YouGov

January 21 - 22, 2014

YouGov

1. Words associated with the south

Which of the following words do you associate with the South?

		Gender		Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Easy-going	47%	49%	44%	33%	43%	51%	61%	33%	50%	62%
Smart	16%	17%	14%	15%	14%	17%	18%	10%	18%	21%
Mature	15%	14%	16%	14%	9%	18%	21%	12%	16%	19%
Aggressive	17%	19%	15%	27%	17%	13%	13%	23%	16%	9%
Enthusiastic	15%	16%	15%	17%	10%	17%	20%	12%	15%	23%
Conscientious	16%	17%	15%	12%	11%	19%	26%	9%	18%	24%
Uninhibited	11%	12%	10%	9%	10%	13%	12%	11%	11%	10%
Sensitive	17%	18%	16%	12%	9%	19%	30%	11%	17%	26%
Suspicious	18%	21%	15%	20%	15%	19%	23%	23%	18%	11%
Imaginative	13%	13%	13%	12%	10%	16%	12%	7%	15%	18%
Wordly	8%	9%	8%	13%	6%	8%	4%	8%	9%	7%
Worrying	9%	11%	7%	13%	8%	9%	8%	12%	9%	2%
Experimental	6%	5%	6%	6%	8%	4%	6%	9%	3%	5%
Self-reliant	29%	33%	25%	22%	23%	35%	33%	19%	32%	39%
Self-disciplined	18%	20%	16%	14%	13%	22%	22%	9%	19%	30%
Impatient	9%	10%	8%	18%	5%	8%	7%	15%	7%	2%
Polite	46%	49%	44%	39%	37%	51%	57%	35%	49%	60%
Rude	14%	16%	11%	20%	15%	10%	13%	19%	13%	6%
Mean	12%	15%	9%	17%	12%	11%	9%	18%	11%	3%
Kind	32%	29%	34%	25%	26%	36%	37%	24%	31%	45%
None of these	18%	15%	20%	18%	21%	16%	12%	21%	17%	14%
Totals	(1,000)	(484)	(516)	(161)	(237)	(391)	(193)	(369)	(414)	(217)

		Race			Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Easy-going	47%	52%	35%	28%	42%	51%	58%	50%	50%	46%	52%	35%
Smart	16%	16%	15%	14%	16%	13%	5%	20%	16%	12%	22%	8%
Mature	15%	15%	16%	13%	15%	13%	19%	10%	14%	10%	21%	11%
Aggressive	17%	14%	33%	17%	21%	13%	6%	19%	13%	17%	21%	13%
Enthusiastic	15%	16%	17%	9%	12%	15%	16%	16%	13%	12%	20%	12%
Conscientious	16%	17%	17%	9%	14%	15%	17%	17%	14%	16%	20%	12%
Uninhibited	11%	11%	13%	6%	11%	13%	10%	7%	14%	13%	10%	8%
Sensitive	17%	18%	17%	10%	15%	14%	30%	15%	19%	14%	23%	9%
Suspicious	18%	17%	20%	22%	15%	20%	22%	24%	19%	19%	18%	17%
Imaginative	13%	13%	14%	15%	12%	12%	17%	8%	10%	10%	19%	9%
Wordly	8%	7%	10%	15%	9%	9%	3%	7%	8%	7%	9%	8%
Worrying	9%	8%	12%	9%	9%	9%	10%	8%	7%	6%	10%	11%
Experimental	6%	4%	17%	5%	6%	2%	7%	9%	4%	1%	11%	3%
Self-reliant	29%	31%	25%	22%	27%	31%	31%	27%	24%	24%	38%	24%
Self-disciplined	18%	19%	14%	16%	16%	17%	22%	16%	11%	15%	23%	18%
Impatient	9%	6%	16%	19%	10%	9%	10%	14%	10%	5%	9%	10%
Polite	46%	51%	31%	32%	40%	50%	54%	57%	48%	46%	49%	40%
Rude	14%	11%	23%	18%	16%	14%	8%	11%	11%	13%	15%	14%
Mean	12%	10%	19%	13%	12%	12%	14%	13%	11%	12%	12%	13%
Kind	32%	34%	32%	18%	26%	35%	40%	37%	27%	32%	41%	20%
None of these	18%	15%	24%	23%	18%	16%	10%	11%	13%	19%	13%	26%
Totals	(1,000)	(772)	(112)	(116)	(379)	(281)	(61)	(119)	(168)	(196)	(332)	(304)

