



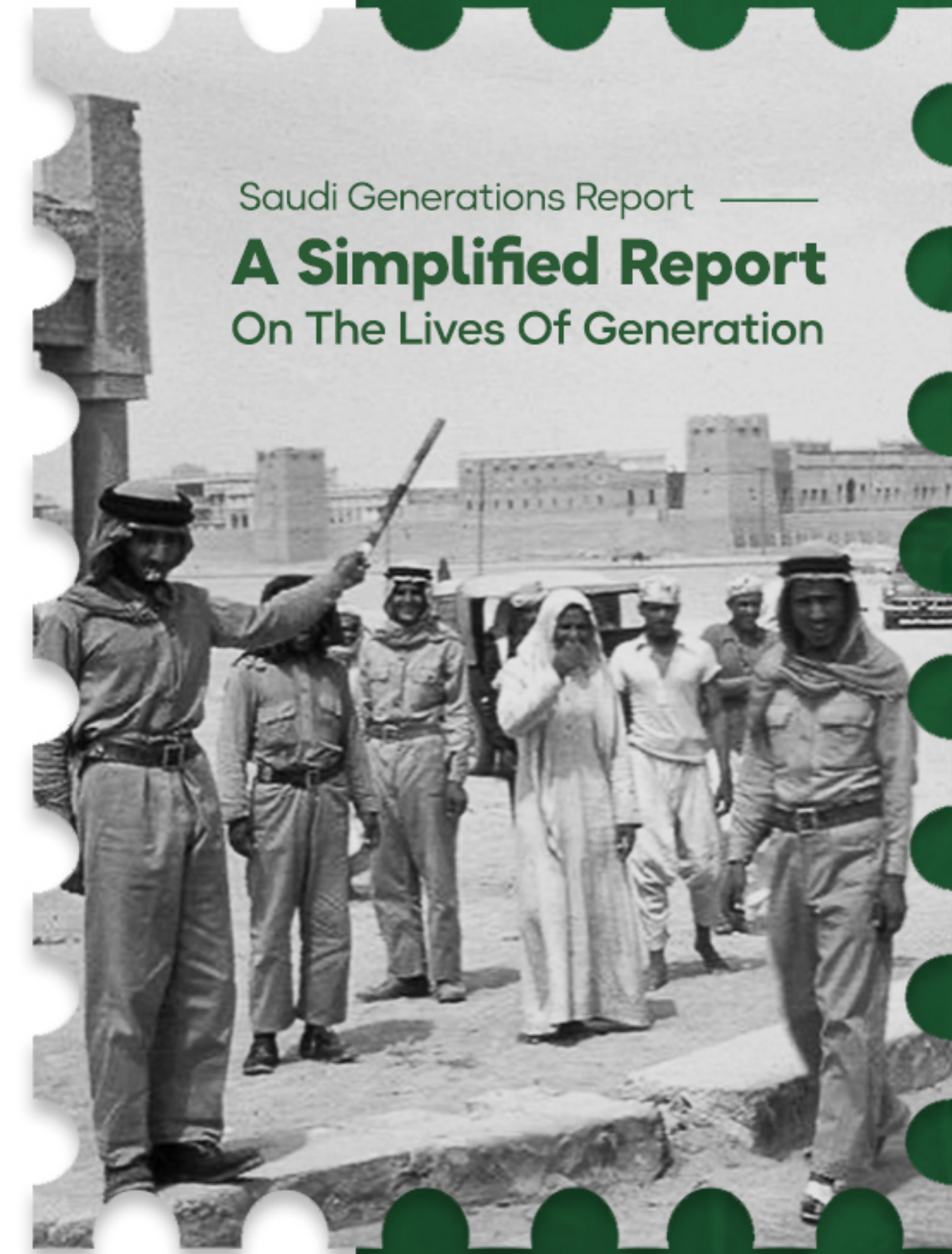
# Saudi Generations Report

A Simplified Report On The Lives Of Generation

# Contents

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- 1 . Introduction
- 2 . Research Methodology
- 3 . Al Bedaya Generation
- 4 . Al Tafrah Generation
- 5 . Al Tayebeen Generation
- 6 . Al Alfiah Generation
- 7 . The iPad Generation
- 8 . Al Ro'yah Generation
- 9 . Al Akhdar Generation



## Introduction

With changes in Saudi generations becoming visible to those working in the marketing and content industry areas, business leaders are beginning to pay attention to the importance of understanding generations to determine which marketing and communication methods are effective for target groups. Due to a lack of scientific sources to provide appropriate content for Saudi society, a marketer usually has to rely on Western studies on generational differences in the West, attempting to apply them to the Kingdom. Likewise, universities in the management and marketing majors rely mainly on Western studies of Western peoples.

## Report Objective

This report aims to document information about Saudi generations and provide a scientific reference for universities, marketers and local content creators in order to raise the level of output in this field.



# Research Methodology

Several mechanisms and sources were adopted in research and analysis to ensure the accuracy of the data, most notably including:



## Ministry of Communications and Information Technology

MCIT is one of the most reliable sources when it comes to taking about the history of introducing technology and communications to the Kingdom. MCIT's reports were relied on to ensure the integrity of information.



A further source was a Thmanyah history podcast in which social historian Mansour Al-Assaf presented stories about the history of Saudi society.



## General Authority for Statistics

GAS is one of the most reliable sources when it comes to taking about Saudi history. Due to the difficulty of finding reliable sources about Al Bedaya Generation, GAS's reports were relied on to ensure the integrity of information.



A questionnaire about each generation was published, in which more than 4000 people participated.



## Global Web Index

Cooperation took place with GWI which constantly develops questionnaires for different countries of the world. A questionnaire was conducted for more than 46 thousand residents of the Kingdom aged between 16 and 64. The questionnaire was customized in accordance with the outputs of this report.



## Mr. Mansour Al Assaf

A writer and social historian. For decades, he has been known for his writings on the history of the Saudi society as well as being one of the most reliable sources on everything related to the history of Saudi generations.

## Generations over History

A generation was defined as “the average interval of time between the birth of a parent and the birth of his or her offspring.” According to this definition, a generation spans a period of about 20 years. While in the past this used to be meaningful for sociologists and enabled them to undertake generational analysis successfully, it fails now to work satisfactorily due to the rapid changes in generations resulting from technological and social transformation. Accordingly, McCrindle Research opted for a 15-year generation span, for it would be difficult to generalize specific social trends for any other period of shorter duration.

## Generation Names

In this report, we present a study of 6 Saudi generations from different regions. The name given to each generation was based on respective landmark events in our country rather than using Western designations such as Baby Boomers, Generation X, Generation Y, etc. This was, in addition, intended for the avoidance of confusion between the date of birth of a generation and the date of the events that mark its youth years, for example, the 1990s generation were in fact born in the 1980s. It is with this understanding that we are adopting McCrindle's research approach. The names given here are inspired by a person's stages of life which are divided into consciousness, adolescence and youth.





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# Generational **Overview**

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**Extend**<sup>®</sup> The Ad  
Network

## **Al Bedaya Generation**

Born before 1946

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## **Al Tafrah Generation**

Born between 1946 and 1964

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## **Al Tayebeen Generation**

Born between 1965 and 1979

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## **Al Alfiah Generation**

Born between 1980 and 1994

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## **IPad Generation**

Born between 1995 and 2009

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## **Vision Generation**

Born between 2010 and 2024

The members of this generation experienced huge and rapid evolutionary leaps. The journey of this generation was similar to that of the Kingdom, from riding animals as a means of transportation to boarding Concorde for intercontinental flights, from paper mail to FaceTime, and from mud houses to palaces overlooking 4 streets.

The name given to the individuals of this generation derives from the era of economic and social boom and prosperity. They were witnesses of the country's renaissance in their prime at a time when housing projects, education, job opportunities and salaries flourished. The members of this generation moved from playing in the streets of their neighborhoods to scholarships and missions in the United States and Britain.

Some of them are offspring of Al Tafrah Generation and others of Al Bedaya Generation. They were born at a time of openness and access to the world. As they were growing up, they had good education opportunities, happy family ties and prosperity. This generation was undoubtedly the first to face the transition to religious extremism in the Kingdom which continued to affect the next generation, i.e. Al Alfiah.

Most of them are children of Al Tafrah Generation. They paid considerable attention to education and employment. This generation saw the beginning of women's employment which influenced the way of life in Saudi households. Al Alfiah Generation witnessed greater use of maids and nannies than in the generation before. This generation has experienced the most significant social, scientific and technological upheavals.

The name of this generation derives from the fact that the first iPad was released in 2010. As they were growing up, this invention was readily available, hence the name. This generation grew up while the Internet was available all the time and through more than one means. Although the wave of extremism affected this generation, they began to experience the realization of Vision 2030 in their second decade of life.

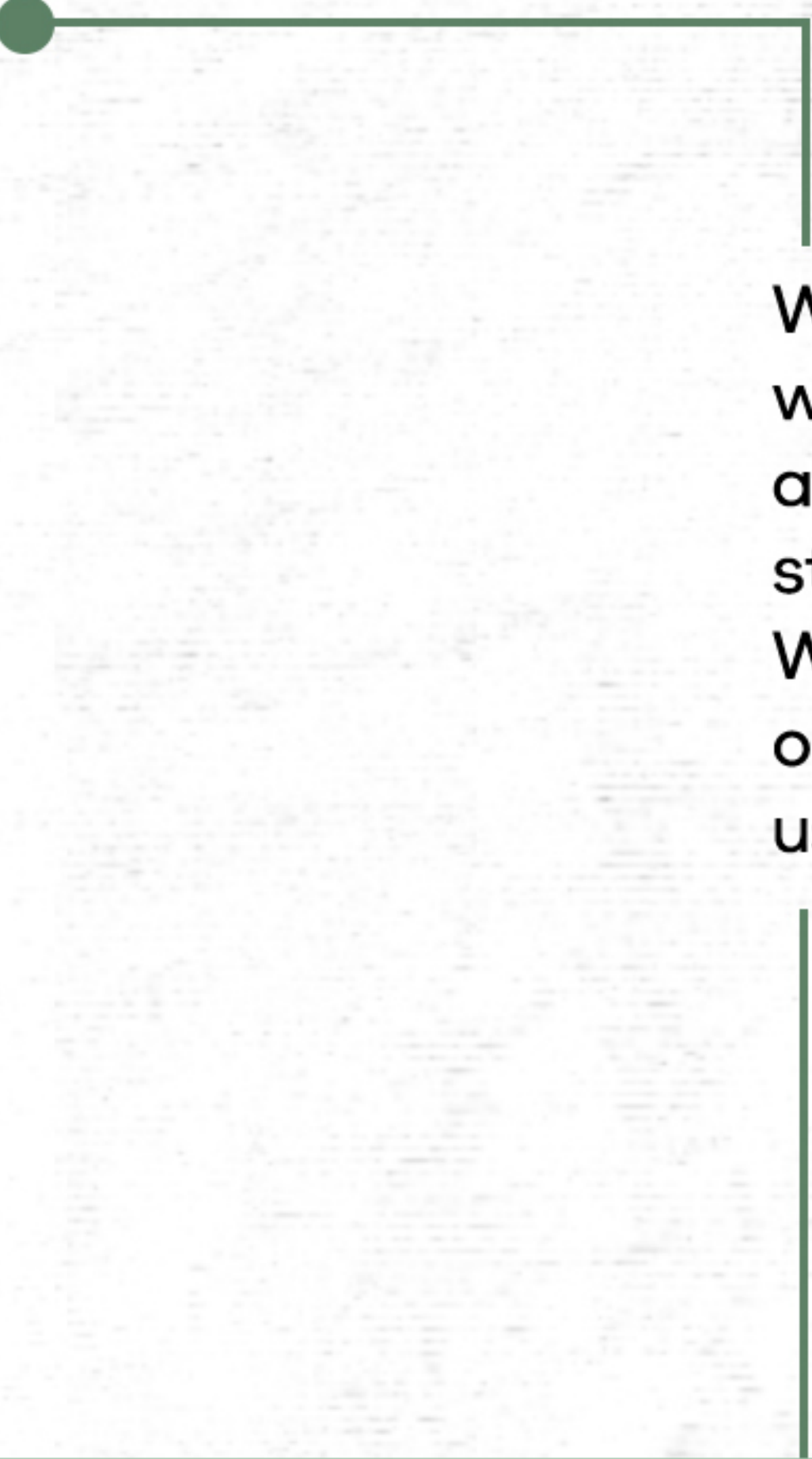
Al Ro'yah Generation is the youngest at the time of authoring this report. The members of this generation are called Al Ro'yah Generation because they are growing up under Vision 2030. In 2030, that is, the year of completion of the realization of the Vision, they will be between 6-20 years old. This means that they will have grown up surrounded by everything that enriches lifestyles, growth opportunities and empowerment.

They make up  
**36.7%**  
of Saudi  
society

# Transformation and Change across Generations

## A detailed analysis of marked changes for each generation

Al Bedaya Generation were poor and simple, and this made them keen to educate their children of Al Tafrah Generation.



With the oil boom in the Kingdom, education was made available and encouraged. More attention was paid to the quality of life and standard of living by Al Tafrah Generation. Women started to get employment opportunities and Saudi families began to use maids and nannies.



Al Alfa Generation grew up witnessing the most contradictory of swings. It should be noted that this generation was the last one to know life before the Internet which entered Saudi Arabia in 1996. Al Tayebeen and Al Alfa Generations reaped the rewards of Al Tafrah's education and prosperity. Towards the end of this generation, luxury began to receive attention due to the emergence of a middle class.

In the adolescence years of the next generation, i.e. Al Tayebeen, features of religious extremism began to appear and religious scholars (sheikhs) began to play a fundamental role in society, which contributed to influencing societal values. Moreover, jihad started to be promoted and the Commission for the Promotion of Virtue and the Prevention of Vice began to have more vigorous presence and to be joined by volunteers. This played an active role in changing the features of trade, marketing and personal tenets. And this wave continued and extended to the next generation.

Al Ro'yah Generation comes next. The individuals of this generation are still young at the time of authoring this report but are having a totally different life from that of their parents. The grip of strict upbringing has become less tight and has been replaced with understanding, inspiration and empowerment. Education has become wider and faster than in all previous generations due to technology and easy access to global educational materials.

Although the iPad Generation briefly experienced remnants of religious extremism, they lived at the same time as the historical renaissance of Vision 2030 which took place in tandem with the introduction of applications and social media. They had access to the world and to job opportunities and experienced a dramatic change in life in Saudi Arabia. They are now living in a time when women are allowed to drive, movie theatres are frequented and other lifestyle changes are taking place in the Kingdom.

It is worth mentioning here that not every generation are the parents of the next generation. However, it is noted, with exceptions, that Al Bedaya Generation are the parents of Al Tafrah Generation, Al Tafrah are the parents of Al Tayebeen and the early portion of Al Alfa, Al Tayebeen are mostly the parents of the iPad generation and the early portion of Al Ro'yah, and Al Alfa are the parents of Al Ro'yah Generation. This pattern is attributable to early marriage and childbearing in the early generations, some of whom were mothers at the age of fifteen. The gap in the age of marriage and childbearing increased in the later generations.

