

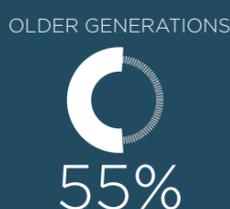
MILLENNIALS AND CHATBOTS: THE GENERATIONAL DIVIDE WHEN IT COMES TO TECH SOLUTIONS

AMERICA'S 75 MILLION MILLENNIALS ARE MORE LIKELY THAN OLDER GENERATIONS TO HAVE HEARD OF AND FEEL COMFORTABLE WITH USING CHATBOTS.

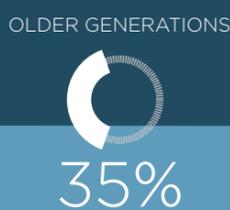
Willingness of **millennials** versus **older generations** to **use chatbots** in these situations:



VS.



VS.



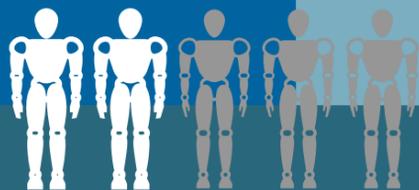
VS.



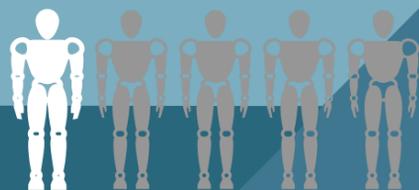
VS.



VS.



About **two out of five millennials** think that **chatbots provide better service** than **humans**



one in five of older generations do

Methodology

This study was conducted using Online CARAVAN[®] between April 18-20, 2016 among a sample of 1,018 adults comprising 504 men and 514 women living in the United States.

Interested in the full results from our study?
Email us at caravaninfo@ORCInternational.com

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