2. Words associated with the northeast
Which of the following words do you associate with the Northeast?

		Gender		Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Easy-going	8%	8%	9%	10%	8%	7%	8%	9%	8%	8%
Smart	25%	26%	25%	28%	24%	22%	32%	32%	22%	23%
Mature	18%	19%	17%	23%	12%	18%	17%	22%	13%	20%
Aggressive	36%	35%	37%	34%	31%	38%	46%	30%	37%	45%
Enthusiastic	14%	15%	14%	19%	10%	13%	19%	15%	13%	15%
Conscientious	15%	15%	14%	17%	11%	14%	19%	20%	13%	10%
Uninhibited	10%	12%	8%	8%	11%	10%	14%	9%	10%	11%
Sensitive	10%	11%	8%	9%	12%	8%	9%	8%	11%	10%
Suspicious	18%	23%	13%	10%	13%	26%	19%	14%	20%	20%
Imaginative	14%	15%	14%	17%	14%	13%	16%	17%	13%	12%
Wordly	23%	24%	22%	16%	28%	21%	25%	25%	22%	22%
Worrying	10%	12%	8%	10%	10%	9%	10%	6%	11%	14%
Experimental	12%	14%	10%	16%	12%	9%	13%	13%	11%	10%
Self-reliant	21%	17%	25%	20%	17%	22%	26%	25%	19%	20%
Self-disciplined	15%	15%	15%	17%	11%	17%	15%	19%	13%	13%
Impatient	33%	38%	29%	35%	29%	35%	38%	25%	37%	39%
Polite	11%	11%	10%	13%	9%	10%	12%	13%	9%	10%
Rude	36%	41%	31%	30%	35%	37%	40%	21%	43%	46%
Mean	18%	22%	14%	12%	19%	19%	19%	10%	23%	21%
Kind	9%	9%	9%	12%	7%	10%	9%	10%	8%	9%
None of these	21%	19%	22%	24%	24%	19%	15%	23%	20%	18%
Totals	(1,000)	(484)	(516)	(161)	(237)	(391)	(193)	(369)	(414)	(217)

		Race			Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Easy-going	8%	6%	13%	15%	9%	8%	6%	6%	12%	8%	7%	8%
Smart	25%	26%	24%	23%	21%	24%	29%	44%	40%	21%	24%	19%
Mature	18%	17%	18%	19%	18%	16%	14%	29%	25%	18%	16%	15%
Aggressive	36%	40%	24%	23%	26%	44%	39%	40%	44%	27%	37%	36%
Enthusiastic	14%	15%	16%	9%	14%	13%	13%	26%	25%	12%	14%	8%
Conscientious	15%	14%	18%	16%	13%	14%	17%	14%	23%	9%	16%	12%
Uninhibited	10%	11%	11%	6%	9%	12%	12%	8%	10%	8%	13%	7%
Sensitive	10%	10%	13%	6%	11%	9%	9%	11%	10%	11%	10%	7%
Suspicious	18%	20%	17%	10%	15%	18%	24%	24%	16%	11%	24%	17%
Imaginative	14%	13%	18%	16%	14%	17%	16%	16%	23%	7%	16%	13%
Wordly	23%	23%	20%	24%	18%	29%	29%	29%	32%	18%	23%	20%
Worrying	10%	10%	6%	12%	11%	9%	6%	7%	7%	8%	11%	13%
Experimental	12%	10%	16%	15%	13%	12%	8%	11%	14%	9%	14%	9%
Self-reliant	21%	22%	22%	18%	19%	25%	17%	25%	29%	20%	17%	22%
Self-disciplined	15%	16%	17%	9%	15%	14%	14%	23%	20%	14%	16%	11%
Impatient	33%	38%	20%	21%	26%	42%	25%	44%	41%	22%	37%	33%
Polite	11%	11%	13%	7%	12%	10%	9%	12%	16%	13%	9%	7%
Rude	36%	40%	16%	26%	30%	38%	49%	35%	29%	31%	42%	35%
Mean	18%	19%	14%	16%	14%	18%	26%	20%	15%	12%	22%	19%
Kind	9%	8%	8%	13%	9%	9%	8%	12%	16%	8%	7%	7%
None of these	21%	18%	25%	29%	24%	19%	13%	11%	16%	26%	17%	25%
Totals	(1,000)	(772)	(112)	(116)	(379)	(281)	(61)	(119)	(168)	(196)	(332)	(304)

