

INTERVIEWS: Tom Jensen 919-744-6312**IF YOU HAVE BASIC METHODOLOGICAL QUESTIONS, PLEASE E-MAIL information@publicpolicypolling.com, OR CONSULT THE FINAL PARAGRAPH OF THE PRESS RELEASE**

Americans Hate Justin Bieber

Raleigh, N.C. – A new music-oriented poll from Public Policy Polling finds widespread support for several genres and music and artists – but Americans are united in their dislike for teen pop sensation Justin Bieber. PPP tested the favorability ratings of several of today’s biggest music stars: Taylor Swift (53-27), Adele (54-18), Beyonce (51-30), and Justin Timberlake (52-24) all received positive reviews from voters. Others didn’t fare as well – Chris Brown (13-57), Lady Gaga (29-50), Justin Bieber (20-54) were all rated unfavorably by 50% or more, and Jay-Z (25-44) and Rihanna (30-39) had net-negative favorability ratings as well. Veteran British rocker Morrissey (17-31 with 52% not sure) and dubstep pioneer Skrillex (11-35 with 54% not sure) were the least known of artists tested.

Bieber was the only artist whose unfavorability rating stretched across partisan lines – a majority of Democrats (23-54), Republicans (17-52), and independents (18-56) all reported negative views of the singer.

When asked who they’d most like to see as President when given the choices of Adele, Justin Bieber, Beyonce, Chris Brown, Jay-Z, Justin Timberlake, Lady Gaga, or Rihanna, 34% chose Timberlake, with Adele (19%) and Beyonce (14%) also receiving double digits followed by Jay-Z (9%), Lady Gaga (9%), Bieber (8%), Chris Brown (5%) and Rihanna (2%).

Classical music (77 favorable-13 unfavorable), country (71-23), jazz (71-20), pop (59-26), R&B (58-27) and rock music (65-26) all received generally favorable reviews from voters. Respondents were less charitable towards rap music (19 fav -68 unfav). Dubstep, a form of electronic dance music that has recently gained in popularity received a 14 favorable, 38 unfavorable rating with 47% not sure. Voters were split in their opinion on “today’s popular music”, with 45% rating it favorable, 37% unfavorable and 19% not sure. When asked their favorite musical genre, 24% chose country, 22% classical, 16% rock and 12% pop, with R&B and jazz each earning 6%, dubstep 2% and rap 1%.

17% of voters said they had been to “the club”, 75% said they have not.

PPP surveyed 571 voters nationwide on May 6th and 7th. The margin of error is +/-4.1%. This poll was not paid for or authorized by any campaign or political organization. PPP surveys are conducted through automated telephone interviews.



National Survey Results

Q1 Do you have a favorable or unfavorable opinion of classical music?

Favorable..... 77%
Unfavorable 13%
Not sure 11%

Q2 Do you have a favorable or unfavorable opinion of country music?

Favorable..... 71%
Unfavorable 23%
Not sure 6%

Q3 Do you have a favorable or unfavorable opinion of dubstep music?

Favorable..... 14%
Unfavorable 38%
Not sure 47%

Q4 Do you have a favorable or unfavorable opinion of jazz music?

Favorable..... 71%
Unfavorable 20%
Not sure 9%

Q5 Do you have a favorable or unfavorable opinion of pop music?

Favorable..... 59%
Unfavorable 26%
Not sure 15%

Q6 Do you have a favorable or unfavorable opinion of R & B music?

Favorable..... 58%
Unfavorable 27%
Not sure 15%

Q7 Do you have a favorable or unfavorable opinion of rap music?

Favorable..... 19%
Unfavorable 68%
Not sure 13%

Q8 Do you have a favorable or unfavorable opinion of rock music?

Favorable..... 65%
Unfavorable 26%
Not sure 9%

Q9 Do you have a favorable or unfavorable opinion of today's popular music?

Favorable..... 45%
Unfavorable 37%
Not sure 19%

Q10 What is your favorite genre of music: classical music, country music, dubstep music, jazz music, pop music, R & B music, rap music, rock music, or something else?

Classical 22%
Country 24%
Dubstep 2%
Jazz 6%
Pop 12%
R & B 6%
Rap 1%
Rock 16%
Something else 12%





Q11 Using the same list of choices, what is your least favorite genre of music?

<i>Classical</i>	6%
<i>Country</i>	15%
<i>Dubstep</i>	11%
<i>Jazz</i>	4%
<i>Pop</i>	4%
<i>R & B</i>	3%
<i>Rap</i>	50%
<i>Rock</i>	2%
<i>Something else</i>	5%

Q12 Do you have a favorable or unfavorable opinion of Morrissey?

<i>Favorable</i>	17%
<i>Unfavorable</i>	31%
<i>Not sure</i>	52%

Q13 Do you have a favorable or unfavorable opinion of Taylor Swift?

<i>Favorable</i>	53%
<i>Unfavorable</i>	27%
<i>Not sure</i>	20%

Q14 Do you have a favorable or unfavorable opinion of Rihanna?

<i>Favorable</i>	30%
<i>Unfavorable</i>	39%
<i>Not sure</i>	31%

Q15 Do you have a favorable or unfavorable opinion of Chris Brown?

