

Xfinity Mobile Survey QuickRead Report May 2018

METHODOLOGY

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

CONTENT QUESTIONS

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

Response	National	ATL	DEN	CHI	PHI	SEA	SF
None	14%*	7%	7%	10%	7%	16%	7%
1 – 2 apps	12%	7%	3%	11%	15%	13%	5%
3 – 5 apps	28%	37%	30%	27%	28%	30%	29%
More than 5 apps	46%	49%	60%	52%	50%	41%	59%
QuickFacts[±]							
Any (net)	86%	93%	93%	90%	93%	84%	93%
Average (number of apps)	9	9	11	10	11	8	11

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

Response	National	ATL	DEN	CHI	PHI	SEA	SF
All of the time	11%	4%	9%	12%	15%	7%	12%
Some of the time	33%	29%	33%	37%	28%	38%	32%
Rarely	30%	43%	37%	29%	39%	32%	34%
Never	26%	24%	21%	22%	18%	23%	22%
QuickFacts							
Frequently (net)	43%	33%	42%	49%	43%	45%	44%
Infrequently (net)	57%	67%	58%	51%	57%	55%	56%
Ever (net)	74%	76%	79%	78%	82%	77%	78%

* All decimals are rounded to the nearest percentage point. This may result in certain numerical totals adding up to slightly more or slightly less than 100%.

± Data under "QuickFacts" were derived from the responses, not included as response options that were read during fielding. We include QuickFacts in instances where we feel they will be helpful.



3. Which of the following would be most likely to enhance the performance of your smartphone?

(Asked among those who currently own a smartphone)

Response	National	ATL ¹	DEN ¹	CHI ¹	PHI ¹	SEA ¹	SF ¹
Deleting apps that are wasting storage space	54%	52%	56%	58%	59%	50%	42%
Updating software	24%	22%	24%	18%	17%	29%	26%
Deleting old contacts or photos	11%	11%	10%	14%	17%	9%	10%
Replacing the battery	8%	12%	8%	8%	5%	12%	20%
Deleting music I've downloaded	3%	2%	2%	1%	1%	-	2%

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.

Response	National	ATL	DEN	CHI	PHI	SEA	SF
Agree strongly	14%	16%	13%	16%	13%	11%	10%
Agree somewhat	35%	34%	30%	29%	35%	36%	37%
Disagree somewhat	25%	30%	35%	20%	24%	24%	30%
Disagree strongly	27%	20%	22%	35%	28%	29%	23%
QuickFacts							
Agree (net)	49%	50%	43%	45%	48%	47%	47%
Disagree (net)	52%	50%	57%	55%	52%	53%	53%
Agree (net among Millennials)	59%	67% ¹	58% ¹	64% ¹	74% ¹	73% ¹	62% ¹

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.

Response	National	ATL	DEN	CHI	PHI	SEA	SF
Less than a minute after I see it	60%	71%	65%	64%	61%	60%	54%
1-60 minutes	16%	13%	19%	10%	11%	19%	23%
More than an hour after I see it	24%	16%	16%	26%	28%	21%	23%
QuickFacts							
Average (minutes)	10	9	11	11	12	17	8

¹ Small base size; 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.

Response	National	ATL	DEN	CHI	PHI	SEA	SF
Agree strongly	13%	21%	12%	12%	14%	10%	10%
Agree somewhat	24%	15%	12%	20%	22%	26%	21%
Disagree somewhat	21%	20%	28%	20%	18%	23%	29%
Disagree strongly	42%	44%	48%	48%	46%	41%	40%
QuickFacts							
Agree (net)	37%	36%	24%	32%	36%	36%	31%
Disagree (net)	63%	64%	76%	68%	64%	64%	69%
Agree (net among Millennials)	52%	56% ¹	42% ¹	47% ¹	48% ¹	47% ¹	38% ¹

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

Response	National	ATL	DEN	CHI	PHI	SEA	SF
A major plot point in a movie or TV show	36%	40%	32%	37%	48%	37%	46%
A question asked of me by my significant other	31%	31%	35%	34%	37%	31%	32%
A major play in a sports game	19%	30%	11%	23%	16%	17%	25%
A significant moment for my child, such as their part in a school play or a sports game	5%	5%	4%	6%	4%	2%	5%
A question asked of me by my boss	5%	2%	3%	8%	6%	8%	6%
None of these	41%	32%	45%	39%	32%	40%	32%
QuickFacts							
Any (net)	59%	68%	55%	61%	68%	60%	68%



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?

(Asked among parents)

Response	National	ATL ¹	DEN ¹	CHI ¹	PHI ¹	SEA ¹	SF ¹
Creative achievements, such as a recital or play	21%	27%	15%	10%	17%	22%	31%
Sporting achievements, such as a homerun or goal	20%	23%	15%	28%	17%	22%	25%
Academic achievements, such as a graduation	14%	11%	6%	5%	3%	15%	16%
"Firsts," such as first steps or first words	11%	14%	12%	8%	14%	15%	9%
Other	2%	-	3%	5%	-	4%	3%
None of these	53%	50%	62%	53%	58%	48%	47%
QuickFacts							
Any (net)	47%	50%	38%	48%	42%	52%	53%

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?

Response	National	ATL	DEN	CHI	PHI	SEA	SF
Showering	23%	21%	26%	25%	25%	31%	27%
My car	17%	13%	22%	19%	12%	19%	26%
Speaking	16%	19%	14%	18%	16%	11%	19%
Sleep	8%	6%	3%	6%	3%	4%	6%
Food	7%	6%	7%	6%	5%	3%	10%
Water	5%	3%	6%	8%	6%	2%	3%
None of these	46%	50%	43%	47%	45%	50%	38%
QuickFacts							
Any (net)	54%	50%	57%	53%	55%	50%	62%

¹ Small base size; 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.

Response	National	ATL	DEN	CHI	PHI	SEA	SF
Agree strongly	17%	17%	14%	17%	19%	16%	15%
Agree somewhat	37%	46%	38%	40%	43%	46%	38%
Disagree somewhat	24%	26%	26%	22%	18%	20%	25%
Disagree strongly	23%	11%	22%	21%	20%	18%	22%
QuickFacts							
Agree (net)	54%	63%	52%	57%	62%	62%	53%
Disagree (net)	46%	37%	48%	43%	38%	38%	47%

**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.