

YOUNG FUTURES

SASKATCHEWAN MILLENNIAL STUDY USING AN ONLINE COMMUNITY
THEME: RELATIONSHIPS



YOUNG FUTURES- MONTH SIX -RELATIONSHIPS

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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.

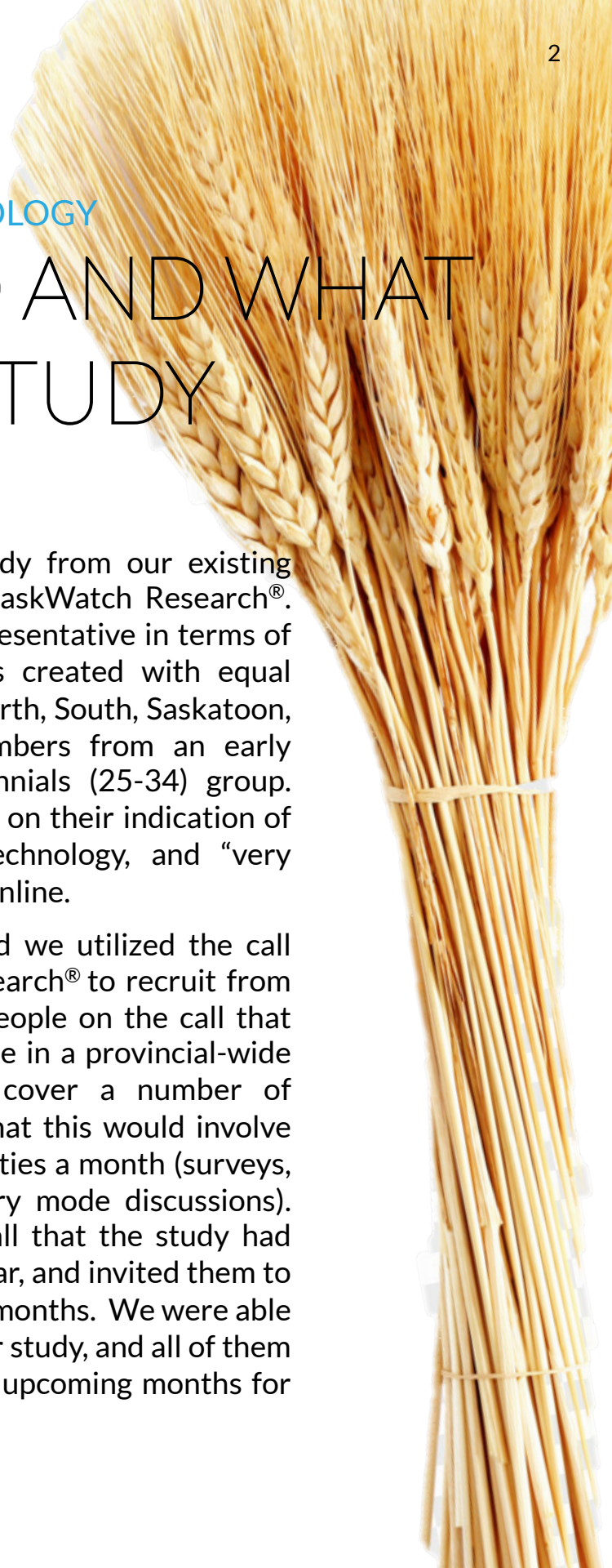
This report is intended to serve as one part in a twelve part series. Young Futures ran every month through November 2018. The data gathered each month will be included in unique reports, with a comprehensive book released at the end of the study to review findings and learnings of the project overall.

