

# Generation Alpha: the new kids of America

**GWI.**



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# What's coming up today

- 01 Who is GWI?**
- 02 American Generation Alpha in 2022**
- 03 Staying entertained**
- 04 Social media sentiments**
- 05 Protection and privacy**
- 06 Game on!**
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# Who is GWI?

**GWI** Charts

This is a Beauty Fan

Include people with any of these attributes

- Health, Fitness & Beauty Interests  
**Beauty / cosmetics**

AND OR

- Personal Interests  
**Beauty products**

Post Covid Attitudes  
**Time Spent on Appearance for Work**

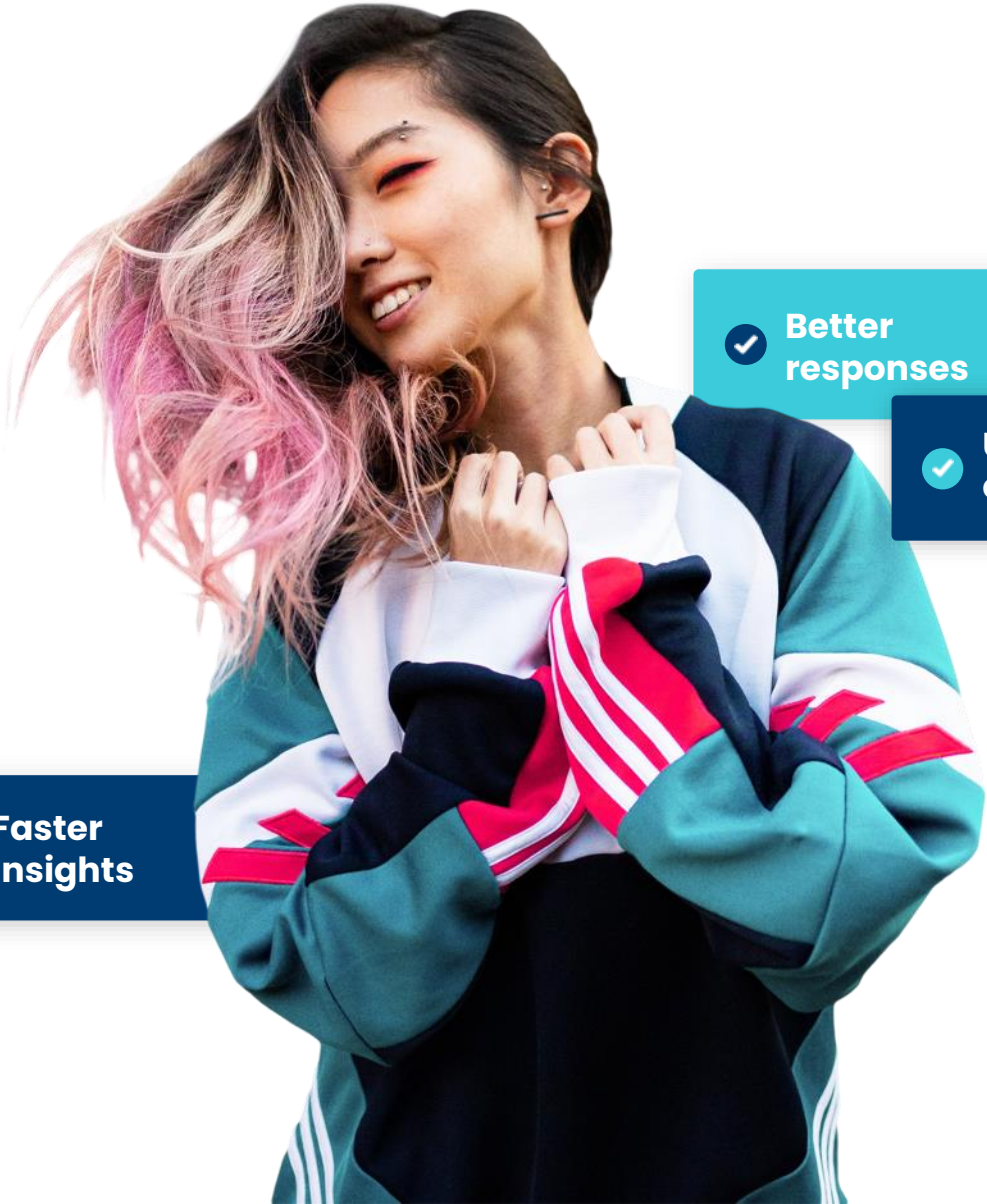
Response	Percentage
A lot more time	~15%
A little more time	~25%
About the same	~45%
Not relevant to me	~15%

# The world's largest study into the digital consumer

✓ Faster  
insights

✓ Better  
responses

✓ Unique  
questions





**50**

countries



**1M+**

interviews  
per year



**8**

datasets

# Our unique GWI Kids dataset

**8-15**

years old

**16**

markets

**19k**

annual interviews

# Questionnaire content

**GWI Kids contains questions across the following categories**



Demographics



Education



Lifestyle



Attitudes & interests



Device



Digital behaviors



Media



Social networks



Gaming



Sports & exercise



# Generation Alpha

A look at tomorrow's consumers



# American Gen Alpha in 2022

## Growing diversity

Gen Alpha are predicted to be the biggest, and most diverse generation yet.

