THE NEW NORMAL IN MEXICO
Rewiring daily life for teens and their parents

ALWAYS ON
2 out of 3 teens and parents say they use their mobile device almost all the time.

DISTRACTED DAILY
“I feel distracted by my mobile device at least once a day.”

CHECKING OFTEN
Nearly half of teens and parents check their device several times an hour.

BENEFITS
Families agree that mobile devices help teens...

- Stay in touch with extended family
- Learn technological skills
THE NEW NORMAL AROUND THE WORLD

Common themes across countries

FEELING ADDICTED
Nearly half of teens and parents in all four countries report feeling “addicted” to their mobile devices.

TIME SPENT
“My teen spends too much time on their mobile device.”

64% Mexico
68% U.S.
65% U.K.
52% Japan

RELATIONSHIPS
More than three quarters of parents and teens believe mobile devices have mainly helped or made no difference in their relationships.

Mexico
64%

U.S.
68%

U.K.
65%

Japan
52%

50% 45%
39% 45%
44% 46%
45% 38%

89% Teens
77% Parents

87% Teens
68% Parents

97% Teens
86% Parents

95% Teens
77% Parents