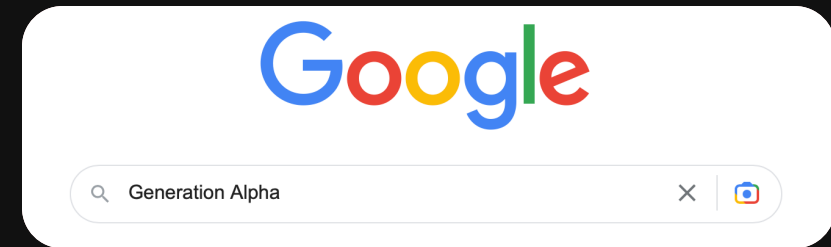


Unlocking Alpha

A trends report brought to you by

PERISCOPE

There's a great deal of pressure on Generation Alpha.



Top "Will" Search Queries:

- Will generation alpha **change the world**
- Will gen alpha be ok
- Will gen alpha **change the world**
- Will gen alpha **save the world**
- Is generation alpha good
- Is generation alpha smart
- Is generation alpha **the best**
- Is generation alpha real



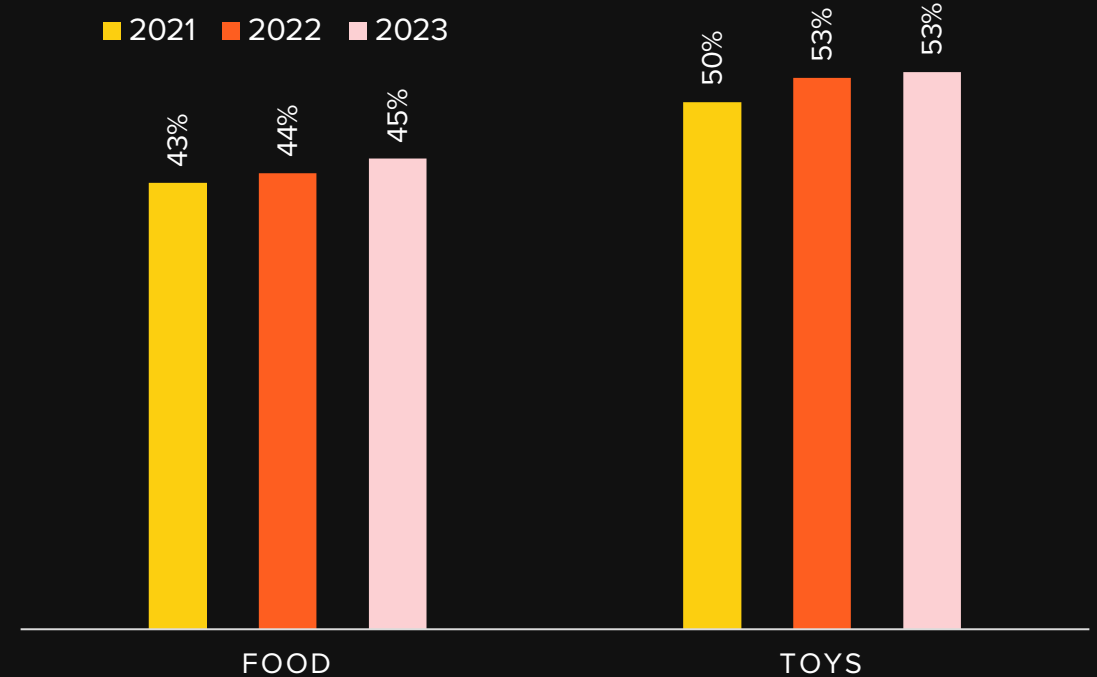
Generation Alpha: The Most Connected Generation

r/GenerationAlpha

They're already the most diverse, populated & connected generation with early spending influence.

A continual shift in household spending power

% of 8- to 11-year-olds who say they make decisions over the following purchase categories with their parents



28%

of Generation Alpha say their peers have the greatest impact on purchase decisions, followed by influencers/bloggers (25%)

To better understand Alpha, we have to look at their parents & the environment they've grown up in.

- Over half are born to Millennials, making them the “mini-Millennial” generation. The rest are born to Gen X and have Gen Z older siblings.
- The number of single-child families has grown by 45% in the last year alone.
- Key developmental years happened in the thick of the pandemic — increasing digital literacy while delaying the formation of key social skills.
- This is the first generation to have a digital presence that’s often starting at birth.



