

YouGov US - Word Sentiment 1

US_nat Sample: 3rd - 5th October 2018

Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

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)

"Incredible"

Unweighted base	1202	528	674	321	371	510	212	269	459	262	834	131	145	92
Base: All US adults	1207	604	603	377	370	460	209	265	470	264	779	141	198	90
0 - Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1	1%	1%	1%	1%	1%	0%	-	1%	1%	1%	0%	1%	2%	1%
2	0%	-	0%	0%	-	-	-	-	0%	-	0%	-	-	-
3	1%	1%	1%	1%	1%	1%	2%	1%	0%	1%	1%	1%	0%	2%
4	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%
5	5%	6%	5%	6%	5%	5%	5%	3%	8%	4%	4%	5%	9%	8%
6	6%	7%	5%	5%	8%	5%	8%	7%	5%	6%	5%	12%	5%	7%
7	9%	10%	8%	10%	7%	10%	8%	8%	10%	10%	9%	9%	8%	10%
8	15%	16%	14%	13%	15%	16%	14%	12%	17%	16%	15%	14%	12%	16%
9	20%	20%	20%	22%	18%	19%	17%	23%	19%	21%	23%	11%	15%	17%
10 - Very positive	38%	34%	43%	35%	41%	40%	44%	39%	37%	36%	38%	41%	40%	34%
Don't know	4%	4%	3%	5%	2%	4%	1%	6%	3%	5%	3%	5%	7%	4%

"Bad"

Unweighted base	1269	555	714	330	387	552	222	303	456	288	875	147	153	94
Base: All US adults	1259	620	639	374	381	504	225	286	467	281	812	160	194	93
0 - Very negative	16%	14%	18%	16%	18%	15%	21%	15%	16%	15%	14%	23%	21%	14%
1	13%	12%	14%	9%	15%	15%	12%	15%	13%	11%	14%	15%	9%	11%
2	16%	16%	16%	15%	17%	15%	14%	21%	15%	14%	19%	9%	8%	11%
3	18%	18%	17%	22%	15%	16%	19%	18%	15%	21%	21%	10%	12%	14%
4	11%	12%	10%	14%	10%	10%	10%	9%	13%	12%	11%	7%	10%	22%
5	10%	10%	10%	8%	10%	12%	10%	8%	11%	10%	8%	15%	12%	11%
6	4%	4%	4%	4%	4%	5%	4%	5%	4%	4%	3%	6%	8%	3%
7	3%	3%	3%	2%	2%	3%	2%	2%	3%	3%	2%	5%	3%	2%
8	2%	3%	2%	1%	2%	3%	2%	2%	3%	2%	2%	1%	3%	3%
9	1%	1%	0%	1%	0%	1%	2%	0%	1%	0%	1%	-	2%	1%
10 - Very positive	2%	2%	2%	1%	3%	2%	2%	1%	3%	2%	1%	3%	4%	2%
Don't know	4%	4%	4%	6%	4%	3%	2%	4%	4%	6%	3%	7%	7%	5%

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	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

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)

"Terrible"

Unweighted base	1229	540	689	327	383	519	205	284	487	253	861	154	124	90
Base: All US adults	1221	607	614	376	382	463	206	268	499	248	801	172	160	89
0 - Very negative	30%	30%	29%	35%	32%	23%	32%	27%	32%	25%	30%	35%	25%	28%
1	20%	18%	22%	17%	19%	23%	16%	24%	18%	22%	21%	19%	18%	16%
2	14%	16%	13%	13%	14%	16%	17%	13%	13%	17%	16%	11%	11%	16%
3	10%	9%	11%	9%	11%	11%	10%	10%	10%	10%	12%	8%	5%	9%
4	5%	6%	4%	4%	4%	6%	3%	5%	5%	6%	5%	4%	6%	3%
5	7%	6%	7%	7%	8%	6%	7%	6%	6%	7%	6%	7%	7%	9%
6	3%	4%	2%	3%	3%	3%	4%	4%	3%	3%	3%	3%	4%	3%
7	2%	2%	2%	2%	1%	3%	2%	2%	3%	2%	2%	2%	4%	5%
8	1%	2%	1%	1%	1%	2%	1%	1%	2%	2%	2%	1%	1%	3%
9	1%	1%	1%	1%	1%	2%	2%	3%	0%	0%	1%	1%	2%	1%
10 - Very positive	3%	3%	2%	3%	3%	3%	2%	1%	4%	1%	2%	4%	4%	3%
Don't know	4%	3%	4%	6%	4%	2%	5%	5%	3%	4%	2%	4%	13%	6%

"Poor"

