

1. Which of the following animated characters do you believe your child(ren) would most likely want to substitute you with as their ... for one ... day?

|                                              | Total | Gender |        | AGE   |       |     | EDUCATION |     |          |           | DEM B                                  |                                          |                                                         |                        | DEM A                                  |                                          |                                                         |                        | DEM C                                               |                                                       |                                                                |                                     |        |         |          |
|----------------------------------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|----------------------------------------|------------------------------------------|---------------------------------------------------------|------------------------|----------------------------------------|------------------------------------------|---------------------------------------------------------|------------------------|-----------------------------------------------------|-------------------------------------------------------|----------------------------------------------------------------|-------------------------------------|--------|---------|----------|
|                                              |       | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad | Use social media-Daily/few times a day | Use social media-Weekly/few times weekly | Use social media-About once a month / few times a month | Use social media-Never | Use the internet-Daily/few times a day | Use the internet-Weekly/few times weekly | Use the internet-About once a month / few times a month | Use the internet-Never | Visit social networking sites-Daily/few times a day | Visit social networking sites-Weekly/few times weekly | Visit social networking sites-About once a month / few times a | Visit social networking sites-Never | Active | Passive | Inactive |
|                                              |       | A      | B      | C     | D     | E   | F         | G   | H        | I         | J                                      | K                                        | L                                                       | M                      | N                                      | O                                        | P                                                       | Q                      | R                                                   | S                                                     | T                                                              | U                                   | V      | W       | X        |
| Base: Male - Kids in Household               | 209   | 209    | -      | 37    | 149   | 23  | 5         | 32  | 101      | 71        | 63                                     | 43                                       | 43                                                      | 60                     | 199                                    | 6                                        | 2                                                       | 2                      | 100                                                 | 46                                                    | 25                                                             | 38                                  | 68     | 59      | 82       |
|                                              | 192   | 192    | -      | 45    | 128   | 18  | 7         | 51  | 89       | 45        | 56                                     | 38                                       | 38                                                      | 59                     | 183                                    | 6                                        | 1                                                       | 1                      | 91                                                  | 43                                                    | 22                                                             | 36                                  | 60     | 52      | 80       |
|                                              | 65    | 65     | -      | 13    | 43    | 8   | 4         | 16  | 34       | 11        | 17                                     | 14                                       | 14                                                      | 19                     | 61                                     | 3                                        | 1                                                       | -                      | 27                                                  | 18                                                    | 5                                                              | 14                                  | 18     | 20      | 27       |
|                                              | 34%   | 34%    | -      | 29%   | 34%   | 45% | 60%       | 32% | 38%      | 24%       | 30%                                    | 37%                                      | 37%                                                     | 33%                    | 33%                                    | 47%                                      | 39%                                                     | **                     | 30%                                                 | 42%                                                   | 25%                                                            | 39%                                 | 30%    | 38%     | 33%      |
| Mr. Incredible/Bob Parr from The Incredibles | 40    | 40     | -      | 8     | 31    | 1   | 1         | 8   | 18       | 13        | 11                                     | 9                                        | 7                                                       | 13                     | 39                                     | 1                                        | -                                                       | -                      | 21                                                  | 7                                                     | 5                                                              | 7                                   | 10     | 11      | 19       |
|                                              | 21%   | 21%    | -      | 18%   | 24%   | 7%  | 20%       | 16% | 20%      | 29%       | 20%                                    | 23%                                      | 19%                                                     | 22%                    | 21%                                    | 12%                                      | -                                                       | -                      | 23%                                                 | 15%                                                   | 25%                                                            | 19%                                 | 17%    | 21%     | 23%      |
| Mufasa from The Lion King                    | 30    | 30     | -      | 7     | 17    | 6   | -         | 8   | 13       | 10        | 8                                      | 5                                        | 6                                                       | 11                     | 30                                     | -                                        | -                                                       | 1                      | 14                                                  | 8                                                     | 2                                                              | 6                                   | 8      | 6       | 16       |
