



YOUTH IN PANDEMIC

COVID-19 SENTIMENT, ATTITUDES &
BEHAVIOURS IN EMEA

information
desk

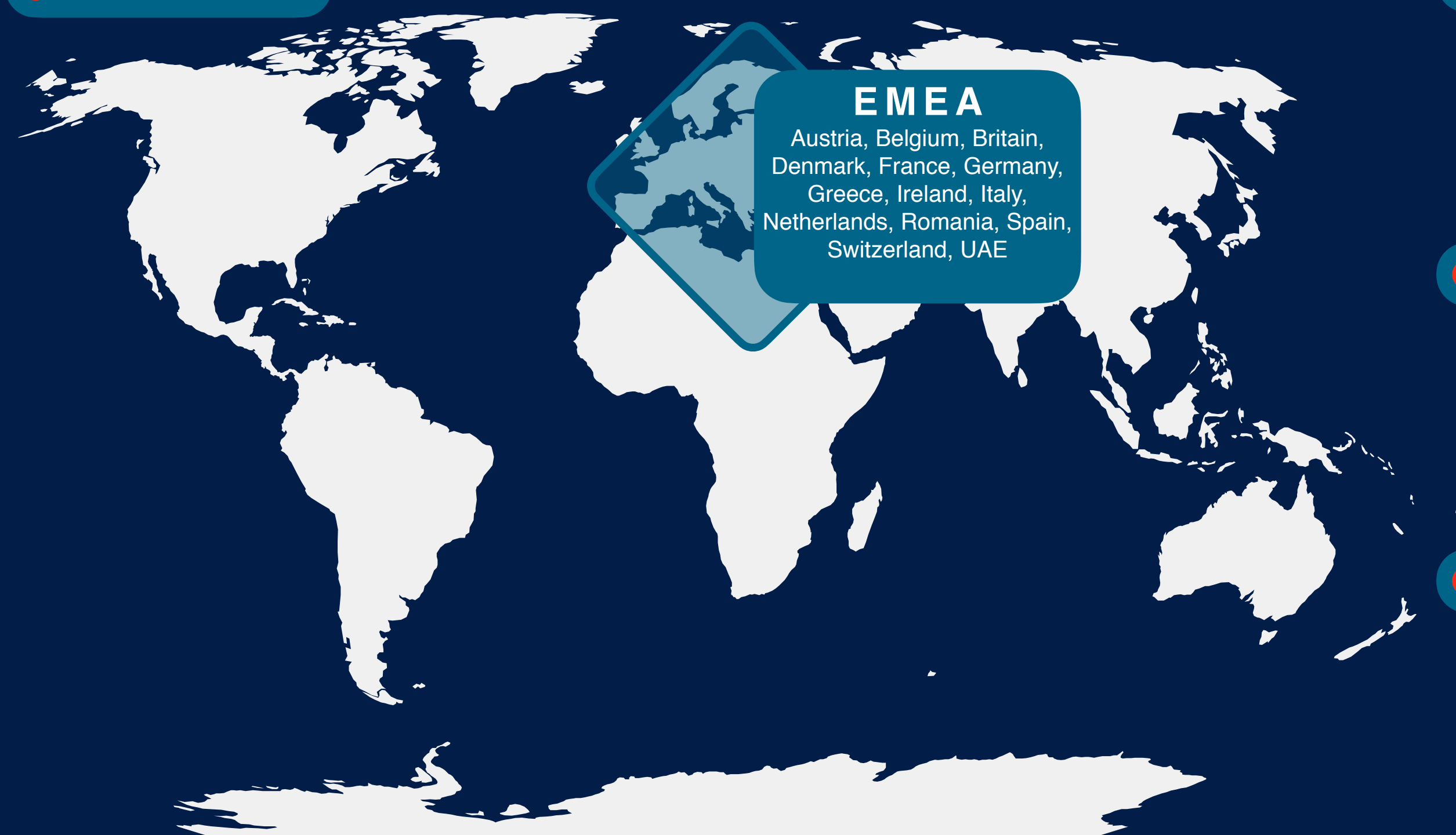
insights from
VICE media
group

Understand how young people across the EMEA region 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=1,840

GENDER

48%
MALE

48%
FEMALE

4%
NON-BINARY/
N/A

GENERATION

35%
GEN Z

50%
MILLENNIAL

15%
GEN X

LOCATION

18%
RURAL

18%
SUBURBAN

37%
URBAN

27%
MAJOR CITY
(1MM+ PEOPLE)

Youth in EMEA takes the COVID-19 crisis seriously, but still not as seriously as the rest of the world

• **81%**
VS. 87% Global

say they take this pandemic
very seriously



They are doing
their part, but they
don't feel everyone
else does

89%

feel they do everything
they can to limit the spread
of Coronavirus.

