

1. Facebook Emoticon Reactions

Facebook recently announced that in addition to 'liking' posts, users will soon be able to use six other reactions, 'love', 'haha', 'yay', 'wow', 'sad' and 'angry'. Do you approve or disapprove of this change?

Asked of Members of Facebook

	Gender			Age - 4 Point				Race - 4 Point			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly approve	25%	24%	27%	19%	31%	28%	20%	23%	28%	35%	21%
Somewhat approve	39%	37%	40%	37%	42%	39%	38%	41%	35%	29%	50%
Somewhat disapprove	10%	7%	12%	15%	7%	7%	13%	12%	4%	7%	5%
Strongly disapprove	5%	6%	5%	8%	4%	5%	6%	5%	6%	6%	9%
Not sure	20%	25%	16%	21%	17%	21%	23%	19%	27%	22%	14%
Totals (Unweighted N)	100% (767)	100% (348)	100% (419)	100% (145)	100% (206)	100% (294)	100% (122)	100% (525)	100% (89)	100% (105)	100% (48)

	Party ID - 3 Point			Family Income - 3 Point				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Strongly approve	25%	30%	24%	22%	32%	21%	16%	17%	23%	28%	27%	22%
Somewhat approve	39%	37%	39%	42%	34%	45%	45%	43%	49%	39%	34%	40%
Somewhat disapprove	10%	12%	9%	10%	8%	12%	12%	14%	3%	8%	14%	10%
Strongly disapprove	5%	5%	7%	4%	4%	7%	4%	13%	7%	6%	5%	5%
Not sure	20%	16%	22%	21%	23%	15%	23%	14%	17%	19%	20%	23%
Totals (Unweighted N)	100% (767)	100% (308)	100% (275)	100% (184)	100% (376)	100% (201)	100% (103)	100% (87)	100% (137)	100% (165)	100% (292)	100% (173)

2. Facebook Like Options

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 Members of Facebook

	Total	Gender		Age - 4 Point				Race - 4 Point			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Stick with only having a 'like' button	17%	14%	18%	19%	14%	12%	26%	17%	15%	20%	9%
Have a 'like' and 'dislike' button	38%	39%	36%	39%	39%	37%	35%	38%	30%	40%	42%
Have a 'like' button and the six new reactions	30%	29%	31%	24%	33%	36%	25%	29%	35%	27%	42%
Other	3%	4%	2%	4%	3%	2%	1%	2%	—	6%	4%
Not sure	13%	13%	13%	14%	11%	14%	13%	14%	20%	6%	4%
Totals (Unweighted N)	100% (765)	100% (347)	100% (418)	100% (145)	100% (205)	100% (294)	100% (121)	100% (524)	100% (88)	100% (105)	100% (48)

	Total	Party ID - 3 Point			Family Income - 3 Point				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	17%	16%	14%	22%	16%	17%	20%	15%	15%	14%	19%	16%
Have a 'like' and 'dislike' button	38%	36%	38%	39%	37%	43%	33%	36%	43%	36%	35%	39%
Have a 'like' button and the six new reactions	30%	35%	29%	25%	30%	33%	29%	27%	26%	32%	32%	31%
Other	3%	3%	3%	1%	3%	1%	2%	6%	1%	4%	3%	2%
Not sure	13%	10%	16%	12%	14%	7%	16%	17%	16%	13%	12%	12%
Totals (Unweighted N)	100% (765)	100% (306)	100% (275)	100% (184)	100% (374)	100% (201)	100% (103)	100% (87)	100% (137)	100% (164)	100% (291)	100% (173)

3. Effect on Facebook Experience

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

Asked of Members of Facebook

	Gender		Age - 4 Point				Race - 4 Point				
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Much better	13%	10%	15%	10%	13%	16%	11%	11%	17%	15%	16%
A little better	19%	19%	19%	19%	24%	18%	14%	18%	10%	26%	32%
Neither better nor worse	46%	50%	43%	43%	43%	52%	44%	46%	50%	47%	35%
A little worse	8%	7%	9%	12%	7%	4%	12%	9%	8%	3%	11%
Much worse	5%	5%	5%	5%	6%	5%	4%	6%	1%	6%	2%
Not sure	9%	8%	9%	11%	6%	6%	16%	10%	14%	3%	4%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(765)	(348)	(417)	(145)	(206)	(292)	(122)	(524)	(88)	(105)	(48)

