Gen Alpha: the new kids of America

A look at tomorrow's consumers

GWI.

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Methodology & definitions

Figures in this report are drawn from the US market in GWI Kids, our online research among 2,006 US internet users aged 8-15.

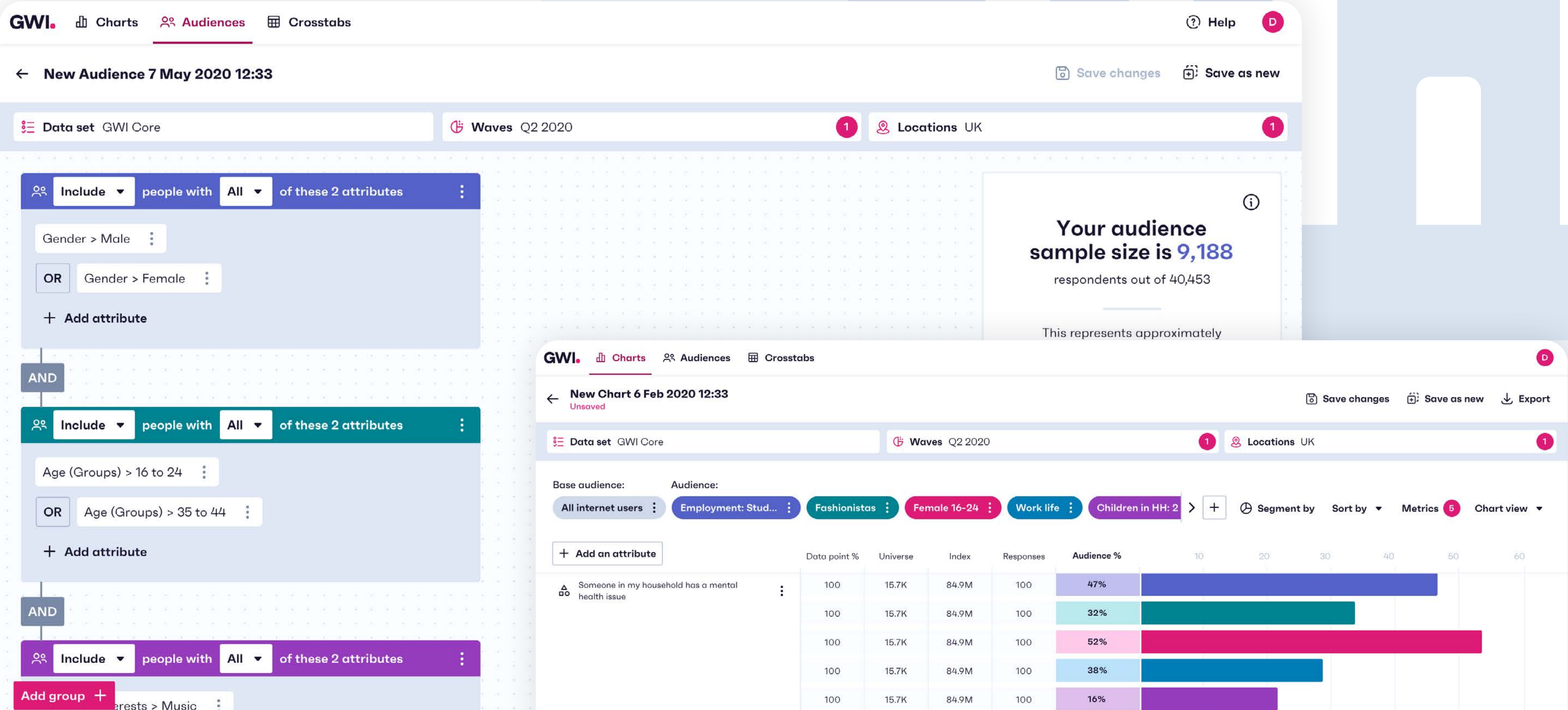
The GWI Kids survey is fielded in the following 16 markets: Australia, Brazil, Canada, China, France, Germany, Italy, Malaysia, Mexico, Poland, South Africa, Spain, Sweden, Turkey, UK, and the US. Global figures in this report are from our online research among 19,240 internet users aged 8-15. Please note that China and Sweden were added in Q1 2022, and are therefore excluded from all over time comparisons.

GWI Kids represents kids aged 8-15 who use the internet. It does not therefore overlap with GWI Core, which represents internet users aged 16-64 in 48 markets. Though, we do refer back to our Core research for context throughout this report.

Because children who do not use the internet are not represented in GWI Kids, it's important to remember that internet penetration rates vary significantly between the different countries included in the study (from highs of around 90% to lows of around 60%). Because of this, the demographic composition of the online population may look very different from one market to the next.

Discover the data on our platform

Each chart from our ongoing global research in this report contains a hyperlink that will bring you straight to the relevant question on our Platform, where you can investigate all data by demographics, over time, and among your own audiences.



New Audience 7 May 2020 12:33

Data set GWI Core

Waves Q2 2020

Locations UK

Include people with All of these 2 attributes

- Gender > Male
- OR Gender > Female

Include people with All of these 2 attributes

- Age (Groups) > 16 to 24
- OR Age (Groups) > 35 to 44

Include people with All of these 2 attributes

erests > Music

Your audience sample size is 9,188

respondents out of 40,453

This represents approximately

New Chart 6 Feb 2020 12:33

Unsaved

Data set GWI Core

Waves Q2 2020

Locations UK

Base audience: All internet users

Audience: Employment: Stud... | Fashionistas | Female 16-24 | Work life | Children in HH: 2

	Data point %	Universe	Index	Responses	Audience %
Someone in my household has a mental health issue	100	15.7K	84.9M	100	47%
	100	15.7K	84.9M	100	32%
	100	15.7K	84.9M	100	52%
	100	15.7K	84.9M	100	38%
	100	15.7K	84.9M	100	16%

1

Each of the graphs is numbered

More information can be found in the Appendix section at the end of this report

Just click this icon to explore the data on the platform

Source

Base

Information about the source and base

Key insights

Kids feel confident about the classroom

Gen Alpha are optimistic about what the future holds. 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. Gen Alpha have big ambitions, and want to do well in their studies both now and in the future.

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. In the US, parents report more heavy usage of devices but parents in the rest of the world report increases in kids using little or no screen time. As their use of social media increases, Gen Alpha are beginning to feel the negative effects, with changing attitudes around how they think, feel, and interact with social media platforms.

Audio content is on the rise

Engagement and interest in podcasts has increased since last year. Even as screen time grows, Gen Alpha are tuning in to their wellbeing and taking time away from looking at their devices. Comedy is their top podcast genre, which ties in with their online attitudes toward less serious forms of content.

Representation really matters

Gen Alpha want all types of people to be treated the same, and to protect them from bullying. For those within minority communities, representation in entertainment is a clear priority. 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

We're seeing their desires shift toward world-building and innovative gaming exercises. How Gen Alpha participate in their gaming communities filters to how we'll continue to see technology develop alongside these young consumers, and how they'll continue to use the internet. Gen Alpha express an adaptable attitude between real-life and digital worlds, expanding on hybrid forms of social and financial interactions.

01

The consumers of tomorrow

The American Gen Alpha in 2022

Generation Alpha are predicted to be the biggest, and most diverse generation yet. The youngest of this generation were born during a pandemic, and some of the eldest of Gen Alpha share their birth year with the iPad, a device that could well become synonymous with this generation.

In the US, Gen Alpha belong to the fastest-growing family unit, **one-child families**. We've seen the biggest increase in the number of only children compared to last year, with only child families growing by 45%.

Named by some as **the "mini-millennial" generation**, over half of Gen Alpha are born of millennials. While they do share some of their parents' views as well as those closest to them in age, Gen Z, Gen Alpha do hold distinctive opinions of their own. Gen Alpha grew up surrounded by technology, and these digital experiences influence their everyday life, forming a new kind of consumer, one that we've never experienced before.

Growing up during Covid

We know from our research that **health and wellness** has become more important to adults during the pandemic, and kids have been affected too. Gen Alpha are more concerned about getting ill or their families getting ill since last year, and even though we've seen a bigger increase in worries for kids in America, this aligns to attitudes from kids in the rest of the world too. As 29% of US 12-15s describe themselves as health-conscious, fears about becoming ill will continue to echo beyond the pandemic. Not only have their attitudes to health and wellness been impacted, their family life has shifted too.

Gen Alpha now worries more about spending less time with their families. In the last two years, many parents were able to take advantage of self-isolation, taking the opportunity to turn lockdown into family bonding time. This unique moment for kids to spend more time with their family has resulted in an unfortunate side effect. Compared to the rest of the world, where we've seen the opposite, American Gen Alpha are more worried about not seeing their family enough. Contrasts like this show that transitions after Covid-19 for Gen Alpha in the US will continue to present challenges to their attitudes toward health and wellness, and to their family priorities too.

