

Overall, do you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression of the American rock band, the Grateful Dead? If you haven't heard of them, or if you don't know enough about them to have an impression, just say so and we will move on.

	Race																		
	Sex			Age					Region			White Only (Non-Hisp)			Black Only (Non-Hisp)		Hispanic (Any Race)	Interview Method	
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	North-east	Mid-West	South	West	West	Hispanic (Any Race)	Land-line	Cell Phone			
Unweighted Total	1009	506	503	252	112	143	208	289	179	223	374	233	720	95	94	509	500		
Weighted Total	1009	487	522	303	167	180	166	188	184	215	374	236	647	113	149	369	640		
Ever heard of Grateful Dead (Net)	793 79%	381 78%	412 79%	198 65%	142 85%	163 91%	140 84%	149 79%	141 77%	164 76%	289 77%	199 84%	562 87%	78 69%	88 59%	309 84%	484 76%		
Know enough to have an impression (Subnet)	395 39%	225 46%	170 32%	80 27%	76 45%	91 50%	91 55%	57 30%	74 40%	69 32%	133 36%	119 50%	306 47%	20 18%	44 30%	176 48%	220 34%		
Favorable (Sub-Subnet)	296 29%	166 34%	131 25%	65 21%	62 37%	66 37%	66 40%	37 20%	57 31%	54 25%	92 25%	92 39%	227 35%	13 12%	37 25%	131 36%	165 26%		
Very favorable	104 10%	61 13%	43 8%	20 6%	25 15%	20 11%	27 16%	13 7%	27 15%	12 5%	36 9%	30 13%	76 12%	7 7%	8 6%	57 15%	47 7%		
Somewhat favorable	192 19%	104 21%	88 17%	45 15%	38 22%	46 25%	40 24%	24 13%	30 17%	43 20%	57 15%	62 26%	152 23%	6 5%	29 20%	75 20%	118 18%		
Unfavorable (Sub-Subnet)	99 10%	60 12%	39 7%	16 5%	14 8%	25 14%	24 15%	19 10%	17 9%	15 7%	41 11%	26 11%	78 12%	7 6%	7 5%	44 12%	54 9%		
Somewhat unfavorable	50 5%	34 7%	16 3%	9 3%	7 4%	17 9%	9 5%	7 4%	11 6%	6 3%	15 4%	18 8%	40 6%	2 2%	5 4%	22 6%	28 4%		
Very unfavorable	49 5%	26 5%	22 4%	7 2%	6 4%	8 4%	15 9%	12 6%	6 3%	8 4%	26 7%	8 4%	38 6%	5 4%	2 1%	22 6%	27 4%		
Don't know enough to have an impression	398 39%	156 32%	242 46%	118 39%	66 39%	73 40%	49 30%	92 49%	67 36%	95 44%	156 42%	80 34%	256 40%	57 51%	44 29%	133 36%	264 41%		
Never heard of them	214 21%	105 22%	109 21%	105 35%	26 15%	16 9%	26 16%	38 20%	42 23%	52 24%	84 22%	36 15%	82 13%	36 31%	61 41%	59 16%	155 24%		

