

YOUNG FUTURES

SASKATCHEWAN MILLENNIAL STUDY USING AN ONLINE COMMUNITY
THEME: PAST & FUTURE



YOUNG FUTURES- MONTH ELEVEN-PAST & FUTURE 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.

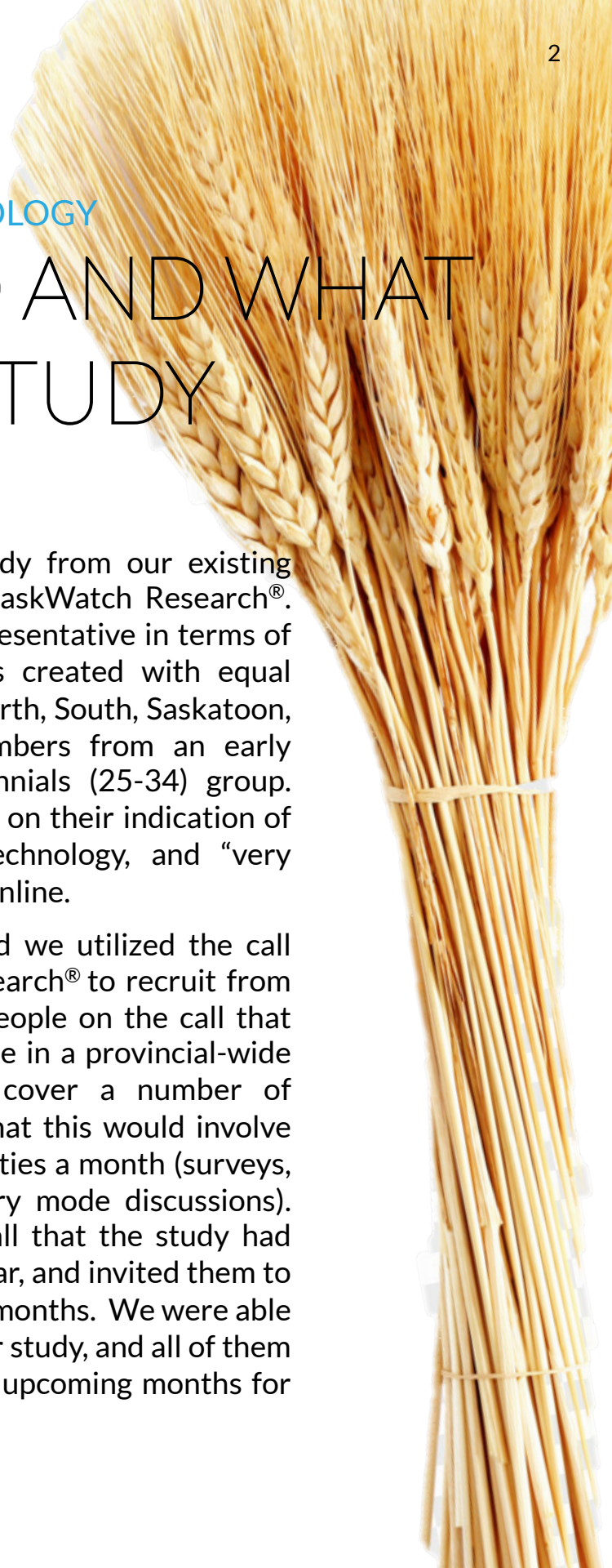
This report is intended to serve as one part in a twelve part series. Young Futures ran every month through November 2018. The data gathered each month will be included in unique reports, with a comprehensive book released at the end of the study to review findings and learnings of the project overall.

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

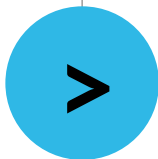
FINDINGS SUMMARY

PARTICIPATION



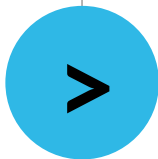
20 out of 20 participated in all three activities this month

DID YOU HEAR?



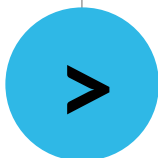
9/11 commonly regarded as the most memorable event of lifetime

FEELIN' MYSELF



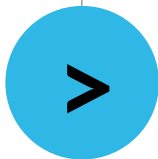
Perception of current self regarded quite highly

THINGS GAINED



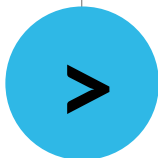
Big picture thinking and confidence most common change in self from childhood

WITH MY OWN EYES



Past event wished to be witnessed varied

PROM KING, WHO?



