

COMMUNICATION TOOLS SUB-PANEL (April 2014)

This sub-panel is based on Single-choice and Multi-choice question type with a total of 5,016 respondents from Nusaresearch Panel. Statistical result includes tables in following content:

1. Frequency of using internet
2. Type of online communication tools using
3. Frequency of using online communication tools
4. Type of devices use to access online communication tools
5. Frequency of using online communication tools in next 3 months
6. Level of using of communication application/program/service

1. Frequency using internet [SA] (n=5,016)

	Frequency	Percent
Total	5,016	100.0%
Every day	4,451	88.7%
4-5 times / week	391	7.8%
2-3 times / week	119	2.4%
Once a week	28	0.6%
2-3 times / month	17	0.3%
Once a month	10	0.2%

2. Type of online communication tools using [MA]

	Frequency	Percent
Total	5,016	100.0%
Sending email	4,237	84.5%
Text Message	3,471	69.2%
Instant messaging	3,075	61.3%
Multimedia Messages	1,746	34.8%
Video chat	1,084	21.6%
Video calling	783	15.6%
Not communication activity	1,246	24.8%

3. Frequency of using online communication tools [Matrix SA] (n=5,016)

	Sending email		Texting message		Instant		Multimedia		Video chat		Video call	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Total	4,237	100.0%	3,471	100.0%	3,075	100.0%	1,746	100.0%	1,084	100.0%	783	100.0%
Every day	1701	40.1%	2130	61.4%	1731	56.3%	673	38.5%	231	21.3%	170	21.7%
4-5 times / 1 week	965	22.8%	654	18.8%	639	20.8%	391	22.4%	229	21.1%	161	20.6%
2-3 times / 1 week	761	18.0%	392	11.3%	378	12.3%	290	16.6%	241	22.2%	172	22.0%
Once a week	304	7.2%	95	2.7%	103	3.3%	142	8.1%	162	14.9%	122	15.6%
2-3 times / month	192	4.5%	95	2.7%	87	2.8%	66	3.8%	57	5.3%	45	5.7%
Once a month	168	4.0%	38	1.1%	50	1.6%	73	4.2%	73	6.7%	42	5.4%
Very rarely used	146	3.4%	67	1.9%	87	2.8%	111	6.4%	91	8.4%	71	9.1%

4. Type of devices use to access online communication tools [Matrix MA] (n=5,016)

	Sending email		Texting message		Instant		Multimedia		Video chat		Video call	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Total	4,237	100.0%	3,471	100.0%	3,075	100.0%	1,746	100.0%	1,084	100.0%	783	100.0%
Computer	2176	51.5%	1196	34.5%	1087	35.5%	573	32.9%	306	28.3%	197	25.2%
Laptop	2675	63.3%	1677	48.3%	1681	54.9%	816	46.8%	729	67.3%	489	62.5%
Smartphone	1675	39.6%	1940	55.9%	1540	50.3%	1004	57.6%	346	31.9%	323	41.3%
Handphone	388	9.2%	958	27.6%	441	14.4%	315	18.1%	78	7.2%	67	8.6%
Tablet	501	11.9%	411	11.8%	365	11.9%	247	14.2%	172	15.9%	143	18.3%
MP3 connet with Wifi	47	1.1%	32	0.9%	34	1.1%	20	1.1%	23	2.1%	16	2.0%
Internet connected TV (Smart TV)	23	0.5%	18	0.5%	22	0.7%	8	0.5%	23	2.1%	16	2.0%
Others	12	0.3%	11	0.3%	9	0.3%	9	0.5%	7	0.6%	4	0.5%

5. Frequency of using online communication tools in next 3 months [Matrix SA] (n=5,016)

	Sending email		Texting message		Instant		Multimedia		Video chat		Video call	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Total	4,237	100.0%	3,471	100.0%	3,075	100.0%	1,746	100.0%	1,084	100.0%	783	100.0%
Will use more often	2052	48.4%	1699	48.9%	1314	42.7%	671	38.4%	354	32.7%	276	35.2%
Still use as current frequency	1757	41.5%	1476	42.5%	1355	44.1%	739	42.3%	423	39.0%	312	39.8%
Will use less often	421	9.9%	280	8.1%	398	12.9%	315	18.0%	295	27.2%	185	23.6%
Will not continue to use	7	0.2%	16	0.5%	8	0.3%	21	1.2%	12	1.1%	10	1.3%

6. Level of using of communication application/program/service [Matrix SA] (n=5,016)

	Viber		Yahoo Messenger		Skype		Window live		E - Buddy		Kik Messenger	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Total	5,016	100.0%	5,016	100.0%	5,016	100.0%	5,016	100.0%	5,016	100.0%	5,016	100.0%
Know well and use	291	5.8%	2551	50.9%	1296	25.8%	518	10.3%	478	9.5%	174	3.5%
Know but rarely use	680	13.6%	1631	32.5%	1659	33.1%	1313	26.2%	1331	26.5%	697	13.9%
Know but never use	1562	31.1%	791	15.8%	1788	35.6%	2496	49.8%	2547	50.8%	1691	33.7%
Totally not know	2483	49.5%	43	0.9%	273	5.4%	689	13.7%	660	13.2%	2454	48.9%

