



Adobe Emoji Trend Report

July 2019



The Emoji Effect

Emojis have become a cultural phenomenon – shaping the way we express ideas and emotions across languages, friends and generations. Emoji users believe emojis make conversations more fun and make people more approachable and likeable. However, they overwhelmingly want more inclusive emojis that reflect themselves and look to the future as an opportunity for continued expansion and development.

In celebration of the cultural phenomenon of emoji, Adobe is exploring the impact of this emerging digital language on our lives, relationships and communications ahead of World Emoji Day.

In a study focused on emoji users, Adobe surveyed 1,000 U.S. general population (ages 16 – 73) who use emojis at least weekly to better understand their emoji preferences and usage, particularly when it comes to the development of emojis that they would like to see.

SURVEY METHODOLOGY

Adobe fielded a 10-minute online survey to a representative sample of n=1,000 frequent emoji users (men, women and non-binary) aged 16-73 years old across the United States.



AUDIENCE

U.S. General Population
frequent emoji users
(ages 16-73)



SAMPLE SIZE

n=1,000



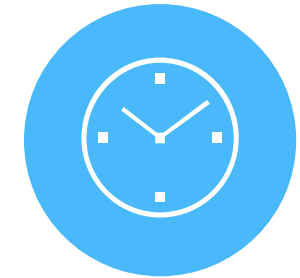
MARGIN OF ERROR

±3.1%



METHOD

10-minute
online survey administered
on smartphones or tablet
devices

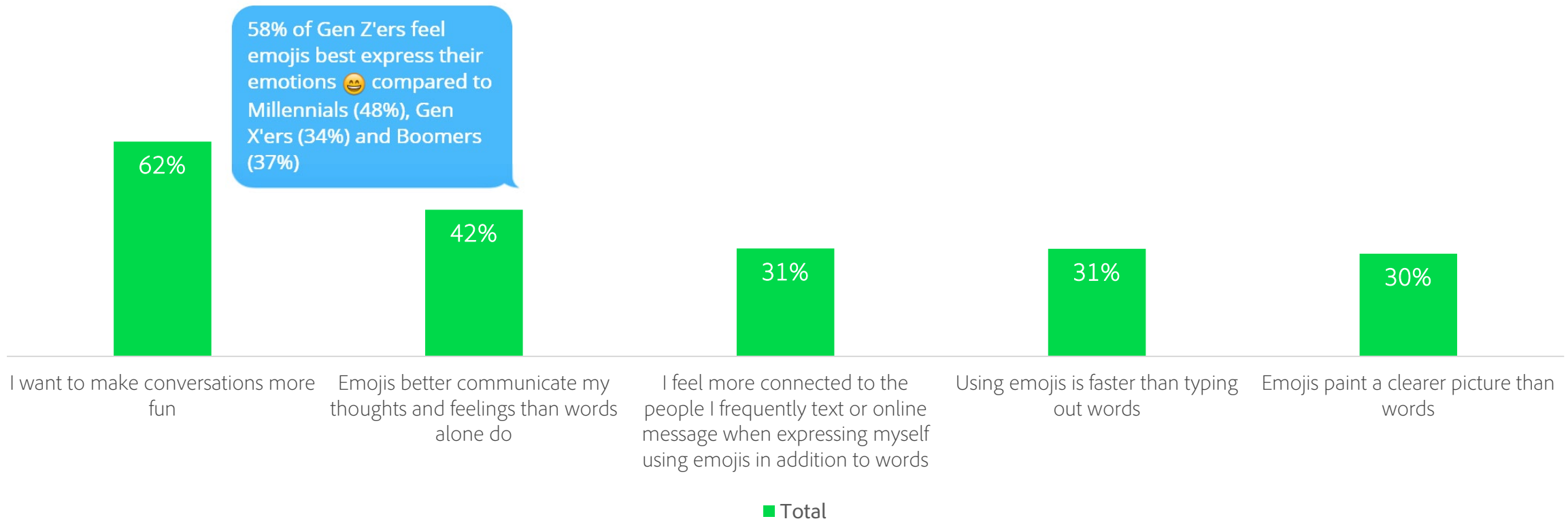


TIMING

Survey fielded from May 8-
15, 2019

Making conversations more fun is the top reason for using emojis among more than three-fifths of emoji users.

Reasons for Using Emojis
(Shown: Top 5; Percent selected response)

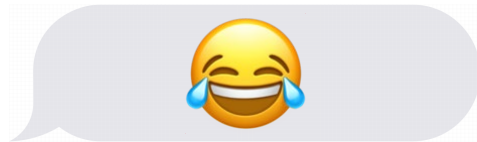


Laughter, love and kisses are users' favorite emojis, both individually and as pairings.

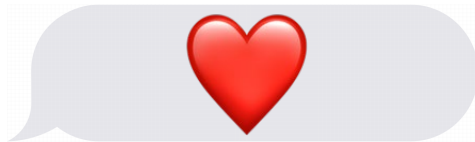
Favorite Emojis

(Shown: Top 3; open-end response)

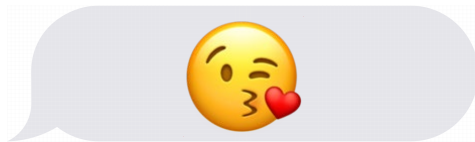
First



Second

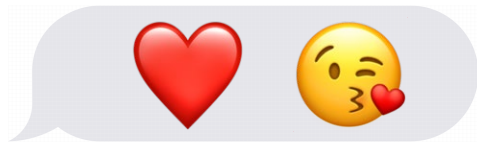
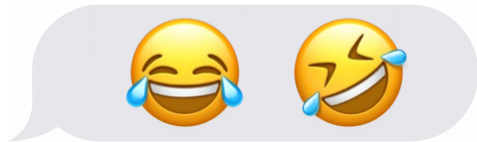
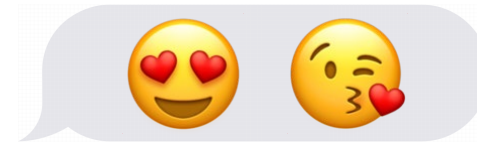


Third



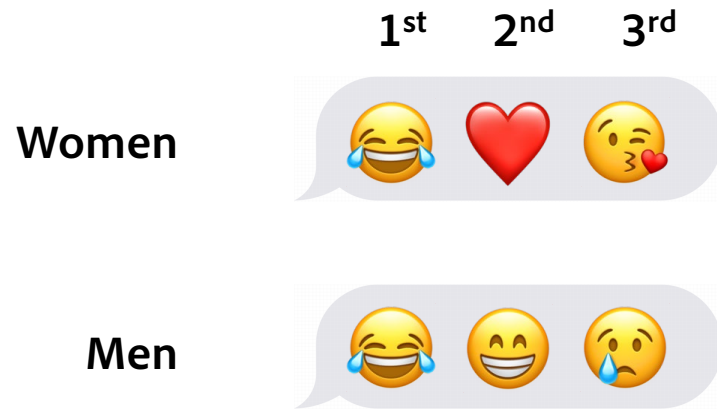
Favorite Pairings

(Shown: Top 3; open-end response)

