

**WHAT SHAPED THEM**  
Millennial parents (Generation Y)  
Born 1980-1994 — aged 26-40

# GENERATION ALPHA

## BORN 2010 - 2024

**THEIR FUTURE**  
Older siblings to Generation Beta  
Born 2025-2039

### ABOUT GENERATION ALPHA

- LABELS**
- The Alphas
  - Generation glass
  - Upagers
  - Multi-modals
  - Global Gen

**WEEKLY BIRTHS**

# 2,740,000

Generation Alphas born globally each week

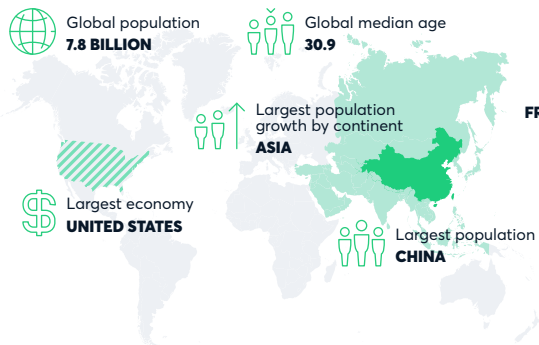


**TOP BABY NAMES**

Noah	1	Olivia
Oliver	2	Ava
William	3	Amelia

### NOW 2020

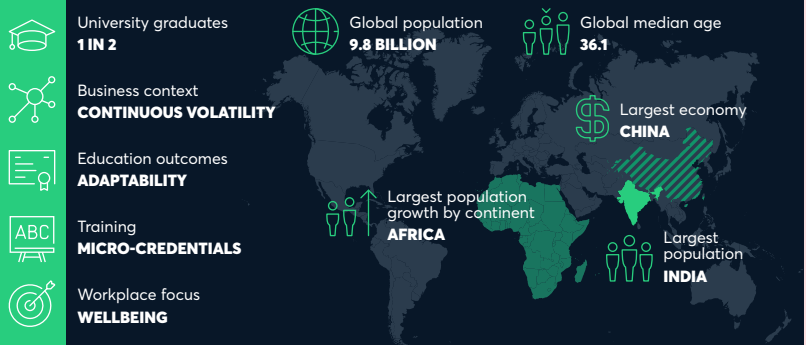
**OLDEST ALPHAS ARE 10**



- University graduates **1 IN 3**
- Business context **FREQUENT DISRUPTION**
- Education outcomes **EMPLOYABILITY**
- Training **QUALIFICATIONS**
- Workplace focus **DIVERSITY**

**YOUNGEST ALPHAS TURN 25**

### 2050 THEN



### 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

### TIMELINE

- 2010
- 2011
- 2012
- 2013
- 2014
- 2015
- 2016
- 2017
- 2018
- 2019
- 2020
- 2021
- 2022
- 2023
- 2024

### 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

### MILESTONES

- First Alphas born
- 500 million
- 1 billion
- 1.6 billion
- 2.2 billion

### 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

CATEGORY	BUILDERS	BABY BOOMERS	GENERATION X	GENERATION Y	GENERATION Z	GENERATION α
Name origin	The generation that built the economy, infrastructure and society after the Depression and WW2.	The post-war baby boom that created an economic boom.	Ironically named after Douglas Coupland's anti-label moniker - "just call us X". Note: spans 15 years.	The letter that followed X, also known as Millennials.	Following from Y, the end of an era and the end of a millennium.	Coined by McCrindle to define the start of a whole new era. Follows scientific naming (Greek alphabet).
Slang terms	 <p>We prefer proper English if you please</p> <p>Born: &lt; 1946 Age: 75+</p>	 <p>Be cool Peace Groovy Way out</p> <p>Born: 1946-1964 Age: 56-74</p>	 <p>Dude Ace Rad As if Wicked</p> <p>Born: 1965-1979 Age: 41-55</p>	 <p>Bling Funky Doh Foshizz Whassup?</p> <p>Born: 1980-1994 Age: 26-40</p>	 <p>lit fam bae slay gass queen</p> <p>Born: 1995-2009 Age: 11-25</p>	 <p>extra flex yeet insta GOAT</p> <p>Born: 2010-2024 Age: under 11</p>
Social markers	World War II 1939-1945	Moon landing 1969	Stock market crash 1987	September 11 2001	GFC 2008	Trump/Brexit COVID-19 2016 2020
Iconic cars	 Model T Ford Final, 1927	 Ford Mustang 1964	 Holden Commodore 1978	 Toyota Prius 1997	 Tesla Model S 2012	 Autonomous vehicles 2020s
Iconic toys	 Roller skates	 Frisbee	 Rubik's cube	 BMX bike	 Folding scooter	 Fidget spinner
Music devices	 Record player LP, 1948	 Audio cassette 1962	 Walkman 1979	 iPod 2001	 Spotify 2008	 Smart speakers Now
Leadership styles	 Controlling	 Directing	 Coordinating	 Guiding	 Empowering	 Inspiring
Screen content	 Cinema	 TV	 VCR	 Internet	 Device	 Streaming