

# YouGov Survey: Roper 1983: Regional Reputations



Sample 1000 U.S. Adult Citizens  
 Conducted June 17 - 20, 2022  
 Margin of Error ±3.3%

1. Here is a map that shows the four major regions of the country: the Northeast, South, Midwest, and West. For the following statement, please indicate which one of these four regions first comes to mind.

	Northeast	South	Midwest	West	None of these	Not sure
I'd like to go there on vacation	14%	28%	9%	33%	5%	11%
I'd like to live there	13%	30%	15%	26%	4%	12%
It has the best weather in the U.S.	8%	29%	9%	34%	5%	14%
It has the country's highest cost of living	38%	6%	3%	39%	2%	11%
It has the country's lowest cost of living	4%	47%	24%	4%	4%	17%
It has the worst weather in the U.S.	22%	23%	27%	11%	3%	14%
It's declining in importance	20%	14%	15%	17%	9%	24%
It's growing in importance	7%	32%	15%	15%	7%	24%
It's the most conservative part of the country	6%	52%	18%	6%	3%	15%
It's the most cosmopolitan part of the country	46%	9%	7%	16%	4%	19%
It's the most dangerous part of the U.S.	18%	27%	12%	18%	4%	21%
It's the most exciting part of the country	17%	22%	7%	30%	6%	18%
It's the most important part of the country	19%	18%	13%	13%	13%	24%
It's the friendliest part of the country	6%	37%	23%	12%	5%	16%
It's the most liberal part of the country	32%	8%	6%	34%	4%	17%
It's the rudest part of the country	42%	16%	6%	12%	5%	19%
Most of the people who run things come from there	33%	16%	9%	13%	5%	24%
The people there are extremely religious	5%	55%	15%	4%	5%	16%
The people there speak with accents	15%	55%	6%	6%	4%	14%

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<b>Interviewing Dates</b>	June 17 - 20, 2022
<b>Target population</b>	U.S. citizens, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
<b>Weighting</b>	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to March 15, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 28% Republican). The weights range from 0.353 to 3.17, with a mean of 1 and a standard deviation of 0.34.
<b>Number of respondents</b>	1000
<b>Margin of error</b>	± 3.3% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	56 questions not reported.

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## 1A. Which Region — I'd like to go there on vacation

Here is a map that shows the four major regions of the country: the Northeast, South, Midwest, and West. For the following statement, please indicate which one of these four regions first comes to mind.

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Northeast	14%	14%	14%	12%	12%	15%	16%	13%	11%	*	*
South	28%	27%	30%	25%	35%	28%	26%	31%	27%	*	*
Midwest	9%	9%	9%	9%	15%	8%	5%	8%	10%	*	*
West	33%	33%	33%	28%	23%	37%	40%	32%	35%	*	*
None of these	5%	6%	5%	6%	3%	4%	9%	7%	4%	*	*
Not sure	11%	11%	10%	20%	13%	8%	5%	9%	14%	*	*
Totals	100%	100%	101%	100%	101%	100%	101%	100%	101%	*	*
Unweighted N	(985)	(458)	(527)	(205)	(188)	(360)	(232)	(708)	(121)	(89)	(67)

	Party ID				2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Northeast	14%	18%	13%	9%	20%	11%	14%	13%	15%	14%	12%	10%	23%
South	28%	19%	29%	41%	17%	44%	29%	32%	26%	30%	33%	29%	23%
Midwest	9%	7%	10%	11%	6%	11%	9%	11%	8%	6%	7%	13%	6%
West	33%	40%	30%	27%	45%	23%	29%	35%	38%	31%	31%	33%	34%
None of these	5%	5%	6%	4%	4%	4%	6%	3%	5%	8%	4%	5%	5%
Not sure	11%	11%	12%	9%	8%	6%	12%	6%	8%	10%	14%	10%	10%
Totals	100%	100%	100%	101%	100%	99%	99%	100%	100%	99%	101%	100%	101%
Unweighted N	(985)	(330)	(422)	(233)	(369)	(314)	(425)	(257)	(198)	(171)	(201)	(390)	(223)

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## 1B. Which Region — I'd like to live there

Here is a map that shows the four major regions of the country: the Northeast, South, Midwest, and West. For the following statement, please indicate which one of these four regions first comes to mind.

