

Category norms: An updated and expanded version of the Battig and Montague (1969) norms[☆]

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Abstract

The Battig and Montague (1969) category norms have been an invaluable tool for researchers in many fields, with a recent literature search revealing their use in over 1600 projects published in more than 200 different journals. Since 1969, numerous changes have occurred culturally that warrant the collection of new normative data. For instance, in the mid-1960s, the waltz was a popular dance, and undergraduates wore rubbers on their feet. To meet the need for updated norms, we report an expanded version of the Battig and Montague (1969) norms, based on responses from three different sites varying in geographical locations within the United States. The norms were expanded to include new categories (e.g., ad hoc categories) and new measures, most notably latencies for the generated responses. Analyses demonstrated high levels of geographical stability across the new sites, with lower and more variable levels of generational stability between the Battig and Montague norms and the current norms.

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In 1969, Battig and Montague published an updated and expanded version of the Connecticut category norms originally published by Cohen, Bousfield, and Whitmarsh (1957). After an unsuccessful attempt to acquire the Connecticut norms, Battig and Montague collected new normative data in 1965 because of “Cohen’s persuasive argument that after 8 yr. it would make more sense to redo [the Connecticut norms] completely and bring them up to date” (p. 1). If an 8-year lapse was of great enough concern to warrant collection of new normative data, a 35-year lapse demands it. To put this lapse into perspective, the average participant employed by Battig and Montague was born in the mid-1940s, and the average participant in a contemporary psychology subject-pool was born in the early 1980s. By many historical accounts, these decades varied markedly, and it seems likely that as compared to students who participated in Battig and Montague’s norms, the students in the 21st century would sometimes have quite different

ideas about what constitutes good category exemplars. For example, whereas the *waltz* and *frug* were the most popular dances among college undergraduates in 1965, *ballet* and the *tango* were the most popular in 2002. In 1965, undergraduates wore *rubbers* on their feet, they did not listen to *rap*, and they did not drive *SUVs* (the term was first used in 1984). They did not convert dollars for *Euros* (Europe's official currency as of 1999) or use *credit cards* (they were not in widespread use until after 1970). The diseases of their day were *TB* and *polio*, not *AIDS* and *HIV*, and they did not grow up with *Barbie dolls* (the students were 12–14 years old when Barbie was introduced) or *video games*. Thus, to the extent that the Battig and Montague norms no longer accurately reflect people's knowledge about category membership, research that depends on these norms will be compromised.

Given the continued and widespread reliance on the Battig and Montague (1969) category norms, updating them seems even more imperative: A citation search performed in November of 2002 revealed that the Battig and Montague norms were cited over 1600 times in papers published in over 220 different journals. Over 150 of these citations occurred since 2000, indicating that the Battig and Montague norms are still an extremely popular source of category norm data.

In addition to updating the existing norms, we expanded and improved them in several ways. First, to reflect the broader array of categories that have been used in research since publication of the Battig and Montague norms (hereafter, the "1969 norms"), we added 14 new categories. These new categories are subdivided into general purpose, ad-hoc, and domain-relevant, and they are presented in Table 1. Second, response latencies were also collected, another criterion by which researchers can select and differentiate items. For example, the proportions of participants generating *priest* as a member of the clergy and *black* as a color were similar (.77 and .71, respectively), but the mean response latencies for these two responses were very different (5.2 vs. 2.4 s, respectively). Third, the 1969 norms originally contained a measure of geographical stability in which the responses and ordering of responses across their two geographically distinct sites was compared for each category. The correlations were high (typically above +.90), demonstrating that people's knowledge of category membership was quite stable between their sites. Not only do we report geographical stability, but we also include a measure of generational stability—or conceptual drift—that was computed by directly comparing the ordering of responses between the 1969 norms and the current norms (hereafter, the "2004 norms"). The measure of generational stability allows us to evaluate the degree to which knowledge of category membership has shifted in the past 35 years

Table 1
New Categories

Kind of category	Category name
General	A drug
	A type of car
Ad-hoc	A liquid
	A thing women wear
	A thing that flies
	A thing that makes noise
	A thing that is green
	A thing made of wood
Domain-relevant	A thing taken from a burning home
	A football position
	A football team name
	A football penalty
	A gardener's tool
	An herb

Notes. The categories "A gardener's tool" and "An herb" can be combined with "A vegetable," "A flower," and "A tree" to make a large set of categories relevant to one domain.

since the 1969 norms were collected. To foreshadow, as compared to the high levels of geographical stability found for both norms, generational stability was lower and quite variable, which empirically establishes the import of using up-to-date norms in psychological research.

Method

Participants

In order to sample from possibly diverse sets of people, participants were selected from three universities in different regions of the United States: University of Colorado at Boulder (UCB), University of Maryland at College Park (UMCP), and University of North Carolina at Greensboro (UNCG). At least 300 participants were presented with each category at UCB, and at least 150 participants were presented with each category at UMCP and UNCG, for a total of at least 600 participants per category ($M = 672$, range = 633–710).¹ All participants were undergraduates from the respective university and they volunteered in partial fulfillment of a course requirement. Due to time limitations a number of participants at UCB and UNCG completed less than 70 categories and additional participants were added at both locations to attain the desired number of

¹ For comparison, the Battig and Montague norms were collected from 442 participants from two universities (University of Illinois, University of Maryland).

presentations of a category. The data from UCB were collected between the fall semester of 2000 and the spring semester of 2003, the data from UMCP were collected during the fall semester of 2002, and the data from UNCG were collected between the fall semester of 2002 and the spring semester of 2003.

Procedure

The present procedure was similar to that used for the 1969 norms with the following exceptions: (a) the entire experiment was computerized, (b) only one category was presented and visible at a time, (c) a total of 70 categories was used, and (d) the instructions given to participants by Battig and Montague were presented to the current participants, except they were modified to reflect these methodological changes. The order of presentation of the categories was determined randomly for each participant and the presentation of category names and data collection were performed on Apple Macintosh computers using a custom-written program. Consistent with the 1969 norms, participants had 30 s to generate as many responses to each category as possible, after which time the next category name was presented. In contrast to the 1969 norms, responses were typed into the computer instead of handwritten. In addition to the participants' responses, the order in which the responses were typed and the amount of time that elapsed between responses were recorded.

Results

The response data for each category are presented in the Appendix. All intelligible responses were included in the analyses (less than 1% of the responses were unintelligible and were removed), and responses that were misspelled (e.g., Afghanistan) were included under a response spelled correctly (e.g., Afghanistan). The responses were then tallied separately for each location.

The Appendix contains separate tables for the 70 categories, organized in a manner similar to the 1969 norms. However, two changes in the way the data are presented are worth noting. First, the 1969 norms are based on response frequencies and the 2004 norms are based on response proportions because: (a) the number of participants at each university who generated responses varied, both within a category and across categories, which would make comparison across categories difficult, and (b) the proportions are more informative for researchers because the top responses in different categories can vary dramatically in the proportion of participants giving that response. For example, *water* was generated by almost 100% of the participants and *eagle* was generated by only 47% of the participants, even though both

responses were the most common response for their category ("A Liquid" and "A Bird," respectively).

Second, Battig and Montague used a response frequency cutoff of 10 participants, meaning that the data for responses generated by 10 or more participants were listed individually in a table for each category in order of their frequency of response, and responses with frequencies below the cutoff were provided in alphabetical order under a numerical heading representing the actual response frequency. Because the current norms are based on response proportions and because of the enormous number of very low frequency responses, we used a proportion of 0.05 as the cutoff. As a result, responses generated by .05 or more of all participants are listed individually in tables. Responses generated by less than .05 of all participants are not included here. However, for researchers who may be interested in lower frequency responses, responses with proportions of .02 or more are available at www.sciencedirect.com.

In order to help explain the format of the category tables, the table for the first category "A Precious Stone" will be used as an example to illustrate throughout.

1. *Response* is the list of the actual responses. When two responses referred to essentially the same entity (e.g., gem and gemstone), the frequencies of responses were combined under a superordinate response heading (e.g., gem(stone)), in a manner consistent with the 1969 norms. However, because some researchers might find it helpful to know the individual responses and their response data, each response is also listed separately below the superordinate response. When singular and plural forms of a response were generated, the two forms were combined into a single response (e.g., diamond(s)).
Occasionally, participants did not press the <enter> key after each response, but instead strung responses together with each response separated by spaces or commas. In these cases, the entire category for that participant was removed because the rank and response time information would not have been accurate for these responses. Data were eliminated for less than 1% of the participants, and usually only for the first one or two categories presented.
2. *Total* is the proportion of all participants who gave the particular response. It was computed by dividing the number of participants who gave the response by the number of all participants who generated any response. The number of all participants who generated any response to the category is shown in parentheses under the heading (e.g., 647). *Diamond* was given by 92% of the 647 participants who responded to this category.
3. *First* is the proportion of all participants who gave the particular response as their first response. It was

Table 2
Participant counts and potency by University

#	Category	Participant counts				Potency				
		Total	UCB	UMCP	UNCG	UCB	UMCP	UNCG	Mean	Rank
1	A precious stone	647(1)	329(0)	150(0)	168(1)	4.7	4.5	4.7	4.6	61
2	A unit of time	693(6)	370(2)	148(2)	175(2)	8.1	8.1	7.2	7.8	7
3	A relative	642(1)	322(1)	150(0)	170(0)	9.1	9.2	9.2	9.2	5
4	A unit of distance	654(0)	336(0)	150(0)	168(0)	6.6	6.6	6.0	6.4	22
5	A metal	697(13)	369(4)	146(4)	182(5)	5.0	4.8	4.8	4.8	59
6	A type of reading material	647(4)	338(1)	148(0)	161(3)	5.1	5.4	5.3	5.3	44
7	A military title	660(4)	333(2)	149(1)	178(1)	4.6	4.7	4.3	4.6	61
8	A four-footed animal	703(1)	372(0)	150(0)	181(1)	7.9	7.8	7.5	7.7	10
9	A type of fabric	660(8)	346(1)	146(4)	168(3)	5.4	5.3	5.2	5.3	44
10	A color	666(1)	344(0)	150(0)	172(1)	9.5	10.4	9.9	10.0	3
11	A kitchen utensil	653(1)	337(0)	150(0)	166(1)	6.3	6.1	6.2	6.2	25
12	A building for religious services	647(3)	331(1)	149(1)	167(1)	3.7	3.8	3.5	3.7	69
13	A part of speech	663(23)	368(4)	143(7)	152(12)	4.8	5.2	4.6	4.8	59
14	An article of furniture	700(2)	371(0)	149(1)	180(1)	6.5	6.6	6.3	6.5	20
15	A part of the human body	666(2)	352(0)	150(0)	164(2)	11.1	11.5	11.0	11.2	1
16	A fruit	655(2)	337(0)	149(1)	169(1)	7.4	7.7	7.5	7.5	13
17	A weapon	660(2)	338(0)	148(2)	174(0)	5.8	5.8	5.3	5.6	35
18	An elective office	645(10)	331(3)	146(4)	168(3)	4.8	5.0	4.7	4.9	56
19	A type of human dwelling	686(22)	370(4)	144(6)	172(12)	5.8	5.7	5.0	5.5	38
20	An alcoholic beverage	686(0)	370(0)	150(0)	166(0)	6.0	5.6	5.4	5.6	35
21	A country	698(1)	368(0)	150(0)	180(1)	7.8	8.2	7.4	7.8	7
22	A crime	697(3)	369(1)	150(0)	178(2)	5.0	5.1	4.8	4.9	56
23	A carpenter's tool	663(4)	342(1)	149(1)	172(2)	5.4	5.0	5.1	5.2	50
24	A member of the clergy	621(87)	348(36)	135(15)	138(36)	4.1	4.6	3.8	4.1	67
25	A substance for flavoring food	685(6)	367(2)	149(1)	169(3)	5.7	5.8	5.7	5.7	33
26	A type of fuel	637(4)	323(0)	148(2)	166(2)	4.4	4.0	4.1	4.1	67
27	An occupation or profession	638(4)	325(1)	149(1)	164(2)	6.2	6.4	6.2	6.3	24
28	A natural earth formation	641(13)	328(4)	147(3)	166(6)	5.6	5.5	5.6	5.6	35
29	A sport	632(1)	316(0)	148(1)	168(0)	7.7	7.8	7.8	7.8	7
30	A weather phenomenon	697(4)	370(2)	150(0)	177(2)	5.7	6.0	5.5	5.8	29
31	An article of clothing	650(4)	346(1)	149(1)	155(2)	8.4	8.7	8.2	8.4	6
32	A part of a building	673(3)	357(0)	150(0)	166(3)	6.6	6.5	6.4	6.5	20
33	A chemical element	679(19)	369(10)	146(4)	164(5)	5.3	5.8	4.9	5.3	44
34	A musical instrument	658(0)	337(0)	150(0)	171(0)	7.6	7.7	7.5	7.6	11
35	A kind of money	694(2)	371(0)	150(0)	173(2)	5.9	5.9	5.8	5.9	28
36	A type of music	673(2)	341(0)	149(1)	183(1)	7.5	8.0	7.4	7.6	11
37	A bird	690(3)	371(0)	148(2)	171(1)	6.0	6.3	6.0	6.1	27
38	A non-alcoholic beverage	658(3)	336(0)	149(1)	173(2)	6.3	6.5	6.5	6.4	22
39	A type of vehicle	696(1)	364(0)	149(1)	183(0)	7.0	6.3	7.1	6.8	16
40	A science	691(1)	370(0)	150(0)	171(1)	4.9	5.3	4.7	5.0	53
41	A toy	645(5)	326(3)	149(1)	170(1)	5.3	5.1	5.2	5.2	50
42	A type of dance	691(3)	372(0)	149(1)	170(2)	5.5	5.6	5.3	5.5	38
43	A vegetable	667(1)	357(0)	150(0)	160(1)	5.7	5.8	5.8	5.8	29
44	A type of footwear	668(2)	349(0)	150(0)	169(2)	5.8	6.0	5.5	5.8	29
45	An insect	667(3)	340(0)	149(1)	178(2)	5.6	5.5	5.2	5.4	41
46	A female first name	684(3)	367(1)	149(1)	168(1)	9.5	9.8	9.5	9.6	4
47	A male first name	653(1)	335(0)	150(0)	168(1)	10.7	10.7	10.3	10.6	2
48	A flower	690(1)	371(1)	150(0)	169(0)	5.2	4.9	4.8	5.0	53
49	A disease	675(7)	361(1)	148(2)	166(4)	4.5	4.5	4.1	4.4	66
50	A tree	653(3)	338(1)	149(1)	166(1)	6.0	5.2	5.7	5.7	33
51	A type of ship/boat	645(9)	335(2)	148(2)	162(5)	4.7	4.5	4.2	4.5	63
52	A fish	655(3)	326(0)	149(1)	180(2)	5.7	5.4	5.6	5.5	38
53	A snake	654(2)	339(0)	146(4)	166(1)	4.6	6.7	4.8	5.4	41
54	A city	639(0)	319(0)	149(1)	170(0)	7.1	8.8	6.6	7.5	13
55	A state	664(1)	332(0)	150(0)	182(1)	8.0	5.5	7.7	7.1	15
56	A college or university	663(0)	344(0)	149(1)	169(0)	6.4	6.6	7.0	6.7	19

Table 2 (continued)

#	Category	Participant counts				Potency				
		Total	UCB	UMCP	UNCG	UCB	UMCP	UNCG	Mean	Rank
57	A drug	650(0)	334(0)	150(0)	166(0)	5.6	5.2	4.8	5.2	50
58	A type of car	643(2)	325(1)	150(0)	169(1)	6.9	7.0	6.4	6.8	16
59	A liquid	646(3)	327(1)	150(0)	170(1)	5.4	5.5	5.2	5.3	44
60	A thing women wear	703(0)	372(0)	149(0)	181(0)	7.3	6.0	7.0	6.8	16
61	A thing that flies	693(2)	368(2)	149(1)	175(0)	5.6	4.7	5.5	5.3	44
62	A thing that makes noise	688(1)	371(0)	150(0)	167(1)	6.2	5.7	6.6	6.2	25
63	A thing that is green	692(3)	372(1)	150(0)	171(1)	5.0	4.8	5.1	5.0	53
64	A thing made of wood	674(1)	340(0)	150(0)	186(0)	5.9	5.7	5.7	5.8	29
65	A thing taken from a burning home	659(5)	338(1)	149(1)	173(2)	5.0	6.5	4.8	5.4	41
66	A football position	653(22)	353(1)	148(1)	163(8)	5.5	3.2	4.9	4.5	63
67	A football team name	669(7)	355(0)	148(2)	167(4)	6.1	4.5	5.2	5.3	44
68	A football penalty	635(43)	344(14)	137(13)	155(15)	3.6	3.2	2.8	3.2	70
69	A gardener's tool	659(10)	355(2)	147(3)	159(3)	4.7	0.0	4.5	4.5	63
70	An herb	599(40)	334(23)	136(14)	146(17)	3.4	0.0	3.2	4.9	56

computed by dividing the number of participants who gave the response as the first response by the number of all participants who generated any response. *Diamond* was the first response given by 50% of the 647 participants who responded to this category.

4. *RT overall* is the mean overall response time (RT). For those responses generated first, RT was computed by calculating the difference in time between the presentation of the category label and when the participant pressed the enter key after typing that response; for each subsequent response, RT was calculated as the difference in time between when the enter key was pressed after the previous response and when the enter key was pressed after the current response. Thus, given the way in which RT was calculated, researchers should bear in mind, when using RT as a criterion for selecting items, that longer words are more likely to have longer RTs than shorter words. On average, participants took 4.2 s to generate and type *diamond* as a response.
5. *RT first* is the mean response time for first responses only. On average, participants took 4.8 s to generate and type *diamond* when it was the first response.
6. *Rank* is the mean output position of the response. On average, *diamond* was output by the second response.
7. *Locations* are proportions of all participants at each of the three locations who gave the particular response. The three proportions were computed by dividing the number of participants at a location who gave the response by the number of all participants at that location who generated any response.

The number of participants at each location who gave at least one response is listed under the headings in parentheses.

In addition to the data for the 70 categories, several previously used and new comparative measures and summary statistics are presented in Tables 2 and 3. Table 2 contains a complete list of the category names and category numbers. The first 56 categories are from the 1969 norms (and they have the same category numbers) and the last 14 categories are the new categories. Also shown in Table 2 are the number of participants, in total and by location, presented with each category and the numbers of participants presented with the category but offering no response. A measure of category potency was computed by dividing the total number of responses given for a category by the total number of participants who gave responses to that category, by location. For example, on average, 4.6 responses were given for the category, "A precious stone" and 9.2 responses were given for the category, "A relative." Therefore, people generated twice as many exemplars for the latter category than for the former category. The mean category potency scores ranged from 3.2 responses to over 11 responses, and a rank score of the mean potency is also provided. Together, the number of participants offering no response to a category and the mean potency can vary widely and warrant consideration by researchers using these norms.

Battig and Montague calculated a correlational measure they called geographical stability. For each category, they computed the Pearson product-moment

Table 3
Computed measures of geographical stability

#	Category	2004 Geographic	1969 Geographic	Geographic difference	2004–1969 Generational	Generational difference
1	A precious stone	0.982	0.997	0.02	0.956	–0.04
2	A unit of time	0.990	0.997	0.01	0.952	–0.04
3	A relative	0.995	0.997	0.00	0.886	–0.11
4	A unit of distance	0.996	0.996	0.00	0.922	–0.07
5	A metal	0.982	0.993	0.01	0.947	–0.05
6	A type of reading material	0.981	0.991	0.01	0.943	–0.05
7	A military title	0.983	0.990	0.01	0.946	–0.04
8	A four-footed animal	0.982	0.989	0.01	0.947	–0.04
9	A kind of cloth	0.991	0.988	0.00	0.788	–0.20
10	A color	0.993	0.987	–0.01	0.978	–0.01
11	A kitchen utensil	0.993	0.987	–0.01	0.920	–0.07
12	A building for religious services	0.968	0.986	0.02	0.931	–0.05
13	A part of speech	0.991	0.986	0.00	0.942	–0.04
14	An article of furniture	0.983	0.985	0.00	0.896	–0.09
15	A part of the human body	0.988	0.984	0.00	0.968	–0.02
16	A fruit	0.982	0.983	0.00	0.887	–0.10
17	A weapon	0.991	0.981	–0.01	0.918	–0.06
18	An elective office	0.973	0.979	0.01	0.941	–0.04
19	A type of human dwelling	0.975	0.979	0.00	0.875	–0.10
20	An alcoholic beverage	0.954	0.979	0.02	0.788	–0.19
21	A country	0.966	0.978	0.01	0.871	–0.11
22	A crime	0.966	0.978	0.01	0.942	–0.04
23	A carpenter's tool	0.984	0.978	–0.01	0.892	–0.09
24	A member of the clergy	0.953	0.978	0.03	0.760	–0.22
25	A substance for flavoring food	0.976	0.977	0.00	0.939	–0.04
26	A type of fuel	0.950	0.975	0.02	0.578	–0.40
27	An occupation or profession	0.965	0.972	0.01	0.866	–0.11
28	A natural earth formation	0.965	0.967	0.00	0.876	–0.09
29	A sport	0.974	0.966	–0.01	0.888	–0.08
30	A weather phenomenon	0.976	0.965	–0.01	0.848	–0.12
31	An article of clothing	0.985	0.964	–0.02	0.774	–0.19
32	A part of a building	0.976	0.963	–0.01	0.911	–0.05
33	A chemical element	0.976	0.962	–0.01	0.925	–0.04
34	A musical instrument	0.957	0.960	0.00	0.930	–0.03
35	A kind of money	0.951	0.960	0.01	0.877	–0.08
36	A type of music	0.971	0.956	–0.01	0.399	–0.56
37	A bird	0.907	0.956	0.05	0.771	–0.19
38	A non-alcoholic beverage	0.931	0.952	0.02	0.711	–0.24
39	A transportation vehicle	0.871	0.951	0.08	0.850	–0.10
40	A science	0.951	0.950	0.00	0.784	–0.17
41	A toy	0.952	0.949	0.00	0.657	–0.29
42	A type of dance	0.913	0.949	0.04	0.051	–0.90
43	A vegetable	0.939	0.944	0.00	0.740	–0.20
44	A type of footwear	0.950	0.944	–0.01	0.715	–0.23
45	An insect	0.951	0.943	–0.01	0.922	–0.02
46	A female first name	0.826	0.942	0.12	0.133	–0.81
47	A male first name	0.886	0.937	0.05	0.517	–0.42
48	A flower	0.936	0.935	0.00	0.863	–0.07
49	A disease	0.980	0.906	–0.07	0.392	–0.51
50	A tree	0.876	0.893	0.02	0.811	–0.08
51	A type of ship/boat	0.951	0.878	–0.07	0.389	–0.49
52	A fish	0.828	0.824	0.00	0.734	–0.09
53	A snake	0.914	0.697	–0.22	0.584	–0.11
54	A city	0.445	0.689	0.24	0.584	–0.11
55	A state	0.442	0.297	–0.15	0.512	0.22
56	A college or university	0.082	0.097	0.01	0.204	0.11

Table 3 (continued)

#	Category	2004 Geographic	1969 Geographic	Geographic difference	2004–1969 Generational	Generational difference
57*	A type of car	0.957				
58*	A drug	0.913				
59*	A liquid	0.961				
60*	A thing that is green	0.965				
61*	A thing that makes noise	0.989				
62*	A thing women wear	0.957				
63*	A thing made of wood	0.968				
64*	A thing that flies	0.985				
65*	A thing taken from a burning home	0.968				
66*	A football team name	0.961				
67*	A football penalty	0.450				
68*	A football position	0.899				
69*	A gardener's tool	0.957				
70*	An herb	0.957				

Note. 2004 *Geographic* contains the means of the geographical stability correlations for the current norms, 1969 *Geographical* contains the means of the original geographical stability correlations from Battig and Montague, *Geographic Difference* is the difference between the 2004 *Geographic* and 1969 *Geographic*, 2004–1969 *Generational* contains the means of the generational stability correlations, and *Generational Difference* is the difference between 2004–1969 *Generational* and 1969 *Geographic*.

correlation between the frequencies with which each response was generated at their two locations, based on all responses in that category that were generated five or more times in at least one of the two locations. Accordingly, we also calculated three such correlations for each category, one for each pairing of the three locations used in the current norms. The means of these correlations are presented in Table 3 (see column labeled 2004 *Geographic*). For comparison, the correlations from the 1969 norms are also presented (see column labeled 1969 *Geographic*). As shown in this table, the correlations for the current norms are quite high, indicating the generalizability of the norms across regions of the United States. Put another way, high frequency responses for students in North Carolina were high frequency responses for students in Colorado and Maryland, and low frequency responses for students in North Carolina were low frequency responses for students in Colorado and Maryland. Only 8 of the original 56 categories and 2 of the new categories resulted in mean correlations below .90, and mostly small differences in mean correlations exist between the two norms (see column labeled *Geographic Difference*).

To compute a measure of the amount of generational stability (or conceptual drift) that has occurred during the 35 years since the Battig and Montague norms were collected, six Pearson product-moment correlation coefficients were computed, one for each pair of locations (each of the three 2004 locations by each of the two 1969 locations), based on all responses in a category that were generated five or more times in

at least one location in the pair.² For each category, the mean of the six correlations is presented in Table 3 (see column labeled 2004–1969 *Generational*). Each mean was then compared with the 1969 geographical stability correlation for an estimate of generational stability (see column labeled *Generational Difference*). Large difference scores indicate that the responses and/or the ordering of responses for the 2004 norms were quite different from that of the 1969 norms. Fifty-four of the 56 categories resulted in generational stability correlations that were lower than the original 1969 correlations. The range of these differences was quite sizeable (–0.01 to –0.90). On one hand, several categories that one might intuitively expect not to change (e.g., time, color) showed small differences. On the other hand, many categories that one might expect to change (e.g., dances, music) changed quite dramatically. Thus, as we had expected, people's knowledge of category membership has changed significantly for many of the categories used in the 1969 norms, which empirically establishes the need for using up-to-date norms in psychological research.

