



## Oscars

Fieldwork Dates: 28th - 29th January 2020

Conducted by YouGov  
YouGov RealTime

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## **BACKGROUND**

This spreadsheet contains survey data collected and analysed by YouGov plc.

**Methodology:** This survey has been conducted using an online interview administered to members of the YouGov Plc panel of individuals who have agreed to take part in surveys. Emails are sent to panelists 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 email [uspress@yougov.com](mailto:uspress@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 1314 adults. Fieldwork was undertaken between 28th - 29th January 2020. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

- 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 RealTime

## Oscars

US\_nat\_int Sample: 28th - 29th January 2020



| 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 | White |
|       | A      | B      | C                      | D                      | E                 | F                       | G                             | H  | I     | J         | K       | L     | M    | N     |

KYO\_Q1. The Oscars are scheduled to happen on February 9th this year. Are you planning on watching the Oscars this year? Please select the option that best applies.

|  |      |     |     |     |     |     |     |     |   |   |     |     |     |     |     |
|--|------|-----|-----|-----|-----|-----|-----|-----|---|---|-----|-----|-----|-----|-----|
| Unweighted base  | 1314 | 622 | 692 | 50  | 427 | 308 | 461 | 68  | - | - | 263 | 269 | 508 | 274 | 865 |
| <b>Base: All US Adults</b>   | 1314 | 638 | 676 | 49  | 420 | 299 | 472 | 75  | - | - | 234 | 276 | 494 | 310 | 865 |
| Yes, I'm planning to watch all of it   | 12%  | 11% | 13% | 11% | 15% | 11% | 11% | 7%  | - | - | 14% | 10% | 11% | 14% | 11% |
| Yes, I'm planning to watch some of it  | 14%  | 13% | 16% | 19% | 12% | 16% | 16% | 14% | - | - | 18% | 11% | 15% | 15% | 13% |
| No, I'm not planning to watch any of it, but I will be following the events on social media  | 10%  | 9%  | 10% | 20% | 16% | 10% | 3%  | 3%  | - | - | 7%  | 9%  | 9%  | 14% | 8%  |
| No, I'm not planning to watch any of it, and I won't be following the events on social media | 56%  | 61% | 52% | 38% | 47% | 57% | 64% | 68% | - | - | 55% | 60% | 57% | 53% | 63% |
| Don't know   | 8%   | 7%  | 8%  | 12% | 10% | 7%  | 6%  | 7%  | - | - | 6%  | 11% | 8%  | 5%  | 6%  |

KYO\_Q2. Which, if any, of the following social media channels will you likely be using to follow the Oscars? Please select all that apply.

|   |     |     |     |     |     |     |     |     |   |   |     |     |     |     |     |
|---|-----|-----|-----|-----|-----|-----|-----|-----|---|---|-----|-----|-----|-----|-----|
| Unweighted base   | 478 | 204 | 274 | 24  | 182 | 115 | 139 | 18  | - | - | 102 | 81  | 176 | 119 | 273 |
| <b>Base: All US Adults planning on watching the Oscars, or planning to follow the Oscars on social media.</b> | 473 | 205 | 268 | 24  | 181 | 109 | 140 | 18  | - | - | 90  | 82  | 171 | 131 | 272 |
| Twitter   | 29% | 37% | 24% | 58% | 45% | 27% | 9%  | 9%  | - | - | 34% | 27% | 27% | 30% | 28% |
| Facebook  | 40% | 40% | 40% | 36% | 38% | 54% | 35% | 20% | - | - | 50% | 40% | 40% | 33% | 41% |
| Instagram   | 28% | 26% | 29% | 63% | 37% | 30% | 11% | 5%  | - | - | 29% | 23% | 28% | 30% | 21% |
| TikTok  | 4%  | 6%  | 3%  | 5%  | 9%  | 2%  | -   | -   | - | - | 5%  | 2%  | 4%  | 6%  | 5%  |
| Snapchat  | 9%  | 10% | 8%  | 32% | 14% | 6%  | -   | -   | - | - | 8%  | 6%  | 8%  | 12% | 4%  |
| Pinterest   | 9%  | 8%  | 9%  | 9%  | 11% | 11% | 4%  | 5%  | - | - | 8%  | 7%  | 9%  | 10% | 8%  |
| YouTube   | 27% | 32% | 23% | 49% | 36% | 31% | 12% | 9%  | - | - | 33% | 21% | 24% | 31% | 21% |
| Tumblr  | 5%  | 8%  | 3%  | 9%  | 10% | 4%  | -   | -   | - | - | 4%  | 6%  | 4%  | 6%  | 3%  |
| Other   | 3%  | 4%  | 2%  | -   | 1%  | 4%  | 3%  | 16% | - | - | 3%  | 1%  | 4%  | 1%  | 2%  |
| Don't know  | 5%  | 2%  | 7%  | 4%  | 6%  | 2%  | 4%  | 17% | - | - | 2%  | 7%  | 5%  | 4%  | 5%  |
| None of these - I won't be using any social media platforms to follow the Oscars                              | 26% | 22% | 29% | -   | 8%  | 21% | 55% | 52% | - | - | 26% | 28% | 24% | 27% | 31% |

KYO\_Q3. For this question, by "Academy voters" we mean members of the Academy of Motion Picture Arts and Sciences and who vote to decide which films/individuals win Academy Awards/Oscars. Which, if any, of the following, comes closest to your views on diversity (in terms of race, nationality and/or gender) within the Oscars?

|                            |      |     |     |    |     |     |     |    |   |   |     |     |     |     |     |
|----------------------------|------|-----|-----|----|-----|-----|-----|----|---|---|-----|-----|-----|-----|-----|
| Unweighted base            | 1314 | 622 | 692 | 50 | 427 | 308 | 461 | 68 | - | - | 263 | 269 | 508 | 274 | 865 |
| <b>Base: All US Adults</b> | 1314 | 638 | 676 | 49 | 420 | 299 | 472 | 75 | - | - | 234 | 276 | 494 | 310 | 865 |

# YouGov RealTime

## Oscars

US\_nat\_int Sample: 28th - 29th January 2020



| Total | Race  |          |             | Education                   |                      |        |           | Marital Status |                   |   |  |                        |        |          |
|-------|-------|----------|-------------|-----------------------------|----------------------|--------|-----------|----------------|-------------------|---|--|------------------------|--------|----------|
|       | Black | Hispanic | Other (NET) | No HS, High school graduate | Some college, 2-year | 4-year | Post Grad | Married        | Civil Partnership | Living together, not married or civil partnership | In a relationship, not living together | NET: In a relationship | Single | Divorced |
|       | O     | P        | Q           | R                           | S                    | T      | U         | V              | W                 | X   | Y                                      | Z                      | AA     | AB       |

**KYO\_Q1.** The Oscars are scheduled to happen on February 9th this year. Are you planning on watching the Oscars this year? Please select the option that best applies.