<i>Favorable</i>	13%
<i>Unfavorable</i>	57%
<i>Not sure</i>	30%

Q16 Do you have a favorable or unfavorable opinion of Justin Bieber?

<i>Favorable</i>	20%
<i>Unfavorable</i>	54%
<i>Not sure</i>	26%

Q17 Do you have a favorable or unfavorable opinion of Adele?

<i>Favorable</i>	54%
<i>Unfavorable</i>	18%
<i>Not sure</i>	28%

Q18 Do you have a favorable or unfavorable opinion of Skrillex?

<i>Favorable</i>	11%
<i>Unfavorable</i>	35%
<i>Not sure</i>	54%

Q19 Do you have a favorable or unfavorable opinion of Lady Gaga?

<i>Favorable</i>	29%
<i>Unfavorable</i>	50%
<i>Not sure</i>	21%

Q20 Do you have a favorable or unfavorable opinion of Beyonce?

<i>Favorable</i>	51%
<i>Unfavorable</i>	30%
<i>Not sure</i>	18%

Q21 Do you have a favorable or unfavorable opinion of Jay-Z?

<i>Favorable</i>	25%
<i>Unfavorable</i>	44%
<i>Not sure</i>	31%





Q22 Do you have a favorable or unfavorable opinion of Justin Timberlake?

<i>Favorable</i>	52%
<i>Unfavorable</i>	24%
<i>Not sure</i>	25%

Q23 In your opinion, how should Justin Timberlake spend most of his time: acting, making music, getting back together with 'N Sync, or playing golf?

<i>Acting</i>	22%
<i>Making music</i>	40%
<i>Getting back together with 'N Sync</i>	7%
<i>Playing golf</i>	31%

Q24 Do you think Rihanna should get back together with Chris Brown, or not?

<i>She should</i>	8%
<i>She should not</i>	67%
<i>Not sure</i>	26%

Q25 Among the following list of choices, who would you like to see as President of the United States: Adele, Justin Bieber, Beyonce, Chris Brown, Jay-Z, Justin Timberlake, Lady Gaga, or Rihanna?

<i>Adele</i>	19%
<i>Justin Bieber</i>	8%
<i>Beyonce</i>	14%
<i>Chris Brown</i>	5%
<i>Jay-Z</i>	9%
<i>Justin Timberlake</i>	34%
<i>Lady Gaga</i>	9%
<i>Rihanna</i>	2%

Q26 There is a famous rapper who has changed his name several times. He has gone by the names Snoop Doggy Dogg, Snoop Dogg, and Snoop Lion. Which name do you think he should use?

<i>Snoop Doggy Dogg</i>	30%
<i>Snoop Dogg</i>	56%
<i>Snoop Lion</i>	14%

Q27 Have you ever been to the club, or not?

<i>Been to the club</i>	17%
<i>Have not</i>	75%
<i>Not sure</i>	8%

Q28 If you are a woman, press 1. If a man, press 2.

<i>Woman</i>	54%
<i>Man</i>	46%

Q29 If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.

<i>Democrat</i>	39%
<i>Republican</i>	35%
<i>Independent/Other</i>	26%

Q30 If you are Hispanic, press 1. If white, press 2. If African-American, press 3. If other, press 4.

<i>Hispanic</i>	13%
<i>White</i>	71%
<i>African-American</i>	11%
<i>Other</i>	6%

Q31 If you are 18 to 29 years old, press 1. If 30 to 45, press 2. If 46 to 65, press 3. If you are older than 65, press 4.

<i>18 to 29</i>	16%
<i>30 to 45</i>	24%
<i>46 to 65</i>	40%
<i>Older than 65</i>	20%



Q32 Do you live in the Northeast, the Midwest, the South, or the West?

<i>Northeast</i>	27%
<i>Midwest</i>	24%
<i>South</i>	30%
<i>West</i>	19%



Crosstabs

	Base	Gender	
		Woman	Man
Classical Favorability			
Favorable	77%	78%	75%
Unfavorable	13%	10%	16%
Not sure	11%	12%	9%

	Base	Gender	
		Woman	Man
Country Favorability			
Favorable	71%	75%	66%
Unfavorable	23%	18%	29%
Not sure	6%	7%	4%

	Base	Gender	
		Woman	Man
Dubstep Favorability			
Favorable	14%	13%	15%
Unfavorable	38%	42%	34%
Not sure	47%	45%	50%

	Base	Gender	
		Woman	Man
Jazz Favorability			
Favorable	71%	68%	75%
Unfavorable	20%	19%	20%
Not sure	9%	13%	5%





Crosstabs

	Base	Gender	
		Woman	Man
Pop Favorability			
Favorable	59%	64%	54%
Unfavorable	26%	21%	31%
Not sure	15%	15%	15%

	Base	Gender	
		Woman	Man
R & B Favorability			
Favorable	58%	58%	57%
Unfavorable	27%	26%	28%
Not sure	15%	16%	15%

	Base	Gender	
		Woman	Man
Rap Favorability			
Favorable	19%	21%	18%
Unfavorable	68%	66%	70%
Not sure	13%	13%	12%

	Base	Gender	
		Woman	Man
Rock Favorability			
Favorable	65%	62%	68%
Unfavorable	26%	27%	25%
Not sure	9%	11%	7%





