

TECHNOLOGY THROUGH THE AGES SURVEY RESULTS



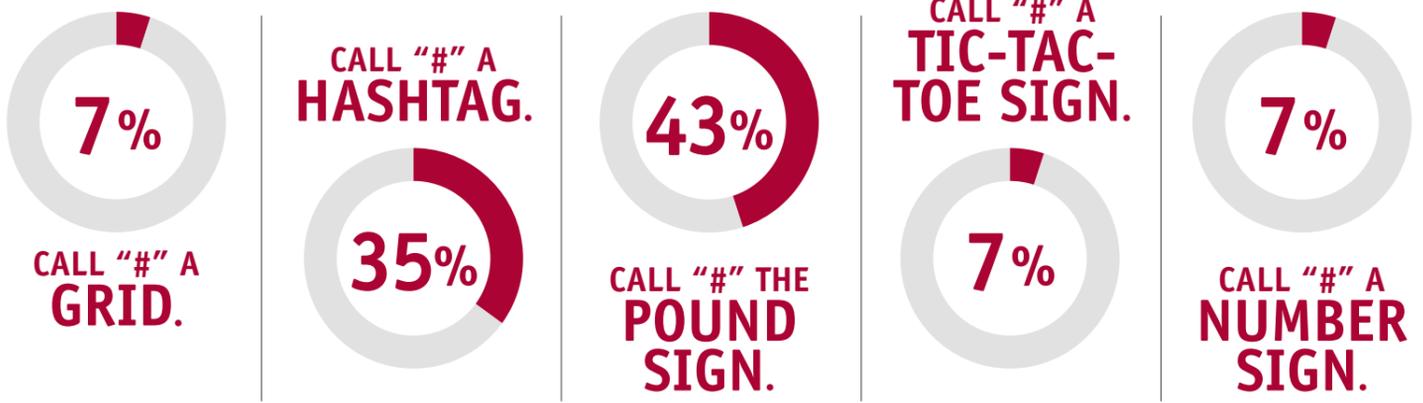
DEVICE USAGE

 **ONLY 7%** use a **standard cell phone** A.K.A. NOT a smartphone.

 **64%** of responders use a **laptop** at least **1x** a week.

But clearly technology still has its mishaps – 21 percent say they take their frustrations out on their devices trying to fix them at least a couple times a month.

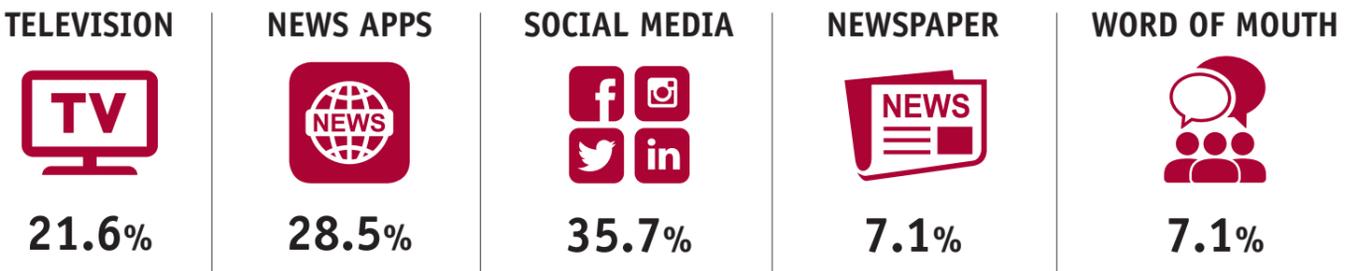
- The official name of the symbol “#” will forever remain a mystery.



Oddly enough, millennials called it a pound sign, while gen-Xers called it a hashtag... who’s more into social media now?

HOW PEOPLE PREFER TO RECEIVE NEWS

Social media dominates the news-gathering industry across all generations. Not surprisingly, our baby boomers are the only newspaper lovers.



FIXING A TECH ISSUE

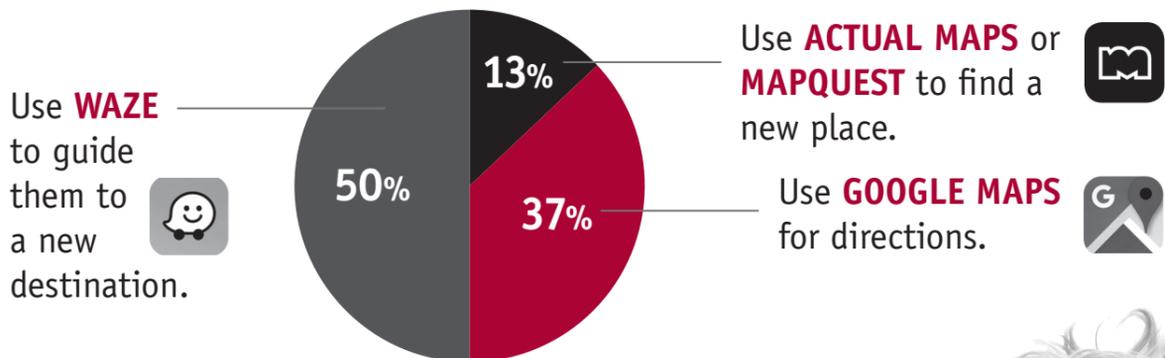
42.9% ASK GOOGLE HOW TO FIX AN ISSUE. | **35.7%** PLAY AROUND IN THE DEVICE SETTINGS.

The only people that deal with service providers to fix issues on their devices are our baby boomers.

ACCESSING PASSWORDS - Essentially no one remembers passwords to online accounts.



GETTING DIRECTIONS - The days of MapQuest are coming to an end...



SOCIAL MEDIA LINGO

Most everyone knows what phrases like “PIN IT,” “RETWEET,” “SELFIE,” “INSTAFAMOUS” and “CHECKING IN” mean in terms of social media.

- 22-40** **MILLENNIALS** definitely know what they are referring to, although some of them are ashamed to admit it.
- 41-52** **GEN-XERS** are all for these terms and use them often.
- 53-71** **BABY BOOMERS** are the most likely to not know what these phrases are referring to.

