21st CENTURY MESSAGING ETIQUETTE
When: Conducted October 2018
Who: 2,400 respondents age 18+ in the U.S. and UK (1,200 respondents in each country)
What: 16-question mobile survey
How: Direct to mobile users via Pollfish
Why: Just because you share the English language, does that mean you share the same communication styles and behaviors? In today’s mobile-first world of texting and messaging, this survey is designed to understand mobile messaging behaviors among U.S. and UK consumers.
Brits are bigger drunk texters than Americans

- Nearly one in three (29%) admit they drunk text. However, Brits (35%) are more likely than Americans (24%) to drunk text.

- Overall, men (32%) are more likely to drunk text than women (27%) and UK Millennials (42%) have a higher chance of texting after a few drinks than U.S. Millennials (27%).

- In fact, U.S. Millennial men are the least likely to drunk text with fewer than two in five (18%) confessing to the act. However, UK men are the biggest offenders, with nearly half (44%) admitting they drunk text.
Americans are prudish about sexting

- U.S. consumers shy away from sexting with nearly two in five (37%) saying sexting is inappropriate. However, UK consumers are less prudish with just one in four (29%) agreeing sexting is inappropriate.

- Men (30%) are less likely than women (35%) to disapprove of sexting. In fact, one in four (28%) men say it’s appropriate to sext one person and one in six (15%) say it’s fine to sext as many people as you like individually.

- Nearly two in five (35%) Millennials say it’s ok to sext one person and nearly one in five (17%) approve of sexting as many people as you like, as long as you’re messaging them individually.

- Accidentally sending a sext to the wrong person is one thing both countries have in common. Nearly one in four (21%) say they’ve sent a racy message to the wrong recipient.
KEY FINDINGS

Group chats aren’t a hit with Americans

- Brits (40%) are much bigger fans of group chats than Americans (29%). In fact, one in six (15%) Americans mute group chats every time they’re added and one in four (28%) will mute a chat group if they receive nonstop messages.

- What’s the threshold on the number of group messages they’ll receive? Nearly half (44%) of Americans say that receiving 10-15 messages in one day is too many for one group chat. Brits have a higher tolerance with one in four (23%) noting 100 or fewer daily texts in a group chat would be acceptable.

- In addition to message overload, Americans find group chats irritating because people on chat chains:
  - Engage in side conversations (29%)
  - Overshare pictures or videos (20%)
  - Share their random thoughts or daily complaints (20%)
  - Don’t participate (14%)

- Overall, women (44%) are more likely than men (34%) to admit they don’t like group chats.
KEY FINDINGS

What do Americans and Brits agree on? A dislike for delayed responses, text fights and receiving work texts after office hours

- Americans and Brits agree that responding in a timely manner is proper messaging etiquette, with nearly one in four (23%) saying it’s rude not to respond to a message within an hour of receiving it.

- Both English-speaking groups agree that fighting with someone over text message is not a great look with nearly half (47%) saying it’s not inappropriate. However, U.S. women (16%) are more likely than U.S. men (12%) to approve fighting over text. UK men (15%) side with U.S. women and are more likely than UK women (12%) to say fighting over text is appropriate.

- Americans and Brits don’t want to take work home. The majority (30%) say getting a work text after work hours is only acceptable if it’s a work emergency.
When sending a text message (via SMS or messaging app), what is an acceptable delay in a reply before it becomes rude?

Americans and Brits expect a fast response, but Americans have less patience
- Overall, nearly one in three (31%) say there is no time limit on responding to messages. (UK=35%; U.S.=28%)
- However, nearly one in four (23%) say it’s rude not to respond to a text message within an hour. (UK=19%; U.S.=26%)

UK men are more patient than U.S. men; U.S. women are the most impatient
- Men (34%) are more likely to say there is no time limit on responding to messages (UK men=34%; U.S. men=32%) compared to women (29%) (UK women=35%; U.S. women=26%)
- U.S. women (26%) over UK women (19%) expect a response within one hour. Completely aligned, U.S. men (26%) over UK men (19%) expect a response within one hour.

U.S. Millennials and Baby Boomers agree on a one-hour response time
- Overall, Millennials say responses within one hour (23%) and four hours (23%) are acceptable. Baby Boomers (39%) say there is no time limit.
- U.S. Millennials (25%) response preference is within four hours compared to UK Millennials who say there is no time limit (28%).
- Second to saying there is no time limit to respond (45%), UK Baby Boomers (19%) expect a response within 4 hours and U.S. Baby Boomers (25%) expect a response within one hour.

