

**VICE** media  
group

information desk

# YOUTH IN PANDEMIC

## OUTLOOK FROM APAC

OVERVIEW

**The world is currently in the grips of an unprecedented health crisis in COVID-19. We wanted to explore the impact it was having on young people in APAC.**



METHODOLOGY

# Who did we speak to?



APAC Sample Size: **2,979** adults 16+

We conducted a global online survey to understand the impact of COVID-19 on young people. The survey ran from March 20-29, 2020.

We surveyed 2,979 people in APAC, and 9,360 globally, focusing on Gen Z and Millennials.

### MARKETS

- Australia
- India
- Indonesia
- Japan
- South Korea
- Philippines
- Singapore
- Thailand
- Vietnam

### GENDER

**53%**  
Men

**44%**  
Women

**3%**  
Non-binary/  
N/A

### GENERATION

**41%**  
Gen Z

**58%**  
Millennial

**1%**  
Gen X

### LOCATION

**7%**  
Rural

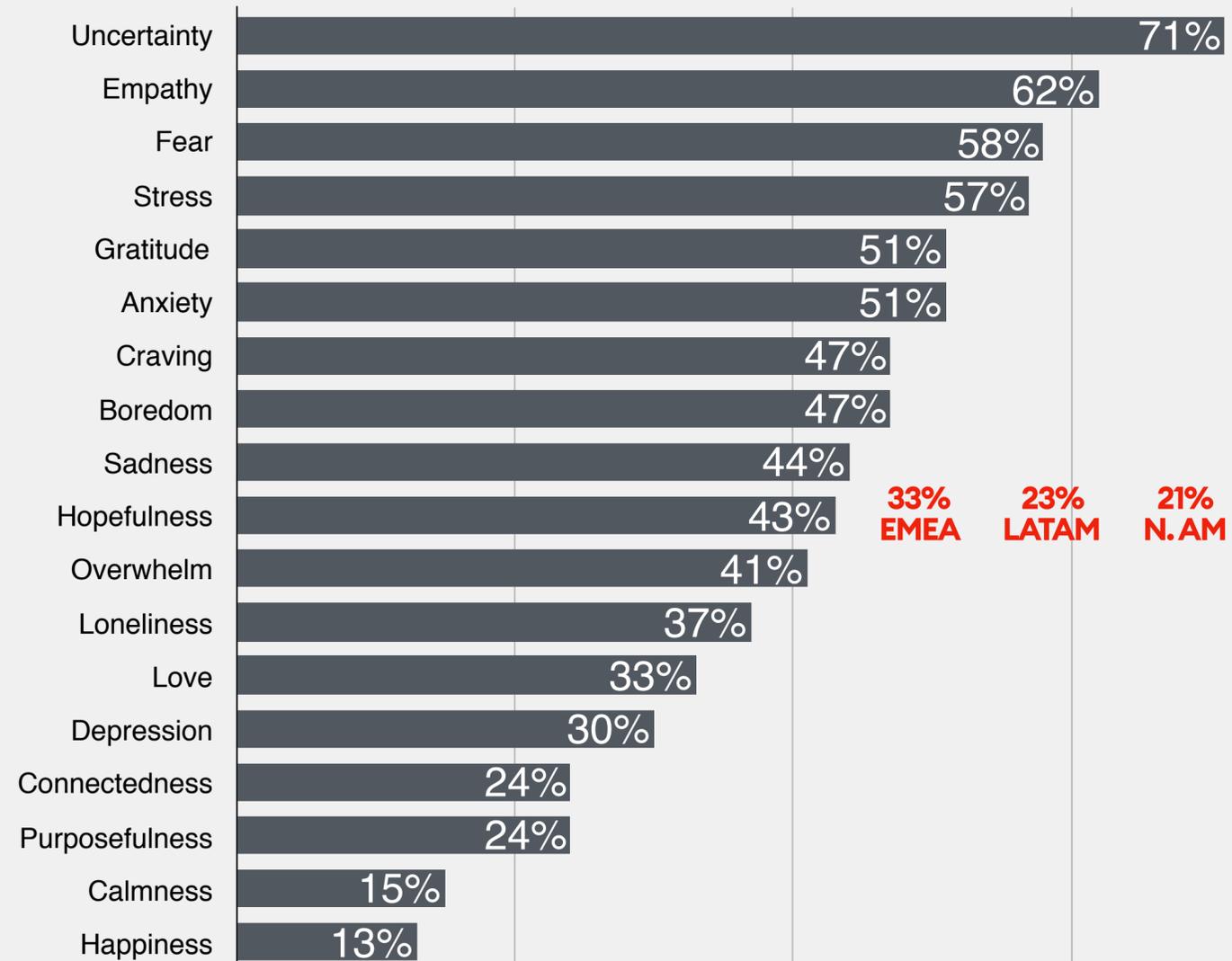
**22%**  
Suburban

**28%**  
Urban

**43%**  
Major City  
(1MM+ People)

Survey was conducted among VICE, i-D and Refinery29 readers.

q1: How would you describe your emotions today compared to an average day before the Coronavirus?



