

**1. Cool person**

Do you consider yourself to be a "cool" person or not?

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	55%	56%	54%	62%	58%	55%	43%	62%	54%	48%
No	45%	44%	46%	38%	42%	45%	57%	38%	46%	52%
Totals (Unweighted N)	100% (983)	100% (470)	100% (513)	100% (136)	100% (273)	100% (409)	100% (165)	100% (350)	100% (404)	100% (229)

	Race				Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Yes	55%	51%	76%	60%	61%	48%	53%	60%	54%	52%	58%
No	45%	49%	24%	40%	39%	52%	47%	40%	46%	48%	42%
Totals (Unweighted N)	100% (983)	100% (747)	100% (115)	100% (121)	100% (390)	100% (266)	100% (185)	100% (176)	100% (196)	100% (361)	100% (250)

	Cool person		
	Total	Yes	No
Yes	55%	100%	—
No	45%	—	100%
Totals (Unweighted N)	100% (983)	100% (527)	100% (456)

**2. US City - Coolness – Austin, TX**

In your opinion, how "cool" are the US cities listed below?

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very cool	22%	24%	21%	29%	25%	18%	20%	20%	25%	22%
Somewhat cool	44%	44%	44%	35%	45%	47%	49%	45%	43%	46%
Not very cool	21%	20%	23%	21%	17%	26%	20%	26%	18%	23%
Not cool at all	12%	12%	12%	15%	13%	10%	11%	10%	15%	9%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(476)	(520)	(143)	(277)	(410)	(166)	(357)	(409)	(230)

	Race				Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Very cool	22%	22%	30%	19%	22%	23%	28%	26%	24%	21%	20%
Somewhat cool	44%	44%	44%	44%	45%	44%	42%	43%	41%	46%	45%
Not very cool	21%	22%	19%	22%	21%	24%	21%	16%	28%	21%	20%
Not cool at all	12%	12%	7%	16%	12%	10%	9%	14%	7%	13%	14%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(753)	(117)	(126)	(393)	(270)	(187)	(180)	(200)	(362)	(254)

	Cool person		
	Total	Yes	No
Very cool	22%	27%	17%
Somewhat cool	44%	47%	40%
Not very cool	21%	18%	26%
Not cool at all	12%	8%	17%
Totals	100%	100%	100%
(Unweighted N)	(996)	(525)	(455)

**3. US City - Coolness – Boston, MA**

In your opinion, how "cool" are the US cities listed below?

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very cool	19%	20%	19%	24%	19%	17%	19%	22%	18%	17%
Somewhat cool	44%	41%	46%	41%	49%	42%	42%	47%	42%	43%
Not very cool	22%	23%	21%	19%	20%	25%	22%	20%	22%	25%
Not cool at all	15%	16%	14%	16%	12%	16%	17%	11%	18%	15%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(476)	(520)	(142)	(278)	(410)	(166)	(357)	(410)	(229)

	Race				Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Very cool	19%	19%	18%	23%	18%	19%	22%	36%	15%	17%	14%
Somewhat cool	44%	42%	55%	44%	47%	41%	42%	35%	53%	44%	42%
Not very cool	22%	23%	18%	16%	21%	27%	22%	14%	21%	23%	26%
Not cool at all	15%	16%	8%	17%	14%	13%	14%	15%	11%	16%	18%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(752)	(117)	(127)	(393)	(270)	(188)	(180)	(200)	(361)	(255)

	Cool person		
	Total	Yes	No
Very cool	19%	23%	14%
Somewhat cool	44%	45%	43%
Not very cool	22%	20%	23%
Not cool at all	15%	11%	20%
Totals	100%	100%	100%
(Unweighted N)	(996)	(525)	(454)

**4. US City - Coolness – Chicago, IL**

In your opinion, how "cool" are the US cities listed below?

