

POPULAR SOCIAL MEDIA
% of Online Adults Who Used It in 2016



* Pew Internet & American Life Project. (2016, November 11). Social Media Update 2016 – Retrieved January 24, 2017, from <http://www.pewinternet.org/2016/11/11/social-media-update-2016/>

CONSTANT DIGITAL CONNECTION

Typical Work Day
% (of Employed) Often or Constantly Connected to at Least One Device

CONSTANTLY CONNECTED



OFTEN CONNECTED



For employed respondents.

TYPICAL NON-WORK DAY
% Often or Constantly Connected to at Least One Device

CONSTANTLY CONNECTED



OFTEN CONNECTED



*For unemployed respondents: Typical day.
For employed respondents: Typical day off from work.*

SOCIAL MEDIA WORRIES

I worry about negative effects of social media on my physical and mental health (% that strongly/somewhat agree)



Additionally, almost half of Millennials (45 percent) report that because of technology, even when their family is together they feel disconnected from them. Thirty-eight percent of Gen Xers, 23 percent of Boomers and 16 percent of Matures say the same. Perhaps unsurprisingly, Millennials are more likely to report that technology is a source of conflict in their home (38 percent, compared to 27 percent for Gen Xers, 12 percent for Boomers and 4 percent for Matures).

Source: American Psychological Association