

**Presentation To  
Gordon Hensley**

Presentation of Findings from a  
Survey of 1,009 Adults

*June 2015*



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# Methodology

**P**

- **N=1009**

**O**

- **Question included in omnibus telephone survey of randomly selected adults age 18 or older**

**L**

- **Interviews Conducted June 4-7, 2015**

**L**

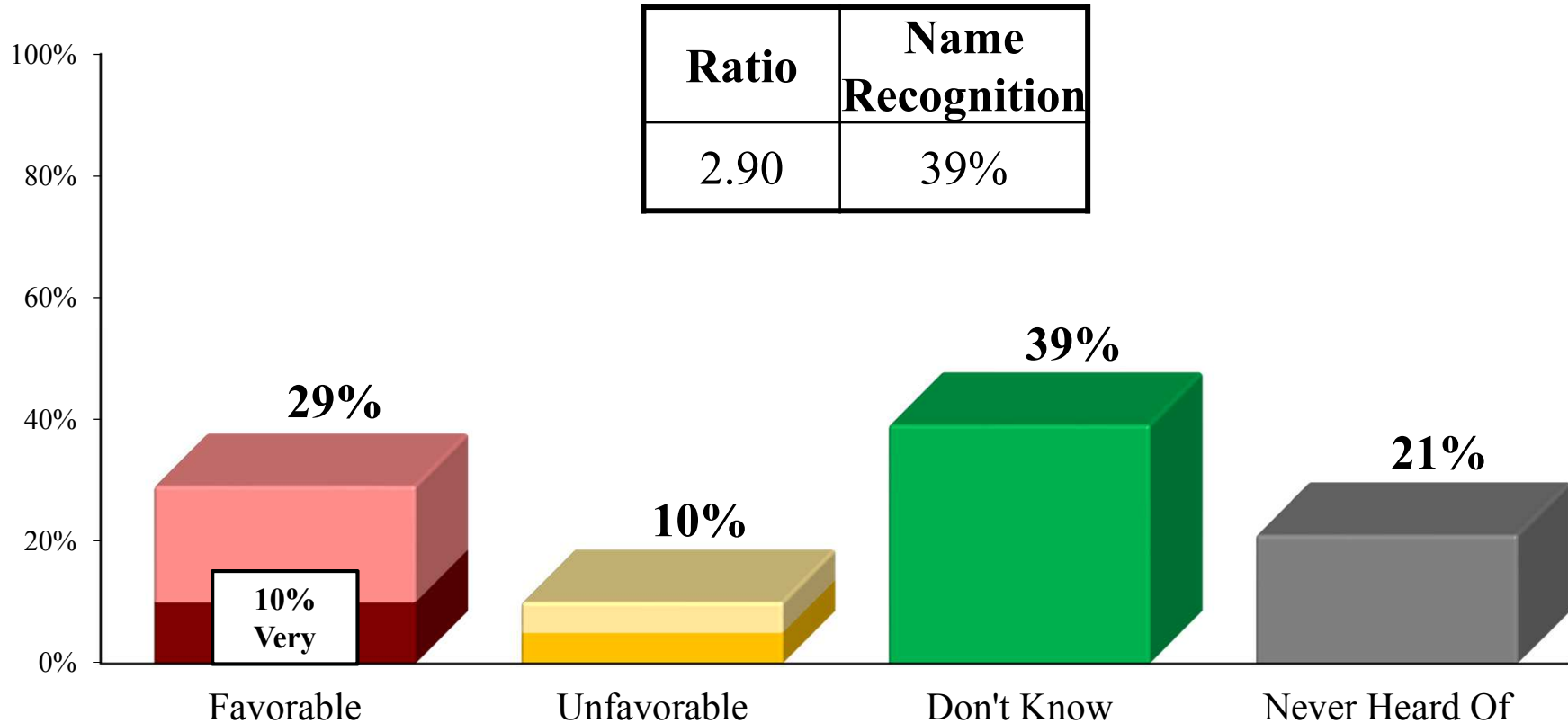
- **Margin Of Error +/- 3.1% Overall, Higher For Subgroups**





