

HUSTLE & Heart

How millennial women are embracing
both ambition and self-care in 2019



A DATA PROJECT BY **shine**

HUSTLE *& Heart*

is a look into the mindset of millennial women across the world, including their views on self-care, their reflections on 2018, and their goals for the new year.

WELCOME TO 2019,

Where there are more women in Congress than ever before, even Sheryl Sandberg is rethinking what it means to “lean in,” and self-care is one of the most popular terms in the English language.

In fact, just as 2018 was coming to a close, Apple named self-care the App Trend of the Year, highlighting a few companies that are leading the shift in how technology can help us take care of ourselves. As the creators of one of those leading companies—with a female-majority community of over 3 million members across the world—not only were we not surprised by this “trend,” but we know it’s here to stay.

Since day one of our now two-and-a-half-year-old company, we have heard from our members: They are ambitious and incredibly aggressive about their goals. They’re not just aiming for the corner office and the promotion within two years, they expect to start their own companies, to have profitable side-hustles, and to run for office.

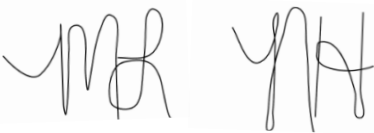
You might think: But women have always been ambitious—what’s changed now? It’s simple. This generation, the one that is now the largest part of the workforce, is less interested in doing it all.

Millennial women are done with unrealistic “goal getting” as we know it. They’re done wearing burnout as a badge of courage. They’re embracing self-care as a means of finding solace and balance within their busy lives—fueling them to continue to accomplish whatever goals are in front of them. Millennial women want to go big and go home.

Today, we’re proud to release the **Hustle & Heart Report** to shine a light on what this new-ish philosophy means to millennial women, their reflections on 2018, and their goals for the new year. We’re also excited to share the results of Shine’s first-ever efficacy study, which shows our impact in action.

Thank you for reading.

Marah Lidey & Naomi Hirabayashi



METHODOLOGY

Shine is a global self-care movement of nearly 3 million people, all who start their weekday mornings with our daily pep talk.

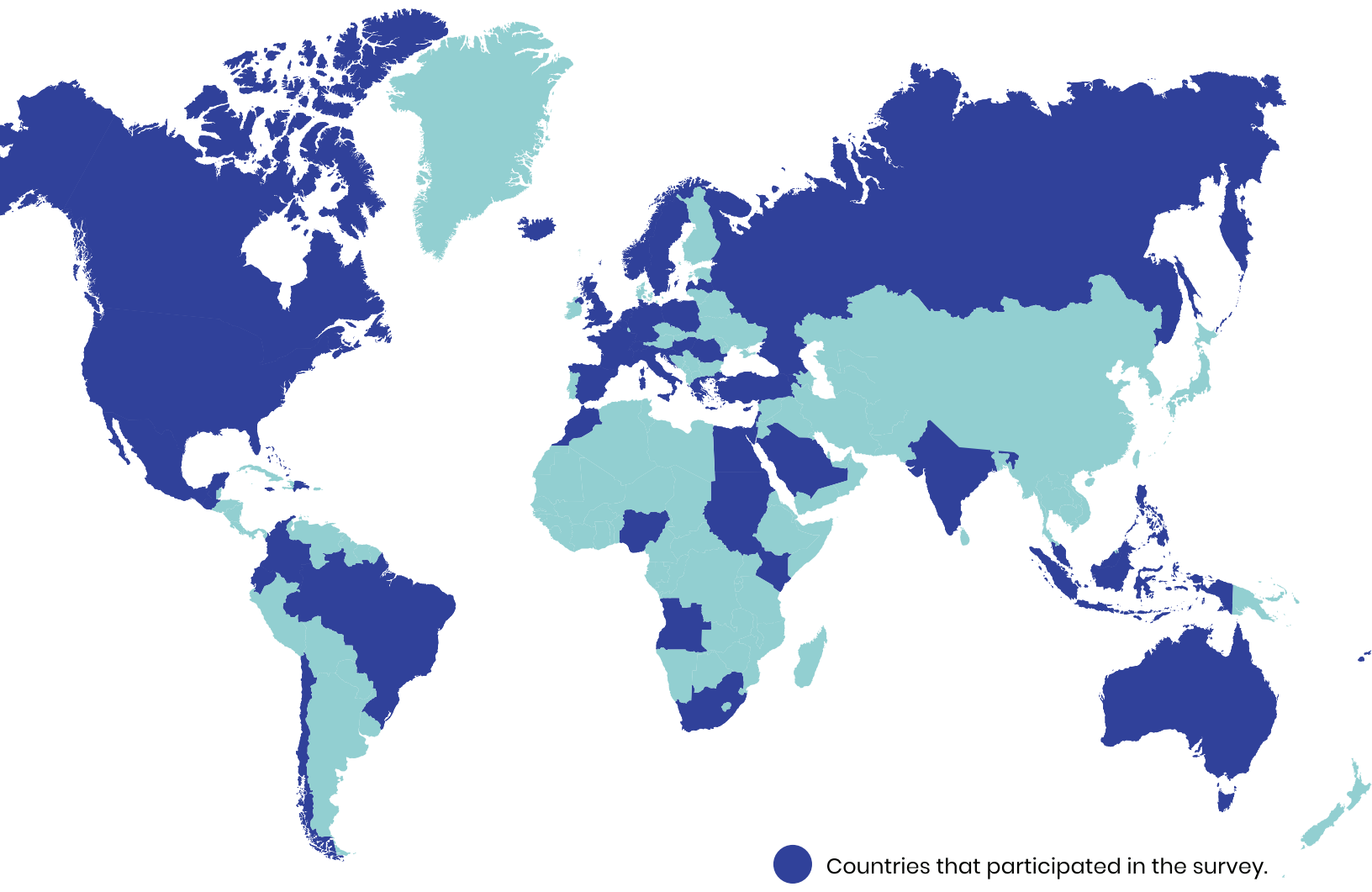
To gather these results, we surveyed our community in December 2018 via our daily Shine Text, which members receive via SMS messaging, our Facebook Messenger bot, and our app.

