

Xfinity Mobile Survey – Nationally Representative Demographic Report

An Online Survey of 1,000 Nationally Representative US Adults
Ages 18+, and to 100 Adults Ages 18+ in Each of the Following 6
DMAs: Atlanta, Denver, Chicago, Philadelphia, Seattle, San
Francisco

May 2018

CONFIDENTIAL

1. Considering all the apps on your phone, approximately how many, if any, do you never use? Your best guess is fine.

	GENDER		GENERATION			AGE				SMARTPHONE OWNER		CAN'T FALL ASLEEP WITH UNREAD NOTIFICATION		HAS APPS ON PHONE THEY NEVER USE		
	TOTAL	MALE	FEMALE	MILLENNIAL	GEN X	BOOMER	18-24	25-39	40-54	55+	YES	NO	AGREE	DISAGREE	YES	NO
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total	1000 100%	479 100%	521 100%	293 100%	265 100%	338 100%	112 100%	272 100%	251 100%	365 100%	857 100%	143 100%	373 100%	627 100%	859 100%	141 100%
None	141 14% MKHGD	78 16%	63 12%	21 7%	32 12%	73 22% DEA	4 4%	23 8%	30 12% G	84 23% GHIA	63 7%	78 55% KA	32 9%	109 17% M	-	141 100% A
1 - 2 apps	117 12%	57 12%	60 12%	45 15% F	30 11%	28 8%	21 19% J	35 13%	30 12%	31 8%	105 12%	12 8%	54 14% N	63 10%	117 14%	-
3 - 5 apps	282 28% L	130 27%	152 29%	92 31%	68 26%	97 29%	33 29%	89 33%	66 26%	94 26% L	254 30%	28 20%	124 33% N	158 25% A	282 33% A	-
More than 5 apps	460 46% L	214 45%	246 47%	135 46%	135 51% F	140 41%	54 48%	125 46%	125 50%	156 43%	435 51% LA	25 17%	163 44%	297 47%	460 54% A	-
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ANY (NET)	859 86% LJF	401 84%	458 88%	272 93% FA	233 88% F	265 78%	108 96% HIA	249 92% JA	221 88% J	281 77%	794 93% LA	65 45%	341 91% NA	518 83%	859 100% A	-
AVERAGE (INCLUDING 0)	8.75 F	9.24	8.29	8.23	10.47 DF	7.96	8.21	9.03	9.96	7.87	9.22 L	5.90	9.16	8.50	10.18 PA	0.00
AVERAGE (EXCLUDING 0)	10.18	11.04	9.43	8.86	11.91 D	10.15	8.51	9.86	11.31 G	10.22	9.95	12.98	10.01	10.29	10.18	-

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/BC/DEF/GHI/JKL/MN/OP
 Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
 Uppercase letters indicate significance at the 95% level.
 Base sizes under 100 are directional findings only.

1. Considering all the apps on your phone, approximately how many, if any, do you never use? Your best guess is fine.

	REGION					AREA			MARITAL STATUS		PARENT		EDUCATION		EMPLOYMENT		INCOME			RACE		HISPANIC	
	TOTAL	NORTHEAST	SOUTH	MIDWEST	WEST	CITY	SUBURBS	RURAL	MARRIED/ IN REL.	NOT MARRIED/ IN REL.	YES	NO	COLLEGE GRAD	COLLEGE NON-GRAD	WORKING	NON WORKING	LT \$35,000	\$35,000- \$74,999	\$75,000+	WHITE	NON WHITE	YES	NO
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1000 100%	195 100%	360 100%	210 100%	235 100%	363 100%	436 100%	201 100%	662 100%	338 100%	326 100%	674 100%	357 100%	643 100%	558 100%	442 100%	308 100%	320 100%	372 100%	756 100%	244 100%	160 100%	840 100%
None	141 14% OK	40 21% DEA	56 16% D	21 10% D	24 10% D	41 11% D	51 12% D	49 12% FGA	82 12% I	59 17% I	32 10% I	109 16% K	41 11% K	100 16% K	56 10% OA	85 19% OA	49 15% OA	49 15% OA	43 12% OA	110 15% OA	31 13% OA	16 10% OA	125 15% OA
1 - 2 apps	117 12%	22 11%	43 12%	26 12%	26 11%	53 15% G	40 9% G	24 12% G	78 12% G	39 12% G	40 12% G	77 11% G	34 10% G	83 13% G	67 12% G	50 11% G	40 13% G	46 14% S	31 8% S	82 11% S	35 14% S	23 14% S	94 11% S
3 - 5 apps	282 28% H	57 29% H	98 27% H	61 29% H	66 28% H	104 29% H	142 33% H	36 18% H	198 30% H	84 25% H	105 32% H	177 26% H	107 30% H	175 27% H	168 30% H	114 26% H	84 27% H	83 26% H	115 31% H	213 28% H	69 28% H	52 33% H	230 27% H
More than 5 apps	460 46%	76 39%	163 45%	102 49%	119 51%	165 45% B	203 47% B	92 46% B	304 46% B	156 46% B	149 46% B	311 46% B	175 49% B	285 44% B	267 48% B	193 44% B	135 44% B	142 44% B	183 49% B	351 46% B	109 45% B	69 43% B	391 47% B
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ANY (NET)	859 86% FHB	155 79% FHB	304 84% FHB	189 90% FHB	211 90% FHB	322 89% FHB	385 88% FHB	152 76% FHB	580 88% FHB	279 83% FHB	294 90% LA	565 84% LA	316 89% LA	543 84% LA	502 90% FA	357 81% FA	259 84% FA	271 85% FA	329 88% FA	646 85% FA	213 87% FA	144 90% FA	715 85% FA
AVERAGE (INCLUDING 0)	8.75	9.88	8.42	8.45	8.57	8.56	9.20	8.10	8.91	8.43	9.26	8.50	9.43	8.37	8.99	8.44	8.63	7.85	9.61	8.87	8.36	8.76	8.74
AVERAGE (EXCLUDING 0)	10.18	12.43	9.97	9.39	9.55	9.65	10.42	10.71	10.17	10.22	10.27	10.13	10.66	9.91	9.99	10.45	10.26	9.27	10.87	10.38	9.58	9.74	10.27

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/AR/AS/AT/AU/AV/AW/BC/DE/FGH/IJ/KL/MN/OP/QRS/TU/VW
 Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
 Uppercase letters indicate significance at the 95% level.
 Base sizes under 100 are directional findings only.

