

**1. Text Message Grammar**

When sending a text message, do you generally use proper grammar (punctuation, capitalization, etc.) or not?

|                                      | Total      | Gender     |            | Age (4 category) |            |            |            | Race (4 category) |            |            |           |
|--------------------------------------|------------|------------|------------|------------------|------------|------------|------------|-------------------|------------|------------|-----------|
|                                      |            | Male       | Female     | Under 30         | 30-44      | 45-64      | 65+        | White             | Black      | Hispanic   | Other     |
| I generally use proper grammar       | 48%        | 45%        | 50%        | 50%              | 41%        | 53%        | 46%        | 50%               | 45%        | 44%        | 41%       |
| I generally don't use proper grammar | 10%        | 11%        | 10%        | 11%              | 16%        | 8%         | 6%         | 10%               | 10%        | 16%        | 4%        |
| It depends on the situation          | 27%        | 27%        | 26%        | 33%              | 34%        | 26%        | 17%        | 23%               | 35%        | 30%        | 44%       |
| I do not send text messages          | 12%        | 13%        | 11%        | 4%               | 2%         | 10%        | 31%        | 13%               | 10%        | 8%         | 7%        |
| Not sure                             | 3%         | 4%         | 2%         | 3%               | 6%         | 3%         | 0%         | 3%                | 0%         | 2%         | 5%        |
| Totals (Unweighted N)                | 100% (999) | 100% (488) | 100% (511) | 100% (186)       | 100% (253) | 100% (380) | 100% (180) | 100% (700)        | 100% (125) | 100% (115) | 100% (59) |

|                                      | Total      | Party ID (3 category) |             |            | Family Income (3 category) |            |                |                   | Census Region |            |            |            |
|--------------------------------------|------------|-----------------------|-------------|------------|----------------------------|------------|----------------|-------------------|---------------|------------|------------|------------|
|                                      |            | Democrat              | Independent | Republican | Under \$50K                | \$50-100K  | \$100K or more | Prefer not to say | Northeast     | Midwest    | South      | West       |
| I generally use proper grammar       | 48%        | 46%                   | 45%         | 57%        | 43%                        | 55%        | 52%            | 49%               | 47%           | 44%        | 49%        | 51%        |
| I generally don't use proper grammar | 10%        | 12%                   | 9%          | 10%        | 11%                        | 9%         | 12%            | 10%               | 7%            | 11%        | 12%        | 9%         |
| It depends on the situation          | 27%        | 28%                   | 30%         | 17%        | 28%                        | 24%        | 28%            | 29%               | 25%           | 33%        | 25%        | 25%        |
| I do not send text messages          | 12%        | 12%                   | 11%         | 14%        | 16%                        | 9%         | 7%             | 8%                | 17%           | 9%         | 10%        | 13%        |
| Not sure                             | 3%         | 2%                    | 4%          | 2%         | 3%                         | 3%         | 1%             | 4%                | 4%            | 2%         | 3%         | 3%         |
| Totals (Unweighted N)                | 100% (999) | 100% (359)            | 100% (368)  | 100% (272) | 100% (468)                 | 100% (273) | 100% (123)     | 100% (135)        | 100% (206)    | 100% (219) | 100% (365) | 100% (209) |

**2. Email Grammar**

When sending an email, do you generally use proper grammar (punctuation, capitalization, etc.) or not?

|                                      | Total      | Gender     |            | Age (4 category) |            |            |            | Race (4 category) |            |            |           |
|--------------------------------------|------------|------------|------------|------------------|------------|------------|------------|-------------------|------------|------------|-----------|
|                                      |            | Male       | Female     | Under 30         | 30-44      | 45-64      | 65+        | White             | Black      | Hispanic   | Other     |
| I generally use proper grammar       | 74%        | 69%        | 78%        | 69%              | 64%        | 76%        | 85%        | 77%               | 70%        | 64%        | 62%       |
| I generally don't use proper grammar | 5%         | 4%         | 5%         | 3%               | 6%         | 5%         | 3%         | 5%                | 4%         | 6%         | 2%        |
| It depends on the situation          | 17%        | 21%        | 13%        | 20%              | 22%        | 15%        | 10%        | 14%               | 22%        | 21%        | 27%       |
| I do not send emails                 | 1%         | 2%         | 1%         | 3%               | 2%         | 1%         | 1%         | 1%                | 2%         | 5%         | 2%        |
| Not sure                             | 4%         | 5%         | 3%         | 5%               | 6%         | 3%         | 1%         | 3%                | 2%         | 4%         | 8%        |
| Totals (Unweighted N)                | 100% (999) | 100% (488) | 100% (511) | 100% (185)       | 100% (253) | 100% (381) | 100% (180) | 100% (701)        | 100% (125) | 100% (115) | 100% (58) |

