

Motorola Phone-Life Balance Study

Data Report by Generations

February 13, 2018

BACKGROUND

The Phone-Life Balance Study, commissioned by Motorola, and conducted in partnership with Dr. Nancy Etcoff, expert in Mind-Brain Behavior and the Science of Happiness at Harvard University and Psychologist at Massachusetts General Hospital Department of Psychiatry, was designed to generate insights around the impact of phone-life balance.

STUDY METHODOLOGY

The 20-minute Motorola Phone-Life Balance Study was fielded online from November 30, 2017 to December 26, 2017 among 4,418 smartphone users aged 16 to 65 in four countries. Research was conducted in the U.S., Brazil, France, and India, with approximately 1,100 respondents in each country. The survey was designed in English and translated into two other languages, Portuguese and French.

The survey was fielded by Ipsos, an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

The final data were weighted for each country to ensure accurate representation according to census data. Ipsos had target quotas for each country to ensure country representation. These included age, gender, and region for all countries, income and ethnicity for the U.S., and socioeconomic levels for France and Brazil. There was an oversample of teens (16-17) who were screened into the survey via parental permission. Post-field, Ipsos re-weighted age to align with age census data for each country.

The margin of sampling error (sometimes referred to as a credibility interval for online surveys) at the 95% level of confidence is ± 1.5 for total respondents (4,418), ± 3.0 for the U.S. (sample of 1,107), ± 3.0 for Brazil (sample of 1,106), ± 3.0 for France (sample of 1,105), ± 3.0 for India (sample of 1,100), and ± 3.8 for Gen Z (defined as those 16-20), ± 2.3 for Millennials (defined as those 21-37), ± 2.8 for Gen X (defined as those 38-53), and ± 3.8 for Baby Boomers (defined as those 54-65). This means that, in 95 times out of a hundred, when a sample of this size and composition is drawn, findings for total respondents will not differ by more than 1.5 percentage points in either direction for the total sample.

	Total (16-65)	Gen Z (16-20)	Millennials (21-37)	Gen Xers (38-53)	Baby Boomers (54-65)
Total Respondents	4,418	485	1,765	1,329	839

A note for reviewing the following tables:

- All tables are ranked on total respondents [referred to as Total in the tables].
- All figures sum to 100% for 'select one' questions. Whereas, 'select all that apply' questions may sum to over 100%.
- A NET is an unduplicated view at the number of respondents that selected designated attributes. For example, Q5. Friend NET is composed of those who selected Best friend or Playmate or Teammate or Posse/Entourage

SURVEY QUESTIONS

Q1. Subjective Happiness Composite Score

Overall	Total	Gen Z	Millennials	Gen Xers	Baby Boomers
<i>n=</i>	4,418	485	1,765	1,329	839
	%	%	%	%	%
Happy (Top quartile)	23	23	19	25	27
Unhappy (Bottom quartile)	27	24	28	29	23
Average (Middle two quartiles)	50	53	53	46	50
<p>Notes: 1-7 scale, higher scores indicating greater global subjective happiness. Those scoring in the top quartile are classified as 'happy' and those scoring in bottom quartile classified as 'unhappy'</p> <p>Reference: https://ppc.sas.upenn.edu/sites/ppc.sas.upenn.edu/files/subjectivehappinssscale.pdf</p>					

Q2. How many total hours per day do you typically spend doing each of the following? Please note, selections can add up to more than 24 hours. (Select one per row)

Mean number of hours per day [Excludes don't know and NA]	Total	Gen Z	Millennials	Gen Xers	Baby Boomers
<i>n=varies</i>					
	<i>mean</i>	<i>mean</i>	<i>mean</i>	<i>mean</i>	<i>mean</i>
Working/Studying	5.5	4.5	5.6	6.0	5.1
Spending time with spouse/significant other	4.2	3.8	4.0	4.2	5.1
Using your laptop/desktop computer	4.2	3.8	4.4	4.1	3.9
Spending time with family	4.1	4.1	4.1	4.2	4.0
Watching TV	3.0	2.5	2.9	2.9	3.5
Using your smartphone for personal reasons	3.0	3.8	3.6	2.5	1.9
Using smartphone for work/school related reasons	2.7	2.7	3.0	2.5	1.9
Spending time with friends	2.1	2.9	2.4	1.8	1.5
Participating in recreational leisure activities or exercise	1.8	2.1	2.0	1.6	1.5
Reading printed magazines/books/newspapers	1.4	1.6	1.7	1.1	1.1

