

Sample 1000 Adult Interviews  
 Conducted February 26 - 29, 2016  
 Margin of Error ±4.1%

1. 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*

Strongly approve .....	24%
Somewhat approve .....	42%
Somewhat disapprove .....	9%
Strongly disapprove .....	5%
Not sure .....	20%

2. 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*

Stick with only having a 'like' button .....	15%
Have a 'like' and 'dislike' button .....	43%
Have the new reactions .....	29%
Other .....	3%
Not sure .....	11%

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

*Asked of people who access Facebook*

Much better .....	9%
A little better .....	19%
Neither better nor worse .....	55%
A little worse .....	7%
Much worse .....	3%
Not sure .....	8%

<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.