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## **DIGITAL DETOX ON VACATION**

### **THE AVERAGE TOURIST ISN'T READY TO UNPLUG THEIR PHONES**

A few decades ago you boarded a plane to get away from it all and to explore the world with people you care about. These values still polled the highest in our survey, BankMyCell focused on comparing how these traditional holiday values are contradicted by cell phone addiction triggers, social media habits, and work on vacation.

- **85%** of people want to go on vacation to 'get away from it all'
- **57%** of people go away to spend time with family, friends or a spouse
- **48%** of people go on vacation to experience the world and have an adventure

The data below is an average of all iOS and Android users surveyed, we've split the data by operating system where applicable and provided averages between them. These are represented in the other document attachments.

### **AVERAGE PERSONS SMARTPHONE USAGE ON VACATION**

- **92.5%** admit they are compelled to take their phone on vacation
- **47%** of tourists returning regret overusing their smartphone on vacation
- **55.5%** of tourists check their phone **1-5 times** hourly on vacation
- Almost **1 in 5** vacationers pickup their phone **6-10 times** per hour
- **41.5%** of respondents admit to repeatedly checking for Wi-Fi at locations they visit abroad
- **1 in 4** respondents confess to breaking the rules on 'no phone' airlines
- **9 in 10** people found people calling and messaging on flights irritating

### **AVERAGE PERSONS SOCIAL MEDIA USE ON VACATION**

- **71.5%** of vacationers frequently use social media while away
- **93%** of tourists voted the camera as the most used smartphone function abroad
- **36.5%** of vacationers are still doing emails on while they're away
- Only **38%** of tourists actually use their phones to research and better their experience

- **44.5%** of pretentious travelers let 'what could look good on social media' influence their choice of destination
- **54%** of people on vacation irritated by their companion's incessant phone interactions
- **35.5%** of tourists get irritated by their companion's constant selfie and photo taking

## **AVERAGE PERSONS ESCAPING WORK ON VACATION**

- **49.5%** agree that having a phone on vacation makes it impossible to unplug from work
- **41.5%** of vacationers agree they feel obligated to reply to work while away
- **81.5%** agree they would like to leave work for their break and vanish off the grid

The survey was conducted by BankMyCell between 08/01/2018 to 09/30/2018. The survey of 1,790 people in the U.S registered respondents operating platform while asking a series of questions.

**To learn more, see the full report here**

<https://www.bankmycell.com/blog/digital-detox-phone-use-on-vacation>

**Download the report resources here**

<https://www.bankmycell.com/blog/digital-detox-phone-use-on-vacation#jump11>

### **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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