

1100 13 St., NW  
Washington, DC 20005

Interview dates: October 25-November 5, 2007  
Interviews: 1,246 instant messaging users consisting of:  
410 13-18 yr. olds; 836 over 18

Margin of error: +/-3.4x for entire sample; +/-6.0 for teens; +/-4.3 for adults

**THE ASSOCIATED PRESS-AOL POLL  
CONDUCTED BY KNOWLEDGE NETWORKS**

***NOTE: all results shown are percentages unless otherwise labeled.***

**2007 INSTANT MESSAGING POLL**

**QNEW1. Which instant messaging programs do you personally use?  
(Multiple responses possible. Percentages sum to more than 100%.)**

	<b>Teen vs Adult Population</b>		
	<b>All</b>	<b>Teens</b>	<b>Adults</b>
AIM, or AOL Instant Messenger	<b>54%</b>	66%	48%
Yahoo! Messenger	<b>41%</b>	33%	45%
Windows Messenger	<b>35%</b>	29%	38%
MySpaceIM	<b>15%</b>	23%	11%
Skype Chat	<b>4%</b>	3%	5%
Trillian	<b>4%</b>	5%	4%
iChat	<b>3%</b>	1%	3%
ICQ	<b>2%</b>	1%	2%
Meebo	<b>2%</b>	4%	1%
Pidgin, or Gaim	<b>2%</b>	2%	2%
Adium	<b>1%</b>	*	1%
Xfire	<b>1%</b>	1%	*
Lotus Sametime	*	*	1%
Other	<b>8%</b>	6%	9%

\*QNEW1 not asked in 2006.

**QNEW2. Which instant messaging program do you use most often?**

	Teen vs Adult Population		
	All	Teens	Adults
AIM, or AOL Instant Messenger	<b>40%</b>	53%	34%
Yahoo! Messenger	<b>22%</b>	11%	28%
Windows Live Messenger, or Windows Messenger	<b>17%</b>	13%	19%
MySpaceIM	<b>5%</b>	10%	3%
Trillian	<b>2%</b>	3%	2%
Adium	<b>1%</b>	-	1%
iChat	<b>1%</b>	*	2%
ICQ	<b>1%</b>	*	1%
Pidgin, or Gaim	<b>1%</b>	2%	1%
Skype Chat	<b>1%</b>	*	1%
Lotus Sametime	*	*	*
Meebo	*	1%	*
Xfire	*	1%	*
Other	<b>7%</b>	5%	7%
No answer/Refused	*	*	-

\*QNEW2 not asked in 2006.

**Q1. How often do you log on to instant messaging? Would you say...**

	2006			2007		
	Teen vs Adult Population			Teen vs Adult Population		
	All	Teens	Adults	All	Teens	Adults
Several times a day	<b>38%</b>	44%	35%	<b>31%</b>	35%	29%
About once a day	<b>18%</b>	17%	19%	<b>22%</b>	24%	20%
3-5 days a week	<b>13%</b>	15%	12%	<b>14%</b>	17%	13%
1-2 days a week	<b>13%</b>	10%	14%	<b>12%</b>	9%	13%
Every few weeks, or Less often than that	<b>13%</b>	11%	14%	<b>14%</b>	10%	16%
Less often than that	<b>5%</b>	3%	6%	<b>8%</b>	5%	9%
No answer/Refused	*	-	*	*	*	-

**Q2. On a typical day, how much time do you spend actively sending and receiving instant messages?**

	2006			2007		
	Teen vs Adult Population			Teen vs Adult Population		
	All	Teens	Adults	All	Teens	Adults
Less than 15 minutes	<b>25%</b>	15%	30%	<b>30%</b>	20%	35%
15 minutes to less than half an hour	<b>18%</b>	9%	22%	<b>18%</b>	16%	19%
Half hour or more but less than 1 hour	<b>18%</b>	15%	20%	<b>19%</b>	16%	20%
About an hour	<b>14%</b>	18%	12%	<b>13%</b>	18%	11%
More than one hour but less than 2 hours	<b>10%</b>	17%	7%	<b>9%</b>	13%	7%
2 hours or more but less than 3 hours	<b>8%</b>	13%	5%	<b>4%</b>	7%	3%
3 hours or more but less than 4 hours	<b>3%</b>	5%	2%	<b>2%</b>	4%	1%
4 hours or more	<b>5%</b>	6%	4%	<b>4%</b>	6%	3%
No answer/Refused	*	*	*	*	-	*

