YouGov
What the world thinks

Kurt Cobain Anniversary
Fieldwork Dates: 15th - 17th March 2019

Conducted by YouGov
On behalf of YouGov Omnibus

BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1213 adults. Fieldwork was undertaken between 15th - 17th March 2019. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

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Kurt Cobain Anniversary

US_nat_internal Sample: 15th - 17th March 2019

	Total	Gender		Generation							Region				White
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
BYC_Q1. How much, if at all, do you enjoy the band Nirvana?															
Unweighted base	1213	571	642	28	408	333	373	71	-	-	207	278	459	269	808
Base: All US Adults	1213	590	623	25	389	325	387	86	-	-	216	255	456	286	806
Enjoy a lot	13%	14%	12%	18% **	17% F.G	20% F.G	6%	2% *	- **	- **	13%	12%	15%	11%	14%
Enjoy somewhat	17%	17%	16%	21% **	22% F.G	19% F.G	11% G	3% *	- **	- **	18%	14%	17%	18%	18% P
Enjoy a little	20%	22%	19%	15% **	21% G	24% G	21% G	2% *	- **	- **	18%	22%	18%	26% L	20%
Do not enjoy at all	12%	12%	12%	- **	11%	12%	15%	8% *	- **	- **	14%	11%	11%	12%	14% O
Don't know	6%	6%	7%	4% **	7%	5%	7%	7% *	- **	- **	6%	6%	8%	4%	6%
Not applicable - I'm not familiar with Nirvana	31%	29%	33%	42% **	22%	20%	40% D.E	78% D.E.F*	- **	- **	30%	36% M	32%	28%	29%
Net: Enjoy a lot/somewhat/a little	50%	54% B	47%	55% **	60% F.G	64% F.G	39% G	6% *	- **	- **	50%	48%	49%	55%	52%
BYC_Q2. How familiar, if at all, are you with Kurt Cobain?															
Unweighted base	1213	571	642	28	408	333	373	71	-	-	207	278	459	269	808
Base: All US Adults	1213	590	623	25	389	325	387	86	-	-	216	255	456	286	806
Very familiar	18%	19%	17%	18% **	21% F.G	27% F.G	11% G	1% *	- **	- **	20%	15%	18%	18%	19%
Somewhat familiar	36%	36%	37%	18% **	37% G	41% G	38% G	13% *	- **	- **	38%	37%	37%	35%	39% O
Not very familiar	21%	21%	22%	25% **	18%	13%	29% D.E	31% D.E*	- **	- **	17%	22%	22%	23%	22%
Not at all familiar	25%	25%	24%	38% **	24%	19%	22%	55% D.E.F*	- **	- **	26%	26%	23%	24%	20%
Net: Very/Somewhat	54%	54%	54%	36% **	58% F.G	68% D.F.G	48% G	14% *	- **	- **	57%	52%	55%	53%	58% O.P
Net: Not very/not at all	46%	46%	46%	64% **	42% E	32%	52% D.E	86% D.E.F*	- **	- **	43%	48%	45%	47%	42%
BYC_Q3. Which ONE, if any, of the following is your favorite song by Nirvana? Please select the option that best applies.															
Unweighted base	1213	571	642	28	408	333	373	71	-	-	207	278	459	269	808
Base: All US Adults	1213	590	623	25	389	325	387	86	-	-	216	255	456	286	806
Smells Like Teen Spirit	14%	15%	14%	20% **	15% G	18% G	13% G	3% *	- **	- **	13%	19% M	15%	10%	15%
Lithium	4%	4%	4%	- **	7% F.G	5% F	2%	- *	- **	- **	3%	3%	4%	6%	4%
Heart-Shaped Box	5%	6%	4%	4% **	7% F.G	6% F.G	2%	- *	- **	- **	6%	5%	4%	5%	6%
Come As You Are	10%	9%	10%	16% **	11% G	14% F.G	7% G	- *	- **	- **	8%	8%	12%	9%	10%
Drain You	1%	1%	1%	- **	1%	1%	0%	- *	- **	- **	1%	1%	1%	-	1%
All Apologies	3%	3%	2%	- **	2%	5% D	3%	- *	- **	- **	3%	2%	3%	4%	3%
Aneurysm	1%	1%	1%	- **	1%	1%	1%	- *	- **	- **	1%	1%	1%	0%	1%
In Bloom	1%	0%	1%	- **	1%	1%	1%	- *	- **	- **	1%	-	1%	2% K	1%
Sappy	1%	0%	1%	- **	2% F	0%	-	- *	- **	- **	1%	0%	1%	0%	0%

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US_nat_internal Sample: 15th - 17th March 2019

	Total	Race			Education				Marital Status						Children unde
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
		O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB
BYC_Q1. How much, if at all, do you enjoy the band Nirvana?															
Unweighted base	1213	157	174	74	462	408	216	127	563	19	108	57	392	73	337
Base: All US Adults	1213	144	190	72	489	376	221	127	564	20	110	65	380	73	319
Enjoy a lot	13%	12%	15%	6% *	13%	13%	13%	16%	14%	20% **	15% *	4% *	12%	17% Y*	22% AC
Enjoy somewhat	17%	13%	11%	22% P*	12%	17% R	26% R.S	19%	14%	16% **	20% Y*	6% *	21% V.Y	19% *	20% AC
Enjoy a little	20%	18%	22%	27% *	15%	25% R	19%	29% R.T	20%	21% **	17% *	18% *	22%	28% *	22%
Do not enjoy at all	12%	5%	11%	11% *	11%	13%	14%	10%	14%	14% **	8% *	11% *	10%	8% *	10%
Don't know	6%	9%	7%	3% *	8%	5%	7%	3%	6%	17% **	5% *	8% *	5%	8% *	5%
Not applicable - I'm not familiar with Nirvana	31%	43% N	35%	32% *	41% S.T.U	27%	21%	24%	32%	11% **	35% AA*	53% V.Z.AA*	29%	20% *	21%
Net: Enjoy a lot/somewhat/a little	50%	43%	47%	55% *	40%	55% R	58% R	64% R	48% Y	57% **	52% Y*	28% *	55% V.Y	64% V.Y*	64% AC
BYC_Q2. How familiar, if at all, are you with Kurt Cobain?															
Unweighted base	1213	157	174	74	462	408	216	127	563	19	108	57	392	73	337
Base: All US Adults	1213	144	190	72	489	376	221	127	564	20	110	65	380	73	319
Very familiar	18%	15%	16%	19% *	15%	19%	21%	20%	19% Y	25% **	18% Y*	4% *	19% Y	15% *	27% AC
Somewhat familiar	36%	28%	30%	39% *	31%	36%	43% R	47% R.S	34%	37% **	40% *	35% *	37%	47% *	37%
Not very familiar	21%	21%	19%	21% *	20%	23%	22%	18%	24%	11% **	21% *	19% *	19%	13% *	17%
Not at all familiar	25%	37% N.Q	35% N.Q	21% *	34% S.T.U	22% T	13%	15%	23%	27% **	21% *	42% V.X.Z*	25%	25% *	19%
Net: Very/Somewhat	54%	42%	46%	58% O*	45%	56% R	64% R.S	67% R.S	53%	62% **	58% Y*	39% *	56% Y	62% Y*	65% AC
Net: Not very/not at all	46%	58% N.Q	54% N	42% *	55% S.T.U	44% T.U	36%	33%	47%	38% **	42% *	61% X.Z.AA*	44%	38% *	35%
BYC_Q3. Which ONE, if any, of the following is your favorite song by Nirvana? Please select the option that best applies.															
Unweighted base	1213	157	174	74	462	408	216	127	563	19	108	57	392	73	337
Base: All US Adults	1213	144	190	72	489	376	221	127	564	20	110	65	380	73	319
Smells Like Teen Spirit	14%	10%	13%	18% *	12%	13%	20% R.S	16%	12%	10% **	12% *	14% *	18% V	16% *	16%
Lithium	4%	4%	3%	5% *	3%	4%	5%	5%	3%	4% **	7% AA*	2% *	5%	- *	4%
Heart-Shaped Box	5%	4%	3%	3% *	4%	4%	7%	4%	5%	8% **	3% *	1% *	6%	6% *	7% AC
Come As You Are	10%	6%	11%	7% *	7%	13% R	9%	12%	10%	7% **	15% Y*	2% *	9%	12% *	12%
Drain You	1%	1%	-	1% *	1%	1%	1%	-	1%	- **	1% *	- *	1%	- *	1%
All Apologies	3%	5%	2%	- *	3%	3%	3%	4%	2%	- **	3% *	4% *	2%	11% V.X.Z*	4%
Aneurysm	1%	1%	-	- *	-	1% R	1% R	2% R	1%	- **	- *	- *	0%	1% *	2% AC
In Bloom	1%	1%	1%	1% *	1%	1%	1%	1%	1%	- **	1% *	- *	1%	3% *	1%
Sappy	1%	1%	0%	3% N*	1%	0%	0%	1%	1%	- **	1% *	1% *	1%	- *	1%

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US_nat_internal Sample: 15th - 17th March 2019

