# From hype to debate: what's behind the reactions to the final season of *Stranger Things*

Analysis based on public data collected through All Ears (considering audio transcripts from TikTok, YouTube, and Podcasts) and Brandwatch tools.

Period: November 9th to December 9th, 2025.
All mentions collected in English.

LOXIAS®

**OVERVIEW**

**ALL EARS**

LOXIAS

# Big numbers: what the data reveals on All Ears

## Stranger Things 5 ignites instant buzz and fuels fan-driven conversations across platforms

Mentions
## 10.8K

Reach
## 544.9M

PR Value (USD)
## 28.6M

Net Sentiment
## +17%

The release of Stranger Things 5 quickly activated conversations across audiovisual platforms. Within a few weeks, the season generated 10.8K mentions, reached 544.9 million people, and accumulated USD 28.6 million in PR Value, with a net positive sentiment of 17%. The spike in mentions immediately after the premiere points to an instant audience reaction, largely concentrated on TikTok, reinforcing the role of short-form video as the main driver of visibility.
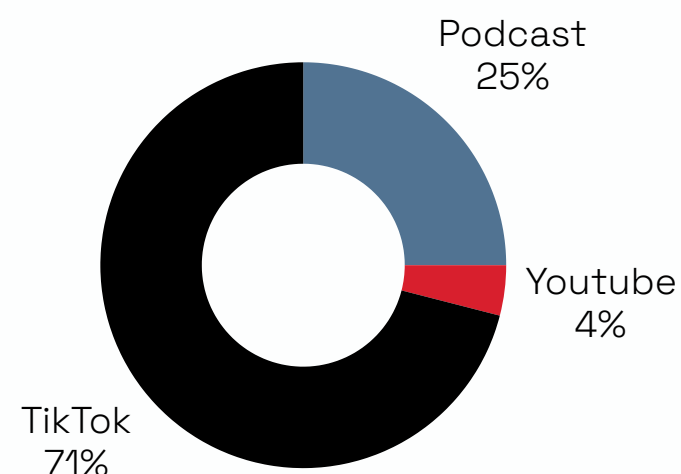
Across the analyzed content, fan videos dominate — recreating scenes, reacting to characters, and exploring the show's visual aesthetic. This type of production sustains engagement beyond launch day and helps extend the conversation in the days that follow.

● Mentions over time

images: netflix.com
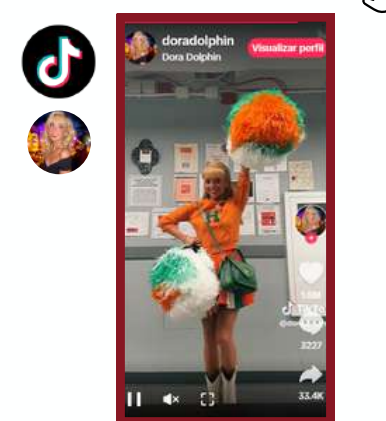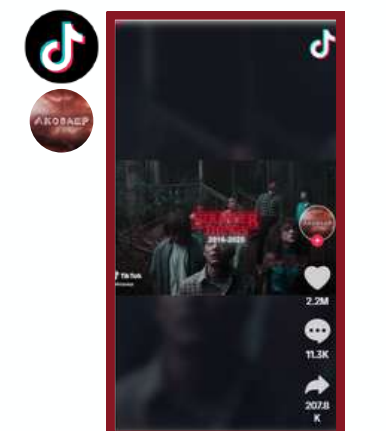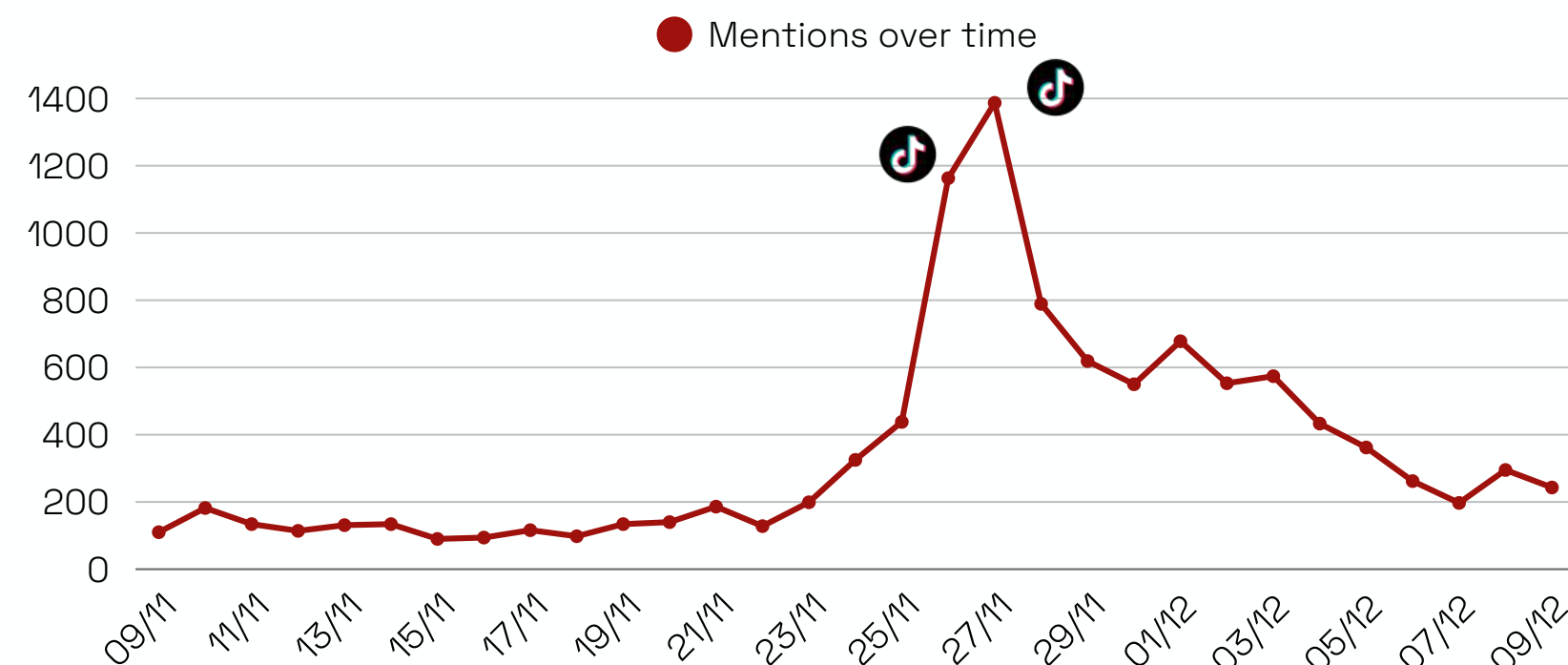
# The content behind the numbers

