validity

The State of SMS Marketing in 2023

Validity Research Shows Consumers are Ready for SMS Marketing—But Brands are Falling Short of Their Expectations

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Here's my number... so text me maybe?

The basic tenets of marketing call for us to meet customers where they are—and these days, they're on their phones.

The average smartphone user checks their device 96 times a day. For companies sending text, Short Message Service (SMS), Multimedia Messaging Service (MMS), and/or WhatsApp messages, that means 96 opportunities to make a sale—if they have the right strategy.

SMS and email naturally complement each other— each supports certain message types.

But given how quickly SMS became a dominant force in the marketing landscape, many brands find themselves struggling to adapt. Particularly as marketers of various backgrounds (chiefly email marketers) suddenly find themselves responsible for SMS as well.

This in mind, it's no surprise our research shows brands are falling short of consumer expectations. The State of SMS Marketing in 2023 is a global study of 1,218 consumers in the United States, United Kingdom, Australia, and New Zealand. This report explores how marketers can navigate the opportunities and pitfalls of using text, SMS, MMS, and/or WhatsApp messages to deliver an experience that captures the hearts (and wallets) of their subscribers.* Due to underlying consistencies in responses from the four regions, statistics presented in this study reflect global percentages, except in highlighted cases of notable variances.

For brevity, this report uses the term "SMS" to refer to all types of text, SMS, MMS, and WhatsApp messaging.

"Email marketing teams are often considered the natural owners of the SMS channel. In my current and previous two roles, I managed email first, then took ownership of SMS as it was added into our program mix."

Jen Partin, Senior Marketing Manager, Email and SMS, Hickory Farms

Key Findings

Consumers are receptive to SMS marketing...

19% of respondents list SMS as their most preferred brand communication channel (ranked second only to email).

...but brands are falling short of consumer expectations.

96% of respondents have felt annoyed at least occasionally by SMS marketing messages.

Unmet expectations have direct financial consequences.

56% of respondents have purchased less or stopped buying from a brand altogether due to annoying SMS messages.
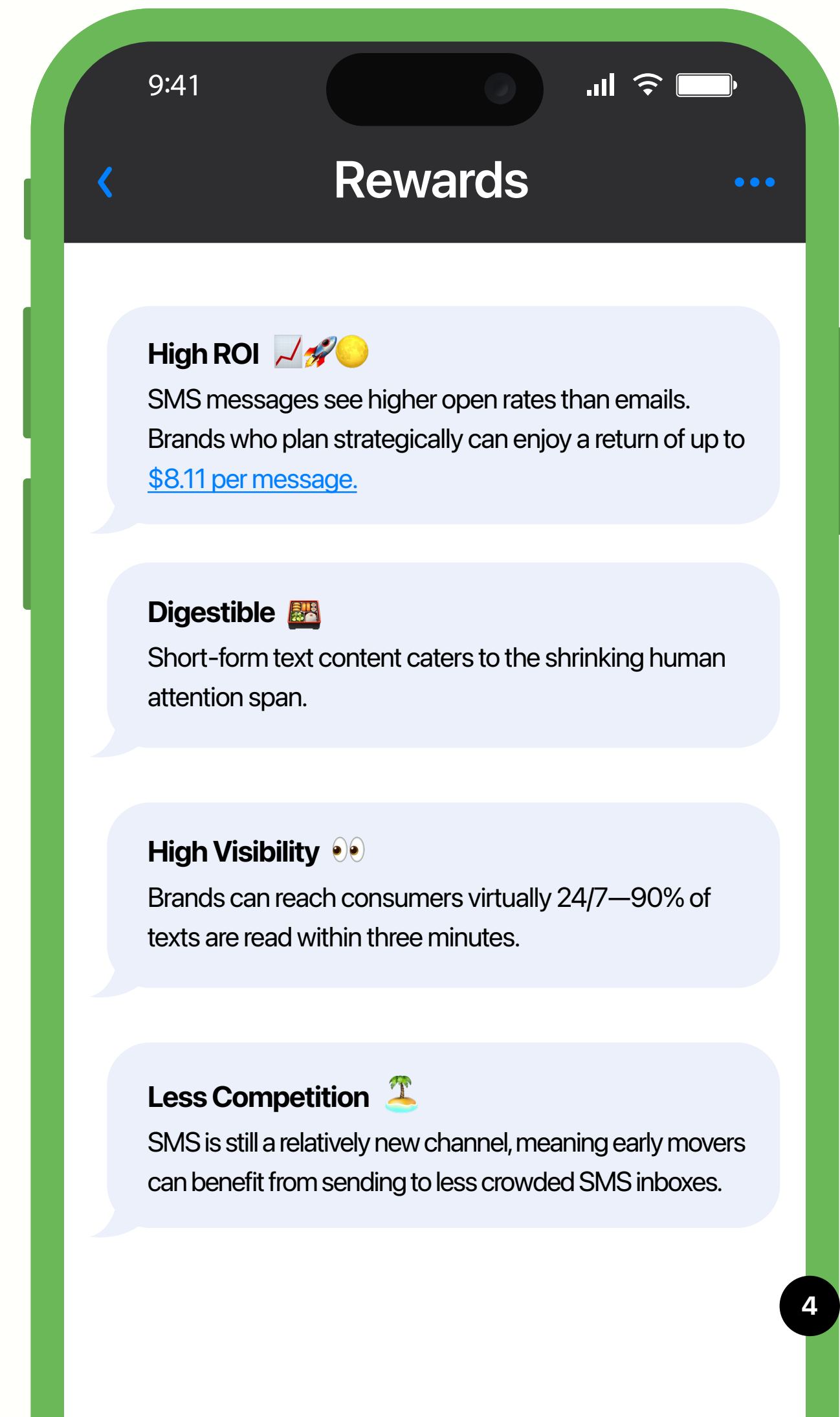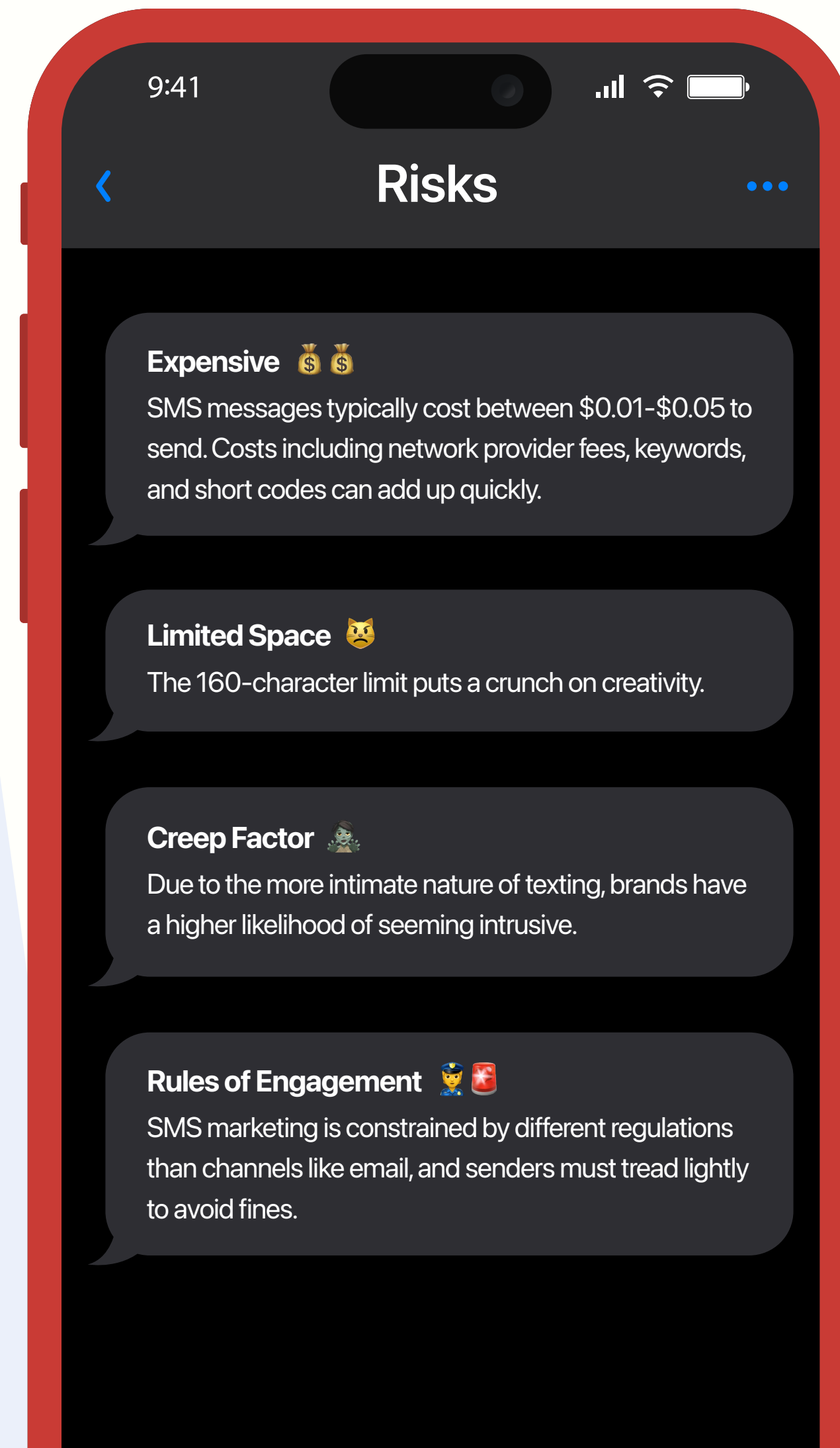
Dubious SMS practices might be flying under the radar.

