

## YouGov Word Sentiment 2

GB Sample: 8th - 9th October 2018

Total	Gender		Age					Social Grade		Region							
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland

For the following question, please imagine that you were describing something using the following word/ phrase... On a scale of 0 to 10, where 0 is 'Very negative' and 10 is 'Very positive'... In general, how positive or negative would the following word/ phrase be to someone when you used it to describe something? (Please select one option on each row)

"Excellent"																			
	Unweighted base	2194	1027	1167	195	328	367	388	916	1315	879	543	362	206	263	531	1905	105	184
	Base: All GB adults	2194	1065	1129	246	338	375	389	845	1251	943	526	360	200	296	511	1894	109	190
0 - Very negative	0%	1%	-	1%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	-	-	0%	-	1%
1	0%	0%	0%	-	0%	0%	-	-	0%	0%	0%	0%	-	-	-	-	0%	-	1%
2	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	-	-	0%	1%	0%	0%	-	1%
3	0%	0%	0%	-	-	0%	-	0%	0%	0%	0%	0%	-	1%	-	0%	0%	-	-
4	1%	1%	0%	-	0%	1%	1%	0%	0%	1%	1%	1%	1%	1%	0%	0%	1%	-	0%
5	2%	3%	1%	2%	2%	2%	3%	2%	1%	3%	3%	3%	1%	1%	3%	2%	2%	1%	4%
6	1%	1%	2%	1%	1%	3%	1%	1%	1%	2%	1%	2%	3%	0%	1%	1%	1%	1%	2%
7	5%	6%	4%	6%	8%	3%	6%	4%	5%	4%	5%	6%	3%	5%	6%	5%	-	3%	
8	16%	19%	13%	23%	23%	18%	16%	10%	17%	15%	17%	16%	15%	18%	16%	16%	17%	13%	
9	25%	30%	21%	34%	25%	28%	23%	23%	28%	22%	25%	24%	26%	25%	26%	25%	24%	26%	
10 - Very positive	44%	32%	55%	29%	33%	38%	46%	54%	42%	45%	43%	44%	44%	39%	44%	43%	53%	45%	
Don't know	5%	6%	4%	4%	7%	7%	4%	5%	4%	7%	4%	5%	6%	9%	4%	5%	5%	5%	

"Outstanding"																			
	Unweighted base	2194	1027	1167	195	328	367	388	916	1315	879	543	362	206	263	531	1905	105	184
	Base: All GB adults	2194	1065	1129	246	338	375	389	845	1251	943	526	360	200	296	511	1894	109	190
0 - Very negative	0%	1%	-	-	0%	1%	0%	0%	0%	1%	0%	0%	0%	1%	-	0%	0%	-	1%
1	0%	0%	0%	-	0%	0%	-	0%	0%	0%	0%	-	-	0%	0%	-	0%	-	1%
2	0%	1%	0%	1%	-	-	0%	1%	0%	0%	0%	0%	-	1%	0%	1%	1%	-	-
3	1%	1%	0%	-	0%	1%	1%	0%	0%	1%	1%	1%	-	0%	0%	0%	1%	0%	
4	1%	0%	1%	1%	0%	0%	1%	0%	1%	0%	0%	0%	1%	-	1%	1%	-	-	
5	2%	3%	2%	1%	2%	2%	3%	2%	2%	3%	3%	3%	2%	1%	3%	1%	2%	2%	3%
6	2%	2%	2%	0%	1%	3%	3%	2%	2%	2%	1%	3%	3%	1%	2%	2%	2%	3%	1%
7	5%	5%	4%	5%	4%	4%	5%	5%	4%	5%	5%	6%	4%	4%	4%	4%	4%	4%	5%
8	9%	11%	8%	8%	10%	8%	9%	9%	9%	10%	8%	11%	8%	9%	9%	9%	14%	8%	
9	19%	24%	14%	23%	15%	19%	17%	20%	20%	18%	20%	21%	14%	19%	20%	19%	14%	17%	
10 - Very positive	55%	46%	64%	56%	58%	54%	57%	54%	57%	53%	56%	52%	57%	55%	56%	55%	58%	57%	
Don't know	6%	7%	5%	5%	8%	7%	4%	6%	5%	8%	4%	7%	7%	10%	5%	6%	5%	6%	

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	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland

