



## **Oscars**

**Fieldwork Dates: 11th - 12th February 2019**

**Conducted by YouGov  
On behalf of YouGov Omnibus**

© Yougov plc 2019



#### **BACKGROUND**

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email [omnibus.us@yougov.com](mailto:omnibus.us@yougov.com) quoting the survey details

#### **EDITOR'S NOTES - all press releases should contain the following information**

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1252 adults. Fieldwork was undertaken between 11th - 12th February 2019. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

# YouGov Omnibus

## Oscars

CUSTOM Sample: 11th - 12th February 2019



| Total | Gender |        | Generation             |                        |                   |                         |                               |  |       | Region    |         |       |      |
|-------|--------|--------|------------------------|------------------------|-------------------|-------------------------|-------------------------------|--|-------|-----------|---------|-------|------|
|       | Male   | Female | Gen Z (2000 and later) | Millennial (1982-1999) | Gen X (1965-1981) | Baby Boomer (1946-1964) | Silent Generation (1928-1945) | Pre-Silent Generation (1927 and earlier) | Other | Northeast | Midwest | South | West |
|       | A      | B      | C                      | D                      | E                 | F                       | G                             | H  | I     | J         | K       | L     | M    |

To what extent do you support or oppose the following changes to the Academy Awards show? Please select one option on each row.

### Q1\_1. A shorter three-hour format

|                            |      |     |     |           |           |           |            |             |   |   |         |            |            |          |
|----------------------------|------|-----|-----|-----------|-----------|-----------|------------|-------------|---|---|---------|------------|------------|----------|
| Unweighted base            | 1251 | 556 | 695 | 22        | 389       | 326       | 420        | 94          | - | - | 224     | 276        | 460        | 291      |
| <b>Base: All US adults</b> | 1251 | 606 | 645 | 25        | 405       | 309       | 413        | 99          | - | - | 223     | 263        | 470        | 295      |
| Strongly support           | 25%  | 26% | 24% | 17%<br>** | 21%       | 21%       | 31%        | 33%<br>D.E* | - | - | 25%     | 25%        | 24%        | 27%      |
| Somewhat support           | 19%  | 19% | 18% | 24%<br>** | 20%       | 18%       | 18%        | 16%<br>*    | - | - | 19%     | 16%        | 21%        | 17%      |
| Neither support nor oppose | 29%  | 28% | 30% | 22%<br>** | 30%       | 32%       | 27%        | 30%<br>*    | - | - | 24%     | 33%<br>J.M | 32%<br>J.M | 24%      |
| Somewhat oppose            | 3%   | 3%  | 2%  | 3%<br>**  | 4%<br>F   | 4%<br>F.G | 1%         | -           | - | - | 3%      | 4%         | 2%         | 3%       |
| Strongly oppose            | 3%   | 3%  | 3%  | -<br>**   | 3%        | 4%<br>G   | 2%         | -           | - | - | 5%<br>L | 3%         | 2%         | 3%       |
| Don't know                 | 21%  | 21% | 22% | 35%<br>** | 22%       | 21%       | 21%        | 21%<br>*    | - | - | 23%     | 19%        | 19%        | 26%<br>L |
| Net Support                | 43%  | 44% | 43% | 41%<br>** | 40%       | 39%       | 49%<br>D.E | 49%<br>*    | - | - | 45%     | 40%        | 45%        | 43%      |
| Net Oppose                 | 6%   | 6%  | 5%  | 3%<br>**  | 8%<br>F.G | 9%<br>F.G | 4%         | -<br>*      | - | - | 8%      | 7%         | 4%         | 6%       |

### Q1\_2. A new Best Popular Film category

|                            |      |          |     |           |     |     |     |           |   |   |          |          |          |          |
|----------------------------|------|----------|-----|-----------|-----|-----|-----|-----------|---|---|----------|----------|----------|----------|
| Unweighted base            | 1251 | 556      | 695 | 22        | 389 | 326 | 420 | 94        | - | - | 224      | 276      | 460      | 291      |
| <b>Base: All US adults</b> | 1251 | 606      | 645 | 25        | 405 | 309 | 413 | 99        | - | - | 223      | 263      | 470      | 295      |
| Strongly support           | 15%  | 15%      | 15% | 21%<br>** | 17% | 15% | 12% | 20%<br>F* | - | - | 16%      | 12%      | 17%      | 16%      |
| Somewhat support           | 19%  | 18%      | 21% | 23%<br>** | 20% | 20% | 20% | 13%<br>*  | - | - | 15%      | 18%      | 22%<br>J | 20%      |
| Neither support nor oppose | 32%  | 32%      | 32% | 25%<br>** | 29% | 32% | 34% | 40%<br>*  | - | - | 32%      | 38%<br>M | 32%      | 27%      |
| Somewhat oppose            | 3%   | 4%       | 2%  | 3%<br>**  | 4%  | 3%  | 3%  | -         | - | - | 3%       | 4%       | 4%       | 2%       |
| Strongly oppose            | 8%   | 10%<br>B | 6%  | 3%<br>**  | 8%  | 7%  | 8%  | 6%<br>*   | - | - | 7%       | 9%       | 6%       | 9%       |
| Don't know                 | 22%  | 21%      | 23% | 25%<br>** | 22% | 22% | 23% | 21%<br>*  | - | - | 27%<br>L | 19%      | 19%      | 26%<br>L |
| Net Support                | 35%  | 33%      | 36% | 44%<br>** | 37% | 36% | 32% | 34%<br>*  | - | - | 31%      | 30%      | 39%<br>K | 36%      |
| Net Oppose                 | 11%  | 13%<br>B | 8%  | 6%<br>**  | 13% | 10% | 11% | 6%<br>*   | - | - | 10%      | 13%      | 10%      | 11%      |

### Q1\_3. An earlier televised date in 2020 (earlier in February rather than closer to the end of the month)

|                            |      |          |     |           |          |     |          |          |   |   |         |              |          |     |
|----------------------------|------|----------|-----|-----------|----------|-----|----------|----------|---|---|---------|--------------|----------|-----|
| Unweighted base            | 1251 | 556      | 695 | 22        | 389      | 326 | 420      | 94       | - | - | 224     | 276          | 460      | 291 |
| <b>Base: All US adults</b> | 1251 | 606      | 645 | 25        | 405      | 309 | 413      | 99       | - | - | 223     | 263          | 470      | 295 |
| Strongly support           | 8%   | 8%       | 7%  | 8%<br>**  | 11%<br>F | 8%  | 6%       | 4%<br>*  | - | - | 8%      | 5%           | 9%<br>K  | 8%  |
| Somewhat support           | 11%  | 14%<br>B | 9%  | 25%<br>** | 14%<br>F | 11% | 8%       | 11%<br>* | - | - | 10%     | 8%           | 14%<br>K | 10% |
| Neither support nor oppose | 48%  | 45%      | 51% | 39%<br>** | 42%<br>F | 49% | 54%<br>D | 51%<br>* | - | - | 43%     | 56%<br>J.L.M | 48%      | 45% |
| Somewhat oppose            | 2%   | 2%       | 2%  | -<br>**   | 4%<br>E  | 1%  | 2%       | -        | - | - | 4%      | 2%           | 2%       | 2%  |
| Strongly oppose            | 4%   | 4%       | 3%  | -<br>**   | 4%       | 4%  | 3%       | 1%<br>*  | - | - | 6%<br>L | 3%           | 3%       | 4%  |

# YouGov Omnibus

## Oscars

CUSTOM Sample: 11th - 12th February 2019



| Total | Race  |       |          |             | Education                   |                      |        |           | Marital Status |           |          |         |               |
|-------|-------|-------|----------|-------------|-----------------------------|----------------------|--------|-----------|----------------|-----------|----------|---------|---------------|
|       | White | Black | Hispanic | Other (NET) | No HS, High school graduate | Some college, 2-year | 4-year | Post Grad | Married        | Separated | Divorced | Widowed | Never married |
|       | N     | O     | P        | Q           | R                           | S                    | T      | U         | V              | W         | X        | Y       | Z             |

To what extent do you support or oppose the following changes to the Academy Awards show? Please select one option on each row.

### Q1\_1. A shorter three-hour format

|                            |      |     |     |     |      |     |     |     |     |     |     |     |     |     |
|----------------------------|------|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base            | 1251 | 852 | 144 | 156 | 99   | 462 | 426 | 233 | 130 | 604 | 23  | 139 | 59  | 378 |
| <b>Base: All US adults</b> | 1251 | 811 | 148 | 194 | 98   | 507 | 388 | 227 | 129 | 588 | 24  | 136 | 60  | 391 |
| Strongly support           | 25%  | 25% | 22% | 25% | 26%  | 24% | 23% | 27% | 29% | 28% | 24% | 24% | 29% | 21% |
|                            |      |     |     |     | *    |     |     |     |     | Z   | **  |     | *   |     |
| Somewhat support           | 19%  | 17% | 19% | 25% | 14%  | 19% | 20% | 16% | 19% | 18% | 30% | 20% | 16% | 19% |
|                            |      |     |     |     | *    |     |     |     |     | **  |     |     | *   |     |
| Neither support nor oppose | 29%  | 30% | 34% | 25% | 23%  | 26% | 30% | 35% | 31% | 30% | 19% | 26% | 26% | 28% |
|                            |      |     |     |     | *    |     |     | R   |     | **  |     | *   | *   |     |
| Somewhat oppose            | 3%   | 3%  | 2%  | 3%  | 4%   | 3%  | 3%  | 3%  | 3%  | 2%  | -   | 5%  | 2%  | 5%  |
|                            |      |     |     |     | *    |     |     |     |     | **  |     | *   | *   | V   |
| Strongly oppose            | 3%   | 3%  | 3%  | 5%  | 2%   | 3%  | 2%  | 4%  | 2%  | 2%  | 13% | 3%  | 2%  | 4%  |
|                            |      |     |     |     | *    |     |     |     |     | **  |     |     | *   |     |
| Don't know                 | 21%  | 21% | 20% | 18% | 31%  | 25% | 22% | 15% | 16% | 20% | 15% | 22% | 25% | 24% |
|                            |      |     |     |     | N,P* | T,U | T   |     |     | **  |     | *   | *   |     |
| Net Support                | 43%  | 43% | 41% | 50% | 40%  | 43% | 43% | 43% | 48% | 45% | 54% | 44% | 45% | 40% |
|                            |      |     |     |     | *    |     |     |     |     | **  |     | *   | *   |     |
| Net Oppose                 | 6%   | 6%  | 5%  | 8%  | 6%   | 6%  | 5%  | 6%  | 5%  | 4%  | 13% | 7%  | 3%  | 9%  |
|                            |      |     |     |     | *    |     |     |     |     | **  |     | *   | *   | V   |

