

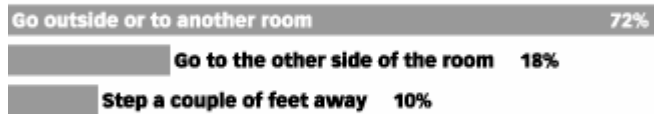
Mobile Courtesy Matters

July 09, 2004

A recent study by [Sprint](#) shows that while US adults feel other mobile phone users are less courteous today than five years ago, none will admit to being downright discourteous themselves.

In June 2004, Sprint conducted an online survey of 723 US adults subscribing to wireless phone services, gauging their perceptions of wireless phone etiquette. Overall, people feel their mobile phone use is quite courteous. Almost 100% of respondents say they move away from others when taking a call in public. Of these people, 72% of respondents say they go to a different room or outside out of courtesy. A smaller percentage (18%) go to the other side of the room to take the call, and 10% will step a couple of feet away.

US Adults' Mobile Phone Etiquette When Using Their Phone in Public, 2004 (as a % of respondents)



Note: respondents who said they move away from others when on their phone in public

Source: Sprint, June 2004

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In addition, 56% of respondents rate their mobile phone manners as "very courteous" and another 41% as "somewhat courteous," while only 3% say they are "somewhat discourteous." No one feels they are "very discourteous."

On the other hand, 80% of respondents feel *other* people are, overall, less courteous when using a mobile phone than they were five years ago. More than three-fourths have heard a wireless phone conversation while in a bathroom, and 62% are uncomfortable when they hear private business or personal conversations taking place in public places on mobiles. But in another contradiction, only 15% reported never discussing private matters in public, while 45% do it rarely, 33% sometimes and 7% all the time.

US Adults' Attitudes about Mobile Phone Etiquette, 2004 (as a % of respondents)

Believe people, when using a wireless phone, are less courteous today than five years ago

80%

Have heard a wireless phone conversation while in a public restroom

77%

Feel uncomfortable overhearing someone discuss private business or personal issues on a wireless phone in public

62%

Source: Sprint, June 2004

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Mobile phones have become an essential part of modern life for many Americans, but Sprint's study shows that mobile users have a way to go before they can use the phone without annoying their neighbors. Despite the fact that all respondents think they take action to be respectful of others, fourth-fifths of those polled feel everyone else's mobile manners are getting worse. It seems that some mobile etiquette self-examination is in order.