# Al Bedaya Generation

Born before 1946

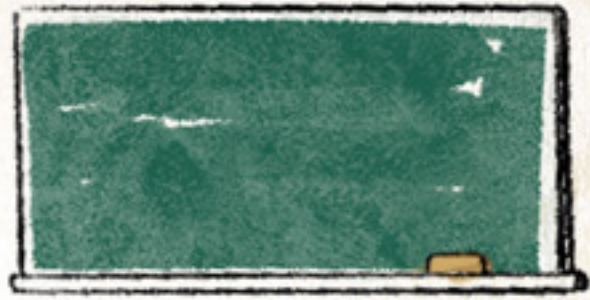
Popular car

Ford



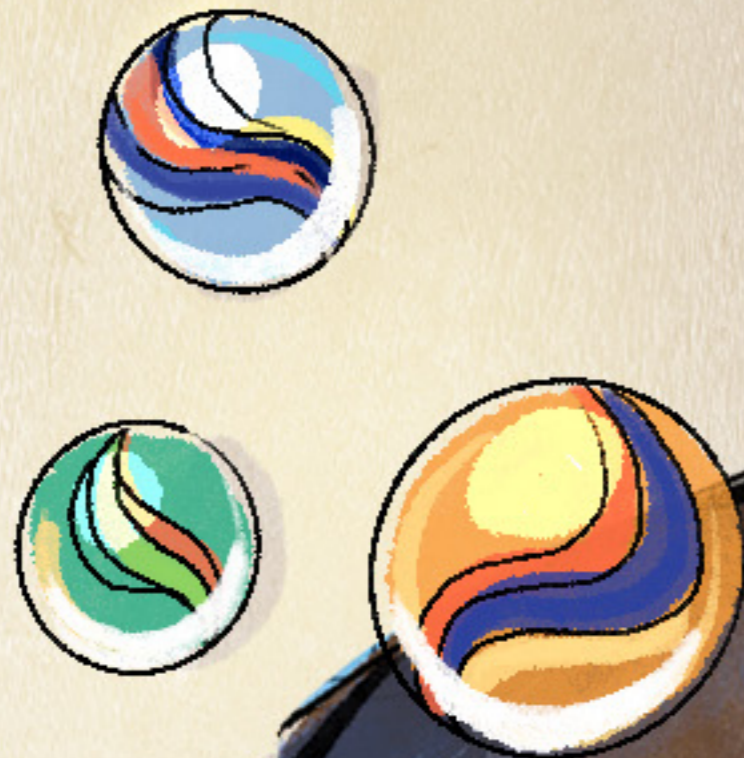
Learning Approach

By Experience



Popular Game

Maaigel (Glass Marbles)



Landmark Event

Unification of the kingdom of Saudi Arabia



Sources of Influencers

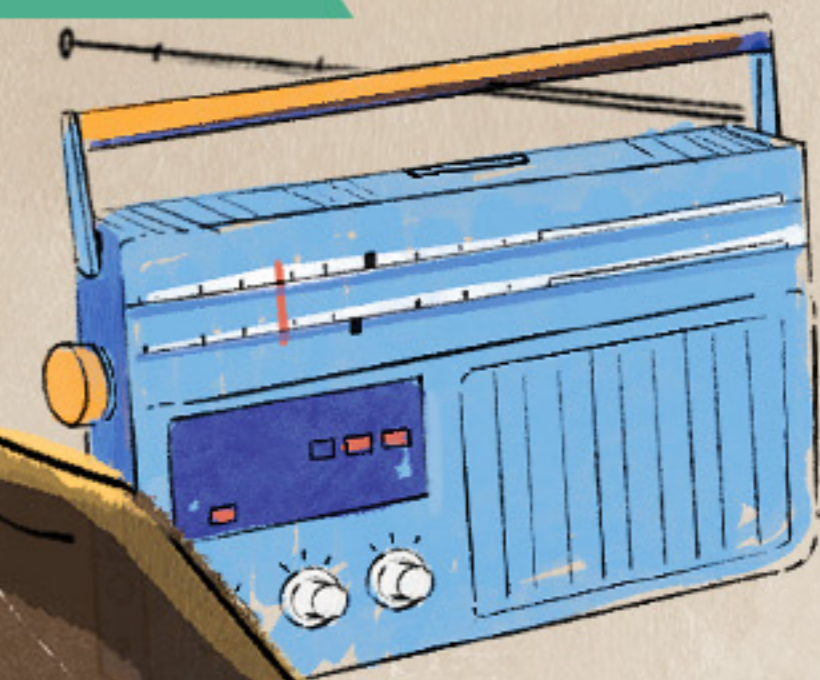
Parents neighbors

Leadership Style

By Command

Audio Device

Radio



## A Glimpse of The Social Aspect



Social cohesion was very strong. Houses were constructed adjacent to one another. Neighbors were considered family. The doors of houses were almost open all day long.



The members of this generation took up the responsibilities in life at a very young age. Elementary education allowed them to get governmental jobs.



As marriage and childbearing took place in teenager years or early twenties, they had the opportunity to see the offspring of their grandchildren. The number of children in their households was higher than in the following generations.

## A Glimpse of the Educational and Professional Side

### Source

<https://www.alriyadh.com/1843695>



The only way to learn was to go to the katateeb (Qur'anic schools) scattered in every city and village. There, students would begin with learning the letters of the alphabet by writing them on small writing boards or on sand in front of them. After that, they would learn how to write the letters with diacritical marks. In addition, they would learn and memorize the Holy Qur'an and religious sciences. There were some who would continue their education in Arabic grammar, literature and Islamic jurisprudence books taught by scholars in mosques.



Having mastered such books, some would engage in educating other boys, while others would seek to make a livelihood. It was through hard work, diligence and keeping up with everything new that this generation could overcome the difficult circumstances of that period. The fruits of those efforts were reaped by their children of Al Tafrah Generation for whom a wider scope of higher education degrees and scholarships were available.

# Most Prominent Events



On the 17th of Jumada al-Ula 1351H, a royal decree was issued, unifying all parts of the modern Saudi state under the name of the Kingdom of Saudi Arabia. King Abdulaziz, may his soul rest in peace, chose the 21st of Jumada al-Ula of the same year, corresponding to 23 Sept 1932, as the day to announce the establishment of the Kingdom of Saudi Arabia after a long course of struggle.



In 1939, the export of the first oil tanker was celebrated in Ras Tanura and King Abdulaziz opened the valve that allowed oil to flow into SOCAL's D.G. Scofield. Thus, the Kingdom began a new phase of industrial development, wealth and prosperity.

Source

<https://www.okaz.com.sa/news/local/2042171>

## A Glimpse of the Technological Side



Source

<https://2u.pw/qz05l>



### **Invention of the Radio 1932**

This generation received inventions such as the radio which played a remarkable role in connecting to the world and learning about new customs and cultures. Despite the fact that the radio had been met with strong rejection at the beginning, the Saudi radio began broadcasting some time later.



### **Introduction of the telephone 1934**

This generation witnessed the advent of landline telephones in 1934, mobile phones, the Internet and all devices operating these services. It also witnessed the advent of black and white TV, color TV, satellite channels and YouTube.