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Northeast	13%	13%	14%	16%	11%	11%	17%	14%	15%	*	*
South	30%	30%	31%	25%	32%	33%	30%	32%	28%	*	*
Midwest	15%	18%	13%	14%	18%	15%	13%	16%	15%	*	*
West	26%	26%	25%	25%	19%	27%	30%	25%	20%	*	*
None of these	4%	3%	4%	2%	3%	5%	5%	3%	9%	*	*
Not sure	12%	11%	12%	17%	17%	8%	6%	10%	12%	*	*
Totals	100%	101%	99%	99%	100%	99%	101%	100%	99%	*	*
Unweighted N	(982)	(457)	(525)	(204)	(187)	(360)	(231)	(705)	(121)	(88)	(68)

	Party ID				2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Northeast	13%	22%	10%	8%	22%	6%	14%	13%	14%	39%	6%	9%	8%
South	30%	16%	31%	50%	16%	51%	29%	35%	29%	23%	24%	49%	11%
Midwest	15%	18%	14%	14%	13%	17%	17%	16%	13%	6%	39%	8%	13%
West	26%	31%	25%	19%	34%	18%	24%	24%	31%	9%	17%	19%	57%
None of these	4%	3%	5%	2%	5%	3%	6%	3%	2%	10%	1%	3%	3%
Not sure	12%	10%	16%	6%	9%	6%	11%	10%	10%	13%	13%	12%	8%
Totals	100%	100%	101%	99%	99%	101%	101%	101%	99%	100%	100%	100%	100%
Unweighted N	(982)	(333)	(421)	(228)	(372)	(311)	(424)	(256)	(198)	(170)	(202)	(383)	(227)

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## 1C. Which Region — It has the best weather in the U.S.

Here is a map that shows the four major regions of the country: the Northeast, South, Midwest, and West. For the following statement, please indicate which one of these four regions first comes to mind.

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Northeast	8%	9%	8%	13%	8%	6%	9%	8%	7%	*	*
South	29%	26%	33%	24%	27%	34%	30%	31%	31%	*	*
Midwest	9%	11%	7%	9%	10%	9%	8%	10%	8%	*	*
West	34%	36%	33%	29%	29%	38%	38%	35%	33%	*	*
None of these	5%	6%	5%	8%	5%	4%	6%	6%	6%	*	*
Not sure	14%	12%	15%	17%	21%	9%	9%	12%	15%	*	*
Totals	99%	100%	101%	100%	100%	100%	100%	102%	100%	*	*
Unweighted N	(984)	(460)	(524)	(206)	(188)	(361)	(229)	(706)	(122)	(88)	(68)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Northeast	8%	10%	8%	8%	11%	6%	9%	10%	7%	24%	6%	6%	4%
South	29%	23%	28%	40%	23%	43%	28%	34%	29%	29%	22%	44%	12%
Midwest	9%	10%	6%	13%	7%	10%	10%	10%	5%	4%	21%	5%	7%
West	34%	38%	34%	30%	44%	31%	30%	35%	39%	20%	33%	25%	62%
None of these	5%	5%	6%	5%	5%	4%	6%	4%	7%	10%	4%	6%	3%
Not sure	14%	14%	18%	4%	10%	6%	15%	7%	12%	13%	14%	14%	12%
Totals	99%	100%	100%	100%	100%	100%	98%	100%	99%	100%	100%	100%	100%
Unweighted N	(984)	(334)	(419)	(231)	(373)	(311)	(425)	(257)	(199)	(168)	(203)	(389)	(224)

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## 1D. Which Region — It has the country's highest cost of living

Here is a map that shows the four major regions of the country: the Northeast, South, Midwest, and West. For the following statement, please indicate which one of these four regions first comes to mind.

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Northeast	38%	38%	38%	28%	28%	42%	50%	40%	28%	*	*
South	6%	7%	6%	13%	8%	4%	2%	5%	11%	*	*
Midwest	3%	4%	3%	8%	4%	3%	0%	2%	6%	*	*
West	39%	39%	39%	31%	37%	44%	40%	41%	38%	*	*
None of these	2%	2%	2%	2%	3%	1%	2%	2%	3%	*	*
Not sure	11%	10%	12%	17%	20%	6%	5%	9%	15%	*	*
Totals	99%	100%	100%	99%	100%	100%	99%	99%	101%	*	*
Unweighted N	(981)	(458)	(523)	(200)	(186)	(362)	(233)	(706)	(121)	(87)	(67)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Northeast	38%	40%	35%	41%	45%	42%	28%	41%	55%	46%	33%	35%	40%
South	6%	6%	5%	9%	4%	6%	9%	5%	3%	4%	6%	9%	4%
Midwest	3%	5%	3%	3%	3%	2%	5%	3%	0%	6%	4%	3%	3%
West	39%	36%	40%	41%	40%	43%	41%	40%	35%	32%	44%	40%	38%
None of these	2%	1%	3%	2%	1%	1%	3%	2%	1%	3%	1%	2%	2%
Not sure	11%	11%	15%	5%	6%	5%	13%	9%	6%	9%	12%	11%	13%
Totals	99%	99%	101%	101%	99%	99%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(981)	(333)	(418)	(230)	(371)	(311)	(425)	(257)	(196)	(166)	(202)	(387)	(226)

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## 1E. Which Region — It has the country's lowest cost of living

Here is a map that shows the four major regions of the country: the Northeast, South, Midwest, and West. For the following statement, please indicate which one of these four regions first comes to mind.