<table>
<thead>
<tr>
<th>Answers</th>
<th>Percent</th>
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</thead>
<tbody>
<tr>
<td>Within an hour</td>
<td>22.75%</td>
</tr>
<tr>
<td>Within 4 hours</td>
<td>20.00%</td>
</tr>
<tr>
<td>Within 12 hours</td>
<td>9.92%</td>
</tr>
<tr>
<td>Within 24 hours</td>
<td>16.29%</td>
</tr>
<tr>
<td>No time limit, it’s up to them</td>
<td>31.04%</td>
</tr>
</tbody>
</table>
QUESTION 1: U.S. / UK COMPARISON

UK Overview
- 19% expect a response within one hour
- 19% expect a response within 4 hours
- 10% expect a response within 12 hours
- 17% expect a response within 24 hours
- 35% say that there is no expected response time limit

U.S. Overview
- 26% expect a response within one hour
- 21% expect a response within 4 hours
- 10% expect a response within 12 hours
- 15% expect a response within 24 hours
- 28% say that there is no expected response time limit
When text messaging with your parents, do you reply with the same speed as you would with friends?

<table>
<thead>
<tr>
<th>Answers</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>I reply more slowly to my parents</td>
<td>12.46%</td>
</tr>
<tr>
<td>I reply to my parents at the same speed I would friends</td>
<td>40.29%</td>
</tr>
<tr>
<td>I reply quicker to my parents</td>
<td>26.54%</td>
</tr>
<tr>
<td>I don’t message with my parents</td>
<td>20.71%</td>
</tr>
</tbody>
</table>

Americans and Brits respond quickly to their parents
- While two in five (40%) reply to friends and family at the same pace (UK=41%; U.S.=39%), one in four (27%) tend to reply faster to parents (UK=21%; U.S.=32%).
- However, Brits (23%) are less likely than Americans (18%) to even message with their parents.

Overall, American women are most likely to respond to parents quicker than friends; conversely, UK women are least likely
- Men (24%) are less likely than women (29%) to reply to their parents faster than their friends; men (24%) are more likely than women (18%) to admit they don’t message with their parents
- U.S. women (33%) are nearly twice as likely than UK women (19%) to reply quicker to their parents than their friends.
- U.S. men (29%) reply quicker than UK men to parents than friends (22%).

UK Millennials are most likely to reply slower to their parents
- Nearly one in three (30%) Millennials admit they reply quicker to their parents than their friends compared to one in five (20%) Baby Boomers.
- UK Millennials (21%) are more likely than U.S. Millennials (15%) to reply slower to their parents than friends.
QUESTION 2: U.S. / UK COMPARISON

UK Overview
- 15% reply more slowly to parents
- 41% reply to parents at the same speed as friends
- 21% respond quicker to parents
- 23% don’t message with parents

U.S. Overview
- 10% reply more slowly to parents
- 39% reply to parents at the same speed as friends
- 32% respond quicker to parents
- 18% don’t message with parents
Do you think it’s appropriate to fight with someone through a text message?

<table>
<thead>
<tr>
<th>Answers</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>14.29%</td>
</tr>
<tr>
<td>Only if there’s no other way to contact them</td>
<td>31.92%</td>
</tr>
<tr>
<td>No</td>
<td>47.21%</td>
</tr>
<tr>
<td>I don’t know</td>
<td>6.58%</td>
</tr>
</tbody>
</table>

**Fighting via text message is taboo in America and (across the pond)**
- Overall, almost half (47%) of consumers say it’s inappropriate to fight through text message (UK=47%; U.S.=47%).

**UK men and U.S. women are most likely to approve of fighting with someone over text**
- Women (15%) are slightly more likely than men (14%) to say it’s ok to fight with someone over text.
- U.S. women (15%) are more likely than UK women (12%) to approve of fighting with someone over text.
- UK men (14%) are more likely than U.S. men (12%) to say it’s appropriate to fight over text.

**Millennials vs Baby Boomers**
- Nearly one in five (19%) Millennials think it’s appropriate to fight with someone through a text message (UK=19%; U.S.=18%) and almost two in five (37%) say it’s ok only if there is no other way to contact them (UK=38%; U.S.=37%).
- Nearly three in four (72%) Baby Boomers say it’s inappropriate to fight with someone over text (UK=73%; U.S.=71%), and nearly one in five (19%) say it’s ok only if there is no other way to contact them (UK=20%; U.S.=18%).
QUESTION 3: U.S. / UK COMPARISON

UK Overview
- 14% say it’s ok to fight with someone through text
- 33% say it’s ok to fight with someone through text only if there’s not other way to contact them
- 47% say it’s not appropriate to fight with someone through text
- 6% don’t know

U.S. Overview
- 15% say it’s ok to fight with someone through text
- 31% say it’s ok to fight with someone through text only if there’s not other way to contact them
- 47% say it’s not appropriate to fight with someone through text
- 7% don’t know
Do you have a rule about text messaging while drinking alcohol?