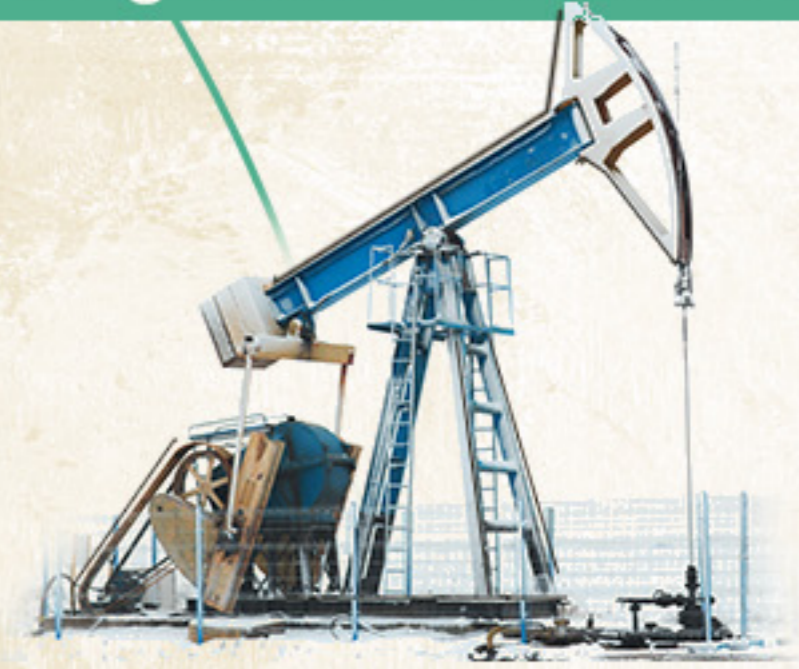
# At Tafrah Generation

Born between 1946 and 1964

Popular car  
Chevrolet



Landmark Event  
The Kingdom's Oil Boom

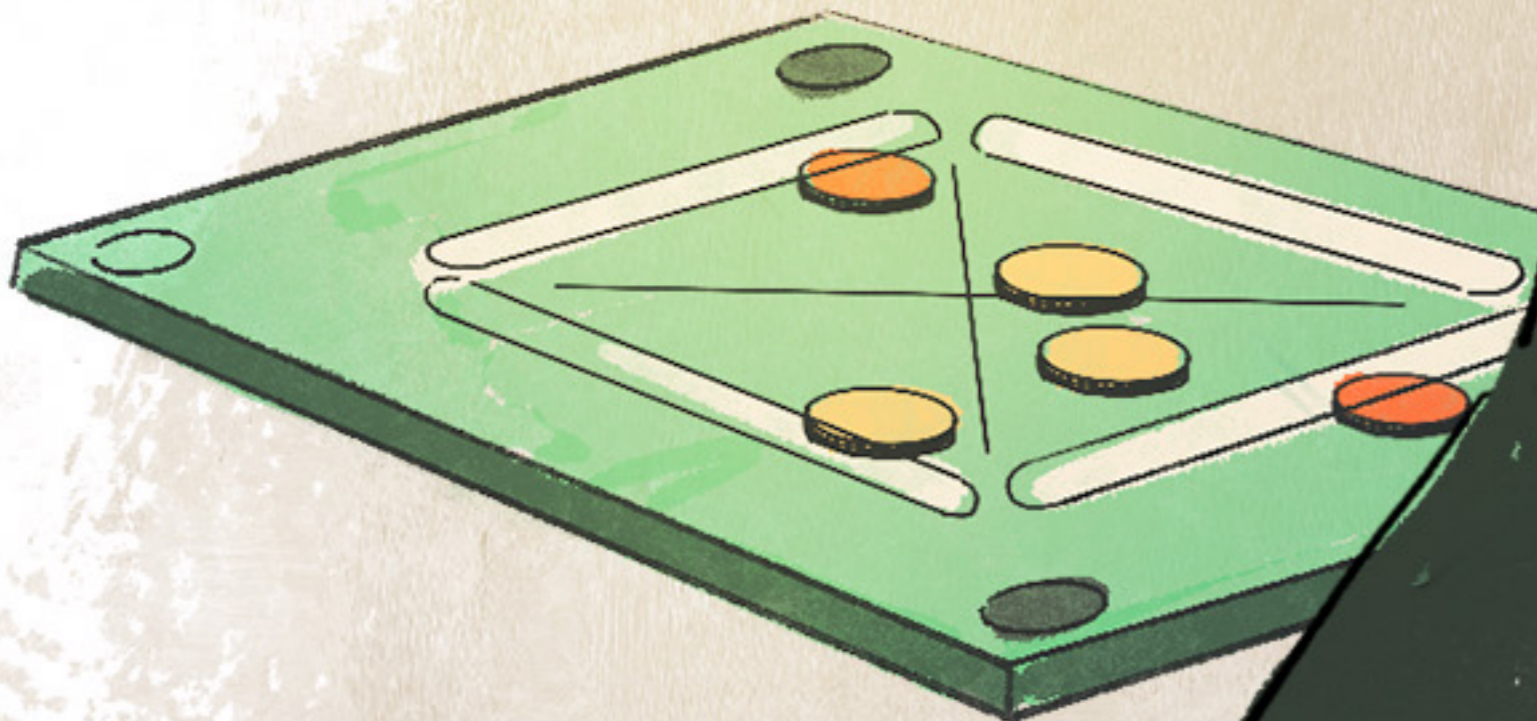


Learning Approach  
By Specializing

Marketing

TV and newspapers

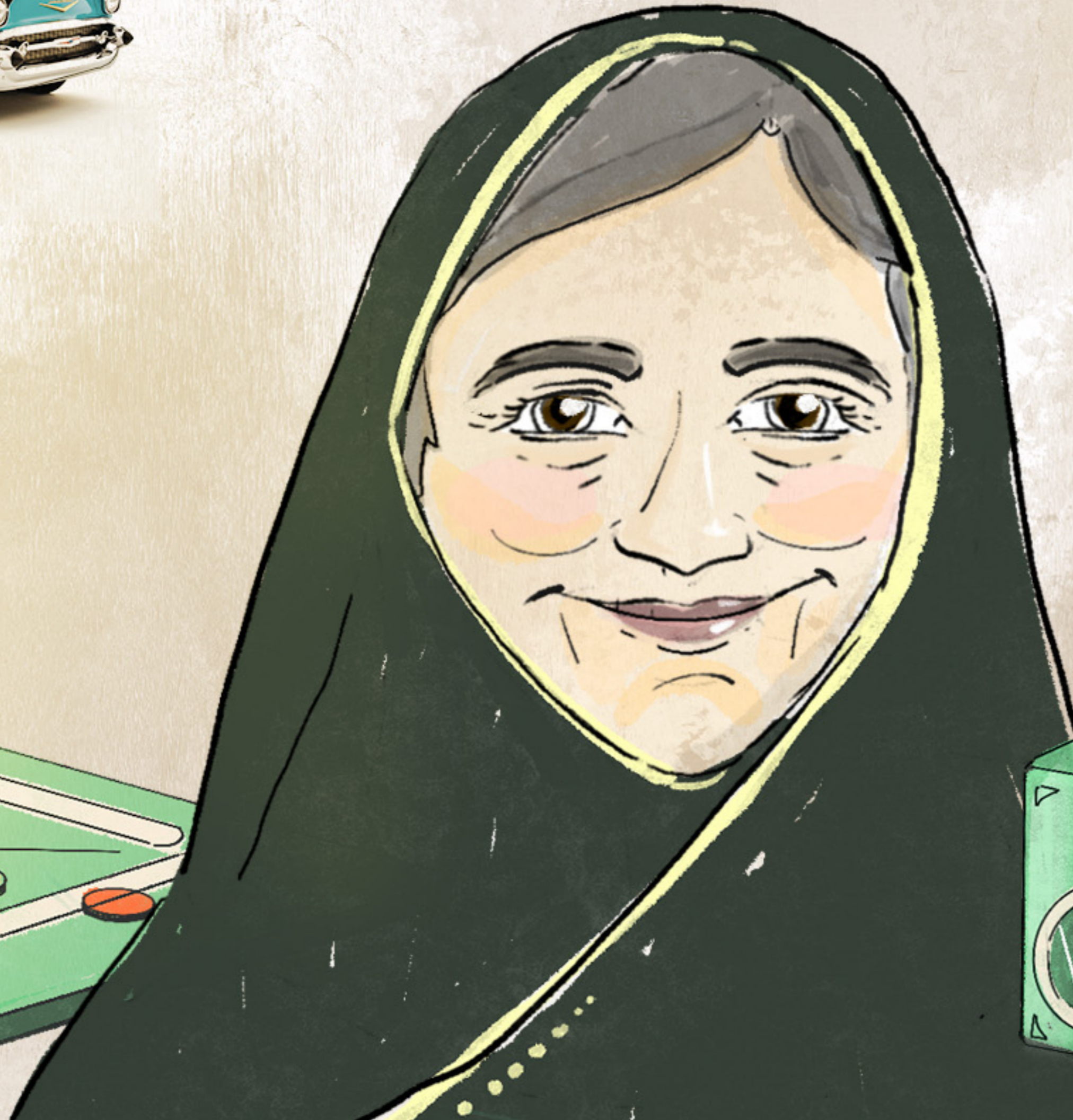
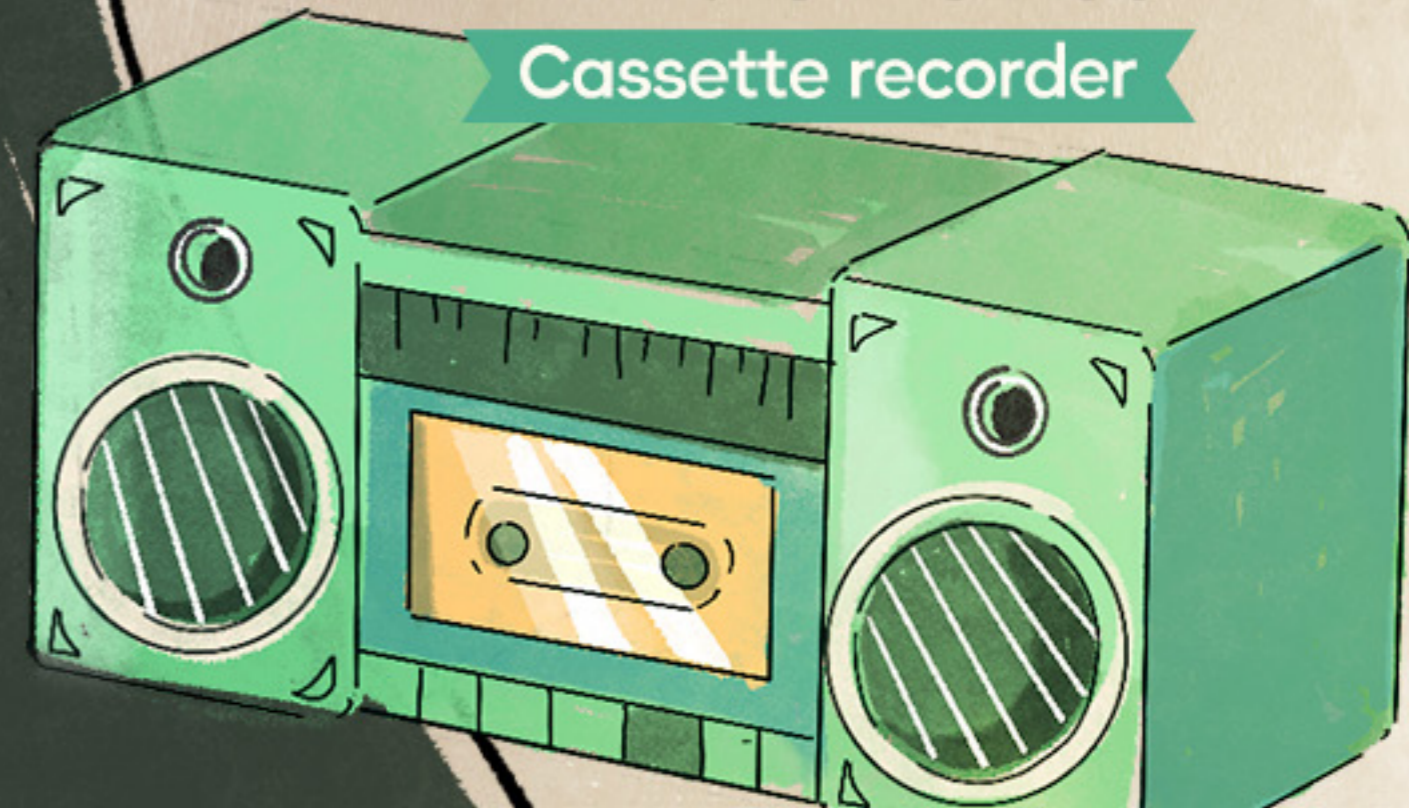
Popular toys  
Carrom



Sources of Influencers  
Parents and teacher

Leadership Style  
Directing

Audio Device  
Cassette recorder





# A Glimpse of the Social Side



The members of this generation grew up in a purely family environment. For this generation, the term "family" was so broad that it included neighbors and parents' friends. The size of the family in a household was big, as the parents who belonged to Al Bedaya Generation married when they were very young and the mother was a housewife. This made childbearing easier compared to subsequent generations, and was reflected in the childhood and adolescence of Al Tafrah Generation.



The individuals of this generation reaped the fruits of their parents' efforts to break out from poverty and ignorance. They opened up to the Arab world first and then to the Western world, which had a remarkable impact on refining their personalities and tenets. Features of spousal equality began to appear in households after a time when only the father had served as head of the family. Women began to venture into different fields of work such as medicine, running educational and charitable centers, etc.



This generation was interested in reading romantic novels, writing, poetry and listening to masterpiece songs that are looked at today as classics. Art and literature were of top quality at the time. As a result, it was a generation filled with happiness and satisfaction, and this directly contributed to prosperity and welfare. They even stayed up on rooftops, watching movies in a simple home cinema (a large white sheet on a clothesline reflecting what the projector displays).

## A Glimpse of the Educational and Professional Side



The educational curricula focused on the Arabic language with all its characteristics. Reading was encouraged by prompting students to read extracurricular eloquent books. There were, in addition, other sciences such as mathematics, chemistry, etc. A leap in education occurred with the introduction of English and French. Those born in this generation received support that no other generation received. Ways of encouraging university studies included land grants and sums of money of up to fifty thousand Saudi riyals for those who graduated with a bachelor's degree.



With the development of education at the time, the Kingdom decided in 1959 to create the General Presidency of Girls' Education by virtue of a royal decree issued by King Saud bin Abdulaziz, so that there would be an official body in charge of planning, overseeing and managing girls' education. In 1961, King Saud University offered the first opportunity for Saudi girls to enroll in higher education in the Kingdom. Thereafter, wider education opportunities followed and women's employment started.



Career-wise, there were a lot of travel opportunities, especially for men, whether on scholarships or missions. This brought many benefits in terms of raising the level of professions, paying more attention to education among Saudi families and getting to know about different cultures that broadened the people's perceptions and highlighted the professional role of women.

## A Glimpse of the Technological Side Advent of TVs



In 1962, King Faisal bin Abdulaziz issued a royal decree announcing the launch of television broadcasting in the Kingdom.

With anticipation, caution and a high degree of fascination, people received the first broadcast of Saudi television on the day of Eid al-Fitr in 1385H.

It then went from black and white to color in 1976.

Source

<https://twitter.com/mansoralasaf/status/1314557911834808322/photo/3>

# Most Prominent Events

## Source

<https://twitter.com/mansoralassaf/status/1173316581478322176>

<https://omarsug.com/portfolio/ksa89/comment-page-4/>



## The Oil Boom 1946 - 1953

The Kingdom's income from oil in the first year was estimated at USD 3 million. It increased in the mid-sixties (Hijri calendar) until it reached USD 10 million and continued to rise until it amounted in 1369H to USD 56 million. At that time, the Government was able to make its expenditures in cash, especially workers' wages. The rise in the price per barrel contributed to accelerating construction, establishing state institutions and spending on them. The state began to initially build infrastructure, including airports, railways, importing aircraft and transport vehicles, and expanding the Two Holy Mosques.



## The Flood Year 1957

This year was known locally as the year of hadam (destruction) or the year of gharga (flooding). Some areas of the Peninsula were affected to varying degrees but the greatest damage was seen in Qassim and Sudair. Buraidah and its surrounding cities and villages were the most afflicted. The year 1376H has remained and will for a long time remain engraved in the memories of the people of Najd who lived its events with all bitterness as the flood (Great Flood of Najd) inundated them over a period of 58 days.

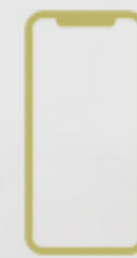
**The people of this generation were aged between 1 and 7 years at the time of the events.**

# Al Bedaya and Al Tafrah Generations

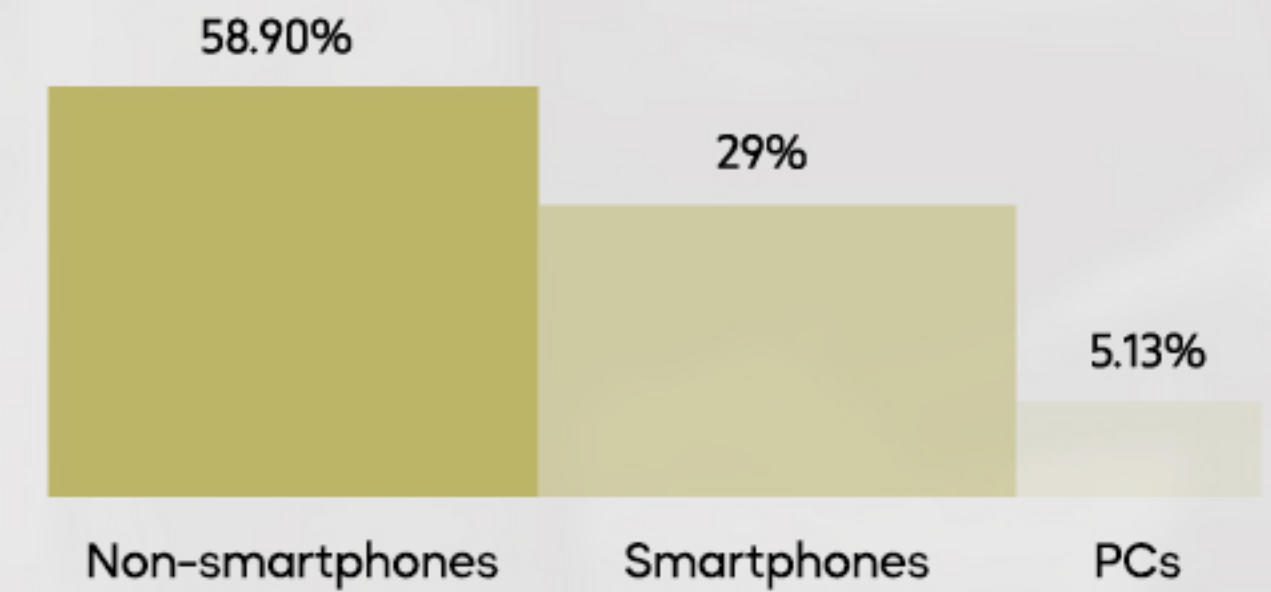
## At the Present Time

4.2% 

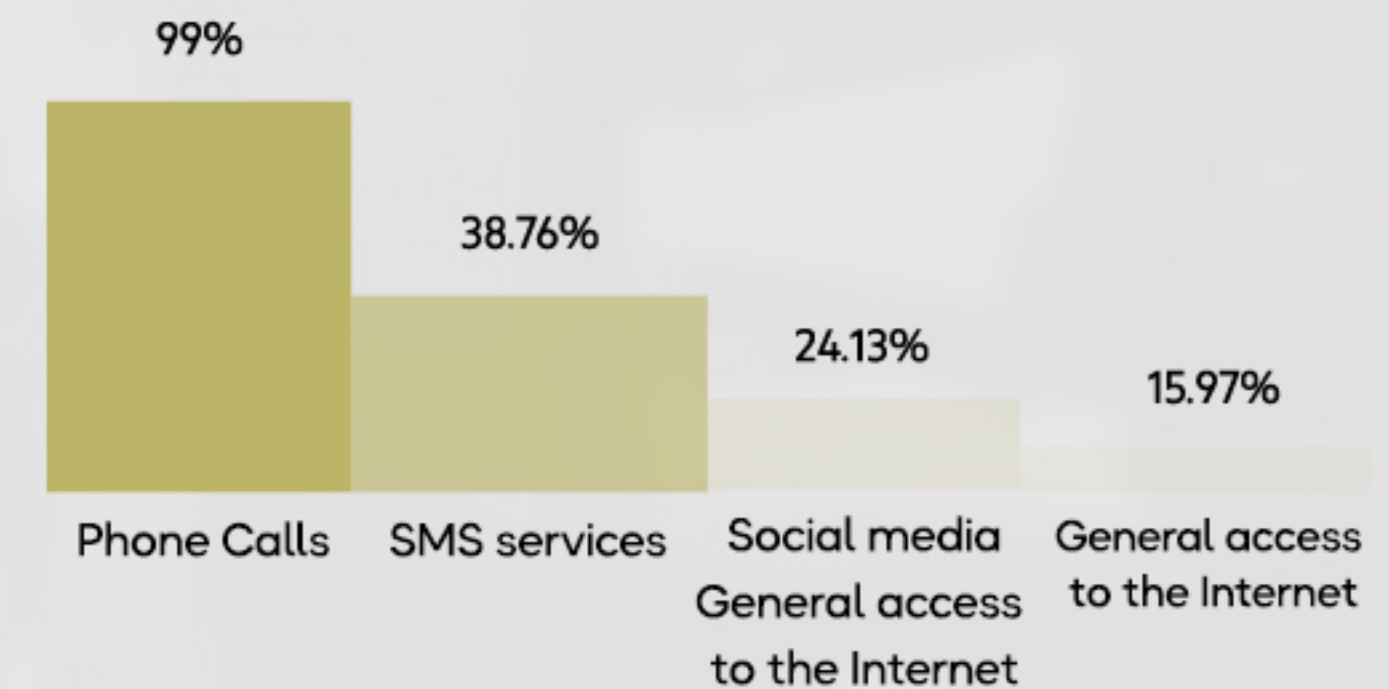
of the Kingdom's population belong to these generations.  
Their interaction with technology is limited to needs.



