

1. Ever watched the Brady Bunch

Have you ever watched the TV show, "The Brady Bunch"?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	85%	84%	87%	73%	82%	94%	87%	83%	83%	92%
No	12%	15%	8%	23%	10%	5%	12%	14%	13%	7%
Not sure	3%	1%	5%	4%	8%	0%	1%	3%	4%	1%
Totals (Unweighted N)	100% (995)	100% (474)	100% (521)	100% (172)	100% (265)	100% (385)	100% (173)	100% (349)	100% (394)	100% (252)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Yes	85%	89%	86%	64%	81%	89%	91%	92%	86%	87%	87%	81%
No	12%	9%	12%	23%	15%	8%	9%	8%	9%	11%	11%	16%
Not sure	3%	2%	2%	13%	3%	3%	—	—	5%	2%	3%	3%
Totals (Unweighted N)	100% (995)	100% (766)	100% (120)	100% (109)	100% (327)	100% (292)	100% (82)	100% (151)	100% (168)	100% (218)	100% (376)	100% (233)

2. Familiarity with the Brady Bunch

How familiar are you with the TV show, "The Brady Bunch"?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very familiar	35%	27%	41%	15%	34%	54%	22%	40%	29%	36%
Somewhat familiar	45%	48%	42%	45%	47%	37%	57%	40%	49%	43%
Not very familiar	13%	15%	11%	23%	13%	6%	12%	11%	11%	18%
Not familiar at all	8%	11%	6%	17%	7%	3%	9%	9%	11%	3%
Totals (Unweighted N)	100% (994)	100% (473)	100% (521)	100% (172)	100% (265)	100% (384)	100% (173)	100% (348)	100% (394)	100% (252)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Very familiar	35%	35%	43%	24%	37%	35%	35%	39%	38%	41%	34%	28%
Somewhat familiar	45%	46%	41%	42%	46%	46%	51%	40%	41%	38%	46%	51%
Not very familiar	13%	13%	7%	18%	8%	14%	8%	14%	9%	16%	12%	13%
Not familiar at all	8%	7%	10%	16%	9%	5%	6%	7%	12%	5%	8%	8%
Totals (Unweighted N)	100% (994)	100% (766)	100% (119)	100% (109)	100% (326)	100% (293)	100% (82)	100% (150)	100% (168)	100% (217)	100% (376)	100% (233)

3. Favorite Brady Bunch character

Who was your favorite character in "The Brady Bunch"?

	Total	Gender		Age				Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Not familiar with the show	21%	25%	17%	40%	20%	10%	21%	20%	21%	21%
Mike	2%	3%	1%	—	2%	3%	2%	1%	2%	3%
Carol	3%	3%	3%	2%	2%	3%	3%	3%	2%	3%
Greg	3%	4%	3%	1%	3%	5%	3%	4%	4%	1%
Marcia	13%	15%	10%	9%	15%	19%	3%	11%	12%	17%
Peter	2%	2%	2%	1%	3%	3%	—	2%	2%	2%
Jan	4%	4%	5%	5%	5%	4%	2%	4%	5%	3%
Bobby	3%	4%	2%	3%	5%	3%	1%	4%	3%	2%
Cindy	3%	2%	4%	5%	4%	2%	2%	3%	3%	4%
Alice	27%	19%	35%	15%	20%	32%	42%	28%	24%	31%
Tiger	2%	1%	2%	1%	3%	1%	1%	1%	1%	2%
Not sure	17%	18%	16%	17%	18%	14%	21%	18%	20%	12%
Totals (Unweighted N)	100% (996)	100% (475)	100% (521)	100% (172)	100% (265)	100% (387)	100% (172)	100% (349)	100% (396)	100% (251)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Not familiar with the show	21%	19%	16%	34%	17%	18%	13%	21%	21%	21%	20%	22%
Mike	2%	2%	1%	3%	1%	3%	3%	3%	2%	1%	2%	2%
Carol	3%	2%	2%	5%	3%	3%	4%	3%	3%	1%	2%	4%
Greg	3%	4%	—	4%	3%	2%	3%	5%	6%	4%	3%	3%
Marcia	13%	12%	10%	17%	15%	13%	16%	16%	11%	12%	13%	15%
Peter	2%	2%	2%	0%	2%	1%	—	2%	3%	3%	2%	1%
Jan	4%	4%	8%	4%	4%	4%	4%	7%	3%	6%	4%	4%
Bobby	3%	2%	4%	6%	4%	4%	1%	4%	4%	3%	2%	3%
Cindy	3%	3%	8%	0%	3%	3%	1%	5%	5%	3%	3%	2%
Alice	27%	29%	27%	14%	31%	28%	34%	19%	23%	26%	29%	28%
Tiger	2%	2%	—	3%	2%	2%	3%	—	3%	1%	2%	0%
Not sure	17%	18%	22%	9%	15%	20%	19%	15%	16%	18%	17%	17%
Totals (Unweighted N)	100% (996)	100% (767)	100% (120)	100% (109)	100% (328)	100% (293)	100% (82)	100% (151)	100% (168)	100% (218)	100% (377)	100% (233)

