

YouGov - Voice notes

Sample: 2,149 UK adults 18+

Fieldwork: 5th - 6th May 2022

Total	Gender		Age					Sending voice notes		Receiving voice notes	
	Male	Female	18-24	25-34	35-44	45-54	55+	Like	Dislike	Like	Dislike

What kind of mobile phone do you have? If you have more than one mobile phone, then please think about the one you use most often.

Unweighted base	2149	986	1163	186	315	362	363	923	286	696	422	495
Base	2149	1042	1107	239	326	372	358	855	300	716	441	499
Smartphone	91%	91%	92%	89%	97%	96%	96%	86%	100%	100%	100%	100%
Feature phone (a mobile phone that performs basic functions such as calls and texts, and can offer limited web browsing but cannot download apps)	6%	6%	6%	7%	1%	1%	2%	11%	-	-	-	-
Don't know	1%	2%	1%	2%	2%	1%	1%	2%	-	-	-	-
Not applicable	2%	2%	1%	2%	1%	1%	2%	2%	-	-	-	-

Roughly how often, if at all, do you do each of the following using your smartphone? (Please select one option on each row)

Make a phone call

Unweighted base	1956	888	1068	165	307	348	349	787	286	696	422	495
Base: All smartphone users	1964	946	1017	212	317	358	344	732	300	716	441	499
Multiple times a day	23%	23%	22%	14%	22%	29%	20%	24%	31%	20%	26%	23%
Once a day	15%	15%	15%	16%	15%	16%	15%	15%	20%	16%	20%	15%
2-3 times a week	30%	29%	31%	25%	31%	30%	31%	31%	29%	27%	29%	27%
Once a week	11%	11%	11%	15%	13%	7%	11%	11%	9%	12%	11%	11%
2-3 times a month	9%	8%	10%	9%	9%	8%	10%	9%	5%	10%	7%	10%
Once a month	3%	3%	3%	1%	3%	3%	3%	3%	1%	3%	2%	4%
Less often than once a month	7%	7%	7%	13%	5%	6%	9%	5%	4%	9%	5%	8%
Never	2%	2%	1%	5%	0%	1%	1%	2%	1%	2%	1%	2%
Don't know	1%	1%	0%	2%	1%	2%	0%	0%	-	1%	0%	1%

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	Total	Gender		Age					Sending voice notes		Receiving voice notes	
		Male	Female	18-24	25-34	35-44	45-54	55+	Like	Dislike	Like	Dislike
Send a text or instant message												
Unweighted base	1956	888	1068	165	307	348	349	787	286	696	422	495
Base: All smartphone users	1964	946	1017	212	317	358	344	732	300	716	441	499
Multiple times a day	62%	57%	66%	76%	79%	69%	65%	45%	79%	62%	77%	62%
Once a day	10%	10%	10%	8%	6%	9%	10%	13%	6%	10%	6%	10%
2-3 times a week	15%	15%	15%	6%	7%	11%	17%	23%	9%	14%	10%	14%
Once a week	3%	5%	2%	2%	2%	2%	2%	6%	2%	4%	3%	3%
2-3 times a month	4%	5%	2%	2%	3%	5%	3%	5%	3%	4%	3%	4%
Once a month	1%	1%	0%	-	1%	0%	0%	1%	1%	1%	0%	1%
Less often than once a month	2%	3%	2%	2%	1%	2%	2%	3%	0%	3%	1%	3%
Never	2%	3%	1%	2%	1%	1%	1%	3%	-	2%	-	2%
Don't know	1%	1%	0%	1%	1%	1%	0%	0%	-	0%	0%	-
Send a voice note												
Unweighted base	1956	888	1068	165	307	348	349	787	286	696	422	495
Base: All smartphone users	1964	946	1017	212	317	358	344	732	300	716	441	499
Multiple times a day	3%	3%	3%	7%	4%	6%	1%	1%	16%	0%	11%	0%
Once a day	2%	2%	2%	5%	3%	3%	1%	1%	9%	1%	5%	1%
2-3 times a week	5%	4%	6%	12%	6%	6%	5%	2%	21%	2%	15%	2%
Once a week	4%	3%	4%	8%	6%	4%	3%	1%	14%	2%	12%	2%
2-3 times a month	4%	3%	5%	8%	5%	6%	2%	2%	10%	3%	11%	2%
Once a month	3%	4%	3%	3%	5%	3%	5%	2%	8%	3%	6%	3%
Less often than once a month	15%	15%	15%	15%	18%	16%	15%	13%	13%	18%	19%	15%
Never	63%	66%	60%	40%	51%	56%	67%	76%	9%	70%	21%	75%
Don't know	2%	1%	2%	3%	1%	1%	2%	1%	-	1%	1%	0%

