September 25-26, 2013
YouGov

1. Ever watched Breaking Bad

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

|  | Total | Gender |  | Age |  |  |  | Party ID |  |  | Voter Registration |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | 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 (Unweighted N) | $\begin{gathered} 100 \% \\ (1,000) \end{gathered}$ | $\begin{aligned} & 100 \% \\ & (460) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (540) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (142) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (300) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (387) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (171) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (341) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (422) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (237) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (892) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (108) \end{aligned}$ |


|  | 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 (Unweighted N) | $\begin{gathered} 100 \% \\ (1,000) \end{gathered}$ | $\begin{aligned} & 100 \% \\ & (817) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (104) \end{aligned}$ | $\begin{gathered} 100 \% \\ (79) \end{gathered}$ | $\begin{gathered} 100 \% \\ (35) \end{gathered}$ | $\begin{aligned} & 100 \% \\ & (335) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (356) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (187) \end{aligned}$ | $\begin{gathered} 100 \% \\ (87) \end{gathered}$ | $\begin{aligned} & 100 \% \\ & (199) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (202) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (347) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (252) \end{aligned}$ |

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## 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

|  | Total | Gender |  | Age |  |  |  | Party ID |  |  | Voter Registration |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | 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 <br> (Unweighted N) | $\begin{aligned} & 100 \% \\ & (224) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (112) \end{aligned}$ | $\begin{aligned} & \hline 100 \% \\ & (112) \end{aligned}$ | $\begin{gathered} 100 \% \\ (44) \end{gathered}$ | $\begin{gathered} 100 \% \\ (89) \end{gathered}$ | $\begin{gathered} 100 \% \\ (73) \end{gathered}$ | $\begin{gathered} 100 \% \\ (18) \end{gathered}$ | $\begin{gathered} \hline 100 \% \\ (90) \end{gathered}$ | $\begin{gathered} 100 \% \\ (97) \end{gathered}$ | $\begin{gathered} 100 \% \\ (37) \end{gathered}$ | $\begin{aligned} & 100 \% \\ & (205) \end{aligned}$ | $\begin{gathered} 100 \% \\ (19) \end{gathered}$ |


|  | Total | Race |  |  | Education |  |  |  |  | Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | 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) | $\begin{aligned} & 100 \% \\ & (224) \end{aligned}$ | $\begin{aligned} & \hline 100 \% \\ & (178) \end{aligned}$ | $\begin{gathered} 100 \% \\ (21) \end{gathered}$ | $\begin{gathered} 100 \% \\ (25) \end{gathered}$ | $100 \%$ <br> (7) | $\begin{gathered} \hline 100 \% \\ (54) \end{gathered}$ | $100 \%$ <br> (89) | $\begin{gathered} 100 \% \\ (57) \end{gathered}$ | $\begin{gathered} 100 \% \\ (17) \end{gathered}$ | $\begin{gathered} 100 \% \\ (38) \end{gathered}$ | $100 \%$ <br> (44) | $\begin{gathered} 100 \% \\ (67) \end{gathered}$ | $\begin{gathered} \hline 100 \% \\ (75) \end{gathered}$ |

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## 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

|  | Total | Gender |  | Age |  |  |  | Party ID |  |  | Voter Registration |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | 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 | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |
| (Unweighted N) | (224) | (112) | (112) | (44) | (89) | (73) | (18) | (90) | (97) | (37) | (205) | (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 | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |
| (Unweighted N) | (224) | (178) | (21) | (25) | (7) | (54) | (89) | (57) | (17) | (38) | (44) | (67) | (75) |

