

FOR IMMEDIATE RELEASE

## **NEW WIRELESS PHONE TECHNOLOGIES MAKING INROADS: SURVEY**

### **Growth in mobile phone ownership modest, but PDA phones and camera phones show potential**

**TORONTO, September 1, 2005** – Ownership of mobile phones among online Canadian adults has grown only modestly over the past four years, according to TNS Canadian Facts' *High Speed and Wireless Technologies* study. Today, two-thirds of online Canadians own them, up from 57% in 2001. The potential for further gains is limited, however, as half of non-owners say they are not interested in acquiring a mobile phone.

There is also little appetite for abandoning residential landline phones and going wireless only. Just 10% of online Canadians who have mobile phones say they are likely to give up their landline telephone, but this is up from 5% in 2001.

“Although there is not yet a critical mass ready to abandon traditional telephone services, this may change given the expansion of options, including mobile phones and voice-over-Internet services ” said Richard Jenkins, corporate director of public opinion research at TNS Canadian Facts.

Despite Canadians' reluctance to rely solely on mobile phones, there is rising interest in new wireless technologies such as PDA phones and camera phones. As with other technology introductions, early users tend to be younger, male and more affluent.

Of these new technologies, Web-enabled phones are the most used by online Canadians (13%), followed by camera phones (11%), PDA phones (4%) and videophones (3%). There are clear signs of higher potential market penetration in the future. Camera phones are soaring in popularity, rising from 3% to 11% in one year, and interest in PDA phones has been building gradually since 2001.

Although increasing, the use of Web-enabled phones to access the Internet is still confined to a small minority and the potential for widespread use is unclear. Half of the online population is not even interested in this service.

- Since 2001 the use of Web-enabled phones has risen from 8% to 13%.
- A majority (77%) of those who use their Web-enabled mobile phones to access the Internet do so infrequently. In comparison, more than one in four online Canadians use text messaging and 27% of those who text message report heavy use.

“The market for wireless communication is at a crossroads,” said Jenkins. “The technology has witnessed rapid adoption as many practical barriers to use have been addressed such as cost, network limitations, sound and handset quality. Consumer expectations, however, have also expanded and continue to test the limits of what the technology can deliver. New video, data and interconnectivity applications have potential to open up a new era for wireless communications, but only if they can be operationalized and packaged in a manner that is relevant to a broad spectrum of users.”

*High Speed Internet and Wireless Technologies* is part of TNS Canadian Facts' State-of-the-Net series of studies. For the study, a survey was conducted using the firm's national weekly Internet omnibus service, TNS Express Online. E-mail invitations were sent to 2,800 members of the TNS Canadian Facts Internet panel comprising more than 80,000 Canadian Internet users who have agreed to participate in survey research from time to time. In total, 1,153 online interviews were completed between March 31 and April 5, 2005, a response rate of 41%. The survey results are nationally representative of the online Canadian adult population and are considered accurate to within 2.9 percentage points, 19 times out of 20.

TNS Canadian Facts ([www.tns-cf.com](http://www.tns-cf.com)) is one of Canada's most prestigious full-service marketing, opinion and social research organizations.

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