Unweighted base	1236	551	685	338	387	511	216	278	461	281	860	146	145	85
Base: All US adults	1244	628	616	392	390	461	221	261	476	286	799	157	207	82
0 - Very negative	17%	15%	18%	17%	21%	13%	18%	14%	19%	14%	14%	22%	23%	18%
1	13%	11%	14%	12%	12%	14%	15%	12%	13%	11%	14%	12%	10%	12%
2	18%	18%	18%	19%	18%	18%	16%	20%	17%	20%	21%	13%	16%	11%
3	17%	18%	16%	19%	15%	18%	16%	20%	17%	17%	19%	17%	7%	24%
4	10%	10%	10%	8%	12%	10%	8%	9%	11%	11%	12%	5%	7%	6%
5	11%	12%	10%	9%	10%	12%	9%	9%	9%	16%	9%	12%	13%	15%
6	3%	3%	3%	3%	2%	3%	8%	3%	2%	1%	2%	4%	5%	4%
7	3%	3%	2%	3%	1%	4%	-	3%	4%	3%	2%	5%	4%	3%
8	1%	2%	1%	1%	2%	2%	2%	1%	2%	1%	1%	1%	1%	1%
9	2%	3%	1%	3%	1%	2%	3%	2%	2%	1%	1%	4%	4%	1%
10 - Very positive	1%	1%	2%	1%	3%	1%	1%	1%	2%	1%	1%	2%	3%	1%
Don't know	4%	4%	4%	5%	3%	3%	4%	5%	2%	5%	3%	3%	7%	5%

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"Awful"

	Unweighted base	1265	554	711	331	391	543	246	292	462	265	880	141	156	88
Base: All US adults	1267	628	639	385	391	490	242	280	478	266	814	157	208	87	
0 - Very negative	28%	24%	33%	33%	29%	24%	28%	30%	28%	27%	27%	34%	32%	24%	
1	21%	21%	21%	19%	18%	24%	24%	20%	20%	20%	24%	16%	13%	17%	
2	15%	15%	15%	12%	17%	16%	12%	18%	14%	16%	17%	10%	9%	20%	
3	9%	9%	9%	7%	10%	10%	9%	11%	8%	9%	10%	6%	7%	9%	
4	6%	7%	4%	7%	4%	6%	6%	3%	7%	6%	6%	5%	4%	7%	
5	6%	7%	6%	6%	8%	4%	8%	5%	6%	7%	6%	9%	4%	7%	
6	3%	4%	3%	1%	3%	5%	5%	3%	3%	3%	2%	2%	7%	3%	
7	3%	4%	3%	5%	2%	3%	2%	4%	3%	5%	3%	5%	6%	2%	
8	2%	2%	2%	2%	2%	3%	3%	2%	2%	2%	2%	1%	4%	2%	
9	2%	2%	1%	2%	1%	2%	1%	1%	3%	1%	1%	4%	1%	2%	
10 - Very positive	2%	3%	2%	1%	4%	2%	1%	2%	3%	1%	1%	4%	6%	1%	
Don't know	3%	4%	2%	5%	2%	1%	2%	2%	3%	4%	1%	3%	6%	7%	

"Below average"

	Unweighted base	1248	551	697	338	363	547	224	287	457	280	896	145	120	87
Base: All US adults	1244	615	630	390	364	491	225	271	466	283	838	156	166	84	
0 - Very negative	9%	8%	9%	11%	10%	6%	9%	5%	8%	12%	6%	18%	14%	6%	
1	5%	3%	7%	3%	5%	7%	4%	5%	6%	4%	6%	6%	2%	2%	
2	11%	10%	11%	9%	8%	14%	9%	11%	11%	11%	12%	10%	5%	11%	
3	23%	22%	24%	25%	22%	22%	23%	25%	23%	20%	26%	14%	17%	21%	
4	23%	26%	20%	26%	21%	22%	22%	26%	20%	24%	25%	14%	20%	25%	
5	15%	16%	13%	10%	19%	15%	18%	13%	14%	14%	14%	14%	15%	22%	
6	5%	5%	5%	5%	5%	5%	5%	4%	6%	5%	4%	4%	12%	3%	
7	4%	4%	4%	4%	3%	4%	4%	4%	3%	5%	3%	7%	5%	2%	
8	1%	2%	1%	3%	0%	1%	2%	2%	1%	0%	1%	2%	1%	1%	
9	1%	2%	0%	1%	2%	0%	1%	0%	1%	1%	0%	1%	4%	-	
10 - Very positive	2%	2%	2%	2%	2%	2%	1%	1%	3%	1%	1%	5%	3%	3%	
Don't know	3%	2%	4%	3%	4%	2%	2%	4%	3%	4%	3%	5%	3%	3%	

