

YouGov Survey Results

Sample Size - 1015 UK Adult Facebook Users

Fieldwork - April 2014

Total	Social grade		Government Office Region									Age					Gender	
	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland	18-24	25-34	35-44	45-54	55+	Male	Female	

Do you ever use Facebook? Please select one option from below

Unweighted base	1015	509	506	255	127	74	118	220	57	149	15	224	279	195	144	129	486	529
Base: total (all active facebook user - representative of age and gender of FB users (taken from socialbakers))	1015	505	510	254	127	74	119	220	57	150	15	232	273	191	145	127	497	518
Yes & active in last 30 days	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, but not active in last 30 days	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

How frequently do you access Facebook?

Unweighted base	1015	509	506	255	127	74	118	220	57	149	15	224	279	195	144	129	486	529
Base: total (all active facebook user - representative of age and gender of FB users (taken from socialbakers))	1015	505	510	254	127	74	119	220	57	150	15	232	273	191	145	127	497	518
Several times a day	66%	65%	68%	65%	60%	70%	70%	63%	70%	73%	80%	83%	70%	66%	59%	42%	64%	69%
Once a day	19%	20%	19%	22%	23%	11%	19%	20%	16%	16%	13%	13%	22%	20%	15%	28%	18%	20%
Several times a week	9%	9%	9%	9%	10%	13%	9%	12%	5%	7%	7%	3%	6%	10%	19%	16%	12%	7%
Once a week	4%	5%	3%	2%	6%	5%	2%	4%	5%	3%	-	1%	2%	4%	5%	12%	4%	4%
2-3 times a month	1%	1%	1%	2%	1%	-	1%	-	2%	-	-	0%	1%	1%	2%	2%	1%	1%
Once a month	0%	-	1%	0%	-	-	-	1%	2%	-	-	-	-	1%	-	-	0%	0%
Less often than once a month	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Through which, if any, of the following devices do you ever access Facebook? Please select all that apply.

Unweighted base	1015	509	506	255	127	74	118	220	57	149	15	224	279	195	144	129	486	529
Base: total (all active facebook user - representative of age and gender of FB users (taken from socialbakers))	1015	505	510	254	127	74	119	220	57	150	15	232	273	191	145	127	497	518
Smart TV	2%	2%	2%	1%	2%	1%	2%	1%	4%	4%	-	3%	1%	3%	1%	2%	2%	2%
Any other TV	0%	0%	0%	0%	-	-	1%	-	-	1%	-	0%	-	1%	1%	-	0%	0%
PC/Laptop	86%	87%	85%	86%	83%	83%	90%	86%	88%	90%	73%	88%	85%	84%	89%	91%	88%	84%
Tablet	33%	37%	29%	31%	35%	37%	25%	33%	31%	38%	26%	28%	31%	41%	38%	29%	34%	32%
Smartphone	72%	73%	71%	70%	66%	65%	85%	72%	66%	72%	86%	85%	80%	77%	52%	39%	72%	72%
Personal media player, e.g. iPod iPad Mini	9%	9%	10%	9%	11%	13%	10%	10%	2%	7%	13%	12%	5%	10%	10%	7%	6%	12%
None of these	0%	0%	0%	-	-	-	-	0%	-	1%	-	0%	-	-	-	1%	0%	0%

Total	Social grade		Government Office Region								Age					Gender	
	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland	18-24	25-34	35-44	45-54	55+	Male	Female

Are you aware that Facebook have brought out a Facebook Messenger app which is separate from the main Facebook app?

Unweighted base	1015	509	506	255	127	74	118	220	57	149	15	224	279	195	144	129	486	529
Base: total (all active facebook user - representative of age and gender of FB users (taken from socialbakers)	1015	505	510	254	127	74	119	220	57	150	15	232	273	191	145	127	497	518
Yes	62%	60%	63%	57%	65%	58%	77%	57%	63%	62%	60%	82%	60%	61%	49%	36%	63%	60%
No	37%	39%	34%	40%	34%	40%	22%	42%	33%	36%	40%	18%	39%	35%	49%	62%	35%	38%
Don't know	2%	1%	3%	3%	2%	1%	2%	1%	3%	2%	-	-	2%	4%	2%	2%	1%	2%

Have you downloaded Facebook Messenger on any of the devices you own?

Unweighted base	621	303	318	145	82	43	90	124	36	92	9	184	166	118	71	46	306	315
Base: all aware of Facebook Messenger	624	302	322	145	82	43	91	125	36	93	9	191	163	116	72	45	314	310
Yes	42%	40%	45%	41%	37%	51%	47%	37%	50%	42%	57%	46%	44%	41%	37%	33%	45%	39%
No	58%	60%	55%	59%	63%	49%	53%	62%	50%	58%	43%	54%	56%	59%	62%	67%	54%	61%
Don't know	0%	0%	-	-	-	-	-	1%	-	-	-	-	-	-	1%	-	0%	-

On which, if any, of the following devices have you downloaded the Facebook Messenger app? Please select all that apply.

Unweighted base	261	120	141	59	30	22	42	46	18	39	5	85	72	48	26	15	139	122
Base: all who have downloaded Facebook messenger (onto any device)	263	120	144	59	31	22	42	47	18	39	5	88	71	47	26	15	143	120
Smart TV	1%	2%	1%	2%	3%	-	2%	-	-	-	-	1%	1%	2%	-	-	1%	1%
Any other TV	0%	1%	-	-	-	-	2%	-	-	-	-	-	-	2%	-	-	-	1%
PC/Laptop	7%	8%	5%	5%	14%	5%	7%	2%	17%	5%	-	7%	4%	6%	8%	13%	6%	7%
Tablet	14%	14%	13%	13%	13%	5%	14%	15%	22%	13%	20%	8%	10%	21%	27%	33%	15%	12%
Smartphone	89%	91%	87%	88%	76%	96%	93%	89%	95%	92%	59%	88%	93%	88%	88%	80%	89%	89%
Personal media player, e.g. iPod iPad Mini	5%	4%	5%	5%	10%	4%	7%	5%	-	-	-	5%	3%	6%	4%	-	3%	7%
Other	3%	2%	4%	2%	10%	4%	2%	2%	-	5%	-	7%	1%	2%	4%	-	3%	4%
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	0%	-	1%	-	-	-	-	-	-	-	21%	1%	-	-	-	-	1%	-

