YouGov Survey: 2022 Emmy Awards - Drama
August 23 - 29, 2022 - 2000 US Adult Citizens

YouGov

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

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very interested	6%	7%	6%	11%	9%	4%	2%	5%	8%	10%	7%
Somewhat interested	18%	17%	19%	26%	20%	14%	13%	15%	32%	21%	17%
Not very interested	19%	16%	21%	14%	19%	17%	25%	18%	20%	18%	20%
Not interested at all	52%	56%	49%	38%	45%	62%	59%	59%	30%	43%	49%
Not sure	5%	5%	5%	10%	8%	2%	1%	3%	10%	9%	7%
Totals	100%	101%	100%	99%	101%	99%	100%	100%	100%	101%	100%
Unweighted N	(1,986)	(920)	(1,066)	(392)	(416)	(741)	(437)	(1,419)	(244)	(182)	(141)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very interested	6%	11%	4%	5%	7%	3%	7%	5%	8%	7%	5%	6%	7%
Somewhat interested	18%	28%	14%	12%	25%	8%	19%	21%	15%	19%	14%	18%	20%
Not very interested	19%	24%	17%	15%	25%	13%	19%	19%	16%	18%	20%	19%	17%
Not interested at all	52%	34%	58%	65%	40%	74%	49%	52%	57%	51%	55%	52%	51%
Not sure	5%	3%	7%	4%	3%	3%	6%	3%	4%	5%	6%	5%	5%
Totals	100%	100%	100%	101%	100%	101%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,986)	(596)	(861)	(529)	(695)	(659)	(855)	(518)	(362)	(349)	(432)	(796)	(409)

YouGov Survey: 2022 Emmy Awards - Drama
August 23 - 29, 2022 - 2000 US Adult Citizens

YouGov

2A. Seen Best Drama 2022 Nominees — Better Call Saul (AMC)
Have you seen at least one episode of the following TV shows?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	30%	36%	25%	33%	36%	27%	27%	29%	28%	39%	35%
No	70%	64%	75%	67%	64%	73%	73%	71%	72%	61%	65%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,923)	(895)	(1,028)	(379)	(393)	(722)	(429)	(1,389)	(233)	(168)	(133)

	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	30%	35%	27%	30%	34%	27%	26%	35%	38%	32%	26%	28%	37%
No	70%	65%	73%	70%	66%	73%	74%	65%	62%	68%	74%	72%	63%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,923)	(582)	(825)	(516)	(681)	(637)	(820)	(512)	(349)	(342)	(417)	(773)	(391)

YouGov Survey: 2022 Emmy Awards - Drama
August 23 - 29, 2022 - 2000 US Adult Citizens

2B. Seen Best Drama 2022 Nominees — Euphoria (HBO/HBO Max)
Have you seen at least one episode of the following TV shows?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	18%	16%	19%	42%	23%	8%	4%	13%	26%	33%	25%
No	82%	84%	81%	58%	77%	92%	96%	87%	74%	67%	75%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,911)	(887)	(1,024)	(382)	(384)	(721)	(424)	(1,377)	(230)	(170)	(134)

	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	18%	26%	16%	11%	20%	9%	18%	16%	23%	17%	14%	19%	19%
No	82%	74%	84%	89%	80%	91%	82%	84%	77%	83%	86%	81%	81%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,911)	(583)	(818)	(510)	(681)	(633)	(815)	(510)	(345)	(339)	(414)	(766)	(392)

YouGov Survey: 2022 Emmy Awards - Drama
August 23 - 29, 2022 - 2000 US Adult Citizens

YouGov

2C. Seen Best Drama 2022 Nominees — Ozark (Netflix)
Have you seen at least one episode of the following TV shows?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	30%	30%	30%	33%	37%	29%	22%	30%	28%	33%	32%
No	70%	70%	70%	67%	63%	71%	78%	70%	72%	67%	68%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,922)	(890)	(1,032)	(376)	(391)	(725)	(430)	(1,388)	(232)	(168)	(134)

	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	30%	35%	26%	31%	34%	29%	24%	36%	42%	31%	28%	28%	34%
No	70%	65%	74%	69%	66%	71%	76%	64%	58%	69%	72%	72%	66%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,922)	(584)	(821)	(517)	(681)	(642)	(817)	(513)	(351)	(341)	(415)	(773)	(393)

