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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%.)**

	Teen vs Adult Population		
	All	Teens	Adults
AIM, or AOL Instant Messenger	54%	66%	48%
Yahoo! Messenger	41%	33%	45%
Windows Messenger	35%	29%	38%
MySpaceIM	15%	23%	11%
Skype Chat	4%	3%	5%
Trillian	4%	5%	4%
iChat	3%	1%	3%
ICQ	2%	1%	2%
Meebo	2%	4%	1%
Pidgin, or Gaim	2%	2%	2%
Adium	1%	*	1%
Xfire	1%	1%	*
Lotus Sametime	*	*	1%
Other	8%	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	40%	53%	34%
Yahoo! Messenger	22%	11%	28%
Windows Live Messenger, or Windows Messenger	17%	13%	19%
MySpaceIM	5%	10%	3%
Trillian	2%	3%	2%
Adium	1%	-	1%
iChat	1%	*	2%
ICQ	1%	*	1%
Pidgin, or Gaim	1%	2%	1%
Skype Chat	1%	*	1%
Lotus Sametime	*	*	*
Meebo	*	1%	*
Xfire	*	1%	*
Other	7%	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	38%	44%	35%	31%	35%	29%
About once a day	18%	17%	19%	22%	24%	20%
3-5 days a week	13%	15%	12%	14%	17%	13%
1-2 days a week	13%	10%	14%	12%	9%	13%
Every few weeks, or Less often than that	13%	11%	14%	14%	10%	16%
Less often than that	5%	3%	6%	8%	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	25%	15%	30%	30%	20%	35%
15 minutes to less than half an hour	18%	9%	22%	18%	16%	19%
Half hour or more but less than 1 hour	18%	15%	20%	19%	16%	20%
About an hour	14%	18%	12%	13%	18%	11%
More than one hour but less than 2 hours	10%	17%	7%	9%	13%	7%
2 hours or more but less than 3 hours	8%	13%	5%	4%	7%	3%
3 hours or more but less than 4 hours	3%	5%	2%	2%	4%	1%
4 hours or more	5%	6%	4%	4%	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	39%	19%	49%	41%	21%	50%
6 to 10	15%	12%	16%	14%	12%	15%
11 to 25	13%	14%	12%	15%	19%	13%
26 to 50	13%	18%	11%	11%	16%	9%
51 to 100	9%	13%	8%	10%	14%	7%
More than 100	11%	23%	4%	9%	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	6%	5%	6%	7%	4%	9%
1-2	36%	25%	42%	38%	31%	41%
3-5	39%	42%	37%	36%	41%	34%
6-10	13%	20%	10%	13%	18%	11%
More than 10	5%	7%	5%	5%	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	59%	28%	74%	61%	30%	76%
More instant messages	41%	72%	26%	39%	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	73%	70%	75%	67%	63%	68%
Have IM conversations with more than one person at once	66%	82%	58%	55%	73%	47%
Send links to websites	50%	54%	49%	49%	53%	46%
Send photos	50%	56%	47%	48%	57%	44%
Send document files	33%	36%	31%	28%	33%	25%
Send IM to a friend's phone*	-	-	-	26%	41%	19%
Share music or video files	24%	33%	20%	20%	33%	14%
Use audio chat, talking PC to PC	18%	14%	19%	16%	16%	16%
Use streaming video so you can see the person you're instant messaging	15%	11%	16%	14%	14%	14%
Use IM to listen to music or online radio	13%	18%	10%	11%	20%	7%
Post updates to a blog or social networking profile	10%	18%	7%	8%	12%	5%
None of the above	6%	3%	8%	9%	6%	11%
No answer/Refused	1%	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	82%	81%	82%	79%	82%	78%
Research homework assignments*	63%	63%	-	57%	57%	-
Conduct online searches	52%	51%	53%	50%	51%	49%
Check out news and entertainment web sites	43%	39%	44%	38%	37%	38%
Shop online	34%	23%	39%	28%	23%	31%
Upload pictures to an online photo album	27%	34%	24%	27%	42%	20%
Download online music or videos	29%	45%	21%	26%	49%	15%
Listen to online radio	30%	36%	27%	24%	32%	21%
Update your blog or social networking profile	23%	42%	14%	20%	33%	14%
Check out other people on social networking or online dating sites	20%	26%	17%	18%	25%	14%
Get help from an online tutor*	1%	3%	-	1%	3%	-
None of the above	11%	6%	14%	13%	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	40%	28%	45%	41%	24%	50%
	E-mail	9%	5%	11%	10%	4%	13%
	Instant messaging	35%	43%	31%	27%	38%	22%
	Cell phone text messaging	15%	23%	11%	20%	32%	14%
	No answer/Refused	1%	*	1%	1%	2%	1%
Catch up with a friend who lives far away	Phone	24%	16%	28%	26%	23%	27%
