

Report

Understanding Gen Alpha

The Ultimate Guide to Understanding
the Next Generation of Consumers

soulmates.ai **[ayzenberg]**



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Foreward

Gen Alpha is the first generation that will never know a world without AI, algorithmic feeds, or creator-driven commerce. They're growing up in an environment where technology isn't a tool, but a texture of daily life. For brands trying to reach them, the old playbooks no longer apply. You can't market to a generation you don't understand.

That's why we built this report. At Ayzenberg, we believe the best strategy starts with listening, not to what we assume about young audiences, but to what they actually tell us. Through our audience intelligence platform, Soulmates.ai, we conducted qualitative primary research with 111 Gen Alpha households, generating nearly 40,000 individual data points across identity, values, media habits, consumer behavior, and attitudes toward AI.

Soulmates.ai powers our Listen, Create, Share framework, a virtuous system rooted in the conviction that audience understanding must come first. Listen to how Gen Alpha actually thinks, scrolls, and chooses. Create content, experiences, and brand narratives that reflect what we hear. Share through the channels and formats where this generation already lives.

What we found challenges convenient narratives. Gen Alpha isn't just glued to screens. They care deeply about fairness, emotional authenticity, and being taken seriously. They rank protecting people from bullies above every other value. They're as interested in music and health as they are in technology. And they've already formed nuanced ethical views about AI.

This report is an invitation to see Gen Alpha clearly, on their terms. We hope it sparks the kind of thinking that leads to work worth sharing.

Methodology

This report is based on primary qualitative research conducted with 111 Gen Alpha households in January 2026. Parents or guardians responded alongside their children, ages 8-15, answering 352 questions per persona across personality, media habits, consumer behavior, values, and technology attitudes.

The dataset captures nearly 40,000 individual responses, providing rich qualitative texture alongside quantitative patterns. While the study originated as research into Gen Alpha gamers, the data reveals a generation defined by far more than gaming. Their relationship with technology, media, brands, and AI offers critical insights for marketers, content creators, and brand strategists.

These findings directly fuel the Gen Alpha audience segments available within Soulmates.ai, Ayzenberg's audience AI intelligence platform. By grounding our personas in real household-level data rather than assumptions, Soulmates.ai gives brands the ability to activate against Gen Alpha with precision, reaching them where they scroll, how they think, and what they actually care about.

111
Gen Alpha Households

352
Questions per Persona

40k
Individual Data Points

Key insights

The more they use AI, the less they question it.

87% of frequent AI users are excited about AI vs. 58% of occasional users. Frequent users are half as likely to flag concerns about AI replacing human connection.

They scroll to feel, not to connect.

Social media is primarily entertainment, not social. They spend 3–5 hours daily on platforms but describe the value as content discovery, not friendship. The algorithm is their curator.

Anti-bullying is their cause.

95% rank protecting people from bullies as their top value, above helping people, equality, and family approval. They have internalized kindness as a core identity trait.

Receptive to ads, high bar for relevance.

75% show interest in in-game advertising, and 60% have asked for a product after seeing one. Gaming creative, humor, and creator endorsements break through.

Music is as important as tech.

Music ties with computers and technology at 95% interest, making it their highest non-gaming passion. Audio and music partnerships may be an underused channel.

Screens: stress relief and stress.

Parents describe the same paradox: moderate screen time improves mood, but overuse causes irritability. Gaming and music are their top coping mechanisms.

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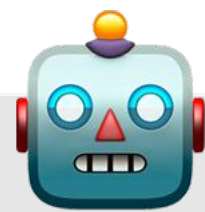
Who is Gen Alpha?

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Meet Gen Alpha

Over 2 billion people worldwide, born between 2010 and 2024 and are the first generation to grow up entirely in the digital age.



AI Natives

92% have used AI



Gaming-First

Top entertainment & social space



Short-Form

70% prefer snackable content



Values Driven

Care about people & the planet

2B+

Worldwide population

2010

Birth year start

2024

Birth year end

Population and Birth Years confirmed via [McCrindle.com](https://mccrindle.com)

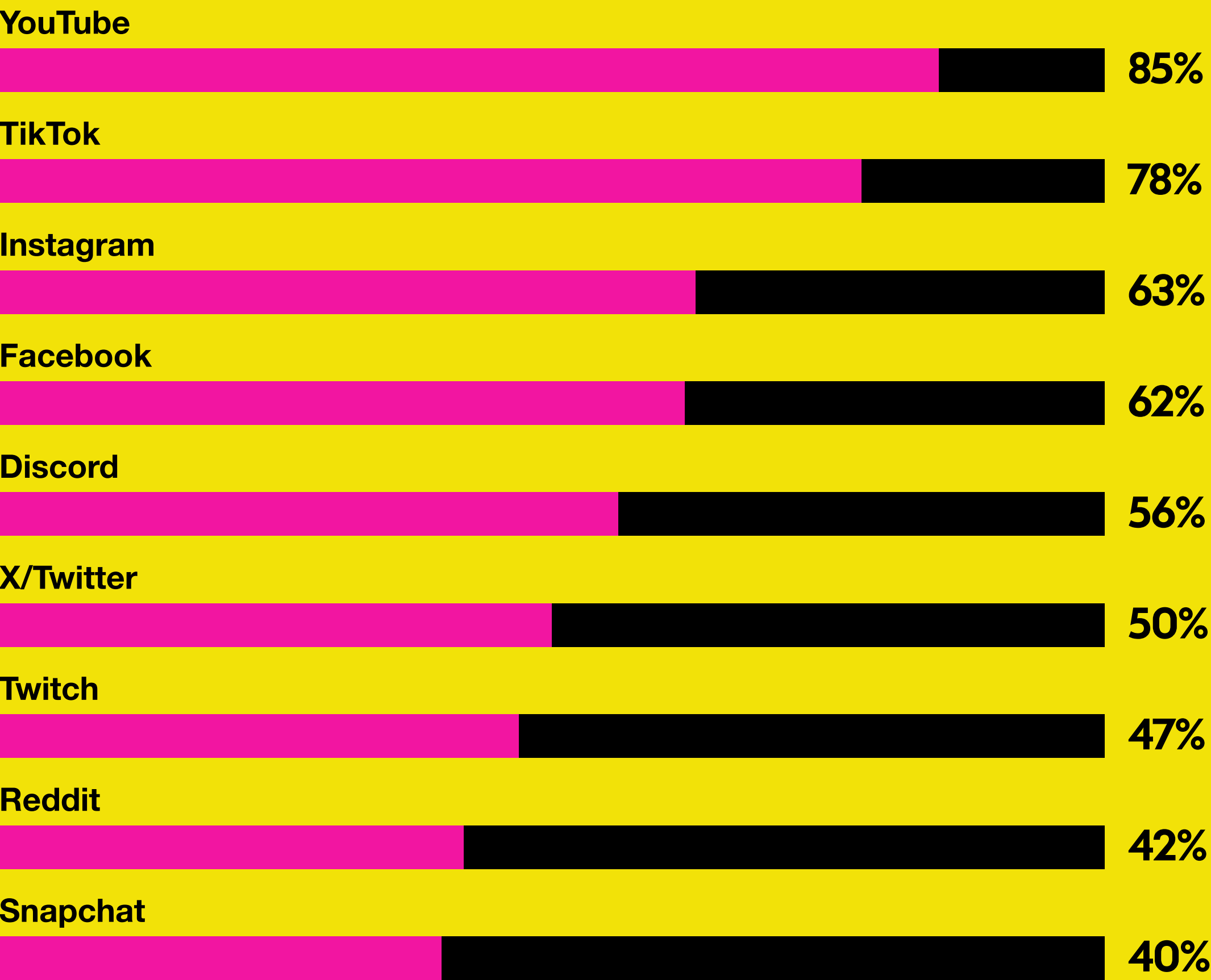
The digital footprint

Gen Alpha doesn't just log on, they live online. With an average of four-plus hours of daily social media use and 70% spending three or more hours a day on platforms, this generation's digital life isn't a separate activity. YouTube sits at the center of it all as it is the most-cited platform, functioning as their default for everything from gaming walkthroughs to music to homework help.

While YouTube is the go-to, TikTok and Discord round out the core stack, with TikTok serving as their short-form discovery engine and Discord operating as the social layer beneath gaming. These three platforms each serves a distinct role in how this generation moves through digital space.

Discovery is algorithmic. Gen Alpha does not find new content because a friend recommended it. They find it because a feed served it. The recommendation engine is their curator, and creators are its primary unit. 72% of Gen Alpha prefer consuming content over creating it, and only 4% identify as primarily creators. This generation shows up to watch, not to post.