4

YouGov Survey: 2022 Emmy Awards - Drama
August 23 - 29, 2022 - 2000 US Adult Citizens

YouGov

2D. Seen Best Drama 2022 Nominees — Severance (Apple TV+)
Have you seen at least one episode of the following TV shows?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	10%	12%	8%	19%	16%	4%	4%	8%	15%	14%	14%
No	90%	88%	92%	81%	84%	96%	96%	92%	85%	86%	86%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,906)	(886)	(1,020)	(377)	(385)	(720)	(424)	(1,374)	(231)	(169)	(132)

	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	10%	15%	8%	7%	14%	6%	7%	14%	13%	9%	8%	11%	11%
No	90%	85%	92%	93%	86%	94%	93%	86%	87%	91%	92%	89%	89%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,906)	(581)	(815)	(510)	(677)	(634)	(816)	(506)	(344)	(338)	(410)	(768)	(390)

YouGov Survey: 2022 Emmy Awards - Drama
August 23 - 29, 2022 - 2000 US Adult Citizens

YouGov

2E. Seen Best Drama 2022 Nominees — Squid Game (Netflix)
Have you seen at least one episode of the following TV shows?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	29%	30%	28%	55%	40%	18%	10%	22%	38%	50%	40%
No	71%	70%	72%	45%	60%	82%	90%	78%	62%	50%	60%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,920)	(893)	(1,027)	(383)	(392)	(720)	(425)	(1,384)	(233)	(170)	(133)

	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	29%	34%	30%	22%	31%	20%	30%	30%	34%	31%	29%	27%	32%
No	71%	66%	70%	78%	69%	80%	70%	70%	66%	69%	71%	73%	68%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,920)	(586)	(825)	(509)	(685)	(632)	(821)	(508)	(348)	(342)	(415)	(770)	(393)

YouGov Survey: 2022 Emmy Awards - Drama
August 23 - 29, 2022 - 2000 US Adult Citizens

YouGov

2F. Seen Best Drama 2022 Nominees — Stranger Things (Netflix)
Have you seen at least one episode of the following TV shows?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	44%	42%	45%	60%	57%	38%	23%	42%	42%	55%	44%
No	56%	58%	55%	40%	43%	62%	77%	58%	58%	45%	56%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,934)	(902)	(1,032)	(384)	(393)	(728)	(429)	(1,392)	(238)	(169)	(135)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	44%	46%	44%	40%	46%	37%	42%	50%	44%	46%	44%	41%	47%
No	56%	54%	56%	60%	54%	63%	58%	50%	56%	54%	56%	59%	53%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,934)	(590)	(832)	(512)	(688)	(637)	(828)	(514)	(346)	(344)	(419)	(774)	(397)

YouGov Survey: 2022 Emmy Awards - Drama
August 23 - 29, 2022 - 2000 US Adult Citizens

2G. Seen Best Drama 2022 Nominees — Succession (HBO/HBO Max)
Have you seen at least one episode of the following TV shows?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	14%	15%	13%	22%	18%	8%	10%	12%	14%	21%	24%
No	86%	85%	87%	78%	82%	92%	90%	88%	86%	79%	76%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,906)	(884)	(1,022)	(377)	(383)	(720)	(426)	(1,378)	(229)	(168)	(131)

	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	14%	23%	10%	10%	19%	9%	10%	16%	24%	16%	9%	13%	19%
No	86%	77%	90%	90%	81%	91%	90%	84%	76%	84%	91%	87%	81%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,906)	(583)	(813)	(510)	(680)	(633)	(815)	(505)	(346)	(340)	(409)	(767)	(390)

YouGov Survey: 2022 Emmy Awards - Drama
August 23 - 29, 2022 - 2000 US Adult Citizens

YouGov

2H. Seen Best Drama 2022 Nominees — Yellowjackets (Showtime)
Have you seen at least one episode of the following TV shows?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	11%	14%	9%	18%	19%	7%	5%	9%	15%	17%	14%
No	89%	86%	91%	82%	81%	93%	95%	91%	85%	83%	86%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,906)	(886)	(1,020)	(379)	(383)	(719)	(425)	(1,375)	(230)	(168)	(133)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	11%	18%	8%	10%	14%	9%	9%	16%	14%	11%	9%	10%	17%
No	89%	82%	92%	90%	86%	91%	91%	84%	86%	89%	91%	90%	83%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,906)	(582)	(815)	(509)	(679)	(632)	(815)	(509)	(343)	(340)	(410)	(765)	(391)

YouGov Survey: 2022 Emmy Awards - Drama
August 23 - 29, 2022 - 2000 US Adult Citizens

YouGov

3A. Want to See Best Drama 2022 Nominees — Better Call Saul (AMC)

Do you want to see the following TV shows?

