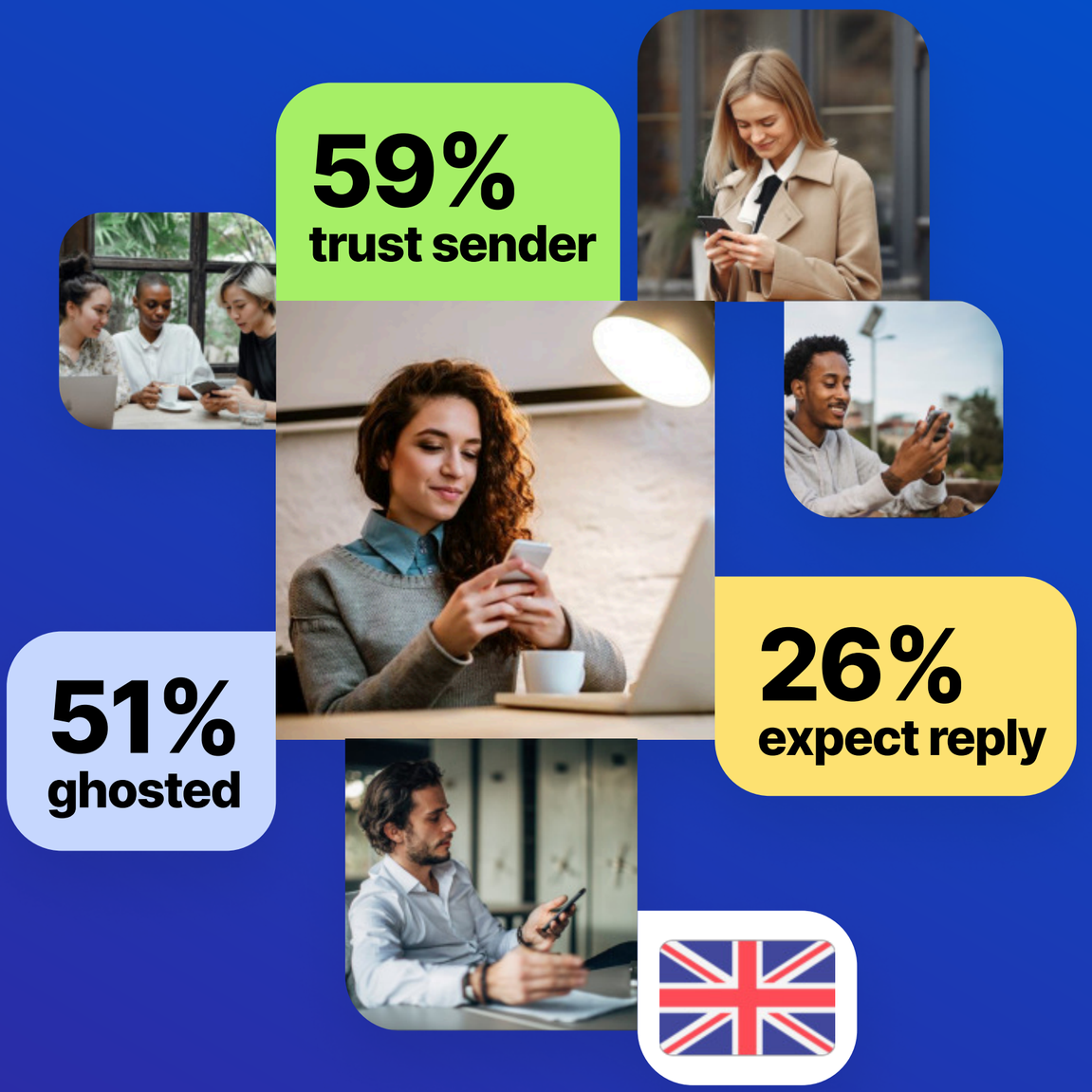
Textmagic | Pollfish

UK Messaging Report 2025

When, why, and how Britons respond to business messaging.



Textmagic - All rights reserved

Executive summary

Purpose of the survey

This survey was conducted to better understand how consumers in the United Kingdom perceive and respond to business SMS in 2025. The goal was to identify trust signals, communication preferences, and behavioral trends that can guide businesses in refining their SMS communication strategies.

Respondent overview

Respondents:
1,800 UK consumers

Method:
Stratified survey

Date:
August, 2025

Key findings

Only **8% of UK consumers ignore SMS**, making it one of the hardest channels to overlook.

59% trust recognizable senders, while distrust is driven by poor grammar (35%), personal data requests (26%), and unknown numbers (22%).

More than 50% felt ghosted after texting a business, with **26% expecting replies within 30 minutes** and another **26% within a few hours**.

Consumers most remember **offers (26%)**, **shipping updates (25%)**, and **appointment reminders (22%)**.

46% view emojis as unprofessional, though younger audiences are more open.

For urgent updates, **49% prefer email** and **32% prefer SMS**.

Textmagic - All Rights Reserved

Recommendations

- **Prioritize trust.**
  Use verified sender IDs, clean formatting, and avoid suspicious links.
- **Reply quickly.**
  Implement auto-replies to meet response time expectations.
- **Balance message types.**
  Mix promotional SMS with service notifications.
- **Adapt tone.**
  Switch between professional and informal texts depending on age.
- **Respect timing.**
  Avoid work hours, early mornings, and overnight texts unless urgent.
- **Use an omnichannel approach.**
  Leverage both SMS and email for urgent updates.

Methodology

Survey type
The research was conducted as an online survey using stratified sampling to ensure proportional representation across demographic groups.

Sample size
The survey gathered responses from 1,800 UK consumers, providing a statistically reliable dataset for analyzing national trends in business communication.

