

Editorial - Smartphones

On average, how many times, if at all, do you check your smartphone when you are doing each of the following activities? Please select the option that best applies on each row. - When you are in a 30-minute meeting at work
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	Generation*							
	All	Gen Z	Millennial	Gen X	Baby	Silent	Pre-Silent	Other
		(2000 and later)	(1982-1999)	(1965-1981)	(1946-1964)	n (1928-1945)	n (1927 and earlier)	
Smartphone when you are doing each of the following activities? Please select the option that best applies on								
Never	53%	100%	45%	50%	66%	47%	-	-
1-2 times	19%	0%	20%	23%	16%	8%	-	-
3-4 times	6%	0%	13%	3%	2%	0%	-	-
5-6 times	4%	0%	6%	7%	0%	0%	-	-
7 or more times	2%	0%	1%	2%	2%	0%	-	-
Don't know	1%	0%	1%	1%	1%	18%	-	-
Not applicable - I don't do this activity	14%	0%	14%	14%	13%	27%	-	-
Unweighted N	492	1	138	153	191	9	0	0

On average, how many times, if at all, do you check your smartphone when you are doing each of the following activities? Please select the option that best applies on each row. - When you are spending time with a friend
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	Generation*							
	All	Gen Z	Millennial	Gen X	Baby	Silent	Pre-Silent	Other
		(2000 and later)	(1982-1999)	(1965-1981)	(1946-1964)	n (1928-1945)	n (1927 and earlier)	
Smartphone when you are doing each of the following activities? Please select the option that best applies on								
Never	24%	0%	12%	14%	36%	52%	-	-
1-2 times	39%	32%	36%	43%	42%	28%	-	-
3-4 times	13%	0%	19%	17%	7%	7%	-	-
5-6 times	7%	0%	11%	9%	1%	0%	-	-
7 or more times	7%	0%	12%	7%	2%	2%	-	-
Don't know	6%	68%	8%	3%	5%	3%	-	-
Not applicable - I don't do this activity	5%	0%	2%	7%	6%	8%	-	-
Unweighted N	976	2	245	237	415	77	0	0

On average, how many times, if at all, do you check your smartphone when you are doing each of the following activities? Please select the option that best applies on each row. - When you are on a date
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	Generation*							
	All	Gen Z	Millennial	Gen X	Baby	Silent	Pre-Silent	Other
		(2000 and later)	(1982-1999)	(1965-1981)	(1946-1964)	n (1928-1945)	n (1927 and earlier)	
Check your smartphone when you are doing each of the following activities? Please select the option that best								
Never	32%	0%	29%	28%	37%	31%	-	-
1-2 times	24%	68%	32%	31%	13%	7%	-	-
3-4 times	6%	0%	9%	5%	3%	2%	-	-
5-6 times	3%	0%	5%	5%	1%	0%	-	-
7 or more times	2%	0%	3%	3%	1%	0%	-	-
Don't know	4%	0%	5%	4%	2%	2%	-	-
Not applicable - I don't do this activity	30%	32%	16%	24%	43%	58%	-	-
Unweighted N	976	2	245	237	415	77	0	0

To what extent do you agree or disagree with each of the following statements? Please select one option on each row. - Smartphones have strengthened my relationships with other people

To what extent do you agree or disagree with each of the following statements? Please select one option on each row. - Smartphones have strengthened my relationships with other people

	Generation*							Other
	All	Gen Z	Millennial	Gen X	Baby	Silent	Pre-Silent	
		(2000 and later)	(1982-1999)	(1965-1981)	(1946-1964)	(1928-1945)	(1927 and earlier)	
Agree with each of the following statements? Please select one option on each row. - Smartphones have strengthened my relationships with other people								
Strongly agree	9%	0%	13%	8%	6%	1%	-	-
Somewhat agree	25%	0%	30%	27%	21%	12%	-	-
Neither agree nor disagree	34%	0%	33%	32%	36%	39%	-	-
Somewhat disagree	14%	100%	10%	14%	15%	17%	-	-
Strongly disagree	16%	0%	10%	15%	20%	23%	-	-
Don't know	3%	0%	4%	3%	2%	7%	-	-
Unweighted N	976	2	245	237	415	77	0	0

To what extent do you agree or disagree with each of the following statements? Please select one option on each row. - Not having my phone with me makes me feel anxious

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	Generation*							Other
	All	Gen Z	Millennial	Gen X	Baby	Silent	Pre-Silent	
		(2000 and later)	(1982-1999)	(1965-1981)	(1946-1964)	(1928-1945)	(1927 and earlier)	
Disagree with each of the following statements? Please select one option on each row. - Not having my phone with me makes me feel anxious								
Strongly agree	16%	0%	22%	17%	12%	8%	-	-
Somewhat agree	30%	32%	31%	33%	29%	13%	-	-
Neither agree nor disagree	18%	68%	18%	19%	16%	18%	-	-
Somewhat disagree	14%	0%	12%	13%	15%	30%	-	-
Strongly disagree	20%	0%	13%	16%	27%	30%	-	-
Don't know	2%	0%	4%	2%	1%	1%	-	-
Unweighted N	976	2	245	237	415	77	0	0

To what extent do you agree or disagree with each of the following statements? Please select one option on each row. - I waste too much time using my smartphone