## Share of mentions



- Podcast 25%
- Youtube 4%
- TikTok 71%

## Word cloud - Hashtags



episodes vecna #willbyers #strangerthings5 #edit
stranger #strangerthings #fyp mike christmas
volume netflix #netflix episode edit eleven max
wheeler trailer byers watched upside #strangerthingsedit
#strangerthingsseason5 scp

## From viral emotion to lasting relevance, how Stranger Things fuels conversation

The distribution of mentions shows a landscape clearly concentrated on TikTok (71%), followed by podcasts (25%) and, to a lesser extent, YouTube (4%). The hashtag cloud highlights terms such as #strangerthings, #strangerthings5, #netflix, and #episode, pointing to a conversation strongly anchored in specific episodes, central characters, and key narrative moments, rather than institutional discussions about the series.

- **Short-form emotion drives reach, long-form audio sustains meaning -** TikTok concentrates volume and speed through emotionally charged clips and character moments, while podcasts extend the lifecycle of the conversation by adding context, interpretation, and narrative depth.

- **Audience engagement is narrative-led, not brand-led -** The prominence of episode- and character-focused hashtags shows that engagement is fueled by story moments and emotional connection, indicating that relevance is built through plot resonance rather than institutional or promotional messaging.

IMDb

**DID YOU KNOW?**

The season finale was watched for over 1.3 billion hours in its first 28 days, making it one of the biggest audience successes in Netflix's history — even surpassing other highly anticipated releases on the platform. This information is based on official viewership data released by Netflix in its performance reports for the series.
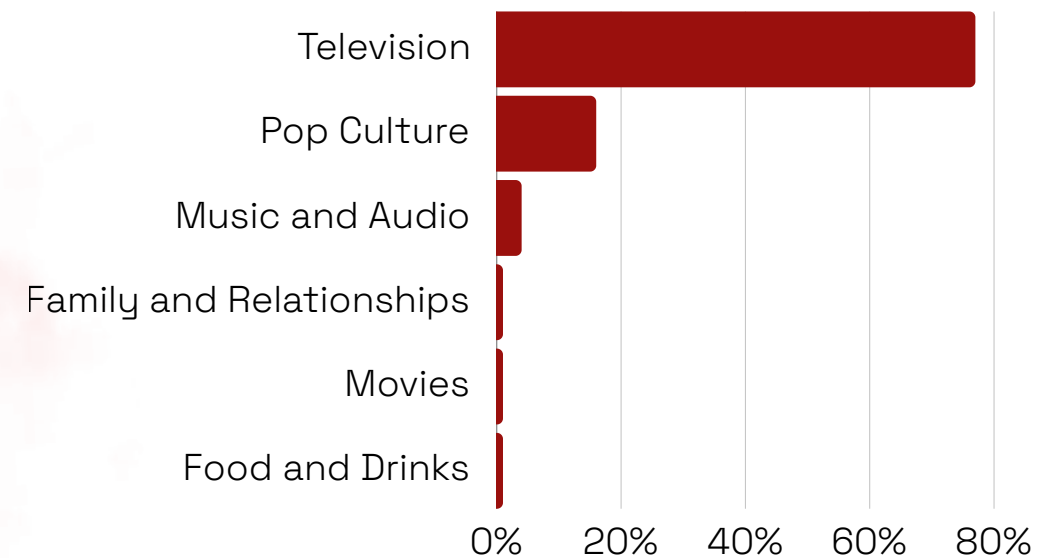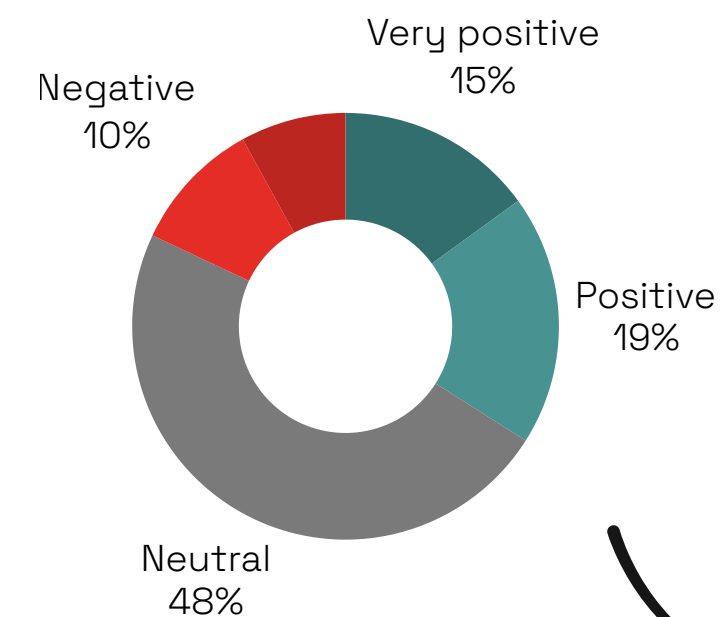
images: netflix.com
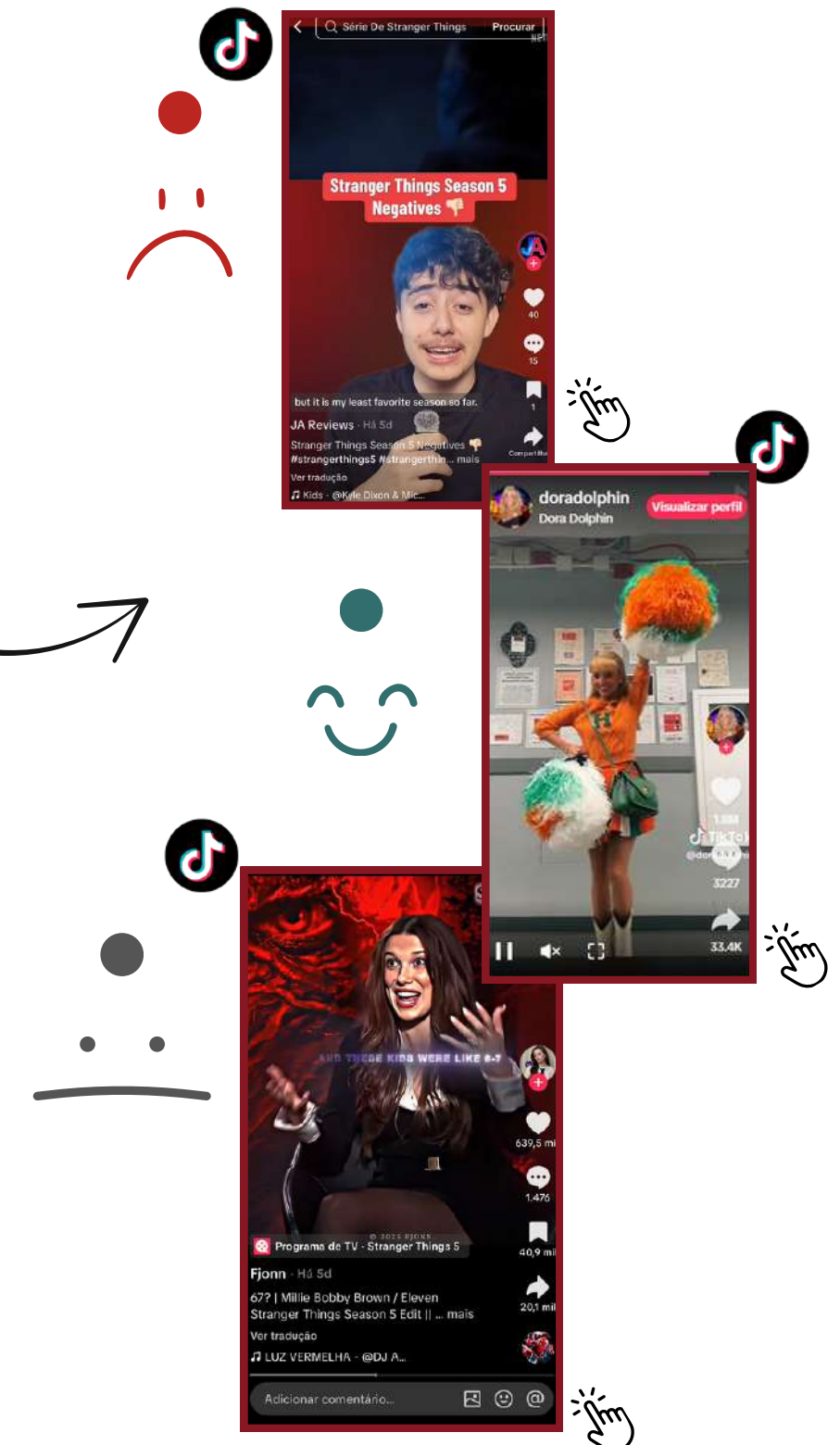
# The quality of mentions