**Q3. How many instant messages do you send on an average day? Your best guess is fine.**

	2006			2007		
	Teen vs Adult Population			Teen vs Adult Population		
	All	Teens	Adults	All	Teens	Adults
Less than 5	<b>39%</b>	19%	49%	<b>41%</b>	21%	50%
6 to 10	<b>15%</b>	12%	16%	<b>14%</b>	12%	15%
11 to 25	<b>13%</b>	14%	12%	<b>15%</b>	19%	13%
26 to 50	<b>13%</b>	18%	11%	<b>11%</b>	16%	9%
51 to 100	<b>9%</b>	13%	8%	<b>10%</b>	14%	7%
More than 100	<b>11%</b>	23%	4%	<b>9%</b>	17%	6%
No answer/Refused	*	*	*	*	-	*

**Q4. How many people do you instant message with ON A REGULAR BASIS? Your best guess is fine.**

	2006			2007		
	Teen vs Adult Population			Teen vs Adult Population		
	All	Teens	Adults	All	Teens	Adults
None	<b>6%</b>	5%	6%	<b>7%</b>	4%	9%
1-2	<b>36%</b>	25%	42%	<b>38%</b>	31%	41%
3-5	<b>39%</b>	42%	37%	<b>36%</b>	41%	34%
6-10	<b>13%</b>	20%	10%	<b>13%</b>	18%	11%
More than 10	<b>5%</b>	7%	5%	<b>5%</b>	7%	4%
No answer/Refused	*	-	1%	*	*	*

**QNEW3. Do you know people who use different instant messaging programs than you, or not?**

		2007		
		Teen vs Adult Population		
		All	Teens	Adults
Yes		71%	77%	69%
No		28%	23%	31%
No answer/Refused		*	1%	*

\*QNEW3 not asked in 2006.

**QNEW4. Have you ever encouraged someone to sign up for the same instant messaging program that you use, so that you could chat with them online, or not?**

		2007		
		Teen vs Adult Population		
		All	Teens	Adults
Yes		64%	68%	62%
No		36%	32%	38%
No answer/Refused		*	-	*

\*QNEW4 not asked in 2006.

**Q5. Do you ever instant message with people you have never actually met in person, or not?**

		2006			2007		
		Teen vs Adult Population			Teen vs Adult Population		
		All	Teens	Adults	All	Teens	Adults
Yes		41%	39%	42%	36%	36%	35%
No		59%	61%	58%	64%	63%	65%
No answer/Refused		*	-	*	*	1%	-

**Q6. Do you use instant messaging ...**

		2006			2007		
		Teen vs Adult Population			Teen vs Adult Population		
		All	Teens	Adults	All	Teens	Adults
At home		97%	98%	96%	97%	99%	96%
At someone else's house, like a friend or relative's house*		62%	62%	-	57%	57%	-
At work^		27%	-	27%	27%	-	27%
On a cell phone		25%	30%	23%	25%	32%	22%
Someplace else		16%	19%	14%	15%	24%	10%
At school		11%	16%	9%	12%	22%	6%

\*Not asked of adults.

^Not asked of teens.

