

Messaging Applications
Fieldwork Dates: 8th - 11th December 2017

Conducted by YouGov
On behalf of YouGov NY

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BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1170 adults. Fieldwork was undertaken between 8th - 11th December 2017. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

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US_nat Sample: 8th - 11th December 2017



Total	Gender		Age			Region				Race				No HS, High school graduate
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
	A	B	C	D	E	F	G	H	I	J	K	L	M	

HYO_q1. How often, if ever, do you use the group chat function of text messaging (SMS) or online messaging applications (e.g., Facebook Messenger, WhatsApp, GroupMe, etc.)?

Unweighted base	1170	521	649	305	388	477	219	261	431	259	837	116	142	75	431
Base: All US adults	1159	575	584	365	380	414	219	263	422	255	764	136	181	78	487
Multiple times per day	18%	18%	17%	30%	18%	7%	16%	22%	20%	11%	16%	15%	23%	25%	14%
				D.E	E			I	I			*	*	*	
Once a day	7%	7%	7%	14%	6%	2%	7%	3%	8%	11%	5%	14%	11%	8%	9%
				D.E	E		G		G	G		J*	J*	*	O
Several times a week	13%	17%	10%	14%	15%	11%	15%	13%	13%	13%	12%	12%	22%	13%	12%
		B									*	J*	*	*	
Once a week	7%	7%	7%	9%	8%	4%	7%	7%	5%	9%	7%	4%	9%	6%	6%
				E						H		*	*	*	
Less often than once a week	18%	15%	20%	12%	21%	19%	16%	15%	18%	21%	19%	17%	10%	23%	15%
				C		C					L	*	*	L*	
Never	37%	35%	39%	21%	32%	57%	38%	40%	37%	35%	42%	38%	24%	24%	44%
				C	C.D						L.M	L*	*	*	O.P.Q

HYO_q2_1. How often, if ever, do you use the group chat function of text messaging or online messaging applications (e.g., Facebook Messenger, WhatsApp, GroupMe, etc.) for each of the following the purposes while you are at work? Please select one option on each row. - Keep in touch with friends/family while working

Unweighted base	416	217	199	137	190	89	78	89	157	92	275	39	72	30	111
Base: All US working adults who text/use messaging apps	412	231	181	164	174	74	76	89	155	92	259	39	82	32	128
Multiple times per day	27%	31%	21%	33%	28%	9%	31%	29%	31%	14%	27%	20%	27%	32%	25%
		B		E	E	*	I*	I*	I	*	*	*	*	**	*
Once a day	15%	16%	15%	22%	11%	12%	12%	13%	15%	21%	14%	21%	19%	12%	21%
				D		*	*	*	*	*	*	*	*	**	O*
Several times a week	18%	16%	19%	20%	15%	18%	18%	9%	15%	29%	13%	19%	34%	10%	20%
				*		*	*	*	G.H*	*	*	J*	**	**	*
Once a week	8%	10%	5%	4%	10%	10%	6%	8%	10%	5%	7%	13%	5%	17%	6%
				*		*	*	*	*	*	*	*	*	**	*
Less often than once a week	18%	15%	21%	10%	22%	24%	14%	27%	14%	16%	20%	16%	9%	18%	13%
				C	C*	*	H*	*	*	*	*	*	*	**	*
Never	15%	13%	19%	11%	15%	27%	18%	14%	15%	15%	20%	11%	6%	10%	16%
				C.D*		*	*	*	*	*	L	*	*	**	*

HYO_q2_2. How often, if ever, do you use the group chat function of text messaging or online messaging applications (e.g., Facebook Messenger, WhatsApp, GroupMe, etc.) for each of the following the purposes while you are at work? Please select one option on each row. - Communicate with coworkers/help conduct your work

Unweighted base	416	217	199	137	190	89	78	89	157	92	275	39	72	30	111
Base: All US working adults who text/use messaging apps	412	231	181	164	174	74	76	89	155	92	259	39	82	32	128
Multiple times per day	16%	20%	11%	17%	19%	8%	15%	16%	19%	12%	16%	10%	17%	23%	12%
		B		E	*	*	*	*	*	*	*	*	*	**	*
Once a day	12%	12%	11%	20%	7%	5%	16%	8%	12%	11%	12%	13%	13%	8%	14%
				D.E	*	*	*	*	*	*	*	*	*	**	*
Several times a week	13%	14%	12%	18%	12%	8%	11%	10%	15%	16%	10%	11%	24%	13%	12%
				*		*	*	*	*	*	*	J*	**	**	*
Once a week	8%	9%	6%	7%	10%	5%	9%	6%	6%	11%	6%	15%	12%	5%	13%
				*		*	*	*	*	*	*	*	*	**	P.Q*

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US_nat Sample: 8th - 11th December 2017



Total	Education			Marital Status						Children under the age of 18		Income		
	Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB

HYO_q1. How often, if ever, do you use the group chat function of text messaging (SMS) or online messaging applications (e.g., Facebook Messenger, WhatsApp, GroupMe, etc.)?