For the following question, please imagine that you were describing something using the following word/ phrase... On a scale of 0 to 10, where 0 is 'Very negative' and 10 is 'Very positive'... In general, how positive or negative would the following word/ phrase be to someone when you used it to describe something? (Please select one option on each row)

### "Alright"

Unweighted base	2194	1027	1167	195	328	367	388	916	1315	879	543	362	206	263	531	1905	105	184
<b>Base: All GB adults</b>	<b>2194</b>	<b>1065</b>	<b>1129</b>	<b>246</b>	<b>338</b>	<b>375</b>	<b>389</b>	<b>845</b>	<b>1251</b>	<b>943</b>	<b>526</b>	<b>360</b>	<b>200</b>	<b>296</b>	<b>511</b>	<b>1894</b>	<b>109</b>	<b>190</b>
0 - Very negative	1%	1%	0%	-	0%	1%	1%	1%	1%	0%	1%	0%	0%	1%	-	0%	1%	1%
1	0%	0%	0%	0%	0%	-	1%	0%	0%	0%	-	1%	-	-	0%	0%	-	1%
2	1%	1%	2%	0%	1%	1%	2%	2%	1%	2%	1%	1%	4%	2%	1%	1%	2%	1%
3	4%	3%	5%	4%	2%	3%	3%	5%	4%	4%	4%	4%	2%	3%	4%	4%	3%	5%
4	9%	8%	10%	9%	8%	7%	11%	10%	10%	8%	9%	9%	8%	8%	12%	9%	10%	5%
5	38%	35%	40%	41%	35%	37%	37%	38%	40%	35%	37%	36%	41%	36%	38%	37%	37%	41%
6	24%	26%	21%	30%	29%	26%	22%	20%	25%	22%	24%	25%	20%	21%	26%	24%	25%	21%
7	12%	12%	11%	8%	10%	13%	13%	11%	10%	14%	12%	11%	13%	13%	10%	12%	12%	10%
8	4%	4%	4%	3%	4%	4%	6%	5%	4%	5%	5%	3%	4%	5%	3%	4%	5%	7%
9	1%	2%	1%	0%	1%	1%	2%	2%	1%	2%	2%	1%	1%	2%	1%	1%	2%	3%
10 - Very positive	1%	1%	1%	1%	2%	1%	0%	1%	1%	2%	1%	2%	0%	3%	1%	1%	-	1%
Don't know	5%	6%	4%	3%	7%	6%	3%	5%	4%	7%	4%	6%	5%	7%	5%	5%	5%	5%

### "Quite good"

Unweighted base	2194	1027	1167	195	328	367	388	916	1315	879	543	362	206	263	531	1905	105	184
<b>Base: All GB adults</b>	<b>2194</b>	<b>1065</b>	<b>1129</b>	<b>246</b>	<b>338</b>	<b>375</b>	<b>389</b>	<b>845</b>	<b>1251</b>	<b>943</b>	<b>526</b>	<b>360</b>	<b>200</b>	<b>296</b>	<b>511</b>	<b>1894</b>	<b>109</b>	<b>190</b>
0 - Very negative	0%	1%	0%	-	0%	1%	0%	1%	0%	1%	0%	1%	1%	1%	-	0%	1%	1%
1	0%	0%	0%	-	0%	-	0%	0%	0%	0%	-	0%	-	0%	-	0%	-	1%
2	1%	1%	1%	-	0%	0%	1%	1%	0%	1%	0%	1%	2%	-	1%	1%	-	1%
3	1%	1%	1%	-	1%	1%	2%	1%	1%	2%	1%	1%	1%	2%	1%	1%	-	3%
4	4%	3%	4%	1%	2%	3%	3%	6%	3%	5%	4%	3%	3%	3%	4%	4%	6%	3%
5	12%	11%	12%	8%	7%	7%	16%	15%	11%	13%	13%	13%	12%	9%	12%	12%	10%	10%
6	27%	27%	28%	32%	30%	29%	25%	25%	29%	25%	22%	27%	29%	26%	33%	27%	32%	25%
7	32%	33%	32%	38%	36%	35%	33%	27%	35%	28%	34%	33%	28%	34%	31%	32%	33%	32%
8	13%	12%	14%	12%	12%	14%	13%	14%	13%	13%	16%	12%	15%	13%	12%	14%	10%	9%
9	3%	3%	3%	3%	2%	2%	3%	4%	2%	4%	4%	1%	1%	3%	2%	3%	3%	7%
10 - Very positive	2%	2%	1%	1%	2%	1%	2%	2%	1%	2%	2%	1%	2%	2%	1%	2%	1%	1%
Don't know	5%	6%	4%	5%	7%	6%	3%	5%	4%	7%	4%	6%	6%	7%	4%	5%	5%	7%