**‘Uncertainty’ and ‘empathy’ are the predominate emotions in APAC.**

**APAC are the farthest along in the pandemic, and are beginning to see hope for the future, with APAC youth feeling more **hopeful** compared to the rest of the world.**

# Young people in APAC are doing what they can to flatten the curve, but feel that many others are not.

**85%**

Feel that “they are doing everything they can to limit the spread of Coronavirus.”

**VS. 30%** Feel that “others are doing everything they can to limit the spread.”



Photo: [VICE.com](https://www.vice.com)

# Family and friends, social media, and finances are keeping young people across APAC grounded.



62%

Say that **family and friends** make them feel the most emotionally grounded throughout this time.

45%

Say that **social media** and staying connected makes them feel the most emotionally grounded throughout this time.

43%

Say that **finances** - and having enough money to support themselves - makes them feel emotionally grounded throughout this time.

# The main cause of fear and anxiety in APAC is the idea of family and friends getting sick.

66%

Say that a friend or family member getting the Coronavirus is their #1 cause of fear and anxiety.

## TOP FEAR & ANXIETY DRIVERS

Young people across APAC are not only concerned about the possibility of **getting sick**, but also the **economic impact** of the lockdown period.

52%

▶ Economic impact

52%

▶ Getting the Coronavirus yourself

39%

▶ Personal Finances

# APAC youth are in two minds about the long term impacts of COVID-19. The biggest changes they see coming are related to the economy, our sense of community, socializing and work.

1 IN 2

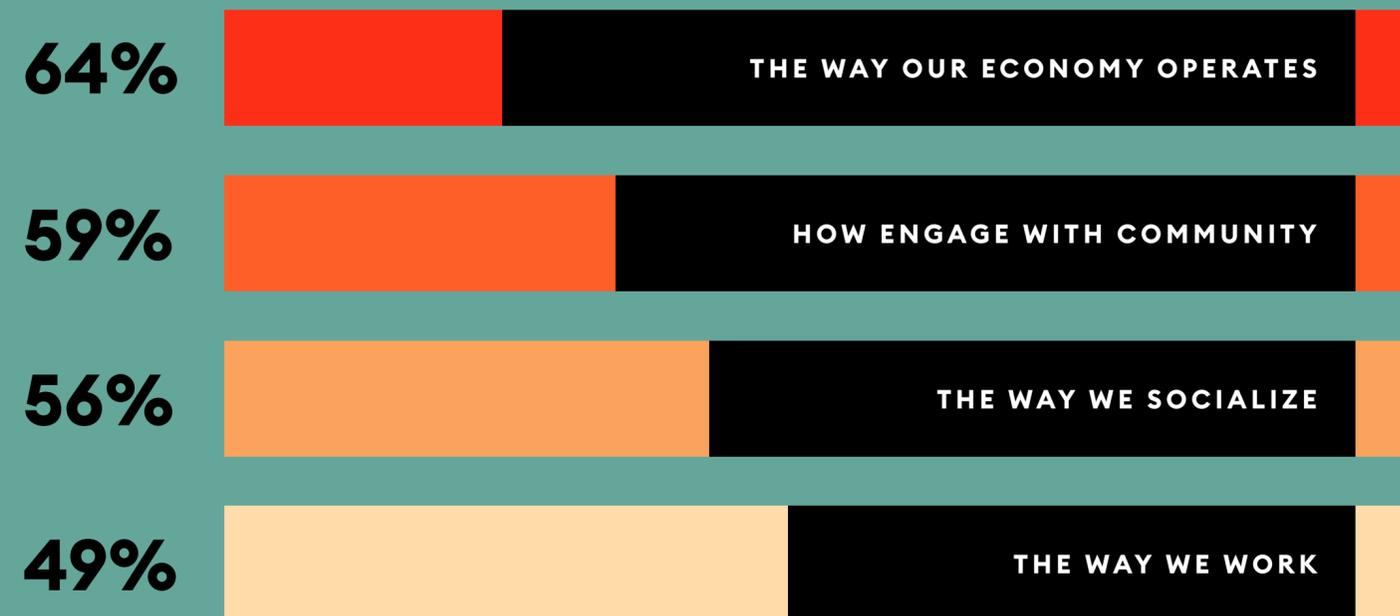
Think COVID-19 will have a **POSITIVE** long term impact