Crosstabs

	Base	Gender	
		Woman	Man
Today's Pop Music Favorability			
Favorable	45%	46%	43%
Unfavorable	37%	33%	41%
Not sure	19%	21%	16%

	Base	Gender	
		Woman	Man
Fave Genre			
Classical	22%	25%	18%
Country	24%	24%	23%
Dubstep	2%	2%	2%
Jazz	6%	6%	7%
Pop	12%	12%	12%
R & B	6%	6%	7%
Rap	1%	1%	-
Rock	16%	12%	19%
Something else	12%	12%	12%

	Base	Gender	
		Woman	Man
Least Fave Genre			
Classical	6%	5%	7%
Country	15%	15%	15%
Dubstep	11%	12%	9%
Jazz	4%	5%	3%
Pop	4%	3%	5%
R & B	3%	3%	2%
Rap	50%	49%	52%
Rock	2%	3%	2%
Something else	5%	6%	4%

	Base	Gender	
		Woman	Man
Morrissey Favorability			
Favorable	17%	18%	16%
Unfavorable	31%	29%	33%
Not sure	52%	53%	51%





Crosstabs

	Base	Gender	
		Woman	Man
Swift Favorability			
Favorable	53%	56%	50%
Unfavorable	27%	26%	28%
Not sure	20%	19%	22%

	Base	Gender	
		Woman	Man
Rihanna Favorability			
Favorable	30%	32%	28%
Unfavorable	39%	35%	44%
Not sure	31%	33%	28%

	Base	Gender	
		Woman	Man
Chris Brown Favorability			
Favorable	13%	15%	10%
Unfavorable	57%	58%	56%
Not sure	30%	27%	34%

	Base	Gender	
		Woman	Man
Bieber Favorability			
Favorable	20%	25%	14%
Unfavorable	54%	47%	62%
Not sure	26%	28%	24%





Crosstabs

	Base	Gender	
		Woman	Man
Adele Favorability			
Favorable	54%	56%	52%
Unfavorable	18%	17%	20%
Not sure	28%	28%	28%

	Base	Gender	
		Woman	Man
Skrillex Favorability			
Favorable	11%	12%	10%
Unfavorable	35%	33%	36%
Not sure	54%	55%	53%

	Base	Gender	
		Woman	Man
Gaga Favorability			
Favorable	29%	29%	29%
Unfavorable	50%	48%	52%
Not sure	21%	23%	19%

	Base	Gender	
		Woman	Man
Beyonce Favorability			
Favorable	51%	53%	48%
Unfavorable	30%	26%	35%
Not sure	18%	20%	16%





Crosstabs

	Base	Gender	
		Woman	Man
Jay-Z Favorability			
Favorable	25%	29%	21%
Unfavorable	44%	41%	47%
Not sure	31%	30%	32%

	Base	Gender	
		Woman	Man
JT Favorability			
Favorable	52%	55%	48%
Unfavorable	24%	19%	28%
Not sure	25%	26%	24%

	Base	Gender	
		Woman	Man
How Should JT Spend His Time?			
Acting	22%	21%	23%
Making music	40%	49%	31%
Getting back together with 'N Sync	7%	7%	7%
Playing golf	31%	23%	40%

	Base	Gender	
		Woman	Man
Should Rihanna Get Back w/ Brown?			
She should	8%	12%	3%
She should not	67%	67%	67%
Not sure	26%	22%	30%





Crosstabs

	Base	Gender	
		Woman	Man
Who Would You Want to See as Pres.?			
Adele	19%	18%	21%
Justin Bieber	8%	8%	8%
Beyonce	14%	13%	16%
Chris Brown	5%	4%	5%
Jay-Z	9%	12%	5%
Justin Timberlake	34%	28%	39%
Lady Gaga	9%	12%	5%
Rihanna	2%	4%	1%

	Base	Gender	
		Woman	Man
Which Name Should Snoop Use?			
Snoop Doggy Dogg	30%	28%	32%
Snoop Dogg	56%	60%	53%
Snoop Lion	14%	12%	15%

	Base	Gender	
		Woman	Man
Been to the Club?			
Been to the club	17%	24%	11%
Have not	75%	67%	82%
Not sure	8%	9%	7%

	Base	Party		
		Democrat	Republican	Independent/Other
Classical Favorability				
Favorable	77%	76%	74%	81%
Unfavorable	13%	11%	17%	9%
Not sure	11%	13%	9%	10%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Country Favorability				
Favorable	71%	66%	80%	66%
Unfavorable	23%	26%	17%	28%
Not sure	6%	8%	4%	6%

	Base	Party		
		Democrat	Republican	Independent/Other
Dubstep Favorability				
Favorable	14%	18%	10%	14%
Unfavorable	38%	32%	44%	41%
Not sure	47%	50%	47%	45%

	Base	Party		
		Democrat	Republican	Independent/Other
Jazz Favorability				
Favorable	71%	74%	61%	81%
Unfavorable	20%	17%	28%	12%
Not sure	9%	9%	11%	7%

	Base	Party		
		Democrat	Republican	Independent/Other
Pop Favorability				
Favorable	59%	64%	61%	50%
Unfavorable	26%	22%	26%	32%
Not sure	15%	14%	14%	18%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
R & B Favorability				
Favorable	58%	65%	49%	59%
Unfavorable	27%	21%	35%	24%
Not sure	15%	14%	16%	17%

