

Representation in movies
Fieldwork Dates: 10th - 12th February 2018

Conducted by YouGov
On behalf of YouGovNY

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BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accented data. YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1220 adults. Fieldwork was undertaken between 10th - 12th February 2018. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

YouGovNY
Movie Rep

US_nat Sample: 10th - 12th February 2018



Total	Gender		Age			Region				Race				No HS, High school graduate
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
	A	B	C	D	E	F	G	H	I	J	K	L	M	

HYM_q1_1. For the following question, please indicate which demographic groups apply to each statement. Please select all that apply on each row.

There are a sufficient number of movie/TV roles available for...

Unweighted base	1220	560	660	281	410	529	289	262	489	180	882	154	123	61	465
Base: All US adults	1201	595	606	370	403	428	294	246	475	187	811	146	177	67	493
Black people	35%	34%	36%	27%	34%	43%	36%	37%	33%	35%	40%	22%	20%	40%	35%
White people	59%	57%	60%	59%	58%	59%	61%	59%	58%	56%	61%	60%	49%	50%	49%
Asian people	21%	20%	22%	18%	21%	23%	21%	20%	21%	21%	L	8%	14%	21%	20%
Hispanic people	23%	22%	24%	19%	24%	26%	21%	23%	24%	24%	KL	14%	13%	17%	24%
Men	47%	44%	50%	41%	47%	53%	51%	47%	45%	46%	54%	35%	30%	42%	41%
Women	37%	37%	38%	32%	37%	43%	38%	41%	35%	39%	44%	24%	19%	34%	39%
LGBTQ	18%	17%	19%	15%	19%	20%	19%	19%	19%	15%	22%	11%	9%	12%	18%
None of these (1)	22%	22%	22%	21%	21%	23%	20%	24%	21%	24%	22%	18%	25%	20%	28%

HYM_q1_2. For the following question, please indicate which demographic groups apply to each statement. Please select all that apply on each row.

There aren't enough characters in American TV and film who reflect an authentic experience for...

Unweighted base	1220	560	660	281	410	529	289	262	489	180	882	154	123	61	465
Base: All US adults	1201	595	606	370	403	428	294	246	475	187	811	146	177	67	493
Black people	23%	22%	25%	28%	21%	21%	24%	19%	27%	18%	19%	46%	23%	26%	17%
White people	9%	10%	8%	11%	8%	8%	9%	9%	10%	8%	10%	7%	8%	7%	9%
Asian people	27%	26%	28%	33%	22%	26%	30%	27%	27%	22%	24%	38%	25%	41%	18%
Hispanic people	26%	28%	24%	32%	22%	25%	27%	22%	28%	25%	22%	37%	37%	27%	17%
Men	8%	9%	6%	8%	8%	7%	10%	6%	8%	5%	7%	6%	13%	9%	8%
Women	14%	13%	15%	19%	13%	11%	17%	11%	14%	13%	13%	13%	18%	18%	11%
LGBTQ	24%	22%	26%	29%	19%	23%	26%	24%	23%	21%	24%	22%	21%	24%	13%
None of these (1)	32%	35%	30%	23%	34%	39%	33%	33%	30%	37%	37%	19%	26%	21%	39%

HYM_q1_3. For the following question, please indicate which demographic groups apply to each statement. Please select all that apply on each row.

The roles in American TV and movies are often stereotypes for...

Unweighted base	1220	560	660	281	410	529	289	262	489	180	882	154	123	61	465
Base: All US adults	1201	595	606	370	403	428	294	246	475	187	811	146	177	67	493
Black people	41%	40%	41%	45%	35%	42%	44%	40%	41%	34%	40%	53%	34%	44%	34%

Education			Marital Status						Children under the age of 18		Income			
Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say
O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	AC

