



Millennials, Technology, Health and Transit

MILLENNIALS: A term for the millennial generation, described by demographers as the segment of the population born between approximately 1980 and 2000. Millennials represent the largest generation in U.S. history and are the most multi-modal. The American Public Transportation Association recently conducted a study that found that the millennial generation increasingly chooses the most practical transportation mode for each individual trip. It is important to note that transportation choices are made on a case-by-case basis.

Motor vehicle crashes remain the leading cause of death for young adults ages 15-29. Two-thirds of young adults admit to texting while driving. This fact highlights the need for further research on the impact of new media and technology on the health of adolescents and young adults. Providing a high quality, well-functioning public transportation system that would permit millennials to text, use social media and complete work tasks while riding would prevent crashes and deaths related to texting and driving.

Millennials Want to Save Money

Millennials represent a generation that widely began their professional careers amidst one of the most economically constrained times in United States history. Additionally, millennials are

the most unemployed and underemployed generation and college loan debt for graduates is exponentially higher than that of the Baby Boomers.

Millennials are more likely to be multimodal and will increasingly choose the best transportation mode based on the trip they are planning to take. Thus, trips are planned on an individual basis rather than being grouped together en masse. Saving money is often a primary motivation behind mode selection.

Reasons and motivations for transportation choices among millennials are pragmatic, with 46% stating that a need to save money drives their choices. In a recent survey, four out of five millennials surveyed stated that the high cost of gas, parking, and maintenance has discouraged them from owning a car.

Millennials Want Technology Options

- In a recent survey, 30% of people ages 18 to 34 said giving up their mobile phone would have the greatest negative impact on their life.
- 35% of young adults identified their computer as the piece of technology they could not live without .
- In 1985, 38% of all new cars were purchased by people aged 21-34, but that number fell to just 27% in 2010.

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- Americans aged 16 to 34 years old drove 23% less in 2009 than they did in 2001.
- 55% of millennials state that within the next 10 years that they would like to see Wi-Fi or 3G/4G wherever they go.

Public transportation is considered the best option for socializing digitally in transit. Additionally, transit also allows millennials to work as they travel. This is an increasingly popular trend noted by 40% of those polled.

Public Transit Reduces the Incidence of Obesity

Our current auto-centered transportation system contributes to physical inactivity. Each additional hour spent in a car per day is associated with a 6% increase in the likelihood of obesity. On the reverse side, each added kilometer walked per day is associated with a nearly 5% reduction in obesity risk. Regular physical activity promotes health and lowers the risk for obesity and premature death.

Individuals who use public transportation get more than three times the amount of physical activity per day of those who do not. This translates to approximately 19 minutes of walking to stops and final destinations. Thirty percent of transit users get more than thirty minutes of physical activity each day. The U.S. Center for Disease Control recommends 150 minutes of moderate physical activity per week.

Special Points of Interest

- The proportion of young adults who are obese has more than tripled from 8% in 1971-1974 to 24% in 2005-2006.
 - Almost two-thirds of young adults do not engage in regular leisure-time physical activity.
- Eighteen percent of young women and 12% of young men reported at least one of six serious health conditions.
 - Twenty-seven percent of young adults today are unable to meet the physical requirements to join the military.
 - The military loses 12,000 young men and women each year before their first term of enlistment ends because recruits are unable to maintain the medical requirements.

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