|  |      |     |     |     |     |     |     |       |     |     |     |       |     |        |     |
|--|------|-----|-----|-----|-----|-----|-----|-------|-----|-----|-----|-------|-----|--------|-----|
| Unweighted base  | 1314 | 161 | 197 | 91  | 511 | 429 | 238 | 136   | 582 | 31  | 85  | 36    | 734 | 368    | 109 |
| <b>Base: All US Adults</b>   | 1314 | 157 | 202 | 90  | 532 | 408 | 237 | 137   | 583 | 29  | 89  | 36    | 735 | 359    | 116 |
| Yes, I'm planning to watch all of it   | 12%  | 14% | 16% | 7%  | 10% | 11% | 13% | 22%   | 13% | 19% | 18% | 9%    | 13% | 10%    | 8%  |
|  |      |     |     | *   |     |     |     | R,S,T |     | **  | AA* | *     |     |        | *   |
| Yes, I'm planning to watch some of it  | 14%  | 24% | 16% | 12% | 13% | 13% | 18% | 16%   | 16% | 20% | 10% | 11%   | 15% | 12%    | 17% |
|  |      | N,Q | *   |     |     |     |     |       | **  | *   | *   | *     |     |        | *   |
| No, I'm not planning to watch any of it, but I will be following the events on social media  | 10%  | 12% | 14% | 15% | 8%  | 12% | 10% | 8%    | 7%  | 18% | 8%  | 17%   | 8%  | 15%    | 1%  |
|  |      |     | N   | N*  |     | R   |     |       | AB  | **  | AB* | V,AB* | AB  | V,Z,AB | *   |
| No, I'm not planning to watch any of it, and I won't be following the events on social media | 56%  | 37% | 45% | 54% | 60% | 56% | 52% | 51%   | 60% | 36% | 54% | 58%   | 58% | 54%    | 65% |
|  |      |     |     | O*  |     |     |     |       |     | **  | *   | *     |     |        | AA* |
| Don't know   | 8%   | 14% | 10% | 11% | 9%  | 7%  | 7%  | 3%    | 5%  | 6%  | 10% | 5%    | 5%  | 9%     | 8%  |
|  |      | N   | *   |     | U   |     |     |       |     | **  | *   | *     |     | V,Z    | *   |

**KYO\_Q2.** Which, if any, of the following social media channels will you likely be using to follow the Oscars? Please select all that apply.

|   |     |     |     |     |     |     |     |      |     |     |     |     |     |     |     |
|---|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base   | 478 | 79  | 94  | 32  | 156 | 161 | 97  | 64   | 210 | 18  | 33  | 13  | 274 | 137 | 29  |
| <b>Base: All US Adults planning on watching the Oscars, or planning to follow the Oscars on social media.</b> | 473 | 77  | 93  | 32  | 163 | 151 | 97  | 63   | 207 | 17  | 32  | 13  | 268 | 135 | 31  |
| Twitter   | 29% | 28% | 35% | 21% | 27% | 29% | 34% | 27%  | 26% | 31% | 39% | 30% | 28% | 40% | 21% |
|   |     | *   | *   | *   |     |     | *   | *    |     | **  | *   | **  |     | V,Z | **  |
| Facebook  | 40% | 40% | 41% | 30% | 39% | 37% | 46% | 42%  | 44% | 43% | 48% | 46% | 44% | 37% | 44% |
|   |     | *   | *   | *   |     |     | *   | *    |     | **  | *   | **  |     | **  | **  |
| Instagram   | 28% | 38% | 37% | 34% | 27% | 26% | 29% | 32%  | 26% | 35% | 28% | 62% | 28% | 29% | 31% |
|   |     | N*  | N*  | *   |     |     | *   | *    |     | **  | *   | **  |     | **  | **  |
| TikTok  | 4%  | 3%  | 3%  | 6%  | 6%  | -   | 2%  | 13%  | 4%  | 7%  | -   | 8%  | 4%  | 7%  | -   |
|   |     | *   | *   | *   | S   |     | *   | S,T* |     | **  | *   | **  |     | **  | **  |
| Snapchat  | 9%  | 10% | 20% | 15% | 10% | 10% | 4%  | 8%   | 8%  | 31% | 10% | 8%  | 10% | 8%  | 3%  |
|   |     | N*  | N*  | N*  |     |     | *   | *    |     | **  | *   | **  |     | **  | **  |
| Pinterest   | 9%  | 7%  | 12% | 13% | 10% | 6%  | 9%  | 11%  | 10% | 16% | 5%  | -   | 9%  | 10% | 3%  |
|   |     | *   | *   | *   |     |     | *   | *    |     | **  | *   | **  |     | **  | **  |
| YouTube   | 27% | 41% | 31% | 33% | 31% | 24% | 25% | 30%  | 27% | 64% | 30% | 32% | 30% | 29% | 10% |
|   |     | N*  | *   | *   |     |     | *   | *    |     | **  | *   | **  |     | **  | **  |
| Tumblr  | 5%  | 9%  | 9%  | -   | 7%  | 5%  | 3%  | 5%   | 2%  | 16% | -   | 15% | 4%  | 7%  | 7%  |
|   |     | N*  | N*  | *   |     |     | *   | *    |     | **  | *   | **  |     | V   | **  |
| Other   | 3%  | 7%  | 1%  | -   | 3%  | 4%  | -   | 3%   | 4%  | -   | 3%  | -   | 3%  | 3%  | -   |
|   |     | N*  | *   | *   |     |     | *   | *    |     | **  | *   | **  |     | **  | **  |
| Don't know  | 5%  | 6%  | 3%  | 3%  | 8%  | 2%  | 2%  | 4%   | 2%  | -   | 3%  | -   | 2%  | 5%  | 4%  |
|   |     | *   | *   | *   | S   |     | *   | *    |     | **  | *   | **  |     | **  | **  |
| None of these - I won't be using any social media platforms to follow the Oscars                              | 26% | 18% | 18% | 27% | 21% | 27% | 29% | 33%  | 33% | 4%  | 18% | 8%  | 28% | 15% | 45% |
|   |     | *   | *   | *   |     |     | *   | *    | AA  | **  | *   | **  | AA  |     | **  |

**KYO\_Q3.** For this question, by "Academy voters" we mean members of the Academy of Motion Picture Arts and Sciences and who vote to decide which films/individuals win Academy Awards/Oscars. Which, if any, of the following, comes closest to your views on diversity (in terms of race, nationality and/or gender) within the Oscars?

|                            |      |     |     |    |     |     |     |     |     |    |    |    |     |     |     |
|----------------------------|------|-----|-----|----|-----|-----|-----|-----|-----|----|----|----|-----|-----|-----|
| Unweighted base            | 1314 | 161 | 197 | 91 | 511 | 429 | 238 | 136 | 582 | 31 | 85 | 36 | 734 | 368 | 109 |
| <b>Base: All US Adults</b> | 1314 | 157 | 202 | 90 | 532 | 408 | 237 | 137 | 583 | 29 | 89 | 36 | 735 | 359 | 116 |

**YouGov RealTime**  
**Oscars**

US\_nat\_int Sample: 28th - 29th January 2020



| Total | Parent or guardian of any children |           |       |                   |                 | Income     |              |                         |                                |             | Urban |                |        |                                |
|-------|------------------------------------|-----------|-------|-------------------|-----------------|------------|--------------|-------------------------|--------------------------------|-------------|-------|----------------|--------|--------------------------------|
|       | Widowed                            | Separated | Other | Prefer not to say | Younger than 18 | 18 or over | NET: Any age | Not a parent / guardian | Don't know / Prefer not to say | Under \$40k |       | \$40k to \$80k | \$80k+ | Don't know / Prefer not to say |
|       | AC                                 | AD        | AE    | AF                | AG              | AH         | AI           | AJ                      | AK                             | AL          |       | AM             | AN     | AO                             |

**KY0\_Q1.** The Oscars are scheduled to happen on February 9th this year. Are you planning on watching the Oscars this year? Please select the option that best applies.