3. Words associated with the west
Which of the following words do you associate with the West?

		Gender		Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Easy-going	29%	30%	27%	25%	28%	32%	29%	32%	26%	27%
Smart	19%	20%	17%	14%	15%	18%	28%	20%	15%	23%
Mature	13%	15%	12%	15%	8%	13%	20%	14%	12%	15%
Aggressive	21%	22%	20%	16%	17%	23%	28%	21%	18%	27%
Enthusiastic	22%	23%	22%	25%	16%	23%	29%	26%	19%	25%
Conscientious	18%	18%	18%	13%	15%	20%	23%	17%	18%	19%
Uninhibited	28%	35%	22%	19%	25%	34%	34%	26%	29%	30%
Sensitive	12%	14%	9%	13%	15%	10%	10%	10%	12%	13%
Suspicious	10%	14%	7%	8%	8%	13%	11%	6%	11%	15%
Imaginative	28%	31%	26%	34%	25%	27%	35%	28%	27%	31%
Wordly	16%	15%	16%	19%	16%	15%	17%	18%	15%	13%
Worrying	7%	10%	5%	8%	5%	7%	7%	4%	10%	6%
Experimental	30%	33%	28%	30%	27%	33%	30%	32%	29%	30%
Self-reliant	29%	30%	27%	18%	24%	33%	42%	29%	26%	32%
Self-disciplined	18%	19%	16%	13%	15%	19%	23%	13%	20%	20%
Impatient	14%	17%	13%	14%	12%	17%	17%	12%	15%	19%
Polite	14%	17%	12%	11%	15%	14%	18%	11%	14%	21%
Rude	14%	17%	12%	16%	13%	15%	13%	10%	16%	19%
Mean	7%	9%	5%	7%	10%	7%	5%	6%	9%	6%
Kind	13%	14%	12%	13%	14%	12%	16%	13%	13%	15%
None of these	19%	18%	20%	27%	26%	13%	15%	20%	21%	15%
Totals	(1,000)	(484)	(516)	(161)	(237)	(391)	(193)	(369)	(414)	(217)

		Race			Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Easy-going	29%	30%	23%	24%	24%	31%	28%	40%	35%	18%	28%	35%
Smart	19%	18%	25%	18%	15%	18%	21%	24%	18%	12%	21%	22%
Mature	13%	14%	15%	10%	12%	13%	17%	10%	13%	12%	14%	14%
Aggressive	21%	21%	18%	25%	21%	21%	25%	22%	12%	25%	22%	23%
Enthusiastic	22%	24%	22%	17%	18%	26%	22%	26%	20%	18%	24%	27%
Conscientious	18%	19%	17%	15%	15%	18%	22%	22%	17%	14%	17%	23%
Uninhibited	28%	31%	25%	14%	24%	31%	34%	39%	28%	29%	30%	25%
Sensitive	12%	12%	9%	11%	12%	10%	9%	17%	11%	10%	10%	16%
Suspicious	10%	10%	10%	15%	11%	13%	8%	7%	13%	12%	9%	9%
Imaginative	28%	30%	24%	23%	23%	34%	27%	39%	27%	21%	31%	33%
Wordly	16%	15%	22%	12%	14%	18%	15%	24%	18%	14%	17%	13%
Worrying	7%	7%	8%	10%	7%	8%	4%	6%	7%	7%	8%	5%
Experimental	30%	31%	31%	24%	26%	30%	39%	40%	32%	23%	34%	30%
Self-reliant	29%	30%	22%	24%	23%	32%	41%	34%	28%	24%	28%	34%
Self-disciplined	18%	19%	18%	10%	15%	17%	24%	17%	17%	15%	19%	19%
Impatient	14%	15%	9%	14%	9%	18%	16%	23%	11%	15%	14%	17%
Polite	14%	15%	9%	15%	13%	16%	23%	14%	12%	14%	12%	19%
Rude	14%	15%	11%	15%	15%	14%	15%	17%	10%	18%	15%	12%
Mean	7%	7%	7%	8%	7%	8%	12%	8%	6%	8%	7%	7%
Kind	13%	12%	15%	20%	14%	14%	15%	9%	14%	10%	12%	17%
None of these	19%	17%	22%	30%	21%	19%	12%	10%	21%	23%	17%	19%
Totals	(1,000)	(772)	(112)	(116)	(379)	(281)	(61)	(119)	(168)	(196)	(332)	(304)

