

# APAC: a closer look at Gen Alpha

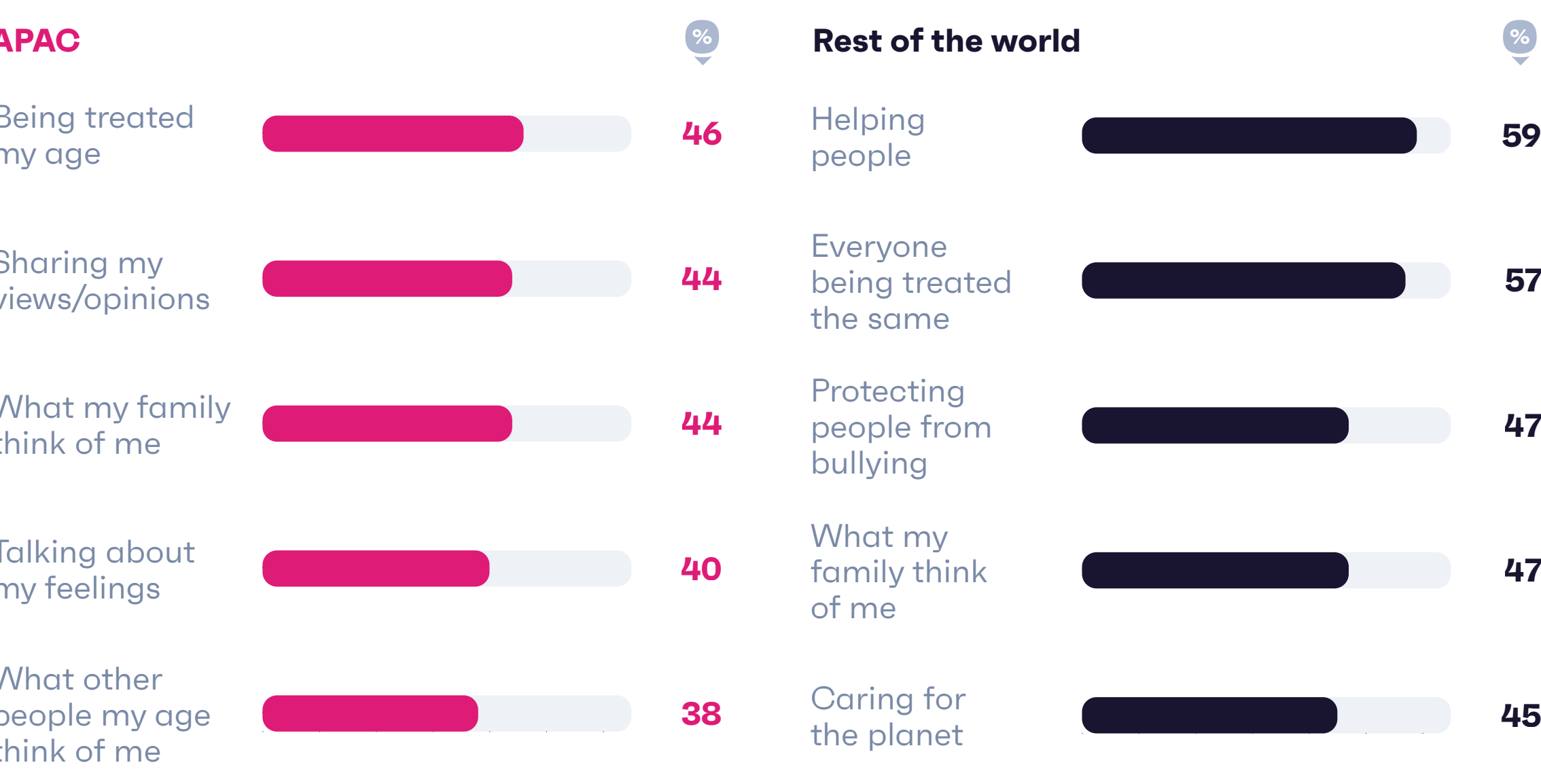
GWI.

