

For immediate release

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Sleeping with Siri: Aussies getting intimate with their mobile phones

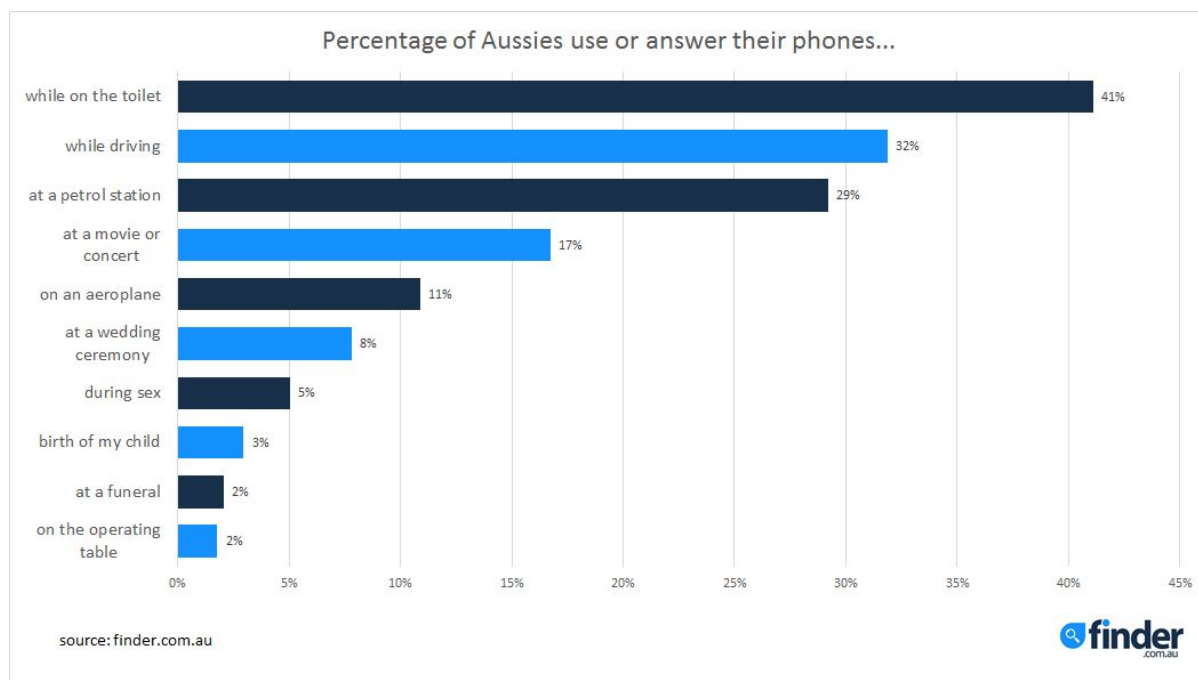
- ➔ New research: More than 1 million Australians have used their mobile phone during sex
- ➔ One in three Aussies (32%) sleep with their phone in bed at least two to three nights a week
- ➔ Top tips on how to break your phone dependency

27 June, 2016, Sydney, Australia – Australia’s mobile phone addiction has hit a new low, with one in 20 Aussies admitting to checking their device during sex, a national survey by one of Australia’s biggest comparison websites¹ finder.com.au has revealed.

But that’s small fry compared to a long list of phone faux pas’ committed by Australian mobile phone users.

The finder.com.au survey, which questioned 1010 Australians, showed two in five (41%) take their phone to the toilet with them, 32% text and drive, and 29% use their mobile at petrol stations despite the warnings. Checking their phone during a movie (17%) or on an aeroplane (11%) round out the top five bad habits.

¹ Experian Hitwise since 2013



Alex Kidman, Telco Expert at finder.com.au, said while technology was changing the way we interact, there was a line – and thousands of Australians had crossed it.

“There is such a thing as smartphone addiction, and you’d have to argue that those who whip out their phone during sex fall into that dangerous category,” he said.

We’re so addicted that one device isn’t enough: with 31 million² active mobile phone accounts in Australia, that’s equivalent to 1.8 phones per adult. But it doesn’t stop there.

Our dependency goes as far as seeing our devices joining us between the sheets: one third (32%) of Australians say they sleep with their phones in bed at last two to three nights a week. Of them, a staggering 20% keep their phones with them in bed every night.

With checking our phones now firmly embedded in our morning routines, the new research revealed just how extreme this habit has become. One in four (23%) Australians check their phones after five to 10 minutes of waking up, 13% do so after just one minute and 8% within 30 seconds of opening their eyes.

"Given how indispensable smartphones have become for Australians, perhaps these figures aren't entirely surprising," said Kidman. "When you consider the range of ways we use our phones, whether we're into social media, sexting, video creation or checking stock portfolios, having easy and constant access to your phone is fast becoming a social norm and expected, rather than an oddity.

² Source: The Australian Mobile Telecommunications Association (AMTA) and Deloitte Access Economics

“Although I'd be wary of sleeping with your phone unless you pop it in a case first to minimise the chances of accidental and costly breakage!”

Five ways to beat your phone addiction

1. Don't use your phone as an alarm clock

Use a real alarm. Chances are if you use your phone as an alarm, it'll be the first thing you check ahead of hugging your partner. By using an alarm clock, you'll create some phone-free time first thing in the morning.

2. Kill notifications

Every app in existence will send you an avalanche of notifications which means you'll forever be distracted and jumping to check your emails and social media apps. You can temporarily turn off notifications for everything but phone calls through your settings. Don't worry, you'll still be in the loop an hour later!

3. Delete the apps you don't use

Not only will it free up storage and [battery life](#), it will also reduce the time you spend 'checking' apps.

4. Unsubscribe from email newsletters

How many newsletters do you receive only to delete or read as you procrastinate before your next meeting? Unsubscribe yourself from the ones you know you don't need or those that distract you too much.

5. Create phone-free time

When you are at work or when get home for the day, put your phone on silent and leave it in a drawer. Set a time to check your phone to see if you've missed any urgent calls. If there are none, then put it away again.

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