393	236	126	603	21	153	58	338	47	346	874	424	345	254	197
383	209	116	547	25	129	50	406	43	351	850	419	333	227	222
35%	35%	36%	41%	13%**	30%	47%	29%	34%*	38%	34%	32%	38%	44%	28%
			T.V			T.V*		*					Z.AC	
63%	66%	69%	60%	40%**	55%	52%	59%	63%	61%	57%	52%	64%	69%	52%
N	N	N				*		*				Z.AC	Z.AC	
22%	23%	17%	24%	9%**	16%	26%	18%	23%*	26%	19%	20%	23%	26%	14%
			T			*		*	Y			AC	AC	
24%	21%	19%	27%	9%**	17%	37%	19%	22%*	28%	21%	23%	24%	28%	18%
			T.V			T.V*		*	Y				AC	
47%	56%	59%	49%	37%**	48%	59%	44%	49%*	46%	48%	41%	52%	59%	41%
N.O	N.O	N.O				*		*				Z.AC	Z.AC	
37%	33%	40%	41%	9%**	36%	48%	33%	39%*	40%	36%	36%	41%	45%	27%
			V			V*		*				AC	Z.AC	
19%	19%	18%	21%	16%**	15%	16%	17%	12%*	22%	17%	17%	20%	24%	13%
						*		*					Z.AC	
19%	17%	11%	22%	42%**	21%	21%	20%	26%*	20%	23%	25%	17%	15%	30%
						*		*			AA.AB			AA.AB

393	236	126	603	21	153	58	338	47	346	874	424	345	254	197
383	209	116	547	25	129	50	406	43	351	850	419	333	227	222
25%	31%	29%	21%	16%**	18%	18%	30%	19%*	18%	25%	23%	24%	24%	22%
N	N	N				*	R.T	*		X				
10%	7%	10%	10%	9%**	3%	10%	9%	15%*	9%	9%	9%	9%	10%	9%
			T			T*	T	T*						
30%	36%	35%	24%	29%**	25%	22%	32%	25%*	23%	28%	25%	28%	31%	23%
N	N	N				*	R	*						
28%	38%	36%	24%	6%**	26%	18%	31%	19%*	24%	27%	24%	27%	29%	26%
N	N.O	N				*	R	*						
6%	8%	9%	8%	6%**	4%	8%	8%	10%*	9%	7%	7%	5%	9%	10%
						*		*						
17%	18%	15%	11%	9%**	10%	12%	22%	6%*	12%	15%	14%	12%	15%	18%
N	N					*	R.T.W	*						
26%	35%	38%	20%	22%**	26%	18%	26%	27%*	18%	26%	23%	24%	26%	21%
N	N.O	N.O				*	R	*		X				
30%	25%	24%	35%	41%**	33%	37%	28%	30%*	30%	33%	32%	29%	34%	37%
						*		*						

393	236	126	603	21	153	58	338	47	346	874	424	345	254	197
383	209	116	547	25	129	50	406	43	351	850	419	333	227	222
44%	45%	46%	39%	29%**	37%	43%	45%	25%*	37%	42%	42%	40%	43%	36%
N	N	N				*	W	*						

White people	26%	31% B	25%	32%	27%	25%	32%	24%	26%	32%	28%	28%	31% *	29% *	25%
Asian people	28%	29%	27%	31% D	22%	31% D	32%	26%	28%	25%	29%	29%	21% *	33% *	20%
Hispanic people	29%	28%	29%	32% D	23%	32% D	30%	31%	29%	24%	29%	31%	22% *	35% *	20%
Men	22%	25% B	19%	24%	21%	22%	25%	19%	22%	23%	25% K	14%	15% *	31% K.L*	20%
Women	25%	25%	26%	28%	22%	26%	29% G	19%	25%	29% G	27%	20%	20% *	36% K.L*	21%
LGBTQ	25%	24%	25%	28%	21%	25%	28%	22%	25%	22%	26% L	22%	16% *	32% L*	16%
None of these (1)	32%	32%	33%	24%	37% C	35% C	31%	35%	31%	34%	36% K	21%	29% *	24% *	41% O.P.Q

HYM_q1_4. For the following question, please indicate which demographic groups apply to each statement. Please select all that apply on each row.

I see good role models in American TV and movies portrayed by...

Unweighted base	1220	560	660	281	410	529	289	262	489	180	882	154	123	61	465
Base: All US adults	1201	595	606	370	403	428	294	246	475	187	811	146	177	67	493
Black people	39%	37%	40%	38%	40%	38%	37%	43%	38%	38%	42% L	42% L	25% *	30% *	37%
White people	48%	47%	48%	48%	47%	48%	49%	53%	45%	46%	51% M	43%	40% *	33% *	44%
Asian people	26%	26%	26%	24%	27%	26%	22%	28%	25%	31%	30% K	14%	19% *	24% *	23%
Hispanic people	28%	29%	26%	26%	30%	27%	27%	28%	27%	32%	29% K	17%	33% K*	20% *	26%
Men	42%	40%	43%	40%	44%	41%	44%	46%	39%	39%	46% K.L	33%	31% *	38% *	38%
Women	40%	39%	42%	40%	40%	41%	38%	44%	39%	42%	45% K.L	34%	25% *	38% *	35%
LGBTQ	20%	22%	19%	23% E	22%	17%	21%	23%	19%	20%	23% K	10%	17% *	19% *	17%
None of these (1)	32%	33%	31%	29%	31%	37% C	33%	33%	32%	30%	34%	26%	28% *	35% *	35%

HYM_q2_1. For the following question, by "characters like me" we mean TV show or movie characters who look/act like you and are of the same race and sexual orientation as you...

