



Friends

Fieldwork Dates: 10th - 12th February 2018

**Conducted by YouGov
On behalf of YouGov NY**

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BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accented data. YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1220 adults. Fieldwork was undertaken between 10th - 12th February 2018. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

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US_nat Sample: 10th - 12th February 2018



Total	Gender		Age			Region				Race				No HS, High school graduate
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
	A	B	C	D	E	F	G	H	I	J	K	L	M	

friends0. Have you ever watched the TV sitcom 'Friends'? Please select the option that best applies.

Unweighted base	1220	560	660	281	410	529	289	262	489	180	882	154	123	61	465
Base: All US adults	1201	595	606	370	403	428	294	246	475	187	811	146	177	67	493
Yes, I have watched all episodes	14%	12%	16%	19% E	17% E	8%	17%	13%	14%	12%	14%	10%	15% *	23% K*	14%
Yes, I have watched most episodes	19%	16%	21%	15% C.E	23% C.E	17%	17%	22%	18%	18%	18%	14%	27% K*	14% *	19%
Yes, I have watched some episodes	36%	37%	36%	30% C	41% C	38%	36%	36%	35%	41%	39%	34%	28% *	34% *	31%
No, I have not watched any episodes	28%	31% B	24%	30% D	15% C.D	37% C.D	27%	27%	29%	24%	27%	39% J.L	19% *	28% *	30%
Don't know	3%	4%	3%	6% E	4% E	1%	4%	1%	4%	4%	2%	3%	12% J.K.M*	1% *	6% O.P

friends1. In general, which ONE, if any, of the following statements best applies to you about the TV sitcom 'Friends'?

Unweighted base	858	374	484	191	335	332	207	189	335	127	638	91	87	42	301
Base: All US adults who have watched Friends	831	390	441	238	326	266	203	175	319	134	576	85	123	48	315
I love 'Friends'	22%	20%	25%	28% E	25% E	14%	22%	21%	25%	18% *	19%	21% *	34% J*	32% *	26%
I like 'Friends'	41%	41%	41%	45% E	39% E	42%	39%	39%	43%	42% *	43%	39% *	36% *	42% *	39%
I neither like nor dislike 'Friends'	26%	29%	24%	17% C.D	25% C.D	36% C.D	28%	30%	23%	27% *	27%	35% *	20% *	21% *	27%
I dislike 'Friends'	8%	8%	8%	9% E	10% E	5%	8%	6%	8%	9% *	9%	5% *	6% *	3% *	5%
I hate 'Friends'	2%	2%	1%	1% H	1% H	3% H	2%	3%	1%	3% *	2%	1% *	2% *	2% *	1%
Don't know	0%	0%	0%	0%	0%	0%	1%	0%	-	-	0%	-	2% *	-	1%
Net: Like	64%	61%	66%	72% E	64% E	56%	61%	60%	69%	61% *	62%	60% *	70% *	74% *	65%
Net: Dislike	10%	10%	9%	10% E	11% E	8% E	10%	9%	9%	12% *	11%	5% *	8% *	5% *	7%

friends2. Which ONE, if any, of the following would you say is your favorite main character from 'Friends'?

Unweighted base	858	374	484	191	335	332	207	189	335	127	638	91	87	42	301
Base: All US adults who have watched Friends	831	390	441	238	326	266	203	175	319	134	576	85	123	48	315
Chandler	10%	10%	10%	13% E	9% E	7% E	8%	13%	8%	13% *	11%	6% *	5% *	11% *	6%
Joey	17%	21% B	14%	21% E	16% E	14% E	17%	18%	18%	12% *	15%	21% *	22% *	17% *	24% P.Q
Monica	6%	7%	5%	6% E	7% E	5% E	6%	8%	5%	7% *	6%	7% *	7% *	8% *	6%
Phoebe	18%	15%	21% A	17% A	20% A	18% A	20%	18%	17%	22% *	18%	22% *	19% *	14% *	14%
Rachel	21%	20%	22%	21% A	22% A	19% A	23%	20%	21%	17% *	19%	18% *	28% *	26% *	23%
Ross	6%	6%	6%	5% E	5% E	7% E	4%	5%	8%	4% *	5%	10% *	7% *	3% *	5%
Don't know	22%	23%	22%	16% C.D	20% C.D	30% C.D	22%	18%	23%	25% *	25% L	17% *	13% *	21% *	22%

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US_nat Sample: 10th - 12th February 2018



Total	Education			Marital Status						Children under the age of 18		Income		
	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB

friends0. Have you ever watched the TV sitcom 'Friends'? Please select the option that best applies.

Unweighted base	1220	393	236	126	603	21	153	58	338	47	346	874	424	345	254
Base: All US adults	1201	383	209	116	547	25	129	50	406	43	351	850	419	333	227
Yes, I have watched all episodes	14%	13%	18%	12%	15%	32%	7%	8%	15%	10%	21%	11%	15%	16%	14%
Yes, I have watched most episodes	19%	17%	18%	24%	20%	30%	21%	13%	15%	20%	25%	16%	18%	22%	21%
Yes, I have watched some episodes	36%	39%	40%	43%	35%	17%	51%	37%	35%	33%	33%	38%	34%	33%	45%
No, I have not watched any episodes	28%	29%	23%	20%	28%	7%	22%	41%	28%	33%	19%	31%	30%	27%	20%
Don't know	3%	1%	1%	2%	1%	13%	-	2%	7%	4%	2%	4%	3%	2%	0%

friends1. In general, which ONE, if any, of the following statements best applies to you about the TV sitcom 'Friends'?

Unweighted base	858	276	183	98	424	17	120	33	232	32	279	579	284	250	202
Base: All US adults who have watched Friends	831	266	159	91	388	20	101	29	266	27	277	554	281	236	182
I love 'Friends'	22%	21%	19%	19%	22%	69%	15%	11%	23%	29%	29%	19%	24%	23%	20%
I like 'Friends'	41%	42%	45%	39%	43%	13%	41%	50%	40%	40%	42%	41%	40%	44%	43%
I neither like nor dislike 'Friends'	26%	25%	22%	32%	27%	18%	31%	35%	25%	19%	21%	29%	27%	21%	29%
I dislike 'Friends'	8%	8%	12%	8%	6%	-	10%	4%	11%	9%	7%	8%	5%	11%	6%
I hate 'Friends'	2%	2%	2%	2%	2%	-	3%	-	2%	3%	1%	2%	2%	1%	2%
Don't know	0%	0%	-	-	-	-	1%	-	1%	-	0%	0%	1%	-	-
Net: Like	64%	64%	64%	58%	65%	82%	56%	61%	62%	70%	71%	60%	65%	66%	63%
Net: Dislike	10%	11%	14%	10%	8%	-	13%	4%	12%	12%	8%	11%	7%	12%	8%

friends2. Which ONE, if any, of the following would you say is your favorite main character from 'Friends'?