Total	Social grade		Government Office Region								Age					Gender	
	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland	18-24	25-34	35-44	45-54	55+	Male	Female

You said that you have downloaded Facebook Messenger. To what extent do you agree or disagree with each of the following statements? - Facebook Messenger gives users a more focused and user friendly experience

	Unweighted base	261	120	141	59	30	22	42	46	18	39	5	85	72	48	26	15	139	122
Base: all who have downloaded Facebook messenger (onto any device)		263	120	144	59	31	22	42	47	18	39	5	88	71	47	26	15	143	120
Agree strongly		11%	7%	14%	7%	13%	4%	17%	9%	16%	13%	21%	13%	6%	10%	12%	20%	12%	11%
Agree slightly		33%	28%	37%	38%	40%	50%	17%	29%	22%	34%	59%	42%	28%	25%	26%	27%	32%	34%
Neither agree nor disagree		33%	37%	29%	25%	40%	32%	23%	43%	39%	36%	20%	23%	42%	37%	35%	40%	33%	33%
Disagree slightly		13%	17%	10%	17%	7%	5%	28%	9%	11%	8%	-	12%	15%	15%	19%	-	12%	14%
Disagree strongly		7%	8%	6%	7%	-	9%	12%	4%	11%	8%	-	7%	7%	4%	4%	14%	8%	6%
Don't know		3%	2%	4%	7%	-	-	2%	7%	-	2%	-	2%	3%	8%	4%	-	4%	3%

You said that you have downloaded Facebook Messenger. To what extent do you agree or disagree with each of the following statements? - Facebook messenger is a much faster way of keeping in contact with my friends/relatives

	Unweighted base	261	120	141	59	30	22	42	46	18	39	5	85	72	48	26	15	139	122
Base: all who have downloaded Facebook messenger (onto any device)		263	120	144	59	31	22	42	47	18	39	5	88	71	47	26	15	143	120
Agree strongly		19%	17%	21%	16%	30%	27%	22%	9%	22%	16%	41%	19%	11%	19%	31%	20%	20%	18%
Agree slightly		32%	27%	35%	28%	37%	36%	21%	33%	38%	34%	59%	42%	26%	27%	15%	40%	30%	33%
Neither agree nor disagree		26%	23%	29%	29%	20%	19%	17%	35%	17%	38%	-	22%	29%	27%	31%	27%	26%	26%
Disagree slightly		14%	22%	7%	15%	13%	9%	26%	13%	6%	7%	-	6%	24%	12%	23%	-	11%	17%
Disagree strongly		7%	9%	6%	10%	-	9%	12%	4%	11%	5%	-	9%	8%	6%	-	7%	10%	4%
Don't know		3%	2%	3%	3%	-	-	2%	7%	6%	-	-	1%	1%	8%	-	7%	4%	2%

You said that you have downloaded Facebook Messenger. To what extent do you agree or disagree with each of the following statements? - I send more messages now that I have Facebook Messenger

	Unweighted base	261	120	141	59	30	22	42	46	18	39	5	85	72	48	26	15	139	122
Base: all who have downloaded Facebook messenger (onto any device)		263	120	144	59	31	22	42	47	18	39	5	88	71	47	26	15	143	120
Agree strongly		11%	9%	12%	5%	10%	13%	21%	4%	17%	10%	21%	12%	8%	10%	19%	6%	12%	9%
Agree slightly		18%	18%	18%	21%	27%	27%	12%	11%	22%	15%	20%	19%	18%	19%	15%	14%	15%	21%
Neither agree nor disagree		26%	25%	27%	27%	36%	31%	14%	26%	22%	25%	40%	20%	25%	31%	23%	46%	24%	28%
Disagree slightly		20%	21%	19%	20%	10%	9%	15%	33%	23%	23%	19%	25%	19%	15%	23%	7%	19%	21%
Disagree strongly		23%	25%	21%	26%	13%	19%	38%	17%	17%	26%	-	22%	26%	21%	19%	27%	26%	20%
Don't know		2%	2%	3%	2%	3%	-	-	9%	-	-	-	2%	3%	4%	-	-	3%	2%

Total	Social grade		Government Office Region									Age					Gender	
	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland	18-24	25-34	35-44	45-54	55+	Male	Female	

You said that you have downloaded Facebook Messenger. To what extent do you agree or disagree with each of the following statements? - I like that the Messenger app keeps my private and group messaging separate from the main Facebook app and my public profile

Unweighted base	261	120	141	59	30	22	42	46	18	39	5	85	72	48	26	15	139	122
Base	263	120	144	59	31	22	42	47	18	39	5	88	71	47	26	15	143	120
Agree strongly	20%	20%	20%	15%	30%	13%	21%	11%	27%	26%	41%	15%	12%	21%	35%	46%	18%	22%
Agree slightly	27%	27%	27%	36%	23%	55%	17%	15%	22%	23%	59%	28%	28%	27%	23%	14%	27%	27%
Neither agree nor disagree	32%	28%	35%	31%	37%	18%	31%	41%	39%	28%	-	35%	34%	29%	27%	33%	32%	31%
Disagree slightly	8%	11%	6%	3%	7%	-	9%	17%	6%	13%	-	8%	10%	6%	12%	-	8%	9%
Disagree strongly	9%	11%	8%	10%	3%	14%	17%	7%	6%	8%	-	9%	14%	6%	4%	7%	10%	8%
Don't know	4%	4%	4%	5%	-	-	5%	9%	-	3%	-	4%	3%	10%	-	-	5%	2%

You said that you have downloaded Facebook Messenger. To what extent do you agree or disagree with each of the following statements? - I would prefer to just have one Facebook app which does everything