To what extent do you agree or disagree with each of the following statements? Please select one option on each row. Characters like me...

Often have very little dialogue

Unweighted base	1220	560	660	281	410	529	289	262	489	180	882	154	123	61	465
Base: All US adults	1201	595	606	370	403	428	294	246	475	187	811	146	177	67	493
Strongly agree	16%	20% B	13%	19% E	18% E	12%	19%	13%	16%	15%	11% J	25% J	26% J*	28% J*	15%
Somewhat agree	25%	22%	27%	25%	22%	27%	28%	23%	22%	27%	24%	24%	27% *	33% *	26%
Somewhat disagree	20%	22%	18%	19%	21%	20%	17%	19%	21%	24%	21%	17%	22% *	9% *	19%
Strongly disagree	16%	15%	17%	15%	17%	16%	15%	20%	15%	14%	20% K.L	9%	7% *	8% *	11%
Don't know	23%	22%	25%	23%	22%	25%	21%	25%	25%	20%	24%	24%	18% *	21% *	29% O.P.Q
Net: Agree	41%	42%	40%	44%	40%	39%	47% G.H	36%	39%	42%	35% J	49% J	53% J*	61% J*	40%
Net: Disagree	36%	36%	35%	34%	38%	36%	32%	39%	36%	38%	41% K.M	27%	29% *	18% *	30%

32%	27%	31%	29%	6%	35%	12%	27%	34%	31%	27%	28%	26%	35%	24%
			U	**	U	*	U	U*					AA.AC	
33%	33%	36%	28%	24%	26%	21%	31%	26%	23%	30%	23%	29%	34%	29%
N	N	N		**		*		*		X			Z	
33%	37%	39%	30%	19%	29%	18%	29%	26%	22%	32%	26%	29%	35%	27%
N	N	N		**		*		*		X			Z	
22%	25%	27%	23%	22%	23%	16%	22%	21%	21%	23%	21%	21%	28%	22%
				**		*		*					Z	
27%	30%	32%	26%	18%	27%	20%	25%	20%	21%	27%	25%	25%	30%	22%
	N	N		**		*		*						
28%	32%	38%	24%	18%	30%	18%	26%	16%	19%	27%	24%	26%	31%	17%
N	N	N.O		**		*		*		X		AC	AC	
27%	27%	22%	35%	37%	28%	32%	28%	43%	33%	32%	31%	29%	32%	39%
				**		*		*						AA

393	236	126	603	21	153	58	338	47	346	874	424	345	254	197
383	209	116	547	25	129	50	406	43	351	850	419	333	227	222
38%	44%	41%	38%	25%	37%	41%	40%	42%	40%	38%	38%	39%	46%	33%
				**		*		*					AC	
47%	55%	54%	48%	30%	44%	48%	49%	51%	50%	47%	44%	50%	56%	43%
	N			**		*		*					Z.AC	
25%	32%	30%	27%	23%	24%	34%	24%	26%	28%	25%	24%	31%	29%	18%
	N			**		*		*					AC	
28%	30%	28%	28%	25%	25%	31%	28%	29%	30%	27%	28%	29%	30%	23%
				**		*		*						
41%	48%	48%	41%	33%	44%	40%	43%	42%	41%	42%	41%	43%	48%	35%
	N			**		*		*					AC	
42%	46%	48%	40%	29%	45%	38%	41%	38%	42%	40%	40%	42%	48%	31%
	N	N		**		*		*					AC	
20%	27%	22%	18%	12%	22%	18%	24%	22%	21%	20%	20%	21%	23%	15%
	N			**		*	R	*						
32%	29%	28%	33%	43%	33%	31%	31%	26%	28%	34%	31%	29%	29%	42%
				**		*		*						Z.AA.AB

