## 1. Best decade for music

In your opinion, which was the BEST decade for music?

|  | Total | Gender |  | Age |  |  |  | Party ID |  |  | Voter Registration |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | Democrat | Independent | Republican | Registered | Not registered |
| before 1950 | 3\% | 3\% | 4\% | 1\% | 2\% | 3\% | 9\% | 2\% | 5\% | 2\% | 5\% | 0\% |
| 1950s | 11\% | 7\% | 15\% | 7\% | 7\% | 9\% | 28\% | 8\% | 12\% | 18\% | 11\% | 13\% |
| 1960s | 22\% | 23\% | 20\% | 13\% | 7\% | 29\% | 38\% | 16\% | 27\% | 21\% | 23\% | 19\% |
| 1970s | 21\% | 23\% | 19\% | 8\% | 15\% | 37\% | 9\% | 21\% | 21\% | 18\% | 21\% | 20\% |
| 1980s | 22\% | 27\% | 19\% | 22\% | 38\% | 17\% | 11\% | 29\% | 16\% | 27\% | 21\% | 25\% |
| 1990s | 12\% | 11\% | 13\% | 25\% | 21\% | 3\% | 5\% | 18\% | 8\% | 9\% | 13\% | 10\% |
| 2000s | 4\% | 3\% | 5\% | 7\% | 6\% | 1\% | 1\% | 2\% | 5\% | 3\% | 4\% | 3\% |
| after 2010 | 5\% | 4\% | 5\% | 17\% | 3\% | 0\% | 0\% | 4\% | 6\% | 2\% | 3\% | 9\% |
| Totals | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |
| (Unweighted N) | (995) | (455) | (540) | (81) | (263) | (429) | (222) | (350) | (409) | (236) | (919) | (76) |


|  |  | Race |  |  | Education |  |  |  |  | Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | White | Black | Hispanic | Less than high school | High school | Some college | College grad | Post grad | Northeast | Midwest | South | West |
| before 1950 | 3\% | 4\% | 3\% | 2\% | 6\% | 2\% | 3\% | 3\% | 7\% | 2\% | 5\% | 2\% | 5\% |
| 1950s | 11\% | 11\% | 4\% | 23\% | 10\% | 17\% | 9\% | 5\% | 12\% | 14\% | 11\% | 8\% | 15\% |
| 1960s | 22\% | 25\% | 14\% | 6\% | 37\% | 19\% | 20\% | 20\% | 25\% | 20\% | 21\% | 25\% | 19\% |
| 1970s | 21\% | 21\% | 22\% | 14\% | 15\% | 21\% | 20\% | 22\% | 23\% | 21\% | 21\% | 21\% | 19\% |
| 1980s | 22\% | 20\% | 34\% | 26\% | 17\% | 22\% | 28\% | 22\% | 13\% | 30\% | 22\% | 26\% | 14\% |
| 1990s | 12\% | 11\% | 17\% | 18\% | 9\% | 13\% | 13\% | 13\% | 6\% | 11\% | 14\% | 12\% | 12\% |
| 2000s | 4\% | 4\% | - | 5\% | 6\% | 3\% | 2\% | 2\% | 12\% | 1\% | 1\% | 4\% | 7\% |
| after 2010 | 5\% | 4\% | 6\% | 6\% | - | 3\% | 5\% | 12\% | 2\% | 1\% | 7\% | 2\% | 8\% |
|  |  |  |  |  |  |  |  |  |  | 100\% | 100\% | 100\% | 100\% |
| (Unweighted N) | (995) | (863) | (87) | (45) | (21) | (189) | (395) | (244) | (146) | (169) | (201) | (373) | (252) |

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## 2. Worst decade for music

In your opinion, which was the WORST decade for music?

|  | Total | Gender |  | Age |  |  |  | Party ID |  |  | Voter Registration |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | Democrat | Independent | Republican | Registered | Not registered |
| before 1950 | 12\% | 12\% | 12\% | 22\% | 13\% | 7\% | 5\% | 15\% | 9\% | 10\% | 9\% | 17\% |
| 1950s | 1\% | 1\% | 1\% | - | 2\% | 1\% | 0\% | 1\% | 0\% | 2\% | 1\% | - |
| 1960s | 2\% | 1\% | 3\% | 3\% | 3\% | 1\% | 1\% | 1\% | 2\% | 5\% | 2\% | 2\% |
| 1970s | 5\% | 4\% | 6\% | 4\% | 6\% | 5\% | 5\% | 3\% | 7\% | 5\% | 7\% | 2\% |
| 1980s | 8\% | 6\% | 10\% | 11\% | 8\% | 7\% | 6\% | 9\% | 9\% | 5\% | 9\% | 6\% |
| 1990s | 10\% | 9\% | 12\% | 7\% | 11\% | 12\% | 10\% | 5\% | 14\% | 13\% | 9\% | 14\% |
| 2000s | 25\% | 26\% | 24\% | 12\% | 19\% | 27\% | 45\% | 28\% | 20\% | 31\% | 29\% | 14\% |
| after 2010 | 37\% | 42\% | 33\% | 40\% | 37\% | 40\% | 28\% | 38\% | 39\% | 30\% | 34\% | 45\% |
| Totals | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |
| (Unweighted N) | (985) | (453) | (532) | (81) | (262) | (422) | (220) | (347) | (406) | (232) | (911) | (74) |


