



### Personally Confident, Yet Uncertain About Future of the U.S.\_

U.S. Millennials, aged 18-30, are digitally savvy and optimistic about their personal future. In addition to valuing their personal freedoms, they believe in their ability to make a difference globally and locally and the power of technology to create opportunities for all. Despite having confidence in themselves, Millennials in the U.S. are less certain about the future of the U.S. and its economy.

#### Technology: A Catalyst for Change\_



Heavy users of technology, U.S. Millennials spend an average of seven hours online each day (vs. six hours worldwide), believe they have an excellent personal knowledge and comfort level with technology (49 percent vs. 30 percent worldwide), and believe in technology's power to affect change.

- Seventy-seven percent believe technology creates more opportunity for all (vs. 69 percent worldwide).
- Seventy-three percent believe technology has made it easier to get a job (vs. 83 percent worldwide).
- A vast majority (91 percent) believe technology makes language barriers easier to overcome (vs. 87 percent worldwide).

Technology is the academic field named most important to ensure personal future success (28 percent), ranking higher than science (18 percent) and economics (17 percent). U.S. Millennials, however, do not view technology as an equalizer: 63 percent believe technology has widened the gap between the rich and the poor (vs. 62 percent worldwide).

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

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

In the U.S.:		
"I am on the cutting-edge of technology"	86%	70%
"I think technology has been influential in shaping my outlook on life"	43%	23%
"I think technology is the field of study most important for ensuring personal future success"	34%	21%

#### Strongly Believe in Personal Freedoms\_

U.S. Millennials believe the following are rights, not privileges:

- Freedom of expression (87 percent)
- Ability to vote (81 percent)
- Privacy (81 percent)
- Ability to choose who you marry (80 percent)

And, 78 percent of U.S. Millennials are open

#### Optimistic in Ability to Make a Difference\_

- Eighty-three percent believe they can make a local difference (vs. 62 percent worldwide).
- Fifty-two percent believe they can make a global difference (vs. 40 percent worldwide).
- Sixty percent believe one person's participation in the political system makes a difference (vs. 45 percent worldwide).
- Over three-quarters (77 percent) say they have opportunities to become an entrepreneur or bring an idea to market in the U.S. (vs. 68 percent worldwide).



### 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**.

- The U.S. has one of the largest populations of Millennial Leaders in the world, based on respondents (16 percent vs. 11 percent worldwide).
- U.S. Millennial men are almost twice as likely to be Millennial Leaders as U.S. Millennial women (20 percent vs. 11 percent).

### Career-Driven yet U.S. Millennials Worry About the Economy and Jobs\_

- Sixty percent think the U.S. economy is off on the wrong track.
- Sixty-three percent think the global economy is off on the wrong track.
- Seventy-six percent say outsourcing is bad for the U.S. economy.

- Seventy-six percent say it is important to make it to the top of their careers.
- Fifty-eight percent say it's difficult to make the progression from school to the workplace.
- Forty-nine percent say they expect to have to continue working indefinitely.

### Less Environmentally Conscious than Global Counterparts\_

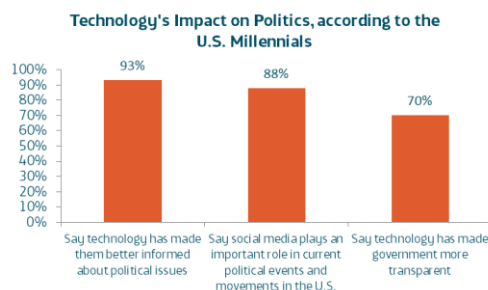
- Thirty-five percent say climate change is a very pressing issue (vs. 53 percent worldwide).
- Five percent say the environment is one of the most important issues facing the world today (vs. 13 percent worldwide).

### Education: Top Choice to Make a Difference in the World\_

- U.S. Millennials believe the top ways to make a difference in the world are improving access to and the quality of education (38 percent), providing basic food and shelter (34 percent) and eliminating poverty (33 percent).

### Politically-Active, U.S. Millennials Don't Think the Government Reflects Their Values and Beliefs\_

- Eighty-one percent say they sometimes or always participate in the U.S. political process.
- But only 45 percent agree the current U.S. political system represents their values and beliefs; more than half (55 percent) disagree.
- Fifty percent think there should be more government regulations on the private sector.



### 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. In the U.S., 1,000 adult Millennials were surveyed, with a margin of error of +/- 3.1 percent.