Although worries still remain, Gen Alpha are beginning to show an optimistic outlook. Concerns about the future, not seeing friends enough, and falling behind in school have all decreased since last year, with the biggest emphasis on feeling less worried about their education. For US 12-15s getting good grades remains the top attitude toward school, and 43% believe it's important to go to college, solidifying ambitions that Gen Alpha want to do well in their studies both now and in the future.

1

Gen Alpha have faith in the future, friendships, and not falling behind

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

GWI Kids Q1 2021 & Q1 2022

1,866 (Q1 2021) & 2,006 (Q1 2022) US kids aged 8-15

An Alpha outlook

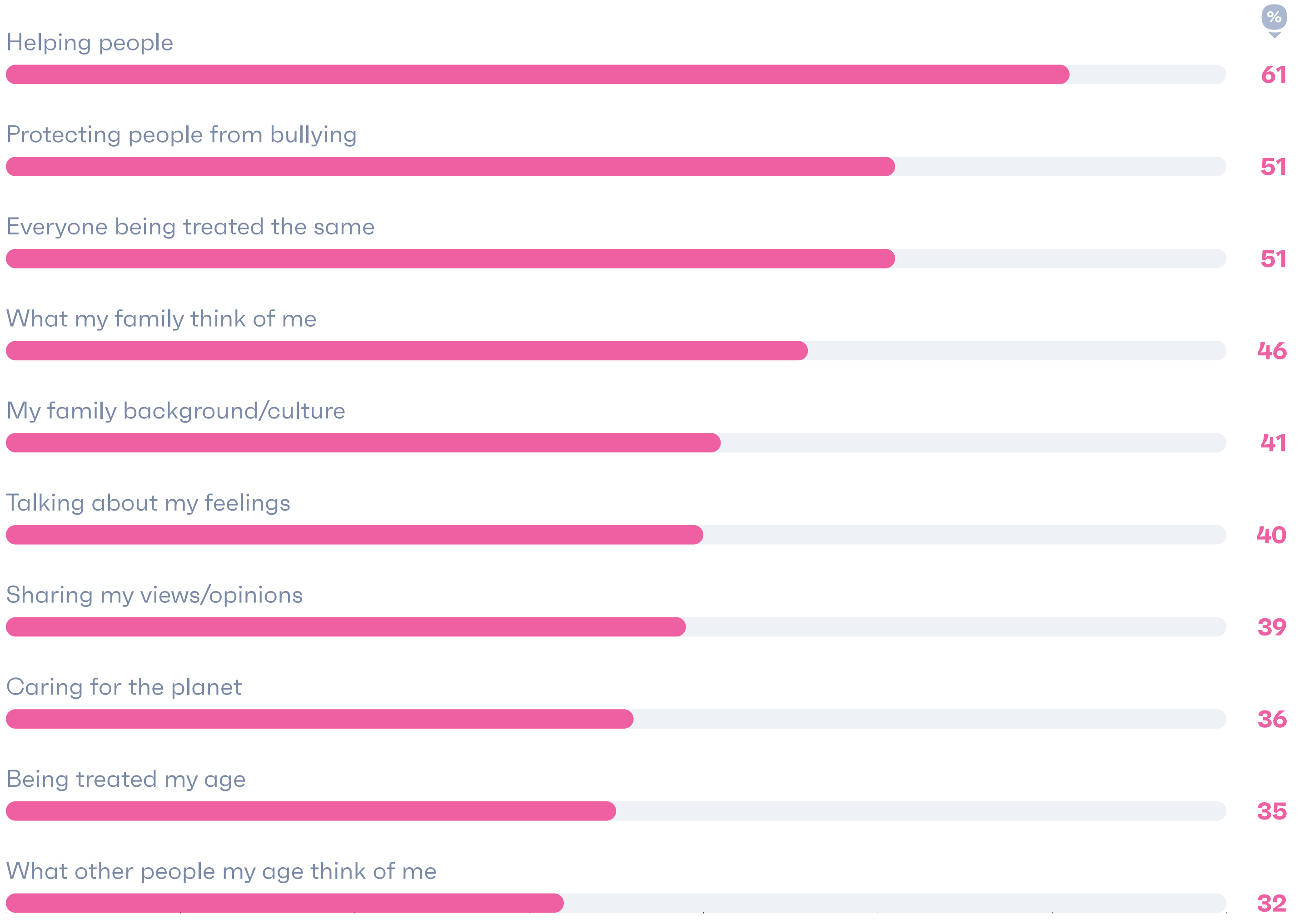
According to the US **Census**, Gen Alpha will be the most diverse generation in history, and this reality is shaping kids' expectations.

Many children across America have had their **mental health impacted** by the pandemic. Catapulted into a world that has meant for many the loss not only of a portion of their childhood, but **the loss of a parent or caregiver** too. The importance of spending time with family is also clear with family opinions, backgrounds, and cultures remaining an important staple in their lives.

Helping people is the number one priority for 12-15s. Over half want to protect people from bullying and for everyone to be treated the same, fueling long-lasting attitudes that create a safer world for all. Their philanthropic attitudes also spill into how they think about the environment. Although lower than the global average, caring for the planet is still important for this generation. Younger US consumers are increasing their **activism** against the government to implement sustainable change at a systemic level. Gen Alpha favor caring for the planet to recycling, and although they have less agency to control waste management in their households, we've seen a similar mindset to those closest in age, Gen Z, suggesting that Gen Alpha also see a much bigger picture when it comes to sustainability efforts.

Advocating for others, themselves, and their environment

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



GWI Kids Q1 2022 1,025 US kids aged 12-15

02

Staying entertained

Covid's impact beyond health is creating lasting change to the young

There's no sign of screen time slowing down in the US

Screen time soared during the pandemic, and for kids in the US there's no sign of this slowing down. Gen Alpha in the US use an average of 4 devices a week, and 45% of them use 5 or more social networks. On top of this, US parents also report heavier usage of devices and online activities since last year.

Screen time for Gen Alpha in the US differs to kids in the rest of the world. This contrast is most dramatic when comparing usage of devices. In the US, parents now report that their children use devices much more frequently than last year, compared to the rest of the world where we've seen an increase in kids spending little to no time at all on small screens.

The increased screen time for Gen Alpha in the US has had an impact on their in-person experiences. Social media and playing video games rank well ahead of after school clubs and other hobbies on weekdays. Activities like seeing friends have also come to a standstill, while sports participation has seen some of the biggest decreases since last year, dropping by 11% after school and 17% on the weekends. Screen time is certainly a factor here, with **many children finding in-person sports less fun** than they used to, but an equal concern for parents is the **rising cost of sports.** Accessibility is also an issue – just 9% of kids in low income households say they play sports after school, compared to 39% of those within the high-income bracket.

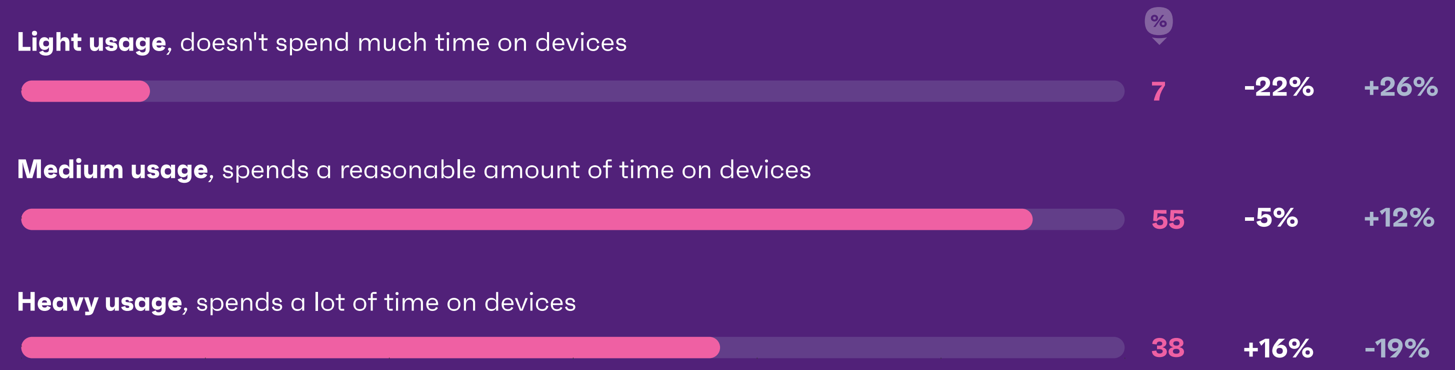
But interest in sports is still strong. 49% of 8-11s say they really like sports, and 51% of 12-15s express an interest in sports. Gen Alpha in the US still want to participate, but the balance for kids in the future will be to not only find time away from their screens, but for opportunities to be more affordable for parents too.

