

# ALPHA intelligence

THE SCOOP ON THE NEXT GENERATION OF CONSUMERS



We surveyed Generation Alpha kids (ages 10-14) and their parents to understand the impact of Alphas and what influences them, including how technology and artificial intelligence (AI) are shaping them in a way we have not seen with other generations.

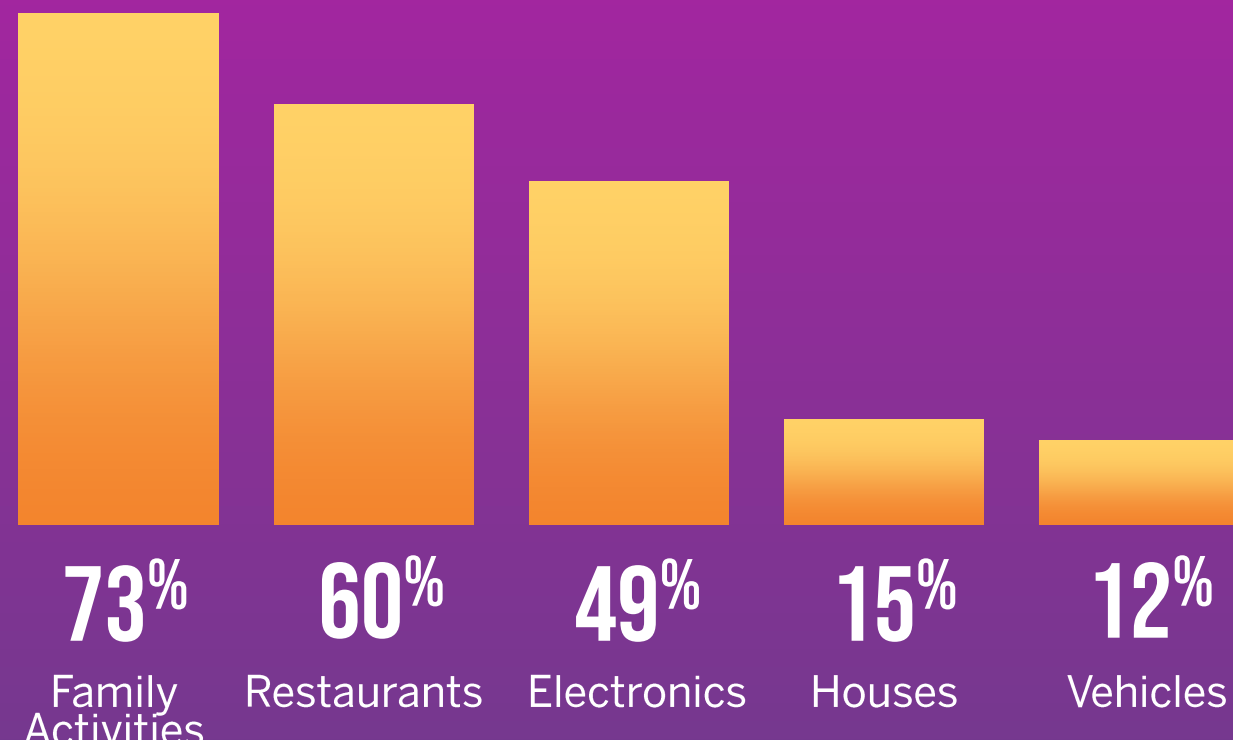
Read on to find out about these critical consumers of tomorrow and what brands can do to build real, authentic relationships with this generation that's growing up in an "artificial" world.

## GEN ALPHAS' INFLUENCE

Gen Alpha wields a lot of power and influence over household decisions ... and they know it.

- 90%** of kids think their opinion is important when it comes to family decisions
- 42%** of parents often purchase trending items their child asks for
- 90%** of parents feel pressure when it comes to buying items their child requests

