

A Profile of Millennial Men and Women_

Both Millennial men and women are defined by their access to technology. They are also strong advocates for education. Millennial women, however, are less likely to consider technology as having played a defining role in their lives and are more conscious of gender equality issues, especially in the workplace.

Tech-Savvy, Believe In Power of Technology to Affect Change_



Overall, Millennial men and women are both part of a smartphone generation as 76 percent of all Millennials owning a smartphone. They are defined by their access to technology. Men and women both spend, on average, six hours a day online and generally, both genders say:

- Technology has made language barriers easier to overcome (88 percent of men vs. 87 percent of women).
- Technology has made it easier to get a job (82 percent of men vs. 83 percent of women).
- Technology creates more opportunities for all, as opposed to a select few (70 percent of men vs. 68 percent of women).

Additionally, Millennial men and women agree that technology is not yet an equalizer: both say that technology has widened the gap between the rich and the poor (61 percent of men vs. 62 percent of women).

Technology is the New Gender Gap_

Millennial men and women value the role and impact of technology differently in their lives.

Globally:		
"I am on the cutting-edge of technology"	80%	69%
"I think technology has been influential in shaping my outlook on life"	39%	22%
"I think technology is the field of study most important for ensuring personal future success"	42%	29%

Millennial Women Think Education is Most Important_

- Sixty-four percent of women credit school /education for influencing their outlook on life (vs. 58 percent of men).
- Forty-five percent of women say improving the access to and quality of education is one of the most important ways to make a difference in the world (vs. 39 percent of men).

Millennial Women Still Worry About Gender Equality_

- More than half (59 percent) of Millennial women say women and men in their country receive different pay for the same job (vs. 47 percent of men).
- Forty-eight percent of women say women and men do not have the same rights (vs. 32 percent of men).
- Almost half (47 percent) of women say women fight harder to be successful in the workplace (vs. 25 percent of men).



Millennial Men and Women are More Similar Than They are Different_

- Both are optimistic and positive about their own lives and future.
- Believe strongly in their personal freedoms and rights, such as freedom of expression and right to privacy.
- Are concerned about the health of local and global economies.
- Are aware of and concerned about environmental issues.
- Are unsure their governments are sufficiently representing their values and beliefs.
- Are concerned about the progression from school to workplace environment.

Millennial Women Less Likely to Believe They Can Make a Difference than Millennial Men_

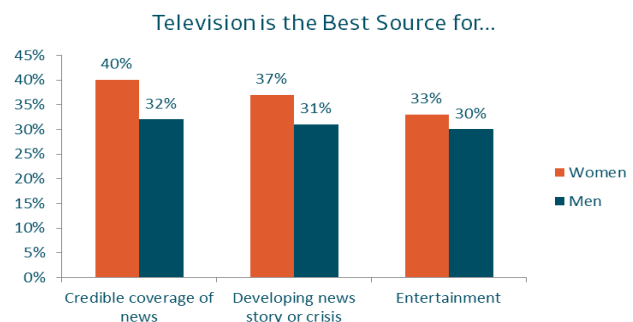
- Fifty-eight percent of women believe they can make a difference locally (vs. 66 percent of men).
- Slightly more than one-third (37 percent) of women believe they can make a difference globally (vs. 43 percent of men).
- Only 16 percent of women strongly agree they have opportunities to become an entrepreneur or develop and bring an idea to market (vs. 22 percent of men).
- Eighteen percent of women think being an entrepreneur is very important (vs. 25 percent of men).

Millennial Women Tend to be More Conservative Regarding Marriage_

- While 83 percent of Millennial women believe it is a right to choose who you marry (vs. 80 percent of men), many women are slightly more conservative when it comes to marrying someone of a different religion; 40 percent of Millennial women say they would marry someone with different religious beliefs (vs. 51 percent of men).
- Seventy-nine percent of women say they are open to other religious beliefs outside of their own (vs. 73 percent of men).

Millennial Women are More Likely to Watch Television for News, Entertainment_

- The Internet, including social media, is the top choice for news and entertainment, but Millennial women are more likely than men to turn to the television.



Survey Methodology

Telefónica in partnership with the *Financial Times*, commissioned 12,171 online quantitative interviews among Millennials, aged 18-30, across 27 countries in six regions including North America, Latin America, Western Europe, Central and Eastern Europe, Asia, and Middle East / Africa. Penn Schoen Berland conducted the survey from 11 January – 4 February 2013. Millennials from Argentina, Australia, Brazil, Canada, Chile, China, Colombia, Czech Republic, Egypt, France, Germany, India, Israel, Italy, Japan, Kingdom of Saudi Arabia, Korea, Mexico, Peru, Poland, Russia, South Africa, Spain, Turkey, United Kingdom, United States and Venezuela were surveyed. Country sample sizes represented in the global number are weighted by the percent of the population in each country with access to the Internet. The global margin of error is +/- .9 percent. Around the world, 6,207 men and 5,964 women adult Millennials were surveyed.