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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)

"Really bad"

Unweighted base	1273	568	705	342	391	540	236	300	464	273	906	139	139	89
Base: All US adults	1288	660	629	406	397	485	245	286	479	278	847	154	201	86
0 - Very negative	29%	29%	30%	29%	33%	26%	31%	25%	29%	31%	27%	35%	34%	24%
1	19%	17%	21%	18%	17%	21%	17%	22%	20%	14%	22%	13%	10%	18%
2	16%	16%	16%	17%	15%	16%	17%	17%	14%	17%	18%	11%	8%	21%
3	10%	9%	11%	12%	8%	9%	6%	12%	9%	13%	10%	7%	11%	9%
4	6%	6%	5%	6%	4%	7%	5%	5%	6%	8%	6%	5%	7%	8%
5	7%	8%	5%	6%	9%	6%	9%	5%	8%	5%	5%	9%	14%	4%
6	3%	3%	3%	3%	2%	3%	2%	2%	3%	3%	3%	4%	2%	1%
7	3%	4%	2%	3%	3%	3%	4%	4%	3%	2%	3%	5%	3%	5%
8	2%	2%	1%	1%	3%	2%	1%	1%	3%	2%	2%	4%	1%	1%
9	1%	1%	1%	1%	1%	2%	2%	1%	0%	1%	1%	1%	1%	1%
10 - Very positive	2%	2%	3%	1%	3%	3%	2%	2%	3%	2%	2%	2%	4%	4%
Don't know	3%	3%	2%	3%	2%	2%	2%	5%	2%	2%	2%	3%	5%	3%

"Very bad"

Unweighted base	1309	568	741	347	420	542	224	298	492	295	892	147	165	105
Base: All US adults	1305	636	669	393	423	489	220	282	513	291	830	161	213	101
0 - Very negative	29%	24%	33%	29%	27%	29%	28%	33%	26%	29%	30%	32%	23%	25%
1	20%	19%	20%	17%	20%	21%	22%	17%	20%	20%	22%	16%	15%	19%
2	18%	20%	15%	19%	15%	19%	18%	19%	16%	18%	20%	6%	19%	16%
3	9%	9%	9%	10%	8%	10%	7%	10%	9%	10%	9%	7%	9%	13%
4	5%	5%	6%	5%	4%	6%	6%	6%	5%	5%	6%	4%	5%	4%
5	6%	7%	5%	5%	9%	5%	6%	4%	7%	7%	5%	13%	8%	4%
6	3%	3%	3%	3%	3%	3%	3%	2%	4%	2%	2%	6%	3%	3%
7	2%	3%	1%	3%	2%	2%	2%	2%	2%	2%	1%	3%	5%	5%
8	2%	3%	1%	1%	3%	2%	2%	2%	2%	2%	2%	3%	1%	4%
9	1%	1%	1%	2%	0%	1%	2%	1%	1%	1%	1%	3%	1%	1%
10 - Very positive	2%	2%	2%	1%	4%	1%	1%	1%	3%	3%	1%	2%	6%	4%
Don't know	3%	3%	4%	5%	3%	2%	3%	4%	3%	3%	2%	6%	5%	4%

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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)

"Pretty bad"

Unweighted base	1217	532	685	307	393	517	216	288	460	253	842	140	152	83
Base: All US adults	1230	613	617	363	398	469	224	277	482	247	786	150	210	83
0 - Very negative	13%	14%	13%	14%	14%	12%	13%	13%	15%	9%	12%	20%	15%	8%
1	11%	9%	12%	8%	12%	10%	8%	13%	9%	12%	11%	15%	7%	12%
2	16%	15%	17%	14%	14%	19%	16%	16%	16%	16%	17%	12%	14%	17%
3	23%	23%	23%	25%	23%	20%	23%	22%	24%	20%	26%	12%	16%	23%
4	10%	12%	9%	11%	12%	9%	13%	10%	9%	12%	12%	9%	6%	10%
5	12%	12%	12%	10%	11%	15%	13%	9%	13%	12%	11%	12%	17%	9%
6	5%	5%	4%	6%	4%	5%	6%	4%	4%	7%	4%	5%	8%	5%
7	3%	2%	3%	2%	1%	4%	2%	3%	3%	3%	2%	2%	6%	3%
8	2%	1%	2%	1%	2%	2%	0%	2%	2%	2%	1%	2%	2%	2%
9	1%	1%	1%	1%	1%	1%	1%	1%	2%	0%	1%	3%	1%	2%
10 - Very positive	2%	2%	1%	1%	2%	1%	2%	1%	1%	3%	1%	3%	4%	3%
Don't know	4%	4%	3%	6%	3%	2%	3%	6%	3%	4%	3%	6%	6%	5%

