Textmagic | **Pollfish**

State of business texting 2025

What consumers **expect** from business texts

Our survey of 1,800 consumers shows that business SMS is still one of the most effective communication channels when used correctly. However, the data also reveals that many businesses fall short in terms of trust, timing, and responsiveness.

Executive summary

Purpose of the survey

The present survey was conducted to better understand how consumers engage with SMS messages from businesses and to identify what drives trust, frustration, or disengagement. The goal was to help businesses refine their messaging strategies and improve communication.

How businesses can do better

- ✓ Use 10DLC or toll-free-verified numbers to build immediate trust.
- ✓ Automate responses to inbound messages to avoid ghosting.
- ✓ Focus on value-first messaging (order updates, reminders, support responses).
- ✓ Avoid suspicious links, poor formatting, and unnecessary emojis.
- ✓ Respect message frequency preferences. Don't just send more, send smarter.

Methodology

Conducted in March 2025 via Pollfish, the survey included 1,800 U.S.-based adults across demographics. The survey was distributed via mobile apps to ensure real-time and engaged responses.

Pollfish uses advanced fraud prevention and stratified sampling to ensure quality and balance across age and gender. While Pollfish surveys are opt-in and directional in nature, they offer rapid, scalable consumer insights that have been cited in leading media outlets.

This survey was commissioned by Textmagic, a business texting platform that helps organizations send trusted, compliant, and customer-first SMS communications.

Key findings

💬 **SMS isn't dead.**

Only 8% of consumers say they ignore business texts, the lowest rate among all communication channels.

🚫 **Ghosting is real.**

30% of people say they've reached out to a business via SMS and got no reply.

🚫 **Blocking is common.**

Nearly 70% of respondents have blocked a business number due to spammy behavior.

🤝 **Trust is fragile.**

Suspicious links, bad grammar, and unknown numbers are the biggest red flags.

📊 **Tone matters.**

Nearly half of respondents say slang or emojis feel 'cringe' and unprofessional.

Key insights

Ignored channels
Which channels are least effective?

42% of respondents ignore phone calls.

SMS is the least ignored at only **8%**.

Younger users **aged 18–24** ignore SMS slightly more than social media, but they still consider it a strong communication channel.

Blocking behavior
How many people block business numbers?

Nearly **70%** of users stated that they've blocked a business number.

48% did so multiple times, citing excessive frequency or irrelevance.

Blocking business numbers is highest among users aged **35–54**.

Respondent overview

Respondents:
1,800 U.S. adults

Method:
Stratified online survey via mobile apps

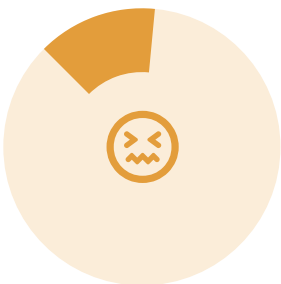**Date:**
March 31, 2025

First reactions

What emotional responses do users have to business texts?

Only 14% of people feel excited when they receive a business text.
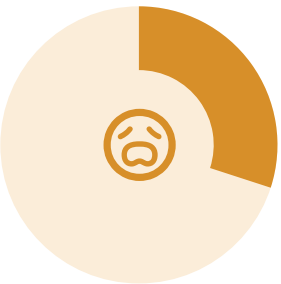
42% of users feel neutral about it, while **30%** feel annoyed

14% feel anxious and are actively worried it's spam.

No-response incidents

Do businesses ghost their customers often?

30% of survey respondents say they texted a business and got no response, which frustrated them.
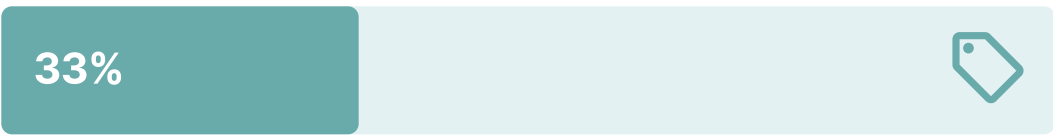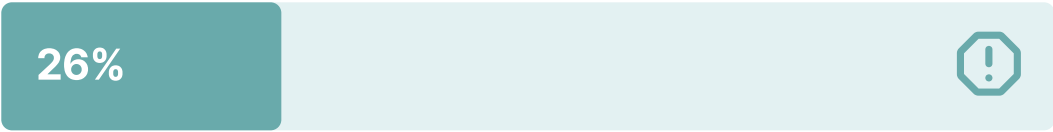
Another **23%** say the business ghosted them via SMS.

This issue is particularly strong among **18 to 34**-year-olds.
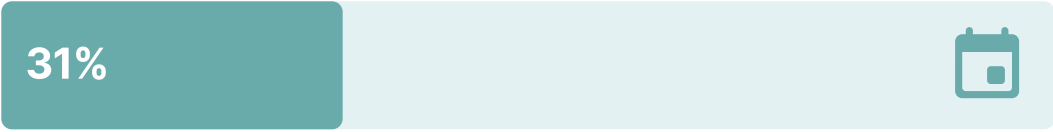
Most memorable messages
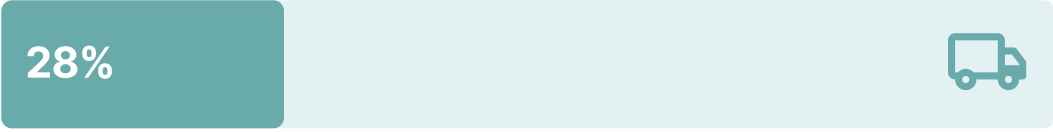
What business texts do users actually want to receive?
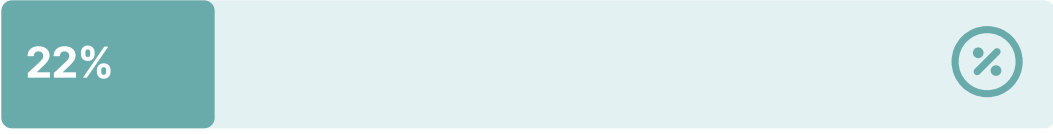
33%
Promotional offers

26%
Scam or spam messages

31%
Appointment reminders

28%
Shipping updates

22%
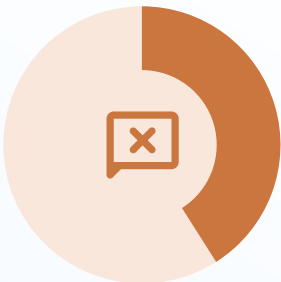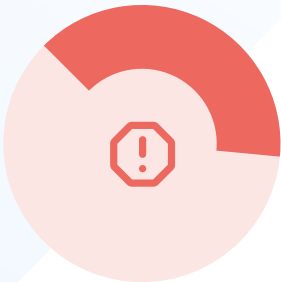Discounts

Reasons for ignoring SMS

Why does your audience ignore your texts?

41% of respondents ignored a business text because the message wasn't relevant.

39% weren't sure the message was legit, which doubles down on concerns regarding scams and spam.

Only 6% just forgot to reply. That's only a little more than 100 people.

Tone & language

Is your business perceived as cooler if you use slang or emojis in texts?

