



## THE RELENTLESS AND TRANSFORMATIVE EFFECTS OF THE INTERNET ARE BRINGING AMERICANS FACE TO FACE WITH HUMANKIND'S BIGGEST QUESTIONS

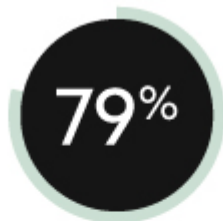
Through our study with the Harris Poll we explore how the rapid advancements of the Internet age are dramatically changing the way humans live, work, and interact in the world, bringing to surface philosophical questions that challenge our values, our place in society, and ourselves.

This survey was conducted online within the United States by Harris Poll on behalf of The Webby Awards from October 8-9, 2015 among 2,017 adults ages 18 and older. The online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated.

### Introduction: Millennials are embracing technology

The data shows the many ways people, and in particular Millennials, have embraced technology as a tool to enhance daily living, but also a national conversation that has emerged about its role in the way we think about our work, relationships and ourselves.

We found Millennials are more inclined to make room for technology in these areas:



18-34 year-olds use smartphones while in the restroom



18-34 year-olds use the Internet for shopping

- 51% of Millennials (18-34) use smartphones while eating with family
- 43% of Millennials (18-34) use smartphones while stopped at a red light while driving
- 40% of employed Millennials (18-34) use smartphones while in a work meeting

- 69% of Millennials (18-34) are likely to use the Internet to aid in home installation and repair tasks
- 61% of Millennials (18-34) are likely to use the Internet to streamline their tasks at work vs only 48% of the 35-44 age group
- 58% of Millennials (18-34) are likely to use the Internet to manage and inform their health or fitness regimens

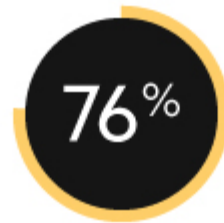
**Part 1, Work: Millennials react optimistically about the future while uncertainty grows as older generation feels technological advances could lead to unemployment.**

72% of adults say it's likely that unemployment will rise as new technologies will require fewer people to do the same amount of work, and 77% worry that if they don't keep up with the latest technology, they'll be less employable.

Millennials, who have grown up in the digital age, are more optimistic - when asked about how the Internet will impact their career over the next 10 years, nine out of 10 millennials (and notably 96% of students) agree the Internet will provide them with more access to jobs they're suited for, and 76% agree the Internet will make their job easier.



Millennials aged 18-34 agree the Internet will provide them with more access to jobs they're suited for



Millennials aged 18-34 agree the Internet will make their job easier

- 72% agree unemployment will rise as new technologies will require fewer people to do the same amount of work
- 77% agree that if they don't keep up with the latest technology, they'll be less employable.
- 70% say it's likely that software will replace many professional services (e.g., legal, medical, financial, real estate)

**Part 2, Relationships: Opinions are split as adults feel technology brings people closer while also seeing a potential future of less authentic relationships.**

72% of adults believe that in 10 years, relationships will be less authentic than today because of technology, and only 37% believe technology will allow them to maintain deeper relationships than they can today.

Despite this, a strong majority reports that technology has helped bridge a physical divide between loved ones, with 84% of respondents agreeing that technology has brought them closer to friends and relatives who live far away.



Prefer to message (e.g., SMS text, email) family members vs. call them



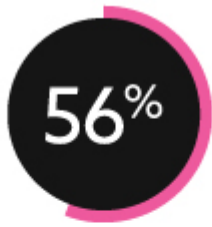
Agree that technology has brought them closer to friends and relatives that live far away

- 72% agree that 10 years from now relationships will be less authentic than today due to technology
- 37% agree technology will allow them to maintain deeper relationships than they can today

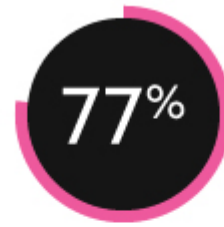
**Part 3, Self: Despite the pull of technology adults, especially Millennials, are still figuring out how best to use these tools.**

A strong majority (77%) concede that it's hard not to look at their mobile phone when it rings or vibrates. More than half (56%) of Millennials believe they would be happier if they used their smartphone less, and more than a third (38%) of this generation reports having a relationship deteriorate due to technology or social media.

Despite the pull of technology, a majority of adults respect certain times and places where smartphones are less welcome, usually as it relates to personal interactions.



More than half of Millennials believe they would be happier if they used their smartphone less



18-34 year olds concede that it's hard not to look at their phone when it rings or vibrates

- 38% of Millennials report having a relationship deteriorate due to technology or social media
- 67% of adults do not use their smartphones while eating dinner with family
- 65% of adults do not use smartphones in a work meeting, although 45% of those with higher household income (100K+) admit to doing so
- 53% of adults admit to using their smartphone while in the restroom
- 67% of do not use their smartphone while stopped at a red light while driving, although 42% of those with higher household income (100K+) admit to doing so

This survey was conducted online within the United States by Harris Poll on behalf of The Webby Awards from October 8-12, 2015 among 2,020 adults ages 18 and older. The online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey results and methodology, please contact Anne Muscarella at [anne@high10media.com](mailto:anne@high10media.com).