

YouGov Survey Results

Sample Size: 1696 GB Adults
Fieldwork: 31st May - 1st June 2015

	Gender		Age				Social Grade		Region					
	Total	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1696	823	873	202	429	580	485	967	729	217	551	363	417	148
Unweighted Sample	1696	779	917	177	362	652	505	1098	598	218	558	355	403	162
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Emojis are small faces and figures which are used mainly in short messages on smartphones and the internet. How often, if at all, do you use emojis?

Very often	13	10	16	33	20	10	3	14	12	15	12	13	13	17
Fairly often	24	21	26	36	34	23	11	26	21	24	24	22	24	27
TOTAL OFTEN	37	31	42	69	54	33	14	40	33	39	36	35	37	44
Not very often	27	28	25	21	26	32	23	28	25	26	30	25	23	31
Not at all	33	38	29	5	15	33	61	31	37	30	33	36	37	23
TOTA NOT OFTEN	60	66	54	26	41	65	84	59	62	56	63	61	60	54
Don't know	3	2	4	5	5	2	1	2	4	5	2	3	3	3