

YouGov NY
Bachelorette

US_nat_2000 Sample: 2nd-3rd August 2017



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

HYB_q1. Which one, if any, of the following statements comes closest to your view regarding racial minority leads in television shows?

Unweighted base	2230	931	1299	443	764	1023	410	481	835	504	1665	215	177	173
Base: All US adults	2230	1085	1145	681	764	785	402	473	834	521	1473	260	320	176
There are not enough actors/actresses of racial minorities playing lead roles in TV shows	28%	25%	30%	32%	26%	27%	32%	26%	25%	32%	22%	49%	32%	35%
There are just enough actors/actresses of racial minorities playing lead roles in TV shows	33%	35%	32%	32%	34%	34%	28%	37%	35%	31%	38%	18%	27%	29%
There are too many actors/actresses of racial minorities playing lead roles in TV shows	10%	12%	8%	6%	11%	12%	12%	10%	11%	7%	11%	6%	8%	11%
Don't know / not sure	29%	28%	29%	29%	29%	27%	28%	26%	29%	31%	28%	27%	33%	26%

HYB_q2. In your opinion, do you think that the cast of the television shows you watch regularly are racially diverse? Please select the option that best applies.

Unweighted base	2230	931	1299	443	764	1023	410	481	835	504	1665	215	177	173
Base: All US adults	2230	1085	1145	681	764	785	402	473	834	521	1473	260	320	176
Yes, all of the shows I watch regularly are racially diverse	27%	27%	26%	25%	25%	30%	24%	24%	27%	29%	29%	18%	23%	25%
Yes, but only some of the shows I watch regularly are racially diverse	36%	36%	37%	39%	33%	37%	38%	42%	34%	34%	36%	43%	34%	34%
No, the shows I watch regularly are not racially diverse	11%	12%	11%	10%	14%	10%	13%	9%	12%	12%	10%	16%	15%	14%
Don't know / not sure	26%	25%	27%	26%	28%	24%	26%	25%	27%	26%	26%	23%	29%	27%

HYB_q3. Are you more or less likely to watch a television show where the lead cast (i.e., main characters) are of the same race as you?

Unweighted base	2230	931	1299	443	764	1023	410	481	835	504	1665	215	177	173
Base: All US adults	2230	1085	1145	681	764	785	402	473	834	521	1473	260	320	176
Much more likely	10%	12%	8%	10%	10%	10%	13%	8%	11%	8%	8%	20%	9%	9%
Somewhat more likely	12%	10%	13%	13%	11%	11%	12%	11%	12%	11%	11%	16%	12%	13%
Neither more or less likely	60%	59%	62%	52%	59%	68%	58%	61%	60%	62%	67%	42%	48%	54%
Somewhat less likely	3%	3%	2%	5%	3%	1%	3%	3%	3%	2%	2%	2%	8%	4%
Much less likely	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	2%	4%	1%
Don't know	14%	15%	13%	19%	15%	9%	12%	15%	13%	16%	12%	17%	18%	20%
Net: More likely	22%	22%	21%	23%	21%	21%	26%	19%	23%	20%	19%	36%	22%	21%
Net: Less likely	4%	4%	4%	7%	4%	2%	4%	5%	5%	3%	2%	4%	12%	4%

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Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership

HYB_q1. Which one, if any, of the following statements comes closest to your view regarding racial minority leads in television shows?

Unweighted base	2230	619	814	497	300	1148	37	267	118	586	74
Base: All US adults	2230	966	691	369	204	1012	48	240	109	744	78
There are not enough actors/actresses of racial minorities playing lead roles in TV shows	28%	21%	31%	33%	43%	23%	30%	28%	26%	35%	31%
There are just enough actors/actresses of racial minorities playing lead roles in TV shows	33%	37%	32%	31%	27%	38%	40%	35%	45%	25%	30%
There are too many actors/actresses of racial minorities playing lead roles in TV shows	10%	11%	8%	11%	8%	12%	6%	10%	9%	7%	16%
Don't know / not sure	29%	31%	29%	25%	22%	28%	24%	27%	20%	32%	23%

HYB_q2. In your opinion, do you think that the cast of the television shows you watch regularly are racially diverse? Please select the option that best applies.

