



Group Messaging

Fieldwork Dates: 11th - 12th December 2018

**Conducted by YouGov
On behalf of YouGov Omnibus**

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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 1269 adults. Fieldwork was undertaken between 11th - 12th December 2018. 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: 11th - 12th December 2018



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

GEM_q1a. How often, if ever, do you use the group chat function of text messaging (SMS, iMessage, etc.) or online messaging applications (e.g., Facebook Messenger, WhatsApp, GroupMe, etc.)?

Unweighted base	1267	434	258	152	619	30	164	57	338	59	393	874	470	400	262
Base: All US Adults	1267	394	229	132	604	36	154	56	361	56	369	898	473	403	251
Multiple times a day	24%	26%	24%	28%	26%	9%	15%	22%	26%	31%	34%	20%	25%	21%	32%
				T	**	*	T	T*	Y						AAAC
Once a day	7%	5%	7%	7%	6%	28%	2%	4%	9%	5%	8%	7%	7%	8%	6%
					**	**		*	T	*					
Several times a week	13%	16%	13%	11%	14%	28%	12%	10%	12%	15%	17%	12%	13%	15%	13%
					**	**		*	*	*					
Once a week	5%	5%	5%	5%	4%	9%	5%	1%	6%	4%	4%	5%	3%	4%	7%
					**	**		*	*	*					Z
Less often than once a week	21%	17%	24%	24%	22%	12%	22%	19%	20%	19%	18%	22%	17%	24%	20%
			O		**	**		*	*	*				Z	
Never	30%	31%	27%	25%	28%	14%	44%	44%	27%	25%	20%	34%	34%	29%	23%
					**		R.V.W	R.V*	*	*	X	AB			

How often, if ever, do you use the group chat function of text messaging or online messaging applications (e.g., Facebook Messenger, WhatsApp, GroupMe, Slack, Skype, etc.) for each of the following the purposes while you are at work? Please select one option on each row.

GEM_q2_rb_1. Keep in touch with friends/family while working

Unweighted base	477	149	127	78	250	11	40	12	143	21	198	279	116	177	142
Base: US employed adults who text/use messaging apps	487	136	109	66	251	14	35	10	156	21	197	289	123	185	135
Multiple times a day	30%	34%	28%	25%	31%	13%	16%	17%	32%	49%	29%	31%	36%	32%	25%
				*	**	**	*	**	**	**	**	**	*	*	*
Once a day	13%	6%	11%	18%	12%	55%	10%	16%	10%	8%	18%	9%	10%	11%	16%
				O*	**	**	*	**	**	**	Y	*	*	*	*
Several times a week	17%	17%	15%	18%	15%	8%	21%	-	23%	19%	19%	16%	19%	19%	16%
				*	**	**	*	**	**	**	**	**	*	*	*
Once a week	6%	9%	4%	5%	6%	7%	7%	9%	5%	12%	4%	7%	2%	8%	6%
				*	**	**	*	**	**	**	**	**	*	*	*
Less often than once a week	17%	14%	21%	18%	16%	11%	32%	28%	17%	5%	14%	19%	16%	16%	18%
				*	**	**	R*	**	**	**	**	**	*	*	*
Never	16%	20%	21%	17%	20%	6%	14%	30%	13%	8%	15%	18%	17%	14%	19%
		N	N	*	**	**	*	**	**	**	**	**	*	*	*

GEM_q2_rb_2. Communicate with coworkers/help conduct your work

Unweighted base	477	149	127	78	250	11	40	12	143	21	198	279	116	177	142
Base: US employed adults who text/use messaging apps	487	136	109	66	251	14	35	10	156	21	197	289	123	185	135
Multiple times a day	22%	19%	19%	19%	23%	19%	18%	15%	20%	43%	26%	20%	24%	20%	23%
				*	**	**	*	**	**	**	**	**	*	*	*
Once a day	11%	15%	7%	14%	7%	7%	8%	10%	18%	17%	8%	13%	15%	11%	9%
				*	**	**	*	**	R	**	*	*	*	*	*
Several times a week	10%	16%	11%	11%	11%	-	9%	-	11%	11%	12%	9%	9%	10%	11%
		N	*	*	**	**	*	**	**	**	**	**	*	*	*
Once a week	5%	2%	6%	6%	3%	29%	5%	8%	6%	2%	6%	4%	4%	6%	3%
			*	*	**	**	*	**	**	**	**	**	*	*	*

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Total	
	Prefer not to say
	AC

GEM_q1a. How often, if ever, do you use the group chat function of text messaging (SMS, iMessage, etc.) or online messaging applications (e.g., Facebook Messenger, WhatsApp, GroupMe, etc.)?

Unweighted base	1267	135
Base: All US Adults	1267	140
Multiple times a day	24%	17%
Once a day	7%	5%
Several times a week	13%	9%
Once a week	5%	8%
Less often than once a week	21%	Z
Never	30%	Z
		AB

How often, if ever, do you use the group chat function of text messaging or online messaging applications (e.g., Facebook Messenger, WhatsApp, GroupMe, Slack, Skype, etc.) for each of the following the purposes while you are at work? Please select one option on each row.

GEM_q2_rb_1. Keep in touch with friends/family while working

Unweighted base	477	42
Base: US employed adults who text/use messaging apps	487	43
Multiple times a day	30%	23% *
Once a day	13%	19% *
Several times a week	17%	9% *
Once a week	6%	10% *
Less often than once a week	17%	25% *
Never	16%	13% *

GEM_q2_rb_2. Communicate with coworkers/help conduct your work

Unweighted base	477	42
Base: US employed adults who text/use messaging apps	487	43
Multiple times a day	22%	25% *
Once a day	11%	7% *
Several times a week	10%	12% *
Once a week	5%	6% *

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	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	14%	14%	14%	14%	13%	17%	18% *	14% *	12%	14% *	16%	11% *	12% *	12% **	10% *
Never	37%	35%	40%	27%	37%	57% C.D	37% *	38% *	37%	37% *	44% L	28% *	22% *	32% **	39% *

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): 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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	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	14%	12%	23% N.O	14% *	17%	- **	9% *	25% **	11%	12% **	13%	15%	14% *	12%	19%
Never	37%	36%	34%	36% *	38%	45% **	51% *	42% **	34%	14% **	35%	38%	33% *	40%	35%

Cell Contents (Col)

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	Total	Prefer not to say
Less often than once a week	14%	9% *
Never	37%	41% *

Cell Contents (Col)