

GEN Z, MILLENNIALS, AND THE CORONAVIRUS PANDEMIC



Research Conducted by the Gen Z Identity Lab

THE COVID-19 PANDEMIC HAS SEVERELY IMPACTED YOUNG AMERICANS' MENTAL HEALTH AND LIFESTYLE

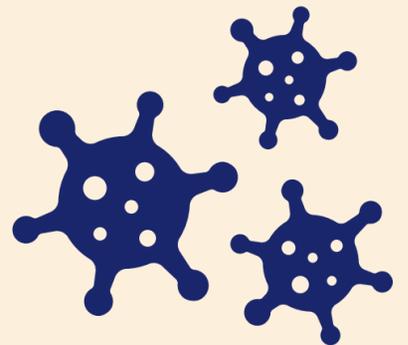
48% believe that the coronavirus will permanently change their lives

28% believe that they will have fewer opportunities in their lives

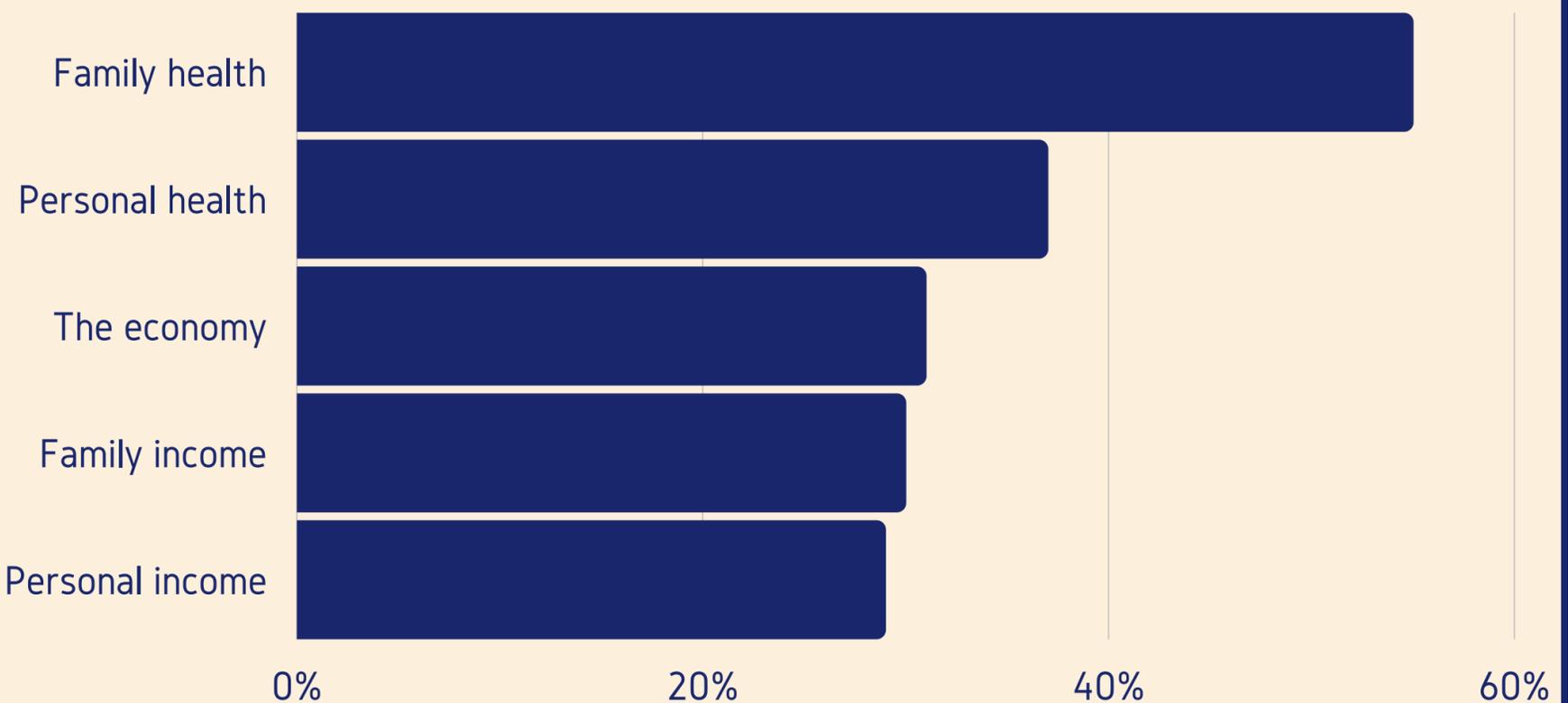
52% want the government to make sure they don't face financial hardship

74% of respondents say they have been depressed, anxious, or both in the last week

48% feel significant or moderate distress over the state of their physical health



