

YOUNG FUTURES

SASKATCHEWAN MILLENNIAL STUDY USING AN ONLINE COMMUNITY
THEME: POLITICS



YOUNG FUTURES- MONTH SEVEN-POLITICS

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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.

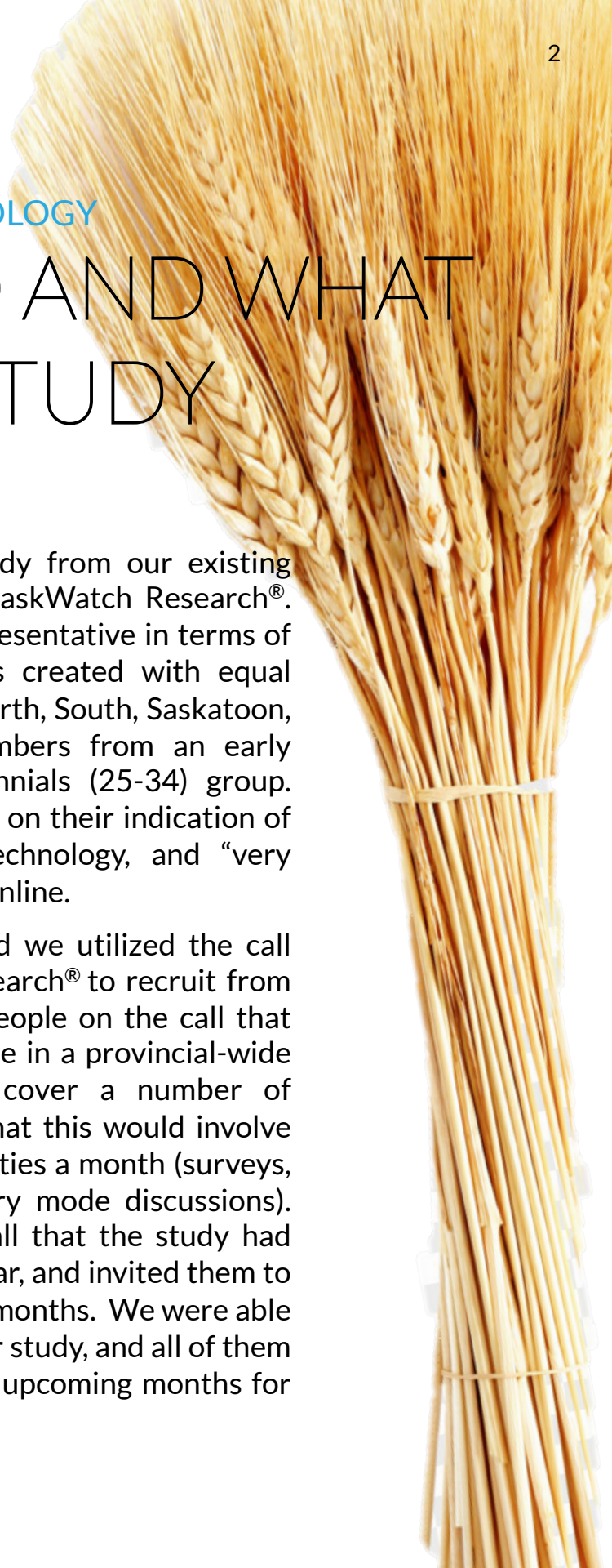
This report is intended to serve as one part in a twelve part series. Young Futures ran every month through November 2018. The data gathered each month will be included in unique reports, with a comprehensive book released at the end of the study to review findings and learnings of the project overall.

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

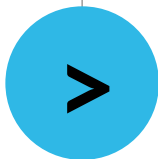
FINDINGS SUMMARY

PARTICIPATION



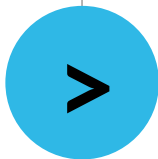
20 out of 20 people participated in the survey,
19/20 participated in the online discussions

RUSHING THE GATES



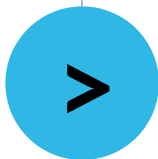
Voting for the first time was most common at
age 18

RIDING THE LINE



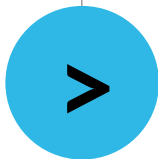
Preference for free economy or planned
government divided

...YIKES.



