

THE TEXT SURVEY

THE RESULTS REPORT



GREGORYTALL

ABOUT THIS PUBLICATION...

Hello! My name is Gregory Tall and I facilitate workshops and create digital content designed to help professionals and entrepreneurs become better communicators. In July 2017, I launched an online survey and asked people to share their opinions about the use of text messaging in the workplace.

Now I'm sharing a visual summary of the results so far based on the first 150 responses to my five-question survey. Check out the next few pages for some interesting data about how people responded to the questions below. The results might surprise you!

1. How often do you use text messaging to communicate with people in the workplace? (Page 2)
2. During what time(s) of day is it acceptable for people from the workplace to text you? (Page 3)
3. How soon can people in the workplace usually expect you to respond to texts? (Page 4)
4. How soon do you expect others in the workplace to respond to your texts? (Page 5)
5. How formal do you expect people from the workplace to be when texting you? (Page 6)

AND COMING SOON...

TUE, AUG 29: *The TEXT Book: The Unwritten Rules Of Texting In The Workplace*

Download my e-Book full of bite-sized text etiquette tips for the workplace. Like every digital product I produce, *The TEXT Book* will be intentionally short so you can read it quickly and easily and immediately apply what you learn. What's not to love about that?!?

THU, SEP 7: The TEXT Talk: The Legal Stuff You Need to Know About Texting in the Workplace

Join me online for a live streamed conversation with Laura Liss, employment attorney with the law firm of Patzik Frank & Samotny Ltd. We'll discuss the legal considerations for both employees and employers when it comes to the use of texting and mobile technology in the workplace.

SHARE WITH OTHERS...

The more respondents that complete the survey, the more meaningful the data become. My goal is to eventually reach 5,000 responses. So please **continue to share the survey with people in your network and encourage them to participate.** You are welcome to write your own pitch or you can simply copy & paste the message below, which is Twitter, Facebook, LinkedIn, email, and of course, text message friendly!

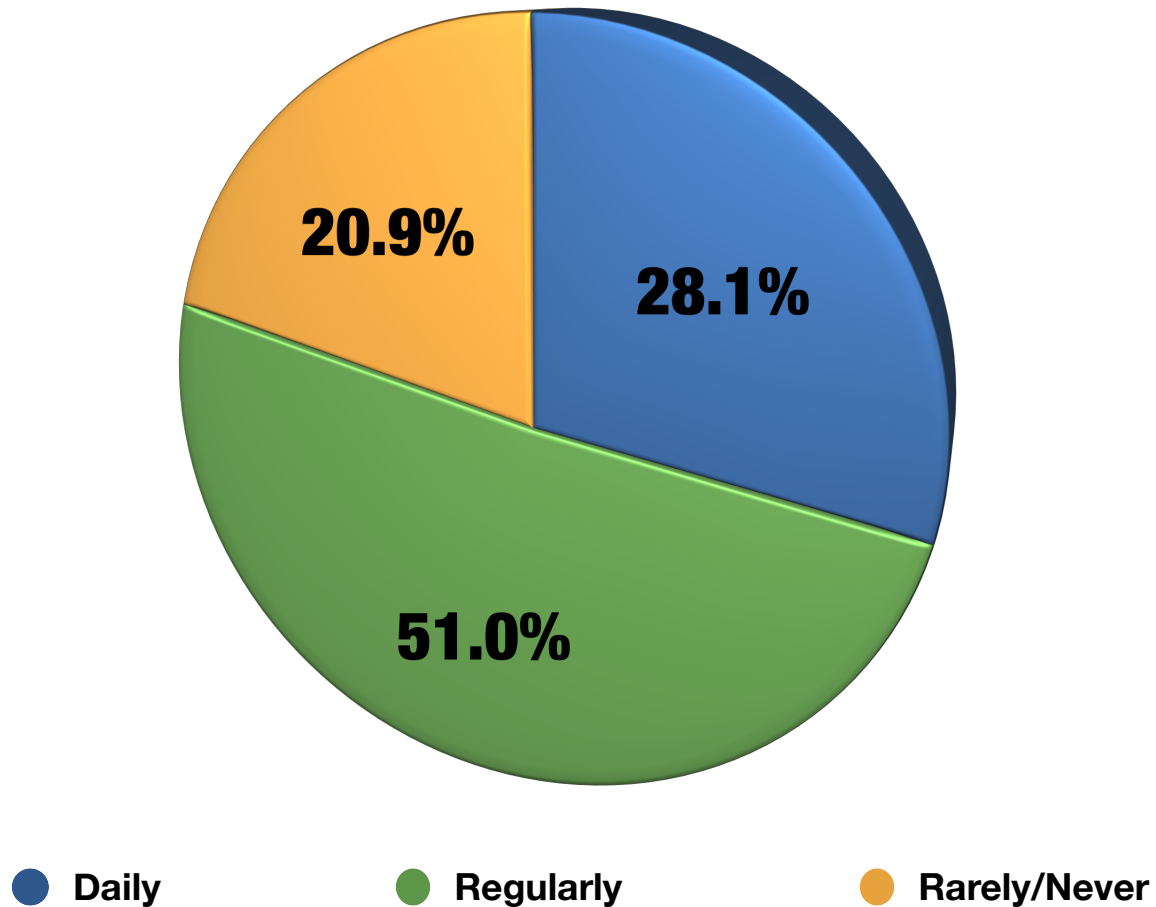
Share your opinion about texting in the workplace. Take this 5 question multiple-choice survey:
<http://bit.ly/thetextsurvey>.