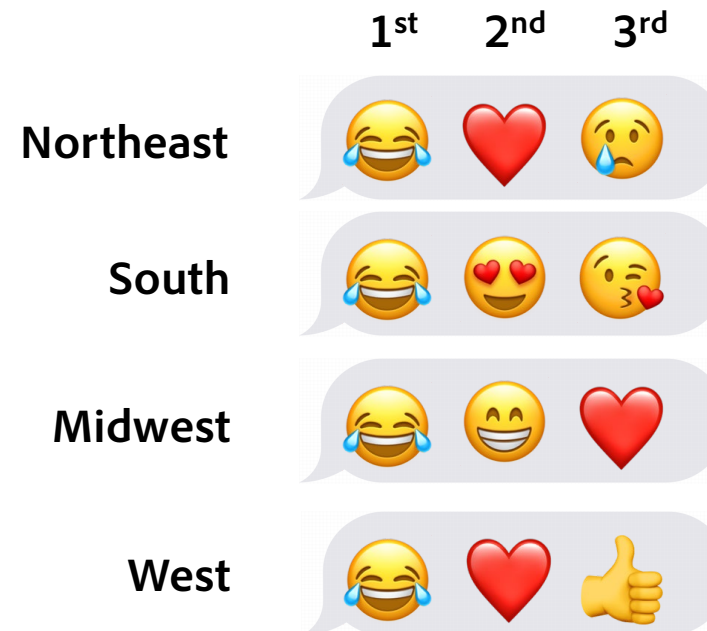


While laughter, love and kisses remain popular across regions and genders, the crying emoji makes it into the top three for the Northeast and male emoji users.

Favorite Emojis – By Gender *(Shown: Top 3; open-end response)*

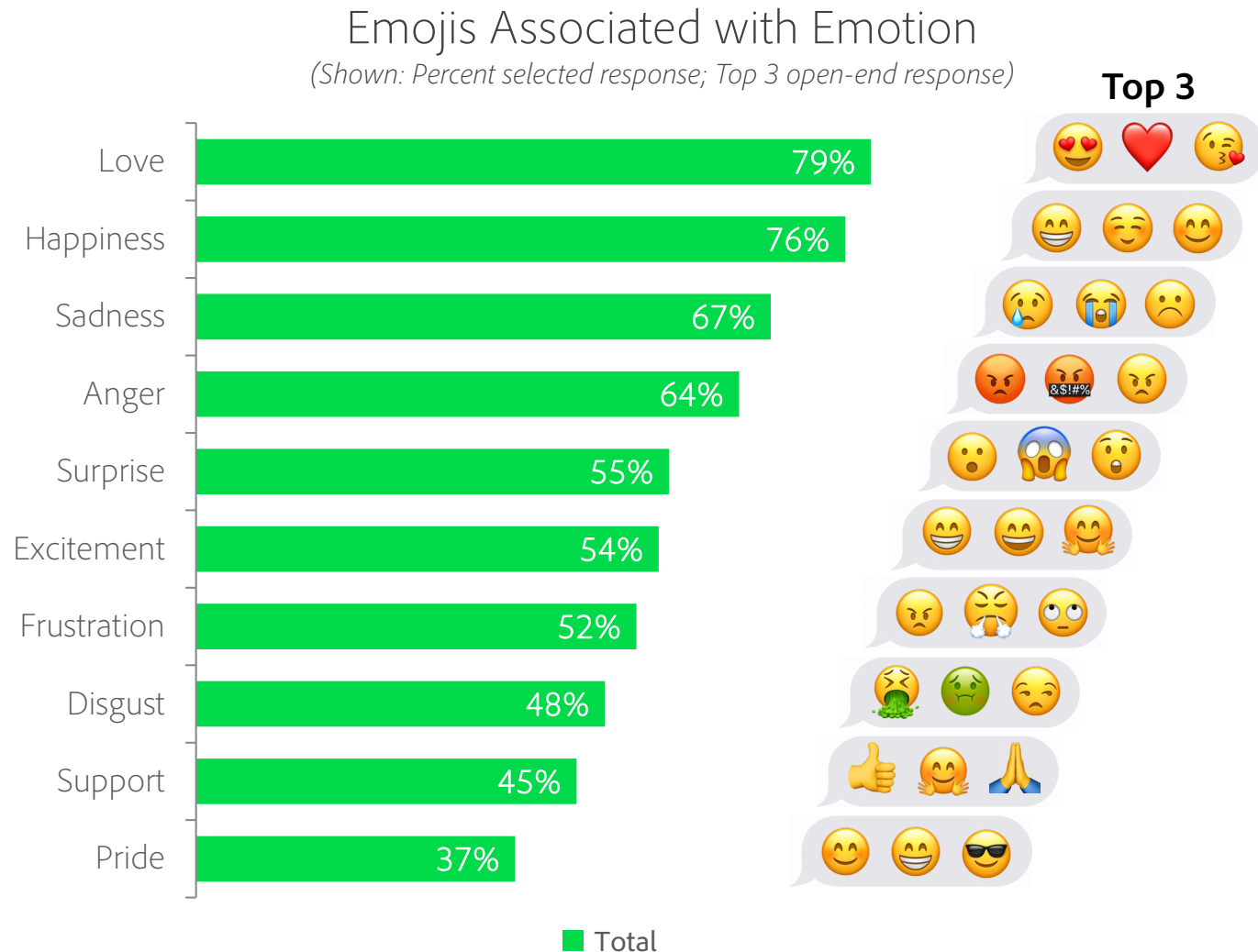


Favorite Emojis – By Region *(Shown: Top 3; open-end response)*



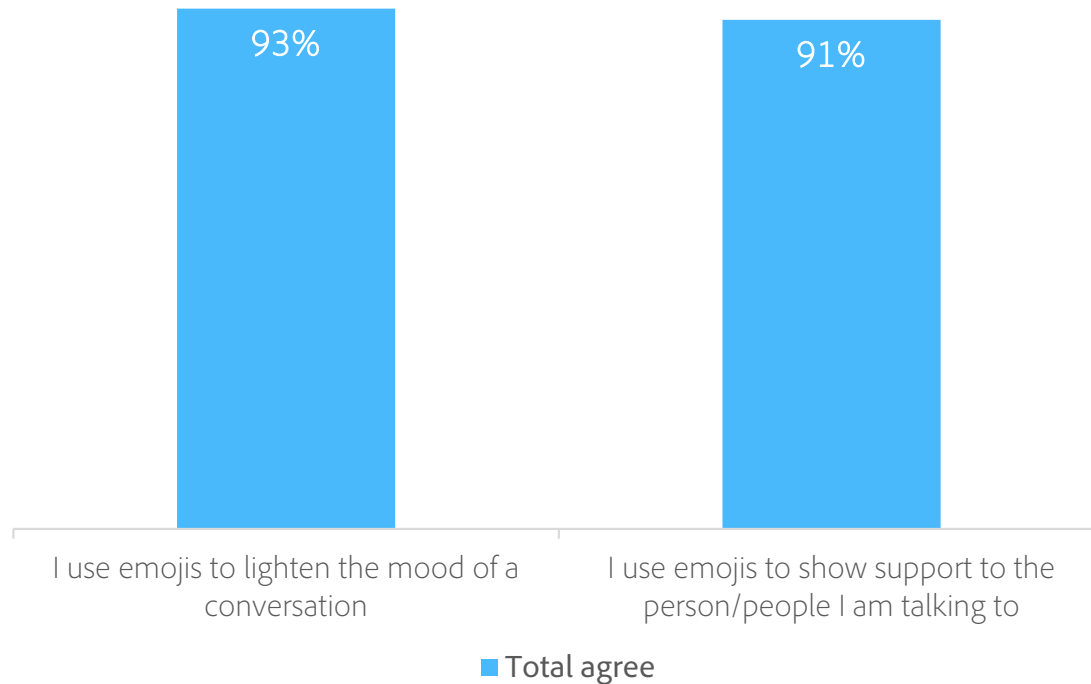
*Less than 1% of respondents identified as non-binary