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Northeast	4%	4%	4%	4%	7%	3%	1%	3%	9%	*	*
South	47%	48%	46%	31%	33%	54%	66%	49%	48%	*	*
Midwest	24%	24%	24%	30%	25%	24%	18%	25%	16%	*	*
West	4%	5%	4%	8%	5%	2%	2%	4%	4%	*	*
None of these	4%	4%	4%	3%	2%	5%	6%	4%	3%	*	*
Not sure	17%	16%	18%	24%	27%	11%	8%	15%	20%	*	*
Totals	100%	101%	100%	100%	99%	99%	101%	100%	100%	*	*
Unweighted N	(981)	(457)	(524)	(204)	(187)	(360)	(230)	(704)	(122)	(88)	(67)

	Party ID				2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Northeast	4%	5%	4%	3%	3%	3%	5%	3%	1%	7%	3%	4%	3%
South	47%	47%	44%	51%	54%	54%	40%	51%	59%	46%	39%	54%	42%
Midwest	24%	22%	22%	30%	21%	27%	23%	27%	25%	21%	33%	18%	29%
West	4%	6%	3%	5%	4%	3%	5%	5%	2%	3%	1%	3%	9%
None of these	4%	2%	5%	3%	4%	3%	5%	2%	4%	6%	4%	4%	3%
Not sure	17%	18%	21%	8%	13%	10%	21%	11%	9%	16%	20%	17%	14%
Totals	100%	100%	99%	100%	99%	100%	99%	99%	100%	99%	100%	100%	100%
Unweighted N	(981)	(330)	(421)	(230)	(370)	(310)	(426)	(256)	(198)	(169)	(202)	(386)	(224)

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## 1F. Which Region — It has the worst weather in the U.S.

Here is a map that shows the four major regions of the country: the Northeast, South, Midwest, and West. For the following statement, please indicate which one of these four regions first comes to mind.

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Northeast	22%	21%	24%	20%	24%	23%	21%	23%	16%	*	*
South	23%	23%	23%	23%	23%	23%	24%	24%	23%	*	*
Midwest	27%	26%	27%	18%	20%	34%	32%	27%	30%	*	*
West	11%	14%	8%	13%	9%	11%	12%	12%	8%	*	*
None of these	3%	3%	2%	4%	5%	1%	2%	2%	4%	*	*
Not sure	14%	12%	15%	21%	19%	9%	8%	12%	19%	*	*
Totals	100%	99%	99%	99%	100%	101%	99%	100%	100%	*	*
Unweighted N	(982)	(456)	(526)	(203)	(189)	(360)	(230)	(707)	(121)	(86)	(68)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Northeast	22%	19%	23%	26%	20%	31%	22%	21%	28%	19%	19%	25%	24%
South	23%	28%	23%	17%	29%	15%	25%	24%	20%	20%	22%	23%	27%
Midwest	27%	26%	24%	33%	28%	31%	25%	31%	29%	27%	28%	26%	27%
West	11%	11%	10%	14%	11%	13%	10%	11%	14%	15%	14%	9%	8%
None of these	3%	2%	4%	2%	2%	2%	3%	4%	2%	3%	3%	3%	3%
Not sure	14%	14%	16%	8%	10%	8%	16%	10%	7%	16%	15%	13%	11%
Totals	100%	100%	100%	100%	100%	100%	101%	101%	100%	100%	101%	99%	100%
Unweighted N	(982)	(331)	(418)	(233)	(370)	(312)	(424)	(256)	(200)	(168)	(201)	(389)	(224)



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## 1G. Which Region — It's declining in importance

Here is a map that shows the four major regions of the country: the Northeast, South, Midwest, and West. For the following statement, please indicate which one of these four regions first comes to mind.

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Northeast	20%	22%	17%	18%	19%	17%	26%	21%	16%	*	*
South	14%	15%	14%	16%	14%	15%	13%	12%	28%	*	*
Midwest	15%	16%	15%	15%	12%	15%	20%	16%	16%	*	*
West	17%	18%	16%	13%	16%	19%	19%	19%	11%	*	*
None of these	9%	8%	10%	9%	7%	9%	11%	10%	7%	*	*
Not sure	24%	21%	28%	29%	31%	26%	12%	22%	23%	*	*
Totals	99%	100%	100%	100%	99%	101%	101%	100%	101%	*	*
Unweighted N	(986)	(459)	(527)	(205)	(187)	(362)	(232)	(710)	(122)	(87)	(67)