² Because the published version of the Battig and Montague norms provided individual frequencies only for responses with a frequency of 10 or higher, an earlier report published by Battig and Montague (1968) was used. This earlier report provided individual data for responses with frequencies of five or higher.

Appendix

1. A precious stone

Response	Total (647)	First	RT Overall	RT First	Rank	UCB (329)	UMCP (150)	UNCG (168)
Diamond(s)	0.92	0.50	4.2	4.8	1.8	0.92	0.91	0.94
Ruby	0.78	0.15	3.5	4.1	2.5	0.74	0.79	0.84
Emerald(s)	0.51	0.06	4.4	5.5	3.1	0.49	0.45	0.60
Sapphire(s)	0.49	0.02	5.0	5.4	3.6	0.51	0.39	0.54
Pearl(s)	0.22	0.01	4.5	8.7	3.9	0.21	0.23	0.23
Gem(stone)	0.19	0.11	4.0	3.8	1.8	0.17	0.27	0.13
Gem(s)	0.17	0.11	3.8	3.6	1.7	0.16	0.23	0.13
Gemstone	0.02	0.01	6.6	5.7	2.4	0.01	0.05	0.00
Amethyst(s)	0.18	0.02	5.9	6.0	3.9	0.19	0.18	0.17
Opal	0.18	0.01	4.4	4.6	4.1	0.18	0.27	0.10
Gold	0.14	0.02	4.6	3.6	3.4	0.16	0.11	0.12
Topaz	0.12	0.01	4.8	4.4	4.2	0.14	0.11	0.10
Garnet	0.11	0.01	5.2	5.0	4.6	0.11	0.09	0.11
Silver	0.08		2.9		4.5	0.09	0.07	0.08
Jade	0.06		5.2		4.0	0.07	0.05	0.05
Quartz	0.06		6.5		4.1	0.08	0.06	0.04
Turquoise	0.05	0.01	8.6	9.0	4.3	0.07	0.05	0.02

2. A unit of time

Response	Total (693)	First	RT Overall	RT First	Rank	UCB (370)	UMCP (148)	UNCG (175)
Hour(s)	0.98	0.12	2.4	3.8	2.8	0.98	0.99	0.95
Sec(onds)	0.97	0.46	3.3	4.3	1.9	0.97	1.00	0.95
Second(s)	0.95	0.45	3.3	4.3	1.9	0.94	0.97	0.95
Sec	0.02	0.01	3.4	4.4	2.0	0.04	0.03	0.00
Minute(s)	0.96	0.36	3.1	4.0	1.9	0.96	0.97	0.94
Year(s)	0.82		2.1		6.0	0.88	0.82	0.68
Day	0.80		2.5		4.4	0.85	0.84	0.67
Month(s)	0.64		2.3		6.0	0.69	0.64	0.55
Decade(s)	0.51		3.5		7.5	0.52	0.57	0.45
Century/ies	0.46		3.7		8.0	0.50	0.47	0.37
Century	0.38		3.7		8.0	0.42	0.36	0.32
Centuries	0.08		4.0		7.9	0.08	0.10	0.05
Week(s)	0.46		2.2		6.0	0.46	0.53	0.41
Millisecond(s)	0.39	0.01	5.1	6.1	5.5	0.41	0.46	0.29
Millennium	0.25		4.0		8.5	0.24	0.37	0.17
Nanosecond(s)	0.07		4.8		6.7	0.08	0.06	0.06
Eon(s)	0.05		3.2		7.1	0.06	0.07	0.02

3. A relative

Response	Total (642)	First	RT Overall	RT First	Rank	UCB (322)	UMCP (150)	UNCG (170)
Uncle	0.95	0.10	2.3	4.0	4.2	0.97	0.97	0.91
Aunt(s)	0.93	0.27	2.4	3.4	3.6	0.95	0.93	0.90
Cousin	0.85	0.12	2.9	3.9	5.4	0.85	0.90	0.79
Mom/mother	0.80	0.32	2.4	3.1	3.0	0.80	0.75	0.82
Mom	0.43	0.22	2.4	2.9	2.6	0.45	0.36	0.44
Mother	0.37	0.10	2.4	3.5	3.4	0.36	0.39	0.38
Grandma/mother	0.79	0.04	3.7	4.9	5.9	0.80	0.77	0.79
Grandma(s)	0.41	0.03	3.4	5.0	5.6	0.50	0.27	0.35
Grandmother	0.38	0.01	3.9	5.0	6.3	0.30	0.49	0.43
Grandmom	0.01		6.5		6.2	0.00	0.01	0.01
Dad/father	0.77	0.04	1.7	3.2	3.7	0.77	0.72	0.83
Dad	0.42	0.01	1.5	3.2	3.5	0.44	0.35	0.45
Father	0.35	0.03	1.9	3.2	4.0	0.33	0.37	0.38

Appendix (continued)

Response	Total (642)	First	RT Overall	RT First	Rank	UCB (322)	UMCP (150)	UNCG (170)
Grandfather/pa	0.74	0.01	3.4	4.8	6.5	0.75	0.72	0.76
Grandfather	0.36		3.6		6.7	0.29	0.46	0.42
Grandpa	0.36	0.01	3.2	5.0	6.2	0.45	0.25	0.30
Granddad	0.02		3.9		6.4	0.01	0.01	0.04
Sister	0.74	0.03	2.1	4.1	5.0	0.75	0.71	0.75
Brother	0.72	0.02	2.5	4.3	5.1	0.72	0.71	0.74
Niece	0.32		3.0		8.0	0.30	0.37	0.32
Nephew(s)	0.30		3.2		7.9	0.28	0.36	0.30
Great aunt	0.09		4.9		8.7	0.07	0.13	0.08
Grandparent(s)	0.08		4.8		5.6	0.08	0.09	0.06
Great grandma/mother	0.08		5.1		9.3	0.05	0.07	0.12
Great grandma	0.04		5.3		8.6	0.04	0.01	0.06
Great grandmother	0.04		4.9		10.2	0.02	0.06	0.06
Son	0.08		2.6		8.3	0.09	0.09	0.08
Daughter	0.07		3.2		8.4	0.07	0.07	0.08
Second cousin	0.06		4.7		8.4	0.05	0.07	0.06
Great grandfather/pa	0.05		4.5		9.7	0.04	0.05	0.07
Great grandfather	0.03		4.6		10.1	0.02	0.03	0.04
Great grandpa	0.02		4.4		9.2	0.02	0.01	0.03
Great uncle	0.05		3.6		9.6	0.04	0.07	0.04

4. A unit of distance

Response	Total (654)	First	RT Overall	RT First	Rank	UCB (336)	UMCP (150)	UNCG (168)
Mile(s)	0.89	0.29	2.9	3.6	3.1	0.90	0.92	0.86
Meter(s)	0.85	0.35	3.1	3.7	2.6	0.89	0.85	0.77
Inch(es)	0.82	0.10	2.9	4.2	3.5	0.85	0.80	0.76
Foot/feet	0.79	0.13	2.9	3.7	3.5	0.82	0.80	0.73
Foot	0.54	0.07	2.7	3.5	3.5	0.60	0.48	0.47
Feet	0.25	0.06	3.3	3.9	3.3	0.22	0.32	0.26
Kilometer(s)	0.74	0.04	4.4	6.1	4.3	0.75	0.73	0.74
Centimeter(s)	0.73	0.04	4.8	6.0	4.3	0.74	0.77	0.65
Yard(s)	0.65	0.02	3.4	4.5	4.4	0.64	0.66	0.64
Millimeter(s)	0.45	0.01	4.7	5.3	5.3	0.49	0.45	0.37
Decimeter(s)	0.08		4.7		6.4	0.07	0.08	0.10
Light year(s)	0.05		4.3		6.3	0.05	0.07	0.02
Micrometer(s)	0.02		4.6		5.8	0.01	0.03	0.01
Nanometer(s)	0.02		4.1		5.0	0.01	0.04	0.02

5. A metal

Response	Total (697)	First	RT Overall	RT First	Rank	UCB (369)	UMCP (146)	UNCG (182)
Steel	0.62	0.21	4.1	4.8	2.6	0.66	0.59	0.55
Iron	0.57	0.23	3.9	4.4	2.4	0.60	0.55	0.53
Silver	0.55	0.06	3.5	5.3	3.5	0.54	0.55	0.58
Copper	0.53	0.11	4.1	4.4	2.9	0.51	0.53	0.57
Gold	0.53	0.09	3.2	4.3	3.1	0.52	0.50	0.57
Aluminum	0.43	0.08	6.4	7.0	3.3	0.41	0.46	0.44
Platinum	0.17	0.01	5.1	7.1	4.6	0.17	0.17	0.16
Titanium	0.17	0.02	6.0	6.4	4.0	0.22	0.16	0.09
Tin	0.15	0.03	3.8	4.8	3.6	0.14	0.15	0.18
Bronze	0.14	0.01	4.3	5.1	4.3	0.15	0.12	0.14
Nickel	0.13	0.02	4.7	4.8	3.8	0.11	0.21	0.11
Lead	0.10	0.01	3.7	5.1	3.6	0.11	0.10	0.08
Brass	0.09	0.01	4.6	5.6	3.6	0.08	0.05	0.13
Zinc	0.09	0.02	4.3	4.9	3.8	0.08	0.13	0.10

Appendix (continued)

6. A type of reading material

Response	Total (647)	First	RT Overall	RT First	Rank	UCB (338)	UMCP (148)	UNCG (161)
Magazine(s)	0.93	0.11	3.6	5.0	2.3	0.92	0.95	0.93
Book(s)	0.92	0.77	3.5	3.6	1.3	0.91	0.94	0.92
Newspaper(s)	0.71	0.04	4.6	5.4	3.2	0.72	0.74	0.65
Novel	0.26	0.04	4.1	5.4	3.5	0.23	0.24	0.35
Journal(s)	0.21		4.6		4.1	0.15	0.39	0.16
Article	0.17		5.2		4.2	0.18	0.16	0.18
Textbook(s)	0.17	0.01	5.3	6.0	4.2	0.23	0.14	0.09
Pamphlet(s)	0.13		6.4		4.2	0.14	0.11	0.12
Internet related	0.09		5.9		4.5	0.09	0.11	0.08
Internet	0.05		5.1		4.5	0.05	0.05	0.05
Web site	0.03		6.1		4.6	0.02	0.07	0.02
Internet article(s)	0.02		8.3		4.4	0.02	0.00	0.01
Paper(s)	0.08		5.3		4.2	0.07	0.07	0.09
Comic (book)	0.06		4.2		4.5	0.06	0.06	0.06
Comic(s)	0.03		4.0		4.6	0.04	0.03	0.03
Comic book	0.02		4.4		4.4	0.02	0.03	0.03
Encyclopedia	0.06		6.7		4.4	0.06	0.11	0.03
Essay(s)	0.06		3.9		4.5	0.05	0.03	0.11
Flyer(s)	0.06		5.1		4.7	0.05	0.07	0.06
Letter(s)	0.06		4.3		4.7	0.06	0.07	0.04
Periodical(s)	0.06		5.7		4.1	0.06	0.07	0.03
Short story	0.05		5.5		4.5	0.03	0.05	0.09

7. A military title

Response	Total (660)	First	RT Overall	RT First	Rank	UCB (333)	UMCP (149)	UNCG (178)
Sergeant	0.60	0.24	5.5	6.4	2.3	0.59	0.64	0.61
General(s)	0.55	0.21	4.5	5.6	2.4	0.57	0.58	0.48
Lieutenant	0.55	0.09	6.3	7.5	2.9	0.56	0.60	0.48
Captain	0.43	0.15	4.8	5.5	2.5	0.40	0.51	0.44
Private	0.40	0.03	4.0	6.2	3.4	0.43	0.35	0.38
Colonel	0.33	0.08	5.1	5.8	2.6	0.34	0.34	0.31
Major	0.20	0.02	4.1	6.2	3.5	0.21	0.20	0.20
Corporal	0.18	0.01	4.4	6.9	3.4	0.21	0.16	0.15
Officer	0.18	0.05	5.0	5.4	2.9	0.20	0.21	0.13
Commander	0.16	0.03	5.1	7.5	3.3	0.17	0.18	0.11
Admiral	0.09	0.01	4.6	8.0	3.8	0.11	0.07	0.08
Chief	0.08		4.2		3.7	0.07	0.13	0.06
Soldier	0.08	0.01	5.5	8.0	3.7	0.07	0.11	0.09
Cadet	0.06	0.01	3.8	4.5	3.7	0.05	0.11	0.04

8. A four-footed animal

Response	Total (703)	First	RT Overall	RT First	Rank	UCB (372)	UMCP (150)	UNCG (181)
Dog(s)	0.98	0.65	3.0	3.5	1.6	0.97	0.98	0.98
Cat(s)	0.97	0.14	1.7	3.2	2.3	0.95	0.97	0.99
Horse(s)	0.52	0.07	3.2	3.8	4.0	0.52	0.52	0.50
Lion(s)	0.41		3.2		5.4	0.42	0.45	0.36
Bear(s)	0.37	0.03	3.1	4.3	5.1	0.42	0.36	0.27
Tiger(s)	0.36	0.01	2.8	5.5	5.7	0.36	0.39	0.34
Cow(s)	0.35	0.02	2.5	4.1	5.0	0.35	0.33	0.38
Elephant(s)	0.28	0.01	4.3	5.2	5.4	0.29	0.27	0.27
Deer	0.23	0.02	3.1	5.1	5.5	0.26	0.21	0.21
Mouse	0.23		3.5		5.4	0.27	0.21	0.17
Pig(s)	0.21	0.01	3.0	3.5	5.5	0.16	0.27	0.27

Appendix (continued)

Response	Total (703)	First	RT Overall	RT First	Rank	UCB (372)	UMCP (150)	UNCG (181)
Rat(s)	0.19		3.0		5.5	0.19	0.21	0.18
Giraffe	0.16		4.4		6.0	0.19	0.13	0.14
Squirrel(s)	0.15		5.4		5.9	0.14	0.17	0.16
Rabbit	0.14		4.4		5.4	0.12	0.11	0.22
Goat	0.13		3.1		5.7	0.14	0.09	0.14
Zebra(s)	0.13		4.5		5.6	0.12	0.14	0.14
Moose	0.11		2.9		6.5	0.15	0.05	0.08
Sheep	0.10		3.0		6.8	0.09	0.13	0.08
Cheetah(s)	0.09		4.0		5.8	0.08	0.13	0.07
Raccoon(s)	0.09		4.9		6.1	0.11	0.09	0.04
Wolf	0.09		3.5		5.8	0.11	0.09	0.06
Fox	0.08		3.6		6.1	0.08	0.10	0.07
Hamster(s)	0.08		5.3		6.2	0.07	0.07	0.11
Donkey(s)	0.07		3.6		5.7	0.06	0.08	0.09
Elk	0.07		2.6		7.0	0.12	0.01	0.01
Lizard	0.06		5.4		5.6	0.05	0.05	0.07
Turtle	0.06		4.5		5.5	0.04	0.07	0.08

9. A type of fabric

Response	Total (660)	First	RT Overall	RT First	Rank	UCB (346)	UMCP (146)	UNCG (168)
Cotton	0.96	0.45	3.8	4.6	2.0	0.94	0.96	0.98
Silk	0.70	0.20	3.6	4.4	2.6	0.68	0.68	0.75
Polyester(s)	0.58	0.02	5.4	7.2	3.6	0.59	0.60	0.55
Wool	0.50	0.10	3.8	4.6	3.2	0.48	0.55	0.48
Nylon	0.26	0.02	4.5	5.4	3.8	0.24	0.26	0.30
Rayon	0.19	0.01	4.0	6.1	3.7	0.23	0.16	0.15
Satin	0.17	0.02	3.8	3.7	3.6	0.18	0.17	0.15
Spandex	0.17		5.5		4.8	0.18	0.14	0.18
Denim	0.14	0.01	5.3	5.9	4.3	0.15	0.14	0.11
Leather	0.13	0.01	5.0	3.9	4.5	0.13	0.11	0.14
Linen	0.12	0.02	4.2	5.4	3.4	0.12	0.13	0.13
Fleece	0.11	0.01	5.1	6.2	4.0	0.13	0.11	0.05
Velvet	0.10	0.02	4.6	5.9	3.7	0.10	0.10	0.09
Jean	0.08		4.7		4.3	0.09	0.05	0.08
Suede	0.08	0.01	4.3	5.7	4.1	0.09	0.05	0.10
Cashmere	0.07		5.2		4.0	0.06	0.08	0.07
Cloth	0.06	0.03	5.1	6.8	2.2	0.06	0.08	0.04
Flannel	0.05	0.01	4.9	5.1	3.9	0.07	0.04	0.03
Lace	0.05	0.01	3.0	3.8	4.1	0.04	0.05	0.08
Lycra	0.05		4.3		4.6	0.05	0.07	0.05

10. A color

Response	Total (666)	First	RT Overall	RT First	Rank	UCB (344)	UMCP (150)	UNCG (172)
Blue	1.00	0.35	2.2	2.8	2.6	0.99	1.00	1.00
Red	0.96	0.46	1.9	2.4	2.3	0.96	0.97	0.94
Green	0.93	0.07	2.3	2.9	4.0	0.93	0.95	0.90
Yellow	0.92	0.02	2.6	3.9	4.9	0.92	0.96	0.88
Purple	0.83	0.05	3.2	3.6	5.5	0.84	0.79	0.84
Orange	0.82		2.8		5.5	0.80	0.88	0.83
Black	0.77	0.02	2.4	2.8	6.4	0.72	0.80	0.84
White	0.60		2.2		7.1	0.56	0.65	0.64
Pink	0.54		2.7		6.9	0.52	0.49	0.64
Brown	0.40		2.8		7.5	0.37	0.44	0.44

Appendix (continued)

Response	Total (666)	First	RT Overall	RT First	Rank	UCB (344)	UMCP (150)	UNCG (172)
Gray/grey	0.26		2.9		8.3	0.26	0.30	0.23
Gray	0.16		2.9		8.2	0.11	0.18	0.23
Grey	0.10		2.8		8.5	0.15	0.12	0.00
Violet	0.20		3.8		7.5	0.22	0.24	0.12
Silver	0.15		3.1		9.1	0.15	0.18	0.14
Gold	0.13		2.1		8.9	0.14	0.14	0.09
Indigo	0.11		3.5		7.7	0.10	0.15	0.10
Magenta	0.11		3.4		8.4	0.13	0.10	0.10
Turquoise	0.09		5.2		8.6	0.08	0.11	0.08
Maroon	0.08		3.4		8.9	0.10	0.08	0.04
Teal	0.08		2.8		8.6	0.05	0.07	0.13
Tan	0.06		2.4		9.2	0.05	0.09	0.06
Aqua	0.05		3.8		8.7	0.04	0.07	0.06
Fuchsia	0.05		3.7		8.3	0.04	0.06	0.06

11. A kitchen utensil

Response	Total (653)	First	RT Overall	RT First	Rank	UCB (337)	UMCP (150)	UNCG (166)
Knife(ves)	0.95	0.18	2.9	4.0	2.4	0.95	0.93	0.95
Fork(s)	0.93	0.52	2.8	3.1	1.8	0.91	0.94	0.97
Spoon(s)	0.93	0.20	3.0	4.2	2.5	0.93	0.93	0.95
Spatula(s)	0.55	0.06	4.9	5.4	4.0	0.58	0.47	0.54
Pan(s)	0.22	0.01	2.6	7.2	5.3	0.21	0.22	0.25
Pot(s)	0.20	0.01	2.9	5.0	5.0	0.17	0.25	0.23
Whisk	0.15		4.5		5.1	0.20	0.11	0.08
Blender(s)	0.14		4.2		5.3	0.15	0.13	0.11
Bowl(s)	0.14		3.5		5.7	0.15	0.09	0.16
Ladle	0.14		4.9		4.6	0.17	0.14	0.09
Plate(s)	0.13		3.6		5.5	0.12	0.12	0.16
Cutting board	0.09		6.6		5.5	0.09	0.08	0.08
Tongs	0.08		4.7		5.0	0.07	0.07	0.08
Can opener	0.07		6.8		5.3	0.08	0.08	0.05
Mixer	0.07		4.9		5.5	0.08	0.05	0.08
Strainer/colander	0.07		5.3		5.8	0.07	0.08	0.07
Strainer	0.06		5.4		5.7	0.05	0.07	0.05
Colander	0.02		5.2		6.0	0.02	0.01	0.02
Cup(s)	0.06		3.6		6.1	0.05	0.07	0.06
Measuring cup(s)	0.06		6.3		5.6	0.07	0.04	0.04
Stove	0.05		4.1		5.7	0.04	0.05	0.07

12. A building for religious services

Response	Total (647)	First	RT Overall	RT First	Rank	UCB (331)	UMCP (149)	UNCG (167)
Church	1.00	0.79	4.5	4.8	1.3	0.99	1.00	1.00
Temple(s)	0.67	0.11	4.2	4.3	2.5	0.70	0.75	0.55
Synagogue(s)	0.54	0.04	5.7	6.0	2.6	0.58	0.58	0.44
Mosque(s)	0.41	0.02	4.8	5.5	2.9	0.41	0.59	0.25
Cathedral(s)	0.20		7.6		3.2	0.22	0.13	0.22
Chapel	0.18	0.02	5.3	5.8	3.1	0.18	0.23	0.16
Monastery	0.07		6.8		3.3	0.06	0.09	0.06
House/home	0.05		6.1		4.1	0.04	0.03	0.08
House(s)	0.03		6.9		4.0	0.02	0.02	0.04
Home	0.02		5.2		4.2	0.02	0.01	0.04
Sanctuary	0.05		6.5		3.2	0.04	0.03	0.07

Appendix (continued)

13. A part of speech

Response	Total (663)	First	RT Overall	RT First	Rank	UCB (368)	UMCP (143)	UNCG (152)
Noun(s)	0.70	0.36	3.5	4.6	1.8	0.68	0.78	0.68
Verb(s)	0.70	0.24	3.5	5.4	2.1	0.68	0.81	0.65
Adjective(s)	0.56	0.02	4.4	8.3	3.4	0.56	0.64	0.49
Adverb(s)	0.41	0.01	3.8	7.2	4.2	0.39	0.55	0.32
Pronoun(s)	0.36		4.3		4.0	0.33	0.45	0.36
Preposition	0.11	0.01	5.5	7.8	4.4	0.12	0.12	0.09
Conjunction(s)	0.10		5.8		5.2	0.12	0.10	0.07
Subject	0.10	0.01	5.5	9.2	4.2	0.10	0.10	0.09
Word(s)	0.09	0.04	5.3	7.6	2.2	0.09	0.09	0.08
Sentence(s)	0.08	0.02	5.5	10.0	3.3	0.07	0.08	0.09
Participle	0.06		5.5		4.3	0.05	0.10	0.05
Vowel(s)	0.05	0.03	7.2	10.2	2.2	0.05	0.06	0.05

14. An article of furniture

Response	Total (700)	First	RT Overall	RT First	Rank	UCB (371)	UMCP (149)	UNCG (180)
Chair(s)	0.90	0.41	3.4	4.2	2.0	0.92	0.92	0.86
Table	0.75	0.05	3.2	4.1	3.5	0.75	0.82	0.68
Couch	0.70	0.31	3.8	4.6	2.3	0.73	0.62	0.69
Bed	0.58	0.03	2.6	3.9	4.2	0.60	0.54	0.56
Desk(s)	0.49	0.05	3.5	4.1	4.0	0.50	0.47	0.49
Sofa	0.32	0.08	3.2	4.5	2.9	0.29	0.39	0.33
Dresser(s)	0.28	0.01	3.9	5.2	5.2	0.30	0.22	0.27
Loveseat(s)	0.26		4.4		4.3	0.23	0.26	0.32
Coffee table	0.19		5.9		5.2	0.19	0.14	0.21
Lamp(s)	0.17		3.7		5.2	0.16	0.23	0.16
Nightstand(s)	0.13		5.0		5.9	0.15	0.06	0.16
Ottoman	0.12		4.9		4.8	0.14	0.10	0.09
Recliner	0.12		4.6		4.8	0.09	0.11	0.20
Stool(s)	0.11		4.1		5.1	0.11	0.11	0.12
End table(s)	0.10		4.4		5.5	0.11	0.05	0.12
Futon	0.08		4.0		4.7	0.11	0.08	0.04
Armoire	0.07		4.5		5.6	0.08	0.07	0.05
Bookshelf/case	0.06		4.6		5.9	0.06	0.10	0.03
Bookshelf	0.04		4.6		5.9	0.03	0.07	0.02
Bookcase	0.03		4.4		6.0	0.03	0.03	0.02
Cabinet(s)	0.06		5.6		5.6	0.05	0.10	0.04
Foot rest/stool	0.06		5.7		5.2	0.06	0.08	0.05
Foot rest	0.03		5.3		5.4	0.03	0.05	0.01
Foot stool	0.03		6.1		5.0	0.03	0.03	0.04
Shelf(ves)	0.05		4.7		6.1	0.05	0.08	0.02

15. A part of the human body

Response	Total (666)	First	RT Overall	RT First	Rank	UCB (352)	UMCP (150)	UNCG (164)
Leg(s)	0.87	0.12	2.0	3.5	3.8	0.86	0.85	0.93
Arm(s)	0.82	0.32	2.5	3.4	3.3	0.82	0.76	0.87
Foot/feet	0.71	0.05	2.2	3.9	5.7	0.71	0.71	0.73
Foot	0.45	0.04	2.2	3.9	5.1	0.45	0.45	0.45
Feet	0.27	0.01	2.2	3.9	6.8	0.26	0.26	0.27
Finger(s)	0.67	0.02	2.6	4.1	6.5	0.66	0.63	0.71
Head	0.61	0.13	2.4	3.5	4.4	0.57	0.63	0.71
Toe(s)	0.61	0.01	2.0	4.5	7.5	0.62	0.57	0.64
Eye(s)	0.59	0.04	2.0	3.6	6.3	0.59	0.63	0.56

