

Presentation To Gordon Hensley

Findings From a Telephone Survey
of 1016 Adults
April 14, 2010



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Methodology

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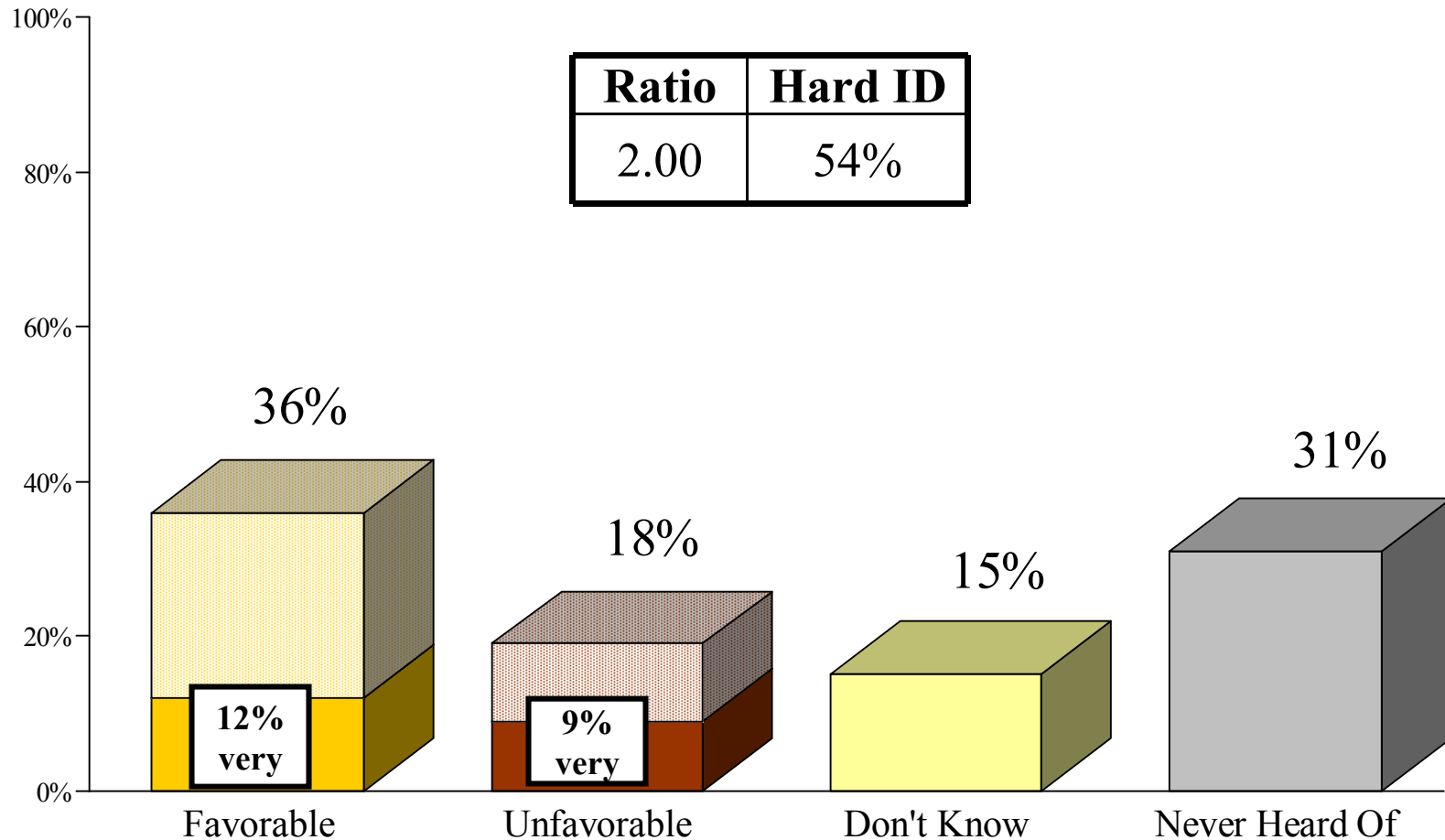
- N=1016
- Question included in omnibus telephone survey of randomly selected adults age 18 or older
- Interviews Conducted April 1-3, 2010
- Margin Of Error +/- 3.1% Overall, Higher For Subgroups





