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# 2019 Mobile Usage Report: How Consumers Are **Really** Texting

[www.eztexting.com](http://www.eztexting.com)

# Table of Contents

<b>About EZ Texting</b>	<b>1</b>
<b>Key Takeaways</b>	<b>2</b>
<b>Chapter 1</b> It's a 24-7, 365-Days-a-Year Habit	<b>3</b>
<b>Chapter 2</b> High Engagement Rates Are Consistent	<b>5</b>
<b>Chapter 3</b> Consumers Prefer to Keep It Simple	<b>7</b>
<b>Chapter 4</b> It's Not Just Millennials Anymore	<b>9</b>
<b>Summary</b>	<b>11</b>
<b>Survey Details</b>	<b>12</b>

# About EZ Texting

Founded in 2004, EZ Texting has served over 160,000 customers and is the #1 SMS marketing software, setting the standard for business texting platforms. Our cloud-based, self-service SaaS platform is featured as a top 20 Best Product for Marketers and allows businesses of all sizes to reach and engage their mobile audiences.

EZ Texting delivers the fastest, easiest, and most reliable way to connect. Send smarter with our simple, beautiful, essential business messaging solutions.

# Key Takeaways

## **Consumers are text obsessed. They check their devices constantly.**

- Over 50% check their phones 5x per hour – that's 120 times over 24 waking hours.
- Most consumers check their phones within 3 minutes of waking up and nearly all consumers check their devices within 30 minutes of waking up.

## **Text messaging dominates across all age groups.**

- 50% of consumers ages 18-29 check their messages at least 7x per hour.
- 50% over age 45 check their phones more than 3x per hour.
- 43% over age 60 check their phones at least 3x per hour.

## **Consumers spend more time using texting on their mobile phones than doing nearly any other activity, including social media, gaming, online shopping, and consuming videos.**

- The only activity with a comparable frequency rate is browsing the internet.

## **Open rates remain impressively high.**

- Our survey showed a nearly 100% open rate for texts overall.
- 90% of consumers open and read a new text message within 30 minutes of receiving it.

## **Text messaging maintains unprecedented engagement rates.**

- Most consumers respond to new texts within three minutes. Nearly 90% respond within 30 minutes.
- Text messaging has 6X the engagement of email.

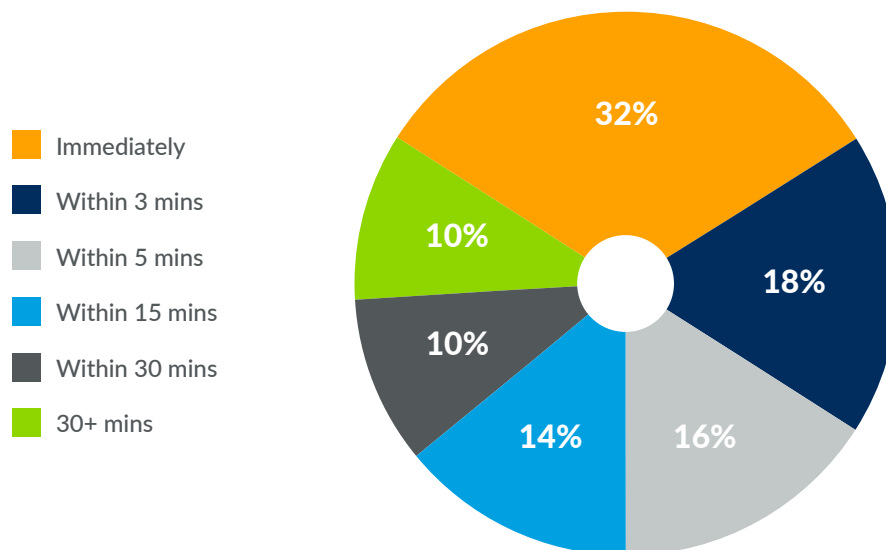
## **With all of the new messaging apps available, the native messaging app is still the most used across all age groups.**

- The native texting app is:
  - 3X more likely to be used than Facebook Messenger.
  - 6X more than WhatsApp.
  - 11X more than Instagram.
  - 50X more than Viber and Skype.

