

TEXT MESSAGE USAGE IN THE USA

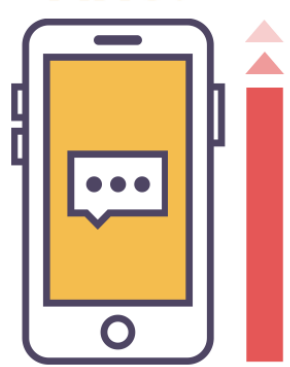
Infographic provided by:

www.Tier1Apps.com

USA residents send over 4 billion SMS text messages EVERY 24 hours.

4.1 BILLION EVERY DAY

PING!

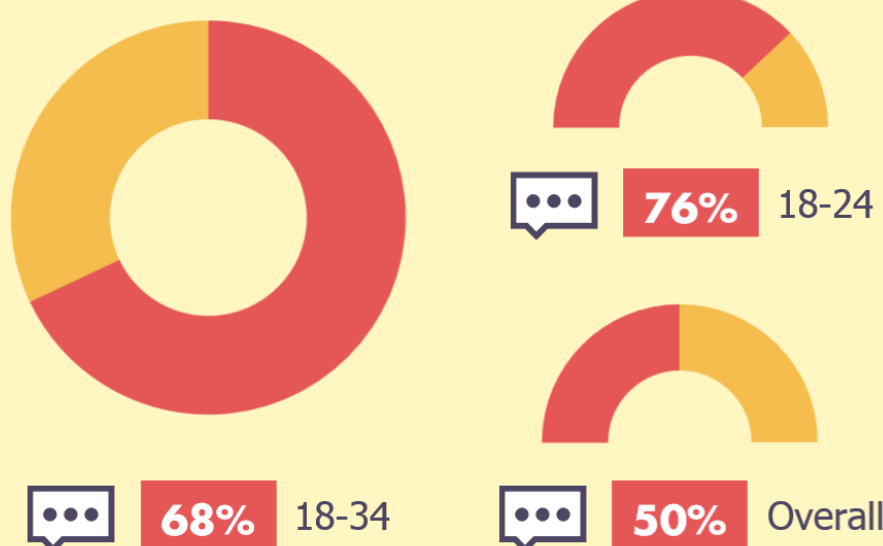


PING!



On average, Americans send and receive twice as many text messages as phone calls per month.

68% of people 18-34 use text messaging (76% of people 18-24 and 50% overall), note the 2007 date of the study.



In 2008, teens texted more than anyone else, coming in at 85%. In 2009, the trend continued with teens at 94% and 20-30 at 87%, older groups also increased usage. Average 40 year olds usage jumped from 56% to 64%, and for people in their 50s it climbed from 38% to 46%.

2008

Users of texting



Teens 30-40 40-50

2009

Users of texting

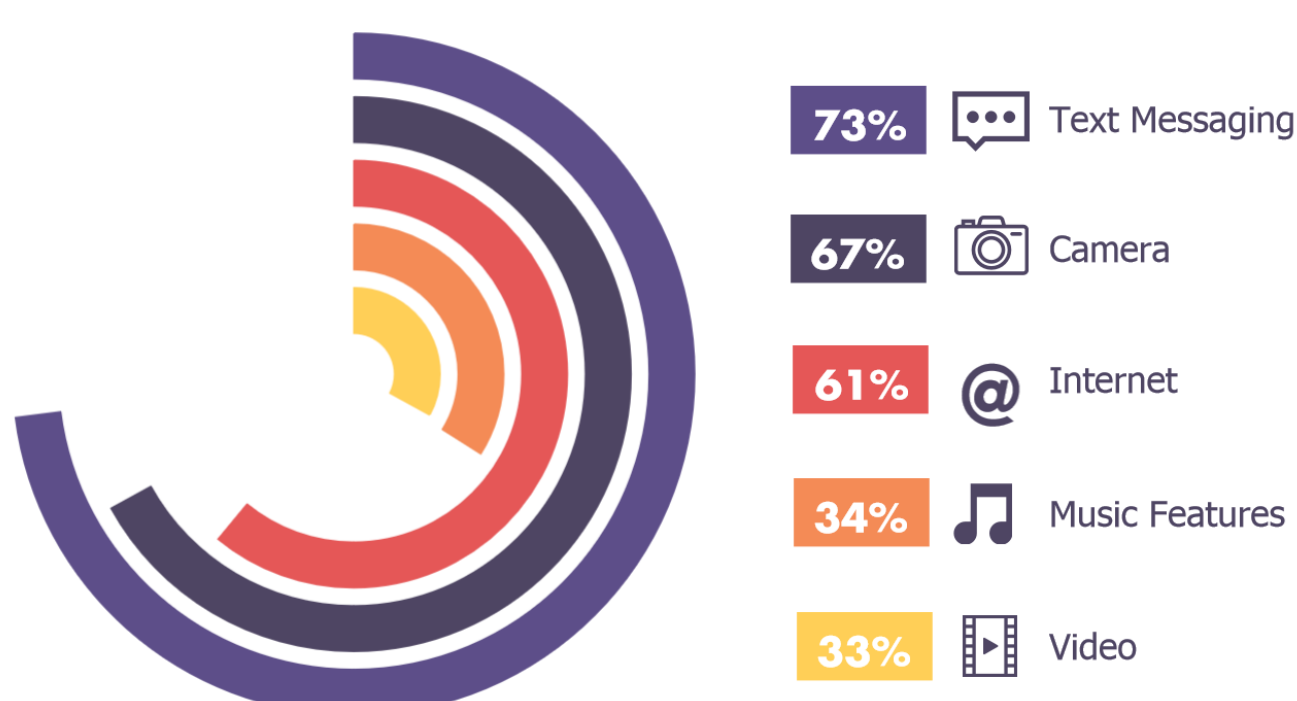


Teens 20-30 30-40 40-50

60% of U.S. mobile phone users now use SMS, compared to 54% in a survey conducted last year.



A new online survey of mobile users conducted in January, 2008 by Amplitude Research has found the following features and considerations to be most important among cell phone buyers:



Roughly two-thirds of Hispanics used text messaging in the last 30 days, about one-fourth utilized mobile Internet, and the same percentage sent an email in the past month.