Hyperconnected

Independent

Accepting

Adaptive

Resilient

Impatient

Diverse

Individualized

Connect

**How do they use
technology?**

Explore

**How do they learn
& create?**

Distract

**How do they
entertain
themselves?**

Interact

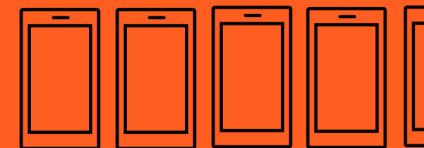
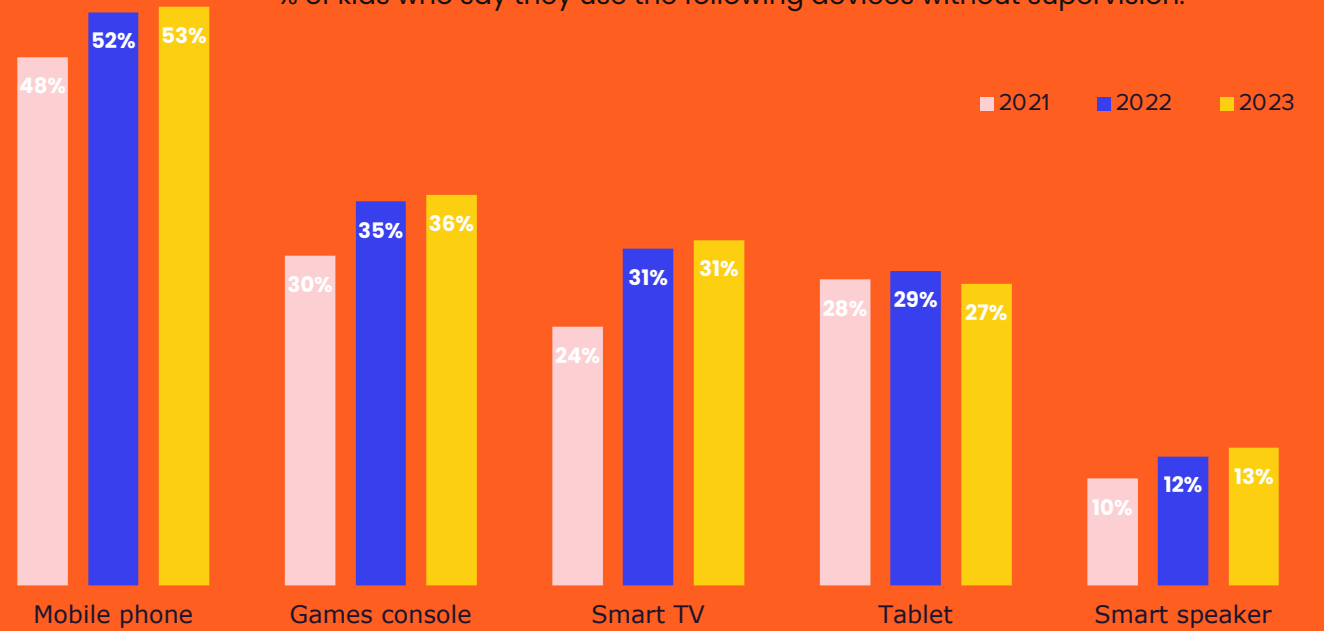
**How do they
socialize both
online & offline?**

Connect

Gen Alpha has more autonomy over their devices and technology use due to the pandemic burning parents out on constant supervision. **They're in front of screens more, and earlier, than any generation before them** with 65% of 8- to 12-year-olds having access to a cellphone at home. With this flexibility, their technological experience is extremely individualized.