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

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, I do	10%	12%	8%	17%	12%	8%	5%	8%	13%	16%	14%
No, I do not	66%	64%	68%	55%	58%	72%	76%	69%	59%	60%	61%
Not sure	23%	23%	24%	28%	30%	20%	19%	22%	28%	24%	25%
Totals	99%	99%	100%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(1,351)	(586)	(765)	(257)	(252)	(524)	(318)	(984)	(176)	(104)	(87)

	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, I do	10%	15%	10%	6%	11%	8%	10%	10%	15%	10%	11%	8%	13%
No, I do not	66%	62%	62%	79%	63%	77%	66%	65%	62%	64%	68%	68%	64%
Not sure	23%	23%	29%	15%	26%	16%	24%	25%	23%	26%	21%	24%	23%
Totals	99%	100%	101%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,351)	(389)	(601)	(361)	(455)	(461)	(609)	(337)	(222)	(226)	(306)	(565)	(254)

YouGov Survey: 2022 Emmy Awards - Drama
August 23 - 29, 2022 - 2000 US Adult Citizens

3B. Want to See Best Drama 2022 Nominees — Euphoria (HBO/HBO Max)

Do you want to see the following TV shows?

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

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, I do	9%	9%	10%	17%	17%	6%	4%	7%	17%	16%	13%
No, I do not	67%	68%	67%	58%	58%	70%	77%	70%	58%	63%	66%
Not sure	23%	23%	24%	25%	26%	24%	20%	23%	26%	21%	22%
Totals	99%	100%	101%	100%	101%	100%	101%	100%	101%	100%	101%
Unweighted N	(1,561)	(746)	(815)	(220)	(290)	(649)	(402)	(1,183)	(168)	(113)	(97)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes, I do	9%	15%	8%	5%	12%	5%	9%	12%	7%	12%	7%	8%	13%
No, I do not	67%	60%	65%	78%	62%	77%	65%	65%	72%	68%	69%	69%	61%
Not sure	23%	25%	27%	16%	26%	19%	26%	23%	22%	20%	24%	23%	26%
Totals	99%	100%	100%	99%	100%	101%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(1,561)	(429)	(684)	(448)	(542)	(571)	(668)	(421)	(266)	(275)	(355)	(616)	(315)

YouGov Survey: 2022 Emmy Awards - Drama
August 23 - 29, 2022 - 2000 US Adult Citizens

3C. Want to See Best Drama 2022 Nominees — Ozark (Netflix)

Do you want to see the following TV shows?

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

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, I do	11%	12%	10%	18%	17%	8%	4%	9%	17%	18%	10%
No, I do not	63%	63%	63%	49%	56%	68%	73%	65%	59%	57%	59%
Not sure	26%	25%	26%	33%	26%	24%	23%	26%	24%	25%	31%
Totals	100%	100%	99%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,330)	(618)	(712)	(248)	(242)	(506)	(334)	(964)	(167)	(110)	(89)

	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, I do	11%	16%	10%	7%	12%	6%	10%	14%	12%	9%	11%	12%	12%
No, I do not	63%	57%	63%	70%	60%	71%	63%	58%	66%	64%	62%	64%	62%
Not sure	26%	27%	27%	23%	27%	22%	27%	28%	23%	28%	27%	25%	25%
Totals	100%	100%	100%	100%	99%	99%	100%	100%	101%	101%	100%	101%	99%
Unweighted N	(1,330)	(380)	(599)	(351)	(445)	(448)	(613)	(329)	(199)	(232)	(294)	(550)	(254)

YouGov Survey: 2022 Emmy Awards - Drama
August 23 - 29, 2022 - 2000 US Adult Citizens

YouGov

3D. Want to See Best Drama 2022 Nominees — Severance (Apple TV+)
Do you want to see the following TV shows?