## Stand-out qualities of Gen Alpha in APAC

Click to explore data on our platform

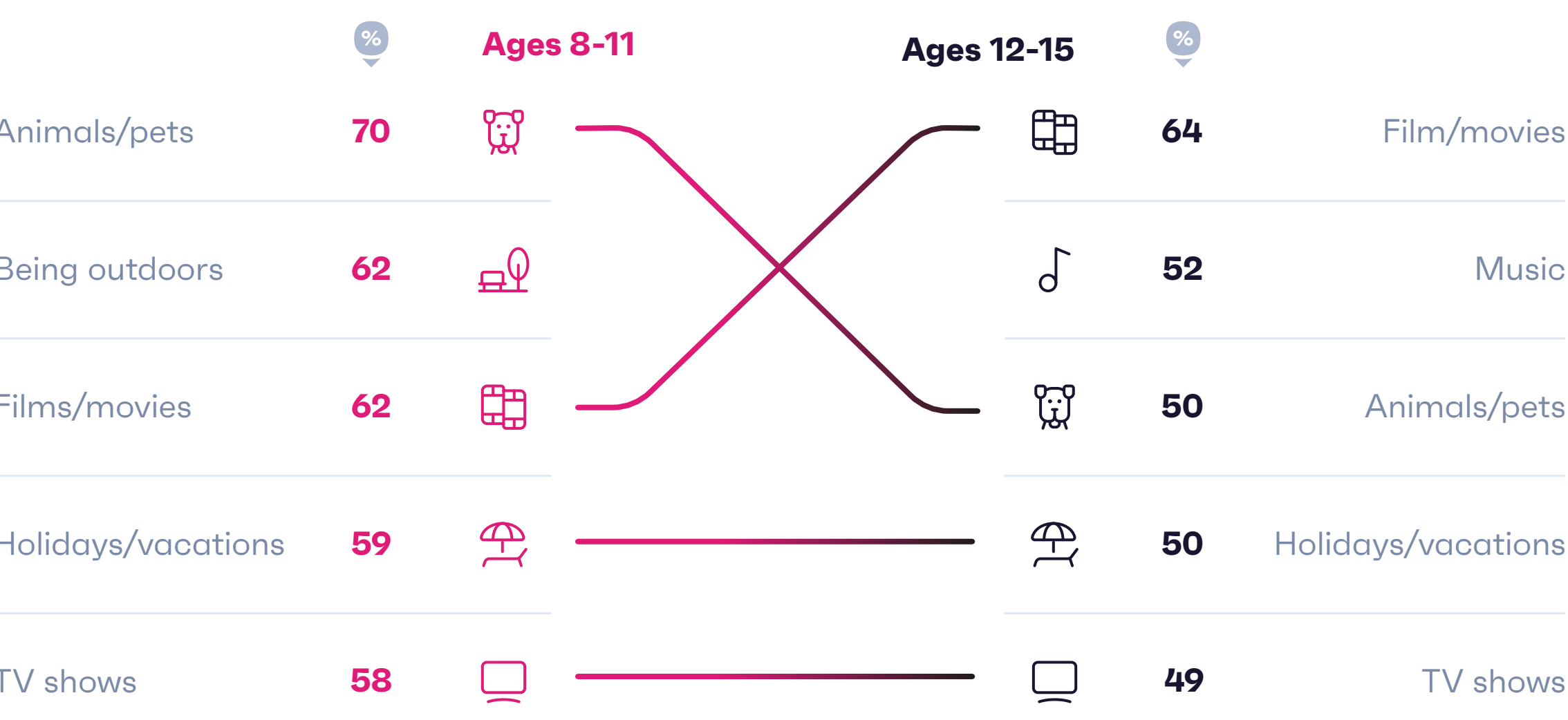
### Top things that are important to kids