2. How often, if ever, do you have trouble locating an app or feature you need because your phone is too cluttered?

	TOTAL	GENDER		GENERATION			AGE				SMARTPHONE OWNER		CAN'T FALL ASLEEP WITH UNREAD NOTIFICATION		HAS APPS ON PHONE THEY NEVER USE	
		MALE	FEMALE	MILLENNIAL	GEN X	BOOMER	18-24	25-39	40-54	55+	YES	NO	AGREE	DISAGREE	YES	NO
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Total	1000 100%	479 100%	521 100%	293 100%	265 100%	338 100%	112 100%	272 100%	251 100%	365 100%	857 100%	143 100%	373 100%	627 100%	859 100%	141 100%
All of the time	108 11% NJF	61 13%	47 9%	42 14% F	35 13% F	22 7%	15 13%	39 14% J	27 11%	27 7%	90 11%	18 13%	68 18% NA	40 6%	99 12% P	9 6%
Some of the time	326 33% PLJ	144 30%	182 35%	110 38% F	84 32% F	92 27%	46 41% J	103 38% J	85 34% J	92 25%	303 35% L	23 16%	147 39% NA	179 29% NA	316 37% P	10 7%
Rarely	302 30% PL	129 27%	173 33% B	87 30%	92 35%	94 28%	33 29%	80 29%	86 34%	103 28%	287 33% L	15 10%	109 29% L	193 31% L	274 32% P	28 20%
Never	264 26% OMKHGED	145 30% C	119 23%	54 18%	54 20%	130 38% DEA	18 16%	50 18%	53 21%	143 39% GHIA	177 21% GHIA	87 61% KA	49 13% KA	215 34% MA	170 20% MA	94 67% OA
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FREQUENTLY (NET)	434 43% PMLJF	205 43%	229 44%	152 52% FA	119 45% F	114 34%	61 54% JA	142 52% JA	112 45% J	119 33%	393 46% L	41 29%	215 58% NA	219 35% NA	415 48% FA	19 13%
INFREQUENTLY (NET)	566 57% OMHGD	274 57%	292 56%	141 48%	146 55% DEA	224 66% DEA	51 46%	130 48%	139 55%	246 67% GHIA	464 54% GHIA	102 71% KA	158 42% KA	408 65% MA	444 52% MA	122 87% OA
EVER (NET)	736 74% PMLJF	334 70%	402 77% B	239 82% FA	211 80% FA	208 62%	94 84% JA	222 82% JA	198 79% J	222 61% LA	680 79% LA	56 39% NA	324 87% NA	412 66% NA	689 80% FA	47 33%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/BC/DEF/GHI/JKL/MN/OP
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2. How often, if ever, do you have trouble locating an app or feature you need because your phone is too cluttered?

	REGION					AREA			MARITAL STATUS		PARENT		EDUCATION		EMPLOYMENT		INCOME			RACE		HISPANIC	
	TOTAL	NORTHEAST	SOUTH	MIDWEST	WEST	CITY	SUBURBS	RURAL	MARRIED/ IN REL.	NOT MARRIED/ IN REL.	YES	NO	COLLEGE GRAD	COLLEGE NON-GRAD	WORKING	NON WORKING	LT \$35,000	\$35,000- \$74,999	\$75,000+	WHITE	NON WHITE	YES	NO
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1000 100%	195 100%	360 100%	210 100%	235 100%	363 100%	436 100%	201 100%	662 100%	338 100%	326 100%	674 100%	357 100%	643 100%	558 100%	442 100%	308 100%	320 100%	372 100%	756 100%	244 100%	160 100%	840 100%
All of the time	108 11%	24 12%	44 12% D	15 7%	25 11%	51 14% G	36 8%	21 10%	77 12%	31 9%	52 16% LA	56 8%	46 13%	62 10%	69 12%	39 9%	34 11%	32 10%	42 11%	84 11%	24 10%	20 13%	88 10%
Some of the time	326 33%	56 29%	113 31%	71 34%	86 37%	122 34%	146 33%	58 29%	232 35% J	94 28%	120 37%	206 31%	126 35%	200 31%	203 36% P	123 28%	86 28%	99 31%	141 38% Q	247 33%	79 32%	57 36%	269 32%
Rarely	302 30%	58 30%	103 29%	73 35%	68 29%	105 29%	146 33% H	51 25%	212 32%	90 27%	104 32%	198 29%	114 32%	188 29%	175 31%	127 29%	76 25%	103 32% Q	123 33% Q	226 30%	76 31%	47 29%	255 30%
Never	264 26% SOMKI	57 29%	100 28%	51 24%	56 24%	85 23%	108 25%	71 FGA	141 21%	123 36% IA	50 15%	214 32% KA	71 20%	193 30% M	111 20%	153 35% OA	112 RBA	86 27% S	66 18%	199 26%	65 27%	36 23%	228 27%
.....																							
FREQUENTLY (NET)	434 43% PJ	80 41%	157 44%	86 41%	111 47%	173 48%	182 42%	79 39%	309 47% J	125 37% LA	172 53% LA	262 39%	172 48% N	262 41% FA	272 49% FA	162 37%	120 39%	131 41%	183 49% QR	331 44% QR	103 42%	77 48%	357 43%
INFREQUENTLY (NET)	566 57% OK	115 59%	203 56%	124 59%	124 53%	190 52%	254 58%	122 61%	353 53% IA	213 63% IA	154 47%	412 61% K	185 52%	381 59% M	286 51% OA	280 63% OA	188 61% S	189 59% S	189 51%	425 56%	141 58%	83 52%	483 58%
EVER (NET)	736 74% QPLH	138 71%	260 72%	159 76%	179 76%	278 77% H	328 75% H	130 65%	521 79% JA	215 64% IA	276 85% LA	460 68%	286 80% NA	450 70% PA	447 80% PA	289 65% PA	196 64% Q	234 73% Q	306 82% QRA	557 74% QRA	179 73%	124 78%	612 73%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/AR/AS/AT/AU/AV/AW/BCDE/FGH/IJ/KL/MN/OP/QRS/TU/VW
 Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
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3. Which of the following would be most likely to enhance the performance of your smartphone?

	GENDER		GENERATION			AGE				SMARTPHONE OWNER		CAN'T FALL ASLEEP WITH UNREAD NOTIFICATION		HAS APPS ON PHONE THEY NEVER USE		
	TOTAL	MALE	FEMALE	MILLENNIAL	GEN X	BOOMER	18-24	25-39	40-54	55+	YES	NO	AGREE	DISAGREE	YES	NO
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total	857 100%	404 100%	453 100%	267 100%	245 100%	265 100%	101 100%	248 100%	231 100%	277 100%	857 100%	-	329 100%	528 100%	794 100%	63 100%
Deleting apps that are wasting storage space	461 54% P	207 51%	254 56%	134 50%	121 49%	160 60% DE	49	125	116	171 GHIA	461 54%	-	161 49%	300 M	437 P	24 38%
Updating software	202 24%	108 27% C	94 21%	70 26%	57 23%	56 21%	26 26%	62 25%	55 24%	59 21%	202 24%	-	78 24%	124 23%	179 23%	23 37% OA
Deleting old contacts or photos	96 11%	39 10%	57 13%	28 10%	32 13%	28 11%	12 12%	27 11%	29 13%	28 10%	96 11%	-	42 13%	54 10%	88 11%	8 13%
Replacing the battery	69 8%	34 8%	35 8%	25 9%	19 8%	20 8%	11 11%	21 8%	19 8%	18 6%	69 8%	-	33 10%	36 7%	63 8%	6 10%
Deleting music I've downloaded	29 3% JF	16 4%	13 3%	10 4%F	16 7% F	1 *	3 3%	13 5%J	12 5% J	1 *	29 3%	-	15 5%	14 3%	27 3%	2 3%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/BC/DEF/GHI/JKL/MN/OP
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3. Which of the following would be most likely to enhance the performance of your smartphone?