Demographics
Participants reflected a broad cross-section of the UK population, with balanced representation across age groups, genders, and geographic regions. This ensured that results captured both generational differences and overall market sentiment.

Duration
The survey was fielded in August 2025.

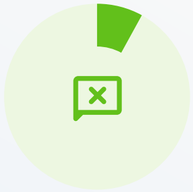
Tools used
Data was collected using the Pollfish survey platform, which enabled accurate targeting and robust post-stratification weighting.

Commissioned by
The study was commissioned by Textmagic, a leading business communication platform specializing in verified, responsive, and compliant messaging solutions for organizations worldwide.

Textmagic - All Rights Reserved

Key insights

Do UK consumers pay attention to business SMS?



Only 8% ignore all business SMS, making it one of the most visible channels.



By contrast, **45%** ignore unknown phone calls, showing texts have a clear advantage.



92% engage with SMS at least occasionally, confirming it's a high-reach medium.

How fast do customers expect a reply?



26% expect a reply within 30 minutes.



Another **26%** expect replies within a few hours.



Just **23%** don't expect an immediate response, meaning most want speed.

Which business SMS messages are most memorable?

26%

Recall promotional offers and discounts.

25%

Remember shipping updates or confirmations.

17%

Remember scam or spam messages, highlighting ongoing trust issues.

Textmagic - All Rights Reserved

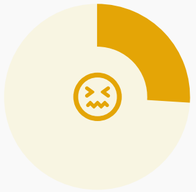
What builds or breaks trust in SMS?



59% trust recognizable senders (names or numbers).



35% lose trust when they see poor grammar or formatting.



26% are put off by requests for personal information.

When is the worst time to text customers?



26% dislike texts during work hours (9 am–5 pm).



22% say overnight messages (midnight–6 am) are most intrusive.



18% find early mornings (before 8 am) inconvenient.

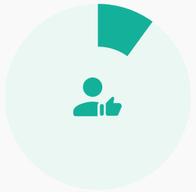
To emoji or not to emoji?



46% say emojis and slang are unprofessional.



39% say it depends on the brand.

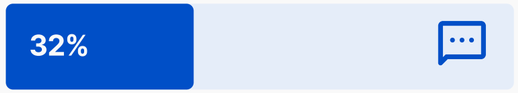


Only 10% think emojis make texts feel friendly.

What channels do consumers prefer for urgent updates?



Prefer email for urgent updates.



Prefer SMS instead, highlighting where email shines.



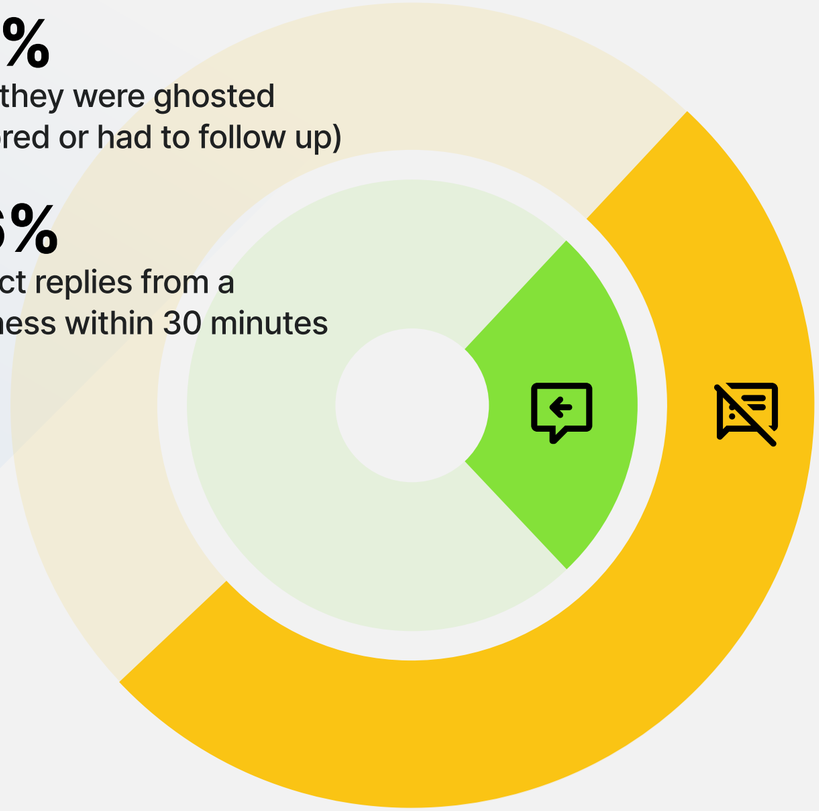
Prefer phone calls, showing traditional voice is losing ground.

Textmagic - All Rights Reserved

Expectations vs. reality

51%
Said they were ghosted
(ignored or had to follow up)