"Mediocre"

Unweighted base	1212	535	677	339	373	500	235	283	446	248	831	143	149	89
Base: All US adults	1209	602	608	390	375	445	233	269	463	245	778	153	195	84
0 - Very negative	6%	5%	6%	8%	6%	4%	8%	4%	7%	4%	4%	4%	15%	3%
1	4%	4%	4%	4%	5%	3%	6%	3%	4%	4%	4%	2%	5%	7%
2	6%	6%	7%	5%	5%	8%	5%	7%	6%	7%	6%	5%	9%	8%
3	9%	9%	9%	8%	10%	9%	10%	9%	10%	5%	9%	7%	8%	13%
4	16%	15%	17%	18%	16%	15%	16%	16%	16%	17%	18%	12%	11%	18%
5	37%	40%	34%	33%	39%	39%	40%	38%	34%	39%	41%	35%	25%	32%
6	7%	7%	7%	6%	6%	9%	7%	6%	7%	7%	7%	11%	6%	6%
7	3%	3%	3%	5%	2%	3%	3%	4%	3%	5%	3%	4%	5%	4%
8	2%	1%	2%	2%	1%	1%	1%	1%	2%	2%	1%	4%	2%	1%
9	1%	1%	1%	1%	1%	1%	0%	2%	1%	0%	1%	1%	2%	-
10 - Very positive	2%	2%	2%	2%	3%	1%	2%	2%	2%	2%	1%	3%	4%	4%
Don't know	7%	6%	8%	8%	6%	7%	4%	8%	8%	8%	5%	13%	10%	5%

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"Rubbish"

Unweighted base	1247	544	703	308	392	547	231	267	473	276	884	142	139	82
Base: All US adults	1228	598	631	347	393	488	230	248	480	271	823	146	183	77
0 - Very negative	17%	16%	18%	19%	16%	16%	17%	19%	17%	15%	17%	18%	17%	17%
1	15%	15%	14%	13%	13%	18%	13%	15%	15%	16%	16%	13%	11%	11%
2	16%	14%	18%	16%	15%	17%	16%	16%	18%	13%	19%	8%	8%	15%
3	14%	15%	14%	12%	14%	16%	16%	19%	11%	15%	17%	13%	7%	11%
4	9%	11%	7%	8%	9%	9%	8%	7%	10%	9%	7%	13%	14%	6%
5	11%	11%	12%	8%	14%	11%	14%	10%	10%	12%	10%	12%	14%	18%
6	4%	4%	5%	5%	4%	5%	7%	4%	3%	5%	5%	5%	3%	4%
7	4%	4%	3%	4%	5%	2%	2%	3%	4%	5%	2%	7%	6%	6%
8	1%	2%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%
9	1%	2%	1%	2%	1%	0%	1%	0%	2%	1%	1%	1%	3%	-
10 - Very positive	1%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%	3%	3%	1%
Don't know	6%	6%	6%	9%	5%	4%	5%	4%	7%	6%	4%	7%	11%	11%

"Average"

Unweighted base	1259	589	670	340	396	523	209	295	487	268	880	152	140	87
Base: All US adults	1262	660	603	393	400	469	209	282	492	278	818	170	189	84
0 - Very negative	1%	0%	1%	1%	0%	1%	2%	0%	1%	0%	1%	0%	1%	-
1	1%	0%	2%	1%	1%	1%	-	0%	2%	1%	1%	2%	1%	-
2	1%	1%	1%	1%	1%	0%	0%	1%	1%	1%	0%	3%	1%	2%
3	2%	2%	3%	3%	3%	1%	1%	2%	3%	3%	2%	4%	2%	1%
4	6%	5%	7%	6%	6%	5%	6%	3%	7%	6%	6%	4%	4%	10%
5	55%	58%	51%	59%	52%	53%	51%	63%	48%	61%	58%	39%	52%	64%
6	15%	14%	17%	10%	17%	18%	16%	14%	18%	12%	15%	21%	15%	9%
7	7%	7%	6%	7%	6%	8%	6%	6%	9%	4%	7%	11%	4%	4%
8	4%	4%	4%	3%	2%	6%	6%	2%	3%	4%	3%	3%	9%	-
9	2%	1%	2%	2%	2%	1%	2%	1%	2%	-	1%	3%	1%	3%
10 - Very positive	3%	2%	4%	2%	4%	3%	3%	3%	4%	2%	3%	4%	2%	3%
Don't know	4%	4%	4%	5%	4%	3%	5%	3%	3%	6%	3%	4%	9%	4%

YouGov US - Word Sentiment 1

US_nat Sample: 3rd - 5th October 2018

Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

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)

