

INSTANT MESSAGING Wave 1 and 2 Onlinebus Survey - (s2747/s2752 - 173982/173983)**Q1. Historically many people only use a handful of the services and applications on their mobile phone.****Do you use instant messaging (IM) services on your mobile phone?****Base: All respondents**

	Total	SEX		AGE					KIDS 17 OR UNDER LIVING AT HOME		WORK		SOCIAL GRADE		MGS		
		Male	Female	16-24	25-34	35-44	45-54	55-64	Yes	No	Working	Not working	ABC1	C2DE	Sole	Joint	Sole/ Joint
Unweighted base	2073	1043	1030	349	474	486	430	334	790	1283	1304	769	1149	924	1135	800	1935
Weighted base	2073	1049	1024	350	475	487	427	334	866	1207	1530	543	1196	877	1101	821	1922
Yes	735 35%	373 36%	362 35%	140 40%	179 38%	194 40%	146 34%	76 23%	329 38%	406 34%	562 37%	173 32%	406 34%	329 38%	413 38%	273 33%	686 36%
No	1289 62%	641 61%	647 63%	207 59%	292 61%	284 58%	272 64%	234 70%	526 61%	763 63%	939 61%	350 65%	763 64%	526 60%	657 60%	533 65%	1190 62%
Do not own a mobile phone	49 2%	34 3%	15 1%	2 1%	4 1%	9 2%	10 2%	24 7%	11 1%	38 3%	29 2%	20 4%	27 2%	22 2%	31 3%	15 2%	46 2%

INSTANT MESSAGING Wave 1 and 2 Onlinebus Survey - (s2747/s2752 - 173982/173983)**Q1. Historically many people only use a handful of the services and applications on their mobile phone.****Do you use instant messaging (IM) services on your mobile phone?****Base: All respondents**

	REGION					REGION					USE IM SERVICE		
	Total	North	Mid lands	South	Scot land	North East/ Yorks/ Humber	North West	East & West Mid lands	South East/ East Anglia	Greater London	Wales & West	Yes	No
Unweighted base	2073	774	587	712	201	343	230	322	448	237	292	740	1284
Weighted base	2073	772	591	709	203	346	223	320	457	237	286	735	1289
Yes	735 35%	287 37%	204 35%	244 34%	80 39%	124 36%	83 37%	113 35%	145 32%	96 41%	93 32%	735 100%	-
No	1289 62%	460 60%	378 64%	450 63%	118 58%	212 61%	130 58%	203 63%	303 66%	137 58%	186 65%	-	1289 100%
Do not own a mobile phone	49 2%	25 3%	9 2%	15 2%	5 3%	10 3%	10 4%	4 1%	9 2%	3 1%	8 3%	-	-

INSTANT MESSAGING Wave 1 and 2 Onlinebus Survey - (s2747/s2752 - 173982/173983)

Q1. Historically many people only use a handful of the services and applications on their mobile phone.

Do you use instant messaging (IM) services on your mobile phone?

Base: All who own a mobile phone

	Total	SEX		AGE					KIDS 17 OR UNDER LIVING AT HOME		WORK		SOCIAL GRADE		MGS		
		Male	Female	16-24	25-34	35-44	45-54	55-64	Yes	No	Working	Not working	ABC1	C2DE	Sole	Joint	Sole/ Joint
Unweighted base	2024	1010	1014	346	469	478	419	312	780	1244	1281	743	1123	901	1103	786	1889
Weighted base	2024	1015	1009	347	471	478	418	310	855	1169	1501	523	1169	855	1070	806	1876
Yes	735	373	362	140	179	194	146	76	329	406	562	173	406	329	413	273	686
	36%	37%	36%	40%	38%	41%	35%	25%	39%	35%	37%	33%	35%	39%	39%	34%	37%
No	1289	641	647	207	292	284	272	234	526	763	939	350	763	526	657	533	1190
	64%	63%	64%	60%	62%	59%	65%	75%	61%	65%	63%	67%	65%	61%	61%	66%	63%

