

COMM-1160
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Research Summary

This research project, conducted in November 2020, aims to find the best ways to persuade millennials to follow COVID-19 guidelines in Manitoba over the winter holidays.

Primary Research

Between November 27 and 30, my team conducted a survey on Facebook, Twitter, and Instagram. We allowed anyone who came across the link to access the survey and all participants remained anonymous.

Total participants: 391

Question 1: Please select the generation that applies to you.

Generation Z (1997 and above): 151 (38.6%)
Millennial /Generation Y (1981-1996): 187 (47.8%)
Generation X (1965-1980): 34 (8.7%)
Baby Boomer (1946-1964): 16 (4.1%) (This is how the question was asked in the survey, however it should have been written "Baby boomer")
Traditionalist (1945 and earlier): 2 (0.5%)
Generation Z (1996 and above): 1 (0.3%)

Going forward, the data collected is of the 187 millennials surveyed. Please allow for a margin of error of 1%.

Question 2: Please select your health region:

Winnipeg Regional Health Authority (Winnipeg): 100 (53.5%)
Prairie Mountain Health (Brandon and surrounding area): 0 (0%)
Northern Health Region (The Pas, Thompson and surrounding area): 1 (0.5%)
Interlake-Eastern Regional Health Authority (Gimli, Pinawa and surrounding area): 5 (2.7%)
Southern Health-Santé Sud (Steinbach, Winkler and surrounding area): 73 (39%)
Not currently residing in Manitoba: 8 (4.3%)

Question 3: Where do you get the latest COVID-19 updates for Manitoba? Check all that apply.

Instagram: 33 (17.6%)
Twitter: 23 (12.3%)
Facebook: 77 (41.2%)
News Outlets: 134 (71.7%)
Family & Friends: 68 (36.4%)
The following answers were filled in by participants that chose "Other"
Government of Manitoba Website: 14 (7.5%)
Government Website: 11 (5.9%)
Google: 6 (3.2%)
Work: 4 (2.1%)
Reddit: 3 (1.6%)
Government COVID-19 Updates: 1 (0.5%)
YouTube: 1 (0.5%)
Press Releases: 1 (0.5%)
Danny Duncan 69: 1 (0.5%)

Question 4: Have you seen these messages from the Manitoba government about COVID-19? Check all that apply.

#ReduceTheRisk by focusing on the fundamentals: 90 (48.1%)
The COVID Alert app is now available in Manitoba: 156 (83.4%)
#RestartMB Pandemic Response System: 151 (80.7%)
COVID-19 Tip Line: 82 (43.9%)
COVID-19 Screening Tool: 97 (51.9%)
AbilitiCBT: 3 (1.6%)
I haven't seen any of these messages: 6 (3.2%)

Question 5: Which guidelines have you followed as a result? Please select the options that apply to you.

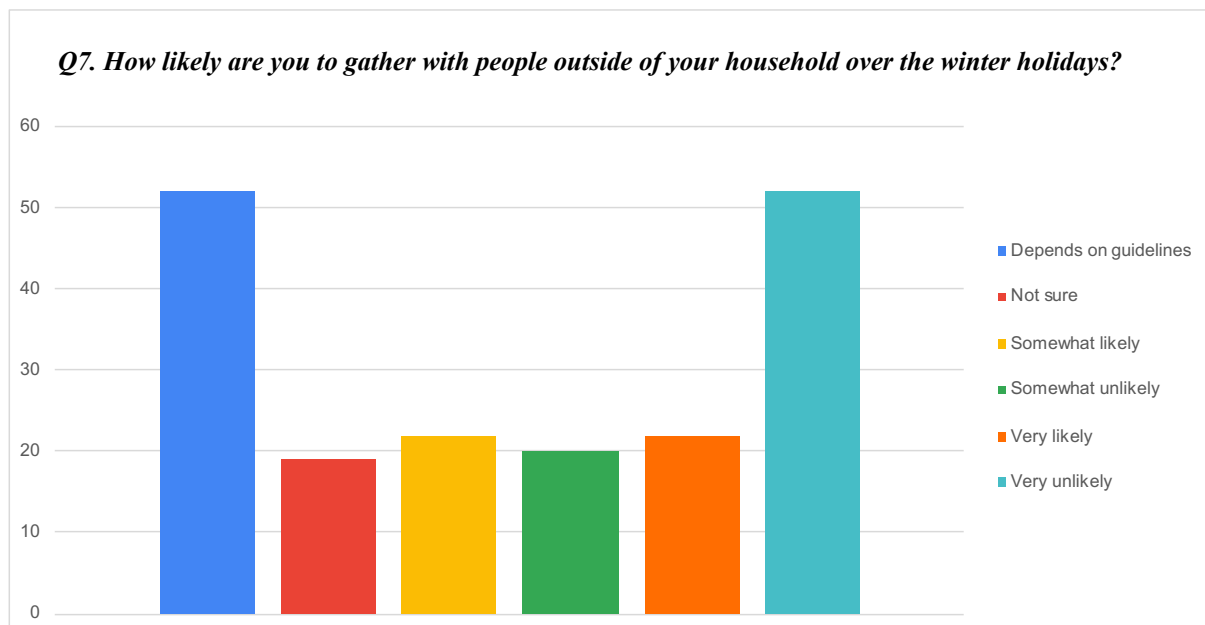
Wearing a mask in public: 180 (96.3%)
Staying home when you're sick: 165 (88.2%)
Getting tested when you have COVID-19 symptoms: 101 (54%)
Wash your hands: 180 (96.3%)
Cover your cough/sneeze: 179 (95.7%)
Maintain social distance: 173 (92.5%)
I don't follow the guidelines: 3 (1.6%)