	Base	Party		
		Democrat	Republican	Independent/Other
Rap Favorability				
Favorable	19%	22%	15%	22%
Unfavorable	68%	65%	77%	61%
Not sure	13%	13%	9%	17%

	Base	Party		
		Democrat	Republican	Independent/Other
Rock Favorability				
Favorable	65%	67%	59%	70%
Unfavorable	26%	23%	34%	21%
Not sure	9%	11%	7%	10%

	Base	Party		
		Democrat	Republican	Independent/Other
Today's Pop Music Favorability				
Favorable	45%	52%	41%	39%
Unfavorable	37%	30%	41%	40%
Not sure	19%	18%	18%	20%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Fave Genre				
Classical	22%	27%	17%	20%
Country	24%	19%	34%	15%
Dubstep	2%	2%	2%	2%
Jazz	6%	6%	5%	8%
Pop	12%	12%	12%	13%
R & B	6%	9%	3%	6%
Rap	1%	1%	-	1%
Rock	16%	16%	16%	14%
Something else	12%	7%	10%	21%

	Base	Party		
		Democrat	Republican	Independent/Other
Least Fave Genre				
Classical	6%	6%	6%	7%
Country	15%	19%	10%	16%
Dubstep	11%	12%	9%	13%
Jazz	4%	5%	6%	-
Pop	4%	3%	3%	6%
R & B	3%	4%	1%	1%
Rap	50%	43%	58%	50%
Rock	2%	3%	3%	1%
Something else	5%	6%	4%	5%

	Base	Party		
		Democrat	Republican	Independent/Other
Morrissey Favorability				
Favorable	17%	18%	10%	27%
Unfavorable	31%	26%	40%	26%
Not sure	52%	56%	51%	48%

	Base	Party		
		Democrat	Republican	Independent/Other
Swift Favorability				
Favorable	53%	52%	55%	52%
Unfavorable	27%	26%	26%	29%
Not sure	20%	22%	19%	19%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Rihanna Favorability				
Favorable	30%	36%	22%	33%
Unfavorable	39%	32%	45%	41%
Not sure	31%	32%	33%	26%

	Base	Party		
		Democrat	Republican	Independent/Other
Chris Brown Favorability				
Favorable	13%	17%	10%	11%
Unfavorable	57%	50%	62%	60%
Not sure	30%	33%	28%	29%

	Base	Party		
		Democrat	Republican	Independent/Other
Bieber Favorability				
Favorable	20%	23%	17%	18%
Unfavorable	54%	54%	52%	56%
Not sure	26%	22%	31%	25%

	Base	Party		
		Democrat	Republican	Independent/Other
Adele Favorability				
Favorable	54%	57%	46%	62%
Unfavorable	18%	15%	24%	16%
Not sure	28%	29%	31%	23%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Skrillex Favorability				
Favorable	11%	12%	4%	18%
Unfavorable	35%	28%	43%	35%
Not sure	54%	60%	53%	47%

	Base	Party		
		Democrat	Republican	Independent/Other
Gaga Favorability				
Favorable	29%	34%	19%	35%
Unfavorable	50%	41%	63%	46%
Not sure	21%	26%	18%	20%

	Base	Party		
		Democrat	Republican	Independent/Other
Beyonce Favorability				
Favorable	51%	63%	36%	53%
Unfavorable	30%	19%	42%	33%
Not sure	18%	18%	22%	14%

	Base	Party		
		Democrat	Republican	Independent/Other
Jay-Z Favorability				
Favorable	25%	35%	15%	25%
Unfavorable	44%	31%	53%	50%
Not sure	31%	34%	32%	25%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
JT Favorability				
Favorable	52%	60%	41%	53%
Unfavorable	24%	18%	32%	21%
Not sure	25%	22%	27%	26%

	Base	Party		
		Democrat	Republican	Independent/Other
How Should JT Spend His Time?				
Acting	22%	23%	18%	24%
Making music	40%	48%	34%	37%
Getting back together with 'N Sync	7%	4%	9%	7%
Playing golf	31%	25%	39%	31%

	Base	Party		
		Democrat	Republican	Independent/Other
Should Rihanna Get Back w/ Brown?				
She should	8%	12%	4%	6%
She should not	67%	64%	66%	72%
Not sure	26%	24%	30%	22%

	Base	Party		
		Democrat	Republican	Independent/Other
Who Would You Want to See as Pres.?				
Adele	19%	15%	24%	22%
Justin Bieber	8%	5%	12%	10%
Beyonce	14%	17%	11%	13%
Chris Brown	5%	3%	9%	2%
Jay-Z	9%	10%	7%	9%
Justin Timberlake	34%	35%	31%	34%
Lady Gaga	9%	11%	6%	8%
Rihanna	2%	5%	-	1%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Which Name Should Snoop Use?				
Snoop Doggy Dogg	30%	28%	32%	31%
Snoop Dogg	56%	61%	61%	44%
Snoop Lion	14%	10%	7%	25%

	Base	Party		
		Democrat	Republican	Independent/Other
Been to the Club?				
Been to the club	17%	20%	10%	19%
Have not	75%	71%	85%	71%
Not sure	8%	9%	4%	9%

