

ISSUE N° 5 of 10

Millennials and Technology at Home

Even the oldest millennials have had internet access since high school, so it's no surprise that the "selfie generation" deals in bits as much as it deals in atoms. Growing up plugged-in has drastically affected how millennials view the world and themselves.

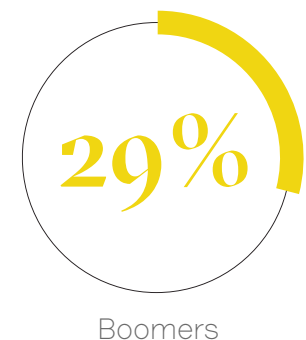
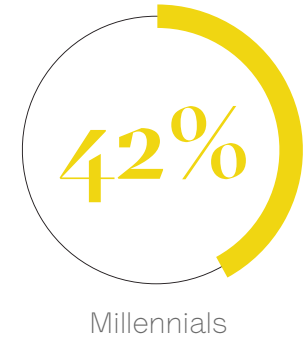


Plugged In

42% of millennials haven't gone more than five hours without checking social media during waking hours while 42% of boomers can go a week or more without checking their feeds. Young millennials check their phones on average 150 times a day and their nearly 24-hour use of social media has changed our culture by introducing us to emojis, converting data to visuals rather than text, and shortening our attention span to 140 characters.

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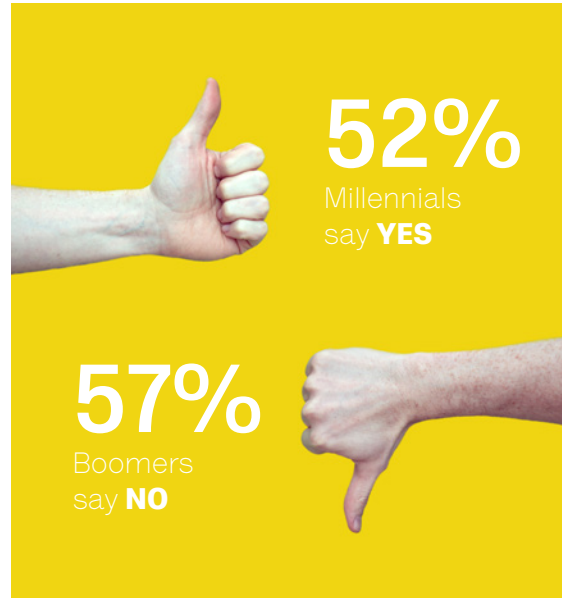
MILLENNIALS WHO HAVEN'T GONE MORE THAN 5 HOURS WITHOUT SOCIAL MEDIA (SLEEP EXCLUDED)



Alone Together

Millennials have redefined relationships, sometimes in ways older generations frown upon. Boomers may think that millennials mutually buried in their phones at restaurants are being antisocial when they're actually engaged in multiple conversations with multiple friends. Because of millennials, hanging out with friends while home alone is now a thing. The generational difference is stark—52% of millennials say technology makes human relationship better while 57% of boomers say it makes them worse, but boomers may have an edge in this debate since they're the only ones who can actually remember what relationships were like before technology.

HAS TECHNOLOGY MADE HUMAN
RELATIONSHIPS BETTER?

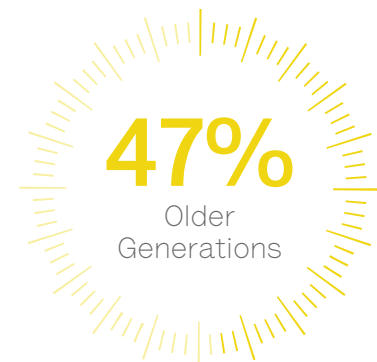
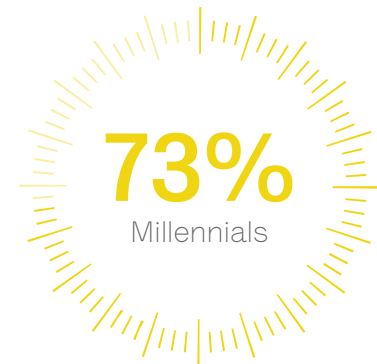


Because of millennials, hanging out with friends while home alone is now a thing

The Work-Life Bridge

More than any other generation, millennials blur personal and work time together and technology's the bridge between the two. While 73% of millennials say technology has made their work-life balance easier, only 47% of older generations agree.