Appendix (continued)

Response	Total (666)	First	RT Overall	RT First	Rank	UCB (352)	UMCP (150)	UNCG (164)
Hand(s)	0.54	0.10	2.4	3.7	5.1	0.52	0.55	0.57
Nose	0.53	0.04	2.0	3.3	6.3	0.54	0.55	0.49
Ear(s)	0.49	0.03	2.1	3.0	7.1	0.49	0.51	0.47
Mouth	0.38		2.3		7.4	0.37	0.39	0.40
Stomach	0.35		3.4		7.8	0.35	0.39	0.30
Heart	0.27	0.04	2.5	3.7	5.9	0.28	0.25	0.26
Knee(s)	0.26		2.6		8.4	0.27	0.28	0.24
Neck	0.22	0.01	2.3	2.9	7.1	0.23	0.25	0.18
Brain	0.18	0.02	2.7	4.5	5.8	0.19	0.19	0.16
Hair	0.18		2.7		8.6	0.19	0.16	0.17
Elbow(s)	0.17		3.3		8.6	0.16	0.15	0.20
Shoulder(s)	0.17		3.0		7.2	0.18	0.20	0.10
Chest	0.16		2.9		7.3	0.17	0.18	0.12
Back	0.11		2.3		8.7	0.10	0.15	0.10
Butt	0.11		2.7		9.1	0.12	0.13	0.07
Lip(s)	0.11		2.3		8.7	0.09	0.06	0.18
Thigh(s)	0.11		2.9		9.1	0.10	0.14	0.09
Ankle(s)	0.10		2.8		8.5	0.11	0.10	0.08
Face	0.10		2.0		6.0	0.09	0.17	0.05
Liver	0.10		2.8		8.5	0.09	0.13	0.09
Lung(s)	0.10		2.5		6.7	0.11	0.10	0.07
Tongue	0.10	0.01	3.2	4.5	7.6	0.09	0.09	0.12
Teeth	0.07		2.6		9.0	0.07	0.07	0.09
Torso	0.07		2.6		7.0	0.09	0.05	0.03
Wrist(s)	0.07		2.6		9.4	0.08	0.05	0.07
Bone(s)	0.06		2.4		7.5	0.07	0.05	0.05
Penis	0.06	0.01	2.8	4.2	5.1	0.06	0.06	0.05
Breast(s)	0.05	0.01	3.2	3.9	6.9	0.05	0.04	0.05
Hip(s)	0.05		2.9		8.8	0.06	0.07	0.02
Muscle(s)	0.05		3.4		8.1	0.05	0.05	0.04
Nail(s)	0.05		2.7		10.2	0.05	0.06	0.06

16. A fruit

Response	Total (655)	First	RT Overall	RT First	Rank	UCB (337)	UMCP (149)	UNCG (169)
Apple(s)	0.95	0.58	2.7	3.1	1.7	0.94	0.97	0.96
Orange	0.86	0.14	3.0	3.8	2.8	0.85	0.81	0.92
Banana(s)	0.71	0.07	3.7	4.9	3.6	0.76	0.66	0.65
Grape(s)	0.52	0.02	3.1	4.3	4.9	0.46	0.59	0.58
Pear(s)	0.50	0.03	2.6	3.0	4.2	0.47	0.50	0.54
Peach	0.40	0.04	3.3	3.4	4.9	0.37	0.47	0.40
Strawberry	0.40	0.04	4.8	6.5	4.9	0.40	0.40	0.39
Kiwi	0.30		3.3		5.7	0.29	0.26	0.35
Pineapple(s)	0.26	0.01	4.9	5.4	5.1	0.25	0.26	0.29
Watermelon	0.24	0.01	3.9	5.1	5.7	0.23	0.28	0.22
Tomato	0.23	0.03	3.9	4.2	4.8	0.21	0.30	0.22
Plum	0.21		3.1		5.6	0.18	0.27	0.20
Grapefruit	0.18		5.0		5.7	0.18	0.17	0.20
Mango(s)	0.18	0.01	3.5	4.0	5.6	0.20	0.19	0.14
Cherry	0.15	0.01	3.1	3.4	5.5	0.14	0.15	0.17
Lemon	0.15		2.7		5.8	0.12	0.16	0.20
Blueberry	0.14		3.7		6.7	0.15	0.14	0.11
Cantaloupe	0.14		4.2		6.4	0.15	0.17	0.11
Raspberry	0.12		4.2		6.5	0.17	0.09	0.05
Lime	0.11		2.5		6.7	0.08	0.12	0.16
Tangerine(s)	0.09		4.3		6.0	0.06	0.08	0.14
Melon(s)	0.08		3.6		6.2	0.08	0.11	0.06

Appendix (*continued*)

Response	Total (655)	First	RT Overall	RT First	Rank	UCB (337)	UMCP (149)	UNCG (169)
Nectarine(s)	0.06		3.5		6.7	0.07	0.09	0.02
Papaya	0.06	0.01	3.8	4.6	5.7	0.07	0.04	0.05
Apricot(s)	0.05		4.1		6.4	0.06	0.06	0.04
Honeydew (melon)	0.05		4.5		7.1	0.03	0.09	0.04
Star fruit	0.05		4.3		6.0	0.06	0.04	0.04

17. A weapon

Response	Total (660)	First	RT Overall	RT First	Rank	UCB (338)	UMCP (148)	UNCG (174)
Gun(s)	0.96	0.69	2.6	2.8	1.4	0.95	0.97	0.98
Knife	0.95	0.23	2.9	3.8	2.0	0.96	0.97	0.93
Sword(s)	0.28	0.02	4.3	3.3	3.8	0.27	0.32	0.26
Bat	0.22		4.1		4.0	0.23	0.22	0.19
Bomb(s)	0.18		4.5		4.6	0.22	0.16	0.13
Fist(s)	0.13		4.7		4.9	0.13	0.11	0.13
Rifle	0.12	0.01	4.6	4.8	3.7	0.10	0.16	0.14
Bow & arrow	0.11		5.8		4.5	0.14	0.11	0.07
Bow and arrow(s)	0.06		7.3		4.1	0.07	0.05	0.04
Arrow(s)	0.03		4.4		4.9	0.03	0.02	0.02
Bow	0.03		4.2		5.0	0.04	0.03	0.01
Rope	0.10		4.7		4.4	0.11	0.09	0.08
Mace	0.09		4.3		4.8	0.11	0.07	0.08
Ax(e)	0.08		4.0		4.9	0.09	0.09	0.06
Grenade(s)	0.08		5.4		4.6	0.10	0.05	0.05
Missile(s)	0.08		4.6		4.8	0.09	0.09	0.05
Pistol/hand gun	0.08	0.02	5.2	5.9	3.3	0.07	0.10	0.09
Pistol(s)	0.06	0.01	5.3	4.3	3.4	0.06	0.06	0.07
Handgun	0.02	0.01	5.2	7.9	3.0	0.02	0.04	0.02
Brass knuckle(s)	0.06		7.3		4.4	0.05	0.04	0.09
Club	0.06		4.6		5.0	0.08	0.07	0.02
Hammer	0.06		4.9		4.7	0.05	0.06	0.09
Nunchucks	0.06		6.9		4.5	0.07	0.05	0.05
Stick	0.06		6.1		4.5	0.06	0.04	0.07
Bazooka	0.05		4.4		4.3	0.05	0.05	0.03
Blade(s)	0.05		4.5		4.5	0.03	0.04	0.07
Spear	0.05		4.8		4.7	0.07	0.05	0.03

18. An elective office

Response	Total (645)	First	RT Overall	RT First	Rank	UCB (331)	UMCP (146)	UNCG (168)
President	0.94	0.72	5.3	5.7	1.4	0.93	0.95	0.93
Senator/senate	0.55	0.07	4.1	6.5	2.9	0.59	0.51	0.51
Senator	0.42	0.06	4.0	6.5	2.9	0.42	0.51	0.37
Senate	0.13	0.01	4.5	6.4	3.0	0.17	0.00	0.14
Vice president	0.53	0.01	5.1	9.0	2.9	0.47	0.60	0.58
Governor	0.43	0.05	4.6	5.8	3.5	0.42	0.56	0.34
Mayor	0.41	0.05	3.9	5.2	3.5	0.42	0.40	0.42
Secretary	0.27		4.4		3.6	0.24	0.29	0.31
(House of) representatives	0.23	0.01	6.4	12.1	3.8	0.24	0.21	0.23
Representative	0.16	0.01	6.3	12.4	3.8	0.18	0.18	0.12
House of representatives	0.07		6.8		3.7	0.06	0.03	0.11
Treasurer	0.23		5.1		3.9	0.21	0.26	0.26
Congressional	0.19	0.01	4.8	10.9	3.5	0.24	0.17	0.11
Congressman	0.11		4.8		3.7	0.11	0.16	0.05
Congress	0.07	0.01	4.7	11.8	3.0	0.11	0.00	0.06

Appendix (continued)

Response	Total (645)	First	RT Overall	RT First	Rank	UCB (331)	UMCP (146)	UNCG (168)
Congress person	0.01		4.3		4.6	0.01	0.01	0.01
Congress member	0.00		4.0		5.0	0.00	0.00	0.00
Congressman/woman	0.00		9.7		4.0	0.01	0.00	0.00
Sheriff	0.07		4.6		4.4	0.05	0.03	0.13
Judge(s)	0.06		5.1		4.8	0.05	0.07	0.07
Secretary of state	0.06		6.9		3.7	0.07	0.02	0.07

19. A type of human dwelling

Response	Total (686)	First	RT Overall	RT First	Rank	UCB (370)	UMCP (144)	UNCG (172)
House/home	0.96	0.75	4.0	4.3	1.4	0.99	1.00	0.85
House	0.85	0.70	4.0	4.3	1.3	0.88	0.90	0.74
Home	0.10	0.05	3.6	4.7	2.0	0.10	0.10	0.11
Apartment	0.67	0.03	4.0	6.7	3.0	0.68	0.78	0.54
Apartment	0.66	0.03	4.0	6.7	3.0	0.68	0.78	0.54
Apartment building	0.00		5.0		3.0	0.00	0.00	0.00
Apartment complex	0.00		6.0		5.0	0.00	0.00	0.00
Mansion	0.35	0.01	4.4	5.9	4.3	0.35	0.40	0.30
Condo(minium)	0.32		4.1		4.4	0.38	0.33	0.19
Condo	0.29		3.9		4.4	0.35	0.28	0.19
Condominium	0.03		6.6		4.0	0.03	0.05	0.00
Cave(s)	0.24	0.04	3.4	4.9	3.3	0.28	0.25	0.17
Shack	0.22	0.01	3.9	5.4	4.0	0.25	0.22	0.15
Hut(s)	0.19	0.03	3.0	3.8	3.3	0.22	0.20	0.10
Tent	0.19		3.3		4.5	0.23	0.17	0.13
Dorm (room)	0.15		4.0		4.5	0.13	0.23	0.15
Dorm	0.07		3.9		4.4	0.01	0.17	0.12
Dorm room	0.06		3.6		4.3	0.10	0.01	0.03
Dormitory	0.02		5.5		5.4	0.02	0.05	0.00
Townhouse/home	0.15		4.6		4.5	0.14	0.22	0.11
Townhouse	0.11		4.5		4.4	0.09	0.20	0.09
Townhome	0.04		4.9		4.7	0.05	0.02	0.02
Trailer	0.13		4.3		4.4	0.09	0.12	0.20
Tepee	0.11		4.1		4.4	0.14	0.10	0.03
Cabin	0.09		3.8		4.8	0.11	0.06	0.08
Hotel	0.09		3.5		5.5	0.09	0.13	0.06
Car	0.08		2.9		4.7	0.08	0.07	0.10
Igloo(s)	0.07	0.01	4.9	5.3	3.5	0.09	0.08	0.03
Boat	0.05		4.4		4.7	0.04	0.05	0.08
Box	0.05		4.1		5.2	0.04	0.07	0.06

20. An alcoholic beverage

Response	Total (686)	First	RT Overall	RT First	Rank	UCB (370)	UMCP (150)	UNCG (166)
Beer	0.87	0.63	3.5	3.8	1.5	0.89	0.90	0.78
Vodka	0.62	0.09	4.0	5.1	3.0	0.67	0.67	0.46
Wine	0.54	0.05	2.5	3.3	2.8	0.56	0.55	0.47
Rum	0.43	0.03	3.1	4.9	3.9	0.47	0.53	0.24
Whiskey	0.32	0.01	4.4	5.8	4.0	0.36	0.33	0.23
Tequila	0.24	0.01	4.8	5.6	4.5	0.32	0.15	0.16
Gin	0.23	0.01	3.1	4.0	4.6	0.25	0.28	0.14
Margarita(s)	0.12	0.01	5.3	7.9	4.1	0.15	0.06	0.11
Liquor(s)	0.11		5.7		3.5	0.07	0.08	0.25

Appendix (*continued*)

Response	Total (686)	First	RT Overall	RT First	Rank	UCB (370)	UMCP (150)	UNCG (166)
Champagne	0.09		5.9		4.6	0.10	0.07	0.08
Scotch	0.09		4.3		5.0	0.09	0.13	0.05
Bud(weiser)	0.08	0.01	4.5	5.9	3.8	0.06	0.04	0.14
Budweiser	0.07	0.01	4.9	5.9	3.8	0.05	0.03	0.14
Bud	0.01		2.5		4.1	0.02	0.01	0.00
Wine cooler(s)	0.07		5.2		4.2	0.09	0.00	0.08
Bacardi	0.06	0.01	5.3	5.8	4.0	0.05	0.11	0.05
Jack Daniels	0.06		5.4		4.3	0.07	0.05	0.05
Martini	0.06	0.01	5.3	6.2	4.0	0.08	0.05	0.05
Smirnoff	0.06	0.01	4.9	5.6	3.6	0.04	0.07	0.10
Bourbon	0.05		4.5		5.2	0.06	0.01	0.05
Daiquiri(s)	0.05		6.0		4.9	0.04	0.03	0.09

21. A country

Response	Total (698)	First	RT Overall	RT First	Rank	UCB (368)	UMCP (150)	UNCG (180)
USA/US/United States	0.90	0.66	4.1	4.6	1.6	0.90	0.89	0.89
USA	0.38	0.31	3.5	3.9	1.4	0.54	0.45	0.00
United States	0.35	0.26	5.0	5.4	1.7	0.18	0.22	0.82
US	0.09	0.05	3.3	3.9	2.0	0.11	0.13	0.00
America	0.08	0.05	4.1	5.0	1.8	0.07	0.09	0.07
Canada	0.56	0.02	3.3	5.2	4.1	0.61	0.51	0.48
France	0.53	0.04	2.8	4.3	4.6	0.54	0.54	0.52
Mexico	0.52		3.2		4.3	0.57	0.50	0.43
England	0.38	0.02	3.4	4.7	4.4	0.38	0.39	0.36
Germany	0.38	0.02	3.1	4.7	5.2	0.39	0.39	0.37
Spain	0.33	0.03	2.8	3.6	5.3	0.34	0.32	0.33
Italy	0.29	0.01	2.9	4.3	5.6	0.29	0.35	0.23
China	0.26	0.01	2.5	6.4	6.3	0.23	0.41	0.20
Japan	0.23	0.01	2.7	3.7	6.3	0.22	0.31	0.18
Russia	0.23	0.01	2.9	3.8	5.8	0.22	0.28	0.22
Brazil	0.19	0.01	3.8	6.1	5.4	0.20	0.17	0.18
Ireland	0.16	0.01	3.1	4.1	5.5	0.18	0.12	0.13
Australia	0.15	0.01	4.1	6.1	5.4	0.16	0.16	0.13
Iraq	0.13	0.01	3.1	6.5	5.0	0.10	0.06	0.24
Afghanistan	0.09	0.01	4.8	6.9	4.3	0.10	0.07	0.09
Argentina	0.09		3.4		5.8	0.10	0.09	0.06
India	0.09	0.01	2.6	4.0	6.0	0.08	0.12	0.08
Switzerland	0.09		4.8		5.9	0.10	0.07	0.09
Sweden	0.08		3.1		6.4	0.07	0.09	0.09
Africa	0.07	0.01	4.3	5.2	3.8	0.05	0.05	0.11
Chile	0.07		3.1		7.2	0.08	0.07	0.05
Great Britain/Britain	0.07		4.5		4.9	0.07	0.09	0.05
Great Britain	0.04		5.1		4.7	0.04	0.05	0.03
Britain	0.03		3.7		5.1	0.03	0.05	0.02
Iran	0.07		2.2		5.9	0.05	0.05	0.13
Portugal	0.07		3.7		6.5	0.07	0.08	0.07
Europe	0.06	0.01	4.7	5.6	3.2	0.05	0.05	0.09
Greece	0.06		2.7		6.9	0.05	0.10	0.03
Scotland	0.06		3.3		5.9	0.06	0.05	0.07
Egypt	0.05		4.7		5.4	0.05	0.04	0.06
Israel	0.05		3.6		5.6	0.03	0.11	0.03
Peru	0.05		2.7		5.9	0.06	0.05	0.02
South Africa	0.05		5.5		6.7	0.05	0.05	0.05

Appendix (continued)**22. A crime**

Response	Total (697)	First	RT Overall	RT First	Rank	UCB (369)	UMCP (150)	UNCG (178)
Stealing/theft/robbery	1.00	0.30	4.5	4.9	2.5	0.99	1.01	1.01
Stealing	0.36	0.14	4.8	5.0	2.4	0.36	0.26	0.44
Theft	0.30	0.06	3.9	4.7	2.6	0.33	0.30	0.24
Robbery	0.34	0.10	4.6	4.8	2.5	0.30	0.45	0.33
Murder/killing	0.97	0.45	3.9	4.2	2.0	0.95	0.99	0.97
Murder	0.82	0.42	3.8	4.1	1.9	0.82	0.86	0.79
Killing	0.09	0.03	4.8	5.0	2.4	0.08	0.07	0.13
Homicide	0.06	0.01	4.4	5.9	3.3	0.06	0.07	0.04
Rape	0.44	0.05	3.1	3.2	3.0	0.44	0.49	0.40
Assault	0.24	0.01	4.7	4.5	3.8	0.26	0.25	0.18
Burglary	0.14	0.05	5.4	5.7	2.6	0.17	0.15	0.09
Arson	0.12	0.01	3.9	4.2	3.5	0.12	0.13	0.10
Speeding	0.11		4.7		4.4	0.11	0.05	0.14
Breaking and entering	0.08	0.01	6.1	6.9	3.4	0.07	0.08	0.12
Drug use/possession	0.07	0.01	6.2	8.2	3.9	0.07	0.05	0.10
Drugs	0.03		6.4		3.9	0.02	0.01	0.04
Drug possession	0.03		6.2		3.9	0.02	0.01	0.05
Drug use	0.02		5.9		4.0	0.02	0.02	0.01
Illegal drug use	0.00		8.1		5.0	0.00	0.01	0.00
Using drugs	0.00		4.8		5.0	0.00	0.00	0.00
Using illegal drugs	0.00		8.5		5.0	0.00	0.00	0.00
DUI/DWI	0.07		5.6		4.5	0.11	0.03	0.02
DUI	0.04		5.5		4.2	0.07	0.01	0.02
DWI	0.01		5.0		5.8	0.01	0.01	0.01
Drinking and driving	0.01		6.0		4.4	0.02	0.01	0.00
Drunk driving	0.01		6.2		5.1	0.02	0.01	0.00
Larceny	0.07	0.01	5.1	4.6	3.3	0.04	0.10	0.10
Kidnapping	0.06		6.0		4.3	0.06	0.07	0.06
Vandalism	0.06	0.01	6.1	5.3	3.7	0.05	0.05	0.07
Battery	0.05		3.5		4.5	0.05	0.03	0.05
Drug dealing/selling	0.05		7.0		4.3	0.05	0.05	0.04
Drug dealing	0.02		5.8		4.4	0.01	0.02	0.02
Drug trafficking	0.01		7.7		4.1	0.02	0.01	0.01
Selling illegal drugs	0.01		7.7		4.3	0.01	0.02	0.02
Drug smuggling	0.00		7.0		4.5	0.01	0.00	0.00
Grand theft auto	0.05		6.9		4.1	0.04	0.07	0.04

23. A carpenter's tool

Response	Total (663)	First	RT Overall	RT First	Rank	UCB (342)	UMCP (149)	UNCG (172)
Hammer(s)	0.93	0.71	3.8	4.0	1.4	0.94	0.90	0.91
Nail(s)	0.63	0.02	3.3	6.4	3.1	0.63	0.57	0.66
Saw	0.57	0.09	3.4	4.2	3.2	0.59	0.56	0.55
Screwdriver(s)	0.48	0.01	6.2	8.3	3.5	0.51	0.45	0.45
Drill	0.23	0.01	4.1	4.4	3.9	0.27	0.20	0.19
Wrench	0.20	0.02	5.0	5.2	3.3	0.21	0.21	0.19
Screw(s)	0.18		3.7		4.6	0.19	0.11	0.24
Level	0.13	0.01	4.9	5.6	4.2	0.15	0.14	0.09
Ruler	0.12	0.01	4.9	5.5	3.9	0.10	0.18	0.09
Tape measure	0.12	0.01	6.9	10.1	4.2	0.12	0.05	0.17
Wood	0.11	0.01	4.1	6.5	4.4	0.12	0.09	0.12
Sander	0.10		4.9		4.3	0.11	0.09	0.09
Measuring tape/device	0.08		6.7		4.0	0.10	0.11	0.02
Measuring tape	0.06		6.4		4.2	0.08	0.09	0.00
Measuring device	0.01		8.1		3.0	0.01	0.01	0.01

Appendix (*continued*)

Response	Total (663)	First	RT Overall	RT First	Rank	UCB (342)	UMCP (149)	UNCG (172)
Measure(r)	0.01		7.0		3.5	0.00	0.01	0.02
Measuring stick	0.00		8.3		3.0	0.01	0.00	0.00
Knife	0.07	0.02	5.3	6.2	2.7	0.06	0.04	0.10
Chisel	0.06	0.01	5.8	6.2	3.1	0.05	0.03	0.11
Pencil	0.06		4.2		5.1	0.07	0.07	0.03
Sandpaper	0.06		5.7		4.6	0.06	0.06	0.05
Nail gun	0.05		4.7		4.1	0.06	0.06	0.01
Pliers	0.05		6.4		4.1	0.06	0.05	0.03

24. A member of the clergy

Response	Total (621)	First	RT Overall	RT First	Rank	UCB (348)	UMCP (135)	UNCG (138)
Priest	0.71	0.52	5.2	5.6	1.5	0.74	0.79	0.57
Pope	0.52	0.09	4.3	6.2	3.2	0.56	0.57	0.36
Bishop	0.33	0.03	4.9	7.2	3.4	0.33	0.45	0.20
Nun	0.29	0.01	3.7	6.2	3.2	0.28	0.35	0.23
Cardinal	0.20	0.01	4.3	5.2	3.8	0.22	0.23	0.14
Minister	0.19	0.03	4.9	8.9	3.3	0.18	0.25	0.16
Pastor	0.19	0.06	5.1	5.8	2.8	0.16	0.22	0.24
Deacon	0.18		4.1		3.4	0.15	0.21	0.22
Father	0.10	0.01	5.0	4.6	3.4	0.09	0.10	0.13
Rabbi	0.10	0.01	4.9	3.6	3.5	0.10	0.16	0.04
Monk	0.09	0.01	3.9	6.5	3.8	0.08	0.11	0.09
Reverend	0.09		4.5		3.8	0.05	0.19	0.09
Archbishop	0.08		5.2		4.7	0.09	0.07	0.05
Preacher	0.08	0.02	5.8	8.3	2.9	0.06	0.04	0.15
Altar boy(s)	0.07		5.7		3.6	0.08	0.07	0.04

25. A substance for flavoring food

Response	Total (685)	First	RT Overall	RT First	Rank	UCB (367)	UMCP (149)	UNCG (169)
Salt	0.87	0.39	3.5	4.9	2.1	0.87	0.87	0.88
Pepper	0.85	0.09	3.0	5.5	2.8	0.86	0.79	0.87
Garlic	0.29	0.05	4.6	5.3	3.8	0.31	0.22	0.32
Sugar(s)	0.25	0.05	4.3	6.3	3.4	0.19	0.37	0.29
Oregano	0.19	0.01	5.0	7.5	4.3	0.20	0.19	0.16
Spice(s)	0.19	0.06	5.1	6.6	3.2	0.21	0.23	0.12
Cinnamon	0.17	0.02	5.6	6.9	4.0	0.16	0.19	0.18
Paprika	0.14	0.02	4.7	5.8	4.0	0.14	0.16	0.13
Ketchup	0.13	0.01	5.2	6.4	4.6	0.11	0.16	0.13
Butter	0.12	0.01	4.5	7.7	4.5	0.13	0.13	0.12
Basil	0.11	0.01	3.9	5.6	4.8	0.12	0.08	0.11
Vanilla	0.11	0.07	5.7	6.0	2.1	0.11	0.11	0.11
Mustard	0.10		3.3		5.2	0.09	0.09	0.13
Hot sauce	0.09		5.5		4.1	0.07	0.07	0.14
Onion(s)	0.08		4.7		4.8	0.08	0.09	0.07
Vinegar	0.08		3.6		4.4	0.08	0.06	0.12
Herbs	0.07	0.01	4.6	6.3	3.7	0.06	0.12	0.06
Lemon	0.07	0.01	4.4	8.8	4.3	0.06	0.07	0.10
Tabasco	0.07	0.01	4.7	5.4	3.9	0.11	0.02	0.01
Oil(s)	0.06		3.5		4.6	0.06	0.04	0.07
Soy sauce	0.06		5.3		4.9	0.06	0.07	0.05
Thyme	0.06		4.5		4.8	0.07	0.05	0.06
Curry	0.05	0.01	3.9	5.1	4.0	0.03	0.07	0.06
Nutmeg	0.05		4.7		4.1	0.04	0.05	0.05
Parsley	0.05		3.8		4.5	0.05	0.04	0.05

