

# Emmy\_s Show Specific

Fieldwork Dates: 21st - 23rd August 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 2475 adults. Fieldwork was undertaken between 21st - 23rd August 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.

US\_nat\_int Sample: 21st - 23rd August 2019



Total

res\_q1a. Which, if any, of the following services have you used to watch TV in the last 12 months (since August 2018)? Please select all that apply.

Unweighted base	2475
Base: All US Adults	2475
Live TV through a cable provider	35%
Live TV through a satellite provider	18%
Amazon Prime Video	39%
HBO Now	13%
Hulu	30%
Netflix	56%
Other	8%
None of these	9%
Don't know	3%

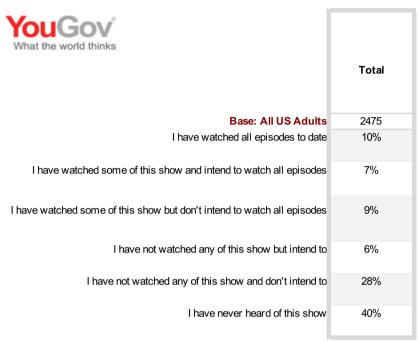
Which of the following best describes your level of engagement with each of the following shows? Please select one option on each row.

res\_q2\_1. Better Call Saul

Unweighted base

2475

US\_nat\_int Sample: 21st - 23rd August 2019



#### res\_q2\_2. Bodyguard

Unweighted base	2475
Base: All US Adults	2475
I have watched all episodes to date	6%
I have watched some of this show and intend to watch all episodes	5%
I have watched some of this show but don't intend to watch all episodes	4%
I have not watched any of this show but intend to	6%
I have not watched any of this show and don't intend to	21%



US\_nat\_int Sample: 21st - 23rd August 2019

YouGov <sup>®</sup> What the world thinks	Total
I have never heard of this sl	now 58%

### res\_q2\_3. Game of Thrones

Unweighted base	2475
Base: All US Adults	2475
I have watched all episodes to date	18%
I have watched some of this show and intend to watch all episodes	8%
I have watched some of this show but don't intend to watch all episodes	10%
I have not watched any of this show but intend to	10%
I have not watched any of this show and don't intend to	44%
I have never heard of this show	11%

### res\_q2\_4. Ozark

Unweighted base	2475
Base: All US Adults	2475
I have watched all episodes to date	9%
I have watched some of this show and intend to watch all episodes	5%
I have watched some of this show but don't intend to watch all episodes	6%

US\_nat\_int Sample: 21st - 23rd August 2019

YouGov What the world thinks	Total
I have not watched any of this show but intend to	7%
I have not watched any of this show and don't intend to	20%
I have never heard of this show	53%
res_q2_5. This Is Us	
Unweighted base	2475
Base: All US Adults	2475

Unweighted base	2475
Base: All US Adults	2475
I have watched all episodes to date	10%
I have watched some of this show and intend to watch all episodes	8%
I have watched some of this show but don't intend to watch all episodes	11%
I have not watched any of this show but intend to	8%
I have not watched any of this show and don't intend to	28%
I have never heard of this show	35%

### res\_q2\_6. Killing Eve

Unweighted base	2475
Base: All US Adults	2475
I have watched all episodes to date	5%
I have watched some of this show and intend to watch all episodes	6%

US\_nat\_int Sample: 21st - 23rd August 2019

YouGov What the world thinks	Total
I have watched some of this show but don't intend to watch all episodes	5%
I have not watched any of this show but intend to	8%
I have not watched any of this show and don't intend to	22%
I have never heard of this show	53%

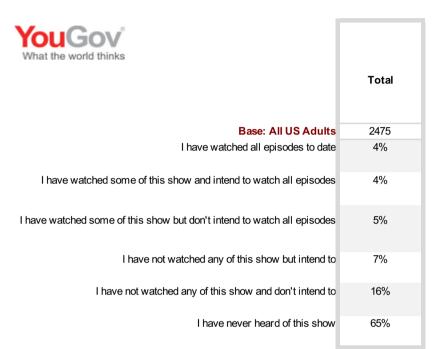
res\_q2\_7. Pose

Unweighted base	2475
Base: All US Adults	2475
I have watched all episodes to date	4%
I have watched some of this show and intend to watch all episodes	4%
I have watched some of this show but don't intend to watch all episodes	4%
I have not watched any of this show but intend to	6%
I have not watched any of this show and don't intend to	18%
I have never heard of this show	65%

res\_q

I have not watched any of this show and don't intend to	18%
I have never heard of this show	65%
q2_8. Succession Unweighted base	2475

US\_nat\_int Sample: 21st - 23rd August 2019



res\_q3. The following shows are nominated for Outstanding Drama Series at the Emmys this year.In your opinion, which ONE of these shows best deserves to win this category?

Unweighted base	2475
Base: All US Adults	2475
Better Call Saul	7%
Bodyguard	3%
Game of Thrones	18%
Ozark	4%
This Is Us	12%

US\_nat\_int Sample: 21st - 23rd August 2019



	Total
Killing Eve	4%
Pose	3%
Succession	2%
Don't know	48%

res\_q4. You mentioned that you watched the all episodes of HBO's Game of Thrones.Did you watch the eighth and final season?