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	REGION					REGION					USE IM SERVICE		
	Total	North	Mid lands	South	Scot land	North East/ Yorks/ Humber	North West	East & West Mid lands	South East/ East Anglia	Greater London	Wales & West	Yes	No
Unweighted base	2024	748	579	697	195	332	221	318	439	233	286	740	1284
Weighted base	2024	747	582	694	198	336	214	316	448	234	279	735	1289
Yes	735 36%	287 38%	204 35%	244 35%	80 40%	124 37%	83 39%	113 36%	145 32%	96 41%	93 33%	735 100%	-
No	1289 64%	460 62%	378 65%	450 65%	118 60%	212 63%	130 61%	203 64%	303 68%	137 59%	186 67%	-	1289 100%

INSTANT MESSAGING Wave 1 and 2 Onlinebus Survey - (s2747/s2752 - 173982/173983)

Q2. What is the biggest barrier towards you using mobile IM services?

Base: All who own a mobile phone

	SEX			AGE					KIDS 17 OR UNDER LIVING AT HOME		WORK		SOCIAL GRADE		MGS		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	Yes	No	Working	Not working	ABC1	C2DE	Sole	Joint	Sole/ Joint
Unweighted base	2024	1010	1014	346	469	478	419	312	780	1244	1281	743	1123	901	1103	786	1889
Weighted base	2024	1015	1009	347	471	478	418	310	855	1169	1501	523	1169	855	1070	806	1876
High cost of using service	911 45%	451 44%	461 46%	196 56%	222 47%	213 44%	162 39%	119 38%	410 48%	501 43%	648 43%	264 50%	522 45%	390 46%	455 43%	379 47%	834 44%
Didn't know I had it on my phone	566 28%	255 25%	312 31%	68 20%	119 25%	137 29%	142 34%	100 32%	230 27%	337 29%	418 28%	149 28%	334 29%	232 27%	298 28%	231 29%	529 28%
Your mobile handset and/or its keyboard design	293 14%	190 19%	102 10%	51 15%	72 15%	67 14%	59 14%	43 14%	111 13%	181 15%	230 15%	62 12%	178 15%	114 13%	162 15%	111 14%	273 15%
Difficulty using the software / too complex to use	184 9%	85 8%	98 10%	20 6%	36 8%	44 9%	46 11%	39 12%	72 8%	111 10%	147 10%	37 7%	99 8%	85 10%	112 10%	66 8%	177 9%
Worried that my mobile IM network won't allow me to contact friends on other networks	70 3%	34 3%	37 4%	13 4%	21 4%	17 4%	9 2%	11 3%	32 4%	39 3%	59 4%	11 2%	36 3%	34 4%	44 4%	19 2%	63 3%

INSTANT MESSAGING Wave 1 and 2 Onlinebus Survey - (s2747/s2752 - 173982/173983)**Q2. What is the biggest barrier towards you using mobile IM services?****Base: All who own a mobile phone**

	REGION				REGION							USE IM SERVICE	
	Total	North	Mid lands	South	Scot land	North East/ Yorks/ Humber	North West	East & West Midlands	South East/ East Anglia	Greater London	Wales & West	Yes	No
Unweighted base	2024	748	579	697	195	332	221	318	439	233	286	740	1284
Weighted base	2024	747	582	694	198	336	214	316	448	234	279	735	1289
High cost of using service	911 45%	324 43%	276 47%	311 45%	93 47%	142 42%	89 42%	148 47%	209 47%	102 44%	128 46%	379 52%	532 41%
Didn't know I had it on my phone	566 28%	206 28%	166 28%	195 28%	53 27%	90 27%	64 30%	81 26%	137 30%	57 24%	86 31%	83 11%	484 38%
Your mobile handset and/ or its keyboard design	293 14%	107 14%	77 13%	108 16%	28 14%	48 14%	31 15%	48 15%	62 14%	38 16%	36 13%	150 20%	142 11%
Difficulty using the software / too complex to use	184 9%	74 10%	51 9%	59 8%	12 6%	42 13%	20 9%	29 9%	30 7%	26 11%	24 9%	73 10%	111 9%
Worried that my mobile IM network won't allow me to contact friends on other networks	70 3%	35 5%	13 2%	22 3%	12 6%	14 4%	10 5%	10 3%	10 2%	11 5%	4 1%	50 7%	20 2%

INSTANT MESSAGING Wave 1 and 2 Onlinebus Survey - (s2747/s2752 - 173982/173983)

Q3. "SMS messaging users are limited to only 160 characters and it is primarily a text-based service, however mobile IM users can communicate in near real-time, use unlimited characters and benefit from multimedia. Therefore if you received better education from your mobile operator as to how to properly use Mobile IM, and there were no additional costs, would you send less text messages?"