26%
Expect replies from a
business within 30 minutes



Trust vs distrust factors

16.22%
Relevance to
my needs

22.44%
Strange or unknown
sender number

13.78%
Professional
formatting

26.22%
Request for
personal information

59.33%
Recognizable sender name/number

35.22%
Poor grammar/formatting errors

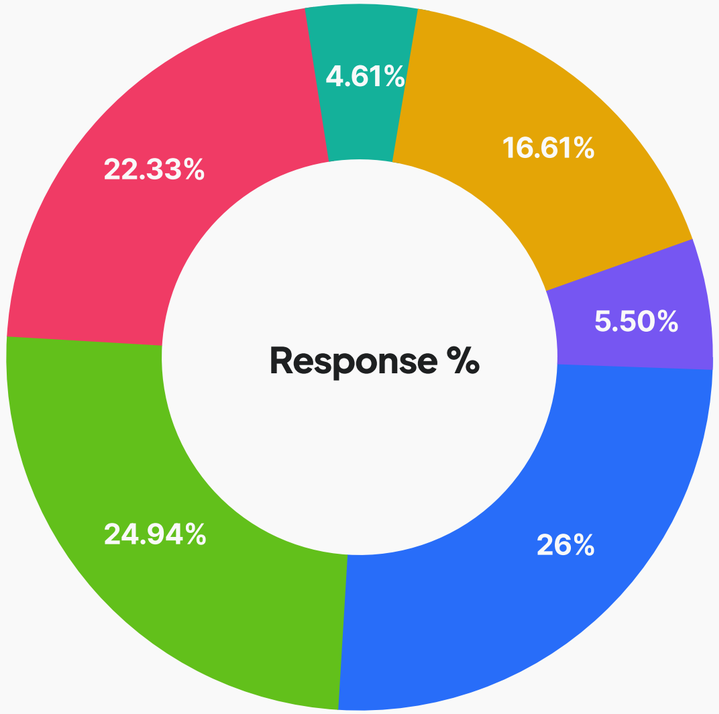
Textmagic - All Rights Reserved

Data tables & charts

Q1 – What's the most common business SMS you remember getting?

Type: Single selection

Answer	Response count	Response %	Post -stratified %	Male %	Female %	Top age group %
A promotional offer or discount	468	26%	25.08%	24.7%	27.3%	30% (18-24)
An order confirmation or shipping update	449	24.94%	24.73%	25.5%	24.3%	28% (25–34)
An appointment reminder	402	22.33%	22.37%	22.1%	22.6%	24% (45–54)
A customer service response	83	4.61%	4.41%	5%	4.3%	6% (65+)
A scam or spam message	299	16.61%	17.31%	17.8%	15.5%	19% (45-54)
I don't remember	99	5.50%	6.11%	4.9%	6.2%	7% (55-64)

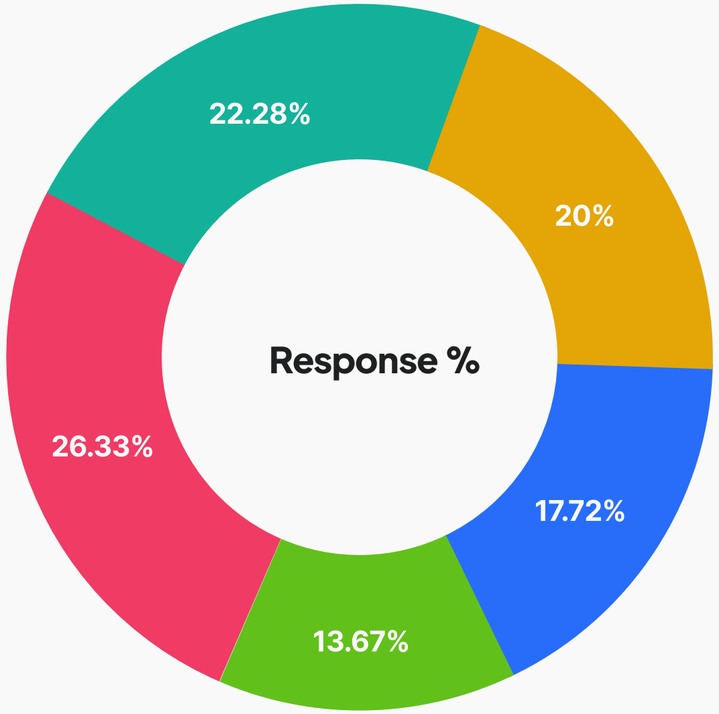


Textmagic - All Rights Reserved

Q2 – When’s the most inconvenient time of day for a business to text you?

Type: Single selection

Answer	Response count	Response %	Post -stratified %	Male %	Female %	Top age group %
Early morning (before 8 am)	319	17.72%	17.82%	15.0%	20.4%	22 % (55–64)
Late evening (after 9 pm)	246	13.67%	13.24%	14.9%	12.5%	16% (18–24)
During work hours (9 am–5 pm)	474	26.33%	26%	26.6%	26.1%	29% (35–44)
Overnight (midnight–6 am)	401	22.28%	21.98%	22.7%	21.9%	25% (45–54)
I’m fine with texts at any time	360	20%	20.96%	20.9%	19.2%	23% (18–24)

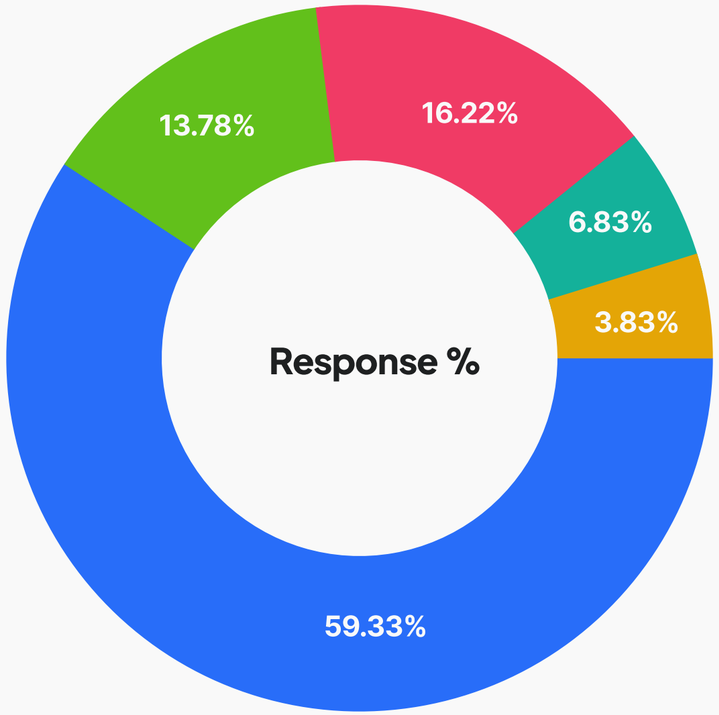


Textmagic - All Rights Reserved

Q3 – When receiving an SMS from a business, what makes you trust the message?