	Party ID				2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Northeast	20%	15%	20%	27%	16%	33%	16%	20%	25%	23%	22%	19%	17%
South	14%	20%	13%	10%	20%	10%	19%	11%	11%	10%	11%	17%	17%
Midwest	15%	18%	14%	14%	21%	11%	13%	15%	23%	18%	16%	13%	16%
West	17%	12%	18%	23%	10%	28%	15%	23%	16%	18%	18%	18%	14%
None of these	9%	9%	8%	10%	11%	7%	10%	9%	8%	9%	8%	9%	9%
Not sure	24%	26%	27%	16%	22%	12%	27%	21%	16%	22%	26%	24%	27%
Totals	99%	100%	100%	100%	100%	101%	100%	99%	99%	100%	101%	100%	100%
Unweighted N	(986)	(329)	(424)	(233)	(370)	(314)	(427)	(257)	(199)	(169)	(201)	(393)	(223)

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## 1H. Which Region — It's growing in importance

Here is a map that shows the four major regions of the country: the Northeast, South, Midwest, and West. For the following statement, please indicate which one of these four regions first comes to mind.

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Northeast	7%	7%	8%	10%	8%	5%	7%	7%	5%	*	*
South	32%	34%	30%	21%	28%	37%	39%	31%	33%	*	*
Midwest	15%	15%	15%	11%	18%	17%	10%	16%	16%	*	*
West	15%	17%	14%	23%	11%	12%	19%	16%	12%	*	*
None of these	7%	7%	7%	5%	5%	9%	7%	7%	10%	*	*
Not sure	24%	21%	27%	30%	29%	21%	17%	23%	25%	*	*
Totals	100%	101%	101%	100%	99%	101%	99%	100%	101%	*	*
Unweighted N	(985)	(461)	(524)	(202)	(189)	(360)	(234)	(710)	(122)	(86)	(67)

	Party ID				2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Northeast	7%	8%	7%	7%	7%	7%	9%	7%	4%	19%	3%	5%	5%
South	32%	24%	34%	39%	24%	48%	29%	32%	41%	25%	23%	46%	22%
Midwest	15%	15%	13%	18%	13%	18%	17%	17%	12%	10%	28%	11%	12%
West	15%	21%	11%	16%	24%	11%	12%	18%	21%	11%	12%	10%	31%
None of these	7%	8%	7%	6%	9%	4%	7%	7%	8%	10%	7%	7%	3%
Not sure	24%	24%	28%	15%	23%	12%	26%	19%	13%	24%	27%	21%	26%
Totals	100%	100%	100%	101%	100%	100%	100%	100%	99%	99%	100%	100%	99%
Unweighted N	(985)	(330)	(421)	(234)	(372)	(315)	(425)	(258)	(199)	(169)	(202)	(390)	(224)

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## 11. Which Region — It's the most conservative part of the country

Here is a map that shows the four major regions of the country: the Northeast, South, Midwest, and West. For the following statement, please indicate which one of these four regions first comes to mind.

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Northeast	6%	8%	5%	8%	10%	4%	4%	4%	10%	*	*
South	52%	53%	51%	46%	37%	59%	64%	56%	43%	*	*
Midwest	18%	17%	20%	13%	17%	20%	22%	20%	20%	*	*
West	6%	8%	3%	7%	9%	3%	4%	5%	7%	*	*
None of these	3%	4%	3%	4%	4%	3%	2%	3%	3%	*	*
Not sure	15%	11%	18%	22%	23%	11%	5%	12%	16%	*	*
Totals	100%	101%	100%	100%	100%	100%	101%	100%	99%	*	*
Unweighted N	(980)	(460)	(520)	(205)	(188)	(357)	(230)	(703)	(122)	(87)	(68)

	Party ID				2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Northeast	6%	7%	7%	4%	6%	6%	9%	6%	1%	12%	5%	5%	5%
South	52%	52%	50%	57%	61%	61%	46%	55%	66%	48%	45%	57%	55%
Midwest	18%	20%	15%	21%	18%	21%	17%	19%	19%	20%	24%	13%	19%
West	6%	7%	5%	6%	5%	4%	6%	8%	3%	3%	5%	5%	9%
None of these	3%	2%	4%	4%	2%	2%	3%	3%	3%	4%	5%	3%	1%
Not sure	15%	13%	20%	8%	9%	6%	19%	9%	7%	14%	17%	17%	10%
Totals	100%	101%	101%	100%	101%	100%	100%	100%	99%	101%	101%	100%	99%
Unweighted N	(980)	(332)	(414)	(234)	(373)	(312)	(420)	(258)	(199)	(169)	(201)	(388)	(222)

# YouGov Survey: Roper 1983: Regional Reputations

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## 1J. Which Region — It's the most cosmopolitan part of the country

Here is a map that shows the four major regions of the country: the Northeast, South, Midwest, and West. For the following statement, please indicate which one of these four regions first comes to mind.

