



THE GEN Z

REPORT

A quick look at how social distancing is impacting Gen Z.



The **Gen Z** brand advocacy & intelligence platform.

TRUSTED BY:





The PurPics Panel

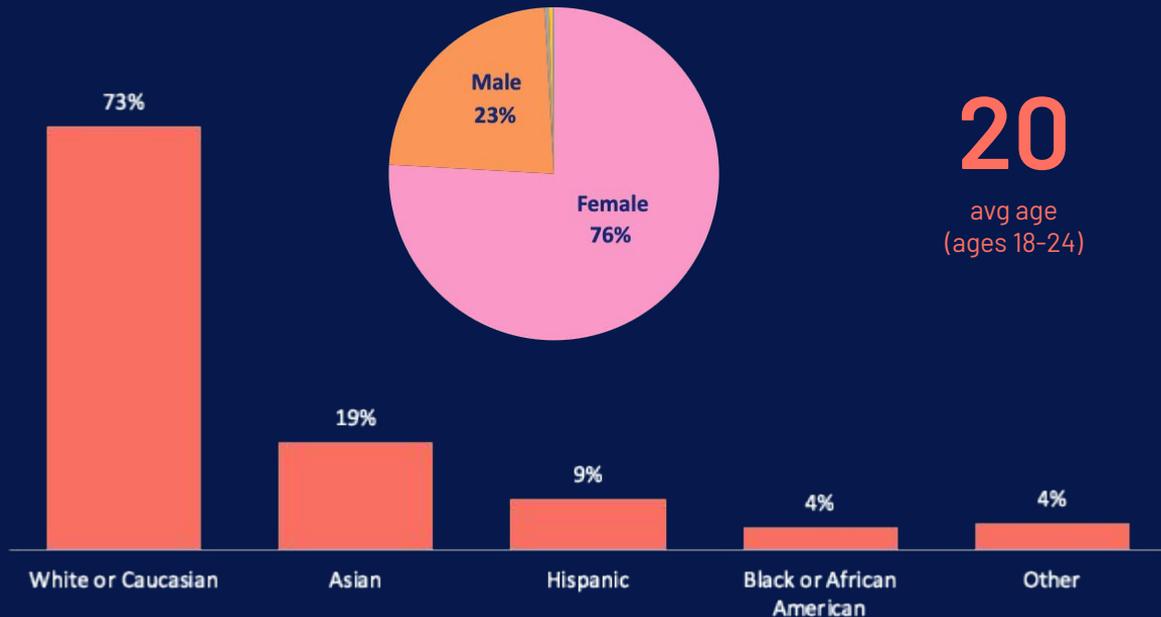
A donation based, nationwide network of Gen Z collegiate consumers.

45k+ panelists

45 states

230 cities

294 schools



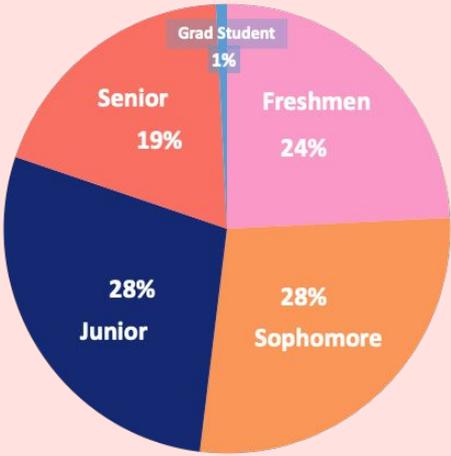
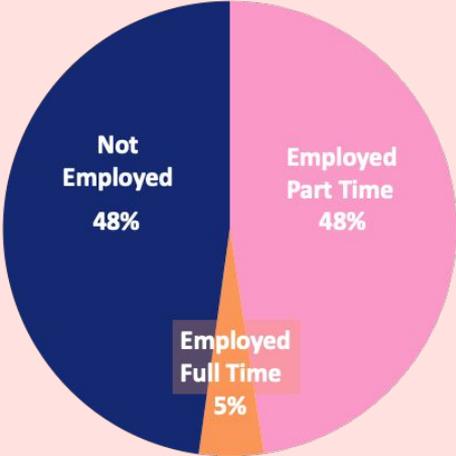
20

avg age
(ages 18-24)



The PurPics Panel

A nationwide network of Gen Z collegiate consumers.



Panel Segmenting Capabilities



- Age
- Gender
- Race/ethnicity
- Location (Nationwide, region, state, city, campus)
- Major
- Current Class (freshmen, sophomore, etc.)
- Student Status (on/off-campus)



PURPICS



THE GEN Z

REPORT

A quick look at how social distancing is impacting Gen Z.



Gen Z influences up to **\$143B**
in buying power and will be
the largest generation of
consumers by 2020.*



*Forbes CMO Network - 2018



What we'll cover over the next 35-40 mins...

1. Food & Cooking
2. Jobs and Internships
3. Spending behaviors
4. Physical health
5. Mental health





Gen Z and **Food**





When it comes to Gen Z and food they've always been known for leaning into:

☐ Speed

☐ Convenience



**How is “shelter at home”
impacting Gen Z’s food
consumption habits?**

A person wearing a grey hoodie and black pants is riding a dark blue bicycle away from the camera on a paved sidewalk. They are carrying a large black delivery bag with the 'Uber Eats' logo in green and white. The bag is mounted on the back of the bicycle. The sidewalk is made of light-colored bricks and has several white cylindrical bollards along its edge. In the background, there are parked cars and a building with large glass windows. The overall scene is an urban street during the day.

**Gen Z &
food delivery
during COVID-19...**

Food delivery is less frequent



Since you began social distancing, have you had food delivered to you?

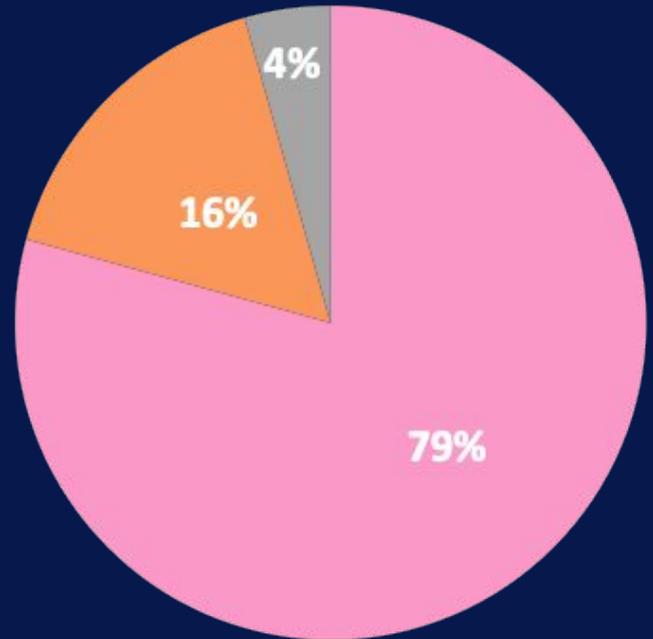
43%
Yes

57%
No

Of the 43% who have gotten food delivered...

The majority are only doing so 1-2 times per week

- 1-2 times per week
- 3-4 times per week
- 5+ times per week



If **delivery** is chosen...