## ACCORDING TO PARENTS, KIDS' PREFERENCES & OPINIONS ARE INFLUENCING PURCHASE DECISIONS BIG & SMALL

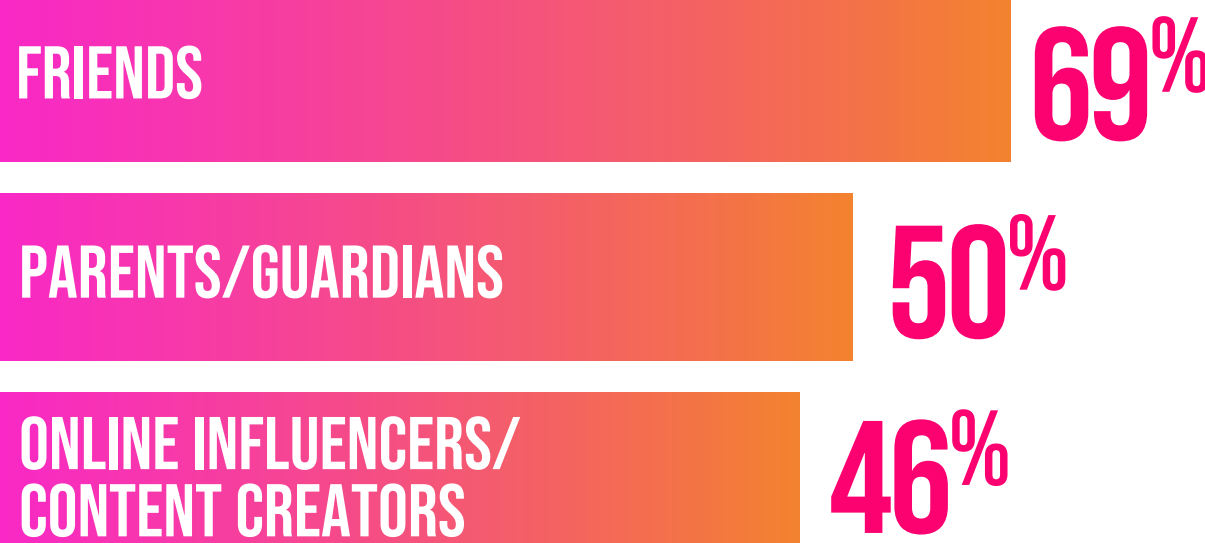


## INFLUENCES ON GEN ALPHA

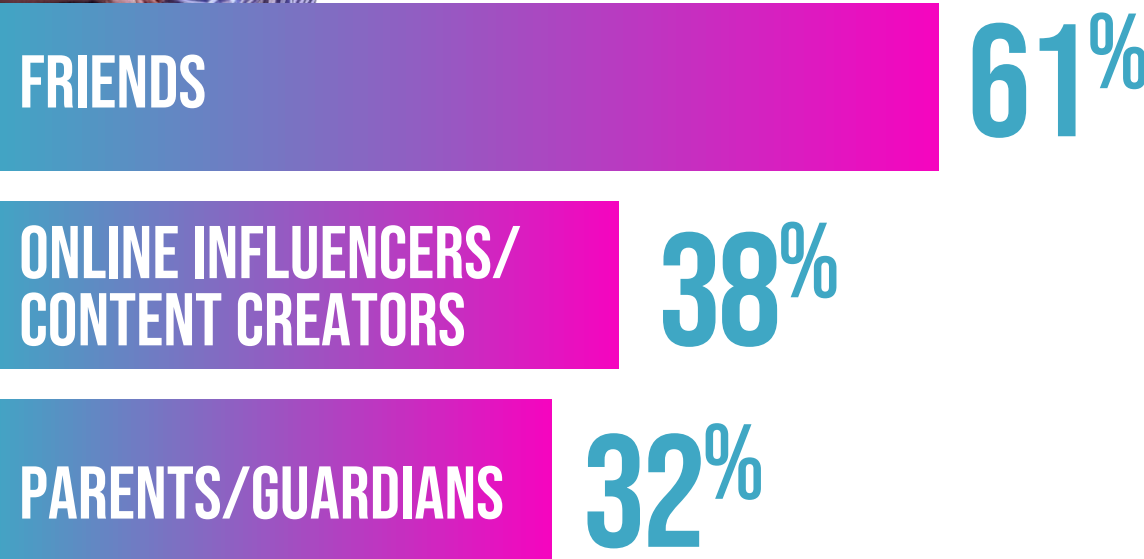
Parents of Gen Alpha underestimate their own influence and that of online creators on what their kid thinks is cool or trending/popular.



### KIDS



### PARENTS (ABOUT THEIR KIDS)



**20% OF KIDS** would be unlikely to buy (or ask for) a product if they don't see it being talked about on TikTok



## GEN ALPHA & TECHNOLOGY

Gen Alpha kids start on social media earlier than their parents think, but ultimately technology doesn't replace relationships.

