

YouGov NY

Email

US_nat Sample: 29th September - 2nd October 2017



Total	Gender		Age		
	Male	Female	18 to 34	35 to 54	55+

ZYE_q1_1. Which ONE, if any, of the following devices do you MOST prefer to check and send emails? Please select one option on each row.

- Check email

	Unweighted base	2211	990	1221	624	764	823
Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer		2189	1073	1115	670	754	765
Smartphone (e.g., iPhone, Android, Blackberry, etc.)		42%	37%	46%	62%	46%	19%
Tablet (e.g., iPad, Samsung Galaxy Tab, etc.)		8%	6%	9%	4%	8%	10%
Laptop / desktop computer		47%	53%	42%	28%	43%	68%
Other		3%	4%	3%	5%	3%	2%
Not applicable - I do not use email		0%	0%	0%	0%	0%	0%

ZYE_q1_2. Which ONE, if any, of the following devices do you MOST prefer to check and send emails? Please select one option on each row.

- Send email

	Unweighted base	2211	990	1221	624	764	823
Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer		2189	1073	1115	670	754	765
Smartphone (e.g., iPhone, Android, Blackberry, etc.)		30%	26%	34%	46%	33%	12%
Tablet (e.g., iPad, Samsung Galaxy Tab, etc.)		7%	4%	9%	4%	7%	9%
Laptop / desktop computer		59%	65%	54%	44%	57%	75%
Other		3%	3%	3%	4%	3%	3%
Not applicable - I do not use email		1%	1%	1%	1%	1%	1%

ZYE_q5. How many, if any, personal email accounts do you have (i.e., not work or school related)?

Unweighted base	2184	976	1208	614	759	811
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US_nat Sample: 29th September - 2nd October 2017



Total	Region				
	Northeast	Midwest	South	West	White

ZYE_q1_1. Which ONE, if any, of the following devices do you MOST prefer to check and send emails? Please select one option on each row.

- Check email

	Unweighted base	2211	407	488	810	506	1569
Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer		2189	404	466	809	509	1445
Smartphone (e.g., iPhone, Android, Blackberry, etc.)		42%	44%	42%	42%	39%	38%
Tablet (e.g., iPad, Samsung Galaxy Tab, etc.)		8%	8%	7%	8%	8%	8%
Laptop / desktop computer		47%	46%	49%	46%	50%	52%
Other		3%	3%	3%	4%	3%	2%
Not applicable - I do not use email		0%	0%	-	0%	0%	0%

ZYE_q1_2. Which ONE, if any, of the following devices do you MOST prefer to check and send emails? Please select one option on each row.

- Send email

	Unweighted base	2211	407	488	810	506	1569
Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer		2189	404	466	809	509	1445
Smartphone (e.g., iPhone, Android, Blackberry, etc.)		30%	31%	26%	33%	27%	25%
Tablet (e.g., iPad, Samsung Galaxy Tab, etc.)		7%	8%	6%	7%	6%	6%
Laptop / desktop computer		59%	58%	62%	55%	63%	65%
Other		3%	2%	5%	4%	3%	3%
Not applicable - I do not use email		1%	1%	2%	1%	1%	1%

ZYE_q5. How many, if any, personal email accounts do you have (i.e., not work or school related)?

Unweighted base	2184	402	481	799	502	1552
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US_nat Sample: 29th September - 2nd October 2017



Total	Race			Educ.	
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2 year

ZYE_q1_1. Which ONE, if any, of the following devices do you MOST prefer to check and send emails? Please select one option on each row.

- Check email

	Unweighted base	2211	241	241	160	839	744
Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer		2189	264	324	156	903	689
Smartphone (e.g., iPhone, Android, Blackberry, etc.)		42%	48%	54%	46%	37%	45%
Tablet (e.g., iPad, Samsung Galaxy Tab, etc.)		8%	11%	6%	4%	10%	6%
Laptop / desktop computer		47%	37%	37%	41%	48%	46%
Other		3%	4%	3%	10%	4%	2%
Not applicable - I do not use email		0%	1%	0%	-	0%	0%

ZYE_q1_2. Which ONE, if any, of the following devices do you MOST prefer to check and send emails? Please select one option on each row.

- Send email

	Unweighted base	2211	241	241	160	839	744
Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer		2189	264	324	156	903	689
Smartphone (e.g., iPhone, Android, Blackberry, etc.)		30%	40%	41%	34%	33%	30%
Tablet (e.g., iPad, Samsung Galaxy Tab, etc.)		7%	10%	6%	5%	8%	6%
Laptop / desktop computer		59%	44%	47%	55%	53%	60%
Other		3%	5%	4%	6%	4%	3%
Not applicable - I do not use email		1%	2%	2%	-	2%	1%

ZYE_q5. How many, if any, personal email accounts do you have (i.e., not work or school related)?

	Unweighted base	2184	238	234	160	820	738
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US_nat Sample: 29th September - 2nd October 2017



Total	Education		Marital		
	4-year	Post Grad	Married	Separated	Divorced

ZYE_q1_1. Which ONE, if any, of the following devices do you MOST prefer to check and send emails? Please select one option on each row.

- Check email

	Unweighted base	4-year	Post Grad	Married	Separated	Divorced
Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer	2189	381	216	1033	39	249
Smartphone (e.g., iPhone, Android, Blackberry, etc.)	42%	47%	41%	40%	61%	37%
Tablet (e.g., iPad, Samsung Galaxy Tab, etc.)	8%	7%	5%	8%	5%	7%
Laptop / desktop computer	47%	44%	51%	49%	20%	52%
Other	3%	2%	3%	3%	15%	4%
Not applicable - I do not use email	0%	-	-	0%	-	0%

ZYE_q1_2. Which ONE, if any, of the following devices do you MOST prefer to check and send emails? Please select one option on each row.

- Send email

	Unweighted base	4-year	Post Grad	Married	Separated	Divorced
Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer	2189	381	216	1033	39	249
Smartphone (e.g., iPhone, Android, Blackberry, etc.)	30%	26%	21%	28%	56%	27%
Tablet (e.g., iPad, Samsung Galaxy Tab, etc.)	7%	5%	5%	8%	5%	5%
Laptop / desktop computer	59%	66%	71%	61%	31%	63%
Other	3%	3%	3%	3%	2%	3%
Not applicable - I do not use email	1%	0%	0%	1%	6%	2%

ZYE_q5. How many, if any, personal email accounts do you have (i.e., not work or school related)?

	Unweighted base	4-year	Post Grad	Married	Separated	Divorced
	2184	402	224	1047	31	261

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US_nat Sample: 29th September - 2nd October 2017



Total	Status			Children under the age of 18	
	Widowed	Never married	Domestic / civil partnership	Yes	No

ZYE_q1_1. Which ONE, if any, of the following devices do you MOST prefer to check and send emails? Please select one option on each row.

- Check email

	Unweighted base	2211	111	668	79	626	1585
Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer		2189	99	691	78	636	1552
Smartphone (e.g., iPhone, Android, Blackberry, etc.)		42%	15%	47%	52%	63%	33%
Tablet (e.g., iPad, Samsung Galaxy Tab, etc.)		8%	14%	6%	10%	7%	8%
Laptop / desktop computer		47%	67%	43%	37%	27%	55%
Other		3%	2%	3%	1%	3%	3%
Not applicable - I do not use email		0%	2%	0%	-	0%	0%

ZYE_q1_2. Which ONE, if any, of the following devices do you MOST prefer to check and send emails? Please select one option on each row.

- Send email

	Unweighted base	2211	111	668	79	626	1585
Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer		2189	99	691	78	636	1552
Smartphone (e.g., iPhone, Android, Blackberry, etc.)		30%	18%	33%	40%	49%	22%
Tablet (e.g., iPad, Samsung Galaxy Tab, etc.)		7%	10%	5%	7%	6%	7%
Laptop / desktop computer		59%	67%	57%	47%	41%	67%
Other		3%	3%	4%	5%	4%	3%
Not applicable - I do not use email		1%	2%	1%	2%	0%	1%

ZYE_q5. How many, if any, personal email accounts do you have (i.e., not work or school related)?

Unweighted base	2184	108	660	77	622	1562
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US_nat Sample: 29th September - 2nd October 2017



Total	Income				Facebook
	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	

ZYE_q1_1. Which ONE, if any, of the following devices do you MOST prefer to check and send emails? Please select one option on each row.

- Check email

	Unweighted base	2211	824	638	434	315	1795
Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer		2189	839	628	421	301	1765
Smartphone (e.g., iPhone, Android, Blackberry, etc.)		42%	43%	42%	41%	39%	45%
Tablet (e.g., iPad, Samsung Galaxy Tab, etc.)		8%	8%	8%	8%	8%	8%
Laptop / desktop computer		47%	45%	48%	49%	49%	45%
Other		3%	4%	2%	3%	4%	3%
Not applicable - I do not use email		0%	0%	-	-	1%	0%

ZYE_q1_2. Which ONE, if any, of the following devices do you MOST prefer to check and send emails? Please select one option on each row.