Unweighted base	2230	619	814	497	300	1148	37	267	118	586	74
Base: All US adults	2230	966	691	369	204	1012	48	240	109	744	78
Yes, all of the shows I watch regularly are racially diverse	27%	28%	27%	26%	20%	27%	15%	33%	38%	23%	28%
Yes, but only some of the shows I watch regularly are racially diverse	36%	30%	37%	42%	54%	36%	52%	28%	31%	38%	39%
No, the shows I watch regularly are not racially diverse	11%	13%	11%	10%	9%	11%	11%	13%	9%	12%	9%
Don't know / not sure	26%	30%	25%	22%	18%	25%	22%	27%	22%	27%	24%

HYB_q3. Are you more or less likely to watch a television show where the lead cast (i.e., main characters) are of the same race as you?

Unweighted base	2230	619	814	497	300	1148	37	267	118	586	74
Base: All US adults	2230	966	691	369	204	1012	48	240	109	744	78
Much more likely	10%	10%	11%	10%	7%	9%	6%	10%	11%	12%	7%
Somewhat more likely	12%	11%	12%	14%	14%	11%	16%	9%	15%	13%	8%
Neither more or less likely	60%	57%	61%	63%	66%	64%	61%	67%	60%	53%	63%
Somewhat less likely	3%	3%	2%	2%	3%	2%	-	2%	-	4%	3%
Much less likely	1%	1%	2%	1%	1%	1%	1%	2%	2%	1%	2%
Don't know	14%	17%	13%	11%	9%	12%	15%	11%	12%	17%	16%
Net: More likely	22%	21%	22%	24%	21%	20%	22%	19%	26%	24%	15%
Net: Less likely	4%	5%	4%	2%	4%	4%	1%	3%	2%	6%	5%

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Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

HYB_q1. Which one, if any, of the following statements comes closest to your view regarding racial minority leads in television shows?

	Unweighted base	2230	533	1697	716	661	515	338
	Base: All US adults	2230	568	1662	828	638	428	336
There are not enough actors/actresses of racial minorities playing lead roles in TV shows		28%	29%	28%	28%	28%	32%	22%
There are just enough actors/actresses of racial minorities playing lead roles in TV shows		33%	36%	33%	31%	38%	35%	29%
There are too many actors/actresses of racial minorities playing lead roles in TV shows		10%	10%	10%	11%	8%	12%	10%
Don't know / not sure		29%	25%	30%	30%	27%	21%	39%

HYB_q2. In your opinion, do you think that the cast of the television shows you watch regularly are racially diverse? Please select the option that best applies.

	Unweighted base	2230	533	1697	716	661	515	338
	Base: All US adults	2230	568	1662	828	638	428	336
Yes, all of the shows I watch regularly are racially diverse		27%	26%	27%	28%	28%	26%	23%
Yes, but only some of the shows I watch regularly are racially diverse		36%	37%	36%	31%	40%	46%	29%
No, the shows I watch regularly are not racially diverse		11%	13%	11%	13%	11%	11%	9%
Don't know / not sure		26%	24%	27%	28%	22%	17%	39%

HYB_q3. Are you more or less likely to watch a television show where the lead cast (i.e., main characters) are of the same race as you?

	Unweighted base	2230	533	1697	716	661	515	338
	Base: All US adults	2230	568	1662	828	638	428	336
Much more likely		10%	11%	10%	10%	9%	9%	11%
Somewhat more likely		12%	15%	11%	12%	14%	13%	6%
Neither more or less likely		60%	56%	62%	54%	64%	67%	60%
Somewhat less likely		3%	3%	3%	3%	3%	2%	3%
Much less likely		1%	2%	1%	3%	1%	1%	1%
Don't know		14%	14%	14%	19%	9%	9%	20%
Net: More likely		22%	26%	20%	22%	24%	22%	17%
Net: Less likely		4%	4%	4%	6%	3%	3%	3%

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Total	Social networks membership													
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None

HYB_q1. Which one, if any, of the following statements comes closest to your view regarding racial minority leads in television shows?

	Unweighted base	2230	1737	763	667	537	114	654	158	554	8	294	28	32	18	294
	Base: All US adults	2230	1709	768	580	596	129	595	171	606	11	345	27	33	28	309
There are not enough actors/actresses of racial minorities playing lead roles in TV shows		28%	30%	40%	36%	34%	33%	35%	44%	36%	33%	37%	58%	46%	7%	14%
There are just enough actors/actresses of racial minorities playing lead roles in TV shows		33%	35%	30%	30%	31%	33%	32%	25%	31%	62%	30%	17%	19%	23%	30%
There are too many actors/actresses of racial minorities playing lead roles in TV shows		10%	9%	9%	9%	10%	10%	8%	11%	6%	-	5%	7%	8%	-	14%
Don't know / not sure		29%	26%	21%	25%	24%	25%	25%	20%	26%	5%	28%	19%	27%	70%	42%

HYB_q2. In your opinion, do you think that the cast of the television shows you watch regularly are racially diverse? Please select the option that best applies.