|                                      | Total      | Party ID (3 category) |             |            | Family Income (3 category) |            |                |                   | Census Region |            |            |            |
|--------------------------------------|------------|-----------------------|-------------|------------|----------------------------|------------|----------------|-------------------|---------------|------------|------------|------------|
|                                      |            | Democrat              | Independent | Republican | Under \$50K                | \$50-100K  | \$100K or more | Prefer not to say | Northeast     | Midwest    | South      | West       |
| I generally use proper grammar       | 74%        | 73%                   | 71%         | 81%        | 70%                        | 76%        | 87%            | 76%               | 73%           | 72%        | 74%        | 76%        |
| I generally don't use proper grammar | 5%         | 5%                    | 3%          | 6%         | 6%                         | 3%         | 4%             | 2%                | 4%            | 3%         | 5%         | 6%         |
| It depends on the situation          | 17%        | 18%                   | 19%         | 9%         | 18%                        | 18%        | 8%             | 15%               | 16%           | 21%        | 16%        | 13%        |
| I do not send emails                 | 1%         | 2%                    | 1%          | 1%         | 3%                         | 0%         | —              | 1%                | 2%            | 2%         | 1%         | 1%         |
| Not sure                             | 4%         | 2%                    | 5%          | 2%         | 3%                         | 3%         | 1%             | 6%                | 5%            | 2%         | 4%         | 3%         |
| Totals (Unweighted N)                | 100% (999) | 100% (359)            | 100% (368)  | 100% (272) | 100% (467)                 | 100% (273) | 100% (124)     | 100% (135)        | 100% (206)    | 100% (219) | 100% (366) | 100% (208) |

**3. Improper Text Message Grammar**

If someone sent you a text message with improper grammar, how much would that bother you?

|                          | Gender        |               |               | Age (4 category) |               |               |               | Race (4 category) |               |               |              |
|--------------------------|---------------|---------------|---------------|------------------|---------------|---------------|---------------|-------------------|---------------|---------------|--------------|
|                          | Total         | Male          | Female        | Under 30         | 30-44         | 45-64         | 65+           | White             | Black         | Hispanic      | Other        |
| A lot                    | 12%           | 9%            | 15%           | 12%              | 11%           | 9%            | 16%           | 11%               | 19%           | 9%            | 10%          |
| Somewhat                 | 24%           | 21%           | 26%           | 27%              | 20%           | 24%           | 24%           | 24%               | 15%           | 31%           | 26%          |
| Not very much            | 29%           | 34%           | 25%           | 28%              | 32%           | 28%           | 29%           | 32%               | 22%           | 22%           | 32%          |
| Not at all               | 30%           | 31%           | 29%           | 26%              | 31%           | 35%           | 26%           | 28%               | 40%           | 33%           | 27%          |
| Not sure                 | 5%            | 6%            | 4%            | 8%               | 5%            | 3%            | 5%            | 5%                | 3%            | 5%            | 5%           |
| Totals<br>(Unweighted N) | 100%<br>(994) | 100%<br>(487) | 100%<br>(507) | 100%<br>(186)    | 100%<br>(252) | 100%<br>(380) | 100%<br>(176) | 100%<br>(695)     | 100%<br>(125) | 100%<br>(115) | 100%<br>(59) |

