

YOUNG FUTURES

SASKATCHEWAN MILLENNIAL STUDY USING AN ONLINE COMMUNITY
THEME: LIFE & DEATH



YOUNG FUTURES- MONTH EIGHT-LIFE & DEATH

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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.

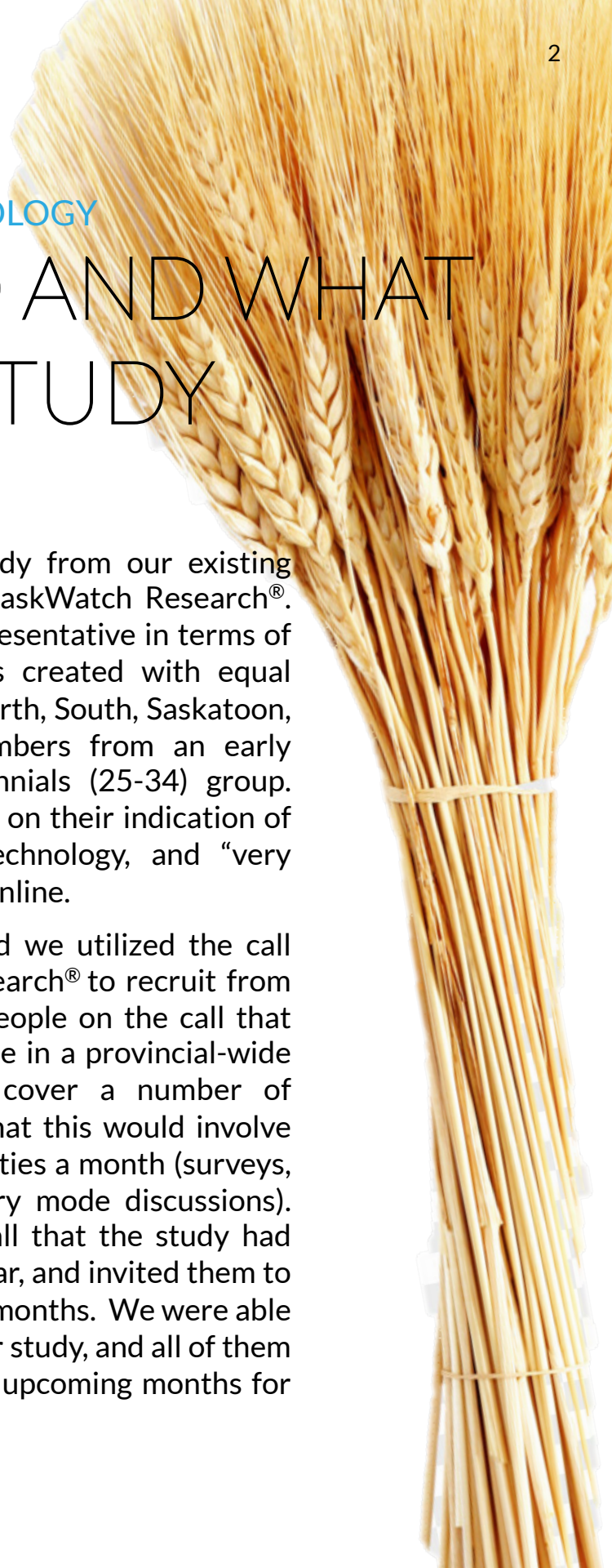
This report is intended to serve as one part in a twelve part series. Young Futures ran every month through November 2018. The data gathered each month will be included in unique reports, with a comprehensive book released at the end of the study to review findings and learnings of the project overall.