Unweighted base	261	120	141	59	30	22	42	46	18	39	5	85	72	48	26	15	139	122
Base: all who have downloaded Facebook messenger (onto any device)	263	120	144	59	31	22	42	47	18	39	5	88	71	47	26	15	143	120
Agree strongly	34%	38%	31%	34%	23%	27%	54%	31%	28%	33%	21%	36%	41%	27%	23%	34%	35%	34%
Agree slightly	21%	16%	25%	24%	24%	5%	22%	19%	17%	26%	20%	25%	15%	21%	16%	20%	19%	22%
Neither agree nor disagree	26%	25%	26%	30%	33%	18%	17%	28%	38%	21%	-	21%	21%	27%	50%	33%	24%	28%
Disagree slightly	15%	17%	13%	9%	17%	37%	7%	11%	17%	15%	59%	11%	19%	17%	12%	7%	17%	11%
Disagree strongly	4%	3%	4%	2%	3%	14%	-	7%	-	5%	-	6%	3%	4%	-	7%	4%	4%
Don't know	1%	1%	1%	2%	-	-	-	4%	-	-	-	1%	-	4%	-	-	1%	1%

You said that you have downloaded Facebook Messenger. To what extent do you agree or disagree with each of the following statements? - Facebook Messenger has a clean look and feels fresh

Unweighted base	261	120	141	59	30	22	42	46	18	39	5	85	72	48	26	15	139	122
Base: all who have downloaded Facebook messenger (onto any device)	263	120	144	59	31	22	42	47	18	39	5	88	71	47	26	15	143	120
Agree strongly	12%	11%	13%	12%	17%	4%	17%	11%	16%	8%	21%	11%	10%	8%	19%	27%	10%	15%
Agree slightly	41%	40%	41%	41%	47%	60%	24%	35%	22%	52%	79%	53%	38%	29%	34%	27%	43%	37%
Neither agree nor disagree	30%	29%	30%	30%	30%	22%	38%	30%	33%	25%	-	20%	36%	40%	31%	26%	27%	33%
Disagree slightly	7%	8%	6%	10%	-	9%	7%	7%	11%	8%	-	7%	7%	6%	8%	14%	9%	6%
Disagree strongly	8%	9%	6%	3%	7%	5%	12%	13%	11%	5%	-	7%	8%	8%	8%	7%	8%	7%
Don't know	3%	2%	3%	3%	-	-	2%	4%	6%	3%	-	2%	1%	8%	-	-	3%	2%

Total	Social grade		Government Office Region								Age					Gender	
	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland	18-24	25-34	35-44	45-54	55+	Male	Female

You said that you have downloaded Facebook Messenger. To what extent do you agree or disagree with each of the following statements? - Facebook Messenger makes messaging feel more alive and fun

Unweighted base	261	120	141	59	30	22	42	46	18	39	5	85	72	48	26	15	139	122
Base: all who have downloaded Facebook messenger (onto any device)	263	120	144	59	31	22	42	47	18	39	5	88	71	47	26	15	143	120
Agree strongly	8%	7%	9%	9%	3%	4%	17%	4%	5%	21%	8%	6%	6%	11%	13%	7%	9%	
Agree slightly	17%	15%	19%	15%	37%	18%	9%	7%	33%	16%	38%	18%	13%	21%	8%	27%	18%	17%
Neither agree nor disagree	42%	39%	45%	47%	43%	54%	26%	45%	28%	49%	41%	45%	37%	43%	54%	40%	39%	47%
Disagree slightly	15%	21%	11%	12%	13%	10%	24%	22%	11%	13%	-	15%	25%	8%	8%	7%	16%	15%
Disagree strongly	16%	18%	14%	15%	3%	14%	24%	15%	23%	18%	-	13%	18%	17%	19%	14%	18%	13%
Don't know	2%	1%	2%	2%	-	-	-	7%	-	-	-	1%	1%	4%	-	-	3%	-

You said that you have downloaded Facebook Messenger. To what extent do you agree or disagree with each of the following statements? - I like all the new features Facebook Messenger offers

Unweighted base	261	120	141	59	30	22	42	46	18	39	5	85	72	48	26	15	139	122
Base: all who have downloaded Facebook messenger (onto any device)	263	120	144	59	31	22	42	47	18	39	5	88	71	47	26	15	143	120
Agree strongly	10%	12%	9%	12%	13%	5%	17%	7%	5%	8%	21%	11%	6%	8%	19%	27%	11%	10%
Agree slightly	25%	20%	28%	24%	30%	32%	14%	20%	50%	15%	79%	28%	27%	29%	11%	7%	24%	25%
Neither agree nor disagree	40%	41%	39%	42%	47%	40%	28%	43%	17%	54%	-	39%	35%	44%	42%	53%	36%	44%
Disagree slightly	11%	12%	11%	8%	3%	14%	21%	15%	-	11%	-	9%	19%	4%	8%	-	13%	9%
Disagree strongly	9%	11%	8%	7%	7%	9%	12%	11%	23%	5%	-	9%	8%	6%	15%	14%	11%	7%
Don't know	5%	5%	5%	7%	-	-	7%	4%	6%	7%	-	4%	5%	8%	4%	-	4%	6%

You said that you have downloaded Facebook Messenger. To what extent do you agree or disagree with each of the following statements? - I am using text messaging less now that I have apps such as Facebook Messenger

Unweighted base	261	120	141	59	30	22	42	46	18	39	5	85	72	48	26	15	139	122
Base: all who have downloaded Facebook messenger (onto any device)	263	120	144	59	31	22	42	47	18	39	5	88	71	47	26	15	143	120
Agree strongly	11%	8%	14%	10%	3%	4%	21%	9%	22%	10%	21%	12%	11%	12%	7%	13%	11%	12%
Agree slightly	22%	25%	20%	15%	27%	46%	9%	15%	33%	36%	-	22%	28%	13%	27%	14%	21%	24%
Neither agree nor disagree	22%	18%	25%	17%	29%	27%	14%	32%	6%	20%	38%	14%	24%	31%	16%	40%	22%	21%
Disagree slightly	20%	22%	19%	33%	20%	9%	22%	13%	6%	18%	41%	27%	20%	16%	19%	13%	19%	21%
Disagree strongly	23%	25%	21%	24%	20%	14%	33%	26%	34%	13%	-	24%	18%	25%	27%	20%	25%	21%
Don't know	1%	1%	1%	-	-	-	-	4%	-	3%	-	1%	-	2%	4%	-	2%	-