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

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, I do	7%	8%	7%	11%	10%	5%	5%	6%	10%	14%	10%
No, I do not	66%	67%	65%	59%	55%	71%	74%	68%	62%	59%	64%
Not sure	27%	25%	28%	30%	35%	23%	21%	26%	28%	27%	26%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(1,701)	(778)	(923)	(300)	(323)	(679)	(399)	(1,248)	(197)	(144)	(112)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes, I do	7%	13%	5%	4%	11%	3%	6%	8%	13%	9%	4%	6%	12%
No, I do not	66%	57%	65%	77%	59%	77%	65%	64%	67%	65%	69%	67%	62%
Not sure	27%	30%	29%	19%	30%	21%	29%	29%	21%	26%	27%	27%	26%
Totals	100%	100%	99%	100%	100%	101%	100%	101%	101%	100%	100%	100%	100%
Unweighted N	(1,701)	(491)	(745)	(465)	(576)	(591)	(745)	(436)	(296)	(302)	(372)	(682)	(345)

YouGov Survey: 2022 Emmy Awards - Drama
August 23 - 29, 2022 - 2000 US Adult Citizens

3E. Want to See Best Drama 2022 Nominees — Squid Game (Netflix)

Do you want to see the following TV shows?

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

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, I do	7%	9%	6%	17%	12%	5%	4%	5%	16%	13%	10%
No, I do not	74%	71%	76%	60%	66%	77%	81%	76%	68%	63%	70%
Not sure	19%	20%	18%	23%	22%	18%	16%	19%	15%	24%	20%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	99%	100%	100%
Unweighted N	(1,375)	(648)	(727)	(180)	(235)	(579)	(381)	(1,065)	(142)	(89)	(79)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes, I do	7%	10%	8%	4%	9%	3%	8%	8%	6%	6%	3%	8%	11%
No, I do not	74%	72%	71%	80%	73%	80%	72%	72%	80%	71%	78%	74%	71%
Not sure	19%	18%	21%	16%	17%	17%	20%	20%	14%	23%	19%	18%	18%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,375)	(395)	(588)	(392)	(478)	(499)	(588)	(359)	(235)	(237)	(295)	(566)	(277)

YouGov Survey: 2022 Emmy Awards - Drama
August 23 - 29, 2022 - 2000 US Adult Citizens

3F. Want to See Best Drama 2022 Nominees — Stranger Things (Netflix)
Do you want to see the following TV shows?
Asked of people who say they have not seen each TV show

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, I do	12%	14%	11%	23%	19%	11%	5%	10%	17%	17%	18%
No, I do not	66%	62%	70%	56%	58%	66%	76%	69%	61%	57%	59%
Not sure	21%	24%	19%	22%	23%	23%	19%	21%	22%	26%	23%
Totals	99%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,086)	(533)	(553)	(151)	(167)	(446)	(322)	(793)	(141)	(77)	(75)

	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, I do	12%	19%	10%	10%	14%	10%	13%	12%	12%	7%	8%	14%	19%
No, I do not	66%	59%	68%	72%	64%	72%	66%	64%	66%	67%	71%	65%	62%
Not sure	21%	22%	23%	19%	22%	19%	21%	23%	23%	25%	21%	21%	19%
Totals	99%	100%	101%	101%	100%	101%	100%	99%	101%	99%	100%	100%	100%
Unweighted N	(1,086)	(317)	(467)	(302)	(367)	(396)	(485)	(258)	(188)	(184)	(231)	(458)	(213)

YouGov Survey: 2022 Emmy Awards - Drama
August 23 - 29, 2022 - 2000 US Adult Citizens

YouGov

3G. Want to See Best Drama 2022 Nominees — Succession (HBO/HBO Max)

Do you want to see the following TV shows?