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

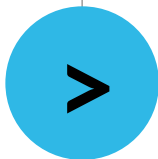
FINDINGS SUMMARY

PARTICIPATION



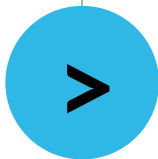
20 out of 20 people participated in all three activities this month

NEW AGE STAMP COLLECTING



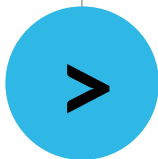
Travelling top bucket list item

CONTENT



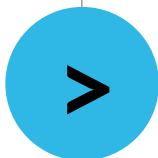
Many claimed they would not have any regrets if their life ended today

ONLY SOME SCREAMS



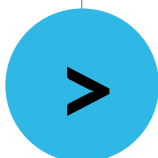
Split perspective on whether ghosts or spirits exist

FEAR OF THE INEVITABLE



Being scared more common than being unafraid of death

LIFE VS. LIFE

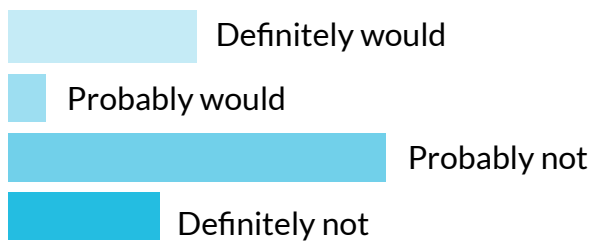


Equality of value of life for humans and animals varied

YOUR DEATH EXPIRY DATE

The only certain thing in this life is that we are all going to die at some point. But, would you want to know the details of your death, or blissfully live until the end without knowing? We asked our millennials:

IF YOU WERE GIVEN AN ENVELOPE WITH THE TIME AND DATE OF YOUR DEATH INSIDE, WOULD YOU OPEN IT?



"I'm not sure I could handle that information. I don't think I would open it but I can't say for certain. How old I was at the time I was handed the envelope would also factor in. If I was already say 60 then sure, why not."

"I have major anxiety issues. Knowing would make me panic about not living my life properly."

"While I would really want to, because I'm not good with anticipation, it would absolutely crater my mental health to know something like that. I would be counting down the days. Constantly."

"I wouldn't want to know because knowing would affect what I wanted to achieve in life. I would not want to know because then I would be unwilling to take risks or would maybe take too many risks, depending on what the date showed. Plus, how am I to know that this is actually true?"

"I'm a planner - and this would help me make the most of the time I had left. Plus, with certainty comes peace, and I would never have the "what if" question hanging over me when it comes to risk-taking or long-term decision-making."

"I started with "definitely not" and ended up on "probably would". I have a genetic disorder that makes my chance of getting cancer higher than everyone else. So I would want to know if I'm going to die young so I can reevaluate my priorities."

YOUR DEATH

Although it is probably not healthy to think about one's death all the time, we all do it eventually – and so have our millennials; Almost three quarters of our sample are organ donors. We wanted to see if our millennials had given any other thought to their own death.

WE ASKED: HOW DO YOU THINK YOU WILL DIE?

Although it is impossible to know, the reasons given were very insightful into the current lives of our group members.



“Lingering health complications from obesity.”

“Old age. My genetics support that through family history, and I take many measures to ensure that I am healthy and living a balanced lifestyle.”

“I think that I will die older (80+) but probably from a disease or cancer.”

“Because of my mental and physical health - either suicide or heart attack.”

“When I am an senior, probably from a cancer of sort.”

“Hopefully of something related to old age.”

“Cancer of some kind.”

“Car crash.”

YOUR DEATH

Thinking about our life, and our death, can both scare us and inspire us. We all have things that we would like to see and/or do before we die, but how similar are they to the list of others? We asked our millennials about their top bucket list items.

Travelling was the most common bucket list item for our group (millennials will be millennials), but there were a lot of other, very interesting, bucket list items reported by our group.

WE ASKED: WHAT ARE THE TOP THREE THINGS ON YOUR BUCKET LIST?

“Travel across Ireland and Scotland visiting famous distilleries, spend a week at a luxury hotel somewhere being pampered, have a room in my home that can honestly be described as a “library”.”

“Travel to Ireland, travel to the East Coast, find love.”

“Disney vacation, traveling across Canada, going in a hot air balloon.”

“Travel to as many countries as I can, get published, learn to fly.”

