

	Total	Household Income				
		<35K	35K-<50K	50K-<75K	75K-<100K	100K+
Unweighted Total	1016	250	122	169	99	147
Weighted Total	1000	280	116	164	103	130
Ever heard of	540	136	54	91	64	94
	54%	48%	46%	56%	63%	73%
Favorable	356	84	37	57	40	69
	36%	30%	32%	35%	39%	53%
Very favorable	118	30	10	17	24	17
	12%	11%	9%	11%	23%	13%
Somewhat favorable	237	53	27	40	16	52
	24%	19%	23%	24%	16%	40%
Unfavorable	184	52	17	34	24	26
	18%	19%	15%	21%	24%	20%
Somewhat unfavorable	96	15	12	21	13	18
	10%	5%	10%	13%	13%	14%
Very unfavorable	88	37	5	14	11	8
	9%	13%	4%	8%	11%	6%
Never heard of	312	106	47	49	24	21
	31%	38%	41%	30%	23%	16%
Don't know	148	39	15	24	15	14
	15%	14%	13%	15%	14%	11%