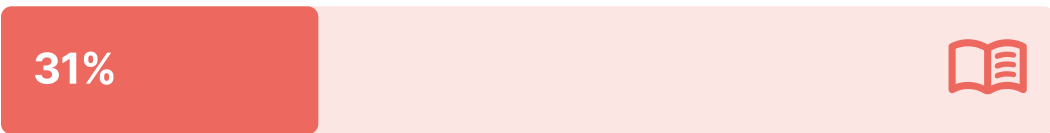**Only 6%** of survey respondents said they like slang/emojis.

Nearly half (47%) find them cringeworthy or unprofessional.

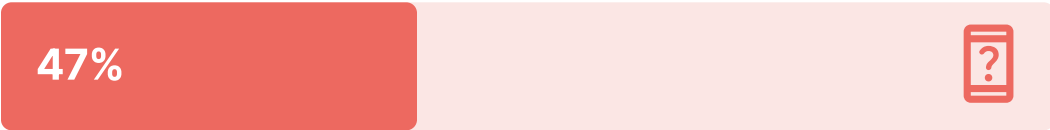This trend grows stronger with age, which means cutesy texts might work for a younger audience, but they won't achieve their purpose for older generations.

Red flags

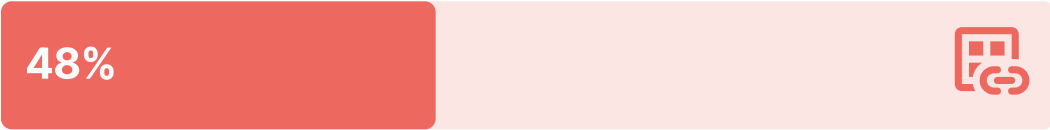What triggers alarm bells in a user's brain when they receive a business text?
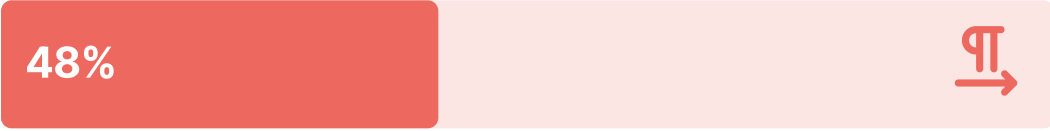
31%
Request for personal info

47%
Strange or unknown sender number

48%
Suspicious links

48%
Poor grammar or formatting
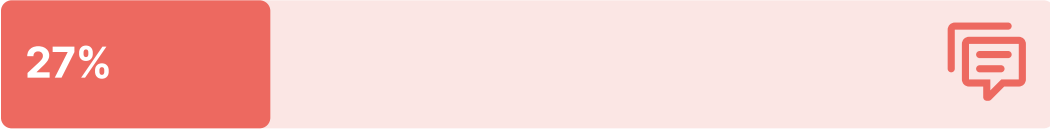
27%
Too many messages in a short time

Data tables & charts

Q1 – Which channel do you ignore the most?

Type: Single selection

Answer	Response count	Response %	Post -stratified %	Male %	Female %	Top age group %
SMS	149	8.28 %	8.68 %	8.49 %	8.09 %	20.83% (65+)
Email	290	16.11 %	16.76 %	18.14 %	14.26 %	22.47% (25–34)
Phone calls	758	42.11 %	40.35 %	34.07 %	49.47 %	48.94% (45–54)
WhatsApp	153	8.50 %	8.55 %	10.12 %	7.02 %	10.98% (18–24)
Social media	180	10.00 %	10.46 %	13.14 %	7.13 %	20.83% (65+)
I don't ignore any	270	15.00 %	15.20 %	16.05 %	14.04 %	20.73% (18–24)
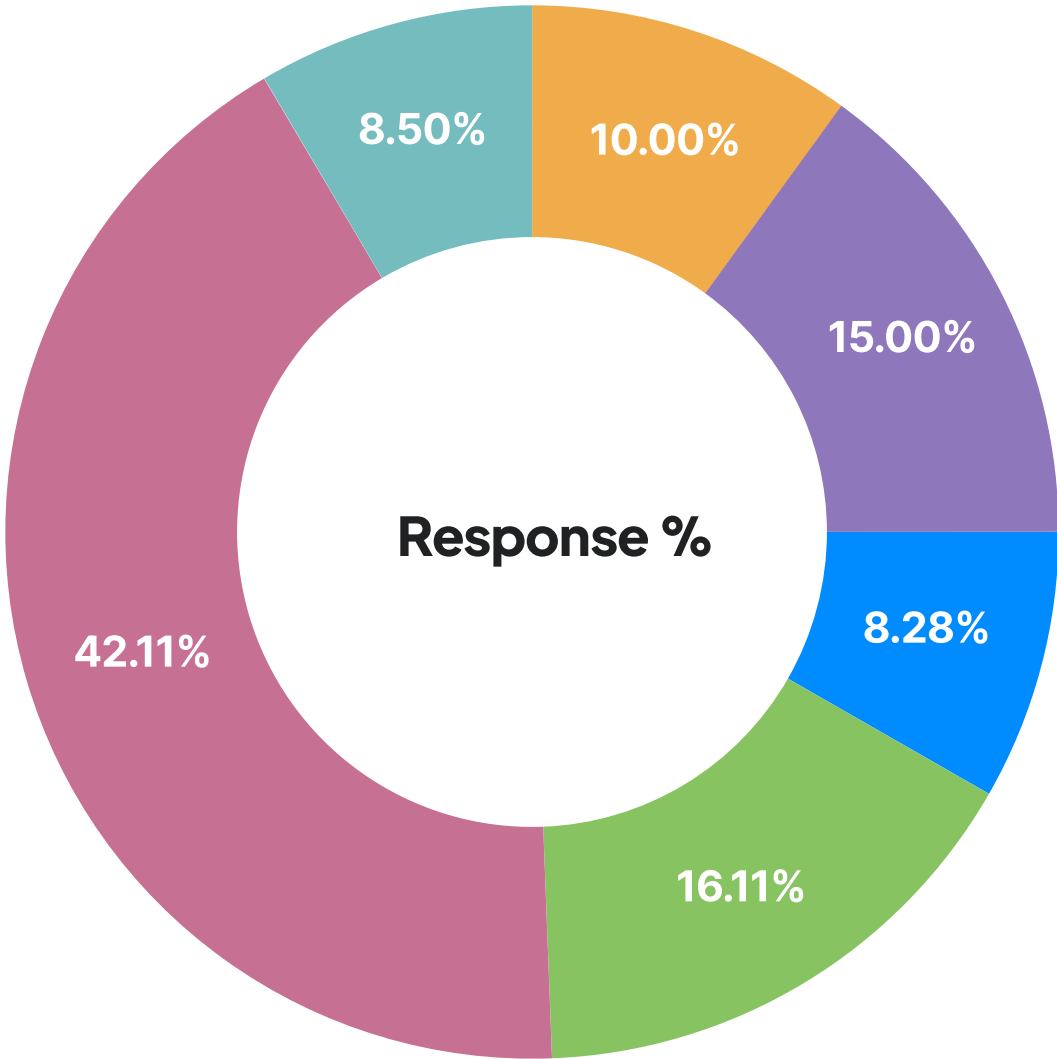
Q2 – Have you ever blocked a business number?

