

The big answers: EMARKETER Daily quiz

Article

Get the correct answers to our Big Question quiz in the EMARKETER Daily newsletter. From ad dollar spend to influencers and connected TV, we deliver daily insights on media, marketing, and advertising. Not a subscriber? [Sign up here](#) and get our quizzes sent directly to your inbox to see if you can pick a winner.

April 25, 2024

Google may be pushing back its cookie deprecation deadline, but cookies are still going away, something we'll discuss at next week's [EMARKETER Virtual Summit](#). Ahead of our event, test your knowledge. True or false? The majority of US adults already turn off cookies or website tracking.

True, 67% of US adults [turn off cookies or website tracking](#), according to May 2023 data from Pew Research Center.

April 24, 2024

We'll be discussing the importance of in-store marketing for consumer packaged goods during [our webinar tomorrow](#). In what year will US in-store retail media pass the \$1 billion mark?

A) 2025 B) 2026 C) 2027 D) 2028

US in-store retail media ad spend will hit \$1.06 billion in 2028, per our March 2024 [forecast](#).

April 23, 2024

Cheetos' new 'Other Hand' campaign takes street advertising off-the-walls—literally. One of the campaign's billboards features what in front of it?

A) A giant bag of Cheetos B) A live tiger C) Two crashed cars D) A giant pile of orange dust

The [billboard](#) reads, "99% of people eat Cheetos with their dominant hand. Even drivers." In front of it are two crashed cars.

April 22, 2024

Happy Earth Day! On average, US consumers are willing to pay 11% more for eco-friendly products. How much more do brands usually charge for these products?

A) 5% B) 11% C) 28% D) 90%

US consumers on average are willing to pay 11% more for eco-friendly products, while brands on average charge 28% more for those items, per a Bain & Co. survey.

April 19, 2024

Happy Friday! Let's check in on our overall ad market. True or false? US digital ad spend will surpass 75% of total media ad spend this year.

False. US digital ad spend surpassed that figure last year. In 2024 it will hit 77.7% of US total media spend, per our forecast.

April 17, 2024

Got any book recs? If you're a Spotify user, you may have a few. What percentage of US, UK, and Australia subscribers have tried audiobooks?

A) 5% B) 15% C) 25% D) 35%

Some 25% of Spotify subscribers in the US, UK, and Australia have listened to audiobooks on the platform, per Spotify.

April 16, 2024

Generative AI has taken personalization from buzzword to buzzworthy. Find out how in our upcoming Outlook and Strategies for 2024's Second Half Summit. Do you know what percentage of US generative AI users employ the tech at work?

A) 35% B) 50% C) 65% D) 80%

Among US generative AI users, 64.7% will use the tech at work this year, per our June 2023 forecast.

April 15, 2024

Does your organization have a chief AI officer? Prevalence of the role has skyrocketed worldwide. How many more companies now have a head of AI than did five years ago?

A) Two times B) Three times C) Four times D) Five times

Three times as many companies have a designated head of AI position than did five years ago, according to LinkedIn data reported by the Financial Times.

April 12, 2024

TikTok is turning into a Gen Z search engine. But can it actually compete with Google? **True or false?** Do more Gen Zers start their searches on TikTok than on Google?

False, but Gen Z is more inclined than other generations to [start their searches on TikTok](#). That said, 46% of US 18- to 24-year olds start their searches on Google, while 21% head to TikTok, according to YPulse.

April 11, 2024

Oreo's new campaign compares a well-known icon to the black and white cookie. Which Oreo-lookalike icon does it use?

A) Camera lens icon B) Record button C) Website menu icon D) Crosswalk

If you're not sure about the resemblance, [check it out for yourself](#).

April 10, 2024

Ahead of [today's webinar](#) on how HP lowers spend and increases conversions, do you know what percentage of US marketing and advertising professionals already use first-party data?

A) 50% B) 77% C) 89% D) 99%

First-party data is used as a cookieless solution by 77.0% of US marketing and advertising professionals, according to November 2023 data from Basis Technologies.

April 9, 2024

Pop quiz: Which streaming platform has had the most hit shows since 2021?

