

A man and a woman are sitting on a grey couch, eating popcorn. Both have wide-eyed, shocked expressions, suggesting they are watching something intense. The man is on the left, wearing a blue denim jacket over a white t-shirt. The woman is on the right, wearing a striped long-sleeve shirt. They are both looking towards the right side of the frame.

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

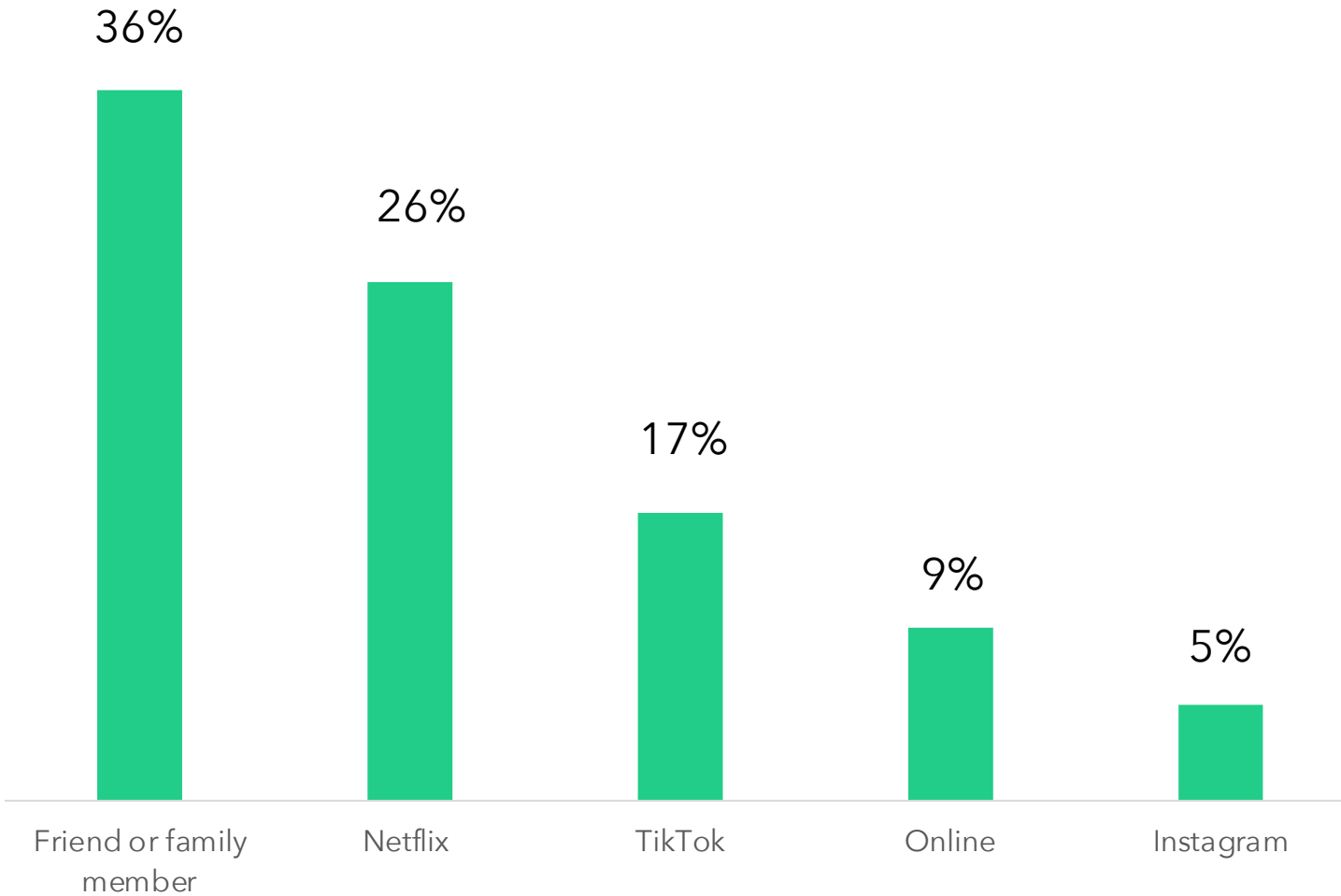
Methodology Overview.

- MFour used Surveys On The Go to identify Squid Game consumers leaving the mall.
- Then, a survey was sent for their feedback.