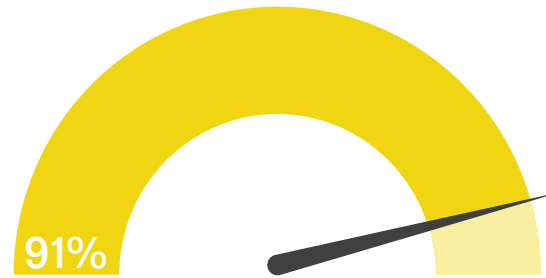
PEOPLE CLAIMING TECHNOLOGY MADE
THEIR WORK-LIFE BALANCE EASIER



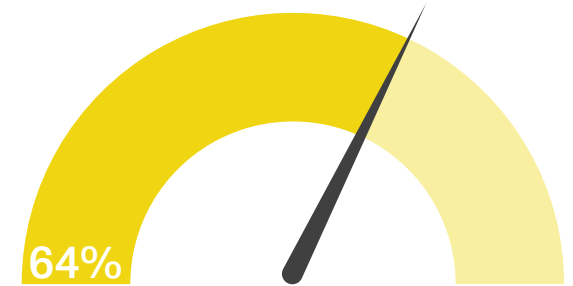
iPhone Before iPee

91% of millennials say they have a healthy relationship with technology, and 64% of millennials claim it's easy to "switch off" from screen time, but their behavior tells a different story. Almost 60% of millennials check their phone first thing in the morning before they go to the bathroom, young millennials check their phones on average 150 times per day, and 40% of millennials use technology during meals. This might be an "everyone" thing, however, because Gen Xers and boomers are equally glued to tech—except they go to the bathroom first, before daily screen time.

HOW ATTACHED ARE MILLENNIALS TO TECHNOLOGY?



CLAIM TO HAVE A HEALTHY
RELATIONSHIP WITH TECHNOLOGY



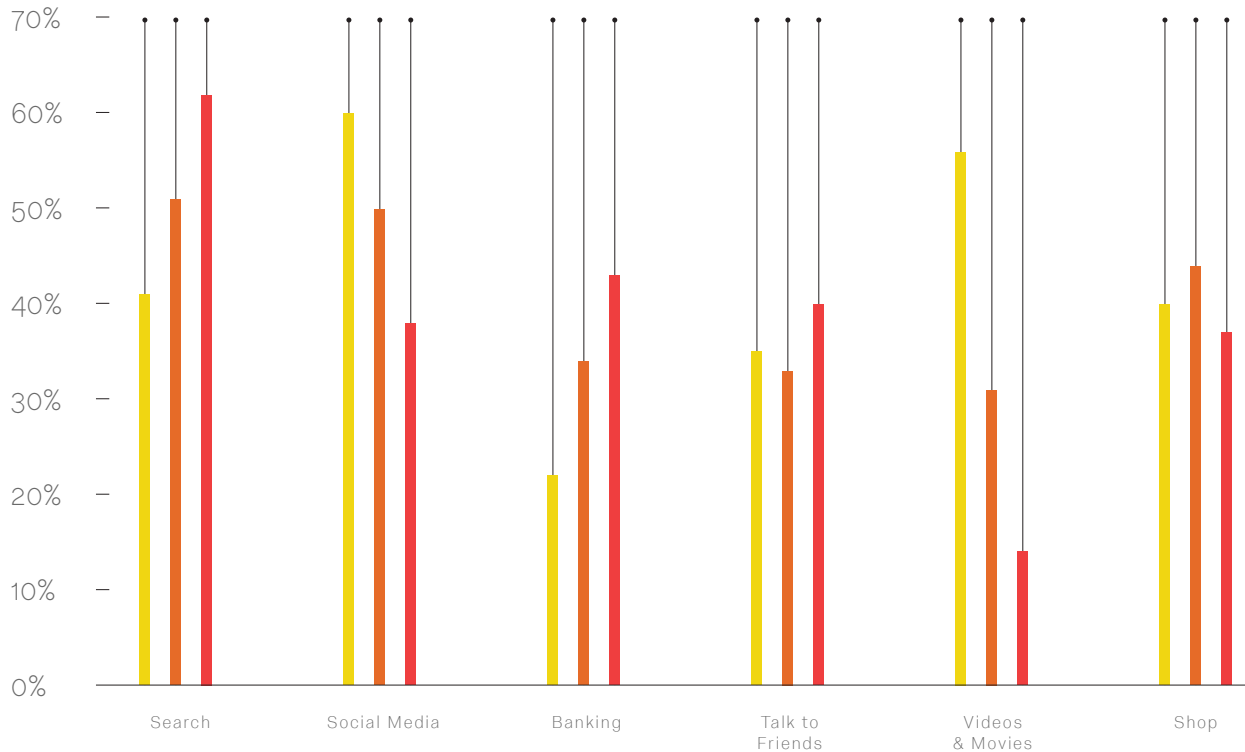
SAY IT'S EASY TO "SWITCH OFF"
FROM SCREEN TIME