	E-mail	36%	28%	40%	41%	28%	48%
	Instant messaging	36%	52%	28%	27%	41%	21%
	Cell phone text messaging	3%	3%	3%	4%	6%	3%
	No answer/Refused	1%	1%	1%	1%	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	79%	71%	83%	80%	69%	86%
	E-mail	7%	6%	7%	5%	5%	5%
	Instant messaging	10%	17%	7%	9%	17%	6%
	Cell phone text messaging	3%	5%	2%	4%	8%	2%
	No answer/Refused	1%	1%	1%	1%	1%	1%
Talk with a group of friends at once	Phone	18%	17%	19%	18%	14%	19%
	E-mail	24%	7%	33%	27%	8%	36%
	Instant messaging	51%	70%	41%	48%	68%	39%
	Cell phone text messaging	3%	4%	3%	5%	8%	4%
	No answer/Refused	3%	2%	4%	2%	2%	3%
Make plans to go out with one of your friends	Phone	65%	59%	67%	61%	48%	68%
	E-mail	10%	5%	13%	10%	4%	13%
	Instant messaging	13%	17%	11%	9%	16%	5%
	Cell phone text messaging	11%	18%	8%	19%	30%	13%
	Refused	2%	1%	2%	2%	3%	1%
Make plans to go out with a group of friends	Phone	49%	47%	50%	47%	42%	49%
	E-mail	24%	10%	31%	26%	10%	34%
	Instant messaging	16%	27%	11%	13%	24%	7%
	Cell phone text messaging	9%	15%	6%	13%	22%	8%
	No answer/Refused	2%	1%	2%	1%	2%	1%
Have a private conversation with someone that you don't want anyone else to find out about	Phone	57%	51%	60%	58%	46%	63%
	E-mail	12%	11%	13%	12%	12%	13%
	Instant messaging	22%	28%	18%	19%	24%	17%
	Cell phone text messaging	7%	9%	6%	8%	15%	5%
	No answer/Refused	2%	1%	3%	2%	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	21%	30%	17%	18%	26%	15%
I mostly like it	69%	63%	72%	71%	66%	73%
I mostly dislike it	4%	3%	5%	4%	1%	6%
I'd rather not use it	5%	4%	6%	6%	5%	6%
No answer/Refused	*	*	*	1%	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	24%	30%	21%	19%	22%	17%
Very important	31%	37%	28%	32%	35%	31%
Moderately important	27%	20%	30%	30%	29%	30%
Slightly important	9%	7%	11%	11%	7%	12%
Not at all important	9%	6%	10%	8%	5%	9%
No answer/Refused	*	*	1%	1%	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	30%	31%	30%	23%	21%	24%
Very important	25%	26%	24%	28%	29%	28%
Moderately important	25%	25%	25%	25%	25%	25%
Slightly important	8%	7%	9%	10%	11%	10%
Not at all important	11%	11%	12%	13%	13%	13%
No answer/Refused	*	-	*	1%	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	17%	23%	15%	12%	12%	12%
Very important	29%	33%	27%	30%	35%	27%
Moderately important	30%	27%	31%	34%	34%	34%
Slightly important	12%	11%	13%	14%	10%	15%
Not at all important	11%	7%	13%	10%	7%	12%
No answer/Refused	*	-	1%	1%	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	25%	37%	19%	19%	23%	16%
Very important	28%	31%	26%	30%	41%	25%
Moderately important	25%	22%	26%	28%	25%	29%
Slightly important	10%	4%	13%	13%	5%	16%
Not at all important	12%	6%	15%	10%	4%	13%
No answer/Refused	*	*	1%	1%	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	32%	38%	28%	24%	27%	23%
Very important	30%	33%	29%	33%	36%	32%
Moderately important	24%	19%	27%	28%	26%	29%
Slightly important	7%	5%	9%	7%	4%	9%
Not at all important	6%	4%	7%	7%	5%	7%
No answer/Refused	*	*	1%	1%	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	17%	20%	16%	15%	17%	14%
Very important	23%	24%	23%	21%	23%	20%
Moderately important	26%	26%	26%	30%	28%	30%
Slightly important	17%	16%	18%	16%	15%	17%
Not at all important	16%	14%	17%	17%	13%	18%
No answer/Refused	1%	*	1%	1%	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	30%	31%	30%	25%	25%	26%
Very important	32%	33%	31%	34%	35%	33%
Moderately important	25%	21%	27%	25%	25%	25%
Slightly important	8%	9%	7%	8%	6%	9%
Not at all important	5%	6%	5%	6%	5%	6%
No answer/Refused	1%	1%	1%	2%	4%	1%

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

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

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

*Asked only of adults

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

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