UBER
eats

23%



23%

GRUBHUB

17%



17%

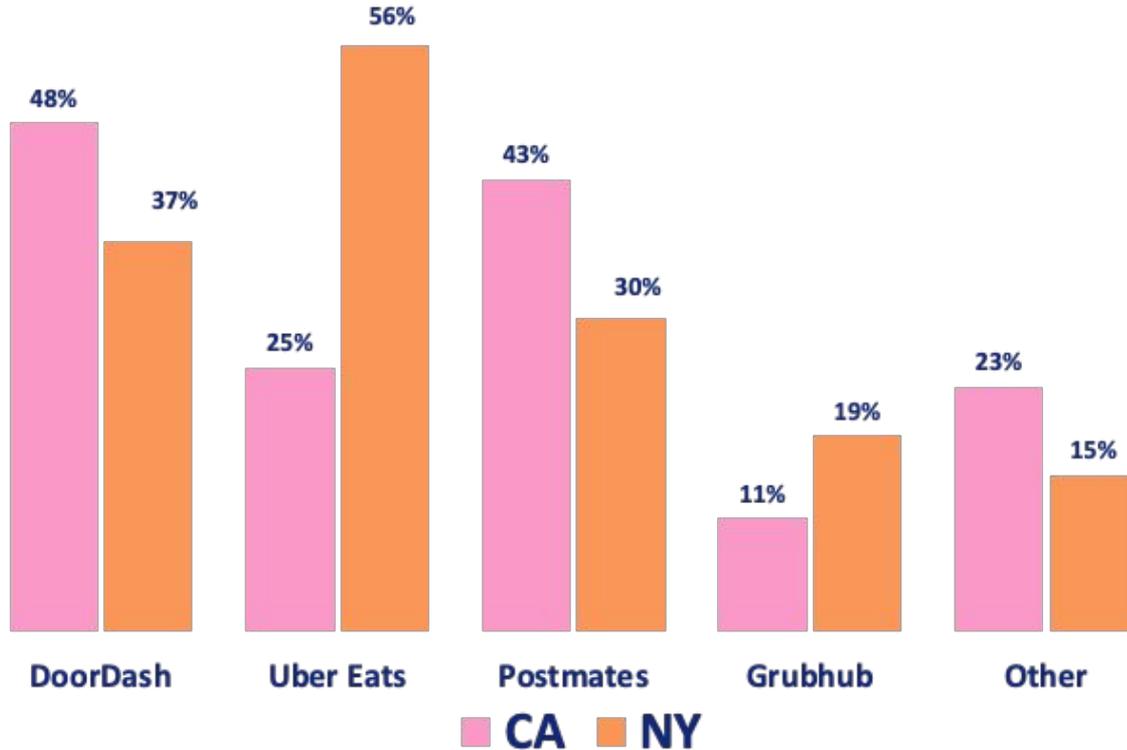
The most popular
food delivery
platforms are

Uber Eats
and **DoorDash.**

Gen Z in New York are **2x more likely** to use Uber Eats than California



Since you began social distancing, which platforms have you used for food delivery? Select all that apply.





Gen Z & Cooking



72%

"I am cooking more frequently."

Are you cooking more or less than you were prior to practicing social distancing?

Since you began social distancing, how often have you **cooked your own meals?**

3 in 4

Gen Z-ers have cooked their own meals 5+ times per week.



