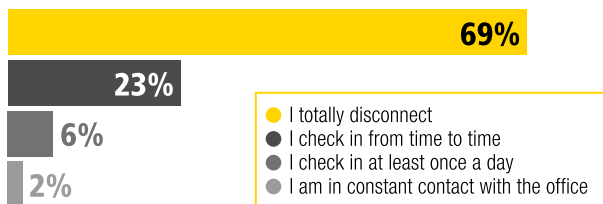


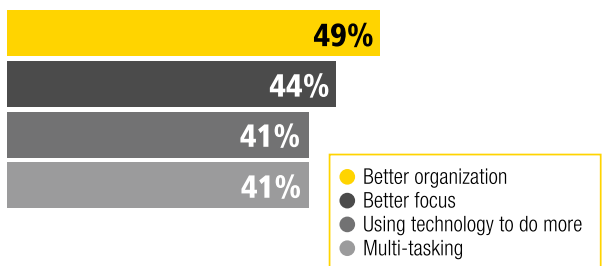
## The Right Productivity Tool for the Job

When on vacation, **93%** of respondents report bringing along their work mobile phone. This is interesting as a majority report totally disconnecting from the office when on vacation. How connected do people stay while they're away?



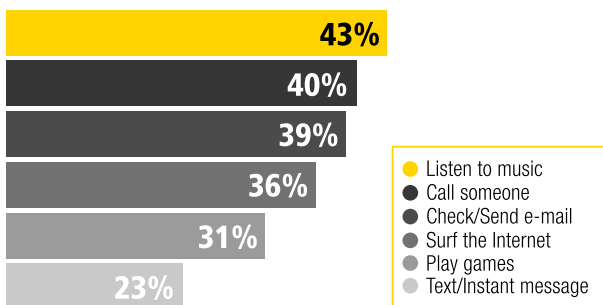
## How Do You Spell Productivity? T-E-C-H-N-O-L-O-G-Y

When asked if technology is vital to productivity, **84%** of respondents reported it is and a full two-thirds, **67%**, feel more productive than they did two years ago. What is most responsible for this up-tick in productivity?



## Make Downtime Upbeat

A majority of respondents, **82%**, report using technology to make their downtime more enjoyable. The most popular of these activities can all be done using a mobile phone:

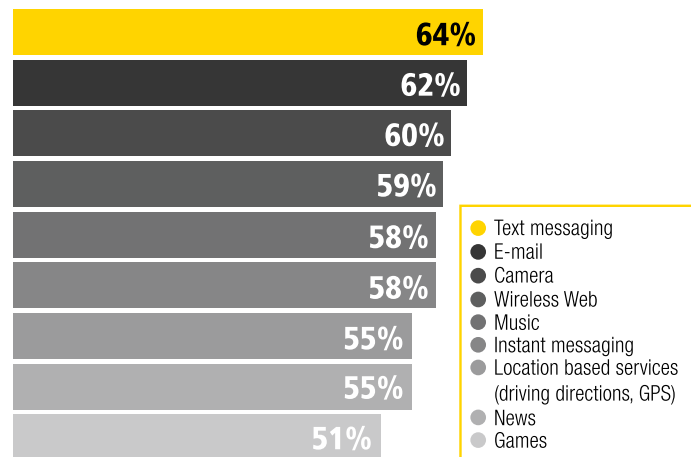


## Still Relying on the Kindness of Strangers

Of those respondents who do not own a mobile phone, **59%** report borrowing a friend's mobile phone to make a call and **19%** report borrowing a stranger's mobile phone.

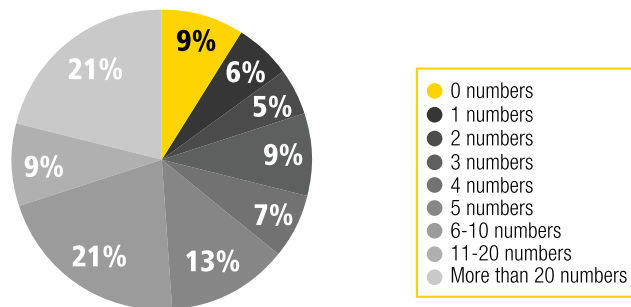
## Maximize Your Life with Your Mobile Phone

When asked their definition of productivity, more than one-third of respondents, **36%**, characterized it as maximizing their life by making the most of their time in and out of work. The mobile phone features best able to help respondents maximize their life were:



## The New Address Book

The mobile phone is the new address book for many. In fact, when asked how many numbers were currently stored in their mobile phone that they knew by heart, **49%** reported knowing fewer than five.



## A Case of the "Mondays"

Monday is often met with disdain by members of the working world. Interestingly, when respondents were asked on which day they are most productive, Monday came out on top with productivity waning as the week continues.