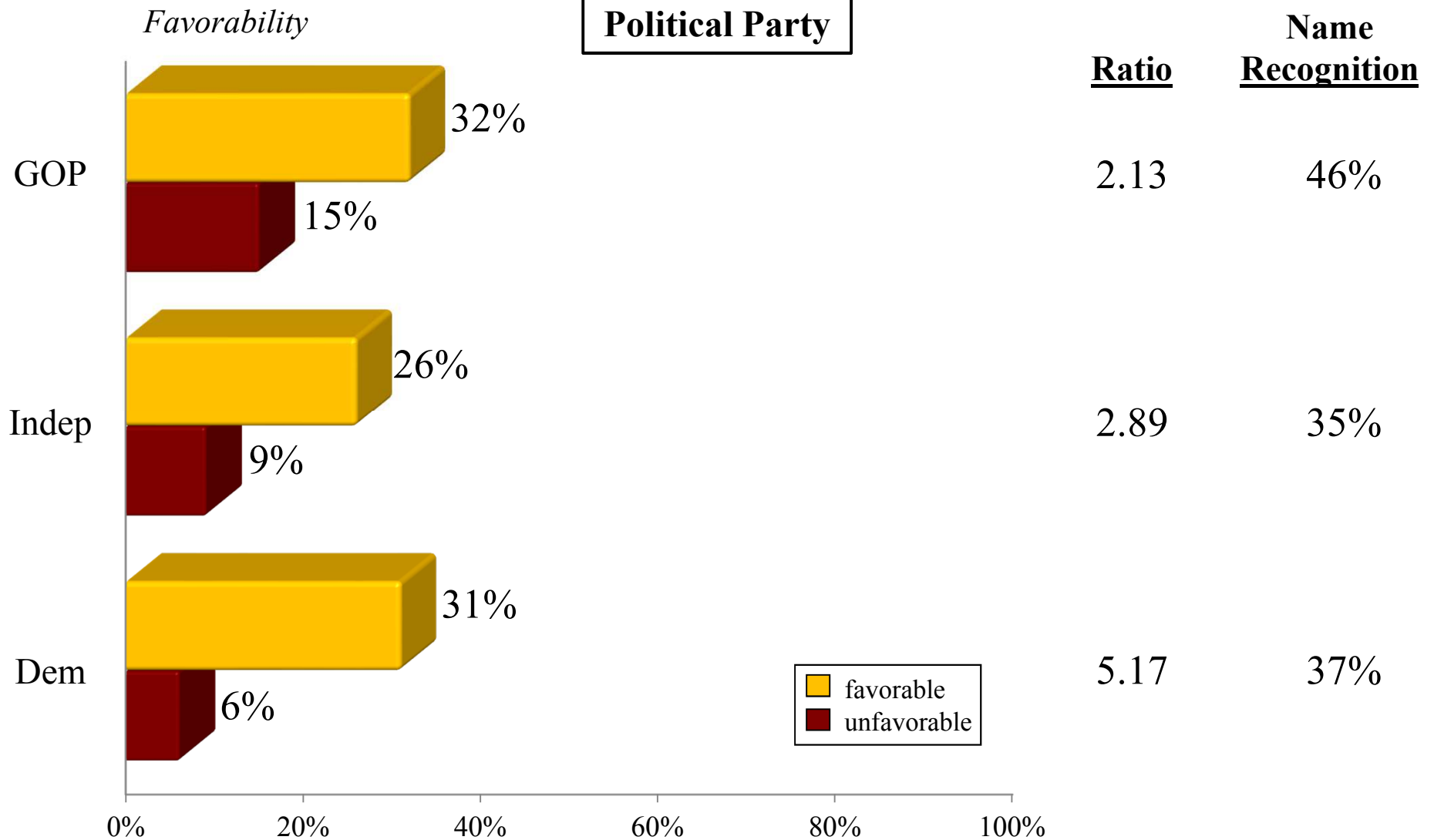
# Many Americans Are Familiar With The Grateful Dead, And Those Who Know Them Like Them