**Q7. In general, would you say you send more e-mail messages or more instant messages?**

	2006			2007		
	Teen vs Adult Population			Teen vs Adult Population		
	All	Teens	Adults	All	Teens	Adults
More e-mail messages	<b>59%</b>	28%	74%	<b>61%</b>	30%	76%
More instant messages	<b>41%</b>	72%	26%	<b>39%</b>	70%	24%
No answer/Refused	-	-	-	*	*	*

**Q8. When instant messaging, do you ever ...**

	2006			2007		
	Teen vs Adult Population			Teen vs Adult Population		
	All	Teens	Adults	All	Teens	Adults
Keep in touch with friends or family who live far away	<b>73%</b>	70%	75%	<b>67%</b>	63%	68%
Have IM conversations with more than one person at once	<b>66%</b>	82%	58%	<b>55%</b>	73%	47%
Send links to websites	<b>50%</b>	54%	49%	<b>49%</b>	53%	46%
Send photos	<b>50%</b>	56%	47%	<b>48%</b>	57%	44%
Send document files	<b>33%</b>	36%	31%	<b>28%</b>	33%	25%
Send IM to a friend's phone*	-	-	-	<b>26%</b>	41%	19%
Share music or video files	<b>24%</b>	33%	20%	<b>20%</b>	33%	14%
Use audio chat, talking PC to PC	<b>18%</b>	14%	19%	<b>16%</b>	16%	16%
Use streaming video so you can see the person you're instant messaging	<b>15%</b>	11%	16%	<b>14%</b>	14%	14%
Use IM to listen to music or online radio	<b>13%</b>	18%	10%	<b>11%</b>	20%	7%
Post updates to a blog or social networking profile	<b>10%</b>	18%	7%	<b>8%</b>	12%	5%
None of the above	<b>6%</b>	3%	8%	<b>9%</b>	6%	11%
No answer/Refused	<b>1%</b>	1%	1%	-	-	-

\*Not asked in 2006.

**Q9. When using instant messaging, do you ever do any of the following at the same time?**

	2006			2007		
	Teen vs Adult Population			Teen vs Adult Population		
	All	Teens	Adults	All	Teens	Adults
Check e-mail	<b>82%</b>	81%	82%	<b>79%</b>	82%	78%
Research homework assignments*	<b>63%</b>	63%	-	<b>57%</b>	57%	-
Conduct online searches	<b>52%</b>	51%	53%	<b>50%</b>	51%	49%
Check out news and entertainment web sites	<b>43%</b>	39%	44%	<b>38%</b>	37%	38%
Shop online	<b>34%</b>	23%	39%	<b>28%</b>	23%	31%
Upload pictures to an online photo album	<b>27%</b>	34%	24%	<b>27%</b>	42%	20%
Download online music or videos	<b>29%</b>	45%	21%	<b>26%</b>	49%	15%
Listen to online radio	<b>30%</b>	36%	27%	<b>24%</b>	32%	21%
Update your blog or social networking profile	<b>23%</b>	42%	14%	<b>20%</b>	33%	14%
Check out other people on social networking or online dating sites	<b>20%</b>	26%	17%	<b>18%</b>	25%	14%
Get help from an online tutor*	<b>1%</b>	3%	-	<b>1%</b>	3%	-
None of the above	<b>11%</b>	6%	14%	<b>13%</b>	4%	18%
No answer/Refused	*	*	*	-	-	-

\*Not asked of adults.

**Q11. We are going to give you some examples of situations when you might want to communicate with someone. For each one, please tell me which you use MOST OFTEN to ...**

	2006			2007			
	Teen vs Adult Population			Teen vs Adult Population			
	All	Teens	Adults	All	Teens	Adults	
Have a quick conversation with a friend that you see on a regular basis	Phone	<b>40%</b>	28%	45%	<b>41%</b>	24%	50%
	E-mail	<b>9%</b>	5%	11%	<b>10%</b>	4%	13%
	Instant messaging	<b>35%</b>	43%	31%	<b>27%</b>	38%	22%
	Cell phone text messaging	<b>15%</b>	23%	11%	<b>20%</b>	32%	14%
	No answer/Refused	<b>1%</b>	*	1%	<b>1%</b>	2%	1%
Catch up with a friend who lives far away	Phone	<b>24%</b>	16%	28%	<b>26%</b>	23%	27%
	E-mail	<b>36%</b>	28%	40%	<b>41%</b>	28%	48%
	Instant messaging	<b>36%</b>	52%	28%	<b>27%</b>	41%	21%
	Cell phone text messaging	<b>3%</b>	3%	3%	<b>4%</b>	6%	3%
	No answer/Refused	<b>1%</b>	1%	1%	<b>1%</b>	3%	1%