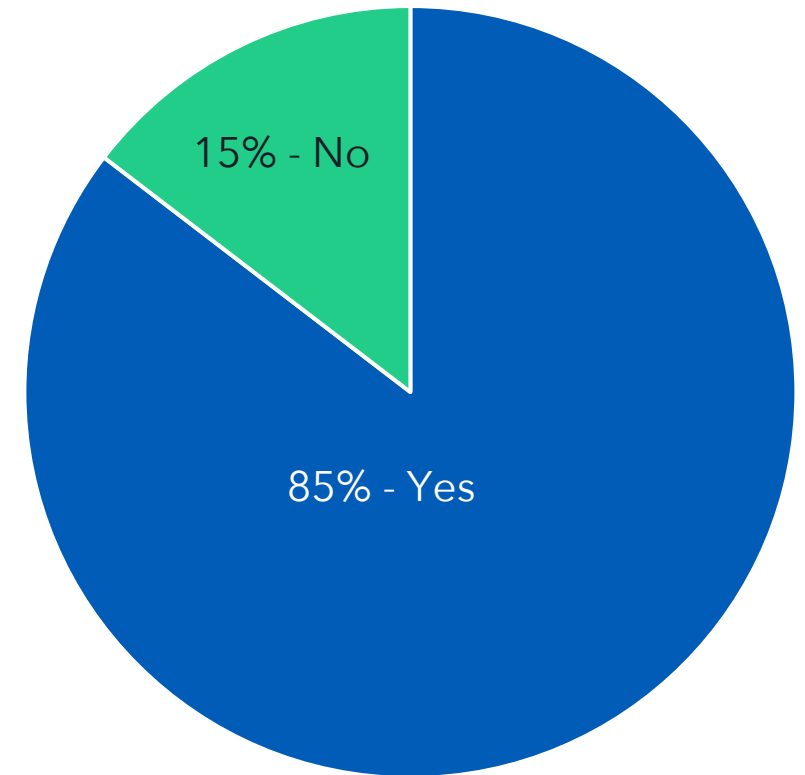
Word of mouth is effective - here's proof.



How did you first hear about Squid Game?



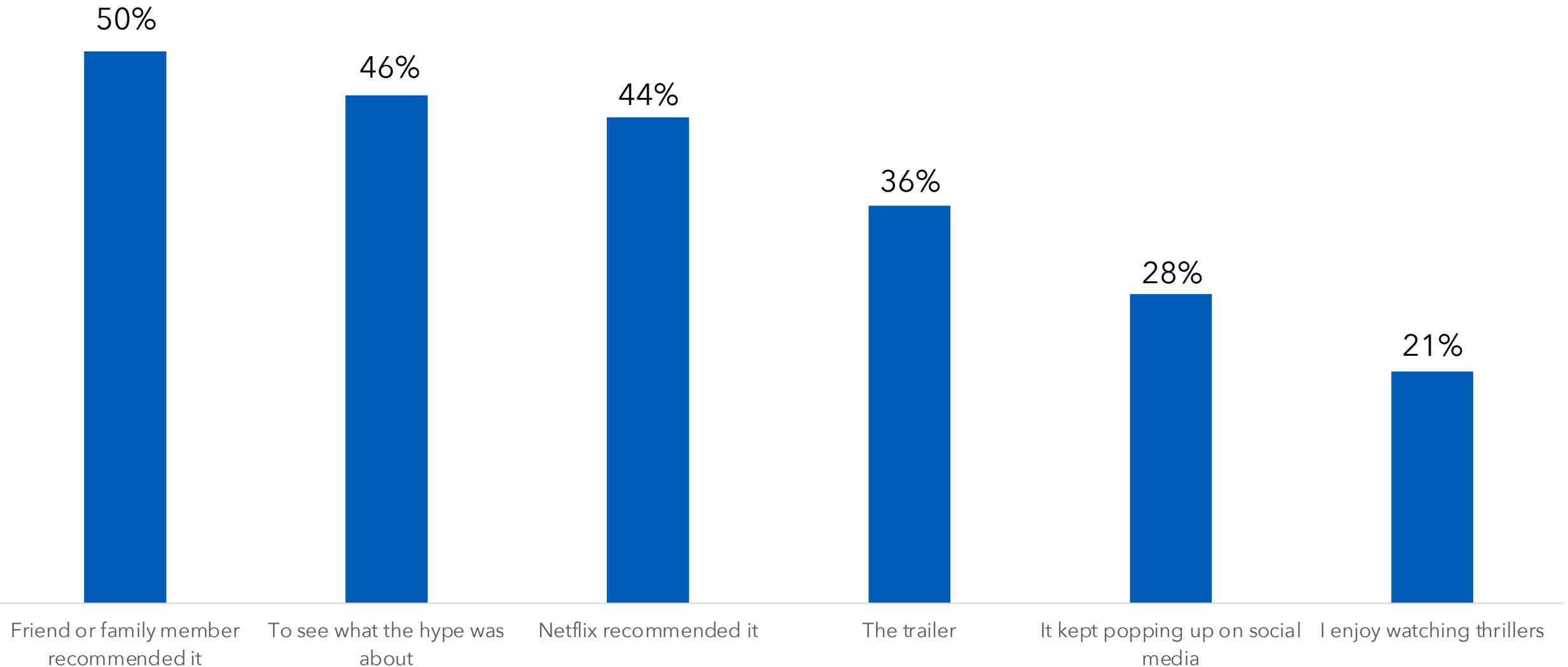
Did you see Squid Game trending online or on social media?