|  | Total | Race |  |  | Education |  |  |  |  | Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | White | Black | Hispanic | Less than high school | High school | Some college | College grad | Post grad | Northeast | Midwest | South | West |
| before 1950 | 12\% | 10\% | 19\% | 15\% | 9\% | 12\% | 12\% | 12\% | 11\% | 11\% | 8\% | 15\% | 10\% |
| 1950s | 1\% | 1\% | 1\% | - | - | 0\% | 1\% | 1\% | 2\% | 2\% | 0\% | 1\% | 1\% |
| 1960s | 2\% | 2\% | 2\% | - | - | 3\% | 2\% | 0\% | 1\% | 3\% | 2\% | 2\% | 1\% |
| 1970s | 5\% | 4\% | 5\% | 13\% | - | 1\% | 11\% | 5\% | 7\% | 3\% | 8\% | 4\% | 6\% |
| 1980s | 8\% | 9\% | 0\% | 10\% | 8\% | 4\% | 7\% | 12\% | 15\% | 4\% | 10\% | 6\% | 11\% |
| 1990s | 10\% | 12\% | 6\% | 1\% | 8\% | 8\% | 9\% | 15\% | 15\% | 9\% | 13\% | 9\% | 10\% |
| 2000s | 25\% | 25\% | 31\% | 21\% | 38\% | 22\% | 22\% | 25\% | 30\% | 25\% | 24\% | 26\% | 24\% |
| after 2010 | 37\% | 37\% | 36\% | 39\% | 37\% | 49\% | 36\% | 30\% | 19\% | 43\% | 34\% | 37\% | 36\% |
| Totals | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |
| (Unweighted N) | (985) | (856) | (86) | (43) | (20) | (184) | (393) | (241) | (147) | (166) | (201) | (370) | (248) |

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3. Best decade for radio

In your opinion, which was the BEST decade for radio?

|  | Total | Gender |  | Age |  |  |  | Party ID |  |  | Voter Registration |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | Democrat | Independent | Republican | Registered | Not registered |
| before 1950 | 10\% | 8\% | 12\% | 3\% | 4\% | 12\% | 23\% | 6\% | 11\% | 19\% | 11\% | 8\% |
| 1950s | 13\% | 12\% | 15\% | 11\% | 7\% | 12\% | 29\% | 14\% | 12\% | 17\% | 14\% | 11\% |
| 1960s | 14\% | 18\% | 9\% | 4\% | 3\% | 19\% | 29\% | 15\% | 11\% | 16\% | 14\% | 13\% |
| 1970s | 19\% | 18\% | 20\% | 11\% | 14\% | 31\% | 10\% | 17\% | 23\% | 12\% | 17\% | 24\% |
| 1980s | 16\% | 18\% | 15\% | 14\% | 33\% | 13\% | 3\% | 19\% | 16\% | 13\% | 16\% | 18\% |
| 1990s | 13\% | 11\% | 15\% | 30\% | 22\% | 4\% | 1\% | 15\% | 13\% | 10\% | 14\% | 10\% |
| 2000s | 8\% | 9\% | 6\% | 13\% | 9\% | 6\% | 3\% | 8\% | 8\% | 5\% | 7\% | 9\% |
| after 2010 | 7\% | 6\% | 7\% | 15\% | 8\% | 3\% | 2\% | 6\% | 7\% | 9\% | 6\% | 8\% |
| Totals | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |
| (Unweighted N) | (986) | (454) | (532) | (79) | (260) | (425) | (222) | (346) | (407) | (233) | (911) | (75) |


