



Game Of Thrones
Fieldwork Dates: 3rd - 4th April 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 1206 adults. Fieldwork was undertaken between 3rd - 4th April 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.

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US_nat_internal Sample: 3rd - 4th April 2019



Total	Gender		Generation							Region				
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
	A	B	C	D	E	F	G	H	I	J	K	L	M	N

HYG_q1. Which of the following statements best describes your level of engagement with the book series, A Song of Ice and Fire by George R.R. Martin?

Unweighted base	1206	538	668	14	393	338	393	68	-	-	227	233	443	303	804
Base: All US adults	1206	586	620	14	391	333	393	74	-	-	215	253	454	284	784
I have read all five books in the series so far	8%	10%	7%	-	13%	9%	4%	4%	-	-	7%	9%	8%	10%	8%
				**	F	F	*	*	**	**					
I have started reading the book series but have not finished them yet	7%	8%	7%	16%	14%	7%	2%	3%	-	-	5%	4%	7%	12%	6%
			**	E.F.G	F	*	*	**	**					J.K	
I have not read any of the books at all	84%	82%	86%	84%	73%	84%	94%	92%	-	-	88%	87%	84%	78%	86%
			**	D	D	D	D.E	D*	**	**	M	M		P	
Net: Read any of the books	16%	18%	14%	16%	27%	16%	6%	8%	-	-	12%	13%	16%	22%	14%
			**	E.F.G	F	*	*	**	**					J.K	

HYG_q2. Which of the following statements best describes your level of engagement with the HBO TV series, Game of Thrones?

Unweighted base	1206	538	668	14	393	338	393	68	-	-	227	233	443	303	804
Base: All US adults	1206	586	620	14	391	333	393	74	-	-	215	253	454	284	784
I have watched all seven seasons so far	18%	21%	15%	9%	26%	18%	12%	6%	-	-	17%	20%	18%	17%	19%
		B	**	E.F.G	F.G	*	*	**	**						
I have started watching the series but have not seen all seasons yet	13%	15%	12%	30%	19%	16%	6%	5%	-	-	15%	9%	14%	14%	12%
			**	F.G	F.G	*	*	**	**		K				
I have not watched any episodes at all	69%	64%	74%	61%	56%	66%	81%	89%	-	-	68%	72%	68%	69%	70%
		A	**	D	D	D	D.E	D.E*	**	**					
Net: Watched any of the show	31%	36%	26%	39%	44%	34%	19%	11%	-	-	32%	28%	32%	31%	30%
		B	**	E.F.G	F.G	*	*	**	**						

HYG_q3. Which of the following statements best describes your intent, if at all, to watch the first episode of Game of Thrones season 8? Please select the option that best applies.

Unweighted base	1206	538	668	14	393	338	393	68	-	-	227	233	443	303	804
Base: All US Adults	1206	586	620	14	391	333	393	74	-	-	215	253	454	284	784
I intend to watch to watch it live on TV / cable the night it premieres	10%	11%	9%	-	12%	13%	8%	6%	-	-	14%	10%	9%	8%	10%
			**	F	F	*	*	**	**		M				
I intend to stream it live the night it premieres (e.g. via HBO Go, HBO Now, etc.)	8%	10%	5%	11%	14%	6%	3%	2%	-	-	3%	9%	8%	9%	6%
		B	**	E.F.G	*	*	*	**	**		J	J	J		
I intend to watch / stream it the night it premieres, but not live	3%	4%	2%	9%	5%	3%	0%	1%	-	-	2%	1%	3%	4%	2%
			**	F	F	*	*	**	**					K	
I intend to watch / stream it at a later date (i.e., not on the night it premieres)	9%	10%	9%	14%	13%	10%	5%	8%	-	-	9%	9%	9%	11%	10%
			**	F	F	*	*	**	**						
I don't intend to watch it at all	62%	56%	68%	60%	44%	60%	78%	80%	-	-	63%	68%	60%	59%	66%
		A	**	D	D	D	D.E	D.E*	**	**		L.M		P.Q	
Don't know	8%	10%	7%	7%	12%	9%	6%	3%	-	-	8%	4%	11%	9%	6%
			**	F.G	*	*	*	**	**			K	K		

How interested, if at all, are you in the ending of each of the following series? Please select one option on each row.

HYG_Q4_1. A Song of Fire and Ice (book series)

Unweighted base	189	100	89	2	108	52	22	5	-	-	30	25	70	64	111
Base: All US adults who have seen / read this	191	106	85	2	106	53	24	6	-	-	26	32	71	61	111
Very interested	54%	57%	51%	41%	49%	57%	73%	46%	-	-	61%	58%	59%	44%	64%
		*	*	**	*	*	**	**	**	**	**	**	*	*	P
Somewhat interested	29%	29%	29%	59%	28%	32%	24%	19%	-	-	28%	30%	21%	38%	22%
		*	*	**	*	*	**	**	**	**	**	**	*	L*	
Not very interested	10%	8%	14%	-	17%	2%	3%	-	-	-	8%	9%	13%	9%	8%

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US_nat_internal Sample: 3rd - 4th April 2019



Total	Race			Education				Marital Status					Children unde	
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB

HYG_q1. Which of the following statements best describes your level of engagement with the book series, A Song of Ice and Fire by George R.R. Martin?

Unweighted base	1206	155	150	97	442	406	233	125	569	17	128	51	369	72	302
Base: All US adults	1206	144	188	89	486	374	219	127	562	17	131	53	367	77	295
I have read all five books in the series so far	8%	9%	11%	6%	7%	5%	13%	14%	11%	5%	6%	7%	8%	8%	15%
				*			R.S	R.S		**	*		*	*	AC
I have started reading the book series but have not finished them yet	7%	3%	13%	13%	7%	6%	10%	9%	8%	-	2%	3%	9%	6%	10%
			N.O	N.O*					X	**	*	X	*	*	
I have not read any of the books at all	84%	88%	75%	82%	86%	89%	77%	77%	81%	95%	93%	91%	84%	86%	75%
		P	*	T.U	T.U				**	V.Z	*	*	*	*	
Net: Read any of the books	16%	12%	25%	18%	14%	11%	23%	23%	19%	5%	7%	9%	16%	14%	25%
			N.O	*			R.S	R.S	X	**		*	X	*	AC

HYG_q2. Which of the following statements best describes your level of engagement with the HBO TV series, Game of Thrones?