% of Gen Alpha aged 12-15 who feel the following are important



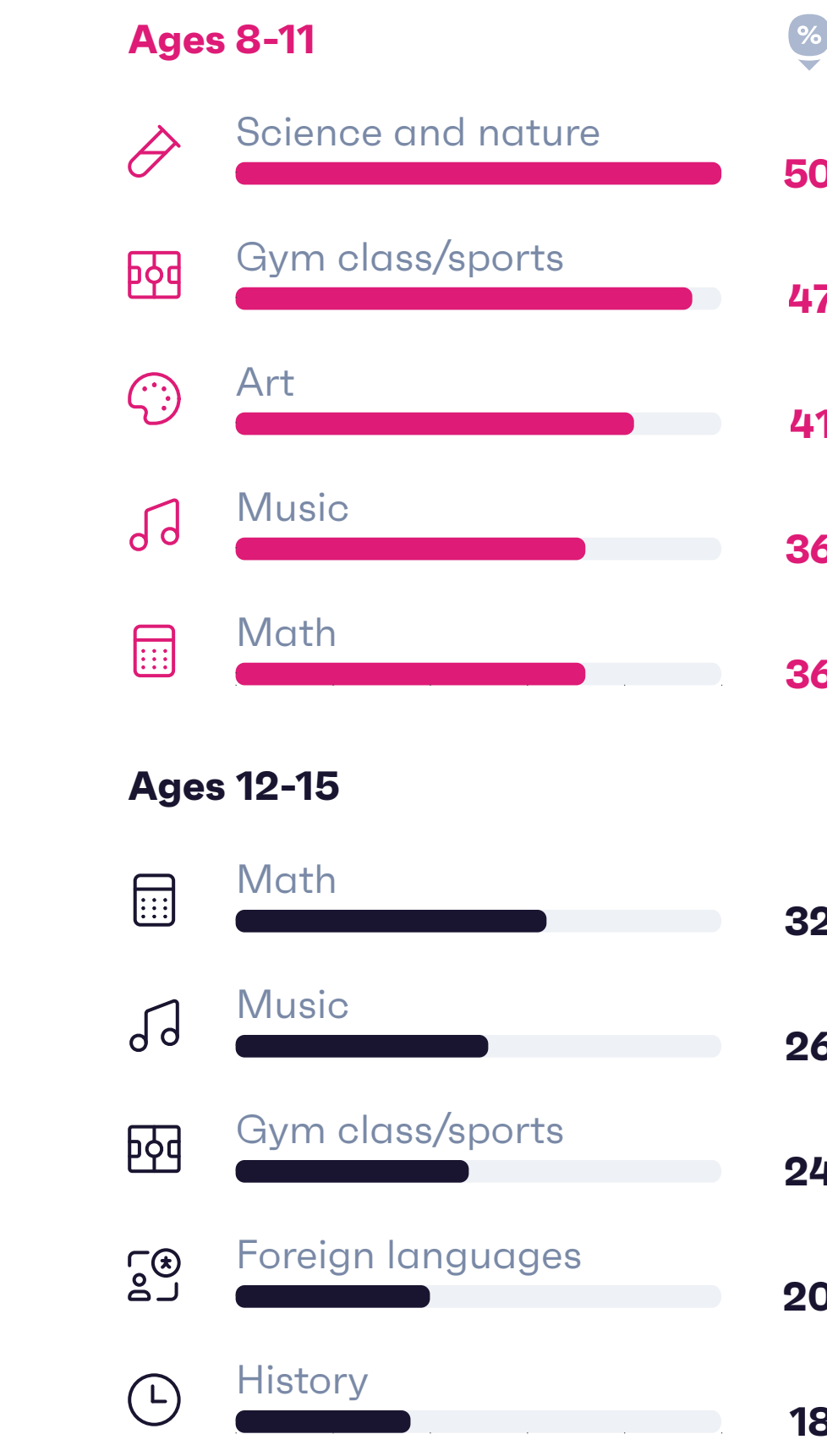
### Top interests by age group

% of Gen Alpha aged 8-15 who are interested in the following



### Top 5 school subjects by age group

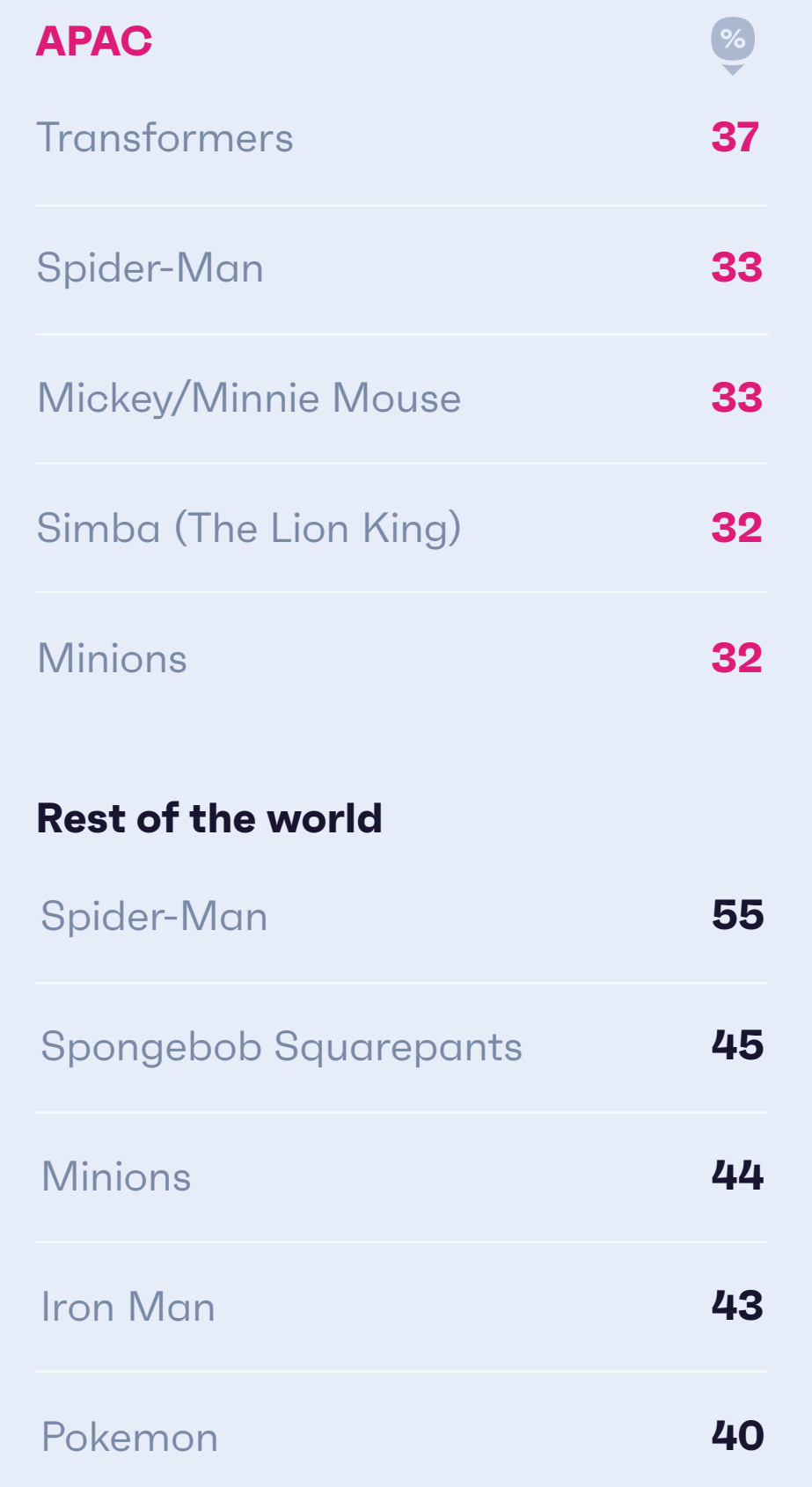