<table>
<thead>
<tr>
<th>Answers</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, no messaging after 1-2 drinks</td>
<td>7.83%</td>
</tr>
<tr>
<td>Yes, no messaging after 3-4 drinks</td>
<td>7.75%</td>
</tr>
<tr>
<td>Yes, no messaging if really drunk</td>
<td>16.25%</td>
</tr>
<tr>
<td>Yes, I hand my phone to a friend to prevent drunk texting</td>
<td>4.46%</td>
</tr>
<tr>
<td>No, I message when I’m drunk</td>
<td>29.38%</td>
</tr>
<tr>
<td>I don’t drink alcohol</td>
<td>34.33%</td>
</tr>
</tbody>
</table>

Brits are bigger drunk texters than Americans
- Nearly one in three (29%) consumers admit they drunk text. However, Brits (35%) are more likely than Americans (24%) to drunk text.

UK Millennial women are the biggest drunk texters
- Men (32%) are more likely than women (27%) to drunk text.
- UK men (35%) are more likely than American men (21%) to drunk text. Similarly, UK women (35%) are more likely than U.S. women (24%) to drunk text.
- UK Millennial women are the biggest drunk text offenders with two in five (41%) admitting they drunk text, which aligns closely with 40% of UK Millennial men who admit to drunk texting. This is much higher in comparison to American Millennial women (29%) and men (18%) who admit to drunk texting.

Baby Boomers aren’t big drinkers or drunk texters
- While half (51%) of Baby Boomers say they don’t drink, they don’t message if they’re really drunk (14%) or after they’ve had 1-2 drinks (13%). This drastically differs in comparison to Millennials. While one in three (30%) Millennials say they don’t drink, nearly two in five (34%) admit they drunk text.
- UK Millennials (42%) have a higher chance of texting after a few drinks than U.S. Millennials (27%).
QUESTION 4: U.S. / UK COMPARISON

UK Overview
- 8% don't text message after 1-2 drinks
- 8% don't text message after 3-4 drinks
- 18% don't text message if they're really drunk
- 3% will hand their phone to a friend to prevent drunk texting
- 35% text message when they're drunk
- 29% don't drink alcohol

U.S. Overview
- 8% don't text message after 1-2 drinks
- 8% don't text message after 3-4 drinks
- 15% don't text message if they're really drunk
- 6% will hand their phone to a friend to prevent drunk texting
- 24% text message when they're drunk
- 40% don't drink alcohol
How many people is it acceptable to be “sexting” at one time?

<table>
<thead>
<tr>
<th>Answers</th>
<th>Percent</th>
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</thead>
<tbody>
<tr>
<td>It's never acceptable to “sex”</td>
<td>32.92%</td>
</tr>
<tr>
<td>One</td>
<td>28.29%</td>
</tr>
<tr>
<td>As many people as you like, individually</td>
<td>14.08%</td>
</tr>
<tr>
<td>No more than three</td>
<td>3.04%</td>
</tr>
<tr>
<td>A number of people in a group text</td>
<td>2.59%</td>
</tr>
<tr>
<td>I don't know</td>
<td>19.08%</td>
</tr>
</tbody>
</table>

Brits are more likely than Americans to sext

- Overall, nearly one in three (28%) say it’s ok to sext one person (UK=30%; U.S.=27%), and nearly one in five (14%) (UK=16%; U.S.=12%) approve of sexting as many people as you like, as long as you’re messaging them individually.
- Brits (29%) are less likely than Americans (37%) to disapprove of sexting (29%).