## One and only

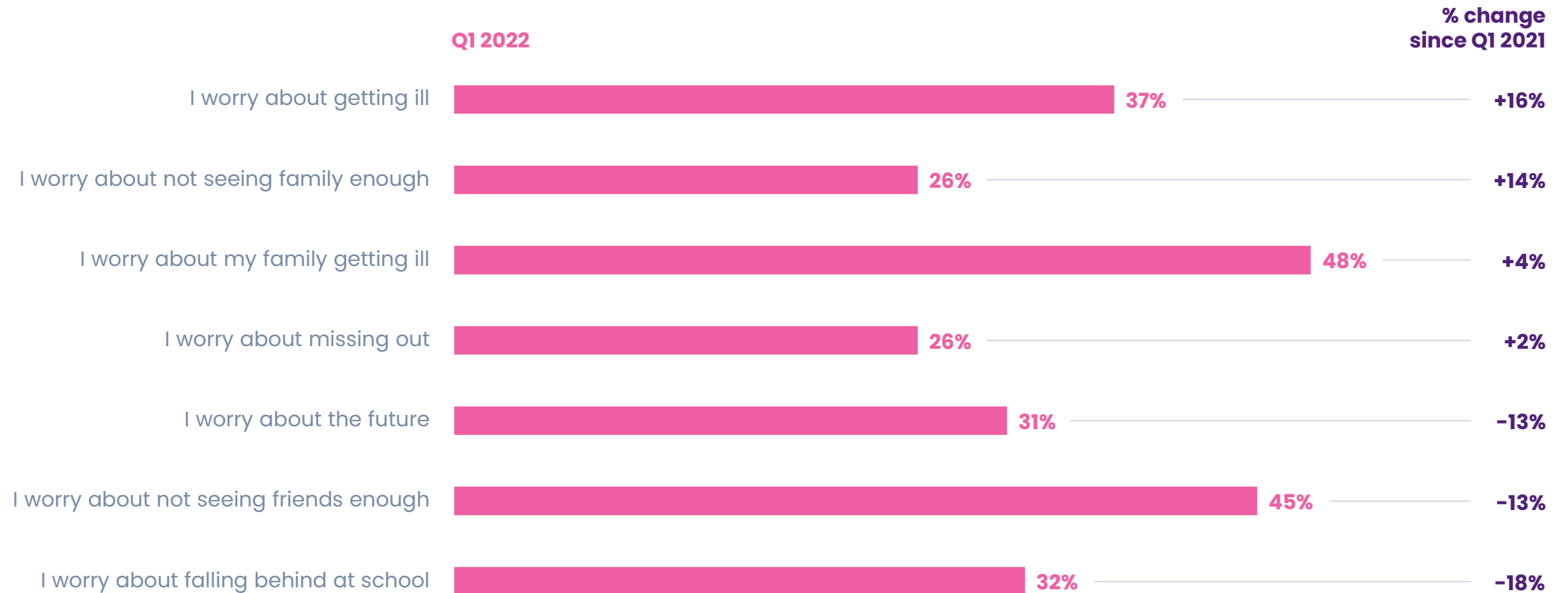
They belong to the fastest-growing family unit, one-child families.

## Mini-millennials

Over half of Gen Alpha are born of millennials.

# Growing up during Covid

% of US 8-15s who say the pandemic has made them worry about the following (sorted by % change)

