YouGov

February 14 - 15, 2014

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1. Email sign off phrase

When you're signing an email, what word or phrase do you most often use to sign?

		Gender		Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Cheers	2%	1%	2%	0%	4%	1%	0%	2%	2%	1%
Best	2%	4%	1%	3%	3%	2%	1%	3%	1%	4%
Thanks	28%	29%	26%	31%	27%	31%	18%	26%	28%	31%
Regards	5%	6%	3%	2%	6%	3%	8%	7%	3%	3%
Warmly	0%	–	1%	–	–	1%	–	0%	–	1%
Sincerely	12%	11%	13%	18%	13%	7%	9%	16%	10%	9%
Just my name or initials	25%	23%	28%	21%	22%	27%	31%	26%	27%	21%
Something else	8%	6%	11%	3%	9%	11%	11%	6%	9%	11%
No sign off	18%	20%	16%	22%	17%	17%	21%	15%	20%	18%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(493)	(503)	(151)	(245)	(397)	(186)	(363)	(418)	(215)

		Race			Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Cheers	2%	2%	–	1%	1%	1%	3%	4%	3%	1%	1%	2%
Best	2%	2%	1%	3%	1%	1%	–	8%	5%	1%	1%	3%
Thanks	28%	30%	23%	20%	24%	32%	34%	30%	26%	28%	28%	27%
Regards	5%	5%	2%	4%	4%	2%	6%	10%	3%	3%	5%	6%
Warmly	0%	0%	1%	–	1%	–	–	–	–	–	1%	0%
Sincerely	12%	9%	19%	24%	17%	9%	9%	5%	14%	11%	11%	13%
Just my name or initials	25%	27%	29%	13%	24%	27%	31%	24%	26%	30%	24%	23%
Something else	8%	9%	2%	11%	8%	11%	7%	8%	11%	7%	9%	7%
No sign off	18%	16%	23%	24%	19%	18%	11%	12%	13%	20%	20%	18%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(772)	(113)	(111)	(376)	(279)	(60)	(125)	(194)	(235)	(350)	(217)

2. Acceptable email sign off phrases

Which of the following do you think are acceptable ways to sign an email to a friend or colleague? Check all that apply.

		Gender		Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Cheers	24%	26%	22%	27%	28%	22%	20%	21%	29%	19%
Best	27%	27%	26%	30%	33%	25%	22%	25%	29%	26%
Thanks	60%	62%	59%	61%	66%	62%	44%	55%	64%	59%
Regards	38%	41%	35%	42%	44%	37%	30%	35%	44%	30%
Warmly	24%	22%	25%	24%	24%	24%	24%	22%	26%	23%
Sincerely	46%	48%	44%	57%	51%	43%	29%	43%	50%	43%
Just a name or initials	54%	53%	55%	50%	50%	57%	57%	47%	60%	51%
No sign off	22%	26%	19%	24%	27%	19%	17%	18%	27%	18%
Totals	(1,000)	(494)	(506)	(153)	(245)	(397)	(188)	(365)	(420)	(215)

		Race			Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Cheers	24%	30%	6%	7%	20%	22%	36%	33%	22%	24%	25%	24%
Best	27%	31%	13%	17%	24%	22%	30%	40%	29%	24%	27%	27%
Thanks	60%	64%	44%	53%	55%	61%	69%	70%	60%	63%	59%	58%
Regards	38%	43%	20%	25%	33%	36%	48%	50%	41%	33%	40%	37%
Warmly	24%	27%	12%	15%	23%	20%	22%	32%	19%	24%	24%	28%
Sincerely	46%	50%	38%	34%	45%	45%	43%	56%	53%	42%	46%	44%
Just a name or initials	54%	61%	37%	30%	47%	57%	68%	51%	49%	58%	56%	50%
No sign off	22%	24%	16%	18%	19%	22%	23%	22%	20%	21%	24%	22%
Totals	(1,000)	(774)	(115)	(111)	(378)	(279)	(60)	(126)	(194)	(236)	(352)	(218)

3. Annoyed by cheers
Would you be annoyed if a friend or coworker used the word "cheers" to sign an email?

		Gender		Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	9%	9%	9%	14%	12%	9%	2%	11%	8%	10%
No	78%	80%	76%	73%	74%	78%	90%	78%	79%	76%
Not sure	13%	11%	14%	13%	14%	13%	9%	11%	13%	14%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(493)	(506)	(152)	(245)	(397)	(188)	(365)	(419)	(215)

		Race			Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Yes	9%	9%	4%	16%	11%	8%	5%	11%	9%	8%	10%	11%
No	78%	81%	79%	60%	74%	82%	78%	83%	84%	76%	78%	76%
Not sure	13%	10%	17%	24%	16%	10%	16%	6%	8%	16%	13%	13%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(774)	(114)	(111)	(378)	(279)	(60)	(126)	(194)	(235)	(352)	(218)