|  |      |      |     |     |     |     |     |     |     |              |       |     |     |       |     |
|--|------|------|-----|-----|-----|-----|-----|-----|-----|--------------|-------|-----|-----|-------|-----|
| Unweighted base  | 1314 | 51   | 19  | 3   | 30  | 319 | 438 | 714 | 559 | 41           | 444   | 392 | 280 | 198   | 444 |
| <b>Base: All US Adults</b>   | 1314 | 50   | 19  | 3   | 31  | 314 | 442 | 714 | 558 | 42           | 443   | 396 | 275 | 200   | 445 |
| Yes, I'm planning to watch all of it   | 12%  | 14%  | 7%  | 34% | 14% | 20% | 8%  | 13% | 11% | 6%           | 12%   | 11% | 15% | 11%   | 16% |
| Yes, I'm planning to watch some of it  | 14%  | 17%  | 16% | -   | 10% | 15% | 16% | 15% | 14% | 9%           | 14%   | 16% | 15% | 11%   | 15% |
| No, I'm not planning to watch any of it, but I will be following the events on social media  | 10%  | 5%   | 14% | 34% | 14% | 11% | 5%  | 7%  | 13% | 7%           | 10%   | 10% | 9%  | 9%    | 12% |
| No, I'm not planning to watch any of it, and I won't be following the events on social media | 56%  | 50%  | 63% | -   | 28% | 49% | 63% | 58% | 57% | 34%          | 55%   | 59% | 56% | 56%   | 49% |
| Don't know   | 8%   | 13%  | -   | 32% | 34% | 6%  | 8%  | 7%  | 5%  | 43%          | 10%   | 5%  | 4%  | 13%   | 8%  |
|  |      | V.Z* | **  | **  | **  |     |     |     |     | AG.AH.AI.AJ* | AM.AN |     |     | AM.AN |     |

**KY0\_Q2.** Which, if any, of the following social media channels will you likely be using to follow the Oscars? Please select all that apply.

|   |     |     |     |     |     |     |          |     |     |     |     |     |     |     |     |
|---|-----|-----|-----|-----|-----|-----|----------|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base   | 478 | 19  | 7   | 2   | 10  | 150 | 134      | 263 | 207 | 8   | 161 | 145 | 114 | 58  | 195 |
| <b>Base: All US Adults planning on watching the Oscars, or planning to follow the Oscars on social media.</b> | 473 | 18  | 7   | 2   | 12  | 144 | 129      | 253 | 211 | 9   | 159 | 145 | 109 | 60  | 190 |
| Twitter   | 29% | 9%  | -   | -   | 9%  | 36% | 14%      | 26% | 34% | 28% | 28% | 32% | 33% | 20% | 33% |
| Facebook  | 40% | 35% | 13% | -   | 56% | 56% | 33%      | 45% | 35% | 10% | 40% | 43% | 40% | 32% | 39% |
| Instagram   | 28% | 10% | -   | -   | 34% | 36% | 17%      | 26% | 30% | 9%  | 26% | 29% | 29% | 26% | 34% |
| TikTok  | 4%  | -   | -   | -   | 8%  | 7%  | 2%       | 5%  | 3%  | 9%  | 5%  | 2%  | 7%  | 3%  | 6%  |
| Snapchat  | 9%  | -   | -   | -   | 26% | 11% | 5%       | 8%  | 9%  | 20% | 12% | 4%  | 13% | 5%  | 12% |
| Pinterest   | 9%  | 5%  | -   | 50% | -   | 16% | 8%       | 13% | 4%  | -   | 11% | 6%  | 13% | 1%  | 10% |
| YouTube   | 27% | 14% | -   | -   | 43% | 42% | 20%      | 31% | 23% | 30% | 33% | 21% | 33% | 18% | 35% |
| Tumblr  | 5%  | -   | 15% | 50% | 10% | 6%  | 4%       | 4%  | 6%  | 9%  | 7%  | 4%  | 6%  | 1%  | 6%  |
| Other   | 3%  | -   | -   | -   | -   | 1%  | 3%       | 2%  | 4%  | -   | 3%  | 2%  | 4%  | 1%  | 2%  |
| Don't know  | 5%  | 17% | 10% | -   | 29% | 3%  | 5%       | 4%  | 4%  | 27% | 5%  | 4%  | 1%  | 11% | 4%  |
| None of these - I won't be using any social media platforms to follow the Oscars                              | 26% | 48% | 62% | -   | 10% | 10% | 49%      | 29% | 23% | 25% | 23% | 25% | 28% | 33% | 21% |
|   |     | **  | **  | **  | **  |     | AG.AI.AJ | AG  | AG  | **  |     |     |     | *   |     |

**KY0\_Q3.** For this question, by "Academy voters" we mean members of the Academy of Motion Picture Arts and Sciences and who vote to decide which films/individuals win Academy Awards/Oscars. Which, if any, of the following, comes closest to your views on diversity (in terms of race, nationality and/or gender) within the Oscars?

|                            |      |    |    |   |    |     |     |     |     |    |     |     |     |     |     |
|----------------------------|------|----|----|---|----|-----|-----|-----|-----|----|-----|-----|-----|-----|-----|
| Unweighted base            | 1314 | 51 | 19 | 3 | 30 | 319 | 438 | 714 | 559 | 41 | 444 | 392 | 280 | 198 | 444 |
| <b>Base: All US Adults</b> | 1314 | 50 | 19 | 3 | 31 | 314 | 442 | 714 | 558 | 42 | 443 | 396 | 275 | 200 | 445 |

# YouGov RealTime

## Oscars

US\_nat\_int Sample: 28th - 29th January 2020



| Total | Type of Area Lived in |       |       |
|-------|-----------------------|-------|-------|
|       | Suburban/<br>Town     | Rural | Other |
|       | AQ                    | AR    | AS    |

KYO\_Q1. The Oscars are scheduled to happen on February 9th this year. Are you planning on watching the Oscars this year? Please select the option that best applies.

|  | Unweighted base | 639 | 223   | 8   |
|--|-----------------|-----|-------|-----|
| <b>Base: All US Adults</b>   | 1314            | 635 | 225   | 8   |
| Yes, I'm planning to watch all of it   | 12%             | 12% | 4%    | 12% |
|  |                 | AR  |       | **  |
| Yes, I'm planning to watch some of it  | 14%             | 16% | 9%    | 15% |
|  |                 | AR  |       | **  |
| No, I'm not planning to watch any of it, but I will be following the events on social media  | 10%             | 9%  | 8%    | -   |
|  |                 |     |       | **  |
| No, I'm not planning to watch any of it, and I won't be following the events on social media | 56%             | 56% | 72%   | 49% |
|  |                 | AP  | AP_AQ | **  |
| Don't know   | 8%              | 7%  | 8%    | 24% |
|  |                 |     |       | **  |

KYO\_Q2. Which, if any, of the following social media channels will you likely be using to follow the Oscars? Please select all that apply.

|   | Unweighted base | 235 | 46  | 2   |
|---|-----------------|-----|-----|-----|
| <b>Base: All US Adults planning on watching the Oscars, or planning to follow the Oscars on social media.</b> | 478             | 236 | 46  | 2   |
| Twitter   | 29%             | 28% | 20% | -   |
|   |                 |     | *   | **  |
| Facebook  | 40%             | 42% | 38% | -   |
|   |                 |     | *   | **  |
| Instagram   | 28%             | 25% | 16% | 45% |
|   |                 |     | *   | **  |
| TikTok  | 4%              | 3%  | 2%  | 45% |
|   |                 |     | *   | **  |
| Snapchat  | 9%              | 6%  | 8%  | -   |
|   |                 |     | *   | **  |
| Pinterest   | 9%              | 8%  | 10% | -   |
|   |                 |     | *   | **  |
| YouTube   | 27%             | 23% | 17% | 45% |
|   |                 |     | *   | **  |
| Tumblr  | 5%              | 4%  | 2%  | 45% |
|   |                 |     | *   | **  |
| Other   | 3%              | 3%  | 2%  | -   |
|   |                 |     | *   | **  |
| Don't know  | 5%              | 4%  | 11% | -   |
|   |                 |     | *   | **  |
| None of these - I won't be using any social media platforms to follow the Oscars                              | 26%             | 30% | 26% | 55% |
|   |                 | AP  | *   | **  |

