

# IT IN THE TOILET

## HOW CONNECTED ARE WE?

**75%** of Americans with mobile phones use their phone in the bathroom

**24%** of all and **30%** of Gen Y agree with the statement, "I don't go to the bathroom without my mobile phone"

	MEN	WOMEN
Work-related calls	20%	13%
Work-related emails	26%	15%
Browsing the web	41%	36%
Made a purchase	13%	7%



### WHO USES THEIR PHONE IN THE BATHROOM?

**87%**  
of Droid users

**84%**  
of BlackBerry users

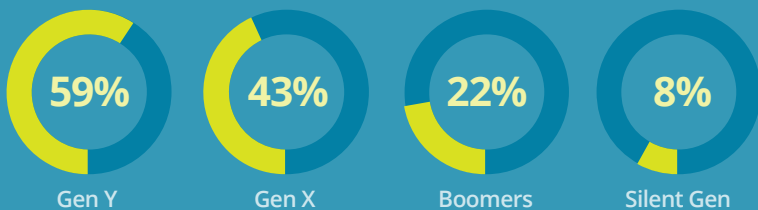
**77%**  
of iPhone users



### WHAT ARE THEY DOING?



### CONNECTING TO CONTENT: % WHO HAVE USED AN APP IN THE BATHROOM



### NEEDED: HIGH TECH HYGIENE

**92%** wash their hands after using the restroom  
**ONLY 14% WASH THEIR PHONES**

Source: October 2011 survey of 1,000 Americans by 11mark, an integrated marketing agency.

DOWNLOAD THE FULL REPORT AT [HTTP://WWW.11MARK.COM/IT-IN-THE-TOILET](http://www.11mark.com/it-in-the-toilet)



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