



THE
**Future of Creativity:
 2022 U.S. Emoji Trend Report**

A survey of U.S. emoji users conducted by Adobe

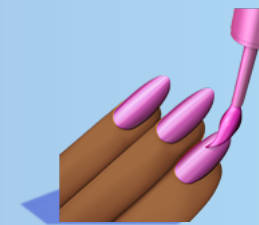


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01.

Study overview



The Future of Creativity: 2022 U.S. Emoji Trend Report

Emoji play a vital role in American's daily lives. From boosting mental health to improving workplace efficiency, U.S. emoji users see significant benefits from including emoji in their digital messages. This fun, fast and friendly form of communication has transformed the way Americans express themselves and continues to push the boundaries on how U.S. emoji users bridge conversations across age, race, culture and beyond.

Adobe conducted a survey of 5,000 U.S. emoji users to uncover the important role and impact of emoji in digital communication. The study explores when, why and how Americans are using emoji to advance self-expression and identity; diversity, equity and inclusion; dating and relationships; workplace communications and more.



Survey Methodology

Adobe conducted a 20-minute online survey of n=5,000 frequent emoji users across the United States, with additional oversample of n=500 in 5 oversample states: California, Florida, Illinois, New York and Texas.



Audience

Frequent emoji users in the U.S. and in 5 oversample states:

- California
- Florida
- Illinois
- New York
- Texas



Sample size

N=5,000

N=500

N=500

N=500

N=500

N=500



Margin of error

±1.4% at the 95% Confidence level

±4.4%

±4.4%

±4.4%

±4.4%

±4.4%



Method

20-minute online survey administered on a smartphone or tablet device



Timing

Survey fielded from March 25 – April 18, 2022

02.

Executive Summary

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Emoji empower self-expression, make conversations fun and boost mental health.

💡 **The majority of U.S. emoji users** agree that emoji make it easier for them to express themselves (**91%**).

💡 **Nine in ten (91%)** of U.S. emoji users use emoji to lighten the mood of a conversation.

💡 😂 (#1), 👍 (#2), ❤️ (#3), 🤔 (#4), 😞 (#5) are U.S. emoji users' top five favorite emoji.

💡 🤔😂 (#1), 😍😘 (#2), 😘❤️ (#3) are U.S. emoji users' top **three favorite emoji pairings**.

💡 **60% of U.S. emoji users** agree that using emoji in their communications has improved their mental health.

💡 Making conversations more fun is the **top reason why U.S. emoji users use emoji (68%)**.

💡 **Half of U.S. emoji users** are more likely to respond to a message if it contains an emoji (**50%**).

💡 **73% of U.S. emoji users** think people who use emoji are friendlier, funnier and cooler than those who don't.

💡 The majority of U.S. emoji users are more comfortable expressing emotions through emoji than through text-only (**61%**), phone (**56%**) or in-person conversations (**50%**).

💡 **69% of Gen Z and Millennials** are more comfortable expressing emotions through emoji than through text-only conversations.

Emoji foster more empathy, understanding and connection.

- 💡 **92%** of U.S. emoji users agree that emoji can communicate across language barriers.
- 💡 **A majority of U.S. emoji users (88%)** report they are more likely to feel empathetic toward someone if they use an emoji.
- 💡 **88%** of U.S. emoji users use emoji to **show support** to others.
- 💡 **71%** of U.S. emoji users agree that emoji are an **important communication tool** for creating unity, respect and understanding of one another.
- 💡 **75%** of U.S. emoji users **feel more connected** to people who use emoji.
- 💡 **More than half of U.S. emoji users** – including female users (**61%**) and Gen Z users (**67%**) - want more emotion emoji.

Emoji users continue to want more inclusive and representative emoji.

- 💡 **The majority of U.S. emoji users** agree that emoji should continue to strive for more inclusive representation of users (**83%**).
- 💡 **2 in 5 U.S. emoji users** feel their identities are not adequately reflected in the emoji currently available (**41%**).
- 💡 **71% of U.S. emoji users** agree inclusive emoji can help spark positive conversations about important cultural and societal issues.
- 💡 **75% of U.S. emoji users** agree inclusive emoji can help raise awareness of diverse groups of people.
- 💡 **62% of U.S. emoji users** believe emoji will be better developed and more progressive in the next five years.
- 💡 **62% of U.S. emoji users** agree that inclusive emoji make it easier for them to communicate their identity to others.
- 💡 **The majority of U.S. emoji users** customize their emoji (**63%**) and wish they had more customization options to better reflect their personal identity (**63%**).
- 💡 Age (**#1**), Race/Ethnicity (**#2**), Culture (**#3**) and Disability (**#4**) are **the top four categories of inclusive emoji** U.S. emoji users would like to see expanded.
- 💡 Hairstyle/color, Eye color, Accessories, Body Type and Skin Tone are the top emoji customization options emoji users say **would better reflect their personal appearance**.
- 💡 **50% of U.S. emoji users** say people should not use emoji skin modifiers that don't match their racial identity and **52%** say using the wrong emoji skin tone is insensitive and uncomfortable.

Emoji don't always mean what you think they do and are always changing.

- 💡 🤪 (#1), 🍒 (#2), 🙄 (#3) are the most misunderstood emoji.
- 💡 Half of U.S. emoji users use emoji differently than their intended meaning (50%).
- 💡 Gen Z emoji users are significantly more likely to agree they use emoji differently than their intended meanings (74% vs. 65% Millennial, 48% Gen X, 24% Boomer).

- 💡 Nearly half of U.S. emoji users have sent an emoji that **was misinterpreted or taken out of context (47%)**.
- 💡 **80% of U.S. emoji users agree** you should only use emoji you fully understand the meaning of in conversations.
- 💡 **80% of U.S. emoji users** feel up to date on the latest emoji meanings. This is especially true for Gen Z (**93%**).

Emoji are the new love language and can make or break relationships.

💡 **The top three make it or break it emoji when it comes to flirting or dating:**

✓ 😘 (#1), 😍 (#2), 😏 (#3) make you more likable.

✓ 💩 (#1), 😞 (#2), 🍆 (#3) make you less likable.

💡 **72% of U.S. emoji users** use emoji in conversations with someone they're interested in flirting with or dating.

💡 **A majority (59%) of U.S. emoji users** are more likely to use emoji in flirtatious communications compared to other communications.

💡 **58% of Gen Z'ers and 54% of Millennials** are more likely to seek out a second or third date with someone who communicates using emoji.

💡 **2 out of 5 Gen Z'ers (38%)** would not pursue a serious or long-term relationship with someone who did not use emoji.

💡 **1 in 3 Gen Z'ers (32%)** has ended a relationship with someone using an emoji.

💡 **1 in 3 Gen Z'ers (32%)** also say someone they were dating used an emoji to end a relationship with them.

Emoji use at work improves efficiency, boosts creativity and builds stronger relationships.

💡 **71% of U.S. emoji users** say they use emoji at work, and **53%** of U.S. emoji users report that they've increased their emoji use at work in the last 12 months.

💡 **The majority of U.S. emoji users** like when people use emoji at work (**68%**) and feel they positively impact likability (**69%**) and credibility (**59%**).

💡 **63% of U.S. emoji users** feel more connected to their team and company when co-workers use emoji to communicate.

💡 **Using emoji at work** helps U.S. emoji users quickly share ideas (**79%**), makes team decision-making more efficient (**62%**) and reduces the need for meetings and calls (**47%**).

💡 **U.S. emoji users agree** that emoji usage at work boosts their creativity (**58%**) and their teams creatively use emoji when communicating at work (**77%**).

💡 **More than half of U.S. emoji users** feel more receptive to new tasks when emoji are used in the ask (**55%**).

💡 **7 in 10 U.S. emoji users agree** that using emoji at work helps build better relationships with new hires (**68%**). Both Gen Z'ers (**69%**) and Millennials (**70%**) agree emoji help them feel connected to colleagues they have yet to meet in person.

Emoji use will evolve and expand in new and interesting ways in the future.

💡 **More than half of U.S. emoji users** are willing to purchase an item using an emoji (**57%**) – with Gen Z'ers being the most willing (**71%**), followed by Millennials (**67%**).

💡 The top three products U.S. emoji users are willing to purchase with an emoji include **takeout meals (#1)**, **clothing (#2)** and **streaming services (#3)**.

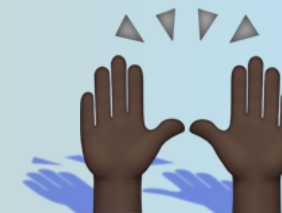
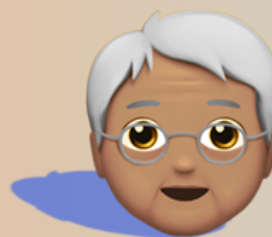
💡 The majority of U.S. emoji users are **open to creative emoji use**, from confirming event attendance (**68%**) to sending and receiving payments (**45%**).

💡 Gen Z'ers and Millennials are ready to embrace using emoji **in new ways**:

- ✓ Creating usernames with a string of emoji (**63% Gen Z and 59% Millennials**)
- ✓ Visiting website URLs made of a string of emoji (**51% Gen Z and 52% Millennials**)
- ✓ Communicating with their doctor using emoji (**52% Gen Z and Millennials**).

03.

Detailed Findings

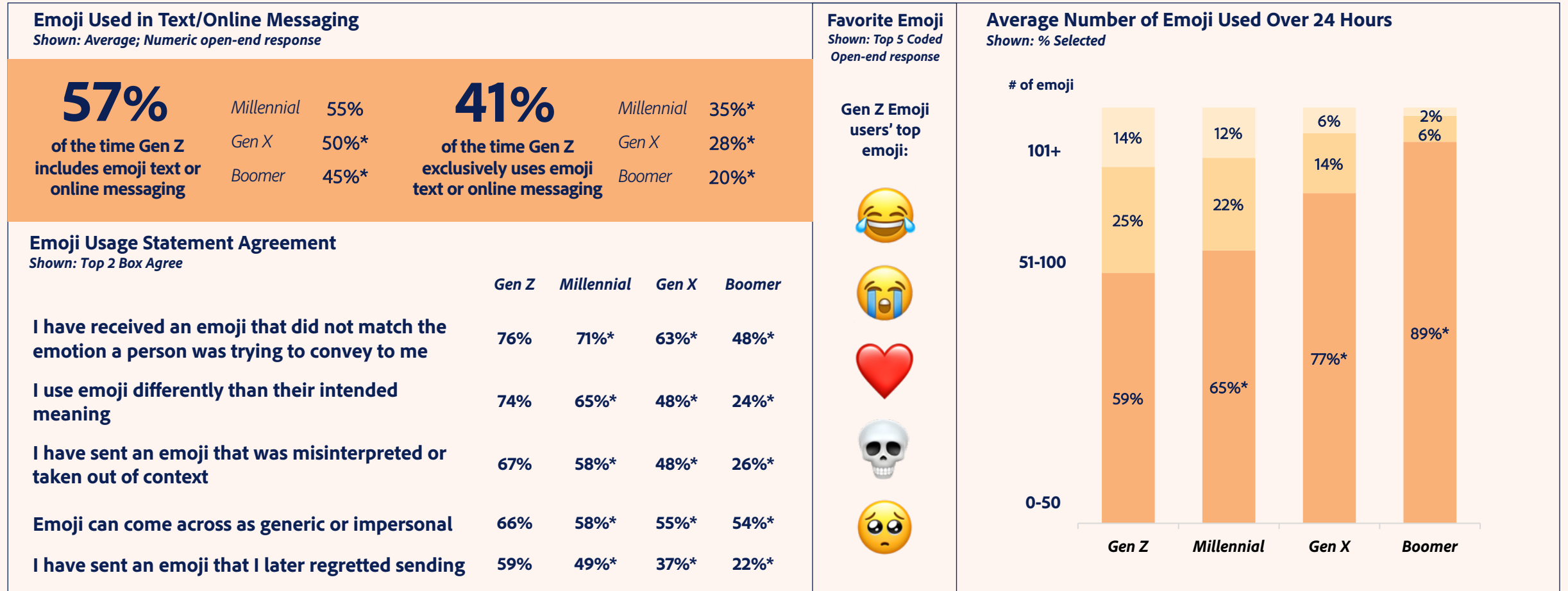


**Emoji empower self-expression,
make conversations fun and
boost mental health.**



Emoji are commonplace in Gen Z's communication, and are often used differently than their intended meaning

Gen Z'ers nationally are more likely to send up to 100 emoji in a day compared to other generations.



U.S. emoji users' favorite emoji are face with tears of joy and thumbs up, followed by red heart

Thumbs up is consistently ranked as the top emoji in four out of five key states – it is also the top favorite emoji of male emoji users. Male users' second favorite emoji is face with tears of joy (😂) followed by flushed face (😊). Female emoji users' favorite emoji is face with tears of joy (😂). Face with tears of joy remains #1 across the Northeast, South, Midwest and West.

Favorite Emoji
(Shown: Top 5; Open-end response)

	U.S.	CALIFORNIA	FLORIDA	ILLINOIS	NEW YORK	TEXAS
#1	😂	😂	👍	👍	👍	👍
#2	👍	👍	😂	😂	😂	😂
#3	❤️	❤️	❤️	❤️	😭	😭
#4	😂	😭	😭	😂	❤️	😘
#5	😭	😘	😘	😘	😂	😂

Among Gen Z'ers and Millennials, face with tears of joy remains the top favorite emoji, while Gen X'ers and Boomers like thumbs up

Compared to Gen Z'ers, Boomers, Gen X'ers and Millennials are significantly more likely to have thumbs up int their top 5. Gen Z is the most likely to list face with tears of joy as their #1 and loudly crying face as their #2.


























Favorite Emoji – By Generation
(Shown: Top 5; Open-end response)

	U.S.	GEN Z	MILLENNIAL	GEN X	BOOMER
#1					
#2					
#3					
#4					
#5					

Laughter and love top the list of U.S. emoji users' favorite emoji groupings or pairings

Across the country, different forms of laughter (rolling on floor laughing face/crying tears of joy face; crying tears of joy face/loudly crying face) are likely to make the top three.




























Favorite Emoji Pairings or Groupings
(Shown: Top 3; Open-end response)

	U.S.	CALIFORNIA	FLORIDA	ILLINOIS	NEW YORK	TEXAS
#1	 	 	 	 	 	 
#2	 	 	 	 	 	 
#3	 	 	 	 	 	 

Across generations, expressions of laughter and love remain at the top of U.S. emoji users' favorite groupings or pairings to use

Combinations of laughter (e.g., rolling on floor laughing face/crying tears of joy face; crying tears of joy face/loudly crying face) take the top spot across older and younger generations. Gen Z'ers are the most likely to have different combinations of laughter in their top 3.

Favorite Emoji Pairings or Groupings – By Generation
(Shown: Top 3; Open-end response)

	U.S.	GEN Z	MILLENNIAL	GEN X	BOOMER
#1	 	 	 	 	 
#2	 	 	 	 	 
#3	 	 	 	 	 

Pile of poo is U.S. emoji users' least favorite emoji to use, followed by angry face

Female emoji users (16%) are significantly more likely to dislike pile of poo than male users (10%), while male emoji users are significantly more likely to dislike flushed face (9% vs. 7%). Similarly, emoji users living in the West (8%) and South (9%) are more likely to dislike flushed face than Midwest (6%) users. Users in the Mid-Atlantic (16%) and East South Central (15%) subregions are more likely to cite pile of poo as their least favorite compared to users in New England (8%), West South Central (11%) and the Pacific Northwest (11%).



Across generations, pile of poo remains the least favorite emoji to use

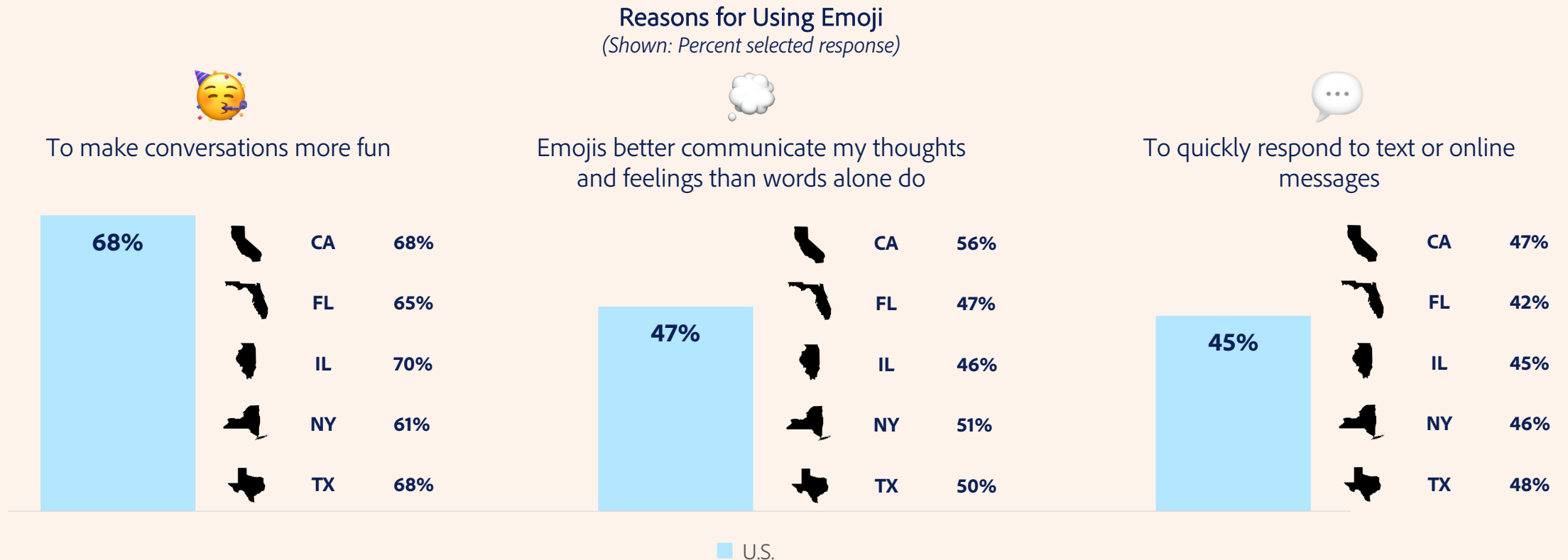
In general, Gen Z emoji users are less likely to indicate that they have strong feelings about a least favorite emoji. Boomers (16%, 14%), Gen X'ers (15%, 11%) and Millennials (12%, 8%) are significantly more likely to dislike pile of poo and angry face compared to Gen Z'ers (8%, 3%). Gen Z'ers are significantly more likely to dislike disguised face than all other generations (7% vs. 3% Millennials, 2% Gen X'ers, 1% Boomers).

Least Favorite Emoji – By Generation
(Shown: Top 3; Open-end response)

	U.S.	GEN Z	MILLENNIAL	GEN X	BOOMER
#1					
#2					
#3					

The top reason U.S. emoji users use emoji in communications is to make conversations more fun

Female (72%) emoji users are more likely than males (65%) to look for the fun with emoji in conversation. Boomers (72%), Gen X'ers (69%) and Millennials (67%) are also more likely to use emoji for fun than Gen Z'ers (62%); however, Gen Z'ers are more likely to use emoji to better communicate their feelings (55% vs. 51%, 45%, 42% respectively). Users living in California are significantly more likely than those in Florida to use emoji to communicate their thoughts. Users in the West North Central (75%) subregion are the most likely to use emoji to make conversations fun compared to nearly every other subregion.



U.S. emoji users include emoji in their text/online messaging more than half of the time, and use emoji exclusively nearly a third of the time






By region, users in the Northeast (31%) are more likely to use emoji exclusively than Midwestern (28%) users. By subregion, users in the Pacific Northwest (31%) are more likely to use emoji exclusively compared to West North Central (24%), South Atlantic (28%) and Mountain (27%) users. Younger generations are significantly more likely to use emoji exclusively (Gen Z'ers 41%, Millennials 35% vs. Gen X'ers 28%, Boomers 20%).

Emoji Included in Text/Online Messaging

(Shown: Average; Numeric open-end response)

51%

Of the time emoji are included in text or online messaging






	CA	54%
	FL	51%
	IL	49%
	NY	53%
	TX	51%

Emoji Used Exclusively in Text/Online Messaging

(Shown: Average; Numeric open-end response)

29%

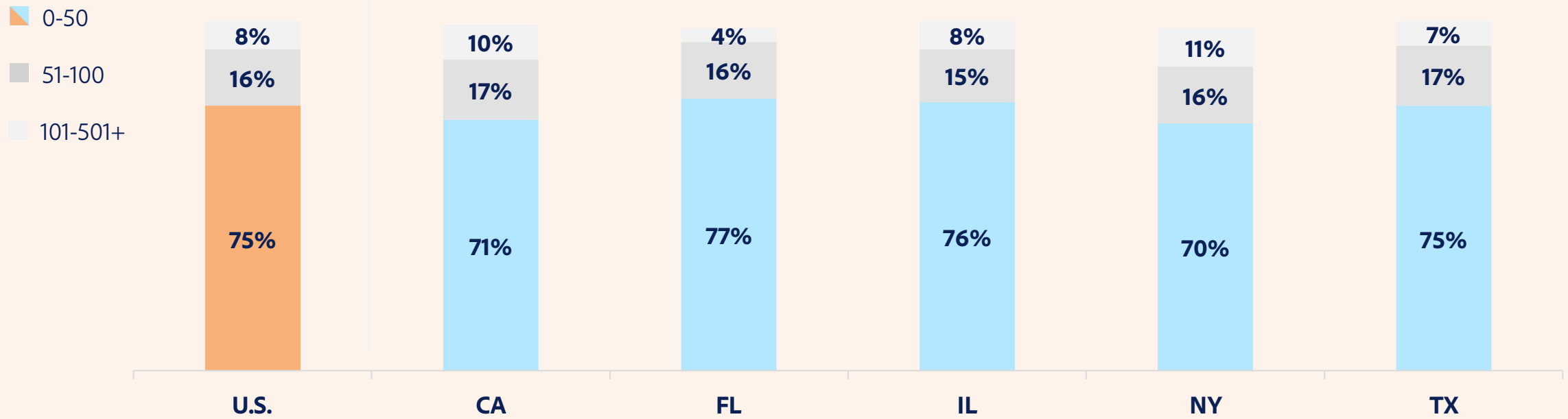
Of the time emoji are exclusively used in text or online messaging

	CA	33%
	FL	29%
	IL	30%
	NY	33%
	TX	30%

The majority of U.S. emoji users send up to 50 emoji in their text or online messaging per day

Midwestern (77%) and Southern (76%) emoji users are significantly more likely to send 0-50 emoji in a day compared to Northeastern (70%) users. Users in the South Atlantic (77%) subregion are more likely to send 0-50 emoji than users in the Mid-Atlantic (71%) and Pacific Northwest (73%) subregions. Female emoji users are more likely to send 0-50 emoji per day than males (77% vs. 72%). While Boomers (89%) and Gen X'ers (77%) are more likely to send 0-50 emoji in a day than Millennials (65%) and Gen Z'ers (59%), younger generations are more likely to send 51-100 emoji in a 24-hour period (25%, 22% vs. 14%, 6%).

Emoji Sent in a Day
(Shown: Percent selected response)

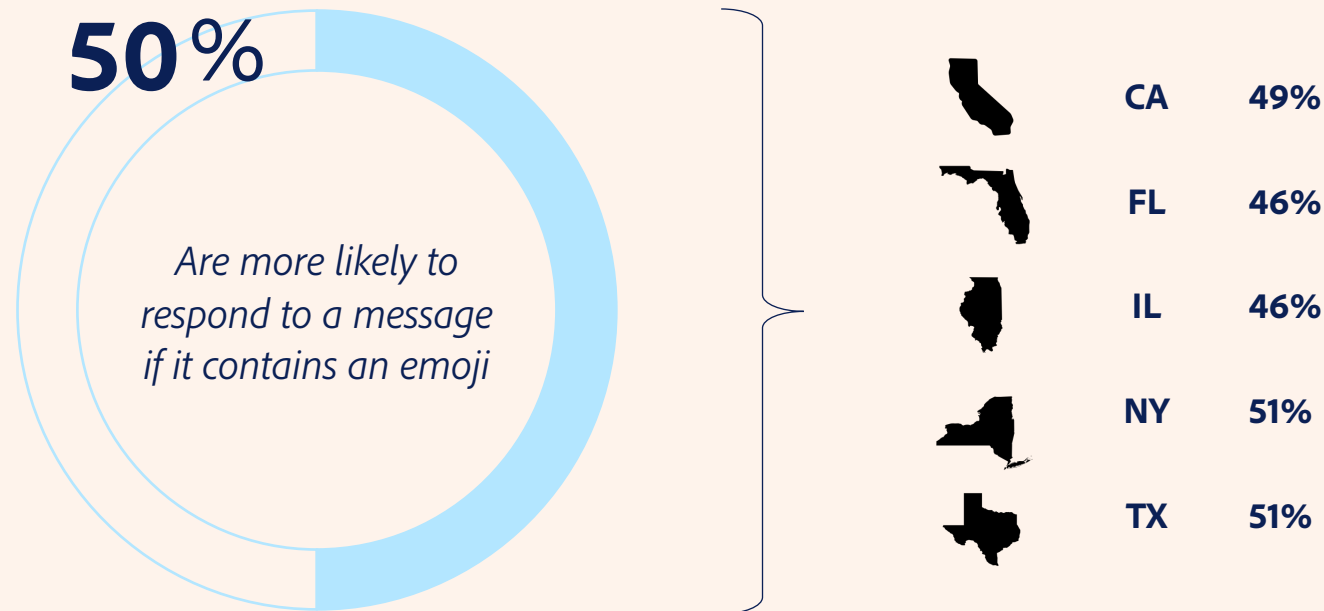


Text or online messages that include an emoji are more likely to be answered by U.S. emoji users

Male (54%), Hispanic (62%), Black (57%), and Asian (54%) emoji users are more likely than Female (46%) and white (45%) emoji users to agree. Emoji users in the Northeast are significantly more likely to agree compared to users in the Midwest (53% vs. 47%). By subregion, users in the Mid-Atlantic are significantly more likely to respond to a message with emoji (54%) than users in East North Central (47%), West North Central (46%), South Atlantic (48%) and Mountain (47%) subregions.

Statement Agreement

(Shown: Top 2 Box Agree (somewhat/strongly agree))



Q7. Please rate how much you agree or disagree with each of the following statements.
(U.S. n=5,000, CA n=500, FL n=500, IL n=500, NY n=500, TX n=500)

Text message is the communication channel of choice for U.S. emoji users, followed by Facebook and mobile messaging

California, Texas and Illinois emoji users are significantly more likely than New Yorkers to use emoji in text messages. Users in the Midwest (86%) and South (84%) are more likely to use emoji in text messages compared to Northeast (80%) users. By generation, social media channels begin to rise to the top (Instagram: Gen Z 58%, Millennial 44% vs. Gen X 27%, Boomer 14%; Snapchat: Gen Z 62%, Millennial 36% vs. Gen X 13%, Boomer 6%; TikTok: Gen Z 42%, Millennial 25% vs. Gen X 15%, Boomer 6%).