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very cool	20%	22%	17%	31%	19%	17%	12%	23%	22%	9%
Somewhat cool	35%	29%	40%	30%	45%	32%	32%	46%	31%	28%
Not very cool	24%	28%	21%	24%	20%	25%	29%	21%	23%	32%
Not cool at all	21%	21%	22%	15%	16%	25%	27%	10%	24%	31%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(476)	(520)	(142)	(278)	(410)	(166)	(357)	(410)	(229)

	Race				Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Very cool	20%	18%	32%	20%	22%	16%	22%	19%	28%	20%	12%
Somewhat cool	35%	34%	41%	35%	38%	33%	37%	37%	31%	34%	38%
Not very cool	24%	25%	17%	26%	24%	27%	19%	23%	21%	24%	29%
Not cool at all	21%	23%	10%	19%	17%	24%	23%	21%	21%	22%	20%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(752)	(117)	(127)	(393)	(270)	(188)	(180)	(200)	(361)	(255)

	Cool person		
	Total	Yes	No
Very cool	20%	26%	12%
Somewhat cool	35%	35%	33%
Not very cool	24%	23%	26%
Not cool at all	21%	15%	28%
Totals	100%	100%	100%
(Unweighted N)	(996)	(525)	(454)

**5. US City - Coolness – Dallas, TX**

In your opinion, how "cool" are the US cities listed below?

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very cool	19%	16%	21%	18%	21%	18%	17%	16%	18%	24%
Somewhat cool	42%	44%	40%	39%	40%	44%	44%	38%	41%	51%
Not very cool	25%	25%	25%	28%	23%	25%	25%	31%	25%	17%
Not cool at all	14%	15%	14%	15%	15%	14%	14%	16%	16%	8%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(476)	(520)	(143)	(278)	(410)	(165)	(356)	(410)	(230)

	Race				Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Very cool	19%	17%	29%	18%	19%	18%	19%	19%	21%	20%	14%
Somewhat cool	42%	41%	45%	43%	43%	42%	37%	46%	45%	43%	34%
Not very cool	25%	27%	18%	21%	26%	26%	26%	19%	22%	25%	34%
Not cool at all	14%	15%	8%	18%	12%	14%	18%	16%	11%	12%	19%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(752)	(117)	(127)	(393)	(270)	(188)	(180)	(200)	(362)	(254)

	Cool person		
	Total	Yes	No
Very cool	19%	25%	11%
Somewhat cool	42%	43%	40%
Not very cool	25%	22%	28%
Not cool at all	14%	10%	20%
Totals	100%	100%	100%
(Unweighted N)	(996)	(525)	(454)

**6. US City - Coolness – Denver, CO**

In your opinion, how "cool" are the US cities listed below?

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very cool	22%	22%	21%	27%	18%	22%	21%	18%	24%	19%
Somewhat cool	46%	46%	46%	32%	50%	52%	46%	52%	40%	53%
Not very cool	20%	18%	21%	26%	20%	15%	21%	20%	19%	21%
Not cool at all	13%	14%	12%	15%	12%	12%	13%	10%	16%	7%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(994)	(475)	(519)	(141)	(278)	(410)	(165)	(356)	(410)	(228)

	Race			Family Income			Region				
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Very cool	22%	23%	22%	14%	20%	21%	26%	24%	22%	21%	19%
Somewhat cool	46%	46%	47%	45%	48%	48%	43%	42%	54%	46%	43%
Not very cool	20%	20%	17%	22%	18%	19%	20%	18%	17%	19%	24%
Not cool at all	13%	11%	13%	19%	14%	12%	10%	16%	7%	14%	13%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(994)	(750)	(117)	(127)	(393)	(269)	(188)	(180)	(200)	(360)	(254)

	Cool person		
	Total	Yes	No
Very cool	22%	26%	16%
Somewhat cool	46%	49%	43%
Not very cool	20%	16%	23%
Not cool at all	13%	9%	17%
Totals	100%	100%	100%
(Unweighted N)	(994)	(524)	(453)

**7. US City - Coolness – Las Vegas, NV**

In your opinion, how "cool" are the US cities listed below?

