Serial Killers

Fieldwork Dates: 17th - 20th May 2019

Conducted by YouGov
On behalf of YouGov Realtime

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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 1272 adults. Fieldwork was undertaken between 17th - 20th May 2019. 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.

YouGov Realtime

Serial Killers

US_nat_internal Sample <1272> : 17th - 20th May 2019

YouGov
What the world thinks

	Total	Gender		Generation			Region				Race				
		Male	Female	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate
		A	B	D	E	F	J	K	L	M	N	O	P	Q	R

BYS_Q6m. Thinking about American serial killers, what names come to mind first? Please type in one answer in each box below. If you can think of more than 5, please type them in the last box separating each one with a semi-colon ';'.

Unweighted base	1272	568	704	393	338	446	223	272	458	319	880	144	161	87	451
Base: All US Adults	1272	619	653	399	327	441	226	267	479	300	842	149	199	82	514
1	59%	57%	61%	51%	56%	69% D.E.G	57%	62%	57%	60%	63% O.P	48%	47%	60% *	50%
2	38%	35%	41% A	32%	37%	45% D.E	33%	41%	38%	39%	44% O.P	23%	23%	40% O.P*	27%
3	23%	24%	23%	19%	24%	28% D	19%	26%	25%	22%	27% O.P	16%	12%	27% P*	18%
4	14%	13%	15%	11%	15%	17% D	11%	16%	14%	14%	16% P	10%	8%	18% P*	10%
5	9%	8%	9%	8%	8%	10%	4%	9% J	9% J	11% J	10%	7%	5%	12% P*	6%
I don't know the names of any serial killers	41%	43%	39%	49% F	43% F	31%	42%	38%	43%	40%	36%	52% N	53% N	40% *	50% S.T.U

BYS_Q6serialkiller. Thinking about American serial killers, what names come to mind first? Please type in one answer in each box below. If you can think of more than 5, please type them in the last box separating each one with a semi-colon ';'.

Unweighted base	1272	568	704	393	338	446	223	272	458	319	880	144	161	87	451
Base	1272	619	653	399	327	441	226	267	479	300	842	149	199	82	514
Green River Killer	3%	3%	4%	3%	3%	4%	2%	4%	2%	7% J.L	4%	2%	1%	7% P*	2%
Richard Ramirez	3%	3%	2%	1%	4% D	3%	2%	2%	2%	4%	3%	2%	1%	2% *	2%
Other	14%	14%	15%	16%	14%	14%	13%	17%	14%	15%	16% O	7%	12%	18% O*	12%
Boston Strangler	1%	1%	2%	0%	1%	2% D	2%	1%	1%	1%	2%	-	-	1% *	2%
Jack the Ripper	2%	2%	3%	2%	2%	4%	2%	1%	3%	2%	3%	3%	0%	- *	2%
BTK	4%	3%	5%	3%	4%	5%	2%	5%	4%	4%	4%	3%	2%	6% *	2%
Zodiac Killer	5%	4%	7%	7%	5%	5%	6%	5%	5%	6%	7% P	3%	2%	3% *	3%
Son of Sam	6%	7%	5%	2%	5% D	10% D.E	9% K.M	4%	7%	4%	7%	4%	4%	2% *	5%
John Wayne Gacy	15%	15%	14%	11%	13%	20% D.E	8%	20% J.M	16% J	13%	17% P	11%	8%	12% *	11%
Charles Manson	15%	13%	18% A	10%	15%	20% D	13%	18%	15%	14%	18% P	11%	9%	13% *	12%
Jeffrey Dahmer	21%	19%	23%	14%	24% D	26% D	20%	28% L.M	21%	16%	25% O.P	11%	11%	22% O.P*	18%
Ted Bundy	41%	39%	43%	36%	41%	48% D.E.G	35%	39%	44% J	44% J	45% O.P	31%	31%	45% O.P*	33%
N/A	47%	52% B	43%	58% E.F	47% F	37%	49%	45%	48%	47%	41%	62% N	60% N	52% *	56% S.T.U

BYS_Q1. How likely, if at all, do you think it is that you'll personally interact with a serial killer in your lifetime whether you knew it at the time or not?

