

## Happy Mobile Phone Users

A whopping 78 per cent of British travellers are happy to use their mobile phones on holiday, despite concerns about the cost.

Almost two thirds of people are worried about the effect roaming abroad will have on their pockets, according to the poll by AeroMobile, the leading mobile phone operator for the aviation industry.

The survey of 2,000 UK consumers revealed that most people (62 per cent) use their phones to keep in touch via text message when overseas, with only 13 per cent using them to check social media sites.

Just under a fifth currently use their mobile phones for browsing abroad, with men more likely than women to surf the web whilst away.

A fifth of Brits however admit to leaving their phones at home when they travel abroad. Men are more likely to leave their phones at home, with 26 per cent of them travelling phone-less, compared to 16 per cent of women.

The older generation are also more likely to lock their phones away when they venture abroad; nearly 30 per cent of over 55s don't travel with a mobile phone, compared to just 13 per cent of 25-34 year olds.

"What's clear from this research is that there is demand, particularly from the younger generation, to be connected whenever, wherever. In the past roaming has been a contentious issue, but we're now seeing better deals available for consumers who want to use their mobile devices overseas," says Kevin Rogers, CEO of AeroMobile.

"Growth on the AeroMobile network, which provides a roaming service inflight, points to increasing demand from consumers who are happy to roam. We've seen a huge appetite for both SMS and mobile internet services at 30,000 feet; so far in 2013 data usage per flight has doubled and we've seen a 40 per cent increase in the number of text messages sent per flight. We're confident we'll see even more growth in this area over the coming months," concludes Rogers.