84% of respondents say they have received SMS messages from a company they don't remember signing up with.

Data privacy is a major concern for SMS subscribers.

70% of respondents worry texts received from brands pose a data security risk.

The State of SMS Marketing in 2023

SMS is a high-risk, high-reward addition to the marketing mix.

Risks

Expensive 💰💰

SMS messages typically cost between $0.01-$0.05 to send. Costs including network provider fees, keywords, and short codes can add up quickly.

Limited Space 😾

The 160-character limit puts a crunch on creativity.

Creep Factor 🧟

Due to the more intimate nature of texting, brands have a higher likelihood of seeming intrusive.

Rules of Engagement 👮🚩

SMS marketing is constrained by different regulations than channels like email, and senders must tread lightly to avoid fines.

Rewards

High ROI 📈🚀🪙

SMS messages see higher open rates than emails. Brands who plan strategically can enjoy a return of up to $8.11 per message.

Digestible 📇

Short-form text content caters to the shrinking human attention span.

High Visibility 👀

Brands can reach consumers virtually 24/7—90% of texts are read within three minutes.

Less Competition 🏝️

SMS is still a relatively new channel, meaning early movers can benefit from sending to less crowded SMS inboxes.

Consumers are saying "yes" to SMS.

Consumer behavior has changed dramatically over the past decade.

These changes can be largely attributed to three seismic global shifts: the explosion of ecommerce, the adoption of a mobile-first mindset, and the ever-shrinking human attention span.

These shifts in mind, the SMS channel is uniquely positioned to serve the modern consumer, making it a powerful tool for marketers irrespective of industry. This study found the SMS channel is quickly gaining favor with consumers. When asked how they most like to communicate with brands, consumers still gave email the top honors—but SMS is now firmly in second place (Figure 1).

Better yet, consumers appear willing to engage with multiple brands over SMS: On average, consumers are opted into eight SMS programs from brands they follow.

However, given SMS's ability to be intrusive (marketing text messages are less easily tuned out than emails or traditional digital ads), consumers also report strong subject preferences for their SMS messages.

When asked their favorite message types to receive from brands, consumer preferences veered towards the practical: Fifty-two percent said they most liked to receive SMS shipping notifications from brands (Figure 2). Read more about the power of shipping notifications in chapter four.

These findings are good news for SMS marketers— they highlight the vast potential of this still-emergent channel.

Yet, success with SMS marketing hinges on a brand's ability to uphold their end of the bargain: delivering experiences that meet subscribers' expectations.
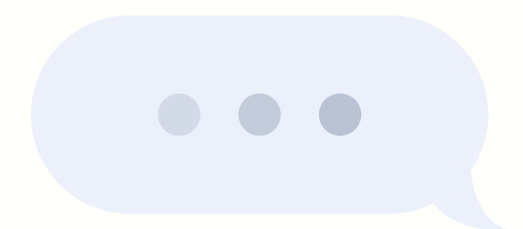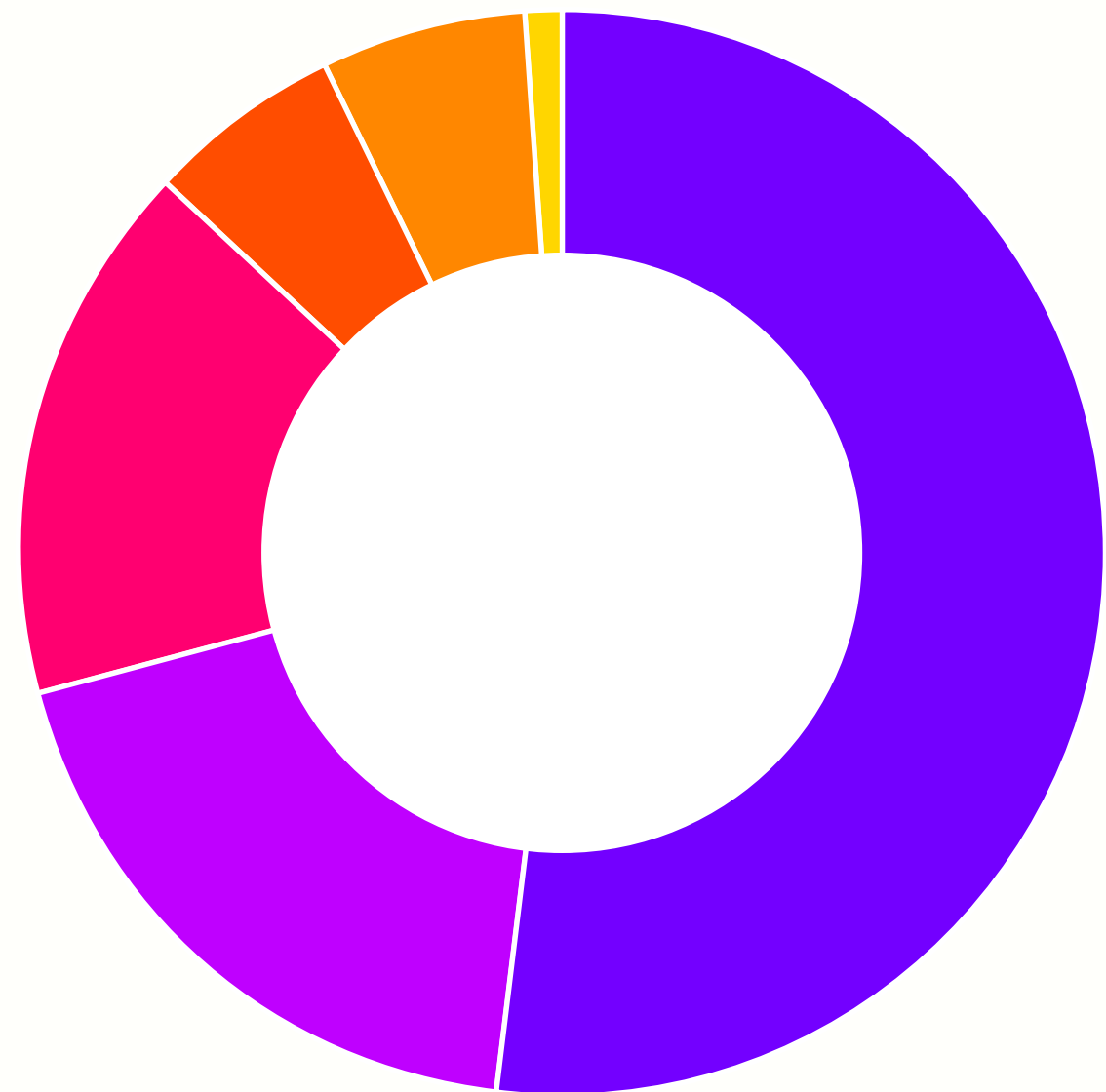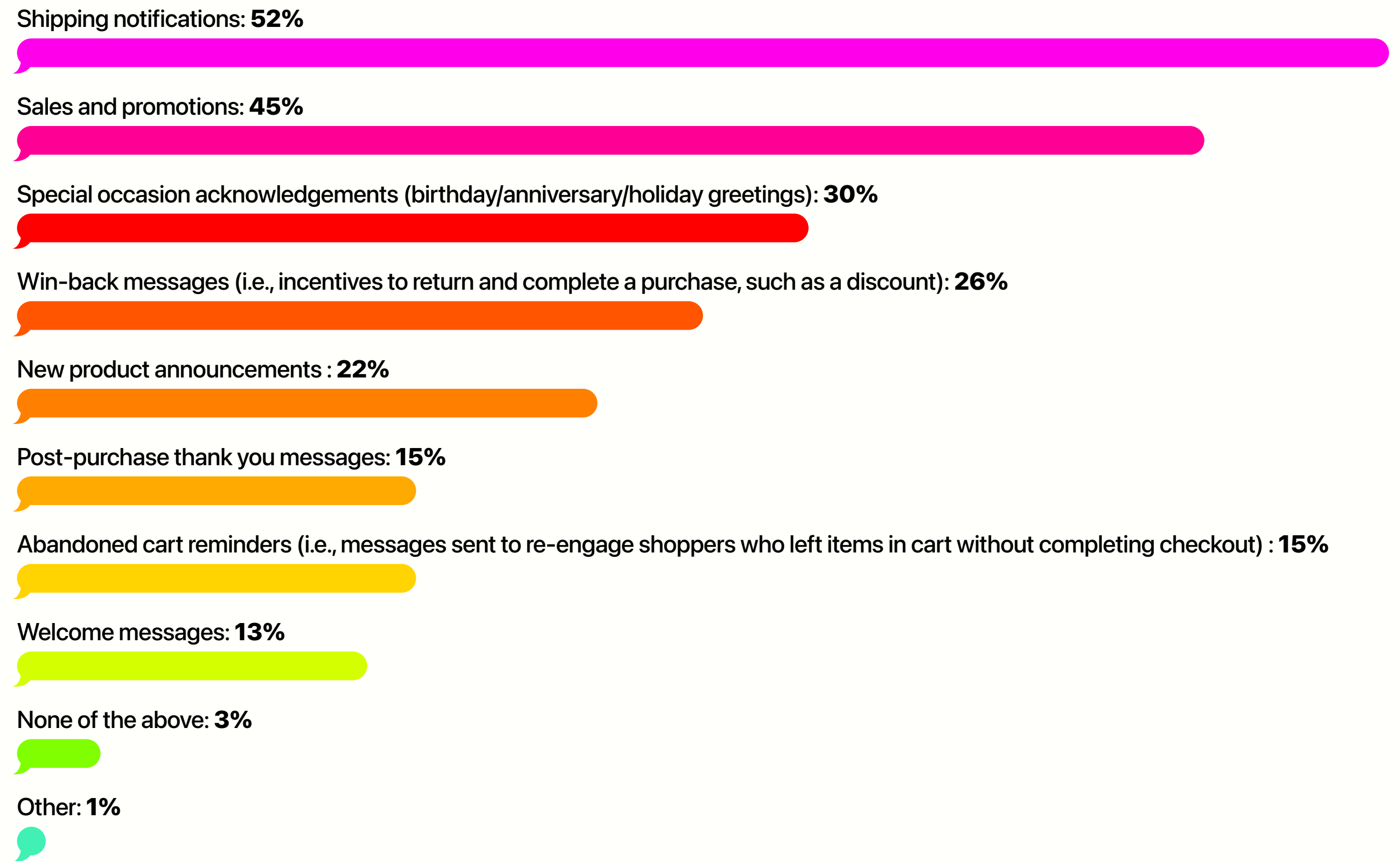
FIGURE 1

