



QUIZ TIME

**Q1. Which generation
were you born into?**

**Silent Generation
1925 - 1945**

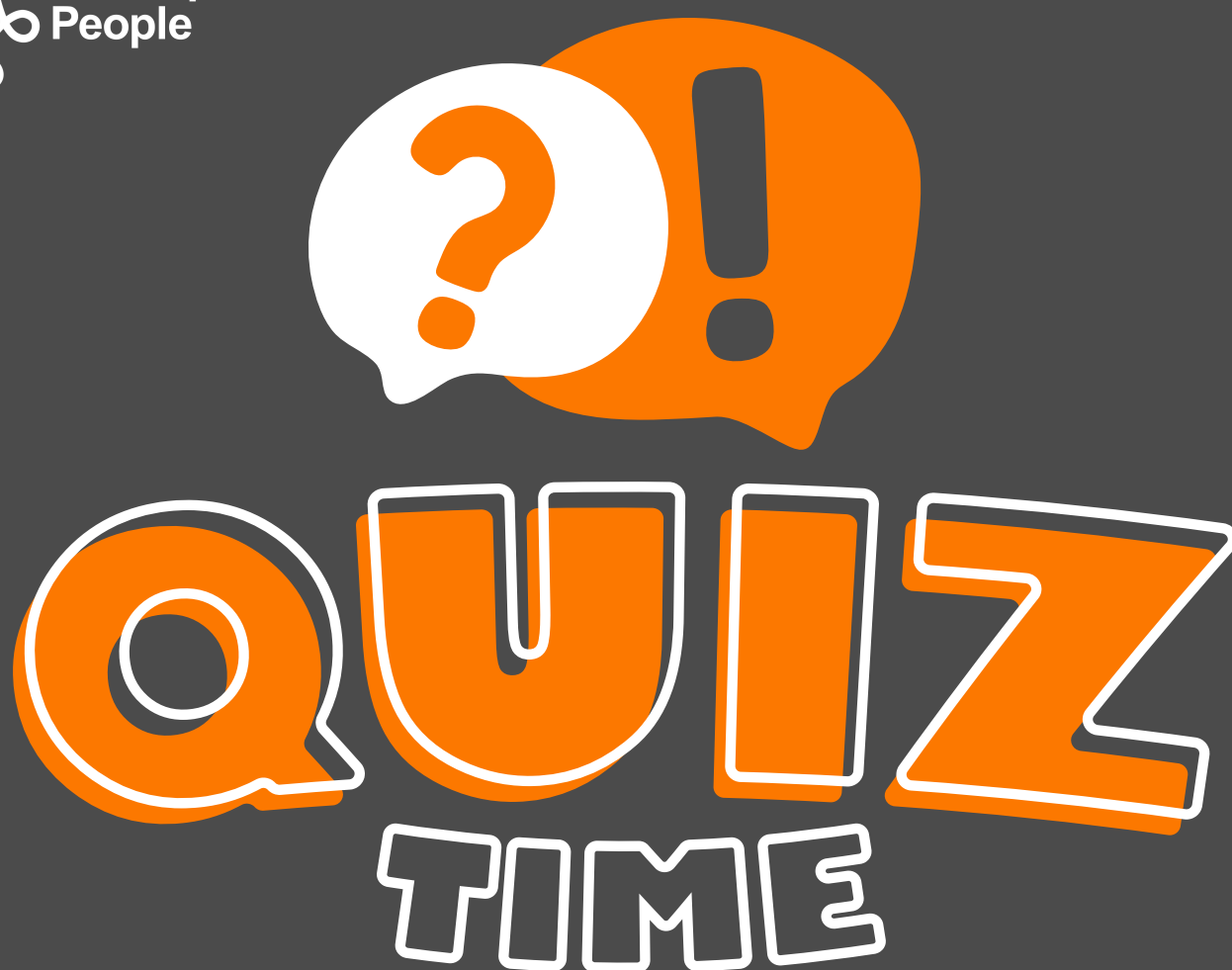
**Baby Boomers
1946 - 1964**

**Gen X
1965 - 1980**

**Millennials
1981 - 1996**

**Gen Z
1997 - 2012**





QUIZ TIME

Q2. Which generation will soon overtake millennials as the largest generation?



Gen X

Gen Z

Gen Alpha





QUIZ TIME

**Q3. How many platforms
can a Gen Z juggle
simultaneously?**




3

5

7





QUIZ TIME

Q4. How long do you
have to engage Gen Z
in a communications
campaign?



1 second

2 seconds

5 seconds

8 seconds





QUIZ TIME

Q5. Around 1 in how many of Gen Z say they're more likely to buy a product with lots of "likes" or positive comments.




1 in 3

1 in 4

1 in 5

1 in 6





QUIZ TIME

**Q6. Which platform would
Gen Z go to first when
researching something or
reviewing a brand or
product?**



Google

TikTok





QUIZ TIME


Q7. For organisations looking to engage with Gen Z online, what is most relatable to them online?



Meme

GIF





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Q8. What % of Gen Z say
memes help them express
ideas they would normally
struggle to communicate?



53%

63%

73%

83%





QUIZ TIME

**Q9. What % of Gen Z say
that seeing business
leaders speak out on
sustainability has
influenced their thinking
and behaviour.**




13%

23%

33%





QUIZ TIME

**Q10. Gaming is big
for Gen Z. How many in 10
Gen Z's are gamers
on any device?**



6 in 10

7 in 10

8 in 10

9 in 10





A1. -----

A2. Gen Z

A3. 5

A4. 1.7 & 8 seconds



A5. 1 in 5

A6. TikTok

A7. Meme



A8. 73%

A9. 33%

A10. 9 in 10

