## YouGov

Oscars
Fieldwork Dates: 28th - 29th January 2020

## Conducted by YouGov

YouGov RealTime
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## BACKGROUND

## YouGov

This spreadsheet contains survey data collected and analysed by YouGov ple.
Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of individuals who have agreed to绪 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. he 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
For further information about the results in this spreadsheet, please email 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
S_nat_int Sample: 28th - 29th January 202
YouGov

KYO_Q1. The Oscars are scheduled to happen on February 9th
his year. Are you planning on watching

| Unweighted base | 1314 | 622 | 692 | 50 | 427 | 308 | 461 | 68 |  |  | 263 | 269 | 508 | 274 | 865 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US Adults | 1314 | 638 | 676 | 49 | 420 | 299 | 472 | 75 | - | - | 234 | 276 | 494 | 310 | 865 |
| Yes, Im planning to watch all of it | 12\% | 11\% | 13\% | 11\% | 15\% | 11\% | 11\% | 7\% |  | - | 14\% | 10\% | 11\% | 14\% | 11\% |
| Yes, Im planning towatch some of it | 14\% | 13\% | 16\% | 19\% | 12\% | 16\% | 16\% | 14\% | - | - | 18\% | 11\% | 15\% | 15\% | 13\% |
|  |  |  |  |  |  |  |  | * | * | * | k |  |  |  |  |
| No, I'm not planning to watch any of it, but I will be following the events $\begin{gathered}\text { on social media }\end{gathered}$ | 10\% | 9\% | 10\% | $\begin{aligned} & 20 \% \\ & \text { E.F.G** } \end{aligned}$ | $\begin{aligned} & \text { 16\% } \\ & \text { E.F.G } \end{aligned}$ | $\begin{gathered} 10 \% \\ \mathrm{~F} \end{gathered}$ | 3\% | 3\% | $\stackrel{-}{*}$ | $\stackrel{-}{*}$ | 7\% | 9\% | 9\% | $\begin{gathered} 14 \% \\ \text { J.L } \end{gathered}$ | 8\% |
| No, l'm not planning to watch any of it, and I wor't be following the | 56\% | 61\% | 52\% | 38\% | 47\% | 57\% | 64\% | 68\% | . | - | 55\% | 60\% | 57\% | 53\% | 63\% |
|  |  | в |  | * |  | c.d | c.D.E | c. ${ }^{*}$ | * | * |  |  |  |  | O.P |
| Don't know | $8 \%$ | 7\% | 8\% | 12\% | $\stackrel{10 \%}{\stackrel{10 \%}{ }}$ | 7\% | 6\% | ${ }^{7} \%$ | * | * | 6\% | 11\% | 8\% | 5\% | 6\% |

Kro_O2. Which, if any, of the following social media channels
will you likely be using to follow the Oscars? Please select all that

| Unweighted base | 478 | 204 | 274 | 24 | 182 | 115 | 139 | 18 | - | - | 102 | 81 | 176 | 119 | 273 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US Adults planning on watch ing the Oscars, or | 473 | 205 | 268 | 24 | 181 | 109 | 140 | 18 | - | - | 90 | 82 | 171 | 131 | 272 |
| Twitter | 29\% | $\begin{gathered} 37 \% \\ \mathrm{~B} \end{gathered}$ | 24\% | 58\% | $\begin{gathered} 45 \% \\ \hline \text { E.F } \end{gathered}$ | $\begin{gathered} 27 \% \\ F \end{gathered}$ | 9\% | $9 \%$ | * | - | 34\% | 27\% | 27\% | 30\% | 28\% |
| Facebook | 40\% | 40\% | 40\% | $\underset{\sim}{36 \%}$ | 38\% | $\begin{aligned} & 54 \% \\ & \text { D.F } \end{aligned}$ | 35\% | 20\% | $\div$ | $\div$ | $\begin{gathered} 50 \% \\ \mathrm{M}^{*} \end{gathered}$ | 40\% | 40\% | 33\% | 41\% |
| Instagram | 28\% | 26\% | 29\% | 63\% | $\underset{F}{37 \%}$ | $\begin{aligned} & 30 \% \\ & \mathrm{~F} \end{aligned}$ | 11\% | 5\% | ** | ** | 29\% | 23\% | 28\% | 30\% | 21\% |
| TikTok | $4 \%$ | 6\% | 3\% | 5\% | $\begin{aligned} & 9 \% \\ & \text { E.F } \end{aligned}$ | 2\% | - | ** | * | \% | 5\% | $2 \%$ | 4\% | 6\% | 5\% |
| Snapchat | 9\% | 10\% | 8\% | $32 \%$ | $\begin{gathered} 14 \% \\ \mathrm{FF} \end{gathered}$ | $\stackrel{6 \%}{6 \%}$ | - | . | $\stackrel{\square}{*}$ | : | 8\% | 6\% | 8\% | 12\% | 4\% |
| Pinterest | 9\% | 8\% | 9\% | 9\% | $\stackrel{11 \%}{\stackrel{1}{F}}$ | $\begin{gathered} 11 \% \\ \mathrm{~F} \end{gathered}$ | 4\% | $5 \%$ | ** | - | 8\% | $7 \%$ | 9\% | 10\% | 8\% |
| YouTube | 27\% | $\begin{gathered} 32 \% \\ B \end{gathered}$ | 23\% | 49\% | $\stackrel{\substack{36 \% \\ F}}{ }$ | $\begin{gathered} 31 \% \\ F \end{gathered}$ | 12\% | $\stackrel{9 \%}{*}$ | - | ** | 33\% | 21\% | 24\% | 31\% | 21\% |
| Tumbr | 5\% | ${ }_{8}^{8 \%}$ | 3\% | $\stackrel{9 \%}{ }$ | 10\% | $\stackrel{4 \%}{4 \%}$ | - | - | * | - | 4\% | $6 \%$ | 4\% | 6\% | 3\% |
| Other | 3\% | 4\% | 2\% | ** | 1\% | 4\% | $3 \%$ | 16\% | ** | $\div$ | 3\% | $1 \%$ | 4\% | 1\% | 2\% |
| Don't know | 5\% | 2\% | $\begin{gathered} 7 \% \\ A \end{gathered}$ | $4 \%$ | 6\% | 2\% | 4\% | 17\% | * | .. | ${ }^{2 \%}$ | $7 \%$ | 5\% | 4\% | 5\% |
| None of these - I won't be using any social media platorms to follow the Oscars | 26\% | 22\% | 29\% |  | 8\% | $\begin{gathered} 21 \% \\ \mathrm{D} \end{gathered}$ | $\begin{aligned} & 55 \% \\ & \text { DF } \end{aligned}$ | $52 \%$ | * |  | 26\% | 28\% | 24\% | 27\% | $\begin{aligned} & 31 \% \\ & \text { o.p } \end{aligned}$ |

_ers or Academy voters" we mean
and who vote to decide which filmsindividuals win Academy
Awards/Oscars. Which, if any, of the following, comes closest to
your views on diversity (in terms of race, nationality andlor
ender) within the Oscars?