% of Gen Alpha aged 8-15 who are interested in the following



APAC's Gen Alpha are more opinionated and care more about how others perceive them

### Top characters liked in APAC and ROW

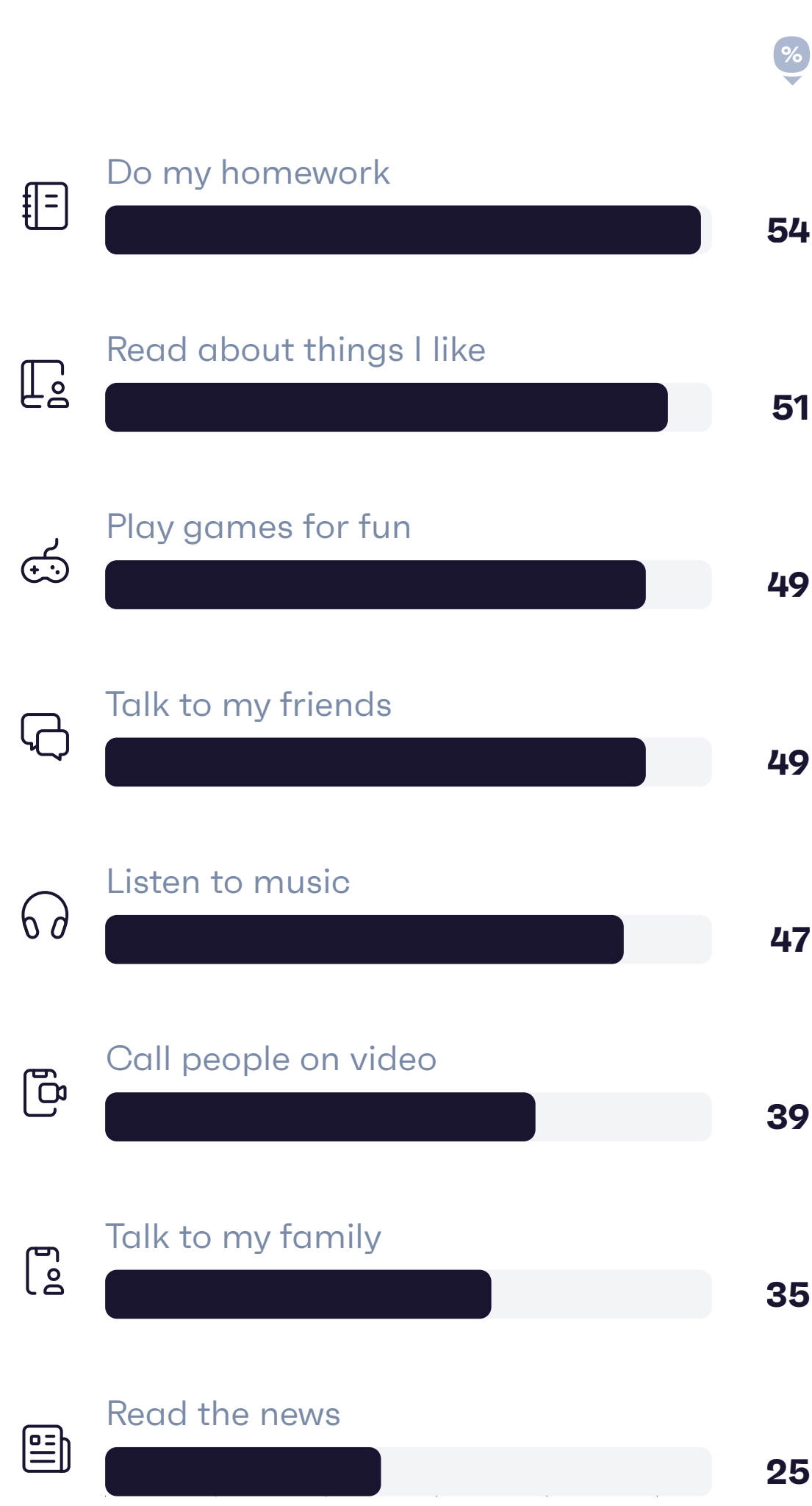
% of Gen Alpha aged 8-15 who like the following characters



