

# Shifts on teens' entertainment and shopping habits

# INTRODUCTION

## THE AIM

- To evaluate the impact of the pandemic in teens' life
- Especially in entertainment and shopping habits

## HOW IT WAS POSSIBLE?

- Survey on Google forms
- 56 responses
- Information gathered about before and after the pandemic

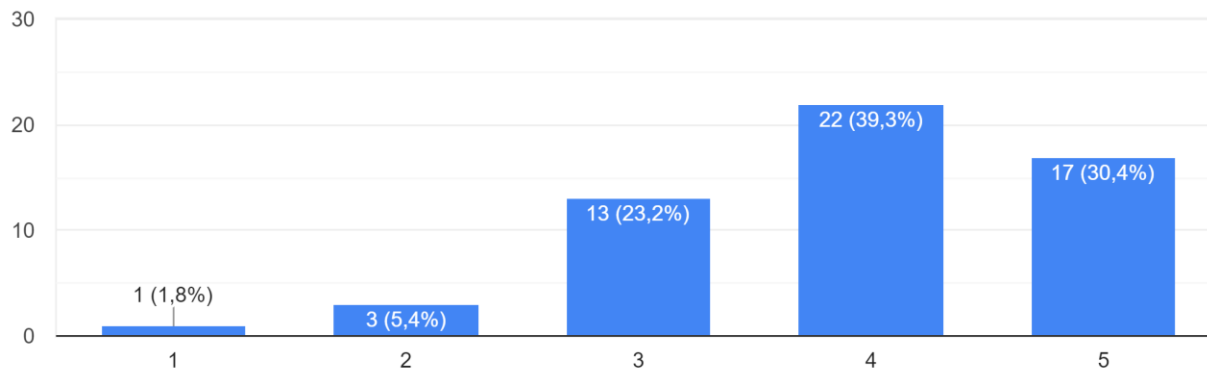


# Major impact of the pandemic

## Overall impact in our lives

11-Overall how much do you think the pandemic affected your life?

56 respostas

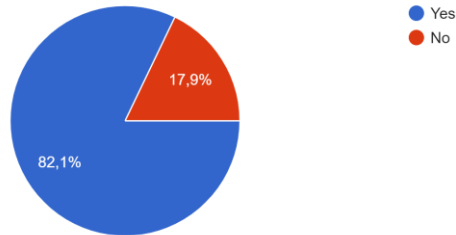


It is clear, the pandemic changed the way we see our lives....

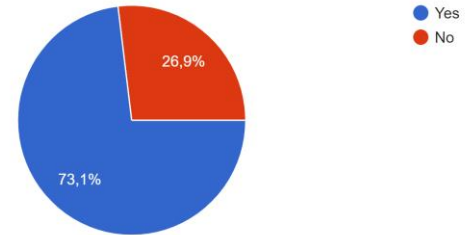
# Its effect on the entertainment industry for teens

- Online subscriptions
- Social events teens attend
- Before and after the quarantines

2-Do you hold any kind of subscription on an online streaming app  
56 repostas



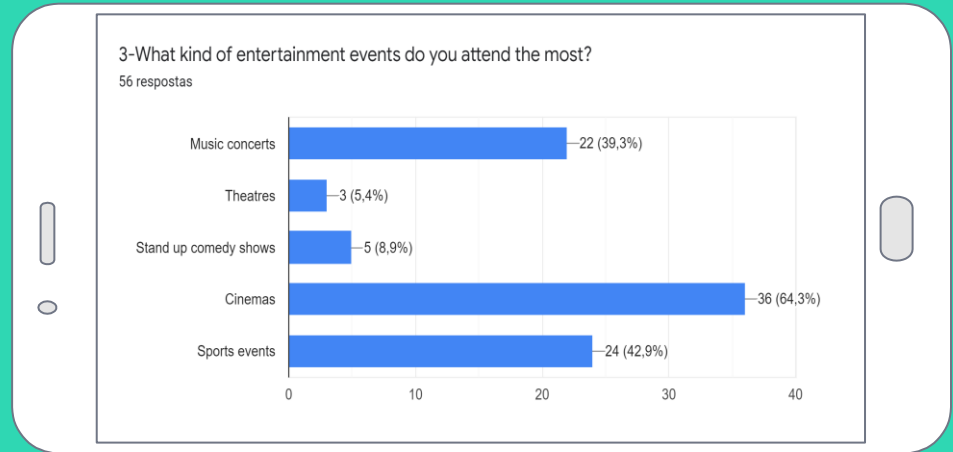
2- if so have you signed in during the quarantine?  
52 repostas