4 or more hours NET [Excludes don't know and NA]	Total	Gen Z	Millennials	Gen Xers	Baby Boomers
<i>n= varies</i>					
	%	%	%	%	%
Working/Studying	68	58	69	74	63
Spending time with spouse/significant other	50	43	47	49	60
Spending time with family	49	48	49	50	47
Using your laptop/desktop computer	49	43	53	47	46
Watching TV	30	22	28	29	41
Using your smartphone for personal reasons	30	41	38	24	14
Using smartphone for work/school related reasons	27	26	32	24	16
Spending time with friends	18	32	22	14	8
Participating in recreational leisure activities or exercise	13	18	17	10	7
Reading printed magazines/books/newspapers	10	13	15	6	5

Q3. On a scale of 1 to 5 where 1 means “not at all,” and 5 means “extremely”, how important are each of the following to you? (Select one per row)

EXTREMELY Important [Excludes NA]	Total	Gen Z	Millennials	Gen Xers	Baby Boomers
<i>n= varies</i>					
	%	%	%	%	%
Family	72	69	71	73	70
Spouse/Significant other	67	54	64	71	74
Work/School	42	49	44	39	38
Friends	36	47	37	33	34
Smartphone	28	37	33	24	20
Reading	27	27	29	25	28
Recreational/Leisure activities	26	29	27	26	23
TV	16	13	17	15	16

Important NET [Top 2 Box. Excludes NA]	Total	Gen Z	Millennials	Gen Xers	Baby Boomers
<i>n= varies</i>					
	%	%	%	%	%
Family	90	89	90	90	90
Spouse/Significant other	86	77	84	88	91
Work/School	74	81	76	73	65
Friends	71	79	73	67	68
Recreational/Leisure activities	63	63	66	60	61
Smartphone	56	64	63	50	44
Reading	56	53	59	52	56
TV	39	33	42	36	42

Q4. What actions, if any, do you take to ensure you are living life to its fullest? Please be as specific as possible.

[OPEN-END]

Top 10 Individual Themes	Total	Gen Z	Millennials	Gen Xers	Baby Boomers
<i>n</i> =	4,418	485	1,765	1,329	839
	%	%	%	%	%
Time with friends/family/loved ones	22	25	22	20	24
Eating well/staying healthy	8	5	6	11	13
Exercise/physical activity	8	7	6	8	12
Enjoying every moment	7	7	7	7	8
Hobbies/leisure time	7	8	7	5	9
Being happy/feeling good	7	9	8	6	3
Travel/vacation time	6	4	7	6	8
Focusing on work career	5	4	5	5	4
Having fun/enjoying myself	5	8	4	4	5
Living in the present/seizing the day/living one day at a time	4	4	4	6	5

Notes: Coded verbatim responses are quantified into themes

Q5. If your device were a person in your life, which of the following would it most resemble? Please select up to 3 responses that best describe [your smartphone's] relationship to you. (Select up to 3)

Smartphone	Total	Gen Z	Millennials	Gen Xers	Baby Boomers
<i>n</i> =	4,418	485	1,765	1,329	839
	%	%	%	%	%
Best friend	37	53	41	32	27
Teammate	29	23	24	33	36
Playmate	25	25	24	25	28
Employee	15	11	14	17	17
Spouse	14	12	18	13	6
Teacher	13	14	14	13	13
Soulmate	12	19	13	10	9
Child	10	12	11	10	9
Secret lover	9	11	12	8	5
Private detective	9	7	11	8	8
Parent	8	12	10	6	6
Frenemy	7	7	6	6	10
Pest	7	3	5	7	12
Seducer	7	8	8	5	5
Posse/Entourage	6	5	5	7	8
Stranger	6	4	5	6	9
Evil twin	4	4	5	4	4
Boss	4	3	6	4	3

TRANSITION LANGUAGE – FOR SMARTPHONE SPECIFIC QUESTIONS

The next few questions pertain to your smartphone usage and attitudes.

