



**Interviews with 1,002 adult Americans conducted by telephone by ORC International on January 21-24, 2016. The margin of sampling error for results based on the total sample is plus or minus 3 percentage points.**

**The sample also includes 907 interviews among registered voters (plus or minus 3.5 percentage points).**

**This sample includes 602 interviews among landline respondents and 400 interviews among cell phone respondents.**

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**EMBARGOED FOR RELEASE:  
Friday, January 29 at 6:00 a.m.**

30. Do you plan to watch this year's Academy Awards presentation on TV, or aren't you likely to watch the Academy Awards?

Jan. 21-24  
2016

Yes, plan to watch	25%
No, not likely to watch	74%
No opinion	1%

FOR COMPARISON

TIME/CNN/YANKELOVICH TREND

Mar. 11-12  
1997

Yes, look forward to watching	34%
No, aren't going to watch	64%
Not sure	2%

*QUESTION WORDING: Do you look forward to watching this year's Academy Awards presentation on TV, or aren't you likely to watch the Academy Awards?*

31. Do you think the movies and performers who win Oscars usually represent the best of the year, or not?

Jan. 21-24  
2016

Yes	39%
No	49%
No opinion	12%

(QUESTIONS 32 AND 33 ROTATED)

32. Some people have called for a boycott of the Academy Awards because none of the nominees in the major categories are racial minorities. Do you support or oppose this boycott?

Jan. 21-24  
2016

Support	30%
Oppose	64%
No opinion	6%

33. How much does it matter to you that none of the nominees in the major categories are racial minorities - a great deal, somewhat, not too much or not at all?

Jan. 21-24  
2016

A great deal	16%
Somewhat	21%
Not too much	18%
Not at all	44%
No opinion	1%

## METHODOLOGY

A total of 1,002 adults were interviewed by telephone nationwide by live interviewers calling both landline and cell phones. Among the entire sample, 28% described themselves as Democrats, 24% described themselves as Republicans, and 48% described themselves as independents or members of another party.

All respondents were asked questions concerning basic demographics, and the entire sample was weighted to reflect national Census figures for gender, race, age, education, region of country, and telephone usage.

Crosstabs on the following pages only include results for subgroups with enough unweighted cases to produce a sampling error of +/- 8.5 percentage points or less. Some subgroups represent too small a share of the national population to produce crosstabs with an acceptable sampling error. Interviews were conducted among these subgroups, but results for groups with a sampling error larger than +/-8.5 percentage points are not displayed and instead are denoted with "NA".

Question 30

Do you plan to watch this year's Academy Awards presentation on TV, or aren't you likely to watch the Academy Awards?

Base = Total Sample

	Total	Men	Women	White	Non-White			
Yes, plan to watch	25%	24%	26%	23%	28%			
No, not likely to watch	74%	75%	73%	76%	70%			
No Opinion	1%	1%	1%	1%	2%			
Sampling Error	+/-3.0	+/-4.5	+/-4.5	+/-3.5	+/-6.5			

  

	Total	18-34	35-49	50-64	65+	Under 55	55 and Older
Yes, plan to watch	25%	N/A	21%	23%	33%	22%	30%
No, not likely to watch	74%	N/A	79%	75%	65%	77%	68%
No Opinion	1%	N/A	*	2%	2%	1%	3%
Sampling Error	+/-3.0		+/-7.0	+/-5.5	+/-5.0	+/-5.0	+/-4.0

  

	Total	Under \$50K	\$50K or more	College Grad	Non College Grad	Lean Democrat	Lean Republican
Yes, plan to watch	25%	23%	25%	25%	25%	31%	20%
No, not likely to watch	74%	75%	74%	74%	74%	67%	79%
No Opinion	1%	1%	1%	1%	1%	2%	1%
Sampling Error	+/-3.0	+/-5.0	+/-4.5	+/-4.5	+/-4.0	+/-4.5	+/-4.5

  

	Total	Democrat	Independent	Republican	Liberal	Moderate	Conservative
Yes, plan to watch	25%	35%	23%	17%	29%	28%	20%
No, not likely to watch	74%	63%	76%	82%	70%	71%	78%
No Opinion	1%	2%	1%	1%	1%	1%	2%
Sampling Error	+/-3.0	+/-5.5	+/-5.0	+/-6.0	+/-6.5	+/-5.0	+/-5.0

  

	Total	North east	Mid-west	South	West	Urban	Sub-urban	Rural
Yes, plan to watch	25%	32%	19%	24%	24%	N/A	N/A	N/A
No, not likely to watch	74%	67%	79%	75%	75%	N/A	N/A	N/A
No Opinion	1%	1%	2%	1%	1%	N/A	N/A	N/A
Sampling Error	+/-3.0	+/-6.5	+/-6.5	+/-5.5	+/-6.5			

  

	Total	Tea Pty Support	Tea Pty Neutral	Tea Pty Oppose	White Evang.	All Others	Gun Owner Yes	Gun Owner No
Yes, plan to watch	25%	25%	26%	23%	22%	26%	N/A	N/A
No, not likely to watch	74%	75%	73%	75%	78%	73%	N/A	N/A
No Opinion	1%	*	1%	2%	1%	1%	N/A	N/A
Sampling Error	+/-3.0	+/-7.5	+/-4.5	+/-5.5	+/-6.5	+/-3.5		

\* percentage less than 1%

Question 31

Do you think the movies and performers who win Oscars usually represent the best of the year, or not?

