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Onesixtyfourth's CultureQ Research on Why Millennials Love Google

What marketers can learn from Google? Give power to the consumer

New York, October 18, 2012 – Even though Google's power (and stock price) is premised on how much it knows about individuals and their choices, new research from [CultureQ](#), brand & communications consultancy [Onesixtyfourth LLC](#)'s ongoing research initiative to monitor sentiment and cultural shifts among Millennials in the U.S. and the UK, shows that Google is one of the top companies cited by Millennials as socially conscious, responsible, and helpful.

The key to that contradiction, says Anne Bahr Thompson, Founding Partner of Onesixtyfourth, is how Millennials view technology and its impact on their lives. "Rather than seeing Google's 'information controls' as Orwellian, Google's Millennial users, especially early adopters, believe they control the experience. They feel like Google is theirs to use—a tool for bettering their own lives—a salient point in today's economic and social climate."

Ms. Bahr Thompson adds, "Millennials that we spoke with state Google treats them as individuals instead of as a mass. The internet age is a vast world full of niches, specific interests, and localities. Instead of lumping users into one large group called 'consumer,' Google respects the individual. For Millennials, who believe they define technology and not the other way around, this individuality is key."

Much has been said about technology being the essential element that defines Millennials. However, findings from CultureQ data shows that technological developments in and of themselves have not been life-changing events for those born

between 1980 and 1995. Rapid technological advancement has been a constant in their lives. They've never known the world to be otherwise.

CultureQ reports are available individually or as a subscription service with opportunities for customization. For more information about CultureQ, visit www.onesixtyfourth.com.

About Onesixtyfourth

Onesixtyfourth is a trend-based, brand and communications strategy boutique that connects brand values with people's values. Onesixtyfourth specializes in insight, foresight, strategy, and innovation and focuses on making it easier for brands to reach, communicate, and interact with customers.

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Media Contact:

Rosalia Scampoli

Marketcom PR

212-537-5177, Ext 7

rscampoli@marketcompr.com