



Matter to the... Generation? Does Religion Still

What Does Religion Mean to You?

Absolutely necessary

8.2%

Necessary in its original form

25.3%

Essential, But needs Rebranding

57.8%

Unnecessary 8.7%

Religious Content That Appeals to Gen Z

Promote doing good

15.5%

15.6%

Self-reflection

Meaningless

7.7%

32.5%

Take some rest

28.7%

Join religious activities





Easy Dhamma Podcast



Simple infographic

Story Telling 25.0%



Influencers Gen Z Follows