“1 - buy a house 2 - get a dog 3 - live comfortably”

“Skydive, travel the world, record a song professionally.”

“Have a child. Stay married until death. Travel as far and as much as possible.”

“1. Get married 2. Travel all around the world 3. To always be happy.”

“Fulfilling job, visit the Smithsonian, find a fulfilling relationship.”

WAIT, I'M NOT READY

DIARY MODE DISCUSSION

Which weighs more heavily- things we regret doing, or things we wish we would have done but did not? Many of our millennials claimed they would not have regrets if their lives were to end today, while others have some items on the list they they would be unhappy about not resolving before their life was over.

WE ASKED: "IF YOU DIED TODAY, WHAT REGRETS WOULD YOU HAVE ABOUT YOUR LIFE?"

+ IMPOSSIBLE TO PLAN- NO REGRETS

"Death is an unpredicted event, no one know when, where and how they gonna die, all they would know is they gonna die one day, so everyone will have a ton of things in their mind which they would like to fulfill but it's not possible because of the unpredictability, so rather than having a regret I would say that the time I have lived is enough and I have enjoyed enough, so for me there will be no regrets."

+ HAPPY ENDINGS AFTER ALL

"I think I can honestly say I would have no regrets. The stupid choices I have made (my ex husband) have brought me some of the greatest gifts I could ever have (my children). I believe that this was the path I was suppose to travel to teach me lessons I needed to be taught, experiences to prove I am strong enough to withstand, and people that are to help me along the way."

DIARY MODE DISCUSSION

LEGACIES



"I don't think I'd have any regrets, per se, as that implies that I should have lived my life differently. Whatever I've accomplished to date is my authentic self. Sure, it would have been nice to have built my career to a high-ranking executive, finished a masters degree, and set foot on 6 continents, but hey - not many people ever do. I'm comfortable in the knowledge that I'd leave a life behind with a reputation to be proud of, family who loves me, a community which is in a better place than when I found it, and friends who appreciate my personality and companionship. Isn't that what we all want; a legacy of relative value, well-lived?"

THE LITTLE THINGS



"I would have only simple regrets such as not telling certain people exactly how much they mean to me, not visiting certain family and friends often enough, and so on. I don't have any major regrets in my life; I have followed my dreams whenever possible, I work in an industry I love, I am in a happy relationship, and so on."

THE IMPORTANCE OF GIVING BACK



"I would regret the times I was frustrated with my partner, and worrying too much about work, and not spending more time doing the things I love (being outdoors, hanging out with animals, spending time with my loved ones, etc.). I'd regret not leaving a better legacy - I want to someday do something concrete to improve the environment, maybe by bequeathing farmland to Ducks Unlimited or by donating a sum of money to a conservancy group. I'd regret taking more out of this world than I gave back."

DIARY MODE DISCUSSION

GUILT OVER ARRANGEMENTS



"If I died today I can't see myself having any regrets. Yes there many, many things I wish I could have done and seen, but the desire isn't strong enough to actually regret not doing it. Although if I were to die today, I would feel guilt. Leaving people to have to arrange what to do with my body and affairs, that's what I dread most. If I could have everything pre-arranged and not put anyone out because of my death, I could die comfortably, and I don't think me not being around anymore would change much in the peoples lives I'm surrounded by. Live everyday like it's your last- that's the best way to live."

QUALITY TIME VS. DISTRACTED TIME



"If I died today, I'd regret being more present in my life. Spending quality time with the ones I love, vs. distracted time."

CONCRETE LIST



"1. Never got a career path to make all the education pay off and help society. 2. Didn't see enough of the world. 3. Haven't had a musical experience that has perpetuated as much as much as I hoped. All the groups I've had on my own tend to work well and lead up to one major success before they sort of taper off. 4. Haven't done enough to make my family proud. 5. Never had a relationship."

DIARY MODE DISCUSSION

LIFE WITH NO REGRETS



"I try to live my life with no regrets. My philosophy is that everything happens for a reason. I guess if I died today then it was just my time and I was never meant to do some things I wanted to. Maybe I could have been nicer to some people, but would they have treated me the same?"

