YouGov Word Sentiment

GB Sample: 4th - 5th September 2018

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)

	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
"Incredible"																		
Unweighted base	1016	481	535	93	158	172	158	435	618	398	268	153	114	113	229	877	54	85
Base: All GB adults	1017	509	507	119	163	174	151	410	587	429	260	154	113	132	223	881	50	86
0 - Very negative	0%	0%	0%	-	1%	-	-	0%	-	1%	1%	1%	-	-	-	0%	-	-
1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	1%	1%	0%	2%	-	2%	-	0%	-	1%	1%	-	-	2%	0%	1%	-	-
3	0%	0%	1%	1%	-	-	-	1%	0%	1%	0%	-	1%	-	1%	0%	-	-
4	1%	0%	1%	1%	1%	1%	1%	1%	0%	1%	1%	-	-	1%	0%	1%	-	2%
5	3%	3%	3%	3%	2%	4%	2%	4%	3%	3%	4%	3%	3%	2%	3%	3%	-	5%
6	3%	3%	3%	2%	3%	2%	5%	4%	4%	2%	2%	4%	3%	5%	3%	3%	5%	4%
7	7%	7%	6%	5%	4%	5%	5%	9%	7%	6%	10%	6%	5%	4%	5%	6%	9%	7%
8	16%	18%	14%	16%	14%	14%	18%	17%	16%	15%	12%	18%	19%	15%	15%	15%	26%	16%
9	22%	23%	20%	21%	26%	21%	23%	20%	23%	20%	22%	22%	17%	23%	24%	22%	18%	18%
10 - Very positive	45%	40%	50%	45%	46%	51%	44%	43%	44%	47%	44%	43%	51%	46%	47%	46%	36%	46%
Don't know	2%	3%	2%	5%	4%	1%	3%	1%	2%	3%	1%	4%	1%	2%	2%	2%	6%	2%
"Bad"																		
Unweighted base	1030	469	561	95	159	165	176	435	626	404	264	165	110	120	223	882	55	93
Base: All GB adults	1034	502	532	124	163	166	171	410	602	432	260	166	107	134	219	886	53	95
0 - Very negative	13%	10%	16%	6%	12%	20%	14%	12%	10%	17%	14%	16%	18%	12%	10%	14%	8%	9%
1	14%	14%	15%	7%	10%	13%	16%	19%	14%	15%	15%	14%	13%	10%	16%	14%	25%	12%
2	22%	24%	21%	34%	17%	26%	22%	20%	25%	19%	21%	18%	26%	26%	24%	22%	20%	24%
3	28%	28%	27%	34%	31%	26%	25%	26%	29%	25%	28%	27%	27%	29%	25%	27%	22%	35%
4	10%	9%	10%	7%	14%	9%	11%	8%	12%	6%	8%	10%	9%	6%	12%	9%	9%	10%
5	4%	4%	3%	3%	6%	2%	3%	4%	3%	5%	4%	6%	2%	4%	4%	4%	2%	2%
6	2%	3%	2%	3%	2%	2%	2%	2%	2%	3%	3%	-	-	6%	2%	2%	2%	3%
7	1%	1%	2%	1%	1%	-	2%	3%	1%	3%	2%	1%	3%	1%	1%	1%	4%	1%
8	1%	2%	1%	-	4%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	-	2%
9	1%	1%	1%	-	-	-	1%	2%	1%	1%	1%	-	1%	-	0%	1%	5%	-
10 - Very positive	1%	1%	2%	-	1%	1%	1%	2%	1%	2%	1%	2%	-	3%	2%	1%	2%	-
Don't know	2%	3%	2%	4%	4%	-	2%	2%	1%	3%	1%	5%	1%	2%	3%	2%	2%	1%

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GB Sample: 4th - 5th September 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)

"Terrible"

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland
Unweighted base	1005	455	550	91	172	174	160	408	599	406	249	158	107	129	221	864	48	93
Base: All GB adults	1013	489	524	115	181	175	155	386	576	436	246	158	109	147	216	876	45	92
0 - Very negative	34%	30%	38%	47%	32%	40%	33%	29%	34%	34%	31%	35%	35%	34%	36%	34%	32%	35%
1	23%	21%	24%	18%	24%	17%	32%	22%	26%	18%	24%	23%	29%	17%	24%	24%	13%	19%
2	20%	22%	18%	14%	30%	19%	16%	18%	20%	20%	22%	19%	21%	18%	18%	20%	23%	18%
3	8%	8%	8%	8%	6%	10%	6%	10%	8%	9%	9%	6%	6%	10%	9%	8%	9%	9%
4	3%	3%	2%	5%	2%	3%	2%	3%	3%	2%	4%	1%	2%	5%	2%	3%	6%	4%
5	3%	3%	2%	2%	2%	4%	1%	4%	2%	3%	1%	4%	1%	3%	4%	3%	2%	2%
6	2%	2%	2%	4%	-	2%	2%	2%	2%	2%	1%	2%	3%	4%	1%	2%	-	1%
7	2%	3%	1%	-	-	-	3%	4%	1%	3%	3%	3%	-	1%	1%	1%	6%	5%
8	2%	2%	2%	-	3%	3%	1%	2%	2%	2%	1%	2%	1%	4%	2%	2%	2%	1%
9	0%	1%	-	-	-	1%	-	1%	1%	0%	0%	-	-	1%	1%	0%	2%	-
10 - Very positive	2%	2%	1%	-	-	1%	1%	3%	1%	3%	2%	2%	-	2%	1%	2%	2%	1%
Don't know	2%	2%	2%	2%	3%	1%	3%	2%	1%	3%	1%	2%	2%	1%	2%	2%	4%	4%

"Poor"