Unweighted base	1206	155	150	97	442	406	233	125	569	17	128	51	369	72	302
Base: All US adults	1206	144	188	89	486	374	219	127	562	17	131	53	367	77	295
I have watched all seven seasons so far	18%	13%	16%	22%	10%	21%	25%	27%	21%	17%	8%	7%	17%	23%	27%
			*	*		R	R	R	X.Y	**	*	X	X.Y*	AC	
I have started watching the series but have not seen all seasons yet	13%	10%	23%	12%	15%	11%	15%	9%	12%	7%	10%	8%	17%	9%	17%
			N.O.Q	*						**	*	V	*	*	AC
I have not watched any episodes at all	69%	77%	61%	66%	75%	68%	61%	65%	67%	76%	82%	84%	65%	68%	57%
		P	*	S.T.U					**	V.Z.AA	V.Z*	*	*	*	
Net: Watched any of the show	31%	23%	39%	34%	25%	32%	39%	35%	33%	24%	18%	16%	35%	32%	43%
			O	*		R	R	R	X.Y	**	*	X.Y	X*	AC	

HYG_q3. Which of the following statements best describes your intent, if at all, to watch the first episode of Game of Thrones season 8? Please select the option that best applies.

Unweighted base	1206	155	150	97	442	406	233	125	569	17	128	51	369	72	302
Base: All US Adults	1206	144	188	89	486	374	219	127	562	17	131	53	367	77	295
I intend to watch to watch it live on TV / cable the night it premieres	10%	8%	11%	10%	8%	10%	11%	19%	13%	19%	5%	4%	7%	11%	15%
			*	*				R.S.T	X.Z	**	*	*	*	*	AC
I intend to stream it live the night it premieres (e.g. via HBO Go, HBO Now, etc.)	8%	7%	13%	10%	7%	6%	12%	5%	7%	5%	4%	9%	9%	8%	14%
			N	*			R.S.U			**	*	*	*	*	AC
I intend to watch / stream it the night it premieres, but not live	3%	3%	4%	6%	3%	2%	3%	3%	3%	5%	-	2%	3%	3%	5%
			N*	*					**	*	*	*	*	*	AC
I intend to watch / stream it at a later date (i.e., not on the night it premieres)	9%	5%	10%	10%	5%	12%	15%	7%	9%	-	6%	2%	12%	11%	11%
			*	*	R	R.U			**	*	*	*	*	*	
I don't intend to watch it at all	62%	62%	48%	52%	66%	62%	55%	60%	59%	67%	81%	69%	59%	57%	46%
		P	*	T					**	V.Z.AA	*	*	*	*	
Don't know	8%	15%	13%	11%	12%	7%	4%	7%	8%	5%	4%	15%	10%	10%	9%
		N	N	*	T					**	*	X*	*	*	

How interested, if at all, are you in the ending of each of the following series? Please select one option on each row.

HYG_Q4_1. A Song of Fire and Ice (book series)

Unweighted base	189	19	41	18	58	48	52	31	105	1	8	5	60	10	71
Base: All US adults who have seen / read this	191	17	46	16	67	43	51	29	105	1	10	5	60	11	75
Very interested	54%	52%	42%	25%	45%	46%	71%	57%	60%	100%	85%	49%	34%	82%	65%
		**	*	**	*	*	R.S*	**	Z*	**	**	**	*	**	AC*
Somewhat interested	29%	31%	46%	31%	39%	36%	11%	27%	28%	-	7%	51%	37%	7%	30%
		**	N*	**	T*	T*	*	**	*	**	**	**	*	**	*
Not very interested	10%	17%	8%	26%	13%	9%	13%	3%	5%	-	8%	-	20%	11%	2%

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US_nat_internal Sample: 3rd - 4th April 2019



Total	r the age of 18		Income				Type of Area Lived in				A Song of Ice and Fire Readers			
	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/Town	Rural	Other	Read all the Books	Started reading	Not read any	Net: Read at all
	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP

HYG_q1. Which of the following statements best describes your level of engagement with the book series, A Song of Ice and Fire by George R.R. Martin?

Unweighted base	1206	904	329	203	337	179	158	393	552	251	10	101	88	1017	189
Base: All US adults	1206	911	328	202	340	176	160	398	548	249	11	102	88	1015	191
I have read all five books in the series so far	8%	6%	7%	6%	11%	15%	3%	11%	8%	6%	9%	100%	-	-	54%
				AH	AD,AE,AH			AK			**	AN,AO,AP*	*		AN,AO
I have started reading the book series but have not finished them yet	7%	7%	6%	7%	9%	7%	8%	11%	6%	5%	-	-	100%	-	46%
								AJ,AK			**	*	AM,AO,AP*		AM,AO
I have not read any of the books at all	84%	87%	87%	87%	80%	78%	89%	78%	86%	89%	91%	-	-	100%	-
		AB	AF,AG	AG			AF,AG	AI	AI	AI	**	*	*	AM,AN,AP	
Net: Read any of the books	16%	13%	13%	13%	20%	22%	11%	22%	14%	11%	9%	100%	100%	-	100%
				AD,AH	AD,AE,AH			AJ,AK			**	AO*	AO*		AO

HYG_q2. Which of the following statements best describes your level of engagement with the HBO TV series, Game of Thrones?

Unweighted base	1206	904	329	203	337	179	158	393	552	251	10	101	88	1017	189
Base: All US adults	1206	911	328	202	340	176	160	398	548	249	11	102	88	1015	191
I have watched all seven seasons so far	18%	15%	12%	18%	22%	29%	9%	21%	18%	13%	9%	68%	37%	11%	54%
				AD,AH	AD,AH	AD,AE,AH		AK			**	AN,AO,AP*	AO*		AN,AO
I have started watching the series but have not seen all seasons yet	13%	12%	14%	10%	16%	13%	11%	15%	12%	12%	13%	27%	42%	9%	34%
											**	AO*	AM,AO,AP*		AM,AO
I have not watched any episodes at all	69%	73%	74%	72%	62%	58%	81%	64%	70%	75%	78%	4%	21%	80%	12%
		AB	AF,AG	AF,AG			AF,AG	AI	AI	AI	**	*	AM,AP*	AM,AN,AP	AM
Net: Watched any of the show	31%	27%	26%	28%	38%	42%	19%	36%	30%	25%	22%	96%	79%	20%	88%
				AD,AE,AH	AD,AE,AH			AK			**	AN,AO,AP*	AO*		AN,AO

HYG_q3. Which of the following statements best describes your intent, if at all, to watch the first episode of Game of Thrones season 8? Please select the option that best applies.

