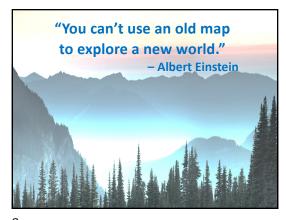
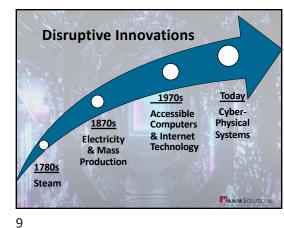


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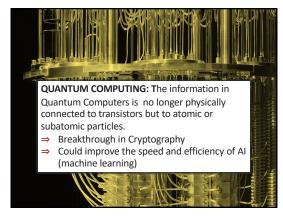
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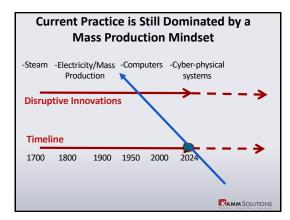




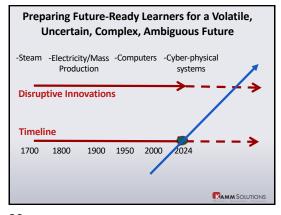
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Gen Z and Gen Alpha Characteristics			
Characteristics	Gen Z (14 to 30)	Gen Alpha (Birth to 13)	
Digital Natives	Grew up with the rise of the internet and smartphones, adept at using digital technology.	Born into a world where technology is even more ubiquitous, highly proficient in digital tools and platforms from an early age.	
Diversity and Inclusion	Embrace diversity and inclusivity, value different cultures, identities, and perspectives.	Raised in increasingly diverse societies, exposed to various cultures and viewpoints from the start.	
Influencer Culture	Familiar with influencer culture and social media, may aspire to become influencers.	Growing up immersed in social media, influenced by online personalities and digital trends.	

Gen Z and Gen Alpha Characteristics			
Characteristics	Gen Z (14 to 30)	Gen Alpha (Birth to 13)	
Global Awareness	Have a global perspective, connected to the world through the internet and social media.	Growing up in a globally connected world, aware of international events and issues from a young age. Ma participate in global activism and collaborate with peers across borders.	
Flexible Work Preferences	Seek flexible work arrangements, value work- life balance and remote work opportunities.	Expect to have flexible work arrangements and prioritize work-life balance. May also navigate the gig economy and remote work dynamics.	



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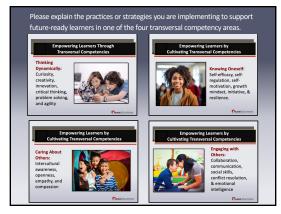




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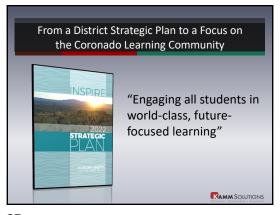






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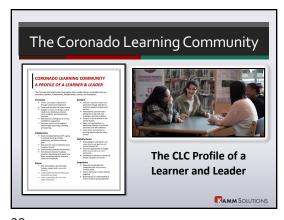


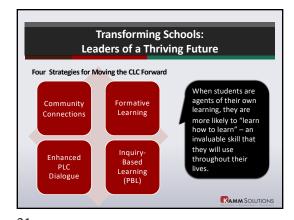




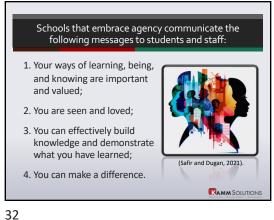
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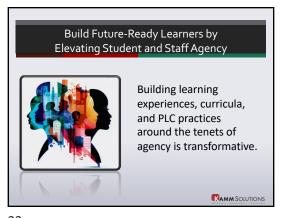


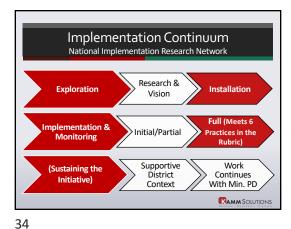


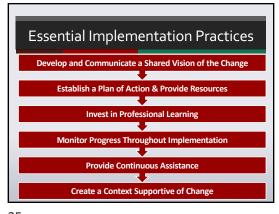


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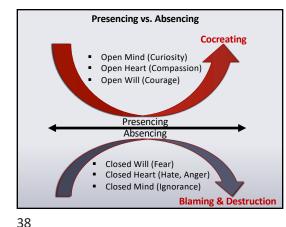




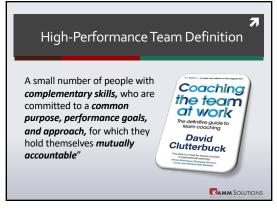


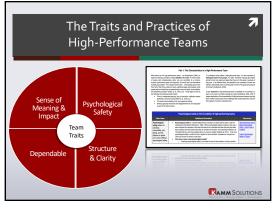


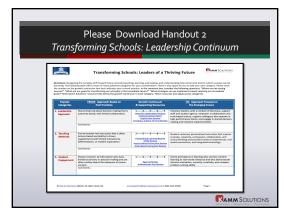




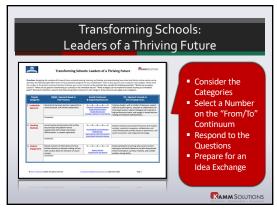
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