	Base	Race			
		Hispanic	White	African-American	Other
Classical Favorability					
Favorable	77%	69%	79%	71%	79%
Unfavorable	13%	16%	13%	8%	6%
Not sure	11%	15%	8%	21%	15%

	Base	Race			
		Hispanic	White	African-American	Other
Country Favorability					
Favorable	71%	78%	73%	58%	57%
Unfavorable	23%	21%	21%	37%	24%
Not sure	6%	1%	6%	5%	20%





Crosstabs

	Base	Race			
		Hispanic	White	African-American	Other
Dubstep Favorability					
Favorable	14%	25%	12%	15%	18%
Unfavorable	38%	46%	38%	43%	22%
Not sure	47%	29%	50%	42%	60%

	Base	Race			
		Hispanic	White	African-American	Other
Jazz Favorability					
Favorable	71%	71%	69%	87%	67%
Unfavorable	20%	20%	23%	5%	10%
Not sure	9%	10%	8%	8%	22%

	Base	Race			
		Hispanic	White	African-American	Other
Pop Favorability					
Favorable	59%	64%	60%	59%	45%
Unfavorable	26%	21%	26%	29%	31%
Not sure	15%	16%	14%	12%	24%

	Base	Race			
		Hispanic	White	African-American	Other
R & B Favorability					
Favorable	58%	52%	54%	88%	54%
Unfavorable	27%	36%	29%	10%	14%
Not sure	15%	11%	17%	2%	33%





Crosstabs

	Base	Race			
		Hispanic	White	African-American	Other
Rap Favorability					
Favorable	19%	27%	14%	42%	25%
Unfavorable	68%	58%	75%	48%	43%
Not sure	13%	14%	11%	10%	31%

	Base	Race			
		Hispanic	White	African-American	Other
Rock Favorability					
Favorable	65%	71%	67%	49%	58%
Unfavorable	26%	18%	27%	34%	22%
Not sure	9%	12%	7%	17%	20%

	Base	Race			
		Hispanic	White	African-American	Other
Today's Pop Music Favorability					
Favorable	45%	54%	44%	46%	34%
Unfavorable	37%	29%	39%	39%	21%
Not sure	19%	16%	18%	14%	45%

	Base	Race			
		Hispanic	White	African-American	Other
Fave Genre					
Classical	22%	35%	20%	17%	30%
Country	24%	21%	28%	8%	10%
Dubstep	2%	1%	2%	-	3%
Jazz	6%	4%	5%	15%	13%
Pop	12%	8%	13%	12%	10%
R & B	6%	4%	3%	32%	4%
Rap	1%	5%	-	-	-
Rock	16%	7%	19%	1%	13%
Something else	12%	15%	10%	15%	15%





Crosstabs

	Base	Race			
		Hispanic	White	African-American	Other
Least Fave Genre					
Classical	6%	10%	5%	10%	9%
Country	15%	26%	11%	26%	16%
Dubstep	11%	9%	10%	17%	21%
Jazz	4%	7%	4%	5%	-
Pop	4%	-	4%	4%	10%
R & B	3%	3%	2%	5%	3%
Rap	50%	38%	58%	29%	28%
Rock	2%	1%	2%	4%	-
Something else	5%	6%	5%	1%	12%

	Base	Race			
		Hispanic	White	African-American	Other
Morrissey Favorability					
Favorable	17%	40%	11%	26%	35%
Unfavorable	31%	28%	33%	32%	11%
Not sure	52%	32%	57%	42%	54%

	Base	Race			
		Hispanic	White	African-American	Other
Swift Favorability					
Favorable	53%	64%	54%	53%	29%
Unfavorable	27%	17%	27%	35%	18%
Not sure	20%	19%	19%	12%	52%

	Base	Race			
		Hispanic	White	African-American	Other
Rihanna Favorability					
Favorable	30%	45%	25%	51%	32%
Unfavorable	39%	23%	44%	30%	21%
Not sure	31%	33%	31%	18%	46%





Crosstabs

	Base	Race			
		Hispanic	White	African-American	Other
Chris Brown Favorability					
Favorable	13%	17%	8%	38%	18%
Unfavorable	57%	53%	61%	47%	28%
Not sure	30%	30%	31%	15%	54%

	Base	Race			
		Hispanic	White	African-American	Other
Bieber Favorability					
Favorable	20%	25%	16%	44%	15%
Unfavorable	54%	54%	55%	44%	54%
Not sure	26%	21%	29%	13%	31%

	Base	Race			
		Hispanic	White	African-American	Other
Adele Favorability					
Favorable	54%	51%	54%	65%	37%
Unfavorable	18%	19%	19%	15%	9%
Not sure	28%	30%	26%	19%	54%

	Base	Race			
		Hispanic	White	African-American	Other
Skrillex Favorability					
Favorable	11%	29%	8%	12%	11%
Unfavorable	35%	36%	36%	35%	23%
Not sure	54%	35%	57%	54%	66%





Crosstabs

	Base	Race			
		Hispanic	White	African-American	Other
Gaga Favorability					
Favorable	29%	34%	29%	22%	26%
Unfavorable	50%	41%	52%	53%	43%
Not sure	21%	25%	19%	25%	31%

