



Gen Y: New Dawn for work, play, identity

Methodology & Overview

Timing and Sample Qualifications

THE THIRD ANNUAL CISCO CONNECTED WORLD TECHNOLOGY REPORT

1800



**COLLEGE STUDENTS
and WORKERS**

Ages 18 to 30



1800

**INFORMATION TECHNOLOGY
PROFESSIONALS**

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

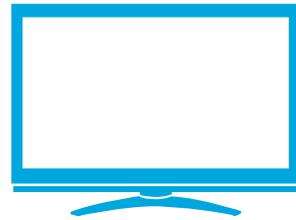
18 Countries: United States, Canada, Mexico, Brazil, Argentina, United Kingdom, France, Germany, Netherlands, Russia, Poland, Turkey, South Africa, Korea, India, China, Japan, Australia

Gen Y: From Consumer to Employee

THEN



Newspaper



TV



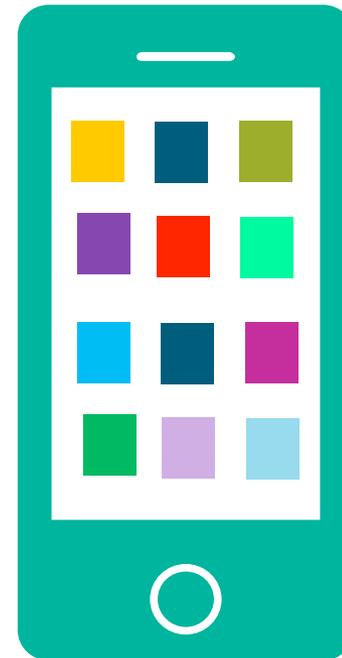
Cell phone



PC



NOW

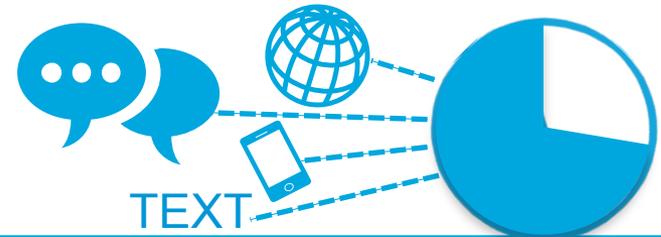


Summary of Key Findings

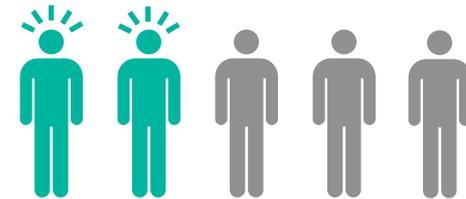
Smartphones rival laptops as a preferred device by Gen Y.



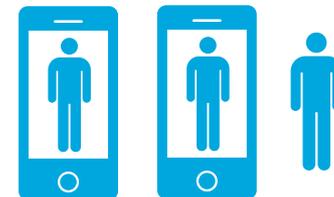
60% of Gen Y compulsively check their smart phones for emails, texts or social media updates.



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

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



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



The New Morning Routine?

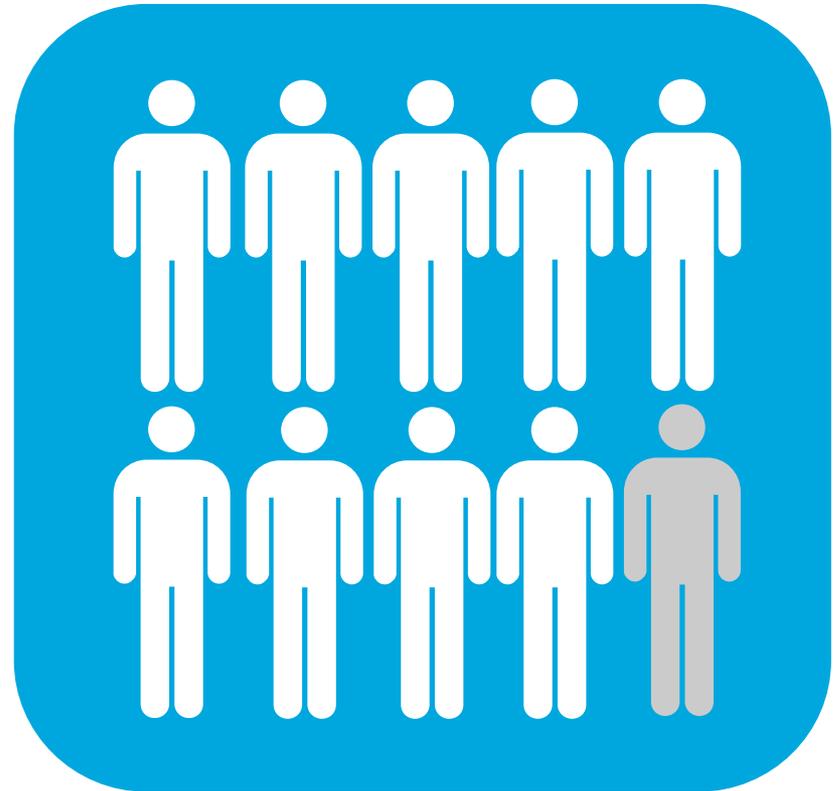
Toothpaste, toilet paper, texting...

