

1. Weirdness Scale

On a scale of 0 to 10, where 0 is not at all weird and 10 is completely weird, how weird do you think you are?

	Gender			Age - 4 Point				Race - 4 Point			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
0 - Not at all weird	12%	10%	13%	7%	9%	16%	12%	9%	21%	17%	8%
1	5%	4%	6%	2%	1%	6%	10%	5%	6%	3%	2%
2	8%	8%	7%	2%	7%	7%	18%	9%	3%	8%	2%
3	9%	11%	6%	5%	7%	11%	11%	9%	13%	6%	8%
4	4%	4%	5%	3%	9%	2%	4%	4%	7%	8%	1%
5	14%	17%	12%	12%	13%	16%	15%	16%	7%	12%	14%
6	10%	8%	12%	13%	12%	7%	7%	11%	6%	7%	8%
7	14%	13%	15%	17%	17%	12%	9%	15%	11%	9%	21%
8	11%	12%	11%	17%	12%	9%	7%	12%	7%	9%	15%
9	4%	5%	3%	6%	4%	4%	1%	4%	8%	2%	3%
10 - Completely weird	5%	2%	7%	8%	6%	3%	3%	3%	8%	9%	8%
Don't know	5%	5%	5%	7%	3%	7%	3%	4%	3%	8%	10%
Totals (Unweighted N)	100% (993)	100% (490)	100% (503)	100% (181)	100% (250)	100% (389)	100% (173)	100% (677)	100% (120)	100% (128)	100% (68)

	Party ID - 3 Point				Family Income - 3 Point				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
0 - Not at all weird	12%	9%	11%	16%	13%	9%	11%	12%	10%	8%	17%	9%
1	5%	3%	4%	8%	4%	5%	6%	3%	2%	5%	5%	6%
2	8%	8%	6%	10%	7%	9%	8%	7%	10%	7%	8%	7%
3	9%	9%	8%	9%	9%	8%	11%	8%	12%	6%	9%	8%
4	4%	6%	3%	5%	4%	5%	2%	6%	6%	3%	4%	5%
5	14%	12%	16%	15%	13%	11%	17%	20%	15%	17%	13%	13%
6	10%	10%	8%	12%	9%	12%	13%	6%	11%	8%	8%	14%
7	14%	15%	15%	11%	10%	18%	17%	16%	17%	16%	14%	9%
8	11%	13%	13%	7%	13%	10%	11%	8%	8%	14%	10%	14%
9	4%	6%	3%	3%	5%	4%	3%	2%	3%	5%	4%	4%
10 - Completely weird	5%	5%	6%	2%	5%	5%	—	5%	2%	5%	5%	6%
Don't know	5%	4%	7%	3%	6%	3%	2%	7%	5%	8%	3%	5%
Totals (Unweighted N)	100% (993)	100% (361)	100% (381)	100% (251)	100% (442)	100% (285)	100% (125)	100% (141)	100% (183)	100% (242)	100% (367)	100% (201)

2. Relative Weirdness

Do you think that people who know you think you are more or less weird than you think you are?

Asked of those who rated themselves on a weirdness scale of 0 to 10

	Gender			Age - 4 Point				Race - 4 Point			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
More weird	13%	14%	12%	17%	15%	12%	8%	12%	28%	10%	10%
As weird	37%	38%	36%	41%	41%	34%	32%	38%	28%	40%	39%
Less weird	31%	27%	34%	31%	25%	32%	36%	32%	22%	29%	36%
Not sure	19%	21%	17%	11%	19%	22%	24%	19%	21%	21%	16%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(838)	(417)	(421)	(161)	(216)	(315)	(146)	(595)	(89)	(101)	(53)

	Party ID - 3 Point				Family Income - 3 Point				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
More weird	13%	16%	14%	9%	13%	12%	15%	17%	17%	12%	16%	9%
As weird	37%	38%	38%	33%	35%	42%	37%	32%	46%	42%	33%	30%
Less weird	31%	28%	28%	39%	32%	31%	31%	25%	28%	27%	27%	42%
Not sure	19%	18%	20%	19%	20%	14%	17%	27%	10%	20%	24%	19%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(838)	(306)	(323)	(209)	(365)	(251)	(105)	(117)	(152)	(207)	(303)	(176)

3. Good or Bad Thing

Do you think being weird is, in general, a good thing or a bad thing?

