

Disconnect to Reconnect



A new Comcast survey* reveals nearly half of U.S. parents cannot recall the last time their family had a device-free meal.



Parents can set an example.

52%

More than half (**52%**) of parents have been told by their children to put their device away.



Device-free meals are rare.

42%

Nearly half (**42%**) of parents cannot recall their last device-free meal.



Going to extremes to unplug.

14%

(**14%**) of parents surveyed go so far as to disconnect their modems to stop Wi-Fi usage.

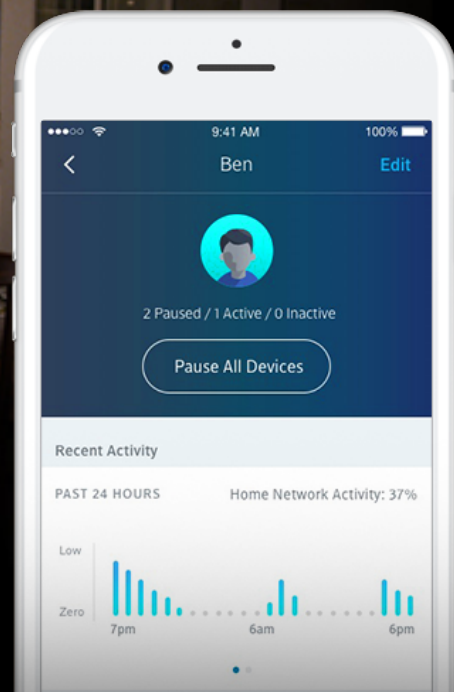


98%

Nearly every parent (**98%**) agrees disconnecting during mealtime improves family bonding.

xfinity xFi™

For these reasons and more, Comcast's new "pause device" Wi-Fi control has become the most popular feature of the Xfinity xFi platform.



*The Comcast Xfinity Survey was conducted by Wakefield Research www.wakefieldresearch.com among 1,000 U.S. parents from September 22-28, 2017, using an email invitation and an online survey. Quotas were set to ensure reliable and accurate representation of the population of U.S. parents. The margin of error was +/- 3.1 percentage points.