- ✓ 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



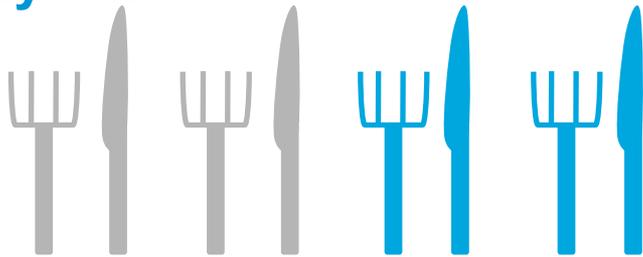
the bathroom

Over 1 out of 3



meals with family and friends

Nearly half



texting while driving

Almost 1 out of 5

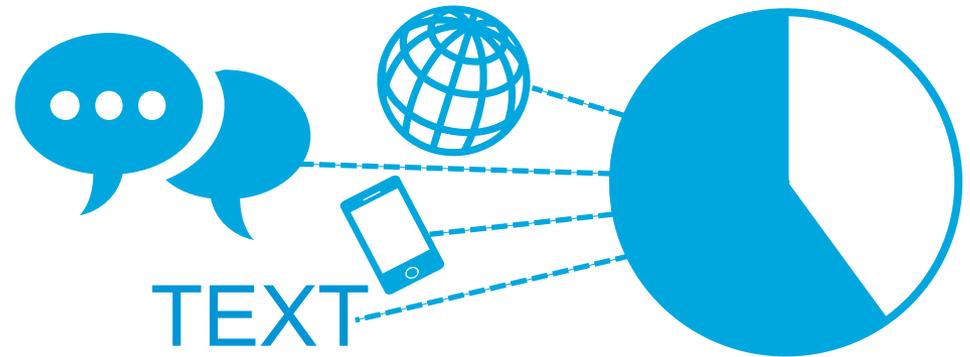


Watch out!

Connected or Addicted?

60%

compulsively check their smartphones for updates



Women are more driven to connect



85%



63%

Compulsive checkers



Joined at the Hip Smartphone Anxiety

*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.

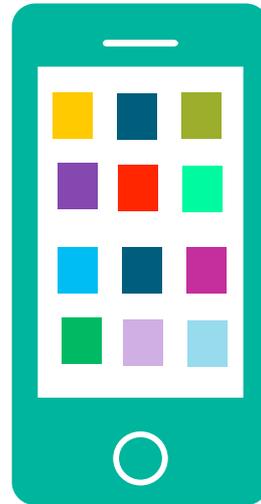


60%

Wish they didn’t
feel so compelled

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

How many apps do you need?

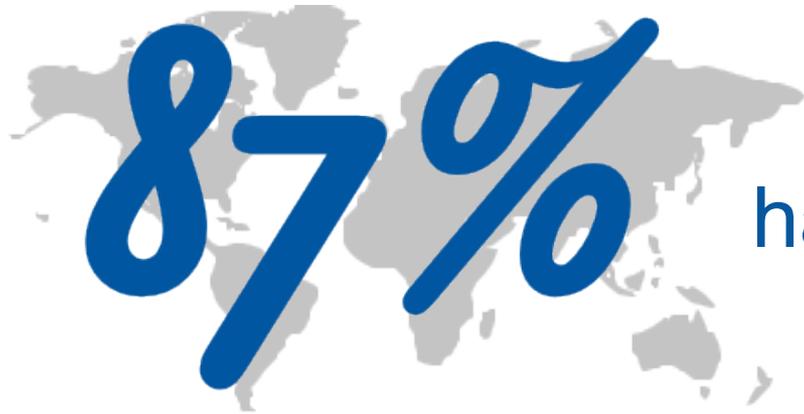
60%

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

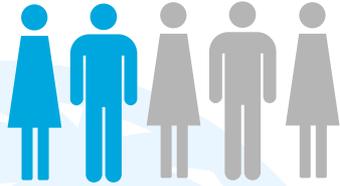
facebook

1 in 10 have Facebook
always up.

Over 1 in 5 update Facebook
several times a day

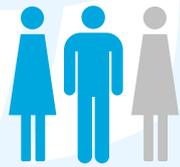
Online Friendship vs. In-Person

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

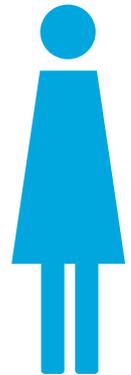
GENDER DIFFERENCE



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

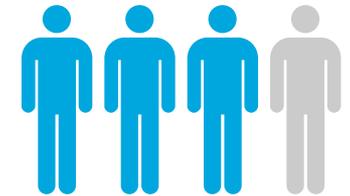
Gen Y Workforce Connects Work & Social Disconnect with corporate IT

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

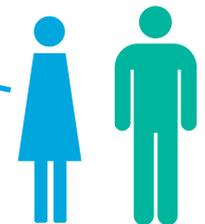
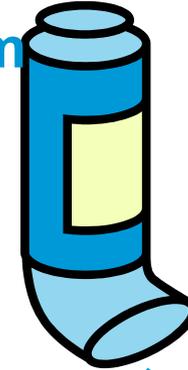
New applications can directly feed data from sensors on devices to smartphones

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...