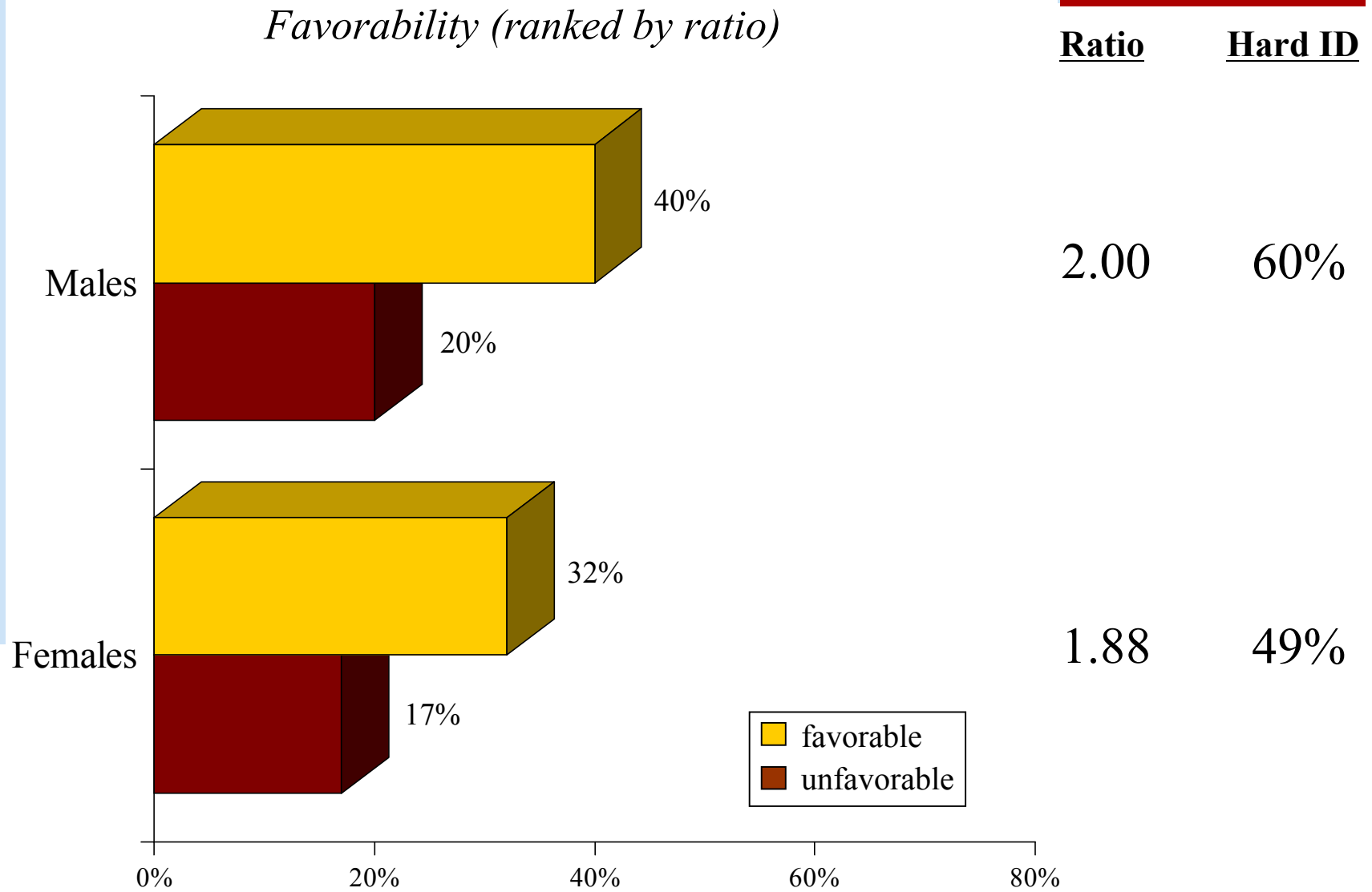
More Than Half Of American Adults Are Familiar With The Grateful Dead, And The Band Is Viewed Favorably By A 2-to-1 Ratio