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	Total	Gender		Age					Sending voice notes		Receiving voice notes	
		Male	Female	18-24	25-34	35-44	45-54	55+	Like	Dislike	Like	Dislike
Make a video call												
Unweighted base	1956	888	1068	165	307	348	349	787	286	696	422	495
Base: All smartphone users	1964	946	1017	212	317	358	344	732	300	716	441	499
Multiple times a day	4%	4%	4%	7%	5%	5%	3%	3%	11%	3%	9%	2%
Once a day	5%	4%	6%	7%	8%	7%	3%	3%	8%	4%	8%	6%
2-3 times a week	11%	10%	13%	16%	15%	13%	11%	8%	21%	10%	18%	10%
Once a week	10%	10%	9%	15%	11%	12%	8%	7%	11%	9%	12%	9%
2-3 times a month	11%	11%	11%	10%	14%	13%	10%	9%	17%	9%	14%	11%
Once a month	8%	8%	8%	11%	8%	5%	8%	8%	8%	7%	7%	8%
Less often than once a month	22%	21%	23%	19%	21%	27%	24%	21%	15%	24%	20%	21%
Never	28%	31%	25%	13%	16%	18%	33%	40%	8%	32%	12%	33%
Don't know	1%	1%	0%	3%	1%	1%	0%	0%	-	1%	0%	0%
Receive a voice note												
Unweighted base	1956	888	1068	165	307	348	349	787	286	696	422	495
Base: All smartphone users	1964	946	1017	212	317	358	344	732	300	716	441	499
Multiple times a day	4%	3%	4%	11%	6%	6%	2%	1%	19%	1%	13%	1%
Once a day	3%	2%	3%	7%	5%	2%	1%	1%	8%	2%	7%	2%
2-3 times a week	8%	7%	8%	13%	13%	8%	6%	5%	22%	7%	17%	7%
Once a week	6%	5%	6%	13%	8%	5%	4%	3%	13%	5%	13%	4%
2-3 times a month	7%	6%	8%	6%	8%	10%	8%	5%	12%	7%	13%	6%
Once a month	5%	4%	5%	6%	7%	6%	6%	2%	7%	6%	9%	4%
Less often than once a month	19%	20%	18%	20%	21%	25%	21%	15%	13%	25%	18%	22%
Never	47%	49%	45%	20%	31%	36%	50%	66%	6%	44%	8%	52%
Don't know	2%	2%	3%	4%	1%	2%	2%	3%	0%	2%	1%	1%

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Total	Gender		Age					Sending voice notes		Receiving voice notes	
	Male	Female	18-24	25-34	35-44	45-54	55+	Like	Dislike	Like	Dislike

To what extent, if at all, do you like or dislike the following forms of communication? (Please select one option on each row)

Making phone calls

Unweighted base	1956	888	1068	165	307	348	349	787	286	696	422	495
Base: All smartphone users	1964	946	1017	212	317	358	344	732	300	716	441	499
Like a lot	19%	19%	20%	20%	15%	16%	15%	25%	32%	14%	28%	15%
Like a little	26%	26%	27%	15%	24%	23%	27%	31%	37%	22%	31%	23%
Neither like nor dislike	27%	30%	24%	22%	22%	26%	31%	29%	12%	23%	12%	25%
Dislike a little	16%	15%	17%	19%	22%	21%	15%	10%	10%	23%	15%	22%
Dislike a lot	11%	9%	12%	21%	14%	13%	11%	4%	9%	17%	13%	16%
Don't know	1%	2%	1%	2%	2%	0%	1%	1%	-	0%	0%	0%

Receiving phone calls

Unweighted base	1956	888	1068	165	307	348	349	787	286	696	422	495
Base: All smartphone users	1964	946	1017	212	317	358	344	732	300	716	441	499
Like a lot	20%	17%	22%	13%	13%	14%	16%	28%	32%	13%	29%	13%
Like a little	26%	26%	27%	26%	24%	25%	26%	28%	36%	25%	35%	25%
Neither like nor dislike	28%	32%	23%	20%	24%	26%	31%	30%	14%	24%	13%	25%
Dislike a little	16%	14%	17%	20%	24%	21%	16%	9%	11%	22%	14%	23%
Dislike a lot	9%	9%	10%	18%	12%	13%	9%	3%	7%	16%	10%	15%
Don't know	1%	2%	0%	3%	2%	0%	1%	1%	-	1%	0%	0%