You’re least likely to get a sext message from American men; but UK and U.S. Millennial women equally agree it’s acceptable to sext one person

- Men (30%) (UK=29%; U.S.=34%) are less likely than women (35%) (UK=29%; U.S.=38%) to disapprove of sexting. However, Millennial men and women in the UK and U.S. have different ideas about sexting:
  - 28% of U.S. Millennial women disapprove; 33% approve one person
  - 17% of UK Millennial women disapprove; 33% approve one person
  - 21% of UK Millennial men disapprove; 41% approve one person
  - 29% of U.S. Millennial men disapprove; 26% approve one person

While one in four Millennials disapprove of sexting, nearly two in five approve of sexting one person

- Nearly two and five (35%) Millennials say it’s ok to sext one person and nearly one in five (17%) approve of sexting as many people as you like, as long as you’re messaging them individually.
QUESTION 5: U.S. / UK COMPARISON

UK Overview
- 29% say it’s never acceptable to sext
- 30% say it’s acceptable to sext one person
- 16% say it’s is acceptable to sext as many people as you like, as long as they’re individual messages
- 3% say it’s acceptable to sext no more than three people
- 3% say it’s acceptable to sext a number of people in a group text
- 20% don’t know

U.S. Overview
- 37% say it’s never acceptable to sext
- 27% say it’s acceptable to sext one person
- 12% say it’s is acceptable to sext as many people as you like, as long as they’re individual messages
- 3% say it’s acceptable to sext no more than three people
- 2% say it’s acceptable to sext a number of people in a group text
- 18% don’t know
Brits are more sarcastic than Americans when texting

- The majority of people (45%) (UK=45%; U.S.=44%) are sarcastic when texting, but understand if it gets misread by the recipient. However, more than one in four (26%) (UK=23%; U.S.=30%) avoid sarcasm over text because they think it’s too easy to misunderstand.
- Brits (24%) are more likely than Americans (18%) to use sarcasm and expect people to accurately read the tone.

Men’s sarcasm when texting may be killing their “game”

- One in four men (25%) (UK=26%; U.S.=22%) use sarcasm when texting. However, women’s text style differs from men’s with less than one in five women (18%) (UK=21%; U.S.=17%) using sarcasm when texting and nearly one in three (28%) (UK=23%; U.S.=30%) saying sarcasm is too easy to misunderstand over text.

Baby Boomers don’t joke around when texting

- Half (51%) (UK=44%; U.S.=55%) of Baby Boomers say they don’t use sarcasm when texting because it’s too easy to misunderstand.
- Millennials completely disagree with baby Boomers, with the majority (55%) (UK=54%; U.S.=56%) admitting they use sarcasm when texting but understand if it’s misread.
QUESTION 6: U.S. / UK COMPARISON

**UK Overview**
- 24% use sarcasm and expect people to read the tone
- 45% use sarcasm but understand if it’s misread
- 23% don’t use sarcasm because it’s too easy to misunderstand
- 8% don’t know

**U.S. Overview**
- 18% use sarcasm and expect people to read the tone
- 44% use sarcasm but understand if it’s misread
- 30% don’t use sarcasm because it’s too easy to misunderstand
- 8% don’t know
Which of the following behaviors is most irritating when messaging?

<table>
<thead>
<tr>
<th>Answers</th>
<th>Percent</th>
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</thead>
<tbody>
<tr>
<td>Poor grammar</td>
<td>22.33%</td>
</tr>
<tr>
<td>Excessive use of “text speak” or acronyms</td>
<td>19.04%</td>
</tr>
<tr>
<td>Sending multiple messages when one is possible/adequate</td>
<td>17.54%</td>
</tr>
<tr>
<td>I don’t know</td>
<td>8.63%</td>
</tr>
<tr>
<td>Disappearing mid-conversation</td>
<td>32.46%</td>
</tr>
</tbody>
</table>

**Poor grammar is an irritating messaging faux pas**
- While the majority (32%) (UK=30%; U.S.=35%) find it most irritating that people “ghost” them in the middle of a text conversation, nearly one in four (22%) (UK=23%; 22%) have a serious issue with people using poor grammar when messaging.
- Following “ghosting,” Brits hate text slang with nearly one in four (22%) saying the excessive use of “text speak” or acronyms is irritating. Americans want more brevity when messaging as nearly one in five (19%) admit they get irritated when people send multiple messages when one message is adequate.

**Men aren’t into slang or acronyms; women want you to get to the point**
- Outside of disappearing mid-conversation and poor grammar, men (23%) (UK=24%; U.S.=21%) are most annoyed when someone they’re texting uses slang or acronyms, and women want more brevity when messaging with nearly one in five (19%) (UK=19%; U.S.=19%) saying it’s irritating when people send multiple messages when one would suffice.

