YouGov Survey Results Sample Size - 1015 GB Adults

-Fieldwork - April 2014

		Social	grade				Government	Office Region			
	Total	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
Do you ever use Facebook? Please select one option from below											
Unweighted base	1015	509	506	255	127	74	118	220	57	149	15
Base: total (all active facebook user - representative of age and gender of FB usuers (taken from socialbakers)	1015	505	510	254	127	74	119	220	57	150	15
Yes & active in last 30 days	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
Base: total (all active facebook user - representative of age and gender of FB usuers (taken from socialbakers)	1015	505	510	254	127	74	119	220	57	150	15
Several times a day	66%	65%	68%	65%	60%	70%	70%	63%	70%	73%	80%
Once a day	19%	20%	19%	22%	23%	11%	19%	20%	16%	16%	13%
Several times a week	9%	9%	9%	9%	10%	13%	9%	12%	5%	7%	7%
Once a week	4%	5%	3%	2%	6%	5%	2%	4%	5%	3%	-
2-3 times a month	1%	1%	1%	2%	1%	-	1%	-	2%	-	-
Once a month	0%	-	1%	0%	-	-	-	1%	2%	-	-
Less often than once a month	-	-	-	-	-	-	-	-	-	-	-
Don't know	•	-	-	-	-	-	-	-	-	-	-
Never	-	-	-	-	-	-	-	-	-	-	-



YouGov Survey Results

Sample Size - 1015 GB Adults

Fieldwork - April 2014

			Age			Gei	nder
	18-24	25-34	35-44	45-54	55+	Male	Female
Do you ever use Facebook? Please select one option from below							
Unweighted base	224	279	195	144	129	486	529
Base: total (all active facebook user - representative of age and gender of FB usuers (taken from socialbakers)	232	273	191	145	127	497	518
Yes & active in last 30 days	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	224	279	195	144	129	486	529
Base: total (all active facebook user - representative of age and gender of FB usuers (taken from socialbakers)	232	273	191	145	127	497	518
Several times a day	83%	70%	66%	59%	42%	64%	69%
Once a day	13%	22%	20%	15%	28%	18%	20%
Several times a week	3%	6%	10%	19%	16%	12%	7%
Once a week	1%	2%	4%	5%	12%	4%	4%
2-3 times a month	0%	1%	1%	2%	2%	1%	1%
Once a month	-	-	1%	-	-	0%	0%
Less often than once a month	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-
Never	-	-	-	-	-	-	-



		Socia	l grade				Government	Office Region			
	Total	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
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
Base: total (all active facebook user - representative of age and gender of FB usuers (taken from socialbakers)	1015	505	510	254	127	74	119	220	57	150	15
Smart TV	2%	2%	2%	1%	2%	1%	2%	1%	4%	4%	-
Any other TV	0%	0%	0%	0%	-	-	1%	-	-	1%	-
PC/Laptop	86%	87%	85%	86%	83%	83%	90%	86%	88%	90%	73%
Tablet	33%	37%	29%	31%	35%	37%	25%	33%	31%	38%	26%
Smartphone	72%	73%	71%	70%	66%	65%	85%	72%	66%	72%	86%
Personal media player, e.g. iPod iPad Mini	5%	5%	6%	6%	4%	4%	6%	6%	2%	5%	13%
iPad Mini	5%	5%	4%	4%	7%	9%	6%	5%	-	3%	-
None of these	0%	0%	0%	-	-	-	-	0%	-	1%	-
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
Base: total (all active facebook user - representative of age and gender of FB usuers (taken from socialbakers)	1015	505	510	254	127	74	119	220	57	150	15
Yes	62%	60%	63%	57%	65%	58%	77%	57%	63%	62%	60%
No	37%	39%	34%	40%	34%	40%	22%	42%	33%	36%	40%
Don't know	2%	1%	3%	3%	2%	1%	2%	1%	3%	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
Base: all aware of Facebook Messenger	624	302	322	145	82	43	91	125	36	93	9
Yes	42%	40%	45%	41%	37%	51%	47%	37%	50%	42%	57%
No	58%	60%	55%	59%	63%	49%	53%	62%	50%	58%	43%
Don't know	0%	0%	-	-	-	-	-	1%	-	-	-



			Age			Ge	nder
	18-24	25-34	35-44	45-54	55+	Male	Female
hrough which, if any, of the following devices do you ver access Facebook? Please select all that apply.							
Unweighted base	224	279	195	144	129	486	529
Base: total (all active facebook user - representative of age and gender of FB usuers (taken from socialbakers)	232	273	191	145	127	497	518
Smart TV	3%	1%	3%	1%	2%	2%	2%
Any other TV	0%	-	1%	1%	-	0%	0%
PC/Laptop	88%	85%	84%	89%	91%	88%	84%
Tablet	28%	31%	41%	38%	29%	34%	32%
Smartphone	85%	80%	77%	52%	39%	72%	72%
Personal media player, e.g. iPod iPad Mini	7%	2%	5%	7%	3%	4%	6%
iPad Mini	6%	3%	7%	3%	4%	3%	6%
None of these	0%	-	-	-	1%	0%	0%
are you aware that Facebook have brought out a acebook Messenger app which is separate from the main acebook app?							
Unweighted base	224	279	195	144	129	486	529
ase: total (all active facebook user - representative of age and gender of FB usuers (taken from socialbakers)	232	273	191	145	127	497	518
Yes	82%	60%	61%	49%	36%	63%	60%
No	18%	39%	35%	49%	62%	35%	38%
Don't know	-	2%	4%	2%	2%	1%	2%
lave you downloaded Facebook Messenger on any of the evices you own?							
Unweighted base	184	166	118	71	46	306	315
Base: all aware of Facebook Messenger	191	163	116	72	45	314	310
Yes	46%	44%	41%	37%	33%	45%	39%
No	54%	56%	59%	62%	67%	54%	61%
Don't know	-			1%	-	0%	-



		Social	grade				Government	Office Region			
	Total	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
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
Base: all who have downloaded Facebook messenger (onto any device)	263	120	144	59	31	22	42	47	18	39	5
Agree strongly	11%	7%	14%	7%	13%	4%	17%	9%	16%	13%	21%
Agree slightly	33%	28%	37%	38%	40%	50%	17%	29%	22%	34%	59%
Neither agree nor disagree	33%	37%	29%	25%	40%	32%	23%	43%	39%	36%	20%
Disagree slightly	13%	17%	10%	17%	7%	5%	28%	9%	11%	8%	-
Disagree strongly	7%	8%	6%	7%	-	9%	12%	4%	11%	8%	-
Don't know	3%	2%	4%	7%	-	-	2%	7%	-	2%	-
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
Base: all who have downloaded Facebook messenger											
(onto any device)	263	120	144	59	31	22	42	47	18	39	5
Agree strongly	19%	17%	21%	16%	30%	27%	22%	9%	22%	16%	41%
Agree slightly	32%	27%	35%	28%	37%	36%	21%	33%	38%	34%	59%
Neither agree nor disagree	26%	23%	29%	29%	20%	19%	17%	35%	17%	38%	-
Disagree slightly	14%	22%	7%	15%	13%	9%	26%	13%	6%	7%	-
Disagree strongly	7%	9%	6%	10%	-	9%	12%	4%	11%	5%	-
Don't know	3%	2%	3%	3%	-	-	2%	7%	6%	-	-



