



# **NETFLIX VIEWERSHIP & STRANGER THINGS**

Verified Voter Omnibus  
Survey

N = 1,022 Voters in the Likely Electorate (LV),  
Nationwide  
Field Dates: July 15-18, 2022

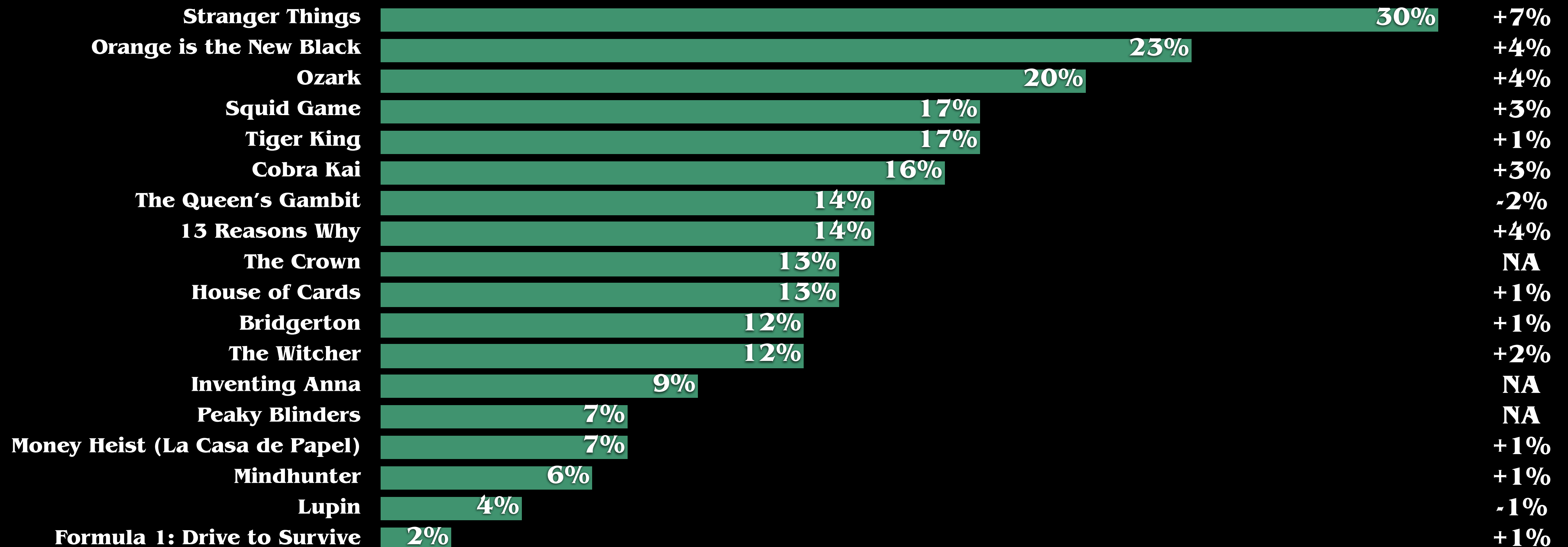




# STRANGER THINGS MOST WATCHED NETFLIX SHOW AMONG ELECTORATE

Q. WHICH OF THE FOLLOWING NETFLIX SHOWS HAVE YOU WATCHED? SELECT ALL THAT APPLY.

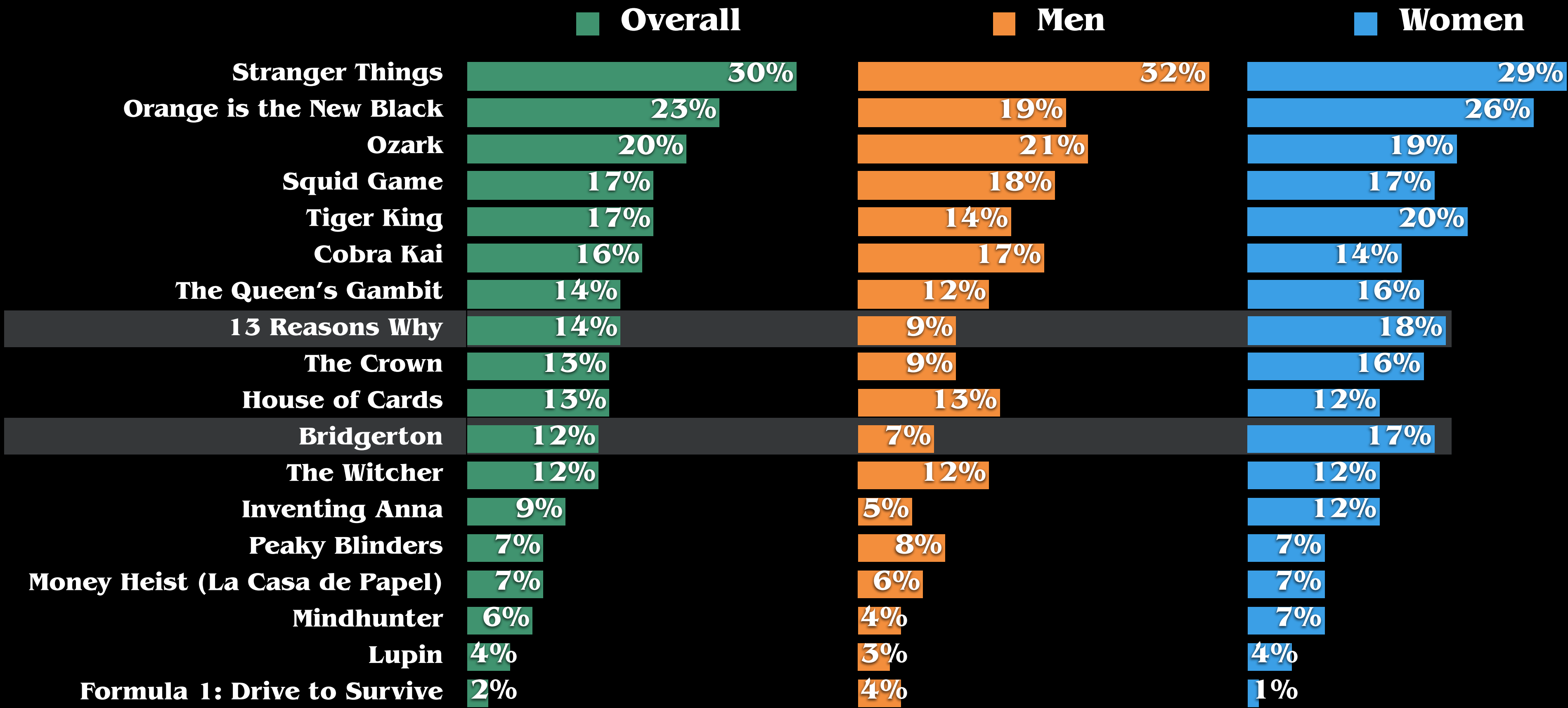