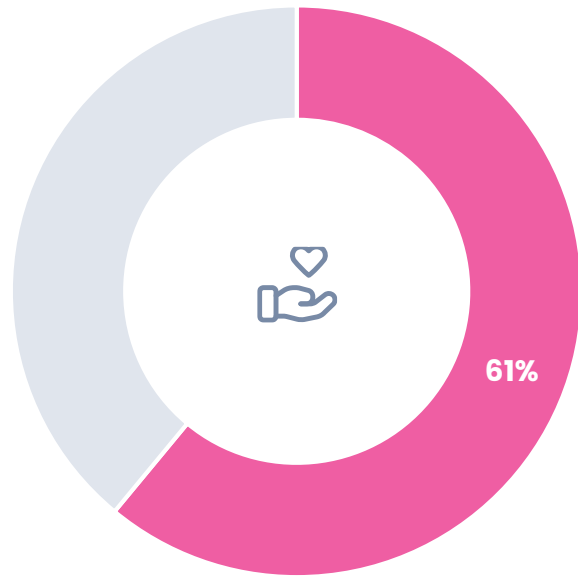


**43% of US 12–15s  
believe it's important  
to go to college**

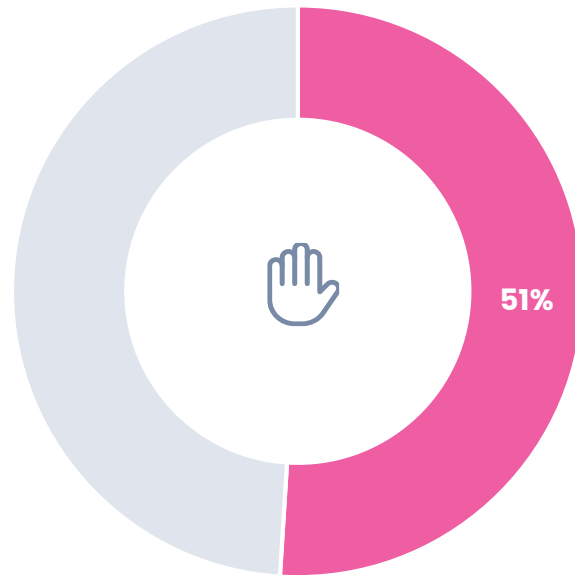


# An Alpha outlook

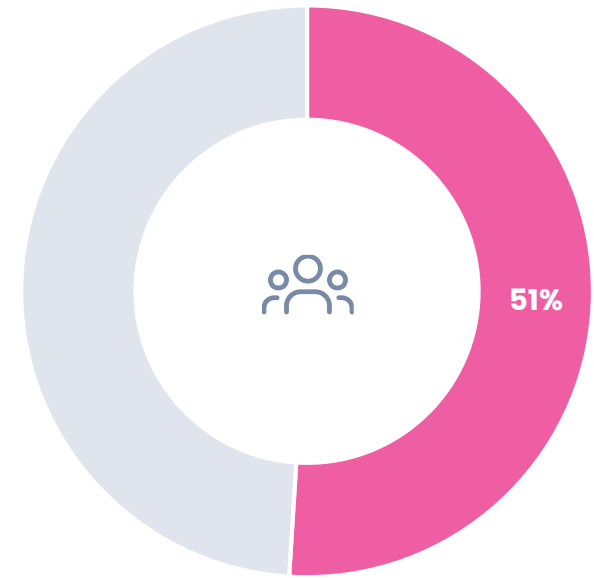
% of US 12-15s who say the following are important to them



Helping people



Protecting people from bullying



Everyone being treated the same

# Staying entertained

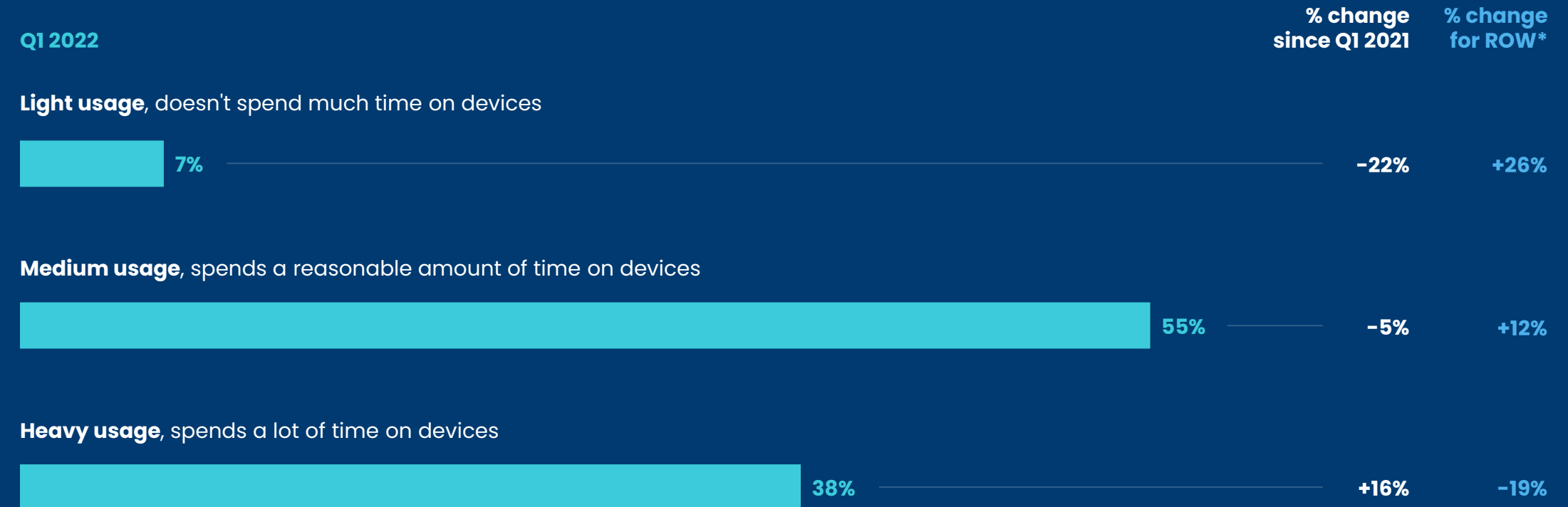
**Covid's impact beyond health  
is creating lasting change**