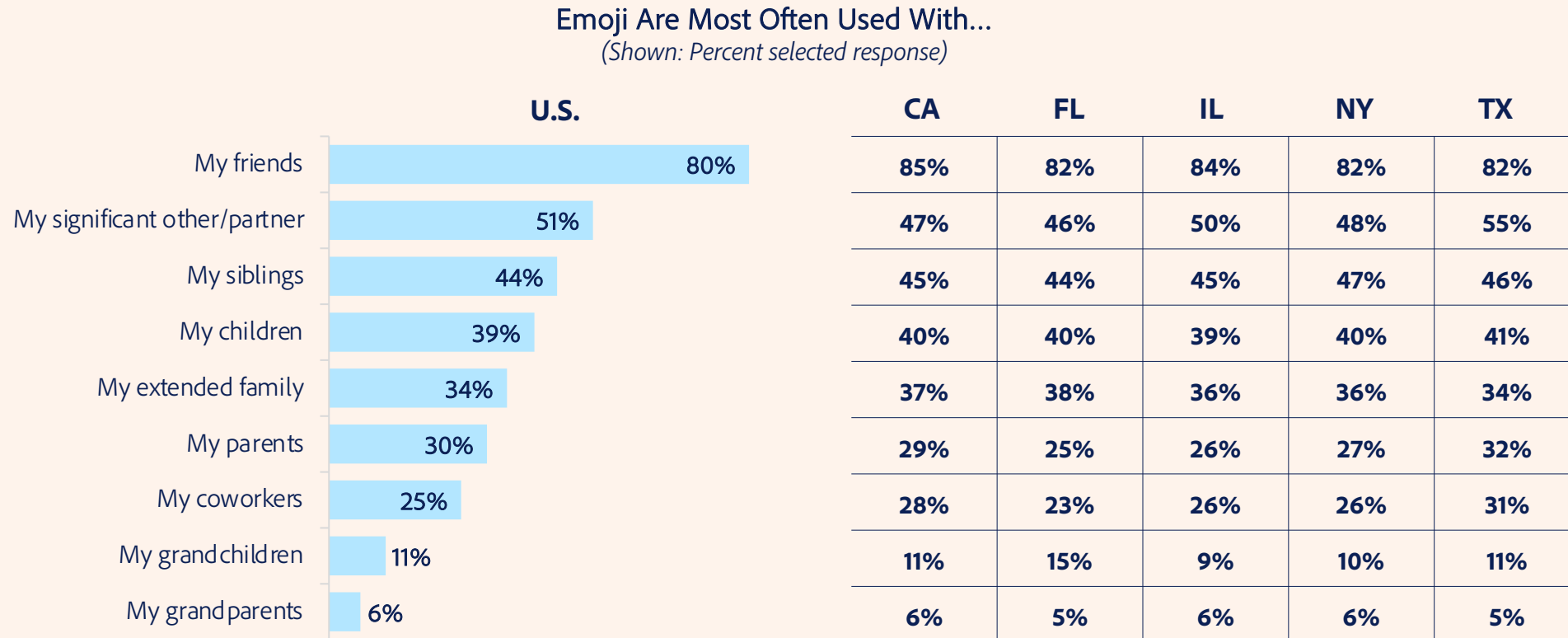
Emoji Are Most Often Used...
(Shown: Percent selected response)

	U.S.	CA	FL	IL	NY	TX
In text messages	83%	84%	81%	83%	76%	88%
In Facebook comments or posts	53%	49%	50%	52%	46%	58%
In mobile messages	50%	45%	48%	45%	46%	54%
On Instagram	33%	41%	32%	28%	39%	33%
In an email	26%	29%	24%	26%	26%	23%
On Snapchat	25%	26%	17%	25%	21%	26%
On instant messaging apps	20%	22%	18%	22%	22%	23%
On TikTok	20%	20%	18%	15%	21%	20%
On Twitter	15%	20%	16%	16%	19%	16%
On video and streaming services	13%	14%	13%	13%	17%	15%
On payment apps	11%	15%	9%	8%	16%	13%
On dating apps	8%	12%	8%	8%	11%	7%

Q4. On what platforms or channels do you most often use emoji? Please select all that apply from the list below.
(U.S. n=5,000, CA n=500, FL n=500, IL n=500, NY n=500, TX n=500)

Friends, significant others and siblings are the most frequent recipients of emoji from U.S. emoji users

Compared to other generations, Gen Z'ers are significantly more likely to use emoji with their siblings (55% vs. 48% Millennial, 39% Gen X'ers, 38% Boomers), and parents (52% vs. 45% Millennial, 28% Gen X'ers, 7% Boomers). Users in the Midwest (33%), Northeast (31%) and West (33%) are more likely to use emoji with their parents than Southern (27%) users. By subregion, emoji users in East South Central (46%) and West South Central (44%) send emoji to their children more often than users in New England (29%) and the Pacific Northwest (36%).




Q5. Who do you most often use emoji with?
(U.S. n=5,000, CA n=500, FL n=500, IL n=500, NY n=500, TX n=500)

Emoji help communicate lighthearted topics – three in four U.S. emoji users have used emoji for an inside joke

Across generations, Millennials are significantly more likely to use emoji to help communicate beliefs on an issue (34% vs. 29% Gen Z, 28% Gen X, 29% Boomers) or a big life decision (31% vs. 27% Gen Z, 24% Gen X, 18% Boomers). Users in the West (33%) are also significantly more likely to leverage emoji when sharing their beliefs compared to users in the Midwest (28%) and South (30%).

Emoji Events & Scenarios
(Shown: Percent selected response)

	U.S.	CA	FL	IL	NY	TX
 An inside joke	75%	76%	71%	72%	73%	75%
Confirmation of plans, such as dinner or a movie	56%	60%	57%	56%	57%	59%
A major milestone or event	39%	40%	42%	38%	40%	40%
My beliefs on a societal issue or cause	30%	31%	31%	30%	32%	29%
A big life decision	24%	23%	22%	21%	21%	21%

Q13. For which, if any, of the following events or scenarios have emoji helped you to better communicate your emotions? Please select all that apply.
(U.S. n=5,000, CA n=500, FL n=500, IL n=500, NY n=500, TX n=500)

Self-expression and ease of communication are key benefits of emoji use

Female emoji users are more likely to cite the benefit of communicating across language barriers (93%) and ease of self-expression (93%) than male users (90%, 89% respectively). Millennial emoji users feel most strongly about emoji benefits – they are the most likely to agree they feel more connected to people using emoji with them (81% vs. 77% Gen Z, 76% Gen X, 69% Boomer).

Benefits of Emoji
(Shown: Top 2 Box Agree (somewhat/strongly agree))

	U.S.	CA	FL	IL	NY	TX
I like that emoji can communicate across language barriers	92%	91%	95%	90%	93%	93%
I like that emoji make it easier for me to express myself	91%	90%	91%	90%	92%	92%
I like that it takes only a few emoji to share my thoughts and ideas	89%	89%	89%	88%	89%	91%
I like that emoji take up less character space	83%	83%	84%	81%	85%	87%
I feel more connected to people who use emoji with me	75%	76%	77%	72%	72%	72%
People who use emoji are friendlier, funnier and cooler than those who don't	73%	74%	74%	69%	77%	77%

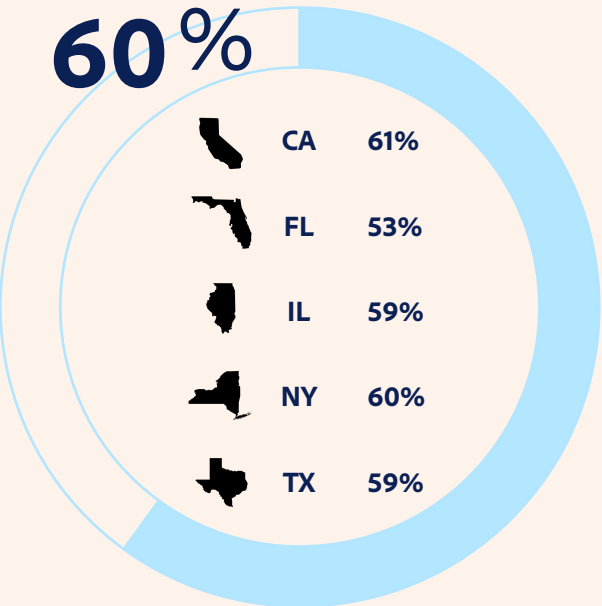
Q12. Please rate how much you agree or disagree with each of the following statements.
(U.S. n=5,000, CA n=500, FL n=500, IL n=500, NY n=500, TX n=500)

A majority of U.S. emoji users report that emoji use has positively impacted their mental health

Millennial emoji users are the most likely to agree with this sentiment. Western emoji users are also the most likely across U.S. regions to agree emoji has boosted mental health (65% vs. 59% Northeast, 58% Midwest, 57% South). By subregion, emoji users living in the Pacific Northwest (64%) and Mountain (64%) feel the positive effects of emoji on mental health more than users in the Mid-Atlantic (57%), East North Central (58%), South Atlantic (58%) and West South Central (55%).

Benefits of Emoji – Mental Health (Shown: Top 2 Box Agree (somewhat/strongly agree))

Using emoji in my digital communications has improved my mental health



Demographic Breakdown

Generation		Race/Ethnicity		Gender	
Gen Z (n=808)	63%	Black (n=597)	62%	Male (n=2,413)	60%
Millennial (n=1,382)	70%	Asian (n=299)	68%	Female (n=2,512)	59%
Gen X (n=1,310)	59%	Hispanic (n=846)	66%	Other (n=67)*	62%
Boomer (n=1,500)	49%	white (n=3085)	56%		



Q12. Please rate how much you agree or disagree with each of the following statements. (U.S. n=5,000, CA n=500, FL n=500, IL n=500, NY n=500, TX n=500)

*Small sample size: Directional findings only.

Emotion and feeling, relationship and food and drink emoji are the top three categories that U.S. users want to see expanded

Female (61%) and Gen Z (67%) emoji users are significantly more likely to want more emotion emoji compared to male (52%) and Millennial (59%), Gen X (57%) and Boomer (50%) users. Black (40%), Asian (36%) and Hispanic (37%) users want to see more job/profession emoji (vs. 29% white users). Across U.S. regions, Southern (33%) and Northeastern (34%) emoji users want to see more health/medical emoji than Midwesterners (29%).

Missing Emoji
(Shown: Percent selected response)

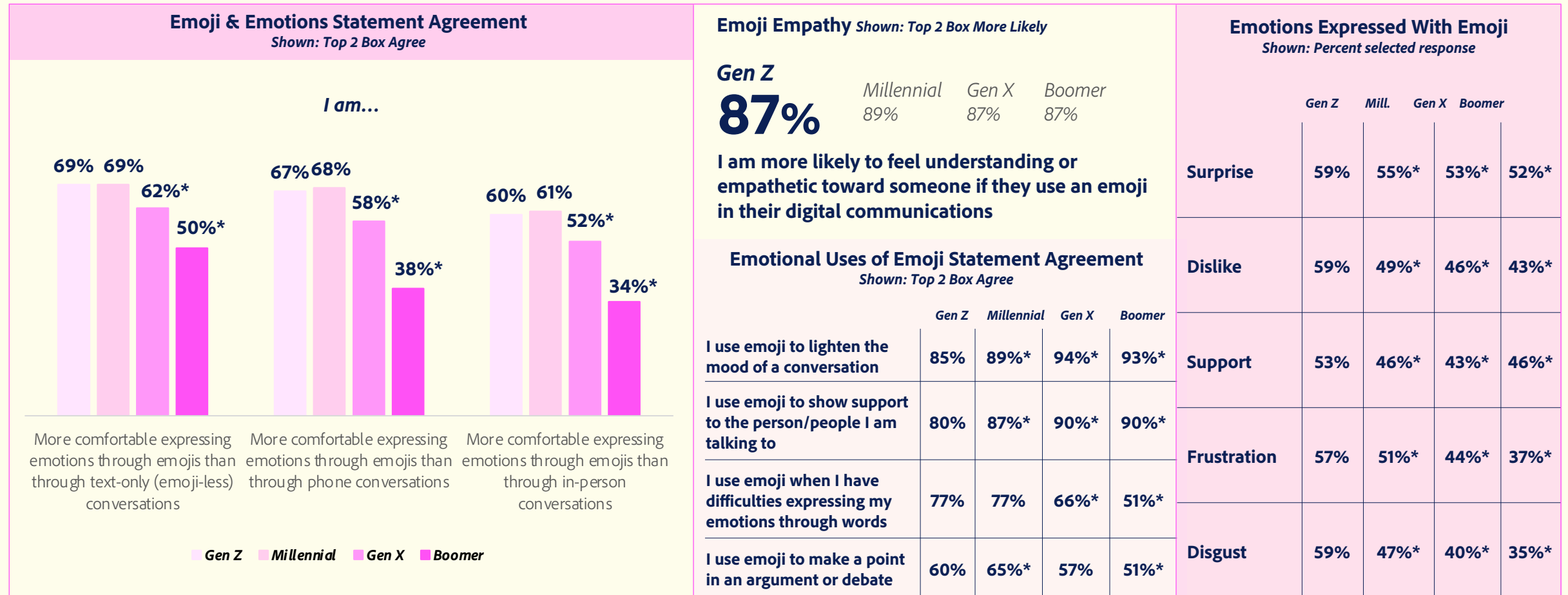
	U.S.	CA	FL	IL	NY	TX
More emotional/feeling emoji	57%	60%	53%	52%	57%	57%
More relationship emoji	50%	54%	54%	52%	51%	46%
More food/drink emoji	49%	54%	46%	50%	49%	52%
More animal/nature emoji	43%	42%	41%	41%	35%	40%
More emoji activities	40%	40%	40%	34%	38%	44%
More travel/destination emoji	32%	34%	37%	36%	32%	28%
More health/medical emoji	32%	35%	31%	30%	38%	30%
More job/profession emoji	32%	32%	30%	29%	32%	31%

**Emoji foster more
empathy, understanding
and connection.**

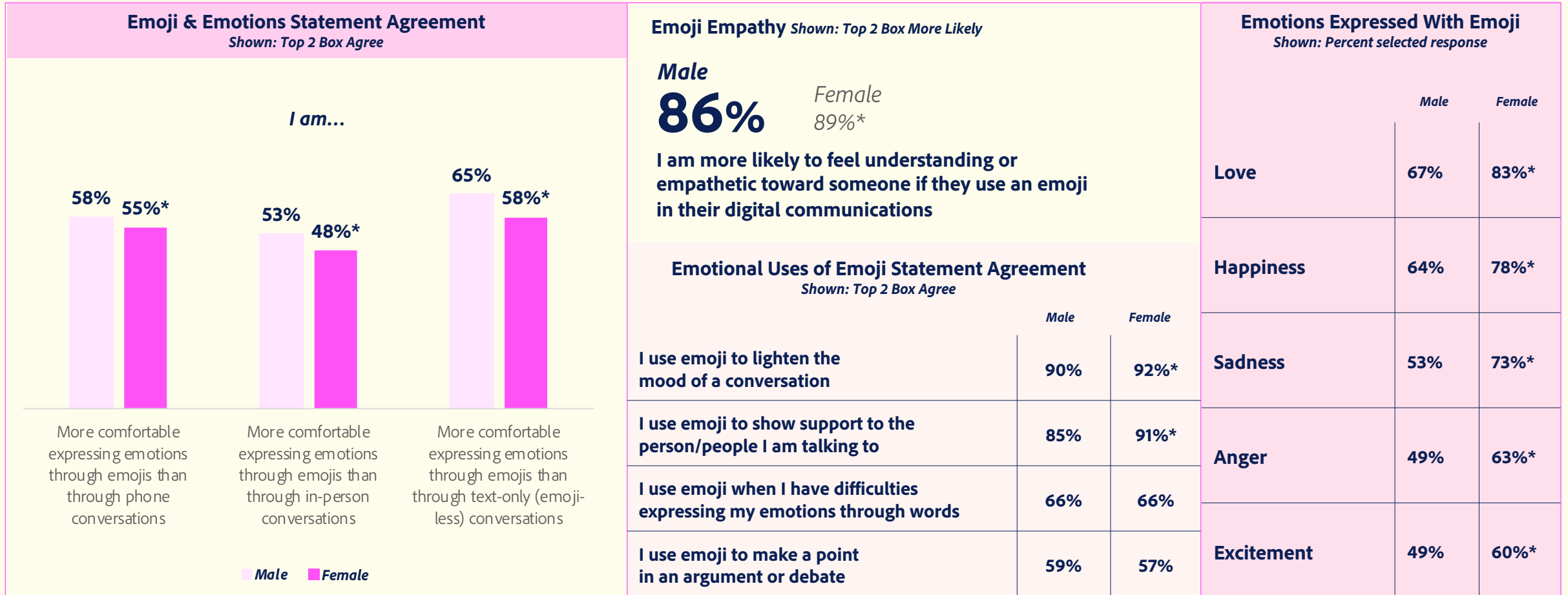


Emotion is nuanced for Gen Z – while significantly more comfortable using emoji to express emotion, they are less likely to use emoji in conventionally emotional ways

For example, older generations are significantly more likely to lighten the mood or show support with emoji. And Gen Z'ers are more likely to use emoji for more complex emotional responses, like frustration and disgust.



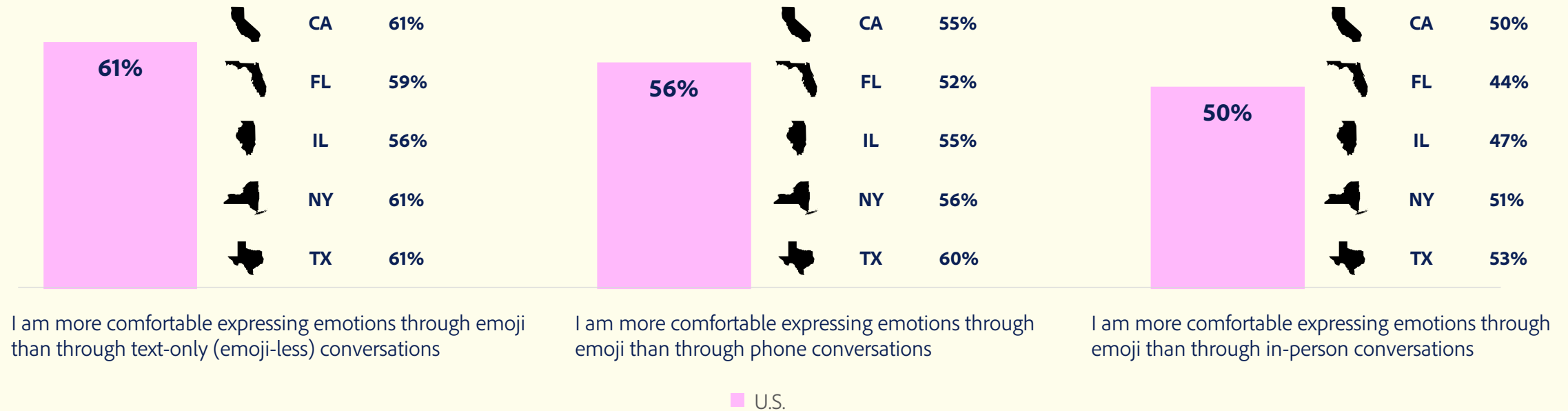
Male U.S. emoji users are significantly more comfortable expressing their emotions via emoji, but are still less likely to demonstrate these emotions compared to female users



Three in five U.S. emoji users prefer communicating their emotions through emoji versus text-only conversations

This is especially true for Gen Z'ers – 69% are more comfortable using emoji rather than text compared to 62% of Gen X'ers and 50% of Boomers. Male emoji users in the U.S. feel similarly, with 65% expressing more comfort with using emoji over text-only compared to 58% of female users. By region, emoji users in the Northeast are more comfortable using emoji to express emotion than through phone conversations (55%) compared to users in the Midwest (49%), South (49%) and West (49%).

Statement Agreement
(Shown: Top 2 Box Agree (somewhat/strongly agree))

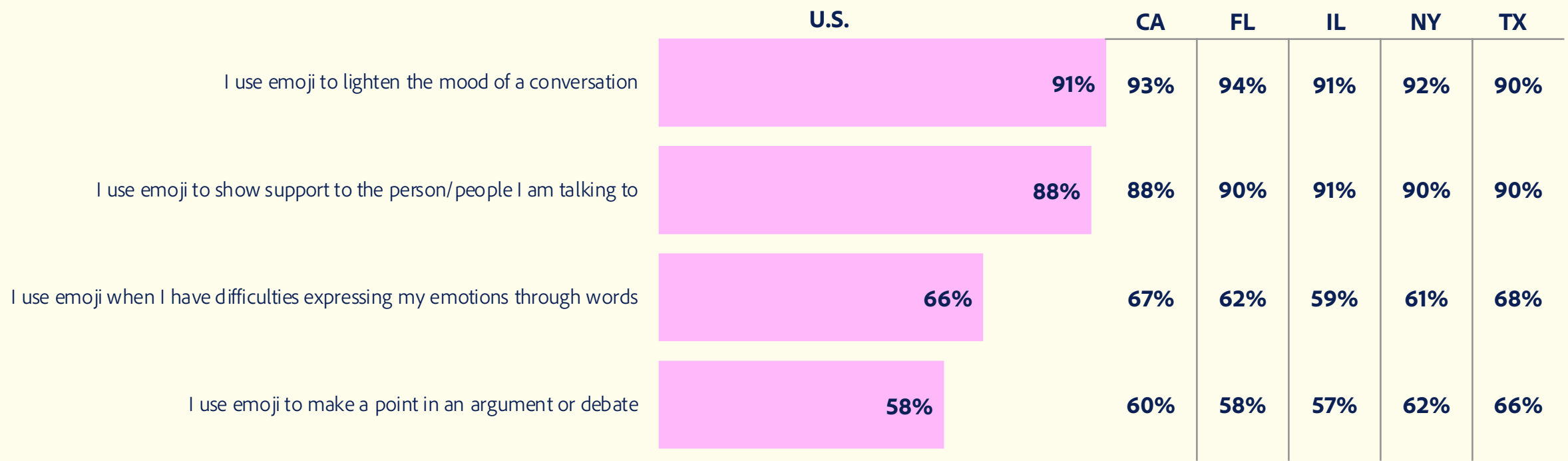


Q19. Please rate how much you agree or disagree with the following statements.
(U.S. n=5,000, CA n=500, FL n=500, IL n=500, NY n=500, TX n=500)

Lightening the mood of conversations and showing support to others are ways emoji help U.S. emoji users communicate

Older generations are more likely to use emoji to lighten the mood compared to younger generations (Boomers 93%, Gen X'ers 94% vs. Millennials 89%, 85% Gen Z'ers). Emoji users who are Black (70%), Asian (71%) or Hispanic (72%) are more likely than white users (64%) to use emoji when they have difficulty expressing their emotions through words. Texas emoji users are significantly more likely to use emoji to make a point in an argument compared to users living in Florida and Illinois (66% vs. 58%, 57%).

Statement Agreement
(Shown: Top 2 Box Agree (somewhat/strongly agree))



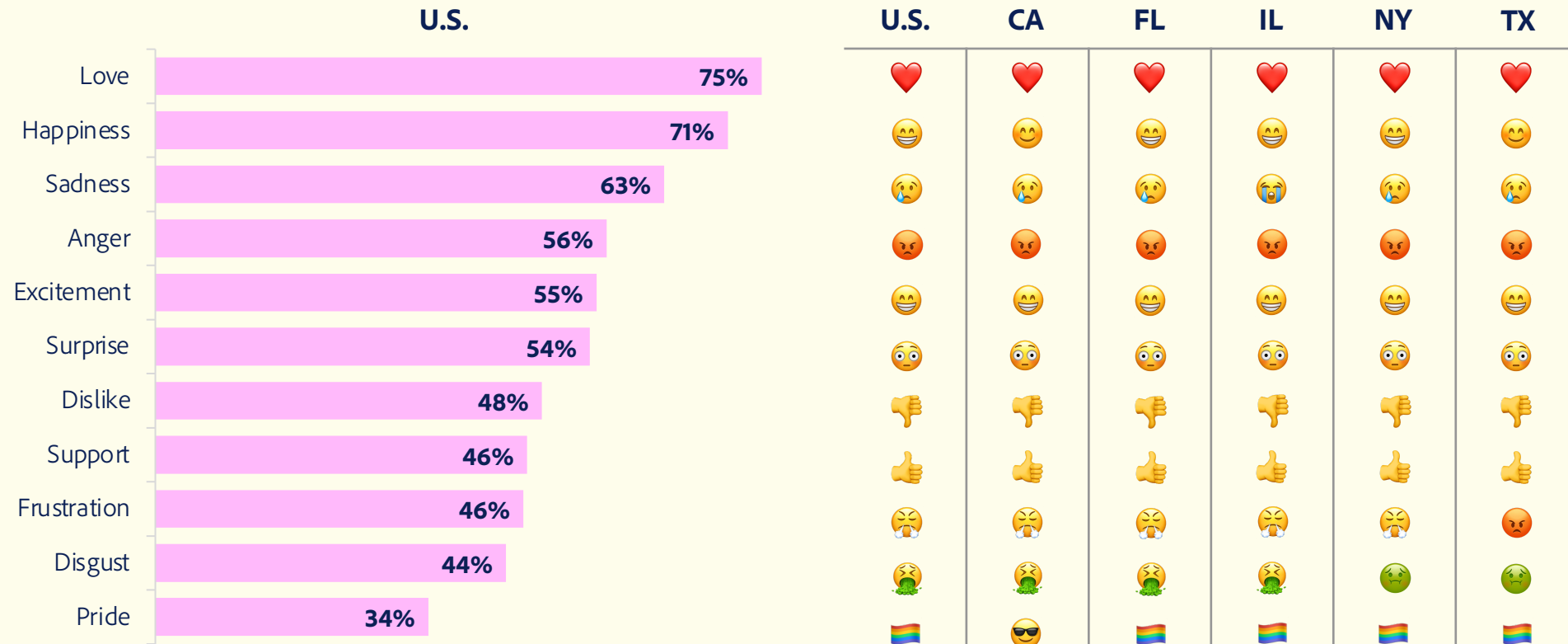
Q20. Please rate how much you agree or disagree with each of the following statements.
(U.S. n=5,000, CA n=500, FL n=500, IL n=500, NY n=500, TX n=500)



Feelings of love, happiness and sadness top the list of emotions nationally users express with emoji

Across U.S. regions, emoji users in the Midwest and West are likelier than those in the South to express a range of emotions with emoji (e.g., excitement 58%, 56% vs. 52%, disgust 46%, 45% vs. 41%). Emoji users in West North Central subregion are significantly more likely to express love (81%) than users in New England (69%), South Atlantic (74%), and the Pacific Northwest (75%).