## YouGov RealTime

Oscars
S_nat_int Sample: 28th - 29th January 202
YouGov

Yyo_01. The Oscars are scheduled to happen on February 9t
his year. Are you planning on watching the Oscars this year


Kro_Q2. Which, if any, of the following social media channels
will you likely be using to follow the Oscars? Please select all that

| Unweighted base | 478 | 79 | 94 | 32 | 156 | 161 | 97 | 64 | 210 | 18 | 33 | 13 | 274 | 137 | 29 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US Adults planning on watching the Oscars, or | 473 | 77 | 93 | 32 | 163 | 151 | 97 | 63 | 207 | 17 | 32 | 13 | 268 | 135 | 31 |
| Twitter | 29\% | $\stackrel{28 \%}{*}$ | $35 \%$ | 21\% | 27\% | 29\% | $\stackrel{34}{*}$ | $\stackrel{27 \%}{*}$ | 26\% | 31\% | 39\% | 30\% | 28\% | $\begin{gathered} 40 \% \\ \text { v. } \end{gathered}$ | $\stackrel{21 \%}{*}$ |
| Facebook | 40\% | 40\% | $41 \%$ | $30 \%$ | 39\% | 37\% | $46 \%$ | $42 \%$ | 44\% | $43 \%$ | 48\% | 46\% | 44\% | 37\% | $44 \%$ |
| Instagram | 28\% | $\begin{gathered} 38 \% \\ \mathrm{~N}^{*} \end{gathered}$ | $\begin{aligned} & 37 \% \\ & N^{3} \end{aligned}$ | $34 \%$ | 27\% | 26\% | $\stackrel{29 \%}{ }$ | $\stackrel{32 \%}{ }$ | 26\% | 35\% | 28\% | $\stackrel{62 \%}{*}$ | 28\% | 29\% | 31\% |
| TikTok | 4\% | $\stackrel{3 \%}{*}$ | 3\% | $6 \%$ | $\begin{gathered} 6 \% \\ \mathrm{~s} \end{gathered}$ | - | $2 \%$ | $\begin{aligned} & 13 \% \\ & \text { s.T* } \end{aligned}$ | 4\% | $\begin{aligned} & 7 \% \\ & \% \\ & \hline \end{aligned}$ | - | $\stackrel{8 \%}{\substack{*}}$ | 4\% | 7\% | - |
| Snapchat | 9\% | $\begin{gathered} \text { 10\% } \\ \mathrm{N}^{*} \end{gathered}$ | $\underset{\mathrm{N}^{*}}{20 \%}$ | $\begin{gathered} 15 \% \\ N^{*} \end{gathered}$ | 10\% | 10\% | 4\% | $\stackrel{8 \%}{*}$ | 8\% | $31 \%$ | 10\% | $\stackrel{8 \%}{\substack{*}}$ | 10\% | 8\% | 3\% |
| Pinterest | 9\% | $7 \%$ | $12 \%$ | 13\% | 10\% | 6\% | $9 \%$ | 11\% | 10\% | 16\% | $\stackrel{5 \%}{5 \%}$ | ** | 9\% | 10\% | 3\% |
| YouTube | 27\% | $\begin{gathered} \text { 41\% } \\ \mathrm{N}^{4} \end{gathered}$ | $31 \%$ | 33\% | 31\% | 24\% | $25 \%$ | 30\% | 27\% | 64\% | 30\% | 32\% | 30\% | 29\% | 10\% |
| Tumbr | 5\% | $\begin{aligned} & \text { 9\% } \\ & \mathrm{N}^{*} \end{aligned}$ | $\begin{aligned} & 9 \% \\ & \mathrm{~N}^{*} \end{aligned}$ | - | 7\% | 5\% | $\stackrel{3 \%}{*}$ | $\stackrel{5 \%}{*}$ | 2\% | 16\% | - | $\stackrel{15 \%}{*}$ | 4\% | $\begin{gathered} 7 \% \\ v \\ v \end{gathered}$ | $\begin{gathered} 7 \% \\ \hline \end{gathered}$ |
| Other | 3\% | $\begin{aligned} & 7 \% \\ & \mathrm{~N}^{*} \end{aligned}$ | $1 \%$ | : | 3\% | 4\% | - | 3\% | 4\% | -. | 3\% | * | 3\% | 3\% | * |
| Don't know | 5\% | 6\% | $3 \%$ | 3\% | $\begin{gathered} 8 \% \\ \mathrm{~s} \end{gathered}$ | 2\% | $2 \%$ | $4 \%$ | 2\% |  | 3\% | - | $2 \%$ | 5\% | 4\% |
| None of these - I won't be using any social media platiorms to follow the Oscars | 26\% | 18\% | 18\% | $27 \%$ | 21\% | 27\% | 29\% | 33\% | $33 \%$ AA | $\begin{gathered} 4 \% \\ \approx \end{gathered}$ | 18\% | $\begin{gathered} 8 \% \\ * \end{gathered}$ | $\begin{gathered} 28 \% \\ \text { AA } \end{gathered}$ | 15\% | 45\% |

YO_Q3. For this question, by "Academy voters" we mean
and who vote to decide which filmslindividuals win Academy
Awards/Oscars. Which, if any, of the following, comes closest to
your views on diversity (in terms of race, nationality and/cr
ender) within the Oscars?