	Party ID - 3 Point			Family Income - 3 Point				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Much better	13%	14%	12%	13%	15%	13%	5%	8%	11%	10%	15%	12%
A little better	19%	20%	19%	19%	19%	20%	21%	16%	19%	23%	18%	18%
Neither better nor worse	46%	49%	44%	45%	42%	51%	50%	50%	49%	37%	43%	57%
A little worse	8%	8%	7%	8%	8%	11%	4%	6%	8%	9%	11%	3%
Much worse	5%	4%	6%	5%	6%	2%	3%	9%	5%	5%	6%	4%
Not sure	9%	5%	12%	10%	10%	2%	18%	12%	8%	16%	8%	6%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(765)	(307)	(274)	(184)	(375)	(201)	(102)	(87)	(137)	(164)	(291)	(173)

4. Effect on Sharing

With the new Facebook reactions, do you think you will be more or less likely to share things about your personal life?

Asked of Members of Facebook

	Gender			Age - 4 Point				Race - 4 Point			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
More likely	9%	10%	8%	9%	12%	7%	6%	5%	9%	24%	11%
No change	64%	64%	63%	58%	60%	70%	62%	68%	58%	50%	59%
Less likely	18%	16%	20%	17%	14%	17%	28%	17%	17%	17%	29%
Not sure	9%	9%	9%	15%	13%	5%	3%	9%	15%	9%	1%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(763)	(345)	(418)	(145)	(203)	(294)	(121)	(522)	(89)	(105)	(47)

	Party ID - 3 Point				Family Income - 3 Point				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
More likely	9%	15%	6%	5%	10%	8%	8%	8%	12%	8%	9%	7%
No change	64%	63%	62%	67%	59%	69%	69%	65%	65%	57%	63%	70%
Less likely	18%	16%	17%	23%	20%	21%	17%	10%	14%	25%	16%	20%
Not sure	9%	6%	14%	5%	11%	2%	6%	18%	9%	10%	12%	4%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(763)	(305)	(274)	(184)	(375)	(198)	(103)	(87)	(137)	(165)	(290)	(171)

5. What Do You Share

Which, if any, of the following things do you share on Facebook? Please select all that apply.

Asked of Members of Facebook

	Gender		Age - 4 Point				Race - 4 Point				
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Links to news article	46%	49%	43%	46%	55%	44%	35%	50%	37%	37%	44%
Links to music or videos	35%	37%	34%	42%	50%	27%	19%	32%	42%	46%	30%
Statuses about what happened in your day	27%	23%	31%	32%	41%	20%	16%	28%	18%	32%	28%
Statuses about happy major life events (marriages, births, etc.)	41%	37%	44%	50%	47%	34%	33%	43%	31%	41%	35%
Statuses about difficult major life events (deaths, losing your job, etc.)	24%	27%	22%	24%	32%	21%	19%	26%	29%	15%	18%
Comments about politics	33%	41%	27%	30%	31%	32%	40%	35%	30%	25%	33%
Other	19%	15%	23%	12%	23%	22%	18%	20%	20%	14%	19%
Not applicable – I do not share anything on Facebook	21%	21%	21%	15%	15%	24%	33%	20%	27%	17%	26%
Totals	(768)	(348)	(420)	(146)	(206)	(294)	(122)	(525)	(90)	(105)	(48)

	Party ID - 3 Point			Family Income - 3 Point				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Links to news article	46%	48%	47%	42%	45%	49%	49%	41%	44%	43%	52%	39%
Links to music or videos	35%	37%	36%	30%	37%	34%	29%	37%	38%	30%	37%	34%
Statuses about what happened in your day	27%	28%	26%	29%	29%	27%	24%	24%	26%	32%	25%	29%
Statuses about happy major life events (marriages, births, etc.)	41%	40%	40%	43%	41%	43%	43%	32%	42%	40%	41%	38%
Statuses about difficult major life events (deaths, losing your job, etc.)	24%	24%	23%	26%	27%	27%	23%	10%	28%	25%	25%	20%