A) Netflix

B) Max

C) Disney+

D) Amazon

[Netflix has had more top 10 titles](#) than all other streaming platforms combined, according to Nielsen. We've heard stranger things

And if you're interested in streaming, [check out MNTN's session](#) at our EMARKETER Summit.

April 6, 2024

Banner alert: What was the No. 1 most-downloaded app worldwide in March?

- A) Facebook
- B) Instagram
- C) TikTok
- D) CapCut

[Facebook took No. 1](#) from [Instagram](#) with 59 million downloads, according to appfigures.

April 5, 2024

TikTok talk: TikTok will account for what share of US total media ad spend this year?

- A) Less than 1%
- B) 3%**
- C) 5%
- D) 10%

TikTok will account for 2.7% of US total media ad spend this year, per our March 2024 forecast.

April 4, 2024

Alpha choice: What is Gen Alpha's favorite platform?

- A) YouTube**
- B) Disney+
- C) TikTok
- D) Instagram

Some 60% of US **Gen Alphas** use **TikTok**, according to Morning Consult. Among US Gen Alpha digital video viewers, that number is way higher, at 97.3%, per our forecast

April 3, 2024

Robotalk: True or false? Less than half of consumers can detect AI-generated copy.

False. Half of participants in a US and UK study from Bynder could identify when copy was written by AI.

April 2, 2024

Brand new: Which brand that has historically shied away from advertising is now launching ads?

- A) Trader Joe's
- B) Rolls-Royce
- C) Zara
- D) **Tesla**

Tesla is turning to ads to boost sales.

April 1, 2024

Listen up: True or false: More than half of people in the US 12 and older have listened to a podcast in the past month.

False, but it's pretty close—47% of people in the US 12 and up listened to a podcast in the past month, according to The Infinite Dial.

March 29, 2024

Bad ads: True or false: Google suspended 90% more advertisers in 2023 than the previous year.

True. Google also restricted 60% more ads, according to its 2023 Google Ads safety report.

March 28, 2024

I'm feeling lucky: Google will let users swipe left and right on clothes to get what?

- A) Ideas for room decor
- B) Skincare product advice
- C) Better fashion recommendations**
- D) Dating profile advice

Google's new update will improve shopping results by offering improved fashion recommendations with a Tinder-esque swipe.

March 27, 2024

Play that funky music: In 2023, US vinyl sales did what compared to 2022?

- A) Increased**
- B) Decreased
- C) Stayed the same

Vinyl sales were up 10.3% YoY, according to the Recording Industry Association of America. CD sales were up 11.3%.

March 26, 2024

Growth spurt: Which of the following companies is growing its worldwide digital ad revenues the fastest?

- A) Mercado Libre**
- B) ByteDance
- C) Amazon
- D) Tencent

Mercado Libre's worldwide digital ad revenues will grow by 50.5% this year to reach a total of \$1.06 billion, per our October 2023 forecast.

March 25, 2024

Political science: US political ad spend will be how much higher this year than it was in 2016?

- A) \$2 billion
- B) \$4 billion
- C) \$6 billion
- D) \$8 billion**

US political ad spend will reach \$12.32 billion this year, over \$8 billion more than the \$4.25 it reached in 2016, according to our December 2023 forecast.

March 22, 2024

Olympic feat: NBCUniversal has launched what ahead of the Paris Olympics?

- A) An immersive VR experience
- B) A line of Team USA merch
- C) Shoppable virtual concessions**
- D) A hologram that will compete alongside the athletes

Virtual Concessions will allow users to order through on-screen QR codes during programming.

March 21, 2024

Happy thoughts: A new PSA from the Ad Council advocating for mental health features which fuzzy kids' character?

- A) Elmo**
- B) Bluey

C) Peppa Pig

D) Goofy

Elmo is prominently featured in the “Love, Your Mind” campaign.

March 20, 2024

Kids corner: Which platform is most popular among US children?

A) YouTube

B) Netflix

C) Disney+

D) TikTok

YouTube has more US children and teen viewers than the other platforms listed, per our February 2024 forecast.

March 19, 2024

Buy behavior: Where did US internet users most often start their shopping journeys in 2023?

