

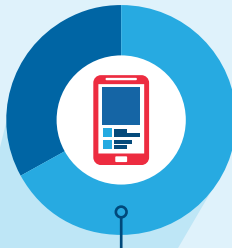


MILLENNIALS AND GEN Z SURVEY:

How Phone Time is Spent



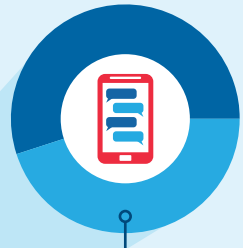
73%
Web browsing



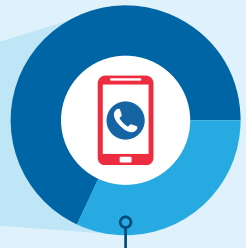
67%
Social media

LESS CHATTING AND MORE BROWSING

44% spend less than half an hour making calls



45%
Texting



32%
Voice calls



¹ Between Nov. 14-27, 2018, a total of 1012 online interviews were conducted among a nationally representative sample of U.S. consumers between 18-38 years old by Consumer Insights, in partnership with Maritz CX.