



The 411 on Text Messaging

Tue October 09, 2007 – WASHINGTON D.C.

Believe it or not, more than 158 billion text messages were sent last year. Most of those messages came from teenagers but what they are texting may be a little tough to follow for parents unless they know how to break the codes.

So if you find yourself saying 'I-D-K' when it comes to the 'T-X-T' this is the '4-1-1' you need to know. "I do kind of worry about what he's communicating to his friends," Dupree Johnson said about his 15-year-old son.

Johnson is not alone, virtually ever teenager ABC 7/Newschannel 8 spoke with said their parents did not know or understand the codes either. High School junior Ellen Bloom said "I don't speak it with my parents, they get mad at me."

That kind of answer has driven parents online for answers.

"I didn't understand the language she was typing, different letters, everything short" said Joycelyn Rooths.

NetLingo.com has helped aid parents crack the text message code. They offer a 28 page glossary of terms including the Top 20 Text Terms Parents Need to Know.

Studies show texting is most popular with teens 16 to 18, and that teen age girls prefer texting over boys.

On the Net:

<http://netlingo.com/>

Watch the television special here → <http://www.wjla.com/news/stories/1007/462221.html>

Text Messaging Secrets

The CTIA Semi-Annual Wireless Industry Survey [released March 28th 2007]...also found that text messaging continues to be enormously popular, with more than 158 billion messages sent in 2006. This represents a 95% increase over 2005. Wireless subscribers are also sending pictures and other multi-media messages in droves, with more than 2.7 billion MMS messages sent in 2006, up from 1.1 billion in 2005.

According to letstalk.com:

*Females (54%) prefer text messaging more strongly than males (43%)

*Text messaging is most popular among 16-18 year-olds (58%), and least popular among 10-12 year olds (32%)

Here's more demographic data regarding SMS usage in the month of August.

Age	Subscribers	%	Benchmark Index
13-17	10,178,635	11.0%	146
18-24	21,664,018	23.3%	172
25-34	23,265,406	25.1%	142
35-44	18,804,193	20.3%	107
45-54	12,536,644	13.5%	78
55-64	4,512,949	4.9%	41
65+	1,890,315	2.0%	15
Total	92,852,161	100.0%	

Gender	Subscribers	%	Benchmark Index
Male	43,712,438	47.1%	98
Female	49,139,723	52.9%	102
Total	92,852,161	100.0%	

Courtesy: M:Metrics, Inc.