"OK"

Unweighted base	1281	564	717	351	391	539	236	297	472	276	892	129	165	95
Base: All US adults	1273	637	636	407	385	481	225	285	488	275	830	143	208	93
0 - Very negative	0%	0%	0%	1%	1%	0%	-	-	0%	1%	0%	-	1%	1%
1	1%	0%	1%	1%	0%	0%	0%	1%	1%	1%	0%	2%	1%	-
2	1%	-	1%	1%	1%	0%	-	1%	1%	0%	1%	1%	-	1%
3	3%	2%	4%	4%	3%	2%	3%	4%	3%	2%	4%	0%	1%	6%
4	9%	8%	10%	12%	10%	5%	7%	9%	7%	12%	7%	12%	12%	7%
5	38%	38%	37%	44%	39%	32%	43%	38%	35%	38%	41%	25%	33%	41%
6	19%	19%	18%	15%	19%	22%	17%	19%	19%	19%	21%	14%	18%	14%
7	12%	14%	10%	10%	10%	15%	8%	11%	15%	11%	11%	18%	12%	8%
8	6%	5%	6%	3%	5%	9%	7%	6%	5%	5%	5%	9%	4%	10%
9	4%	5%	3%	3%	2%	6%	6%	3%	4%	3%	3%	7%	3%	3%
10 - Very positive	5%	4%	6%	3%	7%	6%	6%	5%	6%	3%	4%	8%	9%	5%
Don't know	3%	4%	3%	4%	4%	3%	3%	3%	3%	5%	3%	4%	6%	3%

"Great"

Unweighted base	1255	569	686	337	370	548	225	302	470	258	875	138	139	103
Base: All US adults	1248	625	623	390	360	498	221	289	476	262	813	153	181	101
0 - Very negative	0%	0%	-	-	0%	-	1%	-	-	-	0%	-	-	-
1	0%	-	0%	-	-	0%	-	-	-	0%	0%	-	-	-
2	0%	0%	0%	0%	1%	-	1%	-	0%	-	0%	-	2%	-
3	1%	1%	1%	2%	0%	0%	0%	1%	1%	1%	0%	2%	0%	3%
4	1%	1%	1%	2%	1%	0%	1%	1%	1%	1%	1%	0%	2%	1%
5	8%	9%	7%	9%	9%	7%	6%	6%	8%	13%	7%	10%	11%	8%
6	7%	8%	7%	11%	5%	6%	8%	7%	6%	9%	7%	6%	6%	9%
7	14%	13%	14%	18%	12%	12%	11%	14%	13%	16%	13%	9%	17%	18%
8	22%	21%	22%	19%	23%	22%	17%	26%	22%	20%	25%	9%	16%	25%
9	17%	18%	16%	13%	17%	20%	19%	16%	18%	15%	17%	20%	17%	14%
10 - Very positive	27%	25%	29%	22%	28%	30%	33%	26%	28%	22%	26%	39%	26%	20%
Don't know	3%	3%	3%	3%	4%	2%	3%	4%	3%	3%	3%	5%	4%	2%

YouGov US - Word Sentiment 1

US_nat Sample: 3rd - 5th October 2018

Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

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)

"Good"

Unweighted base	1213	548	665	319	350	544	211	282	452	268	838	145	140	90
Base: All US adults	1214	619	595	369	352	493	211	265	475	263	774	159	192	90
0 - Very negative	1%	1%	0%	1%	0%	1%	1%	-	0%	1%	0%	-	2%	1%
1	0%	-	1%	1%	1%	-	-	0%	0%	0%	0%	-	1%	-
2	0%	0%	1%	0%	0%	0%	0%	1%	0%	-	0%	-	0%	-
3	1%	1%	2%	3%	0%	1%	-	1%	2%	1%	1%	3%	2%	-
4	2%	2%	2%	5%	2%	1%	2%	2%	3%	1%	2%	2%	3%	5%
5	13%	14%	12%	13%	14%	12%	13%	13%	12%	16%	14%	9%	12%	17%
6	16%	16%	17%	19%	15%	16%	15%	23%	14%	15%	19%	9%	11%	17%
7	24%	22%	26%	24%	24%	25%	27%	20%	23%	27%	26%	17%	25%	20%
8	18%	19%	17%	13%	19%	21%	15%	17%	20%	17%	18%	18%	13%	26%
9	9%	10%	9%	6%	7%	13%	8%	10%	11%	7%	9%	17%	8%	3%
10 - Very positive	11%	12%	11%	12%	14%	9%	16%	10%	11%	10%	8%	23%	17%	6%
Don't know	3%	3%	2%	4%	3%	1%	2%	3%	2%	4%	2%	3%	6%	4%

