

YouGov Survey: 2025 Oscars



Sample 2207 U.S. adult citizens
 Conducted February 19 - 26, 2025
 Margin of Error ±2.7%

1. How interested, if at all, are you in the Academy Awards (also called the Oscars)?

Very interested	7%
Somewhat interested	22%
Not very interested	19%
Not at all interested	48%
Not sure	4%

2. Are you planning to watch the Academy Awards this year on March 2?

Yes, I'm planning to watch all of it	9%
Yes, I'm planning to watch some of it	17%
No, I'm not planning to watch any of it	63%
Not sure	11%

3. Have you seen the following movies?

	Yes, I have	No, but I want to	No, and I don't want to	Not sure
Dune: Part Two	21%	22%	50%	7%
Wicked	18%	31%	44%	7%
Conclave	11%	22%	53%	14%
The Substance	11%	24%	53%	13%
Emilia Pérez	6%	18%	62%	14%
The Brutalist	6%	23%	57%	15%
A Complete Unknown	6%	25%	54%	15%
I'm Still Here	5%	22%	55%	17%
Anora	5%	20%	59%	16%
Nickel Boys	5%	18%	61%	16%

4. Please indicate what you think of the following movie.

Asked of people who say they have seen each movie

	Love it	Like it	Dislike it	Hate it
Dune: Part Two	53%	40%	6%	1%
Wicked	47%	45%	6%	2%
Conclave	41%	50%	9%	1%
The Substance	41%	48%	10%	1%
Emilia Pérez	39%	43%	12%	7%
The Brutalist	39%	55%	6%	0%
A Complete Unknown	39%	57%	4%	1%
Nickel Boys	41%	53%	6%	1%
Anora	37%	51%	9%	3%
I'm Still Here	34%	60%	5%	1%

5. Which of the following movies, nominated for Best Picture in this year's Academy Awards, do you think should win?

Wicked	13%
Dune: Part Two	11%
Conclave	4%
A Complete Unknown	3%
Emilia Pérez	3%
The Substance	2%
The Brutalist	2%
Anora	1%
Nickel Boys	1%
I'm Still Here	1%
Not sure	58%

6. Which of the following movies, nominated for Best Picture in this year's Academy Awards, do you think will win?

Wicked	17%
Dune: Part Two	8%
The Brutalist	5%
Emilia Pérez	4%
Conclave	3%
A Complete Unknown	2%
Anora	2%
The Substance	1%
Nickel Boys	1%
I'm Still Here	1%
Not sure	56%

7. Based on your recollection, which one of the following movies won Best Picture at last year's Academy Awards?

Oppenheimer	29%
Barbie	5%
Killers of the Flower Moon	4%
Poor Things	1%
The Holdovers	1%
American Fiction	1%
Anatomy of a Fall	1%
Maestro	0%
Past Lives	0%
The Zone of Interest	0%
Not sure	58%

8. How similar are your favorite types of movies to Oscars Best Picture winners?

Very similar	4%
Somewhat similar	23%
Not very similar	22%
Not at all similar	17%
Not sure	34%

9. Do you approve or disapprove of the choice of Conan O'Brien to host the Academy Awards this year?

Strongly approve	17%
Somewhat approve	28%
Somewhat disapprove	6%
Strongly disapprove	6%
Not sure	44%

10. Do you believe the Oscars do or do not have a diversity problem — as in, whether the nominees this year are sufficiently diverse in terms of race, nationality and/or gender?

The Oscars have a diversity problem	24%
The Oscars do not have a diversity problem	33%
Not sure	42%

11. Do you think it is appropriate for Oscars winners to discuss politics in their acceptance speeches?

Appropriate	28%
Not appropriate	51%
Not sure	21%

12. When watching TV in a language you know, do you generally prefer to have ... ?

Subtitles on	37%
Subtitles off	52%
Not sure	10%

13. Do you consider it to be acceptable or unacceptable for filmmakers to use artificial intelligence (AI) in the following ways when making a movie?

	Acceptable	Unacceptable	Not sure
Generating visual effects	68%	15%	17%
Editing footage and assembling scenes	51%	25%	23%
Generating voiceover audio for narration	42%	32%	26%
De-aging an actor	42%	33%	25%
Composing the musical score	35%	41%	24%
Using AI and a human-written script to generate all of the visuals and sound	35%	38%	27%
Writing the script	30%	49%	22%
Re-creating actors who are deceased	22%	53%	25%
Creating an entirely AI-generated movie without human actors or writers	20%	59%	20%
Replacing all actors with AI-generated characters	11%	71%	18%

Interviewing Dates	February 19 - 21, 2025 February 24 - 26, 2025
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.051 to 5.036, with a mean of one and a standard deviation of 0.842.
Number of respondents	2207
Margin of error	± 2.7% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	85 questions not reported.

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1. Interested in Oscars

How interested, if at all, are you in the Academy Awards (also called the Oscars)?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very interested	7%	9%	7%	12%	12%	5%	3%	7%	11%	10%	6%
Somewhat interested	22%	23%	21%	31%	27%	15%	16%	19%	29%	28%	22%
Not very interested	19%	18%	20%	22%	16%	17%	23%	18%	23%	18%	23%
Not at all interested	48%	48%	49%	27%	41%	61%	56%	54%	28%	40%	46%
Not sure	4%	3%	4%	8%	5%	2%	2%	3%	9%	5%	3%
Totals	100%	101%	101%	100%	101%	100%	100%	101%	100%	101%	100%
Unweighted N	(2,205)	(1,052)	(1,153)	(531)	(422)	(718)	(534)	(1,398)	(289)	(335)	(183)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very interested	7%	13%	3%	7%	12%	6%	5%	7%	15%	8%	7%	7%	8%
Somewhat interested	22%	34%	17%	15%	31%	17%	20%	23%	24%	23%	16%	21%	28%
Not very interested	19%	22%	18%	17%	25%	13%	18%	21%	16%	19%	18%	20%	19%
Not at all interested	48%	29%	54%	60%	31%	64%	52%	48%	43%	47%	58%	48%	41%
Not sure	4%	2%	8%	1%	1%	1%	4%	2%	2%	2%	2%	5%	4%
Totals	100%	100%	100%	100%	100%	101%	99%	101%	100%	99%	101%	101%	100%
Unweighted N	(2,205)	(762)	(787)	(656)	(863)	(812)	(925)	(633)	(444)	(405)	(463)	(837)	(500)

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2. Planning to Watch Oscars

Are you planning to watch the Academy Awards this year on March 2?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, I'm planning to watch all of it	9%	9%	10%	11%	14%	6%	6%	8%	12%	13%	8%
Yes, I'm planning to watch some of it	17%	18%	16%	26%	21%	12%	13%	17%	21%	20%	11%
No, I'm not planning to watch any of it	63%	63%	62%	43%	54%	74%	74%	67%	46%	57%	63%
Not sure	11%	10%	12%	20%	11%	8%	7%	9%	21%	10%	17%
Totals	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	99%
Unweighted N	(2,202)	(1,051)	(1,151)	(532)	(421)	(719)	(530)	(1,397)	(288)	(334)	(183)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes, I'm planning to watch all of it	9%	16%	5%	7%	15%	9%	6%	10%	17%	8%	7%	9%	12%
Yes, I'm planning to watch some of it	17%	28%	10%	14%	26%	13%	15%	19%	21%	20%	13%	16%	21%
No, I'm not planning to watch any of it	63%	46%	69%	72%	50%	73%	66%	64%	56%	63%	73%	62%	54%
Not sure	11%	11%	16%	6%	9%	5%	13%	8%	6%	9%	8%	12%	13%
Totals	100%	101%	100%	99%	100%	100%	100%	101%	100%	100%	101%	99%	100%
Unweighted N	(2,202)	(762)	(784)	(656)	(863)	(811)	(922)	(633)	(444)	(405)	(462)	(836)	(499)