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Northeast	46%	43%	48%	29%	34%	53%	64%	51%	29%	*	*
South	9%	9%	8%	10%	11%	8%	5%	8%	18%	*	*
Midwest	7%	8%	6%	12%	9%	6%	4%	6%	8%	*	*
West	16%	16%	15%	18%	16%	14%	16%	17%	18%	*	*
None of these	4%	4%	4%	4%	4%	4%	4%	4%	2%	*	*
Not sure	19%	19%	19%	27%	26%	16%	7%	15%	25%	*	*
Totals	101%	99%	100%	100%	100%	101%	100%	101%	100%	*	*
Unweighted N	(982)	(458)	(524)	(203)	(188)	(361)	(230)	(709)	(119)	(86)	(68)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Northeast	46%	48%	44%	45%	57%	51%	37%	50%	65%	57%	43%	41%	48%
South	9%	10%	6%	10%	7%	9%	10%	9%	7%	7%	6%	12%	6%
Midwest	7%	9%	7%	7%	5%	7%	10%	8%	3%	5%	10%	8%	5%
West	16%	17%	13%	20%	17%	15%	16%	17%	13%	11%	15%	17%	18%
None of these	4%	2%	5%	5%	2%	6%	6%	4%	2%	5%	4%	4%	3%
Not sure	19%	15%	24%	13%	12%	12%	22%	12%	10%	15%	21%	18%	21%
Totals	101%	101%	99%	100%	100%	100%	101%	100%	100%	100%	99%	100%	101%
Unweighted N	(982)	(331)	(421)	(230)	(369)	(312)	(428)	(255)	(197)	(171)	(201)	(386)	(224)

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## 1K. Which Region — It's the most dangerous part of the U.S.

Here is a map that shows the four major regions of the country: the Northeast, South, Midwest, and West. For the following statement, please indicate which one of these four regions first comes to mind.

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Northeast	18%	20%	16%	12%	15%	23%	20%	19%	18%	*	*
South	27%	27%	27%	29%	22%	24%	36%	27%	32%	*	*
Midwest	12%	14%	10%	15%	13%	10%	10%	11%	15%	*	*
West	18%	16%	19%	15%	19%	19%	16%	20%	12%	*	*
None of these	4%	5%	3%	4%	2%	5%	4%	4%	3%	*	*
Not sure	21%	18%	24%	24%	29%	19%	14%	19%	21%	*	*
Totals	100%	100%	99%	99%	100%	100%	100%	100%	101%	*	*
Unweighted N	(980)	(459)	(521)	(203)	(185)	(359)	(233)	(705)	(119)	(88)	(68)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Northeast	18%	13%	16%	28%	13%	32%	17%	18%	23%	18%	16%	21%	15%
South	27%	41%	26%	10%	44%	10%	27%	27%	30%	25%	23%	25%	35%
Midwest	12%	10%	12%	13%	10%	15%	12%	13%	13%	8%	13%	13%	13%
West	18%	8%	17%	31%	9%	28%	16%	21%	15%	21%	19%	17%	14%
None of these	4%	5%	3%	4%	5%	4%	4%	3%	6%	5%	5%	3%	4%
Not sure	21%	23%	24%	13%	19%	11%	24%	18%	12%	23%	24%	21%	19%
Totals	100%	100%	98%	99%	100%	100%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(980)	(331)	(418)	(231)	(372)	(313)	(422)	(256)	(199)	(168)	(200)	(386)	(226)

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## 1L. Which Region — It's the most exciting part of the country

Here is a map that shows the four major regions of the country: the Northeast, South, Midwest, and West. For the following statement, please indicate which one of these four regions first comes to mind.

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Northeast	17%	12%	21%	15%	16%	16%	19%	16%	19%	*	*
South	22%	24%	21%	20%	24%	23%	21%	23%	21%	*	*
Midwest	7%	8%	5%	6%	9%	7%	5%	6%	6%	*	*
West	30%	33%	28%	29%	22%	31%	39%	32%	28%	*	*
None of these	6%	5%	8%	8%	5%	6%	7%	6%	11%	*	*
Not sure	18%	18%	17%	22%	23%	17%	8%	16%	15%	*	*
Totals	100%	100%	100%	100%	99%	100%	99%	99%	100%	*	*
Unweighted N	(985)	(460)	(525)	(203)	(188)	(362)	(232)	(709)	(123)	(86)	(67)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Northeast	17%	24%	13%	14%	26%	13%	15%	19%	20%	37%	12%	14%	12%
South	22%	12%	22%	36%	10%	35%	22%	24%	22%	12%	16%	37%	11%
Midwest	7%	5%	7%	8%	4%	9%	7%	8%	4%	5%	14%	5%	4%
West	30%	36%	27%	28%	39%	27%	29%	30%	36%	23%	31%	22%	50%
None of these	6%	6%	7%	5%	7%	6%	8%	6%	5%	7%	6%	6%	6%
Not sure	18%	16%	23%	9%	15%	10%	19%	13%	14%	16%	21%	17%	17%
Totals	100%	99%	99%	100%	101%	100%	100%	100%	101%	100%	100%	101%	100%
Unweighted N	(985)	(332)	(421)	(232)	(372)	(315)	(427)	(258)	(197)	(170)	(202)	(390)	(223)

