

# YouGov Survey: Favorability of Awards Shows

February 27 - March 2, 2026 - 1,124 U.S. adult citizens



1. Do you have a favorable or an unfavorable opinion of the following awards?

	Favorable	Unfavorable	Very favorable	Some-what favorable	Some-what unfavorable	Very unfavorable	Don't know
Academy Awards (Oscars)	43%	36%	18%	25%	13%	24%	20%
Golden Globe Awards	43%	34%	15%	27%	13%	21%	23%
Grammy Awards	43%	36%	18%	25%	14%	22%	21%
Emmy Awards	41%	34%	16%	25%	13%	21%	25%
Tony Awards	36%	32%	14%	22%	12%	20%	32%

<b>Interviewing Dates</b>	February 27 - March 2, 2026
<b>Target population</b>	U.S. citizens, aged 18 and over
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
<b>Weighting</b>	The sample was weighted according to gender, age, race, education, U.S. region, 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, 33% Republican). The weights range from 0.051 to 6.534, with a mean of one and a standard deviation of 0.777.
<b>Number of respondents</b>	1,124
<b>Margin of error</b>	± 3.7 points (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	97 questions not reported.

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## 1A. Favorability of Awards — Academy Awards (Oscars)

Do you have a favorable or an unfavorable opinion of the following awards?

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
<b>Favorable</b>	<b>43%</b>	<b>39%</b>	<b>47%</b>	<b>47%</b>	<b>47%</b>	<b>38%</b>	<b>45%</b>	<b>41%</b>	<b>51%</b>	<b>56%</b>	<b>41%</b>	<b>48%</b>
<b>Unfavorable</b>	<b>36%</b>	<b>43%</b>	<b>30%</b>	<b>28%</b>	<b>31%</b>	<b>46%</b>	<b>37%</b>	<b>41%</b>	<b>29%</b>	<b>21%</b>	<b>37%</b>	<b>36%</b>
Very favorable	18%	17%	20%	22%	21%	14%	19%	15%	27%	24%	18%	18%
Somewhat favorable	25%	23%	28%	25%	26%	24%	26%	25%	23%	32%	23%	30%
Somewhat unfavorable	13%	15%	11%	13%	13%	13%	13%	13%	16%	10%	12%	14%
Very unfavorable	24%	28%	19%	15%	18%	32%	24%	28%	13%	11%	24%	22%
Don't know	20%	18%	22%	25%	22%	17%	18%	19%	20%	23%	22%	16%
Totals	100%	101%	100%	100%	100%	100%	100%	100%	99%	100%	99%	100%
Unweighted N	(1,122)	(527)	(595)	(286)	(302)	(318)	(216)	(711)	(152)	(180)	(726)	(396)

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
<b>Favorable</b>	<b>43%</b>	<b>64%</b>	<b>37%</b>	<b>32%</b>	<b>61%</b>	<b>34%</b>	<b>43%</b>	<b>43%</b>	<b>50%</b>	<b>45%</b>	<b>40%</b>	<b>40%</b>	<b>51%</b>
<b>Unfavorable</b>	<b>36%</b>	<b>17%</b>	<b>37%</b>	<b>54%</b>	<b>18%</b>	<b>56%</b>	<b>37%</b>	<b>39%</b>	<b>33%</b>	<b>31%</b>	<b>36%</b>	<b>43%</b>	<b>30%</b>
Very favorable	18%	31%	15%	11%	27%	12%	20%	17%	21%	19%	17%	16%	23%
Somewhat favorable	25%	34%	22%	21%	34%	21%	22%	26%	29%	26%	23%	24%	28%
Somewhat unfavorable	13%	12%	13%	14%	11%	13%	13%	14%	14%	17%	14%	12%	12%
Very unfavorable	24%	5%	24%	39%	6%	43%	24%	25%	19%	14%	22%	31%	18%
Don't know	20%	19%	26%	14%	21%	10%	20%	18%	16%	24%	24%	17%	19%
Totals	100%	101%	100%	99%	99%	99%	99%	100%	99%	100%	100%	100%	100%
Unweighted N	(1,122)	(368)	(463)	(291)	(444)	(371)	(413)	(298)	(289)	(199)	(255)	(405)	(263)