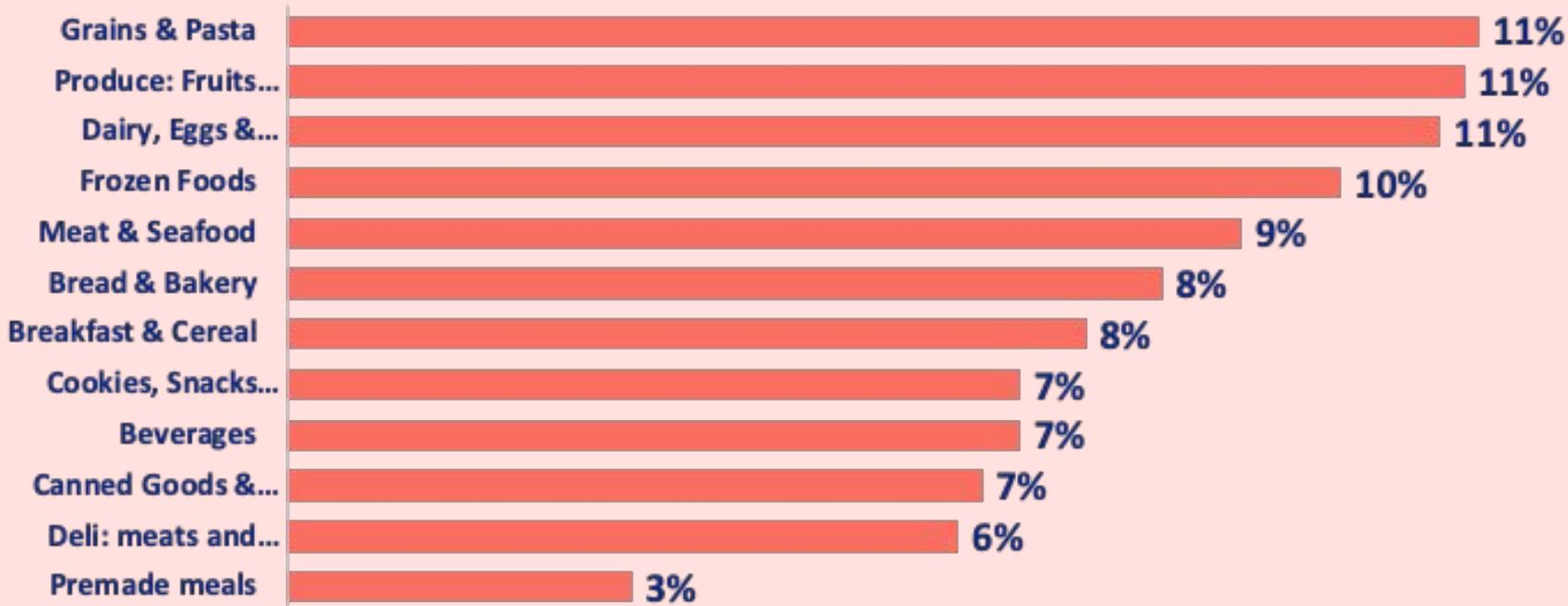
**Gen Z is
stocking up...**

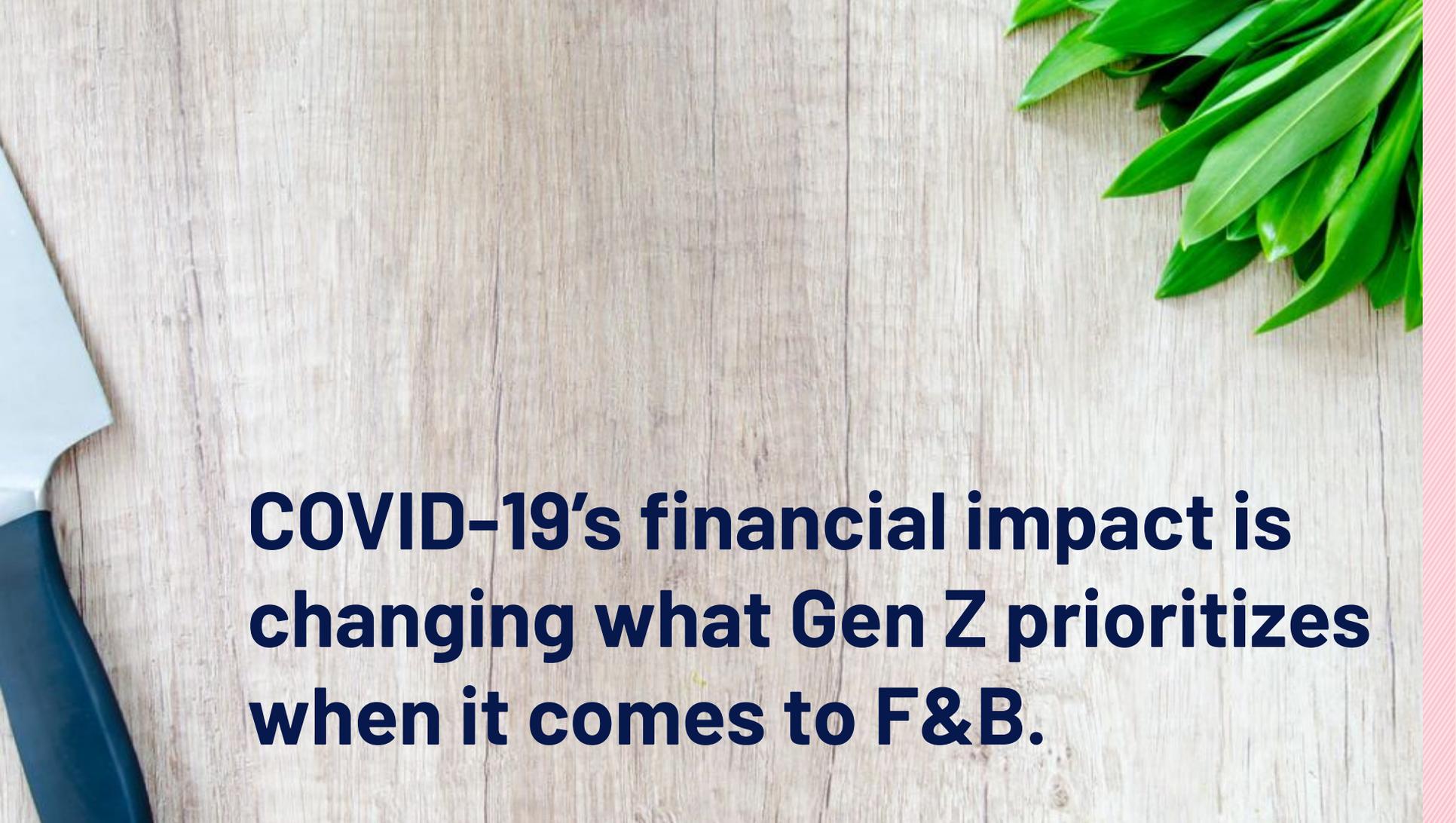


Gen Z is stocking up on...



Which groceries have you stocked up on since you began social distancing? Select all that apply.



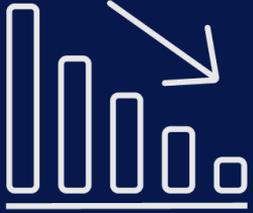


COVID-19's financial impact is changing what Gen Z prioritizes when it comes to F&B.



Gen Z and **Financial Wellness**





20M+ people filing for unemployment

14.5% unemployment rate

Collective US rates

**How has this global
pandemic impacted Gen Z's
financial wellness?**



61%

feel COVID-19 has had a **negative**
impact on their financial stability.

65%

said their summer job/internship has been cancelled, delayed or postponed.

“They **cancelled** the program
right after I interviewed”

“All internship opportunities were
cancelled, now I hope to get a job
at a restaurant and take online
classes (if restaurants open back
up).”

“I applied for an internship in
NY and was told I was an
extremely strong candidate but
they were **cancelling** the
program.”

74% of
Gen Z says...

they would rather a
company hold a
virtual summer
2020 internship
program...

...than **cancel**
the summer
internship program
altogether.

83%



is concerned about COVID-19 having a **long-term impact** on their current or future jobs/internships.

“[Covid-19] has stopped me from research/shadowing which I needed to apply to grad school in 2 months”

“I am applying to medical school but cannot take the MCAT due to the pandemic.”



Where they work...



