

## Are PDA's Replacing Pillow Talk?

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87% Of Workplace Professionals Take Their PDA to Bed, According to Work-Life Study

85% Say New Technology Means We're Never Off the Clock, but 84% Say it Means More Quality Time with Family and Friends

Technology-addicted professionals just can't keep their hands off their personal digital assistants (PDA's), as new technology continues to transform the way we live and work. In a new work-life study from Sheraton Hotels & Resorts today, 85% of U.S. professionals surveyed said that because of modern technology, they feel compelled to be connected to work 24/7 and 81% say they work harder now than they did five years ago.

### **Most Folks Bring PDA's into the Bedroom, 35% Pick their PDA Over their Spouse**

Just how technology-addicted is our society? A whopping 87% of professionals bring their PDA into the bedroom and, in a potentially related finding, more than one-third of folks surveyed (35%) say if forced to choose, they'd pick their PDA over their spouse! The vast majority of people (84%) also say they check their PDA's just before going to bed and as soon as they wake up, 85% say they sneak a peak at their PDA in the middle of the night and 80% say they check their email before morning coffee.

### **The Majority Love their PDA, Say New Technology Means More Time with Family**

The Sheraton survey also revealed that, although we're working harder and new technology means we're never truly off the clock, it also enables us to spend more time away from the office and with family and friends. The days of being chained to a desk are over: 85% say that PDA's and cell phones allow them to spend more time out of the office and 79% feel they can be just as productive outside of the office as opposed to inside. Most people feel that technology gives them more quality time and flexibility with family and friends (84%), 77% say their PDA helps them enjoy life more and 62% love their PDA.

### **New Tech Makes Business Travel Seamless and Easier to Stay Connected to Home**

Sheraton commissioned the work-life study to launch a new signature offering: 'Link@Sheraton experienced with Microsoft,' a unique lobby lounge that enables guests to stay connected, work and socialize through free Wi-Fi and Internet-enabled computer stations, video-chats, televisions and daily newspapers. The vast majority of professionals surveyed (88%) say new technology makes business travel easier or more seamless and 85% say new technology helps them stay better connected to family and friends when traveling on business.

The study was conducted by STUDYLOGIC LLC, who surveyed 6500 workplace professionals via phone with an individual income of \$50K+, 2+ business trips per year and a Blackberry or mobile email device. Five countries were surveyed, including the U.S. (1,500 respondents), China, Australia, the United Kingdom and Germany.

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