YOUTH IN PANDEMIC
HOPES AND FEARS FOR AN UNCERTAIN FUTURE
Understand how young people around the world are truly feeling and behaving during the COVID-19 pandemic.

An online quantitative study fielded from March 20-29 via VICE, Refinery29, and i-D websites and social channels. Additional qualitative questions fielded to VICE Media Group’s proprietary insights communities, VICE Voices and Mad Chatter.

**OBJECTIVE**

N=9,360

**SAMPLE SIZE**

48% MEN

48% WOMEN

4% NON-BINARY/ N/A

**GENDER**

36% GEN Z

57% MILLENNIAL

7% GEN X

**GENERATION**

9% RURAL

19% SUBURBAN

32% URBAN

40% MAJOR CITY (1MM+ PEOPLE)

**LOCATION**

**MARKETS**

- **N. AMERICA**
  - Canada, USA

- **EMEA**
  - Austria, Belgium, Britain, Denmark, France, Germany, Greece, Ireland, Italy, Netherlands, Romania, Spain, Switzerland, UAE

- **LATAM**
  - Argentina, Brazil, Columbia, Mexico

- **APAC**
  - Australia, India, Indonesia, Japan, Korea, Philippines, Singapore, Thailand, Vietnam
Young people are taking the pandemic seriously. They believe they are doing everything they personally can to limit the spread of the virus.

**GLOBAL APPROACH**

- **4%** agree: "I AM DOING EVERYTHING I CAN TO LIMIT THE SPREAD OF CORONAVIRUS"
- **87%** agree: "I AM DOING EVERYTHING I CAN TO LIMIT THE SPREAD OF CORONAVIRUS"
- **46%** agree: "I FEEL OTHERS ARE DOING EVERYTHING THEY CAN TO LIMIT THE SPREAD OF CORONAVIRUS"
- **28%** agree: "I FEEL OTHERS ARE DOING EVERYTHING THEY CAN TO LIMIT THE SPREAD OF CORONAVIRUS"

"We are in this exceptional situation for a very long time. No social contacts, all plans are uncertain or canceled."

– Gen Z, Woman, Germany

"The government should be more strict about staying home, still lots of people don’t get the situation."

– Millennial, Woman, United States

Q: How much do you agree or disagree with the following statements?
Youth are both overwhelmed with fear and anxiety and expressing compassion and gratitude.
Millennials, in the prime of their careers, worry more about economic impact. Gen Z, in their social prime, are more concerned about mental health and relationships.
Gaming content page views on VICE have increased >289% MoM (February to March).

The roots of behavioral change are forming. Youth are creating new ways to connect with others and themselves. Gen Z ups their entertainment consumption.

### WHAT THEY HAVE BEEN DOING

**RECONNECTION**

- Increased the amount I use social media: 47%
- Reached out to someone I haven’t spoken to in a while: 31%
- Hosted or joined a virtual hangout: 22%
- Created a new group chat or chain: 15%
- Downloaded or increased my use of a dating app(s): 6%

**ROUTINE**

- Improved my sleep routine: 27%
- Started a new exercise routine: 26%
- Implemented a new self-care routine: 24%
- Implemented new steps to balance my work and home life: 18%

**CREATIVITY**

- Taken up or gotten back to a hobby: 31%
- Experimented with new recipes: 28%
- Learned a new skill: 18%

**ENTERTAINMENT**

- Participated in online gaming: 28%
- Downloaded a new social media app(s): 14%
- Subscribed to a new streaming service(s): 14%
- Taken up or gone back to a hobby: 31%

**MENTAL HEALTH**

- Implemented new steps to balance my work and home life: 18%
- Started a new exercise routine: 26%
- Improved my sleep routine: 27%
- Added or increased a meditation practice: 12%
- Downloaded or increased my use of a mental health app(s): 6%
- Spoke to a therapist: 3%

**NET SCORES**

- **70%**
- **58%**
- **54%**
- **50%**
- **17%**

**GEN Z: 59%**  
**MILLENNIAL: 47%**  
**GEN X: 27%**
Young people are equally looking for news they can use in the form of actionable daily tips and content to entertain them or take their mind off of the coronavirus.

**CONTENT THEY WANT TO CONSUME**

**CORONAVIRUS-RELATED**

- **43%** “What to do when...” tips
- **41%** Information on how to manage my finances during this time
- **35%** Tips for at-home routines (e.g. beauty, workout)
- **31%** Tips for cooking/recipes
- **27%** Tips on staying connected with friends & family.

**NET SCORE: 78%**

“Right now, beauty tutorials and looks, more articles on working from home, financial tips and forecasting, relationships at home, etc.”

- Millennial, Woman, United States

**NON-CORONAVIRUS**

- **48%** Uplifting, inspirational, or comic-relief content
- **46%** Non-coronavirus related content
- **43%** Recommendations for at-home entertainment
- **16%** Online shopping tips for categories beyond food

**NET SCORE: 79%**

“Less coronavirus! Give us something to relieve our anxiety!”

- Millennial, Male, Brazil
When they want information about COVID-19, they turn to relevant government organizations such as the WHO and those on the front lines of the pandemic first.