- Send email

	Unweighted base	2211	824	638	434	315	1795
Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer		2189	839	628	421	301	1765
Smartphone (e.g., iPhone, Android, Blackberry, etc.)		30%	34%	29%	24%	30%	31%
Tablet (e.g., iPad, Samsung Galaxy Tab, etc.)		7%	6%	6%	7%	8%	7%
Laptop / desktop computer		59%	54%	62%	65%	59%	58%
Other		3%	4%	2%	3%	2%	3%
Not applicable - I do not use email		1%	2%	1%	0%	1%	1%

ZYE_q5. How many, if any, personal email accounts do you have (i.e., not work or school related)?

Unweighted base	2184	808	633	432	311	1777
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Total					
	Twitter	LinkedIn	Google+	MySpace	Pinterest

ZYE_q1_1. Which ONE, if any, of the following devices do you MOST prefer to check and send emails? Please select one option on each row.

- Check email

	Unweighted base	2211	851	623	639	150	679
Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer		2189	847	617	656	152	651
Smartphone (e.g., iPhone, Android, Blackberry, etc.)		42%	45%	43%	50%	52%	48%
Tablet (e.g., iPad, Samsung Galaxy Tab, etc.)		8%	8%	8%	8%	10%	11%
Laptop / desktop computer		47%	44%	46%	39%	36%	39%
Other		3%	4%	3%	3%	3%	2%
Not applicable - I do not use email		0%	-	0%	0%	-	0%

ZYE_q1_2. Which ONE, if any, of the following devices do you MOST prefer to check and send emails? Please select one option on each row.

- Send email

	Unweighted base	2211	851	623	639	150	679
Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer		2189	847	617	656	152	651
Smartphone (e.g., iPhone, Android, Blackberry, etc.)		30%	31%	25%	38%	43%	32%
Tablet (e.g., iPad, Samsung Galaxy Tab, etc.)		7%	7%	7%	7%	8%	11%
Laptop / desktop computer		59%	59%	65%	51%	45%	55%
Other		3%	3%	2%	3%	3%	2%
Not applicable - I do not use email		1%	0%	0%	1%	1%	1%

ZYE_q5. How many, if any, personal email accounts do you have (i.e., not work or school related)?

Unweighted base	2184	847	621	634	149	675
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US_nat Sample: 29th September - 2nd October 2017



Total	Social networks membership				
	Tumblr	Instagram	nosquare	Snapchat	Periscope

ZYE_q1_1. Which ONE, if any, of the following devices do you MOST prefer to check and send emails? Please select one option on each row.

- Check email

	Unweighted base	2211	183	710	3	421	40
Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer		2189	185	716	3	444	40
Smartphone (e.g., iPhone, Android, Blackberry, etc.)	42%	50%	60%	25%	67%	64%	
Tablet (e.g., iPad, Samsung Galaxy Tab, etc.)	8%	12%	8%	34%	6%	11%	
Laptop / desktop computer	47%	36%	29%	-	24%	25%	
Other	3%	3%	3%	40%	3%	-	
Not applicable - I do not use email	0%	-	0%	-	0%	-	

ZYE_q1_2. Which ONE, if any, of the following devices do you MOST prefer to check and send emails? Please select one option on each row.

- Send email

	Unweighted base	2211	183	710	3	421	40
Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer		2189	185	716	3	444	40
Smartphone (e.g., iPhone, Android, Blackberry, etc.)	30%	33%	43%	66%	50%	47%	
Tablet (e.g., iPad, Samsung Galaxy Tab, etc.)	7%	9%	7%	34%	5%	4%	
Laptop / desktop computer	59%	56%	46%	-	42%	46%	
Other	3%	2%	3%	-	2%	2%	
Not applicable - I do not use email	1%	0%	1%	-	1%	-	

ZYE_q5. How many, if any, personal email accounts do you have (i.e., not work or school related)?

Unweighted base	2184	182	704	3	416	40
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US_nat Sample: 29th September - 2nd October 2017



Total			
	Other	Don't know	None

ZYE_q1_1. Which ONE, if any, of the following devices do you MOST prefer to check and send emails? Please select one option on each row.

- Check email

	Unweighted base	2211	55	13	233
	Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer	2189	56	12	224
Smartphone (e.g., iPhone, Android, Blackberry, etc.)		42%	40%	23%	19%
Tablet (e.g., iPad, Samsung Galaxy Tab, etc.)		8%	4%	7%	9%
Laptop / desktop computer		47%	53%	63%	69%
Other		3%	3%	-	3%
Not applicable - I do not use email		0%	-	7%	-

ZYE_q1_2. Which ONE, if any, of the following devices do you MOST prefer to check and send emails? Please select one option on each row.

- Send email

	Unweighted base	2211	55	13	233
	Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer	2189	56	12	224
Smartphone (e.g., iPhone, Android, Blackberry, etc.)		30%	24%	23%	13%
Tablet (e.g., iPad, Samsung Galaxy Tab, etc.)		7%	5%	7%	6%
Laptop / desktop computer		59%	62%	63%	76%
Other		3%	9%	-	3%
Not applicable - I do not use email		1%	-	7%	2%

ZYE_q5. How many, if any, personal email accounts do you have (i.e., not work or school related)?

Unweighted base	2184	55	12	227
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US_nat Sample: 29th September - 2nd October 2017



	Total	Gender		Age		
		Male	Female	18 to 34	35 to 54	55+
Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer and use email	2163	1059	1103	659	749	754
None	1%	1%	0%	1%	1%	0%
1	35%	33%	38%	32%	33%	41%
2	38%	39%	36%	36%	38%	38%
3	15%	15%	14%	16%	15%	13%
4	5%	5%	5%	5%	6%	3%
5 or more	5%	7%	4%	8%	6%	3%
Don't know	1%	1%	2%	2%	1%	1%

ZYE_q4. For the following question if you have more than one personal account please think about the on you use most. Typically how many unread emails are in your personal inbox before you go and read them?

	Unweighted base					
	2184	976	1208	614	759	811
Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer and use email	2163	1059	1103	659	749	754
None - I read my emails as soon as they come in	13%	15%	12%	16%	13%	11%
1 to 5	19%	20%	17%	23%	18%	15%
6 to 10	15%	17%	14%	17%	15%	15%
11 to 20	15%	17%	14%	13%	15%	17%
21 to 50	14%	13%	15%	8%	16%	17%
51 to 100	7%	6%	8%	4%	7%	10%
101 or more	12%	8%	15%	14%	10%	11%
Don't know	5%	4%	5%	5%	5%	5%

ZYE_q6. How old were you when you first started to use email?

	Unweighted base					
	2184	976	1208	614	759	811
Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer and use email	2163	1059	1103	659	749	754
Under 10 years old	4%	3%	4%	9%	2%	0%

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US_nat Sample: 29th September - 2nd October 2017



	Total	Region				White
		Northeast	Midwest	South	West	
Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer and use email	2163	400	459	799	505	1431
None	1%	1%	1%	1%	1%	1%
1	35%	36%	38%	36%	32%	37%
2	38%	38%	36%	38%	38%	39%
3	15%	13%	13%	14%	18%	13%
4	5%	3%	6%	5%	6%	4%
5 or more	5%	7%	5%	5%	5%	6%
Don't know	1%	2%	1%	1%	1%	1%

ZYE_q4. For the following question if you have more than one personal account please think about the on you use most. Typically how many unread emails are in your personal inbox before you go and read them?

	Unweighted base					
	2184	402	481	799	502	1552
Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer and use email	2163	400	459	799	505	1431
None - I read my emails as soon as they come in	13%	15%	14%	13%	13%	14%
1 to 5	19%	19%	17%	17%	23%	19%
6 to 10	15%	18%	15%	16%	14%	16%
11 to 20	15%	15%	13%	17%	14%	16%
21 to 50	14%	13%	16%	12%	15%	14%
51 to 100	7%	6%	6%	9%	5%	7%
101 or more	12%	11%	12%	12%	11%	10%
Don't know	5%	4%	7%	5%	4%	5%

ZYE_q6. How old were you when you first started to use email?

	Unweighted base					
	2184	402	481	799	502	1552
Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer and use email	2163	400	459	799	505	1431
Under 10 years old	4%	4%	4%	3%	5%	3%

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Email

US_nat Sample: 29th September - 2nd October 2017



	Total	Race			Educ.	
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2 year
Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer and use email	2163	260	316	156	885	682
None	1%	1%	1%	-	1%	1%
1	35%	30%	35%	33%	42%	32%
2	38%	39%	34%	32%	35%	37%
3	15%	17%	18%	18%	12%	18%
4	5%	8%	6%	6%	5%	6%
5 or more	5%	4%	4%	9%	5%	6%
Don't know	1%	2%	1%	2%	2%	2%

ZYE_q4. For the following question if you have more than one personal account please think about the on you use most. Typically how many unread emails are in your personal inbox before you go and read them?

