YouGov Survey: Stephen King Books
October 12 - 16, 2022 - 1000 US Adult Citizens

YouGov

1. Favorability of Stephen King
Do you have a favorable or unfavorable opinion of Stephen King?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	23%	22%	24%	22%	20%	30%	18%	23%	24%	29%	20%
Somewhat favorable	34%	33%	35%	29%	36%	35%	35%	34%	28%	38%	31%
Somewhat unfavorable	14%	17%	10%	13%	15%	12%	15%	15%	11%	4%	24%
Very unfavorable	7%	7%	7%	3%	5%	10%	9%	8%	6%	4%	3%
Don't know	22%	21%	24%	34%	23%	14%	24%	20%	31%	25%	22%
Totals	100%	100%	100%	101%	99%	101%	101%	100%	100%	100%	100%
Unweighted N	(981)	(436)	(545)	(178)	(228)	(344)	(231)	(700)	(136)	(72)	(73)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very favorable	23%	32%	22%	15%	29%	13%	28%	19%	21%	26%	19%	22%	28%
Somewhat favorable	34%	39%	30%	32%	44%	31%	31%	42%	37%	31%	37%	34%	32%
Somewhat unfavorable	14%	9%	14%	18%	9%	17%	14%	10%	20%	10%	15%	15%	13%
Very unfavorable	7%	4%	4%	14%	4%	15%	7%	7%	7%	7%	5%	9%	7%
Don't know	22%	16%	29%	20%	14%	24%	19%	21%	16%	27%	23%	21%	20%
Totals	100%	100%	99%	99%	100%	100%	99%	99%	101%	101%	99%	101%	100%
Unweighted N	(981)	(344)	(388)	(249)	(364)	(326)	(418)	(281)	(169)	(181)	(199)	(378)	(223)

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2. Ever Read Stephen King
Have you ever read a book by the author Stephen King?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, multiple books	34%	32%	35%	20%	33%	41%	37%	35%	26%	36%	34%
Yes, one book	18%	20%	16%	26%	19%	14%	16%	18%	19%	13%	20%
No	40%	39%	40%	37%	35%	42%	44%	39%	43%	41%	38%
Not sure	9%	8%	9%	18%	12%	4%	4%	8%	12%	10%	8%
Totals	101%	99%	100%	101%	99%	101%	101%	100%	100%	100%	100%
Unweighted N	(981)	(436)	(545)	(177)	(228)	(344)	(232)	(701)	(136)	(72)	(72)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes, multiple books	34%	39%	35%	26%	40%	29%	32%	33%	44%	33%	38%	34%	30%
Yes, one book	18%	16%	19%	20%	19%	19%	17%	19%	19%	14%	18%	18%	21%
No	40%	38%	34%	50%	34%	46%	41%	44%	28%	44%	38%	39%	40%
Not sure	9%	7%	12%	5%	6%	6%	10%	4%	10%	10%	7%	9%	9%
Totals	101%	100%	100%	101%	99%	100%	100%	100%	101%	101%	101%	100%	100%
Unweighted N	(981)	(344)	(387)	(250)	(364)	(327)	(419)	(281)	(169)	(182)	(199)	(378)	(222)

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3. Read Stephen King Novels

Which, if any, of the following books by Stephen King have you read? Select all that apply.