BUT BEFORE YOU START TEXTING YOUR CEO...(MY DISCLAIMER)

Remember the data you are about to see is based on an *opinion* survey with a limited sample size. As with anything you read, you should lean on your own experiences and professional judgment in determining the best way(s) to communicate with people in your professional interactions.

And without further delay, here are the survey results!

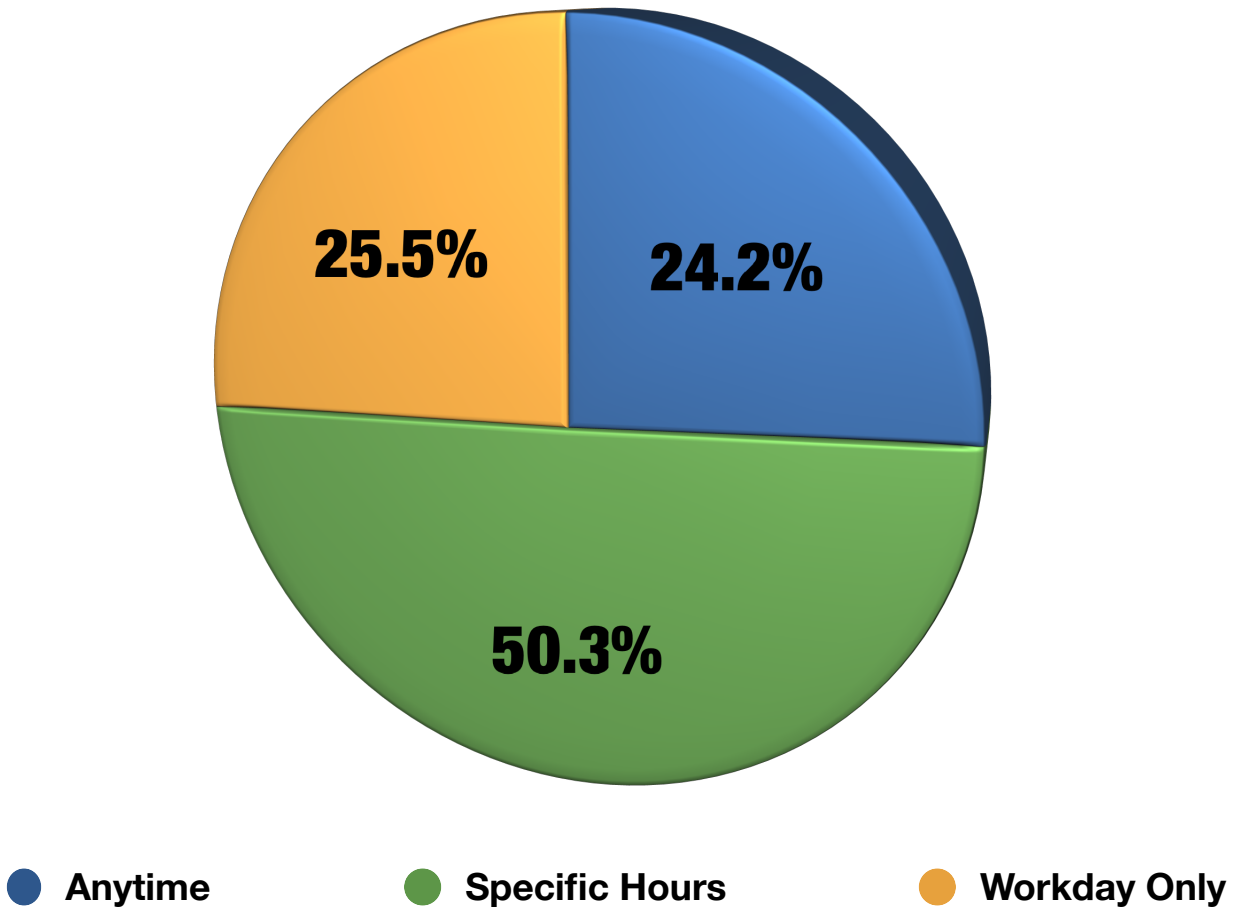
1. How often do you use text messaging to communicate with people in the workplace?