### Q1\_2. A new Best Popular Film category

|                            |      |     |     |     |        |     |     |     |     |     |     |     |     |     |
|----------------------------|------|-----|-----|-----|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base            | 1251 | 852 | 144 | 156 | 99     | 462 | 426 | 233 | 130 | 604 | 23  | 139 | 59  | 378 |
| <b>Base: All US adults</b> | 1251 | 811 | 148 | 194 | 98     | 507 | 388 | 227 | 129 | 588 | 24  | 136 | 60  | 391 |
| Strongly support           | 15%  | 13% | 20% | 22% | 13%    | 16% | 14% | 16% | 15% | 15% | 32% | 12% | 16% | 16% |
|                            |      |     |     | N   | *      |     |     |     |     | **  |     |     | *   |     |
| Somewhat support           | 19%  | 19% | 19% | 24% | 13%    | 19% | 20% | 21% | 19% | 20% | 18% | 16% | 12% | 22% |
|                            |      |     |     |     | *      |     |     |     |     | **  |     |     | *   |     |
| Neither support nor oppose | 32%  | 35% | 33% | 25% | 25%    | 30% | 34% | 33% | 32% | 34% | 19% | 38% | 38% | 27% |
|                            |      | P   |     |     | *      |     |     |     |     | **  | Z   |     | *   |     |
| Somewhat oppose            | 3%   | 3%  | 1%  | 4%  | 3%     | 3%  | 3%  | 3%  | 5%  | 3%  | -   | 4%  | -   | 4%  |
|                            |      |     |     |     | *      |     |     |     |     | **  |     | *   | *   |     |
| Strongly oppose            | 8%   | 7%  | 7%  | 8%  | 13%    | 6%  | 6%  | 11% | 13% | 7%  | 16% | 6%  | 14% | 8%  |
|                            |      |     |     |     | N*     |     |     | R,S | R,S | **  |     | 6%  | V*  |     |
| Don't know                 | 22%  | 23% | 20% | 18% | 33%    | 26% | 23% | 17% | 16% | 22% | 15% | 23% | 19% | 23% |
|                            |      |     |     |     | N,O,P* | T,U |     |     |     | **  |     | *   | *   |     |
| Net Support                | 35%  | 33% | 38% | 46% | 26%    | 35% | 34% | 36% | 34% | 35% | 50% | 29% | 28% | 38% |
|                            |      |     |     | N,Q | *      |     |     |     |     | **  |     | *   | *   |     |
| Net Oppose                 | 11%  | 10% | 8%  | 12% | 16%    | 9%  | 9%  | 14% | 17% | 9%  | 16% | 10% | 14% | 12% |
|                            |      |     |     |     | *      |     |     | R,S | R,S | **  |     | *   | *   |     |

### Q1\_3. An earlier televised date in 2020 (earlier in February rather than closer to the end of the month)

|                            |      |       |     |     |     |     |     |     |     |     |     |     |     |     |
|----------------------------|------|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base            | 1251 | 852   | 144 | 156 | 99  | 462 | 426 | 233 | 130 | 604 | 23  | 139 | 59  | 378 |
| <b>Base: All US adults</b> | 1251 | 811   | 148 | 194 | 98  | 507 | 388 | 227 | 129 | 588 | 24  | 136 | 60  | 391 |
| Strongly support           | 8%   | 5%    | 13% | 13% | 10% | 9%  | 8%  | 6%  | 6%  | 8%  | 9%  | 7%  | 2%  | 10% |
|                            |      |       | N   | N   | *   |     |     |     |     | **  |     |     | *   |     |
| Somewhat support           | 11%  | 8%    | 16% | 21% | 12% | 13% | 9%  | 12% | 11% | 11% | 25% | 9%  | 11% | 13% |
|                            |      |       | N   | N   | *   |     |     |     |     | **  |     |     | *   | AA  |
| Neither support nor oppose | 48%  | 53%   | 43% | 37% | 36% | 42% | 49% | 55% | 55% | 48% | 45% | 51% | 52% | 45% |
|                            |      | O,P,Q |     |     | *   |     |     | R   | R   | **  |     |     | *   |     |
| Somewhat oppose            | 2%   | 2%    | 4%  | 3%  | 1%  | 2%  | 2%  | 3%  | 2%  | 1%  | -   | 2%  | 2%  | 4%  |
|                            |      |       |     |     | *   |     |     |     |     | **  |     | *   | *   | V   |
| Strongly oppose            | 4%   | 3%    | 4%  | 5%  | 6%  | 3%  | 4%  | 3%  | 5%  | 4%  | 6%  | 2%  | 4%  | 3%  |
|                            |      |       |     |     | *   |     |     |     |     | **  |     | *   | *   |     |

# YouGov Omnibus

## Oscars

CUSTOM Sample: 11th - 12th February 2019



| Total | Domestic / civil partnership | Children under the age of 18 |    |             | Income               |                      |          |                   |       | Type of Area Lived in |       |       |    |
|-------|------------------------------|------------------------------|----|-------------|----------------------|----------------------|----------|-------------------|-------|-----------------------|-------|-------|----|
|       |                              | Yes                          | No | Under \$30k | \$30,000 to \$49,999 | \$50,000 to \$99,999 | \$100k + | Prefer not to say | Urban | Suburb / Town         | Rural | Other |    |
|       |                              | AA                           | AB | AC          | AD                   | AE                   | AF       | AG                | AH    | AI                    | AJ    | AK    | AL |

To what extent do you support or oppose the following changes to the Academy Awards show? Please select one option on each row.

### Q1\_1. A shorter three-hour format

|                            |      |      |     |     |       |     |     |     |       |     |     |     |     |
|----------------------------|------|------|-----|-----|-------|-----|-----|-----|-------|-----|-----|-----|-----|
| Unweighted base            | 1251 | 48   | 282 | 969 | 318   | 261 | 334 | 177 | 161   | 396 | 600 | 246 | 9   |
| <b>Base: All US adults</b> | 1251 | 52   | 278 | 973 | 316   | 269 | 337 | 170 | 159   | 407 | 595 | 239 | 10  |
| Strongly support           | 25%  | 21%* | 26% | 25% | 24%   | 26% | 27% | 25% | 18%   | 25% | 25% | 27% | -   |
|                            |      | *    |     |     |       |     | AH  |     |       |     |     |     | **  |
| Somewhat support           | 19%  | 18%* | 22% | 18% | 18%   | 21% | 20% | 18% | 13%   | 20% | 19% | 15% | 25% |
|                            |      | *    |     |     |       |     |     |     |       |     |     |     | **  |
| Neither support nor oppose | 29%  | 42%* | 29% | 29% | 24%   | 30% | 30% | 31% | 34%   | 27% | 31% | 28% | 39% |
|                            |      | *    |     |     |       |     |     |     | AD    |     |     |     | **  |
| Somewhat oppose            | 3%   | -    | 3%  | 3%  | 3%    | 3%  | 3%  | 3%  | 2%    | 5%  | 2%  | 2%  | -   |
|                            |      | *    |     |     |       |     |     |     |       | AJ  |     |     | **  |
| Strongly oppose            | 3%   | 3%*  | 3%  | 3%  | 5%    | 2%  | 2%  | 2%  | 3%    | 3%  | 3%  | 4%  | -   |
|                            |      | *    |     |     | AF,AG |     |     |     |       |     |     |     | **  |
| Don't know                 | 21%  | 16%* | 17% | 23% | 25%   | 17% | 18% | 21% | 30%   | 20% | 21% | 25% | 36% |
|                            |      | *    |     |     | AE,AF |     |     |     | AE,AF |     |     |     | **  |
| Net Support                | 43%  | 39%* | 48% | 42% | 42%   | 47% | 47% | 43% | 32%   | 45% | 44% | 42% | 25% |
|                            |      | *    |     |     | AH    | AH  | AH  | AH  |       |     |     |     | **  |
| Net Oppose                 | 6%   | 3%*  | 7%  | 6%  | 9%    | 6%  | 5%  | 5%  | 5%    | 8%  | 5%  | 6%  | -   |
|                            |      | *    |     |     |       |     |     |     |       |     |     |     | **  |