Q6. Please select the set of circles that best describe your current relationship with your smartphone. (Select one)

	Total	Gen Z	Millennials	Gen Xers	Baby Boomers
<i>n</i> =	4,418	485	1,765	1,329	839
	%	%	%	%	%
	12	7	7	15	19
	15	11	12	17	21
	14	12	11	15	17
	15	17	16	14	14
	12	11	14	12	10
	11	11	14	9	7
	21	31	26	18	12

Notes: Circle images are assigned numbers in ascending order: 1=top image, 7=bottom image

Reference: <https://www.psychologytoday.com/blog/the-inner-voice/201406/your-other-half>

Q7. Please select the set of circles that best describe your current relationship with your smartphone. (Select one)

	Total	Gen Z	Millennials	Gen Xers	Baby Boomers
<i>n=</i>	4,418	485	1,765	1,329	839
	%	%	%	%	%
[SECURE] I have a close relationship with my smartphone and feel comfortable with it	48	47	52	48	38
[DISMISSIVE] I don't have a close relationship with my smartphone and I prefer it that way	25	19	15	28	44
[FEARFUL] I have a close relationship with my smartphone and worry about how it affects me	16	19	20	13	10
[PREOCCUPIED] I have too close a relationship with my smartphone and it is more important to me than most other things in my life	10	14	13	9	6
Other	1	1	1	2	2
Reference: https://pdfs.semanticscholar.org/6b60/00ae9911fa9f9ec6345048b5a20501bdcedf.pdf					

Q8. Please indicate how often you use your smartphone to do each of the following on a typical day? (Select one per row)

Constantly during the day (i.e., 20 or more times a day) [Excludes NA]	Total	Gen Z	Millennials	Gen Xers	Baby Boomers
<i>n= varies</i>					
	%	%	%	%	%
Check notifications NET	33	42	39	28	20
Access social media NET	30	43	38	25	14
Browse the internet	30	37	37	26	15
Send/Read text messages	23	37	28	19	12
Check notifications from social media	22	31	27	18	11
Check social media sites/apps	22	33	27	18	10
Check notifications for email	20	20	23	20	12
Make/Receive phone calls	20	21	23	20	15
Send/Read emails	18	16	21	18	12
Listen to music	15	26	20	11	5
Check notifications for news	14	17	17	12	8
Post things on social media	12	16	15	11	5
Use game apps	11	16	14	8	5
Watch/Read news	11	13	14	10	6
Make/Receive video calls	10	14	13	8	6
Watch media/movies	10	15	13	7	4
Use the camera (i.e., take pictures and/or videos)	10	17	13	7	4
Use navigation/GPS	7	8	10	5	5
Read magazines/books	7	9	9	6	4
Shop/Buy things online	7	7	9	4	4
<p>Notes: Scale included the following - Constantly during the day (i.e., 20 or more time a day); Periodically throughout the day (i.e., 2-19 times a day); Once a day; Less than once a day; Never</p> <p>Check notifications NET = Check notifications from social media, Check notifications for email, Check notifications for news</p> <p>Access social media NET = Check notifications from social media, Check social media sites/apps, Post things on social media</p>					