Social Media Platforms Used Regularly



Core Discovery Channels



Their world at a glance

Gen Alpha defies the 'screen zombie' narrative. While video games top the chart at 97%, Gen Alpha's interests span the full spectrum: music (95%), technology and computers (95%), films and TV (89% and 86%), animals and nature (86% and 82%), and adventure (85%). These aren't siloed passions. They are a generation of multi-interest kids who move fluidly between the digital and the physical, equally at home in a game world and outdoors.

What's striking is what sits alongside the expected. AI lands at 86%, tied with animals and pets, which tells you something. This cohort doesn't separate "tech interest" from everything else. It is woven into the fabric of how they engage with all of it, from learning and entertainment to the robots (77%) and science (80%) that are quietly competing for attention with board games and books.

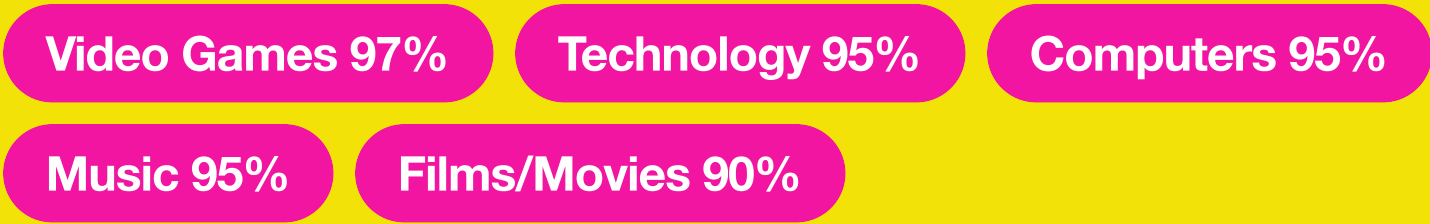
“

My child enjoys drawing and painting regularly. He also loves building with LEGOs and sometimes dabbles in simple DIY projects. Music is also a big part of his life...

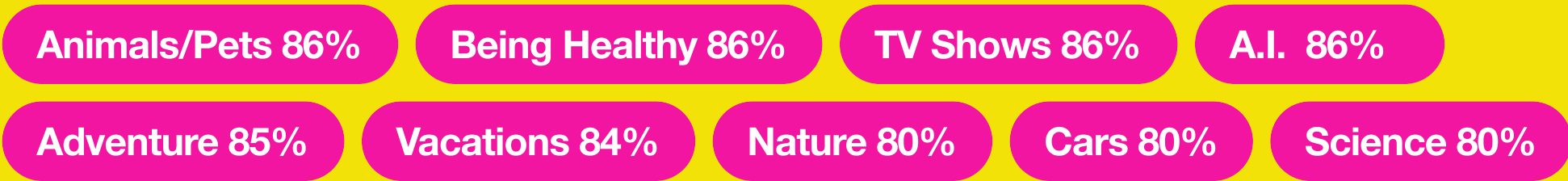
— Parent of a 11-year-old

Top Interests

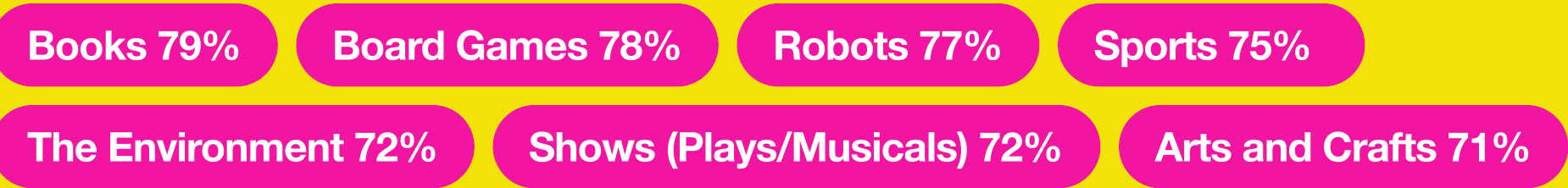
90%+



80–89%



70–79%



60–69%



50–59%



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How Gen Alpha Thinks

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A values-driven generation

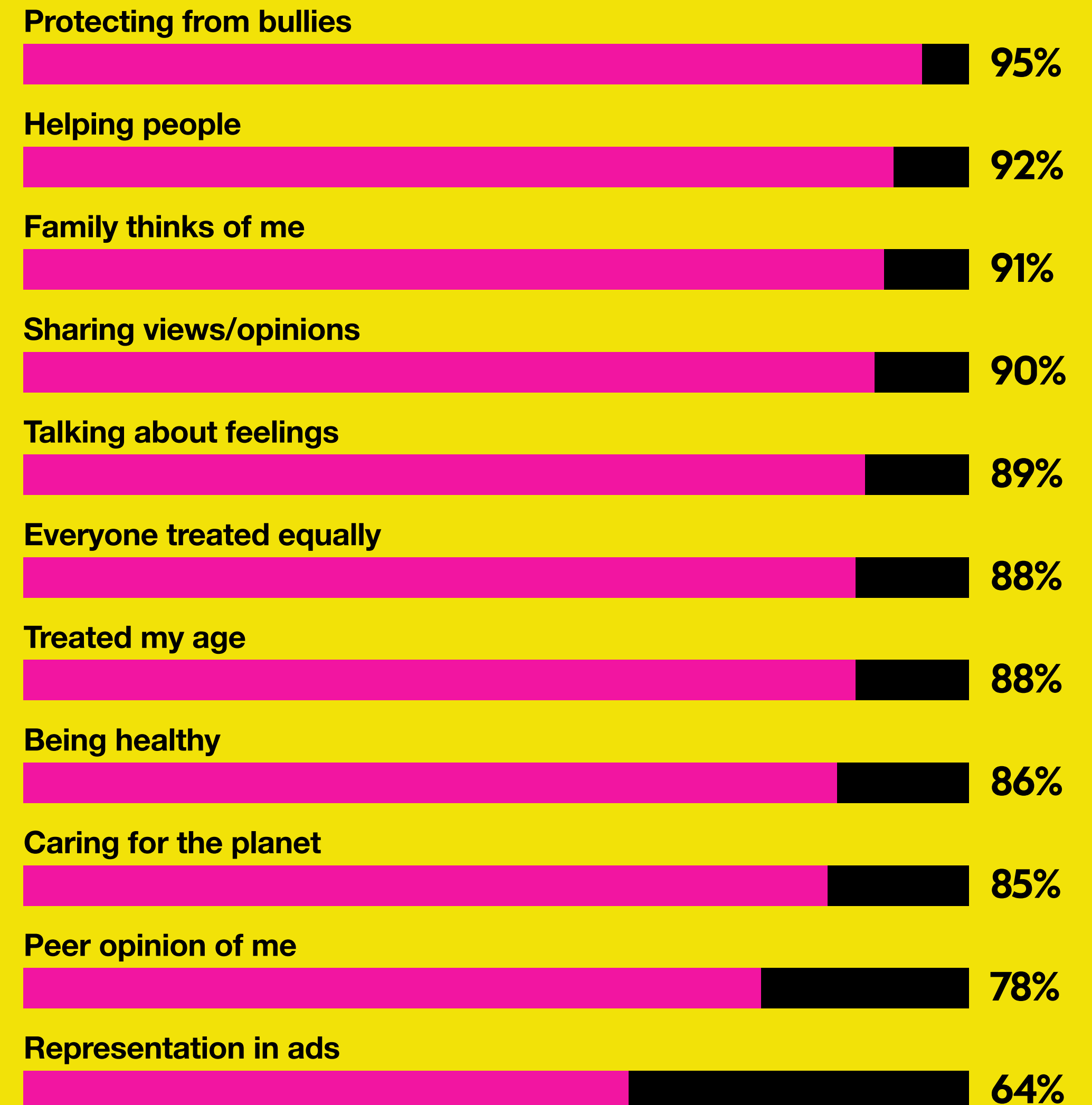
When asked what matters most, Gen Alpha's answers are unambiguous. Protecting from bullies tops the list at 95%, followed by helping people at 92% and family opinion at 91%. These are active values. Sharing views and talking about feelings rank in the top five, signaling a generation that expects to be heard and takes emotional expression seriously.

The pattern holds across the full list. Fairness, empathy, and social responsibility cluster at the top. Peer opinion lands at 78% and fashion at 67%, well down the ranking. The data challenges a core assumption: this generation is not primarily driven by status or trends. They're driven by belonging, fairness, and voice.