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	Total	r the age of 18	Income					Type of Area Lived in				Enjoyment of Nirvan
		No	Under $30k	$30,000 to $49,999	$50,000 to $99,999	$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other	Enjoy a lot	Enjoy somewhat	Enjoy a little	Do not enjoy at all
		AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP
BYC_Q1. How much, if at all, do you enjoy the band Nirvana?															
Unweighted base	1213	875	341	219	302	195	155	421	546	237	8	168	207	249	147
Base: All US Adults	1213	893	346	215	305	192	155	408	559	236	9	161	202	248	146
Enjoy a lot	13%	10%	13%	15%	12%	18% AH	9%	15%	12%	14%	- **	100% N.AO.AP.AQ.AR.AS	-	-	-
Enjoy somewhat	17%	15%	18%	16%	16%	20% AH	11%	22% AJ.AK	15%	13%	- **	- AM.AO.AP.AQ.AR.AS	100%	-	-
Enjoy a little	20%	20%	16%	21%	25% AD	24% AD	18%	20%	23%	17%	10% **	-	- AM.AN.AP.AQ.AR.AS	100%	-
Do not enjoy at all	12%	13%	9%	11%	14%	15% AD	13%	11%	14%	10%	30% **	-	-	-	100% AM.AN.AO.AQ.AR.A
Don't know	6%	7%	8% AG	5%	6% AG	2%	10% AG	4%	7%	7%	- **	-	-	-	- AI
Not applicable - I'm not familiar with Nirvana	31%	35% AB	36% AF.AG	33% AG	27%	22%	39% AF.AG	29%	29%	39% AI.AJ	60% **	-	-	-	-
Net: Enjoy a lot/somewhat/a little	50%	46%	47%	52% AH	53% AH	61% AD.AH	38%	56% AK	50%	44%	10% **	100% AP.AQ.AR	100% AP.AQ.AR	100% AP.AQ.AR	-
BYC_Q2. How familiar, if at all, are you with Kurt Cobain?															
Unweighted base	1213	875	341	219	302	195	155	421	546	237	8	168	207	249	147
Base: All US Adults	1213	893	346	215	305	192	155	408	559	236	9	161	202	248	146
Very familiar	18%	14%	17%	17%	19%	23%	14%	23% AJ.AK	17%	13%	- **	61% N.AO.AP.AQ.A	27% AO.AP.AQ	13% AR	11% AR
Somewhat familiar	36%	36%	37% AH	35%	40% AH	39% AH	27%	36%	38%	33%	25% **	33% AR	59% AM.AP.AQ.AR.AS	58% AM.AP.AQ.AR.AS	39% AR
Not very familiar	21%	23% AB	17%	22%	22%	22%	27% AD	17%	22% AI	26% AI	11% **	4%	11% AM	24% AM.AN.AS	37% AM.AN.AO.AR.AS
Not at all familiar	25%	27% AB	29% AF.AG	27% AG	19%	16%	33% AF.AG	24%	23%	28%	64% **	2%	2%	5%	12% AM.AN.AO.AS
Net: Very/Somewhat	54%	50%	54% AH	52% AH	59% AH	62% AE.AH	41%	59% AK	55% AK	46%	25% **	94% N.AO.AP.AQ.AR.A	86% AO.AP.AQ.AR.A	71% AP.AQ.AR	51% AQ.AR
Net: Not very/not at all	46%	50% AB	46%	48% AG	41%	38%	59% AD.AE.AF.AG	41%	45%	54% AI.AJ	75% **	6%	14% AM	29% AM.AN.AS	49% AM.AN.AO.AS
BYC_Q3. Which ONE, if any, of the following is your favorite song by Nirvana? Please select the option that best applies.															
Unweighted base	1213	875	341	219	302	195	155	421	546	237	8	168	207	249	147
Base: All US Adults	1213	893	346	215	305	192	155	408	559	236	9	161	202	248	146
Smells Like Teen Spirit	14%	14%	11%	15%	17% AD	19% AD	11%	15%	14%	15%	10% **	22% AP.AQ.AR	25% AP.AQ.AR	27% AP.AQ.AR	7% AR
Lithium	4%	4%	5%	3%	4%	6%	3%	4%	5%	3%	- **	6% AP.AR	9% AP.AR	5% AP.AR	1%
Heart-Shaped Box	5%	4%	4%	5%	5%	5%	5%	5%	4%	5%	- **	13% AO.AP.AQ.AR	9% AP.AQ.AR	6% AP.AR	-
Come As You Are	10%	9%	9%	7%	10%	12%	9%	10%	10%	8%	- **	16% AP.AR	20% AP.AQ.AR	14% AP.AR	2%
Drain You	1%	1%	1%	2% AG	0%	-	1%	0%	1%	1%	- **	1%	1%	1% AR	1% AR
All Apologies	3%	3%	3%	4%	2%	4%	1%	3%	2%	4%	- **	5% AP.AR	6% AP.AQ.AR	6% AP.AQ.AR	1%
Aneurysm	1%	0%	-	-	2% AD.AE	1%	-	1%	1%	0%	- **	2% AR	1%	1%	1%
In Bloom	1%	1%	1%	1%	1%	0%	1%	1%	1%	-	- **	1% AR	0%	2% AR	1%
Sappy	1%	0%	1%	2%	0%	-	-	1%	0%	-	10% **	1%	-	2% AR	1%

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	Total	...na			Familiarity with Cobain					Age	
		Don`t know	Not applicable - I`m not familiar with Nirvana	Enjoy a lot/somewhat/a little	Very familiar	Somewhat familiar	Not very familiar	Not at all familiar	Very/Somewhat	18-26	27-37
		AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ
BYC_Q1. How much, if at all, do you enjoy the band Nirvana?											
Unweighted base	1213	74	368	624	229	445	259	280	674	192	262
Base: All US Adults	1213	75	382	610	218	440	257	298	658	179	252
Enjoy a lot	13%	-	-	26% AN.AO.AP.AQ.AR	45% AU.AV.AW.AX	12% AV.AW	2%	1%	23% AU.AV.AW	9%	23% AY
Enjoy somewhat	17%	- *	-	33% AM.AO.AP.AQ.AR	25% AV.AW	27% AV.AW	9% AW	2%	27% AV.AW	22%	24%
Enjoy a little	20%	- *	-	41% AM.AN.AP.AQ.AR	15% AW	33% AT.AV.AW.AX	23% AT.AW	4%	27% AT.AW	26% AZ	18%
Do not enjoy at all	12%	- *	-	-	8%	13% AT.AW	21% AT.AU.AW.AX	6%	11% AT.AW	7%	12%
Don't know	6%	100% AM.AN.AO.AP.AR.AS*	-	-	2%	5%	8% AT.AX	10% AT.AU.AX	4%	6%	7%
Not applicable - I'm not familiar with Nirvana	31%	- *	100% AM.AN.AO.AP.AQ.AS	-	6%	10%	37% AT.AU.AX	78% AT.AU.AV.AX	9% AT	31% AZ	17%
Net: Enjoy a lot/somewhat/a little	50%	- *	-	100% AP.AQ.AR	85% AU.AV.AW.AX	72% AV.AW	35% AW	7%	76% AU.AV.AW	56%	65%
BYC_Q2. How familiar, if at all, are you with Kurt Cobain?											
Unweighted base	1213	74	368	624	229	445	259	280	674	192	262
Base: All US Adults	1213	75	382	610	218	440	257	298	658	179	252
Very familiar	18%	6% *	3%	30% AO.AP.AQ.AR	100% AU.AV.AW.AX	-	-	-	33% AU.AV.AW	14%	27% AY
Somewhat familiar	36%	28% AR*	12%	52% AM.AP.AQ.AR	-	100% AT.AV.AW.AX	-	-	67% AT.AV.AW	35%	38%
Not very familiar	21%	27% AM.AN.AS*	25% AM.AN.AS	15% AM	-	-	100% AT.AU.AW.AX	-	-	20%	16%
Not at all familiar	25%	39% AM.AN.AO.AP.AS*	61% AM.AN.AO.AP.AQ.AS	3%	-	-	-	100% AT.AU.AV.AX	-	31% AZ	19%
Net: Very/Somewhat	54%	34% AR*	15%	82% AO.AP.AQ.AR	100% AV.AW	100% AV.AW	-	-	100% AV.AW	49%	65% AY
Net: Not very/not at all	46%	66% AM.AN.AO.AP.AS*	85% AM.AN.AO.AP.AQ.A	18% AM	-	-	100% AT.AU.AX	100% AT.AU.AX	-	51% AZ	35%
BYC_Q3. Which ONE, if any, of the following is your favorite song by Nirvana? Please select the option that best applies.											
Unweighted base	1213	74	368	624	229	445	259	280	674	192	262
Base: All US Adults	1213	75	382	610	218	440	257	298	658	179	252
Smells Like Teen Spirit	14%	1% *	3%	25% AP.AQ.AR	18% AV.AW	23% AV.AW	10% AW	2%	22% AV.AW	19%	15%
Lithium	4%	4% AR*	0%	7% AP.AR	5%	5%	4%	2%	5%	7%	6%
Heart-Shaped Box	5%	1% *	1%	9% AP.AQ.AR	11% AU.AV.AW.AX	6% AV.AW	2%	0%	8% AU.AV.AW	5%	9%
Come As You Are	10%	8% AR*	2%	16% AP.AR	16% AV.AW	15% AV.AW	6% AW	1%	15% AV.AW	10%	11%
Drain You	1%	1% AR*	-	1%	1%	1%	1%	-	1%	2%	0%
All Apologies	3%	- *	-	6% AP.AQ.AR	5% AV.AW	5% AV.AW	1%	-	5% AV.AW	1%	3%
Aneurysm	1%	- *	-	1%	2% AV.AW	1%	-	-	1%	1%	1%
In Bloom	1%	2% AR*	-	1% AR	2%	1%	1%	0%	1%	0%	2%
Sappy	1%	- *	-	1%	0%	1%	1%	-	1%	1%	1%

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	Total	Gender		Generation							Region				White
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	
Lounge Act	1%	1%	1%	- **	3% E.F	-	-	- *	- **	- **	1%	-	1%	1%	1%
Breed	1%	1%	1%	3% **	1%	1%	0%	- *	- **	- **	2% K	-	1%	0%	0%
In Bloom (1)	2%	3% B	1%	8% **	4% E.F	1%	-	- *	- **	- **	1%	1%	2%	3%	1%
You Know You're Right	1%	1%	1%	- **	1%	1%	1%	- *	- **	- **	0%	0%	2%	0%	1%
Territorial Pissings	1%	1%	0%	- **	1% F	1% F	-	- *	- **	- **	1%	-	1%	1%	1%
Where Did You Sleep Last Night	2%	2%	3%	4% **	2%	4% F	1%	- *	- **	- **	3%	3%	2%	3%	2%
Other	2%	2%	2%	- **	2%	3% F	0%	- *	- **	- **	3%	1%	1%	2%	2%
Don't know	8%	9%	7%	6% **	9%	6%	7%	10% *	- **	- **	7%	6%	9%	7%	6%
Not applicable - I don't have a favorite song by Nirvana	45%	42%	48%	39% **	30%	33%	62% D.E	88% D.E.F*	- **	- **	44%	50%	43%	44%	45%

BYC_Q4. When it comes to the death of Kurt Cobain, which of the following do you believe is MOST likely?

