



# Americans Predict Theon Greyjoy Will be Dead - or Undead - in the Next Episode of Game of Thrones

## Game of Thrones Predictions. Content warning: Spoilers ahead

Washington, DC, April 18, 2019 – Theon Greyjoy may have survived Ramsay’s torture and imprisonment, but his end may be close: 17% of Game of Thrones fans do not think that he will make it alive in the next episode. The number of fans who think Theon Greyjoy is likely to die next remains statically unchanged since last week (16%). Jorah Mormont, former spy now turned Daenerys’ most loyal supporter, is second most likely to die (16%), up seven points. Third on the list is Jamie Lannister (15%), who arrived at Winterfell to face many of his enemies. Jamie Lannister’s sister and former lover, Cersei, is next on the list, with 14% of Americans thinking she is most likely to die next on Game of Thrones, down four points since last week.

Theon Greyjoy is also Game of Thrones fans’ number one pick for who will become a White Walker next: 15% think he is most likely to join the Army of the Undead, compared to 13% last week. The Hound (13%), Jaime Lannister (11%), and Jon Snow (11%) are also high on the list of people who may become a White Walker in the next episode.

Jon Snow, also known as Aegon Targaryen, is the most favored character to rule Westeros. A third (32%) of Game of Thrones fans say he will end up as king of the Seven Kingdoms, similar to last week (31%). Jon Snow’s aunt and love interest Daenerys Targaryen is second on the list, with 13% of fans believing she will end as queen of Westeros, down nine points from last week. Five percent of Game of Thrones fans think The Night King will take the throne from humans.

When it comes to who should end up on the Iron Throne, two in five (40%) Game of Thrones fans think Jon Snow should rule over Westeros, compared to 34% last week. Fourteen percent think that Daenerys Targaryen should be the queen, down six points versus before the season started.

Game of Thrones fans have made their bets on who will die next and who will ultimately rule. Stay tuned this Sunday to find out if their predictions come true.

1. Do you watch Game of Thrones, the popular HBO TV show and book series?

	Total (N = 1,005)	Pre-Season
Yes, I have seen all the episodes and plan to watch the new season live	18%	18%
Yes, I have seen all episodes but plan to watch the new season once all episodes are released	4%	6%
Yes, but I am not caught up in all the episodes	10%	9%
No, I do not watch Game of Thrones	67%	67%

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## Press Release – continued –

2. Which, if any, of the following major characters in Game of Thrones do you think is likely to die next? (Select up to three)

	Watch Game of Thrones (N = 303)	Pre-Season
Theon Greyjoy	17%	16%
Jorah Mormont	16%	9%
Jaime "The Kingslayer" Lannister	15%	13%
Cersei Lannister	14%	18%
Sandor "The Hound" Clegane	12%	13%
One (or more) dragons	10%	13%
Davos Seaworth	10%	6%
Lord Varys	9%	7%
Daenerys "Khaleesi" Targaryen	8%	8%
Arya Stark	8%	10%
Jon Snow	8%	14%
The Night King	7%	10%
Bran Stark	6%	6%
Sansa Stark	5%	7%
Tyrion "The Imp" Lannister	5%	9%
Samwell Tarly	3%	6%
Other	1%	2%
None	1%	1%
Don't know	20%	19%

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## Press Release – continued –

3. Who, if any, is most likely to become a White Walker and join the Night King? (Select up to three)

	Watch Game of Thrones	Pre-Season
Theon Greyjoy	15%	13%
Sandor "The Hound" Clegane	13%	11%
Jaime "The Kingslayer" Lannister	11%	8%
Jon Snow	11%	11%
Bran Stark	10%	9%
Davos Seaworth	10%	8%
Jorah Mormont	10%	11%
Arya Stark	9%	5%
Lord Varys	9%	5%
Cersei Lannister	9%	11%
Tyrion "The Imp" Lannister	7%	5%
One (or more) dragons	7%	10%
Samwell Tarly	6%	6%
Sansa Stark	5%	8%
Daenerys "Khaleesi" Targaryen	4%	7%
Other	1%	1%
None	5%	5%
Don't know	20%	24%

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## Press Release – continued –

4. In your opinion, who do you think will end up on the Iron Throne, ruling over Westeros?

	Watch Game of Thrones	Pre-Season
Jon Snow	32%	31%
Daenerys "Khaleesi" Targaryen	13%	22%
Bran Stark	8%	2%
Arya Stark	6%	11%
The Night King	5%	5%
Tyrion "The Imp" Lannister	5%	3%
Sansa Stark	4%	4%
Jaime "The Kingslayer" Lannister	4%	1%
Samwell Tarly	2%	2%
Cersei Lannister	2%	2%
Lord Varys	2%	2%
Theon Greyjoy	2%	1%
Sandor "The Hound" Clegane	1%	1%
Jorah Mormont	1%	2%
Davos Seaworth	*	1%
Other	2%	1%
None	11%	10%

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## Press Release – continued –

5. In your opinion, who do you think should end up on the Iron Throne, ruling over Westeros?

	Watch Game of Thrones	Pre-Season
Jon Snow	40%	34%
Daenerys "Khaleesi" Targaryen	14%	20%
Arya Stark	7%	3%
Bran Stark	6%	4%
Sansa Stark	4%	4%
Tyrion "The Imp" Lannister	4%	4%
The Night King	3%	4%
Jaime "The Kingslayer" Lannister	3%	4%
Samwell Tarly	2%	1%
Lord Varys	2%	3%
Cersei Lannister	1%	2%
Davos Seaworth	1%	2%
Theon Greyjoy	1%	1%
Jorah Mormont	1%	3%
Sandor "The Hound" Clegane	-	1%
Other	1%	1%
None	9%	9%

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## Press Release – continued –

### About the Study

These are findings from an Ipsos poll conducted between April 15-16, 2019. For the survey, a sample of 1,005 adults 18+ from the continental U.S., Alaska and Hawaii were interviewed online in English. The sample includes 303 adults who watch Game of Thrones.

For the pre-season wave, a sample of 1,006 adults 18+ from the continental U.S., Alaska and Hawaii were interviewed online in English between April 4-5, 2019. The sample includes 298 adults who watch Game of Thrones.

The sample for this study was randomly drawn from Ipsos' online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2016 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.5 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,005, DEFF=1.5, adjusted Confidence Interval=+/-5.0 percentage points).

The poll also has a credibility interval plus or minus 6.4 percentage points for adults who watch Game of Thrones.

For more information about conducting research intended for public release or Ipsos' online polling methodology, please visit our [Public Opinion Polling and Communication](#) page where you can download our brochure, see our public release protocol, or contact us.

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### About Ipsos Public Affairs

Ipsos Public Affairs is a non-partisan, objective, survey-based research practice made up of seasoned professionals. We conduct strategic research initiatives for a diverse number of American and international organizations, based not only on public opinion research, but elite stakeholder, corporate, and media opinion research.

Ipsos has media partnerships with the most prestigious news organizations around the world. Through our media partnerships, Ipsos Public Affairs is a leading source of intelligent information for businesses and professionals in the U.S., Canada, the UK, and internationally. Ipsos Public Affairs is a member of the Ipsos Group, a leading global survey-based market research company. We provide boutique-style customer service and work closely with our clients, while also undertaking global research.

### About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 89 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,749.5 million in 2018.

#### GAME CHANGERS

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We deliver with security, speed, simplicity and substance. We are Game Changers.

Ipsos is listed on Eurolist – NYSE-Euronext.  
The company is part of the SBF 120 and the Mid-60 index  
and is eligible for the Deferred Settlement Service (SRD).

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