Sentiments that high school didn't matter after all common

PAST & FUTURE EVENTS

ONE FOR THE BOOKS

This month we decided to let our Young Futures millennials do the talking. We engaged them with a series of open-ended questions about the past and the future. As we grow up, we learn about many historical events that happened before our time, and we chose to see which of them our millennials were most interested in.

WHAT EVENT OF THE PAST DO YOU WISH YOU COULD HAVE WITNESSED? WHY?

"I wish I could've witnessed the moon landing live. I feel like it was such a big event that made people realize there could be more out there."

"I wish that I could have seen the Berlin Wall being torn down. It would have been interesting to see the people's reactions to such a large event that symbolized the end of communist rule and a move toward a united Germany."

"Princess Diana's passing. She was so monumental and even nowadays is still talked about and honoured. I would have liked to be a part of the history of it."

"Seeing Terry Fox run because he is so inspirational and strong."

"I would like to have witnessed the arrest of Al Capone. I think it would have been interesting to unravel his empire and see how they finally brought him down."

"I would have liked to have witnessed the birth of Jesus Christ, our Lord. This particular event changed our world and many religions were impacted by this event. I'd love to have my current perspective and witness this historical event."



PAST & FUTURE EVENTS

Many momentous events of modern history have occurred within the lifetime of our group, but which is the most significant?

We asked: **WHAT IS THE MOST MEMORABLE EVENT OF THE PAST THAT YOU DID WITNESS? WHY IS IT MEMORABLE?**

9/11 emerged as the clear frontrunner, with second place going to witnessing the Saskatchewan Roughrider victory at Grey Cup. Rider Pride runs deep.

"9/11 is the most memorable. While I did not witness it first hand, it was all over the media when I woke up for school. It completely changed the shape of the present and brought with it numerous conflicts both internationally and domestically. I can still remember where I was when I first saw the news - I had come downstairs for breakfast and it was on TV - just a few days after I had started my final year of high school."

"I witnessed Obama's first state visit to Parliament in Ottawa - but selfishly, watching the Riders win the Cup live in 2007 was the one that still gives me goose bumps because I'm a sports nerd."

"I think Canada's 100th birthday would be up there for me. It was so nice to watch people come together and actually just celebrate."

"9-11 is most memorable event to me even though I was not physically present for it. I remember sitting in the classroom at my high school when all these TV and radio reports came on. It was big for days, weeks and months afterwards and I remember following it closely on the news. I think it is memorable because I was at an age that I was more aware of the world around me and because it was such a huge focus for the media for an extend period of time."

"When the Saskatchewan Roughriders won the Grey Cup on home turf in 2013. It was memorable because I have been a fan since childhood and the feeling of being united with 1000s of fans all there for the same team and also coming out with the championship.....unbelievable."

"It was a spiritual gathering of Hindu temple in India and it's considered as a biggest gathering of all and I had attended it so I think it was memorable."

VISIONS FOR THE FUTURE

BULLETIN BOARD DISCUSSION

Millennials grew up in a simpler time, yet came of age in the era of modern technology. This group has experienced such unprecedented technological advancement- we wanted to see what they foresaw in the near future. Peace and sustainable energy forms were among the top answers.

WHAT WOULD BE THE BEST POSSIBLE SCENARIO FOR HOW THE WORLD WILL DEVELOP IN THE NEXT 25 YEARS? WHAT DO WE NEED TO DO TO GET THERE? HOW DO YOU REALLY THINK IT WILL DEVELOP INSTEAD?

SIMILARITIES > DIFFERENCES



"I don't believe the world will be unrecognizable in 25 years. Our core motivators will still be the same, we will still see militant partisanship on both ends of the spectrum both politically and socially, and our biggest global issues will remain (religious wars, territory disputes, economic inequities). This isn't pessimistic - it's realist; and this is coming from an optimist! I do believe that food security will improve for the world, as will advances in medical treatment/effectiveness, and access to information. So, as a theme, we are fortunately in a position to see meaningful steps towards living healthier lives - but will they be happier ones? Only time will tell."

BULLETIN BOARD DISCUSSION

SUSTAIN OUR LIFESTYLE, SAVE THE PLANET



“Best possible scenario, we find environmentally sustainable ways to continue living the way we do. The absolute worst part of how we live today is that we can't do it forever. So making the right adjustments to sustain everybody without destroying the planet in the process is what we can hope for. It's true that 25 years isn't all that long. I mean, 2000 was 18 years ago. Unfortunately the only way I can see real effort going into sustainable practices is to drag people kicking and screaming, and make the old ways entirely not viable. And that is going to take a bunch of arguments and involve a lot of people trying to legislate it back the other way. Look at what cable companies are trying to do to the internet now for a good example. As long as there is money left in doing something suboptimal but established, making those changes will be a hard sell.”