% Change Since  
October 2021



# GENDER GAP LARGEST ON BRIDGERTON, 13

## REASONS WHY VIEWERSHIP

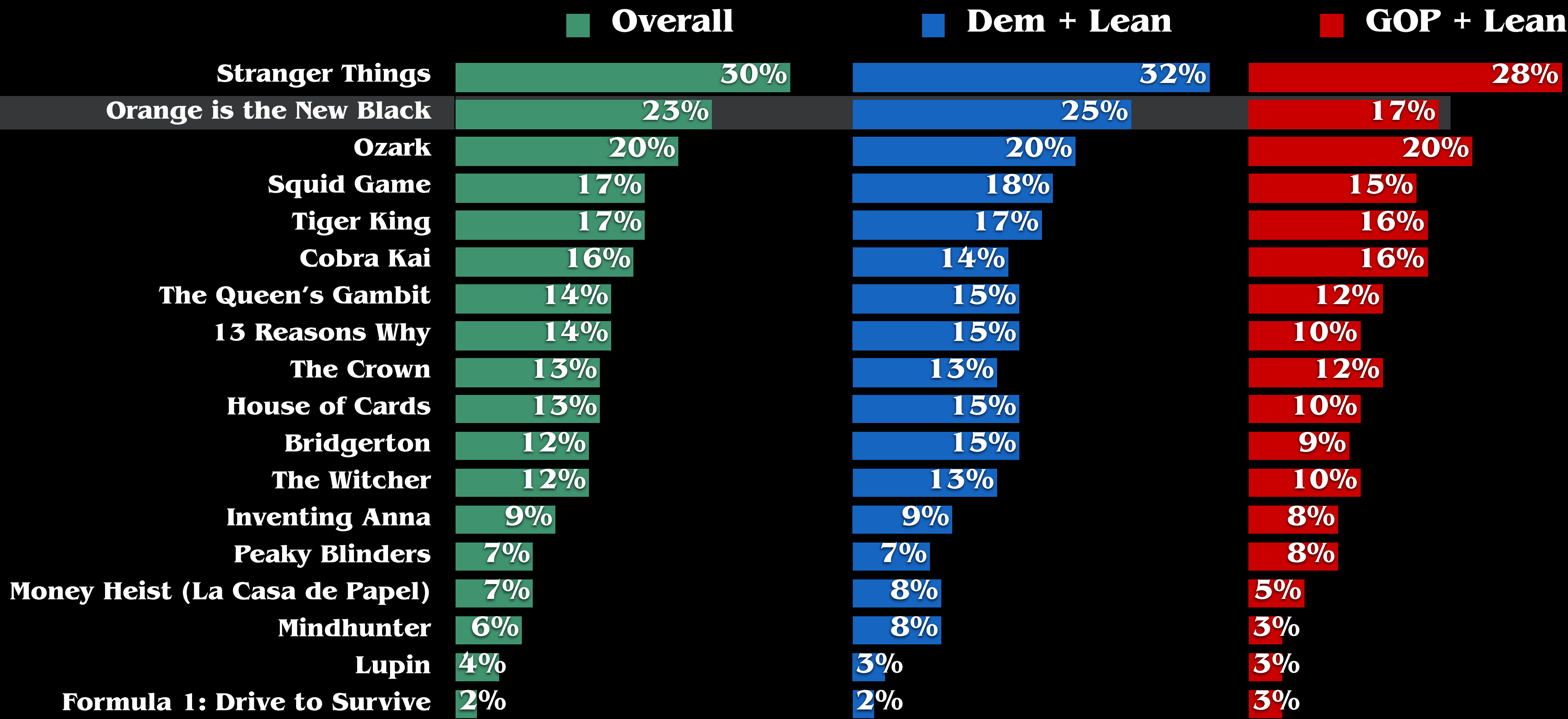
Q. WHICH OF THE FOLLOWING NETFLIX SHOWS HAVE YOU WATCHED? SELECT ALL THAT APPLY.





# PARTISAN GAP LARGEST ON ORANGE IS THE NEW BLACK

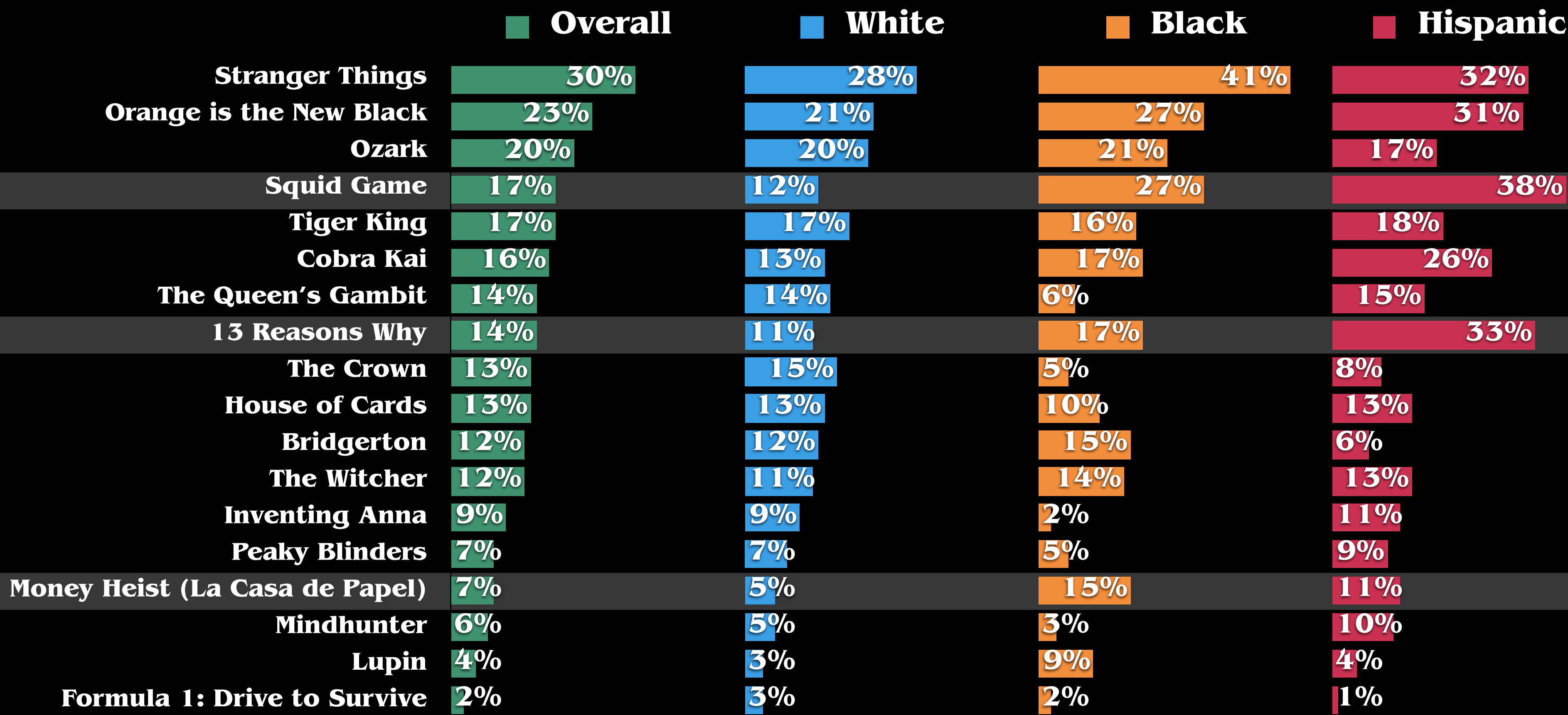
Q. WHICH OF THE FOLLOWING NETFLIX SHOWS HAVE YOU WATCHED? SELECT ALL THAT APPLY.





