
MARKET FACTS!

MARKET FACT #295

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31%

of Generation Alpha from a pool of 180,000 families in the United States have an X account.

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COMMENT: This looks like X (formerly Twitter) has a good chunk of kids accessing the social network. Maybe the trendy business and political wars are being perceived as something “cool to watch” by the youngest generation. Furthermore, [28% use Reddit and 26% are on Facebook](#) (something they should leave if they are smart kids). Additionally, these kids (7-9 years old) use other mainstream apps a lot, with **53% of them using Youtube, 39% of them using Netflix and 27% of them using Spotify**. Who knew?

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