

'State of Business Texting' Survey Results



The survey was conducted in June 2021 to determine how people prefer to electronically communicate with businesses.



Respondents

Results are derived from responses from a random sample of 1,000 people age 18 and older of varying genders, ethnicities, education levels, incomes and other demographics.



Findings

86% of people said **texting is their primary method of electronic communication.**

82% of people **have texted with a business** in the past.

71% of people said they would **prefer to receive a text** over a call or an email as an interaction point **with a business they already have a relationship with.**

46% of people said they would **prefer to receive a text** over a call or an email as an interaction point **with a business they do not already have a relationship with.**

71% of people said they would **text with their insurance company** if it was offered.

71% of people said they would **prefer to get an insurance policy from a company that offers texting** over a company that doesn't offer texting.

61% of people said they would **participate in a group chat** with their insurance company and other parties.

84% of people said they would **save an insurance text number to their contacts.**

When asked their preference for texting during the insurance process, **using texting to service an existing policy was the top choice.**

When asked which expectation was most important when texting with an insurance company, **speed of response was the top answer.** Other popular answers included 24/7 availability and ease of response.