1 IN 2

Think COVID-19 will have a **NEGATIVE** long term impact

Photos: [i-D.co](https://www.i-d.co) and [VICE.com](https://www.vice.com)

## BIGGEST SOCIETAL CHANGES?





# Young people are spending their time connecting with themselves and others, and exploring their creativity.

→	Reconnection	→	Routine	→	Creativity	→	Mental Health
	<p>"Spending <b>priceless time</b> with my young kids which I would never get to do otherwise."</p> <p>- Male, India</p> <p>"Increasing my <b>Skype calls</b> back home. Now that everyone's home all the time, <b>connecting</b> with them is 20x easier."</p> <p>- Male, Japan</p> <p>"I have an <b>online group</b> with my fellow church mates, where we can <b>stay in touch</b> every week."</p> <p>- Female, Philippines</p>		<p>"I started taking care of my indoor <b>garden</b> a lot more. I never had time for this before lockdown."</p> <p>- Female, Philippines</p> <p>"Trying to get as much fresh air as possible. <b>Turn off</b> the news updates and try not to talk about the crisis constantly."</p> <p>- Female, Indonesia</p> <p>"I've had the same routine every day since lockdown, and it helps so much to <b>stay normal</b>."</p> <p>- Male, India</p>		<p>"I'm more motivated to <b>make music and artwork</b> than ever before."</p> <p>- Male, Japan</p> <p>"I decided to turn the situation into a <b>personal photography project</b>, which gives me purpose and keeps me occupied."</p> <p>- Female, Singapore</p> <p>"Investigating technology that will allow my <b>chamber orchestra group</b> to <b>play together online</b> without problems."</p> <p>- Female, Australia</p>		<p>"Reading books, home reorganisation, <b>taking time out</b> to talk to friends... and cuddle my pets."</p> <p>- Female, India</p> <p>"I started a <b>not-for-profit cycling club</b>, which I hope will help my mental health."</p> <p>- Male, Australia</p> <p>"<b>Nothing</b>. I live far from home, rent a box room, and can't find work. I miss my home town and my family."</p> <p>- Male, Indonesia</p>

# The most common ways that young people across APAC are spending their time are...



→ 1. Increasing social media 48%



→ 2. Exploring hobbies 32%



→ 3. Improving their sleep 31%



→ 4. Playing games online 29%

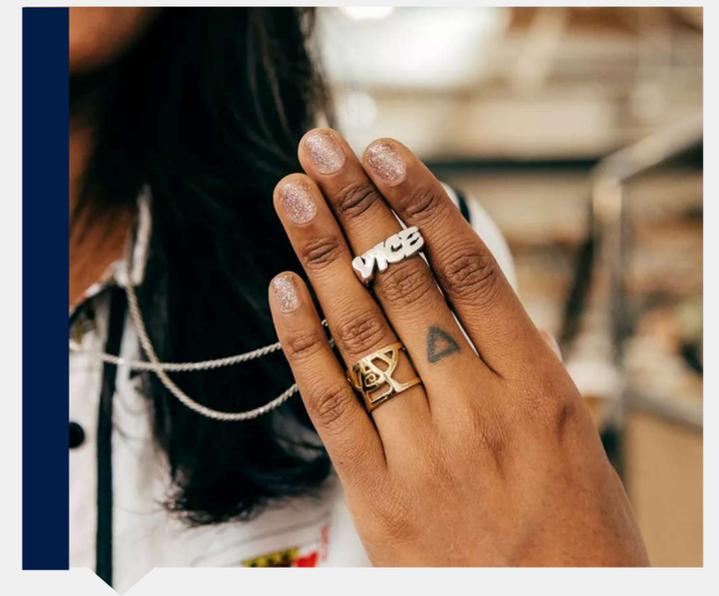
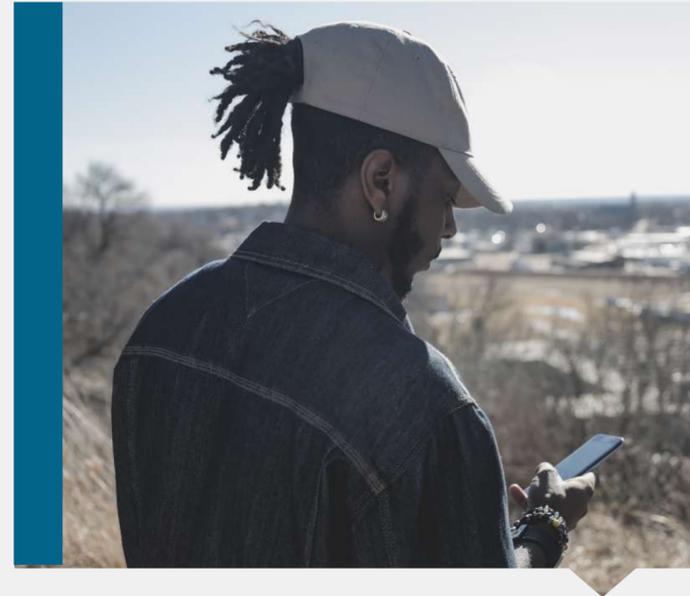
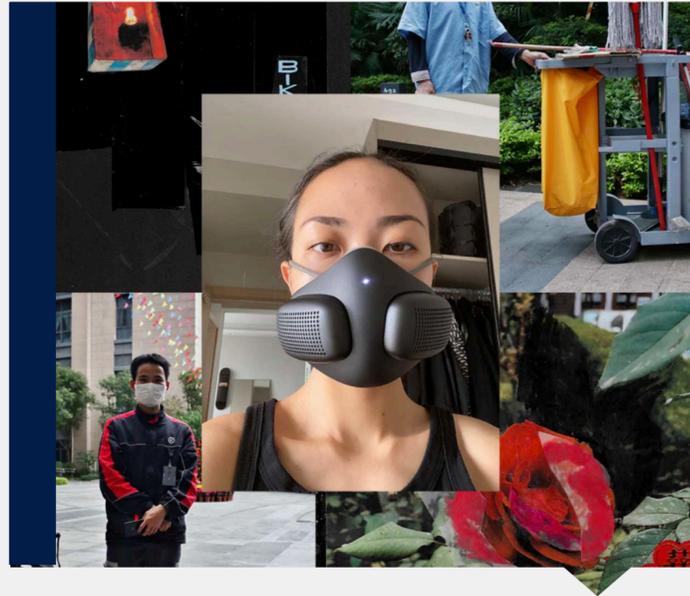


