



Defined By Their Access to and Use of Technology, Believe Education in Technology Will Bring Success_

Millennials are defined by their ubiquitous use of technology and belief that an education in technology is important to achieve future success. They are online, connected and think the Internet and social media are the best sources for news and entertainment. There is, however, a gap between Millennial men and women when it comes to their feelings about and use of technology.

Millennials Believe Technology Creates Opportunities and Empowers Individuals_

Eighty-seven percent say technology makes language barriers easier to overcome.

- North America: 91 percent
- Latin America: 91 percent
- Western Europe: 89 percent
- Central & Eastern Europe: 94 percent
- Asia: 84 percent
- Middle East & Africa: 86 percent

Eight-three percent say technology has made it easier to get a job.

- North America: 74 percent
- Latin America: 85 percent
- Western Europe: 78 percent
- Central & Eastern Europe: 92 percent
- Asia: 85 percent
- Middle East & Africa: 84 percent

Sixty-nine percent say technology creates more opportunity for all, as opposed to a select few.

- North America: 76 percent
- Latin America: 74 percent
- Western Europe: 76 percent
- Central & Eastern Europe: 78 percent
- Asia: 61 percent
- Middle East & Africa: 75 percent

Technology is not yet an equalizer: 62 percent of global Millennials say technology has widened the gap between the rich and the poor, although this is less of a concern in Latin America and the Middle East & Africa. Over half (53 percent) of Latin American Millennials and half (50 percent) of Millennials in Middle East & Africa think technology has shrunk the gap between rich and poor.

Constantly Online_

Globally, Millennials spend an average of six hours online every day.

- North America: 7 hours
- Latin America: 7 hours
- Western Europe: 5 hours
- Central & Eastern Europe: 6 hours
- Asia: 6 hours
- Middle East & Africa: 5 hours

Own a Smartphone_

Globally, 76 percent say they own a smartphone.

- North America: 71 percent
- Latin America: 68 percent
- Western Europe: 79 percent
- Central & Eastern Europe: 60 percent
- Asia: 83 percent
- Middle East & Africa: 72 percent

Believe an Education in Technology Will Drive Success_

- More than one-third of global Millennials believe an education in technology is most important to ensuring personal future success (36 percent).
- Technology rated higher than other academic studies including economics (20 percent), foreign languages (13 percent) and science (12 percent).



Technology is the New Gender Gap_

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

	"I am on the cutting-edge of technology"		"I think technology has been influential in shaping my outlook on life"		"I think technology is the field of study most important for ensuring personal future success"	
	♂	♀	♂	♀	♂	♀
Global	80%	69%	39%	22%	42%	29%
North America	87%	70%	43%	24%	35%	21%
Latin America	89%	83%	44%	22%	44%	25%
Western Europe	87%	72%	38%	20%	32%	15%
Central & Eastern Europe	77%	65%	35%	22%	40%	21%
Asia	74%	63%	37%	20%	49%	50%
Middle East & Africa	83%	79%	39%	34%	35%	25%

The Internet is the Preferred Source for Information and Entertainment Across all Regions_

Thirty-seven percent say the Internet is the best source for credible coverage of news.

- North America: 39 percent
- Latin America: 36 percent
- Western Europe: 35 percent
- Central & Eastern Europe: 41 percent
- Asia: 37 percent
- Middle East & Africa: 29

Forty-five percent say the Internet is the best source for a developing news story or crisis.

- North America: 45 percent
- Latin America: 39 percent
- Western Europe: 42 percent
- Central & Eastern Europe: 40 percent
- Asia: 51 percent
- Middle East & Africa: 31

Fifty-three percent say the Internet is the best source for entertainment.

- North America: 47 percent
- Latin America: 58 percent
- Western Europe: 41 percent
- Central & Eastern Europe: 65 percent
- Asia: 57 percent
- Middle East & Africa: 41

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.