More than once a day NET [Excludes NA]	Total	Gen Z	Millennials	Gen Xers	Baby Boomers
<i>n= varies</i>					
	%	%	%	%	%
Check notifications NET	75	81	82	72	61
Access social media NET	67	80	78	62	44
Browse the internet	69	80	75	67	52
Send/Read text messages	68	76	70	67	60
Make/Receive phone calls	62	57	63	64	60
Check notifications for email	59	57	64	59	49
Check social media sites/apps	58	71	68	54	36
Check notifications from social media	57	68	66	53	39
Send/Read emails	57	50	63	57	48
Check notifications for news	44	42	51	44	34
Listen to music	42	66	51	34	18
Watch/Read news	41	38	48	40	31
Post things on social media	35	45	42	32	20
Use game apps	35	49	41	29	20
Use the camera (i.e., take pictures and/or videos)	33	49	40	27	19
Watch media/movies	30	43	40	23	13
Make/Receive video calls	28	33	34	23	19
Use navigation/GPS	21	19	28	18	14
Read magazines/books	20	25	27	15	11
Shop/Buy things online	18	20	24	14	11
<p>Notes: Scale included the following - Constantly during the day (i.e., 20 or more time a day); Periodically throughout the day (i.e., 2-19 times a day); Once a day; Less than once a day; Never</p> <p>More than once a day NET = Constantly during the day (i.e., 20 or more time a day); Periodically throughout the day (i.e., 2-19 times a day)</p> <p>Check notifications NET = Check notifications from social media, Check notifications for email, Check notifications for news</p> <p>Access social media NET = Check notifications from social media, Check social media sites/apps, Post things on social media</p>					

Q9. Have you ever handed a young child a smartphone to play with?

	Total	Gen Z	Millennials	Gen Xers	Baby Boomers
<i>n=</i>	4,418	485	1,765	1,329	839
	%	%	%	%	%
No	53	49	42	54	74
Yes	47	51	58	46	26

Q10. [DISPLAYED ONLY OF Q9=YES] At what age did you first hand a child a smartphone to keep them occupied?

	Total	Gen Z	Millennials	Gen Xers	Baby Boomers
<i>n=</i>	2,098	245	1,019	618	216
	<i>mean</i>	<i>mean</i>	<i>mean</i>	<i>mean</i>	<i>mean</i>
Mean age in years	6.5	7.6	5.9	6.8	7.2

Q11. At what age do you think it's appropriate for a child to have their own smartphone? This can be a phone that is connected only via WiFi.

	Total	Gen Z	Millennials	Gen Xers	Baby Boomers
<i>n=</i>	4,418	485	1,765	1,329	839
	<i>mean</i>	<i>mean</i>	<i>mean</i>	<i>mean</i>	<i>mean</i>
Mean age in years	11.9	12.1	11.5	12.0	12.5

Q12. When thinking about how your smartphone helps you, which of the following do you value most? (Select all that apply)

	Total	Gen Z	Millennials	Gen Xers	Baby Boomers
<i>n=</i>	4,418	485	1,765	1,329	839
	%	%	%	%	%
Any NET	98	99	99	98	97
Getting things done NET	47	49	51	46	39
Stay connected to my loved ones	59	61	55	59	67
Get the information, I need when I need it	56	59	56	54	56
Stay connected to the world	50	56	52	49	45
Be entertained	49	62	56	44	35
Pass the time (e.g., commuting, waiting for an appointment)	43	50	47	40	37
Get things done efficiently	35	37	37	35	31
Relax	35	42	40	31	26
Keep things that are important to me	35	40	37	32	30
Experience things that are happening somewhere else	32	41	35	28	27
Be part of what's going on	32	39	36	27	26
Get things done successfully	31	33	34	30	24
Feel safe	28	27	31	26	26
Take a break from the world	24	31	30	21	14
Gives me peace of mind	24	25	25	24	21
Have a companion	22	25	25	17	18
Have something to talk about	20	29	25	15	12
Other	1	0	1	1	3
My smartphone does not help me	2	1	1	2	3
Notes: Any NET = Any response option, excluding "my smartphone does not help me" Getting things done NET = Get things done successfully, Get things done efficiently					

Q13. Now we are going to show you a series of statements. For each statement, please indicate to what extent you agree or disagree that it describes your smartphone use. (Select one per row)