# It's a 24-7, 365-Days-a-Year Habit

Our 2019 survey results back it up: We've got a mobile device habit. Mobile phone usage is so habitual, about 90% of our survey respondents admit to checking their phones **within 30 minutes of waking up**. As it happens, most consumers told us that they check their phones within three minutes of waking up and **30% check it immediately**, making it one of the primary actions at the start of most people's days.

## How soon do you check your mobile device upon waking up?



After a rapid adoption in the 1990s, text messaging quickly became a dominant method of communicating with peers, but it has seen slower adoption among businesses, personal service providers, and customer support divisions.

Yet our survey respondents indicated that they have **not** become desensitized to the immediacy and increasing volume of text messages. **Most consumers check a new text message within 5 minutes of receiving it**, and 90% of people read new messages within 30 minutes.

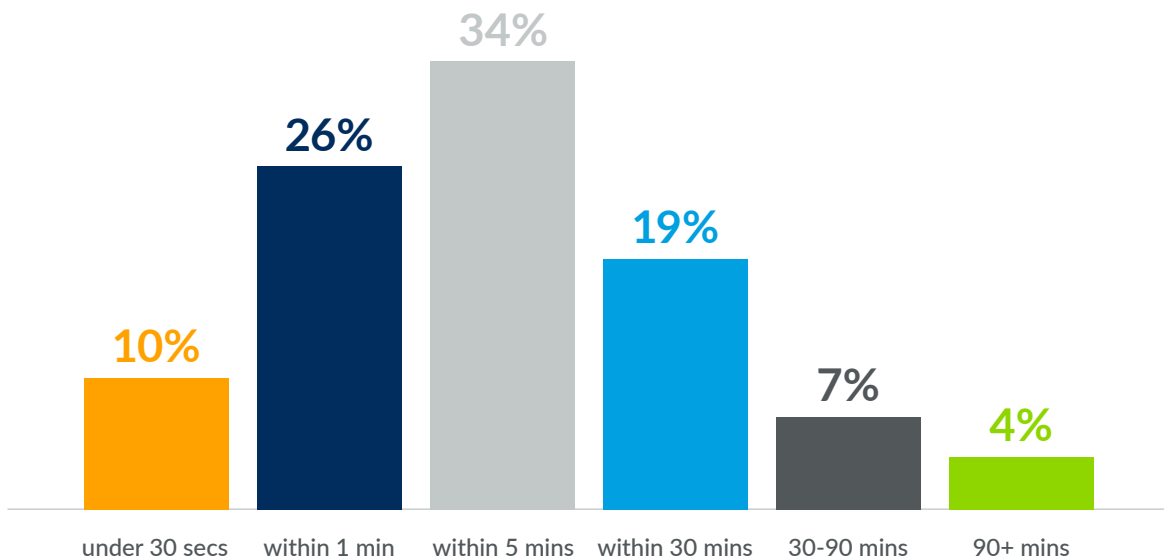
Compare that to email marketing, which, in 2019, has an average open rate of 17.92% across all industries<sup>1</sup>. **Text messages are 134% more likely to be read than emails**. Not only that, but marketing emails will likely languish in an inbox for over an hour, with only 23% read within one hour of being received<sup>2</sup>.

“

*Text messages are 134% more likely to be read than emails.*

The urgency that a text message conveys continues to align SMS marketing with time-sensitive B2C communications like promotions, notifications, reminders, and customer support responses.

When you receive a new text message, how quickly do you open and read it?



# High Engagement Rates Are Consistent

The advent of text messaging has allowed our society to be more productive, more connected, and more accountable. The current expectation is that we are always “on,” and no more so than in the acts of receiving and reacting to SMS.

Compared to the bandwidth and connection speed required to load and read a file-heavy marketing email, a text message has zero load time, allowing it to be scanned and delivered far more quickly. The immediacy of delivery perhaps explains the reliance on text messaging as a fast, direct form of communication.

Industry stats have demonstrated that email open rates hover around 20%<sup>3</sup>. All of our survey respondents admit to opening and reading their text messages nearly 100% of the time, regardless of the immediacy of the open rate.