Q11. Continued		2006			2007		
		Teen vs Adult Population			Teen vs Adult Population		
		All	Teens	Adults	All	Teens	Adults
Talk with a friend about something really serious or important	Phone	<b>79%</b>	71%	83%	<b>80%</b>	69%	86%
	E-mail	<b>7%</b>	6%	7%	<b>5%</b>	5%	5%
	Instant messaging	<b>10%</b>	17%	7%	<b>9%</b>	17%	6%
	Cell phone text messaging	<b>3%</b>	5%	2%	<b>4%</b>	8%	2%
	No answer/Refused	<b>1%</b>	1%	1%	<b>1%</b>	1%	1%
Talk with a group of friends at once	Phone	<b>18%</b>	17%	19%	<b>18%</b>	14%	19%
	E-mail	<b>24%</b>	7%	33%	<b>27%</b>	8%	36%
	Instant messaging	<b>51%</b>	70%	41%	<b>48%</b>	68%	39%
	Cell phone text messaging	<b>3%</b>	4%	3%	<b>5%</b>	8%	4%
	No answer/Refused	<b>3%</b>	2%	4%	<b>2%</b>	2%	3%
Make plans to go out with one of your friends	Phone	<b>65%</b>	59%	67%	<b>61%</b>	48%	68%
	E-mail	<b>10%</b>	5%	13%	<b>10%</b>	4%	13%
	Instant messaging	<b>13%</b>	17%	11%	<b>9%</b>	16%	5%
	Cell phone text messaging	<b>11%</b>	18%	8%	<b>19%</b>	30%	13%
	Refused	<b>2%</b>	1%	2%	<b>2%</b>	3%	1%
Make plans to go out with a group of friends	Phone	<b>49%</b>	47%	50%	<b>47%</b>	42%	49%
	E-mail	<b>24%</b>	10%	31%	<b>26%</b>	10%	34%
	Instant messaging	<b>16%</b>	27%	11%	<b>13%</b>	24%	7%
	Cell phone text messaging	<b>9%</b>	15%	6%	<b>13%</b>	22%	8%
	No answer/Refused	<b>2%</b>	1%	2%	<b>1%</b>	2%	1%
Have a private conversation with someone that you don't want anyone else to find out about	Phone	<b>57%</b>	51%	60%	<b>58%</b>	46%	63%
	E-mail	<b>12%</b>	11%	13%	<b>12%</b>	12%	13%
	Instant messaging	<b>22%</b>	28%	18%	<b>19%</b>	24%	17%
	Cell phone text messaging	<b>7%</b>	9%	6%	<b>8%</b>	15%	5%
	No answer/Refused	<b>2%</b>	1%	3%	<b>2%</b>	3%	2%

**Q13. What best describes your feelings about instant messaging?**

	2006			2007		
	Teen vs Adult Population			Teen vs Adult Population		
	All	Teens	Adults	All	Teens	Adults
I can't imagine living without it	<b>21%</b>	30%	17%	<b>18%</b>	26%	15%
I mostly like it	<b>69%</b>	63%	72%	<b>71%</b>	66%	73%
I mostly dislike it	<b>4%</b>	3%	5%	<b>4%</b>	1%	6%
I'd rather not use it	<b>5%</b>	4%	6%	<b>6%</b>	5%	6%
No answer/Refused	*	*	*	<b>1%</b>	2%	-

**Q14a. We're interested in why people use instant messaging instead of other ways of staying in contact with other people. For each of the following Reasons why people might use instant messaging, please tell us how important each one is to you in your choice to use instant messaging. How about ...**