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland
Unweighted base	1025	474	551	93	180	169	160	423	610	415	243	175	107	134	237	896	43	86
Base: All GB adults	1026	504	522	117	185	168	154	402	578	448	239	178	104	150	231	902	41	84
0 - Very negative	9%	5%	12%	9%	13%	10%	10%	5%	9%	9%	11%	5%	8%	9%	11%	9%	4%	5%
1	15%	13%	16%	17%	12%	16%	11%	15%	15%	14%	12%	18%	20%	9%	16%	15%	15%	14%
2	27%	24%	29%	27%	24%	25%	31%	27%	27%	26%	29%	24%	27%	26%	24%	26%	43%	24%
3	25%	29%	21%	27%	28%	28%	27%	21%	27%	23%	25%	23%	22%	30%	24%	25%	22%	32%
4	11%	12%	10%	9%	15%	10%	9%	12%	13%	10%	10%	12%	11%	13%	11%	11%	7%	12%
5	5%	6%	4%	4%	3%	6%	1%	7%	4%	7%	5%	9%	3%	2%	6%	5%	2%	3%
6	2%	2%	2%	3%	-	0%	3%	4%	2%	3%	2%	2%	2%	2%	3%	2%	2%	2%
7	2%	3%	1%	2%	1%	2%	2%	2%	2%	2%	2%	1%	2%	4%	1%	2%	2%	1%
8	1%	1%	2%	1%	1%	1%	1%	2%	1%	2%	2%	1%	3%	2%	1%	2%	-	1%
9	1%	1%	1%	-	1%	-	-	1%	1%	0%	-	-	-	-	2%	0%	-	3%
10 - Very positive	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	0%	1%	-	-
Don't know	2%	2%	2%	1%	1%	1%	3%	2%	1%	3%	1%	3%	1%	-	2%	2%	2%	3%

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YouGov Word Sentiment

GB Sample: 4th - 5th September 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)

"Awful"

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland
Unweighted base	1056	495	561	86	164	160	180	466	644	412	261	181	111	130	227	910	56	90
Base: All GB adults	1063	531	532	117	170	161	174	441	617	446	253	185	109	147	223	917	54	91
0 - Very negative	30%	28%	33%	40%	31%	31%	31%	27%	31%	30%	26%	27%	29%	30%	38%	30%	37%	29%
1	25%	25%	26%	28%	28%	23%	24%	25%	26%	24%	27%	29%	29%	27%	22%	26%	9%	25%
2	21%	23%	19%	20%	22%	24%	24%	19%	22%	21%	25%	20%	22%	17%	20%	21%	24%	21%
3	10%	11%	9%	5%	9%	11%	9%	12%	10%	10%	8%	11%	10%	11%	9%	10%	14%	11%
4	3%	3%	3%	2%	3%	2%	3%	4%	3%	3%	3%	3%	2%	3%	2%	3%	3%	4%
5	2%	2%	2%	2%	1%	1%	1%	3%	2%	3%	2%	2%	2%	1%	2%	2%	2%	4%
6	1%	1%	2%	-	-	1%	2%	2%	2%	1%	1%	1%	-	4%	2%	2%	1%	-
7	1%	2%	1%	-	3%	1%	2%	1%	2%	1%	2%	2%	3%	1%	0%	2%	2%	-
8	2%	2%	1%	2%	1%	4%	1%	2%	2%	2%	2%	2%	1%	1%	2%	2%	-	2%
9	1%	1%	1%	-	-	1%	1%	2%	0%	2%	2%	-	2%	1%	0%	1%	3%	-
10 - Very positive	1%	1%	1%	-	-	1%	1%	2%	1%	1%	1%	0%	-	2%	1%	1%	2%	1%
Don't know	2%	1%	2%	2%	3%	1%	2%	1%	1%	2%	1%	3%	1%	1%	1%	1%	2%	3%

"Below average"

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland
Unweighted base	1052	487	565	97	160	155	165	475	638	414	260	181	98	134	228	901	58	93
Base: All GB adults	1052	517	535	118	170	158	158	447	608	443	257	177	97	147	226	904	55	93
0 - Very negative	5%	3%	7%	9%	3%	2%	5%	5%	4%	6%	5%	6%	6%	2%	6%	5%	5%	4%
1	4%	3%	5%	-	2%	4%	3%	7%	3%	5%	4%	4%	4%	3%	3%	4%	7%	5%
2	12%	8%	15%	11%	10%	9%	13%	13%	12%	11%	12%	13%	10%	11%	13%	12%	14%	6%
3	30%	29%	31%	29%	33%	31%	28%	30%	31%	29%	27%	26%	33%	34%	36%	31%	34%	24%
4	34%	41%	28%	41%	37%	44%	35%	28%	37%	30%	34%	35%	35%	34%	29%	33%	29%	49%
5	6%	7%	6%	3%	4%	7%	5%	9%	5%	8%	9%	8%	5%	7%	6%	7%	3%	3%
6	3%	3%	2%	5%	2%	1%	3%	2%	3%	2%	2%	2%	4%	5%	2%	3%	3%	2%
7	1%	2%	1%	-	2%	-	2%	2%	1%	2%	2%	2%	1%	-	1%	1%	3%	1%
8	1%	1%	1%	-	2%	1%	-	1%	1%	1%	1%	-	1%	1%	1%	1%	3%	1%
9	0%	0%	0%	-	-	1%	-	0%	0%	0%	-	0%	-	1%	-	0%	-	-
10 - Very positive	1%	1%	1%	1%	1%	-	1%	1%	0%	1%	1%	1%	-	-	1%	1%	-	2%
Don't know	3%	3%	3%	3%	4%	1%	4%	2%	2%	4%	3%	4%	2%	2%	3%	3%	4%	3%

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GB Sample: 4th - 5th September 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)