Kids have more control over their digital experience

% of kids who say they use the following devices without supervision:



Alpha uses **4.2** devices per week on average

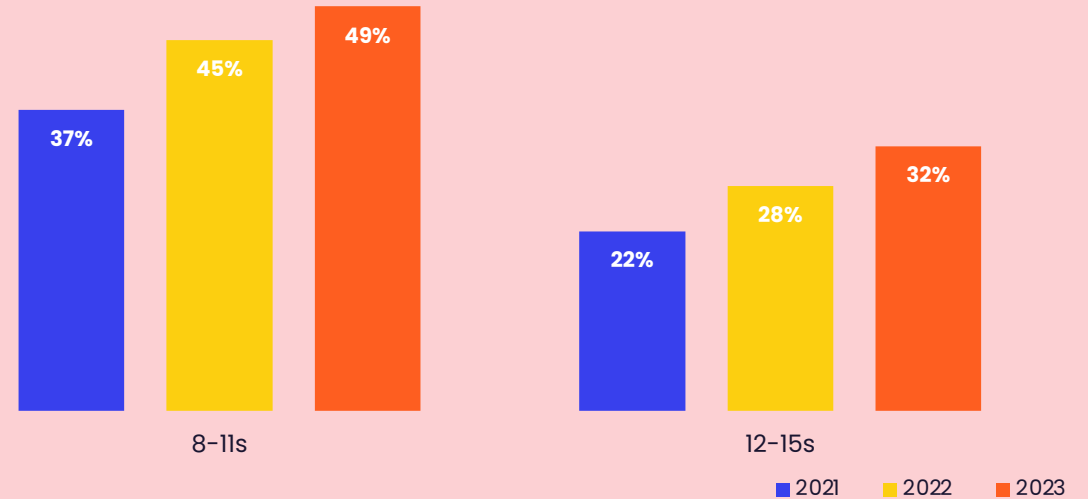
Explore

Post-pandemic, Gen Alpha is more auditory than ever and showing signs of screen fatigue from online learning. They gravitate toward podcasts as a means of learning and exploration since the medium has a wide breadth of content and can be consumed in multiple environments. Gen Alpha continues to gravitate toward platforms that enable the creator economy, like Roblox and TikTok. **They want to express themselves and co-create with one another.**

Comedy, gaming and storytelling podcasts are most popular with Gen Alpha listeners, followed by interview formats

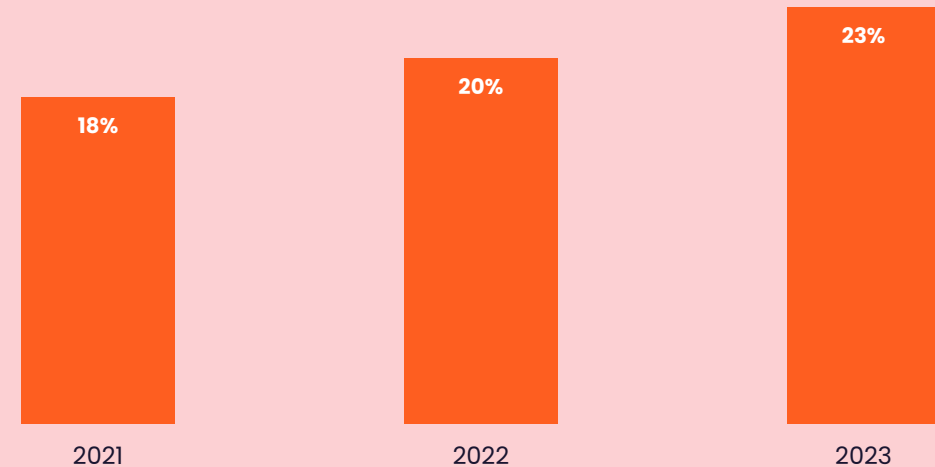
The rising popularity of Roblox

% of kids who say they've played Roblox, by year:



Podcasts continue to grow post-pandemic

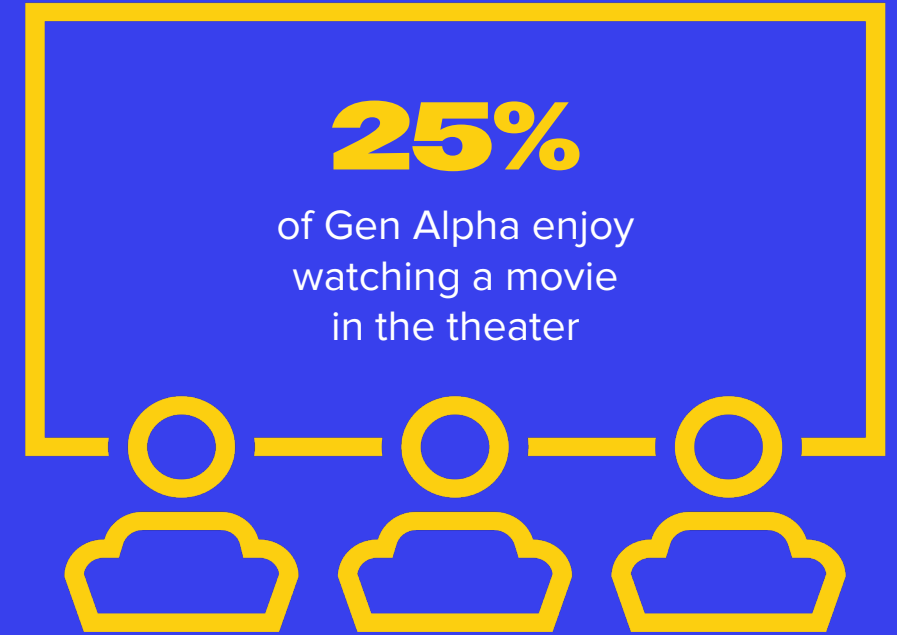
% of 12- to 15-year-olds who say they're interested in podcasts



Distract

Gen Alpha is all about **personalizing their own experience when it comes to entertainment.**

They seek out novel experiences in the theaters, utilize multiple streaming services and search for representations of themselves. They're hyper-aware of trends and see in-person cinema experiences as both an escape from their everyday small screen, and also **a means to FOMO and beat their peers to a trend.**



“With movies like Encanto and Moana in recent years, I’ve seen the beginning of a movement of broader representation. **This group is more diverse than any other and we need to represent that in the media they consume.**”

— Stakeholder Interview

3 in 10
8- to 12-year-olds believe it’s important to see all types of people in TV shows and movies

Interact

We've seen the rise of TikTok and other algorithmically driven channels with Gen Alpha already — showing the desire for highly individualized online social experiences. They value **low-fidelity, authentic content** and connect with specific subcultures rather than trying to meld to the masses.

“I've seen the demise of the ‘cool kids’ with this generation. **They are such individuals and seek out subcultures, both online and in-person, rather than trying to ‘fit in’ with the masses.**”

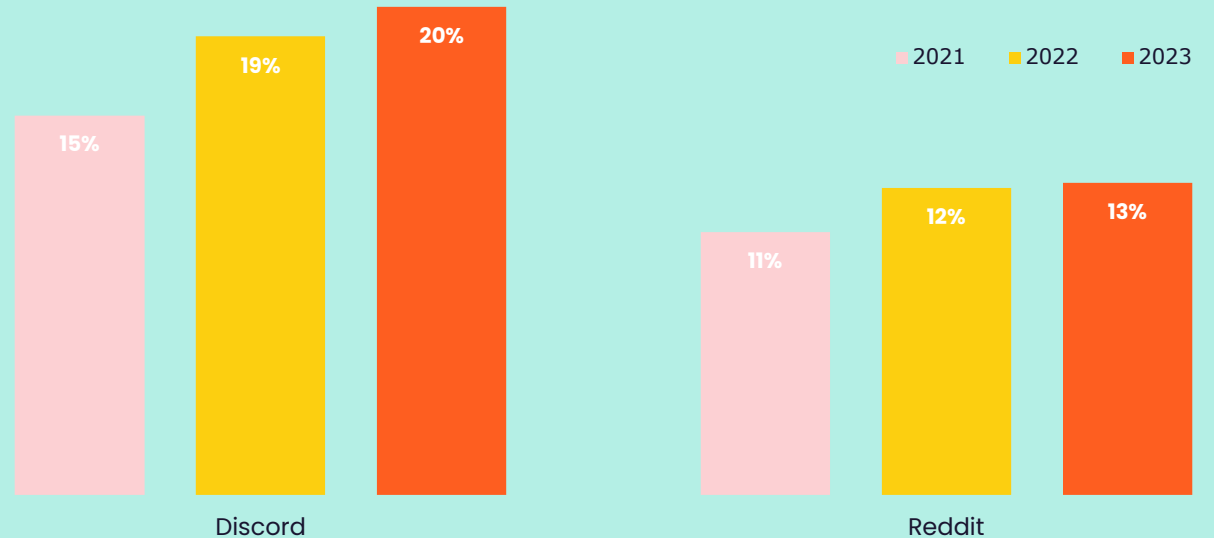
— Stakeholder Interview

24%

Growth of
TikTok
since 2021

Community platforms continue to grow in popularity with teenagers

% of 13- to 15-year-olds who say they use Discord and Reddit, by year



How brands should behave:



Gen Alpha has built a sophisticated authenticity moat with the ability to keep out overly curated messaging, sponsored content or empty endorsements. Avoid leaning too hard on celebrities, heavy-handed influencer campaigns or high-fidelity content.