### Q1\_2. A new Best Popular Film category

|                            |      |      |     |     |       |     |     |     |     |     |     |     |     |
|----------------------------|------|------|-----|-----|-------|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base            | 1251 | 48   | 282 | 969 | 318   | 261 | 334 | 177 | 161 | 396 | 600 | 246 | 9   |
| <b>Base: All US adults</b> | 1251 | 52   | 278 | 973 | 316   | 269 | 337 | 170 | 159 | 407 | 595 | 239 | 10  |
| Strongly support           | 15%  | 17%* | 20% | 14% | 20%   | 13% | 15% | 11% | 14% | 18% | 16% | 9%  | 18% |
|                            |      | *    | AC  |     | AE,AG |     |     |     |     | AK  | AK  |     | **  |
| Somewhat support           | 19%  | 11%* | 25% | 18% | 17%   | 19% | 22% | 22% | 16% | 22% | 20% | 15% | -   |
|                            |      | *    | AC  |     |       |     |     |     |     | AK  |     |     | **  |
| Neither support nor oppose | 32%  | 37%* | 30% | 33% | 28%   | 38% | 34% | 30% | 30% | 29% | 32% | 38% | 39% |
|                            |      | *    |     |     |       | AD  |     |     |     |     |     | AI  | **  |
| Somewhat oppose            | 3%   | 2%*  | 1%  | 3%  | 3%    | 3%  | 2%  | 4%  | 4%  | 4%  | 3%  | 0%  | -   |
|                            |      | *    |     |     |       |     |     |     |     | AK  | AK  |     | **  |
| Strongly oppose            | 8%   | 7%*  | 6%  | 8%  | 7%    | 6%  | 8%  | 11% | 7%  | 6%  | 8%  | 11% | 7%  |
|                            |      | *    |     |     |       |     |     |     |     |     |     | AI  | **  |
| Don't know                 | 22%  | 26%* | 19% | 23% | 26%   | 19% | 19% | 22% | 28% | 21% | 22% | 26% | 36% |
|                            |      | *    |     |     | AF    |     |     |     | AF  |     |     |     | **  |
| Net Support                | 35%  | 28%* | 45% | 32% | 37%   | 33% | 37% | 33% | 30% | 41% | 35% | 24% | 18% |
|                            |      | *    | AC  |     |       |     |     |     |     | AK  | AK  |     | **  |
| Net Oppose                 | 11%  | 9%*  | 7%  | 12% | 9%    | 9%  | 10% | 15% | 11% | 10% | 11% | 12% | 7%  |
|                            |      | *    | AB  |     |       |     |     | AD  |     |     |     |     | **  |

### Q1\_3. An earlier televised date in 2020 (earlier in February rather than closer to the end of the month)

|                            |      |      |     |     |     |       |       |       |     |     |     |     |     |
|----------------------------|------|------|-----|-----|-----|-------|-------|-------|-----|-----|-----|-----|-----|
| Unweighted base            | 1251 | 48   | 282 | 969 | 318 | 261   | 334   | 177   | 161 | 396 | 600 | 246 | 9   |
| <b>Base: All US adults</b> | 1251 | 52   | 278 | 973 | 316 | 269   | 337   | 170   | 159 | 407 | 595 | 239 | 10  |
| Strongly support           | 8%   | 4%*  | 12% | 7%  | 10% | 8%    | 8%    | 7%    | 3%  | 10% | 8%  | 5%  | -   |
|                            |      | *    | AC  |     | AH  |       | AH    |       |     | AK  |     |     | **  |
| Somewhat support           | 11%  | 2%*  | 15% | 10% | 11% | 12%   | 12%   | 10%   | 9%  | 14% | 11% | 6%  | 18% |
|                            |      | *    | AC  |     |     |       |       |       |     | AK  | AK  |     | **  |
| Neither support nor oppose | 48%  | 60%* | 44% | 49% | 42% | 54%   | 53%   | 41%   | 47% | 44% | 50% | 51% | 46% |
|                            |      | *    |     |     |     | AD,AG | AD,AG |       |     |     |     |     | **  |
| Somewhat oppose            | 2%   | -    | 1%  | 3%  | 4%  | 0%    | 1%    | 4%    | 3%  | 4%  | 1%  | 2%  | -   |
|                            |      | *    |     |     | AE  |       |       | AE,AF | AE  | AJ  |     |     | **  |
| Strongly oppose            | 4%   | 5%*  | 5%  | 3%  | 3%  | 3%    | 3%    | 5%    | 3%  | 2%  | 3%  | 6%  | -   |
|                            |      | *    |     |     |     |       |       |       |     |     | AI  |     | **  |

# YouGov Omnibus

## Oscars

CUSTOM Sample: 11th - 12th February 2019



|              | Gender |        | Generation             |                        |                   |                         |                               |  |       | Region    |         |       |      |
|--------------|--------|--------|------------------------|------------------------|-------------------|-------------------------|-------------------------------|--|-------|-----------|---------|-------|------|
|              | Male   | Female | Gen Z (2000 and later) | Millennial (1982-1999) | Gen X (1965-1981) | Baby Boomer (1946-1964) | Silent Generation (1928-1945) | Pre-Silent Generation (1927 and earlier) | Other | Northeast | Midwest | South | West |
| Total        |        |        |                        |                        |                   |                         |                               |  |       |           |         |       |      |
| Don't know   | 27%    | 28%    | 27%                    | 26%                    | 27%               | 27%                     | 33%                           | -  | -     | 29%       | 26%     | 25%   | 31%  |
| Net: Support | 19%    | 16%    | 33%                    | 24%                    | 18%               | 14%                     | 15%                           | -  | -     | 17%       | 13%     | 24%   | 18%  |
| Net: Oppose  | 6%     | 7%     | -                      | 8%                     | 6%                | 5%                      | 1%                            | -  | -     | 11%       | 4%      | 4%    | 5%   |

KOHMyM. For which, if any, of the following reasons do you oppose the addition of the Best Popular Film category? Please select all that apply.

|   | Unweighted base | Male | Female | Gen Z (2000 and later) | Millennial (1982-1999) | Gen X (1965-1981) | Baby Boomer (1946-1964) | Silent Generation (1928-1945) | Pre-Silent Generation (1927 and earlier) | Other | Northeast | Midwest | South | West |
|---|-----------------|------|--------|------------------------|------------------------|-------------------|-------------------------|-------------------------------|--|-------|-----------|---------|-------|------|
| Base: US adults who oppose the Best Popular Film category | 128             | 73   | 55     | 2                      | 44                     | 32                | 45                      | 5                             | -  | -     | 21        | 36      | 42    | 29   |
| I don't think it is necessary                             | 133             | 80   | 53     | 1                      | 51                     | 32                | 44                      | 6                             | -  | -     | 22        | 34      | 45    | 31   |
| I think it is too similar to Best Picture                 | 53%             | 49%  | 60%    | 50%                    | 50%                    | 54%               | 50%                     | 100%                          | -  | -     | 52%       | 42%     | 58%   | 59%  |
| I think it is a consolation prize to Best Picture         | 22%             | 25%  | 18%    | -                      | 30%                    | 16%               | 18%                     | 22%                           | -  | -     | 13%       | 12%     | 26%   | 34%  |
| I think it is an attempt to just 'please the masses'      | 37%             | 39%  | 35%    | 100%                   | 46%                    | 29%               | 29%                     | 44%                           | -  | -     | 20%       | 43%     | 39%   | 39%  |
| Other   | 50%             | 48%  | 53%    | 50%                    | 59%                    | 55%               | 35%                     | 59%                           | -  | -     | 51%       | 39%     | 52%   | 59%  |
| None of these   | 12%             | 13%  | 11%    | -                      | 8%                     | 9%                | 22%                     | -                             | -  | -     | 8%        | 27%     | 6%    | 8%   |

How excited, if at all, would you be if The Academy Awards added the following categories? Please select one option on each row.

### Q3\_1. Best casting director

|                              | Unweighted base | Male | Female | Gen Z (2000 and later) | Millennial (1982-1999) | Gen X (1965-1981) | Baby Boomer (1946-1964) | Silent Generation (1928-1945) | Pre-Silent Generation (1927 and earlier) | Other | Northeast | Midwest | South | West |
|------------------------------|-----------------|------|--------|------------------------|------------------------|-------------------|-------------------------|-------------------------------|--|-------|-----------|---------|-------|------|
| Base: All US adults          | 1251            | 556  | 695    | 22                     | 389                    | 326               | 420                     | 94                            | -  | -     | 224       | 276     | 460   | 291  |
| Very excited                 | 10%             | 9%   | 11%    | 21%                    | 14%                    | 10%               | 6%                      | 8%                            | -  | -     | 8%        | 7%      | 11%   | 12%  |
| Somewhat excited             | 26%             | 26%  | 27%    | 22%                    | 31%                    | 25%               | 24%                     | 22%                           | -  | -     | 22%       | 26%     | 29%   | 26%  |
| Not very excited             | 24%             | 21%  | 26%    | 43%                    | 22%                    | 26%               | 24%                     | 18%                           | -  | -     | 29%       | 25%     | 23%   | 21%  |
| Not at all excited           | 40%             | 44%  | 36%    | 14%                    | 33%                    | 39%               | 47%                     | 53%                           | -  | -     | 42%       | 42%     | 37%   | 41%  |
| Net: Very/somewhat excited   | 36%             | 35%  | 38%    | 43%                    | 45%                    | 35%               | 30%                     | 30%                           | -  | -     | 30%       | 33%     | 40%   | 38%  |
| Net: Not very/at all excited | 64%             | 65%  | 62%    | 57%                    | 55%                    | 65%               | 70%                     | 70%                           | -  | -     | 70%       | 67%     | 60%   | 62%  |