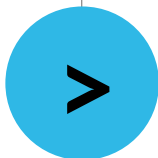
Current political situation in the USA has most
“very worried”

NEAR AND FAR



Knowledge of Canadian politics higher than
knowledge of global politics

LOVE IS LOVE



Interracial marriage “completely supported” by
large majority

DEMOCRACY DUTIES

VOTING



Over three quarters voted when legal age.

More than three quarters of our group indicated that the first time they voted was when they were 18 years old.

Large majority voted in last federal election.

Of the participants who have ever voted, all but one voted in the last federal election and over three quarters plan to “definitely” vote in the next federal election.

Liberals favored among group.

Participants who voted in the last federal election most commonly voted Liberal (more than half). Conservative votes were second most common (more than one quarter of sample), with NDP being the least common party to vote for by the group.

IN MY MIND

KNOWLEDGE & THOUGHTS ABOUT POLITICS



HIGH KNOWLEDGE OF CANADIAN POLITICS

Three quarters of our respondents claimed to be “very knowledgeable” or “somewhat knowledgeable” about Canadian politics.



KNOWLEDGE OF GLOBAL POLITICS LOWER

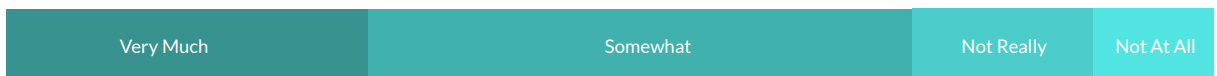
When respondents were asked about their knowledge of global politics, the answers were more mid-range, with the most common response being “somewhat knowledgeable”, followed by “not very knowledgeable.”



DESIRE TO LEARN MORE ABOUT POLITICS DIVIDED

We asked whether our respondents were interested in learning more about politics, and answers were divided. A slight majority indicated that they were not interested, or had a low level of interest in learning more.

DO YOU THINK YOUR VOTE MATTERS?



“Majority of the votes that decide anything are in Eastern Canada. Many of the Western votes aren't even counted before a party is elected in.”

“Everybody has to take part and say their piece. When young people don't vote it just leaves the older generation and their ideologies.”

“The government is going to do what they want either way.”

“The location I live in is so conservative that my vote doesn't really do much.”


RIGHT & LEFT SIDES

POLITICAL IDEOLOGY

Political parties and political ideologies are not quite the same, and choosing a party that aligns with our political ideologies can prove to be a difficult task. Although we were interested in knowing how Young Futures participants voted, we also wanted to ask about their ideological preferences and how much influence they thought the government should have over the economy. We employed a tool in our survey that allowed participants to slide an indicator to a point on the scale that they most identified with. Far left produces a value of -100, while far right produces a value of 100, with the option to choose anything in between as well. Their responses were quite balanced and are discussed below.

Liberal


Conservative



When asked where they stand in terms of political ideological preference, the average answer skewed slightly towards liberal (-2.25 on the scale from -100 to 100), with more respondents indicating that they were ideologically “liberal” than “conservative”.

