

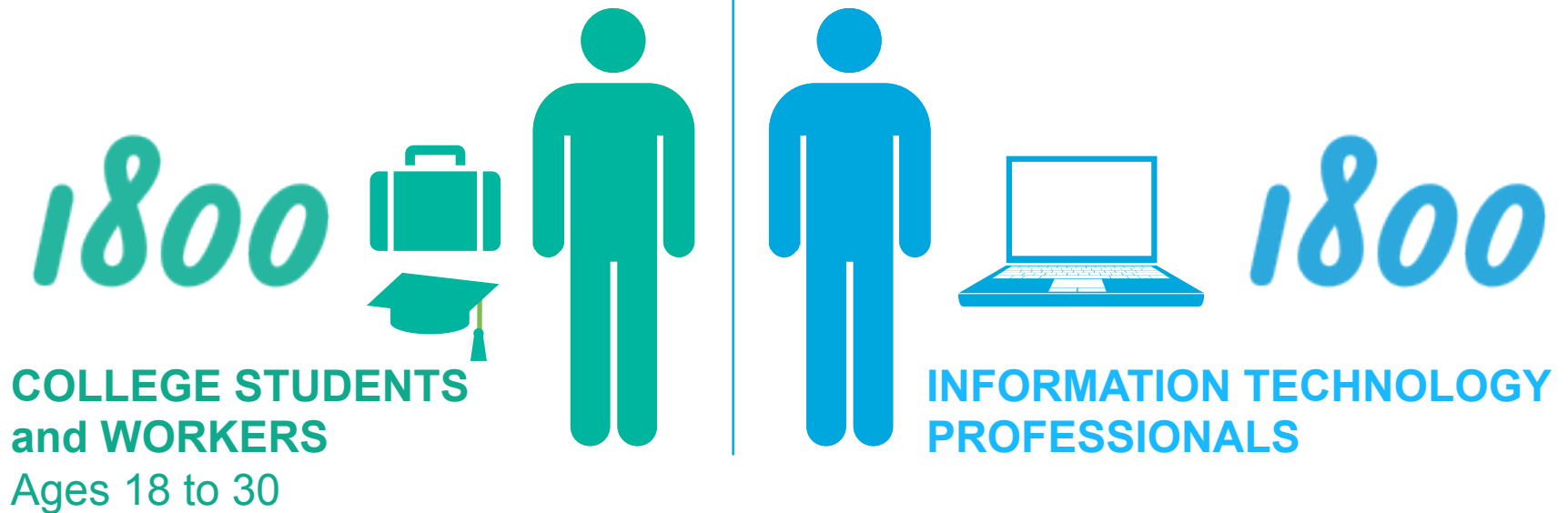


# Gen Y: New Dawn for work, play, identity

# Methodology & Overview

## Timing and Sample Qualifications

### THE THIRD ANNUAL CISCO CONNECTED WORLD TECHNOLOGY REPORT



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



TV



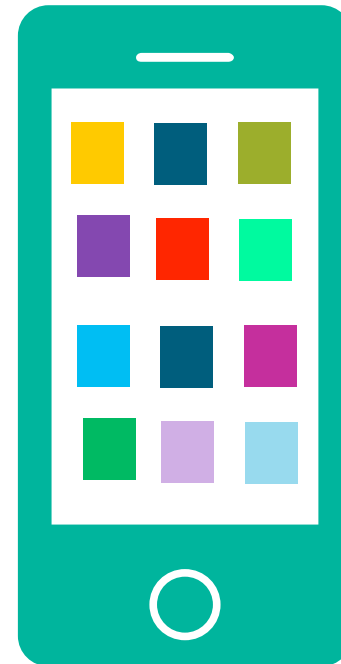
Cell phone



PC

vs.

## NOW

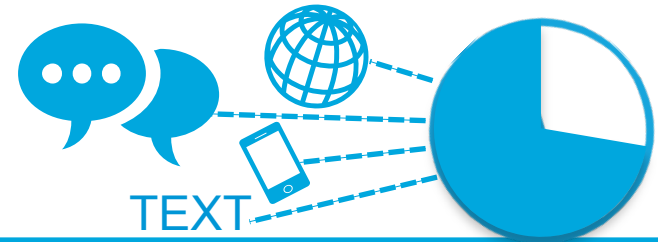


# Summary of Key Findings

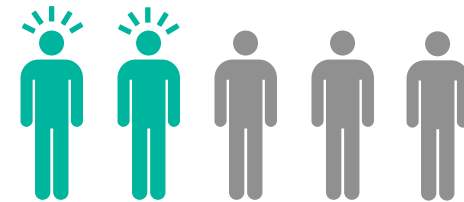
**Smartphones rival laptops** as a preferred device by Gen Y.



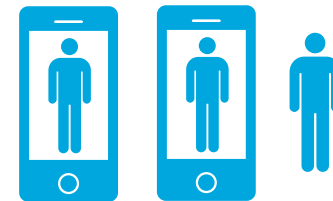
**60%** of Gen Y compulsively check their smart phones for emails, texts or social media updates.