	Unweighted base	2230	1737	763	667	537	114	654	158	554	8	294	28	32	18	294
	Base: All US adults	2230	1709	768	580	596	129	595	171	606	11	345	27	33	28	309
Yes, all of the shows I watch regularly are racially diverse		27%	29%	27%	26%	29%	25%	29%	21%	24%	35%	21%	23%	20%	11%	22%
Yes, but only some of the shows I watch regularly are racially diverse		36%	36%	42%	44%	36%	42%	40%	49%	43%	49%	45%	51%	46%	22%	29%
No, the shows I watch regularly are not racially diverse		11%	12%	11%	10%	12%	12%	12%	7%	11%	-	10%	15%	13%	3%	13%
Don't know / not sure		26%	24%	20%	20%	23%	21%	19%	23%	22%	16%	24%	11%	21%	63%	36%

HYB_q3. Are you more or less likely to watch a television show where the lead cast (i.e., main characters) are of the same race as you?

	Unweighted base	2230	1737	763	667	537	114	654	158	554	8	294	28	32	18	294
	Base: All US adults	2230	1709	768	580	596	129	595	171	606	11	345	27	33	28	309
Much more likely		10%	10%	10%	8%	10%	14%	9%	11%	10%	27%	9%	15%	10%	4%	9%
Somewhat more likely		12%	13%	12%	12%	14%	20%	12%	14%	14%	13%	14%	18%	16%	-	8%
Neither more or less likely		60%	61%	62%	64%	57%	51%	65%	62%	59%	60%	57%	43%	63%	27%	60%
Somewhat less likely		3%	3%	3%	3%	2%	3%	3%	4%	3%	-	3%	9%	6%	20%	2%
Much less likely		1%	1%	2%	1%	2%	2%	1%	3%	2%	-	2%	7%	-	-	1%
Don't know		14%	12%	11%	12%	14%	11%	10%	7%	13%	-	16%	9%	5%	49%	21%
Net: More likely		22%	23%	22%	20%	25%	33%	21%	25%	24%	40%	22%	33%	26%	4%	16%
Net: Less likely		4%	4%	5%	4%	4%	5%	4%	7%	4%	-	5%	16%	6%	20%	2%

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US_nat_2000 Sample: 2nd-3rd August 2017



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

HYB_q4. Would you watch a television show if the lead cast member is transgender?

Unweighted base	2230	931	1299	443	764	1023	410	481	835	504	1665	215	177	173
Base: All US adults	2230	1085	1145	681	764	785	402	473	834	521	1473	260	320	176
Yes, I would	43%	35%	50%	46%	40%	42%	42%	45%	40%	46%	44%	41%	39%	40%
No, I wouldn't	31%	37%	24%	27%	31%	34%	30%	29%	34%	26%	30%	27%	32%	34%
Don't know / not sure	27%	27%	26%	27%	30%	24%	28%	27%	26%	28%	25%	32%	29%	27%

HYB_q5a_1. To what extent do you agree or disagree to the following statements regarding diversity in television shows? Please select the option that best applies on each row.

- Having a racially diverse cast makes a show better overall

Unweighted base	2230	931	1299	443	764	1023	410	481	835	504	1665	215	177	173
Base: All US adults	2230	1085	1145	681	764	785	402	473	834	521	1473	260	320	176
Strongly agree	20%	16%	23%	22%	19%	18%	17%	20%	19%	21%	16%	32%	22%	23%
Somewhat agree	26%	23%	29%	24%	26%	29%	34%	25%	24%	25%	27%	29%	21%	25%
Somewhat disagree	16%	19%	13%	19%	14%	16%	14%	17%	17%	16%	17%	10%	20%	12%
Strongly disagree	14%	18%	11%	11%	14%	18%	15%	15%	14%	14%	16%	7%	13%	16%
Don't know / not sure	24%	24%	24%	25%	27%	20%	21%	23%	26%	24%	24%	23%	24%	24%
Net: Agree	46%	39%	52%	46%	45%	46%	51%	45%	43%	46%	43%	61%	43%	48%
Net: Disagree	30%	37%	24%	29%	28%	34%	29%	32%	31%	30%	33%	17%	33%	28%

HYB_q5a_2. To what extent do you agree or disagree to the following statements regarding diversity in television shows? Please select the option that best applies on each row.

