

YouGov US - Word Sentiment 2

US_nat Sample: 5th - 8th 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 represents 'Very negative' and 10 represents 'Very positive'... In general, how positive or negative would each of the following words / phrases be to someone when you used it to describe something? Please select one option on each row.

"Excellent"

Unweighted base	1268	548	720	338	424	506	235	262	477	294	859	152	153	104
Base: All US adults	1259	624	635	385	412	462	232	257	484	287	812	155	192	100
0 - Very negative	1%	1%	0%	1%	1%	-	1%	1%	1%	0%	1%	-	1%	2%
1	0%	0%	0%	-	1%	-	-	1%	0%	-	0%	1%	-	-
2	0%	-	1%	0%	-	0%	1%	-	0%	0%	0%	-	0%	-
3	1%	1%	1%	2%	0%	0%	-	1%	1%	0%	1%	0%	1%	2%
4	2%	2%	1%	2%	2%	1%	3%	2%	1%	1%	2%	3%	1%	1%
5	4%	4%	4%	4%	8%	2%	5%	5%	4%	4%	3%	5%	8%	5%
6	3%	3%	3%	4%	3%	3%	2%	4%	4%	3%	3%	2%	2%	8%
7	6%	7%	6%	8%	6%	6%	8%	6%	4%	9%	6%	9%	7%	3%
8	14%	17%	12%	16%	15%	12%	15%	16%	13%	15%	16%	9%	11%	12%
9	20%	22%	17%	20%	19%	20%	21%	20%	18%	22%	20%	15%	19%	24%
10 - Very positive	45%	40%	50%	37%	42%	54%	41%	43%	51%	41%	45%	51%	45%	38%
Don't know	3%	3%	4%	5%	3%	2%	4%	1%	4%	4%	3%	4%	4%	5%

"Outstanding"

Unweighted base	1268	548	720	338	424	506	235	262	477	294	859	152	153	104
Base: All US adults	1259	624	635	385	412	462	232	257	484	287	812	155	192	100
0 - Very negative	0%	1%	0%	1%	0%	-	1%	1%	-	0%	0%	-	0%	-
1	1%	0%	1%	1%	0%	0%	-	1%	0%	1%	1%	1%	-	-
2	1%	1%	0%	1%	0%	0%	1%	-	1%	0%	0%	-	2%	3%
3	0%	0%	0%	0%	0%	0%	1%	0%	-	-	0%	-	0%	-
4	2%	3%	2%	2%	3%	1%	3%	2%	3%	1%	2%	2%	4%	2%
5	5%	5%	5%	8%	6%	2%	5%	4%	5%	6%	4%	10%	6%	5%
6	4%	5%	4%	5%	4%	4%	6%	5%	3%	5%	4%	3%	6%	9%
7	5%	6%	5%	6%	4%	5%	6%	5%	4%	6%	4%	4%	10%	3%
8	14%	17%	11%	14%	14%	14%	15%	19%	11%	13%	17%	14%	6%	8%
9	20%	22%	19%	16%	21%	23%	21%	22%	18%	22%	23%	17%	14%	17%
10 - Very positive	43%	38%	48%	39%	42%	48%	37%	37%	50%	42%	42%	45%	46%	45%
Don't know	4%	3%	5%	6%	4%	2%	4%	2%	4%	4%	3%	5%	5%	7%

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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 represents 'Very negative' and 10 represents 'Very positive'... In general, how positive or negative would each of the following words / phrases be to someone when you used it to describe something? Please select one option on each row.

"Alright"

Unweighted base	1268	548	720	338	424	506	235	262	477	294	859	152	153	104
Base: All US adults	1259	624	635	385	412	462	232	257	484	287	812	155	192	100
0 - Very negative	0%	1%	0%	1%	0%	0%	0%	1%	0%	-	0%	1%	1%	-
1	1%	1%	1%	2%	1%	0%	1%	1%	1%	1%	1%	1%	2%	2%
2	1%	1%	1%	2%	1%	2%	0%	2%	2%	1%	1%	1%	2%	2%
3	3%	3%	3%	2%	3%	3%	3%	3%	3%	3%	3%	3%	2%	4%
4	7%	5%	9%	9%	6%	6%	9%	6%	7%	7%	7%	7%	6%	10%
5	29%	27%	31%	31%	29%	27%	32%	31%	29%	25%	33%	20%	20%	23%
6	24%	26%	22%	21%	24%	27%	27%	25%	20%	28%	26%	18%	21%	22%
7	15%	16%	13%	11%	16%	17%	13%	15%	14%	16%	13%	24%	14%	13%
8	8%	8%	7%	6%	7%	10%	6%	6%	8%	8%	6%	7%	13%	8%
9	4%	5%	3%	4%	5%	2%	1%	3%	6%	3%	3%	5%	8%	2%
10 - Very positive	4%	4%	4%	5%	5%	3%	2%	5%	6%	2%	3%	7%	5%	8%
Don't know	4%	4%	5%	6%	4%	3%	4%	2%	4%	6%	3%	5%	6%	7%

