

PERSONALITY NAME

	ONE OF MY FAVORITES	VERY GOOD	GOOD	FAIR/ POOR	TOTAL FAMILIAR	POSITIVE Q SCORE	NEGATIVE Q SCORE
TOTAL SAMPLE	28	26	24	12	90	31	14
18 - 34	12	21	28	13	74	16	18
35 - 49	31	29	24	13	96	32	13
50 - 64	38	24	22	15	99	38	15
65 AND OVER	42	30	20	7	98	42	7
18 - 49	21	25	26	13	85	25	15
50 AND OVER	40	27	21	11	99	40	11
25 - 54	27	25	26	14	92	29	15
TOTAL MALES	36	27	21	9	93	39	9
18 - 34	17	26	24	14	81	21	18
35 - 49	41	32	18	6	97	42	6
50 AND OVER	49	26	19	6	100	49	6
25 - 54	38	28	19	10	94	40	10
TOTAL FEMALES	21	24	28	16	88	24	18
18 - 34	7	16	33	12	68	11	18
35 - 49	21	26	30	19	96	22	20
50 AND OVER	32	28	22	16	98	32	16
25 - 54	18	24	31	18	90	19	20
HOUSEHOLD INCOME							
UNDER \$20,000	39	26	17	11	94	41	12
\$20,000 - \$39,999	28	24	27	11	90	31	12
\$40,000 - \$59,999	27	31	21	13	92	30	14
\$60,000 AND OVER	23	23	28	13	88	26	15
\$75,000 AND OVER	23	23	28	15	88	26	17
NIELSEN COUNTY SIZE							
A	27	26	25	12	91	30	13
B	30	25	24	12	91	33	13
C & D	28	25	23	14	89	31	15
REGION							
NORTHEAST	32	25	23	9	89	36	10
NORTH CENTRAL	30	26	24	12	93	33	13
SOUTH	30	24	23	14	90	33	15
WEST	21	28	28	13	90	23	15
OCCUPATION							
WHITE COLLAR	24	28	28	14	94	25	15
BLUE COLLAR	31	27	22	8	87	35	9
EDUCATION							
HIGH SCHOOL GRADUATE/LESS	32	25	23	11	91	35	12
SOME COLLEGE/DEGREE	25	26	25	14	90	28	15
RACE							
NON BLACK	28	26	24	12	90	31	13
BLACK	32	22	27	15	97	33	16
ETHNICITY							
HISPANIC	26	25	23	6	81	32	8