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



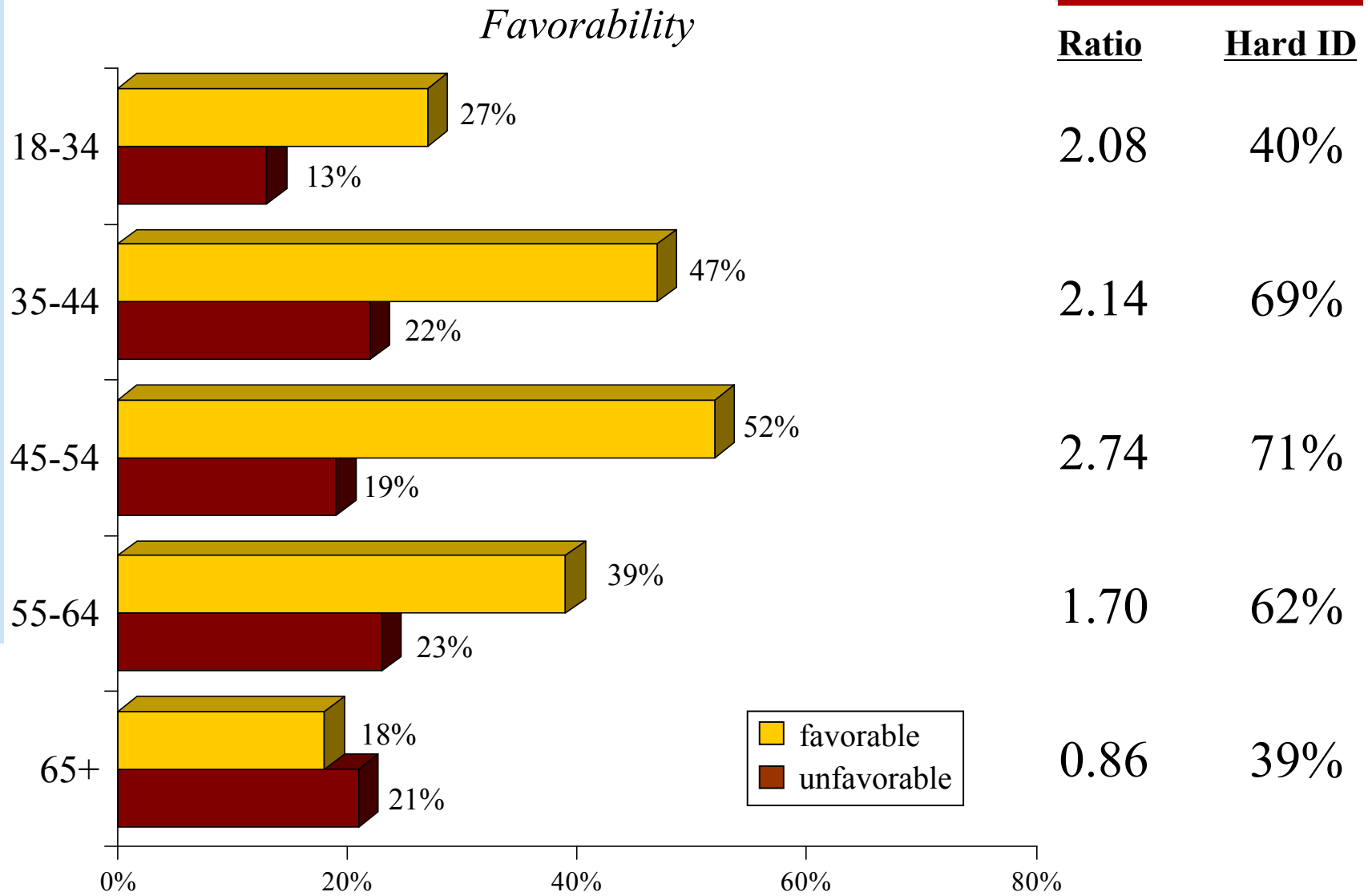


Men Are More Familiar With The Grateful Dead And View The Band Somewhat More Favorably Than Women



