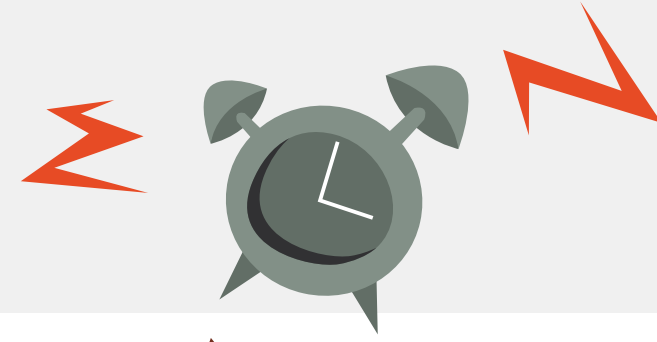


Nearly **90%** use their phone in the bathroom

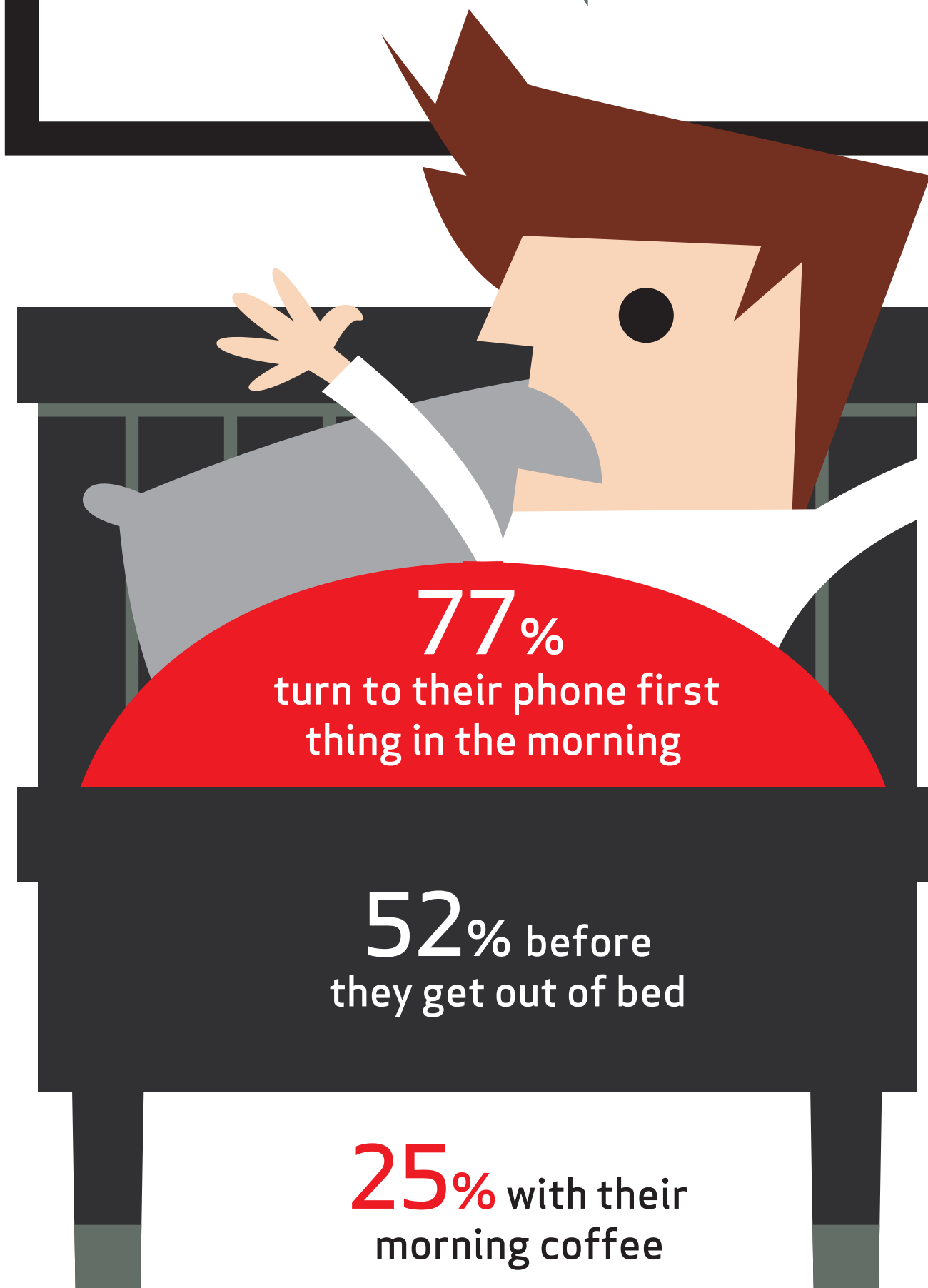
True Wireless Confessions: How people REALLY use their devices