KYO\_Q3. For this question, by "Academy voters" we mean members of the Academy of Motion Picture Arts and Sciences and who vote to decide which films/individuals win Academy Awards/Oscars. Which, if any, of the following, comes closest to your views on diversity (in terms of race, nationality and/or gender) within the Oscars?

|                            | Unweighted base | 639 | 223 | 8 |
|----------------------------|-----------------|-----|-----|---|
| <b>Base: All US Adults</b> | 1314            | 635 | 225 | 8 |

**YouGov RealTime**  
**Oscars**

US\_nat\_int Sample: 28th - 29th January 2020



| 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 | White |     |
| Academy voters should consider diversity in matters of art (i.e., they should actively work to nominate a diverse slate of films and actors for the awards) | 35%    | 28%    | 41%                    | 32%                    | 42%               | 34%                     | 31%                           | 27%                                      | -     | -         | 38%     | 30%   | 35%  | 37%   | 30% |
|   |        | A      | *                      | E.F.G                  |                   |                         |                               | *  | **    | **        |         |       |      |       |     |
| Academy voters should not consider diversity in matters of art (i.e., they shouldn't actively work to nominate a diverse slate of films)                    | 34%    | 43%    | 25%                    | 29%                    | 27%               | 34%                     | 38%                           | 46%                                      | -     | -         | 31%     | 38%   | 31%  | 37%   | 39% |
|   |        | B      | *                      |                        |                   | D                       | D                             | D*                                       | **    | **        |         |       |      |       | O.P |
| Don't know  | 32%    | 29%    | 34%                    | 39%                    | 31%               | 32%                     | 31%                           | 27%                                      | -     | -         | 31%     | 33%   | 35%  | 27%   | 31% |
|   |        | A      | *                      |                        |                   |                         |                               | *  | **    | **        |         |       | M    |       |     |

**KYC\_Q4.** Based on what you have read/heard recently, do you believe the Oscars do or do not have a "diversity problem" (i.e., the nominees this year are not sufficiently diverse in terms of race, nationality and/or gender)?

|   |      |     |     |     |     |     |     |     |    |    |     |     |     |     |     |
|---|------|-----|-----|-----|-----|-----|-----|-----|----|----|-----|-----|-----|-----|-----|
| Unweighted base   | 1314 | 622 | 692 | 50  | 427 | 308 | 461 | 68  | -  | -  | 263 | 269 | 508 | 274 | 865 |
| <b>Base: All US Adults</b>  | 1314 | 638 | 676 | 49  | 420 | 299 | 472 | 75  | -  | -  | 234 | 276 | 494 | 310 | 865 |
| The Oscars have a diversity problem   | 32%  | 27% | 37% | 17% | 37% | 32% | 32% | 17% | *  | ** | 32% | 27% | 33% | 35% | 29% |
|   |      | A   | *   | C.G | C.G | C.G |     | *   | ** | ** |     |     |     |     |     |
| The Oscars do not have a diversity problem  | 22%  | 28% | 17% | 31% | 20% | 21% | 23% | 29% | -  | -  | 25% | 23% | 20% | 24% | 24% |
|   |      | B   | *   |     |     |     |     | *   | ** | ** |     |     |     |     | O   |
| Not applicable- I have not read/heard anything about the Oscars recently as it relates to diversity | 28%  | 28% | 29% | 37% | 24% | 30% | 29% | 39% | -  | -  | 27% | 30% | 30% | 26% | 31% |
|   |      |     | *   |     |     |     |     | D*  | ** | ** |     |     |     |     | O   |
| Don't know  | 17%  | 17% | 17% | 16% | 19% | 17% | 16% | 14% | -  | -  | 16% | 21% | 17% | 16% | 16% |
|   |      |     | *   |     |     |     |     | *   | ** | ** |     |     |     |     |     |

**KYO\_Q5.** This year, all of the nominees for Best Director are men. Do you think this is a result of a lack of diversity in the nominating process or do you think the best directors of the year happened to all be men?

|   |      |     |     |     |     |     |     |     |    |    |     |     |     |     |     |
|---|------|-----|-----|-----|-----|-----|-----|-----|----|----|-----|-----|-----|-----|-----|
| Unweighted base   | 1314 | 622 | 692 | 50  | 427 | 308 | 461 | 68  | -  | -  | 263 | 269 | 508 | 274 | 865 |
| <b>Base: All US Adults</b>                                | 1314 | 638 | 676 | 49  | 420 | 299 | 472 | 75  | -  | -  | 234 | 276 | 494 | 310 | 865 |
| Result of the lack of diversity in the nominating process | 26%  | 21% | 31% | 25% | 31% | 24% | 25% | 21% | *  | ** | 27% | 19% | 28% | 30% | 22% |
|   |      | A   | *   | E.F | E.F |     |     | *   | ** | ** | K   |     | K   | K   |     |
| The best directors of the year happened to all be men     | 36%  | 44% | 29% | 38% | 27% | 39% | 41% | 46% | -  | -  | 39% | 42% | 33% | 34% | 40% |
|   |      | B   | *   |     |     | D   | D   | D*  | ** | ** |     |     | L   |     | O.P |
| Other   | 6%   | 7%  | 6%  | 10% | 7%  | 6%  | 5%  | 8%  | -  | -  | 5%  | 9%  | 5%  | 8%  | 7%  |
|   |      |     | *   |     |     |     |     | *   | ** | ** |     |     | L   |     |     |
| Don't know  | 31%  | 28% | 35% | 28% | 35% | 31% | 30% | 26% | -  | -  | 30% | 30% | 35% | 28% | 31% |
|   |      |     | A   | *   |     |     |     | *   | ** | ** |     |     |     |     |     |

**KYO\_Q6.** In general, how appropriate or inappropriate do you think it is for Oscar winners and/or hosts to discuss politics during the show?

|                            |      |     |          |       |     |     |       |        |    |    |     |     |     |     |       |
|----------------------------|------|-----|----------|-------|-----|-----|-------|--------|----|----|-----|-----|-----|-----|-------|
| Unweighted base            | 1314 | 622 | 692      | 50    | 427 | 308 | 461   | 68     | -  | -  | 263 | 269 | 508 | 274 | 865   |
| <b>Base: All US Adults</b> | 1314 | 638 | 676      | 49    | 420 | 299 | 472   | 75     | -  | -  | 234 | 276 | 494 | 310 | 865   |
| Very appropriate           | 13%  | 12% | 14%      | 4%    | 15% | 17% | 10%   | 7%     | -  | -  | 13% | 12% | 13% | 13% | 12%   |
|                            |      |     | *        | C.F   | C.F |     |       | *      | ** | ** |     |     |     |     |       |
| Somewhat appropriate       | 21%  | 20% | 22%      | 40%   | 26% | 18% | 17%   | 18%    | *  | ** | 25% | 18% | 20% | 22% | 20%   |
|                            |      |     | D.E.F.G* | E.F   | E.F |     |       | *      | ** | ** | K   |     |     |     |       |
| Somewhat inappropriate     | 15%  | 16% | 14%      | 25%   | 19% | 18% | 10%   | 7%     | -  | -  | 14% | 14% | 16% | 16% | 14%   |
|                            |      |     | F.G*     | F.G   | F.G |     |       | *      | ** | ** |     |     |     |     |       |
| Very inappropriate         | 37%  | 39% | 34%      | 11%   | 18% | 34% | 53%   | 64%    | -  | -  | 35% | 42% | 35% | 35% | 43%   |
|                            |      |     | *        |       |     | C.D | C.D.E | C.D.E* | ** | ** |     |     |     |     | O.P.Q |
| Don't know                 | 15%  | 14% | 16%      | 20%   | 22% | 13% | 11%   | 4%     | -  | -  | 13% | 15% | 16% | 14% | 11%   |
|                            |      |     | F.G*     | E.F.G | G   |     |       | *      | ** | ** |     |     |     |     |       |