|                                              | 16%   | 16%    | -      | 16%   | 13%   | 33% | -         | 15% | 14%      | 22%       | 14%                                    | 13%                                      | 16%                                                     | 19%                    | 16%                                    | -                                        | -                                                       | 45%                    | 15%                                                 | 17%                                                   | 12%                                                            | 17%                                 | 13%    | 12%     | 20%      |
| Papa Smurf from The Smurfs 2                 | 23    | 23     | -      | 5     | 18    | -   | 1         | 11  | 6        | 5         | 7                                      | 5                                        | 3                                                       | 7                      | 23                                     | 1                                        | -                                                       | -                      | 14                                                  | 4                                                     | 2                                                              | 4                                   | 11     | 5       | 7        |
|                                              | 12%   | 12%    | -      | 12%   | 14%   | -   | 20%       | 23% | 7%       | 10%       | 13%                                    | 14%                                      | 9%                                                      | 12%                    | 12%                                    | 13%                                      | -                                                       | -                      | 15%                                                 | 10%                                                   | 7%                                                             | 11%                                 | 18%    | 10%     | 9%       |
| Gru from Despicable Me 2                     | 18    | 18     | -      | 5     | 11    | 1   | -         | 8   | 9        | 1         | 6                                      | 2                                        | 4                                                       | 6                      | 18                                     | -                                        | -                                                       | -                      | 7                                                   | 2                                                     | 5                                                              | 4                                   | 6      | 5       | 6        |
|                                              | 9%    | 9%     | -      | 12%   | 8%    | 8%  | -         | 15% | 11%      | 1%        | 10%                                    | 5%                                       | 10%                                                     | 10%                    | 10%                                    | -                                        | -                                                       | -                      | 8%                                                  | 4%                                                    | 21%                                                            | 10%                                 | 10%    | 10%     | 8%       |
| The Beast from Beauty and the Beast          | 7     | 7      | -      | 4     | 3     | -   | -         | -   | 5        | 2         | 3                                      | 1                                        | 1                                                       | 1                      | 5                                      | 1                                        | 1                                                       | -                      | 4                                                   | 2                                                     | 1                                                              | -                                   | 2      | 2       | 3        |
|                                              | 4%    | 4%     | -      | 8%    | 3%    | -   | -         | -   | 6%       | 4%        | 6%                                     | 3%                                       | 4%                                                      | 1%                     | 3%                                     | 15%                                      | 61%                                                     | -                      | 5%                                                  | 5%                                                    | 2%                                                             | -                                   | 4%     | 3%      | 4%       |
| Carl Fredericksen from Up                    | 6     | 6      | -      | 2     | 3     | 1   | -         | -   | 3        | 3         | 3                                      | 2                                        | -                                                       | 1                      | 5                                      | 1                                        | -                                                       | -                      | 3                                                   | 1                                                     | 1                                                              | 1                                   | 4      | 1       | 1        |
|                                              | 3%    | 3%     | -      | 5%    | 2%    | 4%  | -         | -   | 3%       | 7%        | 6%                                     | 5%                                       | -                                                       | 1%                     | 3%                                     | 14%                                      | -                                                       | -                      | 4%                                                  | 3%                                                    | 2%                                                             | 2%                                  | 6%     | 3%      | 1%       |
| Geppetto from Pinocchio                      | 3     | 3      | -      | -     | 3     | 1   | -         | -   | 2        | 2         | 1                                      | -                                        | 2                                                       | 1                      | 2                                      | -                                        | -                                                       | 1                      | 1                                                   | 1                                                     | 1                                                              | 1                                   | 1      | 1       | 1        |
|                                              | 2%    | 2%     | -      | -     | 2%    | 3%  | -         | -   | 2%       | 3%        | 1%                                     | -                                        | 5%                                                      | 1%                     | 1%                                     | -                                        | -                                                       | 55%                    | 1%                                                  | 2%                                                    | 6%                                                             | 2%                                  | 2%     | 2%      | 1%       |

- Column Proportions:  
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
Column Means:  
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
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2. Which of the following movie actors would you most worry about taking home to meet your dad on Father’s Day?