By which of the following methods do you most prefer to receive marketing messages from brands?

- ● Email: **52%**
- ● Messaging/SMS/Text: **19%**
- ● Social media: **16%**
- ● Direct mail: **6%**
- ● App notifications: **6%**
- ● Other: **1%**

FIGURE 2

Which of the following are your most preferred types of texts to receive from brands you follow?
(Select up to three.)

Shipping notifications: **52%**

Sales and promotions: **45%**

Special occasion acknowledgements (birthday/anniversary/holiday greetings): **30%**

Win-back messages (i.e., incentives to return and complete a purchase, such as a discount): **26%**

New product announcements : **22%**

Post-purchase thank you messages: **15%**

Abandoned cart reminders (i.e., messages sent to re-engage shoppers who left items in cart without completing checkout) : **15%**

Welcome messages: **13%**

None of the above: **3%**

Other: **1%**

SMS is already a major driver of purchase decisions.

SMS isn't the next marketing frontier: it's here and it's influencing consumer decisions

(Figure 3).

When done well, SMS messages encourage long-term consumer engagement and spending. SMS is proving critical for keeping brands top of mind (56 percent of survey respondents have been reminded about a brand they'd forgotten due to a text message they received from that brand) and for time-sensitive communications like abandoned cart reminders, flash sales, and other limited time offers.

In addition to having a stronger preference for text/message marketing, US respondents are also more susceptible to it: US respondents were 15 percent more likely than those in AU/NZ, and 28 percent more likely than those in the UK, to say they have been influenced to buy a product because of a marketing text message they received.

US respondents were also 357 percent more likely than those in AU/NZ and 433 percent more likely than those in the UK to say they've been influenced to purchase a service due to a text/message they received.

A likely reason for this disparity is that SMS scams are currently rampant in the UK—more on this in chapter seven.
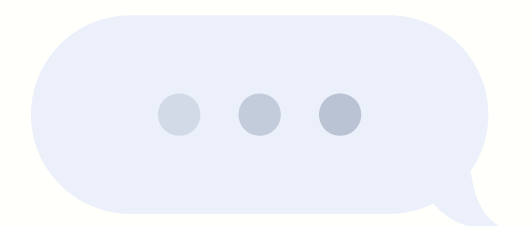
You had me at hello.

A good welcome message is an absolute must in US markets. Typically, a welcome message comes right after a subscriber confirms their subscription. It often contains information about the types of messages the subscriber can expect, how to unsubscribe, and whether there is a cost to receiving messages.

Respondents in the US were **750 percent** more likely than those in the UK and **1,600 percent** more likely than those in AU/NZ to say a welcome message is the type of message that makes them feel most valued as a customer.

"It is so important to meet customers where they want to be met, and SMS offers a more accessible option. Our SMS experience was built so we could interact with our customers on a more real-time basis."

Matthew Seifert, Senior Director, Retention and Monetization, PrettyLitter

FIGURE 3

Which of the following have you been influenced to purchase because of brand messaging you received via text/SMS or other messaging platform?
(Select up to three.)

A product	**52%**
A service	**38%**
None of these	**25%**
A subscription	**23%**
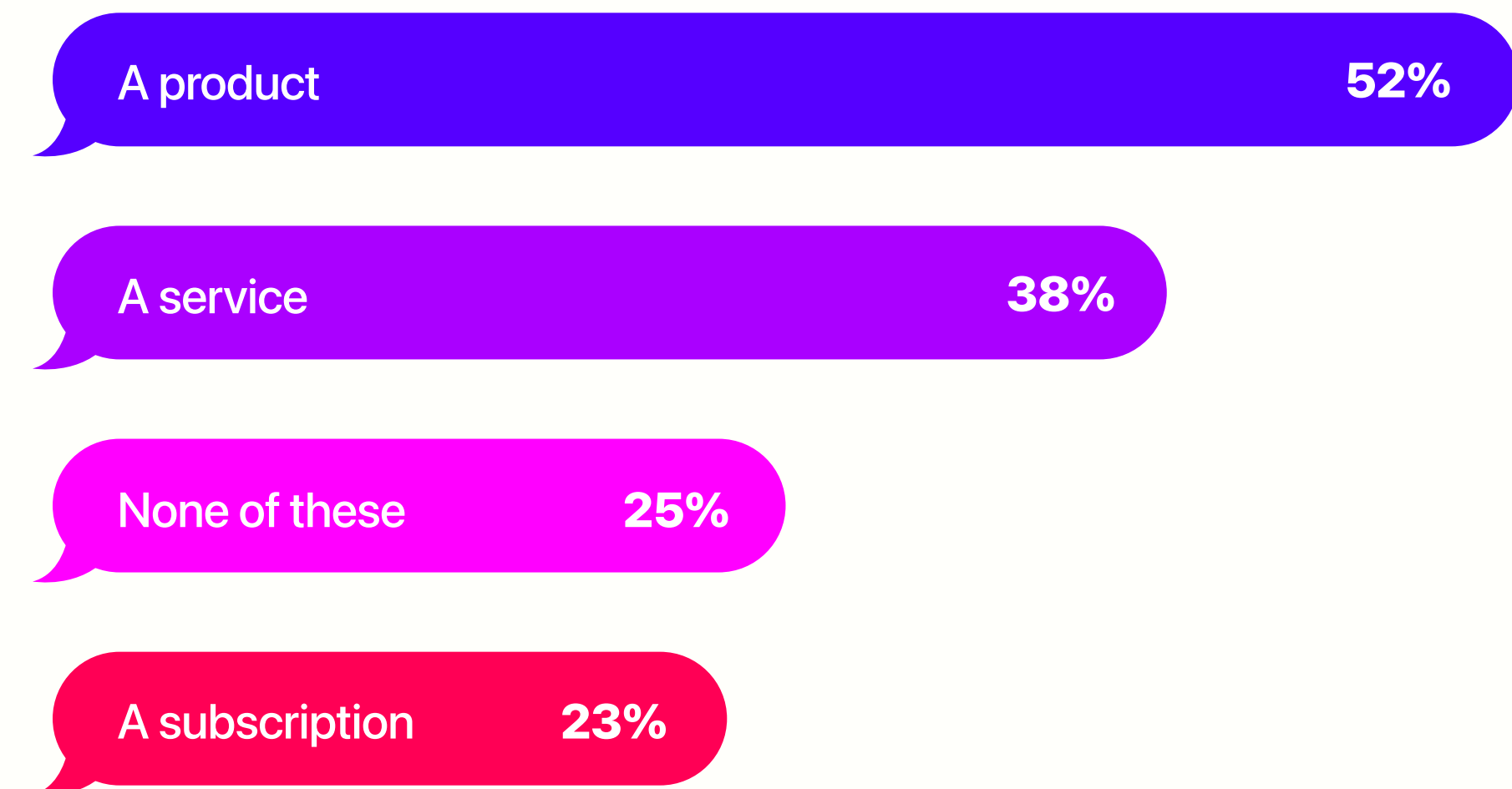
Great text-pectations: Brands using SMS are falling short of consumers' expectations.