## YouGov RealTime

Oscars
S_nat_int Sample: 28th - 29th January 202
YouGov

KYo_Q1. The Oscars are scheduled to happen on February 9th
his year. Are you planning on watching the Oscars this year?

| 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 |
| Yes, Im planning to watch all ofit | 12\% | 14\% | $\begin{gathered} 7 \% \\ \hline= \end{gathered}$ | 34\% | 14\% |  | 8\% | $\begin{aligned} & \text { 13\% } \\ & \text { an } \end{aligned}$ | 11\% | $\stackrel{6 \%}{*}$ | 12\% | 11\% | 15\% | 11\% | $\begin{gathered} \text { 16\% } \\ \text { AR } \end{gathered}$ |
| Yes, 'lm planning to watch some of it | 14\% | 17\% | 16\% | \% | 10\% | 15\% | 16\% | 15\% | 14\% | $\stackrel{\%}{*}$ | 14\% | 16\% | 15\% | 11\% | $\begin{aligned} & \text { AK } \\ & \text { 15\% } \\ & \text { AR } \end{aligned}$ |
| No, I'm not planning to watch any of it, but I will be following the events on social media | 10\% | 5\% | $\begin{gathered} \text { 14\% } \\ \hline \end{gathered}$ | $\begin{gathered} 34 \% \\ \ldots \end{gathered}$ | $\begin{gathered} 14 \% \\ \ldots \end{gathered}$ | $\begin{aligned} & { }^{11 \%} \\ & \text { AH.AI } \end{aligned}$ | 5\% | $\begin{aligned} & 7 \% \\ & \text { AH } \end{aligned}$ | $\begin{gathered} 13 \% \\ \text { AH.AI } \end{gathered}$ | 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\% | $\stackrel{ }{*}$ | $\begin{gathered} \text { 28\% } \\ \hline \end{gathered}$ | 49\% | 63\% AG.AI.A.AK | $\begin{gathered} \text { 58\% } \\ \text { AG.AK } \end{gathered}$ | $\begin{gathered} \text { 57\% } \\ \text { AG.AK } \end{gathered}$ | $34 \%$ | 55\% | 59\% | 56\% | 56\% | 49\% |
| Don't know | 8\% | $\begin{aligned} & 13 \% \\ & \mathrm{v} \cdot \mathrm{Z}^{*} \end{aligned}$ | ** | 32\% | $34 \%$ | 6\% | 8\% | 7\% | 5\% | $\begin{gathered} 43 \% \\ \text { AG.AH.AIA.AJ* }^{*} \end{gathered}$ | $\begin{aligned} & 10 \% \\ & \text { AM.AN } \end{aligned}$ | 5\% | 4\% | $\begin{aligned} & \text { 13\% } \\ & \text { AM.AN } \end{aligned}$ | 8\% |

KYO_Q2. Which, if any, of the following social media channels
will you likely be using to follow the Oscars? Please select all that

| Unweighted base | 478 | 19 | 7 | 2 | 10 | 150 | 134 | 263 | 207 | 8 | 161 | 145 | 114 | 58 | 195 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US Adults planning on watching the Oscars, or | 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\% |
|  |  | ** | * | * | ** | AH.AI |  | AH | Ан | ** |  |  |  |  |  |
| Facebook | 40\% | $35 \%$ | 13\% | - | ** | $56 \%$ | 33\% | $\begin{gathered} 45 \% \\ \\ \hline \end{gathered}$ | 35\% | 10\% | 40\% | 43\% | 40\% | ${ }^{32 \%}$ | 39\% |
| Instagram | 28\% | 10\% | ** | ** | $34 \%$ | 36\% | 17\% | 26\% | 30\% | $\underset{\sim}{9 \%}$ | 26\% | 29\% | 29\% | 26\% | $34 \%$ |
| TikTok | 4\% | ** | " | ** | ${ }_{8}^{8 \%}$ | 7\% | 2\% | 5\% | $3 \%$ | ${ }_{\text {9\% }}^{\text {9\% }}$ | 5\% | 2\% | 7\% AM | 3\% | 6\% |
| Snapchat | $9 \%$ | $\cdots$ | ** | - | 26\% | 11\% | 5\% | 8\% | 9\% | $\xrightarrow{20 \%}$ | 12\% | 4\% | 13\% AM | 5\% | ${ }^{12 \%}$ |
| Pinterest | 9\% | $5 \%$ | $\cdots$ | $50 \%$ | * | $\begin{gathered} \text { 16\% } \\ \text { AH } \end{gathered}$ | 8\% | $\begin{gathered} \text { 13\% } \\ \text { AJ } \end{gathered}$ | 4\% | ** | $\begin{aligned} & \text { 11\% } \\ & \text { AO } \end{aligned}$ | 6\% | 13\% AO | $1 \%$ | 10\% |
| YouTube | 27\% | 14\% | * | - | 43\% | $\begin{aligned} & \text { 42\% } \\ & \text { AH.AI.AJ } \end{aligned}$ | 20\% | $\begin{aligned} & 31 \% \\ & \text { AH } \end{aligned}$ | 23\% | 30\% | $\begin{gathered} 33 \% \\ \text { AM.AO } \end{gathered}$ | 21\% | $33 \%$ AM | 18\% | $\begin{gathered} 35 \% \\ \text { AQ.AR } \end{gathered}$ |
| Tumbr | 5\% | $\cdots$ | 15\% | $50 \%$ | 10\% | 6\% | 4\% | 4\% | 6\% | $\stackrel{9 \%}{*}$ | 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\% | $\begin{aligned} & 11 \% \\ & \text { AN }^{*} \end{aligned}$ | 4\% |
| None of these - I wor't be using any social media platiorms to follow the Oscars | 26\% | 48\% | ${ }^{62 \%}$ | .. | 10\% | 10\% | $\begin{gathered} 49 \% \\ \text { AG.AI.AJ } \end{gathered}$ | $\begin{gathered} \text { 29\% } \\ \text { AG } \end{gathered}$ | $\begin{gathered} 23 \% \\ \text { AG } \end{gathered}$ | $\begin{gathered} 25 \% \\ \cdots \end{gathered}$ | 23\% | 25\% | 28\% | 33\% | 21\% |

YO_Q3. For this question, by "Academy voters" we mean
and who vote to decide which filmslindividuals win Academy
Awards/Oscars. Which, if any, of the following, comes closest to
yourviews on diversity (in terms of race, nationality and/or
gender) within the Oscars?