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very cool	36%	35%	37%	36%	44%	28%	41%	40%	34%	34%
Somewhat cool	37%	38%	36%	43%	32%	41%	28%	34%	37%	40%
Not very cool	15%	15%	14%	12%	15%	14%	18%	14%	14%	16%
Not cool at all	13%	11%	14%	9%	10%	17%	13%	11%	14%	10%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(995)	(476)	(519)	(142)	(278)	(410)	(165)	(356)	(410)	(229)

	Race				Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Very cool	36%	32%	54%	43%	42%	33%	28%	42%	35%	36%	32%
Somewhat cool	37%	38%	34%	32%	37%	35%	42%	36%	39%	36%	37%
Not very cool	15%	16%	6%	14%	11%	18%	14%	7%	16%	16%	18%
Not cool at all	13%	14%	6%	11%	11%	14%	17%	15%	11%	12%	13%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(995)	(751)	(117)	(127)	(393)	(270)	(188)	(180)	(200)	(361)	(254)

	Total	Cool person	
		Yes	No
Very cool	36%	42%	28%
Somewhat cool	37%	40%	33%
Not very cool	15%	11%	21%
Not cool at all	13%	8%	18%
Totals	100%	100%	100%
(Unweighted N)	(995)	(525)	(453)

**8. US City - Coolness – Los Angeles, CA**

In your opinion, how "cool" are the US cities listed below?

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very cool	30%	27%	33%	40%	34%	25%	22%	36%	31%	19%
Somewhat cool	39%	39%	40%	45%	42%	36%	37%	46%	36%	37%
Not very cool	16%	17%	16%	6%	14%	20%	25%	11%	16%	26%
Not cool at all	14%	18%	11%	9%	10%	19%	16%	7%	17%	18%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(475)	(521)	(143)	(278)	(409)	(166)	(355)	(411)	(230)

	Race				Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Very cool	30%	25%	58%	32%	37%	23%	24%	39%	27%	32%	24%
Somewhat cool	39%	40%	30%	46%	40%	43%	37%	35%	39%	38%	46%
Not very cool	16%	19%	6%	10%	13%	17%	21%	10%	20%	16%	18%
Not cool at all	14%	16%	6%	12%	10%	17%	19%	17%	14%	14%	12%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(751)	(118)	(127)	(394)	(270)	(187)	(180)	(200)	(362)	(254)

	Cool person		
	Total	Yes	No
Very cool	30%	41%	16%
Somewhat cool	39%	39%	39%
Not very cool	16%	12%	22%
Not cool at all	14%	7%	23%
Totals	100%	100%	100%
(Unweighted N)	(996)	(526)	(453)

**9. US City - Coolness – Miami, FL**

In your opinion, how "cool" are the US cities listed below?

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very cool	31%	30%	32%	40%	34%	26%	25%	36%	31%	24%
Somewhat cool	38%	36%	40%	38%	40%	39%	34%	39%	36%	41%
Not very cool	19%	19%	19%	11%	15%	21%	30%	13%	21%	24%
Not cool at all	12%	15%	9%	11%	12%	14%	10%	13%	12%	11%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(995)	(474)	(521)	(143)	(277)	(409)	(166)	(354)	(411)	(230)

	Race				Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Very cool	31%	26%	57%	34%	38%	27%	24%	40%	28%	33%	23%
Somewhat cool	38%	39%	33%	37%	36%	39%	39%	32%	42%	38%	39%
Not very cool	19%	22%	6%	12%	14%	22%	22%	12%	19%	19%	24%
Not cool at all	12%	13%	4%	16%	11%	12%	15%	16%	11%	10%	14%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(995)	(751)	(117)	(127)	(394)	(270)	(187)	(180)	(200)	(361)	(254)

	Cool person		
	Total	Yes	No
Very cool	31%	42%	19%
Somewhat cool	38%	36%	38%
Not very cool	19%	16%	25%
Not cool at all	12%	6%	19%
Totals	100%	100%	100%
(Unweighted N)	(995)	(525)	(453)

**10. US City - Coolness – Nashville, TN**

In your opinion, how "cool" are the US cities listed below?