# NON-WHITE VOTERS DRIVE SQUID GAME, 13 REASONS WHY, MONEY HEIST VIEWERSHIP

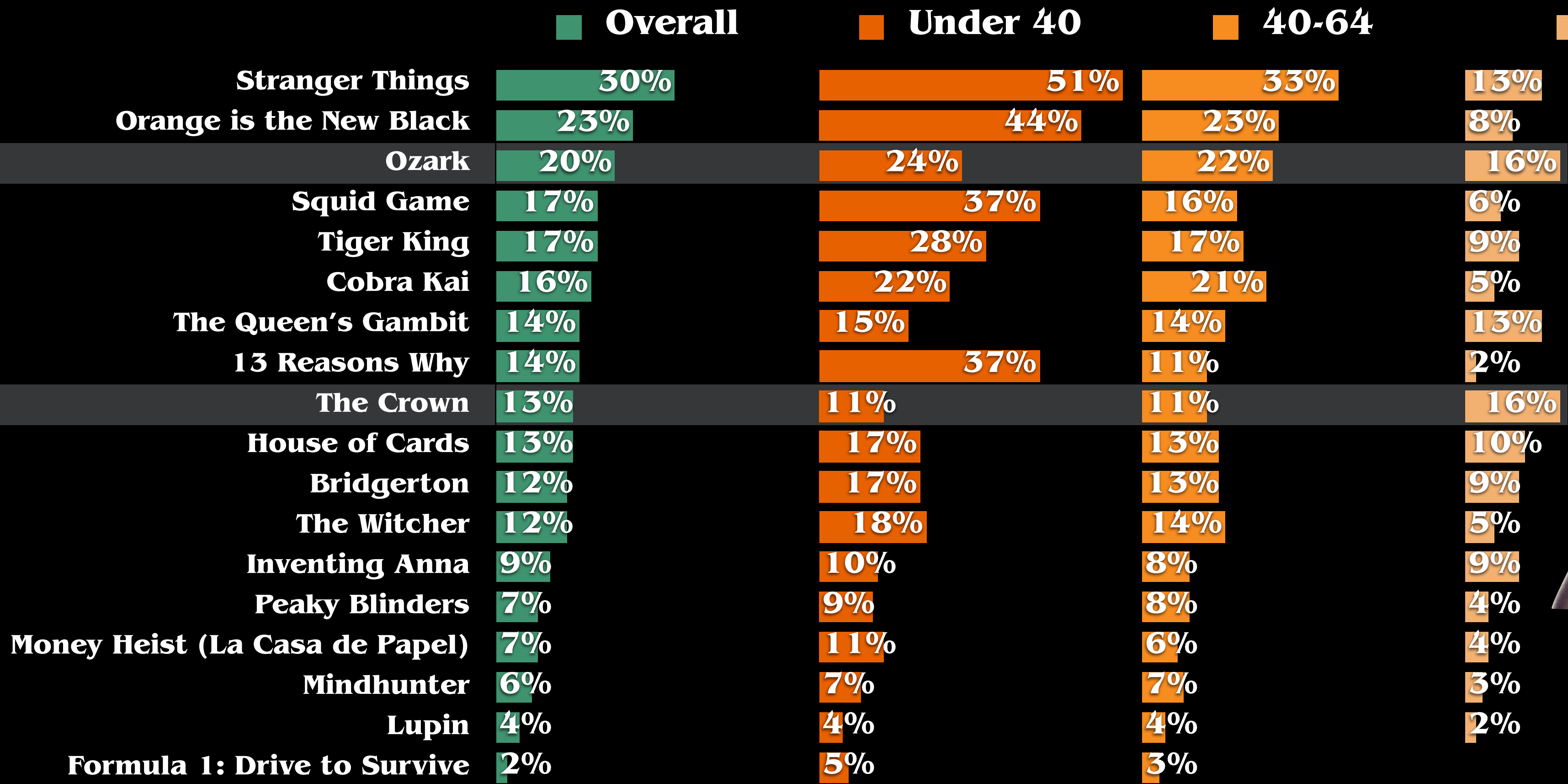
Q. WHICH OF THE FOLLOWING NETFLIX SHOWS HAVE YOU WATCHED? SELECT ALL THAT APPLY.





# OZARK, THE CROWN MOST POPULAR NETFLIX SHOWS AMONG OLDER AUDIENCE

Q. WHICH OF THE FOLLOWING NETFLIX SHOWS HAVE YOU WATCHED? SELECT ALL THAT APPLY.



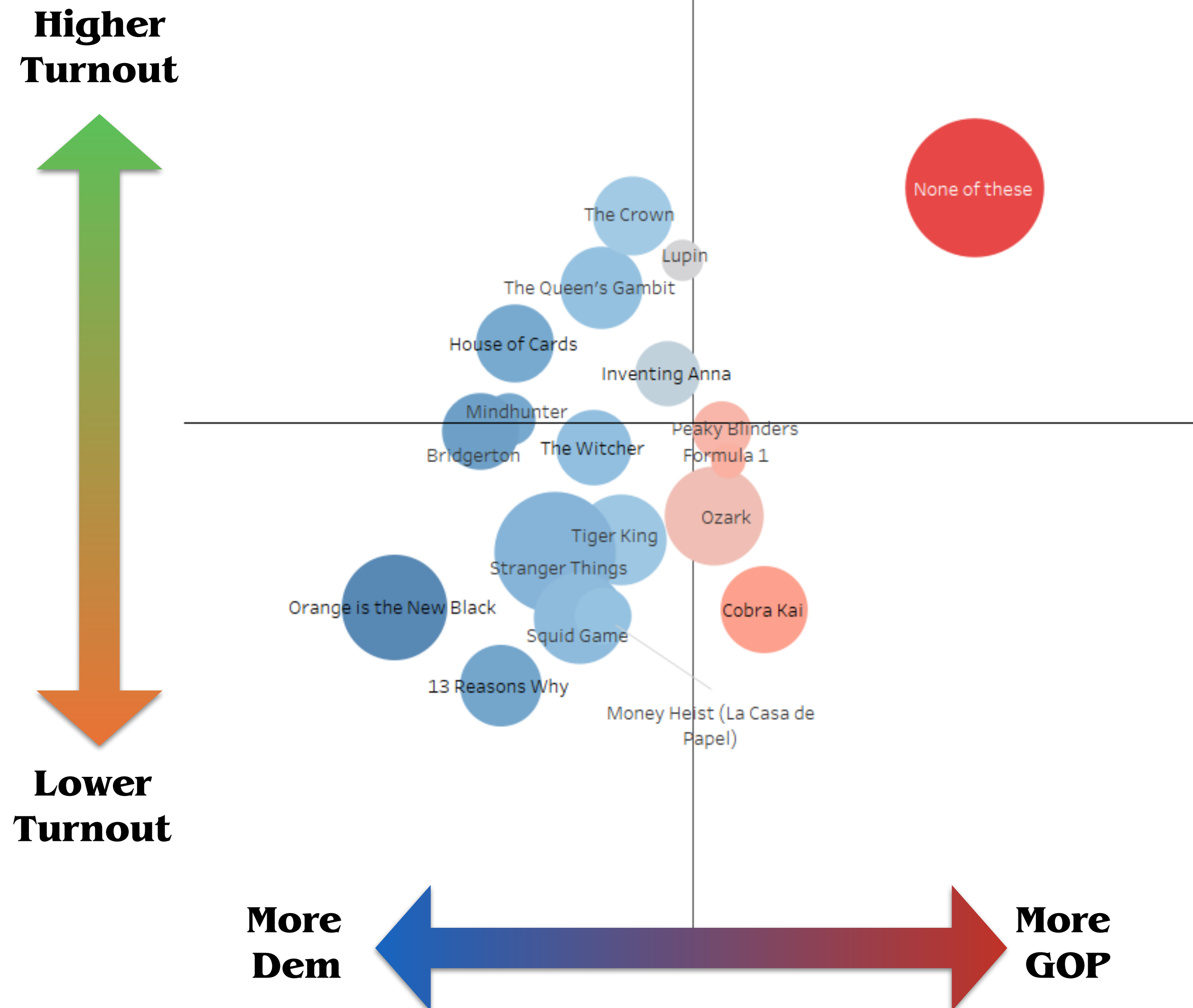


# MAPPING NETFLIX SHOW VIEWERSHIP BY PARTY AND TURNOUT

- The Crown, Lupin, and The Queen's Gambit are the Netflix shows of choice for higher turnout voters, 13 Reasons Why, Squid Game, and Money Heist are watched by lower turnout voters.
- Lupin, Inventing Anna, Ozark, and Peaky Blinders have the most bipartisan appeal, while Orange is the New Black has been primarily watched by Democratic-leaning audiences.
- Those watching none of the provided Netflix shows are among the highest turnout and most Republican-leaning voters.