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## 1M. Which Region — It's the most important part of the country

Here is a map that shows the four major regions of the country: the Northeast, South, Midwest, and West. For the following statement, please indicate which one of these four regions first comes to mind.

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Northeast	19%	18%	21%	21%	16%	17%	25%	19%	19%	*	*
South	18%	19%	17%	12%	19%	19%	20%	18%	21%	*	*
Midwest	13%	15%	12%	14%	15%	13%	12%	14%	11%	*	*
West	13%	15%	11%	16%	11%	13%	13%	11%	16%	*	*
None of these	13%	12%	14%	10%	8%	18%	15%	14%	17%	*	*
Not sure	24%	21%	26%	28%	31%	21%	16%	24%	15%	*	*
Totals	100%	100%	101%	101%	100%	101%	101%	100%	99%	*	*
Unweighted N	(974)	(455)	(519)	(201)	(188)	(358)	(227)	(701)	(119)	(87)	(67)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Northeast	19%	27%	17%	14%	30%	13%	18%	19%	23%	42%	12%	17%	13%
South	18%	9%	19%	27%	8%	30%	18%	17%	20%	9%	8%	32%	9%
Midwest	13%	11%	12%	19%	8%	19%	15%	18%	8%	10%	26%	9%	11%
West	13%	15%	13%	10%	18%	7%	12%	11%	17%	4%	10%	8%	31%
None of these	13%	14%	13%	13%	16%	13%	13%	13%	16%	13%	15%	12%	12%
Not sure	24%	24%	26%	18%	21%	17%	25%	22%	15%	21%	28%	22%	24%
Totals	100%	100%	100%	101%	101%	99%	101%	100%	99%	99%	99%	100%	100%
Unweighted N	(974)	(327)	(417)	(230)	(367)	(311)	(417)	(257)	(197)	(169)	(201)	(383)	(221)

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## 1N. Which Region — It's the friendliest part of the country

Here is a map that shows the four major regions of the country: the Northeast, South, Midwest, and West. For the following statement, please indicate which one of these four regions first comes to mind.

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Northeast	6%	8%	5%	12%	5%	5%	4%	6%	8%	*	*
South	37%	38%	36%	25%	41%	42%	37%	39%	41%	*	*
Midwest	23%	23%	23%	22%	20%	24%	28%	26%	15%	*	*
West	12%	13%	11%	15%	10%	11%	13%	11%	7%	*	*
None of these	5%	4%	5%	4%	5%	4%	5%	3%	11%	*	*
Not sure	16%	13%	19%	22%	18%	13%	12%	14%	17%	*	*
Totals	99%	99%	99%	100%	99%	99%	99%	99%	99%	*	*
Unweighted N	(976)	(457)	(519)	(200)	(188)	(360)	(228)	(704)	(120)	(86)	(66)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Northeast	6%	11%	6%	1%	10%	4%	8%	6%	4%	18%	4%	4%	4%
South	37%	26%	37%	54%	23%	57%	38%	39%	37%	26%	25%	58%	23%
Midwest	23%	25%	22%	24%	28%	24%	21%	26%	29%	22%	49%	11%	21%
West	12%	16%	11%	9%	17%	7%	11%	14%	14%	3%	3%	9%	32%
None of these	5%	5%	5%	2%	7%	1%	6%	4%	3%	8%	4%	5%	3%
Not sure	16%	17%	19%	8%	15%	7%	16%	11%	13%	24%	15%	13%	17%
Totals	99%	100%	100%	98%	100%	100%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(976)	(334)	(413)	(229)	(370)	(311)	(419)	(258)	(197)	(168)	(198)	(386)	(224)



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## 10. Which Region — It's the most liberal part of the country

Here is a map that shows the four major regions of the country: the Northeast, South, Midwest, and West. For the following statement, please indicate which one of these four regions first comes to mind.