"Quite good"

Unweighted base	1268	548	720	338	424	506	235	262	477	294	859	152	153	104
Base: All US adults	1259	624	635	385	412	462	232	257	484	287	812	155	192	100
0 - Very negative	1%	1%	0%	1%	0%	1%	1%	1%	1%	0%	0%	1%	0%	1%
1	1%	1%	1%	1%	0%	1%	1%	2%	0%	1%	1%	-	1%	2%
2	1%	1%	1%	1%	1%	0%	-	1%	1%	0%	1%	-	2%	1%
3	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	2%
4	3%	4%	2%	5%	1%	2%	4%	2%	2%	4%	3%	4%	2%	4%
5	9%	9%	9%	9%	10%	8%	12%	10%	8%	7%	8%	11%	12%	6%
6	12%	11%	14%	14%	13%	10%	11%	11%	12%	15%	11%	14%	15%	13%
7	26%	27%	26%	23%	29%	27%	30%	26%	26%	24%	32%	12%	14%	24%
8	24%	24%	24%	21%	21%	29%	24%	27%	21%	26%	25%	25%	21%	21%
9	11%	11%	10%	7%	12%	12%	7%	12%	12%	10%	9%	17%	11%	9%
10 - Very positive	8%	8%	9%	11%	7%	7%	6%	5%	13%	6%	6%	12%	13%	9%
Don't know	4%	3%	4%	5%	4%	2%	3%	2%	4%	6%	2%	4%	6%	8%

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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 represents 'Very negative' and 10 represents 'Very positive'... In general, how positive or negative would each of the following words / phrases be to someone when you used it to describe something? Please select one option on each row.

"Quite bad"

Unweighted base	1268	548	720	338	424	506	235	262	477	294	859	152	153	104
Base: All US adults	1259	624	635	385	412	462	232	257	484	287	812	155	192	100
0 - Very negative	16%	14%	18%	10%	18%	19%	12%	14%	21%	12%	15%	19%	20%	11%
1	16%	16%	17%	12%	15%	21%	18%	18%	16%	15%	17%	17%	13%	17%
2	23%	23%	23%	20%	22%	26%	23%	24%	21%	25%	26%	12%	20%	23%
3	15%	17%	14%	21%	13%	14%	15%	15%	13%	20%	17%	16%	9%	13%
4	7%	6%	8%	9%	8%	4%	7%	10%	6%	7%	7%	7%	8%	9%
5	7%	6%	8%	9%	7%	6%	10%	6%	7%	7%	6%	10%	8%	10%
6	3%	4%	2%	3%	3%	3%	5%	3%	3%	1%	3%	2%	4%	2%
7	3%	3%	2%	3%	3%	2%	3%	3%	2%	2%	2%	3%	3%	3%
8	2%	3%	2%	3%	3%	1%	2%	2%	3%	2%	2%	1%	4%	4%
9	1%	2%	1%	1%	3%	0%	0%	2%	2%	1%	1%	4%	3%	-
10 - Very positive	3%	3%	2%	5%	2%	1%	-	2%	4%	3%	1%	5%	5%	4%
Don't know	4%	3%	4%	5%	4%	2%	4%	2%	4%	4%	3%	5%	4%	6%

"Fair"