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Total	Gender		Age					Social Grade		Region							
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland

For the following question, please imagine that you were describing something using the following word/ phrase... On a scale of 0 to 10, where 0 is 'Very negative' and 10 is 'Very positive'... In general, how positive or negative would the following word/ phrase be to someone when you used it to describe something? (Please select one option on each row)

"Quite bad"																			
	Unweighted base	2194	1027	1167	195	328	367	388	916	1315	879	543	362	206	263	531	1905	105	184
	Base: All GB adults	2194	1065	1129	246	338	375	389	845	1251	943	526	360	200	296	511	1894	109	190
	0 - Very negative	7%	6%	8%	1%	4%	6%	7%	10%	6%	9%	8%	8%	11%	5%	5%	7%	7%	7%
1		11%	9%	13%	7%	9%	8%	6%	16%	11%	10%	12%	12%	9%	12%	8%	11%	9%	13%
2		24%	22%	26%	21%	24%	18%	29%	25%	24%	24%	23%	20%	21%	27%	26%	24%	23%	25%
3		30%	32%	28%	44%	33%	35%	30%	22%	33%	25%	30%	26%	34%	28%	32%	30%	32%	28%
4		12%	13%	11%	15%	12%	16%	13%	10%	13%	11%	10%	16%	11%	8%	16%	13%	11%	9%
5		5%	5%	5%	4%	4%	5%	6%	5%	4%	6%	5%	8%	2%	4%	4%	5%	6%	6%
6		2%	2%	2%	-	2%	1%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	3%	2%
7		2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	1%	2%	3%	2%	2%	1%	2%
8		1%	2%	0%	0%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%
9		1%	1%	0%	1%	1%	-	-	1%	0%	1%	1%	0%	1%	-	0%	1%	1%	0%
	10 - Very positive	1%	1%	0%	1%	0%	0%	1%	1%	0%	1%	0%	1%	1%	2%	0%	1%	-	-
	Don't know	5%	6%	4%	4%	8%	7%	3%	5%	4%	7%	4%	6%	6%	8%	4%	5%	6%	6%

"Fair"																			
	Unweighted base	2194	1027	1167	195	328	367	388	916	1315	879	543	362	206	263	531	1905	105	184
	Base: All GB adults	2194	1065	1129	246	338	375	389	845	1251	943	526	360	200	296	511	1894	109	190
	0 - Very negative	0%	0%	0%	-	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	-	1%
1		0%	0%	1%	1%	0%	0%	0%	1%	0%	0%	1%	1%	-	0%	0%	1%	-	-
2		1%	1%	2%	0%	0%	1%	1%	2%	1%	2%	2%	0%	2%	1%	1%	1%	3%	2%
3		3%	2%	4%	2%	1%	2%	3%	5%	4%	3%	2%	4%	3%	4%	4%	3%	3%	3%
4		9%	9%	10%	8%	7%	8%	9%	11%	10%	8%	10%	11%	8%	9%	9%	9%	8%	8%
5		42%	43%	42%	52%	43%	44%	43%	39%	43%	41%	43%	39%	41%	43%	44%	42%	48%	42%
6		22%	21%	22%	23%	25%	21%	22%	21%	23%	20%	22%	25%	20%	20%	23%	22%	17%	23%
7		10%	10%	9%	6%	9%	11%	10%	10%	9%	10%	10%	8%	11%	6%	10%	9%	11%	13%
8		3%	4%	3%	2%	3%	4%	3%	4%	3%	3%	4%	3%	5%	5%	2%	4%	3%	2%
9		1%	2%	1%	-	2%	1%	1%	2%	1%	2%	2%	1%	1%	2%	1%	1%	3%	2%
	10 - Very positive	1%	1%	2%	1%	2%	1%	1%	1%	1%	2%	1%	2%	2%	2%	1%	1%	1%	1%
	Don't know	5%	7%	4%	4%	7%	7%	4%	5%	4%	7%	4%	6%	6%	8%	5%	5%	5%	5%