- Having a racially diverse cast "looks better" in the public eye

Unweighted base	2230	931	1299	443	764	1023	410	481	835	504	1665	215	177	173
Base: All US adults	2230	1085	1145	681	764	785	402	473	834	521	1473	260	320	176
Strongly agree	21%	21%	22%	24%	20%	20%	22%	21%	21%	21%	18%	37%	23%	18%
Somewhat agree	35%	32%	37%	31%	35%	38%	37%	35%	34%	35%	39%	27%	23%	30%
Somewhat disagree	13%	16%	11%	17%	10%	13%	14%	14%	13%	13%	12%	12%	21%	15%
Strongly disagree	8%	9%	7%	4%	10%	9%	8%	7%	9%	7%	9%	4%	6%	10%
Don't know / not sure	23%	22%	24%	23%	25%	20%	19%	22%	24%	24%	22%	19%	27%	26%
Net: Agree	56%	53%	59%	55%	55%	58%	59%	57%	54%	56%	57%	65%	47%	48%
Net: Disagree	21%	25%	18%	22%	20%	22%	22%	21%	22%	20%	21%	16%	27%	26%

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Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership

HYB_q4. Would you watch a television show if the lead cast member is transgender?

Unweighted base	2230	619	814	497	300	1148	37	267	118	586	74
Base: All US adults	2230	966	691	369	204	1012	48	240	109	744	78
Yes, I would	43%	37%	44%	45%	57%	38%	45%	44%	42%	47%	54%
No, I wouldn't	31%	34%	28%	31%	22%	35%	36%	30%	35%	25%	27%
Don't know / not sure	27%	29%	27%	24%	21%	27%	20%	27%	24%	28%	19%

HYB_q5a_1. To what extent do you agree or disagree to the following statements regarding diversity in television shows? Please select the option that best applies on each row.

- Having a racially diverse cast makes a show better overall

Unweighted base	2230	619	814	497	300	1148	37	267	118	586	74
Base: All US adults	2230	966	691	369	204	1012	48	240	109	744	78
Strongly agree	20%	17%	22%	18%	25%	17%	31%	19%	18%	22%	30%
Somewhat agree	26%	24%	25%	30%	33%	27%	21%	26%	26%	25%	29%
Somewhat disagree	16%	17%	15%	17%	11%	16%	25%	16%	18%	16%	10%
Strongly disagree	14%	13%	14%	16%	15%	17%	12%	18%	12%	10%	12%
Don't know / not sure	24%	28%	24%	18%	16%	23%	10%	21%	27%	26%	19%
Net: Agree	46%	41%	47%	48%	58%	44%	53%	45%	44%	47%	59%
Net: Disagree	30%	31%	30%	34%	26%	33%	37%	34%	30%	27%	22%

HYB_q5a_2. To what extent do you agree or disagree to the following statements regarding diversity in television shows? Please select the option that best applies on each row.

- Having a racially diverse cast "looks better" in the public eye

Unweighted base	2230	619	814	497	300	1148	37	267	118	586	74
Base: All US adults	2230	966	691	369	204	1012	48	240	109	744	78
Strongly agree	21%	19%	23%	21%	24%	19%	14%	20%	17%	25%	27%
Somewhat agree	35%	33%	31%	41%	44%	37%	40%	34%	42%	31%	31%
Somewhat disagree	13%	14%	12%	14%	13%	13%	29%	12%	12%	14%	15%
Strongly disagree	8%	7%	9%	9%	7%	10%	3%	11%	11%	5%	3%
Don't know / not sure	23%	27%	25%	15%	12%	22%	14%	22%	17%	24%	24%
Net: Agree	56%	52%	54%	62%	68%	55%	54%	54%	60%	57%	58%
Net: Disagree	21%	21%	21%	23%	20%	22%	31%	23%	23%	19%	18%

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Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

HYB_q4. Would you watch a television show if the lead cast member is transgender?