Unweighted base	1268	548	720	338	424	506	235	262	477	294	859	152	153	104
Base: All US adults	1259	624	635	385	412	462	232	257	484	287	812	155	192	100
0 - Very negative	1%	1%	1%	2%	0%	1%	1%	1%	1%	1%	1%	1%	1%	2%
1	1%	0%	1%	1%	1%	0%	1%	1%	1%	1%	1%	2%	1%	1%
2	3%	3%	2%	3%	1%	4%	3%	3%	2%	2%	2%	1%	6%	1%
3	5%	5%	4%	3%	6%	4%	5%	4%	5%	3%	4%	7%	5%	2%
4	10%	10%	9%	9%	10%	10%	11%	9%	10%	9%	11%	10%	8%	8%
5	38%	37%	38%	36%	39%	38%	37%	41%	34%	40%	41%	31%	28%	40%
6	17%	17%	18%	18%	15%	18%	21%	18%	17%	14%	19%	15%	14%	18%
7	9%	9%	9%	8%	10%	9%	6%	11%	9%	11%	8%	9%	13%	8%
8	5%	5%	5%	2%	6%	8%	6%	4%	5%	7%	4%	5%	9%	6%
9	4%	5%	2%	4%	3%	4%	1%	3%	4%	4%	3%	7%	5%	1%
10 - Very positive	5%	5%	4%	8%	4%	3%	4%	2%	7%	3%	3%	8%	7%	6%
Don't know	4%	3%	4%	6%	4%	2%	3%	3%	4%	4%	3%	5%	4%	7%

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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 represents 'Very negative' and 10 represents 'Very positive'... In general, how positive or negative would each of the following words / phrases be to someone when you used it to describe something? Please select one option on each row.

"Appalling"

Unweighted base	1268	548	720	338	424	506	235	262	477	294	859	152	153	104
Base: All US adults	1259	624	635	385	412	462	232	257	484	287	812	155	192	100
0 - Very negative	31%	24%	37%	30%	33%	29%	28%	32%	31%	31%	35%	21%	18%	30%
1	17%	16%	18%	12%	17%	22%	18%	22%	16%	15%	20%	11%	15%	14%
2	12%	14%	10%	7%	12%	16%	15%	11%	9%	14%	13%	11%	9%	5%
3	7%	7%	7%	6%	5%	9%	8%	7%	4%	10%	6%	9%	8%	6%
4	4%	5%	3%	5%	4%	4%	3%	4%	6%	3%	4%	7%	6%	3%
5	7%	7%	6%	8%	6%	7%	7%	5%	8%	6%	6%	8%	9%	11%
6	4%	4%	4%	4%	6%	2%	5%	5%	3%	4%	3%	5%	8%	4%
7	4%	5%	3%	5%	4%	3%	1%	5%	5%	4%	3%	8%	5%	5%
8	3%	4%	2%	4%	3%	2%	3%	1%	3%	3%	1%	3%	7%	5%
9	3%	5%	1%	3%	4%	3%	4%	2%	4%	2%	3%	3%	6%	4%
10 - Very positive	4%	5%	3%	6%	3%	2%	2%	4%	5%	3%	3%	9%	3%	3%
Don't know	5%	4%	6%	8%	5%	2%	6%	3%	5%	6%	4%	6%	6%	11%

"Dreadful"

Unweighted base	1268	548	720	338	424	506	235	262	477	294	859	152	153	104
Base: All US adults	1259	624	635	385	412	462	232	257	484	287	812	155	192	100
0 - Very negative	30%	24%	35%	28%	34%	27%	26%	31%	31%	29%	31%	31%	24%	30%
1	19%	19%	18%	17%	16%	22%	20%	15%	18%	22%	21%	10%	17%	13%
2	17%	18%	15%	15%	13%	21%	14%	21%	15%	17%	18%	15%	11%	15%
3	7%	8%	7%	5%	5%	11%	8%	9%	7%	6%	8%	6%	7%	4%
4	6%	7%	5%	7%	5%	5%	5%	4%	7%	6%	5%	9%	7%	6%
5	6%	5%	7%	6%	8%	4%	8%	5%	5%	6%	5%	7%	9%	8%
6	3%	2%	4%	4%	3%	2%	5%	2%	3%	3%	2%	6%	3%	5%
7	3%	5%	2%	4%	4%	2%	5%	6%	3%	0%	3%	3%	6%	2%
8	2%	3%	1%	2%	3%	1%	2%	2%	2%	2%	2%	3%	1%	5%
9	2%	3%	1%	3%	3%	1%	1%	1%	2%	3%	1%	4%	4%	1%
10 - Very positive	2%	3%	1%	3%	2%	1%	1%	1%	3%	1%	2%	1%	4%	3%
Don't know	4%	4%	5%	7%	4%	2%	4%	3%	5%	5%	3%	6%	8%	9%

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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 represents 'Very negative' and 10 represents 'Very positive'... In general, how positive or negative would each of the following words / phrases be to someone when you used it to describe something? Please select one option on each row.