While Gen Alpha is young, they hold a great deal of spending power and influence within the household. Elevate inclusive messaging that spans generations to appeal to the more democratic family structure.



Gen Alpha has shown brand affinity as early as age 3. Start earning brand love with them early by providing personalized, authentic experiences that integrate seamlessly into their hyperconnected daily lives.



**What does all
this mean for the
industries we
support?**

Industry Implications: Entertainment

+ With device autonomy at an all-time high for Gen Alpha and parental supervision at an all-time low, providing a means of monitoring and guiding is a surefire way to win brand loyalty.

+ Gen Alpha is looking to bridge the gap between their online world and in-person community post-pandemic. Tech brands can build community around virtual experiences like group watches, livestream events and discussion outlets.



Netflix @netflix · Follow

Becoming, featuring @MichelleObama, is now streaming!

Join the conversation and community by watching together TOMORROW 5p ET / 2p PT. Tweet using #WatchBecoming

Becoming
YOUR STORY IS YOUR POWER

GLOBAL WATCH PARTY ON 

MAY 9TH
2PM PST/5PM EST

CHECK YOUR LOCAL TIME TO JOIN
#WATCHBECOMING

NETFLIX



Dania @daniarv25 · 5/9/20

Grateful about the fact that we had intelligent, thoughtful, charismatic and caring leaders in the White House not so long ago. #WatchBecoming



13 25 81

Tuks Ex Machina @Tukio... · 5/9/20

Love all these aunties giving Michelle THEE First Lady advice #WatchBecoming #Becoming #IamBecoming

1 3 11

Industry Implications: Retail

- + Gen Alpha is growing up in a world where purchases are made with a finger tap, without even having to touch a physical credit card. Retailers will need to create increasingly smooth experiences across all channels to capture this generation.
- + While Gen Alpha is young, they hold a great deal of spending influence within the household. Elevate inclusive messaging that spans generations to appeal to the democratic household.



Industry Implications: Health Care

+ Gen Alpha's most formative years occurred during a global pandemic. This generation understands how their individual behavior affects an entire community, and they're likely to be more health conscious than any generation prior.

+ Health care brands can connect with Gen Alpha by highlighting the ways better health affects every aspect of life in society.



Industry Implications: CPG

+ Gen Alpha has shown brand affinity as early as age 3.
CPG brands will need to be transparent about everything
from their ingredients to production processes.

TRACE MY CATCH

TRACE TUNA



FIND YOUR CAN CODE

The can code is located on the bottom of your Bumble Bee® product next to the “best by” date.

VESSEL INFORMATION

THE FISH IN YOUR PRODUCT WAS CAUGHT BY... *

PACIFIC PRINCESS



Nation of Record: United States of America

Trip Beginning: March 19, 2014

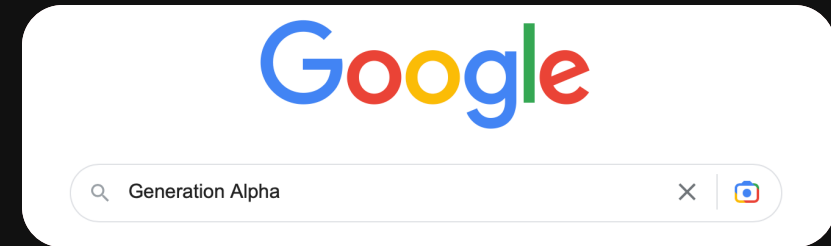
Trip End: April 18, 2014

**It's never too early to
start thinking about
younger generations.**

A photograph of a classroom with several students raising their hands. The image is semi-transparent, serving as a background for the text. The students are wearing light blue shirts. The text is centered and reads:

In a few years, Gen Alpha will be able to get their first job, buy lottery tickets, vote & become integral in society.

There's a great deal of pressure on Generation Alpha ...



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**... because they
symbolize our
hope for the
future.**

PERISCOPE



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