“  
*Text messaging has  
6X the engagement  
of email.*”

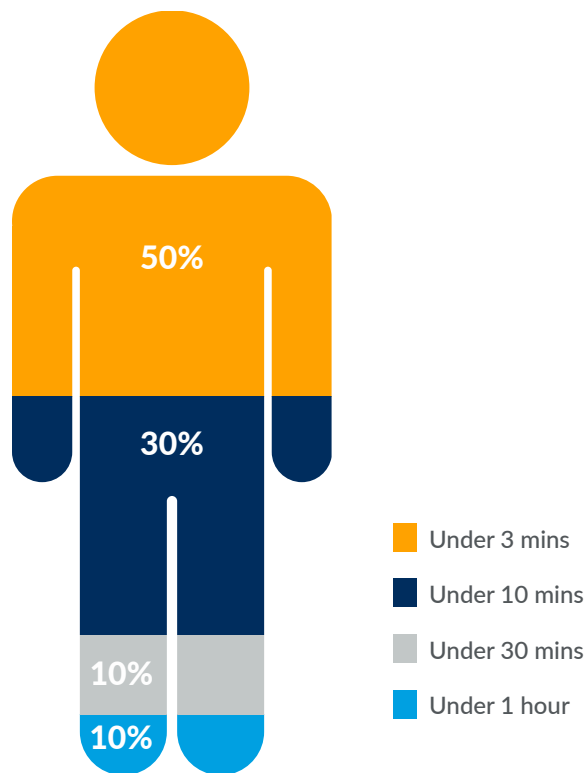
It also underscores the high levels of engagement that the marketing industry continues to see with SMS. Consumer engagement rates are determined by the click-through rate when a text blast provides an actionable next step in the form of a clickable URL.

According to EZ Texting’s internal metrics, the typical click-through rate on text blasts is 24.4%. Industry standards indicate that the average click-through rate of email is 3.42%. That means that **text messaging has 6X the engagement of email.**

Moreover, tests have demonstrated that a follow-up text after sending a marketing email can increase email open rates by 30%<sup>4</sup>. It's a strategy that many top marketers are beginning to adopt to ensure their messages get seen.

User behavior may explain the huge difference in engagement levels between emails and SMS. Recent research<sup>5</sup> shows that people now check emails at fewer intervals throughout the day than they previously did. It follows that when a user has a crowded inbox, many email messages will likely go unchecked as the brain prioritizes messages that require an immediate response.

## How long after opening and reading a text do you usually respond?



Our survey gauged respondents on their text message response times, and the results are impressive. About **half of consumers respond to new texts within 3 minutes, and nearly 90% respond within 30 minutes**. This response rate is a stark contrast to sales calls, for example, which have a lead-conversion rate of 15%<sup>6</sup> and, even worse, cold calling, which only converts at about 1%<sup>7</sup>.

Just as with all marketing outreach, it's imperative to follow best practices to maintain the high engagement rate that we continue to see with text marketing, including: Only send texts during business hours (being aware of time zones); ensure your contacts have opted-in to receive your texts; keep the content timely, relevant, and actionable. Our survey also showed that 77% of consumers prefer to hear from businesses on weekdays rather than weekends, and 73% of them prefer to hear from businesses between 8 a.m. and 5 p.m.



# Consumers Prefer to Keep It Simple

In many ways, the native text messaging app on a mobile phone is an afterthought. It hasn't changed much since its functionality was introduced. Now we can send MMS in the form of images, animated GIFs, and short movies, but the most frequent usage is still the no-frills SMS. However, its simplicity is likely one of its most enduring values. Despite the expanding capabilities of our mobile phones, texting is as popular as ever.

In fact, our survey found **texting is most cellphone users' top activity**, approximately equal to the amount of time they spend browsing the internet on their phones. Consumers spend more time texting on their mobile devices than doing nearly any other activity, including social media, gaming, online shopping, and consuming videos.

