



EXCERPTS FROM

# YOUTH IN PANDEMIC

HOPES AND FEARS FOR AN  
UNCERTAIN FUTURE

information  
desk

insights from  
**VICE** media  
group



# Understand how young people around the world are truly feeling and behaving during the COVID-19 pandemic.



## APPROACH

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.

### MARKETS



### SAMPLE SIZE

N=9,360

### GENDER

48%  
MEN

48%  
WOMEN

4%  
NON-BINARY/  
N/A

### GENERATION

36%  
GEN Z

57%  
MILLENNIAL

7%  
GEN X

### LOCATION

9%  
RURAL

19%  
SUBURBAN

32%  
URBAN

40%  
MAJOR CITY  
(1MM+ PEOPLE)

# 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



“ 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. ”

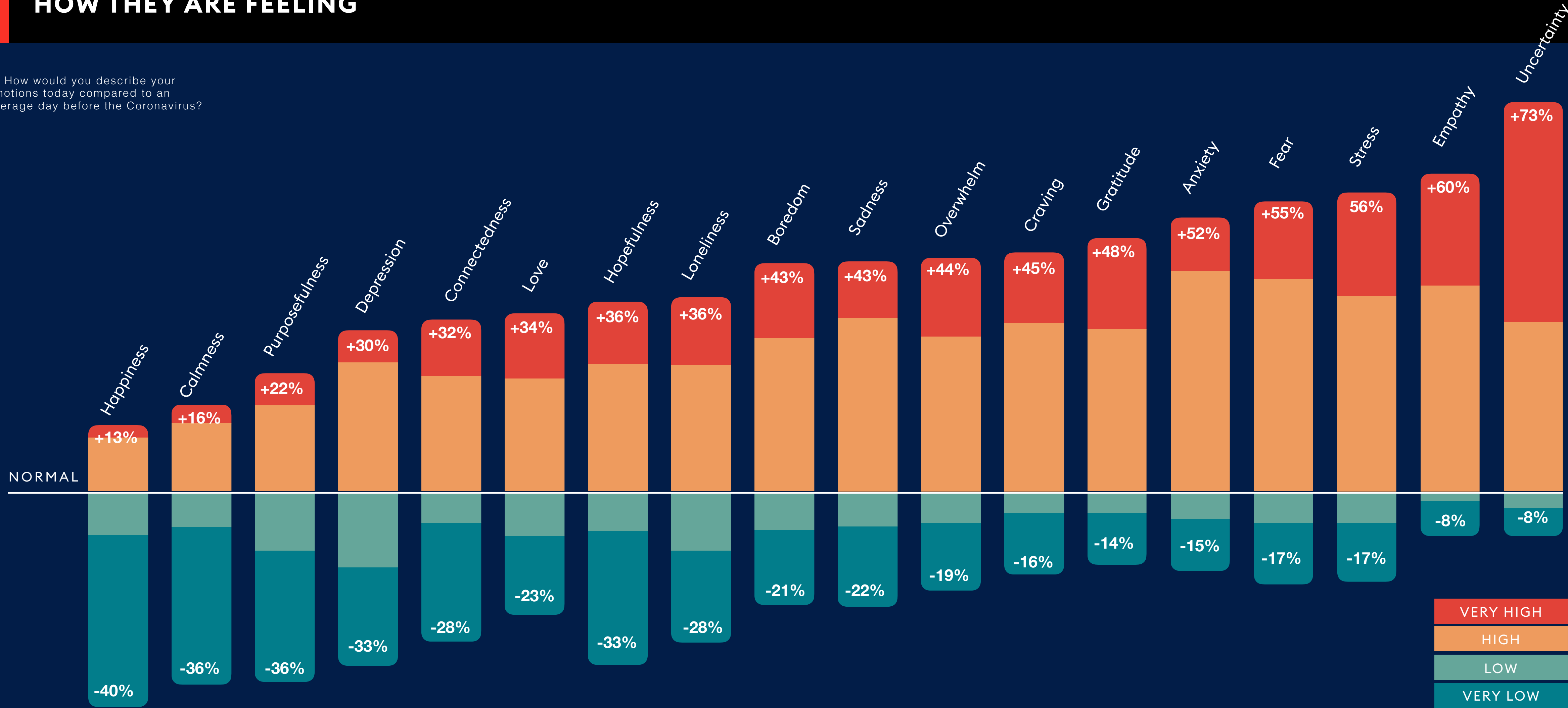
– Millennial, Woman, United States

# Youth are both overwhelmed with fear and anxiety and expressing compassion and gratitude.



## HOW THEY ARE FEELING

Q: How would you describe your emotions today compared to an average day before the Coronavirus?





