

PERSONALITY NAME

	ONE OF MY FAVORITES	VERY GOOD	GOOD	FAIR/ POOR	TOTAL FAMILIAR	POSITIVE Q SCORE	NEGATIVE Q SCORE
TOTAL SAMPLE	22	24	26	14	86	26	16
12 - 17 YEARS	19	18	17	7	61	31	12
18 - 34 YEARS	17	25	23	15	79	22	18
35 - 49 YEARS	24	21	34	18	96	25	19
50 - 64 YEARS	29	29	26	10	94	31	11
18 - 49 YEARS	20	23	28	16	88	23	19
25 - 54 YEARS	22	26	30	16	94	23	17
18 - 64 YEARS	22	24	28	15	89	25	17
TOTAL MALES (12-64)	24	26	26	13	89	27	15
12 - 17 YEARS	22	20	21	8	70	32	11
18 - 34 YEARS	17	27	24	13	81	21	16
35 - 49 YEARS	27	20	32	18	98	28	19
50 - 64 YEARS	31	34	23	8	96	32	9
18 - 49 YEARS	22	23	28	16	90	25	18
25 - 54 YEARS	24	28	29	15	96	25	15
18 - 64 YEARS	25	26	27	14	92	27	15
TOTAL FEMALES (12-64)	17	18	27	16	78	22	20
12 - 17 YEARS	14	15	11	7	47	30	15
18 - 34 YEARS	18	20	21	18	76	23	23
35 - 49 YEARS	13	22	36	18	90	15	20
50 - 64 YEARS	23	11	38	16	88	26	18
18 - 49 YEARS	16	21	28	18	82	19	22
25 - 54 YEARS	16	20	34	19	89	18	22
18 - 64 YEARS	17	19	30	17	83	21	21
HOUSEHOLD INCOME							
UNDER \$20,000	25	17	16	17	74	33	22
\$20,000 - \$39,999	27	21	27	13	88	30	15
\$40,000 - \$59,999	15	30	28	14	87	18	16
\$60,000 AND OVER	21	25	32	12	91	23	14
\$75,000 AND OVER	14	26	37	13	91	16	14
EDUCATION (ADULT)							
HIGH SCHOOL GRADUATE/LESS	26	20	24	13	84	31	16
SOME COLLEGE/DEGREE	18	30	32	17	96	19	17
OCCUPATION (ADULT)							
WHITE COLLAR	22	22	30	16	90	24	18
BLUE COLLAR	21	29	23	10	83	26	12
RACE							
NON BLACK	15	24	29	16	84	17	19
BLACK	64	21	10	3	98	66	3
ETHNICITY							
HISPANIC	24	22	25	14	85	28	17
NEILSEN COUNTY SIZE							
A	26	25	26	11	87	29	12
B	18	27	23	16	84	21	19
C & D	21	19	30	16	86	25	19
REGION							
NORTHEAST	19	24	27	16	86	22	19
NORTH CENTRAL	17	26	28	16	86	20	18
SOUTH	26	21	26	13	86	30	15
WEST	23	25	25	11	85	28	13