### Q3\_2. Best stunt coordinator

|                              | Unweighted base | Male | Female | Gen Z (2000 and later) | Millennial (1982-1999) | Gen X (1965-1981) | Baby Boomer (1946-1964) | Silent Generation (1928-1945) | Pre-Silent Generation (1927 and earlier) | Other | Northeast | Midwest | South | West |
|------------------------------|-----------------|------|--------|------------------------|------------------------|-------------------|-------------------------|-------------------------------|--|-------|-----------|---------|-------|------|
| Base: All US adults          | 1251            | 556  | 695    | 22                     | 389                    | 326               | 420                     | 94                            | -  | -     | 224       | 276     | 460   | 291  |
| Very excited                 | 14%             | 14%  | 15%    | 23%                    | 21%                    | 11%               | 10%                     | 10%                           | -  | -     | 16%       | 10%     | 14%   | 16%  |
| Somewhat excited             | 27%             | 27%  | 26%    | 46%                    | 28%                    | 28%               | 25%                     | 19%                           | -  | -     | 20%       | 30%     | 27%   | 28%  |
| Not very excited             | 23%             | 20%  | 25%    | 28%                    | 20%                    | 25%               | 24%                     | 20%                           | -  | -     | 26%       | 22%     | 25%   | 17%  |
| Not at all excited           | 37%             | 40%  | 34%    | 4%                     | 31%                    | 35%               | 42%                     | 51%                           | -  | -     | 38%       | 38%     | 34%   | 38%  |
| Net: Very/somewhat excited   | 41%             | 40%  | 41%    | 69%                    | 49%                    | 40%               | 34%                     | 29%                           | -  | -     | 36%       | 40%     | 41%   | 44%  |
| Net: Not very/at all excited | 59%             | 60%  | 59%    | 31%                    | 51%                    | 60%               | 66%                     | 71%                           | -  | -     | 64%       | 60%     | 59%   | 56%  |

### Q3\_3. Best first-time film (director debut)

# YouGov Omnibus Oscars

CUSTOM Sample: 11th - 12th February 2019



| Total        | Race  |       |          |             | Education                   |                      |        |           | Marital Status |           |          |         |               |     |
|--------------|-------|-------|----------|-------------|-----------------------------|----------------------|--------|-----------|----------------|-----------|----------|---------|---------------|-----|
|              | White | Black | Hispanic | Other (NET) | No HS, High school graduate | Some college, 2-year | 4-year | Post Grad | Married        | Separated | Divorced | Widowed | Never married |     |
| Don't know   | 27%   | 29%   | 20%      | 22%         | 35%                         | 31%                  | 28%    | 22%       | 21%            | 28%       | 15%      | 29%     | 30%           | 26% |
| Net: Support | 19%   | 13%   | 29%      | 33%         | 22%                         | 22%                  | 17%    | 18%       | 16%            | 19%       | 34%      | 16%     | 12%           | 22% |
| Net: Oppose  | 6%    | 5%    | 8%       | 7%          | 7%                          | 5%                   | 6%     | 6%        | 7%             | 5%        | 6%       | 4%      | 6%            | 7%  |

KOHMyM. For which, if any, of the following reasons do you oppose the addition of the Best Popular Film category? Please select all that apply.

|   | Unweighted base | White | Black | Hispanic | Other (NET) | No HS, High school graduate | Some college, 2-year | 4-year | Post Grad | Married | Separated | Divorced | Widowed | Never married |
|---|-----------------|-------|-------|----------|-------------|-----------------------------|----------------------|--------|-----------|---------|-----------|----------|---------|---------------|
| Base: US adults who oppose the Best Popular Film category | 128             | 87    | 9     | 17       | 15          | 39                          | 36                   | 32     | 21        | 55      | 3         | 15       | 7       | 44            |
| I don't think it is necessary                             | 133             | 83    | 12    | 22       | 16          | 44                          | 34                   | 32     | 22        | 54      | 4         | 14       | 9       | 48            |
| I think it is too similar to Best Picture                 | 53%             | 58%   | 62%   | 42%      | 39%         | 50%                         | 43%                  | 62%    | 60%       | 49%     | 62%       | 57%      | 73%     | 54%           |
| I think it is a consolation prize to Best Picture         | 22%             | 19%   | 18%   | 28%      | 34%         | 15%                         | 29%                  | 31%    | 13%       | 26%     | -         | 13%      | 37%     | 18%           |
| I think it is an attempt to just 'please the masses'      | 37%             | 41%   | 22%   | 20%      | 50%         | 32%                         | 36%                  | 47%    | 36%       | 26%     | 19%       | 44%      | 52%     | 46%           |
| Other   | 50%             | 54%   | 22%   | 40%      | 62%         | 45%                         | 42%                  | 66%    | 49%       | 38%     | 19%       | 50%      | 58%     | 66%           |
| None of these   | 12%             | 16%   | -     | 8%       | 6%          | 4%                          | 18%                  | 17%    | 13%       | 17%     | -         | 19%      | 15%     | 7%            |

How excited, if at all, would you be if The Academy Awards added the following categories? Please select one option on each row.

### Q3\_1. Best casting director

|                              | Unweighted base | White | Black | Hispanic | Other (NET) | No HS, High school graduate | Some college, 2-year | 4-year | Post Grad | Married | Separated | Divorced | Widowed | Never married |
|------------------------------|-----------------|-------|-------|----------|-------------|-----------------------------|----------------------|--------|-----------|---------|-----------|----------|---------|---------------|
| Base: All US adults          | 1251            | 852   | 144   | 156      | 99          | 462                         | 426                  | 233    | 130       | 604     | 23        | 139      | 59      | 378           |
| Very excited                 | 10%             | 8%    | 17%   | 13%      | 14%         | 11%                         | 9%                   | 9%     | 9%        | 9%      | 17%       | 10%      | 6%      | 12%           |
| Somewhat excited             | 26%             | 21%   | 40%   | 36%      | 29%         | 25%                         | 29%                  | 27%    | 22%       | 25%     | 42%       | 24%      | 24%     | 29%           |
| Not very excited             | 24%             | 27%   | 14%   | 21%      | 15%         | 23%                         | 25%                  | 22%    | 29%       | 22%     | 20%       | 23%      | 21%     | 27%           |
| Not at all excited           | 40%             | 44%   | 30%   | 30%      | 42%         | 41%                         | 37%                  | 42%    | 41%       | 44%     | 21%       | 43%      | 50%     | 32%           |
| Net: Very/somewhat excited   | 36%             | 29%   | 57%   | 49%      | 43%         | 37%                         | 38%                  | 36%    | 30%       | 34%     | 59%       | 34%      | 30%     | 41%           |
| Net: Not very/at all excited | 64%             | 71%   | 43%   | 51%      | 57%         | 63%                         | 62%                  | 64%    | 70%       | 66%     | 41%       | 66%      | 70%     | 60%           |

### Q3\_2. Best stunt coordinator

|                              | Unweighted base | White | Black | Hispanic | Other (NET) | No HS, High school graduate | Some college, 2-year | 4-year | Post Grad | Married | Separated | Divorced | Widowed | Never married |
|------------------------------|-----------------|-------|-------|----------|-------------|-----------------------------|----------------------|--------|-----------|---------|-----------|----------|---------|---------------|
| Base: All US adults          | 1251            | 852   | 144   | 156      | 99          | 462                         | 426                  | 233    | 130       | 604     | 23        | 139      | 59      | 378           |
| Very excited                 | 14%             | 11%   | 22%   | 18%      | 18%         | 16%                         | 13%                  | 14%    | 11%       | 12%     | 38%       | 14%      | 10%     | 17%           |
| Somewhat excited             | 27%             | 25%   | 28%   | 34%      | 27%         | 28%                         | 27%                  | 24%    | 24%       | 24%     | 30%       | 28%      | 24%     | 29%           |
| Not very excited             | 23%             | 24%   | 21%   | 19%      | 17%         | 18%                         | 26%                  | 25%    | 23%       | 23%     | 14%       | 19%      | 23%     | 23%           |
| Not at all excited           | 37%             | 39%   | 30%   | 30%      | 38%         | 38%                         | 34%                  | 37%    | 42%       | 41%     | 17%       | 39%      | 44%     | 30%           |
| Net: Very/somewhat excited   | 41%             | 36%   | 50%   | 51%      | 45%         | 44%                         | 40%                  | 38%    | 35%       | 36%     | 69%       | 42%      | 33%     | 46%           |
| Net: Not very/at all excited | 59%             | 64%   | 50%   | 49%      | 55%         | 56%                         | 60%                  | 62%    | 65%       | 64%     | 31%       | 58%      | 67%     | 54%           |

### Q3\_3. Best first-time film (director debut)

# YouGov Omnibus

## Oscars

CUSTOM Sample: 11th - 12th February 2019



|              | Total | Children under the age of 18 |           |     | Income      |                      |                      |              |                   | Type of Area Lived in |               |       |           |
|--------------|-------|------------------------------|-----------|-----|-------------|----------------------|----------------------|--------------|-------------------|-----------------------|---------------|-------|-----------|
|              |       | Domestic / civil partnership | Yes       | No  | Under \$30k | \$30,000 to \$49,999 | \$50,000 to \$99,999 | \$100k +     | Prefer not to say | Urban                 | Suburb / Town | Rural | Other     |
| Don't know   | 27%   | 29%<br>*                     | 23%       | 28% | 30%<br>AF   | 23%                  | 22%                  | 32%<br>AE,AF | 35%<br>AE,AF      | 26%                   | 27%           | 31%   | 36%<br>** |
| Net: Support | 19%   | 6%<br>*                      | 27%<br>AC | 17% | 21%<br>AH   | 20%<br>AH            | 20%<br>AH            | 18%<br>AH    | 12%               | 24%<br>AJ,AK          | 19%<br>AK     | 10%   | 18%<br>** |
| Net: Oppose  | 6%    | 5%<br>*                      | 5%        | 6%  | 7%          | 3%                   | 5%                   | 9%<br>AE,AF  | 6%                | 6%                    | 5%            | 8%    | -<br>**   |

