

The New Normal Around The World: Data Comparisons

This document includes a comparison of data across five studies:

- *The New Normal: Parents, Teens, and Mobile Devices in Mexico* (Mexico 2019)
- *The New Normal: Parents, Teens, Screens, and Sleep in the United States* (US 2019)
- *The New Normal: Parents, Teens, and Mobile Devices in the United Kingdom* (UK 2018)
- *The New Normal: Parents, Teens, and Digital Devices in Japan* (Japan 2017)

"Feeling Addicted"

PARENT - Do you feel "addicted" to mobile devices?

	Mexico (2019)	US (2019)	UK (2018)	Japan (2017)
Yes	45%	45%	46%	38%
No	55%	51%	54%	62%
Don't Know	-	4%	-	-

PARENT - Do you feel your child is "addicted" to mobile devices?

	Mexico (2019)	US (2019)	UK (2018)	Japan (2017)
Yes	62%	61%	63%	61%
No	38%	34%	34%	40%
Don't Know	-	4%	-	-

TEEN - Do you feel "addicted" to mobile devices?

	Mexico (2019)	US (2019)	UK (2018)	Japan (2017)
Yes	50%	39%	44%	45%
No	50%	55%	56%	55%
Don't Know	-	6%	-	-

TEENS - Do you feel your parent is “addicted” to mobile devices?

	Mexico (2019)	US (2019)	UK (2018)	Japan (2017)
Yes	31%	38%	35%	27%
No	69%	55%	65%	73%
Don't Know	-	7%	-	-

Time Spent on Devices

PARENT - Thinking about a regular weekday, how much time do you feel you spend on mobile devices?

	Mexico (2019)	US (2019)	UK (2018)	Japan (2017)
Too much time	44%	52%	44%	17%
Too little time	9%	6%	5%	6%
Right amount of time	47%	41%	51%	77%
Don't use a mobile device	-	1%	-	-
Don't know	-	0%	-	-

PARENT - Thinking about a regular weekday, how much time do you feel your child spends on mobile devices?

	Mexico (2019)	US (2019)	UK (2018)	Japan (2017)
Too much time	64%	68%	65%	53%
Too little time	6%	3%	6%	2%
Right amount of time	30%	28%	29%	45%
Don't know	-	1%	-	-

TEEN - Thinking about a regular weekday, how much time do you feel you spend on mobile devices?

	Mexico (2019)	US (2019)	UK (2018)	Japan (2017)
Too much time	45%	39%	32%	17%
Too little time	6%	11%	9%	12%
Right amount of time	49%	47%	59%	70%
Don't use a mobile device	-	1%	-	-
Don't know	-	2%	-	-

TEEN - Thinking about a regular weekday, how much time do you feel your parent spends on mobile devices?

	Mexico (2019)	US (2019)	UK (2018)	Japan (2017)
Too much time	28%	39%	29%	23%
Too little time	27%	12%	15%	10%
Right amount of time	45%	42%	57%	68%
Don't know	-	7%	-	-

PARENT - How often do you try to cut down the amount of time you spend on your mobile devices--very often, occasionally, rarely, or never?

	Mexico (2019)	US (2019)	UK (2018)	Japan (2017)
Always	9%	-	5%	-
Very often	33%	12%	16%	4%
Occasionally	44%	40%	40%	27%
Rarely	11%	22%	21%	22%
Never	3%	26%	18%	48%
Don't know	-	0%	-	-

TEEN - How often do you try to cut down the amount of time you spend on your mobile devices--very often, occasionally, rarely, or never?

	Mexico (2019)	US (2019)	UK (2018)	Japan (2017)
Always	10%	-	3%	-
Very often	29%	7%	8%	3%
Occasionally	42%	30%	22%	20%
Rarely	15%	28%	22%	25%
Never	5%	33%	44%	52%
Don't know	-	2%	-	-

PARENT - How often do you feel the need to respond immediately to texts, social networking messages, or other notifications on your mobile devices?

	Mexico (2019)	US (2019)	UK (2018)	Japan (2017)
Always	13%	16%	15%	N/A
Very Often	35%	38%	42%	N/A
Occasionally	37%	28%	32%	N/A
Rarely	13%	14%	8%	N/A
Never	2%	5%	3%	N/A
Don't use these	-	0%	-	N/A
Don't know	-	0%	-	N/A

TEEN - How often do you feel the need to respond immediately to texts, social networking messages, or other notifications on your mobile devices?

	Mexico (2019)	US (2019)	UK (2018)	Japan (2017)
Always	20%	29%	29%	N/A
Very Often	33%	29%	36%	N/A
Occasionally	35%	24%	23%	N/A
Rarely	10%	9%	5%	N/A
Never	2%	6%	7%	N/A
Don't use these	-	1%	-	N/A
Don't know	-	1%	-	N/A

Checking Mobile Devices

PARENT - During a regular weekday, how often do you find yourself checking mobile devices for texts, emails, updates, etc.?

