



# Telefónica Global Millennial Survey: Global Results\_

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#TEFMillennials

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## Introduction

The largest and most comprehensive global study of adult Millennials conducted to date\_



# Methodology

Region / Country		Sample size	MOE
North America	US 	1,000	+/-3.1%
	Canada 	151	+/-8.0%
Latin America	Brazil 	1,028	+/-3.1%
	Mexico 	503	+/-4.4%
	Argentina 	500	+/-4.4%
	Peru 	150	+/-8.0%
	Chile 	500	+/-4.4%
	Colombia 	150	+/-8.0%
	Venezuela 	150	+/-8.0%
	Western Europe	Spain 	915
UK 		900	+/-3.3%
Germany 		919	+/-3.2%
Italy 		251	+/-6.2%
France 		251	+/-6.2%
Central & Eastern Europe	Czech Republic 	500	+/-4.4%
	Russia 	500	+/-4.4%
	Poland 	264	+/-6.0%
Asia	India 	1,000	+/-3.1%
	China 	1,003	+/-3.1%
	Japan 	150	+/-8.0%
	Korea 	151	+/-8.0%
	Australia 	151	+/-8.0%
ME / Africa	Turkey 	251	+/-6.2%
	Israel 	150	+/-8.0%
	KSA 	232	+/-6.4%
	Egypt 	250	+/-6.2%
	South Africa 	201	+/-6.9%
<b>TOTAL</b>		<b>12,171</b>	<b>+/- .9%</b>

Telefónica in partnership with the Financial Times, commissioned 12,171 online quantitative interviews among Millennials, aged 18-30, across 27 countries in six regions. Penn Schoen Berland conducted the 190 question survey from 11 January – 4 February 2013.

*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.*



*Please note, questions in which answer choices are mutually exclusive and all answer choices are displayed, percents may not add up to exactly 100% due to rounding.*

# Demographics

## Gender

Male	<b>50%</b>
Female	<b>50%</b>

## Age

18-24	<b>53%</b>
25-30	<b>47%</b>

## Employment Status

Employed	<b>55%</b>
Student	<b>31%</b>
Not Currently Employed	<b>11%</b>
Other	<b>4%</b>

## Marital Status

Single	<b>66%</b>
Married	<b>23%</b>
Other	<b>11%</b>

## Parental Status

Kids	<b>26%</b>
No Kids	<b>72%</b>
Prefer not to say	<b>2%</b>

## Education

Less than college	<b>40%</b>
College educated	<b>60%</b>

# Key Themes

- 1** Technology And Education  
Millennials are defined by their ubiquitous use of technology and belief that an education in technology will ensure personal future success.
- 2** Technology And The New Gender Gap  
Millennial men and women value the role and impact of technology differently in their lives.
- 3** Government, The Economy And The Environment  
Millennials are concerned about the health of the economy as well as the planet. Many do not believe their values and beliefs are represented adequately by their governments.
- 4** Opportunity, Progression And Personal Freedom  
Millennials value entrepreneurship, but express concern about the progression from school to the workplace. They believe strongly in protecting personal freedoms and are tolerant of other religious beliefs.
- 5** Millennial Leaders  
The next wave of leaders – Millennial Leaders – are the 11% who are the most likely to drive global change. They are defined by access to technology, a passion to participate in solving challenges facing communities and the world, and a drive to succeed.

01

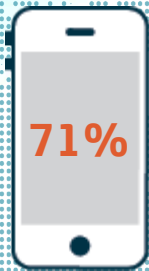
# Me, Myself and Technology\_



# Millennials Are A Smartphone Generation

Globally 76% say “I own a smartphone”

## North America



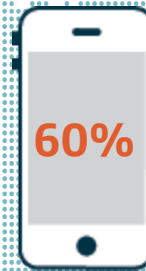
Laptop	83%
Desktop	50%
Tablet	37%

## Western Europe



Laptop	72%
Desktop	49%
Tablet	22%

## Central & Eastern Europe



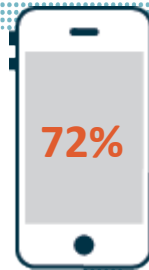
Laptop	64%
Desktop	56%
Tablet	23%

## Latin America



Laptop	62%
Desktop	58%
Tablet	22%

## Middle East & Africa



Laptop	66%
Desktop	45%
Tablet	20%

## Asia



Laptop	77%
Desktop	49%
Tablet	31%

Global smartphone penetration  
in 2011: 30%\*

# Constantly Connected, Constantly Online

Globally, Millennials spend an average of 6 hours online every day

**North America**



**Latin America**



**Western Europe**



**Middle East & Africa**



**Central & Eastern Europe**



**Asia**

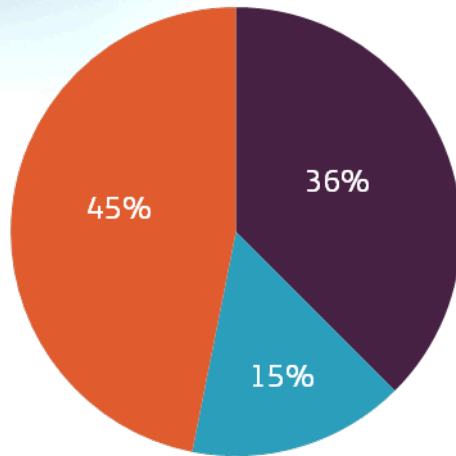




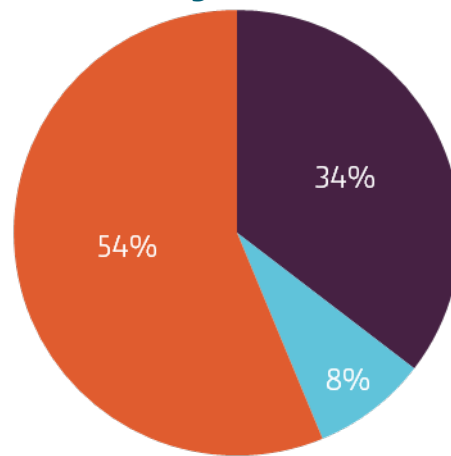
# New Media Trumps The Old For Information And Entertainment

What is the best source for...

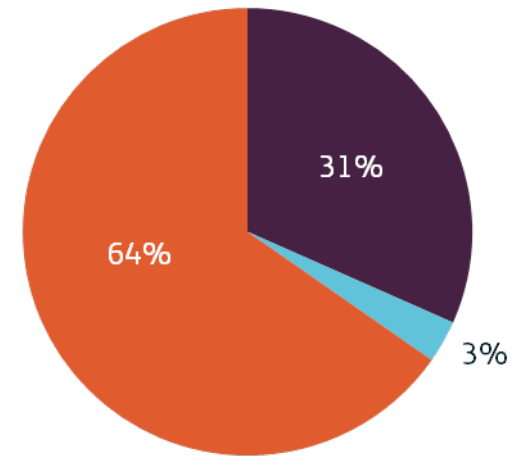
Credible coverage  
of news



A developing news  
story or crisis



Entertainment



Internet, including social media

Television

Printed newspapers/magazines

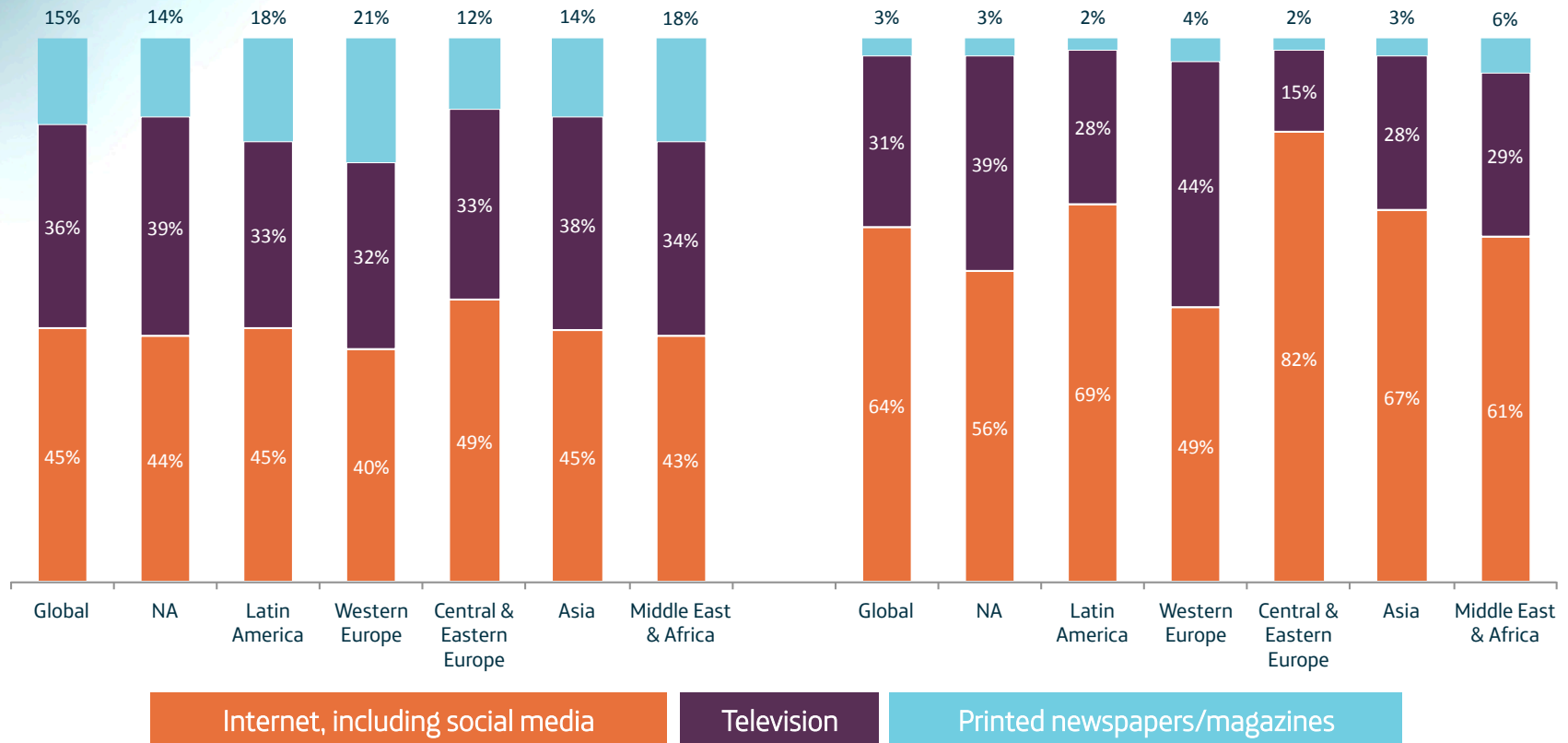
Not showing "Radio"