KOHMym. For which, if any, of the following reasons do you oppose the addition of the Best Popular Film category? Please select all that apply.

|  | Unweighted base | 128       | 4         | 19       | 109       | 29        | 25        | 32        | 25        | 17       | 38         | 62        | 27         | 1 |
|--|-----------------|-----------|-----------|----------|-----------|-----------|-----------|-----------|-----------|----------|------------|-----------|------------|---|
| <b>Base: US adults who oppose the Best Popular Film category</b> | 133             | 5         | 20        | 113      | 29        | 26        | 34        | 26        | 18        | 39       | 66         | 28        | 1          |   |
| I don't think it is necessary                                    | 53%             | 40%<br>** | 40%<br>** | 56%<br>* | 38%<br>** | 59%<br>** | 63%<br>*  | 63%<br>** | 40%<br>** | 48%<br>* | 65%<br>*   | 33%<br>** | -<br>**    |   |
| I think it is too similar to Best Picture                        | 22%             | 43%<br>** | 32%<br>** | 21%<br>* | 17%<br>** | 16%<br>** | 29%<br>*  | 34%<br>** | 9%<br>**  | 7%<br>*  | 26%<br>AI* | 35%<br>** | -<br>**    |   |
| I think it is a consolation prize to Best Picture                | 37%             | 39%<br>** | 45%<br>** | 36%<br>* | 38%<br>** | 18%<br>** | 49%<br>*  | 47%<br>** | 24%<br>** | 26%<br>* | 46%<br>*   | 30%<br>** | 100%<br>** |   |
| I think it is an attempt to just 'please the masses'             | 50%             | 39%<br>** | 46%<br>** | 51%<br>* | 31%<br>** | 54%<br>** | 62%<br>*  | 51%<br>** | 51%<br>** | 44%<br>* | 63%<br>*   | 29%<br>** | -<br>**    |   |
| Other  | 12%             | -<br>**   | 10%<br>** | 12%<br>* | 13%<br>** | 10%<br>** | 14%<br>** | 15%<br>** | 5%<br>**  | 12%<br>* | 11%<br>*   | 14%<br>** | -<br>**    |   |
| None of these  | 8%              | -<br>**   | 7%<br>**  | 8%<br>*  | 17%<br>** | 7%<br>**  | -<br>*    | 3%<br>**  | 15%<br>** | 9%<br>*  | 1%<br>*    | 22%<br>** | -<br>**    |   |

How excited, if at all, would you be if The Academy Awards added the following categories? Please select one option on each row.

### Q3\_1. Best casting director

|                              | Unweighted base | 1251     | 48        | 282       | 969      | 318      | 261      | 334       | 177      | 161          | 396       | 600       | 246       | 9 |
|------------------------------|-----------------|----------|-----------|-----------|----------|----------|----------|-----------|----------|--------------|-----------|-----------|-----------|---|
| <b>Base: All US adults</b>   | 1251            | 52       | 278       | 973       | 316      | 269      | 337      | 170       | 159      | 407          | 595       | 239       | 10        |   |
| Very excited                 | 10%             | 7%<br>*  | 14%<br>AC | 9%<br>*   | 12%<br>* | 10%<br>* | 8%<br>*  | 11%<br>*  | 10%<br>* | 13%<br>AJ,AK | 8%<br>*   | 8%<br>*   | 37%<br>** |   |
| Somewhat excited             | 26%             | 31%<br>* | 30%<br>*  | 25%<br>*  | 28%<br>* | 28%<br>* | 27%<br>* | 20%<br>*  | 25%<br>* | 30%<br>AK    | 26%<br>*  | 21%<br>*  | -<br>**   |   |
| Not very excited             | 24%             | 23%<br>* | 25%<br>*  | 23%<br>*  | 22%<br>* | 27%<br>* | 25%<br>* | 23%<br>*  | 20%<br>* | 24%<br>*     | 24%<br>*  | 24%<br>*  | 11%<br>** |   |
| Not at all excited           | 40%             | 39%<br>* | 30%<br>*  | 43%<br>AB | 38%<br>* | 35%<br>* | 40%<br>* | 46%<br>AE | 44%<br>* | 32%<br>AI    | 42%<br>AI | 47%<br>AI | 52%<br>** |   |
| Net: Very/somewhat excited   | 36%             | 38%<br>* | 45%<br>AC | 34%<br>*  | 40%<br>* | 38%<br>* | 35%<br>* | 31%<br>*  | 35%<br>* | 44%<br>AJ,AK | 34%<br>*  | 29%<br>*  | 37%<br>** |   |
| Net: Not very/at all excited | 64%             | 62%<br>* | 55%<br>*  | 66%<br>AB | 60%<br>* | 62%<br>* | 65%<br>* | 69%<br>*  | 65%<br>* | 56%<br>AI    | 66%<br>AI | 71%<br>AI | 63%<br>** |   |

### Q3\_2. Best stunt coordinator

|                              | Unweighted base | 1251     | 48        | 282       | 969      | 318      | 261      | 334      | 177      | 161          | 396       | 600          | 246       | 9 |
|------------------------------|-----------------|----------|-----------|-----------|----------|----------|----------|----------|----------|--------------|-----------|--------------|-----------|---|
| <b>Base: All US adults</b>   | 1251            | 52       | 278       | 973       | 316      | 269      | 337      | 170      | 159      | 407          | 595       | 239          | 10        |   |
| Very excited                 | 14%             | 10%<br>* | 19%<br>AC | 13%<br>*  | 16%<br>* | 15%<br>* | 13%<br>* | 11%<br>* | 13%<br>* | 16%<br>AK    | 15%<br>*  | 10%<br>*     | 18%<br>** |   |
| Somewhat excited             | 27%             | 37%<br>* | 30%<br>*  | 26%<br>*  | 26%<br>* | 28%<br>* | 25%<br>* | 28%<br>* | 26%<br>* | 29%<br>*     | 27%<br>*  | 22%<br>*     | 30%<br>** |   |
| Not very excited             | 23%             | 23%<br>* | 24%<br>*  | 22%<br>*  | 21%<br>* | 23%<br>* | 24%<br>* | 22%<br>* | 22%<br>* | 24%<br>*     | 21%<br>*  | 24%<br>*     | 7%<br>**  |   |
| Not at all excited           | 37%             | 31%<br>* | 27%<br>*  | 40%<br>AB | 37%<br>* | 33%<br>* | 37%<br>* | 39%<br>* | 39%<br>* | 32%<br>AI,AJ | 37%<br>*  | 45%<br>AI,AJ | 45%<br>** |   |
| Net: Very/somewhat excited   | 41%             | 47%<br>* | 49%<br>AC | 38%<br>*  | 42%<br>* | 43%<br>* | 39%<br>* | 39%<br>* | 39%<br>* | 44%<br>AK    | 42%<br>AK | 32%<br>*     | 48%<br>** |   |
| Net: Not very/at all excited | 59%             | 53%<br>* | 51%<br>*  | 62%<br>AB | 58%<br>* | 57%<br>* | 61%<br>* | 61%<br>* | 61%<br>* | 56%<br>AI,AJ | 58%<br>*  | 68%<br>AI,AJ | 52%<br>** |   |

### Q3\_3. Best first-time film (director debut)



# YouGov Omnibus

## Oscars

CUSTOM Sample: 11th - 12th February 2019



|                              | Total | Gender |        | Generation             |                        |                   |                         |                               |  | Region |           |         |       |      |
|------------------------------|-------|--------|--------|------------------------|------------------------|-------------------|-------------------------|-------------------------------|--|--------|-----------|---------|-------|------|
|                              |       | Male   | Female | Gen Z (2000 and later) | Millennial (1982-1999) | Gen X (1965-1981) | Baby Boomer (1946-1964) | Silent Generation (1928-1945) | Pre-Silent Generation (1927 and earlier) | Other  | Northeast | Midwest | South | West |
| Unweighted base              | 1251  | 556    | 695    | 22                     | 389                    | 326               | 420                     | 94                            | -  | -      | 224       | 276     | 460   | 291  |
| <b>Base: All US adults</b>   | 1251  | 606    | 645    | 25                     | 405                    | 309               | 413                     | 99                            | -  | -      | 223       | 263     | 470   | 295  |
| Very excited                 | 16%   | 15%    | 18%    | 38%                    | 22%                    | 16%               | 11%                     | 7%                            | -  | -      | 18%       | 13%     | 17%   | 17%  |
|                              |       |        |        | **                     | F.G                    | F.G               | *                       | **                            | **                                       |        |           |         |       |      |
| Somewhat excited             | 30%   | 27%    | 33%    | 27%                    | 34%                    | 31%               | 27%                     | 23%                           | -  | -      | 24%       | 29%     | 31%   | 36%  |
|                              |       |        |        | **                     | F.G                    | *                 | **                      | **                            |  |        |           |         |       | J    |
| Not very excited             | 19%   | 19%    | 18%    | 25%                    | 16%                    | 19%               | 20%                     | 20%                           | -  | -      | 22%       | 19%     | 21%   | 11%  |
|                              |       |        |        | **                     |                        |                   |                         | *                             | **                                       | **     | M         | M       | M     |      |
| Not at all excited           | 35%   | 39%    | 31%    | 11%                    | 28%                    | 33%               | 41%                     | 51%                           | -  | -      | 36%       | 39%     | 31%   | 36%  |
|                              |       |        |        | **                     |                        |                   | D.E                     | D.E*                          | **                                       | **     | L         |         |       |      |
| Net: Very/somewhat excited   | 47%   | 42%    | 51%    | 64%                    | 57%                    | 48%               | 39%                     | 29%                           | -  | -      | 41%       | 42%     | 48%   | 53%  |
|                              |       |        |        | **                     | E.F.G                  | F.G               | *                       | **                            | **                                       |        |           |         |       | J.K  |
| Net: Not very/at all excited | 53%   | 58%    | 49%    | 36%                    | 43%                    | 52%               | 61%                     | 71%                           | -  | -      | 59%       | 58%     | 52%   | 47%  |
|                              |       |        |        | **                     |                        | D                 | D.E                     | D.E*                          | **                                       | **     | M         | M       |       |      |