	REGION					AREA			MARITAL STATUS		PARENT		EDUCATION		EMPLOYMENT		INCOME			RACE		HISPANIC	
	TOTAL	NORTHEAST	SOUTH	MIDWEST	WEST	CITY	SUBURBS	RURAL	MARRIED/ IN REL.	NOT MARRIED/ IN REL.	YES	NO	COLLEGE GRAD	COLLEGE NON-GRAD	WORKING	NON WORKING	LT \$35,000	\$35,000- \$74,999	\$75,000+	WHITE	NON WHITE	YES	NO
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	857 100%	162 100%	304 100%	181 100%	210 100%	316 100%	380 100%	161 100%	576 100%	281 100%	299 100%	558 100%	325 100%	532 100%	509 100%	348 100%	249 100%	268 100%	340 100%	645 100%	212 100%	141 100%	716 100%
Deleting apps that are wasting storage space	461 54% S	79 49% S	175 58% E	107 59% E	100 48% E	164 52% E	203 53% E	94 58% E	307 53% E	154 55% E	156 52% E	305 55% E	157 48% E	304 57% M	260 51% M	201 58% M	143 57% S	157 59% S	161 47% S	355 55% S	106 50% S	83 59% S	378 53% S
Updating software	202 24% S	39 24% S	64 21% E	39 22% E	60 29% E	79 25% E	86 23% E	37 23% E	131 23% E	71 25% E	72 24% E	130 23% E	82 25% E	120 23% E	118 23% E	84 24% E	57 23% E	64 24% E	81 24% E	143 22% E	59 28% E	29 21% E	173 24% E
Deleting old contacts or photos	96 11% P	24 15% P	32 11% E	15 8% E	25 12% E	38 12% E	42 11% E	16 10% E	70 12% E	26 9% E	41 14% E	55 10% E	37 11% E	59 11% E	66 13% P	30 9% P	25 10% E	23 9% E	48 14% R	73 11% E	23 11% E	15 11% E	81 11% E
Replacing the battery	69 8% V	13 8% E	23 8% E	18 10% E	15 7% E	22 7% E	36 9% E	11 7% E	44 8% E	25 9% E	16 5% E	53 9% K	37 11% N	32 6% E	43 8% E	26 7% E	17 7% E	15 6% E	37 11% R	51 8% E	18 8% E	5 4% E	64 9% V
Deleting music I've downloaded	29 3% D	7 4% E	10 3% E	2 1% E	10 5% D	13 4% E	13 3% E	3 2% E	24 4% J	5 2% E	14 5% E	15 3% E	12 4% E	17 3% E	22 4% P	7 2% E	7 3% E	9 3% E	13 4% E	23 4% E	6 3% E	9 6% E	20 3% E

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/AR/AS/AT/AU/AV/AW/BCDE/FGH/IJ/KL/MN/OP/QRS/TU/VW
 Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
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4. How strongly do you agree or disagree with the following statement - I often pick up my phone and forget what I wanted to do because I get too distracted by notifications.

	TOTAL	GENDER		GENERATION			AGE					SMARTPHONE OWNER		CAN'T FALL ASLEEP WITH UNREAD NOTIFICATION		HAS APPS ON PHONE THEY NEVER USE	
		MALE	FEMALE	MILLENNIAL	GEN X	BOOMER	18-24	25-39	40-54	55+	YES	NO	AGREE	DISAGREE	YES	NO	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total	1000 100%	479 100%	521 100%	293 100%	265 100%	338 100%	112 100%	272 100%	251 100%	365 100%	857 100%	143 100%	373 100%	627 100%	859 100%	141 100%	
Agree strongly	136 14%	69 14%	67 13%	61 21%	36 14%	25 7%	21 19%	59 22%	29 12%	27 7%	124 14%	12 8%	87 23%	49 8%	129 15%	7 5%	
Agree somewhat	349 35%	169 35%	180 35%	112 38%	109 41%	82 24%	54 48%	102 38%	107 43%	86 24%	313 37%	36 25%	185 50%	164 26%	317 37%	32 23%	
Disagree somewhat	248 25%	102 21%	146 28%	78 27%	56 21%	92 27%	25 22%	70 26%	51 20%	102 28%	225 26%	23 16%	61 16%	187 30%	233 27%	15 11%	
Disagree strongly	267 27%	139 29%	128 25%	42 14%	64 24%	139 41%	12 11%	41 15%	64 25%	150 41%	195 23%	72 50%	40 11%	227 36%	180 21%	87 62%	

AGREE (NET)	485 49%	238 50%	247 47%	173 59%	145 55%	107 32%	75 67%	161 59%	136 54%	113 31%	437 51%	48 34%	272 73%	213 34%	446 52%	39 28%	
DISAGREE (NET)	515 52%	241 50%	274 53%	120 41%	120 45%	231 68%	37 33%	111 41%	115 46%	252 69%	420 49%	95 66%	101 27%	414 66%	413 48%	102 72%	

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/BC/DEF/GHI/JKL/MN/OP
 Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
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4. How strongly do you agree or disagree with the following statement - I often pick up my phone and forget what I wanted to do because I get too distracted by notifications.

	REGION					AREA			MARITAL STATUS		PARENT		EDUCATION		EMPLOYMENT		INCOME			RACE		HISPANIC	
	TOTAL	NORTHEAST	SOUTH	MIDWEST	WEST	CITY	SUBURBS	RURAL	MARRIED/ IN REL.	NOT MARRIED/ IN REL.	YES	NO	COLLEGE GRAD	COLLEGE NON-GRAD	WORKING	NON WORKING	LT \$35,000	\$35,000- \$74,999	\$75,000+	WHITE	NON WHITE	YES	NO
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1000 100%	195 100%	360 100%	210 100%	235 100%	363 100%	436 100%	201 100%	662 100%	338 100%	326 100%	674 100%	357 100%	643 100%	558 100%	442 100%	308 100%	320 100%	372 100%	756 100%	244 100%	160 100%	840 100%
Agree strongly	136 14% G	26 13%	51 14%	23 11%	36 15%	72 20% GHA	39 9%	25 12%	97 15%	39 12%	63 19% LA	73 11%	52 15%	84 13%	85 15%	51 12%	45 15%	40 13%	51 14%	102 13%	34 14%	34 21% WA	102 12%
Agree somewhat	349 35% H	78 40%	121 34%	69 33%	81 34%	138 38% H	157 36% H	54 27%	240 36%	109 32%	140 43% LA	209 31%	125 35%	224 35%	208 37%	141 32%	96 31%	120 38%	133 36%	260 34%	89 36%	62 39%	287 34%
Disagree somewhat	248 25%	44 23%	90 25%	53 25%	61 26%	77 21% FH	128 29% FH	43 21%	173 26%	75 22%	78 24% LA	170 25%	100 28%	148 23%	144 26%	104 24%	69 22%	73 23%	106 28%	190 25%	58 24%	40 25%	208 25%
Disagree strongly	267 27% VOKF	47 24%	98 27%	65 31%	57 24%	76 21% VOKF	112 26% VOKF	79 39% FGA	152 23%	115 34% IA	45 14%	222 33% KA	80 22%	187 29% M	121 22%	146 33% OA	98 32% S	87 27%	82 22%	204 27%	63 26%	24 15%	243 29% V

AGREE (NET)	485 49% LH	104 53%	172 48%	92 44%	117 50%	210 58% GHA	196 45% GHA	79 39%	337 51% J	148 44%	203 62% LA	282 42%	308 50%	308 48% P	233 53% P	192 43%	141 46%	160 50%	184 49% WA	362 48% WA	123 50% WA	96 60% WA	389 46% WA
DISAGREE (NET)	515 52% VKF	91 47%	188 52%	118 56%	118 50%	153 42% F	240 55% F	122 61% FA	325 49% I	190 56% I	123 38% KA	392 58% KA	180 50%	335 52%	265 47% O	250 57% O	167 54%	160 50%	188 51% WA	394 52% WA	121 50% WA	64 40% WA	451 54% V

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/AR/AS/AT/AU/AV/AW/BCDE/FGH/IJ/KL/MN/OP/QRS/TU/VW
 Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
 Uppercase letters indicate significance at the 95% level.
 Base sizes under 100 are directional findings only.

5. Once you see your phone has a new notification, on average, how quickly do you check or clear it? For example, notifications could include a new text message, social media post or breaking news story. Please give your answer in minutes.