~~38%~~ 66%

of Gen Z is more likely to work at a company that is **socially conscious.**

Pre-COVID vs During COVID

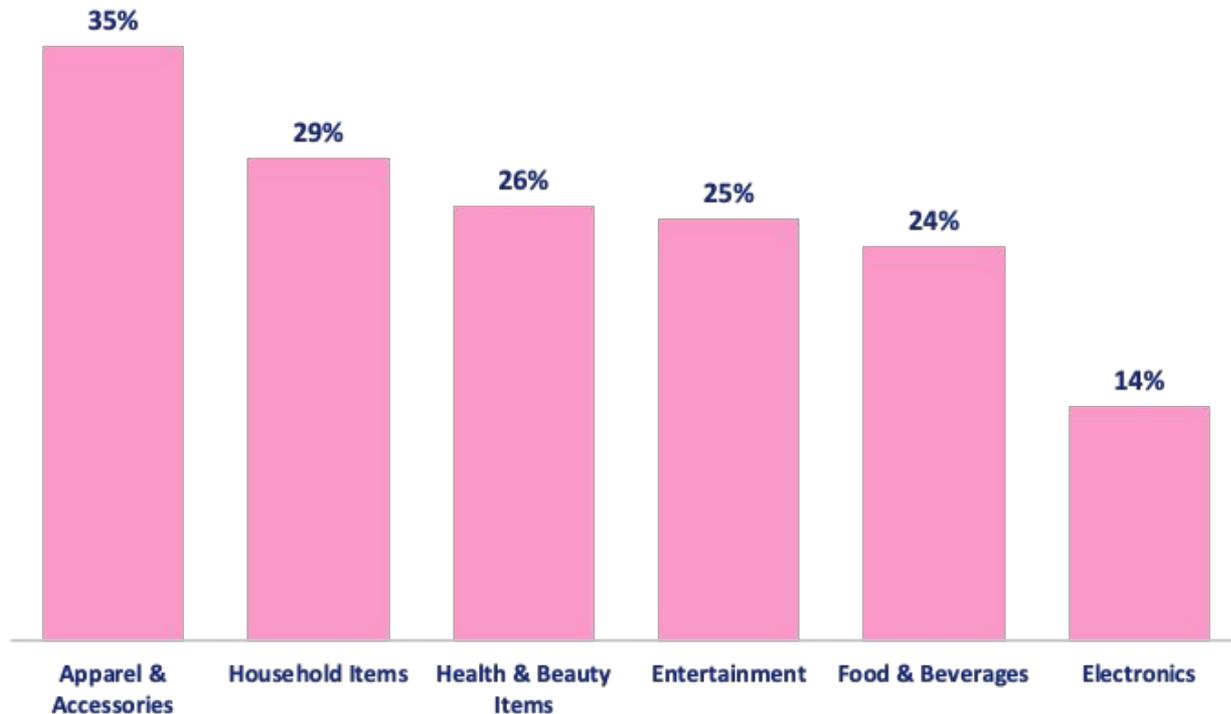


Gen Z and Spending





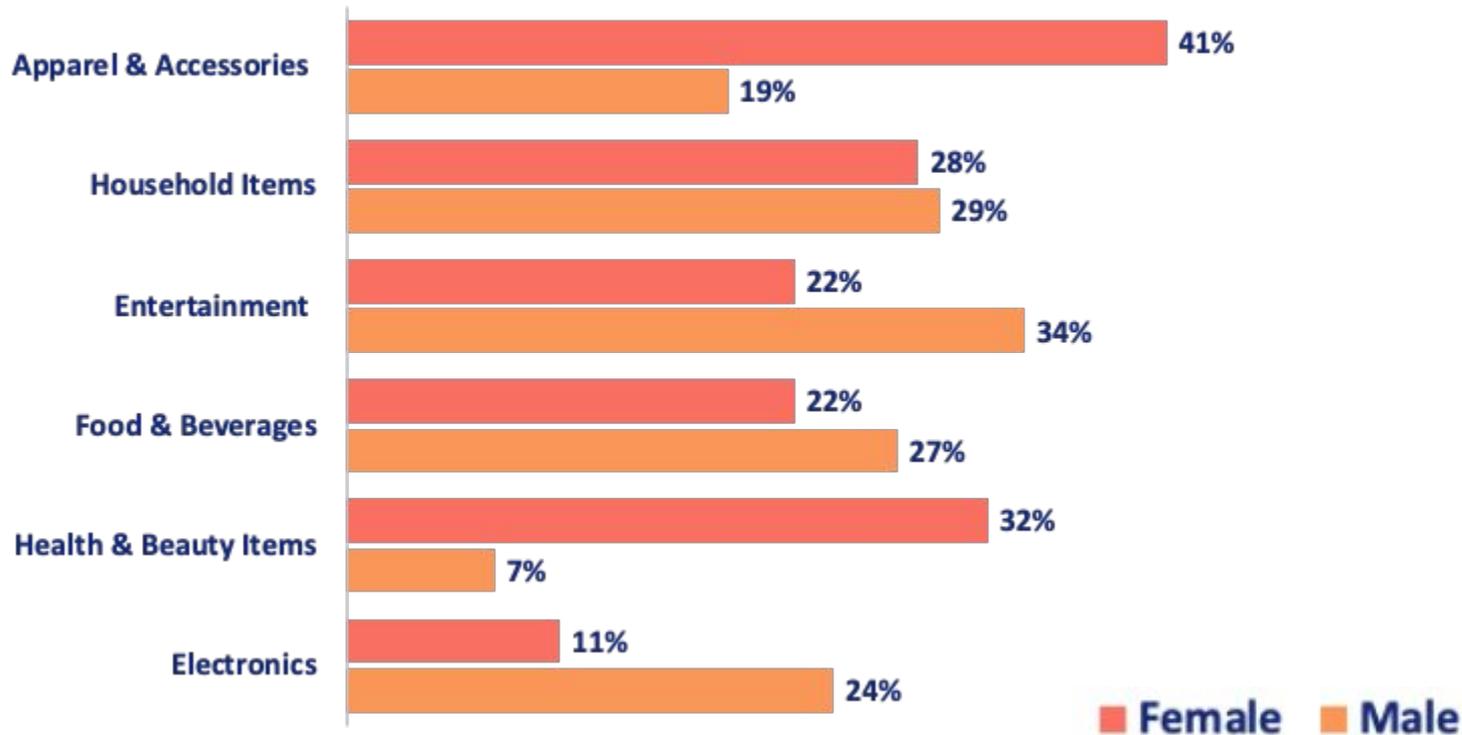
Gen Z is still shopping online



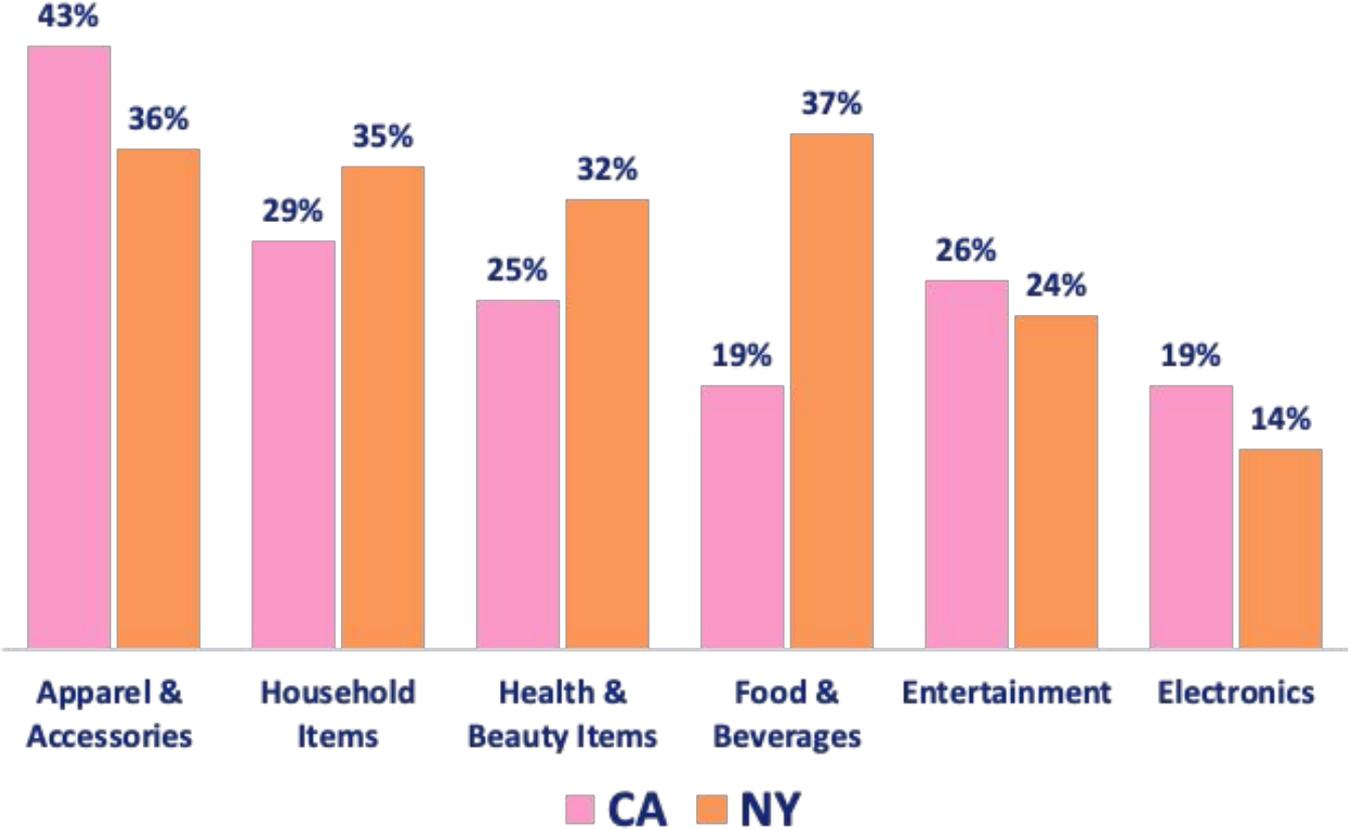
64%

have been doing more or the same amount of **online shopping** and **here's what they're buying...**

Outside of F&B and household items, shopping varies by gender



New Yorkers spend twice as much on F&B online





Gen Z and Social Causes





62%

are more likely to purchase products from companies that support charitable causes



1 in 3

have purposely purchased a product or service during the COVID-19 outbreak due to the brand's response to COVID-19





63%

have purposely purchased
from more local businesses
due to COVID-19



Gen Z and **Health**





Gen Z is directing its attention towards:

- ❑ Mindfulness apps
- ❑ Live-stream workouts
- ❑ At-home wellness

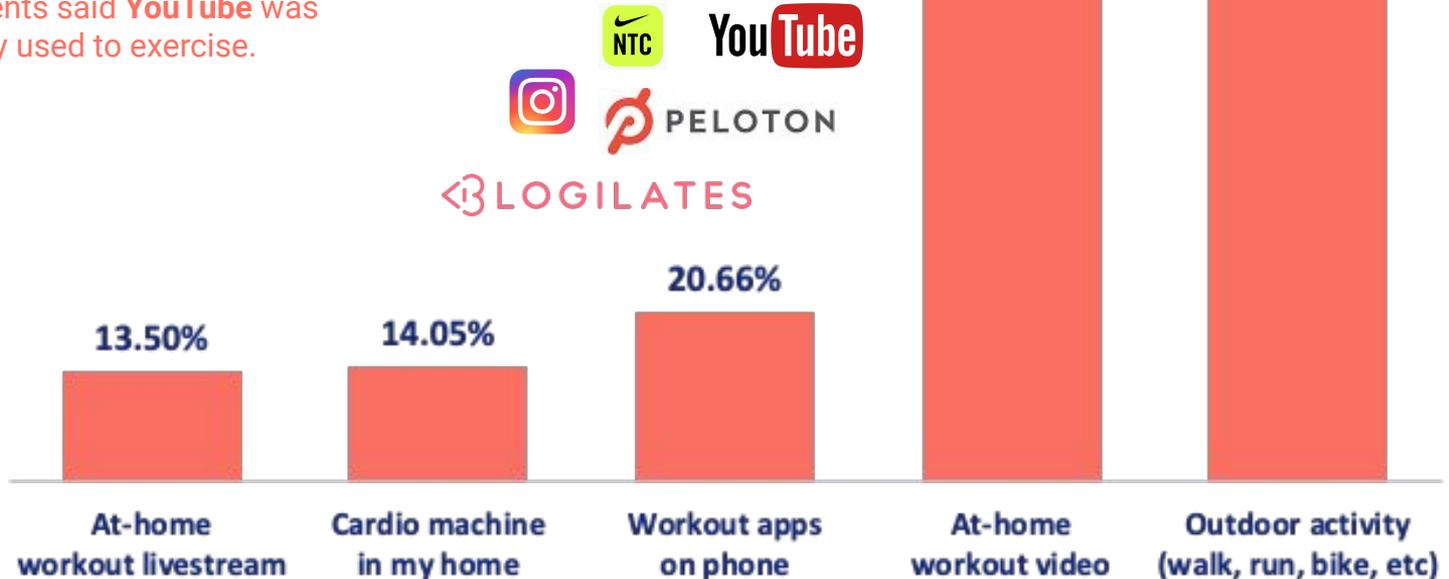


**How is this pandemic
affecting Gen Z's physical
and mental health?**

60%

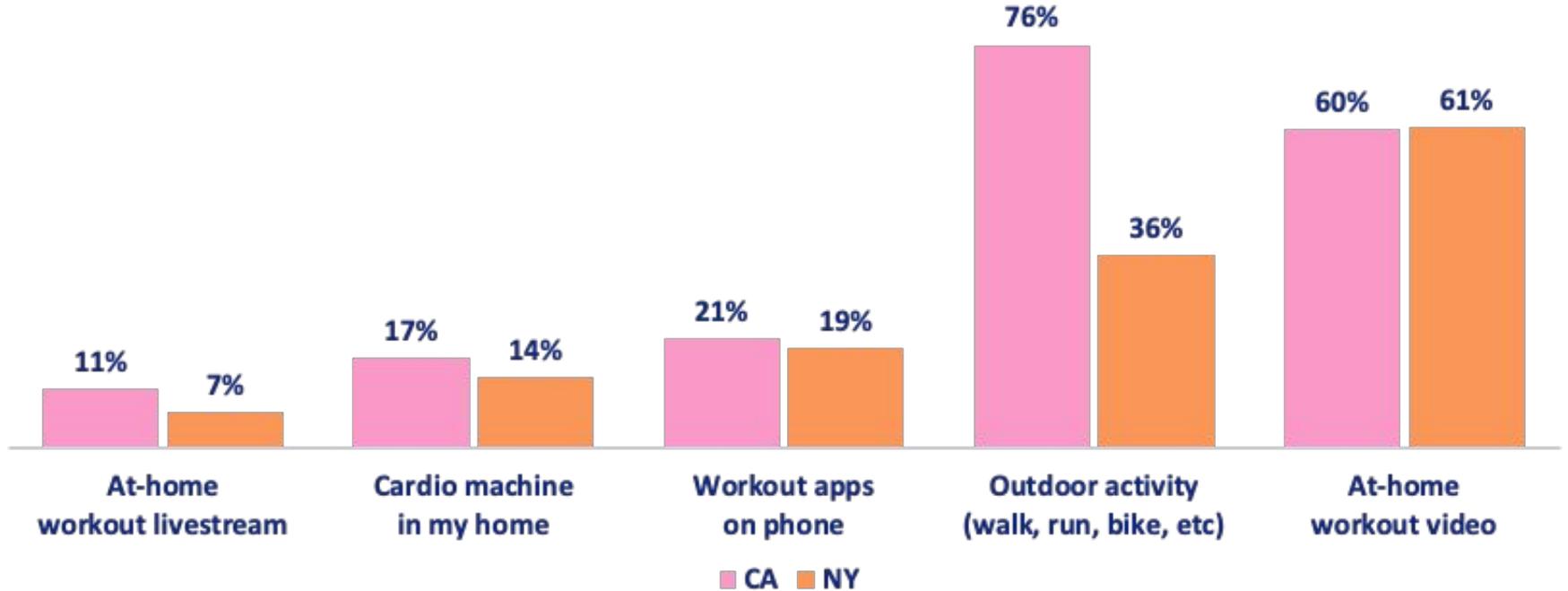
have exercised the same or more frequently than they did prior to social distancing

46% of respondents said YouTube was the platform they used to exercise.

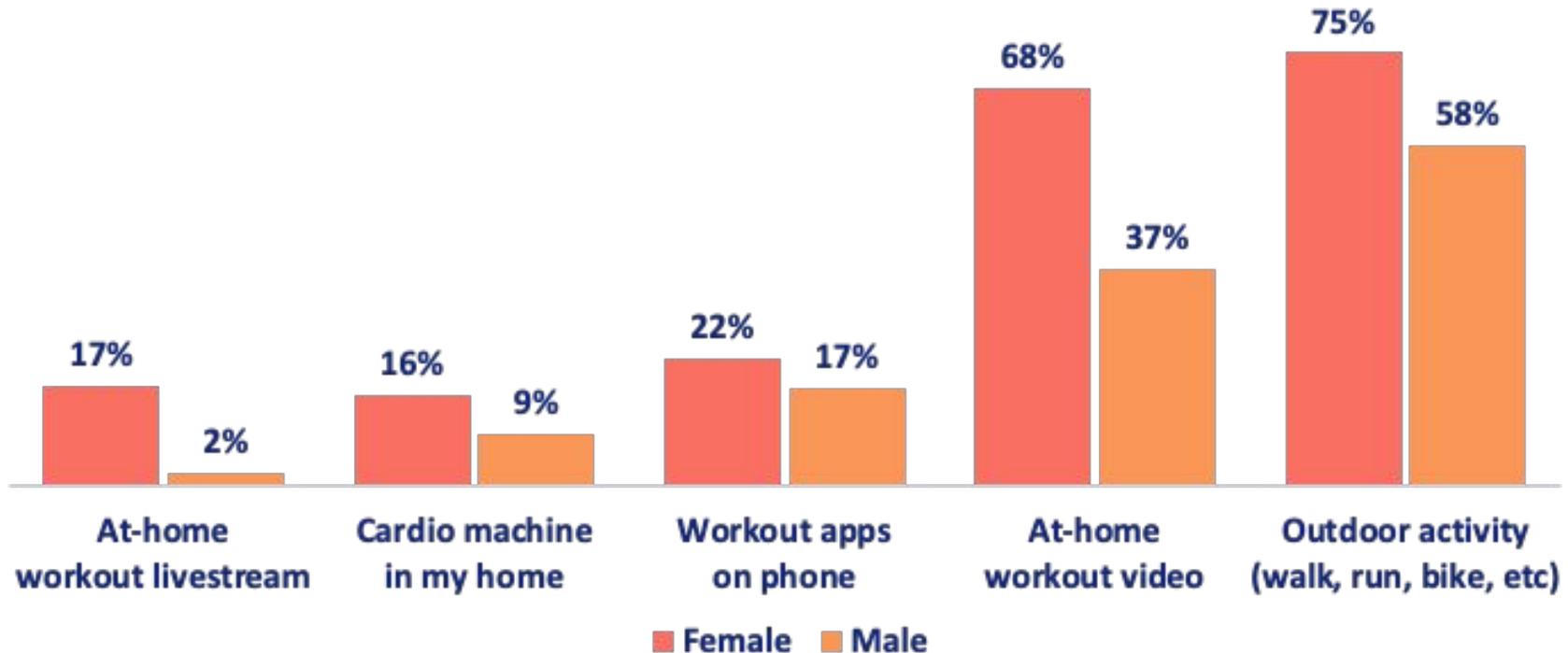




Californians exercise outside **twice** as much as New Yorkers



Women prefer live stream and video workouts more than men





1 in 3

Gen Zers said social distancing has had a negative impact on their mental health.



