

1. Formality

Do you consider emails to be more of a formal or an informal method of communication?

| | Gender | | | Age (4 category) | | | | Race (4 category) | | | |
|----------------|--------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | Total | Male | Female | Under 30 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Formal | 17% | 20% | 14% | 35% | 19% | 12% | 2% | 10% | 19% | 41% | 29% |
| Informal | 33% | 31% | 34% | 13% | 19% | 44% | 57% | 39% | 19% | 21% | 23% |
| It depends | 49% | 47% | 51% | 50% | 61% | 44% | 41% | 49% | 61% | 38% | 48% |
| Not sure | 1% | 1% | 1% | 2% | 1% | 1% | — | 1% | 1% | 1% | — |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| (Unweighted N) | (998) | (486) | (512) | (190) | (266) | (392) | (150) | (678) | (122) | (125) | (73) |

| | Party ID (3 category) | | | | Family Income (3 category) | | | | Census Region | | | |
|----------------|-----------------------|----------|-------------|------------|----------------------------|-----------|----------------|-------------------|---------------|---------|-------|-------|
| | Total | Democrat | Independent | Republican | Under \$50K | \$50-100K | \$100K or more | Prefer not to say | Northeast | Midwest | South | West |
| Formal | 17% | 19% | 20% | 11% | 22% | 17% | 8% | 10% | 31% | 11% | 12% | 21% |
| Informal | 33% | 28% | 30% | 44% | 30% | 38% | 40% | 28% | 31% | 37% | 33% | 29% |
| It depends | 49% | 52% | 49% | 45% | 47% | 45% | 52% | 61% | 37% | 51% | 54% | 47% |
| Not sure | 1% | 2% | 1% | 0% | 2% | — | 0% | 1% | 0% | 1% | 0% | 2% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| (Unweighted N) | (998) | (377) | (373) | (248) | (479) | (238) | (137) | (144) | (149) | (310) | (370) | (169) |

2. Signatures Used

Which of the following words or phrases have you used to sign your emails? Select all that apply.

| | Total | Gender | | Age (4 category) | | | | Race (4 category) | | | |
|-----------------------------------|---------|--------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | | Male | Female | Under 30 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| "Best" | 11% | 14% | 9% | 18% | 10% | 8% | 12% | 10% | 9% | 12% | 25% |
| "Sincerely" | 44% | 39% | 48% | 51% | 48% | 37% | 40% | 47% | 37% | 30% | 53% |
| "Thanks" | 62% | 62% | 63% | 59% | 66% | 67% | 53% | 67% | 53% | 53% | 53% |
| "Cheers" | 6% | 8% | 4% | 8% | 7% | 4% | 5% | 5% | 4% | 5% | 12% |
| "Warmly" | 3% | 2% | 4% | 2% | 4% | 3% | 2% | 3% | 2% | 2% | 5% |
| "Regards" | 22% | 26% | 19% | 19% | 22% | 23% | 25% | 24% | 12% | 11% | 42% |
| "Yours" | 7% | 7% | 7% | 11% | 8% | 6% | 4% | 7% | 5% | 9% | 13% |
| "Peace" | 4% | 4% | 4% | 3% | 4% | 5% | 3% | 3% | 11% | 3% | 0% |
| "Much appreciated" | 11% | 12% | 10% | 15% | 7% | 10% | 13% | 10% | 10% | 13% | 13% |
| "Kind regards" | 8% | 8% | 7% | 6% | 9% | 6% | 12% | 8% | 5% | 4% | 14% |
| "Be well" | 4% | 4% | 4% | 4% | 4% | 3% | 5% | 3% | 5% | 5% | 5% |
| "Love" | 28% | 18% | 38% | 21% | 21% | 32% | 40% | 34% | 13% | 19% | 26% |
| "xoxo" | 7% | 2% | 12% | 3% | 6% | 10% | 10% | 8% | 4% | 10% | 5% |
| Just my name or initials | 46% | 43% | 49% | 54% | 42% | 43% | 49% | 50% | 42% | 29% | 50% |
| Something else | 13% | 15% | 12% | 12% | 10% | 18% | 12% | 17% | 7% | 7% | 10% |
| No signature at all | 21% | 23% | 20% | 17% | 19% | 24% | 26% | 24% | 16% | 13% | 22% |
| Not sure | 1% | 1% | 1% | 3% | 1% | 0% | — | 1% | 0% | 0% | 2% |
| This question doesn't apply to me | 3% | 4% | 2% | 6% | 1% | 3% | 4% | 1% | 14% | 2% | 5% |
| Totals | (1,000) | (486) | (514) | (190) | (267) | (393) | (150) | (679) | (122) | (126) | (73) |

