

**1. Care About Most**

Which of these awards shows do you care the most about?

|                                | Gender       |            |            | Age (4 category) |            |            |            | Race (4 category) |            |            |           |
|--------------------------------|--------------|------------|------------|------------------|------------|------------|------------|-------------------|------------|------------|-----------|
|                                | Total        | Male       | Female     | Under 30         | 30-44      | 45-64      | 65+        | White             | Black      | Hispanic   | Other     |
| The Grammys                    | 9%           | 8%         | 10%        | 18%              | 9%         | 7%         | 3%         | 8%                | 15%        | 16%        | 3%        |
| The Emmys                      | 2%           | 2%         | 2%         | 2%               | 1%         | 2%         | 2%         | 2%                | 3%         | 0%         | —         |
| The Oscars                     | 18%          | 17%        | 19%        | 18%              | 21%        | 16%        | 17%        | 17%               | 6%         | 19%        | 40%       |
| I don't care about any of them | 68%          | 71%        | 65%        | 61%              | 63%        | 72%        | 77%        | 72%               | 62%        | 61%        | 53%       |
| Not sure                       | 3%           | 2%         | 4%         | 1%               | 5%         | 4%         | 1%         | 1%                | 14%        | 4%         | 4%        |
| Totals (Unweighted N)          | 100% (1,000) | 100% (481) | 100% (519) | 100% (174)       | 100% (279) | 100% (390) | 100% (157) | 100% (684)        | 100% (121) | 100% (114) | 100% (81) |

|                                | Party ID (3 category) |            |             | Family Income (3 category) |             |            |                | Census Region     |            |            |            |            |
|--------------------------------|-----------------------|------------|-------------|----------------------------|-------------|------------|----------------|-------------------|------------|------------|------------|------------|
|                                | Total                 | Democrat   | Independent | Republican                 | Under \$50K | \$50-100K  | \$100K or more | Prefer not to say | Northeast  | Midwest    | South      | West       |
| The Grammys                    | 9%                    | 13%        | 6%          | 10%                        | 7%          | 11%        | 8%             | 16%               | 10%        | 6%         | 12%        | 5%         |
| The Emmys                      | 2%                    | 2%         | 1%          | 3%                         | 2%          | 1%         | 2%             | 2%                | 1%         | 2%         | 2%         | 2%         |
| The Oscars                     | 18%                   | 24%        | 15%         | 13%                        | 13%         | 25%        | 23%            | 16%               | 25%        | 19%        | 10%        | 25%        |
| I don't care about any of them | 68%                   | 57%        | 74%         | 74%                        | 73%         | 61%        | 66%            | 63%               | 60%        | 69%        | 72%        | 67%        |
| Not sure                       | 3%                    | 4%         | 4%          | 1%                         | 5%          | 1%         | 1%             | 3%                | 4%         | 4%         | 3%         | 1%         |
| Totals (Unweighted N)          | 100% (1,000)          | 100% (377) | 100% (387)  | 100% (236)                 | 100% (476)  | 100% (272) | 100% (123)     | 100% (129)        | 100% (167) | 100% (232) | 100% (372) | 100% (229) |

**2. Grammys**

Which best describes your feelings about the Grammys?

|                                   | Gender     |            | Age (4 category) |            |            |            | Race (4 category) |            |            |            |           |
|-----------------------------------|------------|------------|------------------|------------|------------|------------|-------------------|------------|------------|------------|-----------|
|                                   | Total      | Male       | Female           | Under 30   | 30-44      | 45-64      | 65+               | White      | Black      | Hispanic   | Other     |
| I watch more for the awards       | 8%         | 8%         | 9%               | 16%        | 8%         | 6%         | 5%                | 5%         | 10%        | 18%        | 19%       |
| I watch more for the performances | 17%        | 13%        | 21%              | 22%        | 24%        | 12%        | 13%               | 13%        | 30%        | 21%        | 28%       |
| I don't usually watch the Grammys | 72%        | 76%        | 69%              | 59%        | 65%        | 80%        | 82%               | 80%        | 58%        | 57%        | 52%       |
| Not sure                          | 2%         | 2%         | 2%               | 2%         | 4%         | 2%         | 0%                | 2%         | 2%         | 4%         | 2%        |
| Totals (Unweighted N)             | 100% (999) | 100% (481) | 100% (518)       | 100% (173) | 100% (279) | 100% (390) | 100% (157)        | 100% (684) | 100% (121) | 100% (113) | 100% (81) |

