millennials. Another three quarters of the sample also felt that binge drinking was normalized for millennials overall. However, although a large majority felt that the prevalence of binge drinking and its normalization was a problem, fewer numbers reported engaging in it themselves.

HOW OFTEN DO YOU BINGE DRINK?



Overall consumption of alcohol was widely varied as well. The most common answer was “weekly” when asked how often they drink alcohol, followed by “rarely or never”.

Only 2/20 participants stated that alcohol consumption was the biggest detriment to their overall health.



More than three quarters of our sample know somebody personally that has problematic alcohol consumption.



WAKE UP! YOU NEED TO MAKE MONEY!

STRESS

Stress is felt by most people, however many speculations claims that millennials suffer from it the most. We asked our group about their experiences and perceptions of stress. Three quarters of our respondents felt that stress is an issue for millennials overall, but when asked about their personal experiences of stress, respondents were most likely to say that they experience it “not very often”.

WHAT DO YOU THINK CONTRIBUTES TO THE HIGH STRESS LEVELS OF MILLENNIALS?

“Our economy is in dire straits. It is hard to afford a home without going into colossal, life ruining debt. Our wages have stagnated. Education is beginning to mean less and less on the job market. We are expected to be plugged into our jobs 24/7 and take office emails from home.”

“I think a major factor, for me at least, is the stress of multi-tasking all the time, whether it be at work, at home or anywhere else. So many things can be put on a person that it takes a toll.”

“Fast paced world. Keeping up with the Jones'. Financial stresses given that millennials feel pretty entitled to have what they want when they want, but still have to afford it.”

“I think the Canadian dream of buying a house and starting a family while trying not to go broke.”

“Rising cost of living with stagnant wages, the need to constantly be putting a good face on for social media, and the fact that while we're more connected than ever it's hardly substantial as phones are always between us.”

“The future.”

STRESS

DO YOU THINK STRESS IS A UNIQUE CIRCUMSTANCE OF THE TIMES, OR DO YOU THINK STRESS HAS ALWAYS EXISTED?

- + "It's definitely always existed. There was always something to be stressed about. I think if it seems more prevalent now, it's just because we have a better idea of how people feel in general."
- + "It has always existed but is more pervasive now."
- + "It has definitely always existed. I don't think it's any more or less now than it has been. Social media may make it seem higher though."
- + "I think that stress is an issue for millennials, yes, but I do not think it is unique to millennials. Everyone has had stresses since the beginning of time, with the source of stress changing from surviving the winter to more modern stress sources."
- + "It has always existed."
- + "Always existed but social media increases it."

SUPERSIZED...WITH DIET COKE

EATING & WEIGHT

WHAT IS YOUR BIGGEST CHALLENGE RELATED TO WEIGHT, EXERCISE, AND DIET?

“Affording a gym membership.”

“Always fatigued from how busy life gets sometimes.”

“Definitely the mindless eating part. My meals aren't particularly unhealthy as a rule, but the intermittent eating of snacks is problematic.”

“Time.”

“The fact that I don't have a stable job or anything and that it's seasonal it's more concerning to deal with the other things in life that challenge presents than my diet or exercise.”




A slight minority of
respondents indicated that
they find it hard to eat
healthy.



EATING & WEIGHT


Three quarters of our respondents have been on a diet.

Have you consumed any of the following health supplements in the last three months?




13/20 VITAMINS
2/20 WEIGHT LOSS
1/20 WEIGHT GAIN
6/20 WORKOUT PERFORMANCE

How often do you eat fast food?



0/20 DAILY
4/20 FEW TIMES A WEEK
3/20 WEEKLY
7/20 FEW TIMES A MONTH
3/20 MONTHLY
2/20 LESS THAN ONCE A MONTH
1/20 NEVER

How often have you dieted in the last year? (Based on those who indicated that they have ever been on a diet)



1/15 CONSTANTLY
3/15 OFTEN
3/15 SOMETIMES
4/15 RARELY
4/15 NEVER

EATING AND WEIGHT

WHY/HOW DO YOU FIND IT HARD TO EAT HEALTHILY?



"I like junk food and fast food. Tough to choose healthy foods."



"Mainly because I work 16 hour days, no way to store food etc. or prep with those kinda hours and even if I could, the last thing I want when working like that is a tiny bowl of food."



"Grew up eating unhealthy and now it is hard to get in a healthy eating routine."



"Even though healthy food is tasty and beneficial, it takes a lot more work to make. Then I eat snacks because I'm bored and it's a good idle activity."