Unweighted base	858	276	183	98	424	17	120	33	232	32	279	579	284	250	202
Base: All US adults who have watched Friends	831	266	159	91	388	20	101	29	266	27	277	554	281	236	182
Chandler	10%	8%	15%	18%	9%	-	8%	15%	11%	12%	12%	9%	12%	6%	13%
Joey	17%	16%	10%	9%	18%	42%	15%	11%	16%	12%	19%	16%	18%	21%	16%
Monica	6%	6%	7%	5%	7%	16%	4%	-	6%	4%	6%	6%	6%	6%	6%
Phoebe	18%	23%	18%	19%	19%	24%	16%	14%	18%	28%	18%	19%	21%	20%	18%
Rachel	21%	22%	18%	18%	21%	4%	19%	26%	22%	21%	21%	21%	19%	20%	17%
Ross	6%	6%	8%	6%	5%	9%	6%	4%	6%	6%	5%	6%	6%	7%	6%
Don't know	22%	20%	25%	25%	21%	6%	32%	29%	20%	18%	19%	24%	18%	21%	24%

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US_nat Sample: 10th - 12th February 2018



Total	Social networks membership													
	Prefer not to say	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope	Other	Don't know	None
	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP

friends0. Have you ever watched the TV sitcom 'Friends'? Please select the option that best applies.

	Unweighted base	1220	197	963	442	306	308	73	332	98	352	185	29	19	18	148
Base: All US adults		1201	222	926	444	297	315	80	317	120	374	217	27	18	25	140
Yes, I have watched all episodes		14%	11%	15%	18%	17%	18%	27%	19%	22%	20%	15%	32%	12%	3%	13%
Yes, I have watched most episodes		19%	12%	19%	20%	15%	20%	20%	19%	20%	18%	21%	21%	10%	6%	13%
Yes, I have watched some episodes		36%	37%	39%	39%	45%	40%	39%	43%	33%	41%	40%	34%	58%	42%	26%
No, I have not watched any episodes		28%	32%	25%	21%	20%	20%	14%	19%	21%	19%	20%	9%	21%	36%	43%
Don't know		3%	8%	2%	1%	3%	3%	1%	1%	3%	2%	4%	4%	-	13%	5%

friends1. In general, which ONE, if any, of the following statements best applies to you about the TV sitcom 'Friends'?

	Unweighted base	858	122	710	349	239	240	61	275	75	284	145	25	14	8	79
Base: All US adults who have watched Friends		831	132	674	346	230	244	68	257	91	296	166	24	14	13	74
I love 'Friends'		22%	22%	23%	23%	19%	24%	34%	25%	25%	28%	27%	38%	10%	25%	26%
I like 'Friends'		41%	36%	41%	45%	44%	41%	39%	41%	49%	41%	48%	39%	27%	6%	37%
I neither like nor dislike 'Friends'		26%	29%	27%	22%	27%	24%	14%	23%	17%	23%	15%	23%	45%	34%	25%
I dislike 'Friends'		8%	10%	7%	8%	9%	9%	12%	9%	7%	7%	10%	-	17%	36%	7%
I hate 'Friends'		2%	2%	1%	2%	1%	2%	1%	1%	1%	1%	-	-	-	-	7%
Don't know		0%	-	0%	-	-	0%	-	0%	-	0%	1%	-	-	-	-
Net: Like		64%	58%	64%	68%	63%	65%	73%	67%	75%	69%	75%	77%	38%	30%	62%
Net: Dislike		10%	13%	9%	10%	10%	11%	13%	10%	8%	8%	10%	-	17%	36%	13%

friends2. Which ONE, if any, of the following would you say is your favorite main character from 'Friends'?

	Unweighted base	858	122	710	349	239	240	61	275	75	284	145	25	14	8	79
Base: All US adults who have watched Friends		831	132	674	346	230	244	68	257	91	296	166	24	14	13	74
Chandler		10%	7%	10%	11%	12%	8%	5%	11%	18%	13%	14%	20%	16%	6%	4%
Joey		17%	9%	18%	18%	12%	15%	24%	16%	16%	15%	18%	21%	-	7%	16%
Monica		6%	6%	6%	7%	6%	6%	4%	7%	7%	6%	5%	8%	6%	-	6%
Phoebe		18%	13%	18%	19%	17%	21%	23%	17%	23%	17%	23%	16%	28%	-	16%
Rachel		21%	31%	21%	19%	21%	17%	8%	21%	9%	24%	21%	6%	13%	40%	22%
Ross		6%	3%	6%	7%	7%	8%	1%	7%	3%	5%	2%	9%	16%	-	11%
Don't know		22%	31%	21%	20%	24%	24%	34%	22%	23%	19%	17%	20%	21%	48%	25%

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Friends

US_nat Sample: 10th - 12th February 2018



Total	Gender		Age			Region				Race				No HS, High school graduate
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	

friends3_1. Which ONE, if any, of the following 'Friends' main characters do you MOST associate with each of the following statements? Please select one option on each row. - The one who is the nicest

Unweighted base	858	374	484	191	335	332	207	189	335	127	638	91	87	42	301
Base: All US adults who have watched Friends	831	390	441	238	326	266	203	175	319	134	576	85	123	48	315
Chandler	7%	5%	8%	8%	8%	4%	6%	9%	5%	8%	6%	14% J.L*	3%	10%	7%
Joey	11%	13%	9%	11%	13% E	7%	11%	8%	12%	12%	10%	8%	18%	6%	14%
Monica	12%	12%	13%	12%	12%	13%	7%	13%	15%	15%	12%	19%	9%	16%	12%
Phoebe	24%	25%	23%	30% E	24%	18%	24%	26%	26%	18%	23%	22%	27%	29%	19%
Rachel	15%	14%	16%	15%	13%	17%	13%	14%	13%	21%	16%	11%	9%	15%	16%
Ross	11%	10%	11%	10%	11%	11%	17% G.H.I	8%	10%	7%	10%	10%	17%	7%	10%
Don't know	21%	21%	21%	14%	19%	29% C.D	23%	22%	19%	20%	23%	16%	16%	16%	23%

friends3_2. Which ONE, if any, of the following 'Friends' main characters do you MOST associate with each of the following statements? Please select one option on each row. - The one who is the least nice

Unweighted base	858	374	484	191	335	332	207	189	335	127	638	91	87	42	301
Base: All US adults who have watched Friends	831	390	441	238	326	266	203	175	319	134	576	85	123	48	315
Chandler	12%	13%	11%	8%	15% C	11%	11%	9%	14%	11%	11%	9%	16%	12%	15% P
Joey	7%	9%	5%	10% E	8% E	3%	5%	5%	9%	8%	6%	4%	13%	5%	8%
Monica	22%	19%	24%	25%	22%	18%	22%	26%	18%	22%	22%	17%	26%	11%	19%
Phoebe	6%	6%	7%	7%	5%	7%	6%	6%	6%	7%	6%	7%	10%	1%	5%
Rachel	10%	11%	8%	13%	8%	8%	9%	11%	9%	8%	8%	10%	11%	29% J.K.L*	7%
Ross	12%	13%	11%	12%	14%	10%	11%	9%	12%	18%	13%	13%	7%	17%	10%
Don't know	32%	30%	34%	25%	28%	44% C.D	36%	34%	31%	26%	34%	40% L*	18%	25%	36% O

friends3_3. Which ONE, if any, of the following 'Friends' main characters do you MOST associate with each of the following statements? Please select one option on each row. - The one who is the most attractive

