



Audience Motivation Analysis: Breaking Bad

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and Mbanusi Obinna Walter

Vaughn Butland

Professional Artist

Intelligent

Honest

Loyal

BIO

A professional artist based in Kamloops, British Columbia, he is a self-employed businessman. Now a married senior, he enjoys painting full-time.

CORE NEEDS

Enjoys character-driven, interesting shows like Breaking Bad (Netflix). *“Intriguing learning how the drug trade works.”* (V. Butland. Personal communication, March 18, 2026).

FRUSTRATIONS

Prefers “character-driven”, interesting shows. More interested in understanding than shock value.

SKILLS

Drawing/Sketching

MOTIVATIONS FOR WATCHING

Motivation	Percentage (%)
Narrative Engagement	35%
Audience Satisfaction	67%
Binge-Watching Behaviour	91%
Mature Audience Appeal	70%

Based on external graph (see next slide).

PERSONALITY

Design Thinking

FAVORITE MEDIA



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User Persona References

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Personal Reflection on Audience Research

At the beginning of this project I felt like people probably enjoyed the show for similar reasons. But as we did more research I found out some people dislike certain elements of the show that were my favorite parts, like the violence. Yet we both still enjoyed the show equally. For me this highlighted the diversity within the show, giving it the ability to appeal to such a large audience, even if that audience has differing views.

(M. LeVasseur. Personal communication, March 20, 2026)

R/casualconversation on reddit: Is breaking bad really that good? (n.d.-b).

https://www.reddit.com/r/CasualConversation/comments/1r7nygh/is_breaking_bad_really_that_good/

R/breakingbad on reddit: Why do the majority of breaking bad fans not even understand what the show is actually about? (n.d.-b).

https://www.reddit.com/r/breakingbad/comments/13t90ao/why_do_the_majority_of_breaking_bad_fans_not_even/

References (Paul Butland, March 18, 2026)

Quantitative Audience Analysis (Obinna Walter, March, 2026)

Quantitative data indicates that the primary motivation for audiences watching Breaking Bad is its highly engaging and suspense-driven narrative. A significant proportion of viewers identify the series as binge-worthy, reflecting strong audience interest in continuous storytelling and suspense. Additionally, widespread binge-watching behaviour suggests that audiences are motivated by immersive, serialized narratives. Audience reception data further shows a high level of satisfaction, with a clear majority of viewers responding positively to the show, indicating strong emotional engagement. Demographic patterns reveal that the series primarily attracts adults aged 18–49, suggesting that its themes of crime, morality, and psychological complexity appeal to a mature audience. Overall, the data demonstrates that suspense, character development, and immersive storytelling are the dominant drivers of audience interest.

Chart sources (see previous slide). Figure 1: Audience motivations for watching Breaking Bad (compiled from TiVo Binge Viewing Study reported by Time, 2014; YouGov Audience Ratings Data; Nielsen Audience Engagement Reports via AMC Networks; FlashArc demographic analysis).

TiVo Binge Viewing Study (2014), reported by Time Magazine; YouGov (Audience Ratings Data on Breaking Bad); AMC Networks (Nielsen Engagement Reports); FlashArc (Audience Demographics Analysis).