

Text Messaging

Highlights

- About 1.5 trillion text messages were sent in 2009, up from 1.5 trillion in 2008 and 363 billion in 2007, according to the wireless trade association CTIA.
(<http://www.ctia.org/media/press/body.cfm/prid/1936>)
- Adult cell phone users are increasingly texting – 72% text as of May 2010, up from 65% in September 2009.
(<http://www.pewinternet.org/Reports/2010/Cell-Phones-and-American-Adults/Overview.aspx>)
- The number of pictures and multimedia messages sent by mobile devices doubled from 2008 to 2009 to more than 24.2 billion MMS messages
(<http://www.ctia.org/media/press/body.cfm/prid/1936>)
- Mobile users sent and receive more text messages in 2008 than phone calls – averaging 357 text messages a month versus 204 phone calls.
(http://ens.nielsen.com/main/insights/consumer_insight/issue_12/flying_fingers)
- Texting for charity is a growing trend. The Haiti earthquake saw almost double the number of SMS donors. African Americans, Hispanics and males were more likely to donate in this manner.
(<http://mmaqlobal.com/news/text-messaging-provides-us-consumers-convenient-secure-immediate-way-help-haitian-earthquake-vi>)

Demographics

Age:

- Seniors are the least likely to send text messages. Only 17% of those who own cell phones have ever sent a text, and only 5% have sent a text on a typical day.
(<http://www.pewinternet.org/Reports/2009/12-Wireless-Internet-Use/5-Mobile-access-to-data-and-information/3-Variations-by-age-and-race.aspx?r=1>)
- Teen texting is exploding – daily texting increased from 38% to 54% from February 2008 to September 2009. A third of teens send more than 100 texts a day, and half send over 50. Girls are the most frequent texters, and young teenage boys send the fewest.
(<http://www.pewinternet.org/Reports/2010/Teens-and-Mobile-Phones.aspx?r=1>)

Race:

- Pew Internet data suggest that minorities tend to text message more than their white counterparts: 50% of Hispanics and 47% of African Americans who own cell phones report texting on a typical day, compared with 40% of whites.
(<http://www.pewinternet.org/Reports/2009/12-Wireless-Internet-Use/5-Mobile-access-to-data-and-information/3-Variations-by-age-and-race.aspx?r=1>)