Type: Single selection

Answer	Response count	Response %	Post -stratified %	Male %	Female %	Top age group %
Yes, multiple times	875	48.61%	47.64%	47.56%	49.57%	50.35% (45–54)
Yes, once or twice	386	21.44%	21.77%	21.98%	20.96%	25.61% (18–24)
No, but I've thought about it	276	15.33%	15.62%	15.93%	14.79%	21.95% (18–24)
No, I don't get too many messages	181	10.06%	10.18%	9.42%	10.64%	12.20% (18–24)
No, I like receiving business messages	82	4.56%	4.80%	5.12%	4.04%	8.15% (25–34)

15.33%
10.06%
21.44%
4.56%
Response %
48.61%
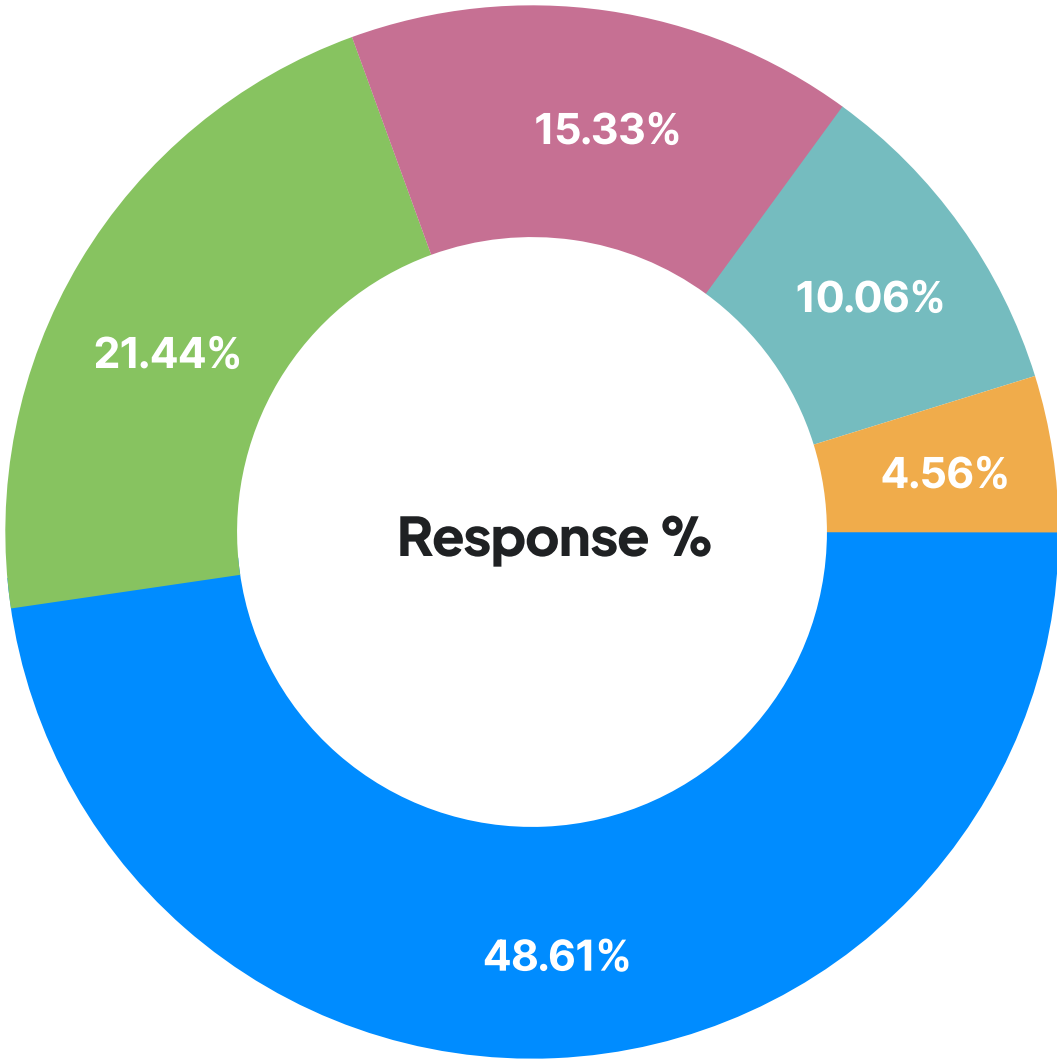
Q3 – What's your immediate reaction to a business text?

Type: Single selection

Answer	Response count	Response %	Post -stratified %	Male %	Female %	Top age group %
▌Excited	248	13.78%	14.64%	16.74%	11.06%	24.39% (18–24)
▌Neutral	751	41.72%	41.79%	43.26%	40.32%	62.50% (65+)
▌Annoyed	544	30.22%	29.47%	26.86%	33.30%	34.88% (55–64)
▌Anxious	257	14.28%	14.11%	13.14%	15.32%	19.30% (55–64)

Response %

30.22%
14.28%
13.78%
41.72%
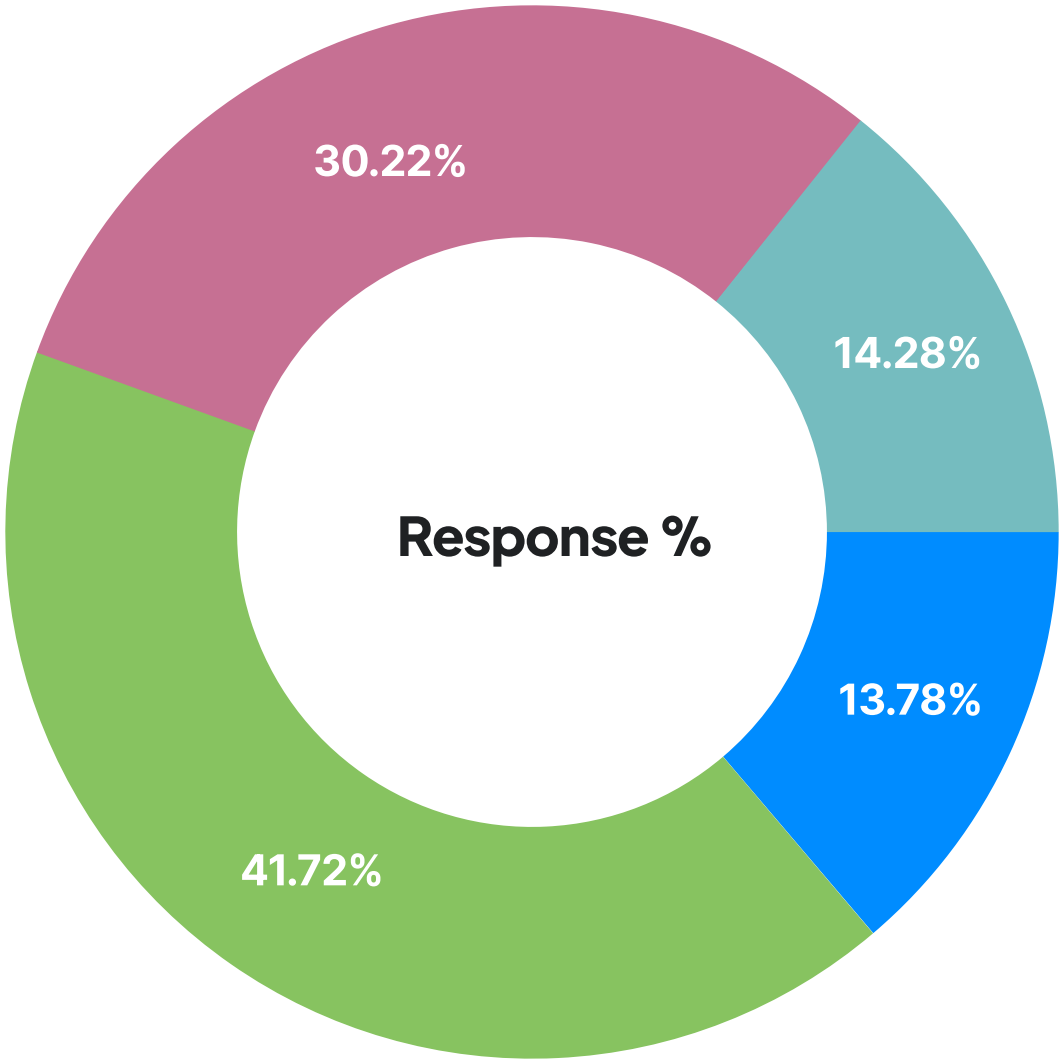
Q4 – Have you ever texted a business and received no response?

