



## Trends in Texting

The cell phone is the most quickly adopted consumer technology in the history of the world. Cell phone ownership among adults has exceeded 90%, with cell phones now being used by 91% of adults.

- 67% of cell owners find themselves checking their phone for messages, alerts, or calls — even when they don't notice their phone ringing or vibrating. Some 18% of cell owners say that they do this "frequently."
- 44% of cell owners have slept with their phone next to their bed because they wanted to make sure they didn't miss any calls, text messages, or other updates during the night.
- 29% of cell owners describe their cell phone as "something they can't imagine living without."
- 39% of cell owners say that people they know have complained because they don't respond promptly to phone calls or text messages.
- 33% of cell owners say that people they know have complained because they don't check their phone frequently enough.
- 78 percent of teens ages 12 -17 have a cell phone and 37 percent have a smart phone. Non-owners were younger teens (especially boys), Hispanics, and those living in poorer households.
- Texting has surpassed email, phone and face-to-face conversation as the main communication vehicle for 12-17 year olds. The average number of monthly texts for 13-17 year-olds is **nearly five times** that of voice calls.
- When surveyed, the top three reasons teens said that they prefer messaging to calling was because it is faster (22 percent), easier (21 percent), and more fun (18 percent).

### **Sources**

**The Pew Research Center Internet and American Life Project**

<http://pewinternet.org/Reports/2012/Best-Worst-Mobile.aspx>

<http://www.pewresearch.org/fact-tank/2013/06/06/cell-phone-ownership-hits-91-of-adults/>

**Neilson State of the Media: Mobile Media Report**

<http://www.nielsen.com/us/en/reports/2011/state-of-the-media--mobile-media-report-q3-2011.html>