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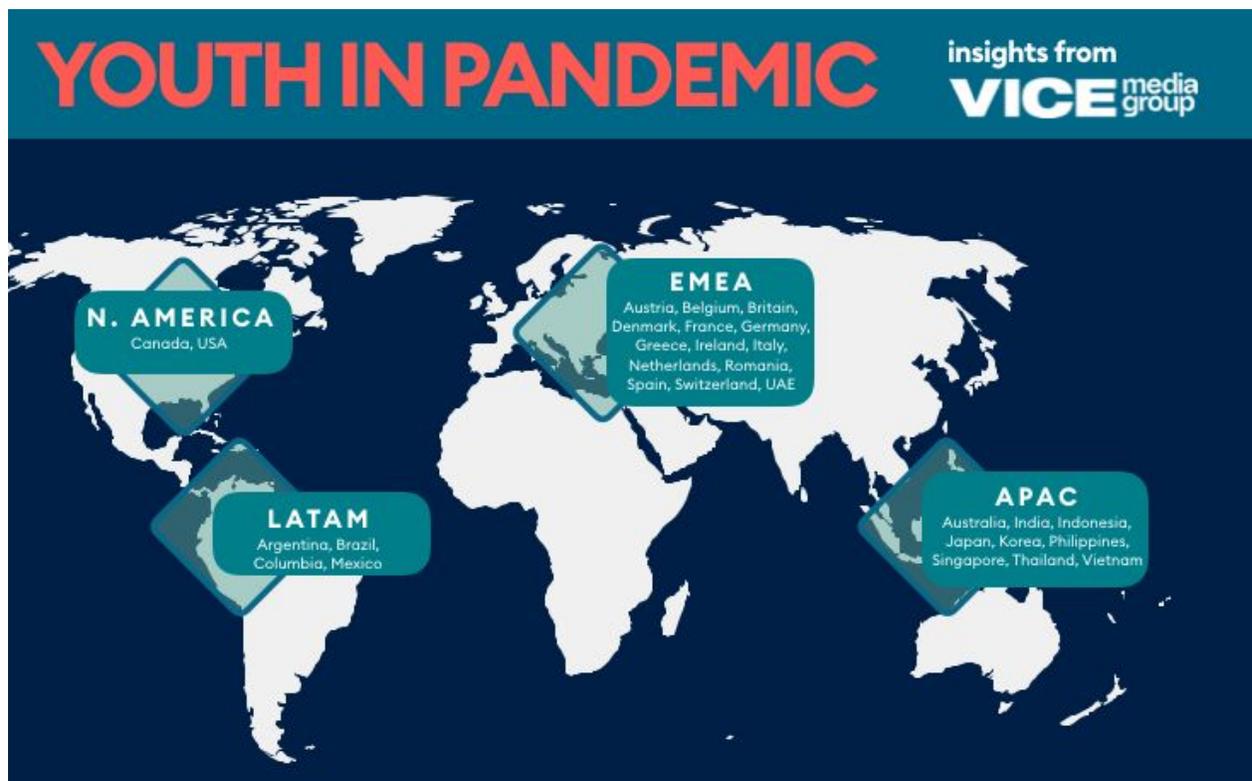
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VICE RELEASES FIRST GLOBAL COVID-19 YOUTH STUDY ***Youth in Pandemic: Hopes and Fears for an Uncertain Future***

Over 9,300 Youth in 30 Countries Surveyed Millennials and Gen Z are Economically Anxious and Split on Who to Trust for Information



[Link to Youth in Pandemic Study Excerpt](#)

April 20, 2020 - Brooklyn, NY - Vice Media Group, the world's leading independent youth media company, is unveiling fresh insights into the feelings and behaviours of young people around the globe during the COVID-19 crisis. Surveying 9,360 respondents across 30 countries, *Youth in Pandemic: Hopes and Fears for an Uncertain Future* reveals the ways young people are activating with positivity despite media reports to the contrary. From where they're turning for trusted information about COVID to key behavioral changes they are forming, *Youth in Pandemic* offers a remarkable view of the Gen Z and Millennial cohorts during this unprecedented time.

The study was conducted by VICE Media Group's Information Desk, its arm dedicated to decoding youth behaviours and trends that are moving and shaping culture.

"As the leading youth media company, it is our responsibility to be by young people's side and help guide them through these unprecedented times, so we conducted a survey among our global audience to understand their mindset and inform what they need most from us right now," said Julie Arbit VICE's Global SVP of Insights. "What was clear from our research is that while young people feel the world hangs in balance, they believe there is a path to a positive future. Young people are looking for media and brands to establish connections for support and collaboration, to create the content they need to stay informed and entertained, and to help them make a difference."

Key insights and predictions include:

- **Taking the Pandemic Seriously** | 87% of Millennials and Gen Z feel they are doing everything they personally can to limit the spread of COVID-19.
- **Values are Shifting** | While 55% are feeling an increase in fear, they also have a 60% increase in empathy.
- **Lifestage Drives Coronavirus Concerns** | 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.
- **Don't Know What to Trust** | For COVID-19 information, 90% are relying on government organizations such as WHO versus 58% on national leaders* or 53% on local leaders.
- **New Connections** | 31% have taken up a new hobby and another 31% have reached out to someone they haven't spoken to in a while
- **The World will be Forever Changed** | The way our economy operates and the way we engage with our community are two of the biggest factors young people predict will forever change.
- **The Future is in Our Hands** | It's a 50/50 split on if COVID-19 will have a positive or negative long-term impact on society and culture.

VICE's Information Desk will be sharing additional findings with partners and brands to help navigate these uncertain times kicking off with a new thought leadership series, **Fast Forward** beginning April 23. Also, VICE will conduct additional rounds of research exploring changing sentiments over time and specific topics such as wellness, entertainment, work and money.

*National leaders varying greatly by region

ABOUT THE STUDY

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. The total sample size was 9,360 people ages 16-55, with the majority (93%) representing younger generations - Gen Z and Millennials across 30 countries.

ABOUT INFORMATION DESK

VICE Media Group's Information Desk is dedicated to decoding youth behaviours and trends that are moving and shaping culture through proprietary research. With unparalleled expertise on culture and access to the people who are consuming and shaping the world we live in, the Information Desk translates information sourced from VICE Media Group's young audience, global creators and content into actionable insights for both VICE and its partners.

ABOUT VICE MEDIA GROUP

[VICE Media Group](#) is the world's largest independent youth media company. Launched in 1994, VICE has offices in 35 cities across the globe with a focus on five key businesses: VICE.com, an award-winning international network of digital content; VICE STUDIOS, a feature film and television production studio; VICE TV, an Emmy-winning international television network; a Peabody award-winning NEWS division with the most Emmy-awarded nightly news broadcast; and VIRTUE, a global, full-service creative agency with 25 offices around the world. VICE Media Group's portfolio includes [Refinery29](#), the leading global media and entertainment company focused on women; [PULSE Films](#), a London-based next-generation production studio with outposts in Los Angeles, New York, Paris and Berlin; [i-D](#), a global digital and bimonthly magazine defining fashion and contemporary culture; and [Garage](#), a digital platform and biannual publication converging the worlds of art and design.

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