|                          | Total | Gender |        | AGE   |       |     | EDUCATION   |     |          |           | DEM B                                  |                                          |                                                         |                        | DEM A                                  |                                          |                                                         |                        | DEM C                                               |                                                      |                                                                      |                                     |        |         |          |
|--------------------------|-------|--------|--------|-------|-------|-----|-------------|-----|----------|-----------|----------------------------------------|------------------------------------------|---------------------------------------------------------|------------------------|----------------------------------------|------------------------------------------|---------------------------------------------------------|------------------------|-----------------------------------------------------|------------------------------------------------------|----------------------------------------------------------------------|-------------------------------------|--------|---------|----------|
|                          |       | Male   | Female | 18-34 | 35-54 | 55+ | <HS         | HS  | Post Sec | Univ Grad | Use social media-Daily/few times a day | Use social media-Weekly/few times weekly | Use social media-About once a month / few times a month | Use social media-Never | Use the internet-Daily/few times a day | Use the internet-Weekly/few times weekly | Use the internet-About once a month / few times a month | Use the internet-Never | Visit social networking sites-Daily/few times a day | Visit social networking sites-Weekly/few times a day | Visit social networking sites-About once a month / few times a month | Visit social networking sites-Never | Active | Passive | Inactive |
|                          |       | A      | B      | C     | D     | E   | F           | G   | H        | I         | J                                      | K                                        | L                                                       | M                      | N                                      | O                                        | P                                                       | Q                      | R                                                   | S                                                    | T                                                                    | U                                   | V      | W       | X        |
| Base: Female Respondents | 1100  | -      | 1100   | 311   | 447   | 342 | 61          | 237 | 517      | 285       | 326                                    | 180                                      | 204                                                     | 390                    | 1031                                   | 56                                       | 7                                                       | 6                      | 670                                                 | 141                                                  | 102                                                                  | 187                                 | 348    | 297     | 455      |
| Weighted                 | 1084  | -      | 1084   | 398   | 377   | 308 | 100         | 376 | 425      | 182       | 322                                    | 172                                      | 196                                                     | 394                    | 1008                                   | 56                                       | 8                                                       | 11                     | 691                                                 | 118                                                  | 93                                                                   | 182                                 | 324    | 297     | 463      |
| Johnny Depp              | 321   | -      | 321    | 113   | 116   | 92  | 25          | 120 | 125      | 51        | 87                                     | 50                                       | 54                                                      | 130                    | 291                                    | 20                                       | 3                                                       | 7                      | 210                                                 | 30                                                   | 28                                                                   | 53                                  | 79     | 94      | 148      |
|                          | 30%   | -      | 30%    | 28%   | 31%   | 30% | 25%<br>*    | 32% | 29%      | 28%       | 27%                                    | 29%                                      | 28%                                                     | 33%                    | 29%                                    | 35%<br>*                                 | 39%<br>**                                               | 64%<br>**              | 30%                                                 | 25%                                                  | 30%<br>*                                                             | 29%                                 | 24%    | 32%     | 32%<br>V |
| Tom Cruise               | 202   | -      | 202    | 64    | 72    | 66  | 28          | 60  | 79       | 35        | 46                                     | 38                                       | 42                                                      | 76                     | 188                                    | 13                                       | 1                                                       | -                      | 116                                                 | 30                                                   | 22                                                                   | 34                                  | 66     | 50      | 86       |
|                          | 19%   | -      | 19%    | 16%   | 19%   | 21% | 28%<br>G*   | 16% | 19%      | 19%       | 14%                                    | 22%                                      | 21%                                                     | 19%                    | 19%                                    | 23%<br>**                                | 16%<br>**                                               | -                      | 17%                                                 | 25%<br>R                                             | 24%                                                                  | 19%                                 | 20%    | 17%     | 19%      |
| Colin Farrell            | 169   | -      | 169    | 77    | 62    | 29  | 15          | 66  | 55       | 33        | 59                                     | 21                                       | 37                                                      | 52                     | 158                                    | 7                                        | 1                                                       | 2                      | 113                                                 | 14                                                   | 12                                                                   | 29                                  | 54     | 50      | 64       |
|                          | 16%   | -      | 16%    | 19%   | 16%   | 9%  | 15%<br>E    | 17% | 13%      | 18%       | 18%                                    | 12%                                      | 19%                                                     | 13%                    | 16%                                    | 12%<br>**                                | 15%<br>**                                               | 23%<br>**              | 16%                                                 | 12%<br>*                                             | 13%<br>*                                                             | 16%                                 | 17%    | 17%     | 14%      |