	Unweighted base	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2 year
Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer and use email	2184	238	234	160	820	738
Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer and use email	2163	260	316	156	885	682
None - I read my emails as soon as they come in	13%	12%	11%	14%	12%	13%
1 to 5	19%	10%	22%	23%	15%	22%
6 to 10	15%	12%	18%	14%	17%	15%
11 to 20	15%	18%	13%	10%	14%	15%
21 to 50	14%	13%	13%	14%	17%	11%
51 to 100	7%	14%	5%	6%	8%	7%
101 or more	12%	17%	12%	13%	12%	12%
Don't know	5%	5%	6%	7%	6%	5%

ZYE_q6. How old were you when you first started to use email?

	Unweighted base	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2 year
Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer and use email	2184	238	234	160	820	738
Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer and use email	2163	260	316	156	885	682
Under 10 years old	4%	6%	5%	6%	3%	7%

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Email

US_nat Sample: 29th September - 2nd October 2017



	Total	Education		Marital		
		4-year	Post Grad	Married	Separated	Divorced
Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer and use email	2163	380	216	1027	37	244
None	1%	0%	1%	0%	-	0%
1	35%	30%	31%	36%	22%	37%
2	38%	42%	44%	38%	41%	40%
3	15%	17%	14%	15%	19%	14%
4	5%	4%	5%	6%	2%	4%
5 or more	5%	7%	6%	5%	11%	4%
Don't know	1%	0%	-	1%	5%	1%

ZYE_q4. For the following question if you have more than one personal account please think about the on you use most. Typically how many unread emails are in your personal inbox before you go and read them?

	Unweighted base	4-year	Post Grad	Married	Separated	Divorced
Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer and use email	2184	402	224	1047	31	261
Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer and use email	2163	380	216	1027	37	244
None - I read my emails as soon as they come in	13%	16%	14%	12%	7%	10%
1 to 5	19%	19%	22%	20%	16%	12%
6 to 10	15%	13%	17%	16%	14%	15%
11 to 20	15%	18%	16%	16%	22%	19%
21 to 50	14%	12%	15%	14%	9%	18%
51 to 100	7%	7%	4%	7%	7%	8%
101 or more	12%	11%	10%	11%	19%	11%
Don't know	5%	3%	3%	5%	7%	7%

ZYE_q6. How old were you when you first started to use email?

	Unweighted base	4-year	Post Grad	Married	Separated	Divorced
Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer and use email	2184	402	224	1047	31	261
Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer and use email	2163	380	216	1027	37	244
Under 10 years old	4%	2%	1%	2%	6%	1%

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Email

US_nat Sample: 29th September - 2nd October 2017



	Total	Status			Children under the age of 18	
		Widowed	Never married	Domestic / civil partnership	Yes	No
Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer and use email	2163	96	683	76	633	1530
None	1%	2%	1%	-	1%	1%
1	35%	44%	35%	29%	34%	36%
2	38%	36%	36%	47%	39%	37%
3	15%	10%	15%	8%	14%	15%
4	5%	2%	5%	7%	5%	5%
5 or more	5%	3%	7%	7%	6%	5%
Don't know	1%	3%	1%	1%	1%	1%

ZYE_q4. For the following question if you have more than one personal account please think about the on you use most. Typically how many unread emails are in your personal inbox before you go and read them?

	Unweighted base					
	2184	108	660	77	622	1562
Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer and use email	2163	96	683	76	633	1530
None - I read my emails as soon as they come in	13%	13%	18%	11%	12%	14%
1 to 5	19%	14%	21%	12%	21%	18%
6 to 10	15%	13%	16%	16%	14%	16%
11 to 20	15%	11%	13%	14%	16%	15%
21 to 50	14%	21%	11%	13%	14%	14%
51 to 100	7%	11%	6%	9%	6%	8%
101 or more	12%	13%	11%	22%	13%	11%
Don't know	5%	6%	5%	3%	5%	5%

ZYE_q6. How old were you when you first started to use email?

	Unweighted base					
	2184	108	660	77	622	1562
Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer and use email	2163	96	683	76	633	1530
Under 10 years old	4%	2%	7%	7%	5%	3%

YouGov NY

Email

US_nat Sample: 29th September - 2nd October 2017



	Total	Income				Facebook
		Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	
Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer and use email	2163	824	623	419	296	1747
None	1%	1%	0%	1%	0%	1%
1	35%	38%	34%	32%	38%	34%
2	38%	37%	40%	41%	32%	39%
3	15%	12%	15%	18%	15%	14%
4	5%	5%	6%	5%	3%	5%
5 or more	5%	6%	5%	4%	7%	6%
Don't know	1%	1%	1%	-	5%	1%

ZYE_q4. For the following question if you have more than one personal account please think about the on you use most. Typically how many unread emails are in your personal inbox before you go and read them?

	Unweighted base	2163	824	623	432	311	1777
Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer and use email		2163	824	623	432	311	1777
None - I read my emails as soon as they come in	13%	13%	14%	10%	19%	13%	
1 to 5	19%	17%	20%	19%	20%	18%	
6 to 10	15%	17%	15%	16%	12%	15%	
11 to 20	15%	13%	16%	18%	15%	16%	
21 to 50	14%	14%	14%	15%	10%	14%	
51 to 100	7%	7%	6%	10%	4%	7%	
101 or more	12%	14%	12%	9%	10%	12%	
Don't know	5%	5%	4%	3%	10%	5%	

ZYE_q6. How old were you when you first started to use email?

	Unweighted base	2163	824	623	432	311	1777
Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer and use email		2163	824	623	432	311	1777
Under 10 years old	4%	5%	2%	2%	4%	4%	

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Email

US_nat Sample: 29th September - 2nd October 2017



	Total	Twitter	LinkedIn	Google+	MySpace	Pinterest
Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer and use email	2163	843	615	651	151	647
None	1%	1%	1%	1%	-	0%
1	35%	25%	25%	28%	21%	30%
2	38%	42%	42%	37%	36%	41%
3	15%	17%	20%	17%	22%	16%
4	5%	6%	5%	6%	9%	6%
5 or more	5%	8%	7%	9%	11%	6%
Don't know	1%	1%	-	2%	1%	1%

ZYE_q4. For the following question if you have more than one personal account please think about the on you use most. Typically how many unread emails are in your personal inbox before you go and read them?

	Unweighted base	Twitter	LinkedIn	Google+	MySpace	Pinterest
Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer and use email	2184	847	621	634	149	675
Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer and use email	2163	843	615	651	151	647
None - I read my emails as soon as they come in	13%	13%	13%	14%	12%	12%
1 to 5	19%	18%	20%	16%	13%	18%
6 to 10	15%	16%	17%	15%	16%	16%
11 to 20	15%	16%	15%	16%	19%	14%
21 to 50	14%	13%	14%	14%	14%	14%
51 to 100	7%	7%	7%	8%	6%	9%
101 or more	12%	12%	10%	12%	14%	14%
Don't know	5%	4%	4%	5%	6%	3%

ZYE_q6. How old were you when you first started to use email?

	Unweighted base	Twitter	LinkedIn	Google+	MySpace	Pinterest
Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer and use email	2184	847	621	634	149	675
Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer and use email	2163	843	615	651	151	647
Under 10 years old	4%	5%	3%	5%	4%	4%

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Email

US_nat Sample: 29th September - 2nd October 2017



	Social networks membership					
	Total	Tumblr	Instagram	nosquare	Snapchat	Periscope
Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer and use email	2163	184	709	3	438	40
None	1%	-	1%	-	1%	-
1	35%	17%	27%	-	30%	22%
2	38%	46%	39%	60%	37%	28%
3	15%	18%	16%	40%	17%	29%
4	5%	6%	7%	-	7%	2%
5 or more	5%	12%	9%	-	7%	18%
Don't know	1%	1%	1%	-	1%	-

ZYE_q4. For the following question if you have more than one personal account please think about the on you use most. Typically how many unread emails are in your personal inbox before you go and read them?

	Unweighted base	Total	Tumblr	Instagram	nosquare	Snapchat	Periscope
Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer and use email	2184	2163	184	709	3	438	40
None - I read my emails as soon as they come in	13%	13%	14%	13%	25%	15%	18%
1 to 5	19%	19%	19%	19%	-	20%	4%
6 to 10	15%	15%	13%	16%	-	15%	12%
11 to 20	15%	15%	18%	15%	40%	14%	15%
21 to 50	14%	14%	13%	14%	34%	12%	17%
51 to 100	7%	7%	5%	6%	-	6%	11%
101 or more	12%	12%	13%	13%	-	15%	16%
Don't know	5%	5%	4%	4%	-	4%	6%

ZYE_q6. How old were you when you first started to use email?