YOUNG AMERICANS' GREATEST CONCERNS DURING THE PANDEMIC



YOUNG AMERICANS RECOGNIZE THE ECONOMIC SEVERITY OF THE PANDEMIC

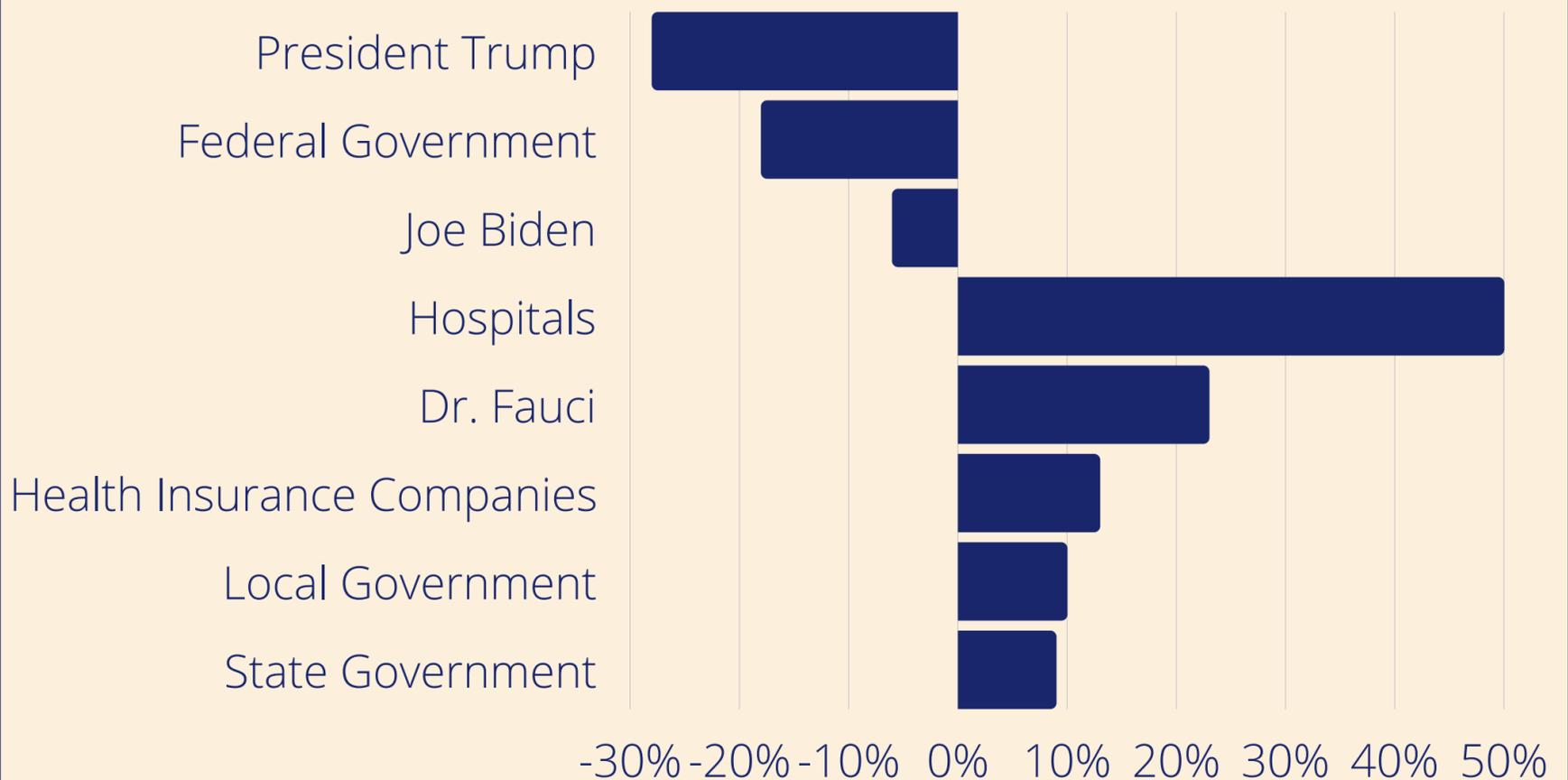
82% believe the coronavirus will be detrimental to the US economy

80% believe the coronavirus will be detrimental to the global economy



YOUNG AMERICANS GIVE FORMER PRESIDENT TRUMP AND THE FEDERAL GOVERNMENT A FAILING GRADE IN THEIR RESPONSE TO THE COVID-19 PANDEMIC

YOUNG AMERICANS' *NET SATISFACTION RATINGS:



*“Net Satisfaction Rating” defined as total satisfied or very satisfied minus total dissatisfied or very dissatisfied.

THE SEVEN MEASURES THEY MOST WANT THE GOVERNMENT TO CONTINUE TO TAKE ARE TO*:

- ★ Limit or continue to limit gatherings of more than 5-10 people
- ★ Require or continue to require social distancing
- ★ Require mandatory quarantine for all people with coronavirus symptoms
- ★ Conduct more coronavirus viral tests
- ★ Close schools or keep schools closed
- ★ Conduct more coronavirus antibody tests
- ★ Require that face masks be work outside the house

*In descending order.

