Gen Y: New Dawn for work, play, identity
The survey was translated into local languages and conducted in August 2012 across 18 countries to gain approximately 100 completes for each subgroup in each country.

18 Countries: United States, Canada, Mexico, Brazil, Argentina, United Kingdom, France, Germany, Netherlands, Russia, Poland, Turkey, South Africa, Korea, India, China, Japan, Australia
Gen Y: From Consumer to Employee

THEN
Newspaper
Cell phone
PC

NOW
TV

vs.
Summary of Key Findings

Smartphones rival laptops as a preferred device by Gen Y.

60% of Gen Y compulsively check their smart phones for emails, texts or social media updates.

Over two out of five would feel “anxious, like part of me was missing” if they couldn’t check their smart phones constantly.

Two out of three spend equal or more time online with friends than in person.
Smartphones Rival Laptops

If you had to choose only one device, what would it be?

1/3 favored laptops
preferred smartphone

Smartphones rated twice as popular as desktop PC
And three times as popular as a tablet.
The New Morning Routine?
Toothpaste, toilet paper, texting…

✅ Check smartphone
✅ Dress
✅ Eat
✅ Brush teeth

90%

“It’s an important part of the morning routine getting ready for work or school.”
Smart phones: Anywhere, Anytime

Where are smart phones used?

- **In bed**: 3 out of 4
- **The bathroom**: Over 1 out of 3
- **Meals with family and friends**: Nearly half
- **Texting while driving**: Almost 1 out of 5

Watch out!
Connected or Addicted?

60% compulsively check their smartphones for updates.

Women are more driven to connect.

85% of women compared to 63% of men are Compulsive checkers.
There are 206 bones in the human body... 
Meet the 207th!

42% “would feel anxious, like part of me was missing” if they couldn’t check their smart phones constantly.

60% Wish they didn’t feel so compelled
Nearly 70% “smartphone apps are important to my daily life”

Over 50% Mainly for games & entertainment

27% Mainly for work

How many apps do you need?

60% Use 1 to 9 apps regularly

20% use 10 to 25 apps regularly
87% have a Facebook account

- 87% have a Facebook account
- 41% update Facebook at least once a day
- 1 in 10 have Facebook always up.
- Over 1 in 5 update Facebook several times a day
Online Friendship vs. In-Person

40% Spend more time with friends online than in person.

2 out of 3 Spend equal or more time online with friends than in person

GENDER DIFFERENCE

38% of men Spend more time with friends

29% of women
Who Are You Really?
Online Identity

**4 out of 5 (81%)**
Believe people have different online and offline identities

**Over a third believe**
“most people have completely different online vs. offline identities”

**Less than 50% say**
“my online and offline identities are the same”
Adding to the world’s data…

Almost **90%** upload photos to share or store on internet sites.

**62%** upload videos to share or store on internet sites.

**56%** have a Twitter account.

**21%** tweet at least once a day.

**Video is a big contributor**

- Over 4 billion hours of video are watched each month on YouTube
- More than 20% of global YouTube views come from mobile devices
- 72 hours of video are uploaded to YouTube every minute
- 70% of YouTube traffic comes from outside the US

Source: YouTube website
Online shopping—Gen Y conflict

90% shop online

57% will share email address to get discounts and sale notices

3 out of 5 rely on customer reviews for online shopping

But 75% do not trust most internet sites to keep data secure
40% “say that company policy forbids using company-owned devices for personal activities”

71% don’t obey policies almost 3 out of 4

50% of IT professionals believe “our employees obey the policies on personal use”
New applications can directly feed data from sensors on devices to smartphones

**Example:** Asthma inhaler with a sensor sends data directly to child’s smart phone, letting him know if he is using too much medication. Or sending an alert that there is possibly a situation that is worsening.

Data can also be sent to parents to alert them.

Shared data locates events or geographic sites that are dangerous for asthmatics.
Mobile Devices are just the Beginning...

As more and more people, devices, and sensors connect to the Internet, the volume and potential value of all the data generated by those connections grows exponentially.

Stay tuned for the next CCWTR chapters...