## Topics of interest by percentage



- Television
- Pop Culture
- Music and Audio
- Family and Relationships
- Movies
- Food and Drinks

0%    20%    40%    60%    80%

## Share by sentiment



Very positive 15%

Negative 10%

Positive 19%

Neutral 48%

## Highlights by sentiment



## A mature conversation shaped by emotion, analysis, and selective criticism

Mentions around Stranger Things show a largely balanced and mature conversation, with a strong presence of neutral comments (48%), followed by positive mentions (19% plus 15% very positive) and a smaller share of criticism (10% negative).

- **Negative:** Negative mentions appear more sporadically and are tied to specific frustrations with scenes, unmet expectations, or creative decisions. Even so, they do not dominate the conversation, acting more as counterpoints that enrich the discussion than as drivers of widespread rejection.
- **Positive:** Mentions are mainly driven by emotional reactions, nostalgia, and identification with characters, especially in performative and creative TikTok content.
- **Neutral:** The significant volume of neutral mentions is primarily linked to the release of new episodes and also reflects comparisons between seasons, analytical takes, and observations with little emotional charge.

images: netflix.com

# OVERVIEW

# BRANDWATCH

images: netflix.com

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# Big numbers: what the data reveals on Brandwatch
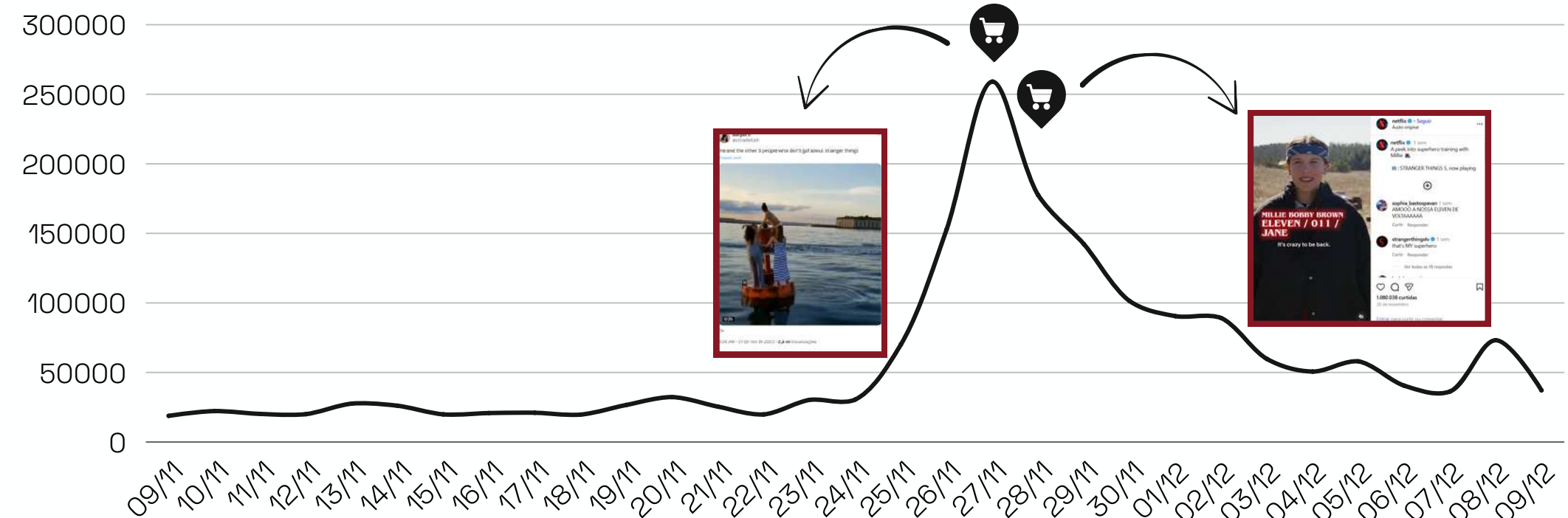