Given the highly personal nature of the SMS channel, consumers have firm standards for how and when they want to receive messages.

This means marketers can't simply rinse and repeat winning strategies from other channels (like email) and expect success with SMS. The costs are higher, the character counts are smaller, and the risk of seeming intrusive is far greater than with any other channel. Unfortunately (despite consumers' openness to SMS marketing), this study revealed brands are failing to meet their expectations.

A staggering 96 percent of respondents report feeling annoyed at least occasionally by text messages from brands. The number one subscriber complaint was overwhelmingly "messaging too frequently," (more on this in chapter six) followed closely by "messaging with irrelevant offers" (Figure 4).

Forty-one percent of respondents said brands "constantly" (11 percent) or "often" (30 percent) fail to set proper expectations for the messages they will send upon sign-up.

Fifty-seven percent say they have intentionally waited for SMS messages hoping for incentives before making a purchase—only to go a long time without hearing from the brand. (Thirty-two percent of this number say they ended up purchasing from a competitor.)

These findings indicate many brands are struggling to find the right use for SMS in their larger marketing mix. But perhaps most concerning of all is the suggestion that dubious SMS practices might be flying under the radar. Despite federal laws and regulations governing SMS permissions, 84 percent of respondents say they have received SMS messages from a company without subscribing.
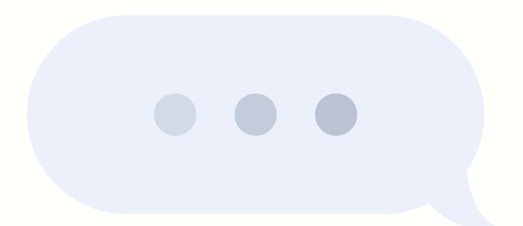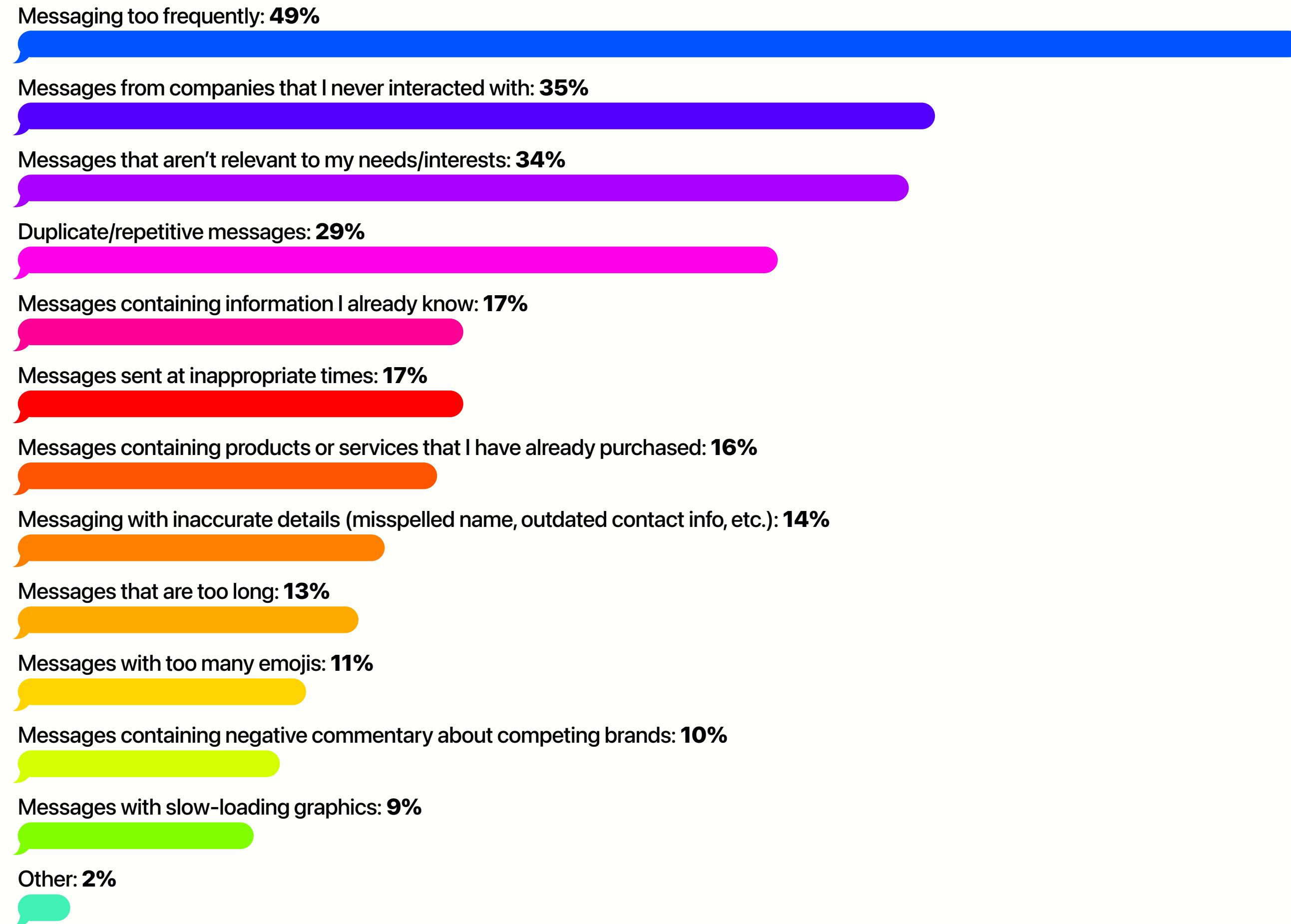
FIGURE 4

Which of the following make you most likely to become annoyed by a brand's messaging? (Select up to three.)

Messaging too frequently: **49%**

Messages from companies that I never interacted with: **35%**

Messages that aren't relevant to my needs/interests: **34%**

Duplicate/repetitive messages: **29%**

Messages containing information I already know: **17%**

Messages sent at inappropriate times: **17%**

Messages containing products or services that I have already purchased: **16%**

Messaging with inaccurate details (misspelled name, outdated contact info, etc.): **14%**

Messages that are too long: **13%**

Messages with too many emojis: **11%**

Messages containing negative commentary about competing brands: **10%**

Messages with slow-loading graphics: **9%**

Other: **2%**

"We're using SMS as an adjunct to email. We use it to promote sales, drive revenue, and mitigate cart abandonments. If you abandon a dress in your cart, for example, we send an instant email, then follow up a few hours later with a text. The engagement is fantastic—SMS makes our email function much stronger."

Glenn Paster, Email Marketing Director, Potpourri Group, Inc.
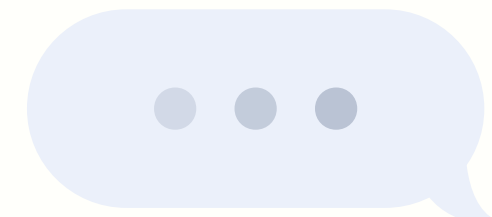
The consequences of these unmet expectations are hitting brands where it hurts most—their bottom lines.

Twenty-eight percent of respondents who have felt annoyance with messages from brands said they stopped buying from those brands. Fourteen percent report going a step further and leaving a public negative review of the company due to a poor SMS experience (Figure 5).

Given the ramifications of poor SMS marketing from both a revenue and public relations perspective, brands need to button up their approaches quickly—or pay the price.

FIGURE 5

Have you ever done any of the following due to irritation with a brand's marketing text messages? (Select all that apply.)

Unsubscribed from further messages: **58%**

Deleted messages without reading them: **52%**

Reported message as spam or junk: **38%**

Stopped purchasing from/doing business with the company entirely: **28%**

Purchased less/did less business with the brand: **28%**

Sent negative feedback to the company privately: **15%**

Left a negative public review for the company: **14%**

None of the above: **4%**

So, how can marketers avoid the curse of unmet subscriber expectations? It's all about figuring out how SMS complements messaging from other channels rather than thinking about it as a channel in its own right.

In other words, marketers can't simply treat SMS as another form of email. As SMS is a more personal channel, the social contract is slightly different.

Marketers are strongly advised to use SMS less frequently and more tactically depending on their brand's unique customer journey. Most marketers agree that SMS is best used for urgent, time-based communications and for transactional messages.

Subscriber burnout is an ever-present threat.