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

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, I do	8%	8%	9%	18%	9%	7%	3%	6%	13%	17%	13%
No, I do not	65%	66%	63%	52%	57%	70%	74%	67%	57%	62%	60%
Not sure	27%	26%	28%	30%	34%	24%	23%	27%	30%	21%	27%
Totals	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,628)	(748)	(880)	(293)	(314)	(645)	(376)	(1,203)	(197)	(129)	(99)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes, I do	8%	14%	6%	5%	14%	3%	9%	10%	8%	10%	7%	7%	11%
No, I do not	65%	56%	64%	75%	58%	75%	65%	61%	65%	65%	65%	66%	61%
Not sure	27%	29%	30%	20%	28%	22%	27%	29%	27%	26%	28%	26%	28%
Totals	100%	99%	100%	100%	100%	100%	101%	100%	100%	101%	100%	99%	100%
Unweighted N	(1,628)	(454)	(723)	(451)	(546)	(570)	(726)	(422)	(261)	(276)	(368)	(668)	(316)

YouGov Survey: 2022 Emmy Awards - Drama
August 23 - 29, 2022 - 2000 US Adult Citizens

3H. Want to See Best Drama 2022 Nominees — Yellowjackets (Showtime)

Do you want to see the following TV shows?

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

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, I do	8%	8%	7%	9%	13%	6%	4%	6%	14%	11%	9%
No, I do not	64%	63%	65%	56%	54%	69%	73%	66%	60%	57%	64%
Not sure	28%	29%	28%	35%	33%	25%	23%	28%	27%	31%	27%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	101%	99%	100%
Unweighted N	(1,683)	(770)	(913)	(313)	(308)	(662)	(400)	(1,232)	(198)	(138)	(115)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes, I do	8%	13%	6%	4%	10%	3%	7%	11%	7%	10%	5%	7%	9%
No, I do not	64%	55%	63%	76%	57%	75%	62%	60%	67%	64%	65%	66%	61%
Not sure	28%	32%	30%	20%	33%	21%	30%	29%	26%	26%	30%	27%	30%
Totals	100%	100%	99%	100%	100%	99%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,683)	(480)	(750)	(453)	(580)	(573)	(737)	(430)	(294)	(294)	(372)	(688)	(329)

17

YouGov Survey: 2022 Emmy Awards - Drama
August 23 - 29, 2022 - 2000 US Adult Citizens

YouGov

4A. Best Drama 2022 Nominees Opinion — Better Call Saul (AMC)
Please indicate what you think of each of the following TV shows:
Asked of people who say they have seen each TV show

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	40%	42%	38%	37%	45%	42%	34%	40%	24%	49%	43%
Like it	45%	45%	45%	46%	46%	43%	46%	46%	50%	38%	47%
Dislike it	13%	10%	16%	12%	7%	14%	19%	13%	21%	9%	4%
Hate it	2%	3%	1%	4%	2%	1%	1%	1%	5%	3%	6%
Totals	100%	100%	100%	99%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(547)	(297)	(250)	(118)	(132)	(189)	(108)	(389)	(52)	(61)	(45)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	40%	40%	39%	42%	40%	44%	42%	43%	40%	46%	35%	36%	45%
Like it	45%	47%	45%	42%	45%	43%	45%	46%	39%	42%	49%	49%	41%
Dislike it	13%	9%	15%	14%	14%	12%	12%	9%	16%	12%	12%	13%	12%
Hate it	2%	3%	1%	2%	1%	1%	1%	2%	6%	0%	5%	2%	2%
Totals	100%	99%	100%	100%	100%	100%	100%	100%	101%	100%	101%	100%	100%
Unweighted N	(547)	(188)	(212)	(147)	(216)	(169)	(197)	(170)	(122)	(109)	(106)	(199)	(133)

YouGov Survey: 2022 Emmy Awards - Drama
August 23 - 29, 2022 - 2000 US Adult Citizens

YouGov

4B. Best Drama 2022 Nominees Opinion — Euphoria (HBO/HBO Max)