  

|                          | Party ID (3 category) |               |               |               | Family Income (3 category) |               |                |                   | Census Region |               |               |               |
|--------------------------|-----------------------|---------------|---------------|---------------|----------------------------|---------------|----------------|-------------------|---------------|---------------|---------------|---------------|
|                          | Total                 | Democrat      | Independent   | Republican    | Under \$50K                | \$50-100K     | \$100K or more | Prefer not to say | Northeast     | Midwest       | South         | West          |
| A lot                    | 12%                   | 14%           | 9%            | 14%           | 12%                        | 12%           | 11%            | 11%               | 12%           | 10%           | 16%           | 6%            |
| Somewhat                 | 24%                   | 21%           | 25%           | 25%           | 22%                        | 28%           | 24%            | 21%               | 22%           | 24%           | 24%           | 24%           |
| Not very much            | 29%                   | 27%           | 30%           | 33%           | 26%                        | 32%           | 34%            | 31%               | 29%           | 30%           | 25%           | 37%           |
| Not at all               | 30%                   | 34%           | 29%           | 26%           | 33%                        | 23%           | 30%            | 33%               | 30%           | 31%           | 32%           | 26%           |
| Not sure                 | 5%                    | 4%            | 7%            | 3%            | 6%                         | 5%            | 1%             | 4%                | 7%            | 5%            | 4%            | 6%            |
| Totals<br>(Unweighted N) | 100%<br>(994)         | 100%<br>(356) | 100%<br>(367) | 100%<br>(271) | 100%<br>(466)              | 100%<br>(272) | 100%<br>(123)  | 100%<br>(133)     | 100%<br>(204) | 100%<br>(219) | 100%<br>(362) | 100%<br>(209) |

**4. Improper Email Grammar**

If someone sent you an email with improper grammar, how much would that bother you?

|                          | Gender        |               |               | Age (4 category) |               |               |               | Race (4 category) |               |               |              |
|--------------------------|---------------|---------------|---------------|------------------|---------------|---------------|---------------|-------------------|---------------|---------------|--------------|
|                          | Total         | Male          | Female        | Under 30         | 30-44         | 45-64         | 65+           | White             | Black         | Hispanic      | Other        |
| A lot                    | 22%           | 17%           | 27%           | 26%              | 23%           | 18%           | 24%           | 23%               | 21%           | 17%           | 20%          |
| Somewhat                 | 30%           | 30%           | 31%           | 29%              | 32%           | 31%           | 28%           | 31%               | 24%           | 32%           | 30%          |
| Not very much            | 23%           | 26%           | 19%           | 21%              | 19%           | 25%           | 25%           | 24%               | 19%           | 23%           | 20%          |
| Not at all               | 21%           | 23%           | 20%           | 19%              | 22%           | 21%           | 23%           | 18%               | 34%           | 23%           | 29%          |
| Not sure                 | 3%            | 3%            | 3%            | 5%               | 4%            | 4%            | 0%            | 4%                | 2%            | 5%            | 2%           |
| Totals<br>(Unweighted N) | 100%<br>(997) | 100%<br>(488) | 100%<br>(509) | 100%<br>(186)    | 100%<br>(253) | 100%<br>(380) | 100%<br>(178) | 100%<br>(698)     | 100%<br>(125) | 100%<br>(115) | 100%<br>(59) |

  

|                          | Party ID (3 category) |               |               |               | Family Income (3 category) |               |                |                   | Census Region |               |               |               |
|--------------------------|-----------------------|---------------|---------------|---------------|----------------------------|---------------|----------------|-------------------|---------------|---------------|---------------|---------------|
|                          | Total                 | Democrat      | Independent   | Republican    | Under \$50K                | \$50-100K     | \$100K or more | Prefer not to say | Northeast     | Midwest       | South         | West          |
| A lot                    | 22%                   | 22%           | 22%           | 24%           | 19%                        | 23%           | 33%            | 22%               | 19%           | 20%           | 26%           | 19%           |
| Somewhat                 | 30%                   | 27%           | 31%           | 34%           | 28%                        | 32%           | 36%            | 30%               | 28%           | 30%           | 32%           | 29%           |
| Not very much            | 23%                   | 24%           | 20%           | 25%           | 22%                        | 24%           | 22%            | 22%               | 28%           | 22%           | 16%           | 30%           |
| Not at all               | 21%                   | 24%           | 22%           | 16%           | 27%                        | 17%           | 8%             | 22%               | 19%           | 23%           | 25%           | 16%           |
| Not sure                 | 3%                    | 4%            | 5%            | 1%            | 4%                         | 3%            | 1%             | 5%                | 5%            | 5%            | 1%            | 6%            |
| Totals<br>(Unweighted N) | 100%<br>(997)         | 100%<br>(357) | 100%<br>(367) | 100%<br>(273) | 100%<br>(466)              | 100%<br>(272) | 100%<br>(124)  | 100%<br>(135)     | 100%<br>(205) | 100%<br>(218) | 100%<br>(365) | 100%<br>(209) |

