MILLENNIALS AND MOBILE TECHNOLOGY:

Adjusting to a mobile-first world.
METHODOLOGY

Domo, in collaboration with CEO.com, a leadership resource for business executives, completed this survey on mobile usage among millennials. The sample includes 2,228 respondents, all of whom were enrolled in an institution of higher learning at the time of the survey. The majority of respondents (72.7%) are under 21 years old, with an even split between males and females.
The promise of mobile technology has been a dream decades in the making. In 1992, former Apple CEO John Sculley predicted that the “pocket-sized digital communicating devices” market would disrupt the way we interact with the world.

We’ve come a long way in the last 23 years. Mobile technology has been a game-changer in every respect, touching nearly every aspect of our lives. So it’s not shocking that mobile is revolutionizing the workplace as well. What has surprised many business users, however, is the incredible speed and intensity with which the mobile wave hit.

Many companies rolled with the initial surge by implementing BYOD policies or allowing employees to work remotely. But in 2015, is that still enough? Are companies fully capitalizing on all the opportunities mobile has to offer?

While mobile technology was once synonymous with laptops and PDAs, it now encompasses phones, tablets, wearables, and other devices, many of which now play a major role in the lives of younger generations. Businesses should be asking themselves some hard questions: Do millennials use their devices strictly for play, or do they want and expect to use them in the workplace as well? And if so, can this generation of individuals offer fresh insights into an increasingly mobile-first culture?
In our study, we set out to understand what millennials think about mobile technology in the enterprise. We surveyed more than 2,000 college-aged individuals about their hopes and expectations as well as suggestions for seamlessly merging mobile with the work world.

The respondents confirmed what many people already suspect—that mobile is here to stay—but more importantly, it affirmed how crucial it is for company executives and other business leaders to adjust to a mobile-centric world in order to attract fresh talent and remain relevant in the business world.

The term ‘mobile’ will have very little significance in tomorrow’s workplace because mobile will be so pervasive. Today’s world is moving to mobile so rapidly that companies without a mobile-first mentality will have a difficult time attracting and retaining customers and a far bigger challenge attracting and retaining talent.

- Josh James
  Founder and CEO, Domo

As future business professionals, the millennials we surveyed expect to integrate mobile technology into their regular workday. Welcome to a brave new business world.
Most millennials split their internet time between their mobile phone (45.7%) and their laptop/desktop computer (43.4%) when they’re on the internet. An overwhelming majority said they use their phone more than any other device to perform everyday activities online.

Most millennials (67.6%) use their phones to exchange pictures on a daily basis. 91.4% say they use their phone more than any other device to take and receive pictures.

In terms of their future workplace, 28.8% expect to be provided with a mobile phone and 70.1% expect that they will be able to bring their own mobile phone to work.

Most (89.7%) say they would prefer a fast-paced work environment. 69.6% of respondents expect to work more than 40 hours a week in their future jobs.

The overwhelming majority (96.1%) say that more businesses will be using mobile in the workplace in the future or that current level of use will continue.

Key Findings

- **Mobile phones win out over desktop computers**
- **The visual revolution is here**
- **Technology matters to millennials**
- **Millennials are gearing up to do tough work**
- **Mobile will have a permanent place in the workplace**
In our survey, we sought to measure the degree to which young people are spending time on their phones compared to other devices. We found that millennials are using their phones more than laptops or desktop computers. That’s not surprising, considering that mobile usage overtook fixed internet access in 2014.

Overwhelmingly, millennials (97.4%) are using their phones every day to text. Our research also found that 95.5% are using their phones to access the internet every day. This comes as no surprise, since these are two of the most basic uses for mobile technology.

Millennials are also engaged in a lot of different leisure activities on their phones. On an average day, 68.2% use their phones to stream music and 67.6% use their phones to send or receive pictures.
It’s not all fun and games, though. Millennials are also using their phones to help organize their lives and stay informed. Within the last month, the majority of millennials used their phones to access banking or finance information (81.7%), stream videos (74.4%), plan a meeting or meet-up (72.7%), get traffic information (69.2%), consume news (68.3%) and make purchase decisions (66.9%).