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

Asked of people who say they have seen each TV show

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	41%	30%	50%	48%	48%	15%	*	36%	48%	52%	30%
Like it	37%	48%	29%	31%	35%	57%	*	42%	29%	32%	38%
Dislike it	14%	14%	15%	13%	6%	27%	*	18%	10%	6%	23%
Hate it	7%	8%	6%	8%	11%	0%	*	4%	12%	9%	10%
Totals	99%	100%	100%	100%	100%	99%	*	100%	99%	99%	101%
Unweighted N	(316)	(128)	(188)	(159)	(84)	(57)	(16)	(171)	(58)	(52)	(35)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	41%	43%	45%	29%	46%	31%	50%	40%	33%	47%	38%	44%	35%
Like it	37%	40%	33%	39%	38%	29%	36%	33%	40%	38%	38%	35%	40%
Dislike it	14%	13%	11%	24%	14%	27%	10%	18%	14%	9%	18%	14%	15%
Hate it	7%	3%	11%	8%	2%	14%	4%	9%	13%	5%	5%	7%	10%
Totals	99%	99%	100%	100%	100%	101%	100%	100%	100%	99%	99%	100%	100%
Unweighted N	(316)	(143)	(121)	(52)	(125)	(52)	(132)	(83)	(71)	(55)	(54)	(137)	(70)

YouGov Survey: 2022 Emmy Awards - Drama
August 23 - 29, 2022 - 2000 US Adult Citizens

YouGov

4C. Best Drama 2022 Nominees Opinion — Ozark (Netflix)
Please indicate what you think of each of the following TV shows:
Asked of people who say they have seen each TV show

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	49%	48%	50%	33%	51%	56%	55%	50%	52%	49%	41%
Like it	39%	42%	35%	49%	36%	35%	36%	40%	33%	41%	31%
Dislike it	10%	8%	12%	13%	9%	10%	9%	9%	14%	10%	19%
Hate it	2%	2%	3%	5%	3%	0%	0%	2%	2%	0%	9%
Totals	100%	100%	100%	100%	99%	101%	100%	101%	101%	100%	100%
Unweighted N	(569)	(259)	(310)	(125)	(142)	(208)	(94)	(408)	(61)	(56)	(44)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	49%	56%	42%	50%	53%	52%	49%	52%	47%	53%	48%	47%	50%
Like it	39%	30%	43%	43%	33%	42%	38%	36%	41%	34%	41%	41%	36%
Dislike it	10%	11%	11%	7%	13%	7%	11%	9%	10%	12%	8%	10%	11%
Hate it	2%	3%	3%	0%	1%	0%	2%	3%	2%	2%	3%	1%	3%
Totals	100%	100%	99%	100%	100%	101%	100%	100%	100%	101%	100%	99%	100%
Unweighted N	(569)	(198)	(214)	(157)	(228)	(188)	(192)	(181)	(144)	(103)	(116)	(216)	(134)

4D. Best Drama 2022 Nominees Opinion — Severance (Apple TV+)
Please indicate what you think of each of the following TV shows:
Asked of people who say they have seen each TV show

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	32%	35%	27%	23%	41%	*	*	38%	*	*	*
Like it	37%	36%	37%	40%	35%	*	*	38%	*	*	*
Dislike it	23%	22%	26%	28%	17%	*	*	20%	*	*	*
Hate it	8%	7%	10%	8%	7%	*	*	5%	*	*	*
Totals	100%	100%	100%	99%	100%	*	*	101%	*	*	*
Unweighted N	(175)	(93)	(82)	(73)	(54)	(28)	(20)	(105)	(29)	(22)	(19)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	32%	46%	18%	18%	40%	33%	27%	30%	43%	*	16%	31%	38%
Like it	37%	30%	35%	57%	37%	43%	48%	35%	29%	*	33%	41%	35%
Dislike it	23%	20%	34%	15%	17%	24%	22%	24%	19%	*	29%	21%	22%
Hate it	8%	4%	13%	10%	6%	0%	3%	11%	8%	*	21%	7%	5%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	99%	*	99%	100%	100%
Unweighted N	(175)	(79)	(60)	(36)	(88)	(36)	(58)	(62)	(42)	(28)	(32)	(75)	(40)

YouGov Survey: 2022 Emmy Awards - Drama
August 23 - 29, 2022 - 2000 US Adult Citizens

YouGov

4E. Best Drama 2022 Nominees Opinion — Squid Game (Netflix)
Please indicate what you think of each of the following TV shows:
Asked of people who say they have seen each TV show