	GENDER		GENERATION				AGE				SMARTPHONE OWNER		CAN'T FALL ASLEEP WITH UNREAD NOTIFICATION		HAS APPS ON PHONE THEY NEVER USE	
	TOTAL	MALE	FEMALE	MILLENNIAL	GEN X	BOOMER	18-24	25-39	40-54	55+	YES	NO	AGREE	DISAGREE	YES	NO
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total	1000	479	521	293	265	338	112	272	251	365	857	143	373	627	859	141
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Less than a minute after I see it	600	277	323	193	166	185	76	174	158	192	531	69	263	337	528	72
	60%	58%	62%	66%	63%	55%	68%	64%	63%	53%	62%	48%	71%	54%	61%	51%
	PNLJ			F	F		J	J	J		L		NA		P	
1-60 minutes	163	80	83	51	45	46	16	55	39	53	149	14	62	101	148	15
	16%	17%	16%	17%	17%	14%	14%	20%	16%	15%	17%	10%	17%	16%	17%	11%
	PL										L				P	
More than an hour after I see it	237	122	115	49	54	107	20	43	54	120	177	60	48	189	183	54
	24%	25%	22%	17%	20%	32%	18%	16%	22%	33%	21%	42%	13%	30%	21%	38%
	MHD					DEA				GHIA		KA		MA		CA
.....																
AVERAGE (MINUTES)	10.31	8.50	12.05	8.96	10.22	12.22	9.31	9.95	9.28	11.74	10.06	12.93	9.81	10.61	10.25	10.87
			B													

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/BC/DEF/GHI/JKL/MN/OP
 Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
 Uppercase letters indicate significance at the 95% level.
 Base sizes under 100 are directional findings only.

5. Once you see your phone has a new notification, on average, how quickly do you check or clear it? For example, notifications could include a new text message, social media post or breaking news story. Please give your answer in minutes.

	REGION					AREA			MARITAL STATUS		PARENT		EDUCATION		EMPLOYMENT		INCOME			RACE		HISPANIC	
	TOTAL	NORTHEAST	SOUTH	MIDWEST	WEST	CITY	SUBURBS	RURAL	MARRIED/ IN REL.	NOT MARRIED/ IN REL.	YES	NO	COLLEGE GRAD	COLLEGE NON-GRAD	WORKING	NON WORKING	LT \$35,000	\$35,000- \$74,999	\$75,000+	WHITE	NON WHITE	YES	NO
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1000	195	360	210	235	363	436	201	662	338	326	674	357	643	558	442	308	320	372	756	244	160	840
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Less than a minute after I see it	600	114	215	113	158	224	273	103	399	201	211	389	213	387	344	256	180	194	226	447	153	101	499
	60%	58%	60%	54%	67%	62%	63%	51%	60%	59%	65%	58%	60%	60%	62%	58%	58%	61%	61%	59%	63%	63%	59%
	H			DA		H	H				L												
1-60 minutes	163	25	70	36	32	58	68	37	114	49	61	102	72	91	101	62	36	53	74	128	35	23	140
	16%	13%	19%	17%	14%	16%	16%	18%	17%	14%	19%	15%	20%	14%	18%	14%	12%	17%	20%	17%	14%	14%	17%
	Q		B									N							Q				
More than an hour after I see it	237	56	75	61	45	81	95	61	149	88	54	183	72	165	113	124	92	73	72	181	56	36	201
	24%	29%	21%	29%	19%	22%	22%	30%	23%	26%	17%	27%	20%	26%	20%	28%	30%	23%	19%	24%	23%	23%	24%
	K	CE		CE				FG				K		M		O	RSA						
.....																							
AVERAGE (MINUTES)	10.31	12.52	9.67	11.50	8.63	10.43	9.46	11.68	10.68	9.43	9.69	10.68	8.94	11.38	11.19	8.87	9.08	12.87	9.07	10.45	9.80	14.43	9.63

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/AR/AS/AT/AU/AV/AW/BCDE/FGH/IJ/KL/MN/OP/QRS/TU/VW
 Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
 Uppercase letters indicate significance at the 95% level.
 Base sizes under 100 are directional findings only.

6. How strongly do you agree or disagree with the following statement - I can't fall asleep knowing there's an unread notification on my phone.

	TOTAL	GENDER		GENERATION			AGE				SMARTPHONE OWNER		CAN'T FALL ASLEEP WITH UNREAD NOTIFICATION		HAS APPS ON PHONE THEY NEVER USE	
		MALE	FEMALE	MILLENNIAL	GEN X	BOOMER	18-24	25-39	40-54	55+	YES	NO	AGREE	DISAGREE	YES	NO
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Total	1000 100%	479 100%	521 100%	293 100%	265 100%	338 100%	112 100%	272 100%	251 100%	365 100%	857 100%	143 100%	373 100%	627 100%	859 100%	141 100%
Agree strongly	129 13% PJF	68 14%	61 12%	59 20% FA	39 15% F	20 6%	21 19% J	57 21% IJA	33 13% J	18 5%	114 13% J	15 10%	129 35% A	-	121 14% P	8 6%
Agree somewhat	244 24% PJF	103 22% B	141 27% B	92 31% FA	66 25% F	61 18% J	33 29% JA	85 31% JA	64 25% J	62 17% J	215 25% J	29 20% A	244 65% A	-	220 26% P	24 17%
Disagree somewhat	208 21% P	89 19%	119 23%	69 24%	50 19%	63 19%	28 25%	59 22%	51 20%	70 19%	185 22%	23 16%	-	208 33% A	189 22% P	19 13%
Disagree strongly	419 42% HGD	219 46% C	200 38%	73 25%	110 42% D	194 57% DEA	30 27%	71 26%	103 41% GH	215 59% GHIA	343 40% GHIA	76 53% KA	-	419 67% A	329 38% OA	90 64% OA

AGREE (NET)	373 37% PJF	171 36%	202 39%	151 EFA	105 40% F	81 24%	54 48% JA	142 52% IJA	97 39% J	80 22%	329 38% J	44 31% A	373 100% A	-	341 40% P	32 23%
DISAGREE (NET)	627 63% HGD	308 64%	319 61%	142 48%	160 60% D	257 76% DEA	58 52%	130 48%	154 61% H	285 78% GHIA	528 62% GHIA	99 69%	-	627 100% A	518 60% OA	109 77% OA

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/BC/DEF/GHI/JKL/MN/OP
 Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
 Uppercase letters indicate significance at the 95% level.
 Base sizes under 100 are directional findings only.

6. How strongly do you agree or disagree with the following statement - I can't fall asleep knowing there's an unread notification on my phone.

	REGION					AREA			MARITAL STATUS		PARENT		EDUCATION		EMPLOYMENT		INCOME			RACE		HISPANIC	
	TOTAL	NORTHEAST	SOUTH	MIDWEST	WEST	CITY	SUBURBS	RURAL	MARRIED/ IN REL.	NOT MARRIED/ IN REL.	YES	NO	COLLEGE GRAD	COLLEGE NON-GRAD	WORKING	NON WORKING	LT \$35,000	\$35,000- \$74,999	\$75,000+	WHITE	NON WHITE	YES	NO
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1000 100%	195 100%	360 100%	210 100%	235 100%	363 100%	436 100%	201 100%	662 100%	338 100%	326 100%	674 100%	357 100%	643 100%	558 100%	442 100%	308 100%	320 100%	372 100%	756 100%	244 100%	160 100%	840 100%
Agree strongly	129 13% H	28 14% H	46 13% H	23 11% H	32 14% H	54 15% H	58 13% H	17 8% H	95 14% J	34 10% J	59 18% LA	70 10% LA	50 14% LA	79 12% LA	86 15% P	43 10% P	35 11% P	35 11% P	59 16% P	99 13% P	30 12% P	25 16% P	104 12% P
Agree somewhat	244 24% L	46 24% L	87 24% L	50 24% L	61 26% L	90 25% L	116 27% L	38 19% L	177 27% J	67 20% J	107 33% LA	137 20% LA	85 24% LA	159 25% LA	150 27% P	94 21% P	71 23% P	84 26% P	89 24% P	178 24% P	66 27% P	50 31% W	194 23% W
Disagree somewhat	208 21% Q	38 19% Q	74 21% Q	38 18% Q	58 25% Q	79 22% Q	96 22% Q	33 16% Q	140 21% K	68 20% K	55 17% K	153 23% K	91 25% N	117 18% N	120 22% N	88 20% N	48 16% N	64 20% Q	96 26% Q	167 22% Q	41 17% Q	41 26% Q	167 20% Q
Disagree strongly	419 42% VSOX	83 43% VSOX	153 43% VSOX	99 47% E	84 36% E	140 39% E	166 38% E	113 56% FGA	250 38% IA	169 50% IA	105 32% IA	314 47% K	131 37% K	288 45% M	202 36% OA	217 49% OA	154 50% SA	137 43% S	128 34% S	312 41% S	107 44% S	44 28% S	375 45% V