Consumers trust their friends and family members for recommendations.



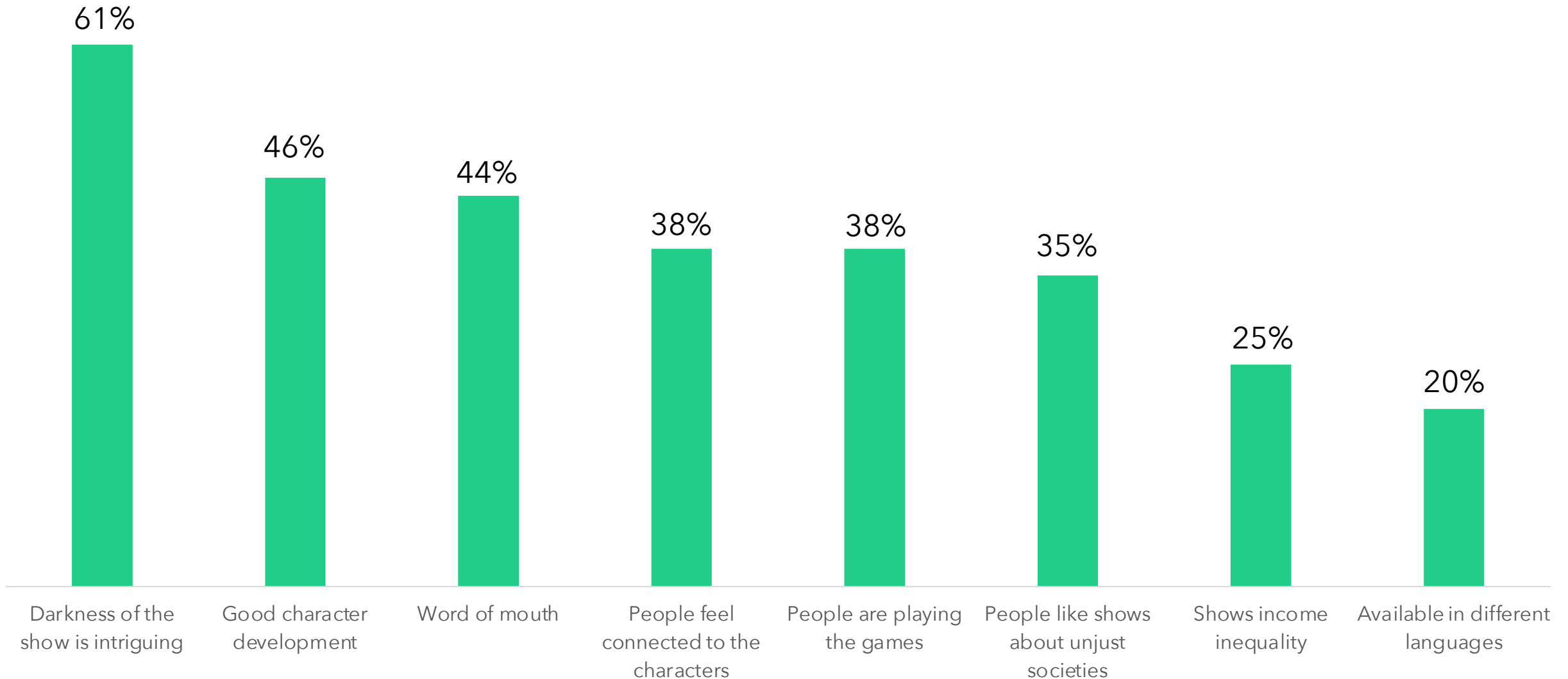
What made you want to watch Squid Game?