"Really bad"

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland
Unweighted base	1026	472	554	95	172	155	181	423	605	421	252	168	99	127	231	877	63	86
Base: All GB adults	1028	506	522	122	178	156	174	399	578	450	247	165	96	148	228	884	58	86
0 - Very negative	27%	21%	33%	25%	27%	24%	33%	28%	25%	31%	30%	28%	31%	23%	29%	28%	27%	19%
1	25%	25%	25%	20%	23%	26%	25%	27%	29%	20%	21%	23%	31%	24%	28%	25%	20%	31%
2	21%	22%	20%	26%	22%	23%	22%	18%	23%	18%	19%	26%	15%	25%	19%	21%	27%	17%
3	11%	13%	9%	11%	14%	16%	7%	10%	13%	10%	12%	11%	9%	12%	11%	11%	9%	14%
4	4%	4%	4%	7%	6%	4%	4%	2%	3%	5%	3%	6%	4%	5%	3%	4%	3%	3%
5	2%	3%	2%	4%	3%	1%	2%	2%	2%	3%	2%	2%	2%	1%	1%	2%	3%	7%
6	2%	2%	2%	-	1%	3%	1%	3%	2%	2%	3%	1%	2%	1%	2%	2%	3%	3%
7	2%	3%	1%	3%	3%	1%	1%	2%	1%	2%	4%	0%	2%	2%	0%	2%	2%	1%
8	1%	1%	1%	-	-	1%	1%	2%	0%	1%	1%	1%	1%	-	1%	1%	4%	-
9	1%	1%	0%	-	1%	-	-	2%	1%	1%	1%	-	-	1%	1%	1%	-	1%
10 - Very positive	1%	2%	1%	-	1%	1%	1%	3%	1%	2%	2%	1%	1%	3%	1%	2%	-	-
Don't know	2%	2%	2%	3%	1%	1%	4%	2%	1%	4%	2%	2%	2%	2%	3%	2%	1%	2%

"Very bad"

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland
Unweighted base	1029	451	578	103	169	156	164	437	616	413	242	181	103	128	243	897	48	84
Base: All GB adults	1029	482	547	126	175	155	159	414	587	442	234	183	100	145	238	901	45	83
0 - Very negative	29%	25%	33%	30%	27%	32%	27%	29%	28%	31%	36%	27%	32%	24%	29%	30%	34%	19%
1	27%	28%	26%	29%	24%	25%	27%	28%	27%	26%	24%	28%	25%	22%	27%	25%	33%	35%
2	23%	25%	21%	21%	26%	28%	24%	20%	26%	19%	18%	23%	24%	26%	24%	23%	20%	26%
3	8%	10%	6%	6%	9%	7%	10%	8%	9%	7%	4%	8%	9%	14%	8%	8%	4%	10%
4	3%	2%	4%	4%	4%	1%	4%	2%	3%	3%	3%	4%	2%	4%	2%	3%	2%	1%
5	2%	1%	3%	2%	4%	3%	-	2%	2%	3%	4%	2%	1%	3%	1%	2%	-	3%
6	1%	1%	1%	-	-	1%	2%	2%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%
7	1%	2%	1%	1%	3%	1%	1%	1%	1%	2%	3%	1%	1%	2%	0%	2%	2%	-
8	2%	2%	1%	4%	2%	1%	1%	1%	2%	2%	1%	3%	1%	1%	2%	2%	-	-
9	1%	1%	1%	-	1%	1%	-	2%	1%	1%	0%	1%	3%	1%	1%	1%	-	1%
10 - Very positive	2%	2%	2%	1%	-	2%	1%	3%	1%	2%	3%	1%	1%	1%	2%	2%	-	1%
Don't know	1%	1%	2%	2%	1%	-	3%	2%	1%	2%	1%	2%	1%	1%	2%	1%	2%	2%

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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)

"Pretty bad"

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland
Unweighted base	1026	468	558	86	156	163	174	447	609	417	264	163	122	118	215	882	56	88
Base: All GB adults	1019	490	529	110	157	163	167	423	581	438	252	161	120	134	211	877	52	90
0 - Very negative	7%	6%	8%	5%	5%	9%	7%	7%	5%	9%	6%	7%	7%	9%	6%	7%	7%	8%
1	9%	7%	12%	3%	7%	8%	8%	13%	8%	11%	8%	11%	8%	8%	8%	9%	14%	11%
2	22%	22%	22%	19%	17%	18%	21%	28%	23%	21%	22%	24%	29%	19%	24%	23%	13%	20%
3	34%	38%	30%	41%	38%	39%	41%	26%	39%	27%	33%	26%	30%	39%	37%	33%	43%	37%
4	16%	16%	17%	23%	23%	19%	10%	14%	17%	15%	19%	17%	16%	15%	16%	17%	12%	14%
5	4%	4%	4%	4%	3%	4%	3%	4%	3%	5%	4%	7%	3%	2%	4%	4%	2%	4%
6	2%	1%	3%	2%	2%	1%	2%	2%	2%	3%	2%	3%	1%	3%	1%	2%	2%	1%
7	1%	2%	1%	-	2%	1%	2%	1%	1%	1%	2%	1%	1%	2%	-	1%	2%	1%
8	1%	1%	1%	-	-	1%	1%	2%	1%	1%	1%	1%	2%	-	1%	1%	2%	-
9	0%	1%	0%	-	-	-	-	1%	0%	1%	0%	1%	2%	-	-	0%	-	1%
10 - Very positive	1%	1%	0%	-	1%	-	1%	1%	0%	1%	0%	1%	-	2%	-	1%	2%	1%
Don't know	2%	2%	2%	4%	2%	1%	4%	2%	1%	4%	2%	2%	2%	1%	3%	2%	2%	3%