Base = Total Sample

	Total	Men	Women	White	Non-White
Yes	39%	40%	37%	40%	37%
No	49%	45%	53%	45%	56%
No Opinion	12%	15%	10%	15%	7%
Sampling Error	+/-3.0	+/-4.5	+/-4.5	+/-3.5	+/-6.5

	Total	18-34	35-64	50-64	65+	Under 55	55 and Older
Yes	39%	N/A	37%	39%	38%	40%	37%
No	49%	N/A	52%	49%	48%	48%	50%
No Opinion	12%	N/A	11%	12%	14%	12%	13%
Sampling Error	+/-3.0		+/-7.0	+/-5.5	+/-5.0	+/-5.0	+/-4.0

	Total	Under \$50K	\$50K or more	College Grad	Non College Grad	Lean Democrat	Lean Republican
Yes	39%	40%	38%	37%	40%	40%	40%
No	49%	51%	47%	50%	49%	49%	48%
No Opinion	12%	9%	14%	13%	12%	12%	13%
Sampling Error	+/-3.0	+/-5.0	+/-4.5	+/-4.5	+/-4.0	+/-4.5	+/-4.5

	Total	Demo-crat	Indep-endent	Repub-lican	Lib-eral	Mod-erate	Conser-vative
Yes	39%	37%	38%	42%	37%	40%	39%
No	49%	52%	49%	45%	53%	52%	45%
No Opinion	12%	11%	13%	13%	10%	7%	17%
Sampling Error	+/-3.0	+/-5.5	+/-5.0	+/-6.0	+/-6.5	+/-5.0	+/-5.0

	Total	North east	Mid-west	South	West	Urban	Sub-urban	Rural
Yes	39%	42%	35%	36%	43%	N/A	N/A	N/A
No	49%	51%	48%	52%	44%	N/A	N/A	N/A
No Opinion	12%	7%	17%	12%	13%	N/A	N/A	N/A
Sampling Error	+/-3.0	+/-6.5	+/-6.5	+/-5.5	+/-6.5			

	Total	Tea Pty Support	Tea Pty Neutral	Tea Pty Oppose	White Evang.	All Others	Gun Owner Yes	Gun Owner No
Yes	39%	38%	43%	34%	40%	38%	N/A	N/A
No	49%	50%	46%	53%	45%	50%	N/A	N/A
No Opinion	12%	12%	12%	12%	15%	12%	N/A	N/A
Sampling Error	+/-3.0	+/-7.5	+/-4.5	+/-5.5	+/-6.5	+/-3.5		

\* percentage less than 1%

Question 32

Some people have called for a boycott of the Academy Awards because none of the nominees in the major categories are racial minorities. Do you support or oppose this boycott?

Base = Total Sample

	Total	Men	Women	White	Non-White
Support	30%	26%	34%	23%	44%
Oppose	64%	67%	61%	71%	49%
No Opinion	6%	8%	5%	6%	7%
Sampling Error	+/-3.0	+/-4.5	+/-4.5	+/-3.5	+/-6.5

	Total	18-34	35-50	50-64	65+	Under 55	55 and Older
Support	30%	N/A	30%	27%	24%	33%	24%
Oppose	64%	N/A	65%	66%	69%	61%	69%
No Opinion	6%	N/A	5%	7%	6%	6%	7%
Sampling Error	+/-3.0		+/-7.0	+/-5.5	+/-5.0	+/-5.0	+/-4.0

	Total	Under \$50K	\$50K or more	College Grad	Non College Grad	Lean Democrat	Lean Republican
Support	30%	36%	27%	35%	28%	44%	16%
Oppose	64%	60%	67%	57%	66%	49%	78%
No Opinion	6%	4%	7%	8%	6%	7%	6%
Sampling Error	+/-3.0	+/-5.0	+/-4.5	+/-4.5	+/-4.0	+/-4.5	+/-4.5