Emotions Expressed With Emoji
(Shown: Percent selected response; Top open-end response)

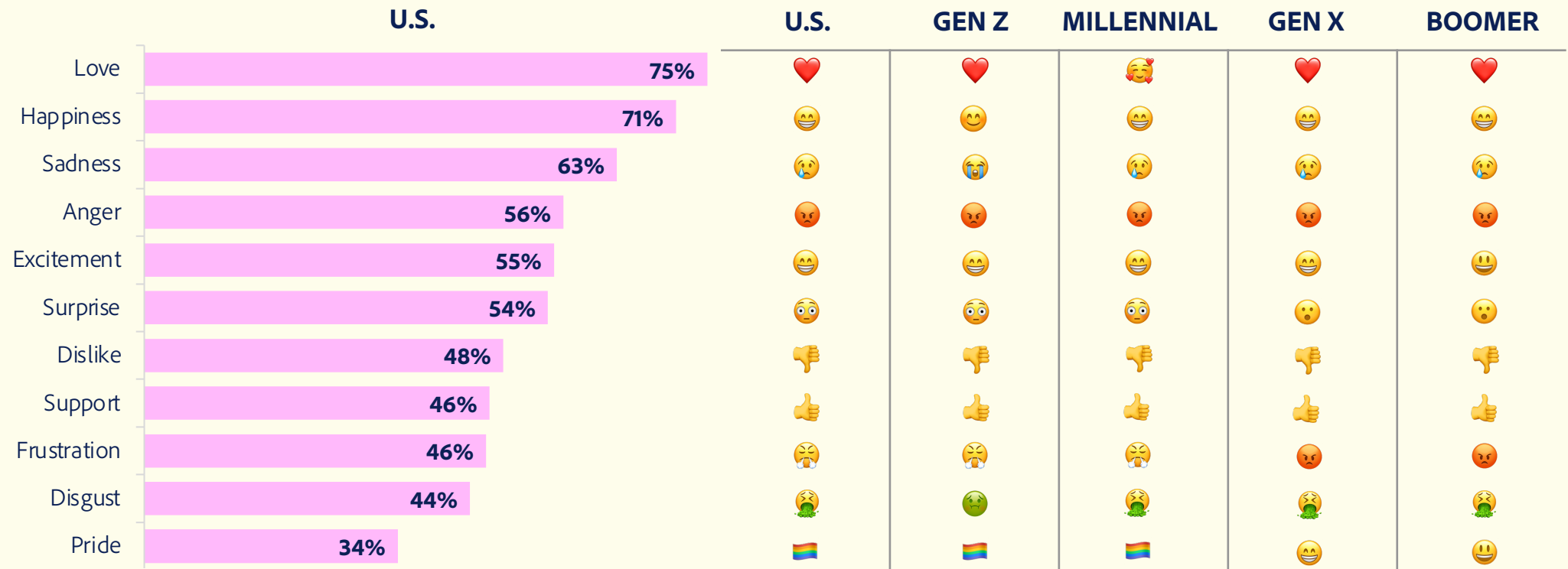


Q21. Which of the following emotions do you use emoji to express? Please select from the list below and specify the emoji you commonly use to express that emotion.
(U.S. n=5,000, CA n=500, FL n=500, IL n=500, NY n=500, TX n=500)

By generation, love, happiness and sadness remain top emotions expressed through emoji

However, compared to older generations, Gen Z'ers are significantly more likely to use emoji when expressing nuanced emotion like disgust (59% vs. 47% Millennials, 40% Gen X'ers, 35% Boomers), frustration (57% vs. 51% Millennials, 44% Gen X'ers, 37% Boomers) or pride (47% vs. 36% Millennials, 30% Gen X'ers, 28% Boomers).

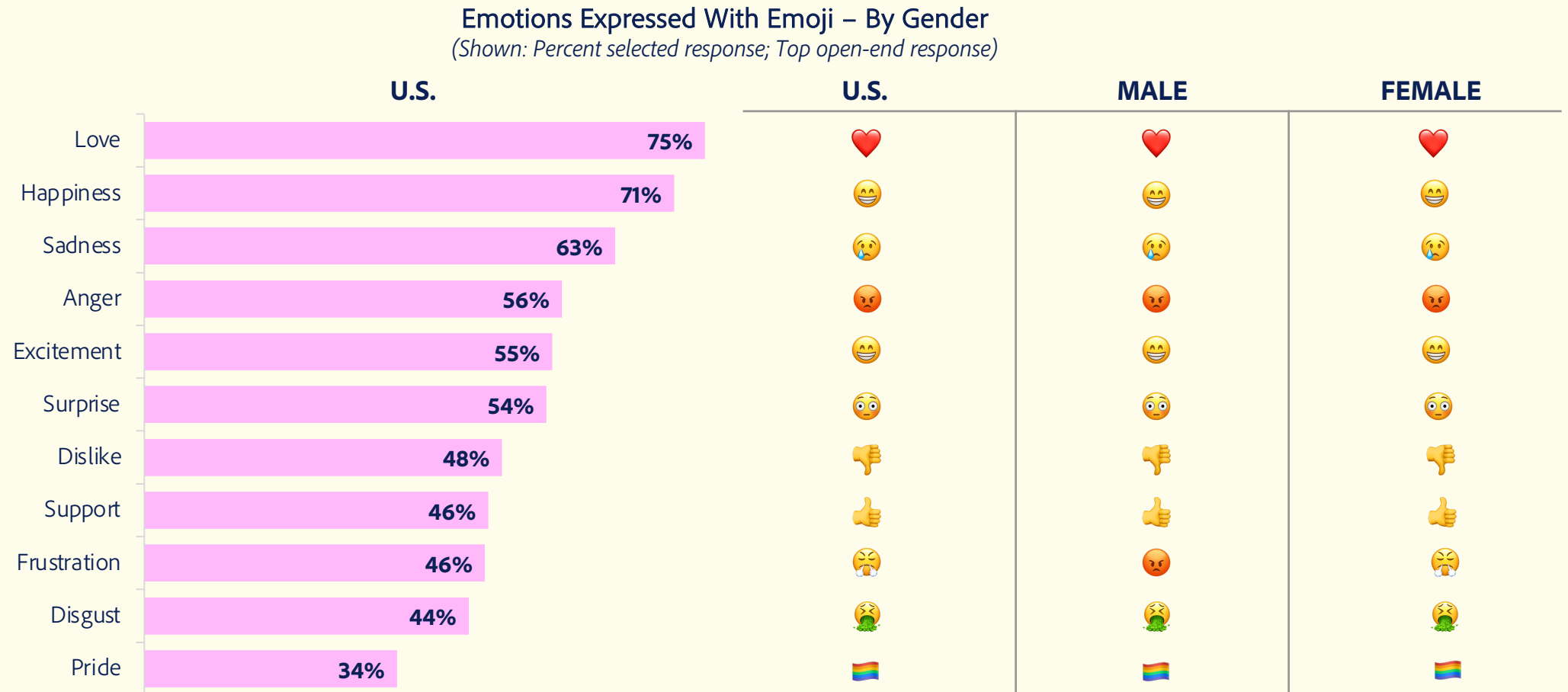
Emotions Expressed With Emoji – By Generation
(Shown: Percent selected response; Top open-end response)



Q21. Which emotions do you use emoji to express? For each emotion you select, please specify the emoji you commonly use to express that emotion.
(U.S. n=5,000, Gen Z n=808, Millennial n=1,382, Gen X n=1,310, Boomer n=1,500)

Overall, U.S. female emoji users are more likely than male users to use emoji to demonstrate or express their emotion

For example: love (83% female, 67% male), happiness (78% female, 64% male), surprise (60% female, 47% male) and support (51% female, 41% male)



Q21. Which emotions do you use emoji to express? For each emotion you select, please specify the emoji you commonly use to express that emotion.
(U.S. n=5,000, Male n=2,413, Female n=2,512)

Nine in ten emoji users across the U.S. report they are more likely to feel empathy or understanding when an emoji is used

The sentiment is largely reflected across regions, subregions and demographics. Female emoji users in the U.S. are significantly more likely than males to feel empathetic (89% vs. 86%).

Likelihood to Feel Understanding or Empathetic (Shown: Top 2 Box (somewhat/much more likely))

Demographic Breakdown

88%

Are likely to feel understanding or empathetic toward someone if they use an emoji

- CA 88%
- FL 89%
- IL 86%
- NY 89%
- TX 89%

Generation		Region		Race/Ethnicity		Gender	
Gen Z (n=808)	87%	Northeast (n=1,050)	87%	Black (n=597)	89%	Male (n=2,413)	86%
Millennial (n=1,382)	89%	South (n=1,850)	88%	Asian (n=299)	86%	Female (n=2,512)	89%
Gen X (n=1,310)	87%	Midwest (n=900)	88%	Hispanic (n=846)	88%	Other (n=67)*	88%
Boomer (n=1,500)	87%	West (n=1,200)	87%				

Emoji users continue to want more inclusive and representative emoji.



Differences in Emoji Inclusivity Views Across the Country

Emoji are widely used across the country as a key component of communication and self-expression. Nationally, states have a unique viewpoint and interpretation of emoji inclusivity and representation depending on geographic context.

California

- Strong belief that emoji should strive for more inclusion
- Most interested in more age emoji
- Do not see their skin tone reflected in today's emoji and want more customization.
- Most likely to want more customization options
- More optimistic about the future of emoji

Illinois

- Less concerned with customizing emoji to reflect personal appearance and having more options to do so
- Less inclined to believe emoji can positively impact social justice movements

New York

- Strong conviction that emoji should strive for more inclusivity
- Most interested in more race / ethnicity emoji
- More likely to use skin tone modifiers to customize emoji
- More likely to believe emoji spark conversations on social issues

Texas

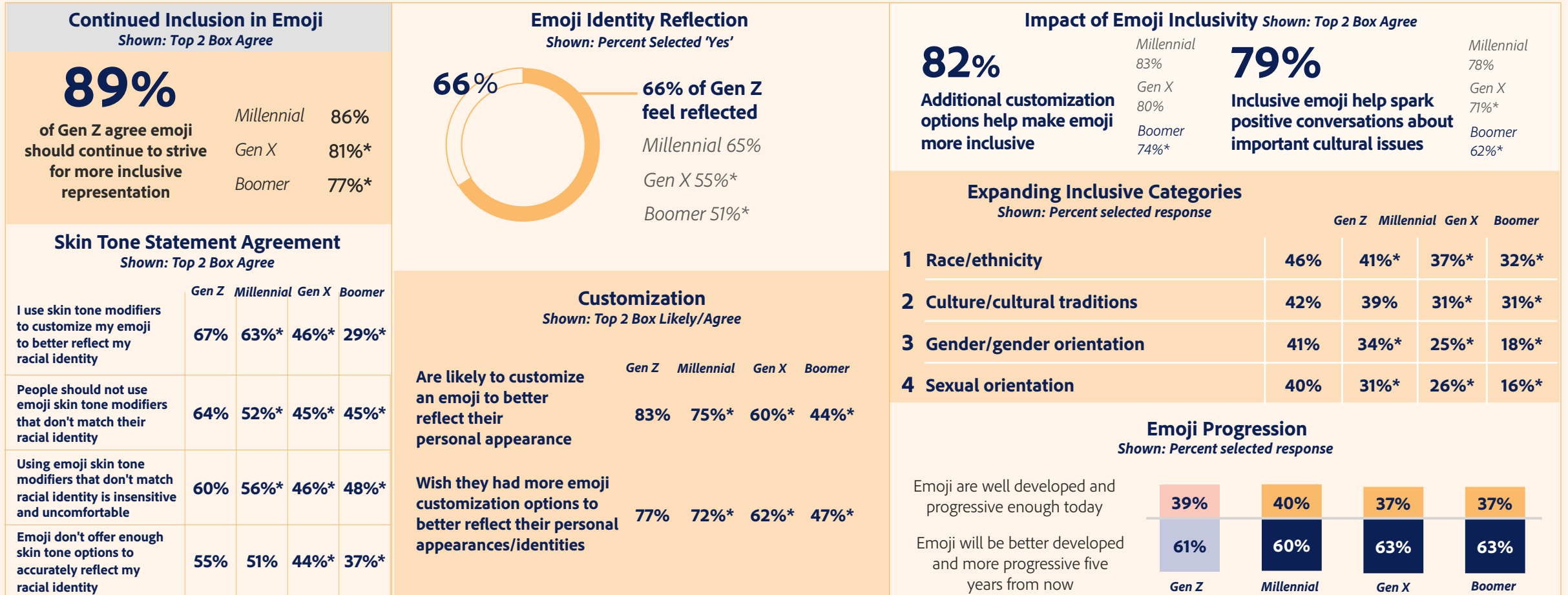
- Feel their personal identities are adequately reflected
- More likely to feel emoji do offer enough skin tone options
- More satisfied with the progress of today's emoji as is

Florida

- Less concerned with inclusive emoji communicating their authentic selves
- More likely to feel emoji do offer enough skin tone options
- See emoji as important communication tools for respect

Gen Z'ers nationally have a pulse on inclusive emoji usage, as well as how emoji must improve in order to continue progressing in the years to come

In 2022, Gen Z'ers are most excited about inclusive emoji like 'handshake featuring different skin tones', 'hand with index finger and thumb crossed' and 'person wearing a crown'.

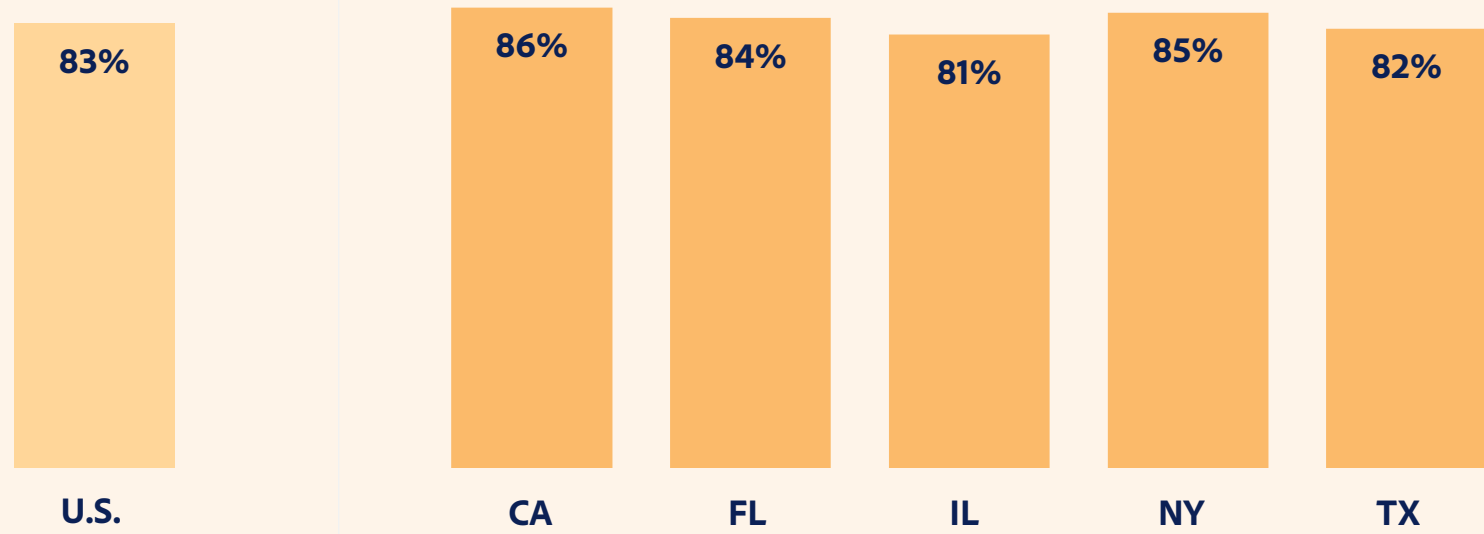


U.S. emoji users agree that emoji must continue to strive for even more inclusivity

Key states across the U.S. echo this sentiment, but none as loudly as diverse groups. U.S. emoji users who identify as members of the LGBTQIA+ community are significantly more likely to call for more inclusion (92%), as are U.S. emoji users who are disabled (86%). Black (89%), Asian (88%) and Hispanic (87%) emoji users in the U.S. are also significantly more likely than white users (80%) to agree.

Statement Agreement
(Shown: Top 2 Box Agree (somewhat/strongly agree))

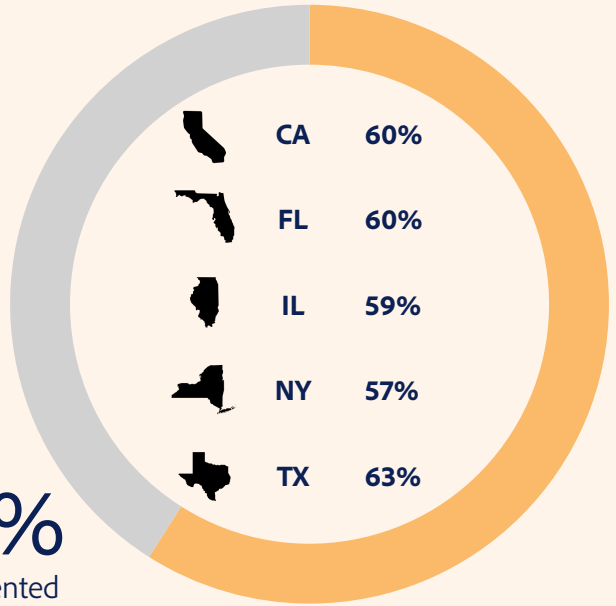
Emoji should continue to strive for more inclusive representation of users



There is more work to be done in emoji representation, as two in five U.S. emoji users feel their identities are not adequately reflected

Adequate representation continues to drop among diverse groups in the U.S., especially among non-white users – Black, Asian and Hispanic emoji users are significantly less likely to feel their identities are represented compared to white users.

59%
Feel represented



41%
Don't feel represented or are unsure

Emoji Identity Reflection (Shown: Percent selected response)

U.S. DE&I Breakdown (Shown: Percent selected 'Yes')

Sexuality/Gender		Race/Ethnicity		Disability	
LGBTQIA+ (n=653)	57%	white (n=3,085)	61%	Disability (Any) (n=1,374)	55%
Lesbian/Gay (n=213)	57%	Black (n=597)	53%	Physically disabled (n=711)	50%
Bisexual/Pansexual (n=401)	61%	Asian (n=299)	53%	Intellectually disabled (n=104)	54%
Transgender (n=47)*	53%	Hispanic (n=846)	58%	Neurodivergent (n=261)	57%

Q27. Thinking about the emojis currently available, do you feel your gender identity, racial identity, sexual orientation, religious identity, and/or cultural identity are adequately reflected? (U.S. n=5,000, CA n=500, FL n=500, IL n=500, NY n=500, TX n=500)

*Small sample size: Directional findings only.

Representation means that every U.S. emoji user has the option to be their true self, and have their self image be understood by others

Emoji are more than text symbols - they are extensions of how emoji users want and need to show up when communicating with the world around them.

Importance of Representation in Emoji (Shown: Top 5 Coded open-end response, Open-end response)

#1	Communication ability <i>(e.g., ease of communication, fast or quick communication)</i>
#2	Equality
#3	Representation
#4	Expression/emotional associations <i>(e.g., sharing or showing emotion, sharing or showing feelings, expressing happy, fun, love)</i>

"Humans are varied in many different ways beyond skin color. The way we view ourselves through emojis is important. I always use this lady 🍷 and had no idea for the longest time there were other shades." – U.S. Emoji User

"Emojis seem small and simple but having many options for all kinds of people is incredibly important, especially for young people to be comfortable with seeing lots of different ways people can be in the world." – U.S. Emoji User, Florida

"Emojis are supposed to make conversations more enjoyable and lighthearted. Sometimes they represent you yourself, and if the emoji look nothing like you, then what's the point in them being there?" – U.S. Emoji User, Gen Z

"I want people to understand that I'm an African American woman, so I want emojis to look like me. And I don't want to misjudge someone else." – U.S. Emoji User, Illinois

"I like being able to use emojis that are from my culture, especially for food or objects. I was really happy when the moon cake 🥮 and red envelope 🧧 came out." – U.S. Emoji User, California

"It is important to me because I care about equality and representation for all. I love myself, my friends and family who are not the 'norm' of society. We all deserve to be included no matter who we are!" – U.S. Emoji User, LGBTQIA+ Community

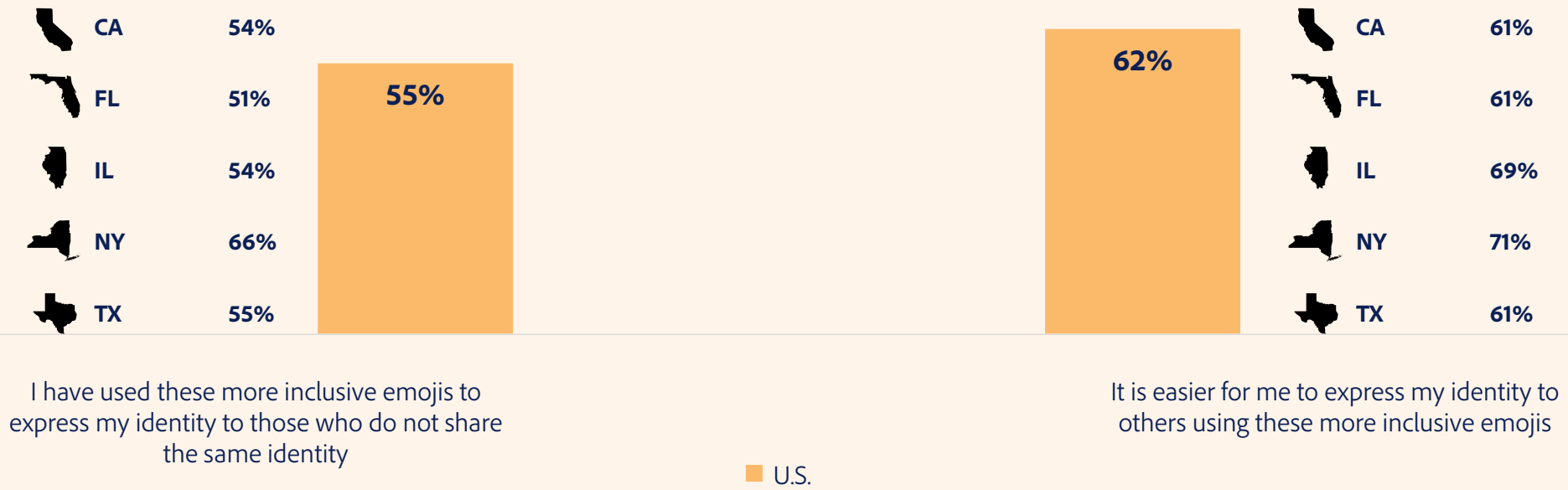


Q34. Thinking about inclusivity, why is representation in emoji important to you? Please be as specific as possible. (U.S. n=5,000, CA n=500, FL n=500, IL n=500, NY n=500, TX n=500)

For U.S. emoji users who do feel represented, the benefits are clear – nearly two-thirds are able to more easily communicate their identity

Emoji users who are part of the LGBTQIA+ community (78%), or who are disabled (67%), are significantly more likely to agree inclusive emojis make it easier to express their identity. Black (80%), Asian (77%) and Hispanic (80%) emoji users are significantly more likely to agree compared to white users (53%). Gen Z'ers are also significantly more likely to agree versus their generational counterparts (81% vs. 73% Millennials, 59% Gen X'ers, 40% Boomers).

Benefits of Emoji Identity Reflection
(Shown: Top 2 Box Agree (somewhat/strongly agree))



Q29. Thinking about the emojis that you use to communicate your gender identity, racial identity, sexual orientation, religious identity, cultural identity, and/or disability please rate how much you agree or disagree with the following statements. Among those who feel represented: (U.S. n=3,021, CA n=312, FL n=310, IL n=300, NY n=293, TX n=330)

Age, race/ethnicity and culture are the top categories of inclusive emoji U.S. users would like to see expanded

Age especially resonates with female emoji users (43% vs. 38% male) and Boomers (43%), followed by Millennials (41%), Gen Z'ers (40%) and Gen X'ers (38%). Gen Z'ers (46%), Millennials (41%) and Gen X'ers (37%) are more likely to indicate a desire to see better race/ethnicity reflection in emoji options than Boomers (32%). By subregion, emoji users in East South Central are least likely to want more inclusive race/ethnicity options (31% vs. 42% New England, 40% South Atlantic, 40% Pacific Northwest).

Expanding Inclusive Categories
(Shown: Percent selected response)

48% of disabled U.S. emoji users want to see more disability options.

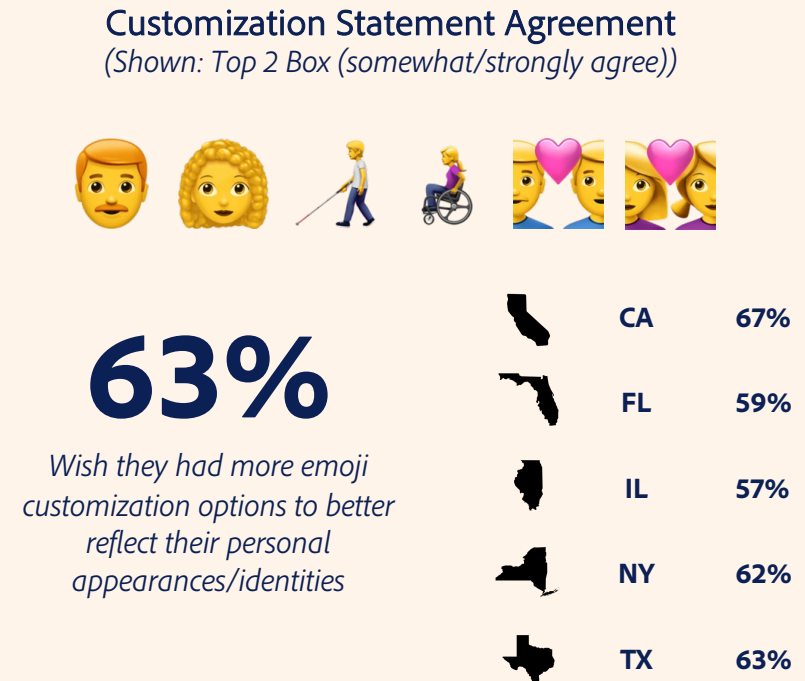
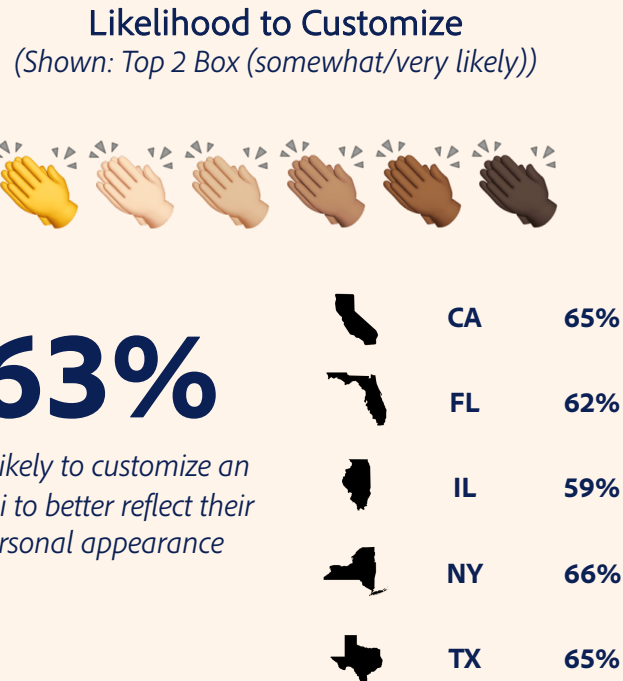
63% of LGBTQIA+ emoji users in the U.S. want more sexual orientation representation.