**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

avored laptops

preferred smartphone

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Smartphones rated **twice** as popular as desktop PC

And **three times** as popular as a tablet.



# The New Morning Routine?

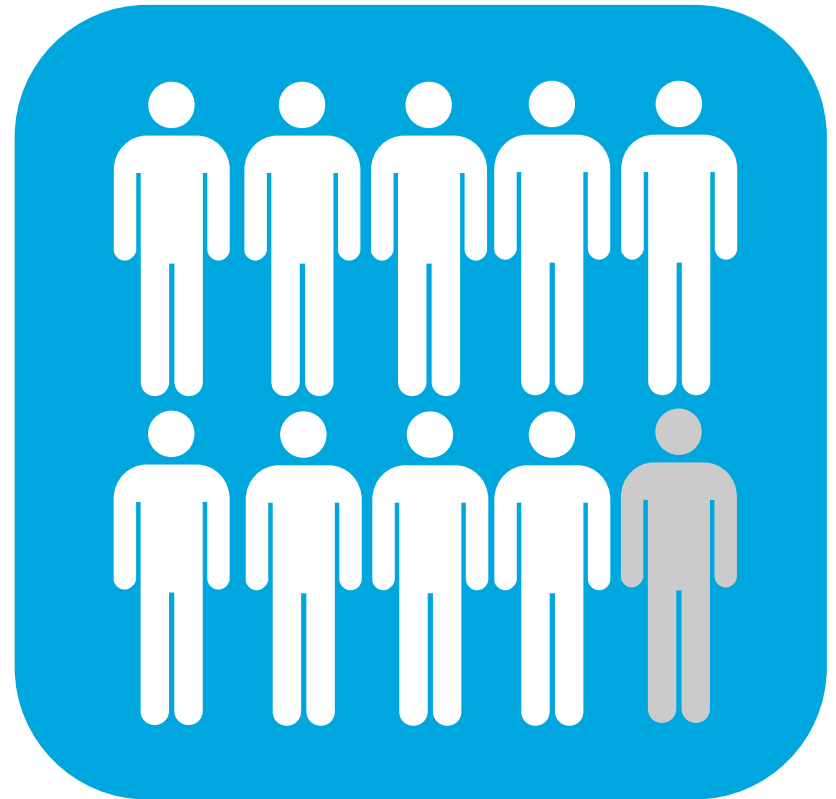
Toothpaste, toilet paper, texting...

- ✓ Check smartphone
- ✓ Dress
- ✓ Eat
- ✓ Brush teeth

90%

“It’s an important part of the morning routine getting ready for work or school.

## Gen Y



# Smart phones: Anywhere, Anytime

## Where are smart phones used?

*in bed*

3 out of 4



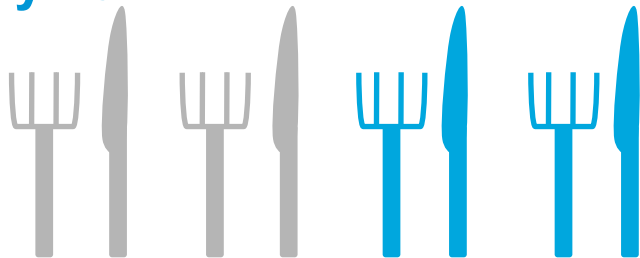
*the bathroom*

Over 1 out of 3



*meals with family and friends*

Nearly half



*texting while driving*

Almost 1 out of 5

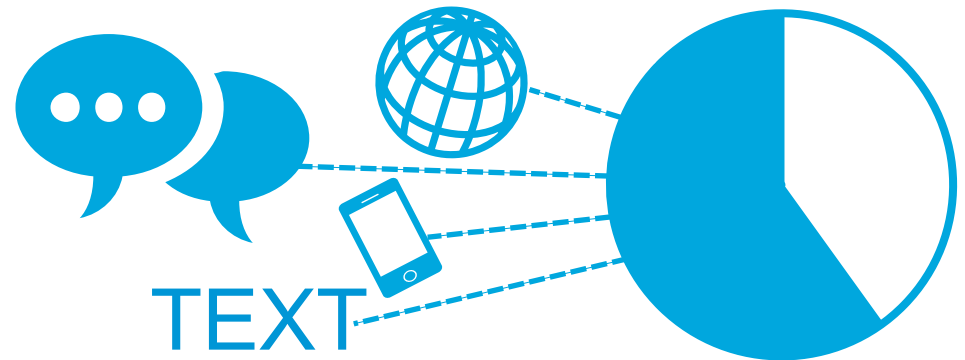


Watch out!

