



Favorite Cartoon
Fieldwork Dates: 15th - 19th June 2018

Conducted by YouGov
On behalf of Editorial

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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 accepted 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 1261 adults. Fieldwork was undertaken between 15th - 19th June 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.

Editorial
Favorite Cartoon

US_nat Sample: 15th - 19th June 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	

KEC_q1__coded. What is your favorite cartoon?

Unweighted base	693	369	324	167	200	326	141	137	298	117	469	90	108	26	293
Base	683	363	320	225	191	266	139	144	276	124	465	73	114	30	272
Bugs Bunny	11%	13%	7%	7%	9%	15%	11%	11%	11%	9%	13%	6%	7%	3%	12%
		B			C		*			*		*		**	
Tom And Jerry	6%	7%	4%	7%	6%	4%	4%	5%	7%	6%	4%	12%	7%	10%	6%
							*			*		J*	*	**	
Scooby Doo	5%	2%	8%	3%	10%	3%	5%	9%	5%	1%	5%	6%	4%	3%	5%
			A		C.E		*			*		*	*	**	
Family Guy	3%	3%	4%	3%	5%	2%	4%	4%	3%	3%	3%	4%	2%	3%	2%
							*			*		*	*	**	
Road Runner	5%	4%	5%	0%	1%	11%	3%	5%	5%	5%	6%	2%	1%	3%	5%
						C.D	*			*		*	*	**	
Looney Tunes	3%	3%	3%	2%	3%	3%	3%	3%	3%	1%	3%	1%	3%	3%	4%
							*			*		*	*	**	
Rick And Morty	2%	3%	1%	5%	2%	0%	1%	2%	2%	6%	3%	-	2%	3%	1%
				E			*			F*		*	*	**	
The Simpsons	4%	5%	4%	3%	8%	3%	5%	6%	4%	2%	4%	6%	6%	-	5%
							*			*		*	*	**	
Flintstones	2%	3%	2%	0%	2%	5%	3%	1%	3%	3%	2%	2%	4%	-	3%
					C		*			*		*	*	**	
Popeye	1%	2%	1%	2%	1%	1%	-	1%	2%	4%	1%	-	2%	6%	2%
							*			*		*	*	**	
Snoopy / Peanuts	2%	1%	2%	1%	1%	3%	3%	2%	2%	-	2%	-	0%	3%	2%
							*			*		*	*	**	
South Park	2%	4%	1%	5%	3%	-	2%	-	3%	3%	3%	-	1%	-	2%
		B		E	E		*			*		*	*	**	
Garfield	1%	1%	1%	-	2%	1%	1%	1%	0%	1%	1%	-	2%	-	1%
							*			*		*	*	**	
Bob's Burgers	1%	1%	2%	3%	1%	-	1%	2%	2%	-	1%	1%	3%	-	1%
				E			*			*		*	*	**	
Calvin And Hobbes	1%	1%	1%	1%	0%	2%	1%	1%	1%	1%	1%	1%	-	-	0%
							*			*		*	*	**	
Ren And Stimpy	1%	1%	1%	0%	2%	1%	1%	1%	1%	-	1%	1%	-	-	1%
							*			*		*	*	**	
Spongebob Squarepants	6%	5%	7%	8%	4%	5%	3%	5%	7%	8%	4%	10%	6%	12%	7%
							*			*		*	*	**	
Transformers	1%	2%	-	2%	2%	-	2%	1%	1%	3%	1%	4%	3%	-	1%
		B		E			*			*		J*	*	**	
American Dad	1%	1%	1%	2%	1%	0%	-	1%	1%	1%	1%	-	-	-	1%
							*			*		*	*	**	
Mickey Mouse	2%	1%	3%	1%	1%	4%	3%	3%	1%	2%	2%	2%	2%	8%	2%
							*			*		*	*	**	
Rocky And Bullwinkle	1%	1%	0%	-	-	1%	1%	1%	-	1%	0%	-	2%	-	-
							*			*		*	*	**	
The Jetsons	1%	0%	3%	1%	1%	2%	1%	1%	2%	1%	1%	7%	1%	-	2%
			A				*			*		J.L*	*	**	
Dragon Ball	1%	1%	0%	2%	1%	-	0%	2%	1%	-	1%	3%	1%	-	1%
							*			*		*	*	**	
Avatar: The Last Airbender	1%	1%	2%	3%	1%	0%	-	1%	2%	2%	2%	-	-	-	0%
							*			*		*	*	**	
Batman	0%	0%	0%	0%	1%	0%	1%	-	0%	0%	0%	1%	-	-	1%
							*			*		*	*	**	

Editorial
Favorite Cartoon

US_nat Sample: 15th - 19th June 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

KEC_q1__coded. What is your favorite cartoon?