SMS allows marketers to easily contact subscribers at any given moment. However, this benefit also happens to be one of the marketing channel's biggest pitfalls.

Forty-nine percent of respondents who have experienced at least occasional annoyance with brand SMS messages report "messaging too frequently" as the reason they're most likely to become annoyed.

But messaging frequency isn't the only factor contributing to SMS burnout. Twenty-five percent of respondents say brands "constantly" (five percent) or "often" (20 percent) text at inappropriate times, like late at night. And another 26 percent say brands "constantly" (eight percent) or "often" (18 percent) fail to respect opt-outs.

While SMS empowers brands to reach subscribers wherever they are, this power comes with responsibility. SMS is one of the most personal ways to reach out to customers, and unlike messages on email or social media, it's difficult for people to tune out messages that are being sent straight to their phones.

SMS marketers need to take even more care than they do on other marketing channels to avoid subscriber burnout—especially during peak sales periods like Black Friday, when subscribers receive a much higher volume of messages from brands. A simple (yet effective) way to do this is to give subscribers more control over how often they receive a brand's messages.

Nearly all respondents (97 percent) agree they would prefer the ability to customize/control the frequency at which they receive messages from brands. Eighty-one percent of respondents say having this ability would make them more likely to purchase from/do business with a brand.
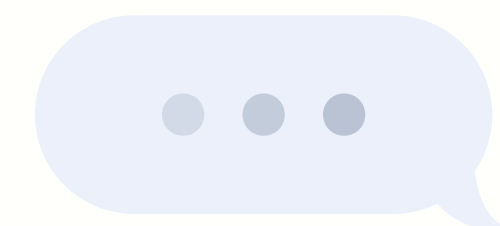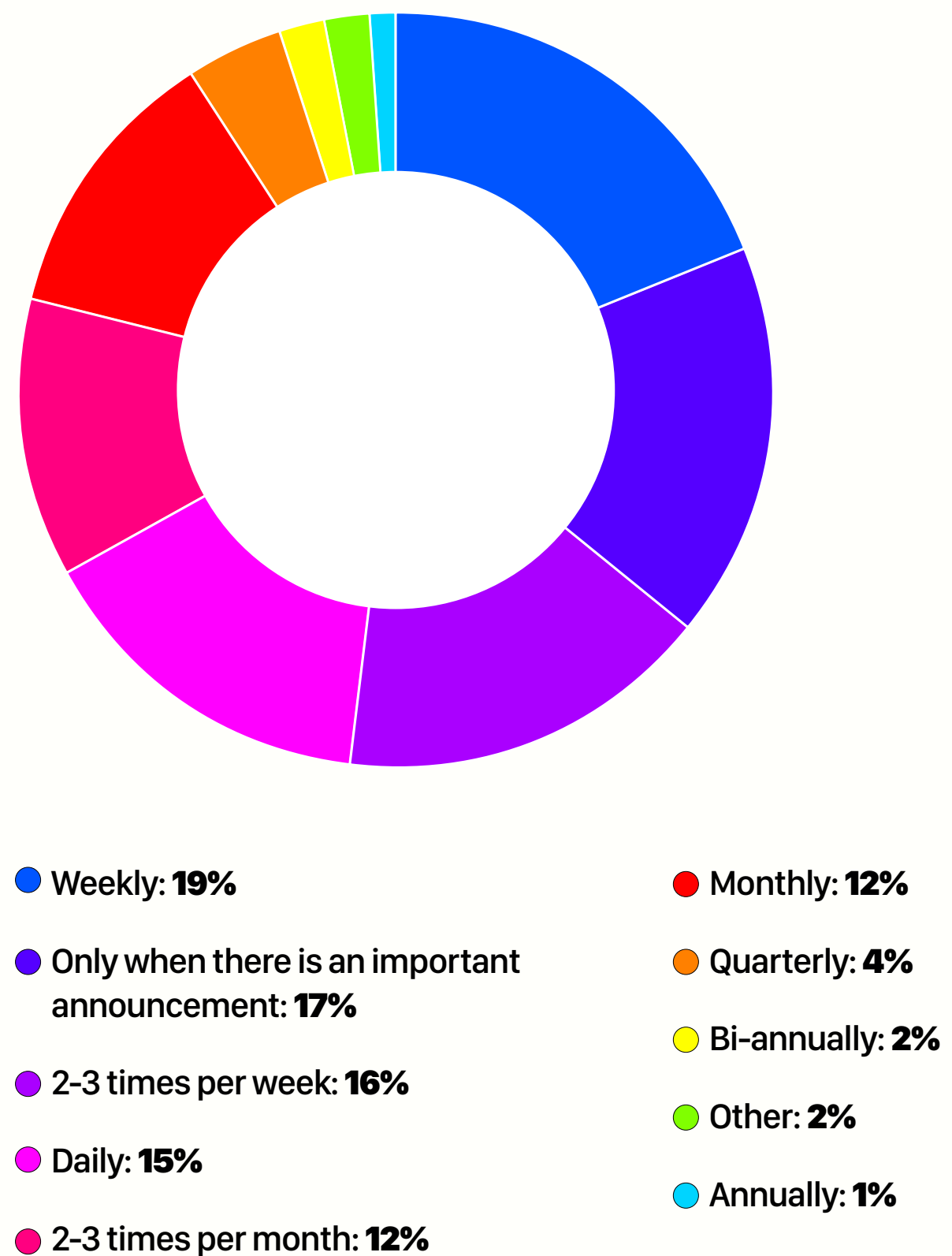
The success of an SMS program relies on how well marketers listen to their subscribers. Giving subscribers the power to say when and how often they'd like to receive messages can make the difference between an SMS program that moves the needle—and one that drags down the revenue number.

It's also worth noting that the location of a business's customer base can have a significant impact on how SMS marketing is perceived. For instance, respondents in the US perceive a much higher volume of messages coming from the brands they follow: They estimate receiving approximately 21-23 more messages per week than other markets, and approximately 8-14 more messages per week during busy periods. While US respondents tend to be more receptive to SMS marketing, they aren't immune to burnout—so it's important marketers keep this in mind when determining messaging frequency.

At what frequency would you ideally like to receive texts/SMS/messages from brands you subscribe to?

- ● Weekly: **19%**
- ● Only when there is an important announcement: **17%**
- ● 2-3 times per week: **16%**
- ● Daily: **15%**
- ● 2-3 times per month: **12%**
- ● Monthly: **12%**
- ● Quarterly: **4%**
- ● Bi-annually: **2%**
- ● Other: **2%**
- ● Annually: **1%**

US respondents were 1,350% more likely than those in AU/NZ and 2,800% more likely than those in the UK to prefer daily messages from brands.

"At Hickory Farms, we use SMS and email in a complementary way. Since email is less obtrusive, we can send a lot more than SMS. We reserve SMS to drive urgency (like sending shipping deadlines), promote sales, or for trigger-based notifications like abandoned cart reminders. These topics seem to resonate as something our subscribers want to see on their phones."

Jen Partin, Senior Marketing Manager, Email and SMS, Hickory Farms

The "why" behind the sign-up: SMS opt-in triggers.

To define a winning SMS approach, brands need to build from the ground up—starting with the opt-in experience. What makes consumers *want* to receive marketing text messages?

Consumers generally guard their cell phone numbers more closely than they would an email address. This in mind, sign-up incentives aren't a nice-to-have in SMS marketing—they're a must.

Unsurprisingly, financial incentives (discounts, birthday gifts, promotional offers, etc.) are king (Figure 7). Fortunately, brands needn't break the bank in the name of subscriber growth: Fifty percent of study respondents who signed up for SMS because they were offered a discount say they would sign up for an SMS program to receive a discount of 10 percent or less (Figure 8).

However, study respondents also listed shipping notifications as a major reason why they sign up to receive marketing text messages. Surprisingly, the majority of respondents (22 percent) also listed shipping notifications as the SMS message type that "makes them feel most valued as a customer"—outranking even special occasion acknowledgements for birthdays, anniversaries, and holiday greetings.