39% of Gen Z **females** said social distancing has had a negative impact on their mental health.

26% of Gen Z **males** said social distancing has had a negative impact on their mental health.

Gen Z is craving **connection**

What surprises you the most about how social distancing is affecting your life?

“Surprised by how much I miss being with **people** outside of my house”

“How much I really value my **relationships** in my life and spending time with **people**”

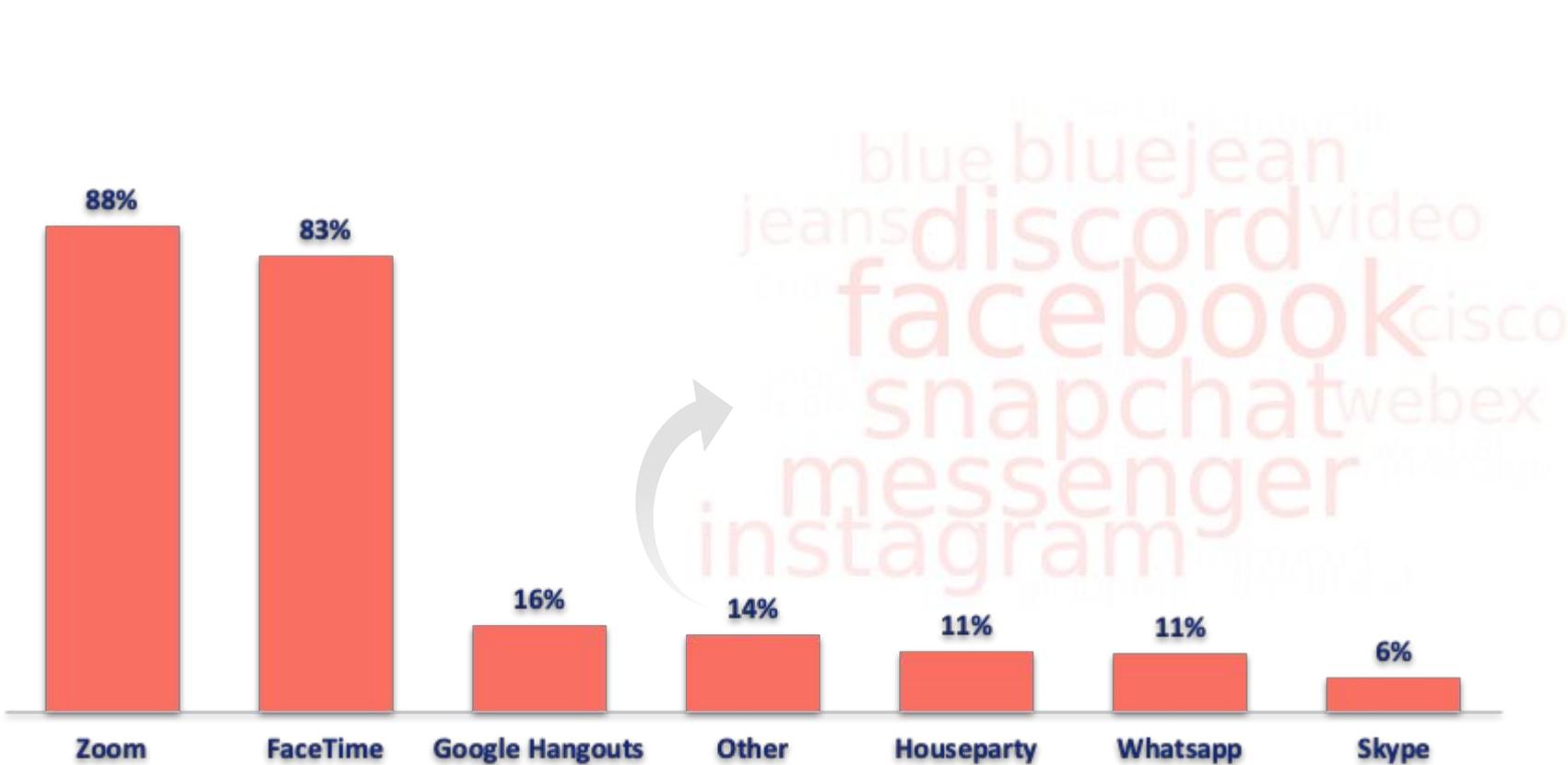
“How much I miss being able to physically see **people**”

“How much my daily life revolves around people and **human interaction.**”

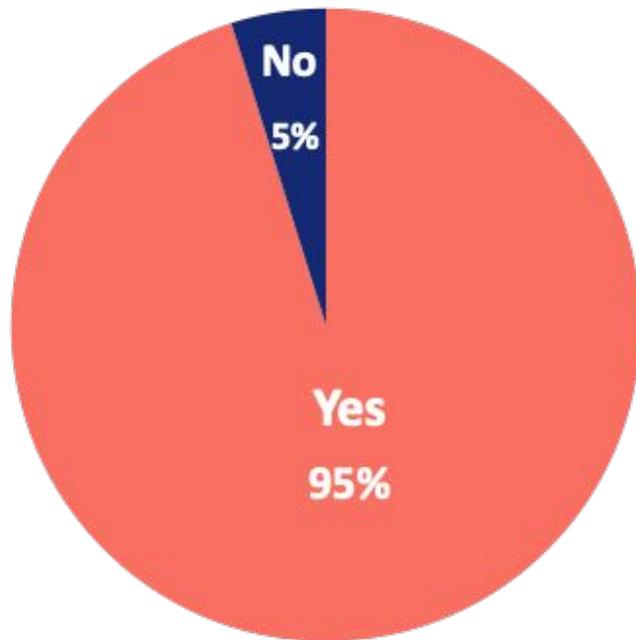
“How much **interaction with people** uplifts your days”

Gen Z prefers Zoom and FaceTime

Which online platforms have you used to interact with friends and family? Select all that apply.

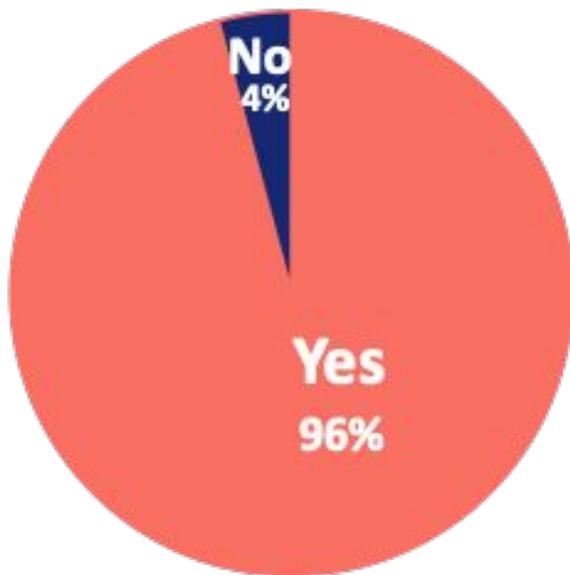


Connected through streaming

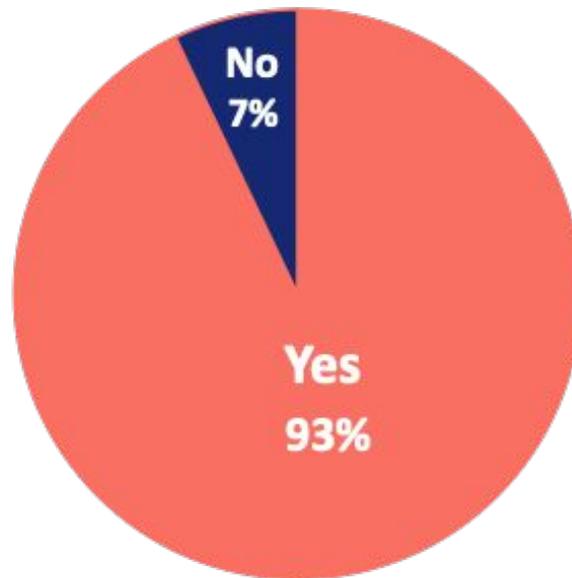


Connected through streaming

Females



Males





So what does all this
mean for **your company**?