"Fine"

Unweighted base	1268	548	720	338	424	506	235	262	477	294	859	152	153	104
Base: All US adults	1259	624	635	385	412	462	232	257	484	287	812	155	192	100
0 - Very negative	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	-	-
1	1%	1%	1%	1%	1%	1%	2%	1%	1%	0%	1%	-	3%	-
2	1%	0%	1%	0%	2%	1%	1%	1%	1%	1%	1%	-	1%	-
3	3%	2%	3%	4%	2%	2%	5%	4%	2%	1%	3%	1%	1%	3%
4	7%	7%	7%	11%	7%	3%	7%	8%	6%	6%	7%	5%	5%	8%
5	26%	22%	29%	29%	28%	21%	25%	28%	24%	26%	27%	20%	24%	27%
6	20%	20%	19%	19%	21%	19%	22%	22%	18%	18%	21%	15%	14%	26%
7	17%	18%	17%	12%	17%	22%	16%	16%	17%	19%	19%	17%	12%	15%
8	10%	12%	8%	4%	8%	17%	12%	9%	9%	11%	9%	13%	12%	6%
9	5%	7%	4%	4%	7%	6%	3%	4%	6%	7%	3%	9%	12%	5%
10 - Very positive	7%	7%	7%	10%	4%	6%	4%	4%	11%	5%	4%	15%	12%	4%
Don't know	3%	3%	4%	5%	3%	2%	4%	1%	3%	5%	3%	4%	4%	6%

"Satisfactory"

Unweighted base	1268	548	720	338	424	506	235	262	477	294	859	152	153	104
Base: All US adults	1259	624	635	385	412	462	232	257	484	287	812	155	192	100
0 - Very negative	0%	0%	0%	0%	1%	0%	-	0%	0%	1%	0%	-	-	1%
1	1%	1%	1%	2%	0%	0%	1%	1%	1%	-	1%	1%	1%	1%
2	1%	0%	1%	1%	1%	1%	1%	1%	1%	0%	1%	0%	1%	-
3	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%
4	5%	5%	5%	4%	5%	6%	6%	4%	4%	7%	5%	4%	5%	8%
5	25%	24%	26%	19%	28%	28%	26%	29%	23%	24%	27%	21%	20%	28%
6	22%	25%	19%	25%	20%	21%	25%	23%	20%	22%	26%	16%	13%	17%
7	16%	16%	16%	15%	17%	16%	15%	17%	15%	19%	18%	17%	11%	12%
8	11%	10%	11%	9%	9%	13%	9%	11%	10%	13%	9%	14%	14%	10%
9	6%	7%	5%	5%	9%	4%	3%	4%	9%	5%	5%	7%	11%	4%
10 - Very positive	8%	7%	9%	12%	5%	7%	9%	6%	11%	4%	5%	14%	16%	9%
Don't know	4%	3%	4%	6%	4%	2%	4%	2%	4%	5%	3%	5%	5%	7%

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

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"Unsatisfactory"

Unweighted base	1268	548	720	338	424	506	235	262	477	294	859	152	153	104
Base: All US adults	1259	624	635	385	412	462	232	257	484	287	812	155	192	100
0 - Very negative	18%	14%	22%	17%	18%	19%	15%	15%	22%	16%	18%	20%	16%	15%
1	13%	13%	14%	6%	14%	19%	10%	13%	16%	13%	14%	14%	13%	12%
2	16%	16%	17%	17%	15%	18%	18%	19%	14%	16%	18%	12%	15%	15%
3	17%	17%	16%	17%	15%	17%	19%	17%	14%	19%	18%	14%	14%	17%
4	12%	14%	9%	15%	10%	10%	17%	14%	8%	11%	13%	7%	13%	7%
5	8%	8%	8%	8%	9%	7%	9%	7%	8%	8%	8%	7%	9%	10%
6	4%	4%	4%	3%	5%	3%	5%	3%	4%	4%	3%	6%	3%	9%
7	3%	3%	2%	4%	3%	2%	2%	2%	3%	4%	2%	4%	4%	5%
8	2%	4%	1%	3%	2%	2%	2%	4%	2%	1%	2%	5%	3%	2%
9	1%	2%	1%	1%	2%	1%	0%	1%	1%	2%	1%	1%	2%	-
10 - Very positive	2%	3%	1%	3%	2%	1%	-	1%	3%	2%	1%	3%	2%	2%
Don't know	4%	3%	5%	6%	5%	2%	3%	3%	5%	5%	3%	6%	5%	8%