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3A. Seen Best Picture 2025 Nominees — Dune: Part Two

Have you seen the following movies?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, I have	21%	27%	14%	29%	24%	20%	10%	20%	21%	20%	21%
No, but I want to	22%	27%	18%	26%	28%	18%	19%	21%	27%	24%	23%
No, and I don't want to	50%	39%	60%	33%	40%	58%	64%	53%	38%	47%	46%
Not sure	7%	7%	8%	12%	8%	5%	7%	5%	15%	10%	9%
Totals	100%	100%	100%	100%	100%	101%	100%	99%	101%	101%	99%
Unweighted N	(2,199)	(1,049)	(1,150)	(529)	(420)	(719)	(531)	(1,397)	(285)	(335)	(182)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes, I have	21%	22%	19%	21%	20%	20%	15%	23%	29%	18%	18%	21%	24%
No, but I want to	22%	27%	21%	19%	27%	19%	22%	22%	23%	20%	22%	21%	27%
No, and I don't want to	50%	46%	49%	54%	47%	55%	54%	50%	42%	54%	57%	50%	41%
Not sure	7%	5%	10%	6%	6%	6%	9%	5%	6%	8%	4%	9%	8%
Totals	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	101%	101%	100%
Unweighted N	(2,199)	(760)	(785)	(654)	(860)	(812)	(922)	(632)	(442)	(404)	(462)	(836)	(497)

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3B. Seen Best Picture 2025 Nominees — Wicked

Have you seen the following movies?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, I have	18%	17%	19%	29%	26%	11%	10%	18%	17%	19%	26%
No, but I want to	31%	27%	34%	30%	33%	31%	29%	29%	45%	28%	24%
No, and I don't want to	44%	49%	40%	31%	35%	52%	56%	47%	26%	47%	45%
Not sure	7%	7%	6%	11%	6%	5%	5%	6%	12%	6%	5%
Totals	100%	100%	99%	101%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(2,196)	(1,050)	(1,146)	(530)	(420)	(714)	(532)	(1,395)	(286)	(332)	(183)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes, I have	18%	24%	13%	18%	22%	16%	14%	19%	26%	18%	17%	17%	21%
No, but I want to	31%	41%	27%	24%	41%	23%	33%	27%	34%	27%	28%	31%	34%
No, and I don't want to	44%	30%	51%	52%	32%	57%	46%	49%	38%	48%	52%	43%	38%
Not sure	7%	5%	10%	5%	5%	4%	8%	5%	3%	7%	3%	9%	7%
Totals	100%	100%	101%	99%	100%	100%	101%	100%	101%	100%	100%	100%	100%
Unweighted N	(2,196)	(758)	(784)	(654)	(860)	(810)	(919)	(631)	(443)	(404)	(462)	(834)	(496)

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3C. Seen Best Picture 2025 Nominees — Conclave

Have you seen the following movies?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, I have	11%	11%	10%	14%	12%	8%	9%	11%	11%	11%	6%
No, but I want to	22%	24%	21%	25%	27%	19%	19%	23%	28%	21%	13%
No, and I don't want to	53%	52%	55%	44%	47%	59%	61%	55%	41%	54%	61%
Not sure	14%	13%	14%	17%	14%	14%	10%	12%	20%	15%	20%
Totals	100%	100%	100%	100%	100%	100%	99%	101%	100%	101%	100%
Unweighted N	(2,198)	(1,049)	(1,149)	(531)	(420)	(715)	(532)	(1,395)	(287)	(334)	(182)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes, I have	11%	15%	7%	11%	16%	11%	7%	11%	21%	10%	9%	11%	13%
No, but I want to	22%	32%	18%	18%	30%	19%	20%	23%	27%	22%	20%	23%	25%
No, and I don't want to	53%	41%	58%	60%	41%	60%	59%	55%	40%	56%	61%	52%	47%
Not sure	14%	13%	17%	11%	13%	10%	14%	11%	12%	13%	11%	14%	16%
Totals	100%	101%	100%	100%	100%	100%	100%	100%	100%	101%	101%	100%	101%
Unweighted N	(2,198)	(760)	(783)	(655)	(860)	(813)	(921)	(632)	(442)	(404)	(462)	(833)	(499)

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3D. Seen Best Picture 2025 Nominees — The Substance

Have you seen the following movies?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, I have	11%	13%	9%	19%	15%	6%	3%	9%	16%	14%	6%
No, but I want to	24%	22%	26%	30%	29%	21%	18%	22%	33%	25%	27%
No, and I don't want to	53%	52%	54%	37%	42%	60%	68%	57%	36%	48%	52%
Not sure	13%	13%	12%	13%	13%	13%	11%	12%	15%	13%	15%
Totals	101%	100%	101%	99%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(2,192)	(1,048)	(1,144)	(531)	(418)	(714)	(529)	(1,393)	(285)	(332)	(182)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes, I have	11%	14%	10%	8%	12%	9%	8%	9%	17%	9%	8%	12%	11%
No, but I want to	24%	34%	20%	19%	32%	18%	23%	25%	26%	24%	21%	22%	29%
No, and I don't want to	53%	41%	56%	61%	45%	63%	57%	54%	47%	58%	60%	51%	46%
Not sure	13%	11%	15%	11%	12%	11%	12%	11%	11%	9%	11%	14%	13%
Totals	101%	100%	101%	99%	101%	101%	100%	99%	101%	100%	100%	99%	99%
Unweighted N	(2,192)	(756)	(781)	(655)	(856)	(809)	(919)	(629)	(441)	(402)	(460)	(831)	(499)

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3E. Seen Best Picture 2025 Nominees — Emilia Pérez

Have you seen the following movies?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, I have	6%	7%	6%	9%	11%	3%	3%	6%	9%	10%	3%
No, but I want to	18%	16%	19%	24%	23%	12%	13%	17%	22%	22%	9%
No, and I don't want to	62%	63%	62%	50%	51%	71%	74%	65%	48%	58%	70%
Not sure	14%	14%	13%	17%	15%	13%	11%	13%	21%	10%	18%
Totals	100%	100%	100%	100%	100%	99%	101%	101%	100%	100%	100%
Unweighted N	(2,198)	(1,051)	(1,147)	(529)	(421)	(716)	(532)	(1,395)	(286)	(334)	(183)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes, I have	6%	11%	3%	6%	10%	7%	5%	6%	10%	4%	4%	7%	9%
No, but I want to	18%	28%	13%	13%	27%	13%	15%	17%	26%	21%	14%	15%	22%
No, and I don't want to	62%	49%	66%	71%	51%	71%	67%	64%	53%	63%	74%	61%	54%
Not sure	14%	12%	18%	11%	13%	9%	14%	12%	11%	12%	9%	17%	14%
Totals	100%	100%	100%	101%	101%	100%	101%	99%	100%	100%	101%	100%	99%
Unweighted N	(2,198)	(758)	(785)	(655)	(861)	(810)	(925)	(631)	(439)	(403)	(462)	(834)	(499)

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3F. Seen Best Picture 2025 Nominees — The Brutalist

