

# YouGov Poll: Wordle



Sample 846 US Adults who play Wordle

## 1. You indicated in an earlier survey that you play Wordle. How often do you play Wordle?

1) Every day	57%
2) Most days	25%
3) Some days	16%
4) Rarely	2%
5) Not sure	0%
Totals	100%
Unweighted N	846

## 2. Which of the following describes how you play Wordle?

1) Always on a website	62%
2) Both on a website and on an app I've downloaded	20%
3) Always on an app I've downloaded	16%
4) Not sure	2%
Totals	100%
Unweighted N	846

## 3. At what time of day do you typically play Wordle?

1) At midnight or shortly after	11%
2) Before 9am	18%
3) Between 9am and 12pm	26%
4) Between 12pm and 5pm	15%
5) After 5pm	16%
6) Not sure	13%
Totals	99%
Unweighted N	846

## 4. What is the best you've ever correctly guessed a word in Wordle?

1) On the 6th guess	3%
2) On the 5th guess	9%
3) On the 4th guess	16%
4) On the 3rd guess	33%
5) On the 2nd guess	29%
6) On the 1st guess	4%

7) Don't know or cannot recall .....	5%
Totals .....	99%
Unweighted N .....	846

5. Have you ever failed to guess a word on Wordle?

1) Yes, I have .....	55%
2) No, I have not .....	42%
3) Not sure .....	3%
Totals .....	100%
Unweighted N .....	846

6. How often do you typically share your Wordle score on social media like Facebook or Twitter?

1) Every time .....	10%
2) Most times .....	12%
3) Some times .....	17%
4) Rarely .....	12%
5) Never .....	47%
6) Not sure .....	2%
Totals .....	100%
Unweighted N .....	846

7. And how often do you typically share your Wordle score in messages or group chats with friends, family, or colleagues?

1) Every time .....	14%
2) Most times .....	11%
3) Some times .....	14%
4) Rarely .....	18%
5) Never .....	42%
6) Not sure .....	1%
Totals .....	100%
Unweighted N .....	846

8. Would you prefer that Wordle stuck to only allowing one game per day, or for it to start giving more than one game per day?

1) Stick to one game per day .....	51%
2) Start giving more than one game per day .....	41%

3) Not sure .....	8%
Totals .....	100%
Unweighted N .....	846

9. Do you have a starter word that you always use in Wordle?

1) Yes, I do .....	43%
2) No, I do not .....	51%
3) Not sure .....	6%
Totals .....	100%
Unweighted N .....	846

10. Wordle has a 'hard mode' which only lets you make guesses that contain letters you have already discovered form part of the word. Do you play Wordle in this way, either officially by using the game's settings or unofficially by enforcing the rule yourself?

1) I use hard mode via the game's settings .....	18%
2) I use hard mode by enforcing the rule myself .....	23%
3) I do not use hard mode .....	44%
4) Not sure .....	16%
Totals .....	101%
Unweighted N .....	846

11. As far as you are aware, does Wordle use British English or American English for its words?

1) British English .....	9%
2) American English .....	64%
3) Not sure .....	27%
Totals .....	100%
Unweighted N .....	846

12. Which of the following comes closest to your view regarding words that use the same letter twice or more?

1) Wordle should not use words that use the same letter twice or more .....	15%
2) Wordle should give an indication if a word is using the same letter twice or more .....	37%
3) Wordle should continue to not give any indication that a word is using the same letter twice or more .....	41%
4) Not sure .....	7%
Totals .....	100%
Unweighted N .....	846

13. Do you regularly play any of the other following word games? Select all that apply.

1) Crossword puzzles .....	31%
2) New York Times Spelling Bee .....	9%
3) Scrabble .....	29%
4) Words with Friends .....	27%
5) Typeshift .....	6%
6) None of these .....	35%
Unweighted N .....	846

14. The New York Times recently purchased Wordle with the promise that it would 'be free to play for new and existing players.' If Wordle were behind a paywall, what is the most you would be willing to pay per month?

1) I would not be willing to pay for Wordle .....	76%
2) \$1-\$3 per month .....	8%
3) \$4-\$6 per month .....	10%
4) \$7-\$10 per month .....	1%
5) More than \$10 per month .....	2%
6) Not sure .....	3%
Totals .....	100%
Unweighted N .....	846

This YouGov Direct Poll was conducted on February 7 - 8, 2022. Data were weighted according to age, gender, race, and education.