Millennials who claim to have a healthy relationship with technology are twice as likely to check their phones multiple times per night

Smartphone Night Lights

79% of millennials sleep with their phones by their beds and over half wake up to check it at least once per night. Strangely, millennials who claim to have a healthy relationship with technology are 2x more likely check their phone multiple times per night, which means "healthy" can be subjective.

TOP THREE ONLINE ACTIVITIES OUTSIDE OF WORK



Internet Killed the Television Star

If the internet is TV for millennials, YouTube is their favorite channel. They go online most often for videos, movies, and social media. This mix of video consumption plus endless social media comments about the videos has turned video into two-tiered entertainment where millennials are as amused by their peer comments as much as the videos themselves.

- Millennials
- Gen Xers
- Boomers

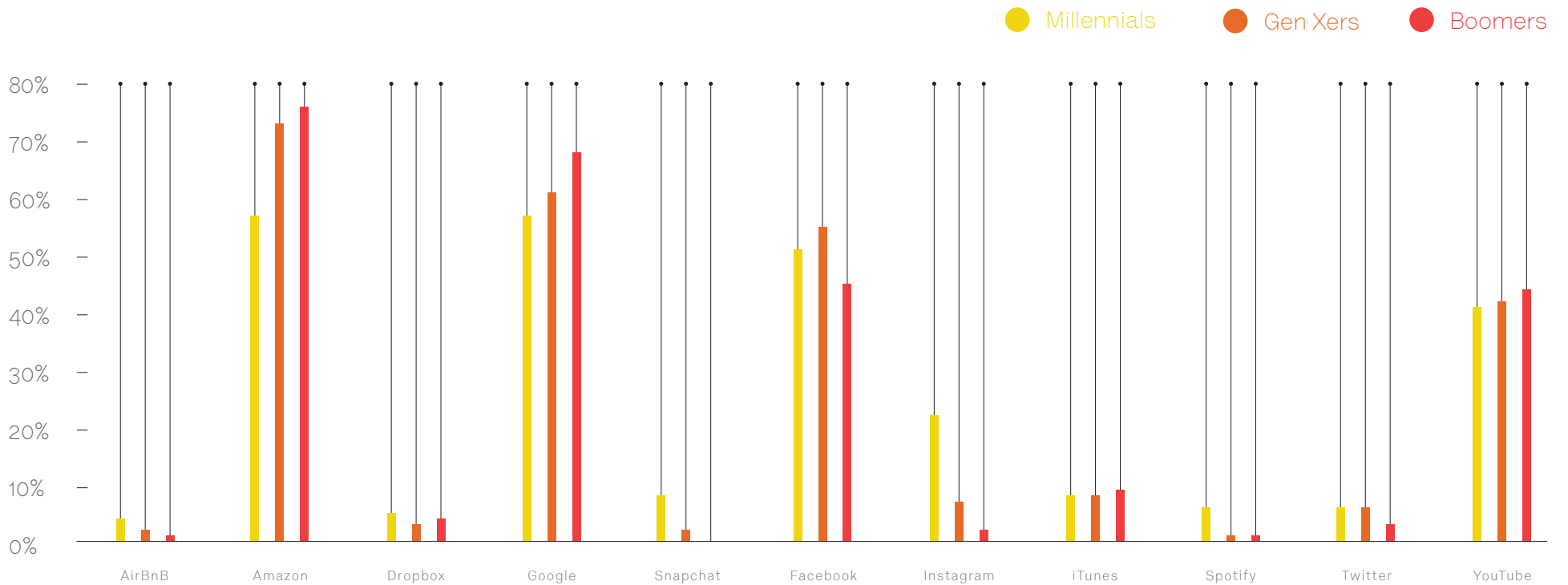
Social media has turned video into two-tiered entertainment where millennials are as amused by their peer comments as much as the videos themselves