Agree NET: Strongly/Somewhat Agree [Top 2 Box]	Total	Gen Z	Millennials	Gen Xers	Baby Boomers
<i>n=</i>	4,418	485	1,765	1,329	839
	%	%	%	%	%
I panic when I think I've lost my smartphone	65	76	71	59	53
My smartphone is within reach when I sleep	60	68	68	57	47
When I feel lonely, I check my smartphone	59	72	69	53	38
My smartphone is a way for me to keep organized	58	64	66	56	41
My smartphone is seldom out of reach during the day	57	60	59	57	54
I feel nervous when I leave my smartphone at home	53	60	58	51	44
I feel nervous when my smartphone runs out of battery	50	59	56	45	37
I check my smartphone more often than I would like	49	58	58	43	34
If I didn't have a smartphone, I would feel isolated	48	56	56	42	38
I feel bad if I don't get back to people in a timely fashion	48	51	51	45	44
I put my smartphone out next to me at dinner/drinks/meetings with others	48	54	56	43	34
I feel uncomfortable when I cannot be reached on my smartphone	47	55	53	43	37
I am constantly on my smartphone	47	56	59	42	27
I feel compelled to constantly check my smartphone	44	55	53	40	27
I feel uncomfortable when I cannot reach someone immediately on their smartphone	44	49	51	39	33
I prefer texting about things instead of talking face-to-face	42	49	50	38	28
I have woken up at night and checked notifications on my smartphone	37	46	49	28	20
My smartphone is my guilty pleasure	36	45	43	30	23
Notes: Scale included the following - Strongly disagree; Somewhat disagree; Neither agree nor disagree; Somewhat agree; Strongly agree					

Q14. PUMP Attributes: Please indicate to what extent you agree or disagree with the statements below. (Select one per row)

Agree NET: Strongly/Somewhat Agree [Top 2 Box]	Total	Gen Z	Millennials	Gen Xers	Baby Boomers
<i>n=</i>	4,418	485	1,765	1,329	839
	%	%	%	%	%
It would be very difficult, emotionally, to give up my smartphone	43	51	51	37	31
I have used my smartphone when I knew I should be sleeping	41	55	53	34	20
I have used my smartphone when I knew I should be doing work/schoolwork	37	53	50	26	19
I think I might be spending too much time using my smartphone	35	44	46	29	19
At times, I find myself using my smartphone instead of spending time with people who are important to me and want to spend time with me	33	40	42	27	17
I have thought in the past that it is not normal to spend as much time using a smartphone as I do	33	38	40	28	21
The amount of time I spend using my smartphone keeps me from doing other important work	30	40	38	23	17
When I am not using my smartphone, I am thinking about using it or planning the next time I can use it	29	37	37	23	15
I feel anxious if I have not received a call or message in some time	29	38	36	24	17
I have used my smartphone when I knew it was dangerous to do so	29	31	38	24	16
When I stop using my smartphone because it is interfering with my life, I usually return to it	29	36	36	23	17
I have continued to use my smartphone even when someone asked me to stop	28	40	37	20	14
People tell me I spend too much time using my smartphone	27	39	37	20	12
I have ignored the people I'm with in order to use my smartphone	27	35	35	21	15
I need more time using my smartphone to feel satisfied than I used to need	25	31	33	19	13

When I decrease the amount of time spent using my smartphone, I feel less satisfied	25	31	33	18	14
When I stop using my smartphone, I get moody and irritable	22	28	29	16	10
I have gotten into trouble at work or school because of my smartphone use	21	31	29	14	8
My smartphone use has caused me problems in a relationship	20	25	27	15	9
I have almost caused an accident because of my smartphone use	18	19	25	13	10
<p>Notes: Scale included the following - Strongly disagree; Somewhat disagree; Neither agree nor disagree; Somewhat agree; Strongly agree</p> <p>Reference: https://www.hindawi.com/journals/jad/2013/912807/</p>					

Q15. Please indicate how frequently each of the following apply to you. (Select one per row)