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GB Sample: 8th - 9th October 2018

Total	Gender		Age					Social Grade		Region						
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales

For the following question, please imagine that you were describing something using the following word/ phrase... On a scale of 0 to 10, where 0 is 'Very negative' and 10 is 'Very positive'... In general, how positive or negative would the following word/ phrase be to someone when you used it to describe something? (Please select one option on each row)

"Appalling"																		
Unweighted base	2194	1027	1167	195	328	367	388	916	1315	879	543	362	206	263	531	1905	105	184
<b>Base: All GB adults</b>	<b>2194</b>	<b>1065</b>	<b>1129</b>	<b>246</b>	<b>338</b>	<b>375</b>	<b>389</b>	<b>845</b>	<b>1251</b>	<b>943</b>	<b>526</b>	<b>360</b>	<b>200</b>	<b>296</b>	<b>511</b>	<b>1894</b>	<b>109</b>	<b>190</b>
0 - Very negative	55%	47%	62%	54%	55%	54%	51%	56%	57%	52%	57%	55%	49%	53%	55%	55%	53%	55%
1	17%	19%	14%	20%	15%	14%	19%	16%	19%	13%	16%	18%	17%	16%	16%	16%	20%	15%
2	8%	9%	6%	9%	8%	9%	8%	7%	8%	8%	8%	7%	8%	8%	10%	8%	7%	5%
3	3%	3%	2%	3%	2%	3%	4%	2%	3%	2%	2%	2%	4%	2%	3%	2%	1%	4%
4	2%	2%	2%	3%	4%	1%	1%	2%	2%	2%	2%	3%	3%	2%	2%	2%	2%	2%
5	3%	3%	2%	2%	2%	3%	3%	3%	2%	4%	4%	2%	2%	2%	2%	3%	-	4%
6	2%	2%	2%	1%	1%	3%	3%	1%	1%	3%	2%	2%	4%	1%	1%	2%	2%	2%
7	2%	2%	2%	1%	3%	2%	3%	2%	2%	3%	2%	1%	1%	2%	2%	2%	4%	3%
8	2%	2%	1%	0%	1%	1%	2%	2%	1%	2%	1%	1%	1%	3%	2%	2%	2%	1%
9	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%
10 - Very positive	2%	2%	2%	1%	1%	1%	1%	2%	1%	2%	1%	2%	2%	1%	2%	2%	3%	2%
Don't know	6%	7%	5%	5%	7%	7%	5%	5%	4%	8%	5%	5%	7%	9%	5%	6%	6%	6%

"Dreadful"																		
Unweighted base	2194	1027	1167	195	328	367	388	916	1315	879	543	362	206	263	531	1905	105	184
<b>Base: All GB adults</b>	<b>2194</b>	<b>1065</b>	<b>1129</b>	<b>246</b>	<b>338</b>	<b>375</b>	<b>389</b>	<b>845</b>	<b>1251</b>	<b>943</b>	<b>526</b>	<b>360</b>	<b>200</b>	<b>296</b>	<b>511</b>	<b>1894</b>	<b>109</b>	<b>190</b>
0 - Very negative	46%	40%	51%	46%	46%	44%	45%	46%	47%	44%	48%	43%	43%	44%	45%	45%	50%	48%
1	20%	21%	19%	22%	19%	18%	22%	20%	22%	17%	19%	24%	19%	20%	21%	21%	19%	15%
2	13%	15%	11%	19%	12%	14%	13%	12%	14%	13%	13%	12%	14%	13%	15%	13%	10%	14%
3	4%	4%	4%	3%	4%	5%	4%	4%	4%	4%	4%	4%	5%	4%	4%	4%	-	3%
4	2%	2%	2%	1%	3%	2%	3%	2%	2%	3%	2%	2%	3%	2%	1%	2%	3%	3%
5	2%	2%	2%	1%	1%	3%	3%	2%	2%	3%	2%	2%	2%	2%	2%	2%	4%	3%
6	2%	2%	1%	1%	1%	2%	2%	2%	1%	2%	1%	2%	3%	1%	2%	2%	-	3%
7	2%	2%	1%	0%	2%	1%	2%	1%	1%	2%	1%	2%	2%	0%	2%	2%	2%	1%
8	2%	2%	2%	0%	3%	2%	1%	2%	1%	3%	1%	2%	1%	3%	2%	2%	3%	2%
9	1%	1%	1%	1%	1%	0%	1%	2%	1%	2%	2%	1%	1%	0%	1%	1%	1%	1%
10 - Very positive	1%	1%	1%	0%	-	1%	1%	3%	1%	2%	2%	1%	2%	1%	1%	1%	2%	1%
Don't know	6%	7%	5%	5%	7%	8%	3%	5%	4%	8%	4%	6%	6%	9%	5%	6%	6%	6%