Unweighted base	693	210	122	68	338	11	81	33	195	35	166	527	279	179	146
Base	683	222	123	65	313	11	76	30	222	31	175	508	267	178	144
Bugs Bunny	11%	9%	7%	14% *	13% V	- **	11% *	16% **	6%	10% **	9%	11%	12%	11%	10% *
Tom And Jerry	6%	7%	3%	4% *	7% T	14% **	- *	- **	5%	9% **	7%	5%	7%	5%	3% *
Scooby Doo	5%	4%	2%	13% O.P*	5% **	- **	12% V*	3% **	4%	- **	10% Y	3%	5%	7%	5% *
Family Guy	3%	4%	4%	3% *	3% **	12% **	3% *	- **	4%	- **	3%	3%	6%	2%	2% *
Road Runner	5%	4%	6%	1% *	6% V	- **	7% V*	8% **	1%	8% **	0%	6% X	5%	4%	4% *
Looney Tunes	3%	3%	2%	- *	2% **	7% **	3% *	3% **	3%	3% **	2%	3%	3%	1%	3% *
Rick And Morty	2%	4% N	2%	4% *	1% **	- **	- **	- **	5% R	3% **	1%	3%	3%	2%	1% *
The Simpsons	4%	3%	7%	5% *	6% **	- **	4% *	3% **	3%	7% **	6%	4%	4%	7%	2% *
Flintstones	2%	3%	1%	2% *	3% **	- **	4% *	3% **	2%	- **	2%	3%	3%	2%	1% *
Popeye	1%	-	3% O	2% *	3% **	- **	- *	3% **	0%	- **	3% Y	1%	1%	2%	3% *
Snoopy / Peanuts	2%	1%	3%	- *	2% **	- **	- *	6% **	2%	- **	1%	2%	2%	2%	1% *
South Park	2%	2%	2%	7% N*	2% **	10% **	- *	- **	4%	6% **	1%	3%	1%	3%	5% Z*
Garfield	1%	2%	-	- *	0% **	- **	1% *	2% **	1%	- **	1%	1%	2%	0%	1% *
Bob's Burgers	1%	2%	2%	- *	1% **	- **	1% *	- **	2%	- **	1%	2%	1%	1%	1% *
Calvin And Hobbes	1%	1%	3% N	- *	1% **	7% **	1% *	2% **	1%	- **	0%	1%	1%	1%	1% *
Ren And Stimpy	1%	1%	2%	- *	1% **	- **	1% *	- **	1%	3% **	0%	1%	0%	1%	2% *
Spongebob Squarepants	6%	7%	3%	- *	4% **	11% **	5% *	4% **	9% R	4% **	6%	5%	6%	4%	10% AC*
Transformers	1%	3%	-	- *	2% **	- **	- *	- **	2%	- **	3% Y	1%	1%	1%	4% *
American Dad	1%	0%	-	1% *	0% **	- **	- *	- **	1%	8% **	1%	1%	0%	1%	1% *
Mickey Mouse	2%	1%	6% O	- *	3% **	- **	5% *	- **	1%	- **	2%	2%	1%	4%	3% *
Rocky And Bullwinkle	1%	1%	1%	- *	1% **	- **	- *	- **	0%	- **	-	1%	-	1%	1% *
The Jetsons	1%	2%	-	1% *	0% **	- **	2% *	6% **	2%	- **	2%	1%	2%	2%	- *
Dragon Ball	1%	1%	2%	- *	2% **	- **	- *	- **	-	1% **	4% Y	-	1%	2%	- *
Avatar: The Last Airbender	1%	2%	2%	- *	1% **	- **	- *	- **	3%	- **	1%	1%	0%	0%	2% *
Batman	0%	-	-	- *	1% **	- **	- *	- **	0%	- **	-	1%	1%	0%	1% *

Editorial
Favorite Cartoon

US_nat Sample: 15th - 19th June 2018



Total	
	Prefer not to say
	AC

KEC_q1__coded. What is your favorite cartoon?

	693	89
Unweighted base	683	94
Base	683	94
Bugs Bunny	11%	8% *
Tom And Jerry	6%	7% *
Scooby Doo	5%	2% *
Family Guy	3%	1% *
Road Runner	5%	6% *
Looney Tunes	3%	4% *
Rick And Morty	2%	4% *
The Simpsons	4%	5% *
Flintstones	2%	1% *
Popeye	1%	- *
Snoopy / Peanuts	2%	1% *
South Park	2%	1% *
Garfield	1%	- *
Bob's Burgers	1%	3% *
Calvin And Hobbes	1%	- *
Ren And Stimpy	1%	- *
Spongebob Squarepants	6%	2% *
Transformers	1%	1% *
American Dad	1%	1% *
Mickey Mouse	2%	- *
Rocky And Bullwinkle	1%	- *
The Jetsons	1%	2% *
Dragon Ball	1%	- *
Avatar: The Last Airbender	1%	3% Z*
Batman	0%	- *