YouGov Realtime

Serial Killers

US_nat_internal Sample <1272> : 17th - 20th May 2019

YouGov
What the world thinks

	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 $30k	$30,000 to $49,999	$50,000 to $99,999
		S	T	U	V	W	X	Y	Z	AA	AB	AC	AD	AE	AF
BYS_Q6m. Thinking about American serial killers, what names come to mind first? Please type in one answer in each box below. If you can think of more than 5, please type them in the last box separating each one with a semi-colon ';'.															
Unweighted base	1272	440	239	142	589	12	127	60	415	69	331	941	323	242	356
Base: All US Adults	1272	395	228	134	589	11	128	65	412	67	322	950	333	246	351
1	59%	64% R	66% R	64% R	62%	61% **	55%	50% *	57%	54% *	54%	60%	50%	58%	65% AD.AH
2	38%	45% R	47% R	42% R	39%	30% **	38%	34% *	36%	40% *	32%	40% AB	31%	38%	41% AD
3	23%	28% R	27% R	24%	23%	14% **	26%	15% *	23%	32% Y*	21%	24%	19%	27%	25%
4	14%	16% R	17% R	18% R	14%	14% **	12%	12% *	14%	20% *	11%	15%	9%	18% AD.AH	15% AD
5	9%	8%	11% R	14% R.S	9%	8% **	5%	8% *	9%	11% *	6%	9%	6%	9%	10% AD
I don't know the names of any serial killers	41%	35%	33%	35%	37%	39% **	45%	50% *	42%	46% *	46% AC	39%	49% AF.AG	43% AG	34%
BYS_Q6serialkiller. Thinking about American serial killers, what names come to mind first? Please type in one answer in each box below. If you can think of more than 5, please type them in the last box separating each one with a semi-colon ';'.															
Unweighted base	1272	440	239	142	589	12	127	60	415	69	331	941	323	242	356
Base	1272	395	228	134	589	11	128	65	412	67	322	950	333	246	351
Green River Killer	3%	4% R	3%	8% R	3%	- **	3%	4% *	4%	- *	3%	4%	2%	3%	5% AD
Richard Ramirez	3%	3%	4%	2%	2%	7% **	2%	4% *	3%	7% V*	1%	3%	2%	4%	3%
Other	14%	16%	18% R	16%	14%	23% **	10%	16% *	16%	15% *	14%	15%	14%	16%	16%
Boston Strangler	1%	1%	1%	3% S	2% Z	- **	1%	5% Z*	-	- *	1%	2%	1%	1%	1%
Jack the Ripper	2%	4%	2%	1%	3%	- **	2%	2% *	2%	3% *	1%	3% AB	2%	2%	3%
BTK	4%	6% R	4%	4%	4%	8% **	6%	1% *	3%	5% *	3%	4%	3%	6%	4%
Zodiac Killer	5%	6% R	7% R	10% R	4%	7% **	5%	8% *	8% V	4% *	5%	6%	4%	6%	6%
Son of Sam	6%	6%	6%	9% R	7%	8% **	8%	3% *	5%	5% *	4%	7%	4%	3%	8% AD.AE
John Wayne Gacy	15%	17% R	18% R	16%	15%	- **	15%	10% *	15%	21% *	10%	16% AB	11%	18% AD	15%
Charles Manson	15%	16%	19% R	18%	16%	21% **	14%	15% *	13%	24% Z*	15%	15%	13%	15%	16%
Jeffrey Dahmer	21%	24% R	23%	19%	23%	24% **	25%	16% *	19%	15% *	19%	22%	16%	25% AD	24% AD
Ted Bundy	41%	46% R	51% R	42%	41%	31% **	36%	33% *	45%	44% *	34%	44% AB	34%	43% AD	45% AD
N/A	47%	43%	38%	45%	45%	46% **	51%	51% *	48%	53% *	55% AC	45%	56% AE.AF.AG	47%	41%

BYS_Q1. How likely, if at all, do you think it is that you'll personally interact with a serial killer in your lifetime whether you knew it at the time or not?

YouGov Realtime

Serial Killers

US_nat_internal Sample <1272> : 17th - 20th May 2019

YouGov
What the world thinks

	Total			Type of Area Lived in			
		$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other
		AG	AH	AI	AJ	AK	AL

BYS_Q6m. Thinking about American serial killers, what names come to mind first? Please type in one answer in each box below. If you can think of more than 5, please type them in the last box separating each one with a semi-colon ';'.

Unweighted base	1272	213	138	416	617	234	*5*
Base: All US Adults	1272	209	133	419	616	232	*5*
1	59%	68% AD.AE.AH	51%	58%	61%	55%	*63%* **
2	38%	44% AD	38%	37%	40%	34%	- **
3	23%	25%	21%	21%	25%	22%	- **
4	14%	17% AD.AH	9%	12%	16%	13%	- **
5	9%	12% AD.AH	5%	8%	9%	9%	- **
I don't know the names of any serial killers	41%	32%	49% AF.AG	41%	39%	45%	*37%* **

BYS_Q6serialkiller. Thinking about American serial killers, what names come to mind first? Please type in one answer in each box below. If you can think of more than 5, please type them in the last box separating each one with a semi-colon ';'.