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	Total	Party ID - 3 Point			Family Income - 3 Point				Census Region			
		Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Comments about politics	33%	38%	25%	40%	31%	35%	40%	28%	36%	31%	34%	30%
Other	19%	19%	22%	16%	22%	14%	14%	23%	21%	25%	18%	15%
Not applicable – I do not share anything on Facebook	21%	22%	18%	25%	22%	21%	21%	19%	20%	17%	18%	30%
Totals	(768)	(309)	(275)	(184)	(377)	(201)	(103)	(87)	(137)	(165)	(293)	(173)

6. Emoticon Reaction Use – "Just bumped into Arnold Schwarzenegger at Starbucks!!!"

Imagine a Facebook friend of yours posted the following status updates. Please indicate which reaction, if any, you would use.

Asked of Members of Facebook

	Gender			Age - 4 Point				Race - 4 Point			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Like	16%	16%	16%	14%	21%	17%	9%	17%	9%	11%	26%
Love	1%	—	2%	2%	2%	0%	—	2%	0%	—	—
Haha	8%	6%	9%	8%	9%	8%	5%	9%	6%	7%	3%
Yay	6%	4%	7%	7%	5%	7%	2%	4%	9%	10%	6%
Wow	29%	28%	29%	40%	28%	24%	22%	26%	38%	34%	27%
Sad	1%	2%	—	1%	0%	2%	—	1%	—	5%	—
Angry	1%	0%	1%	—	1%	0%	4%	1%	1%	2%	—
Would only comment	6%	7%	5%	5%	4%	7%	5%	5%	8%	4%	8%
Would not respond	33%	36%	31%	22%	28%	34%	53%	36%	28%	28%	29%
Totals (Unweighted N)	100% (754)	100% (340)	100% (414)	100% (145)	100% (202)	100% (289)	100% (118)	100% (516)	100% (88)	100% (102)	100% (48)

	Party ID - 3 Point				Family Income - 3 Point				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Like	16%	16%	16%	17%	13%	24%	17%	14%	11%	19%	16%	19%
Love	1%	0%	2%	1%	2%	1%	—	—	—	1%	1%	1%
Haha	8%	9%	7%	8%	8%	7%	9%	9%	10%	9%	8%	5%
Yay	6%	7%	5%	6%	8%	2%	4%	6%	7%	8%	6%	3%
Wow	29%	32%	30%	22%	31%	26%	20%	34%	34%	26%	28%	27%
Sad	1%	1%	1%	0%	1%	0%	1%	3%	—	1%	1%	3%
Angry	1%	2%	1%	0%	1%	2%	2%	1%	1%	0%	1%	1%
Would only comment	6%	7%	5%	5%	7%	5%	6%	1%	5%	5%	6%	6%
Would not respond	33%	26%	34%	41%	31%	33%	42%	32%	34%	30%	33%	36%
Totals (Unweighted N)	100% (754)	100% (302)	100% (272)	100% (180)	100% (371)	100% (195)	100% (101)	100% (87)	100% (137)	100% (163)	100% (286)	100% (168)

7. Emoticon Reaction Use – "Marrying you 20 years ago today was the best decision I ever made. I can't wait to spend the next 20 with you too."

Imagine a Facebook friend of yours posted the following status updates. Please indicate which reaction, if any, you would use.

Asked of Members of Facebook

	Gender			Age - 4 Point				Race - 4 Point			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Like	17%	17%	17%	18%	17%	17%	17%	17%	12%	14%	30%
Love	35%	33%	36%	27%	43%	34%	32%	33%	44%	32%	37%
Haha	3%	4%	2%	2%	4%	2%	2%	3%	3%	4%	1%
Yay	17%	15%	19%	26%	12%	16%	17%	17%	19%	20%	13%
Wow	0%	0%	1%	1%	–	0%	1%	0%	0%	1%	–
Sad	1%	0%	2%	1%	0%	2%	1%	0%	1%	4%	2%
Angry	0%	0%	1%	–	1%	0%	–	0%	1%	2%	–
Would only comment	7%	7%	8%	6%	6%	8%	8%	8%	8%	8%	0%
Would not respond	19%	23%	17%	19%	16%	20%	22%	21%	11%	17%	17%
Totals (Unweighted N)	100% (753)	100% (339)	100% (414)	100% (142)	100% (204)	100% (289)	100% (118)	100% (513)	100% (88)	100% (104)	100% (48)