Have you seen the following movies?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, I have	6%	7%	4%	10%	12%	1%	2%	5%	8%	7%	4%
No, but I want to	23%	25%	20%	31%	26%	18%	19%	22%	32%	20%	18%
No, and I don't want to	57%	53%	60%	41%	47%	66%	69%	60%	40%	58%	58%
Not sure	15%	14%	15%	18%	14%	15%	10%	13%	19%	15%	19%
Totals	101%	99%	99%	100%	99%	100%	100%	100%	99%	100%	99%
Unweighted N	(2,197)	(1,050)	(1,147)	(531)	(420)	(716)	(530)	(1,395)	(287)	(332)	(183)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes, I have	6%	10%	3%	6%	9%	6%	3%	7%	11%	5%	5%	5%	8%
No, but I want to	23%	32%	20%	16%	31%	16%	22%	19%	32%	23%	18%	24%	25%
No, and I don't want to	57%	46%	59%	65%	47%	66%	61%	60%	46%	61%	64%	56%	50%
Not sure	15%	12%	19%	13%	13%	13%	14%	13%	12%	11%	12%	15%	18%
Totals	101%	100%	101%	100%	100%	101%	100%	99%	101%	100%	99%	100%	101%
Unweighted N	(2,197)	(760)	(782)	(655)	(860)	(811)	(922)	(632)	(440)	(404)	(461)	(833)	(499)

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3G. Seen Best Picture 2025 Nominees — A Complete Unknown

Have you seen the following movies?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, I have	6%	6%	6%	6%	11%	2%	4%	5%	4%	9%	5%
No, but I want to	25%	26%	25%	34%	27%	22%	21%	26%	28%	21%	17%
No, and I don't want to	54%	52%	55%	42%	45%	61%	64%	55%	42%	55%	57%
Not sure	15%	16%	15%	19%	17%	15%	11%	13%	25%	15%	22%
Totals	100%	100%	101%	101%	100%	100%	100%	99%	99%	100%	101%
Unweighted N	(2,191)	(1,046)	(1,145)	(530)	(418)	(712)	(531)	(1,392)	(288)	(330)	(181)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes, I have	6%	9%	3%	5%	8%	5%	3%	6%	10%	4%	4%	6%	8%
No, but I want to	25%	41%	17%	20%	37%	20%	23%	25%	33%	27%	22%	24%	30%
No, and I don't want to	54%	38%	59%	63%	40%	62%	58%	55%	44%	55%	62%	54%	45%
Not sure	15%	12%	21%	12%	15%	13%	15%	14%	14%	14%	12%	17%	18%
Totals	100%	100%	100%	100%	100%	100%	99%	100%	101%	100%	100%	101%	101%
Unweighted N	(2,191)	(755)	(783)	(653)	(855)	(810)	(921)	(627)	(440)	(404)	(458)	(831)	(498)

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3H. Seen Best Picture 2025 Nominees — I’m Still Here

Have you seen the following movies?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, I have	5%	7%	4%	8%	10%	2%	2%	5%	7%	7%	1%
No, but I want to	22%	21%	24%	25%	26%	19%	20%	21%	30%	22%	15%
No, and I don't want to	55%	57%	53%	47%	47%	62%	63%	58%	44%	53%	57%
Not sure	17%	15%	19%	20%	17%	18%	15%	16%	20%	18%	27%
Totals	99%	100%	100%	100%	100%	101%	100%	100%	101%	100%	100%
Unweighted N	(2,193)	(1,046)	(1,147)	(528)	(420)	(712)	(533)	(1,395)	(285)	(332)	(181)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes, I have	5%	8%	2%	6%	7%	6%	3%	7%	8%	5%	3%	6%	7%
No, but I want to	22%	33%	16%	19%	31%	17%	21%	21%	29%	21%	20%	21%	27%
No, and I don't want to	55%	41%	61%	63%	44%	65%	59%	56%	48%	57%	65%	54%	47%
Not sure	17%	17%	22%	12%	18%	12%	17%	17%	15%	17%	12%	19%	19%
Totals	99%	99%	101%	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(2,193)	(759)	(783)	(651)	(860)	(810)	(920)	(632)	(438)	(403)	(460)	(833)	(497)

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3I. Seen Best Picture 2025 Nominees — Anora

Have you seen the following movies?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, I have	5%	6%	4%	9%	10%	2%	1%	5%	7%	7%	2%
No, but I want to	20%	20%	19%	29%	26%	14%	12%	19%	26%	22%	13%
No, and I don't want to	59%	59%	60%	45%	49%	68%	71%	63%	43%	55%	62%
Not sure	16%	15%	17%	17%	16%	16%	17%	14%	25%	16%	24%
Totals	100%	100%	100%	100%	101%	100%	101%	101%	101%	100%	101%
Unweighted N	(2,193)	(1,047)	(1,146)	(529)	(420)	(713)	(531)	(1,391)	(285)	(334)	(183)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes, I have	5%	8%	2%	5%	7%	6%	3%	6%	10%	4%	3%	7%	5%
No, but I want to	20%	29%	15%	15%	27%	13%	18%	17%	28%	21%	12%	19%	26%
No, and I don't want to	59%	46%	61%	70%	49%	69%	63%	64%	48%	62%	71%	58%	50%
Not sure	16%	17%	21%	10%	17%	12%	16%	14%	15%	13%	14%	17%	19%
Totals	100%	100%	99%	100%	100%	100%	100%	101%	101%	100%	100%	101%	100%
Unweighted N	(2,193)	(758)	(784)	(651)	(859)	(806)	(920)	(631)	(439)	(401)	(461)	(836)	(495)

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3J. Seen Best Picture 2025 Nominees — Nickel Boys

Have you seen the following movies?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, I have	5%	5%	4%	8%	12%	1%	0%	5%	8%	3%	3%
No, but I want to	18%	18%	19%	26%	21%	15%	14%	18%	25%	19%	12%
No, and I don't want to	61%	60%	62%	48%	51%	69%	73%	63%	47%	60%	66%
Not sure	16%	16%	15%	18%	16%	15%	13%	14%	20%	18%	18%
Totals	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(2,191)	(1,048)	(1,143)	(529)	(420)	(714)	(528)	(1,390)	(286)	(334)	(181)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes, I have	5%	7%	3%	6%	6%	6%	4%	5%	10%	6%	3%	5%	5%
No, but I want to	18%	32%	12%	13%	29%	12%	16%	19%	23%	16%	16%	19%	20%
No, and I don't want to	61%	47%	66%	68%	49%	69%	64%	64%	51%	65%	68%	59%	54%
Not sure	16%	15%	19%	13%	16%	13%	16%	12%	17%	12%	12%	16%	20%
Totals	100%	101%	100%	100%	100%	100%	100%	100%	101%	99%	99%	99%	99%
Unweighted N	(2,191)	(758)	(783)	(650)	(857)	(808)	(919)	(630)	(439)	(402)	(461)	(832)	(496)

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4A. Best Picture 2025 Nominees Opinion — Dune: Part Two

Please indicate what you think of the following movie.

Asked of people who say they have seen each movie

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	53%	57%	45%	65%	54%	44%	*	53%	*	*	*
Like it	40%	36%	47%	30%	38%	50%	*	40%	*	*	*
Dislike it	6%	5%	7%	5%	5%	6%	*	6%	*	*	*
Hate it	1%	1%	0%	0%	3%	0%	*	1%	*	*	*
Totals	100%	99%	99%	100%	100%	100%	*	100%	*	*	*
Unweighted N	(452)	(284)	(168)	(164)	(112)	(123)	(53)	(258)	(69)	(81)	(44)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	53%	46%	61%	52%	49%	53%	58%	45%	62%	*	*	56%	50%
Like it	40%	50%	30%	40%	45%	41%	35%	46%	34%	*	*	40%	40%
Dislike it	6%	4%	9%	5%	6%	5%	7%	7%	4%	*	*	4%	10%
Hate it	1%	0%	0%	3%	0%	1%	0%	3%	0%	*	*	0%	0%
Totals	100%	100%	100%	100%	100%	100%	100%	101%	100%	*	*	100%	100%
Unweighted N	(452)	(180)	(151)	(121)	(193)	(159)	(148)	(137)	(133)	(79)	(88)	(164)	(121)

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4B. Best Picture 2025 Nominees Opinion — Wicked

Please indicate what you think of the following movie.