Love, happiness and sadness are the top emotions users express through emojis.



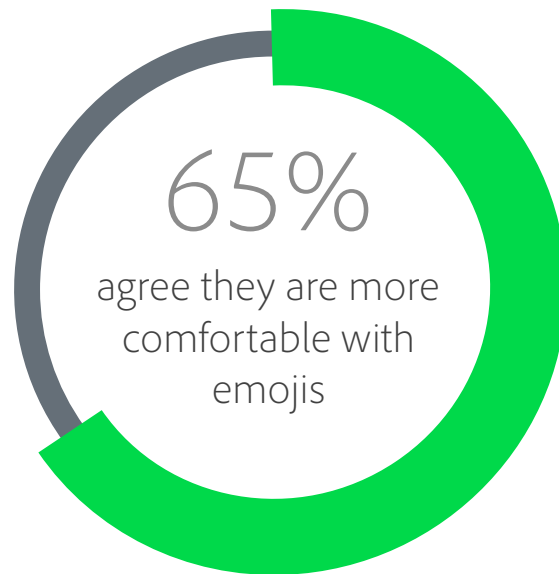
Nearly all emoji users agree emojis lighten the mood of conversations and show support.

Statement Agreement
(Shown: Total agree (somewhat/strongly agree))



Three-fifths of emoji users are more comfortable expressing emotions through emojis, rather than through phone conversations.

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



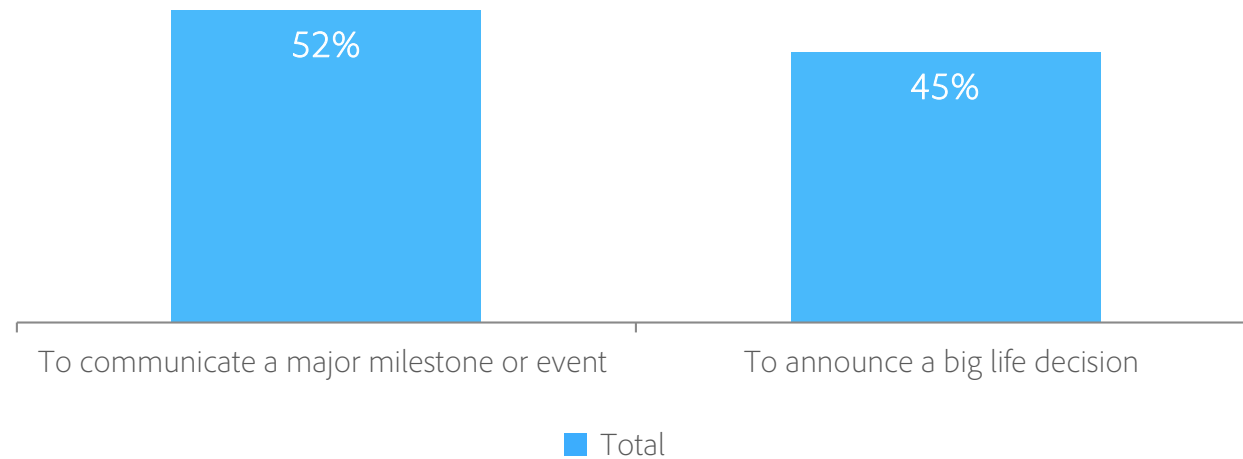
■ Agree ■ Disagree

83% of Gen Z'ers agree they are more comfortable expressing emotions through emojis versus phone conversations 📞

Compared to 71% of Millennials, 61% of Gen X'ers and 53% of Boomers

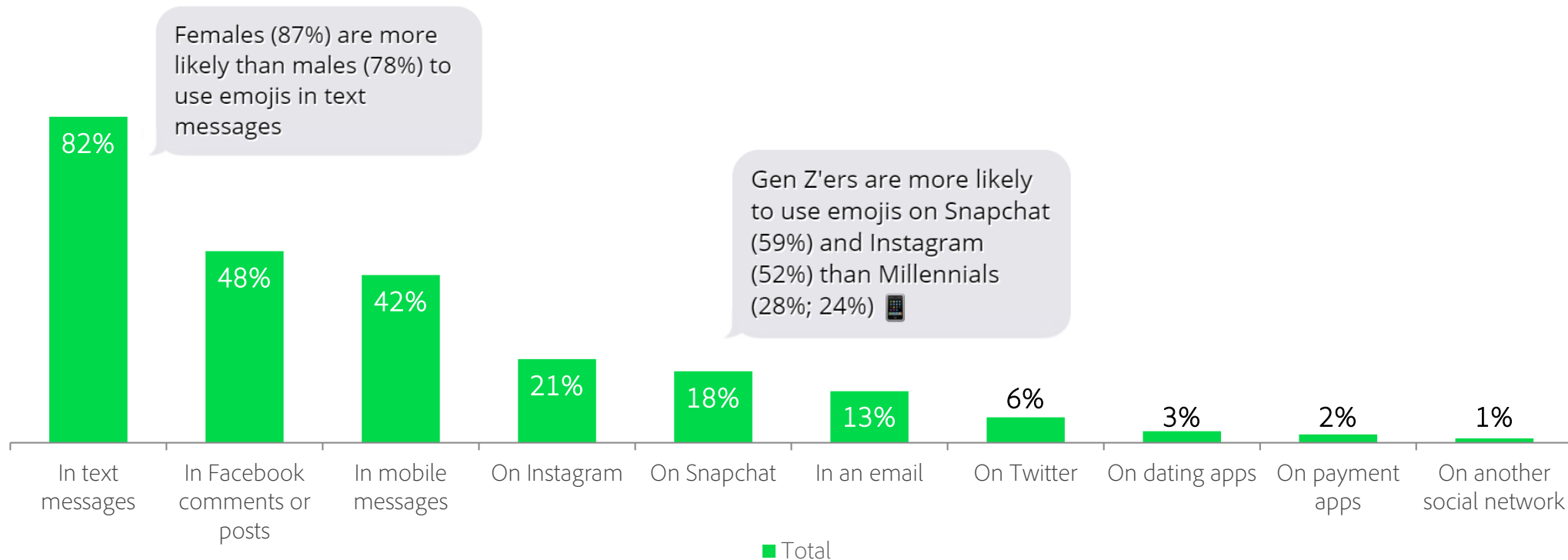
Nearly half of users also feel emojis can communicate a major milestone or life decision.