*Overall, do you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression of the American rock band, the Grateful Dead?*



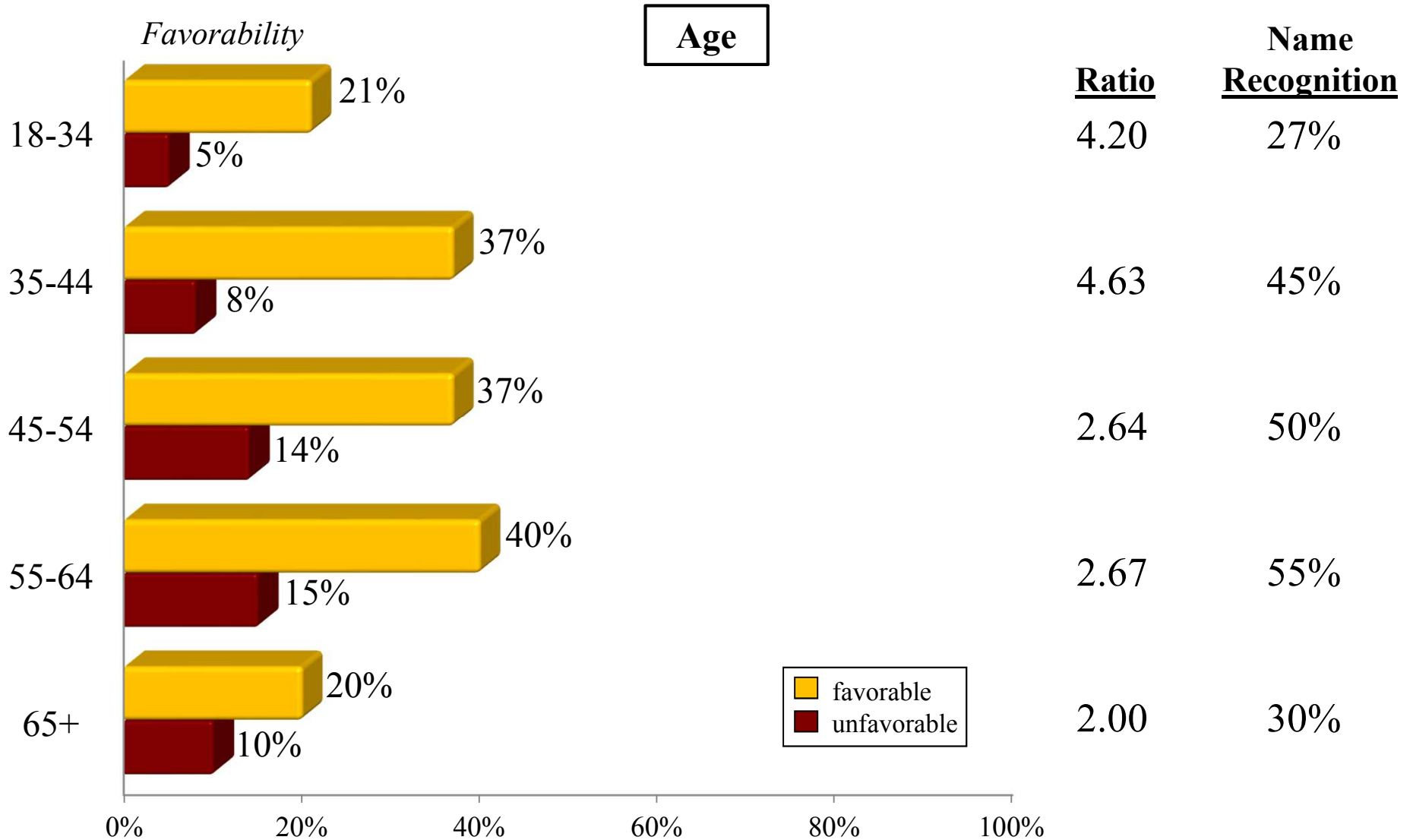


