

**1. Personalities – Funny**

For each of the following traits, are you...

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very	31%	30%	31%	36%	35%	31%	18%	35%	29%	28%
Slightly	53%	53%	53%	52%	46%	56%	60%	52%	51%	58%
Not very	10%	9%	11%	8%	9%	9%	16%	7%	13%	9%
Not at all	3%	3%	3%	2%	3%	3%	5%	4%	3%	3%
Don't know	3%	4%	2%	3%	6%	1%	2%	2%	4%	2%
Totals (Unweighted N)	100% (998)	100% (469)	100% (529)	100% (164)	100% (277)	100% (393)	100% (164)	100% (342)	100% (413)	100% (243)

	Race			Family Income			Region				
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Very	31%	30%	36%	32%	27%	30%	36%	37%	25%	33%	28%
Slightly	53%	56%	48%	43%	55%	54%	53%	47%	63%	50%	54%
Not very	10%	9%	7%	17%	10%	12%	9%	8%	7%	10%	15%
Not at all	3%	2%	5%	6%	4%	2%	1%	5%	1%	4%	2%
Don't know	3%	3%	4%	3%	4%	1%	1%	3%	4%	3%	1%
Totals (Unweighted N)	100% (998)	100% (759)	100% (124)	100% (115)	100% (382)	100% (294)	100% (181)	100% (144)	100% (215)	100% (380)	100% (259)

**2. Personalities – Friendly**

For each of the following traits, are you...

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very	60%	58%	62%	54%	51%	68%	62%	62%	56%	65%
Slightly	32%	33%	30%	38%	32%	26%	33%	32%	33%	30%
Not very	6%	6%	6%	6%	11%	4%	3%	5%	8%	5%
Not at all	0%	0%	1%	1%	0%	0%	—	0%	1%	0%
Don't know	2%	3%	1%	1%	5%	1%	1%	1%	3%	1%
Totals (Unweighted N)	100% (999)	100% (470)	100% (529)	100% (164)	100% (278)	100% (393)	100% (164)	100% (343)	100% (413)	100% (243)

	Race			Family Income			Region				
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Very	60%	60%	66%	55%	58%	65%	58%	60%	62%	59%	58%
Slightly	32%	32%	23%	35%	32%	28%	34%	32%	31%	30%	35%
Not very	6%	5%	10%	7%	7%	6%	7%	4%	4%	8%	6%
Not at all	0%	1%	—	—	1%	1%	—	1%	—	0%	1%
Don't know	2%	2%	1%	3%	2%	1%	1%	2%	2%	3%	1%
Totals (Unweighted N)	100% (999)	100% (760)	100% (124)	100% (115)	100% (382)	100% (294)	100% (182)	100% (144)	100% (215)	100% (380)	100% (260)

**3. Personalities – Successful**

For each of the following traits, are you...

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very	22%	22%	22%	25%	20%	20%	23%	19%	21%	27%
Slightly	45%	46%	44%	42%	36%	48%	56%	48%	41%	48%
Not very	19%	16%	22%	21%	22%	19%	14%	20%	20%	16%
Not at all	10%	12%	9%	9%	14%	11%	5%	10%	13%	6%
Don't know	4%	4%	3%	3%	8%	1%	2%	2%	6%	3%
Totals (Unweighted N)	100% (998)	100% (470)	100% (528)	100% (164)	100% (278)	100% (393)	100% (163)	100% (343)	100% (412)	100% (243)

	Race				Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Very	22%	20%	27%	23%	16%	19%	31%	15%	17%	27%	21%
Slightly	45%	48%	37%	39%	38%	54%	54%	40%	55%	39%	50%
Not very	19%	19%	19%	19%	27%	15%	11%	20%	12%	21%	23%
Not at all	10%	10%	10%	15%	15%	9%	2%	22%	14%	7%	4%
Don't know	4%	3%	6%	3%	4%	3%	1%	3%	2%	5%	3%
Totals (Unweighted N)	100% (998)	100% (759)	100% (124)	100% (115)	100% (382)	100% (293)	100% (182)	100% (144)	100% (215)	100% (379)	100% (260)

**4. Personalities – Intelligent**

For each of the following traits, are you...

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very	47%	47%	48%	52%	41%	54%	38%	51%	47%	43%
Slightly	42%	42%	41%	37%	41%	40%	52%	42%	36%	52%
Not very	7%	6%	7%	6%	10%	4%	8%	4%	10%	3%
Not at all	2%	2%	2%	3%	3%	1%	1%	1%	3%	2%
Don't know	2%	4%	1%	2%	5%	1%	1%	2%	4%	1%
Totals (Unweighted N)	100% (995)	100% (468)	100% (527)	100% (164)	100% (277)	100% (390)	100% (164)	100% (341)	100% (412)	100% (242)

	Race			Family Income			Region				
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Very	47%	46%	61%	43%	44%	48%	57%	51%	44%	48%	46%
Slightly	42%	45%	28%	37%	41%	43%	38%	40%	48%	38%	43%
Not very	7%	5%	9%	12%	8%	7%	4%	6%	5%	7%	8%
Not at all	2%	2%	1%	5%	3%	1%	1%	1%	1%	3%	1%
Don't know	2%	3%	1%	3%	3%	1%	1%	3%	2%	3%	1%
Totals (Unweighted N)	100% (995)	100% (757)	100% (123)	100% (115)	100% (380)	100% (294)	100% (181)	100% (143)	100% (214)	100% (380)	100% (258)

**5. Personalities – Good-looking**

For each of the following traits, are you...