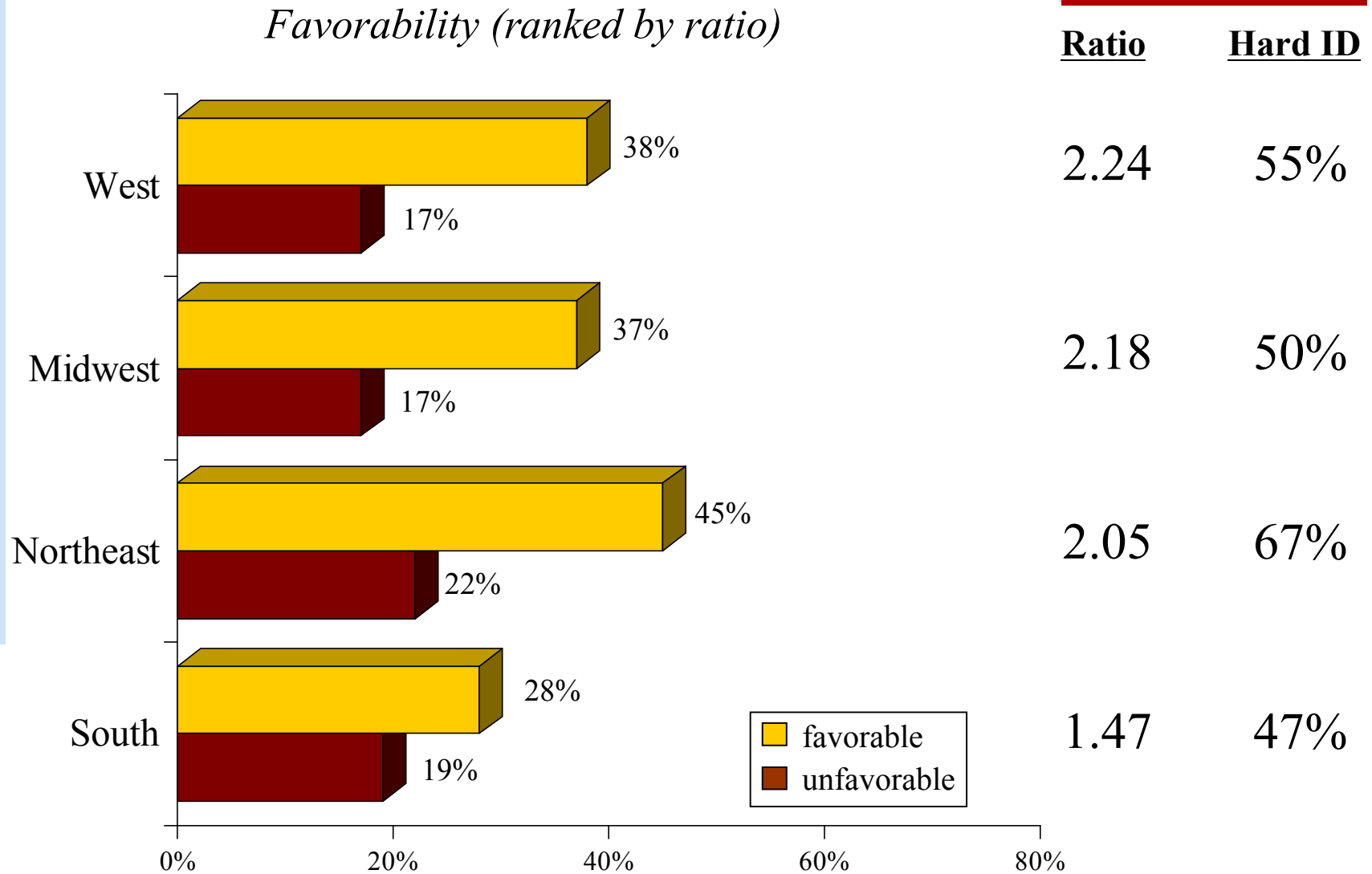


The Grateful Dead Is Best Known And Viewed Most Favorably Among 45 To 54 Year Olds, While Seniors View The Band Unfavorably