# The Dead Are Popular Across Party Lines



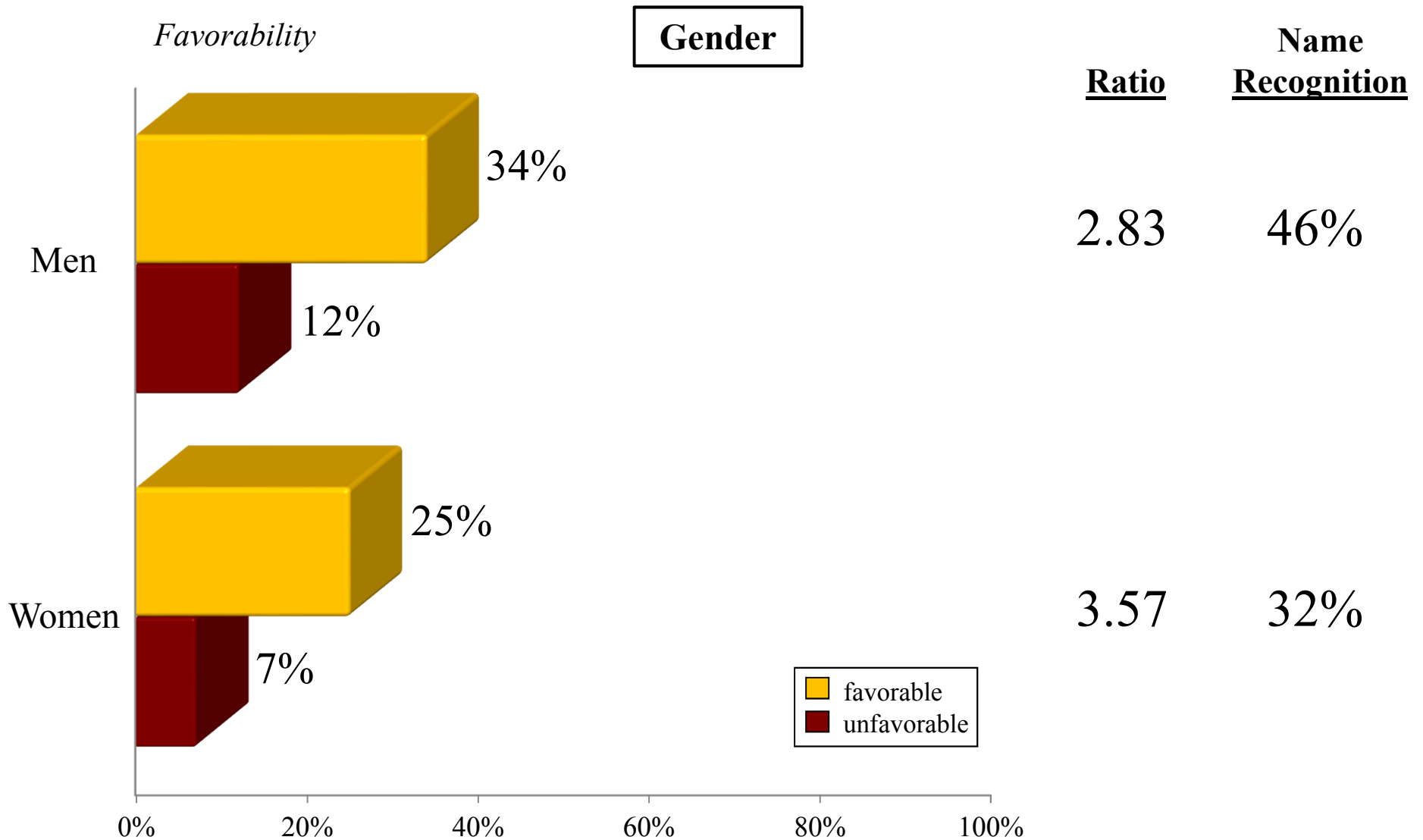


# The Grateful Dead Is Best Known Among Baby Boomers, But