Unweighted base	858	374	484	191	335	332	207	189	335	127	638	91	87	42	301
Base: All US adults who have watched Friends	831	390	441	238	326	266	203	175	319	134	576	85	123	48	315
Chandler	7%	5%	8%	12% D.E	4%	4%	5%	13% F.H.I	5%	3%	7%	10% L*	2%	11% L*	6%
Joey	10%	8%	13% A	16% D.E	9%	7%	11%	10%	9%	12%	9%	10%	20% J*	8%	13%
Monica	15%	19% B	12%	16%	15%	14%	17%	12%	13%	22% G*	14%	20%	12%	25%	13%
Phoebe	4%	6% B	3%	7% D	3%	3%	6%	2%	4%	5%	3%	10% J*	7%	5%	4%
Rachel	44%	45%	42%	32%	52%	44%	43%	42%	47%	37%	47%	32%	41%	33%	41%

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Friends

US_nat Sample: 10th - 12th February 2018



Total	Education			Marital Status						Children under the age of 18		Income		
	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+

friends3_1. Which ONE, if any, of the following 'Friends' main characters do you MOST associate with each of the following statements? Please select one option on each row. - The one who is the nicest

Unweighted base	858	276	183	98	424	17	120	33	232	32	279	579	284	250	202
Base: All US adults who have watched Friends	831	266	159	91	388	20	101	29	266	27	277	554	281	236	182
Chandler	7%	9%	4%	4%*	6%	11%**	8%	2%**	6%	10%**	9%	6%	7%	7%	5%
Joey	11%	9%	8%	12%*	11%	4%**	9%	6%**	12%	10%**	11%	11%	12%	12%	8%
Monica	12%	13%	14%	9%*	13%	27%**	13%	20%**	11%	4%**	14%	12%	18%	10%	11%
Phoebe	24%	28%	24%	30%*	21%	28%**	23%	15%**	27%	32%**	27%	22%	23%	29%	23%
Rachel	15%	14%	13%	14%*	17%	10%**	11%	21%**	12%	20%**	15%	14%	15%	17%	15%
Ross	11%	10%	15%	6%*	11%	12%**	9%	8%**	10%	9%**	11%	11%	7%	11%	14%
Don't know	21%	17%	22%	24%*	20%	8%**	25%	27%**	21%	17%**	13%	25%	17%	15%	23%
												X			AA

friends3_2. Which ONE, if any, of the following 'Friends' main characters do you MOST associate with each of the following statements? Please select one option on each row. - The one who is the least nice

Unweighted base	858	276	183	98	424	17	120	33	232	32	279	579	284	250	202
Base: All US adults who have watched Friends	831	266	159	91	388	20	101	29	266	27	277	554	281	236	182
Chandler	12%	11%	6%	13%*	12%	24%**	10%	16%**	11%	12%**	14%	11%	13%	11%	12%
Joey	7%	7%	5%	4%*	9%	-	7%	3%	4%	9%**	6%	7%	5%	10%	7%
Monica	22%	22%	26%	21%*	24%	14%**	17%	9%**	22%	29%**	23%	21%	22%	23%	22%
Phoebe	6%	8%	8%	3%*	6%	4%**	7%	5%**	6%	1%**	7%	6%	5%	8%	5%
Rachel	10%	13%	11%	7%*	10%	9%**	7%	11%**	11%	-	14%	7%	9%	11%	11%
Ross	12%	12%	13%	17%*	10%	19%**	15%	3%**	14%	12%**	12%	12%	16%	9%	12%
Don't know	32%	27%	30%	34%*	29%	29%**	36%	53%**	33%	38%**	23%	37%	30%	28%	31%
											Y		AA		

friends3_3. Which ONE, if any, of the following 'Friends' main characters do you MOST associate with each of the following statements? Please select one option on each row. - The one who is the most attractive

Unweighted base	858	276	183	98	424	17	120	33	232	32	279	579	284	250	202
Base: All US adults who have watched Friends	831	266	159	91	388	20	101	29	266	27	277	554	281	236	182
Chandler	7%	8%	6%	6%*	6%	19%**	6%	-	7%	6%**	8%	6%	7%	5%	8%
Joey	10%	9%	8%	10%*	8%	13%**	9%	14%**	13%	11%**	9%	11%	14%	7%	6%
Monica	15%	17%	13%	23%*	16%	4%**	15%	3%**	15%	26%**	18%	14%	15%	16%	20%
Phoebe	4%	4%	6%	3%*	3%	-	5%	10%**	6%	-	4%	4%	6%	6%	2%
Rachel	44%	44%	52%	36%*	49%	45%**	43%	46%**	37%	39%**	47%	42%	41%	50%	46%

YouGov NY
Friends

US_nat Sample: 10th - 12th February 2018



Total	Social networks membership													
	Prefer not to say	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope	Other	Don't know	None

friends3_1. Which ONE, if any, of the following 'Friends' main characters do you MOST associate with each of the following statements? Please select one option on each row. - The one who is the nicest

	Unweighted base	858	122	710	349	239	240	61	275	75	284	145	25	14	8	79
Base: All US adults who have watched Friends		831	132	674	346	230	244	68	257	91	296	166	24	14	13	74
Chandler	7%	7%	7%	5%	2%	9%	7%	5%	7%	8%	8%	8%	-	-	-	6%
		*	AE.AF	*	*	AE.AF.AI	*	AF	AF*	AE.AF	AF	AF	**	**	**	*
Joey	11%	9%	11%	12%	10%	13%	9%	10%	15%	11%	11%	10%	13%	18%	-	6%
		*	*	*	*	*	*	*	*	*	*	*	**	**	**	*
Monica	12%	6%	13%	13%	11%	15%	14%	11%	16%	11%	12%	12%	14%	11%	18%	12%
		*	*	*	*	*	*	*	*	*	*	*	**	**	**	*
Phoebe	24%	19%	25%	26%	27%	24%	30%	24%	23%	26%	29%	29%	35%	10%	29%	13%
		*	*	*	AP	*	*	*	*	*	AP	AP	**	**	**	*
Rachel	15%	10%	15%	16%	16%	14%	22%	19%	12%	18%	16%	16%	16%	-	6%	13%
		*	*	*	*	*	*	AD	*	*	*	*	**	**	**	*
Ross	11%	12%	10%	10%	13%	9%	7%	11%	5%	9%	10%	10%	7%	29%	-	22%
		*	*	*	AG.AJ	*	*	*	*	*	*	*	**	**	**	AE.AG.AH.AI.AJ.AI*
Don't know	21%	37%	19%	19%	21%	17%	12%	20%	22%	18%	16%	16%	14%	32%	48%	28%
		Z.AA.AB*	*	*	*	*	*	*	*	*	*	*	**	**	**	*

friends3_2. Which ONE, if any, of the following 'Friends' main characters do you MOST associate with each of the following statements? Please select one option on each row. - The one who is the least nice