Free Market

Planned Economy

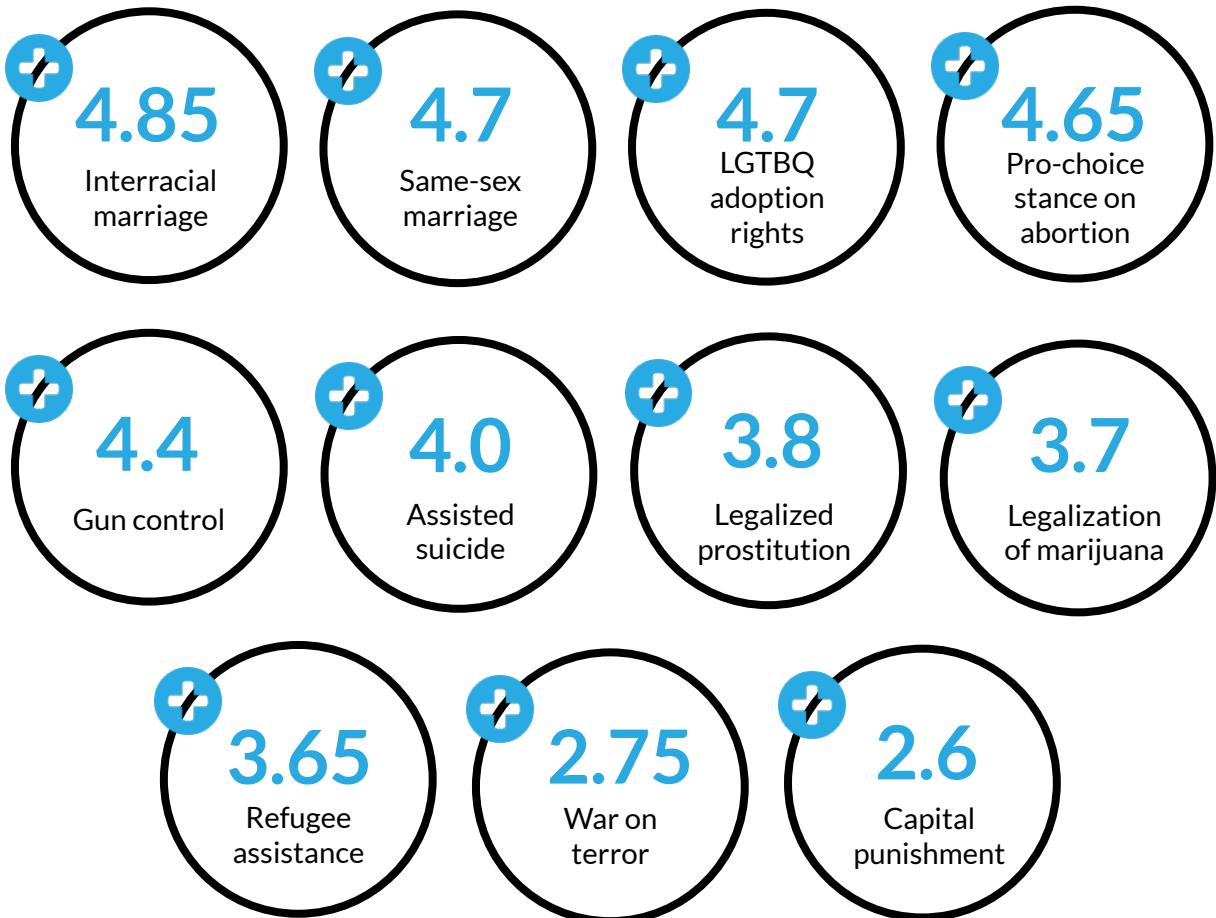


Participants were also asked about their thoughts pertaining to government involvement in the economy. An average of the answers yielded another midrange answer, with the average response leaning slightly to a preference of “planned economy” (7.9 on the scale from -100 to 100) rather than “free market”.

CHOOSE YOUR SIDE

HOT TOPICS

Many elections are won by stances on certain issues. We asked our participants to indicate on a five point scale (1 being “completely oppose”, and 5 being “completely support”) to rank their support or opposition on the following hot topic issues. Average answers are listed below.



POLITICS IN CANADA

TRUE NORTH
TRANSPARENCY |

We all know the saying, “absolute power corrupts absolutely”, but what does some power do? We asked our millennials how widespread they thought political corruption is in Canada. Most commonly (over half) stated that they thought politics in Canadian was “somewhat corrupt”. One quarter of respondents indicated that they thought it was “somewhat transparent”.

“I think that every country is corrupt to a point in politics. I feel that Canada has been getting worse the last few years with a change in government.”

“Overall, I don't think we are corrupt in comparison to all nations on earth. However, I think human nature has a component of corruption that cannot be fully avoided.”

“It's really corrupt at the provincial level. I don't think it is as much federally (though this pipeline nonsense suggests it may be). But provincially it's all selling crowns this, flipping land for cronies that, making personal threats to silence mayors, restructuring whole organizations to fire one person, etc.”