## A snapshot of their device and social media habits

### Top ways Gen Alpha use devices

% of Gen Alpha aged 8-15 who do the following when they use devices



### Top reasons to use social media

% of Gen Alpha aged 12-15 who use social media for the following reasons



### Attitudes toward social media

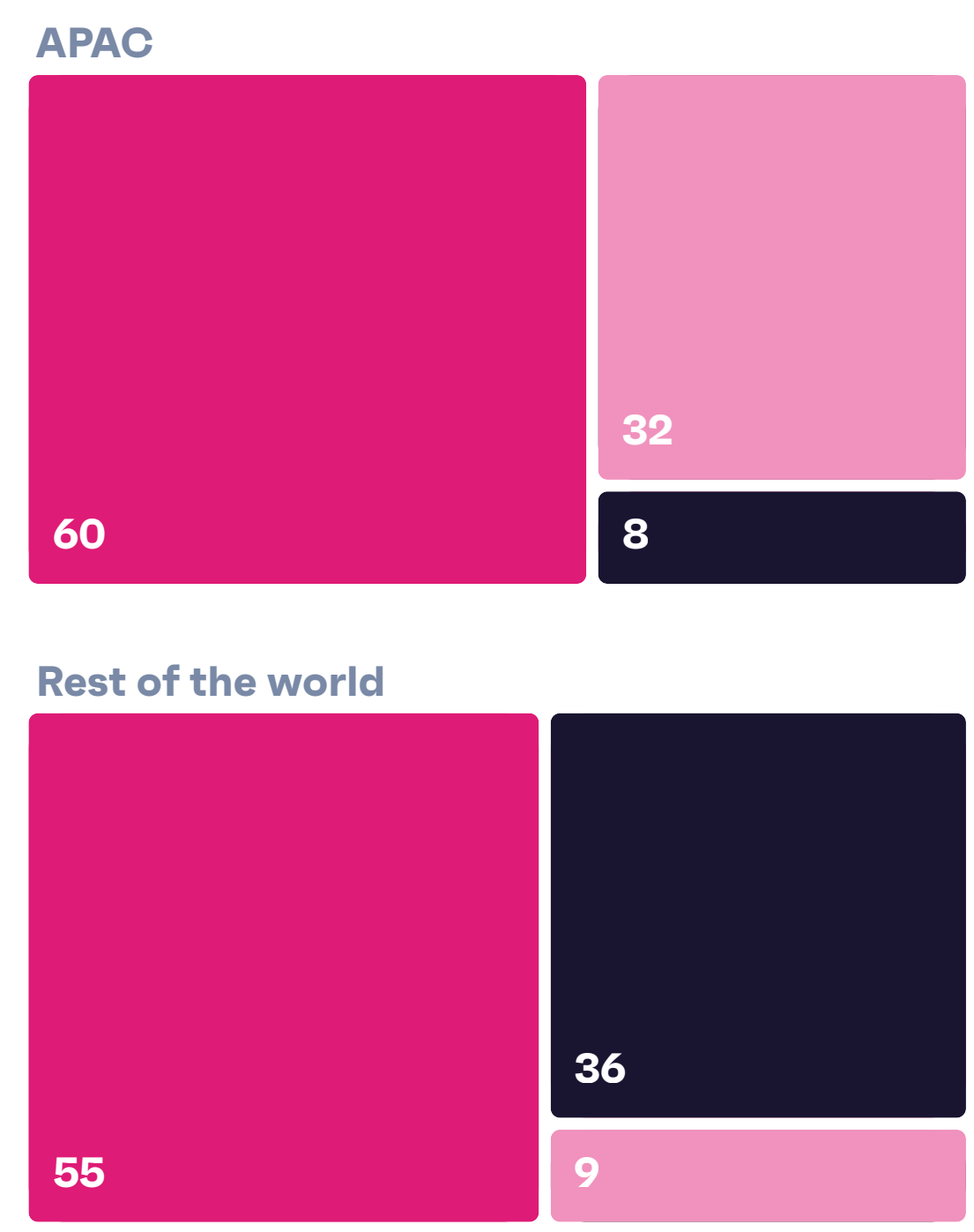
% of Gen Alpha aged 12-15 who feel the following about social media