**Q. WHICH OF THE FOLLOWING NETFLIX SHOWS HAVE YOU WATCHED? SELECT ALL THAT APPLY.**

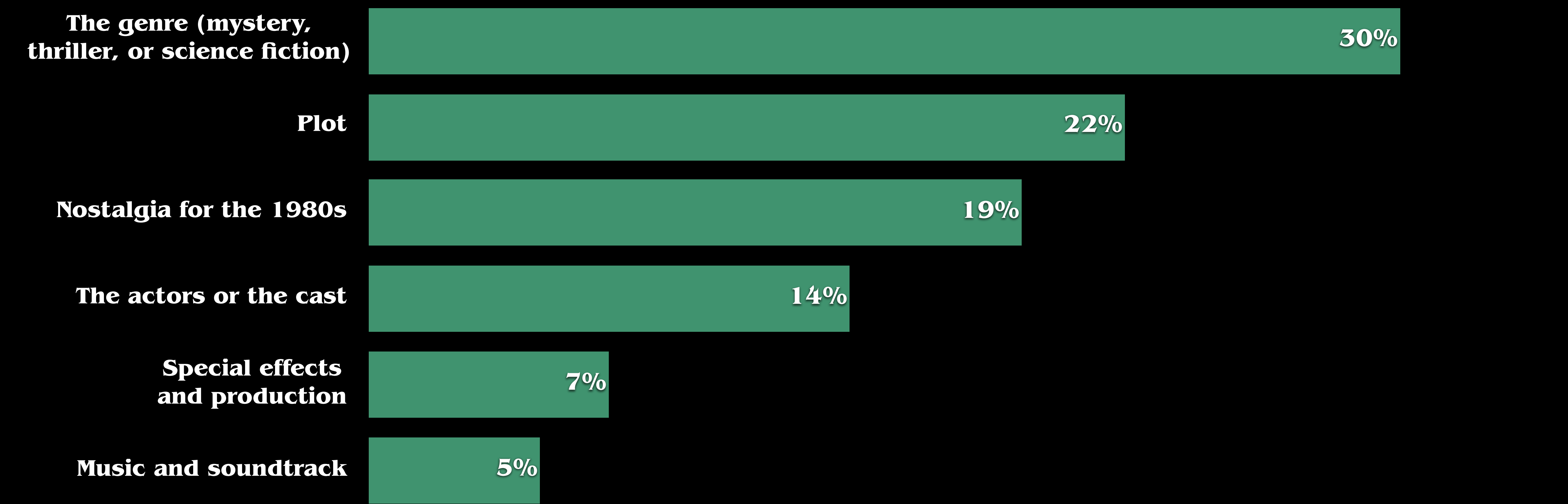


N = 1,022 Voters in Likely Electorate nationwide, fielded July 15-18, 2022



# STRANGER THINGS MOST WATCHED NETFLIX SHOW AMONG ELECTORATE

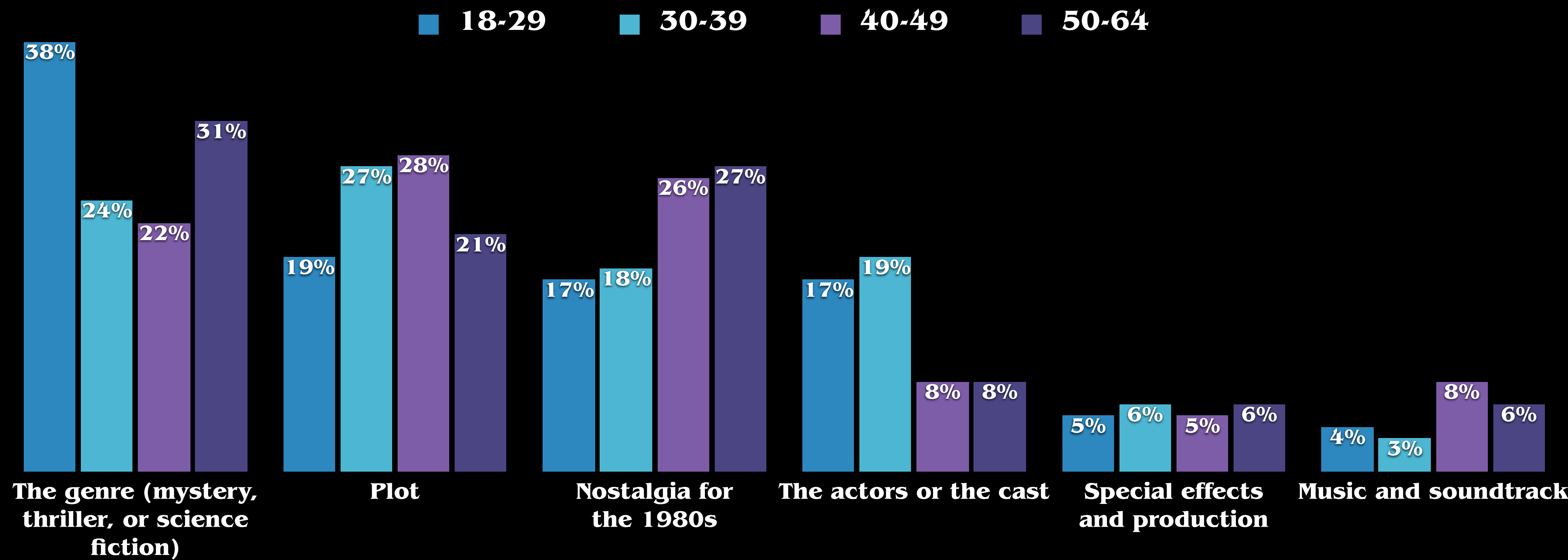
Q. WHAT IS YOUR FAVORITE PART ABOUT “STRANGER THINGS”? (ASKED ONLY TO N=314 WHO HAVE WATCHED STRANGER THINGS)