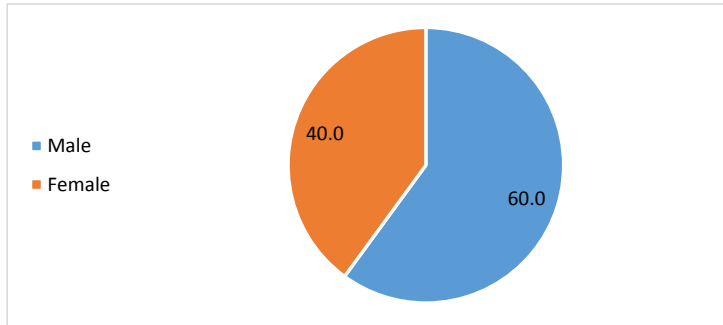
	Ping Chat		WeChat		WhatsApp		Gmail		Google talk		Kakao Talk	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Total	5,016	100.0%	5,016	100.0%	5,016	100.0%	5,016	100.0%	5,016	100.0%	5,016	100.0%
Know well and use	296	5.9%	1487	29.6%	2749	54.8%	4007	79.9%	1252	25.0%	1034	20.6%
Know but rarely use	739	14.7%	1410	28.1%	1053	21.0%	708	14.1%	1487	29.6%	1406	28.0%
Know but never use	1795	35.8%	1871	37.3%	1052	21.0%	254	5.1%	1951	38.9%	2389	47.6%
Totally not know	2186	43.6%	248	4.9%	162	3.2%	47	0.9%	326	6.5%	187	3.7%

	Line		Fring		Yahoo mail		Tango		AIM/AOL		ChatOn	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Total	5,016	100.0%	5,016	100.0%	5,016	100.0%	5,016	100.0%	5,016	100.0%	5,016	100.0%
Know well and use	1772	35.3%	187	3.7%	3343	66.6%	181	3.6%	217	4.3%	403	8.0%
Know but rarely use	1265	25.2%	809	16.1%	1055	21.0%	726	14.5%	777	15.5%	874	17.4%
Know but never use	1680	33.5%	1734	34.6%	552	11.0%	1633	32.6%	2133	42.5%	2111	42.1%
Totally not know	299	6.0%	2286	45.6%	66	1.3%	2476	49.4%	1889	37.7%	1628	32.5%

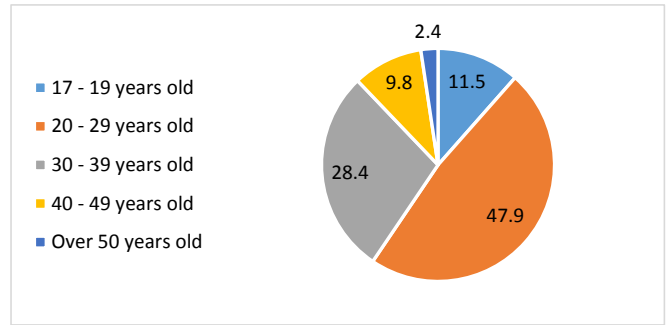
	BBM	
	Frequency	Percent
Total	5,016	100.0%
Know well and use	3002	59.8%
Know but rarely use	613	12.2%
Know but never use	1278	25.5%
Totally not know	123	2.5%

Respondent Profile

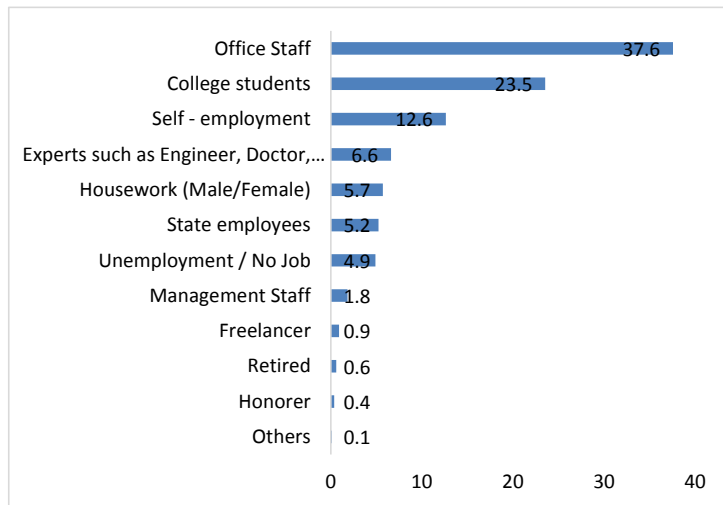
1. Gender (n=5,016)



2. Age (n=5,016)



3. Occupation (n=5,016)



4. Monthly Household Income (n=5,016)



Unit%

Unit%

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