	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Silent Generation	Pre-Silent Generation	Other	Northeast	Midwest	South	West	White
Unweighted base	1213	571	642	28	408	333	373	71	-	-	207	278	459	269	808
Base: All US Adults	1213	590	623	25	389	325	387	86	-	-	216	255	456	286	806
Kurt Cobain died by suicide	47%	48%	47%	38% **	39%	57% D.G	53% D.G	28% *	- **	- **	41%	49%	46%	54% J.L	54% O.P
Kurt Cobain was killed by someone else	7%	9% B	5%	3% **	11% E.F.G	6% G	5%	- *	- **	- **	8%	7%	6%	6%	6%
Kurt Cobain died in an accident	5%	4%	5%	7% **	7% F	5%	2%	2% *	- **	- **	5%	3%	5%	5%	5%
Kurt Cobain died in some other way	8%	7%	8%	10% **	10%	6%	7%	5% *	- **	- **	11%	6%	7%	7%	6%
Don't know	34%	32%	36%	41% **	33% E	26%	34% E	65% D.E.F*	- **	- **	36%	36%	35%	28%	30%

To what extent do you agree or disagree with the following statements? Please select one option on each row.
BYC_Q5_1. Nirvana's music/lyrics helped me through difficult periods of my life

	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Silent Generation	Pre-Silent Generation	Other	Northeast	Midwest	South	West	White
Unweighted base	1213	571	642	28	408	333	373	71	-	-	207	278	459	269	808
Base: All US Adults	1213	590	623	25	389	325	387	86	-	-	216	255	456	286	806
Strongly agree	6%	8%	5%	7% **	11% F.G	9% F.G	2%	- *	- **	- **	6%	6%	6%	7%	6%
Somewhat agree	8%	8%	8%	7% **	13% F.G	9% F.G	3%	- *	- **	- **	11% K	6%	7%	9%	7%
Neither agree nor disagree	24%	22%	26%	30% **	29% F.G	26% F.G	19%	13% *	- **	- **	24%	21%	26%	23%	24%
Somewhat disagree	6%	7%	6%	3% **	7% G	7%	6%	1% *	- **	- **	8%	4%	6%	7%	6%
Strongly disagree	32%	31%	32%	18% **	18% D	33% D.E	43% D*	37%	- **	- **	26%	37% J.L	29%	36% J	36% O.P
Don't know	24%	24%	24%	34% **	21%	16%	27% E	49% D.E.F*	- **	- **	25%	26% M	26% M	18%	21%
Net: Strongly/somewhat agree	14%	16%	13%	15% **	24% F.G	18% F.G	5%	- *	- **	- **	17%	12%	14%	16%	13%
Net: Strongly/somewhat disagree	38%	38%	37%	21% **	26% D	40% D.E	49% D.E	38% *	- **	- **	34%	41%	35%	43% L	42% O.P

BYC_Q5_2. Nirvana had a bigger influence on rock music in the 1990s than any other band

	Total	Race			Education				Marital Status						Children unde
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
Lounge Act	1%	1%	2%	1% *	1%	1%	1%	2%	1%	5% **	2% *	- *	0%	3% Z*	1%
Breed	1%	1%	1%	3% N*	1%	1%	0%	1%	1%	- **	- *	- *	1%	1% *	1%
In Bloom (1)	2%	1%	3%	4% *	1%	2%	2%	1%	2%	- **	1% *	- *	2%	3% *	3% AC
You Know You're Right	1%	1%	2%	- *	1%	0%	1%	1%	1%	- **	- *	- *	0%	3% *	1%
Territorial Pissings	1%	1%	1%	1% *	0%	1%	-	3% R.T	1%	- **	2% *	- *	1%	1% *	1%
Where Did You Sleep Last Night	2%	3%	4%	- *	1%	3%	4%	3%	3%	5% **	- *	3% *	3%	3% *	4%
Other	2%	-	-	1% *	1%	2%	3% R	2%	1%	6% **	1% *	- *	3%	1% *	1%
Don't know	8%	13% N	9%	10% *	10% T.U	7%	5%	4%	8%	21% **	5% *	5% *	7%	11% *	9%
Not applicable - I don't have a favorite song by Nirvana	45%	47%	45%	41% *	52% S.T.U	43%	38%	37%	48% Z.AA	34% **	48% AA*	69% V.X.Z.AA*	41% AA	27% *	31%

BYC_Q4. When it comes to the death of Kurt Cobain, which of the following do you believe is MOST likely?

	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
Unweighted base	1213	157	174	74	462	408	216	127	563	19	108	57	392	73	337
Base: All US Adults	1213	144	190	72	489	376	221	127	564	20	110	65	380	73	319
Kurt Cobain died by suicide	47%	30%	36%	42% *	35%	51% R	62% R.S	59% R	50%	30% **	52% *	43% *	45%	39% *	48%
Kurt Cobain was killed by someone else	7%	10%	8%	6% *	7%	9% T.U	4%	3%	4%	12% **	5% *	4% *	8% V	18% V.X.Y.Z*	7%
Kurt Cobain died in an accident	5%	2%	3%	11% N.O.P*	5%	3%	5%	9% S	6%	5% **	3% *	- *	4%	4% *	7% AC
Kurt Cobain died in some other way	8%	11%	8%	11% *	10%	6%	7%	4%	7%	16% **	11% *	2% *	7%	7% *	8%
Don't know	34%	47% N.Q	45% N.Q	29% *	44% S.T.U	31% T	23%	25%	32%	37% **	30% *	51% V.X*	35%	32% *	30%

To what extent do you agree or disagree with the following statements? Please select one option on each row.
BYC_Q5_1. Nirvana's music/lyrics helped me through difficult periods of my life

	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
Unweighted base	1213	157	174	74	462	408	216	127	563	19	108	57	392	73	337
Base: All US Adults	1213	144	190	72	489	376	221	127	564	20	110	65	380	73	319
Strongly agree	6%	6%	8%	4% *	7%	6%	7%	7%	8%	8% **	4% *	- *	6%	6% *	13% AC
Somewhat agree	8%	10%	8%	12% *	7%	7%	9%	12%	7%	8% **	5% *	5% *	11% V	7% *	11% AC
Neither agree nor disagree	24%	18%	27%	34% O*	22%	24%	28%	24%	21%	35% **	30% *	15% *	25%	39% V.Y.Z*	25%
Somewhat disagree	6%	8%	5%	6% *	6%	7%	8%	4%	6%	- **	8% *	6% *	8%	4% *	7%
Strongly disagree	32%	23%	21%	30% *	27%	35% R	33%	37% R	37% Z	31% **	31% *	35% *	24%	27% *	28%
Don't know	24%	34% N.Q	31% N.Q	15% *	32% S.T.U	20%	16%	17%	22%	19% **	23% *	38% V.AA*	26%	17% *	16%
Net: Strongly/somewhat agree	14%	16%	16%	15% *	14%	13%	16%	18%	15%	15% **	9% *	5% *	17% X.Y	13% *	24% AC
Net: Strongly/somewhat disagree	38%	31%	26%	36% *	33%	42% R	40%	41%	43% Z	31% **	38% *	41% *	32%	31% *	35%

BYC_Q5_2. Nirvana had a bigger influence on rock music in the 1990s than any other band

	Total	r the age of 18	Income					Type of Area Lived in				Enjoyment of Nirva			
		No	Under $30k	$30,000 to $49,999	$50,000 to $99,999	$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other	Enjoy a lot	Enjoy somewhat	Enjoy a little	Do not enjoy at all
Lounge Act	1%	1%	1%	0%	1%	1%	1%	2%	1%	-	- **	2% AO.AR	2% AO.AR	-	1%
Breed	1%	1%	1%	0%	0%	1%	1%	1%	0%	0%	- **	2% AR	-	1%	1% AR
In Bloom (1)	2%	1%	2%	2%	1%	3%	1%	2%	1%	2%	- **	5% AO.AP.AR	4% AR	2% AR	1%
You Know You're Right	1%	1%	1%	2%	1%	1%	-	1%	0%	1%	- **	2% AR	2% AR	0%	1%
Territorial Pissings	1%	1%	1%	0%	1%	0%	-	0%	1%	-	- **	1%	1%	2%	1%
Where Did You Sleep Last Night	2%	2%	3%	3%	2%	3%	2%	3%	2%	1%	- **	7% AP.AQ.AR	3% AR	4% AR	1%
Other	2%	2%	2% AE	-	1%	2%	4% AE	1%	2%	3%	- **	6% AO.AP.AR.AS	3% AP.AR	1%	-
Don't know	8%	7%	7%	10%	8%	5%	9%	7%	8%	7%	- **	3%	4%	9% AM.AS	5% AI
Not applicable - I don't have a favorite song by Nirvana	45%	50% AB	48% AG	45%	43%	37%	52% AG	42%	45%	50%	81% **	5%	11%	18% AM.AS	75% AM.AN.AO.AQ.AS

BYC_Q4. When it comes to the death of Kurt Cobain, which of the following do you believe is MOST likely?

	Total	No	Under $30k	$30,000 to $49,999	$50,000 to $99,999	$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other	Enjoy a lot	Enjoy somewhat	Enjoy a little	Do not enjoy at all
Unweighted base	1213	875	341	219	302	195	155	421	546	237	8	168	207	249	147
Base: All US Adults	1213	893	346	215	305	192	155	408	559	236	9	161	202	248	146
Kurt Cobain died by suicide	47%	47%	35%	43%	57% AD.AE.AH	63% AD.AE.AH	42%	44%	50%	45%	55% **	52% AR	63% AM.AQ.AR	65% AM.AQ.AR	58% AQ.AR
Kurt Cobain was killed by someone else	7%	7%	9% AH	8% AH	6%	5%	3%	6%	6%	8%	- **	20% N.AO.AP.AQ.AR.A	8% AR	8% AR	5% AR
Kurt Cobain died in an accident	5%	4%	4%	4%	5%	7%	3%	6%	4%	4%	- **	8% AP.AQ.AR	6% AQ.AR	7% AQ.AR	3%
Kurt Cobain died in some other way	8%	7%	9%	9%	5%	6%	9%	12% AJ.AK	6%	4%	- **	9%	11% AR	7%	9%
Don't know	34%	35%	43% AF.AG	36% AF.AG	27%	19%	43% AF.AG	32%	33%	38%	45% **	10%	13%	14%	24% AM.AN.AO.AS

To what extent do you agree or disagree with the following statements? Please select one option on each row.
BYC_Q5_1. Nirvana's music/lyrics helped me through difficult periods of my life