Type: Single selection

Answer	Response count	Response %	Post -stratified %	Male %	Female %	Top age group %
Recognizable sender name or number	1,068	59.33%	60.19%	58.5%	60.1%	65% (35–44)
Professional formatting	248	13.78%	13.56%	14.6%	13.1%	16% (55–64)
Relevance to my needs	292	16.22%	16.16%	16.7%	15.8%	18% (25–34)
Clear opt-out option	123	6.83%	6.59%	6.4%	7.1%	8% (18–24)
Link previews or branded URLs	69	3.83%	3.5%	3.8%	3.9%	5% (18–24)

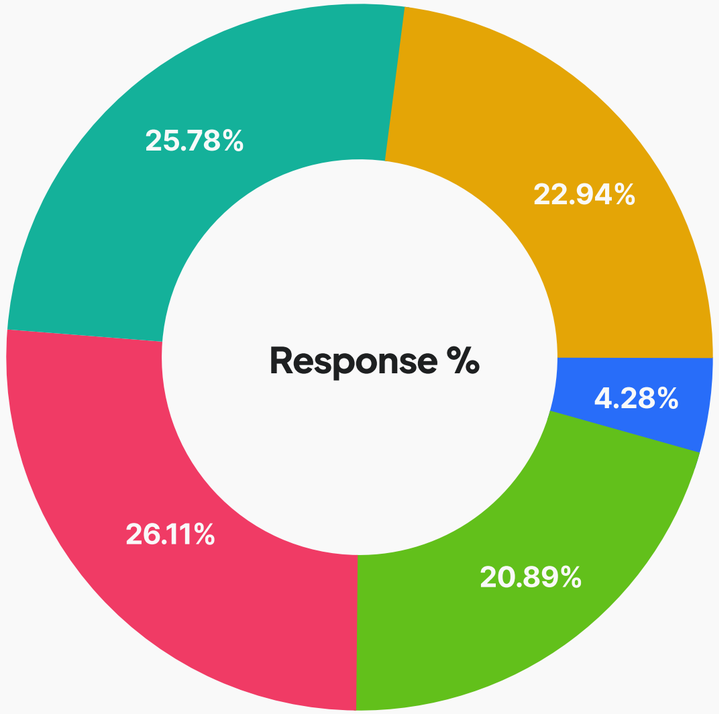


Textmagic - All Rights Reserved

Q4 – How quickly do you expect a response when you text a business?

Type: Single selection

Answer	Response count	Response %	Post -stratified %	Male %	Female %	Top age group %
Within 1 minute	77	4.28%	3.93%	4.5%	4%	6% (18–24)
Within 5 minutes	376	20.89%	19.87%	21.2%	20.6%	24% (18–24)
Within 30 minutes	470	26.11%	26.6%	25.9%	26.3%	29% (25–34)
Within a few hours	464	25.78%	26.25%	26.1%	25.5%	27% (35–44)
I don’t expect an immediate reply	413	22.94%	23.35%	22.3%	23.6%	25% (55–64)

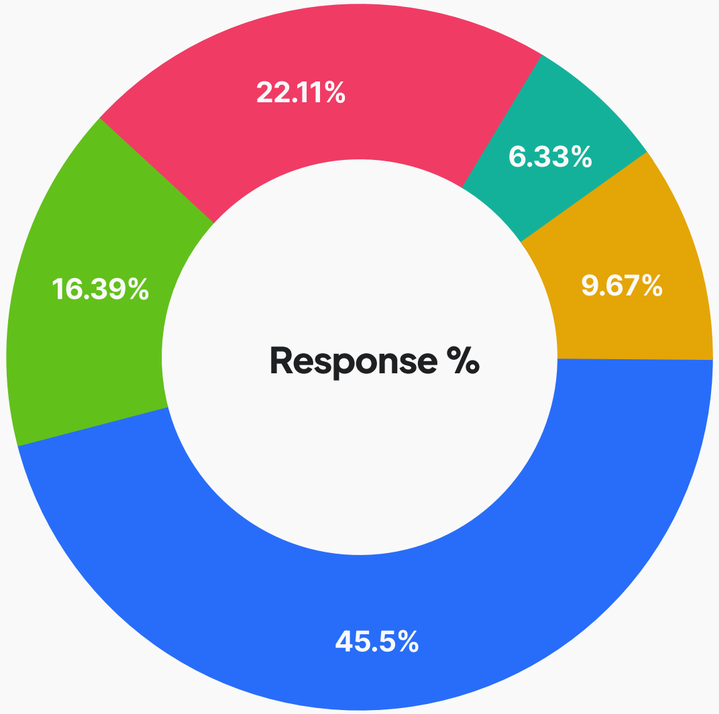


Textmagic - All Rights Reserved

Q5 – Which types of messages do you prefer to receive via email rather than SMS?

