



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.

Cutting-Edge of Technology and Believe They Can Make a Difference _

Millennial Leaders are the 11 percent of global Millennials who will drive change through technology. They are found at the intersection of:

- Strongly agree they are on the cutting-edge of technology.
- Believe they can make a local difference.
- Believe they have opportunities in their country to become an entrepreneur or develop and bring an idea to market.

Technology plays a large role in influencing the lives of Millennial Leaders:

- Forty-four percent say technology has been most influential in shaping their outlook on life (vs. 30 percent worldwide).
- Seventy-two percent describe their comfort level with technology as excellent (vs. 30 percent worldwide).

Millennial Leaders are defined by their access to and confident use of technology:

- Eighty-two percent own a smartphone (vs. 76 percent worldwide).
- Eighty percent own a laptop (vs. 74 percent worldwide).
- Almost two-thirds (66 percent) own a desktop computer (vs. 50 percent worldwide).
- Almost half (46 percent) own a tablet (vs. 28 percent worldwide).

Civically Engaged and Use Technology to Keep Themselves Politically Informed_

- Almost half (46 percent) say they always participate in their country's political process (vs. 28 percent worldwide).
- Two-thirds (67 percent) strongly agree that technology has made them better informed about political issues in their country (vs. 38 percent worldwide).
- Sixty percent strongly agree that social media plays an important role in current political events and movements in their country (vs. 33 percent worldwide).
- Forty-five percent strongly agree that technology has made their government more transparent (vs. 19 percent worldwide).

Optimistic and Driven to Create Change_

- Almost twice as likely to say they are very optimistic about their future (61 percent vs. 32 percent worldwide).
- Seventy-nine percent think their country's best days are ahead (vs. 67 percent worldwide).
- Almost three-fourths (74 percent) believe they can make a global difference (vs. 40 percent worldwide).

Very Career Oriented_

- Almost two-thirds (66 percent) say it is very important to make it to the top of their career (vs. 43 percent worldwide).
- Forty-four percent say becoming an entrepreneur is very important (vs. 22 percent worldwide).



Millennial Leaders Around the World_

- Millennial Leaders are generally men: 62 percent are men, 38 percent are women.
- A majority of Millennial Leaders live in cities: 74 percent live in a city (vs. 68 percent worldwide).
- There is a high concentration of Millennial Leaders in Latin America, India and North America.

Top 14		Bottom 13	
Country	Percent of country respondents that are Millennial Leaders	Country	Percent of country respondents that are Millennial Leaders
Colombia	27%	Germany	12%
Peru	26%	Israel	12%
KSA	26%	Argentina	10%
Chile	22%	Turkey	10%
Venezuela	22%	Egypt	8%
India	22%	China	7%
Mexico	21%	Spain	6%
South Africa	20%	France	6%
Brazil	18%	Czech Republic	6%
US	16%	Russia	6%
Australia	15%	Italy	4%
Poland	14%	Korea	2%
Canada	13%	Japan	1%
UK	13%		

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.