	Unweighted base	858	122	710	349	239	240	61	275	75	284	145	25	14	8	79
Base: All US adults who have watched Friends		831	132	674	346	230	244	68	257	91	296	166	24	14	13	74
Chandler	12%	10%	12%	11%	8%	12%	17%	10%	5%	13%	15%	17%	17%	12%	6%	11%
		*	AF	*	*	AF.AJ*	*	AF.AJ	*	AF.AJ	AF.AJ	**	**	**	**	*
Joey	7%	3%	7%	7%	5%	5%	8%	5%	6%	4%	5%	18%	5%	5%	29%	-
		*	AK	AK	*	AP*	*	*	*	*	*	**	**	**	**	*
Monica	22%	18%	22%	21%	27%	25%	29%	28%	20%	25%	28%	19%	27%	36%	24%	24%
		*	*	*	AE	*	AD.AE	*	*	*	*	**	**	**	**	*
Phoebe	6%	8%	6%	6%	6%	7%	1%	5%	4%	5%	5%	5%	-	13%	6%	5%
		*	*	*	*	*	*	*	*	*	*	*	**	**	**	*
Rachel	10%	5%	9%	14%	11%	10%	12%	9%	8%	10%	11%	11%	6%	-	-	10%
		*	*	AD.AG.AI	*	*	*	*	*	*	*	**	**	**	**	*
Ross	12%	9%	13%	11%	11%	11%	7%	11%	20%	12%	10%	10%	10%	5%	6%	9%
		*	*	*	*	*	*	*	AE.AF.AG.AH.AI.AK.AL*	*	*	**	**	**	**	*
Don't know	32%	46%	31%	30%	32%	30%	26%	31%	36%	30%	27%	27%	30%	38%	17%	41%
		Z.AA.AB*	*	*	*	*	*	*	*	*	*	*	**	**	**	*

friends3_3. Which ONE, if any, of the following 'Friends' main characters do you MOST associate with each of the following statements? Please select one option on each row. - The one who is the most attractive

	Unweighted base	858	122	710	349	239	240	61	275	75	284	145	25	14	8	79
Base: All US adults who have watched Friends		831	132	674	346	230	244	68	257	91	296	166	24	14	13	74
Chandler	7%	6%	7%	7%	7%	9%	6%	7%	5%	10%	7%	7%	7%	11%	22%	2%
		*	*	*	*	*	*	*	*	*	*	**	**	**	**	*
Joey	10%	15%	10%	8%	8%	7%	18%	11%	18%	9%	14%	14%	19%	5%	7%	15%
		AA.AB*	*	*	*	*	AE.AF.AG*	*	AD.AE.AF.AG.AK*	*	AE.AG	**	**	**	**	*
Monica	15%	9%	15%	15%	15%	18%	15%	12%	20%	13%	15%	11%	11%	5%	6%	8%
		*	*	*	*	AI.AK	*	*	*	*	*	**	**	**	**	*
Phoebe	4%	1%	4%	4%	5%	6%	3%	3%	3%	3%	5%	7%	7%	-	-	4%
		*	*	*	*	AK	*	*	*	*	*	**	**	**	**	*
Rachel	44%	34%	45%	46%	47%	42%	41%	47%	36%	46%	43%	43%	37%	51%	18%	43%

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Friends

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	Gender		Age			Region				Race				No HS, High school graduate	
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)		
Total				C	C				*	K	*	*	*		
Ross	2%	2%	2%	4%	2%	1%	1%	2%	3%	0%	2%	2%	4%	-	2%
Don't know	18%	15%	20%	12%	15%	26%	17%	18%	17%	20%	19%	16%	14%	18%	21%

friends3_4. Which ONE, if any, of the following 'Friends' main characters do you MOST associate with each of the following statements? Please select one option on each row. - The one who is the most fun

Unweighted base	858	374	484	191	335	332	207	189	335	127	638	91	87	42	301
Base: All US adults who have watched Friends	831	390	441	238	326	266	203	175	319	134	576	85	123	48	315
Chandler	8%	10%	7%	11%	6%	9%	6%	9%	10%	9%	8%	9%	6%	14%	6%
Joey	29%	28%	31%	29%	30%	29%	29%	34%	30%	24%	31%	34%	21%	24%	30%
Monica	5%	8%	3%	5%	6%	5%	7%	4%	3%	9%	4%	5%	11%	5%	8%
Phoebe	26%	24%	27%	26%	30%	20%	27%	23%	27%	24%	24%	27%	29%	29%	25%
Rachel	8%	8%	8%	9%	8%	6%	6%	7%	9%	8%	7%	5%	15%	6%	7%
Ross	3%	4%	3%	4%	2%	4%	4%	4%	3%	2%	4%	3%	1%	-	3%
Don't know	20%	20%	21%	16%	18%	27%	22%	20%	18%	24%	22%	15%	16%	22%	21%

friends3_5. Which ONE, if any, of the following 'Friends' main characters do you MOST associate with each of the following statements? Please select one option on each row. - The one who is the most annoying

Unweighted base	858	374	484	191	335	332	207	189	335	127	638	91	87	42	301
Base: All US adults who have watched Friends	831	390	441	238	326	266	203	175	319	134	576	85	123	48	315
Chandler	10%	12%	7%	10%	10%	9%	11%	11%	11%	4%	8%	12%	16%	14%	10%
Joey	11%	10%	13%	11%	11%	12%	11%	11%	10%	16%	11%	22%	7%	6%	13%
Monica	10%	11%	9%	13%	12%	5%	10%	9%	11%	8%	9%	5%	21%	6%	9%
Phoebe	14%	12%	16%	13%	15%	13%	15%	13%	13%	15%	15%	5%	13%	20%	12%
Rachel	5%	4%	6%	9%	4%	4%	3%	6%	3%	13%	4%	8%	7%	13%	6%
Ross	26%	28%	24%	25%	27%	25%	23%	26%	28%	23%	29%	12%	20%	19%	24%
Don't know	24%	23%	25%	20%	21%	32%	27%	23%	25%	20%	24%	37%	16%	21%	27%

friends3_6. Which ONE, if any, of the following 'Friends' main characters do you MOST associate with each of the following statements? Please select one option on each row. - The one who is the funniest

Unweighted base	858	374	484	191	335	332	207	189	335	127	638	91	87	42	301
Base: All US adults who have watched Friends	831	390	441	238	326	266	203	175	319	134	576	85	123	48	315
Chandler	19%	19%	18%	18%	23%	14%	19%	19%	19%	18%	19%	18%	17%	20%	15%
Joey	31%	29%	32%	41%	27%	26%	30%	33%	30%	30%	29%	25%	32%	49%	31%

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	Education			Marital Status						Children under the age of 18		Income		
	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
Total														
Ross	2%	2%	N.Q	V	**		**		**				AC	
Don't know	18%	16%	14%	21%	16%	14%	19%	23%	20%	14%	11%	21%	15%	17%

friends3_4. Which ONE, if any, of the following 'Friends' main characters do you MOST associate with each of the following statements? Please select one option on each row. - The one who is the most fun