**US Gen Alpha use an average  
of 4 devices a week, and 45% of  
them use 5 or more social networks**

# Heavy screen time increases in the US: devices

% of US parents who describe their child's device usage in the following way

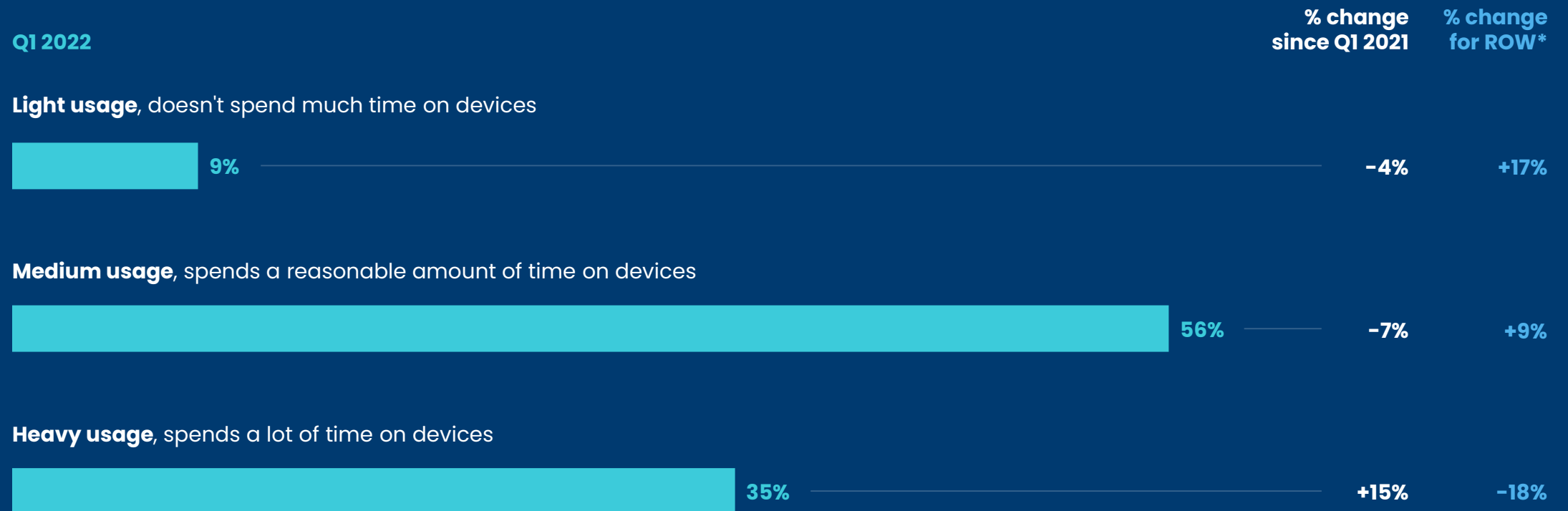


\*Rest of world (ROW) excludes USA, China and Sweden



# Heavy screen time increases in the US: internet

% of US parents who describe their child's internet usage in the following way

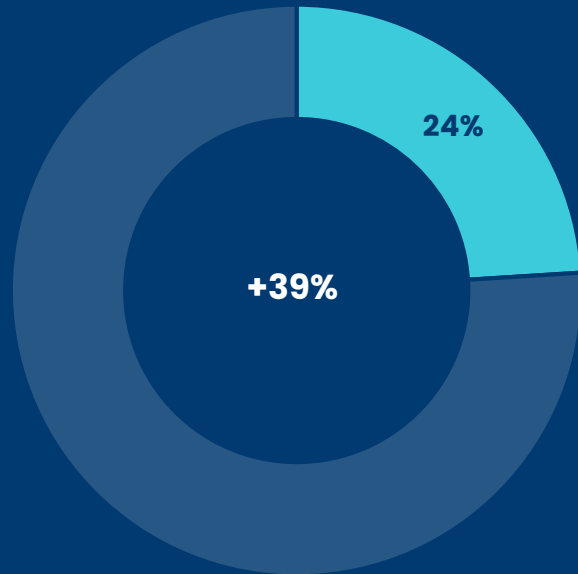


\*Rest of world (ROW) excludes USA, China and Sweden

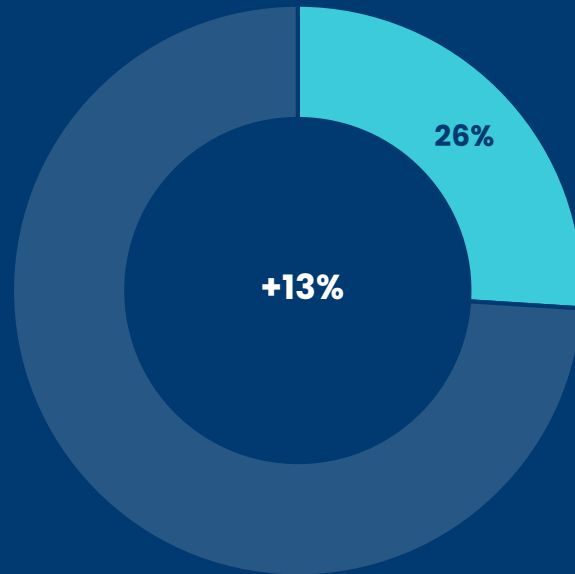
# ...but it's not all about the small screen

% of US 12-15s who...