“Look at any political changes that have come forward that are supposed to “help the middle class”. Us middle class are still in the same spot while the upper class keeps getting more.”

“Politicians will do what they can to be reelected which isn't always what they promised to do or truly believe.”

“I think in comparison to the [United] States we are not corrupt.”



POLITICS IN CANADA

Globalism, travel, immigration, and global mindsets are making national identity a complicated topic. On average, Young Futures millennials viewed themselves more as a “member of their country”, than a “global citizen”- but not by much. The preference only lied slightly in favour of identifying as a “member of their country”.

Although it is not perfect, there are few that would deny that Canada is pretty awesome. We wanted to know what our millennials liked the best about life in Canada.

WE ASKED: WHAT IS THE BEST PART OF LIVING IN CANADA?

“The freedoms that we are able to enjoy and our embracing of multi-culturalism. We protect people from all races, creeds, colours, sexualities and various identities.”

“We are very united. When something happens, people step up and help each other no matter what.”

“Free health care and a somewhat stable economy.”

“The people, the scenery, the freedom.”

“Our ideological centre is the actual centre - we haven't shifted to the right wing like America.”

“Relative acceptance of free choices and lifestyles. Stability in economy and government.”

“We are globally recognized as being friendly.”

“Freedom, diversity, weather variance, security.”

POLITICS IN CANADA

Although it is REALLY great to call Canada home, our nation is not perfect. Winters aside, we wanted to dive deep in what our millennials thought Canada could use work on.

WE ASKED: WHAT IS THE WORST PART OF LIVING IN CANADA (OTHER THAN THE WINTERS)?



“Too many people are set on the old ways and don’t even give change a chance although it could possibly make things better.”

“Lack of the snacks that are available in America, price of gas, cost of flights.”

“Access to goods and services is not as good as it is for Americans. i.e.: Amazon, internet speeds, free Wi-Fi, etc.”

“How long of waits we have with healthcare.”

“Life is kinda boring. There must be more entertainment projects developed in many places.”

“Our politicians and the taxes they impose.”

“The racism (and other discrimination, but the racism is really bad these days).”

“Same as anywhere else, nationalism and elitism.”

“Low dollar exchange and current economy.”

CANADA'S CONTRIBUTION

BULLETIN BOARD DISCUSSION

Canada is known internationally as being “peacekeepers”, “friendly”, and generally held in a positive light (at least we like to think so). However, Canada is also criticized for hiding in the shadow of USA, and doing whatever we are told to do by them.

WE ASKED: WHAT DO YOU THINK IS THE MOST IMPORTANT POLITICAL ISSUE IN THE WORLD AT THE MOMENT? HOW DO YOU THINK CANADA FITS INTO THIS ISSUE, OR WHAT ROLE DOES CANADA PLAY IN THIS ISSUE? DO YOU FEEL CANADA LENDS ITSELF MORE TO THE PROBLEM, OR TO THE SOLUTION?



NATIONAL SECURITY

“National security is a highlighted issue that has become a major issue globally. With North Korea’s nuclear testing, mass shootings, bombings and ongoing wars, I feel it is just a matter of time before we start seeing major acts against Canada. In our politics I don’t feel that we stand strongly as to what we do, Canada just tends to piggy back onto whatever United States decides to do. We haven’t voiced our own national stance on security, we just repeat what the States wants us to do. That being said, we also feel the hardships of global security issues through our economy, sending relief monies to countries in crisis and aiding immigrants from war torn countries. I’m not saying we shouldn’t be helping these countries, but seeing as Canada is already in financial crisis with our own issues, if global security continues to dwindle, our economy will slide with it.”

BULLETIN BOARD DISCUSSION



THE ENVIRONMENT

“While there are many political issues at play in the world at the moment, I would say that the most important one is climate change - solely because it is going to affect all citizens of the world in some way or another. While war, national security, and general unrest may be high on the list, these are not as impactful as the environmental shift that we are experiencing as a result of human-led activities, including things such as more severe weather patterns in some areas, droughts, and the raising of the sea level.

