



# IT IN THE TOILET



JANUARY 30, 2012

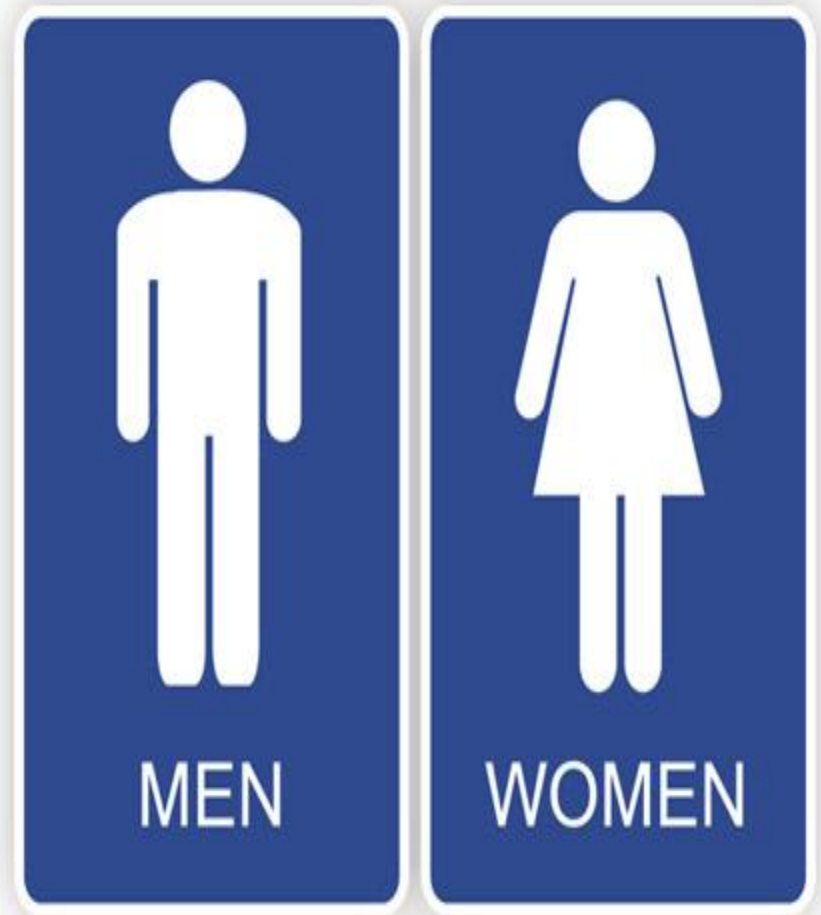
# Introduction

Everywhere you turn, someone is on a mobile device – talking, tweeting, or typing. In the park, at the bar, on the sidewalk.

How connected are we, really?

To benchmark, 11mark surveyed 1,000 Americans with mobile phones to learn what they are doing with their phones... in the bathroom.

The **2012 IT in the Toilet** report shares **Americans' habits behind closed stalls.**



# We take tech everywhere

- Yes, including the bathroom

# 75%

of Americans with mobile phones have **used their phones** in the bathroom



Approximately the same number of men and women have used the phone in the bathroom\*, but men are more attached: **30%** of men vs. **20%** of women report, *“I don’t go to the bathroom without my mobile phone.”*

	Men	Women
Participated in work-related calls	20%	13%
Sent/read work-related email	26%	15%
Browsed the web	41%	36%
Made a purchase	13%	7%

# Who is most attached?

- Droid users are most likely to use their phone in the bathroom

Have you ever used your mobile phone in the bathroom? **Yes:**

Droid  
87%

BlackBerry  
84%

iPhone  
77%

Respondents report they have done the following on their mobile phone while in the bathroom:

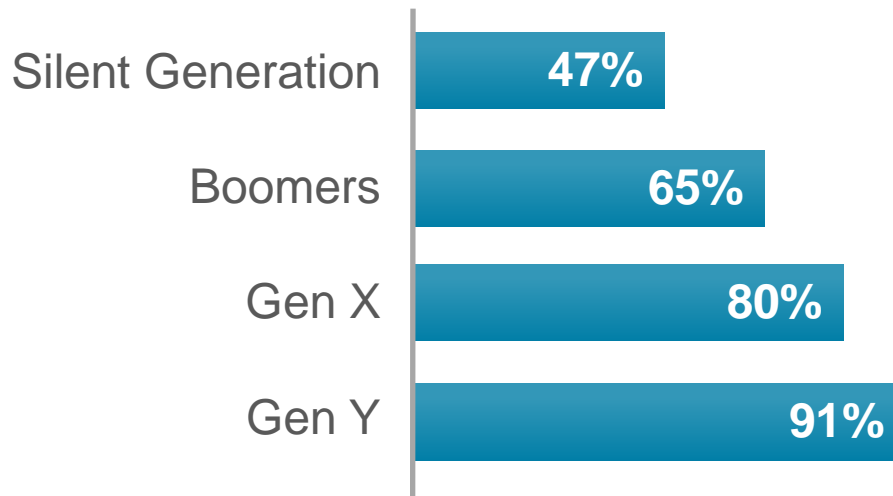
	Droid	BlackBerry	iPhone
Answered a call	67%	<b>75%</b>	60%
Initiated a call	44%	<b>48%</b>	42%
Used social networking	49%	42%	<b>53%</b>
Used an app	66%	50%	<b>67%</b>



# Everybody's doing IT

- Even the silent generation isn't silent

Have you ever used your mobile phone in the bathroom? **Yes:**



**All: Which of the following have you done in the bathroom on your mobile phone?**

Read a text	67%
Answered a phone call	63%
Sent a text	59%
Read an email	42%
Initiated a phone call	41%
Surfed the web	38%
Used an app	38%
Sent an email	32%
Used social networking	29%
Made an online purchase	10%

# IT's getting to be a habit

- Some won't go to the bathroom without their phone

**24%**

of All

*and*

**30%**

of Gen Y

AGREE

"I don't go to the bathroom without my mobile phone."