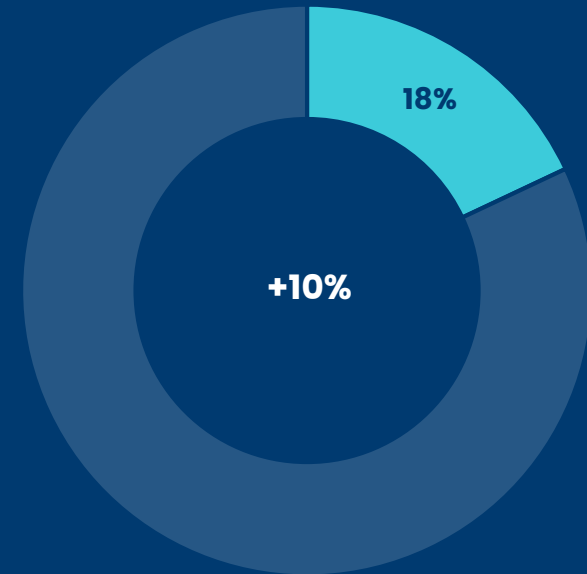
■ Q1 2022 ■ % change since Q1 2021



...say **cinema/movie theater** is their favorite way to watch movies



...listen to **podcasts**



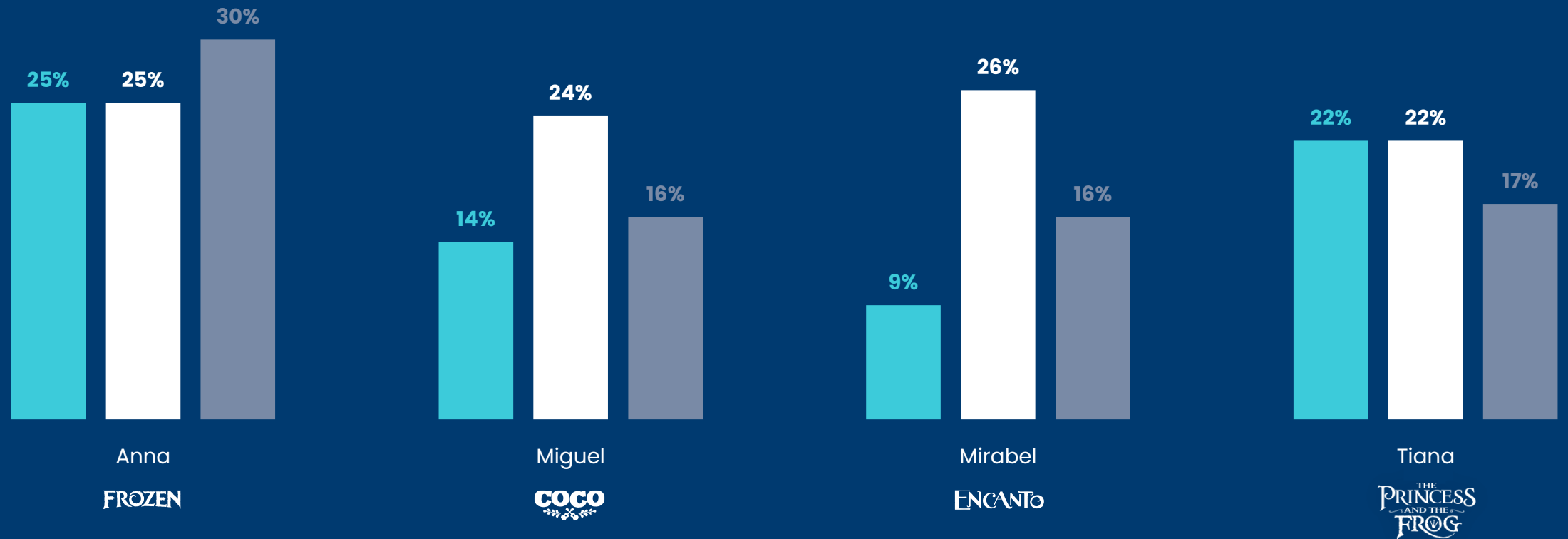
...are interested in **podcasts**

**3 in 10 Gen Alphas aged 12–15 believe it's important to see all types of people in TV shows and movies**

# Gen Alphas are drawn to those who represent them

% of US 8-15s who say they like the following characters

■ Black/African American ■ Hispanic ■ White/Caucasian