WE NEED TO BE THE CHANGE



“I predict that many advances will be made in the technology and medicine fields, however the social communication will start to flounder. In fact it already has! We will be in so much debt as a nation, and for it to change, it will have to be our generation that stands up and raises our voices.”

WE CAN MAKE IT BETTER



“Considering the progress we are making, the next 25 years are not gonna be a huge difference in terms of advancement, there are many factors such as political, environmental, conflicts which would prevent the world to transform into a peaceful world we are hoping for. It's highly unlikely that we would achieve the goals we have and we will settle for the better world where there is a peace and harmony and one world feeling, but we can continue having a faith in ourselves and onto each other in order to achieve that goal.”

BULLETIN BOARD DISCUSSION

HOPEFUL FOR PEACE



“The best possible scenario is that we will see the world a more peaceful place and that all countries become better off financially. We need to push for peace all around and continue to support all countries. Unfortunately I think that our split between the wealthy, middle class and lower class will continue to increase and more people will be living below the poverty line. Technology will continue to improve and take over more jobs normally done by people. I am hopeful for more peace around the world but feel that this will actually continue to decline due to the mounting tensions that are seen everywhere.”

IF THE LAST 25 IS ANY INDICATION...



“Compared to 25 years ago to today, the world has changed tremendously. As a society we have become lazier. We do not know how to work hard to achieve what we want, and I am afraid in 25 years, it will become even worse. People need to start taking ownership of everything they do and not let someone or something else do it for them. We don't even know how to spell anymore without the help of technology. Most kids don't know how to problem solve...they just Google it. Because we have been so afraid to lower kid's self esteem in school by giving them bad grades we have teenagers in high school who are still at a grade 3 level. In 25 years, I see us having less and less trained doctors, lawyers, bankers, simply because we are teaching our youth that it's ok to do the bare minimum and still get ahead. I challenge anyone to, the next time they go pay for something and it's a younger generational teller, use cash... and see how the teller will struggle trying to hand back change. It's frightening to see where we were and where we are now... now add 25 years to that. Yikes. We need to start telling people that they have to buckle down and work hard, nothing in this life comes easy or free.”

BULLETIN BOARD DISCUSSION

ENERGY NEEDS TO CHANGE



"I don't think things will be that different, but I think that the best possible scenario is a world that has largely divested of unsustainable forms of energy. I'm also of the strong belief that unrestrained free-market capitalism will make this unfeasible (chasing the most money for the smallest investment - dumping chemical runoff wherever is cheapest, using slave labour, using coal power, etc.), so I think that we have to place more restrictions on all of the international mega-corporations that have complete control over developing countries. So basically, the best possible scenario for the world is to develop towards a more environmentally conscious world that takes into account that we will have to sacrifice comfort and profit to sustain human and animal life on Earth. We will have to, as a populace, decide that we are comfortable with paying more at the pump to offset carbon costs, or that we are comfortable with paying more at the store to buy local, or that we are comfortable with buying less and repairing more...But I don't really think most people are willing to make that sacrifice! Lots of people are consumed with "whataboutisms" or the "why-mes" - why do I have to pay more, what-about-those-environmentalists using planes to travel, how wasteful of them... and instead of trying to hold corporations and governments and themselves accountable, many folks will just laugh and shrug and won't care, and we won't stay within our carbon targets, and the environment will continue to degrade."

TWO STEPS FORWARD, ONE STEP BACK



"I think communication, technology and transportation will be way more advanced, but most of the social and economic issues will be very similar. Hopefully we will stop depending on oil and won't start wars to get it."

...IT'S VINTAGE.

PAST & FUTURE THINGS

Millennials are known to love nostalgic items since they grew up with many things that children today have probably never seen- rotary phones, Saturday morning cartoons, and arguably the most important- Pogs. We weighed in on the best of nostalgia.

We asked: WHAT ARE YOUR FAVOURITE NOSTALGIC THINGS?

"Butterfly hair snaps. Glitter eyeshadow. Scholastic book fair posters."

"Early 2000s "grown up" cartoons from MTV/MuchMusic/Adult Swim - such as Clone High, Mission Hill, Undergrads, Harvey Birdman."

"Music and old photo albums with captions."

"Different types of candies and cookies can evoke memories for me, music can also be pretty good at stirring memories."