		Age			Ger	nder
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	85	72	48	26	15	139	122
Base: all who have downloaded Facebook messenger (onto any device)	88	71	47	26	15	143	120
Agree strongly	13%	6%	10%	12%	20%	12%	11%
Agree slightly	42%	28%	25%	26%	27%	32%	34%
Neither agree nor disagree	23%	42%	37%	35%	40%	33%	33%
Disagree slightly	12%	15%	15%	19%	-	12%	14%
Disagree strongly	7%	7%	4%	4%	14%	8%	6%
Don't know	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	85	72	48	26	15	139	122
Base: all who have downloaded Facebook messenger (onto any device)	88	71	47	26	15	143	120
Agree strongly	19%	11%	19%	31%	20%	20%	18%
Agree slightly	42%	26%	27%	15%	40%	30%	33%
Neither agree nor disagree	22%	29%	27%	31%	27%	26%	26%
Disagree slightly	6%	24%	12%	23%	-	11%	17%
Disagree strongly	9%	8%	6%	-	7%	10%	4%
Don't know	1%	1%	8%	-	7%	4%	2%



		Socia	l grade				Government	Office Region			
	Total	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northerr Ireland
You said that you have downloaded Facebook Messenger. To what extent do you agree or disagree with each of the ollowing statements? - I send more messages now that I ave Facebook Messenger											
Unweighted base	261	120	141	59	30	22	42	46	18	39	5
Base: all who have downloaded Facebook messenger											
(onto any device)	263	120	144	59	31	22	42	47	18	39	5
Agree strongly	11%	9%	12%	5%	10%	13%	21%	4%	17%	10%	21%
Agree slightly	18%	18%	18%	21%	27%	27%	12%	11%	22%	15%	20%
Neither agree nor disagree	26%	25%	27%	27%	36%	31%	14%	26%	22%	25%	40%
Disagree slightly	20%	21%	19%	20%	10%	9%	15%	33%	23%	23%	19%
Disagree strongly	23%	25%	21%	26%	13%	19%	38%	17%	17%	26%	-
Don't know	2%	2%	3%	2%	3%	-	-	9%	-	-	-
Unweighted base											
onweighted base	261	120	141	59	30	22	42	46	18	39	5
Base	261 263	120 120	141 144	59 59	30 31	22 22	42 42	46 47	18 18	39 39	5 5
-											
Base	263	120 20% 27%	144 20% 27%	59 15% 36%	31 30% 23%	22 13% 55%	42 21% 17%	47 11% 15%	18 27% 22%	39 26% 23%	5
Base Agree strongly Agree slightly Neither agree nor disagree	263 20%	120 20%	144 20%	59 15% 36% 31%	31 30% 23% 37%	22 13%	42 21%	47 11%	18 27% 22% 39%	39 26%	5 41%
Base Agree strongly Agree slightly Neither agree nor disagree Disagree slightly	263 20% 27% 32% 8%	120 20% 27% 28% 11%	144 20% 27% 35% 6%	59 15% 36% 31% 3%	31 30% 23% 37% 7%	22 13% 55% 18%	42 21% 17% 31% 9%	47 11% 15% 41% 17%	18 27% 22% 39% 6%	39 26% 23% 28% 13%	5 41%
Base Agree strongly Agree slightly Neither agree nor disagree Disagree slightly Disagree strongly	263 20% 27% 32% 8% 9%	120 20% 27% 28% 11% 11%	144 20% 27% 35% 6% 8%	59 15% 36% 31% 3% 10%	31 30% 23% 37% 7% 3%	22 13% 55% 18% - 14%	42 21% 17% 31% 9% 17%	47 11% 15% 41% 17% 7%	18 27% 22% 39% 6% 6%	39 26% 23% 28% 13% 8%	5 41% 59% - - -
Base Agree strongly Agree slightly Neither agree nor disagree Disagree slightly	263 20% 27% 32% 8%	120 20% 27% 28% 11%	144 20% 27% 35% 6%	59 15% 36% 31% 3%	31 30% 23% 37% 7%	22 13% 55% 18%	42 21% 17% 31% 9%	47 11% 15% 41% 17%	18 27% 22% 39% 6%	39 26% 23% 28% 13%	5 41% 59% - -
Base Agree strongly Agree slightly Neither agree nor disagree Disagree slightly Disagree strongly Don't know ou said that you have downloaded Facebook Messenger. o what extent do you agree or disagree with each of the pllowing statements? - I would prefer to just have one	263 20% 27% 32% 8% 9%	120 20% 27% 28% 11% 11%	144 20% 27% 35% 6% 8%	59 15% 36% 31% 3% 10%	31 30% 23% 37% 7% 3%	22 13% 55% 18% - 14%	42 21% 17% 31% 9% 17%	47 11% 15% 41% 17% 7%	18 27% 22% 39% 6% 6%	39 26% 23% 28% 13% 8%	5 41% 59% - - -
Base Agree strongly Agree slightly Neither agree nor disagree Disagree slightly Disagree strongly Don't know bu said that you have downloaded Facebook Messenger. I would prefer to just have one	263 20% 27% 32% 8% 9%	120 20% 27% 28% 11% 11%	144 20% 27% 35% 6% 8%	59 15% 36% 31% 3% 10%	31 30% 23% 37% 7% 3%	22 13% 55% 18% - 14%	42 21% 17% 31% 9% 17%	47 11% 15% 41% 17% 7%	18 27% 22% 39% 6% 6%	39 26% 23% 28% 13% 8%	5 41% 59% - - -
Base Agree strongly Agree slightly Neither agree nor disagree Disagree slightly Disagree strongly Don't know bu said that you have downloaded Facebook Messenger. What extent do you agree or disagree with each of the llowing statements? - I would prefer to just have one ucebook app which does everything	263 20% 27% 32% 8% 9% 4%	120 20% 27% 28% 11% 11% 4%	144 20% 27% 35% 6% 8% 4%	59 15% 36% 31% 3% 10% 5%	31 30% 23% 37% 7% 3% -	22 13% 55% 18% - 14% -	42 21% 17% 31% 9% 17% 5%	47 11% 15% 41% 17% 7% 9%	18 27% 22% 39% 6% 6% -	39 26% 23% 28% 13% 8% 3%	5 41% 59% - - -
Base Agree strongly Agree slightly Neither agree nor disagree Disagree slightly Disagree strongly Don't know ou said that you have downloaded Facebook Messenger. what extent do you agree or disagree with each of the llowing statements? - I would prefer to just have one icebook app which does everything Unweighted base Base: all who have downloaded Facebook messenger	263 20% 27% 32% 8% 9% 4% 261	120 20% 27% 28% 11% 11% 4%	144 20% 27% 35% 6% 8% 4%	59 15% 36% 31% 3% 10% 5%	31 30% 23% 37% 7% 3% -	22 13% 55% 18% - 14% - 22	42 21% 17% 31% 9% 17% 5%	47 11% 15% 41% 17% 7% 9%	18 27% 22% 39% 6% - -	39 26% 23% 28% 13% 8% 3%	5 41% 59% - - - - 5
Base Agree strongly Agree slightly Neither agree nor disagree Disagree slightly Disagree strongly Don't know ou said that you have downloaded Facebook Messenger. What extent do you agree or disagree with each of the llowing statements? - I would prefer to just have one icebook app which does everything Unweighted base Base: all who have downloaded Facebook messenger (onto any device)	263 20% 27% 32% 8% 9% 4% 261 263 34% 21%	120 20% 27% 28% 11% 11% 4% 120 120 38% 16%	144 20% 27% 35% 6% 8% 4% 141 141 144 31% 25%	59 15% 36% 31% 3% 10% 5% 5% 59 59 34% 24%	31 30% 23% 37% 7% 3% - - 30 30 31 23% 24%	22 13% 55% 18% - 14% - 22 22 22 27% 5%	42 21% 17% 31% 9% 17% 5% 42 42 42 42 54% 22%	47 11% 15% 41% 7% 9% 9% 46 47 31% 19%	18 27% 22% 39% 6% - - - - - - - - - - - - - - - - - -	39 26% 23% 28% 13% 8% 3% 3% 3% 39 39 33% 26%	5 41% 59% - - - - 5 5
Base Agree strongly Agree slightly Neither agree nor disagree Disagree slightly Disagree strongly Don't know ou said that you have downloaded Facebook Messenger. o what extent do you agree or disagree with each of the llowing statements? - I would prefer to just have one acebook app which does everything Unweighted base Base: all who have downloaded Facebook messenger (onto any device) Agree strongly	263 20% 27% 32% 8% 9% 4% 261 263 34%	120 20% 27% 28% 11% 11% 4% 120 120 38%	144 20% 27% 35% 6% 8% 4% 141 141 144 31%	59 15% 36% 31% 3% 10% 5% 5%	31 30% 23% 37% 7% 3% - - 30 30 31 23%	22 13% 55% 18% - 14% - 22 22 22 27%	42 21% 17% 31% 9% 17% 5% 42 42 42 54%	47 11% 15% 41% 17% 7% 9% 46 46 47 31%	18 27% 22% 39% 6% - - - 18 18 18 28%	39 26% 23% 28% 13% 8% 3% 3% 39 39 33%	5 41% 59% - - - - - 5 5 21%
Base Agree strongly Agree slightly Neither agree nor disagree Disagree slightly Disagree strongly Don't know ou said that you have downloaded Facebook Messenger. To what extent do you agree or disagree with each of the llowing statements? - I would prefer to just have one acebook app which does everything Unweighted base Base: all who have downloaded Facebook messenger (onto any device) Agree strongly Agree slightly	263 20% 27% 32% 8% 9% 4% 261 263 34% 21%	120 20% 27% 28% 11% 11% 4% 120 120 38% 16%	144 20% 27% 35% 6% 8% 4% 141 141 144 31% 25%	59 15% 36% 31% 3% 10% 5% 5% 59 59 34% 24%	31 30% 23% 37% 7% 3% - - 30 30 31 23% 24%	22 13% 55% 18% - 14% - 22 22 22 27% 5%	42 21% 17% 31% 9% 17% 5% 42 42 42 42 54% 22%	47 11% 15% 41% 7% 9% 9% 46 47 31% 19%	18 27% 22% 39% 6% - - - - - - - - - - - - - - - - - -	39 26% 23% 28% 13% 8% 3% 3% 3% 39 39 33% 26%	5 41% 59% - - - - - - - 5 5 21% 20%
Base Agree strongly Agree slightly Neither agree nor disagree Disagree slightly Disagree strongly Don't know ou said that you have downloaded Facebook Messenger. o what extent do you agree or disagree with each of the billowing statements? - I would prefer to just have one acebook app which does everything Unweighted base Base: all who have downloaded Facebook messenger (onto any device) Agree strongly Agree slightly Neither agree nor disagree	263 20% 27% 32% 8% 9% 4% 261 263 34% 21% 26%	120 20% 27% 28% 11% 11% 4% 120 120 38% 16% 25%	144 20% 27% 35% 6% 8% 4% 4% 141 144 31% 25% 26%	59 15% 36% 31% 3% 10% 5% 5% 59 59 59 34% 24% 30%	31 30% 23% 37% 7% 3% - - 30 30 31 23% 24% 33%	22 13% 55% 18% - 14% - 22 22 22 27% 5% 18%	42 21% 17% 31% 9% 17% 5% 42 42 42 42 54% 22% 17%	47 11% 15% 41% 7% 9% 9% 46 47 31% 19% 28%	18 27% 22% 39% 6% 6% - - - - - - - - - - - - - - - -	39 26% 23% 28% 13% 8% 3% 3% 3% 39 39 39 33% 26% 21%	5 41% 59% - - - - - - - - - - - - - - - - - - -



