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## **Digital Decade: Fast Facts**

A global poll of 49,356 Habbos reveals what Generation Z think about life as a digital native and how the internet will shape the future.

### **Digital Diet (Content consumption)**

- Content sharing is not as prevalent as you might think
  - 23% regularly share content online
  - 39% sometimes share
  - 26% rarely share
  - 13% never share
- Of those that do share, the majority of content shared is:
  - Music (54%)
  - Games (35%)
  - Images (35%)
- Free content is here to stay
  - 26% today are willing to pay, but look for free channels vs. 34% who are likely to pay for content in the future
  - 32% never pay for online content vs. 20% who expect to never pay in the future
  - But 19% never download online content vs. 13% in the future

### **Digital Community (Interaction)**

- Online interaction improves young peoples' confidence (32% a lot more confident, 32% slightly more confident)
- Majority of teens (21%) have 100-200 online friends
- 34% think that physical meetings in the future will decrease, as most interaction will happen online
- 26% think that online interaction will be a major factor with a large amount of interaction happening virtually
- 31% don't think interaction will change in the future
  - 34% think informal chat language can be used in all situations
  - 31% think they need to stop using abbreviations in spoken interaction
  - 29% think they need to speak more formally offline

## Digital Safety

Young People show concern for online safety and the survey suggests schools and parents have the most influence in terms of educating teens about responsible and safe online behaviour.

- Young people today learn most about online safety at School (29%) with family coming second (20%). Friends only represent 10% suggesting it's not a big peer group issue.
- 61% of teens feel online safety will become increasingly important in the future, a quarter of teens feel it will be as important in the future as it is now.
- 55% feel "fairly safe in most online environments", 19% "don't feel safe in lots of online environments"

## A Digital Future

- 46% of teens today think virtual worlds will be used regularly in schools in the future
  - 43% find it easier to learn from the internet
  - 16% find it easier to learn from books
  - 38% think both are equally easy
- Only 19% percent of teens think traditional print media will always exist
  - 16% think its time is up very soon
  - 39% think its time is up some day
- The majority of teens can't imagine a world without traditional TV or Radio
  - 44% feel it will remain as it is
  - 23% feel Radio and TV will play a stronger role in the future
  - 22% feel they will no longer exist in the format they do today
  - Teens would be most upset to live without the following:
    - Traditional TV (42%)
    - Mobile phone (42%)
    - Games console (38%)
- Over half of respondents don't believe in a converged future
  - 51% think they will always have lots of different gadgets
  - 13% think there will be one device with multiple functions