### INFORMATION THEY RELY ON

<table>
<thead>
<tr>
<th>Source</th>
<th>MOST (%)</th>
<th>SOMEWHAT (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government organizations (e.g., WHO, etc.)</td>
<td>90%</td>
<td></td>
</tr>
<tr>
<td>Doctors/Hospital Employees</td>
<td>83%</td>
<td></td>
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<tr>
<td>Traditional news outlets (e.g., CNN, etc.)</td>
<td>79%</td>
<td></td>
</tr>
<tr>
<td>Alternative/independent news outlets</td>
<td>70%</td>
<td></td>
</tr>
<tr>
<td>Personal stories from those impacted by Coronavirus</td>
<td>65%</td>
<td></td>
</tr>
<tr>
<td>National leaders</td>
<td>58%</td>
<td></td>
</tr>
<tr>
<td>Direct friends and family</td>
<td>56%</td>
<td></td>
</tr>
<tr>
<td>Local leaders</td>
<td>53%</td>
<td></td>
</tr>
<tr>
<td>Lifestyle media outlets</td>
<td>36%</td>
<td></td>
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<tr>
<td>Word of mouth</td>
<td>24%</td>
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**NEW BEHAVIORS: EXCERPT #3**

<table>
<thead>
<tr>
<th>Region</th>
<th>Gen Z</th>
<th>Millennial</th>
<th>Gen X</th>
</tr>
</thead>
<tbody>
<tr>
<td>EMEA</td>
<td>72%</td>
<td>63%</td>
<td>65%</td>
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<tr>
<td>APAC</td>
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<tr>
<td>N. AM.</td>
<td></td>
<td>59%</td>
<td></td>
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<tr>
<td>LATAM</td>
<td></td>
<td>27%</td>
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Young people predict the world will be forever changed economically and socially.

<table>
<thead>
<tr>
<th></th>
<th>GLOBAL</th>
<th>GEN Z</th>
<th>MILLENNIAL</th>
<th>GEN X</th>
</tr>
</thead>
<tbody>
<tr>
<td>The way our economy operates</td>
<td>62%</td>
<td>61%</td>
<td>63%</td>
<td>54%</td>
</tr>
<tr>
<td>The way we engage with our community</td>
<td>55%</td>
<td>59%</td>
<td>53%</td>
<td>49%</td>
</tr>
<tr>
<td>The way we socialize</td>
<td>51%</td>
<td><strong>54%</strong></td>
<td>49%</td>
<td>42%</td>
</tr>
<tr>
<td>The way we work</td>
<td>47%</td>
<td>43%</td>
<td><strong>52%</strong></td>
<td>36%</td>
</tr>
<tr>
<td>The way we address climate change</td>
<td>31%</td>
<td>34%</td>
<td>30%</td>
<td>25%</td>
</tr>
<tr>
<td>The way we rally behind causes</td>
<td>31%</td>
<td>34%</td>
<td>30%</td>
<td>25%</td>
</tr>
<tr>
<td>The way we shop</td>
<td>26%</td>
<td>26%</td>
<td>26%</td>
<td><strong>22%</strong></td>
</tr>
<tr>
<td>The way we eat</td>
<td>21%</td>
<td>22%</td>
<td>21%</td>
<td>11%</td>
</tr>
<tr>
<td>The way we engage in entertainment</td>
<td>18%</td>
<td>20%</td>
<td>18%</td>
<td><strong>11%</strong></td>
</tr>
</tbody>
</table>

Q: What do you imagine will be the most lasting societal change after this pandemic?
The energy of the post COVID world remains undecided.

Q: Do you feel Coronavirus will have a positive or negative long-term impact on society and culture?
CONNECT

Despite social distancing that has left voids in the physical spaces in our lives, the world has never been more personal and human. We’re all in this together and young people are relying on their connections to others for support and to figure out how to get through this.

Connections with brands are critical right now. Brands need to speak openly with their audiences and collaborate with them for a better present and a better future. Being transparent and honest is more important than ever and will define authenticity going forward.

CREATE

Stuck at home and uncertain about the future that lies ahead, young people are consuming more content today than ever before. They are looking for content to understand and navigate the crisis and content to help them escape it.

There are many opportunities for brands to create meaningful content in this environment. Don't wait for things to get back to “normal”, they never will. Embrace the changes that are happening. There is space to create content that informs and guides young people during this uncertain time and space to have fun and entertain.

CONTRIBUTE

Young people have been underestimated during this crisis. Many media outlets have painted a picture of carefree and naive youth. But the truth is quite the opposite - young people are taking the pandemic very seriously and care greatly about the wellbeing of their communities and the world at large. It’s their limited resources and the inability to go out and act, that has them struggling to actualize their sense of purpose.

Brands have the power to help young generations make a difference. Lean into the causes and people they care about and help support them. Brands having a genuine sense of purpose has been increasing in importance but it’s now here to stay, and there is no time like the present to start demonstrating it.

Key Takeaways

We’re at one of the biggest crossroads in human history and we have the power to take the path towards a better future.
THANK YOU