"Fantastic"

Unweighted base	1274	577	697	338	379	557	231	291	472	280	895	142	142	95
Base: All US adults	1263	641	622	389	376	498	218	276	493	276	833	156	181	93
0 - Very negative	0%	0%	0%	-	1%	-	1%	-	0%	-	0%	-	1%	-
1	0%	0%	0%	0%	0%	-	0%	-	0%	-	0%	-	-	1%
2	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	2%	-
3	1%	1%	1%	1%	0%	1%	0%	0%	1%	0%	0%	2%	0%	-
4	2%	1%	2%	1%	3%	1%	1%	2%	2%	1%	1%	3%	1%	1%
5	6%	7%	5%	7%	5%	5%	8%	4%	5%	6%	5%	5%	7%	6%
6	4%	4%	5%	4%	5%	4%	3%	6%	4%	6%	4%	7%	4%	5%
7	8%	9%	8%	11%	7%	7%	7%	6%	10%	8%	8%	10%	11%	9%
8	16%	18%	15%	16%	13%	18%	14%	15%	16%	19%	17%	15%	15%	11%
9	19%	19%	18%	17%	18%	21%	20%	21%	17%	19%	21%	10%	16%	20%
10 - Very positive	40%	37%	43%	36%	42%	40%	40%	42%	39%	38%	40%	42%	37%	40%
Don't know	4%	4%	3%	5%	4%	2%	5%	3%	3%	4%	3%	4%	7%	6%

YouGov US - Word Sentiment 1

US_nat Sample: 3rd - 5th October 2018

Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

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)

"Brilliant"

Unweighted base	1277	564	713	343	388	546	220	311	495	251	894	142	146	95
Base: All US adults	1262	620	642	386	390	486	221	293	496	252	826	154	189	92
0 - Very negative	0%	0%	-	-	1%	-	1%	0%	-	-	0%	-	-	-
1	1%	0%	1%	1%	1%	0%	1%	0%	1%	0%	0%	1%	2%	-
2	0%	0%	0%	0%	-	0%	0%	-	0%	-	-	-	0%	1%
3	1%	1%	1%	1%	0%	2%	-	1%	1%	2%	1%	1%	2%	1%
4	1%	1%	1%	2%	2%	-	1%	0%	2%	1%	1%	0%	3%	4%
5	6%	6%	6%	6%	6%	6%	7%	7%	4%	7%	5%	9%	7%	9%
6	4%	5%	4%	5%	5%	4%	4%	3%	4%	7%	3%	5%	8%	7%
7	8%	9%	7%	10%	5%	8%	5%	11%	8%	7%	8%	9%	5%	7%
8	12%	15%	10%	11%	12%	14%	14%	12%	11%	14%	14%	8%	9%	13%
9	19%	20%	18%	18%	19%	20%	15%	19%	22%	18%	21%	15%	16%	16%
10 - Very positive	44%	39%	49%	41%	47%	44%	49%	42%	45%	40%	44%	48%	43%	37%
Don't know	3%	4%	3%	6%	3%	2%	2%	4%	3%	4%	2%	5%	5%	6%

"Above average"

Unweighted base	1257	546	711	331	375	551	222	317	449	269	891	133	142	91
Base: All US adults	1253	612	640	384	376	493	219	296	464	274	821	148	194	90
0 - Very negative	1%	1%	0%	-	1%	1%	1%	-	0%	2%	0%	1%	2%	1%
1	0%	0%	0%	-	1%	-	-	0%	0%	-	0%	-	-	1%
2	1%	1%	1%	2%	1%	1%	2%	0%	1%	1%	1%	1%	0%	1%
3	2%	2%	1%	2%	2%	1%	1%	3%	2%	1%	1%	2%	4%	1%
4	2%	2%	3%	4%	3%	1%	1%	2%	3%	3%	2%	2%	6%	1%
5	10%	11%	9%	11%	13%	7%	11%	9%	11%	9%	8%	13%	13%	15%
6	22%	26%	19%	27%	23%	18%	21%	26%	20%	23%	24%	17%	19%	24%
7	25%	27%	23%	23%	22%	28%	21%	26%	25%	27%	27%	20%	20%	26%
8	16%	14%	18%	11%	13%	22%	16%	17%	16%	16%	19%	11%	10%	7%
9	7%	6%	9%	8%	5%	9%	10%	7%	9%	4%	8%	11%	7%	1%
10 - Very positive	10%	8%	13%	8%	12%	11%	17%	7%	10%	8%	8%	17%	13%	14%
Don't know	3%	3%	4%	4%	4%	2%	1%	3%	4%	5%	2%	6%	5%	8%

