YouGov Direct - Wordle

Sample: 1,032 Wordle players

Fieldwork: 21-23 January 2022

	Total	Gender		Age				Region				
		Female	**Male**	**18-24**	**25-49**	**50-64**	**65+**	**London**	**Midlands and Wales**	**North**	**Rest of South**	**Scotland**
How often do you play Wordle?												
Unweighted N	1032	555	477	74	649	226	83	191	213	269	226	133
Weighted Base: Wordle players	1056	546	510	150	571	245	90	389	155	161	212	140
Every day	64%	67%	62%	63%	64%	65%	68%	65%	69%	66%	61%	61%
Most days	24%	23%	26%	27%	24%	22%	26%	25%	18%	22%	24%	30%
Some days	10%	9%	12%	8%	11%	11%	4%	9%	11%	10%	14%	8%
Rarely	1%	1%	1%	2%	0%	1%	2%	0%	1%	2%	1%	1%
Don't know	0%	0%	0%	0%	1%	1%	0%	0%	1%	0%	0%	0%
At what time of day do you most typically play Wordle?												
Unweighted N	1032	555	477	74	649	226	83	191	213	269	226	133
Weighted Base: Wordle players	1056	546	510	150	571	245	90	389	155	161	212	140
At midnight or shortly after	8%	9%	8%	20%	8%	4%	3%	8%	12%	7%	7%	8%
Before 9am	29%	27%	31%	24%	33%	28%	15%	31%	28%	29%	28%	25%
Between 9am and 12pm	25%	27%	23%	29%	22%	27%	32%	23%	25%	25%	28%	26%
Between 12pm and 5pm	12%	11%	14%	9%	10%	15%	23%	12%	11%	10%	13%	16%
After 5pm	17%	18%	16%	11%	17%	19%	23%	17%	17%	19%	14%	20%
Don't know	8%	9%	7%	8%	9%	7%	5%	8%	7%	9%	9%	5%

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What is the best you've ever correctly guessed a word in Wordle?												
Unweighted N	1032	555	477	74	649	226	83	191	213	269	226	133
Weighted Base: Wordle players	1056	546	510	150	571	245	90	389	155	161	212	140
On the 6th guess	0%	1%	0%	0%	0%	0%	1%	0%	1%	1%	0%	1%
On the 5th guess	4%	4%	3%	6%	4%	2%	0%	3%	3%	5%	5%	1%
On the 4th guess	11%	13%	9%	16%	10%	13%	8%	7%	12%	11%	17%	13%
On the 3rd guess	49%	46%	53%	36%	49%	54%	59%	52%	49%	42%	46%	55%
On the 2nd guess	31%	30%	32%	37%	32%	26%	28%	32%	30%	37%	30%	23%
On the 1st guess	3%	4%	2%	4%	3%	2%	2%	3%	3%	1%	1%	5%
Don't know/can't recall	2%	2%	1%	1%	2%	2%	2%	2%	2%	3%	0%	2%
Have you ever failed to guess a word on Wordle?												
Unweighted N	1032	555	477	74	649	226	83	191	213	269	226	133
Weighted Base: Wordle players	1056	546	510	150	571	245	90	389	155	161	212	140
Yes I have	43%	41%	45%	54%	44%	38%	33%	47%	38%	44%	32%	51%
No I have not	55%	57%	53%	42%	55%	61%	65%	52%	60%	54%	65%	47%
Don't know/can't recall	2%	2%	2%	3%	2%	1%	2%	0%	3%	2%	3%	2%

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		Female	**Male**	**18-24**	**25-49**	**50-64**	**65+**	**London**	**Midlands and Wales**	**North**	**Rest of South**	**Scotland**
How often, if at all, do you typically share your Wordle score on social media like Facebook or Twitter?												
Unweighted N	1032	555	477	74	649	226	83	191	213	269	226	133
Weighted Base: Wordle players	1056	546	510	150	571	245	90	389	155	161	212	140
Every time	6%	5%	6%	5%	6%	5%	8%	6%	4%	6%	7%	4%
Most times	6%	6%	6%	6%	6%	9%	2%	5%	5%	5%	9%	8%
Some times	10%	8%	11%	5%	10%	11%	11%	9%	11%	12%	10%	5%
Rarely	13%	14%	11%	15%	13%	11%	11%	14%	13%	13%	9%	14%
Never	65%	65%	65%	69%	64%	65%	68%	66%	66%	63%	63%	68%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
And how often, if at all, do you typically share your Wordle score in messages and group chats with friends, family and colleagues, e.g. on WhatsApp?												
Unweighted N	1032	555	477	74	649	226	83	191	213	269	226	133
Weighted Base: Wordle players	1056	546	510	150	571	245	90	389	155	161	212	140
Every time	13%	13%	12%	23%	13%	8%	5%	10%	14%	13%	12%	17%
Most times	10%	10%	11%	12%	12%	5%	7%	11%	10%	8%	12%	9%
Some times	16%	21%	11%	11%	18%	17%	11%	23%	10%	15%	11%	15%
Rarely	12%	9%	15%	14%	11%	11%	15%	10%	17%	13%	13%	10%
Never	49%	46%	51%	40%	45%	58%	62%	46%	48%	51%	51%	49%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%