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## 1B. Favorability of Awards — Golden Globe Awards

Do you have a favorable or an unfavorable opinion of the following awards?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
<b>Favorable</b>	<b>43%</b>	<b>37%</b>	<b>48%</b>	<b>47%</b>	<b>43%</b>	<b>38%</b>	<b>44%</b>	<b>39%</b>	<b>51%</b>	<b>59%</b>	<b>41%</b>	<b>46%</b>
<b>Unfavorable</b>	<b>34%</b>	<b>41%</b>	<b>27%</b>	<b>20%</b>	<b>34%</b>	<b>42%</b>	<b>34%</b>	<b>38%</b>	<b>26%</b>	<b>15%</b>	<b>33%</b>	<b>35%</b>
Very favorable	15%	14%	17%	18%	18%	11%	16%	13%	24%	19%	16%	13%
Somewhat favorable	27%	23%	31%	29%	26%	27%	28%	27%	26%	40%	25%	33%
Somewhat unfavorable	13%	16%	10%	9%	15%	13%	14%	14%	15%	7%	11%	16%
Very unfavorable	21%	25%	17%	11%	19%	29%	21%	25%	11%	8%	22%	20%
Don't know	23%	22%	25%	32%	23%	19%	21%	22%	24%	26%	26%	19%
Totals	99%	100%	100%	99%	101%	99%	100%	101%	100%	100%	100%	101%
Unweighted N	(1,123)	(527)	(596)	(286)	(302)	(318)	(217)	(712)	(152)	(180)	(727)	(396)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
<b>Favorable</b>	<b>43%</b>	<b>63%</b>	<b>36%</b>	<b>32%</b>	<b>59%</b>	<b>33%</b>	<b>44%</b>	<b>42%</b>	<b>49%</b>	<b>47%</b>	<b>38%</b>	<b>41%</b>	<b>48%</b>
<b>Unfavorable</b>	<b>34%</b>	<b>15%</b>	<b>34%</b>	<b>51%</b>	<b>16%</b>	<b>53%</b>	<b>34%</b>	<b>36%</b>	<b>32%</b>	<b>27%</b>	<b>35%</b>	<b>38%</b>	<b>31%</b>
Very favorable	15%	27%	12%	9%	22%	10%	17%	14%	17%	13%	14%	15%	19%
Somewhat favorable	27%	36%	25%	23%	37%	23%	26%	28%	32%	34%	24%	25%	29%
Somewhat unfavorable	13%	11%	12%	16%	11%	13%	12%	13%	16%	15%	13%	10%	15%
Very unfavorable	21%	4%	22%	35%	5%	39%	22%	23%	16%	12%	22%	27%	16%
Don't know	23%	22%	30%	17%	24%	14%	22%	22%	19%	26%	26%	22%	22%
Totals	99%	100%	101%	100%	99%	99%	99%	100%	100%	100%	99%	99%	101%
Unweighted N	(1,123)	(368)	(464)	(291)	(444)	(371)	(414)	(298)	(289)	(200)	(255)	(405)	(263)

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## 1C. Favorability of Awards — Grammy Awards