	Unweighted base	858	276	183	98	424	17	120	33	232	32	279	579	284	250	202
Base: All US adults who have watched Friends		831	266	159	91	388	20	101	29	266	27	277	554	281	236	182
Chandler	8%	8%	14%	8%	10%	10%	**	6%	-	8%	8%	9%	8%	8%	7%	11%
Joey	29%	27%	31%	30%	30%	19%	**	35%	23%	27%	33%	29%	29%	33%	29%	28%
Monica	5%	4%	3%	4%	4%	-	**	2%	16%	7%	6%	7%	4%	5%	3%	7%
Phoebe	26%	29%	21%	28%	24%	52%	**	19%	26%	28%	29%	28%	24%	27%	30%	23%
Rachel	8%	9%	8%	7%	8%	11%	**	10%	8%	6%	3%	10%	7%	9%	10%	6%
Ross	3%	4%	5%	-	3%	-	**	4%	3%	4%	1%	2%	4%	2%	4%	4%
Don't know	20%	20%	18%	24%	20%	8%	**	25%	24%	20%	20%	15%	23%	16%	17%	21%

friends3_5. Which ONE, if any, of the following 'Friends' main characters do you MOST associate with each of the following statements? Please select one option on each row. - The one who is the most annoying

	Unweighted base	858	276	183	98	424	17	120	33	232	32	279	579	284	250	202
Base: All US adults who have watched Friends		831	266	159	91	388	20	101	29	266	27	277	554	281	236	182
Chandler	10%	9%	13%	7%	11%	13%	**	11%	2%	8%	3%	9%	10%	8%	10%	10%
Joey	11%	11%	10%	10%	10%	9%	**	13%	23%	11%	24%	12%	11%	16%	9%	11%
Monica	10%	13%	8%	9%	11%	4%	**	13%	-	10%	3%	14%	8%	10%	11%	10%
Phoebe	14%	15%	17%	10%	16%	22%	**	12%	8%	11%	16%	20%	11%	13%	17%	15%
Rachel	5%	7%	3%	4%	5%	4%	**	6%	6%	5%	3%	5%	5%	5%	4%	3%
Ross	26%	22%	28%	40%	26%	36%	**	19%	20%	27%	2%	24%	26%	27%	30%	23%
Don't know	24%	23%	22%	21%	21%	13%	**	27%	41%	27%	23%	17%	28%	21%	18%	27%

friends3_6. Which ONE, if any, of the following 'Friends' main characters do you MOST associate with each of the following statements? Please select one option on each row. - The one who is the funniest

	Unweighted base	858	276	183	98	424	17	120	33	232	32	279	579	284	250	202
Base: All US adults who have watched Friends		831	266	159	91	388	20	101	29	266	27	277	554	281	236	182
Chandler	19%	18%	27%	22%	20%	13%	**	18%	3%	21%	14%	24%	16%	16%	18%	21%
Joey	31%	34%	27%	26%	30%	31%	**	27%	20%	33%	30%	31%	30%	37%	34%	26%

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Total	Social networks membership													
	Prefer not to say	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope	Other	Don't know	None
	*					*		*			**	**	**	*
Ross	2%	3%	2%	2%	1%	1%	3%	-	3%	5%	-	-	-	3%
	*					*		*		AG,AJ	**	**	**	*
Don't know	18%	31%	16%	18%	16%	15%	17%	17%	16%	12%	20%	27%	48%	24%
	Z_AA,AB*					*		*			**	**	**	*

friends3_4. Which ONE, if any, of the following 'Friends' main characters do you MOST associate with each of the following statements? Please select one option on each row. - The one who is the most fun

	Unweighted base	858	122	710	349	239	240	61	275	75	284	145	25	14	8	79
Base: All US adults who have watched Friends		831	132	674	346	230	244	68	257	91	296	166	24	14	13	74
Chandler		8%	9%	9%	9%	9%	10%	9%	11%	14%	10%	11%	13%	-	-	1%
		*		AP			AP	*	AP	AP*	AP	AP	**	**	**	*
Joey		29%	23%	29%	29%	31%	28%	27%	30%	31%	27%	25%	43%	35%	-	23%
		*					*	*	*	*	*	**	**	**	**	*
Monica		5%	8%	4%	5%	3%	6%	5%	4%	4%	4%	7%	4%	-	7%	12%
		*					AF	*	*	*	*	**	**	**	**	AD,AE,AF,AJ,AK*
Phoebe		26%	17%	26%	30%	31%	28%	33%	27%	29%	30%	32%	23%	28%	6%	26%
		*					AD	*	*	*	*	**	**	**	**	*
Rachel		8%	4%	9%	6%	7%	7%	8%	7%	2%	8%	9%	3%	5%	18%	3%
		*					*	*	*	*	AJ	**	**	**	**	*
Ross		3%	4%	3%	3%	2%	4%	1%	2%	2%	3%	4%	-	11%	-	4%
		*					AF	*	*	*	*	**	**	**	**	*
Don't know		20%	35%	19%	17%	18%	16%	17%	19%	18%	18%	14%	14%	21%	70%	26%
		Z_AA,AB*					*	*	*	*	*	**	**	**	**	*

friends3_5. Which ONE, if any, of the following 'Friends' main characters do you MOST associate with each of the following statements? Please select one option on each row. - The one who is the most annoying

	Unweighted base	858	122	710	349	239	240	61	275	75	284	145	25	14	8	79
Base: All US adults who have watched Friends		831	132	674	346	230	244	68	257	91	296	166	24	14	13	74
Chandler		10%	12%	9%	7%	8%	10%	7%	6%	6%	6%	8%	4%	17%	31%	16%
		*		AI,AK			AI,AK	*	*	*	*	**	**	**	**	AE,AI,AK*
Joey		11%	7%	12%	10%	12%	12%	17%	11%	11%	12%	13%	27%	-	-	7%
		*					*	*	*	*	*	**	**	**	**	*
Monica		10%	8%	10%	9%	10%	10%	10%	12%	7%	11%	11%	17%	18%	-	10%
		*					*	*	*	*	*	**	**	**	**	*
Phoebe		14%	7%	15%	16%	16%	17%	13%	17%	11%	14%	13%	9%	11%	6%	10%
		*					*	*	*	*	*	**	**	**	**	*
Rachel		5%	10%	4%	6%	7%	4%	2%	3%	4%	5%	5%	3%	11%	58%	1%
		*					AI	*	*	*	**	**	**	**	**	*
Ross		26%	19%	26%	27%	22%	24%	29%	26%	32%	28%	27%	17%	16%	-	24%
		*					*	*	*	*	**	**	**	**	**	*
Don't know		24%	37%	23%	24%	26%	22%	21%	25%	29%	25%	23%	23%	28%	6%	32%
		Z_AA*					*	*	*	*	*	**	**	**	**	*

friends3_6. Which ONE, if any, of the following 'Friends' main characters do you MOST associate with each of the following statements? Please select one option on each row. - The one who is the funniest

	Unweighted base	858	122	710	349	239	240	61	275	75	284	145	25	14	8	79
Base: All US adults who have watched Friends		831	132	674	346	230	244	68	257	91	296	166	24	14	13	74
Chandler		19%	23%	19%	20%	20%	21%	14%	15%	25%	20%	16%	25%	34%	47%	16%
		*					*	*	*	*	**	**	**	**	**	*
Joey		31%	17%	33%	33%	32%	34%	35%	38%	32%	34%	39%	32%	23%	-	22%
		*					*	*	AD,AP	*	*	AP	**	**	**	*