AGREE (NET)	373 37% PLJH	74 38% PLJH	133 37% PLJH	73 35% PLJH	93 40% PLJH	144 40% H	174 40% H	55 27% J	272 41% J	101 30% J	166 51% LA	207 31% LA	135 38% LA	238 37% LA	236 42% P	137 31% P	106 34% P	119 37% P	148 40% P	277 37% P	96 39% P	75 47% WA	298 35% WA
DISAGREE (NET)	627 63% VK	121 62% VK	227 63% VK	137 65% VK	142 60% VK	219 60% VK	262 60% VK	146 73% FGA	390 59% IA	237 70% IA	160 49% IA	467 69% KA	222 62% KA	405 63% KA	322 58% OA	305 69% OA	202 66% OA	201 63% OA	224 60% OA	479 63% OA	148 61% OA	85 53% OA	542 65% V

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/AR/AS/AT/AU/AV/AW/BC/DE/FGH/IJ/KL/MN/OP/ORS/TU/VW
 Independent T-Test for Means (based on test for equal variances), Independent 2-Test for Percentages (unpooled proportions)
 Uppercase letters indicate significance at the 95% level.
 Base sizes under 100 are directional findings only.

7. Which of the following, if any, have you ever missed specifically because you were distracted by your phone? Please select all that apply.

	TOTAL	GENDER		GENERATION				AGE					SMARTPHONE OWNER		CAN'T FALL ASLEEP WITH UNREAD NOTIFICATION		HAS APPS ON PHONE THEY NEVER USE	
		MALE	FEMALE	MILLENNIAL	GEN X	BOOMER	18-24	25-39	40-54	55+	YES	NO	AGREE	DISAGREE	YES	NO		
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	
Total	1000 100%	479 100%	521 100%	293 100%	265 100%	338 100%	112 100%	272 100%	251 100%	365 100%	857 100%	143 100%	373 100%	627 100%	859 100%	141 100%		
A major plot point in a movie or TV show	357 36%	138 29%	219 42%	141 48%	98 37%	80 24%	62 55%	128 47%	90 36%	77 21%	331 39%	26 18%	175 47%	182 29%	338 39%	19 13%		
A question asked of me by my significant other	312 31%	122 25%	190 36%	123 42%	100 38%	66 20%	34 30%	114 42%	95 38%	69 19%	288 34%	24 17%	150 40%	162 26%	293 34%	19 13%		
A major play in a sports game	193 19%	113 24%	80 15%	83 28%	48 18%	35 10%	37 33%	77 28%	44 18%	35 10%	176 21%	17 12%	100 27%	93 15%	179 21%	14 10%		
A significant moment for my child, such as their part in a school play or a sports game	52 5%	24 5%	28 5%	24 8%	23 9%	4 1%	3 3%	25 9%	20 8%	4 1%	49 6%	3 2%	39 10%	13 2%	49 6%	3 2%		
A question asked of me by my boss	49 5%	26 5%	23 4%	26 9%	15 6%	5 1%	7 6%	23 8%	15 6%	4 1%	44 5%	5 3%	32 9%	17 3%	48 6%	1 1%		
None of these	408 41%	219 46%	189 36%	65 22%	95 36%	208 62%	17 15%	65 24%	94 37%	232 64%	317 37%	91 64%	73 20%	335 53%	304 35%	104 74%		

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/BC/DEF/GHI/JKL/MN/OP
 Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
 Uppercase letters indicate significance at the 95% level.
 Base sizes under 100 are directional findings only.

7. Which of the following, if any, have you ever missed specifically because you were distracted by your phone? Please select all that apply.

	GENDER		GENERATION				AGE				SMARTPHONE OWNER		CAN'T FALL ASLEEP WITH UNREAD NOTIFICATION		HAS APPS ON PHONE THEY NEVER USE	
	TOTAL	MALE	FEMALE	MILLENNIAL	GEN X	BOOMER	18-24	25-39	40-54	55+	YES	NO	AGREE	DISAGREE	YES	NO
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total	1000	479	521	293	265	338	112	272	251	365	857	143	373	627	859	141
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
ANY (NET)	592	260	332	228	170	130	95	207	157	133	540	52	300	292	555	37
	59%	54%	64%	78%	64%	38%	85%	76%	63%	36%	63%	36%	80%	47%	65%	26%
			B	EFA	F		HIJA	IJA	J		L		NA		PA	

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/BC/DEF/GHI/JKL/MN/OP
 Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
 Uppercase letters indicate significance at the 95% level.
 Base sizes under 100 are directional findings only.

7. Which of the following, if any, have you ever missed specifically because you were distracted by your phone? Please select all that apply.

	REGION					AREA			MARITAL STATUS		PARENT		EDUCATION		EMPLOYMENT		INCOME			RACE		HISPANIC	
	TOTAL	NORTHEAST	SOUTH	MIDWEST	WEST	CITY	SUBURBS	RURAL	MARRIED/ IN REL.	NOT MARRIED/ IN REL.	YES	NO	COLLEGE GRAD	COLLEGE NON-GRAD	WORKING	NON WORKING	LT \$35,000	\$35,000- \$74,999	\$75,000+	WHITE	NON WHITE	YES	NO
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1000 100%	195 100%	360 100%	210 100%	235 100%	363 100%	436 100%	201 100%	662 100%	338 100%	326 100%	674 100%	357 100%	643 100%	558 100%	442 100%	308 100%	320 100%	372 100%	756 100%	244 100%	160 100%	840 100%
A major plot point in a movie or TV show	357 36%	69 35%	129 36%	78 37%	81 34%	150 41%	148 34%	59 29%	250 38%	107 32%	154 47%	203 30%	145 41%	212 33%	225 40%	132 30%	79 26%	131 41%	147 40%	264 35%	93 38%	69 43%	288 34%
	QPL					GH			LA		LA		N		F		Q		Q			W	
A question asked of me by my significant other	312 31%	57 29%	115 32%	63 30%	77 33%	125 34%	139 32%	48 24%	312 47%	-	155 48%	157 23%	139 39%	173 27%	212 38%	100 23%	44 14%	114 36%	154 41%	237 31%	75 31%	54 34%	258 31%
	QPLH					H	H		A		LA		NA		PA		Q		QA				
A major play in a sports game	193 19%	42 22%	72 20%	47 22%	32 14%	83 23%	83 19%	27 13%	134 20%	59 17%	79 24%	114 17%	83 23%	110 17%	135 24%	58 13%	43 14%	64 20%	86 23%	139 18%	54 22%	41 26%	152 18%
	QPHE	E	E	E		H			L		L		N		PA		Q		Q			W	
A significant moment for my child, such as their part in a school play or a sports game	52 5%	7 4%	25 7%	7 3%	13 6%	23 6%	20 5%	9 4%	50 8%	2 1%	52 16%	-	32 9%	20 3%	42 8%	10 2%	6 2%	11 3%	35 9%	40 5%	12 5%	19 12%	33 4%
	QPNJ		D						J		A		NA		F				QRA			WA	
A question asked of me by my boss	49 5%	9 5%	15 4%	11 5%	14 6%	18 5%	26 6%	5 2%	43 6%	6 2%	27 8%	22 3%	23 6%	26 4%	49 9%	-	7 2%	14 4%	28 8%	35 5%	14 6%	11 7%	38 5%
	QJ					H			J		LA				A				Q				
None of these	408 41%	85 44%	143 40%	91 43%	89 38%	123 34%	182 42%	103 51%	210 32%	198 59%	73 22%	335 50%	126 35%	282 44%	176 32%	232 52%	175 57%	112 35%	121 33%	313 41%	95 39%	40 25%	368 44%
	VSKIF					F	F	FGA	TA		TA		FA		M		GA	RBA					V

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/AR/AS/AT/AU/AV/AW/BC/DE/FGH/IJ/KL/MN/OP/QR/S/TU/VW
 Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
 Uppercase letters indicate significance at the 95% level.
 Base sizes under 100 are directional findings only.