A) Search engines

B) Marketplaces

C) Social media

D) Brand websites

Some 40.4% of shoppers **start their online shopping journeys** on marketplaces like Amazon, according to Attest.

March 18, 2024

What’s appening? What was the most-downloaded app worldwide in February 2024?

A) Instagram

- B) TikTok
- C) Facebook
- D) WhatsApp

Instagram had 56 million downloads in February, according to appfigures. The other three platforms listed rounded out the top four.

March 15, 2024

Now or never: True or false? Google is planning to delay its cookie phaseout.

False, for now at least. But more than half of advertisers expect **Google to delay the deprecation of third-party cookies** again. Whether or not that ends up happening, advertisers need to make sure they have a plan now for cookie replacements.

March 14, 2024

Playing catch up: Kraft Heinz's new campaign says which sauce is the new ketchup?

- A) Mustard
- B) Marinara
- C) Gravy
- D) Hollandaise

"Gravy is the new ketchup," **according to Heinz**. We don't see gravy on a burger catching on just yet.

March 13, 2024

Retail media mix: On which retail media ad format are US advertisers spending more money?

- A) Search
- B) Display

US advertisers will spend \$36.76 billion on search this year and \$22.84 billion on display advertising, according to our October 2023 forecast.

March 12, 2024

Phone home: True or false? More than half of teens say they spend too much time on their smartphones.

False, but more (38%) say they spend too much time on their smartphones than too little (5%), according to Pew Research.

March 11, 2024

Game on: True or false? Interest in college sports is on the rise.

True, according to a report from **marketing analytics company** Big Chalk. Can we get a go blue?

March 8, 2024

Face-off: Netflix plans to feature a live sports event featuring what?

- A) A limbo competition between Tom Brady and Rob Gronkowski
- B) A chess match between Magnus Carlsen and Elon Musk
- C) A boxing match between Mike Tyson and Jake Paul**
- D) A soccer game between Netflix and Apple TV+

The fighter and the YouTube star will be **squaring off on Netflix in July**. But all these other ideas would be decent. Netflix, are you getting this?

March 7, 2024

That's nuts: Household mixed nuts brand Planters plans to release a new flavor of cashews in 2024 after CEO Jim Snee touted the success of the line in the company's earnings call last week. What flavor will it launch?

A) Salt and Vinegar

B) Chocolate Cayenne

C) Smoky Bacon

D) Ketchup

“Importantly, this product line continues to over-index with younger consumers, which is driving new consumers and excitement to the snack nuts category,” Snee said on the call.

March 6, 2024

Just do it: Nike’s new out-of-home campaign, which reads “it was never a long shot,” showcases which record-breaking athlete?

A) Simone Biles

B) Katie Ledecky

C) Serena Williams

D) Caitlin Clark

Nike’s campaign features Caitlin Clark, the University of Iowa point guard who broke both the men’s and women’s Division I NCAA scoring record.

March 5, 2024

Look it up: As part of a marketing campaign, boot maker Wolverine is pushing to add what term to the dictionary?

A) Small-batch

B) Woman-made

C) Heritage-crafted

D) Eco-chic

Wolverine wants to add “woman-made” to the dictionary in its new campaign.

March 4, 2024

Apples to apps: What was the most-downloaded app worldwide in January?

A) TikTok

B) Instagram

C) Temu

D) CapCut

Instagram led the way with 52 million downloads worldwide in January, followed by TikTok with 46 million, according to appfigures.

March 1, 2024

Write of passage: True or false? The number of US original scripted TV series declined in 2023.

True. Some 516 US **original scripted TV series were released** in 2023, down from 600 in 2022, according to February 2024 data from FX Networks.

February 29, 2024

Divisive question: True or false? People in the US spend more time watching YouTube on connected TV (CTV) than on mobile devices.

True. Time spent watching YouTube CTV will average 17 minutes (0:17) this year, while mobile will average 15 minutes (0:15), per our February 2024 forecast.

February 28, 2024

Stacks up: What is Substack's most profitable newsletter?