Total	Social grade		Government Office Region								Age					Gender	
	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland	18-24	25-34	35-44	45-54	55+	Male	Female

You said that you have downloaded Facebook Messenger. To what extent do you agree or disagree with each of the following statements? - I respond to messages faster now that I have Facebook messenger

Unweighted base	261	120	141	59	30	22	42	46	18	39	5	85	72	48	26	15	139	122
Base: all who have downloaded Facebook messenger (onto any device)	263	120	144	59	31	22	42	47	18	39	5	88	71	47	26	15	143	120
Agree strongly	15%	11%	19%	17%	20%	18%	21%	13%	5%	8%	21%	18%	8%	21%	12%	13%	15%	16%
Agree slightly	35%	35%	36%	36%	43%	45%	17%	24%	50%	49%	40%	38%	32%	23%	42%	47%	32%	40%
Neither agree nor disagree	22%	23%	22%	17%	23%	22%	17%	28%	17%	28%	39%	24%	21%	27%	16%	27%	24%	20%
Disagree slightly	11%	12%	10%	18%	7%	5%	14%	15%	6%	3%	-	8%	18%	13%	11%	-	10%	12%
Disagree strongly	15%	19%	11%	8%	7%	9%	31%	15%	22%	13%	-	12%	21%	13%	15%	14%	17%	12%
Don't know	2%	1%	2%	3%	-	-	-	4%	-	-	-	1%	-	4%	4%	-	2%	1%

Which of the following new features that Facebook Messenger offers its users, are you aware of? Please select all that apply. - Free calls over WiFi

Unweighted base	261	120	141	59	30	22	42	46	18	39	5	85	72	48	26	15	139	122
Base: all who have downloaded Facebook messenger (onto any device)	263	120	144	59	31	22	42	47	18	39	5	88	71	47	26	15	143	120
Yes – aware of this feature	27%	25%	29%	31%	30%	18%	26%	29%	38%	18%	21%	33%	29%	17%	19%	20%	30%	24%
No – not aware of this feature	68%	72%	66%	66%	63%	69%	71%	69%	56%	80%	59%	65%	69%	73%	69%	73%	65%	72%
Not sure	5%	3%	6%	3%	7%	13%	2%	2%	6%	2%	20%	2%	1%	10%	11%	7%	5%	4%

Which of the following new features that Facebook Messenger offers its users, are you aware of? Please select all that apply. - Group chatting tabs (the ability to pin groups and return to them easily)

Unweighted base	261	120	141	59	30	22	42	46	18	39	5	85	72	48	26	15	139	122
Base: all who have downloaded Facebook messenger (onto any device)	263	120	144	59	31	22	42	47	18	39	5	88	71	47	26	15	143	120
Yes – aware of this feature	50%	47%	52%	55%	41%	46%	53%	50%	50%	47%	60%	64%	46%	33%	27%	33%	49%	50%
No – not aware of this feature	44%	47%	41%	39%	42%	45%	47%	43%	44%	51%	40%	29%	50%	56%	73%	53%	43%	45%
Not sure	6%	6%	6%	7%	17%	9%	-	7%	6%	3%	-	7%	4%	10%	-	14%	7%	5%

Total	Social grade		Government Office Region									Age					Gender	
	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland	18-24	25-34	35-44	45-54	55+	Male	Female	

Which of the following new features that Facebook Messenger offers its users, are you aware of? Please select all that apply. - The ability to message phone contacts

Unweighted base	261	120	141	59	30	22	42	46	18	39	5	85	72	48	26	15	139	122
Base: all who have downloaded Facebook messenger (onto any device)	263	120	144	59	31	22	42	47	18	39	5	88	71	47	26	15	143	120
Yes – aware of this feature	47%	45%	48%	45%	54%	40%	45%	46%	50%	52%	40%	54%	49%	25%	38%	60%	46%	49%
No – not aware of this feature	47%	49%	45%	49%	39%	41%	55%	50%	39%	46%	39%	41%	48%	62%	54%	34%	47%	46%
Not sure	6%	6%	6%	7%	7%	19%	-	4%	11%	2%	20%	5%	3%	13%	8%	7%	7%	5%

Which of the following new features that Facebook Messenger offers its users, are you aware of? Please select all that apply. - The new sounds (for example being able to hear people typing and the new message sound)

Unweighted base	261	120	141	59	30	22	42	46	18	39	5	85	72	48	26	15	139	122
Base: all who have downloaded Facebook messenger (onto any device)	263	120	144	59	31	22	42	47	18	39	5	88	71	47	26	15	143	120
Yes – aware of this feature	33%	32%	34%	35%	41%	27%	36%	29%	39%	31%	21%	48%	22%	25%	23%	27%	35%	31%
No – not aware of this feature	62%	62%	61%	59%	52%	59%	57%	69%	61%	69%	79%	47%	76%	64%	70%	73%	59%	65%
Not sure	5%	6%	4%	7%	7%	14%	7%	2%	-	-	-	5%	1%	11%	7%	-	7%	3%

Which of the following new features that Facebook Messenger offers its users, are you aware of? Please select all that apply. - The new message forwarding feature (allows you to send photos/messages to someone outside a private/group conversation)

Unweighted base	261	120	141	59	30	22	42	46	18	39	5	85	72	48	26	15	139	122
Base: all who have downloaded Facebook messenger (onto any device)	263	120	144	59	31	22	42	47	18	39	5	88	71	47	26	15	143	120
Yes – aware of this feature	29%	28%	31%	38%	37%	14%	24%	18%	22%	35%	80%	35%	23%	25%	23%	33%	31%	28%
No – not aware of this feature	65%	68%	63%	57%	53%	69%	74%	78%	72%	65%	20%	59%	75%	62%	73%	60%	64%	67%
Not sure	5%	4%	6%	5%	10%	18%	2%	4%	6%	-	-	6%	1%	13%	4%	7%	6%	5%