Percentages of individuals aged 65 and above who used ICT across the Kingdom in 2018



Percentages of smartphone uses for individuals aged 65 and above across the Kingdom in 2018



Source

[https://www.stats.gov.sa/sites/default/files/repport\\_compressed\\_1\\_0.pdf](https://www.stats.gov.sa/sites/default/files/repport_compressed_1_0.pdf)

# Art

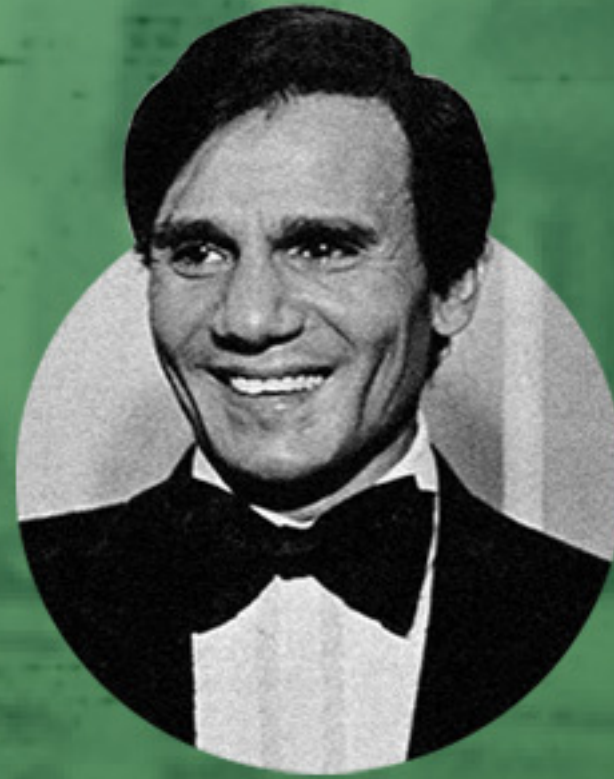
## A-list celebrities of this generation



**Mohamed Abdo**



**Talal Maddah**



**Abdel Halim Hafez**



**The Beatles**



**Elvis Presley**

# Al Tayebeen Generation

Born between 1965 and 1979

Popular car

Caprice



Learning style

Participatory

Leadership Style

By Planning

Popular Game

Atari and Baloot



Landmark Event

Al-Sahwah (Islamic Awakening)

Sources of Influencers

Parents, Teachers, & Sheikhs

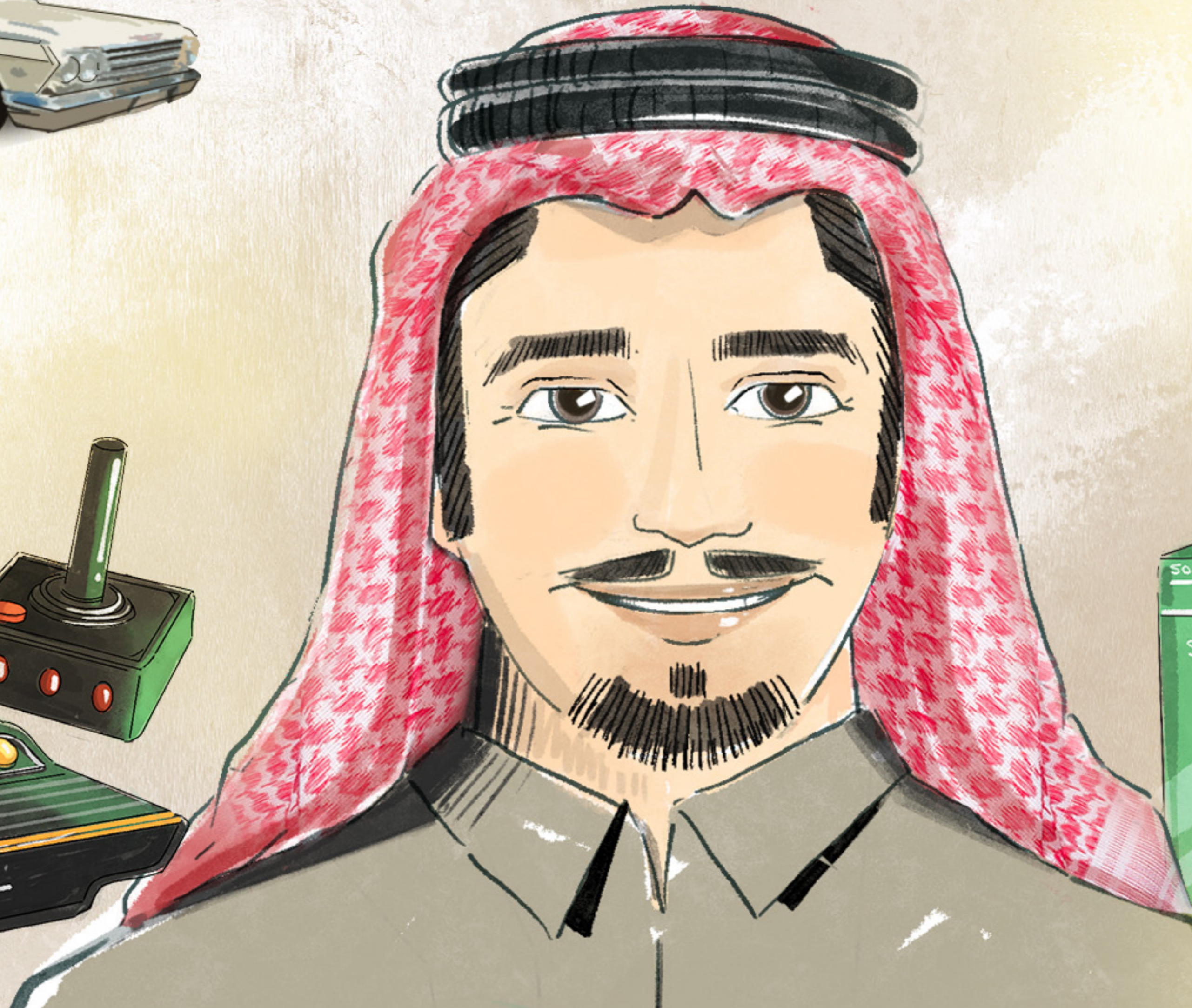


Marketing

TV and newspapers

Audio Device

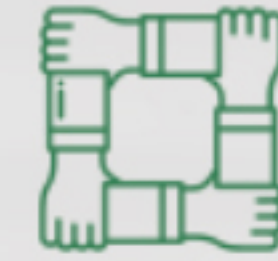
Walkman



# A Glimpse of the Social Side



**Travel became more accessible than before.**



**Family connections were remarkably strong.**



**Attention began to be paid to marketing. So, there appeared telephone directory ads, football**



**Art from the Arab and Western worlds vigorously found its way to the Kingdom.**





## A Glimpse of the Social Side

### Source

<https://twitter.com/mansoralassaf/status/1314557911834808322/photo/3>

Family connections were remarkably strong. Travel became more accessible than before. The individuals of this generation had experiences that their predecessors had not had. Perhaps a turning point for the Saudi people as a whole occurred during the childhood and adolescence of this generation. In 1979, the Grand Mosque seizure took place. The urge for jihad in Afghanistan had continued until Al-Qaeda was founded in 1988, which means that the ages of this generation ranged between 9 and 23 years at that time. All this had a profound effect on the features of society and the relationships among its members. Many norms were rejected, and new customs were introduced in the name of religion that changed minds and psyches.

In every social change, opposing parties appear, with there being groups hesitating between the two extremes. The uniform thinking and uniform social level that had distinguished the previous generation (Al Tafrah) vanished, leaving its place for a continuum of extremism, resignation and resentment.

The members of this generation had access to games, luxury cars, appliances and travel, which played a tangible role in their lives. Attention began to be paid to marketing. So, there appeared telephone directory ads, football stadium ads and road ads.

## A Glimpse of the Educational and Professional Side

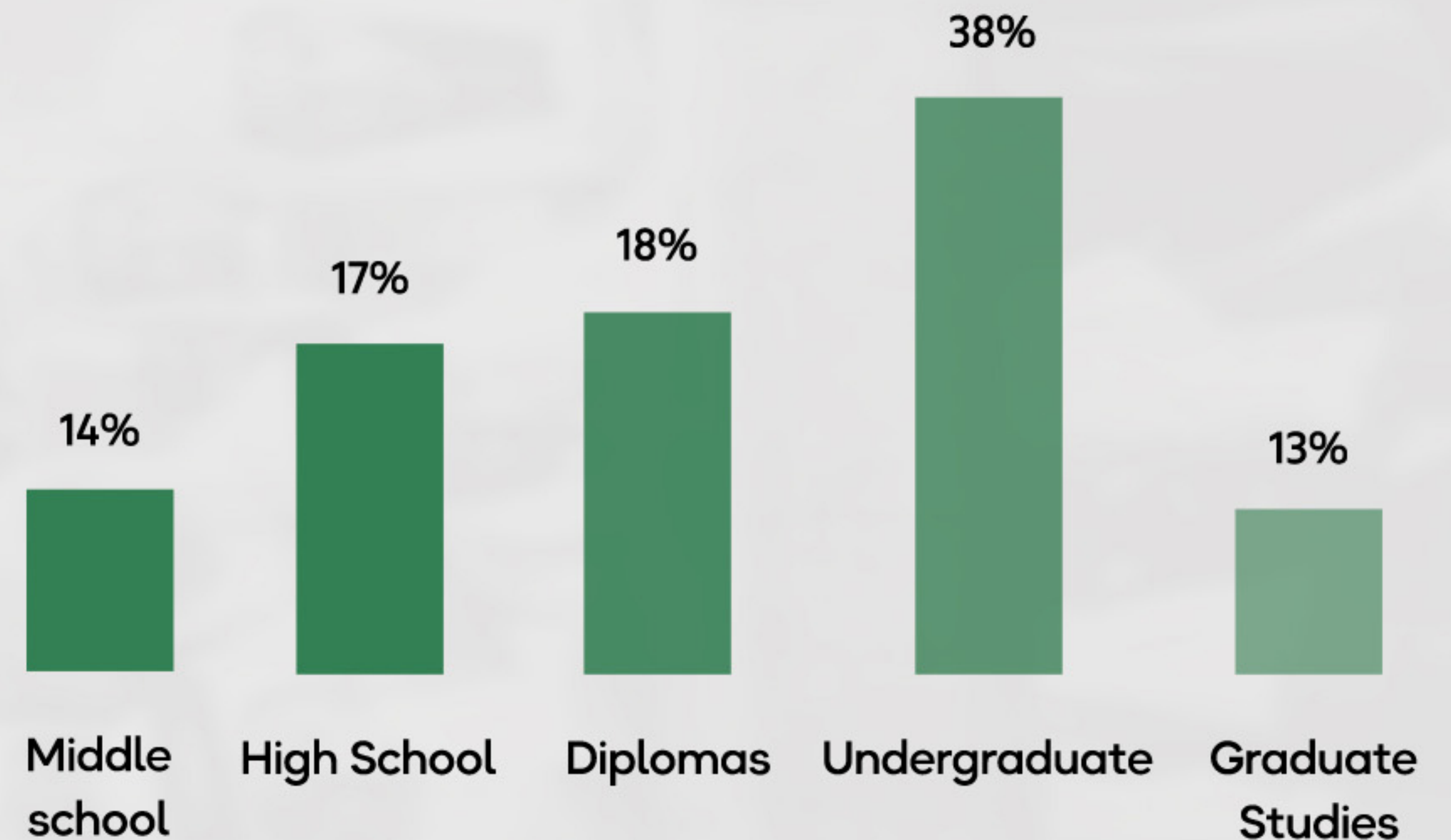
Private schools proliferated during this period, the demand for education increased, and a variety of disciplines were made available. This contributed to an increase in education outcomes.

As a lot of job opportunities were available, men and women worked in various specializations in the medical as well as administrative fields. Those born at the end of this generation had the opportunity to go on scholarships (which opportunity was opened up to the next generation). They went out into the world and came back with mindsets different from those of their fellow citizens.



51%

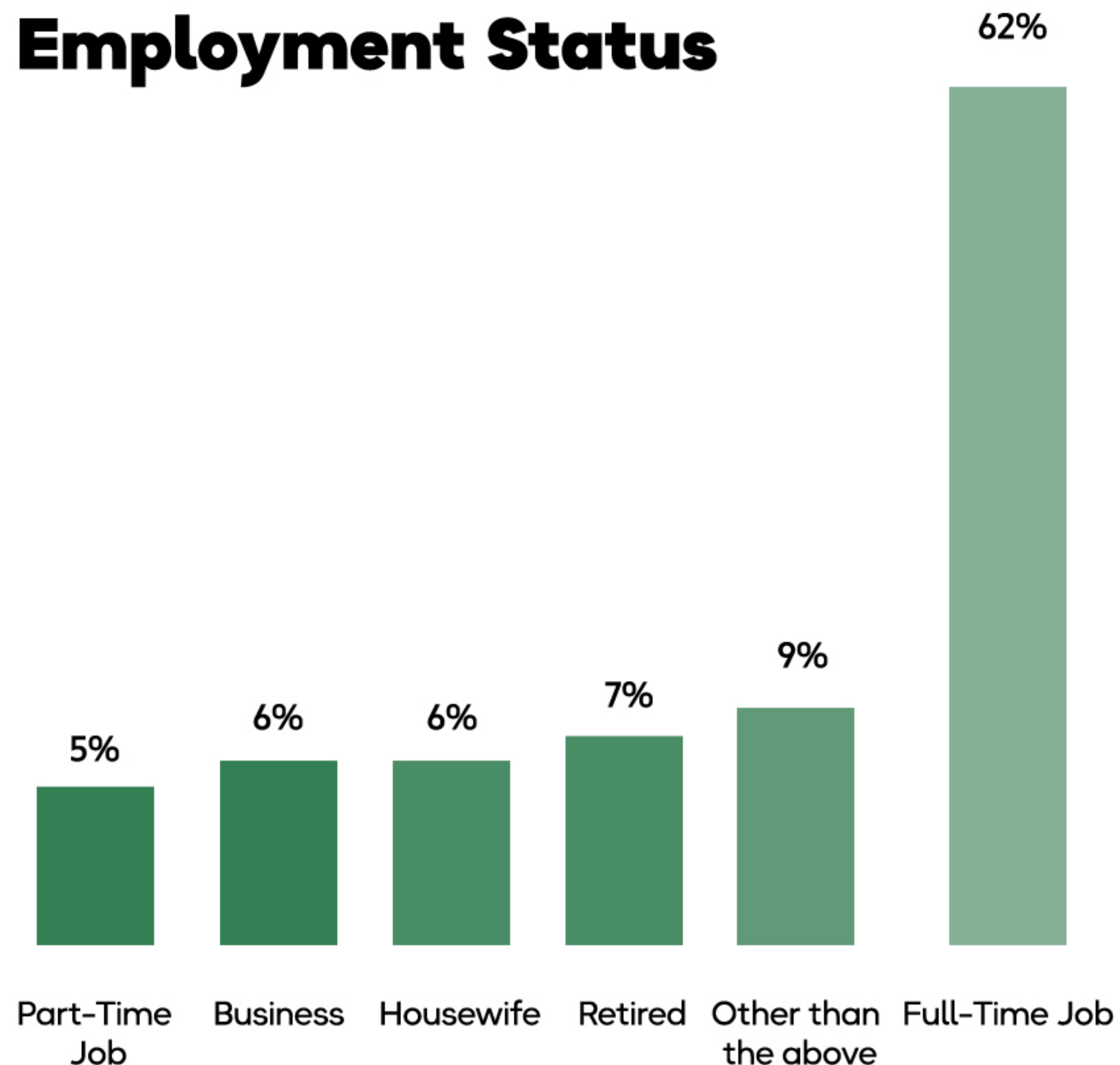
of Al Tayebeen Generation received undergraduate degrees or higher



## A Glimpse of the Professional Side

This generation lived in periods of abundant job opportunities, and men and women worked in various specializations in the medical as well as administrative fields.