Unweighted base	1170	382	229	128	576	18	128	45	358	44	284	885	417	322	265
Base: All US adults	1159	367	197	108	525	24	117	43	409	41	287	872	442	315	234
Multiple times per day	18%	18%	23%	26%	16%	16%	16%	8%	20%	26%	26%	15%	21%	14%	18%
			N	N		**	*	*	*	*	Y		AA		
Once a day	7%	4%	7%	8%	7%	5%	3%	4%	9%	4%	12%	6%	9%	6%	7%
					**	**	*	*	*	*	Y				
Several times a week	13%	16%	15%	10%	14%	15%	9%	13%	14%	16%	12%	14%	12%	13%	18%
					**	**	*	*	*	*			Z		
Once a week	7%	7%	6%	10%	6%	10%	2%	4%	9%	10%	8%	6%	5%	8%	7%
					**	**	*	*	T	T*					
Less often than once a week	18%	19%	24%	13%	18%	19%	18%	26%	16%	18%	20%	17%	17%	20%	18%
			N.Q		**	**	*	*	*	*					
Never	37%	35%	26%	32%	38%	37%	51%	44%	32%	26%	22%	42%	36%	39%	31%
		P			**	**	R.V.W	*	*	*		X			

HYO_q2_1. How often, if ever, do you use the group chat function of text messaging or online messaging applications (e.g., Facebook Messenger, WhatsApp, GroupMe, etc.) for each of the following the purposes while you are at work? Please select one option on each row. - Keep in touch with friends/family while working

Unweighted base	416	121	121	63	221	8	26	7	135	19	147	269	118	128	131
Base: All US working adults who text/use messaging apps	412	117	107	60	206	8	22	6	152	18	153	259	125	129	117
Multiple times per day	27%	27%	22%	39%	27%	11%	26%	37%	25%	39%	34%	22%	26%	28%	24%
		*		P*	**	**	**	**	**	**	Y		*		
Once a day	15%	8%	17%	16%	13%	-	7%	11%	22%	4%	16%	15%	18%	13%	16%
		*		*	**	**	**	**	R	**			*		
Several times a week	18%	19%	18%	9%	13%	15%	20%	15%	22%	32%	13%	20%	18%	20%	14%
		*		*	**	**	**	**	R	**			*		
Once a week	8%	8%	11%	6%	11%	-	7%	-	4%	9%	10%	6%	5%	9%	10%
		*		*	V	**	**	**	**	**			*		
Less often than once a week	18%	18%	20%	21%	21%	21%	12%	24%	14%	13%	17%	18%	12%	17%	25%
		*		*	**	**	**	**	**	**			*	Z	
Never	15%	21%	12%	9%	16%	53%	28%	14%	13%	3%	10%	19%	22%	12%	11%
		*		*	**	**	**	**	**	**		X	AB*		

HYO_q2_2. How often, if ever, do you use the group chat function of text messaging or online messaging applications (e.g., Facebook Messenger, WhatsApp, GroupMe, etc.) for each of the following the purposes while you are at work? Please select one option on each row. - Communicate with coworkers/help conduct your work

Unweighted base	416	121	121	63	221	8	26	7	135	19	147	269	118	128	131
Base: All US working adults who text/use messaging apps	412	117	107	60	206	8	22	6	152	18	153	259	125	129	117
Multiple times per day	16%	20%	15%	18%	16%	32%	9%	37%	16%	12%	22%	12%	17%	14%	17%
		*		*	**	**	**	**	**	**	Y		*		
Once a day	12%	6%	14%	15%	11%	-	7%	-	14%	24%	14%	11%	14%	10%	13%
		*		*	**	**	**	**	**	**			*		
Several times a week	13%	10%	15%	20%	15%	-	13%	15%	12%	14%	12%	14%	10%	14%	14%
		*		*	**	**	**	**	**	**			*		
Once a week	8%	9%	4%	1%	6%	-	-	-	13%	4%	10%	7%	8%	12%	4%
		*		*	**	**	**	**	R	**			*	AB	

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US_nat Sample: 8th - 11th December 2017



Total	Social networks membership													
	Prefer not to say	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope	Other	Don't know	None
	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP

HY0_q1. How often, if ever, do you use the group chat function of text messaging (SMS) or online messaging applications (e.g., Facebook Messenger, WhatsApp, GroupMe, etc.)?