Heavy screen time increases in the US

3

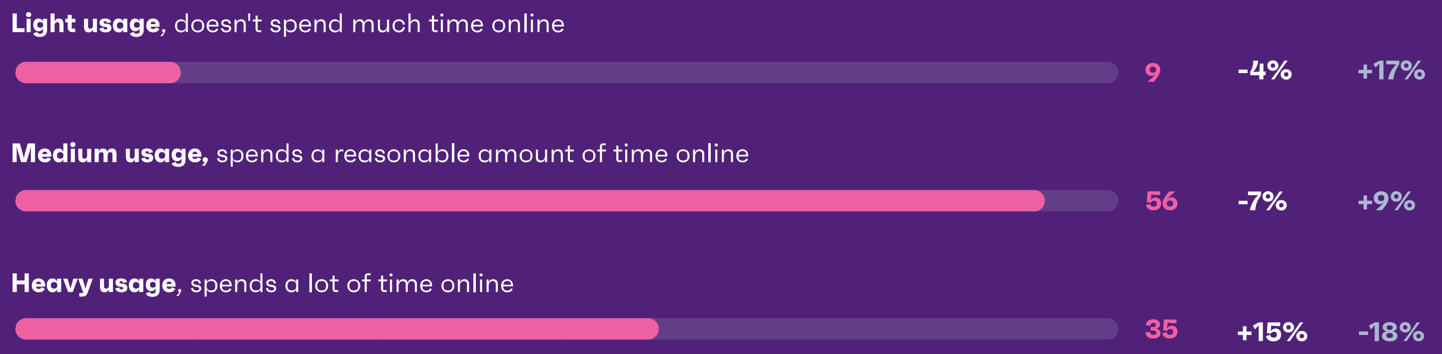
% of US parents who describe their child’s device usage in the following way

● Q1 2022 ○ % change since Q1 2021 ● % change for ROW: Rest of world (ROW) excludes USA, China, and Sweden



Light usage, doesn't spend much time on devices	7	-22%	+26%
Medium usage, spends a reasonable amount of time on devices	55	-5%	+12%
Heavy usage, spends a lot of time on devices	38	+16%	-19%

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



Light usage, doesn't spend much time online	9	-4%	+17%
Medium usage, spends a reasonable amount of time online	56	-7%	+9%
Heavy usage, spends a lot of time online	35	+15%	-18%

GWI Kids Q1 2021 & Q1 2022

1,866 (Q1 2021) & 2,006 (Q1 2022) US kids aged 8-15

Bringing back the big screen

Movie theaters saw some of the biggest hits in the entertainment industry due to the pandemic, losing attendance drastically through 2020. The competition has only ramped up as streaming services began offering users the option to watch blockbuster movies alongside their box office release dates at home.

Global comfort levels among adults to return to the movies have been divided, but for Gen Alpha the big screen has been sorely missed. We've seen a 39% increase in US 12-15s who say the movie theater is their favorite way to watch movies, a higher number than the global average. This could also be due to the fact that kids have a lot of enthusiasm for seeing a movie the moment it's released. 46% of US 12-15s say they like to watch a movie as soon as it comes out, a 9% increase since last year, and it's a sentiment that aligns with kids around the world too.

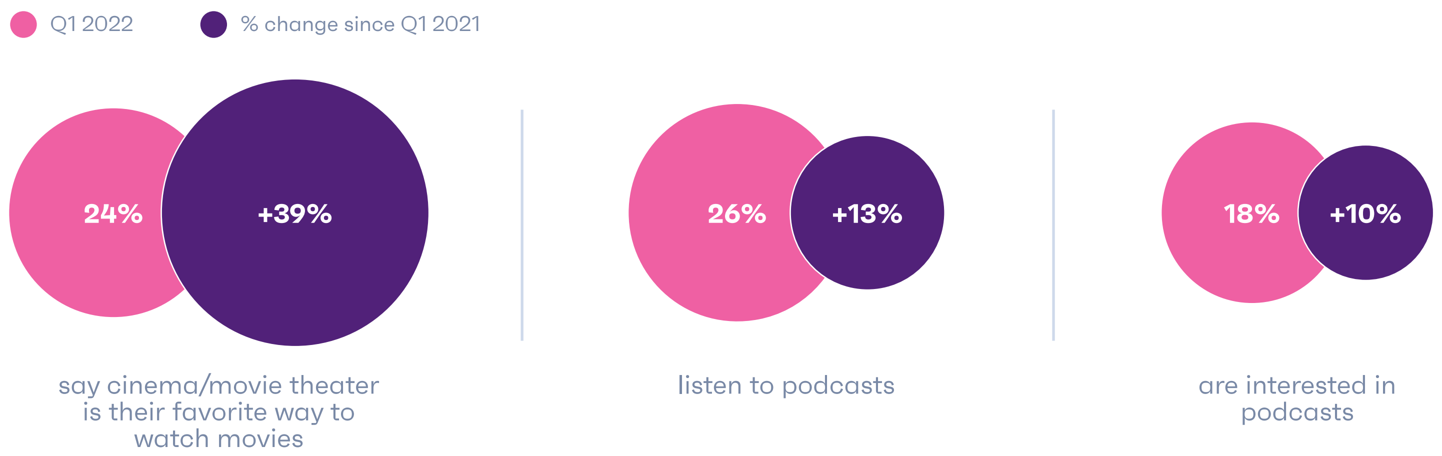
This trend has been felt within the movie industry. The *Marvel* franchise recently **broke box office records**, as many returned to the theater to see superheroes in action. As Gen Alpha spends so much more time online to keep up with what's trending, the potential for spoilers is a sure way to dampen their spirits. The movie theater offers not only an opportunity to step away from their smaller screens, but to make sure they're on top of the latest movie trends too.

Audio content is on the rise, with interest in podcasts up 10% since last year

In a surprising twist, even with the increased time on screens, and a desire to get back to the big screen, audio content is on the rise. As listening time and interest in podcasts increases, Gen Alpha understand the importance of taking time away from looking at their devices. Comedy is a top genre for podcasts, following their theme of less serious content and funny entertainment. Close behind comedy are educational and story-telling genres, suggesting that Gen Alpha are engaged in this type of content to learn new things and energize their creativity. Even while surrounded by screens, Gen Alpha still have time to switch off and be entertained by simply listening.

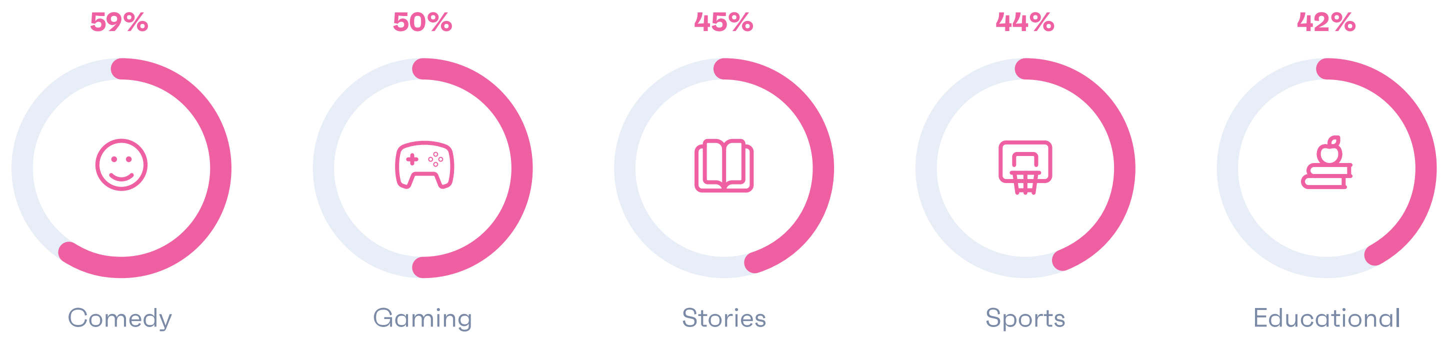
Movie theaters and podcasts grow

% of US 12-15s who...



Top 5 podcast types

% of US 12-15s podcast listeners who say they like the following genres



GWI Kids Q1 2021 & Q1 2022 945 (Q1 2021) & 1,025 (Q1 2022) US kids aged 12-15

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

Just like me

"We don't talk about Bruno" was a global hit, reaching **No.1 in the US Billboard Hot 100 list,** and **around the world**. But the success of *Encanto* isn't only down to Lin-Manuel Miranda's ability to create memorable music, it's about the family it represents.

The representation that movies like *Encanto* offer create inclusion in entertainment that minority communities are drawn to. Out of all the Disney/Pixar characters we ask Gen Alpha about, Mirabel is favored the most by Hispanic kids, who prefer her 63% more than those who are not within the community. Characters such as Miguel and Tiana are also preferred by minority communities, whereas Anna, Cinderella, and Elena are preferred by children who are White/Caucasian.

