The Future of Work:
Information Access Expectations, Demands, and Behavior of the World's Next-Generation Workforce

December 14, 2011

Methodology
Timing and Sample Qualifications

THE SECOND ANNUAL CISCO CONNECTED WORLD TECHNOLOGY REPORT

1400
COLLEGE STUDENTS

(18–23 YEARS OLD)

1400
YOUNG PROFESSIONALS

(UNDER 30 YEARS OLD)

- The survey was translated into local languages and fielded in 14 countries to gain approximately 100 completes for each subgroup in each country

- Countries: Australia, Brazil, Canada, China, France, Germany, Italy, Japan, Mexico, Spain, Russia, United Kingdom, United States

# Chapter 1 Summary of Key Findings
September 21, 2011

- The Internet is integral in the lives of the world's next generation of workers

- Online communications are challenging face-to-face contact as the primary method of interpersonal communications

- Attitudes toward information access, mobile devices, and social media will influence the future of work—from business communications and work lifestyles to corporate cultures and talent acquisition

- As a result, increasing demands for information access will put new demands on businesses and their networks

INTERNET

SOCIAL MEDIA

NEXT GENERATION

# Chapter 2 Summary of Key Findings
November 1, 2011
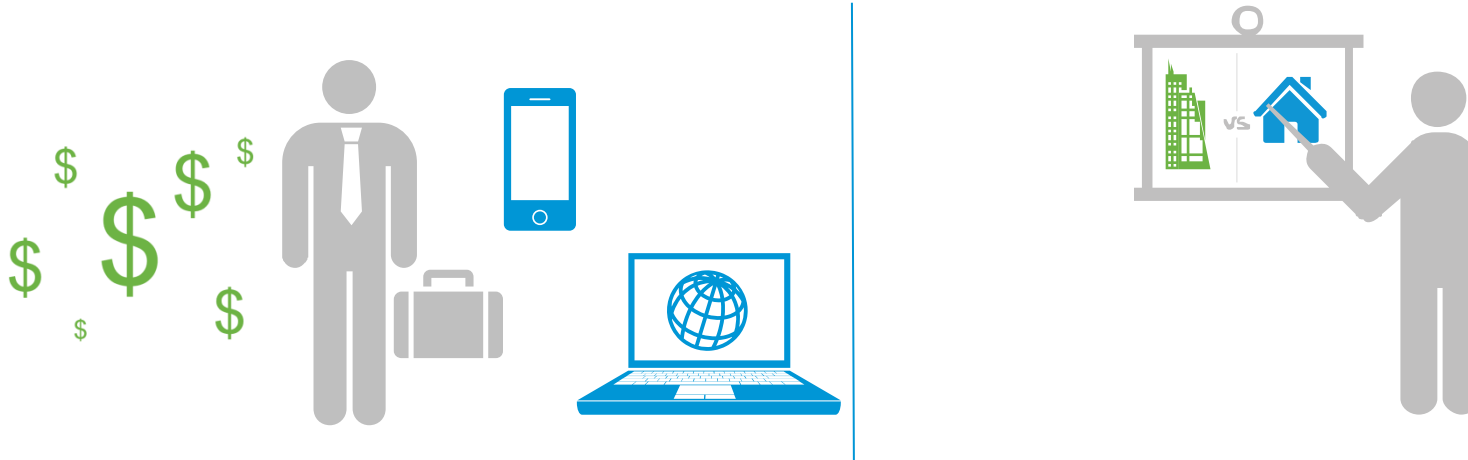
- The expectations and priorities of the next generation of the world's workforce are not exclusively tied to money

- The importance of devices and the information they carry rivals the importance of money

- Companies acknowledge the value Millennials provide in utilizing technology to help companies' efficiency and competitive advantage

- The growing use of mobile devices for work use is creating strains on corporate networks

- The expectation of the next-generation workforce is increasingly emphasizing work flexibility, mobility, and non-traditional workstyles – and may align with how innovative companies can be