Unweighted base	1206	904	329	203	337	179	158	393	552	251	10	101	88	1017	189
Base: All US Adults	1206	911	328	202	340	176	160	398	548	249	11	102	88	1015	191
I intend to watch to watch it live on TV / cable the night it premieres	10%	8%	6%	10%	14%	15%	5%	11%	11%	7%	-	45%	19%	6%	33%
				AD,AH	AD,AH						**	AN,AO,AP*	AO*		AN,AO
I intend to stream it live the night it premieres (e.g. via HBO Go, HBO Now, etc.)	8%	6%	8%	6%	8%	11%	2%	10%	7%	5%	9%	30%	33%	3%	31%
			AH	AH	AH			AK			**	AO*	AO*		AO
I intend to watch / stream it the night it premieres, but not live	3%	2%	2%	3%	3%	4%	3%	5%	2%	1%	-	7%	12%	1%	9%
								AJ,AK			**	AO*	AO*		AO
I intend to watch / stream it at a later date (i.e., not on the night it premieres)	9%	9%	9%	9%	10%	13%	6%	7%	10%	10%	23%	9%	16%	9%	13%
											**	*	AO*		
I don't intend to watch it at all	62%	67%	62%	62%	61%	52%	75%	55%	64%	70%	68%	8%	15%	71%	12%
		AB	AG				AD,AE,AF,AG	AI	AI	AI	**	*	*	AM,AN,AP	
Don't know	8%	8%	13%	10%	5%	5%	8%	11%	7%	8%	-	1%	4%	10%	2%
			AF,AG	AF				AJ			**	*	*	AM,AP	

How interested, if at all, are you in the ending of each of the following series? Please select one option on each row.

HYG_Q4_1. A Song of Fire and Ice (book series)

Unweighted base	189	118	37	26	65	43	18	85	77	26	1	101	88	-	189
Base: All US adults who have seen / read this	191	116	42	26	67	39	18	88	75	26	1	102	88	-	191
Very interested	54%	48%	43%	59%	57%	70%	29%	52%	57%	53%	100%	73%	33%	-	54%
			*	**	*	AD*	**	*	*	**	**	AN,AP*	*	**	AN
Somewhat interested	29%	29%	33%	24%	27%	21%	54%	28%	30%	32%	-	19%	40%	-	29%
			*	**	*	*	**	*	*	**	**	*	AM,AP*	**	AM
Not very interested	10%	15%	19%	8%	9%	4%	12%	14%	8%	6%	-	7%	15%	-	10%

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US_nat_internal Sample: 3rd - 4th April 2019



Total	Game of Thrones Watchers				Readers and Watchers	
	Watched all seasons	Started watching	Not watched any	Net: Watched at all	Caught Up With Both Show and Books	Read / Watched some of both Book and Show
	AQ	AR	AS	AT	AU	AV

HYG_q1. Which of the following statements best describes your level of engagement with the book series, A Song of Ice and Fire by George R.R. Martin?

Unweighted base	1206	224	153	829	377	73	165
Base: All US adults	1206	215	159	832	374	70	168
I have read all five books in the series so far	8%	33%	18%	1%	26%	100%	58%
		AR,AS,AT	AS		AR,AS	AV*	
I have started reading the book series but have not finished them yet	7%	15%	24%	2%	19%	-	42%
		AS	AS		AQ,AS	*	AU
I have not read any of the books at all	84%	52%	59%	97%	55%	-	-
			AQ,AR,AT		*		
Net: Read any of the books	16%	48%	41%	3%	45%	100%	100%
		AS	AS		AS	*	

HYG_q2. Which of the following statements best describes your level of engagement with the HBO TV series, Game of Thrones?

Unweighted base	1206	224	153	829	377	73	165
Base: All US adults	1206	215	159	832	374	70	168
I have watched all seven seasons so far	18%	100%	-	-	57%	100%	61%
		AR,AS,AT			AR,AS	AV*	
I have started watching the series but have not seen all seasons yet	13%	-	100%	-	43%	-	39%
			AQ,AS,AT		AQ,AS	*	AU
I have not watched any episodes at all	69%	-	-	100%	-	-	-
			AQ,AR,AT		*		
Net: Watched any of the show	31%	100%	100%	-	100%	100%	100%
		AS	AS		AS	*	

HYG_q3. Which of the following statements best describes your intent, if at all, to watch the first episode of Game of Thrones season 8? Please select the option that best applies.

Unweighted base	1206	224	153	829	377	73	165
Base: All US Adults	1206	215	159	832	374	70	168
I intend to watch to watch it live on TV / cable the night it premieres	10%	46%	9%	1%	30%	58%	36%
		AR,AS,AT	AS		AR,AS	AV*	
I intend to stream it live the night it premieres (e.g., via HBO Go, HBO Now, etc.)	8%	24%	24%	0%	24%	24%	35%
		AS	AS		AS	*	AU
I intend to watch / stream it the night it premieres, but not live	3%	8%	6%	1%	7%	10%	9%
		AS	AS		AS	*	
I intend to watch / stream it at a later date (i.e., not on the night it premieres)	9%	19%	30%	3%	24%	8%	13%
		AS	AQ,AS,AT		AQ,AS	*	
I don't intend to watch it at all	62%	1%	22%	85%	10%	-	5%
			AQ,AT	AQ,AR,AT	AQ	*	AU
Don't know	8%	2%	9%	10%	5%	-	2%
			AQ,AT	AQ,AT	AQ	*	

How interested, if at all, are you in the ending of each of the following series? Please select one option on each row.

