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| PROPERTY/CHARACTER NAME |
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| | ONE OF MY FAVORITES | VERY GOOD | GOOD | FAIR/ POOR | TOTAL FAMILIAR | POSITIVE Q SCORE | NEGATIVE Q SCORE |
|------------------------------|------------------------|--------------|------|---------------|-------------------|---------------------|---------------------|
| TOTAL SAMPLE | 9 | 11 | 22 | 13 | 55 | 16 | 24 |
| 6 - 8 YEARS | 21 | 17 | 15 | 9 | 61 | 34 | 15 |
| 9 - 11 YEARS | 24 | 14 | 16 | 11 | 64 | 37 | 17 |
| 12 - 17 YEARS | 11 | 18 | 15 | 22 | 66 | 17 | 33 |
| 18 - 34 YEARS | 11 | 17 | 29 | 12 | 68 | 16 | 17 |
| 35 - 49 YEARS | 5 | 9 | 29 | 17 | 60 | 8 | 29 |
| 50 AND OVER | 5 | 5 | 15 | 10 | 35 | 14 | 29 |
| 6 - 11 YEARS | 22 | 15 | 15 | 10 | 63 | 36 | 16 |
| 18 - 49 YEARS | 8 | 13 | 29 | 14 | 64 | 12 | 22 |
| 18 YEARS AND OVER | 7 | 10 | 24 | 13 | 53 | 13 | 24 |
| TOTAL MALES | 8 | 9 | 20 | 16 | 53 | 15 | 30 |
| 6 - 8 YEARS | 19 | 17 | 17 | 8 | 61 | 31 | 13 |
| 9 - 11 YEARS | 17 | 15 | 15 | 10 | 56 | 30 | 18 |
| 12 - 17 YEARS | 4 | 11 | 19 | 28 | 63 | 6 | 45 |
| 18 - 34 YEARS | 11 | 15 | 20 | 12 | 59 | 19 | 20 |
| 18 - 49 YEARS | 8 | 10 | 23 | 18 | 59 | 14 | 31 |
| 6 - 11 YEARS | 18 | 16 | 16 | 9 | 59 | 30 | 16 |
| 18 YEARS AND OVER | 7 | 8 | 20 | 15 | 51 | 14 | 30 |
| TOTAL FEMALES | 9 | 13 | 24 | 11 | 58 | 16 | 19 |
| 6 - 8 YEARS | 23 | 16 | 13 | 10 | 62 | 37 | 17 |
| 9 - 11 YEARS | 31 | 13 | 16 | 11 | 72 | 43 | 16 |
| 12 - 17 YEARS | 19 | 24 | 12 | 15 | 70 | 27 | 22 |
| 18 - 34 YEARS | 10 | 18 | 37 | 11 | 77 | 13 | 14 |
| 18 - 49 YEARS | 7 | 16 | 35 | 11 | 69 | 11 | 16 |
| 6 - 11 YEARS | 27 | 14 | 15 | 11 | 67 | 40 | 16 |
| 18 YEARS AND OVER | 6 | 12 | 27 | 11 | 55 | 12 | 19 |
| HOUSEHOLD INCOME | | | | | | | |
| UNDER \$20,000 | 15 | 8 | 22 | 10 | 56 | 27 | 19 |
| \$20,000 - \$39,999 | 10 | 14 | 20 | 15 | 59 | 16 | 25 |
| \$40,000 - \$59,999 | 8 | 12 | 21 | 16 | 56 | 14 | 28 |
| \$60,000 AND OVER | 5 | 11 | 24 | 13 | 52 | 10 | 24 |
| \$75,000 AND OVER | 5 | 12 | 24 | 14 | 54 | 9 | 25 |
| REGION | | | | | | | |
| NORTHEAST | 10 | 10 | 24 | 15 | 58 | 16 | 25 |
| NORTH CENTRAL | 5 | 12 | 23 | 14 | 55 | 10 | 26 |
| SOUTH | 10 | 11 | 19 | 14 | 54 | 19 | 26 |
| WEST | 9 | 13 | 24 | 10 | 55 | 16 | 19 |
| NIELSEN COUNTY SIZE | | | | | | | |
| A | 8 | 13 | 21 | 13 | 55 | 15 | 23 |
| B | 6 | 10 | 23 | 16 | 56 | 11 | 28 |
| C & D | 12 | 10 | 23 | 12 | 56 | 21 | 21 |
| RACE | | | | | | | |
| NON BLACK | 7 | 11 | 22 | 13 | 53 | 14 | 25 |
| BLACK | 18 | 16 | 21 | 16 | 71 | 25 | 22 |
| ETHNICITY | | | | | | | |
| HISPANIC | 13 | 18 | 18 | 11 | 60 | 22 | 18 |
| MOTHERS OF CHILDREN 2-5 YRS | 11 | 15 | 35 | 12 | 74 | 15 | 16 |
| MOTHERS OF CHILDREN 2-11 YRS | 10 | 16 | 34 | 11 | 70 | 14 | 16 |