

## MILLENNIALS AND GEN Z SURVEY:

# Rather Than Lose a Phone

Millennials and Gen Zers say they would...



**76%**  
Share an  
embarrassing  
childhood photo

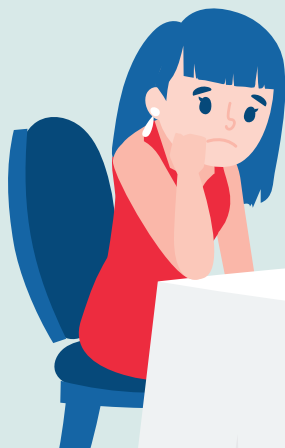


**70%**  
Listen to the  
same song  
on repeat for  
24 hours



**69%**  
Sit next to a  
crying baby on  
an airplane

**69%**  
Go on a  
terrible date



<sup>1</sup> 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.