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	Total	Gender		Age			Region				Race				No HS, High school graduate
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
Monica	4%	6% B	2%	2%	5%	3%	3%	2%	3%	7% *	3%	3% *	10% J*	2% *	4%
Phoebe	19%	14%	23% A	12%	20%	23% C	21%	17%	19%	17% *	20%	16% *	19% *	9% *	19%
Rachel	4%	5%	4%	7% E	3%	2%	3%	4%	4%	5% *	4%	9% *	2% *	-	4%
Ross	6%	6%	5%	8%	5%	5%	3%	6%	8%	4% *	5%	10% *	7% *	3% *	7%
Don't know	18%	21%	16%	10%	17%	28% C.D	20%	19%	17%	18% *	20%	18% *	12% *	18% *	20%

friends3_7. Which ONE, if any, of the following 'Friends' main characters do you MOST associate with each of the following statements? Please select one option on each row. - The one I would most like to be friends with

Unweighted base	858	374	484	191	335	332	207	189	335	127	638	91	87	42	301
Base: All US adults who have watched Friends	831	390	441	238	326	266	203	175	319	134	576	85	123	48	315
Chandler	10%	13% B	7%	13%	9%	8%	9%	14%	8%	8% *	9%	14% *	7% *	13% *	7%
Joey	16%	20% B	11%	16%	18%	12%	17%	16%	15%	14% *	14%	12% *	21% *	22% *	16%
Monica	9%	9%	8%	7%	11%	7%	6%	8%	10%	11% *	9%	10% *	8% *	9% *	8%
Phoebe	18%	11%	24% A	21%	17%	15%	22%	18%	17%	12% *	19%	15% *	15% *	19% *	16%
Rachel	19%	16%	21%	17%	19%	20%	17%	17%	20%	21% *	19%	13% *	27% *	9% *	19%
Ross	5%	6%	5%	7%	4%	6%	5%	4%	6%	5% *	5%	8% *	3% *	8% *	5%
Don't know	24%	25%	24%	17%	23%	32% C.D	25%	22%	23%	28% *	26%	27% *	18% *	20% *	28%

friends3_8. Which ONE, if any, of the following 'Friends' main characters do you MOST associate with each of the following statements? Please select one option on each row. - The one I would most like to date

Unweighted base	858	374	484	191	335	332	207	189	335	127	638	91	87	42	301
Base: All US adults who have watched Friends	831	390	441	238	326	266	203	175	319	134	576	85	123	48	315
Chandler	14%	3%	23% A	16%	12%	14%	14%	22% H.I	12%	6% *	16% L	12% *	5% *	10% *	10%
Joey	14%	5%	22% A	18%	14%	11%	14%	12%	14%	18% *	12%	13% *	22% J*	26% J*	16%
Monica	10%	20% B	1%	14%	8%	9%	8%	7%	10%	16% G*	9%	11% *	11% *	19% *	8%
Phoebe	7%	11% B	3%	9%	6%	5%	9%	5%	5%	7% *	5%	11% J*	11% *	7% *	7%
Rachel	18%	35% B	2%	14%	24% C.E	14%	14%	16%	21%	19% *	18%	15% *	20% *	9% *	18%
Ross	8%	4%	11% A	8%	9%	5%	10%	6%	8%	6% *	7%	8% *	10% *	5% *	7%
Don't know	30%	21%	38% A	22%	28%	41% C.D	31%	32%	30%	28% *	33% L	30% *	20% *	23% *	35%

friends3_9. Which ONE, if any, of the following 'Friends' main characters do you MOST associate with each of the following statements? Please select one option on each row. - The one who would make for the best spin-off show

Unweighted base	858	374	484	191	335	332	207	189	335	127	638	91	87	42	301
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YouGov NY
Friends

US_nat Sample: 10th - 12th February 2018



Total	Education			Marital Status						Children under the age of 18		Income			
	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	
Monica	4%	3%	5%	1%	5%	8%	2%	3%	3%	-	4%	3%	3%	7%	2%
				*		**				**				AB	
Phoebe	19%	18%	18%	21%	19%	40%	16%	21%	17%	27%	16%	20%	18%	19%	21%
				*		**		**		**					
Rachel	4%	6%	2%	5%	3%	-	7%	13%	3%	7%	6%	3%	4%	2%	5%
				*		**		**		**					
Ross	6%	7%	3%	3%	5%	4%	10%	13%	4%	6%	8%	5%	6%	5%	6%
				*		**	V	**		**					
Don't know	18%	15%	18%	23%	17%	4%	23%	28%	19%	17%	11%	22%	16%	14%	21%
				*		**		**		**	X				

friends3_7. Which ONE, if any, of the following 'Friends' main characters do you MOST associate with each of the following statements? Please select one option on each row. - The one I would most like to be friends with

	Unweighted base	858	276	183	98	424	17	120	33	232	32	279	579	284	250	202
Base: All US adults who have watched Friends		831	266	159	91	388	20	101	29	266	27	277	554	281	236	182
Chandler		10%	10%	12%	16%	8%	-	12%	-	12%	15%	10%	10%	10%	9%	12%
					N*		**		**		**					
Joey		16%	14%	15%	17%	17%	46%	10%	5%	15%	6%	17%	15%	15%	21%	16%
					*		**		**		**			AC	AC	AC
Monica		9%	7%	10%	11%	10%	-	9%	10%	8%	3%	8%	9%	9%	10%	10%
					*		**		**		**					
Phoebe		18%	22%	15%	17%	16%	16%	23%	17%	17%	34%	24%	14%	20%	18%	16%
					*		**		**		**	Y				
Rachel		19%	20%	18%	15%	20%	25%	19%	18%	17%	16%	19%	18%	21%	18%	17%
					*		**		**		**					
Ross		5%	7%	4%	4%	4%	8%	5%	15%	6%	3%	4%	6%	6%	7%	4%
					*		**		**		**					
Don't know		24%	20%	25%	21%	25%	4%	23%	34%	24%	23%	17%	28%	20%	19%	26%
					*		**		**		**	X				

friends3_8. Which ONE, if any, of the following 'Friends' main characters do you MOST associate with each of the following statements? Please select one option on each row. - The one I would most like to date

	Unweighted base	858	276	183	98	424	17	120	33	232	32	279	579	284	250	202
Base: All US adults who have watched Friends		831	266	159	91	388	20	101	29	266	27	277	554	281	236	182
Chandler		14%	18%	14%	15%	14%	17%	18%	15%	13%	8%	16%	13%	13%	17%	13%
					N		**		**		**					
Joey		14%	14%	13%	12%	13%	8%	12%	11%	18%	7%	13%	15%	21%	13%	10%
					*		**		**		**			AA,AB,AC		
Monica		10%	11%	8%	17%	11%	-	8%	-	10%	12%	11%	9%	10%	12%	12%
					N,P*		**		**		**				AC	
Phoebe		7%	6%	8%	5%	6%	8%	8%	3%	7%	3%	6%	7%	7%	10%	5%
					*		**		**		**			AC		
Rachel		18%	18%	19%	14%	19%	8%	14%	18%	18%	21%	22%	16%	16%	19%	19%
					*		**		**		**					
Ross		8%	7%	11%	5%	7%	12%	8%	7%	7%	15%	8%	7%	7%	6%	8%
					*		**		**		**					
Don't know		30%	27%	27%	32%	30%	46%	32%	46%	27%	34%	24%	33%	26%	25%	32%
					*		**		**		**	X				

friends3_9. Which ONE, if any, of the following 'Friends' main characters do you MOST associate with each of the following statements? Please select one option on each row. - The one who would make for the best spin-off show