### Q3\_4. Best breakthrough performance (rookie/freshman performance)

|                              |      |     |     |     |       |     |     |        |    |    |     |     |     |     |
|------------------------------|------|-----|-----|-----|-------|-----|-----|--------|----|----|-----|-----|-----|-----|
| Unweighted base              | 1251 | 556 | 695 | 22  | 389   | 326 | 420 | 94     | -  | -  | 224 | 276 | 460 | 291 |
| <b>Base: All US adults</b>   | 1251 | 606 | 645 | 25  | 405   | 309 | 413 | 99     | -  | -  | 223 | 263 | 470 | 295 |
| Very excited                 | 20%  | 17% | 22% | 45% | 25%   | 19% | 16% | 12%    | -  | -  | 18% | 17% | 21% | 21% |
|                              |      |     |     | **  | E.F.G | *   | **  | **     |    |    |     |     |     |     |
| Somewhat excited             | 31%  | 30% | 31% | 36% | 33%   | 32% | 29% | 22%    | -  | -  | 27% | 29% | 32% | 32% |
|                              |      |     |     | **  | G     | *   | **  | **     |    |    |     |     |     |     |
| Not very excited             | 16%  | 16% | 16% | 9%  | 14%   | 19% | 17% | 15%    | -  | -  | 19% | 17% | 15% | 14% |
|                              |      |     |     | **  |       | *   | **  | **     |    |    |     |     |     |     |
| Not at all excited           | 34%  | 37% | 31% | 11% | 27%   | 31% | 39% | 51%    | -  | -  | 35% | 37% | 32% | 33% |
|                              |      |     |     | **  |       |     | D.E | D.E.F* | ** | ** |     |     |     |     |
| Net: Very/somewhat excited   | 50%  | 47% | 53% | 80% | 58%   | 50% | 44% | 34%    | -  | -  | 45% | 46% | 53% | 53% |
|                              |      |     |     | **  | E.F.G | G   | *   | **     | ** |    |     |     |     |     |
| Net: Not very/at all excited | 50%  | 53% | 47% | 20% | 42%   | 50% | 56% | 66%    | -  | -  | 55% | 54% | 47% | 47% |
|                              |      |     |     | **  |       | D   | D   | D.E*   | ** | ** |     |     |     |     |

### Q3\_5. Best voice-over performance (animated films)

|                              |      |     |     |     |     |     |     |        |    |    |     |     |     |     |
|------------------------------|------|-----|-----|-----|-----|-----|-----|--------|----|----|-----|-----|-----|-----|
| Unweighted base              | 1251 | 556 | 695 | 22  | 389 | 326 | 420 | 94     | -  | -  | 224 | 276 | 460 | 291 |
| <b>Base: All US adults</b>   | 1251 | 606 | 645 | 25  | 405 | 309 | 413 | 99     | -  | -  | 223 | 263 | 470 | 295 |
| Very excited                 | 18%  | 17% | 19% | 39% | 24% | 19% | 12% | 8%     | -  | -  | 16% | 14% | 21% | 19% |
|                              |      |     |     | **  | F.G | F.G | *   | **     | ** |    |     |     |     | K   |
| Somewhat excited             | 29%  | 28% | 30% | 38% | 32% | 32% | 27% | 16%    | -  | -  | 32% | 31% | 27% | 28% |
|                              |      |     |     | **  | G   | G   | *   | **     | ** |    |     |     |     |     |
| Not very excited             | 18%  | 17% | 19% | 16% | 16% | 16% | 20% | 25%    | -  | -  | 15% | 18% | 21% | 16% |
|                              |      |     |     | **  |     | *   | **  | **     |    |    |     |     |     |     |
| Not at all excited           | 35%  | 38% | 32% | 7%  | 27% | 33% | 42% | 51%    | -  | -  | 38% | 38% | 31% | 36% |
|                              |      |     |     | **  |     |     | D.E | D.E*   | ** | ** |     |     |     |     |
| Net: Very/somewhat excited   | 47%  | 45% | 49% | 77% | 57% | 51% | 38% | 24%    | -  | -  | 47% | 44% | 48% | 47% |
|                              |      |     |     | **  | F.G | F.G | G   | *      | ** | ** |     |     |     |     |
| Net: Not very/at all excited | 53%  | 55% | 51% | 23% | 43% | 49% | 62% | 76%    | -  | -  | 53% | 56% | 52% | 53% |
|                              |      |     |     | **  |     |     | D.E | D.E.F* | ** | ** |     |     |     |     |

### Q3\_6. Best original movie soundtrack (a curated soundtrack of existing songs rather than Original Scores)

|                            |      |     |     |     |     |     |     |     |    |    |     |     |     |     |
|----------------------------|------|-----|-----|-----|-----|-----|-----|-----|----|----|-----|-----|-----|-----|
| Unweighted base            | 1251 | 556 | 695 | 22  | 389 | 326 | 420 | 94  | -  | -  | 224 | 276 | 460 | 291 |
| <b>Base: All US adults</b> | 1251 | 606 | 645 | 25  | 405 | 309 | 413 | 99  | -  | -  | 223 | 263 | 470 | 295 |
| Very excited               | 16%  | 14% | 18% | 38% | 20% | 18% | 12% | 6%  | -  | -  | 20% | 14% | 17% | 13% |
|                            |      |     |     | **  | F.G | F.G | *   | **  | ** | ** | M   |     |     |     |
| Somewhat excited           | 30%  | 28% | 31% | 41% | 33% | 30% | 28% | 22% | -  | -  | 21% | 29% | 34% | 31% |
|                            |      |     |     | **  |     | *   | **  | **  | ** |    |     |     |     | J   |
| Not very excited           | 18%  | 17% | 18% | 18% | 16% | 18% | 18% | 21% | -  | -  | 19% | 18% | 16% | 19% |
|                            |      |     |     | **  |     | *   | **  | **  |    |    |     |     |     |     |
| Not at all excited         | 37%  | 41% | 33% | 4%  | 32% | 34% | 43% | 50% | -  | -  | 40% | 40% | 34% | 37% |