Appendix (continued)**26. A fuel**

Response	Total (637)	First	RT Overall	RT First	Rank	UCB (323)	UMCP (148)	UNCG (166)
Gas(oline)	0.79	0.59	4.4	4.5	1.5	0.76	0.87	0.78
Gasoline	0.47	0.34	4.8	4.9	1.6	0.33	0.43	0.78
Gas	0.32	0.25	3.9	3.9	1.5	0.43	0.45	0.01
Diesel	0.38	0.13	5.2	5.2	2.4	0.39	0.30	0.42
Oil	0.33	0.05	4.2	5.0	2.9	0.30	0.39	0.33
Unleaded	0.21	0.05	4.8	6.4	2.4	0.24	0.12	0.24
Coal	0.20	0.01	3.9	6.1	3.4	0.24	0.20	0.13
Solar/sun	0.14		5.7		4.0	0.14	0.12	0.14
Solar	0.05		4.9		4.0	0.05	0.05	0.05
Sun light/rays	0.04		6.9		4.0	0.02	0.03	0.06
Solar energy	0.01		6.8		4.0	0.02	0.01	0.02
Solar power	0.02		5.5		4.0	0.02	0.02	0.01
Sun	0.02		4.8		4.2	0.03	0.01	0.00
Petrol(eum)	0.13	0.03	6.2	6.7	2.6	0.11	0.14	0.15
Petroleum	0.11	0.03	6.7	6.8	2.6	0.09	0.12	0.15
Petrol	0.02		3.4		2.5	0.02	0.02	0.00
Food	0.12		4.5		3.7	0.13	0.13	0.10
Natural (gas)	0.12	0.01	6.0	6.2	3.3	0.15	0.16	0.02
Natural gas	0.11	0.01	6.1	6.2	3.3	0.14	0.14	0.02
Natural	0.01		5.5		4.0	0.01	0.02	0.00
Electricity	0.11		6.1		3.8	0.13	0.11	0.05
Electricity	0.08		5.9		4.1	0.10	0.07	0.04
Electric	0.03		6.6		3.1	0.03	0.03	0.02
Electrical	0.00		5.7		2.3	0.00	0.01	0.00
Kerosene	0.11	0.01	6.2	5.9	3.2	0.05	0.09	0.23
Propane	0.10	0.02	4.9	4.5	2.9	0.13	0.05	0.06
Water	0.10		4.6		4.1	0.09	0.11	0.10
Premium	0.09	0.01	5.1	8.6	3.2	0.08	0.05	0.14
Regular	0.08	0.01	4.8	7.0	3.1	0.05	0.07	0.14
Fossil	0.07	0.01	5.2	5.1	2.8	0.09	0.07	0.05
Leaded	0.07	0.01	3.0	5.9	3.2	0.08	0.06	0.07
Wood	0.07		4.3		4.0	0.07	0.09	0.04
Hydrogen	0.05		5.0		3.2	0.06	0.04	0.03

27. An occupation or profession

Response	Total (638)	First	RT Overall	RT First	Rank	UCB (325)	UMCP (149)	UNCG (164)
Doctor	0.72	0.33	3.7	4.6	2.1	0.69	0.80	0.69
Teacher	0.66	0.22	3.6	4.4	2.9	0.64	0.65	0.71
Lawyer	0.54	0.10	3.4	5.2	2.8	0.54	0.62	0.49
Nurse	0.25	0.04	3.1	4.3	3.2	0.21	0.20	0.38
Fireman/fighter	0.14	0.01	3.5	5.4	4.2	0.14	0.13	0.12
Fireman	0.07		2.9		4.5	0.11	0.00	0.07
Firefighter	0.06	0.01	4.1	6.1	4.0	0.04	0.13	0.05
Professor	0.14	0.01	4.2	6.3	4.2	0.13	0.13	0.18
Accountant	0.13	0.01	4.3	6.3	4.5	0.15	0.13	0.09
Psychologist	0.13	0.02	5.7	6.1	3.9	0.14	0.17	0.08
Dentist	0.12	0.01	3.4	4.2	3.7	0.12	0.10	0.12
Engineer	0.10	0.02	4.6	5.9	4.0	0.13	0.11	0.04
Secretary	0.10	0.01	4.9	6.4	4.2	0.11	0.07	0.12
Manager	0.09		4.2		5.0	0.09	0.07	0.11
Cook	0.07		3.3		4.5	0.12	0.02	0.04
Policeman	0.06		3.3		4.8	0.06	0.06	0.04
Athlete(s)	0.05		4.3		4.5	0.07	0.05	0.02
Banker	0.05		3.9		4.5	0.06	0.02	0.05
Business man/woman	0.05	0.01	6.0	7.9	3.8	0.05	0.07	0.03

Appendix (continued)

Response	Total (638)	First	RT Overall	RT First	Rank	UCB (325)	UMCP (149)	UNCG (164)
Carpenter	0.05	0.01	4.5	6.2	4.2	0.04	0.05	0.06
Janitor	0.05		3.8		5.5	0.04	0.08	0.04
Physical therapist	0.05	0.01	7.2	8.4	3.6	0.03	0.07	0.04
Police officer	0.05		4.4		4.5	0.04	0.09	0.04
Scientist	0.05		3.6		4.6	0.04	0.08	0.02
Student	0.05	0.02	4.0	4.5	3.5	0.06	0.04	0.05

28. A natural earth formation

Response	Total (641)	First	RT Overall	RT First	Rank	UCB (328)	UMCP (147)	UNCG (166)
Mountain(s) (range)	0.83	0.47	5.1	5.6	1.8	0.87	0.80	0.78
Mountain(s)	0.83	0.47	5.1	5.6	1.8	0.87	0.80	0.77
Mountain range	0.00		6.2		5.3	0.00	0.00	0.01
River(s)	0.39	0.01	2.9	7.1	3.7	0.40	0.39	0.37
Ocean(s)	0.35	0.01	3.5	8.2	4.1	0.36	0.35	0.34
Volcano(es)	0.35	0.12	5.4	6.5	2.9	0.39	0.39	0.23
Lake(s)	0.34		2.6		3.9	0.37	0.27	0.36
Valley(s)	0.30	0.01	3.7	5.0	4.0	0.30	0.29	0.30
Hill(s)	0.26	0.02	3.8	5.8	3.8	0.20	0.32	0.33
Rock(s)	0.23	0.12	4.6	5.4	2.4	0.23	0.22	0.23
Canyon(s)	0.20	0.02	4.6	6.6	4.1	0.24	0.23	0.10
Plateau(s)	0.15		6.0		4.5	0.14	0.16	0.14
Tree(s)	0.11	0.02	4.6	8.2	3.6	0.10	0.08	0.16
Plain(s)	0.09		4.6		4.8	0.10	0.07	0.08
Cave(s)	0.08	0.01	4.8	6.3	4.2	0.08	0.10	0.06
Glacier(s)	0.08	0.01	5.0	7.5	3.7	0.09	0.09	0.04
Grand Canyon	0.08	0.02	7.2	8.4	3.0	0.07	0.07	0.09
Island(s)	0.08		4.9		4.5	0.08	0.10	0.08
Stream(s)	0.08		2.9		4.6	0.08	0.09	0.07
Cliff(s)	0.07	0.01	4.1	6.6	4.0	0.08	0.10	0.04
Desert(s)	0.06		4.2		5.6	0.07	0.06	0.05
Beach(es)	0.05		4.3		5.5	0.05	0.06	0.05
Dirt	0.05	0.01	4.2	7.4	3.9	0.03	0.03	0.11
Grass	0.05		4.0		4.5	0.05	0.03	0.09
Waterfall(s)	0.05		4.8		4.7	0.03	0.08	0.05

29. A sport

Response	Total (632)	First	RT Overall	RT First	Rank	UCB (316)	UMCP (148)	UNCG (168)
Football	0.87	0.26	3.3	4.3	2.7	0.84	0.87	0.91
Basketball	0.75	0.15	3.7	4.6	3.1	0.68	0.80	0.83
Soccer	0.75	0.20	2.8	3.5	3.2	0.75	0.68	0.82
Baseball	0.73	0.12	3.3	4.3	3.4	0.69	0.74	0.82
Tennis	0.54	0.04	2.8	3.2	4.9	0.50	0.53	0.64
Hockey	0.45	0.06	3.0	4.8	4.3	0.46	0.45	0.42
Swimming	0.34	0.01	3.3	3.7	5.8	0.33	0.34	0.36
Golf	0.29	0.03	2.8	4.9	5.4	0.29	0.24	0.35
Volleyball	0.29	0.03	4.0	4.4	5.1	0.29	0.22	0.35
Lacrosse	0.28	0.01	3.5	3.5	5.3	0.31	0.39	0.13
Track	0.21		3.4		6.5	0.19	0.22	0.24
Rugby	0.19		3.6		6.0	0.18	0.16	0.23
Softball	0.15	0.01	3.2	3.4	5.3	0.13	0.13	0.21
Field hockey	0.12	0.01	4.6	5.4	5.8	0.08	0.27	0.04
Skiing	0.11		2.8		6.1	0.16	0.09	0.05
Cheerleading	0.09		3.9		5.8	0.05	0.10	0.14
Running	0.09		3.4		6.1	0.11	0.10	0.06

Appendix (continued)

Response	Total (632)	First	RT Overall	RT First	Rank	UCB (316)	UMCP (148)	UNCG (168)
Gymnastics	0.08	0.01	4.3	4.3	5.6	0.08	0.08	0.08
Polo	0.07		3.1		6.8	0.05	0.07	0.10
Racquetball	0.07		4.7		5.9	0.08	0.07	0.05
Wrestling	0.07		3.4		6.0	0.05	0.09	0.10
Bowling	0.06		3.4		7.1	0.06	0.05	0.07
Cross country	0.06		4.3		6.1	0.06	0.03	0.08
Badminton	0.05		3.5		7.1	0.04	0.07	0.04
Cricket	0.05		3.4		6.1	0.04	0.07	0.04
Water polo	0.05		4.2		6.2	0.06	0.05	0.02

30. A weather phenomenon

Response	Total (697)	First	RT Overall	RT First	Rank	UCB (370)	UMCP (150)	UNCG (177)
Tornado(es)	0.85	0.32	4.4	5.4	2.5	0.86	0.84	0.85
Hurricane(s)	0.83	0.25	4.1	5.4	2.7	0.85	0.79	0.84
Rain	0.42	0.17	3.2	3.9	2.8	0.41	0.52	0.34
Snow	0.37	0.02	2.7	5.1	4.0	0.35	0.41	0.36
Hail	0.24		3.1		5.0	0.21	0.31	0.23
Flood	0.21	0.01	4.2	5.6	4.3	0.21	0.20	0.23
Lightning	0.21	0.03	5.1	5.8	4.0	0.22	0.22	0.16
Blizzard(s)	0.18	0.01	5.2	6.7	4.2	0.16	0.25	0.16
Earthquake	0.18	0.02	5.9	6.2	3.7	0.19	0.13	0.19
Sleet	0.18		2.7		5.0	0.15	0.26	0.16
Monsoon(s)	0.14	0.01	4.6	6.0	4.1	0.13	0.14	0.18
Thunder	0.14	0.01	3.5	4.7	4.3	0.15	0.15	0.12
Wind/windy	0.14	0.01	3.6	3.9	4.8	0.19	0.13	0.06
Wind	0.12	0.01	3.5	3.9	4.6	0.18	0.12	0.00
Windy	0.02		4.2		5.9	0.01	0.01	0.06
Tsunami	0.13	0.01	5.5	6.5	4.3	0.16	0.12	0.10
Storm(s)	0.12	0.04	4.5	4.6	2.8	0.11	0.14	0.12
Thunderstorm(s)	0.11	0.01	6.3	4.9	3.8	0.09	0.14	0.12
Typhoon(s)	0.11	0.02	5.4	6.1	3.6	0.11	0.07	0.16
Drought(s)	0.10		4.3		5.5	0.12	0.09	0.06
Cloud(y)	0.08	0.01	4.2	4.7	4.2	0.09	0.09	0.05
Cloud(s)	0.06	0.01	4.0	4.6	4.2	0.08	0.07	0.03
Cloudy	0.02		4.6		4.3	0.01	0.03	0.02
Sunshine/sun/sunny	0.08		3.6		5.0	0.08	0.09	0.07
Sunshine	0.04		4.4		5.5	0.02	0.04	0.06
Sun	0.02		2.2		4.2	0.04	0.02	0.00
Sunny	0.02		3.6		5.0	0.02	0.03	0.01
El Nino	0.07	0.02	4.3	5.6	3.6	0.07	0.08	0.07
Tidal wave(s)	0.05		6.0		3.8	0.05	0.05	0.06

31. An article of clothing

Response	Total (650)	First	RT Overall	RT First	Rank	UCB (346)	UMCP (149)	UNCG (155)
Shirt(s)	0.90	0.58	3.3	3.7	1.8	0.89	0.89	0.94
Pants	0.85	0.08	2.5	4.3	3.0	0.84	0.83	0.89
Sock(s)	0.76	0.01	2.7	5.1	5.1	0.77	0.75	0.73
Underwear	0.57		4.1		5.7	0.55	0.59	0.59
Shoe(s)	0.53	0.03	2.4	3.4	4.8	0.56	0.50	0.49
Hat	0.44	0.08	2.5	3.1	5.2	0.49	0.41	0.35
Short(s)	0.34	0.02	2.7	4.5	4.8	0.38	0.30	0.29
Jacket	0.33	0.03	3.5	4.1	5.7	0.34	0.36	0.31
Sweater(s)	0.33	0.03	3.7	5.2	5.3	0.34	0.34	0.30
Bra	0.31		2.3		6.2	0.29	0.31	0.35
Skirt(s)	0.30	0.01	2.5	4.0	5.1	0.29	0.36	0.28

Appendix (continued)

Response	Total (650)	First	RT Overall	RT First	Rank	UCB (346)	UMCP (149)	UNCG (155)
Jeans	0.20	0.02	2.7	4.2	3.7	0.20	0.21	0.17
Coat(s)	0.19	0.01	3.0	4.1	6.1	0.16	0.20	0.23
Dress	0.19	0.01	2.5	3.6	5.9	0.20	0.19	0.16
T shirt(s)	0.18	0.02	4.4	6.3	5.3	0.17	0.22	0.15
Gloves	0.17		3.6		7.3	0.17	0.15	0.17
Sweatshirt	0.17	0.01	4.4	4.5	6.2	0.18	0.23	0.08
Boxer(s) (shorts)	0.14		3.4		6.0	0.14	0.11	0.16
Boxers	0.12		3.4		6.0	0.14	0.01	0.16
Boxer shorts	0.02		3.4		6.1	0.00	0.10	0.00
Scarf	0.14		3.5		6.6	0.10	0.16	0.21
Tank top(s)	0.14		3.8		6.3	0.14	0.13	0.14
Blouse	0.12		3.6		6.2	0.13	0.13	0.08
Tie(s)	0.12		2.0		6.6	0.12	0.12	0.14
Belt(s)	0.10		3.4		6.3	0.11	0.09	0.07
Panties	0.05		3.0		5.8	0.02	0.06	0.10
Undershirt	0.05		4.1		7.2	0.05	0.08	0.05

32. A part of a building

Response	Total (673)	First	RT Overall	RT First	Rank	UCB (357)	UMCP (150)	UNCG (166)
Window(s)	0.60	0.13	3.5	4.5	3.4	0.60	0.59	0.63
Door(s)	0.59	0.19	3.2	3.9	3.0	0.58	0.53	0.65
Floor(s)	0.44	0.06	3.8	6.1	3.9	0.47	0.38	0.44
Wall(s)	0.42	0.05	3.3	4.7	3.7	0.44	0.39	0.42
Roof	0.40	0.11	3.7	4.6	3.6	0.42	0.44	0.33
Stairs/steps	0.39	0.05	3.9	4.9	4.0	0.38	0.37	0.45
Stairs	0.32	0.04	3.8	4.8	4.1	0.31	0.26	0.39
Steps	0.03		4.0		3.6	0.01	0.05	0.04
Stairway	0.02		4.7		2.9	0.02	0.02	0.01
Stairwell	0.02		4.1		4.6	0.03	0.02	0.01
Staircase	0.01		4.5		4.0	0.01	0.01	0.01
Elevator(s)	0.35	0.02	4.0	6.5	4.1	0.36	0.30	0.36
Room(s)	0.31	0.04	3.7	5.7	4.2	0.27	0.38	0.34
Ceiling(s)	0.27	0.01	3.6	6.2	4.5	0.27	0.27	0.28
Basement/cellar	0.25	0.08	4.5	5.7	3.3	0.27	0.29	0.17
Basement(s)	0.25	0.08	4.5	5.7	3.3	0.27	0.29	0.16
Cellar	0.00		4.6		2.7	0.00	0.01	0.01
Bathroom(s)	0.16	0.02	4.2	5.8	4.6	0.17	0.13	0.15
Office(s)	0.15	0.01	3.6	6.5	4.4	0.15	0.15	0.13
Hall(way)	0.14	0.01	3.9	5.3	4.4	0.10	0.14	0.22
Hallway(s)	0.08		4.1		4.6	0.06	0.09	0.11
Hall(s)	0.05	0.01	3.5	4.0	4.1	0.04	0.05	0.10
Lobby	0.12	0.02	4.1	6.0	3.3	0.14	0.13	0.06
Brick(s)	0.11	0.01	3.7	4.9	4.9	0.10	0.08	0.15
Foundation	0.08	0.02	4.9	5.8	3.8	0.08	0.07	0.10
Entrance	0.06	0.01	5.1	5.5	4.2	0.05	0.09	0.05
Attic	0.05		2.9		5.1	0.05	0.05	0.04
Carpet(s)	0.05		3.7		6.8	0.06	0.02	0.05

33. A chemical element

Response	Total (679)	First	RT Overall	RT First	Rank	UCB (369)	UMCP (146)	UNCG (164)
Oxygen	0.58	0.13	4.8	7.5	3.0	0.63	0.55	0.49
Hydrogen	0.56	0.19	5.2	6.8	2.6	0.56	0.60	0.53
Carbon	0.35	0.08	4.2	6.2	3.3	0.37	0.38	0.29
Helium	0.31	0.03	4.0	7.2	3.3	0.30	0.37	0.26
Nitrogen	0.28	0.05	4.2	6.5	3.7	0.30	0.27	0.24

Appendix (continued)

Response	Total (679)	First	RT Overall	RT First	Rank	UCB (369)	UMCP (146)	UNCG (164)
Gold	0.24	0.03	2.9	5.3	4.1	0.24	0.27	0.22
Iron	0.20	0.05	3.8	5.7	3.5	0.21	0.23	0.18
Silver	0.19	0.01	2.7	4.0	4.8	0.20	0.19	0.18
Sodium/NA	0.15	0.04	5.6	7.9	3.4	0.13	0.17	0.16
Sodium	0.14	0.04	5.6	8.0	3.4	0.12	0.16	0.16
Na	0.01		5.2		2.0	0.01	0.01	0.00
Potassium	0.13	0.02	5.4	7.7	4.0	0.12	0.16	0.10
Sulfur	0.13	0.02	4.5	6.9	3.7	0.13	0.14	0.12
Zinc	0.12	0.03	4.1	7.0	3.8	0.11	0.12	0.13
Copper	0.11	0.01	3.4	5.6	4.0	0.10	0.10	0.13
Chlorine	0.10	0.02	5.5	8.4	4.2	0.10	0.12	0.09
Neon	0.10	0.01	3.4	5.6	4.5	0.11	0.12	0.08
Calcium	0.09		4.2		4.5	0.07	0.10	0.10
Aluminum	0.08	0.01	4.9	6.8	4.1	0.05	0.12	0.12
Boron	0.08	0.02	4.1	7.0	4.1	0.07	0.14	0.05
Lithium	0.08		4.3		4.0	0.07	0.12	0.05
Mercury	0.08	0.02	5.1	8.9	3.7	0.05	0.11	0.10
Magnesium	0.07		5.1		4.3	0.07	0.07	0.07
Water/H ₂ O	0.07	0.03	6.0	8.5	1.9	0.08	0.04	0.06
Water	0.04	0.02	5.7	8.7	2.0	0.04	0.02	0.05
H ₂ O	0.03	0.02	6.3	8.3	1.9	0.04	0.02	0.01
Argon	0.06	0.01	4.5	5.8	4.2	0.06	0.06	0.07
Fluorine	0.05		5.2		6.1	0.06	0.05	0.03
Lead	0.05		3.6		4.8	0.06	0.07	0.01
Nickel	0.05	0.01	3.8	4.2	4.6	0.04	0.08	0.05
Uranium	0.05	0.01	5.4	6.3	3.8	0.05	0.03	0.06

34. A musical instrument

Response	Total (658)	First	RT Overall	RT First	Rank	UCB (337)	UMCP (150)	UNCG (171)
Drum(s)	0.75	0.04	3.0	4.0	4.6	0.75	0.79	0.74
Guitar	0.72	0.14	3.2	3.9	3.5	0.79	0.66	0.64
Flute	0.71	0.17	3.1	3.3	3.7	0.68	0.75	0.72
Piano	0.60	0.13	3.0	3.7	3.3	0.58	0.61	0.62
Trumpet	0.55	0.14	3.7	4.1	3.7	0.58	0.55	0.50
Clarinet	0.46	0.07	3.6	3.7	4.4	0.40	0.54	0.49
Sax(ophone)	0.46	0.06	4.4	4.8	4.6	0.47	0.47	0.44
Saxophone	0.38	0.05	4.6	4.9	4.5	0.34	0.39	0.44
Sax	0.09	0.01	3.3	4.0	5.2	0.13	0.08	0.00
Violin	0.44	0.09	3.7	4.0	4.1	0.47	0.43	0.39
Trombone	0.35	0.03	3.8	4.3	4.8	0.37	0.31	0.35
Tuba	0.33	0.03	3.0	3.3	5.1	0.31	0.37	0.33
Bass guitar	0.23		3.0		5.6	0.40	0.05	0.04
Cello	0.21	0.01	3.3	4.0	5.3	0.23	0.20	0.18
Oboe	0.17	0.02	2.8	3.0	5.4	0.17	0.17	0.17
Bass	0.12		2.7		5.6	0.00	0.23	0.26
Viola	0.12	0.01	2.9	4.1	5.4	0.13	0.13	0.11
Harp	0.10		3.0		5.4	0.08	0.11	0.13
Horn	0.09	0.03	3.4	3.8	3.9	0.07	0.09	0.12
Keyboard	0.09		4.8		6.4	0.08	0.10	0.09
French horn	0.08		4.4		6.7	0.07	0.07	0.11
Piccolo	0.07		3.9		6.8	0.07	0.09	0.06
Banjo	0.06		3.9		5.5	0.07	0.02	0.06
Harmonica	0.06		4.2		5.6	0.07	0.03	0.06
Cymbal(s)	0.05		4.9		6.1	0.04	0.08	0.04
Organ	0.05		2.9		5.8	0.04	0.07	0.06
Tambourine(s)	0.05		4.4		6.5	0.05	0.03	0.04

Appendix (continued)

35. A kind of money

Response	Total (694)	First	RT Overall	RT First	Rank	UCB (371)	UMCP (150)	UNCG (173)
Dollar/US	0.85	0.43	4.7	6.0	2.2	0.86	0.83	0.83
Dollar(s)	0.73	0.39	4.6	5.9	2.1	0.75	0.72	0.69
Dollar bill(s)	0.09	0.03	5.5	6.8	2.7	0.08	0.10	0.09
American	0.01		6.8		3.8	0.00	0.01	0.02
American dollar	0.01	0.01	4.3	5.9	3.7	0.02	0.00	0.00
U.S. dollar	0.01		6.4		3.5	0.01	0.01	0.02
Penny/cent	0.47	0.08	3.5	5.5	3.5	0.43	0.48	0.52
Penny(ies)	0.38	0.07	3.6	5.6	3.6	0.34	0.38	0.47
Cent(s)	0.08	0.01	3.3	5.1	3.0	0.09	0.10	0.05
Dime(s)	0.39	0.04	2.3	5.1	3.8	0.35	0.38	0.50
Nickel(s)	0.39	0.03	3.0	5.6	3.7	0.35	0.38	0.49
Quarter(s)	0.38	0.04	4.1	7.6	3.8	0.36	0.35	0.46
Peso(s)	0.35	0.03	4.3	5.5	4.0	0.45	0.28	0.21
Yen	0.29	0.03	3.6	5.0	3.9	0.31	0.29	0.24
Coin(s)	0.26	0.10	4.0	5.2	2.4	0.21	0.32	0.30
Franc(s)	0.24	0.02	4.4	5.6	4.4	0.29	0.18	0.19
Euro	0.22	0.01	3.8	4.9	4.2	0.24	0.23	0.17
Euro	0.20	0.01	3.6	4.9	4.1	0.22	0.22	0.15
Euro dollar	0.02		6.0		5.4	0.02	0.01	0.02
Pound(s)	0.21	0.01	4.6	6.1	4.6	0.25	0.17	0.16
Check(s)	0.14	0.01	4.5	8.1	4.7	0.13	0.16	0.14
Lira	0.12		3.2		4.9	0.13	0.17	0.05
Credit (card)	0.11		4.8		5.0	0.12	0.11	0.08
Credit card(s)	0.09		4.8		5.1	0.09	0.09	0.08
Credit	0.02		4.9		4.5	0.02	0.01	0.01
Deutsch(mark)	0.11		5.2		4.8	0.13	0.09	0.06
Deutschmark(s)	0.05		6.1		5.1	0.07	0.04	0.03
Mark(s)	0.05		4.2		4.5	0.06	0.05	0.03
Ruble(s)	0.08	0.01	4.7	5.1	4.2	0.08	0.11	0.03
Bill(s)	0.07	0.01	4.2	5.6	3.8	0.07	0.07	0.09
Cash	0.07	0.03	4.6	6.1	2.8	0.06	0.08	0.06
Half dollar(s)	0.06		4.2		5.9	0.05	0.04	0.09
Paper	0.06	0.02	4.1	5.1	2.8	0.06	0.06	0.07