Base: All who own a mobile phone

	Total	SEX		AGE					KIDS 17 OR UNDER LIVING AT HOME		WORK		SOCIAL GRADE		MGS		
		Male	Female	16-24	25-34	35-44	45-54	55-64	Yes	No	Working	Not working	ABC1	C2DE	Sole	Joint	Sole/ Joint
Unweighted base	2024	1010	1014	346	469	478	419	312	780	1244	1281	743	1123	901	1103	786	1889
Weighted base	2024	1015	1009	347	471	478	418	310	855	1169	1501	523	1169	855	1070	806	1876
Yes	1220	612	608	229	315	301	238	137	547	673	932	287	700	520	671	472	1143
	60%	60%	60%	66%	67%	63%	57%	44%	64%	58%	62%	55%	60%	61%	63%	59%	61%
No	804	403	401	119	156	177	180	173	308	496	568	236	469	335	399	334	733
	40%	40%	40%	34%	33%	37%	43%	56%	36%	42%	38%	45%	40%	39%	37%	41%	39%

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Base: All who own a mobile phone

	REGION					REGION					USE IM SERVICE		
	Total	North	Mid lands	South	Scot land	North East/ Yorks/ Humber	North West	East & West Midlands	South East/ Anglia	Greater London	Wales & West	Yes	No
Unweighted base	2024	748	579	697	195	332	221	318	439	233	286	740	1284
Weighted base	2024	747	582	694	198	336	214	316	448	234	279	735	1289
Yes	1220 60%	454 61%	351 60%	414 60%	119 60%	189 56%	147 69%	188 60%	278 62%	140 60%	159 57%	493 67%	727 56%
No	804 40%	293 39%	231 40%	280 40%	79 40%	147 44%	67 31%	128 40%	170 38%	94 40%	120 43%	242 33%	562 44%

INSTANT MESSAGING Wave 1 and 2 Onlinebus Survey - (s2747/s2752 - 173982/173983)

Q4. "SMS and voice calls only really took off when users were able to communicate easily and cost-effectively with each other irrespective of which mobile network they were on.

Rather than having to set up multiple accounts (e.g. MSN, AOL, Google Talk etc) to communicate with contacts using different IM services, would you use mobile IM more if your network provided you with a single IM service that would connect with your contacts on other networks?"

Base: All who own a mobile phone

	Total	SEX		AGE					KIDS 17 OR UNDER LIVING AT HOME		WORK		SOCIAL GRADE		MGS		
		Male	Female	16-24	25-34	35-44	45-54	55-64	Yes	No	Working	Not working	ABC1	C2DE	Sole	Joint	Sole/ Joint
Unweighted base	2024	1010	1014	346	469	478	419	312	780	1244	1281	743	1123	901	1103	786	1889
Weighted base	2024	1015	1009	347	471	478	418	310	855	1169	1501	523	1169	855	1070	806	1876
Yes	1354	682	672	250	353	332	261	158	622	733	1027	328	776	579	719	555	1275
	67%	67%	67%	72%	75%	69%	62%	51%	73%	63%	68%	63%	66%	68%	67%	69%	68%
No	670	332	337	98	117	146	157	152	233	437	474	195	393	276	351	251	602
	33%	33%	33%	28%	25%	31%	38%	49%	27%	37%	32%	37%	34%	32%	33%	31%	32%

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Rather than having to set up multiple accounts (e.g. MSN, AOL, Google Talk etc) to communicate with contacts using different IM services, would you use mobile IM more if your network provided you with a single IM service that would connect with your contacts on other networks?"