## YouGov RealTime

Oscars
Us_nat_int Sample: 28th - 29th January 2020
YouGov

KYo_Q1. The Oscars are scheduled to happen on February 9th
this year. Are you planning on watching the Oscars this year?
his year. Are you planning on watching the Oscars this year?

| Unweighted base | 1314 | 639 | 223 | 8 |
| :---: | :---: | :---: | :---: | :---: |
| Base: All US Adults | 1314 | 635 | 225 | 8 |
| Yes, Im planning to watch all of it | 12\% | 12\% | 4\% | 12\% |
| Yes, Im planning to watch some of it | 14\% | $\begin{aligned} & 16 \% \\ & \text { AR } \end{aligned}$ | 9\% | $\underset{\sim}{15 \%}$ |
| 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\% | $\begin{gathered} 56 \% \\ \text { AP } \end{gathered}$ | $\begin{gathered} \text { 72\% } \\ \text { AP.AQ } \end{gathered}$ | 49\% |
| 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

| Unweighted base | 478 | 235 | 46 | 2 |
| :---: | :---: | :---: | :---: | :---: |
| Base: All US Adults planning on watching the Oscars, or planning to follow the Oscars on social media. Twitter | 473 | 236 | 46 | 2 |
|  | 29\% | 28\% | 20\% | - |
|  |  | 42\% | 38\% | * |
| Facebook | 40\% | 42\% | $\stackrel{38 \%}{ }$ | - |
| Instagram | 28\% | 25\% | 16\% | 45\% |
| TikTok | 4\% | 3\% | $\stackrel{2 \%}{*}$ | 45\% |
| Snapchat | $9 \%$ | 6\% | $\stackrel{8 \%}{*}$ | $\cdots$ |
| Pinterest | 9\% | 8\% | 10\% | - |
| YouTube | 27\% | 23\% | ${ }^{17 \%}$ | 45\% |
| Tumbr | 5\% | 4\% | $\stackrel{2 \%}{*}$ | 45\% |
| Other | $3 \%$ | 3\% | ${ }^{2 \%}$ | * |
| Don't know | 5\% | 4\% | 11\% | - |
| None of these - I wor't be using any social media platiorms to follow the Oscars | 26\% | $\begin{gathered} 30 \% \\ \text { AP } \end{gathered}$ | $\stackrel{26 \%}{ }$ | $\begin{gathered} 55 \% \\ * \end{gathered}$ |

YO_Q3. For this question, by "Academy voters" we mean
nembers of the Academy of Motion Picture Arts and Scien
Awards/Oscars. Which, if any, of the following, comes closest to
your views on diversity (in terms of race, nationality and/or
ender) within the Oscars?


## YouGov RealTime

Oscars
Us_nat_int Sample: 28th - 29th January 2020

| YouGov |  | Gender |  | Generation |  |  |  |  |  |  | Region |  |  |  | White |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | Female | $\begin{gathered} \text { Gen Z(2000 and } \\ \text { later) } \end{gathered}$ | Millennial (1982- 1999) | Gen X (19651981) | Baby Boomer (1946-1964) | $\begin{gathered} \text { Silent } \\ \text { Generation } \\ (19288-1945) \end{gathered}$ | Pre-Silent Generation (1927 and earlier) | Other | Northeast | Midwest | South | West |  |
| 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\% | $\begin{gathered} 41 \% \\ \mathrm{~A} \end{gathered}$ | 32\% | $\begin{aligned} & 42 \% \\ & \text { E.F.G } \end{aligned}$ | 34\% | 31\% | 27\% |  |  | 38\% | 30\% | 35\% | 37\% | 30\% |
| 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\% | $\begin{gathered} 43 \% \\ \text { в } \end{gathered}$ | 25\% | 29\% | 27\% | $\begin{gathered} 34 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} \text { 38\% } \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 46 \% \\ \mathrm{D}^{*} \end{gathered}$ |  |  | 31\% | 38\% | 31\% | 37\% | $\begin{gathered} 39 \% \\ \text { o.p } \end{gathered}$ |
| Don't know | 32\% | 29\% | $\begin{gathered} 34 \% \\ A \end{gathered}$ | 39\% | 31\% | 32\% | 31\% | $\stackrel{27 \%}{ }$ | $\cdots$ | - | 31\% | 33\% | $35 \%$ | 27\% | 31\% |

rilequ. Based on what you have read the Oscars do or do not have a "diversity problem" (i.e,
selieve the Oscars do or do not have " diversity problem" (i.e,
race, nationality and/or gender)?

| Unweighted base | 1314 | 622 | 692 | 50 | ${ }^{427}$ | 308 | 461 | 68 | - | - | 263 | 269 | 508 | 274 | 865 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US Adults | 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. 6 | c.g | * | * | * |  |  |  |  |  |
| The Oscars do not have a diversity problem | 22\% | 28\% | 17\% | 31\% | 20\% | 21\% | 23\% | 29\% | - | ** | 25\% | 23\% | 20\% | 24\% | $24 \%$ |
| Not applicable- I have not read/heard anything about the Oscars recently as it relates to diversity | 28\% | 28\% | 29\% |  | 24\% | 30\% | 29\% | $\begin{gathered} 39 \% \\ \mathrm{D}^{*} \end{gathered}$ |  | ** | 27\% | 30\% | 30\% | 26\% | $\begin{gathered} 31 \% \\ 0 \end{gathered}$ |
| 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 |
| Base: All US Adults | 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. |  |  | * | * | * | к |  | k | k |  |
| The best directors of the year happeneed to all be men | 36\% | $44 \%$ | 29\% | 38\% | 27\% | 39\% | 41\% | $\begin{aligned} & \text { 46\% } \\ & D^{*} \end{aligned}$ | - | - | 39\% | 42\% | 33\% | 34\% | $40 \%$ |
| Other | 6\% | 7\% | 6\% | 10\% | 7\% | 6\% | 5\% | 8\% | * | * | 5\% | $9 \%$ | 5\% | 8\% | 7\% |
| Don't know | 31\% | 28\% | ${ }_{A 5 \%}^{35 \%}$ | 28\% | 35\% | 31\% | 30\% | $\stackrel{26 \%}{*}$ | * | - | 30\% | 30\% | 35\% | 28\% | 31\% |

KYO_Q6. In general, how appropriate or inappropriate do you
think it is for Oscar
during the show?