**Baby Boomers and Millennials agree on avoiding poor grammar when texting**
- While disappearing mid-conversation is the biggest irritation across each generation, Baby Boomers are equally irritated with poor grammar (22%) (UK=26%; U.S.=19%) and using text slang or acronyms (22%) (UK=25%; U.S.=20%). Millennials biggest annoyances are poor grammar (24%) (UK=22%; U.S.=26%) and getting multiple messages (17%) (UK=17%; U.S.=17%).
QUESTION 7: U.S. / UK COMPARISON

UK Overview
- 23% are most irritated by poor grammar
- 22% are most irritated by excessive use of “text speak” or acronyms
- 16% are most irritated by receiving multiple messages when one would suffice
- 30% are most irritated by people disappearing mid-conversation
- 8% don’t know

U.S. Overview
- 22% are most irritated by poor grammar
- 16% are most irritated by excessive use of “text speak” or acronyms
- 19% are most irritated by receiving multiple messages when one would suffice
- 35% are most irritated by people disappearing mid-conversation
- 9% don’t know
Do you ever feel stressed by the number of messages you need to respond to?

<table>
<thead>
<tr>
<th>Answers</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes and I struggle to keep up</td>
<td>19.50%</td>
</tr>
<tr>
<td>No</td>
<td>64.42%</td>
</tr>
<tr>
<td>I don’t know</td>
<td>5.46%</td>
</tr>
<tr>
<td>Yes, so I typically ignore all of them</td>
<td>10.63%</td>
</tr>
</tbody>
</table>

Text messaging can be a daily source of stress
- One in five (20%) (UK=20%; U.S.=19%) say they struggle to keep up with all the messages they need to respond to, and nearly one in six (11%) (UK=10; U.S.=12%) ignore all messages they receive because it’s too stressful to respond to them all.

American men have the most “text stress”
- Men (66%) (UK=67%; U.S.=61%) are more likely than women (63%) (UK=64%; U.S.=63%) to say they DON’T feel stressed by the number of messages they need to respond to.

Millennials have much more text stress than Baby Boomers
- Three in four (74%) (UK=74%; U.S.=69%) Baby Boomers say they aren’t stressed by the number of messages they need to respond to. This is much higher in comparison to Millennials in which just three in five (58%) (UK=59%; U.S.=57%) agreed with Baby Boomers.
- In fact, nearly two in five Millennials (36%) (UK=37%; U.S.=35%) say they struggle to keep up or end up ignoring messages because they feel stressed at the number of messages they need to respond to.
QUESTION 8: U.S. / UK COMPARISON

UK Overview
- 66% don't feel stressed by the number of text messages they need to respond to
- 20% feel stressed by the number of text messages they need to respond to and struggle to keep up
- 10% feel stressed by the number of text messages they need to respond to and typically ignore all of them to cope
- 4% don't know

U.S. Overview
- 63% don't feel stressed by the number of text messages they need to respond to
- 19% feel stressed by the number of text messages they need to respond to and struggle to keep up
- 12% feel stressed by the number of text messages they need to respond to and typically ignore all of them to cope
- 7% don't know
Have you ever regretted sending a message that caused damage to an important relationship?

<table>
<thead>
<tr>
<th>Answers</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, regularly</td>
<td>5.75%</td>
</tr>
<tr>
<td>Yes, occasionally</td>
<td>20.13%</td>
</tr>
<tr>
<td>Once or Twice</td>
<td>28.92%</td>
</tr>
<tr>
<td>Never</td>
<td>37.33%</td>
</tr>
<tr>
<td>I don't know</td>
<td>7.88%</td>
</tr>
</tbody>
</table>

**Brits have less text regret than Americans**
- Overall, more than half (55%) (UK=52%; U.S.=59%) admit regret sending a text message because it caused damage to an important relationship.
- Brits (42%) are more likely than Americans (33%) to say they have NO text regrets.

**Text regret is not as likely for UK women**
- Men (53%) (UK=53%; U.S.=53%) are less likely than women (57%) (UK=48%; U.S.=60%) to ever regret sending a message that caused damage to an important relationship.
- Overall, U.S. women have the highest regret (60%) and UK women have the least regret (53%).

**Baby Boomers live the #noregret text life**
- More than half (61%) (UK=70%; U.S.=55%) of Baby Boomers say they have never regretted sending a message that caused damage to an important relationship.
- This drastically differs from Millennials in which fewer than one in four (23%) (UK=27%; U.S.=20%) say they've never regretted sending a message.
QUESTION 9: U.S. / UK COMPARISON

UK Overview
- 6% regularly regret sending a text message
- 19% occasionally regret sending a text message
- 26% have regretted sending a text message at least once or twice
- 42% have never regretted sending a text message
- 7% don’t know

U.S. Overview
- 6% regularly regret sending a text message
- 22% occasionally regret sending a text message
- 31% have regretted sending a text message at least once or twice
- 33% have never regretted sending a text message
- 9% don’t know
Have you ever sent a racy text to the wrong person?

