# YouGov

February 14 - 15, 2014

**YouGov**

**1. Smartphone owners**

Do you own a smartphone, such as an iPhone, Android, Blackberry, Windows or other device?

| | Total | Gender | | Age | | | | Party ID | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | Democrat | Independent | Republican |
| Yes | 59% | 61% | 57% | 73% | 67% | 55% | 37% | 62% | 59% | 54% |
| No | 41% | 39% | 43% | 27% | 33% | 45% | 63% | 38% | 41% | 46% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| (Unweighted N) | (993) | (490) | (503) | (152) | (242) | (395) | (187) | (361) | (418) | (214) |

| | Total | Race | | | Family Income | | | | Region | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | White | Black | Hispanic | Under 40 | 40-80 | 80-100 | 100+ | Northeast | Midwest | South | West |
| Yes | 59% | 57% | 55% | 73% | 53% | 57% | 72% | 73% | 59% | 60% | 61% | 55% |
| No | 41% | 43% | 45% | 27% | 47% | 43% | 28% | 27% | 41% | 40% | 39% | 45% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| (Unweighted N) | (993) | (769) | (113) | (111) | (376) | (277) | (60) | (125) | (191) | (235) | (349) | (218) |

**2. Emoticon users**
Have you ever used emoticons when you send a text or instant message?

| | Total | Gender | | Age | | | | Party ID | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | Democrat | Independent | Republican |
| Yes | 56% | 52% | 61% | 76% | 63% | 50% | 32% | 57% | 61% | 45% |
| No | 44% | 48% | 39% | 24% | 37% | 50% | 68% | 43% | 39% | 55% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| (Unweighted N) | (994) | (490) | (504) | (152) | (243) | (395) | (187) | (361) | (418) | (215) |

| | Total | Race | | | Family Income | | | | Region | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | White | Black | Hispanic | Under 40 | 40-80 | 80-100 | 100+ | Northeast | Midwest | South | West |
| Yes | 56% | 55% | 55% | 65% | 57% | 56% | 49% | 58% | 53% | 55% | 60% | 55% |
| No | 44% | 45% | 45% | 35% | 43% | 44% | 51% | 42% | 47% | 45% | 40% | 45% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| (Unweighted N) | (994) | (771) | (113) | (110) | (374) | (278) | (60) | (126) | (194) | (234) | (349) | (217) |

**3. Emoji users**
Have you ever used emoji, cartoonlike images that replace emoticons, when you send a text or instant message?

| | | Gender | | Age | | | | Party ID | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | Democrat | Independent | Republican |
| Yes | 26% | 24% | 28% | 50% | 31% | 17% | 6% | 28% | 27% | 20% |
| No | 74% | 76% | 72% | 50% | 69% | 83% | 94% | 72% | 73% | 80% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| (Unweighted N) | (995) | (490) | (505) | (152) | (242) | (396) | (188) | (362) | (418) | (215) |

| | | Race | | | Family Income | | | | Region | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | White | Black | Hispanic | Under 40 | 40-80 | 80-100 | 100+ | Northeast | Midwest | South | West |
| Yes | 26% | 23% | 31% | 37% | 27% | 23% | 23% | 30% | 31% | 24% | 26% | 26% |
| No | 74% | 77% | 69% | 63% | 73% | 77% | 77% | 70% | 69% | 76% | 74% | 74% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| (Unweighted N) | (995) | (771) | (114) | (110) | (377) | (277) | (60) | (126) | (192) | (235) | (351) | (217) |

**4. Main reason for using emoji**
What is the main reason you use emoji?
*Asked of those who have ever used emoji*

| | Total | Gender | | Age | | | | Party ID | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | Democrat | Independent | Republican |
| To convey something that can't be conveyed with just text (sarcasm, irony...etc) | 36% | 47% | 28% | 32% | 37% | 38% | 20% | 36% | 40% | 28% |
| Because they are fun/cute | 55% | 41% | 67% | 65% | 52% | 53% | 71% | 54% | 55% | 61% |
| Because it is faster than typing words | 7% | 10% | 5% | 3% | 9% | 6% | 9% | 10% | 3% | 11% |
| Something else | 1% | 2% | 0% | — | 1% | 4% | — | — | 2% | 1% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| (Unweighted N) | (251) | (119) | (132) | (73) | (80) | (74) | (13) | (99) | (110) | (42) |

| | Total | Race | | | Family Income | | | | Region | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | White | Black | Hispanic | Under 40 | 40-80 | 80-100 | 100+ | Northeast | Midwest | South | West |
| To convey something that can't be conveyed with just text (sarcasm, irony...etc) | 36% | 39% | 34% | 30% | 34% | 37% | 44% | 36% | 38% | 33% | 30% | 48% |
| Because they are fun/cute | 55% | 55% | 52% | 59% | 59% | 54% | 49% | 58% | 56% | 62% | 59% | 44% |
| Because it is faster than typing words | 7% | 4% | 15% | 10% | 7% | 5% | 7% | 4% | 7% | 4% | 10% | 6% |
| Something else | 1% | 1% | — | 1% | — | 4% | — | 2% | — | 2% | 1% | 2% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| (Unweighted N) | (251) | (172) | (36) | (43) | (98) | (64) | (15) | (36) | (54) | (58) | (83) | (56) |