THE SURVEY REFLECTS:

54 Countries

1,961 Members

820 Millennials who self-identify as female



MILLENNIALS ARE REINVENTING

Self-improvement

Millennials are setting more personal improvement goals than any other generation. NPR reports that millennials spend twice as much on self-care when compared to baby boomers, and the self-improvement industry was recently valued at \$11 billion.

Ask any self-identified millennial and they'll tell you: They're tired of the clichés about their generation. The media often portrays millennials as “lazy” or “spoiled”—as constantly “killing” parts of culture, from hotels to cereal to even brunch. But when it comes to self-improvement, millennials are reinventing the industry.

About the Shine community:

Our predominantly millennial members spend an average of \$52 a month on wellness, focusing on things like exercise, time with family and friends, pampering, and meditation.

They're 91% female and highly educated—with 82% completing at least some college and 58% working full time. The Shine community is also diverse; we over index for women of color compared to the general population.



THE #1 NEW YEAR'S RESOLUTION: *Self-Care*

72% of millennial women want to prioritize self-care and their mental health in 2019. It's the top New Year's resolution for Shine members two years running.

What does self-care mean to millennial women?

To millennial women, self-care isn't just face masks and bubble baths—it's unique to each individual. That's what we learned when we asked our global community how they practice self-care. Whether it's "riding my motorcycle," a laughter meditation, or even playing dress up in a fitting room—self-care is a personal practice that millennial women use to balance their ambition, anxiety, and energy.

AFTER SELF-CARE, THEIR TOP RESOLUTIONS ARE:

- 66%** Save money
- 62%** Exercise more
- 54%** Eat healthier
- 50%** Advance career
- 50%** Pay off debt
- 47%** Read more
- 44%** Get organized
- 42%** Travel more

HOW MILLENNIAL WOMEN FELT ABOUT *2018*:

Drained Thankful Depressed Stressed Blah
Challenged Resilient Empowered Different
Unsure Accomplished Overwhelmed Growth
Sad Confused Terrible Loved Stronger Crazy Hopeful
Exhausted Meh Tired Anxious
Resilient Defeated Tested Broken Frustrated Rollercoaster

I *love* RIDING
MY MOTORCYCLE.
I CALL IT WIND
THERAPY.

— GINGER C.
35 YEARS OLD, UNITED STATES

I HIKE EVERY
SUNDAY & MEDITATE FOR
MORE THAN
10 MINUTES *peacefully*
IN NATURE
SURROUNDED BY TREES
UP ON THE HILL.

— RITESH G.
29 YEARS OLD, INDIA

IF I'M FEELING DOWN,
I *treat* MYSELF LIKE MY
OWN BEST FRIEND.
THAT MEANS COMFY
CLOTHES, SELF-INDULGENCE,
PAMPERING, AND FINDING
SOMETHING
TO LAUGH ABOUT.