Base: All who own a mobile phone

	REGION					REGION					USE IM SERVICE		
	Total	North	Mid lands	South	Scot land	North East/ Yorks/ Humber	North West	East & West Midlands	South East/ Anglia	Greater London	Wales & West	Yes	No
Unweighted base	2024	748	579	697	195	332	221	318	439	233	286	740	1284
Weighted base	2024	747	582	694	198	336	214	316	448	234	279	735	1289
Yes	1354 67%	492 66%	384 66%	478 69%	131 66%	212 63%	149 70%	210 67%	311 69%	169 72%	173 62%	582 79%	772 60%
No	670 33%	256 34%	198 34%	216 31%	67 34%	124 37%	65 30%	106 33%	137 31%	65 28%	106 38%	153 21%	517 40%

INSTANT MESSAGING Wave 1 and 2 Onlinebus Survey - (s2747/s2752 - 173982/173983)**Q5. People are worried about the cost of mobile IM. Which one of the following model of IM would you prefer?****Base: All who own a mobile phone**

	SEX		AGE					KIDS 17 OR UNDER LIVING AT HOME		WORK		SOCIAL GRADE		MGS			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	Yes	No	Working	Not working	ABC1	C2DE	Sole	Joint	Sole/ Joint
Unweighted base	2024	1010	1014	346	469	478	419	312	780	1244	1281	743	1123	901	1103	786	1889
Weighted base	2024	1015	1009	347	471	478	418	310	855	1169	1501	523	1169	855	1070	806	1876
Pay per message	823	370	453	89	142	187	211	194	334	489	587	235	474	349	455	327	782
	41%	36%	45%	26%	30%	39%	51%	63%	39%	42%	39%	45%	41%	41%	43%	41%	42%
Low cost monthly subscription rate	603	302	301	125	160	162	93	63	255	348	490	113	368	235	320	235	555
	30%	30%	30%	36%	34%	34%	22%	20%	30%	30%	33%	22%	31%	27%	30%	29%	30%
Advertising funded model where you get to use IM for free if you accept advertising on your mobile phone	598	343	255	133	169	129	113	53	266	332	424	175	327	271	295	244	539
	30%	34%	25%	38%	36%	27%	27%	17%	31%	28%	28%	33%	28%	32%	28%	30%	29%

INSTANT MESSAGING Wave 1 and 2 Onlinebus Survey - (s2747/s2752 - 173982/173983)**Q5. People are worried about the cost of mobile IM. Which one of the following model of IM would you prefer?****Base: All who own a mobile phone**

	REGION						REGION					USE IM SERVICE	
	Total	North	Mid lands	South	Scot land	North East/ Yorks/ Humber	North West	East & West Midlands	South East/ East Anglia	Greater London	Wales & West	Yes	No
Unweighted base	2024	748	579	697	195	332	221	318	439	233	286	740	1284
Weighted base	2024	747	582	694	198	336	214	316	448	234	279	735	1289
Pay per message	823 41%	313 42%	251 43%	258 37%	84 42%	139 41%	91 42%	130 41%	176 39%	66 28%	137 49%	271 37%	552 43%
Low cost monthly subscription rate	603 30%	210 28%	169 29%	224 32%	53 27%	97 29%	60 28%	89 28%	144 32%	90 38%	71 25%	270 37%	333 26%
Advertising funded model where you get to use IM for free if you accept advertising on your mobile phone	598 30%	224 30%	162 28%	212 31%	61 31%	100 30%	63 29%	97 31%	128 29%	78 34%	71 25%	195 26%	404 31%

INSTANT MESSAGING Wave 1 and 2 Onlinebus Survey - (s2747/s2752 - 173982/173983)**Q6. Which of the following do you find the most frustrating about text messaging?****Base: All who own a mobile phone**