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	42%	40%	43%	43%	47%	41%	16%	36%	49%	51%	42%
Like it	42%	44%	40%	44%	39%	42%	49%	49%	36%	36%	32%
Dislike it	12%	12%	12%	9%	9%	16%	28%	12%	9%	11%	19%
Hate it	4%	3%	4%	4%	4%	1%	7%	4%	5%	2%	6%
Totals	100%	99%	99%	100%	99%	100%	100%	101%	99%	100%	99%
Unweighted N	(519)	(232)	(287)	(202)	(148)	(131)	(38)	(300)	(87)	(79)	(53)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	42%	47%	35%	47%	49%	37%	48%	40%	32%	41%	40%	43%	43%
Like it	42%	42%	44%	38%	36%	48%	37%	43%	48%	44%	39%	42%	44%
Dislike it	12%	8%	16%	10%	12%	13%	12%	14%	12%	9%	17%	11%	11%
Hate it	4%	2%	5%	5%	3%	2%	3%	3%	8%	6%	3%	4%	2%
Totals	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(519)	(185)	(227)	(107)	(198)	(124)	(222)	(142)	(106)	(97)	(114)	(194)	(114)

4F. Best Drama 2022 Nominees Opinion — Stranger Things (Netflix)
Please indicate what you think of each of the following TV shows:
Asked of people who say they have seen each TV show

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	46%	41%	51%	47%	51%	43%	41%	45%	53%	48%	41%
Like it	42%	47%	38%	40%	35%	50%	48%	44%	36%	38%	46%
Dislike it	10%	9%	10%	11%	10%	7%	11%	10%	7%	9%	11%
Hate it	2%	3%	1%	2%	3%	0%	1%	1%	4%	4%	2%
Totals	100%	100%	100%	100%	99%	100%	101%	100%	100%	99%	100%
Unweighted N	(823)	(357)	(466)	(229)	(221)	(271)	(102)	(584)	(94)	(89)	(56)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	46%	49%	46%	42%	45%	42%	56%	39%	39%	48%	49%	48%	40%
Like it	42%	38%	43%	46%	44%	48%	36%	47%	47%	41%	37%	42%	48%
Dislike it	10%	10%	8%	11%	10%	9%	8%	11%	12%	10%	12%	9%	9%
Hate it	2%	2%	2%	2%	1%	2%	1%	3%	3%	1%	2%	1%	4%
Totals	100%	99%	99%	101%	100%	101%	101%	100%	101%	100%	100%	100%	101%
Unweighted N	(823)	(265)	(356)	(202)	(310)	(235)	(333)	(250)	(152)	(152)	(184)	(307)	(180)

4G. Best Drama 2022 Nominees Opinion — Succession (HBO/HBO Max)

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

Asked of people who say they have seen each TV show

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	40%	36%	44%	28%	40%	46%	56%	47%	∗	31%	38%
Like it	40%	41%	40%	47%	44%	36%	26%	40%	∗	42%	26%
Dislike it	14%	16%	11%	16%	9%	14%	18%	12%	∗	16%	22%
Hate it	6%	7%	5%	9%	7%	3%	0%	1%	∗	12%	14%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	∗	101%	100%
Unweighted N	(247)	(121)	(126)	(80)	(61)	(61)	(45)	(153)	(27)	(36)	(31)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	40%	48%	31%	31%	50%	48%	31%	44%	41%	52%	36%	33%	41%
Like it	40%	38%	42%	44%	36%	38%	52%	38%	37%	31%	38%	44%	43%
Dislike it	14%	10%	21%	15%	11%	11%	14%	14%	9%	15%	10%	14%	15%
Hate it	6%	4%	6%	10%	3%	3%	3%	3%	13%	2%	15%	9%	1%
Totals	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	99%	100%	100%
Unweighted N	(247)	(119)	(80)	(48)	(122)	(54)	(73)	(75)	(80)	(56)	(33)	(89)	(69)

4H. Best Drama 2022 Nominees Opinion — Yellowjackets (Showtime)
Please indicate what you think of each of the following TV shows:

Asked of people who say they have seen each TV show

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	32%	29%	36%	34%	32%	30%	*	36%	*	*	*
Like it	44%	41%	48%	43%	34%	58%	*	48%	*	*	*
Dislike it	20%	25%	12%	18%	26%	12%	*	13%	*	*	*
Hate it	4%	4%	5%	5%	7%	0%	*	3%	*	*	*
Totals	100%	99%	101%	100%	99%	100%	*	100%	*	*	*
Unweighted N	(196)	(104)	(92)	(63)	(67)	(46)	(20)	(123)	(28)	(28)	(17)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	32%	35%	22%	39%	36%	38%	39%	26%	33%	38%	34%	33%	27%
Like it	44%	43%	46%	44%	48%	45%	48%	44%	46%	55%	36%	44%	43%
Dislike it	20%	17%	26%	15%	14%	12%	11%	21%	18%	7%	24%	17%	26%
Hate it	4%	4%	6%	2%	3%	4%	2%	8%	3%	0%	6%	6%	4%
Totals	100%	99%	100%	100%	101%	99%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(196)	(93)	(56)	(47)	(86)	(52)	(65)	(72)	(43)	(37)	(33)	(69)	(57)

YouGov Survey: 2022 Emmy Awards - Drama
August 23 - 29, 2022 - 2000 US Adult Citizens

5. Best drama 2022 Should Win
Which of the following TV shows, nominated for Best Drama in this year's Emmy Awards, do you think should win?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Better Call Saul (AMC)	8%	11%	5%	8%	9%	7%	7%	8%	6%	12%	8%
Euphoria (HBO/HBO Max)	5%	3%	7%	15%	7%	1%	0%	3%	10%	11%	5%
Ozark (Netflix)	8%	8%	9%	8%	8%	10%	7%	10%	3%	7%	5%
Severance (Apple TV+)	2%	2%	2%	4%	2%	1%	1%	2%	2%	4%	2%
Squid Game (Netflix)	7%	8%	6%	14%	10%	4%	2%	4%	12%	16%	11%
Stranger Things (Netflix)	15%	13%	16%	18%	22%	13%	6%	15%	13%	14%	14%
Succession (HBO/HBO Max)	3%	3%	3%	5%	2%	2%	5%	3%	2%	3%	5%
Yellowjackets (Showtime)	2%	2%	2%	2%	2%	2%	1%	1%	2%	2%	3%
Not sure	50%	51%	50%	26%	38%	61%	71%	54%	50%	32%	47%
Totals	100%	101%	100%	100%	100%	101%	100%	100%	100%	101%	100%
Unweighted N	(1,985)	(922)	(1,063)	(391)	(411)	(745)	(438)	(1,426)	(244)	(173)	(142)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Better Call Saul (AMC)	8%	9%	7%	8%	10%	7%	8%	9%	10%	9%	7%	7%	10%
Euphoria (HBO/HBO Max)	5%	8%	5%	2%	6%	1%	6%	5%	3%	6%	4%	6%	4%
Ozark (Netflix)	8%	9%	6%	11%	9%	10%	6%	11%	11%	11%	8%	7%	9%
Severance (Apple TV+)	2%	3%	1%	1%	2%	1%	1%	2%	2%	1%	2%	2%	2%
Squid Game (Netflix)	7%	8%	6%	6%	8%	5%	7%	8%	8%	6%	4%	8%	8%
Stranger Things (Netflix)	15%	14%	16%	13%	11%	12%	16%	14%	13%	13%	14%	15%	15%
Succession (HBO/HBO Max)	3%	5%	2%	2%	3%	2%	2%	4%	4%	3%	3%	2%	5%

YouGov Survey: 2022 Emmy Awards - Drama
August 23 - 29, 2022 - 2000 US Adult Citizens

continued from previous page

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yellowjackets (Showtime)	2%	3%	1%	2%	2%	1%	2%	2%	1%	3%	2%	1%	3%
Not sure	50%	41%	54%	55%	48%	61%	51%	44%	48%	47%	57%	53%	43%
Totals	100%	100%	98%	100%	99%	100%	99%	99%	100%	99%	101%	101%	99%
Unweighted N	(1,985)	(598)	(857)	(530)	(695)	(652)	(858)	(519)	(357)	(349)	(433)	(797)	(406)

YouGov Survey: 2022 Emmy Awards - Drama
August 23 - 29, 2022 - 2000 US Adult Citizens

Interviewing Dates	August 23 - 29, 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 2018 American Community Study. Voter registration was imputed from the November 2018 Current Population Survey Registration and Voting Supplement.
Weighting	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.
Number of respondents	2000
Margin of error	$\pm$ 2.3% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	41 questions not reported.