Well Liked Across Every Age Segment



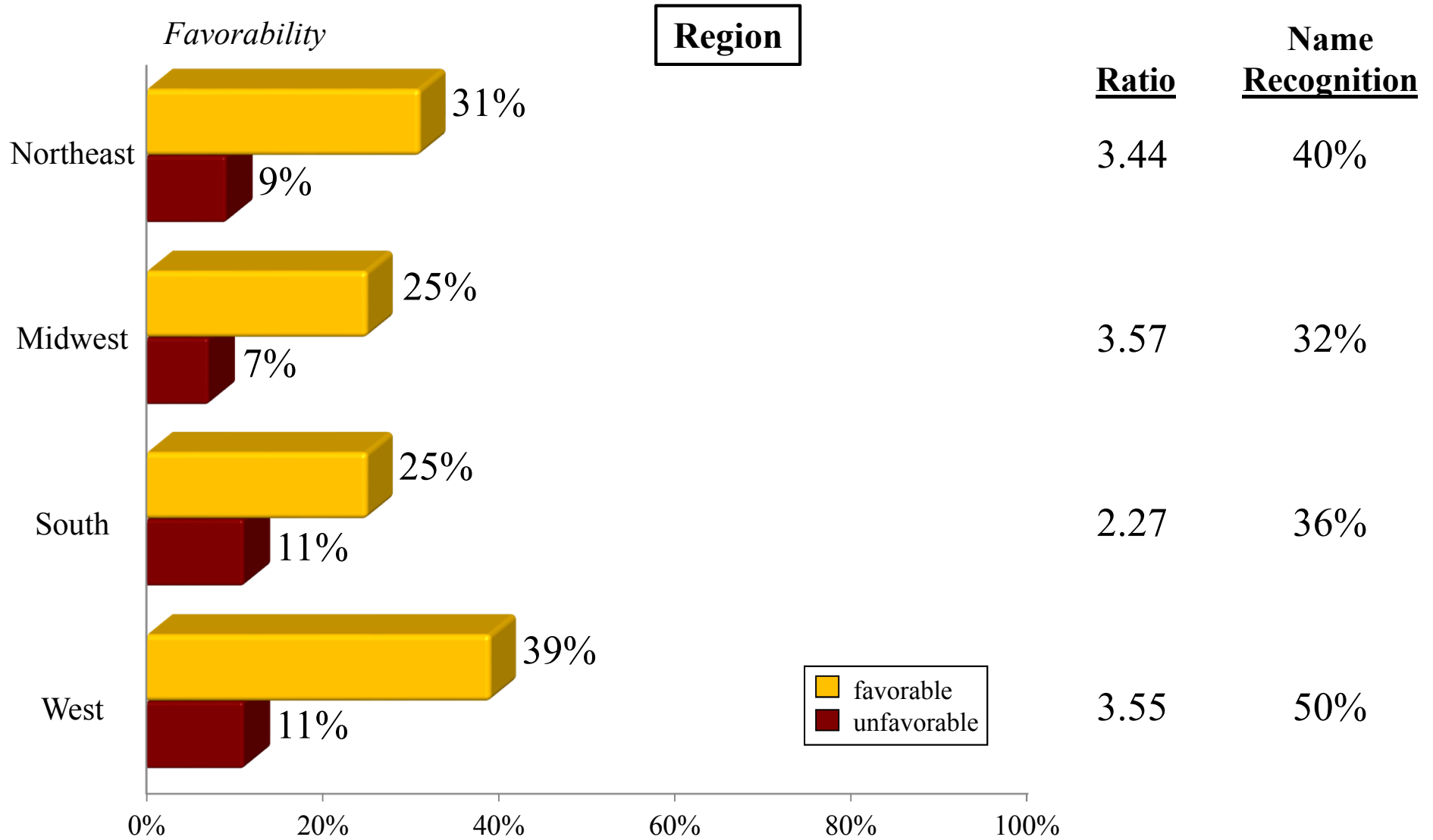


# Men Are More Familiar With The Band, But Women View Them Somewhat