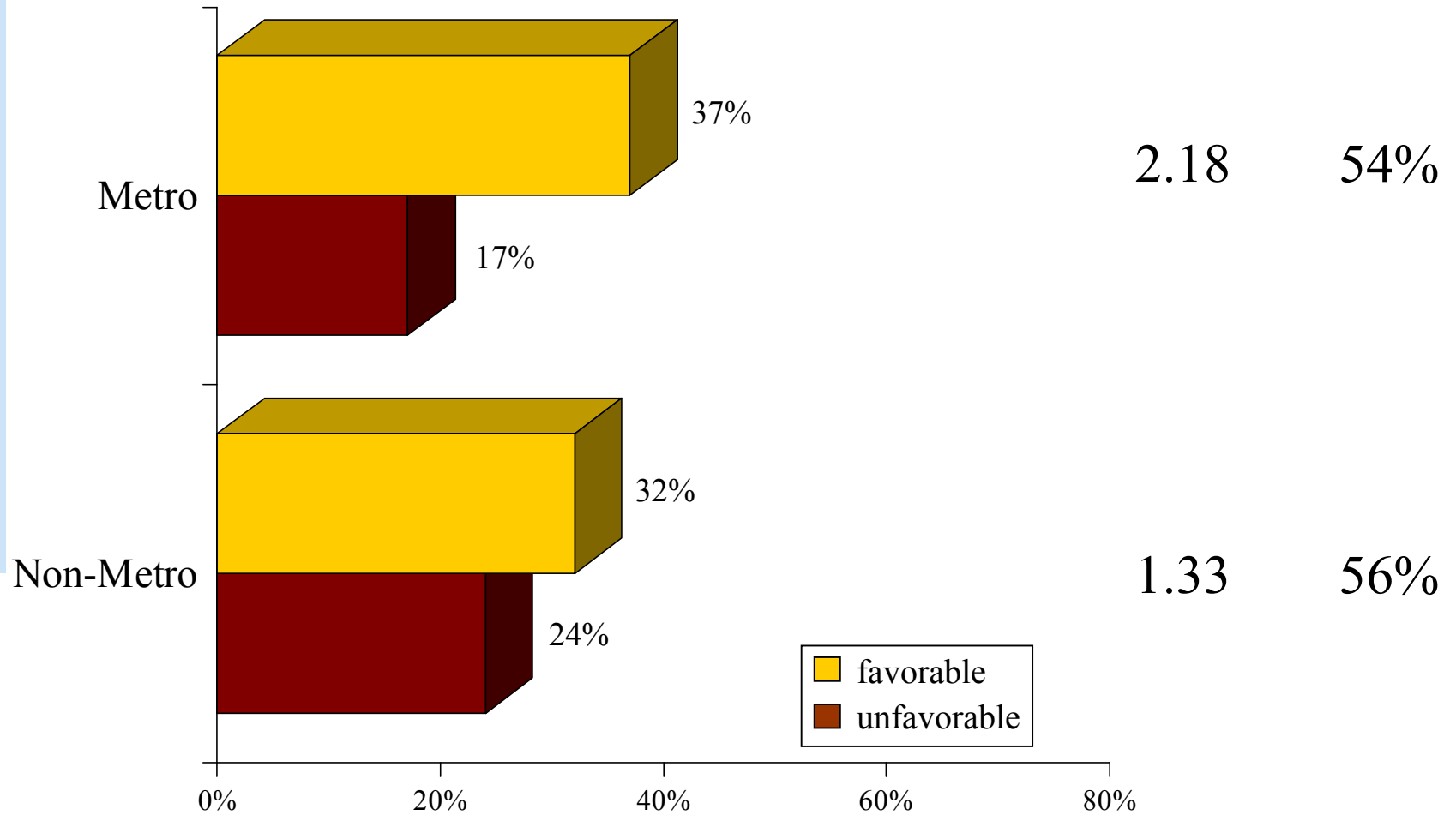
The Grateful Dead Are Most Favorably Viewed In The West, But Are Best Known In The Northeast