Must-Have Internet Services

Kids don't easily admit to being like their parents, but when it comes to "can't-live-without" internet services the apple doesn't fall far from the tree—even when it comes to Apple products. Millennials, Gen Xers and Boomers all say they just gotta have Amazon, Google, Facebook and YouTube.

Millennials, Gen Xers and Boomers all agree: they just gotta have Amazon, Google, Facebook, and YouTube

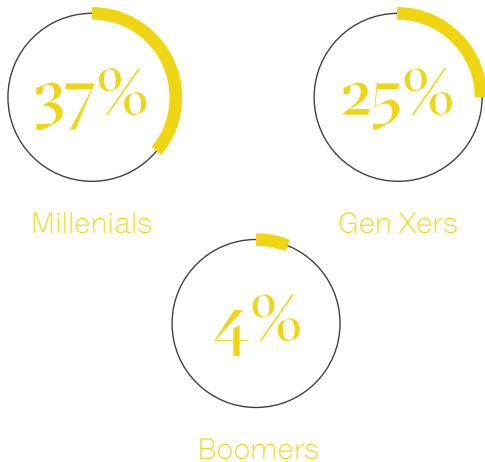
WHICH WOULD YOU MISS MOST?



The Future Reality of Virtual Reality

As the world of virtual and augmented reality starts to snap into focus, millennials are eager to jump in. Already, 37% of millennials have used a VR device compared to 15% of older generations. A full 75% of millennials want to start consuming media in VR and 76% want to play VR video games. Wanting to, and getting to, however, are different things. With millennials already owning smartphones, laptops, tablets, game consoles, and wearables, what will cash-strapped millennials cut from their budget to add a \$600 VR device to their portfolio?

PERCENT WHO HAVE USED VIRTUAL REALITY



Our New Bot Overlords

26%

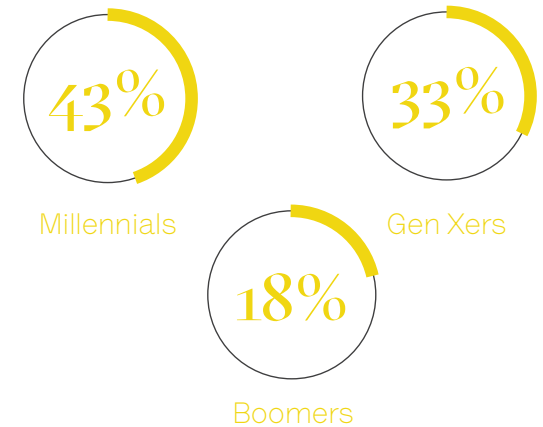
MILLENNIALS THAT ARE CONFIDENT THEY KNOW WHAT A BOT IS

Apple and Facebook are betting big on bots as the perfect tool for millennials who want a human-ish customer experience without having to actually talk to a human. Early artificial intelligence services like Siri have already embedded themselves into our culture, but there's still trail to trek with only 26% of millennials confident they even know what a bot is.

Tech Threats

As much as millennials love technology, 43% of them see a double-edged sword and fear tech may someday make their role obsolete. Gen Xers (33%) and boomers (18%) don't feel as threatened, perhaps because they're closer to the end of their careers or maybe it's just that tech ignorance is bliss.

PERCENT WHO FEAR TECHNOLOGY WILL MAKE THEIR ROLE OBSOLETE



Apple and Facebook are betting big on bots but only 26% of millennials are confident they even know what a bot is