Total	Social grade		Government Office Region									Age					Gender	
	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland	18-24	25-34	35-44	45-54	55+	Male	Female	

Which of the following new features that Facebook Messenger offers its users, are you aware of? Please select all that apply. - Conversations can be added as widgets to your homescreen to allow quicker access

Unweighted base	261	120	141	59	30	22	42	46	18	39	5	85	72	48	26	15	139	122
Base: all who have downloaded Facebook messenger (onto any device)	263	120	144	59	31	22	42	47	18	39	5	88	71	47	26	15	143	120
Yes – aware of this feature	31%	30%	32%	26%	40%	32%	36%	29%	33%	23%	81%	39%	33%	17%	23%	20%	33%	30%
No – not aware of this feature	62%	63%	62%	66%	46%	50%	62%	69%	61%	75%	19%	55%	64%	69%	70%	73%	60%	65%
Not sure	6%	7%	6%	8%	14%	18%	2%	2%	6%	2%	-	6%	3%	15%	7%	7%	7%	6%

How much do you like or dislike each of the following new features that Facebook Messenger offers its users? - Free calls over WIFI

Unweighted base	261	120	141	59	30	22	42	46	18	39	5	85	72	48	26	15	139	122
Base: all who have downloaded Facebook messenger (onto any device)	263	120	144	59	31	22	42	47	18	39	5	88	71	47	26	15	143	120
Like a lot	28%	26%	30%	21%	33%	23%	41%	22%	44%	26%	21%	32%	28%	21%	31%	20%	27%	29%
Like a little	28%	32%	24%	29%	33%	23%	24%	20%	28%	36%	39%	27%	33%	23%	23%	20%	27%	29%
Neither like nor dislike	25%	23%	26%	32%	24%	27%	14%	26%	11%	28%	20%	27%	21%	27%	27%	27%	24%	25%
Dislike a little	1%	2%	1%	2%	3%	-	-	2%	-	-	-	2%	1%	-	-	-	2%	-
Dislike a lot	2%	1%	2%	-	-	5%	2%	2%	6%	-	-	1%	-	4%	-	7%	1%	2%
Don't know	17%	17%	17%	17%	7%	23%	19%	28%	11%	10%	21%	11%	17%	25%	19%	27%	19%	15%

How much do you like or dislike each of the following new features that Facebook Messenger offers its users? - Group chatting tabs (the ability to pin groups and return to them easily)

Unweighted base	261	120	141	59	30	22	42	46	18	39	5	85	72	48	26	15	139	122
Base: all who have downloaded Facebook messenger (onto any device)	263	120	144	59	31	22	42	47	18	39	5	88	71	47	26	15	143	120
Like a lot	13%	7%	18%	12%	14%	14%	24%	9%	11%	8%	21%	20%	11%	4%	7%	-	11%	16%
Like a little	24%	22%	26%	24%	30%	9%	19%	22%	39%	26%	39%	35%	25%	10%	15%	-	22%	26%
Neither like nor dislike	41%	49%	34%	42%	43%	59%	31%	43%	33%	41%	20%	28%	41%	54%	58%	66%	41%	40%
Dislike a little	3%	4%	1%	2%	-	-	7%	5%	-	2%	-	4%	3%	4%	-	-	3%	2%
Dislike a lot	2%	2%	3%	2%	-	5%	2%	4%	6%	-	-	1%	-	6%	-	14%	2%	2%
Don't know	17%	16%	18%	18%	13%	14%	17%	17%	11%	23%	21%	12%	20%	21%	19%	20%	20%	14%

Total	Social grade		Government Office Region								Age					Gender	
	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland	18-24	25-34	35-44	45-54	55+	Male	Female

How much do you like or dislike each of the following new features that Facebook Messenger offers its users? - The ability to message phone contacts

Unweighted base	261	120	141	59	30	22	42	46	18	39	5	85	72	48	26	15	139	122
Base: all who have downloaded Facebook messenger (onto any device)	263	120	144	59	31	22	42	47	18	39	5	88	71	47	26	15	143	120
Like a lot	16%	12%	18%	12%	3%	23%	26%	11%	22%	18%	21%	18%	15%	8%	19%	27%	13%	19%
Like a little	34%	37%	31%	37%	50%	27%	29%	24%	44%	28%	60%	38%	33%	31%	39%	19%	38%	29%
Neither like nor dislike	30%	28%	31%	32%	36%	27%	14%	39%	22%	33%	20%	27%	30%	38%	27%	27%	29%	30%
Dislike a little	3%	3%	3%	2%	-	5%	7%	2%	6%	3%	-	2%	3%	2%	4%	-	3%	3%
Dislike a lot	3%	2%	4%	2%	3%	5%	2%	4%	6%	-	-	4%	1%	4%	-	7%	1%	4%
Don't know	15%	18%	13%	15%	6%	14%	22%	19%	-	18%	-	12%	17%	17%	12%	20%	15%	15%

How much do you like or dislike each of the following new features that Facebook Messenger offers its users? - The new sounds (for example being able to hear people typing and the new message sound)

Unweighted base	261	120	141	59	30	22	42	46	18	39	5	85	72	48	26	15	139	122
Base: all who have downloaded Facebook messenger (onto any device)	263	120	144	59	31	22	42	47	18	39	5	88	71	47	26	15	143	120
Like a lot	12%	11%	14%	17%	20%	13%	14%	5%	6%	8%	21%	16%	10%	6%	11%	6%	11%	14%
Like a little	19%	17%	21%	9%	37%	18%	14%	24%	33%	18%	-	25%	19%	15%	11%	14%	20%	18%
Neither like nor dislike	30%	33%	27%	30%	26%	36%	24%	28%	22%	39%	58%	16%	35%	44%	43%	40%	31%	28%
Dislike a little	13%	13%	13%	19%	3%	9%	14%	18%	11%	8%	-	24%	10%	6%	-	7%	12%	14%
Dislike a lot	7%	8%	6%	5%	7%	9%	9%	2%	17%	8%	-	6%	4%	6%	19%	14%	7%	7%
Don't know	19%	19%	18%	20%	7%	14%	24%	24%	11%	20%	21%	13%	22%	23%	16%	20%	19%	19%

