



Topline Report

Verizon EPP Survey

February 25th, 2016

This document contains topline data from the Verizon EPP survey and is designed to be an easy-to-print and easy-to-read record of results.

KRC Research conducted this research via an online survey of n=1,026 U.S. adults ages 18+ between February 18-21, 2016.

Within this document, we show the responses for the overall audience.

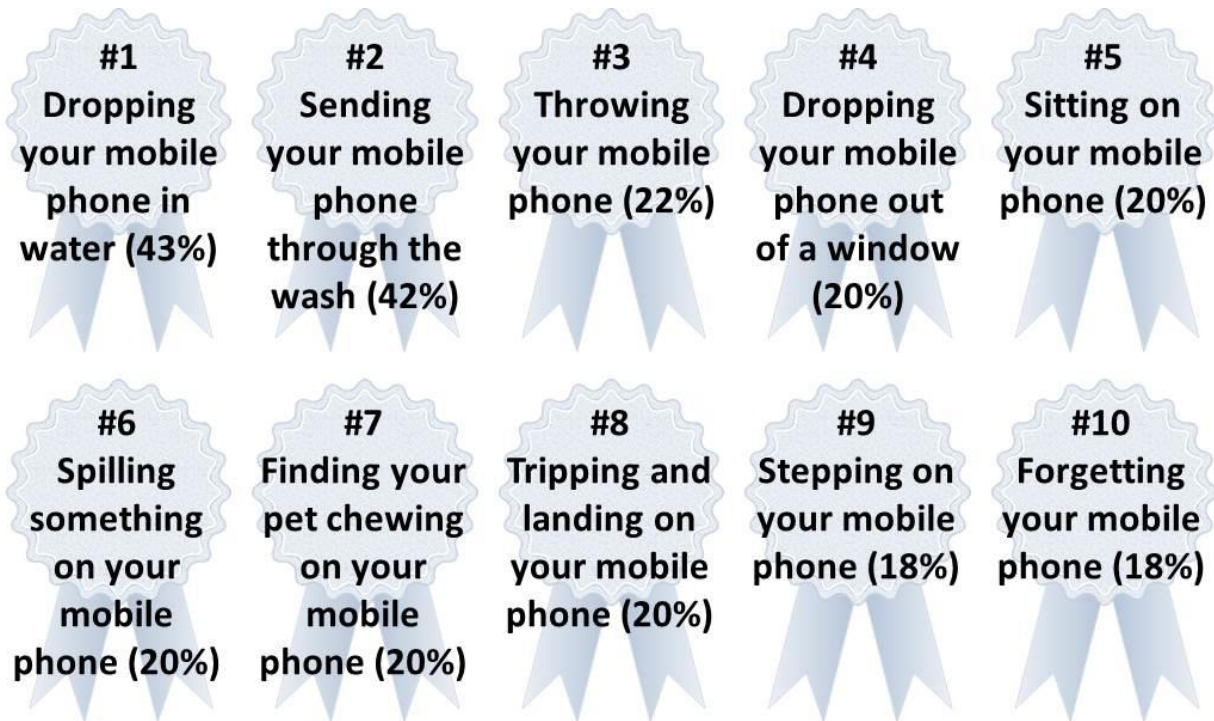
While reading this document please note:

- Percentages may not sum to 100 due to rounding
- An asterisk (*) indicates less than half of one percent
- Dashes (-) indicate no responses

The Mobile Phone Hall of Shame

The Mobile Phone Owner Hall of Shame has more contenders than you might think. Nearly half (49%) of American mobile phone owners have broken or lost their mobile phone – on average, they’ve broken or lost two! Let’s take a moment of silence for those 230,685,172¹ mobile phones that met an untimely end...