## Mentions over time



### Mentions
# 1.83M +191%*

### Reach
# 4.9B +170%*

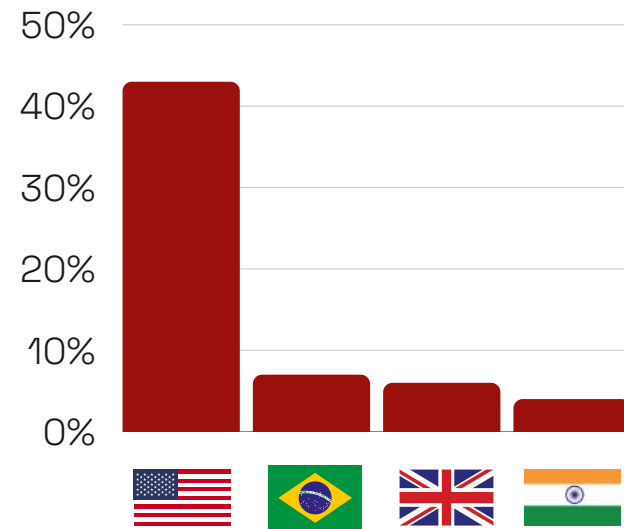### Unique authors
# 434.6K +81%*

images: netflix.com

## Stranger Things 5 sparks massive participation and sustains conversation beyond the premiere

The release of Stranger Things' final season triggered an explosion in scale and participation: 1.83 million mentions (+191%), 4.9 billion in reach (+170%), and 434.6 thousand unique authors (+819%). This growth points to a phenomenon driven by distributed participation, not just by a small number of high-reach profiles.
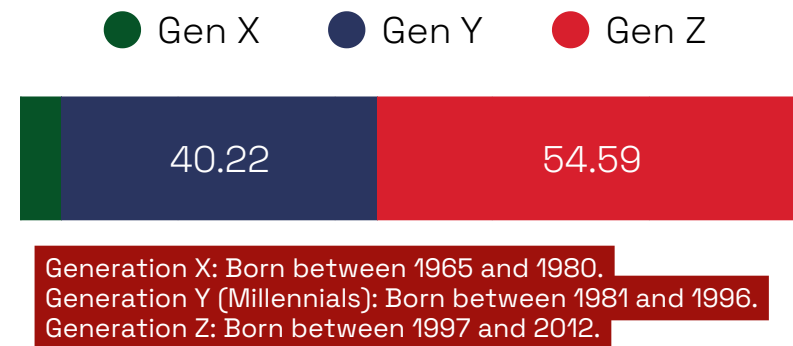
The time series helps qualify this volume. The sharp spike is followed by a gradual decline with secondary waves, suggesting reactivations tied to specific content that resurfaces over time — clips, key scenes, reactions, and comparisons. This pattern reflects a typical major-launch cycle: a strong initial impact followed by organic redistribution that sustains interest through new narrative angles. Strategically, the data shows that Stranger Things 5 does not rely solely on the premiere moment; the conversation reopens as relevant content re-emerges.
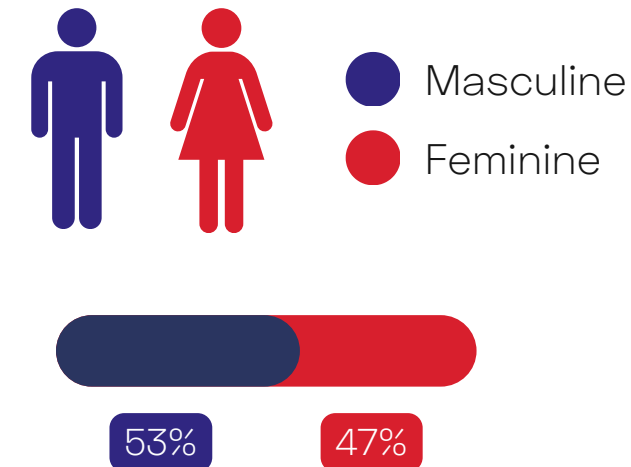
# Demographics: Who is talking about?
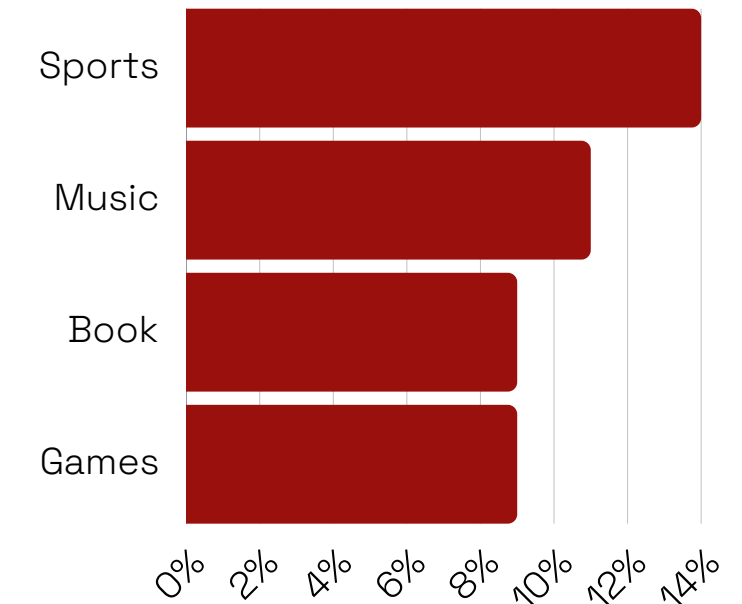
## Top countries



