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Who Are Americas Toilet Texters?

New Study Highlights Smartphone Bathroom Habits By Demographic

The survey of 2,114 Americans set out to dig deeper into the present demographic state of smartphone usage in the nation's toilets. Further to previous studies, BankMyCell set out to uncover data that would highlight the bathroom cell phone use trends between gender, generation, device operating system, and location – then cross reference with smartphone interactions and unconventional behaviors.

This new survey data suggests that smartphone use in the bathroom is much more predominant with males, 80 percent of men surveyed admitted to using their phone on the toilet, compared with 69 percent of women. Currently, three in four Americans admit to using their phone while on the toilet (74.5 percent) with the following recurrence rates: Rarely 34 percent, quite often 30.5 percent, every time 10 percent (leaving 25.5 percent that never).

Surprisingly, 88 percent of Android users topped iOS in the operating system specific survey, making them 12 percent more likely to take their phone to the bathroom.

The generational study shows 96 percent of Americans under 23 (Gen Z) and 90 percent of millennials (Gen Y) use their phone on the toilet. It is worth noting that these demographic have the highest global smartphone ownership and addiction, where overuse is linked to increases in anxiety, stress, narcissism, depression and concentration issues. Furthermore, 78.5 percent of Americans under 23 (Gen Z) reveal apps are fundamental for toilet time comparable to 60 percent of Millennials and 42.5 percent of Generation X.

When calculating the positive scores by state from the surveys conducted, Americans from Georgia, California, New York, Mississippi and Pennsylvania were the most likely to use their cell phone from the privy.

When looking at what smartphone functionality occupies the most time in the bathroom, as expected 54 percent of Americans admit social media apps are the most used on the toilet.

Furthermore, 40.5 percent set the mood with music and 40.5 percent of Americans admit to messaging while on the toilet.

Gender wise, 35 percent of American men use the toilet as a private arcade room (with one in four getting high scorers on games from the bathroom). When it comes to 'working from the OTHER office' one in nine men confessed to taking a call from their boss while on the toilet (rather than waiting to call back after). Unfortunately, one of the stand out statistics is that one in nine 'Romantic' American men confessed to using dating apps in the privy.

Not all unconventional behaviors come from men, one in three women own up to sending a snap from the toilet (37 percent) and nearly one in five women dropping their phone down the toilet (compared to one in eight men). Women are also the most likely to repeat offend when it comes to dropping their phone down the privy.

The final nauseating survey result shows that 90 percent of Americans clean their hands but only 16.5 percent clean their phones. Which is shocking when 74.5 percent of the population take the phone to the bathroom. Scientists at the University of Arizona have found that cell phones carry 10 times more bacteria than most toilet seats.

The 'Who Are Americas Toilet Texters' demographic study is based on an online survey of 2,114 Americans between 06/01/2018 to 08/31/2018.

To learn more, see the full report here

<https://www.bankmycell.com/blog/cell-phone-usage-in-toilet-survey>

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Who Are BankMyCell?

BankMyCell is the trusted name for cell phone trade-ins in the US - We have extensive experience in the electronics recycling market. In fact, our CEO previously owned CompareMyMobile.com, a gadget trade-in power house in the UK and supplier of data to Sky, cellular networks, Mobile News Magazine, cell phone distributors and much more. Since 2009 our team have been responsible for directing over \$150m worth of gadget trade-ins to online stores globally. We pride ourselves on giving consumers accurate, up-to-date, and independent advice on the price comparison options available.

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