



Fact Sheet

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

Sept. 5, 2012 — A recent Intel multi-country study on the state of mobile etiquette and digital sharing found that the majority of adults and teens around the world are sharing online and feel better connected to family and friends. However, an overwhelming majority of adults and teens think others divulge too much information about themselves online, and at least 86 percent of survey respondents report that they wish people thought more about how others will perceive them when sharing information online.

The survey, conducted by Ipsos Observer and commissioned by Intel Corporation, examined the current state of mobile etiquette and evaluated how adults and teens in eight countries share and consume information online and how digital sharing impacts culture and relationships. The study was conducted in the United States in March and a follow-up study was conducted from June to August in Australia, Brazil, China (adults only), France, India, Indonesia and Japan.

As an innovator behind the technology powering mobile Internet-enabled devices (smartphones, tablets, laptops and Ultrabook™ systems) and mobile lifestyles, Intel is on a continued quest to understand how consumers are using their mobile devices, how they create, share and consume information online and how it impacts their lives and personal relationships. These insights help drive Intel innovation and development of new technologies that aim to enhance the overall mobile experience.

The latest edition of Intel's annual "Mobile Etiquette" survey uncovered interesting findings on the different ways we use our mobile technology to create, share and consume content online and how those behaviors impact relationships and culture overall.

Survey highlights by country include:

Australia

- Ninety-two percent of adults and 84 percent of teens in Australia believe that people divulge too much information about themselves online. This is the highest across surveyed countries.
- Over half of adults in Australia (56 percent) report that one of their top online sharing pet peeves is people who post about every detail of their life.
- Eighty-five percent of teens in Australia who share recognize the lasting impact of sharing personal information online.
- Over a quarter of teens in Australia (26 percent) report they have kept up with the lives of ex-girlfriends or ex-boyfriends with information they find online.

Brazil

- One-fifth of teens in Brazil (22 percent) report that they share online constantly throughout the day.
- Four out of 10 adults in Brazil (43 percent) share sports-related information online via their mobile Internet-enabled devices.
- Sixty-five percent of adults in Brazil said one of the top reasons they share information online is to express opinions or make statements, and over half (54 percent) share information online to make new friends.
- The vast majority of adults, especially those in Brazil (86 percent), believe that people exhibit poor online sharing manners.
- Adults in Brazil are more likely than others surveyed around the world to consume music online via their mobile Internet-enabled devices (70 percent).
- Eighty percent of teens in Brazil constantly check to see what their friends are sharing online.

China

- Seventy-seven percent of adults in China report to being an "open book," saying there is very little they would not share online.
- Half of adults in China (51 percent) admit that at times they find themselves sharing too much personal information online.
- Eight out of 10 adults in China (82 percent) share or post online once a week or more, with nearly one-third (31 percent) reporting they share throughout the day.
- Sixty-five percent of adults in China report being more comfortable sharing information online than in person, and 62 percent of adults in China report the top reason they share information online is to express opinions or make statements.
- Sixty percent of adults in China feel like they are missing out when they are not able to share or consume information online.
- Adults in China (68 percent) are more likely than others surveyed around the world to believe mobile manners have truly improved compared to a year ago.

France

- Eight out of 10 teens in France share online at least once a week, while only 47 percent of adults in France report that they share as frequently.
- Four out of 10 teens in France (41 percent) are more comfortable sharing online than in public settings.
- Seventy-two percent of adults in France say they typically choose not to associate with people whose opinions they disagree with online.
- Eight out of 10 adults in France believe that when it comes to sharing online, people exhibit poor sharing manners.
- Consistent with the other countries surveyed, 95 percent of adults in France wish people practiced better mobile etiquette when using their mobile devices in public.

India

- Eight out of 10 adults in India (81 percent) share information online once a week or more, with nearly half (48 percent) reporting that they share once a day or more.
- Sixty-four percent of adults in India report being more comfortable sharing information online than in person.

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- More than 4 out of 10 adults in India (44 percent) have been embarrassed by or regretted something they have shared online.
- Nearly 7 out of 10 teens in India (69 percent) feel like they are missing out if they are not able to share or consume information online.
- Four out of 10 teens in India (43 percent) try to make sure every moment of their life is captured online (even the ordinary moments).
- Over half of teens in India who share report communicating with their family (56 percent) and friends (67 percent) more online than in person.

Indonesia

- Nine out of 10 adults (91 percent) and nearly 8 out of 10 teens (79 percent) in Indonesia report they always feel connected with their family and friends because they share online.
- Nearly half of adults in Indonesia (46 percent) report that they share online to say what they cannot share openly in other settings (e.g. at work, with friends, etc.).
- More than any other country surveyed, nearly 9 out of 10 of adults in Indonesia (87 percent) report one of their top online sharing pet peeves is people who use profanity.
- Fifty-two percent of adults in Indonesia feel like they are missing out if they are not able to share or consume information online.
- Sixty-eight percent of adults in Indonesia share information online about an event in the moment while they are still there.
- Almost half of teens in Indonesia (49 percent) admit that at times they share too much personal information online.

Japan

- Over one-third of adults in Japan (37 percent) report that they always feel connected to family and friends regardless of where they are because they are able to connect online.
- Nearly one-third of adults in Japan (29 percent) report that they have shared false information online.
- Over half of adults in Japan who share (55 percent) report they have a different personality online than in person.
- Nearly four out of 10 adults in Japan share product and service reviews (38 percent) or recommendations (39 percent) online via mobile Internet-enabled devices.

United States

- Nine out of 10 U.S. adults report that they believe people are sharing too much information about themselves online.
- An overwhelming majority of U.S. adults (85 percent) share information online, with one-quarter sharing once or more a day (26 percent).
- The top online sharing pet peeve for nearly six out of 10 U.S. adults (59 percent) is people who constantly complain.
- One out of five U.S. adults (19 percent) admits to sharing false information online.
- Forty-two percent of U.S. teens feel like they are missing out if they are not able to share or consume information online.
- Four out of 10 U.S. teens (42 percent) are more comfortable sharing information online than in public settings.

Survey Methodology

The Mobile Etiquette and Digital Sharing survey was conducted online in the United States by Ipsos Observer, on behalf of Intel, from March 1-16. Respondents were a nationally representative sample of U.S. adults ages 18 and older (n=2,008), with a margin of error of plus or minus 2.2 percentage points, and U.S. teens ages 13 to 17. A follow-up online study was conducted from June to August among a nationally representative sample of adults and teens ages 13 to 17 in seven additional countries: Australia, Brazil, China (adults only), France, India, Indonesia and Japan. The sample populations in Brazil, India, Indonesia and Japan are based on the online populations.

For additional information on Intel's "Mobile Etiquette" survey, visit www.intel.com/newsroom/mobileetiquette.

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