

# The Weekly Listen: Generational change, shopping on Twitter, and consumers' brand expectations

Audio



On today's episode, we discuss how the coronavirus changed each generation, Twitter's ecommerce ambitions, what consumers want from brands one year into the pandemic, Virginia becoming the second state to enact a consumer privacy law, TikTok competitors from YouTube and Netflix, how to improve your art viewing experience, and more. Tune in to listen to the discussion with eMarketer principal analyst Jeremy Goldman, analyst Blake Droesch, and director of forecasting at Insider Intelligence Oscar Orozco.

**Coronavirus Impact: Major Purchases US Adults Are Planning Once Things Return to Normal, by Age, Nov 2020**

*% of respondents in each group*

	18-34	35-49	50-64	65+	Total
Going on vacation/traveling	39%	43%	36%	38%	39%
Buying new clothes	33%	28%	23%	14%	25%
Personal electronics	26%	27%	19%	5%	20%
Buying a car	24%	24%	14%	10%	19%
Buying a house	18%	12%	5%	2%	10%
Equipment and/or gear for outdoor activities/sports	20%	19%	8%	1%	13%
Not planning to purchase	19%	19%	35%	46%	28%

Source: The Harris Poll, "COVID-19 Wave 38," Nov 14, 2020

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