**Editorial
Favorite Cartoon**

US_nat Sample: 15th - 19th June 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)	
Pink Panther	1%	0%	1%	1%	1%	1%	1% *	1%	1%	1%	1%	- *	1% *	- **	1%
Archer	1%	1%	0%	2%	-	0%	1% *	-	0%	3%	1%	- *	- *	- **	-
The Far Side	0%	0%	0%	-	0%	1%	0% *	0%	1%	- *	0%	- *	0% *	3% **	0%
Daffy Duck	0%	0%	0%	-	-	1%	1% *	-	0%	0% *	1%	- *	- *	- **	0%
Dilbert	0%	1%	-	-	0%	1%	1% *	-	0%	1% *	1%	- *	- *	- **	-
Casper The Friendly Ghost	0%	0%	1%	-	0%	1%	- *	1%	0%	- *	1%	- *	0% *	- **	1%
Donald Duck	0%	0%	0%	-	-	1%	0% *	-	1%	- *	0%	- *	0% *	- **	1%
Doonsberry	0%	1%	0%	-	-	1%	0% *	-	1%	0% *	1%	- *	- *	- **	-
Duck Tales	0%	0%	1%	1%	1%	-	- *	-	1%	1% *	0%	1% *	- *	3% **	1%
Disney	1%	1%	1%	-	2%	0%	- *	1%	1%	1% *	1%	- *	1% *	- **	0%
Yogi Bear	1%	1%	0%	1%	-	1%	- *	1%	0%	1% *	1%	- *	- *	- **	-
Others	29%	27%	31%	32%	28%	26%	36% *	25%	27%	29% *	26%	30% *	38% J*	40% **	30%
Don't know	1%	2%	1%	2%	1%	0%	2% *	2% H	-	1% *	1%	1% *	2% *	- **	1%

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E, F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U/V/W, X/Y, Z/A/A/B/AC, AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP, Minimum Base: 30 (**), Small Base: 100 (*)

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US_nat Sample: 15th - 19th June 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+
Pink Panther	1%	1%	-	-	0%	-	3%	3%	0%	-	1%	1%	1%	0%	1%
				*		**	R*	**		**					*
Archer	1%	2%	1%	1%	0%	-	-	-	2%	-	-	1%	2%	0%	-
				*		**	*	**		**					*
The Far Side	0%	1%	-	1%	0%	-	2%	-	-	-	-	1%	0%	0%	0%
				*		**	*	**		**					*
Daffy Duck	0%	0%	1%	1%	0%	-	2%	-	-	-	-	1%	1%	0%	-
				*		**	*	**		**					*
Dilbert	0%	0%	1%	1%	1%	-	-	-	-	3%	-	1%	-	0%	1%
				*		**	*	**		**					*
Casper The Friendly Ghost	0%	0%	-	-	0%	-	1%	-	-	4%	0%	0%	0%	1%	-
				*		**	*	**		**					*
Donald Duck	0%	1%	-	-	1%	-	-	2%	-	-	-	1%	0%	1%	0%
				*		**	*	**		**					*
Doonsberry	0%	-	0%	3%	1%	-	-	1%	-	-	-	1%	-	-	2%
				N.O*		**	*	**		**					*
Duck Tales	0%	1%	-	-	0%	-	-	-	0%	5%	0%	0%	0%	0%	1%
				*		**	*	**		**					*
Disney	1%	1%	1%	-	1%	-	-	-	0%	-	1%	1%	0%	1%	1%
				*		**	*	**		**					*
Yogi Bear	1%	1%	2%	-	1%	-	-	-	1%	-	-	1%	0%	0%	1%
				*		**	*	**		**					*
Others	29%	25%	31%	35%	25%	39%	31%	38%	32%	27%	29%	29%	28%	26%	24%
				*		**	*	**		**					*
Don't know	1%	2%	1%	-	1%	-	-	-	2%	-	2%	1%	0%	2%	2%
				*		**	*	**		**					*

Cell Contents (Col

Editorial
Favorite Cartoon

US_nat Sample: 15th - 19th June 2018



	Total	Prefer not to say
Pink Panther	1%	- *
Archer	1%	- *
The Far Side	0%	1% *
Daffy Duck	0%	- *
Dilbert	0%	1% *
Casper The Friendly Ghost	0%	- *
Donald Duck	0%	1% *
Doonsberry	0%	- *
Duck Tales	0%	- *
Disney	1%	1% *
Yogi Bear	1%	- *
Others	29%	43% Z_AA_AB*
Don't know	1%	1% *

Cell Contents (Col