Darkness of the show appeals to majority of consumers.



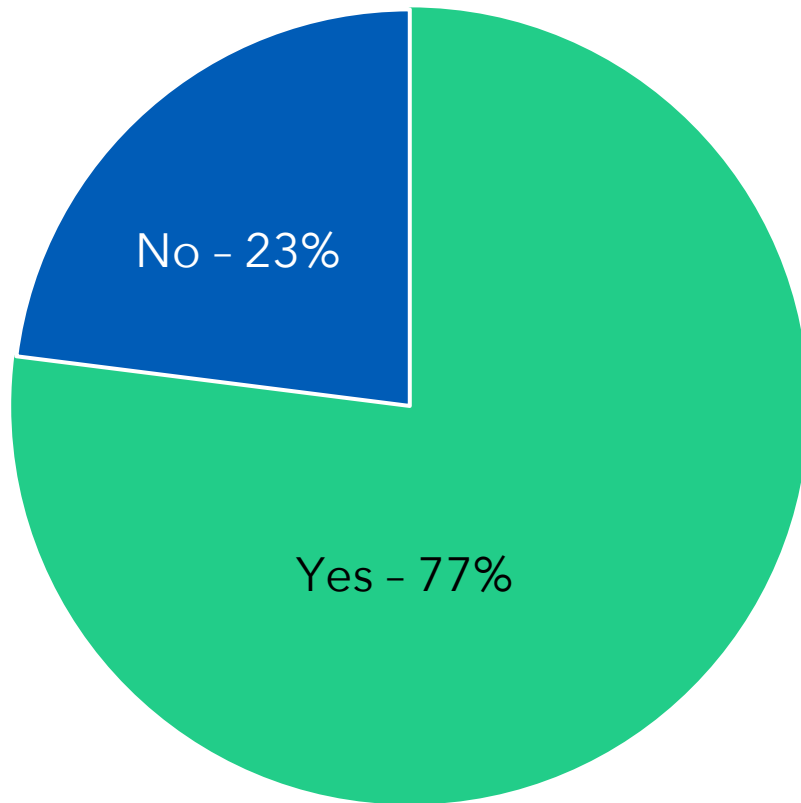
Why do you think Squid Game went viral?



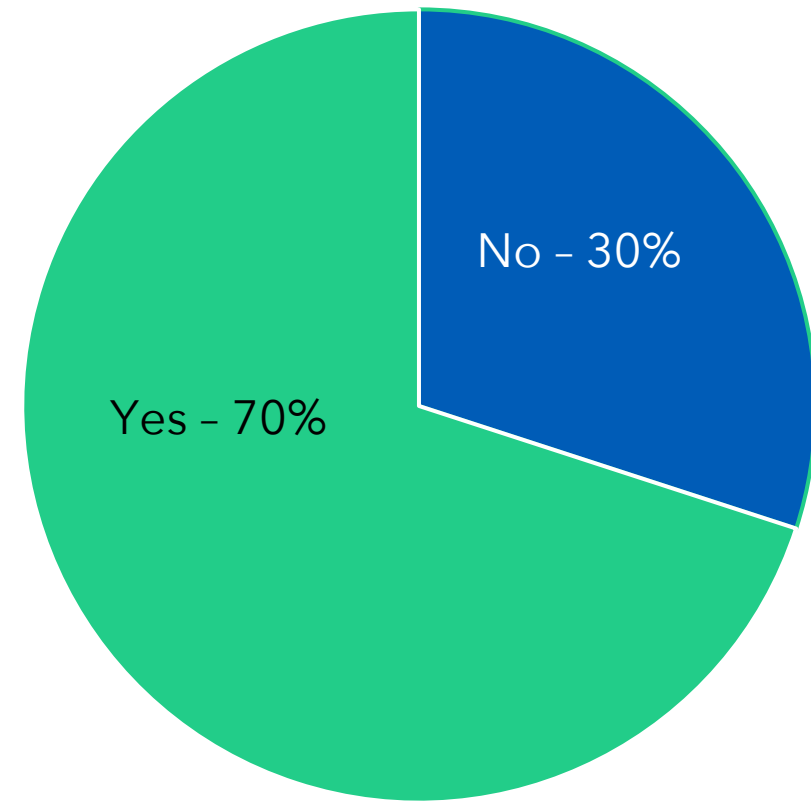
Consumers are binge watching Squid Game - in good company.



