Squid Game + Netflix – why they’re both fan favorites.

November 1st, 2021
Timeframe.

• 10/22 to 10/27, 2021

The research goals.

• Learn how Squid Game consumers heard about the show and why they decided to watch it.
• Understand how consumers feel about Netflix as a brand for offering content such as Squid Games.

Sample.

• N = 193
• 18-55 years of age
• Natural fallout on gender, ethnicity, and other demos

Methodology Overview.

• MFour used Surveys On The Go to identify Squid Game consumers leaving the mall.
• Then, a survey was sent for their feedback.
Word of mouth is effective - here’s proof.

Did you see Squid Game trending online or on social media?

85% - Yes

15% - No

How did you first hear about Squid Game?

36% Friend or family member

26% Netflix

17% TikTok

9% Online

5% Instagram
Consumers trust their friends and family members for recommendations.

What made you want to watch Squid Game?

- Friend or family member recommended it: 50%
- To see what the hype was about: 46%
- Netflix recommended it: 44%
- The trailer: 36%
- It kept popping up on social media: 28%
- I enjoy watching thrillers: 21%
Darkness of the show appeals to majority of consumers.

Why do you think Squid Game went viral?

- 61%: Darkness of the show is intriguing
- 46%: Good character development
- 44%: Word of mouth
- 38%: People feel connected to the characters
- 38%: People are playing the games
- 35%: People like shows about unjust societies
- 25%: Shows income inequality
- 20%: Available in different languages
Consumers are binge watching Squid Game - in good company.

Did you binge watch Squid Game?
- Yes: 77%
- No: 23%

Are you watching with family or friends?
- Yes: 70%
- No: 30%
Netflix is entertaining and offers a good variety of content.

What is your perception of Netflix for offering content such as Squid Game and Chapelle’s new special, “The Closer”? I think Netflix…

Is entertaining: 77%
Offers a good variety: 66%
Has the best content: 45%
Is edgy: 41% (Squid Game), 40% (The Closer)
Can decide what content they offer: 28% (Squid Game), 34% (The Closer)
Is inappropriate for younger audiences: 14% (Squid Game), 14% (The Closer)
Controversy is helping Netflix get more views.

Do you think Netflix’s offering of controversial content is good or bad for their brand image?

- Good: 67%
- Neutral: 30%
- Bad: 8%

Do you think Netflix is getting more views for offering controversial content?

- Yes: 92%
- No: 8%
Consumers are satisfied with Netflix as a streaming service.

How satisfied are you with Netflix for offering content such as Squid Game?
- Satisfied: 80%
- Somewhat satisfied: 14%
- Neither satisfied or dissatisfied: 6%

How likely are you to recommend Netflix to a family member or friend?
- Very likely: 78%
- Somewhat likely: 19%
- Neither likely or unlikely: 3%
- Very unlikely: 1%
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Clients use our panel to speak with any buyers they want—in-store, online, or on an app.

The result? Accurate data based on consumers’ actions: and context on why they made them.
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