The implication for brands is direct. Representation in ads (64%) and TV (67%) matters, but it's the floor, not the ceiling. Brands that take a visible position on fairness, inclusion, and giving people a voice earn attention. Brands that treat these as checkbox moments get skipped.

What Matters Most

% of Gen Alpha who say these things matter



Feelings are identity

SELF-EXPRESSION

**They talk about feelings.
It's a strength.**

"Talking about my feelings" scores 4.51/7 on importance, higher than peer opinion (4.09) and trends (3.95). Emotional vocabulary is more than just a soft skill as it becomes an identity marker for this generation.

CONFLICT STYLE

**They scroll to feel,
not to connect.**

The data confirms a generation coached in emotional regulation. "Loses temper quickly" scores just 2.60/7 and "first reaction is to argue when corrected" sits at 3.13/7. Meanwhile, forgiveness scores are high: "forgive and forget" at 5.22 and "forgiving when others make mistakes" at 5.71. The dominant pattern is de-escalation first, then resolution.

GRATITUDE

More grateful than assumed.

88% show gratitude "often." Only 12% say "sometimes." Zero said rarely or never. The data challenges the entitled-generation narrative directly.

BRAND IMPLICATION

**Lead with values.
Mean it.**

This generation filters brands through an emotional and ethical lens. Anti-bullying, inclusion, and fairness are the baseline. Brands that perform these values authentically earn trust. Brands that perform them cynically get called out.

Emotional wellbeing & resilience

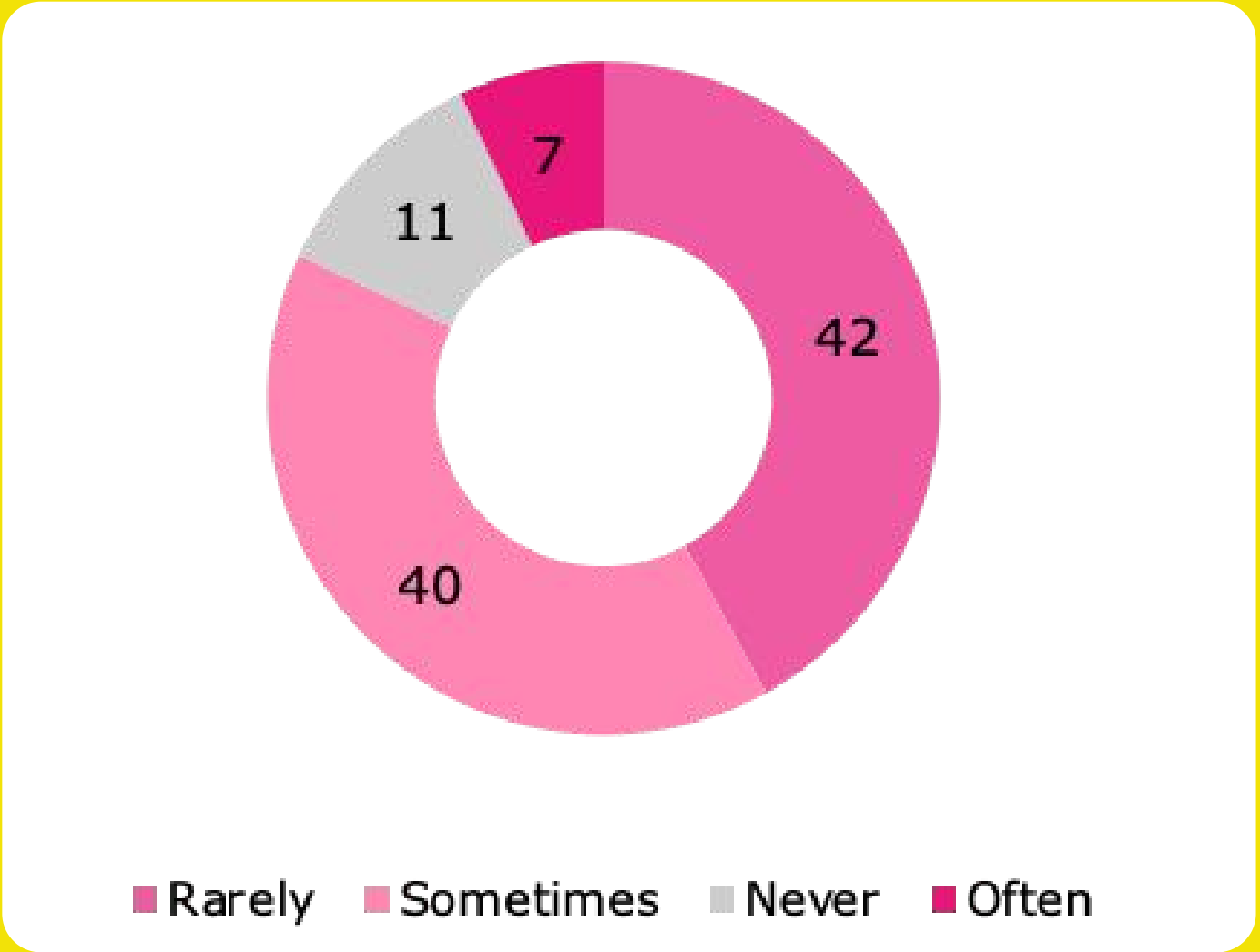
Despite growing up in a world of constant connectivity, parents describe a generation that is largely managing stress well — though the tools they reach for reflect their digital-first lives.

How They Cope

When stress does hit, their go-to strategies confirm a digital generation:

1	Gaming	5	Drawing or creative outlets
2	Listening to music	6	Watching comedies
3	Quiet time / alone time	7	Physical activity / sports
4	Talking it out with family		

How Often Stressed or Anxious



88%
show gratitude “often”

53%
rarely or never feel stressed

Source: Understanding Gen Alpha, Ayzenberg Group and Soulmates.ai 2026

Screen time is stress relief

Screen time is a major form of stress relief, providing a familiar way to decompress and distract while allowing for social connection.

What Screen Time Actually Does

+	Stress relief & mood regulation
+	Social connection with peers
+	Cognitive engagement & learning
!	Concentration disruption (excess)

How They Cope (ranked by frequency)

1 Gaming	2 Music
3 Talking to Parents	

3

How Gen Alpha Scrolls

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A social-first generation

Gen Alpha's social media journey begins early, and most start using platforms around age 10. They spend an average of 3–5 hours per day on social media, with entertainment as the primary driver over social connection.

Short-form clips dominate as Gen Alpha gravitates toward TikTok-style content over long-form video. Most prefer watching to creating, though a growing number post their own gaming clips and creative edits.

“

He uses social media mainly for entertainment. The algorithm shows him content he prefers like gaming clips, funny videos, and creator content.

— Parent of a 14-year-old

Gaming content is the #1 category both consumed and created.

