

OPIGRAM

August 27 - 28, 2013



1. Favorable opinion of Miley Cyrus

Do you have a favorable or an unfavorable opinion of Miley Cyrus?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Very favorable	4%	5%	2%	6%	5%	3%	2%	4%	1%	7%	4%	—
Somewhat favorable	11%	13%	8%	14%	12%	11%	4%	13%	9%	8%	11%	8%
Somewhat unfavorable	25%	22%	27%	22%	21%	26%	29%	24%	26%	22%	24%	26%
Very unfavorable	44%	44%	44%	43%	47%	40%	47%	36%	44%	55%	45%	35%
Don't know	17%	16%	19%	15%	16%	20%	18%	22%	19%	8%	16%	32%
Totals (Unweighted N)	100% (1,000)	100% (465)	100% (535)	100% (151)	100% (290)	100% (386)	100% (173)	100% (336)	100% (412)	100% (252)	100% (914)	100% (86)

	Total	Race			Education					Region			
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Very favorable	4%	4%	4%	2%	5%	4%	3%	3%	3%	5%	6%	3%	2%
Somewhat favorable	11%	9%	15%	13%	—	16%	10%	9%	9%	6%	12%	10%	13%
Somewhat unfavorable	25%	26%	15%	25%	25%	21%	25%	27%	28%	27%	21%	21%	32%
Very unfavorable	44%	44%	38%	46%	34%	42%	43%	49%	50%	45%	41%	49%	38%
Don't know	17%	16%	28%	15%	36%	16%	19%	11%	10%	18%	20%	18%	15%
Totals (Unweighted N)	100% (1,000)	100% (853)	100% (83)	100% (64)	100% (23)	100% (290)	100% (358)	100% (224)	100% (105)	100% (164)	100% (221)	100% (349)	100% (266)

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	Total	Heard about Miley Cyrus performance		
		Heard a lot	Heard a little	Heard nothing at all
Very favorable	4%	4%	4%	1%
Somewhat favorable	11%	9%	14%	7%
Somewhat unfavorable	25%	23%	32%	14%
Very unfavorable	44%	56%	34%	14%
Don't know	17%	8%	15%	65%
Totals (Unweighted N)	100% (1,000)	100% (538)	100% (340)	100% (122)

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2. Heard about Miley Cyrus performance

How much have you heard or read about Miley Cyrus' performance at the MTV Video Music Awards this year?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Heard a lot	55%	50%	59%	55%	61%	51%	53%	53%	57%	54%	56%	45%
Heard a little	32%	35%	30%	31%	29%	37%	29%	32%	30%	37%	33%	29%
Heard nothing at all	13%	15%	11%	14%	10%	12%	18%	15%	13%	10%	11%	26%
Totals (Unweighted N)	100% (1,000)	100% (465)	100% (535)	100% (151)	100% (290)	100% (386)	100% (173)	100% (336)	100% (412)	100% (252)	100% (914)	100% (86)

	Total	Race			Education					Region			
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Heard a lot	55%	52%	60%	65%	48%	54%	52%	57%	69%	52%	62%	59%	43%
Heard a little	32%	36%	21%	20%	34%	33%	31%	34%	29%	35%	29%	27%	42%
Heard nothing at all	13%	12%	18%	15%	17%	13%	17%	9%	3%	13%	8%	14%	16%
Totals (Unweighted N)	100% (1,000)	100% (853)	100% (83)	100% (64)	100% (23)	100% (290)	100% (358)	100% (224)	100% (105)	100% (164)	100% (221)	100% (349)	100% (266)

	Heard about Miley Cyrus performance			
	Total	Heard a lot	Heard a little	Heard nothing at all
Heard a lot	55%	100%	—	—
Heard a little	32%	—	100%	—
Heard nothing at all	13%	—	—	100%
Totals (Unweighted N)	100% (1,000)	100% (538)	100% (340)	100% (122)

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3. Miley Cyrus - Appropriate

Do you think Miley Cyrus' performance at the MTV Video Music Awards this year was appropriate for television?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Yes	13%	19%	7%	20%	19%	9%	3%	17%	10%	10%	13%	11%
No	68%	59%	76%	62%	63%	70%	76%	61%	68%	76%	69%	54%
Not sure	19%	22%	17%	18%	18%	21%	21%	21%	21%	14%	18%	35%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(465)	(535)	(151)	(290)	(386)	(173)	(336)	(412)	(252)	(914)	(86)

	Race				Education					Region			
	Total	White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Yes	13%	12%	22%	9%	6%	16%	10%	15%	16%	9%	16%	11%	15%
No	68%	68%	56%	76%	80%	64%	65%	70%	72%	69%	67%	71%	62%
Not sure	19%	20%	22%	15%	14%	20%	25%	15%	13%	21%	17%	18%	22%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(853)	(83)	(64)	(23)	(290)	(358)	(224)	(105)	(164)	(221)	(349)	(266)

	Heard about Miley Cyrus performance			
	Total	Heard a lot	Heard a little	Heard nothing at all
Yes	13%	14%	12%	9%
No	68%	82%	68%	9%
Not sure	19%	4%	20%	82%
Totals	100%	100%	100%	100%
(Unweighted N)	(1,000)	(538)	(340)	(122)