

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 1093 adults. Fieldwork was undertaken between 7th - 8th September 2017. 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.

YouGov NY
Emmys

US_nat Sample: 7th - 8th September 2017



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

ZYE_q2_1. How likely, if at all, are you to do each of the following? Please select one option on each row.

- Watch a TV show just because it won or was nominated for an Emmy Award

Unweighted base	978	420	558	234	286	458	194	195	363	226	707	92	88	91
Base: All US adults who ever watch TV	960	477	484	283	292	385	195	182	373	210	613	112	153	82
Very likely	8%	7%	8%	12%	10%	3%	10%	3%	8%	9%	6%	11%	12%	10%
Somewhat likely	17%	17%	18%	21%	18%	14%	20%	14%	18%	17%	15%	18%	26%	18%
Not very likely	25%	25%	24%	24%	27%	24%	21%	24%	25%	29%	25%	26%	26%	19%
Not at all likely	45%	46%	43%	37%	39%	55%	45%	53%	42%	42%	49%	38%	31%	50%
Don't know	5%	5%	6%	6%	6%	4%	5%	5%	6%	4%	5%	6%	5%	4%
Net: Likely	25%	24%	26%	33%	28%	17%	30%	18%	27%	25%	21%	29%	38%	28%
Net: Not likely	70%	71%	68%	61%	66%	79%	66%	77%	67%	71%	74%	65%	57%	68%

ZYE_q2_2. How likely, if at all, are you to do each of the following? Please select one option on each row.

- Check to see if a TV show won or was nominated for an Emmy Award before watching it

Unweighted base	978	420	558	234	286	458	194	195	363	226	707	92	88	91
Base: All US adults who ever watch TV	960	477	484	283	292	385	195	182	373	210	613	112	153	82
Very likely	7%	8%	6%	11%	11%	2%	10%	5%	7%	8%	5%	9%	15%	5%
Somewhat likely	15%	15%	16%	24%	15%	9%	20%	9%	17%	13%	11%	18%	27%	19%
Not very likely	20%	18%	21%	16%	21%	21%	14%	16%	21%	25%	20%	29%	14%	19%
Not at all likely	53%	55%	52%	44%	48%	64%	52%	65%	50%	51%	59%	36%	41%	55%
Don't know	5%	4%	5%	5%	5%	4%	3%	6%	5%	4%	4%	8%	3%	2%
Net: Likely	23%	23%	22%	35%	26%	11%	30%	14%	24%	21%	17%	27%	42%	25%
Net: Not likely	73%	73%	73%	60%	69%	86%	67%	81%	71%	75%	79%	65%	55%	73%

ZYE_q2_3. How likely, if at all, are you to do each of the following? Please select one option on each row.

- Watch an awards show (e.g., The Emmy Awards, The Oscars, etc.) just because you were a fan of the person hosting

Unweighted base	978	420	558	234	286	458	194	195	363	226	707	92	88	91
Base: All US adults who ever watch TV	960	477	484	283	292	385	195	182	373	210	613	112	153	82
Very likely	11%	11%	11%	16%	13%	6%	11%	6%	12%	13%	9%	13%	17%	14%
Somewhat likely	23%	24%	23%	30%	24%	18%	30%	19%	22%	24%	20%	29%	35%	21%
Not very likely	20%	16%	23%	22%	19%	19%	18%	23%	21%	16%	20%	26%	14%	22%
Not at all likely	42%	47%	38%	29%	40%	55%	39%	47%	41%	44%	48%	26%	31%	42%
Don't know	3%	2%	5%	4%	4%	3%	2%	4%	4%	3%	3%	6%	3%	1%
Net: Likely	34%	34%	35%	46%	37%	24%	41%	25%	34%	37%	28%	42%	52%	35%
Net: Not likely	62%	64%	61%	51%	59%	73%	57%	71%	62%	61%	68%	52%	44%	64%

YouGov NY
Emmys

US_nat Sample: 7th - 8th September 2017



Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership

ZYE_q2_1. How likely, if at all, are you to do each of the following? Please select one option on each row.