**Q14a\_1. Instant messaging is faster than other ways of contacting people :**

	2006			2007		
	Teen vs Adult Population			Teen vs Adult Population		
	All	Teens	Adults	All	Teens	Adults
Extremely important	<b>24%</b>	30%	21%	<b>19%</b>	22%	17%
Very important	<b>31%</b>	37%	28%	<b>32%</b>	35%	31%
Moderately important	<b>27%</b>	20%	30%	<b>30%</b>	29%	30%
Slightly important	<b>9%</b>	7%	11%	<b>11%</b>	7%	12%
Not at all important	<b>9%</b>	6%	10%	<b>8%</b>	5%	9%
No answer/Refused	*	*	1%	<b>1%</b>	1%	*

**Q14a\_2. Instant messaging is cheaper than other ways of contacting people :**

	2006			2007		
	Teen vs Adult Population			Teen vs Adult Population		
	All	Teens	Adults	All	Teens	Adults
Extremely important	<b>30%</b>	31%	30%	<b>23%</b>	21%	24%
Very important	<b>25%</b>	26%	24%	<b>28%</b>	29%	28%
Moderately important	<b>25%</b>	25%	25%	<b>25%</b>	25%	25%
Slightly important	<b>8%</b>	7%	9%	<b>10%</b>	11%	10%
Not at all important	<b>11%</b>	11%	12%	<b>13%</b>	13%	13%
No answer/Refused	*	-	*	<b>1%</b>	2%	1%



**Q14a\_3. Instant messaging is easier to use than other ways of contacting people :**

	2006			2007		
	Teen vs Adult Population			Teen vs Adult Population		
	All	Teens	Adults	All	Teens	Adults
Extremely important	<b>17%</b>	23%	15%	<b>12%</b>	12%	12%
Very important	<b>29%</b>	33%	27%	<b>30%</b>	35%	27%
Moderately important	<b>30%</b>	27%	31%	<b>34%</b>	34%	34%
Slightly important	<b>12%</b>	11%	13%	<b>14%</b>	10%	15%
Not at all important	<b>11%</b>	7%	13%	<b>10%</b>	7%	12%
No answer/Refused	*	-	1%	<b>1%</b>	1%	1%

**Q14a\_4. Instant messaging makes it easy to talk to multiple people at once :**

	2006			2007		
	Teen vs Adult Population			Teen vs Adult Population		
	All	Teens	Adults	All	Teens	Adults
Extremely important	<b>25%</b>	37%	19%	<b>19%</b>	23%	16%
Very important	<b>28%</b>	31%	26%	<b>30%</b>	41%	25%
Moderately important	<b>25%</b>	22%	26%	<b>28%</b>	25%	29%
Slightly important	<b>10%</b>	4%	13%	<b>13%</b>	5%	16%
Not at all important	<b>12%</b>	6%	15%	<b>10%</b>	4%	13%
No answer/Refused	*	*	1%	<b>1%</b>	1%	1%

**Q14b. For each of the following reasons why people might use instant messaging, please tell us how important each one is to you in your choice to use instant messaging. How about ...**

**Q14b\_1. Instant messaging makes it easy to stay in touch with people while doing other things :**

	2006			2007		
	Teen vs Adult Population			Teen vs Adult Population		
	All	Teens	Adults	All	Teens	Adults
Extremely important	<b>32%</b>	38%	28%	<b>24%</b>	27%	23%
Very important	<b>30%</b>	33%	29%	<b>33%</b>	36%	32%
Moderately important	<b>24%</b>	19%	27%	<b>28%</b>	26%	29%
Slightly important	<b>7%</b>	5%	9%	<b>7%</b>	4%	9%
Not at all important	<b>6%</b>	4%	7%	<b>7%</b>	5%	7%
No answer/Refused	*	*	1%	<b>1%</b>	3%	1%

**Q14b\_2. Instant messaging allows you to share photos and documents more easily than other ways of contacting people :**