Question 6: Do you think the COVID-19 public health guidelines are easy to follow? Select a number from 1-5, 1 = very hard to follow and 5 = very easy to follow.

1: 10 (5.3%)
2: 6 (3.2%)
3: 33 (17.6%)
4: 55 (29.4%)
5: 83 (44.4%)

Question 7: How likely are you to gather with people outside of your household over the winter holidays?

Very likely: 22 (11.8%)
Somewhat likely: 22 (11.8%)
Not sure: 19 (10.2%)
Somewhat unlikely: 20 (10.7%)
Very Unlikely: 52 (27.8%)
Depends on guidelines: 52 (27.8%)



Question 8: What is most important to you when it comes to COVID-19 guidelines? Check all that apply.

Keeping family/friends safe: 158 (84.5%)

Staying healthy: 115 (61.5%)

Ability to socialize: 27 (14.4%)

Working: 55 (29.4%)

The following answers were filled in by participants that chose "Other"

Keeping the highly vulnerable safe: 1 (0.5%)

Respecting guidelines for auto-immune and susceptible individuals: 1 (0.5%)

Seeing loved ones not necessarily in household: 1 (0.5%)

Keeping those at risk SAFE: 1 (0.5%)

Education for kids: 1 (0.5%)

Getting rid of them. They are unnecessary: 1 (0.5%)

Safe/healthy schools: 1 (0.5%)

Wishing everyone could wear a mask: 1 (0.5%)

Respecting others: 1 (0.5%)

Being able to check friends mental health: 1 (0.5%)

Not overwhelming the healthcare system: 1 (0.5%)

Knowing facts such as the actual number of positive cases, the actual number of hospitalizations and the actual current cases in my region: 1 (0.5%)

I have no problem complying with the guidelines as long as the government is actually willing to take action to help minimize the spread. Which I feel has been very late and irresponsible. All of their responses have been reactive. We need action: 1 (0.5%)

Resisting- this is more than a virus. I'm rooting for businesses to stay open: 1 (0.5%)

As long as they make sense and don't infringe on freedom: 1 (0.5%)

Freedom of choice: 1 (0.5%)

Covid-19 is fake: 1 (0.5%)

Fuck this shit !!: 1 (0.5%)

Question 9: What is your current employment status?

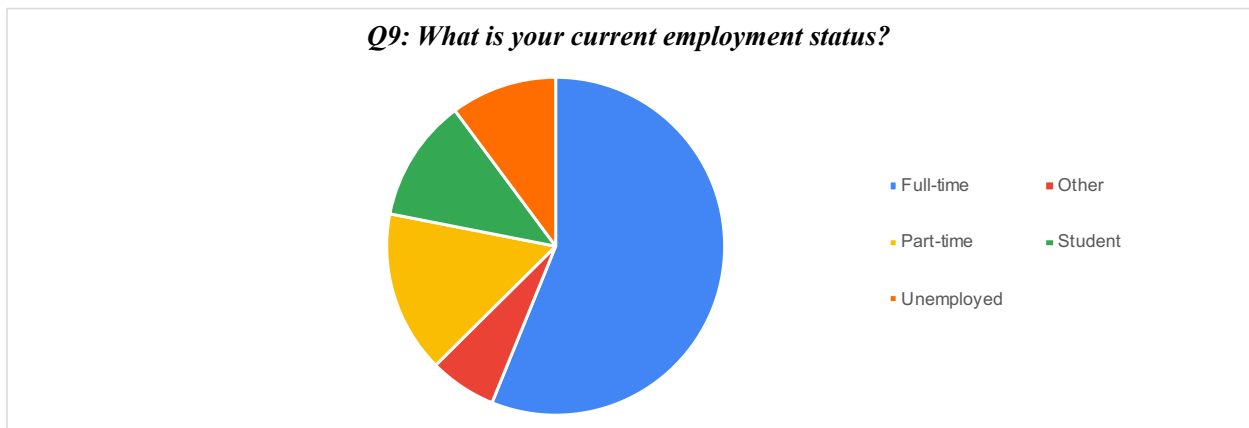
Unemployed: 19 (10.2%)