**KYO\_Q7.** Do you think this year's Oscars ceremony will be more or less political than recent years (i.e., since 2016)?

|                            |      |     |     |    |     |     |     |    |   |   |     |     |     |     |     |
|----------------------------|------|-----|-----|----|-----|-----|-----|----|---|---|-----|-----|-----|-----|-----|
| Unweighted base            | 1314 | 622 | 692 | 50 | 427 | 308 | 461 | 68 | - | - | 263 | 269 | 508 | 274 | 865 |
| <b>Base: All US Adults</b> | 1314 | 638 | 676 | 49 | 420 | 299 | 472 | 75 | - | - | 234 | 276 | 494 | 310 | 865 |

# YouGov RealTime

## Oscars

US\_nat\_int Sample: 28th - 29th January 2020



| Total   | Race  |          |             | Education                   |                      |        |           | Marital Status |                   |   |  |                        |        |          |     |
|---|-------|----------|-------------|-----------------------------|----------------------|--------|-----------|----------------|-------------------|---|--|------------------------|--------|----------|-----|
|   | Black | Hispanic | Other (NET) | No HS, High school graduate | Some college, 2-year | 4-year | Post Grad | Married        | Civil Partnership | Living together, not married or civil partnership | In a relationship, not living together | NET: In a relationship | Single | Divorced |     |
| Academy voters should consider diversity in matters of art (i.e., they should actively work to nominate a diverse slate of films and actors for the awards) | 35%   | 58%      | 39%         | 31%                         | 27%                  | 37%    | 41%       | 47%            | 31%               | 41%   | 43%                                    | 41%                    | 33%    | 36%      | 42% |
|   | N.P.Q | N        | *           |                             | R                    | R      | R.S       |                | **                | V.Z*  | *                                      | V                      |        | V*       |     |
| Academy voters should not consider diversity in matters of art (i.e., they shouldn't actively work to nominate a diverse slate of films)                    | 34%   | 12%      | 25%         | 37%                         | 32%                  | 36%    | 35%       | 34%            | 38%               | 22%   | 24%                                    | 34%                    | 36%    | 32%      | 29% |
|   |       | O        | O*          |                             |                      |        |           | X.Z.AA         | **                | *   | *                                      | X                      |        | *        |     |
| Don't know  | 32%   | 30%      | 36%         | 32%                         | 41%                  | 28%    | 24%       | 19%            | 31%               | 36%   | 32%                                    | 25%                    | 31%    | 32%      | 30% |
|   |       |          | *           | S.T.U                       | U                    |        |           |                | **                | *   | *                                      | *                      |        | *        |     |

KYC\_Q4. Based on what you have read/heard recently, do you believe the Oscars do or do not have a "diversity problem" (i.e., the nominees this year are not sufficiently diverse in terms of race, nationality and/or gender)?

|   |      |       |     |     |     |     |     |     |     |     |               |     |     |     |     |
|---|------|-------|-----|-----|-----|-----|-----|-----|-----|-----|---------------|-----|-----|-----|-----|
| Unweighted base   | 1314 | 161   | 197 | 91  | 511 | 429 | 238 | 136 | 582 | 31  | 85            | 36  | 734 | 368 | 109 |
| <b>Base: All US Adults</b>  | 1314 | 157   | 202 | 90  | 532 | 408 | 237 | 137 | 583 | 29  | 89            | 36  | 735 | 359 | 116 |
| The Oscars have a diversity problem   | 32%  | 55%   | 30% | 33% | 21% | 33% | 44% | 54% | 32% | 41% | 40%           | 58% | 34% | 32% | 28% |
|   |      | N.P.Q | *   |     | R   | R.S | R.S |     | **  | *   | V.Z.AA.AB.AC* | V   |     | *   |     |
| The Oscars do not have a diversity problem  | 22%  | 12%   | 21% | 23% | 23% | 21% | 24% | 19% | 24% | 19% | 16%           | 9%  | 23% | 23% | 22% |
|   |      |       | O*  |     |     |     |     | Y.Z | **  | *   | *             | *   |     | *   |     |
| Not applicable- I have not read/heard anything about the Oscars recently as it relates to diversity | 28%  | 15%   | 29% | 26% | 36% | 30% | 17% | 15% | 29% | 20% | 28%           | 19% | 28% | 28% | 31% |
|   |      |       | O   | O*  | T.U | T.U |     |     | **  | *   | *             | *   |     | *   |     |
| Don't know  | 17%  | 18%   | 20% | 18% | 20% | 17% | 15% | 12% | 15% | 20% | 16%           | 14% | 15% | 17% | 19% |
|   |      |       | *   | U   | U   |     |     |     | **  | *   | *             | *   |     | *   |     |

KYO\_Q5. This year, all of the nominees for Best Director are men. Do you think this is a result of a lack of diversity in the nominating process or do you think the best directors of the year happened to all be men?

|   |      |       |     |     |     |     |     |     |     |     |     |     |       |     |     |
|---|------|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|-----|-----|
| Unweighted base   | 1314 | 161   | 197 | 91  | 511 | 429 | 238 | 136 | 582 | 31  | 85  | 36  | 734   | 368 | 109 |
| <b>Base: All US Adults</b>                                | 1314 | 157   | 202 | 90  | 532 | 408 | 237 | 137 | 583 | 29  | 89  | 36  | 735   | 359 | 116 |
| Result of the lack of diversity in the nominating process | 26%  | 43%   | 30% | 27% | 23% | 22% | 35% | 37% | 23% | 34% | 30% | 37% | 25%   | 30% | 26% |
|   |      | N.P.Q | N   | *   |     |     | R.S | R.S | **  | *   | *   | V   | V     | *   |     |
| The best directors of the year happened to all be men     | 36%  | 20%   | 31% | 34% | 37% | 38% | 37% | 28% | 41% | 32% | 40% | 38% | 40%   | 27% | 36% |
|   |      |       | O   | O*  | U   | U   |     |     | AA  | **  | AA* | *   | AA    |     | *   |
| Other   | 6%   | 2%    | 8%  | 5%  | 4%  | 8%  | 7%  | 8%  | 5%  | 4%  | 1%  | 11% | 5%    | 9%  | 9%  |
|   |      |       | O   | *   |     | R   |     |     | **  | *   | X*  | *   | V.X.Z | X*  |     |
| Don't know  | 31%  | 34%   | 31% | 34% | 36% | 32% | 21% | 27% | 31% | 30% | 29% | 14% | 30%   | 34% | 29% |
|   |      |       | *   | T.U | T   |     |     |     | Y   | **  | *   | *   | Y     | Y   | *   |