~10

Average age of first social media use

3–5 hrs

Daily social media usage

66%

Feel positive about social media platforms

The creator-to-commerce pipeline

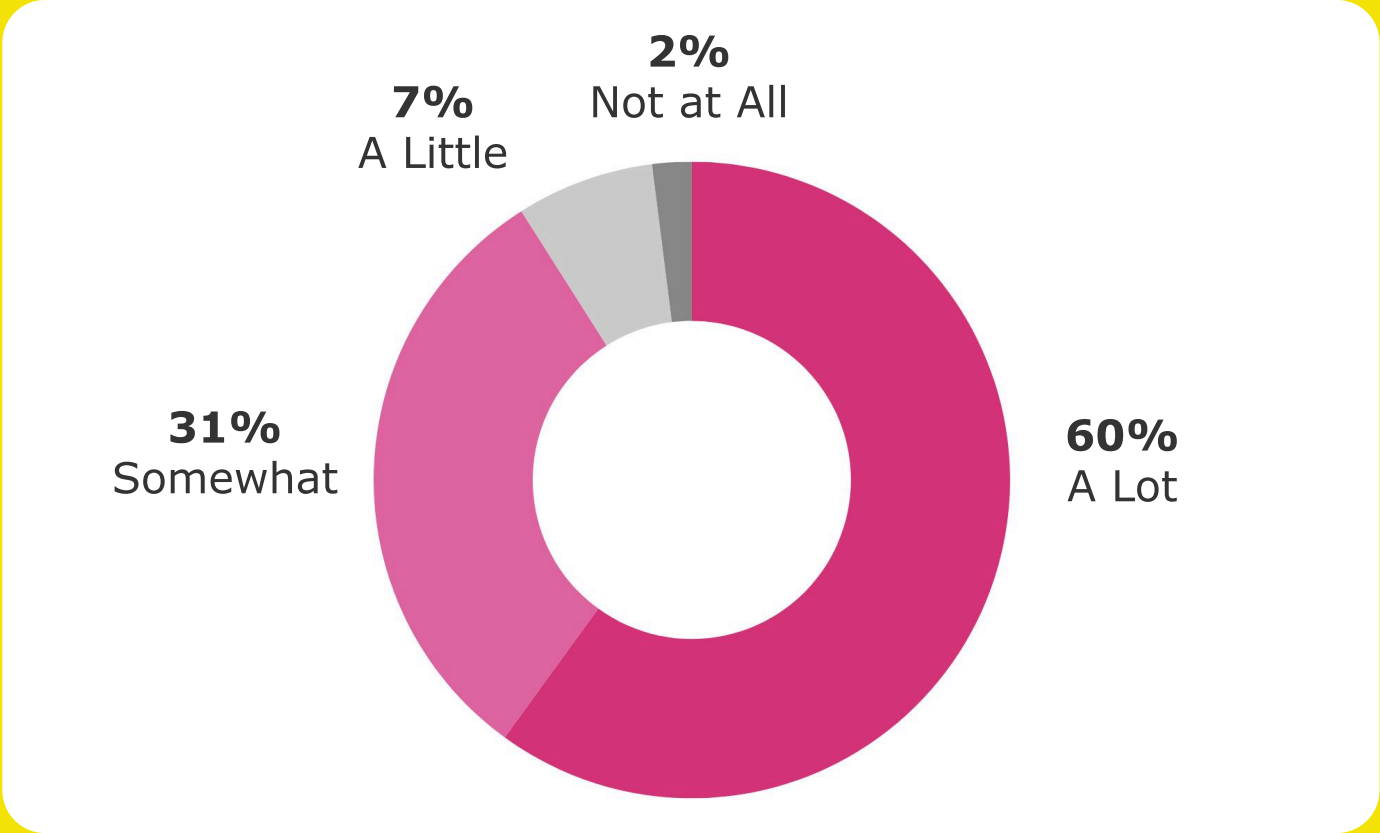
Gen Alpha watches influencers and trust them, a lot. A striking 60% report trusting the creators they follow "a lot," and 86% express positive feelings toward influencers overall. This trust translates directly into purchasing behavior, making the creator-to-commerce pipeline one of the most powerful channels for reaching this generation.

Influencer-driven asks are common.
Most parents report their child has asked for products after seeing a creator use them. Gaming accessories, tech gadgets, and snacks are the top categories influenced by creators.

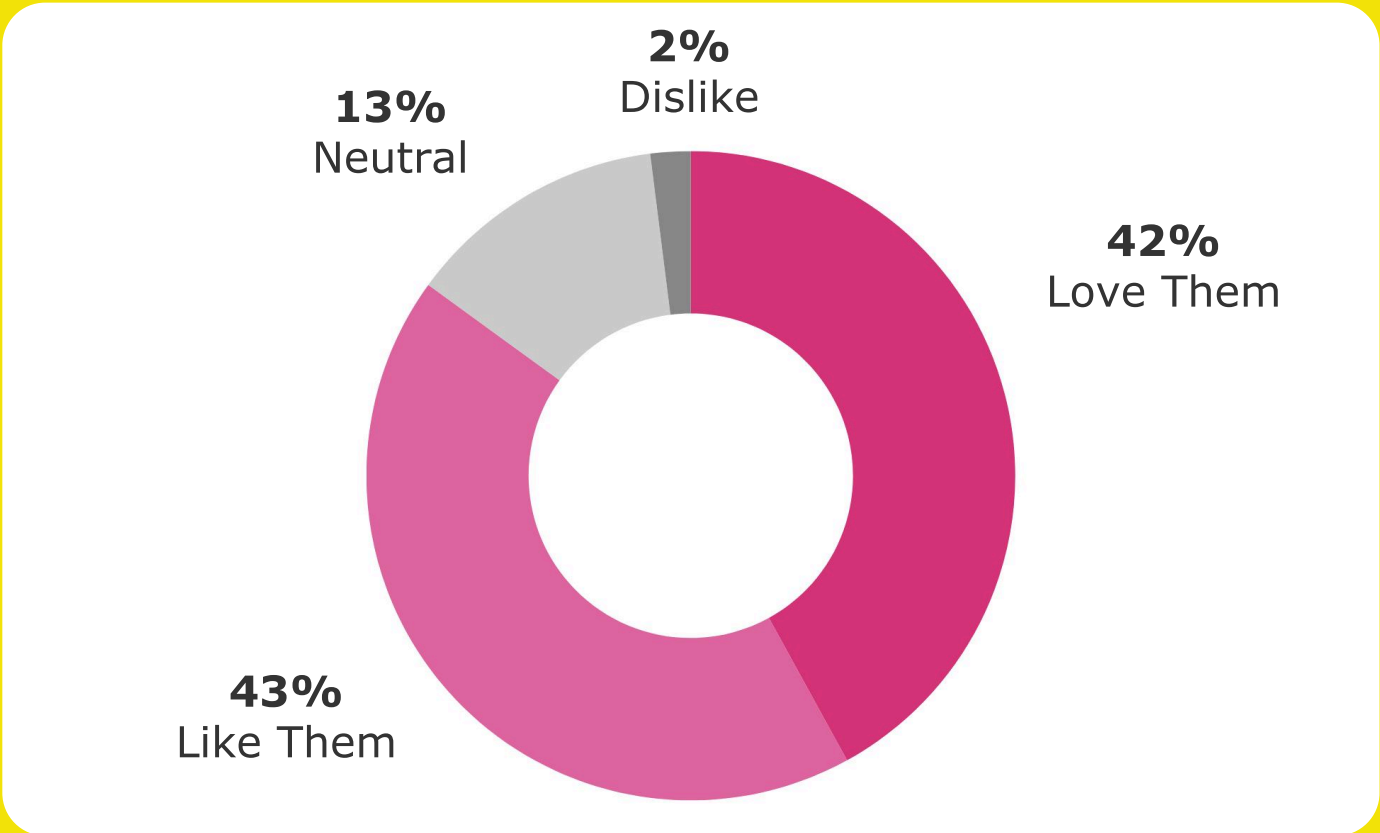
Top Creators Named

+	MrBeast	+	Dream	+	Dude Perfect
+	IShowSpeed	+	Aphmau	+	PrestonPlayz
+	Kai Cenat	+	Unspeakable	+	Gaming YouTubers

How Much They Trust Influencers



How They Feel About Influencers



Source: Understanding Gen Alpha, Ayzenberg Group and Soulmates.ai 2026

How they respond to ads

Gen Alpha is paying attention, selectively. 75% show at least some interest in ads they encounter, and the ones they remember by name tell you exactly what's working: Fortnite skins, Roblox game modes, Minecraft expansions, the PayPal spot with Will Ferrell, the PS5 vs. Xbox campaign. The pattern is consistent. Gaming-native creative, humor, and influencer tie-ins land. Generic ads get skipped.

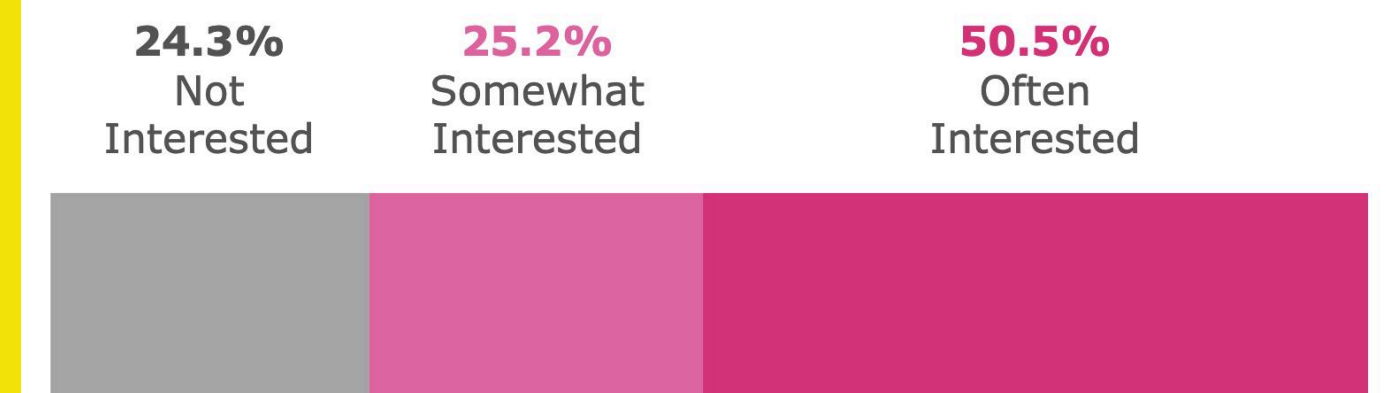
The ads that stick live inside the worlds Gen Alpha already inhabits. The Nike x Fortnite "Airphoria" island was a playable experience built directly into the game. The Duolingo "Duo's Death" campaign on TikTok turned lesson completion into a save-the-mascot mission. Gen Alpha engaged, shared, and came back for updates. When creative feels native to the platform and the culture, the experience registers as content.