7. Which of the following, if any, have you ever missed specifically because you were distracted by your phone? Please select all that apply.

	REGION					AREA			MARITAL STATUS		PARENT		EDUCATION		EMPLOYMENT		INCOME			RACE		HISPANIC	
	TOTAL	NORTHEAST	SOUTH	MIDWEST	WEST	CITY	SUBURBS	RURAL	MARRIED/ IN REL.	NOT MARRIED/ IN REL.	YES	NO	COLLEGE GRAD	COLLEGE NON-GRAD	WORKING	NON WORKING	LT \$35,000	\$35,000- \$74,999	\$75,000+	WHITE	NON WHITE	YES	NO
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1000	195	360	210	235	363	436	201	662	338	326	674	357	643	558	442	308	320	372	756	244	160	840
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
ANY (NET)	592	110	217	119	146	240	254	98	452	140	253	339	231	361	382	210	133	208	251	443	149	120	472
	59%	56%	60%	57%	62%	66%	58%	49%	68%	41%	78%	50%	65%	56%	68%	48%	43%	65%	67%	59%	61%	75%	56%
	QPLJH					GHA	H		JA		LA		N		PA		Q		QA			WA	

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/AR/AS/AT/AU/AV/AW/BCDE/FGH/IJ/KL/MN/OP/QRS/TU/VW
 Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
 Uppercase letters indicate significance at the 95% level.
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8. Which of the following moments in your child(ren)'s life, if any, have you missed taking a photo or video of specifically because your phone didn't have enough storage? Please select all that apply.

	TOTAL	GENDER		GENERATION				AGE				SMARTPHONE OWNER		CAN'T FALL ASLEEP WITH UNREAD NOTIFICATION		HAS APPS ON PHONE THEY NEVER USE	
		MALE	FEMALE	MILLENNIAL	GEN X	BOOMER	18-24	25-39	40-54	55+	YES	NO	AGREE	DISAGREE	YES	NO	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total	326 100%	133 100%	193 100%	141 100%	136 100%	34 100%	29 100%	144 100%	120 100%	33 100%	299 100%	27 100%	166 100%	160 100%	294 100%	32 100%	
Creative achievements, such as a recital or play	68 21% FNJ	25 19%	43 22%	36 26%	25 18%	4 12%	7 24%	35 24%	23 19%	3 9%	64 21%	4 15%	49 30%	19 12%	65 22%	3 9%	
Sporting achievements, such as a homerun or goal	65 20% N	34 26%	31 19%	27 19%	27 20%	9 26%	3 10%	30 21%	26 22%	6 18%	62 21%	3 11%	47 28%	18 11%	62 21%	3 9%	
Academic achievements, such as a graduation	46 14% FN	15 11%	31 16%	27 19%	15 11%	3 9%	2 7%	28 19%	14 12%	2 6%	41 14%	5 19%	34 20%	12 8%	45 15%	1 3%	
"Firsts," such as first steps or first words	37 11% C	21 16%	16 8%	21 15%	11 8%	3 9%	6 21%	19 13%	9 8%	3 9%	33 11%	4 15%	23 14%	14 9%	35 12%	2 6%	
Other	6 2%	1 1%	5 3%	1 1%	3 2%	2 6%	-	2 1%	2 2%	2 6%	6 2%	-	3 2%	3 2%	6 2%	-	
None of these	173 53% M	67 50%	106 55%	61 43%	83 61%	21 62%	14 48%	64 44%	72 60%	23 70%	158 53%	15 56%	64 39%	109 68%	149 51%	24 75% OA	
.....																	
ANY (NET)	153 47% FNJ	66 50%	87 45%	80 57%	53 39%	13 38%	15 52%	80 56%	48 40%	10 30%	141 47%	12 44%	102 61%	51 32%	145 49%	8 25% P	

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/BC/DEF/GHI/JKL/MN/OP
 Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
 Uppercase letters indicate significance at the 95% level.
 Base sizes under 100 are directional findings only.

8. Which of the following moments in your child(ren)'s life, if any, have you missed taking a photo or video of specifically because your phone didn't have enough storage? Please select all that apply.

	REGION					AREA			MARITAL STATUS		PARENT		EDUCATION		EMPLOYMENT		INCOME			RACE		HISPANIC	
	TOTAL	NORTHEAST	SOUTH	MIDWEST	WEST	CITY	SUBURBS	RURAL	MARRIED/ IN REL.	NOT MARRIED/ IN REL.	YES	NO	COLLEGE GRAD	COLLEGE NON-GRAD	WORKING	NON WORKING	LT \$35,000	\$35,000- \$74,999	\$75,000+	WHITE	NON WHITE	YES	NO
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	326 100%	58 100%	123 100%	61 100%	84 100%	133 100%	142 100%	51 100%	284 100%	42 100%	326 100%	-	140 100%	186 100%	218 100%	108 100%	61 100%	107 100%	158 100%	230 100%	96 100%	81 100%	245 100%
Creative achievements, such as a recital or play	68 21%	10 17%	26 21%	14 23%	18 21%	29 22%	30 21%	9 18%	62 22%	6 14%	68 21%	-	38 27%	30 16%	47 22%	21 19%	11 18%	22 21%	35 22%	49 21%	19 20%	19 23%	49 20%
Sporting achievements, such as a homerun or goal	65 20%	14 24%	24 20%	12 20%	15 18%	28 21%	29 20%	8 16%	62 22%	3 7%	65 20%	-	36 26%	29 16%	58 27%	7 6%	8 13%	19 18%	38 24%	44 19%	21 22%	18 22%	47 19%
Academic achievements, such as a graduation	46 14%	6 10%	20 16%	7 11%	13 15%	24 18%	21 15%	1 2%	41 14%	5 12%	46 14%	-	25 18%	21 11%	30 14%	16 15%	11 18%	11 10%	24 15%	28 12%	18 19%	18 22%	28 11%
"Firsts," such as first steps or first words	37 11%	11 19%	17 14%	5 8%	4 5%	21 16%	13 9%	3 6%	33 12%	4 10%	37 11%	-	17 12%	20 11%	27 12%	10 9%	6 10%	14 13%	17 11%	26 11%	11 11%	11 14%	26 11%
Other	6 2%	-	3 2%	-	3 4%	2 2%	4 3%	-	5 2%	1 2%	6 2%	-	5 4%	1 1%	5 2%	1 1%	-	2 2%	4 3%	6 3%	-	1 1%	5 2%
None of these	173 53%	30 52%	61 50%	34 56%	48 57%	67 50%	75 53%	31 61%	146 51%	27 64%	173 53%	-	66 47%	107 58%	110 50%	63 58%	33 54%	53 50%	87 55%	126 55%	47 49%	34 42%	139 57%
.....																							V
ANY (NET)	153 47%	28 48%	62 50%	27 44%	36 43%	66 50%	67 47%	20 39%	138 49%	15 36%	153 47%	-	74 53%	79 42%	108 50%	45 42%	28 46%	54 50%	71 45%	104 45%	49 51%	47 58%	106 43%
																							W

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/AR/AS/AT/AU/AV/AW/BCDE/FGH/IJ/KL/MN/OP/QRS/TU/VW
 Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
 Uppercase letters indicate significance at the 95% level.
 Base sizes under 100 are directional findings only.