Type: Single selection

Answer	Response count	Response %	Post -stratified %	Male %	Female %	Top age group %
Invoices and receipts	819	45.5%	45.58%	44.1%	46.8%	49% (45–54)
News and updates	295	16.39%	16.42%	16.9%	15.9%	19% (25–34)
Promotions	398	22.11%	21.17%	22.6%	21.8%	24% (18–24)
Event invitations	114	6.33%	6.68%	6.9%	6%	8% (18–24)
None – I prefer SMS for all business communication	174	9.67%	10.15%	9.5%	9.8%	12% (18–24)

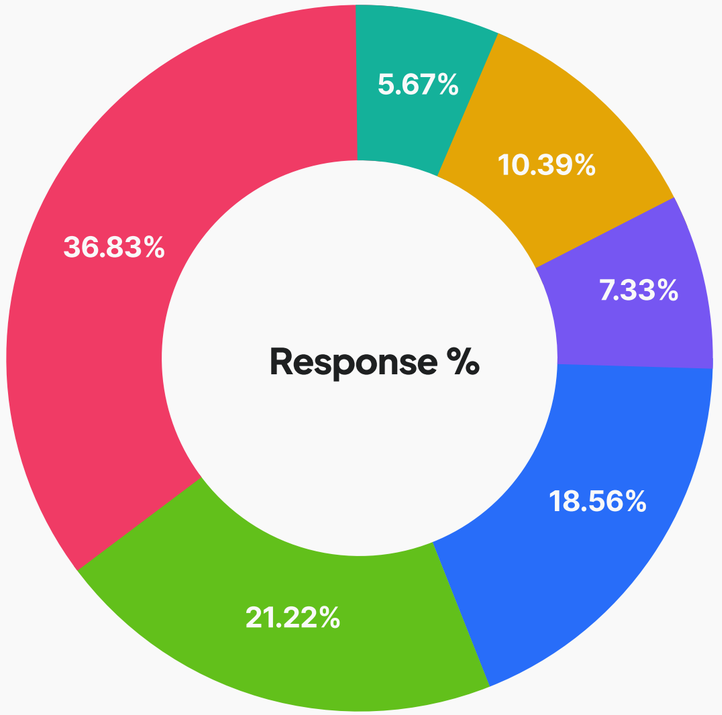


Textmagic - All Rights Reserved

Q6 – What makes you open a promotional email from a business?

Type: Single selection

Answer	Response count	Response %	Post -stratified %	Male %	Female %	Top age group %
Subject line offers value	334	18.56%	17.94%	19.1%	18%	21% (25–34)
Recent purchase with the sender	382	21.22%	20.89%	20.7%	21.6%	23% (25–34)
Recognizable sender	663	36.83%	37.21%	36.2%	37.4%	40% (35–44)
Timely or seasonal content	102	5.67%	5.75%	5.9%	5.5%	7% (18–24)
Loyalty to the brand	187	10.39%	10.22%	10.5%	10.3%	12% (18–24)
I never open promotional emails	132	7.33%	7.99%	7.6%	7.1%	9% (55–64)

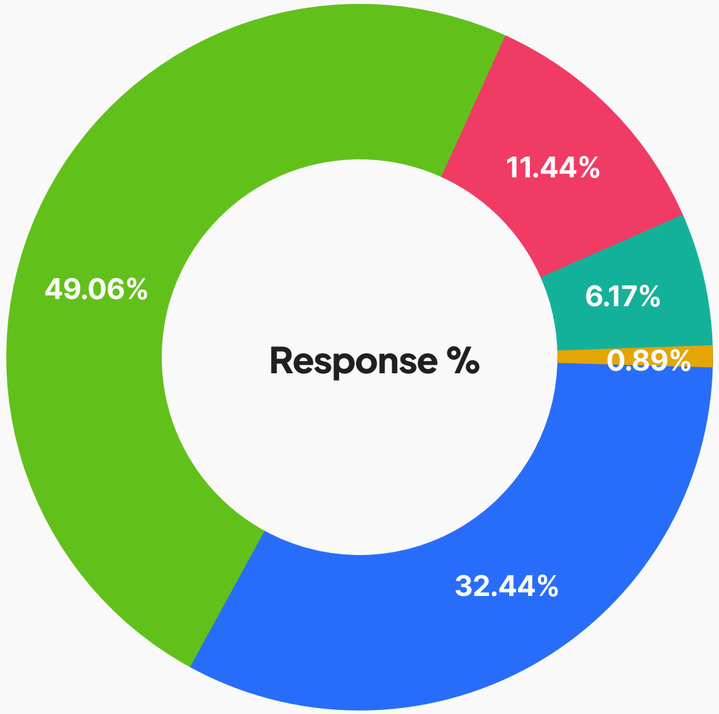


Textmagic - All Rights Reserved

Q7 – Which channel do you prefer for urgent updates from businesses?

Type: Single selection

Answer	Response count	Response %	Post-stratified %	Male %	Female %	Top age group %
SMS	584	32.44%	33.22%	33.1%	31.8%	36% (18–24)
Email	883	49.06%	48.25%	48.7%	49.3%	52% (45–54)
Phone call	206	11.44%	12.11%	12.3%	10.8%	14% (55–64)
WhatsApp	111	6.17%	5.62%	5.1%	7.2%	8% (18–24)
Social media	16	0.89%	0.8%	0.8%	0.9%	1% (18–24)

