

Four Types of Texters Among Young Adults in Urban Environments Age 18-29

1. On-the-Go Texter

On-The-Go texters are characterized by their busy lifestyles. Texting to them is the tool with which they organize and manage all of the facets of their lives. Texting is a useful and necessary tool for planning events, connecting quickly with friends and family, and taking care of errands. Texting doesn't strengthen or deepen relationships; it's a necessary tool for communicating. There is no question in their minds that texting is here to stay.

On-the-go texters in the Q Method study agreed:

- "Texting has become part of the social protocol. It's just the way we communicate now."
- "I like texting because it's efficient, short, and to the point."
- "There are often times during the day when it is inconvenient to talk on the phone but where sending a text is much easier."

A sample marketing message to target the On-the-Go texter would be:

"Sign up for emergency message service. It's quick & easy to get updated information. Best of all, texting fits right into your busy lifestyle."

2. Strategic Texter

Strategic texters are characterized by their use of texting exclusively as a tool for quick, targeted communications. They prefer to use other forms of communication to deepen their relationships or for long conversations. To them texting is convenient and efficient in situations where small amounts of information need to be communicated. Texting has its place but a limited place.

Strategic texters in the Q Method study agreed:

- "There are often times during the day when it is inconvenient to talk on the phone but where sending a text is much easier."
- "I text only when I can't call, email or meet in person."
- "I hate it when I'm hanging out with people and instead of socializing, they text with other friends."

A sample marketing message targeting Strategic texters is:

"Sign up for emergency message service. Texts will be short and to the point, allowing you to follow up only on the information that interests you."

3. Intimate Texter

Intimate texters are characterized by their use of texting as a way to maintain relationships with close friends and family members. Although they do use texting for some practical reasons, they think of it as a tool to use with a tight knit circle of close people. They are not interested in the technology for the flashy features, constant access or social status.

Intimate texters in the Q Method study agreed:

- "I text because it's an easy way to let someone know you're thinking of them."
- "I text to deepen my relationships."
- "I hate it when I'm hanging out with people and instead of socializing, they text with other friends."

A sample marketing message for Intimate texters to opt-in to an emergency texting service:

"Sign up for emergency message service. Make sure you have the information your close friends and family need in the event of an emergency."

4. Security Texter

Because texting is private and reliable, it provides the Security texters with peace of mind. To them, texting is a security blanket. Texting is a tool used for physical protection in cases of social emergencies and when they feel personally threatened. Texting is also a dependable tool for communicating with friends and family who live far away.

Security texters in the Q Method study agreed:

- “I like texting because texting is private. I can text without my kids/friends/parents knowing the subject matter.”
- “I feel safer knowing I can text someone if I were in a dangerous situation.”
- “I like texting because I can avoid interrupting someone.”

A sample marketing message for Security texters to opt-in to an emergency texting service:

“Sign up for emergency message service. Have information at your fingertips in case of a dangerous situation.”