393	236	126	603	21	153	58	338	47	346	874	424	345	254	197
383	209	116	547	25	129	50	406	43	351	850	419	333	227	222
18%	17%	15%	14%	17%	15%	14%	20%	8%	13%	17%	18%	14%	15%	17%
				**		*		*						
24%	19%	30%	24%	30%	29%	20%	23%	34%	27%	24%	28%	26%	21%	20%
	P			**		*		*						
21%	22%	18%	23%	7%	18%	20%	16%	34%	23%	19%	21%	25%	18%	12%
			V	**		*		T.V*			AC	AC		
16%	26%	20%	19%	3%	17%	11%	14%	7%	16%	16%	11%	14%	30%	12%
	N.O	N		**		*		*					Z.AA.AC	
21%	17%	18%	20%	42%	21%	35%	27%	17%	21%	24%	22%	20%	16%	39%
				**		R.T*	R	*						Z.AA.AB
43%	36%	45%	39%	48%	45%	34%	43%	42%	40%	41%	46%	40%	36%	37%
				**		*		*			AB			
37%	47%	37%	42%	10%	35%	31%	30%	42%	38%	35%	33%	39%	48%	24%
	N.O		V	**		*		*			AC		Z.AC	

HYM_q2_2. For the following question, by "characters like me" we mean TV show or movie characters who look/act like you and are of the same race and sexual orientation as you...

To what extent do you agree or disagree with each of the following statements? Please select one option on each row. Characters like me...

Are often portrayed as a sidekick

Unweighted base	1220	560	660	281	410	529	289	262	489	180	882	154	123	61	465
Base: All US adults	1201	595	606	370	403	428	294	246	475	187	811	146	177	67	493
Strongly agree	14%	13%	15%	17% E	16% E	11%	16%	14%	15%	11%	11%	23% J	19% *	30% J*	11%
Somewhat agree	28%	26%	31%	29%	26%	30%	29%	29%	27%	30%	28%	26%	30% *	29% *	26%
Somewhat disagree	17%	20% B	13%	11%	19% C	19% C	17%	16%	15%	21%	17%	17%	18% *	10% *	17%
Strongly disagree	16%	16%	15%	15%	18%	14%	15%	19%	16%	13%	17%	14%	12% *	9% *	15%
Don't know	25%	24%	26%	28%	20%	27% D	23%	23%	27%	25%	27%	20%	21% *	23% *	31%
Net: Agree	43%	39%	46% A	46%	42%	40%	45%	42%	42%	41%	39%	49% J	49% *	58% J*	37%
Net: Disagree	32%	37% B	28%	26%	37% C	33%	32%	35%	30%	34%	34% M	31%	30% *	19% *	32%

HYM_q2_3. For the following question, by "characters like me" we mean TV show or movie characters who look/act like you and are of the same race and sexual orientation as you...

To what extent do you agree or disagree with each of the following statements? Please select one option on each row. Characters like me...

Are often portrayed as a figure with authority

Unweighted base	1220	560	660	281	410	529	289	262	489	180	882	154	123	61	465
Base: All US adults	1201	595	606	370	403	428	294	246	475	187	811	146	177	67	493
Strongly agree	13%	17% B	9%	14%	14%	11%	14%	15% I	13%	8%	13%	17% L	8% *	15% *	10%
Somewhat agree	23%	25%	21%	18%	25% C	25% C	22%	22%	22%	26%	23%	17%	27% *	18% *	23%
Somewhat disagree	22%	19%	26% A	21%	21%	24%	21%	25%	22%	22%	22%	25%	18% *	25% *	22%
Strongly disagree	21%	19%	22% E	25%	20%	17%	23%	18%	19%	23%	18%	21%	26% *	29% *	17%
Don't know	22%	20%	23%	23%	20%	23%	20%	20%	24%	21%	23%	18%	22% *	13% *	28%
Net: Agree	36%	42% B	29%	31%	39%	36%	36%	37%	35%	34%	36%	35%	34% *	33% *	33%
Net: Disagree	43%	38% A	48%	46%	41%	41%	44%	43%	41%	45%	41%	47%	44% *	54% *	39%

HYM_q2_4. For the following question, by "characters like me" we mean TV show or movie characters who look/act like you and are of the same race and sexual orientation as you...

To what extent do you agree or disagree with each of the following statements? Please select one option on each row. Characters like me...

