



# Fact Sheet

## 2011 State of Mobile Etiquette: Intel Survey

Feb. 25, 2011 — It's no shocker that the number of mobile devices owned by people is on the rise – be it laptops, netbooks, tablets, e-readers, smart phones or any combination of these and other devices. What might be a surprise, though, is that 9 of 10 American adults claim they have seen people misuse mobile technology and 75 percent say mobile technology manners are becoming worse compared to a year ago, according to a recent “Mobile Etiquette” survey commissioned by Intel Corporation and conducted by Ipsos\*.

These and other statistics from the Intel survey point to people's desire for increased awareness of mobile etiquette and how mobile technology usage impacts human behavior and interaction with one another, whether at home, work or in public.

Survey highlights include:

**Nearly all U.S. adults (91 percent) say that they have seen people misuse mobile technology, and 75 percent of U.S. adults believe that mobile manners are becoming worse (compared to 2009, when Intel first conducted a study on the topic of mobile etiquette).**

- ***Mobile misfits in public:*** As a follow up to Intel's Mobile Etiquette survey in 2009, U.S. adults continue to report top pet peeves to be:
  - Using mobile devices while driving (73 percent)
  - Talking on a device loudly in public places (65 percent)
  - Using a mobile device while walking on the street (28 percent)

**“Public displays of technology” are on the rise: U.S. adults see an average of five mobile offenses every single day.**

- ***From romance to restrooms, mobile infractions are abundant:*** Nearly all U.S. adults (91 percent) have seen someone using their mobile device in an unusual place.
  - The most common locations include behind the wheel (56 percent), in a public restroom (48 percent), in a movie theater (32 percent) and on a honeymoon (9 percent).
  - Laptops on the road: Almost a quarter (24 percent) of U.S. adults has seen someone using a laptop while driving.

- ***Hands off my mobile device:*** The majority of U.S. adults (76 percent) say that if they had to choose, they would give up something other than their mobile Internet-enabled device for 1 week.
  - One in five U.S. adults admits to checking their mobile device even before they get out of bed in the morning.
- ***A new form of “road rage” has emerged.***
  - Seventy-four percent of U.S. adults believe that poor mobile etiquette has created a new form of public rage/violence, much like road rage.
  - Sixty-five percent admit becoming angry around people misusing their mobile devices inappropriately.

**U.S. adults seek change. Nine out of 10 U.S. adults (92 percent) agree that they wish people practiced better mobile etiquette when it comes to using their devices in public areas.**

- ***Living in a mobile bubble:*** Eighty-eight percent of U.S. adults agree that people rarely take others into consideration when using their mobile devices in public.
- ***Monkey see, monkey do:*** One in five U.S. adults (19 percent) admits that they have poor mobile behavior but continue to do so because everyone else is doing it.

### **Survey Methodology**

This survey was conducted online within the United States by Ipsos on behalf of Intel from Dec. 10, 2010 to Jan. 5, 2011 among a nationally representative sample of 2,000 U.S. adults ages 18 and older, with a margin of error of plus or minus 2.2 percentage points.

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