

During Pandemic, Fewer US Adults See Smartphone Addiction as a Problem

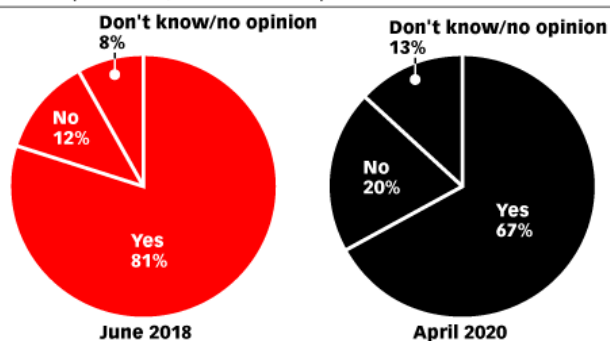
ARTICLE

Rimma Kats

A dults in the US have softened their stance on smartphone use (and abuse), according to data from Morning Consult. Roughly two-thirds of US adults said that smartphone addiction is a problem, a decrease of 14 percentage points from how they felt two years ago.

Coronavirus Impact: Do US Adults Think that Smartphone Addiction Is a Problem in the US?

% of respondents, June 2018 & April 2020



Note: n=2,200 ages 18+; respondents were asked about smartphone addiction among adults; numbers may not add up to 100% due to rounding
Source: Morning Consult, "National Tracking Poll #200430" as cited in company blog, April 13, 2020

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Time spent on smartphones will continue to grow, according to our US estimates, averaging more than 3 hours a day in 2020, indicating that

this is a channel marketers should pay attention to as they consider where to spend their ad budgets.

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