"Decent"

Unweighted base	1268	548	720	338	424	506	235	262	477	294	859	152	153	104
Base: All US adults	1259	624	635	385	412	462	232	257	484	287	812	155	192	100
0 - Very negative	0%	0%	1%	1%	1%	0%	1%	-	1%	0%	0%	0%	1%	1%
1	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	-	1%	-
2	2%	2%	1%	1%	3%	1%	1%	3%	2%	1%	1%	0%	5%	2%
3	2%	1%	3%	2%	2%	2%	2%	2%	3%	1%	2%	2%	2%	2%
4	7%	8%	7%	11%	8%	4%	8%	6%	9%	6%	8%	8%	7%	7%
5	24%	23%	25%	24%	24%	24%	27%	25%	23%	21%	26%	20%	16%	27%
6	23%	23%	22%	22%	24%	22%	25%	26%	17%	27%	25%	21%	13%	23%
7	17%	17%	17%	16%	17%	18%	14%	20%	16%	19%	16%	21%	18%	16%
8	9%	10%	8%	5%	8%	14%	8%	8%	11%	9%	9%	8%	15%	6%
9	5%	6%	4%	4%	5%	6%	4%	3%	6%	5%	4%	7%	9%	3%
10 - Very positive	6%	6%	6%	8%	5%	6%	5%	5%	8%	6%	4%	9%	10%	7%
Don't know	4%	4%	4%	6%	3%	2%	4%	2%	4%	4%	3%	5%	5%	7%

YouGov US - Word Sentiment 2

US_nat Sample: 5th - 8th 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 represents 'Very negative' and 10 represents 'Very positive'... In general, how positive or negative would each of the following words / phrases be to someone when you used it to describe something? Please select one option on each row.

"Somewhat good"

Unweighted base	1268	548	720	338	424	506	235	262	477	294	859	152	153	104
Base: All US adults	1259	624	635	385	412	462	232	257	484	287	812	155	192	100
0 - Very negative	1%	1%	1%	1%	1%	0%	1%	1%	1%	-	1%	1%	-	-
1	1%	1%	1%	1%	0%	1%	0%	2%	1%	0%	1%	0%	0%	-
2	1%	1%	1%	0%	1%	2%	1%	1%	1%	1%	1%	-	1%	1%
3	4%	4%	4%	3%	4%	4%	4%	4%	3%	4%	4%	2%	5%	5%
4	7%	7%	7%	10%	5%	6%	7%	4%	8%	8%	7%	8%	4%	7%
5	19%	17%	20%	15%	21%	20%	19%	20%	19%	16%	19%	21%	15%	22%
6	28%	29%	27%	29%	28%	27%	31%	30%	23%	33%	30%	22%	22%	32%
7	22%	23%	20%	19%	21%	25%	23%	23%	19%	23%	22%	18%	24%	17%
8	6%	5%	7%	5%	5%	8%	5%	7%	8%	3%	5%	10%	7%	4%
9	4%	5%	3%	3%	6%	3%	2%	3%	6%	3%	3%	4%	8%	4%
10 - Very positive	5%	5%	4%	8%	4%	3%	3%	3%	7%	3%	3%	8%	9%	1%
Don't know	4%	3%	4%	6%	4%	2%	4%	2%	4%	5%	3%	6%	5%	8%

"Somewhat bad"

