

MILLENNIALS AND GEN Z SURVEY:

Reasons for Upgrading

41%

Get a new phone every two years



54%

Broken device



44%

New version

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.