(ALMOST) EVERYBODY'S DOIN' IT.

Overall, nearly **80% of people use text messages with some regularity to communicate in the workplace**. Of that large group, just 28.1% of people use text messages on a *daily* basis while 51% of them use text messages regularly, but not daily. And there's still a sizable group of people (20.9%, to be exact) that rarely or never use text messages in the workplace. Based on those numbers, it seems we're still a long way from the extinction of phone calls and emails. But if the digital age has taught us anything, it's that things change rapidly.

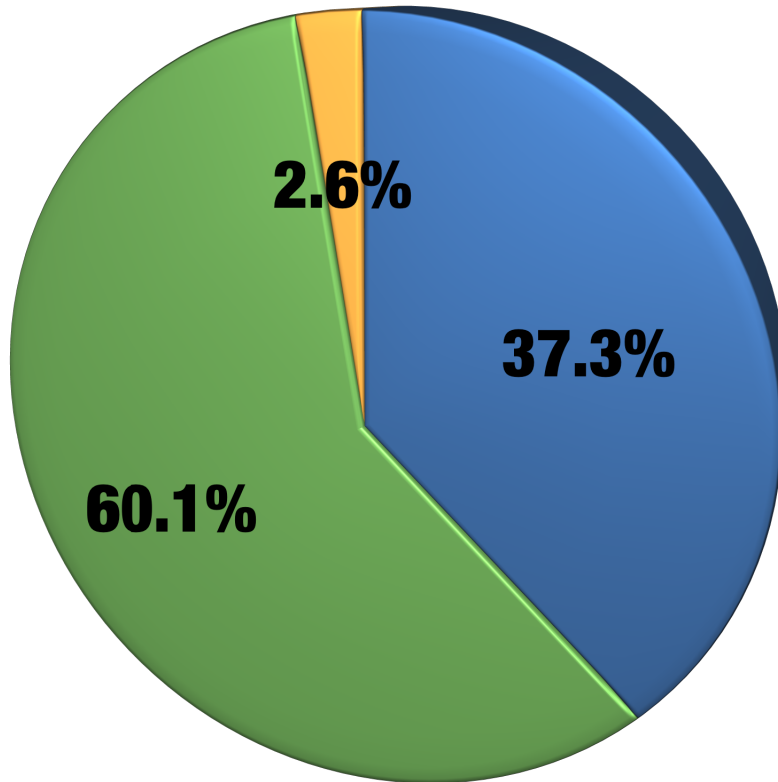
2. During what time(s) of day is it acceptable for people from the workplace to text you?



