

Hear her roar!

Attitudes of girls around the world

Generation Alpha girls are the voices of today and tomorrow. GWI partnered with SeeHer to share a snapshot of girls' attitudes on identity, gender equality and media.

SEEHER | GWI.

Gen Alpha girls advocate for themselves, inclusion and equality

Girls have a growing desire to have their voices heard

% 12-15-year-old girls who say the following is important to them

		%	% change since Q1 2022
1	Being treated my age	46	+11
2	Sharing my views/opinions	48	+10
3	Seeing all types of people in ads	18	+9
4	Everyone being treated the same	48	+8

48%
of girls think everyone should be treated the same

Gen Alpha girls are becoming more progressive about gender roles

Attitudes towards education and careers

% 12-15-year-old girls who agree with the following

● % who agree ● % change since Q1 2022



Methodology: This infographic uses GWI Kids, a study that surveys internet users aged 8-15 in the following 18 markets: Australia, Brazil, Canada, China, France, Germany, Italy, Japan, Malaysia, Mexico, Poland, Singapore, South Africa, Spain, Sweden, Turkey, UK, USA. Some questions within the GWI Kids survey are asked differently to 8-11 year olds and 12-15 year olds respectively, for the purpose of this infographic we have included data from 12-15 year olds only. Percentage changes from Q1 2022 include 16 markets, with Japan and Singapore being added from Q1 2023.