## Audience

● Gen X    ● Gen Y    ● Gen Z

| | 40.22 | 54.59 |

Generation X: Born between 1965 and 1980.
Generation Y (Millennials): Born between 1981 and 1996.
Generation Z: Born between 1997 and 2012.

## Gender

● Masculine
● Feminine

53%    47%

## Topics of interest by percentage



Sports
Music
Book
Games

0%  2%  4%  6%  8%  10%  12%  14%

## A young, global, and culturally connected audience drives the Stranger Things conversation

The conversation around Stranger Things' final season is led by a young, digital-native audience, with a strong concentration of Generation Z (54.6%), followed by Generation Y (40.2%). This distribution helps explain the dominance of fast, visual, and reactive formats across social platforms, as well as the speed at which engagement peaks emerge. The smaller presence of Generation X suggests that, while the series has intergenerational appeal, the core driver of the conversation lies with audiences who actively consume and produce content on social media.

From a geographic perspective, the United States accounts for the largest share of mentions, followed by Brazil, the United Kingdom, and India, reinforcing the franchise's global reach and its ability to resonate across diverse cultural contexts. The balanced gender split (53% male and 47% female) confirms that the series is not confined to a specific niche, but engages a broad range of audience profiles. In terms of declared interests, the prominence of sports, music, books, and games indicates that Stranger Things audiences are closely connected to wider entertainment and pop culture ecosystems, encouraging cross-references, comparisons, and creative appropriation.

