



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 ?



1.7 seconds

2.7 seconds

5.7 seconds

8.7 seconds





QUIZ TIME

Q5. Around 1 in how many of Gen Z say they're more likely to engage with an organisation 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

You Tube

ChatGPT





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



Meme

GIF

Picture + caption





QUIZ TIME

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

*Peer reviewed research on Gen Z's useage of ChatGPT search function isn't available yet.