### Employment Status



## A Glimpse of the Technological Side



The results of the questionnaire showed that 48% of Al Tayebeen Generation used to own a Nokia mobile phone. The vast majority of them switched to using a Samsung mobile phone at the present time. The iPhone ranked second among the devices currently used by this generation by 37%.

μ1982



μ1991



In 1982, Sakhr computers along with the Atari were introduced. The Gameboy game was popular among this generation. Music and movies were on cassette tapes played by cassette players. The Walkman was first released by Sony and then by several corporations. It was a small portable music cassette player with batteries and headphones.

In 1991, a very small device called a "pager" was released which received calls showing only the caller's number. It allowed the recipient to receive numeric messages entered by the caller that had agreed-upon meanings. For example, 999 or 911 meant "Call me back as soon as possible."

Other devices such as phones and TVs witnessed improvements in quality and options.



# Most Prominent Events

The Grand Mosque Seizure 1979

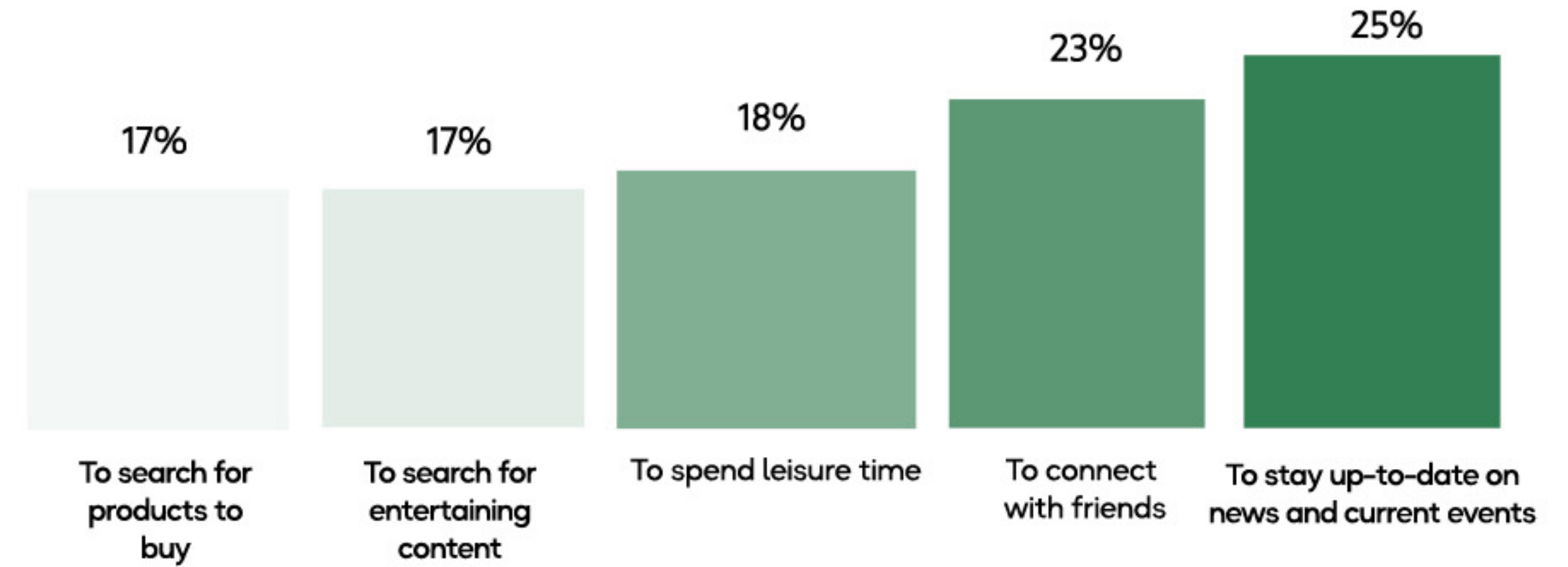
The Grand Mosque seizure began at the dawn of 1 Muharram 1400H, corresponding to 20 Nov 1979, when more than 200 armed men seized the Grand Mosque of Mecca, claiming the arrival of al-Mahdi al-Muntazar (the Awaited Redeemer), during the reign of King Khalid bin Abdulaziz.

The attack shook the Islamic world to its core, as it occurred at the dawn of the first day of the new Hijri century and was marked by an indescribable degree of violence and intellectual extremism. It resulted in bloodshed among Muslims within the precincts of the Grand Mosque and claimed the lives of some security men and a number of the gunmen holed up inside the Mosque.

The incident quickly stirred up the feelings of Muslims around the world and resulted in an overwhelming reaction of denunciation, condemnation and support for the Kingdom and its leadership against that terrorism, extremism and intellectual deviation.

# Social Networking

## Reasons for using social media platforms



33.5%



18.7%



13.5%



7%

The results of the questionnaire showed that this generation preferred WhatsApp for communicating with family and friends, with Facebook coming second.

21.2% of Al Tayebeen Generation spend 1-2 hours a day on social media platforms.

# Art

## A-list celebrities of this generation



Khalid Abdulrahman



Amr Diab



Abadi Al-Johar



Michael Jackson



Madonna



**49.1%** of this generation use song-listening apps,  
with 11% using them for less than 30 minutes a day

# Al Alfiah Generation

Born between 1980 and 1994

Popular car

GMC



Landmark Event

Advent of The Internet



Learning Approach

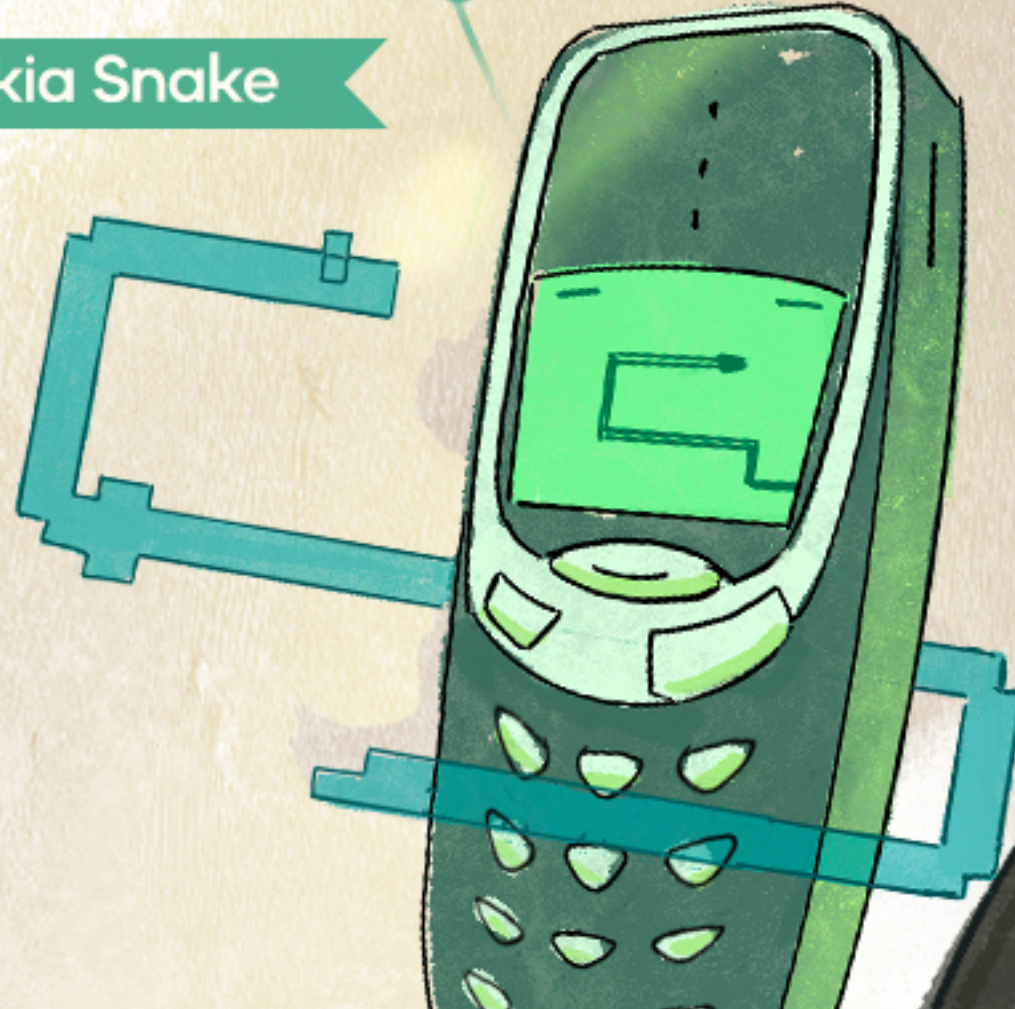
Interactive

Marketing

TV, and Billboards

Popular Game

Nokia Snake



Sources of Influencers

Parents, Teachers, and Sheiks

Leadership Style

By Coaching

Audio Device

iPod





# A Glimpse of the Social Side



**They witnessed the transition to religious extremism.**



**This generation witnessed the empowerment of women in the Saudi market.**



**For them, marriage was so important that it was shameful for a person to be unmarried and shameful for a woman to get divorced.**



**Hardliners decried songs and concerts although they had been acceptable in the previous generations.**



## A Glimpse of the Social Side

Al Alfiya Generation inherited the ideas of Al Tayebeen Generation that witnessed the entry of religious extremism which impacted individuals' social life in different ways. The hardliners ended up decrying songs and concerts although they had been acceptable before. This led to the production of Islamic songs and the emergence of what came to be known as al-Taqqaaqa, a female singer who sings at weddings, with the accompanying ensemble only beating the duff (tambourine). Another manifestation of radicalism was the distribution of religious songs or lectures involving targhib and tarhib (exhortation and intimidation) on cassettes. It used to be normal to see this scene in front of schools, universities and mosques. The mixing of the sexes became one of the most rejected issues in society. Men were completely denied access to the places designated for families, including shopping centers. While young men could sit outdoors in their gatherings, women would only sit indoors in a closed setting with their mahrams (i.e. people with whom marriage is prohibited). In all facilities, separation was in place between men and women, and two different entrances were provided to avoid mingling between the two sexes even while going in.

# A Glimpse of the Educational

The doors to scholarships and studying abroad were opened to the youth of this generation, many of whom now hold graduate degrees, with some adopting moderate thought.

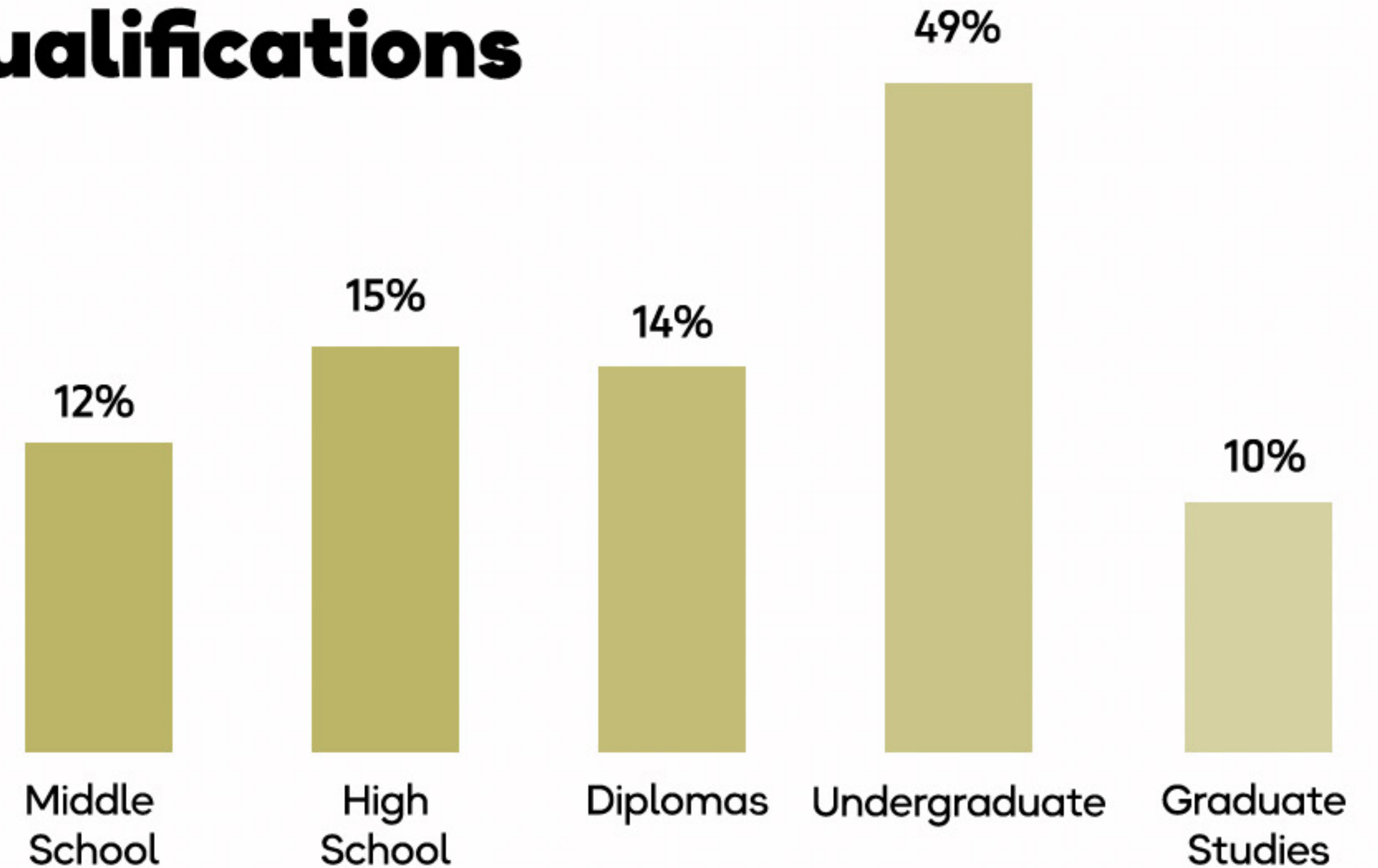


Scholarships abroad became within the reach of everyone



Private education began to be Saudized.