		Gender				
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 send more messages now that I have Facebook Messenger

Unweighted base	85	72	48	26	15	139	122
Base: all who have downloaded Facebook messenger (onto any device)	88	71	47	26	15	143	120
Agree strongly	12%	8%	10%	19%	6%	12%	9%
Agree slightly	19%	18%	19%	15%	14%	15%	21%
Neither agree nor disagree	20%	25%	31%	23%	46%	24%	28%
Disagree slightly	25%	19%	15%	23%	7%	19%	21%
Disagree strongly	22%	26%	21%	19%	27%	26%	20%
Don't know	2%	3%	4%	-	-	3%	2%

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	85	72	48	26	15	139	122
Base	88	71	47	26	15	143	120
Agree strongly	15%	12%	21%	35%	46%	18%	22%
Agree slightly	28%	28%	27%	23%	14%	27%	27%
Neither agree nor disagree	35%	34%	29%	27%	33%	32%	31%
Disagree slightly	8%	10%	6%	12%	-	8%	9%
Disagree strongly	9%	14%	6%	4%	7%	10%	8%
Don't know	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	85	72	48	26	15	139	122
Base: all who have downloaded Facebook messenger (onto any device)	88	71	47	26	15	143	120
Agree strongly	36%	41%	27%	23%	34%	35%	34%
Agree slightly	25%	15%	21%	16%	20%	19%	22%
Neither agree nor disagree	21%	21%	27%	50%	33%	24%	28%
Disagree slightly	11%	19%	17%	12%	7%	17%	11%
Disagree strongly	6%	3%	4%	-	7%	4%	4%
Don't know	1%	-	4%	-	-	1%	1%