"Mediocre"

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland
Unweighted base	1048	481	567	93	171	172	163	449	611	437	255	173	114	130	226	898	55	95
Base: All GB adults	1051	513	538	115	182	171	159	425	583	468	247	171	113	148	224	903	53	96
0 - Very negative	3%	3%	3%	1%	3%	4%	3%	3%	2%	3%	2%	4%	2%	6%	1%	3%	4%	4%
1	2%	2%	3%	-	1%	4%	3%	3%	3%	2%	1%	2%	2%	1%	5%	2%	3%	2%
2	7%	8%	6%	6%	4%	7%	7%	8%	8%	6%	5%	7%	9%	4%	9%	7%	11%	6%
3	13%	14%	12%	12%	14%	6%	11%	17%	15%	11%	15%	11%	12%	17%	14%	14%	8%	9%
4	20%	20%	19%	27%	24%	19%	20%	16%	19%	21%	20%	20%	32%	20%	14%	20%	15%	19%
5	41%	37%	45%	38%	43%	48%	46%	37%	41%	42%	39%	43%	31%	39%	43%	40%	51%	52%
6	5%	5%	4%	4%	3%	4%	2%	7%	6%	4%	7%	4%	6%	6%	3%	5%	2%	3%
7	2%	2%	3%	3%	2%	1%	3%	2%	2%	2%	3%	2%	1%	3%	2%	2%	4%	1%
8	2%	2%	1%	2%	2%	2%	1%	1%	1%	2%	0%	4%	3%	1%	1%	2%	-	1%
9	1%	2%	1%	2%	1%	1%	1%	1%	1%	2%	2%	1%	-	1%	2%	1%	-	1%
10 - Very positive	1%	1%	0%	-	1%	1%	-	2%	0%	1%	1%	1%	1%	-	2%	1%	-	-
Don't know	3%	3%	3%	5%	3%	5%	3%	2%	2%	4%	5%	3%	2%	3%	3%	3%	2%	2%

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YouGov Word Sentiment

GB Sample: 4th - 5th September 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)

"Rubbish"

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland
Unweighted base	1011	463	548	101	146	165	169	430	597	414	248	172	104	110	230	864	50	97
Base: All GB adults	1019	498	520	132	148	169	161	409	575	444	247	171	105	129	224	876	46	97
0 - Very negative	22%	19%	26%	16%	24%	24%	18%	25%	21%	25%	24%	22%	25%	22%	21%	22%	22%	21%
1	22%	22%	21%	28%	12%	19%	29%	21%	23%	20%	19%	21%	18%	32%	18%	21%	22%	26%
2	23%	22%	23%	24%	26%	29%	25%	17%	26%	18%	22%	23%	28%	20%	25%	23%	20%	17%
3	16%	16%	15%	16%	22%	15%	12%	15%	16%	15%	18%	17%	16%	9%	16%	16%	10%	15%
4	4%	4%	5%	4%	7%	3%	5%	4%	5%	4%	3%	6%	4%	2%	6%	5%	4%	5%
5	4%	5%	3%	2%	3%	4%	2%	5%	3%	5%	4%	5%	-	6%	4%	4%	2%	3%
6	2%	3%	1%	3%	2%	1%	3%	1%	1%	2%	1%	1%	2%	3%	2%	2%	2%	2%
7	2%	2%	2%	4%	1%	1%	2%	3%	1%	3%	2%	1%	4%	2%	2%	2%	10%	2%
8	2%	2%	2%	2%	-	0%	1%	3%	1%	2%	3%	1%	2%	-	2%	2%	2%	-
9	1%	1%	1%	-	2%	-	-	2%	1%	2%	1%	1%	1%	-	2%	1%	2%	1%
10 - Very positive	1%	2%	1%	1%	-	2%	1%	2%	1%	2%	2%	2%	-	1%	1%	1%	-	4%
Don't know	2%	1%	2%	-	2%	1%	4%	1%	1%	2%	1%	1%	1%	3%	1%	1%	4%	3%

"Average"

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland
Unweighted base	1008	474	534	87	164	170	173	414	573	435	251	153	116	121	216	857	60	91
Base: All GB adults	1020	514	506	118	169	172	168	393	548	472	248	156	114	139	213	871	58	92
0 - Very negative	0%	0%	0%	-	1%	-	1%	0%	0%	0%	-	1%	1%	-	-	0%	-	1%
1	1%	1%	1%	-	-	2%	1%	1%	0%	1%	-	1%	-	2%	0%	1%	-	1%
2	1%	1%	2%	-	2%	1%	1%	1%	1%	1%	1%	2%	-	2%	1%	1%	5%	-
3	3%	2%	4%	4%	4%	2%	3%	3%	3%	3%	3%	4%	4%	4%	1%	3%	5%	2%
4	10%	7%	12%	10%	12%	11%	11%	7%	10%	9%	9%	8%	12%	10%	11%	10%	6%	8%
5	66%	67%	64%	68%	69%	67%	67%	62%	67%	64%	65%	64%	70%	66%	63%	65%	60%	72%
6	10%	11%	9%	8%	5%	10%	8%	14%	10%	10%	11%	9%	4%	8%	14%	10%	13%	10%
7	4%	4%	3%	5%	2%	2%	5%	5%	2%	5%	4%	6%	3%	3%	3%	4%	3%	3%
8	2%	2%	2%	-	1%	1%	2%	4%	2%	2%	3%	2%	3%	1%	2%	2%	3%	-
9	1%	1%	0%	-	1%	1%	1%	1%	1%	1%	2%	1%	-	-	0%	1%	-	-
10 - Very positive	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	0%	1%	-	2%
Don't know	2%	3%	2%	5%	3%	1%	2%	1%	2%	2%	1%	2%	1%	2%	3%	2%	5%	1%