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

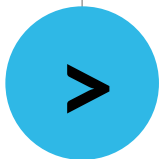
FINDINGS SUMMARY

PARTICIPATION



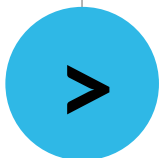
18/20 people participated in all three activities, 19/20 participated in the bulletin board discussion

ALL THE LOVE



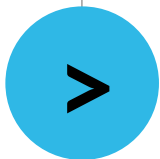
Most reported being very close with their family

MORE MONEY FOR ME



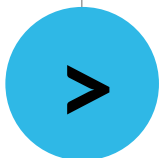
Over three quarters do not have children

NO PRESSURE, NO DIAMOND



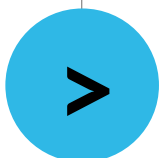
Feeling pressure to get married was not something commonly experienced

EASY ACCESS



Online dating having an effect on the dating world was a common opinion

HANGING OUT WITH MOM



Most of group from small families with few or no siblings

A photograph of a young couple in wedding attire. The man is in a black tuxedo, and the woman is in a white lace wedding dress. They are standing outdoors in a wooded area with green trees in the background. The woman is smiling and looking at the man, who has his hand on her face. The text "FOREVER EVER?" is overlaid in large white letters, and "MARRIAGE" is in smaller blue letters below it.

FOREVER EVER?

MARRIAGE

LOW PRESSURE SITUATIONS

We asked our millennials whether they felt pressure to get married by either their family or society. Most replied “not at all” for both and nobody replied that they felt “very much” pressure by their family or society to get married. It was more common however for our respondents to feel pressure to get married by society than by their family.

RELATIONSHIP STATUS

Our millennials varied quite a lot in relationship status. While slightly more than one quarter reported to be single, slightly more than one quarter reported to be married as well. The most common response was to be “in a relationship”.

WOULD YOU, THOUGH?

Of the respondents who reported to not be married, interest in ever getting married was split nearly 50/50.

MARRIAGE

Dating and marriage has changed over time, as well as the likelihood of its success. We were curious to find out whether the view of marriage by our millennials had changed since they were teens. Almost half stated that their view did not change, while a slight majority said that it did. The participants who stated that their view of marriage had changed were then asked:

HOW HAS YOUR VIEW OF MARRIAGE CHANGED?

"I couldn't [imagine] wanting to get married but when I met my wife, I was almost immediately ready to get married."

"It is more realistic and more practical as opposed to being a fairytale-like situation with a perfect partner; it is more about cooperation, collaboration, and compromise between two trusting partners than it is about two people who were destined for one another."

"I always thought it was just something that everybody did, which is not the case now at 32!"

"I used to think that you were never respected as much when you were an unwed adult. I know now that no matter if I am married or not, I can earn the respect of everyone."

"I used to see marriage as a way to stay with high school sweethearts, but have seen those marriages fall apart. Those who have taken time for themselves are the ones in lasting relationships."

"I used to think that marriage was a necessity. Now I don't, and haven't for many (~15) years. The paperwork and ceremony aren't worth the literally zero difference in your life."

"I never thought I'd be the type to get married until I met my partner."

"The idea of marriage is nice, but I've come to realize that people change and the person you marry may not be the person you are living with."



MASS OF MATRIMONY

BULLETIN BOARD DISCUSSION

Marriage has changed over time in general, and certainly within the lifetime of millennials. Our group varied quite a lot in terms of relationship status, and those who aren't already married are further divided when it came to wanting to ever get married. Many fingers are pointed at millennials for "killing" things, such as napkins, the 9-to-5 work day and- you guessed it- marriage. We wanted to know whether marriage was taken as seriously as it used to be from the perspective of our millennial group.

THE ROLE AND NECESSITY OF MARRIAGE HAS UNDOUBTEDLY CHANGED, HOWEVER, DO YOU THINK THAT PEOPLE TAKE IT AS SERIOUSLY AS THEY USED TO, SAY 30 YEARS AGO?



LESS IMPORTANT, MORE MONEY

"It really depends on the culture and the environment. However, I would say people are not taking marriage as seriously as before. People now are taking their time to get married and it's not because they don't want to get married soon, but mainly because of the marriage expenses. In my opinion, the main reason for people getting delayed in marriage is because it got more expensive and a man would find it very difficult to afford the marriage expenses."

BULLETIN BOARD DISCUSSION

BECAUSE YOU SAID SO



"In general, no I don't think people take it as seriously as they used to. With that being said though society forces us to believe that marriage is an essential part of a serious relationship. People are forced to get married for not always the right intentions."