# 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.

## WHAT MAKES THEM ANXIOUS

AS SEEN ON R29

A Week Teaching Remotely,  
After Evacuating From China,  
On A \$31,761 Salary- Refinery29

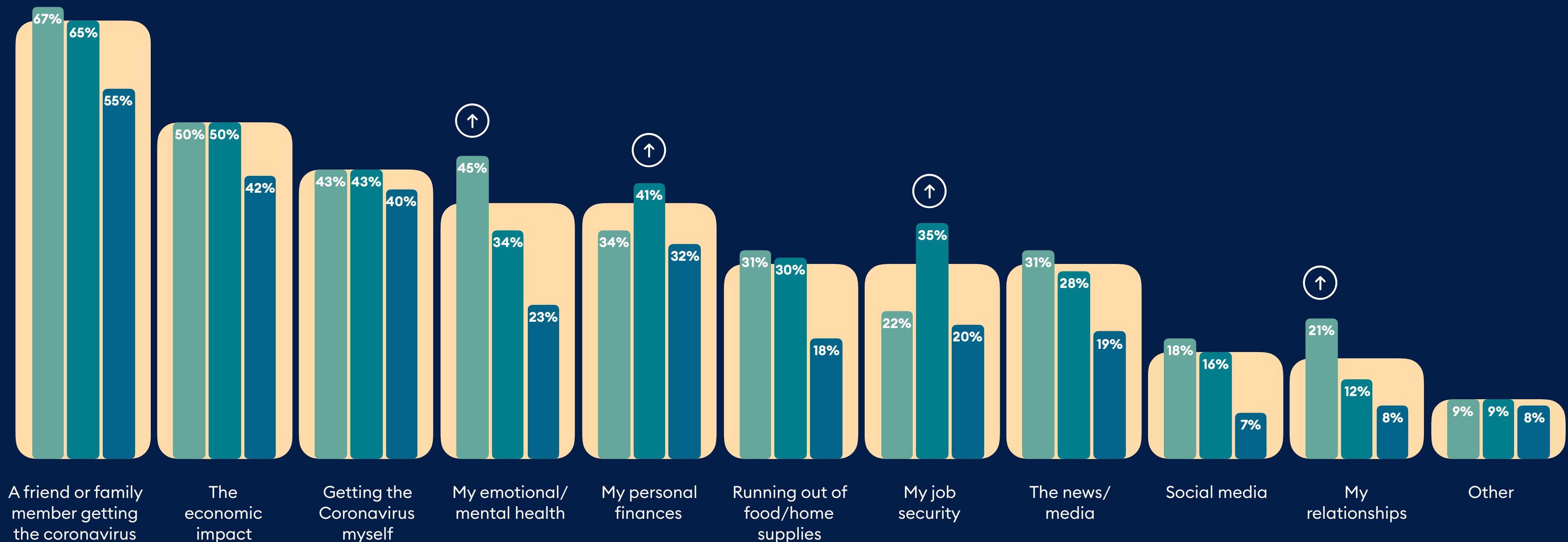


Refinery29 Money Diaries as told  
by someone financially impacted  
by COVID-19

+250% above organic visits  
benchmark

Q: Which of the following causes  
you the most fear/anxiety?

Gen Z  
Millennial  
Gen X  
Global Average






















# 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



Gaming content page views on VICE have increased >289% MoM (February to March)

Q: What actions have you taken in order to stay connected, maintain relationships, or manage your mental health?

→ RECONNECTION	→ ROUTINE	→ CREATIVITY	→ ENTERTAINMENT	→ MENTAL HEALTH
<div> Increased the amount I use social media <b>47%</b></div> <div> Reached out to someone I haven't spoken to in a while <b>31%</b></div> <div> Hosted or joined a virtual hangout <b>22%</b></div> <div> Created a new group chat or chain <b>15%</b></div> <div> Downloaded or increased my use of a dating app(s) <b>6%</b></div>	<div> Improved my sleep routine <b>27%</b></div> <div> Started a new exercise routine <b>26%</b></div> <div> Implemented a new self-care routine <b>24%</b></div> <div> Implemented new steps to balance my work and home life <b>18%</b></div>	<div> Taken up or gotten back to a hobby <b>31%</b></div> <div> Experimented with new recipes <b>28%</b></div> <div> Learned a new skill <b>18%</b></div>	<div> Participated in online gaming <b>28%</b></div> <div> Downloaded a new social media app(s) <b>14%</b></div> <div> Subscribed to a new streaming service(s) <b>14%</b></div> <div> Attended a virtual concert or event <b>13%</b></div>	<div> Added or increased a meditation practice <b>12%</b></div> <div> Downloaded or increased my use of a mental health app(s) <b>6%</b></div> <div> Spoke to a therapist <b>3%</b></div>