**84%** of kids have a social media account **BUT ONLY 67%** of parents think they do



## TOP 3 AREAS PARENTS THINK TECH WILL IMPACT THEIR CHILD

### POSITIVELY



SCHOOL



FRIENDSHIPS



WORK

### NEGATIVELY



MENTAL HEALTH



PHYSICAL HEALTH



RELATIONSHIPS

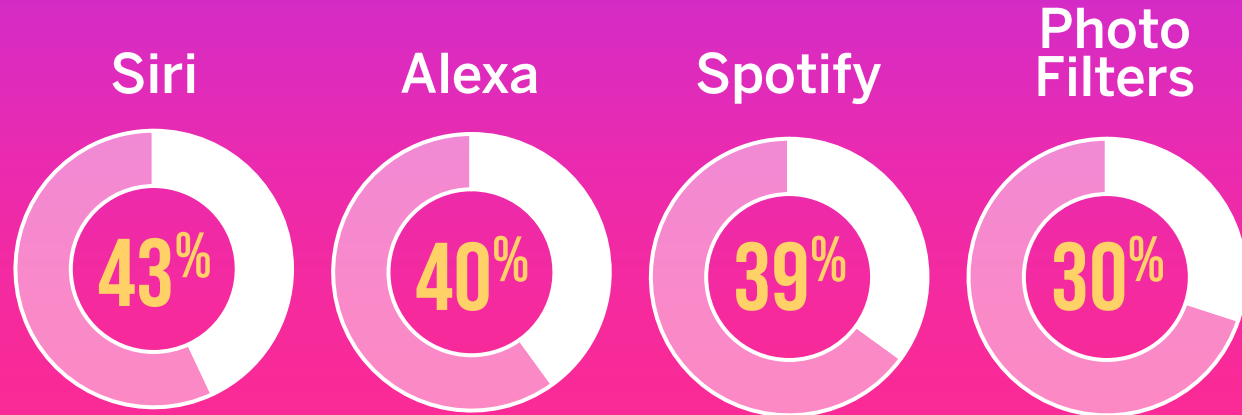


**38%** of parents are happy tech tools are available to make life easier for kids. But ...

**51%** worry about potential security and safety issues

## GEN ALPHA & AI

**29%** of Gen Alpha kids report they rarely/never use AI. However, many of them have used AI-powered platforms.



**70% OF KIDS TRUST AI ...**

**... BUT 75% OF PARENTS ARE CONCERNED ABOUT THE NEGATIVE EFFECTS IMPACTING THEIR CHILD**



## THE FUTURE

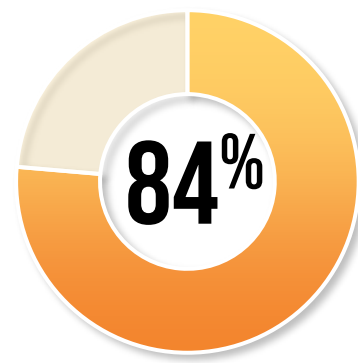
Ultimately, Gen Alpha kids and parents are very much aligned on their view of the future.

**92%** of KIDS are optimistic about their future

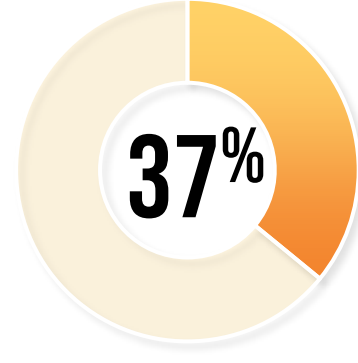
**93%** of PARENTS are optimistic about their kids' future

## GEN ALPHA & BRANDS

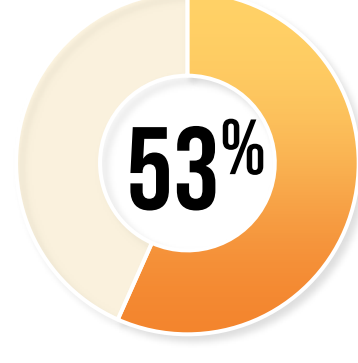
Alphas want a balance between trendy and personal when it comes to their favorite brands.



84% of kids say their favorite brands reflect their vibe and things that are important to them



37% of kids think that it's equally important for a brand to be popular with their friends/trending online AND to reflect their personal vibe



53% of parents think a brand that speaks to a specific interest of their child contributes to their love/desire to buy the brand's products

The "Alpha Intelligence" Gen Alpha and Gen Alpha parents surveys were by YouGov on behalf of WE Communications. 546 children aged 10-14 and 522 parents of children aged 10-14 were interviewed July 5-14. All surveys were conducted online, and figures have been weighted and are representative of their respective populations.

To hear more about Gen Alpha and the "Alpha Intelligence" survey findings or learn whether your brand is Gen Alpha-ready, please contact:

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