FAMILY TIME



"The only thing I could think of would be not living [close] to my mom and sister in BC (I moved from there to Regina) and being able to spend more time with them..."

TAKING RISKS



"If I were to die today, I would regret not taking more risks. I tend to always talk the talk about doing something extravagant with my life, but never take initiative. As I grow older I feel as though I can't take on as much risk, but I think that is what society tries to brain wash us with."

FORGIVENESS



"I would regret not asking for forgiveness for all the sins I have committed. I would also regret not spending more time with my family and loved ones."

LESSONS OF LIFE

WITH TIME COMES WISDOM

Some life lessons hurt a little more than others. We have all learned many life lessons since childhood, yet some of the most profound life lessons can occur in adulthood. We asked:

WHAT DO YOU UNDERSTAND ABOUT YOUR LIFE THAT YOU DID NOT UNDERSTAND A YEAR AGO?

"The importance or not of certain expenses in my life. I started saving for the down payment on a house almost exactly a year ago which made me seriously examine how important different subscriptions and daily vices (like coffee) truly were."

"I'm not as independent as I had once thought, and sometimes that's okay."

"I need to work hard on my mental health and my thought processes."

"I can walk through the valley of grief fairly positively. As each year passes, and more people pass away, the process of grief becomes more refined for me. I am also realizing more and more of my self worth and my strengths. Not tolerating disrespect and behaviours of certain people. I am raising the future and every action I role model is critical to their development."

"That I am going to get what I put into it and that there is more to life than work and video games - that the more time I spend developing both my professional and personal spheres, the happier I am going to be and the more energy I will have. There is a balance to be struck that will help with this."

"Nothing is permanent. There are lessons to learn from negatives. Don't dwell, look forward not backward."



FINAL SCENE

THOUGHTS ABOUT DEATH & BEYOND

Although many respondents claimed that they would not have any regrets if they died today, death did scare most. We asked our millennials to indicate on a scale between “terrified” and “completely unafraid” how comfortable they were with death. We also explored their thoughts and ideas about what happens after death. The results are below.



When asked whether or not our group was afraid of death, the average answer was approximately half way between “neutral” and “terrified”. There were no responses that were completely “terrified”, yet there was one respondent who claimed to be “completely unafraid”.

Do ghosts or spirits exist?

11/20 YES

9/20 NO

SUBJECTIVE VALUE

BULLETIN BOARD DISCUSSION

Does all life have equal importance? What about animals, are all of them equally important? Although it is easy to care more for someone who is close to us, we wanted to see about the ideological perceptions the Young Futures millennials had about life. Most did indicate that they thought some lives had more value than others—these were their reasons.

WE ASKED: ARE SOME LIVES MORE VALUABLE THAN OTHERS? WHICH ONES AND WHY? WHAT ABOUT ANIMALS? ARE SOME ANIMALS LIVES MORE IMPORTANT THAN OTHERS?



EVERYTHING HAPPENS FOR A REASON

“No one’s life is more valuable than an others. It is unfortunate that we lose young, vibrant, amazing people, however that is their journey. I believe that every living thing is here for a reason or purpose. Sometimes their death is their purpose. They help bring awareness to the issues that are still going on. Same with animals. I was raised on a farm and hunt in the fall. The meat my family consumes is from the cattle we raise and the wild game we hunt. We are not vicious people, but know that the meat is being put into our bellies, and that was that animals purpose for us.”

BULLETIN BOARD DISCUSSION



EVERYBODY'S GOT CHOICES

"I think that people determine how "valuable" their lives are by the choices they make. That being said, all life is precious and I think everyone has an equal right to do what they want with their life to determine their self worth. As far as animals go, all their lives are valuable and you should never harm them unless it's for food or self-defense."