Often fail at winning a love interest

Unweighted base	1220	560	660	281	410	529	289	262	489	180	882	154	123	61	465
Base: All US adults	1201	595	606	370	403	428	294	246	475	187	811	146	177	67	493
Strongly agree	13%	13%	13%	17% E	13%	10%	13%	13%	13%	12%	12%	15%	10% *	29% J.K.L.*	13%
Somewhat agree	24%	26%	22%	27%	25%	21%	24%	25%	25%	22%	23%	22%	27% *	33% *	19%
Somewhat disagree	23%	23%	22%	20%	22%	25%	22%	22%	22%	28%	23%	27% M	19% *	13% *	22%
Strongly disagree	11%	9%	13% A	8%	13%	12%	11%	13%	10%	12%	12%	9%	10% *	9% *	11%
Don't know	29%	29%	29%	28%	27%	32%	31%	27%	30%	26%	29%	28%	35% M*	16% *	36%

393	236	126	603	21	153	58	338	47	346	874	424	345	254	197
383	209	116	547	25	129	50	406	43	351	850	419	333	227	222
15%	18%	22%	13%	18%	9%	11%	18%	11%	13%	15%	15%	14%	16%	13%
	N	N		**		*	T	*						
31%	29%	27%	32%	30%	31%	19%	25%	25%	32%	27%	32%	31%	27%	19%
				**		*		*			AC	AC		
14%	17%	19%	18%	10%	17%	26%	13%	26%	17%	16%	14%	19%	18%	15%
				**		V*		V*						
16%	20%	12%	16%	4%	22%	11%	14%	22%	17%	15%	15%	16%	22%	10%
				**		*		*					Z.AC	
24%	16%	20%	22%	39%	21%	33%	30%	16%	21%	27%	24%	19%	17%	43%
P				**		*	R	*			AB			Z.AA.AB
46%	47%	49%	45%	48%	40%	30%	43%	36%	45%	42%	46%	45%	42%	32%
N	N	N	U	**		*		*			AC	AC		
30%	37%	31%	34%	13%	39%	37%	27%	48%	34%	32%	29%	35%	41%	24%
				**	V	*		V*			AC	AC	Z.AC	

393	236	126	603	21	153	58	338	47	346	874	424	345	254	197
383	209	116	547	25	129	50	406	43	351	850	419	333	227	222
14%	17%	13%	12%	13%	18%	18%	11%	13%	15%	12%	14%	11%	19%	7%
	N			**	V	*		*			AC		AA.AC	
20%	26%	25%	27%	15%	20%	18%	19%	25%	23%	23%	21%	22%	28%	21%
			V	**		*		*						
22%	23%	24%	22%	29%	22%	22%	20%	40%	20%	23%	23%	23%	22%	20%
				**		*		R.T.V*						
24%	22%	21%	18%	9%	23%	16%	25%	17%	21%	20%	24%	23%	16%	15%
N				**		*	R	*			AB			
20%	13%	16%	21%	32%	17%	26%	25%	6%	21%	22%	19%	20%	15%	36%
			W	**		W*	W	*						Z.AA.AB
34%	43%	38%	39%	29%	38%	37%	30%	38%	38%	35%	35%	33%	47%	28%
	N		V	**		*		*					Z.AA.AC	
46%	44%	46%	40%	39%	45%	37%	45%	57%	41%	43%	46%	47%	38%	35%
				**		*		R*			AC	AC		

393	236	126	603	21	153	58	338	47	346	874	424	345	254	197
383	209	116	547	25	129	50	406	43	351	850	419	333	227	222
14%	12%		10%	3%	20%	20%	15%	14%	13%	13%	16%	13%	12%	9%
			R	**	R	R*	R	*			AC			
27%	32%	24%	26%	19%	24%	6%	24%	30%	27%	23%	23%	27%	27%	20%
N	N		U	**	U	*	U	U*						
24%	22%	21%	25%	28%	25%	29%	17%	26%	21%	23%	24%	21%	27%	17%
			V	**		*		*					AC	
10%	13%	11%	14%	3%	9%	5%	8%	20%	13%	10%	11%	12%	13%	7%
			V	**		*		U.V*						
26%	21%	26%	26%	47%	21%	40%	35%	10%	25%	30%	25%	26%	21%	48%
			W	**		R.T.W*	R.T.W	*						Z.AA.AB

Net: Agree	37%	40%	35%	44%	38%	31%	37%	38%	39%	34%	36%	37%	37%	62%	32%
Net: Disagree	34%	32%	35%	28%	34%	37%	32%	35%	32%	40%	35%	36%	28%	J,K,L*	33%

HYM_q2_5. For the following question, by "characters like me" we mean TV show or movie characters who look/act like you and are of the same race and sexual orientation as you...

To what extent do you agree or disagree with each of the following statements? Please select one option on each row. Characters like me...