Moving on, we’ve identified how to spot a “Worst Mobile Phone Owner” in the wild – or in the mirror. Keep an eye out for these 10 most embarrassing ways to break or lose your mobile phone:



¹ 245,201,076 US adults x 0.96 = 235,393,033 mobile phone owners x 0.49 have ever broken or lost mobile phone = 115,342,586 x 2 phones broken or lost on average = 230,685,172 broken or lost mobile phones

Those embarrassing moments aren't just hypotheticals – we asked America the most embarrassing ways they or someone they know has ever broken or lost a mobile phone, and the results make us want to run out and insure our own phones:

In Their Own Words – What is the most embarrassing way you or someone you know has broken or lost their mobile phone?

The infographic consists of 15 grey speech bubbles arranged in a grid-like pattern. Each bubble contains a quote from a person describing an embarrassing incident involving their mobile phone. The quotes are as follows:

- "Went to get into a taxi, the phone dropped while getting in. 20 seconds later we told the cab driver to go back and the phone was run over."
- "My friend dropped her phone in the foot bath while getting a pedicure."
- "I was showing off my new phone to my friends and went to put it into my pocket all cool and actually missed my pocket and dropped it on the floor in front of the people I had shown it off to."
- "Dropped it in the toilet as it was flushing and it went bye bye."
- "When we were at the water park and they insisted on taking their phone in because they thought it was waterproof."
- "A friend of mine had her mobile phone in one hand and a ball in another one. She was supposed to throw the ball to her child in the swimming pool and she threw the cell phone!!!"
- "Dropped phone while exiting car. Phone fell in the rain water and went 2 blocks down the street with the rain water."
- "Juggled it and then lost control and it dropped."
- "When I was texting at the mall, I fell into a water fall."
- "Threw it at the wall after the New York giants lost their 6th game in a row."
- "Dropped in an open atrium (in front of about fifty people) where it bounced several times until hitting three floors down an open staircase."
- "Went in the ocean for a swim with phone in swimsuit pocket."
- "I put my phone in my sports bra (all the time), and I was bending down to refill the cats' water dish, and it fell into the water."
- "Leaving it on the hood of the car and then driving because I forgot about the phone."
- "Dropped it into the ocean over the side of a boat."
- "My brother dropped his phone in the toilet while he was going to the bathroom and texting."

Rest easy, though – there's no rule that says you have to actually own up to breaking or losing your mobile phone. 1 in 3 (34%) mobile phone owners would replace their phone before they had to tell anyone how they broke or lost it. More than a quarter (27%) would cry over their broken or lost phone, and another 14% would lie about how they broke it.

How to be the Nation's Best Mobile Phone Owner

Mobile phones can be constant companions – until they're lost or broken, that is. Here are four tips to earn the title of "Best Mobile Phone Owner":

1. **Learn from past mistakes.** Nearly half (49%) of American mobile phone owners have broken or lost their mobile phone – **on average, they've broken or lost two mobile phones!** Don't let your mobile phone graveyard grow any bigger without a replacement plan in place.

2. **Reconsider the mobile phone clip.** Okay, maybe there's a more modern way to keep your mobile phones safe, but strapping it to your person is one way to avoid hazards brought on by butterfingers and scatterbrains. **54% of mobile phone owners drop their phone at least once a week, and 45% misplace their phone at least once a week.** Those who drop their phones let them slip an average of 3 times a week, and scatterbrained mobile phone owners misplace theirs an average of 3 times a week.
3. **Take precautions when in mobile phone “danger zones.”** You don't have to go far to find a phone “danger zone” – or anywhere at all, in fact. **The most common place Americans have ever broken or lost their phone is at home (55%),** followed by a bathroom (27%).
4. **Purchase mobile phone insurance with some of your monthly “fun” money.** Mobile phone owners are spending a monthly average of \$113 on eating out, \$95 on cable and/or streaming services, \$57 on new clothing, and \$30 on coffee – that's \$295. Isn't protecting your mobile phone from harm worth more to you than a few cups of coffee?

Still not convinced you should work towards a gold star in mobile phone ownership?