## Academic Qualifications

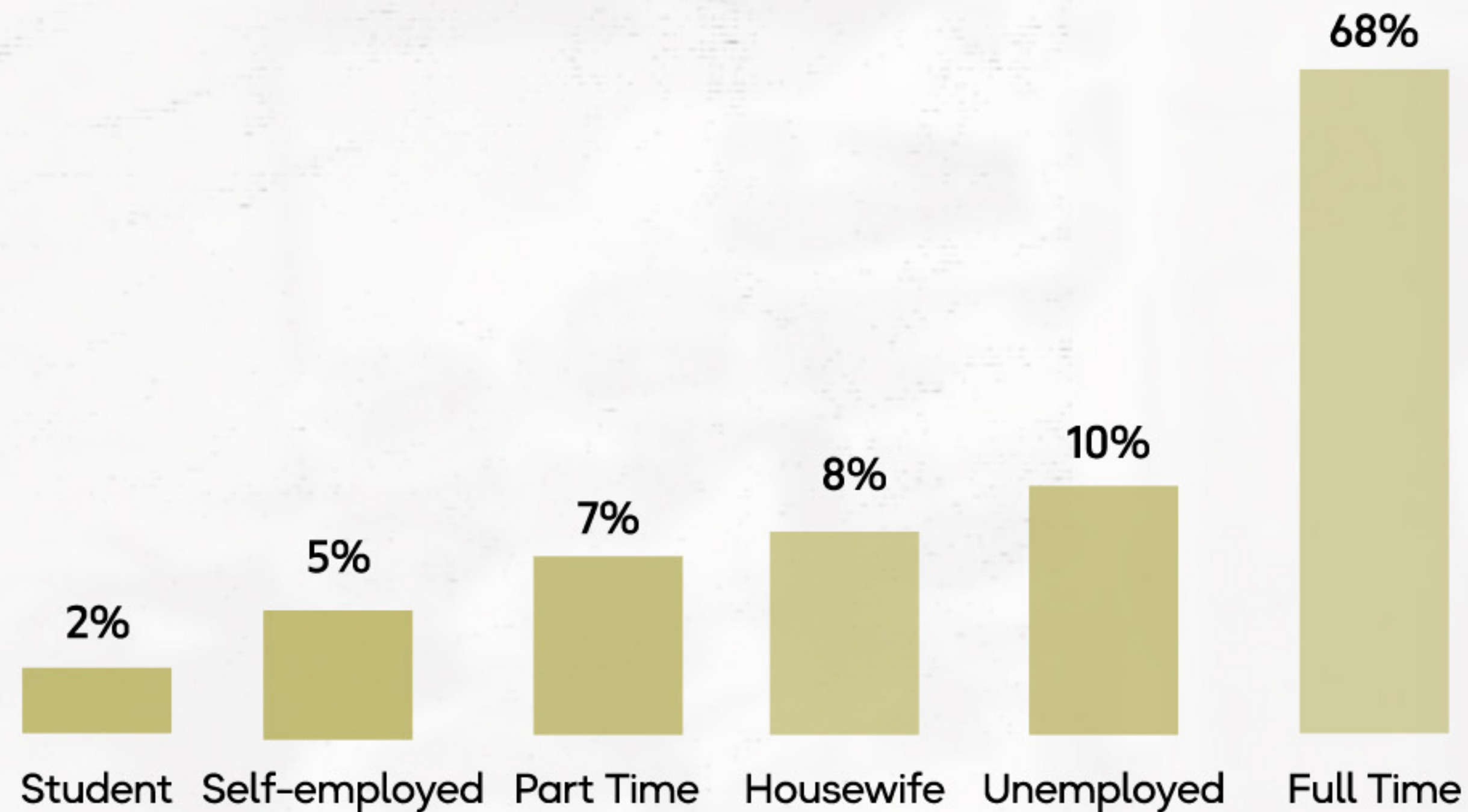


**59%** of Al Alfa Generation received undergraduate degrees or above, that is, 8% higher than the previous generation. This indicates that the gates to education were wide open for this generation.

## A Glimpse of the Professional Side

Entrepreneurship and independent businesses (agencies, restaurants, cafes, etc.) began to appear in this generation.

## Employment Status



# Most Prominent Events

1990



The young people of this generation  
witnessed the Gulf War.

# Most Prominent Events



**Women's First-time participation  
in the Shura Council in 1999**



**The stock market  
crash of 2006**

## A Glimpse of the Technological Side

The results of the questionnaire demonstrated a great similarity between Al Tayebeen and Al Alfia.

1991



**Advent of satellite dishes**

1995



**Advent of mobile phones**

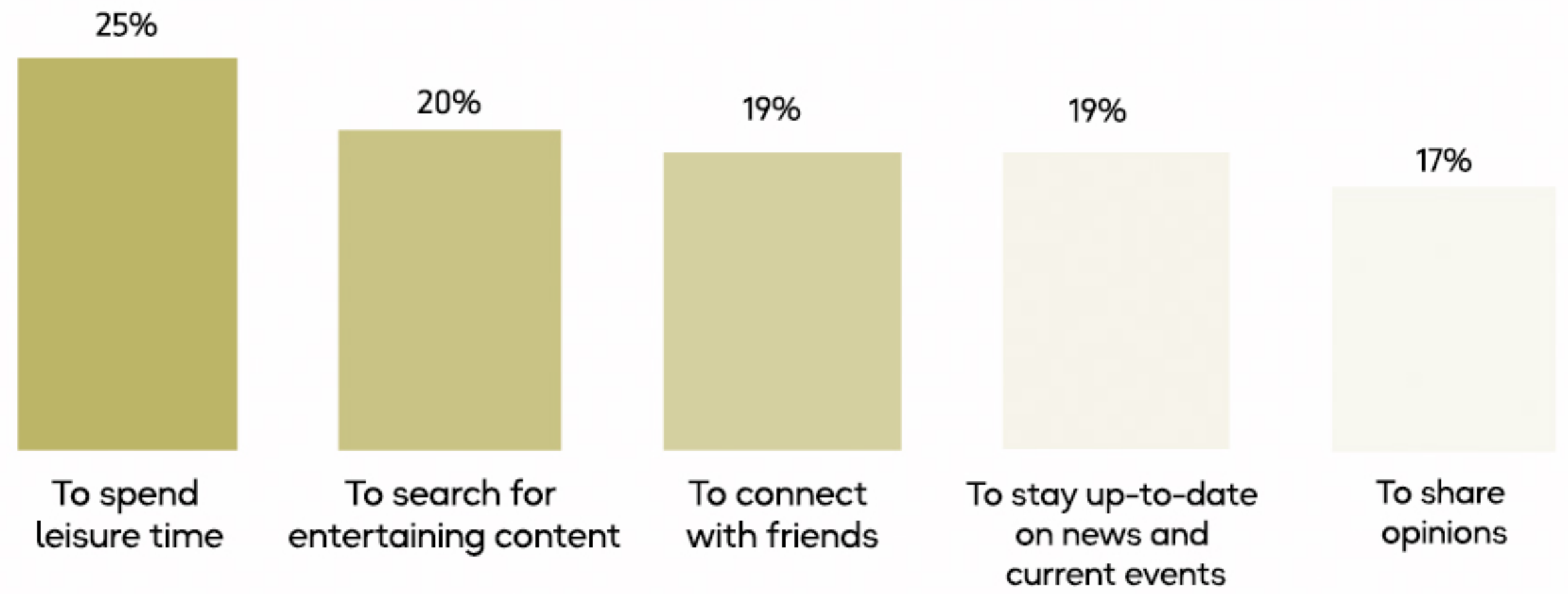


**Proliferation of telephone booths**

Some of the members of this generation inherited Sakhr computers and Atari consoles from the previous generation. The family computer was introduced, which was a single device for the use of all family members. Laptops began to be popular with the advent of the Internet. It is worth noting that this generation is the last generation to remember life before the Internet.

# Social Networking

## Reasons for using social media platforms



24.5%



23.7%



13.2%



10.8%



# Art

## A-list celebrities of this generation



Rabeah Saqer



Khalid Abdulrahman



Abdulmajeed Abdullah



Rashed Al Majed



backstreet boys



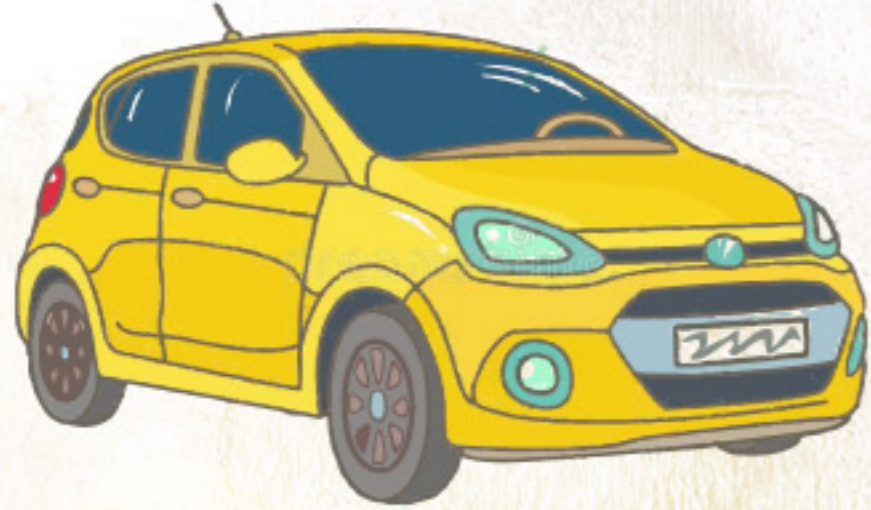
**60.3%** of this generation use song-listening apps, that is, 11.2% higher than Al Tayebeen, which indicates a high number of song lovers among this generation

# The Ipad generation

Born between 1995 and 2009

**Popular car**

Korean cars



**Learning Approach**

A variety of educational models

**Marketing**

TV and Social media

**Popular Game**

PlayStation



**Landmark Event**

Emergence of Social



**Sources of Influencers**

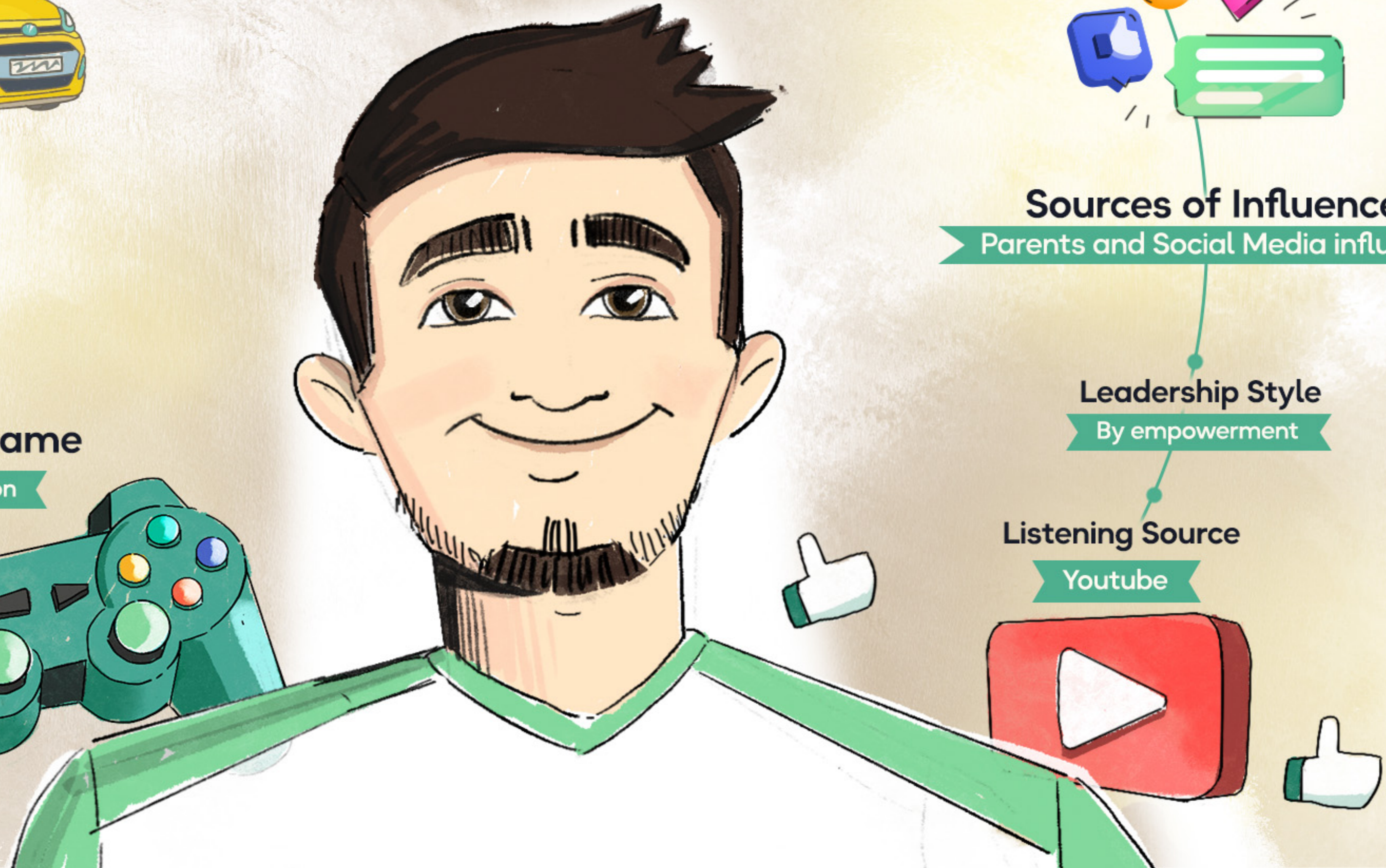
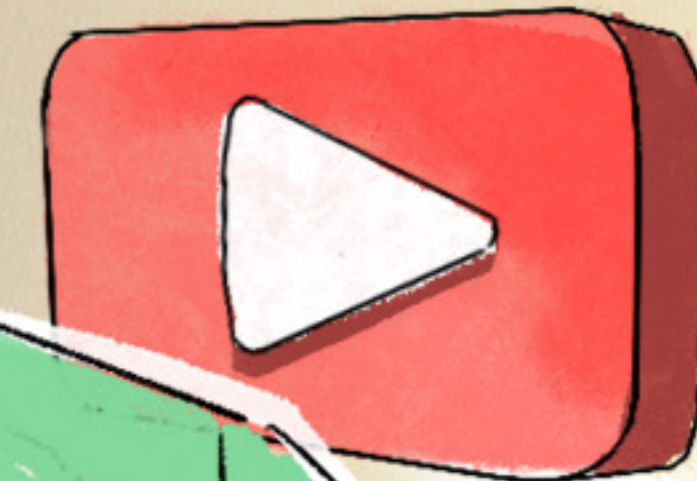
Parents and Social Media influencers

**Leadership Style**

By empowerment

**Listening Source**

Youtube



# A Glimpse of the Social Side



**The impact of Korean culture on this generation became visible**



**Social media platforms emerged**



**Entertainment found its way to the Kingdom**



## A Glimpse of the Social Side

Perhaps this generation is one that marks a watershed between inherited traditions and new tenets. It has been the subject of criticism by the earlier generations because it refused to inherit values in which it saw no value. In their teen years, the members of this generation would go out any day of the week rather than waiting for the weekend. Young girls went out frequently to restaurants and stayed away from home gatherings. They wore colored abayas (an abaya is a loose robe from head to toe) after it had been unacceptable to wear one with even the slightest of embroidery. While the previous generations used to share games with their peers, the members of this generation shared cars and mobile phones. Rather than having one car for the whole family, now each family member (father, mother, etc.) has his or her own car. They first owned mobile phones in their teens, which resulted in closer friendships and a little less family bonding. Several applications became available for dating relationships. Phone calls were abandoned in favor of conversations that disappear as soon as the conversation is over, for example, through Snapchat. Getting married at an older age than was common among their predecessors (Al Alfa) had implications for their expectations for the future. A motive for moving away from marriage was created by the invasion of materialism and it is becoming a life priority. Relatedly, this generation has experienced pressures exceeding those experienced by their predecessors in terms of buying brands, traveling first class and living in luxury without compromising on that no matter what.