Type: Single selection

Answer	Response count	Response %	Post-stratified %	Male %	Female %	Top age group %
▍Yes, and it was frustrating	551	30.61%	31.24%	32.91%	28.51%	46.34% (18–24)
▍Yes, but I found another way	403	22.39%	22.33%	26.40%	18.72%	28.37% (25–34)
▍No, they always reply	275	15.28%	15.60%	15.81%	14.79%	20.83% (65+)
▍No, I haven't contacted a business	571	31.72%	30.83%	24.88%	37.98%	41.67% (65+)

Response %

31.72%
15.28%
22.39%
30.61%
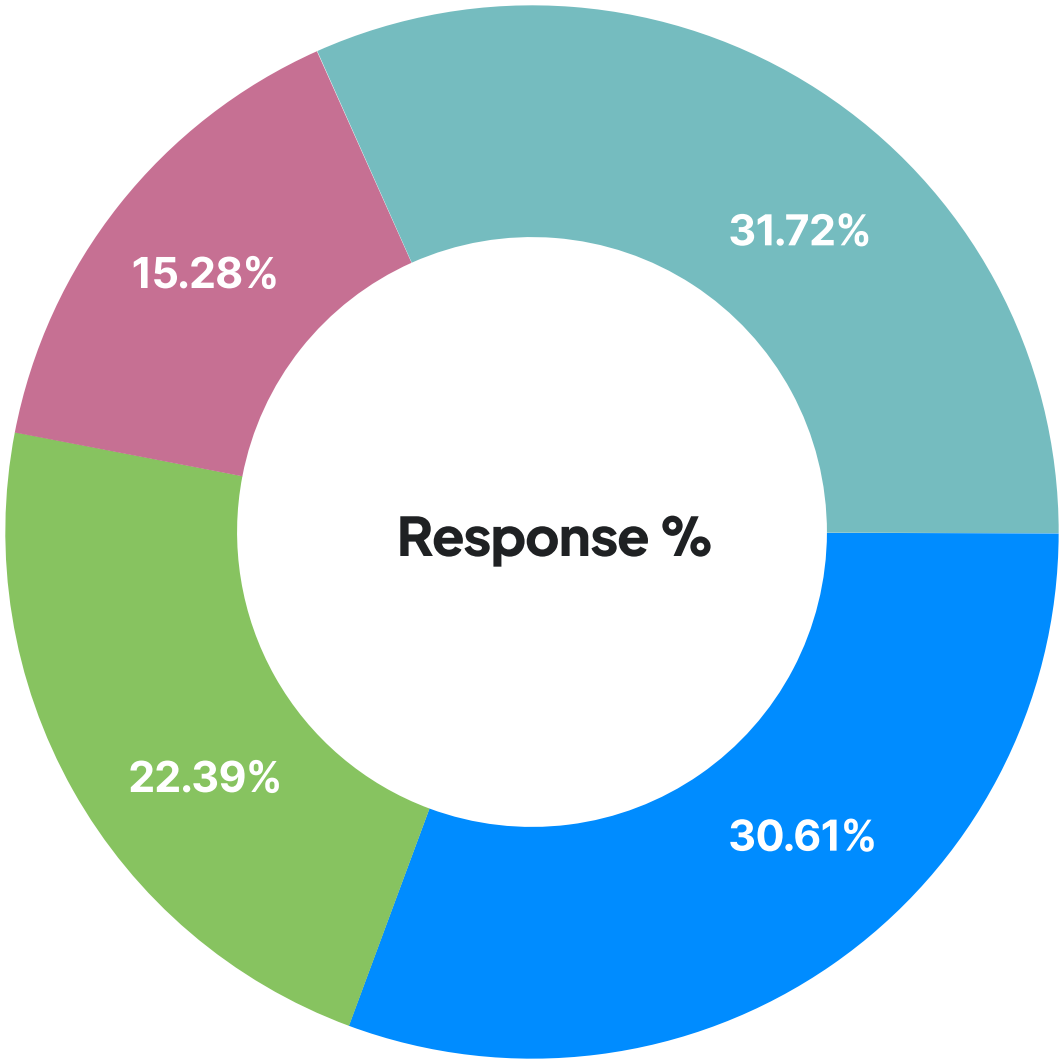
Q5 – What's the most common business SMS you remember getting?