How much do you like or dislike each of the following new features that Facebook Messenger offers its users? - The new message forwarding feature (allows you to send photos/messages to someone outside a private/group conversation)

Unweighted base	261	120	141	59	30	22	42	46	18	39	5	85	72	48	26	15	139	122
Base: all who have downloaded Facebook messenger (onto any device)	263	120	144	59	31	22	42	47	18	39	5	88	71	47	26	15	143	120
Like a lot	14%	9%	18%	14%	17%	9%	16%	11%	22%	10%	21%	20%	10%	13%	12%	6%	10%	18%
Like a little	26%	28%	24%	22%	40%	18%	33%	18%	22%	28%	39%	31%	29%	17%	27%	13%	27%	26%
Neither like nor dislike	37%	39%	35%	44%	33%	45%	26%	37%	33%	36%	40%	31%	36%	46%	42%	47%	35%	38%
Dislike a little	2%	3%	1%	-	3%	-	2%	5%	-	3%	-	4%	3%	-	-	-	3%	1%
Dislike a lot	4%	3%	4%	3%	-	9%	5%	4%	11%	-	-	4%	4%	6%	-	7%	4%	3%
Don't know	18%	18%	18%	17%	7%	19%	17%	26%	11%	23%	-	12%	18%	19%	19%	27%	21%	14%

Total	Social grade		Government Office Region									Age					Gender	
	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland	18-24	25-34	35-44	45-54	55+	Male	Female	

How much do you like or dislike each of the following new features that Facebook Messenger offers its users? - Conversations can be added as widgets to your homescreen to allow quicker access

Unweighted base	261	120	141	59	30	22	42	46	18	39	5	85	72	48	26	15	139	122
Base: all who have downloaded Facebook messenger (onto any device)	263	120	144	59	31	22	42	47	18	39	5	88	71	47	26	15	143	120
Like a lot	15%	11%	18%	11%	24%	19%	19%	9%	17%	13%	21%	22%	8%	6%	12%	7%	14%	16%
Like a little	19%	13%	23%	21%	24%	13%	17%	15%	22%	16%	39%	28%	19%	10%	8%	-	18%	19%
Neither like nor dislike	37%	37%	37%	37%	36%	36%	29%	39%	44%	41%	40%	26%	39%	50%	46%	53%	40%	33%
Dislike a little	8%	14%	2%	8%	-	9%	9%	11%	8%	-	-	7%	10%	6%	8%	7%	6%	9%
Dislike a lot	3%	3%	3%	2%	3%	5%	5%	4%	6%	-	-	3%	1%	4%	4%	7%	1%	6%
Don't know	19%	21%	18%	22%	13%	18%	22%	24%	-	23%	-	13%	22%	23%	23%	27%	21%	17%

Now that you have Facebook Messenger do you expect to use the following social media services more, less or the same amount to message and communicate with your friends/contacts? - Whatsapp

Unweighted base	261	120	141	59	30	22	42	46	18	39	5	85	72	48	26	15	139	122
Base: all who have downloaded Facebook messenger (onto any device)	263	120	144	59	31	22	42	47	18	39	5	88	71	47	26	15	143	120
More	11%	9%	12%	12%	7%	5%	24%	2%	16%	8%	21%	16%	13%	4%	7%	-	11%	11%
Less	5%	8%	4%	5%	10%	4%	5%	5%	17%	-	-	5%	7%	4%	8%	6%	7%	3%
The same	44%	48%	40%	42%	44%	59%	55%	41%	39%	31%	40%	54%	50%	38%	31%	20%	40%	48%
Don't know	2%	2%	2%	2%	10%	4%	2%	-	-	-	-	-	1%	4%	4%	-	2%	3%
I do not use this social media service	38%	33%	42%	39%	30%	28%	14%	52%	28%	62%	39%	25%	29%	50%	50%	74%	40%	36%

Now that you have Facebook Messenger do you expect to use the following social media services more, less or the same amount to message and communicate with your friends/contacts? - Snapchat

Unweighted base	261	120	141	59	30	22	42	46	18	39	5	85	72	48	26	15	139	122
Base: all who have downloaded Facebook messenger (onto any device)	263	120	144	59	31	22	42	47	18	39	5	88	71	47	26	15	143	120
More	9%	7%	10%	9%	3%	-	14%	9%	6%	13%	-	16%	5%	2%	4%	-	6%	12%
Less	4%	5%	4%	5%	7%	9%	3%	2%	5%	3%	-	7%	3%	2%	4%	-	4%	4%
The same	28%	24%	31%	29%	40%	32%	19%	22%	28%	29%	42%	45%	24%	13%	15%	-	26%	30%
Don't know	2%	1%	3%	2%	-	4%	2%	-	6%	-	20%	-	1%	2%	4%	7%	2%	2%
I do not use this social media service	57%	63%	53%	55%	50%	54%	61%	66%	55%	56%	39%	32%	67%	81%	73%	93%	61%	53%

Total	Social grade		Government Office Region									Age					Gender	
	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland	18-24	25-34	35-44	45-54	55+	Male	Female	

Now that you have Facebook Messenger do you expect to use the following social media services more, less or the same amount to message and communicate with your friends/contacts? - Twitter