| Robert Downey Jr.        | 157   | -      | 157    | 61    | 49    | 46  | 6           | 56  | 71       | 24        | 38                                     | 31                                       | 28                                                      | 59                     | 149                                    | 6                                        | 1                                                       | 1                      | 103                                                 | 14                                                   | 10                                                                   | 30                                  | 53     | 35      | 69       |
|                          | 14%   | -      | 14%    | 15%   | 13%   | 15% | 6%<br>*     | 15% | 17%<br>F | 13%       | 12%                                    | 18%                                      | 14%                                                     | 15%                    | 15%                                    | 10%<br>*                                 | 15%<br>**                                               | 7%<br>**               | 15%                                                 | 12%                                                  | 11%<br>*                                                             | 16%                                 | 16%    | 12%     | 15%      |
| Leonardo DiCaprio        | 68    | -      | 68     | 30    | 13    | 24  | 14          | 22  | 24       | 7         | 30                                     | 7                                        | 11                                                      | 20                     | 65                                     | 2                                        | -                                                       | -                      | 42                                                  | 9                                                    | 4                                                                    | 12                                  | 16     | 27      | 25       |
|                          | 6%    | -      | 6%     | 8%    | 3%    | 8%  | 14%<br>GHI* | 6%  | 6%       | 4%        | 9%                                     | 4%                                       | 6%                                                      | 5%                     | 6%                                     | 4%<br>*                                  | -                                                       | -                      | 6%                                                  | 8%                                                   | 5%<br>*                                                              | 7%                                  | 5%     | 9%      | 5%       |
| Brad Pitt                | 56    | -      | 56     | 19    | 15    | 22  | 5           | 19  | 24       | 8         | 19                                     | 11                                       | 7                                                       | 20                     | 51                                     | 4                                        | 1                                                       | -                      | 36                                                  | 8                                                    | 3                                                                    | 9                                   | 18     | 12      | 27       |
|                          | 5%    | -      | 5%     | 5%    | 4%    | 7%  | 5%<br>*     | 5%  | 6%       | 5%        | 6%                                     | 6%                                       | 3%                                                      | 5%                     | 5%                                     | 6%<br>*                                  | 15%<br>**                                               | -                      | 5%                                                  | 7%                                                   | 3%<br>*                                                              | 5%                                  | 5%     | 4%      | 6%       |
| Christian Bale           | 53    | -      | 53     | 21    | 22    | 11  | 4           | 15  | 20       | 15        | 20                                     | 7                                        | 7                                                       | 19                     | 51                                     | 2                                        | -                                                       | -                      | 34                                                  | 3                                                    | 6                                                                    | 10                                  | 21     | 12      | 20       |
|                          | 5%    | -      | 5%     | 5%    | 6%    | 3%  | 4%<br>*     | 4%  | 5%       | 8%<br>GHI | 6%                                     | 4%                                       | 4%                                                      | 5%                     | 5%                                     | 4%<br>**                                 | -                                                       | -                      | 5%                                                  | 3%                                                   | 7%<br>*                                                              | 5%                                  | 7%     | 4%      | 4%       |
| Hugh Jackman             | 39    | -      | 39     | 7     | 20    | 12  | 3           | 12  | 19       | 6         | 18                                     | 4                                        | 8                                                       | 10                     | 38                                     | 1                                        | -                                                       | 1                      | 29                                                  | 5                                                    | 2                                                                    | 3                                   | 12     | 13      | 14       |
|                          | 4%    | -      | 4%     | 2%    | 5%    | 4%  | 3%<br>*     | 3%  | 5%       | 3%        | 6%                                     | 2%                                       | 4%                                                      | 2%                     | 4%                                     | 2%<br>*                                  | -                                                       | 7%<br>**               | 4%                                                  | 5%                                                   | 2%<br>*                                                              | 2%                                  | 4%     | 4%      | 3%       |
| Joseph Gordon Levitt     | 19    | -      | 19     | 5     | 8     | 6   | 1           | 7   | 8        | 3         | 5                                      | 3                                        | 3                                                       | 8                      | 17                                     | 1                                        | -                                                       | -                      | 8                                                   | 4                                                    | 5                                                                    | 2                                   | 5      | 4       | 10       |
|                          | 2%    | -      | 2%     | 1%    | 2%    | 2%  | 1%<br>*     | 2%  | 2%       | 2%        | 2%                                     | 2%                                       | 1%                                                      | 2%                     | 2%                                     | 3%<br>*                                  | -                                                       | -                      | 1%                                                  | 3%                                                   | 5%<br>R*                                                             | 1%                                  | 2%     | 1%      | 2%       |

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