	Gender			Age - 4 Point				Race - 4 Point			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Good thing	52%	48%	55%	63%	58%	46%	39%	54%	50%	45%	51%
Bad thing	12%	13%	11%	5%	11%	17%	12%	12%	13%	13%	12%
Not sure	36%	38%	34%	31%	31%	37%	49%	34%	37%	42%	37%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(495)	(503)	(180)	(252)	(392)	(174)	(681)	(120)	(128)	(69)

	Party ID - 3 Point			Family Income - 3 Point				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Good thing	52%	51%	57%	45%	51%	56%	56%	43%	54%	58%	49%	49%
Bad thing	12%	10%	10%	18%	13%	9%	16%	11%	12%	8%	17%	8%
Not sure	36%	39%	33%	37%	36%	35%	28%	46%	34%	33%	35%	43%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(362)	(382)	(254)	(444)	(287)	(125)	(142)	(185)	(243)	(369)	(201)

4. Too Weird

Do you think that people tend to be too weird or not weird enough?

	Total	Gender		Age - 4 Point				Race - 4 Point			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Too weird	20%	21%	19%	14%	21%	23%	21%	20%	24%	22%	12%
About right	38%	37%	38%	44%	34%	37%	36%	38%	42%	36%	30%
Not weird enough	19%	20%	17%	21%	21%	16%	15%	19%	11%	16%	31%
Not sure	24%	21%	26%	20%	23%	24%	28%	23%	23%	26%	26%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(495)	(504)	(181)	(252)	(392)	(174)	(682)	(120)	(128)	(69)

	Total	Party ID - 3 Point			Family Income - 3 Point				Census Region			
		Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Too weird	20%	18%	17%	28%	23%	19%	12%	19%	30%	14%	19%	20%
About right	38%	39%	34%	41%	36%	42%	41%	32%	36%	42%	39%	32%
Not weird enough	19%	17%	23%	13%	18%	20%	28%	12%	17%	17%	19%	20%
Not sure	24%	25%	26%	18%	23%	19%	19%	37%	17%	27%	24%	27%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(362)	(383)	(254)	(445)	(287)	(125)	(142)	(185)	(244)	(369)	(201)

5. Fit In

Do you think that it is better to try and fit in with the crowd or to be a distinctive individual?

	Gender			Age - 4 Point				Race - 4 Point			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Fit in with the crowd	11%	12%	10%	10%	13%	9%	13%	9%	10%	18%	11%
Be a distinctive individual	78%	73%	82%	77%	78%	77%	79%	78%	83%	72%	72%
Not sure	12%	15%	9%	13%	10%	14%	8%	12%	8%	10%	17%
Totals (Unweighted N)	100% (997)	100% (493)	100% (504)	100% (181)	100% (251)	100% (391)	100% (174)	100% (681)	100% (119)	100% (128)	100% (69)

	Party ID - 3 Point			Family Income - 3 Point				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Fit in with the crowd	11%	11%	6%	19%	10%	12%	10%	13%	9%	12%	11%	11%
Be a distinctive individual	78%	79%	84%	65%	78%	79%	80%	72%	81%	75%	78%	76%
Not sure	12%	10%	10%	16%	13%	9%	10%	14%	10%	13%	11%	13%
Totals (Unweighted N)	100% (997)	100% (362)	100% (382)	100% (253)	100% (443)	100% (288)	100% (124)	100% (142)	100% (185)	100% (244)	100% (368)	100% (200)

Interviewing Dates	November 24 - 30, 2015
Target population	U.S. adults, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by age, gender, race, education, and region) was selected from the 2010 American Community Study. Voter registration was imputed from the November 2010 Current Population Survey Registration and Voting Supplement. Religion, minor party identification, and non-placement on an ideology scale, were imputed from the 2008 Pew Religion in American Life Survey.
Weighting	The sample was weighted using propensity scores based on age, gender, race, education, voter registration, and non-placement on an ideology scale. The weights range from 0.127 to 4.104, with a mean of one and a standard deviation of 0.877.
Number of respondents	1000
Margin of error	± 4.1% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	20 questions not reported.