MILLENNIALS AND GEN Z SURVEY:
How Phone Time is Spent

73% Web browsing
67% Social media
45% Texting
32% Voice calls

LESS CHATTING AND MORE BROWSING
44% spend less than half an hour making 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.