"Having an eating disorder, eating healthy never happens."



EATING & WEIGHT

Although it was most common for our respondents to consider themselves to be a “normal” weight, a large majority of our participants expressed that they felt pressures to change their lifestyle habits to gain or lose weight- The most common answer was “sometimes” (almost half), followed by “often.”

We asked our respondents: WHAT IS THE MAIN SOURCE OF THIS PRESSURE TO CHANGE YOUR LIFESTYLE OR EATING HABITS?

“My own intermittent concerns about long term health of joints, etc. Also seeking some form of companionship, and I lack the base level of physical attractiveness most people look for.”	“My family”	“The media and others around me/my own brain making me think I'm inadequate.”
“Media, we see celebrities everywhere who are super skinny and fit.”	“Social media.”	“I would like to experience a life of longevity. In order to live a long life you have to make physically and mentally healthy decisions. I also desire to not be physically fat.”

The second most common choice when asked about our sample’s weight was for people to identify as “overweight”.

DO YOU EVEN LIFT, BRO?

EXERCISE



Slightly less than half of our sample owns a gym membership. The costs that our millennials have for these gym memberships range from free-ish (university membership), to \$75 per month. The highest membership costs expressed in our sample was one that is \$900 a year, plus the personal trainer fees of \$2000.

Of the individuals that work out, they were most likely to say that they work out “more than 3 times a week”, followed by “weekly”.

We also asked our group about their physical fitness. On a scale of 1-10, the most common answer was a self-rated physical fitness of 6. More than three-quarters of our sample rated themselves 5 or higher.

THE REST

MISCELLANEOUS



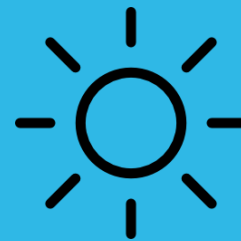
Our millennials love their sleep! Over half of respondents stated that they got on average 7-8 hours of sleep per night.



“Diet” was chosen by the largest number of respondents when asked about the habit that most hinders their health. “Laziness” was second most popular.



Almost three quarters of our sample visited the doctor in the last year.



Sun safety is a priority! When asked if they practice sun safety, the most common response among participants was “often”, followed by “sometimes”.

NET SUM: HEALTH

DIARY MODE DISCUSSION

Health is a complicated subject. Motivation, will power, priority, opportunity, predispositions, and other factors play a role in whether someone is generally healthy or not. We wanted to find out whether our millennial group contributed more to their health or more to the detriment of their health overall. Our diary mode study for this month was as follows:

MILLENNIALS ARE IN A UNIQUE POSITION WHEN IT COMES TO HEALTH. IN MANY WAYS, WE HAVE TECHNOLOGY AND ACCESSIBILITY TO HEALTHY THINGS THAT GENERATIONS OF THE PAST COULD ONLY HAVE DREAMED OF (YOUR GRANNY PROBABLY DIDN'T HAVE A YOGA STUDIO AND A FRESH SQUEEZED ORANGE AND KALE SMOOTHIE AVAILABLE AROUND EVERY CORNER). WE ARE ALSO PRIVILEGED TO HAVE AN ABUNDANCE OF INFORMATION ABOUT HEALTH AT OUR DISPOSAL AT THE CLICK OF A BUTTON (WE WILL MOMENTARILY DISREGARD THE CONFLICTING INFORMATION WE GET ABOUT HEALTH FOR THE SAKE OF THE ARGUMENT). HOWEVER, STATISTICALLY, MILLENNIALS ARE ALSO FACED WITH A NUMBER OF HEALTH ISSUES AT HIGHER RATES THAN THEIR OLDER OR YOUNGER PEERS. MANY STUDIES INDICATE THAT BINGE DRINKING AND RECREATIONAL DRUG USE ARE UP FOR MILLENNIALS, OTHER STUDIES INDICATE THAT MENTAL HEALTH ISSUES ARE MORE PREVALENT FOR MILLENNIALS THAN OTHER AGE GROUPS.

DO YOU THINK THAT YOUR OVERALL LIFESTYLE IS, ON AVERAGE, CONTRIBUTING MORE POSITIVELY OR MORE NEGATIVELY TOWARDS YOUR OVERALL HEALTH, AND HOW?