|  |  | Race |  |  | Education |  |  |  |  | Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | White | Black | Hispanic | Less than high school | High school | Some college | College grad | Post grad | Northeast | Midwest | South | West |
| before 1950 | 10\% | 12\% | 8\% | 3\% | 14\% | 9\% | 7\% | 14\% | 15\% | 9\% | 11\% | 9\% | 12\% |
| 1950s | 13\% | 14\% | 13\% | 10\% | 12\% | 13\% | 17\% | 10\% | 10\% | 15\% | 16\% | 11\% | 14\% |
| 1960s | 14\% | 15\% | 11\% | 8\% | 14\% | 20\% | 11\% | 8\% | 11\% | 21\% | 11\% | 14\% | 10\% |
| 1970s | 19\% | 19\% | 13\% | 22\% | 29\% | 17\% | 17\% | 15\% | 32\% | 17\% | 19\% | 19\% | 20\% |
| 1980s | 16\% | 14\% | 25\% | 24\% | 7\% | 17\% | 19\% | 19\% | 9\% | 16\% | 12\% | 20\% | 15\% |
| 1990s | 13\% | 11\% | 20\% | 19\% | 15\% | 12\% | 14\% | 15\% | 7\% | 13\% | 11\% | 15\% | 12\% |
| 2000s | 8\% | 7\% | 8\% | 11\% | 10\% | 7\% | 9\% | 4\% | 10\% | 5\% | 9\% | 8\% | 7\% |
| after 2010 | 7\% | 8\% | 1\% | 2\% | - | 5\% | 7\% | 15\% | 5\% | 4\% | 11\% | 3\% | 9\% |
|  |  |  |  |  |  | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |
| (Unweighted N) | (986) | (857) | (85) | (44) | (20) | (186) | (394) | (239) | (147) | (165) | (200) | (371) | (250) |

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## 4. Worst decade for radio

In your opinion, which was the WORST decade for radio?

|  | Total | Gender |  | Age |  |  |  | Party ID |  |  | Voter Registration |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | Democrat | Independent | Republican | Registered | Not registered |
| before 1950 | 17\% | 14\% | 20\% | 24\% | 19\% | 13\% | 13\% | 17\% | 17\% | 17\% | 14\% | 23\% |
| 1950s | 2\% | 1\% | 3\% | 1\% | 3\% | 2\% | 0\% | 4\% | 1\% | 1\% | 2\% | 2\% |
| 1960s | 3\% | 1\% | 4\% | 6\% | 3\% | 1\% | 1\% | 3\% | 1\% | 6\% | 2\% | 3\% |
| 1970s | 3\% | 2\% | 5\% | 4\% | 3\% | 2\% | 7\% | 2\% | 4\% | 3\% | 5\% | - |
| 1980s | 5\% | 5\% | 4\% | 6\% | 3\% | 5\% | 5\% | 5\% | 5\% | 3\% | 6\% | 2\% |
| 1990s | 7\% | 6\% | 7\% | 3\% | 6\% | 10\% | 7\% | 6\% | 6\% | 10\% | 8\% | 4\% |
| 2000s | 19\% | 20\% | 18\% | 15\% | 16\% | 17\% | 32\% | 23\% | 16\% | 18\% | 19\% | 19\% |
| after 2010 | 45\% | 51\% | 40\% | 42\% | 48\% | 50\% | 35\% | 41\% | 50\% | 42\% | 44\% | 46\% |
| Totals | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |
| (Unweighted N) | (958) | (438) | (520) | (79) | (256) | (411) | (212) | (340) | (393) | (225) | (885) | (73) |


|  | Total | Race |  |  | Education |  |  |  |  | Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | White | Black | Hispanic | Less than high school | High school | Some college | College grad | Post grad | Northeast | Midwest | South | West |
| before 1950 | 17\% | 16\% | 23\% | 20\% | 15\% | 12\% | 22\% | 16\% | 20\% | 18\% | 16\% | 16\% | 19\% |
| 1950s | 2\% | 2\% | 4\% | 2\% | - | 2\% | 2\% | 1\% | 3\% | 3\% | 2\% | 2\% | 1\% |
| 1960s | 3\% | 3\% | 4\% | - | 9\% | 3\% | 2\% | 2\% | 1\% | 4\% | 1\% | 5\% | 1\% |
| 1970s | 3\% | 3\% | 1\% | 4\% | - | 4\% | 3\% | 4\% | 3\% | 2\% | 7\% | 2\% | 2\% |
| 1980s | 5\% | 4\% | 5\% | 7\% | - | 4\% | 5\% | 5\% | 7\% | 3\% | 3\% | 6\% | 5\% |
| 1990s | 7\% | 6\% | 9\% | 7\% | - | 7\% | 8\% | 8\% | 7\% | 8\% | 6\% | 7\% | 5\% |
| 2000s | 19\% | 20\% | 21\% | 9\% | 19\% | 15\% | 18\% | 28\% | 16\% | 18\% | 19\% | 20\% | 18\% |
| after 2010 | 45\% | 46\% | 33\% | 51\% | 57\% | 52\% | 40\% | 36\% | 43\% | 44\% | 46\% | 42\% | 49\% |
| Totals | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |
| (Unweighted N) | (958) | (832) | (85) | (41) | (18) | (179) | (384) | (235) | (142) | (161) | (193) | (362) | (242) |