	Base	Race			
		Hispanic	White	African-American	Other
Beyonce Favorability					
Favorable	51%	60%	47%	70%	55%
Unfavorable	30%	23%	33%	23%	26%
Not sure	18%	17%	20%	7%	19%

	Base	Race			
		Hispanic	White	African-American	Other
Jay-Z Favorability					
Favorable	25%	40%	20%	47%	23%
Unfavorable	44%	31%	47%	42%	37%
Not sure	31%	29%	33%	11%	40%

	Base	Race			
		Hispanic	White	African-American	Other
JT Favorability					
Favorable	52%	62%	51%	59%	31%
Unfavorable	24%	20%	24%	29%	20%
Not sure	25%	18%	26%	12%	49%





Crosstabs

	Base	Race			
		Hispanic	White	African-American	Other
How Should JT Spend His Time?					
Acting	22%	34%	22%	12%	10%
Making music	40%	39%	39%	64%	23%
Getting back together with 'N Sync	7%	10%	6%	5%	11%
Playing golf	31%	18%	33%	19%	57%

	Base	Race			
		Hispanic	White	African-American	Other
Should Rihanna Get Back w/ Brown?					
She should	8%	12%	2%	38%	5%
She should not	67%	71%	70%	47%	47%
Not sure	26%	16%	28%	16%	48%

	Base	Race			
		Hispanic	White	African-American	Other
Who Would You Want to See as Pres.?					
Adele	19%	22%	20%	19%	-
Justin Bieber	8%	2%	9%	2%	39%
Beyonce	14%	10%	12%	32%	9%
Chris Brown	5%	2%	4%	9%	4%
Jay-Z	9%	16%	6%	17%	-
Justin Timberlake	34%	30%	39%	16%	26%
Lady Gaga	9%	17%	9%	-	9%
Rihanna	2%	-	1%	6%	13%

	Base	Race			
		Hispanic	White	African-American	Other
Which Name Should Snoop Use?					
Snoop Doggy Dogg	30%	49%	26%	33%	14%
Snoop Dogg	56%	26%	63%	59%	36%
Snoop Lion	14%	25%	11%	7%	50%





Crosstabs

	Base	Race			
		Hispanic	White	African-American	Other
Been to the Club?					
Been to the club	17%	49%	9%	27%	14%
Have not	75%	48%	83%	59%	83%
Not sure	8%	3%	8%	14%	4%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Classical Favorability					
Favorable	77%	70%	71%	80%	82%
Unfavorable	13%	17%	17%	10%	9%
Not sure	11%	13%	13%	10%	9%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Country Favorability					
Favorable	71%	67%	65%	72%	78%
Unfavorable	23%	26%	35%	19%	15%
Not sure	6%	7%	-	9%	7%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Dubstep Favorability					
Favorable	14%	30%	13%	11%	10%
Unfavorable	38%	35%	40%	40%	38%
Not sure	47%	35%	48%	50%	52%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Jazz Favorability					
Favorable	71%	67%	79%	71%	63%
Unfavorable	20%	22%	17%	19%	22%
Not sure	9%	11%	4%	9%	14%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Pop Favorability					
Favorable	59%	57%	58%	67%	47%
Unfavorable	26%	30%	27%	20%	33%
Not sure	15%	13%	15%	14%	19%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
R & B Favorability					
Favorable	58%	60%	63%	63%	40%
Unfavorable	27%	28%	25%	22%	37%
Not sure	15%	13%	13%	14%	23%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Rap Favorability					
Favorable	19%	35%	31%	13%	6%
Unfavorable	68%	54%	54%	75%	82%
Not sure	13%	11%	15%	12%	12%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Rock Favorability					
Favorable	65%	67%	73%	71%	39%
Unfavorable	26%	22%	21%	19%	50%
Not sure	9%	11%	6%	10%	11%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Today's Pop Music Favorability					
Favorable	45%	54%	44%	47%	33%
Unfavorable	37%	30%	40%	33%	45%
Not sure	19%	15%	17%	19%	22%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Fave Genre					
Classical	22%	23%	19%	16%	36%
Country	24%	28%	19%	20%	33%
Dubstep	2%	4%	2%	1%	1%
Jazz	6%	2%	6%	7%	9%
Pop	12%	15%	8%	15%	10%
R & B	6%	4%	6%	9%	2%
Rap	1%	4%	-	-	-
Rock	16%	4%	25%	21%	2%
Something else	12%	15%	15%	11%	6%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Least Fave Genre					
Classical	6%	15%	6%	5%	2%
Country	15%	23%	25%	8%	10%
Dubstep	11%	11%	10%	12%	10%
Jazz	4%	6%	2%	5%	3%
Pop	4%	9%	4%	1%	4%
R & B	3%	4%	-	2%	5%
Rap	50%	23%	44%	60%	60%
Rock	2%	2%	2%	3%	2%
Something else	5%	6%	6%	5%	3%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Morrissey Favorability					
Favorable	17%	21%	31%	11%	8%
Unfavorable	31%	24%	31%	31%	35%
Not sure	52%	55%	38%	57%	57%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Swift Favorability					
Favorable	53%	62%	47%	57%	48%
Unfavorable	27%	18%	38%	27%	19%
Not sure	20%	21%	16%	16%	33%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Rihanna Favorability					
Favorable	30%	44%	31%	28%	24%
Unfavorable	39%	31%	40%	42%	38%
Not sure	31%	26%	29%	30%	38%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Chris Brown Favorability					
Favorable	13%	21%	7%	15%	10%
Unfavorable	57%	59%	62%	58%	45%
Not sure	30%	21%	31%	27%	44%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Bieber Favorability					
Favorable	20%	28%	11%	22%	20%
Unfavorable	54%	41%	62%	60%	40%
Not sure	26%	31%	27%	18%	40%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Adele Favorability					
Favorable	54%	66%	64%	53%	34%
Unfavorable	18%	16%	18%	19%	20%
Not sure	28%	18%	18%	29%	46%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Skrillex Favorability					
Favorable	11%	18%	22%	6%	2%
Unfavorable	35%	29%	33%	36%	38%
Not sure	54%	53%	44%	59%	60%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Gaga Favorability					
Favorable	29%	41%	24%	33%	19%
Unfavorable	50%	41%	51%	47%	59%
Not sure	21%	19%	24%	20%	22%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Beyonce Favorability					
Favorable	51%	61%	53%	53%	37%
Unfavorable	30%	25%	36%	28%	33%
Not sure	18%	14%	11%	19%	30%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Jay-Z Favorability					
Favorable	25%	33%	36%	22%	13%
Unfavorable	44%	36%	47%	46%	40%
Not sure	31%	31%	18%	31%	47%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
JT Favorability					
Favorable	52%	47%	56%	55%	42%
Unfavorable	24%	28%	24%	23%	21%
Not sure	25%	25%	20%	22%	38%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
How Should JT Spend His Time?					
Acting	22%	16%	23%	24%	19%
Making music	40%	48%	40%	40%	37%
Getting back together with 'N Sync	7%	3%	5%	8%	9%
Playing golf	31%	32%	33%	28%	35%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Should Rihanna Get Back w/ Brown?					
She should	8%	23%	3%	5%	9%
She should not	67%	62%	78%	69%	50%
Not sure	26%	15%	19%	26%	41%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Who Would You Want to See as Pres.?					
Adele	19%	13%	27%	17%	14%
Justin Bieber	8%	7%	3%	10%	16%
Beyonce	14%	-	17%	14%	21%
Chris Brown	5%	7%	3%	5%	5%
Jay-Z	9%	13%	7%	10%	6%
Justin Timberlake	34%	47%	33%	35%	22%
Lady Gaga	9%	7%	10%	8%	10%
Rihanna	2%	7%	-	2%	6%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Which Name Should Snoop Use?					
Snoop Doggy Dogg	30%	43%	32%	26%	28%
Snoop Dogg	56%	50%	50%	64%	53%
Snoop Lion	14%	7%	18%	10%	20%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Been to the Club?					
Been to the club	17%	31%	27%	10%	7%
Have not	75%	69%	65%	79%	88%
Not sure	8%	-	8%	11%	5%