Asked of people who say they have seen each movie

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	47%	36%	56%	46%	46%	*	*	46%	*	*	*
Like it	45%	52%	38%	47%	49%	*	*	44%	*	*	*
Dislike it	6%	9%	3%	3%	6%	*	*	8%	*	*	*
Hate it	2%	3%	2%	3%	0%	*	*	2%	*	*	*
Totals	100%	100%	99%	99%	101%	*	*	100%	*	*	*
Unweighted N	(404)	(183)	(221)	(161)	(105)	(84)	(54)	(237)	(58)	(70)	(39)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	47%	50%	52%	40%	55%	42%	56%	49%	44%	*	*	49%	43%
Like it	45%	44%	43%	47%	39%	53%	34%	46%	48%	*	*	47%	54%
Dislike it	6%	4%	2%	11%	3%	4%	7%	5%	5%	*	*	4%	0%
Hate it	2%	2%	3%	1%	2%	1%	2%	0%	3%	*	*	0%	3%
Totals	100%	100%	100%	99%	99%	100%	99%	100%	100%	*	*	100%	100%
Unweighted N	(404)	(183)	(109)	(112)	(201)	(123)	(126)	(124)	(120)	(82)	(72)	(148)	(102)

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4C. Best Picture 2025 Nominees Opinion — Conclave

Please indicate what you think of the following movie.

Asked of people who say they have seen each movie

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	41%	35%	47%	*	*	*	*	37%	*	*	*
Like it	50%	53%	46%	*	*	*	*	54%	*	*	*
Dislike it	9%	10%	7%	*	*	*	*	9%	*	*	*
Hate it	1%	1%	0%	*	*	*	*	0%	*	*	*
Totals	101%	99%	100%	*	*	*	*	100%	*	*	*
Unweighted N	(255)	(137)	(118)	(91)	(63)	(58)	(43)	(156)	(44)	(45)	(10)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	41%	51%	*	*	49%	*	*	*	*	*	*	*	*
Like it	50%	41%	*	*	43%	*	*	*	*	*	*	*	*
Dislike it	9%	7%	*	*	6%	*	*	*	*	*	*	*	*
Hate it	1%	2%	*	*	1%	*	*	*	*	*	*	*	*
Totals	101%	101%	*	*	99%	*	*	*	*	*	*	*	*
Unweighted N	(255)	(128)	(62)	(65)	(140)	(90)	(71)	(85)	(89)	(54)	(50)	(90)	(61)

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4D. Best Picture 2025 Nominees Opinion — The Substance

Please indicate what you think of the following movie.

Asked of people who say they have seen each movie

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	41%	42%	40%	44%	*	*	*	42%	*	*	*
Like it	48%	49%	45%	46%	*	*	*	42%	*	*	*
Dislike it	10%	8%	12%	10%	*	*	*	14%	*	*	*
Hate it	1%	1%	2%	0%	*	*	*	2%	*	*	*
Totals	100%	100%	99%	100%	*	*	*	100%	*	*	*
Unweighted N	(230)	(126)	(104)	(116)	(66)	(33)	(15)	(125)	(40)	(48)	(17)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	41%	39%	*	*	39%	*	*	*	*	*	*	*	*
Like it	48%	51%	*	*	54%	*	*	*	*	*	*	*	*
Dislike it	10%	9%	*	*	6%	*	*	*	*	*	*	*	*
Hate it	1%	1%	*	*	1%	*	*	*	*	*	*	*	*
Totals	100%	100%	*	*	100%	*	*	*	*	*	*	*	*
Unweighted N	(230)	(105)	(69)	(56)	(112)	(76)	(82)	(64)	(70)	(41)	(41)	(87)	(61)

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4E. Best Picture 2025 Nominees Opinion — Emilia Pérez

Please indicate what you think of the following movie.

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	39%	*	*	*	*	*	*	*	*	*	*
Like it	43%	*	*	*	*	*	*	*	*	*	*
Dislike it	12%	*	*	*	*	*	*	*	*	*	*
Hate it	7%	*	*	*	*	*	*	*	*	*	*
Totals	101%	*	*	*	*	*	*	*	*	*	*
Unweighted N	(148)	(77)	(71)	(50)	(52)	(27)	(19)	(77)	(26)	(35)	(10)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	39%	*	*	*	*	*	*	*	*	*	*	*	*
Like it	43%	*	*	*	*	*	*	*	*	*	*	*	*
Dislike it	12%	*	*	*	*	*	*	*	*	*	*	*	*
Hate it	7%	*	*	*	*	*	*	*	*	*	*	*	*
Totals	101%	*	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(148)	(80)	(27)	(41)	(78)	(52)	(44)	(47)	(47)	(21)	(24)	(63)	(40)

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4F. Best Picture 2025 Nominees Opinion — The Brutalist

Please indicate what you think of the following movie.

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)				
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other	
Love it	39%	*	*	*	*	*	*	*	*	*	*	*
Like it	55%	*	*	*	*	*	*	*	*	*	*	*
Dislike it	6%	*	*	*	*	*	*	*	*	*	*	*
Hate it	0%	*	*	*	*	*	*	*	*	*	*	*
Totals	100%	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(145)	(91)	(54)	(65)	(60)	(11)	(9)	(81)	(28)	(32)	(4)	

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	39%	*	*	*	*	*	*	*	*	*	*	*	*
Like it	55%	*	*	*	*	*	*	*	*	*	*	*	*
Dislike it	6%	*	*	*	*	*	*	*	*	*	*	*	*
Hate it	0%	*	*	*	*	*	*	*	*	*	*	*	*
Totals	100%	*	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(145)	(78)	(22)	(45)	(78)	(49)	(29)	(57)	(52)	(27)	(26)	(52)	(40)

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4G. Best Picture 2025 Nominees Opinion — A Complete Unknown

Please indicate what you think of the following movie.

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	39%	*	*	*	*	*	*	*	*	*	*
Like it	57%	*	*	*	*	*	*	*	*	*	*
Dislike it	4%	*	*	*	*	*	*	*	*	*	*
Hate it	1%	*	*	*	*	*	*	*	*	*	*
Totals	101%	*	*	*	*	*	*	*	*	*	*
Unweighted N	(134)	(73)	(61)	(50)	(48)	(20)	(16)	(76)	(20)	(31)	(7)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	39%	*	*	*	*	*	*	*	*	*	*	*	*
Like it	57%	*	*	*	*	*	*	*	*	*	*	*	*
Dislike it	4%	*	*	*	*	*	*	*	*	*	*	*	*
Hate it	1%	*	*	*	*	*	*	*	*	*	*	*	*
Totals	101%	*	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(134)	(72)	(23)	(39)	(77)	(43)	(34)	(45)	(49)	(26)	(20)	(53)	(35)

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4H. Best Picture 2025 Nominees Opinion — Nickel Boys

Please indicate what you think of the following movie.