Do you have a favorable or an unfavorable opinion of the following awards?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
<b>Favorable</b>	<b>43%</b>	<b>39%</b>	<b>47%</b>	<b>48%</b>	<b>47%</b>	<b>38%</b>	<b>41%</b>	<b>40%</b>	<b>57%</b>	<b>52%</b>	<b>42%</b>	<b>45%</b>
<b>Unfavorable</b>	<b>36%</b>	<b>42%</b>	<b>30%</b>	<b>29%</b>	<b>32%</b>	<b>44%</b>	<b>36%</b>	<b>40%</b>	<b>26%</b>	<b>24%</b>	<b>35%</b>	<b>38%</b>
Very favorable	18%	16%	20%	23%	23%	13%	15%	15%	30%	25%	19%	16%
Somewhat favorable	25%	22%	27%	25%	24%	25%	26%	25%	27%	27%	23%	28%
Somewhat unfavorable	14%	17%	12%	16%	13%	14%	14%	15%	16%	8%	13%	17%
Very unfavorable	22%	25%	18%	13%	18%	30%	22%	25%	10%	17%	22%	22%
Don't know	21%	19%	23%	23%	22%	18%	23%	21%	16%	24%	23%	17%
Totals	100%	99%	100%	100%	100%	100%	100%	101%	99%	101%	100%	100%
Unweighted N	(1,120)	(525)	(595)	(286)	(302)	(315)	(217)	(710)	(151)	(180)	(725)	(395)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
<b>Favorable</b>	<b>43%</b>	<b>62%</b>	<b>36%</b>	<b>33%</b>	<b>58%</b>	<b>33%</b>	<b>43%</b>	<b>44%</b>	<b>47%</b>	<b>44%</b>	<b>38%</b>	<b>42%</b>	<b>48%</b>
<b>Unfavorable</b>	<b>36%</b>	<b>18%</b>	<b>36%</b>	<b>53%</b>	<b>18%</b>	<b>56%</b>	<b>37%</b>	<b>37%</b>	<b>33%</b>	<b>33%</b>	<b>35%</b>	<b>40%</b>	<b>33%</b>
Very favorable	18%	32%	14%	10%	26%	11%	21%	13%	22%	18%	16%	18%	20%
Somewhat favorable	25%	30%	22%	23%	33%	22%	22%	30%	24%	26%	22%	24%	28%
Somewhat unfavorable	14%	14%	12%	17%	13%	16%	13%	16%	17%	17%	12%	14%	15%
Very unfavorable	22%	4%	24%	36%	5%	40%	24%	21%	17%	16%	22%	26%	18%
Don't know	21%	20%	28%	14%	24%	11%	20%	19%	20%	23%	27%	18%	19%
Totals	100%	100%	100%	100%	101%	100%	100%	99%	100%	100%	99%	100%	100%
Unweighted N	(1,120)	(367)	(463)	(290)	(443)	(371)	(412)	(297)	(289)	(199)	(255)	(403)	(263)

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## 1D. Favorability of Awards — Emmy Awards

Do you have a favorable or an unfavorable opinion of the following awards?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
<b>Favorable</b>	<b>41%</b>	<b>36%</b>	<b>46%</b>	<b>43%</b>	<b>45%</b>	<b>35%</b>	<b>45%</b>	<b>39%</b>	<b>47%</b>	<b>54%</b>	<b>39%</b>	<b>46%</b>
<b>Unfavorable</b>	<b>34%</b>	<b>41%</b>	<b>28%</b>	<b>25%</b>	<b>30%</b>	<b>44%</b>	<b>33%</b>	<b>38%</b>	<b>29%</b>	<b>18%</b>	<b>34%</b>	<b>34%</b>
Very favorable	16%	13%	18%	17%	17%	12%	19%	14%	21%	21%	17%	14%
Somewhat favorable	25%	23%	28%	26%	28%	23%	26%	25%	26%	33%	22%	32%
Somewhat unfavorable	13%	16%	10%	14%	13%	14%	12%	14%	17%	7%	12%	15%
Very unfavorable	21%	24%	18%	11%	17%	31%	20%	24%	12%	10%	22%	19%
Don't know	25%	23%	26%	32%	25%	21%	22%	24%	24%	28%	27%	20%
Totals	100%	99%	100%	100%	100%	101%	99%	101%	100%	99%	100%	100%
Unweighted N	(1,120)	(525)	(595)	(286)	(300)	(318)	(216)	(711)	(151)	(179)	(726)	(394)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
<b>Favorable</b>	<b>41%</b>	<b>61%</b>	<b>35%</b>	<b>31%</b>	<b>58%</b>	<b>33%</b>	<b>40%</b>	<b>43%</b>	<b>48%</b>	<b>46%</b>	<b>38%</b>	<b>37%</b>	<b>48%</b>
<b>Unfavorable</b>	<b>34%</b>	<b>16%</b>	<b>34%</b>	<b>51%</b>	<b>16%</b>	<b>52%</b>	<b>36%</b>	<b>36%</b>	<b>29%</b>	<b>26%</b>	<b>34%</b>	<b>41%</b>	<b>30%</b>
Very favorable	16%	28%	13%	8%	22%	9%	19%	13%	18%	13%	15%	14%	21%
Somewhat favorable	25%	33%	22%	23%	36%	24%	22%	30%	29%	33%	22%	24%	27%
Somewhat unfavorable	13%	12%	12%	17%	11%	13%	12%	15%	14%	13%	12%	14%	13%
Very unfavorable	21%	4%	23%	34%	5%	38%	23%	21%	15%	13%	22%	27%	16%
Don't know	25%	23%	31%	18%	26%	15%	24%	21%	23%	28%	29%	22%	23%
Totals	100%	100%	101%	100%	100%	99%	100%	100%	99%	100%	100%	101%	100%
Unweighted N	(1,120)	(366)	(464)	(290)	(442)	(370)	(413)	(297)	(289)	(200)	(255)	(403)	(262)