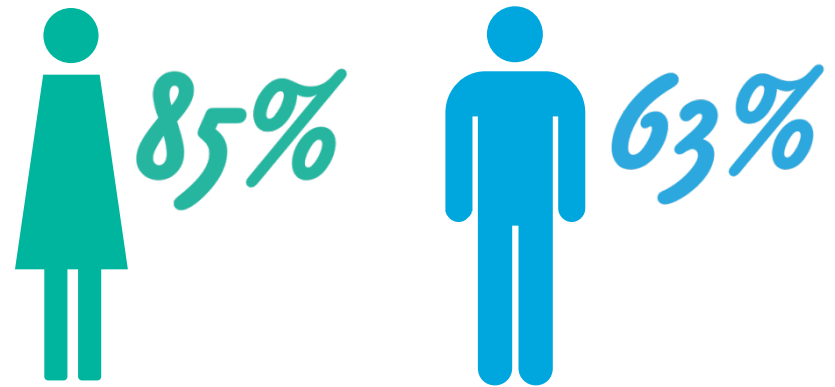
# Connected or Addicted?

**60%**

compulsively check their smartphones for updates



**Women are more driven to connect**



Compulsive checkers





# Joined at the Hip Smartphone Anxiety

*There are 206 bones in the human body...*  
***Meet the 207<sup>th</sup>!***

**42%**

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



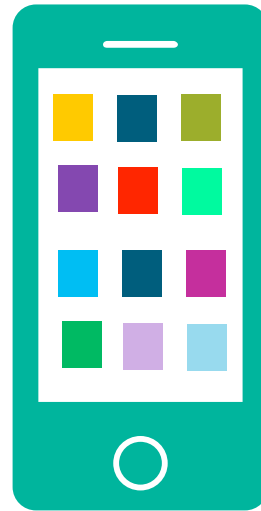
**60%**

Wish they didn’t  
feel so compelled



# Not Just Text and Email: Mobile Apps

**Nearly 70%**  
“smartphone apps  
are important to my  
daily life”



**Over 50%**  
Mainly for games  
& entertainment

**27%**  
Mainly for work

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How many apps do you need?

**60%**

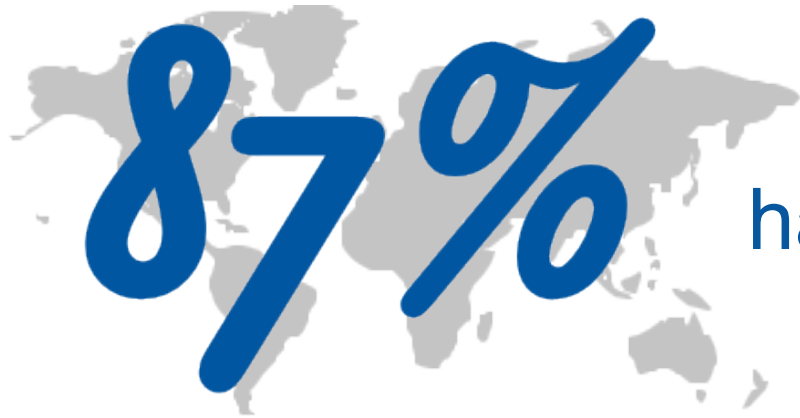
Use 1 to 9 apps regularly

**20%**

use 10 to 25 apps regularly



# Facebook Is the New Global Phonebook



have a Facebook account

41% update Facebook  
at least once a day

**facebook**

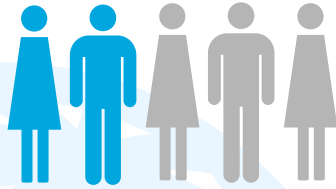
1 in 10 have Facebook  
always up.

Over 1 in 5 update Facebook  
several times a day



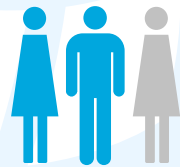
# Online Friendship vs. In-Person

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

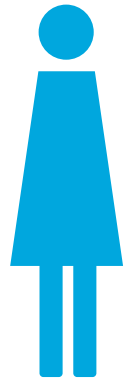
## GENDER DIFFERENCE



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



→ **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

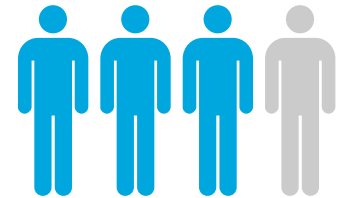
# Gen Y Workforce Connects Work & Social Disconnect with corporate IT

**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”





# Communication Directly between Devices

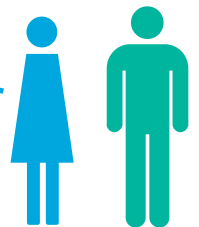
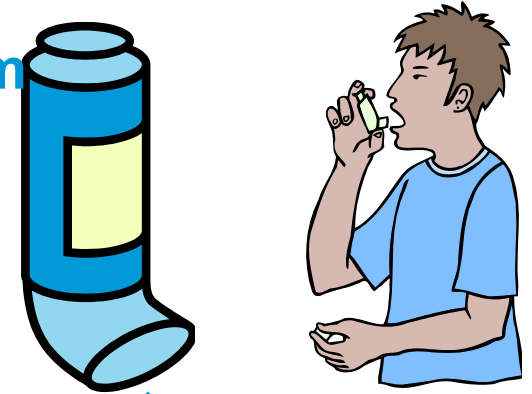
**New applications can directly feed data from sensors on devices to smartphones**

**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...