# True Across Regions...

## What is the best source for...

### Credible coverage of news

### Entertainment



Not showing "Radio"

# Technology Creates Opportunity...

Millennials believe technology can create opportunities for individuals

**87%**  
**say**

“technology has made language barriers easier to overcome”

**69%**  
**say**

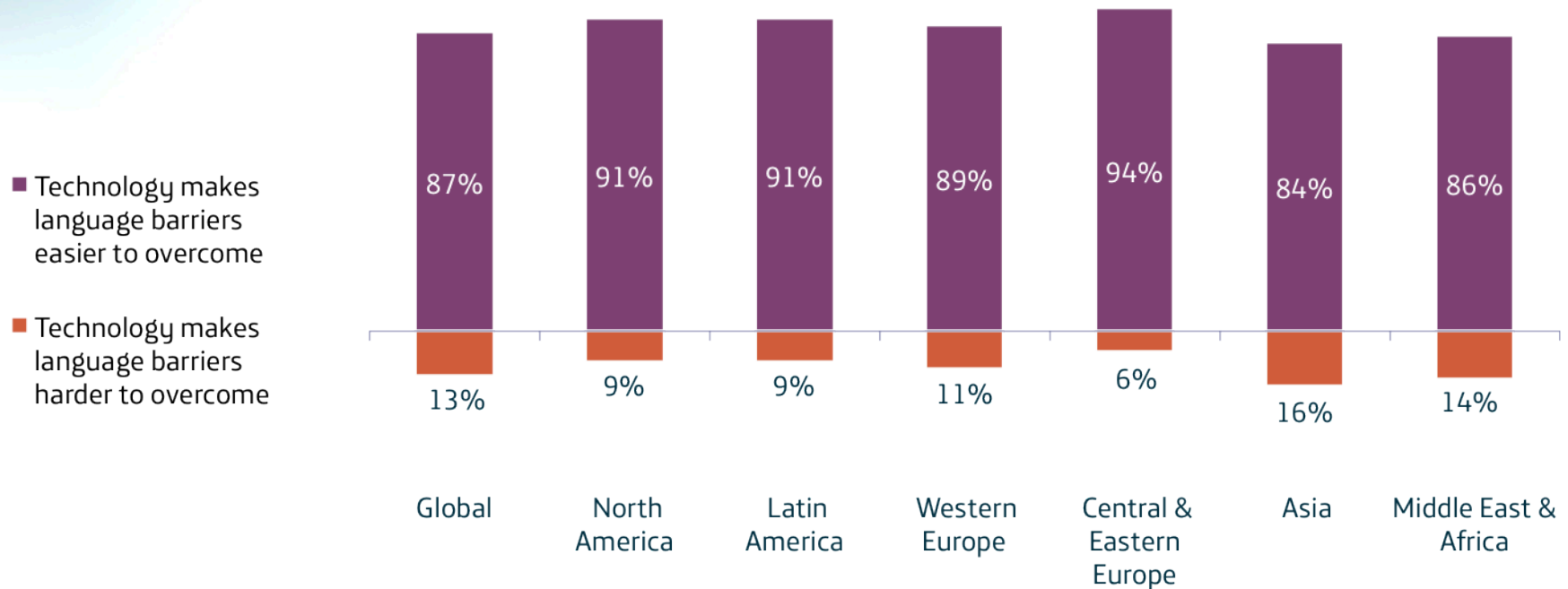
“technology creates more opportunities for all” as opposed to “a select few”

**83%**  
**agree**

“technology has made it easier to get a job”

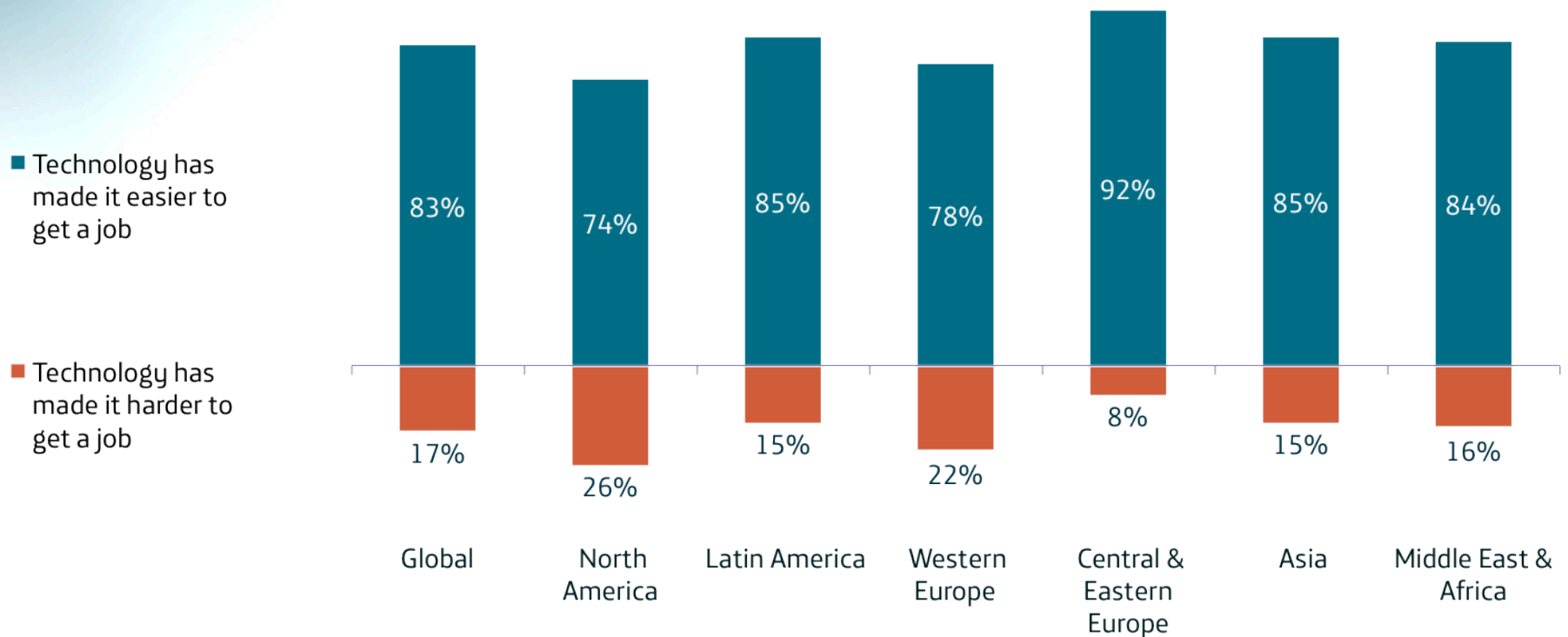
# Overcoming Language Barriers

Which of the following statements most closely represents your opinion on language barriers in the digital age?



# And Making It Easier To Get A Job...

Which statement about jobs and technology do you agree with more?



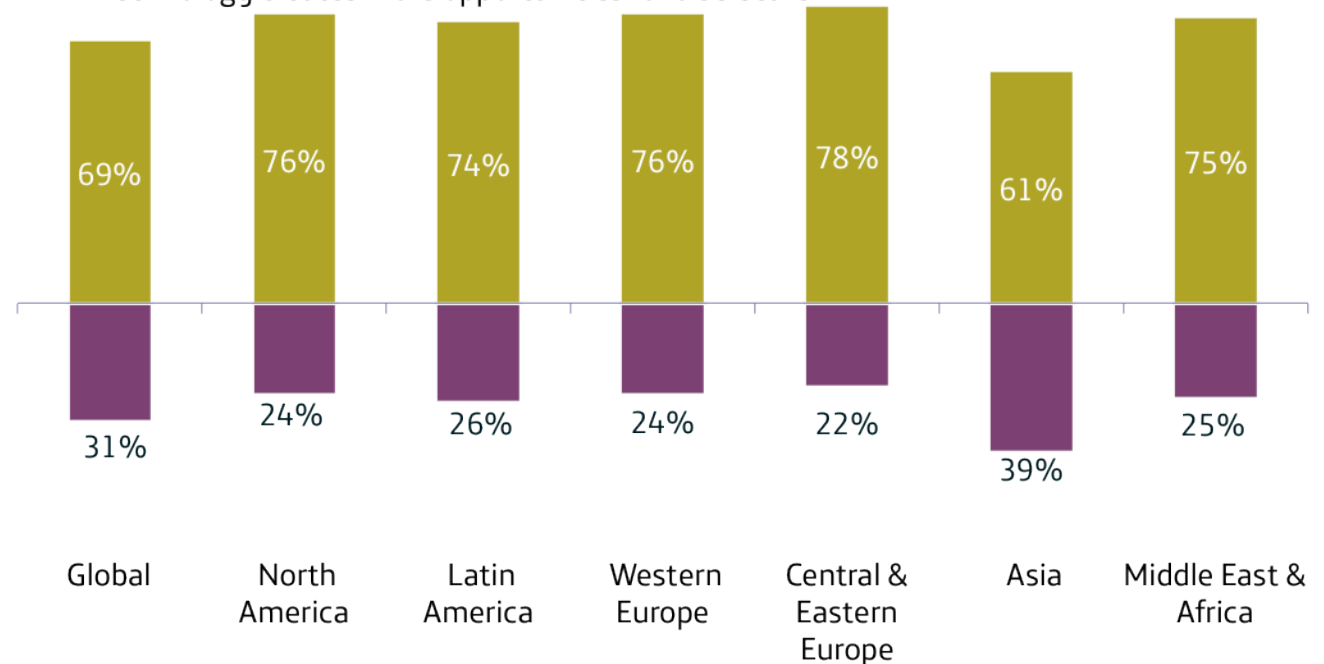
# ...Creating Opportunities For All, Rather Than A Select Few

Which statement about opportunities and technology do you agree with more?