Type: Single selection

Answer	Response count	Response %	Post-stratified %	Male %	Female %	Top age group %
Promotional offer	600	33.33%	33.97%	32.09%	34.47%	39.02% (18–24)
Order/shipping update	260	14.44%	14.60%	16.51%	12.55%	25.00% (65+)
Appointment reminder	264	14.67%	14.35%	14.07%	15.21%	16.94% (45–54)
Customer service response	86	4.78%	5.04%	5.81%	3.83%	8.54% (18–24)
Scam/spam message	473	26.28%	25.41%	26.16%	26.38%	31.29% (45–54)
Don't remember	117	6.50%	6.62%	5.35%	7.55%	9.21% (55–64)
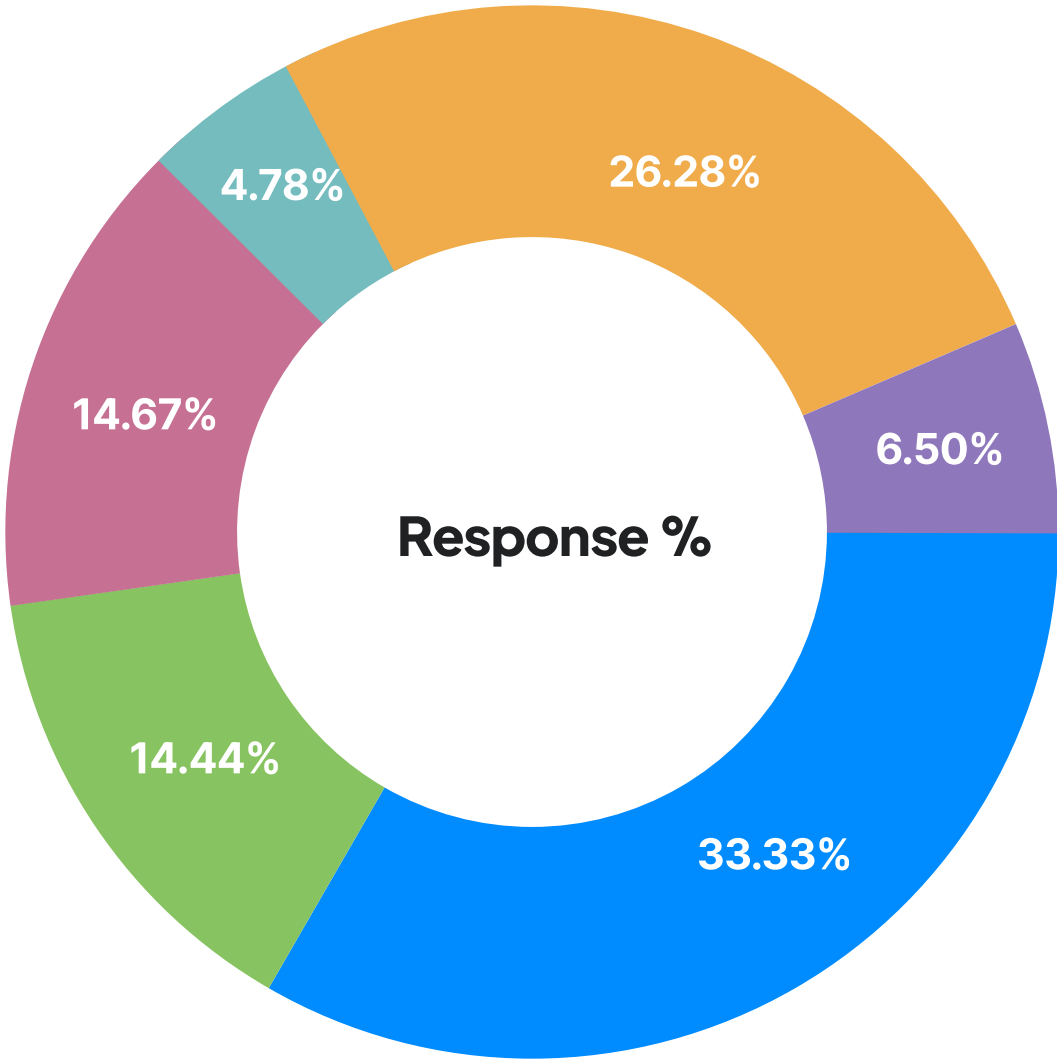
Q6 – What type of business SMS do you find most valuable?

Type: Single selection

Answer	Response count	Response %	Post-stratified %	Male %	Female %	Top age group %
Promotional offer	393	21.83%	22.09%	21.74%	21.91%	26.40% (25–34)
Order/shipping update	497	27.61%	27.22%	28.84%	26.49%	34.03% (55–64)
Appointment reminder	566	31.44%	31.01%	29.07%	33.62%	35.98% (55–64)
Customer service response	154	8.56%	8.86%	10.58%	6.70%	15.38% (65+)
None	190	10.56%	10.82%	9.77%	11.28%	19.51% (18–24)

Response %

31.44% 8.56% 10.56% 21.83% 27.61%
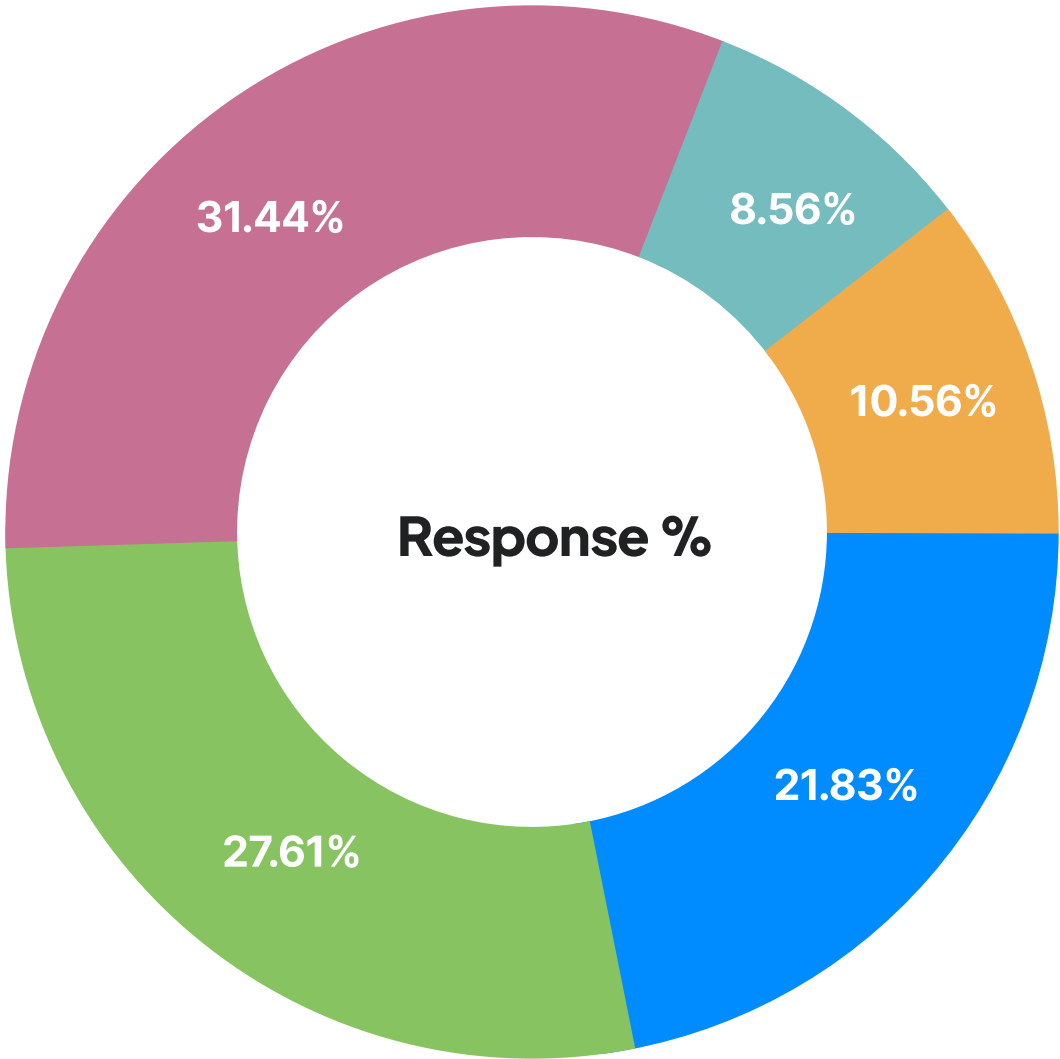
Q7 – What makes you distrust a business SMS?

