

# navigator.\*

Sunday, March 10<sup>th</sup>

The Academy Awards

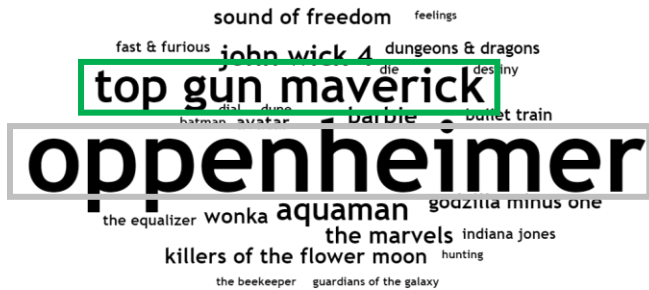


# Age, Gender, and Partisanship Divide Favorite Movies

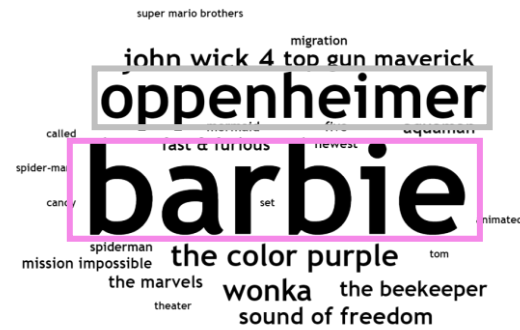
Women, Biden 2020 voters, and 18-44 year-olds are most likely to mention *Barbie* and *Oppenheimer*; older Americans and Trump 2020 voters focus more on *Oppenheimer*, *Top Gun: Maverick*, and *Sound of Freedom*.

What is your favorite movie you have seen in the last year?

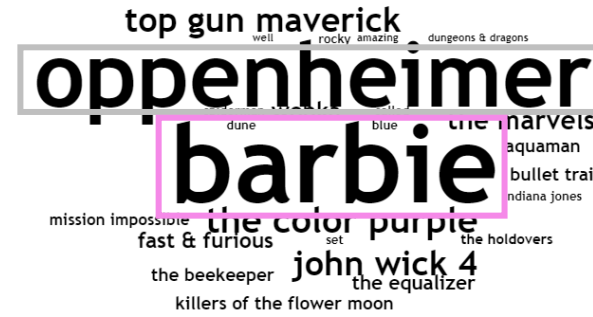
Men



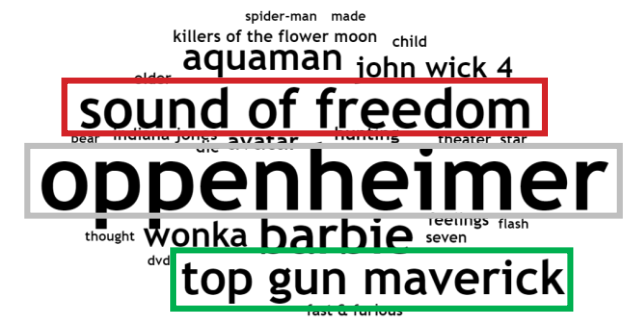
Women



Biden 2020



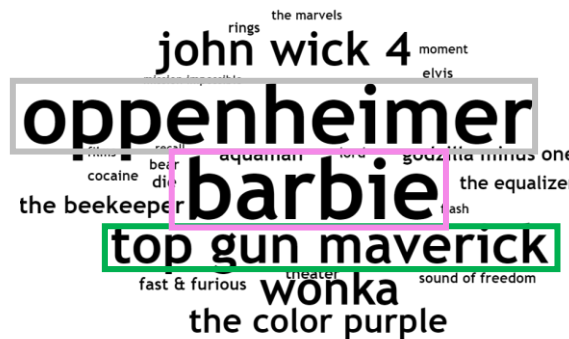
Trump 2020



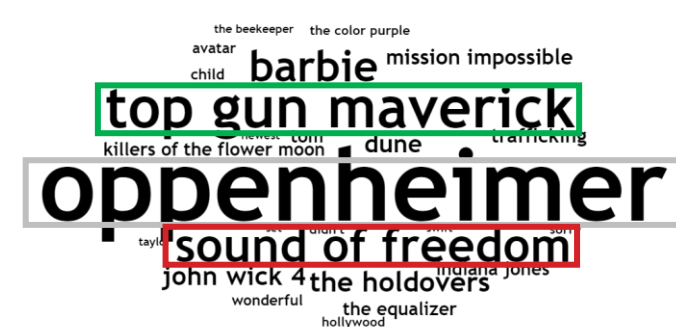
18-44



45-64



65+



Nationwide survey of 1,000 registered voters conducted February 15-February 19, 2024. For more info, visit [navigatorresearch.org](https://navigatorresearch.org).