Did you binge watch Squid Game?



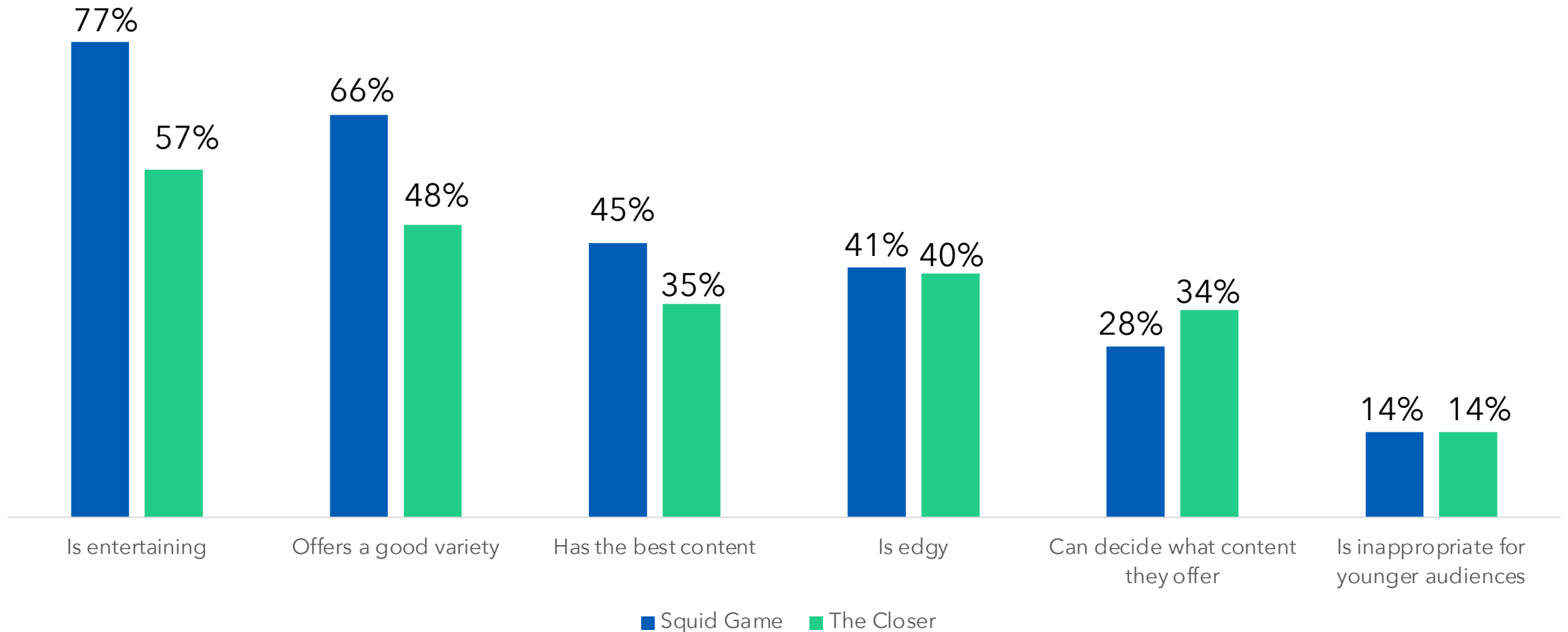
Are you watching with family or friends?



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...