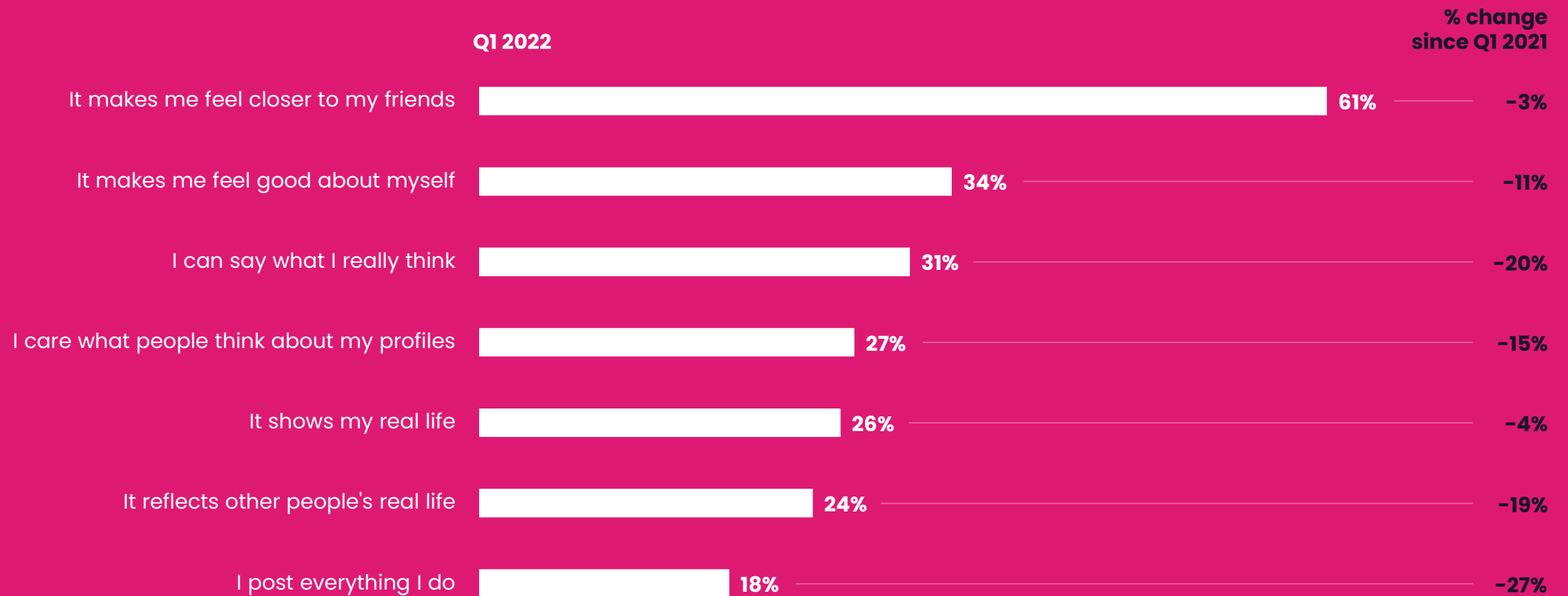
# Social media sentiments

**Gen Alpha are more aware of social media's effects**



# Kids are feeling the negative effects

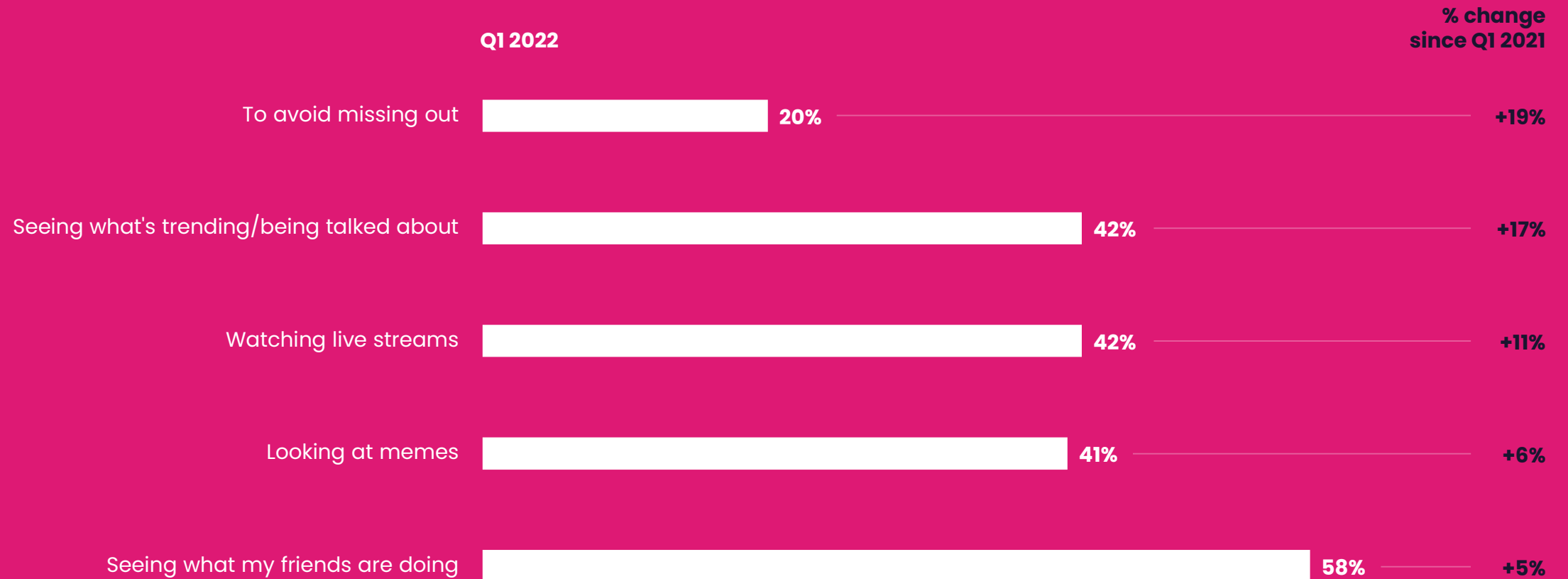
% of US 12-15 year old social media users who agree with the following



**4 in 10** teens say watching  
livestreams is a main reason  
for using social media

# Stepping away from curated social media

% of 12-15 year old social media users who say the following are the main reasons they use platforms (sorted by % change)