32%

VS. 20% NA / VS. 22% LATAM

feel others do everything
they can to limit the spread
of Coronavirus.

ONLY 15%

of *youth in Britain* feel that
others do everything they
can to limit the spread of
Coronavirus



“

I think many people have
changed...[they] are more
supportive, while others have
shown their most horrible
human side and how selfish
and individualistic they are

”

– Millennial, Woman, Spain

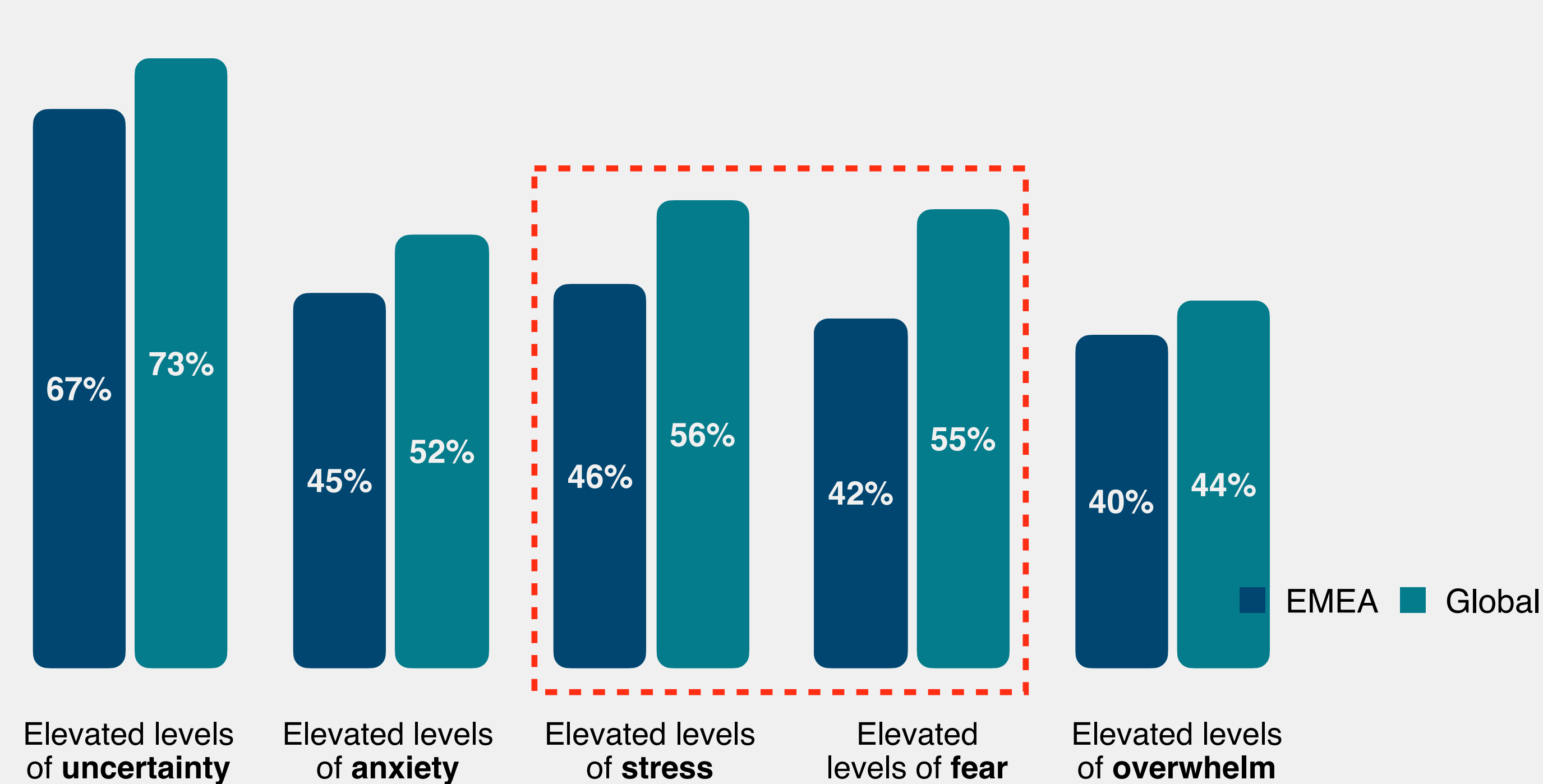


Q: I am doing everything I can do to limit the spread of Coronavirus.