| Unweighted base | 1314 | 622 | 692 | 50 | 427 | 308 | 461 | 68 | - | - | 263 | 269 | 508 | 274 | 865 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US Adults | 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\% | $\begin{aligned} & \text { 40\% } \\ & \text { D.EFF. } \end{aligned}$ | $\begin{gathered} 26 \% \\ \mathrm{EFF} \end{gathered}$ | 18\% | 17\% | $\stackrel{18 \%}{ }$ | - | * | $\stackrel{25 \%}{{ }_{k}^{25}}$ | 18\% | 20\% | 22\% | 20\% |
| Somewhat inappropriate | 15\% | 16\% | 14\% | $\begin{aligned} & 25 \% \\ & F \cdot G^{*} \end{aligned}$ | $\begin{aligned} & 19 \% \\ & \text { F.G } \end{aligned}$ | $\begin{aligned} & \text { 18\% } \\ & \text { F.G } \end{aligned}$ | 10\% | $7 \%$ | ** | - | 14\% | 14\% | 16\% | 16\% | 14\% |
| Very inappropriate | 37\% | 39\% | 34\% | 11\% | 18\% |  | $\begin{aligned} & \text { 53\% } \\ & \text { C.D.E } \end{aligned}$ | $\begin{aligned} & 64 \% \\ & \text { C.D.E } \end{aligned}$ | - | \% | 35\% | 42\% | 35\% | 35\% | $\begin{aligned} & \text { 43\% } \\ & \text { O.P.Q } \end{aligned}$ |
| Don't know | 15\% | 14\% | 16\% | $\begin{aligned} & 20 \% \\ & F \cdot G^{*} \end{aligned}$ | $\begin{aligned} & 22 \% \\ & \text { E.F.G } \end{aligned}$ | $\begin{gathered} 13 \% \\ G \end{gathered}$ | 11\% | $4 \%$ | * | $\cdots$ | 13\% | 15\% | 16\% | 14\% | 11\% |
| 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 | ${ }^{427}$ | ${ }^{308}$ | ${ }_{461}$ | ${ }^{68}$ | - | $\checkmark$ | 263 | 269 | 508 | 274 | 865 |
| Base: All US Adults | 1314 | 638 | 676 | 49 | 420 | 299 | 472 | 75 | . | . | 234 | 276 | 494 | 310 | 865 |

## YouGov RealTime

Oscar
Us_nat_int Sample: 28th - 29th January 2020

| YouGov |  | Race |  |  | Education |  |  |  | Marital Status |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Black | Hispanic | Other (NET) | No HS, High school graduate | Some college, 2 year | 4year | 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\% | $\begin{aligned} & \text { 58\% } \\ & \text { N.P.Q } \end{aligned}$ | $\begin{gathered} 39 \% \\ \mathrm{~N} \end{gathered}$ | 31\% | 27\% | $\begin{gathered} 37 \% \\ \mathrm{R} \end{gathered}$ | $\begin{gathered} 41 \% \\ \mathrm{R} \end{gathered}$ | $\begin{gathered} 47 \% \\ \text { R.S } \end{gathered}$ | 31\% | 41\% | $\begin{aligned} & 43 \% \\ & \text { v.Z } \end{aligned}$ | 41\% | $\begin{gathered} 33 \% \\ \mathrm{v} \end{gathered}$ | 36\% | $\begin{gathered} 42 \% \\ \mathrm{v}^{*} \end{gathered}$ |
| 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\% | $\begin{gathered} 25 \% \\ 0 \end{gathered}$ | $\begin{gathered} 37 \% \\ 0^{*} \end{gathered}$ | 32\% | 36\% | 35\% | 34\% | $\begin{gathered} 38 \% \\ \text { x.Z.AA } \end{gathered}$ | 22\% | 24\% | 34\% | $\begin{gathered} 36 \% \\ x \end{gathered}$ | 32\% | 29\% |
| Don't know | 32\% | 30\% | 36\% | $\stackrel{32 \%}{ }$ | $\begin{aligned} & 41 \% \\ & \text { s.t.u } \end{aligned}$ | $\stackrel{28 \%}{u}$ | 24\% | 19\% | 31\% | $36 \%$ | $\stackrel{3 \%}{*}$ | ${ }^{25 \%}$ | 31\% | 32\% | 30\% |

elieve the Oscars do or do not have a "
selieve the Oscars do or do not have a "diversity problem" (i.e,
race, nationality andlor gender)?

| Unweighted base | 1314 | 161 | 197 | 91 | 511 | 429 | 238 | 136 | 582 | 31 | 85 | ${ }^{36}$ | ${ }^{734}$ | 368 | 109 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US Adults | 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\% | $\begin{aligned} & 24 \% \\ & y_{7} \end{aligned}$ | 19\% | ${ }^{16 \%}$ | $\stackrel{\text { \% }}{ }$ | 23\% | 23\% | 22\% |
| Not applicable- I have not readheard anything about the Oscars recently as it relates to diversity | 28\% | 15\% | 29\% | \% | 36\% | 30\% | 17\% | 15\% | 29\% | 20\% | 28\% | 19\% | 28\% | 28\% | 31\% |
|  |  |  | $\bigcirc$ | -* | т.U | т.U |  |  |  | * | * | * |  |  | * |
| Don't know | 17\% | 18\% | 20\% | 18\% | 20\% | 17\% | 15\% | 12\% | 15\% | $\underset{\sim}{20 \%}$ | 16\% | 14\% | 15\% | 17\% | 19\% |
| 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 |
| Base: All US Adults | 1314 | 157 | 202 | 90 | 532 | 408 | 237 | 137 | 583 | 29 | 89 | 36 | 735 | 359 | 116 |
| Resulto 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\% | $\begin{aligned} & 34 \% \\ & 0^{*} \end{aligned}$ | 37\% | 38\% | 37\% | 28\% | $\begin{aligned} & 41 \% \\ & A 1 \% \end{aligned}$ | 32\% | ${ }_{\text {A }}^{4}{ }^{4}$ | 38\% | $40 \%$ | 27\% | $36 \%$ |
| Other | 6\% | 2\% | 8\% | 5\% | 4\% |  | 7\% | 8\% | 5\% |  | 1\% |  | 5\% | 9\% |  |
|  |  |  | - | * |  | R |  |  |  | ** | * | ${ }^{*}$ |  | v.x.z | ${ }^{*}$ |
| Don't know | 31\% | 34\% | 31\% | $\stackrel{34 \%}{ }$ | $\begin{aligned} & 36 \% \\ & \text { T.U } \end{aligned}$ | $\stackrel{32 \%}{{ }_{T}^{32}}$ | 21\% | 27\% | $\begin{gathered} 31 \% \\ Y \end{gathered}$ | $\underset{\sim}{30 \%}$ | $\stackrel{29 \%}{*}$ | 14\% | $\begin{gathered} 30 \% \\ Y \end{gathered}$ | $\begin{gathered} 34 \% \\ y \end{gathered}$ | 29\% |