	U.S.	CA	FL	IL	NY	TX
Age	40%	46%	40%	40%	38%	40%
Race/ethnicity	38%	43%	37%	39%	46%	36%
Culture/cultural traditions	35%	43%	39%	36%	40%	35%
Disability	34%	32%	28%	32%	27%	31%
Profession/vocation	30%	31%	35%	27%	30%	27%
Religion/beliefs	30%	28%	30%	25%	25%	28%
Gender/gender orientation	28%	29%	23%	26%	26%	25%
Sexual orientation	27%	26%	26%	29%	26%	24%

Q36. Thinking about diversity, which categories of emoji do you wish to see more inclusive representation in? (U.S. n=5,000, CA n=500, FL n=500, IL n=500, NY n=500, TX n=500)

A majority of U.S. emoji users customize their emoji and want even more customization options to better reflect how they see themselves

By region, emoji users in the Northeast (68%) are more likely to customize emoji than users in the Midwest (62%) and the South (61%). Among diverse groups, the likelihood of customization increases. Three in four (75%) LGBTQIA+ users and two in three (66%) disabled users are likely to customize, with 79% and 68% wishing they had more customization options, respectively. 81% of Black emoji users, 66% of Asian emoji users and 75% of Hispanic emoji users are likely to customize, with 83%, 71% and 76% wishing they had more options, respectively.



Q38. How likely are you to customize an emoji to better reflect your personal appearance? For example, adjusting skin tone or hair color. Q39. Please rate how much you agree or disagree with the following statement: I wish I had more emoji customization options to better reflect my personal appearance/identity.
(U.S. n=5,000, CA n=500, FL n=500, IL n=500, NY n=500, TX n=500)

Hairstyle and color, eye color, accessories and body type top the list of customizations that would better capture personal appearance

Black (57%), Asian (45%) and Hispanic (45%) emoji users are more likely than white users (28%) to identify skin tone as a top option. In general, female emoji users are more likely than males to want a variety of customization options (e.g., hairstyle/color (59% vs. 40%), eye color (47% vs. 34%), accessories (46% vs. 34%).

Emoji Customization Types
(Shown: Percent selected response)

	U.S.	CA	FL	IL	NY	TX
Hairstyle/color	50%	51%	50%	46%	47%	52%
Eye color	41%	44%	38%	35%	34%	41%
Accessories, such as glasses	40%	39%	39%	34%	37%	40%
Body type	40%	36%	35%	35%	39%	40%
Skin tone	36%	41%	33%	29%	39%	36%
Gender/sex	31%	35%	27%	27%	32%	31%
Body modification/tattoo/piercing	29%	29%	26%	21%	27%	30%
Outfit color	26%	26%	22%	23%	24%	23%
Birthmarks/freckles	21%	22%	18%	20%	19%	21%
Makeup	21%	22%	18%	16%	23%	22%

U.S. emoji users in the Midwest (54%) are most likely to say hairstyle and color options would better reflect their appearance compared to those in the Northeast (49%), the South (49%), and the West (49%).

Emoji users in the East North Central states are more likely to say more makeup options would better reflect their appearance (26% vs. 16% New England, 20% Pacific Northwest).

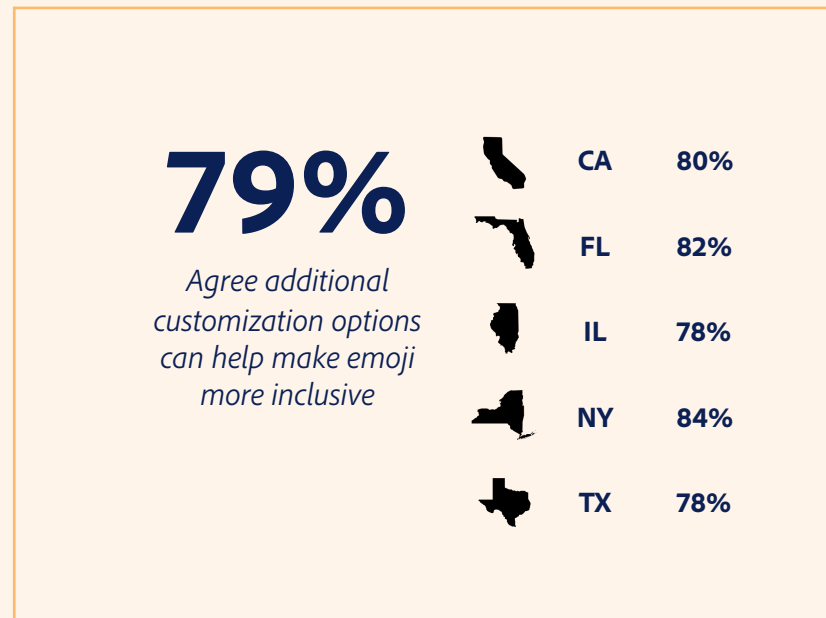
The majority of U.S. emoji users feel that more customization options will address where inclusivity falls short

By generation, Gen Z'ers (82%), Millennials (83%) and Gen X'ers (80%) are more likely to agree than Boomers (74%). By region, U.S. emoji users in the Midwest are more likely than those in the South to agree (82% vs. 78%); users in the East North Central subregion are more likely to agree than users in the Mid-Atlantic, East South Central and the Pacific Northwest (83% vs. 78%, 76%, 77% respectively).

Impact of Customization

(Shown: Top 2 Box (somewhat/strongly agree))

DE&I Breakdown

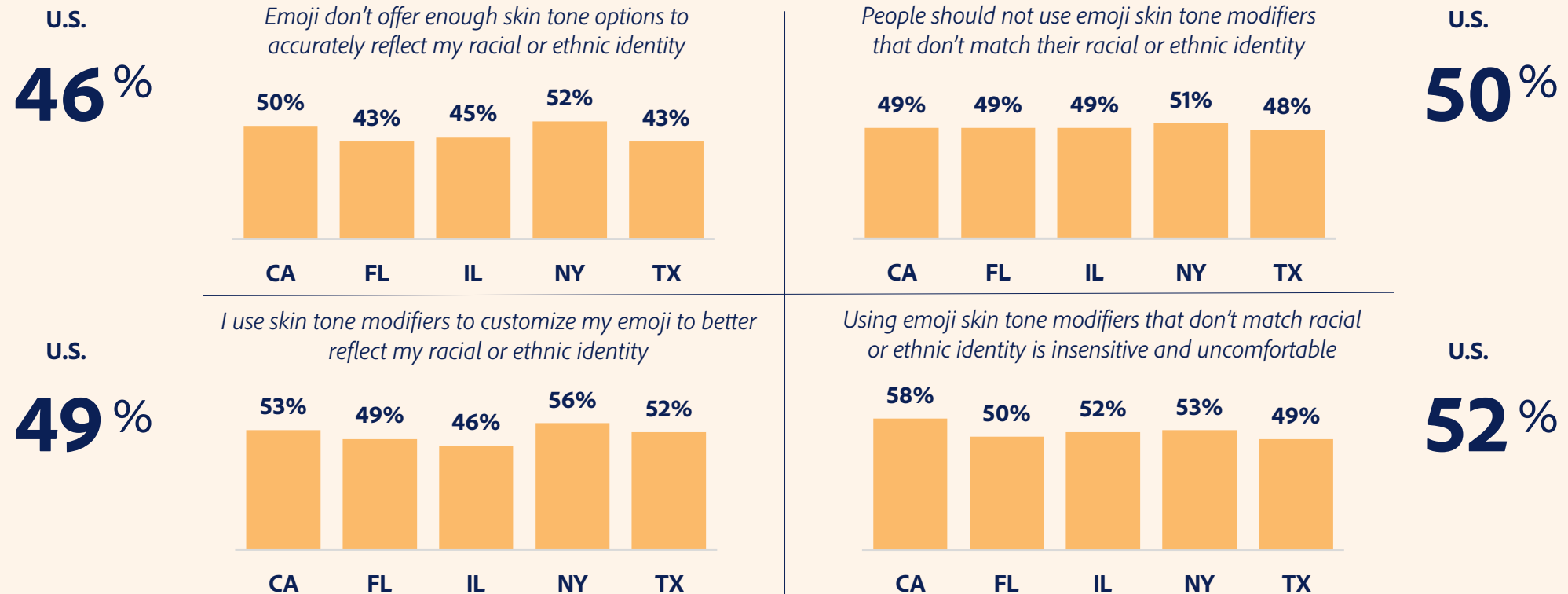


Disability		Sexuality/Gender		Race/Ethnicity		Language	
Physically disabled (n=711)	79%	LGBTQIA+ (n=653)	86%	Black (n=597)	84%	Single language (n=4,127)	79%
Deaf/hard of hearing (n=287)	78%	Lesbian/Gay (n=213)	85%	Asian (n=299)	84%	Multi-lingual (n=810)	80%
Blind/low vision (n=462)	82%	Bisexual/ Pansexual (n=401)	87%	Hispanic (n=846)	79%		
Intellectually disabled (n=104)	78%	Transgender (n=47)*	93%				
Neurodivergent (n=261)	84%						

Skin tone options are an integral part of the ongoing emoji inclusivity conversation – they must be representative and used appropriately

Black (62%), Asian (60%) and Hispanic (58%) emoji users are significantly more likely to feel emoji don't offer enough skin tone options for their racial and ethnic identities (vs. 37% white). Sentiment also varies by region – emoji users in the Northeast agree skin tone options are lacking compared to Midwest users (48% vs. 43%). And, emoji users across the Northeast (53%), South (48%) and West (52%) are more likely to use skin tone modifiers than the Midwest (44%).

Skin Tone Statement Agreement
(Shown: Top 2 Box Agree (somewhat/strongly agree))



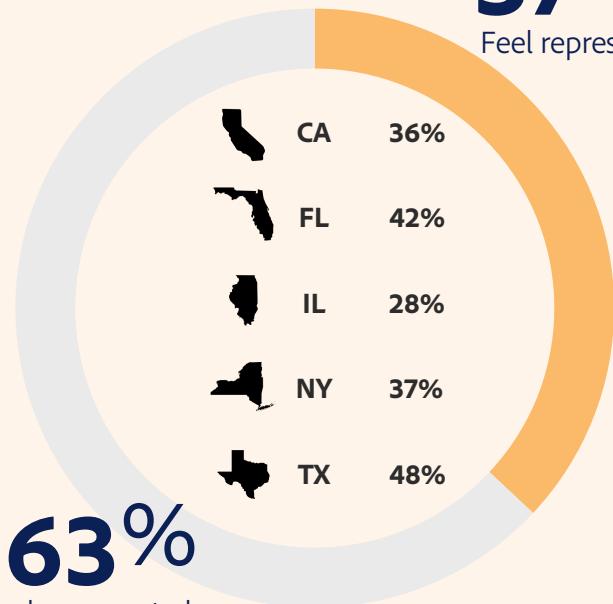
Q37. Please rate how much you agree or disagree with each of the following statements about skin tone.
(U.S. n=5,000, CA n=500, FL n=500, IL n=500, NY n=500, TX n=500)

The need for better inclusion extends to disabilities, with three in five disabled U.S. emoji users feeling underrepresented

Older generations of emoji users with a disability feel the least represented (26% Boomers, 35% Gen X'ers vs. 47% Millennials, 50% Gen Z'ers).

Emoji Disability Reflection (Shown: Percent selected 'Yes')

37%
Feel represented



63%

Don't feel represented or are unsure

DE&I Breakdown

Disability	
Physically disabled (n=711)	29%
Deaf/hard of hearing (n=287)	42%
Blind/low vision (n=462)	42%
Intellectually disabled (n=104)	50%
Neurodivergent (n=261)	34%

Desired Inclusive Disability Emoji (Shown: Open-end response)

"More [emoji actions] with a wheelchair or cane. [For example] dancing or racing in a wheelchair."
– U.S. Emoji User with a disability

"More different colored support ribbons for different conditions."
– U.S. Emoji User with a disability

"Lupus could have an L and butterfly on it. More medical equipment and implications for surgery or injured should be included or able to be downloaded easily."
– U.S. Emoji User with a disability

Q28. Thinking about emojis currently available, do you feel your disability is adequately reflected? Among those who have a disability: (U.S. n=1,374, CA n=115, FL n=137, IL n=103, NY n=121, TX n=117)



















Q31. Which emojis related to your disability would you like to see included? Among those who have a disability and do not feel adequately reflected: (U.S. n=561, CA n=41*, FL n=53*, IL n=47*, NY n=53*, TX n=43*)

*Small sample size: Directional findings only.

U.S. emoji users are most excited about new emoji that are racially and gender inclusive – handshake with different skin tone ranks first, followed by person wearing crown and pregnant person

Users in the Northeast (14%) and West (13%) are significantly more excited by 'pregnant person' than users in the South (10%).

New Inclusive Emoji
(Shown: Top 3 by percent selected response)

	U.S.	CALIFORNIA	FLORIDA	ILLINOIS	NEW YORK	TEXAS
#1						
#2						
#3						

Q33. Which of the following new, more inclusive emojis are you most excited to see included on the emoji keyboard? Please select all that apply.
(U.S. n=5,000, CA n=500, FL n=500, IL n=500, NY n=500, TX n=500)

Nationally, Gen Z'ers and Millennials are significantly more excited by nearly every emoji shown than Boomers

Gen Z'ers are especially more likely to be interested in 'hand with index finger and thumb crossed' than any other generation (34%, vs. 26% Millennial, 22% Gen X, 17% Boomer).

New Inclusive Emoji – By Generation (Shown: Top 3 by percent selected response)

	U.S.	GEN Z	MILLENNIAL	GEN X	BOOMER
#1					
#2					
#3					

Q33. Which of the following new, more inclusive emojis are you most excited to see included on the emoji keyboard? Please select all that apply.
(U.S. n=5,000, Gen Z n=808, Millennial n=1,382, Gen X n=1,310, Boomer n=1,500)

Inclusive emoji do more than expand representation, as U.S. emoji users believe these emoji can also drive awareness of diverse groups of people

Female emoji users (77% vs. 73% Male) and younger generations (79% Gen Z'ers, 78% Millennial, 75% Gen X'ers vs. 71% Boomers) especially believe this to be true. In the West, emoji users are more likely to agree than users in the South (77% vs. 73%). Emoji users across nearly all U.S. subregions are more likely to agree than users in East South Central states (69% vs. 78% Mountain, 76% Mid-Atlantic, 76% Pacific Northwest, 74% South Atlantic).

Emoji Inclusivity Statement Agreement (Shown: Shown: Top 2 Box Agree (somewhat/strongly agree))



75%

Agree inclusive emojis can help raise awareness of diverse groups of people (e.g., different cultures, abilities/disabilities, etc.)

	CA	79%
	FL	79%
	IL	74%
	NY	77%
	TX	74%

DE&I Breakdown

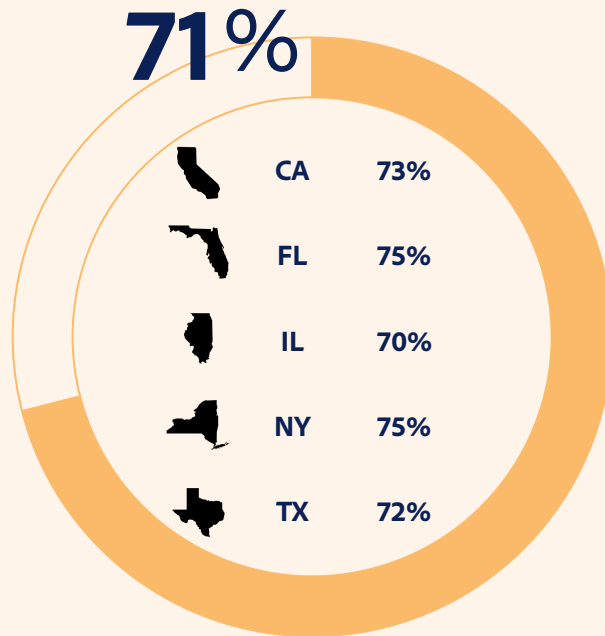
Disability		Sexuality/Gender		Race/Ethnicity		Language	
Physically disabled (n=711)	76%	LGBTQIA+ (n=653)	83%	Black (n=597)	83%	Single language (n=4,127)	75%
Deaf/hard of hearing (n=287)	77%	Lesbian/Gay (n=213)	85%	Asian (n=299)	84%	Multi-lingual (n=810)	80%
Blind/low vision (n=462)	79%	Bisexual/Pansexual (n=401)	81%	Hispanic (n=846)	76%		
Intellectually disabled (n=104)	71%	Transgender (n=47)*	85%				
Neurodivergent (n=261)	83%						

The majority of U.S. emoji users believe emoji have the power to influence change, from promoting unity and respect to furthering important cultural and societal conversations

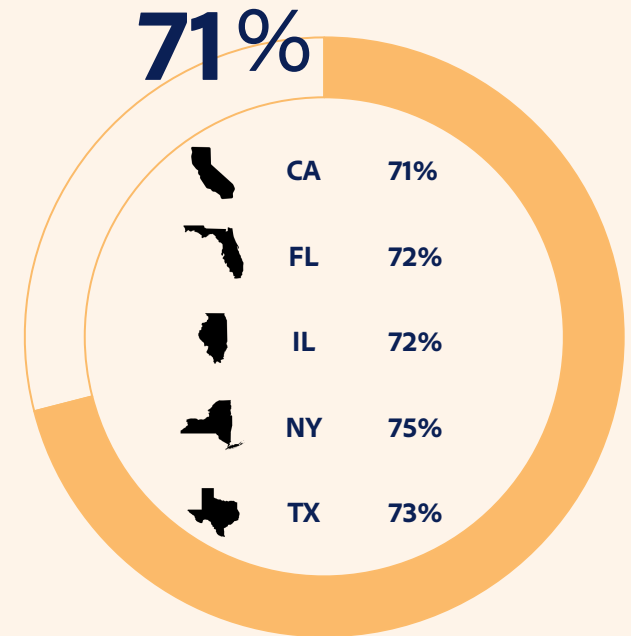
Black (81%), Asian (78%) and Hispanic (77%) emoji users are significantly more likely to agree on the ability of inclusive emoji to start these conversations compared to white users (67%). Gen Z'ers and Millennials are more likely to feel that emoji are an important communication tool (77%, 78% respectively, compared to 71% Gen X'ers, 61% Boomers) and that inclusive emoji can help spark positive conversations (79% and 78%, vs. 71% and 62%).

Emoji Inclusivity Statement Agreement (Shown: Top 2 Box Agree (somewhat/strongly agree))

Emoji are an important communication tool for creating unity, respect and understanding of one another



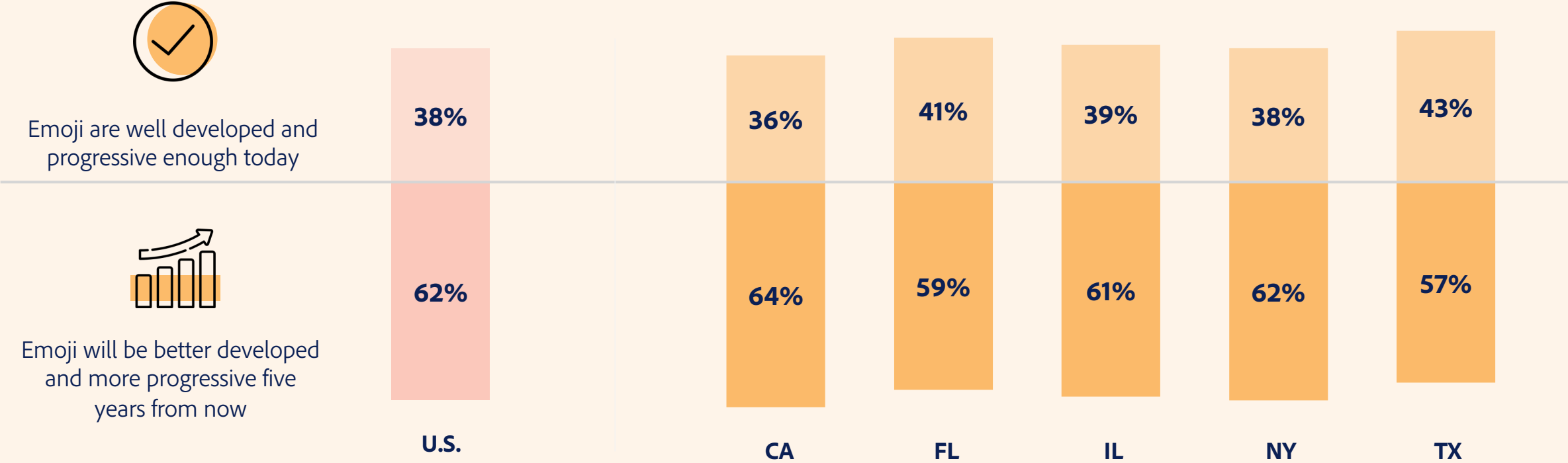
Inclusive emoji can help spark positive conversations about important cultural and societal issues



U.S. emoji users are optimistic about the future of emoji – the majority agree that the next 5 years will bring even more progress

Female emoji users are more likely than Males to see promise in the future of emoji (65% vs. 59%). Emoji users across nearly all U.S. subregions are more likely than users in East South Central to also believe emoji will be better developed over time (55% vs. 66% Mountain, 64% West North Central, 63% South Atlantic, 63% East North Central, 62% Mid-Atlantic).

Emoji Progression
(Shown: Percent selected response)

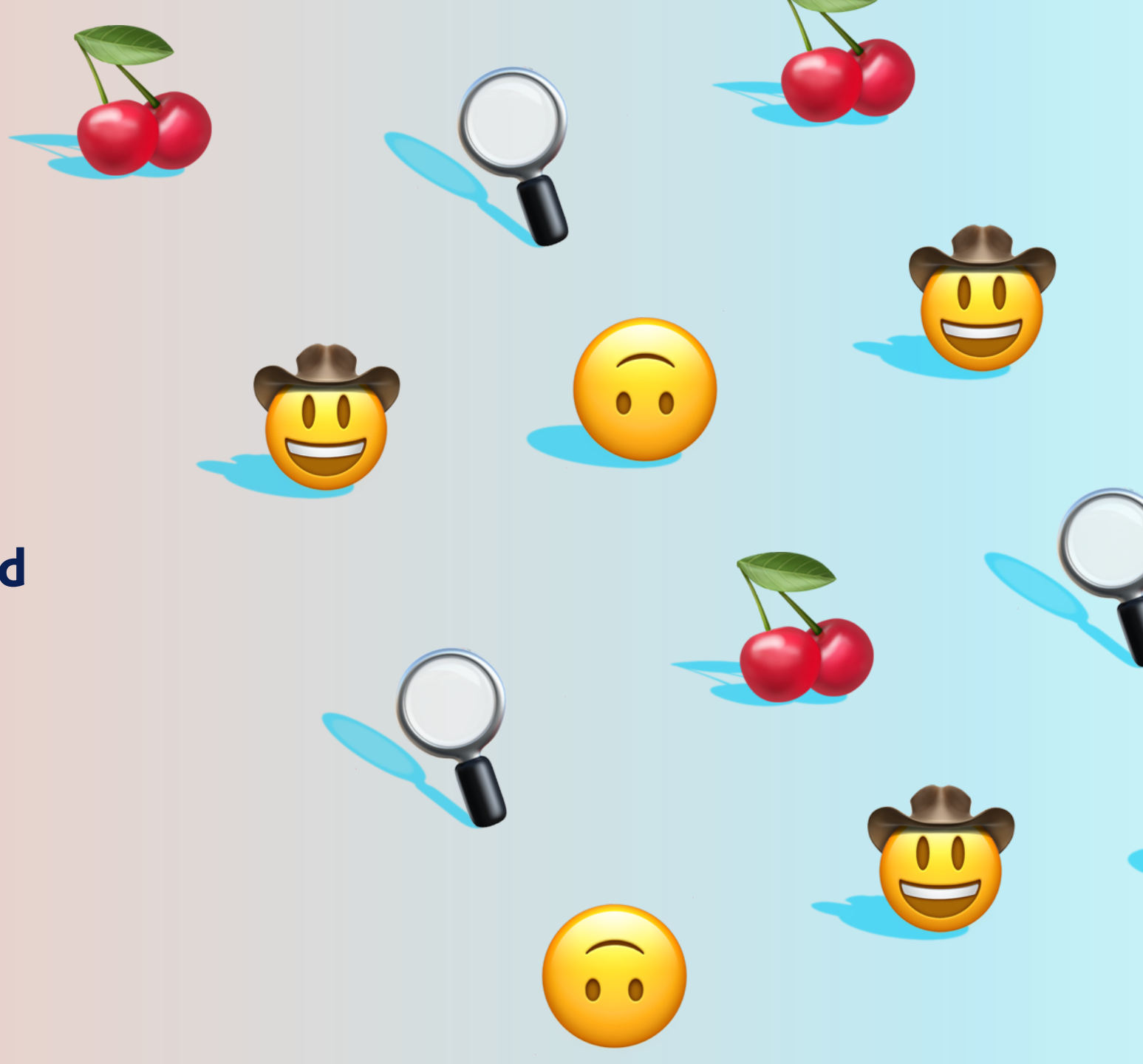


Emoji are well developed and progressive enough today



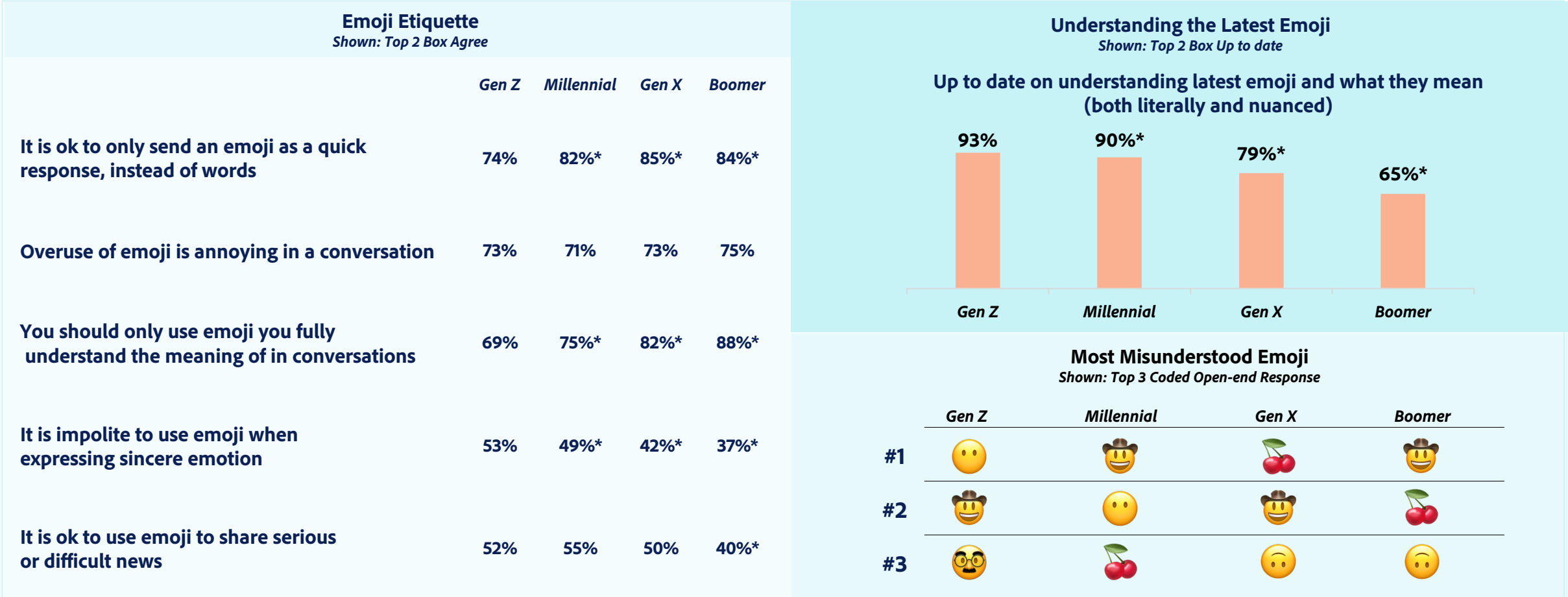
Emoji will be better developed and more progressive five years from now

Emoji don't always mean what you think they do and are always changing.