Likelihood of Using Emojis...
(Shown: Percent selected response)



Text messages remain the communication form of choice for emoji use. For social media apps, emoji use on Facebook is much higher compared to Instagram, Snapchat or Twitter.

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



Emoji users include emojis in their text or online messaging nearly half of the time, and use emojis exclusively almost a third of the time.

Emojis Included in Text Messaging
(Shown: Average numeric open-end response)

49%

Of the time emojis are included in text or online messaging

Females say they use emojis in their text messaging 55% of the time 🧑

Compared to males including emojis in texts 42% of the time 🧑

Emojis Used Exclusively in Text Messaging
(Shown: Average numeric open-end response)

27%

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

Gen Z'ers say they use emojis exclusively in text messaging 39% of the time 👍

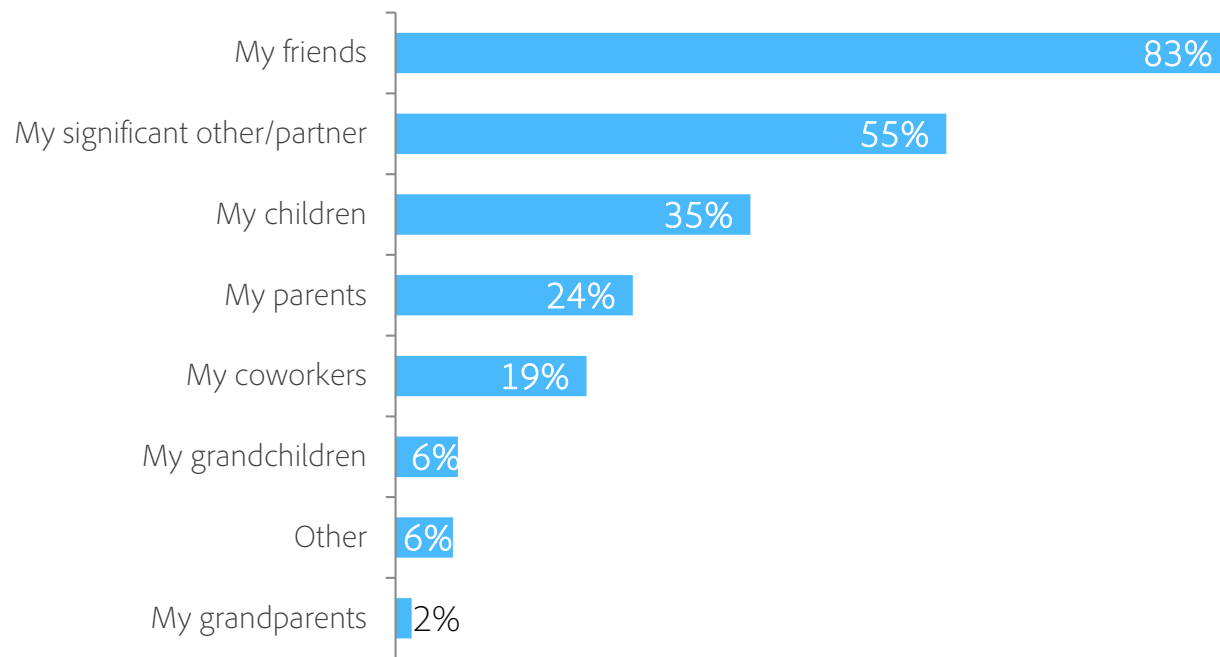
Compared to Gen X'ers using emojis exclusively 24% of the time 🙋

Friends are the most frequent recipients of emojis, followed by significant others and partners.

57% of males say they most often use emojis with their significant others/partners, compared to 52% of females. Males (24%) also say they use emojis more often with their coworkers compared to females (14%). However, 43% of females use emojis with their children, compared to only 28% of males.

Emojis Most Often Used With..

(Shown: Percent selected response)



Gen Z'ers (94%) are more likely than Millennials (85%) and Gen X'ers (76%) to use emojis with their friends 🤖🤖

