



**bread financial**®

## **Millennial Confessions: Smartphones Absolutely Power My World**

September 21, 2015

By [Lauren Koester](#), College Relations & Pipeline Programs Specialist, Alliance Data Card Services

We hear it all the time: Millennials are obsessed with their smartphones. Millennials are addicted to technology. Millennials care too much about social media.

Occasionally, I find myself agreeing with these statements – and sometimes I’m embarrassed by the truth they hold.

But then I think, what is there to be embarrassed about? Research shows that [nearly one third of Millennials spend more than six hours a day on their phones](#). I can’t say I find that surprising. I have owned a smartphone for almost 20% of my life. I have lived the vast majority of my adulthood with a constant connection to information, entertainment, and social sharing. Sure, I can remember days without cell phones, but for me, life with a smartphone is the norm.

I’ll be the first to admit: I enjoy a good dose of Instagram. But that’s not what makes my phone so important to me. I could live without social media. What I fear most every time my battery turns red is losing my connection to family, friends, and Google – at least until I find the nearest charger. My phone allows me to text friends who live all over the country. It allows me to FaceTime my nephew, who is growing by the second. It allows me to take excessive photos of my dog and send them to my family. It allows me to call my fiancé and talk through our wedding plans. And it allows me to use Google Maps when my sense of direction fails me (which is always).

My phone has a role in nearly every aspect of my life. When I shop, it’s usually after receiving an email from my favorite retailer. And while I enjoy visiting stores, I’m no stranger to making purchases straight from my phone. It’s convenient and supports my impulsive shoe-buying habits. My phone also keeps me updated on events around Columbus, where I live. I might receive an email about upcoming fall concerts or maybe see an Instagram post about a new restaurant. I count on my phone for new and fun ways to spend my time.

So now I’ve realized, I use my phone for...pretty much everything. (And I probably spend six hours a day on it.) It seems I’m no better than my Millennial peers, but hey – [life is better connected!](#)

-----