	Unweighted base	Total	Tumblr	Instagram	nosquare	Snapchat	Periscope
Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer and use email	2184	2163	184	709	3	438	40
Under 10 years old	4%	4%	5%	5%	-	6%	-

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Email

US_nat Sample: 29th September - 2nd October 2017



	Total			
		Other	Don't know	None
Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer and use email	2163	56	11	219
None	1%	-	-	0%
1	35%	21%	15%	49%
2	38%	33%	23%	28%
3	15%	19%	22%	13%
4	5%	8%	-	5%
5 or more	5%	20%	22%	3%
Don't know	1%	-	18%	2%

ZYE_q4. For the following question if you have more than one personal account please think about the on you use most. Typically how many unread emails are in your personal inbox before you go and read them?

	Unweighted base			
Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer and use email	2184	55	12	227
Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer and use email	2163	56	11	219
None - I read my emails as soon as they come in	13%	15%	30%	16%
1 to 5	19%	9%	8%	22%
6 to 10	15%	16%	16%	11%
11 to 20	15%	13%	15%	13%
21 to 50	14%	15%	-	11%
51 to 100	7%	7%	-	8%
101 or more	12%	13%	-	13%
Don't know	5%	13%	32%	5%

ZYE_q6. How old were you when you first started to use email?

	Unweighted base			
Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer and use email	2184	55	12	227
Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer and use email	2163	56	11	219
Under 10 years old	4%	2%	15%	1%

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Email

US_nat Sample: 29th September - 2nd October 2017



	Total	Gender		Age		
		Male	Female	18 to 34	35 to 54	55+
10 years old, but younger than 15 years old	16%	16%	16%	44%	7%	-
15 years old, but younger than 21 years old	19%	18%	20%	34%	24%	1%
Older than 21 years old	56%	58%	54%	7%	61%	95%
Don't know / can't recall	5%	4%	6%	5%	6%	4%

ZYE_q7. And do you still use the first email address you ever had?

	Unweighted base					
	2184	976	1208	614	759	811
Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer and use email	2163	1059	1103	659	749	754
Yes, and it is my main account	37%	39%	35%	31%	33%	45%
Yes, but it is not my main account	12%	12%	12%	19%	11%	7%
No, I do not	49%	47%	51%	48%	53%	46%
Don't know	2%	3%	2%	3%	3%	2%

ZYE_q2. Which ONE of the following do you check FIRST when you look at your smartphone in the morning?

	Unweighted base					
	1807	797	1010	578	668	561
Base: All US adults with a smartphone	1791	868	923	616	650	524
Test messages	27%	25%	28%	27%	25%	29%
Email	29%	32%	27%	25%	33%	29%
Instagram	3%	2%	4%	5%	1%	2%
Facebook	20%	15%	24%	27%	21%	10%
Snapchat	2%	2%	2%	4%	1%	-
News app (e.g., CNN, CNBC, FOX, ect.)	6%	8%	4%	4%	6%	8%
Other	14%	16%	13%	9%	13%	23%

ZYE_q3_1. To what extent do you think it is acceptable or unacceptable to include emojis, casual language, or jokes in the following types of email? Please select one option on each row.

- Personal email to friends

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Email

US_nat Sample: 29th September - 2nd October 2017



	Total	Region				
		Northeast	Midwest	South	West	White
10 years old, but younger than 15 years old	16%	19%	14%	16%	15%	15%
15 years old, but younger than 21 years old	19%	18%	19%	18%	22%	18%
Older than 21 years old	56%	55%	58%	57%	53%	61%
Don't know / can't recall	5%	4%	5%	6%	5%	4%

ZYE_q7. And do you still use the first email address you ever had?

	Unweighted base	Northeast	Midwest	South	West	White
	2184	402	481	799	502	1552
Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer and use email	2163	400	459	799	505	1431
Yes, and it is my main account	37%	36%	37%	38%	36%	35%
Yes, but it is not my main account	12%	12%	10%	12%	13%	9%
No, I do not	49%	49%	52%	48%	48%	54%
Don't know	2%	3%	2%	3%	3%	2%

ZYE_q2. Which ONE of the following do you check FIRST when you look at your smartphone in the morning?

	Unweighted base	Northeast	Midwest	South	West	White
	1807	327	384	683	413	1249
Base: All US adults with a smartphone	1791	328	367	682	414	1154
Test messages	27%	25%	25%	28%	27%	28%
Email	29%	30%	29%	27%	32%	27%
Instagram	3%	2%	2%	3%	3%	2%
Facebook	20%	17%	21%	21%	18%	19%
Snapchat	2%	1%	2%	2%	1%	1%
News app (e.g., CNN, CNBC, FOX, ect.)	6%	9%	5%	6%	4%	6%
Other	14%	15%	16%	13%	15%	17%

ZYE_q3_1. To what extent do you think it is acceptable or unacceptable to include emojis, casual language, or jokes in the following types of email? Please select one option on each row.

- Personal email to friends

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Email

US_nat Sample: 29th September - 2nd October 2017



	Total	Race			Educ.	
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2 year
10 years old, but younger than 15 years old	16%	13%	20%	20%	14%	17%
15 years old, but younger than 21 years old	19%	21%	21%	26%	16%	20%
Older than 21 years old	56%	52%	46%	43%	60%	53%
Don't know / can't recall	5%	9%	9%	5%	8%	4%

ZYE_q7. And do you still use the first email address you ever had?

	Unweighted base					
	2184	238	234	160	820	738
Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer and use email	2163	260	316	156	885	682
Yes, and it is my main account	37%	44%	40%	31%	42%	36%
Yes, but it is not my main account	12%	18%	15%	19%	11%	13%
No, I do not	49%	36%	41%	45%	43%	50%
Don't know	2%	3%	3%	6%	4%	1%

ZYE_q2. Which ONE of the following do you check FIRST when you look at your smartphone in the morning?

	Unweighted base					
	1807	207	215	136	605	634
Base: All US adults with a smartphone	1791	221	283	132	657	590
Test messages	27%	27%	21%	24%	29%	28%
Email	29%	35%	33%	29%	27%	25%
Instagram	3%	5%	4%	3%	3%	3%
Facebook	20%	15%	24%	24%	20%	22%
Snapchat	2%	2%	4%	1%	2%	2%
News app (e.g., CNN, CNBC, FOX, ect.)	6%	5%	6%	6%	4%	6%
Other	14%	10%	8%	11%	15%	14%

ZYE_q3_1. To what extent do you think it is acceptable or unacceptable to include emojis, casual language, or jokes in the following types of email? Please select one option on each row.

- Personal email to friends

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Email

US_nat Sample: 29th September - 2nd October 2017



	Total	Education		Marital		
		4-year	Post Grad	Married	Separated	Divorced
10 years old, but younger than 15 years old	16%	19%	17%	11%	24%	5%
15 years old, but younger than 21 years old	19%	25%	18%	18%	7%	10%
Older than 21 years old	56%	51%	62%	64%	59%	78%
Don't know / can't recall	5%	3%	2%	4%	4%	6%

ZYE_q7. And do you still use the first email address you ever had?

	Unweighted base	4-year	Post Grad	Married	Separated	Divorced
	2184	402	224	1047	31	261
Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer and use email	2163	380	216	1027	37	244
Yes, and it is my main account	37%	27%	36%	38%	31%	38%
Yes, but it is not my main account	12%	13%	8%	10%	38%	9%
No, I do not	49%	59%	54%	51%	31%	49%
Don't know	2%	1%	1%	2%	-	4%

ZYE_q2. Which ONE of the following do you check FIRST when you look at your smartphone in the morning?

	Unweighted base	4-year	Post Grad	Married	Separated	Divorced
	1807	364	204	859	29	212
Base: All US adults with a smartphone	1791	347	197	844	35	198
Test messages	27%	26%	17%	27%	24%	27%
Email	29%	33%	44%	29%	36%	34%
Instagram	3%	3%	1%	2%	6%	-
Facebook	20%	17%	14%	21%	12%	15%
Snapchat	2%	1%	0%	1%	3%	1%
News app (e.g., CNN, CNBC, FOX, ect.)	6%	5%	11%	6%	11%	5%
Other	14%	15%	12%	15%	8%	18%

ZYE_q3_1. To what extent do you think it is acceptable or unacceptable to include emojis, casual language, or jokes in the following types of email? Please select one option on each row.

- Personal email to friends

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Email

US_nat Sample: 29th September - 2nd October 2017



	Total	Status			Children under the age of 18	
		Widowed	Never married	Domestic / civil partnership	Yes	No
10 years old, but younger than 15 years old	16%	3%	29%	14%	18%	15%
15 years old, but younger than 21 years old	19%	2%	26%	26%	34%	13%
Older than 21 years old	56%	88%	32%	46%	37%	64%
Don't know / can't recall	5%	5%	6%	7%	6%	5%

ZYE_q7. And do you still use the first email address you ever had?

	Unweighted base					
	2184	108	660	77	622	1562
Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer and use email	2163	96	683	76	633	1530
Yes, and it is my main account	37%	47%	34%	28%	33%	38%
Yes, but it is not my main account	12%	5%	15%	13%	14%	11%
No, I do not	49%	42%	48%	53%	49%	49%
Don't know	2%	6%	2%	5%	3%	2%

ZYE_q2. Which ONE of the following do you check FIRST when you look at your smartphone in the morning?

