

3 Types of Texters Among Spanish Speaking Young Adults Age 18-29

1. All Purpose Texter

All Purpose texters like the technology and text often. They don't have time to get in long conversations with people so they like the quick aspect of texting. They use text to manage their lives, from texting when they are running late to texting while doing other things. All Purpose texters also use text for gossip and chat more than the other groups and send messages to multiple people at once. They also like that texting is private. They like to stay connected with people and text allows them to do this in an efficient way. They see texting as just part of their lives.

A sample marketing message to target the All Purpose texter would be:

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

2. Reassurance Texter

Reassurance texters use text to stay connected with family that may be far away, especially since they worry a lot about family members. They like that text messaging allows them to feel safe and secure in many different situations.

A sample marketing message targeting Reassurance texters is:

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

3. Worker Texter

This type of texter uses text to coordinate their work. Work related matters are their most important use of text. They like to use text so that they don't bother someone, especially if it's late or early in the day or if the person is busy. They aren't texting to stay connected with a social network. While they do text to keep in touch with family, they don't seem overly connected to the technology.

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

"Sign up for emergency message service. It's an easy way to get updated information to keep you safe. Best of all, texting fits right into your life."