	Total	No	Under $30k	$30,000 to $49,999	$50,000 to $99,999	$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other	Enjoy a lot	Enjoy somewhat	Enjoy a little	Do not enjoy at all
Unweighted base	1213	875	341	219	302	195	155	421	546	237	8	168	207	249	147
Base: All US Adults	1213	893	346	215	305	192	155	408	559	236	9	161	202	248	146
Strongly agree	6%	4%	7%	6%	7%	8%	4%	9% AJ.AK	5%	5%	- **	31% N.AO.AP.AQ.AR.A	5% AP.AR	3%	1%
Somewhat agree	8%	7%	9%	7%	8%	9%	4%	13% AJ.AK	6%	5%	- **	20% AO.AP.AQ.AR.AS	20% AO.AP.AQ.AR.AS	7% AP.AR	1%
Neither agree nor disagree	24%	24%	25%	24%	26%	21%	22%	22%	23%	30% AI.AJ	- **	30% AP.AR	39% AP.AQ.AR	33% AP.AR	14%
Somewhat disagree	6%	6%	8%	7%	4%	8%	5%	5%	9% AK	3%	- **	8% AR	12% AP.AR	9% AR	6% AR
Strongly disagree	32%	33%	24%	32% AD	35% AD	40% AD	31%	26%	35% AI	32%	66% **	9%	21% AM	44% AM.AN.AQ.AR.AS	67% AM.AN.AO.AQ.AR.A
Don't know	24%	26% AB	28% AF.AG	23% AG	20%	15%	34% AE.AF.AG	25%	22%	26%	34% **	3%	2%	5%	12% AM.AN.AO.AS
Net: Strongly/somewhat agree	14%	11%	16% AH	14%	15%	17% AH	8%	22% AJ.AK	11%	10%	- **	51% N.AO.AP.AQ.AR.A	26% AO.AP.AQ.AR	9% AP.AR	2%
Net: Strongly/somewhat disagree	38%	39%	31%	39%	39%	48% AD.AH	35%	31%	44% AI.AK	34%	66% **	16%	33% AM	53% AM.AN.AQ.AR.AS	73% AM.AN.AO.AQ.AR.A

BYC_Q5_2. Nirvana had a bigger influence on rock music in the 1990s than any other band

YouGov Omnibus
Kurt Cobain Anniversary
US_nat_internal Sample: 15th - 17th March 2019

YouGov
What the world thinks

	Total	Don`t know	Not applicable - I`m not familiar with Nirvana	Enjoy a lot/somewhat/a little	Very familiar	Somewhat familiar	Not very familiar	Not at all familiar	Very/Somewhat	18-26	27-37
		na			**Familiarity with Cobain**					**Age**	
Lounge Act	1%	1% *	0%	1% AO	2%	0%	1%	1%	1%	2%	3%
Breed	1%	1% AR*	-	1%	0%	1%	1%	-	1%	0%	2%
In Bloom (1)	2%	- *	-	3% AR	5% AU.AV.AW.AX	1%	1%	1%	2% AU	2%	6%
You Know You're Right	1%	2% AR*	-	1% AR	2%	1%	0%	0%	1%	1%	2%
Territorial Pissings	1%	- *	0%	1%	2% AW	1%	0%	-	1%	1%	1%
Where Did You Sleep Last Night	2%	- *	-	5% AP.AR	7% AU.AV.AW.AX	3% AW	1%	-	4% AU.AV.AW	4%	2%
Other	2%	1% *	0%	3% AO.AP.AR	6% AU.AV.AW.AX	2%	-	0%	3% AU.AV.AW	2%	2%
Don't know	8%	36% AM.AN.AO.AP.AR.AS*	6%	6%	4%	6%	9% AT.AX	11% AT.AU.AX	5%	8%	9%
Not applicable - I don't have a favorite song by Nirvana	45%	41% AM.AN.AO.AS*	87% AM.AN.AO.AP.AQ.A	12% AM	12%	28% AT.AX	60% AT.AU.AX	82% AT.AU.AV.AX	23% AT	34%	26%

BYC_Q4. When it comes to the death of Kurt Cobain, which of the following do you believe is MOST likely?

	Total	Don`t know	Not applicable	Enjoy a lot/somewhat/a little	Very familiar	Somewhat familiar	Not very familiar	Not at all familiar	Very/Somewhat	18-26	27-37
Unweighted base	1213	74	368	624	229	445	259	280	674	192	262
Base: All US Adults	1213	75	382	610	218	440	257	298	658	179	252
Kurt Cobain died by suicide	47%	39% AR*	23%	61% AM.AQ.AR	62% AV.AW	64% AV.AW	46% AW	13%	63% AV.AW	37%	42%
Kurt Cobain was killed by someone else	7%	3% *	1%	11% AN.AP.AQ.AR	15% AU.AV.AW.AX	8% AV.AW	3%	2%	10% AU.AV.AW	9%	12%
Kurt Cobain died in an accident	5%	- *	2%	7% AQ.AR	8% AW	5% AW	6% AW	1%	6% AW	6%	7%
Kurt Cobain died in some other way	8%	5% *	5%	9%	10% AW	9% AW	9% AW	2%	10% AW	9%	11%
Don't know	34%	52% AM.AN.AO.AP.AS*	68% AM.AN.AO.AP.AQ.AS	12%	5%	14% AT.AX	37% AT.AU.AX	82% AT.AU.AV.AX	11% AT	40% AZ	28%

To what extent do you agree or disagree with the following statements? Please select one option on each row.

BYC_Q5_1. Nirvana's music/lyrics helped me through difficult periods of my life

	Total	Don`t know	Not applicable	Enjoy a lot/somewhat/a little	Very familiar	Somewhat familiar	Not very familiar	Not at all familiar	Very/Somewhat	18-26	27-37
Unweighted base	1213	74	368	624	229	445	259	280	674	192	262
Base: All US Adults	1213	75	382	610	218	440	257	298	658	179	252
Strongly agree	6%	8% AP.AR*	1%	11% AN.AO.AP.AR	25% AU.AV.AW.AX	3%	2%	2%	10% AU.AV.AW	8%	13%
Somewhat agree	8%	5% AP.AR*	0%	15% AO.AP.AQ.AR	17% AU.AV.AW.AX	10% AV.AW	4%	1%	12% AU.AV.AW	11%	14%
Neither agree nor disagree	24%	22% AR*	12%	34% AP.AR	25% AW	33% AT.AV.AW	23% AW	10%	31% AT.AV.AW	27%	33%
Somewhat disagree	6%	5% AR*	1%	10% AR	8% AW	9% AW	5%	3%	8% AW	9%	5%
Strongly disagree	32%	21% AM*	27% AM	27% AM.AN	21%	36% AT.AU.AX	44% AT.AU.AW.AX	21%	31% AT.AW	19%	18%
Don't know	24%	39% AM.AN.AO.AP.AS*	58% AM.AN.AO.AP.AQ.AS	4%	4%	9% AT.AX	21% AT.AU.AX	63% AT.AU.AV.AX	7% AT	26% AZ	17%
Net: Strongly/somewhat agree	14%	13% AP.AR*	1%	26% AO.AP.AQ.AR	42% AU.AV.AW.AX	13% AV.AW	6%	3%	23% AU.AV.AW	19%	27%
Net: Strongly/somewhat disagree	38%	26% *	29% AM	37% AM.AR	29%	45% AT.AW.AX	50% AT.AW.AX	23%	40% AT.AW	28%	23%

BYC_Q5_2. Nirvana had a bigger influence on rock music in the 1990s than any other band

	Total	Gender		Generation							Region				White
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	
Unweighted base	1213	571	642	28	408	333	373	71	-	-	207	278	459	269	808
Base: All US Adults	1213	590	623	25	389	325	387	86	-	-	216	255	456	286	806
Strongly agree	10%	12%	9%	11% **	15% F.G	16% F.G	2%	- *	- **	- **	10%	6%	10%	13% K	10%
Somewhat agree	20%	18%	21%	26% **	24% F.G	26% F.G	13% G	3% *	- **	- **	23%	18%	18%	22%	20%
Neither agree nor disagree	20%	19%	21%	11% **	22%	19%	21%	12% *	- **	- **	22%	20%	20%	19%	19%
Somewhat disagree	8%	9%	7%	3% **	7%	10% G	9% G	1% *	- **	- **	8%	10%	7%	7%	8%
Strongly disagree	9%	11% B	7%	- **	3%	8% D	16% D.E	8% *	- **	- **	8%	10%	9%	8%	10%
Don't know	33%	31%	35%	49% **	29% E	21%	38% D.E	76% D.E.F*	- **	- **	29%	37%	35%	31%	32%
Net: Strongly/somewhat agree	30%	30%	30%	37% **	39% F.G	42% F.G	16% G	3% *	- **	- **	33%	24%	28%	35% K	30%
Net: Strongly/somewhat disagree	17%	20% B	14%	3% **	10%	18% D	25% D.E.G	9% *	- **	- **	17%	19%	17%	15%	18%

BYC_Q5_3. Fame is really what drove Kurt Cobain to commit suicide

	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Unweighted base	1213	571	642	28	408	333	373	71	-	-	207	278	459	269	808
Base: All US Adults	1213	590	623	25	389	325	387	86	-	-	216	255	456	286	806
Strongly agree	6%	8%	5%	3% **	10% F.G	8% F	3%	2% *	- **	- **	7% K	2%	7% K	9% K	6%
Somewhat agree	13%	12%	15%	7% **	14%	17% F	11%	9% *	- **	- **	15%	13%	13%	12%	15%
Neither agree nor disagree	22%	20%	24%	32% **	21%	20%	25%	14% *	- **	- **	22%	21%	23%	22%	20%
Somewhat disagree	10%	11%	10%	3% **	12%	10%	12%	5% *	- **	- **	13%	11%	9%	10%	11%
Strongly disagree	9%	10%	7%	7% **	9% G	12% G	8% G	- *	- **	- **	10%	8%	8%	9%	8%
Don't know	39%	39%	40%	47% **	35%	33%	42% E	70% D.E.F*	- **	- **	33%	45% J	40%	39%	40%
Net: Strongly/somewhat agree	19%	19%	20%	10% **	23% F.G	25% F.G	14%	11% *	- **	- **	22%	15%	20%	21%	20%
Net: Strongly/somewhat disagree	19%	21%	17%	10% **	21% G	22% G	19% G	5% *	- **	- **	24%	19%	18%	18%	20%

BYC_Q5_4. Celebrity suicides provide an opportunity for important public conversations about mental health