PRODUCT OF THE TIMES

"I live pretty healthily and don't use substances or alcohol but still struggle with mental health issues. I think that at least the rise in mental illness is a combination of growing up in a fairly politically, economically and socially turbulent time and an increase in awareness and diagnosis. (...) I'm happy with my lifestyle. It's easy to find good information on health and nutrition choices, especially if you choose sources that are scientifically sound and evidence based. I think the only pitfalls millennials are especially prone to are nihilism ("the world's gonna blow up anyway so why shouldn't I smoke dope all day") and an attachment to screens, something which I do also see in the older set but it's more common with us."

DIARY MODE DISCUSSION

ON TRACK



"Personally I don't feel my health is affected negatively by my lifestyle. I don't smoke, I consume less than the recommended-maximum alcohol amounts, I limit my intake of fried and processed foods (although I could stand to eat some more vegetables) and overall I take care of my body with regular medical checkups. I have some genetic predispositions but for the things within my control I prefer to steer towards positive outcomes. As for the comment that statistically millennials are faced with higher rates of mental health issues I'd be curious if the rates are actually higher or if there is simply a greater number of diagnoses (...)."

CHOICES



"Overall it's a bit of a wash that skews slightly negative. I'm pretty good about doing things to keep myself from getting overwhelmed with work and people and the like. I can also say I avoid most serious vices. I don't smoke or do drugs, I don't drink or gamble to excess, On the bad side, I eat too many snacks, I don't drink enough water, I haven't found a type of exercise I enjoy enough to do routinely, especially in winter. I dismiss the entire idea of doing things, even things that may be beneficial in the long run, that don't come easily to me. (...) I haven't been to the dentist since I finished school and came off my family's benefits package, and I haven't gone looking for trouble at the doctor since I was about 14 (I've gone when I was already sick, but no physicals or whatever). Even outlining it, I can tell there's lots of stuff I could fix without that much effort, but I don't feel like it, and that's probably part of the problem."

THE TIME FACTOR



"I guess negative overall since I'm overweight, I don't do drugs or anything like that but I eat crappy and don't exercise mostly due to the fact that in order to live I have to work ***** jobs that pay decent but by crappy I mean I work like 16 hours a day and it just doesn't leave time for things like food, exercise or anything really besides sleep. In the end, sure we can call it an excuse, and it partially is, I mean if I somehow got a job that paid as well and didn't require such horrible hours I wouldn't do much better. I know I would eat better but I still wouldn't be going to the gym or anything like that, I just don't have friends or a lifestyle in that kinda world (...)"

DIARY MODE DISCUSSION

NOT SO MUCH



"No. I don't think it is. I have become accustomed to buying groceries cheap and cheap is never healthy. I have also grown invested on living up to media's perspective of a perfect body, so I have gone to extremes to attain those goals. My health has never been worse in my life than it is right now."

BALANCING ACT



"I believe that my overall lifestyle is contributing positively to my overall health. While I may not always make the best dietary choices, I am very health conscious about how what I take in impacts my overall health. I exercise 3 to 5 days a week at the gym combined with yoga. I am very concerned about my physique, but not to the point of counting calories/macros. I very strongly believe in "everything in moderation". While I understand that drinking 6 beers at a time to catch a buzz may not be good for my physical body, I find that going out and socializing and having fun is good for my overall mental health which impacts health as a whole. I use marijuana in a recreational capacity which again, while likely not contributing to my physical health, helps me find piece of mind and relaxation at the end of a day. With all of the stimulus we receive on a daily basis, I believe it is important to unplug and relax. Regarding the availability of kale shakes and yoga studios, while I do agree that these are beneficial and widely available, I also believe they are trendy and unless consumed with health in mind in other aspects of life, provide very little benefit (...) In summary, the state of society and more specifically millennials is very complex and dynamic. Some of us are taking advantage of the age of information sharing and using it to benefit our health, others are choosing to ignore and indulge in things that bring immediate satisfaction - another classic millennial quality."

CONVENIENCE AND ACCESSABILITY



"I think my lifestyle is positively contributing to my overall health. I think that in today's world it is much easier to eat out (...) whereas my grandparents did not have that luxury and so health problems due to eating fast food didn't exist to the extent they do now. I think society now is much lazier than our grandparent's generation. My grandparent's generation worked hard all day long, they didn't need yoga and spin classes to ensure they burn some calories in a day (...) so in order to stay active and healthy taking part in extra sports and fitness activities is sometimes needed."



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 18/20 participating in all three activities, and a full 20/20 completing the survey! We couldn't have done it without the dedication of this group of millennials!

THANKS
EVERYONE!

WANT TO LEARN MORE?

CONTACT INFORMATION

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