	Total	SEX		AGE					KIDS 17 OR UNDER LIVING AT HOME		WORK		SOCIAL GRADE		MGS		
		Male	Female	16-24	25-34	35-44	45-54	55-64	Yes	No	Working	Not working	ABC1	C2DE	Sole	Joint	Sole/ Joint
Unweighted base	2024	1010	1014	346	469	478	419	312	780	1244	1281	743	1123	901	1103	786	1889
Weighted base	2024	1015	1009	347	471	478	418	310	855	1169	1501	523	1169	855	1070	806	1876
Character restrictions	1180	538	642	194	267	285	229	204	494	686	858	322	699	481	618	470	1088
	58%	53%	64%	56%	57%	60%	55%	66%	58%	59%	57%	62%	60%	56%	58%	58%	58%
That it is not real-time and is an outdated form of communication	444	261	183	80	98	93	116	57	183	262	335	110	256	189	235	177	412
	22%	26%	18%	23%	21%	19%	28%	18%	21%	22%	22%	21%	22%	22%	22%	22%	22%
Lack of multimedia capabilities such as video	400	216	184	73	105	100	73	49	178	221	308	91	215	185	218	159	377
	20%	21%	18%	21%	22%	21%	17%	16%	21%	19%	21%	17%	18%	22%	20%	20%	20%

INSTANT MESSAGING Wave 1 and 2 Onlinebus Survey - (s2747/s2752 - 173982/173983)**Q6. Which of the following do you find the most frustrating about text messaging?****Base: All who own a mobile phone**

	REGION					REGION					USE IM SERVICE		
	Total	North	Mid lands	South	Scot land	North East/ Yorks/ Humber	North West	East & West Midlands	South East/ East Anglia	Greater London	Wales & West	Yes	No
Unweighted base	2024	748	579	697	195	332	221	318	439	233	286	740	1284
Weighted base	2024	747	582	694	198	336	214	316	448	234	279	735	1289
Character restrictions	1180	438	337	404	115	201	121	180	253	136	173	412	768
	58%	59%	58%	58%	58%	60%	57%	57%	57%	58%	62%	56%	60%
That it is not real-time and is an outdated form of communication	444	169	127	148	46	70	53	60	100	49	67	157	287
	22%	23%	22%	21%	23%	21%	25%	19%	22%	21%	24%	21%	22%
Lack of multimedia capabilities such as video	400	141	118	142	37	65	39	77	95	49	38	166	234
	20%	19%	20%	20%	19%	19%	18%	24%	21%	21%	14%	23%	18%

INSTANT MESSAGING Wave 1 and 2 Onlinebus Survey - (s2747/s2752 - 173982/173983)

Classification

Base: All who own a mobile phone

	Total	SEX		AGE					KIDS 17 OR UNDER LIVING AT HOME		WORK		SOCIAL GRADE		MGS		
		Male	Female	16-24	25-34	35-44	45-54	55-64	Yes	No	Working	Not working	ABC1	C2DE	Sole	Joint	Sole/Joint
Unweighted base	2024	1010	1014	346	469	478	419	312	780	1244	1281	743	1123	901	1103	786	1889
Weighted base	2024	1015	1009	347	471	478	418	310	855	1169	1501	523	1169	855	1070	806	1876
Sex																	
Male	1015	1015	-	180	241	238	209	148	395	620	808	206	611	404	425	500	925
	50%	100%	-	52%	51%	50%	50%	48%	46%	53%	54%	39%	52%	47%	40%	62%	49%
Female	1009	-	1009	168	230	241	209	162	460	549	693	317	558	451	645	307	952
	50%	-	100%	48%	49%	50%	50%	52%	54%	47%	46%	61%	48%	53%	60%	38%	51%
Age																	
16-24	347	180	168	347	-	-	-	-	140	208	202	145	179	168	118	134	252
	17%	18%	17%	100%	-	-	-	-	16%	18%	13%	28%	15%	20%	11%	17%	13%
25-34	471	241	230	-	471	-	-	-	234	237	405	66	297	173	263	196	460
	23%	24%	23%	-	100%	-	-	-	27%	20%	27%	13%	25%	20%	25%	24%	24%
35-44	478	238	241	-	-	478	-	-	297	181	383	95	265	214	271	194	466
	24%	23%	24%	-	-	100%	-	-	35%	16%	26%	18%	23%	25%	25%	24%	25%
45-54	418	209	209	-	-	-	418	-	159	259	337	81	242	175	245	151	397
	21%	21%	21%	-	-	-	100%	-	19%	22%	22%	15%	21%	21%	23%	19%	21%
55-64	310	148	162	-	-	-	-	310	26	284	174	136	186	124	172	131	302
	15%	15%	16%	-	-	-	-	100%	3%	24%	12%	26%	16%	15%	16%	16%	16%
Work																	
Working	1501	808	693	202	405	383	337	174	640	860	1501	-	964	537	807	611	1418
	74%	80%	69%	58%	86%	80%	81%	56%	75%	74%	100%	-	82%	63%	75%	76%	76%
Not working	523	206	317	145	66	95	81	136	214	309	-	523	205	318	263	195	459
	26%	20%	31%	42%	14%	20%	19%	44%	25%	26%	-	100%	18%	37%	25%	24%	24%
Region																	
North	747	383	364	130	162	168	170	116	311	436	559	188	411	336	393	294	687
	37%	38%	36%	37%	35%	35%	41%	37%	36%	37%	37%	36%	35%	39%	37%	36%	37%
Midlands	582	292	290	99	120	143	133	87	243	339	434	148	338	244	286	249	536
	29%	29%	29%	29%	26%	30%	32%	28%	28%	29%	29%	28%	29%	29%	27%	31%	29%
South	694	339	355	118	188	167	114	107	301	394	508	186	420	275	391	263	654
	34%	33%	35%	34%	40%	35%	27%	35%	35%	34%	34%	36%	36%	32%	37%	33%	35%