	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Unweighted base	1213	571	642	28	408	333	373	71	-	-	207	278	459	269	808
Base: All US Adults	1213	590	623	25	389	325	387	86	-	-	216	255	456	286	806
Strongly agree	23%	21%	25%	33% **	26% F.G	28% F.G	18%	13% *	- **	- **	25%	22%	23%	23%	21%
Somewhat agree	33%	32%	34%	35% **	35%	33%	34%	23% *	- **	- **	32%	35%	32%	35%	36% P
Neither agree nor disagree	18%	17%	18%	12% **	15%	18%	19%	22% *	- **	- **	21%	16%	18%	15%	17%
Somewhat disagree	5%	6% B	4%	7% **	6%	4%	6%	2% *	- **	- **	4%	5%	5%	6%	5%
Strongly disagree	5%	5%	4%	- **	3%	5%	7% D	7% *	- **	- **	3%	4%	5%	7% J	4%
Don't know	17%	18%	15%	13% **	16%	13%	16%	33% D.E.F*	- **	- **	16%	18%	17%	14%	15%
Net: Strongly/somewhat agree	56%	53%	59%	68% **	60% F.G	61% F.G	52% G	36% *	- **	- **	56%	57%	55%	58%	58%

YouGov Omnibus
Kurt Cobain Anniversary

US_nat_internal Sample: 15th - 17th March 2019

	Total	Race			Education				Marital Status						Children unde
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
Unweighted base	1213	157	174	74	462	408	216	127	563	19	108	57	392	73	337
Base: All US Adults	1213	144	190	72	489	376	221	127	564	20	110	65	380	73	319
Strongly agree	10%	10%	11%	6% *	11%	9%	10%	11%	9% Y	27% **	10% Y*	- *	11% Y	13% Y*	18% AC
Somewhat agree	20%	14%	20%	25% O*	14%	21% R	27% R	27% R	20% Y	23% **	13% *	8% *	22% Y	22% Y*	26% AC
Neither agree nor disagree	20%	23%	17%	32% N.P*	21%	21%	21%	14%	17%	5% **	24% *	14% *	23% V	30% V*	20%
Somewhat disagree	8%	6%	9%	7% *	6%	9%	8%	11%	8%	10% **	11% *	6% *	7%	9% *	8%
Strongly disagree	9%	6%	7%	4% *	9%	9%	9%	8%	13% Z.AA	11% **	8% *	15% Z*	3%	3% *	7%
Don't know	33%	42% N.Q	36%	25% *	40% S.T.U	31%	25%	30%	33%	24% **	33% *	58% V.X.Z.AA*	33%	23% *	21%
Net: Strongly/somewhat agree	30%	23%	31%	31% *	24%	30%	37% R	38% R	30% Y	49% **	24% Y*	8% *	33% Y	35% Y*	44% AC
Net: Strongly/somewhat disagree	17%	12%	16%	12% *	15%	18%	17%	18%	21% Z	21% **	19% Z*	20% *	11%	12% *	16%

BYC_Q5_3. Fame is really what drove Kurt Cobain to commit suicide

	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
Unweighted base	1213	157	174	74	462	408	216	127	563	19	108	57	392	73	337
Base: All US Adults	1213	144	190	72	489	376	221	127	564	20	110	65	380	73	319
Strongly agree	6%	9%	7%	8% *	7%	5%	6%	6%	6%	7% **	9% *	1% *	7%	5% *	9% AC
Somewhat agree	13%	9%	9%	17% *	11%	13%	16% R	19% R	15%	9% **	13% *	6% *	13%	14% *	17% AC
Neither agree nor disagree	22%	26%	25%	28% *	24%	21%	21%	20%	20%	18% **	20% *	35% V*	22%	27% *	22%
Somewhat disagree	10%	8%	10%	5% *	7%	11% R	15% R	12%	10%	36% **	11% *	3% *	11%	7% *	11%
Strongly disagree	9%	6%	12%	12% *	8%	11% U	10%	5%	9%	11% **	12% *	7% *	8%	9% *	11%
Don't know	39%	43%	37%	31% *	43% T	39%	33%	39%	41%	18% **	35% *	49% *	39%	38% *	30%
Net: Strongly/somewhat agree	19%	17%	16%	24% *	19%	18%	21%	25%	20% Y	17% **	22% Y*	7% *	20% Y	19% *	27% AC
Net: Strongly/somewhat disagree	19%	13%	22%	17% *	15%	22% R	25% R	17%	19%	47% **	23% *	10% *	19%	16% *	21%

BYC_Q5_4. Celebrity suicides provide an opportunity for important public conversations about mental health

	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
Unweighted base	1213	157	174	74	462	408	216	127	563	19	108	57	392	73	337
Base: All US Adults	1213	144	190	72	489	376	221	127	564	20	110	65	380	73	319
Strongly agree	23%	24%	28%	25% *	21%	22%	25%	29%	23%	12% **	18% *	13% *	26%	31% Y*	26%
Somewhat agree	33%	30%	24%	29% *	28%	33%	40% R	41% R	31%	35% **	39% *	24% *	37% V	31% *	34%
Neither agree nor disagree	18%	17%	19%	17% *	19%	19%	16%	13%	17%	24% **	18% *	31% V.Z*	15%	20% *	18%
Somewhat disagree	5%	3%	4%	9% *	5%	4%	5%	6%	6%	12% **	6% *	2% *	3%	4% *	4%
Strongly disagree	5%	4%	6%	8% *	5%	6%	4%	3%	7% Z.AA	- **	6% AA*	4% *	3%	- *	6%
Don't know	17%	21%	20%	11% *	22% S.T.U	16% U	10%	7%	17%	18% **	13% *	26% *	16%	14% *	12%
Net: Strongly/somewhat agree	56%	55%	52%	54% *	50%	56%	64% R.S	71% R.S	53% Y	46% **	57% Y*	37% *	63% V.Y	62% Y*	60%

| | Total | r the age of 18 | Income | | | | | Type of Area Lived in | | | | Enjoyment of Nirvai |
		No	Under $30k	$30,000 to $49,999	$50,000 to $99,999	$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other	Enjoy a lot	Enjoy somewhat	Enjoy a little	Do not enjoy at all
Unweighted base	1213	875	341	219	302	195	155	421	546	237	8	168	207	249	147
Base: All US Adults	1213	893	346	215	305	192	155	408	559	236	9	161	202	248	146
Strongly agree	10%	7%	10%	11%	11% AH	10%	5%	12%	9%	9%	- **	40% N.AO.AP.AQ.AR.A	13% AP.AR	7% AP.AR	1%
Somewhat agree	20%	18%	17%	24% AF.AH	17%	28% AD.AF.AH	15%	23%	18%	18%	10% **	31% AP.AQ.AR	40% AO.AP.AQ.AR.AS	26% AP.AQ.AR	15% AR
Neither agree nor disagree	20%	20%	26% AE.AF.AG.AH	17%	18%	18%	17%	20%	20%	22%	11% **	18%	27% AM.AP.AR	28% AM.AP.AR	18%
Somewhat disagree	8%	8%	7%	6%	11%	7%	8%	7%	9%	8%	- **	6%	10% AQ.AR	14% AM.AQ.AR.AS	11% AQ.AR
Strongly disagree	9%	9%	6%	5%	13% AD.AE	12% AD.AE	9%	8%	10%	7%	25% **	2%	5%	12% AM.AN.AR.AS	25% M.AN.AO.AQ.AR.A
Don't know	33%	38% AB	33%	37% AG	31%	25%	45% AD.AF.AG	31%	34%	36%	54% **	3%	6%	13% AM.AN.AO.AS	30% AM.AN.AO.AS
Net: Strongly/somewhat agree	30%	25%	28%	36% AH	28%	38% AD.AF.AH	20%	35% AJ.AK	27%	27%	10% **	71% N.AO.AP.AQ.AR.A	53% AO.AP.AQ.AR	33% AP.AQ.AR	16% AR
Net: Strongly/somewhat disagree	17%	17%	13%	11%	24% AD.AE	19% AE	17%	14%	19%	15%	25% **	8%	15% AM	26% AM.AN.AQ.AR.ASM.AN.AO.AQ.AR.A	36%

BYC_Q5_3. Fame is really what drove Kurt Cobain to commit suicide

	Total		Under $30k	$30,000 to $49,999	$50,000 to $99,999	$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other	Enjoy a lot	Enjoy somewhat	Enjoy a little	Do not enjoy at all
Unweighted base	1213	875	341	219	302	195	155	421	546	237	8	168	207	249	147
Base: All US Adults	1213	893	346	215	305	192	155	408	559	236	9	161	202	248	146
Strongly agree	6%	5%	8% AH	5%	6%	6%	3%	10% AJ.AK	4%	4%	- **	19% N.AO.AP.AQ.AR.A	6% AR	7% AR	4%
Somewhat agree	13%	12%	13%	13%	13%	18% AH	10%	16% AK	13%	10%	15% **	20% AR	22% AP.AR	16% AR	12% AR
Neither agree nor disagree	22%	22%	23%	19%	22%	20%	26%	21%	23%	22%	15% **	18%	26% AR	30% AM.AR	21%
Somewhat disagree	10%	10%	10%	10%	12%	11%	7%	10%	11%	9%	10% **	12% AR	15% AR	16% AR	13% AR
Strongly disagree	9%	8%	7%	10%	9%	13% AD.AH	6%	7%	10%	8%	11% **	18% AN.AO.AQ.AR.AS	10% AR	9%	11% AQ.AR
Don't know	39%	43% AB	39%	44% AG	38%	32%	48% AG	36%	39%	46% AI	49% **	13%	20%	23% AM	39% AM.AN.AO.AS
Net: Strongly/somewhat agree	19%	17%	21%	18%	19%	24% AH	13%	26% AJ.AK	17%	14%	15% **	38% N.AO.AP.AQ.AR.A	28% AP.AR	22% AR	16% AR
Net: Strongly/somewhat disagree	19%	18%	17%	20%	21%	24% AH	13%	17%	21%	18%	21% **	30% AQ.AR	25% AQ.AR	24% AQ.AR	24% AQ.AR

BYC_Q5_4. Celebrity suicides provide an opportunity for important public conversations about mental health