Ever NET [Excludes NA]	Total	Gen Z	Millennials	Gen Xers	Baby Boomers
<i>n= varies</i>					
	%	%	%	%	%
I use my smartphone to make phone calls	97	96	97	97	97
I feel hurt when someone I am talking with gets distracted by their smartphone	86	89	88	84	83
I text about awkward things instead of talking face-to-face	71	76	80	66	57
I tell others to shut off their smartphones in a theater/other venue	65	65	69	64	60
I become so distracted by my smartphone that I don't hear what is being said to me	62	76	73	55	43
I sneak out of gatherings to check my smartphone	60	68	71	53	44
My spouse/significant other complains to me about my smartphone use	52	56	63	47	36
My family complains to me about my smartphone use	51	71	64	42	28
I become so distracted by my smartphone that I trip/bump into other people/things	47	64	61	37	26
My good friends complain to me about my smartphone use	43	53	56	34	22
I text while driving	36	39	46	32	19
Strangers complain to me about my smartphone use	32	40	43	24	17
People sitting near me at a theater/other venue tell me to shut off my phone	31	39	42	23	16
Notes: Scale included the following - All the time; Often; Sometimes; Rarely; Never Ever NET = Rarely, Sometime, Often, All the time - Excludes never					

All the time/Often NET [Excludes NA]	Total	Gen Z	Millennials	Gen Xers	Baby Boomers
<i>n= varies</i>					
	%	%	%	%	%
I use my smartphone to make phone calls	63	58	63	66	65
I feel hurt when someone I am talking with gets distracted by their smartphone	30	32	34	28	25
I tell others to shut off their smartphones in a theater/other venue	20	20	23	18	15
I text about awkward things instead of talking face-to-face	19	24	26	13	9
My spouse/significant other complains to me about my smartphone use	15	19	21	12	6
I sneak out of gatherings to check my smartphone	13	17	18	10	5
My family complains to me about my smartphone use	13	23	19	7	4
I become so distracted by my smartphone that I don't hear what is being said to me	12	19	18	8	3
My good friends complain to me about my smartphone use	10	13	16	6	3
I become so distracted by my smartphone that I trip/bump into other people/things	10	12	15	6	4
I text while driving	9	11	14	6	4
People sitting near me at a theater/other venue tell me to shut off my phone	9	10	14	4	4
Strangers complain to me about my smartphone use	9	10	13	6	4
Notes: Scale included the following - All the time; Often; Sometimes; Rarely; Never					
All the time/Often NET = Often, All the time - Excludes never					

Q16. For each statement, please indicate to what extent you agree or disagree. (Select one per row)

Agree NET: Strongly/Somewhat Agree [Top 2 Box. Excludes NA]	Total	Gen Z	Millennials	Gen Xers	Baby Boomers
<i>n= varies</i>					
	%	%	%	%	%
I customize my phone to suit my needs	63	70	68	62	50
I want to get the most out of my smartphone while I'm on it, but also get the most out of life when I'm not	61	65	63	58	59
It's important for me to have a life separate from my smartphone	60	55	60	56	68
People on smartphones are less considerate of others around them	60	53	58	61	66
My smartphone is my companion when I am alone	56	67	64	51	40
My smartphone helps me relax	56	64	64	52	38
I find overhearing other people's smartphone conversations very distracting	55	52	55	53	61
I love my phone	54	63	63	49	37
My phone is always there for me	52	56	56	49	45
Often, nothing has changed since the last time I checked my phone	51	52	55	46	50
I customize my phone to reflect my personality	51	61	58	47	36
I impose screen time limits for children's smartphone use	51	50	58	48	41
Smartphones make it hard to really experience something together as a group	49	47	52	46	49
I feel guilty when I hand a young child a smartphone to play with	44	40	48	38	45
I would be happier if I engaged with the world more	44	50	50	39	33
I prefer to text with my loved ones over talking to them on the phone	39	46	49	35	24
Being on my phone gives me permission to ignore strangers around me	39	47	49	33	22
I wish I could look at my smartphone less often	37	43	47	30	27
I wish smartphone companies made phones that took up less of my time	36	40	43	30	27