MY CHOICE, MY RULES



"I think that people still take marriage very seriously. I don't feel as if people are as rushed as they used to be to get married and move onto "the next stage" of their lives. I think if anything people are putting more work into marriages than ever to ensure that they are more compatible. The stigma of moving in together and ensuring that you can live together is all but gone which in my opinion will help the longevity of marriages. To sum it up, I think marriage is more serious now than in 1990-2005."

EXTENDED RETURN POLICY



"Marriage has changed. People aren't in any rush to get married. I don't think people seriously consider marriage as a lifetime commitment because divorce is more accepted. People just don't appreciate it as much anymore."

DIFFERENT INVESTMENTS



"I'm not sure for others but me and those around me look at marriage as pointless. It costs lots of money, it makes legal issues worse if you decide to break up and it's nothing more than flaunting your wealth in my eyes. I can understand why some people still do it / like it and have no issue with it. I just personally don't want to go through all that hassle when I could take the night and money from a wedding and put that towards bettering me and my GF's life. We have been together for 8 years and have yet to get married and probably never will."

BULLETIN BOARD DISCUSSION

WHAT REALLY MATTERS?



"Personally, no. I don't think marriage is taken seriously at all. Couples tend to jump into marriage and it doesn't seem like they do it for their relationship, but to have the party, the dress, the cake... the image of having a expensive, grand event. In the past, marriages used to last 40-50 years, until death did them part. Today, the majority of couples are lucky to last 10 years. That in itself shows how couples are not bonded together and willing to work things out like they used to. I am not saying this because I am against divorce either, I am just saying in today's world it is much more common.

Also, today, it is not seen as bad living common law as it would have been years ago. So it does also feel like many couples forgo the marriage certificate and opt to just live together. You tend to hear "I don't need a piece of paper to love someone" more often as well. Years ago, that would have been frowned upon and a no-go for most families."

FICKLE, BUT BETTER



"I don't believe it's taken as seriously as it used to be. People used to stick together through thick and thin just because you were married. Nowadays people may get divorced at the drop off a hat. It's a good thing, it's changed to the way it is because you shouldn't be miserable just because you believe you need to stay married."

TRIED AND TRUE



"(...) I think people still are taking marriage seriously, maybe they are taking a bit longer time than people used to like 30 years ago, marriage is still an important part of people's lives."

SUSPICIOUS SILENCE

CHILDREN



Canada's birth rate is down from what it was 30 years ago, as is much the case for all of the developed world. However, although not having any kids was the norm for our Young Futures group (over three quarters of respondents do not have children), there were some kids in the mix as well. For those who did not yet have children, we wanted to know if they ever wanted them, or if not ever having children was the plan. We asked those who did not already have children, **"DO YOU WANT CHILDREN/PLAN ON HAVING CHILDREN?"**. The answers were quite varied:

**Do you want
children/plan on
having children?**

2/15 DEFINITELY YES

6/15 PROBABLY

4/15 PROBABLY NOT

3/15 DEFINITELY NOT

CHILDREN

PLEASE EXPLAIN WHY YOU WANT/ HAD CHILDREN, OR WHY YOU DO NOT WANT CHILDREN.

"Would be nice to have someone to pass knowledge and possessions to."

"I want to put my energy into someone that came from me and my beautiful wife. Continuing the family is important to me, I don't want to feel like everything that I did and learned in life stops when I die."

"Well finding a relationship has proven basically impossible, and that would be the only reason I would get them. And they're really expensive and my own responsibilities are not yet fully in order. The world has too many people to support anyway."

"They are a very large commitment and I would want to be able to provide for them in every way. My life currently is very busy with professional and volunteer obligations. I also enjoy being able to spend my time and money in the manner of my choosing - children would interrupt my current lifestyle and I am not prepared for that at this time and don't see this changing in the future."

"I believe children are a vital component of a household because they would take care of me and my wife when we get old."

"I think it would be fun to raise a mini-me, but if it doesn't happen for us, it's not a big deal."

"(...) Just another financial issue to deal with that's lifelong (...)"