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very cool	23%	21%	26%	16%	21%	29%	25%	19%	23%	30%
Somewhat cool	45%	45%	46%	43%	44%	45%	51%	47%	44%	48%
Not very cool	18%	19%	17%	21%	22%	15%	15%	22%	17%	15%
Not cool at all	13%	15%	11%	20%	13%	11%	8%	12%	16%	7%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(475)	(522)	(143)	(278)	(409)	(167)	(356)	(411)	(230)

	Race				Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Very cool	23%	25%	28%	8%	25%	24%	21%	27%	24%	26%	16%
Somewhat cool	45%	44%	57%	45%	46%	44%	46%	40%	52%	45%	44%
Not very cool	18%	19%	8%	22%	15%	24%	19%	17%	16%	17%	23%
Not cool at all	13%	12%	7%	25%	14%	8%	13%	15%	8%	13%	17%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(752)	(118)	(127)	(394)	(270)	(187)	(180)	(200)	(362)	(255)

	Cool person		
	Total	Yes	No
Very cool	23%	30%	16%
Somewhat cool	45%	47%	42%
Not very cool	18%	14%	24%
Not cool at all	13%	9%	18%
Totals	100%	100%	100%
(Unweighted N)	(997)	(526)	(454)

**11. US City - Coolness – New Orleans, LA**

In your opinion, how "cool" are the US cities listed below?

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very cool	33%	30%	35%	28%	31%	34%	38%	37%	31%	31%
Somewhat cool	43%	42%	43%	44%	48%	39%	41%	47%	41%	39%
Not very cool	15%	16%	14%	17%	12%	16%	14%	9%	16%	21%
Not cool at all	10%	11%	9%	11%	9%	12%	7%	6%	12%	10%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(475)	(521)	(142)	(279)	(409)	(166)	(357)	(411)	(228)

	Race				Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Very cool	33%	32%	44%	28%	37%	30%	34%	39%	30%	34%	28%
Somewhat cool	43%	44%	34%	41%	40%	46%	43%	37%	47%	42%	44%
Not very cool	15%	14%	17%	15%	14%	16%	12%	12%	16%	15%	16%
Not cool at all	10%	10%	5%	16%	9%	9%	11%	12%	6%	10%	12%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(751)	(118)	(127)	(394)	(271)	(186)	(180)	(200)	(360)	(256)

	Cool person		
	Total	Yes	No
Very cool	33%	40%	23%
Somewhat cool	43%	41%	45%
Not very cool	15%	13%	18%
Not cool at all	10%	6%	14%
Totals	100%	100%	100%
(Unweighted N)	(996)	(527)	(452)

**12. US City - Coolness – New York City, NY**

In your opinion, how "cool" are the US cities listed below?

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very cool	42%	38%	46%	51%	45%	37%	37%	53%	40%	29%
Somewhat cool	34%	31%	36%	35%	37%	32%	31%	33%	33%	37%
Not very cool	11%	14%	8%	5%	9%	12%	18%	8%	12%	13%
Not cool at all	13%	17%	10%	9%	9%	19%	14%	6%	15%	21%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(995)	(475)	(520)	(142)	(278)	(409)	(166)	(355)	(410)	(230)

	Race				Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Very cool	42%	37%	63%	49%	44%	36%	45%	55%	37%	42%	36%
Somewhat cool	34%	37%	23%	28%	34%	37%	28%	27%	37%	32%	39%
Not very cool	11%	12%	4%	10%	9%	13%	14%	6%	13%	12%	12%
Not cool at all	13%	14%	10%	14%	13%	14%	14%	12%	13%	14%	13%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(995)	(751)	(118)	(126)	(393)	(270)	(187)	(180)	(200)	(361)	(254)

	Cool person		
	Total	Yes	No
Very cool	42%	49%	33%
Somewhat cool	34%	34%	34%
Not very cool	11%	10%	13%
Not cool at all	13%	8%	20%
Totals	100%	100%	100%
(Unweighted N)	(995)	(526)	(452)

**13. US City - Coolness – Orlando, FL**

In your opinion, how "cool" are the US cities listed below?

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very cool	25%	24%	27%	30%	29%	21%	23%	27%	27%	20%
Somewhat cool	42%	43%	42%	42%	41%	41%	46%	43%	40%	47%
Not very cool	20%	20%	19%	19%	17%	21%	21%	18%	17%	27%
Not cool at all	13%	14%	12%	10%	13%	16%	10%	12%	16%	7%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(476)	(521)	(143)	(278)	(410)	(166)	(355)	(412)	(230)

	Race				Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Very cool	25%	22%	49%	26%	33%	21%	19%	33%	21%	30%	16%
Somewhat cool	42%	42%	39%	45%	43%	42%	37%	37%	49%	42%	40%
Not very cool	20%	22%	9%	17%	14%	24%	25%	15%	18%	17%	29%
Not cool at all	13%	14%	4%	12%	10%	13%	19%	15%	11%	12%	15%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(752)	(118)	(127)	(394)	(270)	(188)	(180)	(200)	(363)	(254)

	Cool person		
	Total	Yes	No
Very cool	25%	34%	15%
Somewhat cool	42%	42%	43%
Not very cool	20%	17%	24%
Not cool at all	13%	8%	19%
Totals	100%	100%	100%
(Unweighted N)	(997)	(526)	(454)

**14. US City - Coolness – Portland, OR**

In your opinion, how "cool" are the US cities listed below?