KYO_Q6. In general, how appropriate or inappropriate do you
think it is for Oscar
during the show?

| Unweighted base | 1314 | 161 | 197 | 91 | 511 | 429 | 238 | 136 | 582 | 31 | 85 | 36 | 734 | 368 | 109 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US Adults | 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 |  | $*$ | $\mathrm{AC}^{*}$ | v. A $^{*}$ | v | v.z.AC |  |
| Somewhat inappropriate | 15\% | 20\% | 14\% | ${ }^{19 \%}$ | 15\% | 14\% | 17\% | 16\% | 16\% | 17\% | 15\% | 11\% | 16\% | 16\% | 10\% |
| Very inappropiriat | 37\% | 16\% | 28\% | 28\% | $40 \%$ | $39 \%$ | 30\% | 29\% | $44 \%$ | 18\% | 28\% | 21\% | 40\% | 25\% | 51\% |
| Don't know | 15\% | $\stackrel{22 \%}{\mathrm{~N}}$ | ${ }_{\mathrm{N}}^{21 \%}$ | $\begin{gathered} 25 \% \\ \mathrm{~N}^{*} \end{gathered}$ | 21\% s.t.u | $\begin{aligned} & 13 \% \\ & \text { T.U } \end{aligned}$ | 8\% | 6\% | 10\% | 19\% | ${ }^{12 \%}$ | 19\% | 11\% | $\begin{gathered} 20 \% \\ \text { v.Z.AB } \end{gathered}$ | 9\% |
| 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 |
| Base: All US Adults | 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

| YouGov' | 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 540k | \$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\% | 35\% | $\begin{gathered} 68 \% \\ . \end{gathered}$ | 34\% | 39\% <br> AH.A.AK | 30\% | $\begin{aligned} & 34 \% \\ & \text { АН } \end{aligned}$ | $\begin{gathered} \text { 37\% } \\ \text { Ан.Ак } \end{gathered}$ | 19\% | 34\% | $\begin{aligned} & 39 \% \\ & \text { АО } \end{aligned}$ | 33\% | 29\% | $\begin{gathered} \text { 39\% } \\ \text { AQ.AR } \end{gathered}$ |
| 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\% | $\begin{gathered} 42 \% \\ x^{*} \end{gathered}$ | $\begin{gathered} 22 \% \\ \hline \end{gathered}$ |  | 16\% | 32\% | 39\% <br> AG.AI.AJ.AK | $\begin{gathered} \text { 36\% } \\ \text { AG } \end{gathered}$ | 32\% | 22\% | 30\% | 32\% | $\begin{gathered} \text { 44\% } \\ \text { AL.AM.AO } \end{gathered}$ | 30\% | 30\% |
| Don't know | 32\% | 23\% | $43 \%$ | $32 \%$ | $50 \%$ | 29\% | 31\% | 31\% | 31\% | $\stackrel{59 \%}{\text { AG.AH.AI.AJ** }}$ | $\begin{aligned} & 35 \% \\ & \text { AN } \end{aligned}$ | 29\% | 23\% | $\begin{aligned} & \text { AM1\% } \\ & \text { AM.AN } \end{aligned}$ | $31 \%$ |

Ylieq. Based on what you have read/heard recently, do you
believe the Oscars do or do not have "diversity problem" (i.e,
race, nationality andlor 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 |  | 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 |  | Ан | AH.AK | * |  |  | Ао |  | AQ.AR |
| The Oscars do not have a diversity problem | 22\% | $\stackrel{21 \%}{ }$ | 12\% | - | $\underset{\text { 10\% }}{\text { \% }}$ | 25\% | 24\% | 24\% | 21\% | 14\% | 19\% | 23\% | $\begin{gathered} \text { 22\% } \\ \text { ALAO } \end{gathered}$ | 18\% | 19\% |
| 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.A** | * | ** | ** |  |  |  |  | * | AN | AN |  |  |  |
| Don't know | 17\% | $\stackrel{12 \%}{*}$ | 48\% | $32 \%$ | $\stackrel{44 \%}{4}$ | 15\% | 17\% | 16\% | 16\% | $\begin{gathered} 44 \% \\ \text { AG.AH.AI.AJ* } \end{gathered}$ | $\begin{aligned} & 18 \% \\ & \text { AN } \end{aligned}$ | 15\% | 10\% | $\begin{gathered} \quad \begin{array}{c} 29 \% \\ \text { AL.AM.AN } \end{array} \end{gathered}$ | 18\% |

Yo_05. This year, all of the nominees for Best Dire
nominating processs or do you think the best directors of the yea