**NET SCORE: 70%**      **NET SCORE: 58%**      **NET SCORE: 54%**      **NET SCORE: 50%**      **NET SCORE: 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

AS SEEN ON R29

The Pantry Meals Real People Are Cooking Right Now



Top Performing R29 Food Story week of March 30

AS SEEN ON VICE TV

Dark Side of the Ring Season 2



The March 24th premier of Dark Side of the Ring, Season 2 was VICE TV's most watched original telecast in network history

Q: What types of stories would you like to hear from us?

### CORONAVIRUS-RELATED

- 43%

"What to do when..." tips
- 41%

Information on how to manage my finances during this time

↑

MILLENNIAL45%
- 35%

Tips for at-home routines (e.g. beauty, workout)

↑

GEN Z42%
- 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

↑

GEN Z51%
- 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.

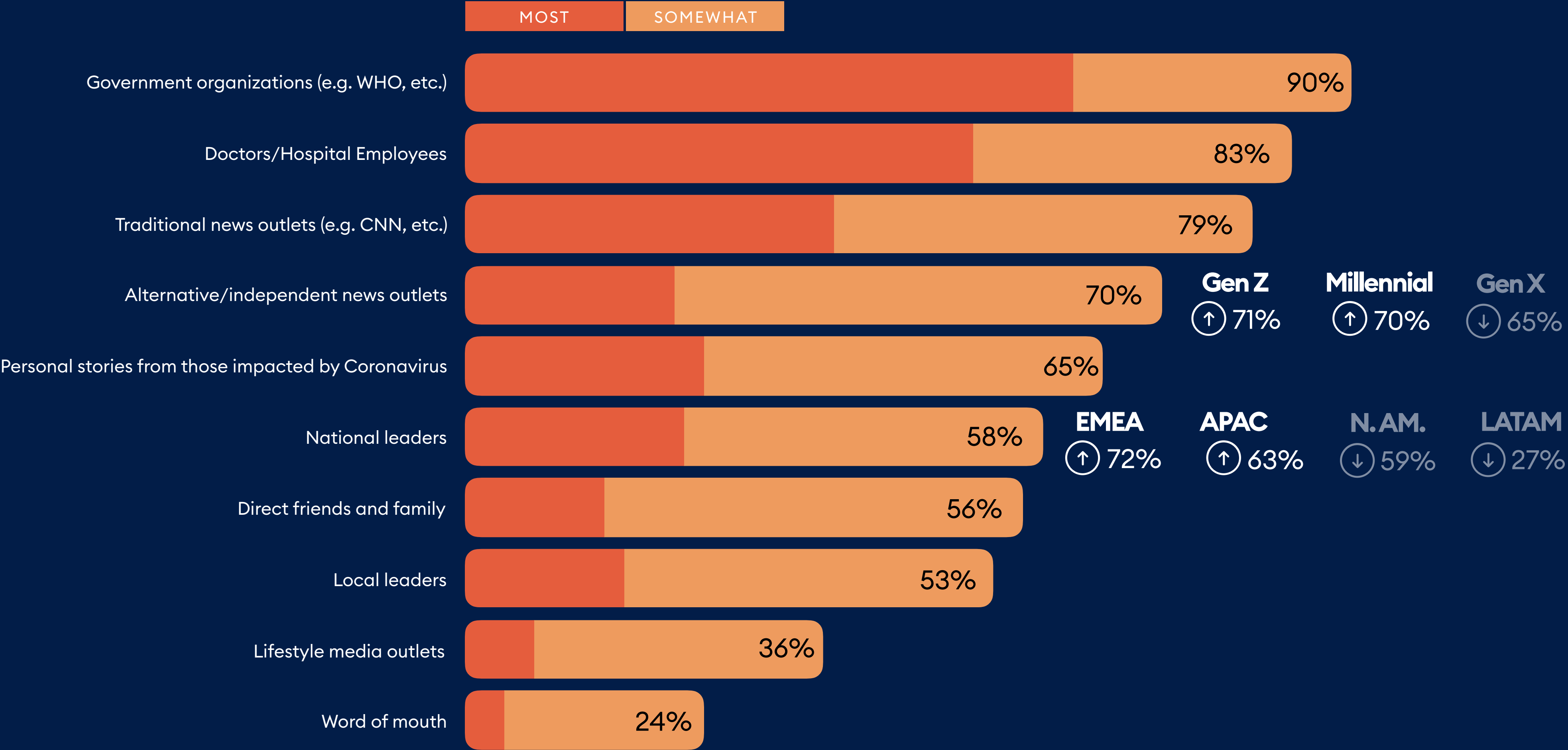
## INFORMATION THEY RELY ON



VICE's 'Diary of a Doctor' series: On the Frontline of COVID-19, shares personal stories from those on the frontline

245K+ Video Views in the first week










Q: How much do you rely on information from the following sources about and surrounding Coronavirus?



