

Multi-Generational Perspectives: Life During COVID-19 Pandemic Survey

Methodology: The below results were gathered through an online poll of 1,595 Americans aged 24-74. The poll was conducted August 6-7, 2020, gleaning representative samples from each state based on population. Samples were weighted for even sample results for Millennials (ages 24-39), Gen X (ages 40-55) and Baby Boomers (ages 56-74). Percentages have been rounded to the nearest full percentage point.

How are you insured?

	TOTAL		MILLENNIALS		GEN X		BABY BOOMERS	
ACA/Obamacare	116	7%	46	9%	51	10%	19	4%
Medicare	349	22%	86	16%	50	9%	213	40%
Medicaid	161	10%	63	12%	62	12%	36	7%
Employer-based coverage	820	51%	263	49%	322	61%	235	44%
Parents' Insurance	39	2%	34	6%	5	1%	0	0%
Uninsured	110	7%	40	8%	39	7%	31	6%
Total Sample Number	1595		532		529		534	

Have you or do you know someone who has lost their health insurance during the COVID-19 pandemic?

	TOTAL		MILLENNIALS		GEN X		BABY BOOMERS	
Yes	474	30%	207	39%	158	30%	109	21%
No	1112	70%	322	61%	369	70%	421	79%
Total Sample Number	1586		529		527		530	

Have you put off medical care because of cost?

	TOTAL		MILLENNIALS		GEN X		BABY BOOMERS	
Yes	685	43%	273	52%	252	48%	160	30%
No	905	57%	256	48%	277	52%	372	70%
Total Sample Number	1590		529		529		532	

Do you think the United States healthcare system is broken?

	TOTAL		MILLENNIALS		GEN X		BABY BOOMERS	
Yes	1302	82%	454	86%	452	86%	396	74%
No	283	18%	72	14%	75	14%	136	26%
Total Sample Number	1585		526		527		532	

Have you used telemedicine during the COVID-19 pandemic?

	TOTAL		MILLENNIALS		GEN X		BABY BOOMERS	
Yes	756	48%	232	44%	277	52%	247	46%
No	833	52%	297	56%	251	48%	285	54%
Total Sample Number	1589		529		528		532	

Are you more comfortable using telemedicine now than you were six months ago?

	TOTAL		MILLENNIALS		GEN X		BABY BOOMERS	
Yes	958	60%	309	58%	334	64%	315	59%
No	630	40%	221	42%	191	36%	218	41%
Total Sample Number	1588		530		525		533	

Do you plan on using telemedicine when the COVID-19 pandemic is over?

	TOTAL		MILLENNIALS		GEN X		BABY BOOMERS	
Yes	864	54%	300	57%	305	58%	259	49%
No	726	46%	230	43%	223	42%	273	51%
Total Sample Number	1590		530		528		532	

Has your doctor encouraged a telemedicine visit over an in-office visit?

	TOTAL		MILLENNIALS		GEN X		BABY BOOMERS	
Yes	828	52%	267	51%	299	57%	262	49%
No	756	48%	258	49%	228	43%	270	51%
Total Sample Number	1584		525		527		532	

Do you live in a multi-generational home?

	TOTAL		MILLENNIALS		GEN X		BABY BOOMERS	
Yes	546	35%	213	40%	208	40%	125	24%
No	1036	65%	313	60%	317	60%	406	76%
Total Sample Number	1582		526		525		531	

How long do you think it will take for the economy to recover from the COVID-19 pandemic?

	TOTAL		MILLENNIALS		GEN X		BABY BOOMERS	
6 months	163	10%	61	12%	42	8%	60	11%
1 year	346	22%	118	22%	122	23%	106	20%
2 years	562	35%	183	35%	174	33%	205	39%
5 years	382	24%	126	24%	133	25%	123	23%
10 years	135	9%	41	8%	56	11%	38	7%
Total Sample Number	1588		529		527		532	

Will small businesses recover after the COVID-19 pandemic?

	TOTAL		MILLENNIALS		GEN X		BABY BOOMERS	
Yes	838	53%	310	59%	256	49%	272	51%
No	748	47%	219	41%	271	51%	258	49%
Total Sample Number	1586		529		527		530	

Have you made an effort to patronize small businesses during the COVID-19 pandemic?

	TOTAL		MILLENNIALS		GEN X		BABY BOOMERS	
Yes	1220	77%	399	76%	409	78%	412	78%
No	363	23%	127	24%	117	22%	119	22%
Total Sample Number	1583		526		526		531	

Have you shopped more online during the COVID-19 pandemic than before?