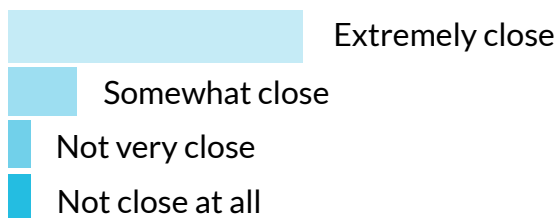


COMMON ROOTS

FAMILY

Families differ so greatly across time and space, and among cultures and groups. Our respondents most commonly came from small families, with about half stating that they had only one sibling. Only children make up one quarter of our group as well. But that does not mean all Young Futures millennials come from small families. One respondent reported coming from a family with 6+ siblings! We wanted to know how our group of millennials viewed their family, and what sort of relationship they had with them.

DO YOU HAVE A CLOSE RELATIONSHIP WITH YOUR FAMILY?



HOW WOULD YOU DESCRIBE YOUR RELATIONSHIP WITH YOUR FAMILY?

"Adopted, with only my dad left. I have an okay relationship with him. We are very different people and have had bad experiences with each other but I love him."

"I do not have siblings. My relationship with my parents is fairly close, but due to the age gap we do not see eye to eye on everything. However, I would do anything for them and they would do anything for me. Lots of love."

"Uninvolved for the most part; only together for larger events - we do our own thing."

"Ideal. My parents are supportive, caring, and still allow me my own space. My brother is a close friend, even though we have different interests."

"I love my parents and my sister, I am connected with them on a daily basis, they don't live with me as they are in India, but we are a one big family and I and my wife love them."

BLOOD VS. WATER

DIARY MODE DISCUSSION

As we grow up, our relationships with our families change, as do the friendships that we have. Our Young Futures group generally reported that they were close with their family and had good familial relationships. But, which is more important, friends or family to our millennials?

We asked:

GENERALLY, ARE FRIENDS OR FAMILY MORE IMPORTANT IN YOUR LIFE?



ON MY LEVEL

"I guess for me friends [are more important] simply because I talk more with them. do more, and trust them more. I would do and talk about things with my friends that no other person on earth would hear me say ever because we have a deep understanding of each other that goes beyond family. I'm not sure why this is the case or how such a close bond forms but I would trust my friends with my life more than my family just because they know more and are more active in my life and always will be. At the end of the day family is sometimes there and can be helpful when need be but friends at least on my level are there no matter what and help a lot more than my family ever could."

DIARY MODE DISCUSSION



ALL ABOUT BEING WELL ROUNDED

"Personally I think my family (wife and kids) are the most important thing in my life, but I also think that good friends are very important in different ways such as having a different perspective and blowing off steam from the stresses of life."



COMMONALITIES

"I consider friends more important. I am closer with my friends and we discuss things I wouldn't discuss with my family. That said I still love my family and believe we have a healthy relationship, I'm just closer with my friends as we have more in common in general."



CLOSE CALL

"It's a somewhat tough question to answer. Some friends are undoubtedly more important than some family and vice versa. Ultimately your closest family members will always be the most important people to you. [They] have always been there for me and I will always be there for them as well."



ALL OR NOTHING

"(...) I appreciate both equally as if my friends were my family. I am a very giving person so I don't think that I treat any of my friends differently than my family. I would do anything for anyone if it could help them in any way shape or form without expecting a single thing back. I would expect the same back from people. I figure if you don't have someone in your life that you don't consider as close as a family member than what's the point of having "friends"."

DIARY MODE DISCUSSION



FRIENDS ARE THE FAMILY YOU CHOOSE

"In my life I only consider my mom, dad and brother my family. All of my aunts, uncles and cousins I do not consider family anymore due to them being deceitful, belittling, vengeful, mean, untrustworthy. I served in the Canadian Forces Primary Reserves for 6 years and because of that I consider every person I shared the uniform with a brother or sister. So even though I was not blood related, I considered them more of my family than my actual family. For me it's hard to really say which is more important, family or friends, because the people who I would call a friend are more like family and there are very few family members I actually consider family. But I will hold my uniform brothers and sisters on the same level as my immediate family."



NOW MORE THAN EVER

"For me, family is much more important than anything else in the world. I will always find my family supporting me in all the decisions that I make in my life, and they will always be there to help me through my emotional and financial issues. As I grow older, I will always feel the necessity of having my family around me."