Get killed off more/earlier than other characters

Unweighted base	1220	560	660	281	410	529	289	262	489	180	882	154	123	61	465
Base: All US adults	1201	595	606	370	403	428	294	246	475	187	811	146	177	67	493
Strongly agree	13%	13%	13%	17%	13%	10%	11%	11%	14%	16%	8%	35%	15%	20%	11%
Somewhat agree	20%	21%	20%	18%	22%	21%	23%	18%	19%	23%	20%	14%	24%	26%	19%
Somewhat disagree	24%	25%	22%	24%	24%	23%	21%	24%	25%	24%	25%	19%	25%	15%	22%
Strongly disagree	15%	16%	14%	14%	16%	16%	16%	19%	13%	15%	18%	10%	9%	13%	12%
Don't know	28%	25%	30%	28%	25%	30%	29%	27%	29%	23%	29%	22%	26%	25%	35%
Net: Agree	33%	34%	33%	35%	35%	31%	34%	30%	33%	38%	28%	49%	40%	47%	31%
Net: Disagree	39%	41%	37%	38%	40%	39%	37%	43%	38%	39%	43%	28%	34%	28%	34%

HYM_q2_6. For the following question, by "characters like me" we mean TV show or movie characters who look/act like you and are of the same race and sexual orientation as you...

To what extent do you agree or disagree with each of the following statements? Please select one option on each row. Characters like me...

Are cast for no other reason but to add diversity

Unweighted base	1220	560	660	281	410	529	289	262	489	180	882	154	123	61	465
Base: All US adults	1201	595	606	370	403	428	294	246	475	187	811	146	177	67	493
Strongly agree	16%	11%	11%	17%	13%	11%	13%	12%	15%	12%	8%	35%	18%	18%	11%
Somewhat agree	21%	20%	21%	17%	23%	22%	22%	18%	19%	27%	18%	23%	31%	24%	20%
Somewhat disagree	16%	17%	15%	16%	15%	17%	16%	17%	16%	16%	17%	14%	12%	21%	15%
Strongly disagree	23%	21%	25%	21%	25%	22%	25%	27%	21%	20%	29%	4%	15%	13%	20%
Don't know	27%	26%	27%	29%	24%	27%	23%	26%	30%	25%	28%	23%	25%	25%	34%
Net: Agree	34%	35%	33%	33%	36%	33%	35%	31%	33%	39%	26%	59%	49%	42%	31%
Net: Disagree	39%	38%	40%	37%	40%	40%	41%	44%	36%	36%	46%	19%	27%	34%	35%

HYM_q3_1. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

When I was growing up I struggled to find role models who looked like me in movies and TV

Unweighted base	1220	560	660	281	410	529	289	262	489	180	882	154	123	61	465
Base: All US adults	1201	595	606	370	403	428	294	246	475	187	811	146	177	67	493
Strongly agree	18%	21%	15%	18%	20%	15%	18%	17%	16%	21%	13%	33%	22%	31%	16%
Somewhat agree	21%	20%	22%	23%	24%	17%	21%	15%	23%	21%	17%	24%	33%	26%	21%
Somewhat disagree	20%	18%	21%	22%	19%	18%	18%	20%	20%	21%	21%	18%	17%	11%	18%
Strongly disagree	23%	22%	25%	17%	19%	33%	22%	30%	22%	21%	29%	9%	9%	23%	19%

40%	44%	42%	36%	22%	44%	26%	39%	44%	40%	36%	39%	40%	39%	28%
N	N			**	U	*		*			AC	AC	AC	
34%	36%	33%	38%	32%	34%	34%	26%	47%	35%	33%	36%	33%	40%	24%
			V	**		*		V*			AC		AC	

393	236	126	603	21	153	58	338	47	346	874	424	345	254	197
383	209	116	547	25	129	50	406	43	351	850	419	333	227	222
14%	14%	13%	11%	16%	10%	14%	17%	7%	14%	13%	15%	11%	11%	13%
				**		*	R	*						
24%	18%	19%	22%	14%	21%	10%	20%	26%	24%	19%	22%	23%	19%	16%
				**		*		*						
23%	26%	28%	27%	31%	26%	29%	17%	31%	24%	24%	23%	24%	31%	17%
			V	**	V	V*		V*					Z.AC	
15%	22%	15%	16%	-	16%	7%	15%	18%	15%	15%	14%	17%	19%	9%
	N.O			**		*		*				AC	AC	
24%	19%	24%	25%	39%	26%	39%	31%	18%	23%	30%	25%	25%	20%	44%
				**		R.W*		*		X				Z.AA.AB
38%	32%	32%	33%	30%	31%	25%	37%	33%	38%	32%	37%	34%	29%	29%
N				**		*		*						
38%	48%	44%	43%	31%	43%	36%	32%	49%	39%	39%	37%	41%	50%	27%
	N.O		V	**	V	*		V*			AC	AC	Z.AA.AC	

