YOUTH IN PANDEMIC

OUTLOOK FROM APAC
The world is currently in the grips of an unprecedented health crisis in COVID-19. We wanted to explore the impact it was having on young people in APAC.
Who did we speak to?

We conducted a global online survey to understand the impact of COVID-19 on young people. The survey ran from March 20-29, 2020.

We surveyed 2,979 people in APAC, and 9,360 globally, focusing on Gen Z and Millennials.

APAC Sample Size: 2,979 adults 16+

- Markets:
  - Australia: 53%
  - India: 44%
  - Indonesia: 3%
  - Japan: 41%
  - South Korea: 58%
  - Philippines: 1%
  - Singapore: 7%
  - Thailand: 22%
  - Vietnam: 28%

- Gender:
  - Men: 53%
  - Women: 44%
  - Non-binary/N/A: 3%

- Generation:
  - Gen Z: 41%
  - Millennial: 58%
  - Gen X: 1%

- Location:
  - Rural: 7%
  - Suburban: 22%
  - Urban: 28%
  - Major City (1MM+ People): 43%

Survey was conducted among VICE, i-D and Refinery29 readers.

Source: VICE Media Group, Global Covid-19 Study, 2020 - APAC
q1: How would you describe your emotions today compared to an average day before the Coronavirus?

‘Uncertainty’ and ‘empathy’ are the predominate emotions in APAC.

APAC are the farthest along in the pandemic, and are beginning to see hope for the future, with APAC youth feeling more hopeful compared to the rest of the world.

Source: VICE Media Group, Global Covid-19 Study, 2020 - APAC
Young people in APAC are doing what they can to flatten the curve, but feel that many others are not.

85% Feel that “they are doing everything they can to limit the spread of Coronavirus.”

VS. 30% Feel that “others are doing everything they can to limit the spread.”

Source: VICE Media Group, Global Covid-19 Study, 2020 - APAC
Family and friends, social media, and finances are keeping young people across APAC grounded.

- 62% say that **family and friends** make them feel the most emotionally grounded throughout this time.
- 45% say that **social media** and staying connected makes them feel the most emotionally grounded throughout this time.
- 43% say that **finances** - and having enough money to support themselves - makes them feel emotionally grounded throughout this time.

Source: VICE Media Group, Global Covid-19 Study, 2020 - APAC

Photos: i-D.co and VICE.com
The main cause of fear and anxiety in APAC is the idea of family and friends getting sick.

66%

Say that a friend or family member getting the Coronavirus is their #1 cause of fear and anxiety.

Young people across APAC are not only concerned about the possibility of getting sick, but also the economic impact of the lockdown period.

Source: VICE Media Group, Global Covid-19 Study, 2020 - APAC
APAC youth are in two minds about the long term impacts of COVID-19. The biggest changes they see coming are related to the economy, our sense of community, socializing and work.

1 IN 2
Think COVID-19 will have a **POSITIVE** long term impact

1 IN 2
Think COVID-19 will have a **NEGATIVE** long term impact

**BIGGEST SOCIETAL CHANGES?**

- **64%** The way our economy operates
- **59%** How we engage with community
- **56%** The way we socialize
- **49%** The way we work


Photos: i-D.co and VICE.com
The main thing young people in APAC are unexpectedly grateful for? Time.

q: Open Ended: “What is one thing you’re unexpectedly grateful for throughout the COVID-19 outbreak? - APAC respondents.

Source: VICE Media Group, Global Covid-19 Study, 2020 - APAC
Young people are spending their time connecting with themselves and others, and exploring their creativity.

Reconnection

“Spending **priceless time** with my young kids which I would never get to do otherwise.”
- Male, India

“I started taking care of my indoor **garden** a lot more. I never had time for this before lockdown.”
- Female, Philippines

“Increasing my **Skype calls** back home. Now that everyone’s home all the time, **connecting** with them is 20x easier.”
- Male, Japan

“I've had the same routine every day since lockdown, and it helps so much to **stay normal**.”
- Male, India

Routine

“Trying to get as much fresh air as possible. **Turn off** the news updates and try not to talk about the crisis constantly.”
- Female, Indonesia

“I'm more motivated to **make music and artwork** than ever before.”
- Male, Japan

Creative writing

“I decided to turn the situation into a **personal photography project**, which gives me purpose and keeps me occupied.”
- Female, Singapore

“Investigating technology that will allow my **chamber orchestra group** to **play together online** without problems.”
- Female, Australia

“Reading books, home reorganisation, **taking time out** to talk to friends... and cuddle my pets.”
- Female, India

Mental Health

“Reading books, home reorganisation, **taking time out** to talk to friends... and cuddle my pets.”
- Male, Australia

“I started a **not-for-profit cycling club**, which I hope will help my mental health.”
- Female, Singapore

“I'm more motivated to **make music** and **artwork** than ever before.”
- Male, Japan

“Investigating technology that will allow my **chamber orchestra group** to **play together online** without problems.”
- Female, Australia

“Nothing. I live far from home, rent a box room, and can't find work. I miss my home town and my family.”
- Male, Indonesia
The most common ways that young people across APAC are spending their time are...

1. Increasing social media 48%
2. Exploring hobbies 32%
3. Improving their sleep 31%
4. Playing games online 29%
5. Reconnecting with friends 29%
6. Trying a new recipe 28%


Photos: i-D.co, VICE.com
Young people in APAC are looking to government organisations, medical professionals, and traditional and alternative news outlets for Coronavirus updates.

89% Say that they look to government organisations (CDC, WHO, etc) for reliable Coronavirus updates

81% Say that they look to traditional news outlets for reliable Coronavirus updates

77% Say they look to hospitals and medical professionals for reliable Coronavirus updates

72% Say they look to alternative/independent media outlets for reliable Coronavirus updates

From publishers they want both coronavirus related content with advice to guide them and non-coronavirus content that entertains them.

In their social feeds, humour is the #1 thing that makes young people in APAC feel capable of getting through the outbreak.

MEMES/HUMOUR: 64%
NEWS UPDATES: 60%
DAILY TIPS/ADVICE: 50%

What can we learn from this?

**The Power of Positive**

- APAC was one of the first regions to be hit by COVID-19, and will likely be among the first to recover from it.
- Young people in APAC are markedly more hopeful than the rest of the world, and see many positive lasting changes to come as a result of COVID-19.
- APAC can be looked to as a blueprint for how the rest of the world may recover; physically, and emotionally.

**Burnout to Balance**

- Among the uncertainty and stress of COVID-19, young people across APAC are unexpectedly grateful for free time.
- They are using this time very productively; reconnecting with loved ones, exploring hobbies, getting creative, and prioritising their physical and mental health.
- This marks an important shift in how we live our lives; from ‘busy-ness’ and ‘burnout,’ to ‘balance,’ which we are likely to carry with us into the new world.

**Security and Certainty**

- For many young people, particularly those in developed nations, life has always offered a level of economic and political security, stability and certainty.
- COVID-19 has shown these generation how quickly things can change.
- A renewed appreciation for secure work, understanding our finances, and access to reliable and trustworthy news, will be a lasting change to come from this crisis.

**Building a New World**

- More than anything else, COVID-19 has given young people across APAC (and the world) a chance to reflect on the type of world we lived in, and to set intentions about the type of world we want to create.
- From the way we work, to our sense of community, to socialising, the new world will usher in many changes to the status quo which may have taken decades otherwise.
To dive deeper into our insights, please contact Stephanie Winkler, APAC Head of Insight | stephanie.winkler@vice.com