Unweighted base	2230	533	1697	716	661	515	338
Base: All US adults	2230	568	1662	828	638	428	336
Yes, I would	43%	42%	43%	43%	46%	44%	34%
No, I wouldn't	31%	31%	30%	29%	29%	33%	34%
Don't know / not sure	27%	28%	27%	28%	25%	23%	32%

HYB_q5a_1. To what extent do you agree or disagree to the following statements regarding diversity in television shows? Please select the option that best applies on each row.

- Having a racially diverse cast makes a show better overall

Unweighted base	2230	533	1697	716	661	515	338
Base: All US adults	2230	568	1662	828	638	428	336
Strongly agree	20%	23%	18%	21%	22%	19%	11%
Somewhat agree	26%	26%	26%	26%	27%	28%	22%
Somewhat disagree	16%	17%	16%	16%	15%	16%	19%
Strongly disagree	14%	12%	15%	11%	15%	16%	19%
Don't know / not sure	24%	22%	25%	26%	21%	21%	29%
Net: Agree	46%	50%	44%	48%	49%	47%	33%
Net: Disagree	30%	29%	31%	27%	30%	32%	38%

HYB_q5a_2. To what extent do you agree or disagree to the following statements regarding diversity in television shows? Please select the option that best applies on each row.

- Having a racially diverse cast "looks better" in the public eye

Unweighted base	2230	533	1697	716	661	515	338
Base: All US adults	2230	568	1662	828	638	428	336
Strongly agree	21%	25%	20%	23%	24%	22%	12%
Somewhat agree	35%	35%	35%	31%	38%	41%	31%
Somewhat disagree	13%	13%	13%	15%	12%	12%	12%
Strongly disagree	8%	7%	9%	6%	8%	9%	12%
Don't know / not sure	23%	20%	24%	26%	18%	15%	34%
Net: Agree	56%	60%	55%	53%	62%	63%	42%
Net: Disagree	21%	20%	22%	21%	20%	21%	24%

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Total	Social networks membership													
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None

HYB_q4. Would you watch a television show if the lead cast member is transgender?

Unweighted base	2230	1737	763	667	537	114	654	158	554	8	294	28	32	18	294
Base: All US adults	2230	1709	768	580	596	129	595	171	606	11	345	27	33	28	309
Yes, I would	43%	47%	54%	50%	52%	50%	53%	66%	54%	52%	58%	51%	49%	14%	25%
No, I wouldn't	31%	28%	24%	27%	25%	22%	22%	16%	22%	21%	20%	24%	27%	31%	42%
Don't know / not sure	27%	25%	21%	23%	23%	27%	25%	19%	24%	26%	21%	25%	24%	55%	33%

HYB_q5a_1. To what extent do you agree or disagree to the following statements regarding diversity in television shows? Please select the option that best applies on each row.

- Having a racially diverse cast makes a show better overall

Unweighted base	2230	1737	763	667	537	114	654	158	554	8	294	28	32	18	294
Base: All US adults	2230	1709	768	580	596	129	595	171	606	11	345	27	33	28	309
Strongly agree	20%	21%	25%	22%	27%	22%	25%	31%	23%	30%	24%	40%	35%	4%	11%
Somewhat agree	26%	29%	33%	32%	27%	26%	29%	27%	31%	35%	31%	29%	27%	8%	14%
Somewhat disagree	16%	15%	13%	14%	13%	17%	13%	10%	15%	20%	17%	11%	10%	39%	20%
Strongly disagree	14%	12%	12%	14%	12%	15%	11%	13%	11%	16%	9%	8%	11%	3%	22%
Don't know / not sure	24%	22%	17%	19%	21%	21%	19%	19%	19%	-	20%	11%	17%	46%	33%
Net: Agree	46%	50%	58%	53%	54%	47%	54%	58%	54%	64%	54%	69%	61%	12%	25%
Net: Disagree	30%	28%	25%	28%	25%	32%	25%	23%	27%	36%	26%	20%	21%	42%	42%

HYB_q5a_2. To what extent do you agree or disagree to the following statements regarding diversity in television shows? Please select the option that best applies on each row.