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	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland

For the following question, please imagine that you were describing something using the following word/ phrase...  
On a scale of 0 to 10, where 0 is 'Very negative' and 10 is 'Very positive'... In general, how positive or negative would the following word/ phrase be to someone when you used it to describe something? (Please select one option on each row)

"Fine"																			
	Unweighted base	2194	1027	1167	195	328	367	388	916	1315	879	543	362	206	263	531	1905	105	184
	Base: All GB adults	2194	1065	1129	246	338	375	389	845	1251	943	526	360	200	296	511	1894	109	190
	0 - Very negative	1%	1%	0%	1%	0%	1%	0%	1%	0%	1%	1%	1%	1%	-	-	1%	1%	1%
1		1%	0%	1%	1%	1%	-	1%	0%	0%	1%	1%	0%	1%	1%	1%	1%	1%	-
2		1%	1%	2%	3%	1%	2%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	2%
3		3%	2%	4%	3%	5%	2%	3%	2%	3%	2%	4%	3%	2%	2%	3%	3%	1%	3%
4		7%	5%	8%	12%	8%	5%	5%	5%	7%	7%	7%	7%	5%	7%	7%	7%	6%	4%
5		31%	28%	34%	40%	34%	30%	33%	26%	31%	31%	31%	28%	29%	34%	31%	30%	33%	34%
6		24%	26%	22%	22%	27%	27%	25%	20%	26%	21%	21%	23%	25%	22%	26%	23%	23%	26%
7		17%	19%	16%	11%	11%	17%	16%	23%	17%	18%	17%	18%	18%	14%	19%	18%	20%	13%
8		7%	8%	7%	2%	3%	5%	9%	11%	8%	7%	9%	8%	7%	8%	6%	8%	5%	6%
9		2%	2%	2%	1%	2%	2%	1%	4%	2%	3%	3%	3%	2%	2%	2%	2%	3%	1%
	10 - Very positive	2%	2%	1%	1%	1%	2%	2%	2%	1%	2%	1%	2%	2%	2%	1%	2%	1%	1%
	Don't know	5%	6%	4%	4%	6%	7%	3%	5%	4%	7%	4%	5%	6%	6%	4%	5%	6%	8%

"Satisfactory"																			
	Unweighted base	2194	1027	1167	195	328	367	388	916	1315	879	543	362	206	263	531	1905	105	184
	Base: All GB adults	2194	1065	1129	246	338	375	389	845	1251	943	526	360	200	296	511	1894	109	190
	0 - Very negative	1%	1%	0%	1%	1%	1%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	1%	2%
1		0%	0%	0%	0%	-	0%	0%	0%	0%	0%	0%	0%	-	0%	-	0%	-	1%
2		1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	2%	1%	1%	1%	1%	1%
3		3%	2%	3%	4%	2%	3%	4%	2%	3%	3%	3%	3%	1%	1%	3%	3%	3%	2%
4		7%	7%	8%	14%	10%	6%	5%	6%	8%	7%	7%	7%	6%	9%	10%	8%	1%	7%
5		36%	36%	36%	41%	38%	37%	39%	32%	39%	32%	35%	38%	38%	34%	35%	36%	44%	33%
6		23%	24%	23%	20%	24%	26%	20%	24%	25%	21%	24%	21%	26%	21%	23%	23%	28%	24%
7		14%	14%	14%	9%	11%	11%	16%	16%	12%	15%	13%	15%	10%	14%	14%	14%	11%	15%
8		6%	5%	7%	3%	2%	5%	6%	8%	5%	8%	7%	6%	4%	6%	6%	6%	2%	7%
9		2%	2%	2%	2%	1%	2%	2%	3%	2%	3%	3%	1%	5%	2%	2%	2%	3%	2%
	10 - Very positive	2%	2%	2%	0%	2%	2%	1%	2%	1%	2%	1%	1%	3%	3%	1%	2%	3%	3%
	Don't know	5%	7%	4%	5%	7%	6%	3%	5%	4%	7%	4%	6%	6%	7%	4%	5%	4%	6%