Unweighted base	500
Base: All US Adults who watched all episodes of Game of Thrones	439
Yes, I did	94%
No, I did not	4%
Don't know	2%

res\_q4a. You said that you watched the eighth and final season of HBO's Game of Thrones.To what extent were you satisfied or dissatisfied with the final season as a whole?

Unweighted base	473
Base: All US Adults who watched all episodes of Game of Thrones	414
Very satisfied	24%
Somewhat satisfied	28%

US\_nat\_int Sample: 21st - 23rd August 2019



	Total
Neither satisfied nor dissatisfied	7%
Somewhat dissatisfied	20%
Very dissatisfied	21%
Don't know	0%

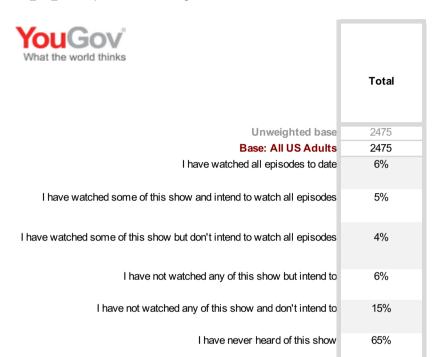
res\_q5. David Benioff and D.B. Weiss were two prominent showrunners and writers for HBO's Game of Thrones.How interested or uninterested are you in watching something they will be involved in?

Unweighted base	2475
Base: All US Adults	2475
Very interested	11%
Somewhat interested	18%
Somewhat uninterested	10%
Very uninterested	28%
Don't know	31%

Which of the following best describes your engagement with each of the following shows? Please select one option on each row.

res\_q6\_1. Barry

US\_nat\_int Sample: 21st - 23rd August 2019



#### res\_q6\_2. Fleabag

Unweighted base 2475  Base: All US Adults 2475  I have watched all episodes to date 4%	
I have watched all episodes to date 4%	
I have watched some of this show and intend to watch all episodes 4%	
I have watched some of this show but don't intend to watch all episodes 3%	
I have not watched any of this show but intend to 6%	
I have not watched any of this show and don't intend to 13%	

US\_nat\_int Sample: 21st - 23rd August 2019

YouGov® What the world thinks	Total
I have never heard of th	is show 70%

### res\_q6\_3. Russian Doll

Unweighted base	2475
Base: All US Adults	2475
I have watched all episodes to date	7%
I have watched some of this show and intend to watch all episodes	4%
I have watched some of this show but don't intend to watch all episodes	4%
I have not watched any of this show but intend to	7%
I have not watched any of this show and don't intend to	14%
I have never heard of this show	63%

### res\_q6\_4. Schitt's Creek

Unweighted base	2475
Base: All US Adults	2475
I have watched all episodes to date	6%
I have watched some of this show and intend to watch all episodes	6%
I have watched some of this show but don't intend to watch all episodes	8%

US\_nat\_int Sample: 21st - 23rd August 2019

YouGov° What the world thinks	Total
I have not watched any of this show but intend to	6%
I have not watched any of this show and don't intend to	23%
I have never heard of this show	51%

### res\_q6\_5. The Good Place

Unweighted base	2475
Base: All US Adults	2475
I have watched all episodes to date	8%
I have watched some of this show and intend to watch all episodes	9%
I have watched some of this show but don't intend to watch all episodes	9%
I have not watched any of this show but intend to	6%
I have not watched any of this show and don't intend to	17%
I have never heard of this show	51%

#### res\_q6\_6. The Marvelous Mrs. Maisel

Unweighted base	2475
Base: All US Adults	2475
I have watched all episodes to date	8%

US\_nat\_int Sample: 21st - 23rd August 2019

YouGov <sup>®</sup> What the world thinks	
	Total
I have watched some of this show and intend to watch all episodes	6%
I have watched some of this show but don't intend to watch all episodes	6%
I have not watched any of this show but intend to	11%
I have not watched any of this show and don't intend to	20%
I have never heard of this show	49%

res\_q6\_7. Veep

Unweighted base	2475
Base: All US Adults	2475
I have watched all episodes to date	5%
I have watched some of this show and intend to watch all episodes	6%
I have watched some of this show but don't intend to watch all episodes	8%
I have not watched any of this show but intend to	9%
I have not watched any of this show and don't intend to	25%
I have never heard of this show	48%



# YouGov RealTime

### Emmy\_s Show Specific

US\_nat\_int Sample: 21st - 23rd August 2019



Total

res\_q7. The following shows are nominated for Outstanding Comedy Series at the Emmys this year. In your opinion, which ONE of these shows best deserves to win this category?

in this category?	
Unweighted base	2475
Base: All US Adults	2475
Barry	3%
Fleabag	2%
Russian Doll	4%
Schitt's Creek	6%
The Good Place	9%
The Marvelous Mrs. Maisel	9%
Veep	7%
Don't know	61%