Crosstabs

	Base	Region			
		Northeast	Midwest	South	West
Classical Favorability					
Favorable	77%	79%	76%	72%	80%
Unfavorable	13%	12%	15%	14%	8%
Not sure	11%	9%	9%	14%	11%

	Base	Region			
		Northeast	Midwest	South	West
Country Favorability					
Favorable	71%	71%	69%	75%	66%
Unfavorable	23%	21%	25%	20%	30%
Not sure	6%	8%	6%	5%	4%

	Base	Region			
		Northeast	Midwest	South	West
Dubstep Favorability					
Favorable	14%	20%	15%	10%	13%
Unfavorable	38%	41%	36%	37%	40%
Not sure	47%	39%	50%	53%	47%

	Base	Region			
		Northeast	Midwest	South	West
Jazz Favorability					
Favorable	71%	70%	73%	67%	76%
Unfavorable	20%	22%	18%	23%	13%
Not sure	9%	8%	8%	10%	11%





Crosstabs

	Base	Region			
		Northeast	Midwest	South	West
Pop Favorability					
Favorable	59%	56%	60%	65%	53%
Unfavorable	26%	29%	29%	20%	27%
Not sure	15%	15%	11%	15%	20%

	Base	Region			
		Northeast	Midwest	South	West
R & B Favorability					
Favorable	58%	56%	63%	59%	53%
Unfavorable	27%	29%	24%	29%	24%
Not sure	15%	14%	13%	13%	24%

	Base	Region			
		Northeast	Midwest	South	West
Rap Favorability					
Favorable	19%	18%	24%	15%	22%
Unfavorable	68%	68%	67%	74%	61%
Not sure	13%	14%	9%	11%	17%

	Base	Region			
		Northeast	Midwest	South	West
Rock Favorability					
Favorable	65%	65%	70%	60%	66%
Unfavorable	26%	21%	24%	33%	25%
Not sure	9%	14%	6%	7%	9%





Crosstabs

	Base	Region			
		Northeast	Midwest	South	West
Today's Pop Music Favorability					
Favorable	45%	48%	51%	43%	35%
Unfavorable	37%	36%	31%	40%	38%
Not sure	19%	16%	18%	17%	27%