	Unweighted base	858	276	183	98	424	17	120	33	232	32	279	579	284	250	202
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YouGov NY
Friends

US_nat Sample: 10th - 12th February 2018



	Total	Social networks membership													
		Prefer not to say	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope	Other	Don't know	None
Monica	4%	2% *	3%	6% AD.AF.ALAKAL	3%	4% AI	2% *	1%	3% *	2%	1%	4% **	5% **	7% **	1% *
Phoebe	19%	18% *	18%	17%	16%	16%	26% *	18%	15% *	18%	16%	11% **	22% **	6% **	31% AE.AF.AG.AI.AJ.AK
Rachel	4%	6% *	4%	3%	3%	4%	5% *	4%	3% *	4%	8% AD.AE.AI	3% **	- **	6% **	3% *
Ross	6%	6% *	6%	5%	7%	6%	1% *	5%	5% *	5%	5%	11% **	- **	22% **	2% *
Don't know	18%	29% Z.AA*	18%	17%	18%	16%	18% *	19%	18% *	17%	15%	14% **	16% **	12% **	25% *

friends3_7. Which ONE, if any, of the following 'Friends' main characters do you MOST associate with each of the following statements? Please select one option on each row. - The one I would most like to be friends with

	Unweighted base	858	122	710	349	239	240	61	275	75	284	145	25	14	8	79
Base: All US adults who have watched Friends		831	132	674	346	230	244	68	257	91	296	166	24	14	13	74
Chandler		10%	9% *	10%	12% AG	11% AG	7%	7% *	8%	15% AG*	11% AG	10%	19% **	- **	- **	7% *
Joey		16%	6% *	17% AF	14%	12%	14%	25% AE.AF.AG*	16%	12% *	15%	16%	31% **	11% **	7% **	11% *
Monica		9%	5% *	8% AD.AF.AK	12%	7%	9%	4% *	9%	9% *	7%	10%	7% **	5% **	- **	3% *
Phoebe		18%	16% *	19%	17%	17%	22% AE	21% *	19%	16% *	19%	22%	13% **	29% **	12% **	13% *
Rachel		19%	19% *	19%	15%	19%	16% *	15% *	20%	15% *	19%	17%	16% **	10% **	6% **	31% AD.AE.AG*
Ross		5%	5% *	5%	7%	8% AD	8%	2% *	5%	5% *	8%	7%	- **	17% **	- **	5% *
Don't know		24%	42% Z.AA.AB*	23%	23%	25%	24%	27% *	23%	27% *	21%	17%	14% **	28% **	76% **	29% *

friends3_8. Which ONE, if any, of the following 'Friends' main characters do you MOST associate with each of the following statements? Please select one option on each row. - The one I would most like to date

	Unweighted base	858	122	710	349	239	240	61	275	75	284	145	25	14	8	79
Base: All US adults who have watched Friends		831	132	674	346	230	244	68	257	91	296	166	24	14	13	74
Chandler		14%	10% *	15%	13%	15%	16%	13% *	23% AD.AE.AF.AG.AP	17% *	20% AD.AE.AP	19% AE.AP	26% **	5% **	6% **	7% *
Joey		14%	8% *	16% AE.AF	12%	10%	14%	19% *	15% AF	13% *	14%	14%	13% **	11% **	- **	11% *
Monica		10%	4% *	10% AI	11% AI	11% AI	10% AI	10% *	6% AI*	13% AI	9% AI	13% AI	17% **	- **	7% **	6% *
Phoebe		7%	2% *	5%	8% AD.AK.AL	8% AL	9% AD.AK.AL	6% *	5%	5% *	5%	2%	4% **	16% **	- **	5% *
Rachel		18%	17% *	18% AL.AK	19% AL.AK	23% AD.AL.AK.AL	20% AL.AK	20% *	12% AI*	22% AI*	14% AD.AG	13% AD.AG	17% **	11% **	- **	17% *
Ross		8%	12% *	7%	7%	7%	5%	3% *	10% AD.AG	5% *	10% AD.AG	12% AD.AG	3% **	6% **	6% **	16% AD.AG.AH*
Don't know		30%	48% Z.AA.AB*	30%	29%	27%	26%	29% *	30% *	25% *	28% *	26% *	20% **	51% **	82% **	38% *

friends3_9. Which ONE, if any, of the following 'Friends' main characters do you MOST associate with each of the following statements? Please select one option on each row. - The one who would make for the best spin-off show

	Unweighted base	858	122	710	349	239	240	61	275	75	284	145	25	14	8	79
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YouGov NY
Friends

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Total	Gender		Age			Region				Race				No HS, High school graduate	
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)		
Base: All US adults who have watched Friends	831	390	441	238	326	266	203	175	319	134	576	85	123	48	315
Chandler	7%	9%	6%	13% D.E	5%	5%	9%	9%	6%	6% *	6%	11% *	9% *	12% *	7%
Joey	17%	20%	15%	17%	17%	19%	21%	17%	15%	19% *	18%	13% *	15% *	28% *	18%
Monica	5%	5%	6%	6%	7%	3%	8%	5%	5%	2% *	4%	7% *	9% *	5% *	5%
Phoebe	16%	16%	16%	17% E	18%	12%	12%	14%	19%	16% *	16%	22% *	14% *	8% *	10%
Rachel	12%	11%	13%	12%	13%	11%	8%	13%	13%	15% *	11%	7% *	20% K*	14% *	12%
Ross	3%	3%	3%	3%	3%	5%	3%	4%	4%	2% *	3%	10% J.L*	1% *	1% *	2%
Don't know	39%	36%	41%	32%	38%	46% C	38%	38%	39%	40% *	42%	31% *	32% *	32% *	45% O

friends4. For the following question, please think about the storyline in Season 3 of 'Friends' where Ross and Rachel fight and supposedly take a 'break' from their relationship. If you are not aware of this storyline, please select the "Not applicable" option. In your view, do you think that Ross and Rachel were 'on a break' from their relationship when he had sex with Chloe?

Unweighted base	858	374	484	191	335	332	207	189	335	127	638	91	87	42	301
Base: All US adults who have watched Friends	831	390	441	238	326	266	203	175	319	134	576	85	123	48	315
Yes, they were	34%	35%	33%	36% E	40% E	25%	32%	33%	35%	35% *	32%	34% *	41% *	39% *	32%
No, they were not	11%	10%	12%	21% D.E	10% E	5%	11%	12%	9%	15% *	9%	12% *	17% *	30% J.K*	11%
Don't know / can't recall	24%	23%	25%	20% D.E	23% E	29% C	22%	25%	28% I	16% *	26% M	27% M*	22% M*	2% *	28%
Not applicable - I am not aware of this storyline	31%	31%	30%	23%	28%	41% C.D	36%	30%	27%	34% *	34% L	27% *	20% *	30% *	28%

friends5. For the following question, please imagine that an unmarried couple decided to take a break from their relationship (i.e., with the intention of getting back together)... Do you think it would be acceptable or unacceptable for either of them to have sex with someone else during this time?

