

**1. Ever watched Breaking Bad**

Have you ever watched an episode of the television series, Breaking Bad?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Yes	22%	25%	20%	33%	29%	17%	10%	26%	23%	16%	23%	19%
No	76%	73%	78%	62%	69%	82%	90%	73%	74%	83%	76%	71%
Not sure	2%	2%	2%	5%	2%	1%	—	1%	3%	0%	1%	9%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(460)	(540)	(142)	(300)	(387)	(171)	(341)	(422)	(237)	(892)	(108)

	Total	Race			Education					Region			
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Yes	22%	23%	17%	25%	18%	16%	26%	32%	20%	19%	21%	20%	31%
No	76%	75%	80%	74%	75%	81%	72%	68%	80%	79%	77%	78%	69%
Not sure	2%	2%	3%	1%	7%	3%	1%	1%	—	2%	2%	3%	1%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(817)	(104)	(79)	(35)	(335)	(356)	(187)	(87)	(199)	(202)	(347)	(252)

**2. Frequency of watching Breaking Bad**

How often do you watch the television series, Breaking Bad?

*Asked of those who have ever watched an episode of Breaking Bad*

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Very Frequently	35%	40%	30%	44%	31%	30%	40%	41%	32%	32%	34%	44%
Frequently	11%	8%	14%	13%	14%	6%	5%	14%	8%	11%	9%	26%
Occasionally	18%	15%	22%	8%	24%	16%	41%	23%	15%	15%	18%	17%
Rarely	29%	29%	30%	24%	26%	44%	14%	14%	40%	39%	31%	13%
Never	6%	8%	4%	11%	5%	4%	—	9%	4%	3%	7%	—
Totals (Unweighted N)	100% (224)	100% (112)	100% (112)	100% (44)	100% (89)	100% (73)	100% (18)	100% (90)	100% (97)	100% (37)	100% (205)	100% (19)

	Race				Education					Region			
	Total	White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Very Frequently	35%	36%	18%	43%	25%	34%	43%	30%	29%	34%	41%	23%	44%
Frequently	11%	11%	8%	13%	24%	11%	11%	8%	13%	9%	15%	10%	11%
Occasionally	18%	17%	30%	18%	29%	25%	18%	9%	23%	17%	20%	18%	18%
Rarely	29%	28%	45%	27%	18%	29%	26%	35%	30%	31%	21%	38%	25%
Never	6%	8%	—	—	4%	2%	2%	18%	5%	9%	2%	11%	3%
Totals (Unweighted N)	100% (224)	100% (178)	100% (21)	100% (25)	100% (7)	100% (54)	100% (89)	100% (57)	100% (17)	100% (38)	100% (44)	100% (67)	100% (75)

**3. Like or dislike the series Breaking Bad**

Do you like or dislike the television series, Breaking Bad?

*Asked of those who have ever watched an episode of Breaking Bad*

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Like a lot	51%	51%	50%	55%	52%	42%	59%	60%	45%	42%	48%	69%
Like a little	16%	14%	19%	14%	21%	16%	6%	16%	17%	14%	18%	3%
Neither like nor dislike	17%	20%	14%	17%	13%	23%	17%	13%	16%	33%	19%	6%
Dislike a little	6%	6%	6%	—	7%	12%	10%	2%	9%	10%	6%	7%
Dislike a lot	7%	8%	6%	12%	3%	6%	8%	9%	7%	—	7%	8%
Not sure	3%	1%	5%	3%	4%	2%	—	0%	6%	1%	2%	8%
Totals (Unweighted N)	100% (224)	100% (112)	100% (112)	100% (44)	100% (89)	100% (73)	100% (18)	100% (90)	100% (97)	100% (37)	100% (205)	100% (19)

	Total	Race			Education					Region			
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Like a lot	51%	52%	34%	51%	37%	51%	58%	38%	58%	54%	65%	38%	53%
Like a little	16%	13%	30%	22%	18%	17%	19%	11%	11%	7%	13%	19%	20%
Neither like nor dislike	17%	16%	35%	14%	22%	20%	10%	25%	18%	24%	10%	21%	14%
Dislike a little	6%	8%	—	—	—	4%	8%	7%	5%	10%	3%	6%	6%
Dislike a lot	7%	7%	—	10%	24%	2%	3%	14%	8%	1%	6%	13%	5%
Not sure	3%	3%	—	3%	—	5%	1%	4%	—	4%	3%	3%	3%
Totals (Unweighted N)	100% (224)	100% (178)	100% (21)	100% (25)	100% (7)	100% (54)	100% (89)	100% (57)	100% (17)	100% (38)	100% (44)	100% (67)	100% (75)