	Unweighted base					
	1807	68	569	70	568	1239
Base: All US adults with a smartphone	1791	60	584	70	569	1221
Test messages	27%	20%	26%	27%	25%	27%
Email	29%	26%	29%	23%	31%	29%
Instagram	3%	1%	4%	5%	2%	3%
Facebook	20%	19%	20%	22%	29%	15%
Snapchat	2%	-	4%	-	1%	2%
News app (e.g., CNN, CNBC, FOX, ect.)	6%	4%	5%	8%	4%	7%
Other	14%	29%	12%	15%	8%	17%

ZYE_q3_1. To what extent do you think it is acceptable or unacceptable to include emojis, casual language, or jokes in the following types of email? Please select one option on each row.

- Personal email to friends

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Email

US_nat Sample: 29th September - 2nd October 2017



	Total	Income				Facebook
		Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	
10 years old, but younger than 15 years old	16%	15%	18%	15%	16%	17%
15 years old, but younger than 21 years old	19%	20%	20%	18%	15%	20%
Older than 21 years old	56%	54%	56%	62%	54%	55%
Don't know / can't recall	5%	5%	3%	3%	12%	5%

ZYE_q7. And do you still use the first email address you ever had?

	Unweighted base	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	Facebook
	2184	808	633	432	311	1777
Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer and use email	2163	824	623	419	296	1747
Yes, and it is my main account	37%	40%	34%	37%	34%	37%
Yes, but it is not my main account	12%	11%	15%	12%	8%	12%
No, I do not	49%	47%	51%	50%	51%	49%
Don't know	2%	3%	1%	1%	7%	2%

ZYE_q2. Which ONE of the following do you check FIRST when you look at your smartphone in the morning?

	Unweighted base	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	Facebook
	1807	628	532	393	254	1510
Base: All US adults with a smartphone	1791	647	526	375	243	1482
Test messages	27%	27%	29%	23%	28%	27%
Email	29%	28%	28%	34%	26%	29%
Instagram	3%	2%	3%	3%	2%	2%
Facebook	20%	23%	19%	17%	15%	23%
Snapchat	2%	2%	2%	2%	1%	2%
News app (e.g., CNN, CNBC, FOX, ect.)	6%	4%	5%	8%	7%	5%
Other	14%	14%	13%	14%	20%	12%

ZYE_q3_1. To what extent do you think it is acceptable or unacceptable to include emojis, casual language, or jokes in the following types of email? Please select one option on each row.

- Personal email to friends

YouGov NY

Email

US_nat Sample: 29th September - 2nd October 2017



	Total					
		Twitter	LinkedIn	Google+	MySpace	Pinterest
10 years old, but younger than 15 years old	16%	20%	17%	18%	19%	18%
15 years old, but younger than 21 years old	19%	22%	19%	24%	33%	22%
Older than 21 years old	56%	49%	56%	48%	38%	50%
Don't know / can't recall	5%	4%	5%	5%	6%	5%

ZYE_q7. And do you still use the first email address you ever had?

	Unweighted base	Twitter	LinkedIn	Google+	MySpace	Pinterest
	2184	847	621	634	149	675
Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer and use email	2163	843	615	651	151	647
Yes, and it is my main account	37%	32%	34%	36%	31%	31%
Yes, but it is not my main account	12%	14%	14%	16%	20%	13%
No, I do not	49%	52%	50%	46%	45%	55%
Don't know	2%	1%	1%	2%	3%	1%

ZYE_q2. Which ONE of the following do you check FIRST when you look at your smartphone in the morning?

	Unweighted base	Twitter	LinkedIn	Google+	MySpace	Pinterest
	1807	749	555	560	135	607
Base: All US adults with a smartphone	1791	740	553	575	135	585
Test messages	27%	24%	25%	24%	26%	28%
Email	29%	29%	34%	31%	29%	28%
Instagram	3%	4%	3%	3%	3%	4%
Facebook	20%	21%	16%	22%	29%	23%
Snapchat	2%	2%	1%	2%	3%	2%
News app (e.g., CNN, CNBC, FOX, ect.)	6%	8%	7%	7%	3%	5%
Other	14%	12%	14%	11%	7%	10%

ZYE_q3_1. To what extent do you think it is acceptable or unacceptable to include emojis, casual language, or jokes in the following types of email? Please select one option on each row.

- Personal email to friends

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Email

US_nat Sample: 29th September - 2nd October 2017



	Social networks membership					
	Total	Tumblr	Instagram	nosquare	Snapchat	Periscope
10 years old, but younger than 15 years old	16%	39%	27%	-	36%	24%
15 years old, but younger than 21 years old	19%	22%	29%	75%	29%	31%
Older than 21 years old	56%	31%	34%	25%	25%	39%
Don't know / can't recall	5%	3%	5%	-	4%	7%

ZYE_q7. And do you still use the first email address you ever had?

	Unweighted base					
	2184	182	704	3	416	40
Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer and use email	2163	184	709	3	438	40
Yes, and it is my main account	37%	24%	29%	-	29%	33%
Yes, but it is not my main account	12%	17%	15%	40%	17%	21%
No, I do not	49%	57%	53%	60%	52%	44%
Don't know	2%	2%	2%	-	3%	2%

ZYE_q2. Which ONE of the following do you check FIRST when you look at your smartphone in the morning?

	Unweighted base					
	1807	169	663	3	405	39
Base: All US adults with a smartphone	1791	170	664	3	425	39
Test messages	27%	30%	26%	-	28%	20%
Email	29%	24%	27%	25%	27%	31%
Instagram	3%	5%	6%	-	5%	15%
Facebook	20%	17%	26%	40%	26%	26%
Snapchat	2%	4%	3%	-	5%	4%
News app (e.g., CNN, CNBC, FOX, ect.)	6%	7%	4%	34%	4%	2%
Other	14%	12%	7%	-	5%	2%

ZYE_q3_1. To what extent do you think it is acceptable or unacceptable to include emojis, casual language, or jokes in the following types of email? Please select one option on each row.

- Personal email to friends

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US_nat Sample: 29th September - 2nd October 2017



	Total			
		Other	Don't know	None
10 years old, but younger than 15 years old	16%	22%	-	5%
15 years old, but younger than 21 years old	19%	15%	-	11%
Older than 21 years old	56%	52%	60%	75%
Don't know / can't recall	5%	8%	25%	7%

ZYE_q7. And do you still use the first email address you ever had?

	Unweighted base			
	2184	55	12	227
Base: All US adults with access to a smartphone, tablet, or desktop/laptop computer and use email	2163	56	11	219
Yes, and it is my main account	37%	40%	15%	38%
Yes, but it is not my main account	12%	19%	7%	9%
No, I do not	49%	39%	60%	50%
Don't know	2%	2%	17%	3%

ZYE_q2. Which ONE of the following do you check FIRST when you look at your smartphone in the morning?

	Unweighted base			
	1807	41	8	141
Base: All US adults with a smartphone	1791	42	8	137
Test messages	27%	25%	-	31%
Email	29%	18%	10%	30%
Instagram	3%	7%	-	1%
Facebook	20%	17%	14%	-
Snapchat	2%	-	-	-
News app (e.g., CNN, CNBC, FOX, ect.)	6%	3%	21%	6%
Other	14%	30%	54%	33%

ZYE_q3_1. To what extent do you think it is acceptable or unacceptable to include emojis, casual language, or jokes in the following types of email? Please select one option on each row.

- Personal email to friends

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	Total	Gender		Age		
		Male	Female	18 to 34	35 to 54	55+
Unweighted base	1125	572	553	364	502	259
Base: All US working adults	1131	628	503	397	495	239
Very acceptable	72%	67%	79%	71%	74%	71%
Somewhat acceptable	16%	21%	11%	14%	17%	19%
Somewhat unacceptable	4%	5%	4%	6%	4%	3%
Very unacceptable	2%	3%	1%	4%	0%	3%
Don't know	5%	5%	4%	5%	5%	3%

ZYE_q3_2. To what extent do you think it is acceptable or unacceptable to include emojis, casual language, or jokes in the following types of email? Please select one option on each row.

- Personal email to family

Unweighted base	1125	572	553	364	502	259
Base: All US working adults	1131	628	503	397	495	239
Very acceptable	69%	62%	77%	66%	72%	67%
Somewhat acceptable	18%	22%	13%	18%	18%	20%
Somewhat unacceptable	6%	8%	4%	8%	5%	7%
Very unacceptable	2%	3%	1%	3%	1%	4%
Don't know	4%	5%	4%	5%	5%	3%

ZYE_q3_3. To what extent do you think it is acceptable or unacceptable to include emojis, casual language, or jokes in the following types of email? Please select one option on each row.

