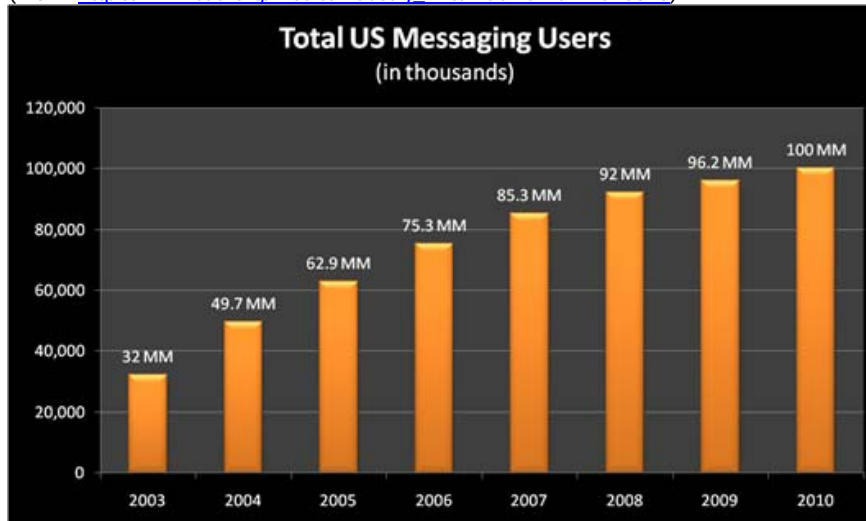


Text Messaging

Highlights

- About 160 billion text messages were sent in 2006 in the USA, up from 82 billion in 2005, according to the wireless trade association CTIA.

(From: http://www.ctia.org/media/industry_info/index.cfm/AID/10323)



From: <http://www.cellsigns.com/industry.shtml>

- As of July 2006, over 10 billion text messages are sent every month in the U.S. – and that number has grown by 250% each year for the last two years. (From: <http://www.cellsigns.com/industry.shtml>)
- Additionally, about 200 million text messages are sent on the average day world-wide, up from 75 million per day in the same period the year before (2006). (From: <http://www.clickz.com/showPage.html?page=3626092>)
- Text messaging traffic peaks in the early evening hours. (From: <http://www.clickz.com/showPage.html?page=3626092>)

Demographics

Age:

About 65% of Americans from aged 18 to 29 send text messages, according to a Pew Internet & American Life Project survey in March 2006. Those users are bringing texting to their parents - or are moving into the workforce and texting with older colleagues. Pew reports that 37% of cell phone owners ages 30 to 49, 13% of those 50 to 64, and 8% of those 65 and older use text messaging services. Pew also found that 13% of people not currently text messaging would like to use this feature.

(From: <http://www.pewinternet.org/PPF/p/1099/pipcomments.asp>)

Sex:

According to a Harris Interactive Study in early 2007, women are a bit more likely than men (38% vs. 33%) to use their phones to send or receive text messages.

(From: <http://www.marketingcharts.com/direct/survey-growing-opportunities-for-mobile-advertising-790/>)

Race:

Pew Internet data suggest that minorities tend to text message more than their white counterparts: of those reporting they send and receive text messages 31% were white, 42% were black, and 54% were English-speaking Hispanics.

(From http://www.pewinternet.org/pdfs/PIP_Cell_phone_study.pdf)