Prepared by TNS OLB

Fieldwork : 11/12/08 - 18/12/08 (W Week 50/M Week 51)

INSTANT MESSAGING Wave 1 and 2 Onlinebus Survey - (s2747/s2752 - 173982/173983)

Classification

Base: All who own a mobile phone

	Total	REGION					REGION					USE IM SERVICE	
		North	Mid lands	South	Scot land	North East/ Yorks/ Humber	North West	East & West Midlands	South East/ Anglia	Greater London	Wales & West	Yes	No
Unweighted base	2024	748	579	697	195	332	221	318	439	233	286	740	1284
Weighted base	2024	747	582	694	198	336	214	316	448	234	279	735	1289
Sex													
Male	1015	383	292	339	102	167	115	157	209	134	131	373	641
	50%	51%	50%	49%	51%	50%	54%	50%	47%	57%	47%	51%	50%
Female	1009	364	290	355	96	169	99	159	239	99	148	362	647
	50%	49%	50%	51%	49%	50%	46%	50%	53%	43%	53%	49%	50%
Age													
16-24	347	130	99	118	35	64	31	54	76	45	43	140	207
	17%	17%	17%	17%	18%	19%	14%	17%	17%	19%	15%	19%	16%
25-34	471	162	120	188	50	73	39	62	112	75	60	179	292
	23%	22%	21%	27%	25%	22%	18%	20%	25%	32%	21%	24%	23%
35-44	478	168	143	167	47	69	53	76	114	56	63	194	284
	24%	23%	25%	24%	24%	21%	25%	24%	26%	24%	22%	26%	22%
45-54	418	170	133	114	44	70	56	72	84	29	62	146	272
	21%	23%	23%	16%	22%	21%	26%	23%	19%	12%	22%	20%	21%
55-64	310	116	87	107	22	59	35	52	62	29	51	76	234
	15%	16%	15%	15%	11%	18%	16%	16%	14%	12%	18%	10%	18%
Work													
Working	1501	559	434	508	152	256	151	229	340	186	186	562	939
	74%	75%	75%	73%	77%	76%	71%	73%	76%	80%	67%	77%	73%
Not working	523	188	148	186	46	80	63	87	108	48	92	173	350
	26%	25%	25%	27%	23%	24%	29%	27%	24%	20%	33%	23%	27%
Region													
North	747	747	-	-	198	336	214	-	-	-	-	287	460
	37%	100%	-	-	100%	100%	100%	-	-	-	-	39%	36%
Midlands	582	-	582	-	-	-	-	316	166	-	101	204	378
	29%	-	100%	-	-	-	-	100%	37%	-	36%	28%	29%
South	694	-	-	694	-	-	-	-	283	234	178	244	450
	34%	-	-	100%	-	-	-	-	63%	100%	64%	33%	35%