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5. Best decade for television

In your opinion, which was the BEST decade for television?


|  |  | Race |  |  | Education |  |  |  |  | Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | White | Black | Hispanic | Less than high school | High school | Some college | College grad | Post grad | Northeast | Midwest | South | West |
| before 1950 | 1\% | 2\% | 0\% | - | 7\% | 0\% | 1\% | 2\% | 0\% | 1\% | 3\% | 1\% | 1\% |
| 1950s | 4\% | 4\% | - | 6\% | - | 4\% | 5\% | 4\% | 3\% | 4\% | 5\% | 3\% | 3\% |
| 1960s | 13\% | 12\% | 21\% | 9\% | 14\% | 16\% | 14\% | 7\% | 10\% | 12\% | 13\% | 17\% | 8\% |
| 1970s | 13\% | 15\% | 8\% | 6\% | 5\% | 16\% | 15\% | 10\% | 7\% | 17\% | 14\% | 12\% | 10\% |
| 1980s | 20\% | 18\% | 26\% | 22\% | 20\% | 23\% | 20\% | 15\% | 16\% | 22\% | 23\% | 18\% | 18\% |
| 1990s | 16\% | 15\% | 18\% | 18\% | 14\% | 15\% | 11\% | 24\% | 24\% | 14\% | 8\% | 18\% | 21\% |
| 2000s | 20\% | 19\% | 21\% | 26\% | 33\% | 19\% | 19\% | 19\% | 20\% | 19\% | 21\% | 21\% | 20\% |
| after 2010 | 13\% | 14\% | 5\% | 14\% | 9\% | 6\% | 15\% | 20\% | 19\% | 11\% | 14\% | 9\% | 19\% |
| Totals | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |
| (Unweighted N) | (990) | (859) | (87) | (44) | (21) | (189) | (391) | (244) | (145) | (169) | (197) | (375) | (249) |

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## 6. Worst decade for television

In your opinion, which was the WORST decade for television?

|  | Total | Gender |  | Age |  |  |  | Party ID |  |  | Voter Registration |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | Democrat | Independent | Republican | Registered | Not registered |
| before 1950 | 28\% | 23\% | 32\% | 40\% | 33\% | 22\% | 19\% | 27\% | 30\% | 23\% | 22\% | 41\% |
| 1950s | 6\% | 7\% | 5\% | 6\% | 5\% | 7\% | 5\% | 8\% | 3\% | 10\% | 6\% | 5\% |
| 1960s | 2\% | 2\% | 2\% | - | 3\% | 3\% | 2\% | 1\% | 3\% | 2\% | 3\% | 1\% |
| 1970s | 5\% | 5\% | 5\% | 3\% | 7\% | 5\% | 2\% | 5\% | 4\% | 4\% | 6\% | 2\% |
| 1980s | 4\% | 4\% | 3\% | 7\% | 2\% | 4\% | 1\% | 4\% | 4\% | 2\% | 5\% | 1\% |
| 1990s | 6\% | 7\% | 4\% | 1\% | 11\% | 5\% | 4\% | 8\% | 4\% | 4\% | 7\% | 4\% |
| 2000s | 16\% | 17\% | 14\% | 10\% | 13\% | 16\% | 26\% | 17\% | 15\% | 16\% | 16\% | 14\% |
| after 2010 | 34\% | 34\% | 34\% | 34\% | 27\% | 37\% | 40\% | 29\% | 37\% | 38\% | 36\% | 31\% |
| Totals | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |
| (Unweighted N) | (976) | (449) | (527) | (79) | (260) | (419) | (218) | (343) | (402) | (231) | (901) | (75) |