# Its effect on the entertainment industry for teens

## Most attended events by teens...

The events attended didn't change much during the pandemic

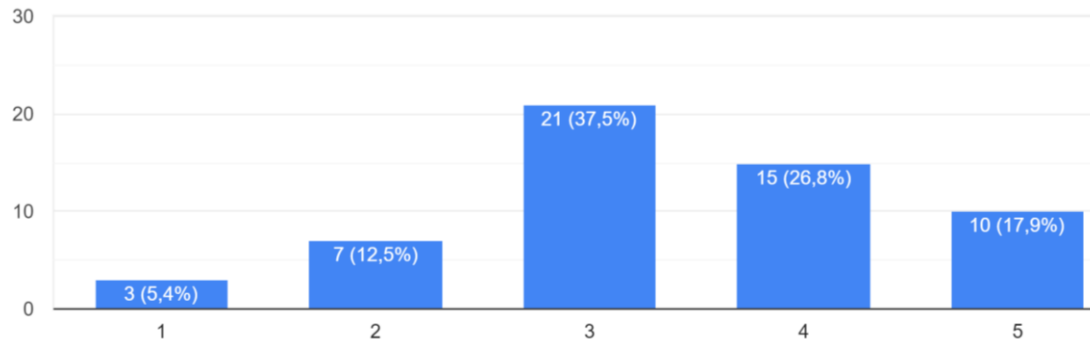


# Its effect on the entertainment industry for teens

Despite all of that we can see, the overall change that entertainment went through during Covid

4-Do you think the pandemic changed the way you see entertainment?

56 respostas

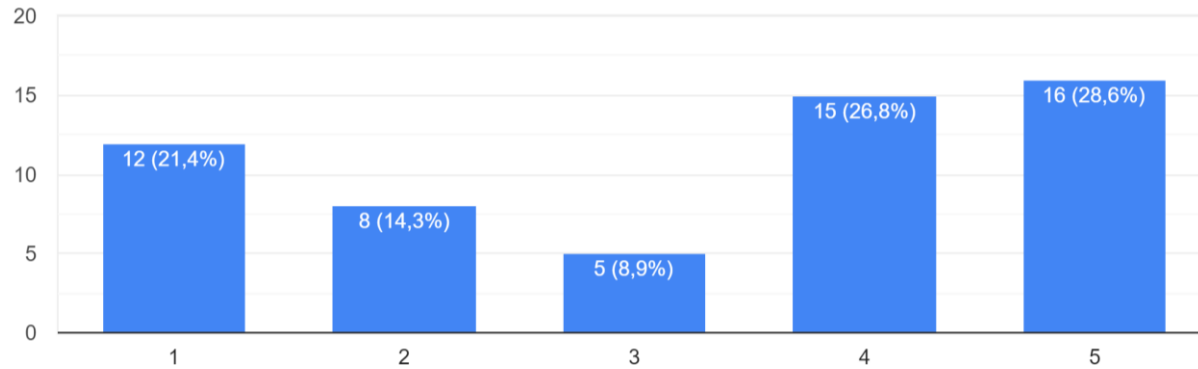


# Changes in shopping habits

The change in this industry is evident.....

6-Do you think the pandemic affected your shopping experiences?

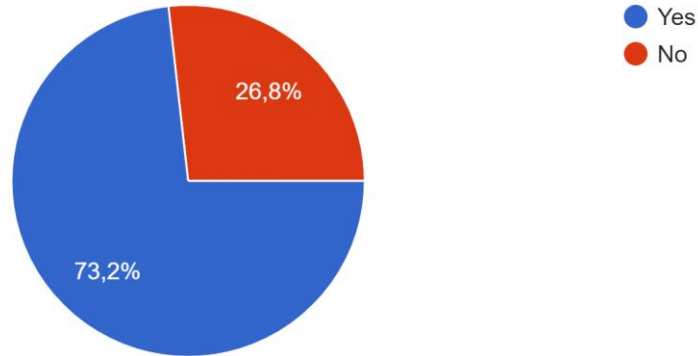
56 respostas



# Changes in shopping habits

8-Have you started to do more online shopping?

56 respostas



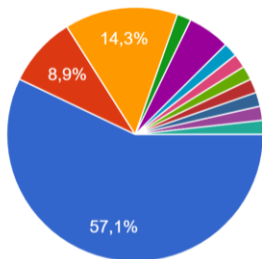
where the change was more evident was in online shopping....



# Interesting aspects we collected from the survey

1- As a teen where do you spend your money more often?

56 respostas

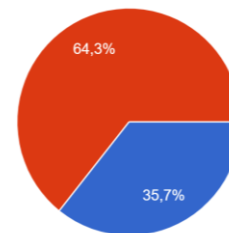


- Clothes
- Footwear
- Electronic devices
- Online subscriptions
- Culture events
- Food
- Sports
- Livros

▲ 1/2 ▼

7-Do you think that during the pandemic you became more of a compulsive buyer?

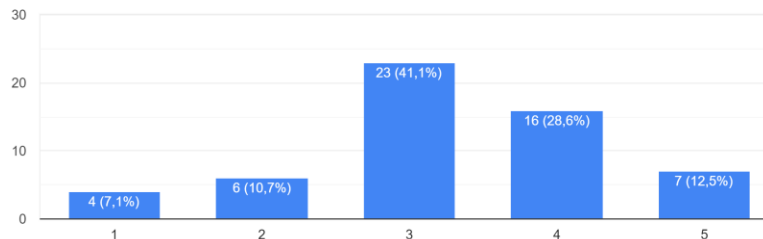
56 respostas



- Yes
- No

10-Does the brand have an influence on your shopping?

56 respostas



# Our final opinion

The pandemic had a great impact



In their social, entertainment and shopping habits



Online shopping and online subscriptions started to become a normal thing



Especially among teens



The change was evident as we concluded from this survey



The way we see life now is different overall





*Thank you for your help in making this  
project real*

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