393	236	126	603	21	153	58	338	47	346	874	424	345	254	197
383	209	116	547	25	129	50	406	43	351	850	419	333	227	222
15%	17%	12%	12%	10%	11%	6%	17%	11%	12%	14%	14%	13%	11%	15%
				**		*		*						
21%	18%	27%	20%	14%	22%	15%	22%	20%	21%	20%	21%	25%	17%	17%
				**		*		*				AB		
16%	18%	14%	17%	24%	19%	22%	11%	31%	15%	17%	16%	17%	16%	13%
			V	**	V	V*		R.V*						
23%	28%	28%	26%	7%	21%	24%	21%	18%	25%	22%	22%	21%	36%	15%
	N			**		*		*					Z.AA.AC	
25%	18%	19%	25%	45%	27%	33%	28%	20%	28%	27%	26%	24%	20%	40%
	P			**		*		*						Z.AA.AB
36%	35%	39%	32%	24%	34%	21%	39%	31%	33%	34%	36%	38%	28%	32%
				**		*	U	*				AB		
39%	47%	42%	43%	31%	40%	45%	32%	48%	39%	39%	38%	38%	52%	28%
	N		V	**		*		*			AC	AC	Z.AA.AC	

393	236	126	603	21	153	58	338	47	346	874	424	345	254	197
383	209	116	547	25	129	50	406	43	351	850	419	333	227	222
19%	18%	21%	16%	10%	18%	17%	20%	17%	18%	17%	22%	16%	15%	16%
				**		*		*			AB			
21%	20%	22%	24%	18%	13%	7%	22%	16%	26%	19%	20%	23%	23%	17%
			T.U	**		*	T.U	*	Y					
20%	23%	21%	19%	20%	24%	23%	18%	36%	17%	21%	21%	18%	22%	17%
				**		*		R.V*						
26%	27%	26%	28%	10%	28%	27%	17%	16%	24%	23%	20%	27%	31%	18%
N	N		V	**	V	*		*				Z.AC	Z.AC	

Don't know	18%	20%	17%	20%	18%	17%	21%	17%	18%	16%	19%	15%	19%	10%	26%
													*	*	O.P.Q
Net: Agree	39%	40%	37%	41%	43%	32%	39%	33%	40%	43%	30%	58%	55%	56%	37%
				E	E						J	J*	J*	J*	
Net: Disagree	43%	40%	46%	39%	39%	51%	40%	50%	42%	41%	51%	27%	25%	34%	37%
						C.D		F			K.L.M		*	*	

HYM_q3_2. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

I find that the portrayal of people like me are often one-dimensional or stereotypes

Unweighted base	1220	560	660	281	410	529	289	262	489	180	882	154	123	61	465
Base: All US adults	1201	595	606	370	403	428	294	246	475	187	811	146	177	67	493
Strongly agree	17%	19%	15%	17%	19%	16%	16%	15%	19%	18%	13%	32%	19%	38%	15%
											J	*	J.L*	*	
Somewhat agree	28%	28%	28%	29%	29%	27%	32%	24%	27%	31%	26%	33%	32%	30%	26%
												*	*	*	
Somewhat disagree	18%	20%	17%	21%	18%	16%	19%	17%	18%	18%	20%	12%	21%	10%	18%
											K	*	*	*	
Strongly disagree	14%	14%	15%	11%	14%	18%	14%	19%	13%	13%	18%	6%	8%	10%	13%
						C					K.L	*	*	*	
Don't know	22%	19%	25%	23%	20%	23%	20%	25%	23%	19%	24%	17%	19%	12%	28%
			A									*	*	O.P.Q	
Net: Agree	46%	48%	44%	46%	48%	43%	48%	39%	46%	50%	39%	65%	51%	69%	41%
											J	J*	J*	J*	
Net: Disagree	33%	34%	32%	31%	32%	34%	32%	36%	32%	31%	37%	18%	29%	20%	31%
											K.M	*	*	*	

HYM_q3_3. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

Hollywood would do a better job portraying people like me if they hired directors who've had similar life experiences as me

