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100,000 MOBILES DROPPED DOWN THE LOO EVERY YEAR

- Over 1 million mobile users have made an insurance claim in the last year^[1]
- Majority of phones (60%) are accidentally damaged, 20% are lost and 11% are stolen
- Main reasons for claims: 'It fell out of my pocket', 'I dropped it on the floor', and 'I flushed it down the loo'.

A new survey by independent price comparison and switching service, uSwitch.com, of the top mobile phone insurance claims reveals that consumers continue to be clumsy when it comes to looking after their handsets. Over a million consumers have made a claim on their mobile insurance in the last twelve months^[1], but just 11% of claims were due to handsets being stolen. According to the survey, the majority of phones are either accidentally damaged (60%) or lost (20%).

When it comes to the top three reasons for mobile insurance claims, there appears to be one culprit - gravity. 189,000 claims (15%) were due to phones falling out of people's pockets^[2], while slippery fingers accounted for 176,000 claims (14%) - when mobiles were dropped onto the floor^[3]. Meanwhile, 101,000 handsets (8%) were dropped down the loo^[4]. Reasons for other claims included phones being accidentally run over, being put in the washing machine, or mistakenly being left behind on holiday.

The Top 10 Mobile Accidents

Rank	Reason for claim	Number of claims	%
1	It fell out of my pocket	189,000	15%
2	I dropped it on the floor	176,000	14%
3	I dropped it down the loo	101,000	8%
4	I left it in a shop/bar/restaurant/taxi	92,000	8%
5	It was run over	50,000	4%
5	I simply have no idea where it went	50,000	4%

7	I put it in the washing machine	39,000	3%
8	It was scratched by coins in my pocket	31,000	3%
8	I left it on holiday	31,000	3%
10	It fell in the bath	23,000	2%

Source: uSwitch research of 6,822 adults, January 2011

Ernest Doku, communications expert at [uSwitch.com](http://www.uswitch.com), says: “Mobile phones may be getting smarter but their owners aren’t. Accidents can happen, but such is our dependence on our mobiles that replacing them can be a seriously inconvenient, not to mention costly, exercise. It’s likely that you’ll have to pay an excess when you make a claim, and your may find that your premium goes up the following year. Letting your mobile fall out of your pocket can leave you seriously out of pocket.”

Insure your phone at <http://www.uswitch.com/mobiles/buy/insurance/protect-your-bubble/>

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Notes to Editors

Research conducted by uSwitch.com online amongst 6,822 adults in January 2011. 98% of these had a mobile phone, giving a base of 48 million mobile users (there are 49 million adults in the UK according to ONS).

1. 26.3% of mobile users have taken out mobile phone insurance, equating to 12.6 million mobile users. 10% of these have made a claim in the last year, equating to 1.26 million mobile users. This is 3% of the total base.
2. 15% of those that claimed said their phone fell out of their pocket. 15% of 1.23 million is 189,000.
3. 14% said they dropped it on the floor. 14% of 1.23 million is 176,000.
4. 8% said they dropped it down the loo. 8% of 1.23 million is 101,000.

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