Q: I feel others are doing everything they can do to limit the spread of Coronavirus.

Emotions are running high for the EMEA youth

● HOW THEY ARE FEELING COMPARED TO BEFORE COVID-19



● ITALY

Youth in Italy is in this for the long run, experiencing the situation more intensely compared to the rest of the region

88%
VS. 67% EMEA

Experience higher levels of *uncertainty* compared to before COVID-19

81%
VS. 46% EMEA

Experience higher levels of *stress* compared to before COVID-19

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

They are worried for loved ones, while the potential of a new recession is more worrisome than getting sick themselves

62%

are mostly worried about *loved ones* getting the Coronavirus

ONLY

25%

say they worry about getting the Coronavirus *themselves*

VS. 43% Global

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



46%

say they are worried about the **economic impact**

31%

say they are worried about their **personal finances**

“
I worry that soon I will no longer have a roof over my head because the promised government aid packages are not really being planned and will probably be too late
”

– Gen Z, Transgender, Austria

There's still positivity and thoughts of a better tomorrow...

57%

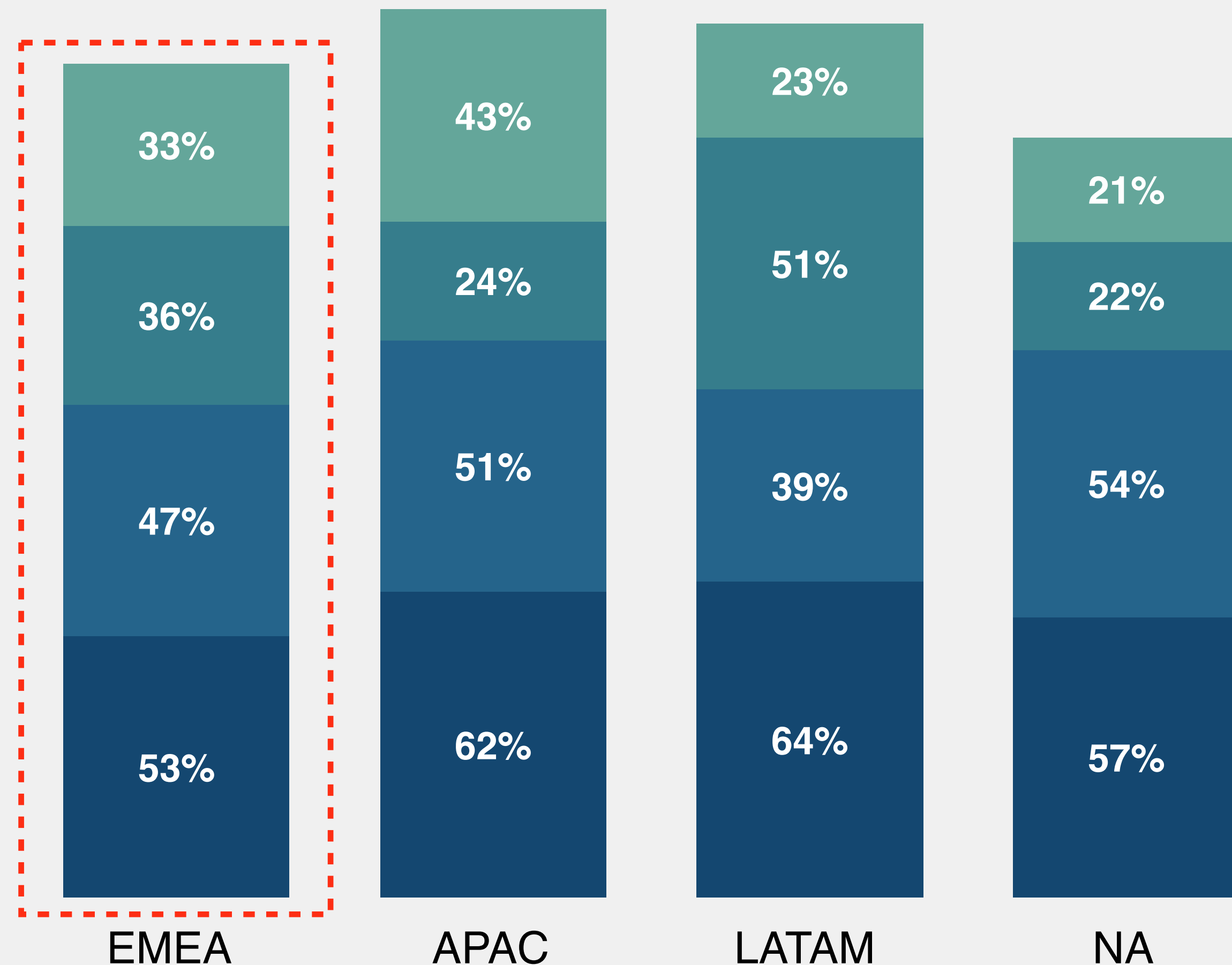
VS. 45% NA / VS. 49% APAC

feel Coronavirus will have a
positive long-term impact on
society and culture

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

HIGHER LEVELS OF POSITIVE EMOTIONS COMPARED TO PRE
COVID-19

Empathy Gratitude Connectedness Hopefulness



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

Southern European countries don't share the optimism of most EMEA countries

ONLY **28%**
-29% VS. EMEA

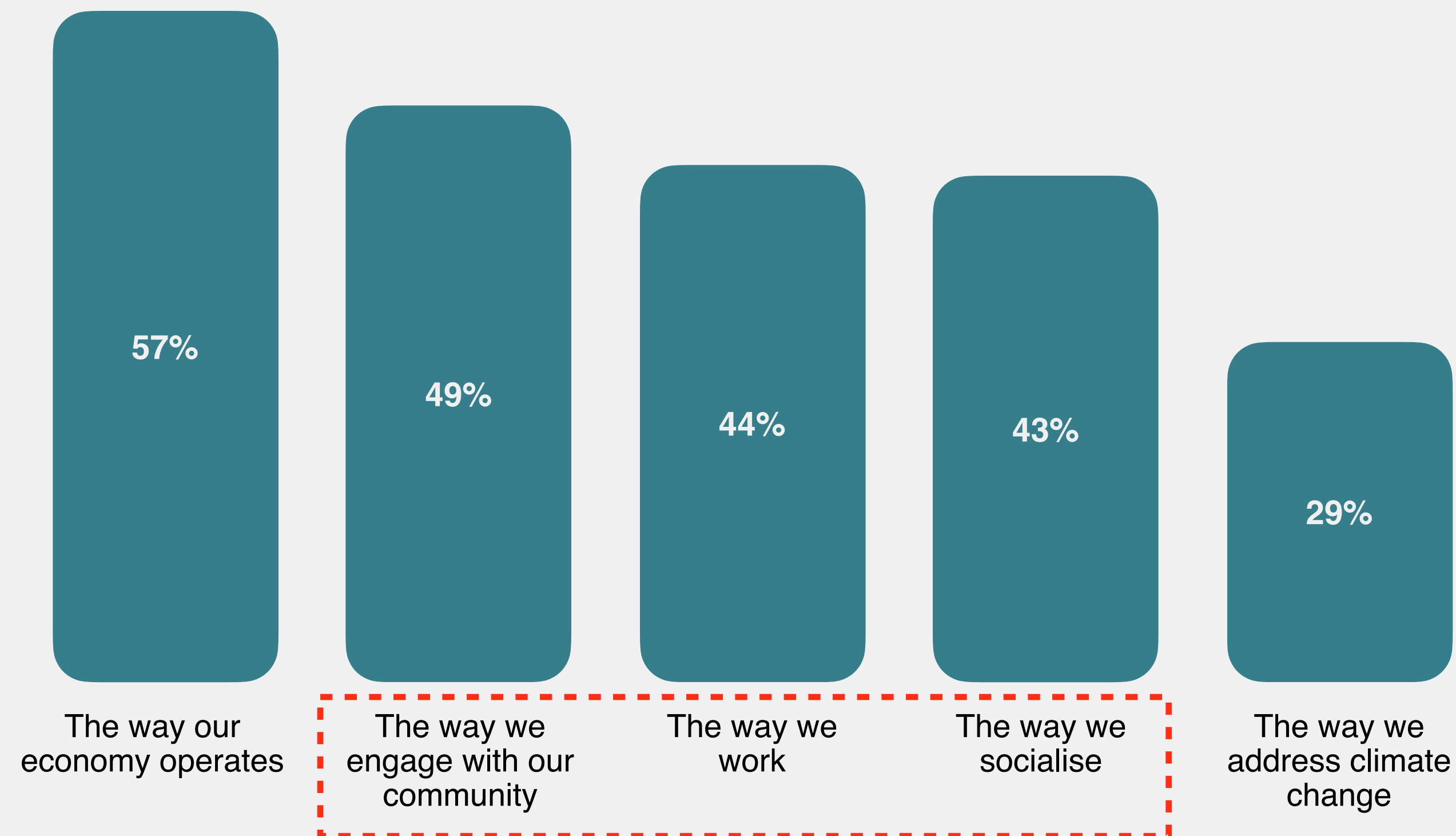
of youth in *Italy* feels
Coronavirus will have a
positive long-term impact