4. Grown up in Brady house

Do you think you would have liked growing up in the Brady household?

	Total	Gender		Age				Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Not familiar with the show	21%	25%	17%	40%	20%	10%	21%	20%	21%	21%
Yes	34%	29%	38%	23%	30%	44%	32%	35%	31%	37%
No	30%	31%	29%	29%	33%	32%	25%	32%	30%	29%
Not sure	15%	14%	16%	8%	17%	15%	23%	13%	18%	13%
Totals (Unweighted N)	100% (996)	100% (475)	100% (521)	100% (171)	100% (265)	100% (387)	100% (173)	100% (349)	100% (395)	100% (252)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Not familiar with the show	21%	19%	16%	34%	17%	18%	13%	21%	21%	21%	20%	22%
Yes	34%	35%	33%	28%	36%	36%	33%	29%	29%	35%	35%	34%
No	30%	30%	37%	23%	30%	29%	39%	39%	36%	29%	30%	28%
Not sure	15%	16%	14%	15%	16%	17%	15%	12%	14%	15%	15%	17%
Totals (Unweighted N)	100% (996)	100% (767)	100% (120)	100% (109)	100% (328)	100% (293)	100% (82)	100% (151)	100% (168)	100% (218)	100% (377)	100% (233)

5. Favorite TV family

Which was your favorite TV family?

	Total	Gender		Age				Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
The Brady Bunch	10%	7%	12%	7%	9%	12%	9%	10%	9%	10%
The Waltons	12%	11%	14%	3%	2%	19%	26%	8%	13%	17%
The Cosby Show (Huxtables)	23%	18%	28%	12%	29%	25%	24%	31%	22%	15%
Leave it to Beaver (Cleavers)	12%	15%	9%	5%	6%	16%	19%	9%	9%	19%
The Simpsons	18%	27%	10%	36%	30%	7%	2%	17%	20%	16%
Modern Family (Pritch- ett/Dunphy/Delgado/Tucker)	10%	8%	13%	20%	11%	7%	5%	13%	10%	8%
Not sure	14%	15%	14%	18%	13%	14%	13%	11%	18%	13%
Totals (Unweighted N)	100% (996)	100% (475)	100% (521)	100% (171)	100% (265)	100% (387)	100% (173)	100% (348)	100% (396)	100% (252)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
The Brady Bunch	10%	9%	8%	12%	13%	10%	6%	7%	12%	10%	8%	10%
The Waltons	12%	15%	6%	2%	11%	17%	12%	10%	8%	18%	14%	8%
The Cosby Show (Huxtables)	23%	19%	54%	19%	19%	27%	26%	32%	23%	24%	21%	26%
Leave it to Beaver (Cleavers)	12%	12%	5%	16%	12%	11%	10%	12%	13%	12%	9%	14%
The Simpsons	18%	17%	9%	30%	21%	12%	14%	20%	17%	17%	21%	16%
Modern Family (Pritch- ett/Dunphy/Delgado/Tucker)	10%	12%	7%	6%	11%	7%	23%	9%	12%	7%	11%	11%
Not sure	14%	15%	10%	14%	12%	17%	8%	10%	16%	11%	15%	14%
Totals (Unweighted N)	100% (996)	100% (768)	100% (120)	100% (108)	100% (327)	100% (293)	100% (82)	100% (151)	100% (168)	100% (218)	100% (378)	100% (232)