### Device usage by location

% of Gen Alpha aged 8-15 whose parents say they...

- Don't spend much time on devices
- Spend a reasonable amount of time on devices
- Spend a lot of time on devices

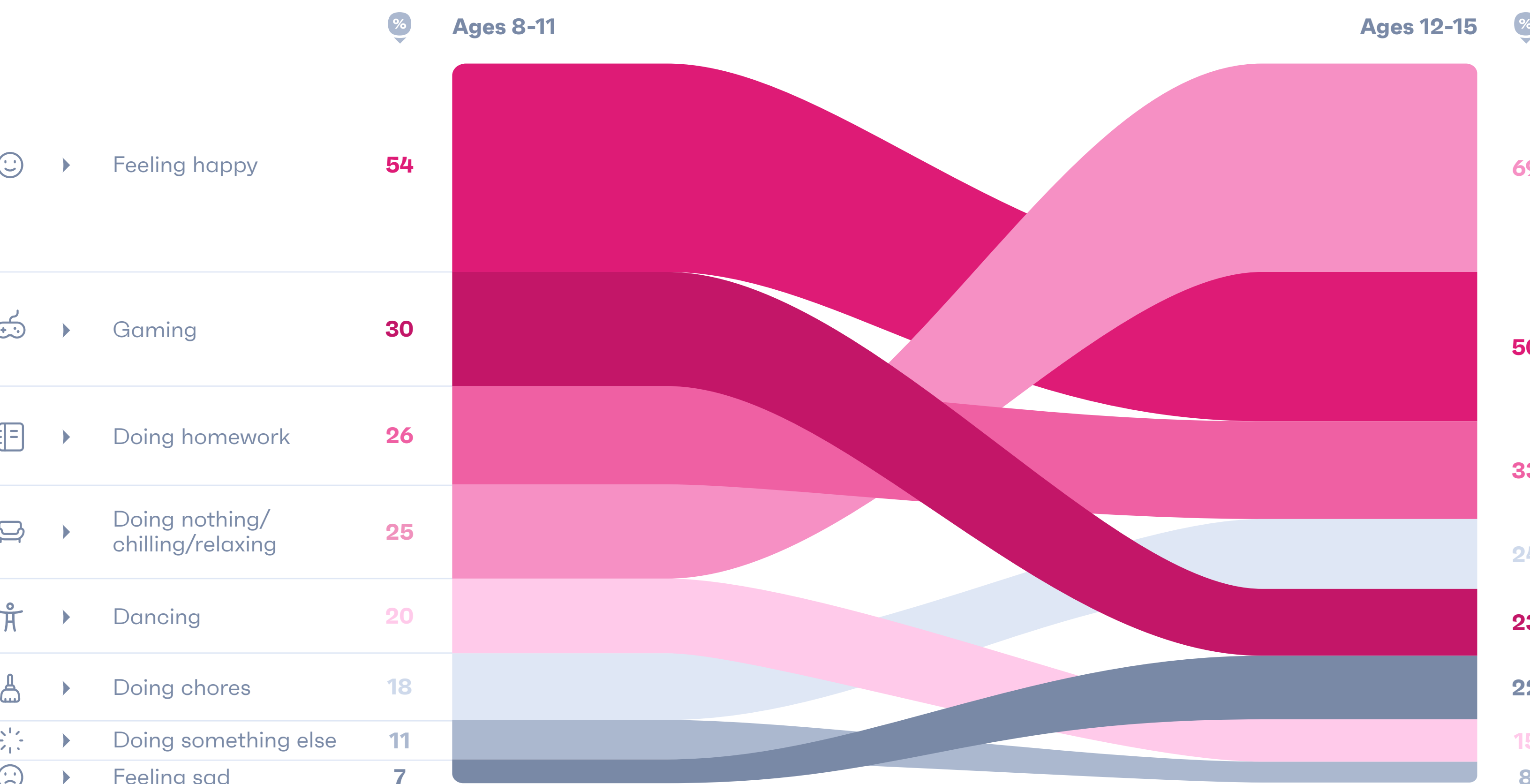


