

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.



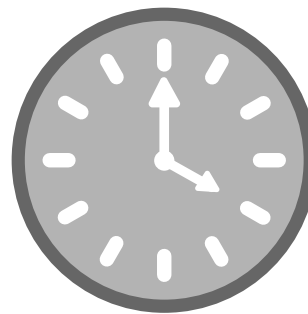
Teens **67%**



Parents **71%**

CHECKING OFTEN

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

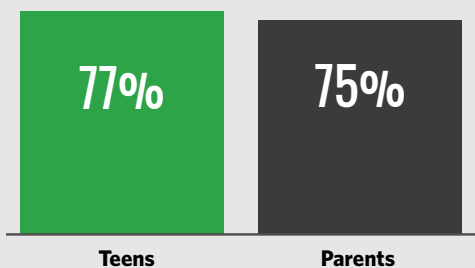


47%
Teens

46%
Parents

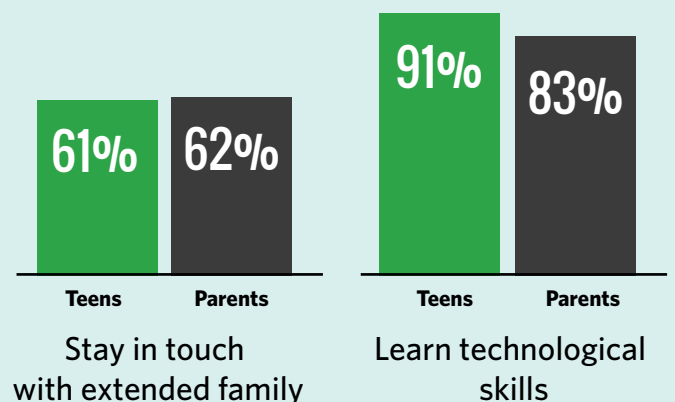
DISTRACTED DAILY

"I feel distracted by my mobile device at least once a day."



BENEFITS

Families agree that mobile devices help teens ...



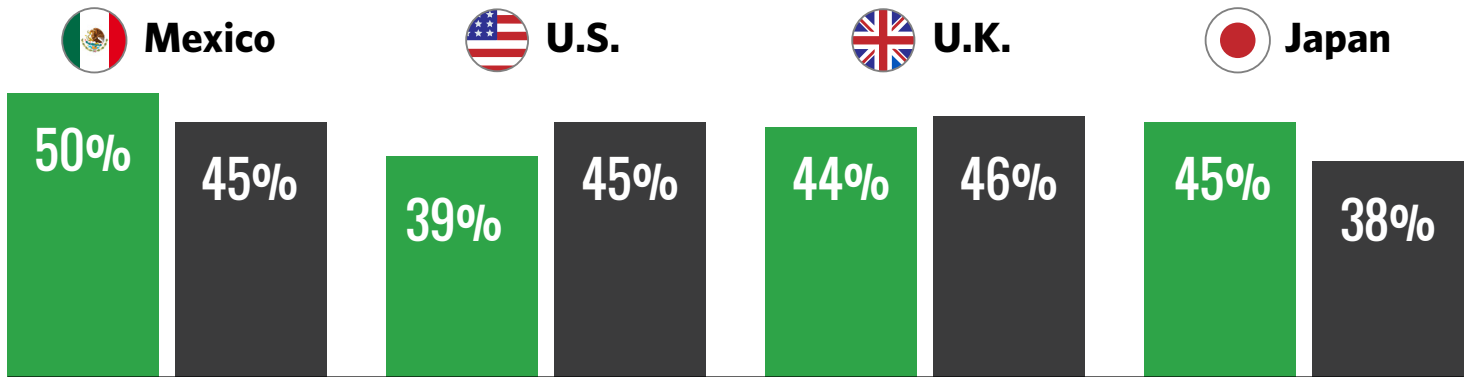
THE NEW NORMAL **AROUND THE WORLD**

Common themes across countries

FEELING ADDICTED

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

Teens Parents



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.

