

YouGov Survey Results

Sample Size: 1813 GB Adults
Fieldwork: 30th April - 1st May 2014

	Voting intention				2010 Vote			Gender		Age				Social Grade		Region					
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample 1813	x	x	x	x	526	422	406	879	934	216	459	620	519	1033	780	232	589	388	446	158	
Unweighted Sample 1813	466	453	119	254	556	387	388	915	898	108	329	759	617	1166	647	236	604	354	388	231	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Smileys are a popular way to express emotion in an abbreviated text form. For example ':-)' represents feeling happy. Generally speaking, do you think it is acceptable or not acceptable to use smileys in emails to the following people:

A colleagues within your team or department

Acceptable	67	65	65	80	65	65	65	73	65	68	62	74	69	59	67	67	68	66	68	63	72
Not acceptable	24	29	23	15	29	29	25	21	25	23	23	15	23	33	26	22	24	26	20	25	23
Don't know	9	6	12	5	6	7	10	6	10	8	15	11	7	8	8	12	8	8	12	12	5

An immediate boss

Acceptable	21	17	22	32	17	16	19	29	25	18	20	31	24	10	23	19	20	21	22	19	26
Not acceptable	68	78	66	59	75	77	72	62	64	73	62	58	64	84	68	68	67	70	64	70	68
Don't know	10	5	12	8	9	7	9	9	12	9	18	11	11	6	9	13	13	8	13	11	7

Clients or people outside a company/organisation

Acceptable	11	7	11	18	10	8	10	11	14	8	8	16	12	5	9	12	8	10	13	10	10
Not acceptable	80	88	77	80	82	85	80	82	76	84	79	74	79	87	83	76	80	82	76	79	87
Don't know	9	5	12	3	8	7	9	7	10	9	14	10	9	8	7	12	11	8	11	11	3

A member of another team or department within your company

Acceptable	42	37	41	45	43	36	44	46	43	41	31	54	46	31	42	42	39	41	48	37	50
Not acceptable	46	54	45	47	45	52	46	44	46	46	51	36	42	58	48	44	50	46	40	50	45
Don't know	12	9	14	8	12	11	10	10	12	12	19	10	11	11	10	14	11	13	12	13	5

Friends

Acceptable	91	95	89	95	88	93	91	92	88	93	88	91	91	92	93	88	90	91	90	90	96
Not acceptable	3	2	3	5	6	2	3	4	5	2	1	2	3	5	4	3	5	4	3	3	2
Don't know	6	3	7	0	6	5	6	3	7	5	11	7	5	3	4	9	6	5	7	7	2

A prospective employer

Acceptable	5	3	4	7	5	3	5	4	6	3	7	8	4	1	4	5	4	5	6	4	3
Not acceptable	88	93	87	91	90	92	89	91	86	91	83	83	89	94	91	86	89	89	86	88	94
Don't know	7	4	8	2	5	5	6	4	8	6	11	9	7	4	5	9	7	6	9	8	3