

# YouGov Survey: 2022 Emmy Awards - Drama



Sample 2000 U.S. Adult Citizens  
 Conducted August 23 - 29, 2022  
 Margin of Error ±2.3%

## 1. How interested, if at all, are you in the Emmy Awards, which recognize American prime-time television programming?

Very interested	6%
Somewhat interested	18%
Not very interested	19%
Not interested at all	52%
Not sure	5%

## 2. Have you seen at least one episode of the following TV shows?

	Yes	No
Better Call Saul (AMC)	30%	70%
Euphoria (HBO/HBO Max)	18%	82%
Ozark (Netflix)	30%	70%
Severance (Apple TV+)	10%	90%
Squid Game (Netflix)	29%	71%
Stranger Things (Netflix)	44%	56%
Succession (HBO/HBO Max)	14%	86%
Yellowjackets (Showtime)	11%	89%

## 3. Do you want to see the following TV shows?

*Asked of people who say they have not seen each TV show*

	Yes, I do	No, I do not	Not sure
Better Call Saul (AMC)	10%	66%	23%
Euphoria (HBO/HBO Max)	9%	67%	23%
Ozark (Netflix)	11%	63%	26%
Severance (Apple TV+)	7%	66%	27%
Squid Game (Netflix)	7%	74%	19%
Stranger Things (Netflix)	12%	66%	21%
Succession (HBO/HBO Max)	8%	65%	27%
Yellowjackets (Showtime)	8%	64%	28%

4. Please indicate what you think of each of the following TV shows:

*Asked of people who say they have seen each TV show*

	Love it	Like it	Dislike it	Hate it
Better Call Saul (AMC)	40%	45%	13%	2%
Euphoria (HBO/HBO Max)	41%	37%	14%	7%
Ozark (Netflix)	49%	39%	10%	2%
Severance (Apple TV+)	32%	37%	23%	8%
Squid Game (Netflix)	42%	42%	12%	4%
Stranger Things (Netflix)	46%	42%	10%	2%
Succession (HBO/HBO Max)	40%	40%	14%	6%
Yellowjackets (Showtime)	32%	44%	20%	4%

5. Which of the following TV shows, nominated for Best Drama in this year's Emmy Awards, do you think should win?

Better Call Saul (AMC)	8%
Euphoria (HBO/HBO Max)	5%
Ozark (Netflix)	8%
Severance (Apple TV+)	2%
Squid Game (Netflix)	7%
Stranger Things (Netflix)	15%
Succession (HBO/HBO Max)	3%
Yellowjackets (Showtime)	2%
Not sure	50%

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<b>Interviewing Dates</b>	August 23 - 29, 2022
<b>Target population</b>	U.S. Citizens, aged 18 and over.
<b>Sampling method</b>	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 2018 American Community Study. Voter registration was imputed from the November 2018 Current Population Survey Registration and Voting Supplement.
<b>Weighting</b>	The sample was weighted based on gender, age, race, education, news interest, and 2020 Presidential vote (or non-vote). The weights range from 0.298 to 4.709, with a mean of one and a standard deviation of 0.346.
<b>Number of respondents</b>	2000
<b>Margin of error</b>	± 2.3% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	41 questions not reported.