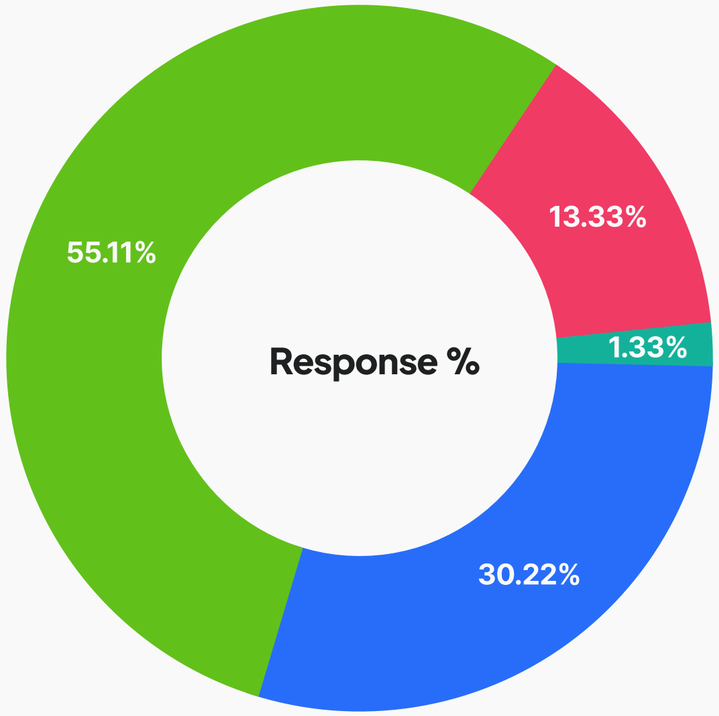


Textmagic - All Rights Reserved

Q8 – Have you ever received a text from a business and weren’t sure if it was legitimate?

Type: Single selection

Answer	Response count	Response %	Post-stratified %	Male %	Female %	Top age group %
Yes, often	544	30.22%	30.69%	31%	29.5%	34% (18–24)
Yes, occasionally	992	55.11%	54.39%	54.8%	55.4%	57% (25–34)
No, I can usually tell	240	13.33%	13.61%	12.9%	13.7%	15% (45–54)
I never question SMS legitimacy	24	1.33%	1.32%	1.3%	1.4%	2% (65+)

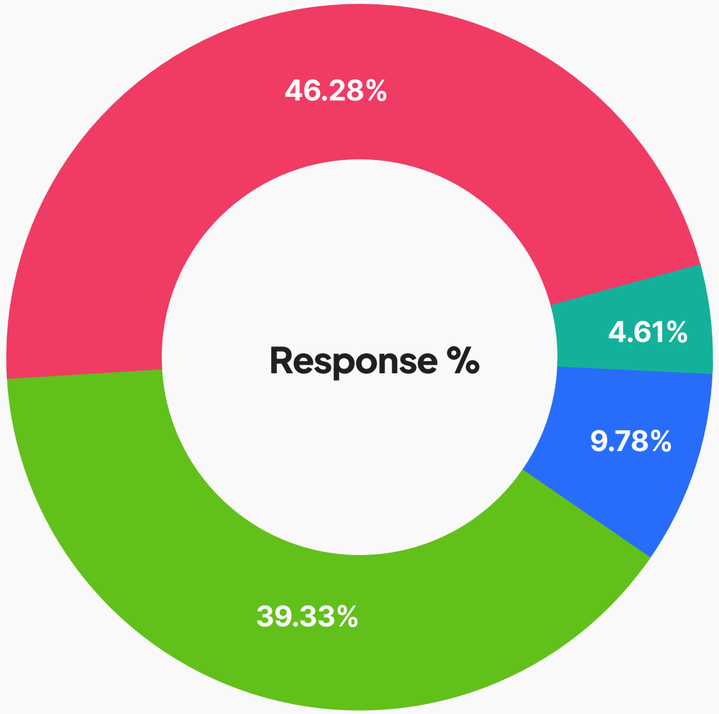


Textmagic - All Rights Reserved

Q9 – Do you think it’s appropriate for businesses to use emojis in their messages?

Type: Single selection

Answer	Response count	Response %	Post-stratified %	Male %	Female %	Top age group %
Yes – it feels friendly	176	9.78%	9.02%	11.2%	8.6%	14% (18–24)
Sometimes – depends on the brand	708	39.33%	38.14%	40.1%	38.6%	42% (25–34)
No – it’s unprofessional	833	46.28%	47.92%	44.3%	48.1%	52% (55–64)
I don’t have an opinion	83	4.61%	4.93%	4.4%	4.7%	5% (65+)

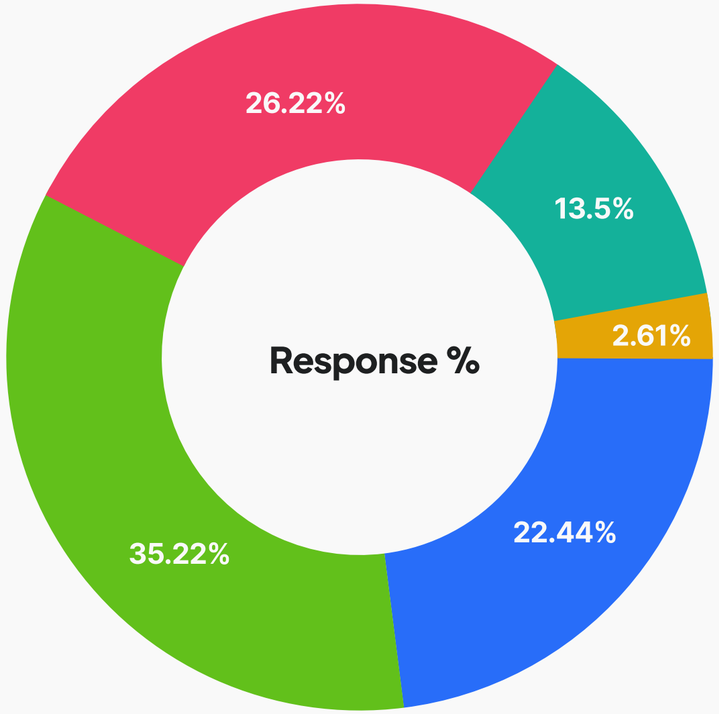


Textmagic - All Rights Reserved

Q10 – What's the biggest red flag that makes you distrust a business SMS?

