

4 Types of Texters Among Native American Young Adults Age 18-29 From Cities and Reservations

1. Casual Texter

Casual texters primarily utilize texting because it's a useful alternative to more formal communication. With phone calls, Casual texters fear that they will interrupt someone or they will be trapped in a long or awkward conversation. They value texting because it's informal and less risky. Casual Texters are less concerned than other groups with using the technology to be available to their family. In fact, they are keenly aware that texting allows them to keep conversations private from parents and kids.

A sample marketing message to target the Casual texter would be:

"Sign up for emergency message service. It's quick & easy, and more convenient than a phone call. Best of all, texting fits right into your life."

2. Convenience Texter

Because Convenience texters are extremely busy, they find texting useful to get directions, store information and for chatting. They prefer face-to-face communication for meaningful or lengthy conversations. Although Convenience texters text frequently, they don't feel a need to be constantly available or connected. In general, they don't consider texting a vital aspect of their life, but they do value the technology for its utility.

A sample marketing message targeting Convenience texters is:

"Sign up for emergency message service. It's a reliable way to get important information quickly and efficiently – just what you need, when you need it most."

3. Connector Texter

Connector texters text more often than any other group and the texts they send are more playful. They are distinct from other groups in their belief that texting can be a fun and addicting. Many in this group text more than they talk on the phone. For this group, texting is a crucial means to connect with others and maintain bonds. Because Connector texters are family oriented, they like that the technology allows them to be available to their family and to feel closer to family members.

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

"Sign up for emergency message service. It's a great way to keep your family informed and stay connected during a disaster."

4. On-call Texter

On-call texters like texting because it helps them manage work and family responsibilities. They don't text to gossip or look cool; they value the technology for its practicality. They have close ties to their families and they use texting to be constantly on-call with their families in case of emergencies, to provide support, to update plans, and to check-in on children, elders, and others who need them. They also feel safer knowing that they could text in an uncomfortable or urgent situation. On-call texters don't text as often as other groups, but they do appreciate that the technology allows them to always be available if needed.

A sample marketing message targeting On-call texters is:

"Be on top of emergencies with emergency text message service. Your family's safety depends on you, and you depend on quick, reliable information. Texting is a practical tool for sharing information in an emergency."