KYO\_Q6. In general, how appropriate or inappropriate do you think it is for Oscar winners and/or hosts to discuss politics during the show?

|                            |      |     |     |     |       |     |     |     |          |     |       |     |        |     |           |
|----------------------------|------|-----|-----|-----|-------|-----|-----|-----|----------|-----|-------|-----|--------|-----|-----------|
| Unweighted base            | 1314 | 161 | 197 | 91  | 511   | 429 | 238 | 136 | 582      | 31  | 85    | 36  | 734    | 368 | 109       |
| <b>Base: All US Adults</b> | 1314 | 157 | 202 | 90  | 532   | 408 | 237 | 137 | 583      | 29  | 89    | 36  | 735    | 359 | 116       |
| Very appropriate           | 13%  | 16% | 14% | 10% | 10%   | 11% | 19% | 18% | 12%      | 3%  | 18%   | 17% | 13%    | 14% | 10%       |
|                            |      |     | *   |     |       |     | R.S | R.S | **       | *   | *     | *   |        | *   |           |
| Somewhat appropriate       | 21%  | 26% | 22% | 18% | 15%   | 23% | 25% | 30% | 17%      | 43% | 26%   | 32% | 20%    | 26% | 20%       |
|                            |      |     | *   |     |       | R   | R   | R   | **       | AC* | V.AC* | V   | V.Z.AC | *   |           |
| Somewhat inappropriate     | 15%  | 20% | 14% | 19% | 15%   | 14% | 17% | 16% | 16%      | 17% | 15%   | 11% | 16%    | 16% | 10%       |
|                            |      |     | *   |     |       |     |     |     | **       | *   | *     | *   |        | *   |           |
| Very inappropriate         | 37%  | 16% | 28% | 28% | 40%   | 39% | 30% | 29% | 44%      | 18% | 28%   | 21% | 40%    | 25% | 51%       |
|                            |      |     | O   | O*  | T.U   | T.U |     |     | X.Y.Z.AA | **  | *     | *   | X.Y.AA |     | X.Y.Z.AA* |
| Don't know                 | 15%  | 22% | 21% | 25% | 21%   | 13% | 8%  | 6%  | 10%      | 19% | 12%   | 19% | 11%    | 20% | 9%        |
|                            |      | N   | N   | N*  | S.T.U | T.U |     |     | **       | *   | *     | *   | V.Z.AB | *   |           |

KYO\_Q7. Do you think this year's Oscars ceremony will be more or less political than recent years (i.e., since 2016)?

|                            |      |     |     |    |     |     |     |     |     |    |    |    |     |     |     |
|----------------------------|------|-----|-----|----|-----|-----|-----|-----|-----|----|----|----|-----|-----|-----|
| Unweighted base            | 1314 | 161 | 197 | 91 | 511 | 429 | 238 | 136 | 582 | 31 | 85 | 36 | 734 | 368 | 109 |
| <b>Base: All US Adults</b> | 1314 | 157 | 202 | 90 | 532 | 408 | 237 | 137 | 583 | 29 | 89 | 36 | 735 | 359 | 116 |



# YouGov RealTime

## Oscars

US\_nat\_int Sample: 28th - 29th January 2020



| Total   | Parent or guardian of any children |           |       |                   |                 | Income      |              |                         |                                |             | Urban |                |        |                                |
|---|------------------------------------|-----------|-------|-------------------|-----------------|-------------|--------------|-------------------------|--------------------------------|-------------|-------|----------------|--------|--------------------------------|
|   | Widowed                            | Separated | Other | Prefer not to say | Younger than 18 | 18 or over  | NET: Any age | Not a parent / guardian | Don't know / Prefer not to say | Under \$40k |       | \$40k to \$80k | \$80k+ | Don't know / Prefer not to say |
| Academy voters should consider diversity in matters of art (i.e., they should actively work to nominate a diverse slate of films and actors for the awards) | 35%                                | 35%       | 68%   | 34%               | 39%             | 30%         | 34%          | 37%                     | 19%                            | 34%         | 39%   | 33%            | 29%    | 39%                            |
|   | *                                  | **        | **    | **                | AH.AI.AK        |             | AH           | AH.AK                   | *                              |             | AO    |                |        | AQ.AR                          |
| Academy voters should not consider diversity in matters of art (i.e., they shouldn't actively work to nominate a diverse slate of films)                    | 34%                                | 42%       | 22%   | -                 | 16%             | 32%         | 39%          | 36%                     | 32%                            | 22%         | 30%   | 32%            | 44%    | 30%                            |
|   | X*                                 | **        | **    | **                | **              | AG.AI.AJ.AK | AG           |                         | *                              |             |       | AL.AM.AO       |        |                                |
| Don't know  | 32%                                | 23%       | 43%   | 32%               | 50%             | 29%         | 31%          | 31%                     | 59%                            | 35%         | 29%   | 23%            | 41%    | 31%                            |
|   | *                                  | **        | **    | **                | **              |             |              |                         | AG.AH.AI.AJ*                   | AN          |       |                | AM.AN  |                                |

KYC\_Q4. Based on what you have read/heard recently, do you believe the Oscars do or do not have a "diversity problem" (i.e., the nominees this year are not sufficiently diverse in terms of race, nationality and/or gender)?

|   |      |         |     |     |     |     |     |       |              |     |     |       |     |          |       |
|---|------|---------|-----|-----|-----|-----|-----|-------|--------------|-----|-----|-------|-----|----------|-------|
| Unweighted base   | 1314 | 51      | 19  | 3   | 30  | 319 | 438 | 714   | 559          | 41  | 444 | 392   | 280 | 198      | 444   |
| Base: All US Adults   | 1314 | 50      | 19  | 3   | 31  | 314 | 442 | 714   | 558          | 42  | 443 | 396   | 275 | 200      | 445   |
| The Oscars have a diversity problem   | 32%  | 26%     | 14% | 34% | 27% | 34% | 28% | 30%   | 36%          | 18% | 31% | 32%   | 38% | 26%      | 40%   |
|   | *    | **      | **  | **  | **  | AK  | AH  | AH.AK | *            |     |     | AO    |     |          | AQ.AR |
| The Oscars do not have a diversity problem  | 22%  | 21%     | 12% | -   | 10% | 25% | 24% | 24%   | 21%          | 14% | 19% | 23%   | 29% | 18%      | 19%   |
|   | *    | **      | **  | **  | **  |     |     |       | *            |     |     | AL.AO |     |          |       |
| Not applicable- I have not read/heard anything about the Oscars recently as it relates to diversity | 28%  | 42%     | 25% | 34% | 19% | 26% | 32% | 29%   | 28%          | 24% | 32% | 30%   | 22% | 26%      | 24%   |
|   |      | Y.Z.AA* | **  | **  | **  |     |     |       | *            |     | AN  | AN    |     |          |       |
| Don't know  | 17%  | 12%     | 48% | 32% | 44% | 15% | 17% | 16%   | 16%          | 44% | 18% | 15%   | 10% | 29%      | 18%   |
|   | *    | **      | **  | **  | **  |     |     |       | AG.AH.AI.AJ* | AN  |     |       |     | AL.AM.AN |       |

KYO\_Q5. This year, all of the nominees for Best Director are men. Do you think this is a result of a lack of diversity in the nominating process or do you think the best directors of the year happened to all be men?