- Work email to a group of colleagues

Unweighted base	1125	572	553	364	502	259
Base: All US working adults	1131	628	503	397	495	239
Very acceptable	12%	14%	10%	17%	11%	8%
Somewhat acceptable	23%	22%	23%	28%	23%	15%

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	Total	Region				White
		Northeast	Midwest	South	West	
Unweighted base	1125	234	254	404	233	762
Base: All US working adults	1131	238	248	401	244	719
Very acceptable	72%	72%	70%	73%	73%	76%
Somewhat acceptable	16%	15%	19%	16%	16%	15%
Somewhat unacceptable	4%	7%	4%	3%	5%	4%
Very unacceptable	2%	1%	3%	3%	2%	2%
Don't know	5%	5%	4%	5%	4%	3%

ZYE_q3_2. To what extent do you think it is acceptable or unacceptable to include emojis, casual language, or jokes in the following types of email? Please select one option on each row.

- Personal email to family

Unweighted base	1125	234	254	404	233	762
Base: All US working adults	1131	238	248	401	244	719
Very acceptable	69%	67%	70%	70%	68%	73%
Somewhat acceptable	18%	18%	18%	17%	20%	17%
Somewhat unacceptable	6%	8%	6%	6%	6%	5%
Very unacceptable	2%	2%	2%	3%	2%	2%
Don't know	4%	5%	4%	4%	4%	2%

ZYE_q3_3. To what extent do you think it is acceptable or unacceptable to include emojis, casual language, or jokes in the following types of email? Please select one option on each row.

- Work email to a group of colleagues

Unweighted base	1125	234	254	404	233	762
Base: All US working adults	1131	238	248	401	244	719
Very acceptable	12%	18%	10%	13%	9%	10%
Somewhat acceptable	23%	20%	25%	20%	27%	23%

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	Total	Race			Educ	
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2 year
Unweighted base	1125	138	138	87	324	357
Base: All US working adults	1131	146	183	83	358	343
Very acceptable	72%	66%	62%	68%	67%	73%
Somewhat acceptable	16%	18%	21%	14%	18%	14%
Somewhat unacceptable	4%	4%	7%	8%	5%	5%
Very unacceptable	2%	3%	2%	5%	3%	3%
Don't know	5%	9%	9%	5%	8%	5%

ZYE_q3_2. To what extent do you think it is acceptable or unacceptable to include emojis, casual language, or jokes in the following types of email? Please select one option on each row.

- Personal email to family

Unweighted base	1125	138	138	87	324	357
Base: All US working adults	1131	146	183	83	358	343
Very acceptable	69%	61%	60%	65%	65%	69%
Somewhat acceptable	18%	17%	20%	21%	18%	18%
Somewhat unacceptable	6%	11%	8%	4%	7%	5%
Very unacceptable	2%	2%	2%	7%	3%	3%
Don't know	4%	9%	10%	3%	7%	4%

ZYE_q3_3. To what extent do you think it is acceptable or unacceptable to include emojis, casual language, or jokes in the following types of email? Please select one option on each row.

- Work email to a group of colleagues

Unweighted base	1125	138	138	87	324	357
Base: All US working adults	1131	146	183	83	358	343
Very acceptable	12%	20%	14%	10%	16%	11%
Somewhat acceptable	23%	16%	24%	26%	22%	23%

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	Education		Marital			
	Total	4-year	Post Grad	Married	Separated	Divorced
Unweighted base	1125	285	159	535	18	138
Base: All US working adults	1131	270	160	542	18	131
Very acceptable	72%	75%	77%	72%	62%	71%
Somewhat acceptable	16%	18%	18%	18%	16%	16%
Somewhat unacceptable	4%	3%	3%	4%	11%	5%
Very unacceptable	2%	1%	1%	2%	5%	2%
Don't know	5%	3%	1%	4%	5%	6%

ZYE_q3_2. To what extent do you think it is acceptable or unacceptable to include emojis, casual language, or jokes in the following types of email? Please select one option on each row.

- Personal email to family

Unweighted base	1125	285	159	535	18	138
Base: All US working adults	1131	270	160	542	18	131
Very acceptable	69%	70%	76%	70%	51%	64%
Somewhat acceptable	18%	21%	15%	18%	29%	23%
Somewhat unacceptable	6%	6%	7%	6%	10%	4%
Very unacceptable	2%	1%	1%	2%	10%	3%
Don't know	4%	3%	1%	4%	-	6%

ZYE_q3_3. To what extent do you think it is acceptable or unacceptable to include emojis, casual language, or jokes in the following types of email? Please select one option on each row.

- Work email to a group of colleagues

Unweighted base	1125	285	159	535	18	138
Base: All US working adults	1131	270	160	542	18	131
Very acceptable	12%	11%	10%	12%	23%	6%
Somewhat acceptable	23%	23%	22%	23%	15%	19%

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	Total	Status			Children under the age of 18	
		Widowed	Never married	Domestic / civil partnership	Yes	No
Unweighted base	1125	23	366	45	411	714
Base: All US working adults	1131	20	374	46	420	710
Very acceptable	72%	54%	75%	66%	73%	72%
Somewhat acceptable	16%	29%	13%	25%	15%	17%
Somewhat unacceptable	4%	4%	4%	8%	5%	4%
Very unacceptable	2%	-	3%	-	3%	2%
Don't know	5%	13%	5%	-	5%	4%

ZYE_q3_2. To what extent do you think it is acceptable or unacceptable to include emojis, casual language, or jokes in the following types of email? Please select one option on each row.

- Personal email to family

Unweighted base	1125	23	366	45	411	714
Base: All US working adults	1131	20	374	46	420	710
Very acceptable	69%	58%	71%	66%	72%	67%
Somewhat acceptable	18%	25%	15%	24%	16%	20%
Somewhat unacceptable	6%	4%	7%	8%	5%	7%
Very unacceptable	2%	-	3%	2%	2%	2%
Don't know	4%	13%	5%	-	5%	4%

ZYE_q3_3. To what extent do you think it is acceptable or unacceptable to include emojis, casual language, or jokes in the following types of email? Please select one option on each row.

- Work email to a group of colleagues

Unweighted base	1125	23	366	45	411	714
Base: All US working adults	1131	20	374	46	420	710
Very acceptable	12%	4%	17%	2%	13%	12%
Somewhat acceptable	23%	12%	24%	27%	24%	22%

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	Total	Income				Facebook
		Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	
Unweighted base	1125	337	361	295	132	925
Base: All US working adults	1131	354	364	290	123	928
Very acceptable	72%	67%	77%	74%	71%	74%
Somewhat acceptable	16%	17%	15%	20%	11%	15%
Somewhat unacceptable	4%	5%	4%	3%	5%	4%
Very unacceptable	2%	3%	2%	3%	2%	2%
Don't know	5%	9%	2%	1%	11%	4%

ZYE_q3_2. To what extent do you think it is acceptable or unacceptable to include emojis, casual language, or jokes in the following types of email? Please select one option on each row.

- Personal email to family

Unweighted base	1125	337	361	295	132	925
Base: All US working adults	1131	354	364	290	123	928
Very acceptable	69%	62%	74%	72%	67%	71%
Somewhat acceptable	18%	19%	18%	19%	16%	17%
Somewhat unacceptable	6%	8%	5%	7%	5%	6%
Very unacceptable	2%	4%	2%	2%	2%	1%
Don't know	4%	8%	2%	1%	11%	4%

ZYE_q3_3. To what extent do you think it is acceptable or unacceptable to include emojis, casual language, or jokes in the following types of email? Please select one option on each row.

- Work email to a group of colleagues

Unweighted base	1125	337	361	295	132	925
Base: All US working adults	1131	354	364	290	123	928
Very acceptable	12%	14%	13%	12%	7%	13%
Somewhat acceptable	23%	22%	25%	25%	15%	22%

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	Total					
	Twitter	LinkedIn	Google+	MySpace	Pinterest	
Unweighted base	1125	477	381	350	103	353
Base: All US working adults	1131	481	383	366	109	347
Very acceptable	72%	74%	75%	71%	68%	83%
Somewhat acceptable	16%	17%	16%	15%	15%	9%
Somewhat unacceptable	4%	4%	3%	5%	10%	3%
Very unacceptable	2%	2%	2%	4%	5%	2%
Don't know	5%	3%	3%	5%	2%	3%

ZYE_q3_2. To what extent do you think it is acceptable or unacceptable to include emojis, casual language, or jokes in the following types of email? Please select one option on each row.

- Personal email to family

Unweighted base	1125	477	381	350	103	353
Base: All US working adults	1131	481	383	366	109	347
Very acceptable	69%	70%	72%	67%	68%	82%
Somewhat acceptable	18%	17%	17%	17%	14%	12%
Somewhat unacceptable	6%	8%	7%	9%	11%	2%
Very unacceptable	2%	2%	2%	3%	5%	1%
Don't know	4%	3%	2%	5%	3%	3%

ZYE_q3_3. To what extent do you think it is acceptable or unacceptable to include emojis, casual language, or jokes in the following types of email? Please select one option on each row.