These figures reveal the power of the SMS channel for transactional communications—and give marketers a strong indicator of where to devote their efforts.
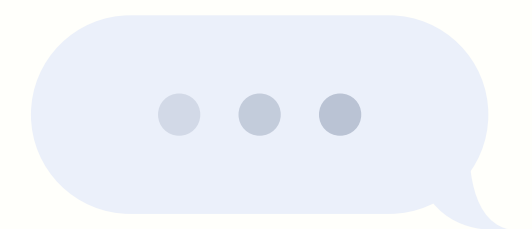
FIGURE 7

For which of the following reasons have you signed up to receive marketing text messages from a brand? (Select all that apply.)
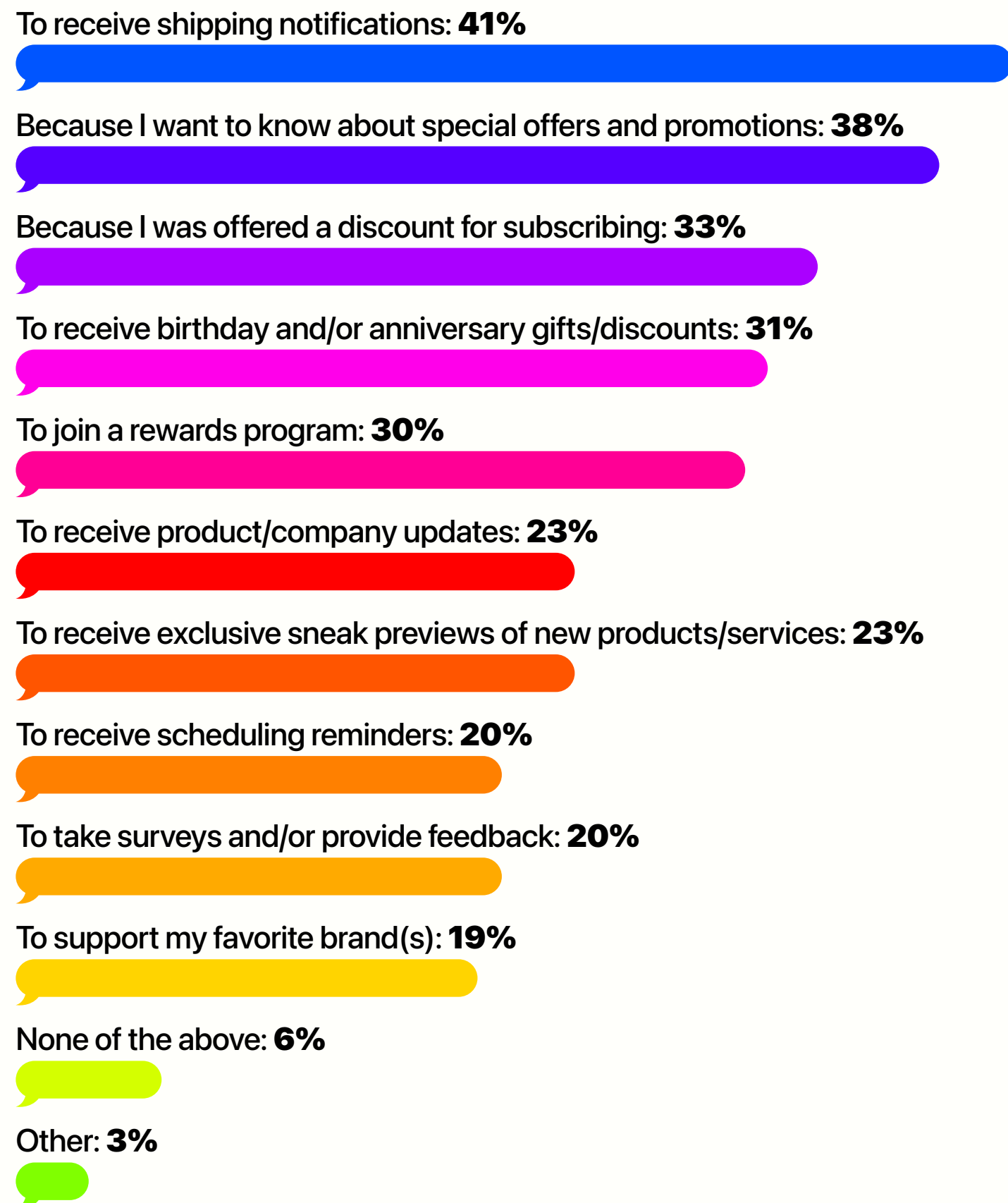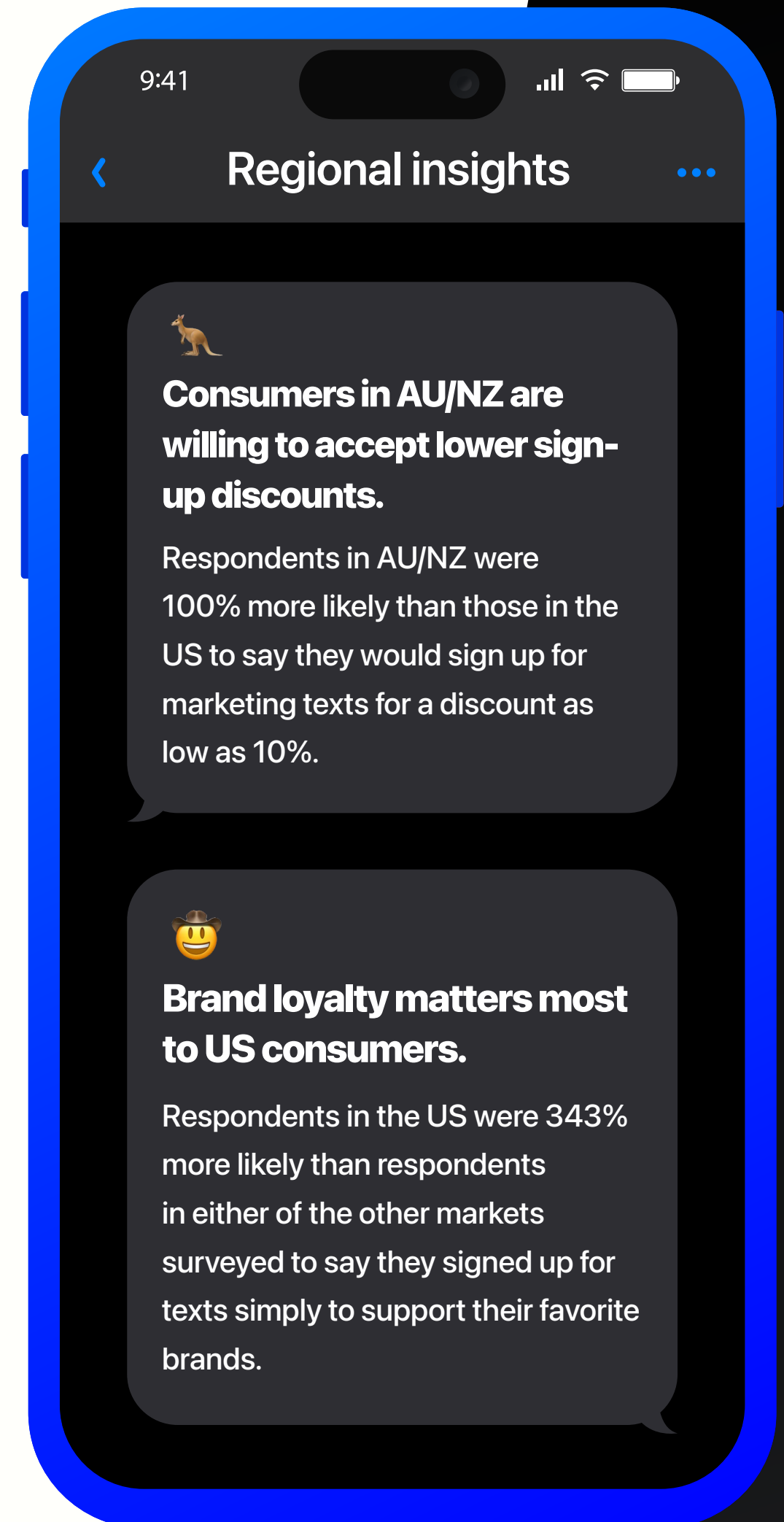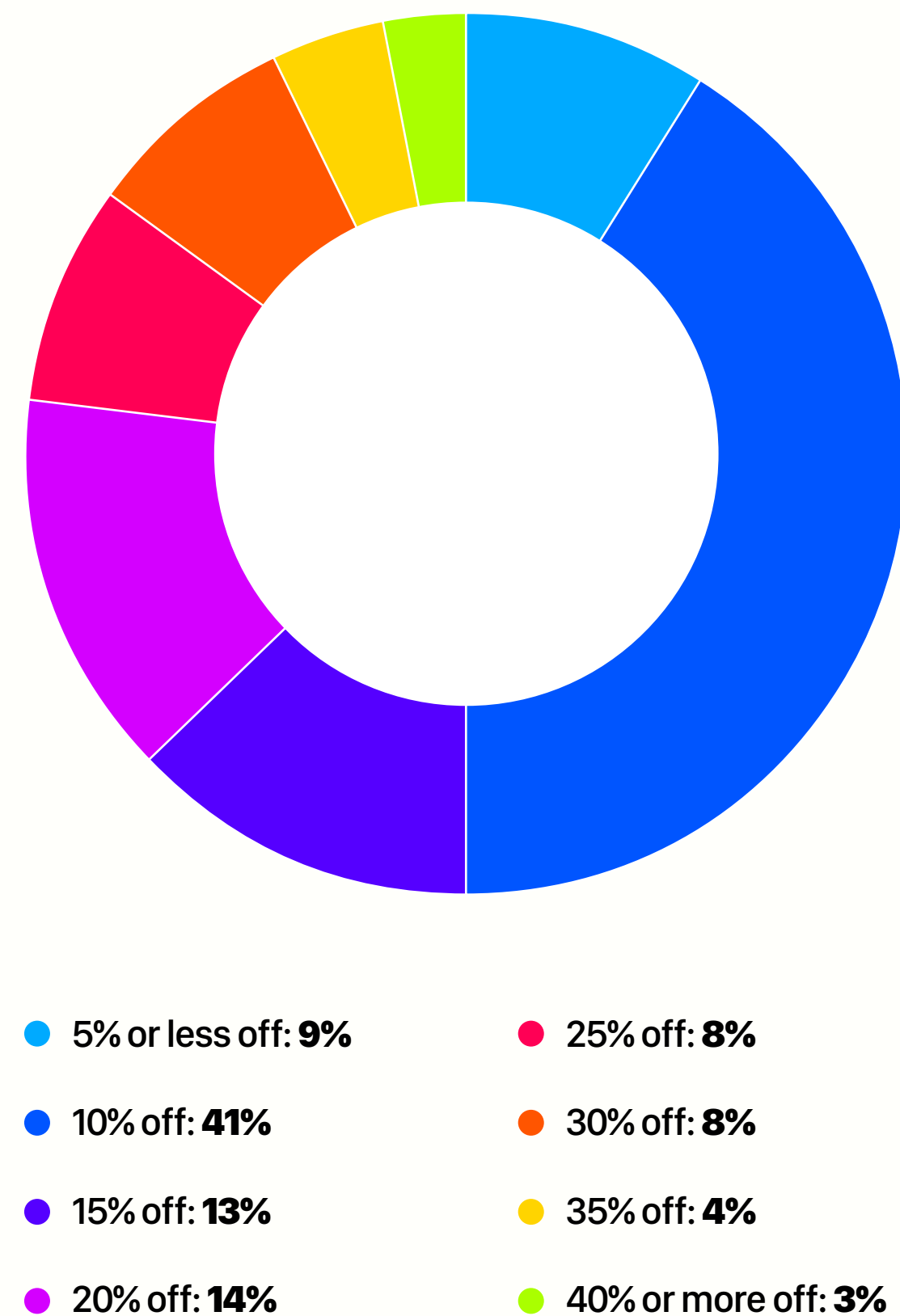
To receive shipping notifications: **41%**