HYG_Q4_1. A Song of Fire and Ice (book series)

Unweighted base	189	104	61	24	165	73	165
Base: All US adults who have seen / read this	191	103	65	23	168	70	168
Very interested	54%	75%	38%	7%	61%	89%	61%
		AR,AT*	*	**	AR	AV*	
Somewhat interested	29%	22%	34%	46%	27%	10%	27%
		*	*	**	*	*	AU
Not very interested	10%	1%	22%	16%	10%	1%	10%

YouGov RealTime

GOT

US_nat_internal Sample: 3rd - 4th April 2019



Total	Gender		Generation							Region					
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White	
	*	*	**	E	*	**	**	**	**	**	**	*	*		
Not interested at all	6%	7%	6%	-	6%	8%	-	35%	-	-	3%	3%	6%	9%	6%
Net: Interested	83%	86%	80%	100%	78%	90%	97%	65%	-	-	88%	88%	81%	82%	86%
Net: Not interested	17%	14%	20%	-	22%	10%	3%	35%	-	-	12%	12%	19%	18%	14%

HYG_Q4_2. Game of Thrones (TV series)

Unweighted base	377	198	179	5	181	111	73	7	-	-	74	63	141	99	242
Base: All US adults who have seen / read this	374	210	164	6	174	112	74	8	-	-	69	72	144	89	237
Very interested	59%	57%	61%	59%	54%	61%	65%	86%	-	-	61%	68%	54%	56%	65%
Somewhat interested	27%	30%	23%	27%	34%	23%	19%	-	-	18%	23%	33%	28%	21%	
Not very interested	8%	7%	10%	14%	9%	9%	8%	-	-	13%	3%	8%	10%	7%	
Not interested at all	5%	5%	6%	-	3%	7%	8%	14%	-	-	7%	5%	5%	7%	
Net: Interested	86%	87%	84%	86%	88%	84%	84%	86%	-	-	80%	92%	87%	85%	86%
Net: Not interested	14%	13%	16%	14%	12%	16%	16%	14%	-	-	20%	8%	13%	15%	14%

HYG_q5. Which ONE of the following BEST describes your level of fandom, if at all, for the Game of Thrones TV show?

Unweighted base	1206	538	668	14	393	338	393	68	-	-	227	233	443	303	804
Base: All US adults	1206	586	620	14	391	333	393	74	-	-	215	253	454	284	784
It is my favorite TV show	9%	10%	9%	9%	13%	10%	6%	5%	-	-	11%	11%	9%	8%	10%
I like the TV show, but it is not my favorite	18%	22%	14%	14%	26%	20%	11%	4%	-	-	18%	15%	18%	20%	16%
I don't like the TV show very much	3%	3%	3%	6%	4%	3%	2%	1%	-	-	2%	2%	3%	4%	3%
I don't like the TV show at all	1%	1%	1%	11%	1%	1%	1%	-	-	-	1%	-	2%	0%	1%
Not applicable - I haven't watched Game of Thrones	69%	64%	74%	61%	56%	66%	81%	89%	-	-	68%	72%	68%	69%	70%
Net: Like the show	27%	32%	23%	23%	39%	30%	16%	9%	-	-	29%	26%	27%	27%	26%
Net: Don't like the show	4%	4%	4%	16%	5%	4%	2%	1%	-	-	3%	2%	5%	4%	4%

HYG_q5_rb. Which ONE of the following BEST describes your level of fandom, if at all, for the Game of Thrones TV show?

Unweighted base	377	198	179	5	181	111	73	7	-	-	74	63	141	99	242
Base: All US adults who have watched the show	374	210	164	6	174	112	74	8	-	-	69	72	144	89	237
It is my favorite TV show	30%	29%	33%	24%	30%	31%	30%	46%	-	-	34%	38%	28%	25%	34%
I like the TV show, but it is not my favorite	57%	61%	53%	35%	59%	58%	57%	40%	-	-	56%	54%	57%	62%	53%
I don't like the TV show very much	9%	8%	10%	14%	9%	9%	9%	14%	-	-	6%	8%	10%	12%	10%
I don't like the TV show at all	3%	2%	4%	27%	2%	3%	4%	-	-	-	4%	-	5%	1%	3%
Net: Like the show	88%	89%	86%	59%	89%	89%	87%	86%	-	-	90%	92%	85%	87%	87%
Net: Don't like the show	12%	11%	14%	42%	11%	11%	13%	14%	-	-	10%	8%	15%	13%	13%

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US_nat_internal Sample: 3rd - 4th April 2019



	Total	Race			Education				Marital Status						Children unde
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
		**	*	**	*	*	*	**	*	**	**	**	V*	**	*
Not interested at all	6%	-	5%	17%	3%	8%	5%	12%	7%	-	-	-	9%	-	3%
Net: Interested	83%	83%	87%	57%	84%	83%	82%	85%	88%	100%	92%	100%	71%	89%	94%
Net: Not interested	17%	17%	13%	43%	16%	17%	18%	15%	12%	-	8%	-	29%	11%	6%
		**	*	**	*	*	*	**	*	**	**	**	V*	**	*

HYG_Q4_2. Game of Thrones (TV series)

Unweighted base	377	39	62	34	107	134	91	45	189	4	23	9	128	24	129
Base: All US adults who have seen / read this	374	33	73	30	122	121	86	45	186	4	24	8	127	25	128
Very interested	59%	49%	43%	59%	43%	67%	63%	73%	62%	70%	68%	61%	46%	90%	58%
Somewhat interested	27%	37%	44%	28%	38%	17%	31%	18%	27%	30%	11%	11%	36%	6%	29%
Not very interested	8%	9%	10%	13%	13%	9%	5%	4%	6%	-	17%	28%	10%	4%	8%
Not interested at all	5%	5%	4%	-	6%	7%	2%	5%	5%	-	3%	-	7%	-	5%
Net: Interested	86%	85%	86%	87%	81%	84%	93%	91%	88%	100%	80%	72%	82%	96%	87%
Net: Not interested	14%	15%	14%	13%	19%	16%	7%	9%	12%	-	20%	28%	18%	4%	13%

HYG_q5. Which ONE of the following BEST describes your level of fandom, if at all, for the Game of Thrones TV show?

Unweighted base	1206	155	150	97	442	406	233	125	569	17	128	51	369	72	302
Base: All US adults	1206	144	188	89	486	374	219	127	562	17	131	53	367	77	295
It is my favorite TV show	9%	6%	10%	7%	7%	8%	12%	17%	12%	7%	8%	4%	7%	8%	17%
I like the TV show, but it is not my favorite	18%	16%	24%	22%	14%	20%	24%	15%	18%	17%	8%	7%	21%	24%	23%
I don't like the TV show very much	3%	-	5%	4%	3%	3%	3%	3%	2%	-	2%	4%	4%	-	3%
I don't like the TV show at all	1%	1%	1%	1%	1%	1%	0%	1%	0%	-	1%	-	2%	-	1%
Not applicable - I haven't watched Game of Thrones	69%	77%	61%	66%	75%	68%	61%	65%	67%	76%	82%	84%	65%	68%	57%
Net: Like the show	27%	23%	34%	29%	21%	28%	36%	32%	30%	24%	15%	11%	28%	32%	40%
Net: Don't like the show	4%	1%	5%	5%	4%	4%	3%	4%	3%	-	3%	4%	6%	-	4%

HYG_q5_rb. Which ONE of the following BEST describes your level of fandom, if at all, for the Game of Thrones TV show?