	2006			2007		
	Teen vs Adult Population			Teen vs Adult Population		
	All	Teens	Adults	All	Teens	Adults
Extremely important	<b>17%</b>	20%	16%	<b>15%</b>	17%	14%
Very important	<b>23%</b>	24%	23%	<b>21%</b>	23%	20%
Moderately important	<b>26%</b>	26%	26%	<b>30%</b>	28%	30%
Slightly important	<b>17%</b>	16%	18%	<b>16%</b>	15%	17%
Not at all important	<b>16%</b>	14%	17%	<b>17%</b>	13%	18%
No answer/Refused	<b>1%</b>	*	1%	<b>1%</b>	3%	1%

**Q14b\_3. 'Instant messaging lets me see when a friend is online, so I know if I reach out, they'll be there to talk' :**

	2006			2007		
	Teen vs Adult Population			Teen vs Adult Population		
	All	Teens	Adults	All	Teens	Adults
Extremely important	<b>30%</b>	31%	30%	<b>25%</b>	25%	26%
Very important	<b>32%</b>	33%	31%	<b>34%</b>	35%	33%
Moderately important	<b>25%</b>	21%	27%	<b>25%</b>	25%	25%
Slightly important	<b>8%</b>	9%	7%	<b>8%</b>	6%	9%
Not at all important	<b>5%</b>	6%	5%	<b>6%</b>	5%	6%
No answer/Refused	<b>1%</b>	1%	1%	<b>2%</b>	4%	1%

**Q16. Have you ever used instant messaging to...**

	2006	2007
	Teens	Teens
Get help with your homework	<b>47%</b>	55%
Ask for or accept a date	<b>20%</b>	22%
Break up with someone	<b>16%</b>	13%
Make and talk to new friends I meet in chat rooms	<b>22%</b>	20%
Get to know dates or potential dates better	<b>27%</b>	25%
Play a prank or a trick on someone	<b>36%</b>	33%
Pretend to be someone else	<b>33%</b>	23%
Say something that you wouldn't say to someone's face	<b>45%</b>	43%
Play online games with friends	<b>37%</b>	36%
Reach someone on their cell phone	-	37%
No answer/Refused	<b>5%</b>	-

\*Asked only of teens

**Q15B. How many instant messages do you send on an average day WHILE AT WORK? Your best guess is fine.**

	2006 Adults	2007 Adults
None	5%	8%
1 to 5	37%	28%
6 to 10	15%	21%
11 to 25	19%	19%
26 to 50	14%	16%
51 to 100	8%	5%
More than 100	3%	4%
No answer/Refused	-	-

\*Asked only of adults

**Q17. Do you ever use instant messaging at work for personal reasons, or not?**

	2006 Adults	2007 Adults
Yes	83%	78%
No	17%	22%
No answer/Refused	-	-

\*Asked only of adults

**Q18. Are you allowed to use instant messaging at work for personal reasons, or not?**

	2006 Adults	2007 Adults
Yes	83%	79%
No	17%	21%
No answer/Refused	1%	-

\*Asked only of adults

**Q19. In general, would you say you send more e-mail messages or more instant messages to your colleagues and co-workers?**

	2006 Adults	2007 Adults
E-mail messages	80%	81%
Instant messages	19%	19%
No answer/Refused	1%	-

\*Asked only of adults

**Q20. Would you say that instant messaging makes you more productive at work, less productive at work, or does instant messaging not have any impact on your productivity at work?**

	2006 <b>All</b>	2007 <b>All</b>
More productive at work	<b>40%</b>	<b>50%</b>
Less productive at work	<b>12%</b>	<b>10%</b>
Not have any impact	<b>47%</b>	<b>41%</b>
No answer/Refused	*	-

\*Asked only of adults

**Q21. Have you ever received an unsolicited instant message from someone you do not know?**

	2006 <b>Teen vs Adult Population</b>			2007 <b>Teen vs Adult Population</b>		
	<b>All</b>	Teens	Adults	<b>All</b>	Teens	Adults
Yes	<b>60%</b>	60%	60%	<b>56%</b>	54%	58%
No	<b>40%</b>	40%	40%	<b>43%</b>	44%	42%
No answer/Refused	-	-	-	*	1%	-