Because I want to know about special offers and promotions: **38%**

Because I was offered a discount for subscribing: **33%**

To receive birthday and/or anniversary gifts/discounts: **31%**

To join a rewards program: **30%**

To receive product/company updates: **23%**

To receive exclusive sneak previews of new products/services: **23%**

To receive scheduling reminders: **20%**

To take surveys and/or provide feedback: **20%**

To support my favorite brand(s): **19%**

None of the above: **6%**

Other: **3%**

FIGURE 8

What is the minimum discount for which you would sign up to receive SMS messages from a brand?

- 5% or less off: **9%**
- 10% off: **41%**
- 15% off: **13%**
- 20% off: **14%**
- 25% off: **8%**
- 30% off: **8%**
- 35% off: **4%**
- 40% or more off: **3%**

Regional insights

🦘 **Consumers in AU/NZ are willing to accept lower sign-up discounts.**

Respondents in AU/NZ were 100% more likely than those in the US to say they would sign up for marketing texts for a discount as low as 10%.

🤠 **Brand loyalty matters most to US consumers.**

Respondents in the US were 343% more likely than respondents in either of the other markets surveyed to say they signed up for texts simply to support their favorite brands.

Dialing into subscriber demographics: Who is most responsive to SMS?

No marketing channel is one-size-fits-all—SMS included.

As we've seen, opt-in incentives are critical for building a high-quality SMS list. But even the right opt-in perks won't have the desired impact if brands aren't targeting the right audience.

The SMS channel is especially important to consider for brands with a large US customer base (or those trying to build one). This study revealed that US consumers are more receptive to SMS marketing than their counterparts in other global markets.

Respondents in the US were 190 percent more likely than those in the UK and 262 percent more likely than those in AU/NZ to rank SMS as their preferred way to receive marketing messages.

For brands considering SMS as a marketing channel, the dominant age and gender of their audience can provide strong signals of their chances for success.

Young, female consumers are most responsive to SMS marketing. **Female respondents in the US were 37 percent more likely than male respondents to say that they sign up for messages to support their favorite brands.**

Generation Z respondents (born between 1997 – 2012) were 21 percent more likely than millennials

(born between 1981 – 1996) to say they sign up for messages for the same reason.

SMS marketing should be an urgent priority for brands whose target audiences fall within these age ranges. And as SMS marketing becomes a more dominant force, marketers with audiences of all ages must keep closely attuned to shifting audience preferences among older generations to see if they follow their younger cohorts.

"We use SMS for both our prospect and customer base. Prospect messages are focused on offers and getting them to convert into first-time customers. The messages we send are fun, playful, and include great offers. Customer messaging is more focused on subscription management. We send transactional messages and product feedback surveys, and let them manage their subscriptions through keywords (Ship Early, Change Frequency, etc.)."

Matthew Seifert, Senior Director, Retention and Monetization, PrettyLitter

Consumers' number one concern with SMS: data privacy.

When handing their phone number over to a brand, there's one thing that concerns subscribers most: data privacy.

Seventy percent of respondents worry texts received from brands pose a data security risk (Figure 9).

While evolving privacy laws, such as Europe's General Data Protection Regulation (GDPR), aim to protect consumers by requiring brands to explicitly state their intentions for using consumer data, 96 percent of respondents say they wish companies were more transparent about how their data is used—and with good reason.

Fifty-three percent of respondents who worry about the potential data risk of SMS say they have personally fallen victim to a scam or data breach via text/SMS.

However, 66 percent of those who believe SMS messages from brands pose a data risk say they continue to sign up for SMS because the potential

rewards are worth the risk. This is especially true in the US: Respondents in the US were 110 percent more likely than those in AU/NZ and 121 percent more likely than those in the UK to say that they continue to sign up for marketing texts for the potential rewards, despite perceived data risk.

This large difference between regions may be due to how likely consumers feel they are to be personally impacted by a security threat. For example, while cyber-attacks increased by 52 percent in North America last year, cyber-attacks on UK organizations surged a whopping 77 percent, suggesting that consumers in the UK may perceive data threats to be more common and be more cautious about who they give their data to.

Nevertheless, while privacy is a major concern for subscribers, this data suggests those in the US (and many across the globe) are willing to take the leap and sign up for SMS anyway—if they're properly incentivized, that is.
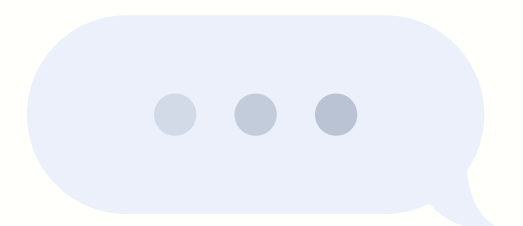
Nearly half (49 percent) of respondents list "discounts" as the number one reward they perceive as being worth sharing their data to receive (Figure 10).

Given today's tough economic climate, it's unsurprising that consumers are interested in saving money. However, they shouldn't have to risk their privacy to do so.

To avoid hefty fines, legal trouble, and earn the trust of their subscribers, marketers should make data privacy a priority in 2023. It's important for marketers to educate themselves on relevant data privacy laws and regulations, as well as to be transparent when asking consumers for personal data. Marketers should be clear during sign-up about their intentions for using consumer data and ask subscribers for explicit consent before taking any action.

