Global Trends Impacting Today’s Research

May 16th, 2019
Figures and Ground
this is a fad
this is a social epidemic
Societal Trends
Personal Optimism

Personal Finances (in 5 years’ Time)

- USA
- Canada
- UK
- France
- Germany
- Netherlands
- Australia
- Japan
- China

- Worse
- Better
- Same

Dynata
Personal Optimism

Personal Finances (in 5 years’ Time)

- Silent
- Baby Boomer
- Gen X
- Millennial

-100% to 100%
Global Outlook Optimism

The World (in 5 years’ Time)

Silent | Baby Boomer | Gen X | Millennial

-100% | -50% | 0% | 50% | 100%

Worse | Better | Same
My Job Will Be Done By a Robot/AI in the Future

Extremely/Very likely

- Silent: 8%
- Baby Boomer: 14%
- Gen X: 26%
- Millennial: 39%
The World If All Work Were Done By Robot/AI

Very Much/Somewhat Better

- Silent: 8%
- Baby Boomer: 11%
- Gen X: 21%
- Millennial: 31%
Climate Change

Is Climate Change a Reality?

- USA: 86%
- China: 84%
- Japan: 83%
- France: 83%
- Netherlands: 82%
- Australia: 78%
- Canada: 77%
- Germany: 73%
- UK: 71%

100% sure, Pretty sure, Probably is
Is Climate Change Fixable?

Base: All thinking climate change is a reality
Device Trends
Here’s a Trend...

Device Usage for Surveys 2017-2019

- Desktop
- Smartphone

R² = 0.8866

R² = 0.8906
Smartphone Usage in Surveys

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>37%</td>
</tr>
<tr>
<td>Canada</td>
<td>24%</td>
</tr>
<tr>
<td>UK</td>
<td>31%</td>
</tr>
<tr>
<td>France</td>
<td>27%</td>
</tr>
<tr>
<td>Germany</td>
<td>25%</td>
</tr>
<tr>
<td>Netherlands</td>
<td>31%</td>
</tr>
<tr>
<td>Australia</td>
<td>25%</td>
</tr>
<tr>
<td>Japan</td>
<td>41%</td>
</tr>
<tr>
<td>China</td>
<td>38%</td>
</tr>
</tbody>
</table>
Smartphone Usage in Surveys

- 18-24: 57%
- 25-34: 46%
- 35-44: 41%
- 45-54: 32%
- 55-64: 23%
- 65-74: 16%
- 75+: 10%

Age Groups
Smartphone Usage in Surveys

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Global</th>
<th>UK</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>57%</td>
<td>56%</td>
</tr>
<tr>
<td>25-34</td>
<td>46%</td>
<td>48%</td>
</tr>
<tr>
<td>35-44</td>
<td>41%</td>
<td>40%</td>
</tr>
<tr>
<td>45-54</td>
<td>32%</td>
<td>30%</td>
</tr>
<tr>
<td>55-64</td>
<td>23%</td>
<td>20%</td>
</tr>
<tr>
<td>65-74</td>
<td>16%</td>
<td>13%</td>
</tr>
<tr>
<td>75+</td>
<td>10%</td>
<td>8%</td>
</tr>
</tbody>
</table>
Mobile Doesn’t Mean Mobile

Where are you doing this survey?

- At home
- At a friend’s home
- At work
- “Outside”

USA 2013
UK 2013
UK 2018
Mobile Doesn’t mean Mobile

Where are you doing this survey?

- 65+:
  - "Outside": 0%
  - At home: 90%

- 55 - 64:
  - "Outside": 0%
  - At home: 90%

- 45 - 54:
  - "Outside": 10%
  - At home: 80%

- 35 - 44:
  - "Outside": 10%
  - At home: 80%

- 25 - 34:
  - "Outside": 20%
  - At home: 80%

- 18 - 24:
  - "Outside": 20%
  - At home: 80%

"Outside" vs At home for different age groups.
Our Next Survey Starts Problem?

Smartphone Voice Assistant: Own and Use
(Often/Occasionally)
Smartphone Voice Assistant by Generation

- Silent: 21%
- Baby Boomer: 23%
- Gen X: 35%
- Millennial: 47%
Device Trends

Tech Devices Owned

3D printer  SmartWatch  Fitness band  Distributed music system  Keyless locks to your home

- Silent
- Baby Boomer
- Gen X
- Millennial

Silent
Baby Boomer
Gen X
Millennial
3D Printers

1. Imprimere's Model 2156 – $2,500,000

The most expensive 3D printer in the world is in a tieing position with the SonicLayer 7200. It's the Imprimere's Model 2156. The firm company manufactures and sells it commercially. This 3D printer uses the Concrete Deposition process and is used in the construction business and holds promise for revolutionizing the industry through a more consistent, full-automated building process that reduces costs. This amazing technology is used for printing with concrete as well as 3D scanning. It also has the capability of traveling on tracks for up to 70 miles. Its innovative development in 3D technology that holds promise for changing the way constructed.
The Media Diet