Type: Single selection

Answer	Response count	Response %	Post-stratified %	Male %	Female %	Top age group %
▮ Request for personal info	927	23.27%	23.23%	23.29%	23.18%	54.17% (65+)
▮ Strange/unknown sender	847	21.27%	21.09%	21.37%	20.82%	21.27% (all)
▮ Suspicious links	864	21.69%	21.90%	22.24%	21.57%	22.24% (45–54)
▮ Poor grammar	857	21.52%	21.39%	21.17%	21.61%	21.83% (35–44)
▮ Too many messages too often	488	12.25%	12.38%	11.93%	12.82%	12.82% (35–44)

Response %

21.52% · 12.25% · 21.83% · 21.27% · 21.69%
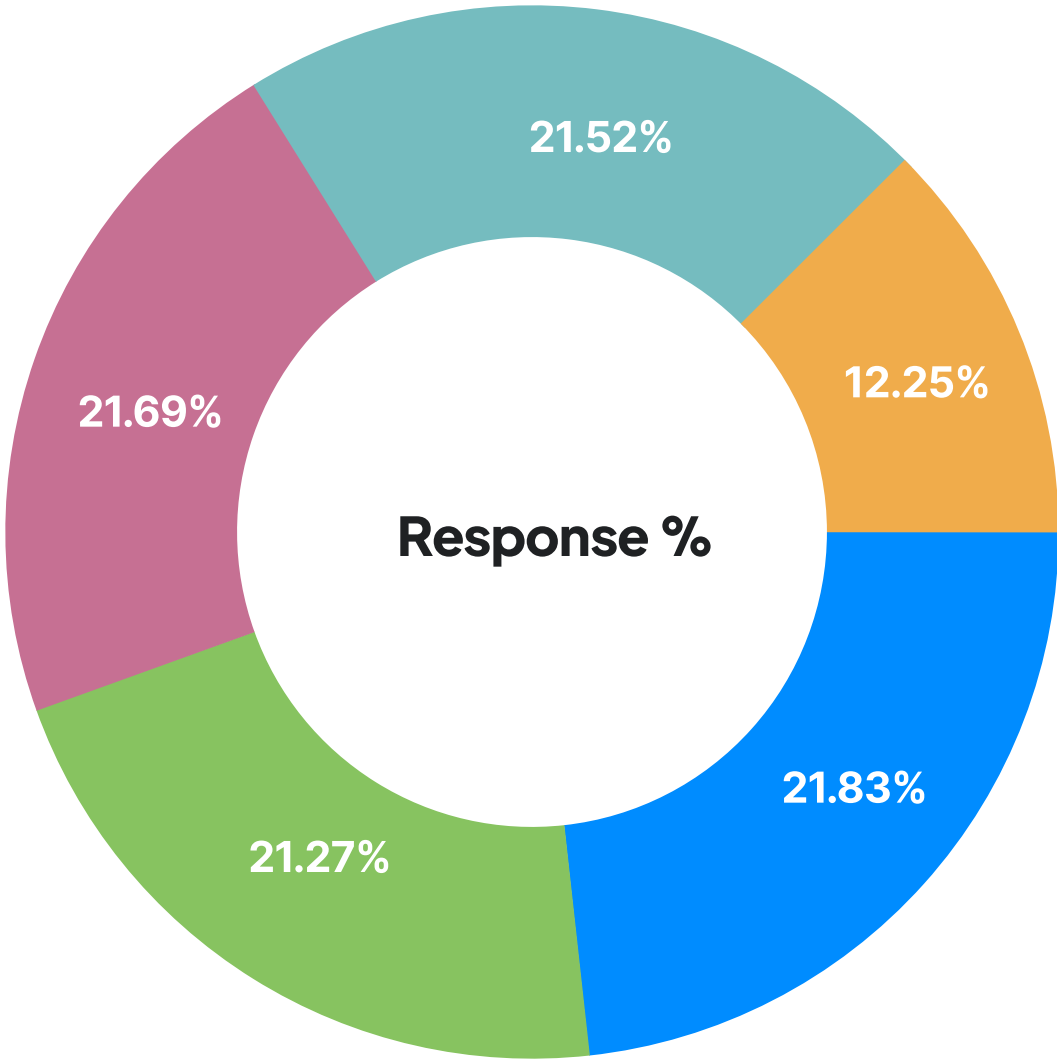
Q8 – How do you feel about slang or emojis in texts?

Type: Single selection

Answer	Response count	Response %	Post-stratified %	Male %	Female %	Top age group %
▮ I like it	110	6.11%	6.73%	7.56%	4.79%	12.20% (18–24)
▮ Depends on context	649	36.06%	36.82%	35.58%	36.49%	51.22% (18–24)
▮ Unprofessional	842	46.78%	45.24%	45.70%	47.77%	66.67% (65+)
▮ Don't care	199	11.06%	11.21%	11.16%	10.96%	13.76% (25–34)

Response %

46.78%

11.06%

6.11%

36.06%
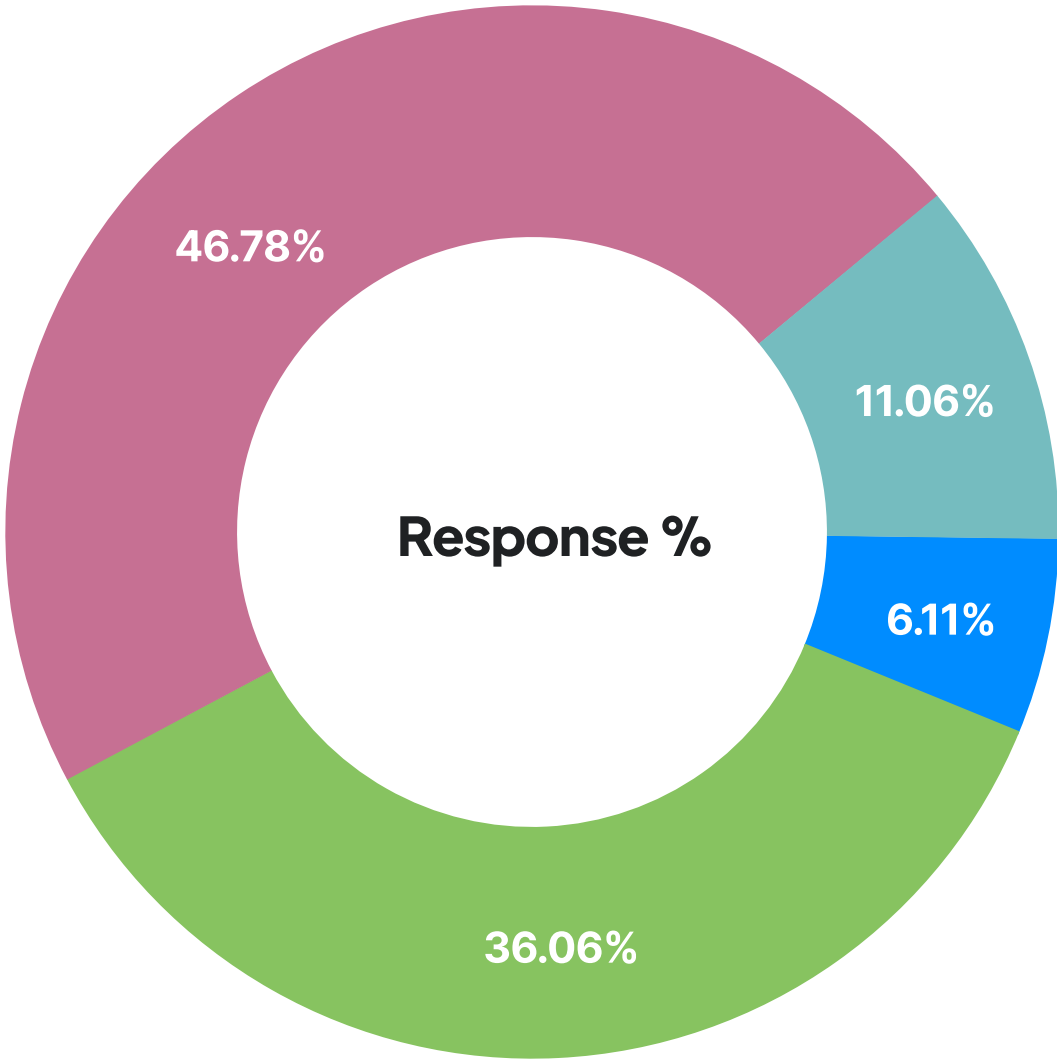
Q9 – Why have you ignored a business text?