- Watch a TV show just because it won or was nominated for an Emmy Award

Unweighted base	978	314	349	202	113	505	23	105	40	267	38
Base: All US adults who ever watch TV	960	394	307	169	90	457	28	97	36	297	45
Very likely	8%	9%	6%	8%	9%	8%	17%	11%	-	8%	1%
Somewhat likely	17%	16%	15%	23%	26%	19%	9%	14%	17%	17%	20%
Not very likely	25%	23%	27%	24%	26%	22%	33%	29%	25%	28%	17%
Not at all likely	45%	45%	48%	42%	38%	45%	25%	45%	58%	41%	61%
Don't know	5%	8%	4%	3%	2%	6%	16%	1%	-	5%	-
Net: Likely	25%	24%	21%	31%	34%	26%	26%	25%	17%	25%	22%
Net: Not likely	70%	68%	76%	66%	64%	67%	58%	74%	83%	70%	78%

ZYE_q2_2. How likely, if at all, are you to do each of the following? Please select one option on each row.

- Check to see if a TV show won or was nominated for an Emmy Award before watching it

Unweighted base	978	314	349	202	113	505	23	105	40	267	38
Base: All US adults who ever watch TV	960	394	307	169	90	457	28	97	36	297	45
Very likely	7%	10%	4%	8%	6%	8%	6%	5%	-	8%	4%
Somewhat likely	15%	14%	15%	16%	18%	12%	28%	19%	16%	18%	13%
Not very likely	20%	19%	19%	21%	23%	18%	20%	21%	19%	21%	21%
Not at all likely	53%	51%	57%	53%	51%	57%	28%	52%	63%	47%	62%
Don't know	5%	6%	5%	2%	1%	4%	19%	3%	2%	6%	-
Net: Likely	23%	24%	19%	25%	25%	21%	33%	24%	16%	26%	17%
Net: Not likely	73%	71%	75%	73%	74%	76%	48%	73%	83%	69%	83%

ZYE_q2_3. How likely, if at all, are you to do each of the following? Please select one option on each row.

- Watch an awards show (e.g., The Emmy Awards, The Oscars, etc.) just because you were a fan of the person hosting

Unweighted base	978	314	349	202	113	505	23	105	40	267	38
Base: All US adults who ever watch TV	960	394	307	169	90	457	28	97	36	297	45
Very likely	11%	11%	10%	12%	10%	9%	15%	19%	3%	12%	9%
Somewhat likely	23%	21%	22%	34%	18%	24%	25%	14%	23%	26%	15%
Not very likely	20%	20%	19%	18%	25%	14%	23%	21%	18%	27%	30%
Not at all likely	42%	42%	46%	36%	46%	49%	18%	44%	52%	32%	47%
Don't know	3%	6%	3%	1%	0%	3%	19%	2%	3%	3%	-
Net: Likely	34%	32%	33%	45%	28%	34%	40%	33%	26%	38%	23%
Net: Not likely	62%	62%	65%	54%	71%	63%	41%	65%	70%	58%	77%

YouGov NY
Emmys

US_nat Sample: 7th - 8th September 2017



Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

ZYE_q2_1. How likely, if at all, are you to do each of the following? Please select one option on each row.

- Watch a TV show just because it won or was nominated for an Emmy Award

Unweighted base	978	255	723	330	286	231	131
Base: All US adults who ever watch TV	960	265	695	348	290	212	111
Very likely	8%	14%	6%	9%	8%	8%	5%
Somewhat likely	17%	25%	15%	18%	14%	25%	11%
Not very likely	25%	18%	27%	22%	27%	23%	30%
Not at all likely	45%	38%	47%	43%	48%	42%	48%
Don't know	5%	5%	5%	8%	3%	2%	7%
Net: Likely	25%	39%	20%	26%	22%	33%	16%
Net: Not likely	70%	56%	75%	66%	75%	64%	77%

ZYE_q2_2. How likely, if at all, are you to do each of the following? Please select one option on each row.

