



TEENS' CONSUMERISM DURING THE PANDEMIC





WHAT'S THE AIM OF THIS REPORT?



Understanding the evolution of teens' consumption habits during the pandemic in an ethical approach.



70

Respondents between the ages of 15 and 18

GENDER

40%



Male

58%



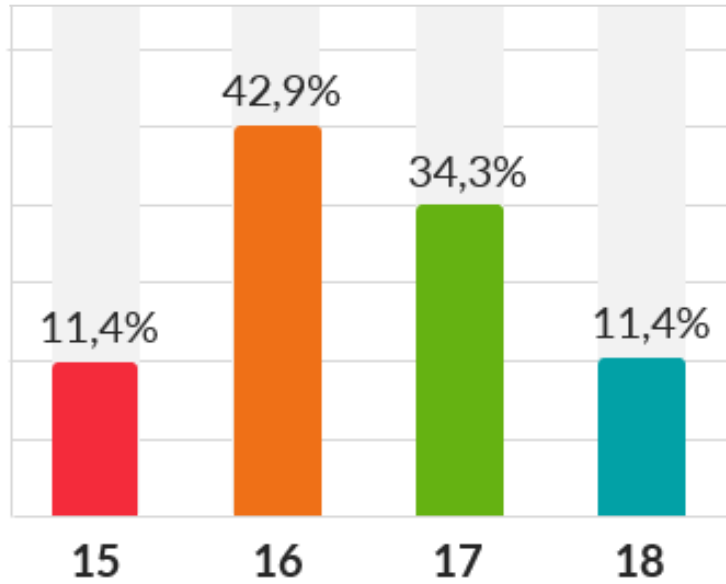
Female

2%



Other

AGES



LEVEL OF EDUCATION



8,6%

8th grade



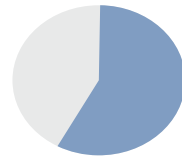
1,4%

9th grade



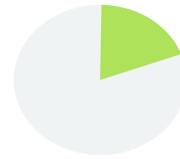
10%

10th grade



55,7%

11th grade



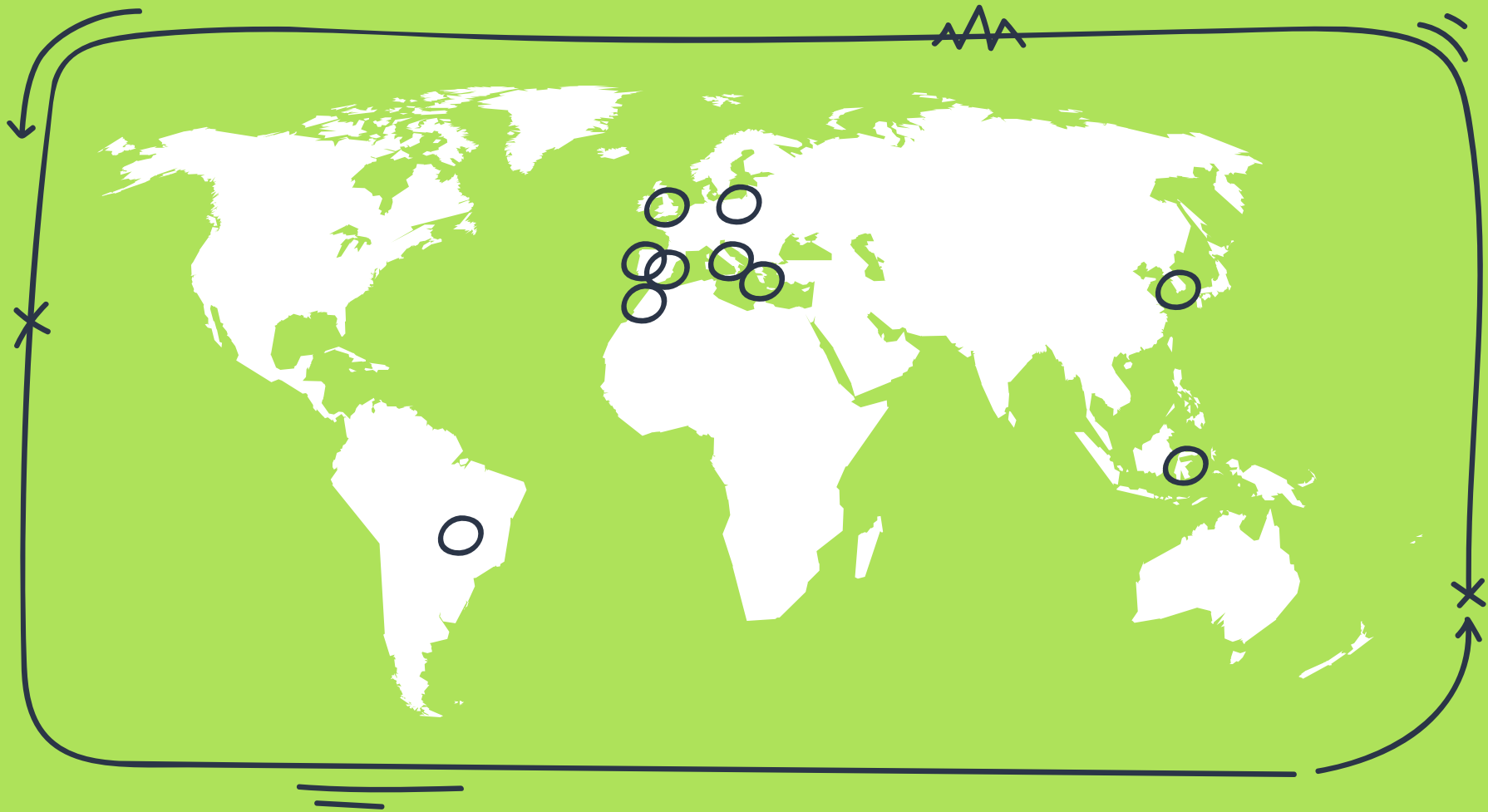