		Socia	l grade				Government	Office Region			
	Total	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Norther Irelanc
said that you have downloaded Facebook Messenger. hat extent do you agree or disagree with each of the wing statements? - Facebook Messenger has a clean and feels fresh											
Unweighted base	261	120	141	59	30	22	42	46	18	39	5
Base: all who have downloaded Facebook messenger (onto any device)	263	120	144	59	31	22	42	47	18	39	5
Agree strongly	12%	11%	13%	12%	17%	4%	17%	11%	16%	8%	21%
Agree slightly	41%	40%	41%	41%	47%	60%	24%	35%	22%	52%	79%
Neither agree nor disagree	30%	29%	30%	30%	30%	22%	38%	30%	33%	25%	-
Disagree slightly	7%	8%	6%	10%	-	9%	7%	7%	11%	8%	-
Disagree strongly	8%	9%	6%	3%	7%	5%	12%	13%	11%	5%	-
Don't know	3%	2%	3%	3%	-	-	2%	4%	6%	3%	-
Unweighted base Base: all who have downloaded Facebook messenger (onto any device)	261 263	120 120	141 144	59 59	30 31	22 22	42	46	18	39	5
	00/				01	22	42	47	18	39	5
Agree strongly	8%	7%	9%	9%	3%	4%	17%	47 4%	18 5%	39 5%	
Agree strongly Agree slightly	8% 17%	7% 15%	9% 19%	9% 15%							21%
					3%	4%	17%	4%	5%	5%	21% 38%
Agree slightly Neither agree nor disagree Disagree slightly	17%	15%	19%	15%	3% 37%	4% 18%	17% 9%	4% 7%	5% 33%	5% 16%	21% 38%
Agree slightly Neither agree nor disagree Disagree slightly Disagree strongly	17% 42% 15% 16%	15% 39% 21% 18%	19% 45% 11% 14%	15% 47% 12% 15%	3% 37% 43% 13% 3%	4% 18% 54%	17% 9% 26% 24% 24%	4% 7% 45% 22% 15%	5% 33% 28%	5% 16% 49%	21% 38% 41%
Agree slightly Neither agree nor disagree Disagree slightly	17% 42% 15%	15% 39% 21%	19% 45% 11%	15% 47% 12%	3% 37% 43% 13%	4% 18% 54% 10%	17% 9% 26% 24%	4% 7% 45% 22%	5% 33% 28% 11%	5% 16% 49% 13%	21% 38% 41%
Agree slightly Neither agree nor disagree Disagree slightly Disagree strongly Don't know said that you have downloaded Facebook Messenger. hat extent do you agree or disagree with each of the ving statements? - I like all the new features	17% 42% 15% 16%	15% 39% 21% 18%	19% 45% 11% 14%	15% 47% 12% 15%	3% 37% 43% 13% 3%	4% 18% 54% 10% 14%	17% 9% 26% 24% 24%	4% 7% 45% 22% 15%	5% 33% 28% 11% 23%	5% 16% 49% 13% 18%	21% 38% 41% - -
Agree slightly Neither agree nor disagree Disagree slightly Disagree strongly Don't know aid that you have downloaded Facebook Messenger. nat extent do you agree or disagree with each of the ving statements? - I like all the new features	17% 42% 15% 16%	15% 39% 21% 18%	19% 45% 11% 14%	15% 47% 12% 15%	3% 37% 43% 13% 3%	4% 18% 54% 10% 14%	17% 9% 26% 24% 24%	4% 7% 45% 22% 15%	5% 33% 28% 11% 23%	5% 16% 49% 13% 18%	21% 38% 41% - -
Agree slightly Neither agree nor disagree Disagree slightly Disagree strongly Don't know aid that you have downloaded Facebook Messenger. nat extent do you agree or disagree with each of the ving statements? - I like all the new features pook Messenger offers Unweighted base	17% 42% 15% 16% 2%	15% 39% 21% 18% 1%	19% 45% 11% 14% 2%	15% 47% 12% 15% 2%	3% 37% 43% 13% 3% -	4% 18% 54% 10% 14%	17% 9% 26% 24% 24%	4% 7% 45% 22% 15% 7%	5% 33% 28% 11% 23%	5% 16% 49% 13% 18%	21% 38% 41% - -
Agree slightly Neither agree nor disagree Disagree slightly Disagree slightly Don't know aid that you have downloaded Facebook Messenger. at extent do you agree or disagree with each of the ing statements? - I like all the new features ook Messenger offers Unweighted base Base: all who have downloaded Facebook messenger (onto any device) Agree strongly	17% 42% 15% 2% 2% 261 263 10%	15% 39% 21% 18% 1% 1% 120 120 12%	19% 45% 11% 2% 144% 2%	15% 47% 12% 15% 2% 59 59 59 12%	3% 37% 43% 13% 3% - 30 30 31 13%	4% 18% 54% 10% 14% - 22 22 22 5%	17% 9% 26% 24% 24% - - - 42 42 42 17%	4% 7% 45% 22% 15% 7% 46 46 47 7%	5% 33% 28% 11% 23% - - 18 18 18 5%	5% 16% 49% 13% 18% - 39 39 39 8%	21% 38% 41% - - 5 5 5 21%
Agree slightly Neither agree nor disagree Disagree slightly Disagree strongly Don't know aid that you have downloaded Facebook Messenger. at extent do you agree or disagree with each of the ing statements? - I like all the new features ook Messenger offers Base: all who have downloaded Facebook messenger (onto any device) Agree strongly Agree slightly	17% 42% 15% 2% 2% 261 263 10% 25%	15% 39% 21% 18% 1% 1% 120 120 12% 20%	19% 45% 11% 2% 144% 2%	15% 47% 12% 2% 59 59 12% 24%	3% 37% 43% 13% 3% - 30 30 31 13% 30%	4% 18% 54% 10% 14% - 22 22 22 22 5% 32%	17% 9% 26% 24% 24% - - - 42 42 42 17% 14%	4% 7% 45% 22% 15% 7% 46 46 47 7% 20%	5% 33% 28% 11% 23% - - - - - - - - - - - - - - - - - - -	5% 16% 49% 13% 18% - - 39 39 39 8% 15%	21% 38% 41% - - 5 5 5 21%
Agree slightly Neither agree nor disagree Disagree slightly Disagree strongly Don't know add that you have downloaded Facebook Messenger. nat extent do you agree or disagree with each of the ving statements? - I like all the new features book Messenger offers Unweighted base Base: all who have downloaded Facebook messenger (onto any device) Agree strongly Agree slightly Neither agree nor disagree	17% 42% 15% 2% 2% 261 263 10% 25% 40%	15% 39% 21% 18% 1% 1% 1% 120 120 12% 20% 41%	19% 45% 11% 2% 2% 141 141 144 9% 28% 39%	15% 47% 12% 2% 59 59 12% 24% 42%	3% 37% 43% 13% 3% - 30 30 31 13% 30% 47%	4% 18% 54% 10% 14% - 22 22 22 22 5% 32% 40%	17% 9% 26% 24% 24% - - - 42 42 42 17% 14% 28%	4% 7% 45% 22% 15% 7% 7% 46 47 7% 20% 43%	5% 33% 28% 11% 23% - - - - - - - - - - - - - - - - - - -	5% 16% 49% 13% 18% - - 39 39 39 39 8% 15% 54%	21% 38% 41% - - - 5 5 5 5 21% 79% -
Agree slightly Neither agree nor disagree Disagree slightly Disagree strongly Don't know add that you have downloaded Facebook Messenger. nat extent do you agree or disagree with each of the ving statements? - I like all the new features book Messenger offers Base: all who have downloaded Facebook messenger (onto any device) Agree strongly Agree slightly Neither agree nor disagree Disagree slightly	17% 42% 15% 2% 2% 261 263 10% 25% 40% 11%	15% 39% 21% 18% 1% 1% 1% 120 120 12% 20% 41% 12%	19% 45% 11% 2% 2% 141 141 144 9% 28% 39% 11%	15% 47% 12% 2% 59 59 12% 24% 42% 8%	3% 37% 43% 13% 3% - 30 30 31 13% 30% 47% 3%	4% 18% 54% 10% 14% - 22 22 22 22 5% 32% 40% 14%	17% 9% 26% 24% 24% - - - 42 42 42 17% 14% 28% 21%	4% 7% 45% 22% 15% 7% 7% 46 46 47 7% 20% 43% 15%	5% 33% 28% 11% 23% - - - - - - - - - - - - - - - - - - -	5% 16% 49% 13% 18% - 39 39 39 8% 15% 54% 11%	21% 38% 41% - - 5 5 5 21%
Agree slightly Neither agree nor disagree Disagree slightly Disagree strongly Don't know said that you have downloaded Facebook Messenger. hat extent do you agree or disagree with each of the wing statements? - 1 like all the new features book Messenger offers Unweighted base Base: all who have downloaded Facebook messenger (onto any device) Agree strongly Agree slightly Neither agree nor disagree	17% 42% 15% 2% 2% 261 263 10% 25% 40%	15% 39% 21% 18% 1% 1% 1% 120 120 12% 20% 41%	19% 45% 11% 2% 2% 141 141 144 9% 28% 39%	15% 47% 12% 2% 59 59 12% 24% 42%	3% 37% 43% 13% 3% - 30 30 31 13% 30% 47%	4% 18% 54% 10% 14% - 22 22 22 22 5% 32% 40%	17% 9% 26% 24% 24% - - - 42 42 42 17% 14% 28%	4% 7% 45% 22% 15% 7% 7% 46 47 7% 20% 43%	5% 33% 28% 11% 23% - - - - - - - - - - - - - - - - - - -	5% 16% 49% 13% 18% - - 39 39 39 39 8% 15% 54%	21% 38% 41% - - - 5 5 5 5 21% 79% -