- Check to see if a TV show won or was nominated for an Emmy Award before watching it

Unweighted base	978	255	723	330	286	231	131
Base: All US adults who ever watch TV	960	265	695	348	290	212	111
Very likely	7%	14%	5%	7%	10%	8%	2%
Somewhat likely	15%	20%	13%	17%	14%	17%	10%
Not very likely	20%	17%	21%	21%	16%	21%	22%
Not at all likely	53%	44%	57%	49%	58%	51%	61%
Don't know	5%	5%	4%	7%	3%	3%	5%
Net: Likely	23%	34%	18%	24%	23%	25%	11%
Net: Not likely	73%	61%	78%	69%	74%	72%	83%

ZYE_q2_3. How likely, if at all, are you to do each of the following? Please select one option on each row.

- Watch an awards show (e.g., The Emmy Awards, The Oscars, etc.) just because you were a fan of the person hosting

Unweighted base	978	255	723	330	286	231	131
Base: All US adults who ever watch TV	960	265	695	348	290	212	111
Very likely	11%	15%	9%	11%	14%	9%	7%
Somewhat likely	23%	30%	21%	25%	21%	28%	17%
Not very likely	20%	17%	21%	22%	17%	16%	26%
Not at all likely	42%	34%	46%	36%	46%	46%	45%
Don't know	3%	3%	4%	5%	2%	1%	5%
Net: Likely	34%	46%	30%	36%	35%	37%	24%
Net: Not likely	62%	51%	66%	59%	63%	62%	71%

YouGov NY
Emmys

US_nat Sample: 7th - 8th September 2017



Total	Social networks membership													
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None

ZYE_q2_1. How likely, if at all, are you to do each of the following? Please select one option on each row.

- Watch a TV show just because it won or was nominated for an Emmy Award

	978	774	366	279	249	67	280	77	269	3	155	24	21	7	131
Unweighted base	978	774	366	279	249	67	280	77	269	3	155	24	21	7	131
Base: All US adults who ever watch TV	960	762	361	265	285	70	262	81	288	3	160	23	26	6	113
Very likely	8%	9%	10%	6%	12%	19%	11%	14%	13%	-	12%	23%	5%	-	1%
Somewhat likely	17%	18%	21%	18%	18%	15%	17%	24%	18%	76%	20%	18%	6%	9%	14%
Not very likely	25%	25%	28%	29%	27%	16%	29%	26%	31%	24%	24%	25%	18%	15%	22%
Not at all likely	45%	43%	38%	44%	39%	42%	39%	31%	34%	-	38%	26%	58%	28%	58%
Don't know	5%	6%	3%	3%	4%	7%	4%	5%	4%	-	7%	7%	13%	48%	4%
Net: Likely	25%	27%	31%	24%	30%	35%	28%	38%	31%	76%	32%	41%	11%	9%	15%
Net: Not likely	70%	67%	66%	73%	66%	59%	68%	56%	64%	24%	61%	51%	76%	43%	80%

ZYE_q2_2. How likely, if at all, are you to do each of the following? Please select one option on each row.

- Check to see if a TV show won or was nominated for an Emmy Award before watching it

	978	774	366	279	249	67	280	77	269	3	155	24	21	7	131
Unweighted base	978	774	366	279	249	67	280	77	269	3	155	24	21	7	131
Base: All US adults who ever watch TV	960	762	361	265	285	70	262	81	288	3	160	23	26	6	113
Very likely	7%	8%	12%	9%	15%	21%	8%	12%	10%	54%	10%	27%	3%	20%	1%
Somewhat likely	15%	16%	16%	12%	17%	24%	14%	20%	20%	22%	22%	26%	5%	14%	5%
Not very likely	20%	19%	20%	19%	18%	13%	17%	19%	20%	-	18%	15%	16%	25%	23%
Not at all likely	53%	51%	50%	56%	47%	37%	56%	44%	46%	24%	43%	28%	66%	28%	69%
Don't know	5%	5%	3%	3%	3%	5%	5%	5%	4%	-	6%	4%	10%	14%	1%
Net: Likely	23%	25%	28%	22%	33%	45%	22%	32%	30%	76%	33%	53%	8%	34%	6%
Net: Not likely	73%	70%	69%	75%	65%	50%	73%	63%	66%	24%	61%	43%	82%	52%	92%