	Party ID - 3 Point				Family Income - 3 Point				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Like	17%	16%	19%	15%	13%	23%	21%	16%	21%	17%	17%	14%
Love	35%	32%	39%	31%	37%	33%	21%	41%	32%	34%	38%	32%
Haha	3%	5%	0%	4%	2%	4%	6%	4%	5%	0%	4%	1%
Yay	17%	21%	15%	16%	18%	15%	16%	18%	14%	17%	17%	20%
Wow	0%	0%	–	1%	1%	0%	–	–	–	0%	1%	1%
Sad	1%	2%	0%	–	1%	1%	1%	2%	0%	3%	0%	1%
Angry	0%	1%	–	–	0%	1%	–	1%	–	–	0%	2%
Would only comment	7%	7%	5%	10%	9%	7%	4%	1%	8%	7%	5%	9%
Would not respond	19%	14%	21%	23%	18%	16%	32%	17%	19%	21%	18%	21%
Totals (Unweighted N)	100% (753)	100% (303)	100% (270)	100% (180)	100% (368)	100% (197)	100% (101)	100% (87)	100% (136)	100% (162)	100% (283)	100% (172)

8. Emoticon Reaction Use – "The Second Amendment was the greatest mistake the founding fathers ever made, leaving us powerless against hicks and gun nuts"

Imagine a Facebook friend of yours posted the following status updates. Please indicate which reaction, if any, you would use.

Asked of Members of Facebook

	Gender			Age - 4 Point				Race - 4 Point			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Like	9%	11%	7%	11%	12%	8%	5%	8%	17%	9%	8%
Love	1%	1%	0%	0%	1%	—	2%	1%	1%	—	—
Haha	2%	3%	1%	1%	4%	1%	—	1%	6%	1%	—
Yay	2%	1%	3%	1%	2%	3%	3%	2%	5%	3%	1%
Wow	5%	6%	5%	7%	4%	5%	5%	3%	11%	7%	10%
Sad	3%	3%	2%	6%	1%	2%	3%	2%	1%	3%	7%
Angry	17%	21%	15%	15%	15%	21%	17%	17%	8%	25%	20%
Would only comment	17%	20%	15%	14%	15%	18%	23%	19%	9%	17%	16%
Would not respond	44%	35%	52%	45%	46%	43%	42%	47%	43%	36%	38%
Totals (Unweighted N)	100% (755)	100% (342)	100% (413)	100% (144)	100% (202)	100% (292)	100% (117)	100% (517)	100% (89)	100% (102)	100% (47)

	Party ID - 3 Point				Family Income - 3 Point				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Like	9%	14%	10%	1%	9%	10%	9%	10%	9%	12%	9%	7%
Love	1%	2%	0%	0%	1%	1%	1%	—	—	1%	1%	1%
Haha	2%	3%	1%	1%	1%	2%	1%	2%	2%	1%	2%	1%
Yay	2%	3%	2%	2%	4%	1%	2%	—	2%	1%	1%	6%
Wow	5%	5%	6%	4%	5%	6%	3%	7%	4%	6%	5%	5%
Sad	3%	2%	2%	3%	3%	2%	1%	2%	1%	4%	2%	4%
Angry	17%	10%	16%	30%	18%	16%	24%	11%	19%	15%	18%	16%
Would only comment	17%	20%	15%	17%	20%	15%	19%	8%	18%	21%	15%	16%
Would not respond	44%	42%	48%	40%	40%	47%	41%	59%	44%	41%	46%	45%
Totals (Unweighted N)	100% (755)	100% (303)	100% (272)	100% (180)	100% (371)	100% (199)	100% (100)	100% (85)	100% (136)	100% (163)	100% (286)	100% (170)

9. Emoticon Reaction Use – "After a long battle with cancer my mother has passed away. She was the greatest woman I'll ever know."

Imagine a Facebook friend of yours posted the following status updates. Please indicate which reaction, if any, you would use.