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	41%	*	*	*	*	*	*	*	*	*	*
Like it	53%	*	*	*	*	*	*	*	*	*	*
Dislike it	6%	*	*	*	*	*	*	*	*	*	*
Hate it	1%	*	*	*	*	*	*	*	*	*	*
Totals	101%	*	*	*	*	*	*	*	*	*	*
Unweighted N	(117)	(65)	(52)	(55)	(51)	(8)	(3)	(70)	(27)	(16)	(4)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	41%	*	*	*	*	*	*	*	*	*	*	*	*
Like it	53%	*	*	*	*	*	*	*	*	*	*	*	*
Dislike it	6%	*	*	*	*	*	*	*	*	*	*	*	*
Hate it	1%	*	*	*	*	*	*	*	*	*	*	*	*
Totals	101%	*	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(117)	(54)	(24)	(39)	(51)	(51)	(34)	(38)	(41)	(30)	(18)	(42)	(27)

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4I. Best Picture 2025 Nominees Opinion — Anora

Please indicate what you think of the following movie.

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)				
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other	
Love it	37%	*	*	*	*	*	*	*	*	*	*	*
Like it	51%	*	*	*	*	*	*	*	*	*	*	*
Dislike it	9%	*	*	*	*	*	*	*	*	*	*	*
Hate it	3%	*	*	*	*	*	*	*	*	*	*	*
Totals	100%	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(135)	(75)	(60)	(67)	(51)	(14)	(3)	(77)	(24)	(29)	(5)	

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	37%	*	*	*	*	*	*	*	*	*	*	*	*
Like it	51%	*	*	*	*	*	*	*	*	*	*	*	*
Dislike it	9%	*	*	*	*	*	*	*	*	*	*	*	*
Hate it	3%	*	*	*	*	*	*	*	*	*	*	*	*
Totals	100%	*	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(135)	(67)	(30)	(38)	(68)	(58)	(39)	(41)	(49)	(26)	(21)	(55)	(33)

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4J. Best Picture 2025 Nominees Opinion — I'm Still Here

Please indicate what you think of the following movie.

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	34%	*	*	*	*	*	*	*	*	*	*
Like it	60%	*	*	*	*	*	*	*	*	*	*
Dislike it	5%	*	*	*	*	*	*	*	*	*	*
Hate it	1%	*	*	*	*	*	*	*	*	*	*
Totals	100%	*	*	*	*	*	*	*	*	*	*
Unweighted N	(118)	(68)	(50)	(51)	(42)	(14)	(11)	(67)	(22)	(25)	(4)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	34%	*	*	*	*	*	*	*	*	*	*	*	*
Like it	60%	*	*	*	*	*	*	*	*	*	*	*	*
Dislike it	5%	*	*	*	*	*	*	*	*	*	*	*	*
Hate it	1%	*	*	*	*	*	*	*	*	*	*	*	*
Totals	100%	*	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(118)	(65)	(14)	(39)	(60)	(46)	(34)	(46)	(33)	(26)	(16)	(47)	(29)

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5. Best Picture 2025 Should Win

Which of the following movies, nominated for Best Picture in this year's Academy Awards, do you think should win?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Wicked	13%	9%	16%	13%	14%	12%	11%	11%	20%	10%	14%
Dune: Part Two	11%	16%	7%	24%	14%	7%	3%	11%	11%	11%	15%
Conclave	4%	4%	4%	5%	3%	4%	5%	4%	4%	4%	3%
A Complete Unknown	3%	3%	3%	2%	3%	2%	6%	4%	1%	1%	2%
Emilia Pérez	3%	3%	2%	3%	4%	2%	1%	3%	1%	6%	0%
The Substance	2%	2%	3%	5%	3%	2%	0%	2%	4%	4%	2%
The Brutalist	2%	4%	1%	3%	2%	2%	2%	2%	2%	2%	3%
Anora	1%	2%	1%	3%	3%	1%	0%	1%	3%	4%	1%
Nickel Boys	1%	1%	1%	1%	1%	1%	0%	1%	2%	1%	1%
I'm Still Here	1%	1%	1%	2%	2%	1%	0%	1%	1%	1%	1%
Not sure	58%	56%	60%	41%	52%	66%	70%	60%	50%	56%	58%
Totals	99%	101%	99%	102%	101%	100%	98%	100%	99%	100%	100%
Unweighted N	(2,199)	(1,049)	(1,150)	(531)	(418)	(716)	(534)	(1,396)	(289)	(331)	(183)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Wicked	13%	17%	12%	9%	16%	9%	14%	14%	11%	12%	12%	13%	13%
Dune: Part Two	11%	11%	12%	11%	8%	11%	10%	12%	14%	9%	11%	11%	14%
Conclave	4%	7%	2%	3%	7%	4%	2%	4%	8%	3%	3%	4%	5%
A Complete Unknown	3%	4%	2%	3%	5%	4%	3%	3%	4%	4%	3%	3%	4%
Emilia Pérez	3%	3%	2%	4%	3%	3%	2%	3%	4%	1%	1%	3%	4%
The Substance	2%	4%	3%	1%	3%	1%	2%	2%	3%	3%	3%	2%	2%
The Brutalist	2%	4%	1%	2%	2%	2%	2%	3%	3%	2%	2%	2%	3%
Anora	1%	3%	1%	1%	2%	1%	1%	1%	2%	1%	1%	2%	1%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Nickel Boys	1%	2%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	0%
I'm Still Here	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
Not sure	58%	46%	64%	64%	50%	64%	62%	56%	48%	62%	62%	58%	53%
Totals	99%	102%	101%	100%	99%	101%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(2,199)	(757)	(786)	(656)	(859)	(812)	(922)	(632)	(442)	(404)	(463)	(835)	(497)

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6. Best Picture 2025 Expected Win

Which of the following movies, nominated for Best Picture in this year's Academy Awards, do you think will win?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Wicked	17%	13%	21%	19%	18%	16%	15%	15%	23%	17%	20%
Dune: Part Two	8%	12%	4%	17%	9%	5%	1%	7%	10%	6%	12%
The Brutalist	5%	5%	4%	4%	8%	4%	3%	4%	4%	7%	7%
Emilia Pérez	4%	3%	4%	4%	4%	3%	4%	3%	3%	7%	2%
Conclave	3%	3%	3%	4%	3%	3%	4%	3%	4%	3%	3%
A Complete Unknown	2%	3%	2%	2%	1%	2%	3%	2%	2%	2%	1%
Anora	2%	2%	2%	4%	4%	0%	1%	2%	2%	5%	1%
The Substance	1%	1%	1%	2%	3%	1%	0%	1%	2%	1%	1%
Nickel Boys	1%	2%	1%	1%	2%	1%	1%	1%	3%	1%	1%
I'm Still Here	1%	0%	1%	1%	1%	0%	1%	1%	0%	1%	0%
Not sure	56%	55%	58%	42%	47%	64%	68%	60%	46%	49%	53%
Totals	100%	99%	101%	100%	100%	99%	101%	99%	99%	99%	101%
Unweighted N	(2,195)	(1,047)	(1,148)	(530)	(418)	(717)	(530)	(1,395)	(285)	(333)	(182)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Wicked	17%	19%	16%	15%	19%	15%	17%	17%	18%	17%	18%	16%	17%
Dune: Part Two	8%	8%	7%	8%	5%	7%	8%	8%	8%	7%	7%	7%	11%
The Brutalist	5%	6%	5%	3%	6%	3%	3%	5%	7%	4%	4%	4%	6%
Emilia Pérez	4%	6%	3%	3%	6%	3%	3%	3%	5%	2%	3%	5%	3%
Conclave	3%	6%	2%	2%	6%	3%	2%	3%	7%	3%	3%	3%	5%
A Complete Unknown	2%	2%	2%	2%	3%	2%	3%	1%	3%	3%	2%	2%	2%
Anora	2%	3%	1%	2%	2%	1%	1%	2%	3%	1%	1%	3%	3%
The Substance	1%	2%	1%	2%	2%	1%	1%	1%	2%	2%	1%	2%	1%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Nickel Boys	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	0%
I'm Still Here	1%	1%	0%	1%	1%	1%	0%	1%	1%	1%	0%	1%	0%
Not sure	56%	45%	61%	62%	49%	63%	62%	57%	45%	60%	60%	57%	51%
Totals	100%	99%	99%	101%	101%	100%	101%	99%	100%	102%	100%	101%	99%
Unweighted N	(2,195)	(757)	(784)	(654)	(857)	(811)	(920)	(632)	(440)	(401)	(463)	(836)	(495)

