

About the Data – *Game of Thrones* Survey

The web-based survey was administered for two days, March 27th and 28th, 2019. It consisted of 11 questions emailed, texted or pushed to 540 individuals across the country and of all age groups, asking about their level of interest in the season 8 premiere of *GoT*. With a response rate of 89%, the survey contained 482 responses and a completion rate of 86%. The sample yielded a margin of error of +/-4.6% at a 95% confidence level. Overall, 53% of respondents were female. All other demographic distributions are noted below.

The culmination of the sample’s demographics suggests that *Game of Thrones* has broad appeal, spanning age, education segments, income, and gender. However, the uneven distribution of men and women across age bands (see Chart 2) deserves further investigation. The small sample size of this mini-study is of course a limitation of the analysis. But the representativeness of the sample to the *GoT* demographic distribution suggests the findings reasonably approximate the *GoT* viewing population.

Age: Sixty-two percent indicated they were somewhat likely to very likely to watch the season 8 premiere of *GoT*. Of these, 45-54 year-olds made up the largest segment at 28% (see Chart 1). Eighteen to 24 and 25 to 34 year-olds comprised 19% each. While women comprised 53% of respondents, the data indicates they out-view men by more than 40% in the 35 – 44 age range (see Chart 2) and by a 3 to 1 margin in the over 65 segment.

Chart 1 – Breakdown of Age

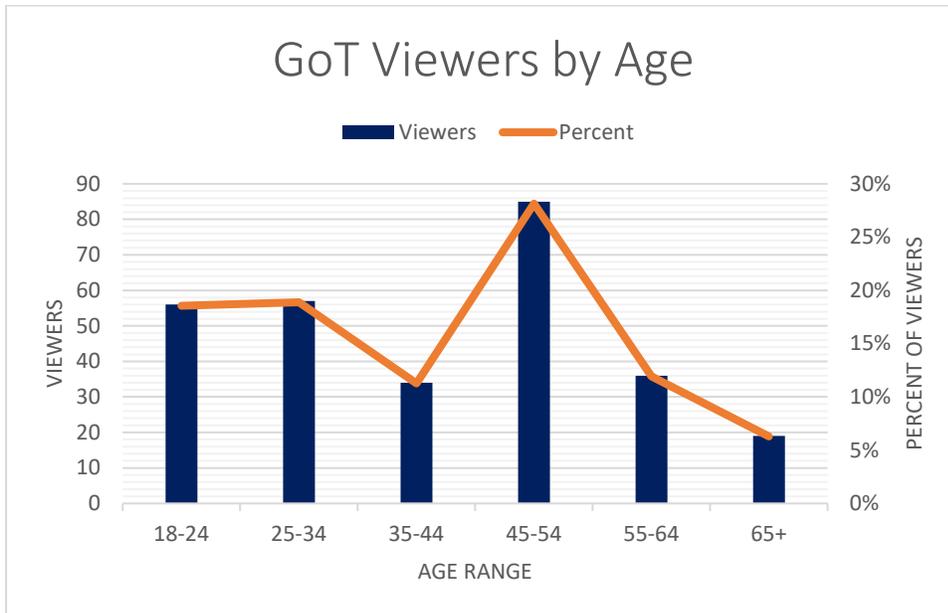
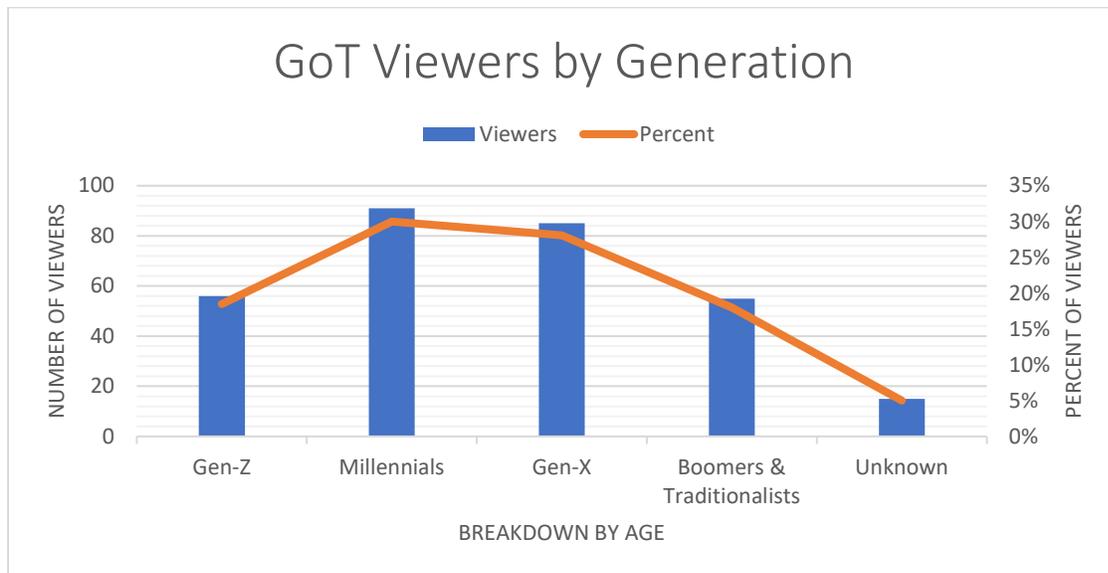