- Technology creates more opportunities for all
- Technology creates more opportunities for a select few

Countries most strongly agreeing with this:

- 🇻🇪 Venezuela 88%
- 🇨🇴 Colombia 81%
- 🇩🇪 Germany 81%



# However, Technology Is Not An Equalizer

But they also believe technology has widened the gap between the rich and the poor

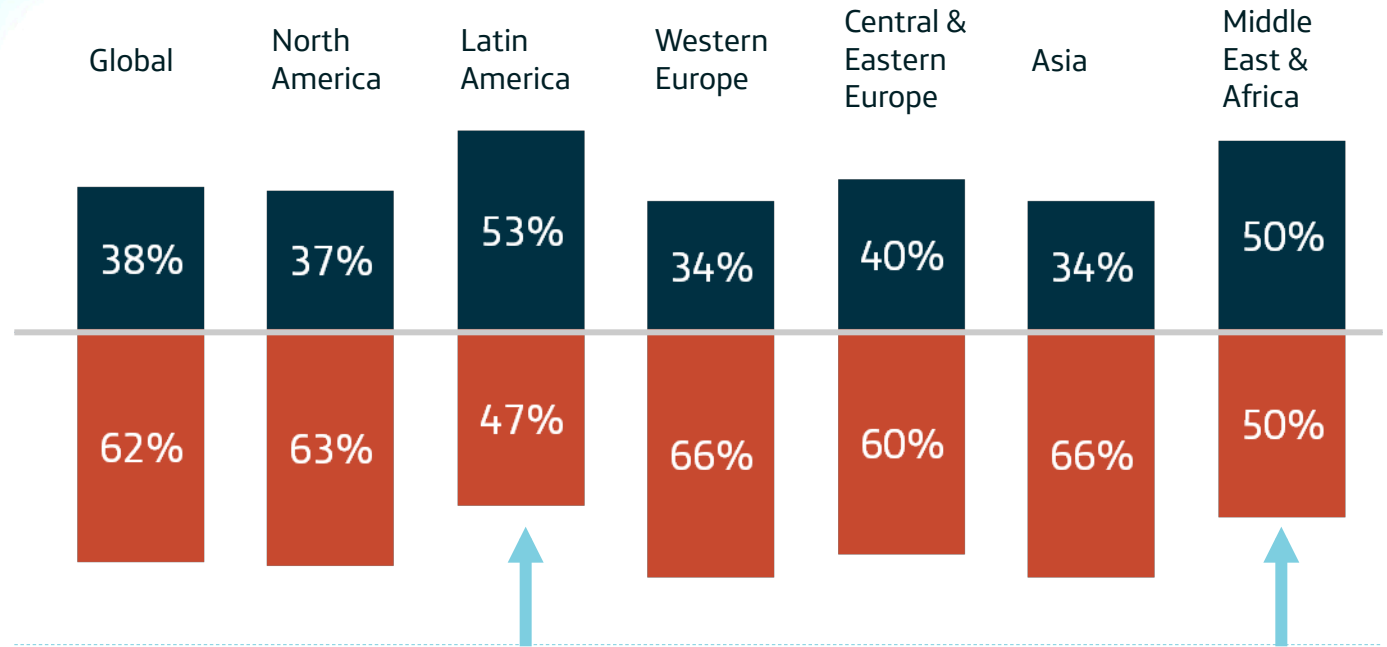
62%  
say

“technology has widened the gap between the rich and the poor”

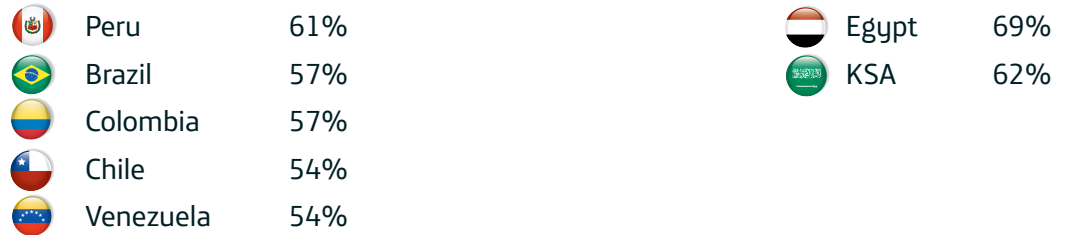
# Concerns About The Rich vs. Poor Exist Across Regions Except In Latin America and Middle East & Africa

■ Technology has shrunk the gap between the rich and the poor

■ Technology has widened the gap between the rich and the poor



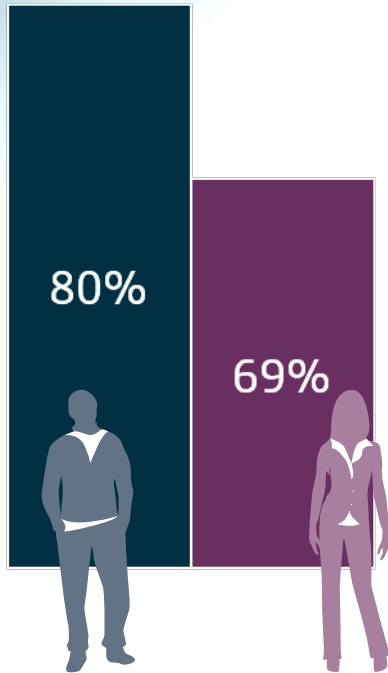
## Who Believes Technology Has Shrunk The Gap?





# Technology Is Also The New Gender Gap

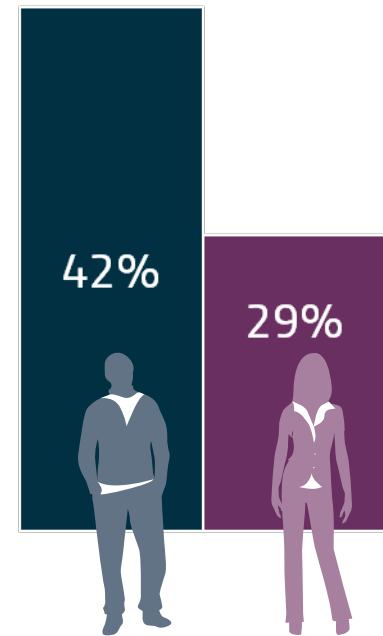
Consider themselves  
“on the cutting-edge  
of technology”



Say “technology” has been  
influential in shaping their  
outlook on life



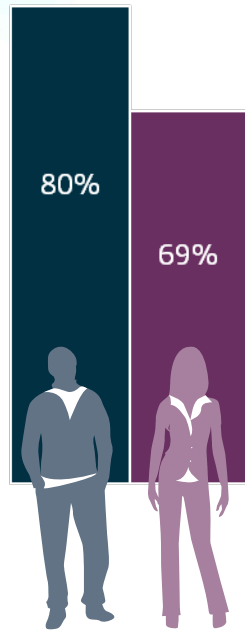
Say “technology” is the most  
important field of study to  
ensuring future success



# Technology Is Also The New Gender Gap

How much do you agree or disagree with the following statement? *I am on the cutting-edge of technology*

Consider themselves  
“on the cutting-edge  
of technology”

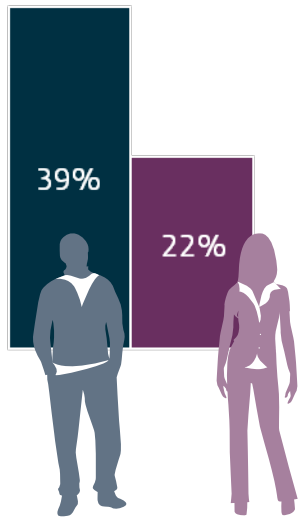


Ranked by Global	Global		North America		Latin America		Western Europe		Central & Eastern Europe		Asia		Middle East & Africa	
	Man	Woman	Man	Woman	Man	Woman	Man	Woman	Man	Woman	Man	Woman	Man	Woman
Strongly + Somewhat agree	80%	69%	87%	70%	89%	83%	87%	72%	77%	65%	74%	63%	83%	79%
Strongly Agree	23	14	29	17	39	25	28	14	23	10	14	11	31	20
Somewhat Agree	57	55	58	53	50	58	59	58	54	55	60	52	52	59
Somewhat Disagree	17	25	12	25	9	13	11	24	20	31	22	29	14	19
Strongly Disagree	3	6	1	5	2	3	2	4	3	5	5	8	3	2

# Technology Is Also The New Gender Gap

Of the following, which three have been the most influential in shaping your outlook on life to date?

Say “technology” has been **influential** in shaping their outlook on life

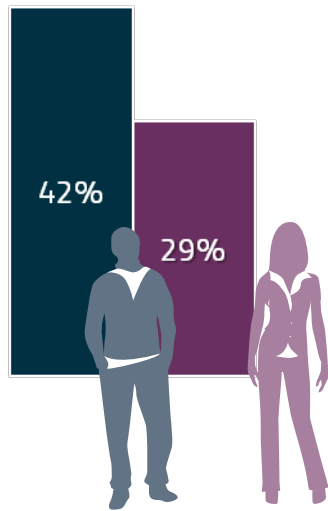


Ranked by Global	Global		North America		Latin America		Western Europe		Central & Eastern Europe		Asia		Middle East & Africa	
	Man	Woman	Man	Woman	Man	Woman	Man	Woman	Man	Woman	Man	Woman	Man	Woman
Family	81%	88%	81%	86%	84%	93%	81%	90%	82%	88%	83%	89%	67%	72%
School/education	58	64	53	57	65	72	58	66	56	64	60	66	47	57
Friends	54	57	53	61	44	46	66	69	58	56	54	58	41	41
<b>Technology</b>	<b>39</b>	<b>22</b>	<b>43</b>	<b>24</b>	<b>44</b>	<b>22</b>	<b>38</b>	<b>20</b>	<b>35</b>	<b>22</b>	<b>37</b>	<b>20</b>	<b>39</b>	<b>34</b>
Economy	29	30	26	23	22	22	24	23	20	18	34	38	29	27
Religion	15	17	22	32	24	31	11	11	12	13	8	7	43	37

# Technology Is Also The New Gender Gap

Which field of study do you believe is most important for ensuring your personal future success?