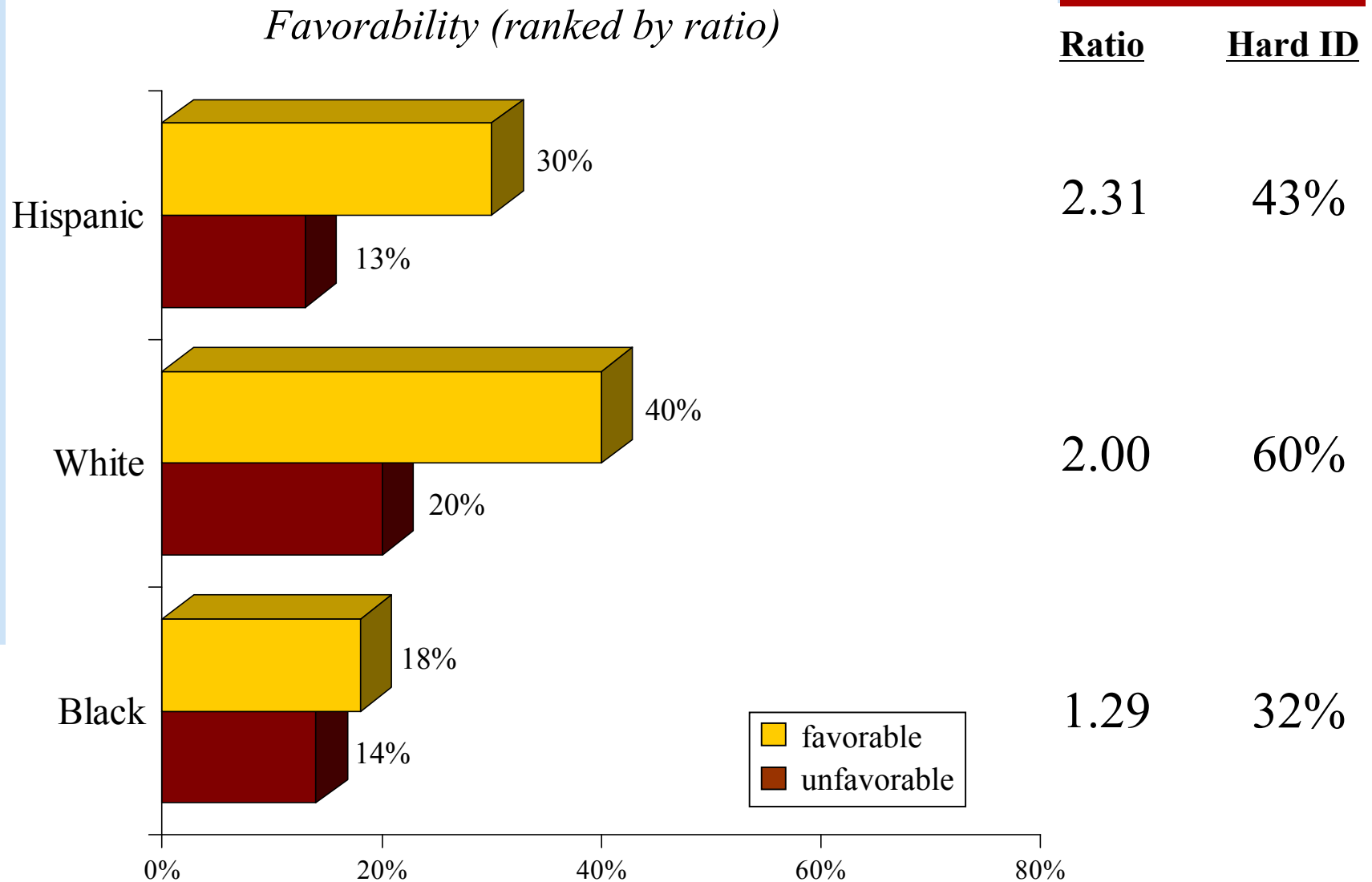
Americans Who Live In Metro Areas View The Grateful Dead More Favorably Than Those Who Live In Less Urban Settings