You said that you have down To what extent do you agree following statements? - Face look and feels fresh

You said that you have down To what extent do you agree following statements? - Face messaging feel more alive ar

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

enneighted bace	201	.20		00	00					00	•
Base: all who have downloaded Facebook messenger (onto any device)	263	120	144	59	31	22	42	47	18	39	5
Agree strongly	10%	12%	9%	12%	13%	5%	17%	7%	5%	8%	21%
Agree slightly	25%	20%	28%	24%	30%	32%	14%	20%	50%	15%	79%
Neither agree nor disagree	40%	41%	39%	42%	47%	40%	28%	43%	17%	54%	-
Disagree slightly	11%	12%	11%	8%	3%	14%	21%	15%	-	11%	-
Disagree strongly	9%	11%	8%	7%	7%	9%	12%	11%	23%	5%	-
Don't know	5%	5%	5%	7%	-	-	7%	4%	6%	7%	-



		Ger	nder			
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 has a clean look and feels fresh

Unweighted base	85	72	48	26	15	139	122
Base: all who have downloaded Facebook messenger (onto any device)	88	71	47	26	15	143	120
Agree strongly	11%	10%	8%	19%	27%	10%	15%
Agree slightly	53%	38%	29%	34%	27%	43%	37%
Neither agree nor disagree	20%	36%	40%	31%	26%	27%	33%
Disagree slightly	7%	7%	6%	8%	14%	9%	6%
Disagree strongly	7%	8%	8%	8%	7%	8%	7%
Don't know	2%	1%	8%	-	-	3%	2%

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	85	72	48	26	15	139	122
Base: all who have downloaded Facebook messenger (onto any device)	88	71	47	26	15	143	120
Agree strongly	8%	6%	6%	11%	13%	7%	9%
Agree slightly	18%	13%	21%	8%	27%	18%	17%
Neither agree nor disagree	45%	37%	43%	54%	40%	39%	47%
Disagree slightly	15%	25%	8%	8%	7%	16%	15%
Disagree strongly	13%	18%	17%	19%	14%	18%	13%
Don't know	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	85	72	48	26	15	139	122
Base: all who have downloaded Facebook messenger (onto any device)	88	71	47	26	15	143	120
Agree strongly	11%	6%	8%	19%	27%	11%	10%
Agree slightly	28%	27%	29%	11%	7%	24%	25%
Neither agree nor disagree	39%	35%	44%	42%	53%	36%	44%
Disagree slightly	9%	19%	4%	8%	-	13%	9%
Disagree strongly	9%	8%	6%	15%	14%	11%	7%
Don't know	4%	5%	8%	4%	-	4%	6%