Chapter 3 Summary of Key Findings
December 14, 2011
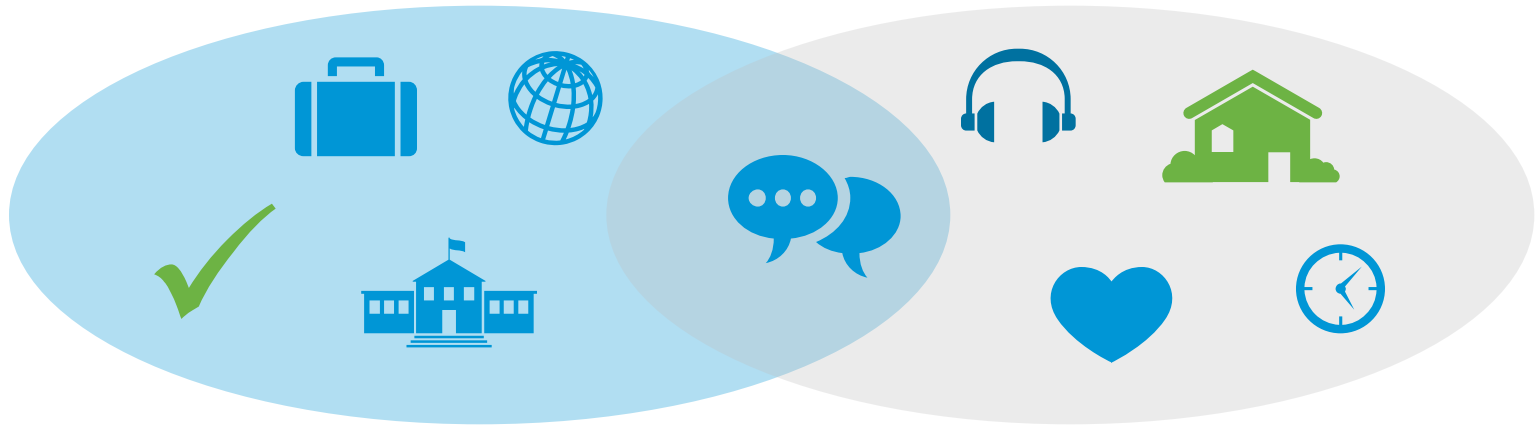
- 'Milennials' have grown up with the Internet and have an increasingly on-demand lifestyle that mixes personal and business activity in the workplace

- The majority of employees believes it's the company's responsibility to protect information and devices – not their own

- College students and young professionals are taking extreme measures to access the Internet, even if it compromises their company or their own protection

- The ability to ensure policy compliance involving social media, devices, and remote access is testing the limits of traditional corporate cultures and placing greater pressure on recruiters, hiring managers, and IT departments to allow more flexibility

- IT teams continue to need to address their mobile device policies as the tablet wave increases
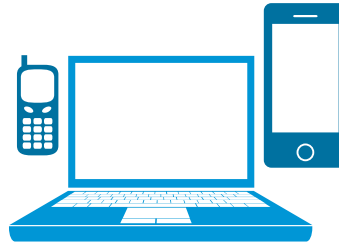
Adhering to IT policies
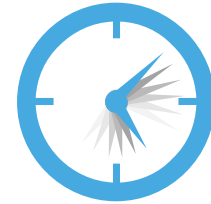
70% (7 of 10)

OF EMPLOYEES

ADMITTED TO BREAKING POLICY WITH VARYING REGULARITY

61% (> 3 of 5)

OF EMPLOYEES

BELIEVE THEY ARE NOT RESPONSIBLE FOR PROTECTING INFORMATION ON DEVICES

80% (4 of 5)

OF EMPLOYEES

SAID THEIR COMPANY'S **IT** POLICY ON SOCIAL MEDIA AND DEVICE USAGE POLICY WAS EITHER OUTDATED — OR WEREN'T SURE IF SUCH A POLICY EXISTED AT ALL

