YouGov Survey: Stephen King Books

YouGov

Sample   1000 U.S. Adult Citizens
Conducted   October 12 - 16, 2022
Margin of Error   ±3.5%

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

Very favorable	23%
Somewhat favorable	34%
Somewhat unfavorable	14%
Very unfavorable	7%
Don't know	22%

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

Yes, multiple books	34%
Yes, one book	18%
No	40%
Not sure	9%

3. 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

11/22/63	10%
Carrie	41%
Christine	31%
Cujo	32%
Different Seasons	13%
Firestarter	27%
Gerald's Game	12%
IT	33%
Misery	30%
Needful Things	17%
Pet Sematary	40%
Salem's Lot	21%
The Dark Half	12%
The Dark Tower I: The Gunslinger	17%
The Dead Zone	20%
The Green Mile	30%
The Mist	20%
The Running Man	14%
The Shining	41%
The Stand	30%
None of the above	7%

4. 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

11/22/63	3%
Carrie	6%
Christine	5%
Cujo	3%
Different Seasons	2%
Firestarter	2%
Gerald's Game	1%
IT	9%
Misery	4%
Needful Things	3%
Pet Sematary	6%
Salem's Lot	3%
The Dark Half	1%
The Dark Tower I: The Gunslinger	6%
The Dead Zone	3%
The Green Mile	8%
The Mist	1%
The Running Man	1%
The Shining	11%
The Stand	13%
A different book not listed above	4%
None of the above	5%

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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.