		Social grade Government Office Region						Office Region			
	Total	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
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
Base: all who have downloaded Facebook messenger (onto any device)	263	120	144	59	31	22	42	47	18	39	5
Agree strongly	11%	8%	14%	10%	3%	4%	21%	9%	22%	10%	21%
Agree slightly	22%	25%	20%	15%	27%	46%	9%	15%	33%	36%	-
Neither agree nor disagree	22%	18%	25%	17%	29%	27%	14%	32%	6%	20%	38%
Disagree slightly	20%	22%	19%	33%	20%	9%	22%	13%	6%	18%	41%
Disagree strongly	23%	25%	21%	24%	20%	14%	33%	26%	34%	13%	-
Don't know	1%	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 respond to messages faster now											
To what extent do you agree or disagree with each of the following statements? - I respond to messages faster now	261	120	141	59	30	22	42	46	18	39	5
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	261 263	120 120	141	59	30 31	22 22	42	46 47	18 18	39	5
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 Base: all who have downloaded Facebook messenger											
To what extent do you agree or disagree with each of the ollowing statements? - I respond to messages faster now that I have Facebook messenger Unweighted base Base: all who have downloaded Facebook messenger (onto any device)	263	120	144	59	31	22	42	47	18	39	5
To what extent do you agree or disagree with each of the ollowing statements? - I respond to messages faster now that I have Facebook messenger Unweighted base Base: all who have downloaded Facebook messenger (onto any device) Agree strongly	263 15%	120 11%	144 19%	59 17%	31 20%	22 18%	42 21%	47 13%	18 5%	39 8%	5 21%
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 Base: all who have downloaded Facebook messenger (onto any device) Agree strongly Agree slightly	263 15% 35%	120 11% 35%	144 19% 36%	59 17% 36%	31 20% 43%	22 18% 45%	42 21% 17%	47 13% 24%	18 5% 50%	39 8% 49%	5 21% 40%
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 Base: all who have downloaded Facebook messenger (onto any device) Agree strongly Agree slightly Neither agree nor disagree	263 15% 35% 22%	120 11% 35% 23%	144 19% 36% 22%	59 17% 36% 17%	31 20% 43% 23%	22 18% 45% 22%	42 21% 17% 17%	47 13% 24% 28%	18 5% 50% 17%	39 8% 49% 28%	5 21% 40% 39%
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 Base: all who have downloaded Facebook messenger (onto any device) Agree strongly Agree slightly Neither agree nor disagree Disagree slightly	263 15% 35% 22% 11%	120 11% 35% 23% 12%	144 19% 36% 22% 10%	59 17% 36% 17% 18%	31 20% 43% 23% 7%	22 18% 45% 22% 5%	42 21% 17% 17% 14%	47 13% 24% 28% 15%	18 5% 50% 17% 6%	39 8% 49% 28% 3%	5 21% 40% 39% -
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 Base: all who have downloaded Facebook messenger (onto any device) Agree strongly Agree slightly Neither agree nor disagree Disagree slightly Disagree strongly Don't know	263 15% 35% 22% 11% 15%	120 11% 35% 23% 12% 19%	144 19% 36% 22% 10% 11%	59 17% 36% 17% 18% 8%	31 20% 43% 23% 7% 7%	22 18% 45% 22% 5% 9%	42 21% 17% 17% 14% 31%	47 13% 24% 28% 15% 15%	18 5% 50% 17% 6% 22%	39 8% 49% 28% 3% 13%	5 21% 40% 39% - -
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 Base: all who have downloaded Facebook messenger (onto any device) Agree strongly Agree slightly Neither agree nor disagree Disagree slightly Disagree strongly Don't know	263 15% 35% 22% 11% 15%	120 11% 35% 23% 12% 19%	144 19% 36% 22% 10% 11%	59 17% 36% 17% 18% 8%	31 20% 43% 23% 7% 7%	22 18% 45% 22% 5% 9%	42 21% 17% 17% 14% 31%	47 13% 24% 28% 15% 15%	18 5% 50% 17% 6% 22%	39 8% 49% 28% 3% 13%	5 21% 40% 39% - -
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 Base: all who have downloaded Facebook messenger (onto any device) Agree strongly Agree stongly Neither agree nor disagree Disagree slightly Disagree strongly Don't know	263 15% 35% 22% 11% 15% 2%	120 11% 35% 23% 12% 19% 1%	144 19% 36% 22% 10% 11% 2%	59 17% 36% 17% 18% 8% 3%	31 20% 43% 23% 7% 7% -	22 18% 45% 22% 5% 9% -	42 21% 17% 17% 14% 31% -	47 13% 24% 28% 15% 15% 4%	18 5% 50% 17% 6% 22% -	39 8% 49% 28% 3% 13% -	5 21% 40% 39% - -
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 Base: all who have downloaded Facebook messenger (onto any device) Agree strongly Agree slightly Neither agree nor disagree Disagree slightly Disagree strongly Don't know 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 Base: all who have downloaded Facebook messenger	263 15% 35% 22% 11% 15% 2% 2%	120 11% 35% 23% 12% 19% 1%	144 19% 36% 22% 10% 11% 2%	59 17% 36% 17% 18% 8% 3% 59	31 20% 43% 23% 7% 7% -	22 18% 45% 22% 5% 9% -	42 21% 17% 17% 14% 31% -	47 13% 24% 28% 15% 15% 4%	18 5% 50% 17% 6% 22% -	39 8% 49% 28% 3% 13% -	5 21% 40% 39% - - - 5
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 Base: all who have downloaded Facebook messenger (onto any device) Agree strongly Agree slightly Neither agree nor disagree Disagree slightly Disagree strongly Don't know 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 Base: all who have downloaded Facebook messenger (onto any device)	263 15% 35% 22% 11% 15% 2% 2% 261 263	120 11% 35% 23% 12% 19% 1% 1%	144 19% 36% 22% 10% 11% 2% 141 141	59 17% 36% 17% 18% 8% 3% 3% 59 59	31 20% 43% 23% 7% 7% -	22 18% 45% 22% 5% 9% - - 22 22	42 21% 17% 17% 31% - - 42 42	47 13% 24% 28% 15% 15% 4% 4%	18 5% 50% 17% 6% 22% - -	39 8% 49% 28% 3% 13% - - 39 39	5 21% 40% 39% - - - 5 5



		Gender				
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 am using text messaging less now that I have apps such as Facebook Messenger

Unweighted base	85	72	48	26	15	139	122
Base: all who have downloaded Facebook messenger (onto any device)	88	71	47	26	15	143	120
Agree strongly	12%	11%	12%	7%	13%	11%	12%
Agree slightly	22%	28%	13%	27%	14%	21%	24%
Neither agree nor disagree	14%	24%	31%	16%	40%	22%	21%
Disagree slightly	27%	20%	16%	19%	13%	19%	21%
Disagree strongly	24%	18%	25%	27%	20%	25%	21%
Don't know	1%	-	2%	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 respond to messages faster now that I have Facebook messenger

Unweighted base	85	72	48	26	15	139	122
Base: all who have downloaded Facebook messenger (onto any device)	88	71	47	26	15	143	120
Agree strongly	18%	8%	21%	12%	13%	15%	16%
Agree slightly	38%	32%	23%	42%	47%	32%	40%
Neither agree nor disagree	24%	21%	27%	16%	27%	24%	20%
Disagree slightly	8%	18%	13%	11%	-	10%	12%
Disagree strongly	12%	21%	13%	15%	14%	17%	12%
Don't know	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	85	72	48	26	15	139	122
Base: all who have downloaded Facebook messenger (onto any device)	88	71	47	26	15	143	120
Yes – aware of this feature	33%	29%	17%	19%	20%	30%	24%
No – not aware of this feature	65%	69%	73%	69%	73%	65%	72%
Not sure	2%	1%	10%	11%	7%	5%	4%



		Social	grade				Government	Office Region			
	Total	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
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
Base: all who have downloaded Facebook messenger (onto any device)	263	120	144	59	31	22	42	47	18	39	5
Yes – aware of this feature	50%	47%	52%	55%	41%	46%	53%	50%	50%	47%	60%
No – not aware of this feature	44%	47%	41%	39%	42%	45%	47%	43%	44%	51%	40%
Not sure	6%	6%	6%	7%	17%	9%	-	7%	6%	3%	-
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
Base: all who have downloaded Facebook messenger (onto any device)	263	120	144	59	31	22	42	47	18	39	5
Yes – aware of this feature	47%	45%	48%	45%	54%	40%	45%	46%	50%	52%	40%
No – not aware of this feature	47%	49%	45%	49%	39%	41%	55%	50%	39%	46%	39%
Not sure	6%	6%	6%	7%	7%	19%	-	4%	11%	2%	20%
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
Base: all who have downloaded Facebook messenger (onto any device)	263	120	144	59	31	22	42	47	18	39	5
Yes – aware of this feature	33%	32%	34%	35%	41%	27%	36%	29%	39%	31%	21%
No – not aware of this feature	62%	62%	61%	59%	52%	59%	57%	69%	61%	69%	79%
Not sure	5%	6%	4%	7%	7%	14%	7%	2%	-	-	-