The implication for brands is direct as 60% have asked for a product after watching an ad. Collab skins, limited-time game modes, campaigns built around creators they already follow; these are the entry points. Everything else gets scrolled past.

What Catches Attention

- Gaming-related ads
- Funny / unexpected creative
- Influencer-promoted products
- Game trailers & new releases
- Bright, colorful visuals

Response to In-Game Ads



Source: Understanding Gen Alpha, Ayzenberg Group and Soulmates.ai 2026

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How Gen Alpha Chooses

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The consumer in formation

Gen Alpha wields significant influence over family purchases, particularly in electronics, gaming, and snacks. They're enthusiastic about new product launches, especially games, and increasingly independent in online purchasing decisions. While many receive allowances, their spending gravitates toward digital goods: in-game items, skins, and virtual currency.

Top Purchase Influence

+	Electronics	+	Toys
+	Gaming accessories	+	Clothing
+	Snacks		

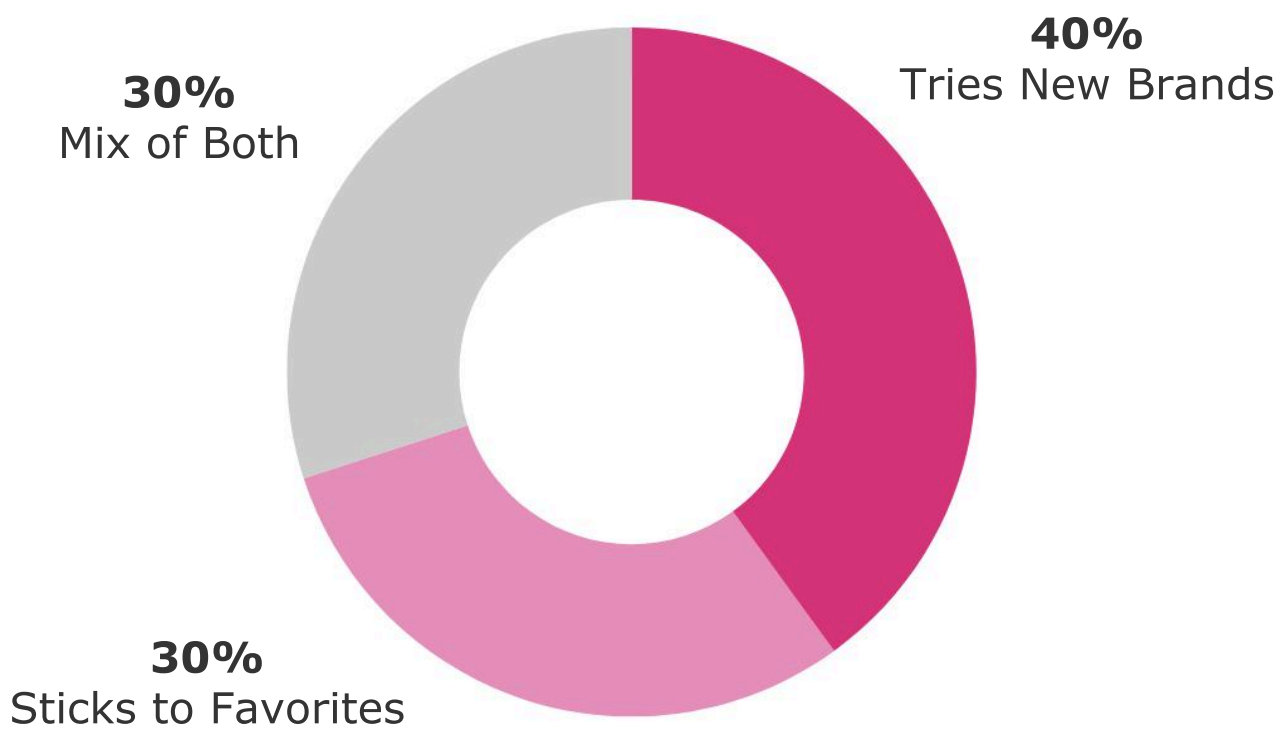
Allowance & Spending

Many receive allowances and spend primarily on in-game purchases, digital currency, and snacks.

Shopping Preference



Brand Loyalty vs. Exploration



Brand loyalty is up for grabs

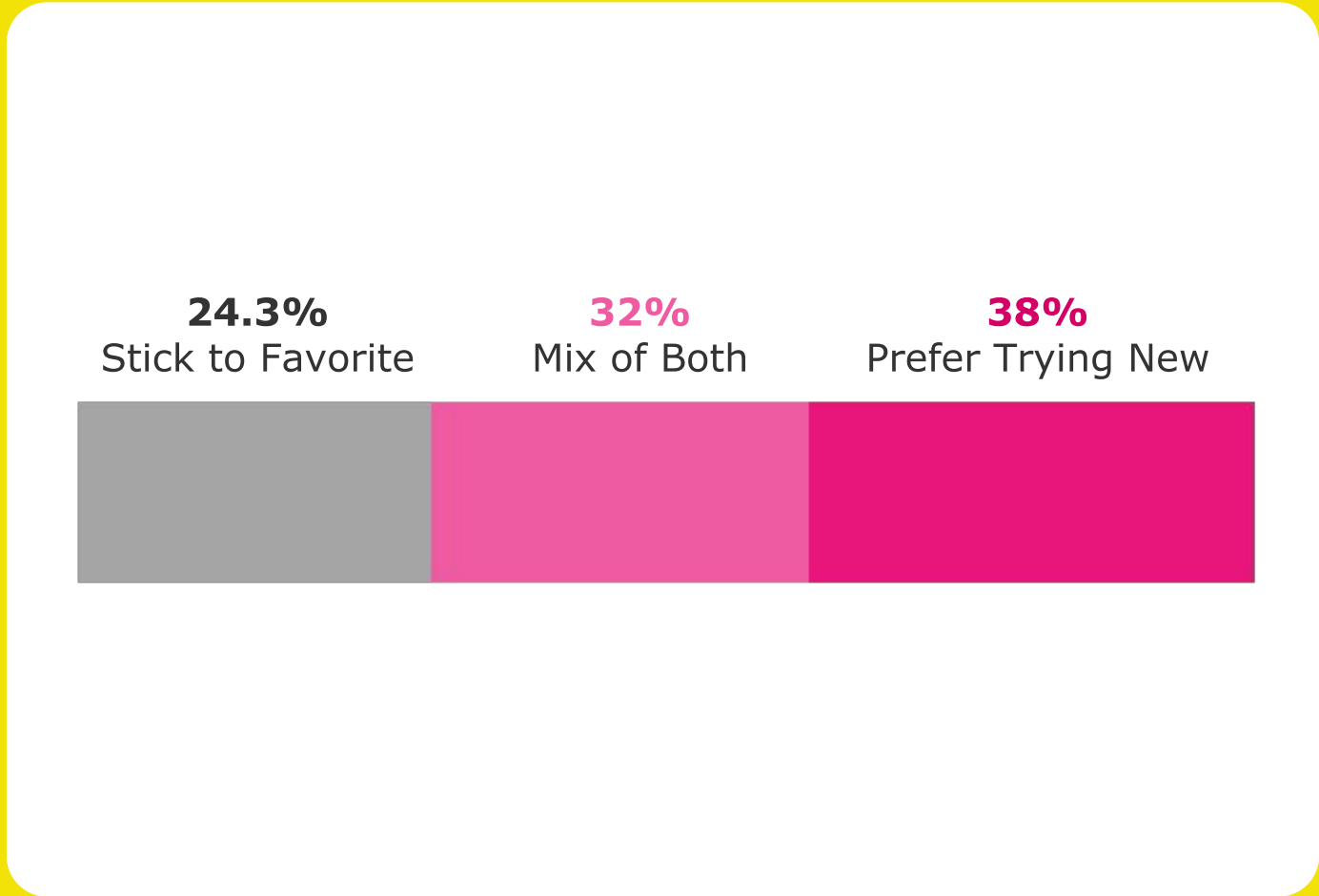
The industry narrative says brand loyalty locks before 16. The data complicates that. Only 30% of Gen Alpha kids firmly stick to their favorites. 38% actively prefer trying new brands, and 32% do a mix. That is a far more fluid loyalty landscape than the conventional wisdom implies.