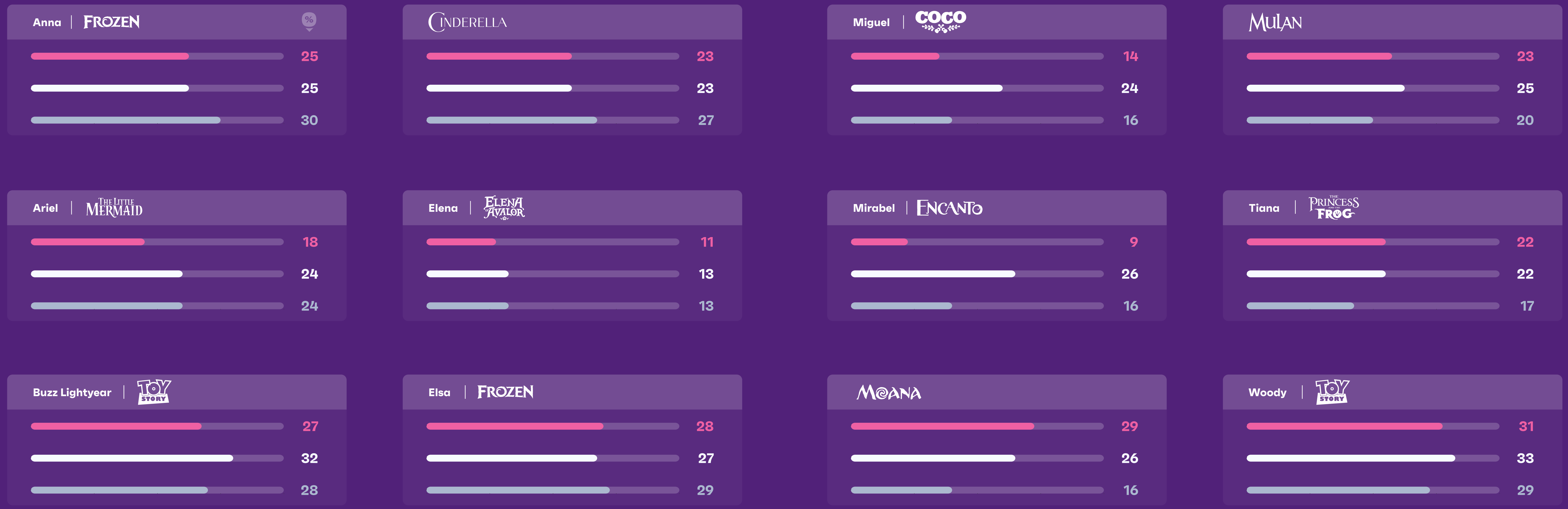
Inclusive representation also boosts confidence, and gives kids an opportunity to feel empowered. But we've seen an 8% decrease in confidence in the last year, and a 19% drop among Black/African Americans; so, even with an increase in diverse representation on our screens, more needs to be done. Diversity and inclusion is a clear priority for these future consumers. Seeing characters that resemble themselves or their family will likely drive more engagement in the future, as we can expect these young consumers to be drawn to those who look like them. For brands within the entertainment space, one thing is crystal clear - we do need to talk about Bruno, and others like Bruno a lot more.

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

*due to insufficient samples of Asian American, American Indian or Alaska Native, Native Hawaiian or Other Pacific Islander, and Mixed Race, these racial identities/ethnicities were not included in this chart



GWI Kids Q1 2021 & Q1 2022

3,872 US kids aged 8-15, of which 163 are Black/African American, 198 are Hispanic, 1,644 are White/Causasian

03

Social media sentiments

Gen Alpha are more aware of ocial media’s effects

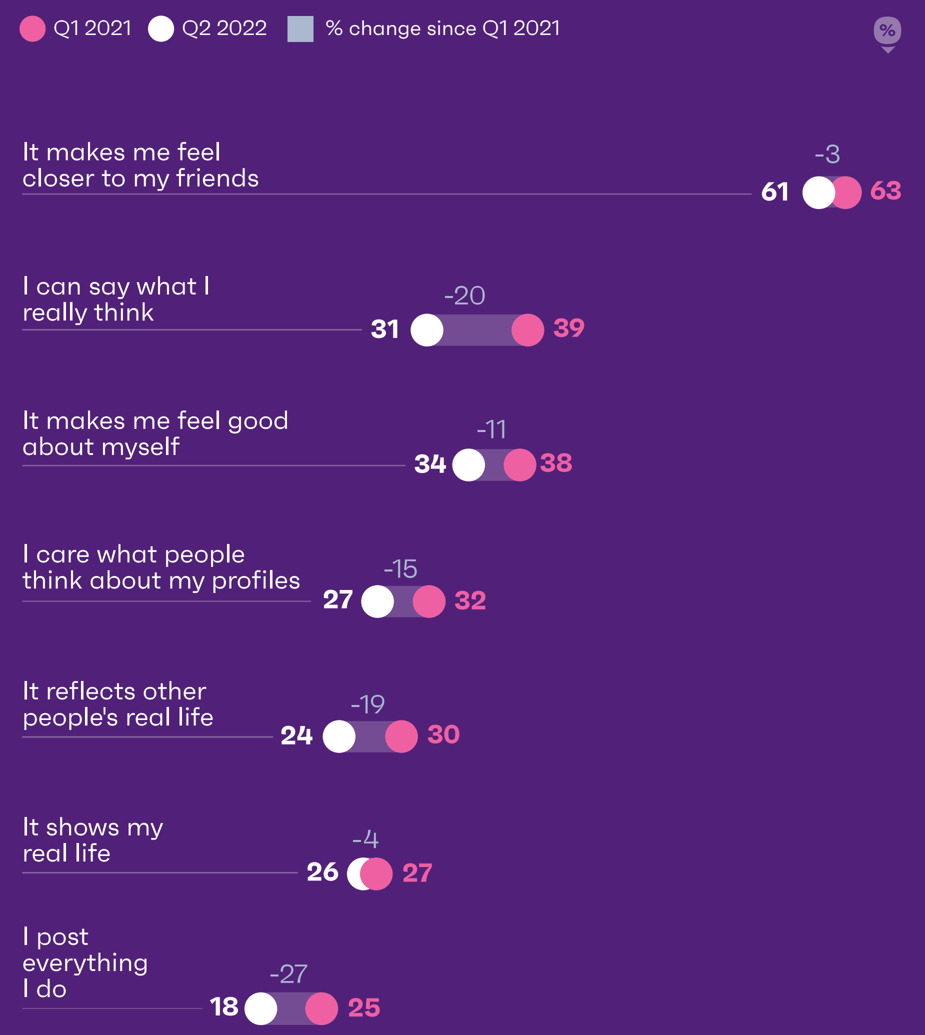
Gen Alpha in the US are relatively active social media users. Compared to the global average, US teens are 41% more likely to say they post everything they do on social media, and they’re 14% more likely to say it makes them feel closer to their friends. But since last year, we’ve seen decreases in social media users aged 12-15 in how they think, feel, and interact with social media platforms.

This has led to an increase of **passive engagement** in social media use, and an equally strong awareness of the negative impacts that spending hours scrolling on social networks has. But, this doesn’t mean Gen Alpha are switching off, in fact the opposite is happening. We’ve seen a 26% increase in 12-15s saying they spend the most time using social media after school since 2021, and a 71% increase on weekends.

Since 2021, seeing friends in person has become more popular than talking to them online globally; in the US, the latter still comes out on top. Gen Alpha in the US display their adaptability to do what’s important to them. More screens may be having negative implications, but they’re not worried about not seeing their friends anymore, an activity they do a lot of when they’re online. American Gen Alpha seem to be better at hybrid communication, and they demonstrate a flexibility in how they approach their relationships, one which we may see continue as these consumers communicate online more in the future.