More Favorably Than Men





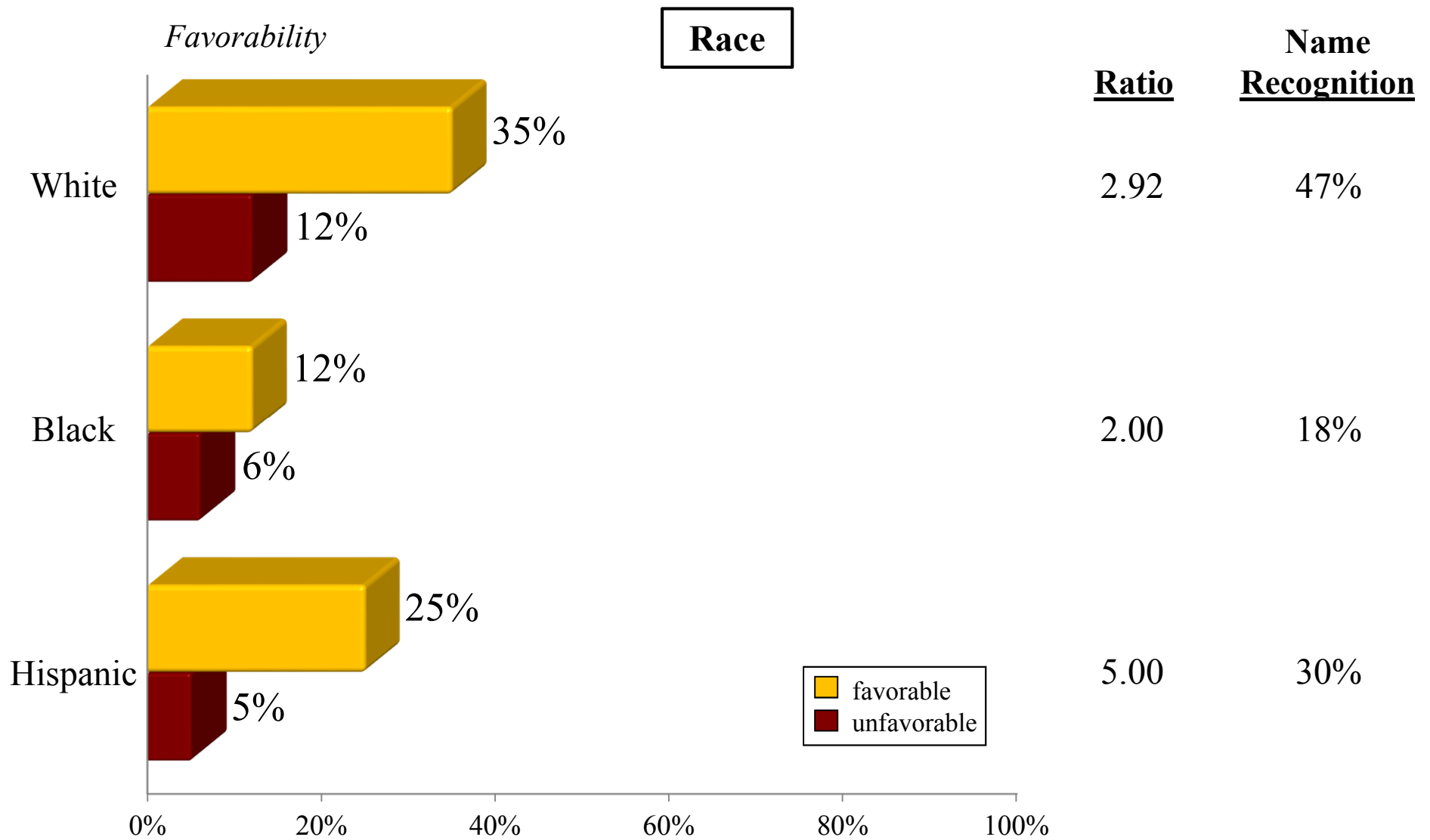
# The Grateful Dead Are Best Known In The West And Northeast, But Liked Everywhere