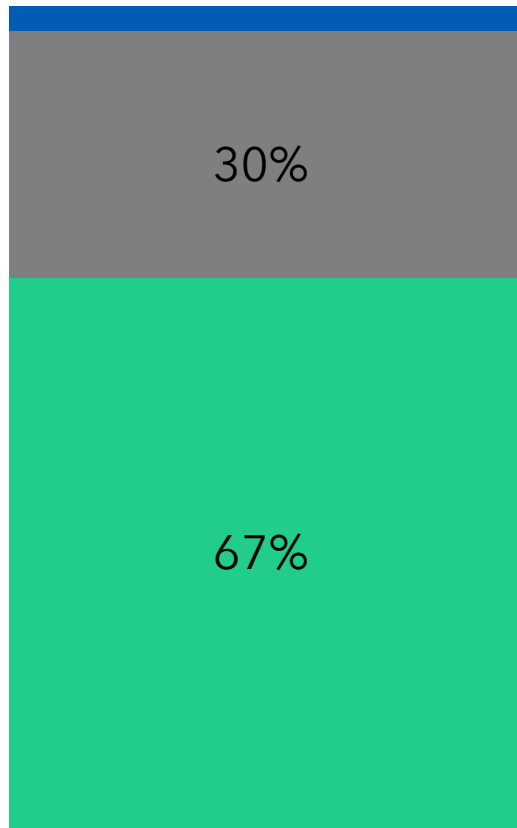


Controversy is helping Netflix get more views.

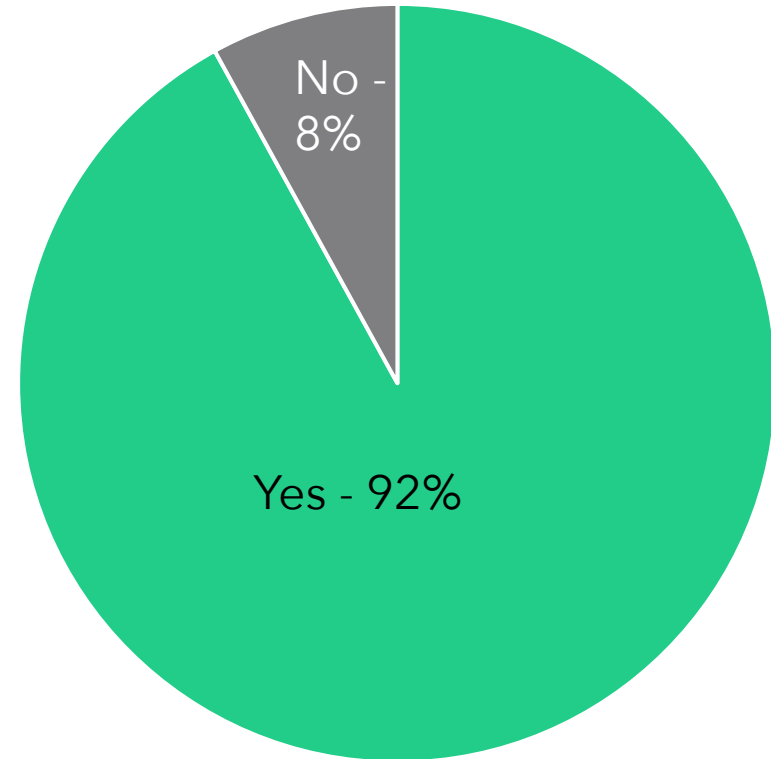


Do you think Netflix's offering of controversial content is good or bad for their brand image?