# A Glimpse of the Educational Side

Despite the limited scholarship opportunities that had been available to the previous generation, the iPad Generation had access to opportunities of another kind, including an expansion in the number of private universities and a remarkable expansion in the number of disciplines.

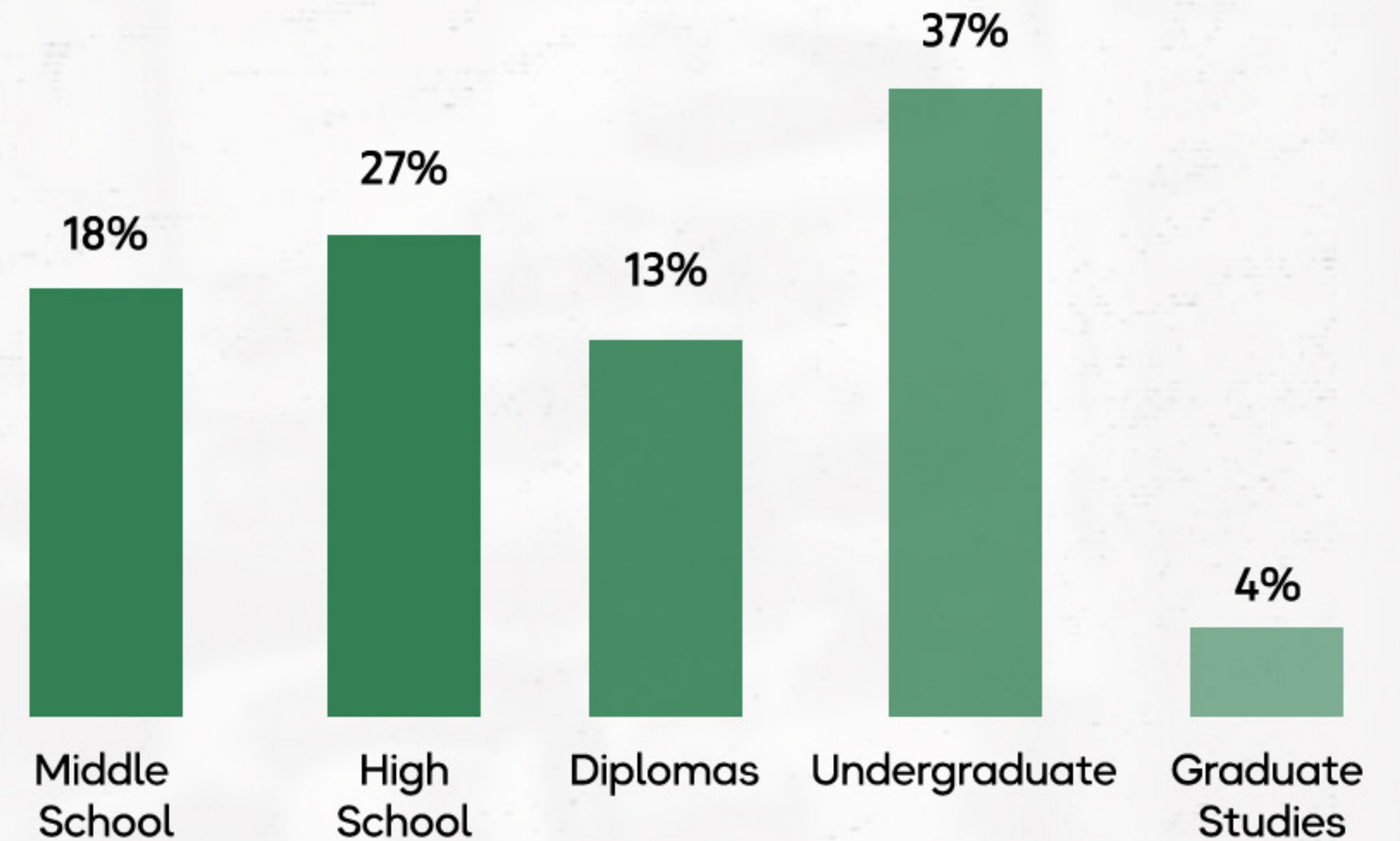


Expansion in the number of disciplines



Expansion in the number of private universities

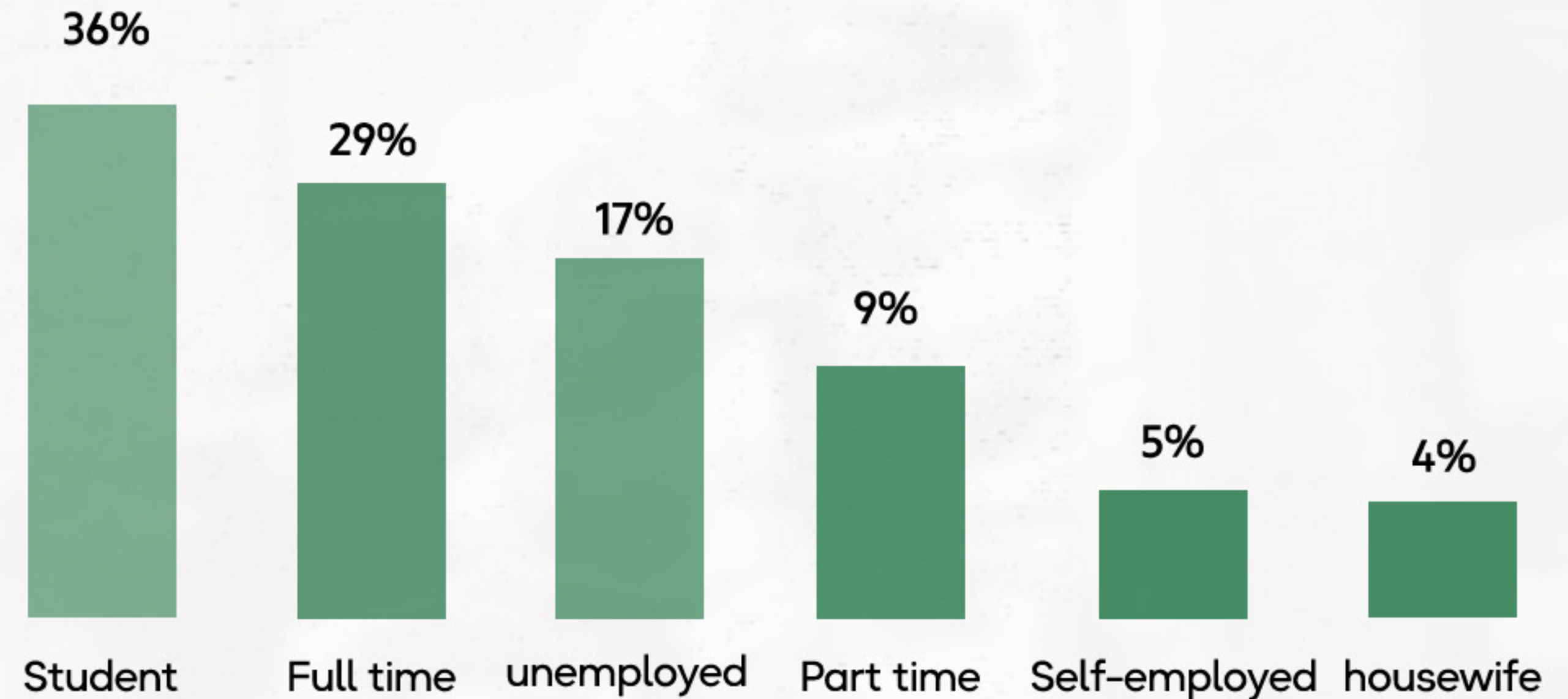
## Academic Qualifications



## A Glimpse of the Professional Side

This generation enjoyed the benefits of the Internet and the availability of study materials supplementing their university majors, including workshops, courses and certifications. Their local university studies were in English. Co-op training became mandatory in universities, resulting in more efficient young people. They ventured into a lively, vibrant and diversified labor market comprising local companies run by Al Alfa Generation and international corporations looking for Saudi youth. The governmental and quasi-governmental sectors made a qualitative leap in employing young people, especially in respect of women's empowerment.

## Employment Status



# A Glimpse of the Technological Side

39%

43%



Figures show that they switched from using Nokia phones to Apple phones.

2000



**Playstation**

2006



**Social media apps**

2002



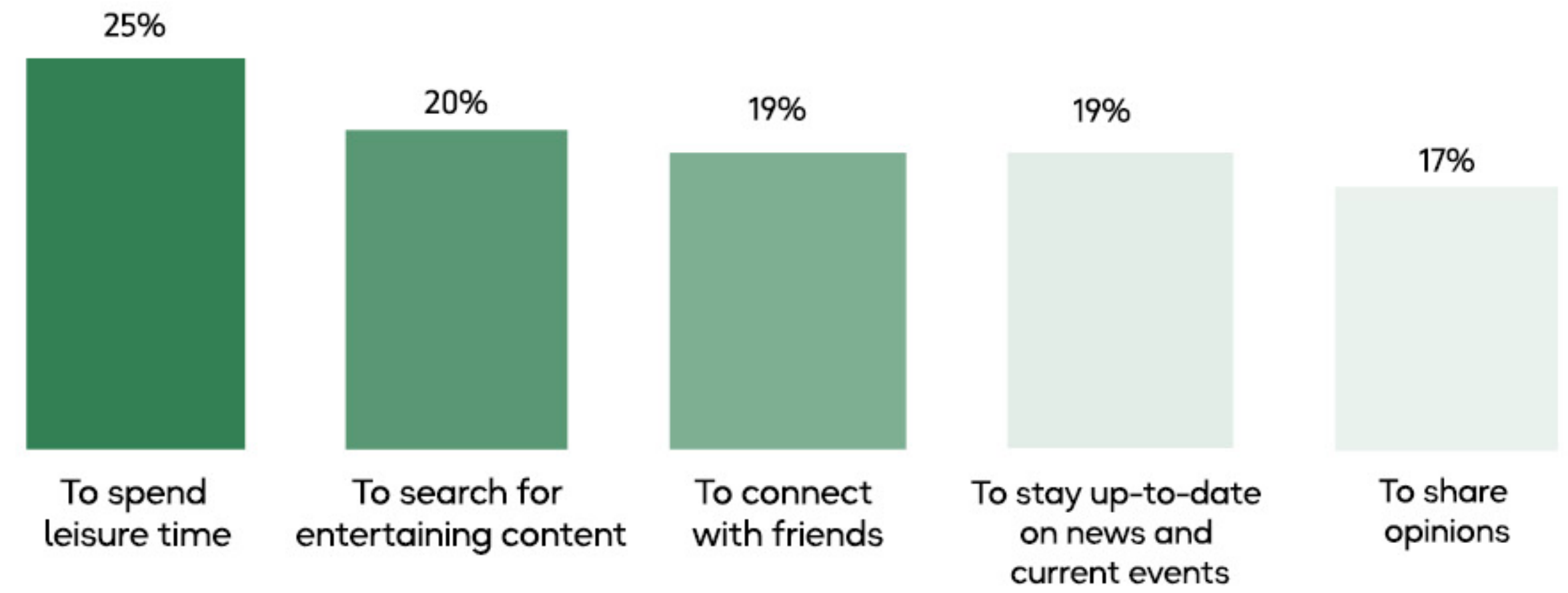
**BlackBerry**

Perhaps the most important event after the release of the iPad in the teenage and youth years of this generation was the advent of social networking. Computers, BlackBerry phones, WhatsApp, Twitter and social media were all landmarks along the way.

In addition, electronic games, whether played on applications or on dedicated game consoles, rose in popularity. Although this used to be a man thing in the past, now there are professional female players in electronic games.

# Social Networking

## Reasons for using social media platforms



24.5%



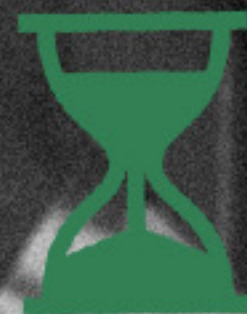
23.7%



13.2%



10.8%



**10%** of the Ipad Generation spend more than 10 hours a day on social media platforms.



# Art

## A-list celebrities of this generation



Majid al-Muhandis



Mohammed Abdu



blackpink



BTS



**58%** of this generation use song-listening apps,  
that is, 2.3% less than Al Alfa

# Al Alfiah Generation

Born between 1980 and 1994

Popular car

Chinese cars



Learning Approach

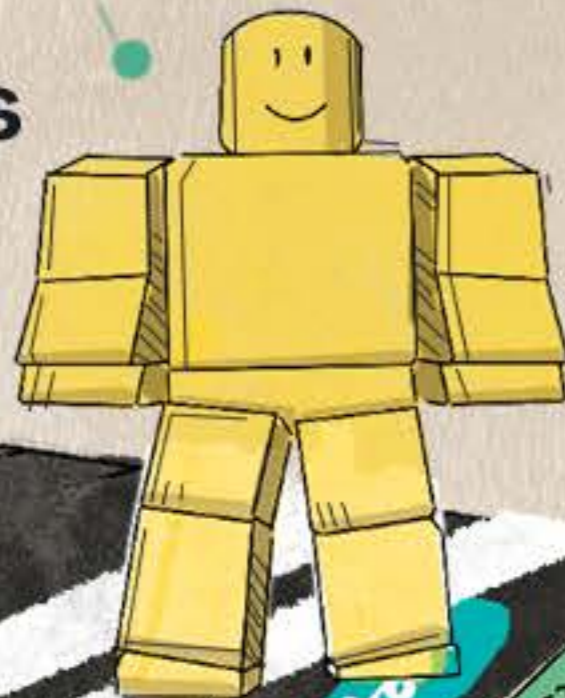
Virtual approach

Leadership Style

By inspiration

Popular toys

Roblox



Landmark Event

Vision 2030



Sources of Influencers

Friends and Social Media influencers

Listening Source

Spotify



Marketing

Social media websites



# Al Ro'yah Generation

Born 2010-2024



**Easily connected  
with the world**



**Familiar with different  
languages and world  
cultures**



**Movie theaters  
allowed to open  
in the Kingdom**



**Prefer to have their  
own personal space**



**Covid-19 outbreak**



**Women driving  
permitted**

In educational and professional terms, a multitude of diverse education and employment fields are awaiting this generation, with there being different job opportunities that have not been available previously owing to Vision 2030's focus on many untapped areas such as tourism. We predict that this generation's job life cycle will be shorter than that of the previous generations because its members easily get bored and have available to them a wide variety of job opportunities. Moreover, compared to the previous generations, this one pays greater attention to experience than it does to salaries.

## A Glimpse of the Educational and Professional Side



**This generation's English is much better than Arabic**



**Attention began to be paid to nurseries and childcare centers**

The members of Al Ro'yah Generation are born at a time when the daily routine is overwhelmed by devices. Connectivity is constantly available everywhere – at home, in the market and in the car. iPads now have different sizes and features. Cell phone models are countless, and every now and then, new accessories are introduced, such as Bluetooth headphones and watches that count calories, steps, heart rate, etc. GPS trackers are very widespread now and surveillance cameras have become one of the basic installations in almost every home. All these devices rely mainly on applications, which started to appear in the previous generation, i.e. the iPad Generation. Even most of the games of this generation are apps. Twenty years after the release of the first device with a voice control feature, we can now see that most devices, applications and cars have it.