		Age			Ger	nder
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. - Group chatting tabs (the ability to pin groups and return to them easily)

Unweighted base	85	72	48	26	15	139	122
Base: all who have downloaded Facebook messenger (onto any device)	88	71	47	26	15	143	120
Yes – aware of this feature	64%	46%	33%	27%	33%	49%	50%
No – not aware of this feature	29%	50%	56%	73%	53%	43%	45%
Not sure	7%	4%	10%	-	14%	7%	5%

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	85	72	48	26	15	139	122
Base: all who have downloaded Facebook messenger (onto any device)	88	71	47	26	15	143	120
Yes – aware of this feature	54%	49%	25%	38%	60%	46%	49%
No – not aware of this feature	41%	48%	62%	54%	34%	47%	46%
Not sure	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	85	72	48	26	15	139	122
Base: all who have downloaded Facebook messenger (onto any device)	88	71	47	26	15	143	120
Yes – aware of this feature	48%	22%	25%	23%	27%	35%	31%
No – not aware of this feature	47%	76%	64%	70%	73%	59%	65%
Not sure	5%	1%	11%	7%	-	7%	3%



		Social	grade				Government	Office Region			
	Total	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
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
Base: all who have downloaded Facebook messenger (onto any device)	263	120	144	59	31	22	42	47	18	39	5
Yes – aware of this feature	29%	28%	31%	38%	37%	14%	24%	18%	22%	35%	80%
No – not aware of this feature	65%	68%	63%	57%	53%	69%	74%	78%	72%	65%	20%
Not sure	5%	4%	6%	5%	10%	18%	2%	4%	6%	-	-
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
Base: all who have downloaded Facebook messenger (onto any device)	263	120	144	59	31	22	42	47	18	39	5
Yes – aware of this feature	31%	30%	32%	26%	40%	32%	36%	29%	33%	23%	81%
No – not aware of this feature	62%	63%	62%	66%	46%	50%	62%	69%	61%	75%	19%
Not sure	6%	7%	6%	8%	14%	18%	2%	2%	6%	2%	-



		Age			Gen	nder
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 new message forwarding feature (allows you to send photos/messages to someone outside a private/group conversation)

Unweighted base	85	72	48	26	15	139	122
Base: all who have downloaded Facebook messenger (onto any device)	88	71	47	26	15	143	120
Yes – aware of this feature	35%	23%	25%	23%	33%	31%	28%
No – not aware of this feature	59%	75%	62%	73%	60%	64%	67%
Not sure	6%	1%	13%	4%	7%	6%	5%

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	85	72	48	26	15	139	122
Base: all who have downloaded Facebook messenger (onto any device)	88	71	47	26	15	143	120
Yes – aware of this feature	39%	33%	17%	23%	20%	33%	30%
No – not aware of this feature	55%	64%	69%	70%	73%	60%	65%
Not sure	6%	3%	15%	7%	7%	7%	6%



		Socia	l grade				Government	Office Region			
	Total	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
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
Base: all who have downloaded Facebook messenger (onto any device)	263	120	144	59	31	22	42	47	18	39	5
Like a lot	28%	26%	30%	21%	33%	23%	41%	22%	44%	26%	21%
Like a little	28%	32%	24%	29%	33%	23%	24%	20%	28%	36%	39%
Neither like nor dislike	25%	23%	26%	32%	24%	27%	14%	26%	11%	28%	20%
Dislike a little	1%	2%	1%	2%	3%	-	-	2%	-	-	-
Dislike a lot	2%	1%	2%	-	-	5%	2%	2%	6%	-	-
Don't know	17%	17%	17%	17%	7%	23%	19%	28%	11%	10%	21%
Unweighted base Base: all who have downloaded Facebook messenger	261 263	120 120	141 144	59 59	30 31	22 22	42	46 47	18 18	39 39	5 5
(onto any device)											
Like a lot	13%	7%	18%	12%	14%	14%	24%	9%	11%	8%	21%
Like a little Neither like nor dislike	24% 41%	22% 49%	26% 34%	24% 42%	30% 43%	9% 59%	19% 31%	22% 43%	39% 33%	26% 41%	39% 20%
Dislike a little	3%	49%	1%	42%	43%	- 59%	7%	43% 5%	-	2%	- 20%
Dislike a lot	2%	2%	3%	2%	-	5%	2%	4%	6%	-	-
Don't know	17%	16%	18%	18%	13%	14%	17%	17%	11%	23%	21%
											,.
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
Base: all who have downloaded Facebook messenger (onto any device)	263	120	144	59	31	22	42	47	18	39	5
Like a lot	16%	12%	18%	12%	3%	23%	26%	11%	22%	18%	21%
Like a little	34%	37%	31%	37%	50%	27%	29%	24%	44%	28%	60%
Neither like nor dislike	30%	28%	31%	32%	36%	27%	14%	39%	22%	33%	20%
Dislike a little	3%	3%	3%	2%	-	5%	7%	2%	6%	3%	-
Dislike a lot	3%	2%	4%	2%	3%	5%	2%	4%	6%	-	-
Don't know	15%	18%	13%	15%	6%	14%	22%	19%	-	18%	-

ļ	How much do you like or dislike each of the following ne
	Don't kno
	Dislike a

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



		Ger	nder			
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? - Free calls over WiFi

Unweighted base	85	72	48	26	15	139	122
Base: all who have downloaded Facebook messenger (onto any device)	88	71	47	26	15	143	120
Like a lot	32%	28%	21%	31%	20%	27%	29%
Like a little	27%	33%	23%	23%	20%	27%	29%
Neither like nor dislike	27%	21%	27%	27%	27%	24%	25%
Dislike a little	2%	1%	-	-	-	2%	
Dislike a lot	1%	-	4%	-	7%	1%	2%
Don't know	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	85	72	48	26	15	139	122
Base: all who have downloaded Facebook messenger (onto any device)	88	71	47	26	15	143	120
Like a lot	20%	11%	4%	7%	-	11%	16%
Like a little	35%	25%	10%	15%	-	22%	26%
Neither like nor dislike	28%	41%	54%	58%	66%	41%	40%
Dislike a little	4%	3%	4%	-	-	3%	2%
Dislike a lot	1%	-	6%	-	14%	2%	2%
Don't know	12%	20%	21%	19%	20%	20%	14%

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	85	72	48	26	15	139	122
Base: all who have downloaded Facebook messenger (onto any device)	88	71	47	26	15	143	120
Like a lot	18%	15%	8%	19%	27%	13%	19%
Like a little	38%	33%	31%	39%	19%	38%	29%
Neither like nor dislike	27%	30%	38%	27%	27%	29%	30%
Dislike a little	2%	3%	2%	4%	-	3%	3%
Dislike a lot	4%	1%	4%	-	7%	1%	4%
Don't know	12%	17%	17%	12%	20%	15%	15%