MOST YOUNG AMERICANS REMAIN OBEDIENT OF COVID-19 SAFETY MEASURES AND SUPPORT VACCINATION AND TESTING



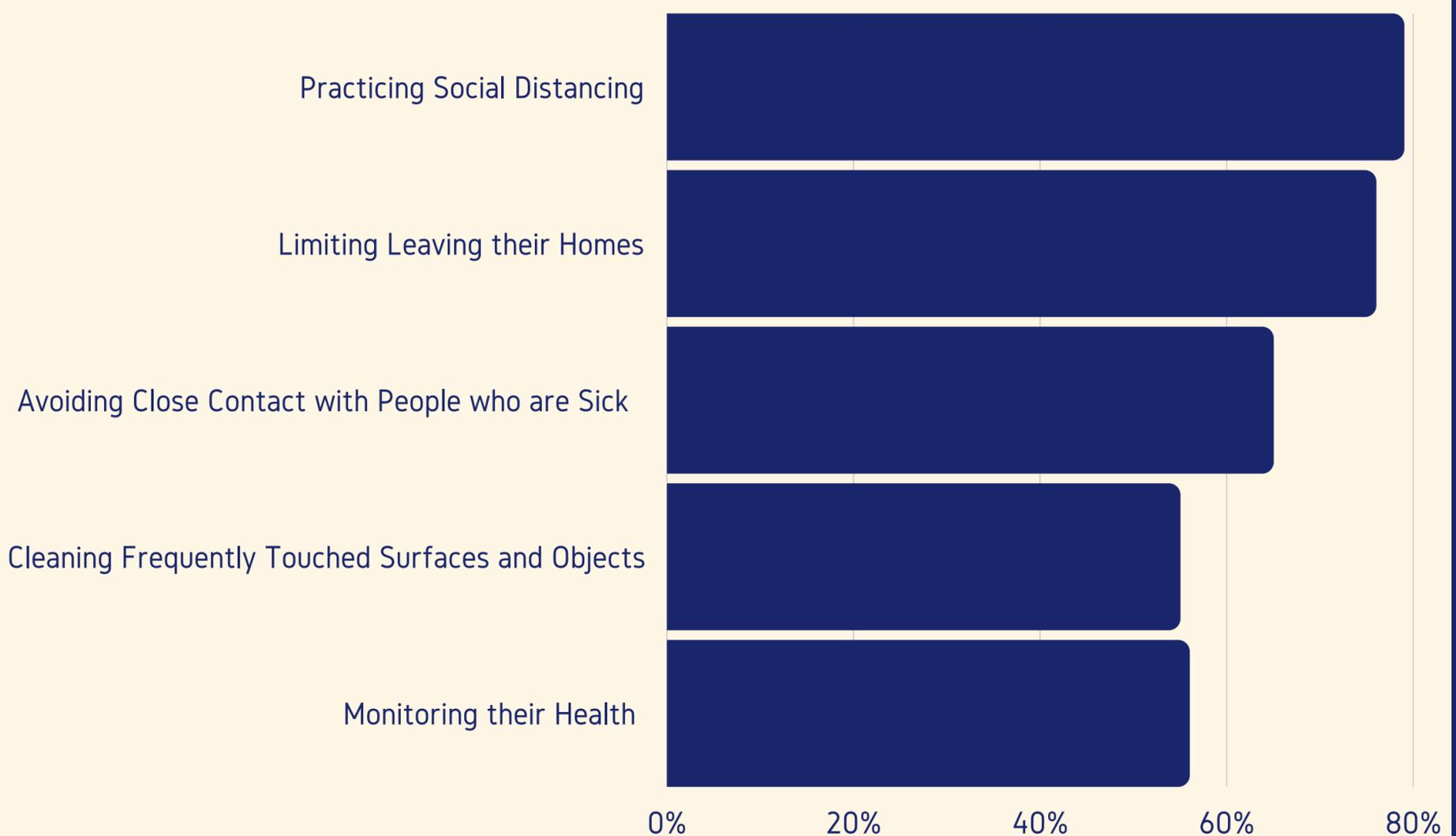
A staggering 35% believe that people shouldn't return to work or school, and resume day-to-day activities until there is a treatment or vaccine

71% would take an antibody test to see if they have had the coronavirus and might have immunity

67% would take a viral test to see if they have the coronavirus

58% would share their location if infected in order to protect others and 50% would share their location so they can be notified if they have come into contact with someone with is infected

MEASURES YOUNG AMERICANS ARE INCORPORATING INTO HEIR DAILY LIFE TO MITIGATE THE RISK OF COVID-19:



RESEARCH METHODOLOGY

- Instrument: online survey designed and piloted with 35 young Americans aged 15-30; survey fielded by panel provider, Centiment
- Survey sample: nationally representative sample by age, gender, and region
- Age distribution: 60% Gen Z (15-22), 40% Millennial (23-30)
- Total responses: 1,056
- Margin of error: +/- 3%