<table>
<thead>
<tr>
<th>Answers</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>21.08%</td>
</tr>
<tr>
<td>No</td>
<td>73.58%</td>
</tr>
<tr>
<td>I don’t know</td>
<td>5.33%</td>
</tr>
</tbody>
</table>

Accidental sexts happen on both sides of the Atlantic
- Nearly one in four (21%) (UK=21%; U.S.=21%) admit they’ve sent a racy text to the wrong person.

Both sexes equally admit to sharing illicit texts with the wrong person
- An equal amount of men (21%) (UK=21%; U.S.=21%) and women (21%) (UK=21%; U.S.=21%) admit to accidentally sending a racy text.

American Millennial men are most likely to send racy texts to unintended recipients
- Millennials are more likely to send an accidental sext (26%) (UK=25%; U.S.=26%) than Baby Boomers (7%) (UK=8%; U.S.=6%).
- U.S. Millennial men (28%) are the biggest offenders of sexting the wrong person followed by UK Millennial women (27%), U.S. Millennial women (26%) and UK Millennial men (25%).
QUESTION 10: U.S. / UK COMPARISON

UK Overview
- 21% have sent a racy text to the wrong person
- 74% haven’t sent a racy text to the wrong person
- 4% don’t know

U.S. Overview
- 21% have sent a racy text to the wrong person
- 73% haven’t sent a racy text to the wrong person
- 6% don’t know
If you ever sent a racy text to the wrong person, what do you do next?

<table>
<thead>
<tr>
<th>Answers</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pretend the text was intended for the recipient</td>
<td>14.43%</td>
</tr>
<tr>
<td>Apologize for the text</td>
<td>58.10%</td>
</tr>
<tr>
<td>Delete the text before they see it</td>
<td>9.09%</td>
</tr>
<tr>
<td>Pretend it never happened</td>
<td>13.44%</td>
</tr>
<tr>
<td>I don't know</td>
<td>4.94%</td>
</tr>
</tbody>
</table>

Americans are more likely than Brits to say sorry for sexting mistakes
- Overall, more than half (58%) of all consumers say they would apologize after sending a sext to the wrong person, but Americans (62%) are more likely than Brits (54%) to own up to the accident.

UK women are least likely to apologize for sexting the wrong person
- Men (16%) (UK=16%; U.S.=16%) are more likely than women (13%) (UK=16%; U.S.=12%) to pretend a sext was actually intended for the person they wrongfully sent it to.
- UK women (18%) are more likely than U.S. women (11%) to pretend the sext incident didn’t happen.
- UK women are the least likely to apologize for an accidental sext (51%), followed by UK men (56%), U.S. men (60%) and U.S. women (63%).

Millennials brush off sexting incidents
- Millennials (56%) (UK=53%; U.S.=59%) are much less likely than Baby Boomers (72%) (UK=64%; U.S.=79%) to apologize for sending a sext to the wrong person.
- Instead, Millennials say they’ll pretend the sext was meant for the recipient (16%) (UK=16; U.S.=16%), act like it never happened (13%) (UK=15%; U.S.=12%) or delete the sext before the person sees it (9%) (UK=9; U.S.=9%).
QUESTION 11: U.S. / UK COMPARISON

UK Overview
- 16% would pretend the text was intended for the recipient
- 54% would apologize for the text
- 9% would delete the text before the recipient saw it
- 15% would pretend the text never happened
- 6% don’t know

U.S. Overview
- 13% would pretend the text was intended for the recipient
- 62% would apologize for the text
- 9% would delete the text before the recipient saw it
- 12% would pretend the text never happened
- 4% don’t know
Do you enjoy being part of group chats of 3 or more people?

<table>
<thead>
<tr>
<th>Answers</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>34.58%</td>
</tr>
<tr>
<td>No – More than three people is too crowded</td>
<td>17.50%</td>
</tr>
<tr>
<td>No – I don’t like group chats at all</td>
<td>39.46%</td>
</tr>
<tr>
<td>I don’t know</td>
<td>8.46%</td>
</tr>
</tbody>
</table>

Americans despise group chats
- While most (39%) consumers don’t like group chats, Brits (40%) are much bigger fans of group chats than Americans (29%), admitting they enjoy being a part of group chats with three or more people.
- Nearly half (46%) of all Americans say they don’t like group chats at all (compared to one in three (33%) Brits).

Men are bigger group chat fans than women
- More men (38%) (UK=41%; U.S.=30%) than women (32%) (UK=39%; U.S.=29%) like group chats of all sizes.