Unweighted base	1272	213	138	416	617	234	*5*
Base	1272	209	133	419	616	232	*5*
Green River Killer	3%	5%	3%	3%	4%	3%	- **
Richard Ramirez	3%	3%	2%	3% AK	3% AK	0%	- **
Other	14%	13%	11%	16%	14%	13%	- **
Boston Strangler	1%	2%	1%	1%	2%	1%	- **
Jack the Ripper	2%	3%	2%	2%	2%	4%	- **
BTK	4%	3%	5%	5%	4%	2%	- **
Zodiac Killer	5%	8% AD	5%	3%	7% AI	7% AI	- **
Son of Sam	6%	9% AD.AE	5%	4%	8% AI	5%	- **
John Wayne Gacy	15%	17% AD	14%	13%	17%	12%	*24%* **
Charles Manson	15%	20% AH	10%	14%	16%	14%	*20%* **
Jeffrey Dahmer	21%	21%	20%	19%	22%	23%	- **
Ted Bundy	41%	44% AD	41%	40%	43%	40%	*19%* **
N/A	47%	42%	52% AF	51%	45%	49%	*37%* **

BYS_Q1. How likely, if at all, do you think it is that you'll personally interact with a serial killer in your lifetime whether you knew it at the time or not?

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US_nat_internal Sample <1272> : 17th - 20th May 2019

	Total	Gender		Generation			Region				Race				
		Male	Female	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate
Unweighted base	1272	568	704	393	338	446	223	272	458	319	880	144	161	87	451
Base: All US Adults	1272	619	653	399	327	441	226	267	479	300	842	149	199	82	514
Very likely	7%	8% B	5%	12% E.F.G	5% F	2%	7%	7%	5%	8%	6%	8%	10%	3% *	7% T
Somewhat likely	13%	11%	15% A	19% F.G	15% F.G	8%	12%	13%	12%	16%	13%	11%	15%	18% *	10%
Not very likely	27%	25%	28%	25%	27%	25%	29%	26%	26%	26%	28%	24%	21%	35% P*	25%
Not at all likely	35%	37%	33%	24%	31% D	48% D.E	34%	38%	36%	33%	37% Q	32%	33%	26% *	33%
Don't know	18%	19%	18%	20% G	23% F.G	16%	18%	16%	20%	18%	17%	25% N	21%	18% *	25% S.T.U
Net: Very/somewhat likely	20%	19%	20%	31% E.F.G	20% F.G	10%	19%	20%	18%	24% L	19%	19%	25%	21% *	17%
Net: Not very/at all likely	62%	62%	62%	49%	57% D	73% D.E	63%	64%	62%	59%	65% P	56%	54%	61% *	58%

BYS_Q2. How interested, if at all, are you in consuming media (e.g., TV shows, movies, podcasts, etc.) about serial killers in America?

	Total	Gender		Generation			Region				Race				
		Male	Female	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate
Unweighted base	1272	568	704	393	338	446	223	272	458	319	880	144	161	87	451
Base: All US Adults	1272	619	653	399	327	441	226	267	479	300	842	149	199	82	514
Very interested	14%	14%	15%	22% F.G	17% F	7%	14%	17%	14%	13%	13%	13%	21% N	11% *	13%
Somewhat interested	26%	25%	27%	28%	25%	24%	29%	26%	25%	27%	27%	19%	27%	26% *	28% U
Not very interested	21%	24% B	18%	22%	17%	24% E.G	22%	20%	21%	20%	21%	19%	20%	23% *	18%
Not at all interested	31%	30%	31%	17%	31% D	39% D.E	27%	30%	32%	31%	33% P	34% P	18%	27% *	28%
Don't know	8%	7%	9%	11% F.G	10% F.G	5%	8%	7%	9%	8%	5%	15% N	13% N	13% N*	14% S.T.U
Net: Very/somewhat interested	41%	39%	42%	50% E.F.G	42% F	32%	43%	43%	38%	41%	41%	32%	48% O	37% *	41%
Net: Not very/at all interested	51%	54%	49%	39%	48% D	63% D.E	49%	50%	53%	51%	54% P	53% P	38%	51% *	45%

BYS_Q5. Which, if any, of the following have you used to consume true crime content related to serial killers? Please select all that apply.