	Total	Demo-crat	Indep-endent	Repub-lican	Lib-eral	Mod-erate	Conser-vative
Support	30%	48%	28%	12%	47%	31%	19%
Oppose	64%	42%	67%	82%	48%	64%	74%
No Opinion	6%	10%	5%	5%	5%	5%	7%
Sampling Error	+/-3.0	+/-5.5	+/-5.0	+/-6.0	+/-6.5	+/-5.0	+/-5.0

	Total	North east	Mid-west	South	West	Urban	Sub-urban	Rural
Support	30%	38%	30%	30%	23%	N/A	N/A	N/A
Oppose	64%	57%	63%	61%	73%	N/A	N/A	N/A
No Opinion	6%	5%	6%	9%	4%	N/A	N/A	N/A
Sampling Error	+/-3.0	+/-6.5	+/-6.5	+/-5.5	+/-6.5			

	Total	Tea Pty Support	Tea Pty Neutral	Tea Pty Oppose	White Evang.	All Others	Gun Owner Yes	Gun Owner No
Support	30%	19%	25%	46%	21%	32%	N/A	N/A
Oppose	64%	77%	67%	51%	76%	60%	N/A	N/A
No Opinion	6%	4%	8%	3%	3%	7%	N/A	N/A
Sampling Error	+/-3.0	+/-7.5	+/-4.5	+/-5.5	+/-6.5	+/-3.5		

\* percentage less than 1%

Question 33

How much does it matter to you that none of the nominees in the major categories are racial minorities - a great deal, somewhat, not too much or not at all?

Base = Total Sample

	Total	Men	Women	White	Non-White
A great deal	16%	12%	20%	11%	26%
Somewhat	21%	19%	23%	22%	20%
Not too much	18%	21%	15%	19%	16%
Not at all	44%	46%	42%	47%	38%
No Opinion	1%	1%	*	1%	*
Sampling Error	+/-3.0	+/-4.5	+/-4.5	+/-3.5	+/-6.5

	Total	18-34	35-49	50-64	65+	Under 55	55 and Older
A great deal	16%	N/A	16%	15%	14%	17%	14%
Somewhat	21%	N/A	22%	19%	22%	21%	22%
Not too much	18%	N/A	16%	21%	16%	18%	18%
Not at all	44%	N/A	45%	44%	46%	43%	45%
No Opinion	1%	N/A	1%	1%	2%	1%	1%
Sampling Error	+/-3.0		+/-7.0	+/-5.5	+/-5.0	+/-5.0	+/-4.0

	Total	Under \$50K	\$50K or more	College Grad	Non College Grad	Lean Democrat	Lean Republican
A great deal	16%	19%	13%	17%	16%	25%	5%
Somewhat	21%	20%	24%	31%	18%	28%	16%
Not too much	18%	17%	19%	17%	18%	17%	18%
Not at all	44%	43%	43%	35%	48%	29%	60%
No Opinion	1%	1%	1%	1%	1%	*	1%
Sampling Error	+/-3.0	+/-5.0	+/-4.5	+/-4.5	+/-4.0	+/-4.5	+/-4.5

	Total	Democrat	Independent	Republican	Liberal	Moderate	Conservative
A great deal	16%	28%	15%	3%	24%	18%	8%
Somewhat	21%	29%	19%	16%	30%	23%	16%
Not too much	18%	17%	20%	17%	15%	22%	15%
Not at all	44%	25%	46%	62%	31%	37%	60%
No Opinion	1%	*	*	2%	*	*	2%
Sampling Error	+/-3.0	+/-5.5	+/-5.0	+/-6.0	+/-6.5	+/-5.0	+/-5.0

	Total	North east	Mid-west	South	West	Urban	Sub-urban	Rural
A great deal	16%	20%	16%	18%	8%	N/A	N/A	N/A
Somewhat	21%	28%	24%	16%	20%	N/A	N/A	N/A
Not too much	18%	18%	12%	21%	19%	N/A	N/A	N/A
Not at all	44%	33%	46%	43%	52%	N/A	N/A	N/A
No Opinion	1%	1%	1%	1%	*	N/A	N/A	N/A
Sampling Error	+/-3.0	+/-6.5	+/-6.5	+/-5.5	+/-6.5			

	Total	Tea Pty Support	Tea Pty Neutral	Tea Pty Oppose	White Evang.	All Others	Gun Owner Yes	Gun Owner No
A great deal	16%	6%	15%	21%	12%	17%	N/A	N/A
Somewhat	21%	12%	16%	39%	18%	22%	N/A	N/A
Not too much	18%	18%	19%	15%	16%	19%	N/A	N/A
Not at all	44%	63%	49%	25%	52%	42%	N/A	N/A
No Opinion	1%	*	1%	*	1%	*	N/A	N/A
Sampling Error	+/-3.0	+/-7.5	+/-4.5	+/-5.5	+/-6.5	+/-3.5		

\* percentage less than 1%