Asked of people who say they've read at least one book by Stephen King

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
11/22/63	10%	10%	11%	12%	7%	10%	14%	11%	6%	11%	8%
Carrie	41%	35%	46%	33%	33%	48%	43%	39%	38%	45%	52%
Christine	31%	33%	30%	18%	24%	43%	32%	30%	27%	45%	24%
Cujo	32%	29%	35%	24%	25%	39%	34%	30%	30%	40%	33%
Different Seasons	13%	16%	10%	17%	16%	11%	10%	12%	20%	17%	8%
Firestarter	27%	27%	27%	10%	22%	35%	34%	29%	22%	29%	19%
Gerald's Game	12%	9%	14%	6%	16%	13%	9%	11%	11%	8%	21%
IT	33%	28%	38%	34%	30%	36%	31%	32%	25%	38%	44%
Misery	30%	24%	35%	14%	20%	39%	38%	30%	28%	34%	26%
Needful Things	17%	17%	17%	4%	12%	26%	18%	18%	7%	29%	7%
Pet Sematary	40%	33%	46%	23%	25%	58%	41%	40%	32%	44%	47%
Salem's Lot	21%	19%	23%	7%	11%	32%	26%	20%	23%	24%	16%
The Dark Half	12%	14%	9%	7%	12%	17%	7%	11%	6%	28%	0%
The Dark Tower I: The Gunslinger	17%	22%	12%	13%	14%	25%	11%	16%	16%	30%	9%
The Dead Zone	20%	20%	20%	9%	13%	26%	28%	21%	21%	17%	16%
The Green Mile	30%	28%	32%	19%	27%	32%	39%	31%	22%	35%	30%
The Mist	20%	19%	20%	18%	14%	27%	14%	19%	19%	19%	25%
The Running Man	14%	17%	12%	11%	12%	16%	16%	13%	22%	15%	20%
The Shining	41%	35%	46%	27%	23%	51%	55%	42%	37%	36%	43%
The Stand	30%	34%	27%	9%	16%	47%	37%	32%	21%	29%	29%
None of the above	7%	8%	6%	11%	8%	4%	8%	7%	3%	7%	11%
Unweighted N	(516)	(231)	(285)	(85)	(121)	(183)	(127)	(379)	(64)	(35)	(38)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
11/22/63	10%	16%	7%	7%	14%	9%	12%	10%	10%	12%	6%	11%	14%
Carrie	41%	47%	36%	39%	40%	40%	50%	34%	31%	46%	35%	43%	40%
Christine	31%	35%	27%	34%	31%	34%	37%	29%	27%	35%	32%	28%	33%
Cujo	32%	38%	31%	24%	30%	28%	34%	29%	29%	42%	25%	33%	30%
Different Seasons	13%	13%	14%	12%	14%	12%	14%	9%	16%	15%	8%	11%	19%
Firestarter	27%	34%	24%	22%	29%	26%	29%	23%	31%	31%	23%	28%	27%
Gerald's Game	12%	16%	9%	11%	12%	12%	16%	8%	8%	13%	12%	11%	11%
IT	33%	38%	30%	32%	32%	30%	44%	26%	21%	34%	34%	33%	31%
Misery	30%	36%	27%	25%	33%	30%	36%	26%	27%	28%	26%	32%	31%
Needful Things	17%	23%	13%	16%	16%	19%	21%	14%	14%	20%	16%	15%	20%
Pet Sematary	40%	48%	38%	32%	38%	41%	44%	38%	32%	41%	38%	42%	39%
Salem's Lot	21%	27%	19%	14%	23%	22%	28%	16%	17%	27%	16%	23%	18%
The Dark Half	12%	17%	7%	11%	9%	13%	16%	7%	11%	5%	10%	13%	15%
The Dark Tower I: The Gunslinger	17%	21%	14%	15%	16%	12%	22%	10%	16%	15%	16%	14%	24%
The Dead Zone	20%	23%	21%	15%	24%	18%	24%	16%	17%	25%	22%	16%	22%
The Green Mile	30%	35%	30%	23%	36%	29%	30%	33%	31%	27%	28%	28%	38%
The Mist	20%	27%	15%	16%	18%	18%	29%	15%	10%	20%	16%	23%	17%
The Running Man	14%	18%	14%	11%	16%	16%	14%	15%	13%	15%	13%	15%	15%
The Shining	41%	52%	33%	36%	41%	41%	50%	38%	27%	42%	35%	44%	41%
The Stand	30%	34%	28%	27%	32%	32%	36%	22%	31%	25%	29%	33%	30%
None of the above	7%	5%	12%	3%	8%	6%	6%	6%	5%	5%	14%	4%	7%
Unweighted N	(516)	(193)	(207)	(116)	(219)	(162)	(212)	(151)	(100)	(87)	(109)	(199)	(121)

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YouGov

4. Favorite Stephen King Novels

Which, if any, of the following books by Stephen King is your favorite? Please select only one.