**5. Average Text Message Length**

What is the average length of the text messages you send?

|                            | Gender     |            | Age (4 category) |            |            |            | Race (4 category) |            |            |            |           |
|----------------------------|------------|------------|------------------|------------|------------|------------|-------------------|------------|------------|------------|-----------|
|                            | Total      | Male       | Female           | Under 30   | 30-44      | 45-64      | 65+               | White      | Black      | Hispanic   | Other     |
| Less than one sentence     | 15%        | 16%        | 13%              | 17%        | 17%        | 15%        | 11%               | 14%        | 15%        | 14%        | 21%       |
| 1-2 sentences              | 57%        | 55%        | 59%              | 63%        | 55%        | 60%        | 51%               | 60%        | 49%        | 52%        | 56%       |
| 1-2 paragraphs             | 7%         | 6%         | 8%               | 6%         | 10%        | 9%         | 5%                | 6%         | 9%         | 15%        | 7%        |
| More than 2 paragraphs     | 3%         | 3%         | 3%               | 3%         | 5%         | 3%         | 0%                | 2%         | 7%         | 4%         | 4%        |
| I don't send text messages | 12%        | 13%        | 11%              | 4%         | 2%         | 11%        | 32%               | 14%        | 10%        | 8%         | 7%        |
| Not sure                   | 6%         | 6%         | 5%               | 8%         | 11%        | 3%         | 1%                | 5%         | 9%         | 6%         | 6%        |
| Totals (Unweighted N)      | 100% (979) | 100% (474) | 100% (505)       | 100% (183) | 100% (252) | 100% (371) | 100% (173)        | 100% (684) | 100% (123) | 100% (113) | 100% (59) |

|                            | Party ID (3 category) |            |             | Family Income (3 category) |             |            |                | Census Region     |            |            |            |            |
|----------------------------|-----------------------|------------|-------------|----------------------------|-------------|------------|----------------|-------------------|------------|------------|------------|------------|
|                            | Total                 | Democrat   | Independent | Republican                 | Under \$50K | \$50-100K  | \$100K or more | Prefer not to say | Northeast  | Midwest    | South      | West       |
| Less than one sentence     | 15%                   | 14%        | 17%         | 12%                        | 15%         | 12%        | 12%            | 19%               | 12%        | 15%        | 15%        | 15%        |
| 1-2 sentences              | 57%                   | 56%        | 56%         | 63%                        | 48%         | 66%        | 76%            | 58%               | 55%        | 61%        | 54%        | 61%        |
| 1-2 paragraphs             | 7%                    | 9%         | 6%          | 8%                         | 9%          | 6%         | 2%             | 8%                | 10%        | 7%         | 7%         | 5%         |
| More than 2 paragraphs     | 3%                    | 3%         | 4%          | 2%                         | 5%          | 1%         | 1%             | 1%                | 2%         | 3%         | 5%         | 1%         |
| I don't send text messages | 12%                   | 12%        | 11%         | 14%                        | 16%         | 10%        | 8%             | 8%                | 17%        | 9%         | 11%        | 13%        |
| Not sure                   | 6%                    | 6%         | 7%          | 2%                         | 7%          | 4%         | 1%             | 5%                | 4%         | 4%         | 7%         | 5%         |
| Totals (Unweighted N)      | 100% (979)            | 100% (356) | 100% (357)  | 100% (266)                 | 100% (457)  | 100% (266) | 100% (122)     | 100% (134)        | 100% (201) | 100% (213) | 100% (359) | 100% (206) |

**6. Average Email Length**

What is the average length of the emails you send?