LATE IS NOT BETTER THAN NEVER.

To my surprise, **24.2% of people indicated they were okay with people from the workplace texting them anytime of the day...or night.** Still, a majority of people have boundaries about when it's OK to text them. 50.3% of people indicated it's only acceptable to text them during specific hours of the day; however, this survey didn't ask what those hours are. And they likely vary depending on the person. So your guess is as good as mine. Finally, 25.5% of people indicated it's only acceptable to text them during the workday. So before you send that beginning or end-of-day text message, just remember this: when it's 7:30 AM in New York, it's 4:30 AM in San Francisco. And when it's 8:30 PM in San Francisco, it's 11:30 PM in New York.

3. How soon can people in the workplace usually expect you to respond to texts?



● Immediately

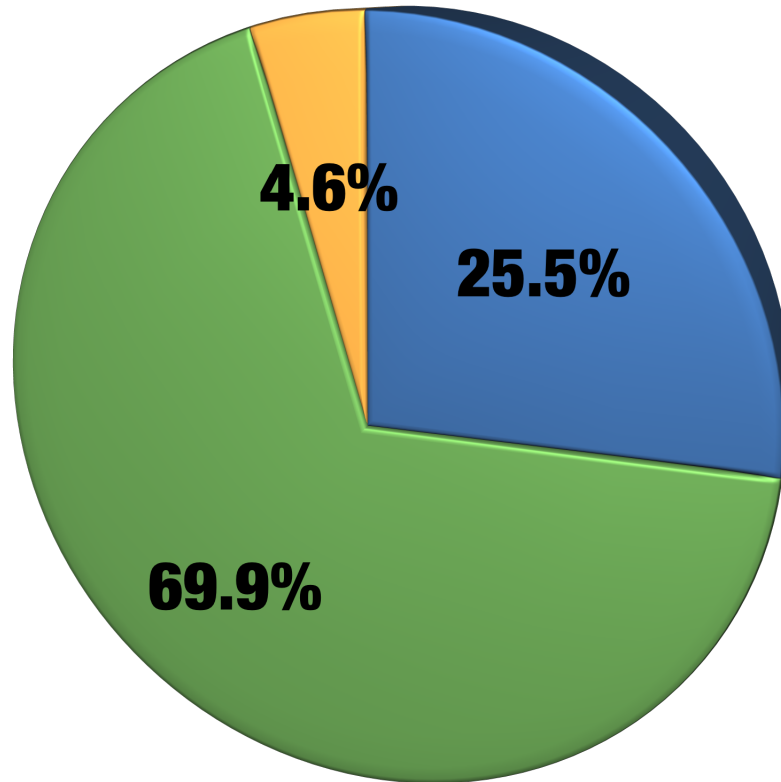
● Same Day

● > 24 Hours

NOW OFFERING SAME-DAY SERVICE.

When you text someone, you have an *excellent* chance of getting a response the very same day! Overall **97.4% of people indicated you can expect a response from them before the end of the day.** That big blue chunk of the pie represents the 37.3% of people who indicated you can expect an immediate response when you text them. Yep, *immediate*. At the other end of the spectrum are the 2.6% of people that indicated you might just have to wait until (gulp) tomorrow before you get a response to your text message. But most people (60.1%) guarantee a same-day, but not necessarily immediate response.