# SHARE SAYING 80S NOSTALGIA IS FAVORITE PART OF STRANGER THINGS HIGHER AMONG THOSE WHO EXPERIENCED THE 80S

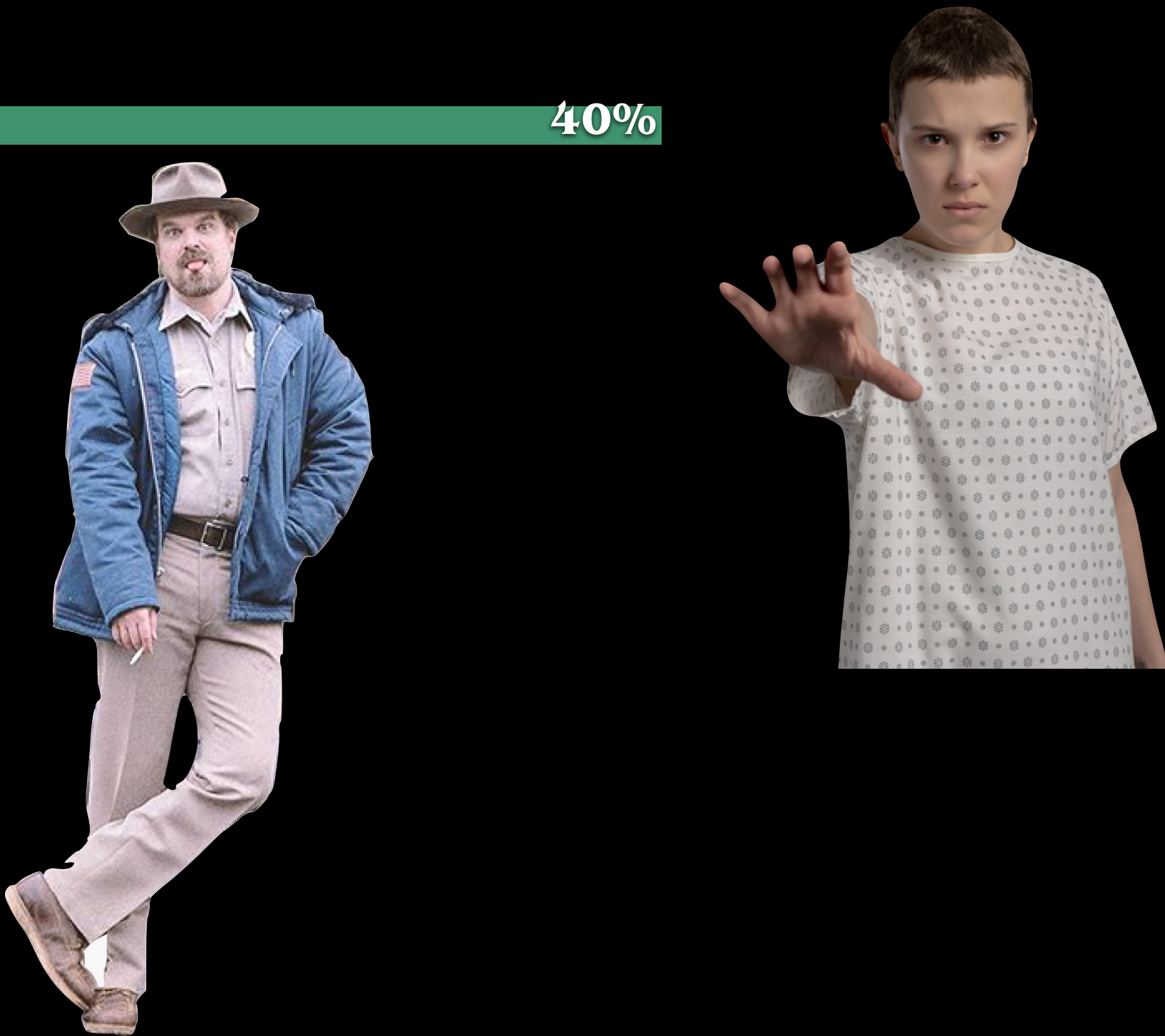
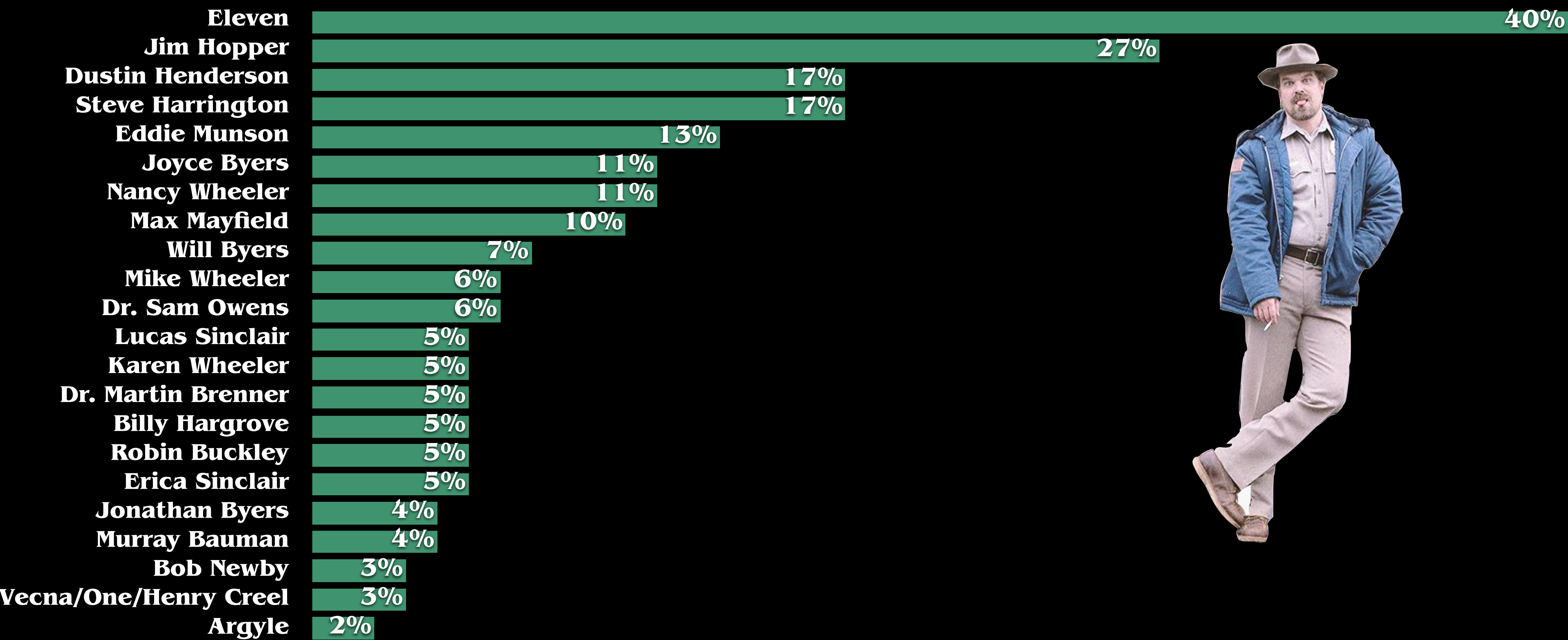
Q. WHAT IS YOUR FAVORITE PART ABOUT "STRANGER THINGS"? (ASKED ONLY TO N=314 WHO HAVE WATCHED STRANGER THINGS)



N = 1,022 Voters in Likely Electorate nationwide, fielded July 15-18, 2022  
Note: Something else and Unsure not shown

# ELEVEN, HOPPER ARE TOP STRANGER THINGS CHARACTERS

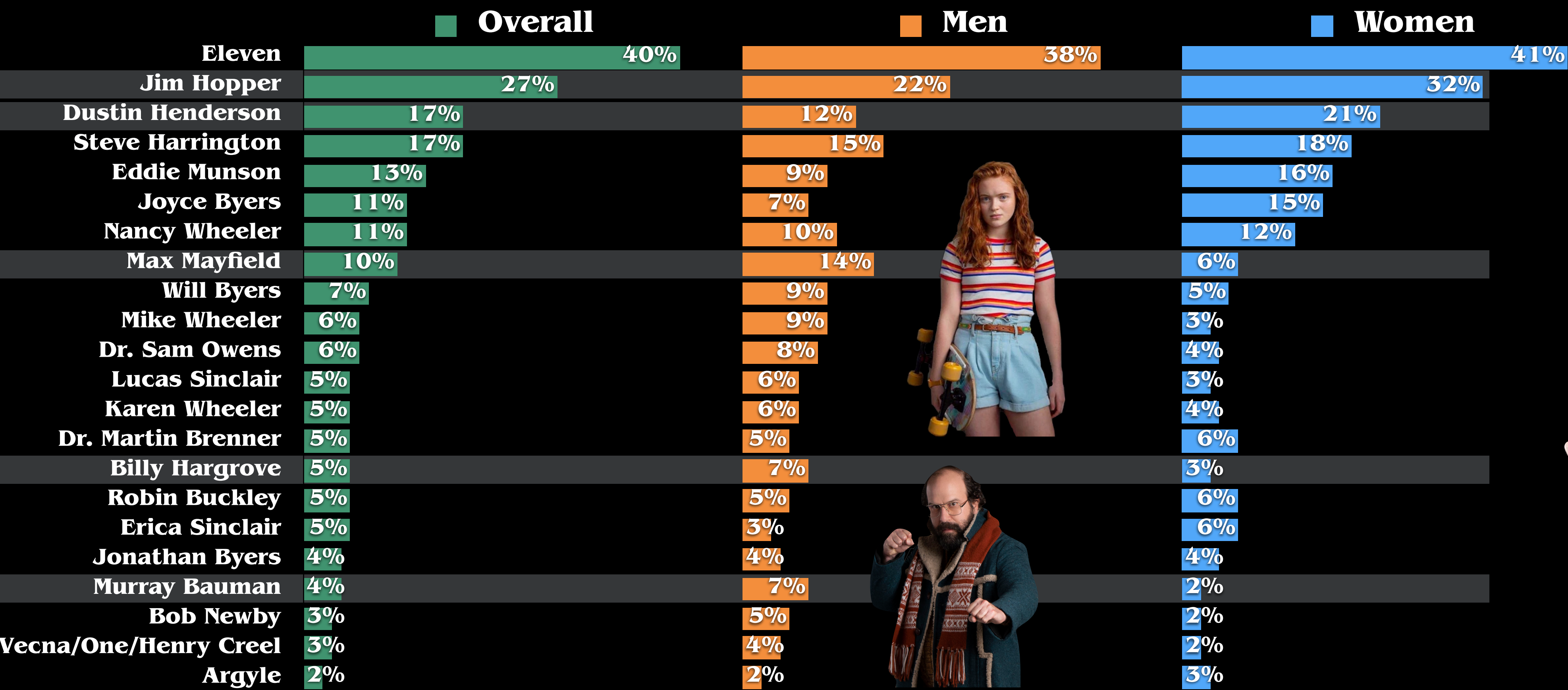
Q. WHO ARE YOUR FAVORITE CHARACTERS IN “STRANGER THINGS”? SELECT UP TO THREE. [ASKED ONLY TO N=314 WHO HAVE WATCHED STRANGER THINGS]