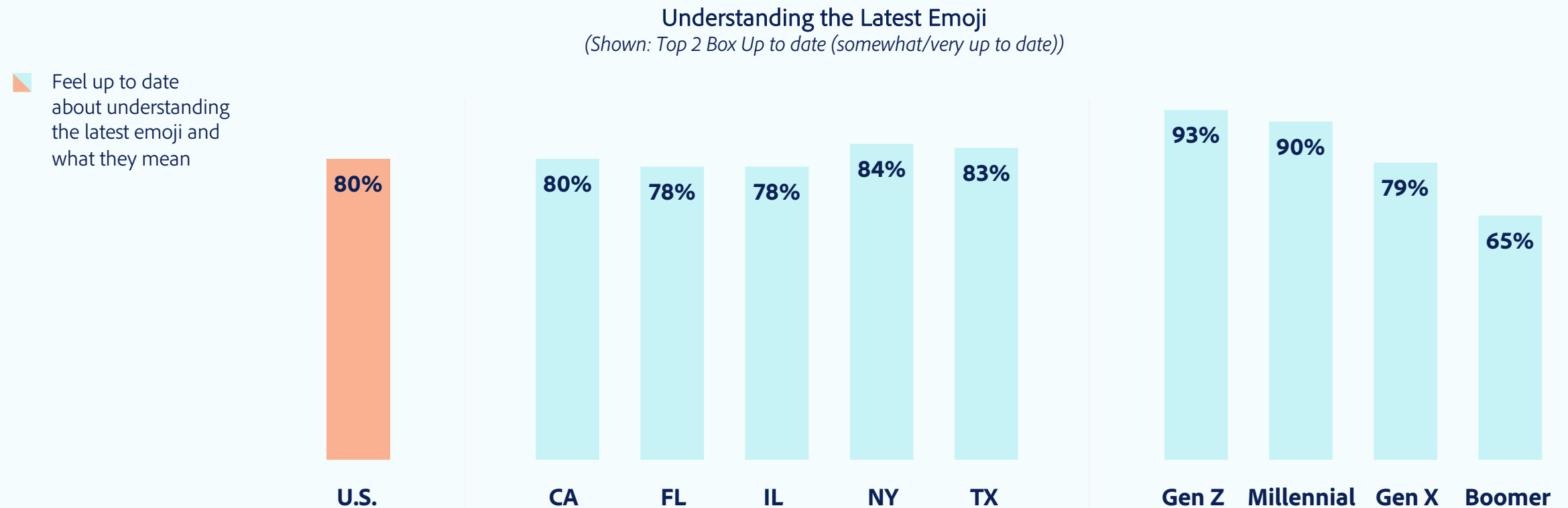
Gen Z emoji users are the most up-to-date on current emoji meanings, but are less likely to feel bound to those meanings when using emoji

When it comes to communicating sincere emotions, older generations are more likely than Gen Z'ers to feel emoji are appropriate and genuine.



A majority of U.S. emoji users feel they are up-to-date on the latest emoji and emoji meanings

Emoji users living in New York are significantly more likely than users in Florida and Illinois to believe they are caught up on the latest meanings. Gen Z'ers are significantly more likely to report being up to date compared to all other generations. Black (88%) and Hispanic (88%) emoji users are more likely to say they are personally up-to-date compared to white (76%) and Asian (78%) users.



Q16. How up to date do you personally feel about understanding the latest available emoji and what they mean (both literally and nuanced)?
(U.S. n=5,000, CA n=500, FL n=500, IL n=500, NY n=500, TX n=500, Gen Z n=808, Millennial n=1,382, Gen X n=1,310, Boomer n=1,500)

Four in five U.S. emoji users agree that only emoji you fully understand should be used in conversation

Older generations are significantly more likely to agree with this sentiment (Boomers 88%, Gen X'ers 82%, Millennials 75% vs. Gen Z'ers 69%). Users in the South (82%) are also more likely to agree full understanding is a necessity of emoji use than users in the Midwest (77%), Northeast (78%) and West (79%). Users in the South Atlantic (83%) subregion prioritize understanding of emoji meaning more than users in the Mid-Atlantic (78%) and Mountain (76%) subregions.

Emoji Etiquette

(Shown: Top 2 Box Agree (somewhat/strongly agree))

	U.S.	CA	FL	IL	NY	TX	Gen Z	Millennial	Gen X	Boomer
It is ok to only send an emoji as a quick response, instead of words	82%	80%	85%	82%	82%	83%	74%	82%	85%	84%
You should only use emoji you fully understand the meaning of in conversations	80%	79%	83%	81%	81%	77%	69%	75%	82%	88%
Overuse of emoji is annoying in a conversation	73%	73%	74%	77%	73%	72%	73%	71%	73%	75%

However, U.S. emoji users are still more likely to identify emoji by their literal meaning versus new, trending uses

For example, few emoji users identify that kissing face (😘) can express either agreement or realization of something (“ooh”), or that thumbs up (👍) can be a passive aggressive response. Likewise, cowboy hat face (🤠) is not associated with its nuanced message – feeling sad or angry but pretending to be happy.

Understanding the Latest Emoji – Nuanced (Shown: Top 3 Coded open-end response)



Pleading/begging (37%)	Fruit/food (42%)	Acting silly (15%)	Cowboy (44%)	Affirmative/Agree (57%)	Dancing (44%)	Baseball (24%)	Affection (84%)
Sad/about to cry (16%)	Cherry/snack (32%)	Confused (15%)	Country (11%)	Well wishes (19%)	Happy mood (16%)	Clothing/wear a hat (20%)	Blow a kiss (51%)
Asking/questioning (11%)	Woman's body (21%)	Dying on the inside (9%)	Giddy up/Yeehaw (9%)	Good job (13%)	Celebration (10%)	All cap/no cap (slang) (19%)	I like you (26%)
Don't know (3%)	Don't know (12%)	Don't know (8%)	Don't know (8%)	Don't know (0%)	Don't know (4%)	Don't know (8%)	Don't know (1%)

Q17. For each emoji listed below, please specify what you believe each emoji to mean. If you are not sure, your best guess is fine.
(U.S. n=5,000, CA n=500, FL n=500, IL n=500, NY n=500, TX n=500)

The cowboy hat face and cherries emoji are the most misunderstood emoji across the U.S., followed by upside-down face

Generationally, Boomers (24%), Gen X'ers (18%) and Millennials (14%) are less sure of cowboy hat face than Gen Z'ers (10%). Gen Z emoji users are most unsure about the face without mouth emoji (😬, 15%), more so than Gen X'ers (9%) and Boomers (6%). By subregion, East North Central (17%), East South Central (16%) and West South Central (16%) users are more likely to misunderstand the upside-down face compared to West North Central (9%) and Pacific Northwest (10%) users.

Most Misunderstood Emoji
(Shown: Top 3 Coded open-end response)

	U.S.	CALIFORNIA	FLORIDA	ILLINOIS	NEW YORK	TEXAS
#1	🤠	🍒	🤠	🍒	🍒	🍒
#2	🍒	🤠	🍒	🤠	🤠	😬
#3	😬	😬	😬	😬	😬	🤠

Q18. Which emojis, if any, do you not understand or are unsure of the meaning of?
Those who did not select "None": (U.S. n=3,086, CA n=310, FL n=322, IL n=334, NY n=297, TX n=330)

Emoji can present challenges when misinterpreted or perceived as impersonal or dishonest

By region, Northeastern users are most likely to agree they have been offended by an emoji sent to them (35% vs. 28% Midwest, 30% South, 30% West). By subregion, Mid-Atlantic emoji users are more likely than nearly all other subregions to agree they have gotten in trouble with friends/family for an emoji they used (32% vs. 24% New England, 26% South Atlantic, 26% Mountain). Gen Z'ers are the most likely to agree that they have sent an emoji that was misinterpreted (67% vs. 58% Millennial, 48% Gen X, 26% Boomer).

Challenges of Emoji

(Shown: Top 2 Box Agree (somewhat/strongly agree))

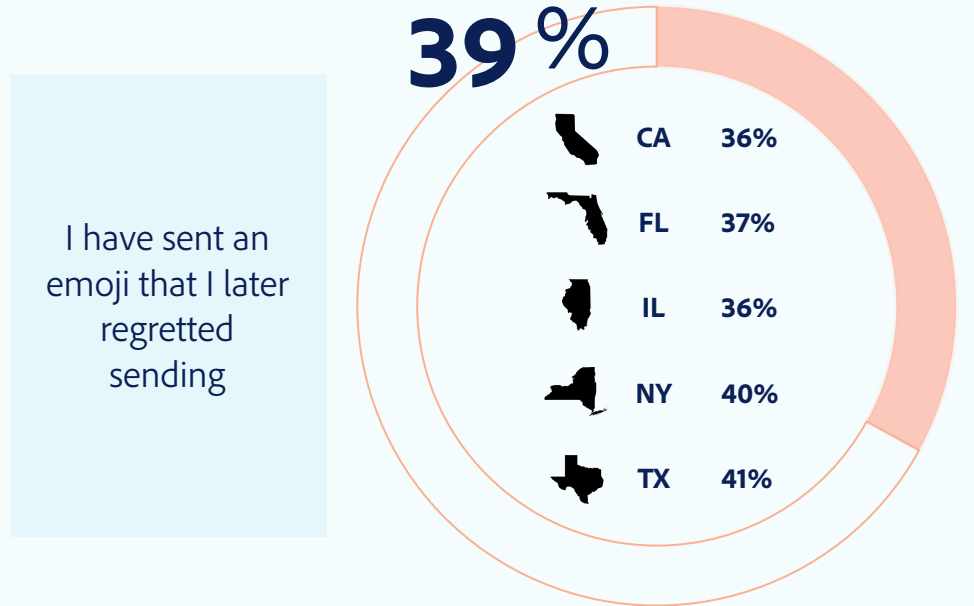
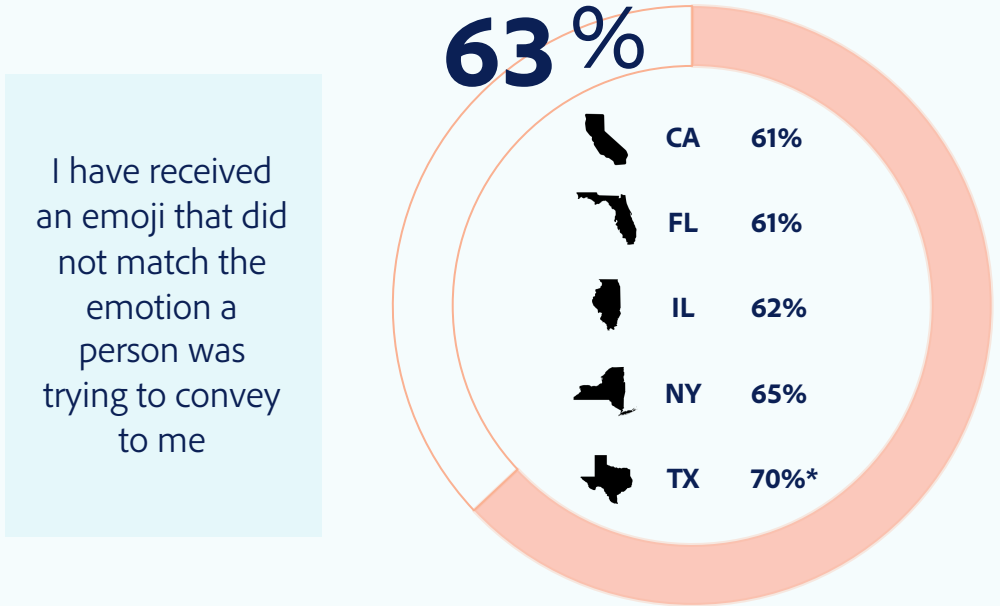
	U.S.	CA	FL	IL	NY	TX
Emoji can come across as generic or impersonal	57%	58%	55%	60%	59%	54%
Emoji can be a barrier to honest and direct communication	57%	59%	51%	56%	58%	61%
I have sent an emoji that was misinterpreted or taken out of context	47%	45%	43%	45%	49%	51%
I have been offended by an emoji sent to me, either through text or online	31%	29%	29%	27%	34%	31%
I have gotten in trouble with friends, family or a significant other because of an emoji I used	27%	26%	26%	25%	27%	27%

Nearly two-thirds of U.S. emoji users have received emoji that did not match the tone or emotion of a message

Still, emoji users remain confident in emoji they decide to send – just 2 in 5 express regret over emoji choices. Male (44%) and Gen Z (59%) emoji users are more likely to have sent an emoji they later regretted compared to female (35%) and Millennial (49%), Gen X (37%) or Boomer (22%) users. Emoji users in the Mid-Atlantic (44%) are likelier to have regretted an emoji sent compared to East North Central (37%), South Atlantic (37%) and Mountain (36%) subregion users.

Statement Agreement

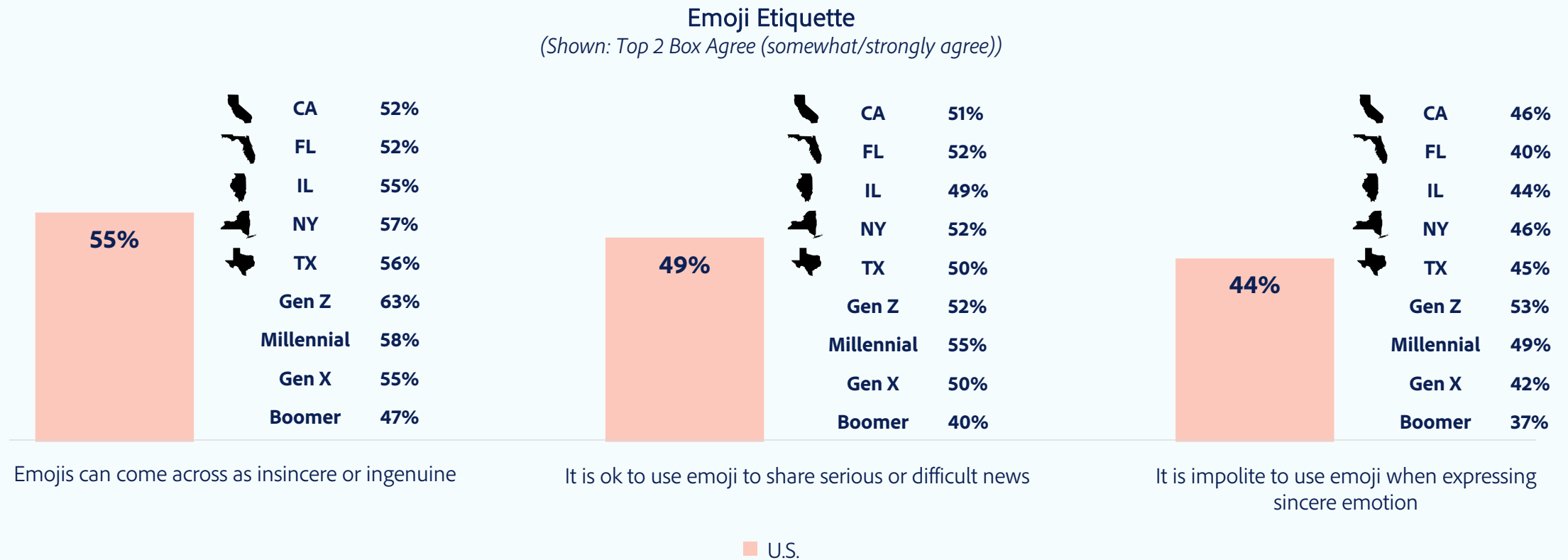
(Shown: Top 2 Box Agree (somewhat/strongly agree))



Q7. Please rate how much you agree or disagree with each of the following statements. (U.S. n=5,000, CA n=500, FL n=500, IL n=500, NY n=500, TX n=500)

The boundaries of emoji are clear – less than half of U.S. emoji users agree emoji are suitable for serious topics or sincere emotion

Male (49%) and Black (51%), Asian (48%) and Hispanic (49%) emoji users are more likely than female (40%) and white (41%) users to agree using emoji to express sincere emotion is impolite. Users in the Mid-Atlantic (60%) subregion are more likely to believe emoji can be insincere (vs. New England 48%, South Atlantic 54%, East South Central 52%, West South Central 53%).



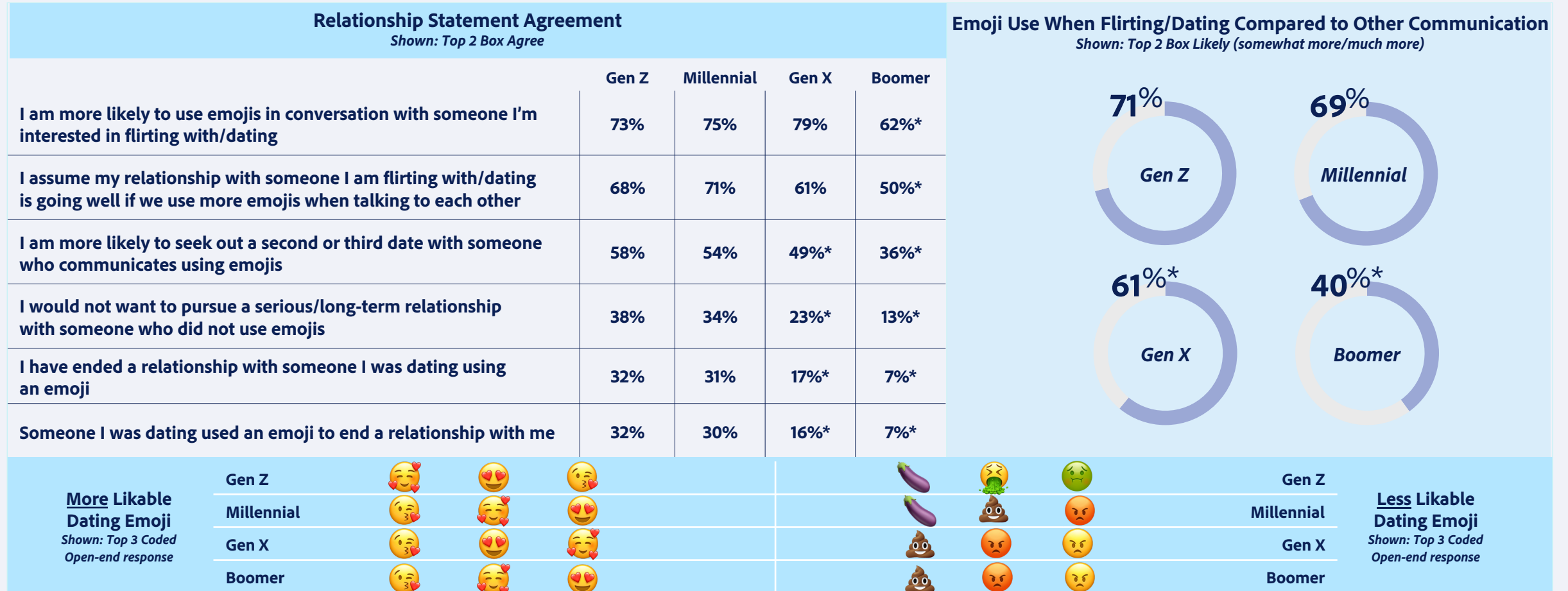
Q14. Please rate how much you agree or disagree with each of the following statements. Q15. Thinking about emoji etiquette, or appropriate ways to use emoji, please rate how much you agree or disagree with each of the following statements. (U.S. n=5,000, CA n=500, FL n=500, IL n=500, NY n=500, TX n=500, Gen Z n=808, Millennial n=1,382, Gen X n=1,310, Boomer n=1,500)

Emoji are the new love language and can make or break relationships.



Emoji are fully embedded in Gen Z'ers romantic communications – they are most comfortable using emoji to explore new relationships

Not only are Gen Z'ers the most likely to use even more emoji when flirting than in regular communication, they're also the most likely to seek out another meet-up if emoji are used.

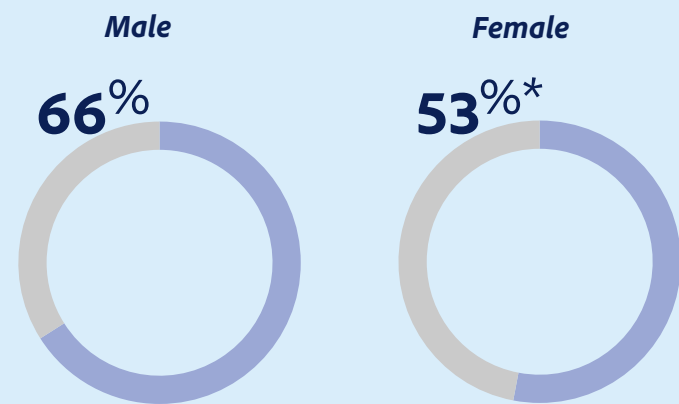


Male U.S. emoji users lean on emoji more than female users to feel out communications when flirting or dating

Male users are significantly more likely to use even more emoji when romantically talking but are also more likely to use emoji when ending a relationship.

Relationship Statement Agreement <i>Shown: Top 2 Box Agree</i>	Male	Female
I am more likely to use emojis in conversation with someone I'm interested in flirting with/dating	76%	68%*
I assume my relationship with someone I am flirting with/dating is going well if we use more emojis when talking to each other	68%	56%*
I am more likely to seek out a second or third date with someone who communicates using emojis	56%	41%*
I would not want to pursue a serious/long-term relationship with someone who did not use emojis	32%	21%*
Someone I was dating used an emoji to end a relationship with me	28%	13%*
I have ended a relationship with someone I was dating using an emoji	27%	15%*

Emoji Use When Flirting/Dating Compared to Other Communication
Shown: Top 2 Box Likely (somewhat more/much more)



More Likable Dating Emoji <i>Shown: Top 3 Coded Open-end response</i>	Male			Male	Less Likable Dating Emoji <i>Shown: Top 3 Coded Open-end response</i>
	Female			Female	

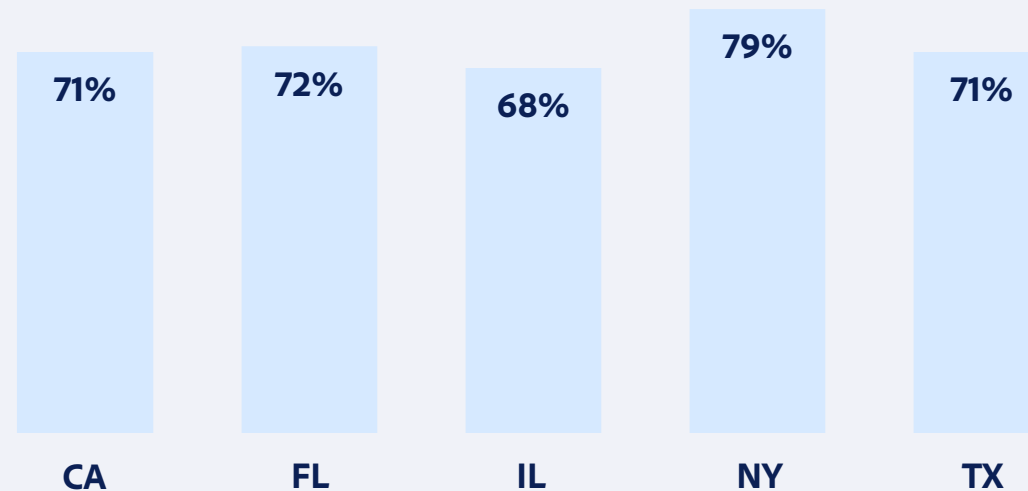
For U.S. emoji users interested in flirting with or dating someone they're talking to, emoji are a must-have

Male emoji users say they are even more likely than female users to use emoji when flirting (76% vs. 68%). Flirtatious emoji use varies by geography – users in the South are likelier than those in the Midwest to use emoji when romantically interested (73% vs. 67%). Users in the Pacific Northwest, East South Central and Mid-Atlantic subregions are more likely than users in the East North Central to use emoji when interested in flirting or dating (76%, 77%, 76% vs. 66% respectively).



U.S.

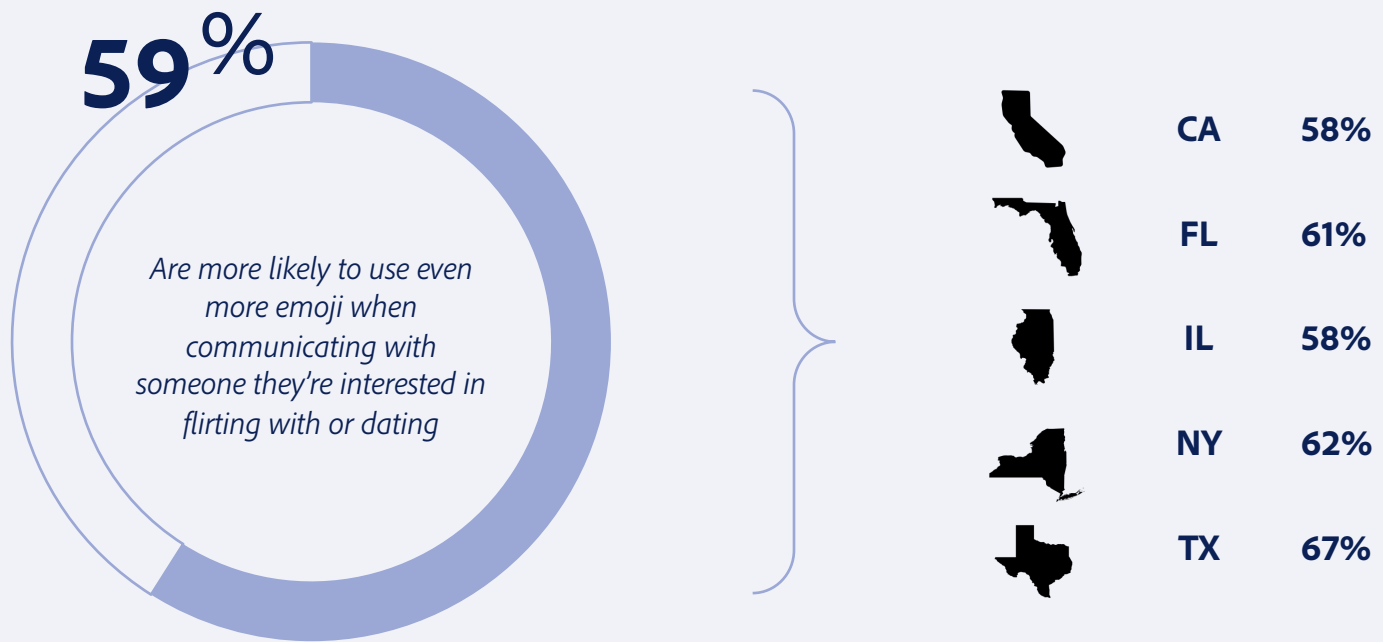
Relationship Statement Agreement
(Shown: Top 2 Box Agree (somewhat/strongly agree))



Emoji use increases with romantic interest – a majority of U.S. emoji users are more likely to use emoji in flirtatious communications

This is especially true among younger generations (Gen Z'ers 71%, Millennials 69%, Gen X'ers 61% vs. Boomers 40%). Black (66%), Asian (74%) and Hispanic (66%) emoji users are more likely to use even more emoji than in regular communications as white users (54%).