For Marketers, this is both a threat and an opportunity. Your position is not as safe as you think, but it is not too late to break in. Creator recommendations, peer word-of-mouth, and novelty all function as loyalty disruptors. The brands that win keep earning attention, not assuming they have it.

What Drives Switching

+	Creator recommendations	+	Better perceived value
+	Peer word-of-mouth	+	Fun packaging & visuals
+	Curiosity & novelty		

Approaches to Brands



Source: Understanding Gen Alpha, Ayzenberg Group and Soulmates.ai 2026

The Decision Funnel

Friends

Peer word-of-mouth starts the engine. If a game or product is circulating in their social group, it enters the consideration set.

Creators

Creator content confirms what peers started. YouTube reviews, Twitch streams, and TikTok clips are the due diligence layer.

Self-Research

Before making the ask, they check view counts, read comments, and scan AI tools for additional validation.

79%
cite friends & family as first
source

60%
trust creators "a lot"

84%
learn from YouTube

Worth it.

HOW THEY DEFINE VALUE

Social proof first

If peers already have it and use it against them in gameplay, it's worth it. Price is secondary to social parity.

Scarcity seals the deal

Limited-time items are the hardest ask — urgency is built into the format of gaming commerce.

Loyalty is earned, not assumed

They stick with brands that perform. A trusted creator recommendation is enough to trigger a switch.

Creator endorsements carry weight

60% trust creators "a lot"

HOW THEY PITCH TO PARENTS

"I need it to go pro."

"Everyone else has it."

"It's only available now."

"Here's a YouTube review."

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Gen Alpha & AI

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How Gen Alpha uses AI

Homework & Learning

Research, spelling checks, math help, and quick factual answers are the #1 use cases.

Creative Projects

Editing ideas, generating stories, artwork inspiration, and music creation.

Entertainment

Playing music, telling jokes, gaming companion, and exploring new content.

Quick Answers

Satisfying curiosity — from random questions to gaming tips and game solutions.

“

My child uses AI as a creative collaborator and a personalized tutor.

— Parent of a 15-year-old

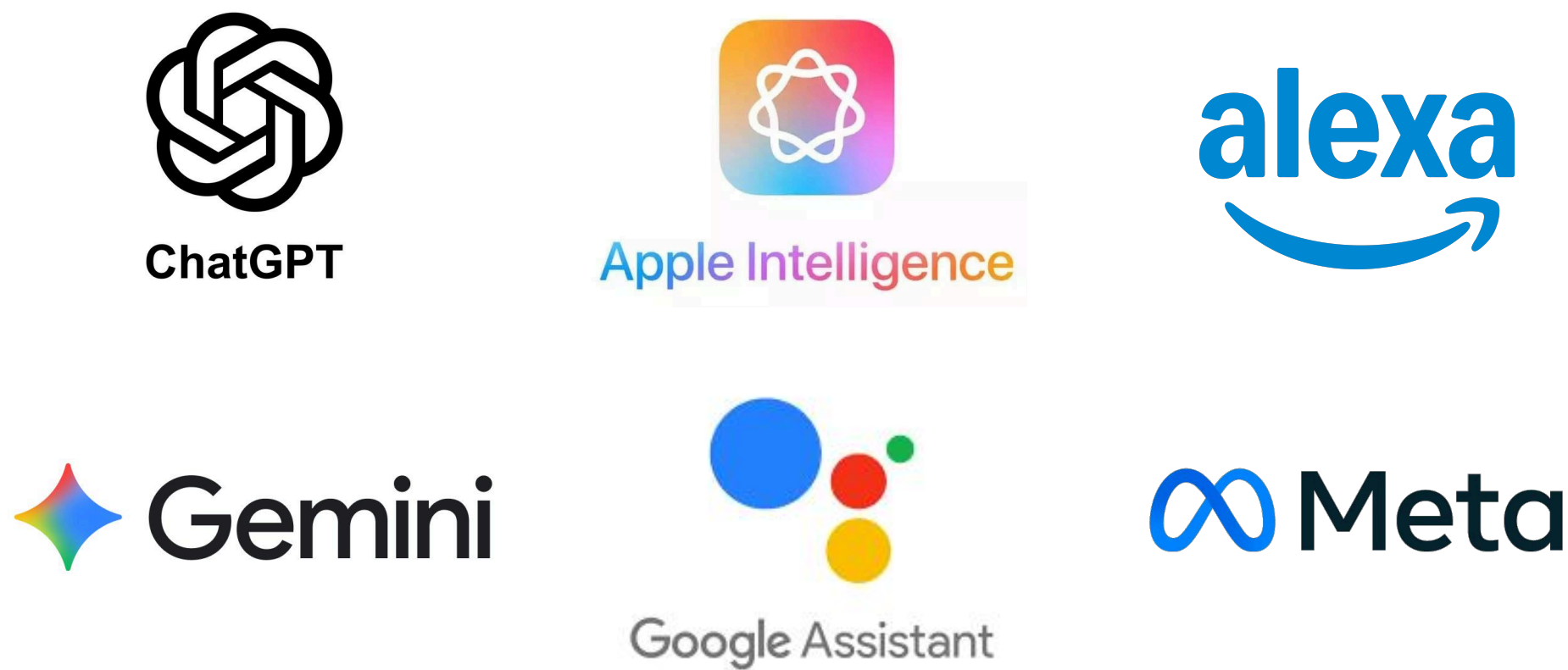
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He uses AI for homework research, regular questions, curious answers, and for getting gaming tips.

— Parent of an 11-year-old

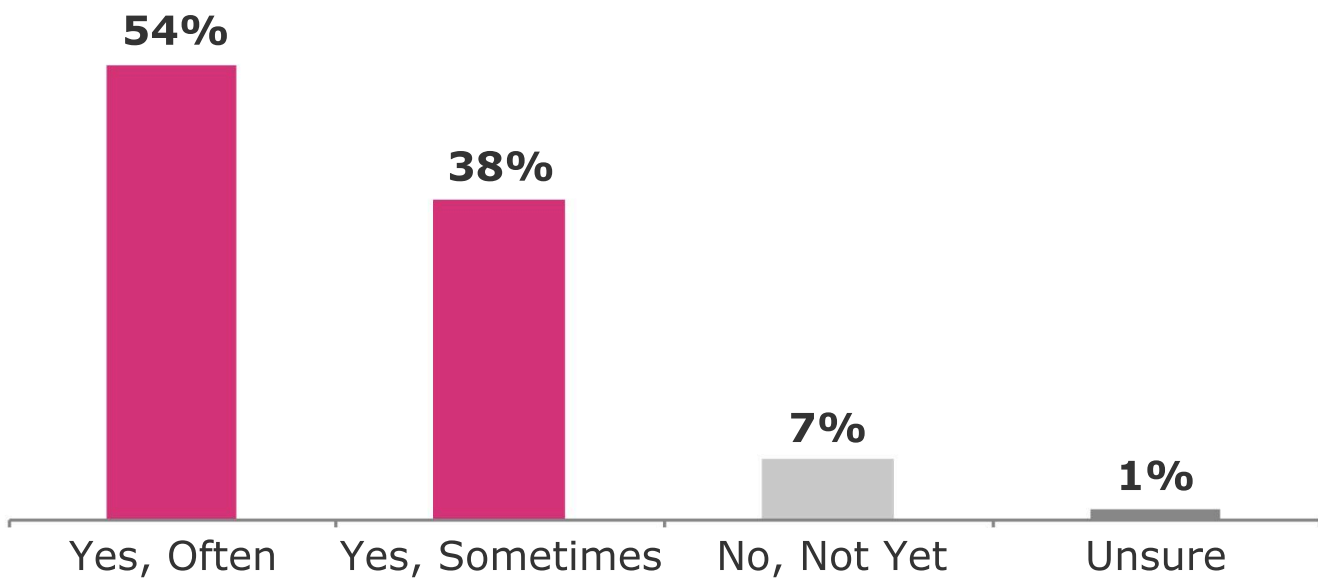
The AI-Native Generation

Gen Alpha are active users of AI. An overwhelming 92% have used AI tools, with over half using them frequently. ChatGPT, Siri, Google Assistant, and Alexa are the most common tools, used primarily for homework help, creative projects, and satisfying their natural curiosity. This is a generation that sees AI as a standard part of their toolkit, not a novelty.