Say “technology” is the most important field of study to ensuring future success



Ranked by Global	Global		North America		Latin America		Western Europe		Central & Eastern Europe		Asia		Middle East & Africa	
	Men	Women	Men	Women	Men	Women	Men	Women	Men	Women	Men	Women	Men	Women
Technology	42%	29%	35%	21%	44%	25%	32%	15%	40%	21%	49%	40%	35%	25%
Economics	18	21	18	16	17	21	20	20	20	30	17	23	19	20
Foreign Languages	9	16	3	4	11	23	10	19	12	21	10	17	14	20
Science	12	11	15	22	10	11	14	15	10	9	11	7	16	13
Mathematics	5	4	8	6	6	4	7	4	7	3	3	2	7	7
Literature	2	4	3	6	2	4	2	4	2	4	2	4	3	4

02

What Makes  
Millennials Tick?



# The Economy Is The Most Important Issue Outside Of Latin America And Middle East & Africa

## The most important issue facing the region where you live

### North America

- #1. The Economy: 46%
- #2. Education: 12%

### Latin America\*

- #1. Social Inequality: 19%
- #1. Education: 19%

### Western Europe

- #1. The Economy: 34%
- #2. Social Inequality: 15%

### Middle East & Europe\*

- #1. Terrorism: 19%
- #2. Political Unrest: 13%

### Central & Eastern Europe

- #1. The Economy: 22%
- #2. Social Inequality: 17%
- #2. Poverty: 17%

### Asia

- #1. The Economy: 24%
- #1. Social Inequality: 24%

\*The Economy Ranks:  
#4 in LatAm (11%)  
#4 in MEA (10%)

# For North America, The Inconvenient Truth Is Still Just That

% saying the issue of climate change is “very pressing”

North America

36%

Western Europe

49%

Central & Eastern Europe

38%

Asia

59%

Latin America

70%

Middle East & Africa

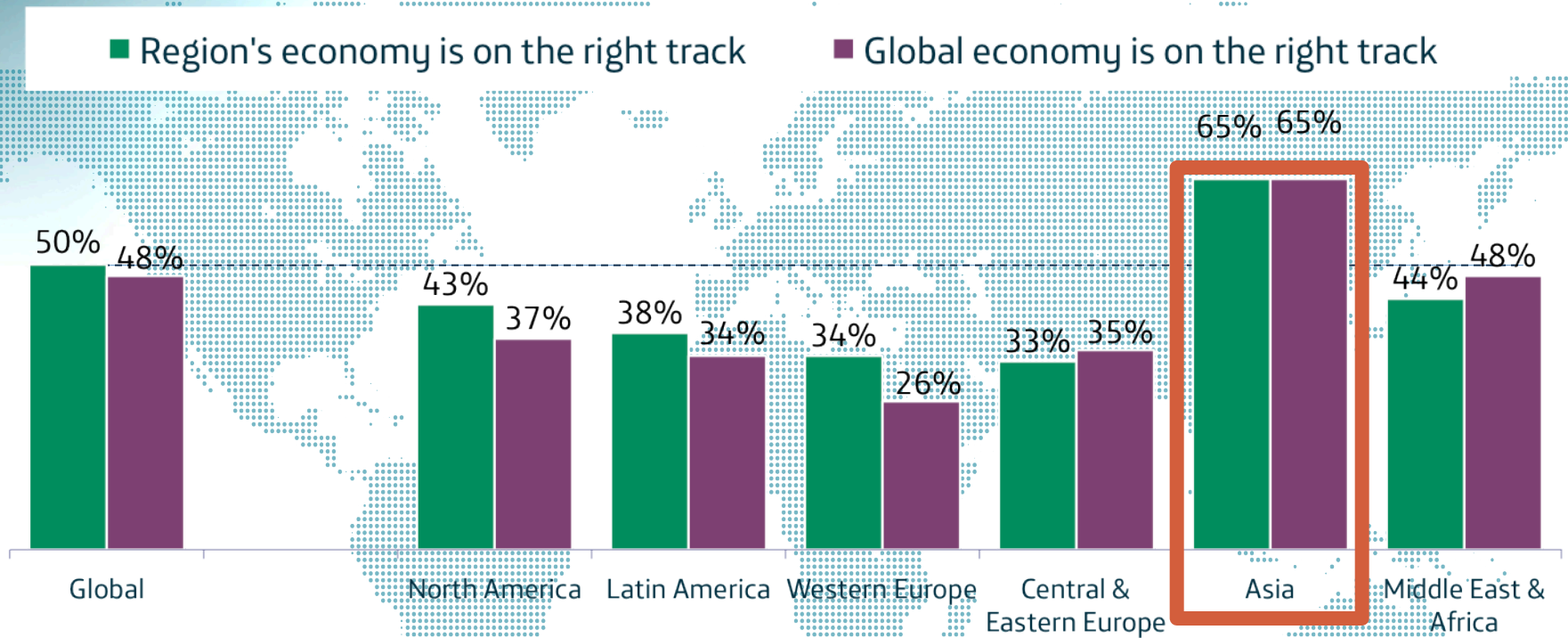
44%

## Countries Most Concerned

Colombia	83%
Chile	72%
Brazil	70%

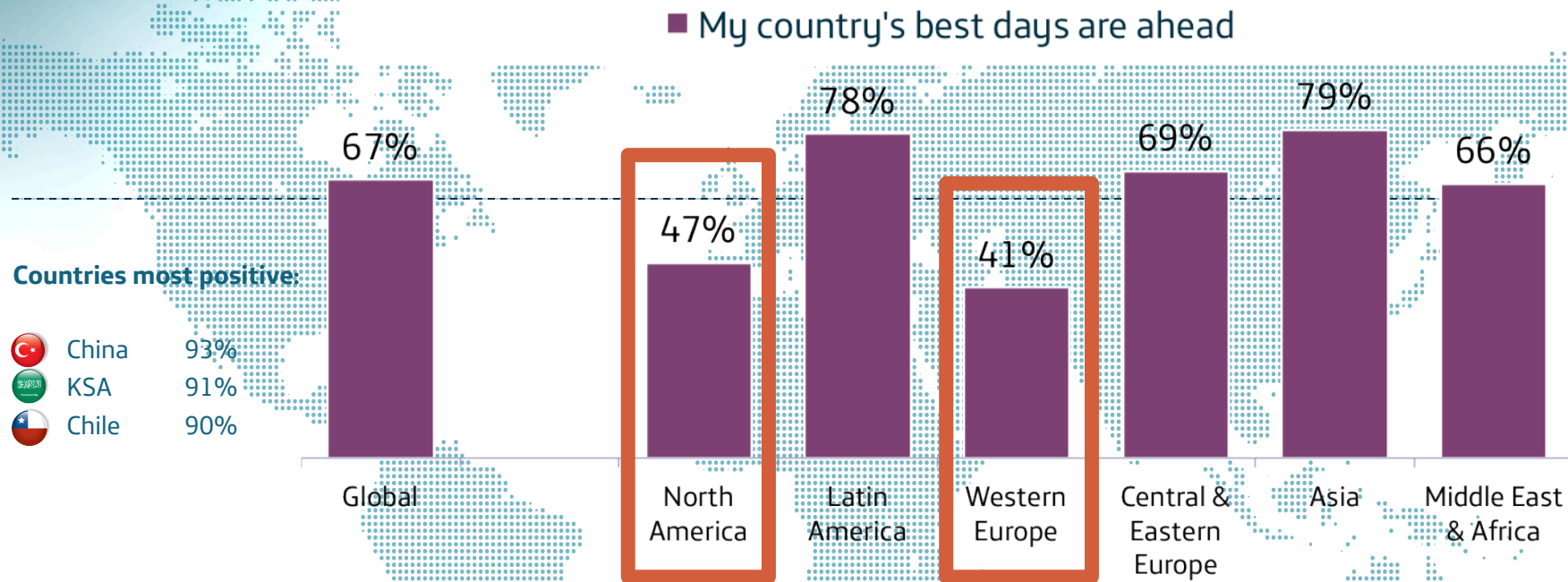
Globally, 53% of Millennials believe climate change is “very pressing”

# Few Believe The Economy Is On The Right Track, Except For Millennials In Asia





# Outlooks Are Bleakest In North America And Western Europe



# Professional Progressions Are Keeping Millennials Up At Night

63%  
say

it is difficult for their generation to progress from school to the workplace environment

39%  
say

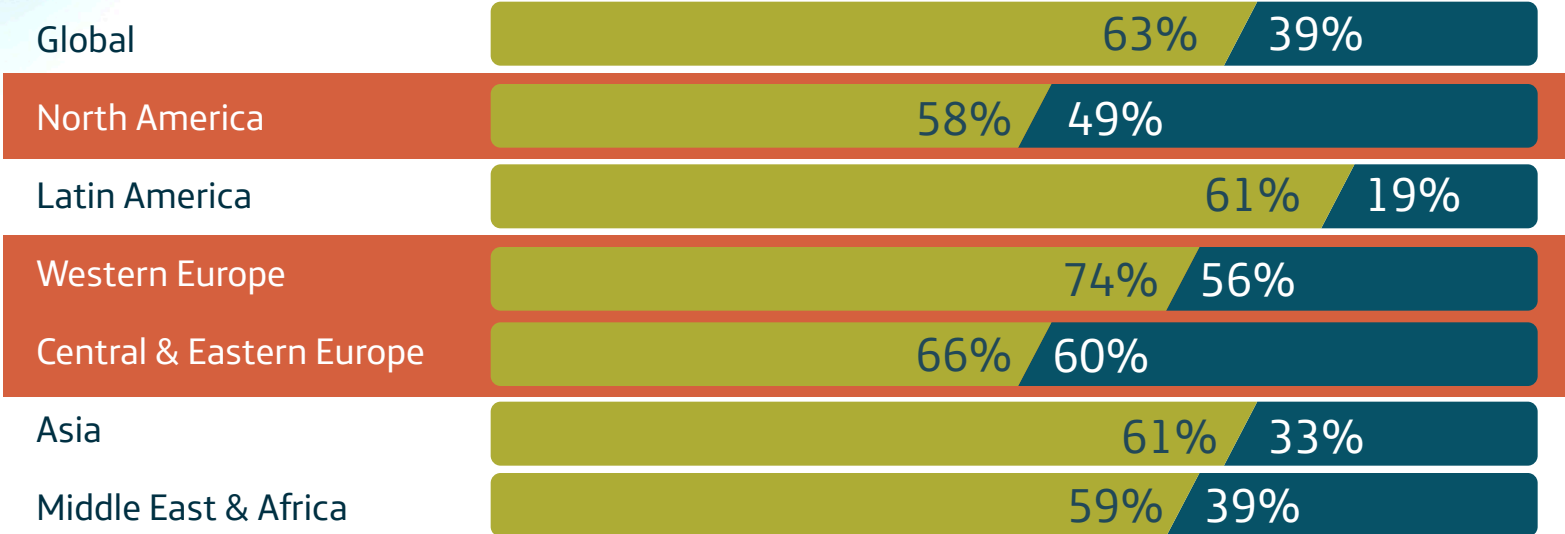
they expect to have to continue working indefinitely and will not have enough money to retire