Type: Single selection

Answer	Response count	Response %	Post-stratified %	Male %	Female %	Top age group %
▌Wasn't interested	741	41.17%	41.12%	40.70%	41.60%	42.35% (45–54)
▌Meant to reply but forgot	117	6.50%	7.06%	7.67%	5.43%	14.63% (18–24)
▌Wasn't sure it was legit	698	38.78%	37.84%	38.02%	39.47%	54.17% (65+)
▌I respond if it's relevant	155	8.61%	8.74%	9.07%	8.19%	16.67% (65+)
▌I never ignore texts	89	4.94%	5.24%	4.53%	5.32%	7.69% (65+)

Response %

38.78%
8.61%
4.94%
41.17%
6.50%
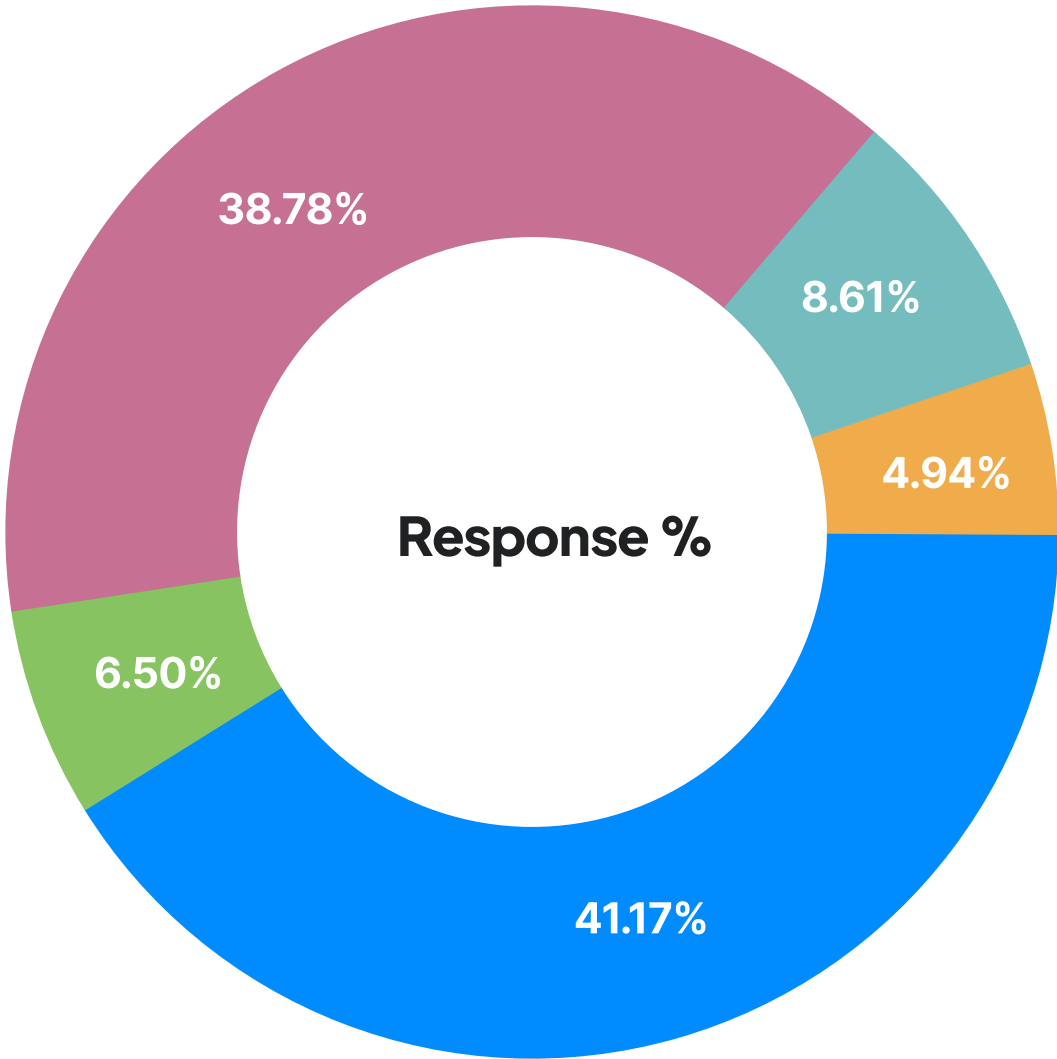
Q10 – Have you ever been ghosted by a business via SMS?