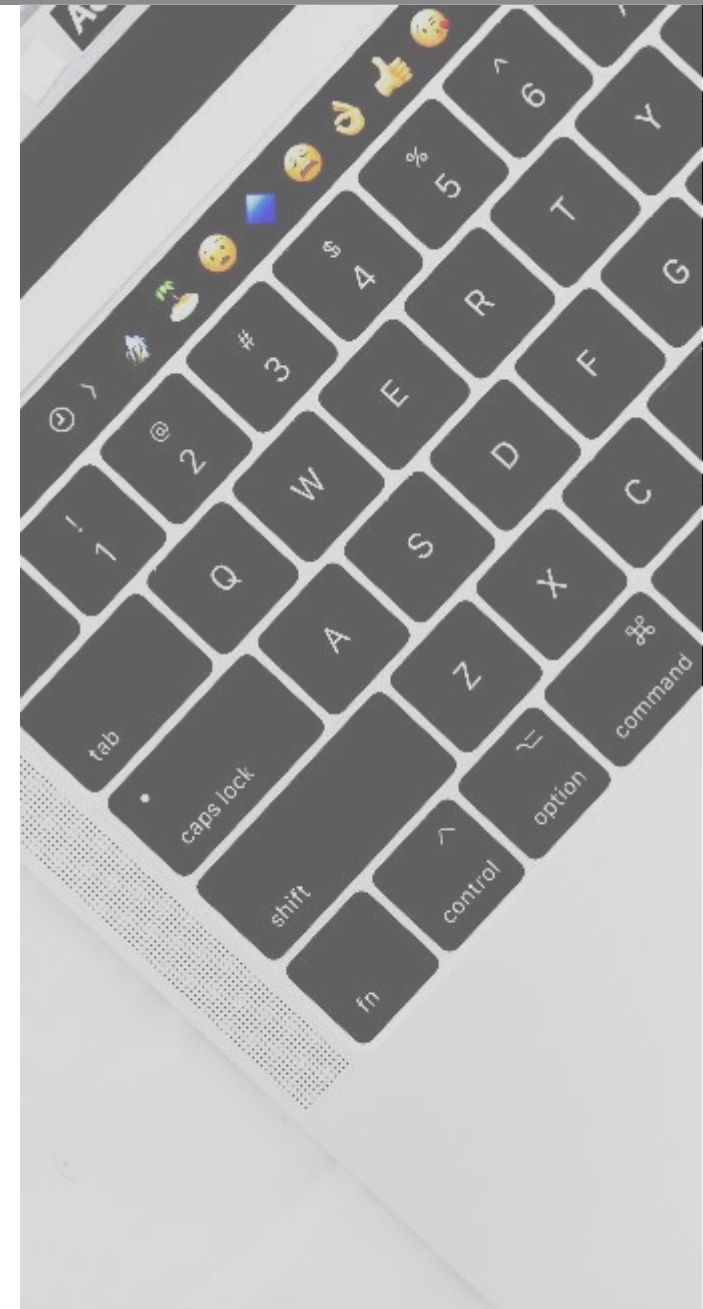
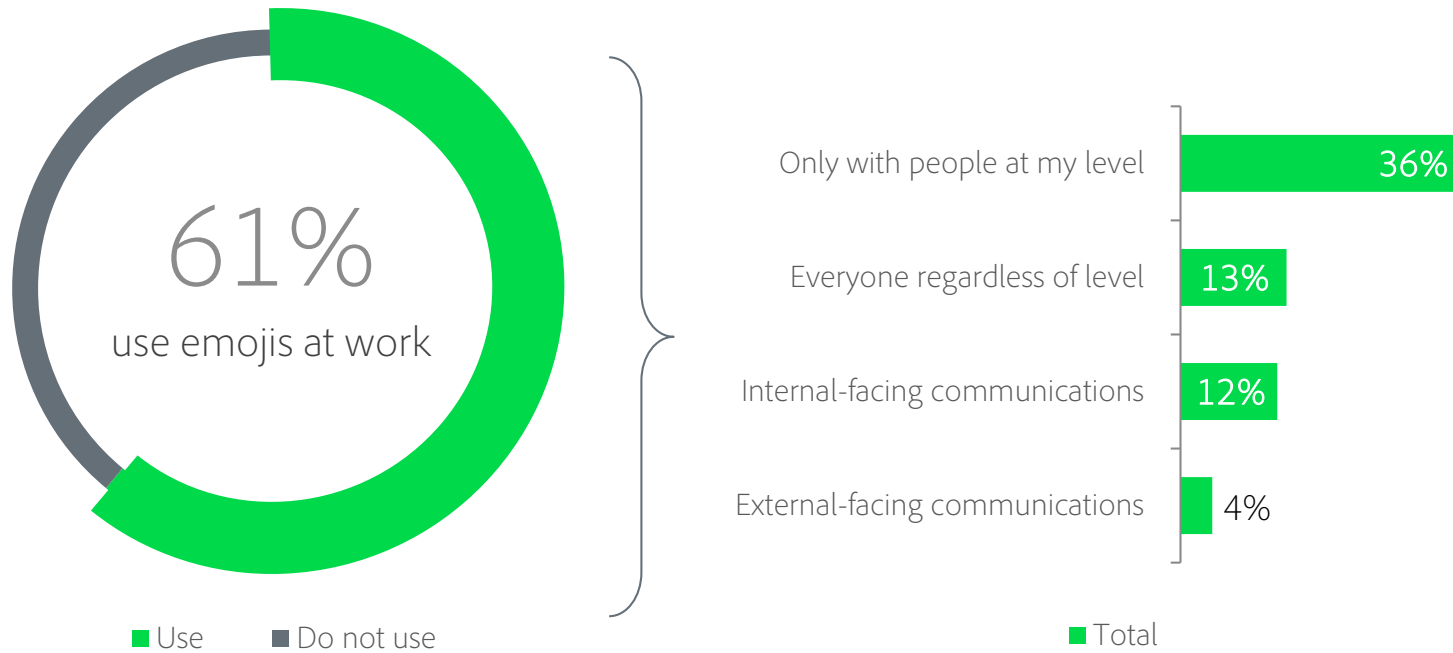
Millennials (65%) are more likely than Gen Z'ers (52%) to use emojis with their significant others ❤️

■ Total

*Less than 1% of respondents identified as non-binary

Three-fifths of emoji users also say they use emojis at work, most frequently with people at their level.

Use of Emojis in a Work Setting *(Shown: Percent selected response)*

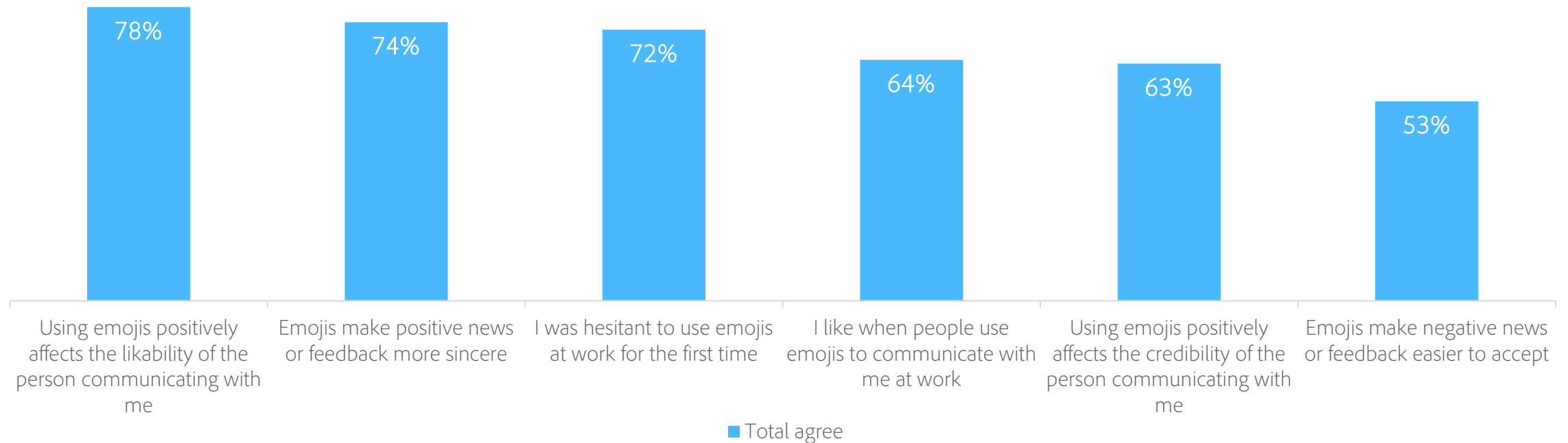


When emojis are used at work, the majority of emoji users feel they positively impact likability and make positive news feel more sincere.