Asked of Members of Facebook

	Gender			Age - 4 Point				Race - 4 Point			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Like	4%	7%	2%	3%	9%	3%	1%	4%	3%	4%	7%
Love	7%	6%	7%	6%	4%	8%	11%	7%	13%	5%	3%
Haha	1%	1%	0%	1%	1%	1%	–	0%	3%	1%	–
Yay	1%	1%	2%	0%	2%	2%	–	1%	4%	1%	1%
Wow	1%	1%	1%	2%	2%	0%	–	1%	0%	1%	–
Sad	46%	43%	48%	49%	47%	46%	41%	46%	51%	42%	44%
Angry	0%	0%	0%	2%	–	–	–	0%	1%	–	–
Would only comment	23%	20%	25%	17%	21%	25%	28%	25%	12%	25%	19%
Would not respond	17%	20%	14%	20%	15%	15%	18%	15%	13%	21%	26%
Totals (Unweighted N)	100% (752)	100% (338)	100% (414)	100% (144)	100% (202)	100% (287)	100% (119)	100% (515)	100% (88)	100% (101)	100% (48)

	Party ID - 3 Point				Family Income - 3 Point				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Like	4%	2%	4%	7%	4%	5%	3%	4%	4%	7%	3%	4%
Love	7%	7%	5%	10%	9%	4%	5%	5%	8%	5%	5%	11%
Haha	1%	2%	0%	0%	1%	1%	1%	2%	1%	1%	1%	–
Yay	1%	2%	2%	–	2%	–	2%	–	1%	1%	2%	2%
Wow	1%	0%	1%	1%	0%	1%	–	5%	0%	1%	1%	1%
Sad	46%	49%	46%	43%	47%	49%	37%	44%	42%	44%	51%	43%
Angry	0%	–	1%	–	0%	1%	–	–	1%	1%	–	–
Would only comment	23%	26%	19%	24%	21%	26%	30%	19%	24%	24%	20%	26%
Would not respond	17%	11%	22%	15%	16%	13%	23%	20%	18%	17%	17%	13%
Totals (Unweighted N)	100% (752)	100% (301)	100% (270)	100% (181)	100% (370)	100% (195)	100% (101)	100% (86)	100% (135)	100% (161)	100% (285)	100% (171)

10. Emoticon Reaction Use – "Obama is ruining America, saddling our children with crushing debts and our grandparents with terrible medical care."

Imagine a Facebook friend of yours posted the following status updates. Please indicate which reaction, if any, you would use.

Asked of Members of Facebook

	Gender			Age - 4 Point				Race - 4 Point			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Like	15%	17%	14%	10%	20%	14%	18%	19%	5%	8%	13%
Love	2%	2%	2%	1%	1%	2%	4%	2%	—	6%	—
Haha	2%	0%	4%	3%	1%	3%	2%	1%	1%	6%	8%
Yay	2%	2%	3%	2%	4%	3%	—	1%	5%	5%	3%
Wow	4%	3%	5%	6%	7%	1%	1%	3%	8%	5%	—
Sad	6%	4%	7%	5%	4%	7%	5%	5%	5%	9%	4%
Angry	17%	19%	15%	19%	13%	20%	15%	16%	18%	20%	17%
Would only comment	14%	18%	12%	11%	15%	16%	15%	15%	19%	10%	9%
Would not respond	37%	36%	39%	44%	35%	34%	39%	37%	39%	32%	47%
Totals (Unweighted N)	100% (752)	100% (341)	100% (411)	100% (143)	100% (202)	100% (288)	100% (119)	100% (515)	100% (89)	100% (101)	100% (47)

	Party ID - 3 Point				Family Income - 3 Point				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Like	15%	4%	14%	32%	13%	16%	12%	24%	19%	17%	14%	12%
Love	2%	2%	1%	3%	2%	2%	2%	1%	1%	1%	4%	—
Haha	2%	2%	3%	1%	2%	3%	3%	1%	2%	1%	2%	3%
Yay	2%	4%	2%	1%	3%	2%	2%	2%	4%	1%	2%	4%
Wow	4%	5%	4%	2%	5%	5%	1%	0%	2%	7%	4%	2%
Sad	6%	5%	7%	6%	7%	5%	4%	4%	7%	4%	4%	10%
Angry	17%	18%	18%	13%	18%	20%	18%	7%	19%	13%	17%	18%
Would only comment	14%	22%	12%	9%	16%	11%	13%	14%	12%	17%	14%	14%
Would not respond	37%	38%	39%	33%	34%	36%	44%	46%	33%	40%	39%	36%
Totals (Unweighted N)	100% (752)	100% (301)	100% (270)	100% (181)	100% (367)	100% (197)	100% (103)	100% (85)	100% (136)	100% (161)	100% (286)	100% (169)

11. Emoticon Reaction Use – "Just read on the news that yet another unarmed, young black man was shot and killed by the police. When will this ever stop?"

