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## **APPLE SPECIFIC SURVEY DATA**

### **APPLE USING TOURISTS AREN'T READY TO UNPLUG THEIR iPHONES**

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 specifically for Apple devices, we also have Android data and the average user data. These are represented in the other document attachments.

### **APPLE OWNER SMARTPHONE USAGE ON VACATION**

- **94%** Apple users won't step foot on a vacation without their cell phone
- **49%** of Apple owners returning regret overusing their smartphone on vacation
- The average Apple owner checks their phone **5.73 times** an hour on holiday
- **48%** of Apple owners are anxiously searching of Wi-Fi codes while on vacation
- **1 in 5** Apple rule breakers reveal they used their smartphones on 'no phone' airlines
- **87%** of Apple owners agreed they are irritated by other passenger's in-flight phone use

### **APPLE OWNER SOCIAL MEDIA USE ON VACATION**

- **66%** of Apple users admit to regularly using social media while traveling
- **91%** of Apple tourists voted smartphone photography as their most used function
- **42%** of Apple users won't leave their personal and work emails alone on vacation
- **42%** of Apple users let 'what could look good on social media' influence their choice of destination
- **51%** of Apple users displeased by their vacation partner's smartphone use aboard

- **32%** of Apple users irritated by snappy happy travel partners trying to get the perfect photos
- **1 in 4** Apple users frustrated by their travel partner's social media use

## APPLE OWNER ESCAPING WORK ON VACATION

- **56%** of Apple users agree they can't get away from it all on holiday with a phone
- **45%** of Apple users feel they are 'on call' from work while on vacation
- **84%** of Apple users desire a total disconnect from work life while on vacation

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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