36. A type of music

Response	Total (673)	First	RT Overall	RT First	Rank	UCB (341)	UMCP (149)	UNCG (183)
Rap	0.74	0.23	2.4	3.0	2.9	0.70	0.77	0.80
Rock (& roll)	0.74	0.25	3.0	3.4	2.9	0.75	0.74	0.72
Rock	0.65	0.24	2.7	3.2	2.8	0.65	0.66	0.63
Rock & roll	0.09	0.02	4.6	5.7	3.9	0.09	0.09	0.09
Classical	0.62	0.09	3.6	4.3	4.2	0.66	0.61	0.54
Country	0.61	0.05	3.4	4.4	4.5	0.57	0.56	0.74
Jazz	0.51	0.10	3.0	3.6	4.3	0.54	0.54	0.44
Hip hop	0.44	0.05	3.7	4.4	3.8	0.46	0.50	0.34
R & B	0.43	0.03	4.5	6.5	4.2	0.36	0.46	0.55
Pop	0.36	0.04	2.8	4.4	4.5	0.33	0.41	0.38
Alternative	0.34	0.01	4.0	5.7	4.9	0.33	0.41	0.30
Punk	0.19	0.02	2.7	3.5	4.6	0.22	0.19	0.14
Blues	0.18		3.0		5.6	0.17	0.22	0.17
Reggae	0.18	0.02	3.7	5.0	4.2	0.19	0.19	0.15
Oldies	0.14		3.6		6.2	0.14	0.12	0.13
Heavy metal	0.12		4.3		5.9	0.12	0.11	0.11
Techno	0.12		3.7		6.0	0.13	0.15	0.09
Bluegrass	0.10		4.1		6.0	0.09	0.08	0.13
Soul	0.09		2.8		5.5	0.11	0.05	0.08

Appendix (continued)

Response	Total (673)	First	RT Overall	RT First	Rank	UCB (341)	UMCP (149)	UNCG (183)
Gospel	0.08	0.01	3.5	3.9	5.8	0.03	0.09	0.16
Opera	0.08	0.01	3.4	4.0	5.8	0.07	0.09	0.09
Classic rock	0.07		3.9		5.0	0.09	0.05	0.03
Folk	0.07		3.4		6.4	0.06	0.08	0.08
Dance	0.05		3.1		5.9	0.03	0.09	0.05
Metal	0.05		3.6		5.0	0.07	0.03	0.05
New age	0.05		4.2		6.5	0.06	0.04	0.04
Ska	0.05	0.01	2.2	3.0	4.8	0.06	0.07	0.04

37. A bird

Response	Total (690)	First	RT Overall	RT First	Rank	UCB (371)	UMCP (148)	UNCG (171)
Eagle	0.47	0.10	3.4	4.2	3.5	0.50	0.47	0.43
Robin(s)	0.43	0.10	3.9	4.7	3.1	0.42	0.46	0.42
Bluejay	0.40	0.07	4.4	6.0	3.0	0.35	0.43	0.47
Cardinal	0.38	0.11	4.3	5.2	2.9	0.24	0.42	0.64
Hawk	0.30	0.03	3.4	4.7	4.5	0.36	0.24	0.23
Bluebird	0.29	0.08	4.3	4.8	2.7	0.26	0.28	0.35
Crow(s)	0.24	0.02	3.5	5.5	4.2	0.25	0.21	0.25
Hummingbird	0.23	0.04	5.3	5.5	3.6	0.24	0.22	0.22
Parrot	0.22	0.04	4.4	5.5	3.5	0.21	0.22	0.25
Sparrow(s)	0.21	0.03	4.2	5.1	3.5	0.24	0.18	0.16
Pigeon(s)	0.20	0.04	4.7	5.3	3.9	0.18	0.28	0.17
Seagull(s)	0.13	0.01	4.4	4.4	4.2	0.14	0.13	0.10
Dove	0.12	0.01	3.1	4.1	4.3	0.12	0.08	0.15
Parakeet	0.12	0.02	5.0	5.4	3.5	0.12	0.15	0.08
Falcon(s)	0.11	0.01	3.3	5.0	4.1	0.13	0.09	0.09
Canary	0.10	0.04	4.5	4.3	2.9	0.07	0.13	0.12
Owl(s)	0.10	0.01	3.1	4.8	4.8	0.11	0.09	0.07
Ostrich	0.09	0.01	4.8	6.7	4.4	0.06	0.11	0.14
Penguin	0.09	0.01	4.6	6.0	4.1	0.08	0.12	0.08
Raven	0.09		3.0		4.5	0.10	0.10	0.07
Duck	0.08	0.01	3.5	3.4	4.8	0.10	0.07	0.06
Finch	0.08	0.01	3.9	4.0	4.3	0.06	0.09	0.08
Mockingbird	0.08	0.01	4.7	4.8	3.8	0.08	0.08	0.08
Woodpecker(s)	0.08	0.01	5.8	7.0	4.4	0.08	0.08	0.07
Flamingo	0.07	0.01	4.7	6.4	4.4	0.06	0.07	0.09
Oriole	0.07	0.01	4.0	4.3	3.8	0.03	0.23	0.04
Blackbird	0.06	0.01	4.7	6.4	4.1	0.06	0.05	0.08
Chicken	0.06		4.0		5.2	0.05	0.06	0.07
Vulture	0.05		3.9		5.5	0.04	0.05	0.06

38. A non-alcoholic beverage

Response	Total (658)	First	RT Overall	RT First	Rank	UCB (336)	UMCP (149)	UNCG (173)
Water	0.80	0.11	2.7	3.7	3.3	0.82	0.85	0.72
Coke/Coca Cola	0.48	0.25	3.5	3.9	2.1	0.51	0.36	0.52
Coke	0.31	0.17	3.4	3.9	2.1	0.48	0.32	0.00
Coca Cola	0.16	0.08	3.6	4.1	2.1	0.04	0.04	0.52
Milk	0.46	0.05	3.3	3.8	3.9	0.47	0.47	0.45
Juice	0.43	0.07	3.6	5.2	3.3	0.43	0.52	0.34
Soda(s)	0.42	0.18	3.8	4.3	2.6	0.36	0.61	0.39
Orange juice	0.33	0.04	4.9	6.7	3.9	0.34	0.36	0.30
Sprite	0.31	0.03	3.2	4.5	3.3	0.32	0.25	0.35
Pepsi	0.29	0.05	3.3	5.2	3.1	0.27	0.25	0.34
Tea	0.29	0.02	2.8	3.5	4.8	0.23	0.28	0.43

Appendix (continued)

Response	Total (658)	First	RT Overall	RT First	Rank	UCB (336)	UMCP (149)	UNCG (173)
Coffee	0.24	0.01	3.2	4.2	5.4	0.21	0.30	0.27
Lemonade	0.23	0.02	4.4	5.1	4.3	0.25	0.21	0.19
Apple juice	0.20	0.02	4.5	6.6	4.4	0.16	0.30	0.19
Dr. Pepper	0.13	0.01	4.2	8.1	4.8	0.13	0.04	0.19
Gatorade	0.11		4.5		5.5	0.13	0.09	0.08
Kool-Aid	0.11	0.01	5.1	5.6	4.0	0.08	0.08	0.18
Mountain Dew	0.09		4.5		4.9	0.06	0.09	0.17
Grape juice	0.07		4.2		5.6	0.06	0.10	0.05
Ice(d) tea	0.10		3.5		5.0	0.12	0.17	0.01
Pop	0.07	0.03	3.8	4.5	3.2	0.13	0.03	0.01
(Fruit) punch	0.06		5.5		4.9	0.05	0.07	0.08
Fruit punch	0.03		5.9		4.8	0.02	0.05	0.04
Punch	0.03		5.0		5.1	0.03	0.01	0.03
Cranberry juice	0.05		5.7		5.2	0.07	0.04	0.01
O'Doul's	0.05	0.02	5.5	5.1	2.9	0.07	0.02	0.02
Root beer	0.05		4.2		5.1	0.07	0.04	0.04

39. A transportation vehicle

Response	Total (696)	First	RT Overall	RT First	Rank	UCB (364)	UMCP (149)	UNCG (183)
Car(s)	0.89	0.69	3.1	3.3	1.4	0.87	0.85	0.95
Bus	0.58	0.11	2.3	3.7	2.8	0.60	0.34	0.75
Truck(s)	0.56	0.05	3.0	4.6	3.1	0.50	0.73	0.54
(Air)plane	0.54		3.5		4.4	0.55	0.30	0.70
Airplane	0.32		3.7		4.4	0.22	0.11	0.70
Plane	0.21		3.2		4.3	0.33	0.19	0.00
Train(s)	0.44		3.1		4.5	0.45	0.17	0.63
Bike/bicycle	0.42	0.01	3.9	3.6	4.9	0.45	0.30	0.48
Bike	0.25	0.01	3.4	3.6	4.7	0.39	0.20	0.00
Bicycle(s)	0.18		4.7		5.2	0.06	0.09	0.48
Van	0.32	0.02	2.6	3.6	3.6	0.27	0.36	0.37
Boat/ship	0.30		3.3		5.4	0.30	0.19	0.39
Boat(s)	0.26		3.4		5.2	0.26	0.17	0.32
Ship	0.04		2.4		6.6	0.04	0.01	0.07
Motorcycle(s)	0.30		5.6		4.7	0.30	0.36	0.25
SUV	0.20	0.02	3.4	5.1	4.0	0.18	0.26	0.20
Skateboard(s)	0.10		5.1		6.2	0.15	0.02	0.08
Subway	0.10		4.3		5.8	0.10	0.02	0.18
Taxi/cab	0.10		3.8		5.0	0.10	0.04	0.16
Taxi	0.08		4.2		5.0	0.09	0.01	0.11
Cab	0.03		2.7		5.1	0.02	0.03	0.05
Scooter	0.09		4.3		6.2	0.11	0.07	0.08
Helicopter	0.08		4.8		5.6	0.07	0.08	0.11
Jeep	0.07	0.01	3.4	4.8	4.1	0.08	0.08	0.04
Moped	0.07		3.7		5.3	0.08	0.05	0.05
Ford	0.05		2.8		5.2	0.06	0.05	0.01
Minivan	0.05		4.5		4.5	0.05	0.10	0.01
Sports car	0.05		4.7		4.2	0.04	0.11	0.02

40. A science

Response	Total (691)	First	RT Overall	RT First	Rank	UCB (370)	UMCP (150)	UNCG (171)
Biology	0.90	0.43	4.5	5.0	1.9	0.89	0.91	0.91
Chemistry	0.80	0.17	4.4	5.5	2.6	0.78	0.81	0.82
Physics	0.58	0.06	4.4	5.3	3.3	0.63	0.67	0.42
Psychology	0.53	0.13	5.6	6.2	2.8	0.58	0.57	0.36

Appendix (continued)

Response	Total (691)	First	RT Overall	RT First	Rank	UCB (370)	UMCP (150)	UNCG (171)
Astronomy	0.21	0.01	4.9	6.7	3.8	0.24	0.24	0.11
Geology	0.17	0.02	4.1	4.7	3.6	0.19	0.17	0.13
Earth	0.14	0.02	5.0	5.4	3.6	0.08	0.09	0.32
Anatomy	0.12	0.01	4.6	4.5	4.2	0.08	0.09	0.22
Sociology	0.11		5.1		4.0	0.14	0.06	0.09
Kinesiology	0.09	0.01	5.9	8.1	3.9	0.15	0.02	0.00
Physiology	0.08		5.5		4.3	0.06	0.09	0.10
Anthropology	0.06	0.01	6.4	9.1	4.1	0.05	0.05	0.07
Biochemistry	0.06		5.4		4.5	0.08	0.07	0.02
Physical	0.06	0.01	6.2	6.4	3.5	0.03	0.06	0.14

41. A toy

Response	Total (645)	First	RT Overall	RT First	Rank	UCB (326)	UMCP (149)	UNCG (170)
Doll(s)	0.48	0.10	3.8	5.1	2.9	0.45	0.51	0.50
Car(s)	0.36	0.15	3.8	4.4	2.4	0.38	0.36	0.32
Barbie doll(s)	0.31	0.05	4.1	5.7	3.0	0.29	0.26	0.38
Ball	0.27	0.11	3.6	4.1	2.7	0.26	0.25	0.31
Truck(s)	0.23	0.09	3.9	4.3	2.4	0.26	0.17	0.21
Lego(s)	0.20	0.02	4.1	5.9	3.7	0.21	0.20	0.16
Stuffed animal(s)	0.20	0.03	6.8	8.2	3.4	0.22	0.21	0.15
Action figure(s)	0.18	0.03	5.9	7.9	3.1	0.15	0.22	0.19
G I Joe	0.18	0.03	5.1	6.7	3.3	0.18	0.14	0.22
Block(s)	0.12	0.02	4.9	5.5	3.5	0.11	0.12	0.14
Train (set)	0.12	0.03	3.8	4.5	3.1	0.11	0.11	0.14
Train(s)	0.10	0.03	3.5	3.7	3.2	0.09	0.10	0.12
Train set	0.02		5.5		2.7	0.02	0.01	0.02
Video game(s)	0.11	0.01	5.9	8.2	3.5	0.11	0.13	0.08
Board game(s)	0.09	0.01	5.7	10.3	4.3	0.10	0.13	0.05
Bike(s)	0.08	0.02	4.0	3.4	3.8	0.07	0.05	0.11
Boat	0.06	0.03	3.8	4.7	2.1	0.08	0.04	0.04
Puzzle(s)	0.06	0.01	4.6	6.4	3.7	0.06	0.08	0.04
Teddy bear(s)	0.06	0.02	5.6	7.5	2.8	0.06	0.07	0.05
Computer	0.05		5.7		4.5	0.04	0.08	0.05
Jump rope	0.05		5.3		4.1	0.06	0.03	0.05
Nintendo	0.05		5.2		3.7	0.05	0.06	0.04
Yo-yo	0.05	0.01	4.6	5.1	3.5	0.06	0.06	0.05

42. A type of dance

Response	Total (691)	First	RT Overall	RT First	Rank	UCB (372)	UMCP (149)	UNCG (170)
Ballet	0.40	0.11	3.7	4.4	2.9	0.37	0.42	0.44
Tango	0.38	0.13	4.2	4.6	2.7	0.45	0.29	0.29
Salsa	0.36	0.17	3.9	4.3	2.5	0.41	0.39	0.25
Hip hop	0.33	0.06	4.5	5.6	3.5	0.40	0.28	0.24
Jazz	0.30	0.04	2.9	3.9	3.4	0.30	0.29	0.32
Waltz	0.28	0.04	5.0	6.6	3.4	0.33	0.19	0.25
Tap	0.27	0.02	3.1	5.7	4.2	0.26	0.26	0.32
Swing	0.24	0.04	3.9	3.9	3.6	0.26	0.23	0.21
Ballroom	0.19	0.02	4.9	6.6	4.0	0.19	0.29	0.11
Modern	0.16	0.03	3.8	3.8	3.6	0.13	0.19	0.21
Break	0.14	0.01	5.9	6.6	3.6	0.16	0.11	0.10
Line	0.12	0.01	4.7	6.0	3.9	0.15	0.09	0.09
Square	0.12	0.02	6.4	6.4	3.5	0.10	0.14	0.12
Slow	0.11	0.01	5.1	7.6	3.7	0.10	0.13	0.12
Cha cha	0.08	0.01	5.1	6.2	3.7	0.08	0.08	0.10

Appendix (continued)

Response	Total (691)	First	RT Overall	RT First	Rank	UCB (372)	UMCP (149)	UNCG (170)
Merengue	0.08	0.01	5.3	7.5	3.6	0.09	0.11	0.05
Macarena	0.07	0.01	5.6	5.3	3.4	0.06	0.11	0.04
Electric slide	0.06		6.2		3.5	0.02	0.11	0.10
Foxtrot	0.06		4.9		4.5	0.07	0.03	0.05
Mambo	0.06	0.02	4.6	4.8	2.4	0.07	0.05	0.03
Two step	0.06		5.5		3.8	0.08	0.01	0.05
African	0.05	0.01	4.9	3.9	4.6	0.04	0.03	0.08

43. A vegetable

Response	Total (667)	First	RT Overall	RT First	Rank	UCB (357)	UMCP (150)	UNCG (160)
Carrot(s)	0.77	0.38	3.7	3.9	2.2	0.82	0.75	0.67
Lettuce	0.49	0.06	4.2	6.1	3.5	0.54	0.47	0.38
Broccoli	0.42	0.10	5.4	6.3	3.1	0.45	0.47	0.29
Tomato	0.36	0.11	4.4	5.5	2.9	0.33	0.33	0.44
Cucumber(s)	0.31	0.04	5.3	6.2	3.7	0.32	0.39	0.24
Peas	0.31	0.03	3.1	4.6	3.6	0.32	0.29	0.29
Corn	0.30	0.06	3.5	4.3	3.5	0.25	0.29	0.39
Potato	0.28	0.04	4.5	5.8	3.4	0.22	0.28	0.41
Celery	0.27	0.04	4.4	6.5	3.3	0.32	0.20	0.23
Onion(s)	0.24	0.01	3.9	4.6	4.3	0.24	0.23	0.26
Green bean(s)	0.20	0.03	5.1	6.3	3.6	0.16	0.22	0.26
Spinach	0.14	0.01	5.0	9.4	4.3	0.12	0.15	0.17
Squash	0.14	0.01	5.5	6.1	4.3	0.12	0.18	0.14
Bean(s)	0.12	0.01	3.9	5.2	4.3	0.14	0.09	0.12
Cauliflower	0.12		5.5		4.7	0.15	0.13	0.07
Cabbage	0.10	0.01	4.2	7.2	4.4	0.08	0.12	0.14
Radish	0.10		4.6		5.0	0.12	0.09	0.08
Asparagus	0.09		4.9		4.0	0.12	0.08	0.06
Pepper(s)	0.07		4.5		4.7	0.04	0.13	0.08
Tomatoes	0.07	0.01	4.0	4.9	3.4	0.12	0.00	0.02
Beet(s)	0.06		3.9		4.8	0.05	0.07	0.07
Green pepper(s)	0.05		5.8		4.0	0.06	0.05	0.04
Potatoes	0.05	0.01	4.5	5.3	4.2	0.07	0.00	0.06
Turnip(s)	0.05		4.4		4.7	0.05	0.03	0.07
Zucchini	0.05		5.9		4.2	0.06	0.05	0.03

44. A type of footwear

Response	Total (668)	First	RT Overall	RT First	Rank	UCB (349)	UMCP (150)	UNCG (169)
Sandal(s)	0.77	0.19	3.9	5.1	2.7	0.79	0.73	0.75
Boot(s)	0.58	0.06	3.3	4.6	3.4	0.56	0.64	0.59
(High) heels	0.40	0.03	4.6	5.7	3.8	0.37	0.46	0.40
High heel(s)	0.30	0.02	4.8	6.2	3.8	0.30	0.38	0.24
Heels	0.09	0.01	4.1	4.3	3.7	0.07	0.08	0.15
Shoe(s)	0.38	0.29	3.8	4.0	1.4	0.38	0.41	0.36
Tennis	0.35	0.11	5.0	6.0	2.7	0.36	0.27	0.42
Flip flop(s)	0.32	0.01	5.2	7.5	4.2	0.27	0.35	0.39
Sneaker(s)	0.32	0.13	4.2	4.8	2.4	0.21	0.57	0.34
Slipper(s)	0.22		4.3		4.5	0.21	0.31	0.17
Sock(s)	0.20	0.01	3.5	4.6	3.9	0.18	0.23	0.21
Dress	0.15		5.4		4.3	0.15	0.21	0.11
Nike(s)	0.15	0.06	3.9	4.3	2.6	0.15	0.09	0.19
Running shoes	0.15	0.02	5.4	6.8	3.5	0.19	0.11	0.08
Adidas	0.11	0.01	4.2	5.5	3.5	0.12	0.07	0.14
Clog(s)	0.11		3.9		4.5	0.12	0.09	0.11
Cleat(s)	0.10	0.01	4.1	6.3	4.7	0.11	0.10	0.07

Appendix (continued)

Response	Total (668)	First	RT Overall	RT First	Rank	UCB (349)	UMCP (150)	UNCG (169)
Loafer(s)	0.09		4.8		4.4	0.09	0.09	0.07
Pump(s)	0.08		3.9		4.5	0.08	0.08	0.07
Reebok(s)	0.08		3.6		3.6	0.10	0.04	0.09
Hiking boots/shoes	0.07		5.1		5.0	0.10	0.05	0.03
Hiking boot(s)	0.06		5.0		5.0	0.09	0.03	0.03
Hiking shoes	0.01		5.9		5.0	0.01	0.01	0.00
Moccasin(s)	0.06		6.2		4.8	0.05	0.09	0.04
Platform(s)	0.05		4.2		4.3	0.06	0.05	0.03
45. An insect								
Response	Total (667)	First	RT Overall	RT First	Rank	UCB (340)	UMCP (149)	UNCG (178)
Fly	0.61	0.19	3.5	4.2	2.6	0.57	0.64	0.67
Ant	0.57	0.18	3.3	3.9	2.7	0.57	0.64	0.53
Spider(s)	0.43	0.11	4.1	4.6	2.9	0.44	0.38	0.45
Bee(s)	0.41	0.11	3.2	3.6	3.1	0.44	0.47	0.30
Mosquito	0.33	0.07	5.6	6.1	3.1	0.34	0.32	0.31
Beetle(s)	0.31	0.05	4.7	5.2	3.4	0.35	0.29	0.26
Lady bug(s)	0.27	0.06	5.1	5.4	3.1	0.29	0.23	0.27
Grasshopper(s)	0.20	0.04	5.7	6.0	3.4	0.21	0.12	0.25
Butterfly	0.19	0.02	5.1	5.6	4.3	0.20	0.21	0.17
Wasp(s)	0.17		3.1		4.9	0.19	0.18	0.12
Roach	0.16	0.01	3.8	5.2	3.6	0.11	0.16	0.26
Moth(s)	0.15		3.5		4.6	0.17	0.16	0.10
Gnat(s)	0.14		4.7		4.3	0.11	0.10	0.24
Cockroach	0.12	0.01	6.6	7.6	3.7	0.14	0.18	0.06
Caterpillar	0.11	0.01	6.6	6.7	4.1	0.11	0.10	0.12
Bug(s)	0.10	0.07	4.0	3.6	1.9	0.10	0.10	0.11
Centipede	0.09		6.4		4.0	0.10	0.07	0.08
Cricket(s)	0.09	0.01	4.5	4.0	3.8	0.07	0.11	0.12
Worm(s)	0.09		4.8		4.8	0.07	0.12	0.09
Praying mantis	0.08	0.01	7.0	8.0	3.8	0.11	0.05	0.06
Dragonfly	0.06		5.3		4.3	0.05	0.13	0.03
Flea	0.05		4.0		4.4	0.06	0.05	0.04
Hornet(s)	0.05		3.3		5.0	0.07	0.05	0.02
46. A female first name ^a								
Response	Total (684)	First	RT Overall	RT First	Rank	UCB (367)	UMCP (149)	UNCG (168)
Sara(h)	0.32	0.06	2.7	3.6	4.5	0.37	0.25	0.29
Sarah	0.21	0.04	2.7	3.3	4.1	0.24	0.16	0.20
Sara	0.11	0.01	2.7	4.4	5.1	0.13	0.09	0.10
Mary	0.18	0.04	2.5	3.9	4.7	0.16	0.23	0.18
Jessica	0.17	0.02	3.0	3.8	5.4	0.16	0.20	0.18
Ann(e)/(ie)	0.15	0.03	2.4	3.6	4.9	0.16	0.15	0.14
Ann	0.07	0.01	2.4	3.8	4.9	0.07	0.05	0.10
Anne	0.06	0.02	2.4	3.5	4.7	0.08	0.05	0.04
Annie	0.02		2.1		5.5	0.02	0.04	0.01
Jennifer	0.15	0.03	3.4	4.4	5.0	0.14	0.10	0.21
Katie/Katy	0.15	0.02	2.5	3.8	5.7	0.17	0.12	0.13
Katie	0.14	0.01	2.5	4.0	5.8	0.15	0.12	0.11
Katy	0.01		2.4		4.8	0.02	0.00	0.02
Lauren	0.15	0.02	2.9	4.0	5.5	0.16	0.19	0.09
Amy	0.12	0.01	2.1	3.4	5.4	0.13	0.06	0.14
Ashley	0.11	0.01	3.2	4.6	5.3	0.08	0.09	0.18
Beth	0.11	0.01	2.2	3.1	5.4	0.12	0.07	0.10
Jane	0.11	0.03	2.4	3.1	4.3	0.10	0.12	0.11

Appendix (continued)