Sending texts or instant messages

Unweighted base	1956	888	1068	165	307	348	349	787	286	696	422	495
Base: All smartphone users	1964	946	1017	212	317	358	344	732	300	716	441	499
Like a lot	46%	35%	56%	51%	53%	44%	48%	42%	65%	44%	66%	42%
Like a little	31%	34%	27%	32%	28%	34%	29%	30%	28%	33%	26%	33%
Neither like nor dislike	19%	24%	13%	9%	13%	19%	19%	23%	5%	16%	5%	18%
Dislike a little	3%	3%	2%	6%	3%	2%	1%	3%	2%	4%	3%	4%
Dislike a lot	1%	2%	1%	1%	0%	0%	2%	2%	0%	2%	0%	2%
Don't know	1%	2%	0%	2%	2%	0%	1%	1%	-	0%	-	-

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	Total	Gender		Age					Sending voice notes		Receiving voice notes	
		Male	Female	18-24	25-34	35-44	45-54	55+	Like	Dislike	Like	Dislike
Receiving texts or instant messages												
Unweighted base	1956	888	1068	165	307	348	349	787	286	696	422	495
Base: All smartphone users	1964	946	1017	212	317	358	344	732	300	716	441	499
Like a lot	46%	34%	57%	49%	51%	45%	47%	41%	66%	43%	68%	42%
Like a little	29%	32%	27%	33%	28%	30%	26%	30%	26%	33%	25%	32%
Neither like nor dislike	20%	28%	13%	8%	15%	21%	22%	25%	5%	17%	4%	19%
Dislike a little	3%	3%	2%	6%	3%	3%	2%	2%	2%	5%	3%	5%
Dislike a lot	1%	1%	0%	1%	1%	0%	1%	1%	0%	2%	1%	2%
Don't know	1%	2%	1%	2%	2%	0%	1%	1%	-	0%	-	-
Sending voice notes												
Unweighted base	1956	888	1068	165	307	348	349	787	286	696	422	495
Base: All smartphone users	1964	946	1017	212	317	358	344	732	300	716	441	499
Like a lot	6%	5%	6%	14%	7%	9%	3%	2%	37%	-	25%	-
Like a little	10%	9%	11%	16%	13%	11%	11%	5%	63%	-	34%	2%
Neither like nor dislike	24%	24%	24%	15%	19%	25%	29%	27%	-	-	16%	5%
Dislike a little	14%	15%	13%	24%	16%	17%	13%	9%	-	38%	16%	24%
Dislike a lot	23%	23%	22%	25%	34%	27%	20%	16%	-	62%	8%	64%
Don't know	24%	24%	24%	6%	10%	12%	24%	41%	-	-	2%	4%
Receiving voice notes												
Unweighted base	1956	888	1068	165	307	348	349	787	286	696	422	495
Base: All smartphone users	1964	946	1017	212	317	358	344	732	300	716	441	499
Like a lot	8%	7%	10%	17%	12%	13%	6%	3%	43%	2%	37%	-
Like a little	14%	12%	16%	26%	20%	16%	14%	8%	43%	12%	63%	-
Neither like nor dislike	29%	29%	28%	22%	22%	32%	33%	30%	10%	19%	-	-
Dislike a little	12%	12%	11%	18%	17%	12%	10%	8%	3%	26%	-	45%
Dislike a lot	14%	15%	12%	10%	19%	15%	15%	11%	1%	36%	-	55%
Don't know	23%	25%	22%	7%	10%	12%	21%	41%	-	5%	-	-

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	Total	Gender		Age					Sending voice notes		Receiving voice notes	
		Male	Female	18-24	25-34	35-44	45-54	55+	Like	Dislike	Like	Dislike
Making video calls												
Unweighted base	1956	888	1068	165	307	348	349	787	286	696	422	495
Base: All smartphone users	1964	946	1017	212	317	358	344	732	300	716	441	499
Like a lot	14%	13%	15%	16%	16%	11%	10%	15%	30%	8%	26%	7%
Like a little	20%	19%	21%	26%	22%	23%	17%	17%	34%	16%	30%	17%
Neither like nor dislike	23%	26%	20%	20%	19%	24%	27%	24%	12%	15%	14%	16%
Dislike a little	17%	16%	18%	16%	21%	20%	16%	14%	12%	23%	14%	21%
Dislike a lot	21%	19%	23%	18%	20%	21%	26%	21%	11%	36%	15%	39%
Don't know	5%	7%	3%	4%	3%	1%	3%	9%	0%	1%	1%	1%
Receiving video calls												
Unweighted base	1956	888	1068	165	307	348	349	787	286	696	422	495
Base: All smartphone users	1964	946	1017	212	317	358	344	732	300	716	441	499
Like a lot	15%	12%	17%	14%	17%	13%	11%	17%	29%	9%	26%	7%
Like a little	21%	21%	21%	30%	21%	23%	18%	18%	34%	19%	33%	17%
Neither like nor dislike	23%	26%	21%	21%	19%	21%	28%	25%	14%	16%	12%	16%
Dislike a little	18%	16%	20%	19%	20%	22%	17%	15%	15%	23%	17%	22%
Dislike a lot	19%	18%	19%	13%	20%	21%	22%	17%	7%	32%	11%	37%
Don't know	5%	7%	3%	3%	3%	1%	3%	9%	1%	1%	0%	1%