YouGov Word Sentiment

GB Sample: 4th - 5th September 2018

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)

	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
"OK"																		
Unweighted base	1061	466	595	98	157	166	174	466	640	421	259	163	117	122	254	915	51	95
Base: All GB adults	1054	493	562	122	161	165	168	439	606	448	253	160	114	137	246	910	48	97
0 - Very negative	0%	-	1%	-	-	1%	1%	0%	0%	0%	1%	1%	-	-	-	0%	2%	-
1	0%	0%	0%	-	1%	-	-	0%	0%	0%	0%	1%	1%	-	-	0%	-	-
2	1%	0%	1%	1%	1%	-	-	1%	1%	1%	1%	1%	-	1%	1%	1%	-	1%
3	3%	1%	5%	9%	3%	3%	5%	1%	2%	5%	3%	5%	2%	4%	3%	3%	4%	3%
4	7%	6%	8%	9%	10%	4%	5%	8%	7%	7%	5%	7%	4%	8%	9%	7%	9%	10%
5	46%	45%	47%	58%	54%	56%	44%	37%	50%	42%	48%	43%	50%	39%	48%	46%	46%	50%
6	24%	28%	20%	20%	23%	23%	24%	25%	24%	24%	22%	23%	24%	30%	22%	24%	23%	27%
7	10%	9%	10%	4%	3%	8%	14%	13%	9%	10%	11%	11%	10%	10%	10%	11%	-	5%
8	5%	6%	3%	-	3%	3%	4%	7%	4%	5%	7%	4%	4%	5%	2%	4%	11%	2%
9	1%	1%	1%	-	1%	-	-	2%	0%	1%	1%	1%	2%	-	1%	1%	2%	-
10 - Very positive	2%	2%	2%	-	1%	2%	1%	3%	1%	2%	1%	2%	2%	1%	3%	2%	-	2%
Don't know	1%	1%	1%	-	2%	-	3%	1%	1%	2%	2%	1%	1%	2%	1%	1%	4%	1%
"Great"																		
Unweighted base	1066	486	580	95	150	180	176	465	630	436	259	168	115	126	241	909	57	100
Base: All GB adults	1071	521	551	123	157	183	170	439	609	462	252	169	114	145	238	917	54	100
0 - Very negative	0%	0%	0%	-	1%	1%	-	-	0%	0%	-	1%	-	-	-	0%	-	1%
1	0%	-	0%	-	-	-	-	0%	-	0%	-	-	1%	-	-	0%	-	-
2	0%	0%	-	-	-	-	-	0%	0%	-	-	-	-	-	0%	0%	-	-
3	0%	1%	-	1%	-	-	-	0%	0%	0%	1%	-	1%	1%	-	0%	-	-
4	1%	1%	1%	1%	-	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%
5	4%	3%	4%	2%	7%	5%	2%	4%	4%	4%	4%	3%	5%	6%	3%	4%	3%	3%
6	9%	8%	10%	9%	12%	9%	6%	8%	9%	8%	6%	10%	6%	14%	9%	9%	9%	10%
7	25%	23%	26%	32%	31%	22%	25%	21%	25%	24%	25%	23%	30%	18%	27%	25%	22%	26%
8	32%	34%	31%	36%	27%	35%	36%	31%	35%	29%	33%	28%	31%	30%	35%	32%	35%	34%
9	16%	16%	17%	10%	9%	14%	18%	21%	16%	17%	17%	17%	15%	18%	15%	16%	17%	14%
10 - Very positive	11%	11%	10%	5%	11%	13%	11%	11%	8%	14%	13%	14%	8%	11%	8%	11%	10%	9%
Don't know	2%	2%	1%	4%	2%	1%	2%	2%	1%	2%	1%	3%	2%	1%	2%	2%	4%	1%

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YouGov Word Sentiment

GB Sample: 4th - 5th September 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)

"Good"

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland
Unweighted base	1049	481	568	96	156	170	175	452	625	424	258	178	111	115	241	903	50	96
Base: All GB adults	1059	522	537	128	164	171	169	426	598	461	252	185	110	130	239	916	47	95
0 - Very negative	0%	0%	-	-	-	1%	-	-	0%	-	-	-	-	-	-	-	-	1%
1	0%	0%	0%	-	1%	-	-	0%	0%	0%	1%	-	-	-	-	0%	-	-
2	0%	0%	1%	2%	-	-	1%	0%	1%	0%	0%	-	3%	-	0%	1%	-	-
3	0%	0%	0%	-	1%	-	1%	0%	0%	0%	-	0%	1%	1%	-	0%	-	1%
4	1%	1%	1%	3%	3%	1%	1%	1%	2%	1%	1%	3%	2%	1%	1%	1%	2%	-
5	10%	9%	11%	19%	10%	10%	11%	7%	9%	11%	10%	14%	14%	7%	7%	10%	6%	10%
6	25%	26%	23%	34%	33%	25%	21%	20%	26%	23%	25%	21%	26%	27%	22%	24%	33%	27%
7	31%	32%	31%	25%	25%	36%	35%	32%	35%	25%	27%	28%	32%	32%	36%	31%	32%	32%
8	19%	19%	20%	12%	17%	18%	16%	24%	17%	21%	20%	19%	14%	20%	20%	19%	17%	19%
9	5%	5%	6%	-	5%	4%	6%	8%	4%	7%	7%	4%	3%	4%	7%	5%	4%	5%
10 - Very positive	5%	5%	6%	1%	5%	5%	8%	6%	3%	8%	6%	7%	5%	6%	5%	6%	4%	3%
Don't know	2%	3%	1%	4%	2%	1%	2%	1%	1%	3%	2%	2%	1%	2%	1%	2%	2%	2%

