

**1. Approval**

Facebook recently released a new version which allows users to use five other reactions in addition to 'liking' posts. These five new reactions are 'love', 'haha', 'wow', 'sad' and 'angry'. Do you approve or disapprove of this change?

*Asked of people who access Facebook*

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly approve	24%	21%	27%	26%	30%	22%	14%	21%	28%	30%	31%
Somewhat approve	42%	44%	40%	41%	39%	45%	40%	41%	40%	46%	42%
Somewhat disapprove	9%	10%	8%	13%	7%	6%	11%	9%	8%	8%	12%
Strongly disapprove	5%	4%	5%	6%	4%	3%	11%	5%	6%	6%	1%
Not sure	20%	20%	20%	15%	20%	24%	23%	24%	18%	10%	14%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(759)	(342)	(417)	(157)	(207)	(282)	(113)	(513)	(87)	(104)	(55)

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Strongly approve	24%	29%	20%	23%	25%	23%	22%	25%	25%	21%	24%	28%
Somewhat approve	42%	43%	38%	45%	41%	42%	42%	43%	37%	49%	39%	43%
Somewhat disapprove	9%	8%	11%	6%	9%	12%	5%	4%	10%	7%	7%	12%
Strongly disapprove	5%	6%	5%	4%	6%	3%	3%	3%	1%	4%	8%	4%
Not sure	20%	14%	25%	22%	19%	20%	27%	25%	26%	19%	22%	15%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(759)	(290)	(286)	(183)	(380)	(211)	(82)	(86)	(101)	(179)	(313)	(166)

**2. Dislike**

One alternative for Facebook was to give users the option of 'liking' and 'disliking' posts. Thinking about this change, what do you think would have been the best thing to do?

*Asked of people who access Facebook*

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Stick with only having a 'like' button	15%	15%	14%	13%	17%	12%	20%	14%	17%	14%	19%
Have a 'like' and 'dislike' button	43%	46%	40%	48%	38%	44%	41%	45%	43%	42%	30%
Have the new reactions	29%	24%	32%	26%	31%	31%	26%	28%	23%	31%	40%
Other	3%	1%	3%	3%	3%	2%	—	2%	3%	5%	0%
Not sure	11%	13%	10%	10%	11%	11%	12%	11%	14%	8%	11%
Totals (Unweighted N)	100% (761)	100% (341)	100% (420)	100% (159)	100% (207)	100% (282)	100% (113)	100% (513)	100% (88)	100% (104)	100% (56)

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Stick with only having a 'like' button	15%	17%	11%	17%	14%	19%	10%	12%	14%	13%	16%	15%
Have a 'like' and 'dislike' button	43%	36%	41%	55%	42%	40%	57%	40%	45%	43%	43%	40%
Have the new reactions	29%	37%	28%	18%	29%	31%	22%	30%	28%	33%	23%	36%
Other	3%	1%	4%	2%	3%	1%	3%	4%	3%	2%	3%	1%
Not sure	11%	8%	16%	8%	12%	9%	6%	14%	9%	10%	15%	8%
Totals (Unweighted N)	100% (761)	100% (289)	100% (289)	100% (183)	100% (380)	100% (211)	100% (83)	100% (87)	100% (102)	100% (180)	100% (313)	100% (166)

**3. Improve Experience**

Do you think that the new reactions will make your experience on Facebook better or worse?

*Asked of people who access Facebook*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Much better	9%	8%	10%	7%	11%	9%	5%	6%	13%	17%	6%
A little better	19%	20%	18%	25%	20%	15%	16%	18%	22%	23%	18%
Neither better nor worse	55%	53%	56%	50%	50%	60%	60%	57%	53%	45%	56%
A little worse	7%	7%	7%	7%	12%	4%	5%	7%	3%	7%	13%
Much worse	3%	3%	2%	5%	1%	1%	4%	3%	2%	0%	1%
Not sure	8%	8%	7%	6%	5%	10%	10%	8%	8%	8%	7%
Totals (Unweighted N)	100% (762)	100% (342)	100% (420)	100% (158)	100% (209)	100% (282)	100% (113)	100% (513)	100% (88)	100% (104)	100% (57)

	Party ID (3 category)			Family Income (3 category)				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Much better	9%	12%	7%	6%	12%	7%	3%	3%	14%	8%	5%	11%
A little better	19%	22%	16%	19%	18%	18%	23%	21%	19%	15%	20%	21%
Neither better nor worse	55%	54%	56%	53%	53%	60%	53%	54%	48%	62%	54%	53%
A little worse	7%	4%	9%	9%	9%	5%	8%	4%	7%	7%	9%	5%
Much worse	3%	2%	3%	4%	3%	2%	6%	0%	3%	2%	3%	2%
Not sure	8%	6%	9%	9%	6%	9%	7%	18%	9%	6%	8%	8%
Totals (Unweighted N)	100% (762)	100% (290)	100% (289)	100% (183)	100% (381)	100% (212)	100% (83)	100% (86)	100% (102)	100% (180)	100% (314)	100% (166)

<b>Interviewing Dates</b>	February 26 - 29, 2016
<b>Target population</b>	U.S. adults, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by age, gender, race, education, and region) was selected from the 2010 American Community Study. Voter registration was imputed from the November 2010 Current Population Survey Registration and Voting Supplement. Religion, minor party identification, and non-placement on an ideology scale, were imputed from the 2008 Pew Religion in American Life Survey.
<b>Weighting</b>	The sample was weighted using propensity scores based on age, gender, race, education, voter registration, and non-placement on an ideology scale. The weights range from 0.036 to 4.144, with a mean of one and a standard deviation of 0.88.
<b>Number of respondents</b>	1000
<b>Margin of error</b>	± 4.1% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	20 questions not reported.