# Apps are in the bathroom

- Connecting us to our favorites

Have you ever used an app on your mobile phone in the bathroom? **Yes:**

**59%** of Gen Y

**43%** of Gen X

**22%** of Boomers

**8%** of the Silent Generation



Slightly more men than women are using apps in the bathroom (**42%** vs. **34%**)

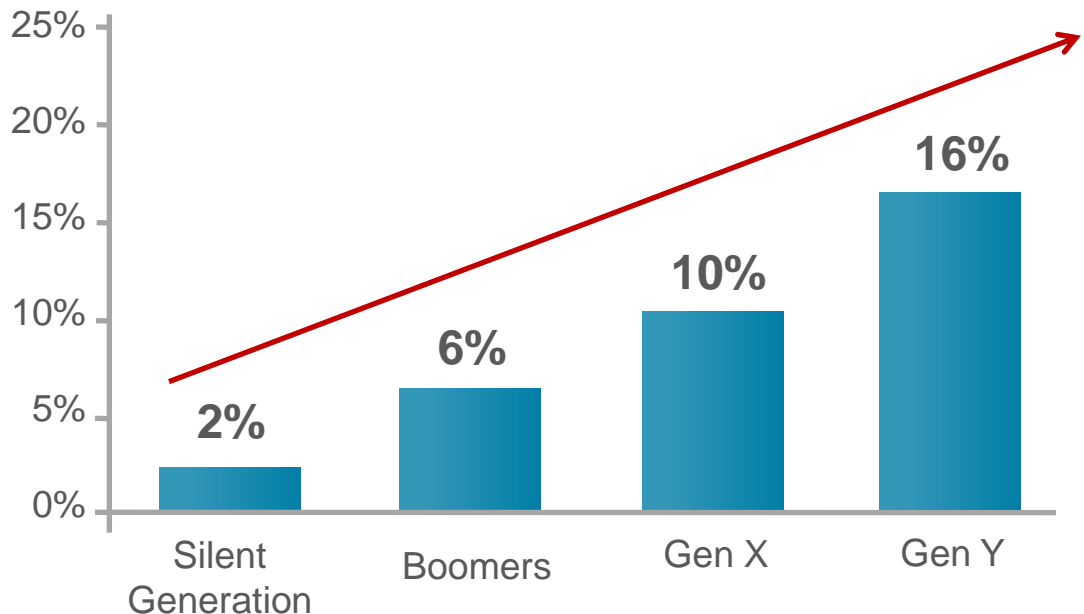
# Point, click, buy, flush

- Based on the trend, bathroom buying is poised for growth



iPhone users are buying more in the bathroom – **22% vs. 10% overall**

Have you made an online purchase on a mobile phone in the bathroom? **Yes:**





# Are you done in there, yet?

- Having a spouse makes Americans less likely to use their phone in the bathroom; having children, more so

Have you ever used your mobile phone in the bathroom? **Yes:**

**Single – 80%**

**Married – 71%**

Sent a text?

**Single – 68%**

**Married – 52%**

Sent email?

**Single – 37%**

**Married – 29%**

Have you ever used your mobile phone in the bathroom? **Yes:**

**Kids\* – 81%**

**No kids – 72%**

Sent a text?

**Kids – 68%**

**No kids – 55%**

Sent email?

**Kids – 39%**

**No kids – 28%**

# Time to rethink hygiene habits

- Share content, not germs

**92%**

Always wash their hands  
after using the restroom

**14%**

Always wash their phone  
after using the bathroom



## Conclusions

- It's not an XX vs. XY thing
- It's not an X vs. Y thing
- XYZ: Stay mobile, stay social, be brief. Don't get caught with your pants down



# Methodology and Demographics

- 11mark executed a survey of American mobile phones users from a census representative online panel, in October 2011, collecting 1,000 total responses
- Margin of error: +/- 3.1 at 95% confidence

## Gender:

Male:	49%
Female:	51%

## Generation:

Silent (Before 1946):	13%	Gen X (1965-1976):	26%
Boomers (1946-1964):	28%	Gen Y (1977-1993):	33%

## What is your employment status?

Student	8%
Unemployed	6%
Full-time parent	5%
Employed part-time	11%
Employed full-time	51%
Retired	16%
Other	3%
<b>Total</b>	<b>100%</b>

## Children living with you at home?

Yes	37%
No	63%
<b>Total</b>	<b>100%</b>

## What is your marital status?

Married	55%
Single	45%
<b>Total</b>	<b>100%</b>



# Thank you.

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