# White Americans Are The Most Familiar With The Dead

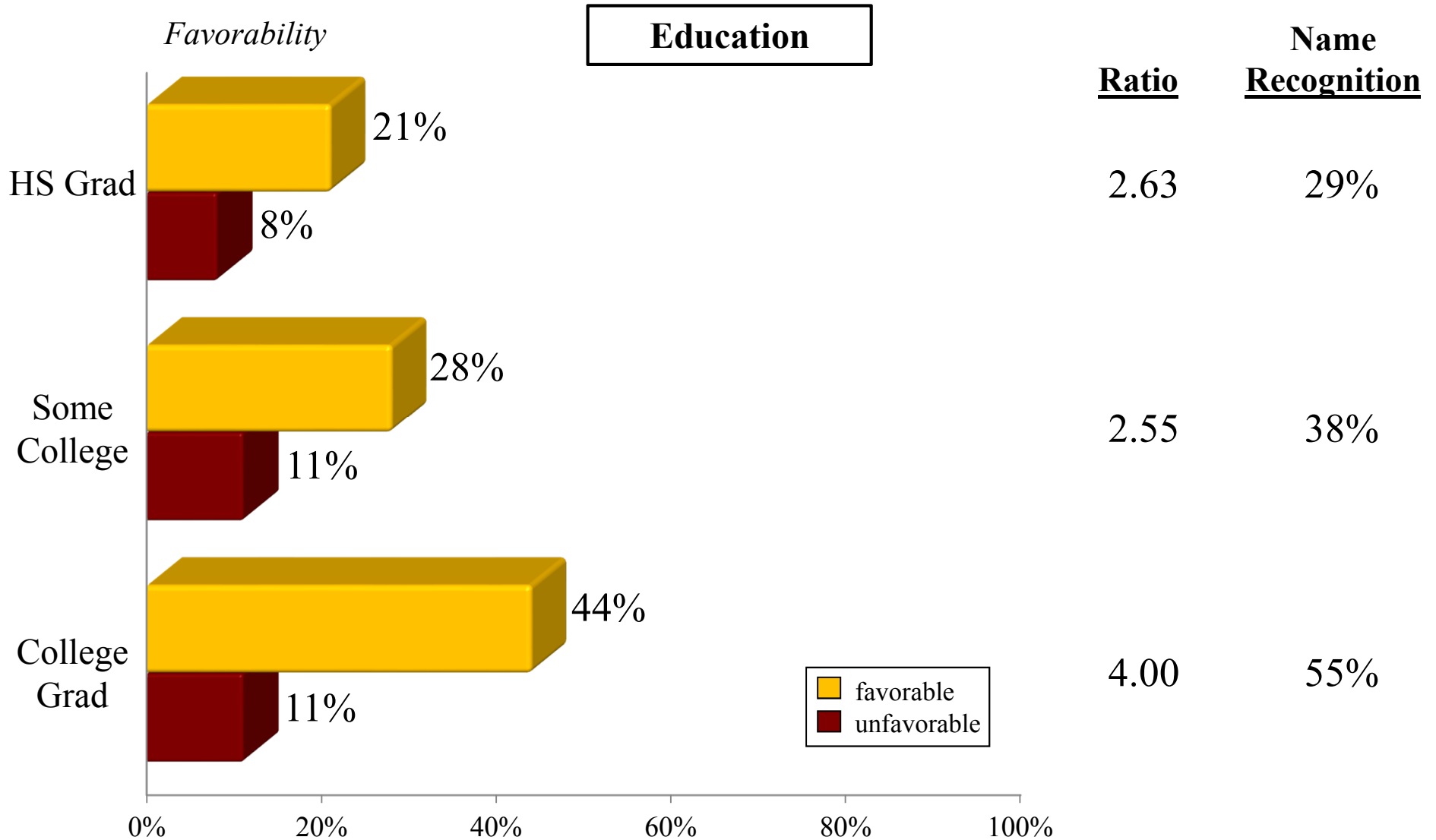
The Band Is Quite Popular Among The Hispanics Who Know Them