- Having a racially diverse cast "looks better" in the public eye

Unweighted base	2230	1737	763	667	537	114	654	158	554	8	294	28	32	18	294
Base: All US adults	2230	1709	768	580	596	129	595	171	606	11	345	27	33	28	309
Strongly agree	21%	23%	25%	22%	25%	33%	24%	31%	25%	30%	25%	44%	39%	6%	14%
Somewhat agree	35%	36%	38%	43%	36%	39%	38%	40%	35%	70%	35%	28%	30%	3%	28%
Somewhat disagree	13%	13%	12%	13%	14%	5%	10%	9%	14%	-	17%	12%	10%	33%	14%
Strongly disagree	8%	8%	8%	6%	5%	6%	6%	4%	6%	-	4%	2%	11%	10%	12%
Don't know / not sure	23%	21%	17%	16%	19%	17%	21%	15%	19%	-	20%	13%	10%	49%	32%
Net: Agree	56%	59%	63%	65%	61%	72%	63%	71%	61%	100%	60%	72%	69%	9%	42%
Net: Disagree	21%	20%	20%	18%	20%	11%	16%	14%	21%	-	20%	14%	21%	42%	26%

YouGov NY
Bachelorette

US_nat_2000 Sample: 2nd-3rd August 2017



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

HYB_q5a_3. To what extent do you agree or disagree to the following statements regarding diversity in television shows? Please select the option that best applies on each row.

- Having a racially diverse cast doesn't matter to me

Unweighted base	2230	931	1299	443	764	1023	410	481	835	504	1665	215	177	173
Base: All US adults	2230	1085	1145	681	764	785	402	473	834	521	1473	260	320	176
Strongly agree	34%	36%	31%	31%	35%	34%	31%	34%	34%	34%	37%	24%	28%	28%
Somewhat agree	25%	27%	23%	23%	22%	30%	29%	26%	23%	25%	27%	21%	16%	27%
Somewhat disagree	19%	18%	20%	21%	18%	17%	22%	20%	19%	15%	18%	18%	26%	19%
Strongly disagree	10%	9%	12%	9%	11%	12%	8%	10%	10%	13%	8%	21%	10%	14%
Don't know / not sure	12%	10%	14%	16%	14%	7%	10%	11%	14%	12%	10%	17%	20%	13%
Net: Agree	58%	63%	55%	54%	57%	64%	60%	60%	57%	59%	64%	45%	44%	55%
Net: Disagree	29%	27%	31%	30%	29%	29%	30%	29%	30%	29%	26%	38%	36%	32%

HYB_q6. In your opinion, does TV or film (i.e., movies) do better in casting racially diverse actors/actresses, or are they the same?

Unweighted base	2230	931	1299	443	764	1023	410	481	835	504	1665	215	177	173
Base: All US adults	2230	1085	1145	681	764	785	402	473	834	521	1473	260	320	176
TV shows do better in casting racially diverse actors/actresses	24%	24%	24%	28%	23%	21%	23%	25%	24%	24%	21%	32%	31%	24%
Film does better in casting racially diverse actors/actresses	15%	16%	15%	22%	15%	10%	16%	14%	15%	17%	13%	19%	20%	24%
Neither does better than the other in casting racially diverse actors/actresses	61%	60%	62%	50%	62%	69%	61%	61%	62%	59%	66%	49%	48%	53%

HYB_q7. In your opinion, do you think TV shows are more or less racially diverse compared to 5 years ago, or has there been no change?

Unweighted base	2230	931	1299	443	764	1023	410	481	835	504	1665	215	177	173
Base: All US adults	2230	1085	1145	681	764	785	402	473	834	521	1473	260	320	176
Much more racially diverse	26%	27%	25%	21%	23%	32%	24%	26%	27%	25%	29%	22%	16%	21%
Somewhat more racially diverse	38%	35%	42%	38%	34%	43%	38%	43%	34%	40%	40%	39%	31%	39%
No change	30%	33%	28%	34%	35%	22%	33%	26%	31%	30%	28%	29%	42%	31%
Somewhat less racially diverse	3%	3%	3%	4%	4%	1%	2%	3%	3%	4%	2%	3%	5%	8%
Much less racially diverse	3%	2%	3%	5%	3%	1%	3%	2%	5%	2%	2%	7%	6%	1%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: More racially diverse	64%	62%	66%	58%	57%	76%	62%	69%	61%	65%	68%	61%	47%	60%
Net: Less racially diverse	6%	6%	6%	8%	7%	2%	5%	5%	7%	5%	4%	9%	10%	9%

Cell Contents (Column Percentages)

YouGov NY
Bachelorette

US_nat_2000 Sample: 2nd-3rd August 2017



Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership

HYB_q5a_3. To what extent do you agree or disagree to the following statements regarding diversity in television shows? Please select the option that best applies on each row.