ONLY **42%**
-15% VS. EMEA

of youth in *Spain* feels
Coronavirus will have a
positive long-term impact



Youth in EMEA know the world will never be the same and predict long lasting changes in our economy and society



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

NETHERLANDS

Youth in the Netherlands are convinced that their social life will never be the same again

84%
VS. 49% EMEA

Say there will be a long lasting change in the **way we engage with our community**

71%
VS. 44% EMEA

Say there will be a long lasting change in the **way we work**

Purpose has an impact on getting them through this

- **40%**

experience **lower levels of purposefulness** now compared to before Coronavirus

- **41%**

VS. 35% Global

say that feeling a **sense of purpose today** and into the future makes them feel emotionally grounded.



Many are grateful for the gift of time that has been given to them.

"I can now look for an hour outside the window into the nature, **zoning out and consciously doing nothing** without any feelings of guilt."

– Gen Z, Woman, Germany

"**Having new ideas** and being able to work on projects that excite me"

– Gen Z, Man, Belgium

"Time to take a break and reflect. This situation is a possibility for all of us to **reboot**."

– Millennial, Man, Spain



“
Slowing down, having time to exercise, cook and spend time with my husband and kids
”

– Millennial, Woman, Britain

1 IN 2 say they feel more grateful today than they did before the Coronavirus

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

Q: What are you unexpectedly grateful for during this time?

Staying sane in an insane situation

They have found the way to see the positive in a negative situation and stay emotionally grounded.

1 IN 2

stay emotionally grounded through **entertainment**, finding **comic relief** to be a good distraction for them.



67%

say that **connecting** with loved ones keeps them emotionally grounded.

I notice a general movement together - friends I hadn't heard from for a long time, lunch breaks via Skype...I am now often less lonely in quarantine than I previously felt

— Millennial, Man, Germany

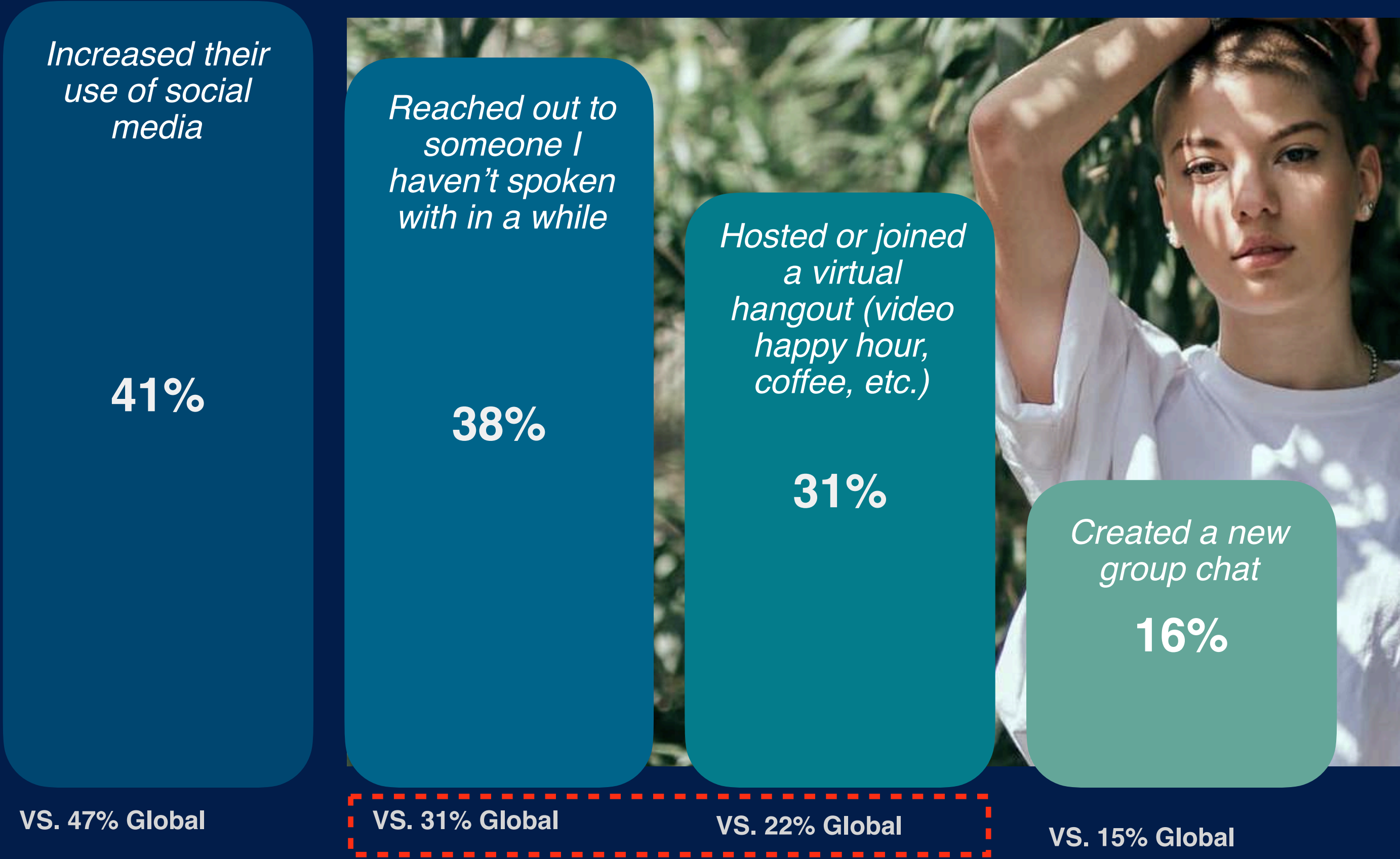
They are looking for new ways to stay connected or reconnect