Less concerned with romantic relationships and marriage, but deeply concerned about economic transitions

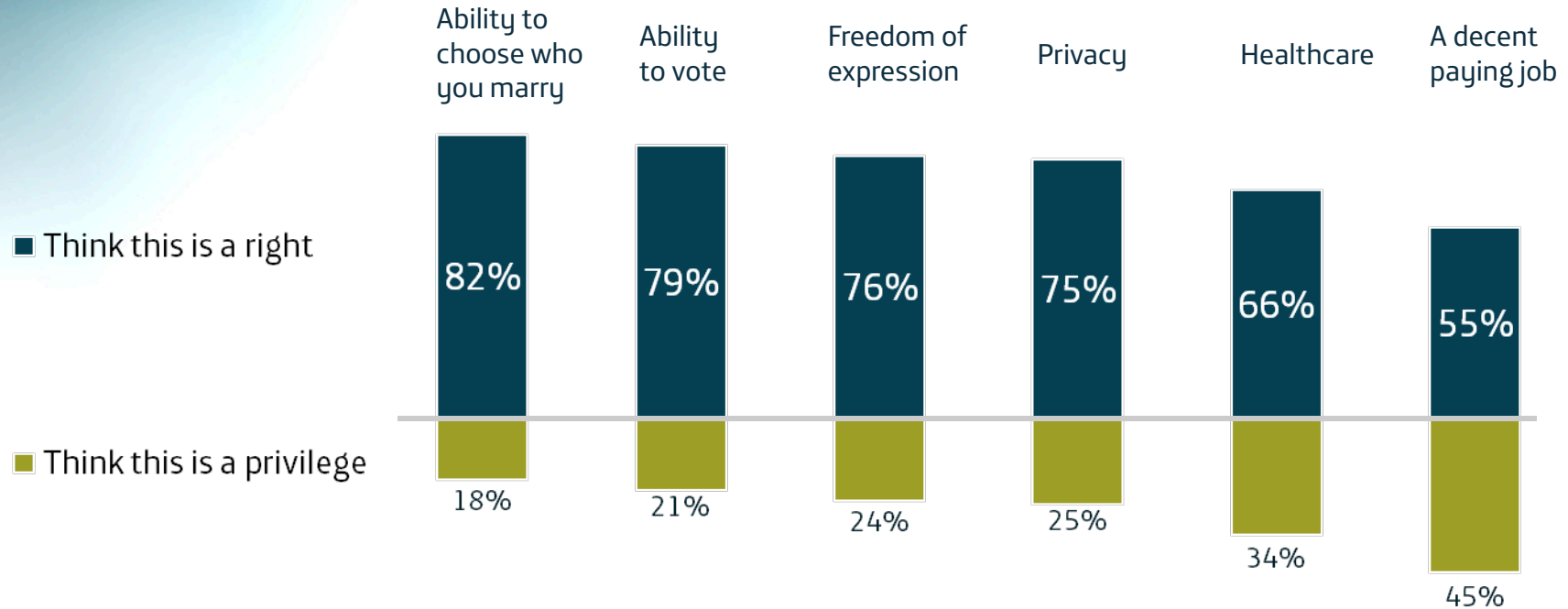
# These Worries Are Heightened In The Developed West

% Say it is difficult for their generation to progress from school to the workplace environment

% Say they expect to have to continue working indefinitely, and will not have enough money to retire comfortably



# They May Not Be As “Professionally Entitled” As Their Reputation Suggests



They have strong expectations for personal freedoms and privacy, but many believe a decent paying job is a “privilege”

# Less Religious Than Their Parents, But Open To Others' Religious Beliefs

51%

say they  
are **less devout**  
than their parents

76%

say they are  
**open toward  
other religions**  
and beliefs outside  
their own

80%

say they  
would consider  
**marrying someone**  
with different  
religious beliefs

# Less Religious Than Their Parents, But Open To Others' Religious Beliefs

51%

say they  
are **less devout**  
than their parents

	Global	North America	Latin America	Western Europe	Central & Eastern Europe	Asia	Middle East & Africa
More devout	12%	13%	16%	9%	12%	11%	21%
Less devout	51	50	55	52	46	51	43
Equally devout	37	37	29	39	42	38	36

# Less Religious Than Their Parents, But Open To Others' Religious Beliefs

# 76%

say they are  
**open toward  
other religions**  
and beliefs outside  
their own

	Global	North America	Latin America	Western Europe	Central & Eastern Europe	Asia	Middle East & Africa
Very open	37%	38%	46%	37%	21%	36%	39%
Somewhat open	39	40	33	38	38	42	38
Not very open	14	13	13	12	23	13	16
Not at all open	10	10	7	13	17	9	6

# Less Religious Than Their Parents, But Open To Others' Religious Beliefs

# 80%

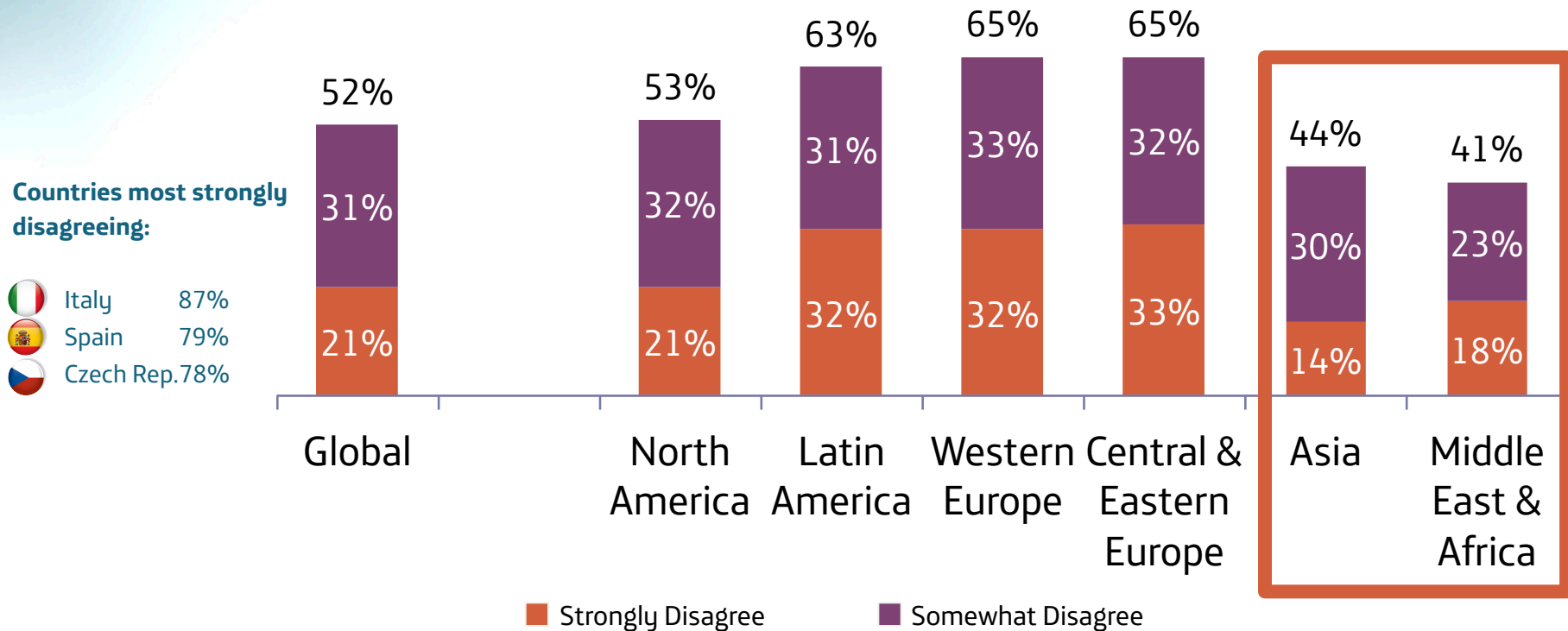
say they  
would consider  
**marrying someone**  
with different  
religious beliefs

	Global	North America	Latin America	Western Europe	Central & Eastern Europe	Asia	Middle East & Africa
Yes	45%	52%	56%	49%	32%	43%	29%
Maybe	35	27	31	33	46	39	27
No	19	20	13	17	22	17	42