	Total	Gender		Generation			Region				Race				
		Male	Female	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate
Unweighted base	1272	568	704	393	338	446	223	272	458	319	880	144	161	87	451
Base: All US Adults	1272	619	653	399	327	441	226	267	479	300	842	149	199	82	514
Television (Cable or Satellite TV)	41%	43%	40%	34%	41% D	49% D.E	40%	41%	41%	43%	45% O.Q	34%	38%	29% *	39%
Video streaming (e.g., Netflix, Hulu, Amazon Prime Video, etc.)	26%	25%	27%	41% E.F.G	30% F.G	13%	27%	29%	25%	27%	26%	21%	34% N.O	26% *	22%
Podcasts	7%	6%	8%	15% E.F.G	7% F.G	1%	6%	7%	7%	7%	7%	6%	6%	8% *	4%
Radio	6%	8% B	5%	9% F	7% F	3%	7%	7%	6%	6%	5%	7%	9%	5% *	6%
Magazines	9%	10%	7%	10%	7%	9%	10%	6%	9%	9%	8%	10%	14% N.Q	5% *	9%
Movie Theater	10%	12%	8%	13% F	11%	8%	12%	7%	11%	10%	10%	8%	10%	12% *	10%
Books	17%	17%	18%	18%	18%	18%	21%	16%	18%	14%	20% O	8%	13%	15% *	14%

YouGov Realtime

Serial Killers

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YouGov
What the world thinks

	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 $30k	$30,000 to $49,999	$50,000 to $99,999
Unweighted base	1272	440	239	142	589	12	127	60	415	69	331	941	323	242	356
Base: All US Adults	1272	395	228	134	589	11	128	65	412	67	322	950	333	246	351
Very likely	7%	6%	4%	9% T	9% X	- **	1%	3% *	6%	7% *	12% AC	5%	5%	5%	8%
Somewhat likely	13%	17% R	15%	12%	9%	8% **	16% V	7% *	19% V.Y	20% V.Y*	12%	13%	17% AG.AH	14%	14%
Not very likely	27%	27%	32%	24%	26%	32% **	27%	26% *	27%	31% *	27%	27%	23%	29%	29%
Not at all likely	35%	34%	36%	44% R.S	38% Z.AA	30% **	38% AA	46% Z.AA*	30%	22% *	29%	37% AB	32%	32%	38%
Don't know	18%	16%	14%	10%	18%	30% **	18%	19% *	19%	21% *	20%	18%	23% AF.AG	20% AF	11%
Net: Very/somewhat likely	20%	23% R	18%	22%	18%	8% **	17%	9% *	24% V.Y	26% Y*	25% AC	18%	22% AH	19% AH	22% AH
Net: Not very/at all likely	62%	61%	68% R	68% R	64% Z	61% **	65%	72% Z.AA*	57%	53% *	56%	64% AB	55%	61%	67% AD

BYS_Q2. How interested, if at all, are you in consuming media (e.g., TV shows, movies, podcasts, etc.) about serial killers in America?

Unweighted base	1272	440	239	142	589	12	127	60	415	69	331	941	323	242	356
Base: All US Adults	1272	395	228	134	589	11	128	65	412	67	322	950	333	246	351
Very interested	14%	17% T	11%	14%	16% X	24% **	5%	6% *	15% X	19% X.Y*	22% AC	12%	15% AH	13% AH	16% AH
Somewhat interested	26%	28% U	25%	19%	24%	14% **	23%	26% *	31% V	25% *	25%	27%	27%	28%	26%
Not very interested	21%	23%	24%	22%	21% Y	30% **	21% Y	6% *	22% Y	25% Y*	19%	21%	20%	18%	24%
Not at all interested	31%	27%	35% R.S	43% R.S	33% Z.AA	23% **	43% V.Z.AA	49% V.Z.AA*	23%	15% *	24%	33% AB	27%	33%	30%
Don't know	8%	5%	4%	2%	6%	9% **	8%	13% *	9%	15% V*	11%	7%	12% AF.AG	8% AF.AG	4%
Net: Very/somewhat interested	41%	45% T.U	37%	33%	40% X	39% **	28%	31% *	46% X	44% X*	47% AC	39%	41%	41%	43% AH
Net: Not very/at all interested	51%	50%	59% R.S	65% R.S	53% Z	53% **	64% V.Z.AA	56% *	45%	41% *	42%	54% AB	47%	51%	53%

BYS_Q5. Which, if any, of the following have you used to consume true crime content related to serial killers? Please select all that apply.