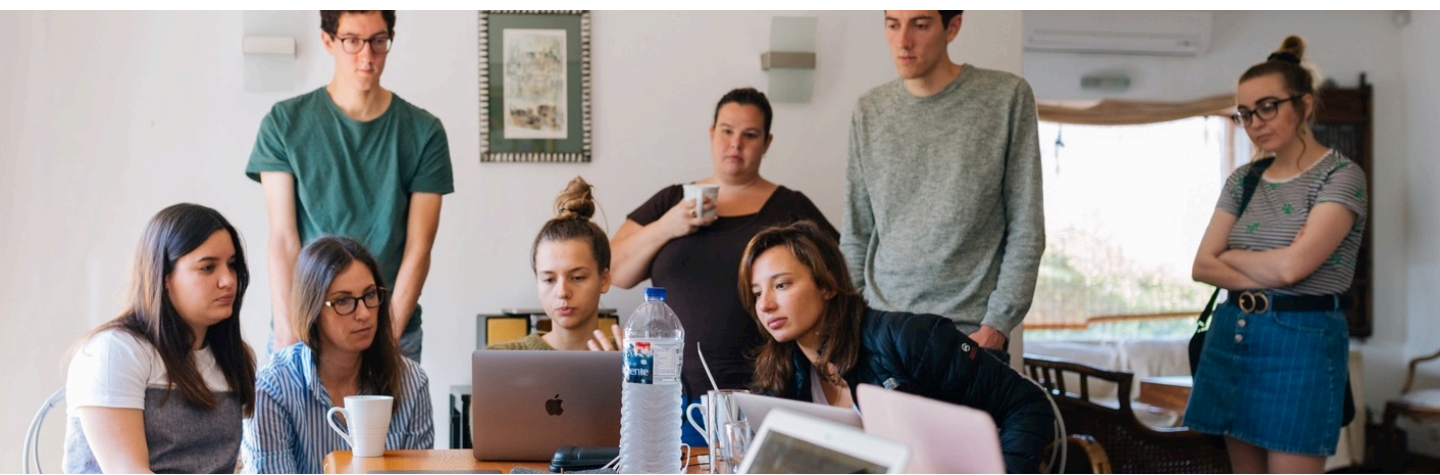
"Tamagotchi, Walkman, VHS movies."

"Old cartoons and vinyl records."

"The smell of biscuits baking, the memories from my childhood spending summers in Nova Scotia."



PAST & FUTURE THINGS



Technological advancements came so rapidly in millennials' lifetimes that it almost seems like nothing is out of the question for innovation or invention.

WE ASKED: IS THERE ANYTHING THAT DOES NOT EXIST YET THAT YOU WOULD LIKE TO SEE INVENTED? WHAT IS IT? WHY SHOULD IT BE INVENTED?

"I want the time machine to be reality so that I could go back in time as well as in future to see the unseen."

"Teleporter - I hate travel time between places and I have friends all over. This would definitely make it a lot easier to get around."

"Drive thru grocery stores for items like milk, bread, bananas. I have two kids and taking them to a store to get milk is so annoying."

"Star Trek-style replicators. If suddenly getting certain materials and objects was trivial, we could move on to the next thing."

"I would like to see a fully automated closet and laundry system. It would save me a lot of time as a mom and spouse to not have to wash, dry, fold and put away clothing. I would also like it to be able to pick out matching outfits and have them ready as needed. I think it would be a great item not just for working moms but also for a lot of our elderly population who struggle with their eyesight for picking out clothes and no longer have the strength to deal with their own laundry (...)."

PAST & FUTURE SELF

CHANGING

REFLECTIONS

Coming of age brings about a number of changes in a person which are important to reflect on. We asked our millennials to do just that:

WHAT IS THE BIGGEST CHANGE BETWEEN YOUR CURRENT SELF AND YOUR CHILD SELF?

“Big picture thinking” and “confidence” were among the top answers.

“Organization skills, and big-picture thinking. As a teen, I wasn't confident in who I was, nor was I concerned with understanding the nuances of adult life my parents managed. I was cluttered in my work space and in my mind. Now, everything has purpose.”

“I am a lot more sure of my future now than I was when I was a kid. I know what I want to do with my life, I have concrete goals, etc. Everything was nebulous when I was young.”

“My health and diet is much better.”

“I don't know how to have fun anymore. I overanalyze everything and can't just go and play.”

“I had big dreams as a child, I wanted to be successful and have a great career and instead I decided to stay home and raise my children.”

“I stopped caring what people thought about me. I was bullied as a child and would just internalize it. One day I decided that I didn't care what other kids said about me and that I wasn't going to change myself for anyone.”

