

WATCHING THE THRONE

DEMOCRATS, REPUBLICANS AND THE BATTLE FOR WESTEROS

Using Global Strategy Group's social media listening platform Viewfinder, we looked at the Twitter conversation around Game of Thrones to identify emerging trends in the conversation. For this analysis, we looked at Democratic and Republican Members of Congress and voters.

Republicans don't really discuss the show, but when they do, they talk about the Night King

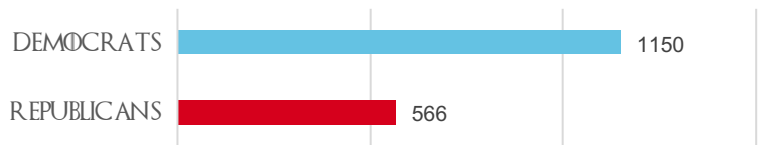
Democrats are more likely to discuss the show.

While the politics of Westeros may feel far away from the US, there is a vast political divide in the audience. Democrats nationally were twice as likely to tweet about the show as Republicans.

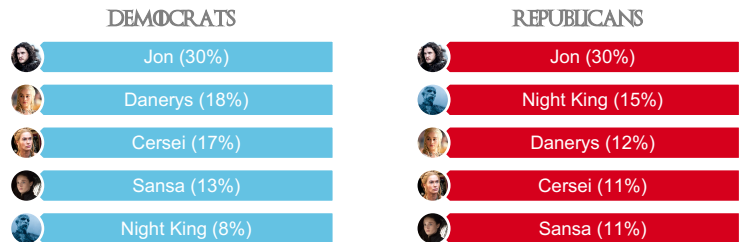
Who knew the Night King was so popular?

Democrats were more likely than Republicans to post about the women contenders for the Iron Throne, with 48 percent of Democrats' tweets about potential queens compared to 34 percent of Republicans. Two-thirds of Republican tweets were about male contenders, including a surprising 15 percent about the Night King. However, everyone loves to talk about Jon Snow.

AVERAGE GOT POSTS PER 1000 PEOPLE



TOP 5 MOST MENTIONED IRON THRONE CONTENDERS



Democrat Members of Congress are not shy about expressing their love for GOT, with Representative Ted Lieu leading the charge

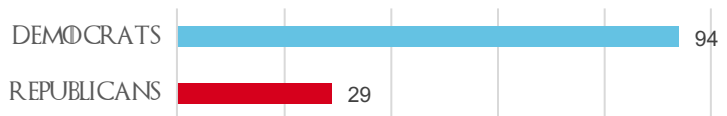
Democrats in Congress spend more time discussing the show.

When it comes to Members of Congress, Democrats are three times as likely to tweet about Game of Thrones.

Ted Lieu really likes Game of Thrones.

Many Members of Congress, including Speaker Nancy Pelosi and House Democratic Caucus Chair Hakeem Jeffries, have tweeted once or twice about the show. However, the runaway leader is California Representative Ted Lieu who has posted about the show 28 times, 20 more than any other Member.

TOTAL GOT POSTS FROM MEMBERS



TOTAL GOT POSTS BY MEMBER

