



### Poised to Make a Difference and Driven by Technology\_

Globally, Millennials, aged 18-30, are defined by their ubiquitous use of technology and belief that an education in technology will ensure future success. They are driven, engaged and inter-connected. They are optimistic about their own future and strongly believe they can make a difference, yet concerned for the future of the economy and the planet.

#### Living Online: Constantly Connected and Believe Technology Creates Opportunities for All\_



Over three-fourths of Millennials worldwide (76 percent) say they own a smartphone and spend an average of six hours online each day. The Internet, including social media, is considered the best source for credible news coverage (45 percent), a developing news story or crisis (54 percent) and entertainment (64 percent). Globally, Millennials also believe technology can create opportunities:

- Eighty-seven percent say technology has made language barriers easier to overcome
- Eighty-three percent agree technology has made it easier to get a job
- Sixty-nine percent say technology creates more opportunities for all, as opposed to a select few

And, 36 percent of Millennials worldwide believe an education in technology is most important to ensuring future success. But, we also found that 62 percent of Millennials believe technology has widened the gap between the rich and the poor (62 percent).

#### Technology is the New Gender Gap\_

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

Global:		
"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%

#### Believe Education is a Key Driver of Change\_

- Forty-two percent believe improving the access to and the quality of education is the most important way to make a difference in the world.
- Forty-one percent say protecting the environment is most important.
- Thirty-nine percent say eliminating poverty is important.

#### Less Concerned with Romantic Relationships, Deeply Concerned About Life Transitions\_

- Sixty-three percent say it is difficult for their generation to make the progression from school to the workplace.
- Over one-third (39 percent) say they expect to continue working indefinitely and will not have enough money to retire comfortably.



### Introducing the Millennial Leaders\_

The Millennial Leaders are a new subgroup of the Millennial generation, identified through the survey, defined by their *expertise with technology*, a *passion to participate* in solving challenges facing communities and the world, and a *drive to succeed*.

- **Heavily influenced by technology:** 44 percent say technology has been most influential in shaping their outlook on life (vs. 30 percent worldwide).
- **At ease with technology:** 72 percent describe their comfort level with technology as excellent (vs. 30 percent worldwide).
- **Optimistic:** 61 percent are very optimistic about their future (vs. 32 percent worldwide).
- **Career-oriented:** 66 percent say it is very important to make it to the top of their career (vs. 43 percent worldwide).
- **Civically-engaged:** 46 percent say they always participate in their country's political process (vs. 28 percent worldwide).

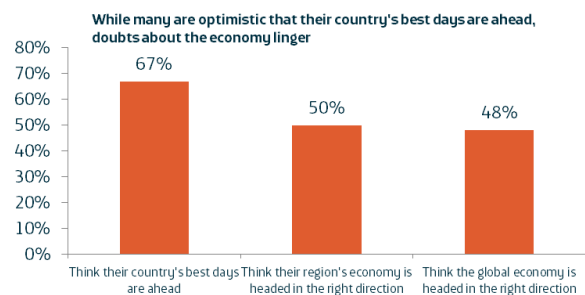
### Strongly Believe in Opportunity to Make a Difference and their Personal Freedoms\_

- A majority (68 percent) believe they have an opportunity to be an entrepreneur in their country.
- Sixty-two percent think they can personally make a local difference.
- Forty percent think they can personally make a global difference.
- Almost half (45 percent) believe one person's participation in their current political system does make a difference.

- More than three-fourths (76 percent) say they are open towards other religious beliefs outside their own.
- A majority (82 percent) think it is a right to choose who you marry, not a privilege.
- Over three-fourths (76 percent) think freedom of expression is a right.
- Seventy-five percent think they have a right to privacy.

### Concerned with the Health of the Economy and the Planet\_

- Millennials say the economy is the most important issue facing their region, except in Latin America and the Middle East / Africa.
- Fifty-three percent say the issue of climate change is "very pressing" and 41 percent say protecting the environment is the most important way to make a difference in the world.



### 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.