Unweighted base	1268	548	720	338	424	506	235	262	477	294	859	152	153	104
Base: All US adults	1259	624	635	385	412	462	232	257	484	287	812	155	192	100
0 - Very negative	5%	4%	6%	5%	4%	5%	4%	5%	7%	3%	4%	9%	5%	2%
1	5%	6%	5%	6%	3%	7%	6%	6%	6%	3%	5%	7%	7%	3%
2	13%	12%	13%	8%	13%	16%	11%	12%	15%	11%	13%	12%	11%	15%
3	26%	25%	27%	25%	23%	29%	27%	25%	26%	25%	28%	19%	25%	19%
4	25%	26%	24%	26%	26%	22%	27%	24%	20%	32%	27%	21%	18%	25%
5	10%	9%	11%	8%	12%	10%	14%	11%	8%	10%	10%	9%	10%	14%
6	5%	6%	3%	5%	6%	3%	5%	6%	4%	4%	4%	4%	5%	7%
7	3%	3%	3%	3%	3%	3%	2%	3%	3%	3%	2%	5%	2%	5%
8	3%	3%	2%	3%	3%	2%	1%	3%	3%	3%	2%	2%	5%	4%
9	1%	1%	1%	1%	2%	1%	0%	1%	1%	1%	1%	2%	1%	1%
10 - Very positive	2%	2%	2%	5%	1%	1%	1%	2%	3%	1%	1%	3%	3%	1%
Don't know	4%	3%	4%	6%	4%	2%	3%	2%	4%	4%	3%	6%	6%	6%

YouGov US - Word Sentiment 2

US_nat Sample: 5th - 8th 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 represents 'Very negative' and 10 represents 'Very positive'... In general, how positive or negative would each of the following words / phrases be to someone when you used it to describe something? Please select one option on each row.

"Awesome"

Unweighted base	1268	548	720	338	424	506	235	262	477	294	859	152	153	104
Base: All US adults	1259	624	635	385	412	462	232	257	484	287	812	155	192	100
0 - Very negative	1%	1%	1%	1%	1%	0%	1%	1%	1%	0%	1%	-	-	1%
1	1%	0%	1%	1%	1%	0%	0%	1%	1%	0%	0%	1%	0%	2%
2	1%	1%	1%	1%	-	1%	0%	1%	0%	1%	0%	1%	1%	1%
3	1%	2%	1%	3%	1%	1%	1%	1%	2%	1%	1%	1%	4%	2%
4	2%	2%	2%	3%	2%	2%	4%	1%	2%	2%	2%	2%	2%	1%
5	5%	5%	5%	6%	6%	3%	4%	5%	4%	7%	4%	8%	6%	8%
6	4%	4%	5%	4%	6%	3%	6%	5%	4%	4%	4%	4%	5%	6%
7	8%	9%	6%	11%	6%	6%	9%	8%	7%	7%	8%	2%	6%	14%
8	17%	18%	15%	19%	14%	17%	19%	18%	16%	15%	19%	11%	12%	17%
9	21%	22%	19%	16%	24%	21%	23%	24%	16%	23%	22%	23%	18%	11%
10 - Very positive	37%	33%	41%	30%	37%	43%	30%	33%	43%	36%	36%	43%	41%	33%
Don't know	3%	3%	4%	5%	3%	2%	4%	1%	4%	4%	3%	5%	5%	5%

"Perfect"

Unweighted base	1268	548	720	338	424	506	235	262	477	294	859	152	153	104
Base: All US adults	1259	624	635	385	412	462	232	257	484	287	812	155	192	100
0 - Very negative	0%	1%	0%	1%	0%	0%	1%	1%	0%	0%	1%	1%	-	-
1	1%	1%	1%	0%	1%	1%	1%	0%	1%	1%	1%	-	1%	-
2	1%	1%	1%	2%	0%	0%	1%	1%	2%	-	0%	1%	2%	5%
3	1%	1%	1%	2%	1%	0%	2%	1%	1%	1%	0%	1%	3%	2%
4	1%	1%	1%	3%	1%	0%	2%	1%	1%	0%	1%	1%	-	2%
5	5%	5%	5%	6%	6%	4%	5%	3%	6%	6%	4%	8%	9%	5%
6	4%	4%	4%	4%	5%	3%	5%	6%	3%	3%	4%	1%	5%	6%
7	5%	5%	5%	5%	5%	5%	6%	5%	4%	6%	5%	8%	3%	5%
8	8%	8%	9%	6%	9%	10%	11%	8%	6%	10%	8%	9%	7%	9%
9	14%	16%	13%	11%	14%	18%	14%	14%	15%	14%	15%	15%	17%	4%
10 - Very positive	55%	55%	55%	56%	53%	56%	48%	59%	57%	54%	58%	50%	47%	57%
Don't know	4%	3%	5%	5%	4%	2%	4%	1%	4%	4%	3%	5%	5%	6%