

# YOUNGER CANADIANS ARE MORE LIKELY THAN OTHERS TO BE INTERESTED IN USING TWO-WAY TEXT MESSAGING DEVICES

***Research Shows That 57% of Canadians 18-34 Are Interested in Using Motorola's Text Messengers***



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## **YOUNGER CANADIANS ARE MORE LIKELY THAN OTHERS TO BE INTERESTED IN USING TWO-WAY TEXT MESSAGING DEVICES**

### ***Research Shows That 57% of Canadians 18-34 Are Interested in Using Motorola's Text Messengers***

**Toronto, ON** – A Motorola Canada-commissioned study on two-way text messaging devices such as Motorola's Talkabout® T900 personal communicator shows that interest in text messaging devices is high with 4-in-10 Canadians (40%). Younger Canadians (between 18 and 34) are most interested in this device (57%). Interest drops among the 35-54 age group (38%), and is lowest among the 55+ age group (24%). These findings mirror global trends in Europe and Asia where young consumers are the earliest adopters of this new technology.

*These are the findings of an Ipsos-Reid poll conducted between May 1<sup>st</sup> – May 3<sup>rd</sup>, 2001. The poll is based on a randomly selected sample of 1,000 adult Canadians. With a sample of this size, the results are considered accurate to within  $\pm 3.1$  percentage points, 19 times out of 20, of what they would have been had the entire adult Canadian population been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were statistically weighted to ensure the sample's regional and age/sex composition reflects that of the actual adult Canadian population according to the 1996 Census data.*

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Canadians were read the following description of a text messaging device to assess their interest: "This product is a wireless e-mail device the size of a jumbo pack of gum. It has a lit keyboard and screen, e-mail and information services, an address book, and message notification through ring or vibrate modes."

"The high level of interest amongst young Canadians in text messaging doesn't surprise me," says Colleen McClure, Director of Marketing, Motorola Canada. "In Europe and Asia people send 15 billion text messages each month. The texting craze is just about to hit Canada and when it does, PDAs with wireless e-mail and personal communicators may become as widespread as cell phones."

Two-way text messaging, synonymous with e-mailing short messages, is possible with either a two-way text messaging device like a Motorola Talkabout® T900 personal communicator or a cell phone. Ownership of cell phones is high, with 50 percent of Canadians polled saying they own cell phones. Currently, two-way text messaging devices are owned by 3 percent of Canadians. A small number of cell phone owners are also using their cell for text messaging (9%).

Text messaging devices have already begun to attract the younger crowd. 18-34 year old cell phone owners are the most likely to text message using their cell (11%). Fewer cell phone owners, 35 and older (7%), use their cell phone this way.

Canadians interested in a two-way text messenger are most likely to target their friends with messages (38%). Extended family members (32%) are the second choice for sending messages to, followed by co-workers (22%) and spouses (22%). The target of text messages changes by age group. Younger Canadians are most likely to send messages to friends (49%)

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while 35-54 year olds are most likely to send messages to their spouses (32%). Those 55 and older are most likely to use the device to communicate with extended family members (40%).

“The text messaging trend is a sign of the times. Youth are embracing technology the same way they embrace fashion and music; it’s part of their everyday lives. Text messaging is a simple, efficient, discreet and inexpensive way of staying in contact and sharing information ... and it’s here to stay,” says Motorola Canada’s McClure.

According to Canadians, the top two benefits of the two-way text messenger are discretion and the option of delayed contact that it affords the user. Almost two-thirds of Canadians (63%) consider the discretion of the device appealing, while 62 percent like that the device postpones or replaces face-to-face or voice contact. To more than half of Canadians (57%), the description of the device as fun to use is appealing, while the choice of bright, fashionable colours is appealing to slightly fewer (52%).

Three-quarters of cell phone owners (76%) are intrigued by the reduction in cell phone costs that the text messenger allows. In comparison to the other benefits of the two-way text messenger, cost savings holds the most appeal. Younger cell phone owners (18 to 34 years old) find this benefit even more attractive, at 85 percent.

Relative to older Canadians, those in the 18-34 age group are most enthusiastic about the benefits of the two-way text messaging device. Please see chart for findings.

Table 1.1: Proportion of Canadians Who Rated the Text Messenger's Features Appealing

Features of Two-Way Text Messenger	18-34	35-54	55+
Postpones face-to-face or voice contact	75%	61%	49%
Discreet	74%	62%	53%
Fun to use	69%	57%	43%
A choice of bright, fashionable colours (i.e., red, aqua, blue and black)	57%	51%	49%

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