Emoji Use When Flirting/Dating Compared to Other Communication
(Shown: Top 2 Box Likely (somewhat more/much more))



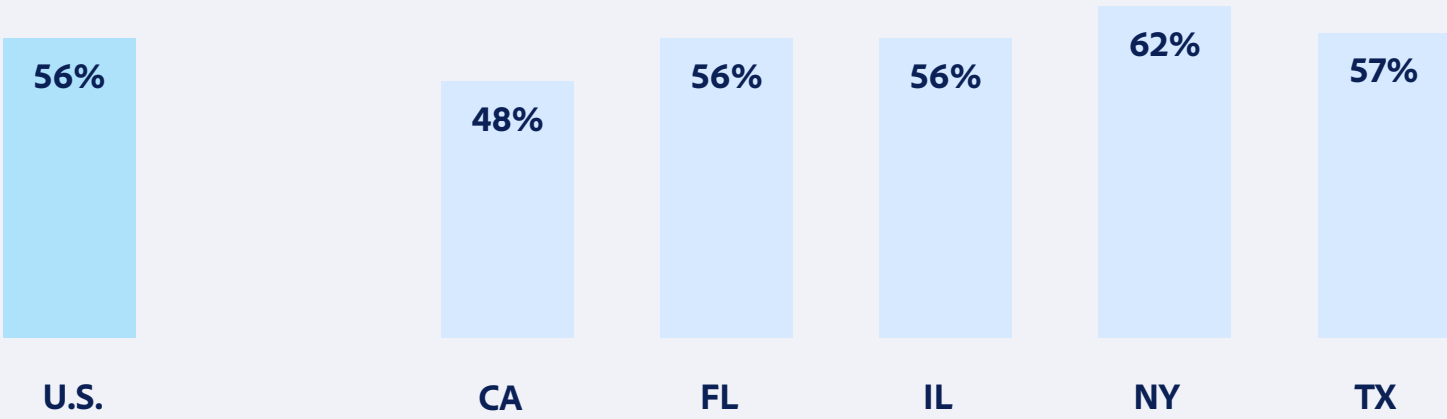
Q24. How likely are you to use emojis when communicating with someone you are flirting with or dating compared to when you communicate with others?
Among those who are single: (U.S. n=1,611, CA n=183, FL n=166, IL n=166, NY n=153, TX n=183)

More than half of U.S. emoji users prefer using emoji over words to express their feelings with someone they are interested in flirting with or dating

Boomer emoji users are the least likely to feel more comfortable using emoji over words to communicate with someone they are interested in flirting with or dating (43%, compared to 65% Gen Z, 64% Millennial, 55% Gen X). By subregion, users in the Mid-Atlantic (64%) are more likely to agree than users in East North Central (53%), West South Central (51%) and Mountain (52%) subregions.

Relationship Statement Agreement
(Shown: Top 2 Box Agree (somewhat/strongly agree))

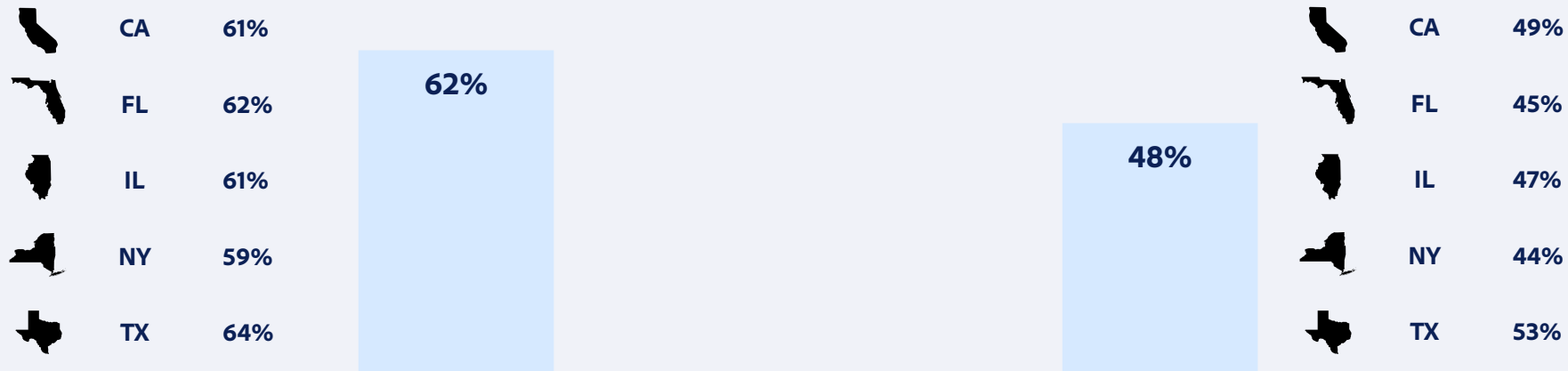
I feel more comfortable expressing my feelings to someone I'm interested in flirting with/dating through emoji than I am with words



U.S. emoji users look to emoji as a gauge of relationship success and an indicator of future date potential

Compared to Midwesterner users, emoji users in the Northeast are significantly more likely to seek out another date with someone who uses emoji (54% vs. 44%). By subregion, users in the Mid-Atlantic (57%) rely on emoji to decide a second or third date more than users in the East North Central (43%), West South Central (45%) and Mountain (42%) subregions.

Dating and Flirting with Emoji (Shown: Top 2 Box Agree (somewhat/strongly agree))



I assume my relationship with someone I am flirting with/dating is going well if we use more emoji when talking to each other

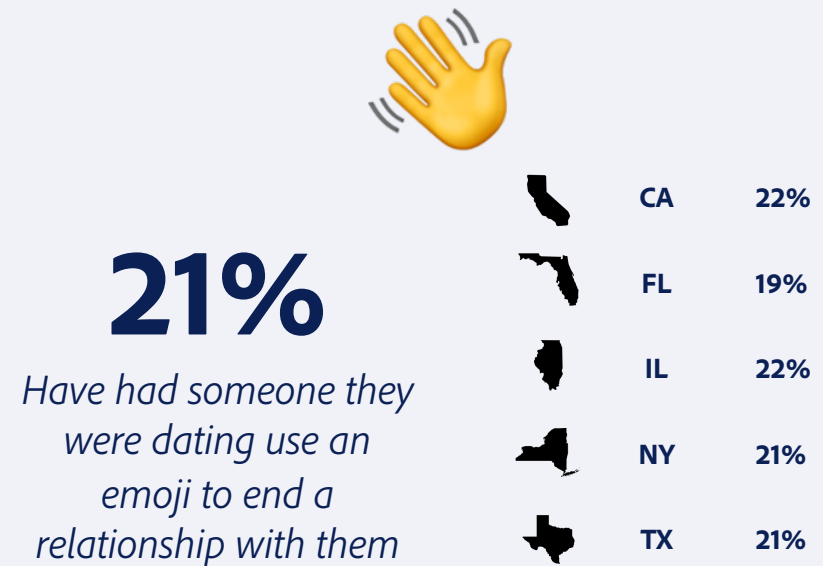
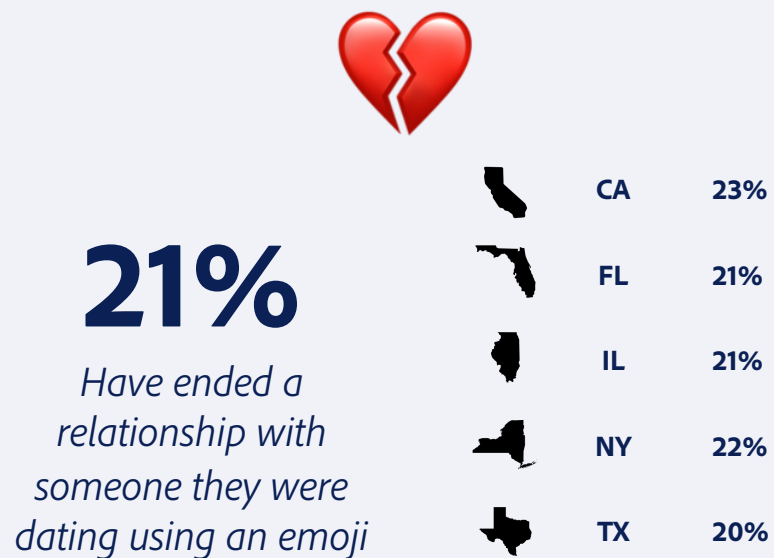
I am more likely to seek out a second or third date with someone who communicates using emoji

■ U.S.

However, there are still some relationship conversations that should happen face-to-face

Just 1 in 5 U.S. emoji users have ended relationships, or had a relationship ended, with emoji. Black (33%), Asian (27%) and Hispanic (33%) emoji users say they are more likely to have ended a relationship with an emoji (vs. 13% white users). Emoji users living in the Mid-Atlantic subregion are significantly more likely to have used an emoji to end a relationship (30%) than users in the South Atlantic (20%), West South Central (19%), West North Central (17%), Mountain (17%) and New England (10%) subregions.

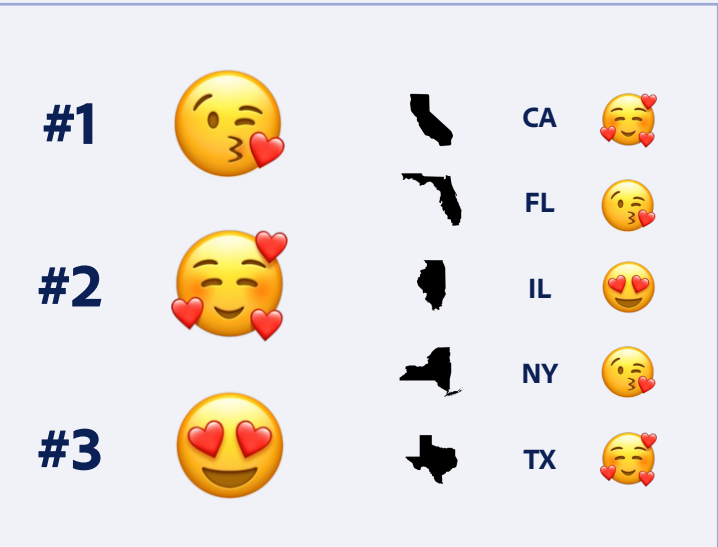
Ending Relationships with Emoji (Shown: Top 2 Box Agree (somewhat/strongly agree))



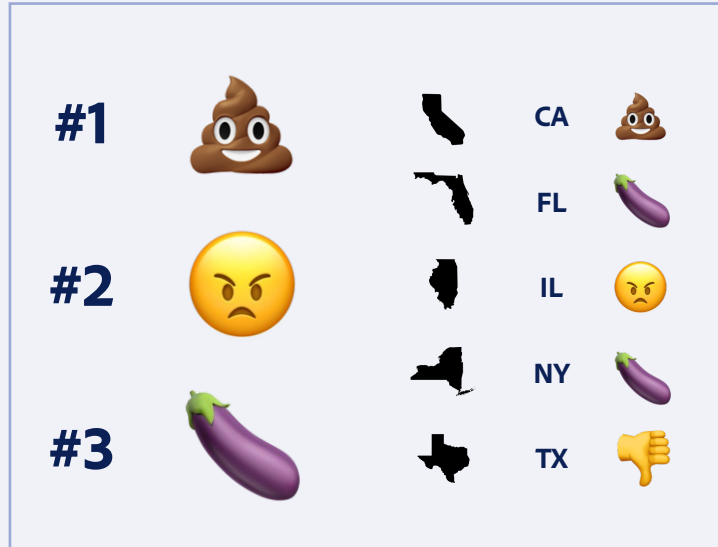
When flirting or dating, face blowing a kiss, smiling face with hearts and smiling face with heart-eyes are U.S. emoji users' most liked emoji

Less likable emoji include pile of poo, angry face and eggplant.

Emoji that make Dating Apps Users More Likable when Flirting or Dating
(Shown: Top 3; Open-end response)



Emoji that make Dating Apps Users Less Likable when Flirting or Dating
(Shown: Top 3; Open-end response)



Q25. Thinking about emojis currently available, which emojis, if any, make you see someone as more likable when flirting or dating? Among those who are single and did not select "None": (U.S. n=1,104, CA n=120, FL n=108, IL n=106, NY n=113, TX n=117) Q26. Thinking about emoji currently available, which emoji, if any, make you see someone as less likable when flirting or dating? Among those who are single and did not select "None": (U.S. n=757, CA n=80*, FL n=79*, IL n=88*, NY n=82*, TX n=79*)

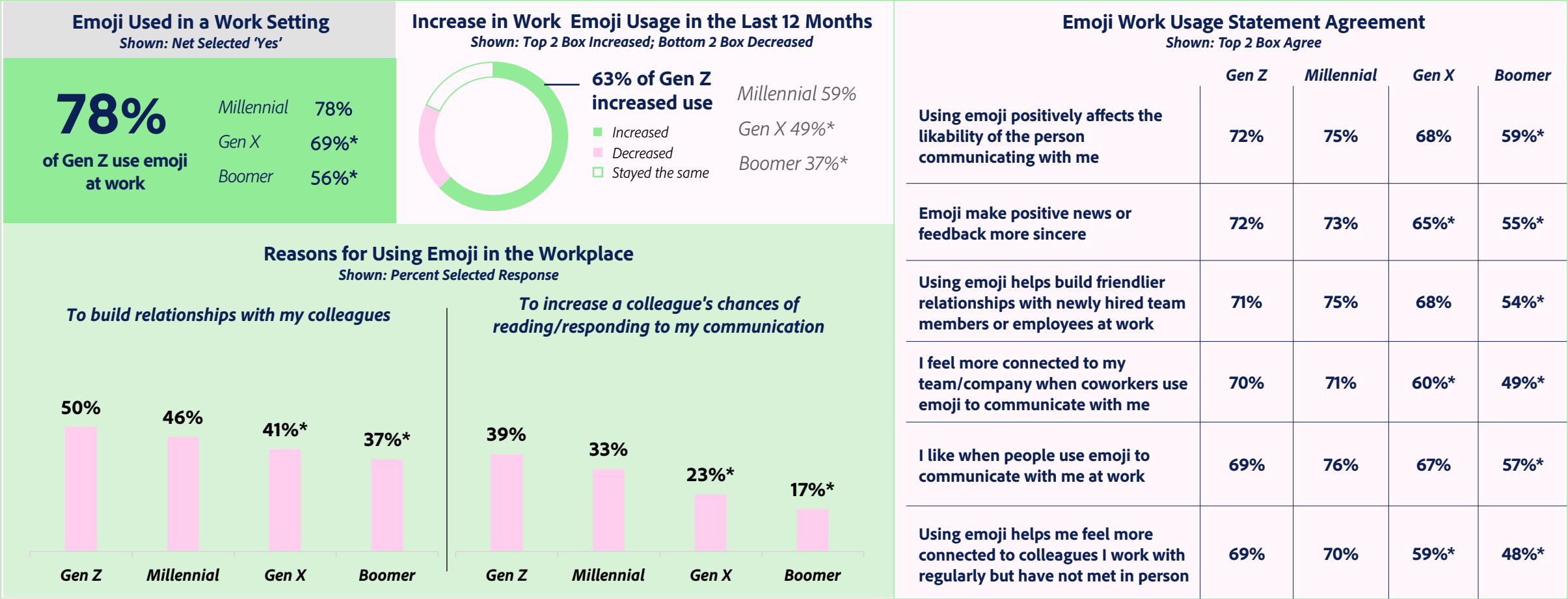
*Small sample size: Directional findings only.

Emoji use at work improves efficiency, boosts creativity and builds stronger relationships.



Emoji importance extends to Gen Z's professional life, with eight in ten reporting emoji use at work

For younger generations, emoji help build better working relationships and promote feelings of connectedness and camaraderie. Nearly two-thirds of Gen Z'ers have increased their emoji use at work in the last year, and seven in ten like when others use emoji with them.



Emoji positively impact workplace perceptions – a majority of U.S. emoji users agree emoji improve both likability and credibility

In general, working U.S. emoji users like when people use emoji to communicate at work (68%). Younger generations are significantly more likely to agree that emoji use increases credibility (68% Gen Z'ers, 67% Millennials vs. 52% Gen X'ers, 46% Boomers). Users in the Northeast (72%) and West (71%) are more likely to agree emoji use improves likability than users in the Midwest (65%).

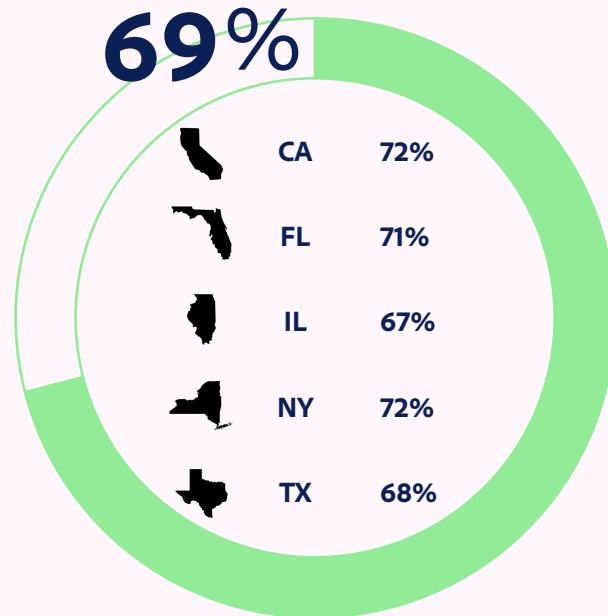
Statement Agreement

(Shown: Top 2 Box Agree (somewhat/strongly agree))

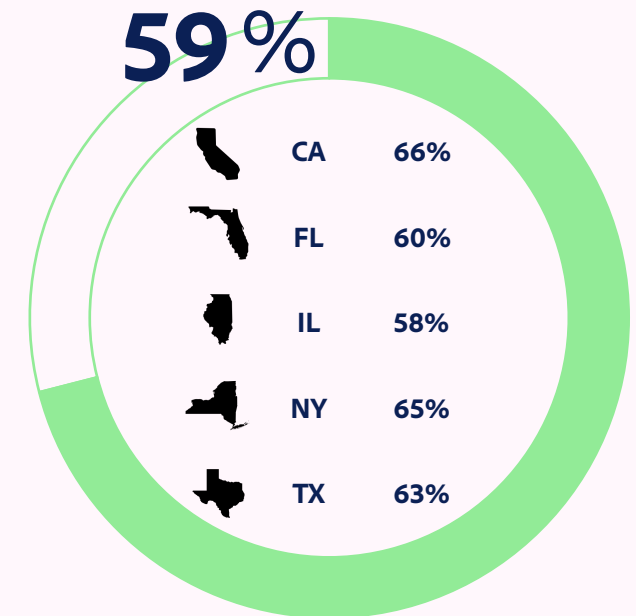
Using emoji positively affects...



The likability
of the person
communicating
with me



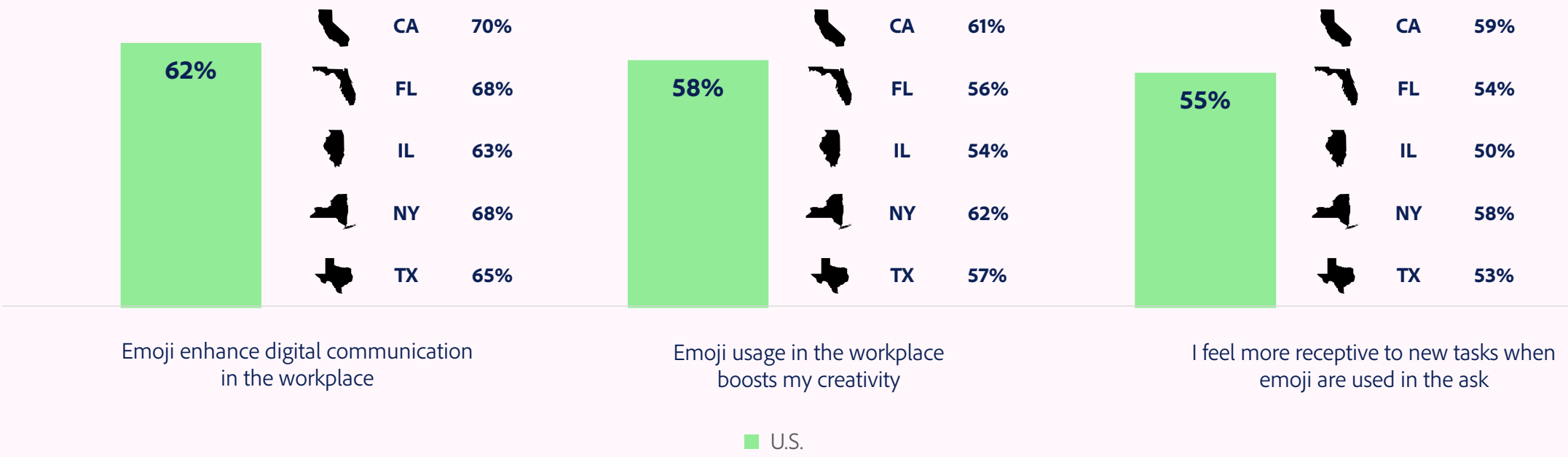
The credibility
of the person
communicating
with me



U.S. emoji users agree emoji use at work improves digital communication, creativity and receptivity to new tasks

Gen Z'ers and Millennials are more likely to feel emoji enhance workplace digital communication (66% and 70% respectively, vs. 59% Gen X'ers, 50% Boomers). Emoji users in the Mid-Atlantic (58%) and Pacific Northwest (61%) are more receptive to new tasks when emoji are used in the ask than those in East South Central (49%) and West South Central (50%).

Statement Agreement
(Shown: Top 2 Box Agree (somewhat/strongly agree))



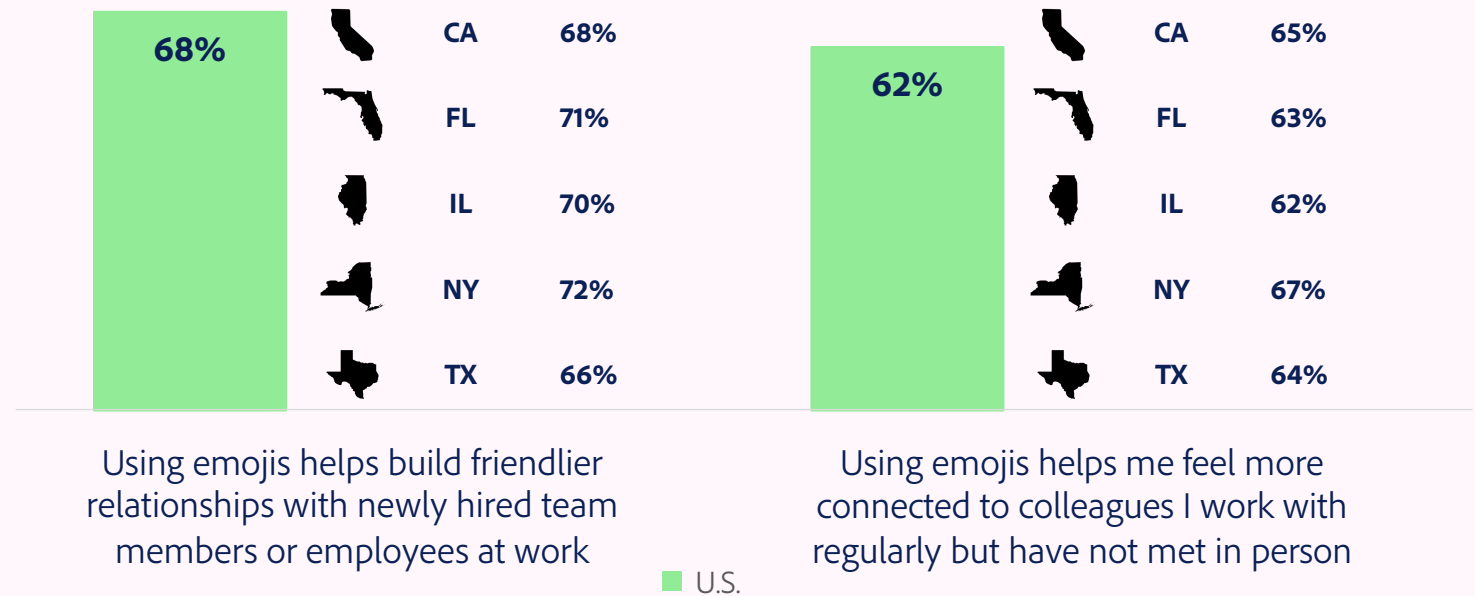
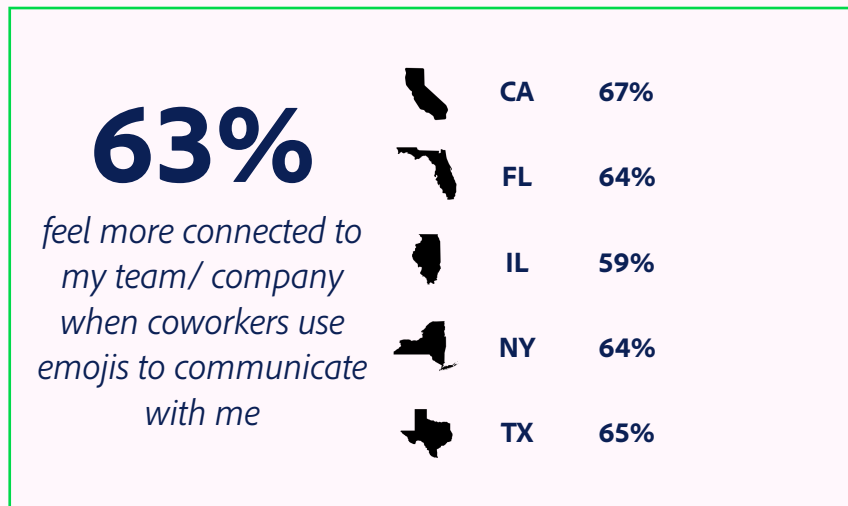
Q45. Please rate how much you agree or disagree with each of the following statements. Among those who are employed full-time, employed part-time or employed part-time or with reduced hours/pay due to ongoing COVID-19 (coronavirus) pandemic: (U.S. n=3,044, CA n=304, FL n=257, IL n=300, NY n=319, TX n=279)

Workplace and team dynamics benefit from emoji too, with nearly two-thirds of U.S. emoji users feeling more connected when emoji are used

Emoji use extends to recent company joiners – 7 in 10 U.S. emoji users agree emoji help build better relationships with new hires, with Black (72%) and Hispanic (73%) emoji users more likely to share the sentiment than white (66%) users. Both Gen Z'ers (69%) and Millennials (70%) agree emoji help them feel connected to colleagues they have yet to meet in person (vs. 59% Gen X'ers, 48% Boomers). Users in the West (67%) are significantly more likely than users in the Midwest (61%) and South (60%) to agree emoji also help them feel connected to virtual colleagues.