Unweighted base	261	120	141	59	30	22	42	46	18	39	5	85	72	48	26	15	139	122
Base: all who have downloaded Facebook messenger (onto any device)	263	120	144	59	31	22	42	47	18	39	5	88	71	47	26	15	143	120
More	6%	7%	6%	9%	7%	-	12%	2%	-	5%	21%	12%	4%	4%	-	-	7%	6%
Less	5%	5%	4%	2%	13%	5%	5%	2%	11%	3%	-	5%	6%	2%	-	13%	4%	5%
The same	54%	59%	50%	64%	53%	69%	52%	50%	56%	41%	21%	53%	61%	48%	58%	47%	57%	50%
Don't know	3%	2%	4%	2%	-	4%	2%	-	11%	5%	-	-	-	2%	12%	14%	3%	2%
I do not use this social media service	32%	28%	37%	24%	27%	23%	29%	45%	22%	46%	58%	31%	29%	44%	31%	27%	29%	37%

Now that you have Facebook Messenger do you expect to use the following social media services more, less or the same amount to message and communicate with your friends/contacts? - LinkedIn

Unweighted base	261	120	141	59	30	22	42	46	18	39	5	85	72	48	26	15	139	122
Base: all who have downloaded Facebook messenger (onto any device)	263	120	144	59	31	22	42	47	18	39	5	88	71	47	26	15	143	120
More	5%	7%	3%	5%	3%	-	12%	2%	-	5%	-	7%	4%	4%	-	-	5%	4%
Less	3%	4%	2%	2%	7%	4%	2%	2%	5%	2%	-	4%	6%	2%	-	-	3%	3%
The same	31%	38%	24%	27%	36%	37%	36%	30%	22%	25%	40%	26%	42%	27%	35%	33%	33%	28%
Don't know	3%	2%	4%	3%	7%	4%	5%	-	6%	-	-	-	1%	4%	8%	6%	2%	4%
I do not use this social media service	59%	49%	67%	63%	47%	55%	45%	65%	67%	67%	60%	64%	47%	62%	58%	60%	57%	61%

Now that you have Facebook Messenger do you expect to use the following social media services more, less or the same amount to message and communicate with your friends/contacts? - Instagram

Unweighted base	261	120	141	59	30	22	42	46	18	39	5	85	72	48	26	15	139	122
Base: all who have downloaded Facebook messenger (onto any device)	263	120	144	59	31	22	42	47	18	39	5	88	71	47	26	15	143	120
More	5%	6%	5%	7%	7%	-	12%	2%	-	5%	-	11%	4%	2%	-	-	4%	7%
Less	2%	3%	1%	3%	7%	-	2%	-	5%	-	-	1%	4%	4%	-	-	3%	2%
The same	32%	37%	29%	39%	34%	45%	38%	13%	45%	23%	60%	36%	39%	27%	23%	13%	27%	39%
Don't know	3%	1%	4%	2%	4%	4%	2%	-	6%	5%	-	1%	-	2%	8%	-	1%	4%
I do not use this social media service	57%	53%	60%	49%	50%	50%	45%	85%	44%	67%	40%	51%	53%	65%	69%	87%	65%	48%

Total	Social grade		Government Office Region								Age					Gender	
	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland	18-24	25-34	35-44	45-54	55+	Male	Female

The new Facebook Messenger App has introduced the following new features, which of these features are most likely to encourage you to download the new app? Please select all that apply.

Unweighted base	739	381	358	191	93	52	75	171	37	110	10	139	206	147	113	106	342	397
Base: all who have NOT downloaded Facebook Messenger	737	377	360	190	93	52	75	171	37	110	10	144	201	144	114	104	349	388
Free calls over WiFi	34%	34%	34%	28%	31%	33%	40%	38%	48%	33%	39%	37%	31%	32%	36%	30%	31%	37%
Group chatting tabs (the ability to pin groups and return to them easily)	9%	9%	10%	11%	9%	10%	9%	8%	9%	8%	20%	12%	8%	8%	9%	5%	8%	10%
The ability to message phone contacts	17%	18%	16%	16%	9%	10%	20%	19%	22%	23%	30%	21%	15%	16%	19%	12%	16%	18%
The new sounds (for example being able to hear people typing and the new message sound)	2%	3%	2%	5%	1%	-	1%	2%	5%	2%	-	3%	1%	2%	3%	4%	1%	3%
The new message forwarding feature (allows you to send photos/messages to someone outside a private/group conversation)	9%	11%	8%	11%	5%	10%	11%	9%	6%	9%	20%	11%	7%	10%	11%	7%	10%	9%
Conversations can be added as widgets to your homescreen to allow quicker access	7%	6%	8%	9%	4%	12%	8%	5%	11%	7%	-	9%	5%	7%	7%	5%	6%	8%
Don't know	17%	15%	20%	22%	17%	12%	11%	18%	14%	16%	20%	12%	18%	20%	21%	17%	19%	16%
None of these	40%	42%	39%	41%	42%	48%	41%	37%	30%	43%	41%	42%	42%	42%	34%	45%	44%	37%

Facebook are going to make downloading the Messenger app compulsory. With this in mind, how does it make you feel when you log in and things have changed? Please select ONE option from below that best describes how this makes you feel.

Unweighted base	1015	509	506	255	127	74	118	220	57	149	15	224	279	195	144	129	486	529
Base: total (all active facebook user - representative of age and gender of FB users (taken from socialbakers)	1015	505	510	254	127	74	119	220	57	150	15	232	273	191	145	127	497	518
I think it is great that Facebook constantly update their services to improve the user experience	12%	11%	13%	12%	14%	19%	14%	11%	9%	9%	7%	14%	9%	9%	15%	11%	13%	11%
I think it is good to keep things fresh, but I do get a bit tired of all the constant changes	35%	36%	34%	37%	33%	30%	29%	36%	44%	39%	34%	41%	41%	33%	27%	29%	33%	38%
I get annoyed with all the constant changes	45%	48%	43%	41%	45%	41%	53%	48%	42%	46%	46%	37%	45%	49%	52%	49%	46%	44%
Don't know	4%	3%	5%	5%	6%	3%	3%	4%	2%	4%	-	4%	3%	3%	4%	7%	5%	3%
None of these	3%	2%	5%	4%	2%	8%	2%	1%	4%	3%	13%	4%	2%	6%	1%	4%	4%	3%

Total	Social grade		Government Office Region								Age					Gender	
	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland	18-24	25-34	35-44	45-54	55+	Male	Female

