

Key Findings

#1 Declining population growth rates will significantly impact workforce planning, pension systems, and economic growth. Baby Boomers outnumber Gen Z in China, Japan, the European Union, the UK, Canada and the United States.

#2 Gen Z are, probably, the first truly global generation, exhibiting a unique set of characteristics. But we also see nuances based on gender and geography.

#3 Where you were born and when you were born matters. Varying cultural and historical contexts across countries lead to differences in 'collective' experiences and concepts like the 'baby boom' period may not be equally relevant everywhere.

#4 Globally, people have a limited understanding of generational terms. While 58% of Americans have heard of Gen Z, only 24% in China have and only 8% in India, despite extensive media coverage around this age group.

#5 Generalisations only take us so far. We need to embrace generational diversity. It's essential to tailor communications, product development and service delivery to the values and expectations of different age cohorts.

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