FIGURE 9

Which of the following, if any, describe(s) your concern(s) related to these messages?
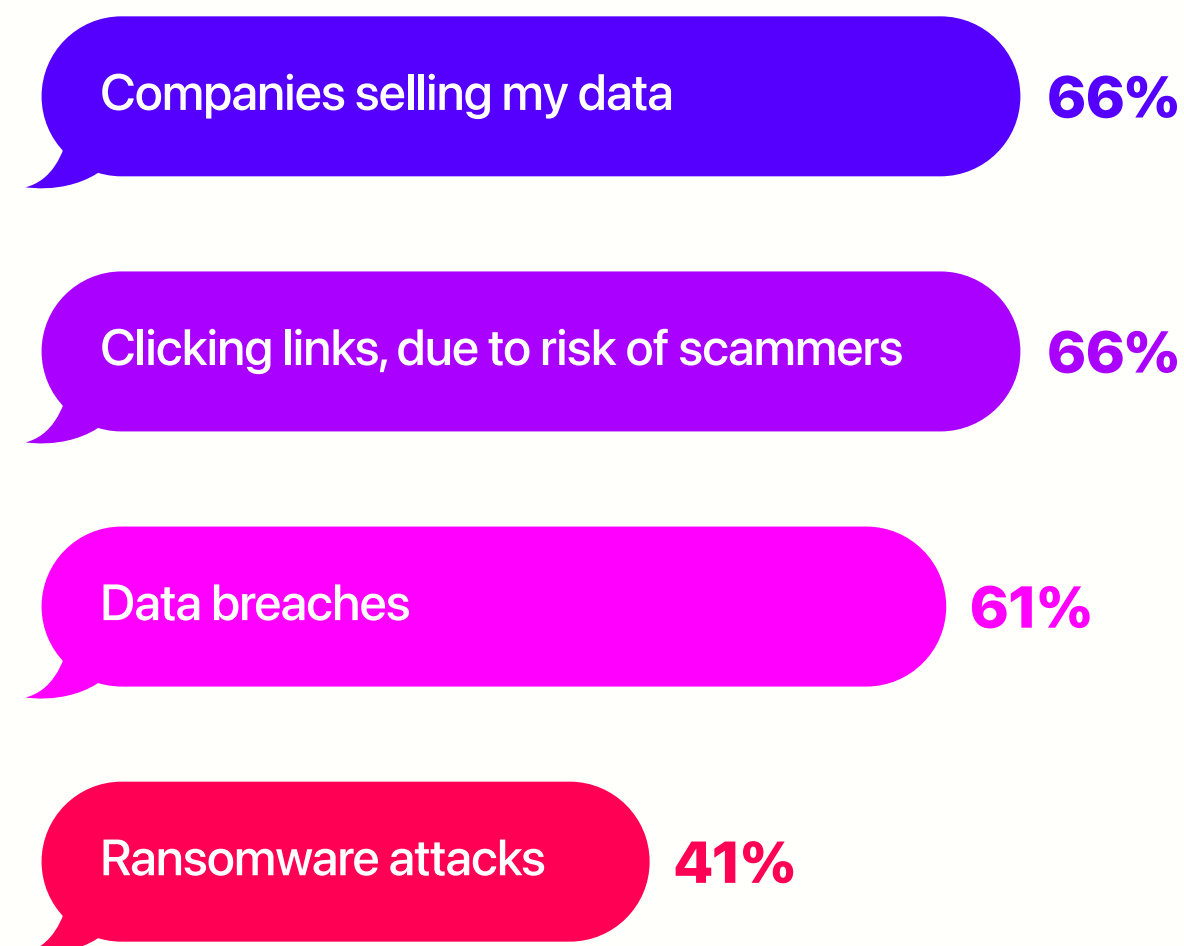(Select all that apply.)

Companies selling my data — **66%**

Clicking links, due to risk of scammers — **66%**

Data breaches — **61%**

Ransomware attacks — **41%**

FIGURE 10

Which of the following rewards do you perceive as being worth sharing your information in order to receive?
(Select all that apply.)

Discounts: **49%**

Free items: **46%**

Shipping notifications: **45%**

Exclusive content: **33%**

Company updates: **33%**

Early/VIP access to sales: **30%**

Scheduling reminders: **29%**

Contest entries: **8%**

What marketers should do next.

As this study shows, falling short of consumer expectations for SMS marketing comes with a cost.

But when executed thoughtfully, SMS can strengthen other marketing initiatives and help marketers meet consumers where they are in 2023.

Here are some actionable steps marketers can take today to enhance their SMS strategy—or successfully implement SMS for the first time:

Clean your lists.

The success of your SMS program (or any marketing channel, for that matter) rests on the quality of your contact lists. SMS messages cost more to send than emails—so don't burn your budget sending to invalid phone numbers. Make sure regular list cleaning is a part of your data management process so your contact data remains as high-quality and actionable as possible. This will be especially important in 2023 as shaky economic conditions and mass layoffs accelerate data decay.

Consider investing in a contact verification solution like Validity BriteVerify to identify any stored contact data that has changed, become disabled, or no longer exists, and prevent invalid data from entering your database in real time.

Learn from leading brands.

Whether you're a seasoned SMS vet or just starting out, it never hurts to look to the pros for inspiration. Validity MailCharts is home to thousands of real SMS campaigns from top global brands. Users gain access to highly popular opt-in campaigns, flash sales, automated text messages, and more. Learn how top brands are finding success with SMS so you can spend your time—and your marketing budget—wisely.

Focus on personalization.

Today's consumers demand personalized experiences from brands—and SMS presents the perfect opportunity to give subscribers what they want. List segmentation is a simple yet effective way to personalize the consumer experience and deliver relevant content via SMS.

To effectively segment, marketers need data that tells them about their customers—and one of the easiest ways to collect this data is during the opt-in process. Asking subscribers to volunteer their age, marital status, or other personal information helps marketers understand their audience better and curate content each subscriber can relate to.

State your intentions.

While consumers are growing increasingly wary of how brands use their data, they're still willing to share personal information when brands explicitly state their intentions for collecting it. In fact, over 50 percent of respondents report feeling comfortable sharing basic information such as gender (89 percent), location (51 percent), date of birth (55 percent), and purchasing habits (61 percent) with brands.

"One way SMS can open the door to more personalization and improved customer lifetime value is by setting it up as a VIP channel. Offering exclusive access/deals to your most loyal customers can heighten anticipation, complement customer journeys, and make them feel special and valued by your brand."

Elliot Scott, Founder at ElliotDigital

Determine most effective use cases.

While there are many use cases for SMS, what works for one business may not work for another. (SMS is not one-size-fits-all!) Therefore, sending different types of campaigns and paying attention to which ones consistently perform well can help you determine how to use SMS most effectively.

For example, if SMS campaigns sent to existing customers repeatedly outperform campaigns sent to new prospects, it suggests that customer retention may be a more effective use case for SMS at your company, allowing you to focus your efforts accordingly.

Prioritize consumer privacy.

Consumer privacy laws and regulations are constantly evolving. To launch a successful SMS program, it's crucial marketers are in compliance with all laws that apply to their region, as well as to the regions their customers live in.

Brush up on relevant consumer privacy laws and SMS-specific regulations to avoid legal trouble and hefty fines. Adherence to these laws and regulations will also help build customer trust and loyalty over time.

Disclaimer: This is not intended to be legal advice and readers should consult their own counsel for guidance.

Promote your SMS program.

Promote your SMS program on physical and/or e-receipts, checkout forms, through your email program, and social media to build awareness and grow your program quickly.

Conclusion.

There's a clear appetite for SMS marketing in 2023—but if marketers aren't meeting (nay, exceeding) consumers' expectations, it won't be long before the time and money spent implementing this channel goes down the drain.

For marketers planning to incorporate SMS into their marketing strategy (and for those who have already made the leap), it's essential to pay attention to customer needs to avoid wasting precious marketing dollars—and, of course, to rake in more of them.

Following the guidance of this report can help marketers build and execute an impactful SMS marketing strategy that leaves consumers wanting more.

Ready to get started?

First, get inspired and learn how top brands are finding success with SMS by **creating a free Validity MailCharts account.**

Then, **sign up for a free trial of Validity BriteVerify** to ensure your contact list is clean and actionable before you start texting.

Methodology

The State of SMS Marketing in 2023 survey was conducted online between November 25 and December 4, 2022. It reflects the opinions of 1,218 consumers over the age of 18 who live in the United States, United Kingdom, Australia, or New Zealand and own a mobile phone capable of receiving text, SMS, MMS, and/or WhatsApp messages.

This survey was conducted at 95 percent confidence with a +/- 3 percent margin of error dependent on geography.

United States

Total respondents: 602

Female: 37% | **Male:** 63%

Average age: 36 years old

Representation: 47 of 50 states (excluding ID, NH, & VT)

Messaging app used most often: WhatsApp: 32%, Facebook Messenger: 18%, Apple iMessage: 15%, SMS: 14%, Telegram: 5%, LINE: 4%, Signal: 4%, Snapchat: 3%, Voxer: 2%, WeChat: 1%, Viber: 1%, Other: 1%

Australia/ New Zealand

Total respondents: 313

Female: 58% | **Male:** 42% | **Nonbinary:** 1%

Average age: 37 years old

Representation: Australia: 7 out of 8 territories (excluding Northern Territory), New Zealand: 12 out of 16 regions (excluding Marlborough, Nelson, Taranaki, & West Coast)

Messaging app used most often: Facebook Messenger: 31%, SMS: 24%, WhatsApp: 18%, Apple iMessage: 17%, Snapchat: 3%, Signal: 2%, Viber: 2%, Telegram: 1%, WeChat: 1%, Other: 1%, LINE: 0%, Voxer: 0%

United Kingdom

Total respondents: 303

Female: 55% | **Male:** 45%

Average age: 40 years old

Representation: England: 80%, Scotland: 12%, Wales: 5%, Northern Ireland: 3%

Messaging app used most often: WhatsApp: 61%, Facebook Messenger: 12%, SMS: 10%, Apple iMessage: 9%, Snapchat: 4%, Signal: 1%, Telegram: 1%, Viber: 1%, Other: 1%, LINE: 0%, Voxer: 0%, WeChat: 0%

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