18,6%

12th grade

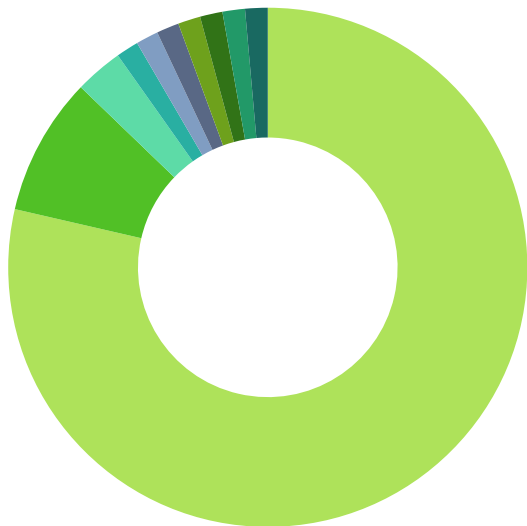


5,7%

College



NATIONALITIES



78,6%

8,6%

3,0%

1,4%

1,4%

1,4%

1,4%

1,4%

1,4%

1,4%

Nationalities

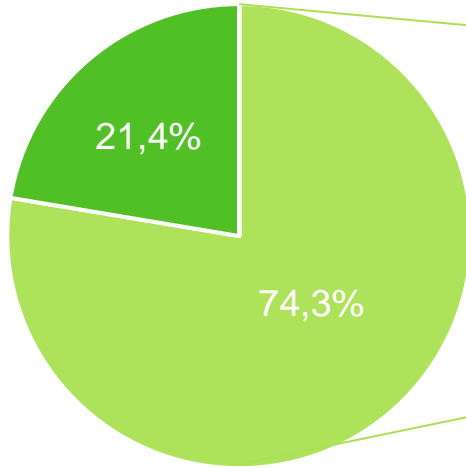
- Portuguese
- Polish
- Spanish
- Italian
- Brazilian
- Moroccan
- South Korean
- Greek
- English
- Indonesian



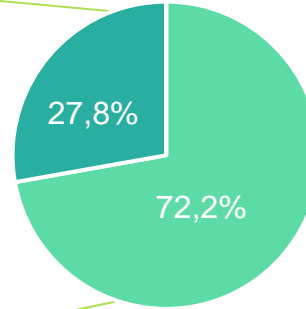


LET'S GET DOWN TO BUSINESS!

DO YOU THINK THE PANDEMIC HAS CHANGED YOUR SHOPPING HABITS?



■ Yes ■ No



■ Yes ■ No

WHICH OF THESE GOODS DID YOU BUY THE MOST IN THE LAST TWO YEARS?