Thinking about the following social networking sites, for each company, please indicate whether you think it is... - Facebook

Unweighted base	1015	509	506	255	127	74	118	220	57	149	15	224	279	195	144	129	486	529
Base: total (all active facebook user - representative of age and gender of FB users (taken from socialbakers)	1015	505	510	254	127	74	119	220	57	150	15	232	273	191	145	127	497	518
Is a company on the rise	26%	24%	29%	26%	27%	32%	21%	21%	30%	31%	40%	32%	20%	27%	26%	33%	24%	28%
Not changing	39%	40%	37%	34%	41%	37%	44%	45%	30%	37%	33%	34%	47%	40%	36%	34%	38%	40%
Is a company in decline	22%	24%	20%	25%	20%	21%	26%	22%	21%	17%	21%	24%	21%	21%	20%	15%	26%	18%
Not sure	13%	13%	14%	15%	12%	11%	9%	13%	19%	15%	7%	11%	12%	12%	18%	18%	12%	14%

Thinking about the following social networking sites, for each company, please indicate whether you think it is... - Twitter

Unweighted base	1015	509	506	255	127	74	118	220	57	149	15	224	279	195	144	129	486	529
Base: total (all active facebook user - representative of age and gender of FB users (taken from socialbakers)	1015	505	510	254	127	74	119	220	57	150	15	232	273	191	145	127	497	518
Is a company on the rise	35%	34%	36%	39%	35%	34%	35%	29%	32%	38%	40%	44%	30%	34%	29%	30%	34%	35%
Not changing	39%	43%	35%	37%	38%	45%	47%	44%	31%	32%	20%	40%	48%	34%	39%	28%	40%	38%
Is a company in decline	6%	6%	6%	5%	5%	7%	3%	9%	5%	6%	6%	2%	6%	9%	6%	9%	8%	4%
Not sure	20%	18%	22%	19%	23%	15%	14%	18%	32%	24%	34%	14%	16%	22%	26%	33%	17%	23%

Q9_3. Thinking about the following social networking sites, for each company, please indicate whether you think it is... - Pinterest

Unweighted base	1015	509	506	255	127	74	118	220	57	149	15	224	279	195	144	129	486	529
Base: total (all active facebook user - representative of age and gender of FB users (taken from socialbakers)	1015	505	510	254	127	74	119	220	57	150	15	232	273	191	145	127	497	518
Is a company on the rise	18%	20%	17%	18%	18%	20%	19%	16%	15%	19%	20%	25%	21%	13%	12%	12%	12%	24%
Not changing	23%	25%	22%	22%	23%	31%	33%	24%	16%	18%	13%	28%	33%	19%	19%	9%	23%	24%
Is a company in decline	8%	8%	8%	8%	6%	3%	9%	7%	9%	12%	-	12%	8%	6%	6%	3%	10%	6%
Not sure	51%	48%	54%	52%	53%	46%	39%	53%	60%	51%	67%	35%	39%	62%	63%	75%	56%	46%

Total	Social grade		Government Office Region								Age					Gender	
	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland	18-24	25-34	35-44	45-54	55+	Male	Female

Thinking about the following social networking sites, for each company, please indicate whether you think it is... - Instagram

Unweighted base	1015	509	506	255	127	74	118	220	57	149	15	224	279	195	144	129	486	529
Base: total (all active facebook user - representative of age and gender of FB users (taken from socialbakers)	1015	505	510	254	127	74	119	220	57	150	15	232	273	191	145	127	497	518
Is a company on the rise	29%	29%	30%	34%	25%	37%	36%	23%	23%	29%	32%	36%	30%	23%	29%	16%	23%	36%
Not changing	28%	30%	26%	24%	29%	31%	35%	29%	23%	27%	13%	35%	36%	26%	21%	12%	31%	25%
Is a company in decline	6%	7%	5%	4%	6%	5%	7%	7%	5%	7%	14%	9%	7%	4%	5%	4%	8%	5%
Not sure	37%	34%	39%	39%	39%	27%	23%	40%	49%	37%	41%	21%	27%	48%	45%	67%	39%	34%

Thinking about the following social networking sites, for each company, please indicate whether you think it is... - Whatsapp

Unweighted base	1015	509	506	255	127	74	118	220	57	149	15	224	279	195	144	129	486	529
Base: total (all active facebook user - representative of age and gender of FB users (taken from socialbakers)	1015	505	510	254	127	74	119	220	57	150	15	232	273	191	145	127	497	518
Is a company on the rise	32%	32%	32%	31%	30%	28%	48%	29%	31%	31%	39%	35%	42%	31%	24%	15%	32%	33%
Not changing	21%	23%	20%	23%	25%	27%	26%	20%	10%	18%	6%	32%	25%	15%	15%	11%	22%	21%
Is a company in decline	8%	7%	8%	8%	7%	7%	3%	12%	5%	7%	7%	12%	6%	5%	9%	5%	7%	8%
Not sure	39%	38%	39%	39%	38%	38%	22%	39%	53%	45%	47%	21%	26%	49%	52%	70%	39%	38%

Thinking about the following social networking sites, for each company, please indicate whether you think it is... - LinkedIn

Unweighted base	1015	509	506	255	127	74	118	220	57	149	15	224	279	195	144	129	486	529
Base: total (all active facebook user - representative of age and gender of FB users (taken from socialbakers)	1015	505	510	254	127	74	119	220	57	150	15	232	273	191	145	127	497	518
Is a company on the rise	17%	20%	14%	17%	17%	13%	29%	12%	5%	20%	6%	22%	17%	14%	12%	14%	17%	17%
Not changing	33%	39%	27%	31%	28%	41%	45%	34%	26%	29%	27%	35%	41%	33%	29%	19%	34%	32%
Is a company in decline	13%	12%	13%	14%	12%	15%	7%	16%	17%	11%	7%	12%	14%	11%	14%	12%	15%	11%
Not sure	37%	29%	46%	38%	42%	31%	20%	38%	51%	40%	60%	30%	28%	42%	45%	55%	35%	40%