
**COVID-19 ENGAGEMENT
PROCESS**

Communications Services Manitoba engaged a research agency to conduct focus group research to understand young Manitobans' attitudes, behaviours and experiences with the COVID-19 pandemic. Two research groups were identified – Manitobans between the ages of 18 and 24, and high school students.

Key findings included:

- Most participants said the biggest influencer on their behaviours related to COVID-19 is the government. Many admit that they do not change their behaviours until the government makes them mandatory; for example, wearing a mask in public.
- Many participants cite being 'burned out' by the amount of information available about COVID-19 and, therefore, have significantly reduced actively looking for information about it (or looking at all). They primarily get information passively through social media (shared by friends or local businesses/media), but also through work or word of mouth.
- Generally students feel safe from being exposed to or catching COVID-19 at school, and cite only mild concerns mostly related to students not properly socially distancing outside of class. They had serious concerns about the quality of their education if their school had to return to entirely remote learning.
- When testing two advertising concepts, participants very strongly liked messaging with clear calls to action.

To view the full report, visit https://manitoba.ca/asset_library/en/proactive/2020_2021/youth-covid-focus-groups.pdf.