- **Silent**
  - TV
  - Online
  - Radio
  - Print

- **Baby Boomer**
  - TV
  - Online
  - Radio
  - Print

- **Gen X**
  - TV
  - Online
  - Radio
  - Print

- **Millennials**
  - TV
  - Online
  - Radio
  - Print

- **TV**
- **Online**
- **Radio**
- **Print**

- **Dynata**

- **Millennials**
- **Gen X**
- **Baby Boomer**
- **Silent**
New Paradigm?

Media Diet

TV
- Broadcast
- On Demand
- Streamed

Online
- Social Media
- General
- Video

Radio
- Broadcast
- Streamed

Press
- Newspapers
- Magazines
The Story of TV

Broadcast
- Baby Boomer: 67%
- Gen X: 47%
- Millennial: 32%

On Demand
- Baby Boomer: 17%
- Gen X: 22%
- Millennial 46%

Streamed
- Baby Boomer: 16%
- Gen X: 32%
- Millennial: 21%
Streaming Trend - Radio

Broadcast

- Baby Boomer: 74%
- Gen X: 61%
- Millennial: 43%

Streamed

- Baby Boomer: 26%
- Gen X: 39%
- Millennial: 57%

Broadcast

- Baby Boomer: 77%
- Gen X: 72%
- Millennial: 48%

Streamed

- Baby Boomer: 23%
- Gen X: 28%
- Millennial: 52%
UK Radio

**Total weekly hours** represents the total amount of listening to this radio station. This is affected by the total amount of weekly listeners, or how long each audience member listens for. Hours is normally the most important number for advertising sales.
What is Online?

- Baby Boomer:
  - Social Media: 49%
  - Video: 18%
  - General: 32%
  - Total: 100

- Gen X:
  - Social Media: 33%
  - Video: 26%
  - General: 41%
  - Total: 119

- Millennial:
  - Social Media: 43%
  - Video: 27%
  - General: 30%
  - Total: 173
Brand Value Trends
The Brands You Buy Say a Lot About You

only when you are young?

- Baby Boomer: 9%
- Gen X: 13%
- Millennial: 23%
Branding Cuts Across Generations

There are brands I love

- Baby Boomer: 35%
- Gen X: 40%
- Millennial: 38%

Brand indicates quality

- Baby Boomer: 22%
- Gen X: 27%
- Millennial: 28%

Helps me make choices

- Baby Boomer: 22%
- Gen X: 19%
- Millennial: 18%

Excuse for inflated prices

- Baby Boomer: 23%
- Gen X: 23%
- Millennial: 29%
Trust & Privacy Trends
Sharing Information with Companies – by Familiarity

Sharing Gender

90% 94% 91%
63% 64% 65%

93% 92% 92%
71% 67% 58%

90% 90% 90%
67% 67% 45%

77% 74%

Sharing Nationality

87% 90% 90%
60% 63% 57%

93% 92% 90%
70% 64% 62%

90% 90% 90%
63% 63% 48%

80% 80%

Sharing Age

84% 87% 88%
56% 57% 56%

92% 87% 90%
65% 64% 58%

84% 87% 67%
62% 62% 41%

USA Canada UK France Germany the Netherlands Australia Japan China
Sharing Information with Companies – by Familiarity

Sharing Current Location
- USA: 36%
- Canada: 50%
- UK: 42%
- France: 51%
- Germany: 37%
- The Netherlands: 42%
- Australia: 44%
- Japan: 50%
- China: 20%

Sharing Phone Number
- USA: 33%
- Canada: 37%
- UK: 32%
- France: 46%
- Germany: 32%
- The Netherlands: 37%
- Australia: 38%
- Japan: 37%
- China: 20%

Sharing Govt. ID number
- USA: 14%
- Canada: 11%
- UK: 16%
- France: 24%
- Germany: 21%
- The Netherlands: 17%
- Australia: 21%
- Japan: 11%
- China: 8%
Due to privacy concerns:

- A third of Millennials haven’t visited or have closed a website
- A third of Boomers and 40% of Millennials deleted or didn’t download an app
- Fewer have given false information
What Would Make People More Comfortable Sharing?

- Make it easy for me to choose what I share and what I do not share: 57%
- Allow me to opt out of data sharing: 56%
- Be transparent about how they are going to use my data: 51%
- Offer privacy agreements that are short and easy to understand: 44%
- Offer valuable benefits if I choose to share my data: 24%
Thank You!

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