# WOMEN FLOCK TO HOPPER, DUSTIN; MEN DRIVE MAX, BILLY, MURRAY FANDOM

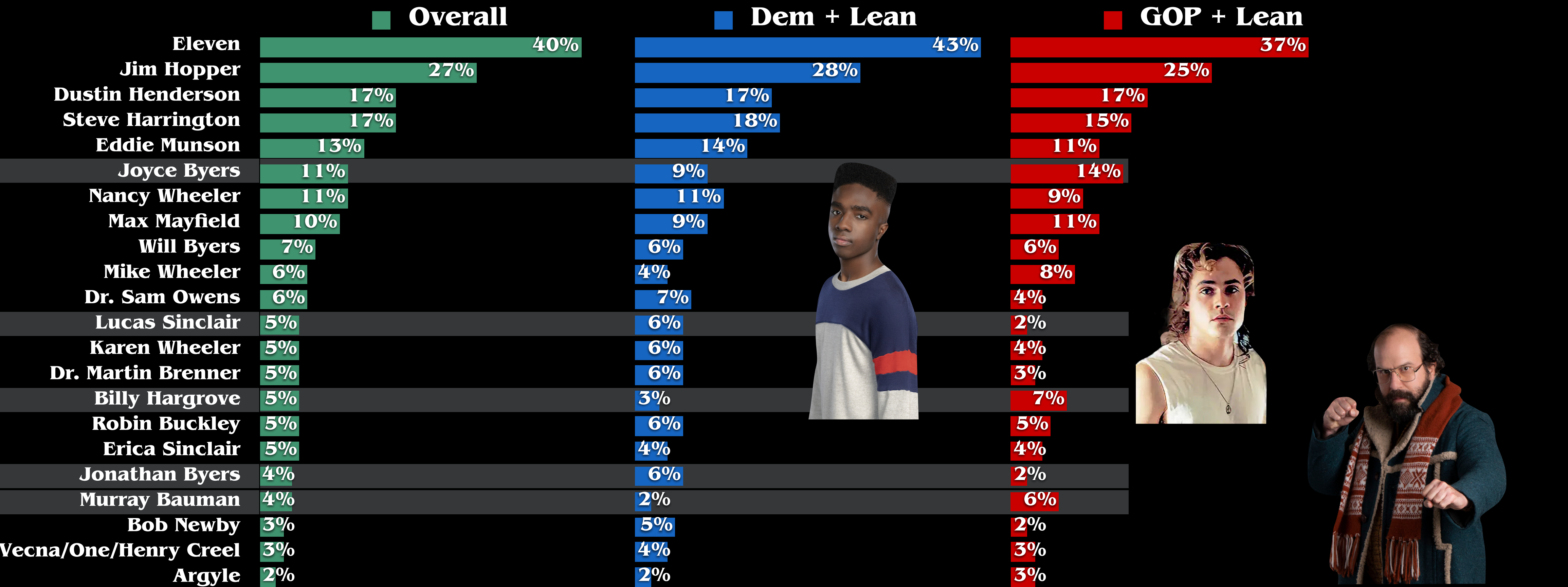
Q. WHO ARE YOUR FAVORITE CHARACTERS IN "STRANGER THINGS"? SELECT UP TO THREE. [ASKED ONLY TO N=314 WHO HAVE WATCHED STRANGER THINGS]





# JOYCE, BILLY, MURRAY MORE POPULAR WITH REPUBLICANS; DEMS DRIVE JONATHAN AND LUCAS FANDOM

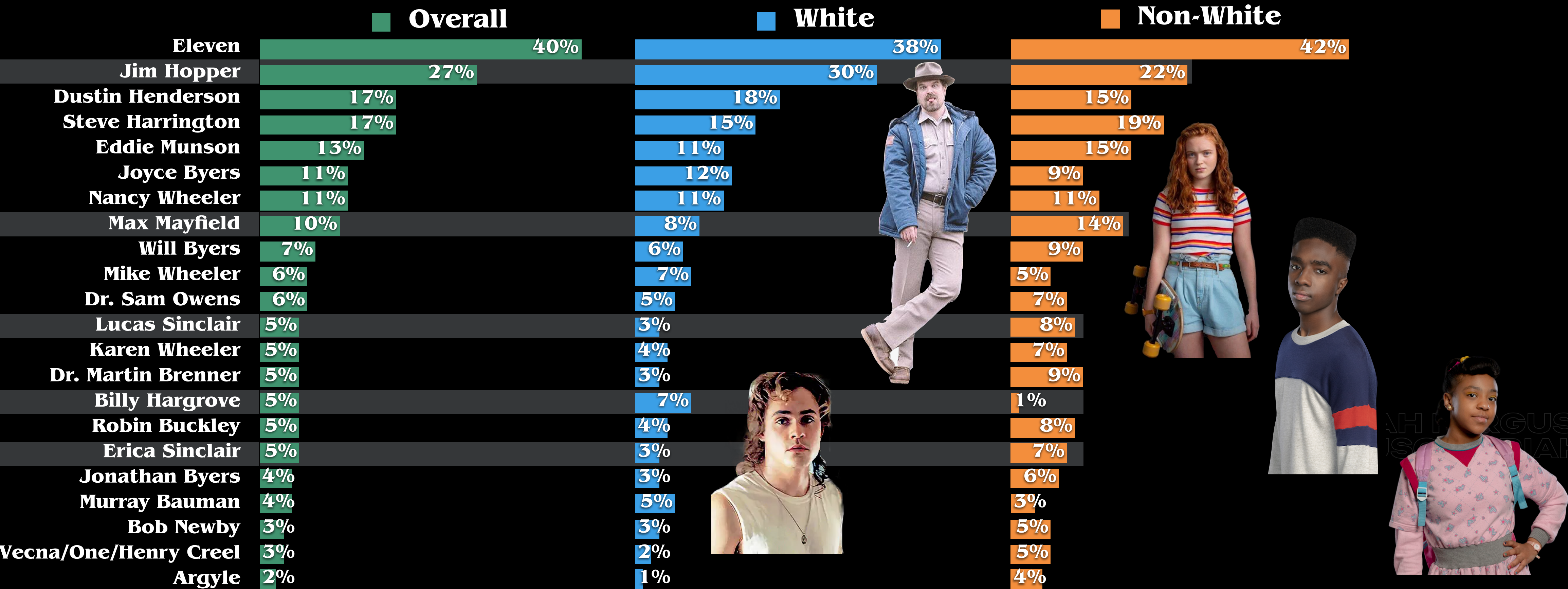
Q. WHO ARE YOUR FAVORITE CHARACTERS IN "STRANGER THINGS"? SELECT UP TO THREE. [ASKED ONLY TO N=314 WHO HAVE WATCHED STRANGER THINGS]





# HOPPER, BILLY MORE POPULAR AMONG WHITE VIEWERS, MAX AND THE SINCLAIRS MORE POPULAR AMONG NON-WHITE VIEWERS

Q. WHO ARE YOUR FAVORITE CHARACTERS IN "STRANGER THINGS"? SELECT UP TO THREE. [ASKED ONLY TO N=314 WHO HAVE WATCHED STRANGER THINGS]

