

**Gen Z**  
Born 1995-2009

**Used to learn new skills (daily)**

- 48% TikTok
- 46% Instagram
- 42% YouTube

**Words used to describe themselves**

- 51% Independent
- 48% Determined
- 46% Creative

**Qualities valued in a leader**

- 58% Approachable
- 57% Clear communication
- 57% Empathy

**Most important when considering a new job**

- 75% Accessible and approachable leadership
- 69% Learning and development opportunities
- 67% Career progression opportunities

**Top hopes**

- Own my own home 63%
- Have full financial freedom and independence 59%
- Travel and see the world 59%

**Top fears**

- I won't have enough money to live comfortably 58%
- Never being able to buy my own home 47%
- Being stuck in a job that I don't enjoy or find fulfillment in 46%

**Influential movies**

- Harry Potter
- Shrek
- Toy Story

**Global population and workforce %**

Category	Builders	Boomers	X	Y	Z	Alpha	Beta
Population	3%	13%	17%	21%	23%	23%	
Workforce		12%	27%	34%	27%		

Marketing: Print (traditional), Broadcast (mass), Direct (targeted), Online (linked)

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Download the GEN Z resource from McCrindle Research

**Generation Z**  
Born: 1995-2009

- Fam
- GOAT
- Slay
- Yass queen

**Gen Alpha**  
Born: 2010-2024

- lit
- yeet
- hundo
- oof
- m
- idm

**Top items:** GFC 2008, Tesla Model S 2012, Folding scooter, Spotify 2008, Empowering, Collaborator, Multi-modal, Forums, Digital (social)

**Top items:** COVID-19 2020, Autonomous vehicles 2020s, Fidget spinner, Smart speakers New, Inspiring, Co-creator, Virtual, Chatbots

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**GENERATION ALPHA**  
BORN 2010 - 2024

**WHAT SHAPED THEM**  
Millennial parents (Generation Y)  
Born 1980-1994 — aged 27-41

**ABOUT GENERATION ALPHA**

- LABELS:** The Alphas, Generation glass, Ujagers, Multi-modals, Global Gen
- WEEKLY BIRTHS:** 2,740,000 (Generation Alphas born globally each week)
- TOP COUNTRIES OF BIRTH:** India, China, Nigeria
- TOP BABY NAMES:** Oliver, Noah, William, Charlotte, Amelia, Olivia

**CHARACTERISTICS:** Global, Digital, Social, Mobile, Visual

**WORKFORCE OF 2030:** X 23%, Y 32%, Z 34%, A 11%

**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 ride-sharing

**TIMELINE:** 2010-2024

**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, 16 billion, 22 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

Source: UN, OECD, McCrindle | © McCrindle 2021

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**GENERATION BETA**  
BORN 2025 - 2039

**THEIR FUTURE**  
Older siblings to Generation Beta

**CHARACTERISTICS:** Music devices, Leadership styles, Screen content

- Record player 1920s
- Controlling
- Cinema
- Audio cassette 1960s
- Directing
- TV
- Walkman 1970s
- Coordinating
- VCR
- iPod 2001
- Guiding
- Internet
- Spotify 2000s
- Empowering
- Device
- Fidget spinner New
- Smart speakers New
- Inspiring
- Streaming



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