

GEN Z

DIALS UP DIGITAL
ACTIVITY DURING
THE PANDEMIC



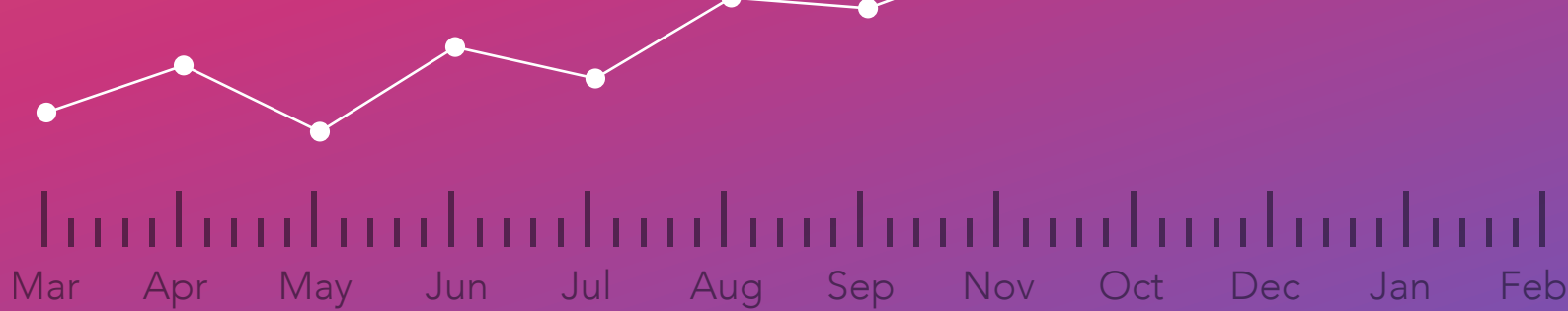
USE OF VOICE TECHNOLOGY
HAS RISEN **67%** AMONG
GEN Z DURING THE PANDEMIC

UP TO
50% OF GEN Z
USE A VOICE ASSISTANT



TWO-THIRDS
(61%) USE THEIR VOICE
ASSISTANTS DAILY

USE OF **TIKTOK** HAS RISEN
287% AMONG 16 - 18
YEAR OLDS DURING
THE PANDEMIC



GEN Z
IDENTIFYING AS
FEMALE
INCREASED
THEIR TIME
SPENT ONLINE
BY **54%**
ON AVERAGE



GEN Z
IDENTIFYING AS
MALE
INCREASED
THEIR TIME
SPENT ONLINE
BY **30%**
ON AVERAGE