Asked of people who say they've read more than one book by Stephen King

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
11/22/63	3%	2%	4%	3%	2%	2%	7%	4%	1%	*	*
Carrie	6%	4%	7%	7%	5%	6%	4%	4%	8%	*	*
Christine	5%	8%	3%	9%	10%	1%	4%	3%	7%	*	*
Cujo	3%	1%	4%	9%	0%	3%	2%	2%	6%	*	*
Different Seasons	2%	2%	2%	6%	4%	0%	0%	2%	4%	*	*
Firestarter	2%	2%	2%	3%	2%	1%	2%	3%	0%	*	*
Gerald's Game	1%	1%	2%	1%	5%	0%	0%	1%	5%	*	*
IT	9%	7%	11%	24%	7%	9%	3%	11%	5%	*	*
Misery	4%	2%	5%	0%	7%	5%	1%	4%	2%	*	*
Needful Things	3%	2%	4%	3%	6%	2%	2%	3%	3%	*	*
Pet Sematary	6%	7%	5%	1%	9%	7%	5%	6%	3%	*	*
Salem's Lot	3%	4%	2%	1%	1%	4%	3%	4%	2%	*	*
The Dark Half	1%	1%	2%	1%	5%	0%	0%	1%	0%	*	*
The Dark Tower I: The Gunslinger	6%	11%	2%	2%	6%	9%	5%	5%	3%	*	*
The Dead Zone	3%	4%	2%	0%	4%	4%	1%	2%	10%	*	*
The Green Mile	8%	8%	7%	9%	8%	6%	10%	7%	10%	*	*
The Mist	1%	1%	1%	2%	2%	1%	0%	1%	2%	*	*
The Running Man	1%	3%	1%	2%	3%	0%	2%	1%	1%	*	*
The Shining	11%	11%	11%	12%	2%	12%	18%	13%	10%	*	*
The Stand	13%	16%	11%	2%	3%	17%	21%	15%	4%	*	*
A different book not listed above	4%	2%	5%	2%	2%	4%	6%	3%	2%	*	*
None of the above	5%	2%	8%	3%	8%	6%	4%	5%	12%	*	*

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	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Totals	100%	101%	101%	102%	101%	99%	100%	100%	100%	*	*
Unweighted N	(355)	(147)	(208)	(50)	(75)	(139)	(91)	(256)	(48)	(26)	(25)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
11/22/63	3%	6%	1%	2%	6%	1%	3%	3%	3%	2%	3%	2%	6%
Carrie	6%	6%	8%	1%	7%	4%	6%	5%	5%	11%	7%	5%	2%
Christine	5%	5%	2%	9%	4%	4%	5%	6%	5%	3%	7%	3%	8%
Cujo	3%	3%	4%	1%	2%	3%	2%	4%	3%	3%	0%	4%	3%
Different Seasons	2%	1%	1%	6%	2%	2%	1%	1%	4%	2%	2%	1%	2%
Firestarter	2%	2%	1%	4%	2%	3%	2%	1%	3%	1%	3%	2%	2%
Gerald's Game	1%	0%	3%	1%	0%	1%	2%	2%	0%	2%	2%	1%	2%
IT	9%	10%	8%	10%	7%	9%	13%	5%	5%	8%	5%	13%	8%
Misery	4%	2%	4%	5%	3%	3%	4%	3%	5%	3%	3%	5%	3%
Needful Things	3%	4%	1%	4%	3%	3%	3%	4%	1%	5%	2%	1%	5%
Pet Sematary	6%	4%	10%	4%	2%	4%	5%	8%	7%	9%	2%	6%	8%
Salem's Lot	3%	4%	2%	1%	2%	2%	4%	1%	1%	3%	4%	4%	0%
The Dark Half	1%	2%	0%	2%	1%	1%	0%	1%	5%	1%	1%	0%	3%
The Dark Tower I: The Gunslinger	6%	11%	3%	3%	7%	1%	9%	3%	6%	4%	2%	10%	7%
The Dead Zone	3%	1%	4%	3%	4%	2%	2%	3%	6%	1%	9%	1%	1%
The Green Mile	8%	7%	10%	4%	11%	6%	4%	13%	10%	4%	11%	7%	9%
The Mist	1%	1%	1%	1%	1%	2%	0%	2%	1%	1%	0%	3%	0%
The Running Man	1%	2%	0%	3%	0%	4%	0%	2%	4%	0%	1%	1%	3%
The Shining	11%	10%	11%	15%	12%	15%	10%	11%	10%	9%	15%	11%	9%
The Stand	13%	11%	15%	13%	16%	18%	14%	11%	14%	16%	11%	12%	14%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
A different book not listed above	4%	4%	3%	4%	3%	6%	5%	4%	2%	9%	4%	4%	1%
None of the above	5%	4%	8%	4%	6%	4%	6%	8%	0%	3%	7%	6%	5%
Totals	100%	100%	100%	100%	101%	98%	100%	101%	100%	100%	101%	102%	101%
Unweighted N	(355)	(148)	(135)	(72)	(163)	(106)	(152)	(106)	(64)	(66)	(71)	(131)	(87)

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Interviewing Dates	October 12 - 16, 2022
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to March 15, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 28% Republican). The weights range from 0.183 to 6.501, with a mean of one and a standard deviation of 0.506.
Number of respondents	1000
Margin of error	$\pm$ 3.5% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	71 questions not reported.