## YouGov Word Sentiment 2

GB Sample: 8th - 9th October 2018

Total	Gender		Age					Social Grade		Region						
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales

For the following question, please imagine that you were describing something using the following word/ phrase... On a scale of 0 to 10, where 0 is 'Very negative' and 10 is 'Very positive'... In general, how positive or negative would the following word/ phrase be to someone when you used it to describe something? (Please select one option on each row)

"Unsatisfactory"																			
	Unweighted base	2194	1027	1167	195	328	367	388	916	1315	879	543	362	206	263	531	1905	105	184
	Base: All GB adults	2194	1065	1129	246	338	375	389	845	1251	943	526	360	200	296	511	1894	109	190
	0 - Very negative	17%	12%	21%	11%	12%	17%	20%	19%	14%	20%	19%	16%	18%	16%	14%	16%	21%	18%
1		13%	11%	16%	11%	11%	8%	15%	17%	14%	13%	14%	12%	15%	15%	13%	14%	13%	13%
2		23%	23%	23%	25%	21%	21%	22%	24%	26%	19%	23%	25%	20%	19%	24%	23%	20%	23%
3		21%	22%	19%	26%	25%	26%	19%	15%	22%	19%	20%	20%	20%	20%	23%	21%	18%	19%
4		9%	12%	7%	16%	11%	11%	8%	7%	11%	7%	9%	8%	11%	10%	10%	10%	8%	
5		4%	4%	4%	3%	3%	4%	4%	4%	3%	5%	4%	6%	3%	5%	3%	4%	3%	4%
6		2%	2%	2%	-	2%	2%	3%	2%	1%	2%	2%	2%	3%	1%	2%	2%	-	2%
7		2%	2%	2%	1%	1%	3%	3%	2%	2%	2%	1%	2%	1%	2%	3%	2%	4%	3%
8		1%	2%	1%	2%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%
9		1%	2%	1%	0%	3%	0%	-	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%
	10 - Very positive	1%	1%	1%	-	1%	0%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	2%	0%
	Don't know	6%	7%	4%	5%	7%	7%	4%	6%	4%	8%	4%	7%	6%	8%	5%	6%	6%	7%

"Decent"																			
	Unweighted base	2194	1027	1167	195	328	367	388	916	1315	879	543	362	206	263	531	1905	105	184
	Base: All GB adults	2194	1065	1129	246	338	375	389	845	1251	943	526	360	200	296	511	1894	109	190
	0 - Very negative	0%	1%	0%	-	0%	1%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	-	1%
1		0%	0%	0%	0%	-	-	-	0%	0%	0%	-	0%	0%	0%	-	0%	-	-
2		1%	1%	0%	1%	0%	-	0%	1%	0%	1%	1%	1%	0%	-	0%	1%	-	1%
3		1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	0%	1%	-	-
4		4%	4%	4%	2%	3%	3%	4%	5%	3%	4%	6%	3%	5%	3%	3%	4%	5%	3%
5		15%	14%	16%	17%	14%	13%	14%	17%	14%	16%	17%	12%	16%	13%	14%	15%	17%	20%
6		24%	26%	22%	39%	25%	23%	24%	20%	27%	21%	23%	27%	22%	23%	26%	24%	29%	22%
7		28%	28%	28%	25%	30%	32%	26%	27%	30%	25%	25%	28%	24%	32%	31%	28%	23%	27%
8		13%	13%	13%	7%	13%	13%	16%	13%	12%	14%	13%	14%	12%	10%	15%	13%	10%	14%
9		4%	4%	4%	2%	3%	5%	3%	6%	4%	5%	5%	4%	4%	5%	3%	4%	3%	4%
	10 - Very positive	4%	3%	5%	1%	4%	4%	6%	4%	3%	5%	5%	3%	7%	4%	3%	4%	8%	4%
	Don't know	6%	7%	4%	5%	7%	6%	4%	5%	4%	8%	4%	6%	7%	8%	5%	6%	6%	5%

## YouGov Word Sentiment 2

GB Sample: 8th - 9th October 2018

Total	Gender		Age					Social Grade		Region						
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales

For the following question, please imagine that you were describing something using the following word/ phrase...  
On a scale of 0 to 10, where 0 is 'Very negative' and 10 is 'Very positive'... In general, how positive or negative would the following word/ phrase be to someone when you used it to describe something? (Please select one option on each row)

"Awesome"																			
	Unweighted base	2194	1027	1167	195	328	367	388	916	1315	879	543	362	206	263	531	1905	105	184
	Base: All GB adults	2194	1065	1129	246	338	375	389	845	1251	943	526	360	200	296	511	1894	109	190
0 - Very negative		1%	2%	1%	1%	0%	1%	2%	2%	1%	2%	2%	1%	2%	1%	2%	2%	2%	1%
1		0%	0%	0%	-	0%	0%	1%	0%	0%	0%	1%	0%	-	-	0%	0%	0%	-
2		1%	1%	1%	-	0%	1%	1%	1%	1%	1%	1%	0%	1%	0%	0%	1%	1%	2%
3		1%	1%	1%	-	1%	1%	1%	1%	0%	1%	1%	1%	0%	1%	1%	1%	-	0%
4		1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%
5		3%	4%	3%	2%	3%	2%	4%	4%	3%	4%	4%	3%	3%	4%	3%	3%	2%	4%
6		3%	3%	3%	2%	3%	2%	4%	4%	3%	4%	2%	3%	3%	3%	4%	3%	6%	3%
7		8%	9%	8%	14%	8%	6%	7%	8%	9%	7%	8%	8%	7%	7%	9%	8%	9%	9%
8		17%	18%	16%	29%	20%	18%	14%	14%	18%	16%	15%	18%	19%	21%	18%	18%	19%	12%
9		22%	24%	20%	24%	25%	23%	21%	19%	23%	21%	22%	22%	19%	22%	23%	22%	13%	25%
10 - Very positive		35%	28%	42%	23%	31%	36%	42%	37%	35%	35%	38%	35%	36%	30%	34%	35%	40%	35%
Don't know		7%	8%	5%	4%	7%	9%	4%	8%	6%	8%	5%	6%	8%	9%	6%	7%	7%	8%

"Somewhat good"																			
	Unweighted base	2194	1027	1167	195	328	367	388	916	1315	879	543	362	206	263	531	1905	105	184
	Base: All GB adults	2194	1065	1129	246	338	375	389	845	1251	943	526	360	200	296	511	1894	109	190
0 - Very negative		1%	1%	1%	-	0%	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%
1		0%	0%	1%	-	-	-	1%	1%	0%	1%	1%	0%	0%	0%	0%	0%	1%	0%
2		1%	2%	1%	1%	1%	-	2%	2%	1%	2%	1%	1%	3%	2%	1%	1%	-	2%
3		3%	3%	4%	6%	2%	1%	2%	5%	3%	4%	4%	4%	3%	4%	3%	3%	4%	4%
4		6%	6%	7%	6%	7%	5%	7%	6%	6%	6%	7%	7%	4%	5%	6%	6%	11%	7%
5		18%	15%	20%	17%	15%	18%	22%	17%	17%	19%	17%	14%	16%	21%	21%	18%	13%	16%
6		36%	39%	33%	45%	37%	43%	34%	31%	38%	33%	34%	37%	40%	33%	37%	36%	33%	36%
7		20%	21%	20%	17%	24%	19%	19%	21%	21%	19%	23%	18%	20%	18%	20%	20%	30%	18%
8		5%	5%	6%	3%	5%	4%	6%	7%	6%	5%	6%	7%	5%	5%	5%	5%	2%	7%
9		1%	1%	1%	1%	1%	2%	0%	1%	1%	2%	2%	2%	0%	3%	1%	1%	-	1%
10 - Very positive		1%	1%	1%	1%	1%	1%	1%	1%	0%	2%	1%	1%	0%	1%	1%	1%	1%	2%
Don't know		6%	7%	5%	4%	7%	7%	4%	6%	4%	7%	4%	6%	7%	7%	5%	6%	6%	5%

## YouGov Word Sentiment 2

GB Sample: 8th - 9th October 2018

Total	Gender		Age					Social Grade		Region							
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland

For the following question, please imagine that you were describing something using the following word/ phrase... On a scale of 0 to 10, where 0 is 'Very negative' and 10 is 'Very positive'... In general, how positive or negative would the following word/ phrase be to someone when you used it to describe something? (Please select one option on each row)

"Somewhat bad"																		
Unweighted base	2194	1027	1167	195	328	367	388	916	1315	879	543	362	206	263	531	1905	105	184
<b>Base: All GB adults</b>	<b>2194</b>	<b>1065</b>	<b>1129</b>	<b>246</b>	<b>338</b>	<b>375</b>	<b>389</b>	<b>845</b>	<b>1251</b>	<b>943</b>	<b>526</b>	<b>360</b>	<b>200</b>	<b>296</b>	<b>511</b>	<b>1894</b>	<b>109</b>	<b>190</b>
0 - Very negative	4%	3%	5%	2%	2%	3%	5%	6%	4%	5%	6%	5%	4%	4%	3%	4%	4%	5%
1	7%	6%	8%	1%	2%	4%	5%	13%	6%	8%	7%	6%	7%	7%	7%	7%	9%	9%
2	18%	14%	21%	9%	11%	18%	17%	23%	18%	18%	20%	18%	18%	12%	17%	17%	19%	21%
3	30%	30%	30%	38%	38%	30%	33%	23%	32%	28%	30%	26%	28%	32%	33%	30%	32%	25%
4	24%	26%	21%	37%	28%	24%	22%	19%	26%	20%	22%	27%	24%	24%	24%	21%	21%	21%
5	6%	6%	7%	3%	4%	7%	10%	6%	6%	7%	5%	5%	6%	9%	7%	6%	6%	7%
6	2%	3%	1%	2%	2%	3%	2%	1%	2%	3%	1%	3%	3%	1%	3%	2%	-	4%
7	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	2%	0%	2%	1%	1%	2%	0%
8	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%
9	0%	0%	0%	0%	1%	-	0%	1%	0%	1%	0%	1%	1%	0%	0%	0%	-	1%
10 - Very positive	0%	0%	1%	-	1%	0%	1%	0%	0%	1%	1%	0%	1%	-	0%	0%	-	1%
Don't know	6%	7%	4%	5%	7%	7%	4%	5%	4%	7%	4%	6%	6%	8%	5%	6%	6%	6%

"Perfect"																		
Unweighted base	2194	1027	1167	195	328	367	388	916	1315	879	543	362	206	263	531	1905	105	184
<b>Base: All GB adults</b>	<b>2194</b>	<b>1065</b>	<b>1129</b>	<b>246</b>	<b>338</b>	<b>375</b>	<b>389</b>	<b>845</b>	<b>1251</b>	<b>943</b>	<b>526</b>	<b>360</b>	<b>200</b>	<b>296</b>	<b>511</b>	<b>1894</b>	<b>109</b>	<b>190</b>
0 - Very negative	0%	1%	0%	-	0%	1%	0%	0%	0%	1%	0%	1%	1%	-	-	0%	-	1%
1	0%	0%	0%	-	1%	-	-	0%	0%	0%	0%	0%	-	0%	-	0%	-	-
2	0%	0%	0%	-	-	0%	0%	0%	0%	0%	-	0%	1%	-	0%	0%	-	1%
3	0%	0%	0%	-	-	-	1%	0%	0%	0%	0%	-	-	-	0%	0%	-	1%
4	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	0%
5	2%	3%	2%	3%	2%	2%	3%	2%	2%	3%	3%	2%	0%	3%	1%	2%	3%	4%
6	2%	3%	2%	1%	2%	2%	3%	3%	2%	3%	2%	4%	3%	3%	2%	3%	2%	1%
7	4%	4%	4%	3%	5%	6%	3%	4%	4%	4%	3%	4%	1%	5%	5%	4%	6%	5%
8	10%	10%	10%	7%	7%	7%	11%	12%	9%	10%	11%	10%	10%	8%	10%	10%	11%	6%
9	13%	12%	14%	7%	9%	10%	13%	18%	13%	14%	15%	8%	11%	12%	15%	13%	14%	17%
10 - Very positive	61%	59%	63%	72%	65%	65%	63%	54%	65%	57%	61%	65%	65%	60%	60%	62%	59%	59%
Don't know	5%	7%	4%	5%	8%	6%	3%	5%	4%	7%	4%	5%	7%	8%	4%	5%	5%	6%