



48 Attributes

Rank	Attributes	% All Adults	Rank	Attributes	% All Adults
1	Obliging	100	26	High Quality	73
2	Cares Customers	100	27	Energetic	72
3	Trustworthy	99	28	Social	70
4	Leader	99	29	Distinctive	68
5	Helpful	99	30	Restrained	67
6	Reliable	99	31	Tough	67
7	Socially Responsible	99	32	Rugged	62
8	Kind	97	33	Simple	56
9	Independent	97	34	Dynamic	55
10	Straightforward	96	35	Innovative	55
11	Worth More	96	36	Valuable	52
12	Best Brand	95	37	Accessible	52
13	Friendly	94	38	Healthy	46
14	High Performance	93	39	Carefree	43
15	Progressive	92	40	Unique	32
16	Intelligent	90	41	Fun	30
17	Down To Earth	90	42	Expert	29
18	Original	86	43	Daring	24
19	Authentic	86	44	Personal	23
20	Up To Date	85	45	Different	19
21	Prestigious	81	46	Proactive	13
22	Traditional	81	47	Trendy	13
23	Good Value	76	48	Stylish	11
24	Gaining In Popularity	75			
25	Upper Class	75			