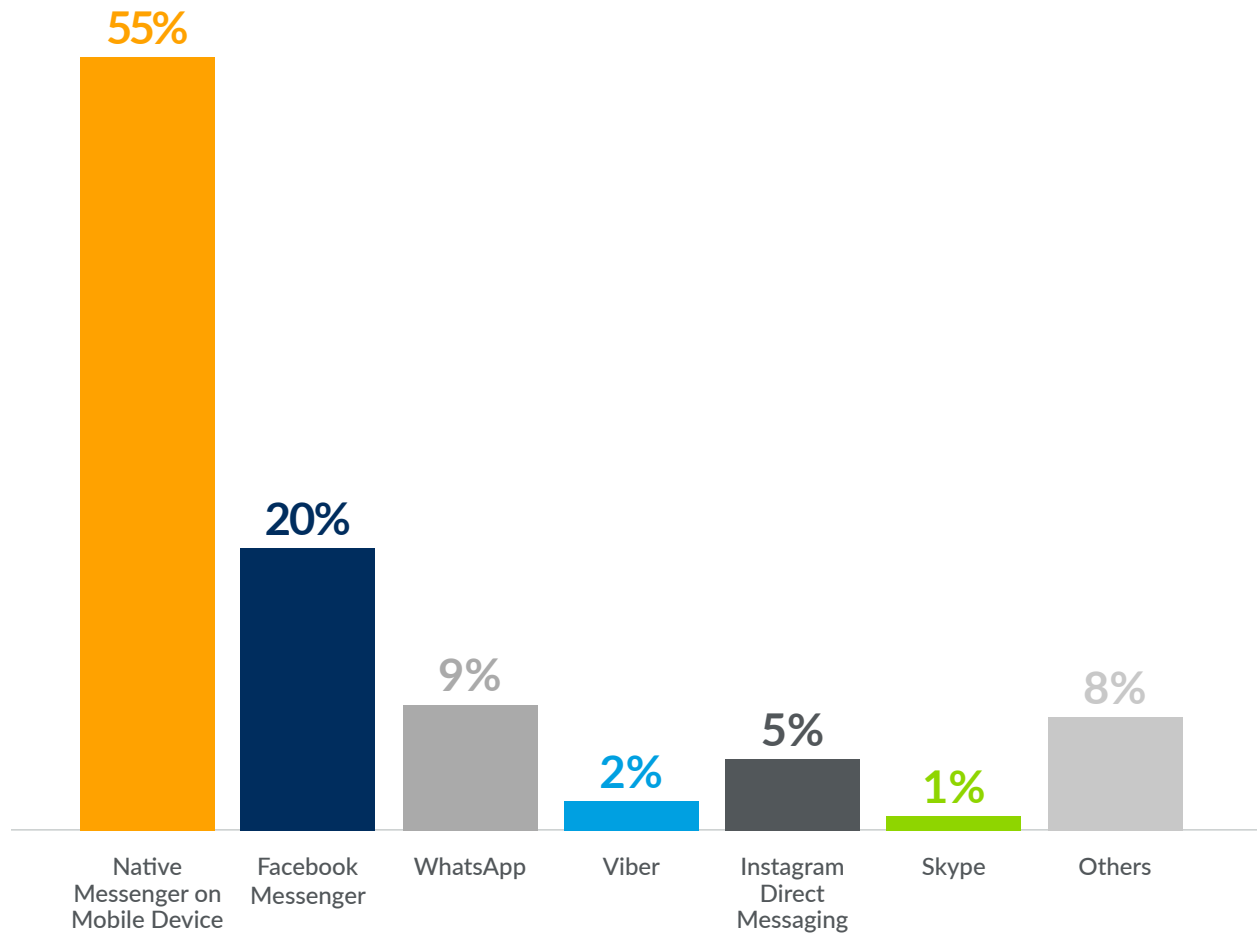
“  
*Texting is most cellphone users' top activity.*”

With the increasing use of messaging apps, whether the messaging functionality is a part of a larger social platform like Facebook or a standalone app like Viber, consumers have more choices for their messaging needs than ever before. More likely than not, they are using a combination of messaging platforms.

However, of all of the texting apps available, consumers across demographics are **more likely to use the native messaging app than any other platform** when sending messages. According to our survey, the native texting app's usage beats out Facebook Messenger by 3X, WhatsApp by 6X, Instagram by 11X, and both Viber and Skype by 50X across all demographics.

A straightforward interface that decreases cognitive load may contribute to consumers' preference for the native app. Consider that most all popular free email service providers stack their user interfaces with ads. Surrounded by fewer distractions, the information in a text received in the native messaging app can be processed by the brain more easily. With text marketing, a business's promotion or notification isn't competing side by side with an ad or another call to action.

