

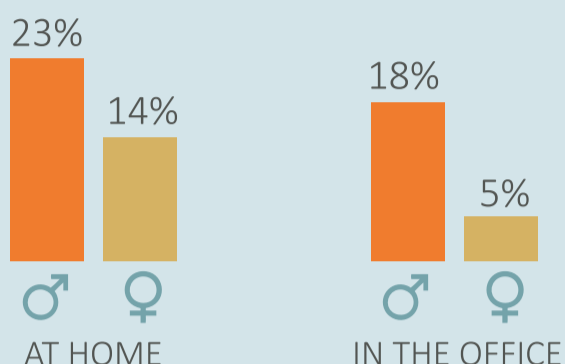
MODERN DAY MULTI-TASKING

Online on the toilet



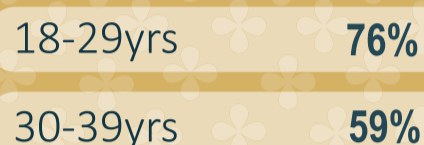
68% Consider it OK to use cell phones while on the toilet

Regularly use their phone while on the toilet...



43%

Regularly use their phones in bed



Most popular places to use cellphones



52%

WHILE WATCHING TV



42%

IN THE CAR AS A PASSENGER



38%

AT MY DESK AT WORK



30%

WAITING FOR THE BUS/MY RIDE

Most disliked smartphone behaviours



80%

Using your phone at the dinner table



63%

Getting in front of other people to get the best picture when sight-seeing



55%

A dating app alert going off whilst on another date



54%

Frequently checking your phone

Most hated social media behaviours



69%

People "over-sharing" on social media

♂ 62% ♀ 75%



66%

Fake profiles

♂ 60% ♀ 71%



65%

Trolling

♂ 56% ♀ 74%



61%

Inappropriate or rude photos and posts

♂ 47% ♀ 74%