“I have the ability to see the bigger picture in regards to everyday life. I understand how there are many different views and approaches that occur to make reality. It is not just about me anymore.”

PAST & FUTURE SELF

Our millennials, when asked to place themselves in the mindset of their future self, revealed a generally positive regard for their present selves.

WHAT DO YOU THINK YOUR FUTURE SELF WILL REMEMBER ABOUT YOU NOW?

"That he was a good, genuine guy - maybe a little too conservative and boring, but it will pay off in the long run by being smart."

"I was hardworking and giving to a fault."

"I think that my future self will remember that I was full of adventure and loved to have a good time while at the same time being hard-working and diligent to set my life up in a good direction."

"How introverted I was - (I'm hoping this will change)."

"That I was a great mom."

"If I make it to the future it will be how poor I was and how hard I had it and just be thankful that I made it past all that."

"How hard I worked to get where I am."

"I will remember all the hard work and the struggles I went through to reach such a stage."

"All the hard work I have put forth into raising my family."



WITH AGE COMES WISDOM

DIARY MODE DISCUSSION

Life is complicated. Just when you think you have it figured out, it hits you over the head with something unexpected. Yet, as we grow older there are some concrete things that we learn along the way.

WE ASKED: WHAT DO YOU UNDERSTAND TODAY ABOUT LIFE THAT YOU DID NOT UNDERSTAND, OR UNDERSTOOD DIFFERENTLY, AS A TEENAGER?

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:



LESSONS IN LOVE

“When I was a teenager I started dating my girlfriend in 11 grade. Once we hit that 2-year mark especially, I thought we would always be together. As a teenager life is easier and relationships are easier. As I got older things changed and more and more work had to be put in the relationship. It wasn't as easy as just hanging out around the house and making jokes. It was bills and responsibilities and her wanting more in life like trips and more romantic endeavors and more listening and more communication and input into our future together. Before it was simple and just living in the moment. I had trouble growing with her and we grew apart. Now we're "on a break" and I don't know if I can make the changes to make her happy. As a teenager I really didn't understand everything that made a successful and healthy relationship. I still don't fully understand but I know it takes a lot more than what I thought it did in high school.”

DIARY MODE DISCUSSION



THEY MADE IT LOOK EASY

"Being an adult, it's tough, our parents made it look so easy, but even now I know that being a child you are just naive and not aware of the stress the world puts on an individual to reach the expectations of being "successful". We live in a world where it's a rat race to be the best and sometimes I feel like I'm on a hamster wheel, constantly hustling but then not getting any further ahead because society continues to expect more from everyone."



THE EXTRAS

"Hmm, lots of things... Let's be honest, as teenagers we aren't really clued into reality. That said, I'd say one of the biggest things would be the importance of things other than hard work and skill in the real world. We're led to believe when young "work hard and you'll be successful;" However, so much of success is built on relationships, soft skills, opportunity, luck, and so on. Don't get me wrong, hard work, knowledge, skill, etc. are important but so is knowing the right people, how you interact with your peers, confidence, and so on. So much is also outside of our control which is probably why schools make it seem like hard work is all you need, it's more encouraging than "some of you will fail even though you put in the work."



PERSPECTIVE IS EVERYTHING

"As an adult I understand that perspective is everything and that not everyone shares the same one. As a teenager, I found it very difficult to see things from other people's perspectives - part of this could be attributed to being an only child as well. As an adult, I recognize that everyone's differences and diverse life experiences impact their perspective as well as their opinions."

DIARY MODE DISCUSSION



HIGH SCHOOL ≠ LIFE

"I have learnt that popularity in high school does not always relate to how a person will succeed in life as an adult. Popularity does not always mean that they have an easy life in the future. I have also learnt that we are human...we all make mistakes!! And sometimes failing at something big means you were destined for something better later in life."



IF ONLY WE COULD GO BACK

"Ohh I have learnt a lot of different things, first it's the survival of the fittest kinda thing, when you are teenager you don't care about stuff, you don't know the importance of the time, education and money until you actually start earning and until you feel that you have wasted your time in teenage life, I think sometimes it makes you regret about some mistakes or some stuff you have done in your teenage life which you can't change now, and I am sure that I am not the only one with this story."



IT TAKES WORK

"Friendships, relationships, etc. need to be actively maintained and pursued. They don't just happen and exist automatically, they take actual effort. Finding new friends is really hard when you aren't just thrust into an environment laden with them, and so it's very easy to just sit at home. Nobody owes you these things, so you have to be a good friend if you want them to be your friend. And even then, despite your best efforts, sometimes you will grow apart and that's ok too."



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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