• **72%**

took actions to make sure they stay connected during the COVID-19 crisis

● BEING ALONE DOESN'T MEAN FEELING ALONE

Compared to the rest of the world, youth in EMEA more actively seeks for social contact by reaching out to those who they've lost touch with or virtually enjoying time with friends instead of just scrolling through social media.



Q: Have you taken any of the following actions in order to stay connected, maintain relationships, or manage your mental health?

28%

say they've taken up or gotten back to a hobby

+13% learned a new skill

1 IN 4

say they've experimented with a new recipe

Many are focusing on self-development during this time

49%

have turned to their creativity with their newly earned time

VS. 62% NA/ VS. 56% APAC



“ I take care of my animals, listening to loud music and dancing, reading a lot of books and next week I am starting the renovation of my terrace

”

– Millennial, Woman, Germany

Some are focusing on their mental health and self care

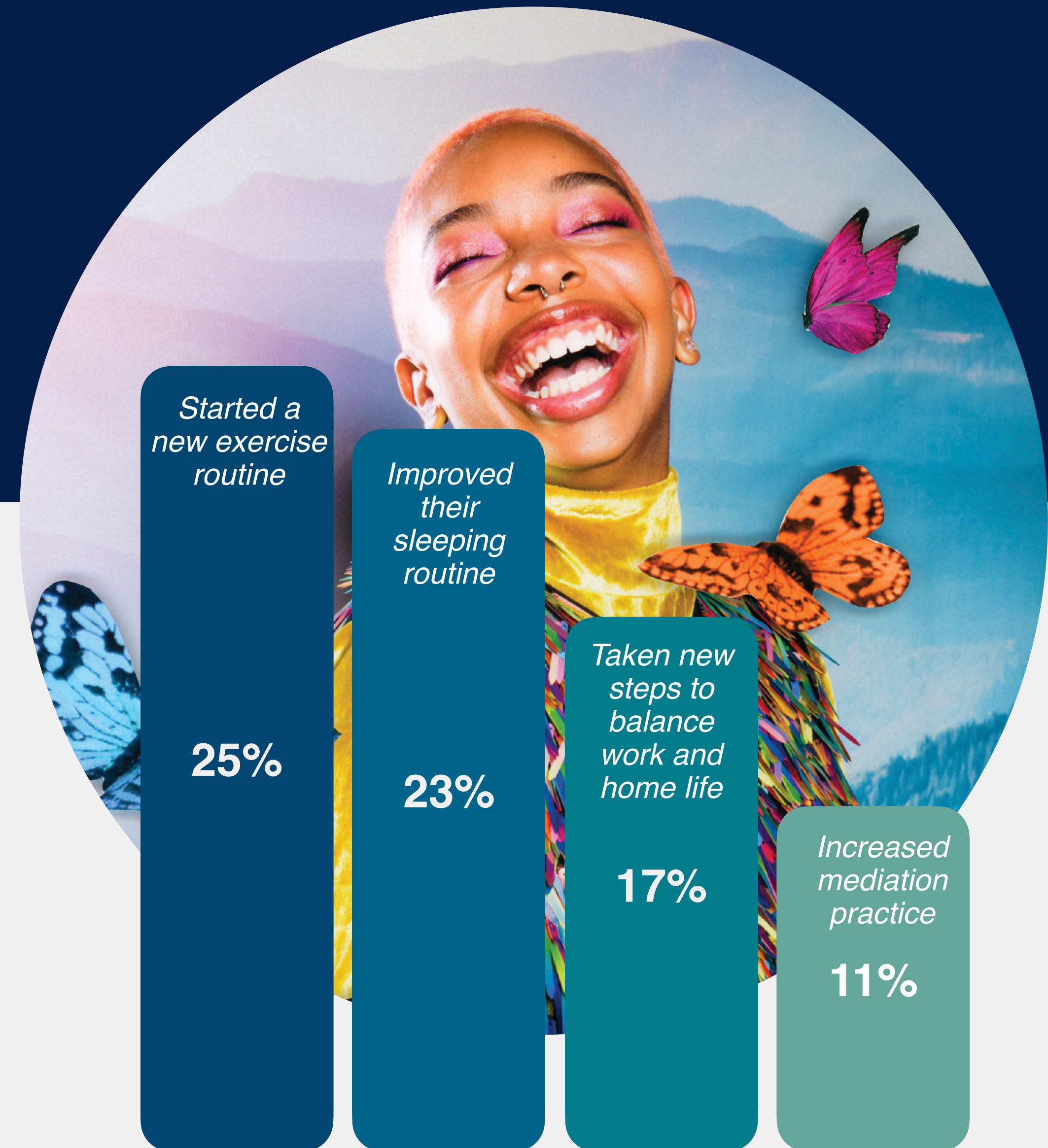
“
I am scared
that my mental
health will be
affected from
the self
isolation and
the lack of
human contact
”

34%

say they feel **worried**
about their emotional and
mental health

54%

say they've implemented a
new routine to get them
through the situation



Q: Have you taken any of the following actions in order to stay connected, maintain relationships, or manage your mental health?