Kids are feeling the negative effects of social media

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



GWI Kids Q1 2021 & Q1 2022

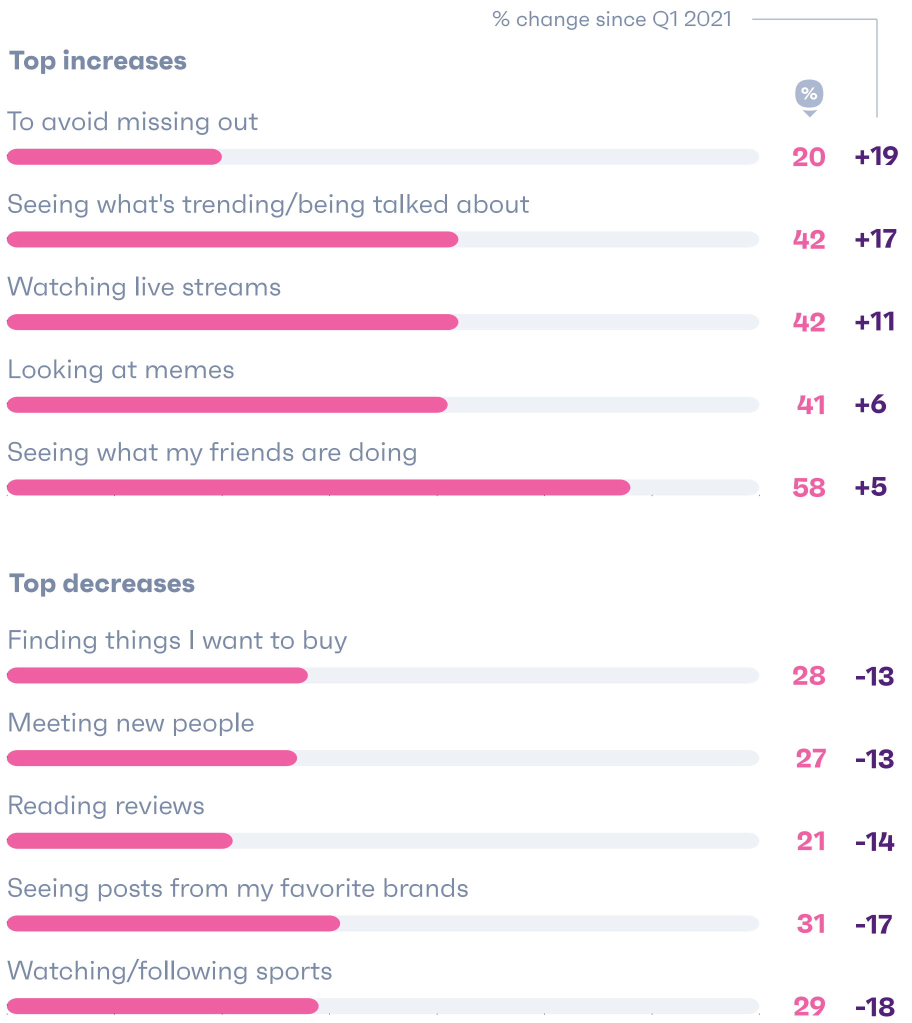
920 (Q1 2021) & 994 (Q1 2022) US social media users aged 12-15

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

Stepping away from curated social media

7

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



GWI Kids Q1 2021   994 social media users aged 12-15

#fomo and the rise of live content

The greatest challenge for Gen Alpha online is the fear of missing out. After spending so much time away from their peers due to the pandemic, and coupled with their increased usage of the internet and devices, FOMO has become a major concern for Gen Alpha.

But as Gen Alpha lean into their digital lives, the types of content they're in search of have shifted. **Our research** shows that around the world, consumers are far less likely to be drawn to curated content. Spurred on by social media attitudes from Gen Z, **the momentum of a filter-less world** has created a new aesthetic of authenticity, which also seems to be catching the attention of kids too. Gen Alpha are far less interested in celebrities and influencers than they were last year, but they're also less likely to be interested in sharing themselves online too.

Influencer content has been on a **rocky path** in the last two years; celebrity content has been repeatedly scrutinized. For Gen Alpha, sharing what happens in their lives, and sharing information on causes they care about have declined in interest since last year, leading to less individual content from this younger generation.

For Gen Alpha, after talking to and seeing what their family/friends are doing, finding funny posts and looking at memes are their top reasons for using social platforms; this light-hearted approach to social media has equally resulted in a larger interest for live content. As streaming services and **live content options continue to be explored** across social media platforms, brands have an opportunity to consider how this future consumer will interact with them in real-time, beyond static advertisements and targeted marketing.

Get to know
Gen Z too:
Here's your guide

In search of subcultures

We've seen TikTok's impact on adults for funny and creative content but there's been an equal impact for the youngest consumers too. For 12-15 year olds, interest in the social media platform has grown 24% since last year, and with the rise of authentic content it's easy to see why.

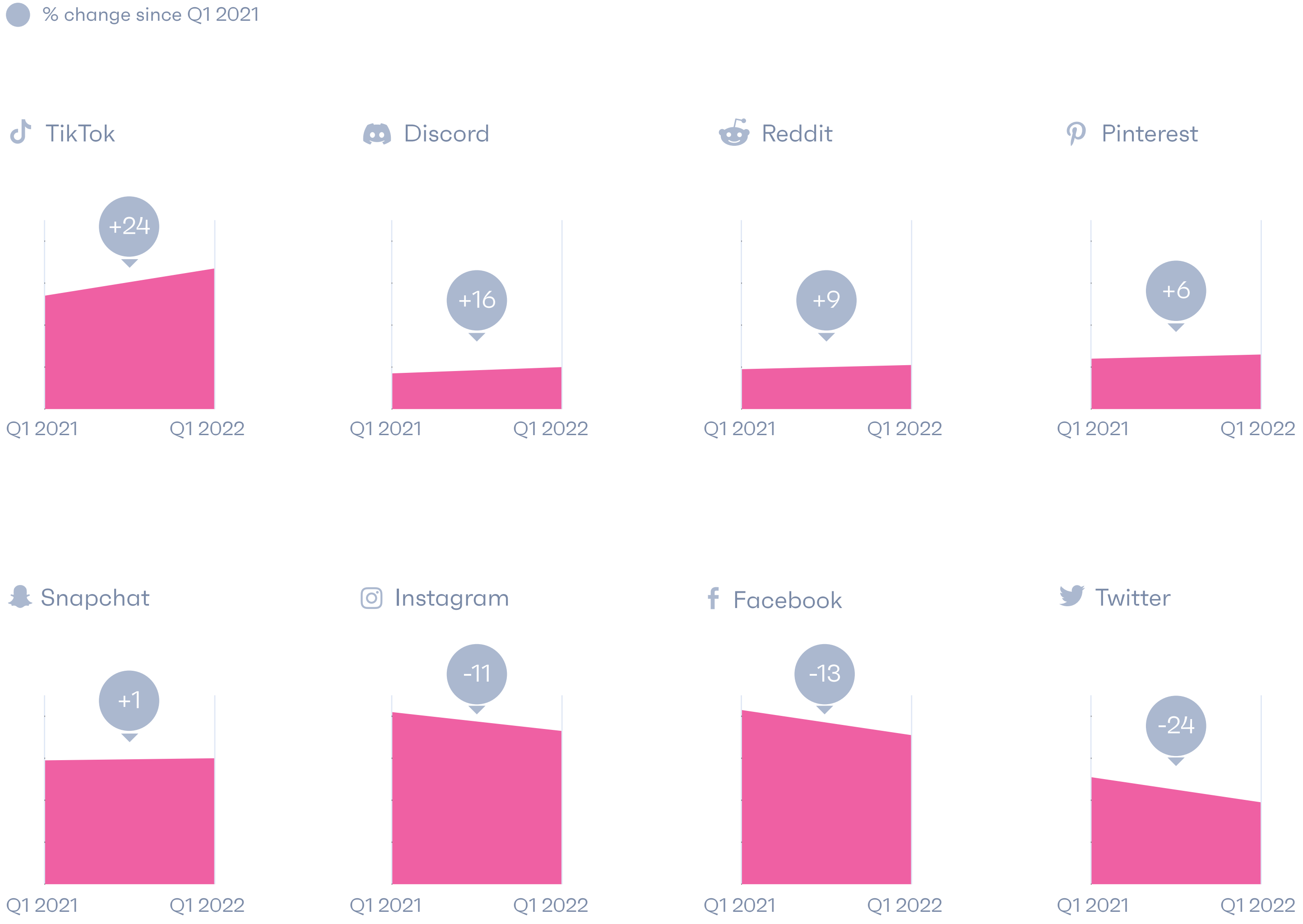
For many users of TikTok, the content you see and hear will categorize what "side" of the app you're on, leading users to have **very different experiences**. Even with the most unique interests, from "Foodie-Tok" to "Frog-Tok", there seems to be something for everyone. Subcultures like these, along with TikTok's very nature of a more unfiltered platform feels much more free than the curated lives of Instagram, and also seems to be more niche than the **infamous TikTok dances,** where interest in learning new dances has declined slightly since last year.

Following TikTok's footsteps of popularity is a more unsuspecting site, Discord. Born out of the gaming world, Discord has since become a social media platform in its own right. Unlike Reddit, where forums are public, **Discord offers private micro-communities** allowing users to seek out alternative and exclusive content. Engaging in these types of content streams means that for Gen Alpha social platforms empower new forms of expression that go beyond content creation and shift toward culture creation. We'll likely see more of these micro-communities become the norm in the future.