A) Letters from an American

B) Market Blues

C) Supreme Quart

D) Lincoln Blogs

Letters from an American is Substack's most profitable newsletter, with 1.4 million subscribers. The rest of the choices are made up newsletter names, but they sound pretty real!

February 27, 2024

Map quest: Instagram is developing a feature called "Friend Map," which does what?

- A) Turns feeds into a virtual treasure map, where friends' posts mark the spots of hidden digital gems
- B) Lets users dive into the whimsical world of "Friendtopia," where every post unlocks a new dimension of friendship
- C) Lets users play detective and uncover the secret hideouts and haunts of social circles
- D) Allows users to share their location on a live map and see friends' locations**

Friend Map would be similar to Snapchat's Snap Map. The other possible answers are good ideas as well, cooked up with the assistance of ChatGPT.

February 26, 2024

Adds up: Combined US connected TV (CTV) and linear TV ad spend will reach \$100 billion in what year?

- A) 2024
- B) 2025
- C) 2026
- D) 2027**

Combined US TV and CTV ad spend will grow every year through to the end of our forecast period in 2027, when it will reach nearly \$100 billion, according to our October 2023 forecast.

February 23, 2024

Pop quiz: True or false? CTV and OTT are two different terms for the same thing.

Connected TV (CTV) is often used as a catchall, but CTV and OTT are two different things.

[Here's the breakdown.](#)

February 22, 2024

Touchdown: True or false? Amazon is reportedly paying \$120 million for rights to an NFL playoff game after the 2024 season.

True. That's more than the \$110 million **Peacock paid to stream a playoff game** this year, as Amazon leans into sports and, of course, sports advertising.

February 21, 2024

Take a bite: Apple is making which feature available once a month?

A) Replay

B) Flashlight

C) Weather

D) Step-counter

Apple Music's Replay feature, which is similar to Spotify Wrapped, will be available monthly, rather than once per year.

February 20, 2024

Search lurch: True or false? Traffic from search engines will fall 25% by 2026.

True, at least according to the latest Gartner research, which predicts **tools like ChatGPT** could replace Google Search.

February 16, 2024

Play ball: What percentage of 18- to 24-year-olds engage with sports on social media?

A) 23%

- B) 41%
- C) 72%
- D) 93%**

Some 93% of 18- to 24-year-olds engage with sports on social media, according to WARC.

February 15, 2024

Slacking off: Slack was originally intended to be what?

- A) Streaming platform
- B) Payments interface
- C) Video game**
- D) Email client

Slack originally was supposed to be a **video game called Glitch**.

February 14, 2024

Be mine: True or false? The number of people celebrating Valentine's Day has increased in the past 15 years.

False. This year, **53% of people in the US will celebrate Valentine's Day**, down 10 percentage points from 15 years ago, per the National Retail Federation.

February 13, 2024

Influence of love: What do consumers say inspires Valentine's Day shopping choices most?

- A) In-store displays**
- B) Friends and family
- C) Deal aggregators
- D) Retail websites

E) Social media influencers

Some 35% are influenced by in-store displays, but all of the above have some influence over Valentine's Day consumers, according to a survey from RetailMeNot and Ziff Davis Shopping.

February 12, 2024

Team Temu: How many times did Temu ads air during last night's Super Bowl?

- A) 1
- B) 2
- C) 3
- D) 5

Three Temu ads aired during the game and another two ran after. It may have been an outlier with the star-studded tone of most other ads, but Temu sure had people talking.

February 9, 2024

Retail media road map: True or false? Retail media ad spend worldwide will pass \$100 billion for the first time this year.

False. That milestone came last year. This year, retail media ad spend worldwide will total \$140.04 billion, according to our December 2023 forecast.

February 8, 2024

Pod nod: What percentage of the top-ranked US podcasts bring on guests?

- A) 10%
- B) 50%
- C) 75%
- D) 99%

To be more precise, **76% of the top-ranked US podcasts** brought on guests in 2022, according to Pew Research.

February 7, 2024

Super Bowl squares: Which of the following is not a square featured on the National Advertising Division of the BBB National Programs' Super Bowl ad bingo card?