**YouGov Omnibus  
Oscars**

CUSTOM Sample: 11th - 12th February 2019



|  | Total | Race  |       |          |             | Education                   |                      |        |           | Marital Status |           |          |         |               |
|--|-------|-------|-------|----------|-------------|-----------------------------|----------------------|--------|-----------|----------------|-----------|----------|---------|---------------|
|  |       | White | Black | Hispanic | Other (NET) | No HS, High school graduate | Some college, 2-year | 4-year | Post Grad | Married        | Separated | Divorced | Widowed | Never married |
| Unweighted base  | 1251  | 852   | 144   | 156      | 99          | 462                         | 426                  | 233    | 130       | 604            | 23        | 139      | 59      | 378           |
| <b>Base: All US adults</b>   | 1251  | 811   | 148   | 194      | 98          | 507                         | 388                  | 227    | 129       | 588            | 24        | 136      | 60      | 391           |
| Very excited   | 16%   | 13%   | 25%   | 23%      | 18%         | 14%                         | 15%                  | 22%    | 15%       | 14%            | 20%       | 16%      | 10%     | 22%           |
|  |       |       | N     | N        | *           |                             |                      | R.S    |           |                | **        |          | *       | V.Y           |
| Somewhat excited   | 30%   | 29%   | 33%   | 34%      | 30%         | 29%                         | 34%                  | 30%    | 25%       | 27%            | 42%       | 32%      | 21%     | 33%           |
|  |       |       |       |          | *           |                             |                      |        |           |                | **        |          | *       |               |
| Not very excited   | 19%   | 19%   | 17%   | 17%      | 18%         | 20%                         | 19%                  | 14%    | 19%       | 19%            | 17%       | 17%      | 26%     | 18%           |
|  |       |       |       |          | *           |                             |                      | T      |           |                | **        |          | *       |               |
| Not at all excited   | 35%   | 39%   | 26%   | 26%      | 33%         | 36%                         | 32%                  | 34%    | 41%       | 40%            | 21%       | 35%      | 42%     | 27%           |
|  |       | O.P   |       |          | *           |                             |                      |        |           | Z              | **        |          | Z*      |               |
| Net: Very/somewhat excited   | 47%   | 42%   | 57%   | 57%      | 48%         | 43%                         | 49%                  | 53%    | 40%       | 41%            | 62%       | 48%      | 32%     | 55%           |
|  |       |       | N     | N        | *           |                             |                      | R.U    |           |                | **        |          | *       | V.Y           |
| Net: Not very/at all excited   | 53%   | 58%   | 43%   | 43%      | 52%         | 57%                         | 51%                  | 47%    | 60%       | 59%            | 38%       | 52%      | 68%     | 45%           |
|  |       | O.P   |       |          | *           |                             |                      | T      |           | Z              | **        |          | X.Z.AA* |               |
| <b>Q3_4. Best breakthrough performance (rookie/freshman performance)</b>   |       |       |       |          |             |                             |                      |        |           |                |           |          |         |               |
| Unweighted base  | 1251  | 852   | 144   | 156      | 99          | 462                         | 426                  | 233    | 130       | 604            | 23        | 139      | 59      | 378           |
| <b>Base: All US adults</b>   | 1251  | 811   | 148   | 194      | 98          | 507                         | 388                  | 227    | 129       | 588            | 24        | 136      | 60      | 391           |
| Very excited   | 20%   | 16%   | 32%   | 22%      | 23%         | 20%                         | 19%                  | 22%    | 16%       | 17%            | 46%       | 16%      | 12%     | 25%           |
|  |       |       | N     |          | *           |                             |                      |        |           |                | **        |          | *       | V.X.Y         |
| Somewhat excited   | 31%   | 31%   | 28%   | 35%      | 26%         | 29%                         | 32%                  | 33%    | 28%       | 29%            | 22%       | 33%      | 24%     | 33%           |
|  |       |       |       |          | *           |                             |                      |        |           |                | **        |          | *       |               |
| Not very excited   | 16%   | 16%   | 14%   | 18%      | 14%         | 15%                         | 19%                  | 12%    | 20%       | 16%            | 11%       | 17%      | 17%     | 15%           |
|  |       |       |       |          | *           |                             | T                    |        | T         |                | **        |          | *       |               |
| Not at all excited   | 34%   | 37%   | 27%   | 24%      | 37%         | 36%                         | 31%                  | 33%    | 36%       | 38%            | 21%       | 34%      | 47%     | 27%           |
|  |       | O.P   |       |          | P*          |                             |                      |        |           | Z              | **        |          | Z*      |               |
| Net: Very/somewhat excited   | 50%   | 47%   | 60%   | 57%      | 49%         | 49%                         | 51%                  | 56%    | 44%       | 46%            | 68%       | 49%      | 36%     | 58%           |
|  |       |       | N     | N        | *           |                             |                      | U      |           |                | **        |          | *       | V.Y           |
| Net: Not very/at all excited   | 50%   | 53%   | 40%   | 43%      | 51%         | 51%                         | 49%                  | 44%    | 56%       | 54%            | 32%       | 51%      | 64%     | 42%           |
|  |       | O.P   |       |          | *           |                             |                      | T      |           | Z              | **        |          | Z*      |               |
| <b>Q3_5. Best voice-over performance (animated films)</b>  |       |       |       |          |             |                             |                      |        |           |                |           |          |         |               |
| Unweighted base  | 1251  | 852   | 144   | 156      | 99          | 462                         | 426                  | 233    | 130       | 604            | 23        | 139      | 59      | 378           |
| <b>Base: All US adults</b>   | 1251  | 811   | 148   | 194      | 98          | 507                         | 388                  | 227    | 129       | 588            | 24        | 136      | 60      | 391           |
| Very excited   | 18%   | 16%   | 27%   | 18%      | 20%         | 17%                         | 19%                  | 20%    | 16%       | 14%            | 39%       | 13%      | 13%     | 24%           |
|  |       |       | N     |          | *           |                             |                      |        |           |                | **        |          | *       | V.X           |
| Somewhat excited   | 29%   | 28%   | 28%   | 36%      | 30%         | 29%                         | 29%                  | 31%    | 26%       | 27%            | 27%       | 35%      | 20%     | 32%           |
|  |       |       |       |          | *           |                             |                      |        |           |                | **        | Y        | *       |               |
| Not very excited   | 18%   | 18%   | 16%   | 19%      | 18%         | 17%                         | 21%                  | 15%    | 19%       | 19%            | 17%       | 17%      | 25%     | 16%           |
|  |       |       |       |          | *           |                             |                      |        |           |                | **        |          | *       |               |
| Not at all excited   | 35%   | 38%   | 29%   | 28%      | 32%         | 37%                         | 32%                  | 34%    | 39%       | 40%            | 17%       | 35%      | 41%     | 27%           |
|  |       | O.P   |       |          | *           |                             |                      |        |           | Z              | **        |          | Z*      |               |
| Net: Very/somewhat excited   | 47%   | 44%   | 55%   | 54%      | 49%         | 46%                         | 48%                  | 51%    | 42%       | 41%            | 66%       | 48%      | 34%     | 57%           |
|  |       |       | N     | N        | *           |                             |                      |        |           |                | **        |          | *       | V.Y           |
| Net: Not very/at all excited   | 53%   | 56%   | 45%   | 46%      | 51%         | 54%                         | 52%                  | 49%    | 58%       | 59%            | 34%       | 52%      | 66%     | 43%           |
|  |       | O.P   |       |          | *           |                             |                      |        |           | Z              | **        |          | Z*      |               |
| <b>Q3_6. Best original movie soundtrack (a curated soundtrack of existing songs rather than Original Scores)</b> |       |       |       |          |             |                             |                      |        |           |                |           |          |         |               |
| Unweighted base  | 1251  | 852   | 144   | 156      | 99          | 462                         | 426                  | 233    | 130       | 604            | 23        | 139      | 59      | 378           |
| <b>Base: All US adults</b>   | 1251  | 811   | 148   | 194      | 98          | 507                         | 388                  | 227    | 129       | 588            | 24        | 136      | 60      | 391           |
| Very excited   | 16%   | 13%   | 24%   | 25%      | 14%         | 16%                         | 16%                  | 16%    | 14%       | 15%            | 3%        | 12%      | 8%      | 22%           |
|  |       |       | N     | N        | *           |                             |                      |        |           |                | **        |          | *       | V.X.Y         |
| Somewhat excited   | 30%   | 28%   | 40%   | 28%      | 28%         | 30%                         | 30%                  | 28%    | 29%       | 29%            | 55%       | 30%      | 26%     | 31%           |
|  |       |       | N.P   |          | *           |                             |                      |        |           |                | **        |          | *       |               |
| Not very excited   | 18%   | 19%   | 10%   | 18%      | 17%         | 17%                         | 19%                  | 18%    | 16%       | 15%            | 21%       | 20%      | 24%     | 17%           |
|  |       | O     |       |          | *           |                             |                      |        |           |                | **        |          | *       |               |
| Not at all excited   | 37%   | 40%   | 25%   | 29%      | 41%         | 37%                         | 34%                  | 38%    | 42%       | 41%            | 21%       | 38%      | 42%     | 30%           |

# YouGov Omnibus

## Oscars

CUSTOM Sample: 11th - 12th February 2019



|                              | Total | Domestic / civil partnership | Children under the age of 18 |     | Income      |                      |                      |          |                   | Type of Area Lived in |               |       |       |
|------------------------------|-------|------------------------------|------------------------------|-----|-------------|----------------------|----------------------|----------|-------------------|-----------------------|---------------|-------|-------|
|                              |       |                              | Yes                          | No  | Under \$30k | \$30,000 to \$49,999 | \$50,000 to \$99,999 | \$100k + | Prefer not to say | Urban                 | Suburb / Town | Rural | Other |
| Unweighted base              | 1251  | 48                           | 282                          | 969 | 318         | 261                  | 334                  | 177      | 161               | 396                   | 600           | 246   | 9     |
| <b>Base: All US adults</b>   | 1251  | 52                           | 278                          | 973 | 316         | 269                  | 337                  | 170      | 159               | 407                   | 595           | 239   | 10    |
| Very excited                 | 16%   | 9%                           | 20%                          | 15% | 16%         | 15%                  | 19%                  | 17%      | 12%               | 19%                   | 16%           | 12%   | 25%   |
|                              |       | *                            |                              |     |             |                      |                      |          |                   | AK                    |               |       | **    |
| Somewhat excited             | 30%   | 45%                          | 36%                          | 29% | 32%         | 32%                  | 31%                  | 22%      | 31%               | 35%                   | 29%           | 25%   | 30%   |
|                              |       | V, Y*                        | AC                           |     | AG          | AG                   |                      |          |                   | AK                    |               |       | **    |
| Not very excited             | 19%   | 17%                          | 19%                          | 18% | 20%         | 20%                  | 15%                  | 20%      | 19%               | 19%                   | 18%           | 20%   | -     |
|                              |       | *                            |                              |     |             |                      |                      |          |                   |                       |               |       | **    |
| Not at all excited           | 35%   | 28%                          | 26%                          | 38% | 33%         | 33%                  | 35%                  | 40%      | 38%               | 28%                   | 36%           | 43%   | 45%   |
|                              |       | *                            |                              | AB  |             |                      |                      |          |                   | AI                    | AI            |       | **    |
| Net: Very/somewhat excited   | 47%   | 54%                          | 55%                          | 44% | 48%         | 48%                  | 50%                  | 40%      | 43%               | 53%                   | 46%           | 37%   | 55%   |
|                              |       | Y*                           | AC                           |     |             |                      | AG                   |          |                   | AJAK                  | AK            |       | **    |
| Net: Not very/at all excited | 53%   | 46%                          | 45%                          | 56% | 52%         | 52%                  | 50%                  | 60%      | 57%               | 47%                   | 54%           | 63%   | 45%   |
|                              |       | *                            |                              | AB  |             |                      |                      | AF       |                   | AI                    | AI            | AJ    | **    |