Over a third of teens in China feel social media shows their real life

## A closer look at their entertainment habits

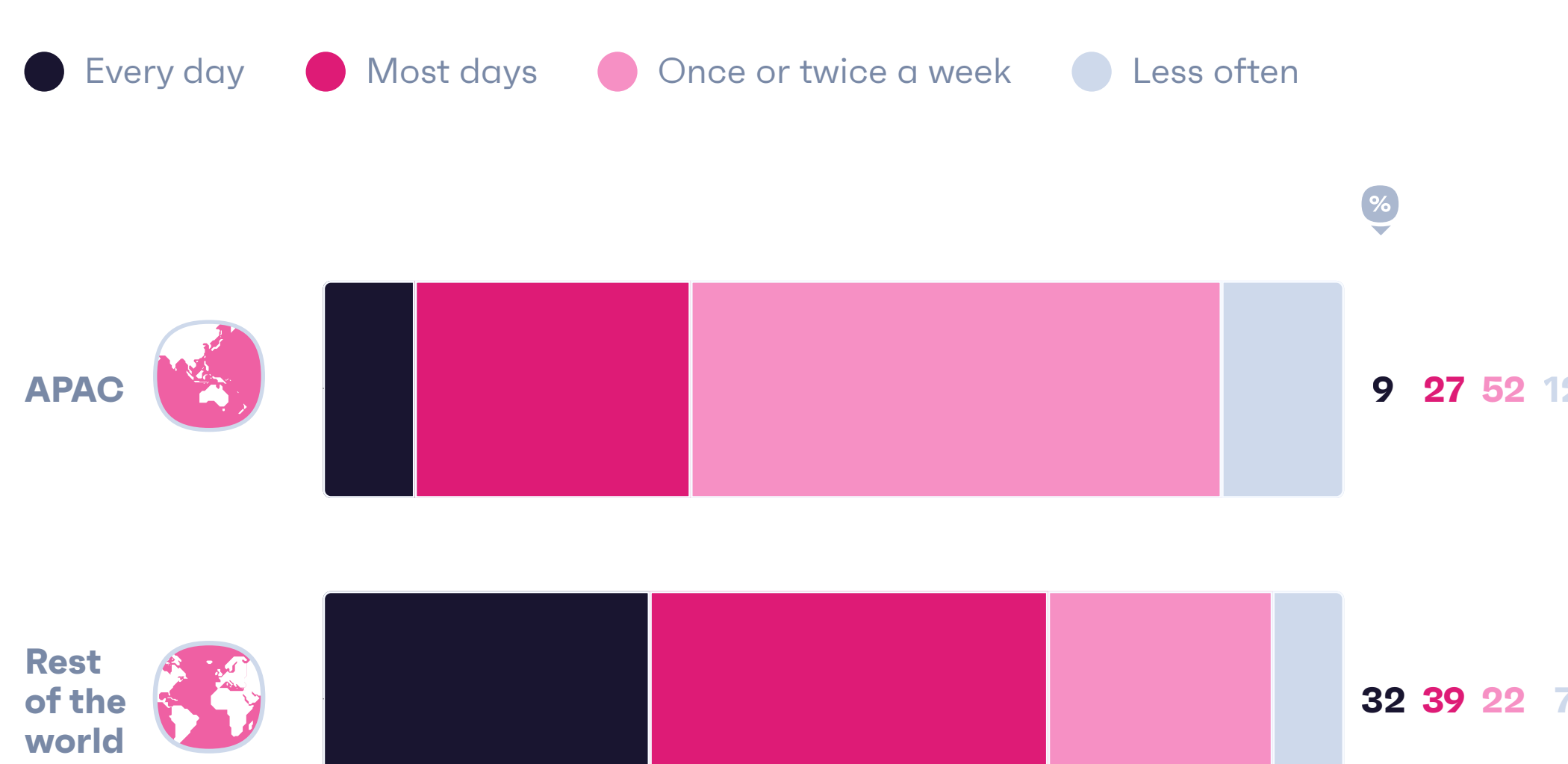
### Times when Gen Alpha listen to music

% of Gen Alpha aged 8-15 who listen to music when they're...