The science behind it is clear, but many choose to ignore the greatest scientific minds in the world and repudiate their findings, which is most unfortunate as the more we continue to ignore the problem, the greater it will become and the more difficult it will be for future generations to deal with when it can no longer simply be denied.”



NET NEUTRALITY

“I would say a big one currently is net neutrality. I’ve always said that there is a very very short list of things I would go to war over and the internet is on that list. Free and clear exchange of information has led to every good thing humanity has ever achieved, and being able to do so around the world, and basically instantly is important. We all have access to basically everything that humans know, so it’s important to be able to maintain that. Canada is doing well on it as a political issue, the CRTC has been good, and the government. But really solid requirements have to go in, because as the US is demonstrating, one bad government and some corruption can ruin these things really quickly. We’ve already got the corrupt telecoms (and as basically the only option for people outside of our SaskTel safe haven) trying to ruin everything and censor for their own profit (using the THINK OF THE CHILDREN argument as usual) so it’s threatened. But the thing is, if all of humanity has free access to information, the other problems will be solved as efficiently as possible.”

BULLETIN BOARD DISCUSSION



GUN CONTROL

"Gun control. While it's mostly happening in the States it is affecting the entire world. Canada is definitely one of the leaders in the world for gun control which makes me proud."



WAR IN THE MIDDLE EAST

"I think that the main political issue right now is the war that is happening in the middle east. Many countries conduct military strikes in other countries, which makes things worse rather than solving the issue. Canada should participate in resolving the issues peacefully by suggesting peace agreements that would calm all fighting parties. As of the moment, I feel that Canada has a neutral stance towards the wars happening in the middle east, and tries to help by accepting refugees or providing aid."



GOVERNMENT OVERSPENDING

"I think one of the biggest, most important political issues currently is government over spending. Every time you hear about budgets and deficits it's always negative. We say that we are stimulating the economy by pumping money into it but the deficit now sits around [\$654B]. I know that as an economy we must be in debt but if we continue to spend like this, I am worried that we will end up like Greece. From a world perspective, there isn't currently any countries (just a quick Google search on this) that currently don't have debt. I think that we need to curb the spending so that our generation and the next generation are not shouldered with no access to services because the government can't afford them."

BULLETIN BOARD DISCUSSION



SECURITY & GUN CONTROL

"I think one of the biggest political issues right now is security and gun control. There have been so many tragic shootings this year alone and students are fearing their security going to school. I think Canada is a positive light in this issue as we have a very low rate of gun violence especially when it comes to schools. I think we are in more of the solution."



USA PRESIDENCY

"I think the most important political "issue" at the moment is who is currently running the United States. I believe that what Donald Trump says or does is completely changing the way our world functions. The lying, the gun control, the way racism is becoming more prevalent, the way people are treating each other. I feel like he is on the world stage and dividing civilization. I feel like Canada has to always support the US, and I highly doubt our government supports him, but I feel they need to put on a united front."



POLITICAL UNREST

"I think that political unrest is a major issue at this time. It seems that in the past few years many countries are now experiencing larger issues with political unrest, especially in Canada and the United States at this time. It has been occurring in other countries for years and both the US and Canada have attempted to help with some (i.e.: dictatorships) which has been viewed as being part of the solution even when it causes more problems. Now both of these countries are starting to have issues themselves and do not seem to have an answer on how to handle things properly. Major choices have been made by the current federal politicians that are starting to affect our country in a negative way on the political stage. It seems to have made Canada more vulnerable in regards to both security and economy. It seems like a lot of major attacks have occurred in the past year, not just in Canada, but around the world and no country, ours included, seem capable of dealing with the current threats."