Adhering to IT policies…or not

REASONS EMPLOYEES BREAK **IT** POLICIES

✓ **22%** CITE THE NEED TO ACCESS UNAUTHORIZED PROGRAMS AND APPLICATIONS TO GET THEIR JOB DONE

✓ **19%** ADMITTED THE POLICIES ARE NOT ENFORCED

✓ **18%** DON'T HAVE TIME TO THINK ABOUT POLICIES WHEN THEY ARE WORKING

✓ **16%** SAID IT'S NOT CONVENIENT

✓ **15%** FORGET

✓ **14%** DO IT WHEN THEIR BOSSES AREN'T WATCHING THEM

IT Policies – Mobile Devices and Social Media

1 in 10

EMPLOYEES SAID THEIR IT POLICIES PROHIBIT THE USE OF IPADS AND TABLETS
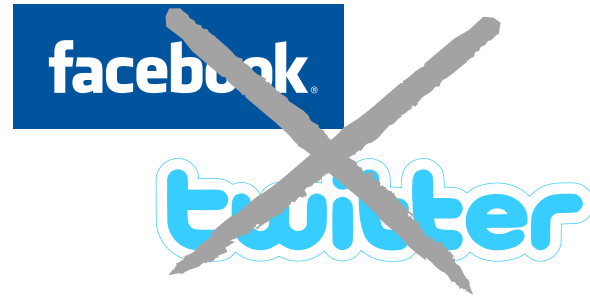
3 of 10

SAID SOCIAL NETWORKING SITES LIKE FACEBOOK, TWITTER, AND YOUTUBE WERE PROHIBITED BY THEIR COMPANIES

Borrowing Eggs, Sugar…and Wireless Internet?

1 of 4 (23%) HAVE ASKED THEIR NEIGHBORS IF THEY CAN USE THEIR COMPUTER OR FOR INTERNET ACCESS

HAVE ACCESSED THEIR NEIGHBOR'S WIRELESS CONNECTION WITHOUT TELLING THEM

1 of 5 (19%)

ADMITTED STANDING OUTSIDE OF RETAIL OUTLETS TO USE FREE WIRELESS CONNECTIONS
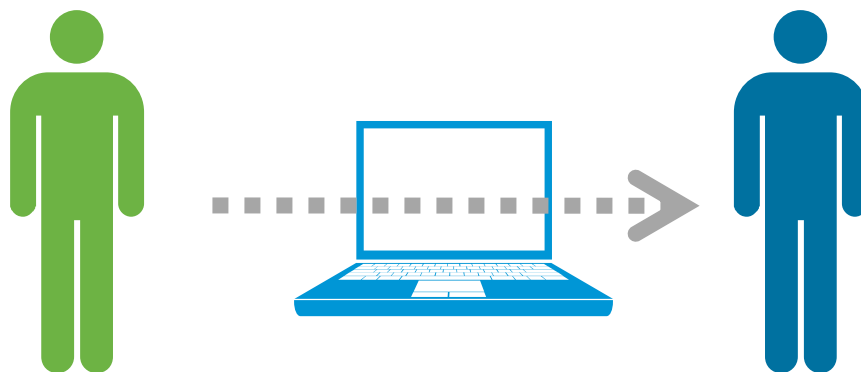
1 of 10 (9%) HAVE ASKED A STRANGER TO USE THEIR MOBILE PHONE

2 of 3 (64%) HAVE DONE AT LEAST ONE OF THESE ACTIONS

Risky Business: Unsupervised Computer Usage

56% (>1 of 2)

OF EMPLOYEES

SAID THEY HAVE ALLOWED OTHERS TO USE THEIR COMPUTERS WITHOUT SUPERVISION – FAMILY, FRIENDS, BUSINESS PARTNERS, COWORKERS, AND EVEN PEOPLE THEY DO NOT KNOW

86% (>4 of 5)

COLLEGE STUDENTS

SAID THEY HAVE ALLOWED OTHERS TO USE THEIR COMPUTER UNSUPERVISED

16% (>1 of 10)

COLLEGE STUDENTS

ADMITTED LEAVING PERSONAL BELONGINGS AND DEVICES UNATTENDED IN PUBLIC

Risky Behavior's Impact on Identity Theft Rates

1 of 3 COLLEGE STUDENTS

- DO NOT MIND SHARING PERSONAL INFORMATION ONLINE
- BELIEVE PRIVACY BOUNDARIES ARE LOOSENING
- DO NOT THINK ABOUT PRIVACY

ANY WONDER?

1 of 4 ONE IN FOUR EXPERIENCE IDENTITY THEFT BEFORE THE AGE OF 30

AND

2 of 5 COLLEGE STUDENTS

KNOW OF FRIENDS OR FAMILY MEMBERS WHO HAVE EXPERIENCED IDENTITY THEFT

Summary

- Students and young professionals believe their generation is at least moderately concerned about Internet security threats – although don't always use common sense to protect themselves or company assets

- In a sign that the Internet is so critical in people's lives – whether as important as food, air, and water or not – a striking number of employees would go to great lengths to access the Internet

- These findings beg the questions:

  - *Will the next generation of workers be even more demanding of Internet access, no matter what the cost or condition?*

  - *How will this impact the rate of identity theft and corporate data loss globally?*

ACCESS

MORE APPLICATIONS

MORE DEVICES