

1. The 90s | Remember Crystal Pepsi

Do you remember the drink Crystal Pepsi, a clear Pepsi variant which was sold in the 1990s?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, I remember it	48%	48%	48%	27%	65%	57%	37%	51%	46%	48%	18%
No, I do not remember it	46%	46%	45%	69%	26%	37%	58%	42%	50%	45%	73%
Not sure	6%	6%	6%	4%	9%	7%	6%	6%	4%	7%	8%
Totals (Unweighted N)	100% (997)	100% (482)	100% (515)	100% (175)	100% (245)	100% (396)	100% (181)	100% (701)	100% (129)	100% (105)	100% (62)

	Party ID (3 category)			Family Income (3 category)				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Yes, I remember it	48%	52%	47%	45%	48%	53%	53%	37%	48%	56%	45%	44%
No, I do not remember it	46%	44%	46%	48%	46%	40%	45%	53%	46%	38%	47%	52%
Not sure	6%	5%	7%	7%	6%	6%	2%	10%	6%	6%	8%	3%
Totals (Unweighted N)	100% (997)	100% (371)	100% (386)	100% (240)	100% (471)	100% (275)	100% (117)	100% (134)	100% (176)	100% (245)	100% (360)	100% (216)

2. The 90s | Like Crystal Pepsi

Did you like or dislike Crystal Pepsi?

Asked of those who remember Crystal Pepsi

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Like a lot	14%	20%	9%	14%	30%	5%	7%	11%	18%	23%	23%
Like a little	26%	24%	27%	40%	32%	20%	19%	23%	30%	38%	36%
Dislike a little	15%	12%	18%	17%	13%	17%	12%	15%	9%	18%	13%
Dislike a lot	24%	22%	26%	7%	14%	32%	36%	27%	25%	11%	16%
Not sure	21%	23%	20%	22%	12%	27%	26%	24%	18%	10%	13%
Totals (Unweighted N)	100% (486)	100% (249)	100% (237)	100% (53)	100% (154)	100% (217)	100% (62)	100% (356)	100% (61)	100% (46)	100% (23)

	Party ID (3 category)				Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Like a lot	14%	19%	12%	9%	19%	7%	6%	15%	16%	11%	12%	19%
Like a little	26%	29%	25%	23%	24%	25%	48%	10%	32%	28%	21%	25%
Dislike a little	15%	14%	13%	19%	12%	19%	12%	21%	13%	14%	19%	12%
Dislike a lot	24%	20%	23%	31%	22%	35%	22%	12%	19%	24%	28%	22%
Not sure	21%	18%	26%	18%	23%	15%	11%	43%	20%	23%	20%	21%
Totals (Unweighted N)	100% (486)	100% (190)	100% (185)	100% (111)	100% (231)	100% (142)	100% (63)	100% (50)	100% (82)	100% (147)	100% (166)	100% (91)

3. The 90s | Best Decade

Which decade do you think was the best decade?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
1950s	11%	12%	9%	2%	3%	9%	30%	14%	5%	2%	4%
1960s	12%	12%	13%	3%	3%	12%	32%	15%	7%	10%	2%
1970s	15%	16%	14%	8%	5%	28%	11%	15%	12%	22%	9%
1980s	23%	23%	24%	14%	32%	29%	14%	23%	33%	20%	11%
1990s	20%	19%	20%	37%	32%	11%	4%	18%	23%	26%	25%
2000s	5%	4%	7%	12%	9%	1%	1%	4%	6%	10%	7%
2010s	3%	3%	3%	8%	2%	2%	0%	3%	6%	1%	2%
Not sure	11%	12%	10%	17%	12%	8%	8%	9%	9%	10%	39%
Totals (Unweighted N)	100% (1,000)	100% (484)	100% (516)	100% (177)	100% (245)	100% (396)	100% (182)	100% (703)	100% (129)	100% (106)	100% (62)

	Party ID (3 category)				Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
1950s	11%	7%	10%	17%	11%	12%	4%	12%	8%	14%	10%	11%
1960s	12%	13%	13%	10%	11%	14%	11%	15%	10%	16%	13%	10%
1970s	15%	17%	15%	11%	16%	9%	25%	13%	22%	12%	14%	12%
1980s	23%	22%	21%	29%	22%	29%	24%	19%	17%	23%	28%	21%
1990s	20%	20%	20%	18%	23%	17%	17%	17%	24%	17%	19%	20%
2000s	5%	4%	6%	6%	3%	6%	4%	10%	2%	5%	6%	7%
2010s	3%	4%	3%	2%	3%	3%	3%	2%	3%	2%	3%	3%
Not sure	11%	13%	11%	7%	10%	12%	13%	11%	13%	11%	7%	15%
Totals (Unweighted N)	100% (1,000)	100% (371)	100% (387)	100% (242)	100% (472)	100% (275)	100% (117)	100% (136)	100% (176)	100% (245)	100% (361)	100% (218)

4. The 90s | Better Now or Then

Would you say that it was better or worse to live in the 1990s than it is to live today?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Better in the 1990s	60%	56%	64%	52%	61%	59%	69%	62%	63%	60%	38%
About the same	22%	20%	23%	20%	22%	23%	20%	23%	19%	14%	24%
Worse in the 1990s	10%	15%	5%	19%	5%	9%	9%	9%	8%	12%	18%
Not sure	8%	8%	8%	9%	12%	9%	1%	6%	10%	14%	21%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(483)	(515)	(176)	(245)	(396)	(181)	(702)	(129)	(105)	(62)

	Party ID (3 category)			Family Income (3 category)				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Better in the 1990s	60%	50%	62%	71%	63%	61%	50%	58%	46%	68%	66%	55%
About the same	22%	29%	17%	19%	18%	29%	24%	20%	30%	19%	17%	24%
Worse in the 1990s	10%	15%	9%	5%	10%	8%	19%	7%	18%	8%	8%	7%
Not sure	8%	6%	12%	5%	9%	2%	7%	15%	6%	5%	8%	14%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(369)	(387)	(242)	(470)	(275)	(117)	(136)	(176)	(245)	(360)	(217)

Interviewing Dates	July 9 - 11, 2016
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, voter registration, political ideology, party identification, geographic region, and voter registration) was selected from the 2014 American Community Study. Voter registration and party identification were imputed from the November 2014 Current Population Survey Registration and Voting Supplement.
Weighting	The sample was weighted using propensity scores based on gender, age, race, education, political ideology, geographic region and voter registration. The weights range from 0.001 to 6.338, with a mean of one and a standard deviation of 1.174.
Number of respondents	1000
Margin of error	± 4.8% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	20 questions not reported.