



Netflix And Squid Game

Verified Voter Omnibus Survey

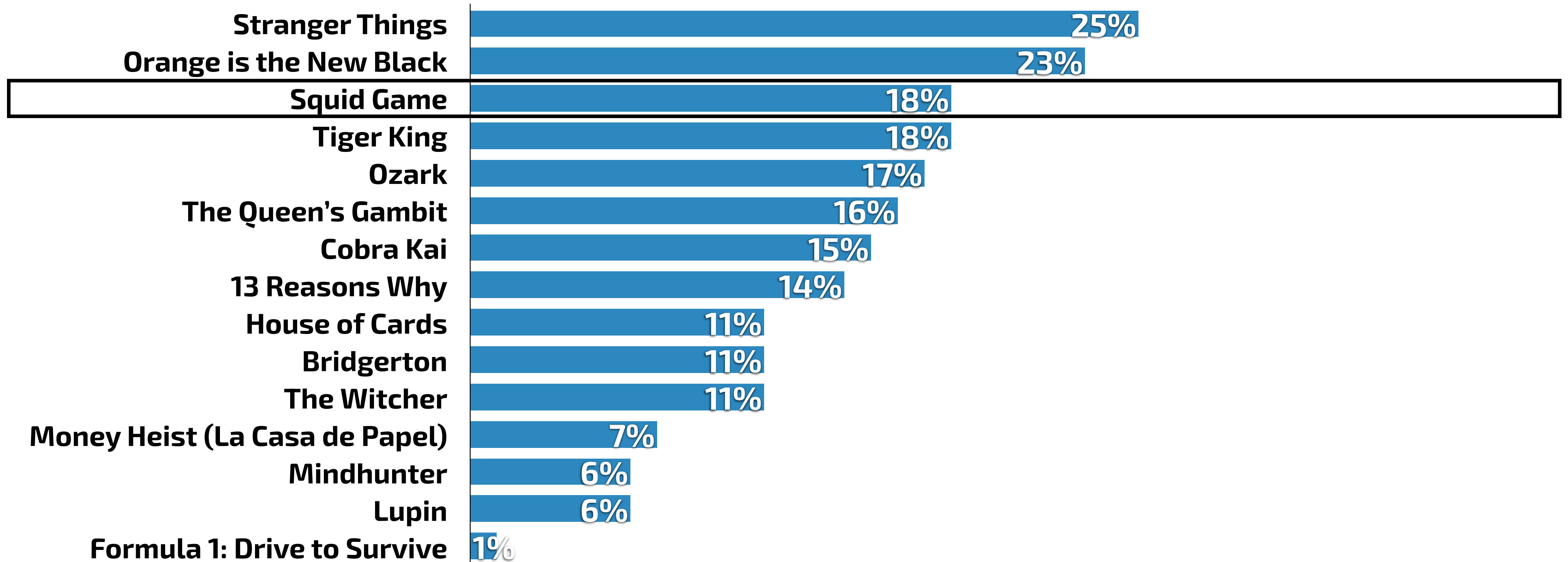
N=1,098 Registered Voters

Fielded October 15 - October 19, 2021



Nearly 1 In 5 Voters Have Watched Squid Game

Q. Which of the following Netflix shows have you watched? Select all that apply.

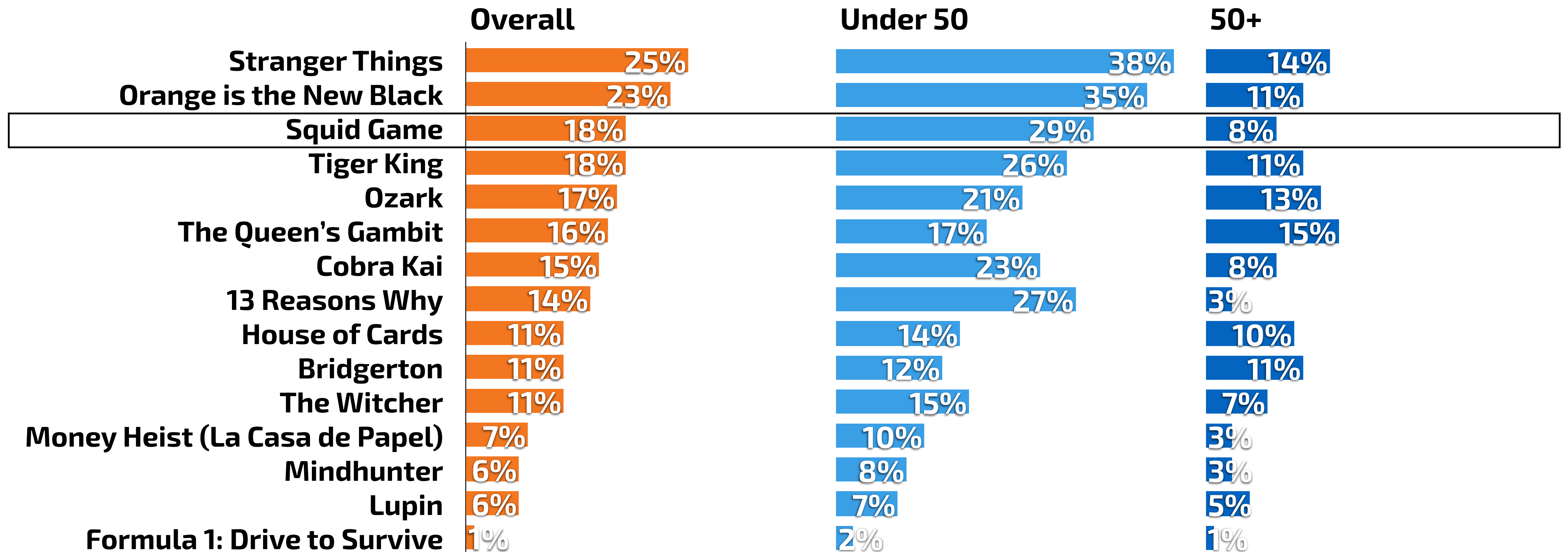


Note: "None of these" not shown

N = 1,098 RV nationwide, fielded October 15-19, 2021

Significantly More Younger Voters Have Seen Squid Game

Q. Which of the following Netflix shows have you watched? Select all that apply.



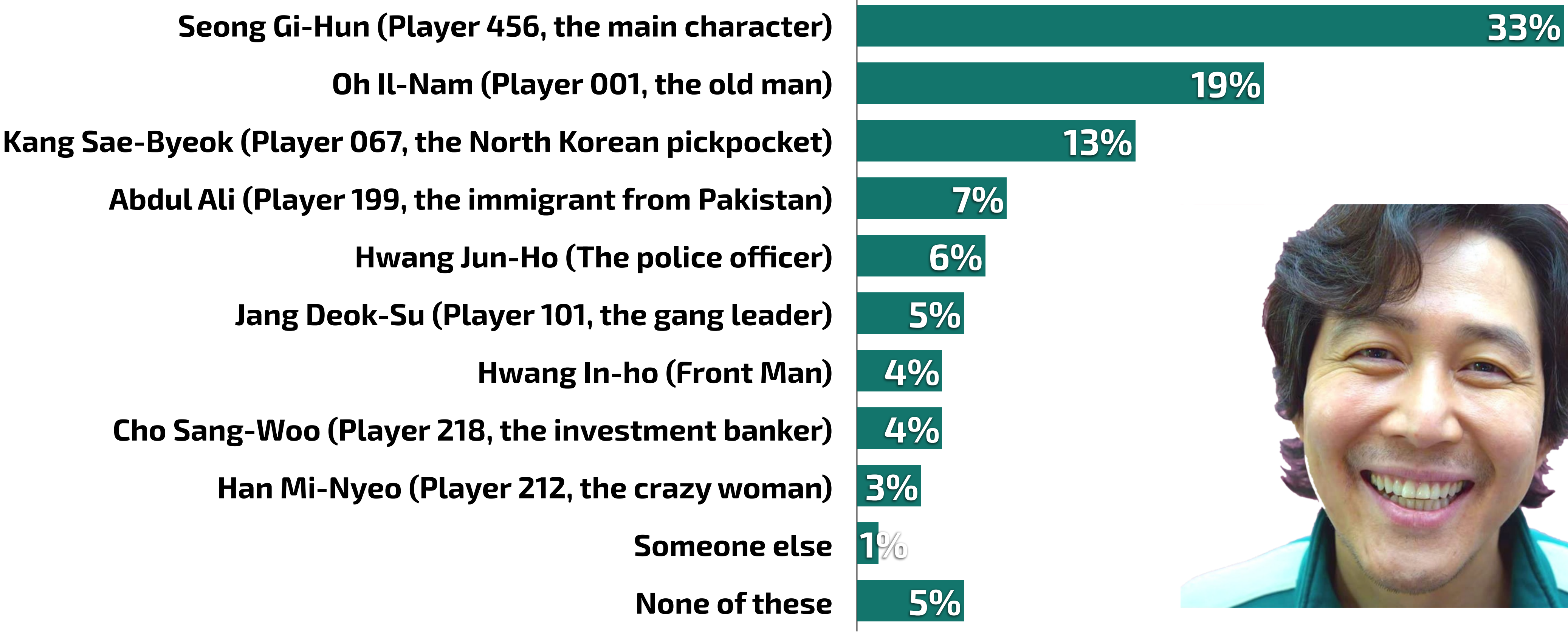
Note: "None of these" not shown



N = 1,098 RV nationwide, fielded October 15-19, 2021

Gi-Hun Is Favorite Character Among Squid Game Viewers

Q. Who was your favorite character in Squid Game? [Asked of those who have watched Squid Game]



N = 1,098 RV nationwide, fielded October 15-19, 2021



Verified Voter Omnibus

Your questions answered by real voters

Beyond our own public releases, the Verified Voter Omnibus is a resource companies and organizations can use to answer mission-critical questions through add-on questions to the monthly survey. It's the perfect tool for tracking a few core questions over time or gathering that one bit of crucial public opinion data you need right now.

By adding on to the Verified Voter Omnibus, you'll receive:

- **Hands-on assistance with drafting your questions**
- **Full topline and crosstabs with key political trends questions included**
- **A customized slide deck with your results**

Contact omnibus@echeloninsights.com for more information.





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