Statement Agreement

(Shown: Top 2 Box Agree (somewhat/strongly agree))

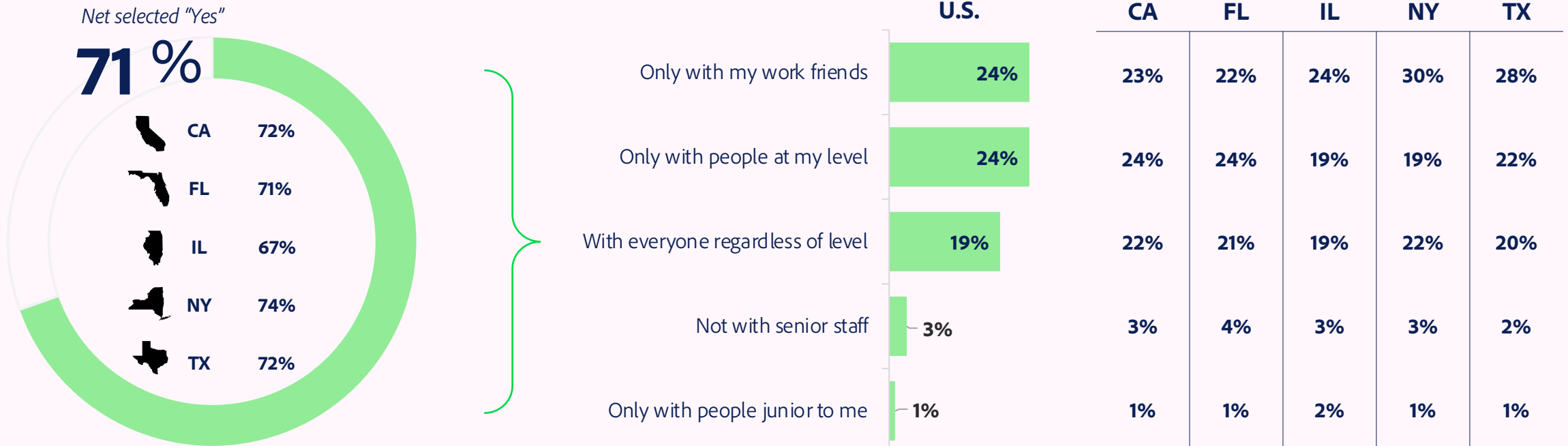


Using emojis helps build friendlier relationships with newly hired team members or employees at work

Using emojis helps me feel more connected to colleagues I work with regularly but have not met in person

Nearly three quarters of U.S. emoji users have used emoji at work, most often with their work friends or peers at their level

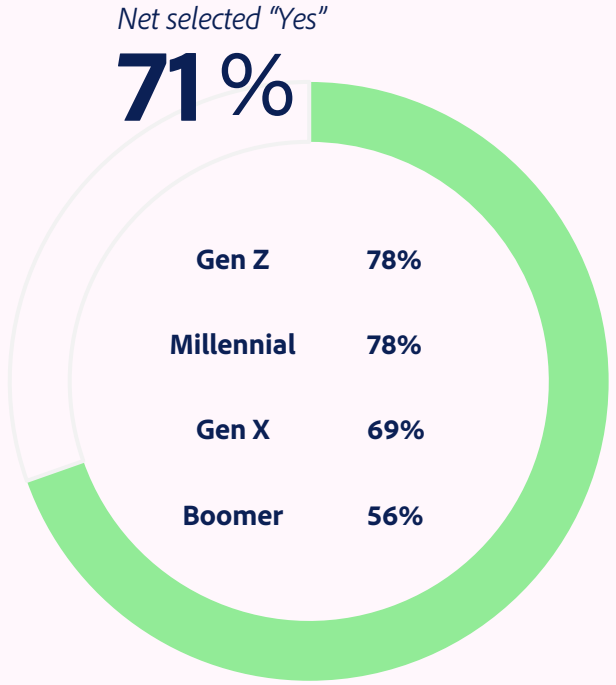
Emoji users in the Northeast (75%) and West (73%) are more likely than users in the South (68%) to use emoji while working. Emoji users who are white (68%) are significantly less likely to use emoji at work than Black (75%), Asian (77%) and Hispanic (80%) emoji users.



Gen Z'ers and Millennials are more likely than Gen X'ers and Boomers to use emoji in a work-related setting

Gen Z, Millennial and Gen X emoji users are significantly more likely to use emoji at work with everyone, regardless of level, than Boomers.

Use of Emoji in a Work Setting – By Generation
(Shown: Percent selected "Yes")



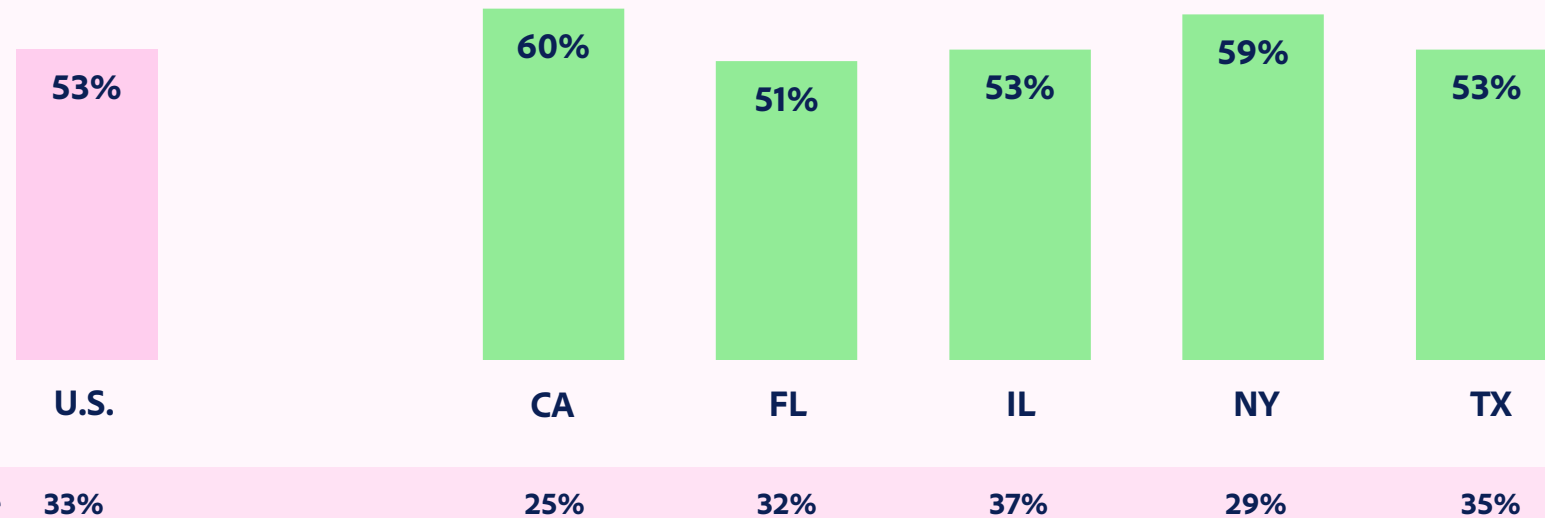
	U.S.	Gen Z	Millennial	Gen X	Boomer
Only with my work friends	24%	26%	23%	24%	23%
Only with people at my level	24%	25%	29%	21%	16%
With everyone regardless of level	19%	21%	21%	20%	14%
Not with senior staff	3%	5%	3%	4%	2%
Only with people junior to me	1%	2%	1%	1%	0%

Q43. Have you used emojis in a work setting/at your job? Among those who are employed full-time, employed part-time or employed part-time or with reduced hours/pay due to ongoing COVID-19 (coronavirus) pandemic: (U.S. n=3,044, CA n=304, FL n=257, IL n=300, NY n=319, TX n=279)

More than half of U.S. emoji users report increased emoji use at work over the last year

Across generations, Gen Z'ers (63%), Millennials (59%), and Gen X'ers (49%) are all significantly more likely to have increased their emoji use at work than Boomers (37%). By gender, male emoji users report more emoji use than females (57% vs. 50%). Both Black (63%) and Hispanic (63%) emoji users are likelier to have used more emoji at work in the last 12 months than white (48%) and Asian (50%) users. Emoji users in the Northeast (56%) and West (55%) report that their emoji use increased more than users in the South (53%).

How Emoji Use at Work Has Changed
(Shown: Top 2 Box (greatly/somewhat increased))



Q44. Thinking about using emojis at work (for example, in emails or online messaging), how has your emoji usage changed in the last 12 months? Among those who are employed full-time, employed part-time or employed part-time or with reduced hours/pay due to ongoing COVID-19 (coronavirus) pandemic, who have used emojis in a work setting (U.S. n=2,171, CA n=220, FL n=183, IL n=200, NY n=236, TX n=201)

Quickly communicating thoughts on a situation, approval or positive news are top reasons for emoji use at work

Female emoji users in the workplace are significantly more likely to use emoji to express how they are feeling (61% vs. 50% males), build relationships with colleagues (47% vs. 40% males) and communicate positive news (54% vs. 49% males). Users in the Northeast (24%) and West (32%) are more likely to use emoji to increase a chance of reading or responding to a message compared to users in the Midwest (25%) and South (24%).

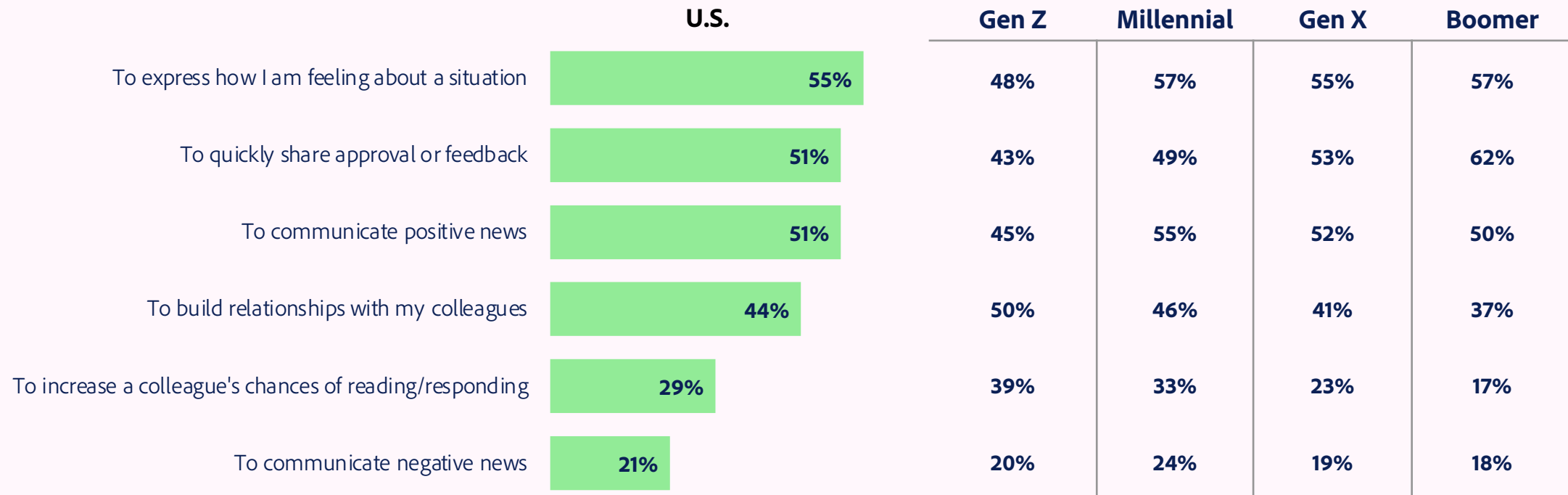
Reasons for Using Emoji in the Workplace
(Shown: Percent selected response)

	U.S.	CA	FL	IL	NY	TX
To express how I am feeling about a situation	55%	51%	57%	50%	52%	60%
To quickly share approval or feedback	51%	46%	50%	53%	44%	43%
To communicate positive news	51%	53%	52%	52%	54%	52%
To build relationships with my colleagues	44%	42%	48%	43%	35%	43%
To increase a colleague's chances of reading/responding	29%	30%	28%	22%	31%	25%
To communicate negative news	21%	24%	25%	22%	21%	22%

For Gen Z emoji users in the U.S., emoji use at work is intended to build better relationships and boost chances of a response to a message

Older generations are significantly more likely to use emoji with authority (e.g., to share approval or feedback, or express thoughts on a situation) than Gen Z emoji users.

Reasons for Using Emoji in the Workplace – By Generation
(Shown: Percent selected response)



More than three-quarters of U.S. emoji users use emoji creatively at work and agree it helps quickly communicate ideas

Male (67%) and Black (71%), Asian (66%) and Hispanic (69%) emoji users are significantly more likely than female (56%) and white (56%) users to agree emoji use makes decision-making more efficient. Users in the West (66%) and South (63%) are more likely to highlight emoji efficiency than Midwest (56%) users. Users in the Pacific Northwest (69%) are more likely than users in New England (56%), Mid-Atlantic (64%), South Atlantic (61%) and Mountain (60%) subregions to agree emoji help decision-making.

Statement Agreement

(Shown: Top 2 Box Agree (somewhat/strongly agree))

	U.S.	CA	FL	IL	NY	TX	Gen Z	Millennial	Gen X	Boomer
Using emoji at work helps quickly communicate ideas	79%	79%	82%	72%	76%	81%	79%	81%	79%	71%
My team uses emoji creatively at work	77%	81%	81%	79%	74%	81%	78%	79%	79%	68%
Using emoji at work makes team decision-making more efficient	62%	70%	71%	63%	67%	65%	73%	67%	56%	48%
Using emoji at work reduces the need for meetings/calls	47%	55%	58%	47%	53%	52%	57%	54%	40%	29%



**Emoji use will
evolve and expand
in new and interesting
ways in the future.**



Gen Z emoji users in the U.S. are ready to embrace using emoji in new and interesting ways

Not only are Gen Z'ers more willing to incorporate emoji in their consumption habits, they are also the most likely to consider emoji use in their social and online behavior (e.g., event attendance, usernames, website access, etc.).

Willingness to Purchase Products Via Emoji

Shown: Top 2 Box (somewhat/very willing)

Gen Z

71%

of Gen Z U.S. emoji users are willing to purchase a product using an emoji

Millennial

67%

of Millennial U.S. emoji users are willing to purchase a product using an emoji

Gen X

57%*

of Gen X U.S. emoji users are willing to purchase a product using an emoji

Boomer

40%*

of Boomer U.S. emoji users are willing to purchase a product using an emoji

Products Most Likely to be Purchased Via Emoji

Shown: Percent selected response

	Gen Z	Millennial	Gen X	Boomer
#1				
#2				
#3				
	Clothing		Takeout Meals	
		Streaming Services		Rideshare Services

Emoji Usage Statement Agreement

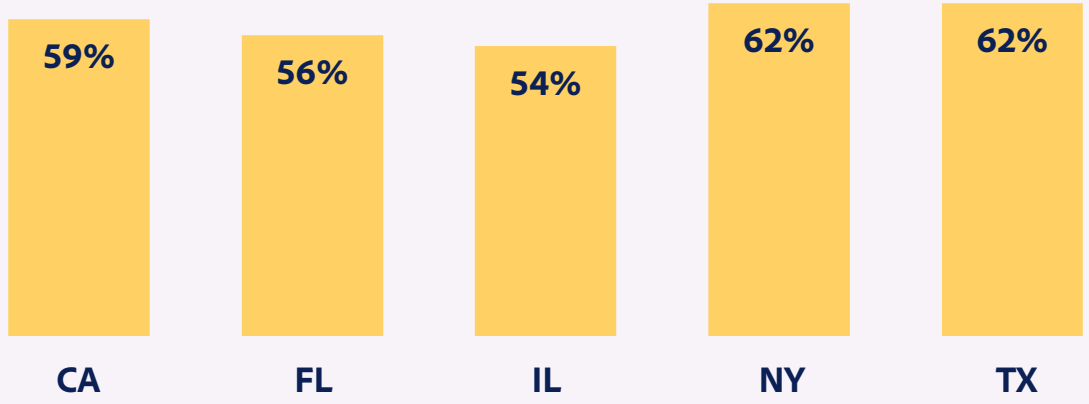
Shown: Top 2 Box Agree

	Gen Z	Millennial	Gen X	Boomer
Confirm attendance to an event (e.g., a concert)	70%	74%	69%	60%*
Create an online username using a string of emojis instead of the standard letters, numbers and symbols	63%	59%*	49%*	30%*
Send or receive payments	56%	59%	45%*	27%*
Communicate with a doctor or medical professional (e.g., to describe how you feel)	52%	52%	44%*	27%*
Visit a website address made of a string of emojis instead of a traditional URL	51%	52%	42%*	26%*

U.S. emoji users are willing to purchase products using an emoji, a trend consistent across individual states

Male emoji users (62%) are more likely to make a purchase using an emoji than Female users (52%). Users living in the South (58%) and West (59%) United States are also more open to the idea of emoji purchasing than users living in the Midwest (53%). Gen Z'ers (71%) and Millennials (67%) are significantly more likely to demonstrate a willingness over Gen X'ers (57%) and Boomers (40%).

Willingness to Purchase Products Via Emoji
(Shown: Top 2 Box (somewhat/very willing))



The top products U.S. emoji users would purchase via emoji are takeout meals

Gen Z'ers are more likely to rank clothing (22% vs. 19%) as their most desired item to purchase via emoji. Compared to white (13%) and Asian (15%) emoji users, Black (20%) and Hispanic (19%) users are also more likely to purchase clothing or accessories with an emoji. By subregions, users in the New England are significantly more likely to purchase a rideshare service (13%) than users in the Mid-Atlantic (7%), South Atlantic (7%), Mountain (8%) and Pacific Northwest (9%).

Products Most Likely to be Purchased Via Emoji
(Shown: Percent selected response)

	U.S.	CALIFORNIA	FLORIDA	ILLINOIS	NEW YORK	TEXAS
#1						
#2						
#3						

Clothing Takeout Meals Streaming Services Rideshare Services

Q49. If given the option, what type of product would you be most willing to purchase via emoji? By purchase we mean using an emoji to confirm that you would like to pay for a specific product. (U.S. n=5,000, CA n=500, FL n=500, IL n=500, NY n=500, TX n=500)

The majority of U.S. emoji users are open to creative emoji use, from confirming event attendance to sending and receiving payments

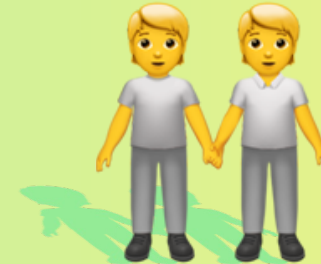
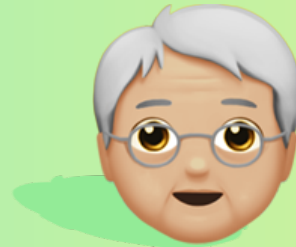
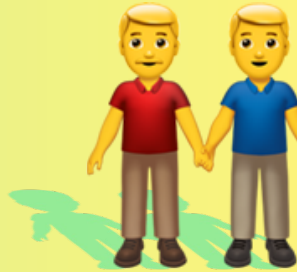
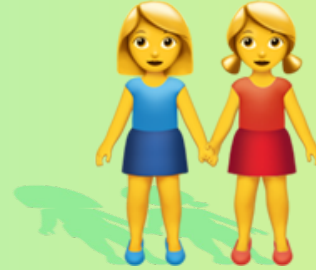
Age plays a part in willingness to use emojis in new scenarios – Boomers are significantly less likely to consider taking action with emoji (e.g., create an online username 30% vs. 49% Gen X'ers, 59% Millennials, 63% Gen Z'ers). Users living in the Midwest are the least willing to use emoji for payments (39% vs. 49% Northeast, 44% South, 48% West). By subregion, users living in the Mid-Atlantic (49%) and Pacific Northwest (49%) are more willing than users in the East North Central (40%), West North Central (38%) and East South Central (41%) subregions to use emoji for payments.

Emoji Use in Consumer Scenarios
(Shown: Top 2 Box Willing (somewhat/very willing))

	U.S.	CA	FL	IL	NY	TX
Confirm attendance to an event (e.g., a concert)	68%	67%	70%	63%	69%	69%
Create an online username using a string of emojis instead of the standard letters, numbers and symbols	48%	51%	46%	45%	48%	52%
Send or receive payments	45%	48%	47%	39%	50%	50%
Communicate with a doctor or medical professional (e.g., to describe how you feel)	42%	44%	41%	38%	43%	41%
Visit a website address made of a string of emojis instead of a traditional URL	42%	44%	45%	45%	45%	44%

04.

Appendix: Emoji Impact by Demographics



U.S. emoji users like that emoji quickly communicate their thoughts and feelings and think the future of emoji is bright

U.S. Emoji Users' Top Emoji:



U.S. Emoji Users' Least Favorite Emoji:

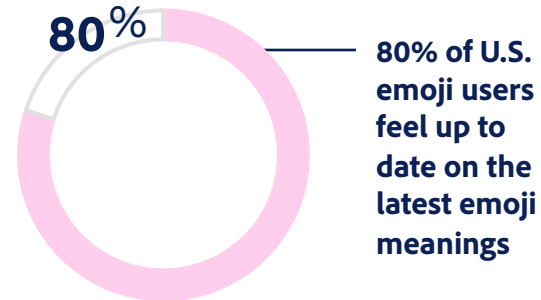


U.S. Emoji Users' Top Misunderstood Emoji:



Up to Date on Latest Emoji

Shown: Top 2 Box Up to date



Benefits & Challenges of Emoji

Shown: Top 2 Box Likely/Agree

- Like that emoji can communicate across language barriers **92%**
- Like that emoji make it easier for me to express myself **91%**
- You should only use emoji you fully understand the meaning of in conversations **80%**
- People who use emoji are friendlier, funnier, and cooler **73%**
- I have sent an emoji that was misinterpreted or taken out of context **47%**

Impact of Emoji Inclusivity

Shown: Top 2 Box Agree

79%

Additional customization options help make emoji more inclusive

71%

Inclusive emoji help spark positive conversations about important cultural issues

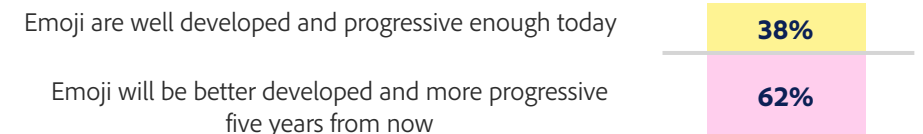
Emoji Most Often Used With...

Shown: Percent selected response

1 Friends	80%
2 Significant other/partner	51%
3 Siblings	44%

Emoji Progression

Shown: Percent selected response



Emoji users in the Northeast follow the U.S. trends – ease of self-expression is important

Northeast Emoji Users' Top Emoji:



Northeast Emoji Users' Least Favorite Emoji:

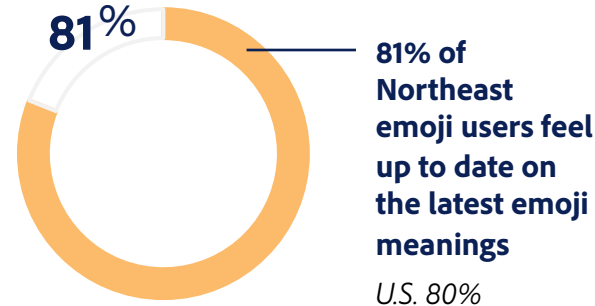


Northeast Emoji Users' Top Misunderstood Emoji:



Up to Date on Latest Emoji

Shown: Top 2 Box Up to date



Benefits & Challenges of Emoji

Shown: Top 2 Box Likely/Agree

	Northeast	U.S.
Like that emoji can communicate across language barriers	93%	92%
Like that emoji make it easier for me to express myself	92%	91%
You should only use emoji you fully understand the meaning of in conversations	78%	80%
People who use emoji are friendlier, funnier, and cooler	75%	73%
I have sent an emoji that was misinterpreted or taken out of context	49%	47%

Impact of Emoji Inclusivity Shown: Top 2 Box Agree

78% U.S. 79%
Additional customization options help make emoji more inclusive

72% U.S. 71%
Inclusive emoji help spark positive conversations about important cultural issues

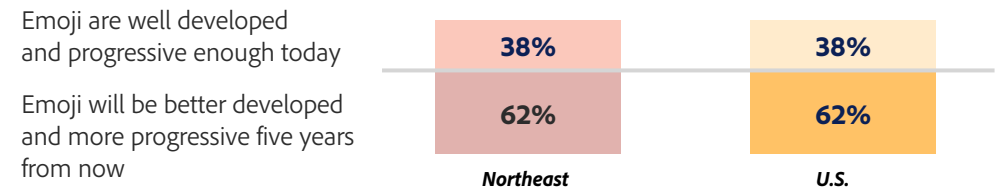
Emoji Most Often Used With...

Shown: Percent selected response

	Northeast	U.S.
1 Friends	79%	80%
2 Significant other/partner	52%	51%
3 Siblings	45%	44%

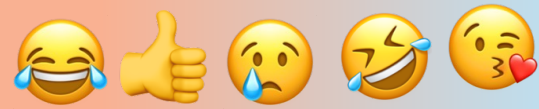
Emoji Progression

Shown: Percent selected response



Similar to the greater U.S., Southern emoji users feel up to date on the latest emoji and are most likely to use them with friends

South Emoji Users' Top Emoji:



South Emoji Users' Least Favorite Emoji:

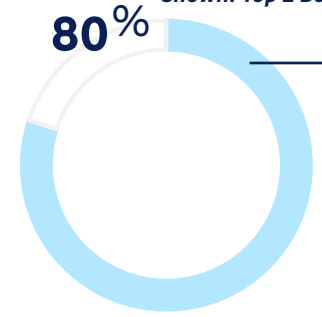


South Emoji Users' Top Misunderstood Emoji:



Up to Date on Latest Emoji

Shown: Top 2 Box Up to date



80% of Southern emoji users feel up to date on the latest emoji meanings

U.S. 80%

Benefits & Challenges of Emoji

Shown: Top 2 Box Likely/Agree

	South	U.S.
Like that emoji can communicate across language barriers	92%	92%
Like that emoji make it easier for me to express myself	91%	91%
You should only use emoji you fully understand the meaning of in conversations	82%	80%
People who use emoji are friendlier, funnier, and cooler	74%	73%
I have sent an emoji that was misinterpreted or taken out of context	47%	47%

Impact of Emoji Inclusivity

Shown: Top 2 Box Agree

78% U.S. 79%

Additional customization options help make emoji more inclusive

70% U.S. 71%

Inclusive emoji help spark positive conversations about important cultural issues

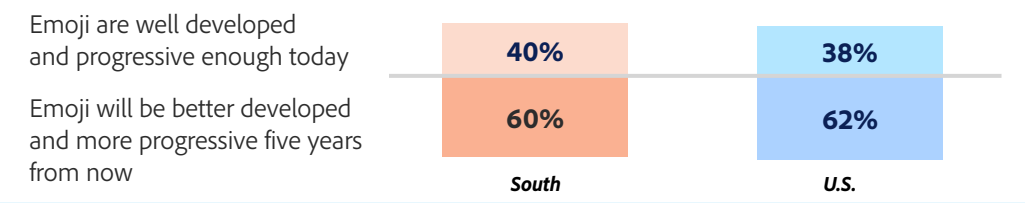
Emoji Most Often Used With...

