



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.

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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

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| | Total |
|---|-------|
| 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 | 7% |
| 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 | 28% |
| I have never heard of this show | 40% |

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% |

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| |
|--------------|
| Total |
| 58% |

I have never heard of this show

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%

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| | 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 |
| 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% |

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| | 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_q2_8. Succession

| | Unweighted base |
|--|-----------------|
| | 2475 |

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| | Total |
|---|-------|
| | 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 | 5% |
| 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 | 16% |
| I have never heard of this show | 65% |

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% |

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| | 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% |

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| | 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

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| | Total |
|---|-------|
| 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 | 15% |
| I have never heard of this show | 65% |

res_q6_2. Fleabag

| | Total |
|---|-------|
| 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 | 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% |

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| | |
|---------------------------------|-----|
| Total | |
| I have never heard of this 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% |

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| |
|---|
| Total |
| I have not watched any of this show but intend to |
| I have not watched any of this show and don't intend to |
| I have never heard of this show |

res_q6_5. The Good Place

Unweighted base 2475
Base: All US Adults 2475

| |
|---|
| I have watched all episodes to date |
| I have watched some of this show and intend to watch all episodes |
| I have watched some of this show but don't intend to watch all episodes |
| I have not watched any of this show but intend to |
| I have not watched any of this show and don't intend to |
| I have never heard of this show |

res_q6_6. The Marvelous Mrs. Maisel

Unweighted base 2475
Base: All US Adults 2475

| |
|-------------------------------------|
| I have watched all episodes to date |
|-------------------------------------|

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| | 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% |

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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?

| | |
|----------------------------|------|
| 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% |