## Which text messaging platform do you typically use to send messages?

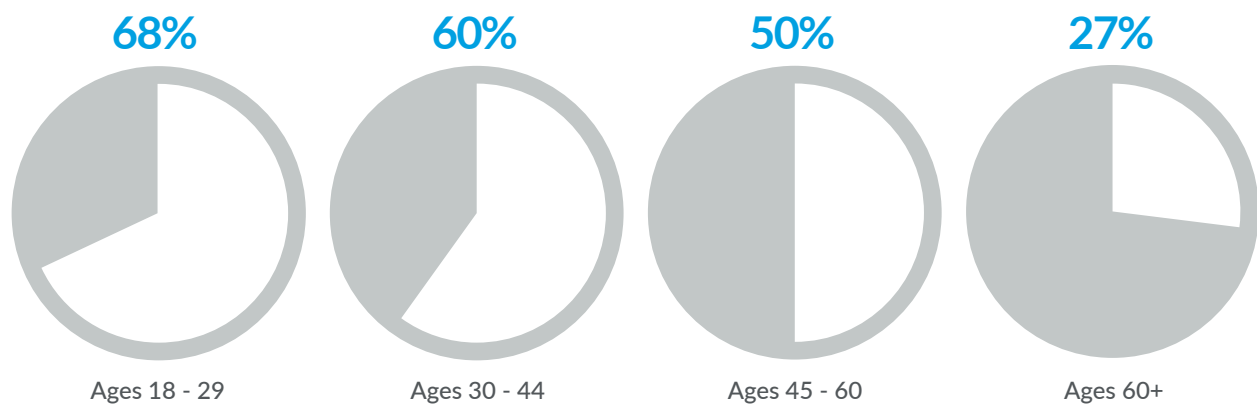


# It's Not Just Millennials Anymore

Some marketers may have traditionally believed that texting is a young person's game. That is no longer true. While most of our survey respondents ages 18-44 do use texting a bit more than people aged 60+, all respondents rely heavily on the medium.

Our survey found that nearly 50% of users ages 18-29 check their messages at least **7 times per hour**. Hence, Millennials and Gen Y consumers are checking their text messages every eight minutes throughout the day.

Percentage of users who check their phones at least 5 times per hour:



On the other hand, the latest email open rate tracking shows that most consumers start checking email around 12 p.m. The average email open rate peaks around 3 p.m. and then declines sharply from there, offering a much smaller window of time for marketers to reach their audiences.



*Millennials and Gen Y consumers check their text messages every 8 minutes.*

While respondents over age 45 don't use text messaging quite as heavily, **50% still check their phones for new messages more than 3 times per hour**. Even for folks over age 60, **43% check their text messages at least 3 times per hour**. Perhaps one of the reasons that texting and use of the native texting app are preferred across all age groups is the staggering numbers of mobile phone ownership worldwide.

Globally, 66.53% of the population now have mobile devices<sup>8</sup>, and, while smartphone numbers are increasing as well (about 35.13% of the population), all mobile devices allow for SMS messaging, cementing text marketing's place as the world's most democratic and cross-cultural marketing channel.

# Summary

Many of the text marketing stats that the entire marketing industry uses over and over are, on average, about five years old, so we went about proving that these mind-blowing engagement and adoption statistics still hold true.

Our objective in conducting this survey has been to prove that text messaging is part of the fabric of our lives, and by identifying the SMS usage and response trends, we believe we have succeeded in this mission. Text marketing is an essential part of any organization's communication and promotions strategy, and EZ Texting is the industry leader in providing these messaging solutions.

EZ Texting remains the top-rated SMS marketing platform because of its product simplicity, quick adoption time, robust functionality, unmatched relationships with cell phone carriers, and powerful results and tracking. We have very passionate and dedicated teams across all our locations that are here to change the world for the better – and to help you send smarter.

[START YOUR FREE TRIAL TODAY](#)

*Or call our Sales team for a quick demo at (800) 753-5732.*

# Survey Details

For this survey, we anonymously polled 1,039 participants randomly selected through a paid SurveyMonkey sample in July 2019.

Participants ranged from ages 18 to 65+. The largest portions of our respondents were ages 25-34 (21%) and 45-54 (23%). No other age group was represented by less than 8% of the total survey participants. Gender was split, male (45%); female (54%); and non-gender identifying (1%).

Thank you for reading! If you found this interesting, you are welcome to share it. We just ask that you please cite EZTexting.com as your source.



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EZ Texting is the #1 SMS marketing software. We deliver the smartest, fastest, easiest, and most reliable ways to connect with your mobile audience. Learn more at [eztexting.com](http://eztexting.com)

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