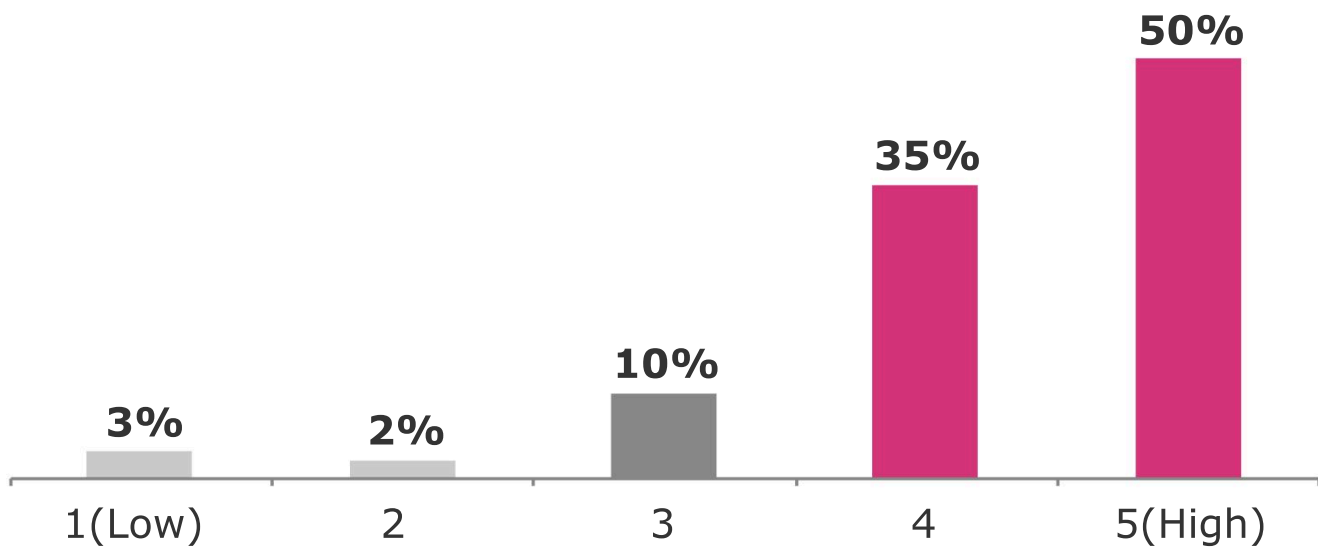


Source: Understanding Gen Alpha, Ayzenberg Group and Soulmates.ai 2026

Has Your Child Used AI Tools



Interest In Artificial Intelligence



92%
have used AI tools

AI Sentiment

70% are excited about AI, and the ones who are not excited are mostly curious, not worried. They use ChatGPT, Alexa, Gemini, and Snapchat AI daily without treating any of it as a novelty.

What makes this generation distinct is that the enthusiasm comes with a framework. They know what AI is good at — fast answers, homework support, creative ideas — and they know where it should stop.

“

He thinks AI is a total lifesaver for coming up with wild ideas for his building projects and finding fast answers.

— Parent of a 9-year-old

How Gen Alpha Feels About AI

Excited About It



Curious But Unsure



Neutral



Doesn't Care



Nervous/Worried



70%
are excited about AI

AI Ethics

Gen Alpha already has nuanced ethical views on AI, and they arrived at them largely on their own.

The six concerns that surface most consistently across the data, privacy, cheating, criminal use, replacing human connection, personal decision-making, and misinformation, were not prompted. They emerged from open-ended responses. A 13-year-old says AI lacks a soul and should not be used for things that require real feelings or moral judgment. A 14-year-old would find a chatbot-written supportive message from a friend incredibly insincere. A 16-year-old flags the fairness issue with cheating directly, because it is not fair to students who work hard.

These concerns map almost exactly onto the values that rank highest in the survey overall: fairness, protection from harm, and authentic human connection. Their enthusiasm for AI and their ethical limits around it come from the same place.

1
Privacy

2
Cheating

3
Criminal Use

4
Replacing Human Connection

5
Personal Decision-Making

6
Misinformation

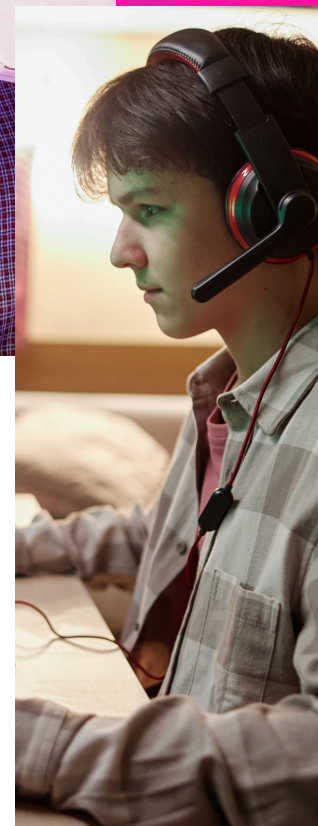
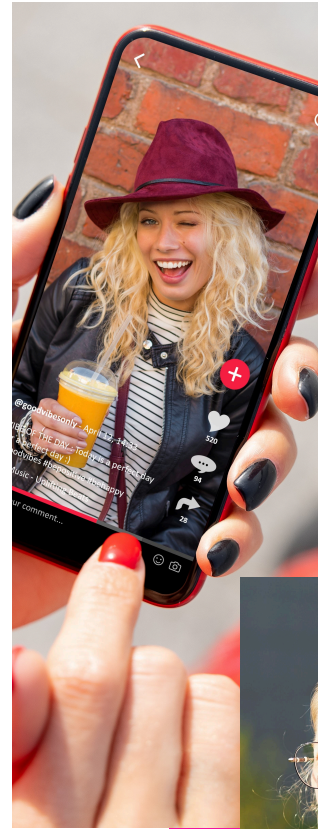
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What This Means for Brands

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Implications for brands



Build for the Feed

70% prefer short-form content and spend 3–5 hours daily on platforms where the algorithm decides what gets seen. 84% discover through creators and 63% through FYP scrolling. Your creative isn't competing against other brands — it's competing against the feed.

Go Where They Play

75% engage with in-game ads and nearly 73% spend 11+ hours per week gaming. The ads they remember are Fortnite collab skins, Roblox game modes, and Minecraft expansions. 60% have asked a parent for a product after seeing it.