| 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 | * |  | Ао | Aо |  |  |
| 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\% |
|  |  | $\mathrm{AA}^{*}$ | * | ** | * | AJ.AK | AJ.AK | АЈ.АК |  | * |  |  | Al.AM.ao |  |  |
| Other | 6\% | ${ }^{2 \%}$ | $\underset{\substack{5 \% \\ *}}{ }$ | - | $\begin{gathered} 3 \% \\ \% \end{gathered}$ | 5\% | 5\% | 5\% | $\begin{gathered} 8 \% \\ \text { AGA } \end{gathered}$ | $2 \%$ | 4\% | 8\% | 7\% | 6\% | 4\% |
| 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 Osca
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.Al |  | Ан |  | * |  | Ао | Ао |  | AQ.AR |
| Somewhat appropriate | 21\% | $\stackrel{11 \%}{*}$ | 6\% | \% | $\underset{\text { 15\% }}{4}$ | 19\% | 16\% | 17\% | $\begin{gathered} 27 \% \\ \text { AG.AH.AI } \end{gathered}$ | 15\% | 22\% | 18\% | 23\% | 21\% | ${ }^{25 \%}$ |
| Somewhat inappropriate | 15\% | 8\% | 27\% | 34\% | 13\% | 21\% | 12\% | 15\% | 15\% | 9\% | 16\% | 16\% | 15\% | 13\% | 17\% |
|  |  | * | * | ** | ** | AH.AI.AJ |  | Ан |  | * |  |  |  |  |  |
| Very inappropriate | 37\% | $\begin{gathered} 49 \% \\ \text { x.Y.AA } \end{gathered}$ | $51 \%$ | \% | 18\% | $31 \%$ AK | $\begin{gathered} \text { 53\% } \\ \text { AG.AI.AJ.AK } \end{gathered}$ | $\stackrel{44 \%}{\text { AG.AJ.AK }}$ | 29\% | 14\% | 33\% | $\begin{gathered} 42 \% \\ \text { ALLAO } \end{gathered}$ | 39\% | 31\% | 26\% |
| Don't know | 15\% | 14\% | 16\% | 66\% | 48\% | 13\% | 10\% | 11\% | $\begin{aligned} & \text { A6\% } \\ & \text { AHHA } \end{aligned}$ | $\begin{gathered} 54 \% \\ \text { AG.AH.AI.AJ* } \end{gathered}$ | $\begin{aligned} & \text { 18\% } \\ & \text { AM.AN } \end{aligned}$ | 9\% | 7\% | $\begin{gathered} 28 \% \\ \text { AL.AM.AN } \end{gathered}$ | 15\% |
| 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

| YouGov | Total | Type of Area Lived in |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  |  | Suburban/ 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\% | $\begin{gathered} 36 \% \\ \text { AP } \end{gathered}$ | 35\% | $\stackrel{-}{*}$ |
| Don't know | 32\% | 31\% | 36\% | 47\% |

elieve the Oscars do or do not have a "diversity problem" (i.e,
believe the Oscars do or do not have a "diversity problem" (ie,

| Unweighted base | 1314 | 639 | 223 | 8 |
| :---: | :---: | :---: | :---: | :---: |
| Base: All US Adults | 1314 | 635 | 225 | 8 |
| The Oscars have a diversity problem | 32\% | $\begin{aligned} & 31 \% \\ & \text { AR } \end{aligned}$ | 20\% | $\underset{\sim}{66 \%}$ |
| The Oscars do not have a diversity problem | 22\% | $\begin{gathered} 24 \% \\ A P \\ \hline \end{gathered}$ | 25\% | - |
| Not applicable- I have not read/heard anything about the Oscars recently as it relates to diversity | 28\% | $\begin{aligned} & 29 \% \\ & \text { AP } \end{aligned}$ | 35\% | 22\% |
| Don't know | 17\% | 16\% | 19\% | ${ }^{12 \%}$ |

Yo_O5. This year, all of the nominees for Best Directo
o you think this is a result of a lack of diversity in the
Do you think this is a result of a lack of diversity in the

| Unweighted base | 1314 | 639 | 223 | 8 |
| :---: | :---: | :---: | :---: | :---: |
| Base: All US Adults | 1314 | 635 | 225 | 8 |
| Resulto 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
hink it is for Oscar winners and/or host to discuss politics

| Unweighted base | 1314 | 639 | 223 | 8 |
| :---: | :---: | :---: | :---: | :---: |
| Base: All US Adults | 1314 | 635 | 225 | 8 |
| Very appropriate | 13\% | 12\% | 6\% | 49\% |
|  |  | AR |  | * |
| Somewhat appropriate | 21\% | 20\% | 16\% | 15\% |
| Somewhat inappropriate | 15\% | 15\% | 11\% | ${ }_{\text {12\% }}^{12 \%}$ |
| Very inappropriate | 37\% | 40\% | 49\% | - |
|  |  | AP | AP.AQ | ** |
| Don't know | 15\% | 13\% | 18\% | $\stackrel{\text { 24\% }}{\text { \% }}$ |

rless political than recent years (i.e., since 2016)?
Unweighted base
1314
$\begin{array}{ll}639 & 223 \\ 635 & 225\end{array}$

YouGov RealTime
Oscars
US_nat_int Sample: 28th - 29th January 2020
YouGov

|  | Total | 兂 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | $\begin{gathered} \text { Gen Z(2000 and } \\ \text { later) } \end{gathered}$ | $\begin{aligned} & \text { Millennial (1982- } \\ & \text { 1999) } \end{aligned}$ | $\begin{gathered} \text { Gen X (1965- } \\ \text { 1981) } \end{gathered}$ | Baby Boomer (1946-1964) | $\begin{gathered} \text { Silent } \\ \text { Generation } \\ (1928-1945) \end{gathered}$ | Pre-Silent Generation (1927 and earlier) | Other | Northeast | Midwest | South | West | White |
| This year's ceremony will be more political than usual | 48\% | 49\% | 47\% | 35\% | 37\% | $\begin{gathered} 48 \% \\ \mathrm{D} \end{gathered}$ | $\begin{aligned} & 55 \% \% \\ & c . D \end{aligned}$ | $\begin{aligned} & \text { 68\% } \\ & \text { C.D.E } \end{aligned}$ | * | * | 50\% | 49\% | 46\% | 48\% | $\begin{aligned} & \text { 54\% } \\ & \text { O.P.Q } \end{aligned}$ |
| This year's ceremony will be no more or less political than usual | 20\% | 19\% | 21\% | $\begin{aligned} & 34 \% \\ & \text { EF. } \cdot G^{*} \end{aligned}$ | $\begin{gathered} 25 \% \\ \text { E.F } \end{gathered}$ | 18\% | 16\% | 17\% | $\div$ | $\div$ | 22\% | 18\% | 21\% | 19\% | 18\% |
| This year's ceremony will be less political than usual | 3\% | 4\% | 3\% | $\begin{aligned} & 8 \% \\ & F \cdot G^{*} \end{aligned}$ | $\begin{gathered} 5 \% \\ F \end{gathered}$ | $\begin{gathered} 4 \% \\ F \end{gathered}$ | 1\% | : | $\div$ | $\stackrel{\square}{*}$ | 2\% | 3\% | 3\% | 5\% | 2\% |
| Don't know | 29\% | 28\% | 29\% | $\stackrel{23 \%}{*}$ | $\begin{gathered} 33 \% \\ G \end{gathered}$ | $\begin{gathered} 31 \% \\ G \end{gathered}$ | $\begin{gathered} 27 \% \\ G \end{gathered}$ | ${ }^{14 \%}$ | $\cdots$ | * | 26\% | 30\% | 30\% | 28\% | 26\% |