	Total		Under $30k	$30,000 to $49,999	$50,000 to $99,999	$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other	Enjoy a lot	Enjoy somewhat	Enjoy a little	Do not enjoy at all
Unweighted base	1213	875	341	219	302	195	155	421	546	237	8	168	207	249	147
Base: All US Adults	1213	893	346	215	305	192	155	408	559	236	9	161	202	248	146
Strongly agree	23%	22%	24%	21%	25%	23%	18%	26% AK	24% AK	16%	- **	45% N.AO.AP.AQ.AR.A	29% AP.AQ.AR	25% AP.AQ.AR	14%
Somewhat agree	33%	33%	33%	36%	30%	38%	29%	36% AK	34%	27%	15% **	32%	46% AM.AP.AQ.AR.AS	38% AP.AR	28%
Neither agree nor disagree	18%	17%	19%	18%	17%	14%	20%	13%	18% AI	24% AI	15% **	14%	15%	22% AM.AR.AS	23% AM.AR
Somewhat disagree	5%	5%	3%	5%	7% AD	6%	3%	5%	5%	5%	10% **	4%	4%	6%	7%
Strongly disagree	5%	4%	3%	4%	4%	6%	9% AD.AF	4%	3%	8% AI.AJ	26% **	3%	3%	3%	11% AM.AN.AO.AR.AS
Don't know	17%	18% AB	19%	15%	16%	12%	20% AG	15%	16%	20%	34% **	4%	3%	5%	16% AM.AN.AO.AS
Net: Strongly/somewhat agree	56%	55%	57%	58% AH	56%	62% AH	47%	63% AK	57% AK	44%	15% **	76% AO.AP.AQ.AR	75% AO.AP.AQ.AR	63% AP.AQ.AR	42%

	Total	...na			Familiarity with Cobain					Age	
		Don`t know	Not applicable - I`m not familiar with Nirvana	Enjoy a lot/somewhat/a little	Very familiar	Somewhat familiar	Not very familiar	Not at all familiar	Very/Somewhat	18-26	27-37
Unweighted base	1213	74	368	624	229	445	259	280	674	192	262
Base: All US Adults	1213	75	382	610	218	440	257	298	658	179	252
Strongly agree	10%	8% AP.AR*	2%	18% AN.AO.AP.AR	32% AU.AV.AW.AX	8% AW	4%	2%	16% AU.AV.AW	12%	18%
Somewhat agree	20%	11% AR*	4%	32% AO.AP.AQ.AR	30% AV.AW	31% AV.AW	12% AW	3%	31% AV.AW	22%	26%
Neither agree nor disagree	20%	24% AR*	12%	25% AM.AR	18%	25% AT.AW	20%	14%	23% AT.AW	20%	23%
Somewhat disagree	8%	2% *	4%	10% AM.AQ.AR	9% AW	12% AW	8% AW	1%	11% AW	5%	8%
Strongly disagree	9%	7% *	6%	7% AM	7%	10% AW	13% AW	4%	9% AW	3%	3%
Don't know	33%	48% AM.AN.AO.AP.AS*	73% M.AN.AO.AP.AQ.A	8% AM	4%	14% AT.AX	43% AT.AX	76% AT.AU.AV.AX	11% AT	39% AZ	22%
Net: Strongly/somewhat agree	30%	19% AR*	6%	49% AO.AP.AQ.AR	62% AU.AV.AW.AX	38% AV.AW	16% AW	5%	46% AU.AV.AW	33%	44% AY
Net: Strongly/somewhat disagree	17%	9% *	10%	17% AM.AR	16% AW	22% AW	21% AW	5%	20% AW	8%	11%

BYC_Q5_3. Fame is really what drove Kurt Cobain to commit suicide

	Total	Don`t know	Not applicable - I`m not familiar with Nirvana	Enjoy a lot/somewhat/a little	Very familiar	Somewhat familiar	Not very familiar	Not at all familiar	Very/Somewhat	18-26	27-37
Unweighted base	1213	74	368	624	229	445	259	280	674	192	262
Base: All US Adults	1213	75	382	610	218	440	257	298	658	179	252
Strongly agree	6%	5% *	2%	9% AN.AR	18% AU.AV.AW.AX	4%	4%	3%	9% AU.AV.AW	8%	11%
Somewhat agree	13%	13% AR*	5%	19% AP.AR	20% AV.AW	18% AV.AW	11% AW	3%	19% AV.AW	10%	15%
Neither agree nor disagree	22%	24% *	16%	26% AM.AR	18%	29% AT.AW.AX	23% AW	14%	25% AT.AW	22%	22%
Somewhat disagree	10%	7% *	3%	15% AR	15% AW	13% AW	13% AW	1%	14% AW	9%	12%
Strongly disagree	9%	3% *	5%	12% AQ.AR	18% AU.AV.AW.AX	11% AW	5%	2%	13% AU.AV.AW	9%	10%
Don't know	39%	47% AM.AN.AO.AS*	70% M.AN.AO.AP.AQ.A	20% AM	12%	25% AT.AX	44% AT.AU.AX	76% AT.AU.AV.AX	21% AT	43% AZ	30%
Net: Strongly/somewhat agree	19%	18% AR*	7%	28% AO.AP.AR	38% AU.AV.AW.AX	22% AV.AW	15% AW	7%	27% AU.AV.AW	18%	26%
Net: Strongly/somewhat disagree	19%	10% *	8%	26% AQ.AR	33% AU.AV.AW.AX	24% AW	18% AW	3%	27% AU.AV.AW	18%	23%

BYC_Q5_4. Celebrity suicides provide an opportunity for important public conversations about mental health

	Total	Don`t know	Not applicable - I`m not familiar with Nirvana	Enjoy a lot/somewhat/a little	Very familiar	Somewhat familiar	Not very familiar	Not at all familiar	Very/Somewhat	18-26	27-37
Unweighted base	1213	74	368	624	229	445	259	280	674	192	262
Base: All US Adults	1213	75	382	610	218	440	257	298	658	179	252
Strongly agree	23%	13% *	15%	31% AO.AP.AQ.AR	45% AU.AV.AW.AX	24% AV.AW	15%	13%	31% AU.AV.AW	22%	30%
Somewhat agree	33%	27% *	27%	39% AM.AP.AR	35% AW	41% AW	35% AW	19%	39% AW	41% AZ	30%
Neither agree nor disagree	18%	23% *	14%	18%	10%	21% AT.AW.AX	23% AT.AW.AX	13%	17% AT	12%	17%
Somewhat disagree	5%	8% *	4%	5%	4%	5%	6%	5%	5%	7%	4%
Strongly disagree	5%	3% *	5%	3%	3%	3%	8% AT.AU.AX	5%	3%	1%	4%
Don't know	17%	26% AM.AN.AO.AS*	35% AM.AN.AO.AP.AS	4%	3%	6%	13% AT.AU.AX	45% AT.AU.AV.AX	5%	17%	14%
Net: Strongly/somewhat agree	56%	40% *	42%	70% AO.AP.AQ.AR	80% AU.AV.AW.AX	65% AV.AW	50% AW	32%	70% AU.AV.AW	63%	60%

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	Total	Gender		Generation							Region				White
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	
Net: Strongly/somewhat disagree	10%	12% B	8%	7% **	8%	8%	13%	9% *	- **	- **	7%	9%	9%	13% J	10%

BYC_Q5_5. It's better to burn out than to fade away

	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Unweighted base	1213	571	642	28	408	333	373	71	-	-	207	278	459	269	808
Base: All US Adults	1213	590	623	25	389	325	387	86	-	-	216	255	456	286	806
Strongly agree	7%	8%	6%	14% **	10% F.G	10% F.G	4%	- *	- **	- **	11% K	5%	7%	6%	7%
Somewhat agree	10%	12%	9%	7% **	15% E.F.G	10%	7%	5% *	- **	- **	11%	6%	12% K	11% K	9%
Neither agree nor disagree	27%	26%	27%	37% **	29%	26%	24%	26% *	- **	- **	31%	27%	24%	28%	24%
Somewhat disagree	11%	12%	11%	7% **	12%	13%	11%	4% *	- **	- **	9%	13%	10%	14%	13%
Strongly disagree	21%	19%	23%	3% **	12%	22% D	32% D.E.G	14% *	- **	- **	18%	25%	21%	19%	24% O
Don't know	24%	23%	24%	32% **	22%	21%	21%	51% D.E.F*	- **	- **	20%	24%	26%	22%	23%
Net: Strongly/somewhat agree	18%	20% B	15%	21% **	25% F.G	19% F.G	11%	5% *	- **	- **	22% K	11%	19% K	18% K	16%
Net: Strongly/somewhat disagree	32%	31%	34%	11% **	24%	34% D.G	44% D.E.G	18% *	- **	- **	27%	38% J.L	31%	33%	37% O.P

BYC_Q5_6. Cobain was the voice of his generation (Generation X)

	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Unweighted base	1213	571	642	28	408	333	373	71	-	-	207	278	459	269	808
Base: All US Adults	1213	590	623	25	389	325	387	86	-	-	216	255	456	286	806
Strongly agree	10%	10%	10%	4% **	14% F.G	15% F.G	4%	- *	- **	- **	10%	8%	10%	10%	9%
Somewhat agree	18%	17%	19%	18% **	21% G	18% G	17% G	4% *	- **	- **	19%	14%	18%	20%	18%
Neither agree nor disagree	24%	23%	26%	28% **	25%	25%	24%	19% *	- **	- **	32% K.M	21%	25%	22%	23%
Somewhat disagree	8%	9%	7%	3% **	8%	11% F	6%	4% *	- **	- **	7%	10% L	5%	12% L	10% O.Q
Strongly disagree	8%	10% B	6%	6% **	5%	9% D.G	12% D.G	1% *	- **	- **	5%	11% J	9%	7%	9% Q
Don't know	32%	31%	33%	41% **	26%	22%	37% D.E	72% D.E.F*	- **	- **	28%	37% M	33%	29%	31%
Net: Strongly/somewhat agree	27%	26%	28%	22% **	35% F.G	33% F.G	21% G	4% *	- **	- **	29%	22%	28%	31% K	27%
Net: Strongly/somewhat disagree	16%	20% B	13%	9% **	13%	20% D.G	18% G	5% *	- **	- **	11%	21% J.L	14%	19% J	19% O.Q

BYC_Q5_7. Since Cobain's death, the impact of his work/music/voice has grown stronger than when he was still alive

	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Unweighted base	1213	571	642	28	408	333	373	71	-	-	207	278	459	269	808
Base: All US Adults	1213	590	623	25	389	325	387	86	-	-	216	255	456	286	806
Strongly agree	10%	12% B	8%	- **	16% F.G	13% F.G	4%	- *	- **	- **	10%	7%	11%	11%	9%
Somewhat agree	21%	18%	23% A	29% **	25% F.G	23% F.G	17% G	6% *	- **	- **	21%	20%	19%	24%	23% O
Neither agree nor disagree	24%	24%	24%	28% **	22%	26%	26%	21% *	- **	- **	29%	25%	23%	23%	25%
Somewhat disagree	6%	7%	5%	3% **	7% G	6%	6%	1% *	- **	- **	8%	6%	7%	5%	5%
Strongly disagree	5%	5%	4%	- **	2%	6% D	6% D	4% *	- **	- **	5%	3%	6%	4%	6%