Prepared by TNS OLB

INSTANT MESSAGING Wave 1 and 2 Onlinebus Survey - (s2747/s2752 - 173982/173983)

Classification
Base: All respondents

	SEX			AGE					KIDS 17 OR UNDER LIVING AT HOME		WORK		SOCIAL GRADE		MGS		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	Yes	No	Working	Not working	ABC1	C2DE	Sole	Joint	Sole/ Joint
Unweighted base	2073	1043	1030	349	474	486	430	334	790	1283	1304	769	1149	924	1135	800	1935
Weighted base	2073	1049	1024	350	475	487	427	334	866	1207	1530	543	1196	877	1101	821	1922
Sex																	
Male	1049	1049	-	182	243	247	214	164	403	646	832	217	632	417	446	510	956
	51%	100%	-	52%	51%	51%	50%	49%	46%	54%	54%	40%	53%	48%	41%	62%	50%
Female	1024	-	1024	168	232	241	214	170	464	560	698	326	564	460	655	311	966
	49%	-	100%	48%	49%	49%	50%	51%	54%	46%	46%	60%	47%	52%	59%	38%	50%
Age																	
16-24	350	182	168	350	-	-	-	-	140	210	203	147	181	169	119	134	253
	17%	17%	16%	100%	-	-	-	-	16%	17%	13%	27%	15%	19%	11%	16%	13%
25-34	475	243	232	-	475	-	-	-	238	237	407	68	299	176	267	197	464
	23%	23%	23%	-	100%	-	-	-	27%	20%	27%	13%	25%	20%	24%	24%	24%
35-44	487	247	241	-	-	487	-	-	302	185	391	96	270	218	276	198	474
	24%	24%	23%	-	-	100%	-	-	35%	15%	26%	18%	23%	25%	25%	24%	25%
45-54	427	214	214	-	-	-	427	-	160	267	343	84	246	181	253	153	406
	21%	20%	21%	-	-	-	100%	-	18%	22%	22%	16%	21%	21%	23%	19%	21%
55-64	334	164	170	-	-	-	-	334	26	308	186	147	200	133	186	139	325
	16%	16%	17%	-	-	-	-	100%	3%	26%	12%	27%	17%	15%	17%	17%	17%
Work																	
Working	1530	832	698	203	407	391	343	186	650	880	1530	-	984	546	825	620	1445
	74%	79%	68%	58%	86%	80%	80%	56%	75%	73%	100%	-	82%	62%	75%	76%	75%
Not working	543	217	326	147	68	96	84	147	217	326	-	543	213	330	276	201	477
	26%	21%	32%	42%	14%	20%	20%	44%	25%	27%	-	100%	18%	38%	25%	24%	25%
Region																	
North	772	402	370	132	167	174	177	122	321	451	573	199	425	348	410	301	710
	37%	38%	36%	38%	35%	36%	41%	37%	37%	37%	37%	37%	36%	40%	37%	37%	37%
Midlands	591	298	293	99	120	144	134	93	243	348	439	152	340	251	290	252	542
	29%	28%	29%	28%	25%	30%	31%	28%	28%	29%	29%	28%	28%	29%	26%	31%	28%
South	709	349	361	118	188	169	116	118	302	408	517	192	431	278	401	268	669
	34%	33%	35%	34%	40%	35%	27%	35%	35%	34%	34%	35%	36%	32%	36%	33%	35%

Prepared by TNS OLB

Fieldwork : 11/12/08 - 18/12/08 (W Week 50/M Week 51)

INSTANT MESSAGING Wave 1 and 2 Onlinebus Survey - (s2747/s2752 - 173982/173983)

