

Opinion....



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In This Issue

Following our 'where did you call from?' questioning in our last survey, this month we added a few questions to see what types of text messages people were sending and receiving....

We have also just published a new report on mobile workers - details in will be in a new edition of Opinion in a few days.

Enjoy!

Connected Netbook Usage Profiles, 2009

iGR's next multiclient study is to look at the usage profiles for connected networks. The study will survey consumers and small business users to determine the demand for connected networks (those with wide area modems), the usage profiles, price elasticity and application requirements.

For details on participation and a study prospectus, [contact us](#)

Breaking up? Pregnant? Want a divorce? Send a text!

You can file this story under 'What the heck are they thinking?'

In our May end user survey, we again added a couple of 'fun' questions, this time related to text messaging. The survey asked respondents a series of questions regarding the purpose of text messages they have sent and received in the past month.

Nine percent of U.S. consumers have sent a text intended to end a relationship with a partner or cancel a date. Seven percent of the consumers have received such a text message in the past month. Perhaps unsurprisingly, according to iGR's data, 18 to 24 year olds are more likely to break up through a text message or to cancel a date via text than their older counterparts. Additionally, more male consumers than females reported both sending and receiving 'goodbye' messages. Right about now, I expect that all of the female readers are nodding their heads knowingly, while all the men are denying this would ever happen...

However, consumers do not only use text messaging to break bad news. iGR's survey found 1 percent of U.S. consumers have proposed marriage to someone via a text message – the good news is that an equivalent number received the proposal! No news on if the marriage actually took place but read on...

One percent of women have sent a text to tell their partner that they are pregnant - all of the individuals who received texts stating that their partner was pregnant were male.

iGR also found that three U.S. consumers – two men and one woman – have asked their spouse for a divorce via SMS, and two men have received a text message asking for a divorce, in the past month. There was not any correlation to proposing and subsequently asking for a divorce via SMS :) At least not yet - give this trend a few years and we are sure to find people who never actually talk to each other but conduct their entire lives

through SMS, Facebook, Twitter, etc.

All senders and recipients of the pregnancy and divorce text messages were under 45 years old.

We included these questions in our survey to see how far people really would go with text messages. It seems that there is no limit to what people will do with SMS!

Scary, eh?

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