Taken together, these data points show that the season's relevance is sustained not only by the series' narrative, but by its strong alignment with the lifestyles, digital habits, and cultural repertoires of the audiences leading the conversation.
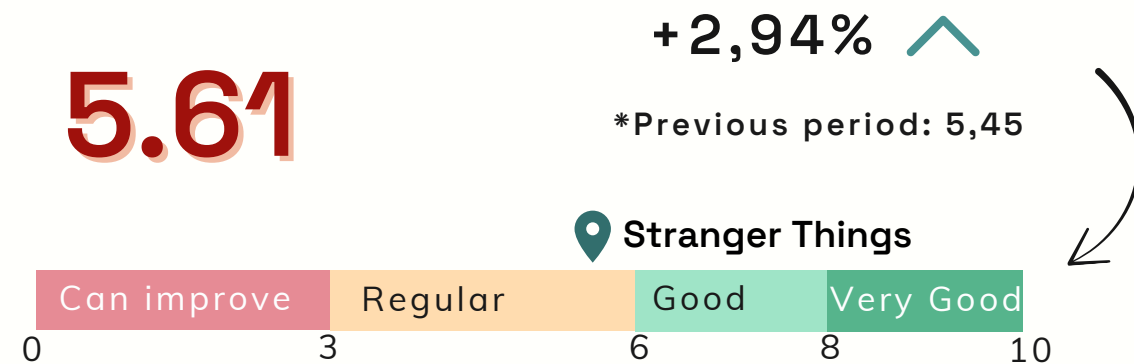
images: netflix.com
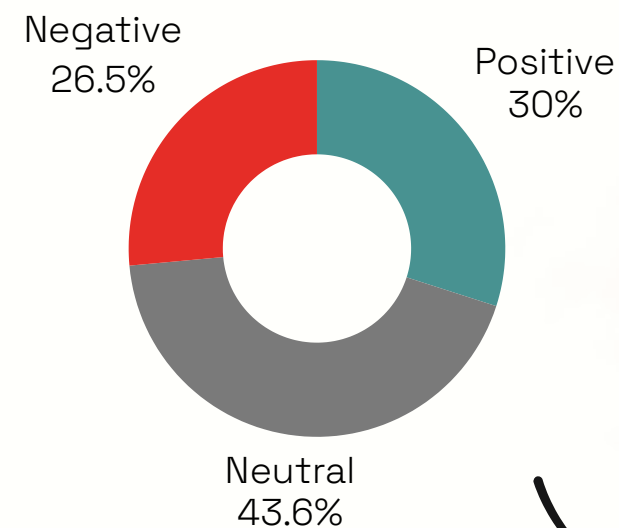
# Behind the sentiment of the mentions

## Brand Health Index

**5.61**

**+2,94%** ∧

*Previous period: 5,45

📍 **Stranger Things**

| Can improve | Regular | Good | Very Good |
|---|---|---|---|
| 0 | 3 | 6 | 8 | 10 |

*October 8th to November 8th, 2025.

The BrandHealth Index is a proprietary metric developed by Loxias that uses statistical calculations based on the polarity of mentions.
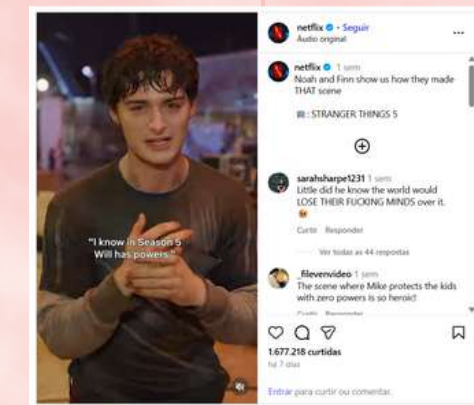
### From hype to critical evaluation, how audience expectations reshape the reception of Stranger Things

The sentiment distribution — **43.6% neutral**, **30% positive**, and **26.5% negative** — points to a highly engaged but more demanding audience, reflecting the weight of expectations built up over previous seasons.

The tone of conversations has shifted from near-unconditional enthusiasm to a more critical evaluation. The **Brand Health Index of 5.61**, up +2.94% compared to the previous period, indicates a functional overall perception with signs of recovery, but still far from an excellence threshold. This dynamic is driven by the large share of neutral mentions — which help circulate and promote the series without assigning explicit value judgments — **alongside criticism of the latest season**, including perceptions of actors being too old for teenage roles, disappointing narrative choices, slow pacing and development, the use of subplots, and an ending that, so far, feels ambiguous.

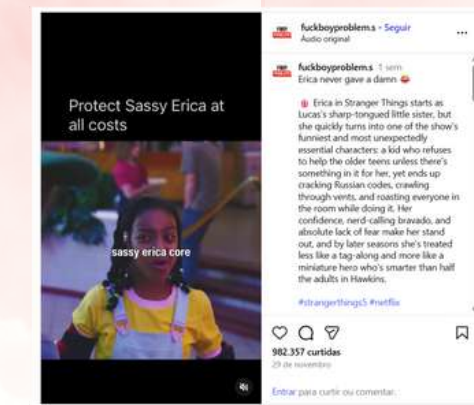## Sentiment

Negative 26.5%

Positive 30%

Neutral 43.6%

## Highlights by sentiment

Reach: 2.4M

Reach: 34.7M

Reach: 14.1M

images: netflix.com

# From hype to critical evaluation, how audience expectations reshape the reception of Stranger Things

**Behind the sentiment surrounding Stranger Things 5**

The sentiment distribution around the final season of Stranger Things points to a highly engaged yet more demanding audience. With 43.6% neutral mentions, 30% positive, and 26.5% negative, the global conversation has moved beyond pure excitement and into a more evaluative phase. The Brand Health Index of 5.61, up +2.94% versus the previous period, signals a functional perception that is gradually recovering, but still far from an excellence benchmark.

