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Who Are Americas Toilet Texters?

2018 Study Highlights Smartphone Bathroom Habits By Demographic

Demographic usage data

- **3 in 4** Americans admit to using their phone whilst on the toilet.
- **80%** of men surveyed admitted to using their phone on the toilet, compared with **69%** of women
- **96%** of Americans under 23 won't go to the bathroom without their phone (Gen Z)
- **90%** of millennials confess to being 'toilet texters' by using their phone on the toilet
- **88%** of Android owners use their device on the toilet (**12%** more than iOS)
- **Georgia, California** and **New York** have the highest popularity of toilet texting

Bizarre Smartphone Usage

- **78.5%** of Americans under 23 (Gen Z) reveal apps are fundamental for toilet time
- **54%** / Over half of Americans admit social media apps are the most used on the toilet
- **40.5%** of Americans have set the toilet mood with smartphone music
- **35%** of American males use the toilet as a private games arcade
- **25%** of American males got a top score while gaming in the lavatory
- **1 in 10** of 'Romantic' American men confess to using dating apps on the throne
- **1 in 3** women own up to sending a snap from the bathroom
- **1 in 10** men confess to speaking to their boss (working from the water closet)

Dubious smartphone hygiene

- **1 in 5** women have taken their phone for a toilet swim
- Cell phones are **10 times** dirtier than toilet seats (only **1 in 7** Americans clean theirs)

To learn more, see the full report here

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

Download the report resources for FREE here

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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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