ZYE_q2_3. How likely, if at all, are you to do each of the following? Please select one option on each row.

- Watch an awards show (e.g., The Emmy Awards, The Oscars, etc.) just because you were a fan of the person hosting

	978	774	366	279	249	67	280	77	269	3	155	24	21	7	131
Unweighted base	978	774	366	279	249	67	280	77	269	3	155	24	21	7	131
Base: All US adults who ever watch TV	960	762	361	265	285	70	262	81	288	3	160	23	26	6	113
Very likely	11%	12%	14%	11%	16%	26%	13%	25%	14%	22%	12%	23%	-	20%	6%
Somewhat likely	23%	26%	27%	23%	27%	25%	28%	19%	27%	54%	30%	27%	24%	-	12%
Not very likely	20%	21%	20%	21%	18%	20%	21%	20%	19%	-	22%	16%	25%	16%	18%
Not at all likely	42%	38%	37%	43%	37%	25%	35%	31%	36%	24%	30%	30%	41%	50%	64%
Don't know	3%	4%	2%	1%	2%	4%	4%	5%	4%	-	6%	4%	10%	14%	1%
Net: Likely	34%	37%	41%	34%	43%	51%	40%	45%	41%	76%	42%	50%	24%	20%	17%
Net: Not likely	62%	58%	57%	65%	55%	45%	56%	51%	55%	24%	52%	46%	67%	66%	82%

YouGov NY

Emmys

US_nat Sample: 7th - 8th September 2017



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

ZYE_q1. This year The Emmy Awards will air on the 17th of September. How much, if any, of The Emmy Awards show broadcast do you intend to watch live this year?

Unweighted base	978	420	558	234	286	458	194	195	363	226	707	92	88	91
Base: All US adults who ever watch TV	960	477	484	283	292	385	195	182	373	210	613	112	153	82
The entire broadcast	8%	10%	7%	10%	11%	6%	11%	3%	8%	12%	8%	7%	12%	7%
Most of the broadcast	11%	11%	10%	15%	9%	8%	12%	9%	10%	12%	8%	9%	25%	7%
About half of the broadcast	6%	6%	7%	9%	7%	3%	9%	6%	6%	3%	5%	9%	6%	11%
Only a little of the broadcast	12%	10%	13%	15%	13%	9%	12%	11%	12%	12%	10%	21%	13%	11%
None of the broadcast	53%	55%	51%	38%	52%	65%	46%	60%	54%	52%	60%	44%	31%	57%
Don't know	10%	8%	13%	13%	9%	9%	11%	11%	10%	9%	10%	9%	13%	8%

ZYE_q3. This year Stephen Colbert has been selected to host The Emmy Awards. To what extent do you approve or disapprove of this choice?

Unweighted base	978	420	558	234	286	458	194	195	363	226	707	92	88	91
Base: All US adults who ever watch TV	960	477	484	283	292	385	195	182	373	210	613	112	153	82
Strongly approve	26%	26%	27%	24%	27%	27%	29%	22%	22%	36%	28%	20%	26%	24%
Somewhat approve	21%	22%	21%	28%	27%	13%	25%	18%	21%	22%	18%	33%	26%	22%
Somewhat disapprove	6%	6%	6%	8%	7%	5%	4%	7%	8%	4%	5%	6%	10%	8%
Strongly disapprove	15%	18%	13%	6%	12%	25%	11%	15%	16%	17%	18%	4%	8%	23%
Don't know	30%	28%	33%	34%	27%	31%	30%	37%	33%	21%	31%	37%	29%	23%
Net: Approve	48%	48%	48%	52%	54%	40%	54%	40%	42%	58%	46%	52%	52%	47%
Net: Disapprove	22%	24%	19%	14%	19%	29%	16%	22%	25%	21%	23%	10%	18%	30%

ZYE_q4. Which ONE, if any, of the following TV shows nominated for the Best Drama Emmy do you feel should win the award this year?