|  |  | Race |  |  | Education |  |  |  |  | Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | White | Black | Hispanic | Less than high school | High school | Some college | College grad | Post grad | Northeast | Midwest | South | West |
| before 1950 | 28\% | 28\% | 23\% | 33\% | 31\% | 27\% | 29\% | 26\% | 27\% | 41\% | 28\% | 23\% | 27\% |
| 1950s | 6\% | 6\% | 4\% | 6\% | 8\% | 7\% | 4\% | 6\% | 7\% | 7\% | 6\% | 7\% | 4\% |
| 1960s | 2\% | 2\% | 2\% | 3\% | - | 1\% | 4\% | 1\% | 3\% | 3\% | 2\% | 1\% | 4\% |
| 1970s | 5\% | 3\% | 5\% | 12\% | - | 4\% | 5\% | 7\% | 4\% | 5\% | 5\% | 4\% | 5\% |
| 1980s | 4\% | 4\% | 1\% | 7\% | 6\% | 4\% | 3\% | 5\% | 3\% | 2\% | 1\% | 6\% | 3\% |
| 1990s | 6\% | 5\% | 10\% | 7\% | 15\% | 6\% | 3\% | 2\% | 11\% | 8\% | 6\% | 5\% | 5\% |
| 2000s | 16\% | 16\% | 23\% | 5\% | 8\% | 14\% | 22\% | 15\% | 9\% | 7\% | 13\% | 19\% | 19\% |
| after 2010 | 34\% | 36\% | 32\% | 27\% | 33\% | 38\% | 29\% | 37\% | 36\% | 27\% | 39\% | 36\% | 34\% |
| Totals | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |
| (Unweighted N) | (976) | (846) | (86) | (44) | (20) | (186) | (389) | (239) | (142) | (168) | (192) | (369) | (247) |

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## 7. Best decade for fashion

In your opinion, which was the BEST decade for fashion?

|  | Total | Gender |  | Age |  |  |  | Party ID |  |  | Voter Registration |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | Democrat | Independent | Republican | Registered | Not registered |
| before 1950 | 7\% | 8\% | 6\% | 8\% | 4\% | 9\% | 3\% | 4\% | 8\% | 9\% | 7\% | 6\% |
| 1950s | 8\% | 5\% | 10\% | 7\% | 7\% | 6\% | 12\% | 3\% | 10\% | 12\% | 8\% | 6\% |
| 1960s | 13\% | 11\% | 16\% | 5\% | 8\% | 14\% | 31\% | 13\% | 14\% | 13\% | 13\% | 14\% |
| 1970s | 9\% | 8\% | 10\% | 4\% | 5\% | 16\% | 6\% | 12\% | 6\% | 8\% | 11\% | 5\% |
| 1980s | 16\% | 20\% | 12\% | 13\% | 15\% | 19\% | 12\% | 18\% | 15\% | 12\% | 15\% | 18\% |
| 1990s | 17\% | 17\% | 18\% | 21\% | 21\% | 12\% | 19\% | 16\% | 17\% | 23\% | 19\% | 14\% |
| 2000s | 17\% | 15\% | 18\% | 12\% | 27\% | 15\% | 12\% | 20\% | 15\% | 15\% | 16\% | 20\% |
| after 2010 | 13\% | 16\% | 11\% | 29\% | 14\% | 9\% | 4\% | 13\% | 16\% | 8\% | 12\% | 17\% |
| Totals | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |
| (Unweighted N) | (952) | (429) | (523) | (76) | (258) | (407) | (211) | (341) | (383) | (228) | (878) | (74) |


|  | Total | Race |  |  | Education |  |  |  |  | Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | White | Black | Hispanic | Less than high school | High school | Some college | College grad | Post grad | Northeast | Midwest | South | West |
| before 1950 | 7\% | 8\% | 2\% | 2\% | 6\% | 1\% | 10\% | 11\% | 5\% | 3\% | 9\% | 7\% | 6\% |
| 1950s | 8\% | 9\% | 2\% | 7\% | 5\% | 6\% | 10\% | 8\% | 7\% | 6\% | 14\% | 5\% | 6\% |
| 1960s | 13\% | 15\% | 11\% | 4\% | 18\% | 11\% | 9\% | 15\% | 29\% | 19\% | 9\% | 13\% | 15\% |
| 1970s | 9\% | 9\% | 19\% | 1\% | 17\% | 8\% | 10\% | 6\% | 4\% | 4\% | 9\% | 13\% | 6\% |
| 1980s | 16\% | 15\% | 23\% | 10\% | 21\% | 21\% | 14\% | 7\% | 12\% | 18\% | 20\% | 14\% | 12\% |
| 1990s | 17\% | 14\% | 25\% | 29\% | 16\% | 20\% | 19\% | 16\% | 7\% | 21\% | 14\% | 18\% | 17\% |
| 2000s | 17\% | 16\% | 15\% | 26\% | 17\% | 17\% | 18\% | 15\% | 18\% | 21\% | 15\% | 16\% | 17\% |
| after 2010 | 13\% | 14\% | 5\% | 19\% | - | 15\% | 10\% | 22\% | 17\% | 8\% | 11\% | 14\% | 19\% |
| Totals | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |
| (Unweighted N) | (952) | (821) | (87) | (44) | (20) | (187) | (375) | (228) | (142) | (162) | (190) | (364) | (236) |