I think it would be fine to check my smartphone at a wedding ceremony	36	42	45	30	22
My smartphone makes me a better person	35	40	44	30	23
I believe I would be happier if I spent less time on my smartphone	34	35	43	28	23
When my smartphone is near, I have trouble concentrating	28	37	39	21	12
My smartphone doesn't allow me time to daydream as much as I want	28	33	36	23	17
I think it would be fine to check my smartphone at a funeral	26	26	34	22	18
Arguments with my spouse/significant other are often about smartphone use	25	29	34	19	13
My smartphone makes me less smart	24	24	31	20	15
Arguments with my family are often about smartphone use	23	30	32	17	12
Notes: Scale included the following - Strongly disagree; Somewhat disagree; Neither agree nor disagree; Somewhat agree; Strongly agree					

Q17. Which of the following strategies, if any, do you employ to manage your smartphone use? (Select all that apply)

	Total	Gen Z	Millennials	Gen Xers	Baby Boomers
<i>n</i> =	4,418	485	1,765	1,329	839
	%	%	%	%	%
Three (3) or more NET	64	71	68	59	59
Five (5) or more NET	28	37	34	21	20
Changing the ringer to silent	52	59	53	50	50
Keeping phone off the table at meals/meetings	38	42	38	35	41
Limiting use before bedtime	30	31	32	26	29
Taking a break (i.e., purposely reduce frequency of checking smartphone)	29	34	35	24	22
Dimming the screen	28	38	36	22	14
Shutting it off completely	25	26	24	24	31
Turning the phone screen over	24	37	30	19	15
Disabling push notifications	23	25	29	20	16
Using "do not disturb" settings	23	30	28	19	14
Keeping it in another room or out of sight	22	23	25	19	22
Letting the battery run out (i.e., not recharging)	12	15	16	9	7
Installing app blocker to prevent distraction	11	12	16	7	6
Other	1	0	1	1	2
None of these	10	6	7	14	15
<p>Notes: Three (3) or more NET = Unduplicated view at the number of respondents that selected three or more strategies to manage their smartphone use Five (5) or more NET = Unduplicated view at the number of respondents that selected five or more strategies to manage their smartphone use</p>					

Q18. What is the longest you've purposely gone without checking your smartphone (not including sleep or loss of your smartphone)? [NUMERIC OPEN-END]

Mean amount of time	Total	Gen Z	Millennials	Gen Xers	Baby Boomers
<i>n</i> =	4,418	485	1,765	1,329	839
	<i>mean/%</i>	<i>mean/%</i>	<i>mean/%</i>	<i>mean/%</i>	<i>mean/%</i>
<i>Mean (Days, Incl. 0)</i> (among those who have)	3.1	4.6	3.7	1.8	2.9
Purposely gone without checking NET	68%	73%	74%	65%	59%
I have never purposely done this	32%	27%	26%	35%	41%

Q19. Which of the following words, if any, best describe how you felt as a result of purposely not checking your smartphone (not including sleep or loss of your smartphone)? (Select all that apply)

	Total	Gen Z	Millennials	Gen Xers	Baby Boomers
<i>n</i> =	3,013	353	1,304	866	491
	%	%	%	%	%
Positive NET	77	74	75	79	81
Negative NET	34	41	42	26	20
In-control	38	37	33	40	46
Calm	37	35	36	37	45
Happy	24	25	28	21	21
Relieved	20	20	20	19	21
Stressed	15	18	17	13	8
Motivated	15	20	19	9	9
Nervous	14	19	15	10	12
Empowered	13	14	15	11	13
Frustrated	12	17	15	10	7
Excited	12	14	16	9	5
Helpless	10	12	12	8	7
Sad	9	12	11	6	6
Angry	6	6	9	3	3
Scared	5	4	7	3	2
Other	5	4	4	6	8

Base: Q18 ≠ "I have never purposely done this"

Notes: Positive NET = Empowered; Relieved; Excited; Calm; Happy; Motivated; In-control

Negative NET = Angry; Frustrated; Helpless; Nervous; Stressed; Sad; Scared

DEMOGRAPHICS AND PHONAGRAPHS

What is your gender?