Imagine a Facebook friend of yours posted the following status updates. Please indicate which reaction, if any, you would use.

Asked of Members of Facebook

	Total	Gender		Age - 4 Point				Race - 4 Point			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Like	4%	5%	3%	4%	5%	3%	3%	3%	2%	4%	9%
Love	1%	1%	0%	1%	1%	0%	1%	1%	—	2%	—
Haha	1%	1%	1%	—	2%	1%	1%	1%	2%	—	1%
Yay	3%	1%	4%	2%	3%	4%	2%	2%	5%	7%	—
Wow	4%	4%	4%	5%	4%	4%	4%	4%	5%	6%	3%
Sad	15%	10%	18%	14%	10%	18%	17%	12%	21%	22%	19%
Angry	16%	21%	12%	22%	26%	10%	5%	12%	30%	21%	17%
Would only comment	14%	14%	14%	10%	11%	16%	20%	15%	11%	15%	11%
Would not respond	42%	42%	43%	41%	37%	44%	47%	50%	24%	23%	40%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(750)	(342)	(408)	(142)	(203)	(287)	(118)	(516)	(86)	(102)	(46)

	Total	Party ID - 3 Point			Family Income - 3 Point				Census Region			
		Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Like	4%	5%	2%	5%	3%	5%	7%	3%	6%	7%	2%	2%
Love	1%	0%	1%	1%	1%	1%	—	2%	0%	—	1%	1%
Haha	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	—
Yay	3%	4%	3%	2%	3%	2%	1%	5%	3%	4%	2%	3%
Wow	4%	5%	5%	1%	4%	5%	3%	6%	13%	3%	2%	3%
Sad	15%	19%	14%	9%	16%	15%	16%	10%	16%	10%	15%	19%
Angry	16%	20%	16%	11%	20%	11%	7%	19%	16%	14%	16%	18%
Would only comment	14%	19%	13%	10%	17%	13%	14%	3%	6%	19%	16%	13%
Would not respond	42%	26%	45%	59%	36%	48%	49%	50%	39%	41%	45%	41%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(750)	(300)	(270)	(180)	(368)	(197)	(100)	(85)	(136)	(163)	(281)	(170)

12. Emoticon Reaction Use – "Happy three month anniversary babe! You are the love of my life!"

Imagine a Facebook friend of yours posted the following status updates. Please indicate which reaction, if any, you would use.

Asked of Members of Facebook

	Gender			Age - 4 Point				Race - 4 Point			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Like	16%	16%	17%	18%	19%	14%	14%	17%	14%	14%	13%
Love	31%	31%	31%	30%	35%	32%	24%	29%	31%	37%	40%
Haha	2%	2%	2%	2%	3%	1%	1%	2%	3%	0%	1%
Yay	15%	13%	17%	15%	9%	18%	21%	15%	23%	12%	12%
Wow	1%	1%	0%	1%	0%	1%	–	0%	2%	1%	2%
Sad	1%	0%	1%	1%	–	0%	2%	0%	2%	–	–
Angry	1%	1%	1%	–	2%	2%	–	0%	2%	4%	–
Would only comment	5%	4%	5%	5%	2%	5%	6%	5%	6%	3%	2%
Would not respond	29%	33%	26%	28%	30%	27%	32%	31%	17%	28%	30%
Totals (Unweighted N)	100% (757)	100% (344)	100% (413)	100% (143)	100% (203)	100% (291)	100% (120)	100% (517)	100% (88)	100% (104)	100% (48)