YouGov US - Word Sentiment 1

US_nat Sample: 3rd - 5th October 2018

Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

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)

"Really good"

Unweighted base	1263	538	725	336	379	548	224	313	462	264	907	146	128	82
Base: All US adults	1257	603	655	391	371	495	221	293	469	274	836	158	184	79
0 - Very negative	0%	-	0%	0%	-	-	-	0%	0%	-	0%	-	-	-
1	0%	0%	-	-	1%	-	-	-	0%	0%	0%	1%	-	-
2	0%	0%	0%	1%	1%	0%	0%	0%	1%	0%	0%	-	1%	1%
3	1%	1%	1%	2%	1%	0%	1%	1%	1%	2%	1%	1%	3%	1%
4	2%	2%	1%	2%	2%	1%	-	1%	3%	2%	1%	4%	2%	-
5	7%	8%	6%	8%	7%	5%	7%	5%	6%	9%	7%	2%	10%	10%
6	8%	7%	9%	8%	8%	7%	11%	6%	8%	6%	8%	7%	6%	6%
7	19%	19%	18%	18%	20%	19%	20%	21%	15%	21%	21%	12%	17%	17%
8	25%	27%	24%	24%	23%	28%	23%	28%	26%	25%	27%	22%	19%	28%
9	17%	16%	17%	14%	15%	20%	15%	17%	18%	16%	17%	13%	17%	22%
10 - Very positive	18%	15%	20%	17%	19%	18%	20%	16%	20%	15%	15%	30%	22%	13%
Don't know	3%	4%	3%	5%	4%	2%	4%	3%	3%	4%	2%	7%	4%	2%

"Very good"

Unweighted base	1244	556	688	318	387	539	207	287	476	274	863	134	155	92
Base: All US adults	1255	638	617	374	395	486	207	274	499	275	793	153	219	90
0 - Very negative	0%	0%	0%	0%	1%	-	1%	0%	0%	-	0%	-	1%	-
1	1%	0%	1%	1%	-	0%	0%	-	1%	0%	-	2%	2%	-
2	0%	-	0%	-	-	0%	-	0%	-	-	0%	-	-	-
3	1%	1%	1%	1%	1%	0%	1%	-	2%	0%	1%	3%	0%	1%
4	2%	2%	1%	2%	1%	1%	2%	1%	2%	1%	2%	2%	1%	-
5	5%	4%	6%	6%	5%	3%	4%	5%	4%	5%	4%	5%	3%	11%
6	6%	7%	6%	8%	6%	6%	8%	7%	7%	5%	6%	7%	5%	11%
7	17%	17%	17%	20%	16%	15%	17%	18%	17%	16%	19%	7%	15%	20%
8	25%	25%	25%	23%	23%	29%	23%	27%	24%	28%	29%	16%	21%	21%
9	16%	17%	15%	13%	18%	17%	17%	19%	15%	14%	17%	19%	12%	10%
10 - Very positive	24%	25%	24%	21%	26%	26%	24%	20%	26%	26%	20%	35%	34%	21%
Don't know	3%	3%	3%	3%	3%	3%	2%	3%	3%	5%	2%	4%	5%	6%

YouGov US - Word Sentiment 1

US_nat Sample: 3rd - 5th October 2018

Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

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)

"Superb"

Unweighted base	1268	547	721	336	408	524	228	286	467	287	887	134	146	101
Base: All US adults	1255	611	644	382	403	470	231	262	476	286	818	140	204	94
0 - Very negative	1%	1%	1%	1%	1%	-	1%	1%	1%	0%	0%	1%	3%	-
1	1%	1%	1%	2%	0%	-	1%	-	0%	1%	0%	-	2%	2%
2	1%	1%	0%	0%	0%	1%	0%	1%	1%	0%	1%	0%	0%	1%
3	1%	1%	1%	1%	0%	1%	1%	1%	1%	-	1%	-	2%	1%
4	2%	2%	2%	3%	3%	1%	3%	1%	2%	3%	2%	2%	5%	-
5	6%	7%	5%	8%	6%	4%	6%	6%	6%	5%	4%	12%	6%	9%
6	5%	6%	5%	5%	6%	5%	5%	4%	6%	4%	5%	6%	9%	2%
7	9%	9%	9%	12%	7%	8%	7%	11%	7%	12%	9%	6%	8%	15%
8	15%	16%	14%	16%	16%	13%	13%	14%	17%	14%	16%	13%	12%	12%
9	17%	18%	17%	14%	18%	20%	16%	17%	18%	17%	19%	17%	10%	18%
10 - Very positive	39%	36%	42%	33%	37%	45%	43%	41%	36%	39%	41%	37%	31%	39%
Don't know	4%	4%	4%	6%	4%	2%	3%	4%	5%	4%	2%	4%	13%	2%