Shown: Percent selected response

	South	U.S.
1 Friends	81%	80%
2 Significant other/partner	49%	51%
3 Siblings	42%	44%

Emoji Progression

Shown: Percent selected response



Midwestern emoji users are significantly more likely to agree that additional customization options help make emoji more inclusive

Midwest Emoji Users' Top Emoji:



Midwest Emoji Users' Least Favorite Emoji:

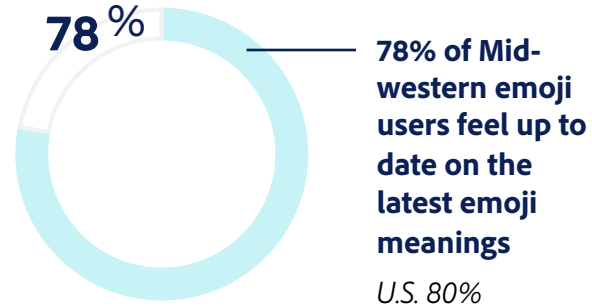


Midwest Emoji Users' Top Misunderstood Emoji:



Up to Date on Latest Emoji

Shown: Top 2 Box Up to date



Benefits & Challenges of Emoji

Shown: Top 2 Box Likely/Agree

	Midwest	U.S.
Like that emoji can communicate across language barriers	91%	92%
Like that emoji make it easier for me to express myself	91%	91%
You should only use emoji you fully understand the meaning of in conversations	77%	80%
People who use emoji are friendlier, funnier, and cooler	69%	73%
I have sent an emoji that was misinterpreted or taken out of context	45%	47%

Impact of Emoji Inclusivity

Shown: Top 2 Box Agree

82% U.S. 79%

Additional customization options help make emoji more inclusive

71% U.S. 71%

Inclusive emoji help spark positive conversations about important cultural issues

Emoji Most Often Used With...

Shown: Percent selected response

	Midwest	U.S.
1 Friends	82%	80%
2 Significant other/partner	52%	51%
3 Siblings	44%	44%

Emoji Progression

Shown: Percent selected response

Emoji are well developed and progressive enough today

36%

38%

Emoji will be better developed and more progressive five years from now

64%

62%

Midwest

U.S.

Emoji users living in the West are likelier to agree emoji need to be more inclusive and, like overall U.S. users, believe customization will help

West Emoji Users' Top Emoji:



West Emoji Users' Least Favorite Emoji:

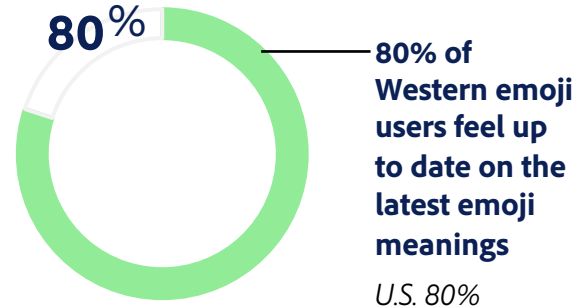


West Emoji Users' Top Misunderstood Emoji:



Up to Date on Latest Emoji

Shown: Top 2 Box Up to date



Benefits & Challenges of Emoji

Shown: Top 2 Box Likely/Agree

	Western	U.S.
Like that emoji can communicate across language barriers	92%	92%
Like that emoji make it easier for me to express myself	91%	91%
You should only use emoji you fully understand the meaning of in conversations	79%	80%
People who use emoji are friendlier, funnier, and cooler	72%	73%
I have sent an emoji that was misinterpreted or taken out of context	48%	47%

Impact of Emoji Inclusivity

Shown: Top 2 Box Agree

79% U.S. 79%

Additional customization options help make emoji more inclusive

72% U.S. 71%

Inclusive emoji help spark positive conversations about important cultural issues

Emoji Most Often Used With...

Shown: Percent selected response

	Western	U.S.
1 Friends	80%	80%
2 Significant other/partner	51%	51%
3 Siblings	45%	44%

Emoji Progression

Shown: Percent selected response

Emoji are well developed and progressive enough today

37%

38%

Emoji will be better developed and more progressive five years from now

63%

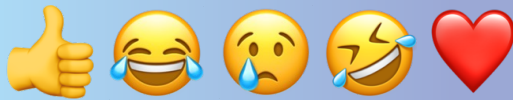
62%

Western

U.S.

Male emoji users are significantly more likely to have sent emoji that were misinterpreted or taken out of context

Male Emoji Users' Top Emoji:



Male Emoji Users' Least Favorite Emoji:

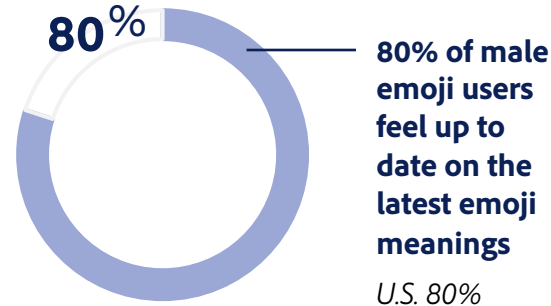


Male Emoji Users' Top Misunderstood Emoji:



Up to Date on Latest Emoji

Shown: Top 2 Box Up to date



Benefits & Challenges of Emoji

Shown: Top 2 Box Likely/Agree

	Male	U.S.
Like that emoji can communicate across language barriers	90%	92%
Like that emoji make it easier for me to express myself	89%	91%
You should only use emoji you fully understand the meaning of in conversations	79%	80%
People who use emoji are friendlier, funnier, and cooler	73%	73%
I have sent an emoji that was misinterpreted or taken out of context	54%	47%

Impact of Emoji Inclusivity

Shown: Top 2 Box Agree

77% U.S. 79%

Additional customization options help make emoji more inclusive

70% U.S. 71%

Inclusive emoji help spark positive conversations about important cultural issues

Emoji Most Often Used With...

Shown: Percent selected response

	Male	U.S.
1 Friends	78%	80%
2 Significant other/partner	53%	51%
3 Siblings	39%	44%

Emoji Progression

Shown: Percent selected response

Emoji are well developed and progressive enough today

41%

38%

Emoji will be better developed and more progressive five years from now

59%

62%

Male

U.S.

Female emoji users are up-to-date on the latest emoji and are significantly more likely to use emoji with siblings

Female Emoji Users' Top Emoji:



Female Emoji Users' Least Favorite Emoji:

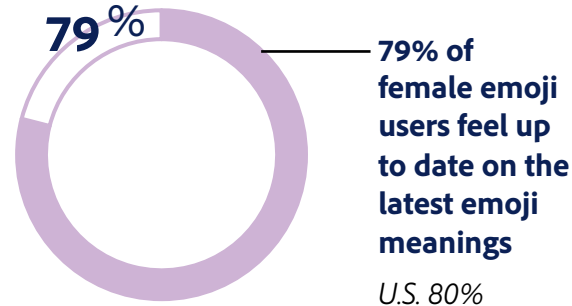


Female Emoji Users' Top Misunderstood Emoji:



Up to Date on Latest Emoji

Shown: Top 2 Box Up to date



Benefits & Challenges of Emoji

Shown: Top 2 Box Likely/Agree

	Female	U.S.
Like that emoji can communicate across language barriers	93%	92%
Like that emoji make it easier for me to express myself	93%	91%
You should only use emoji you fully understand the meaning of in conversations	80%	80%
People who use emoji are friendlier, funnier, and cooler	73%	73%
I have sent an emoji that was misinterpreted or taken out of context	40%	47%

Impact of Emoji Inclusivity

Shown: Top 2 Box Agree

81% U.S. 79%
Additional customization options help make emoji more inclusive

72% U.S. 71%
Inclusive emoji help spark positive conversations about important cultural issues

Emoji Most Often Used With...

Shown: Percent selected response

	Female	U.S.
1 Friends	82%	80%
2 Significant other/partner	49%	51%
3 Siblings	48%	44%

Emoji Progression

Shown: Percent selected response

Emoji are well developed and progressive enough today

35%

38%

Emoji will be better developed and more progressive five years from now

65%

62%

Female

U.S.

Gen Z emoji users differ significantly from the greater U.S. – they are more likely to know the latest emoji meanings, but also believe emoji don't have to be fully understood to be used

Gen Z Emoji Users' Top Emoji:



Gen Z Emoji Users' Least Favorite Emoji:

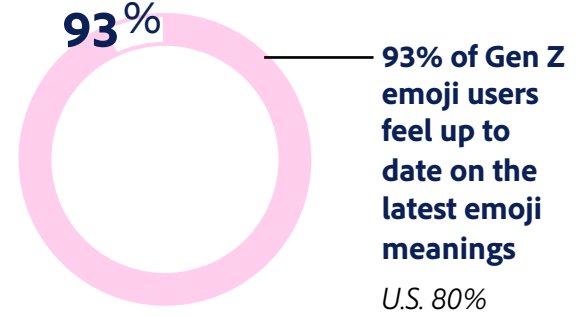


Gen Z Emoji Users' Top Misunderstood Emoji:



Up to Date on Latest Emoji

Shown: Top 2 Box Up to date



Benefits & Challenges of Emoji

Shown: Top 2 Box Likely/Agree

	Gen Z	U.S.
Like that emoji can communicate across language barriers	88%	92%
Like that emoji make it easier for me to express myself	88%	91%
People who use emoji are friendlier, funnier, and cooler	72%	73%
You should only use emoji you fully understand the meaning of in conversations	69%	80%
I have sent an emoji that was misinterpreted or taken out of context	67%	47%

Impact of Emoji Inclusivity

Shown: Top 2 Box Agree

82% U.S. 79%

Additional customization options help make emoji more inclusive

79% U.S. 71%

Inclusive emoji help spark positive conversations about important cultural issues

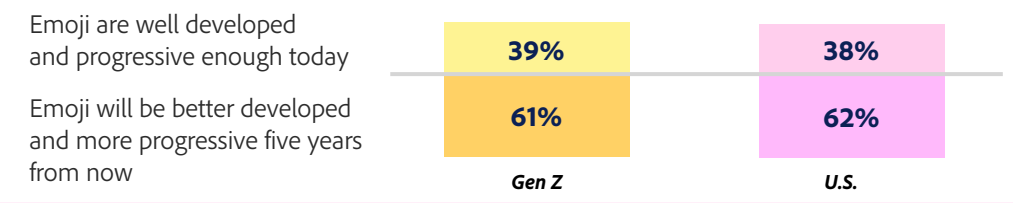
Emoji Most Often Used With...

Shown: Percent selected response

	Gen Z	U.S.
1 Friends	84%	80%
2 Siblings	55%	44%
3 Significant other/partner	44%	51%

Emoji Progression

Shown: Percent selected response



Millennials are more likely to feel people who use emoji with them are friendlier

Millennial Emoji Users' Top Emoji:



Millennial Emoji Users' Least Favorite Emoji:

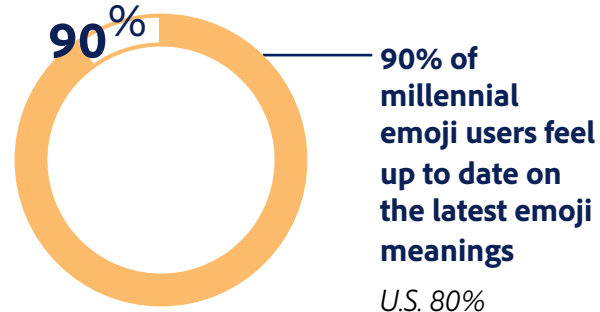


Millennial Emoji Users' Top Misunderstood Emoji:



Up to Date on Latest Emoji

Shown: Top 2 Box Up to date



Benefits & Challenges of Emoji

Shown: Top 2 Box Likely/Agree

	Millennial	U.S.
Like that emoji can communicate across language barriers	92%	92%
Like that emoji make it easier for me to express myself	92%	91%
You should only use emoji you fully understand the meaning of in conversations	75%	80%
People who use emoji are friendlier, funnier, and cooler	74%	73%
I have sent an emoji that was misinterpreted or taken out of context	58%	47%

Impact of Emoji Inclusivity

Shown: Top 2 Box Agree

83% U.S. 79%

Additional customization options help make emoji more inclusive

78% U.S. 71%

Inclusive emoji help spark positive conversations about important cultural issues

Emoji Most Often Used With...

Shown: Percent selected response

	Millennial	U.S.
1 Friends	81%	80%
2 Significant other/partner	60%	51%
3 Siblings	48%	44%

Emoji Progression

Shown: Percent selected response

Emoji are well developed and progressive enough today

40%

38%

Emoji will be better developed and more progressive five years from now

60%

62%

Millennial

U.S.

Gen X emoji users are significantly more likely to use emoji with their significant others and children

Gen X Emoji Users' Top Emoji:



Gen X Emoji Users' Least Favorite Emoji:

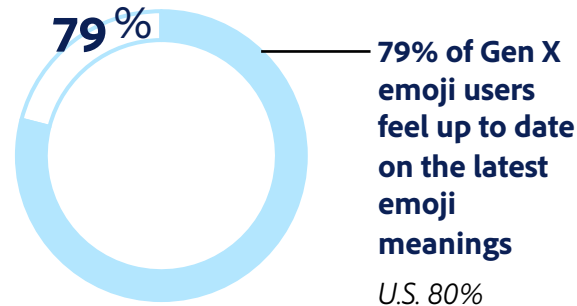


Gen X Emoji Users' Top Misunderstood Emoji:



Up to Date on Latest Emoji

Shown: Top 2 Box Up to date



Benefits & Challenges of Emoji

Shown: Top 2 Box Likely/Agree

	Gen X	U.S.
Like that emoji can communicate across language barriers	92%	92%
Like that emoji make it easier for me to express myself	93%	91%
You should only use emoji you fully understand the meaning of in conversations	82%	80%
People who use emoji are friendlier, funnier, and cooler	74%	73%
I have sent an emoji that was misinterpreted or taken out of context	48%	47%

Impact of Emoji Inclusivity Shown: Top 2 Box Agree

80% U.S. 79%

Additional customization options help make emoji more inclusive

71% U.S. 71%

Inclusive emoji help spark positive conversations about important cultural issues

Emoji Most Often Used With...

Shown: Percent selected response

	Gen X	U.S.
1 Friends	78%	80%
2 Significant other/partner	56%	51%
3 Children	49%	39%

Emoji Progression

Shown: Percent selected response

Emoji are well developed and progressive enough today

37%

38%

Emoji will be better developed and more progressive five years from now

63%

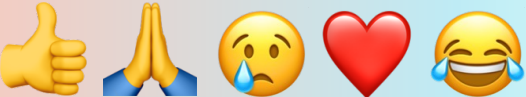
62%

Gen X

U.S.

Boomer emoji users are the least up to date on the latest emoji meanings and it's reflected in their use – 1 in 5 have sent a misinterpreted emoji

Boomer Emoji Users' Top Emoji:



Boomer Emoji Users' Least Favorite Emoji:

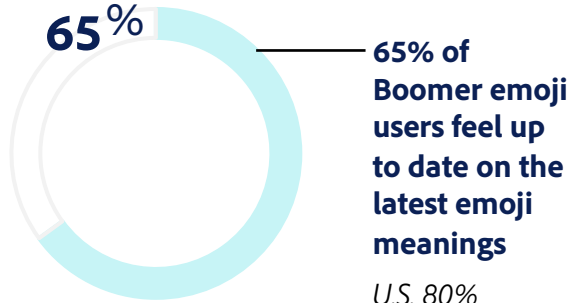


Boomer Emoji Users' Top Misunderstood Emoji:



Up to Date on Latest Emoji

Shown: Top 2 Box Up to date



Benefits & Challenges of Emoji

Shown: Top 2 Box Likely/Agree

	Boomer	U.S.
Like that emoji can communicate across language barriers	93%	92%
Like that emoji make it easier for me to express myself	91%	91%
You should only use emoji you fully understand the meaning of in conversations	88%	80%
People who use emoji are friendlier, funnier, and cooler	71%	73%
I have sent an emoji that was misinterpreted or taken out of context	26%	47%

Impact of Emoji Inclusivity Shown: Top 2 Box Agree

74% U.S. 79%
Additional customization options help make emoji more inclusive

62% U.S. 71%
Inclusive emoji help spark positive conversations about important cultural issues

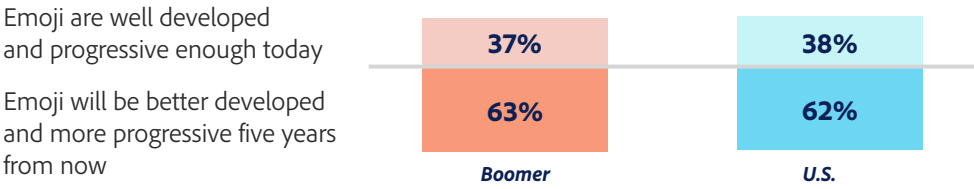
Emoji Most Often Used With...

Shown: Percent selected response

	Boomer	U.S.
1 Friends	80%	80%
2 Children	57%	39%
3 Significant Other/Partner	40%	51%

Emoji Progression

Shown: Percent selected response



Emoji users living in California are on par with the overall U.S. – a majority like the ability to easily express themselves, even across language barriers

CA Emoji Users' Top Emoji:



CA Emoji Users' Least Favorite Emoji:

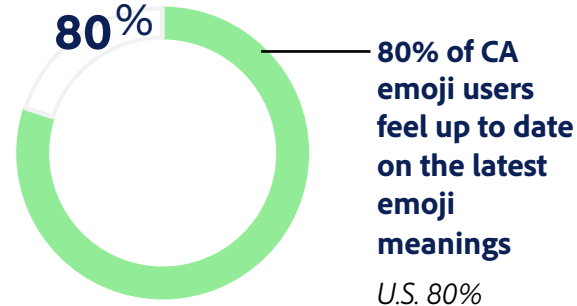


CA Emoji Users' Top Misunderstood Emoji:



Up to Date on Latest Emoji

Shown: Top 2 Box Up to date



Benefits & Challenges of Emoji

Shown: Top 2 Box Likely/Agree

	CA	U.S.
Like that emoji can communicate across language barriers	91%	92%
Like that emoji make it easier for me to express myself	90%	91%
You should only use emoji you fully understand the meaning of in conversations	79%	80%
People who use emoji are friendlier, funnier, and cooler	74%	73%
I have sent an emoji that was misinterpreted or taken out of context	45%	47%

Impact of Emoji Inclusivity Shown: Top 2 Box Agree

80% U.S. 79%

Additional customization options help make emoji more inclusive

71% U.S. 71%

Inclusive emoji help spark positive conversations about important cultural issues

Emoji Most Often Used With...

Shown: Percent selected response

	CA	U.S.
1 Friends	85%*	80%
2 Significant other/partner	47%	51%
3 Siblings	45%	44%

Emoji Progression

Shown: Percent selected response

Emoji are well developed and progressive enough today

36%

38%

Emoji will be better developed and more progressive five years from now

64%

62%

CA

U.S.

Florida emoji users believe in the potential of emoji, with seven in ten agreeing emoji use can start important societal conversations

FL Emoji Users' Top Emoji:



FL Emoji Users' Least Favorite Emoji:

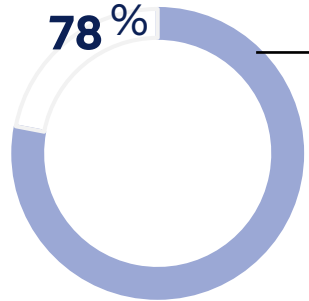


FL Emoji Users' Top Misunderstood Emoji:



Up to Date on Latest Emoji

Shown: Top 2 Box Up to date



78% of FL emoji users feel up to date on the latest emoji meanings

U.S. 80%

Benefits & Challenges of Emoji

Shown: Top 2 Box Likely/Agree

	FL	U.S.
Like that emoji can communicate across language barriers	95%*	92%
Like that emoji make it easier for me to express myself	91%	91%
You should only use emoji you fully understand the meaning of in conversations	83%	80%
People who use emoji are friendlier, funnier, and cooler	74%	73%
I have sent an emoji that was misinterpreted or taken out of context	43%	47%

Impact of Emoji Inclusivity

Shown: Top 2 Box Agree

82% U.S. 79%

Additional customization options help make emoji more inclusive

72% U.S. 71%

Inclusive emoji help spark positive conversations about important cultural issues

Emoji Most Often Used With...

Shown: Percent selected response

	FL	U.S.
1 Friends	82%	80%
2 Significant other/partner	46%	51%
3 Siblings	44%	44%

Emoji Progression

Shown: Percent selected response

Emoji are well developed and progressive enough today

41%

38%

Emoji will be better developed and more progressive five years from now

59%

62%

FL

U.S.

Emoji users in Illinois follow U.S. trends in feeling up to date on the latest emoji and enjoying emoji benefits

IL Emoji Users' Top Emoji:



IL Emoji Users' Least Favorite Emoji:

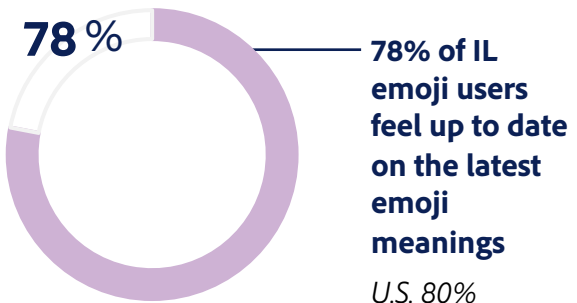


IL Emoji Users' Top Misunderstood Emoji:



Up to Date on Latest Emoji

Shown: Top 2 Box Up to date



Benefits & Challenges of Emoji

Shown: Top 2 Box Likely/Agree

	IL	U.S.
Like that emoji can communicate across language barriers	90%	92%
Like that emoji make it easier for me to express myself	90%	91%
You should only use emoji you fully understand the meaning of in conversations	81%	80%
People who use emoji are friendlier, funnier, and cooler	69%	73%
I have sent an emoji that was misinterpreted or taken out of context	45%	47%

Impact of Emoji Inclusivity

Shown: Top 2 Box Agree

78% U.S. 79%
Additional customization options help make emoji more inclusive

72% U.S. 71%
Inclusive emoji help spark positive conversations about important cultural issues

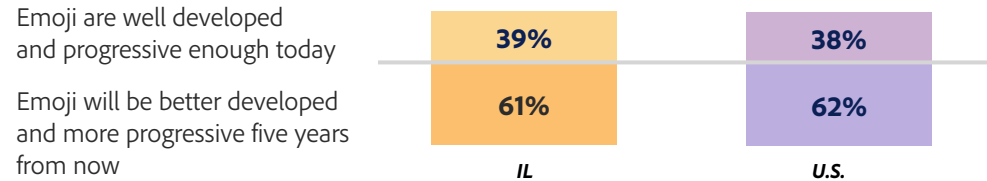
Emoji Most Often Used With...

Shown: Percent selected response

	IL	U.S.
1 Friends	84%	80%
2 Significant other/partner	50%	51%
3 Siblings	45%	44%

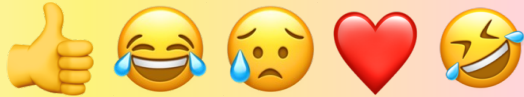
Emoji Progression

Shown: Percent selected response



Emoji users living in New York are significantly more likely than U.S. emoji users overall to feel more customization will aid inclusivity

NY Emoji Users' Top Emoji:



NY Emoji Users' Least Favorite Emoji:

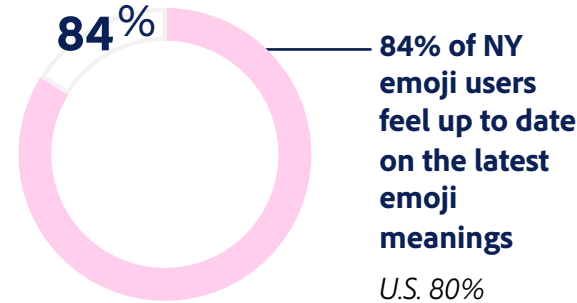


NY Emoji Users' Top Misunderstood Emoji:



Up to Date on Latest Emoji

Shown: Top 2 Box Up to date



Benefits & Challenges of Emoji

Shown: Top 2 Box Likely/Agree

	NY	U.S.
Like that emoji can communicate across language barriers	93%	92%
Like that emoji make it easier for me to express myself	92%	91%
You should only use emoji you fully understand the meaning of in conversations	81%	80%
People who use emoji are friendlier, funnier, and cooler	77%	73%
I have sent an emoji that was misinterpreted or taken out of context	49%	47%

Impact of Emoji Inclusivity Shown: Top 2 Box Agree

84%* U.S. 79%

Additional customization options help make emoji more inclusive

75% U.S. 71%

Inclusive emoji help spark positive conversations about important cultural issues

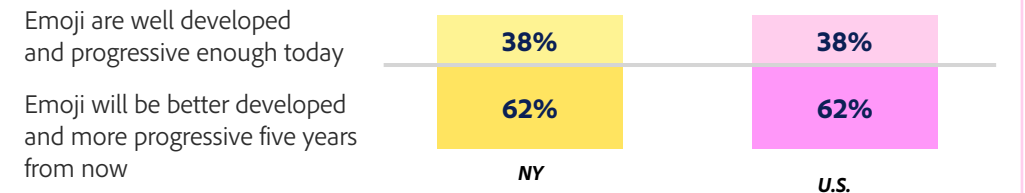
Emoji Most Often Used With...

Shown: Percent selected response

	NY	U.S.
1 Friends	82%	80%
2 Significant other/partner	48%	51%
3 Siblings	47%	44%

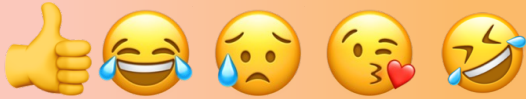
Emoji Progression

Shown: Percent selected response



Texas emoji users are likelier to believe emoji are well developed enough today compared to greater U.S. emoji users

TX Emoji Users' Top Emoji:



TX Emoji Users' Least Favorite Emoji:

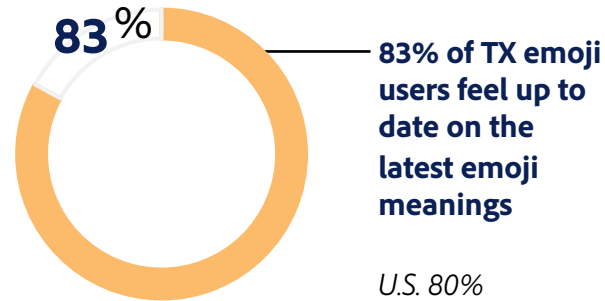


TX Emoji Users' Top Misunderstood Emoji:



Up to Date on Latest Emoji

Shown: Top 2 Box Up to date



Benefits & Challenges of Emoji

Shown: Top 2 Box Likely/Agree

	TX	U.S.
Like that emoji can communicate across language barriers	93%	92%
Like that emoji make it easier for me to express myself	92%	91%
You should only use emoji you fully understand the meaning of in conversations	77%	80%
People who use emoji are friendlier, funnier, and cooler	77%	73%
I have sent an emoji that was misinterpreted or taken out of context	51%	47%

Impact of Emoji Inclusivity

Shown: Top 2 Box Agree

78% U.S. 79%

Additional customization options help make emoji more inclusive

73% U.S. 71%

Inclusive emoji help spark positive conversations about important cultural issues

Emoji Most Often Used With...

Shown: Percent selected response

	TX	U.S.
1 Friends	82%	80%
2 Significant other/partner	55%	51%
3 Siblings	46%	44%

Emoji Progression

Shown: Percent selected response