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US_nat_internal Sample: 15th - 17th March 2019

	Total	Race			Education				Marital Status						Children unde
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
Net: Strongly/somewhat disagree	10%	7%	9%	17% N.O*	10%	10%	9%	9%	13% Z	12% **	12% Z*	5% *	6%	4% *	10%

BYC_Q5_5. It's better to burn out than to fade away

	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
Unweighted base	1213	157	174	74	462	408	216	127	563	19	108	57	392	73	337
Base: All US Adults	1213	144	190	72	489	376	221	127	564	20	110	65	380	73	319
Strongly agree	7%	13% N.P	5%	7% *	8%	6%	6%	9%	7%	17% **	8% *	6% *	7%	8% *	11% AC
Somewhat agree	10%	10%	13%	14% *	9%	10%	13%	12%	9%	15% **	13% *	8% *	11%	13% *	13% AC
Neither agree nor disagree	27%	30%	34% N	28% *	29%	28%	22%	22%	24%	5% **	19% *	28% *	31% V.X	40% V.X*	27%
Somewhat disagree	11%	8%	7%	15% *	8%	14% R	14% R	13%	11%	23% **	14% Y*	2% *	13% Y	6% *	13%
Strongly disagree	21%	12%	16%	15% *	18%	20%	27% R.S	26%	25% Z.AA	17% **	24% Z*	25% *	16%	12% *	16%
Don't know	24%	26%	24%	21% *	29% T.U	22%	18%	18%	24%	23% **	22% *	32% *	23%	21% *	19%
Net: Strongly/somewhat agree	18%	23% N	19%	21% *	17%	16%	19%	21%	16%	32% **	21% *	14% *	18%	21% *	24% AC
Net: Strongly/somewhat disagree	32%	20%	24%	30% *	25%	34% R	41% R	39% R	36% Z.AA	40% **	38% AA*	26% *	29%	18% *	30%

BYC_Q5_6. Cobain was the voice of his generation (Generation X)

	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
Unweighted base	1213	157	174	74	462	408	216	127	563	19	108	57	392	73	337
Base: All US Adults	1213	144	190	72	489	376	221	127	564	20	110	65	380	73	319
Strongly agree	10%	11%	12%	9% *	10%	10%	10%	9%	9%	18% **	10% *	3% *	12%	9% *	16% AC
Somewhat agree	18%	15%	15%	23% *	14%	20% R	20%	23% R	17%	23% **	15% *	11% *	19%	22% *	21% AC
Neither agree nor disagree	24%	24%	26%	41% N.O.P*	25%	26%	25%	19%	23%	16% **	32% *	20% *	25%	34% *	25%
Somewhat disagree	8%	4%	5%	- *	6%	8%	11% R	11% R	9%	15% **	5% *	5% *	8%	5% *	10%
Strongly disagree	8%	6%	7%	3% *	7%	7%	11%	11%	11% Z	4% **	7% *	13% Z*	4%	9% *	8%
Don't know	32%	40% N.Q	35%	25% *	39% S.T.U	30%	23%	27%	32%	24% **	32% *	48% V.Z.AA*	32%	21% *	19%
Net: Strongly/somewhat agree	27%	26%	27%	31% *	24%	30%	30%	32%	26%	41% **	25% *	13%	31% Y	31% Y*	37% AC
Net: Strongly/somewhat disagree	16%	10%	13% Q	3% *	13%	15%	22% R.S	22% R	19% Z	19% **	12% *	18% *	12%	14% *	18%

BYC_Q5_7. Since Cobain's death, the impact of his work/music/voice has grown stronger than when he was still alive

	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
Unweighted base	1213	157	174	74	462	408	216	127	563	19	108	57	392	73	337
Base: All US Adults	1213	144	190	72	489	376	221	127	564	20	110	65	380	73	319
Strongly agree	10%	15% N	12%	7% *	11%	9%	11%	8%	8%	23% **	11% *	3% *	13% V.Y	16% V.Y*	14% AC
Somewhat agree	21%	14%	16%	25% O*	16%	20%	29% R.S	27% R	21%	21% **	22% *	13% *	21%	20% *	25% AC
Neither agree nor disagree	24%	22%	22%	30% *	23%	26%	21%	28%	23%	12% **	27% *	20% *	26%	31% *	25%
Somewhat disagree	6%	4%	13% N.O	5% *	6%	7%	6%	6%	6%	13% **	6% *	13% *	5%	2% *	7%
Strongly disagree	5%	4%	3%	3% *	4%	5%	7% R	3%	7% Z	4% **	4% *	5% *	2%	3% *	5%

		...r the age of 18	Income					Type of Area Lived in				Enjoyment of Nirva...			
	Total	No	Under $30k	$30,000 to $49,999	$50,000 to $99,999	$100k+	Prefer not to say	Urban	Suburban/Town	Rural	Other	Enjoy a lot	Enjoy somewhat	Enjoy a little	Do not enjoy at all
Net: Strongly/somewhat disagree	10%	9%	6%	9%	11% AD	12% AD	13% AD	9%	9%	13%	36% **	6%	7%	9%	18% AM.AN.AO.AR.AS

BYC_Q5_5. It's better to burn out than to fade away

	Total	No	Under $30k	$30,000 to $49,999	$50,000 to $99,999	$100k+	Prefer not to say	Urban	Suburban/Town	Rural	Other	Enjoy a lot	Enjoy somewhat	Enjoy a little	Do not enjoy at all
Unweighted base	1213	875	341	219	302	195	155	421	546	237	8	168	207	249	147
Base: All US Adults	1213	893	346	215	305	192	155	408	559	236	9	161	202	248	146
Strongly agree	7%	6%	9% AH	6%	7%	9%	4%	12% AJ.AK	5%	5%	- **	22% N.AO.AP.AQ.A	7% AR	8% AR	4%
Somewhat agree	10%	9%	12%	9%	11%	9%	8%	11%	11%	8%	- **	16% AP.AQ.AR	18% AO.AP.AQ.AR	11%	5%
Neither agree nor disagree	27%	27%	31% AG	27%	25%	21%	25%	26%	27%	26%	15% **	23%	32% AM.AR	28%	31%
Somewhat disagree	11%	11%	9%	12% AH	15% AD.AH	14% AH	5%	11%	13%	10%	21% **	11%	17% AQ.AR	15% AQ.AR	14% AR
Strongly disagree	21%	23% AB	15%	20%	22% AD	28% AD	26% AD	17%	24% AI	21%	15% **	21%	17%	28% AN.AQ.AR.AS	29% AN.AQ.AR
Don't know	24%	25% AB	23%	27%	20%	19%	32% AD.AF.AG	23%	21%	30% AI.AJ	49% **	7%	8%	10%	18% AM.AN.AO.AS
Net: Strongly/somewhat agree	18%	15%	21% AH	15%	18%	17%	11%	23% AJ.AK	15%	13%	- **	38% N.AO.AP.AQ.AR.A	25% AP.AR	19% AP.AR	9%
Net: Strongly/somewhat disagree	32%	33%	24%	32% AD	37% AD	42% AD.AE.AH	31%	28%	36% AI	30%	36% **	32% AR	34% AQ.AR	43% AM.AQ.AR.AS	43% AM.AQ.AR

BYC_Q5_6. Cobain was the voice of his generation (Generation X)

	Total	No	Under $30k	$30,000 to $49,999	$50,000 to $99,999	$100k+	Prefer not to say	Urban	Suburban/Town	Rural	Other	Enjoy a lot	Enjoy somewhat	Enjoy a little	Do not enjoy at all
Unweighted base	1213	875	341	219	302	195	155	421	546	237	8	168	207	249	147
Base: All US Adults	1213	893	346	215	305	192	155	408	559	236	9	161	202	248	146
Strongly agree	10%	8% AH	10% AH	10% AH	10% AH	12% AH	4%	13% AJ.AK	9%	7%	- **	39% N.AO.AP.AQ.AR.A	10% AP.AR	7%	2%
Somewhat agree	18%	16%	18%	22% AH	16%	18%	12%	21% AK	17%	14%	- **	32% AP.AQ.AR	33% AO.AP.AQ.AR	23% AP.AQ.AR	8%
Neither agree nor disagree	24%	24%	29%	22%	24%	22%	22%	24%	23%	30%	10% **	22%	33% AM.AP.AR	34% AM.AP.AR	19%
Somewhat disagree	8%	7%	4%	9% AD	9% AD	11% AD	10% AD	7%	8%	9%	30% **	3%	14% AM.AR.AS	10% AM.AR	17% AM.AQ.AR.AS
Strongly disagree	8%	8%	4%	3%	11% AD.AE	16% AD.AE	11% AD.AE	5%	11% AI	7%	11% **	2%	4%	14% AM.AN.AQ.AR.AS	27% AM.AN.AO.AQ.AR.A
Don't know	32%	37% AB	35% AG	34% AG	30%	22%	41% AF.AG	31%	32%	33%	49% **	3%	6%	13% AM.AN.AS	27% AM.AN.AO.AS
Net: Strongly/somewhat agree	27%	24%	29% AH	33% AH	26%	29% AH	16%	34% AJ.AK	25%	21%	- **	71% N.AO.AP.AQ.AR.A	43% AO.AP.AQ.AR	30% AP.AQ.AR	10%
Net: Strongly/somewhat disagree	16%	15%	8%	11%	20% AD.AE	27% AD.AE	21% AD.AE	11%	19% AI	16%	41% **	4%	18% AM.AQ.AR	24% AM.AQ.AR.AS	44% AM.AO.AQ.AR.A

BYC_Q5_7. Since Cobain's death, the impact of his work/music/voice has grown stronger than when he was still alive