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7. Best Picture 2024 Winner

Based on your recollection, which one of the following movies won Best Picture at last year's Academy Awards?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Oppenheimer	29%	32%	26%	28%	30%	27%	32%	30%	26%	31%	*
Barbie	5%	4%	5%	7%	4%	5%	3%	4%	8%	6%	*
Killers of the Flower Moon	4%	4%	5%	2%	4%	5%	4%	4%	4%	2%	*
Poor Things	1%	1%	1%	0%	1%	2%	0%	1%	0%	2%	*
The Holdovers	1%	0%	1%	3%	1%	0%	0%	0%	2%	4%	*
American Fiction	1%	1%	0%	0%	2%	1%	0%	1%	1%	0%	*
Anatomy of a Fall	1%	1%	0%	3%	1%	0%	0%	1%	0%	1%	*
Maestro	0%	0%	0%	1%	1%	0%	0%	0%	0%	1%	*
Past Lives	0%	1%	0%	0%	2%	0%	0%	1%	0%	0%	*
The Zone of Interest	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	*
Not sure	58%	55%	60%	56%	53%	60%	60%	59%	59%	51%	*
Totals	100%	99%	98%	100%	100%	100%	99%	101%	100%	99%	*
Unweighted N	(1,084)	(508)	(576)	(274)	(207)	(337)	(266)	(666)	(150)	(170)	(98)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Oppenheimer	29%	31%	28%	28%	38%	27%	25%	32%	36%	29%	27%	31%	26%
Barbie	5%	5%	5%	3%	5%	3%	4%	4%	7%	5%	3%	5%	5%
Killers of the Flower Moon	4%	8%	3%	2%	7%	4%	3%	3%	7%	5%	5%	3%	5%
Poor Things	1%	2%	1%	0%	1%	0%	1%	0%	3%	1%	1%	1%	2%
The Holdovers	1%	2%	0%	0%	1%	0%	2%	0%	1%	0%	0%	2%	0%
American Fiction	1%	1%	0%	1%	1%	1%	0%	2%	1%	0%	1%	1%	1%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Anatomy of a Fall	1%	1%	0%	0%	0%	0%	0%	2%	0%	0%	1%	1%	0%
Maestro	0%	0%	0%	1%	1%	1%	0%	1%	0%	0%	1%	0%	1%
Past Lives	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	1%
The Zone of Interest	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%
Not sure	58%	47%	62%	63%	45%	63%	64%	54%	44%	59%	62%	55%	59%
Totals	100%	99%	99%	98%	100%	99%	99%	98%	100%	99%	101%	101%	100%
Unweighted N	(1,084)	(389)	(393)	(302)	(437)	(380)	(492)	(299)	(191)	(200)	(213)	(405)	(266)

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8. Similarity of Movie Preferences to Oscars Winners

How similar are your favorite types of movies to Oscars Best Picture winners?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very similar	4%	4%	4%	6%	7%	1%	1%	3%	8%	5%	*
Somewhat similar	23%	24%	21%	33%	30%	16%	15%	22%	17%	30%	*
Not very similar	22%	22%	22%	18%	21%	23%	26%	21%	27%	22%	*
Not at all similar	17%	17%	18%	8%	12%	22%	25%	20%	11%	12%	*
Not sure	34%	33%	35%	35%	30%	38%	33%	34%	37%	32%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%	*
Unweighted N	(1,083)	(509)	(574)	(274)	(206)	(337)	(266)	(666)	(149)	(170)	(98)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very similar	4%	6%	1%	5%	5%	3%	3%	4%	6%	6%	2%	3%	3%
Somewhat similar	23%	32%	19%	17%	29%	20%	20%	26%	27%	22%	22%	22%	24%
Not very similar	22%	26%	21%	20%	28%	21%	20%	25%	22%	21%	21%	20%	27%
Not at all similar	17%	12%	17%	23%	13%	23%	20%	15%	16%	17%	22%	16%	17%
Not sure	34%	25%	42%	35%	25%	33%	38%	30%	29%	34%	33%	38%	29%
Totals	100%	101%	100%	100%	100%	100%	101%	100%	100%	100%	100%	99%	100%
Unweighted N	(1,083)	(389)	(393)	(301)	(437)	(379)	(491)	(299)	(191)	(200)	(212)	(404)	(267)

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9. Approval of Conan O'Brien Hosting Oscars

Do you approve or disapprove of the choice of Conan O'Brien to host the Academy Awards this year?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly approve	17%	20%	14%	12%	24%	18%	11%	14%	19%	24%	*
Somewhat approve	28%	27%	29%	28%	32%	24%	31%	30%	28%	27%	*
Somewhat disapprove	6%	6%	6%	5%	7%	5%	8%	7%	2%	6%	*
Strongly disapprove	6%	7%	4%	2%	2%	8%	10%	6%	1%	2%	*
Not sure	44%	40%	47%	52%	37%	46%	40%	43%	50%	42%	*
Totals	101%	100%	100%	99%	102%	101%	100%	100%	100%	101%	*
Unweighted N	(1,082)	(507)	(575)	(273)	(207)	(336)	(266)	(666)	(150)	(169)	(97)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly approve	17%	24%	16%	11%	28%	13%	14%	16%	25%	14%	21%	15%	18%
Somewhat approve	28%	37%	21%	28%	34%	26%	25%	32%	30%	33%	27%	26%	30%
Somewhat disapprove	6%	6%	4%	8%	6%	7%	6%	5%	6%	7%	5%	6%	6%
Strongly disapprove	6%	3%	5%	9%	2%	8%	6%	6%	3%	6%	6%	5%	7%
Not sure	44%	30%	55%	44%	30%	46%	49%	40%	35%	40%	42%	48%	40%
Totals	101%	100%	101%	100%	100%	100%	100%	99%	99%	100%	101%	100%	101%
Unweighted N	(1,082)	(388)	(392)	(302)	(437)	(380)	(492)	(297)	(192)	(200)	(212)	(404)	(266)

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10. Oscars Diversity

Do you believe the Oscars do or do not have a diversity problem — as in, whether the nominees this year are sufficiently diverse in terms of race, nationality and/or gender?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
The Oscars have a diversity problem	24%	25%	24%	18%	29%	22%	29%	21%	37%	30%	*
The Oscars do not have a diversity problem	33%	34%	33%	39%	31%	31%	35%	36%	23%	34%	*
Not sure	42%	42%	43%	44%	39%	47%	36%	43%	40%	35%	*
Totals	99%	101%	100%	101%	99%	100%	100%	100%	100%	99%	*
Unweighted N	(1,083)	(507)	(576)	(274)	(207)	(336)	(266)	(665)	(150)	(170)	(98)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
The Oscars have a diversity problem	24%	33%	26%	15%	38%	14%	28%	24%	24%	21%	28%	20%	31%
The Oscars do not have a diversity problem	33%	32%	24%	45%	30%	45%	24%	39%	38%	44%	30%	33%	29%
Not sure	42%	35%	50%	40%	32%	41%	48%	37%	38%	36%	41%	46%	39%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	100%	101%	99%	99%	99%
Unweighted N	(1,083)	(389)	(393)	(301)	(437)	(379)	(491)	(299)	(191)	(199)	(212)	(405)	(267)