Unweighted base	1272	440	239	142	589	12	127	60	415	69	331	941	323	242	356
Base: All US Adults	1272	395	228	134	589	11	128	65	412	67	322	950	333	246	351
Television (Cable or Satellite TV)	41%	46% R.T	38%	41%	44% Z	38% **	41%	46% *	36%	42% *	39%	42%	38%	42% AH	48% AD.AH
Video streaming (e.g., Netflix, Hulu, Amazon Prime Video, etc.)	26%	30% R	29% R	29%	24% X.Y	17% **	13%	4% *	38% V.X.Y.AA	19% Y*	32% AC	24%	25%	25%	30% AH
Podcasts	7%	8% R	10% R	9% R	5%	14% **	4%	1% *	10% V.X.Y	12% V.X.Y*	10% AC	6%	6%	8% AH	7% AH
Radio	6%	6%	5%	10%	7%	- **	5%	3% *	6%	6% *	10% AC	5%	6%	6%	6%
Magazines	9%	8%	7%	10%	10%	7% **	8%	2% *	7%	13% Y*	12% AC	7%	9%	8%	9%
Movie Theater	10%	9%	10%	13%	10%	8% **	7%	3% *	12%	9% *	12%	10%	10%	11%	11%
Books	17%	18%	22% R	21%	19%	8% **	12%	17% *	17%	17% *	16%	18%	13%	19% AH	23% AD.AH

YouGov Realtime

Serial Killers

US_nat_internal Sample <1272> : 17th - 20th May 2019

	Total			Type of Area Lived in			
		$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other
Unweighted base	1272	213	138	416	617	234	*5*
Base: All US Adults	1272	209	133	419	616	232	*5*
Very likely	7%	11% AD.AE.AH	3%	12% AJ.AK	4%	6%	- **
Somewhat likely	13%	8%	8%	15% AK	14%	9%	- **
Not very likely	27%	27%	26%	24%	28%	27%	- **
Not at all likely	35%	40%	32%	30%	39% AI	35%	*43%* **
Don't know	18%	14%	30% AE.AF.AG	20%	15%	24% AJ	*57%* **
Net: Very/somewhat likely	20%	19% AH	11%	26% AJ.AK	18%	15%	- **
Net: Not very/at all likely	62%	67% AD	59%	54%	67% AI	62%	*43%* **

BYS_Q2. How interested, if at all, are you in consuming media (e.g., TV shows, movies, podcasts, etc.) about serial killers in America?

Unweighted base	1272	213	138	416	617	234	*5*
Base: All US Adults	1272	209	133	419	616	232	*5*
Very interested	14%	18% AH	6%	23% AJ.AK	9%	12%	- **
Somewhat interested	26%	24%	26%	26%	27%	23%	*43%* **
Not very interested	21%	22%	18%	20%	21%	23%	- **
Not at all interested	31%	33%	32%	22%	36% AI	32% AI	*20%* **
Don't know	8%	3%	17% AE.AF.AG	9%	6%	9%	*37%* **
Net: Very/somewhat interested	41%	42%	32%	49% AJ.AK	37%	35%	*43%* **
Net: Not very/at all interested	51%	55%	51%	41%	57% AI	55% AI	*20%* **

BYS_Q5. Which, if any, of the following have you used to consume true crime content related to serial killers? Please select all that apply.

Unweighted base	1272	213	138	416	617	234	*5*
Base: All US Adults	1272	209	133	419	616	232	*5*
Television (Cable or Satellite TV)	41%	41%	31%	40%	41%	43%	*43%* **
Video streaming (e.g., Netflix, Hulu, Amazon Prime Video, etc.)	26%	30% AH	17%	34% AJ.AK	23%	21%	*43%* **
Podcasts	7%	9% AH	2%	12% AJ.AK	5% AK	2%	- **
Radio	6%	10% AH	4%	9% AJ	4%	7%	- **
Magazines	9%	11% AH	4%	13% AJ.AK	7%	6%	- **
Movie Theater	10%	10%	6%	13% AJ	9%	8%	*24%* **
Books	17%	17%	10%	20%	16%	17%	*20%* **

YouGov Realtime

Serial Killers

US_nat_internal Sample <1272> : 17th - 20th May 2019

	Total	Gender		Generation			Region				Race				
		Male	Female	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate
Other	2%	1%	3%	3%	2%	1%	1%	3%	1%	3%	2%	2%	1%	4% P*	2%
Don't know	4%	4%	5%	5%	6% F	2%	4%	3%	5%	3%	3%	5%	5%	8% N*	6% T
Not applicable - I have not consumed true crime content related to serial killers	35%	33%	37%	29%	32%	42% D.E	34%	33%	36%	36%	36% P	45% N.P	25%	35% *	36%

BYS_Q3. How would you rate the current volume of media in America that is related to serial killers?