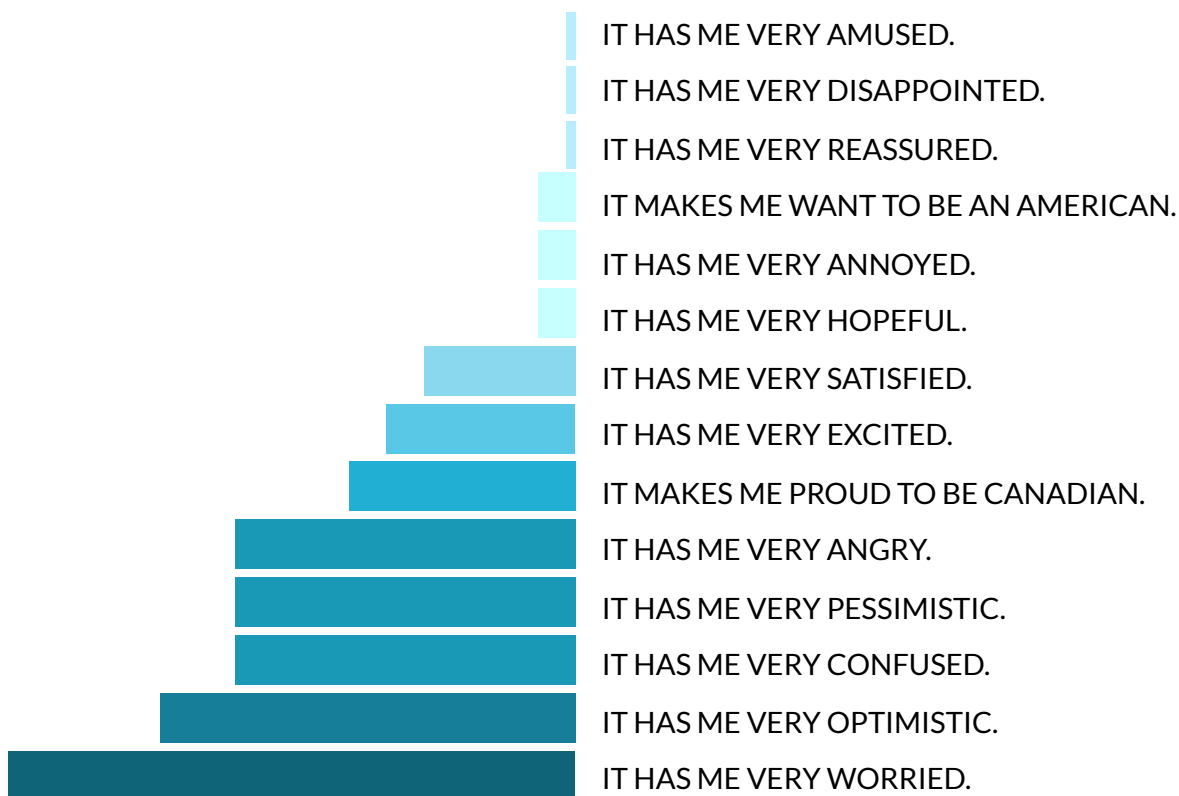
ELEPHANTS AND DONKEYS

POLITICS IN THE USA



The USA has been in the spotlight for many political scandals, even more so now with President Trump in the White House. Regardless of whether you support or oppose Trump, there are many stories about the political climate in the United States that are making North American and international news. We wanted to weigh in on what the Young Futures millennials thought about the political situation south of our border.

HOW DO YOU FEEL ABOUT THE POLITICAL CLIMATE IN THE USA RIGHT NOW?



MEANWHILE, BACKSTAGE...

DIARY MODE DISCUSSION

Politics are usually filled with scandal, and in our reality-show, shock-factor world this is perhaps true now more than ever. But, we beg to ask, does it matter? Should we give weight to the personal lives of our elected politicians, or are professional and private lives separate for them just as much (we hope) as they are for us?

WE ASKED: "DO YOU THINK THE PRIVATE LIVES OF POLITICIANS SHOULD HAVE WEIGHT IN THEIR POLITICAL CAREERS? FOR EXAMPLE: BILL CLINTON/MONICA LEWINSKY, OR DONALD TRUMP/STORMY DANIELS."

+

ACCOUNTABILITY

"Yes. I do believe these things should impact their professional careers. If they are voted officials representing the people full time they need to be accountable for their actions. They get voted in by being accountable and based on morals....maybe D.T. is an exception to that.... But they need to uphold their lives to the standard that got them their jobs."