Unweighted base	1220	560	660	281	410	529	289	262	489	180	882	154	123	61	465
Base: All US adults	1201	595	606	370	403	428	294	246	475	187	811	146	177	67	493
Strongly agree	24%	27%	21%	27%	24%	21%	26%	21%	26%	20%	19%	41%	27%	35%	23%
		B									J.L	*	J*	*	
Somewhat agree	30%	29%	32%	27%	32%	32%	35%	28%	28%	32%	29%	30%	35%	29%	29%
												*	*	*	
Somewhat disagree	11%	11%	12%	12%	11%	11%	8%	16%	11%	12%	13%	8%	8%	6%	12%
							F				*	*	*	*	
Strongly disagree	10%	11%	10%	9%	12%	10%	10%	11%	10%	10%	10%	4%	12%	15%	9%
											K	*	K*	*	
Don't know	24%	22%	26%	25%	21%	26%	22%	24%	25%	26%	28%	17%	18%	15%	27%
											K	*	*	*	
Net: Agree	54%	56%	53%	54%	56%	53%	61%	49%	54%	53%	49%	71%	62%	64%	52%
							G				J	J*	J*	*	
Net: Disagree	21%	22%	21%	21%	23%	21%	18%	27%	21%	21%	23%	12%	20%	21%	20%
							F				K	*	*	*	

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (5%): A/B, C/D/E, F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U/V/W, X/Y, Z/AA/AB/AC, AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP, Minimum Base: 30 (**), Small Base: 100 (*)

15%	12%	10%	14%	42%	17%	26%	23%	14%	16%	19%	18%	17%	9%	32%
				**		R*	R	*			AB	AB		Z_AA_AB
39%	38%	43%	40%	28%	31%	23%	42%	34%	44%	36%	42%	38%	38%	33%
			T.U	**		*	T.U	*	Y					
46%	50%	47%	46%	30%	52%	50%	35%	52%	41%	44%	41%	45%	53%	35%
N	N		V	**	V	V*		V*					Z.AC	

393	236	126	603	21	153	58	338	47	346	874	424	345	254	197
383	209	116	547	25	129	50	406	43	351	850	419	333	227	222
20%	18%	19%	17%	10%	14%	12%	21%	15%	15%	18%	19%	16%	15%	18%
				**		*		*						
25%	32%	40%	29%	34%	24%	20%	28%	36%	29%	28%	27%	29%	31%	26%
		N.O		**		*		*						
20%	19%	11%	18%	13%	22%	19%	16%	25%	21%	17%	18%	23%	17%	13%
		Q		**		*		*				AC		
15%	17%	14%	17%	4%	17%	19%	11%	11%	16%	14%	14%	13%	25%	8%
			V	**		*		*					Z_AA.AC	
19%	15%	15%	19%	38%	22%	30%	25%	12%	19%	23%	22%	19%	12%	36%
				**		*		*			AB	AB		Z_AA_AB
45%	50%	60%	46%	44%	38%	32%	48%	51%	44%	46%	47%	45%	46%	44%
	N	N.O		**		*	U	*						
35%	36%	25%	35%	17%	39%	38%	27%	36%	37%	31%	32%	36%	42%	20%
			V	**	V	*		*			AC	AC	Z.AC	

393	236	126	603	21	153	58	338	47	346	874	424	345	254	197
383	209	116	547	25	129	50	406	43	351	850	419	333	227	222
22%	27%	28%	23%	43%	14%	20%	29%	18%	24%	24%	26%	24%	22%	23%
			T	**		*	T	*						
32%	29%	29%	34%	10%	31%	21%	28%	30%	31%	30%	32%	33%	32%	22%
				**		*		*			AC	AC	AC	
11%	11%	13%	11%	3%	17%	14%	9%	21%	13%	11%	12%	12%	13%	8%
				**	R.V	*		V*						
12%	11%	8%	10%	4%	12%	12%	10%	6%	12%	9%	9%	10%	13%	10%
				**		*		*						
23%	21%	22%	23%	41%	26%	32%	24%	25%	21%	26%	21%	22%	20%	37%
				**		*		*						Z_AA_AB
55%	57%	57%	56%	53%	45%	42%	57%	48%	55%	54%	58%	56%	55%	45%
			T.U	**		*	T	*			AC	AC		
22%	22%	21%	21%	7%	29%	26%	19%	28%	24%	20%	21%	21%	25%	18%
				**	R.V	*		*						