	Party ID - 3 Point			Family Income - 3 Point				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Like	16%	21%	14%	14%	17%	12%	19%	19%	10%	20%	17%	16%
Love	31%	29%	37%	25%	33%	37%	23%	18%	24%	25%	39%	28%
Haha	2%	1%	1%	5%	2%	4%	1%	2%	6%	2%	1%	1%
Yay	15%	18%	13%	15%	16%	13%	11%	20%	21%	12%	14%	16%
Wow	1%	2%	–	0%	0%	0%	1%	3%	2%	–	0%	1%
Sad	1%	–	–	2%	0%	2%	–	–	–	2%	0%	–
Angry	1%	3%	0%	–	1%	–	2%	1%	–	3%	0%	1%
Would only comment	5%	6%	3%	5%	4%	6%	3%	4%	2%	7%	5%	4%
Would not respond	29%	22%	32%	33%	27%	26%	40%	33%	34%	28%	24%	33%
Totals (Unweighted N)	100% (757)	100% (303)	100% (271)	100% (183)	100% (371)	100% (198)	100% (102)	100% (86)	100% (136)	100% (162)	100% (288)	100% (171)

13. Emoticon Reaction Use – "SOME people just don't understand that you shouldn't stick your NOSE into other people's BUSINESS"

Imagine a Facebook friend of yours posted the following status updates. Please indicate which reaction, if any, you would use.

Asked of Members of Facebook

	Gender			Age - 4 Point				Race - 4 Point			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Like	26%	24%	27%	18%	27%	28%	28%	24%	33%	26%	29%
Love	1%	1%	1%	2%	1%	0%	0%	1%	—	0%	—
Haha	2%	2%	3%	3%	4%	1%	2%	2%	3%	1%	7%
Yay	3%	2%	3%	3%	3%	3%	2%	2%	6%	5%	—
Wow	5%	4%	5%	4%	4%	6%	3%	4%	7%	5%	7%
Sad	2%	2%	2%	2%	3%	1%	—	1%	3%	1%	3%
Angry	10%	11%	8%	11%	12%	9%	5%	7%	9%	20%	12%
Would only comment	5%	6%	4%	5%	3%	8%	3%	7%	2%	1%	1%
Would not respond	47%	47%	47%	52%	43%	43%	57%	52%	36%	40%	41%
Totals (Unweighted N)	100% (756)	100% (344)	100% (412)	100% (142)	100% (204)	100% (289)	100% (121)	100% (518)	100% (89)	100% (103)	100% (46)

	Party ID - 3 Point			Family Income - 3 Point				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Like	26%	26%	25%	27%	28%	26%	21%	19%	20%	26%	30%	21%
Love	1%	1%	1%	1%	1%	1%	0%	—	0%	1%	1%	1%
Haha	2%	2%	2%	3%	2%	2%	3%	4%	6%	2%	2%	1%
Yay	3%	4%	2%	3%	3%	3%	2%	1%	4%	3%	2%	3%
Wow	5%	7%	4%	3%	6%	5%	3%	1%	1%	6%	5%	5%
Sad	2%	2%	2%	1%	2%	1%	0%	3%	1%	2%	2%	2%
Angry	10%	9%	13%	4%	11%	7%	6%	11%	8%	5%	12%	10%
Would only comment	5%	6%	5%	4%	5%	5%	6%	4%	7%	7%	3%	5%
Would not respond	47%	43%	47%	54%	42%	49%	58%	57%	52%	48%	43%	51%
Totals (Unweighted N)	100% (756)	100% (305)	100% (269)	100% (182)	100% (372)	100% (197)	100% (101)	100% (86)	100% (134)	100% (163)	100% (286)	100% (173)

14. Emoticon Reaction Use – "Well. Never having shrimp again. Been hugging the toilet all day..."

Imagine a Facebook friend of yours posted the following status updates. Please indicate which reaction, if any, you would use.

Asked of Members of Facebook

	Gender			Age - 4 Point				Race - 4 Point			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Like	4%	4%	3%	6%	6%	2%	—	3%	4%	3%	6%
Love	1%	1%	1%	—	2%	0%	2%	1%	1%	—	—
Haha	13%	18%	9%	26%	13%	8%	9%	11%	20%	20%	11%
Yay	2%	1%	3%	1%	3%	2%	1%	1%	4%	2%	5%
Wow	13%	13%	14%	7%	15%	16%	15%	13%	9%	13%	21%
Sad	9%	7%	10%	7%	10%	10%	6%	10%	11%	6%	5%
Angry	7%	6%	8%	5%	7%	6%	10%	7%	9%	8%	7%
Would only comment	6%	6%	6%	3%	6%	10%	2%	7%	4%	5%	7%
Would not respond	45%	43%	46%	45%	38%	45%	55%	47%	39%	44%	38%
Totals (Unweighted N)	100% (753)	100% (342)	100% (411)	100% (140)	100% (203)	100% (289)	100% (121)	100% (519)	100% (86)	100% (101)	100% (47)

