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# TEENS + TEXTING

**As of 2010, 8-18 year-olds spent an average of 1 hour and 35 minutes a day texting on a cell phone.**

KAISER FAMILY FOUNDATION, *GENERATION M2*, 2010

**Text-messaging is the #1 reason teenagers give for wanting and getting a cell phone. 43% of teens cite "texting" as their primary reason for getting a cell phone.**

NIelsen, U.S. *TEEN MOBILE REPORT*, 10/14/2010

## TEXTING AT A GLANCE

The first text message was sent in Europe in 1993.

In 2003, texting explodes in use and popularity thanks to *American Idol* and voting for contestants via text.

The average 13-17 year old sends/ receives 3,339 texts a month:

- That's an 8% increase from 2009
- Girls tend to send more texts than guys
- 13-17 year old girls | 4,050 month
- 13-17 year old boys | 2,539 month

(Nielsen, U.S. *Teen Mobile Report*, 10/14/2010)

Texting is most often used to communicate with their friends.

Texting now outdoes IM, cell phone calls and landline phone calls as a method to communicate daily with friends.

Voice calling still remains the #1 way to communicate by phone with parents.

## TEXTING IN SCHOOL

- 31% of teens who take their phones to school send text messages every day during class time!
- 65% of teens who attend schools that completely ban cell phones bring their phone to school every day, anyway.
- 58% of teens from schools that forbid all phones have sent or received a text message during class.
- Overall, 65% of teens with cell phones have texted in class.
- Most teachers say they can't tell when a student is texting as students have adapted and are able to text with their hands in their backpacks, etc.

(Pew Internet and American Life Project, *Teens and Mobile Phones*, 2010)

## REASONS TEENAGERS LIKE TO COMMUNICATE VIA TEXT MESSAGE:

- You can pass along info in little time with no talk.
- Reach more people.
- Carry on simultaneous conversations.
- Text plans cost less than minute plans for chatting.
- Saves time as opposed to leaving/listening to voice mails.
- Remain connected 24/7.

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