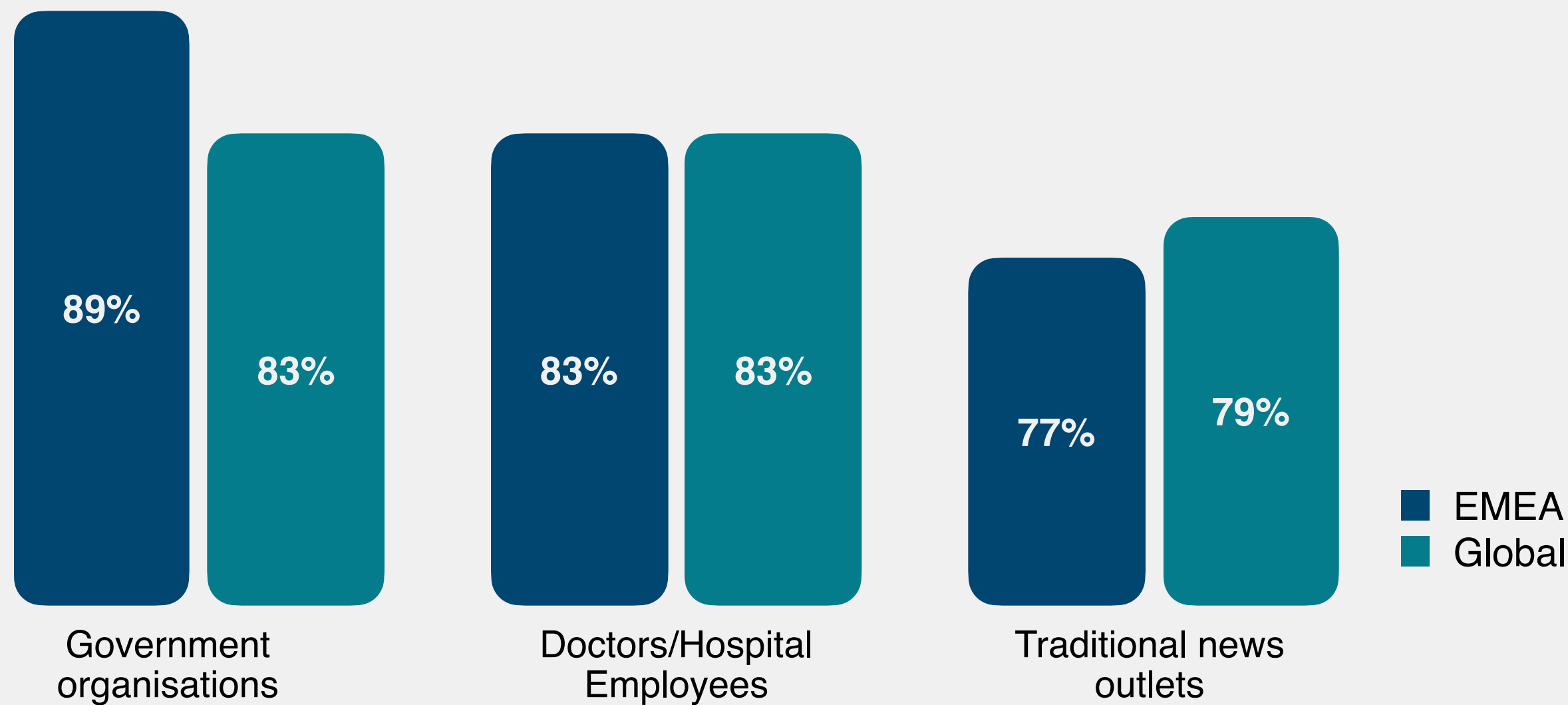
COVID-19 AND CONTENT CONSUMPTION

COVID-19, EMEA YOUTH AND THE ROLE OF MEDIA

Youth in EMEA haven't lost faith in their ledaers

72% rely on their ***national leaders*** for COVID-19 information
VS. 58% Global

OTHER INFORMATION SOURCES THEY RELY ON



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

BRITAIN AND FRANCE

However, young people in certain EMEA markets do not share the same levels of trust towards their local leaders

ONLY 30% Of youth in ***Britain*** relies on their local leaders for COVID-19 information
VS. 61% EMEA

ONLY 41% Of youth in ***France*** relies on their local leaders for COVID-19 information
VS. 61% EMEA

At the same time Coronavirus content fatigue has already started to settle in...

• **60%**

VS. 46% Global

actively seeking non-
Coronavirus content to
consume online

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



ONLY 41%

VS. 50% Global

Feel that following the news
is what can make them get
through this pandemic

“
I would like to
see lots of non-
coronavirus
content.
Everything in
the media is
about the virus
we can't
escape it.
”

– Millennial, Woman, Ireland

Young people are seeking inspiration and advice

OVER 1 IN 2

relies on alternative news outlets for information on and around COVID-19

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

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

TYPES OF CONTENT THEY ARE LOOKING FOR



"Healthy cooking recipes for all people who might not be healthy financially, as well as tips for single parents who may reach their limits right now."

— Millennial, Woman, Germany