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	Total	Household Income					H.H. Size			Children In H.H.				Education		
		LT	\$35K-	\$50K-	\$75K-	\$100K	1	2	3 Or	None	Any	Under	13-	HS	Coll	Coll
		\$35K	\$50K	\$75K	\$100K	Or More	1	2	3 Or More	None	Any	13	17	or Less	plete	Grad
Unweighted Total	1009	292	123	145	105	168	245	345	404	719	284	204	133	305	313	377
Weighted Total	1009	333	134	149	94	153	221	295	478	641	362	270	160	417	281	296
Ever heard of Grateful Dead (Net)	793 79%	238 72%	103 77%	125 84%	87 92%	130 85%	172 78%	241 82%	367 77%	510 80%	277 77%	208 77%	124 78%	293 70%	233 83%	261 88%
Know enough to have an impression (Subnet)	395 39%	107 32%	51 38%	53 36%	45 48%	85 55%	83 38%	112 38%	189 39%	248 39%	142 39%	103 38%	69 43%	122 29%	108 38%	162 55%
Favorable (Sub-Subnet)	296 29%	73 22%	40 30%	40 27%	35 37%	69 45%	58 26%	82 28%	150 31%	179 28%	116 32%	85 32%	55 34%	87 21%	78 28%	129 44%
Very favorable	104 10%	32 10%	9 7%	12 8%	14 15%	19 12%	23 10%	36 12%	43 9%	74 12%	30 8%	23 8%	10 6%	38 9%	29 10%	37 12%
Somewhat favorable	192 19%	41 12%	31 23%	28 19%	20 22%	50 33%	35 16%	46 16%	107 22%	105 16%	86 24%	63 23%	45 28%	49 12%	49 18%	92 31%
Unfavorable (Sub-Subnet)	99 10%	34 10%	12 9%	13 9%	10 11%	16 10%	26 12%	30 10%	39 8%	69 11%	27 7%	18 7%	15 9%	35 8%	30 11%	33 11%
Somewhat unfavorable	50 5%	17 5%	4 3%	5 3%	6 7%	12 8%	14 6%	13 4%	22 5%	36 6%	13 4%	9 3%	7 5%	16 4%	16 6%	19 6%
Very unfavorable	49 5%	17 5%	8 6%	8 6%	4 4%	4 3%	12 5%	17 6%	17 4%	33 5%	14 4%	9 3%	7 5%	19 5%	14 5%	14 5%
Don't know enough to have an impression	398 39%	131 39%	51 38%	71 48%	42 45%	46 30%	89 40%	129 44%	179 37%	262 41%	135 37%	104 39%	55 34%	171 41%	125 44%	99 33%
Never heard of them	214 21%	95 28%	31 23%	25 16%	7 8%	22 14%	49 22%	52 18%	110 23%	129 20%	84 23%	63 23%	35 22%	122 29%	49 17%	34 12%

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Political Party

	Total	Repub- lican (Net)	Repub- lican	Ind- Lean Repub- lican	Full Indep- endent	Demo- crat (Net)	Ind- Lean Demo- crat	Demo- crat	Total Indep- endent
Unweighted Total	1009	401	279	122	148	386	128	258	398
Weighted Total	1009	373	257	116*	170	384	133*	252	419
Ever heard of Grateful Dead (Net)	793 79%	308 83%	215 83%	94 81%	122 72%	304 79%	104 78%	200 80%	319 76%
Know enough to have an impression (Subnet)	395 39%	173 46%	124 48%	48 42%	59 35%	142 37%	51 38%	91 36%	158 38%
Favorable (Sub-Subnet)	296 29%	118 32%	81 32%	37 32%	44 26%	120 31%	43 32%	77 31%	124 29%
Very favorable	104 10%	39 10%	22 8%	17 15%	19 11%	40 10%	18 13%	22 9%	54 13%
Somewhat favorable	192 19%	80 21%	60 23%	20 17%	25 15%	80 21%	25 19%	55 22%	70 17%
Unfavorable (Sub- Subnet)	99 10%	54 15%	43 17%	12 10%	15 9%	22 6%	8 6%	14 5%	35 8%
Somewhat unfavorable	50 5%	24 7%	21 8%	3 3%	7 4%	15 4%	5 3%	11 4%	15 4%
Very unfavorable	49 5%	30 8%	22 8%	8 7%	8 5%	7 2%	4 3%	3 1%	20 5%
Don't know enough to have an impression	398 39%	136 36%	90 35%	45 39%	63 37%	162 42%	53 40%	109 43%	161 38%
Never heard of them	214 21%	64 17%	41 16%	22 19%	47 27%	81 21%	29 22%	52 20%	98 23%