Response	Total (684)	First	RT Overall	RT First	Rank	UCB (367)	UMCP (149)	UNCG (168)
Kelly	0.11		2.5		5.9	0.12	0.12	0.09
Kristen/Kristin	0.11	0.01	3.1	5.1	5.6	0.12	0.11	0.07
Kristen	0.05		3.2		6.0	0.07	0.05	0.04
Kristin	0.05	0.01	3.0	4.6	5.3	0.06	0.06	0.04
Laura	0.11	0.01	2.8	4.1	6.2	0.14	0.13	0.04
Lindsay/Lindsey	0.11	0.01	3.1	3.9	5.1	0.15	0.03	0.10
Lindsay	0.07	0.01	3.1	3.2	4.8	0.09	0.01	0.07
Lindsey	0.04		3.1		5.6	0.05	0.02	0.03
Lisa	0.11	0.02	2.6	3.3	5.4	0.11	0.15	0.09
Meg(h)an	0.11	0.01	2.7	4.1	5.2	0.11	0.14	0.08
Megan	0.09	0.01	2.7	4.8	5.1	0.09	0.11	0.07
Meghan	0.02		2.9		5.8	0.02	0.03	0.01
Amanda	0.10	0.01	2.6	4.5	5.4	0.10	0.11	0.08
Erin	0.10	0.01	2.5	3.7	5.9	0.10	0.09	0.10
Jen(n)	0.10	0.02	2.8	4.3	5.0	0.11	0.12	0.05
Jen	0.08	0.01	2.6	3.6	5.2	0.10	0.09	0.04
Jenn	0.02		3.6		3.9	0.01	0.03	0.02
Michelle	0.10	0.01	3.1	4.1	5.4	0.10	0.12	0.10
Rachel	0.09	0.01	2.8	2.9	5.9	0.08	0.14	0.06
Elizabeth	0.08	0.01	4.1	5.6	5.5	0.06	0.06	0.14
Emily	0.08	0.01	2.6	3.8	5.4	0.08	0.07	0.08
Julie	0.08	0.01	2.7	3.6	5.0	0.09	0.07	0.08
Al(l)ison	0.07	0.01	2.8	3.5	4.7	0.08	0.09	0.03
Allison	0.05	0.01	2.9	3.7	4.6	0.06	0.05	0.02
Alison	0.02		2.8		4.9	0.03	0.03	0.01
Heather	0.07	0.01	3.1	4.0	5.6	0.07	0.04	0.07
Jenny	0.07	0.01	2.8	4.5	5.5	0.08	0.07	0.05
Melissa	0.07	0.01	2.9	4.4	5.0	0.05	0.13	0.04
Nicole	0.07	0.01	3.0	5.4	6.0	0.07	0.09	0.06
Stephanie	0.07	0.01	3.7	4.9	5.2	0.06	0.08	0.10
Susan	0.07	0.01	2.5	3.7	4.8	0.08	0.06	0.06
Anna	0.06	0.01	2.3	3.3	5.3	0.05	0.07	0.08
Kate	0.06	0.01	2.6	3.7	5.2	0.08	0.03	0.04
Kathy/Cathy	0.06	0.01	3.1	4.0	5.1	0.07	0.05	0.05
Kathy	0.04	0.01	3.2	3.6	5.0	0.05	0.03	0.03
Cathy	0.02		2.8		5.3	0.02	0.02	0.02
Kim	0.06		2.3		5.8	0.06	0.03	0.07
Sally	0.06		2.5		6.5	0.07	0.04	0.06
Stac(e)y	0.06	0.01	3.3	4.2	5.9	0.07	0.04	0.05
Stacy	0.04	0.01	3.2	4.2	5.4	0.05	0.03	0.04
Stacey	0.02		3.6		7.3	0.02	0.01	0.01
Courtney	0.05		3.6		5.2	0.05	0.03	0.05
Danielle	0.05		3.3		6.2	0.04	0.09	0.04
Jamie	0.05	0.01	2.5	3.1	5.3	0.06	0.05	0.04
Karen	0.05	0.01	2.6	4.4	5.3	0.04	0.07	0.06
Katherine/Kathryn	0.05		3.6		5.1	0.05	0.03	0.04
Katherine	0.03		3.7		5.1	0.04	0.02	0.02
Kathryn	0.02		3.5		5.1	0.02	0.01	0.02
Linda	0.05	0.01	2.7	4.0	5.3	0.06	0.05	0.04
Rebecca	0.05		3.6		5.6	0.04	0.07	0.05
Samantha	0.05		3.1		5.3	0.04	0.07	0.06
Sue	0.05		2.2		4.5	0.05	0.04	0.07

47. A male first name^a

Response	Total (653)	First	RT Overall	RT First	Rank	UCB (335)	UMCP (150)	UNCG (168)
Jo(h)n	0.52	0.16	2.9	3.6	3.8	0.50	0.53	0.55
John	0.45	0.13	2.9	3.7	3.8	0.42	0.45	0.51

Appendix (*continued*)

Response	Total (653)	First	RT Overall	RT First	Rank	UCB (335)	UMCP (150)	UNCG (168)
Jon	0.08	0.03	2.6	3.4	3.6	0.09	0.08	0.05
Mike	0.36	0.08	2.3	3.3	4.8	0.41	0.39	0.24
Bob	0.26	0.06	2.3	3.1	4.8	0.30	0.18	0.25
Matt	0.26	0.02	2.1	3.1	5.8	0.30	0.25	0.20
Chris	0.25	0.02	2.5	4.4	5.5	0.24	0.29	0.24
Joe	0.19	0.03	2.2	3.2	5.2	0.19	0.21	0.17
Brian/Bryan	0.18	0.03	2.6	3.6	5.4	0.19	0.19	0.16
Brian	0.15	0.02	2.6	3.8	5.5	0.15	0.16	0.13
Bryan	0.04	0.01	2.7	2.9	5.0	0.04	0.03	0.04
Tom	0.18	0.02	2.2	3.0	5.7	0.18	0.18	0.18
Steve	0.16		2.4		6.5	0.18	0.19	0.08
Dan	0.15	0.02	2.2	2.9	5.6	0.19	0.15	0.07
David	0.15	0.02	2.7	4.0	6.1	0.13	0.19	0.16
Mark	0.15	0.02	2.2	3.4	6.2	0.15	0.19	0.11
Tim	0.15	0.01	2.0	2.7	6.5	0.13	0.15	0.17
Bill	0.14		2.2		6.2	0.16	0.09	0.16
Adam	0.13	0.01	2.5	3.2	5.2	0.15	0.14	0.10
Ben	0.13	0.02	2.2	3.1	5.0	0.14	0.10	0.13
James	0.13	0.01	2.4	3.0	5.5	0.12	0.11	0.17
Sam	0.13		2.2		6.7	0.16	0.14	0.06
Eric	0.12	0.01	2.5	3.2	5.8	0.12	0.13	0.11
Jason	0.12	0.01	2.8	4.3	6.9	0.10	0.15	0.11
Josh	0.12	0.01	2.6	3.0	5.7	0.09	0.09	0.19
Ryan	0.12	0.01	2.5	3.6	6.2	0.14	0.12	0.10
Scott	0.12	0.01	2.3	4.3	5.5	0.12	0.09	0.14
Jim	0.11	0.01	2.4	2.7	5.5	0.14	0.07	0.09
Justin	0.11		2.7		6.6	0.10	0.10	0.15
Michael	0.11	0.02	3.2	4.3	4.8	0.06	0.16	0.17
Jeff	0.10	0.02	2.4	3.5	5.8	0.14	0.07	0.04
Kevin	0.10	0.01	2.8	3.1	5.8	0.10	0.13	0.09
Paul	0.10	0.01	2.4	3.6	7.0	0.10	0.13	0.08
Andrew	0.09	0.01	3.0	3.5	6.2	0.10	0.13	0.04
Dave	0.09		2.2		6.1	0.13	0.08	0.03
Jack	0.09		2.6		6.6	0.10	0.05	0.10
Nick	0.09	0.01	2.4	4.6	6.2	0.11	0.07	0.10
Aaron	0.08		2.8		6.5	0.09	0.07	0.07
Brad	0.08	0.01	3.1	4.5	5.7	0.10	0.04	0.08
George	0.08		3.2		5.9	0.09	0.11	0.04
Greg	0.08	0.01	2.4	3.6	6.7	0.09	0.11	0.05
Robert	0.08	0.01	2.8	3.4	5.7	0.05	0.13	0.10
Alex	0.07		2.7		6.4	0.08	0.04	0.08
Peter	0.07	0.01	3.0	4.3	6.4	0.07	0.06	0.06
Rob	0.07	0.01	2.1	3.0	6.0	0.05	0.10	0.08
Zach/Zack	0.07		2.8		6.6	0.10	0.05	0.02
Zach	0.04		2.6		7.4	0.05	0.03	0.02
Zack	0.03		3.0		5.8	0.04	0.03	0.01
Brandon	0.06	0.01	2.8	3.9	6.2	0.04	0.05	0.10
Daniel	0.06		3.1		6.5	0.03	0.09	0.08
Jake	0.06		2.4		6.5	0.08	0.06	0.04
Kyle	0.06	0.01	3.1	3.7	7.3	0.06	0.07	0.03
Sean	0.06		2.1		6.4	0.08	0.07	0.02
Steven/Stephen	0.06		3.2		6.8	0.04	0.05	0.10
Steven	0.04		3.2		6.3	0.03	0.03	0.07
Stephen	0.02		3.3		8.2	0.01	0.02	0.03
Will	0.06		2.2		7.5	0.05	0.03	0.11
William	0.06		2.9		6.2	0.04	0.09	0.08
Billy	0.05		2.5		7.3	0.04	0.05	0.07
Frank	0.05		2.9		7.2	0.06	0.06	0.03

Appendix (continued)

Response	Total (653)	First	RT Overall	RT First	Rank	UCB (335)	UMCP (150)	UNCG (168)
Fred	0.05		2.7		7.3	0.07	0.04	0.04
Nate	0.05	0.01	2.1	2.7	5.8	0.06	0.02	0.04
Pat	0.05		2.0		6.9	0.07	0.07	0.01
Phil	0.05		2.6		7.5	0.03	0.06	0.06
Tony	0.05		2.6		5.9	0.04	0.07	0.05
Tyler	0.05		2.5		7.1	0.08	0.02	0.02

48. A flower

Response	Total (690)	First	RT Overall	RT First	Rank	UCB (371)	UMCP (150)	UNCG (169)
Rose(s)	0.96	0.48	2.8	3.3	1.8	0.96	0.95	0.96
Daisy	0.59	0.18	3.8	3.8	2.7	0.59	0.53	0.63
Tulip	0.53	0.07	4.3	3.9	3.0	0.56	0.51	0.49
Lily	0.30	0.03	4.1	4.0	3.7	0.33	0.28	0.26
Carnation(s)	0.29	0.01	5.3	4.2	3.9	0.28	0.31	0.31
Daffodil(s)	0.23	0.02	5.4	5.6	3.6	0.20	0.31	0.21
Sunflower(s)	0.23	0.02	5.8	5.6	3.7	0.30	0.00	0.29
Dandelion(s)	0.20	0.03	5.8	6.2	3.6	0.19	0.23	0.21
Pansy	0.11	0.01	5.0	4.4	4.0	0.12	0.07	0.13
Orchid(s)	0.09	0.01	5.5	4.2	4.1	0.08	0.09	0.09
Petunia(s)	0.09	0.02	4.8	4.5	3.2	0.11	0.09	0.06
Sun	0.09	0.01	5.6	4.7	3.6	0.01	0.37	0.00
Violet(s)	0.09		4.9		3.9	0.08	0.11	0.09
Iris	0.08	0.01	3.6	3.4	4.0	0.10	0.06	0.06
Lilac	0.08	0.01	4.7	4.2	3.7	0.10	0.05	0.06
Columbine(s)	0.05	0.01	6.1	5.5	3.4	0.09	0.00	0.00

49. A disease

Response	Total (675)	First	RT Overall	RT First	Rank	UCB (361)	UMCP (148)	UNCG (166)
AIDS/HIV	0.88	0.36	4.0	4.6	2.2	0.87	0.84	0.95
AIDS	0.67	0.32	4.1	4.6	2.0	0.66	0.66	0.72
HIV	0.21	0.04	3.8	4.8	2.8	0.21	0.18	0.23
AIDS/HIV	0.00		4.7		3.7	0.01	0.01	0.00
Cancer	0.64	0.26	4.1	4.2	2.1	0.64	0.68	0.60
Flu	0.15	0.03	4.2	4.7	3.1	0.18	0.12	0.10
Diabetes	0.12	0.02	5.5	5.7	3.1	0.10	0.15	0.11
Herpes	0.12	0.02	5.1	4.9	3.5	0.11	0.14	0.13
Cold	0.11	0.01	4.0	6.6	3.2	0.14	0.07	0.07
Cold	0.10	0.01	4.0	6.5	3.3	0.13	0.07	0.07
Common cold	0.01		4.4	7.1	2.5	0.01	0.01	0.01
Parkinson's	0.11	0.02	6.3	5.8	2.9	0.14	0.08	0.08
Alzheimer's	0.10	0.01	6.9	5.5	3.5	0.10	0.09	0.10
Leukemia	0.10	0.01	6.5	9.0	3.0	0.09	0.13	0.10
Heart disease	0.09	0.01	6.1	6.3	3.2	0.05	0.13	0.14
Chicken pox	0.07	0.01	6.2	6.4	3.5	0.06	0.11	0.05
Hepatitis	0.07		6.2	4.4	3.5	0.08	0.06	0.07
Hepatitis	0.06		6.1	4.4	3.3	0.06	0.06	0.05
Hepatitis B	0.01		8.1		5.0	0.01	0.00	0.01
Hepatitis A	0.00		5.4		4.7	0.01	0.00	0.01
Hepatitis C	0.00		5.2		3.5	0.01	0.00	0.00
MS/multiple sclerosis	0.07	0.01	6.6	8.4	3.1	0.09	0.05	0.04
MS	0.04	0.01	5.4	7.8	3.3	0.07	0.03	0.00
Multiple sclerosis	0.03		8.5	9.5	2.8	0.02	0.02	0.04
Gonorrhea	0.06		6.2	5.9	4.0	0.06	0.05	0.07
Malaria	0.06	0.02	5.5	4.2	2.9	0.05	0.13	0.04

Appendix (continued)

Response	Total (675)	First	RT Overall	RT First	Rank	UCB (361)	UMCP (148)	UNCG (166)
Smallpox	0.06	0.01	5.3	5.4	3.2	0.08	0.06	0.03
Syphilis	0.06		6.9	5.3	3.7	0.06	0.05	0.05
Measles	0.05	0.01	5.3	5.1	2.7	0.04	0.06	0.04
Mono/mononucleosis	0.05	0.01	5.0	5.2	3.4	0.05	0.05	0.04
Mono	0.03	0.01	4.0	3.6	3.3	0.05	0.04	0.00
Mononucleosis	0.01		7.7	11.7	3.7	0.00	0.01	0.04
STD(s)	0.05		7.1	4.4	3.3	0.05	0.03	0.07
Tuberculosis/TB	0.05	0.01	6.2	4.5	3.4	0.05	0.06	0.05
Tuberculosis	0.04		6.6	4.8	3.5	0.03	0.05	0.05
TB	0.01		4.6	4.0	3.0	0.02	0.01	0.00

50. A tree

Response	Total (653)	First	RT Overall	RT First	Rank	UCB (338)	UMCP (149)	UNCG (166)
Oak	0.68	0.31	3.2	3.6	2.2	0.63	0.75	0.71
Pine	0.63	0.10	3.4	3.8	3.0	0.64	0.56	0.69
Maple	0.45	0.10	3.7	4.0	3.0	0.42	0.50	0.48
Apple	0.31	0.03	4.3	5.4	4.3	0.26	0.40	0.33
Aspen	0.20	0.02	3.5	3.9	3.4	0.37	0.01	0.01
Redwood	0.20	0.02	4.5	4.9	3.7	0.20	0.22	0.19
Dogwood	0.18	0.05	4.8	5.0	3.4	0.06	0.12	0.46
Spruce	0.16	0.05	4.4	4.9	2.9	0.23	0.07	0.09
Evergreen	0.15	0.02	5.2	6.1	4.0	0.18	0.11	0.10
Birch	0.13	0.03	4.4	4.8	3.4	0.13	0.14	0.11
Cherry	0.13		4.7		4.8	0.11	0.20	0.11
Weeping willow	0.13	0.02	5.0	5.1	3.9	0.18	0.08	0.07
Orange	0.12		3.7		5.5	0.10	0.15	0.14
Elm	0.10	0.03	3.0	3.3	3.4	0.14	0.06	0.04
Fir	0.10	0.01	3.7	2.7	4.0	0.12	0.07	0.07
Palm	0.10	0.01	4.8	6.3	4.1	0.11	0.09	0.08
Cedar	0.09		4.3		4.3	0.09	0.07	0.11
Pear	0.09		2.8		5.5	0.06	0.12	0.11
Leaf(ves)	0.08	0.03	4.0	5.0	2.3	0.10	0.03	0.07
Willow	0.07	0.01	4.7	4.0	3.5	0.00	0.15	0.13
Christmas	0.06		6.1		4.0	0.05	0.07	0.07
Peach	0.06		4.1		4.9	0.04	0.10	0.05
Blue spruce	0.05	0.01	6.8	7.4	3.8	0.08	0.02	0.00
Green	0.05	0.01	3.7	3.9	3.4	0.07	0.01	0.02
Sycamore	0.05	0.01	5.2	5.8	3.1	0.03	0.07	0.05

51. A type of ship/boat

Response	Total (645)	First	RT Overall	RT First	Rank	UCB (335)	UMCP (148)	UNCG (162)
Sailboat	0.53	0.22	5.2	6.1	2.3	0.59	0.49	0.44
Cruise ship/liner	0.52	0.14	5.8	7.0	2.7	0.53	0.55	0.45
Cruise ship	0.27	0.06	5.9	7.5	2.7	0.24	0.26	0.36
Cruise	0.12	0.04	5.1	5.9	2.5	0.17	0.16	0.00
Cruise liner	0.06	0.01	6.1	8.6	3.0	0.07	0.05	0.04
Cruiser	0.04	0.02	6.1	7.0	2.4	0.04	0.07	0.03
Cruise boat	0.02	0.01	6.3	8.7	2.9	0.02	0.01	0.02
Yacht	0.29	0.12	5.4	6.4	2.3	0.25	0.32	0.33
Speedboat	0.23	0.05	5.3	7.1	2.9	0.27	0.20	0.20
Fishing boat	0.22	0.02	5.3	8.2	3.5	0.21	0.21	0.26
Canoe	0.21	0.03	5.0	8.9	3.8	0.19	0.22	0.24
Rowboat	0.18	0.03	4.6	6.7	3.5	0.19	0.19	0.15

Appendix (continued)

Response	Total (645)	First	RT Overall	RT First	Rank	UCB (335)	UMCP (148)	UNCG (162)
Motor	0.13	0.01	5.1	6.2	3.3	0.16	0.14	0.09
Tugboat	0.13	0.05	5.4	7.2	2.6	0.11	0.18	0.14
Submarine	0.12	0.02	6.1	8.4	3.6	0.12	0.11	0.12
(Aircraft) carrier	0.11	0.02	7.0	9.7	3.1	0.13	0.09	0.10
Aircraft carrier	0.08	0.02	7.6	11.1	3.0	0.10	0.07	0.07
Carrier	0.03	0.01	5.3	6.3	3.1	0.03	0.03	0.03
Battleship	0.11	0.01	5.1	6.4	3.1	0.12	0.11	0.07
Kayak	0.08		4.4		4.3	0.09	0.07	0.07
Paddle boat	0.07		5.2		4.0	0.05	0.08	0.09
Raft	0.07		4.1		4.0	0.07	0.07	0.06
Titanic	0.07	0.03	6.0	7.6	2.2	0.04	0.09	0.10
Barge	0.06	0.01	4.5	5.2	3.4	0.06	0.07	0.05
Cargo	0.06		5.4		3.6	0.06	0.08	0.04
Catamaran	0.06	0.01	5.8	7.6	2.8	0.07	0.05	0.02
Ding(h)y	0.06	0.01	4.9	9.3	3.3	0.06	0.05	0.06
Dingy	0.05	0.01	5.1	9.7	3.4	0.05	0.05	0.05
Dinghy	0.01		3.7		2.4	0.01	0.00	0.01
Pontoon	0.06	0.01	5.5	6.7	3.4	0.06	0.01	0.11
Steam	0.06	0.02	5.4	7.5	3.0	0.05	0.07	0.06
Steamboat	0.02		5.9		3.1	0.02	0.00	0.06
Steamship	0.02	0.01	5.2	6.6	3.0	0.01	0.07	0.00
Steam(er)	0.01		4.8		2.6	0.02	0.00	0.01
Ferry	0.05	0.01	5.2	6.8	3.4	0.05	0.05	0.04
Schooner	0.05	0.02	4.6	5.7	2.0	0.07	0.03	0.03
Ski	0.05	0.01	4.9	5.9	3.4	0.07	0.01	0.05

52. A fish

Response	Total (655)	First	RT Overall	RT First	Rank	UCB (326)	UMCP (149)	UNCG (180)
Salmon	0.51	0.11	4.0	5.1	3.0	0.60	0.60	0.27
Trout	0.51	0.17	3.8	4.4	2.7	0.66	0.36	0.38
Goldfish	0.44	0.13	5.0	5.6	3.0	0.40	0.49	0.47
Bass	0.33	0.07	3.5	4.5	3.1	0.32	0.26	0.41
Catfish	0.27	0.05	4.5	4.5	3.5	0.18	0.26	0.45
Tuna	0.25	0.03	3.2	4.0	3.7	0.28	0.33	0.16
Shark	0.24	0.03	4.7	7.5	4.0	0.22	0.25	0.28
Flounder	0.18	0.05	4.8	5.5	3.1	0.07	0.25	0.34
Swordfish	0.15	0.01	5.4	6.1	4.1	0.17	0.15	0.12
Herring	0.11	0.03	4.2	4.1	3.2	0.10	0.14	0.13
Carp	0.10	0.03	3.6	3.6	3.0	0.13	0.03	0.10
Beta	0.09		3.5		4.1	0.07	0.03	0.16
Cod	0.09	0.03	3.7	3.3	3.1	0.13	0.10	0.03
Angelfish	0.08	0.01	5.4	5.4	4.1	0.09	0.06	0.08
Dolphin	0.08	0.01	4.9	6.4	3.7	0.07	0.05	0.13
Mahi mahi	0.08		4.2		4.2	0.11	0.03	0.05
Blowfish	0.07	0.02	5.9	5.5	3.3	0.05	0.09	0.12
Guppy(ies)	0.07	0.01	4.2	4.4	4.0	0.08	0.06	0.07
Halibut	0.07		4.2		4.3	0.12	0.03	0.02
Perch	0.07	0.01	4.2	3.9	4.0	0.05	0.09	0.08
Rainbow trout	0.06	0.01	5.9	7.8	3.3	0.10	0.01	0.01
Marlin	0.05		4.0		4.6	0.07	0.03	0.03
Minnow(s)	0.05		4.8		4.3	0.04	0.05	0.08
Pike	0.05	0.01	3.7	4.1	3.3	0.07	0.03	0.04
Piranha(s)	0.05		6.3		4.1	0.07	0.03	0.04
Snapper	0.05		4.5		4.3	0.07	0.01	0.04
Whale	0.05		2.9		4.4	0.03	0.05	0.07

Appendix (continued)

53. A snake

Response	Total (654)	First	RT Overall	RT First	Rank	UCB (339)	UMCP (146)	UNCG (166)
Rattle(snake)	0.75	0.39	5.0	5.2	1.9	0.78	0.67	0.78
Rattlesnake	0.44	0.26	5.4	5.4	1.8	0.33	0.32	0.78
Rattle	0.24	0.11	4.2	4.4	2.0	0.32	0.33	0.00
Rattler	0.07	0.03	5.0	5.7	2.2	0.13	0.02	0.00
Garden(er)	0.54	0.06	5.4	6.2	3.2	0.63	0.42	0.43
Gardener	0.33	0.04	5.4	6.3	3.1	0.63	0.00	0.00
Garden	0.21	0.02	5.4	6.0	3.4	0.00	0.42	0.43
Cobra	0.50	0.14	3.9	4.5	2.5	0.46	0.56	0.53
Python(s)	0.42	0.07	5.0	4.7	3.1	0.47	0.38	0.34
Boa (constrictor)	0.36	0.07	5.8	7.3	2.9	0.44	0.30	0.26
Boa constrictor(s)	0.22	0.05	6.9	8.5	2.9	0.22	0.19	0.26
Boa	0.14	0.02	4.0	4.9	3.0	0.22	0.11	0.00
Anaconda	0.21	0.02	5.2	5.0	3.8	0.20	0.27	0.17
Copperhead	0.17	0.04	4.9	5.1	3.0	0.08	0.16	0.35
Black snake	0.14	0.01	4.0	5.6	3.5	0.02	0.15	0.37
Viper	0.13	0.03	4.1	4.0	3.0	0.15	0.11	0.08
Water	0.09		4.8		4.2	0.07	0.09	0.12
Diamondback	0.08		6.1		3.6	0.08	0.05	0.09
King snake	0.08	0.01	4.3	6.3	3.7	0.09	0.04	0.10
Coral snake	0.06	0.01	3.8	4.5	4.1	0.06	0.05	0.06
Green snake	0.06		3.5		4.2	0.04	0.03	0.13
Poisonous	0.06	0.01	7.5	7.2	3.4	0.04	0.07	0.07
Corn	0.05	0.01	4.1	5.7	3.8	0.04	0.04	0.06
Cottonmouth	0.05	0.01	5.8	7.4	3.6	0.03	0.03	0.11