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## 8. Worst decade for fashio

In your opinion, which was the WORST decade for fashion?

|  | Total | Gender |  | Age |  |  |  | Party ID |  |  | Voter Registration |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | Democrat | Independent | Republican | Registered | Not registered |
| before 1950 | 13\% | 13\% | 12\% | 22\% | 8\% | 12\% | 12\% | 17\% | 9\% | 12\% | 12\% | 15\% |
| 1950s | 7\% | 6\% | 9\% | 15\% | 5\% | 6\% | 5\% | 8\% | 6\% | 8\% | 6\% | 11\% |
| 1960s | 8\% | 9\% | 8\% | 5\% | 11\% | 5\% | 15\% | 11\% | 7\% | 7\% | 10\% | 5\% |
| 1970s | 16\% | 17\% | 14\% | 13\% | 21\% | 15\% | 11\% | 11\% | 19\% | 18\% | 18\% | 9\% |
| 1980s | 15\% | 16\% | 15\% | 16\% | 29\% | 11\% | 4\% | 16\% | 17\% | 10\% | 16\% | 14\% |
| 1990s | 6\% | 4\% | 7\% | 10\% | 6\% | 5\% | 2\% | 4\% | 6\% | 8\% | 5\% | 8\% |
| 2000s | 14\% | 16\% | 13\% | 9\% | 8\% | 20\% | 19\% | 15\% | 16\% | 10\% | 14\% | 14\% |
| after 2010 | 20\% | 19\% | 21\% | 9\% | 14\% | 26\% | 33\% | 18\% | 21\% | 27\% | 19\% | 23\% |
| Totals | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |
| (Unweighted N) | (952) | (434) | (518) | (76) | (259) | (407) | (210) | (338) | (387) | (227) | (879) | (73) |


|  |  | Race |  |  | Education |  |  |  |  | Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | White | Black | Hispanic | Less than high school | High school | Some college | College grad | Post grad | Northeast | Midwest | South | West |
| before 1950 | 13\% | 12\% | 16\% | 13\% | - | 18\% | 12\% | 15\% | 6\% | 19\% | 12\% | 11\% | 12\% |
| 1950s | 7\% | 7\% | 5\% | 13\% | 16\% | 10\% | 5\% | 4\% | 5\% | 8\% | 6\% | 6\% | 11\% |
| 1960s | 8\% | 6\% | 9\% | 20\% | 9\% | 13\% | 5\% | 8\% | 7\% | 12\% | 7\% | 9\% | 7\% |
| 1970s | 16\% | 15\% | 15\% | 18\% | 6\% | 14\% | 21\% | 15\% | 15\% | 16\% | 16\% | 17\% | 13\% |
| 1980s | 15\% | 15\% | 10\% | 23\% | - | 11\% | 17\% | 24\% | 28\% | 11\% | 15\% | 11\% | 25\% |
| 1990s | 6\% | 6\% | 5\% | 2\% | - | 5\% | 6\% | 9\% | 6\% | 11\% | 6\% | 5\% | 4\% |
| 2000s | 14\% | 15\% | 20\% | 5\% | 34\% | 10\% | 15\% | 13\% | 11\% | 4\% | 18\% | 17\% | 14\% |
| after 2010 | 20\% | 23\% | 19\% | 7\% | 35\% | 20\% | 21\% | 11\% | 22\% | 18\% | 21\% | 25\% | 15\% |
| Totals <br> (Unweighted N ) | $\begin{aligned} & 100 \% \\ & (952) \end{aligned}$ | $\begin{aligned} & \hline 100 \% \\ & (823) \end{aligned}$ | $\begin{gathered} 100 \% \\ (86) \end{gathered}$ | $\begin{gathered} 100 \% \\ (43) \end{gathered}$ | $\begin{gathered} 100 \% \\ (19) \end{gathered}$ | $\begin{aligned} & \hline 100 \% \\ & (185) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (376) \end{aligned}$ | $\begin{aligned} & \hline 100 \% \\ & (229) \end{aligned}$ | $\begin{aligned} & \hline 100 \% \\ & (143) \end{aligned}$ | $\begin{aligned} & \hline 100 \% \\ & (163) \end{aligned}$ | $\begin{aligned} & \hline 100 \% \\ & (191) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (363) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (235) \end{aligned}$ |

## 9. Best decade for movies

In your opinion, which was the BEST decade for movies?