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very	15%	15%	16%	19%	21%	14%	4%	18%	14%	15%
Slightly	51%	51%	51%	46%	43%	61%	48%	54%	48%	51%
Not very	21%	24%	19%	17%	23%	16%	35%	18%	22%	26%
Not at all	8%	6%	9%	10%	7%	6%	7%	7%	10%	4%
Don't know	5%	5%	5%	8%	5%	3%	5%	3%	7%	4%
Totals (Unweighted N)	100% (977)	100% (460)	100% (517)	100% (160)	100% (273)	100% (384)	100% (160)	100% (338)	100% (401)	100% (238)

  

	Race				Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Very	15%	11%	36%	19%	17%	11%	18%	14%	14%	19%	10%
Slightly	51%	52%	39%	53%	49%	57%	50%	49%	52%	47%	59%
Not very	21%	24%	14%	17%	20%	19%	27%	17%	26%	23%	18%
Not at all	8%	8%	7%	5%	8%	9%	4%	15%	3%	7%	8%
Don't know	5%	5%	4%	6%	7%	4%	1%	5%	5%	6%	4%
Totals (Unweighted N)	100% (977)	100% (740)	100% (124)	100% (113)	100% (373)	100% (286)	100% (180)	100% (140)	100% (210)	100% (376)	100% (251)

**6. Personalities – Disciplined**

For each of the following traits, are you...

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very	38%	38%	38%	40%	31%	40%	43%	36%	35%	48%
Slightly	42%	39%	46%	40%	42%	44%	42%	45%	40%	44%
Not very	15%	17%	12%	14%	18%	14%	12%	17%	17%	7%
Not at all	3%	3%	3%	3%	5%	1%	2%	2%	5%	1%
Don't know	2%	3%	1%	3%	4%	1%	1%	0%	4%	1%
Totals (Unweighted N)	100% (977)	100% (461)	100% (516)	100% (160)	100% (273)	100% (383)	100% (161)	100% (340)	100% (400)	100% (237)

	Race				Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Very	38%	37%	47%	36%	37%	35%	41%	39%	32%	43%	36%
Slightly	42%	43%	40%	40%	37%	48%	46%	41%	42%	41%	46%
Not very	15%	15%	11%	17%	19%	13%	11%	14%	20%	11%	16%
Not at all	3%	3%	0%	6%	3%	4%	1%	5%	3%	2%	1%
Don't know	2%	3%	2%	1%	3%	1%	0%	1%	2%	3%	1%
Totals (Unweighted N)	100% (977)	100% (740)	100% (124)	100% (113)	100% (372)	100% (285)	100% (182)	100% (140)	100% (210)	100% (374)	100% (253)

**7. Personalities – Confident**

For each of the following traits, are you...

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very	35%	39%	32%	34%	27%	40%	40%	38%	33%	36%
Slightly	41%	40%	41%	38%	38%	42%	44%	37%	41%	45%
Not very	16%	14%	19%	19%	22%	12%	13%	18%	16%	14%
Not at all	6%	4%	7%	6%	9%	5%	2%	6%	6%	3%
Don't know	2%	3%	1%	3%	4%	1%	1%	0%	4%	1%
Totals (Unweighted N)	100% (977)	100% (460)	100% (517)	100% (160)	100% (274)	100% (382)	100% (161)	100% (340)	100% (399)	100% (238)

	Race				Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Very	35%	31%	56%	43%	33%	36%	39%	31%	37%	35%	38%
Slightly	41%	43%	29%	35%	37%	43%	43%	35%	44%	41%	41%
Not very	16%	18%	11%	13%	19%	15%	15%	21%	12%	17%	16%
Not at all	6%	6%	2%	8%	8%	5%	3%	13%	5%	4%	3%
Don't know	2%	2%	2%	1%	3%	1%	0%	1%	2%	3%	1%
Totals (Unweighted N)	100% (977)	100% (741)	100% (124)	100% (112)	100% (373)	100% (285)	100% (181)	100% (140)	100% (210)	100% (376)	100% (251)

**8. Personalities – Patriotic**

For each of the following traits, are you...

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very	49%	53%	45%	23%	33%	62%	79%	34%	47%	74%
Slightly	28%	25%	31%	32%	36%	25%	15%	42%	23%	17%
Not very	11%	9%	13%	18%	16%	9%	1%	14%	13%	5%
Not at all	6%	6%	6%	15%	5%	2%	4%	5%	8%	3%
Don't know	6%	7%	5%	12%	9%	3%	1%	6%	9%	1%
Totals (Unweighted N)	100% (976)	100% (459)	100% (517)	100% (160)	100% (273)	100% (382)	100% (161)	100% (338)	100% (400)	100% (238)

	Race				Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Very	49%	54%	35%	34%	42%	54%	55%	48%	48%	51%	46%
Slightly	28%	26%	30%	34%	31%	27%	28%	23%	30%	26%	33%
Not very	11%	10%	11%	16%	14%	10%	14%	15%	9%	12%	9%
Not at all	6%	5%	12%	6%	6%	6%	2%	7%	5%	5%	7%
Don't know	6%	4%	12%	11%	7%	3%	1%	7%	7%	6%	5%
Totals (Unweighted N)	100% (976)	100% (740)	100% (123)	100% (113)	100% (372)	100% (286)	100% (180)	100% (138)	100% (210)	100% (376)	100% (252)