# Young people predict the world will be forever changed economically and socially.

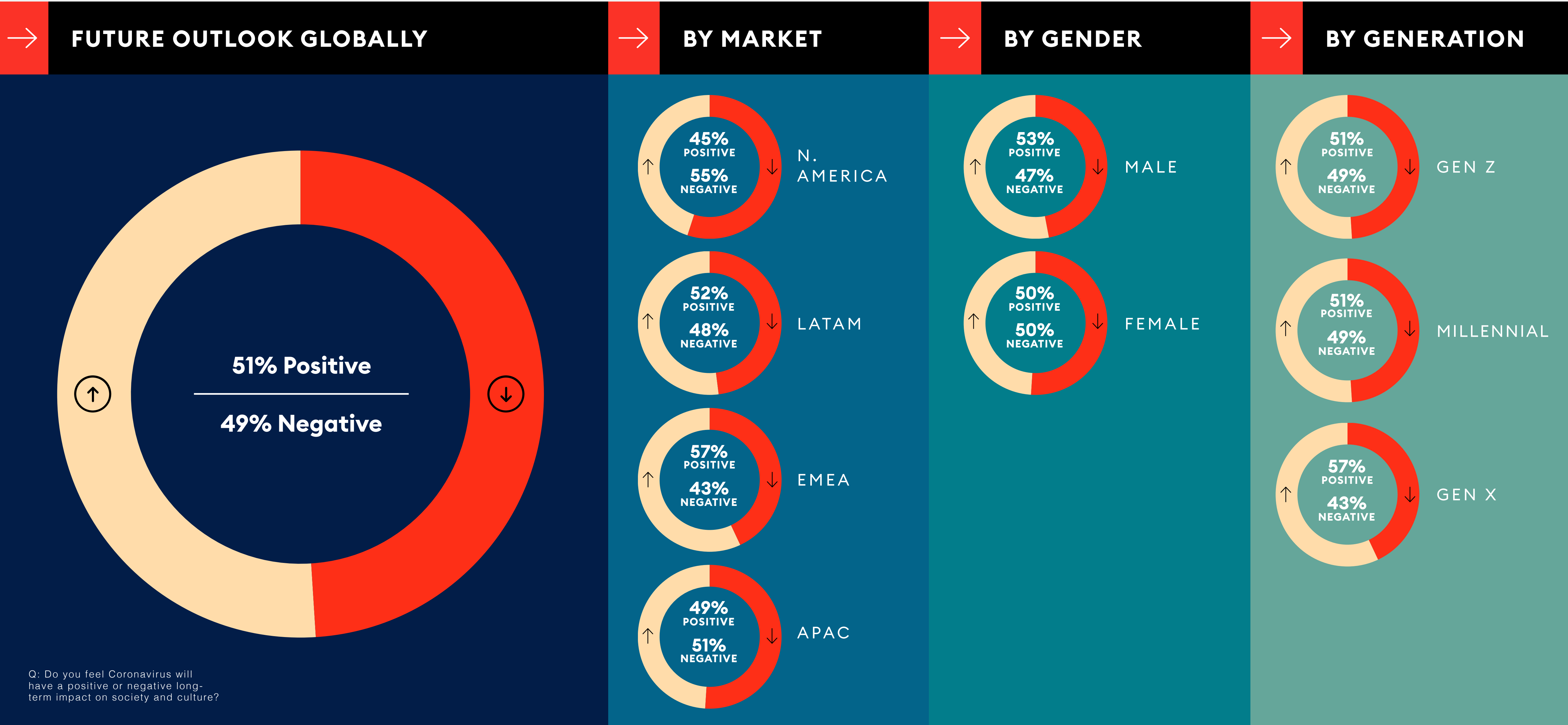
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WHAT THEY THINK WILL CHANGE AFTER THE PANDEMIC

									
	THE WAY OUR ECONOMY OPERATES	THE WAY WE ENGAGE WITH OUR COMMUNITY	THE WAY WE SOCIALIZE	THE WAY WE WORK	THE WAY WE ADDRESS CLIMATE CHANGE	THE WAY WE RALLY BEHIND CAUSES	THE WAY WE SHOP	THE WAY WE EAT	THE WAY WE ENGAGE IN ENTERTAINMENT
GLOBAL	62%	55%	51%	47%	31%	31%	26%	21%	18%
GEN Z	61%	59%	54%	43%	34%	34%	26%	22%	20%
MILLENNIAL	63%	53%	49%	52%	30%	30%	26%	21%	18%
GEN X	54%	49%	42%	36%	25%	31%	22%	11%	11%

Q: What do you imagine will be the most lasting societal change after this pandemic?