70% of emoji users say they typically use text messaging to send emojis at work 📁

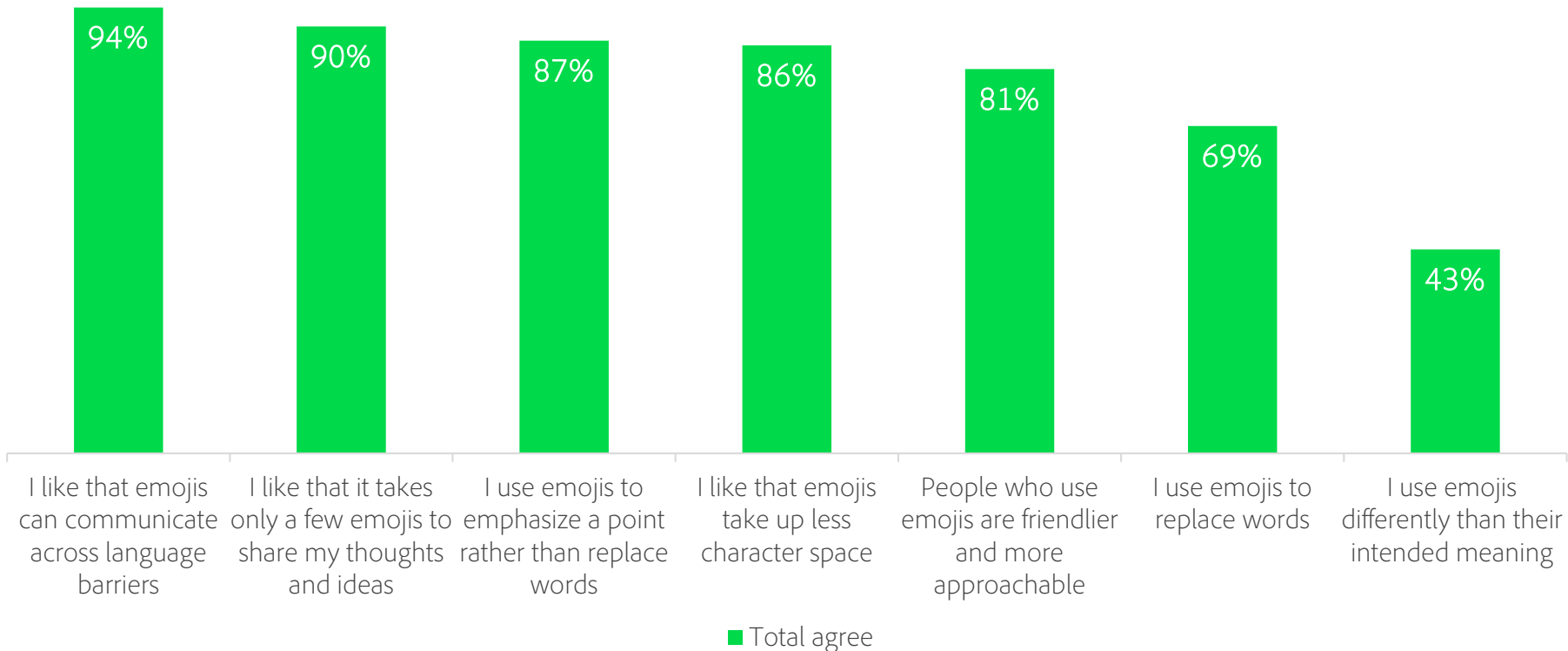
Statement Agreement

(Shown: Total agree (somewhat/strongly agree))



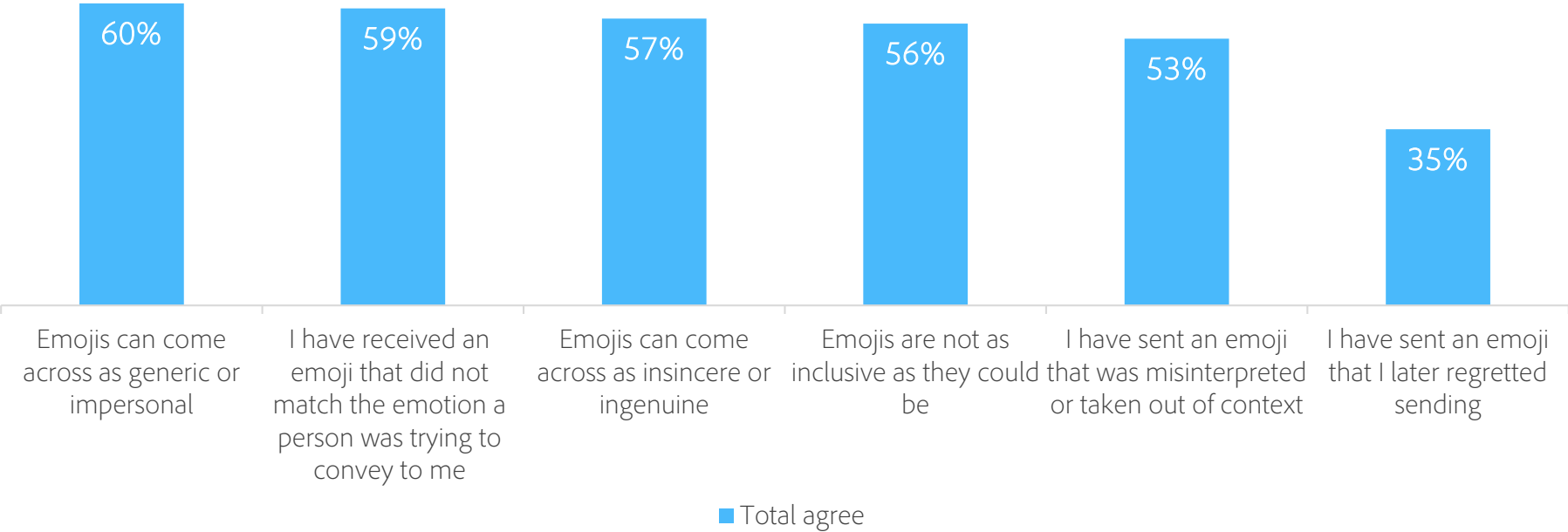
Emojis' ability to communicate across language barriers and instantly share thoughts and ideas are the greatest benefits to emoji users.

Statement Agreement
(Shown: Total agree (somewhat/strongly agree))



Emoji oops - nearly three in five emoji users have received the wrong emoji, and a third have regretted sending one.

Statement Agreement
(Shown: Total agree (somewhat/strongly agree))



The majority of users wish there were more emojis available, specifically emojis representing foods, drinks and snacks.

Emojis Missing

(Shown: Top 5 coded open-end responses; verbatim open-end responses)

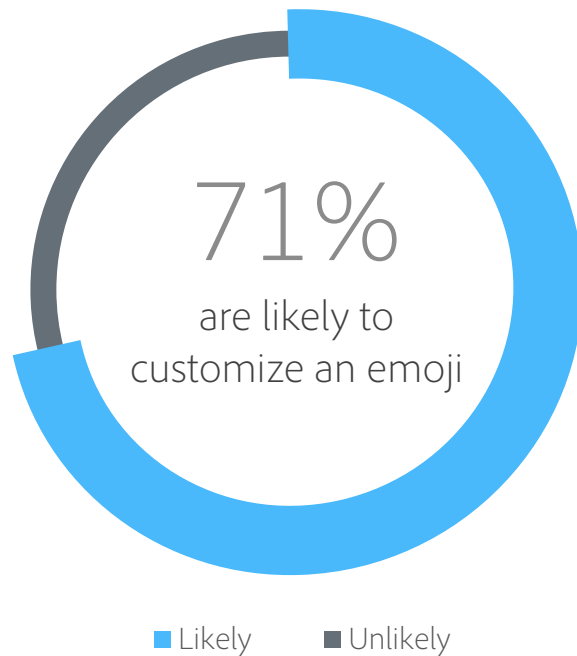


Food/drink/snacks	14%
Animals or insects	8%
Emotions	8%
Hand gestures	6%
Representation/diversity	5%

- "I wish there were more international food emojis to choose from, especially Asian cuisine."*
- "Variations on the hug. When my son is deployed, I send as many hugs as I can, but there is only one emoji for it."*
- "Emojis depicting things such as deaf people, blind people, disabled people, LGBTQ+ flags, and more animals."*

The majority of emoji users are likely to customize their emojis and wish they had more emoji customization options to better reflect their personal identity.