Classification
Base: All respondents

	REGION						REGION					USE IM SERVICE	
	Total	North	Mid lands	South	Scot land	North East/ Yorks/ Humber	North West	East & West Midlands	South East/ East Anglia	Greater London	Wales & West	Yes	No
Unweighted base	2073	774	587	712	201	343	230	322	448	237	292	740	1284
Weighted base	2073	772	591	709	203	346	223	320	457	237	286	735	1289
Sex													
Male	1049	402	298	349	105	176	121	159	215	136	137	373	641
	51%	52%	50%	49%	52%	51%	54%	50%	47%	58%	48%	51%	50%
Female	1024	370	293	361	98	170	102	161	242	100	150	362	647
	49%	48%	50%	51%	48%	49%	46%	50%	53%	42%	52%	49%	50%
Age													
16-24	350	132	99	118	36	65	31	54	76	45	43	140	207
	17%	17%	17%	17%	18%	19%	14%	17%	17%	19%	15%	19%	16%
25-34	475	167	120	188	50	75	42	62	112	75	60	179	292
	23%	22%	20%	26%	24%	22%	19%	19%	25%	32%	21%	24%	23%
35-44	487	174	144	169	48	70	56	77	115	57	64	194	284
	24%	23%	24%	24%	24%	20%	25%	24%	25%	24%	22%	26%	22%
45-54	427	177	134	116	46	73	58	72	87	29	62	146	272
	21%	23%	23%	16%	23%	21%	26%	23%	19%	12%	22%	20%	21%
55-64	334	122	93	118	23	63	36	55	67	32	58	76	234
	16%	16%	16%	17%	11%	18%	16%	17%	15%	13%	20%	10%	18%
Work													
Working	1530	573	439	517	153	262	158	231	347	186	193	562	939
	74%	74%	74%	73%	76%	76%	71%	72%	76%	79%	67%	77%	73%
Not working	543	199	152	192	50	84	66	89	110	51	94	173	350
	26%	26%	26%	27%	24%	24%	29%	28%	24%	21%	33%	23%	27%
Region													
North	772	772	-	-	203	346	223	-	-	-	-	287	460
	37%	100%	-	-	100%	100%	100%	-	-	-	-	39%	36%
Midlands	591	-	591	-	-	-	-	320	168	-	103	204	378
	29%	-	100%	-	-	-	-	100%	37%	-	36%	28%	29%
South	709	-	-	709	-	-	-	-	289	237	184	244	450
	34%	-	-	100%	-	-	-	-	63%	100%	64%	33%	35%

Prepared by TNS OLB

Fieldwork : 11/12/08 - 18/12/08 (W Week 50/M Week 51)

Page	Table	Title	Base Description	Base
1	1	Q1. Historically many people only use a handful of the services and applications on their mobile phone. Do you use instant messaging (IM) services on your mobile phone?	Base: All respondents	2073
3	2	Q1. Historically many people only use a handful of the services and applications on their mobile phone. Do you use instant messaging (IM) services on your mobile phone?	Base: All who own a mobile phone	2024
5	3	Q2. What is the biggest barrier towards you using mobile IM services?	Base: All who own a mobile phone	2024
7	4	Q3. "SMS messaging users are limited to only 160 characters and it is primarily a text-based service, however mobile IM users can communicate in near real-time, use unlimited characters and benefit from multimedia. Therefore if you received better education from your mobile operator as to how to properly use Mobile IM, and there were no additional costs, would you send less text messages?"	Base: All who own a mobile phone	2024
9	5	Q4. "SMS and voice calls only really took off when users were able to communicate easily and cost-effectively with each other irrespective of which mobile network they were on. Rather than having to set up multiple accounts (e.g. MSN, AOL, Google Talk etc) to communicate with contacts using different IM services, would you use mobile IM more if your network provided you with a single IM service that would connect with your contacts on other networks?"	Base: All who own a mobile phone	2024
11	6	Q5. People are worried about the cost of mobile IM. Which one of the following model of IM would you prefer?	Base: All who own a mobile phone	2024
13	7	Q6. Which of the following do you find the most frustrating about text messaging?	Base: All who own a mobile phone	2024
15	8	Classification	Base: All who own a mobile phone	2024
17	9	Classification	Base: All respondents	2073