## A Glimpse of the Technological Side



**Constantly available connectivity everywhere  
– at home, in the market and in the car**



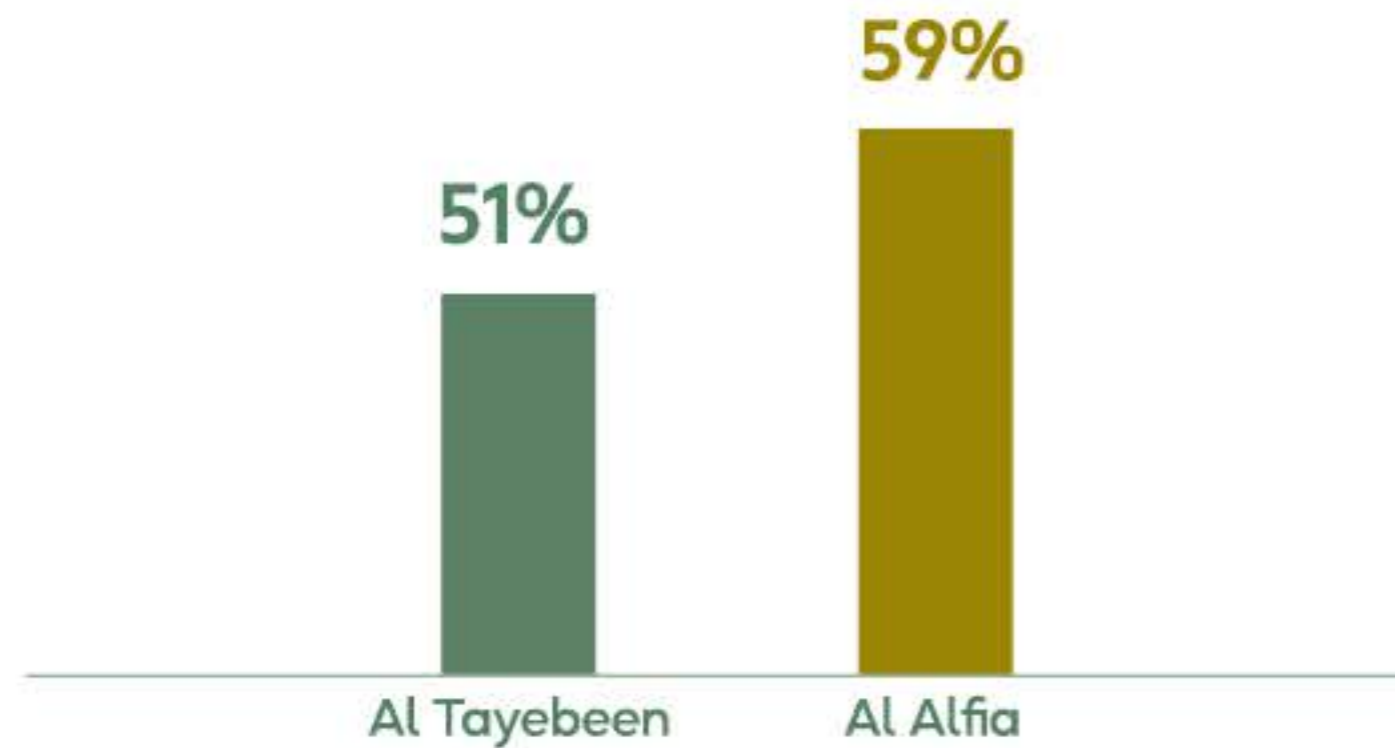
**Countless cell phone  
models**



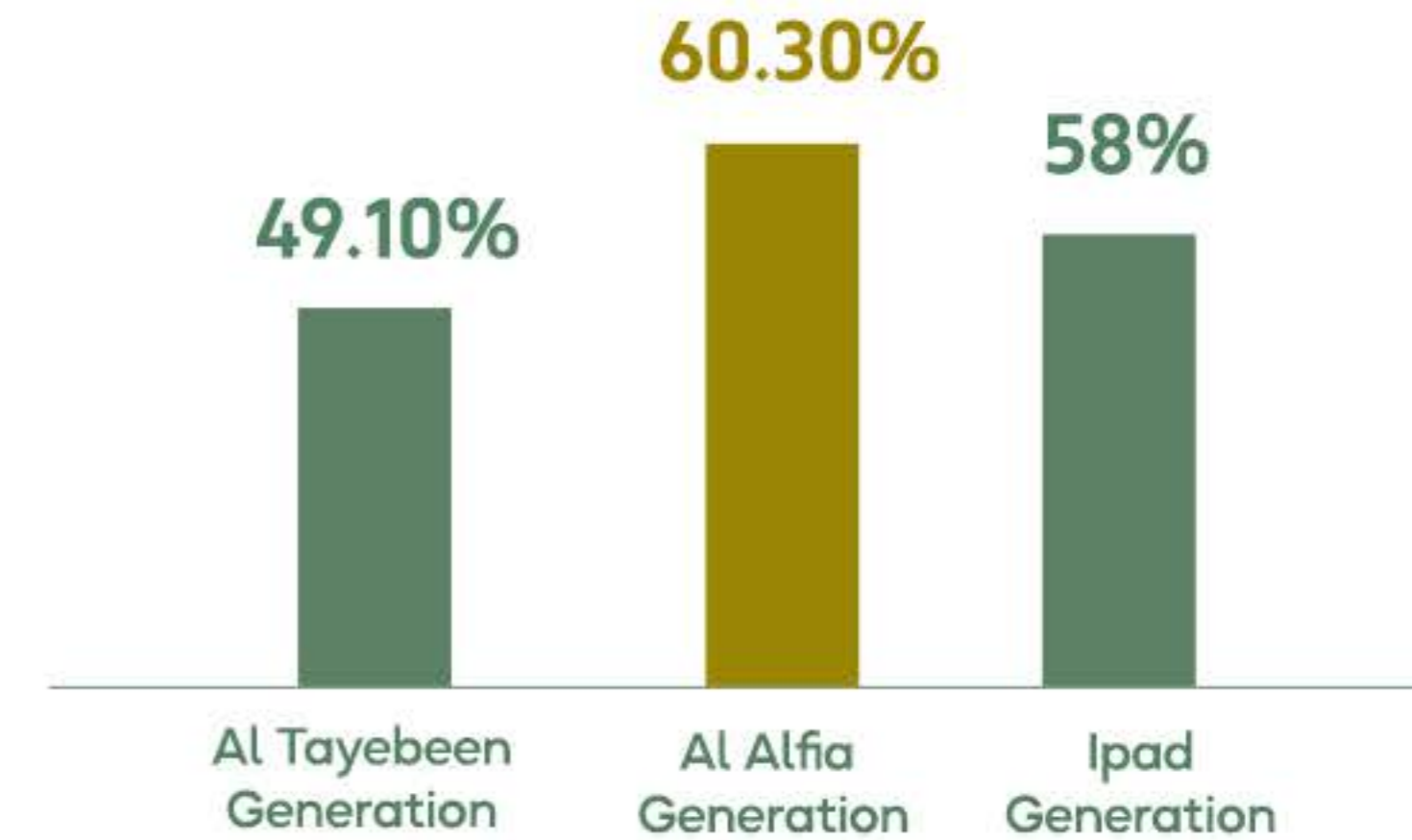
**iPads with different  
sizes and features**

# comparison

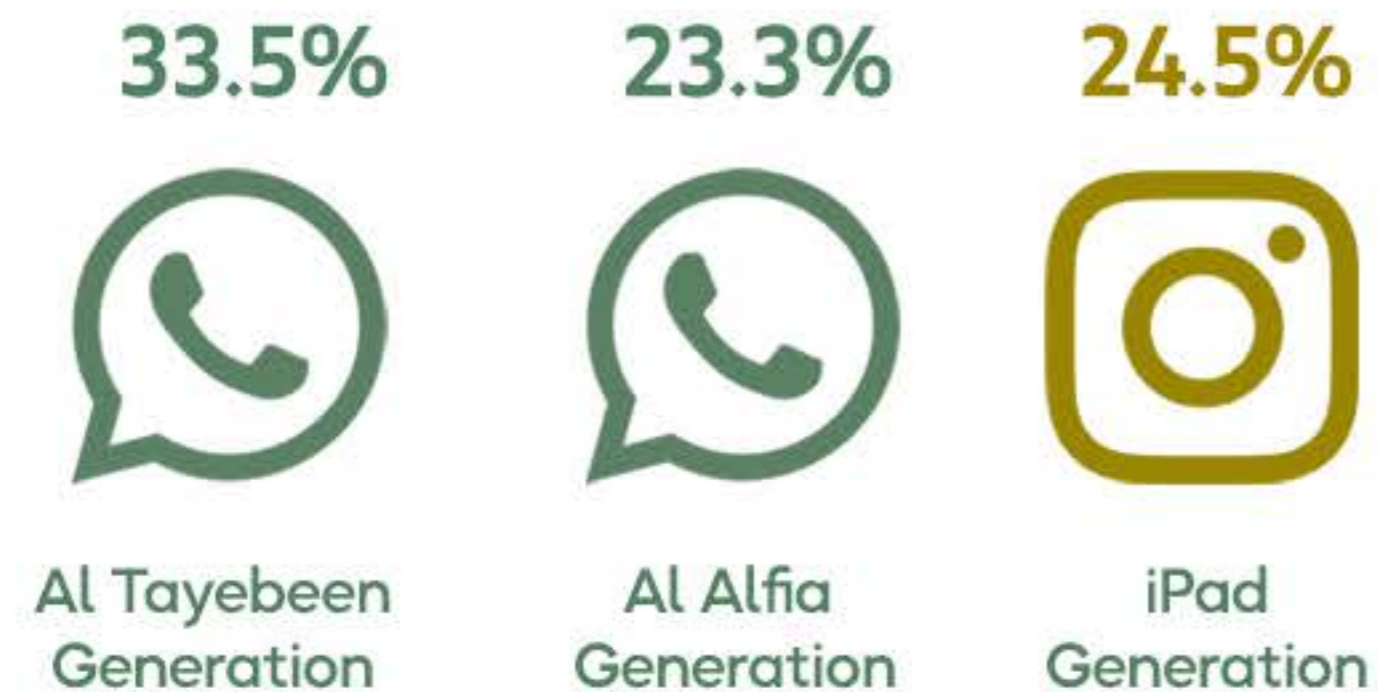
## Academic qualification (university degree or higher)



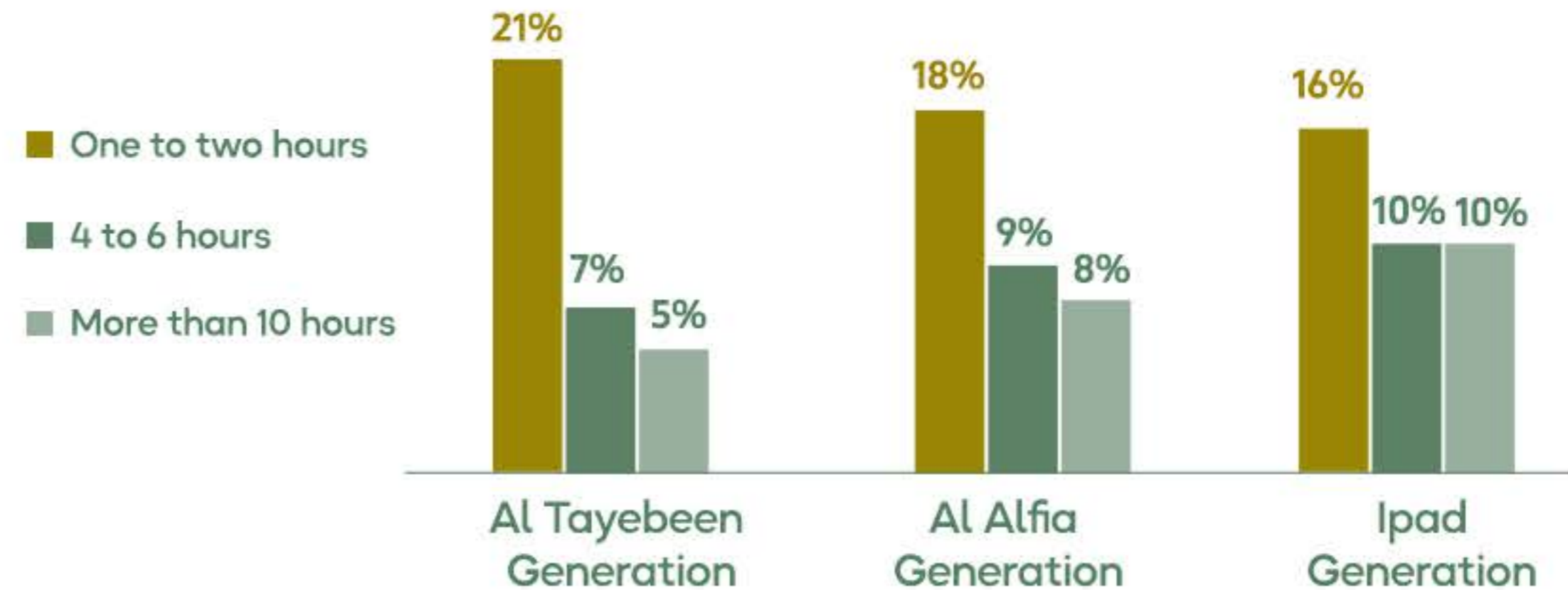
## Use of Song listening apps



## Favorite social media platforms



## Social media usage rate





## **OUR EXPECTATIONS FOR THE FUTURE GENERATION** Akhdar Generation

Al Akhdar Generation, born 2025-2039, is expected to be privileged and influenced by one another rather than by a prominent figure in society. Artificial intelligence will play a major role in marketing and in the education of this generation. There will be considerable attention to and widespread concern for the environment, recycling and awareness about humanitarian issues after features of this direction came into being with Al Ro'yah Generation, hence the name "Al Akhdar" (i.e. the Green Generation). The outcome of this will probably translate into a remarkable and unprecedented rise in entrepreneurship, as well as ensuing fluctuations in the business market.

Al Akhdar Generation is further expected to clearly demonstrate prominent patriotic features, including cohesion. In addition, they will break free from geographical restrictions between regions, and will harvest the fruitful rewards of the Vision. With this generation, it is also expected that creativity will flourish and consumer behavior predictions will be easier due to the rise of artificial intelligence.

And finally, what are your expectations for this generation?

An aerial photograph of a large body of water, possibly a bay or a large lake, with a prominent curved barrier or breakwater extending from the left side. The water is dark, and several small sailboats are visible on the surface. The background shows a flat landscape under a clear sky. The text "Report Team" is overlaid in the center in a bold, white font.

# Report Team





## Strategy and Planning Team:

- Sulaiman Alkadi

## Business Intelligence Team:

- Abdullah Albarakani
- Maram Almatrafi

## Creative Team:

- Amir Mohamed
- Moustafa Sakna
- Passant Mabrouk
- Medhat Adel
- Ramy Hassan
- Esraa hamdoun

## Content Creation Team:

- Abrar Alghamdi
- Afnan Alqarni
- Sara Basaleh
- Noura Alajalin

## Author



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Msc in International Marketing.  
PhD in Destination Branding.



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