Unweighted base	1272	568	704	393	338	446	223	272	458	319	880	144	161	87	451
Base: All US Adults	1272	619	653	399	327	441	226	267	479	300	842	149	199	82	514
Very prevalent	12%	13%	12%	18% E.F.G	13% F	8%	14%	14%	10%	13%	12%	12%	15%	12% *	11%
Somewhat prevalent	31%	30%	33%	36% F	31%	28%	30%	33%	29%	35%	34% O	23%	32%	25% *	25%
Not very prevalent	17%	17%	16%	12%	17%	19% D	18%	16%	17%	15%	18%	13%	12%	22% *	14%
Not at all prevalent	6%	8%	5%	6%	5%	7%	7%	4%	8%	5%	5%	12% N	7%	6% *	8%
Don't know	33%	33%	34%	28%	34%	39% D	31%	33%	35%	32%	31%	40%	34%	35% *	42% S.T.U
Net: Prevalent	44%	43%	45%	54% E.F.G	44% F	35%	44%	47% L	39%	49% L	45% O	36%	47%	37% *	36%
Net: Uncommon	23%	25%	21%	18%	22%	26% D	25%	20%	25%	20%	23%	25%	19%	28% *	22%

BYS_Q4. Thinking of how Americans consume true crime media related to serial killers, how appropriate or inappropriate do you think the current level of interest is?

Unweighted base	1272	568	704	393	338	446	223	272	458	319	880	144	161	87	451
Base: All US Adults	1272	619	653	399	327	441	226	267	479	300	842	149	199	82	514
Very appropriate	8%	8%	8%	12% F.G	8%	5%	8%	10%	8%	5%	7%	11%	11%	5% *	7%
Somewhat appropriate	17%	19% B	14%	20% F	17%	12%	18%	21% M	16%	13%	17%	14%	20%	11% *	16%
Neither appropriate or inappropriate	29%	26%	31% A	23%	31% D	33% D	29%	24%	30%	31%	30%	26%	27%	23% *	28%
Somewhat inappropriate	13%	13%	13%	14%	13%	12%	14%	11%	13%	13%	13% O	7%	12%	21% O*	9%
Very inappropriate	8%	9%	7%	6%	6%	10% D	6%	8%	8%	9%	8%	8%	6%	9% *	7%
Don't know	26%	26%	26%	25%	25%	28%	25%	26%	25%	28%	25%	34% N	23%	31% *	33% S.U
Net: Appropriate	25%	27% B	22%	32% E.F	25% F	17%	26% M	31% L.M	24%	19%	23%	25%	31% Q	17% *	23%
Net: Inappropriate	21%	21%	20%	20%	19%	22%	19%	19%	22%	22%	22%	14%	18%	30% O.P*	16%

BYS_Q7. And, still thinking about true crime media, how appropriate or inappropriate is it for companies to make money off the serial killers' stories?

Unweighted base	1272	568	704	393	338	446	223	272	458	319	880	144	161	87	451
Base: All US Adults	1272	619	653	399	327	441	226	267	479	300	842	149	199	82	514
Very appropriate	7%	10% B	5%	12% E.F.G	7% G	4%	9%	9%	7%	6%	6%	9%	11% N	4% *	6%
Somewhat appropriate	10%	12% B	8%	12% F	12% F	6%	13% L	11%	8%	10%	9%	9%	13%	11% *	9%