|                                   | Party ID (3 category) |            |             | Family Income (3 category) |             |            |                | Census Region     |            |            |            |            |
|-----------------------------------|-----------------------|------------|-------------|----------------------------|-------------|------------|----------------|-------------------|------------|------------|------------|------------|
|                                   | Total                 | Democrat   | Independent | Republican                 | Under \$50K | \$50-100K  | \$100K or more | Prefer not to say | Northeast  | Midwest    | South      | West       |
| I watch more for the awards       | 8%                    | 14%        | 5%          | 7%                         | 7%          | 9%         | 7%             | 12%               | 15%        | 6%         | 4%         | 12%        |
| I watch more for the performances | 17%                   | 23%        | 15%         | 13%                        | 17%         | 17%        | 16%            | 21%               | 18%        | 17%        | 19%        | 13%        |
| I don't usually watch the Grammys | 72%                   | 60%        | 79%         | 78%                        | 74%         | 72%        | 77%            | 60%               | 63%        | 75%        | 75%        | 73%        |
| Not sure                          | 2%                    | 3%         | 2%          | 2%                         | 1%          | 2%         | 1%             | 7%                | 3%         | 2%         | 2%         | 3%         |
| Totals (Unweighted N)             | 100% (999)            | 100% (376) | 100% (387)  | 100% (236)                 | 100% (476)  | 100% (272) | 100% (123)     | 100% (128)        | 100% (167) | 100% (232) | 100% (372) | 100% (228) |

**3. Likely to Buy**

If a musical artist won a Grammy, would you be:

|   | Gender     |            | Age (4 category) |            |            |            | Race (4 category) |            |            |            |           |
|---|------------|------------|------------------|------------|------------|------------|-------------------|------------|------------|------------|-----------|
|   | Total      | Male       | Female           | Under 30   | 30-44      | 45-64      | 65+               | White      | Black      | Hispanic   | Other     |
| More likely to buy their music                        | 8%         | 9%         | 7%               | 17%        | 9%         | 4%         | 3%                | 5%         | 8%         | 13%        | 24%       |
| Less likely to buy their music                        | 1%         | 2%         | 1%               | 1%         | 4%         | 1%         | 0%                | 1%         | 1%         | 6%         | 2%        |
| It wouldn't affect how likely I am to buy their music | 88%        | 87%        | 89%              | 76%        | 84%        | 94%        | 96%               | 93%        | 87%        | 78%        | 61%       |
| Not sure  | 3%         | 3%         | 3%               | 7%         | 2%         | 2%         | 1%                | 2%         | 5%         | 3%         | 13%       |
| Totals (Unweighted N)                                 | 100% (993) | 100% (475) | 100% (518)       | 100% (174) | 100% (277) | 100% (385) | 100% (157)        | 100% (678) | 100% (121) | 100% (113) | 100% (81) |

|   | Total      | Party ID (3 category) |             |            | Family Income (3 category) |            |                |                   | Census Region |            |            |            |
|---|------------|-----------------------|-------------|------------|----------------------------|------------|----------------|-------------------|---------------|------------|------------|------------|
|   |            | Democrat              | Independent | Republican | Under \$50K                | \$50-100K  | \$100K or more | Prefer not to say | Northeast     | Midwest    | South      | West       |
| More likely to buy their music                        | 8%         | 9%                    | 5%          | 11%        | 6%                         | 10%        | 12%            | 8%                | 7%            | 12%        | 7%         | 7%         |
| Less likely to buy their music                        | 1%         | 1%                    | 2%          | 1%         | 2%                         | 1%         | 1%             | —                 | 0%            | 2%         | 0%         | 3%         |
| It wouldn't affect how likely I am to buy their music | 88%        | 85%                   | 90%         | 89%        | 88%                        | 87%        | 87%            | 87%               | 90%           | 83%        | 91%        | 84%        |
| Not sure  | 3%         | 5%                    | 3%          | —          | 4%                         | 1%         | —              | 5%                | 2%            | 3%         | 2%         | 6%         |
| Totals (Unweighted N)                                 | 100% (993) | 100% (375)            | 100% (384)  | 100% (234) | 100% (473)                 | 100% (272) | 100% (121)     | 100% (127)        | 100% (165)    | 100% (232) | 100% (369) | 100% (227) |

**4. Best Music**

Do you think the Grammys:

|   | Total      | Gender     |            | Age (4 category) |            |            |            | Race (4 category) |            |            |           |
|---|------------|------------|------------|------------------|------------|------------|------------|-------------------|------------|------------|-----------|
|   |            | Male       | Female     | Under 30         | 30-44      | 45-64      | 65+        | White             | Black      | Hispanic   | Other     |
| Accurately represent the best music of the year       | 16%        | 15%        | 17%        | 25%              | 18%        | 12%        | 10%        | 11%               | 28%        | 27%        | 22%       |
| Don't accurately represent the best music of the year | 44%        | 48%        | 41%        | 38%              | 53%        | 45%        | 36%        | 45%               | 40%        | 42%        | 45%       |
| Not sure  | 40%        | 37%        | 43%        | 37%              | 29%        | 43%        | 54%        | 44%               | 32%        | 31%        | 33%       |
| Totals (Unweighted N)                                 | 100% (997) | 100% (479) | 100% (518) | 100% (173)       | 100% (278) | 100% (389) | 100% (157) | 100% (683)        | 100% (120) | 100% (114) | 100% (80) |

