

## **Switching off is hard**

### **Jamie First**

Bad news. Achieving the perfect work-life balance will happen only to very few of us.

Research conducted by Pure Profile, on behalf of mobile service provider amaysim, found people struggled to find time to fit in the things they believe mattered most, like spending time with family and friends.

The study revealed a third of people were now connected to technology for up to 16 hours a day.

Although most of those surveyed were keen to make a change, many thought the idea of switching was just too difficult and overwhelming.

But amaysim is doing its part, calling for next Sunday to be “Switch Off Sunday”.

For one day, it is asking people to turn off their smartphones, close their computers and give social media and emails the day off.

Founder Rolf Hansen said the initiative would show people the relief that could come with an “off” button.

“Some people may think it's strange for a mobile provider to be encouraging people to disconnect from the digital world for a day, but we're big believers that technology should make life easier, not take it over,” he said.