



93% of Gen Z & Millennials Are Being Impacted by COVID-19

MAR 24 2020 COVID-19

YPulse's exclusive data on how COVID-19 has impacted Gen Z & Millennials...

The Coronavirus pandemic is affecting the lives of young consumers in new and unique ways, swiftly creating a new reality that they are being forced to adjust to—and that will have long lasting and serious effects on these generations. Brands need to be prepared to face a changed group of young consumers.

YPulse is carefully monitoring COVID-19's impact on young consumers, from teens to Millennial parents, and how brands can respond. We'll be providing new data and insights for you weekly to cope with the crisis, including: soon-to-be-released special reports,

exclusive data on Coronavirus and the next generations, and actionable insights on what brands need to be doing now.

You can access everything [here on our young consumers and COVID-19 hub](#)—and today we’re giving you a first look at our exclusive data on how Coronavirus has impacted Gen Z and Millennials.

Over the last two weeks, we’ve twice surveyed 1000 13-39-year-olds to see how they’re feeling about the pandemic, and how it is changing their behaviors and daily lives—from their activities to their spending. Our research shows that 93% of young consumers now say they have been impacted by COVID-19, a serious increase from the 63% who felt impacted just the week before, pre-quarantine rules. The staggering number of young consumers who feel affected by the crisis means that every single brand that targets these groups needs to take meaningful action to address their concerns, or help them navigate these uncertain times.

Despite the headlines about young generations ignoring the threats of the virus, Gen Z and Millennials are not feeling immune. Instead, anxiety over the pandemic has also increased significantly, and cautious and anxious are the two top emotions that Gen Z and Millennials are having about Coronavirus—while only 19% of them feel prepared. Of course, their everyday behaviors have shifted drastically, with three in five reporting that COVID-19 has changed how often they go out in public, and half saying they have stocked up on food/supplies at home. For a closer look at how Gen Z and Millennials’ behavior has been quickly changed by COVID-19, check out our full infographic below. We’ll be regularly releasing more data on the pandemic’s impact on young consumers, and how brands can react, as this crisis unfolds.

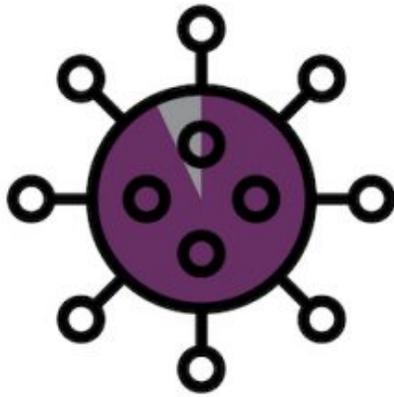
YPULSE

SPECIAL INFOGRAPHIC SNAPSHOT

THE YPULSE COVID-19 TRACKER / 3.24.20

ANXIETY RISING

Gen Z and Millennial lives are impacted by COVID-19 in new and significant ways each day. YPulse is regularly asking 1,000 13-39-year-olds how the pandemic is affecting their attitudes, behaviors, spending, and more. Research for this infographic was conducted from March 20-23—as parts of the country moved on from self-quarantine to shelter-in-place. YPulse fully expects these numbers to have already increased significantly.



93%

of Millennials and Gen Zs say they have been affected by COVID-19

An increase of 24% since March 16

No, young people do not feel immune to virus.

Despite what you may have seen in St. Patrick's Day and spring break news coverage, over half of Millennials and Gen Zs say they feel cautious toward the Coronavirus. In fact, many have adopted new habits—hygiene in particular—in response to the pandemic (keep reading). However, Millennials are more likely to have growing negative feelings than their younger counterparts. Feelings of anxiety, fear, sadness, and shock jumped significantly among Millennials in the last week—as shelter-in-place orders went into effect.

HOW HAS CORONAVIRUS MADE YOU FEEL?

	TOTAL	GEN Z	CHANGE FROM PREVIOUS WEEK	MILLENNIAL	CHANGE FROM PREVIOUS WEEK
Cautious	54%	50%	+8	54%	+11
Anxious	49%	38%	+1	51%	+18
Scared	36%	29%	+7	38%	+16
Annoyed	34%	36%	+2	33%	+8
Sad	28%	22%	+6	28%	+14
Shocked	26%	28%	+10	27%	+10
Vulnerable	24%	16%	+2	24%	+6
Unprepared	21%	18%	+1	21%	+3
Prepared	19%	21%	+6	19%	+4
Safe	8%	10%	0	8%	-1
Unbothered	8%	17%	-8	6%	-8

From hygiene to handshakes: how affected young people are changing habits in response to the crisis