YouGov Realtime

Serial Killers

US_nat_internal Sample <1272> : 17th - 20th May 2019

YouGov
What the world thinks

	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 $30k	$30,000 to $49,999	$50,000 to $99,999
Other	2%	2%	1%	4%	2%	-	1%	3%	3%	-	1%	2%	2%	1%	1%
						**		*		*					
Don't know	4%	4%	1%	3%	3%	*16%*	5%	5%	4%	11%	7%	3%	5%	3%	4%
						**		*		V.Z*	AC				
Not applicable - I have not consumed true crime content related to serial killers	35%	31%	40%	35%	35%	*16%*	41%	45%	33%	26%	30%	37%	36%	39%	28%
			S			**		AA*		*		AB	AF	AF	
BYS_Q3. How would you rate the current volume of media in America that is related to serial killers?															
Unweighted base	1272	440	239	142	589	*12*	127	60	415	69	331	941	323	242	356
Base: All US Adults	1272	395	228	134	589	*11*	128	65	412	67	322	950	333	246	351
Very prevalent	12%	14%	12%	16%	16%	-	5%	10%	11%	7%	20%	10%	10%	12%	14%
					X.Z	**		*		*	AC				AH
Somewhat prevalent	31%	36%	35%	36%	29%	*30%*	23%	32%	36%	40%	33%	31%	28%	29%	38%
		R	R	R		**		*	V.X	X*					AD.AE.AH
Not very prevalent	17%	19%	19%	17%	17%	*15%*	24%	10%	15%	15%	14%	17%	18%	19%	16%
						**	Y.Z	*		*			AH	AH	
Not at all prevalent	6%	6%	7%	4%	6%	*14%*	5%	8%	7%	4%	4%	7%	8%	4%	7%
						**		*		*					
Don't know	33%	26%	28%	28%	32%	*41%*	42%	39%	30%	35%	29%	34%	36%	36%	26%
						**	V.Z	*		*			AF.AG	AF.AG	
Net: Prevalent	44%	50%	47%	51%	45%	*30%*	29%	42%	47%	47%	52%	41%	38%	41%	52%
		R	R	R	X	**		*	X	X*	AC				AD.AE.AH
Net: Uncommon	23%	24%	26%	20%	23%	*29%*	30%	19%	22%	19%	18%	25%	26%	23%	23%
						**		*		*		AB			
BYS_Q4. Thinking of how Americans consume true crime media related to serial killers, how appropriate or inappropriate do you think the current level of interest is?															
Unweighted base	1272	440	239	142	589	*12*	127	60	415	69	331	941	323	242	356
Base: All US Adults	1272	395	228	134	589	*11*	128	65	412	67	322	950	333	246	351
Very appropriate	8%	11%	4%	8%	9%	*8%*	3%	3%	7%	14%	13%	6%	7%	7%	8%
		T			X	**		*		X.Y*	AC				
Somewhat appropriate	17%	19%	17%	13%	18%	-	11%	6%	19%	17%	20%	16%	17%	17%	18%
					Y	**		*	Y	*					
Neither appropriate or inappropriate	29%	29%	28%	32%	29%	*30%*	32%	35%	26%	34%	25%	30%	29%	28%	32%
						**		*		*					AH
Somewhat inappropriate	13%	14%	13%	24%	11%	*29%*	14%	15%	15%	10%	9%	14%	12%	14%	13%
		R		R.S.T		**		*		*		AB			
Very inappropriate	8%	8%	11%	6%	9%	-	12%	5%	7%	1%	9%	8%	6%	8%	9%
			R		AA	**	AA	*		*					
Don't know	26%	19%	26%	17%	24%	*33%*	28%	35%	26%	25%	24%	27%	29%	26%	20%
			S			**		*		*			AF		
Net: Appropriate	25%	29%	21%	21%	27%	*8%*	14%	9%	26%	30%	33%	22%	24%	23%	26%
		T			X.Y	**		*	X.Y	X.Y*	AC				
Net: Inappropriate	21%	22%	25%	30%	20%	*29%*	26%	20%	22%	11%	18%	22%	18%	23%	22%
		R	R	R		**	AA	*	AA	*					
BYS_Q7. And, still thinking about true crime media, how appropriate or inappropriate is it for companies to make money off the serial killers' stories?															
Unweighted base	1272	440	239	142	589	*12*	127	60	415	69	331	941	323	242	356
Base: All US Adults	1272	395	228	134	589	*11*	128	65	412	67	322	950	333	246	351
Very appropriate	7%	9%	4%	9%	8%	-	1%	3%	7%	11%	12%	6%	5%	4%	9%
		T			X	**		*	X	X*	AC				
Somewhat appropriate	10%	10%	11%	10%	10%	-	6%	2%	12%	13%	14%	8%	12%	9%	8%
						**		*	Y	Y*	AC				

YouGov Realtime

Serial Killers

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YouGov
What the world thinks

	Total			Type of Area Lived in			
		$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other
Other	2%	2%	5% AD.AE.AF	2%	2%	2%	- **
Don't know	4%	2%	8% AE.AG	4%	4%	5%	- **
Not applicable - I have not consumed true crime content related to serial killers	35%	35%	44% AF	29%	39% AI	35%	*37%* **

BYS_Q3. How would you rate the current volume of media in America that is related to serial killers?

Unweighted base	1272	213	138	416	617	234	*5*
Base: All US Adults	1272	209	133	419	616	232	*5*
Very prevalent	12%	18% AD.AH	6%	19% AJ.AK	9%	9%	*20%* **
Somewhat prevalent	31%	34%	25%	33%	32%	29%	*24%* **
Not very prevalent	17%	17%	10%	14%	18%	17%	*19%* **
Not at all prevalent	6%	5%	8%	5%	7%	6%	- **
Don't know	33%	26%	51% AD.AE.AF.AG	30%	33%	39% AI	*37%* **
Net: Prevalent	44%	52% AD.AE.AH	31%	51% AJ.AK	41%	38%	*44%* **
Net: Uncommon	23%	22%	18%	19%	26% AI	23%	*19%* **

BYS_Q4. Thinking of how Americans consume true crime media related to serial killers, how appropriate or inappropriate do you think the current level of interest is?