- Having a racially diverse cast doesn't matter to me

Unweighted base	2230	619	814	497	300	1148	37	267	118	586	74
Base: All US adults	2230	966	691	369	204	1012	48	240	109	744	78
Strongly agree	34%	35%	33%	35%	25%	36%	19%	33%	32%	31%	32%
Somewhat agree	25%	27%	22%	26%	21%	27%	32%	27%	28%	21%	25%
Somewhat disagree	19%	17%	19%	20%	28%	17%	31%	21%	19%	19%	21%
Strongly disagree	10%	7%	13%	13%	18%	9%	13%	12%	6%	13%	13%
Don't know / not sure	12%	15%	13%	6%	7%	11%	6%	8%	15%	16%	8%
Net: Agree	58%	62%	56%	61%	46%	63%	51%	60%	61%	52%	58%
Net: Disagree	29%	23%	31%	33%	46%	26%	43%	33%	24%	32%	34%

HYB_q6. In your opinion, does TV or film (i.e., movies) do better in casting racially diverse actors/actresses, or are they the same?

Unweighted base	2230	619	814	497	300	1148	37	267	118	586	74
Base: All US adults	2230	966	691	369	204	1012	48	240	109	744	78
TV shows do better in casting racially diverse actors/actresses	24%	21%	23%	25%	37%	24%	20%	21%	13%	27%	22%
Film does better in casting racially diverse actors/actresses	15%	18%	14%	11%	14%	11%	29%	17%	22%	18%	18%
Neither does better than the other in casting racially diverse actors/actresses	61%	61%	63%	64%	49%	65%	51%	62%	66%	55%	60%

HYB_q7. In your opinion, do you think TV shows are more or less racially diverse compared to 5 years ago, or has there been no change?

Unweighted base	2230	619	814	497	300	1148	37	267	118	586	74
Base: All US adults	2230	966	691	369	204	1012	48	240	109	744	78
Much more racially diverse	26%	23%	27%	30%	26%	26%	22%	31%	32%	22%	30%
Somewhat more racially diverse	38%	32%	41%	42%	52%	39%	38%	37%	35%	39%	34%
No change	30%	37%	27%	24%	21%	29%	38%	25%	28%	33%	29%
Somewhat less racially diverse	3%	4%	3%	2%	1%	2%	-	5%	3%	3%	7%
Much less racially diverse	3%	4%	2%	2%	-	3%	2%	2%	2%	3%	-
Don't know	-	-	-	-	-	-	-	-	-	-	-
Net: More racially diverse	64%	55%	68%	72%	78%	65%	60%	68%	67%	61%	64%
Net: Less racially diverse	6%	9%	5%	3%	1%	6%	2%	7%	5%	6%	7%

Cell Contents (C

YouGov NY
Bachelorette

US_nat_2000 Sample: 2nd-3rd August 2017



Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

HYB_q5a_3. To what extent do you agree or disagree to the following statements regarding diversity in television shows? Please select the option that best applies on each row.

- Having a racially diverse cast doesn't matter to me

Unweighted base	2230	533	1697	716	661	515	338
Base: All US adults	2230	568	1662	828	638	428	336
Strongly agree	34%	35%	33%	34%	34%	36%	29%
Somewhat agree	25%	23%	26%	24%	26%	27%	20%
Somewhat disagree	19%	19%	19%	17%	18%	20%	22%
Strongly disagree	10%	9%	11%	9%	13%	11%	9%
Don't know / not sure	12%	13%	12%	16%	8%	5%	20%
Net: Agree	58%	58%	59%	58%	61%	63%	49%
Net: Disagree	29%	29%	30%	26%	32%	31%	30%

HYB_q6. In your opinion, does TV or film (i.e., movies) do better in casting racially diverse actors/actresses, or are they the same?

Unweighted base	2230	533	1697	716	661	515	338
Base: All US adults	2230	568	1662	828	638	428	336
TV shows do better in casting racially diverse actors/actresses	24%	27%	23%	22%	27%	26%	21%
Film does better in casting racially diverse actors/actresses	15%	19%	14%	20%	13%	12%	12%
Neither does better than the other in casting racially diverse actors/actresses	61%	55%	63%	58%	59%	62%	67%

HYB_q7. In your opinion, do you think TV shows are more or less racially diverse compared to 5 years ago, or has there been no change?