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very cool	20%	20%	19%	25%	17%	18%	20%	20%	22%	13%
Somewhat cool	42%	42%	43%	33%	49%	46%	38%	50%	40%	37%
Not very cool	24%	23%	25%	28%	23%	21%	28%	22%	22%	34%
Not cool at all	14%	15%	12%	14%	11%	15%	14%	8%	16%	17%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(478)	(520)	(142)	(280)	(410)	(166)	(356)	(413)	(229)

	Race				Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Very cool	20%	21%	20%	11%	16%	21%	30%	18%	20%	15%	28%
Somewhat cool	42%	41%	50%	42%	47%	42%	31%	45%	45%	43%	38%
Not very cool	24%	24%	22%	30%	22%	27%	25%	21%	21%	28%	22%
Not cool at all	14%	14%	8%	16%	14%	10%	14%	16%	13%	14%	12%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(753)	(118)	(127)	(395)	(271)	(188)	(180)	(200)	(363)	(255)

	Cool person		
	Total	Yes	No
Very cool	20%	22%	17%
Somewhat cool	42%	46%	37%
Not very cool	24%	23%	27%
Not cool at all	14%	9%	19%
Totals	100%	100%	100%
(Unweighted N)	(998)	(527)	(454)

**15. US City - Coolness – San Diego, CA**

In your opinion, how "cool" are the US cities listed below?

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very cool	28%	28%	28%	33%	31%	24%	25%	28%	31%	22%
Somewhat cool	46%	45%	46%	43%	42%	46%	53%	49%	44%	45%
Not very cool	16%	15%	17%	12%	17%	18%	14%	16%	13%	22%
Not cool at all	10%	12%	9%	12%	9%	12%	8%	7%	12%	11%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(478)	(520)	(142)	(280)	(410)	(166)	(356)	(413)	(229)

	Race			Family Income			Region				
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Very cool	28%	27%	38%	26%	29%	25%	36%	28%	22%	27%	35%
Somewhat cool	46%	46%	41%	46%	48%	47%	39%	46%	47%	44%	46%
Not very cool	16%	17%	14%	15%	13%	19%	15%	12%	23%	17%	10%
Not cool at all	10%	10%	7%	14%	9%	9%	10%	14%	8%	11%	9%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(753)	(118)	(127)	(395)	(271)	(188)	(180)	(200)	(363)	(255)

	Cool person		
	Total	Yes	No
Very cool	28%	34%	20%
Somewhat cool	46%	47%	45%
Not very cool	16%	13%	21%
Not cool at all	10%	7%	14%
Totals	100%	100%	100%
(Unweighted N)	(998)	(527)	(454)

**16. US City - Coolness – San Francisco, CA**

In your opinion, how "cool" are the US cities listed below?

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very cool	33%	32%	34%	41%	30%	28%	37%	41%	33%	19%
Somewhat cool	43%	40%	46%	46%	46%	44%	36%	45%	42%	44%
Not very cool	10%	11%	9%	3%	13%	11%	13%	7%	10%	15%
Not cool at all	14%	17%	11%	10%	12%	17%	15%	7%	15%	22%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(477)	(520)	(142)	(280)	(409)	(166)	(356)	(413)	(228)

	Race				Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Very cool	33%	30%	49%	34%	36%	27%	36%	38%	27%	31%	37%
Somewhat cool	43%	44%	37%	43%	46%	47%	33%	39%	49%	42%	43%
Not very cool	10%	11%	7%	8%	8%	13%	11%	6%	15%	10%	9%
Not cool at all	14%	15%	8%	15%	10%	12%	20%	17%	9%	17%	11%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(752)	(118)	(127)	(395)	(270)	(188)	(180)	(200)	(362)	(255)

	Cool person		
	Total	Yes	No
Very cool	33%	40%	23%
Somewhat cool	43%	43%	44%
Not very cool	10%	7%	13%
Not cool at all	14%	10%	19%
Totals	100%	100%	100%
(Unweighted N)	(997)	(527)	(453)

**17. US City - Coolness – Seattle, WA**

In your opinion, how "cool" are the US cities listed below?