+

YOUR TIME, YOUR BUSINESS

"Absolutely not. I feel this way about anybody, not just politicians. What you do on your own time is your own business. If it's not affecting your work it's nobody's business."

DIARY MODE DISCUSSION

UNEQUAL PLAYING FIELD



“To some extent I believe so as it speaks to their character far more than their words do but at the same time the things the media and the public latch on to aren’t always relevant. Those who are playing team-based politics (“my team” vs. “your team”) will use the personal lives of the other guy to discredit them while ignoring the personal lives of the politicians they support. The “Make America Great Again” crowd ignoring every indiscretion of Donald Trump while highlighting identical (or more often lesser) issues with Clinton is a perfect example. In Canada, Conservatives will also call Justin Trudeau out for things Harper was well known for doing and likewise the left called Harper out for those things but ignore it when Trudeau does the same. Until the playing field is level I have trouble giving much stock to stories of personal lives of politicians.”

UNLESS GOOD REASON



“I think the only time their private lives should come into play is when it effects something related to their job, at the end of the day people are human and deserve some privacy. I don’t think they should be able to hide things but at the same time if it’s not hurting anyone or hurting the job then it doesn’t matter to me.”

YOUR LIFE, DON’T CARE



“I’m not too concerned with their personal life. I wouldn’t want anyone in politics with violent crimes or fraud on their record but extra marital affairs, though I think it’s terrible, don’t bother me too much.”

DIARY MODE DISCUSSION

REFLECTIONS



“Yes, their private life shows what kind of person he or she is, so ya it should have weight in their political career.”

WHAT ARE WE REALLY WORRIED ABOUT?



“Should they? Of course they should; those events are one of the precious few indicators of an elected officials values, actions, and judgments. However, instead of dedicating an entire news cycle to examining these events from every angle with increasingly sensationalized perspectives simply for the shock value as an entertainment source, they should be presented simply, factually, and without editorial. Then, use the spare cycles to focus on other news regarding inaction, missed targets from campaigns, or broken promises with both sides of the story laid out in bland, milquetoast fashion.”

CELEBRITY VS. POLITICIAN



“To a small degree, yes. However, when a candidate is previously in the public eye/celebrity status, it is harder to keep a personal life private. When we vote in our politicians, we look to the candidate we think is best suited to run our country/province. Those politicians campaign to highlight their best qualities to gain those votes as they are not in the public eye as much. When a celebrity runs for office, their personal lives have already been on display, which can also come back and bite them in the ass.”

DIARY MODE DISCUSSION

ALL ABOUT TRUST



“Yes I think it should. If a person is a horrible person in their regular life then they should not be running a country. We are supposed to have trust in our leaders but when they do horrible things how can you put your trust in them?”

PERSONAL LIFE IS WIDER INDICATOR



“I am very torn on the answer to this question. I do not like that the private lives of politicians have weight in their political careers. I believe that everyone has events or situations in their lives that they do not want anyone to know about. If one is not in the public eye these situations are not revealed to anyone except those they want to know about it. For politicians, every amount of dirt is often found and portrayed to the rest of the world. Some of the information speaks to their personal morals and ethics which can be mimicked in their leadership but some of it is just used as a way to attack. I guess I am saying that their private lives do have weight in their political careers and in some situations have shown a corrupt leader. I do not see this changing any time in the near future.”

MEDIA IS OUT OF CONTROL



“Yes and no. Yes, because they are supposed to be role models for the future generations. They help mold our laws and if they are making moral mistakes than it can be tough to trust the judgment. No, because they are only human. Humans make mistakes but to have a human sexual mistake ruin a career is a tough pill to swallow. I think the fact that the media is so out of control that stories can blow up whether or not they are real or fake.”

I HAVE TO, SO DO YOU



“Absolutely. How you live your life outside of work still affects your personal brand. Even I still have to lead with integrity outside of my work because it can affect my job. We hold presidents to a much higher standard, it would be stupid to not let their personal lives affect our opinions.”



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 19/20 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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