Unweighted base	1220	560	660	281	410	529	289	262	489	180	882	154	123	61	465
Base: All US adults	1201	595	606	370	403	428	294	246	475	187	811	146	177	67	493
Acceptable	31%	39% B	23%	30%	33%	29%	32%	29%	31%	31%	31%	30%	24% *	44% L*	25%
Unacceptable	49%	39% A	58%	47%	46%	53%	45%	54% I	51%	43%	48%	50%	56% *	41% *	51% Q
Don't know	21%	22%	19%	23%	21%	18%	23%	17%	19%	26%	21%	19%	20% *	14% *	24% O

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (5%): A/B, C/D/E, F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U/V/W, XY, Z/AA/AB/AC, AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP, Minimum Base: 30 (**), Small Base: 100 (*)

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Total	Education			Marital Status						Children under the age of 18		Income			
	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	
Base: All US adults who have watched Friends	831	266	159	91	388	20	101	29	266	27	277	554	281	236	182
Chandler	7%	7%	10%	5%	8%	9%	2%	11%	8%	6%	9%	7%	6%	9%	8%
Joey	17%	19%	13%	18%	16%	21%	14%	17%	21%	15%	18%	22%	15%	16%	
Monica	5%	5%	7%	4%	6%	16%	6%	-	4%	-	5%	5%	8%	4%	5%
Phoebe	16%	20%	15%	22%	16%	11%	14%	2%	17%	25%	15%	16%	15%	16%	17%
Rachel	12%	13%	12%	11%	12%	5%	17%	11%	10%	15%	15%	11%	12%	15%	12%
Ross	3%	4%	4%	5%	4%	5%	5%	-	2%	4%	4%	3%	2%	4%	6%
Don't know	39%	32%	39%	35%	38%	33%	42%	56%	38%	30%	36%	40%	34%	36%	36%

friends4. For the following question, please think about the storyline in Season 3 of 'Friends' where Ross and Rachel fight and supposedly take a 'break' from their relationship. If you are not aware of this storyline, please select the "Not applicable" option. In your view, do you think that Ross and Rachel were 'on a break' from their relationship when he had sex with Chloe?

Unweighted base	858	276	183	98	424	17	120	33	232	32	279	579	284	250	202
Base: All US adults who have watched Friends	831	266	159	91	388	20	101	29	266	27	277	554	281	236	182
Yes, they were	34%	35%	33%	37%	34%	42%	34%	22%	35%	29%	39%	32%	38%	33%	34%
No, they were not	11%	13%	9%	10%	11%	14%	8%	13%	11%	20%	16%	9%	13%	14%	9%
Don't know / can't recall	24%	22%	21%	20%	24%	32%	24%	26%	23%	22%	25%	24%	23%	25%	23%
Not applicable - I am not aware of this storyline	31%	29%	37%	33%	30%	11%	34%	37%	31%	28%	20%	36%	26%	28%	35%

friends5. For the following question, please imagine that an unmarried couple decided to take a break from their relationship (i.e., with the intention of getting back together)... Do you think it would be acceptable or unacceptable for either of them to have sex with someone else during this time?

Unweighted base	1220	393	236	126	603	21	153	58	338	47	346	874	424	345	254
Base: All US adults	1201	383	209	116	547	25	129	50	406	43	351	850	419	333	227
Acceptable	31%	33%	34%	42%	32%	15%	30%	19%	32%	29%	34%	29%	31%	31%	40%
Unacceptable	49%	50%	47%	38%	55%	69%	48%	57%	39%	50%	53%	47%	50%	52%	45%
Don't know	21%	17%	19%	20%	14%	16%	22%	24%	29%	21%	13%	24%	19%	17%	14%

Cell Contents (Col

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Total	Social networks membership														
	Prefer not to say	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope	Other	Don't know	None	
Base: All US adults who have watched Friends	831	132	674	346	230	244	68	257	91	296	166	24	14	13	74
Chandler	7%	5% *	8%	8%	10% AP	8%	8% *	6%	14% ALAP*	9% AP	11% ALAP	8% **	11% **	- **	1% *
Joey	17%	14% *	17%	16%	14%	16%	16% *	17%	11% *	17%	16%	18% **	11% **	7% **	24% *
Monica	5%	2% *	6% AF	6%	3%	8% AF	3% *	5%	3% *	5%	3%	3% **	- **	- **	3% *
Phoebe	16%	13% *	16%	15%	17%	17%	9% *	16%	21% *	14%	16%	29% **	23% **	6% **	15% *
Rachel	12%	7% *	12%	14%	11%	12%	11% *	15%	8% *	14%	17%	10% **	10% **	6% **	11% *
Ross	3%	1% *	3%	4%	6% AD	4%	5% *	4%	2% *	3%	3%	7% **	- **	- **	2% *
Don't know	39%	59% Z,AA,AB*	38%	37%	40%	35%	48% *	38%	41% *	37%	34%	24% **	45% **	82% **	44% *

friends4. For the following question, please think about the storyline in Season 3 of 'Friends' where Ross and Rachel fight and supposedly take a 'break' from their relationship. If you are not aware of this storyline, please select the "Not applicable" option. In your view, do you think that Ross and Rachel were 'on a break' from their relationship when he had sex with Chloe?

Unweighted base	858	122	710	349	239	240	61	275	75	284	145	25	14	8	79
Base: All US adults who have watched Friends	831	132	674	346	230	244	68	257	91	296	166	24	14	13	74
Yes, they were	34%	27% *	34%	34%	34%	40% AI,AL	40% *	33%	35% *	35%	30%	56% **	26% **	13% **	37% *
No, they were not	11%	7% *	11%	13%	10%	10%	8% *	11%	14% *	15% AD	16%	10% **	- **	6% **	8% *
Don't know / can't recall	24%	26% *	24%	27% AI,AK	22%	24%	22% *	21%	20% *	21%	25%	8% **	29% **	40% **	19% *
Not applicable - I am not aware of this storyline	31%	40% Z*	31% AE	26%	34% AE,AG	26%	30% *	35% AE,AG	30% *	29%	29%	27% **	45% **	42% **	36% *

friends5. For the following question, please imagine that an unmarried couple decided to take a break from their relationship (i.e., with the intention of getting back together)... Do you think it would be acceptable or unacceptable for either of them to have sex with someone else during this time?

Unweighted base	1220	197	963	442	308	308	73	332	98	352	185	29	19	18	148
Base: All US adults	1201	222	926	444	297	315	80	317	120	374	217	27	18	25	140
Acceptable	31%	20%	31%	36% AD,AI	37% AD,AI	39% AD,AI,AK,AP	38% *	29%	36% *	32%	34%	42% **	25% **	10% **	26% *
Unacceptable	49%	44%	51% AF,AG,AJ	47% AG,AJ	45%	41%	43% *	55% AE,AF,AG,AJ,AK	37% *	48% AG,AJ	48%	35% **	26% **	32% **	48% *
Don't know	21%	36% Z,AA,AB	19%	17%	18%	20%	19% *	16%	27% AD,AE,AF,AI,AL*	20%	18%	24% **	49% **	59% **	25% AI*

Cell Contents (Col