80% are offended when others use their device during an interaction



82% of device users think they are offending others, but that doesn't stop them



77% turn to their phone first thing in the morning

52% before they get out of bed

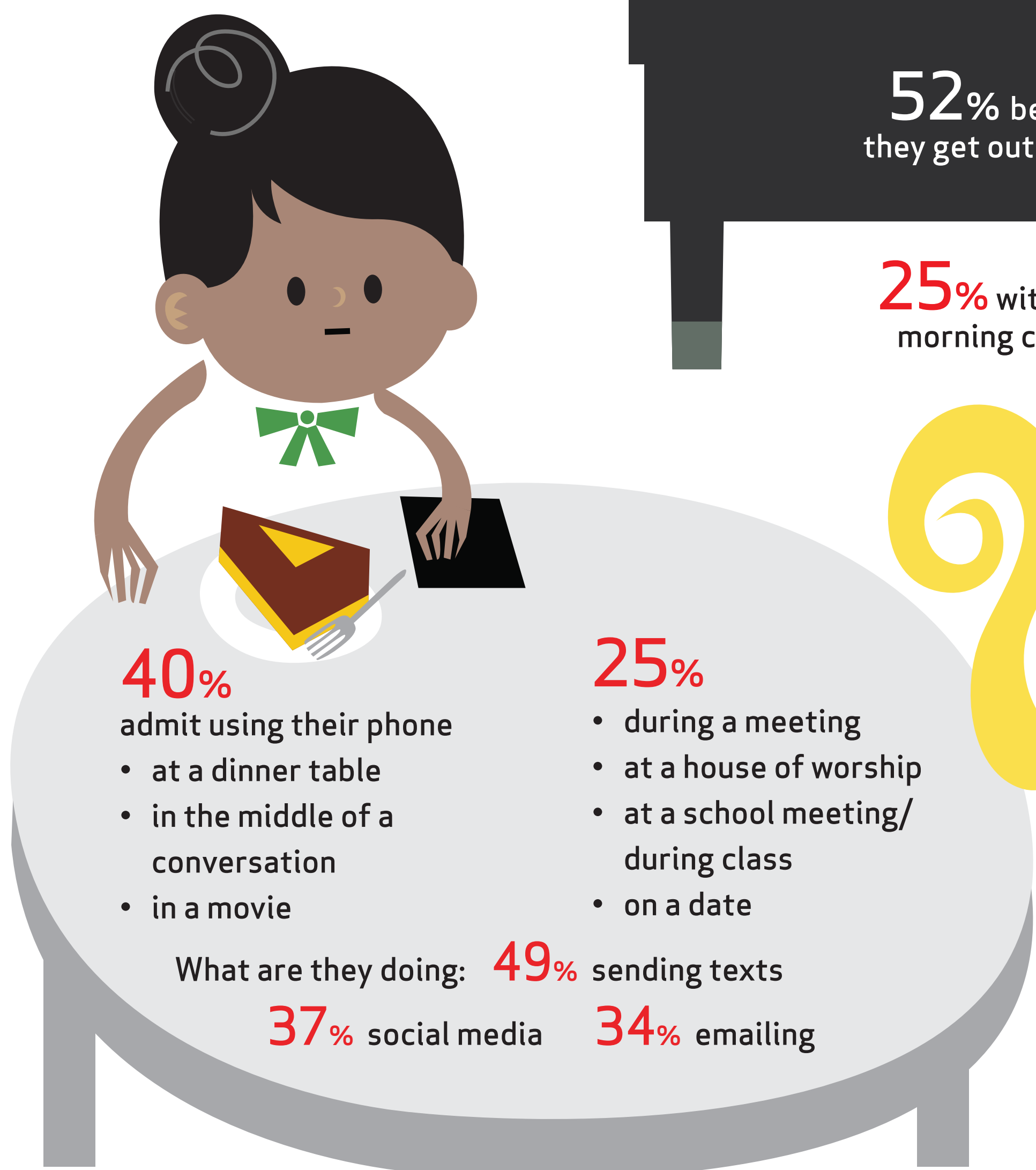
25% with their morning coffee

70% of Verizon customers have let someone borrow their phone when that person hasn't had service from another carrier



76% of Verizon customers have used their mobile device where/when others had no service

47% never intentionally leave their device at home; but **34%** do when it's family time



40% admit using their phone

- at a dinner table
- in the middle of a conversation
- in a movie

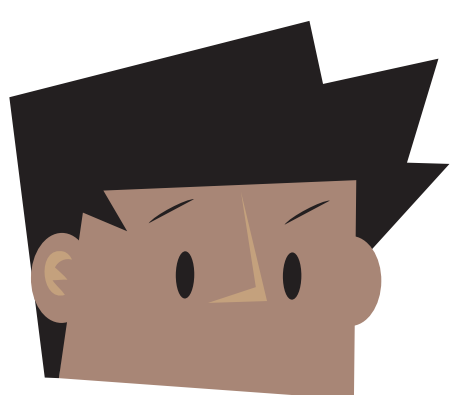
25%

- during a meeting
- at a house of worship
- at a school meeting/ during class
- on a date

What are they doing: **49%** sending texts
37% social media **34%** emailing



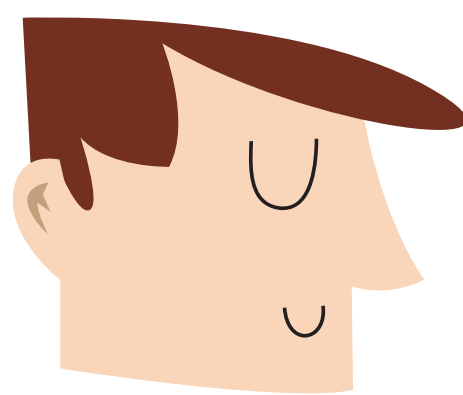
How do you describe your tech identity



Tech Savvy
44%



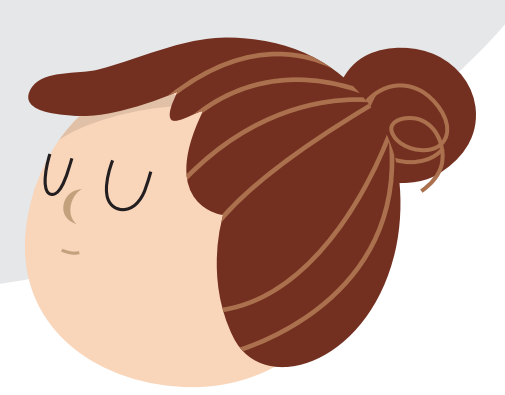
Tech Guru
26%



Tech Neutral
16%



Tech Cautious
10%



Tech Phobic
4%