	TOTAL		MILLENNIALS		GEN X		BABY BOOMERS	
Yes	1145	72%	404	76%	388	73%	353	67%
No	440	28%	125	24%	140	27%	175	33%
Total Sample Number	1585		529		528		528	

Have you experienced financial insecurity due to the COVID-19 pandemic?

	TOTAL		MILLENNIALS		GEN X		BABY BOOMERS	
Yes	805	51%	315	60%	293	56%	197	37%
No	776	49%	210	40%	233	44%	333	63%
Total Sample Number	1581		525		526		530	

Do you use wearables to monitor your health?

	TOTAL		MILLENNIALS		GEN X		BABY BOOMERS	
Yes	741	47%	297	56%	260	50%	184	35%
No	839	53%	229	44%	265	50%	345	65%
Total Sample Number	1580		526		525		529	

Which wearable do you use?

	TOTAL		MILLENNIALS		GEN X		BABY BOOMERS	
Fitbit	299	22%	96	20%	106	23%	97	24%
Apple Watch	333	25%	146	30%	113	25%	74	18%
Garmin Watch	53	4%	26	5%	16	3%	11	3%
Samsung Watch	101	7%	53	11%	40	9%	8	2%
Other	561	42%	163	34%	184	40%	214	53%
Total Sample Number	1347		484		459	1	404	

Which social media platform do you use the most?

	TOTAL		MILLENNIALS		GEN X		BABY BOOMERS	
Twitter	170	11%	78	15%	57	11%	35	7%
Facebook	926	61%	236	45%	332	64%	358	75%
Instagram	293	19%	144	27%	90	17%	59	12%
TikTok	59	4%	35	7%	18	3%	6	1%
Parler	17	1%	6	1%	4	1%	7	1%
Snapchat	53	3%	26	5%	17	3%	10	2%
Total Sample Number	1518		525		518		475	

(NOTE 87% of boomers use social media)

Do you find yourself on the computer or phone more often since the COVID-19 pandemic started?

	TOTAL		MILLENNIALS		GEN X		BABY BOOMERS	
Yes	1129	71%	393	74%	394	75%	342	65%
No	452	29%	136	26%	131	25%	185	35%
Total Sample Number	1581		529		525		527	

Do you need a digital detox?

	TOTAL		MILLENNIALS		GEN X		BABY BOOMERS	
Yes	619	39%	267	51%	236	45%	116	22%
No	962	61%	261	49%	289	55%	412	78%
Total Sample Number	1581		528		525		528	

What device do you prefer to binge-watch on?

	TOTAL		MILLENNIALS		GEN X		BABY BOOMERS	
Apple TV	158	10%	73	14%	49	9%	36	7%
Roku	284	18%	100	19%	105	20%	79	15%
Amazon Fire Stick	268	17%	101	19%	97	19%	70	13%
Smart TV	443	28%	149	28%	170	32%	124	23%
I don't	426	27%	103	20%	103	20%	220	42%
Total Sample Number	1579		526		524		529	

Do you video chat with your parents and/or children more since the COVID-19 pandemic began?

	TOTAL		MILLENNIALS		GEN X		BABY BOOMERS	
Yes	790	50%	313	59%	258	50%	219	41%
No	787	50%	214	41%	262	50%	311	59%
Total Sample Number	1577		527		520		530	

Are you comfortable having your temperature checked before walking into an establishment?

	TOTAL		MILLENNIALS		GEN X		BABY BOOMERS	
Yes	1380	87%	441	84%	462	88%	477	91%
No	199	13%	86	16%	63	12%	50	9%
Total Sample Number	1579		527		525		527	

What do you think is the most effective way to prevent the spread of COVID-19?

	TOTAL		MILLENNIALS		GEN X		BABY BOOMERS	
Masks	651	41%	171	32%	196	37%	284	54%
Temperature checks	61	4%	35	7%	16	3%	10	2%
Social distancing	376	24%	142	27%	124	24%	110	21%
Lockdowns	277	18%	113	21%	102	19%	62	12%
Handwashing	214	14%	66	13%	88	17%	60	11%
Total Sample Number	1579		527		526		526	

Will you get vaccinated once a vaccine becomes available?

	TOTAL		MILLENNIALS		GEN X		BABY BOOMERS	
Yes	1095	69%	351	67%	347	66%	397	75%
No	482	31%	175	33%	178	34%	129	25%
Total Sample Number	1577		526		525		526	

Should students go back to classrooms and to college campuses in the fall?

	TOTAL		MILLENNIALS		GEN X		BABY BOOMERS	
Yes	590	38%	190	36%	206	39%	194	37%
No	981	62%	333	64%	318	61%	330	63%
Total Sample Number	1571		523		524		524	