# Protection & privacy

Keeping kids safe online



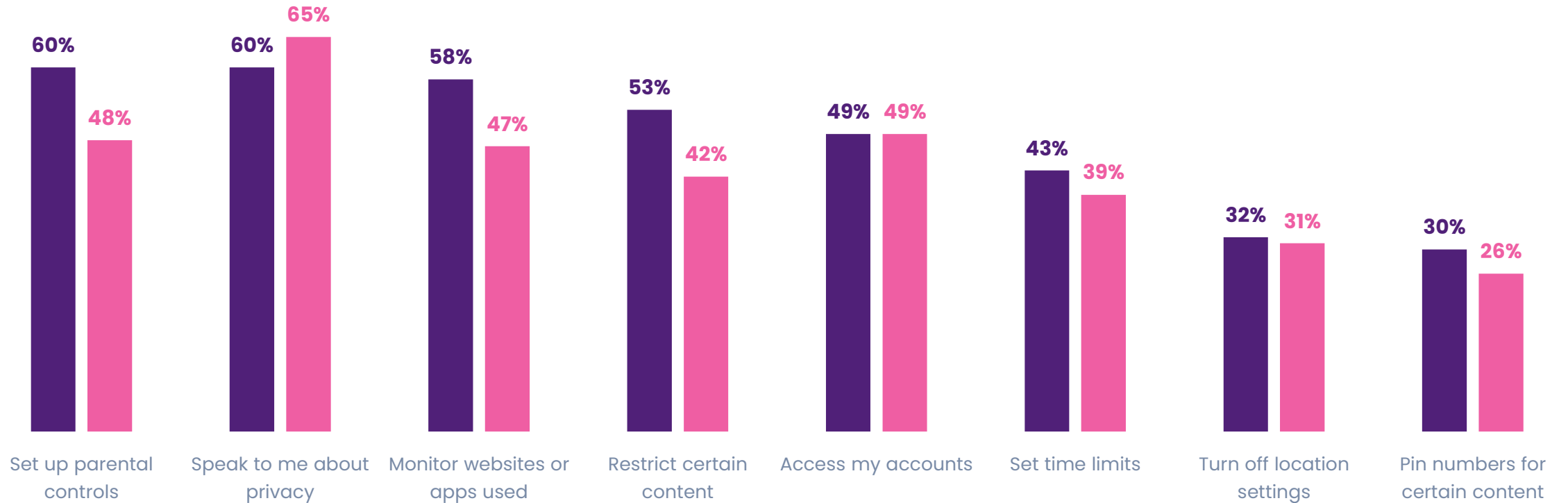
**65%** of US 12–15s  
say they know how  
to be safe online



# Less limits, more monitoring

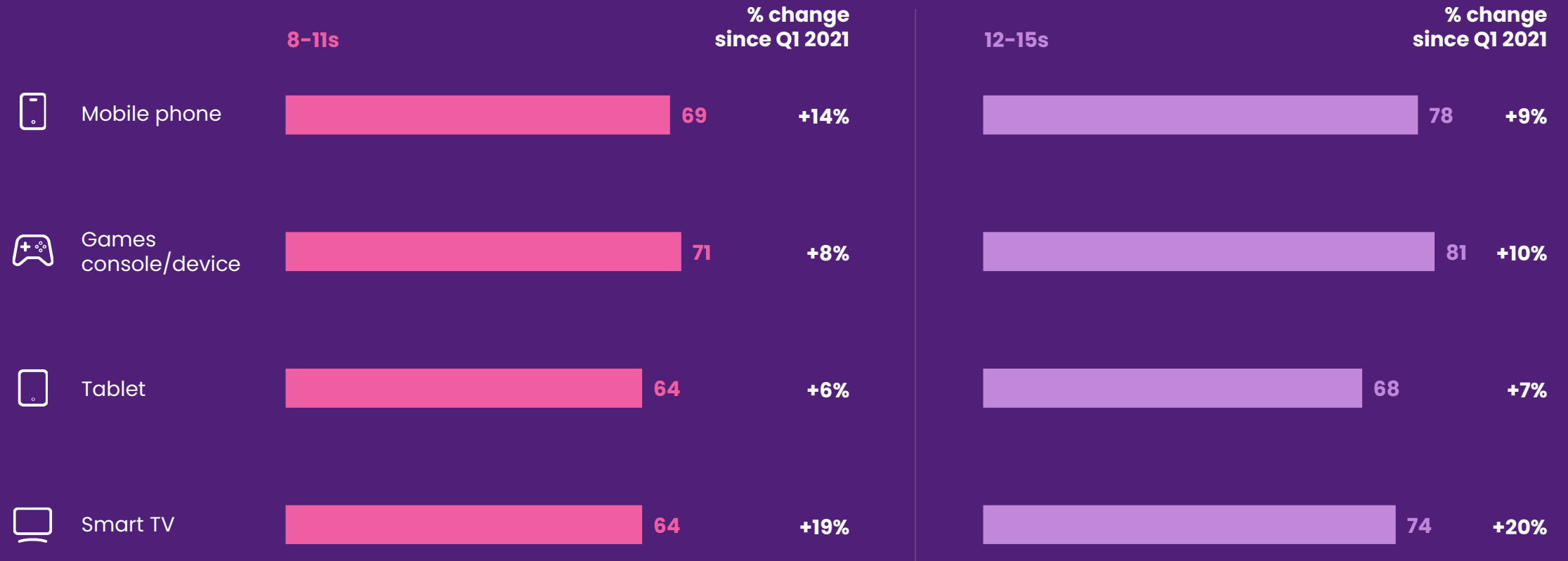
% of US parents who say they do the following to protect their child's privacy online

