

GEN ALPHA CHARACTERISTICS

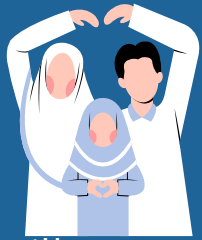
Generation Alpha, the offspring of Generation Y, is made up in part of Generation Z's younger siblings.

**BORN:
2010 TO 2024**

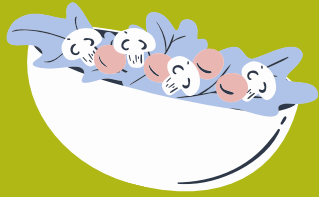


Technology and the Gen Z creators who dominate their feeds have a big influence on Gen Alpha.

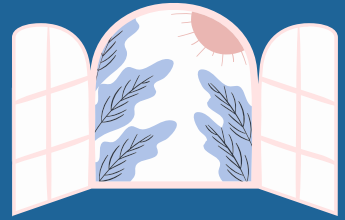
INCREASED AWARENESS OF THE WORLD AROUND THEM



will stay at home until late 20s



most prosperous generation



will live longer lives



begin earning money years later



will remain in college longer



most technologically sophisticated

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