Type: Single selection

Answer	Response count	Response %	Post-stratified %	Male %	Female %	Top age group %
Yes, and it was frustrating	415	23.06%	23.43%	26.86%	19.57%	27.27% (65+)
Yes, but I found another way	333	18.50%	19.18%	21.86%	15.43%	25.00% (18–24)
No, they always reply	404	22.44%	22.38%	24.19%	20.85%	27.53% (25–34)
No, I haven't contacted a business	648	36.00%	35.00%	27.09%	44.15%	50.21% (55–64)

Response %

36.00%
23.06%
18.50%
22.44%
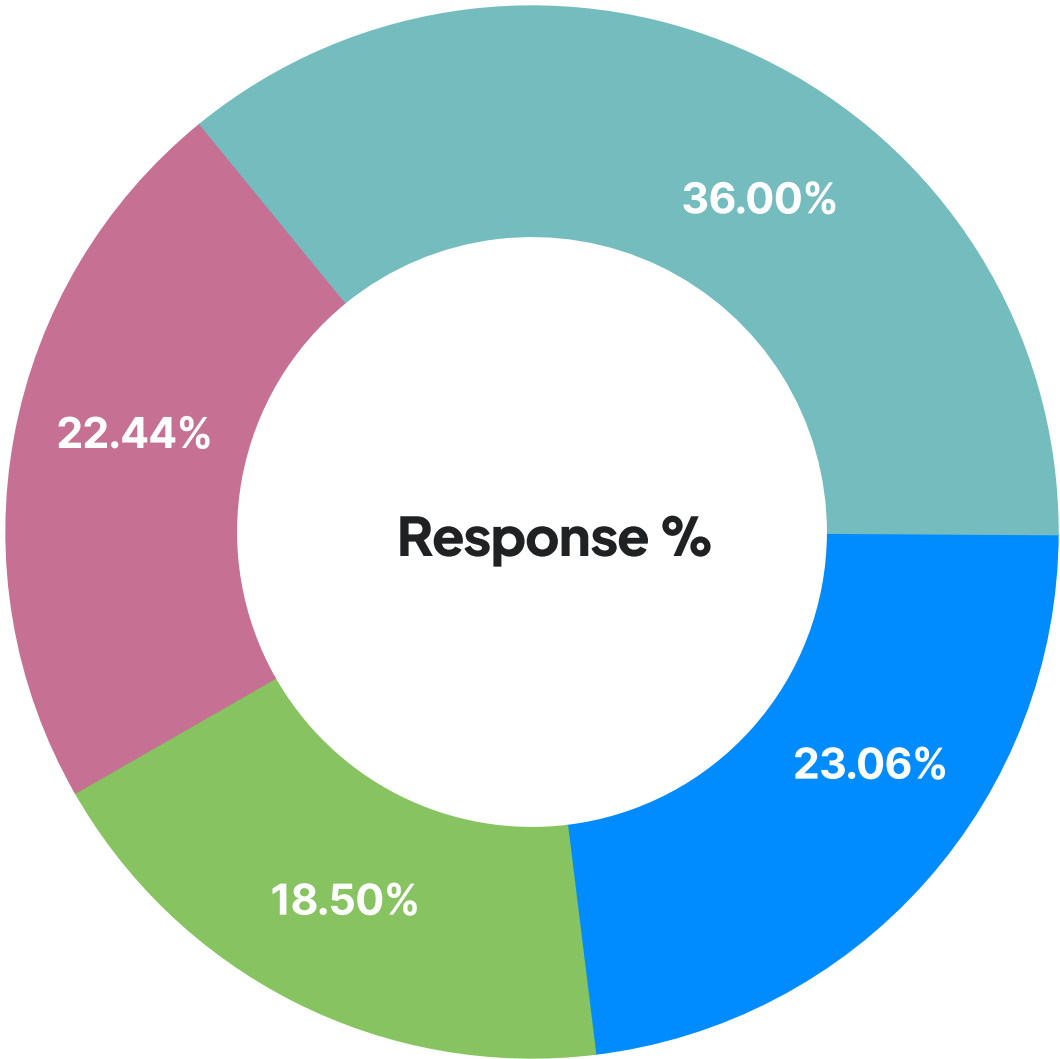
Strategic recommendations

Marketing & sales

- ✓ Combine SMS with verified 10DLC or toll-free numbers for better response rates.
- ✓ Use SMS mainly for promotions, shipping updates, and appointment reminders.
- ✓ Don't overwhelm your customers with texts. Monitor frequency and time of day.

Compliance

- ✓ Provide customers with accessible opt-in and opt-out mechanisms.
- ✓ Ensure every message is traceable to a verified toll-free or local number.
- ✓ Comply with frequency limits, consent policies, and content quality standards.

Customer support

- ✓ Ensure inbound SMS gets responses by using auto-replies and follow-up workflows.
- ✓ Track and resolve conversations promptly to avoid ghosting your customers.
- ✓ Use SMS for time-sensitive updates, order status, or appointment confirmations.

Engagement

- ✓ Avoid emojis and slang words unless they're brand-appropriate.
- ✓ Focus on personalization and clarity in your messaging.
- ✓ Maintain a balance between promotional and informative content.

About Textmagic

Textmagic is a trusted platform for verified, compliant, and responsive business SMS communication. We help companies in education, healthcare, retail, logistics, and more connect with customers securely and effectively.

Explore more at www.textmagic.com and check our compliance resources for 10DLC and toll-free texting for additional guidance.

Survey questionnaire

1. Which channel do you ignore the most when businesses reach out to you?

- ☐ SMS
- ☐ Email
- ☐ Phone calls
- ☐ WhatsApp
- ☐ Social media
- ☐ I don't ignore any

2. Have you ever blocked a business number because of too many messages?

- ☐ Yes, multiple times
- ☐ Yes, once or twice
- ☐ No, but I've thought about it
- ☐ No, I don't get too many messages
- ☐ No, I like receiving business messages

3. What's your immediate reaction when you receive a business text?

- ☐ Excited—hoping it's a good deal or useful update
- ☐ Neutral—it's just another message
- ☐ Annoyed—too many messages lately
- ☐ Anxious—I worry it's spam or a scam

4. Have you ever texted a business and received no response?

- ☐ Yes, and it was frustrating
- ☐ Yes, but I found another way to contact them
- ☐ No, they always reply eventually
- ☐ No, I haven't contacted a business via SMS

5. What's the most common business SMS you remember getting?

- ☐ A promotional offer or discount
- ☐ An order confirmation or shipping update
- ☐ An appointment reminder
- ☐ A customer service response
- ☐ A scam or spam message
- ☐ I don't remember

6. What type of business SMS do you find most valuable?

- ☐ A promotional offer or discount
- ☐ An order confirmation or shipping update
- ☐ An appointment reminder
- ☐ A customer service response
- ☐ I don't find any business SMS valuable

Survey questionnaire

7. What's the biggest red flag that makes you distrust a business SMS?

☐ A strange or unknown sender number

☐ Poor grammar or formatting errors

☐ A request for personal information

☐ A link that looks suspicious

☐ Too many messages in a short time

8. If a business used slang or emojis in their texts, how would you feel?

☐ I'd like it—it feels more human

☐ It depends on the business and context

☐ It's unprofessional and cringeworthy

☐ I wouldn't really care

9. Have you ever ignored a business text? If so, why?

☐ Yes, because I wasn't interested in the message

☐ Yes, because I meant to reply but forgot

☐ Yes, because I wasn't sure if it was legit

☐ No, I usually respond if it's relevant

☐ No, I don't ignore business texts

10. Have you ever been ghosted by a business after reaching out via SMS?

☐ Yes, and it was frustrating

☐ Yes, but I found another way to contact them

☐ No, they always reply eventually

☐ No, I haven't contacted a business via SMS

Want to explore the full survey dataset?

Our complete raw data table, including age, gender, and response breakdowns, are available by request. Dive deeper into the trends shaping SMS marketing in 2025, uncover new insights, and use them to inform your strategy.
If you're interested in accessing the full dataset, please contact us. We'd be happy to share the detailed results and answer any questions you may have about the survey.

✉ Contact us

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