8

Gen Apha's search for freedom and fandom

% of 13-15 year old social media users who say they've used the following in the last week (sorted by % increase/decrease)



GWI Kids Q1 2021 & Q1 2022

729 (Q1 2021) & 748 (Q2 2022) kids aged 13-15

04

Protection and privacy

Communication is key for US parents

Data privacy is a big concern for everyone on the internet, but it becomes particularly concerning when looking at how the youngest consumers interact online. As **kidfluencer** culture continues to be challenged, how are parents reacting to their kids' lives on the internet?

Parents in the US are far more likely to open up communication with their kids on privacy matters than those within the rest of the world. This open communication is apparent when Gen Alpha thinks about their own safety online. 65% of US 12-15 year olds say they know how to be safe online, increasing 6% since last year, and a majority of kids also say their parents know what they do online too. For parents in the US, monitoring their children's online actions is a far greater practice than parents in the rest of the world. By either looking at websites and apps they use, or giving their children access to their accounts, these parents have a window into their kids' online behaviors.

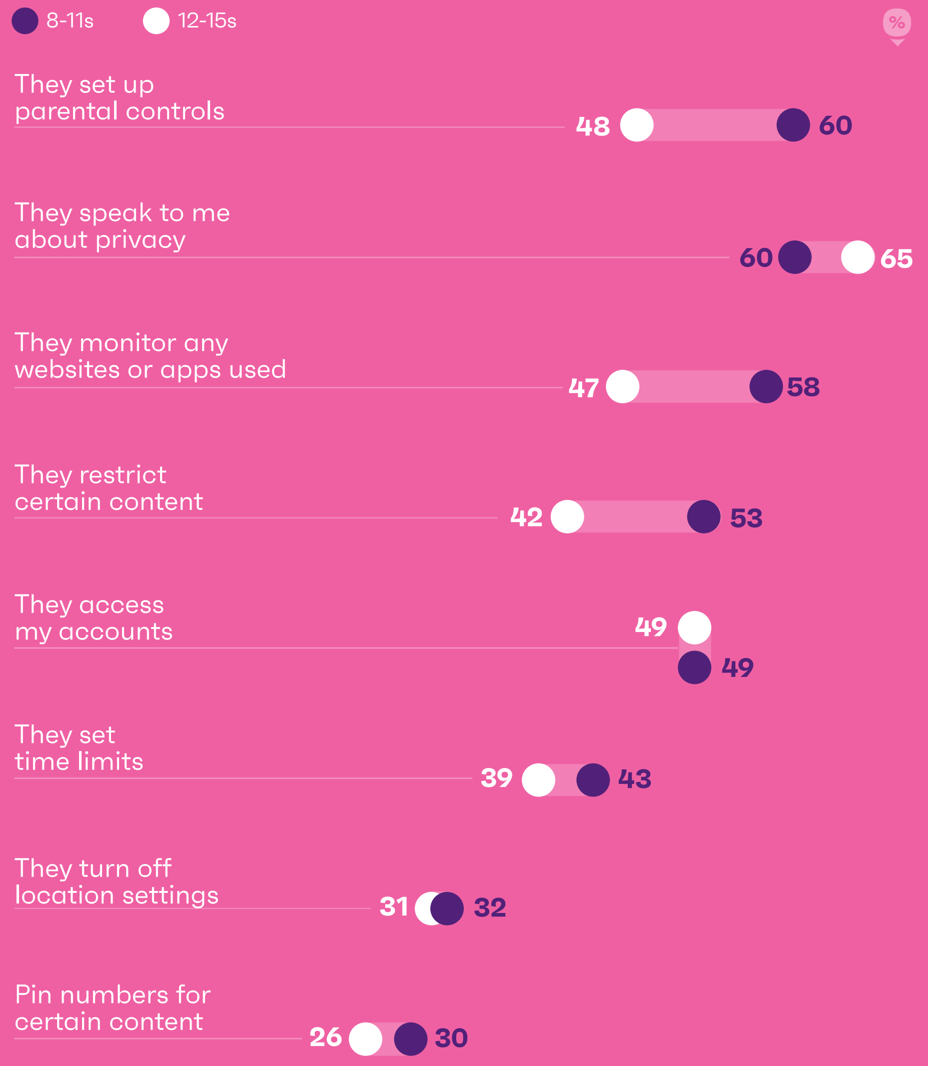
But the responsibility shouldn't solely rest on the role of parents and guardians to keep kids safe online. The internet wasn't created with kids in mind, but as many more are spending an increased amount of time online, brands can offer educational practices to those who are. **Interland** is an online adventure game developed by Google aiming to teach kids to consider their digital interactions. Brands can use Interland as a source of inspiration to help parents and kids continue to be aware in the digital world.

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

9

Less limits, more monitoring

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



GWI Kids Q1 2022 2,006 US kids aged 8-15

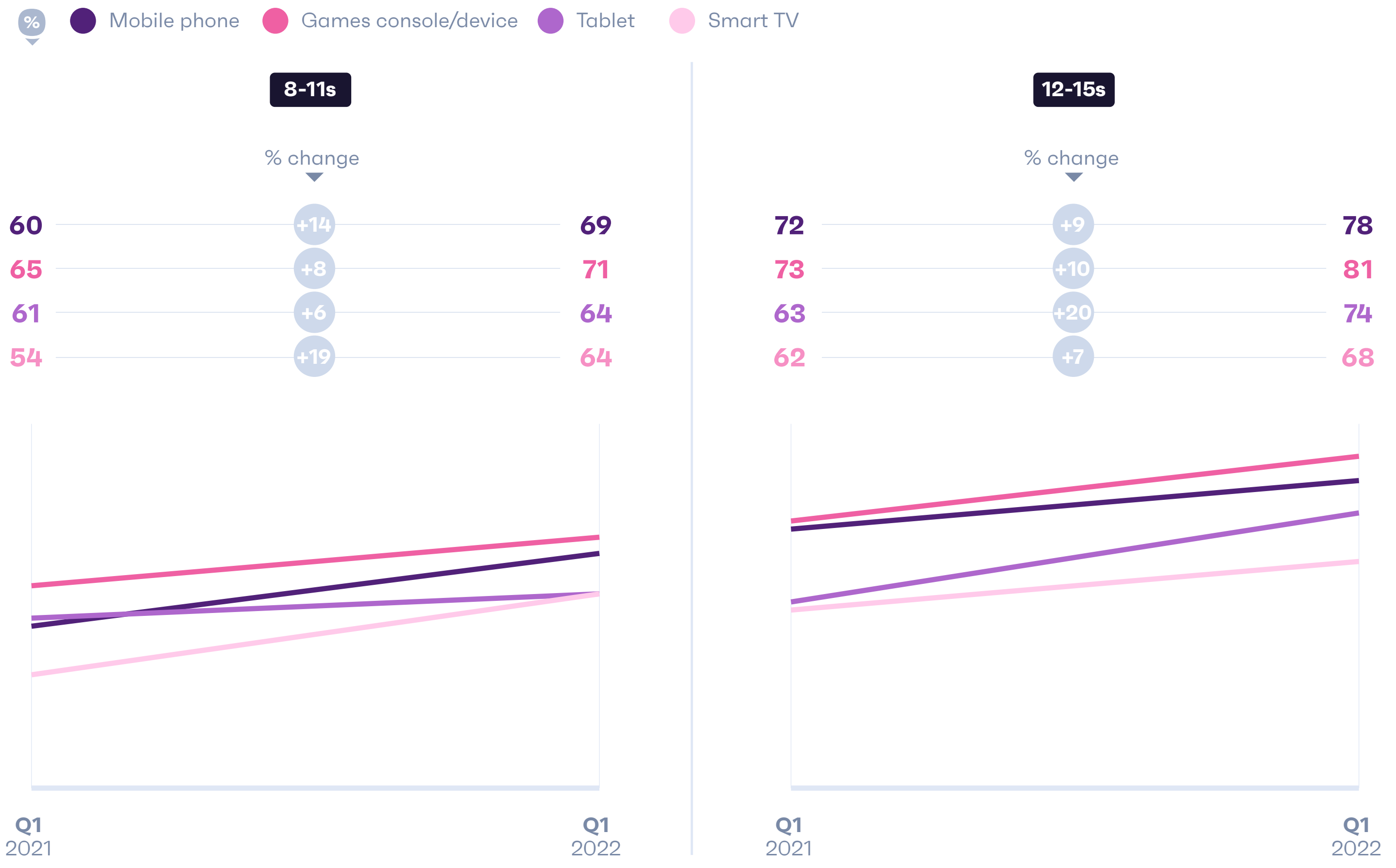
Taking a step back

Monitoring the types of content kids can view is a key element to parental supervision online. Parental controls are largely to thank for this. Predetermined settings that are built in for parents and guardians to restrict age limits, PIN locks, or purchases for example have allowed parents the opportunity to give kids controlled independence; a sense of empowerment online, without completely letting go of the reins.