	Mexico (2019)	US (2019)	UK (2018)	Japan (2017)
Several times an hour	46%	42%	39%	23%
Once an hour	12%	27%	19%	15%
Several times a day	39%	22%	27%	54%
Once a day	4%	3%	3%	3%
Less than once a day	*	5%	2%	5%
Never	-	-	*	-
Don't know	-	1%	-	-

TEEN - During a regular weekday, how often do you find yourself checking mobile devices for texts, emails, updates, etc.?

	Mexico (2019)	US (2019)	UK (2018)	Japan (2017)
Several times an hour	47%	43%	49%	36%
Once an hour	8%	26%	17%	12%
Several times a day	41%	20%	25%	43%
Once a day	3%	4%	5%	4%
Less than once a day	*	5%	3%	6%
Never	*	-	2%	-
Don't know	-	2%	-	-

PARENT - How much time passes before you use a mobile device on a regular weekday morning (not including using it as an alarm)--within 5 minutes of waking up, within 6-30 minutes, within 31-60 minutes, or more than 60 minutes?

	Mexico (2019)	US (2019)	UK (2018)	Japan (2017)
Within 5 minutes	24%	23%	27%	N/A
6-30 minutes	33%	39%	45%	N/A
31-60 minutes	15%	21%	18%	N/A
More than 60 minutes	19%	16%	9%	N/A
Do not use on a regular weekday morning	8%	1%	1%	N/A
Don't know	-	0%	-	N/A

TEEN - How much time passes before you use a mobile device on a regular weekday morning (not including using it as an alarm)--within 5 minutes of waking up, within 6-30 minutes, within 31-60 minutes, or more than 60 minutes?

	Mexico (2019)	US (2019)	UK (2018)	Japan (2017)
Within 5 minutes	32%	32%	48%	N/A
6-30 minutes	35%	32%	31%	N/A
31-60 minutes	14%	16%	13%	N/A
More than 60 minutes	12%	13%	5%	N/A
Do not use on a regular weekday morning	7%	6%	3%	N/A
Don't know	-	2%	-	N/A

Source of Distraction

PARENT - How often do you feel distracted by your use of mobile devices?

	Mexico (2019)	US (2019)	UK (2018)	Japan (2017)
Several times a day	57%	39%	36%	N/A
Once a day	18%	15%	14%	N/A
Several times a week	15%	20%	24%	N/A
Once a week	4%	6%	4%	N/A
Less than once a week	4%	6%	8%	N/A
Never	3%	14%	14%	N/A
Don't know	-	0%	-	N/A

PARENT - How often do you feel your teen is distracted by their use of mobile devices?

	Mexico (2019)	US (2019)	UK (2018)	Japan (2017)
Several times a day	69%	57%	58%	25%
Once a day	13%	13%	14%	12%
Several times a week	12%	17%	18%	23%
Once a week	2%	3%	2%	6%
Less than once a week	2%	4%	4%	13%
Never	2%	6%	5%	22%
Don't know	-	1%	-	-

TEEN - How often do you feel distracted by your use of mobile devices?

	Mexico (2019)	US (2019)	UK (2018)	Japan (2017)
Several times a day	61%	42%	38%	N/A
Once a day	16%	17%	16%	N/A
Several times a week	14%	16%	21%	N/A
Once a week	2%	3%	5%	N/A
Less than once a week	3%	8%	3%	N/A
Never	4%	13%	16%	N/A
Don't know	-	2%	-	N/A

TEEN - How often do you feel your parents are distracted by their use of mobile devices?

	Mexico (2019)	US (2019)	UK (2018)	Japan (2017)
Several times a day	40%	29%	24%	7%
Once a day	16%	15%	20%	6%
Several times a week	15%	21%	21%	12%
Once a week	4%	5%	6%	6%
Less than once a week	6%	9%	11%	17%
Never	18%	17%	19%	53%
Don't know	-	4%	-	-

Family Life

PARENT - How does your use of mobile devices affect the following aspects of your family life?

*Not asked in US 2019; Japan

MEXICO

	Helps a lot	Helps a little	Makes no difference	Hurts a little	Hurts a lot
Family meals	7%	8%	28%	31%	26%
Family trips	23%	14%	24%	28%	10%
Family conversations	12%	14%	19%	25%	30%
Family activities	8%	16%	23%	29%	25%
Family quality time	3%	9%	22%	29%	37%

UK

	Helps a lot	Helps a little	Makes no difference	Hurts a little	Hurts a lot
Family meals	8%	14%	61%	11%	6%
Family trips	18%	30%	43%	6%	2%
Family conversations	8%	18%	47%	22%	5%
Family activities	10%	28%	44%	14%	4%
Family quality time	9%	28%	42%	17%	4%

PARENT - How does your teen's use of mobile devices affect the following aspects of your family life?