Baby Boomers aren’t game for group chats but Millennials are!
- Overall, Millennials enjoy group chats (46%), but UK Millennials (54%) have more interest in group chats than Americans (38%).
- However, Baby Boomers don’t feel the same as Millennials with more than half (58%) (UK=52%; U.S.=62%) saying they don’t like group chats all.
QUESTION 12: U.S. / UK COMPARISON

UK Overview
- 40% enjoy group chats with three or more people
- 17% don’t enjoy group chats with three or more
- 33% don’t like group chats at all
- 10% don’t know

U.S. Overview
- 29% enjoy group chats with three or more people
- 19% don’t enjoy group chats with three or more
- 46% don’t like group chats at all
- 7% don’t know
When texting in a group chat, what do you find most irritating?

<table>
<thead>
<tr>
<th>Answers</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>People engaging in side-conversations</td>
<td>25.25%</td>
</tr>
<tr>
<td>People who never participate</td>
<td>14.75%</td>
</tr>
<tr>
<td>People who overshare pictures, videos or means</td>
<td>19.63%</td>
</tr>
<tr>
<td>People who share random thoughts/complaints about their day</td>
<td>16.83%</td>
</tr>
<tr>
<td>I don't know</td>
<td>23.54%</td>
</tr>
</tbody>
</table>

Consumers get irritated by side-conversations and oversharing
- While the majority (25%) find side-conversations to be the most irritating behavior in a group chat, Americans (29%) take more offense than those in the UK (22%).
- Oversharing is the second biggest irritation (20%) (UK=20%; U.S.=19%).

Men would rather hear you complain about your day than overshare
- Overall, men would find it less irritating if you didn't participate (16%) or complained about your day (17%) in a group chat than if you overshared pictures, videos and memes (19%).
- Women would prefer you not to participate in a group chat (13%) rather than hearing your random thoughts/complaints about your day (17%).

Baby Boomers hate to hear complaints; Millennials don’t want “slacklers” in a chat group
- Following their biggest irritation of side conversations (28%), Millennials would rather hear your random thoughts/complaints about your day (16%) than not have you participate in the conversation (20%).
- Unlike Millennials, Baby Boomers are less accepting of pessimism over participation – equally rank sharing random thoughts / complaints about the day (22%) as the biggest irritation alongside of side-conversations (22%).
QUESTION 13: U.S. / UK COMPARISON

UK Overview
- 22% are most irritated by people engaging in side-conversations
- 16% are most irritated by people who never participate
- 20% are most irritated by people who overshare pictures, videos or memes
- 15% are most irritated by people who share random thoughts / complaints
- 27% don’t know

U.S. Overview
- 29% are most irritated by people engaging in side-conversations
- 14% are most irritated by people who never participate
- 19% are most irritated by people who overshare pictures, videos or memes
- 19% are most irritated by people who share random thoughts / complaints
- 20% don’t know
How frequently do you mute your group chats?

<table>
<thead>
<tr>
<th>Answers</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Every time I am added to one</td>
<td>17.83%</td>
</tr>
<tr>
<td>Only if I receive nonstop messages</td>
<td>26.50%</td>
</tr>
<tr>
<td>Only when the conversation doesn't pertain to me anymore</td>
<td>18.63%</td>
</tr>
<tr>
<td>I never mute group chats</td>
<td>23.33%</td>
</tr>
<tr>
<td>I don't know</td>
<td>13.71%</td>
</tr>
</tbody>
</table>

**Americans put group chats on mute (unless it’s about them)**
- While one in four (27%) will mute a group chat only if they receive nonstop messages, Americans (21%) are more likely than Brits (15%) to mute a message as soon as they are added.
- However, both groups are equally interested in keeping the conversation about them, with about one in five Americans (19%) and Brits (18%) saying they only mute group chats once the conversation isn’t about them.

**American women are most likely to “ghost” group chats**
- Women (19%) are more likely than men (16%) to mute group chat conversations as soon as they’re added. In fact, U.S. women are most likely to mute a group chat as soon as they are added (22%), leading U.S. (16%), UK men (16%), and UK women (12%).

**Baby Boomers are more committed to group chats than Millennials**
- More than one in three Baby Boomers (35%) (UK=31%; U.S.=37%) say they never mute group chats compared to less than one in five Millennials (16%) (UK=20; U.S.=13%).
- In fact, nearly one in four Millennials (23%) (UK=21%; U.S.=24%) will mute a group chat every time they are added to one.

