

Statistics

General Texting Statistics

- Texting is the most widely-used and frequently used app on a smartphone, with 97% of Americans using it at least once a day. (Pew Internet)
- People worldwide will send 8.3 trillion text messages in just this year alone. That's almost 23 billion messages per day, or almost 16 million messages per minute. (Portio Research)
- Over 6 billion text messages are sent in the U.S. each day. (Forrester)
- Over 80% of American adults text, making it the most common cell phone activity. (Pew Internet)
- Text messages have a 98% open rate, while email has only a 20% open rate. (Mobile Marketing Watch)
- Text messaging has a 45% response rate, while email only has a 6% response rate. (Velocify)
- 90% of all text messages are read in under 3 minutes. (Connect Mogul)
- 96% of smartphone users text. (Acision)
- The average adult spends a total of 23 hours a week texting (USA Today)
- The average Millennial exchanges an average of 67 text messages per day (Business Insider)
- On average, Americans exchange twice as many texts as they do calls (Nielsen)
- Only 43% of smartphone owners use their phone to make calls, but over 70% of smartphone users text (Connect Mogul)
- 55% of heavy text message users (50+ texts per day) say they would prefer to receive a text over a phone call (Pew Research Center)

Business Texting Statistics

- 79% of companies believe customers want SMS/text support. (ICMI)
- 38% of contact centers currently offer SMS, and 23% have plans to add it in the next 12 months. That means 61% of contact centers will offer SMS support in 2016. (Dimension Data)
- 80% of people are currently using texting for business. (eWeek)
- One in five consumers is just as likely to prefer a text message from a business to a phone call. (ICMI)
- Over half of customers said they would be likely to text with a customer support agent. Similarly, 52 percent would prefer texting customer support over their current preferred form of communication. (eWeek)
- A 2012 study found that text was the highest rated contact method for customer satisfaction out of all other customer communication channels. Text earned 90 out of 100 points, while phone earned 77 out of 100 and Facebook earned 66. (CFI Group)
- Millennials prefer automated text messaging over IVR, including speech-based solutions (Frost & Sullivan)
- Over one-third of business professionals say they can't go 10 minutes without responding to a text. (eWeek)
- SMS text chat converts a \$6-\$20 call to a chat that costs pennies per session. (Forrester & ContactBabel)
- Sales prospects who are sent text messages convert at a rate 40% higher than those who are not sent any text messages. (Velocify)
- Almost 25% of marketers are currently using text messaging. Over 65% of them report SMS as being "very effective." (ExactTarget)
- 75% of people would like to have offers sent to them via SMS. (Digital Marketing Magazine)
- 44% of consumers with texting capabilities would prefer to press a button to initiate a text conversation immediately, rather than waiting on hold to speak with an agent. (Harris Poll; link below)
- 20% of financial services companies use mobile messaging to ensure business continuity and add to their multichannel capabilities. (Loyalty 360)
- 77% of consumers with texting capabilities aged 18-34 are likely to have a positive perception of a company that offers text capability. (Harris Poll; link below)
- 44% of consumers would rather receive product details and other marketing messages through text over any other channel. (Direct Marketing Association)
- 72% of business professionals prefer texting to messaging apps. (eWeek)