EVERYONE PLAYS A ROLE

"Family is more important, but I say that because I have a very small family and therefore everyone is a larger slice of my familial "pie". My parents are probably the individuals I visit most often with, and that's by choice (and I am a very independent person). However, I rarely go out with them to dinner or events - we just hang out and help each other with things. I assume my partner/spouse/wife-without-being-a-wife is included in the "family" category, and she's my best friend and the person I spend most of my time with. Friends are easy, casual, and in most cases share my personal interests more deeply than my family does, so they fill an important void in my life."

DIARY MODE DISCUSSION



PROXIMITY

"Generally, my family is more important than friends. Most of my closest friends live in other communities, so it is very hard to take time to meet up. My parents are needing more help doing bigger jobs on the farm, and with being so close, I am always offering to help."



EASY ANSWER

"100% family. Your family is there for you no matter what and friends come and go. We as humans may spend more time with friends, because we can do more activities that are deemed as fun. Which is true in my life, but I also live far away from my family, but I make sure to call my parents and grandparents once a day, and I typically call my sibling 2-3 times a week."



BLOOD IS BLOOD

"Family is definitely the most important to me. My immediate family that I am in contact with all live in the same city. We are very close knit and I am grateful for that. My friends do come in very close behind though. Our group is a whole mixture of different personalities and interests but we all mesh together amazingly. I've gone through a lot of friends throughout the years that have ended up being very fake and not trustworthy. Family is blood. You can't change that."

SWIPE LEFT OR RIGHT

ONLINE DATING

“IT’S VERY
PERVASIVE.
EVEN MY 66
YEAR OLD
DAD USES
ONLINE
DATING.”



Slight majority have
used online dating.

Slightly more than half
of our millennial group
has used online dating
apps or websites.

Most agree online
dating has changed
dating world.

More than three quarters
of our respondents stated
that they thought online
dating has affected the
dating world.

ONLINE DATING

Millennials in the province are no stranger to online dating. We wanted to know what their experiences were like.

“It’s looks-based and not the best place to meet people. If you stay with it though, it could work. It has worked for a lot of my friends.”

“Online dating is very shallow and can be frustrating; I’ve seen it affect many of my friends’ self-esteem. It seems pointless and that you can have a great conversation that goes nowhere; people very rarely actually meet and it’s mostly just about physical pleasure as opposed to establishing something that has more meaning.”

“I find it overwhelming. Too many messages and too difficult to filter through to find the genuine people.”

“It’s how I met my current partner so [my experience has been] good.”



ONLINE DATING

Since most respondents claimed to believe that online dating had affected the dating world, we wanted to dive a little deeper, and asked our group why- or why not- they thought online dating has affected the dating world.

“It has made us more superficial. It's very hard to accurately convey your personality online. You are choosing to interact with someone based on their physical appearance as well as a list of interests/hobbies rather than how they project themselves and how that meshes with your personality.”

“In a number of ways it both increases and decreases people's chances. They have to present their best side and rely on being chosen from a list, which makes it complicated, but you also have access to like minded people who may not have appeared. It's a tricky business (...).”

“Dates are rarer now, hookups are much more common. Everyone wants to do the easy thing and it can be difficult to get to know someone. When I was younger, people would meet for drinks or coffee and actually get to know one another and possibly become friends or more. Now it is just self-centred gratification and no one is looking for anything more than just something fast and easy.”

“I think it has kind of ruined it a bit since people no longer interact as much with people while out at bars or pubs.”

“No one on the dating sites get to know each other anymore. Then you have the catfishers. We are losing trust in each other before we have even attempted to get to know one another.”

“It's opened up many new possibilities. You used to simply get together with someone at work, a friend of a friend, or someone who lived on your street. Now, you may find your best match in another city completely. I think that's positive for the overall percentage of long-term success in relationships.”

“You don't know who you are actually meeting if you use these sites. People create an alternate persona online and it should never replace going out and meeting people in person.”



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 both the survey and diary mode discussion, and 19/20 participating in the bulletin board discussion! 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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