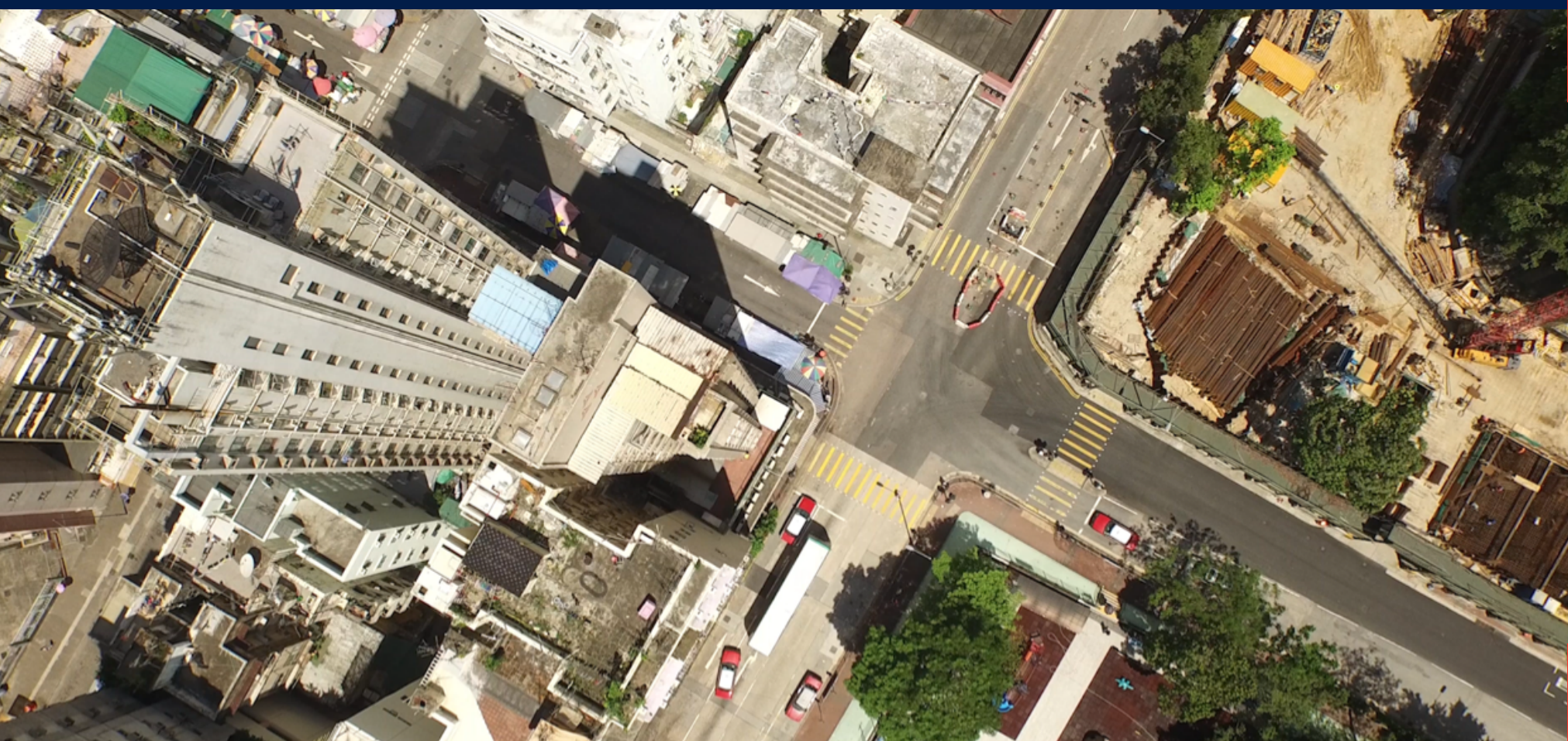
# The energy of the post COVID world remains undecided.



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



# 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.**



## 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.



# THANK YOU

information  
desk

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**VICE** media  
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To dive deeper into our insights, please contact Julie Arbit, Global SVP, Insights | [julie.arbit@vice.com](mailto:julie.arbit@vice.com)