**QUESTION 14**

Rakuten Viber
**QUESTION 14: U.S. / UK COMPARISON**

**UK Overview**
- 15% mute every time they are added to a group chat
- 25% mute only if they receive nonstop messages
- 18% mute only when the conversation doesn’t pertain to them anymore
- 26% never mute group chats
- 16% don’t know

**U.S. Overview**
- 21% mute every time they are added to a group chat
- 28% mute only if they receive nonstop messages
- 19% mute only when the conversation doesn’t pertain to them anymore
- 21% never mute group chats
- 11% don’t know
Brits are chattier than Americans on group chats

- Overall, when it comes to group chats, the majority (38%) of consumers cap the number messages they prefer to receive on a daily basis at 10-15.
- However, Americans have less tolerance than Brits for the number of messages they receive in group chats (see comparisons on slide 37), which could indicate that Brits are bigger fans of verbose group chats.

UK men are ok with a “chatty” group chats, but American women avoid it

- Overall, women want less chat in group chats than men:
  - 39% of women say 10-15 is the max compared to 35% of men
  - 24% of women say 20-40 is the max compared to 24% of men
  - 18% of women say 50-75 is the max compared to 18% of men
  - 19% of women say 100+ is the max compared to 23% of men
- UK men are more chattier in group chats than U.S. men. One in four (25%) UK men say more than 100 texts is the threshold for one group chat, compared to less than one in five (18%) U.S. men.
- American women (43%) prefer briefer conversations than UK women (30%) saying they want to cap group chat messages to 10-15 per day.

Millennials say “bring on the group texts!”

- While the majority of Millennials (30%) are comfortable receiving up to 100 texts per day in a group chat, UK Millennials are more on board (35%) than those in the U.S (26%). Baby Boomers couldn’t agree less with Millennials, with two in three (66%) saying 10-15 daily messages was too many in a group chat.
QUESTION 15: U.S. / UK COMPARISON

UK Overview
- 31% say 10-15 daily messages is too many for a group chat
- 26% say 20-40 daily messages is too many for a group chat
- 21% say 50-75 daily messages is too many for a group chat
- 23% say more than 100 daily messages is too many for a group chat

U.S. Overview
- 44% say 10-15 daily messages is too many for a group chat
- 22% say 20-40 daily messages is too many for a group chat
- 15% say 50-75 daily messages is too many for a group chat
- 19% say more than 100 daily messages is too many for a group chat
How do you feel about receiving texts about work after hours?

<table>
<thead>
<tr>
<th>Answers</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>It’s only ok if it’s an emergency</td>
<td>30.08%</td>
</tr>
<tr>
<td>It’s acceptable</td>
<td>24.21%</td>
</tr>
<tr>
<td>I find it irritating, but will respond</td>
<td>22.96%</td>
</tr>
<tr>
<td>It’s inappropriate and I do not respond</td>
<td>12.09%</td>
</tr>
<tr>
<td>I don’t know</td>
<td>10.67%</td>
</tr>
</tbody>
</table>

It better be a work emergency if you’re texting Americans and Brits after work hours
- Nearly one in three (30%) (UK=30%; U.S.=30%) say getting a work text after work hours is only appropriate IF it’s an emergency.

U.S. men are the biggest “after work communicators”; UK men are the least likely to support work communication outside of the office
- While U.S. men (30%) are most likely to support after-work hours texts, especially more than UK men (21%), overall women (25%) (UK=25%; U.S.=25%) are slightly more likely than men (23%) to say it’s acceptable to receive after-work texts.

Millennials are much more likely than Baby Boomers to have an “always on” approach when it comes to work communication
- Nearly one in three Millennials (28%) say it’s acceptable to receive work texts after work compared to less than one in five (17%) Baby Boomers.
- UK Millennial women (36%) and U.S. Millennial men (33%) have the highest acceptance for after-work communication, compared to one in four U.S. Millennial women (26%) and UK Millennial men (24%).
QUESTION 16: U.S. / UK COMPARISON

UK Overview
- 30% say after-hours work texts are acceptable if it's an emergency
- 22% say after-hours work texts are acceptable
- 23% find after-hours work texts irritating but will respond
- 14% say after-hours work texts are inappropriate and will not respond
- 11% don't know

U.S. Overview
- 30% say after-hours work texts are acceptable if it's an emergency
- 26% say after-hours work texts are acceptable
- 23% find after-hours work texts irritating but will respond
- 10% say after-hours work texts are inappropriate and will not respond
- 11% don't know
thank you.

for inquiries or executive commentary, contact viber@shiftcomm.com