Type: Single selection

Answer	Response count	Response %	Post-stratified %	Male %	Female %	Top age group %
A strange or unknown sender number	404	22.44%	23.26%	23.7%	21.3%	25% (45–54)
Poor grammar or formatting errors	634	35.22%	36.11%	34.9%	35.5%	39% (55–64)
A request for personal information	472	26.22%	25.3%	25.8%	26.6%	28% (35–44)
A link that looks suspicious	243	13.5%	12.89%	13.2%	13.7%	15% (18–24)
Too many messages in a short time	47	2.61%	2.44%	2.4%	2.8%	3% (18–24)

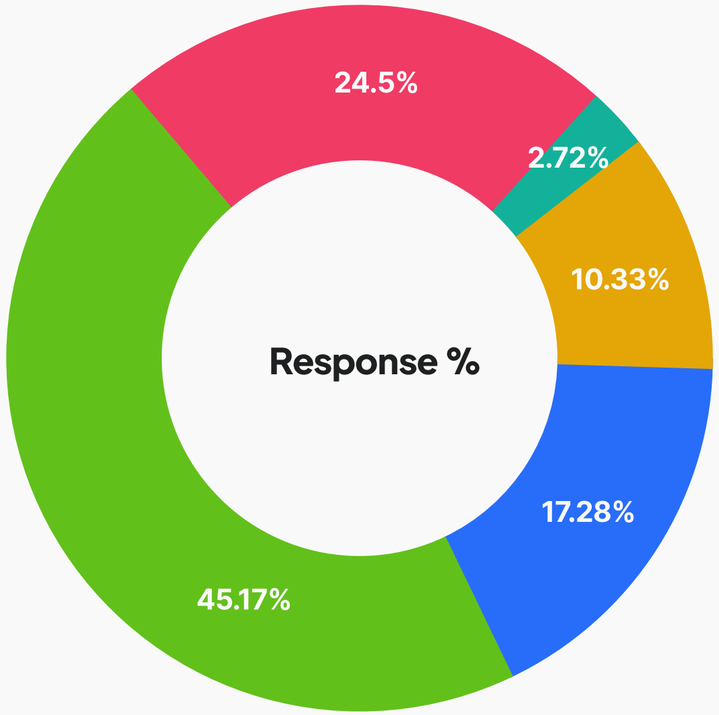


Textmagic - All Rights Reserved

Q11 – How do you feel when a business calls you without warning?

Type: Single selection

Answer	Response count	Response %	Post-stratified %	Male %	Female %	Top age group %
I answer if I recognize the number	404	17.28%	16.98%	18.2%	16.5%	20% (65+)
I ignore all unknown numbers	634	45.17%	45.14%	46%	44.5%	49% (55–64)
I find calls annoying	472	24.5%	24.74%	23.8%	25.2%	27% (35–44)
I prefer calls to texts	243	2.72%	2.64%	2.9%	2.6%	4% (65+)
I don’t mind as long as it's important	47	10.33%	10.5%	9.1%	11.2%	12% (45–54)

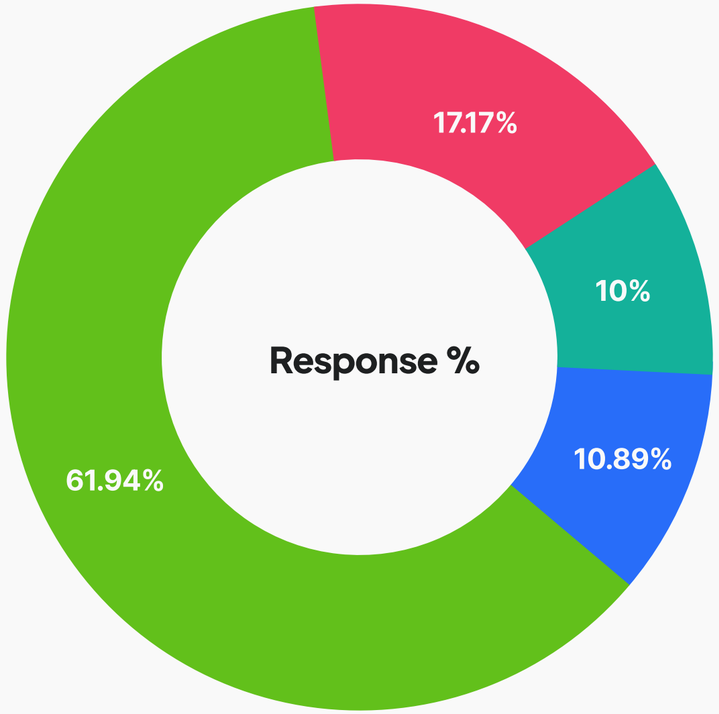


Textmagic - All Rights Reserved

Q12 – What's your emotional reaction when a business texts you?

Type: Single selection

Answer	Response count	Response %	Post-stratified %	Male %	Female %	Top age group %
Excited – hoping it's a deal or update	196	10.89%	9.86%	11.7%	10.1%	14% (18–24)
Neutral – just another message	1,115	61.94%	63.09%	62.3%	61.6%	65% (35–44)
Anxious – worried it's spam	309	17.17%	16.73%	16.2%	18.1%	20% (55–64)
Annoyed – I get too many	180	10%	10.32%	9.8%	10.2%	12% (25–34)