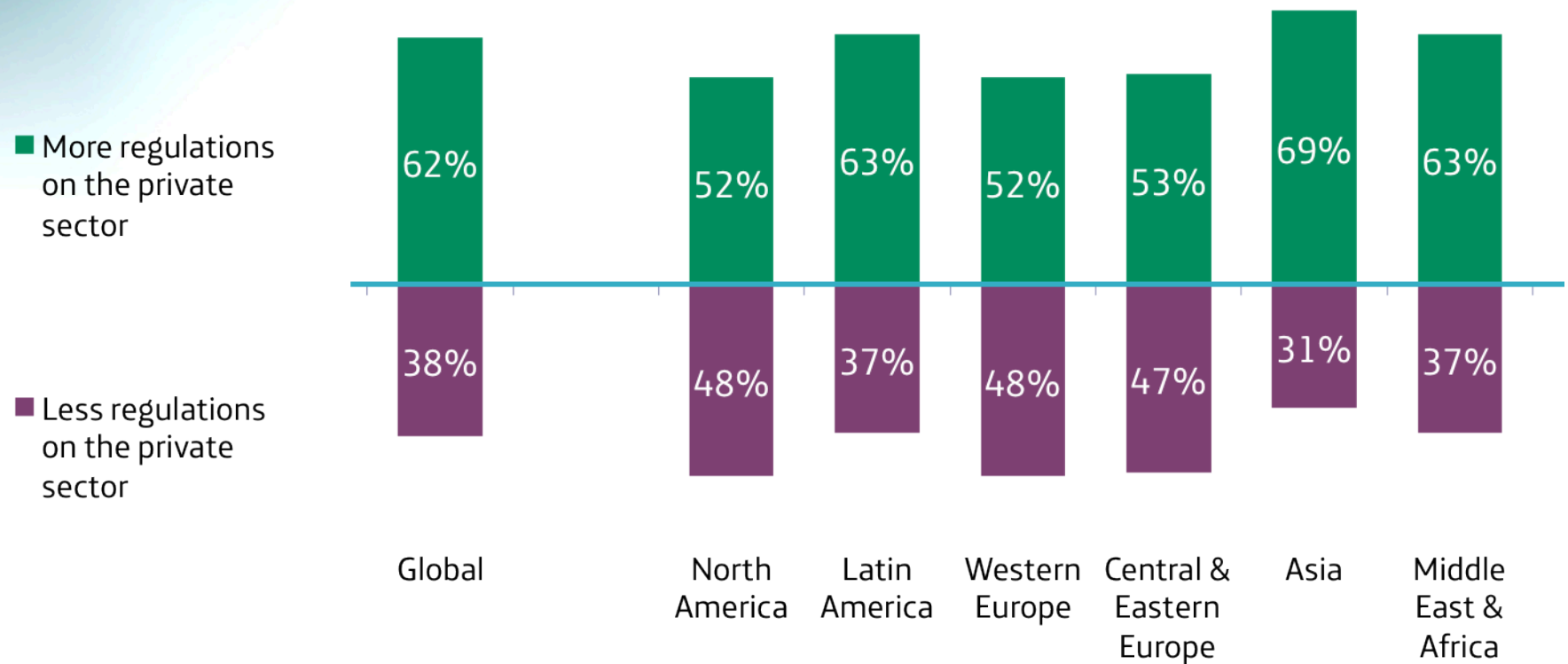
# Governments Do Not Reflect Millennials' Values and Beliefs, With The Exception Of Asia And Middle East & Africa

I believe my country's current political system represents my values and beliefs (*Showing Disagree*)

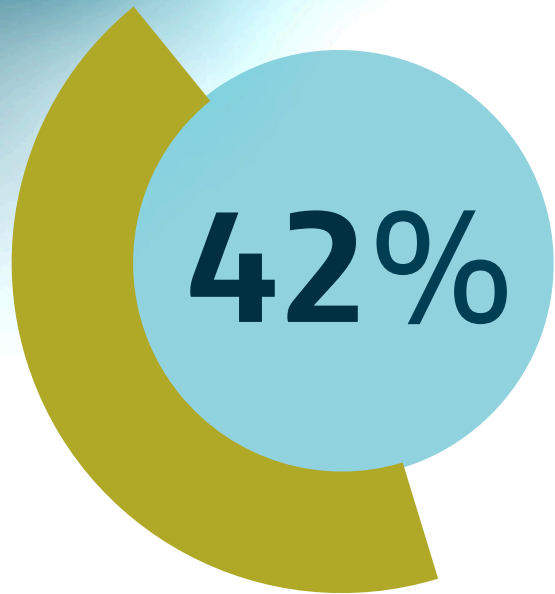


# Yet, The Majority Believe More Regulations On The Private Sector Will Drive Economic Growth

The best way to drive economic growth in my country is through...



# Key Driver Of Change: Belief In The Importance Of Education



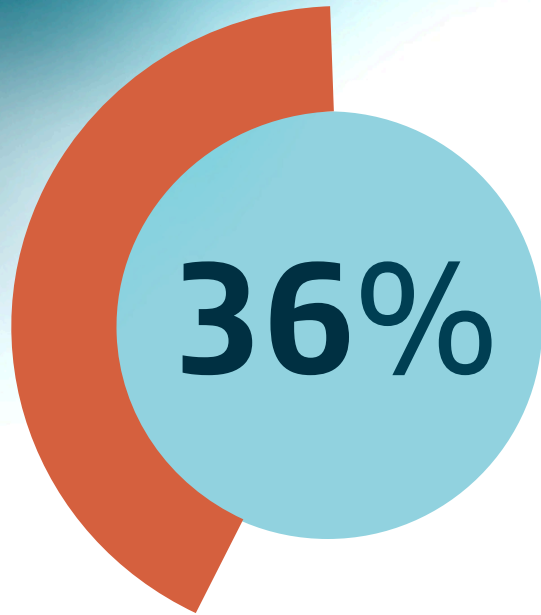
of global Millennials believe improving the **access to / quality of education** is the most important way to make a difference in the world

- 41% say protecting our environment
- 39% say eliminating poverty
- 24% say providing basic food / shelter to people
- 24% say promoting sustainable energy

# Belief In The Importance Of Education Is Consistent Across Regions

% believe the most important way to make a difference is	Global	North America	Latin America	Western Europe	Central & Eastern Europe	Asia	Middle East & Africa
Improving the access to and the quality of education	42%	37%	53%	32%	42%	44%	43%
Protecting our environment	41	29	52	32	39	48	24
Eliminating poverty	39	34	46	45	37	36	43
Providing basic food and shelter to people	24	34	22	27	25	21	23
Promoting sustainable energy	24	20	19	20	12	31	18

# ...And The Study Of Choice? Technology



of global Millennials believe an education in **technology** is most important to ensuring future success

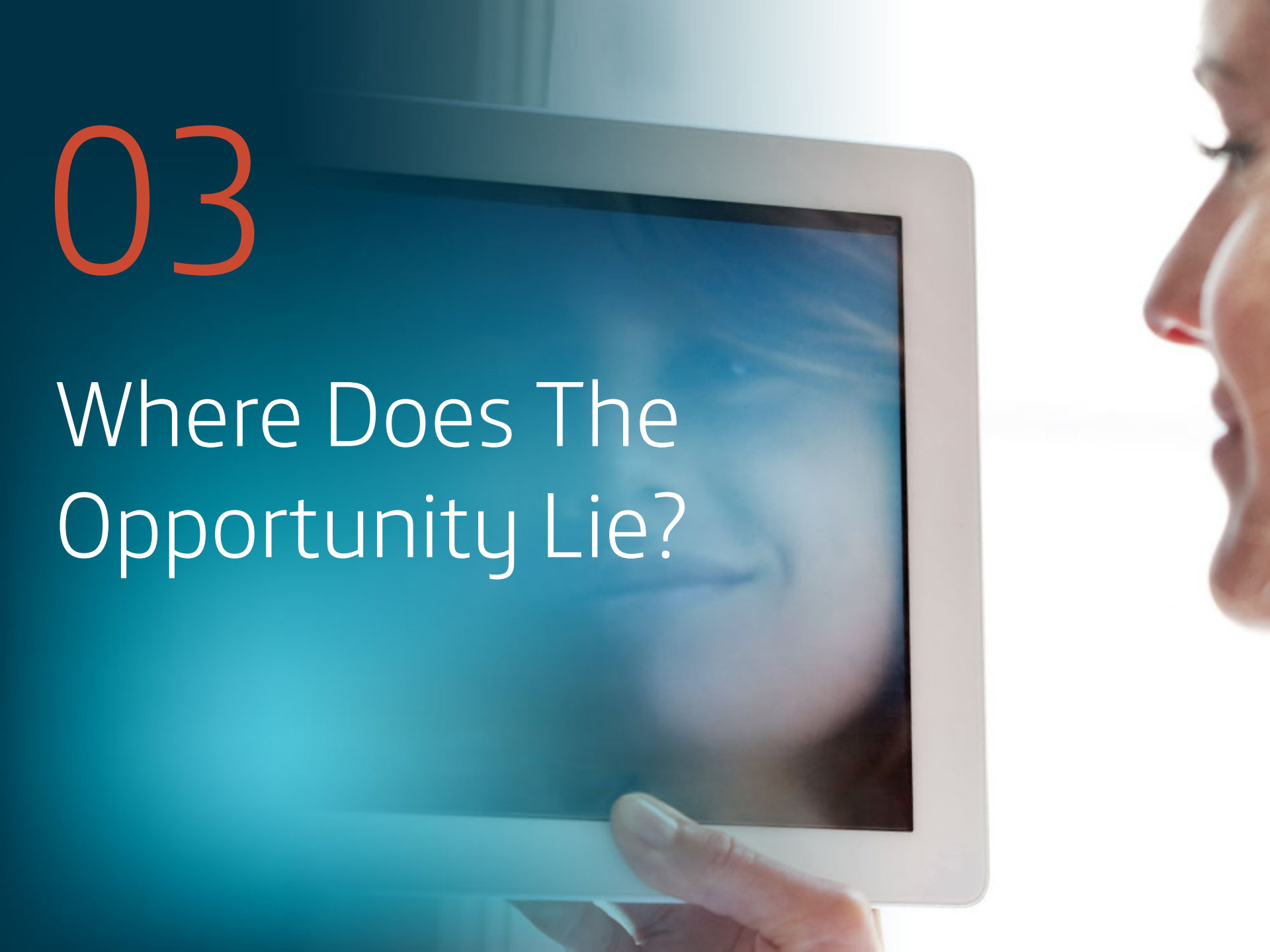
- 20%** say economics
- 12%** say science
- 4%** say mathematics
- 3%** say literature
- 13%** say foreign languages

# Also Consistent Across Regions

% believe the most important field of study to ensure personal future success	Global	North America	Latin America	Western Europe	Central & Eastern Europe	Asia	Middle East & Africa
Technology	36%	28%	34%	23%	30%	44%	30%
Economics	20	17	19	20	25	20	19
Foreign Languages	13	3	17	15	16	13	17
Science	12	19	10	15	9	9	14
Mathematics	4	7	5	5	5	3	7
Literature	3	4	3	3	3	3	3

