**Generation Alpha**

**Born 2010 - 2024**

### 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 Countries of Birth**
1. India
2. China
3. Nigeria

### 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 - 2024

#### 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

### Future 2050

- Global population: 9.8 billion
- Global median age: 36.1

### What Shaped Them

**Millennial parents (Generation Y)**

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

### Future Focus

- University graduates: 1 in 2
- Business context: continuous disruption
- Education outcomes: employability
- Training: micro-credentials
- Workplace focus: diversity
- Workplace focus: wellbeing

### Global Population

- 7.8 billion
- Largest population: China
- United States

### Global Median Age

- 30.9
- Global median age: 30.9

### Largest Population Growth by Continent

- Asia
- Africa

### Largest Economy

- United States
- India
- China

### New Jobs

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Source: UN, OECD, McCrindle 2020

mccrindle.com | generationalpha.com
<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>BUILDERS</th>
<th>BABY BOOMERS</th>
<th>GENERATION X</th>
<th>GENERATION Y</th>
<th>GENERATION Z</th>
<th>GENERATION α</th>
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<tbody>
<tr>
<td>Name origin</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 - &quot;just call us X&quot;. 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>Caimed 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!</td>
<td>Dude, Ace, Rad, As if, Wicked</td>
<td>Bling, Funky, Doh, Foshizz, Whassup?</td>
<td>lit, fam, bae, fam, sly, goss queen</td>
<td>extra, flex, yeet, insta, GOAT, fam, slay</td>
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<tr>
<td>Iconic toys</td>
<td>Roller skates</td>
<td>Frisbee</td>
<td>Rubik’s cube</td>
<td>BMX bike</td>
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<td>Leadership styles</td>
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For more on the generations: mccrindle.com
For a detailed report: generationalpha.com
To book a speaker for your next event: mccrindlespeakers.com