

HuffPost: Game of Thrones
May 13 - 15, 2020 - 1000 US adult citizens



1. Game of Thrones fan

Do you consider yourself a fan of the TV show Game of Thrones?

	Total	Registered voters		Gender		Age (4 category)				Race (4 category)			
		Yes		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, I'm currently a fan	19%	20%		24%	15%	22%	26%	18%	11%	21%	15%	9%	24%
No, I used to be, but I'm not any more	8%	8%		11%	6%	15%	12%	3%	5%	6%	9%	10%	18%
No, I never was	65%	67%		59%	71%	51%	54%	73%	80%	67%	66%	67%	46%
Not sure	7%	5%		6%	8%	11%	8%	7%	4%	5%	9%	14%	12%
Totals	99%	100%		100%	100%	99%	100%	101%	100%	99%	99%	100%	100%
Unweighted N	(997)	(780)		(463)	(534)	(187)	(156)	(445)	(209)	(678)	(118)	(122)	(79)

	Total	Party ID			2016 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes, I'm currently a fan	19%	21%	16%	22%	20%	22%	16%	21%	30%	23%	19%	17%	21%
No, I used to be, but I'm not any more	8%	9%	7%	8%	9%	7%	9%	6%	11%	4%	7%	8%	12%
No, I never was	65%	66%	64%	67%	68%	67%	67%	66%	54%	64%	69%	69%	57%
Not sure	7%	3%	13%	4%	3%	5%	7%	7%	6%	9%	4%	6%	10%
Totals	99%	99%	100%	101%	100%	101%	99%	100%	101%	100%	99%	100%	100%
Unweighted N	(997)	(358)	(385)	(254)	(320)	(243)	(429)	(257)	(190)	(178)	(208)	(367)	(244)

HuffPost: Game of Thrones
 May 13 - 15, 2020 - 1000 US adult citizens



2. Game of Thrones engagement

Which of the following best describes your level of engagement with Game of Thrones?

	Total	Registered voters		Gender		Age (4 category)				Race (4 category)			
		Yes		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I have watched every episode of the show	17%	19%		20%	14%	17%	24%	14%	12%	18%	13%	12%	16%
I have watched some of the show and intend to watch the rest	8%	8%		10%	6%	11%	12%	5%	6%	8%	8%	2%	19%
I have watched some of the show but I don't intend to watch the rest	10%	10%		10%	10%	12%	15%	7%	7%	8%	12%	14%	16%
I have not watched any of the show, but I intend to	6%	5%		7%	6%	7%	9%	6%	2%	5%	8%	10%	11%
I have not watched any of the show, and I don't intend to	49%	52%		45%	54%	42%	28%	60%	64%	53%	48%	49%	29%
I have never heard of the show	10%	6%		8%	10%	11%	11%	8%	8%	9%	12%	13%	10%
Totals	100%	100%		100%	100%	100%	99%	100%	99%	101%	101%	100%	101%
Unweighted N	(997)	(780)		(464)	(533)	(188)	(156)	(445)	(208)	(678)	(119)	(120)	(80)

	Total	Party ID			2016 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I have watched every episode of the show	17%	21%	14%	16%	22%	18%	13%	17%	30%	20%	13%	15%	20%
I have watched some of the show and intend to watch the rest	8%	7%	8%	9%	7%	8%	9%	6%	8%	5%	8%	10%	8%

continued on the next page . . .

HuffPost: Game of Thrones
May 13 - 15, 2020 - 1000 US adult citizens



continued from previous page

	Total	Party ID			2016 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I have watched some of the show but I don't intend to watch the rest	10%	11%	9%	11%	10%	9%	11%	12%	8%	14%	8%	8%	13%
I have not watched any of the show, but I intend to	6%	3%	9%	6%	4%	6%	8%	4%	6%	3%	4%	9%	5%
I have not watched any of the show, and I don't intend to	49%	52%	47%	50%	52%	52%	47%	54%	42%	50%	59%	46%	46%
I have never heard of the show	10%	6%	13%	8%	5%	7%	12%	6%	7%	8%	7%	13%	8%
Totals	100%	100%	100%	100%	100%	100%	100%	99%	101%	100%	99%	101%	100%
Unweighted N	(997)	(357)	(384)	(256)	(319)	(244)	(429)	(256)	(191)	(177)	(209)	(367)	(244)

HuffPost: Game of Thrones
May 13 - 15, 2020 - 1000 US adult citizens



3. Game of Thrones season 8 satisfaction

How satisfied were you with the final season of Game of Thrones?