Part-time: 29 (15.5%)

Full-time: 105 (56.1%)

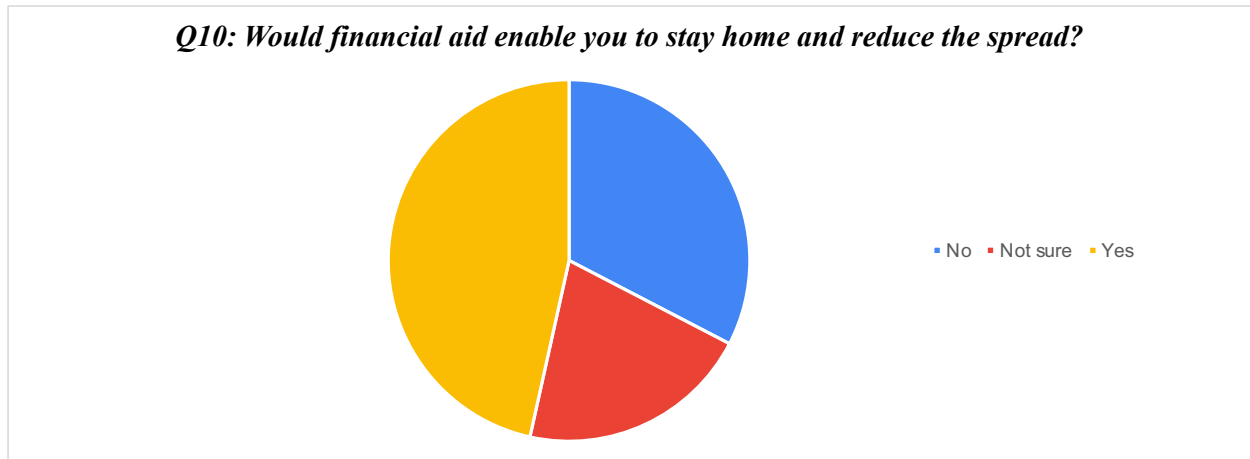
Student: 22 (11.8%)

Other: 12 (6.4%)



Question 10: Would financial aid enable you to stay home and reduce the spread?

Yes: 87 (46.5%)
No: 39 (20.9%)
Not Sure: 61 (32.6%)



Question 11: How do you feel the Manitoba government has handled COVID-19 guidelines so far?

Very well: 1 (0.5%)
Moderately well: 36 (19.3%)
Neutral: 33 (17.6%)
Moderately poor: 54 (28.9%)
Very poor: 63 (33.7%)

Secondary Research

1. Renner, Rebecca. National Geographic, “Millennials and Gen Z are spreading coronavirus—but not because of parties and bars,” September 17, 2020. Accessed at <https://www.nationalgeographic.com/science/2020/09/millennials-generation-z-coronavirus-scapegoating-beach-parties-bars-inequality-cvd/> on November 18, 2020.

This article discusses how millennials and Gen Z are spreading COVID-19 due to their need to continue working and lack of job security. It also discusses the blame that has been put on millennials in current and passed events and how it is being transferred onto Gen Z.

2. Cocco, Federica. Financial Post, “Millennials grow more resentful towards older generations as restrictions, economic fallout hit them harder,” Nov 17, 2020. Accessed at <https://financialpost.com/financial-times/millennials-grow-more-resentful-towards-older-generations-as-restrictions-economic-fallout-hit-them-harder> on November 18, 2020.

This article discusses how millennials feel they are suffering more economically during the pandemic than other generations as studies find that they are more likely to be unemployed. It also discusses how some millennials are afraid of the virus while others feel invulnerable as well as how some feel they are being blamed.

3. MarketingCharts, “Why Do Different Generations Use Social Media?” October 21, 2019. Accessed at <https://www.marketingcharts.com/digital/social-media-110652> on November 14, 2020.

This article discusses the different social media platforms that each generation uses the most of as well as what they use the platforms for, such as sharing pictures, sharing updates, communication, and getting inspired.

4. Patel, Deep. Forbes, “5 Differences Between Marketing To Millennials Vs. Gen Z,” November 27, 2017. Accessed at <https://bit.ly/2IVYvmV> on November 19, 2020.

This article covers the differences between marketing to millennials as opposed to Gen Z. The main differences it covers are influencer marketing, online shopping, digital platform usage, authenticity, and independence.