

Generational Check-in

Results of a Generational Focus Group on the COVID-19 Crisis



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Millennials

Overview

Overall, Millennials are experiencing these difficulties at a more individual level. Though typically more community-focused, they are once again struggling for their livelihood and safety and are therefore having to look inward. They feel lost and disconnected and are finding it difficult to look to the future.

They are hopeful that about new connections being built and finding new resources but are still unsure as to the impact this will have on their lives moving forward.

What is the hardest part of this global crisis?

- Lack of freedom
- Lack of structure, routine, and schedule
- Craving human interaction
- Inability to shape future goals due to general uncertainty
- More concern about financial stability
- Stuck in small spaces without access to commonly used public space for activities
- Harder to switch gears from one activity to another, causing general fatigue
- Days blending without breaks and changes of scenery

How do you think this will change your life going forward?

- Creating and rebuilding connections—more people reaching out to each other
- Forcing those without resources (like internet and computer access) to become better acquainted with what resources are available
- Not taking for granted access to public spaces that are frequently used by Millennials
- Using Zoom as a virtual “office water cooler” for interaction and small talk
- Inability to lock in on priorities for the future

Generation X

Overview

In this crisis, Gen Xers are once again finding themselves stuck between the other generations. They are struggling to balance their priorities and still maintain some sense of self. With young children and elderly parents, they feel an overwhelming sense of obligation to others and are unable to focus on themselves.

However, their “just do it” attitude means they are seeing the silver lining in the clouds of this crisis. They’re hoping for positive outcomes as we leave this crisis behind.

What is the hardest part of this global crisis?

- Balancing priorities—between kids, work, parents, money, etc.
- Hard to maintain a sense of self when living for others, stuck between elderly parents and young kids
- Overwhelming sense of responsibility
- Stressful living apart from extended family
- Tremendous increase in workload—between long workdays and home schooling
- Blurring between work and personal life

How do you think this will change your life going forward?

- Employers will realize that they can offer more flexibility in the workplace—saving time, gas, money
- Has helped to clarify life direction
- Hope that we are transitioning from a transactional world to a transformational one
- Due for a major shift in the way our government works, how companies work, and even how people relate to one another

Baby Boomers

Overview

Baby Boomers are most concerned with the impact this crisis is having on the younger generations. Having trusted more in the institutions they've led, they are more disillusioned by the dysfunctional response to the crisis and their anger is feeding their anxiety for loved ones.

While they do have hope that there will be some positive outcomes, they have an increasing sense of guilt that their younger loved ones will have to deal with the fallout of this crisis much longer and that they cannot provide any wisdom to help them through it.

What is the hardest part of this global crisis?

- Concern for loved ones
- Heartbreak for the devastation of the order and health of society
- Fear and anxiety coated with anger
- Lack of competence and leadership at the national level
- Lack of cohesive response to the crisis
- Feeling of isolation that feeds anxiety
- Missing physical contact with family and friends

How do you think this will change your life going forward?

- Guilty in their privilege that life will NOT change that much for them
- They feel stable in their physical environment
- Concerned for the future of the next generation, that they cannot provide wisdom and reassurance because they have never lived through this
- Concern for the collective (global) psyche – how this grief will affect all us going forward
- Increased use of remote working technology
- Help to develop fiscal responsibility in the younger generations that will help dig the country out of the financial deficit

