Holidaymakers' Phone Habits Revealed

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A survey by leading inflight connectivity provider, AeroMobile, has revealed that 78 per cent of tourists use their phone abroad.*

The survey, carried out by OnePoll, shows SMS to be the most popular phone service used at home and abroad. Of the respondents, 41 per cent used SMS on a daily basis at home, and 26 per cent while on holiday.

Accessing social media is also popular with almost one in three (29 per cent) active users at home, compared to almost one in five (17 per cent) tweeting, Facebooking or Instagramming whilst away. It's a similar story with instant messaging with almost one in three (28 per cent) using it on a daily basis at home, compared with 21 per cent while abroad.

Almost one in five (17 per cent) people use their phone to send work emails while at home; more than half of these (10 per cent) continue to do so abroad. Similarly, 19 per cent of travellers use their mobiles to surf the web abroad, compared to 35 per cent at home.

Voice is the only service that falls drastically with 36 per cent of respondents making calls on a daily basis at home, compared to just 16 per cent when travelling. The use of voice is noticeably replaced by instant messenger when travellers are abroad.

The results show people want to be connected wherever they are, at all times. This is also true inflight – AeroMobile figures show a 50 per cent uplift in the number of passengers using their inflight network in Q1 2015, when compared to the same period in 2014.**

"It's interesting to see how connected holidaymakers are and these statistics reflect what we're seeing in the air. People still want to use their phones to keep in touch with what's going on at home, even at 30,000ft. Inflight connectivity is used for all sorts, from a quick WhatsApp message to sending important work emails or listening to voicemail", said Kevin Rogers, CEO of AeroMobile.

AeroMobile provides technology that allows the safe use of passengers' own mobile phones onboard aircraft. The service is available on airlines including Emirates, Etihad, Aer Lingus, Singapore Airlines, Lufthansa and Virgin Atlantic. The company has roaming agreements with more than 310 network operators across 140 countries worldwide.

The service is simple to use; passengers simply turn on their mobile device to connect to the network and are billed directly by their mobile operator at international roaming rates.

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Notes to editors

*Survey commissioned by AeroMobile and undertaken by OnePoll between 25 March 2015 and 07 April 2015. The survey questioned 4,250 adults in the UK, Germany and UAE. All figures quoted refer to the number of people using the service at least once per day.

Please see below for data referred to:

Service	Percentage of people who use this at least once a day at home	Percentage of people who use this at least once a day abroad
Text (SMS)	41	26
Instant Message	28	21
Call	36	16
Check voicemail	17	9
Send work emails	17	10
Send personal emails	23	13
Surf the internet	35	19
Update / check social media sites	29	17
Play games	20	12
Shopping	12	5
Stream video/TV	14	7

Stream music	13	7

** AeroMobile data, June 2015

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About AeroMobile

AeroMobile Communications Limited is a UK-based mobile service provider for the aviation industry. AeroMobile provides world class, proven, technology and services that enable airline passengers to use their own mobile phones for voice, texting and mobile data whilst inflight.

As part of the Panasonic Group's Global Communication Suite, AeroMobile's services are available for installation either at the point of aircraft manufacture (line fit) or on aircraft in service (retrofit) across both Airbus and Boeing aircraft.

Since 2008, over 27 million passengers have successfully connected to the AeroMobile network inflight.

The AeroMobile service is currently available across airlines, including Emirates, Etihad Airways, Lufthansa and Virgin Atlantic.

For more information on AeroMobile go to www.aeromobile.net

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