# A Majority of Americans Have Not Seen Any of the Best Picture Oscar Nominees

While men are slightly more likely to say they've seen *Oppenheimer* than *Barbie*, women and younger Americans are far more likely to say they've seen *Barbie*.

Below is a list of the movies that have been nominated for the award for Best Picture at this year's Oscars. Please select all that you have seen. If you haven't seen any, please indicate that option.

	Men	Women	18-44	45-64	65+	Dem	Ind	Rep
<i>Barbie</i>	24	36	42	25	18	37	29	23
<i>Oppenheimer</i>	27	18	26	21	17	24	24	19
<i>Killers of the Flower Moon</i>	15	8	13	13	7	14	12	8
<i>The Holdovers</i>	5	5	4	6	5	6	3	4
<i>Maestro</i>	4	5	3	5	6	4	2	5
<i>American Fiction</i>	4	3	5	3	2	5	6	2
<i>Poor Things</i>	2	4	5	3	1	4	4	2
<i>Anatomy of a Fall</i>	2	3	4	2	0	3	3	1
<i>Past Lives</i>	2	2	3	2	0	3	2	0
<i>The Zone of Interest</i>	2	1	2	2	1	2	2	1
Have not seen any of these	54	53	42	58	69	49	52	59

Nationwide survey of 1,000 registered voters conducted February 15-February 19, 2024. For more info, visit [navigatorresearch.org](https://navigatorresearch.org).

# Oppenheimer Is the Best Picture Favorite, Though Younger Women Believe Barbie Should Win

Members of Gen Z (31%), women under 55 (25%), and moms (22%) are most likely to say they think *Barbie* should win Best Picture.

Below is that same list of movies that have been nominated for the award for Best Picture at this year's Oscars. Regardless of how many you have seen, please indicate which you think should win Best Picture.

	Men		Women		Dem	Ind	Rep
	18-54	55+	18-54	55+			
<i>Oppenheimer</i>	28	27	15	20	22	20	23
<i>Barbie</i>	11	4	25	7	17	14	8
<i>Killers of the Flower Moon</i>	10	8	7	10	10	8	7
<i>American Fiction</i>	3	1	2	2	3	2	1
<i>Maestro</i>	2	1	1	2	1	0	2
<i>Poor Things</i>	1	0	3	0	1	1	1
<i>The Holdovers</i>	2	2	0	0	1	0	1
<i>Past Lives</i>	2	0	1	1	0	2	1
<i>Anatomy of a Fall</i>	1	0	1	0	1	1	1
<i>The Zone of Interest</i>	0	1	1	0	0	0	1

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## About Navigator

In a world where the news cycle is the length of a tweet, our leaders often lack the real-time public-sentiment analysis to shape the best approaches to talking about the issues that matter the most. Navigator is designed to act as a consistent, flexible, responsive tool to inform policy debates by conducting research and reliable guidance to inform allies, elected leaders, and the press. Navigator is a project led by pollsters from Global Strategy Group and GBAO along with an advisory committee, including: Jessica Floyd, The Hub Project; Christina Reynolds, EMILY's List; Mike Podhorzer, AFL-CIO; Jesse Ferguson, progressive strategist; Navin Nayak, Center for American Progress Action Fund; Stephanie Valencia, EquisLabs; and Melanie Newman, Planned Parenthood Action Fund.

## About the Study

Global Strategy Group conducted public opinion surveys among a sample of 1,000 registered voters from February 15-February 19, 2024. 100 additional interviews were conducted among Hispanic voters. 75 additional interviews were conducted among Asian American and Pacific Islander voters. 100 additional interviews were conducted among African American voters. 100 additional interviews were conducted among independent voters. The survey was conducted online, recruiting respondents from an opt-in online panel vendor. Respondents were verified against a voter file and special care was taken to ensure the demographic composition of our sample matched that of the national registered voter population across a variety of demographic variables.

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To learn more about Navigator:

<http://navigatorresearch.org>

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