

Lifestyles of Gen Z: Inc Impact of COVID-19 - UK - November 2020

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“Like Millennials before them, Gen Zers are set to come of age in a deeply unstable economic climate, albeit with the added challenge of potentially persistent social distancing measures. This will stifle opportunities for this generation for the foreseeable future and is likely to put significant pressure on their financial capabilities.”

- **Katie Martin, Research Analyst**

This report looks at the following areas:

- The impact of COVID-19 on Gen Z lifestyles
- Gen Zers' favourite activities
- Who pays for Gen Zers' lifestyles
- The importance of the diversity and inclusivity movement to Gen Z
- The leading causes of stress
- The increasing shift towards online learning

Gen Z is an inherently social generation both in the real world and online; 57% of all 16-23-year-olds include hanging out with friends in person among the activities they enjoy most, while talking to their friends on social media is included by 26%.

But despite their confidence in socialising online, ultimately many found this an inadequate replacement for the real thing during the lockdown periods in 2020 and into 2021. Loneliness in the young population had already become an increasing concern in recent years with the COVID-19 outbreak and associated lockdowns only exacerbating the issue. There will therefore be a growing opportunity for brands to create more initiatives that help tackle feelings of loneliness amongst the young in the coming years.

Beyond feelings of loneliness, the pandemic also sparked a range of other anxieties in Gen Zers. The closure of schools and universities in the first half of the year and again in January 2021 has raised fears about academic work, while severe economic pressures and surging youth unemployment will have contributed to the cohort's widespread concerns for their future career and financial stability.

This high level of anxiety is in turn likely to drive cautious behaviours among this already relatively sensible generation, perhaps particularly when it comes to their finances. More broadly, these pressures are set to impact people's mental health, creating further opportunities for businesses to instigate campaigns that illustrate the role their products and services can play in improving mental wellbeing.

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