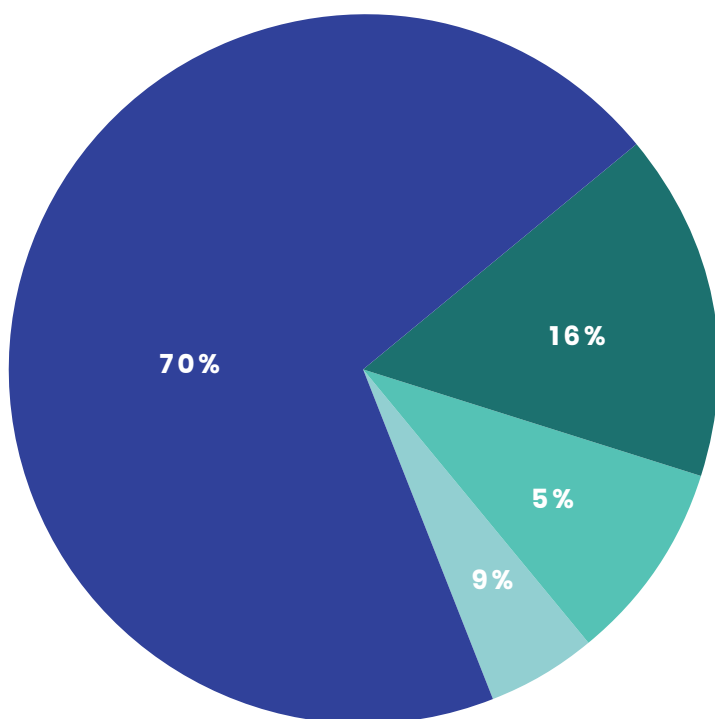
— MADDY L.
25 YEARS OLD, UNITED KINGDOM

WHEN I'M FEELING DOWN,
I GO TO THE STORES
AND *play* DRESS UP.
THE POINT ISN'T TO
ACTUALLY BUY ANYTHING
BUT RATHER TO SIMPLY
PLAY DRESS UP OR
WINDOW SHOP.

— JOANNE A.
25 YEARS OLD, NIGERIA

THE HURDLES *ahead*

The majority of millennial women told us that setting a goal makes them feel “excited” and “inspired.” But they also know it’s not always smooth sailing.



THE HARDEST PART ABOUT NEW YEAR'S RESOLUTIONS:

- Staying motivated & committed to the goal over time
- Pushing through the final steps to complete the goal
- Taking the first step towards that goal
- Other

"WHEN I GET OFF TRACK WITH MY GOALS, I..."

- 65%** Criticize myself
- 42%** Adjust my plan
- 40%** Ditch the goal completely
- 29%** Accept it and keep going
- 17%** Seek help from an expert
- 16%** Check in with a friend or family member

Millennial women know that goals breed challenges—especially New Year's resolutions. The first thing they do when they get off track? When surveyed, the top response was "criticize myself."

MONEY, MONEY, *money*

Our survey shows that not only was money the second top stressor for millennial women in 2018, but saving money is also the second top goal for 2019.

It makes sense: According to a 2018 study by Northwestern Mutual, millennials have an average debt of \$42,000 each, and millennials have more student loan debt than any generation before them.

In our survey, 50% of millennial women said “pay off debt” was a top priority for the new year. Yes, millennials are the go-getter generation, creating startups and side hustles galore—but they’re also carrying the weight of serious financial stress.

2019 is the year for financial self-care. Millennial women are ready to talk seriously about their finances. Not the “Venmo me \$10 for brunch” or “I got coffee” money conversations—the real talk about how money affects them.



BOTTOM LINE:

It’s time to get real about the financial stress millennial women deal with—and start having honest conversations about managing and coping with it.

work IT OUT

As much as millennial women are encouraged to “lean in” and strike a power pose, they’re still not living in a post-impostor syndrome world. **Our survey shows that at work, millennial women struggle the most with feeling confident.** It’s that constant questioning of “Am I good enough?” or “Do I deserve a seat at the table?” and it unleashes an extra load of stress. Coupled with a fear of failing—which 34% said they deal with—it’s a recipe for dissatisfaction in the workplace.

BOTTOM LINE:

Emotions don’t shut off in the workplace. Along with gender and racial barriers, there are emotional hurdles that millennial women have to surpass, too. Self-care doesn’t stop in their 9-to-5—it’s more necessary than ever.

“MY BIGGEST MONEY CHALLENGES ARE...”

52% Trouble saving money

51% Dealing with debt

48% Spending too fast

30% I’m not paid what I’m worth

28% I don’t feel in control of my money

“AT WORK, I STRUGGLE WITH...”