		Socia	l grade				Government	Office Region			
	Total	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
How much do you like or dislike each of the following new reatures 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
Base: all who have downloaded Facebook messenger	263	120	144	59	31	22	42	47	18	39	5
(onto any device)											
Like a lot	12% 19%	11% 17%	14%	17% 9%	20% 37%	13% 18%	14%	5% 24%	6% 33%	8% 18%	21%
Like a little	19% 30%	33%	21% 27%	30%			14% 24%	24%	22%	39%	
Neither like nor dislike Dislike a little	30% 13%	33% 13%	13%	30% 19%	26% 3%	36% 9%	24%	28% 18%	11%	39% 8%	58%
Dislike a little Dislike a lot	7%	8%	6%	5%	3% 7%	9% 9%	9%	2%	11%	8%	-
Don't know	19%	19%	18%	20%	7%	14%	24%	24%	11%	20%	21%
Unweighted base	261	120	141	59	30	22	42	46	18	39	5
Base: all who have downloaded Facebook messenger (onto any device)	263	120	144	59	31	22	42	47	18	39	5
Like a lot	14%	9%	18%	14%	17%	9%	16%	11%	22%	10%	21%
Like a little	26%	28%	24%	22%	40%	18%	33%	18%	22%	28%	39%
Neither like nor dislike Dislike a little	37% 2%	39% 3%	35% 1%	44%	33% 3%	45%	26% 2%	37% 5%	33%	36% 3%	40%
Dislike a lot	2% 4%	3%	4%	- 3%	-	- 9%	5%	4%	- 11%	-	-
Don't know	18%	18%	18%	17%	7%	19%	17%	26%	11%	23%	-
ow much do you like or dislike each of the following new atures that Facebook Messenger offers its users? - onversations can be added as widgets to your omescreen to allow quicker access		-		-				1			
Unweighted base	261	120	141	59	30	22	42	46	18	39	5
Base: all who have downloaded Facebook messenger (onto any device)	263	120	144	59	31	22	42	47	18	39	5
Like a lot	15%	11%	18%	11%	24%	19%	19%	9%	17%	13%	21%
Like a little	19%	13%	23%	21%	24%	13%	17%	15%	22%	16%	39%
Neither like nor dislike	37%	37%	37%	37%	36%	36%	29%	39%	44%	41%	40%
Dislike a little	8%	14%	2%	8%	-	9%	9%	9%	11%	8%	-
Dislike a lot	3%	3%	3%	2%	3%	5%	5%	4%	6%	-	-
Don't know	19%	21%	18%	22%	13%	18%	22%	24%	-	23%	-



		Ger	nder			
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 new sounds (for example being able to hear people typing and the new message sound)

Unweighted base	85	72	48	26	15	139	122
Base: all who have downloaded Facebook messenger (onto any device)	88	71	47	26	15	143	120
Like a lot	16%	10%	6%	11%	6%	11%	14%
Like a little	25%	19%	15%	11%	14%	20%	18%
Neither like nor dislike	16%	35%	44%	43%	40%	31%	28%
Dislike a little	24%	10%	6%	-	7%	12%	14%
Dislike a lot	6%	4%	6%	19%	14%	7%	7%
Don't know	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	85	72	48	26	15	139	122
Base: all who have downloaded Facebook messenger (onto any device)	88	71	47	26	15	143	120
Like a lot	20%	10%	13%	12%	6%	10%	18%
Like a little	31%	29%	17%	27%	13%	27%	26%
Neither like nor dislike	31%	36%	46%	42%	47%	35%	38%
Dislike a little	4%	3%	-	-	-	3%	1%
Dislike a lot	4%	4%	6%	-	7%	4%	3%
Don't know	12%	18%	19%	19%	27%	21%	14%

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	85	72	48	26	15	139	122
Base: all who have downloaded Facebook messenger (onto any device)	88	71	47	26	15	143	120
Like a lot	22%	8%	6%	12%	7%	14%	16%
Like a little	28%	19%	10%	8%	-	18%	19%
Neither like nor dislike	26%	39%	50%	46%	53%	40%	33%
Dislike a little	7%	10%	6%	8%	7%	6%	9%
Dislike a lot	3%	1%	4%	4%	7%	1%	6%
Don't know	13%	22%	23%	23%	27%	21%	17%



		Social	l grade				Government	Office Region			
	Total	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
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
Base: all who have NOT downloaded Facebook Messenger	737	377	360	190	93	52	75	171	37	110	10
Free calls over WiFi	34%	34%	34%	28%	31%	33%	40%	38%	48%	33%	39%
Group chatting tabs (the ability to pin groups and return to them	9%	9%	10%	11%	9%	10%	9%	8%	9%	8%	20%
easily)											
The ability to message phone contacts The new sounds (for example being able to hear people typing	17%	18%	16%	16%	9%	10%	20%	19%	22%	23%	30%
and the new message sound)	2%	3%	2%	5%	1%	-	1%	2%	5%	2%	-
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%
Conversations can be added as widgets to your homescreen to allow quicker access	7%	6%	8%	9%	4%	12%	8%	5%	11%	7%	-
Don't know	17%	15%	20%	22%	17%	12%	11%	18%	14%	16%	20%
None of these	40%	42%	39%	41%	42%	48%	41%	37%	30%	43%	41%
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
Base: total (all active facebook user - representative of age and gender of FB usuers (taken from socialbakers)	1015	505	510	254	127	74	119	220	57	150	15
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%
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%
I get annoyed with all the constant changes	45%	48%	43%	41%	45%	41%	53%	48%	42%	46%	46%
Don't know	4%	3%	5%	5%	6%	3%	3%	4%	2%	4%	-
None of these	3%	2%	5%	4%	2%	8%	2%	1%	4%	3%	13%



		Ger	nder			
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	139	206	147	113	106	342	397
Base: all who have NOT downloaded Facebook Messenger	144	201	144	114	104	349	388
Free calls over WiFi	37%	31%	32%	36%	30%	31%	37%
Group chatting tabs (the ability to pin groups and return to them easily)	12%	8%	8%	9%	5%	8%	10%
The ability to message phone contacts	21%	15%	16%	19%	12%	16%	18%
The new sounds (for example being able to hear people typing and the new message sound)	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)	11%	7%	10%	11%	7%	10%	9%
Conversations can be added as widgets to your homescreen to allow quicker access	9%	5%	7%	7%	5%	6%	8%
Don't know	12%	18%	20%	21%	17%	19%	16%
None of these	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	224	279	195	144	129	486	529
Base: total (all active facebook user - representative of age and gender of FB usuers (taken from socialbakers)	232	273	191	145	127	497	518
I think it is great that Facebook constantly update their services to improve the user experience	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	41%	41%	33%	27%	29%	33%	38%
I get annoyed with all the constant changes	37%	45%	49%	52%	49%	46%	44%
Don't know	4%	3%	3%	4%	7%	5%	3%
None of these	4%	2%	6%	1%	4%	4%	3%