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very cool	25%	25%	25%	31%	25%	24%	21%	30%	25%	18%
Somewhat cool	44%	42%	45%	37%	47%	47%	40%	47%	42%	42%
Not very cool	18%	17%	19%	20%	17%	14%	27%	16%	17%	25%
Not cool at all	13%	16%	10%	12%	12%	14%	12%	7%	15%	16%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(478)	(519)	(142)	(279)	(410)	(166)	(356)	(412)	(229)

	Race				Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Very cool	25%	24%	37%	20%	24%	25%	37%	26%	25%	21%	32%
Somewhat cool	44%	44%	42%	41%	49%	44%	30%	38%	49%	48%	37%
Not very cool	18%	18%	14%	24%	16%	21%	21%	20%	17%	19%	17%
Not cool at all	13%	13%	7%	15%	12%	10%	12%	17%	9%	12%	14%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(753)	(118)	(126)	(395)	(271)	(187)	(180)	(200)	(363)	(254)

	Cool person		
	Total	Yes	No
Very cool	25%	31%	19%
Somewhat cool	44%	45%	42%
Not very cool	18%	16%	22%
Not cool at all	13%	8%	18%
Totals	100%	100%	100%
(Unweighted N)	(997)	(527)	(454)

**18. US City - Coolness – Washington, DC**

In your opinion, how "cool" are the US cities listed below?

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very cool	18%	17%	18%	25%	19%	16%	11%	23%	17%	13%
Somewhat cool	35%	29%	40%	33%	39%	32%	35%	44%	30%	31%
Not very cool	22%	24%	19%	27%	20%	20%	21%	19%	24%	19%
Not cool at all	26%	30%	22%	14%	22%	33%	33%	14%	29%	37%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(478)	(518)	(141)	(280)	(409)	(166)	(355)	(412)	(229)

	Race				Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Very cool	18%	14%	35%	21%	24%	13%	13%	24%	15%	21%	10%
Somewhat cool	35%	31%	45%	46%	37%	41%	26%	37%	37%	32%	35%
Not very cool	22%	24%	15%	15%	20%	19%	26%	16%	22%	20%	28%
Not cool at all	26%	31%	5%	18%	20%	27%	34%	22%	26%	27%	27%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(752)	(117)	(127)	(394)	(271)	(187)	(180)	(200)	(361)	(255)

	Total	Cool person	
		Yes	No
Very cool	18%	23%	11%
Somewhat cool	35%	39%	28%
Not very cool	22%	20%	24%
Not cool at all	26%	17%	37%
Totals	100%	100%	100%
(Unweighted N)	(996)	(526)	(453)

**19. LA or NYC**

Which city is "cooler", Los Angeles or New York City?

	Total	Gender		Age				3 Point Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Los Angeles	41%	43%	39%	42%	46%	39%	34%	36%	44%	40%
New York City	59%	57%	61%	58%	54%	61%	66%	64%	56%	60%
Totals (Unweighted N)	100% (964)	100% (458)	100% (506)	100% (137)	100% (273)	100% (397)	100% (157)	100% (348)	100% (392)	100% (224)

	Total	Race			Family Income			Region			
		White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Los Angeles	41%	40%	48%	40%	47%	37%	35%	31%	43%	42%	44%
New York City	59%	60%	52%	60%	53%	63%	65%	69%	57%	58%	56%
Totals (Unweighted N)	100% (964)	100% (729)	100% (112)	100% (123)	100% (378)	100% (261)	100% (185)	100% (171)	100% (194)	100% (349)	100% (250)

	Total	Cool person	
		Yes	No
Los Angeles	41%	40%	40%
New York City	59%	60%	60%
Totals (Unweighted N)	100% (964)	100% (517)	100% (436)