



A Profile of Millennials' Media Technology Adoption and Use Analysis of the English-Language Market

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See Appendix for permissible uses

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Appendix 1: Survey Methodology and Permissible Uses



Introduction

- + This report profiles Millennial Anglophones and their ownership and use of media technology.
- + For the purposes of this report, we separated the Millennials (18 to 34 year olds) into two groups: Gen Z is defined as those aged 18-26 and Gen Ys are defined as those aged 27-34 years old. Millennials have grown up with publicly available Internet and wireless technologies and are avid users of these offerings.
- + The Media Technology Monitor (MTM) incorporates a mixed-methodology approach which included a phone survey and a follow-up survey online. The data from this report comes primarily from the phone portion of the survey unless otherwise noted.*

*Data in this report coming from the online portion of the survey will be identified with this symbol +.

