

Broadcast pitch – national broadcast, morning shows, news paths

Suggested Subj: EMBARGOED: Selfies and Secret Profiles: Digital Natives are Worlds Apart from Older Generations, Bank of America Reports

Embargoed until Thursday, August 17, 2017 at 9 a.m. ET

Hello [Reporter] –

For a potential reader/VO I thought you may be interested in a new study to be released Thursday, August 17 by Bank of America, which explores timely mobile trends and forward-looking consumer behaviors, with a nod to the younger generations – Gen Z and millennials.

I included a couple of readers below that could be directly worked into your broadcast on or after the 17th. I'd also be happy to send you an **embargoed copy** of the Bank of America Trends in Consumer Mobility Report and press release upon request.

- **Ego-surfing.** We all know that the internet is the go-to place to dig up some good info, but a recent Bank of America survey found that younger consumers are also going to the internet to find out more about their own digital footprint. Gen Zers and Millennials are the most likely to Google themselves, with 10% searching themselves daily! How's that for getting in-touch with yourself?
- **Socially Secretive.** It seems that secrets are going out of style thanks to the openness of the internet, but Gen Zers are experts at keeping their social networks out of sight from the people who want to see them most – their parents. A recent Bank of America survey revealed over half (53%) of Gen Zers limit their parents from viewing most or all of their social networking profiles. On top of that, 8% admit to creating a secret profile. For some Gen Zers, it looks like their social profiles may be their best-kept secret.
- **Retro revival.** Time to dust off the Walkman, because it looks like retro tech is still pretty groovy. A new survey by Bank of America reports nearly four in five (76%) Americans still use old-school devices, including CDs (49%), landlines (36%), VCRs (17%) and records (11%). Perhaps this nostalgia is because many are looking for some time to disconnect, as nearly half (46%) of respondents say they are on board with doing a digital detox. The ultimate Throwback Thursday has arrived in real-time, so take some time to get off the record and put one on the turntable.
- **OMG, let's take a selfie.** If it seems like the youngest generation is speaking their own language, don't say "OMG" and panic, because you're actually right. A new report from Bank of America finds that Gen Z is embracing new methods of communication, as they are significantly more likely than their older counterparts to use emojis (95% vs. 79%), social media (88% vs. 77%), acronyms (87% vs. 69%) and even selfies (81% vs. 45%) to converse with one another. So, the next time you have something to tell the Gen Zer in your life, you might want to say it with a duck face and an emoji.