	Total	Gen Z	Millennials	Gen Xers	Baby Boomers
<i>n</i> =	4,418	485	1,765	1,329	839
	%	%	%	%	%
Men	51	51	51	53	49
Women	49	49	49	47	51

What is your date of birth? (For respondents aged 16-17, age was based on parental screener question)

	Total	Gen Z	Millennials	Gen Xers	Baby Boomers
<i>n</i> =	4,418	485	1,765	1,329	839
	%	%	%	%	%
Gen Z (16-20)	11	100	-	-	-
Millennials (21-37)	40	-	100	-	-
Gen Xers (38-53)	30	-	-	100	-
Baby Boomers (54-65)	19	-	-	-	100

What is your relationship to the child(ren) under the age of 18 living in your household? (Among 18-65 Only)

	Total	Gen Z	Millennials	Gen Xers	Baby Boomers
<i>n</i> =	4,209	276	1,765	1,329	839
	%	%	%	%	%
Parents of kids <18 living in household	41	15	46	56	18
Not parents of kids <18 living in household	59	85	54	44	82

What is your marital status? (Among 18-65 Only)

	Total	Gen Z	Millennials	Gen Xers	Baby Boomers
<i>n</i> =	4,209	276	1,765	1,329	839
	%	%	%	%	%
Coupled	60	22	56	68	71
Not coupled	40	78	44	32	29
Notes: Coupled = living with partner, PACS, domestic partner, in a relationship, married					

What is your current employment status? (Among 18-65 Only)

	Total	Gen Z	Millennials	Gen Xers	Baby Boomers
<i>n</i> =	4,209	276	1,765	1,329	839
	%	%	%	%	%
Working	73	42	81	81	56
Not working	27	58	19	19	44
Notes: Working = full/part-time, self-employed, owner, military					

Which of the following best describes where you live?

	Total	Gen Z	Millennials	Gen Xers	Baby Boomers
<i>n=</i>	4,418	485	1,765	1,329	839
	%	%	%	%	%
Urban	60	60	67	57	50
Suburban	24	26	22	25	28
Rural	16	14	12	19	22

What are all the ways in which you access data and pay for accessing data using your smartphone?

	Total	Gen Z	Millennials	Gen Xers	Baby Boomers
<i>n=</i>	4,418	485	1,765	1,329	839
	%	%	%	%	%
Monthly data plan	96	97	98	95	93

How much data does your current wireless plan allow you to use each month? If on a shared/family plan, please think of the data used by all members of your family. If you are not sure, your best estimate is fine.

	Total	Gen Z	Millennials	Gen Xers	Baby Boomers
<i>n=</i>	2,402	228	982	709	483
	%	%	%	%	%
Monthly data use >10GB	54	57	60	51	47
Monthly data use ≤10GB	42	37	38	45	46
Don't know/Not sure	4	6	2	4	7

[DISPLAYED ONLY IF PURCHASE DATA] On average, how much data do you purchase each month? If you are not sure, your best estimate is fine.

	Total	Gen Z	Millennials	Gen Xers	Baby Boomers
<i>n=</i>	967	117	483	231	136
	%	%	%	%	%
Monthly data purchase >10GB	49	51	55	37	43
Monthly data purchase ≤10GB	47	47	44	56	47
Don't know/Not sure	4	2	1	7	10

When was your current smartphone purchased?

	Total	Gen Z	Millennials	Gen Xers	Baby Boomers
<i>n=</i>	4,418	485	1,765	1,329	839
	%	%	%	%	%
Recent purchase	54	56	61	49	44
Later purchase	46	44	39	51	56
Notes: Recent purchase = 0-24 months ago Later purchase = Over 24 months ago					

How long ago did you purchase your first smartphone?

	Total	Gen Z	Millennials	Gen Xers	Baby Boomers
<i>n=</i>	4,418	485	1,765	1,329	839
	%	%	%	%	%
Early adopters	13	7	11	16	17
Mainstream Adopters	48	42	50	51	43
Late Adopters	39	51	39	33	40
Notes: Early adopter = Over 10 years ago Mainstream adopter = Between 4 and 10 years ago Late adopter = 3 years ago or fewer					