| | Total | Party ID (3 category) | | | Family Income (3 category) | | | | Census Region | | | |
|--------------------|-------|-----------------------|-------------|------------|----------------------------|-----------|----------------|-------------------|---------------|---------|-------|------|
| | | Democrat | Independent | Republican | Under \$50K | \$50-100K | \$100K or more | Prefer not to say | Northeast | Midwest | South | West |
| "Best" | 11% | 15% | 8% | 11% | 6% | 17% | 17% | 15% | 16% | 7% | 9% | 16% |
| "Sincerely" | 44% | 40% | 44% | 48% | 39% | 50% | 53% | 41% | 38% | 44% | 46% | 43% |
| "Thanks" | 62% | 61% | 63% | 63% | 58% | 71% | 69% | 59% | 66% | 61% | 66% | 53% |
| "Cheers" | 6% | 6% | 8% | 3% | 2% | 10% | 12% | 7% | 6% | 6% | 3% | 11% |
| "Warmly" | 3% | 2% | 3% | 5% | 2% | 5% | 5% | 3% | 3% | 3% | 2% | 5% |
| "Regards" | 22% | 25% | 20% | 22% | 16% | 31% | 33% | 21% | 22% | 22% | 21% | 25% |
| "Yours" | 7% | 9% | 6% | 7% | 6% | 12% | 7% | 7% | 8% | 6% | 6% | 11% |
| "Peace" | 4% | 4% | 4% | 3% | 4% | 3% | 2% | 5% | 4% | 3% | 4% | 4% |
| "Much appreciated" | 11% | 12% | 10% | 9% | 9% | 11% | 13% | 13% | 6% | 12% | 10% | 15% |

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|-----------------------------------|------------------------------|-----------------------|-------------|------------|----------------------------|-----------|----------------|-------------------|---------------|---------|-------|-------|
| | | Party ID (3 category) | | | Family Income (3 category) | | | | Census Region | | | |
| | Total | Democrat | Independent | Republican | Under \$50K | \$50-100K | \$100K or more | Prefer not to say | Northeast | Midwest | South | West |
| "Kind regards" | 8% | 7% | 8% | 10% | 4% | 15% | 10% | 10% | 8% | 6% | 9% | 8% |
| "Be well" | 4% | 5% | 4% | 3% | 4% | 3% | 5% | 3% | 8% | 4% | 3% | 2% |
| "Love" | 28% | 31% | 25% | 31% | 25% | 32% | 40% | 22% | 25% | 33% | 29% | 26% |
| "xoxo" | 7% | 9% | 6% | 7% | 7% | 7% | 9% | 8% | 8% | 8% | 6% | 9% |
| Just my name or initials | 46% | 45% | 45% | 49% | 41% | 55% | 53% | 42% | 39% | 50% | 44% | 51% |
| Something else | 13% | 11% | 15% | 14% | 11% | 14% | 21% | 13% | 12% | 12% | 12% | 18% |
| No signature at all | 21% | 24% | 18% | 24% | 21% | 17% | 28% | 25% | 22% | 21% | 25% | 15% |
| Not sure | 1% | 1% | 1% | — | 1% | — | 1% | 2% | 2% | 0% | 0% | 2% |
| This question doesn't apply to me | 3% | 5% | 4% | 1% | 5% | 1% | 1% | 6% | 6% | 2% | 4% | 1% |
| Totals | (1,000) | (378) | (373) | (249) | (480) | (239) | (137) | (144) | (149) | (311) | (371) | (169) |