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Northeast	32%	37%	27%	26%	21%	36%	42%	36%	25%	*	*
South	8%	9%	6%	14%	12%	5%	2%	6%	15%	*	*
Midwest	6%	6%	6%	7%	8%	5%	5%	6%	9%	*	*
West	34%	30%	37%	27%	26%	39%	39%	36%	26%	*	*
None of these	4%	4%	5%	5%	5%	2%	4%	3%	5%	*	*
Not sure	17%	13%	20%	21%	27%	12%	7%	13%	20%	*	*
Totals	101%	99%	101%	100%	99%	99%	99%	100%	100%	*	*
Unweighted N	(987)	(461)	(526)	(205)	(189)	(360)	(233)	(712)	(121)	(87)	(67)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Northeast	32%	36%	30%	31%	41%	37%	25%	33%	47%	47%	36%	27%	25%
South	8%	6%	9%	8%	4%	7%	13%	4%	2%	8%	4%	11%	5%
Midwest	6%	6%	5%	7%	6%	7%	8%	5%	5%	5%	7%	7%	4%
West	34%	32%	30%	42%	34%	42%	27%	42%	38%	19%	31%	34%	47%
None of these	4%	4%	5%	2%	4%	1%	7%	3%	2%	7%	3%	3%	5%
Not sure	17%	16%	20%	10%	11%	6%	20%	13%	6%	15%	20%	17%	14%
Totals	101%	100%	99%	100%	100%	100%	100%	100%	100%	101%	101%	99%	100%
Unweighted N	(987)	(331)	(421)	(235)	(371)	(315)	(425)	(259)	(199)	(171)	(201)	(391)	(224)

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## 1P. Which Region — It's the rudest part of the country

Here is a map that shows the four major regions of the country: the Northeast, South, Midwest, and West. For the following statement, please indicate which one of these four regions first comes to mind.

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Northeast	42%	42%	42%	28%	31%	54%	49%	47%	30%	*	*
South	16%	16%	16%	22%	16%	12%	16%	16%	21%	*	*
Midwest	6%	8%	5%	8%	7%	4%	7%	4%	13%	*	*
West	12%	12%	12%	14%	16%	10%	9%	12%	12%	*	*
None of these	5%	4%	5%	3%	4%	4%	8%	5%	4%	*	*
Not sure	19%	19%	19%	25%	26%	16%	11%	16%	20%	*	*
Totals	100%	101%	99%	100%	100%	100%	100%	100%	100%	*	*
Unweighted N	(988)	(462)	(526)	(204)	(190)	(362)	(232)	(712)	(121)	(87)	(68)

	Party ID				2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Northeast	42%	31%	41%	58%	36%	61%	36%	47%	53%	42%	45%	43%	36%
South	16%	25%	15%	6%	25%	5%	19%	14%	13%	15%	14%	16%	18%
Midwest	6%	9%	5%	6%	9%	4%	5%	8%	8%	7%	7%	5%	8%
West	12%	8%	12%	17%	8%	16%	12%	13%	9%	9%	10%	13%	15%
None of these	5%	7%	3%	4%	6%	5%	6%	4%	2%	5%	4%	4%	6%
Not sure	19%	20%	23%	10%	16%	9%	22%	13%	14%	21%	19%	19%	17%
Totals	100%	100%	99%	101%	100%	100%	100%	99%	99%	99%	99%	100%	100%
Unweighted N	(988)	(334)	(421)	(233)	(374)	(314)	(424)	(259)	(201)	(171)	(202)	(387)	(228)

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## 1Q. Which Region — Most of the people who run things come from there

Here is a map that shows the four major regions of the country: the Northeast, South, Midwest, and West. For the following statement, please indicate which one of these four regions first comes to mind.

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Northeast	33%	35%	31%	23%	25%	38%	43%	36%	26%	*	*
South	16%	16%	15%	14%	22%	14%	13%	14%	22%	*	*
Midwest	9%	12%	6%	13%	7%	9%	8%	8%	11%	*	*
West	13%	12%	14%	18%	16%	11%	8%	14%	15%	*	*
None of these	5%	5%	6%	6%	4%	5%	6%	5%	5%	*	*
Not sure	24%	20%	27%	26%	25%	23%	22%	24%	21%	*	*
Totals	100%	100%	99%	100%	99%	100%	100%	101%	100%	*	*
Unweighted N	(979)	(462)	(517)	(201)	(186)	(361)	(231)	(706)	(119)	(86)	(68)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Northeast	33%	35%	30%	36%	37%	41%	25%	42%	42%	33%	36%	32%	31%
South	16%	16%	16%	16%	17%	14%	21%	13%	13%	12%	12%	21%	13%
Midwest	9%	9%	9%	8%	9%	9%	11%	6%	11%	10%	9%	7%	12%
West	13%	12%	13%	15%	11%	14%	12%	15%	10%	10%	15%	12%	15%
None of these	5%	5%	5%	6%	5%	6%	5%	3%	8%	10%	3%	4%	6%
Not sure	24%	23%	27%	20%	21%	18%	26%	20%	16%	24%	26%	23%	24%
Totals	100%	100%	100%	101%	100%	102%	100%	99%	100%	99%	101%	99%	101%
Unweighted N	(979)	(330)	(419)	(230)	(371)	(315)	(420)	(259)	(199)	(170)	(202)	(383)	(224)

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## 1R. Which Region — The people there are extremely religious

Here is a map that shows the four major regions of the country: the Northeast, South, Midwest, and West. For the following statement, please indicate which one of these four regions first comes to mind.