- Work email to a group of colleagues

Unweighted base	1125	477	381	350	103	353
Base: All US working adults	1131	481	383	366	109	347
Very acceptable	12%	15%	10%	16%	27%	13%
Somewhat acceptable	23%	23%	23%	26%	26%	25%

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	Social networks membership					
	Total	Tumblr	Instagram	nosquare	Snapchat	Periscope
Unweighted base	1125	104	409	1	255	28
Base: All US working adults	1131	112	417	1	269	29
Very acceptable	72%	82%	77%	100%	75%	78%
Somewhat acceptable	16%	5%	13%	-	14%	10%
Somewhat unacceptable	4%	3%	3%	-	5%	4%
Very unacceptable	2%	2%	3%	-	3%	5%
Don't know	5%	7%	4%	-	3%	3%

ZYE_q3_2. To what extent do you think it is acceptable or unacceptable to include emojis, casual language, or jokes in the following types of email? Please select one option on each row.

- Personal email to family

Unweighted base	1125	104	409	1	255	28
Base: All US working adults	1131	112	417	1	269	29
Very acceptable	69%	81%	75%	100%	72%	81%
Somewhat acceptable	18%	7%	14%	-	18%	12%
Somewhat unacceptable	6%	3%	6%	-	5%	4%
Very unacceptable	2%	2%	1%	-	2%	3%
Don't know	4%	7%	3%	-	2%	-

ZYE_q3_3. To what extent do you think it is acceptable or unacceptable to include emojis, casual language, or jokes in the following types of email? Please select one option on each row.

- Work email to a group of colleagues

Unweighted base	1125	104	409	1	255	28
Base: All US working adults	1131	112	417	1	269	29
Very acceptable	12%	17%	15%	-	15%	33%
Somewhat acceptable	23%	30%	24%	-	26%	25%

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	Total			
		Other	Don't know	None
Unweighted base	1125	22	6	95
Base: All US working adults	1131	23	6	93
Very acceptable	72%	66%	26%	65%
Somewhat acceptable	16%	25%	42%	21%
Somewhat unacceptable	4%	5%	18%	3%
Very unacceptable	2%	-	-	4%
Don't know	5%	4%	14%	7%

ZYE_q3_2. To what extent do you think it is acceptable or unacceptable to include emojis, casual language, or jokes in the following types of email? Please select one option on each row.

- Personal email to family

Unweighted base	1125	22	6	95
Base: All US working adults	1131	23	6	93
Very acceptable	69%	63%	26%	62%
Somewhat acceptable	18%	25%	26%	23%
Somewhat unacceptable	6%	9%	34%	4%
Very unacceptable	2%	-	-	4%
Don't know	4%	4%	14%	7%

ZYE_q3_3. To what extent do you think it is acceptable or unacceptable to include emojis, casual language, or jokes in the following types of email? Please select one option on each row.

- Work email to a group of colleagues

Unweighted base	1125	22	6	95
Base: All US working adults	1131	23	6	93
Very acceptable	12%	27%	-	10%
Somewhat acceptable	23%	21%	-	21%

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	Total	Gender		Age		
		Male	Female	18 to 34	35 to 54	55+
Somewhat unacceptable	25%	27%	23%	24%	25%	29%
Very unacceptable	31%	28%	35%	23%	34%	38%
Don't know	9%	9%	8%	9%	8%	10%

ZYE_q3_4. To what extent do you think it is acceptable or unacceptable to include emojis, casual language, or jokes in the following types of email? Please select one option on each row.

- Work email to the entire office

	Unweighted base	1125	572	553	364	502	259
Base: All US working adults		1131	628	503	397	495	239
Very acceptable		11%	13%	9%	16%	11%	4%
Somewhat acceptable		15%	16%	14%	19%	15%	10%
Somewhat unacceptable		19%	20%	18%	20%	18%	20%
Very unacceptable		46%	42%	51%	35%	49%	57%
Don't know		8%	8%	8%	10%	7%	8%

ZYE_q3_5. To what extent do you think it is acceptable or unacceptable to include emojis, casual language, or jokes in the following types of email? Please select one option on each row.

- Work email to a single colleague

	Unweighted base	1125	572	553	364	502	259
Base: All US working adults		1131	628	503	397	495	239
Very acceptable		19%	21%	16%	23%	18%	13%
Somewhat acceptable		37%	33%	41%	38%	36%	34%
Somewhat unacceptable		19%	21%	16%	18%	20%	17%
Very unacceptable		17%	16%	18%	10%	18%	26%
Don't know		9%	10%	8%	10%	8%	10%

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US_nat Sample: 29th September - 2nd October 2017



	Total	Region				White
		Northeast	Midwest	South	West	
Somewhat unacceptable	25%	23%	23%	26%	29%	27%
Very unacceptable	31%	29%	33%	33%	26%	33%
Don't know	9%	10%	9%	8%	8%	7%

ZYE_q3_4. To what extent do you think it is acceptable or unacceptable to include emojis, casual language, or jokes in the following types of email? Please select one option on each row.

- Work email to the entire office

Unweighted base	1125	234	254	404	233	762
Base: All US working adults	1131	238	248	401	244	719
Very acceptable	11%	14%	10%	12%	9%	10%
Somewhat acceptable	15%	17%	13%	13%	20%	15%
Somewhat unacceptable	19%	18%	19%	19%	20%	20%
Very unacceptable	46%	41%	50%	50%	41%	48%
Don't know	8%	10%	8%	7%	10%	7%

ZYE_q3_5. To what extent do you think it is acceptable or unacceptable to include emojis, casual language, or jokes in the following types of email? Please select one option on each row.

- Work email to a single colleague

Unweighted base	1125	234	254	404	233	762
Base: All US working adults	1131	238	248	401	244	719
Very acceptable	19%	22%	19%	18%	18%	19%
Somewhat acceptable	37%	36%	36%	36%	38%	40%
Somewhat unacceptable	19%	15%	20%	19%	20%	18%
Very unacceptable	17%	17%	16%	19%	14%	17%
Don't know	9%	11%	9%	8%	9%	7%

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Email

US_nat Sample: 29th September - 2nd October 2017



	Total	Race			Educ	
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2 year
Somewhat unacceptable	25%	19%	22%	30%	24%	23%
Very unacceptable	31%	31%	25%	26%	22%	35%
Don't know	9%	12%	14%	8%	15%	8%

ZYE_q3_4. To what extent do you think it is acceptable or unacceptable to include emojis, casual language, or jokes in the following types of email? Please select one option on each row.

- Work email to the entire office

Unweighted base	1125	138	138	87	324	357
Base: All US working adults	1131	146	183	83	358	343
Very acceptable	11%	18%	12%	10%	17%	9%
Somewhat acceptable	15%	14%	16%	14%	15%	16%
Somewhat unacceptable	19%	12%	20%	24%	21%	16%
Very unacceptable	46%	45%	38%	47%	33%	51%
Don't know	8%	11%	14%	5%	14%	8%

ZYE_q3_5. To what extent do you think it is acceptable or unacceptable to include emojis, casual language, or jokes in the following types of email? Please select one option on each row.

- Work email to a single colleague

Unweighted base	1125	138	138	87	324	357
Base: All US working adults	1131	146	183	83	358	343
Very acceptable	19%	22%	16%	22%	21%	15%
Somewhat acceptable	37%	32%	29%	34%	33%	35%
Somewhat unacceptable	19%	18%	24%	19%	18%	20%
Very unacceptable	17%	15%	16%	18%	13%	21%
Don't know	9%	14%	16%	7%	15%	10%

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US_nat Sample: 29th September - 2nd October 2017



	Total	Education		Marital		
		4-year	Post Grad	Married	Separated	Divorced
Somewhat unacceptable	25%	24%	36%	25%	36%	24%
Very unacceptable	31%	38%	29%	31%	26%	39%
Don't know	9%	4%	3%	9%	-	12%

ZYE_q3_4. To what extent do you think it is acceptable or unacceptable to include emojis, casual language, or jokes in the following types of email? Please select one option on each row.

- Work email to the entire office

	Unweighted base	1125	285	159	535	18	138
Base: All US working adults		1131	270	160	542	18	131
Very acceptable		11%	10%	8%	10%	13%	6%
Somewhat acceptable		15%	14%	16%	15%	23%	12%
Somewhat unacceptable		19%	17%	24%	20%	30%	17%
Very unacceptable		46%	55%	49%	48%	29%	55%
Don't know		8%	4%	4%	8%	5%	10%

ZYE_q3_5. To what extent do you think it is acceptable or unacceptable to include emojis, casual language, or jokes in the following types of email? Please select one option on each row.