3. Annoying Signatures

Which of the following words or phrases would you find annoying if someone else used them to sign their emails? Select all that apply.

| | Gender | | | Age (4 category) | | | | Race (4 category) | | | |
|------------------------------------|---------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | Total | Male | Female | Under 30 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| "Best" | 7% | 8% | 6% | 6% | 5% | 10% | 4% | 7% | 3% | 6% | 10% |
| "Sincerely" | 4% | 4% | 3% | 4% | 4% | 4% | 3% | 3% | 3% | 6% | 3% |
| "Thanks" | 3% | 5% | 2% | 2% | 6% | 3% | 1% | 2% | 5% | 8% | 3% |
| "Cheers" | 13% | 13% | 13% | 14% | 16% | 13% | 6% | 12% | 13% | 15% | 13% |
| "Warmly" | 9% | 10% | 8% | 11% | 10% | 8% | 6% | 9% | 5% | 8% | 9% |
| "Regards" | 4% | 4% | 4% | 3% | 5% | 4% | 5% | 5% | 3% | 1% | 5% |
| "Yours" | 8% | 8% | 8% | 10% | 7% | 8% | 9% | 10% | 5% | 8% | 4% |
| "Peace" | 21% | 21% | 21% | 26% | 21% | 22% | 15% | 24% | 11% | 17% | 20% |
| "Much appreciated" | 4% | 5% | 4% | 2% | 4% | 7% | 3% | 5% | 4% | 3% | 3% |
| "Kind regards" | 6% | 7% | 6% | 5% | 6% | 8% | 6% | 7% | 5% | 5% | 3% |
| "Be well" | 8% | 10% | 7% | 5% | 8% | 12% | 5% | 10% | 4% | 6% | 4% |
| "Love" | 8% | 10% | 6% | 9% | 6% | 8% | 10% | 9% | 3% | 9% | 8% |
| "xoxo" | 24% | 27% | 22% | 31% | 24% | 23% | 20% | 24% | 21% | 27% | 29% |
| Just their name or initials | 4% | 2% | 5% | 2% | 6% | 4% | 1% | 2% | 7% | 5% | 7% |
| No signature at all | 15% | 13% | 16% | 9% | 10% | 17% | 22% | 15% | 17% | 13% | 13% |
| I don't find any of those annoying | 41% | 42% | 40% | 32% | 38% | 44% | 51% | 44% | 37% | 31% | 41% |
| Not sure | 4% | 4% | 4% | 5% | 4% | 4% | 3% | 4% | 7% | 2% | 2% |
| Totals | (1,000) | (486) | (514) | (190) | (267) | (393) | (150) | (679) | (122) | (126) | (73) |

| | Party ID (3 category) | | | | Family Income (3 category) | | | | Census Region | | | |
|--------------------|-----------------------|----------|-------------|------------|----------------------------|-----------|----------------|-------------------|---------------|---------|-------|------|
| | Total | Democrat | Independent | Republican | Under \$50K | \$50-100K | \$100K or more | Prefer not to say | Northeast | Midwest | South | West |
| "Best" | 7% | 5% | 6% | 10% | 7% | 6% | 8% | 7% | 11% | 10% | 5% | 3% |
| "Sincerely" | 4% | 3% | 4% | 5% | 3% | 4% | 6% | 3% | 7% | 4% | 4% | 1% |
| "Thanks" | 3% | 3% | 3% | 4% | 5% | 2% | 3% | — | 3% | 3% | 5% | 0% |
| "Cheers" | 13% | 13% | 12% | 14% | 14% | 11% | 14% | 13% | 15% | 12% | 12% | 15% |
| "Warmly" | 9% | 8% | 8% | 11% | 8% | 10% | 10% | 8% | 11% | 8% | 6% | 12% |
| "Regards" | 4% | 4% | 3% | 6% | 4% | 4% | 8% | 3% | 6% | 7% | 4% | 1% |
| "Yours" | 8% | 7% | 8% | 12% | 9% | 8% | 8% | 9% | 11% | 8% | 7% | 8% |
| "Peace" | 21% | 18% | 20% | 27% | 19% | 26% | 29% | 17% | 19% | 23% | 19% | 25% |
| "Much appreciated" | 4% | 3% | 6% | 4% | 4% | 3% | 8% | 6% | 3% | 5% | 6% | 3% |