"Tips on maintaining your mental health, eating disorders, depression, anxiety disorders are all at a new high right now!"

— Gen Z, Woman, Austria

Key Takeaways

Time for a change

Today's youth knows that not everything is going to be okay and they anticipate there will be consequences, but they also know something good can come out of it. Gen Z and millennials have been asking for a change for a long time and now it's the time to get it. Brands need to listen to them more than ever and lead the change together with youth in the direction they desire. Show them what you can do for them to help them get through the crisis and aim for a better tomorrow together.

Finding a cause

Brands need to show to young people that they are there for them. Don't just inform them everything will be okay

and that you have a solution to keep servicing them during the crisis. They need ways to escape the Coronavirus and figure out what they can do to make the best out of a bad situation. Drive their attention to a cause to help them find meaning.

Resuming everyday life

Young people are getting tired of hearing and reading about Coronavirus, while feeling that their lives have been paused. We are in this for the long run and there's an urgency to adjust and resume our lives. Brands need to show young people that they are not just observing and waiting for things to go back to normal, but they are here to define what the new normal is and guide youth throughout the crisis and beyond, moving forward to our new reality.



THANK YOU

information
desk

insights from
VICE media
group

To dive deeper into our insights, please contact Christina Poimenidou, Director Insights EMEA | christina.poimenidou@vice.com