54. A city

Response	Total (639)	First	RT Overall	RT First	Rank	UCB (319)	UMCP (149)	UNCG (170)
New York (City)	0.63	0.19	4.2	4.9	3.0	0.58	0.76	0.60
New York	0.41	0.12	4.2	4.9	3.0	0.55	0.60	0.00
New York City	0.19	0.06	4.4	5.1	3.2	0.00	0.13	0.60
N.Y.	0.02		2.5		2.5	0.03	0.03	0.00
Denver	0.35	0.13	3.3	4.7	2.6	0.67	0.05	0.01
Los Angeles/LA	0.35	0.03	3.9	5.0	4.3	0.42	0.37	0.21
Los Angeles	0.23	0.02	4.5	5.3	4.4	0.24	0.24	0.21
LA	0.12	0.01	2.8	4.1	4.2	0.18	0.13	0.00
Chicago	0.24	0.03	3.8	4.7	3.9	0.26	0.27	0.16
San Francisco	0.22	0.02	5.5	6.1	4.7	0.25	0.27	0.12
Boulder	0.20	0.03	2.8	4.2	3.2	0.39	0.00	0.01
Greensboro	0.19	0.05	4.2	5.1	2.3	0.00	0.00	0.71
Miami	0.16		3.4		5.7	0.15	0.21	0.13
Washington D.C.	0.16	0.02	3.9	4.6	3.7	0.08	0.46	0.07
Washington D.C.	0.10		4.4		4.1	0.06	0.21	0.07
D.C.	0.05	0.01	2.8	3.5	3.3	0.02	0.18	0.00
Washington	0.02		4.3		2.5	0.00	0.07	0.00
Boston	0.15	0.02	3.0	3.7	4.3	0.21	0.15	0.05
Atlanta	0.13	0.01	3.9	4.1	4.7	0.07	0.16	0.21
Baltimore	0.12	0.04	3.7	4.3	3.1	0.02	0.43	0.02
Dallas	0.12	0.01	2.9	3.8	4.9	0.14	0.10	0.08
San Diego	0.12		4.3		5.4	0.16	0.09	0.05
Charlotte	0.10	0.02	4.1	4.8	3.5	0.00	0.01	0.35
Raleigh	0.10	0.01	3.5	3.9	3.9	0.01	0.01	0.35
Houston	0.09	0.01	3.8	6.2	5.0	0.11	0.08	0.06
Seattle	0.09	0.01	3.2	3.7	4.9	0.11	0.11	0.05
Paris	0.08		2.4		4.9	0.06	0.07	0.12
Detroit	0.07	0.01	3.7	4.6	4.2	0.10	0.04	0.04

Appendix (*continued*)

Response	Total (639)	First	RT Overall	RT First	Rank	UCB (319)	UMCP (149)	UNCG (170)
New Orleans	0.06		4.6		6.4	0.03	0.13	0.03
Philadelphia	0.06	0.01	5.6	5.8	3.8	0.03	0.13	0.04
Austin	0.05		3.0		5.8	0.08	0.03	0.02
London	0.05	0.01	3.3	5.0	4.9	0.03	0.07	0.05
Orlando	0.05		3.3		5.5	0.03	0.08	0.06
55. A state								
Response	Total (664)	First	RT Overall	RT First	Rank	UCB (332)	UMCP (150)	UNCG (182)
California	0.66	0.07	3.6	5.0	4.4	0.70	0.67	0.56
New York	0.56	0.04	3.5	3.8	4.4	0.49	0.63	0.62
Colorado	0.47	0.22	3.3	3.9	2.5	0.85	0.11	0.08
Florida	0.45	0.02	2.9	4.0	5.5	0.35	0.55	0.53
North Carolina	0.33	0.20	4.7	5.2	2.5	0.06	0.17	0.93
Texas	0.29	0.02	2.8	3.6	5.7	0.31	0.29	0.26
Maryland	0.28	0.13	3.3	4.0	2.9	0.06	0.95	0.15
Virginia	0.23	0.01	3.4	4.0	4.6	0.08	0.41	0.37
Alabama	0.22	0.04	3.6	5.0	4.3	0.25	0.19	0.20
South Carolina	0.22		3.8		4.0	0.05	0.13	0.62
Washington	0.22	0.01	3.8	6.2	5.9	0.26	0.13	0.20
New Jersey	0.21	0.03	3.5	3.6	4.9	0.14	0.35	0.23
Georgia	0.20	0.01	3.4	5.0	5.7	0.12	0.21	0.36
Arizona	0.19	0.01	3.1	4.0	5.1	0.26	0.16	0.08
Maine	0.19	0.01	2.5	3.9	6.0	0.16	0.27	0.16
Alaska	0.16	0.01	2.5	3.9	5.1	0.19	0.19	0.08
Ohio	0.14	0.01	2.4	2.8	5.8	0.14	0.15	0.13
Pennsylvania	0.14	0.02	4.4	4.9	4.5	0.08	0.32	0.10
Oregon	0.13		3.0		6.3	0.19	0.11	0.05
Utah	0.13		2.5		5.6	0.18	0.07	0.10
Nevada	0.12		3.0		5.7	0.16	0.09	0.08
New Mexico	0.12		3.7		6.3	0.18	0.08	0.04
Arkansas	0.11		3.1		5.5	0.13	0.11	0.07
Delaware	0.11		3.4		6.0	0.08	0.25	0.05
Hawaii	0.10		2.5		6.3	0.12	0.09	0.05
Idaho	0.10		2.7		6.2	0.14	0.09	0.04
Michigan	0.10	0.01	3.1	3.7	5.9	0.08	0.13	0.09
Connecticut	0.09	0.01	3.4	4.3	6.1	0.08	0.14	0.06
Kansas	0.09		3.0		6.3	0.11	0.07	0.06
Tennessee	0.09		3.1		6.2	0.06	0.07	0.18
Illinois	0.08	0.01	3.4	4.8	4.9	0.09	0.07	0.06
Iowa	0.08		2.3		6.0	0.09	0.07	0.04
Massachusetts	0.08	0.01	4.4	5.7	4.9	0.08	0.13	0.04
Mississippi	0.08		4.0		5.5	0.08	0.07	0.09
Montana	0.08		2.8		6.4	0.11	0.08	0.03
Wyoming	0.08		2.9		5.8	0.12	0.04	0.03
Minnesota	0.07	0.02	3.6	4.6	4.9	0.10	0.06	0.03
New Hampshire	0.07		4.4		6.4	0.06	0.10	0.07
Vermont	0.07		2.7		6.4	0.07	0.13	0.04
Indiana	0.06		2.6		6.5	0.05	0.08	0.05
Nebraska	0.06		3.5		5.2	0.10	0.02	0.03
North Dakota	0.06		4.0		7.6	0.04	0.07	0.08
Oklahoma	0.06		3.8		5.8	0.07	0.07	0.05
Kentucky	0.05		3.6		7.0	0.05	0.07	0.05
Louisiana	0.05		3.9		6.9	0.07	0.06	0.03
Missouri	0.05		3.1		5.5	0.07	0.03	0.03
Rhode Island	0.05		4.3		6.0	0.02	0.09	0.05
South Dakota	0.05		3.4		7.6	0.03	0.04	0.09
Wisconsin	0.05		3.4		5.7	0.05	0.06	0.03

Appendix (continued)

56. A college or university

Response	Total (663)	First	RT Overall	RT First	Rank	UCB (344)	UMCP (149)	UNCG (169)
U of Colorado, Boulder	0.46	0.40	5.1	5.4	1.3	0.89	0.01	0.00
CU Boulder	0.26	0.23	4.4	4.6	1.3	0.50	0.00	0.00
University of Colorado	0.07	0.06	8.4	8.8	1.3	0.14	0.00	0.00
U of Colorado	0.11	0.08	4.8	5.2	1.3	0.21	0.01	0.00
Boulder	0.02	0.02	4.8	4.9	1.1	0.04	0.00	0.00
U of North Carolina, Chapel Hill	0.36	0.01	3.4	5.5	3.6	0.15	0.11	1.01
UNC CH	0.12		2.9		3.6	0.00	0.00	0.46
UNC	0.08		3.0		4.5	0.13	0.04	0.01
University of North Carolina	0.08	0.01	2.4	3.7	2.8	0.00	0.00	0.30
UNC Chapel Hill	0.05		5.5		2.9	0.00	0.01	0.19
Chapel Hill	0.02		4.6		4.1	0.00	0.02	0.04
North Carolina	0.02		5.4		3.9	0.02	0.05	0.01
Harvard	0.25	0.01	3.5	7.2	4.6	0.25	0.32	0.20
UNC Greensboro	0.24	0.20	3.8	3.9	1.3	0.00	0.00	0.95
Duke	0.23	0.01	2.7	5.3	4.1	0.19	0.19	0.34
U of Maryland, College Park	0.23	0.18	5.7	5.9	1.5	0.02	0.95	0.02
Maryland	0.10	0.08	4.5	4.8	1.5	0.01	0.38	0.01
University of Maryland	0.07	0.05	7.6	7.7	1.6	0.01	0.29	0.01
UMCP	0.02	0.02	3.7	3.9	1.4	0.00	0.09	0.00
UMD	0.02	0.02	5.1	5.4	1.4	0.00	0.10	0.00
University of MD	0.01	0.01	8.3	8.5	1.2	0.00	0.04	0.00
College Park	0.01	0.01	5.6	5.6	1.0	0.00	0.03	0.00
Maryland University	0.00		7.5		1.7	0.00	0.01	0.00
Colorado State University	0.22	0.01	3.8	7.3	3.5	0.42	0.00	0.01
CSU	0.15		3.2		3.5	0.29	0.00	0.01
Colorado State University	0.06		5.4		3.6	0.12	0.00	0.00
UCLA	0.16		3.1		4.4	0.20	0.10	0.13
Yale	0.16	0.01	2.4	4.7	5.0	0.16	0.19	0.13
Stanford	0.12		3.4		5.1	0.16	0.11	0.05
Princeton	0.10		3.6		5.6	0.10	0.13	0.06
U of Southern California	0.10		3.1		4.8	0.15	0.02	0.05
USC	0.09		2.9		4.7	0.15	0.01	0.05
Southern California	0.00		5.8		6.3	0.01	0.01	0.00
U Southern California	0.00		5.4		7.0	0.00	0.00	0.00
Florida State U	0.09		4.3		5.8	0.07	0.12	0.08
Florida State	0.05		4.4		5.8	0.05	0.09	0.00
Florida State University	0.02		4.7		6.8	0.00	0.01	0.08
FSU	0.02		3.5		4.6	0.02	0.02	0.00
New York U	0.08		3.0		4.9	0.06	0.11	0.09
NYU	0.08		2.9		4.9	0.06	0.11	0.09
New York	0.00		1.6		10.0	0.00	0.00	0.00
New York University	0.00		8.0		2.0	0.00	0.01	0.00
North Carolina State	0.08		4.6		4.4	0.00	0.01	0.29
Penn State	0.08		4.0		4.8	0.05	0.19	0.05
UNC Wilmington	0.08		3.2		4.0	0.00	0.00	0.31
U of Florida	0.06		4.6		5.3	0.06	0.09	0.04
Florida	0.04		3.4		5.8	0.04	0.07	0.02
Florida University	0.01		6.3		4.5	0.01	0.00	0.01
University of Florida	0.01		9.2		3.4	0.01	0.01	0.00
U of Florida	0.00		6.0		5.0	0.01	0.00	0.00

Appendix (continued)

Response	Total (663)	First	RT Overall	RT First	Rank	UCB (344)	UMCP (149)	UNCG (169)
U of Michigan	0.06		4.0		4.0	0.07	0.09	0.02
Michigan	0.06		3.9		4.1	0.07	0.09	0.02
U of Michigan	0.00		6.7		2.0	0.01	0.00	0.00
Brown	0.05		2.7		4.9	0.06	0.07	0.02
ECU	0.05		3.2		4.4	0.00	0.01	0.18
Texas	0.05		3.6		4.2	0.08	0.02	0.01
U of California, Berkeley	0.05		4.6		5.4	0.06	0.07	0.04
Berkeley	0.04		4.2		5.5	0.04	0.05	0.03
UC Berkeley	0.01		5.8		4.6	0.01	0.01	0.01
Cal Berkeley	0.00		6.0		9.0	0.00	0.01	0.00
California Berkeley	0.00		5.4		5.0	0.01	0.00	0.00
UNC Ashville	0.05		2.8		3.8	0.00	0.00	0.19
UNC Pembroke	0.05		3.0		4.4	0.00	0.01	0.19

57. A drug

Response	Total (650)	First	RT Overall	RT First	Rank	UCB (334)	UMCP (150)	UNCG (166)
Marijuana	0.88	0.41	5.3	6.0	2.1	0.90	0.85	0.85
Marijuana	0.65	0.29	5.7	6.5	2.1	0.58	0.57	0.85
Pot	0.12	0.07	4.4	4.8	2.1	0.20	0.09	0.00
Weed	0.11	0.05	3.9	4.6	2.1	0.12	0.19	0.00
Cocaine/coke	0.70	0.13	4.1	6.0	2.9	0.74	0.63	0.69
Cocaine	0.63	0.12	4.2	6.1	2.8	0.61	0.63	0.65
Coke	0.08	0.01	3.0	4.7	3.4	0.13	0.00	0.04
Heroin	0.46	0.04	4.0	5.3	3.8	0.51	0.51	0.33
Ecstasy	0.34	0.06	6.0	7.0	3.5	0.30	0.49	0.30
Alcohol	0.25	0.04	5.0	8.1	3.6	0.26	0.27	0.20
LSD	0.23	0.02	3.7	4.3	3.9	0.23	0.30	0.16
Crack	0.22	0.01	3.7	4.4	4.0	0.18	0.25	0.28
Tylenol	0.20	0.05	5.4	7.3	3.1	0.18	0.23	0.20
Aspirin	0.14	0.06	5.1	6.1	2.6	0.16	0.15	0.12
Mushroom(s)	0.13		5.0		5.1	0.18	0.13	0.04
Acid	0.12		3.7		4.5	0.16	0.09	0.09
Advil	0.11		3.3		3.6	0.12	0.13	0.09
Speed	0.09		4.1		4.3	0.10	0.05	0.11
Nicotine	0.08	0.01	4.1	5.6	4.2	0.09	0.08	0.06
Caffeine	0.07	0.01	4.1	5.2	3.6	0.06	0.09	0.07
Morphine	0.06	0.02	5.3	6.0	3.3	0.05	0.06	0.08
PCP	0.06		3.5		4.4	0.09	0.01	0.06
Opium	0.05	0.01	4.5	6.0	4.5	0.04	0.07	0.05
Penicillin	0.05	0.01	6.2	7.4	3.1	0.07	0.04	0.04
Vicaden	0.05		5.0		4.4	0.09	0.01	0.01

58. A type of car

Response	Total (643)	First	RT Overall	RT First	Rank	UCB (325)	UMCP (150)	UNCG (169)
Ford	0.44	0.09	2.9	4.3	3.6	0.49	0.38	0.40
Honda	0.41	0.14	3.6	4.7	3.0	0.37	0.38	0.52
Toyota	0.31	0.04	4.2	5.6	4.2	0.33	0.27	0.31
BMW	0.30	0.04	3.4	4.9	4.0	0.35	0.30	0.22
Chevrolet/Chevy	0.27	0.01	4.0	6.0	4.3	0.28	0.23	0.30
Chevrolet	0.23	0.01	4.1	5.6	4.3	0.28	0.06	0.30
Chevy	0.04		3.3		4.7	0.00	0.17	0.00
Mercedes (Benz)	0.25	0.05	4.2	5.3	3.9	0.26	0.33	0.16
Mercedes	0.23	0.04	4.0	5.2	3.9	0.26	0.28	0.15
Mercedes Benz	0.02		6.3		4.8	0.01	0.05	0.01
Jeep	0.19	0.03	3.3	4.5	4.1	0.22	0.15	0.15

Appendix (continued)

Response	Total (643)	First	RT Overall	RT First	Rank	UCB (325)	UMCP (150)	UNCG (169)
Porsche	0.15	0.03	4.3	5.5	4.0	0.19	0.09	0.12
Lexus	0.14	0.02	3.2	4.1	4.1	0.14	0.16	0.13
Nissan	0.14	0.01	3.5	6.9	4.8	0.14	0.12	0.16
Dodge	0.13	0.01	3.6	3.9	5.2	0.15	0.09	0.12
Mustang	0.13	0.04	4.0	4.8	2.8	0.11	0.13	0.17
SUV	0.13	0.02	3.6	6.2	3.9	0.15	0.13	0.08
Truck(s)	0.12	0.02	3.5	4.9	3.9	0.12	0.14	0.11
Volkswagen	0.12	0.02	5.6	9.3	3.9	0.14	0.12	0.08
Volkswagen	0.10	0.02	5.9	9.3	3.8	0.14	0.09	0.05
VW	0.02		4.1		4.4	0.00	0.03	0.03
Ferrari	0.11	0.02	4.1	4.5	4.1	0.14	0.07	0.09
Audi	0.09	0.02	3.1	3.5	4.1	0.13	0.08	0.04
Mazda	0.09	0.02	4.5	5.3	3.1	0.08	0.09	0.11
Sedan	0.09	0.02	3.6	6.2	3.8	0.10	0.09	0.07
Sport(s)	0.09	0.03	4.9	5.7	2.8	0.09	0.11	0.08
Volvo	0.09	0.03	3.6	4.5	3.5	0.10	0.09	0.09
Acura	0.08	0.01	3.1	5.0	4.1	0.06	0.09	0.09
Jaguar	0.08	0.01	3.6	4.0	4.2	0.11	0.05	0.07
Convertible	0.07	0.01	5.3	6.8	3.5	0.06	0.10	0.05
Corvette	0.07	0.01	4.3	5.7	3.9	0.09	0.05	0.07
Mitsubishi	0.07	0.01	5.2	7.4	4.5	0.05	0.11	0.07
Van	0.07	0.01	3.4	5.6	4.1	0.06	0.15	0.04
Cadillac	0.06		4.2		4.8	0.06	0.05	0.08
Civic	0.06	0.01	3.0	4.5	4.0	0.04	0.07	0.08
Subaru	0.06	0.01	4.2	5.0	4.3	0.08	0.04	0.03
Camry	0.05	0.01	3.9	4.4	3.7	0.03	0.05	0.09
Chrysler	0.05		4.6		5.6	0.06	0.01	0.05
GMC	0.05		3.5		5.2	0.05	0.04	0.05
Hyundai	0.05		4.5		5.3	0.04	0.06	0.07
Lamborghini	0.05		5.0		4.6	0.06	0.04	0.02
Minivan	0.05		3.9		4.2	0.03	0.06	0.07
Saab	0.05	0.01	3.5	3.5	4.3	0.07	0.03	0.03
Saturn	0.05	0.01	3.7	4.6	3.4	0.04	0.07	0.06

59. A liquid

Response	Total (646)	First	RT Overall	RT First	Rank	UCB (327)	UMCP (150)	UNCG (170)
Water	1.00	0.87	3.3	3.5	1.2	0.98	1.00	1.00
Juice(s)	0.52	0.01	4.5	4.4	3.3	0.54	0.67	0.37
Soda/pop	0.52	0.02	3.6	4.2	3.3	0.53	0.58	0.46
Soda	0.46	0.02	3.7	4.3	3.2	0.42	0.57	0.43
Pop	0.06		3.2		3.6	0.11	0.01	0.03
Milk	0.35	0.02	3.9	3.7	3.3	0.41	0.32	0.26
Beer	0.26	0.02	3.5	3.7	3.5	0.29	0.22	0.22
Alcohol	0.15		5.4		4.0	0.17	0.14	0.12
Oil(s)	0.12		4.3		4.4	0.13	0.11	0.09
Coke/Coca cola	0.11	0.01	3.8	4.1	3.7	0.12	0.03	0.17
Coke	0.06	0.01	4.2	4.5	3.9	0.11	0.03	0.00
Coca Cola	0.05		3.2		3.5	0.01	0.00	0.17
Orange juice	0.11		5.2		3.7	0.14	0.07	0.09
Coffee	0.10		4.5		4.6	0.10	0.14	0.08
Tea	0.10		3.9		4.3	0.07	0.09	0.16
Blood	0.09		5.1		3.9	0.09	0.09	0.08
Wine	0.09		3.6		4.6	0.08	0.11	0.09
Mercury	0.08		5.3		3.7	0.08	0.07	0.07
Gasoline	0.07		5.4		4.2	0.07	0.09	0.04
Rain	0.07		5.8		4.4	0.05	0.10	0.09

Appendix (*continued*)

Response	Total (646)	First	RT Overall	RT First	Rank	UCB (327)	UMCP (150)	UNCG (170)
Urine	0.07		6.2		4.6	0.06	0.11	0.06
Gatorade	0.06		6.7		4.1	0.08	0.01	0.05
Lemonade	0.06		5.4		4.6	0.05	0.06	0.06
Apple juice	0.05		6.4		4.4	0.05	0.05	0.06
Gas	0.05		3.0		3.6	0.06	0.00	0.07
Kool-Aid	0.05		5.4		3.5	0.03	0.04	0.11
Liquor(s)	0.05		4.4		4.3	0.03	0.03	0.09
Sprite	0.05		3.2		4.9	0.03	0.01	0.10

60. A thing women wear

Response	Total (703)	First	RT Overall	RT First	Rank	UCB (372)	UMCP (149)	UNCG (181)
Bra(s)	0.66	0.26	3.2	4.1	2.9	0.67	0.68	0.63
Skirt(s)	0.61	0.11	3.4	5.2	3.3	0.63	0.62	0.55
Dress(es)	0.51	0.15	3.4	4.5	3.0	0.58	0.47	0.41
Panties/underwear	0.38	0.04	3.7	5.5	3.7	0.37	0.29	0.48
Panties	0.21	0.02	3.5	6.1	3.6	0.18	0.13	0.33
Underwear	0.17	0.02	3.9	5.0	3.9	0.19	0.16	0.15
Shirt(s)	0.35	0.04	3.3	5.3	3.7	0.35	0.29	0.38
(High) heels	0.33	0.02	4.7	6.7	4.7	0.31	0.39	0.32
High heels	0.27	0.02	4.9	6.9	4.7	0.26	0.31	0.23
Heels	0.07		4.0		4.5	0.05	0.08	0.09
Pants	0.30	0.01	2.8	5.1	4.6	0.34	0.21	0.30
Shoes	0.30	0.06	2.8	4.0	4.6	0.32	0.23	0.33
Blouse(s)	0.29	0.03	3.6	5.3	3.9	0.33	0.22	0.25
Makeup	0.28	0.01	3.9	6.4	5.0	0.29	0.29	0.24
Pantyhose/stockings	0.28	0.01	4.6	5.5	5.3	0.28	0.23	0.29
Pantyhose	0.13		4.7		5.2	0.15	0.09	0.13
Stockings	0.09		5.1		5.1	0.07	0.11	0.09
Hose	0.03		3.8		5.6	0.02	0.01	0.07
Nylons	0.03		3.4		5.6	0.05	0.01	0.00
Earrings	0.21	0.03	3.8	5.3	4.8	0.21	0.22	0.19
Hat(s)	0.19	0.04	3.0	3.5	4.6	0.18	0.20	0.21
Jewelry	0.16	0.01	5.1	6.6	4.9	0.18	0.13	0.14
Necklace(s)	0.15	0.02	4.1	6.8	5.0	0.15	0.15	0.17
Sock(s)	0.15		2.8		6.3	0.15	0.15	0.15
Thong(s)	0.15	0.04	3.4	4.6	3.7	0.16	0.15	0.14
Ring(s)	0.12		3.2		6.1	0.10	0.12	0.15
Perfume	0.09	0.01	4.0	5.3	4.8	0.08	0.10	0.09
Bracelet(s)	0.08		4.1		6.0	0.06	0.12	0.10
Lipstick	0.08	0.01	4.1	6.8	5.1	0.08	0.09	0.07
Scarf(ves)	0.08	0.01	3.5	4.6	4.7	0.08	0.09	0.07
Shorts	0.07		2.6		5.9	0.08	0.08	0.04
Sweater(s)	0.07		3.6		5.5	0.08	0.07	0.06
Jeans	0.06		2.7		5.4	0.07	0.06	0.04
Tank top(s)	0.06		4.4		5.3	0.06	0.09	0.05
Jacket/coat	0.05		2.9		5.3	0.04	0.07	0.03
Jacket(s)	0.03		3.0		5.6	0.03	0.05	0.02
Coat(s)	0.02		2.7		4.9	0.02	0.02	0.02
Purse(s)	0.05	0.01	3.3	4.2	5.3	0.05	0.05	0.05

61. A thing that flies

Response	Total (693)	First	RT Overall	RT First	Rank	UCB (368)	UMCP (149)	UNCG (175)
Bird(s)	0.94	0.40	3.3	3.9	2.1	0.93	0.93	0.97
(Air)plane	0.93	0.24	3.6	4.4	2.5	0.92	1.01	0.90
Plane(s)	0.64	0.16	3.2	4.2	2.5	0.62	0.71	0.62

Appendix (continued)

Response	Total (693)	First	RT Overall	RT First	Rank	UCB (368)	UMCP (149)	UNCG (175)
Airplane(s)	0.29	0.08	4.3	4.7	2.6	0.30	0.31	0.28
Fly(ies)	0.56	0.23	3.6	3.7	2.3	0.55	0.53	0.59
Fly	0.48	0.21	3.5	3.6	2.3	0.45	0.53	0.51
Flies	0.08	0.02	4.0	4.8	2.7	0.10	0.00	0.08
Helicopter(s)	0.28		5.8		4.4	0.25	0.39	0.24
Bee(s)	0.27	0.03	3.2	4.0	3.4	0.27	0.27	0.28
Bugs/insects	0.27	0.02	4.9	4.1	3.5	0.27	0.27	0.24
Bug(s)	0.14	0.02	4.4	3.6	3.5	0.14	0.13	0.13
Insect(s)	0.13	0.01	5.4	5.4	3.6	0.13	0.15	0.11
Kite(s)	0.23	0.01	4.6	3.4	4.3	0.26	0.21	0.18
Butterfly	0.19	0.01	5.3	5.1	4.1	0.18	0.17	0.22
Mosquito(es)	0.12	0.01	5.2	5.0	4.3	0.13	0.09	0.12
Bat(s)	0.11	0.01	4.0	3.5	4.0	0.10	0.11	0.11
Jet(s)	0.11		4.5		4.9	0.11	0.14	0.09
Superman	0.11		3.9		3.8	0.12	0.10	0.10
Eagle(s)	0.08		4.1		4.8	0.09	0.06	0.07
Dragonfly	0.05		5.2		4.3	0.05	0.03	0.06
Ladybug(s)	0.05		4.9		4.5	0.04	0.03	0.07
Moth(s)	0.05		4.3		5.2	0.06	0.06	0.02
Wasp(s)	0.05		3.8		4.6	0.06	0.03	0.05