Forget aiming as high as “Best Mobile Phone Owner” – many of us simply aim to maintain the title of “Mobile Phone Owner.” Rather than break or lose their mobile phone, 1 in 3 (34%) say they would prefer to lose other important items including their bed, keys, and even friends. In fact, over one-quarter (27%) admitted they would even cry if they lost their phone. To put this into perspective, if mobile phone owners actually lost what they said they would be willing to instead of their mobile phone, many would be in the running for some quite unique awards:

% Would Rather Lose Something Other than their Mobile Phone	Mobile Phone Owner Awards	Number of Mobile Phone Owners in the Running for Award²
12% would rather lose their “mojo” than their mobile phone	“Most Likely to Use a Bad Pickup Line”	28,247,164
9% would rather lose their vacation days than their mobile phone	“Most Likely to Fill their Workspace with Sand”	21,185,373
7% would rather lose their keys than their mobile phone	“Most Likely to Wish they Gave Their Sketchy Neighbor a Spare Key”	16,477,512
6% would rather lose their bed than their mobile phone	“Most Likely to be Subsisting on More Coffee Than Sleep”	14,123,582
5% would rather lose their friends than their mobile phone	“Most Likely to Start Referring to their Mobile Phone as ‘My Precious’”	11,619,651
4% would rather lose their hair than their mobile phone	“Most Likely to be Mr. Clean for Halloween”	9,415,721
3% would rather lose their wallet than their mobile phone	“Most Likely to Always be in the Restroom when the Dinner Bill Comes”	7,061,790
3% would rather lose their wedding ring than their mobile phone	“Most Likely to be Sleeping on the Couch when Their Spouse Finds out”	7,061,790

² 235,393,033 mobile phone owners x % who would rather lose item

Key Findings – Statistically Significant Subgroups

Below we've included statistically significant comparisons that can be made across subgroups.

GENERATION

- Millennials are the generation most likely to have ever broken or lost their mobile phone – 2 in 3 (67%) have done so at least once, compared to 58% of Gen Xers and just a quarter (27%) of Boomers.
- Boomers are more likely to learn from past experiences with broken or lost phones – on average, Boomers have broken or lost 1.5 mobile phones, compared to Millennials who have lost 2.6.
- Millennials drop their phones twice as many times per week – an average of 4 – than Gen Xers (2) or Boomers (2).
- Nearly half (46%) of millennials would cry over a broken or lost mobile phone, and just as many would replace it before they ever had to own up to how they broke or lost their mobile phone (45%). 1 in 4 (26%) millennials would even lie about how they broke or lost it!

PARENTS

- Parents are more likely to have broken or lost their mobile phone (67%) than non-parents (38%).
- Parents are more likely to drop (69%) or misplace (55%) their mobile phone than non-parents (47%, 40%).
- Parents are more likely to lie about how they broke or lost their phone (18%) than non-parents (13%).

Verizon EPP Survey Questions

1. Have you ever, even once, broken or lost your mobile phone?

	Total
Base	N=1,026
Yes, more than once	20%
Yes, once	28%
No, never	49%
I do not currently own a mobile phone	4%
NET: Yes	47%
NET: Owns a mobile phone	96%

2. In your lifetime, how many mobile phones have you ever broken or lost?

	Total
Base	N=484
1	43%
2	28%
3	16%
More than 3	13%
Average	2

3. In an average week, approximately how many times, if ever, do you do each of the following?

- A. **Drop** your mobile phone

	Total
Base	N=993
Zero	46%
1	24%
2	13%
3-5	12%
6-10	3%
More than 10	2%
NET: At least once per week	54%
Average	1.6

B. **Misplace** your mobile phone

	Total
Base	N=993
Zero	55%
1	19%
2	11%
3-5	9%
6-10	3%
More than 10	2%
NET: At least once per week	45%
Average	1.5