	Total	No	Under $30k	$30,000 to $49,999	$50,000 to $99,999	$100k+	Prefer not to say	Urban	Suburban/Town	Rural	Other	Enjoy a lot	Enjoy somewhat	Enjoy a little	Do not enjoy at all
Unweighted base	1213	875	341	219	302	195	155	421	546	237	8	168	207	249	147
Base: All US Adults	1213	893	346	215	305	192	155	408	559	236	9	161	202	248	146
Strongly agree	10%	8%	12% AH	12% AH	10%	8%	5%	13% AJ.AK	9%	7%	- **	31% N.AO.AP.AQ.AR.A	13% AP.AR	10% AP.AR	3%
Somewhat agree	21%	19%	18%	21%	23% AH	26% AD.AH	14%	21%	22%	19%	- **	36% AP.AQ.AR	33% AP.AQ.AR	28% AP.AQ.AR	15% AR
Neither agree nor disagree	24%	24%	26%	22%	24%	22%	26%	23%	24%	29%	11% **	21%	34% AM.AP.AR	32% AM.AP.AR	20%
Somewhat disagree	6%	6%	5%	4%	9% AE	8%	5%	8%	6%	4%	- **	7% AR	10% AR	9% AR	8% AR
Strongly disagree	5%	5%	3%	3%	3%	9% AD.AE.AF	7%	2%	6% AI	5%	40% **	2%	2%	4%	22% AM.AN.AO.AQ.AR.A

YouGov Omnibus
Kurt Cobain Anniversary
US_nat_internal Sample: 15th - 17th March 2019

	Total	na			Familiarity with Cobain					Age	
		Don`t know	Not applicable - I`m not familiar with Nirvana	Enjoy a lot/somewhat/a little	Very familiar	Somewhat familiar	Not very familiar	Not at all familiar	Very/Somewhat	18-26	27-37
Net: Strongly/somewhat disagree	10%	11% *	9%	8%	7%	9%	13% AT.AX	10%	8%	8%	8%

BYC_Q5_5. It's better to burn out than to fade away

	Total	Don`t know	Not applicable - I`m not familiar with Nirvana	Enjoy a lot/somewhat/a little	Very familiar	Somewhat familiar	Not very familiar	Not at all familiar	Very/Somewhat	18-26	27-37
Unweighted base	1213	74	368	624	229	445	259	280	674	192	262
Base: All US Adults	1213	75	382	610	218	440	257	298	658	179	252
Strongly agree	7%	10% AR*	2%	11% AN.AO.AP.AR	18% AU.AV.AW.AX	6% AW	6% AW	2%	10% AU.AV.AW	10%	10%
Somewhat agree	10%	5% *	6%	15% AP.AQ.AR	16% AV.AW	13% AV.AW	7%	5%	14% AV.AW	13%	16%
Neither agree nor disagree	27%	28% *	22%	28%	23%	29%	28%	24%	27%	30%	28%
Somewhat disagree	11%	5% *	6%	15% AQ.AR	13% AW	15% AW	13% AW	5%	14% AW	12%	12%
Strongly disagree	21%	16% *	16%	23% AN.AR	21% AW	27% AW	23% AW	9%	25% AW	6%	16% AY
Don't know	24%	37% AM.AN.AO.AP.AS*	47% AM.AN.AO.AP.AS	9%	8%	9%	24% AT.AU.AX	55% AT.AU.AV.AX	9%	28% AZ	18%
Net: Strongly/somewhat agree	18%	15% *	8%	26% AO.AP.AR	35% AU.AV.AW.AX	19% AV.AW	13% AW	7%	24% AU.AV.AW	24%	26%
Net: Strongly/somewhat disagree	32%	21% *	22%	37% AQ.AR	34% AW	42% AT.AW	36% AW	14%	39% AT.AW	18%	28% AY

BYC_Q5_6. Cobain was the voice of his generation (Generation X)

	Total	Don`t know	Not applicable - I`m not familiar with Nirvana	Enjoy a lot/somewhat/a little	Very familiar	Somewhat familiar	Not very familiar	Not at all familiar	Very/Somewhat	18-26	27-37
Unweighted base	1213	74	368	624	229	445	259	280	674	192	262
Base: All US Adults	1213	75	382	610	218	440	257	298	658	179	252
Strongly agree	10%	6% *	3%	16% AN.AO.AP.AQ.AR	35% AU.AV.AW.AX	6% AV	3%	3%	16% AU.AV.AW	10%	16%
Somewhat agree	18%	11% *	5%	29% AO.AP.AQ.AR	29% AV.AW	26% AV.AW	11% AW	3%	27% AV.AW	15%	25% AY
Neither agree nor disagree	24%	29% AR*	16%	30% AM.AP.AR	20% AW	32% AT.AW.AX	28% AW	13%	28% AT.AW	24%	26%
Somewhat disagree	8%	5% *	3%	9% AM.AR	7% AW	11% AW	10% AW	1%	10% AW	11%	7%
Strongly disagree	8%	3% *	4%	7% AM.AN.AR	7%	10% AW	10% AW	5%	9%	5%	5%
Don't know	32%	47% AM.AN.AO.AP.AS*	69% AM.AN.AO.AP.AQ.A	8% AM	2%	14% AT.AX	39% AT.AU.AX	75% AT.AU.AV.AX	10% AT	34% AZ	21%
Net: Strongly/somewhat agree	27%	17% AR*	8%	45% AO.AP.AQ.AR	64% AU.AV.AW.AX	33% AV.AW	13% AW	6%	43% AU.AV.AW	26%	41% AY
Net: Strongly/somewhat disagree	16%	8% *	6%	17% AM.AR	14% AW	21% AT.AW	20% AW	7%	19% AT.AW	16%	12%

BYC_Q5_7. Since Cobain's death, the impact of his work/music/voice has grown stronger than when he was still alive

	Total	Don`t know	Not applicable - I`m not familiar with Nirvana	Enjoy a lot/somewhat/a little	Very familiar	Somewhat familiar	Not very familiar	Not at all familiar	Very/Somewhat	18-26	27-37
Unweighted base	1213	74	368	624	229	445	259	280	674	192	262
Base: All US Adults	1213	75	382	610	218	440	257	298	658	179	252
Strongly agree	10%	8% AR*	2%	17% AO.AP.AR	29% AU.AV.AW.AX	8% AV	4%	5%	15% AU.AV.AW	13%	17%
Somewhat agree	21%	14% AR*	7%	32% AP.AQ.AR	31% AV.AW	29% AV.AW	19% AW	2%	30% AV.AW	22%	26%
Neither agree nor disagree	24%	27% AR*	16%	30% AM.AP.AR	22% AW	30% AT.AW	30% AT.AW	13%	27% AT.AW	19%	24%
Somewhat disagree	6%	3% *	2%	9% AR	9% AW	9% AV.AW	5% AW	0%	9% AV.AW	9%	6%
Strongly disagree	5%	4% *	2%	3%	4%	7% AW	4%	2%	6% AW	1%	3%

YouGov Omnibus
Kurt Cobain Anniversary

US_nat_internal Sample: 15th - 17th March 2019

	Total	Gender		Generation							Region				White
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	
Don't know	34%	33%	35%	40% **	28%	25%	40% D,E	68% D,E,F*	- **	- **	28%	40% J	35%	34%	33%
Net: Strongly/somewhat agree	31%	30%	31%	29% **	41% F,G	36% F,G	21% G	6% *	- **	- **	31%	27%	30%	35% K	31%
Net: Strongly/somewhat disagree	11%	13% B	9%	3% **	9%	13%	13%	5% *	- **	- **	12%	8%	13%	9%	11%

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E/F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U, V/W/X/Y/Z/AA, AB/AC, AD/AE/AF/AG/AH, AI/AJ/AK/AL, AM/AN/AO/AP/AQ/AR/AS, AT/AU/AV/AW/AX, AY/AZ, Minimum Base: 30 (**),

YouGov
What the world thinks

	Total	Race			Education				Marital Status						Children unde
		Black	**Hispanic**	**Other (NET)**	**No HS, High school graduate**	**Some college, 2-year**	**4-year**	**Post Grad**	**Married**	**Separated**	**Divorced**	**Widowed**	**Never married**	**Domestic / civil partnership**	**Yes**
Don't know	34%	41%	34%	30% *	41% S.T.U	33%	25%	28%	35%	28% **	31% *	46% *	33%	28% *	23%
Net: Strongly/somewhat agree	31%	29%	28%	32% *	26%	29%	40% R.S	35%	29%	44% **	33% Y*	16%	33% Y	36% Y*	40% AC
Net: Strongly/somewhat disagree	11%	8%	15%	7% *	9%	12%	14%	9%	13% Z	16% **	10% *	18% Z.AA*	8%	5% *	12%

Cell Contents (Col, Small Base: 100 (*))

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Kurt Cobain Anniversary

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YouGov
What the world thinks

	Total	r the age of 18	Income					Type of Area Lived in				Enjoyment of Nirva			
		No	Under $30k	$30,000 to $49,999	$50,000 to $99,999	$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other	Enjoy a lot	Enjoy somewhat	Enjoy a little	Do not enjoy at all
Don't know	34%	38% AB	35%	38% AG	31%	27%	42% AF.AG	34%	34%	36%	49% **	4%	8%	16% AM.AN.AS	33% AM.AN.AO.AS
Net: Strongly/somewhat agree	31%	27%	30% AH	33% AH	33% AH	34% AH	19%	34% AK	31%	26%	- **	67% N.AO.AP.AQ.AR.A	46% AP.AQ.AR	38% AP.AQ.AR	18% AR
Net: Strongly/somewhat disagree	11%	10%	8%	7%	12%	17% AD.AE	12%	10%	12%	9%	40% **	9% AR	12% AR	14% AR	29% M.AN.AO.AQ.AR.A

Cell Contents (Col

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Kurt Cobain Anniversary

US_nat_internal Sample: 15th - 17th March 2019

	Total	...a			Familiarity with Cobain					Age	
		Don`t know	Not applicable - I`m not familiar with Nirvana	Enjoy a lot/somewhat/a little	Very familiar	Somewhat familiar	Not very familiar	Not at all familiar	Very/Somewhat	18-26	27-37
Don't know	34%	43% AM.AN.AO.AS*	71% M.AN.AO.AP.AQ.A	10% AM	5%	16% AT.AX	38% AT.AU.AX	78% AT.AU.AV.AX	13% AT	36% AZ	23%
Net: Strongly/somewhat agree	31%	23% AR*	9%	48% AO.AP.AQ.AR	59% AU.AV.AW.AX	38% AV.AW	22% AW	7%	45% AU.AV.AW	35%	44%
Net: Strongly/somewhat disagree	11%	7% *	3%	12% AR	13% AW	16% AV.AW	9% AW	3%	15% AV.AW	10%	9%

Cell Contents (Col