4. How soon do you expect others in the workplace to respond to your texts?



● Instantly

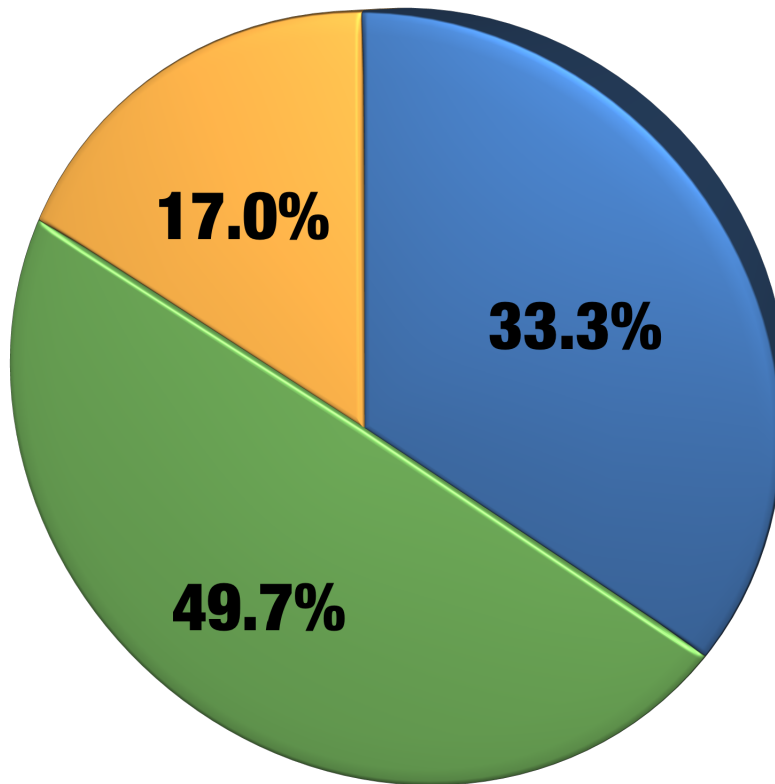
● Same Day

● > 24 Hours

AND BY "LATER," I BASICALLY MEAN TODAY.

So when it comes to responding to their text messages, people are expecting you to share their sense of urgency. In total, **95.5% of people indicated they expected responses to their text messages the same day or sooner.** 25.5% of those people expect you to respond instantly. But the vast majority of them (69.9%) will be satisfied if you get back to them before the end of the day. But keep in mind that people have boundaries about the time(s) of day at which they consider it acceptable for you to text them (see question # 2).

5. How formal do you expect people from the workplace to be when texting you?



● Standard English

● Slang OK

● Anything Goes

OMG! U AIN'T GOTTA B PERFECT OR NETHING.

So this one is good news for anyone who wasn't a spelling bee champion back in the day (I misspelled "barracks" in the first round. Ugh!). The data suggest people consider text messages a less formal method of communication—even in the workplace. **49.7% of people indicated it's just fine for texts to them to include slang, abbreviations and even typos.** Another 17% of people indicated emojis and GIFs are fair game too. BUT, that still amounts to 1 out of every 3 people who expect you to stick with standard English *and* proofread your texts before you hit "send."

NOW WHAT?

Well there ya' have it! I hope you found these results just as interesting as I did! But it's not over! Here are some things you can do to continue this learning experience for you and others:

SHARE these results with your co-workers, colleagues, peers and friends. This survey results e-Book is yours to share! You are free to quote it, post it, email it to people in your network or even print some copies for your office.

START A CONVERSATION with someone in your organization or professional network about how they are using text messaging in their work. You can ask them the same five questions you answered in the survey. Heck, ask them to take the survey too! (<http://bit.ly/thetextsurvey>)

DOWNLOAD your free copy of *The TEXT Book* on **Tuesday, August 29**. Check your email inbox on that date for instructions on how to claim your free download.

REGISTER now for The TEXT Talk, a conversation with employment attorney Laura Liss on **Thursday, September 7**. The live stream will take place from 1:00 to 1:30 PM CST. The session will be recorded and made available for on-demand viewing for those unable to join the live broadcast.

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Until the next episode,

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