Unweighted base	377	39	62	34	107	134	91	45	189	4	23	9	128	24	129
Base: All US adults who have watched the show	374	33	73	30	122	121	86	45	186	4	24	8	127	25	128
It is my favorite TV show	30%	28%	25%	20%	29%	25%	31%	48%	37%	31%	42%	27%	19%	26%	40%
I like the TV show, but it is not my favorite	57%	70%	62%	66%	56%	63%	61%	41%	54%	69%	43%	44%	62%	74%	52%
I don't like the TV show very much	9%	-	12%	11%	12%	8%	7%	8%	8%	-	12%	28%	12%	-	7%
I don't like the TV show at all	3%	2%	1%	3%	3%	4%	1%	3%	1%	-	3%	-	6%	-	1%
Net: Like the show	88%	98%	87%	86%	85%	88%	92%	90%	92%	100%	85%	72%	81%	100%	92%
Net: Don't like the show	12%	2%	13%	14%	15%	12%	8%	10%	8%	-	15%	28%	19%	-	8%

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US_nat_internal Sample: 3rd - 4th April 2019



Total	r the age of 18		Income					Type of Area Lived in				A Song of Ice and Fire Readers			
	No		Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/Town	Rural	Other	Read all the Books	Started reading	Not read any	Net: Read at all
	AB	*	**	*	*	**	*	*	**	**	*	*	**	**	
Not interested at all	6%	8%	6%	9%	7%	4%	5%	7%	5%	9%	-	1%	12%	-	6%
		*	**	*	*	**	*	*	**	**	**	*	AM.AP*	**	AM
Net: Interested	83%	76%	75%	83%	84%	92%	83%	79%	87%	85%	100%	92%	73%	-	83%
		*	**	*	*	**	*	*	**	**	**	AN.AP*	*	**	AN
Net: Not interested	17%	24%	25%	17%	16%	8%	17%	21%	13%	15%	-	8%	27%	-	17%
	AB	*	**	*	*	**	*	*	**	**	*	AM.AP*	**	**	AM

HYG_Q4_2. Game of Thrones (TV series)

Unweighted base	377	248	82	58	125	79	33	139	172	64	2	97	68	212	165
Base: All US adults who have seen / read this	374	246	84	57	128	74	31	143	167	62	2	98	70	206	168
Very interested	59%	59%	55%	65%	57%	69%	43%	55%	63%	57%	41%	68%	46%	59%	59%
		*	*	*	*	AH*	*	*	*	*	**	AN.AP*	*	*	AN
Somewhat interested	27%	26%	26%	23%	31%	23%	34%	30%	23%	30%	59%	24%	39%	25%	30%
		*	*	*	*	*	*	*	*	*	**	*	AM.AO.AP*	*	AM
Not very interested	8%	9%	14%	12%	4%	8%	5%	10%	8%	7%	-	4%	12%	9%	8%
		AF*	*	*	*	*	*	*	*	*	**	*	*	*	*
Not interested at all	5%	6%	5%	-	8%	-	18%	5%	6%	6%	-	5%	2%	7%	4%
		*	*	AE.AG	*	AD.AE.AG*	*	*	*	*	**	*	*	*	*
Net: Interested	86%	85%	80%	88%	88%	92%	77%	85%	86%	87%	100%	91%	85%	84%	89%
		*	*	*	*	AD.AH*	*	*	*	*	**	*	*	*	*
Net: Not interested	14%	15%	20%	12%	12%	8%	23%	15%	14%	13%	-	9%	15%	16%	11%
		AG*	*	*	*	AG*	*	*	*	*	**	*	*	*	*

HYG_q5. Which ONE of the following BEST describes your level of fandom, if at all, for the Game of Thrones TV show?

Unweighted base	1206	904	329	203	337	179	158	393	552	251	10	101	88	1017	189
Base: All US adults	1206	911	328	202	340	176	160	398	548	249	11	102	88	1015	191
It is my favorite TV show	9%	7%	6%	8%	13%	16%	4%	12%	8%	9%	9%	56%	19%	4%	39%
					AD.AH	AD.AE.AH		AJ			**	AN.AO.AP*	AO*		AN.AO
I like the TV show, but it is not my favorite	18%	16%	16%	19%	20%	22%	11%	19%	18%	14%	13%	35%	46%	14%	40%
					AH	AH					**	AO*	AO*		AO
I don't like the TV show very much	3%	3%	2%	2%	4%	2%	4%	3%	4%	1%	-	4%	15%	2%	9%
											**	*	AM.AO.AP*		AM.AO
I don't like the TV show at all	1%	1%	1%	-	1%	0%	1%	1%	1%	1%	-	-	-	1%	-
											**	*	*		*
Not applicable - I haven't watched Game of Thrones	69%	73%	74%	72%	62%	58%	81%	64%	70%	75%	78%	4%	21%	80%	12%
		AB	AF.AG	AF.AG			AF.AG			AI	**	*	AM.AP*	AM.AN.AP	AM
Net: Like the show	27%	23%	22%	26%	33%	39%	15%	32%	26%	23%	22%	92%	64%	17%	79%
			AH	AD.AH	AD.AE.AH		AK				**	AN.AO.AP*	AO*		AN.AO
Net: Don't like the show	4%	4%	4%	2%	5%	3%	5%	4%	4%	2%	-	4%	15%	3%	9%
											**	*	AM.AO.AP*		AM.AO

HYG_q5_rb. Which ONE of the following BEST describes your level of fandom, if at all, for the Game of Thrones TV show?