|   |      |     |     |     |     |       |       |       |              |     |     |     |          |          |     |
|---|------|-----|-----|-----|-----|-------|-------|-------|--------------|-----|-----|-----|----------|----------|-----|
| Unweighted base   | 1314 | 51  | 19  | 3   | 30  | 319   | 438   | 714   | 559          | 41  | 444 | 392 | 280      | 198      | 444 |
| Base: All US Adults                                       | 1314 | 50  | 19  | 3   | 31  | 314   | 442   | 714   | 558          | 42  | 443 | 396 | 275      | 200      | 445 |
| Result of the lack of diversity in the nominating process | 26%  | 25% | 10% | -   | 25% | 27%   | 21%   | 23%   | 30%          | 22% | 27% | 28% | 28%      | 20%      | 30% |
|   | *    | **  | **  | **  | **  | AH.AI |       |       | AH.AI        | *   |     | AO  | AO       |          | AR  |
| The best directors of the year happened to all be men     | 36%  | 47% | 33% | 68% | 22% | 39%   | 44%   | 42%   | 31%          | 17% | 35% | 34% | 46%      | 30%      | 36% |
|   |      | AA* | **  | **  | **  | AJ.AK | AJ.AK | AJ.AK |              | *   |     |     | AL.AM.AO |          |     |
| Other   | 6%   | 2%  | 5%  | -   | 3%  | 5%    | 5%    | 5%    | 8%           | 2%  | 4%  | 8%  | 7%       | 6%       | 4%  |
|   | *    | **  | **  | **  | **  |       |       |       | AG.AI        | *   |     |     |          |          |     |
| Don't know  | 31%  | 26% | 51% | 32% | 49% | 29%   | 29%   | 30%   | 31%          | 59% | 34% | 31% | 19%      | 44%      | 31% |
|   | *    | **  | **  | **  | **  |       |       |       | AG.AH.AI.AJ* | AN  | AN  |     |          | AL.AM.AN |     |

KYO\_Q6. In general, how appropriate or inappropriate do you think it is for Oscar winners and/or hosts to discuss politics during the show?

|                        |      |         |     |     |     |          |             |          |          |              |       |       |     |          |       |
|------------------------|------|---------|-----|-----|-----|----------|-------------|----------|----------|--------------|-------|-------|-----|----------|-------|
| Unweighted base        | 1314 | 51      | 19  | 3   | 30  | 319      | 438         | 714      | 559      | 41           | 444   | 392   | 280 | 198      | 444   |
| Base: All US Adults    | 1314 | 50      | 19  | 3   | 31  | 314      | 442         | 714      | 558      | 42           | 443   | 396   | 275 | 200      | 445   |
| Very appropriate       | 13%  | 18%     | -   | -   | 7%  | 17%      | 9%          | 13%      | 13%      | 8%           | 11%   | 15%   | 15% | 8%       | 17%   |
|                        | *    | **      | **  | **  | **  | AH.AI    |             | AH       |          | *            |       | AO    | AO  |          | AQ.AR |
| Somewhat appropriate   | 21%  | 11%     | 6%  | -   | 15% | 19%      | 16%         | 17%      | 27%      | 15%          | 22%   | 18%   | 23% | 21%      | 25%   |
|                        | *    | **      | **  | **  | **  |          |             |          | AG.AH.AI | *            |       |       |     |          | AQ.AR |
| Somewhat inappropriate | 15%  | 8%      | 27% | 34% | 13% | 21%      | 12%         | 15%      | 15%      | 9%           | 16%   | 16%   | 15% | 13%      | 17%   |
|                        | *    | **      | **  | **  | **  | AH.AI.AJ |             | AH       |          | *            |       |       |     |          |       |
| Very inappropriate     | 37%  | 49%     | 51% | -   | 18% | 31%      | 53%         | 44%      | 29%      | 14%          | 33%   | 42%   | 39% | 31%      | 26%   |
|                        |      | X.Y.AA* | **  | **  | **  | AK       | AG.AI.AJ.AK | AG.AI.AK | AK       | *            |       | AL.AO |     |          |       |
| Don't know             | 15%  | 14%     | 16% | 66% | 48% | 13%      | 10%         | 11%      | 16%      | 54%          | 18%   | 9%    | 7%  | 28%      | 15%   |
|                        | *    | **      | **  | **  | **  |          |             |          | AH.AI    | AG.AH.AI.AJ* | AM.AN |       |     | AL.AM.AN |       |

KYO\_Q7. Do you think this year's Oscars ceremony will be more or less political than recent years (i.e., since 2016)?

|                     |      |    |    |   |    |     |     |     |     |    |     |     |     |     |     |
|---------------------|------|----|----|---|----|-----|-----|-----|-----|----|-----|-----|-----|-----|-----|
| Unweighted base     | 1314 | 51 | 19 | 3 | 30 | 319 | 438 | 714 | 559 | 41 | 444 | 392 | 280 | 198 | 444 |
| Base: All US Adults | 1314 | 50 | 19 | 3 | 31 | 314 | 442 | 714 | 558 | 42 | 443 | 396 | 275 | 200 | 445 |

# YouGov RealTime

## Oscars

US\_nat\_int Sample: 28th - 29th January 2020



|   | Total | Type of Area Lived in |       |       |
|---|-------|-----------------------|-------|-------|
|   |       | Suburban/<br>Town     | Rural | Other |
| Academy voters should consider diversity in matters of art (i.e., they should actively work to nominate a diverse slate of films and actors for the awards) | 35%   | 33%                   | 29%   | 53%   |
|   |       |                       |       | **    |
| Academy voters should not consider diversity in matters of art (i.e., they shouldn't actively work to nominate a diverse slate of films)                    | 34%   | 36%                   | 35%   | -     |
|   |       | AP                    |       | **    |
| Don't know  | 32%   | 31%                   | 36%   | 47%   |
|   |       |                       |       | **    |

KYC\_Q4. Based on what you have read/heard recently, do you believe the Oscars do or do not have a "diversity problem" (i.e., the nominees this year are not sufficiently diverse in terms of race, nationality and/or gender)?

|   |      |     |     |     |
|---|------|-----|-----|-----|
| Unweighted base   | 1314 | 639 | 223 | 8   |
| <b>Base: All US Adults</b>  | 1314 | 635 | 225 | 8   |
| The Oscars have a diversity problem   | 32%  | 31% | 20% | 66% |
|   |      | AR  |     | **  |
| The Oscars do not have a diversity problem  | 22%  | 24% | 25% | -   |
|   |      | AP  |     | **  |
| Not applicable- I have not read/heard anything about the Oscars recently as it relates to diversity | 28%  | 29% | 35% | 22% |
|   |      | AP  | AP  | **  |
| Don't know  | 17%  | 16% | 19% | 12% |
|   |      |     |     | **  |

KYO\_Q5. This year, all of the nominees for Best Director are men. Do you think this is a result of a lack of diversity in the nominating process or do you think the best directors of the year happened to all be men?

|   |      |     |     |     |
|---|------|-----|-----|-----|
| Unweighted base   | 1314 | 639 | 223 | 8   |
| <b>Base: All US Adults</b>                                | 1314 | 635 | 225 | 8   |
| Result of the lack of diversity in the nominating process | 26%  | 26% | 19% | 42% |
|   |      |     |     | **  |
| The best directors of the year happened to all be men     | 36%  | 37% | 37% | -   |
|   |      |     |     | **  |
| Other   | 6%   | 8%  | 8%  | 12% |
|   |      | AP  | AP  | **  |
| Don't know  | 31%  | 30% | 37% | 46% |
|   |      |     |     | **  |