"Fantastic"

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland
Unweighted base	1009	451	558	88	157	155	172	437	593	416	236	180	111	120	223	870	55	84
Base: All GB adults	1010	480	530	112	160	157	165	416	567	443	229	181	111	134	217	872	53	86
0 - Very negative	0%	1%	-	-	-	1%	-	1%	0%	1%	-	1%	-	-	1%	0%	-	1%
1	0%	0%	-	-	-	-	1%	-	-	0%	-	-	-	-	0%	0%	-	-
2	1%	1%	0%	3%	-	-	1%	1%	1%	1%	0%	1%	2%	1%	-	1%	-	1%
3	0%	1%	0%	-	1%	-	-	1%	0%	1%	-	-	1%	2%	0%	1%	-	-
4	1%	0%	1%	-	1%	1%	1%	1%	0%	1%	1%	-	-	1%	2%	1%	-	-
5	2%	2%	2%	4%	2%	3%	1%	2%	1%	3%	2%	4%	2%	2%	1%	2%	-	1%
6	2%	3%	1%	2%	2%	-	3%	3%	2%	2%	4%	2%	1%	2%	3%	2%	2%	-
7	8%	9%	7%	7%	10%	5%	5%	9%	9%	7%	7%	8%	10%	8%	6%	7%	13%	12%
8	20%	21%	20%	31%	20%	18%	17%	19%	20%	20%	22%	23%	29%	12%	19%	21%	16%	18%
9	25%	24%	26%	22%	33%	29%	27%	21%	29%	21%	27%	22%	23%	22%	28%	25%	30%	26%
10 - Very positive	39%	36%	41%	28%	30%	43%	43%	41%	37%	41%	37%	38%	31%	48%	39%	39%	38%	39%
Don't know	2%	2%	2%	3%	1%	1%	3%	1%	1%	3%	0%	3%	1%	3%	1%	2%	2%	1%

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GB Sample: 4th - 5th September 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)

"Brilliant"

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland
Unweighted base	1043	475	568	100	167	184	176	416	629	414	240	186	108	138	252	924	47	72
Base: All GB adults	1035	499	537	123	171	180	169	393	596	439	230	184	104	155	246	920	44	72
0 - Very negative	0%	0%	0%	-	-	-	-	1%	0%	0%	-	1%	-	-	-	0%	-	-
1	0%	0%	0%	-	0%	1%	-	0%	0%	0%	0%	-	1%	1%	0%	0%	-	-
2	0%	0%	-	-	-	-	-	1%	0%	0%	-	-	-	1%	0%	0%	-	-
3	0%	0%	-	-	-	1%	-	0%	0%	0%	-	-	1%	1%	-	0%	-	-
4	0%	0%	1%	1%	1%	0%	-	0%	0%	1%	1%	-	-	-	1%	0%	2%	-
5	2%	2%	3%	1%	3%	2%	2%	3%	2%	3%	3%	1%	-	4%	1%	2%	6%	5%
6	3%	3%	3%	4%	4%	2%	3%	2%	3%	3%	4%	2%	1%	3%	4%	3%	-	4%
7	8%	11%	5%	10%	9%	8%	6%	7%	8%	8%	8%	11%	5%	7%	7%	8%	6%	10%
8	18%	19%	18%	18%	21%	20%	19%	16%	21%	15%	21%	16%	26%	15%	17%	18%	25%	18%
9	26%	26%	27%	33%	26%	29%	29%	22%	27%	26%	23%	25%	32%	25%	32%	27%	20%	19%
10 - Very positive	39%	35%	42%	30%	32%	37%	38%	46%	37%	41%	39%	42%	35%	44%	35%	39%	39%	40%
Don't know	2%	2%	2%	4%	3%	-	3%	1%	1%	3%	1%	2%	-	1%	3%	2%	2%	5%

"Above average"

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland
Unweighted base	1049	464	585	92	177	170	161	449	624	425	255	176	117	121	241	910	52	87
Base: All GB adults	1048	494	554	115	182	173	155	422	593	455	250	174	114	135	238	911	49	88
0 - Very negative	0%	0%	1%	-	1%	1%	-	0%	0%	0%	-	-	-	1%	1%	0%	-	1%
1	0%	0%	0%	-	-	-	1%	0%	0%	0%	1%	-	-	-	-	0%	2%	-
2	0%	1%	-	-	1%	1%	-	0%	0%	1%	1%	-	-	1%	-	0%	2%	1%
3	1%	1%	2%	3%	2%	2%	-	1%	1%	2%	1%	2%	1%	4%	-	2%	-	1%
4	2%	1%	4%	3%	3%	2%	1%	3%	3%	2%	3%	1%	3%	4%	2%	2%	4%	1%
5	8%	7%	9%	15%	8%	11%	6%	5%	7%	9%	10%	7%	10%	10%	5%	8%	4%	8%
6	35%	39%	31%	44%	45%	45%	36%	23%	38%	31%	33%	40%	31%	39%	33%	35%	20%	38%
7	31%	33%	29%	22%	29%	24%	37%	34%	30%	31%	28%	28%	32%	27%	35%	30%	40%	32%
8	13%	13%	14%	10%	6%	8%	14%	19%	14%	13%	13%	14%	16%	9%	15%	13%	19%	9%
9	4%	3%	6%	1%	4%	2%	3%	7%	4%	5%	6%	4%	3%	4%	4%	4%	3%	5%
10 - Very positive	3%	2%	4%	1%	1%	4%	1%	6%	2%	5%	4%	3%	3%	2%	5%	4%	2%	2%
Don't know	1%	1%	1%	-	0%	1%	2%	2%	1%	1%	0%	1%	1%	1%	1%	1%	5%	1%

