



# Fact Sheet

## 2012 State of Mobile Etiquette and Digital Sharing: Intel Survey

May 9, 2012 — Nine out of 10 U.S. adults reported in a recent “Mobile Etiquette” survey, conducted by Ipsos Observer\* and commissioned by Intel Corporation, that they believe people are sharing too much information about themselves online, with nearly half of U.S. adults reporting that they feel overwhelmed by the amount of information shared.

Intel’s 2012 “Mobile Etiquette” survey examined the current state of mobile manners (compared to previous surveys commissioned by Intel in [2009](#) and [2011](#)). The survey also evaluated how U.S. adults share and consume information online and how certain digital sharing behaviors impact culture and relationships.

As an innovator behind the technology powering mobile devices (smartphones, tablets, netbooks, laptops and Ultrabook systems) and mobile lifestyles, Intel is on a continued quest to understand consumers’ changing mobile usage models, how it impacts consumers’ lives, and how technology should evolve in the future. This drives Intel innovation to create the technology experiences that people desire and love.

Survey highlights include:

**State of Mobile Etiquette: Most U.S. adults (81 percent) believe mobile manners are becoming worse (compared to 75 percent of U.S. adults surveyed by Intel a year ago), and 92 percent of U.S. adults wish people practiced better mobile etiquette in public.**

- **Mobile Misfits Still Among Us:** As a follow up to Intel’s Mobile Etiquette surveys in 2009 and 2011, U.S. adults continue to report the following as the top 3 pet peeves:
  - Texting or typing while driving a car (77 percent).
  - Talking on a device loudly in a public place (64 percent).
  - Having the volume too loud in a public place (55 percent).

**Digital Sharing: An overwhelming majority of U.S. adults (85 percent) share information online, with one-quarter of U.S. adults sharing once or more a day.**

- **Keep Us Together:** Twenty-five percent of U.S. adults admit feeling better connected with and informed about their family and friends because they share online.
  - Sixty-five percent of U.S. adults feel connected to friends and family regardless of where they are because they are able to connect online through photo sharing, video chatting, etc. with their mobile devices.

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- Nearly half of U.S. adults (46 percent) feel that if it was not for the ability to share and consume information online, they would not know what is happening with family or friends.
- **Digital (Over)-Sharing Pet Peeves:** According to Intel's survey, U.S. adults report that the following digital sharing behaviors annoy them the most:
  - People who constantly complain (59 percent).
  - People who post inappropriate/explicit photos (55 percent).
  - People who share information that they would consider to be private (53 percent).

Only 1 in 10 U.S. adults who post and share online admits to engaging in each of the above behaviors themselves: people who constantly complain (6 percent), people who post inappropriate/explicit photos (3 percent) and people who share information that they would consider to be private (9 percent). Despite 59 percent of U.S. adults ranking constant complaining as a top peeve, 7 out of 10 U.S. adults (71 percent) claim that what they share online is mostly positive.

- **Forming Online Opinions:** Almost 9 out of 10 of U.S. adults (88 percent) said they wish people thought more about how others will perceive them when sharing information online, with 4 out of 10 U.S. adults reporting that they typically choose not to associate with people whose opinions they disagree with online.
- **Online Extroverts vs. Real Life Introverts:** One-third of U.S. adults (33 percent) are more comfortable sharing information online than in person. Twenty-seven percent of U.S. adults admit to having a different personality online than in person.
- **Digital Tattoos:** The majority of U.S. adults believe that information shared online will be there forever (85 percent) and that people need to be held accountable for everything they post or share online (84 percent).
  - Almost one-third of U.S. adults (27 percent) stated that they are an open book — both in person and online — and there is very little they would not share online.
  - However, only about half of U.S. adults (51 percent) surveyed said they would feel comfortable if all of their online activity was made public.
  - One in 5 U.S. adults (19 percent) admits they've shared false information online.

### Survey Methodology

The survey was conducted online within the United States by Ipsos Observer on behalf of Intel from March 1-16, 2012 among a nationally representative sample of 2,008 U.S. adults ages 18 and older, with a margin of error of plus or minus 2.2 percentage points.

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