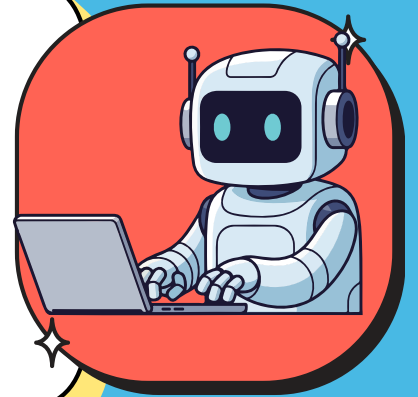


WHICH GENERATION ARE YOU?

GEN ALPHA

EARLY 2010S-2020S

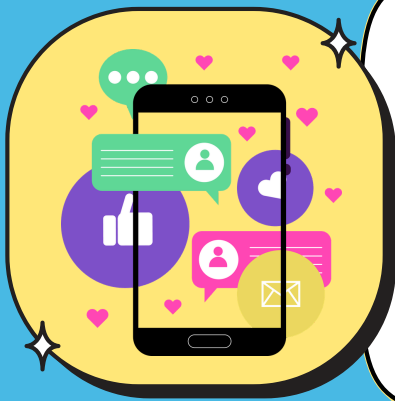
The most materially endowed and tech-aware generation. Born into the age of iPads, these are "screenagers" who are the most tech-savvy, often exhibiting high, yet sometimes superficial, connectivity and a strong sense of self-expression.



GEN Z

1997-2012

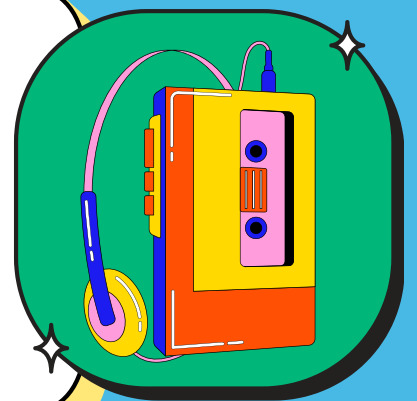
Social natives who are always digitally connected. Probably the most "woke" generation, with a focus on global and social issues. Labelled with the 'snowflake' nickname. They value diversity, flexibility, and financial security. They're often entrepreneurial and like to challenge the norm.



GEN Y/MILLENIALS

1981-1996

Considered book smart and tech-savvy, often have the mentality of "fun first, work later" plus a strong desire for purposeful work, and a preference for work-life balance and flexibility across their lives.



GEN X

1965-1980

They are known to be street smart, though highly skeptical. They're self-reliant, pragmatic, and independent, often stemming from "latchkey" childhoods. As a generation that bridged the analog and digital worlds, they are adaptable, and prioritise work-life balance valuing stability & security.



BOOMERS

1946-1964

Makes up a significant part of the UK population. A strong work ethic and goal-centric mindset, with high levels of self-assurance, having grown up during post-WWII economic growth. They are often socially conscious, independent, and tech-competent. They value relationships, financial security, and personal growth.



SILENT GENERATION

1928-1945

A very strong work ethic, respect for authority, and a desire for stability, shaped by growing up during the Great Depression and World War II. They often value conformity, thriftiness, and loyalty, and avoid conflict or public dissent.

