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PRESS RELEASE

The Czechs prefer to call to deliver bad news; SMS is not enough

The Czechs have a clear idea of a mobile etiquette. Mostly older people deem calling while in the public transportation or at the doctor's a faux pas, while younger generation is bothered by phone calls during cultural events or early in the morning. Regardless of age most Czechs prefer to communicate bad news via telephone instead of writing a short text message. These are the results of a survey, which the company NMS Market Research conducted for the virtual operator SAZKA mobil.

Almost half of seniors between the age of 60 and 75, but only 23% of younger respondents between the age of 18 and 50 consider phone calls in the doctors' waiting room unacceptable. According to older people, another sin is calling in the municipal mass transit and long-distance transportation, which was identified as unacceptable by one fifth of them. Only 4% of respondents from the group between the age of 18 and 50, though, are bothered by calls of other passengers. *"Younger people make sure that they do not disturb others during cultural events. More than half of them turn their phones off, while less than one fifth of seniors do so,"* says Jan Schmiedhammer, director of SAZKA mobil.

Two thirds of respondents between the age of 18 and 50 deem phone calls before 9:00 a.m. unsuitable; only one third of the interviewed seniors, however, were bothered by early phone calls. 10% of seniors, but only 6% of other respondents consider calling after 22:00 p.m. in the evening suitable. Both groups of respondents agreed that when they want to communicate bad news, they prefer calling. In such a case, 80% of seniors and 56% of respondents between the age of 18 and 50 years prefer calling instead of an SMS.

** In a survey conducted for SAZKA mobil by the company NMS Market Research, there were men (58) and women (144) between the age of 60 and 75 years interviewed. All respondents are active users of mobile phones.*

Václav Friedmann,

Spokesperson

friedmann@sazka.cz, 266 129 222