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|------------------------------------|------------------------------|-----------------------|-------------|------------|----------------------------|-----------|----------------|-------------------|---------------|---------|-------|-------|
| | Total | Party ID (3 category) | | | Family Income (3 category) | | | | Census Region | | | |
| | | Democrat | Independent | Republican | Under \$50K | \$50-100K | \$100K or more | Prefer not to say | Northeast | Midwest | South | West |
| "Kind regards" | 6% | 6% | 6% | 6% | 5% | 7% | 8% | 8% | 6% | 6% | 7% | 6% |
| "Be well" | 8% | 7% | 8% | 11% | 6% | 10% | 11% | 11% | 10% | 11% | 7% | 6% |
| "Love" | 8% | 7% | 7% | 12% | 8% | 9% | 7% | 7% | 9% | 8% | 6% | 11% |
| "xoxo" | 24% | 24% | 26% | 22% | 25% | 25% | 27% | 19% | 22% | 26% | 23% | 27% |
| Just their name or initials | 4% | 4% | 3% | 4% | 4% | 2% | 2% | 6% | 5% | 2% | 4% | 3% |
| No signature at all | 15% | 13% | 16% | 14% | 16% | 12% | 8% | 19% | 16% | 15% | 15% | 13% |
| I don't find any of those annoying | 41% | 40% | 41% | 43% | 40% | 41% | 46% | 40% | 35% | 44% | 43% | 40% |
| Not sure | 4% | 4% | 3% | 6% | 4% | 5% | 0% | 6% | 7% | 4% | 4% | 2% |
| Totals | (1,000) | (378) | (373) | (249) | (480) | (239) | (137) | (144) | (149) | (311) | (371) | (169) |

4. Consistency

Do you:

| | Total | Gender | | Age (4 category) | | | | Race (4 category) | | | |
|--|------------|------------|------------|------------------|------------|------------|------------|-------------------|------------|------------|-----------|
| | | Male | Female | Under 30 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Sign my emails in different ways depending on who I'm writing to | 72% | 63% | 80% | 69% | 67% | 73% | 80% | 82% | 45% | 46% | 77% |
| Sign my emails the same way regardless of who I'm writing to | 14% | 18% | 10% | 13% | 19% | 16% | 6% | 11% | 25% | 24% | 10% |
| Not sure | 3% | 5% | 2% | 5% | 5% | 2% | 1% | 2% | 3% | 11% | 1% |
| This question doesn't apply to me | 11% | 14% | 8% | 13% | 9% | 10% | 13% | 6% | 27% | 18% | 12% |
| Totals (Unweighted N) | 100% (998) | 100% (485) | 100% (513) | 100% (189) | 100% (267) | 100% (392) | 100% (150) | 100% (678) | 100% (122) | 100% (126) | 100% (72) |