→ 5. Reconnecting with friends 29%



→ 6. Trying a new recipe 28%

# Young people in APAC are looking to government organisations, medical professionals, and traditional and alternative news outlets for Coronavirus updates.



89%

Say that they look to **government organisations (CDC, WHO, etc)** for reliable Coronavirus updates

81%

Say that they look to **traditional news outlets** for reliable Coronavirus updates

77%

Say they look to **hospitals and medical professionals** for reliable Coronavirus updates

72%

Say they look to **altnerative/independent media outlets** for reliable Coronavirus updates

From publishers they want both coronavirus related content with advice to guide them and non-coronavirus content that entertains them.



68%

PERSONAL STORIES OF PEOPLE OVERCOMING CORONAVIRUS



49%

UPLIFTING, INSPIRATIONAL AND HUMOROUS



46%

FINANCE MANAGEMENT



44%

AT-HOME ENTERTAINMENT

**In their social feeds, humour is the #1 thing that makes young people in APAC feel capable of getting through the outbreak.**

**● MAKES ME FEEL CAPABLE**

**MEMES/HUMOUR**

**64%**

**NEWS UPDATES**

**60%**

**DAILY TIPS/ADVICE**

**50%**



# What can we learn from this?

## The Power of Positive

- APAC was one of the first regions to be hit by COVID-19, and will likely be among the first to recover from it.
- Young people in APAC are markedly more hopeful than the rest of the world, and see many positive lasting changes to come as a result of COVID-19.
- APAC can be looked to as a blueprint for how the rest of the world may recover; physically, and emotionally.

## Burnout to Balance

- Among the uncertainty and stress of COVID-19, young people across APAC are unexpectedly grateful for free time.
- They are using this time very productively; reconnecting with loved ones, exploring hobbies, getting creative, and prioritising their physical and mental health.
- This marks an important shift in how we live our lives; from 'busy-ness' and 'burnout,' to 'balance,' which we are likely to carry with us into the new world.

## Security and Certainty

- For many young people, particularly those in developed nations, life has always offered a level of economic and political security, stability and certainty.
- COVID-19 has shown these generation how quickly things can change.
- A renewed appreciation for secure work, understanding our finances, and access to reliable and trustworthy news, will be a lasting change to come from this crisis.

## Building a New World

- More than anything else, COVID-19 has given young people across APAC (and the world) a chance to reflect on the type of world we lived in, and to set intentions about the type of world we want to create.
- From the way we work, to our sense of community, to socialising, the new world will usher in many changes to the status quo which may have taken decades otherwise.



# information desk

insights from

**VICE** media group

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