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	Generation*							Other
	All	Gen Z	Millennial	Gen X	Baby	Silent	Pre-Silent	
		(2000 and later)	(1982-1999)	(1965-1981)	(1946-1964)	(1928-1945)	(1927 and earlier)	
Agree or disagree with each of the following statements? Please select one option on each row. - I waste too much time using my smartphone								
Strongly agree	13%	0%	19%	16%	7%	3%	-	-
Somewhat agree	25%	68%	32%	22%	22%	13%	-	-
Neither agree nor disagree	20%	32%	23%	23%	17%	17%	-	-
Somewhat disagree	18%	0%	12%	20%	21%	21%	-	-
Strongly disagree	22%	0%	11%	17%	32%	46%	-	-
Don't know	2%	0%	3%	1%	1%	1%	-	-
Unweighted N	976	2	245	237	415	77	0	0

To what extent do you agree or disagree with each of the following statements? Please select one option on each row. - I think I could be more productive if I didn't have my smartphone with me

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Generation*

	All	Generation*						Other
		Gen Z (2000 and later)	Millennial (1982- 1999)	Gen X (1965- 1981)	Baby Boomer (1946- 1964)	Silent Generatio n (1928- 1945)	Pre-Silent Generatio n (1927 and earlier)	
With each of the following statements? Please select one option on each row. - I think I could be more productive								
Strongly agree	11%	32%	15%	12%	6%	11%	-	-
Somewhat agree	20%	0%	27%	19%	16%	4%	-	-
Neither agree nor disagree	27%	68%	23%	29%	27%	43%	-	-
Somewhat disagree	18%	0%	16%	18%	21%	11%	-	-
Strongly disagree	21%	0%	14%	20%	27%	26%	-	-
Don't know	3%	0%	5%	3%	2%	5%	-	-
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When you go to sleep, where do you typically leave your smartphone? Please select the option that best applies.

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		Gen Z (2000 and later)	Millennial (1982- 1999)	Gen X (1965- 1981)	Baby Boomer (1946- 1964)	Silent Generatio n (1928- 1945)	Pre-Silent Generatio n (1927 and earlier)	
When you go to sleep, where do you typically leave your smartphone? Please select the option that best applies								
On my bed next to me	17%	0%	24%	22%	7%	10%	-	-
Directly next to my bed (i.e., on a nightstand or side table)	42%	32%	46%	44%	41%	21%	-	-
Somewhere else in my bedroom	11%	68%	16%	9%	9%	8%	-	-
In another room	22%	0%	7%	18%	36%	47%	-	-
Other	2%	0%	0%	3%	1%	7%	-	-
Don't know	3%	0%	5%	3%	1%	0%	-	-
Nowhere in particular	2%	0%	1%	1%	4%	7%	-	-
Unweighted N	976	2	245	237	415	77	0	0

How often, if ever, do you use your smartphone to browse the internet / use apps (i.e., not for an alarm clock) within the first 10 minutes of waking up?

How often, if ever, do you use your smartphone to browse the internet / use apps (i.e., not for an alarm clock) within the first 10 minutes of waking up?

	All	Generation*						Other
		Gen Z (2000 and later)	Millennial (1982- 1999)	Gen X (1965- 1981)	Baby Boomer (1946- 1964)	Silent Generatio n (1928- 1945)	Pre-Silent Generatio n (1927 and earlier)	
How often do you use your smartphone to browse the internet / use apps (i.e., not for an alarm clock) within the first 10 minutes of waking up?								
Always	23%	68%	35%	26%	11%	6%	-	-
Often	18%	0%	21%	19%	15%	10%	-	-
Sometimes	22%	32%	19%	27%	23%	14%	-	-
Rarely	20%	0%	14%	16%	27%	26%	-	-
Never	15%	0%	5%	10%	23%	45%	-	-
Don't know	3%	0%	6%	1%	1%	0%	-	-
Unweighted N	976	2	245	237	415	77	0	0

For the following question, please consider leisurely / non-work related smartphone use (e.g., social media apps, texting, games, etc.)...What is the longest amount of time you think you could comfortably go without your smartphone for personal use?

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Generation*

Smartphone for personal use? Pleas
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	All	Gen Z	Millennial	Gen X	Baby	Silent	Pre-Silent		
		(2000 and later)	(1982-1999)	(1965-1981)	(1946-1964)	Generation (1928-1945)	Generation (1927 and earlier)	Other	
<u>Smartphone use (e.g., social media apps, texting, games, etc.)...What is the longest amount of time you think you</u>									
An hour or less	8%	0%	10%	7%	7%	1%	-	-	
A few hours	31%	32%	32%	38%	26%	17%	-	-	
A full day	17%	0%	16%	15%	19%	21%	-	-	
A few days	13%	0%	11%	13%	16%	13%	-	-	
A week	5%	0%	7%	4%	4%	5%	-	-	
A few weeks	4%	0%	4%	2%	5%	5%	-	-	
One month	1%	0%	1%	0%	2%	3%	-	-	
Three months	1%	0%	0%	1%	1%	0%	-	-	
Six Months	0%	0%	0%	1%	0%	1%	-	-	
One year	1%	0%	0%	1%	0%	3%	-	-	
More than a year	10%	68%	8%	8%	12%	21%	-	-	
Don't know	10%	0%	12%	9%	8%	10%	-	-	
Unweighted N	976	2	245	237	415	77	0	0	

