

3 Types of Texters Among Young Adults in Rural Environments Age 18-29

1. Selfless Texter

This type of texter appreciates the convenience of SMS, particularly compared to making a phone call. Whether it's late at night or early in the day, or the person is just too busy, the Selfless texter is assured that a text won't interrupt something important, and the message will be short and to the point, so as to not annoy the recipient. As a selfless communicator, this type of texter appreciates SMS because s/he values always being available to others. This person is also somewhat anxious, and likes the feeling of safety s/he gets with text messaging.

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

"Sign up for emergency message service. Receive important emergency health information you can forward to your close friends and family."

2. Conflicted Texter

The Conflicted texter is suspicious that texting is detrimental to real communication, and prefers the reliability of face to face interaction. However, s/he recognizes that texting is useful in some situations and actually texts more than it would appear from what s/he says. It's not about deepening relationships or adding to one's accessibility, but texting is useful when short communication is needed like when you're running late or when you don't want to get into a long conversation. The Conflicted texter feels that people abuse texting, are rude with it, or they do it to improve their image.

A sample marketing message targeting Conflicted 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. Controlling Texter

The Controlling texter likes texting because it allows him/her to control the pace and amount of communication. S/He can do it quietly, privately, can get the information s/he needs, and appreciates that texting allows the recipient to be responsive. The Controlling texter is not interested in deepening relationships or maintaining friendships, but in giving clear directions and communication. This texter likes to text while doing something else, likes the fact that people always are available to him/her, and likes to chat or gossip via text.

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

"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."