4. Words associated with the midwest
Which of the following words do you associate with the Midwest?

		Gender		Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Easy-going	31%	35%	28%	29%	28%	34%	35%	24%	33%	38%
Smart	20%	23%	18%	15%	14%	23%	31%	14%	22%	28%
Mature	23%	26%	20%	16%	16%	25%	35%	18%	21%	34%
Aggressive	12%	12%	13%	17%	11%	9%	17%	13%	10%	16%
Enthusiastic	14%	14%	13%	13%	7%	16%	19%	13%	12%	19%
Conscientious	25%	27%	23%	17%	17%	31%	36%	18%	25%	33%
Uninhibited	7%	8%	6%	13%	5%	6%	6%	5%	7%	8%
Sensitive	13%	14%	12%	11%	8%	14%	20%	10%	12%	19%
Suspicious	10%	12%	9%	9%	11%	9%	13%	11%	11%	7%
Imaginative	14%	15%	12%	16%	8%	16%	14%	7%	15%	21%
Wordly	8%	8%	7%	11%	7%	4%	11%	8%	7%	8%
Worrying	8%	10%	5%	9%	8%	6%	9%	5%	11%	6%
Experimental	7%	8%	7%	13%	4%	6%	10%	6%	7%	11%
Self-reliant	41%	45%	37%	35%	34%	47%	48%	34%	41%	52%
Self-disciplined	28%	32%	24%	20%	21%	35%	36%	20%	29%	40%
Impatient	7%	8%	6%	11%	7%	7%	8%	8%	7%	6%
Polite	33%	37%	30%	29%	30%	35%	44%	25%	37%	41%
Rude	7%	9%	5%	11%	5%	7%	6%	10%	7%	4%
Mean	5%	8%	3%	10%	4%	5%	4%	6%	6%	3%
Kind	27%	27%	26%	23%	20%	30%	32%	20%	28%	34%
None of these	20%	15%	24%	20%	27%	17%	13%	22%	19%	16%
Totals	(1,000)	(484)	(516)	(161)	(237)	(391)	(193)	(369)	(414)	(217)

		Race			Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Easy-going	31%	35%	21%	19%	29%	34%	39%	30%	33%	37%	28%	29%
Smart	20%	22%	17%	11%	21%	21%	21%	19%	16%	33%	19%	14%
Mature	23%	24%	23%	17%	20%	23%	23%	23%	22%	30%	23%	15%
Aggressive	12%	11%	18%	14%	14%	11%	8%	13%	11%	11%	14%	12%
Enthusiastic	14%	15%	8%	8%	13%	14%	17%	12%	16%	20%	11%	9%
Conscientious	25%	29%	8%	13%	17%	29%	28%	30%	17%	39%	23%	20%
Uninhibited	7%	7%	13%	3%	6%	4%	8%	5%	8%	6%	9%	3%
Sensitive	13%	15%	9%	8%	13%	13%	22%	12%	11%	23%	9%	11%
Suspicious	10%	9%	20%	10%	8%	12%	5%	7%	7%	11%	12%	11%
Imaginative	14%	15%	8%	11%	14%	14%	16%	10%	12%	19%	13%	11%
Wordly	8%	6%	19%	9%	8%	9%	6%	5%	8%	8%	9%	5%
Worrying	8%	8%	9%	8%	6%	10%	7%	7%	10%	7%	6%	8%
Experimental	7%	8%	6%	7%	7%	6%	10%	4%	6%	11%	8%	4%
Self-reliant	41%	47%	19%	29%	35%	47%	32%	49%	44%	42%	42%	36%
Self-disciplined	28%	32%	21%	13%	23%	35%	30%	29%	25%	32%	27%	27%
Impatient	7%	6%	17%	6%	8%	9%	1%	7%	6%	12%	7%	4%
Polite	33%	38%	22%	18%	30%	34%	48%	36%	33%	42%	30%	31%
Rude	7%	5%	21%	7%	9%	6%	3%	4%	4%	6%	11%	5%
Mean	5%	4%	10%	6%	8%	3%	1%	3%	4%	3%	7%	6%
Kind	27%	30%	19%	13%	23%	27%	37%	33%	24%	37%	24%	24%
None of these	20%	17%	20%	32%	23%	16%	18%	13%	19%	13%	22%	22%
Totals	(1,000)	(772)	(112)	(116)	(379)	(281)	(61)	(119)	(168)	(196)	(332)	(304)