Unweighted base	2230	533	1697	716	661	515	338
Base: All US adults	2230	568	1662	828	638	428	336
Much more racially diverse	26%	23%	26%	25%	27%	29%	21%
Somewhat more racially diverse	38%	34%	40%	33%	41%	43%	41%
No change	30%	35%	29%	36%	27%	24%	30%
Somewhat less racially diverse	3%	4%	3%	3%	4%	3%	2%
Much less racially diverse	3%	4%	2%	4%	1%	1%	5%
Don't know	-	-	-	-	-	-	-
Net: More racially diverse	64%	57%	66%	58%	68%	72%	62%
Net: Less racially diverse	6%	8%	5%	7%	5%	4%	8%

Cell Contents (C

YouGov NY
Bachelorette

US_nat_2000 Sample: 2nd-3rd August 2017



Total	Social networks membership													
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None

HYB_q5a_3. To what extent do you agree or disagree to the following statements regarding diversity in television shows? Please select the option that best applies on each row.

- Having a racially diverse cast doesn't matter to me

Unweighted base	2230	1737	763	667	537	114	654	158	554	8	294	28	32	18	294
Base: All US adults	2230	1709	768	580	596	129	595	171	606	11	345	27	33	28	309
Strongly agree	34%	34%	29%	31%	36%	39%	33%	28%	32%	64%	33%	29%	40%	9%	36%
Somewhat agree	25%	25%	25%	25%	20%	28%	24%	20%	24%	36%	25%	13%	12%	5%	25%
Somewhat disagree	19%	19%	20%	23%	18%	9%	17%	15%	18%	-	13%	18%	26%	33%	15%
Strongly disagree	10%	11%	15%	14%	8%	14%	21%	13%	13%	-	13%	29%	17%	7%	6%
Don't know / not sure	12%	11%	10%	7%	13%	15%	12%	15%	14%	-	16%	11%	3%	46%	18%
Net: Agree	58%	59%	55%	56%	56%	68%	57%	48%	55%	100%	57%	42%	52%	14%	61%
Net: Disagree	29%	30%	35%	37%	31%	17%	31%	37%	31%	-	26%	47%	45%	40%	21%

HYB_q6. In your opinion, does TV or film (i.e., movies) do better in casting racially diverse actors/actresses, or are they the same?

Unweighted base	2230	1737	763	667	537	114	654	158	554	8	294	28	32	18	294
Base: All US adults	2230	1709	768	580	596	129	595	171	606	11	345	27	33	28	309
TV shows do better in casting racially diverse actors/actresses	24%	26%	28%	27%	27%	25%	27%	32%	26%	24%	24%	52%	24%	33%	17%
Film does better in casting racially diverse actors/actresses	15%	16%	16%	16%	18%	25%	15%	21%	19%	33%	22%	8%	18%	11%	8%
Neither does better than the other in casting racially diverse actors/actresses	61%	59%	56%	57%	56%	51%	58%	46%	55%	43%	54%	40%	59%	55%	75%

HYB_q7. In your opinion, do you think TV shows are more or less racially diverse compared to 5 years ago, or has there been no change?

Unweighted base	2230	1737	763	667	537	114	654	158	554	8	294	28	32	18	294
Base: All US adults	2230	1709	768	580	596	129	595	171	606	11	345	27	33	28	309
Much more racially diverse	26%	26%	24%	30%	25%	25%	28%	25%	25%	43%	23%	40%	22%	19%	22%
Somewhat more racially diverse	38%	39%	42%	41%	37%	43%	43%	46%	38%	57%	41%	35%	41%	16%	37%
No change	30%	29%	28%	25%	30%	25%	24%	25%	30%	-	30%	19%	28%	35%	34%
Somewhat less racially diverse	3%	3%	3%	2%	5%	6%	3%	3%	4%	-	2%	2%	8%	16%	2%
Much less racially diverse	3%	3%	2%	1%	3%	2%	2%	1%	3%	-	4%	4%	2%	15%	5%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: More racially diverse	64%	65%	67%	71%	62%	68%	71%	71%	63%	100%	64%	74%	62%	34%	59%
Net: Less racially diverse	6%	6%	6%	4%	8%	8%	5%	3%	8%	-	6%	6%	10%	31%	7%