As Gen Alpha gets older, there's equally an opportunity for parents to begin to **build trust with their teens,** especially when it comes to privacy, and there are opportunities for brands to enter this market space with Gen Alpha in mind. The parental controls market is **projected** to reach $2,454 million by 2029 – a 123% growth on 2022's figure. Many brands offer detailed **age-based guidelines** on what and when to control kids' internet use, but ultimately, not everything is under parents' control and we'll likely see not only brands performing in this space, but **US legislation** playing a part too.

As screen time increases, parental supervision declines

% of US parents who say their kids use the following devices unsupervised*



GWI Kids Q1 2021 & Q1 2022 1,866 (Q1 2021) & 2,006 (Q1 2022) kids aged 8-15 *Figures are based on users of these devices

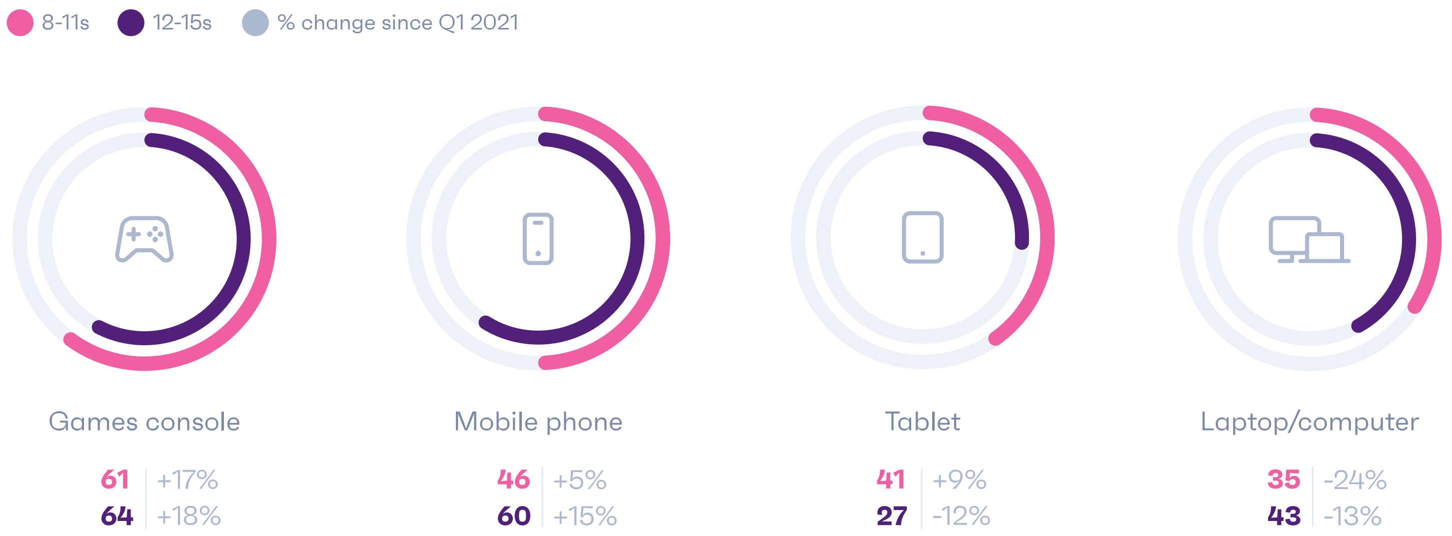
05

Gaming and the digital experience

Games consoles are favored and continue to grow in popularity

11

% of US gamers in each age group who say they play on the following devices



GWI Kids Q1 2021 & Q1 2022 1,714 (Q1 2021) & 1,727 (Q1 2022) US kid gamers aged 8-15

Game on!

Gaming is by far the most popular activity for US Gen Alpha and a dominant part of their digital lives. 41% of US Gen Alpha play games everyday, compared to only 23% of kids in the rest of the world. Over half of Gen Alpha in the US play video games after school, and on the weekends this number increases even more.

For kids in the US, games consoles hold the number one spot year-over-year, and with increased usage of games consoles since last year, there seems to be no signs of this slowing down. We're beginning to see a decline in interest in Gen Alpha using a laptop or computer for gaming, and we've seen similar trends with US adults too. Among 16-64s, both PCs and laptops have seen a 15% decrease in engagement since Q4 2020.

The majority of kids find out about new video games through their friends or family members. But, as Gen Alpha get older, 12-15s are likely to find out about new video games by hearing people talking about them on social media. This enables gamers to give feedback in a forum-style setting, which we know Gen Alpha are drawn to with their increased interest in sites like Discord. This creates a unique opportunity for brands to connect with gamers through social platforms and **crowdsource game development.**

Gaming is significantly higher for Gen Alpha in the US

There's been a 23% increase in interest for video games centered around building/creating

World-building isn't just a fantasy

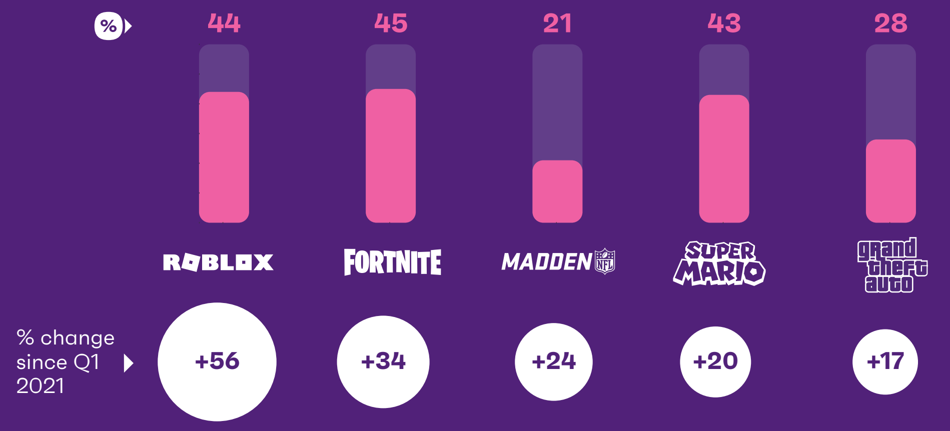
The biggest games we've seen increase in popularity since last year are *Roblox* and *Fortnite*. It might surprise some to know that *Roblox* was released in 2006, so it was a well established platform by the time Gen Alpha began to come of age. *Fortnite*, released in 2017, has a similar style of gaming to *Roblox*, and both of these games' sudden rise in popularity is a result of the shifts in attitudes that we've seen Gen Alpha have to gaming.

As Gen Alpha are exposed to world-building games from a young age, games like these offer kids the opportunity to spark their imaginations, and equally offer endless opportunities to create in a digital space. There's been a 23% increase in the number of 12-15 year old gamers who like video games centered around building/creating. These young consumers like to world-build in real life too, with *Lego* being the top toy that 8-11s say is their favorite, and brands are also beginning to catch on to this interest. *Epic Games* recently announced its **partnership with *Lego***, and the company is set to develop its famously interconnecting bricks with a collaboration that can open new digital doors for their younger consumers.

Gaming also gives kids the opportunity to spend their money. One third of 12-15s have a bank or savings account they can access, and with over 1 in 5 interested in items they can buy in video games, the freedom to choose skins, avatars, and other gaming accessories unlocked by purchases are a key driver for young consumers. Spending money through online transactions in games could also shape how kids will spend as adults. As **social media shopping continues to grow,** we can expect more digital transactions across a number of platforms for these young consumers in the future.

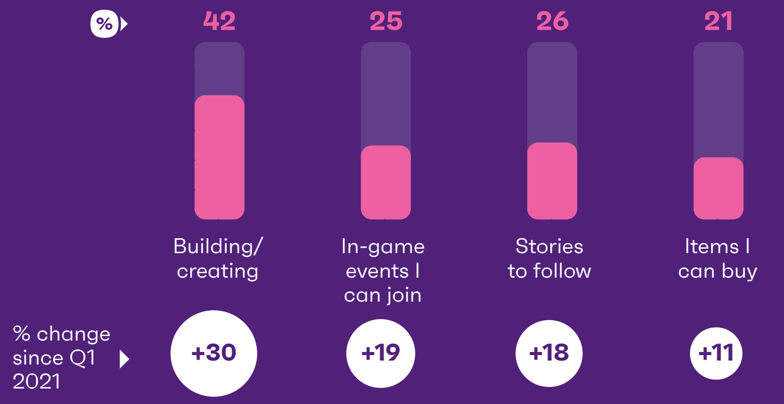
The trending gaming titles

% of US gamers who have played these games/played them in the last month (sorted by % increase)