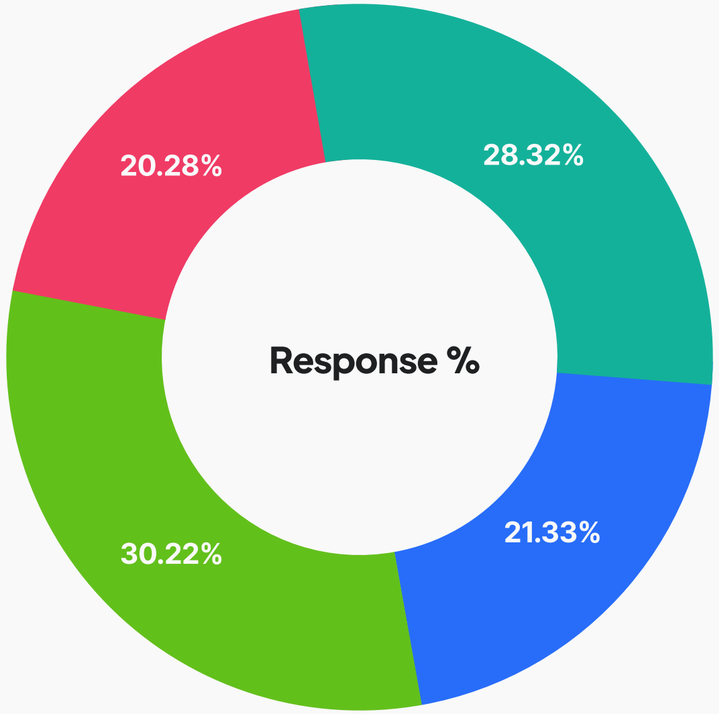


Textmagic - All Rights Reserved

Q13 – Have you ever texted a business and received no reply?

Type: Single selection

Answer	Response count	Response %	Post-stratified %	Male %	Female %	Top age group %
Yes, and I felt ignored	384	21.33%	22.11%	22%	20.8%	24% (25–34)
Yes, but I followed up another way	544	30.22%	29.48%	30.6%	29.9%	33% (35–44)
No, they always respond	365	20.28%	20.09%	19.7%	20.6%	22% (45–54)
I’ve never texted a business	507	28.17%	28.32%	27.7%	28.7%	31% (55–64)



Textmagic - All Rights Reserved

Strategic recommendations

Marketing & sales

- Use both **SMS and email** for urgent updates.
- Strengthen your **sender ID** recognition.
- Balance **promos with service texts.**

Customer support

- Reply within **30 minutes.**
- Set up alerts to **avoid ghosting**.
- Offer **auto-replies** to set expectations.

Compliance

- Show your **verification process.**
- Avoid **suspicious links & data requests.**
- Respect quiet hours **(overnight & work hours).**

Engagement

- Keep tone **professional & clear.**
- Use emojis **only if brand-appropriate.**
- **Segment by age** to adapt tone and style.

About Textmagic

Textmagic is a trusted business communication platform serving industries including education, healthcare, retail, logistics, and more. We specialize in secure, compliant, and responsive messaging, helping businesses build customer trust through verified communication channels.

Survey questionnaire

1. **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

2. **When's the most inconvenient time of day for a business to text you?**

- [ ] Early morning (before 8 am)
- [ ] Late evening (after 9 pm)
- [ ] During work hours (9 am–5 pm)
- [ ] Overnight (midnight–6 am)
- [ ] I'm fine with texts at any time

Textmagic - All Rights Reserved

Survey questionnaire

3. When receiving an SMS from a business, what makes you trust the message?

- ☐ Recognizable sender name or number
- ☐ Professional formatting
- ☐ Relevance to my needs
- ☐ Clear opt-out option
- ☐ Link previews or branded URLs

4. How quickly do you expect a response when you text a business?

- ☐ Within 1 minute
- ☐ Within 5 minutes
- ☐ Within 30 minutes
- ☐ Within a few hours
- ☐ I don’t expect an immediate reply

5. Which types of messages do you prefer to receive via email rather than SMS?

- ☐ Invoices and receipts
- ☐ News and updates
- ☐ Promotions
- ☐ Event invitations
- ☐ None; I prefer SMS for all business communication

6. What makes you open a promotional email from a business?

- ☐ Subject line offers value
- ☐ Recent purchase with the sender
- ☐ Recognizable sender
- ☐ Timely or seasonal content
- ☐ Loyalty to the brand
- ☐ I never open promotional emails

7. Which channels do you prefer for urgent updates from businesses?

- ☐ SMS
- ☐ Email
- ☐ Phone call
- ☐ WhatsApp
- ☐ Social media

8. Have you ever received a text from a business and weren’t sure if it was legitimate?

- ☐ Yes, often
- ☐ Yes, occasionally
- ☐ No, I can usually tell
- ☐ I never question SMS legitimacy

Textmagic - All Rights Reserved

Survey questionnaire

9. Do you think it's appropriate for businesses to use emojis in their messages?

- ☐ Yes – it feels friendly
- ☐ Sometimes – depends on the brand
- ☐ No – it's unprofessional
- ☐ I don't have an opinion

10. 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

11. How do you feel when a business calls you without warning?

- ☐ I answer if I recognize the number
- ☐ I ignore all unknown numbers
- ☐ I find calls annoying
- ☐ I prefer calls to texts
- ☐ I don't mind as long as it's important

12. What's your emotional reaction when a business texts you?

- ☐ Excited – hoping it's a deal or update
- ☐ Neutral – just another message
- ☐ Anxious – worried it's spam
- ☐ Annoyed – I get too many

13. Have you ever texted a business and received no reply?

- ☐ Yes, and I felt ignored
- ☐ Yes, but I followed up another way
- ☐ No, they always respond
- ☐ I've never texted a business

Raw data tables

Dive deeper into the survey results with our complete raw data table detailing each respondent's profile. Feel free to use it to identify key trends, build stronger customer relationships, and make smarter communication decisions.

Download the full data set

Textmagic - All Rights Reserved

© 2025 Textmagic Ltd. All rights reserved. / Survey technology provided by Pollfish.
To learn more about our customer communication solutions, visit textmagic.com.