

ARE YOU LISTENING?

HERE'S WHAT MATTERS MOST TO GEN ALPHA



"I want the world and the environment to be safe and exist in the future"

9 y.o. - Pennsylvania

GEN ALPHA GIRLS SPEAK UP ON THE 2024 ELECTION



"Voting is important because if you want things to change, you have to do something about it."

12 y.o. - Illinois

REASONS TO LISTEN TO GEN ALPHA

Born 2010 - 2024



\$5.46 TRILLION

Gen Alpha's economic footprint by 2029 when they reach adulthood.



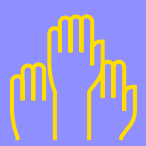
2 BILLION

The size of this global generation, the largest in history. There are **27 million** Gen Alpha girls in America right now.



87%

strongly agree/agree voting is important



88%

Gen Alpha girls plan to be active voters. **88% plan to vote** when they turn 18.

"...voting gives regular people a chance to be heard"

9 y.o. - Indiana

ISSUES THAT HIT CLOSEST TO THE HEART FOR THESE SOON TO BE VOTERS

"There was a mass shooting where I live. I want to feel safe at school and my mom is a teacher"

11 y.o. - Illinois

"We need to protect the environment or otherwise nobody survives"

12 y.o. - North Carolina

"Having free breakfast and lunch helps kids who have no food at home"

11 y.o. - Massachusetts

1



69%

School safety

2



38%

Gun control

3



35%

Environment & climate change

4



30%

Healthcare

5



30%

Education and Student debt

"Even crazy people can have guns here and that is wrong"

8 y.o. - Texas

"Health care is very expensive and lots of people that get sick and don't have insurance stay sick"

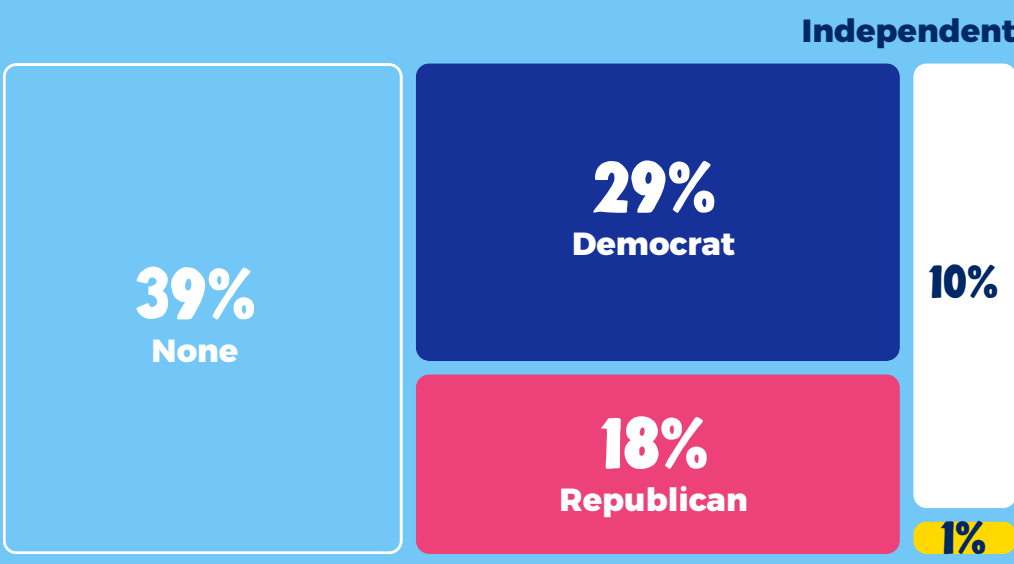
9 y.o. - Florida

SHAPING GEN ALPHA'S VIEWS



THEIR POLITICAL BELIEFS ARE STILL BEING FORMED

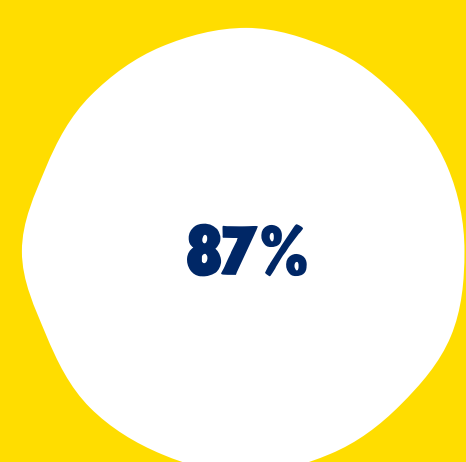
Which political party do Gen Alpha girls identify with?



*The remaining 3% of responses include other and N/A

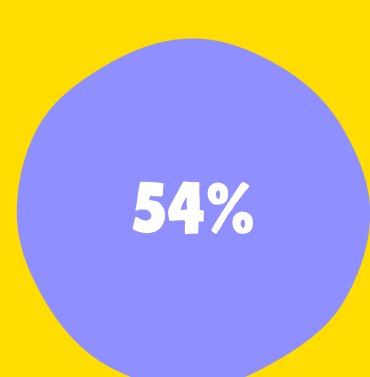
THEIR SOCIAL CIRCLES ARE SHAPING THEIR POLITICAL VALUES

The influential voices shaping their views



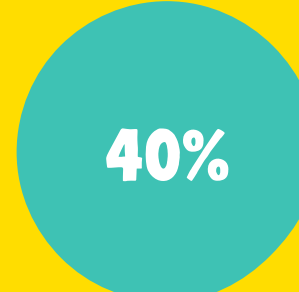
87%

Family



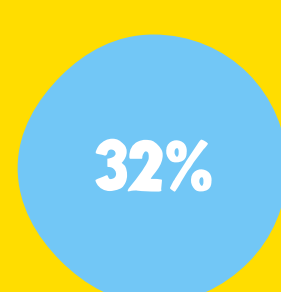
54%

Teachers



40%

Friends



32%

Youtube

WHAT WOULD THEY LIKE TO SAY TO THE NEXT PRESIDENT OF THE US?



"I wish politicians weren't so mean. I don't think that represents who we are as a country..."

11 y.o. - Colorado

"Please do your best to make this world more peaceful"

8 y.o. - Maryland

"Think of my generation when making decisions"

12 y.o. - Arizona

"I want you to know that I am praying for you..."

12 y.o. - Georgia

"I go to school, and I don't want to be afraid of guns"

7 y.o. - Florida

% of survey respondents by state

Methodology

Online survey conducted by Rebel Girls between April 8th to 24th, 2024, collecting 609 responses. Respondents were girls aged 7-12 years old living across 47 American states. © Rebel Girls 2024.

Design by

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