Unweighted base	377	248	82	58	125	79	33	139	172	64	2	97	68	212	165
Base: All US adults who have watched the show	374	246	84	57	128	74	31	143	167	62	2	98	70	206	168
It is my favorite TV show	30%	25%	24%	28%	33%	39%	19%	34%	26%	34%	41%	59%	24%	19%	44%
		*	*	*	*	AD.AH*	*	*	*	*	**	AN.AO.AP*	*	*	AN.AO
I like the TV show, but it is not my favorite	57%	60%	62%	65%	53%	54%	57%	54%	60%	57%	59%	37%	57%	67%	46%
		*	*	*	*	*	*	*	*	*	**	*	AM.AP*	AM.AP	AM
I don't like the TV show very much	9%	11%	9%	7%	11%	6%	18%	9%	12%	4%	-	4%	19%	9%	10%
		*	*	*	*	AG*	*	*	*	*	**	*	AM.AO.AP*		AM
I don't like the TV show at all	3%	4%	5%	-	3%	1%	6%	3%	2%	5%	-	-	-	5%	-
		*	*	*	*	*	*	*	*	*	**	*	*	AM.AP	
Net: Like the show	88%	86%	86%	93%	87%	93%	76%	88%	86%	91%	100%	96%	81%	86%	90%
		*	AH*	AH*	AH*	*	*	*	*	*	**	AN.AO.AP*	*	*	AN
Net: Don't like the show	12%	14%	14%	7%	13%	7%	24%	12%	14%	9%	-	4%	19%	14%	10%
		*	*	*	*	AE.AG*	*	*	*	*	**	*	AM.AP*	AM	AM

YouGov RealTime
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US_nat_internal Sample: 3rd - 4th April 2019



Total	Game of Thrones Watchers				Readers and Watchers	
	Watched all seasons	Started watching	Not watched any	Net: Watched at all	Caught Up With Both Show and Books	Read / Watched some of both Book and Show
	*	AQ.AT*	**	AQ	*	AU
Not interested at all	6%	2%	5%	31%	3%	-
	*	*	**	**	**	AU
Net: Interested	83%	97%	73%	53%	87%	99%
	AR.AT*	*	**	**	AR	AV*
Net: Not interested	17%	3%	27%	47%	13%	1%
	*	AQ.AT*	**	**	AQ	*
				AQ	*	AU

HYG_Q4_2. Game of Thrones (TV series)

Unweighted base	377	224	153	-	377	73	165
Base: All US adults who have seen / read this	374	215	159	-	374	70	168
Very interested	59%	83%	27%	-	59%	83%	59%
		AR.AT	**	**	AR	AV*	
Somewhat interested	27%	16%	43%	-	27%	16%	30%
		AQ.AT	**	**	AQ	*	AU
Not very interested	8%	1%	19%	-	8%	1%	8%
		AQ.AT	**	**	AQ	*	AU
Not interested at all	5%	1%	12%	-	5%	-	4%
		AQ.AT	**	**	AQ	*	AU
Net: Interested	86%	98%	69%	-	86%	99%	89%
		AR.AT	**	**	AR	AV*	
Net: Not interested	14%	2%	31%	-	14%	1%	11%
		AQ.AT	**	**	AQ	*	AU

HYG_q5. Which ONE of the following BEST describes your level of fandom, if at all, for the Game of Thrones TV show?

Unweighted base	1206	224	153	829	377	73	165
Base: All US adults	1206	215	159	832	374	70	168
It is my favorite TV show	9%	47%	8%	-	30%	73%	44%
		AR.AS.AT	AS	-	AR.AS	AV*	
I like the TV show, but it is not my favorite	18%	51%	67%	-	57%	27%	46%
		AS	AQ.AS.AT	-	AQ.AS	*	AU
I don't like the TV show very much	3%	2%	19%	-	9%	-	10%
		AS	AQ.AS.AT	-	AQ.AS	*	AU
I don't like the TV show at all	1%	0%	6%	-	3%	-	-
		AQ.AS.AT	-	-	AQ.AS	*	-
Not applicable – I haven't watched Game of Thrones	69%	-	-	100%	-	-	-
			AQ.AR.AT	*	*	*	*
Net: Like the show	27%	98%	74%	-	88%	100%	90%
		AR.AS.AT	AS	-	AR.AS	AV*	
Net: Don't like the show	4%	2%	26%	-	12%	-	10%
		AS	AQ.AS.AT	-	AQ.AS	*	AU

HYG_q5_rb. Which ONE of the following BEST describes your level of fandom, if at all, for the Game of Thrones TV show?

Unweighted base	377	224	153	-	377	73	165
Base: All US adults who have watched the show	374	215	159	-	374	70	168
It is my favorite TV show	30%	47%	8%	-	30%	73%	44%
		AR.AT	**	**	AR	AV*	
I like the TV show, but it is not my favorite	57%	51%	67%	-	57%	27%	46%
		AQ.AT	**	**	AQ	*	AU
I don't like the TV show very much	9%	2%	19%	-	9%	-	10%
		AQ.AT	**	**	AQ	*	AU
I don't like the TV show at all	3%	0%	6%	-	3%	-	-
		AQ.AT	**	**	AQ	*	-
Net: Like the show	88%	98%	74%	-	88%	100%	90%
		AR.AT	**	**	AR	AV*	
Net: Don't like the show	12%	2%	26%	-	12%	-	10%
		AQ.AT	**	**	AQ	*	AU

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US_nat_internal Sample: 3rd - 4th April 2019



Total	Gender		Generation							Region				
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White

HYG_q6. Which ONE of the following statements BEST apply to your relationship between the books and the show?

Unweighted base	165	89	76	2	97	43	20	3	-	-	26	21	62	56	98
Base: All US adults who have read the books and watched the show	168	94	74	2	94	46	22	4	-	-	23	28	64	53	98
I read the books first and they led me to the show	44%	42%	46%	-	39%	41%	71%	60%	-	-	52%	51%	50%	30%	52%
		*	*	**	*	*	**	**	**	**	**	**	M*	*	*
I watched the show first and it led me to the books	46%	47%	45%	59%	54%	38%	29%	40%	-	-	41%	30%	46%	57%	36%
		*	*	**	*	*	**	**	**	**	**	**	*	*	*
I read the books and watched the series at the same time	10%	11%	9%	41%	6%	21%	-	-	-	-	7%	19%	5%	12%	12%
		*	*	**	*	D*	**	**	**	**	**	**	*	*	*

HYG_q7. By the end of the final season, which ONE, if any, of the following characters do you think will end up on the Iron Throne? Please select the option that best applies.