9. Which of the following, if any, would you rather go without for an entire day instead of giving up your phone for a day? Please select all that apply.

	TOTAL	GENDER		GENERATION			AGE				SMARTPHONE OWNER		CAN'T FALL ASLEEP WITH UNREAD NOTIFICATION		HAS APPS ON PHONE THEY NEVER USE	
		MALE	FEMALE	MILLENNIAL	GEN X	BOOMER	18-24	25-39	40-54	55+	YES	NO	AGREE	DISAGREE	YES	NO
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Total	1000 100%	479 100%	521 100%	293 100%	265 100%	338 100%	112 100%	272 100%	251 100%	365 100%	857 100%	143 100%	373 100%	627 100%	859 100%	141 100%
Showering	230 23%	99 21%	131 25%	78 27%	63 24%	68 20%	28 25%	71 26%	58 23%	73 20%	214 25%	16 11%	107 29%	123 20%	218 25%	12 9%
	FL										L		NA		F	
My car	173 17%	77 16%	96 18%	78 27%	36 14%	38 11%	25 22%	72 26%	36 14%	40 11%	157 18%	16 11%	75 20%	98 16%	159 19%	14 10%
	FLJF			EFA		J	IJA				L				F	
Speaking	160 16%	85 18%	75 14%	55 19%	50 19%	36 11%	28 25%	45 17%	51 20%	36 10%	140 16%	20 14%	78 21%	82 13%	148 17%	12 9%
	PJF			F	F		JA	J	J				NA		F	
Sleep	75 8%	43 9%	32 6%	38 13%	15 6%	13 4%	17 15%	30 11%	17 7%	11 3%	63 7%	12 8%	46 12%	29 5%	67 8%	8 6%
	NJF			EFA			IJA	J	J				NA			
Food	72 7%	40 8%	32 6%	36 12%	18 7%	10 3%	12 11%	35 13%	15 6%	10 3%	59 7%	13 9%	54 14%	18 3%	61 7%	11 8%
	NJF			EFA	F		J	IJA					NA			
Water	50 5%	25 5%	25 5%	23 8%	14 5%	6 2%	9 8%	23 8%	11 4%	7 2%	40 5%	10 7%	38 10%	12 2%	45 5%	5 4%
	NJF			F	F		J	J					NA			
None of these	458 46%	228 48%	230 44%	98 33%	117 44%	197 58%	34 30%	95 35%	108 43%	221 61%	375 44%	83 58%	104 28%	354 56%	362 42%	96 68%
	MHGD				D	DEA		G	GHIA			KA		MA		OA

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/BC/DEF/GHI/JKL/MN/OP
 Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
 Uppercase letters indicate significance at the 95% level.
 Base sizes under 100 are directional findings only.

9. Which of the following, if any, would you rather go without for an entire day instead of giving up your phone for a day? Please select all that apply.

	GENDER		GENERATION				AGE				SMARTPHONE OWNER		CAN'T FALL ASLEEP WITH UNREAD NOTIFICATION		HAS APPS ON PHONE THEY NEVER USE	
	TOTAL	MALE	FEMALE	MILLENNIAL	GEN X	BOOMER	18-24	25-39	40-54	55+	YES	NO	AGREE	DISAGREE	YES	NO
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total	1000	479	521	293	265	338	112	272	251	365	857	143	373	627	859	141
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

ANY (NET)	542	251	291	195	148	141	78	177	143	144	482	60	269	273	497	45
	54%	52%	56%	67%	56%	42%	70%	65%	57%	39%	56%	42%	72%	44%	58%	32%
	PNLJF			EFA	F		IJA	JA	J		L		NA		P	

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/BC/DEF/GHI/JKL/MN/OP
 Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
 Uppercase letters indicate significance at the 95% level.
 Base sizes under 100 are directional findings only.

9. Which of the following, if any, would you rather go without for an entire day instead of giving up your phone for a day? Please select all that apply.

	REGION					AREA			MARITAL STATUS		PARENT		EDUCATION		EMPLOYMENT			INCOME			RACE		HISPANIC	
	TOTAL	NORTHEAST	SOUTH	MIDWEST	WEST	CITY	SUBURBS	RURAL	MARRIED/ IN REL.	NOT MARRIED/ IN REL.	YES	NO	COLLEGE GRAD	COLLEGE NON-GRAD	WORKING	NON WORKING	LT \$35,000	\$35,000- \$74,999	\$75,000+	WHITE	NON WHITE	YES	NO	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	
Total	1000 100%	195 100%	360 100%	210 100%	235 100%	363 100%	436 100%	201 100%	662 100%	338 100%	326 100%	674 100%	357 100%	643 100%	558 100%	442 100%	308 100%	320 100%	372 100%	756 100%	244 100%	160 100%	840 100%	
Showering	230 23% Q	45 23%	83 23%	51 24%	51 22%	83 23%	112 26% H	35 17%	162 24%	68 20%	99 30% LA	131 19%	103 29% NA	127 20%	140 25%	90 20%	44 14%	78 24% Q	108 29% QA	181 24%	49 20%	43 27%	187 22%	
My car	173 17% H	37 19%	57 16%	33 16%	46 20%	70 19% H	79 18% H	24 12%	116 18%	57 17%	59 18%	114 17%	72 20%	101 16%	105 19%	68 15%	43 14%	57 18%	73 20% Q	132 17%	41 17%	30 19%	143 17%	
Speaking	160 16%	28 14%	54 15%	31 15%	47 20%	64 18%	70 16%	26 13%	104 16%	56 17%	58 18%	102 15%	43 12%	117 18% M	105 19% P	55 12%	50 16%	52 16%	58 16%	120 16%	40 16%	34 21%	126 15%	
Sleep	75 8%	18 9%	23 6%	15 7%	19 8%	38 10% G	22 5%	15 7%	44 7%	31 9%	26 8%	49 7%	20 6%	55 9%	42 8%	33 7%	29 9% S	28 9% S	18 5%	53 7%	22 9%	14 9%	61 7%	
Food	72 7% H	20 10%	21 6%	12 6%	19 8%	38 10% GH	26 6%	8 4%	52 8%	20 6%	31 10%	41 6%	25 7%	47 7%	45 8%	27 6%	22 7%	26 8%	24 6%	54 7%	18 7%	21 13% WA	51 6%	
Water	50 5% H	5 3%	19 5%	12 6%	14 6%	29 8% GH	17 4%	4 2%	40 6% J	10 3%	24 7% L	26 4%	14 4%	36 6%	34 6%	16 4%	10 3%	20 6%	20 5%	35 5%	15 6%	14 9%	36 4%	
None of these	458 46% VKF	88 45%	167 46%	100 48%	103 44%	143 39%	191 44%	124 FGA	293 44%	165 49%	122 37%	336 50% K	158 44%	300 47%	232 42%	226 51% O	168 55% RSA	134 42%	156 42%	352 47%	106 43%	50 31%	408 49% V	

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/AR/AS/AT/AU/AV/AW/BCDE/FGH/IJ/KL/MN/OP/QRS/TU/VW
 Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
 Uppercase letters indicate significance at the 95% level.
 Base sizes under 100 are directional findings only.

9. Which of the following, if any, would you rather go without for an entire day instead of giving up your phone for a day? Please select all that apply.