Likelihood of Customization
(Shown: Top 2 Box (somewhat/very likely))



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



73%

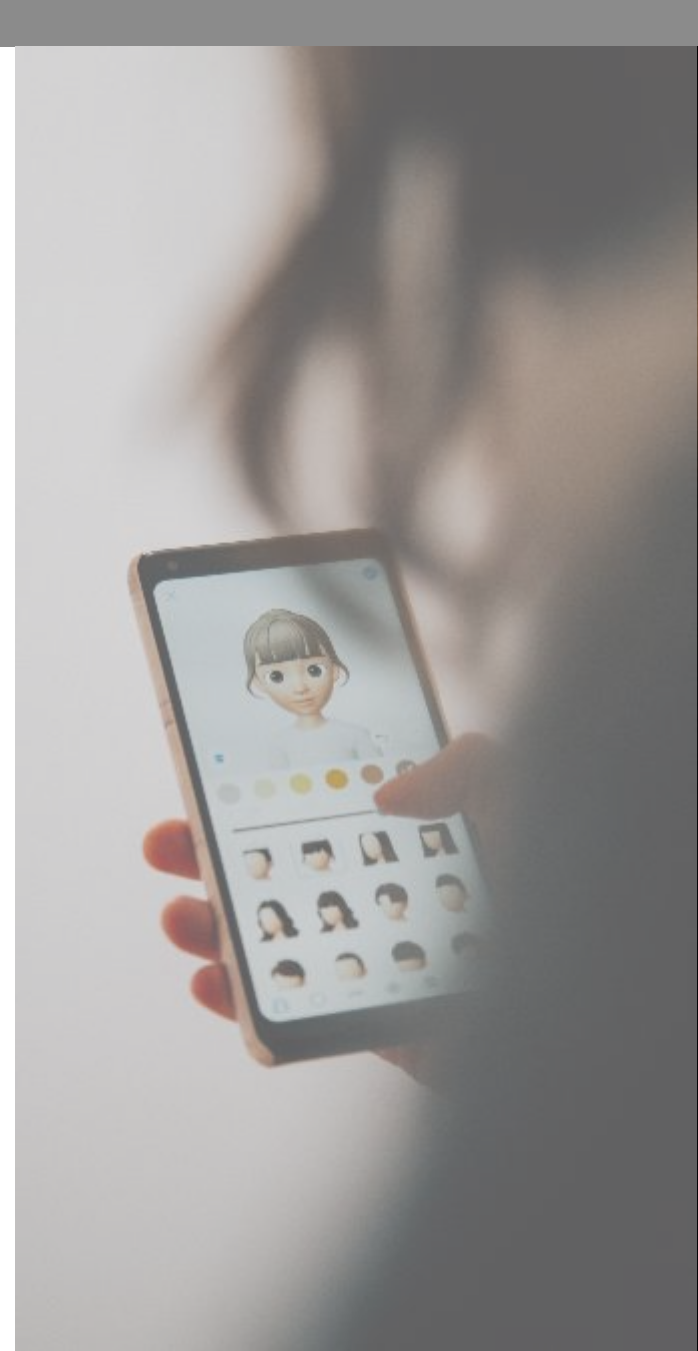
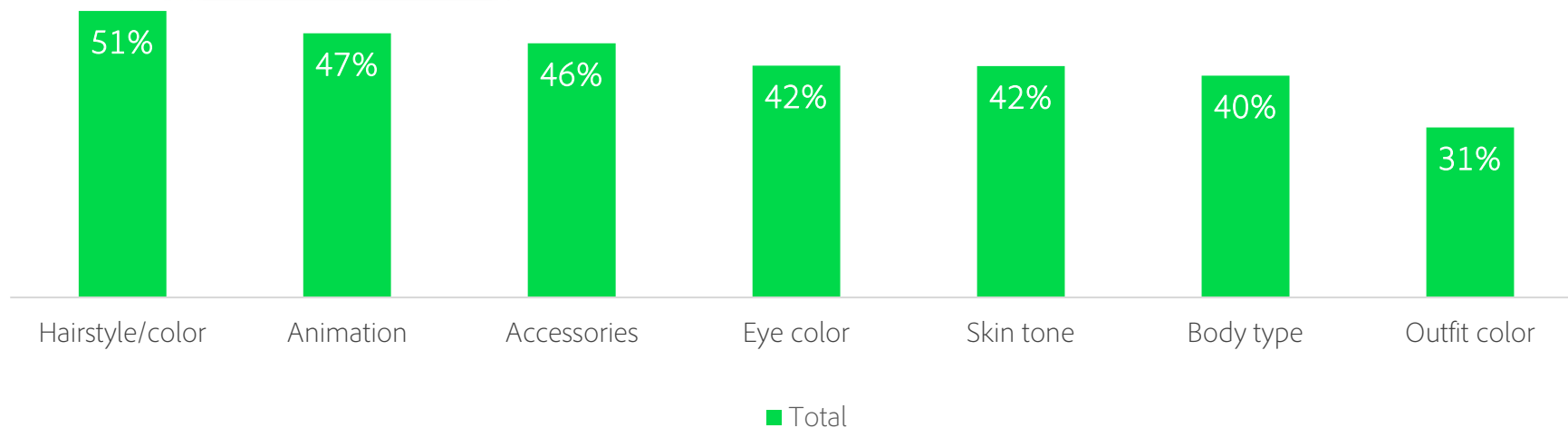
Wish they had more emoji customization options to better reflect their personal appearances

Half of emoji users say hair style or color options would better reflect their personal appearance.

Emoji Customizations

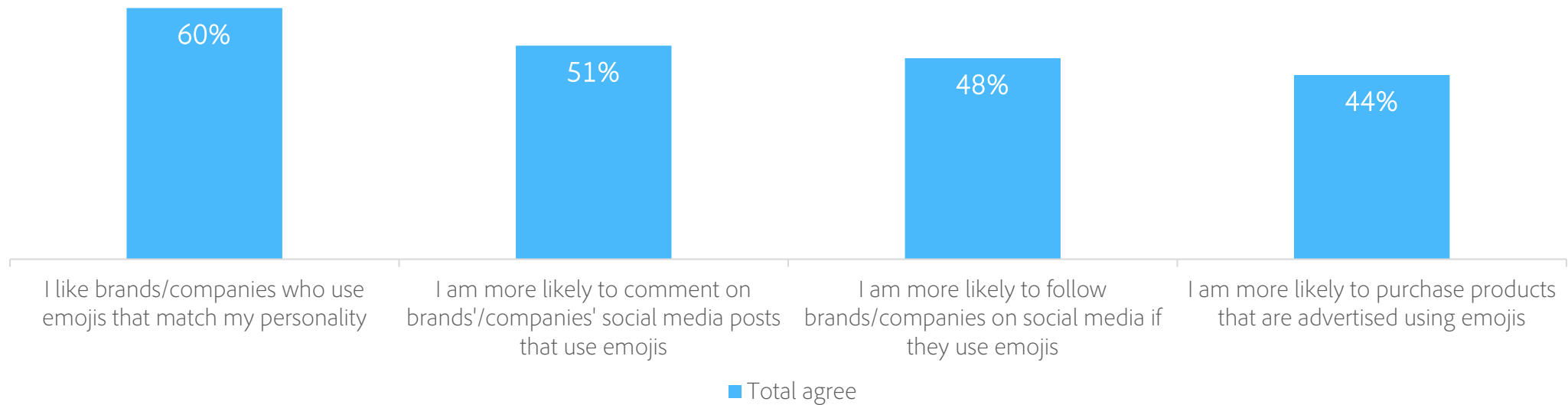
(Shown: Percent selected response)