- A) CEO/owner testimonial
- B) Mega-influencer endorsement
- C) Power of AI or AI-powered
- D) Celebrity voiceover**

Celebrity voiceover wasn't featured on the **2024 bingo card**, but we're pretty sure you can still count on hearing one of those.

February 6, 2024

You are what you stream: YouTube is testing thematic video feeds based on what?

- A) Video length
- B) Color**
- C) Volume
- D) Topic

The video feeds can be red, blue, or green, which appear to be entirely aesthetic choices.

February 5, 2024

Hidden figures: How many videos are on YouTube?

- A) 1.4 million
- B) 14 million
- C) 140 million

D) 14 billion

There are **14 billion publicly visible videos on YouTube**, according to The Atlantic.

February 2, 2024

Kids' corner: Which children's media character was overwhelmed with negative responses after asking "how is everybody doing" on social media this week?

A) Bluey

B) Elmo

C) Peppa Pig

D) Snoopy

Elmo's post created a space for social media users to unload, and the Muppet responded saying he was "glad he asked!"

February 1, 2024

Social age: Which of the following platforms has the highest penetration among US adults 65 and older?

A) Facebook

B) YouTube

C) Pinterest

D) LinkedIn

Some **60% of US adults 65 and older say they use YouTube**, according to Pew Research conducted between May and September 2023. That's compared to 58% who use Facebook, 21% who use Pinterest, and 12% who use LinkedIn. Our own forecast shows a similar trend for 2023, but puts Facebook use at 43.9%, Pinterest at 13.1%, and LinkedIn at 4.8% for users 65 and older.

January 31, 2024

Still networking: In what year will US social network ad spend pass \$100 billion?

A) 2024

B) 2025

C) 2026

D) 2027

US social network ad spend will reach \$102.90 billion in 2026, per our October 2023 forecast.

January 30, 2024

Linking up: True or false? More than half of US B2B display ad spend goes to LinkedIn.

False. This year 42.3% of US B2B display ad spend will go to LinkedIn, according to our July 2023 forecast, which is still a massive piece of the B2B pie.

January 29, 2024

Game on: How many times was the New York Times Games app downloaded last year?

A) 1 million

B) 3 million

C) 5 million

D) 10 million

That's **according to the New York Times** as reported by Axios. Some games feature ads, making them free to play. Others involve a Games subscription, which has helped make the Times stand out among news subscriptions.

January 26, 2024

Ticking up: True or false? TikTok's US ad revenues will cross \$10 billion this year.

False. We don't forecast that happening until 2025.

January 25, 2024

Game on: The new viral game Palworld is being criticized for copying IP from which existing game?

- A) Pokémon
- B) Mario Party
- C) Animal Crossing
- D) World of Warcraft

The Pokémon Company intends to investigate Palworld's similarities with Pokémon.

January 24, 2024

Gutsy move: A new MiraLAX ad mentioning "The Gut Gap" features which iconic female duo?

- A) Jane Fonda and Lily Tomlin from "Grace and Frankie"
- B) Abbi Jacobson and Ilana Glazer from "Broad City"**
- C) Alexis Bledel and Lauren Graham from "Gilmore Girls"
- D) Ellen Pompeo and Sandra Oh from "Grey's Anatomy"

The ad will inspire **nostalgia for "Broad City" fans.**

January 23, 2024

Feed me: Which of the following is not the name of an existing RSS reader?

- A) Feedly
- B) Feeder
- C) BirdFeed**
- D) Feedbin

All of these are **real RSS readers** except BirdFeed, which we made up. But if you're looking to create a new RSS platform, feel free to use that idea!

January 22, 2024

Election connection: How much higher will US total political ad spend be this year than in 2020?

- A) \$3 million
- B) \$30 million
- C) \$300 million
- D) \$3 billion**

US total political ad spend will reach \$12.32 billion this year, up \$2.75 billion over \$9.57 billion in 2020, the last presidential election year, according to our December 2023 forecast.

January 19, 2024

Game glam: E.l.f. Cosmetics is returning to the Super Bowl with an ad this year. Which iconic "White Lotus" star was in the brand's 2023 Super Bowl commercial?