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YouGov Word Sentiment

GB Sample: 4th - 5th September 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)

"Really good"

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland
Unweighted base	1046	473	573	89	161	163	181	452	625	421	273	157	108	128	233	899	63	84
Base: All GB adults	1041	498	543	110	163	164	176	427	598	444	265	158	106	141	228	898	59	84
0 - Very negative	0%	0%	-	-	-	1%	0%	-	0%	0%	1%	-	-	-	-	0%	-	-
1	1%	0%	1%	-	-	1%	1%	1%	0%	1%	1%	1%	-	1%	0%	1%	-	-
2	0%	0%	0%	-	1%	-	-	0%	0%	0%	0%	-	-	-	0%	0%	1%	-
3	0%	0%	0%	-	1%	1%	-	-	0%	0%	-	-	1%	1%	-	0%	2%	-
4	1%	1%	1%	2%	1%	0%	2%	1%	1%	1%	1%	-	1%	2%	1%	1%	2%	-
5	3%	4%	3%	9%	4%	1%	2%	3%	2%	5%	3%	3%	2%	5%	3%	3%	4%	4%
6	8%	8%	7%	16%	10%	6%	8%	6%	9%	6%	9%	8%	5%	9%	4%	7%	9%	12%
7	22%	21%	23%	29%	30%	22%	21%	17%	23%	20%	22%	22%	25%	21%	22%	22%	20%	21%
8	34%	35%	34%	19%	30%	41%	37%	37%	38%	30%	32%	30%	40%	39%	37%	35%	29%	33%
9	18%	17%	18%	16%	11%	18%	13%	22%	16%	20%	20%	18%	15%	10%	20%	17%	15%	22%
10 - Very positive	10%	10%	11%	5%	11%	9%	12%	11%	7%	14%	10%	15%	9%	10%	8%	10%	13%	8%
Don't know	2%	3%	2%	4%	2%	-	4%	2%	1%	4%	2%	3%	2%	1%	3%	2%	5%	1%

"Very good"

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland
Unweighted base	1027	470	557	85	167	175	177	423	618	409	239	176	116	116	233	880	63	84
Base: All GB adults	1023	497	527	106	173	176	170	398	586	437	234	176	114	130	228	881	60	82
0 - Very negative	0%	0%	-	-	-	1%	-	-	0%	-	-	-	-	-	-	-	-	1%
1	0%	-	0%	-	-	1%	-	0%	0%	0%	0%	1%	-	-	-	0%	-	-
2	0%	1%	0%	-	-	0%	-	1%	0%	0%	1%	-	1%	-	0%	0%	-	-
3	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	-	0%	5%	-
4	1%	1%	0%	1%	1%	-	-	1%	1%	0%	0%	-	1%	1%	1%	1%	-	-
5	3%	2%	4%	5%	3%	4%	3%	2%	2%	5%	5%	1%	2%	5%	2%	3%	3%	6%
6	7%	8%	6%	11%	11%	7%	7%	5%	8%	6%	7%	7%	6%	8%	8%	7%	4%	8%
7	21%	21%	22%	31%	28%	22%	17%	18%	24%	18%	21%	22%	23%	29%	17%	22%	21%	19%
8	33%	34%	31%	34%	30%	34%	32%	33%	33%	32%	28%	39%	35%	29%	34%	33%	28%	33%
9	18%	17%	20%	9%	12%	15%	19%	25%	17%	20%	18%	16%	19%	16%	21%	18%	20%	19%
10 - Very positive	14%	12%	15%	9%	12%	14%	17%	14%	13%	15%	18%	13%	12%	10%	14%	14%	16%	10%
Don't know	2%	2%	1%	-	3%	1%	5%	1%	1%	3%	1%	2%	2%	2%	2%	2%	3%	3%

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YouGov Word Sentiment

GB Sample: 4th - 5th September 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)

"Superb"

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland
Unweighted base	1023	474	549	98	152	165	164	444	618	405	251	173	95	123	241	883	57	83
Base: All GB adults	1023	505	519	127	154	164	157	421	594	430	244	169	92	139	241	885	54	84
0 - Very negative	0%	0%	0%	1%	-	-	-	0%	0%	0%	-	0%	-	-	0%	0%	-	1%
1	0%	0%	-	-	-	-	-	0%	-	0%	0%	-	-	-	-	0%	2%	-
2	0%	-	0%	-	-	-	-	0%	0%	0%	0%	-	1%	-	-	0%	-	-
3	1%	1%	0%	1%	1%	1%	-	0%	1%	1%	1%	-	-	1%	1%	1%	2%	-
4	1%	1%	1%	1%	1%	2%	-	1%	1%	1%	1%	-	1%	2%	1%	1%	3%	1%
5	2%	2%	2%	-	3%	1%	3%	2%	2%	2%	2%	2%	-	4%	2%	2%	-	1%
6	3%	4%	3%	4%	4%	3%	4%	3%	3%	4%	3%	4%	1%	3%	2%	3%	5%	7%
7	7%	7%	6%	5%	10%	5%	10%	5%	6%	7%	7%	6%	4%	8%	7%	7%	7%	4%
8	18%	20%	16%	28%	16%	16%	12%	18%	17%	18%	20%	18%	16%	19%	17%	18%	18%	15%
9	27%	30%	25%	32%	29%	27%	27%	25%	31%	23%	28%	26%	38%	20%	28%	27%	25%	29%
10 - Very positive	40%	33%	46%	26%	37%	46%	44%	41%	39%	41%	36%	41%	38%	42%	40%	39%	45%	42%
Don't know	1%	1%	1%	3%	-	-	1%	2%	1%	2%	0%	2%	-	2%	2%	1%	3%	-

"Pretty good"