CONTRIBUTIONS> DEMOGRAPHICS

"Are some lives more valuable than others? Which ones and why? I'll say it, yes. Presented with a burning hospital you're better off saving the world renowned cardiac surgeon who will save countless other lives over their lifetime than the terminally ill patient. That is not to say the terminally ill patient's life has no value or that if at all possible you shouldn't try and save both but there's an obvious difference. That said, I don't think things like race, socioeconomic status, religion, gender, etc. have any bearing on a person's value whatsoever. It is the contributions someone makes to society and everyone's life has value with no one being worthless. Even the homeless drug addict has value and we as society need to still recognize them as people and see that value. What about animals? Are some animals lives more important than others? I don't know about "important" but as someone who eats meat there is obviously a line I draw between pets/companions and food. Both classes being important for their own reasons but obviously one being "expendable" as it were. There's a famous meme of a billboard put up by PETA or some similar organization of a line of animals from dogs and kittens, through horses, rabbits, cows, pigs, etc. with the caption "All animals want to live, where do you draw the line?" and it's very easy for me to draw a line."

BULLETIN BOARD DISCUSSION



ACTIONS MEASURE YOUR WORTH

"Yes, I believe some lives are more valuable. Some people make choices that drastically affect the lives of others - drug dealers, drunk drivers, rapists, murderers....I think your actions measure your worth. Some deaths are far more tragic than others. For animals, I think those on the brink of extinction and family pets are more valuable than others. I would be 1000x more devastated to run over somebodies beloved dog than a gopher."



CHANGED MIND

"I grew up thinking all lives mattered. That everyone's life had value and everyone had the right to be on this earth. After working in some prison settings and working around some of the most notorious killers in this country, I have changed my views somewhat. There are some people in this world whose only purpose is to kill and injure others. Why should someone who has taken multiple lives on purpose be given the opportunity to have one themselves. And I am talking to the ones who see no fault and feel no guilt in the murders that they commit. I've come to see that there are certain individuals that are 100% evil and there is no changing that. Why should their life matter? As for animals - we tend to forget that they can feel and the smaller creatures on this earth tend to be the most ill treated. Personally - I have been vegetarian for over 10 years. Not eating any meat and only buying animal byproducts that have been raised in an organic peaceful living space. Domesticated animals - dogs/cats - though treated more humanely most often are also abused. How can a dog's life that is tied up in a backyard be good? If we did that to a human child it would be deemed unlawful. We set double standards all the time, even though we all have heart beats. Don't get me wrong. I am not a person who pushes others to stop eating meat - everyone is entitled to their own opinion and it is a way of life. But there is a good way and a bad way of doing it. If an animal has to suffer for years before being put down - how is that humane on our part?"

BULLETIN BOARD DISCUSSION



CIRCLE OF LIFE

"I am a proud Hindu and our holy scripture says that all the living creatures on this planet has a right to live a life the way they want, they all have a role to play and they all are a part of the chain, if you disturb the chain, you have to face the results, no life is superior and no one is [more] dominant than others."



ALL LIFE HAS VALUE

"No one and nothing's life is valueless. Our culture places people and animals on a hierarchy. Most people make value judgments as well. In my experience, though, while some people may contribute a lot of something (money, business, etc.), others may contribute in other ways. The jobless person that a more money-minded person may judge as valueless could offer immeasurable value to the lives of their friends and family. The same goes for animals. While we may not respect the life of a crow the way that we do a Labrador Retriever, the crow is fulfilling an increasingly more important role in our ecosystem. I try (with varying degrees of success) to be kind and to live in a way that respects the lives (including animal lives) around me. I do eat meat, but I also think that meat animals should be treated much more humanely than they are. I suppose that means that I value their lives less than my own, but I still think they are important. I do think that certain criminals (rapists, murderers) should be imprisoned, but I don't think that their lives are valueless. Their lives, especially to them and their families, are just as valuable as mine is."



EASY ANSWER

"Yes of course some lives are more valuable than others. Some people are sick criminals that do unspeakable things and some are decent human beings. If you had the choice between saving a serial rapist and saving a doctor who would you choose? Animals? I'm pretty indifferent to be honest."



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! 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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