

1. Favorite classic toys

Select up to four of your favorite classic toys from the list below.

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Mr. Potato Head	12%	9%	15%	8%	18%	11%	11%	13%	12%	11%
Play-Doh	25%	18%	33%	32%	30%	23%	13%	27%	24%	27%
Barbie	14%	1%	26%	14%	16%	16%	7%	17%	11%	16%
Baby doll	8%	0%	15%	5%	6%	10%	9%	11%	6%	8%
LEGOs	36%	40%	31%	49%	44%	29%	19%	34%	37%	35%
Sled	13%	17%	10%	7%	10%	13%	27%	11%	15%	13%
Building blocks	12%	13%	10%	10%	10%	11%	16%	11%	12%	12%
See 'N Say	4%	3%	4%	4%	4%	4%	3%	5%	3%	5%
Green Army men	15%	29%	3%	15%	17%	18%	9%	15%	17%	13%
Yo-yo	21%	28%	14%	14%	18%	22%	35%	18%	23%	20%
Slinky	22%	22%	22%	22%	15%	25%	26%	24%	22%	20%
Erector set	18%	32%	5%	8%	12%	20%	38%	10%	22%	21%
Lincoln Logs	26%	36%	17%	15%	25%	26%	42%	17%	29%	34%
Cabbage patch kid	8%	1%	14%	6%	17%	4%	4%	9%	7%	7%
Etch A Sketch	30%	26%	34%	25%	21%	38%	34%	31%	27%	33%
Easy Bake Oven	13%	2%	23%	11%	14%	15%	8%	18%	8%	14%
Magic 8 Ball	10%	10%	10%	12%	10%	11%	7%	12%	9%	9%
Hula hoops	13%	6%	20%	9%	8%	18%	16%	18%	11%	11%
Coloring book	27%	13%	39%	24%	24%	29%	26%	27%	24%	31%
Raggedy Ann and Andy dolls	4%	0%	8%	2%	5%	4%	6%	3%	4%	7%
None of these	8%	12%	5%	17%	7%	6%	6%	9%	10%	4%
Totals	(1,000)	(463)	(537)	(165)	(249)	(400)	(182)	(334)	(426)	(240)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Mr. Potato Head	12%	13%	12%	10%	15%	10%	4%	16%	13%	12%	16%	7%
Play-Doh	25%	27%	20%	19%	26%	26%	22%	32%	28%	26%	27%	21%
Barbie	14%	15%	11%	13%	14%	15%	18%	14%	15%	15%	17%	9%
Baby doll	8%	7%	16%	6%	10%	10%	4%	7%	9%	10%	10%	3%
LEGOs	36%	37%	34%	30%	37%	30%	34%	43%	35%	31%	39%	35%
Sled	13%	17%	3%	3%	9%	18%	18%	14%	18%	15%	11%	12%
Building blocks	12%	12%	9%	12%	10%	14%	10%	14%	10%	8%	11%	17%
See 'N Say	4%	3%	10%	1%	3%	5%	5%	5%	2%	5%	5%	2%
Green Army men	15%	16%	11%	17%	14%	14%	21%	19%	16%	17%	14%	16%
Yo-yo	21%	20%	18%	27%	21%	24%	15%	23%	20%	16%	22%	24%
Slinky	22%	22%	22%	20%	21%	21%	27%	23%	16%	25%	22%	24%
Erector set	18%	23%	4%	6%	12%	22%	32%	25%	18%	15%	16%	24%
Lincoln Logs	26%	32%	3%	12%	25%	26%	37%	28%	27%	30%	24%	25%
Cabbage patch kid	8%	7%	10%	10%	10%	8%	12%	6%	9%	8%	10%	4%
Etch A Sketch	30%	30%	29%	27%	27%	35%	38%	24%	23%	28%	31%	35%
Easy Bake Oven	13%	10%	29%	16%	14%	17%	10%	10%	11%	15%	15%	10%
Magic 8 Ball	10%	10%	9%	11%	13%	9%	5%	11%	9%	12%	10%	11%
Hula hoops	13%	11%	23%	15%	13%	16%	4%	12%	6%	11%	17%	15%
Coloring book	27%	25%	22%	38%	29%	32%	18%	23%	22%	25%	28%	28%
Raggedy Ann and												
Andy dolls	4%	4%	4%	4%	5%	4%	12%	2%	4%	6%	5%	2%
None of these	8%	7%	14%	12%	8%	4%	4%	7%	10%	10%	6%	8%
Totals	(1,000)	(788)	(107)	(105)	(350)	(270)	(66)	(145)	(217)	(199)	(337)	(247)