A PORTRAIT OF

GEN ALPHA

YOUNG ACTIVISTS

3 in 4 believe it is important to speak out about causes they believe in.

1 in 5 have taken part in a march or protest.

DIGITAL MASTERS & CRITICAL CONSUMERS

3 in 4 are confident using the internet on their own whilst only two thirds of their parents think their kids are capable.

45% are anti-sharenting “my parents shouldn’t post pictures of me online” but 60% of their parents would post without permission.

73% question things they see and read on the internet.

3 in 5 think YouTubers do things they don’t agree with.

CREATIVE ENTREPRENEURS

86% enjoy making things

4 in 5 enjoy making slime

3 in 5 enjoy creating their own games/worlds

55% enjoy creative video making

47% enjoy tinkering with electronics

20% already making money from hobby/talent

OVER HALF think they could make a career out of their hobby/talent

TRADITIONAL AND TECH CREATIVITY, ENTREPRENEURIAL

NEW OLD FASHIONED

42% of Gen A love handmaking e.g. knitting & crochet

1/2 of Gen A often spend time away from devices - only one quarter of Gen Z do

96% spend time away from technology

96% find something to do themselves when they get bored (34% often)

98% play outside (47% often)

POST STEREOTYPE

58% think gender doesn’t matter

vs

33% of their parents

WHO I AM, NOT WHAT I AM

FAMOUS GEN ALPHAS

Harper Beckham (7) - Lorenzo Greer Aka Tekkers Kid (9) - Tilly Mills aka Tillymills11 (9) - Princess Charlotte (4) - Ryan Kaji aka Ryan Toysreview (8) - Archie Harrison Mountbatten-Windsor (2 Months)

For any enquires regarding Gen Alpha please contact amanda.boote@beano.com