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	Total	Gender		Age				Region				
		Female	**Male**	**18-24**	**25-49**	**50-64**	**65+**	**London**	**Midlands and Wales**	**North**	**Rest of South**	**Scotland**
Would you prefer that Wordle stuck to only allowing one game per day, or for it to start giving more than one game per day?												
Unweighted N	1032	555	477	74	649	226	83	191	213	269	226	133
Weighted Base: Wordle players	1056	546	510	150	571	245	90	389	155	161	212	140
Stick to one game per day	72%	68%	77%	72%	73%	69%	76%	71%	74%	70%	70%	79%
Start giving more than one game per day	24%	29%	19%	27%	22%	27%	23%	25%	21%	28%	26%	19%
Don't know	4%	4%	3%	1%	5%	4%	1%	4%	5%	3%	4%	2%
Do you have a starter word that you always use in Wordle?												
Unweighted N	1032	555	477	74	649	226	83	191	213	269	226	133
Weighted Base: Wordle players	1056	546	510	150	571	245	90	389	155	161	212	140
Yes I do	42%	40%	45%	52%	43%	38%	33%	43%	40%	40%	41%	48%
No I do not	57%	59%	54%	47%	56%	62%	67%	56%	58%	60%	58%	52%
Don't know	1%	1%	1%	1%	1%	0%	0%	0%	3%	0%	1%	0%

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		Female	**Male**	**18-24**	**25-49**	**50-64**	**65+**	**London**	**Midlands and Wales**	**North**	**Rest of South**	**Scotland**

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

	Total	Female	Male	18-24	25-49	50-64	65+	London	Midlands and Wales	North	Rest of South	Scotland
Unweighted N	1032	555	477	74	649	226	83	191	213	269	226	133
Weighted Base: Wordle players	1056	546	510	150	571	245	90	389	155	161	212	140
I use hard mode via the game's settings	7%	8%	6%	8%	6%	8%	10%	8%	6%	6%	6%	7%
I use hard mode by enforcing the rule myself	18%	16%	21%	23%	16%	22%	17%	15%	18%	15%	27%	18%
I do not use hard mode	65%	66%	64%	67%	69%	58%	52%	66%	66%	70%	57%	66%
Don't know	10%	10%	10%	2%	9%	12%	22%	11%	10%	9%	10%	9%

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

	Total	Female	Male	18-24	25-49	50-64	65+	London	Midlands and Wales	North	Rest of South	Scotland
Unweighted N	1032	555	477	74	649	226	83	191	213	269	226	133
Weighted Base: Wordle players	1056	546	510	150	571	245	90	389	155	161	212	140
British English	24%	26%	22%	32%	21%	26%	26%	24%	26%	25%	25%	18%
American English	49%	45%	52%	45%	52%	45%	46%	51%	43%	45%	44%	58%
Don't know	27%	29%	26%	22%	28%	29%	28%	25%	31%	30%	30%	24%

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

	Total	Female	Male	18-24	25-49	50-64	65+	London	Midlands and Wales	North	Rest of South	Scotland
Unweighted N	1032	555	477	74	649	226	83	191	213	269	226	133
Weighted Base: Wordle players	1056	546	510	150	571	245	90	389	155	161	212	140
Wordle should not use words that use the same letter twice or more	6%	5%	6%	6%	6%	7%	2%	7%	6%	6%	5%	2%
Wordle should give an indication if a word is using the same letter twice or more	29%	32%	27%	44%	32%	19%	18%	32%	27%	28%	28%	28%
Wordle should continue to not give any indication that a word is using the same letter twice or more	57%	55%	59%	43%	56%	61%	78%	52%	58%	59%	60%	63%
Don't know	8%	8%	8%	7%	7%	13%	3%	9%	10%	7%	7%	7%

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