11. Oscars Speeches Politics

Do you think it is appropriate for Oscars winners to discuss politics in their acceptance speeches?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Appropriate	28%	29%	26%	25%	36%	24%	26%	26%	31%	31%	*
Not appropriate	51%	49%	54%	44%	40%	53%	67%	58%	28%	49%	*
Not sure	21%	22%	20%	30%	24%	23%	7%	16%	40%	20%	*
Totals	100%	100%	100%	99%	100%	100%	100%	100%	99%	100%	*
Unweighted N	(1,084)	(508)	(576)	(274)	(207)	(337)	(266)	(666)	(150)	(170)	(98)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Appropriate	28%	49%	27%	8%	55%	10%	27%	30%	29%	28%	30%	24%	32%
Not appropriate	51%	31%	42%	82%	28%	81%	48%	57%	53%	54%	55%	52%	45%
Not sure	21%	20%	32%	10%	17%	9%	25%	13%	18%	17%	15%	24%	22%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	100%	99%	100%	100%	99%
Unweighted N	(1,084)	(389)	(393)	(302)	(437)	(380)	(492)	(299)	(191)	(199)	(213)	(405)	(267)

12. Watching TV With Subtitles in Native Language

When watching TV in a language you know, do you generally prefer to have . . . ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Subtitles on	37%	37%	38%	56%	38%	30%	30%	34%	45%	46%	*
Subtitles off	52%	54%	50%	32%	43%	63%	65%	57%	42%	39%	*
Not sure	10%	9%	12%	12%	18%	8%	5%	9%	13%	15%	*
Totals	99%	100%	100%	100%	99%	101%	100%	100%	100%	100%	*
Unweighted N	(1,082)	(507)	(575)	(274)	(206)	(337)	(265)	(667)	(149)	(170)	(96)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Subtitles on	37%	38%	36%	38%	39%	36%	34%	39%	43%	33%	33%	43%	34%
Subtitles off	52%	53%	49%	55%	53%	54%	54%	53%	53%	55%	55%	49%	55%
Not sure	10%	9%	15%	7%	8%	10%	13%	8%	5%	11%	12%	9%	12%
Totals	99%	100%	100%	100%	100%	100%	101%	100%	101%	99%	100%	101%	101%
Unweighted N	(1,082)	(388)	(393)	(301)	(436)	(379)	(490)	(299)	(192)	(199)	(213)	(403)	(267)

13A. Acceptability of AI in Filmmaking — Generating visual effects

Do you consider it to be acceptable or unacceptable for filmmakers to use artificial intelligence (AI) in the following ways when making a movie?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	68%	71%	65%	63%	63%	68%	77%	70%	58%	65%	*
Unacceptable	15%	14%	15%	19%	17%	11%	14%	15%	12%	18%	*
Not sure	17%	15%	20%	18%	20%	21%	9%	16%	30%	17%	*
Totals	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	*
Unweighted N	(1,076)	(504)	(572)	(273)	(205)	(336)	(262)	(661)	(149)	(169)	(97)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	68%	71%	58%	75%	75%	73%	62%	76%	79%	73%	64%	66%	71%
Unacceptable	15%	17%	17%	10%	15%	12%	16%	12%	8%	14%	17%	15%	13%
Not sure	17%	12%	25%	14%	10%	15%	21%	12%	12%	13%	20%	19%	16%
Totals	100%	100%	100%	99%	100%	100%	99%	100%	99%	100%	101%	100%	100%
Unweighted N	(1,076)	(388)	(389)	(299)	(434)	(378)	(489)	(297)	(188)	(198)	(212)	(403)	(263)

13B. Acceptability of AI in Filmmaking — Editing footage and assembling scenes

Do you consider it to be acceptable or unacceptable for filmmakers to use artificial intelligence (AI) in the following ways when making a movie?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	51%	57%	47%	50%	51%	49%	58%	51%	44%	61%	*
Unacceptable	25%	25%	26%	30%	25%	24%	23%	28%	18%	21%	*
Not sure	23%	19%	28%	21%	24%	27%	19%	21%	38%	18%	*
Totals	99%	101%	101%	101%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,078)	(504)	(574)	(272)	(208)	(335)	(263)	(662)	(148)	(170)	(98)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	51%	55%	41%	60%	54%	60%	45%	60%	61%	60%	46%	49%	54%
Unacceptable	25%	26%	28%	22%	28%	22%	27%	23%	19%	19%	29%	26%	25%
Not sure	23%	19%	32%	17%	18%	18%	28%	17%	19%	21%	25%	25%	21%
Totals	99%	100%	101%	99%	100%	100%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(1,078)	(386)	(392)	(300)	(434)	(377)	(488)	(298)	(191)	(199)	(211)	(402)	(266)

13C. Acceptability of AI in Filmmaking — Generating voiceover audio for narration

Do you consider it to be acceptable or unacceptable for filmmakers to use artificial intelligence (AI) in the following ways when making a movie?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	42%	43%	42%	49%	40%	39%	43%	41%	40%	52%	*
Unacceptable	32%	35%	30%	29%	37%	29%	33%	35%	22%	30%	*
Not sure	26%	23%	29%	21%	23%	31%	24%	24%	38%	18%	*
Totals	100%	101%	101%	99%	100%	99%	100%	100%	100%	100%	*
Unweighted N	(1,077)	(503)	(574)	(272)	(207)	(334)	(264)	(663)	(148)	(170)	(96)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	42%	45%	34%	49%	44%	47%	39%	44%	52%	49%	39%	41%	43%
Unacceptable	32%	32%	33%	30%	37%	30%	32%	34%	30%	29%	35%	31%	33%
Not sure	26%	23%	32%	21%	19%	24%	30%	22%	18%	22%	26%	28%	23%
Totals	100%	100%	99%	100%	100%	101%	101%	100%	100%	100%	100%	100%	99%
Unweighted N	(1,077)	(388)	(393)	(296)	(437)	(373)	(488)	(298)	(190)	(199)	(210)	(401)	(267)

13D. Acceptability of AI in Filmmaking — De-aging an actor

Do you consider it to be acceptable or unacceptable for filmmakers to use artificial intelligence (AI) in the following ways when making a movie?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	42%	46%	39%	46%	47%	38%	39%	42%	36%	41%	*
Unacceptable	33%	33%	33%	30%	27%	36%	38%	35%	24%	31%	*
Not sure	25%	21%	28%	24%	26%	26%	23%	22%	39%	27%	*
Totals	100%	100%	100%	100%	100%	100%	100%	99%	99%	99%	*
Unweighted N	(1,073)	(504)	(569)	(271)	(206)	(336)	(260)	(659)	(148)	(168)	(98)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	42%	49%	34%	46%	50%	46%	36%	46%	54%	48%	34%	42%	47%
Unacceptable	33%	32%	32%	35%	29%	33%	37%	31%	24%	28%	38%	34%	31%
Not sure	25%	19%	34%	20%	21%	22%	27%	23%	22%	24%	29%	25%	22%
Totals	100%	100%	100%	101%	100%	101%	100%	100%	100%	100%	101%	101%	100%
Unweighted N	(1,073)	(384)	(390)	(299)	(432)	(377)	(488)	(294)	(190)	(197)	(212)	(399)	(265)