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Total	Gender		Age					Sending voice notes		Receiving voice notes	
	Male	Female	18-24	25-34	35-44	45-54	55+	Like	Dislike	Like	Dislike

For each of the following scenarios, would you prefer to send or receive either a text/instant message, or a voice note?

When sending a short message

Unweighted base	1956	888	1068	165	307	348	349	787	286	696	422	495
Base: All smartphone users	1964	946	1017	212	317	358	344	732	300	716	441	499
Text/instant message	93%	92%	95%	91%	94%	93%	94%	94%	86%	97%	90%	98%
Voice note	3%	3%	3%	6%	3%	5%	3%	1%	13%	1%	8%	1%
Don't know	4%	5%	3%	3%	3%	2%	3%	5%	1%	2%	2%	1%

When receiving a short message

Unweighted base	1956	888	1068	165	307	348	349	787	286	696	422	495
Base: All smartphone users	1964	946	1017	212	317	358	344	732	300	716	441	499
Text/instant message	93%	91%	95%	91%	95%	92%	92%	94%	89%	96%	91%	97%
Voice note	3%	3%	2%	6%	3%	4%	3%	1%	10%	1%	7%	1%
Don't know	4%	6%	3%	3%	3%	4%	5%	5%	1%	3%	2%	2%

When sending a long message

Unweighted base	1956	888	1068	165	307	348	349	787	286	696	422	495
Base: All smartphone users	1964	946	1017	212	317	358	344	732	300	716	441	499
Text/instant message	78%	80%	76%	71%	82%	76%	80%	78%	48%	89%	59%	92%
Voice note	14%	10%	17%	24%	15%	18%	12%	8%	48%	6%	38%	4%
Don't know	9%	10%	8%	5%	3%	6%	8%	14%	3%	5%	3%	5%

When receiving a long message

Unweighted base	1956	888	1068	165	307	348	349	787	286	696	422	495
Base: All smartphone users	1964	946	1017	212	317	358	344	732	300	716	441	499
Text/instant message	78%	79%	77%	73%	79%	76%	79%	79%	49%	88%	57%	92%
Voice note	14%	11%	16%	23%	18%	20%	12%	7%	48%	7%	41%	4%
Don't know	8%	10%	7%	4%	4%	4%	9%	13%	3%	5%	3%	4%

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	Male	Female	18-24	25-34	35-44	45-54	55+	Like	Dislike	Like	Dislike

Thinking about voice notes...In general, how long do you think is too long for a voice note?

	Unweighted base	1956	888	1068	165	307	348	349	787	286	696	422	495
Base: All smartphone users	1964	946	1017	212	317	358	344	732	300	716	441	499	
5 seconds	4%	4%	4%	1%	6%	4%	4%	3%	0%	8%	0%	10%	
10 seconds	5%	6%	4%	3%	5%	5%	7%	5%	4%	8%	4%	9%	
20 seconds	9%	10%	7%	7%	10%	8%	12%	8%	9%	11%	7%	13%	
30 seconds	11%	12%	11%	13%	9%	12%	13%	11%	12%	13%	12%	14%	
45 seconds	6%	6%	6%	7%	5%	6%	5%	6%	9%	6%	8%	5%	
1 minute	12%	11%	14%	15%	15%	12%	10%	11%	12%	14%	15%	12%	
1 minute 30 seconds	6%	4%	7%	7%	7%	7%	4%	4%	10%	4%	11%	5%	
2 minutes	5%	4%	6%	8%	11%	6%	3%	2%	12%	5%	11%	3%	
3 minutes	3%	2%	4%	4%	5%	5%	3%	1%	9%	2%	7%	1%	
4 minutes	1%	0%	1%	1%	1%	1%	0%	0%	1%	0%	1%	0%	
5 minutes	3%	2%	3%	3%	3%	4%	2%	1%	5%	2%	5%	1%	
Sometime longer than 5 minutes	2%	2%	3%	4%	4%	3%	3%	1%	6%	2%	6%	1%	
Not applicable- No length of time is too long	6%	7%	6%	10%	7%	6%	5%	5%	8%	6%	8%	7%	
Don't know	27%	30%	25%	15%	13%	21%	27%	40%	2%	19%	5%	19%	