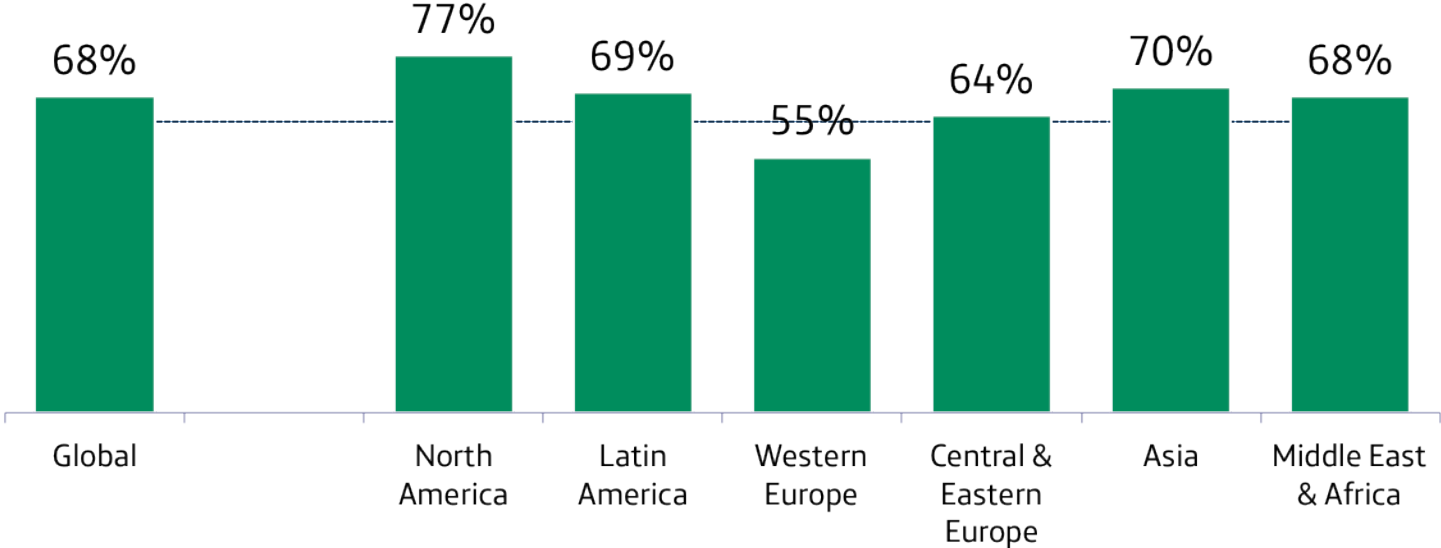
03

Where Does The  
Opportunity Lie?






# Where Is The “Opportunity” With This Generation?

■ % Agree - I have opportunities to become an entrepreneur in my country



Countries most likely to agree:

-  KSA 91%
-  India 87%
-  South Africa 81%



# Who Can “Make A Difference”?



I don't believe I can make a local difference **38%**

**62%** I believe I can make a local difference

One person's participation does not make a difference in your current political system **54%**

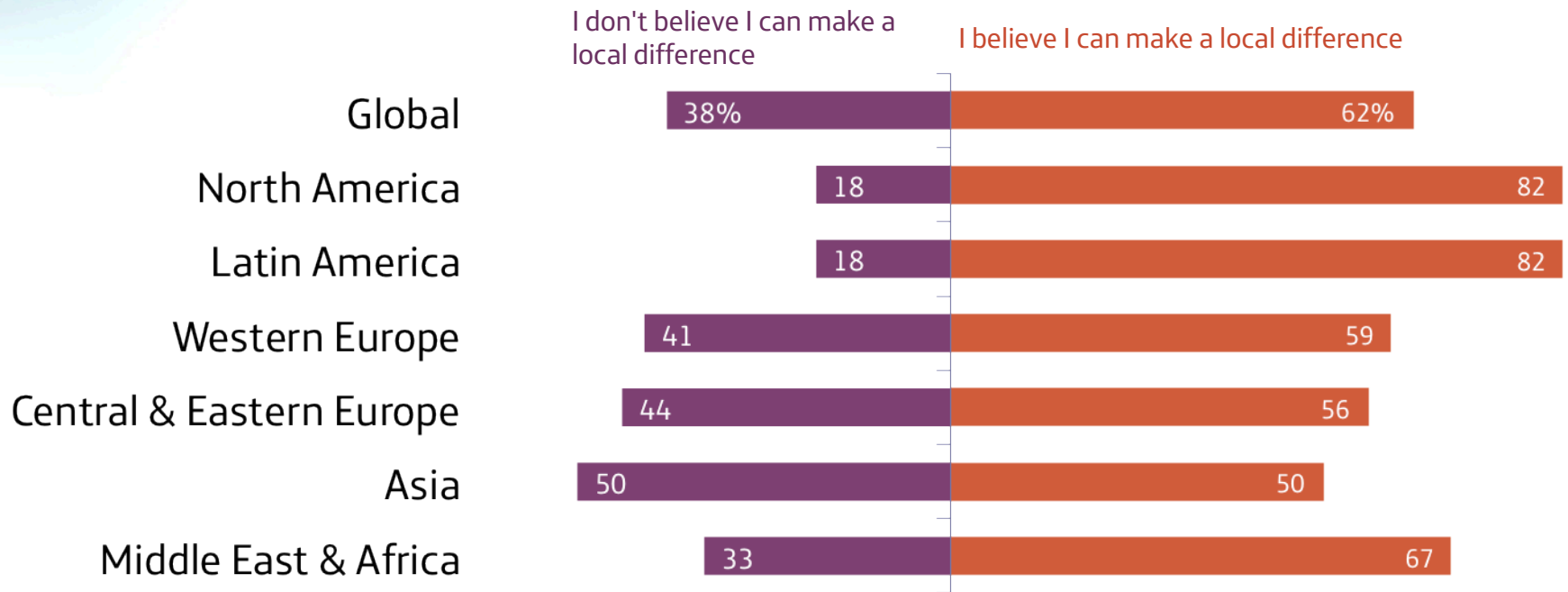
**45%** One person's participation does make a difference in your current political system

I don't believe I can make a global difference **60%**

**40%** I believe I can make a global difference

# Who Can “Make A Local Difference”?

Asia split 50 / 50



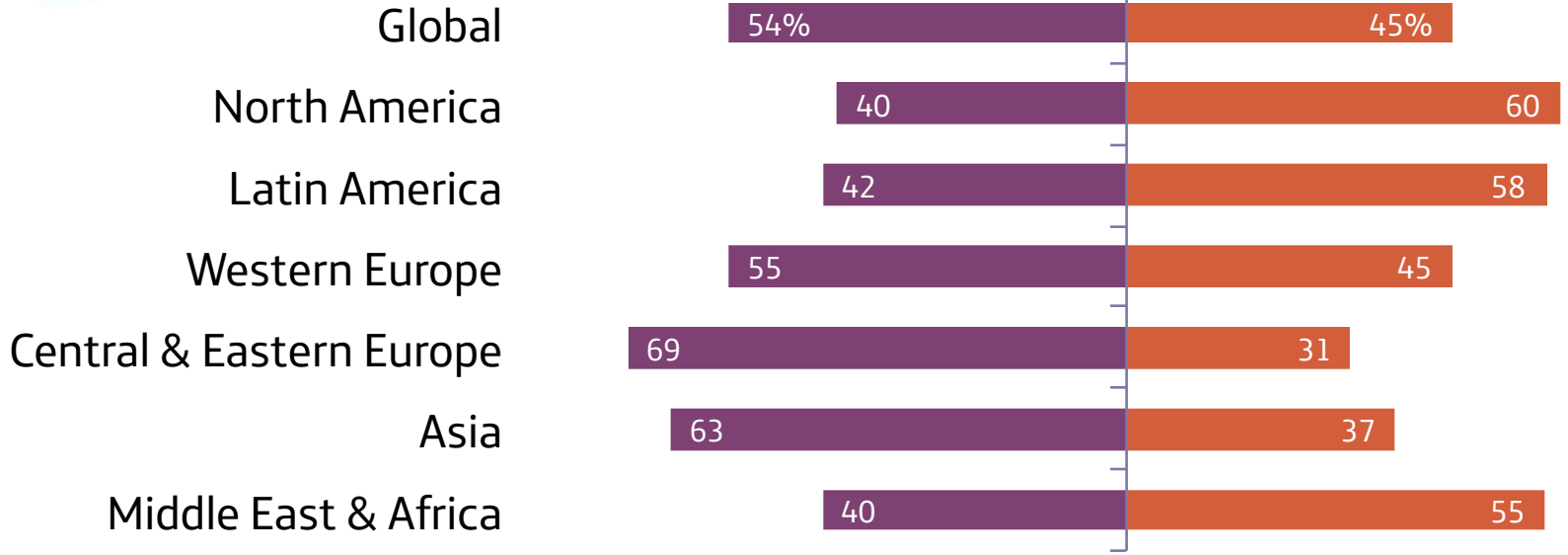
# Who Can “Make A Difference” In The Political System?