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## 10. Worst decade for movies

In your opinion, which was the WORST decade for movies?

|  | Total | Gender |  | Age |  |  |  | Party ID |  |  | Voter Registration |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | Democrat | Independent | Republican | Registered | Not registered |
| before 1950 | 20\% | 17\% | 23\% | 39\% | 18\% | 14\% | 12\% | 21\% | 21\% | 14\% | 18\% | 24\% |
| 1950s | 9\% | 10\% | 8\% | 10\% | 7\% | 11\% | 5\% | 12\% | 6\% | 9\% | 9\% | 8\% |
| 1960s | 6\% | 6\% | 6\% | 4\% | 5\% | 10\% | 3\% | 7\% | 5\% | 5\% | 6\% | 5\% |
| 1970s | 8\% | 9\% | 6\% | 7\% | 17\% | 3\% | 3\% | 7\% | 8\% | 8\% | 8\% | 6\% |
| 1980s | 6\% | 7\% | 4\% | 4\% | 4\% | 7\% | 6\% | 7\% | 4\% | 6\% | 7\% | 1\% |
| 1990s | 6\% | 7\% | 5\% | 1\% | 7\% | 7\% | 6\% | 5\% | 6\% | 5\% | 7\% | 3\% |
| 2000s | 18\% | 17\% | 19\% | 7\% | 19\% | 20\% | 26\% | 17\% | 20\% | 18\% | 18\% | 19\% |
| after 2010 | 29\% | 28\% | 29\% | 27\% | 23\% | 27\% | 42\% | 25\% | 30\% | 35\% | 27\% | 33\% |
| Totals | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |
| (Unweighted N) | (947) | (434) | (513) | (77) | (255) | (402) | (213) | (334) | (390) | (223) | (875) | (72) |



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## 11. Best decade for cars

In your opinion, which was the BEST decade for cars?

|  | Total | Gender |  | Age |  |  |  | Party ID |  |  | Voter Registration |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | Democrat | Independent | Republican | Registered | Not registered |
| before 1950 | 6\% | 4\% | 8\% | 6\% | 3\% | 6\% | 9\% | 4\% | 6\% | 9\% | 5\% | 7\% |
| 1950s | 15\% | 14\% | 16\% | 14\% | 12\% | 18\% | 18\% | 12\% | 15\% | 24\% | 15\% | 16\% |
| 1960s | 20\% | 23\% | 17\% | 11\% | 14\% | 29\% | 18\% | 14\% | 22\% | 27\% | 22\% | 14\% |
| 1970s | 9\% | 7\% | 12\% | 5\% | 13\% | 9\% | 9\% | 12\% | 8\% | 6\% | 9\% | 11\% |
| 1980s | 6\% | 7\% | 4\% | 3\% | 6\% | 7\% | 6\% | 9\% | 3\% | 7\% | 6\% | 6\% |
| 1990s | 7\% | 8\% | 7\% | 11\% | 9\% | 3\% | 8\% | 9\% | 6\% | 6\% | 7\% | 8\% |
| 2000s | 14\% | 12\% | 16\% | 19\% | 16\% | 8\% | 17\% | 16\% | 15\% | 6\% | 15\% | 11\% |
| after 2010 | 23\% | 26\% | 20\% | 32\% | 27\% | 19\% | 15\% | 23\% | 25\% | 16\% | 22\% | 25\% |
| Totals | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |
| (Unweighted N) | (971) | (446) | (525) | (74) | (257) | (421) | (219) | (341) | (397) | (233) | (897) | (74) |


|  |  | Race |  |  | Education |  |  |  |  | Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | White | Black | Hispanic | Less than high school | High school | Some college | College grad | Post grad | Northeast | Midwest | South | West |
| before 1950 | 6\% | 6\% | 6\% | 4\% | 7\% | 5\% | 7\% | 2\% | 11\% | 9\% | 5\% | 6\% | 4\% |
| 1950s | 15\% | 18\% | 4\% | 12\% | 29\% | 21\% | 10\% | 9\% | 10\% | 18\% | 17\% | 16\% | 12\% |
| 1960s | 20\% | 23\% | 9\% | 8\% | 13\% | 19\% | 24\% | 20\% | 15\% | 14\% | 24\% | 21\% | 17\% |
| 1970s | 9\% | 10\% | 7\% | 7\% | 13\% | 10\% | 9\% | 9\% | 6\% | 7\% | 13\% | 8\% | 10\% |
| 1980s | 6\% | 5\% | 7\% | 11\% | 9\% | 9\% | 4\% | 4\% | 0\% | 8\% | 7\% | 5\% | 5\% |
| 1990s | 7\% | 6\% | 13\% | 7\% | 8\% | 6\% | 11\% | 4\% | 7\% | 8\% | 7\% | 9\% | 5\% |
| 2000s | 14\% | 8\% | 34\% | 31\% | 13\% | 13\% | 12\% | 18\% | 18\% | 13\% | 8\% | 16\% | 17\% |
| after 2010 | 23\% | 24\% | 21\% | 20\% | 9\% | 18\% | 23\% | 34\% | 32\% | 24\% | 19\% | 20\% | 30\% |
| Totals | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |
| (Unweighted N) | (971) | (841) | (85) | (45) | (21) | (187) | (383) | (236) | (144) | (166) | (189) | (369) | (247) |