- A) Jennifer Coolidge**
- B) Aubrey Plaza
- C) Connie Britton
- D) Sydney Sweeney

Jennifer Coolidge was in the **e.l.f. Cosmetics ad** that had us bending and snapping with excitement.

January 18, 2024

See TV: What percentage of people in the US will watch connected TV in 2024?

- A) 48%

B) 58%

C) 68%

D) 78%

According to our September 2023 forecast, 68.4% of people in the US will be connected TV viewers this year.

January 17, 2024

Game on: Total US game ad revenues will increase by how much in 2024 over 2023?

A) 0.3%

B) 3%

C) 13%

D) 23%

In 2024, total US game ad revenues will hit \$8.53 billion, per our October 2023 forecast, an increase of 13.4% YoY.

January 16, 2024

Ride scare: Uber has decided to shut down which of its businesses?

A) Uber Eats

B) Drizly

C) Postmates

D) Uber Freight

Customers who want alcohol delivered (and advertisers looking for inventory) can still use **Uber Eats**, even after Drizly is gone.

January 12, 2024

Social age: US Gen Zers' top activity on social media is ...

A) Watching videos

B) Watching Stories

C) Liking/commenting on content

D) Direct messaging

E) Viewing creator/influencer content

According to our July 2023 survey, 72.4% of Gen Zers use social media to watch videos.

January 11, 2024

Retail me this: In what year will US omnichannel retail media ad spend pass one-fifth of total media ad spend?

A) 2024

B) 2025

C) 2026

D) 2027

In 2027, US omnichannel retail media ad spend will make up 21.8% of total media ad spend, according to our October 2023 forecast.

January 10, 2024

State trivia: Which US state is the first to use ChatGPT Enterprise to assist state employees?

A) Connecticut

B) Texas

C) Maine

D) Pennsylvania

E) New York

Pennsylvania is **leaning into ChatGPT**.

January 9, 2024

Pop quiz: If someone describes something as their “Roman Empire,” it means that they ...

- A) Want that topic to suffer a dramatic fall from grace
- B) Constantly think about that topic**
- C) Consider that topic to have been created in one day
- D) Think all other topics lead back to that topic

The phrase “that is my Roman Empire” is TikTok speak for something that is perpetually on someone’s mind. For example, Oreo’s iconic 2013 Super Bowl tweet might be your Roman Empire. The phrase refers to a trend from 2023 where TikTokers discussed how much men think about the Roman Empire (all the time, apparently). Read more in our ["delulu" marketer’s guide to using Gen Z slang](#).

January 8, 2024

Growing up: Gen Z makes up what percentage of the US population?

- A) 5%
- B) 11%
- C) 21%**
- D) 30%

Gen Z makes up 21% of the US population and 17% of the US adult population, according to November 2023 US Census Bureau data.

January 5, 2024

TikTok ticks up: TikTok aims to grow its US ecommerce business by how many times in 2024?

- A) 2 times
- B) 3 times**

C) 5 times

D) 10 times

TikTok's **merchandise volume goal for TikTok Shop** in the US is roughly 10 times what the platform achieved in 2023, according to Bloomberg information reported by MediaPost. TikTok is hoping its flywheel of ads, entertainment, and commerce will help it reach the \$17.5 billion goal.

January 4, 2024

I scream for ice cream: Comedian Eric André will be featured in which ice cream brand's debut Super Bowl ad?

A) Drumstick

B) Halo Top

C) Talenti

D) Dairy Queen

André will be featured in **Drumstick's first Super Bowl ad**.

January 3, 2024

Toaster tactics: Pop-Tarts' edible mascot gained attention after toasting itself during the Pop-Tarts Bowl. Which food organization's mascot held up a sign describing itself as "non-edible" during a bowl game?

A) Duke's Mayonnaise

B) Avocados From Mexico

C) Idaho Potato Commission

D) Cheez-It

The **Cheez-It mascot** is named Ched-Z, and he wants you to know that you cannot eat him.

January 2, 2024

Year in preview: How much will US total media ad spend be in 2024?

A) \$195 billion

B) \$295 billion

C) \$395 billion

D) \$495 billion

US total media ad spend will reach \$395.59 billion this year, according to our forecast.