Asked of those who have watched at least some of Game of Thrones

	Total	Registered voters	Gender		Age (4 category)				Race (4 category)			
		Yes	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very satisfied	24%	25%	23%	25%	13%	30%	26%	22%	26%	33%	11%	10%
Somewhat satisfied	26%	23%	34%	17%	35%	23%	23%	24%	27%	19%	26%	30%
Not very satisfied	16%	17%	14%	18%	10%	18%	24%	5%	15%	18%	23%	15%
Not at all satisfied	9%	9%	8%	11%	23%	4%	3%	10%	7%	3%	21%	20%
I didn't watch the final season	23%	23%	20%	27%	18%	20%	23%	37%	23%	27%	18%	24%
Not sure	2%	2%	2%	2%	0%	4%	0%	1%	3%	0%	1%	0%
Totals	100%	99%	101%	100%	99%	99%	99%	99%	101%	100%	100%	99%
Unweighted N	(340)	(277)	(175)	(165)	(78)	(85)	(120)	(57)	(233)	(34)	(39)	(34)

	Total	Party ID			2016 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very satisfied	24%	15%	25%	34%	22%	35%	22%	26%	26%	23%	28%	24%	21%
Somewhat satisfied	26%	27%	29%	23%	21%	22%	24%	25%	39%	33%	21%	20%	32%
Not very satisfied	16%	25%	11%	10%	20%	10%	19%	12%	14%	18%	11%	16%	17%
Not at all satisfied	9%	12%	10%	6%	11%	6%	7%	13%	7%	7%	9%	12%	7%
I didn't watch the final season	23%	19%	26%	25%	24%	24%	26%	22%	14%	19%	26%	25%	22%
Not sure	2%	2%	1%	3%	2%	3%	2%	3%	0%	0%	5%	3%	0%
Totals	100%	100%	102%	101%	100%	100%	100%	101%	100%	100%	100%	100%	99%
Unweighted N	(340)	(132)	(119)	(89)	(119)	(87)	(133)	(90)	(84)	(69)	(61)	(112)	(98)

HuffPost: Game of Thrones
May 13 - 15, 2020 - 1000 US adult citizens



4. Game of Thrones rewatching

Have you watched or rewatched any of Game of Thrones in the past two months?

	Total	Registered voters	Gender		Age (4 category)				Race (4 category)			
		Yes	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, I have	9%	9%	11%	7%	6%	25%	4%	2%	8%	9%	4%	15%
No, but I would watch it	20%	21%	24%	17%	24%	19%	21%	17%	21%	12%	16%	32%
No, and I would not watch it	66%	69%	62%	70%	61%	48%	73%	81%	68%	60%	71%	51%
Not sure	5%	1%	4%	6%	10%	8%	3%	0%	2%	18%	9%	1%
Totals	100%	100%	101%	100%	101%	100%	101%	100%	99%	99%	100%	99%
Unweighted N	(996)	(779)	(465)	(531)	(187)	(155)	(445)	(209)	(678)	(119)	(120)	(79)

	Total	Party ID			2016 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes, I have	9%	8%	6%	13%	7%	12%	6%	10%	18%	12%	8%	7%	9%
No, but I would watch it	20%	17%	22%	22%	18%	23%	23%	18%	21%	16%	18%	21%	24%
No, and I would not watch it	66%	72%	62%	64%	73%	65%	66%	69%	58%	65%	73%	66%	62%
Not sure	5%	2%	10%	1%	2%	0%	6%	3%	2%	7%	2%	6%	5%
Totals	100%	99%	100%	100%	100%	100%	101%	100%	99%	100%	101%	100%	100%
Unweighted N	(996)	(357)	(385)	(254)	(320)	(243)	(430)	(255)	(190)	(178)	(209)	(366)	(243)

HuffPost: Game of Thrones

May 13 - 15, 2020 - 1000 US adult citizens



Interviewing Dates	May 13 - 15, 2020
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 2016 American Community Study. Voter registration was imputed from the November 2016 Current Population Survey Registration and Voting Supplement.
Weighting	The sample was weighted based on gender, age, race, education, news interest, and 2016 Presidential vote. The weights range from 0.2 to 6.508, with a mean of one and a standard deviation of 0.853.
Number of respondents	1000
Margin of error	± 4.1% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	50 questions not reported.