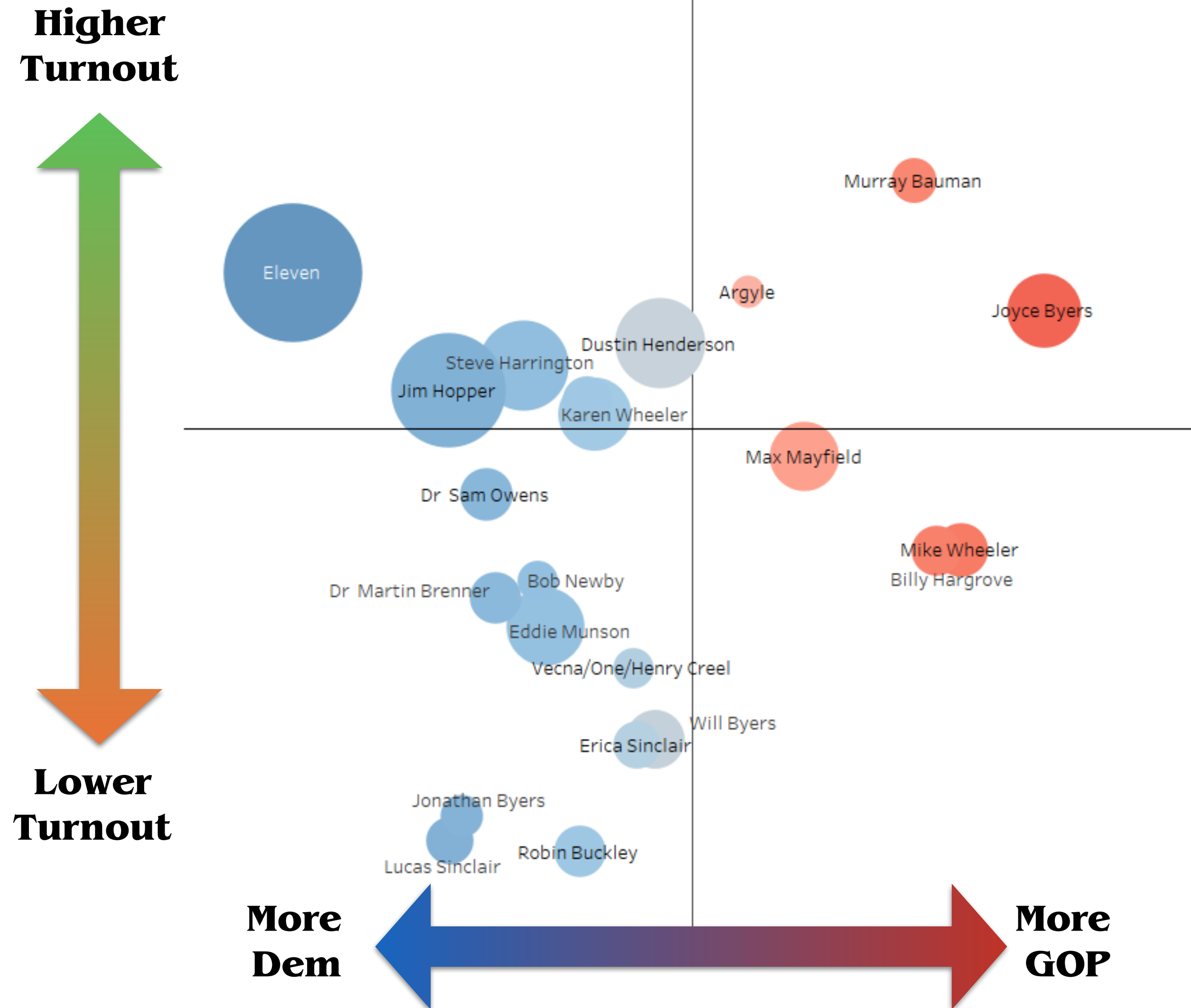


# MAPPING FAVORITE STRANGER THINGS CHARACTERS BY PARTY AND TURNOUT

- Eleven is the most popular of the Stranger Things characters and has the most Democratic-leaning fanbase, while Joyce has the most Republican-leaning fanbase; Dustin and Will have the most bipartisan appeal.
- Murray's fans are the highest turnout voters among Stranger Things viewers and are more Republican-leaning.



**Q. WHO ARE YOUR FAVORITE CHARACTERS IN "STRANGER THINGS"? SELECT UP TO THREE. (ASKED ONLY TO N=314 WHO HAVE WATCHED STRANGER THINGS)**