|   | Total      | Party ID (3 category) |             |            | Family Income (3 category) |            |                |                   | Census Region |            |            |            |
|---|------------|-----------------------|-------------|------------|----------------------------|------------|----------------|-------------------|---------------|------------|------------|------------|
|   |            | Democrat              | Independent | Republican | Under \$50K                | \$50-100K  | \$100K or more | Prefer not to say | Northeast     | Midwest    | South      | West       |
| Accurately represent the best music of the year       | 16%        | 20%                   | 15%         | 11%        | 18%                        | 10%        | 13%            | 22%               | 25%           | 12%        | 14%        | 15%        |
| Don't accurately represent the best music of the year | 44%        | 41%                   | 46%         | 45%        | 42%                        | 53%        | 35%            | 43%               | 40%           | 49%        | 44%        | 43%        |
| Not sure  | 40%        | 38%                   | 39%         | 44%        | 40%                        | 37%        | 51%            | 35%               | 35%           | 39%        | 42%        | 42%        |
| Totals (Unweighted N)                                 | 100% (997) | 100% (376)            | 100% (386)  | 100% (235) | 100% (475)                 | 100% (272) | 100% (122)     | 100% (128)        | 100% (166)    | 100% (230) | 100% (372) | 100% (229) |

**5. Target Audience**

Do you think the Grammys are mostly geared to:

|                                 | Total      | Gender     |            | Age (4 category) |            |            |            | Race (4 category) |            |            |           |
|---------------------------------|------------|------------|------------|------------------|------------|------------|------------|-------------------|------------|------------|-----------|
|                                 |            | Male       | Female     | Under 30         | 30-44      | 45-64      | 65+        | White             | Black      | Hispanic   | Other     |
| People who are older than you   | 5%         | 4%         | 5%         | 15%              | 5%         | 1%         | —          | 4%                | 3%         | 8%         | 6%        |
| People in your age group        | 7%         | 8%         | 7%         | 27%              | 6%         | 1%         | 0%         | 5%                | 4%         | 18%        | 18%       |
| People who are younger than you | 42%        | 43%        | 40%        | 11%              | 39%        | 50%        | 65%        | 46%               | 25%        | 36%        | 39%       |
| All ages equally                | 26%        | 21%        | 31%        | 25%              | 30%        | 29%        | 18%        | 23%               | 41%        | 34%        | 17%       |
| Not sure                        | 20%        | 23%        | 17%        | 22%              | 21%        | 20%        | 17%        | 22%               | 26%        | 4%         | 21%       |
| Totals (Unweighted N)           | 100% (998) | 100% (479) | 100% (519) | 100% (174)       | 100% (278) | 100% (390) | 100% (156) | 100% (683)        | 100% (121) | 100% (114) | 100% (80) |

|                                 | Total      | Party ID (3 category) |             |            | Family Income (3 category) |            |                |                   | Census Region |            |            |            |
|---------------------------------|------------|-----------------------|-------------|------------|----------------------------|------------|----------------|-------------------|---------------|------------|------------|------------|
|                                 |            | Democrat              | Independent | Republican | Under \$50K                | \$50-100K  | \$100K or more | Prefer not to say | Northeast     | Midwest    | South      | West       |
| People who are older than you   | 5%         | 4%                    | 6%          | 4%         | 6%                         | 5%         | 4%             | 2%                | 6%            | 4%         | 6%         | 4%         |
| People in your age group        | 7%         | 5%                    | 10%         | 7%         | 7%                         | 8%         | 7%             | 8%                | 11%           | 8%         | 6%         | 7%         |
| People who are younger than you | 42%        | 44%                   | 35%         | 50%        | 37%                        | 49%        | 46%            | 42%               | 31%           | 43%        | 41%        | 51%        |
| All ages equally                | 26%        | 34%                   | 23%         | 21%        | 29%                        | 24%        | 20%            | 25%               | 37%           | 24%        | 27%        | 17%        |
| Not sure                        | 20%        | 14%                   | 26%         | 18%        | 22%                        | 14%        | 23%            | 23%               | 16%           | 21%        | 21%        | 22%        |
| Totals (Unweighted N)           | 100% (998) | 100% (376)            | 100% (387)  | 100% (235) | 100% (475)                 | 100% (271) | 100% (123)     | 100% (129)        | 100% (167)    | 100% (232) | 100% (371) | 100% (228) |

|                               |   |
|-------------------------------|---|
| <b>Interviewing Dates</b>     | February 5 - 7, 2016  |
| <b>Target population</b>      | U.S. adults, aged 18 and over.  |
| <b>Sampling method</b>        | Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by age, gender, race, education, and region) was selected from the 2010 American Community Study. Voter registration was imputed from the November 2010 Current Population Survey Registration and Voting Supplement. Religion, minor party identification, and non-placement on an ideology scale, were imputed from the 2008 Pew Religion in American Life Survey. |
| <b>Weighting</b>              | The sample was weighted using propensity scores based on age, gender, race, education, voter registration, and non-placement on an ideology scale. The weights range from 0.011 to 6.145, with a mean of one and a standard deviation of 1.099.   |
| <b>Number of respondents</b>  | 1000  |
| <b>Margin of error</b>        | ± 4.6% (adjusted for weighting)   |
| <b>Survey mode</b>            | Web-based interviews  |
| <b>Questions not reported</b> | 20 questions not reported.  |