

## **BRITONS DIAGNOSED WITH MAIDS (mobile and Internet dependency syndrome)**

The nation has been diagnosed with MAIDS (mobile and Internet dependency syndrome) according to new research\* from Lloyds TSB. Our love of technology has us grasping for gadgets with two thirds (63 per cent) admitting that they feel concerned if they leave their mobile phone at home and three quarters (72 per cent) worried if they are unable to check their e-mails for a day.

While mobile phone dependency appears to have the nation gripped, at the extreme end, three per cent admitted to feeling completely freaked out and panicky if they leave their mobile phone at home with a further one per cent suffering physical symptoms of panic - such as sweaty palms and a racing heart.

When asked what they would do if they were half an hour from home before realising they'd forgotten their phone, 15 per cent said they'd make time to go back and collect it, would get a partner, friend or family member to bring it to them or would send a courier to pick it up.

Dependency on e-mail access is just as great, with five per cent admitting that they become very stressed when deprived of checking their inbox.

Matthew Bottomley, customer service director, Lloyds TSB said: "Most people have experienced that sense of panic when you leave the house and realise you've left your mobile at home. Five years ago we wouldn't have given this a second thought but now mobile phones and e-mail have become an essential part of our lives and even our banking habits. Internet banking is commonplace and we can now receive text messages to tell us what our bank balance is."

It's young people (aged between 16 and 24) who are the most dependent on their mobile phone. A third (33 per cent) stated that they would take action to get their phone back if they left it at home compared to just one in 10 (nine per cent) of over 55s.

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The younger generation are also the most dependent on e-mail with those aged between 16 and 24 being the most worried if they cannot check their messages. Nearly a fifth (19 per cent) said they'd be concerned or stressed compared to just 13 per cent of over 55s.

### **Reasons respondents gave for feeling concerned when they don't have their mobile phone or can't read their e-mail**

- Fear that people won't be able to get hold of them and will be worried (34 per cent)
- Worry that they'll be missing out on important business calls and correspondence (18 per cent)
- Concern that plans will change and they won't know about them (12 per cent)
- Being afraid about missing out on important social calls and invitations (11 per cent)

Commenting on the research findings, Gladeana McMahon, one of the UK's leading life coaches said: "Technology has had a hugely beneficial impact on society, increasing the frequency of communication with one another and making like much easier. However it is important to retain a sense of perspective and realise that a day without your mobile is not the end of the world."

Lloyds TSB has recently launched a new advertising campaign highlighting the wide variety of ways that customers can contact and receive information from the bank including Internet banking, telephone banking and mobile phone text alerts as well as the branch itself.

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#### **Notes to Editors:**

\* Research conducted by Tickbox.net with 936 people in December 2004.

\*\* Calculation based on 46 million UK adults.

#### **For more information:**

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