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



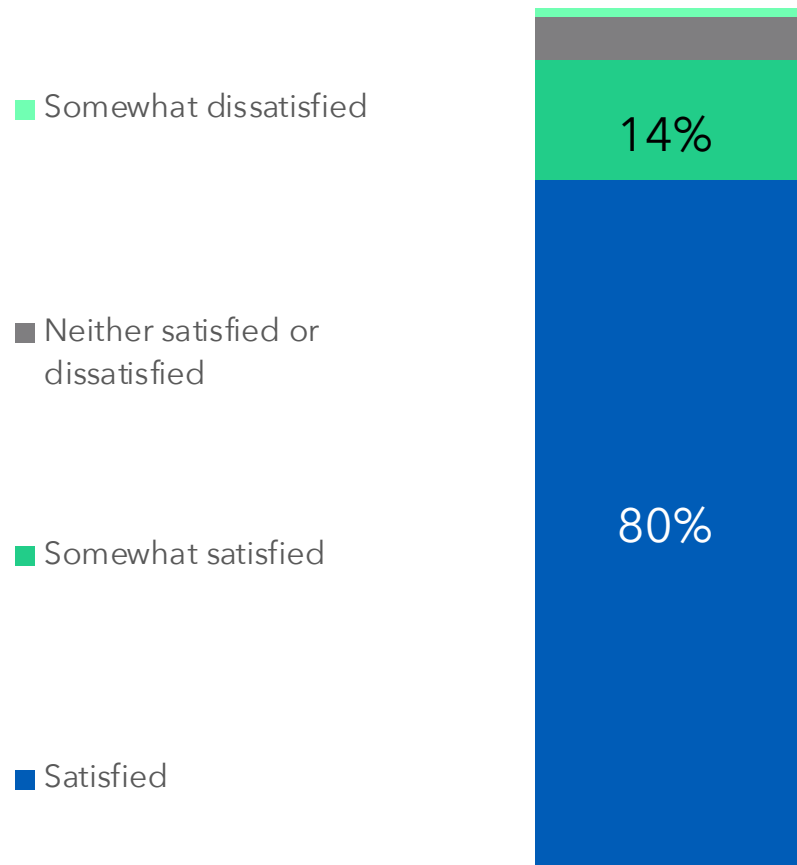
■ Good ■ Neutral ■ Bad



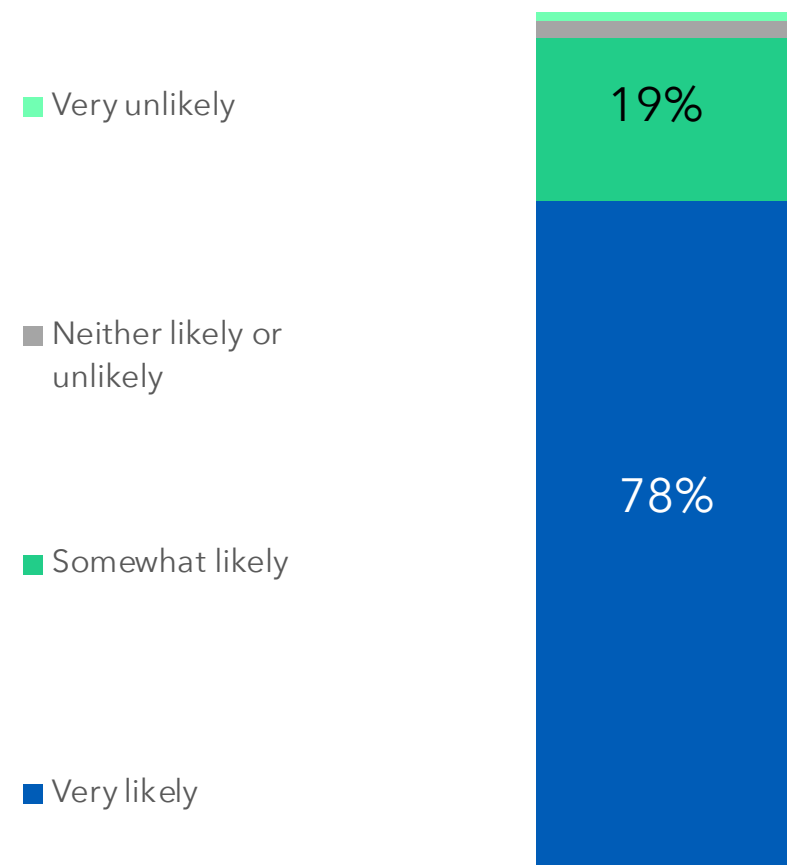
Consumers are satisfied with Netflix as a streaming service.



How satisfied are you with Netflix for offering content such as Squid Game?



How likely are you to recommend Netflix to a family member or friend?





About MFour.

MFour introduced Surveys On The Go® in 2011.

As the nation's largest, highest-rated consumer panel, it tracks 10 million daily consumer journeys.

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.



Brick & Mortar.

MFour tracks 10 million daily consumer journeys through our app Surveys On The Go®.

We GeoValidate® 12.5 million U.S. locations. Consumers who enter a GeoValidated® retail site are verified as having visited that location.

As they exit your store, shoppers are instantly pushed a survey via the Surveys On The Go® app. You get Point of Emotion® insights.



Choose better market research.