### Generational Alpha

**BORN 2010 - 2024**

**About Generation Alpha**
- **Weekly Births**: 2,740,000
- **Top Countries of Birth**: India, China, Indonesia
- **Top Baby Names**: 1. Noah, 2. Oliver, 3. Ava, 4. Amelia

**What Shaped Them**
- Millennial Parents (Generation Y)

**Their Future**
- Older siblings to Generation Beta
  - Born 2025-2039

**New Jobs**
- Cybersecurity specialist
- UX manager
- Drone pilot
- Blockchain developer
- Data designer
- Virtual reality engineer
- Robotics mechanic
- Sleep technician
- Sustainability officer
- Driverless train operator
- Wellbeing manager
- AI specialist
- Life simplifier
- Urban farmer
- Space tourism agent

**Incoming Technology**
- iPad
- Instagram
- Siri
- GoPro
- HERO3
- 3D printers
- Google glass
- Apple watch
- Tesla
- Powerwall
- Fortnite
- Smart speakers
- AirPods
- 5G
- Biometrics
- Autonomous vehicles
- Quantum computing
- Aerial ridesharing

**Outgoing Technology**
- Myspace
- Street directory
- Pager
- MP3 player
- BlackBerry
- Fax machine
- Landline phone
- CD/DVD
- GPS unit
- Car key - ignition
- Textbooks
- Desktop computer
- Credit cards
- Wallet
- Analogue watch

**Timeline**
- **2010**: First alphas born
- **2020**: 2.74 million births globally each week

**Milestones**
- 500 million
- 1 billion
- 1.6 billion
- 2.2 billion

**Source**: UN, OECD, McCrindle | ©McCrindle 2020

mccrindle.com | generationalpha.com
<table>
<thead>
<tr>
<th>NAME ORIGIN</th>
<th>BUILDERS</th>
<th>BABY BOOMERS</th>
<th>GENERATION X</th>
<th>GENERATION Y</th>
<th>GENERATION Z</th>
<th>GENERATION Α</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The generation that built the economy, infrastructure and society after the Depression and WW2.</td>
<td>The post-war baby boom that created an economic boom.</td>
<td>Ironically named after Douglas Coupland’s anti-label moniker - “just call us X”. Note: spans 15 years.</td>
<td>The letter that followed X, also known as Millennials.</td>
<td>Following from Y, the end of an era and the end of a millennium.</td>
<td>Coined by McCrindle to define the start of a whole new era. Follows scientific naming (Greek alphabet).</td>
</tr>
<tr>
<td>Slang terms</td>
<td>We prefer proper English if you please</td>
<td>Be cool! Peace Groovy Way out</td>
<td>Dude Ace Rad As if Wicked</td>
<td>Bling Funky Doh Foshizz Whassup?</td>
<td>Lit fam bae fam slay yass queen</td>
<td>Extra flex yeet insta extra</td>
</tr>
<tr>
<td>Iconic toys</td>
<td>Roller skates</td>
<td>Frisbee</td>
<td>Rubix cube</td>
<td>BMX bike</td>
<td>Folding scooter</td>
<td>Fidget spinner</td>
</tr>
<tr>
<td>Leadership styles</td>
<td>Controlling</td>
<td>Directing</td>
<td>Coordinating</td>
<td>Guiding</td>
<td>Empowering</td>
<td>Inspiring</td>
</tr>
<tr>
<td>Screen content</td>
<td>Cinema</td>
<td>TV</td>
<td>VCR</td>
<td>Internet</td>
<td>Device</td>
<td>Streaming</td>
</tr>
</tbody>
</table>

For more on the generations: mccrindle.com
For a detailed report: generationalpha.com
To book a speaker for your next event: mccrindlespeakers.com