Unweighted base	978	420	558	234	286	458	194	195	363	226	707	92	88	91
Base: All US adults who ever watch TV	960	477	484	283	292	385	195	182	373	210	613	112	153	82
Better Call Saul	6%	8%	4%	4%	6%	7%	6%	5%	5%	8%	7%	1%	6%	2%
The Crown	5%	6%	5%	7%	5%	4%	9%	3%	4%	6%	5%	0%	8%	6%
The Handmaid's Tale	6%	2%	10%	9%	6%	4%	5%	6%	6%	7%	6%	3%	8%	4%
House of Cards	8%	11%	6%	12%	8%	6%	7%	7%	9%	9%	7%	9%	14%	6%
Stranger Things	9%	8%	11%	16%	10%	4%	7%	13%	8%	11%	8%	16%	12%	3%
This is Us	12%	8%	17%	13%	16%	9%	16%	11%	12%	10%	14%	14%	7%	6%
Westworld	5%	6%	3%	7%	4%	3%	7%	3%	4%	4%	4%	2%	3%	14%
None of these	11%	12%	10%	3%	15%	14%	8%	15%	12%	8%	10%	17%	7%	13%
Don't know	38%	40%	35%	29%	31%	49%	36%	36%	40%	37%	37%	37%	35%	45%

Cell Contents (Column Percentages)

YouGov NY

Emmys

US_nat Sample: 7th - 8th September 2017



Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership

ZYE_q1. This year The Emmy Awards will air on the 17th of September. How much, if any, of The Emmy Awards show broadcast do you intend to watch live this year?

	Unweighted base	978	314	349	202	113	505	23	105	40	267	38
Base: All US adults who ever watch TV		960	394	307	169	90	457	28	97	36	297	45
The entire broadcast	8%	9%	7%	9%	11%	9%	11%	4%	7%	10%	-	-
Most of the broadcast	11%	12%	9%	10%	10%	11%	18%	12%	10%	9%	6%	6%
About half of the broadcast	6%	6%	6%	7%	6%	5%	9%	5%	2%	9%	9%	9%
Only a little of the broadcast	12%	12%	12%	14%	8%	9%	26%	15%	13%	14%	10%	10%
None of the broadcast	53%	52%	54%	52%	60%	59%	32%	57%	63%	44%	52%	52%
Don't know	10%	10%	13%	8%	5%	8%	4%	7%	5%	14%	23%	23%

ZYE_q3. This year Stephen Colbert has been selected to host The Emmy Awards. To what extent do you approve or disapprove of this choice?

	Unweighted base	978	314	349	202	113	505	23	105	40	267	38
Base: All US adults who ever watch TV		960	394	307	169	90	457	28	97	36	297	45
Strongly approve	26%	16%	24%	42%	51%	28%	13%	30%	25%	26%	14%	14%
Somewhat approve	21%	23%	20%	24%	16%	18%	46%	25%	18%	24%	19%	19%
Somewhat disapprove	6%	9%	5%	5%	2%	6%	20%	8%	10%	6%	4%	4%
Strongly disapprove	15%	14%	19%	12%	13%	22%	3%	9%	17%	9%	15%	15%
Don't know	30%	38%	32%	16%	18%	27%	18%	28%	31%	36%	48%	48%
Net: Approve	48%	38%	44%	67%	67%	46%	59%	55%	43%	50%	33%	33%
Net: Disapprove	22%	23%	24%	17%	15%	27%	23%	17%	27%	14%	19%	19%

ZYE_q4. Which ONE, if any, of the following TV shows nominated for the Best Drama Emmy do you feel should win the award this year?