World-building skyrockets since last year

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



GWI Kids Q1 2021 & Q1 2022 1,714 (Q1 2021) & 1,727 (Q1 2022) gamers aged 8-15

Make it multiplayer

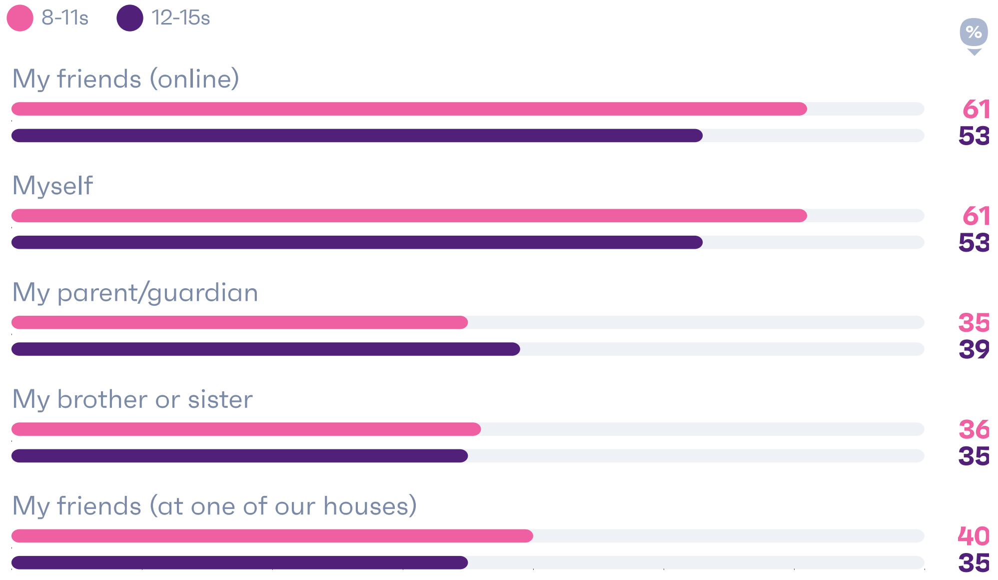
We know Gen Alpha in the US love gaming, and they're just as likely to play by themselves and with friends. But for these young gamers, the social component of gaming outranks playing alone.

Playing video games became a much-needed lifeline to young adults during the pandemic, and for the youngest consumers, video games are also seen as an opportunity to be social - 46% of US 8-11s and 57% of US 12-15s say they talk to their friends when they play.

Gen Alpha are incredibly social when it comes to digital interactions. 41% talk to their friends online after school, and 44% on the weekends. This deepening of social interactions online is beginning to shape a new phase of online participation. Gen Alpha have embraced the ever-changing digital community, and ultimately brands will need to make sure contributions to their online worlds not only meet the needs of the consumers of tomorrow, but to keep up with them too.

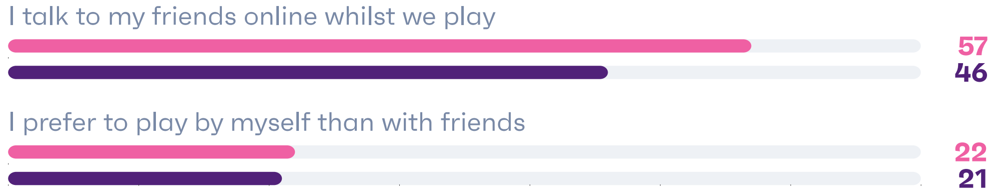
Playing with others is the overall winner...

% of US gamers in each age group who usually play video games with the following



...and gamers prefer to play for the social interactions

% of US gamers in each age group who agree with the following



GWI Kids Q1 2022 1,727 gamers aged 8-15

Gen Alpha are now witnessing NFTs, cryptocurrency, and blockchain technology, all under the roof of the metaverse

Gen Alpha in a decentralized world

The pandemic accelerated our use of technology. Gen Alpha are growing up in a world where entertainment, social interactions, and educational development all play a part in digital environments.

Places like **Crypto Kids Camp** aim to educate kids aged 5-17 on how these new technologies will impact their future. Even though **some question the motives** of introducing technologies like these to kids at such a young age, the aim is to offer them opportunities to not only explore their creativity in a safe digital space, but to teach them about how to navigate their lives online - an inevitable future circumstance.

Although it may seem far-fetched to some, we've seen how changes in technology have impacted younger generations during their formative years in the past. Digital personas became front and center for millennials in the 2000s on sites like Friendster and Myspace. Gen Z have seen the evolution of social platforms from written feeds to video sharing. These practices that were once unusual have now become the norm. Gen Alpha are now witnessing NFTs, cryptocurrency, and blockchain technology, all under the roof of the **metaverse**.

Exactly how Gen Alpha will participate in a decentralized internet remains to be seen, but if one thing is for certain, exploration in Web3 will continue and these future consumers will be sure to find ways to delve deeper.

Want more answers?

Our GWI Kids data set offers unique insight into the mindsets of tomorrow's consumer. Find out what they really want from brands, and see the world through their eyes.

👉 **Learn more**

Appendix

1 Has the coronavirus/ COVID-19 pandemic made you worry about any of these things?

2 Which of these things are important to you?

3 Asked to Parents/Guardians. Thinking about the child taking this survey, how would you describe their device/ internet usage?

4 What is your favorite way to watch movies? (Cinema/ Movie theater) • Which of these do you listen to? (Podcasts) • Which of these are you interested in? (Podcasts) • What types of podcasts do you like?

5 Which of these characters do you like? (Disney/Pixar)

6 Which of these do you agree with about social media?

7 What are your main reasons for using social media?

8 Which of these have you used in the last week? (Last 7 days)

9 Asked to Parents/Guardians. Which of the following do you do to protect your child's privacy online?

10 Asked to Parents/ Guardians. Which of the following device(s) can the child taking this survey use unsupervised?

11 I play video games on a... (8-11 Only) / What have you played video games on in the last month? (Last 30 days) (12-15 Only)

12 Have you ever played these games? (8-11 Only) / Have you played any of the games listed below in the last month? (Last 30 days) (12-15 Only) • When I play video games, I like them to have... (8-11 Only) / What do you like your games to include? (12-15 Only)

13 When I play video games I am normally playing against... (8-11 Only) / Who do you usually play video games with? (12-15 Only) • Which of these do you agree with about video games?

Notes on methodology

Introduction

GWI Kids explores the attitudes and behaviors of internet users aged 8-15 across 16 markets globally. This is done by interviewing both children and their parents/guardians, providing a complete picture of a child's actions and opinions as well as the context in which they live.

Our research

GWI Kids has been meticulously designed so that all questions are mobile friendly, and easy to understand. This means that there are no grids or long lists, which could easily lead to respondents getting confused or fatigued. The survey can be taken on the device the respondent feels most comfortable using, PC/Desktop, Laptop, Mobile or Tablet. The majority of questions are asked to all children, but some are asked differently to 8-11 years olds and 12-15 year olds respectively. The questions asked to younger respondents tend to be simpler and contain fewer options.

Additionally, age appropriate options are provided for each age group. We have a number of checks in place to ensure that the questions are being answered by the child in question, rather than by a parent/guardian on their behalf. We also employ routing to ensure that respondents are not asked questions which would be irrelevant to them. For example, if someone says they do not use any social networks, then they are not asked follow-up questions about this behavior.

Our quotas

To ensure that the GWI Kids sample is representative of the children aged 8-15 who use the internet, we set quotas on age and gender. These quotas are interlocking, meaning they are broken down into subgroups such as "Males 8-11".

Sample size by market

This report draws insights from GWI's Q1 2022 wave of research across 16 countries, with a global sample of 19,240 respondents.

Australia	1,010
Brazil	2,094
Canada	997
China	2,112
France	1,005
Germany	1,000
Italy	1,000
Malaysia	1,000
Mexico	1,007
Poland	1,000
South Africa	1,000
Spain	1,002
Sweden	1,003
Turkey	1,004
UK	1,000
USA	2,006

Internet penetration estimates among 8-15s 2021

GWI Kids represents children aged 8-15 who use the internet. It does not therefore overlap with GWI Core, which represents internet users aged 16-64.

Because children who do not use the internet are not represented in GWI Kids, it's important to remember that internet penetration rates vary significantly between the different countries included in the study (from highs of around 90% to lows of around 60%). Because of this, the demographic composition of the online population may look very different from one market to the next.

Where a market has a high internet penetration rate, its online population will be relatively similar to its total population. However, in markets with a lower internet penetration, those who do use the internet tend to be more urban and affluent than those who do not. This will be reflected in the GWI Kids sample; as such, the results shown in our platform will represent the mindsets, and contexts, of children who have access to the internet.

The table is derived from data sourced from national censuses and international organizations, forecasted and adapted by GWI to fit the relevant age group.

	%
Australia	98
Brazil	86
Canada	99
France	97
Germany	99
Italy	87
Malaysia	97
Mexico	77
Poland	98
South Africa	73
Spain	98
Turkey	77
UK	97
USA	98

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Reach new heights with GWI

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48+
countries

2B+
consumers

4k+
brands

150k+
profiling points

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