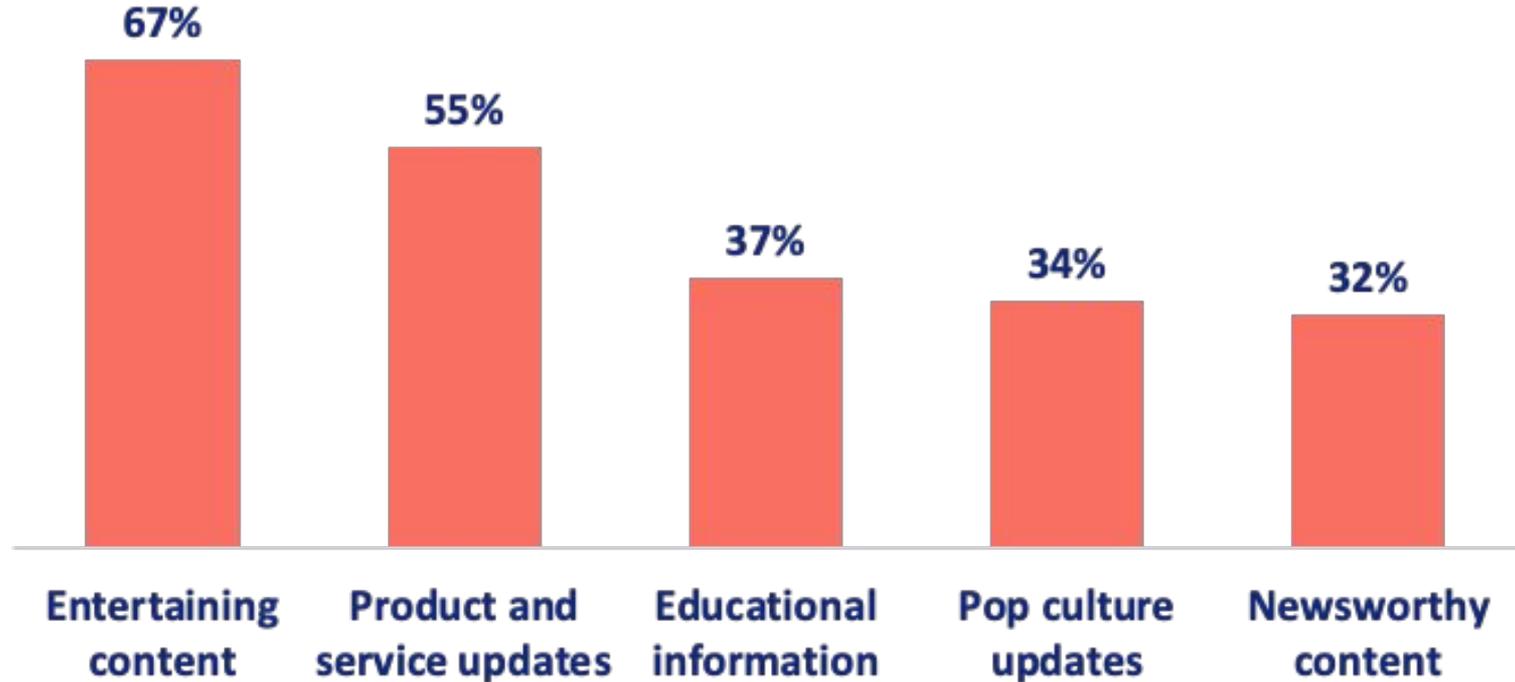


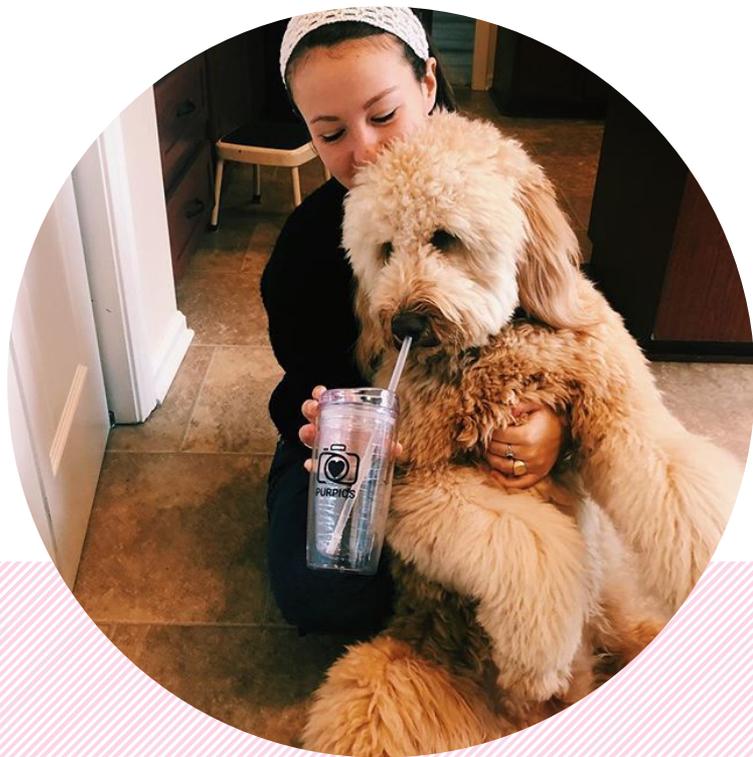
Be a good friend by
offering a **community**.

“ Brands should use social media to facilitate a sense of community and connection.

84% agree”

What type of content Gen Z craves...





Be a good partner by offering your **support.**



81% agree that amid COVID-19, brands should offer free or discounted products and services to people in need.



