

“LOW BATTERY ANXIETY” GRIPS 9 OUT OF TEN PEOPLE

*LG Survey Uncovers Questionable Behavior
When a Smartphone Battery Drops to 20 Percent or Below*

ENGLEWOOD CLIFFS, N.J., May 17, 2016 – Have you ever ordered something at a bar just so you can ask to plug in your phone? Do you argue with loved ones because your phone died and you missed their calls or texts? Are you regularly accused of secretly ‘borrowing’ someone else’s charger?

If so, you may be suffering from “Low Battery Anxiety.” LG recently surveyed thousands of people¹ and, although not a real illness or anxiety disorder, have dubbed the concept of Low Battery Anxiety to exemplify the behavior of people who are changing their everyday lives – just to accommodate their dying battery. The survey found that nearly nine out of 10 people “felt panic” when their phone battery drops to 20 percent or lower.

Five Signs You Could Be Suffering from Low Battery Anxiety

Some “symptoms” of Low Battery Anxiety exhibited by those surveyed included:

1. Asking a total stranger to charge their smartphone
2. Arguing with a significant other or romantic interest because of unanswered calls or texts
3. Ordering something at a bar or restaurant just to use their power outlet
4. Secretly ‘borrowing’ someone else’s charger
5. Owning three or more smartphone charging cables

Low Battery Anxiety Can Lead to Unhealthy Choices

When it comes to choosing between hitting the gym or charging their smartphone, one in three people are likely to skip the gym. But millennials tend to have it worse – with 42 percent likely to skip the gym when choosing between working out or charging their phone. Smartphone users will even “drop everything” (32 percent) and make a U-turn to head back home to charge their phone.

Low Battery Anxiety Could be a Cause of Break Ups

Chances are Low Battery Anxiety is ruining relationships; a loved one you believed was “ghosting” you could simply be exhibiting classic symptoms, as 60 percent of those surveyed reported that they’ve blamed a dead phone for not speaking to a family member, friend, co-worker or significant other if their battery was low. And what’s more, one in three people have gotten into an argument with a significant other or romantic interest as a result of unanswered calls or texts because their smartphone was dead.

Low Battery Anxiety Can Be Avoided

LG has made it easy to counter Low Battery Anxiety by including a removable battery in their latest LG G5 smartphone. By simply being able to switch out a used battery with a fresh one in just seconds, there

¹ The LG Electronics Smartphone “Low Battery Anxiety” Survey was completed online among a random sample of 2,000 smartphone users among U.S. adult population. Interviewing was conducted by Ebiquity between February 26 and March 2, 2016. The results have an overall margin of error of +/- 2.2%; at the 95 percent level of confidence.



is no need to change your behavior. If you or a loved one appear to be exhibiting symptoms of Low Battery Anxiety, please visit [here](#) for more information.

About LG Electronics MobileComm U.S.A., Inc.

LG Electronics MobileComm U.S.A. Inc., based in Englewood Cliffs, N.J., is the U.S. sales subsidiary of LG Electronics, Inc. a global innovator and trend leader in the global mobile communications industry. LG is driving the evolution of mobile forward with its highly competitive core technologies in the areas of display, battery and camera optics and strategic partnerships with noted industry leaders. LG's consumer-centric products -- including the flagship premium G Series models -- incorporate unique, ergonomic designs and intuitive UX features that enhance the user experience. The company remains committed to leading consumers into the era of convergence, maximizing inter-device connectivity between smartphones, tablets and a wide range of home and portable electronics products. For more information, please visit www.LG.com.

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