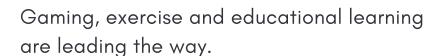
How Covid-19 is affecting Millerial & Gen Z Consumers



1.) THEY'RE WORRIED MOST ABOUT THE FUTURE OF THE ECONOMY

79% are worried about economics, economic recovery, finding new jobs, and keeping their current job.

2.) MANY HAVE STARTED NEW ACTIVITIES DURING SOCIAL DISTANCING







3.) THEY'RE REPORTING THAT THEY'VE SWITCHED BRANDS

80% are reporting the switch due to availability, while 35% are switching due to cost-savings.

4.) MANY SAY THEY MAY STICK TO THE NEW BRANDS EVEN AFTER THE PANDEMIC

42% said they would either definitely or most likely stick to buying those new brands after the pandemic has passed.



"The beautiful thing about learning is that nobody can take it away from you."

B.B. KING

