Dislike/Like Reasons (ratio compared to benign)

	unclear	irrelevant	pushy	clickbait	scam	dislike-product	dislike-design	uncomfortable	dislike-advertiser	political
Clickbait (n=589)	1.55	1.6	1.64	2.72	2.32	1.79	1.11	2.3	1.43	2.06
Potentially Prohibited (n=165)	2.33	2.18	1.28	1.28	2.11	1.82	1.53	1.95	0.96	3.14
Potentially Harmful (n=281)	0.79	1.63	1.61	2.19	2.4	2.35	0.96	1.84	1.55	2.38
Sensitive (n=322)	1.19	1.34	0.98	1.51	1.66	2.31	0.71	1.05	2.23	0.24
Financial (n=788)	1.14	1.56	1.29	1.31	1.55	1.62	1.11	0.94	0.96	1.11
Opportunity (n=1086)	0.66	1.39	0.94	1.0	1.39	1.25	0.98	1.24	1.22	1.33
Healthcare (n=1843)	1.12	1.4	1.08	0.91	1.19	0.9	1.1	1.28	0.81	1.53
Benign (n=3895)	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0