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Northeast	5%	6%	5%	10%	8%	3%	2%	3%	8%	*	*
South	55%	56%	54%	40%	43%	63%	70%	60%	57%	*	*
Midwest	15%	16%	15%	15%	16%	17%	14%	15%	13%	*	*
West	4%	4%	4%	8%	4%	3%	2%	4%	3%	*	*
None of these	5%	4%	6%	4%	5%	5%	5%	5%	5%	*	*
Not sure	16%	14%	17%	24%	24%	10%	8%	13%	15%	*	*
Totals	100%	100%	101%	101%	100%	101%	101%	100%	101%	*	*
Unweighted N	(985)	(460)	(525)	(204)	(186)	(363)	(232)	(708)	(123)	(86)	(68)

	Party ID				2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Northeast	5%	4%	5%	6%	5%	5%	5%	7%	4%	12%	3%	5%	2%
South	55%	58%	51%	59%	64%	59%	49%	62%	60%	48%	57%	58%	54%
Midwest	15%	16%	16%	13%	15%	16%	18%	11%	18%	14%	16%	14%	17%
West	4%	4%	4%	4%	4%	3%	5%	4%	2%	5%	2%	3%	7%
None of these	5%	4%	5%	6%	4%	7%	5%	4%	5%	7%	3%	4%	6%
Not sure	16%	14%	19%	12%	9%	10%	18%	13%	10%	14%	19%	16%	14%
Totals	100%	100%	100%	100%	101%	100%	100%	101%	99%	100%	100%	100%	100%
Unweighted N	(985)	(332)	(420)	(233)	(372)	(314)	(422)	(259)	(200)	(171)	(201)	(387)	(226)

# YouGov Survey: Roper 1983: Regional Reputations

June 17 - 20, 2022 - 1000 U.S. adult citizens



## 1S. Which Region — The people there speak with accents

Here is a map that shows the four major regions of the country: the Northeast, South, Midwest, and West. For the following statement, please indicate which one of these four regions first comes to mind.

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Northeast	15%	15%	15%	12%	11%	18%	18%	17%	10%	*	*
South	55%	53%	57%	44%	47%	61%	63%	58%	50%	*	*
Midwest	6%	6%	6%	9%	7%	5%	3%	6%	7%	*	*
West	6%	8%	6%	9%	11%	4%	3%	5%	10%	*	*
None of these	4%	4%	4%	5%	1%	4%	6%	4%	5%	*	*
Not sure	14%	15%	13%	22%	22%	8%	6%	10%	17%	*	*
Totals	100%	101%	101%	101%	99%	100%	99%	100%	99%	*	*
Unweighted N	(987)	(462)	(525)	(206)	(190)	(359)	(232)	(709)	(121)	(89)	(68)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Northeast	15%	12%	15%	19%	12%	22%	15%	16%	15%	10%	14%	21%	11%
South	55%	63%	48%	56%	68%	52%	52%	57%	62%	58%	59%	49%	57%
Midwest	6%	6%	5%	6%	4%	5%	7%	6%	3%	4%	6%	6%	6%
West	6%	6%	7%	6%	4%	7%	6%	8%	4%	7%	4%	6%	9%
None of these	4%	3%	4%	5%	2%	5%	4%	5%	6%	6%	2%	4%	5%
Not sure	14%	10%	20%	7%	10%	9%	16%	8%	10%	14%	15%	13%	13%
Totals	100%	100%	99%	99%	100%	100%	100%	100%	100%	99%	100%	99%	101%
Unweighted N	(987)	(331)	(422)	(234)	(371)	(316)	(426)	(259)	(199)	(171)	(201)	(390)	(225)

# YouGov Survey: Roper 1983: Regional Reputations

June 17 - 20, 2022 - 1000 U.S. adult citizens



<b>Interviewing Dates</b>	June 17 - 20, 2022
<b>Target population</b>	U.S. citizens, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
<b>Weighting</b>	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to March 15, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 28% Republican). The weights range from 0.353 to 3.17, with a mean of 1 and a standard deviation of 0.34.
<b>Number of respondents</b>	1000
<b>Margin of error</b>	± 3.3% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	56 questions not reported.