Unweighted base	224	123	101	1	108	64	47	4	-	-	41	45	83	55	150
Base: All US adults who are caught up watching the show	215	123	91	1	100	60	49	4	-	-	36	50	80	49	146
Cersei Lannister	2%	2%	1%	-	2%	1%	2%	-	-	-	4%	-	2%	2%	1%
		*	*	**	*	*	*	**	**	**	*	*	*	*	*
Tyrion Lannister	5%	5%	4%	-	3%	7%	5%	-	-	-	10%	-	5%	6%	5%
		*	*	**	*	*	*	**	**	**	K*	*	*	*	*
Jamie Lannister	3%	5%	-	-	5%	2%	-	-	-	-	2%	4%	3%	-	2%
		B	*	**	*	*	*	**	**	**	*	*	*	*	*
Daenerys Targaryen	23%	25%	21%	-	18%	27%	29%	25%	-	-	24%	23%	21%	26%	27%
		*	**	*	*	*	*	**	**	**	*	*	*	*	*
Jon Snow	25%	18%	34%	-	22%	22%	34%	25%	-	-	26%	33%	22%	19%	27%
		*	A*	**	*	*	*	**	**	**	*	*	*	*	*
Sansa Stark	7%	8%	6%	100%	5%	10%	7%	-	-	-	-	12%	6%	10%	6%
		*	**	*	*	*	*	**	**	**	*	J*	*	J*	*
Bran Stark	2%	3%	1%	-	3%	-	4%	-	-	-	-	-	4%	4%	2%
		*	**	*	*	*	*	**	**	**	*	*	*	*	*
Arya Stark	7%	7%	7%	-	3%	10%	11%	-	-	-	10%	5%	9%	3%	7%
		*	**	*	*	*	*	**	**	**	*	*	*	*	*
Gendry Baratheon	2%	1%	4%	-	3%	2%	-	-	-	-	4%	-	2%	2%	1%
		*	**	*	*	*	*	**	**	**	*	*	*	*	*
Brienne of Tarth	2%	2%	2%	-	5%	-	-	-	-	-	5%	-	4%	-	1%
		*	**	*	*	*	*	**	**	**	*	*	*	*	*
Samwell Tarly	2%	1%	4%	-	3%	2%	-	-	-	-	-	2%	3%	2%	1%
		*	**	*	*	*	*	**	**	**	*	*	*	*	*
The Night King	4%	5%	3%	-	7%	1%	-	-	-	-	-	6%	4%	4%	3%
		*	**	*	*	*	*	**	**	**	*	*	*	*	*
Someone else	2%	2%	2%	-	1%	4%	2%	-	-	-	-	-	3%	2%	1%
		*	**	*	*	*	*	**	**	**	*	*	*	*	*
Not applicable - everyone will die	4%	4%	3%	-	4%	7%	-	-	-	-	5%	2%	4%	3%	4%
		*	**	*	*	*	*	**	**	**	*	*	*	*	*
Not applicable - the throne will be destroyed	11%	14%	7%	-	15%	7%	6%	49%	-	-	11%	13%	6%	17%	11%
		*	**	*	*	*	*	**	**	**	*	*	*	*	*

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E/F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U, V/W/X/Y/Z/AA, AB/AC, AD/AE/AF/AG/AH, AI/AJ/AK/AL, AM/AN/AO/AP, AQ/AR/AS/AT, AU/AV, Minimum Base: 30 (**), Small Base: 10

YouGov RealTime
GOT

US_nat_internal Sample: 3rd - 4th April 2019



Total	Race			Education				Marital Status					Children unde
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership

HYG_q6. Which ONE of the following statements BEST apply to your relationship between the books and the show?

Unweighted base	165	16	36	15	52	43	43	27	94	1	7	4	49	10	67
Base: All US adults who have read the books and watched the show	168	15	41	14	60	39	43	26	95	1	9	4	49	11	70
I read the books first and they led me to the show	44%	45%	30%	25%	39%	35%	53%	54%	57%	-	34%	34%	21%	48%	49%
		**	**	**	*	*	**	**	Z*	**	**	**	*	**	*
I watched the show first and it led me to the books	46%	55%	60%	69%	50%	63%	41%	21%	36%	100%	25%	24%	70%	52%	42%
		**	**	**	*	T*	*	**	*	**	**	**	V*	**	*
I read the books and watched the series at the same time	10%	-	10%	5%	11%	2%	6%	24%	7%	-	42%	41%	9%	-	10%
		**	**	**	*	*	*	**	*	**	**	**	*	**	*

HYG_q7. By the end of the final season, which ONE, if any, of the following characters do you think will end up on the Iron Throne? Please select the option that best applies.

Unweighted base	224	23	28	23	46	88	56	34	119	3	12	5	68	17	83
Base: All US adults who are caught up watching the show	215	19	29	20	48	78	55	34	117	3	11	4	63	18	79
Cersei Lannister	2%	2%	2%	4%	4%	-	1%	3%	2%	-	-	11%	2%	-	3%
		**	**	**	*	*	*	*	*	**	**	**	*	**	*
Tyrion Lannister	5%	4%	10%	-	2%	6%	5%	8%	7%	-	-	-	4%	-	6%
		**	**	**	*	*	*	*	*	**	**	**	*	**	*
Jamie Lannister	3%	-	6%	5%	8%	1%	-	3%	3%	-	10%	-	2%	-	5%
		**	**	**	T*	*	*	*	*	**	**	**	*	**	*
Daenerys Targaryen	23%	10%	3%	35%	22%	24%	22%	26%	23%	72%	26%	-	22%	25%	17%
		**	**	**	*	*	*	*	*	**	**	**	*	**	*
Jon Snow	25%	16%	22%	18%	19%	25%	32%	19%	24%	-	34%	89%	17%	39%	19%
		**	**	**	*	*	*	*	*	**	**	**	*	**	*
Sansa Stark	7%	20%	10%	-	15%	4%	4%	11%	8%	-	10%	-	8%	-	12%
		**	**	**	S*	*	*	*	*	**	**	**	*	**	AC*
Bran Stark	2%	4%	4%	-	6%	1%	-	3%	4%	-	-	-	-	-	6%
		**	**	**	*	*	*	*	*	**	**	**	*	**	AC*
Arya Stark	7%	12%	8%	-	8%	7%	7%	4%	6%	28%	7%	-	5%	19%	4%
		**	**	**	*	*	*	*	*	**	**	**	*	**	*
Gendry Baratheon	2%	4%	6%	-	2%	3%	-	3%	2%	-	-	-	2%	-	4%
		**	**	**	*	*	*	*	*	**	**	**	*	**	*
Brienne of Tarth	2%	4%	7%	4%	4%	3%	2%	-	3%	-	-	-	3%	-	4%
		**	**	**	*	*	*	*	*	**	**	**	*	**	*
Samwell Tarly	2%	4%	-	8%	-	2%	1%	5%	2%	-	-	-	4%	-	1%
		**	**	**	*	*	*	*	*	**	**	**	*	**	*
The Night King	4%	7%	3%	5%	4%	6%	4%	-	4%	-	5%	-	4%	-	7%
		**	**	**	*	*	*	*	*	**	**	**	*	**	*
Someone else	2%	4%	3%	-	-	2%	-	6%	2%	-	-	-	4%	-	3%
		**	**	**	*	*	*	*	*	**	**	**	*	**	*
Not applicable - everyone will die	4%	-	3%	4%	-	5%	3%	7%	3%	-	8%	-	5%	-	4%
		**	**	**	*	*	*	*	*	**	**	**	*	**	*
Not applicable - the throne will be destroyed	11%	7%	13%	17%	8%	12%	18%	4%	7%	-	-	-	21%	17%	6%
		**	**	**	*	*	*	*	*	**	**	**	V*	**	*

Cell Contents (Col00 (*))

YouGov RealTime GOT

US_nat_internal Sample: 3rd - 4th April 2019



Total	r the age of 18		Income				Type of Area Lived in				A Song of Ice and Fire Readers			
	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/Town	Rural	Other	Read all the Books	Started reading	Not read any	Net: Read at all

HYG_q6. Which ONE of the following statements BEST apply to your relationship between the books and the show?