### Q3\_4. Best breakthrough performance (rookie/freshman performance)

|                              |      |     |     |     |     |     |     |            |     |      |     |     |     |
|------------------------------|------|-----|-----|-----|-----|-----|-----|------------|-----|------|-----|-----|-----|
| Unweighted base              | 1251 | 48  | 282 | 969 | 318 | 261 | 334 | 177        | 161 | 396  | 600 | 246 | 9   |
| <b>Base: All US adults</b>   | 1251 | 52  | 278 | 973 | 316 | 269 | 337 | 170        | 159 | 407  | 595 | 239 | 10  |
| Very excited                 | 20%  | 17% | 22% | 19% | 20% | 19% | 22% | 18%        | 16% | 22%  | 19% | 17% | 18% |
|                              |      | *   |     |     |     |     |     |            |     |      |     |     | **  |
| Somewhat excited             | 31%  | 34% | 35% | 29% | 31% | 33% | 31% | 23%        | 32% | 34%  | 29% | 27% | 37% |
|                              |      | *   |     |     |     | AG  | AG  |            |     |      |     |     | **  |
| Not very excited             | 16%  | 18% | 19% | 15% | 17% | 15% | 15% | 23%        | 11% | 17%  | 17% | 14% | -   |
|                              |      | *   |     |     |     |     |     | AE, AF, AH |     |      |     |     | **  |
| Not at all excited           | 34%  | 32% | 23% | 37% | 32% | 32% | 32% | 37%        | 41% | 27%  | 35% | 42% | 45% |
|                              |      | *   |     | AB  |     |     |     |            |     | AI   | AI  | AJ  | **  |
| Net: Very/somewhat excited   | 50%  | 51% | 58% | 48% | 51% | 53% | 54% | 41%        | 48% | 56%  | 49% | 44% | 55% |
|                              |      | *   | AC  |     | AG  | AG  | AG  |            |     | AJAK |     |     | **  |
| Net: Not very/at all excited | 50%  | 49% | 42% | 52% | 49% | 47% | 46% | 59%        | 52% | 44%  | 51% | 56% | 45% |
|                              |      | *   |     | AB  |     |     |     | AD, AE, AF |     | AI   | AI  |     | **  |

### Q3\_5. Best voice-over performance (animated films)

|                              |      |     |     |     |     |     |     |     |     |     |     |     |     |
|------------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base              | 1251 | 48  | 282 | 969 | 318 | 261 | 334 | 177 | 161 | 396 | 600 | 246 | 9   |
| <b>Base: All US adults</b>   | 1251 | 52  | 278 | 973 | 316 | 269 | 337 | 170 | 159 | 407 | 595 | 239 | 10  |
| Very excited                 | 18%  | 22% | 22% | 17% | 19% | 17% | 18% | 20% | 14% | 19% | 18% | 14% | 30% |
|                              |      | *   |     |     |     |     |     |     |     |     |     |     | **  |
| Somewhat excited             | 29%  | 25% | 34% | 28% | 29% | 29% | 31% | 24% | 31% | 32% | 29% | 26% | 18% |
|                              |      | *   | AC  |     |     |     |     |     |     |     |     |     | **  |
| Not very excited             | 18%  | 23% | 20% | 18% | 16% | 21% | 18% | 19% | 16% | 20% | 17% | 19% | 7%  |
|                              |      | *   |     |     |     |     |     |     |     |     |     |     | **  |
| Not at all excited           | 35%  | 30% | 24% | 38% | 35% | 33% | 33% | 37% | 39% | 30% | 36% | 41% | 45% |
|                              |      | *   |     | AB  |     |     |     |     |     | AI  | AI  |     | **  |
| Net: Very/somewhat excited   | 47%  | 47% | 56% | 44% | 49% | 45% | 49% | 44% | 45% | 51% | 47% | 40% | 48% |
|                              |      | *   | AC  |     |     |     |     |     |     | AK  |     |     | **  |
| Net: Not very/at all excited | 53%  | 53% | 44% | 56% | 51% | 55% | 51% | 56% | 55% | 49% | 53% | 60% | 52% |
|                              |      | *   |     | AB  |     |     |     |     |     | AI  | AI  |     | **  |

### Q3\_6. Best original movie soundtrack (a curated soundtrack of existing songs rather than Original Scores)

|                            |      |     |     |     |     |     |     |     |     |     |     |     |     |
|----------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base            | 1251 | 48  | 282 | 969 | 318 | 261 | 334 | 177 | 161 | 396 | 600 | 246 | 9   |
| <b>Base: All US adults</b> | 1251 | 52  | 278 | 973 | 316 | 269 | 337 | 170 | 159 | 407 | 595 | 239 | 10  |
| Very excited               | 16%  | 15% | 22% | 14% | 18% | 17% | 17% | 15% | 11% | 18% | 16% | 11% | 36% |
|                            |      | *   | AC  |     |     |     |     |     |     | AK  |     |     | **  |
| Somewhat excited           | 30%  | 21% | 33% | 29% | 30% | 28% | 31% | 26% | 32% | 32% | 30% | 26% | 18% |
|                            |      | *   |     |     |     |     |     |     |     |     |     |     | **  |
| Not very excited           | 18%  | 28% | 17% | 18% | 16% | 20% | 16% | 19% | 17% | 20% | 17% | 16% | -   |
|                            |      | V*  |     |     |     |     |     |     |     |     |     |     | **  |
| Not at all excited         | 37%  | 35% | 28% | 39% | 36% | 35% | 36% | 40% | 40% | 30% | 37% | 46% | 45% |

**YouGov Omnibus**  
**Oscars**

CUSTOM Sample: 11th - 12th February 2019



|                              | Gender |        | Generation             |                        |                   |                         |                               |  |       | Region    |         |       |      |
|------------------------------|--------|--------|------------------------|------------------------|-------------------|-------------------------|-------------------------------|--|-------|-----------|---------|-------|------|
|                              | Male   | Female | Gen Z (2000 and later) | Millennial (1982-1999) | Gen X (1965-1981) | Baby Boomer (1946-1964) | Silent Generation (1928-1945) | Pre-Silent Generation (1927 and earlier) | Other | Northeast | Midwest | South | West |
|                              | B      | A      | **                     | **                     | F.G               | D.E                     | D.E*                          | **                                       | **    |           |         |       |      |
| Net: Very/somewhat excited   | 46%    | 49%    | 79%                    | 52%                    | 48%               | 39%                     | 29%                           | -  | -     | 41%       | 42%     | 51%   | 44%  |
|                              |        | A      | **                     | F.G                    | F.G               | *                       | *                             | **                                       | **    |           |         | J.K   |      |
| Net: Not very/at all excited | 54%    | 51%    | 21%                    | 48%                    | 52%               | 61%                     | 71%                           | -  | -     | 59%       | 58%     | 49%   | 56%  |
|                              | B      |        | **                     |                        |                   | D.E                     | D.E*                          | **                                       | **    | L         | L       |       |      |

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E/F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U, V/W/X/Y/Z/AA, AB/AC, AD/AE/AF/AG/AH, AI/AJ/AK/AL, Minimum Base: 30 (\*\*), Small Base: 100 (\*))

**YouGov Omnibus**  
**Oscars**

CUSTOM Sample: 11th - 12th February 2019



|                              | Total | Race       |       |          |             | Education                   |                      |        |           | Marital Status |           |          |          |               |
|------------------------------|-------|------------|-------|----------|-------------|-----------------------------|----------------------|--------|-----------|----------------|-----------|----------|----------|---------------|
|                              |       | White      | Black | Hispanic | Other (NET) | No HS, High school graduate | Some college, 2-year | 4-year | Post Grad | Married        | Separated | Divorced | Widowed  | Never married |
| Net: Very/somewhat excited   | 46%   | O.P<br>41% | 65%   | 53%      | O*<br>42%   | 46%                         | 46%                  | 44%    | 42%       | Z<br>43%       | **<br>58% | 42%      | *<br>34% | 53%           |
| Net: Not very/at all excited | 54%   | N.Q<br>59% | 35%   | N<br>47% | *<br>58%    | 54%                         | 54%                  | 56%    | 58%       | **<br>57%      | **<br>42% | Z<br>58% | *<br>66% | V.X.Y<br>47%  |
|                              |       | O.P        |       |          | O*          |                             |                      |        |           | Z              | **        | Z        | Z*       |               |

Cell Contents (Col

**YouGov Omnibus**  
**Oscars**

CUSTOM Sample: 11th - 12th February 2019



|                              | Total | Children under the age of 18 |     | Income |             |                      |                      |          | Type of Area Lived in |       |               |       |       |
|------------------------------|-------|------------------------------|-----|--------|-------------|----------------------|----------------------|----------|-----------------------|-------|---------------|-------|-------|
|                              |       | Domestic / civil partnership | Yes | No     | Under \$30k | \$30,000 to \$49,999 | \$50,000 to \$99,999 | \$100k + | Prefer not to say     | Urban | Suburb / Town | Rural | Other |
| Net: Very/somewhat excited   | 46%   | *                            | 55% | 43%    | 48%         | 45%                  | 47%                  | 41%      | 43%                   | 50%   | 46%           | 38%   | 55%   |
|                              |       | *                            | AC  |        |             |                      |                      |          |                       | AK    | AK            |       | **    |
| Net: Not very/at all excited | 54%   | 64%                          | 45% | 57%    | 52%         | 55%                  | 53%                  | 59%      | 57%                   | 50%   | 54%           | 62%   | 45%   |
|                              |       | *                            | AB  |        |             |                      |                      |          |                       |       |               | AI,AJ | **    |

Cell Contents (Col