KYO\_Q6. In general, how appropriate or inappropriate do you think it is for Oscar winners and/or hosts to discuss politics during the show?

|                            |      |     |       |     |
|----------------------------|------|-----|-------|-----|
| Unweighted base            | 1314 | 639 | 223   | 8   |
| <b>Base: All US Adults</b> | 1314 | 635 | 225   | 8   |
| Very appropriate           | 13%  | 12% | 6%    | 49% |
|                            |      | AR  |       | **  |
| Somewhat appropriate       | 21%  | 20% | 16%   | 15% |
|                            |      |     |       | **  |
| Somewhat inappropriate     | 15%  | 15% | 11%   | 12% |
|                            |      |     |       | **  |
| Very inappropriate         | 37%  | 40% | 49%   | -   |
|                            |      | AP  | AP_AQ | **  |
| Don't know                 | 15%  | 13% | 18%   | 24% |
|                            |      |     |       | **  |

KYO\_Q7. Do you think this year's Oscars ceremony will be more or less political than recent years (i.e., since 2016)?

|                            |      |     |     |   |
|----------------------------|------|-----|-----|---|
| Unweighted base            | 1314 | 639 | 223 | 8 |
| <b>Base: All US Adults</b> | 1314 | 635 | 225 | 8 |

**YouGov RealTime**  
**Oscars**

US\_nat\_int Sample: 28th - 29th January 2020



|   | Gender |        | Generation             |                        |                   |                         |                               |  |       | Region    |         |       |      | White |     |
|---|--------|--------|------------------------|------------------------|-------------------|-------------------------|-------------------------------|--|-------|-----------|---------|-------|------|-------|-----|
|   | 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 |       |     |
| This year's ceremony will be more political than usual            | 48%    | 49%    | 47%                    | 35%<br>*               | 37%               | 48%                     | 55%                           | 68%                                      | -     | -         | 50%     | 49%   | 46%  | 48%   | 54% |
| This year's ceremony will be no more or less political than usual | 20%    | 19%    | 21%                    | 34%<br>E,F,G*          | 25%               | 18%                     | 16%                           | 17%                                      | -     | -         | 22%     | 18%   | 21%  | 19%   | 18% |
| This year's ceremony will be less political than usual            | 3%     | 4%     | 3%                     | 8%<br>F,G*             | 5%                | 4%                      | 1%                            | -  | *     | **        | 2%      | 3%    | 3%   | 5%    | 2%  |
| Don't know  | 29%    | 28%    | 29%                    | 23%<br>*               | 33%               | 31%                     | 27%                           | 14%                                      | -     | -         | 26%     | 30%   | 30%  | 28%   | 26% |

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/AM/AN/AO, AP/AQ/AR/AS, Minimum Base: 30 (\*\*), Small Base: 100 (\*)

**YouGov RealTime**  
**Oscars**

US\_nat\_int Sample: 28th - 29th January 2020



|   | Total | Race     |          |             | Education                   |                      |          |           | Marital Status |                   |   |  |                        |            |          |
|---|-------|----------|----------|-------------|-----------------------------|----------------------|----------|-----------|----------------|-------------------|---|--|------------------------|------------|----------|
|   |       | Black    | Hispanic | Other (NET) | No HS, High school graduate | Some college, 2-year | 4-year   | Post Grad | Married        | Civil Partnership | Living together, not married or civil partnership | In a relationship, not living together | NET: In a relationship | Single     | Divorced |
| This year's ceremony will be more political than usual            | 48%   | 30%      | 39%      | 39%<br>*    | 43%                         | 50%<br>R             | 54%<br>R | 52%       | 55%<br>X,Z,AA  | 29%<br>**         | 42%<br>*  | 58%<br>AA*                             | 53%<br>AA              | 40%        | 49%<br>* |
| This year's ceremony will be no more or less political than usual | 20%   | 28%<br>N | 22%      | 21%<br>*    | 17%                         | 20%                  | 25%<br>R | 21%       | 18%            | 31%<br>**         | 22%<br>*  | 17%<br>*                               | 19%                    | 24%<br>V,Z | 19%<br>* |
| This year's ceremony will be less political than usual            | 3%    | 6%<br>N  | 6%<br>N  | 5%<br>*     | 3%                          | 3%                   | 4%       | 4%        | 2%             | -<br>**           | 4%<br>AB*   | 3%<br>*                                | 2%                     | 4%         | -<br>*   |
| Don't know  | 29%   | 36%<br>N | 33%<br>N | 35%<br>*    | 37%<br>S,T,U                | 27%<br>T             | 17%      | 23%       | 25%            | 40%<br>**         | 32%<br>*  | 22%<br>*                               | 26%                    | 32%<br>V   | 32%<br>* |

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**YouGov RealTime**  
**Oscars**

US\_nat\_int Sample: 28th - 29th January 2020



|   | Total | Parent or guardian of any children |           |       |                   | Income          |            |              |                         |                                | Urban |             |                |          |                                |
|---|-------|------------------------------------|-----------|-------|-------------------|-----------------|------------|--------------|-------------------------|--------------------------------|-------|-------------|----------------|----------|--------------------------------|
|   |       | Widowed                            | Separated | Other | Prefer not to say | Younger than 18 | 18 or over | NET: Any age | Not a parent / guardian | Don't know / Prefer not to say |       | Under \$40k | \$40k to \$80k | \$80k+   | Don't know / Prefer not to say |
| This year's ceremony will be more political than usual            | 48%   | 61%                                | 33%       | -     | 7%                | 48%             | 55%        | 52%          | 45%                     | 16%                            | 44%   | 51%         | 57%            | 37%      | 45%                            |
|   |       | X.AA*                              | **        | **    | **                | AK              | AJ.AK      | AJ.AK        | AK                      | *                              |       | AO          | AL.AO          |          |                                |
| This year's ceremony will be no more or less political than usual | 20%   | 15%                                | 12%       | 68%   | 20%               | 21%             | 16%        | 18%          | 23%                     | 18%                            | 20%   | 21%         | 21%            | 18%      | 21%                            |
|   |       | *                                  | **        | **    | **                |                 |            |              | AH.AI                   | *                              |       |             |                |          |                                |
| This year's ceremony will be less political than usual            | 3%    | 5%                                 | 26%       | -     | 20%               | 6%              | 2%         | 3%           | 3%                      | 9%                             | 4%    | 3%          | 3%             | 3%       | 4%                             |
|   |       | AB*                                | **        | **    | **                | AH.AI           |            | AH           |                         | AH*                            |       |             |                |          |                                |
| Don't know  | 29%   | 19%                                | 29%       | 32%   | 53%               | 25%             | 27%        | 27%          | 29%                     | 57%                            | 32%   | 25%         | 20%            | 42%      | 30%                            |
|   |       | *                                  | **        | **    | **                |                 |            |              |                         | AG.AH.AI.AJ*                   | AN    |             |                | AL.AM.AN |                                |

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**YouGov RealTime**  
**Oscars**

US\_nat\_int Sample: 28th - 29th January 2020



|   | Total | Type of Area Lived in |           |           |
|---|-------|-----------------------|-----------|-----------|
|   |       | Suburban/<br>Town     | Rural     | Other     |
| This year's ceremony will be more political than usual            | 48%   | 49%                   | 49%       | 42%<br>** |
| This year's ceremony will be no more or less political than usual | 20%   | 22%                   | 15%       | -<br>**   |
| This year's ceremony will be less political than usual            | 3%    | 3%                    | 2%        | 12%<br>** |
| Don't know  | 29%   | 26%                   | 34%<br>AQ | 46%<br>** |

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