

# PRESS RELEASE

FRIDAY 18 AUGUST – FOR IMMEDIATE RELEASE



LLOYDS BANK

## Half of us intend to digitally detox on holiday, but almost nine in ten still end up online

- Over half look forward to a break from technology whilst on holiday
- But staying connected remains important to people with banking, social media, emails and gadgets all being frequently used
- Around one in three did their online banking whilst away
- Most people can't go half a day without using social media on holiday, on average logging in at least once every 12 hours

**The latest research undertaken by Lloyds Bank shows that over half of holidaymakers (53%) look forward to taking a break from the online world by taking a digital detox on their holiday.** Just under seven out of ten people (69%) also stated they were planning to take less 'tech' items next time they went away. This jumps to three quarters (75%) of 18 to 24 year olds and nearly nine out of ten (86%) in the over 75 age bracket.

However, in reality, the urge to check social media or send emails appears to be an unbreakable habit. Just under nine in ten people (86%) logged in whilst on holiday, spending an average of 15 hours online during a break of five days or more with 18 to 24 year olds spending an average of 17 and a half hours connected to the internet.

Surprisingly, in the modern world of social media apps, the most common activity spent online was reading or replying to emails (75% of people doing so), with over half (55%) of 18 to 24 year olds doing this, and a big leap to 93% of the over 75s. This could be work related, as people on average spent three hours online for work or business whilst away, and for 25 to 34 year olds, this jumped to eight hours on average.

Holidays can also be an excuse to spend more on exotic food and luxury items, and just under one in three people (30%) stayed in control of their finances and checked them online whilst away. Transferring funds from a savings account (44%) was the most common activity for those that did do their online banking whilst on holiday, followed by paying a contact or bill (42%).

**Nick Williams, Managing Director of Consumer Digital at Lloyds Bank said:** "While people are rightly taking the chance to take a break from their busy lives and have a digital detox on holiday, it's important to stay in control of your finances, particularly at times when you might be spending more on things like trips, excursions and meals out. Convenient banking is exactly what people need when they're away, so they can focus on enjoying their holiday."

## MEDIA CONTACTS

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**LLOYDS BANK**

**UNDER EMBARGO UNTIL 00: 01HRS FRIDAY 18 AUGUST**

Most people still can't go half a day without checking social media, with the average time without checking an account at just under 12 hours. Just under one in three (30%) of 18 to 24 year olds thought it was important to receive 'likes' on their social media activity and Facebook was the most widely used app with over half using it (55%).

Unsurprisingly, the smartphone was the most common tech item to be packed with over three quarters (86%) taking one on holiday, and almost all (97%) 18 to 34 year olds. Of the bigger tech items, over half (51%) took a tablet on holiday and just under a quarter taking a laptop (23%) away.

**ENDS**

## **Notes to editors**

- The research was undertaken in conjunction with BDRG Continental
- A survey was conducted during a week in July 2017, with a nationally representative sample of 2,000 UK adults aged 18 and above
- Lloyds Bank's mobile banking app has been rated number 1 amongst major UK banks by Forrester Research, for the third year in a row

## **MEDIA CONTACTS**

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