Chart 2 – Age and Gender Breakdown

GoT Viewers by Age and Gender				
Age	Male		Female	
18-24	27	48%	29	52%
25-34	27	47%	30	53%
35-44	13	38%	21	62%
45-54	38	45%	47	55%
55-64	16	44%	20	56%
65+	5	26%	14	74%
	126		161	

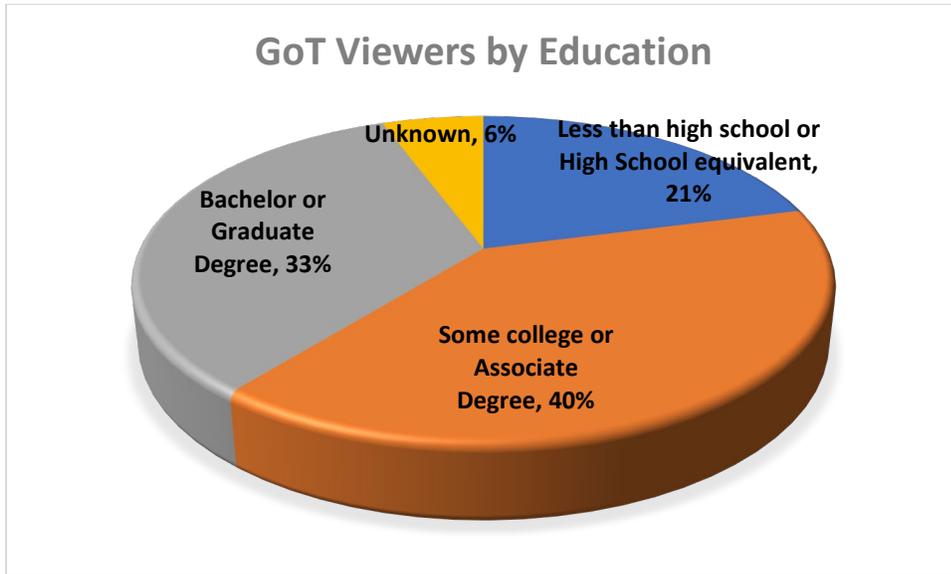
Generation: In terms of generation, Millennials and GenXers are the largest segments of *Game of Thrones* viewers (see Chart 3).

Chart 3 – Generational Breakdown



Education: Finally, more than 3/4th of respondents indicated they had at least some college education. Although a fifth of viewers indicated they have something less than this, they still have strong interest in the show.

Chart 4 – Breakdown by Education



Income: With respect to income, just over 1/3rd of respondents are in the middle-income area of \$30,000 to \$74,999. Nearly as many people participants have incomes of less than \$30,000 as between \$75,000 and \$150,000. These bands comprise 22 and 25 percent, respectively.

Chart 5 – Breakdown by Income