|                        | Gender     |            | Age (4 category) |            |            |            | Race (4 category) |            |            |            |           |
|------------------------|------------|------------|------------------|------------|------------|------------|-------------------|------------|------------|------------|-----------|
|                        | Total      | Male       | Female           | Under 30   | 30-44      | 45-64      | 65+               | White      | Black      | Hispanic   | Other     |
| Less than one sentence | 4%         | 6%         | 3%               | 7%         | 2%         | 6%         | 3%                | 4%         | 7%         | 5%         | 5%        |
| 1-2 sentences          | 38%        | 40%        | 36%              | 30%        | 33%        | 37%        | 51%               | 38%        | 39%        | 39%        | 32%       |
| 1-2 paragraphs         | 43%        | 38%        | 47%              | 47%        | 42%        | 43%        | 38%               | 45%        | 34%        | 35%        | 47%       |
| More than 2 paragraphs | 7%         | 7%         | 7%               | 5%         | 8%         | 10%        | 4%                | 7%         | 6%         | 11%        | 5%        |
| I don't send emails    | 2%         | 2%         | 1%               | 3%         | 2%         | 1%         | 1%                | 1%         | 2%         | 5%         | 2%        |
| Not sure               | 7%         | 7%         | 6%               | 8%         | 13%        | 4%         | 3%                | 6%         | 12%        | 4%         | 10%       |
| Totals (Unweighted N)  | 100% (971) | 100% (475) | 100% (496)       | 100% (176) | 100% (245) | 100% (372) | 100% (178)        | 100% (680) | 100% (122) | 100% (111) | 100% (58) |

|                        | Party ID (3 category) |            |             | Family Income (3 category) |             |            |                | Census Region     |            |            |            |            |
|------------------------|-----------------------|------------|-------------|----------------------------|-------------|------------|----------------|-------------------|------------|------------|------------|------------|
|                        | Total                 | Democrat   | Independent | Republican                 | Under \$50K | \$50-100K  | \$100K or more | Prefer not to say | Northeast  | Midwest    | South      | West       |
| Less than one sentence | 4%                    | 3%         | 5%          | 4%                         | 4%          | 5%         | —              | 7%                | 4%         | 4%         | 5%         | 4%         |
| 1-2 sentences          | 38%                   | 40%        | 35%         | 40%                        | 41%         | 45%        | 23%            | 26%               | 39%        | 44%        | 34%        | 38%        |
| 1-2 paragraphs         | 43%                   | 40%        | 43%         | 45%                        | 38%         | 38%        | 68%            | 47%               | 41%        | 39%        | 45%        | 43%        |
| More than 2 paragraphs | 7%                    | 7%         | 7%          | 7%                         | 6%          | 6%         | 6%             | 12%               | 9%         | 7%         | 7%         | 7%         |
| I don't send emails    | 2%                    | 2%         | 2%          | 1%                         | 3%          | 0%         | —              | 1%                | 2%         | 2%         | 1%         | 1%         |
| Not sure               | 7%                    | 7%         | 8%          | 2%                         | 8%          | 5%         | 3%             | 7%                | 5%         | 5%         | 8%         | 7%         |
| Totals (Unweighted N)  | 100% (971)            | 100% (350) | 100% (360)  | 100% (261)                 | 100% (449)  | 100% (270) | 100% (122)     | 100% (130)        | 100% (202) | 100% (213) | 100% (353) | 100% (203) |

|                               |   |
|-------------------------------|---|
| <b>Interviewing Dates</b>     | April 29 - May 2, 2016  |
| <b>Target population</b>      | U.S. citizens, aged 18 and over.  |
| <b>Sampling method</b>        | Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, voter registration, political ideology, party identification, geographic region, and voter registration) was selected from the 2014 American Community Study. Voter registration and party identification were imputed from the November 2014 Current Population Survey Registration and Voting Supplement. |
| <b>Weighting</b>              | The sample was weighted using propensity scores based on gender, age, race, education, political ideology, geographic region and voter registration. The weights range from 0.113 to 7.111, with a mean of one and a standard deviation of 0.76.  |
| <b>Number of respondents</b>  | 1000  |
| <b>Margin of error</b>        | ± 3.9% (adjusted for weighting)   |
| <b>Survey mode</b>            | Web-based interviews  |
| <b>Questions not reported</b> | 20 questions not reported.  |