Our research showed that millennials are still using their laptops, though. Most split their internet time between their cell phone (45.7%) and their laptop/desktop computer (43.4%).

As indicated below, when young people want to take or receive pictures, browse social media, stream music and videos, play games, or track their health, they tend to reach for their phones. On the other hand, when young people take notes or manage workload and tasks, they prefer to use a computer.
What millennials anticipate from their future jobs.

According to Deloitte’s Millennial Survey of 2014, millennials currently make up roughly 37% of the workforce—by 2025, that number will grow to 75%. With an influx of tech-fluent young people entering the workforce, businesses may need to make some adjustments.

Our survey addressed some of the expectations young people have for their future workplaces. We found that millennials are eager to do what it takes to succeed in future jobs. A whopping 89.7% of those surveyed said they would prefer a fast-paced work environment and 69.6% of respondents expect to work more than 40 hours a week in their future jobs.

In fact, 21.8% said they would be less likely to accept a job offer at a company in which mobile technology was not part of the company’s standard working environment. Furthermore, 28.8% expect to be provided with a mobile phone and 70.1% expect that they will be able to use their own mobile phone at work (BYOD).
When asked to rank employee perks, 64.7% said technology (smartphone/laptop) was the most important perk to them. In comparison, 11.5% chose free meals/a stocked kitchen and 13.7% chose a gym membership/wellness stipend as most important.

Nearly every millennial we surveyed agreed with this statement: **Mobile will have a permanent presence in future workplaces.** 96.1% of them believe that more businesses will be using mobile in the workplace in the future or that current level of use will continue.
Increasingly, mobile tech is being integrated into the regular day-to-day-operations of a business. Many teams use messaging apps to communicate, productivity apps to track their progress on a project and maintain their to-do list, and note-taking apps to remember key details from a meeting. Our mobile devices are changing the way we work and offices are learning to adapt.

For companies looking to connect with tech-savvy millennials, the technology they employ might be a major deal-breaker. A recent study from marketing analytics agency Annalect, examining brand loyalty among millennials, suggests that using up-to-date technology could be just as important as the brand’s reputation. More than a third of millennials said they would stay loyal to brands that are up to date with technology and that technology adds value to a brand.

As mobile usage in the workplace increasingly becomes the norm, the evolving landscape of mobile technology will fundamentally reshape business operations. Mobile in the workplace is no longer the future, but very much the present. Rather than view technology as a boon to attract a younger workforce, companies should look to use it as a tool to increase productivity, promote communication and build morale in the workplace.
CONCLUSION

The shift to incorporate mobile technology into the culture of organizations is gradually a top priority for companies looking to attract and engage fresh, dynamic talent.

Giving employees the flexibility to work anywhere at any time, mobile devices and mobile-first workplaces allow workers to stay connected in situations where they might otherwise be unreachable. As an added boon, a recent FlexJobs survey found flexible work options offered by technology might even save employers money, as one-fifth of people surveyed said they would take a 10% pay cut for flexible work options. With a penchant for fast-paced jobs and tech-savvy culture, it’s no surprise fewer young people are interested in traditional corporate jobs than ever before.

With the coming influx of millennials into the workforce, businesses should aim to bridge the technological disconnect between job seekers and a traditional work environment by making the necessary mobile upgrades in the office and giving employees the freedom to use it creatively.

ABOUT DOMO

Domo is a cloud-based business management platform that is transforming the way business is managed. The company solves universal pain points felt by decision makers for whom traditional reporting is often too slow and complex, and often unusable.

Domo helps executives make faster, better decisions and improve performance by providing one platform from which they can easily connect to, prepare, visualize and collaborate around data. By automating and normalizing the way data is collected and presented, Domo delivers users the confidence they need to make the right decisions at the right time, wherever they happen to be.

Today, Domo’s serves more than 1,000 customers including some of the world’s largest and well-known enterprises, including eBay, Goodwill Industries, National Geographic, Ogio and Telus.

Founded in 2010, Domo is the second fast-growth, data-centric company launched and run by Josh James, who also co-founded and was CEO of the web analytics powerhouse Omniture.