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland
Unweighted base	1007	463	544	76	157	164	181	429	602	405	257	160	98	131	220	866	51	90
Base: All GB adults	1005	487	518	95	162	166	176	407	575	430	250	158	95	152	213	869	47	90
0 - Very negative	0%	0%	0%	1%	-	-	1%	0%	-	1%	0%	1%	-	-	-	0%	-	-
1	0%	-	0%	-	-	-	-	0%	-	0%	-	-	1%	-	-	0%	-	-
2	0%	1%	-	-	-	1%	-	0%	0%	1%	-	-	1%	1%	-	0%	-	-
3	1%	1%	0%	-	1%	1%	1%	1%	1%	0%	-	2%	-	-	1%	1%	2%	1%
4	2%	1%	2%	4%	2%	1%	2%	2%	2%	2%	2%	1%	1%	3%	1%	2%	4%	2%
5	9%	9%	10%	9%	9%	12%	11%	8%	9%	10%	9%	9%	8%	13%	9%	10%	8%	7%
6	28%	29%	27%	36%	37%	28%	27%	22%	30%	25%	27%	18%	33%	30%	30%	27%	35%	28%
7	35%	37%	33%	33%	34%	37%	34%	35%	37%	32%	34%	42%	32%	33%	35%	35%	32%	33%
8	17%	15%	18%	11%	12%	12%	17%	21%	15%	19%	21%	17%	17%	9%	15%	16%	10%	23%
9	4%	4%	4%	3%	2%	2%	3%	6%	3%	4%	3%	6%	3%	6%	3%	4%	6%	-
10 - Very positive	4%	3%	4%	2%	3%	5%	2%	5%	3%	5%	4%	3%	5%	5%	5%	4%	-	2%
Don't know	1%	1%	1%	-	1%	1%	2%	0%	0%	1%	1%	-	-	-	0%	0%	4%	3%

YouGov Word Sentiment

GB Sample: 4th - 5th September 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)

"Not bad"

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland
Unweighted base	1037	470	567	81	160	168	164	464	628	409	254	173	99	116	245	887	60	90
Base: All GB adults	1023	485	538	98	163	167	159	437	592	432	243	170	97	127	238	875	57	91
0 - Very negative	0%	1%	0%	-	2%	-	-	0%	0%	1%	1%	1%	-	-	-	0%	-	1%
1	1%	1%	1%	1%	1%	1%	-	1%	0%	1%	0%	1%	-	1%	1%	1%	-	2%
2	2%	2%	3%	1%	2%	2%	3%	3%	2%	4%	3%	1%	3%	2%	2%	2%	5%	2%
3	8%	6%	10%	9%	10%	7%	5%	8%	7%	9%	7%	5%	7%	12%	10%	8%	11%	5%
4	17%	13%	20%	15%	15%	16%	18%	17%	18%	14%	20%	14%	19%	14%	13%	16%	18%	19%
5	33%	32%	33%	38%	41%	37%	35%	26%	33%	32%	33%	36%	35%	22%	33%	32%	35%	37%
6	24%	28%	20%	27%	19%	24%	23%	25%	26%	20%	23%	24%	18%	30%	24%	24%	23%	24%
7	10%	12%	8%	7%	8%	7%	10%	12%	9%	11%	9%	12%	11%	13%	10%	11%	5%	5%
8	3%	3%	2%	-	1%	3%	3%	4%	2%	4%	3%	3%	4%	3%	2%	3%	2%	1%
9	1%	1%	1%	-	-	1%	1%	1%	0%	1%	0%	-	-	2%	1%	1%	2%	-
10 - Very positive	1%	1%	1%	-	-	1%	-	1%	0%	1%	0%	-	1%	-	2%	1%	-	2%
Don't know	1%	1%	1%	2%	1%	-	2%	2%	1%	2%	1%	2%	1%	1%	2%	1%	-	-

"Abysmal"

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland
Unweighted base	1043	485	558	78	168	172	180	445	630	413	258	167	116	114	230	885	56	102
Base: All GB adults	1027	504	523	93	172	173	171	418	597	430	252	163	114	124	221	875	53	100
0 - Very negative	49%	43%	55%	59%	58%	51%	53%	41%	52%	46%	43%	50%	51%	52%	53%	49%	49%	52%
1	23%	27%	20%	15%	21%	22%	21%	28%	24%	23%	22%	22%	21%	22%	25%	23%	28%	26%
2	10%	12%	8%	1%	7%	12%	11%	11%	9%	10%	11%	10%	11%	7%	9%	10%	12%	7%
3	4%	3%	5%	5%	2%	2%	4%	5%	4%	3%	7%	3%	2%	2%	3%	4%	4%	4%
4	2%	3%	1%	2%	1%	2%	2%	3%	2%	3%	2%	3%	3%	2%	2%	2%	2%	1%
5	2%	2%	3%	6%	4%	2%	2%	2%	2%	4%	3%	5%	3%	2%	0%	3%	-	2%
6	1%	2%	1%	-	1%	0%	1%	2%	1%	1%	0%	2%	1%	3%	1%	1%	-	2%
7	1%	2%	0%	-	2%	3%	2%	1%	2%	1%	3%	-	1%	2%	0%	1%	2%	-
8	1%	1%	1%	-	1%	-	1%	2%	1%	2%	3%	1%	1%	3%	1%	2%	-	-
9	1%	1%	1%	2%	-	2%	1%	1%	1%	1%	1%	-	3%	1%	1%	1%	-	1%
10 - Very positive	1%	1%	0%	-	-	1%	-	1%	0%	1%	1%	1%	-	-	0%	1%	-	-
Don't know	4%	3%	5%	10%	5%	3%	3%	3%	2%	6%	4%	3%	4%	5%	3%	4%	4%	5%

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