| | Total | Party ID (3 category) | | | Family Income (3 category) | | | | Census Region | | | |
|--|------------|-----------------------|-------------|------------|----------------------------|------------|----------------|-------------------|---------------|------------|------------|------------|
| | | Democrat | Independent | Republican | Under \$50K | \$50-100K | \$100K or more | Prefer not to say | Northeast | Midwest | South | West |
| Sign my emails in different ways depending on who I'm writing to | 72% | 65% | 73% | 81% | 66% | 86% | 77% | 67% | 59% | 77% | 72% | 76% |
| Sign my emails the same way regardless of who I'm writing to | 14% | 19% | 12% | 12% | 17% | 9% | 11% | 14% | 21% | 14% | 13% | 12% |
| Not sure | 3% | 4% | 4% | 1% | 5% | 2% | 1% | 2% | 3% | 4% | 3% | 5% |
| This question doesn't apply to me | 11% | 13% | 11% | 6% | 12% | 3% | 11% | 17% | 16% | 6% | 12% | 8% |
| Totals (Unweighted N) | 100% (998) | 100% (378) | 100% (372) | 100% (248) | 100% (478) | 100% (239) | 100% (137) | 100% (144) | 100% (149) | 100% (311) | 100% (369) | 100% (169) |

5. Thanks

If a person wrote you an email and signed it "Thanks," would you assume they were:

| | Total | Gender | | Age (4 category) | | | | Race (4 category) | | | |
|-------------------------------------|--------------|------------|------------|------------------|------------|------------|------------|-------------------|------------|------------|-----------|
| | | Male | Female | Under 30 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Genuinely grateful | 29% | 28% | 30% | 26% | 29% | 33% | 27% | 26% | 40% | 34% | 31% |
| Being passive aggressive | 2% | 2% | 2% | 2% | 3% | 1% | — | 1% | 3% | 4% | 2% |
| It depends on the rest of the email | 65% | 64% | 66% | 70% | 61% | 62% | 72% | 70% | 53% | 52% | 66% |
| Not sure | 4% | 6% | 2% | 2% | 7% | 4% | 1% | 3% | 5% | 9% | 2% |
| Totals (Unweighted N) | 100% (1,000) | 100% (486) | 100% (514) | 100% (190) | 100% (267) | 100% (393) | 100% (150) | 100% (679) | 100% (122) | 100% (126) | 100% (73) |

| | Total | Party ID (3 category) | | | Family Income (3 category) | | | | Census Region | | | |
|-------------------------------------|--------------|-----------------------|-------------|------------|----------------------------|------------|----------------|-------------------|---------------|------------|------------|------------|
| | | Democrat | Independent | Republican | Under \$50K | \$50-100K | \$100K or more | Prefer not to say | Northeast | Midwest | South | West |
| Genuinely grateful | 29% | 37% | 26% | 25% | 31% | 30% | 24% | 26% | 34% | 30% | 32% | 20% |
| Being passive aggressive | 2% | 2% | 2% | 1% | 2% | 1% | 2% | 2% | 2% | 1% | 2% | 0% |
| It depends on the rest of the email | 65% | 58% | 67% | 72% | 62% | 68% | 72% | 64% | 56% | 66% | 61% | 79% |
| Not sure | 4% | 2% | 5% | 3% | 4% | 1% | 2% | 8% | 8% | 3% | 4% | 1% |
| Totals (Unweighted N) | 100% (1,000) | 100% (378) | 100% (373) | 100% (249) | 100% (480) | 100% (239) | 100% (137) | 100% (144) | 100% (149) | 100% (311) | 100% (371) | 100% (169) |

| | |
|-------------------------------|---|
| Interviewing Dates | March 10 - 11, 2016 |
| Target population | U.S. adults, aged 18 and over. |
| Sampling method | Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by age, gender, race, education, and region) was selected from the 2010 American Community Study. Voter registration was imputed from the November 2010 Current Population Survey Registration and Voting Supplement. Religion, minor party identification, and non-placement on an ideology scale, were imputed from the 2008 Pew Religion in American Life Survey. |
| Weighting | The sample was weighted using propensity scores based on age, gender, race, education, voter registration, and non-placement on an ideology scale. The weights range from 0.023 to 4.21, with a mean of one and a standard deviation of 0.912. |
| Number of respondents | 1000 |
| Margin of error | ± 4.2% (adjusted for weighting) |
| Survey mode | Web-based interviews |
| Questions not reported | 20 questions not reported. |