	Party ID - 3 Point				Family Income - 3 Point				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Like	4%	2%	5%	4%	4%	4%	3%	0%	4%	6%	3%	2%
Love	1%	1%	1%	1%	1%	2%	1%	—	1%	1%	1%	1%
Haha	13%	17%	14%	7%	16%	6%	5%	21%	15%	9%	15%	11%
Yay	2%	1%	2%	3%	3%	1%	—	1%	5%	—	1%	2%
Wow	13%	15%	11%	15%	14%	14%	9%	16%	10%	8%	15%	19%
Sad	9%	12%	6%	11%	7%	13%	15%	3%	10%	8%	9%	9%
Angry	7%	8%	6%	8%	7%	10%	4%	8%	4%	11%	8%	5%
Would only comment	6%	4%	7%	7%	8%	3%	8%	5%	6%	8%	8%	2%
Would not respond	45%	40%	49%	44%	41%	46%	57%	46%	45%	49%	41%	47%
Totals (Unweighted N)	100% (753)	100% (299)	100% (272)	100% (182)	100% (368)	100% (198)	100% (102)	100% (85)	100% (136)	100% (162)	100% (283)	100% (172)

15. Emoticon Reaction Use – "Had the greatest day today! Thank you all so much for coming to our BBQ!"

Imagine a Facebook friend of yours posted the following status updates. Please indicate which reaction, if any, you would use.

Asked of Members of Facebook

	Gender			Age - 4 Point				Race - 4 Point			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Like	29%	35%	25%	36%	35%	26%	18%	30%	36%	19%	37%
Love	6%	5%	7%	5%	5%	6%	8%	6%	6%	7%	2%
Haha	6%	5%	6%	4%	8%	4%	7%	6%	2%	8%	4%
Yay	30%	22%	35%	24%	25%	35%	34%	28%	30%	34%	34%
Wow	1%	1%	1%	1%	—	1%	—	0%	4%	1%	—
Sad	0%	0%	0%	1%	0%	0%	—	0%	1%	—	2%
Angry	1%	1%	1%	2%	0%	—	—	0%	1%	2%	—
Would only comment	9%	9%	10%	8%	6%	12%	12%	9%	9%	14%	5%
Would not respond	19%	22%	16%	19%	19%	17%	21%	20%	12%	16%	17%
Totals (Unweighted N)	100% (760)	100% (342)	100% (418)	100% (144)	100% (204)	100% (293)	100% (119)	100% (519)	100% (90)	100% (103)	100% (48)

	Party ID - 3 Point				Family Income - 3 Point				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Like	29%	30%	29%	29%	27%	33%	30%	32%	30%	30%	30%	26%
Love	6%	6%	7%	4%	7%	7%	2%	2%	5%	6%	6%	7%
Haha	6%	7%	2%	9%	6%	5%	6%	4%	5%	5%	6%	6%
Yay	30%	30%	31%	27%	30%	32%	26%	26%	28%	31%	32%	26%
Wow	1%	2%	—	0%	1%	0%	—	2%	1%	—	1%	0%
Sad	0%	1%	0%	—	—	—	1%	2%	—	—	0%	1%
Angry	1%	0%	1%	—	0%	1%	—	2%	1%	—	0%	1%
Would only comment	9%	12%	8%	8%	12%	5%	5%	10%	9%	11%	8%	12%
Would not respond	19%	13%	21%	23%	16%	17%	30%	20%	20%	17%	18%	20%
Totals (Unweighted N)	100% (760)	100% (305)	100% (274)	100% (181)	100% (375)	100% (197)	100% (102)	100% (86)	100% (137)	100% (164)	100% (287)	100% (172)

Interviewing Dates	October 9 - 12, 2015
Target population	U.S. adults, aged 18 and over.
Sampling method	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.
Weighting	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 0.145 to 4.132, with a mean of one and a standard deviation of 0.823.
Number of respondents	1000
Margin of error	± 4% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	20 questions not reported.