

Winning an Oscar doesn't necessarily equal box office gold

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While the Academy of Motion Picture Arts and Sciences handed out the coveted gold statues on Sunday night at its 87th annual awards show, 2014 Oscar winners were far from box office winners. Barna's annual movie-going study reveals that the Best Picture nominees were among the least-attended of the 30 films included in the survey. Only 4% of Americans say they viewed the Best Picture winner, Birdman, and a dismal 2% say they saw the highly celebrated Whiplash. The exception, of course, was American Sniper, which ranked third in box office sales in 2014.

2014 Movie Attendance and Revenues

Percent: Percentage of US adults (over 18) who say they saw they saw each film.

Dollars: Gross Receipts of total box-office sales

25%	HUNGER GAMES : MOCKINGJAY PART 1	\$336 M
21%	GUARDIANS OF THE GALAXY	\$333 M
20%	DIVERGENT	\$151 M
18%	CAPTAIN AMERICA: THE WINTER SOLDIER	\$260 M
18%	THE LEGO MOVIE	\$258 M
17%	MALEFICENT	\$241 M
16%	X MEN. DAYS OF FUTURE PAST	\$234 M
14%	AMERICAN SNIPER	\$320 M
13%	THE HOBBIT: THE BATTLE OF THE FIVE ARMIES	
13%	GONE GIRL	
12%	THE GRAND BUDAPEST HOTEL	
12%	HOW TO TRAIN YOUR DRAGON 2	
12%	THE INTERVIEW	
11%	NOAH	
10%	TEENAGE MUTANT NINJA TURTLES	

Attendance based on "data from a study conducted among 1,000 U.S. adults conducted online from February 3 to February 11, 2015. The estimated maximum sampling error for this study is plus or minus 3 percentage points at the 95 percent confidence level."

www.barna.org/barna-update/culture/710-birdman-vs-mockingjay-the-movies-americans-watched-in-2014

Box office receipts: www.imdb.com/boxoffice/alltimegross