

1. Ever watched Family Guy

Have you ever watched the TV show "Family Guy"?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	57%	61%	54%	85%	69%	47%	15%	60%	60%	48%
No	39%	36%	43%	14%	29%	49%	79%	37%	37%	49%
Not sure	3%	3%	4%	1%	2%	4%	6%	4%	3%	3%
Totals (Unweighted N)	100% (1,000)	100% (478)	100% (522)	100% (156)	100% (261)	100% (384)	100% (199)	100% (328)	100% (433)	100% (239)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Yes	57%	54%	58%	74%	64%	54%	50%	56%	66%	53%	58%	52%
No	39%	44%	33%	23%	33%	44%	43%	41%	28%	45%	38%	46%
Not sure	3%	2%	9%	3%	3%	2%	6%	2%	5%	2%	3%	2%
Totals (Unweighted N)	100% (1,000)	100% (782)	100% (108)	100% (110)	100% (375)	100% (297)	100% (55)	100% (116)	100% (177)	100% (217)	100% (328)	100% (278)

	Ideology						
	Total	Very liberal	Liberal	Moderate	Conservative	Very conservative	Not sure
Yes	57%	59%	60%	60%	53%	44%	63%
No	39%	39%	37%	37%	45%	55%	31%
Not sure	3%	2%	3%	3%	2%	1%	6%
Totals (Unweighted N)	100% (1,000)	100% (97)	100% (156)	100% (250)	100% (222)	100% (163)	100% (112)

	Ever watched Family Guy				Knowledge of the end of Brian Griffin		
	Total	Yes	No	Not sure	Heard a lot	Heard a little	Heard nothing at all
Yes	57%	100%	—	—	91%	62%	38%
No	39%	—	100%	—	9%	36%	58%
Not sure	3%	—	—	100%	—	2%	5%

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	Total	Ever watched Family Guy			Knowledge of the end of Brian Griffin		
		Yes	No	Not sure	Heard a lot	Heard a little	Heard nothing at all
Totals (Unweighted N)	100% (1,000)	100% (524)	100% (450)	100% (26)	100% (164)	100% (376)	100% (456)

2. Knowledge of the end of Brian Griffin

How much have you heard about Family Guy killing off the character of Brian Griffin, the family dog?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Heard a lot	20%	24%	16%	41%	21%	11%	4%	22%	21%	16%
Heard a little	38%	38%	39%	36%	50%	36%	25%	41%	36%	39%
Heard nothing at all	42%	38%	45%	23%	30%	53%	71%	37%	44%	45%
Totals (Unweighted N)	100% (996)	100% (476)	100% (520)	100% (155)	100% (260)	100% (382)	100% (199)	100% (328)	100% (430)	100% (238)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Heard a lot	20%	18%	21%	27%	25%	18%	16%	18%	28%	20%	21%	12%
Heard a little	38%	38%	39%	39%	37%	40%	39%	40%	37%	34%	43%	35%
Heard nothing at all	42%	44%	40%	34%	38%	42%	45%	43%	36%	45%	36%	52%
Totals (Unweighted N)	100% (996)	100% (779)	100% (107)	100% (110)	100% (374)	100% (297)	100% (55)	100% (116)	100% (176)	100% (217)	100% (327)	100% (276)

	Ideology						
	Total	Very liberal	Liberal	Moderate	Conservative	Very conservative	Not sure
Heard a lot	20%	27%	15%	22%	18%	9%	26%
Heard a little	38%	42%	48%	36%	41%	35%	28%
Heard nothing at all	42%	31%	37%	42%	41%	55%	46%
Totals (Unweighted N)	100% (996)	100% (97)	100% (156)	100% (250)	100% (221)	100% (163)	100% (109)

	Total	Ever watched Family Guy			Knowledge of the end of Brian Griffin		
		Yes	No	Not sure	Heard a lot	Heard a little	Heard nothing at all
Heard a lot	20%	32%	4%	—	100%	—	—
Heard a little	38%	41%	35%	23%	—	100%	—
Heard nothing at all	42%	27%	61%	77%	—	—	100%
Totals	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(524)	(449)	(23)	(164)	(376)	(456)