59%

are washing their hands more



51%

have limited physical touch with others



39%

have bought hand sanitizer



15%

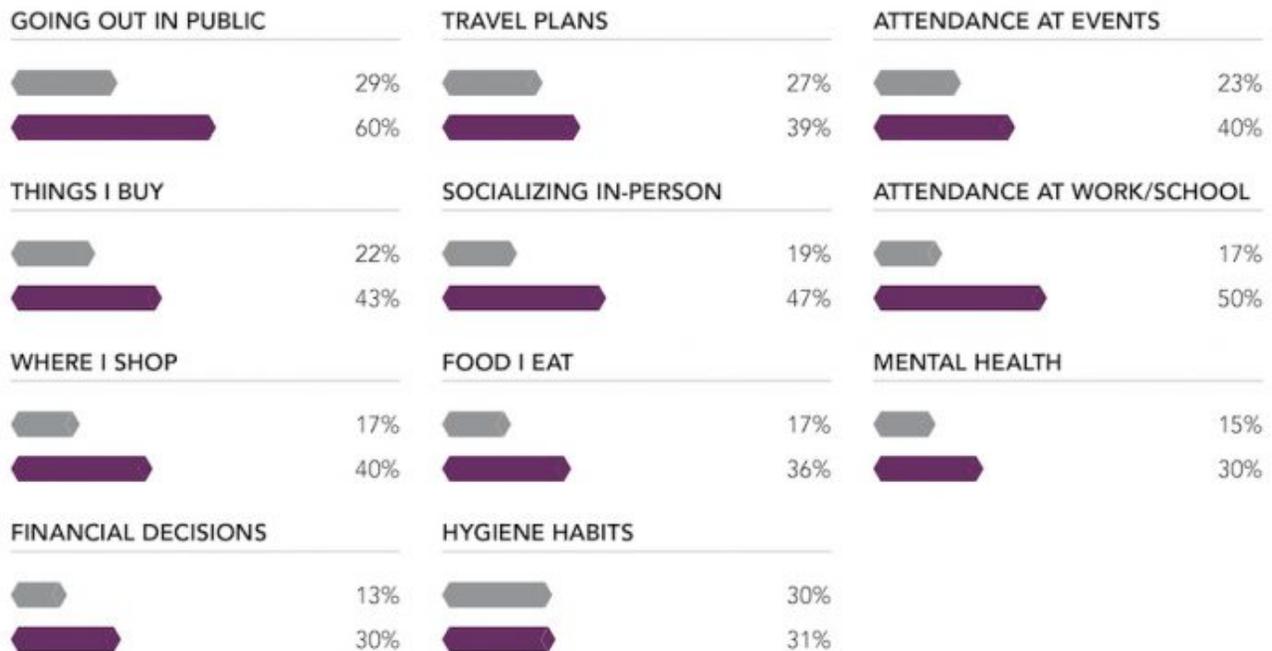
have bought a face mask

“How are we doing? It's been a week.”

During normal times, it typically takes weeks, if not months, to see large changes in Millennial and Gen Z behavior. These are anything but normal times. Between our last two fielding dates (March 10-16 and March 20-23), COVID-19 cases multiplied exponentially, restaurants and bars were closed in cities across the country, and shelter-in-place orders took effect in some areas. Across those *four* days, Millennials and Gen Zs changed their behaviors dramatically—doubling in most cases. Both generations did little to change their hygiene habits, but it can also be inferred that many had already changed their hand-washing behaviors (see above).

COVID-19 IMPACT ON BEHAVIORS AND DECISIONS

● March 10-16 ● March 20-23



Homeward Bound

Thanks to self-quarantine and shelter-in-place orders, many Millennials and Gen Zs are tied to the couch whether they want to be or not.

27%

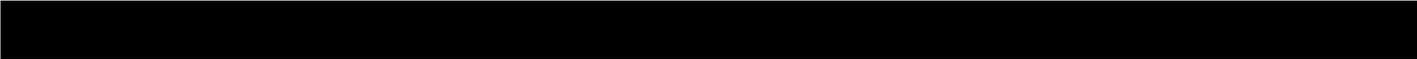
Millennials Working From Home
+15 from previous week

59%

Students Not Attending School
+38 from previous week

Ready for more data and insights?

Visit the YPulse COVID-19 Hub for daily updates on Millennials and Gen Zs throughout the pandemic: ypulse.com/covid-19



YPulse subscribers: Log in right now to see how COVID-19 is impacting Millennials and Gen Zs

Not a subscriber yet? Learn how you can get the latest Millennial and Gen Z data, and possibly even track your brand during this crisis. Visit ypulse.com/plans-and-pricing to learn more