64,3%

Food

60%

Clothes/Shoes

20%

Tech devices

25,7%

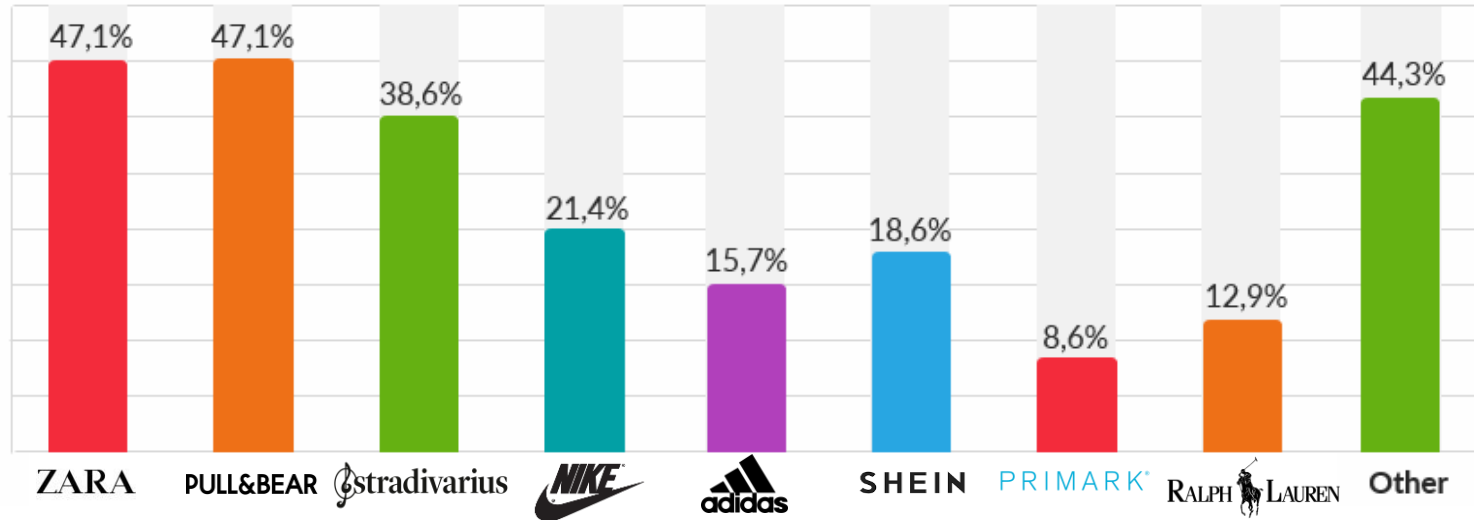
Books

21,4%

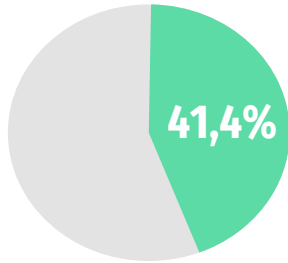
Online apps



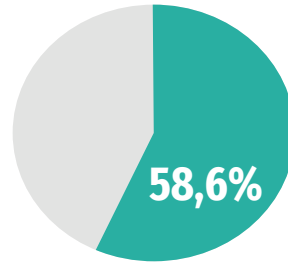
WHICH CLOTHING STORES DO YOU SHOP THE MOST?



DURING THE LOCKDOWN HAVE YOU STARTED SUPPORTING SMALL BUSINESS SHOPS?

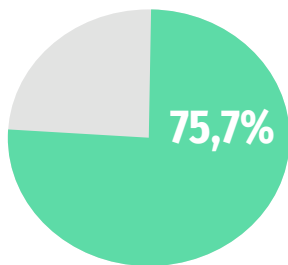


YES

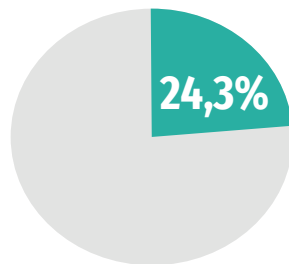


NO

HAS THE PANDEMIC BEEN A WAKE-UP CALL IN WHAT CONCERNS YOUR PERSPECTIVE OF SUSTAINABILITY?

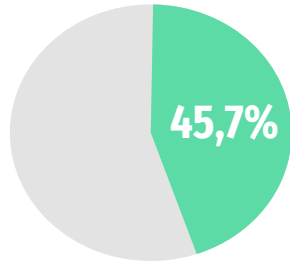


YES

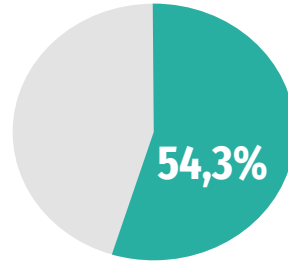


NO

HAS THE FACT THAT ONLINE SHOPPING HAS
BECOME MORE ACCESSIBLE MADE YOU SPEND MORE MONEY?