4. What is the most embarrassing way you or someone you know has ever broken a mobile phone?

	Total
Base	N=993
Dropped phone	51%
Threw phone	3%
Sat on phone	3%
Car drove over phone	2%
Jumped/went into pool/lake/ocean with phone	2%
Washed in washing machine	1%
Left on roof of car and drove away	1%
Flushed down toilet	1%
Other	9%
None of these	19%

5. Which of the following do you think are the most embarrassing ways to break or lose a mobile phone?

	Total
Base	N=993
Dropping your mobile phone in water	43%
Sending your mobile phone through the wash	42%
Throwing your mobile phone	22%
Dropping your mobile phone out of a window	20%
Sitting on your mobile phone	20%
Spilling something on your mobile phone	20%
Finding your pet chewing on your mobile phone	20%
Tripping and landing on your mobile phone	20%
Stepping on your mobile phone	18%
Forgetting your mobile phone somewhere	18%
Leaving your mobile phone behind while traveling	18%
Letting kids play with your mobile phone	11%
Dropping your mobile phone while working out	8%
Other	*
None of these	9%

6. If you broke or lost your mobile phone, how likely or unlikely would you be to do each of the following?

Summary Table: Very likely/somewhat likely

	Total
Base	N=993
Replace it before I had to tell anyone how I broke or lost it	34%
Cry over my broken or lost mobile phone	27%
Lie about how I broke or lost it	14%

- A. Lie about how I broke or lost it

	Total
Base	N=993
Very likely	3%
Somewhat likely	11%
Not very likely	28%
Not at all likely	58%
NET: Likely	14%
NET: Unlikely	86%

B. Replace it before I had to tell anyone how I broke or lost it

	Total
Base	N=993
Very likely	11%
Somewhat likely	24%
Not very likely	32%
Not at all likely	33%
NET: Likely	34%
NET: Unlikely	66%

C. Cry over my broken or lost mobile phone

	Total
Base	N=993
Very likely	9%
Somewhat likely	18%
Not very likely	23%
Not at all likely	50%
NET: Likely	27%
NET: Unlikely	73%

7. Which of the following, if any, would you rather lose instead of your mobile phone?

	Total
Base	N=993
My "mojo"	12%
My vacation days	9%
My keys	7%
My bed	6%
My friends	5%
My hair	4%
My wallet	3%
My wedding ring	3%
None of these	66%

8. Which of the following places, if any, have you ever broken or lost your mobile phone?

	Total
Base	N=484
At home	55%
A bathroom	27%
A beach or pool	13%
Public transportation	12%
A bar or restaurant	12%
A gym	6%
A boat	5%
Other	14%
None of these	10%

9. If you broke or lost your mobile phone, how likely or unlikely would you be to do each of the following?

Summary Table: Average amount spent per month

	Total
Base	N=1,026
Eating out	\$113
Cable and/or streaming services	\$95
New clothing	\$57
Coffee	\$30

A. Coffee

	Total
Base	N=993
Zero	34%
\$1-10	25%
\$11-20	20%
\$21-30	9%
\$31-50	8%
\$51+	4%
NET: Any	66%
Average	\$30

B. Eating out

	Total
Base	N=993
Zero	5%
\$1-25	16%
\$26-50	24%
\$51-75	7%
\$76-100	19%
\$101+	29%
NET: Any	95%
Average	\$113

C. New clothing

	Total
Base	N=993
Zero	22%
\$1-25	27%
\$26-50	28%
\$51-75	4%
\$76-100	12%
\$101+	8%
NET: Any	78%
Average	\$57

D. Cable and/or streaming services

	Total
Base	N=993
Zero	15%
\$1-25	9%
\$26-50	12%
\$51-75	9%
\$76-100	16%
\$101+	38%
NET: Any	85%
Average	\$95

10. Which of the following, if any, would you rather misplace for a week instead of your mobile phone?

	Total
Base	N=993
My Netflix account	43%
My glasses/contacts	12%
My laptop	10%
My keys	4%
My wallet	3%
None of these	39%