- Work email to a single colleague

	Unweighted base	1125	285	159	535	18	138
Base: All US working adults		1131	270	160	542	18	131
Very acceptable		19%	21%	19%	17%	32%	17%
Somewhat acceptable		37%	36%	49%	38%	28%	33%
Somewhat unacceptable		19%	19%	17%	20%	26%	18%
Very unacceptable		17%	20%	11%	16%	15%	24%
Don't know		9%	4%	4%	9%	-	9%

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US_nat Sample: 29th September - 2nd October 2017



	Total	Status			Children under the age of 18	
		Widowed	Never married	Domestic / civil partnership	Yes	No
Somewhat unacceptable	25%	25%	25%	35%	23%	27%
Very unacceptable	31%	45%	26%	32%	30%	31%
Don't know	9%	13%	8%	4%	9%	8%

ZYE_q3_4. To what extent do you think it is acceptable or unacceptable to include emojis, casual language, or jokes in the following types of email? Please select one option on each row.

- Work email to the entire office

Unweighted base	1125	23	366	45	411	714
Base: All US working adults	1131	20	374	46	420	710
Very acceptable	11%	9%	17%	4%	12%	11%
Somewhat acceptable	15%	8%	16%	26%	17%	14%
Somewhat unacceptable	19%	17%	18%	16%	19%	19%
Very unacceptable	46%	53%	40%	51%	44%	47%
Don't know	8%	13%	9%	4%	8%	8%

ZYE_q3_5. To what extent do you think it is acceptable or unacceptable to include emojis, casual language, or jokes in the following types of email? Please select one option on each row.

- Work email to a single colleague

Unweighted base	1125	23	366	45	411	714
Base: All US working adults	1131	20	374	46	420	710
Very acceptable	19%	12%	23%	20%	20%	18%
Somewhat acceptable	37%	50%	36%	33%	36%	37%
Somewhat unacceptable	19%	7%	17%	18%	18%	19%
Very unacceptable	17%	16%	16%	20%	16%	17%
Don't know	9%	13%	9%	9%	10%	9%

YouGov NY

Email

US_nat Sample: 29th September - 2nd October 2017



	Total	Income				Facebook
		Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	
Somewhat unacceptable	25%	22%	28%	25%	30%	26%
Very unacceptable	31%	29%	30%	35%	30%	30%
Don't know	9%	13%	5%	4%	18%	8%

ZYE_q3_4. To what extent do you think it is acceptable or unacceptable to include emojis, casual language, or jokes in the following types of email? Please select one option on each row.

- Work email to the entire office

	Unweighted base	1125	337	361	295	132	925
Base: All US working adults		1131	354	364	290	123	928
Very acceptable	11%		15%	11%	10%	4%	12%
Somewhat acceptable	15%		15%	16%	16%	11%	15%
Somewhat unacceptable	19%		17%	22%	18%	17%	19%
Very unacceptable	46%		40%	47%	51%	51%	46%
Don't know	8%		12%	5%	4%	17%	8%

ZYE_q3_5. To what extent do you think it is acceptable or unacceptable to include emojis, casual language, or jokes in the following types of email? Please select one option on each row.

- Work email to a single colleague

	Unweighted base	1125	337	361	295	132	925
Base: All US working adults		1131	354	364	290	123	928
Very acceptable	19%		19%	21%	21%	7%	20%
Somewhat acceptable	37%		33%	37%	39%	38%	37%
Somewhat unacceptable	19%		18%	20%	19%	17%	18%
Very unacceptable	17%		16%	17%	16%	21%	16%
Don't know	9%		14%	5%	5%	17%	9%

YouGov NY

Email

US_nat Sample: 29th September - 2nd October 2017



	Total					
		Twitter	LinkedIn	Google+	MySpace	Pinterest
Somewhat unacceptable	25%	25%	29%	24%	20%	23%
Very unacceptable	31%	31%	34%	27%	23%	32%
Don't know	9%	6%	5%	7%	4%	7%

ZYE_q3_4. To what extent do you think it is acceptable or unacceptable to include emojis, casual language, or jokes in the following types of email? Please select one option on each row.

- Work email to the entire office

Unweighted base	1125	477	381	350	103	353
Base: All US working adults	1131	481	383	366	109	347
Very acceptable	11%	14%	8%	14%	24%	10%
Somewhat acceptable	15%	16%	13%	17%	21%	15%
Somewhat unacceptable	19%	20%	20%	21%	16%	21%
Very unacceptable	46%	44%	53%	39%	33%	46%
Don't know	8%	6%	6%	9%	6%	8%

ZYE_q3_5. To what extent do you think it is acceptable or unacceptable to include emojis, casual language, or jokes in the following types of email? Please select one option on each row.

- Work email to a single colleague

Unweighted base	1125	477	381	350	103	353
Base: All US working adults	1131	481	383	366	109	347
Very acceptable	19%	23%	20%	21%	33%	21%
Somewhat acceptable	37%	37%	40%	37%	29%	42%
Somewhat unacceptable	19%	19%	19%	21%	18%	15%
Very unacceptable	17%	15%	16%	13%	16%	15%
Don't know	9%	6%	5%	9%	4%	8%

YouGov NY

Email

US_nat Sample: 29th September - 2nd October 2017



	Social networks membership					
	Total	Tumblr	Instagram	nosquare	Snapchat	Periscope
Somewhat unacceptable	25%	25%	25%	100%	28%	9%
Very unacceptable	31%	21%	29%	-	25%	27%
Don't know	9%	7%	7%	-	6%	6%

ZYE_q3_4. To what extent do you think it is acceptable or unacceptable to include emojis, casual language, or jokes in the following types of email? Please select one option on each row.

- Work email to the entire office

Unweighted base	1125	104	409	1	255	28
Base: All US working adults	1131	112	417	1	269	29
Very acceptable	11%	17%	14%	-	12%	33%
Somewhat acceptable	15%	17%	17%	-	17%	12%
Somewhat unacceptable	19%	21%	18%	100%	21%	13%
Very unacceptable	46%	37%	46%	-	43%	36%
Don't know	8%	7%	7%	-	6%	6%

ZYE_q3_5. To what extent do you think it is acceptable or unacceptable to include emojis, casual language, or jokes in the following types of email? Please select one option on each row.

- Work email to a single colleague

Unweighted base	1125	104	409	1	255	28
Base: All US working adults	1131	112	417	1	269	29
Very acceptable	19%	25%	23%	-	20%	39%
Somewhat acceptable	37%	43%	39%	-	42%	29%
Somewhat unacceptable	19%	18%	18%	100%	19%	14%
Very unacceptable	17%	5%	14%	-	13%	15%
Don't know	9%	9%	6%	-	5%	3%

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Email

US_nat Sample: 29th September - 2nd October 2017



	Total			
		Other	Don't know	None
Somewhat unacceptable	25%	19%	34%	18%
Very unacceptable	31%	20%	52%	37%
Don't know	9%	13%	14%	14%

ZYE_q3_4. To what extent do you think it is acceptable or unacceptable to include emojis, casual language, or jokes in the following types of email? Please select one option on each row.

- Work email to the entire office

Unweighted base	1125	22	6	95
Base: All US working adults	1131	23	6	93
Very acceptable	11%	27%	-	12%
Somewhat acceptable	15%	12%	-	13%
Somewhat unacceptable	19%	7%	34%	12%
Very unacceptable	46%	49%	52%	51%
Don't know	8%	4%	14%	13%

ZYE_q3_5. To what extent do you think it is acceptable or unacceptable to include emojis, casual language, or jokes in the following types of email? Please select one option on each row.

- Work email to a single colleague

Unweighted base	1125	22	6	95
Base: All US working adults	1131	23	6	93
Very acceptable	19%	31%	-	17%
Somewhat acceptable	37%	36%	16%	27%
Somewhat unacceptable	19%	13%	30%	17%
Very unacceptable	17%	7%	39%	26%
Don't know	9%	13%	14%	13%

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US_nat Sample: 29th September - 2nd October 2017



Total	Gender		Age		
	Male	Female	18 to 34	35 to 54	55+

Cell Contents (Column Percentages)

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Email

US_nat Sample: 29th September - 2nd October 2017



	Region				
Total	Northeast	Midwest	South	West	White

Cell Contents (Col

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US_nat Sample: 29th September - 2nd October 2017



	Race			Educ:	
Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2 year

Cell Contents (Col

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US_nat Sample: 29th September - 2nd October 2017



	Education		Marital		
Total	4-year	Post Grad	Married	Separated	Divorced

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US_nat Sample: 29th September - 2nd October 2017



Total	Status			Children under the age of 18	
	Widowed	Never married	Domestic / civil partnership	Yes	No

Cell Contents (Col

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US_nat Sample: 29th September - 2nd October 2017



	Income				
Total	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	Facebook

Cell Contents (Col

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Email

US_nat Sample: 29th September - 2nd October 2017



Total					
	Twitter	LinkedIn	Google+	MySpace	Pinterest

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Total	Social networks membership				
	Tumblr	Instagram	nosquare	Snapchat	Periscope

Cell Contents (Col

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Email

US_nat Sample: 29th September - 2nd October 2017



Total			
	Other	Don't know	None

Cell Contents (Col