**A shift in the tone of conversation**

The tone has evolved from near-unconditional hype to critical evaluation. Part of the audience highlights issues such as a slower pace, unmet expectations, and subplots perceived as frustrating. Positive mentions remain driven by emotional reactions, nostalgia, and attachment to characters—especially on TikTok, where performative content scales quickly. Meanwhile, the strong volume of neutral mentions reflects a public that follows the series continuously, comparing seasons and assessing narrative choices with more distance.

**The role of negative sentiment**

Negative mentions appear in a more localized and specific way, tied to concrete frustrations rather than dominating the debate. Instead of signaling mass rejection, they act as counterpoints that enrich the discussion and underscore how invested the audience remains. The coexistence of praise and criticism shows that the series still commands attention, even when creative decisions are questioned.

**Sustaining relevance over time**

Overall, the data shows that Stranger Things 5 sustains its relevance beyond the release window. The ongoing circulation of clips, scenes, and reactions—especially on TikTok—reignites conversations and extends their lifespan. This dynamic helps stabilize perception and reinforces that, even amid criticism, organic engagement continues to position Stranger Things as an active and evolving cultural phenomenon.

images: netflix.com

# About Loxias

## WHO WE ARE

Loxias.ai combines 10 years of experience in social media technology inherited from its mother Polis Consulting with leading AI driven Social Media monitoring and analytics platforms, a robust proprietary methodology and its experienced and highly motivated team of social media analysts and data scientists.

Our innovative solution combines state of art multi-channel monitoring tools with a robust proprietary methodology and qualified human expertise – everything is just a few clicks away through our e-commerce platform.

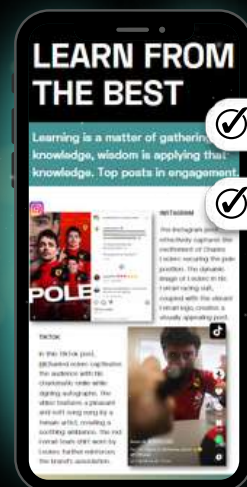## DEMOCRATIZING ENTERPRISE DATA AND INSIGHTS WITH INTELLIGENCE POWERED BY AI

**LEARN FROM THE BEST**

Learning is a matter of gathering knowledge, wisdom is applying that knowledge. Top posts in engagement

✓ Image Analysis

✓ Unlock Content Opportunity

Loxias utilizes exclusive AI methodology and skilled data analysts to assist brands and companies in comprehending market trends and shifts in social media and public conversations, providing valuable business insights.

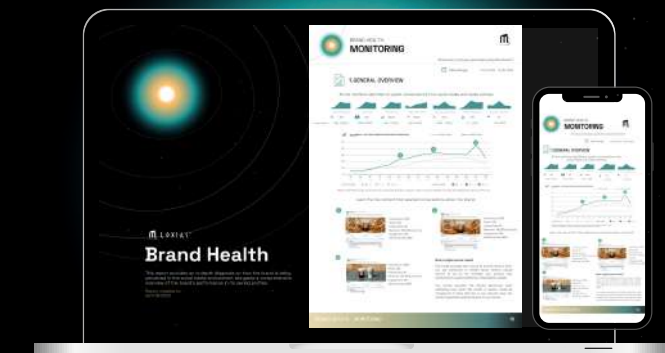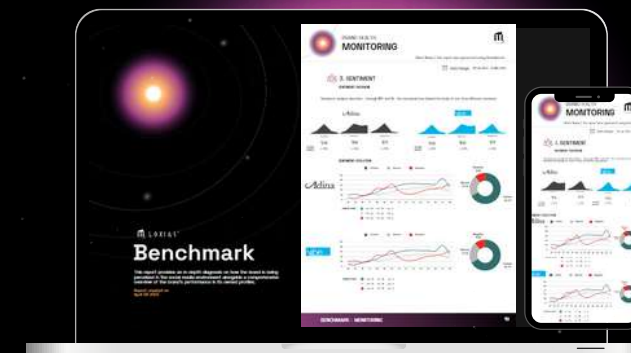## In-deph analysis of a particular brand in the social media landscape

## OUR PRODUCTS

**Benchmark**
Discover brand narratives, compare customer perceptions.

**Brand Health**
Comprehensive overview of the brand's across Monitoring.

- Monthly, weekly and daily Reports tracking and analyzing the overall Brand Health
- Ad hoc Reports on specific matters of interest
- Real time monitoring for sentiment analysis, crisis detection and crisis management

## Receive your report in 72h

*Business hours (EDT/EST), once the parameters are approved by our experts

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