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## 12. Worst decade for cars

In your opinion, which was the WORST decade for cars?

|  | Total | Gender |  | Age |  |  |  | Party ID |  |  | Voter Registration |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | Democrat | Independent | Republican | Registered | Not registered |
| before 1950 | 21\% | 20\% | 23\% | 28\% | 22\% | 14\% | 27\% | 26\% | 18\% | 21\% | 19\% | 27\% |
| 1950s | 4\% | 5\% | 3\% | 1\% | 3\% | 5\% | 6\% | 4\% | 4\% | 5\% | 4\% | 4\% |
| 1960s | 5\% | 5\% | 4\% | 9\% | 6\% | 2\% | 2\% | 5\% | 5\% | 2\% | 4\% | 5\% |
| 1970s | 12\% | 12\% | 13\% | 11\% | 12\% | 13\% | 14\% | 11\% | 13\% | 13\% | 13\% | 12\% |
| 1980s | 17\% | 18\% | 16\% | 13\% | 21\% | 19\% | 10\% | 19\% | 17\% | 11\% | 19\% | 11\% |
| 1990s | 8\% | 9\% | 7\% | 10\% | 6\% | 7\% | 9\% | 6\% | 7\% | 14\% | 11\% | 1\% |
| 2000s | 13\% | 13\% | 13\% | 6\% | 17\% | 13\% | 15\% | 12\% | 12\% | 18\% | 11\% | 18\% |
| after 2010 | 20\% | 19\% | 21\% | 22\% | 11\% | 28\% | 16\% | 18\% | 23\% | 16\% | 19\% | 23\% |
| Totals | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |
| (Unweighted N) | (942) | (439) | (503) | (71) | (253) | (408) | (210) | (330) | (386) | (226) | (871) | (71) |


|  |  | Race |  |  | Education |  |  |  |  | Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | White | Black | Hispanic | Less than high school | High school | Some college | College grad | Post grad | Northeast | Midwest | South | West |
| before 1950 | 21\% | 18\% | 33\% | 29\% | 23\% | 24\% | 13\% | 34\% | 20\% | 24\% | 15\% | 22\% | 25\% |
| 1950s | 4\% | 4\% | 6\% | 4\% | - | 4\% | 4\% | 4\% | 10\% | 1\% | 2\% | 6\% | 6\% |
| 1960s | 5\% | 5\% | - | 9\% | 9\% | 3\% | 5\% | 4\% | 6\% | 6\% | 5\% | 4\% | 4\% |
| 1970s | 12\% | 14\% | 8\% | 8\% | 5\% | 7\% | 17\% | 11\% | 21\% | 18\% | 13\% | 10\% | 11\% |
| 1980s | 17\% | 16\% | 22\% | 15\% | 14\% | 15\% | 20\% | 15\% | 17\% | 16\% | 15\% | 18\% | 17\% |
| 1990s | 8\% | 8\% | 7\% | 7\% | 1\% | 10\% | 9\% | 3\% | 10\% | 7\% | 7\% | 10\% | 6\% |
| 2000s | 13\% | 14\% | 9\% | 11\% | 14\% | 12\% | 15\% | 16\% | 4\% | 6\% | 19\% | 14\% | 10\% |
| after 2010 | 20\% | 21\% | 15\% | 18\% | 33\% | 25\% | 17\% | 12\% | 12\% | 23\% | 25\% | 16\% | 21\% |
|  | $100 \%$ |  |  |  |  |  |  | $100 \%$ |  | $100 \%$ | $100 \%$ | $100 \%$ | $100 \%$ |
| (Unweighted N) | (942) | (819) | (81) | (42) | (20) | (179) | (372) | (231) | (140) | (160) | (185) | (358) | (239) |

