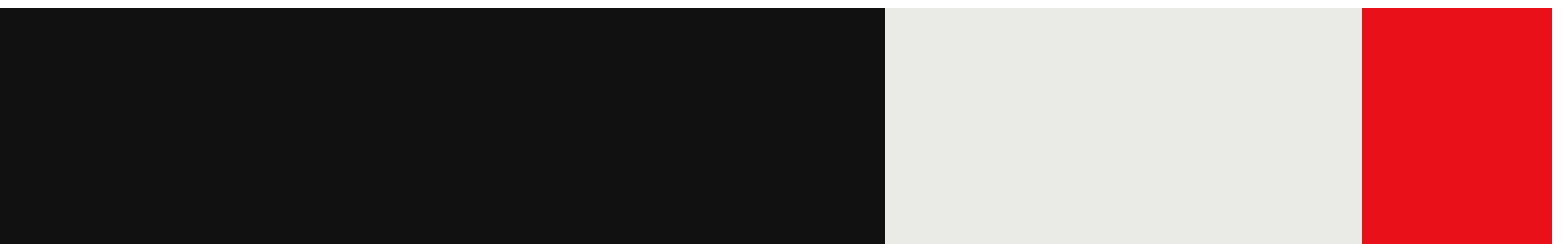


US adults have lukewarm opinions over Facebook's rebrand to Meta

Article

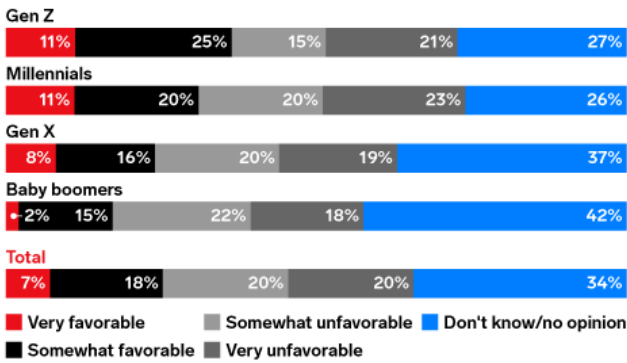


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Across generations, US adults aren't particularly excited about **Facebook's** rebrand to **Meta**. While **11%** of millennials and Gen Zers say they appreciate the new name, **more than 20%** aren't fans of the pivot. Across all generations, **more than 25%** say they have no opinion.

US Adults' Opinion of Facebook's Rebrand as Meta, by Generation, Oct 2021

% of respondents in each group



Note: n=2,200; Gen Z born 1997-2012, millennials born 1981-1996, Gen X born 1965-1980, baby boomers born 1946-1964; numbers may not add up to 100% due to rounding
Source: Morning Consult, Nov 2, 2021

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