	Unweighted base	978	314	349	202	113	505	23	105	40	267	38
Base: All US adults who ever watch TV		960	394	307	169	90	457	28	97	36	297	45
Better Call Saul	6%	6%	6%	5%	7%	7%	-	3%	6%	6%	4%	4%
The Crown	5%	5%	3%	10%	6%	7%	2%	1%	5%	5%	-	-
The Handmaid's Tale	6%	3%	6%	7%	16%	5%	7%	12%	8%	6%	3%	3%
House of Cards	8%	6%	7%	13%	10%	9%	11%	5%	13%	7%	8%	8%
Stranger Things	9%	9%	12%	8%	5%	8%	10%	5%	2%	14%	6%	6%
This is Us	12%	12%	14%	11%	9%	12%	19%	16%	13%	12%	7%	7%
Westworld	5%	4%	4%	6%	7%	4%	-	4%	-	6%	11%	11%
None of these	11%	14%	9%	8%	7%	12%	23%	14%	15%	8%	2%	2%
Don't know	38%	40%	38%	32%	34%	37%	28%	40%	37%	36%	58%	58%

Cell Contents (C)

YouGov NY
Emmys

US_nat Sample: 7th - 8th September 2017



Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

ZYE_q1. This year The Emmy Awards will air on the 17th of September. How much, if any, of The Emmy Awards show broadcast do you intend to watch live this year?

	Unweighted base	978	255	723	330	286	231	131
Base: All US adults who ever watch TV		960	265	695	348	290	212	111
The entire broadcast	8%	10%	8%	7%	11%	9%	7%	
Most of the broadcast	11%	17%	8%	11%	11%	14%	4%	
About half of the broadcast	6%	7%	6%	8%	5%	6%	4%	
Only a little of the broadcast	12%	14%	11%	14%	9%	11%	12%	
None of the broadcast	53%	40%	58%	48%	58%	53%	58%	
Don't know	10%	11%	10%	12%	7%	8%	15%	

ZYE_q3. This year Stephen Colbert has been selected to host The Emmy Awards. To what extent do you approve or disapprove of this choice?

	Unweighted base	978	255	723	330	286	231	131
Base: All US adults who ever watch TV		960	265	695	348	290	212	111
Strongly approve	26%	24%	27%	18%	28%	39%	24%	
Somewhat approve	21%	29%	18%	24%	19%	23%	14%	
Somewhat disapprove	6%	9%	5%	7%	7%	2%	9%	
Strongly disapprove	15%	9%	18%	12%	18%	15%	17%	
Don't know	30%	29%	31%	38%	27%	20%	36%	
Net: Approve	48%	53%	46%	43%	47%	62%	38%	
Net: Disapprove	22%	18%	23%	20%	25%	18%	26%	

ZYE_q4. Which ONE, if any, of the following TV shows nominated for the Best Drama Emmy do you feel should win the award this year?

	Unweighted base	978	255	723	330	286	231	131
Base: All US adults who ever watch TV		960	265	695	348	290	212	111
Better Call Saul	6%	4%	7%	3%	7%	8%	6%	
The Crown	5%	7%	5%	4%	3%	10%	5%	
The Handmaid's Tale	6%	5%	6%	8%	5%	5%	4%	
House of Cards	8%	12%	7%	7%	12%	7%	5%	
Stranger Things	9%	11%	9%	12%	9%	7%	7%	
This is Us	12%	16%	11%	14%	13%	10%	9%	
Westworld	5%	4%	5%	3%	5%	6%	5%	
None of these	11%	10%	11%	14%	10%	8%	9%	
Don't know	38%	31%	40%	34%	37%	39%	49%	

YouGov NY

Emmys

US_nat Sample: 7th - 8th September 2017



Total	Social networks membership													
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None

ZYE_q1. This year The Emmy Awards will air on the 17th of September. How much, if any, of The Emmy Awards show broadcast do you intend to watch live this year?