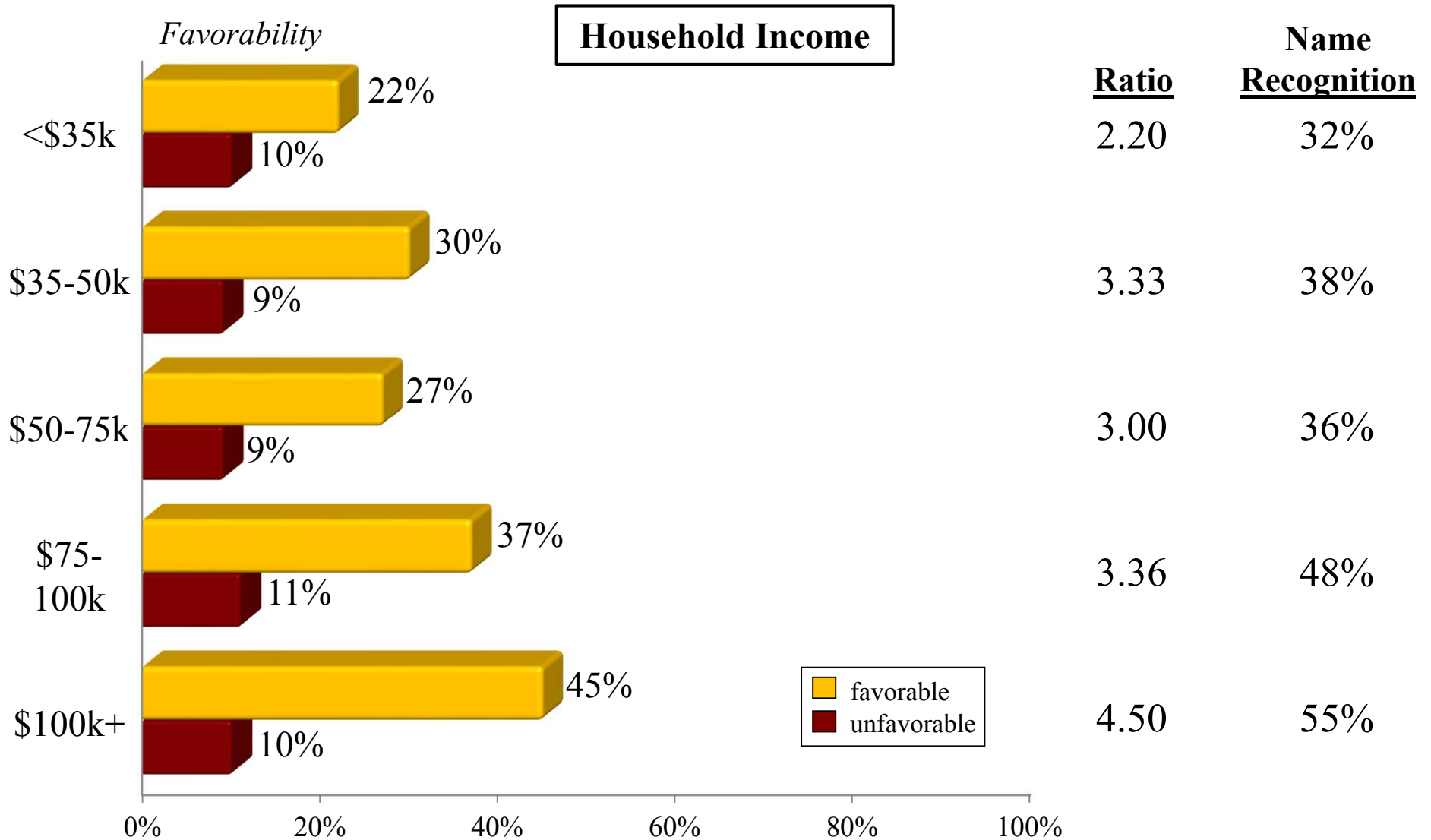


# The Dead Are Better Known And Better Liked Among Those With College Degrees





# Awareness Of The Dead And Favorable Assessments Are Greatest Among Those With Higher Incomes





# The Most Favorable Impressions Of The Grateful Dead Are Held By Higher Socioeconomic Status, Older, And White Americans