3. Approval of killing off Brian

Do you approve or disapprove of Family Guy's decision to kill off Brian?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Strongly approve	4%	3%	4%	6%	5%	2%	1%	5%	3%	4%
Somewhat approve	6%	7%	6%	10%	10%	2%	3%	9%	4%	6%
Somewhat disapprove	15%	14%	15%	20%	15%	13%	9%	15%	14%	15%
Strongly disapprove	28%	27%	29%	38%	29%	24%	17%	27%	30%	23%
Not sure	48%	48%	47%	27%	41%	59%	69%	44%	49%	51%
Totals (Unweighted N)	100% (995)	100% (477)	100% (518)	100% (155)	100% (260)	100% (383)	100% (197)	100% (326)	100% (431)	100% (238)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Strongly approve	4%	3%	5%	3%	6%	2%	2%	3%	2%	3%	5%	4%
Somewhat approve	6%	4%	5%	18%	8%	8%	8%	1%	11%	5%	6%	4%
Somewhat disapprove	15%	14%	18%	15%	17%	12%	19%	19%	21%	13%	14%	12%
Strongly disapprove	28%	26%	33%	31%	31%	25%	30%	24%	29%	26%	29%	27%
Not sure	48%	52%	40%	34%	38%	54%	42%	54%	36%	53%	47%	54%
Totals (Unweighted N)	100% (995)	100% (778)	100% (107)	100% (110)	100% (373)	100% (297)	100% (55)	100% (114)	100% (177)	100% (217)	100% (326)	100% (275)

	Total	Ideology					
		Very liberal	Liberal	Moderate	Conservative	Very conservative	Not sure
Strongly approve	4%	13%	—	4%	3%	5%	3%
Somewhat approve	6%	5%	5%	6%	9%	5%	5%
Somewhat disapprove	15%	9%	17%	16%	15%	8%	12%
Strongly disapprove	28%	25%	32%	29%	20%	19%	38%
Not sure	48%	48%	46%	44%	53%	62%	42%
Totals (Unweighted N)	100% (995)	100% (96)	100% (156)	100% (249)	100% (221)	100% (161)	100% (112)

	Total	Ever watched Family Guy			Knowledge of the end of Brian Griffin		
		Yes	No	Not sure	Heard a lot	Heard a little	Heard nothing at all
Strongly approve	4%	5%	2%	—	9%	3%	1%
Somewhat approve	6%	9%	2%	10%	10%	10%	1%
Somewhat disapprove	15%	20%	7%	17%	19%	20%	7%
Strongly disapprove	28%	38%	15%	11%	50%	21%	24%
Not sure	48%	30%	73%	62%	12%	45%	66%
Totals (Unweighted N)	100% (995)	100% (523)	100% (446)	100% (26)	100% (164)	100% (375)	100% (452)

4. Bring back Brian

Do you think Family Guy should bring back Brian?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	39%	40%	37%	60%	44%	29%	16%	41%	40%	31%
No	12%	13%	12%	12%	15%	11%	12%	12%	11%	16%
Not sure	49%	47%	50%	29%	42%	60%	71%	46%	49%	53%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(995)	(476)	(519)	(156)	(259)	(384)	(196)	(326)	(431)	(238)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Yes	39%	34%	51%	51%	42%	36%	49%	36%	51%	34%	42%	27%
No	12%	14%	11%	7%	17%	12%	3%	10%	14%	10%	12%	14%
Not sure	49%	52%	38%	41%	41%	53%	48%	54%	35%	56%	46%	59%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(995)	(778)	(107)	(110)	(372)	(296)	(55)	(115)	(177)	(217)	(326)	(275)

	Ideology						
	Total	Very liberal	Liberal	Moderate	Conservative	Very conservative	Not sure
Yes	39%	30%	43%	44%	32%	24%	46%
No	12%	16%	5%	11%	18%	12%	13%
Not sure	49%	54%	52%	45%	51%	64%	41%
Totals	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(995)	(97)	(156)	(248)	(220)	(162)	(112)

	Ever watched Family Guy				Knowledge of the end of Brian Griffin		
	Total	Yes	No	Not sure	Heard a lot	Heard a little	Heard nothing at all
Yes	39%	58%	12%	21%	69%	42%	22%
No	12%	12%	13%	4%	15%	16%	8%
Not sure	49%	30%	75%	76%	16%	42%	70%

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	Total	Ever watched Family Guy			Knowledge of the end of Brian Griffin		
		Yes	No	Not sure	Heard a lot	Heard a little	Heard nothing at all
Totals (Unweighted N)	100% (995)	100% (523)	100% (446)	100% (26)	100% (163)	100% (375)	100% (453)