Gen Z'ers (61%), Millennials (52%) and Gen X'ers (50%) feel hair style better reflects appearance 🧑 but 53% of Boomers say they would prefer animation the most 🙌



Over half of emoji users are more likely to engage with brands using emojis online.

Statement Agreement
(Shown: Total agree (somewhat/strongly agree))



More than half of emoji users say they are more likely to open emails from brands that include emojis in the subject line.

Effectiveness of Emoji in Subject Line

(Shown: Top 2 Box (somewhat more/much more likely))



Effectiveness of Favorite Emoji in Subject Line

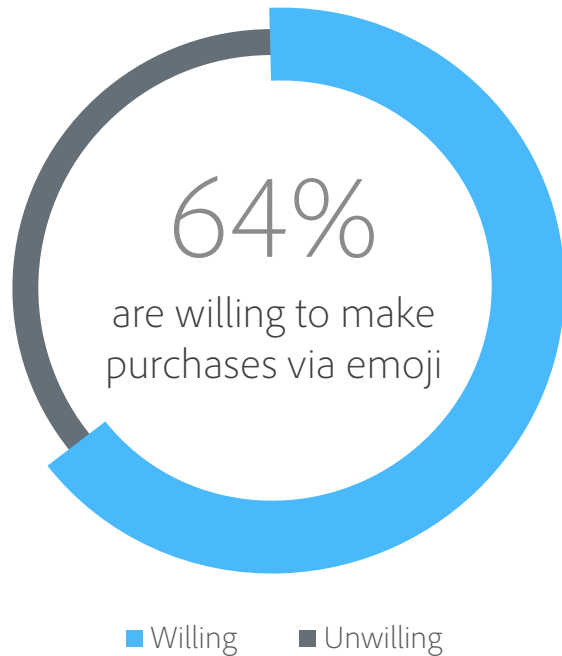
(Shown: Top 2 Box (somewhat more/much more likely))



Gen Z'ers are the most likely to open an email with their favorite emoji (75%) compared to Millennials (63%), Gen X'ers (59%) and Boomers (65%) → ✉

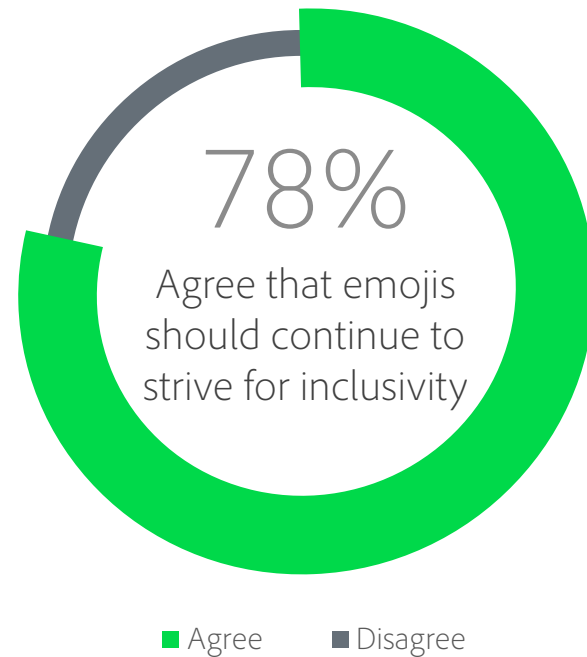
Emoji users are interested in purchasing items via emojis, and say they'd be most likely to purchase a meal.

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



78% of emoji users agree that emojis should continue to strive for inclusivity.

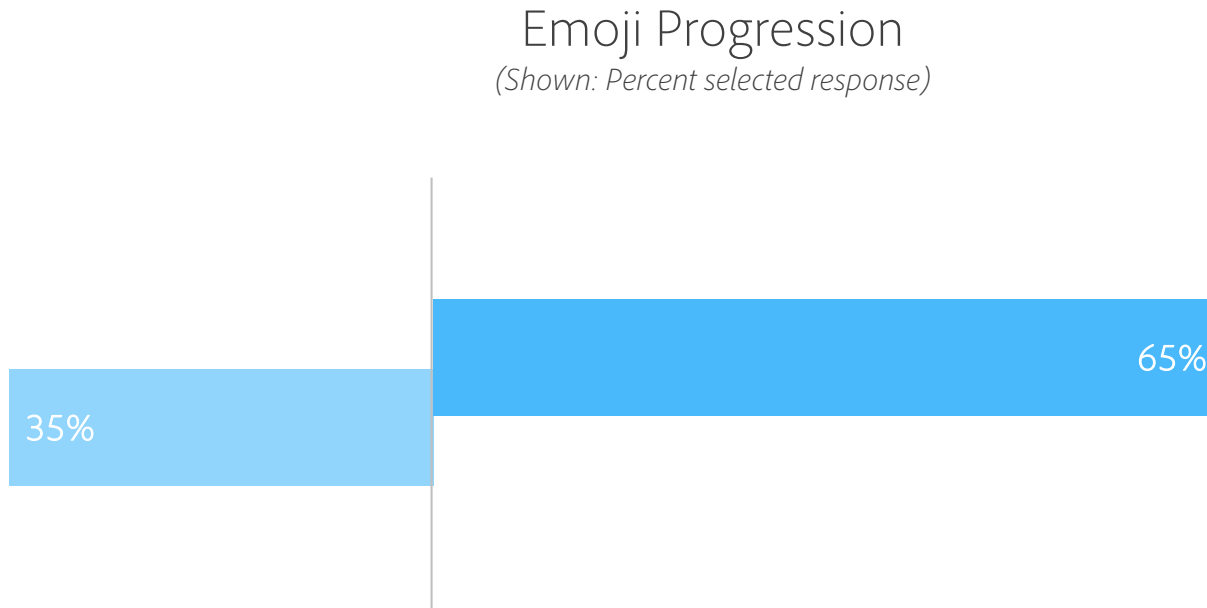
Statement Agreement
(Shown: Total agree (somewhat/strongly agree))



Emojis' best days are ahead – more than three-fifths of emoji users agree they will be better developed and more progressive in the next five years.



Emojis are well developed and progressive enough today



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



Adobe