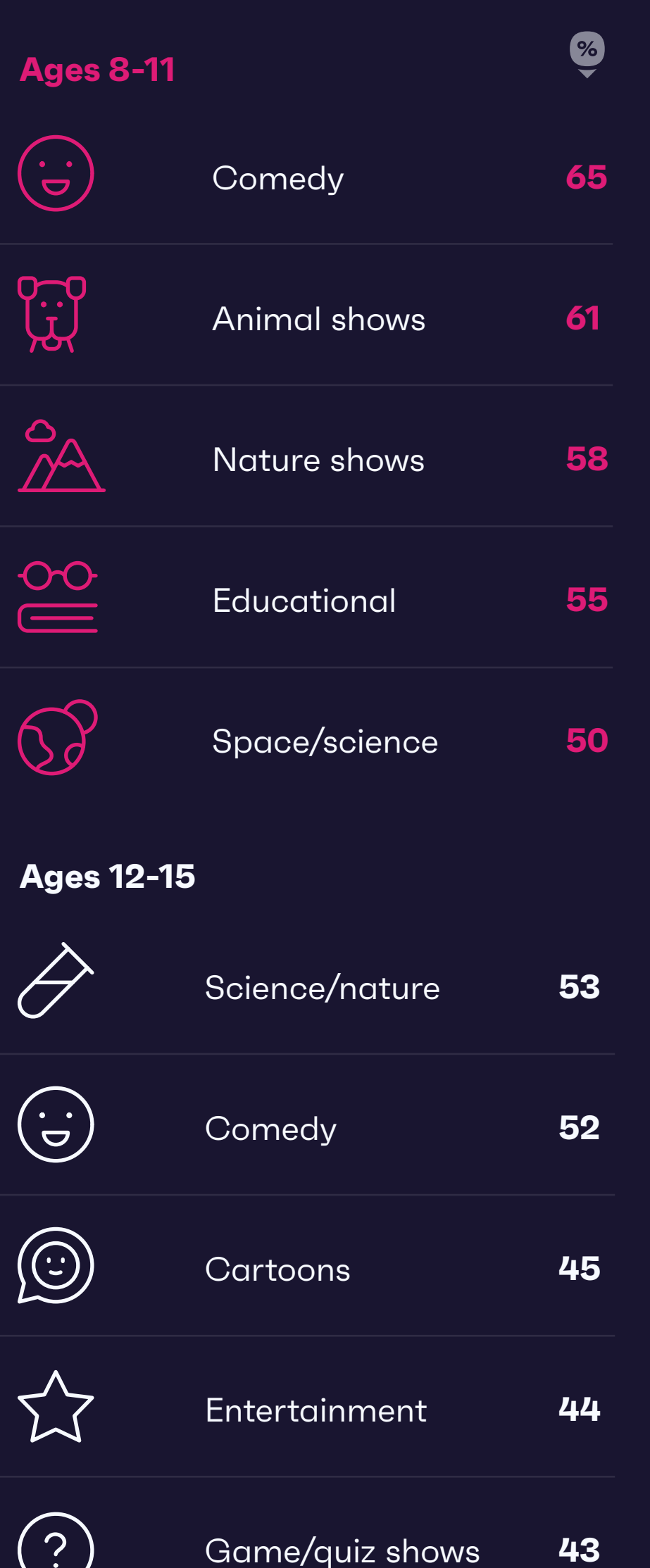
### Video gaming frequency by location

% of Gen Alpha aged 8-15 who play games...



### Top TV shows kids watch by age group

% of Gen Alpha aged 8-15 who like to watch the following



Drama takes 4<sup>th</sup> in Australia and Malaysia, but plummets to 15<sup>th</sup> place for teens in China

Methodology: Unless otherwise stated, this infographic uses our Q1 2022 Kids research among 4,122 internet users aged 8-15 across Australia, China, and Malaysia.

Want to know more?

Book your demo