	Unweighted base	978	774	366	279	249	67	280	77	269	3	155	24	21	7	131
Base: All US adults who ever watch TV		960	762	361	265	285	70	262	81	288	3	160	23	26	6	113
The entire broadcast		8%	10%	13%	10%	14%	16%	9%	20%	15%	54%	12%	23%	5%	-	1%
Most of the broadcast		11%	11%	12%	10%	13%	16%	12%	10%	11%	-	9%	22%	-	-	5%
About half of the broadcast		6%	6%	7%	4%	8%	8%	4%	9%	8%	-	8%	5%	6%	-	1%
Only a little of the broadcast		12%	12%	13%	11%	14%	11%	14%	13%	13%	-	16%	9%	26%	25%	10%
None of the broadcast		53%	50%	48%	57%	43%	41%	50%	39%	41%	24%	41%	37%	54%	55%	71%
Don't know		10%	11%	8%	8%	8%	8%	11%	9%	12%	22%	14%	4%	8%	20%	12%

ZYE_q3. This year Stephen Colbert has been selected to host The Emmy Awards. To what extent do you approve or disapprove of this choice?

	Unweighted base	978	774	366	279	249	67	280	77	269	3	155	24	21	7	131
Base: All US adults who ever watch TV		960	762	361	265	285	70	262	81	288	3	160	23	26	6	113
Strongly approve		26%	27%	33%	40%	32%	17%	30%	36%	30%	100%	28%	33%	19%	-	19%
Somewhat approve		21%	22%	22%	21%	23%	22%	22%	29%	24%	-	27%	35%	8%	34%	14%
Somewhat disapprove		6%	6%	6%	5%	7%	22%	7%	5%	7%	-	6%	-	8%	16%	4%
Strongly disapprove		15%	14%	14%	12%	8%	11%	12%	5%	7%	-	5%	15%	22%	12%	32%
Don't know		30%	31%	24%	23%	30%	28%	28%	25%	32%	-	34%	16%	44%	38%	32%
Net: Approve		48%	49%	55%	60%	54%	39%	52%	65%	54%	100%	55%	68%	27%	34%	33%
Net: Disapprove		22%	20%	20%	17%	16%	33%	19%	10%	14%	-	11%	15%	30%	28%	35%

ZYE_q4. Which ONE, if any, of the following TV shows nominated for the Best Drama Emmy do you feel should win the award this year?

	Unweighted base	978	774	366	279	249	67	280	77	269	3	155	24	21	7	131
Base: All US adults who ever watch TV		960	762	361	265	285	70	262	81	288	3	160	23	26	6	113
Better Call Saul		6%	5%	8%	8%	6%	9%	4%	8%	5%	-	6%	-	11%	-	10%
The Crown		5%	5%	6%	6%	6%	9%	5%	4%	4%	-	4%	2%	3%	20%	5%
The Handmaid's Tale		6%	6%	8%	11%	9%	4%	12%	8%	11%	22%	11%	9%	4%	16%	3%
House of Cards		8%	9%	11%	12%	10%	17%	11%	14%	13%	-	7%	33%	3%	-	6%
Stranger Things		9%	10%	14%	8%	14%	12%	16%	17%	13%	24%	15%	5%	23%	-	2%
This is Us		12%	14%	12%	7%	13%	5%	16%	14%	13%	54%	18%	19%	9%	-	7%
Westworld		5%	4%	5%	3%	3%	12%	4%	4%	3%	-	4%	10%	8%	-	4%
None of these		11%	10%	9%	5%	7%	11%	6%	7%	6%	-	6%	2%	12%	12%	18%
Don't know		38%	36%	26%	39%	33%	22%	26%	24%	31%	-	29%	20%	27%	52%	45%

Cell Contents (C)