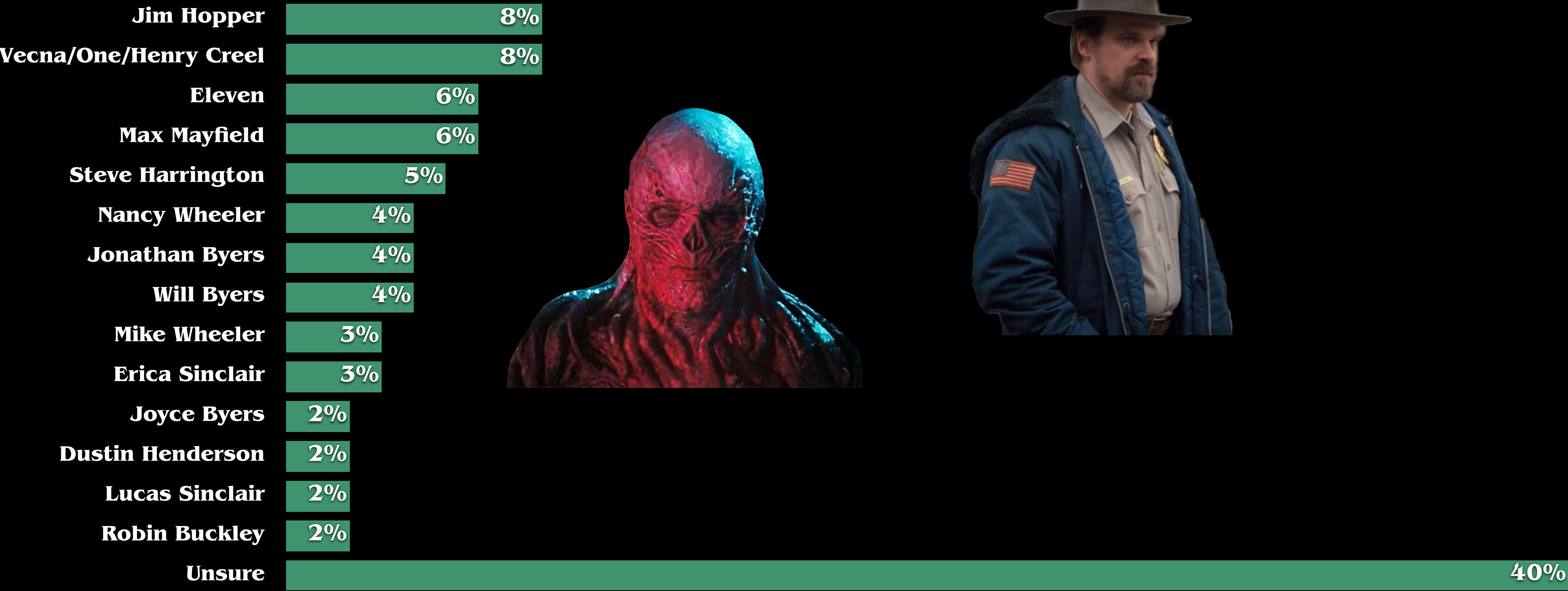


N = 1,022 Voters in Likely Electorate nationwide, fielded July 15-18, 2022



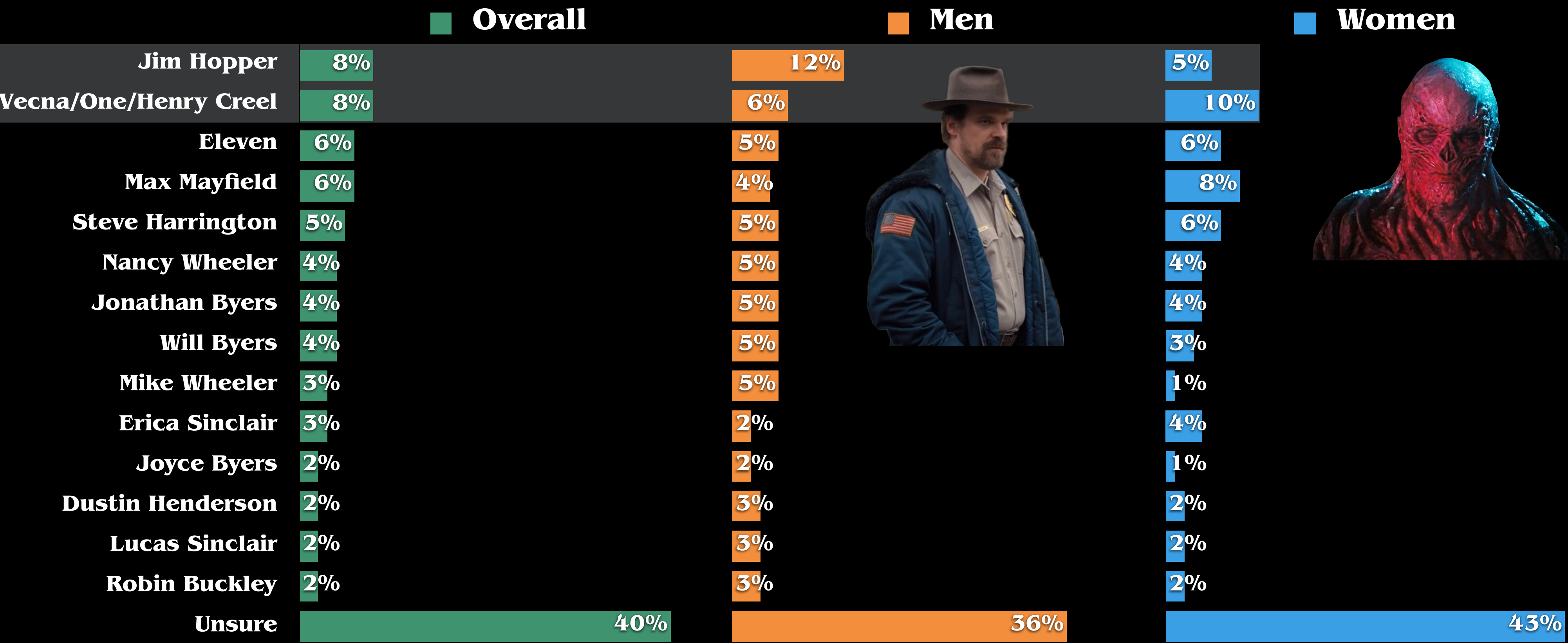
# 4 IN 10 STRANGER THINGS VIEWERS UNSURE OF WHO WILL BE KILLED OFF IN SEASON 5

Q. WHO DO YOU THINK IS MOST LIKELY TO BE KILLED OFF IN SEASON 5 OF "STRANGER THINGS"? (ASKED ONLY TO N=314 WHO HAVE WATCHED STRANGER THINGS)



# MEN THINK HOPPER MOST LIKELY TO DIE, WOMEN SAY VECNA, MAX

Q. WHO DO YOU THINK IS MOST LIKELY TO BE KILLED OFF IN SEASON 5 OF “STRANGER THINGS”? [ASKED ONLY TO N=314 WHO HAVE WATCHED STRANGER THINGS]



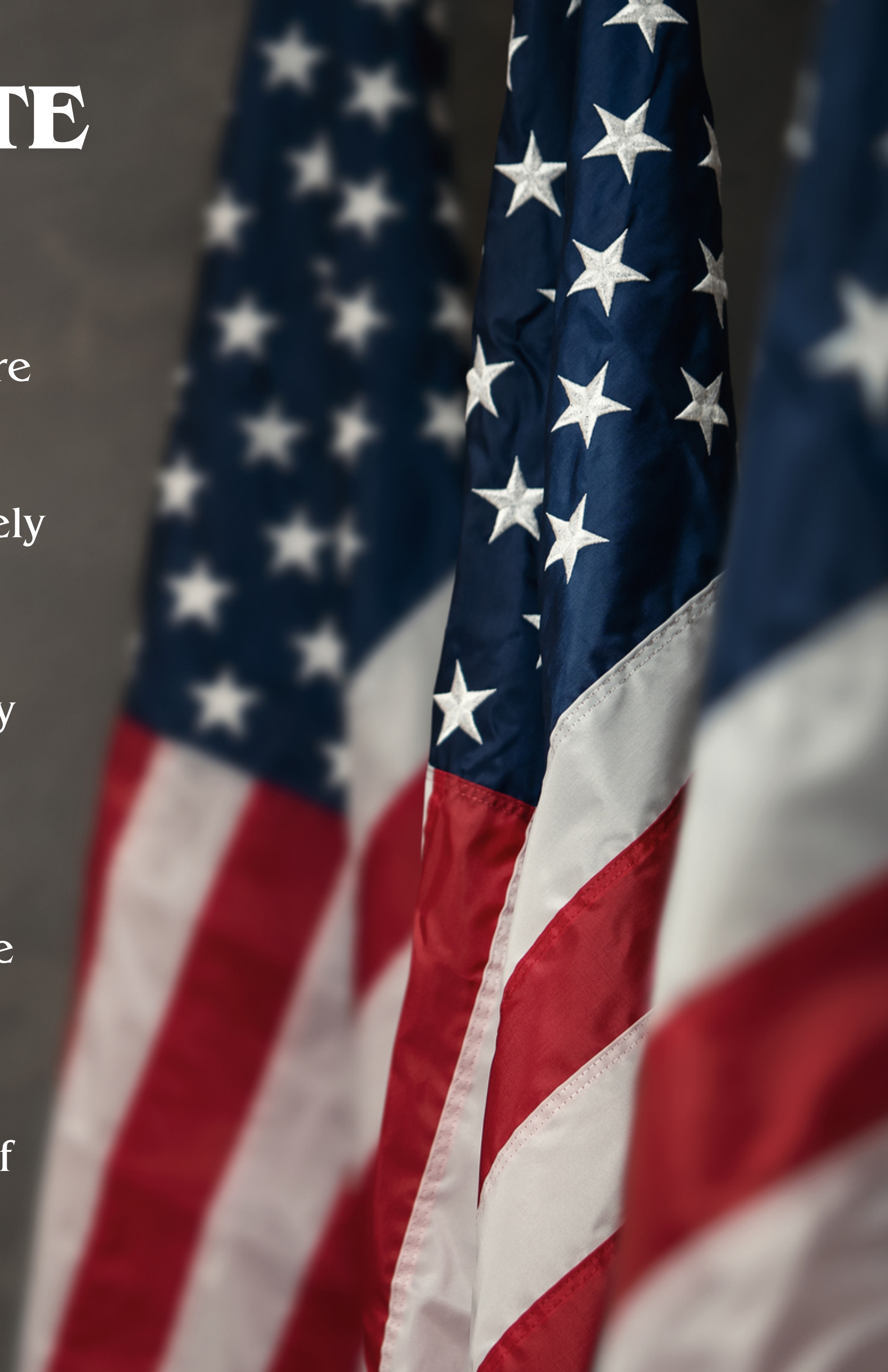


# MEET THE LIKELY ELECTORATE

We know that on Election Day, those who turn out to vote won't necessarily look like the pool of all registered voters. Some voters are more likely to turn out than others, and polling should reflect that reality. But not everyone who shows up to vote on Election Day is a "likely voter," and often times, pollsters' methods of excluding "unlikely voters" can leave out those who are becoming newly activated.

That's why, in the months leading up to a national election, we at Echelon Insights switch not to a "likely voter" sample which arbitrarily excludes certain voters, but to our "Likely Electorate" (LE) frame, which accounts for voter turnout probability in how we weight our national survey.

Our Verified Voter Omnibus samples are matched to the L2 voter file to confirm registration status and incorporate data related to past voting history. The sample for this survey was weighted to characteristics of the 2022 "Likely Electorate" population, a frame which takes into account demographic and turnout characteristics of the 2022 electorate.





# METHODOLOGY

The July 2022 Echelon Insights Verified Voter Omnibus was fielded online from July 15-18, 2022 in English among a sample of N=1,022 voters in the Likely Electorate (LV) nationwide using non-probability sampling. The sample was drawn from the Lucid sample exchange and matched to the L2 voter file.

The sample was weighted to population benchmarks for registered voters and the 2022 Likely Electorate on gender, age, race/ethnicity, education, region, party, and 2020 presidential vote adjusted for 2022 turnout probability. All benchmarks for the 2022 Likely Electorate were adjusted for turnout estimates based on a probabilistic model of the likely 2022 midterm electorate derived from the L2 voter file. Estimates for gender, age, and party were derived from the L2 voter file. Estimates for race/ethnicity and education were derived from the US Census Bureau's American Community Survey demographic data adjusted to match voter registration estimates from the November 2020 Current Population Survey Voting and Registration Supplement.

Data quality measures included the use of a trap question to check for attentiveness and measures to prevent and remove duplicate responses based on IP address and voter file matches. Calculated the way it would be for a random sample and adjusted to incorporate the effect of weighting, the margin of sampling error is +/- 3.4 percentage points.







## 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](mailto:omnibus@echeloninsights.com) for more information.







ECHELON  
INSIGHTS