Unweighted base	1272	213	138	416	617	234	*5*
Base: All US Adults	1272	209	133	419	616	232	*5*
Very appropriate	8%	11%	6%	13% AJ.AK	4%	7%	- **
Somewhat appropriate	17%	18%	11%	19%	15%	15%	*43%* **
Neither appropriate or inappropriate	29%	29%	22%	28%	30%	28%	- **
Somewhat inappropriate	13%	13%	13%	10%	15% AI	13%	- **
Very inappropriate	8%	7%	10%	6%	9%	7%	*20%* **
Don't know	26%	22%	38% AE.AF.AG	22%	27%	30%	*37%* **
Net: Appropriate	25%	29% AH	17%	33% AJ.AK	20%	23%	*43%* **
Net: Inappropriate	21%	20%	23%	17%	24% AI	20%	*20%* **

BYS_Q7. And, still thinking about true crime media, how appropriate or inappropriate is it for companies to make money off the serial killers' stories?

Unweighted base	1272	213	138	416	617	234	*5*
Base: All US Adults	1272	209	133	419	616	232	*5*
Very appropriate	7%	10% AD.AE	7%	12% AJ	4%	8% AJ	- **
Somewhat appropriate	10%	12%	6%	13% AJ.AK	8%	7%	- **

YouGov Realtime

Serial Killers

US_nat_internal Sample <1272> : 17th - 20th May 2019

	Total	Gender		Generation			Region				Race				
		Male	Female	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate
Neither appropriate or inappropriate	22%	20%	23%	23%	23%	19%	20%	18%	24%	22%	22%	19%	21%	19% *	21%
Somewhat inappropriate	17%	16%	18%	21% E.F	15%	15%	16%	14%	18%	19%	18%	13%	17%	19% *	16%
Very inappropriate	25%	25%	25%	13%	20% D	37% D.E	23%	30%	23%	24%	28% O.P	19%	16%	25% *	22%
Don't know	20%	18%	22%	19%	24%	19%	20%	19%	20%	19%	17%	31% N	22%	23% *	26% S.T.U
Net: Appropriate	17%	22% B	12%	24% F.G	18% F.G	10%	21% L	20%	14%	15%	15%	18%	24% N	15% *	15%
Net: Inappropriate	42%	41%	43%	34%	35%	52% D.E	38%	44%	42%	44%	46% O.P	32%	33%	43% *	38%

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/AA, AB/AC, AD/AE/AF/AG/AH, AI/AJ/AK/AL, Minimum Base: 30 (**), Small Base: 100 (*))

YouGov Realtime

Serial Killers

US_nat_internal Sample <1272> : 17th - 20th May 2019

	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 $30k	$30,000 to $49,999	$50,000 to $99,999
Neither appropriate or inappropriate	22%	24%	22%	18%	20%	*16%* **	18%	17% *	24%	25% *	20%	22%	21%	23% AH	25% AH
Somewhat inappropriate	17%	17%	19%	22%	15%	*14%* **	19%	18% *	19%	19% *	13%	19% AB	18%	16%	20% AH
Very inappropriate	25%	24%	30% R	28%	27% Z.AA	*45%* **	39% V.Z.AA	37% Z.AA*	17%	12% *	19%	27% AB	20%	26%	25%
Don't know	20%	16%	15%	13%	19%	*26%* **	16%	23% *	20%	21% *	22%	19%	23% AF	22% AF	14%
Net: Appropriate	17%	19%	15%	19%	18% X.Y	- **	7%	5% *	19% X.Y	23% X.Y*	26% AC	14%	17%	14%	17%
Net: Inappropriate	42%	41%	48% R	50% R	42%	*59%* **	59% V.Z.AA	55% Z.AA*	36%	30% *	32%	46% AB	38%	42%	45%

Cell Contents (Cc

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Serial Killers

US_nat_internal Sample <1272> : 17th - 20th May 2019

YouGov
What the world thinks

	Total			Type of Area Lived in			
		$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other
Neither appropriate or inappropriate	22%	20%	14%	22%	22%	20%	*43%* **
Somewhat inappropriate	17%	17%	12%	15%	19%	18%	- **
Very inappropriate	25%	24%	34% AD.AF	18%	29% AI	24%	*20%* **
Don't know	20%	16%	27% AF.AG	20%	18%	22%	*37%* **
Net: Appropriate	17%	22% AE.AH	13%	25% AJ.AK	12%	15%	- **
Net: Inappropriate	42%	42%	46%	33%	48% AI	43% AI	*20%* **

Cell Contents (Cc