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## 1E. Favorability of Awards — Tony Awards

Do you have a favorable or an unfavorable opinion of the following awards?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
<b>Favorable</b>	<b>36%</b>	<b>33%</b>	<b>40%</b>	<b>31%</b>	<b>38%</b>	<b>35%</b>	<b>43%</b>	<b>34%</b>	<b>42%</b>	<b>45%</b>	<b>33%</b>	<b>43%</b>
<b>Unfavorable</b>	<b>32%</b>	<b>38%</b>	<b>26%</b>	<b>22%</b>	<b>29%</b>	<b>41%</b>	<b>32%</b>	<b>36%</b>	<b>25%</b>	<b>14%</b>	<b>33%</b>	<b>30%</b>
Very favorable	14%	12%	16%	14%	15%	13%	16%	12%	19%	17%	13%	16%
Somewhat favorable	22%	21%	24%	17%	23%	22%	27%	22%	23%	28%	20%	27%
Somewhat unfavorable	12%	14%	10%	13%	11%	13%	11%	13%	11%	7%	12%	12%
Very unfavorable	20%	24%	16%	9%	18%	29%	20%	23%	14%	7%	21%	18%
Don't know	32%	29%	34%	47%	33%	24%	26%	30%	33%	41%	34%	27%
Totals	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,121)	(525)	(596)	(285)	(302)	(317)	(217)	(710)	(152)	(180)	(725)	(396)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
<b>Favorable</b>	<b>36%</b>	<b>56%</b>	<b>30%</b>	<b>26%</b>	<b>57%</b>	<b>29%</b>	<b>35%</b>	<b>35%</b>	<b>46%</b>	<b>34%</b>	<b>35%</b>	<b>34%</b>	<b>44%</b>
<b>Unfavorable</b>	<b>32%</b>	<b>15%</b>	<b>31%</b>	<b>48%</b>	<b>13%</b>	<b>48%</b>	<b>35%</b>	<b>35%</b>	<b>25%</b>	<b>28%</b>	<b>33%</b>	<b>35%</b>	<b>29%</b>
Very favorable	14%	27%	10%	8%	24%	8%	15%	12%	20%	12%	15%	12%	18%
Somewhat favorable	22%	30%	20%	18%	32%	21%	21%	24%	25%	23%	20%	21%	25%
Somewhat unfavorable	12%	10%	11%	16%	8%	13%	13%	13%	11%	15%	11%	9%	16%
Very unfavorable	20%	6%	21%	32%	5%	35%	22%	21%	14%	13%	22%	26%	13%
Don't know	32%	28%	39%	25%	30%	23%	30%	30%	29%	38%	33%	31%	27%
Totals	100%	101%	101%	99%	99%	100%	101%	100%	99%	101%	101%	99%	99%
Unweighted N	(1,121)	(368)	(462)	(291)	(444)	(370)	(414)	(298)	(287)	(200)	(255)	(404)	(262)

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<b>Interviewing Dates</b>	February 27 - March 2, 2026
<b>Target population</b>	U.S. citizens, aged 18 and over
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
<b>Weighting</b>	The sample was weighted according to gender, age, race, education, U.S. region, 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, 33% Republican). The weights range from 0.051 to 6.534, with a mean of one and a standard deviation of 0.777.
<b>Number of respondents</b>	1,124
<b>Margin of error</b>	± 3.7 points (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	97 questions not reported.