Central & Eastern Europe  
least optimistic



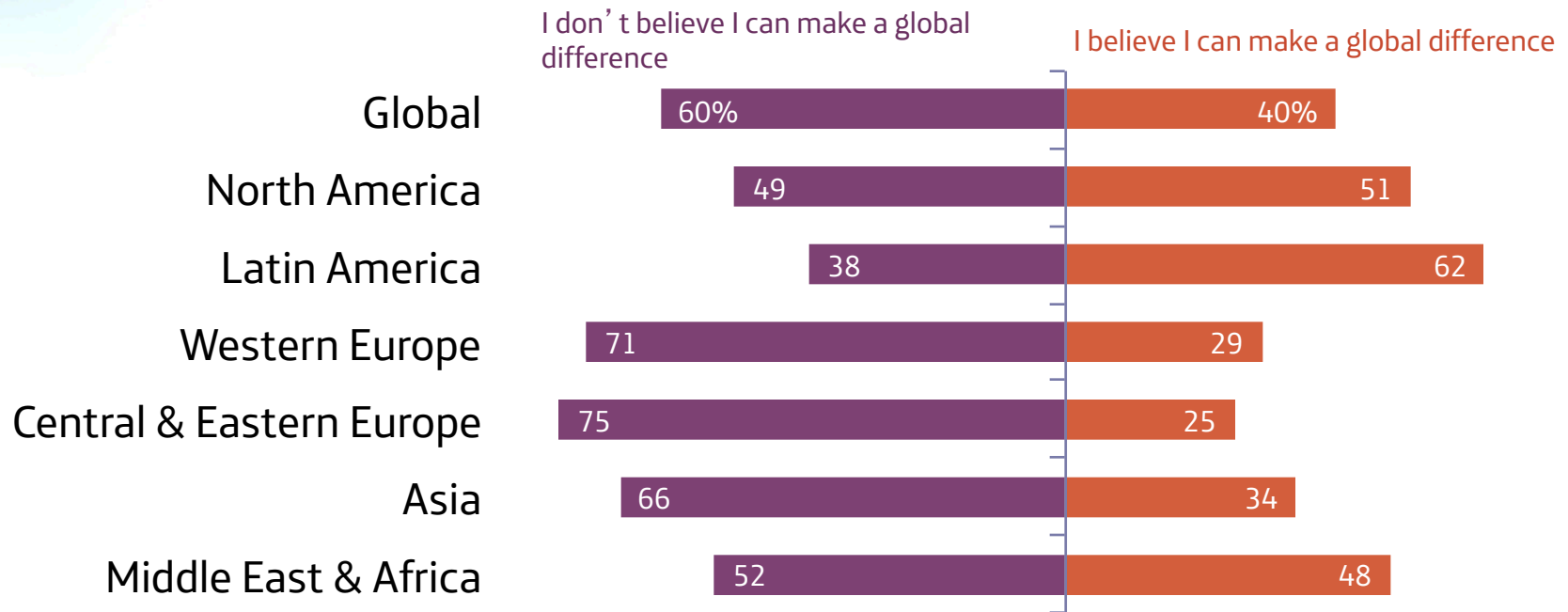
One person's participation does not make a difference

One person's participation does make a difference



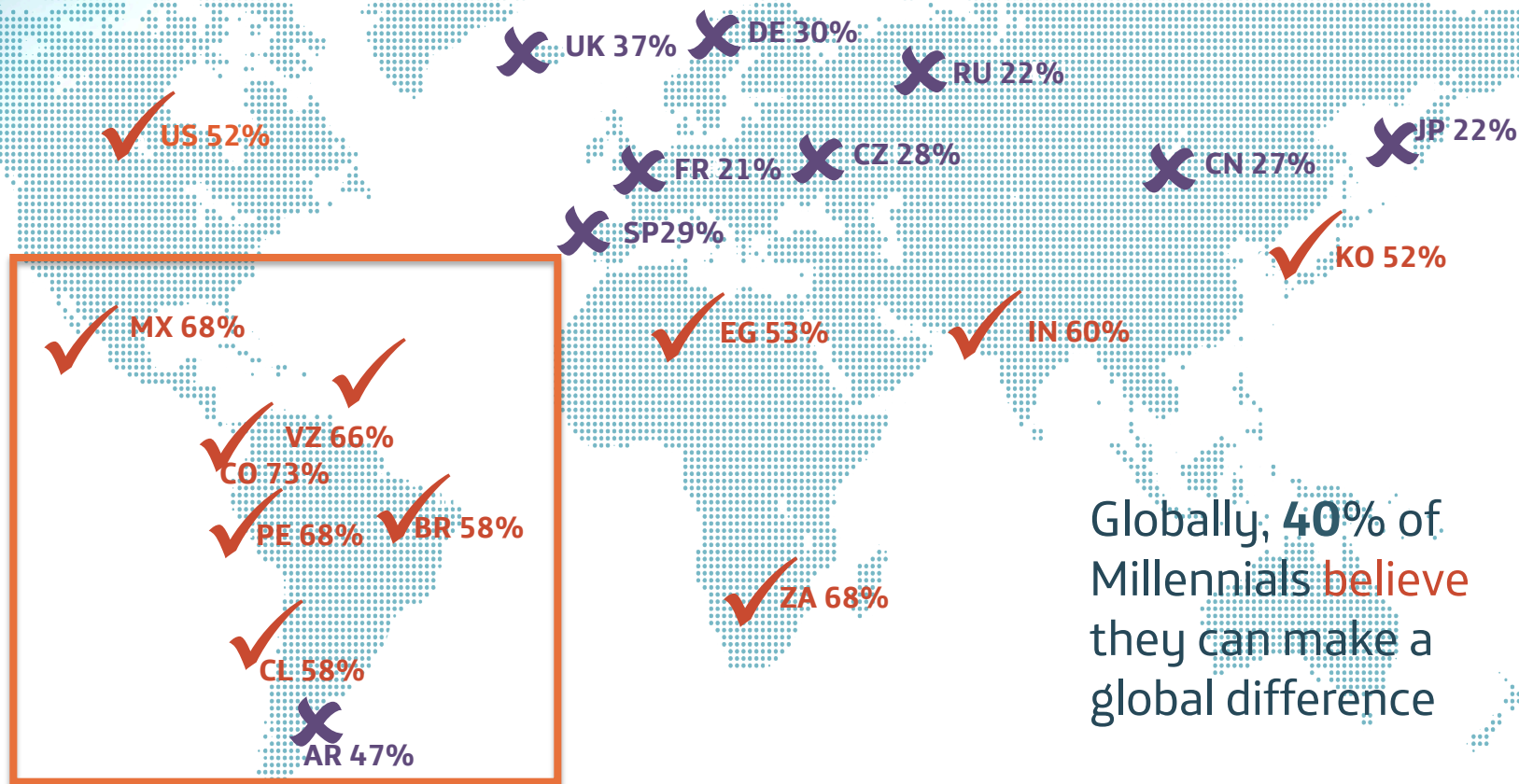
# Who Can “Make A Global Difference”?

Most strongly believed in Latin America



# “Yes, I Can” Pockets Of Optimism In Several Key Countries

% saying “I believe I can make a global difference”











Globally, **40%** of Millennials **believe** they can make a global difference

# China Vs. India

India has the world's largest Millennial population and a large, fast-growing economy but...

Millennials all over the world predict China will drive the global economy. Few Millennials consider India to be a global contender, **except for those in India...**



In your opinion, which country or countries will be the biggest driver(s) of growth for the global economy in the next 10 years? Please select all that apply.	Global Millennials	India Millennials
 China	<b>58%</b>	44%
 US	31%	36%
 Japan	22%	29%
 India	22%	<b>60%</b>
 Germany	13%	13%
 Brazil	12%	8%
 UK	12%	17%
 Russia	11%	12%

# The Gap In Asia: China Is Fueled By A Great Economy, While India Is Fueled By A Sense Of Opportunity



China Millennials



India Millennials

<b>93%</b>	% say their country's "best days are ahead"	<b>81%</b>
<b>76%</b>	% say the economy in their region is headed in the "right direction"	<b>55%</b>
<b>50%</b>	% say "globalization creates more opportunities for all"	<b>69%</b>
<b>43%</b>	% say "I believe I can make a local difference"	<b>80%</b>
<b>52%</b>	% say it is important to "be an entrepreneur"	<b>80%</b>

04

Introducing:  
Millennial Leaders\_





# Millennial Leaders: The Global 11% Who Will Drive Change Through Technology



We have identified a new kind of elite audience for the Millennial generation. Instead of traditional metrics like socioeconomic status, Millennial Leaders are defined by technology and opportunity.















Millennial Leaders are found at the intersection of:














“Strongly Agree” I am on the cutting-edge of technology

“I believe I can make a local difference”

“Strongly / Somewhat Agree” I have opportunities in my country to become an entrepreneur or develop and bring an idea to market

# Millennial Leaders: Where Are They In The World?

Top 14	
Country	% of country respondents that are Millennial Leaders
 Colombia	27%
 Peru	26%
 KSA	26%
 Chile	22%
 Venezuela	22%
 India	22%
 Mexico	21%
 South Africa	20%
 Brazil	18%
 US	16%
 Australia	15%
 Poland	14%
 Canada	13%
 UK	13%

Bottom 13	
Country	% of country respondents that are Millennial Leaders
 Germany	12%
 Israel	12%
 Argentina	10%
 Turkey	10%
 Egypt	8%
 China	7%
 Spain	6%
 France	6%
 Czech Republic	6%
 Russia	6%
 Italy	4%
 Korea	2%
 Japan	1%

Global	N Size	MOE
Millennial Leaders	1,600	+/-2.5%

# Millennial Leaders: More Influenced By Technology

Of the following, which three have been the most influential in shaping your outlook on life to date?	Global Millennials	Millennial Leaders
Family	85%	82%
School	61%	55%
Friends	56%	48%
<b>Technology</b>	<b>30%</b>	<b>44%</b>
Economy	29%	31%
Religion	16%	17%
Media	15%	14%
Government	8%	9%



# Millennial Leaders: Armed With Smartphones And An Excellent Comfort with Tech

How would you describe your personal knowledge and comfort level with technology?	Global Millennials	Millennial Leaders
“Excellent”	<b>30%</b>	<b>72%</b>

What kind of access do you have to the following technological devices? % say “I own it”	Global Millennials	Millennial Leaders
Smartphone	<b>76%</b>	<b>82%</b>
Laptop	<b>74%</b>	<b>80%</b>
Desktop	<b>50%</b>	<b>66%</b>
Tablet	<b>28%</b>	<b>46%</b>



# Millennial Leaders: Optimistic

How optimistic are you about your future?	Global Millennials	Millennial Leaders
“Very optimistic”	<b>32%</b>	<b>61%</b>

In general, do you think your country’s best days are ahead, or behind?	Global Millennials	Millennial Leaders
“My country’s best days are ahead”	<b>67%</b>	<b>79%</b>

Do you believe you can make a global difference?	Global Millennials	Millennial Leaders
“I believe I can make a global difference”	<b>40%</b>	<b>74%</b>



# Millennial Leaders: Career-Oriented

How important or unimportant are each of the following life accomplishments to you personally?

“Making it to the top of your career” (Very important)



Millennial Leaders

Global Millennials

In your opinion, how easy or difficult is it for your generation to transition from school to the workplace environment?

“Easy” (Very + somewhat easy)



Millennial Leaders

Global Millennials

# Millennial Leaders: Civically Engaged, Empowered To Drive Change Through Technology

How often do you participate in your country's political process (e.g. voting, contributing money to a political candidate, etc.)?

“Always participate”



Technology has made me better informed about political issues in my country

“Strongly agree”



Social media plays an important role in current political events and movements in my country

“Strongly agree”



Technology has made my government more transparent

“Strongly agree”



*Telefonica*

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