	REGION					AREA			MARITAL STATUS		PARENT		EDUCATION		EMPLOYMENT		INCOME			RACE		HISPANIC	
	TOTAL	NORTHEAST	SOUTH	MIDWEST	WEST	CITY	SUBURBS	RURAL	MARRIED/ IN REL.	NOT MARRIED/ IN REL.	YES	NO	COLLEGE GRAD	COLLEGE NON-GRAD	WORKING	NON WORKING	LT \$35,000	\$35,000- \$74,999	\$75,000+	WHITE	NON WHITE	YES	NO
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1000	195	360	210	235	363	436	201	662	338	326	674	357	643	558	442	308	320	372	756	244	160	840
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
.....																							
ANY (NET)	542	107	193	110	132	220	245	77	369	173	204	338	199	343	326	216	140	186	216	404	138	110	432
	54%	55%	54%	52%	56%	61%	56%	38%	56%	51%	63%	50%	56%	53%	58%	49%	45%	58%	58%	53%	57%	69%	51%
	QH					HA	H				LA			P				Q	Q			WA	

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/AR/AS/AT/AU/AV/AW/BCDE/FGH/IJ/KL/MN/OP/QRS/TU/VW
 Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
 Uppercase letters indicate significance at the 95% level.
 Base sizes under 100 are directional findings only.

10. How strongly do you agree or disagree with the following statement - my phone is the most important accessory to help me with my daily routine, but sometimes I feel overwhelmed or distracted by it.

	TOTAL	GENDER		GENERATION			AGE					SMARTPHONE OWNER		CAN'T FALL ASLEEP WITH UNREAD NOTIFICATION		HAS APPS ON PHONE THEY NEVER USE	
		MALE	FEMALE	MILLENNIAL	GEN X	BOOMER	18-24	25-39	40-54	55+	YES	NO	AGREE	DISAGREE	YES	NO	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total	1000 100%	479 100%	521 100%	293 100%	265 100%	338 100%	112 100%	272 100%	251 100%	365 100%	857 100%	143 100%	373 100%	627 100%	859 100%	141 100%	
Agree strongly	166 17%	81 17%	85 16%	70 24%	49 18%	30 9%	34 10%	58 21%	45 18%	29 8%	155 18%	11 8%	118 32%	48 8%	155 18%	11 8%	
				FALJF	F		IJA	J	J		L		NA		F		
Agree somewhat	370 37%	177 37%	193 37%	139 47%	107 40%	87 26%	40 36%	141 52%	98 39%	91 25%	343 40%	27 19%	173 46%	197 31%	343 40%	27 19%	
				FALJF	F		J	GIJA	J		L		NA		F		
Disagree somewhat	237 24%	100 21%	137 26%	57 19%	59 22%	96 28%	30 27%	47 17%	58 23%	102 28%	209 24%	28 20%	57 15%	180 29%	221 26%	16 11%	
				B		D	H		H		H		MA		F		
Disagree strongly	227 23%	121 25%	106 20%	27 9%	50 19%	125 37%	8 7%	26 10%	50 20%	143 39%	150 18%	77 54%	25 7%	202 32%	140 16%	87 62%	
				OMKHGD	D	DEA		GH	GHIA		KA		MA		OA		

AGREE (NET)	536 54%	258 54%	278 53%	209 71%	156 59%	117 35%	74 66%	199 73%	143 57%	120 33%	498 58%	38 27%	291 78%	245 39%	498 58%	38 27%	
				FALJF	F		JA	IJA	J		L		NA		P		
DISAGREE (NET)	464 46%	221 46%	243 47%	84 29%	109 41%	221 65%	38 34%	73 27%	108 43%	245 67%	359 42%	105 73%	82 22%	382 61%	361 42%	103 73%	
				MHGD	D	DEA		H	GHIA		KA		MA		OA		

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/BC/DEF/GHIJ/KL/MN/OP
 Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
 Uppercase letters indicate significance at the 95% level.
 Base sizes under 100 are directional findings only.

10. How strongly do you agree or disagree with the following statement - my phone is the most important accessory to help me with my daily routine, but sometimes I feel overwhelmed or distracted by it.

	REGION					AREA			MARITAL STATUS		PARENT		EDUCATION		EMPLOYMENT		INCOME			RACE		HISPANIC	
	TOTAL	NORTHEAST	SOUTH	MIDWEST	WEST	CITY	SUBURBS	RURAL	MARRIED/ IN REL.	NOT MARRIED/ IN REL.	YES	NO	COLLEGE GRAD	COLLEGE NON-GRAD	WORKING	NON WORKING	LT \$35,000	\$35,000- \$74,999	\$75,000+	WHITE	NON WHITE	YES	NO
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1000	195	360	210	235	363	436	201	662	338	326	674	357	643	558	442	308	320	372	756	244	160	840
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree strongly	166	27	59	32	48	77	66	23	119	47	75	91	68	98	111	55	40	52	74	119	47	38	128
	17%	14%	16%	15%	20%	21%	15%	11%	18%	14%	23%	14%	19%	15%	20%	12%	13%	16%	20%	16%	19%	24%	15%
	PH					GH					LA				F				Q			WA	
Agree somewhat	370	86	131	71	82	149	167	54	262	108	144	226	148	222	237	133	94	126	150	281	89	74	296
	37%	44%	36%	34%	35%	41%	38%	27%	40%	32%	44%	34%	41%	35%	42%	30%	31%	39%	40%	37%	36%	46%	35%
	QPH	D				H	H		J		LA		N		PA			Q	Q			WA	
Disagree somewhat	237	34	85	59	59	71	116	50	159	78	70	167	76	161	122	115	71	78	88	173	64	30	207
	24%	17%	24%	28%	25%	20%	27%	25%	24%	23%	21%	25%	21%	25%	22%	26%	23%	24%	24%	23%	26%	19%	25%
	B			B			F																
Disagree strongly	227	48	85	48	46	66	87	74	122	105	37	190	65	162	88	139	103	64	60	183	44	18	209
	23%	25%	24%	23%	20%	18%	20%	37%	18%	31%	11%	28%	18%	25%	16%	31%	33%	20%	16%	24%	18%	11%	25%
	VSOIKI							FGA		IA		KA		M		OA	RSA			U			V

AGREE (NET)	536	113	190	103	130	226	233	77	381	155	219	317	216	320	348	188	134	178	224	400	136	112	424
	54%	58%	53%	49%	55%	62%	53%	38%	58%	46%	67%	47%	61%	50%	62%	43%	44%	56%	60%	53%	56%	70%	50%
	QPLJH					GHA	H		J		LA		NA		PA		Q	QA				WA	
DISAGREE (NET)	464	82	170	107	105	137	203	124	281	183	107	357	141	323	210	254	174	142	148	356	108	48	416
	46%	42%	47%	51%	45%	38%	47%	62%	42%	54%	33%	53%	39%	50%	38%	57%	56%	44%	40%	47%	44%	30%	50%
	VSOIKI						F	FGA		IA		KA		M		OA	RSA						V

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/AR/AS/AT/AU/AV/AW/BCDE/FGH/IJ/KL/MN/OP/QRS/TU/VW
 Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
 Uppercase letters indicate significance at the 95% level.
 Base sizes under 100 are directional findings only.

Methodological Notes:

The Xfinity Mobile Survey was conducted by Wakefield Research (www.wakefieldresearch.com) among 1,000 nationally representative US adults ages 18+, and to 100 adults ages 18+ in each of the following 6 DMAs: Atlanta, Denver, Chicago, Philadelphia, Seattle, San Francisco, between May 21 and May 29, 2018, using an email invitation and an online survey. Quotas have been set to ensure reliable and accurate representation of the U.S. adult population ages 18 and older for the nationally representative sample.

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. For the interviews conducted in this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3.1 percentage points for the nationally representative sample and by more than 9.8 percentage points for each of the DMAs from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.