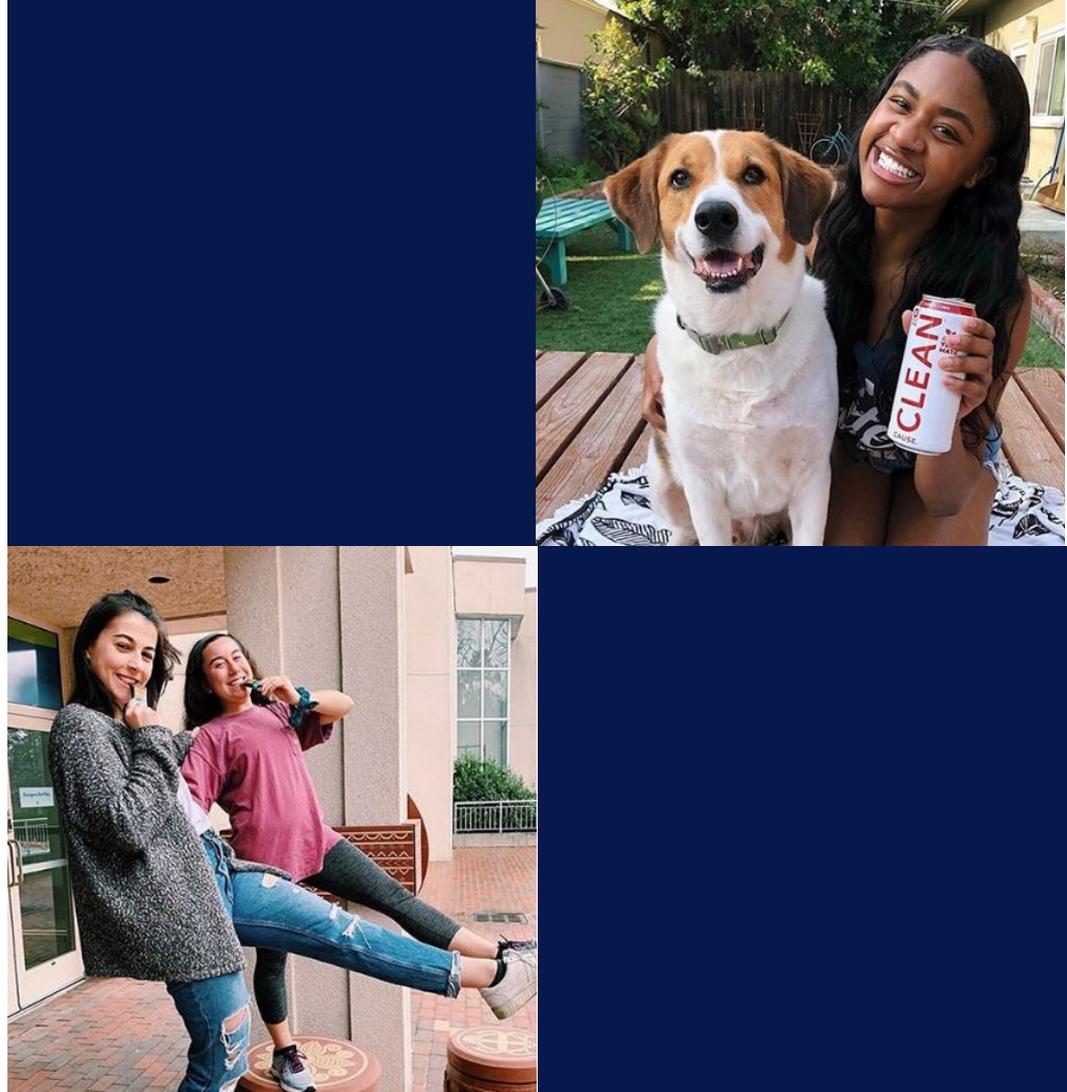
80%

agree that amid COVID-19, brands should shift their products and services to address COVID-19-related challenges.



92%

agree that amid COVID-19,
brands should partner with
or donate to relief efforts.





Acknowledge this is a
defining moment for Gen Z.



Acknowledge this is a defining moment for Gen Z...

- Cooking more at home
- Exercising more
- Negative financial impact
- Negative impact on their mental health
- Missing human interaction and important life moments





So how did
we **evolve**
our brand?





How we are helping...



Brand Engagement

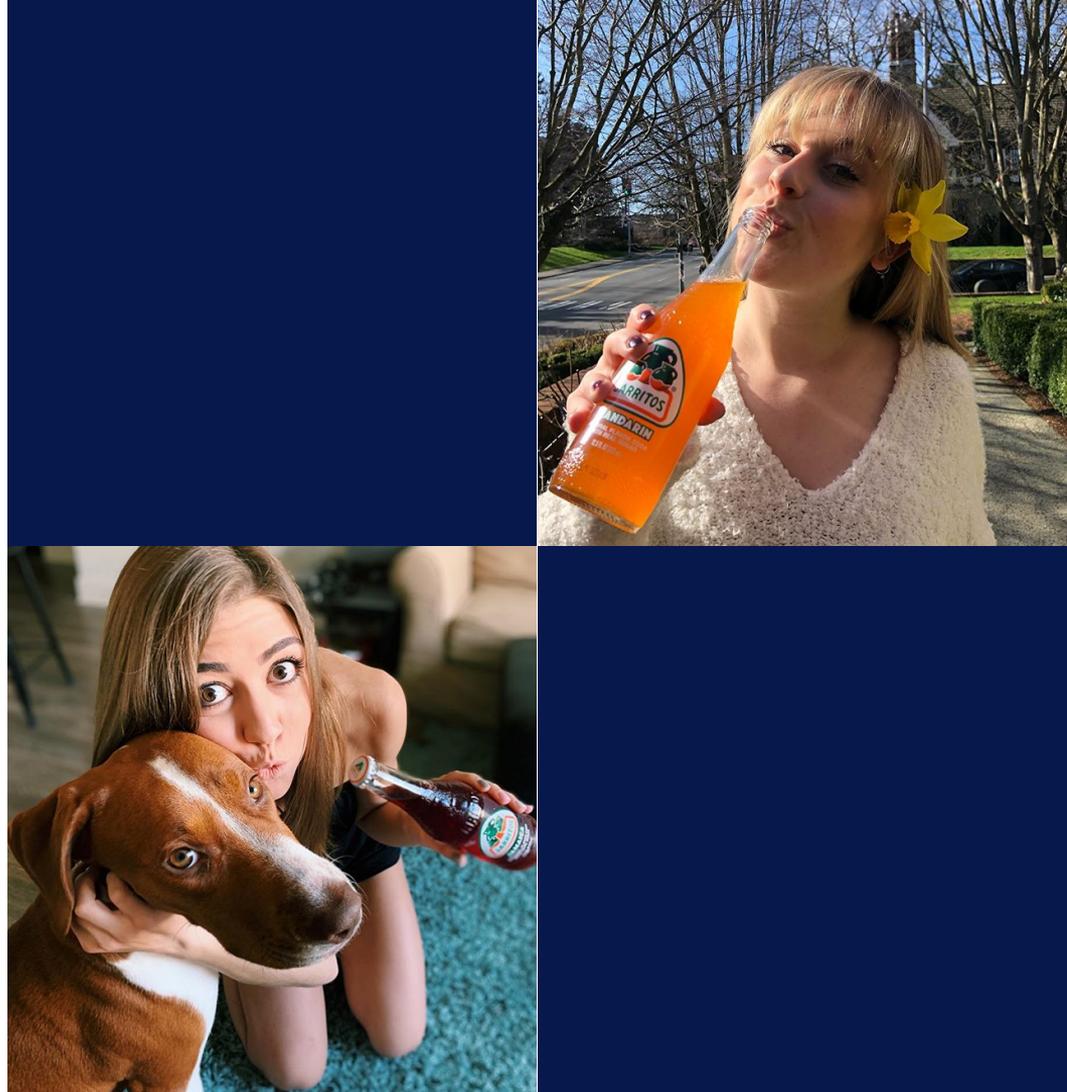
Connect brands with everyday consumers around a cause - engaging them on social media 10x more effectively than ads or influencers.



What are **PurPics** and their **brand** **partners** doing?



*Supporting The New York Community Trust
COVID-19 Response and Impact Fund*





How we can help...



Brand Engagement

Connect brands with everyday consumers around a cause - engaging them on social media 10x more effectively than ads or influencers.



Gen Z Insights

Help brands gain valuable insights from our network of Gen Z consumers through PurPics custom programmatic surveys.

Previous STUDIES

Gen Z and...

- ❑ The impact of COVID-19 on Gen Z
- ❑ Cause marketing during COVID-19
- ❑ Financial decisions [Sponsored]
- ❑ Groceries [Sponsored]
- ❑ Beverages (with an emphasis on CBD)
- ❑ Experiential marketing
- ❑ Influencer marketing
- ❑ Clean Beauty

LOOKING AHEAD

Upcoming Reports...

- ❑ What to expect after COVID-19
- ❑ Student housing

Want your
questions
answered next?

[partnerships@purpics.com!](mailto:partnerships@purpics.com)



PURPICS

Thank You!

partnerships@purpics.com
@purpicsofficial