Unweighted base	165	98	31	22	60	40	12	73	67	24	1	97	68	-	165
Base: All US adults who have read the books and watched the show	168	98	36	22	62	36	12	78	66	24	1	98	70	-	168
I read the books first and they led me to the show	44%	41%	28%	44%	46%	61%	31%	47%	40%	44%	100%	66%	14%	-	44%
I watched the show first and it led me to the books	46%	49%	58%	49%	46%	27%	63%	48%	44%	49%	-	23%	78%	-	46%
I read the books and watched the series at the same time	10%	10%	14%	7%	7%	13%	6%	5%	16%	7%	-	11%	8%	-	10%

HYG_q7. By the end of the final season, which ONE, if any, of the following characters do you think will end up on the Iron Throne? Please select the option that best applies.

Unweighted base	224	141	39	37	77	56	15	83	107	33	1	73	31	120	104
Base: All US adults who are caught up watching the show	215	136	38	37	75	51	14	82	100	32	1	70	33	112	103
Cersei Lannister	2%	1%	2%	-	1%	3%	-	2%	1%	3%	-	2%	1%	2%	2%
Tyrion Lannister	5%	4%	2%	-	6%	6%	11%	4%	4%	8%	-	7%	8%	2%	8%
Jamie Lannister	3%	2%	3%	-	6%	-	-	6%	-	3%	-	1%	12%	1%	5%
Daenerys Targaryen	23%	27%	27%	15%	26%	26%	8%	19%	30%	15%	-	21%	8%	29%	17%
Jon Snow	25%	28%	26%	21%	26%	24%	27%	18%	27%	33%	100%	22%	18%	28%	20%
Sansa Stark	7%	5%	9%	12%	6%	4%	10%	11%	6%	3%	-	14%	13%	1%	14%
Bran Stark	2%	-	3%	2%	2%	2%	-	5%	-	3%	-	6%	-	1%	4%
Arya Stark	7%	9%	5%	12%	6%	6%	5%	4%	8%	11%	-	3%	6%	10%	4%
Gendry Baratheon	2%	1%	-	6%	2%	-	-	2%	2%	2%	-	2%	5%	1%	3%
Brienne of Tarth	2%	1%	2%	3%	3%	2%	-	3%	2%	-	-	2%	7%	1%	4%
Samwell Tarly	2%	2%	-	-	1%	5%	6%	2%	2%	2%	-	3%	2%	1%	3%
The Night King	4%	2%	1%	5%	4%	6%	-	6%	4%	-	-	4%	6%	3%	5%
Someone else	2%	1%	-	5%	2%	2%	-	1%	3%	-	-	1%	4%	2%	2%
Not applicable - everyone will die	4%	3%	-	7%	3%	2%	12%	5%	2%	3%	-	1%	2%	6%	2%
Not applicable - the throne will be destroyed	11%	14%	19%	10%	6%	12%	21%	12%	10%	14%	-	9%	8%	13%	9%

Cell Contents (Col

YouGov RealTime
GOT

US_nat_internal Sample: 3rd - 4th April 2019



Total	Game of Thrones Watchers				Readers and Watchers	
	Watched all seasons	Started watching	Not watched any	Net: Watched at all	Caught Up With Both Show and Books	Read / Watched some of both Book and Show

HYG_q6. Which ONE of the following statements BEST apply to your relationship between the books and the show?

Unweighted base	165	104	61	-	165	73	165
Base: All US adults who have read the books and watched the show	168	103	65	-	168	70	168
I read the books first and they led me to the show	44%	55%	26%	-	44%	77%	44%
		AR.AT*	*	**	AR	AV*	
I watched the show first and it led me to the books	46%	36%	62%	-	46%	11%	46%
		*	AQ.AT*	**	AQ	*	AU
I read the books and watched the series at the same time	10%	9%	11%	-	10%	12%	10%
		*	*	**		*	

HYG_q7. By the end of the final season, which ONE, if any, of the following characters do you think will end up on the Iron Throne? Please select the option that best applies.

Unweighted base	224	224	-	-	224	73	104
Base: All US adults who are caught up watching the show	215	215	-	-	215	70	103
Cersei Lannister	2%	2%	-	-	2%	2%	2%
			**	**		*	*
Tyrion Lannister	5%	5%	-	-	5%	7%	8%
			**	**		*	*
Jamie Lannister	3%	3%	-	-	3%	1%	5%
			**	**		*	AU*
Daenerys Targaryen	23%	23%	-	-	23%	21%	17%
			**	**		*	*
Jon Snow	25%	25%	-	-	25%	22%	20%
			**	**		*	*
Sansa Stark	7%	7%	-	-	7%	14%	14%
			**	**		*	*
Bran Stark	2%	2%	-	-	2%	6%	4%
			**	**		*	*
Arya Stark	7%	7%	-	-	7%	3%	4%
			**	**		*	*
Gendry Baratheon	2%	2%	-	-	2%	2%	3%
			**	**		*	*
Brienne of Tarth	2%	2%	-	-	2%	2%	4%
			**	**		*	*
Samwell Tarly	2%	2%	-	-	2%	3%	3%
			**	**		*	*
The Night King	4%	4%	-	-	4%	4%	5%
			**	**		*	*
Someone else	2%	2%	-	-	2%	1%	2%
			**	**		*	*
Not applicable - everyone will die	4%	4%	-	-	4%	1%	2%
			**	**		*	*
Not applicable - the throne will be destroyed	11%	11%	-	-	11%	9%	9%
			**	**		*	*

Cell Contents (Col