

**PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS**  
**THE END OF SEINFELD**  
**— FINAL TOPLINE —**  
**May 1-5, 1998**  
**N = 1,009**

Q.1 Thinking about television for a moment, what is your favorite situation comedy series of all time? **(DO NOT SUGGEST ANSWERS; RECORD PROGRAM NAME GIVEN)**

		<i>End of "Cheers"</i>
		<u>April 1993</u> <sup>1</sup>
14	Seinfeld	2
6	M*A*S*H	8
5	Home Improvement	4
5	Cosby Show/Cosby	9
4	I Love Lucy	4
3	Friends	—
3	Cheers	10
3	Frasier	—
2	All in the Family	4
1	Andy Griffith	2
1	Roseanne	4
27	Others	27
18	None/Don't have a favorite	—
<u>8</u>	Don't know/Refused	<u>26</u>
100		100

Q.2 Do you ever watch "Seinfeld"?

		<i>Ever watch "Cheers"?</i>
		<u>April 1993</u>
62	Yes	69
38	No	30
<u>0</u>	Don't know/Refused	<u>1</u>
100		100

**BASED ON THOSE WHO WATCH "SEINFELD" [N = 630]**

Q.3 Who is your favorite character on "Seinfeld"? **(DO NOT SUGGEST ANSWERS; RECORD NAME GIVEN)**

		<i>"Cheers"</i>
		<u>April 1993</u>
44	Kramer	26
18	Jerry Seinfeld	18
11	George Costanza	14
10	Elaine Benes	8
		6
		4
		2
		1
		1
		1
		1
2	Others	4
<u>15</u>	Don't know/Refused	<u>15</u>
100		100

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<sup>1</sup> Results for "Cheers" questions based on a survey of 508 adults, April 1-4, 1993.

**ASK ALL:**

Q.4 Do you happen to know the names of any of the four main characters on “Seinfeld”? (IF NECESSARY: “What are their names?”) (**DO NOT READ NAMES; RECORD NAMES GIVEN; ACCEPT UP TO FOUR RESPONSES; FIRST NAMES ARE ACCEPTABLE**)

27 Named all four characters  
 11 Named three characters  
 7 Named two characters  
 20 Named one character  
35 Don’t know/Refused  
 100

**Q.5 THROUGH 8 BASED ON THOSE WHO WATCH SEINFELD” [N = 630]:**

Q.5/6 As you may know, new episodes of “Seinfeld” will not air after this season. Is there any one of the “Seinfeld” characters you would like to see continue in their own series? (IF YES, ASK Q.6: Which one of the characters?)

			<u>April 1993</u>
60	Yes		58
	33	Kramer	15 Sam
	9	George	12 Woody
	7	Jerry	10 Norm
	5	Elaine	4 Carla
	2	All others	4 Rebecca
			2 Diane
			2 Cliff
			2 Frasier
			1 Lilith
			4 Other
	4	Don’t know/Refused	2 Don’t know/Refused
36	No		29
<u>4</u>	Don’t know/Refused		<u>13</u>
100			100

Q.7 How much will you miss “Seinfeld” — a great deal, a fair amount, not very much, or not at all?

19 Great deal  
 29 Fair amount  
 31 Not very much  
 20 Not at all  
1 Don’t know/Refused  
 100

Q.8 Would you like to have friends like the characters on “Seinfeld”, or not?

41 Yes  
 54 No  
5 Don’t know/Refused  
 100