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95\%): AB, C/D/EF/G/HI, J/KLM, NO/P/Q, R/STT/U, VW/XY/Z/AAABB/AC/AD/AE/AF, AG/AH/A/A/AJAK, ALAM/AN/AO, AP/AQ/AR/AS, Minimum Base: 30 (*), Small Base: 100 ( ${ }^{*}$ ))

YouGov RealTime
Oscars
Us_nat_int Sample: 28th - 29th January 2020
YouGov

|  | Total |  |  |  |  |  |  |  | Married | Civil Partnership | Living together, not married or civil partnership | In a relationship,not livingtogether | NET: In a relationship |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Black | Hispanic | Other (NET) | No HS, High school graduate | $\begin{gathered} \text { Some college, 2- } \\ \text { year } \end{gathered}$ | 4 -year | Post Grad |  |  |  |  |  | Single | Divorced |
| This year's ceremony will be more political than usual | 48\% | 30\% | 39\% | $39 \%$ | 43\% | $\begin{gathered} 50 \% \\ \mathrm{R} \end{gathered}$ | $\begin{gathered} 54 \% \\ \mathrm{R} \end{gathered}$ | 52\% | $\begin{gathered} \text { 55\% } \\ \text { x.Z.AA } \end{gathered}$ | 29\% | $42 \%$ | $\begin{aligned} & 58 \% \\ & { }_{2 A} A^{*} \end{aligned}$ | $\begin{gathered} 53 \% \\ A A \end{gathered}$ | 40\% | 49\% |
| This year's ceremony will be no more or less political than usual | 20\% | $\stackrel{28 \%}{N}$ | 22\% | 21\% | 17\% | 20\% | $\begin{gathered} 25 \% \\ \mathrm{R} \end{gathered}$ | 21\% | 18\% | $31 \%$ | 22\% | 17\% | 19\% | $\begin{gathered} 24 \% \\ \text { v.z } \end{gathered}$ | 19\% |
| This year's ceremony will be less political than usual | 3\% | $\stackrel{6 \%}{{ }_{N}^{2 \%}}$ | $\stackrel{6 \%}{\mathrm{~N}}$ | 5\% | 3\% | 3\% | 4\% | 4\% | 2\% | $\div$ | $\begin{aligned} & 4 \% \\ & \mathrm{AB}^{*} \end{aligned}$ | 3\% | 2\% | 4\% | : |
| Don't know | 29\% | $\begin{gathered} \text { 36\% } \\ N^{2 \%} \end{gathered}$ | $\stackrel{33 \%}{\mathrm{~N}}$ | $\stackrel{35 \%}{*}$ | $\begin{aligned} & 37 \% \\ & \text { s.Ju } \end{aligned}$ | $\stackrel{27 \%}{\mathrm{27} \mathrm{\%}}$ | 17\% | 23\% | 25\% | 40\% | $\stackrel{32 \%}{ }$ | ${ }^{22 \%}$ | 26\% | 32\% | *2\% |

Cell Contents (Col

YouGov RealTime
Oscars
Us_nat_int Sample: 28th - 29th January 2020
YouGov

| OuGov |  |  |  |  |  |  | Paren | guardian of any | children |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | 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 S40k | \$40k to \$80k | \$80k+ | Don't know Prefer not to say | Urban |
| This year's ceremony will be more political than usual | 48\% | $\begin{aligned} & 61 \% \\ & \text { X.AA* } \end{aligned}$ | 33\% | - | ${ }^{7 \%}$ | $\begin{gathered} 48 \% \\ \text { AK } \end{gathered}$ | $\begin{aligned} & 55 \% \\ & \text { AJ.AK } \end{aligned}$ | $\begin{aligned} & 52 \% \\ & \text { AJ.AK } \end{aligned}$ | $\begin{gathered} \text { 45\% } \\ \text { AK } \end{gathered}$ | 16\% | 44\% | $\begin{aligned} & 51 \% \\ & \text { AO } \end{aligned}$ | $\begin{gathered} \text { 57\% } \\ \text { AL.AO } \end{gathered}$ | 37\% | 45\% |
| This year's ceremony will be no more or less political than usual | 20\% | 15\% | 12\% | 68\% | 20\% | 21\% | 16\% | 18\% | $\begin{aligned} & \text { 23\% } \\ & \text { AH.AI } \end{aligned}$ | 18\% | 20\% | 21\% | 21\% | 18\% | 21\% |
| This year's ceremony will be less political than usual | 3\% | $\begin{aligned} & 5 \% \\ & { }^{5} B^{*} \end{aligned}$ | 26\% | $\div$ | 20\% | $\begin{gathered} \stackrel{6 \%}{\text { AH.AI }} \end{gathered}$ | 2\% | $\begin{aligned} & 3 \% \\ & \text { AH } \end{aligned}$ | 3\% | $\begin{aligned} & 9 \% \\ & A H^{*} \end{aligned}$ | 4\% | 3\% | 3\% | 3\% | 4\% |
| Don't know | 29\% | ${ }^{19 \%}$ | $29 \%$ | $32 \%$ | 53\% | 25\% | 27\% | 27\% | 29\% | $\begin{gathered} 57 \% \\ \text { AG.AH.AI.AJ** } \end{gathered}$ | $\begin{aligned} & 32 \% \\ & \text { AN } \end{aligned}$ | 25\% | 20\% | $\begin{gathered} 42 \% \\ \text { AL.AM.AN } \end{gathered}$ | 30\% |

Cell Contents (Col

## YouGov RealTime

Oscars
Us_nat_int Sample: 28th - 29th January 2020

| YouGov | Total | Type of Area Lived in |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  |  | Suburban/ Town | Rural | Other |
| This year's ceremony will be more political than usual | 48\% | 49\% | 49\% | 42\% |
| This year's ceremony will be no more or less political than usual | 20\% | 22\% | 15\% | $\vdots$ |
| This year's ceremony will be less political than usual | 3\% | 3\% | 2\% | 12\% |
| Don't know | 29\% | 26\% | $\begin{aligned} & 34 \% \\ & \text { AQ } \end{aligned}$ | $46 \%$ |

Cell Contents (Col