"Pretty good"

Unweighted base	1222	532	690	319	392	511	224	294	465	239	856	147	140	79
Base: All US adults	1221	596	625	364	394	464	224	274	486	238	794	159	188	80
0 - Very negative	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	1%	1%	-
1	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	2%	1%	-
2	1%	0%	1%	1%	1%	0%	1%	0%	1%	0%	1%	-	1%	1%
3	1%	2%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	3%
4	3%	3%	3%	4%	3%	3%	5%	2%	3%	3%	3%	1%	5%	3%
5	12%	13%	11%	12%	15%	9%	13%	10%	10%	17%	11%	10%	15%	15%
6	20%	21%	19%	19%	19%	22%	20%	24%	18%	20%	23%	11%	14%	24%
7	26%	27%	25%	27%	26%	25%	26%	25%	25%	29%	30%	18%	16%	24%
8	16%	16%	16%	13%	15%	20%	13%	20%	17%	12%	16%	18%	14%	19%
9	7%	7%	7%	6%	5%	10%	5%	5%	9%	7%	6%	11%	11%	1%
10 - Very positive	10%	8%	12%	9%	13%	8%	12%	7%	13%	5%	7%	21%	16%	7%
Don't know	3%	3%	3%	6%	3%	2%	2%	5%	3%	5%	2%	6%	5%	4%

YouGov US - Word Sentiment 1

US_nat Sample: 3rd - 5th October 2018

Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

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)

"Not bad"

Unweighted base	1228	520	708	327	363	538	226	297	441	264	842	159	131	96
Base: All US adults	1224	593	630	375	367	481	221	286	453	264	783	175	173	92
0 - Very negative	1%	1%	1%	2%	1%	1%	1%	2%	1%	0%	1%	3%	1%	-
1	1%	-	1%	1%	0%	0%	2%	1%	0%	0%	1%	0%	0%	2%
2	2%	2%	2%	2%	3%	1%	1%	2%	3%	1%	2%	-	3%	3%
3	3%	3%	4%	3%	2%	4%	3%	5%	3%	2%	4%	2%	2%	4%
4	11%	9%	13%	10%	11%	12%	11%	13%	8%	14%	13%	6%	8%	11%
5	33%	32%	34%	33%	32%	33%	35%	33%	32%	32%	36%	28%	25%	31%
6	22%	23%	21%	24%	23%	19%	22%	20%	22%	22%	22%	22%	23%	12%
7	12%	14%	10%	9%	13%	15%	13%	12%	12%	11%	11%	13%	10%	22%
8	6%	7%	5%	5%	4%	8%	3%	5%	7%	8%	5%	9%	6%	10%
9	2%	2%	3%	3%	2%	2%	2%	2%	4%	0%	2%	7%	2%	-
10 - Very positive	4%	5%	4%	4%	7%	3%	5%	3%	4%	6%	3%	7%	10%	3%
Don't know	3%	3%	3%	5%	3%	2%	3%	4%	3%	3%	2%	3%	9%	2%

"Abysmal"

Unweighted base	1252	536	716	333	387	532	222	287	483	260	871	132	143	106
Base: All US adults	1244	598	646	383	387	474	216	272	494	262	809	146	188	101
0 - Very negative	26%	26%	25%	27%	24%	26%	31%	26%	23%	27%	31%	14%	13%	26%
1	14%	15%	14%	9%	14%	19%	16%	16%	13%	14%	17%	9%	10%	13%
2	7%	9%	6%	5%	9%	8%	8%	8%	7%	8%	7%	10%	5%	9%
3	7%	7%	6%	8%	5%	7%	5%	7%	7%	7%	7%	4%	7%	4%
4	5%	6%	4%	7%	4%	5%	5%	5%	5%	6%	3%	6%	11%	10%
5	11%	10%	13%	10%	13%	11%	10%	10%	14%	9%	9%	16%	15%	12%
6	3%	4%	2%	3%	4%	3%	1%	3%	4%	4%	3%	1%	5%	6%
7	3%	3%	2%	3%	4%	2%	2%	2%	2%	3%	2%	5%	4%	4%
8	2%	2%	2%	2%	1%	1%	1%	1%	2%	2%	2%	2%	3%	-
9	1%	1%	1%	2%	1%	1%	1%	1%	2%	0%	1%	3%	2%	1%
10 - Very positive	2%	2%	2%	2%	4%	1%	3%	1%	3%	2%	1%	0%	7%	2%
Don't know	19%	14%	23%	23%	17%	17%	16%	20%	20%	18%	18%	30%	18%	14%