



**FOR IMMEDIATE RELEASE**

## **The Surprising Shopping Habits and Values of Gen Z Kids Revealed** *Recent Survey Paints Generation as Both Materialistic AND Eco-Conscious*

**Friday, November 8th, 2019 - TORONTO, ON** - A recent survey conducted by PTPA Media Inc., one of North America's top consumer 'seal of approval' and advocacy organizations, questioned parents of Generation Z (those born after 1995) about their kids' overall preferences, buying behaviours and who and what they value. Surprisingly, the results showed that while purchasing material goods was high on the priority list - and also heavily influenced by YouTube stars - one in three parents said their children encourage them to buy clothing and other items that are sustainable or environmentally responsible.

Sharon Vinderine, founder of PTPA Media Inc. and one of the foremost experts on consumer trends and parenting/family dynamics says that this blend of values isn't entirely surprising. "Gen Z kids have always had technology at their fingertips, and now more than ever, there's a plethora of information being thrown at them from every angle," said Vinderine. "They have a YouTube celebrity in one ear and Greta Thunberg in the other - it's an interesting balance."

Despite their best intentions, the survey also showed that less than 8% of Gen Zs are shopping at thrift or vintage shops, but instead prefer mid-range 'fast fashion' stores like Target, H&M, Kohl's and Old Navy. Conversely - and much like their older Millennial cousins - 64% of respondents reported that if given the choice, their kids would choose life experiences over material goods.

Please see the attached infographic for your use. To request the full report from this survey or to schedule an interview with Sharon, please contact:

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### **About Sharon Vinderine**

When Sharon Vinderine launched her first new baby product, she found that there was nothing stronger than word of mouth when it came to marketing to parents. Leveraging that experience, she founded PTPA Media - *Parent Tested Parent Approved* and its coveted *PTPA Seal of Approval*.

Sharon is an in-demand parenting, gift guide and household product expert and has been featured on top-rated programs across North America, including *Breakfast Television*, *The Rachael Ray Show*, *The Steve Harvey Show*, *Extra!* and *HLN*. She has been profiled in *Entrepreneur*, *The Financial Post*, *Globe and Mail* and *The Toronto Star*, to name a few. As a former hi-tech entrepreneur, she is incredibly passionate about internet safety and keeping our families secure from online predators and often provides commentary on family cybersecurity, best apps for families and screen time management. For more information, visit <https://sharonvinderine.com>

### **About PTPA Media Inc.**

[PTPA Media](#) operates North America's largest volunteer parent testing community, with over 150,000 parent participants. PTPA's Winner's Circle *Seal of Approval* ranks as one of the Top most recognized and reputable seals in North America according to Research Now. PTPA Media certifies innovative products that families can trust through direct user feedback from parent testers. Using reviews, surveys and online forums, PTPA Media's engaged community of moms and dads provides authentic, real-time feedback on everyday products that families use, as well as hot topics that families care about. By connecting manufacturers with consumers, PTPA Media assists companies to serve their markets better, and helps families to identify products that have been tested and recommended by their peers. For more information, visit <http://www.ptpamedia.com>.