	Base	Region			
		Northeast	Midwest	South	West
Fave Genre					
Classical	22%	28%	16%	17%	29%
Country	24%	24%	21%	28%	20%
Dubstep	2%	2%	1%	3%	-
Jazz	6%	5%	7%	7%	6%
Pop	12%	14%	13%	11%	11%
R & B	6%	2%	5%	13%	3%
Rap	1%	3%	-	-	-
Rock	16%	12%	21%	9%	24%
Something else	12%	11%	16%	11%	8%

	Base	Region			
		Northeast	Midwest	South	West
Least Fave Genre					
Classical	6%	9%	7%	3%	6%
Country	15%	20%	10%	12%	20%
Dubstep	11%	13%	12%	10%	8%
Jazz	4%	7%	5%	2%	3%
Pop	4%	0%	6%	5%	3%
R & B	3%	2%	3%	3%	2%
Rap	50%	43%	52%	60%	42%
Rock	2%	2%	-	3%	6%
Something else	5%	3%	5%	3%	10%

	Base	Region			
		Northeast	Midwest	South	West
Morrissey Favorability					
Favorable	17%	23%	22%	12%	12%
Unfavorable	31%	27%	31%	37%	27%
Not sure	52%	51%	47%	52%	61%





Crosstabs

	Base	Region			
		Northeast	Midwest	South	West
Swift Favorability					
Favorable	53%	55%	51%	55%	53%
Unfavorable	27%	24%	32%	25%	26%
Not sure	20%	22%	17%	20%	21%

	Base	Region			
		Northeast	Midwest	South	West
Rihanna Favorability					
Favorable	30%	39%	27%	28%	26%
Unfavorable	39%	29%	44%	42%	43%
Not sure	31%	32%	30%	30%	31%

	Base	Region			
		Northeast	Midwest	South	West
Chris Brown Favorability					
Favorable	13%	18%	11%	13%	7%
Unfavorable	57%	54%	53%	58%	65%
Not sure	30%	28%	36%	29%	28%

	Base	Region			
		Northeast	Midwest	South	West
Bieber Favorability					
Favorable	20%	26%	19%	18%	14%
Unfavorable	54%	49%	61%	48%	61%
Not sure	26%	24%	20%	34%	24%





Crosstabs

	Base	Region			
		Northeast	Midwest	South	West
Adele Favorability					
Favorable	54%	56%	53%	53%	55%
Unfavorable	18%	16%	17%	22%	17%
Not sure	28%	28%	30%	25%	29%

	Base	Region			
		Northeast	Midwest	South	West
Skrillex Favorability					
Favorable	11%	14%	8%	7%	16%
Unfavorable	35%	36%	32%	39%	29%
Not sure	54%	50%	59%	53%	56%

	Base	Region			
		Northeast	Midwest	South	West
Gaga Favorability					
Favorable	29%	37%	31%	18%	31%
Unfavorable	50%	43%	45%	62%	48%
Not sure	21%	20%	25%	20%	21%

	Base	Region			
		Northeast	Midwest	South	West
Beyonce Favorability					
Favorable	51%	55%	47%	49%	54%
Unfavorable	30%	28%	28%	35%	29%
Not sure	18%	17%	25%	16%	17%





Crosstabs

	Base	Region			
		Northeast	Midwest	South	West
Jay-Z Favorability					
Favorable	25%	28%	23%	25%	25%
Unfavorable	44%	37%	50%	47%	41%
Not sure	31%	35%	27%	28%	34%

	Base	Region			
		Northeast	Midwest	South	West
JT Favorability					
Favorable	52%	49%	50%	52%	56%
Unfavorable	24%	24%	20%	28%	21%
Not sure	25%	27%	30%	20%	23%

	Base	Region			
		Northeast	Midwest	South	West
How Should JT Spend His Time?					
Acting	22%	26%	19%	19%	22%
Making music	40%	38%	39%	46%	38%
Getting back together with 'N Sync	7%	6%	5%	4%	12%
Playing golf	31%	29%	37%	31%	28%

	Base	Region			
		Northeast	Midwest	South	West
Should Rihanna Get Back w/ Brown?					
She should	8%	15%	1%	10%	1%
She should not	67%	60%	84%	61%	64%
Not sure	26%	25%	15%	29%	34%





Crosstabs

	Base	Region			
		Northeast	Midwest	South	West
Who Would You Want to See as Pres.?					
Adele	19%	21%	19%	29%	5%
Justin Bieber	8%	5%	7%	9%	13%
Beyonce	14%	23%	11%	10%	11%
Chris Brown	5%	7%	3%	4%	5%
Jay-Z	9%	4%	4%	12%	15%
Justin Timberlake	34%	22%	52%	29%	40%
Lady Gaga	9%	13%	3%	6%	11%
Rihanna	2%	5%	1%	2%	1%

	Base	Region			
		Northeast	Midwest	South	West
Which Name Should Snoop Use?					
Snoop Doggy Dogg	30%	33%	28%	29%	32%
Snoop Dogg	56%	56%	56%	61%	48%
Snoop Lion	14%	12%	17%	11%	20%

	Base	Region			
		Northeast	Midwest	South	West
Been to the Club?					
Been to the club	17%	24%	12%	19%	9%
Have not	75%	74%	81%	68%	81%
Not sure	8%	1%	7%	13%	10%