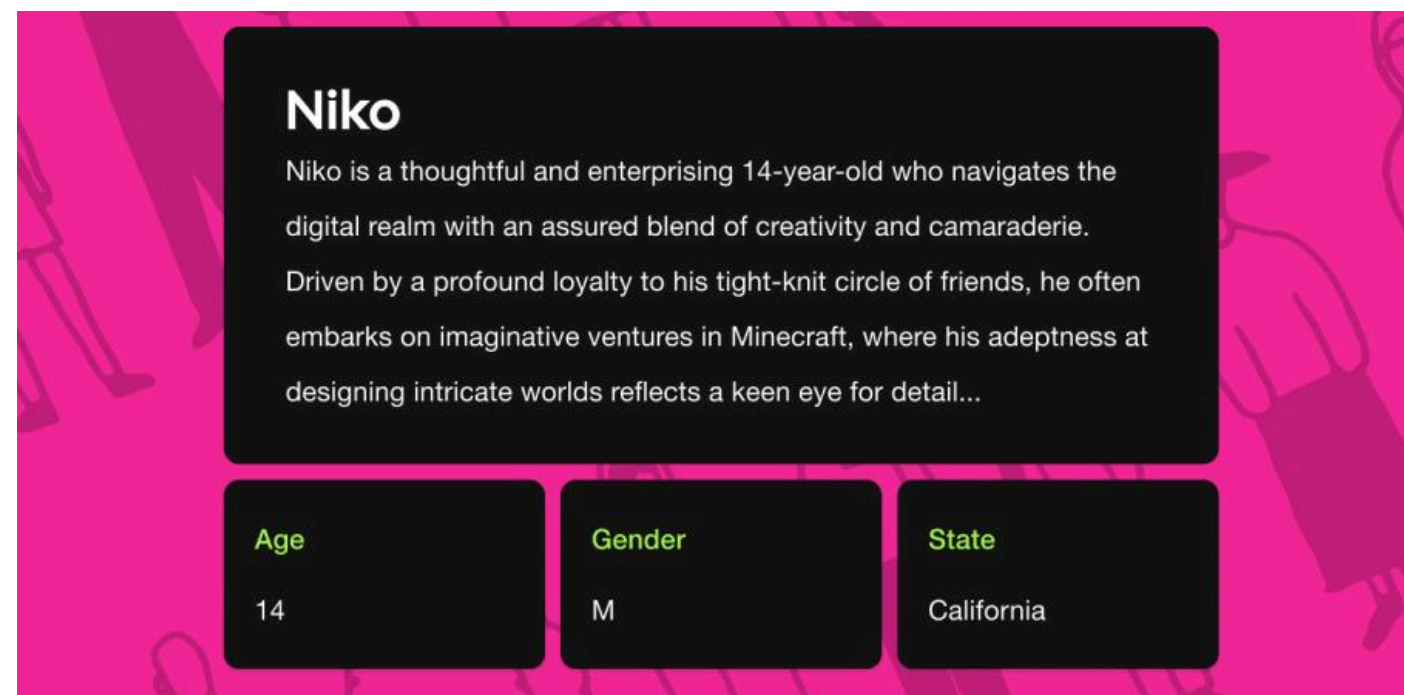
Activate the Creator Pipeline

60% trust creators 'a lot' and 86% feel positively about influencers. When a creator uses a product, that is the moment the ask gets made. Discovery, validation, and purchase all run through creators. Only 30% of Gen Alpha firmly stick to favorite brands, meaning a single trusted recommendation is enough to trigger a switch.

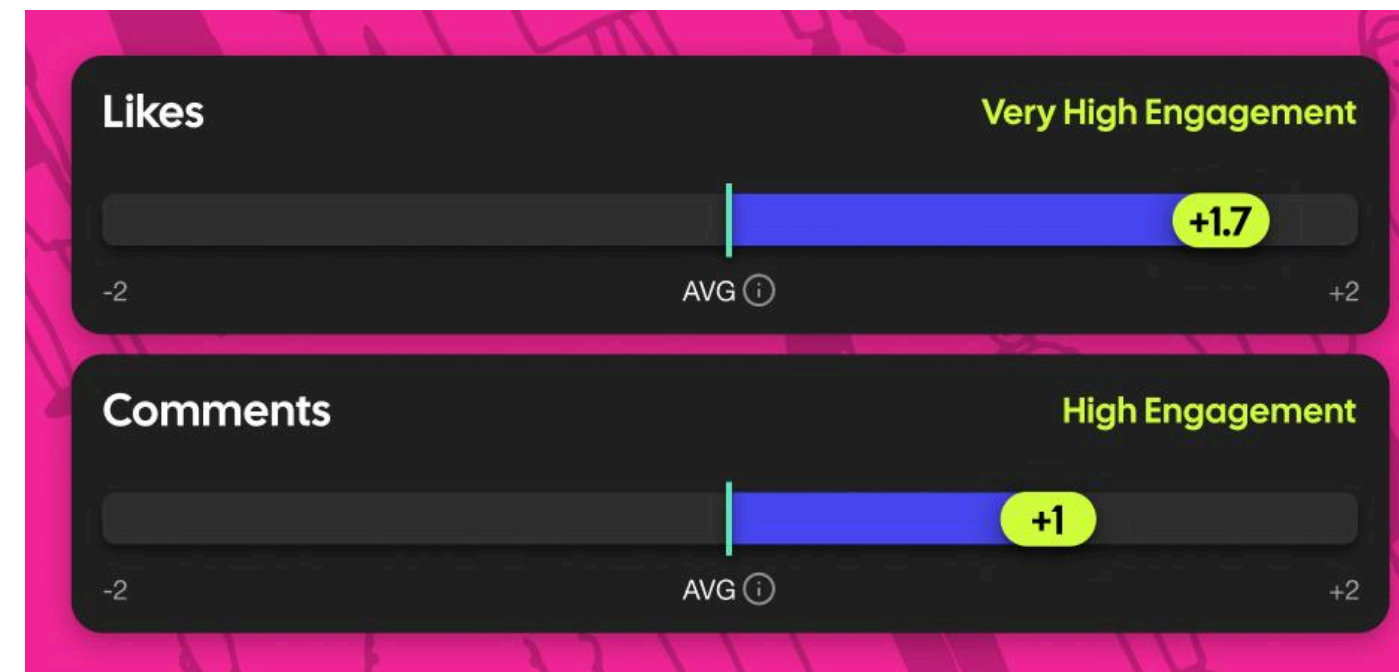
Lead with Values

95% rank protecting from bullies as their top value. This generation grew up watching online toxicity in real time and internalized kindness as a core trait. Brands that demonstrate fairness authentically earn trust; brands that perform it as a campaign moment get called out.

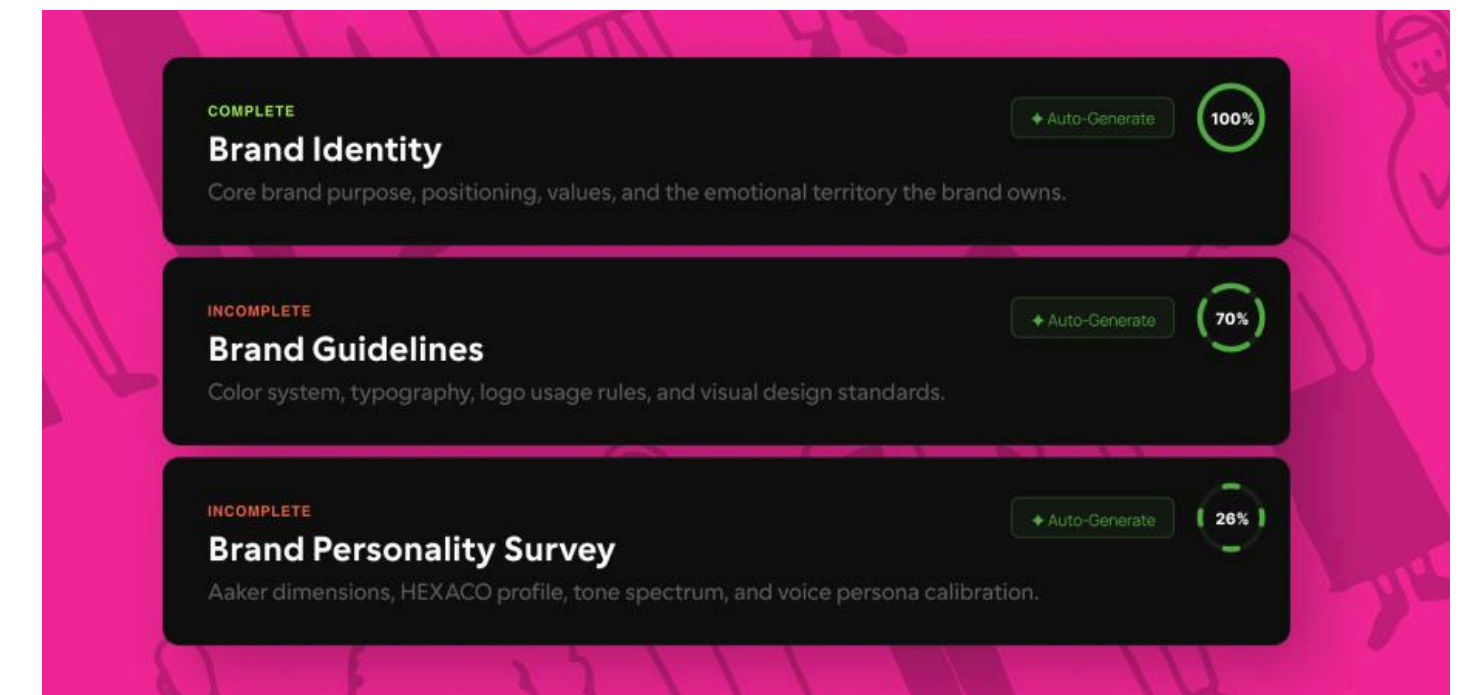
Built for How Brands Actually Work



High-fidelity digital twins of your target audience built from real psychographic data. Pressure-test strategy, messaging, and creative without fielding another study.



Model how your audience will respond to campaigns, creative concepts, and cultural moments before you commit budget.



A unified operating layer for brand knowledge and strategy that connects your brand's ontology with advanced audience intelligence.

Gen Alpha Audience Segment — Ready to Activate

Built from parent-consented research across 111 real households and 352 questions each — not speculation. The digital twins from our Gen Alpha study are live in the platform, so you can imagine what digital twins built from your brand's audience can do.

[Start Your Free Trial →](#)