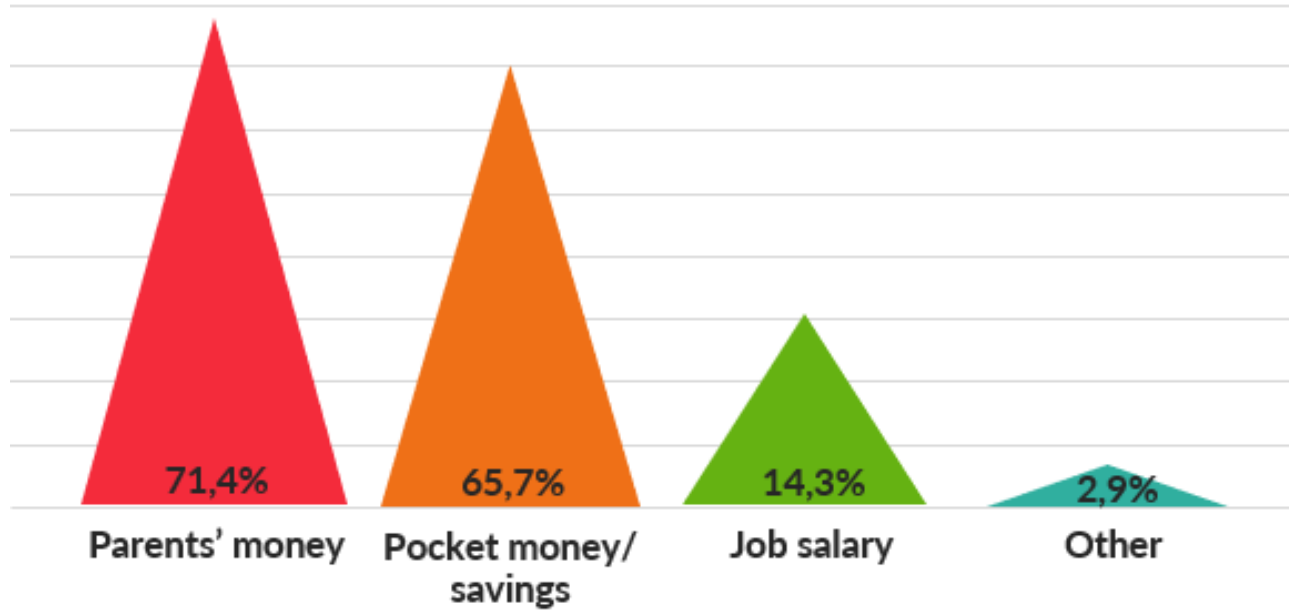


YES

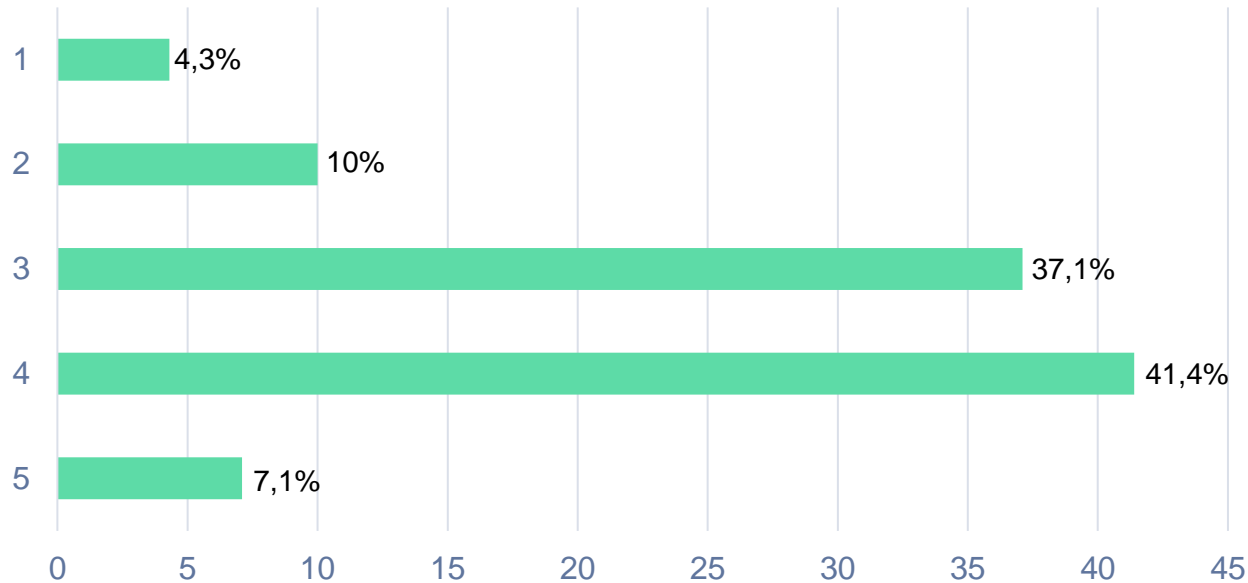


NO

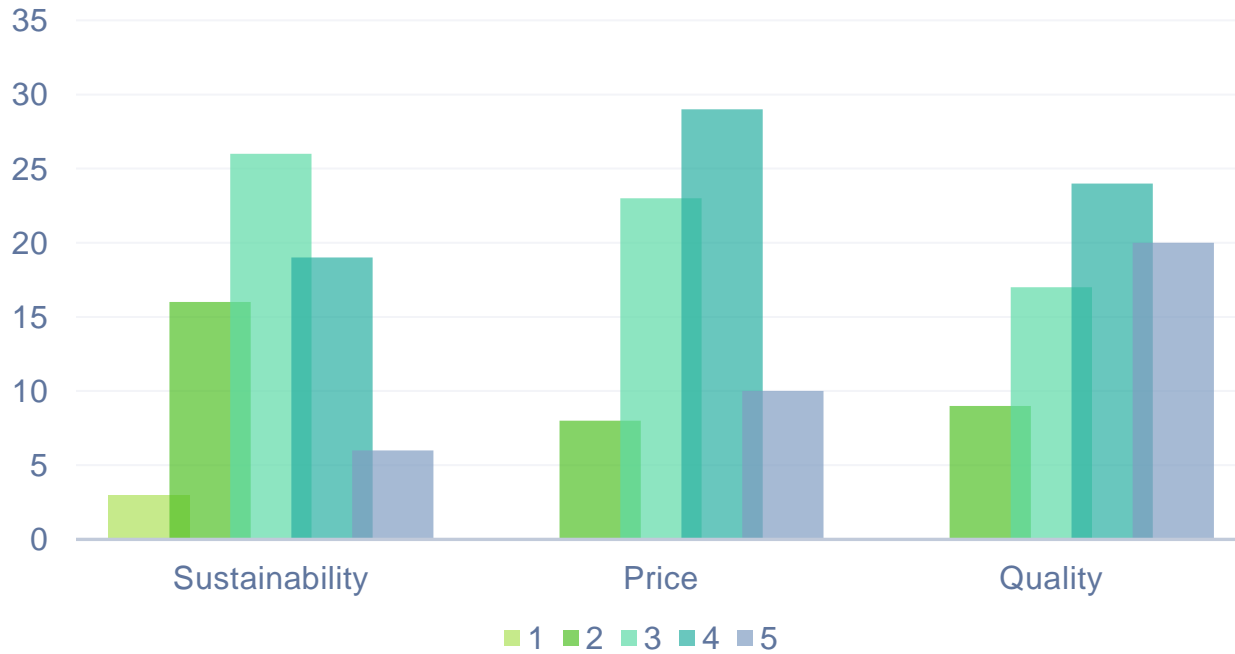
HOW DO YOU AFFORD YOUR LUXURIES?



ON A SCALE OF 1-5 HOW RESPONSIBLE AND ECOLOGICAL DO YOU CONSIDER YOURSELF TO BE?



HOW DO YOU BALANCE PRICE, SUSTAINABILITY AND QUALITY WHEN YOU PURCHASE PRODUCTS?





WHAT DID WE CONCLUDE?



There is a positive change in teens' consumerism, but there is still a lot of work to do!

THANKS!

Any questions?

- Ana Sofia Monteiro - nº 4
 - Beatriz Afonso - nº 6
 - Carlota Queiroz - nº 9
 - Joana Delgadoinho - nº 18
 - Madalena Santo - nº 22
- 11ºB