■ 8-11s ■ 12-15s



# As screen time increases, parental supervision declines

% of US parents who say their kids use the following devices unsupervised (based on users of these devices)



# Game on!

How Gen Alpha interact  
with gaming and the  
digital experience

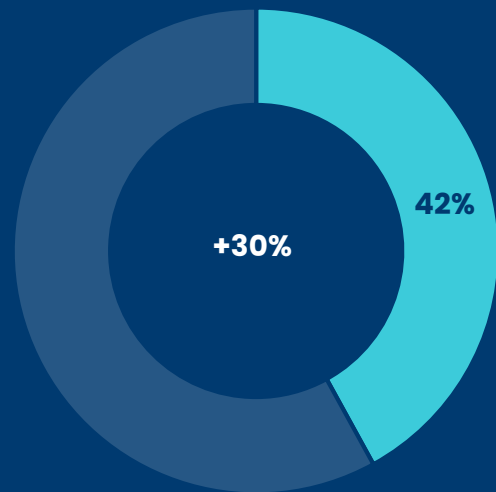


**41% of US Gen Alpha play games  
everyday, compared to 23% of  
kids in the rest of the world**

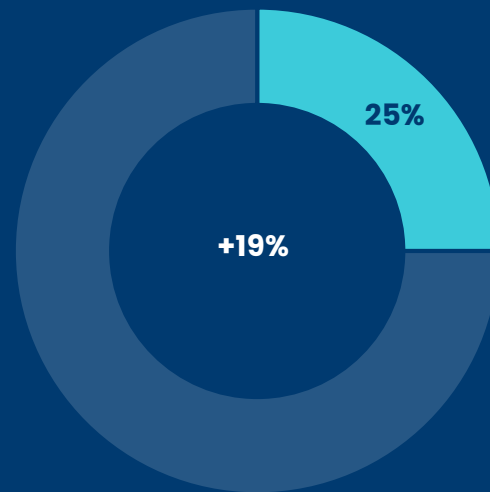
# World-building isn't just a fantasy

% of US gamers who want video games to include the following

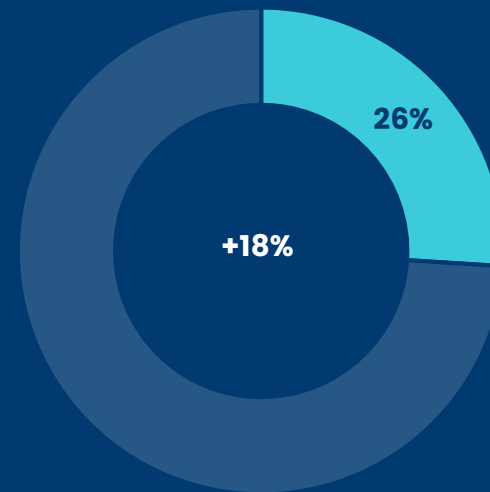
■ Q1 2022   ■ % change since Q1 2021



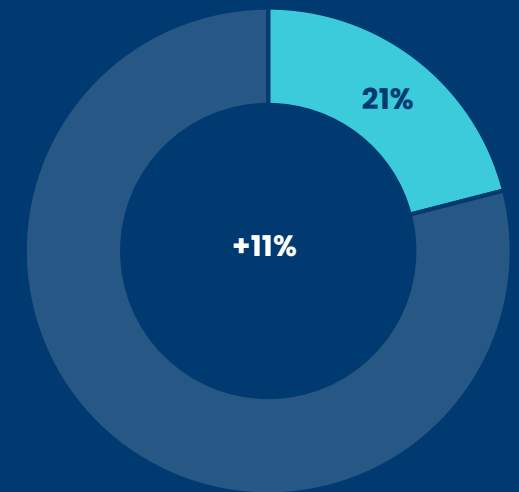
Building/creating



Events I can join in the game



Stories to follow



Items I can buy

**57%** of US gamers aged  
8–11 talk to their friends  
online when they play





# Key takeaways

## **Kids feel confident about the classroom.**

Concerns about not seeing friends enough and falling behind in school have all decreased since last year, with the biggest change being fewer worries about their education.

## **Screen time shows no signs of slowing down.**

Compared to kids in the rest of the world, screen time for Gen Alpha in the US has soared.

## **Audio content is on the rise.**

Even as screen time grows, Gen Alpha are tuning in to their wellbeing and taking time away from looking at their devices.

## **Representation really matters.**

Diversity and inclusion for these future consumers, and seeing characters that resemble themselves is a huge point of interest and engagement for them

## **Gen Alpha are embracing the digital world.**

Gen Alpha express an adaptable attitude between real-life and digital worlds, expanding on hybrid forms of social and financial interactions.

# Want to know more?



Find me at booth 526

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