Favorability (ranked by ratio)



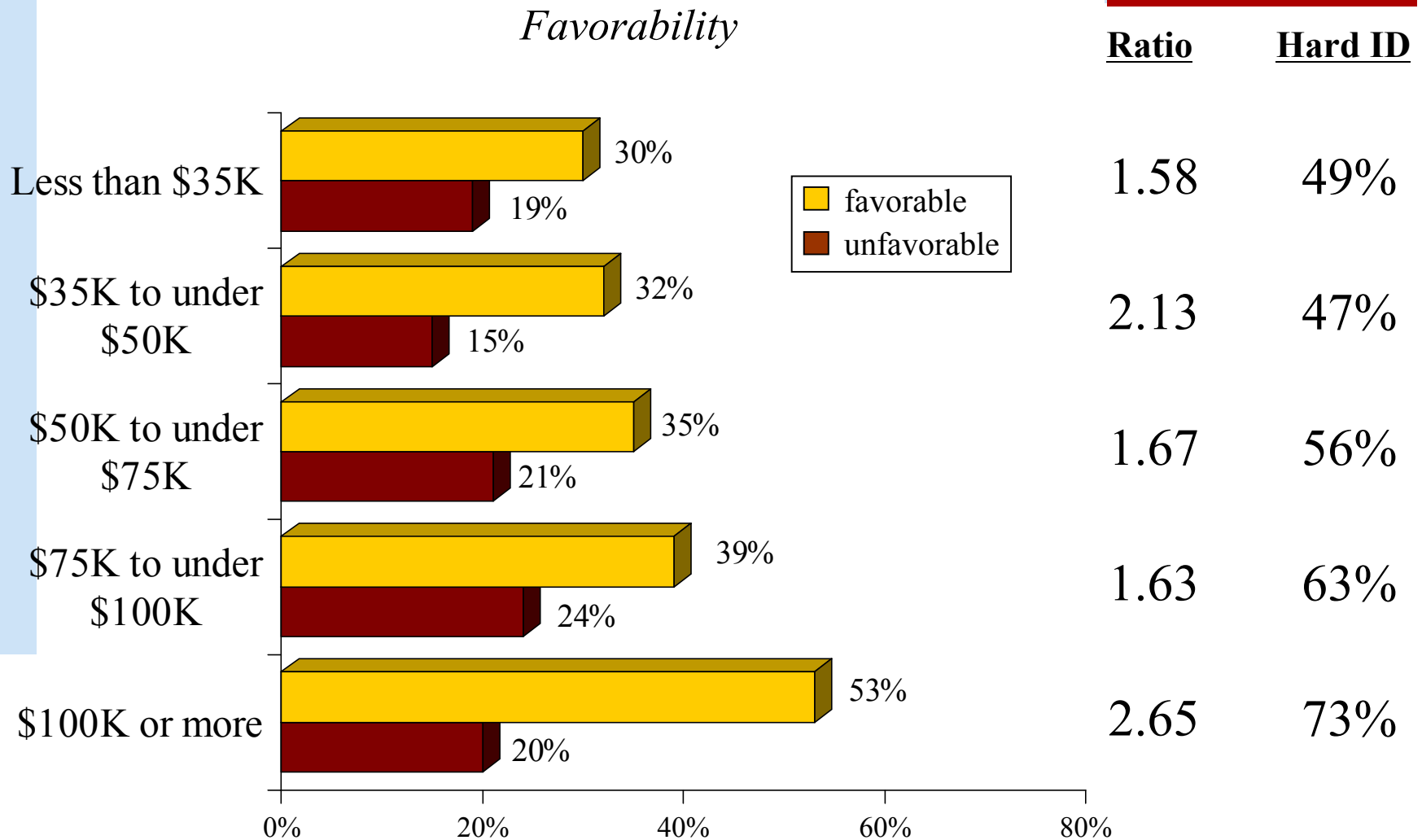


White Americans Are The Most Familiar With The Band



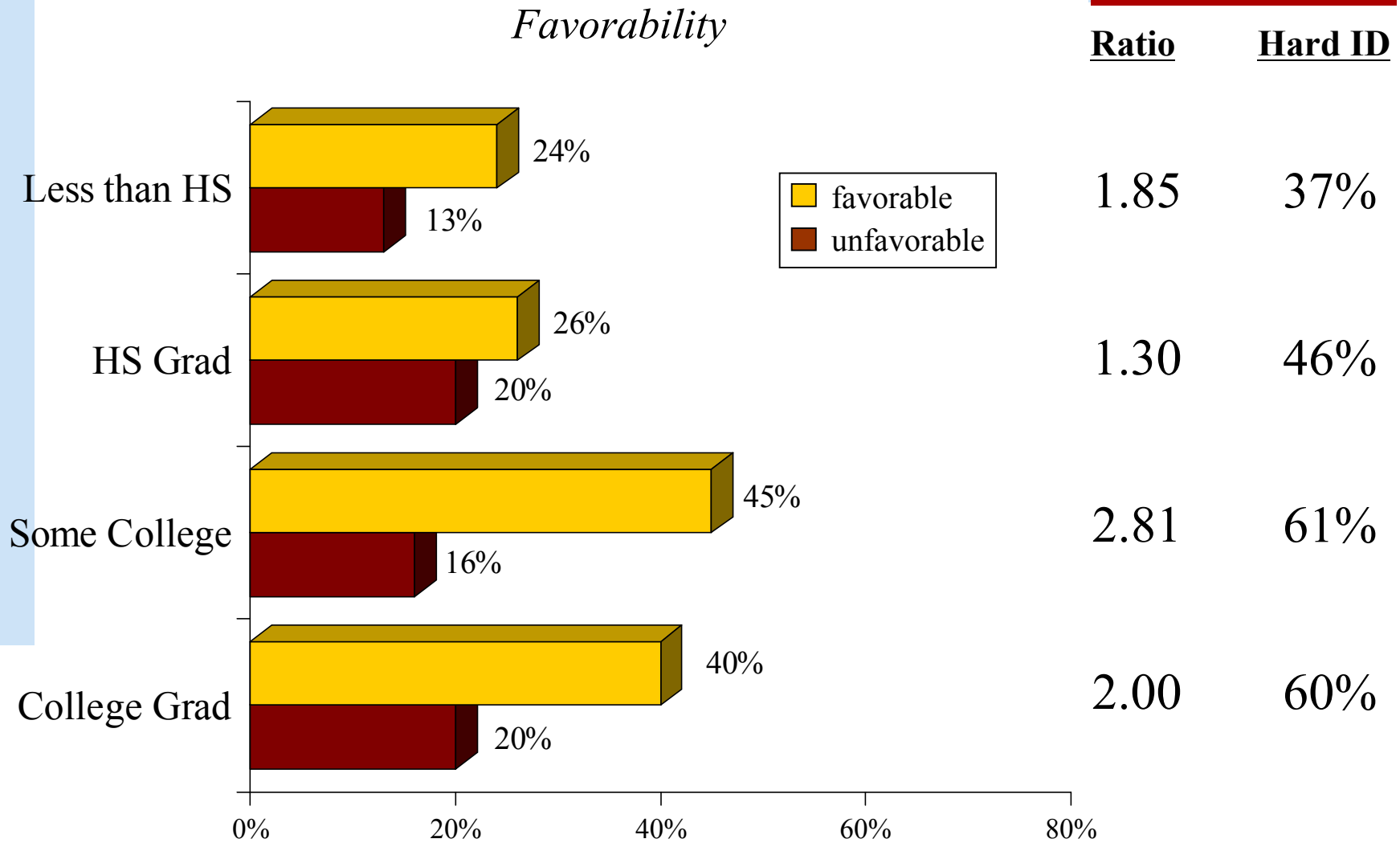


Hard ID And Favorable Impressions Of The Grateful Dead Are Highest Among Upper Income Americans





American Adults Who Attended College View The Grateful Dead Much More Favorably





Americans Without Children View The Grateful Dead A Bit More Favorably Than Those In Childless Households