62. A thing that makes noise

Response	Total (688)	First	RT Overall	RT First	Rank	UCB (371)	UMCP (150)	UNCG (167)
Cars/automobiles	0.53	0.15	3.3	4.7	3.1	0.50	0.58	0.54
Car(s)	0.52	0.15	3.2	4.5	3.1	0.49	0.57	0.54
Automobile(s)	0.01		9.6		4.4	0.01	0.01	0.00
People/person	0.38	0.06	3.7	4.9	3.6	0.38	0.35	0.40
People	0.26	0.03	3.7	4.9	3.6	0.27	0.25	0.26
Person	0.08	0.01	3.9	5.3	3.5	0.06	0.09	0.09
Human(s)	0.04	0.01	3.4	4.7	3.6	0.05	0.01	0.05
Horn(s)	0.31	0.12	4.0	5.1	2.5	0.28	0.31	0.36
Computer(s)	0.28	0.08	4.5	5.2	3.9	0.25	0.31	0.33
Radio(s)	0.28	0.03	3.4	5.6	4.1	0.26	0.32	0.30
TV/television	0.26	0.01	3.4	5.7	4.5	0.25	0.29	0.26
Animal(s)	0.15	0.01	3.9	6.8	4.3	0.15	0.15	0.16
Baby(ies)	0.15	0.02	3.3	4.7	3.8	0.13	0.13	0.19
Dog(s)	0.14	0.03	3.0	4.0	3.8	0.15	0.11	0.17
Stereo	0.12	0.02	4.7	6.9	3.8	0.16	0.10	0.03
Drum(s)	0.11	0.03	3.4	4.3	3.3	0.11	0.08	0.12
Instrument(s)	0.11	0.02	6.3	8.6	3.8	0.11	0.15	0.07
(Air)plane	0.10		3.2		4.5	0.11	0.11	0.07
Plane(s)	0.06		2.8		4.5	0.06	0.08	0.05
Airplane(s)	0.03		4.1		4.4	0.05	0.03	0.02
Bell(s)	0.09	0.03	3.7	4.2	3.3	0.10	0.09	0.08
Children/kids	0.09	0.02	3.9	4.6	3.2	0.08	0.12	0.07
Children	0.04	0.01	4.2	4.6	3.5	0.03	0.07	0.03
Kids	0.03	0.01	3.7	4.9	3.1	0.03	0.05	0.02
Child	0.02		3.5		2.5	0.02	0.00	0.01
(Tele)phone	0.09	0.01	4.4	6.4	3.9	0.05	0.15	0.14
Phone(s)	0.07	0.01	4.2	6.1	3.7	0.03	0.13	0.10
Telephone(s)	0.03		5.1		4.3	0.02	0.02	0.05
Bird(s)	0.08	0.02	3.9	5.4	4.0	0.07	0.08	0.10
Cat(s)	0.08	0.01	2.5	4.2	4.4	0.10	0.05	0.08
Guitar	0.07	0.01	4.4	6.9	4.3	0.07	0.05	0.07
Music	0.07		3.9		4.7	0.07	0.08	0.05

Appendix (continued)

Response	Total (688)	First	RT Overall	RT First	Rank	UCB (371)	UMCP (150)	UNCG (167)
Speaker(s)	0.07	0.01	5.2	7.2	4.0	0.08	0.05	0.08
Whistle(s)	0.07	0.02	4.8	6.2	3.3	0.08	0.05	0.08
Piano(s)	0.06	0.01	4.7	6.8	4.3	0.06	0.06	0.05
Train(s)	0.06		2.9		4.3	0.05	0.06	0.07
Truck(s)	0.06	0.01	3.3	4.9	4.0	0.05	0.08	0.07
Trumpet(s)	0.06	0.02	5.3	7.4	3.4	0.08	0.04	0.04
Alarm	0.05	0.01	4.4	5.6	3.7	0.04	0.06	0.04
Alarm clock(s)	0.05	0.01	5.4	8.3	3.3	0.06	0.06	0.02
Bus(es)	0.05		2.6		4.6	0.05	0.06	0.04
Gun(s)	0.05	0.02	4.1	5.0	3.2	0.04	0.07	0.07
Mouth(s)	0.05	0.01	4.0	6.3	3.3	0.04	0.05	0.07
Siren(s)	0.05		5.0		3.9	0.04	0.05	0.04
Toy(s)	0.05	0.01	4.5	5.3	3.9	0.04	0.05	0.08

63. A thing that is green

Response	Total (692)	First	RT Overall	RT First	Rank	UCB (372)	UMCP (150)	UNCG (171)
Grass	0.84	0.43	3.8	4.0	2.0	0.84	0.85	0.81
Leaves/leaf	0.39	0.11	4.6	4.9	2.6	0.35	0.42	0.47
Tree(s)	0.32	0.08	3.8	4.2	2.6	0.38	0.26	0.26
Apple(s)	0.17	0.05	4.7	3.7	2.8	0.15	0.12	0.25
Money	0.15	0.04	4.2	3.7	2.7	0.15	0.17	0.13
Plant(s)	0.15	0.04	4.7	4.2	3.0	0.17	0.15	0.09
Car(s)	0.12		4.9		4.0	0.13	0.07	0.12
Frog(s)	0.12	0.03	3.6	3.8	2.8	0.13	0.11	0.09
Lettuce	0.11	0.02	5.4	5.6	3.3	0.12	0.12	0.06
Broccoli	0.09	0.01	5.4	5.5	3.7	0.07	0.13	0.09
Eyes	0.08		5.3		4.3	0.08	0.07	0.07
Clothes/clothing	0.07		5.0		4.2	0.06	0.10	0.07
Clothes	0.06		5.2		4.3	0.04	0.10	0.05
Clothing	0.02		4.4		3.7	0.02	0.00	0.02
Traffic light	0.07	0.00	7.9	9.4	4.0	0.07	0.09	0.04
Stop light(s)	0.03		7.6		4.1	0.05	0.03	0.02
Traffic light(s)	0.02		8.9		3.5	0.02	0.04	0.01
Green light(s)	0.01		6.1		4.4	0.00	0.03	0.01
Crayon(s)	0.06		4.6		4.0	0.04	0.06	0.09
Pea(s)	0.06	0.01	4.3	3.8	3.6	0.05	0.06	0.08
Shirt(s)	0.06		4.8		4.1	0.05	0.07	0.08
Green bean(s)	0.05	0.01	5.2	6.1	3.5	0.03	0.05	0.09
Lime	0.05	0.01	4.3	4.0	3.6	0.05	0.05	0.06
Marijuana/pot	0.05	0.01	5.2	5.1	2.6	0.09	0.01	0.01
Marijuana	0.03	0.01	6.0	5.6	2.7	0.05	0.01	0.01
Pot	0.02	0.01	3.8	4.6	2.5	0.03	0.00	0.00

64. A thing made of wood

Response	Total (674)	First	RT Overall	RT First	Rank	UCB (340)	UMCP (150)	UNCG (186)
Table(s)	0.72	0.30	3.8	4.3	2.2	0.72	0.73	0.70
Chair(s)	0.69	0.16	3.3	4.5	2.6	0.69	0.74	0.65
Desk(s)	0.57	0.19	3.7	4.4	2.7	0.55	0.57	0.59
House(s)	0.52	0.08	3.9	5.2	3.6	0.51	0.47	0.58
Tree	0.23	0.05	4.2	4.0	3.3	0.23	0.25	0.20
Pencil(s)	0.22	0.01	4.6	5.2	3.9	0.21	0.19	0.25
Door(s)	0.15	0.01	3.9	3.6	4.2	0.12	0.18	0.20
Bed	0.14		3.3		4.1	0.15	0.11	0.16
Floor(s)	0.11		4.6		4.6	0.11	0.09	0.13

Appendix (continued)

Response	Total (674)	First	RT Overall	RT First	Rank	UCB (340)	UMCP (150)	UNCG (186)
Dresser(s)	0.10	0.01	4.3	5.0	4.4	0.11	0.11	0.08
Paper	0.10	0.01	3.6	4.8	4.2	0.06	0.12	0.15
Bat(s)	0.09	0.03	3.8	4.8	3.2	0.10	0.05	0.09
Bench	0.08	0.01	4.8	5.4	3.8	0.08	0.08	0.06
Boat(s)	0.08	0.02	5.1	5.2	4.1	0.09	0.07	0.08
Cabinet(s)	0.07		5.2		4.7	0.07	0.10	0.05
Deck(s)	0.07	0.01	3.9	3.9	4.5	0.08	0.06	0.05
Shelf(ves)	0.07		5.4		4.6	0.06	0.11	0.06
Cabin	0.06		4.5		4.3	0.06	0.06	0.05
Furniture	0.06	0.01	5.3	5.4	3.2	0.05	0.09	0.07
Wall(s)	0.06		4.0		4.9	0.07	0.04	0.07
Baseball bat(s)	0.05	0.01	5.8	6.5	3.4	0.06	0.05	0.03
Building(s)	0.05		5.5		4.6	0.05	0.03	0.05

65. A thing taken from a burning home

Response	Total (659)	First	RT Overall	RT First	Rank	UCB (338)	UMCP (149)	UNCG (173)
Pictures/photos	0.67	0.33	5.7	6.6	2.2	0.73	0.69	0.54
Pictures	0.40	0.19	5.4	6.4	2.2	0.56	0.49	0.01
Photograph(s)	0.14	0.07	5.7	6.8	2.1	0.03	0.03	0.44
Photo(s)	0.07	0.04	5.6	6.5	2.0	0.07	0.09	0.08
Photo album(s)	0.05	0.02	7.1	8.0	2.5	0.07	0.07	0.02
Picture album(s)	0.01		7.6		2.6	0.01	0.00	0.00
Pets/animals	0.52	0.06	3.5	6.2	3.0	0.54	0.57	0.45
Pet(s)	0.42	0.05	3.4	6.1	3.0	0.44	0.48	0.32
Animal(s)	0.11	0.01	4.0	6.2	3.2	0.10	0.09	0.13
Money	0.47	0.07	4.1	5.9	3.3	0.44	0.52	0.49
Children	0.38	0.13	4.6	6.7	2.6	0.41	0.37	0.32
Children	0.19	0.06	4.9	7.2	2.6	0.18	0.22	0.20
Baby	0.07	0.03	5.0	7.1	2.5	0.07	0.09	0.04
Kids	0.07	0.02	4.0	5.7	2.9	0.09	0.05	0.04
Child	0.05	0.02	4.1	6.2	2.0	0.07	0.00	0.05
People	0.28	0.10	4.5	6.4	2.5	0.23	0.31	0.36
People	0.25	0.08	4.3	6.5	2.6	0.20	0.31	0.32
Person	0.03	0.02	5.6	6.3	1.7	0.03	0.00	0.05
Clothes/clothing	0.27	0.03	5.0	6.9	3.7	0.24	0.26	0.34
Clothes	0.24	0.03	4.9	6.9	3.7	0.20	0.26	0.29
Clothing	0.03		5.7		3.8	0.04	0.00	0.05
Jewelry	0.20	0.01	6.5	10.1	3.9	0.21	0.19	0.18
Dog(s)	0.17	0.02	2.9	5.4	2.8	0.21	0.10	0.13
Cat(s)	0.15	0.04	2.7	5.2	2.6	0.19	0.11	0.12
valuables	0.12	0.01	6.3	12.3	3.6	0.12	0.11	0.12
Family (members)	0.11	0.02	5.4	8.6	3.0	0.12	0.11	0.09
Family	0.08	0.02	5.2	8.2	2.8	0.09	0.06	0.08
Family member(s)	0.02		5.9		3.6	0.02	0.05	0.01
Documents	0.07		7.3		4.2	0.08	0.06	0.07
Documents	0.03		6.5		4.6	0.03	0.02	0.02
Important	0.02		8.3		4.2	0.03	0.03	0.00
documents								
Paper(s)	0.02		6.1		3.6	0.01	0.01	0.02
Important papers	0.01		9.9		3.8	0.01	0.00	0.02
TV	0.06	0.01	4.1	6.7	3.5	0.04	0.09	0.07
Furniture	0.05	0.01	6.5	10.5	3.6	0.05	0.05	0.06
Wallet/purse	0.05	0.01	3.9	5.7	4.6	0.04	0.07	0.05
Wallet	0.03		3.5		4.8	0.02	0.04	0.03
Purse	0.02		4.5		4.4	0.02	0.03	0.02

Appendix (continued)**66. A football position**

Response	Total (653)	First	RT Overall	RT First	Rank	UCB (353)	UMCP (148)	UNCG (163)
Quarterback	0.93	0.45	5.6	6.6	2.0	0.92	0.99	0.90
Receiver	0.50	0.04	4.9	6.6	3.7	0.57	0.50	0.34
Wide receiver	0.31	0.03	5.0	6.6	3.6	0.35	0.33	0.20
Receiver	0.19	0.01	4.7	6.6	3.7	0.22	0.17	0.15
Running back	0.43	0.05	4.5	6.7	3.2	0.45	0.47	0.33
Linebacker	0.40	0.14	4.5	5.2	2.9	0.41	0.43	0.36
Kicker(s)	0.30		3.6		4.7	0.27	0.35	0.33
Tight end	0.28	0.04	3.6	4.9	3.8	0.32	0.30	0.20
Center	0.21	0.06	3.6	3.8	3.9	0.21	0.26	0.14
Fullback	0.21	0.02	3.7	6.2	3.5	0.23	0.18	0.21
Cornerback	0.17	0.01	3.9	4.9	5.2	0.19	0.20	0.08
Lineman	0.17	0.01	4.2	7.3	3.7	0.19	0.17	0.14
Safety	0.16	0.01	3.4	4.8	5.2	0.19	0.16	0.09
Halfback	0.15	0.02	4.1	5.6	3.6	0.12	0.22	0.17
Punter	0.15		3.7		5.3	0.16	0.21	0.08
Defense	0.13	0.01	5.8	8.3	3.6	0.09	0.15	0.21
Defense	0.12	0.01	5.8	8.3	3.6	0.08	0.13	0.20
Defender	0.01		4.6		3.0	0.00	0.02	0.01
Defensive	0.01		7.3		3.8	0.01	0.00	0.01
Guard(s)	0.13	0.03	3.3	4.0	3.4	0.14	0.11	0.10
Tackle	0.13	0.03	3.4	4.5	3.6	0.14	0.16	0.09
Defensive line(man)	0.07		5.7		4.5	0.06	0.07	0.09
Defensive lineman	0.04		6.5		4.7	0.04	0.04	0.05
Defensive line	0.03		4.4		4.2	0.02	0.03	0.04
Offense	0.07		3.3		4.1	0.03	0.09	0.15
Defensive end	0.06		5.1		5.2	0.07	0.07	0.04
Offensive line(man)	0.06		5.8		5.0	0.07	0.08	0.04
Offensive line	0.03		5.3		4.8	0.04	0.03	0.02
Offensive lineman	0.03		6.2		5.2	0.03	0.05	0.02
Tailback	0.06	0.01	3.7	4.9	4.5	0.07	0.05	0.05
Blocker(s)	0.05		4.6		4.3	0.05	0.04	0.08

67. A football team name

Response	Total (669)	First	RT Overall	RT First	Rank	UCB (355)	UMCP (148)	UNCG (167)
Denver Broncos	0.46	0.23	4.3	4.7	2.1	0.78	0.10	0.07
Broncos	0.45	0.23	4.3	4.7	2.1	0.77	0.10	0.07
Denver Broncos	0.01		6.2		2.2	0.01	0.00	0.01
Raiders	0.40	0.06	4.0	5.0	3.9	0.52	0.22	0.31
Raiders	0.40	0.05	4.0	4.9	3.9	0.52	0.22	0.30
Oakland Raiders	0.00		6.7		1.0	0.00	0.00	0.01
Dallas Cowboys	0.36	0.06	4.6	6.1	3.4	0.26	0.46	0.49
Cowboys	0.23	0.02	4.1	4.9	3.8	0.25	0.42	0.00
Dallas Cowboys	0.13	0.04	5.4	6.7	2.8	0.01	0.03	0.49
49ers	0.32	0.03	4.7	6.3	3.9	0.32	0.34	0.28
Washington Redskins	0.28	0.07	4.5	5.9	3.2	0.12	0.67	0.28
Redskins	0.27	0.07	4.5	5.9	3.2	0.12	0.66	0.27
Washington Redskins	0.01		5.5		2.5	0.00	0.01	0.01
Buffalo Bills	0.27	0.06	4.6	7.0	3.2	0.44	0.09	0.07
Buffalo Bills	0.25	0.06	4.6	7.1	3.0	0.44	0.01	0.07
Bills	0.02		4.7		5.9	0.00	0.07	0.00
Green Bay Packers	0.27	0.04	4.7	6.4	3.8	0.26	0.30	0.26
Packers	0.18	0.02	4.1	5.3	4.3	0.24	0.25	0.00
Green Bay Packers	0.09	0.03	6.0	7.1	2.8	0.02	0.05	0.26
New York Giants	0.26	0.03	3.6	4.1	4.0	0.24	0.39	0.20
Giants	0.21	0.03	3.4	4.2	4.0	0.24	0.39	0.00

Appendix (continued)

Response	Total (669)	First	RT Overall	RT First	Rank	UCB (355)	UMCP (148)	UNCG (167)
New York Giants	0.05	0.01	4.4	3.4	3.8	0.00	0.00	0.20
Miami Dolphins	0.24	0.03	5.3	7.3	4.2	0.23	0.24	0.26
Dolphins	0.17	0.01	5.0	7.0	4.6	0.21	0.24	0.00
Miami Dolphins	0.07	0.02	5.9	7.5	3.2	0.01	0.00	0.26
NY Jets	0.20	0.01	2.8	3.9	4.4	0.18	0.31	0.13
Jets	0.16	0.01	2.7	4.1	4.4	0.18	0.31	0.00
NY Jets	0.03		3.4		4.3	0.00	0.00	0.13
Baltimore Ravens	0.18	0.03	3.6	4.7	4.0	0.12	0.49	0.05
Ravens	0.18	0.03	3.5	4.7	4.0	0.12	0.48	0.05
Baltimore Ravens	0.00		5.5		3.7	0.00	0.01	0.00
Bears	0.16	0.02	3.5	4.5	4.0	0.19	0.12	0.13
Eagles	0.16	0.02	3.6	5.0	4.1	0.10	0.32	0.17
Patriots	0.16	0.02	4.3	4.9	4.5	0.18	0.20	0.09
Rams	0.16	0.01	2.8	4.0	4.8	0.20	0.16	0.08
Panthers	0.15	0.04	4.1	4.6	3.6	0.05	0.04	0.45
Steelers	0.14	0.02	4.1	4.9	4.1	0.10	0.20	0.19
Tampa Bay Buccaneers	0.13	0.01	5.1	6.1	4.2	0.15	0.05	0.14
Buccaneers	0.09		5.0		4.4	0.15	0.03	0.00
Tampa Bay Buccaneers	0.04		5.7		3.8	0.00	0.00	0.14
Bucs	0.01		2.7		3.3	0.00	0.03	0.00
Titans	0.11		3.6		5.3	0.11	0.10	0.11
Chargers	0.10	0.02	4.4	5.5	4.4	0.15	0.06	0.02
Vikings	0.09	0.02	4.5	5.2	3.5	0.10	0.05	0.08
Seattle Seahawks	0.08		4.9		5.2	0.11	0.07	0.04
Seahawks	0.07		4.7		5.3	0.11	0.07	0.00
Seattle Seahawks	0.01		6.9		4.3	0.00	0.00	0.04
Browns	0.07	0.01	3.7	4.9	5.4	0.06	0.10	0.04
Chiefs	0.07	0.01	3.6	3.6	4.8	0.10	0.06	0.01
Falcons	0.07	0.01	3.9	5.5	4.4	0.08	0.05	0.05
Jaguars	0.06	0.01	4.1	4.7	4.6	0.05	0.07	0.05
Lions	0.06	0.01	3.8	4.9	3.5	0.05	0.06	0.06
Saints	0.06		3.6		4.9	0.05	0.11	0.04
Texans	0.06		3.5		5.6	0.06	0.07	0.04
Arizona Cardinals	0.05		3.8		5.9	0.05	0.07	0.04
Cardinals	0.05		3.8		5.9	0.05	0.07	0.04
Arizona Cardinals	0.00		3.6		5.0	0.00	0.01	0.00
Colts	0.05		3.2		5.1	0.06	0.07	0.04

68. A football penalty

Response	Total (635)	First	RT Overall	RT First	Rank	UCB (344)	UMCP (137)	UNCG (155)
Offsides	0.52	0.27	5.6	6.8	1.9	0.59	0.52	0.37
Holding	0.38	0.21	5.6	6.0	1.8	0.43	0.38	0.28
Face mask	0.22	0.03	6.2	10.2	2.9	0.26	0.18	0.14
Pass interference	0.17	0.02	7.0	8.8	3.1	0.18	0.21	0.10
False start	0.16		5.7		3.2	0.20	0.17	0.08
Roughing the passer	0.12	0.02	6.7	9.0	2.9	0.15	0.13	0.07
Foul	0.10	0.07	6.2	6.7	1.4	0.05	0.10	0.21
Clipping	0.09	0.03	4.4	5.3	2.9	0.09	0.10	0.06
Out of bound(s)	0.08	0.03	9.7	12.7	1.9	0.03	0.06	0.19
Unnecessary roughness	0.08	0.01	10.7	15.6	3.2	0.07	0.14	0.05
Delay of game	0.07	0.01	5.9	7.9	3.2	0.09	0.04	0.04
Encroachment	0.07		5.2		3.5	0.09	0.06	0.03
Interference	0.07	0.01	8.8	14.1	2.4	0.08	0.06	0.06
Flag(s)	0.06	0.03	5.0	5.0	1.9	0.06	0.04	0.07
Fumble	0.05	0.02	8.1	10.0	1.9	0.03	0.06	0.06
Roughing the kicker	0.05		5.9		3.4	0.06	0.01	0.05

Appendix (continued)

69. A gardener's tool

Response	Total (659)	First	RT Overall	RT First	Rank	UCB (355)	UMCP (147)	UNCG (159)
Shovel	0.86	0.25	4.7	5.5	2.2	0.86	0.87	0.84
Hoe	0.69	0.43	3.5	3.5	1.6	0.66	0.68	0.78
Rake	0.62	0.13	4.0	4.5	2.5	0.63	0.58	0.63
Glove(s)	0.27	0.01	5.7	8.9	4.0	0.26	0.31	0.26
(Water) hose	0.27	0.02	4.5	4.4	3.8	0.27	0.31	0.24
Hose(s)	0.20	0.02	4.5	4.4	3.8	0.25	0.31	0.00
Water hose	0.07	0.01	4.7	4.4	3.7	0.01	0.00	0.24
Spade	0.16	0.06	4.3	4.1	2.3	0.17	0.14	0.14
Pick	0.10	0.01	4.9	6.0	3.2	0.11	0.08	0.08
Lawnmower	0.08		7.2	11.4	4.2	0.09	0.10	0.04
Dirt/soil	0.07		4.7	5.3	4.4	0.07	0.06	0.05
Dirt	0.03		4.9		4.5	0.03	0.03	0.04
Soil	0.03		4.4	5.3	4.4	0.04	0.03	0.01
Plow	0.07	0.01	6.0	6.4	3.2	0.05	0.06	0.14
Seeds	0.07		4.7		4.6	0.10	0.04	0.06
Trowel	0.07	0.01	4.5	4.5	2.9	0.08	0.08	0.05
Watering can	0.07		7.0	16.8	4.2	0.06	0.12	0.04
Clipper(s)	0.06		6.8	11.1	3.5	0.07	0.05	0.04
Wheel barrow	0.06		6.6	6.9	4.4	0.07	0.03	0.08
Bucket(s)	0.05		5.4		4.4	0.05	0.03	0.05
Pitchfork	0.05	0.01	6.5	7.1	3.3	0.06	0.03	0.04
Water	0.05		4.1		4.7	0.06	0.06	0.04

70. An herb

Response	Total (599)	First	RT Overall	RT First	Rank	UCB (334)	UMCP (136)	UNCG (146)
Oregano	0.39	0.15	6.8	7.9	2.2	0.41	0.43	0.32
Basil	0.31	0.13	5.7	6.3	2.1	0.33	0.32	0.27
Thyme	0.27	0.07	4.7	6.2	2.5	0.28	0.34	0.21
Parsley	0.23	0.07	7.0	8.6	2.5	0.22	0.29	0.23
Rosemary	0.22	0.07	5.6	6.4	2.4	0.21	0.23	0.21
Garlic	0.18	0.07	5.4	5.9	2.5	0.17	0.18	0.21
Marijuana/pot	0.13	0.07	7.5	7.3	1.8	0.14	0.13	0.08
Marijuana	0.11	0.06	7.7	7.5	1.8	0.12	0.12	0.07
Pot	0.02	0.01	6.2	6.4	1.8	0.02	0.01	0.01
Pepper	0.11	0.01	5.0	11.0	3.6	0.10	0.11	0.14
Mint	0.10	0.02	5.4	6.9	2.7	0.09	0.15	0.08
Sage	0.09	0.02	3.2	3.8	2.9	0.11	0.07	0.07
Cilantro	0.07	0.02	7.6	7.8	2.4	0.09	0.09	0.03
Cinnamon	0.07	0.02	6.1	8.9	3.1	0.07	0.08	0.05
Dill	0.06	0.01	5.6	6.7	2.9	0.06	0.07	0.04
Ginseng	0.06	0.04	7.0	8.3	1.9	0.07	0.04	0.06
Paprika	0.06	0.01	6.5	7.9	3.1	0.06	0.08	0.06
Echinacea	0.05	0.03	9.3	8.9	2.0	0.08	0.02	0.02
Salt	0.05	0.01	5.2	16.7	3.6	0.06	0.04	0.05

^a Given the large number of variations of the spellings of names for this category, only responses given by .02 or more of the participants were combined for the superordinate listing and then included as subordinate listings.

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