Unweighted base	1170	166	934	414	322	287	64	323	94	352	204	24	22	9	133
Base: All US adults	1159	168	925	421	305	301	64	311	100	366	220	22	21	10	126
Multiple times per day	18%	18%	20%	23%	22%	27%	26%	20%	27%	32%	32%	38%	31%	-	3%
Once a day	7%	5%	8%	10%	7%	12%	19%	8%	12%	11%	12%	5%	-	25%	1%
Several times a week	13%	12%	13%	15%	15%	16%	12%	16%	16%	14%	17%	18%	13%	-	5%
Once a week	7%	8%	7%	7%	7%	7%	8%	8%	7%	10%	10%	8%	-	-	7%
Less often than once a week	18%	14%	20%	21%	25%	20%	12%	23%	20%	15%	16%	15%	12%	-	1%
Never	37%	44%	32%	24%	19%	23%	24%	18%	17%	12%	17%	17%	44%	75%	84%
	AB	AF,AG,AI,AJ,AK	AK,AL	AK,AL	AL	AL*	AK,AL	*	AL			**	**	**	AF,AG,AH,AI,AJ

HY0_q2_1. How often, if ever, do you use the group chat function of text messaging or online messaging applications (e.g., Facebook Messenger, WhatsApp, GroupMe, etc.) for each of the following the purposes while you are at work? Please select one option on each row. - Keep in touch with friends/family while working

Unweighted base	416	39	363	184	173	135	35	132	50	176	116	13	3	1	12
Base: All US working adults who text/use messaging apps	412	41	360	177	157	137	38	125	50	181	119	11	3	2	13
Multiple times per day	27%	31%	27%	29%	25%	31%	35%	26%	46%	33%	39%	43%	67%	-	25%
Once a day	15%	11%	15%	17%	14%	18%	15%	14%	15%	17%	18%	9%	-	-	21%
Several times a week	18%	17%	18%	18%	15%	19%	19%	16%	7%	20%	13%	13%	-	100%	13%
Once a week	8%	6%	7%	8%	11%	6%	5%	8%	6%	6%	5%	-	-	-	24%
Less often than once a week	18%	16%	18%	17%	23%	17%	11%	24%	13%	15%	13%	28%	-	-	18%
Never	15%	18%	16%	12%	12%	10%	15%	11%	13%	10%	11%	7%	33%	-	-
	*	AG,AK					**		*			**	**	**	**

HY0_q2_2. How often, if ever, do you use the group chat function of text messaging or online messaging applications (e.g., Facebook Messenger, WhatsApp, GroupMe, etc.) for each of the following the purposes while you are at work? Please select one option on each row. - Communicate with coworkers/help conduct your work

Unweighted base	416	39	363	184	173	135	35	132	50	176	116	13	3	1	12
Base: All US working adults who text/use messaging apps	412	41	360	177	157	137	38	125	50	181	119	11	3	2	13
Multiple times per day	16%	18%	17%	20%	21%	23%	28%	16%	27%	22%	22%	30%	34%	-	11%
Once a day	12%	7%	11%	13%	12%	13%	16%	11%	25%	13%	16%	22%	-	-	-
Several times a week	13%	19%	14%	18%	13%	15%	19%	15%	8%	18%	16%	8%	-	100%	9%
Once a week	8%	6%	7%	9%	5%	9%	2%	7%	7%	4%	6%	7%	-	-	14%
	*		AF,AK			AK	**		*			**	**	**	**

YouGov NY
Messaging applications

US_nat Sample: 8th - 11th December 2017



	Total	Gender		Age			Region				Race				No HS, High school graduate
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
Less often than once a week	19%	16%	22%	18%	17%	23% *	15% *	27% H*	15%	20% *	19%	23% *	17% *	14% **	16% *
Never	32%	28%	37%	20%	35% C	51% C.D*	33% *	33% *	32%	30% *	37% L	28% *	18% *	37% **	33% *

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (5%): A/B, C/D/E, F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U/V/W, X/Y, Z/AA/AB/AC, AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP, Minimum Base: 30 (**), Small Base: 100 (*)

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 US_nat Sample: 8th - 11th December 2017



	Total	Education			Marital Status						Children under the age of 18		Income		
		Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
Less often than once a week	19%	26% *	16%	15% *	18%	- **	23% **	24% **	20%	18% **	21%	18%	21% *	23%	13%
Never	32%	28% *	36%	31% *	35%	68% **	48% **	25% **	25%	28% **	21%	39% X	31% *	27%	37%

Cell Contents (Col

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US_nat Sample: 8th - 11th December 2017



	Social networks membership														
	Total	Prefer not to say	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope	Other	Don't know	None
Less often than once a week	19%	14% *	17%	17%	19%	19%	18% **	18%	16% *	18%	15%	27% **	34% **	- **	29% **
Never	32%	37% *	33% AE.AG.AJ.AK.AL	24%	30% AG.AJ	22%	17% **	32% AE.AG.AJ.AK	17% *	24%	25%	7% **	33% **	- **	38% **

Cell Contents (Col