50% Impostor syndrome

34% Fear of going after a dream career and failing

33% Losing steam with goals

33% Wanting a change but not sure where to start

31% Finding time for a side hustle

THE HEALTHY-ISH *generation*

The most effective goals aren't forced into our lives—they're a part of our lives. And our survey shows that millennial women are searching for healthy solutions that fit into their busy days, from an exercise habit they can actually make time for to even just getting enough sleep. In 2019, they're prioritizing mental health above physical health because they know things like motivation and forming new habits rely on their mindset, too.



BOTTOM LINE:

Millennial women are waking up to the power their health—physical and mental—has over every facet of their day-to-day, and they're eager for an accessible way to take control.

"WHEN IT COMES TO MY PHYSICAL HEALTH, IT'S TOUGH TO..."

- 62%** Make exercise a habit
- 61%** Eat healthy on the reg
- 47%** Make time to exercise
- 44%** Get consistent sleep

THEY'RE READY TO *change* GOAL GETTING

By mid-February, 80% of New Year's goals flop, according to U.S. News & World Report. We asked millennial women: What then? 65% of millennial women say that when they get off track with their goals, they criticize themselves.

Why couldn't you do better?

What's wrong with you?

You're not good enough.

That's the script that plays in their heads when they don't save up as much money as they thought they would or achieve that workout goal by February.

Why: Millennial women think that's what gets the job done. **The "crush goals" generation is brought up to believe that self-criticism is the key to success**—to get to the finish line, you have to be hard on yourself. But research shows that self-criticism can breed anxiety, stress, and even depression.

"Goal getting" is broken. And this year, millennial women are eager for a realistic and compassionate approach to their goals. They want to hustle with heart.

65% of millennial women said that when they get off track with their goals, they criticize themselves.



IT'S TIME TO HUSTLE *with Heart*

"Self-compassion reframes the relationship you have with yourself from adversary or critic to cheerleader and supporter," says Anna Rowley, Ph.D., a psychologist, millennial wellbeing expert, and Shine advisor.

We tend to resist self-compassion, fearing it'll make us lazy. But the opposite is true. "People who are self-compassionate have courageous presence," Rowley says. "They are more self-accepting, confident, less afraid of failure, and are more resilient."

Self-compassion is about hustling—but hustling with heart. With self-kindness when things inevitably get off track. With self-forgiveness when plans need to be changed. With self-soothing when that inner critic fires up to try and shame you into success. Millennial women can't crush goals if they're crushing themselves, day after day—and they can go further if they hustle with heart.

A growing number of millennial women are embracing self-compassion—**29%** said when they get off track with their goals, they accept it and keep going.

IN 2019 THEY'RE EXCITED TO FEEL...

passionate energized motivated
satisfied fulfilled settled present valued
mindful
optimistic empowered stable peaceful
calm thriving proud accomplished loved
driven
excited happy better independent inspired
refreshed abundant positive healthier joyful
confident strong secure unstoppable

SHINE IS THEIR DAILY "I got this"

Throughout this process of setting goals, falling off, and getting back on track: Millennial women know Shine's got their back.

85% of our members said Shine helped them with their 2018 goals. From the daily motivational Shine Text to our library of self-improvement audio, Shine is making a difference in their lives.

The first-ever Shine efficacy study—conducted in Fall 2018—revealed that **increased use of Shine leads to lower levels of anxiety and depression.**

Using Shine more than once a week leads to lower Patient Health Questionnaire (PHQ) scores—the standard scale in academia and health care used to measure anxiety and depression. The specifics: Increased use of Shine changes a member's overall PHQ score from 6.33 (moderate anxiety/depression) to 4.54 (mild anxiety/depression).

And that's just the start of our impact. Based on our efficacy study, 97% of members said that Shine helps them notice and accept how they feel, among other things.

HERE'S TO 2019

Millennial women are done pretending—that it's easy to #crushgoals, that things like money and low confidence don't take a toll on their day-to-day, that they can do it all without it taking a toll on them. They want to hustle on their own terms with healthy, realistic ambition.

Shine is leading the shift away from "toxic goal getting," and it's a movement with self-compassion as its foundation. Our members have big goals and expectations for 2019—and we're proud to stand by them in the new year as they hustle with heart.

OUR MEMBERS SAID SHINE HELPS THEM FEEL:

- 96%** More self-compassion
- 96%** More confident
- 96%** Like I can challenge myself
- 95%** More resilient
- 93%** Less alone

WHY THEY LOVE SHINE:

- "Before Shine, I struggled with worrying how others perceive me—but after Shine I now put myself first."
- "When I don't read Shine daily, I get off track. When I do read it, it's much easier to both remember to treat myself kindly, as well as others, and to actually do it."
- "Before Shine, I struggled with trusting myself. After Shine, I now know that I have everything I need within me."