13E. Acceptability of AI in Filmmaking — Composing the musical score

Do you consider it to be acceptable or unacceptable for filmmakers to use artificial intelligence (AI) in the following ways when making a movie?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	35%	38%	33%	37%	34%	31%	42%	36%	33%	33%	*
Unacceptable	41%	40%	41%	42%	42%	41%	38%	44%	18%	49%	*
Not sure	24%	21%	26%	22%	24%	28%	20%	20%	49%	18%	*
Totals	100%	99%	100%	101%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,073)	(503)	(570)	(273)	(203)	(336)	(261)	(660)	(148)	(168)	(97)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	35%	41%	23%	45%	37%	42%	34%	37%	40%	43%	28%	35%	38%
Unacceptable	41%	39%	47%	35%	44%	37%	37%	42%	43%	35%	47%	41%	39%
Not sure	24%	20%	30%	20%	19%	21%	28%	21%	17%	22%	24%	25%	23%
Totals	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	99%	101%	100%
Unweighted N	(1,073)	(386)	(389)	(298)	(434)	(376)	(489)	(294)	(189)	(199)	(211)	(400)	(263)

13F. Acceptability of AI in Filmmaking — Using AI and a human-written script to generate all of the visuals and sound

Do you consider it to be acceptable or unacceptable for filmmakers to use artificial intelligence (AI) in the following ways when making a movie?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	35%	40%	30%	32%	39%	32%	39%	35%	33%	35%	*
Unacceptable	38%	38%	39%	43%	41%	35%	37%	39%	27%	43%	*
Not sure	27%	22%	31%	25%	20%	33%	25%	26%	40%	22%	*
Totals	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	*
Unweighted N	(1,074)	(506)	(568)	(274)	(205)	(334)	(261)	(660)	(148)	(169)	(97)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	35%	39%	25%	43%	35%	41%	30%	40%	43%	43%	29%	33%	40%
Unacceptable	38%	39%	41%	35%	42%	34%	40%	36%	38%	29%	42%	40%	38%
Not sure	27%	22%	34%	22%	24%	24%	30%	24%	19%	28%	29%	28%	21%
Totals	100%	100%	100%	100%	101%	99%	100%	100%	100%	100%	100%	101%	99%
Unweighted N	(1,074)	(384)	(389)	(301)	(431)	(379)	(487)	(297)	(189)	(198)	(210)	(401)	(265)

13G. Acceptability of AI in Filmmaking — Writing the script

Do you consider it to be acceptable or unacceptable for filmmakers to use artificial intelligence (AI) in the following ways when making a movie?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	30%	36%	24%	30%	31%	26%	33%	28%	35%	27%	*
Unacceptable	49%	46%	51%	49%	47%	49%	50%	53%	30%	51%	*
Not sure	22%	18%	25%	21%	23%	25%	17%	20%	35%	21%	*
Totals	101%	100%	100%	100%	101%	100%	100%	101%	100%	99%	*
Unweighted N	(1,072)	(501)	(571)	(272)	(205)	(334)	(261)	(658)	(148)	(170)	(96)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	30%	30%	22%	38%	28%	33%	30%	32%	32%	28%	27%	28%	35%
Unacceptable	49%	53%	52%	40%	58%	44%	46%	49%	50%	53%	49%	49%	45%
Not sure	22%	17%	25%	22%	14%	23%	25%	19%	17%	19%	24%	23%	19%
Totals	101%	100%	99%	100%	100%	100%	101%	100%	99%	100%	100%	100%	99%
Unweighted N	(1,072)	(385)	(391)	(296)	(431)	(375)	(486)	(296)	(188)	(198)	(210)	(400)	(264)

13H. Acceptability of AI in Filmmaking — Re-creating actors who are deceased

Do you consider it to be acceptable or unacceptable for filmmakers to use artificial intelligence (AI) in the following ways when making a movie?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	22%	25%	19%	27%	23%	18%	21%	19%	29%	28%	*
Unacceptable	53%	54%	53%	50%	48%	54%	61%	59%	34%	45%	*
Not sure	25%	21%	28%	23%	28%	28%	18%	22%	37%	27%	*
Totals	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	*
Unweighted N	(1,072)	(501)	(571)	(271)	(205)	(335)	(261)	(660)	(148)	(169)	(95)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	22%	28%	18%	21%	25%	23%	19%	26%	27%	26%	15%	20%	29%
Unacceptable	53%	49%	51%	60%	53%	58%	54%	54%	50%	50%	62%	53%	50%
Not sure	25%	23%	31%	19%	22%	19%	27%	21%	23%	25%	23%	27%	21%
Totals	100%	100%	100%	100%	100%	100%	100%	101%	100%	101%	100%	100%	100%
Unweighted N	(1,072)	(383)	(392)	(297)	(432)	(375)	(486)	(297)	(188)	(197)	(211)	(399)	(265)

13I. Acceptability of AI in Filmmaking — Creating an entirely AI-generated movie without human actors or writers

Do you consider it to be acceptable or unacceptable for filmmakers to use artificial intelligence (AI) in the following ways when making a movie?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	20%	25%	16%	18%	25%	21%	16%	20%	22%	18%	*
Unacceptable	59%	59%	60%	64%	57%	54%	66%	63%	41%	64%	*
Not sure	20%	17%	24%	18%	18%	25%	19%	17%	37%	18%	*
Totals	99%	101%	100%	100%	100%	100%	101%	100%	100%	100%	*
Unweighted N	(1,073)	(502)	(571)	(272)	(205)	(334)	(262)	(660)	(149)	(168)	(96)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	20%	24%	12%	27%	22%	26%	17%	22%	30%	19%	16%	21%	23%
Unacceptable	59%	62%	60%	57%	64%	56%	60%	58%	56%	67%	62%	56%	59%
Not sure	20%	15%	29%	16%	15%	17%	23%	21%	14%	14%	22%	23%	18%
Totals	99%	101%	101%	100%	101%	99%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,073)	(387)	(389)	(297)	(434)	(376)	(488)	(294)	(189)	(198)	(210)	(400)	(265)

13J. Acceptability of AI in Filmmaking — Replacing all actors with AI-generated characters

Do you consider it to be acceptable or unacceptable for filmmakers to use artificial intelligence (AI) in the following ways when making a movie?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	11%	13%	10%	13%	14%	11%	8%	10%	10%	14%	*
Unacceptable	71%	70%	71%	68%	67%	70%	77%	74%	61%	69%	*
Not sure	18%	17%	19%	18%	19%	19%	15%	16%	29%	16%	*
Totals	100%	100%	100%	99%	100%	100%	100%	100%	100%	99%	*
Unweighted N	(1,079)	(506)	(573)	(273)	(205)	(337)	(264)	(663)	(150)	(168)	(98)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	11%	11%	8%	16%	9%	18%	10%	13%	16%	14%	10%	11%	13%
Unacceptable	71%	75%	68%	69%	79%	64%	70%	71%	69%	71%	73%	70%	70%
Not sure	18%	14%	24%	16%	12%	18%	20%	16%	15%	15%	17%	20%	17%
Totals	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(1,079)	(388)	(389)	(302)	(436)	(380)	(490)	(296)	(191)	(200)	(212)	(403)	(264)

YouGov Survey: 2025 Oscars

February 19 - 26, 2025 - 2207 U.S. adult citizens



Interviewing Dates	February 19 - 21, 2025 February 24 - 26, 2025
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.051 to 5.036, with a mean of one and a standard deviation of 0.842.
Number of respondents	2207
Margin of error	± 2.7% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	85 questions not reported.