*Not asked in US 2019; Japan

MEXICO

	Helps a lot	Helps a little	Makes no difference	Hurts a little	Hurts a lot
Family meals	4%	8%	24%	35%	28%
Family trips	12%	15%	29%	29%	16%
Family conversations	6%	13%	22%	30%	30%
Family activities	6%	13%	23%	31%	28%
Family quality time	4%	9%	23%	27%	37%

UK

	Helps a lot	Helps a little	Makes no difference	Hurts a little	Hurts a lot
Family meals	6%	9%	57%	21%	7%
Family trips	7%	24%	52%	13%	4%
Family conversations	6%	15%	46%	25%	8%
Family activities	7%	17%	52%	18%	6%
Family quality time	7%	15%	51%	20%	7%

TEEN - How does your use of mobile devices affect the following aspects of your family life?

*Not asked in US 2019; Japan; US 2016

MEXICO

	Helps a lot	Helps a little	Makes no difference	Hurts a little	Hurts a lot
Family meals	5%	14%	22%	30%	28%
Family trips	19%	21%	22%	23%	15%
Family conversations	10%	18%	20%	23%	29%
Family activities	7%	21%	20%	25%	27%
Family quality time	4%	15%	21%	23%	37%

UK

	Helps a lot	Helps a little	Makes no difference	Hurts a little	Hurts a lot
Family meals	4%	14%	69%	10%	3%
Family trips	10%	21%	62%	6%	2%
Family conversations	6%	18%	61%	13%	3%
Family activities	8%	22%	60%	7%	2%
Family quality time	7%	21%	60%	9%	3%

TEEN - How does your parent's use of mobile devices affect the following aspects of your family life?

*Not asked in US 2019; Japan

MEXICO

	Helps a lot	Helps a little	Makes no difference	Hurts a little	Hurts a lot
Family meals	5%	15%	39%	26%	16%
Family trips	13%	19%	36%	20%	12%
Family conversations	8%	14%	35%	24%	18%
Family activities	8%	14%	37%	23%	18%
Family quality time	5%	13%	36%	23%	24%

UK

	Helps a lot	Helps a little	Makes no difference	Hurts a little	Hurts a lot
Family meals	5%	11%	77%	5%	2%
Family trips	7%	21%	65%	4%	2%
Family conversations	6%	15%	68%	8%	3%
Family activities	7%	18%	68%	6%	2%
Family quality time	7%	18%	66%	7%	3%

PARENT - Do you have family rules regarding the use of mobile devices?

	Mexico (2019)	US (2019)	UK (2018)	Japan (2017)
Yes	76%	68%	66%	58%
No	24%	31%	34%	42%
Don't know	-	1%	-	-

TEEN - Do you have family rules regarding the use of mobile devices?

	Mexico (2019)	US (2019)	UK (2018)	Japan (2017)
Yes	66%	61%	62%	54%
No	34%	37%	38%	46%
Don't know	-	2%	-	-

Relationships

PARENT - Has your child's use of mobile devices affected your relationship?

	Mexico (2019)	US (2019)	UK (2018)	Japan (2017)
Mainly helped	19%	13%	15%	13%
Made no difference	58%	55%	71%	64%
Mainly hurt	23%	28%	15%	23%
Don't know	-	5%	-	-

TEEN - Has your parents' use of mobile devices affected your relationship?

	Mexico (2019)	US (2019)	UK (2018)	Japan (2017)
Mainly helped	18%	15%	14%	15%
Made no difference	71%	72%	83%	80%
Mainly hurt	11%	9%	3%	6%
Don't know	-	5%	-	-

PARENT - How often do you argue with your child about their use of mobile devices?

	Mexico (2019)	US (2019)	UK (2018)	Japan (2017)
Several times a day	18%	12%	13%	12%
Once a day	12%	11%	9%	7%
Several times a week	25%	22%	18%	11%
Once a week	15%	14%	7%	7%
Less than once a week	23%	18%	24%	22%
Never	6%	21%	29%	41%
Don't know	-	1%	-	-

TEEN - How often do you argue with your parents about your use of mobile devices?

	Mexico (2019)	US (2019)	UK (2018)	Japan (2017)
Several times a day	12%	10%	10%	6%
Once a day	7%	10%	10%	6%
Several times a week	18%	16%	20%	11%
Once a week	12%	11%	7%	7%
Less than once a week	23%	15%	18%	18%
Never	28%	36%	35%	53%
Don't know	-	2%	-	-