

YouGov Survey Results

Sample Size: 1660 GB Adults
Fieldwork: 13th - 14th August 2018

	Voted 2017			EU Ref 2016		Gender		Age					Social Grade		Region						
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-29	30-39	40-49	50-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1660	569	544	101	652	709	803	857	305	256	325	255	519	946	714	222	538	355	400	144	
Unweighted Sample	1660	582	525	105	723	694	717	943	279	249	316	265	551	974	686	183	572	355	396	154	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Generally speaking, how important, if at all, is it that each of the following types of people are represented on TV panel/talk shows?

Women

Very important	40	32	50	54	50	31	31	47	43	42	38	40	37	42	37	48	40	37	36	38
Fairly important	33	40	29	28	28	39	33	33	29	28	34	33	38	34	32	31	35	31	35	35
TOTAL IMPORTANT	73	72	79	82	78	70	64	80	72	70	72	73	75	76	69	79	75	68	71	73
Not very important	10	12	7	5	6	13	12	7	5	7	11	12	11	8	11	7	11	9	11	7
Not at all important	7	10	3	6	4	10	11	3	4	9	5	8	9	7	7	5	6	10	8	7
TOTAL NOT IMPORTANT	17	22	10	11	10	23	23	10	9	16	16	20	20	15	18	12	17	19	19	14
Don't know	10	6	11	6	12	7	13	8	19	14	12	6	5	9	13	9	8	13	10	14

People who are gay or bisexual

Very important	26	15	37	33	34	17	17	33	36	31	28	23	17	26	25	37	25	24	24	20
Fairly important	31	30	32	40	32	31	27	34	28	28	32	30	33	33	27	33	31	27	31	34
TOTAL IMPORTANT	57	45	69	73	66	48	44	67	64	59	60	53	50	59	52	70	56	51	55	54
Not very important	18	26	11	9	13	23	19	16	10	12	15	26	22	17	18	12	20	19	16	17
Not at all important	15	22	9	12	9	22	23	8	6	14	14	15	23	15	16	9	15	18	18	14
TOTAL NOT IMPORTANT	33	48	20	21	22	45	42	24	16	26	29	41	45	32	34	21	35	37	34	31
Don't know	11	7	11	7	12	7	13	9	20	14	11	6	5	9	13	9	9	12	11	15

People from ethnic minorities

Very important	30	19	43	42	42	20	22	38	39	36	31	26	23	33	27	43	30	28	27	28
Fairly important	34	40	32	38	32	38	32	36	27	29	33	35	41	36	32	33	35	34	36	29
TOTAL IMPORTANT	64	59	75	80	74	58	54	74	66	65	64	61	64	69	59	76	65	62	63	57
Not very important	14	19	8	7	8	19	17	11	8	11	13	20	17	12	16	9	17	13	11	19
Not at all important	11	15	6	7	6	15	16	6	6	9	11	13	14	10	12	4	9	13	15	10
TOTAL NOT IMPORTANT	25	34	14	14	14	34	33	17	14	20	24	33	31	22	28	13	26	26	26	29
Don't know	11	7	11	6	12	8	12	9	19	15	12	6	5	9	13	11	9	12	10	14

People with disabilities

Very important	35	27	45	44	41	29	27	43	40	40	35	33	32	34	37	43	33	34	35	34
Fairly important	35	41	33	34	34	38	34	36	30	29	36	38	40	38	32	37	37	32	36	32
TOTAL IMPORTANT	70	68	78	78	75	67	61	79	70	69	71	71	72	72	69	80	70	66	71	66
Not very important	11	14	8	9	8	14	14	8	7	7	11	14	14	11	11	6	14	11	10	13
Not at all important	9	12	4	7	5	11	13	4	5	10	7	10	10	9	8	5	8	11	10	8
TOTAL NOT IMPORTANT	20	26	12	16	13	25	27	12	12	17	18	24	24	20	19	11	22	22	20	21
Don't know	10	7	11	6	11	7	12	8	19	14	11	5	5	9	12	9	8	12	10	14

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	Women Represented			Gay/Bisexual Represented			Ethnic Minorities Represented			Disabilities Represented			
	Total	Important	Not Important	Don't Know	Important	Not Important	Don't Know	Important	Not Important	Don't Know	Important	Not Important	Don't Know
Weighted Sample	1660	1210	278	172	936	546	178	1068	414	177	1169	324	166
Unweighted Sample	1660	1244	269	147	963	540	157	1107	397	156	1198	316	146
	%	%	%	%	%	%	%	%	%	%	%	%	%

Generally speaking, how important, if at all, is it that each of the following types of people are represented on TV panel/talk shows?

Women

Very important	40	54	0	0	58	19	3	56	13	4	54	7	2
Fairly important	33	46	0	0	39	33	3	41	25	3	41	21	1
TOTAL IMPORTANT	73	100	0	0	97	52	6	97	38	7	95	28	3
Not very important	10	0	57	0	1	26	0	2	33	1	3	36	1
Not at all important	7	0	43	0	0	21	1	0	28	0	1	35	0
TOTAL NOT IMPORTANT	17	0	100	0	1	47	1	2	61	1	4	71	1
Don't know	10	0	0	100	0	1	93	0	2	91	1	1	95

People who are gay or bisexual

Very important	26	34	3	1	45	0	0	39	2	1	36	1	0
Fairly important	31	41	4	0	55	0	0	45	6	2	43	4	0
TOTAL IMPORTANT	57	75	7	1	100	0	0	84	8	3	79	5	0
Not very important	18	14	41	2	0	53	0	10	42	3	13	42	2
Not at all important	15	9	53	1	0	47	0	5	48	1	7	52	1
TOTAL NOT IMPORTANT	33	23	94	3	0	100	0	15	90	4	20	94	3
Don't know	11	1	0	96	0	0	100	1	1	93	1	1	97

People from ethnic minorities

Very important	30	41	2	1	50	6	2	47	0	0	42	1	1
Fairly important	34	45	7	1	46	24	3	53	0	0	46	9	1
TOTAL IMPORTANT	64	86	9	2	96	30	5	100	0	0	88	10	2
Not very important	14	9	43	2	3	38	0	0	56	0	7	46	1
Not at all important	11	4	47	3	1	31	3	0	44	0	4	42	1
TOTAL NOT IMPORTANT	25	13	90	5	4	69	3	0	100	0	11	88	2
Don't know	11	1	1	94	1	1	92	0	0	100	1	1	97

People with disabilities

Very important	35	47	6	1	54	13	3	50	9	4	50	0	0
Fairly important	35	45	11	4	44	30	5	46	21	4	50	0	0
TOTAL IMPORTANT	70	92	17	5	98	43	8	96	30	8	100	0	0
Not very important	11	6	40	0	1	31	0	3	37	1	0	56	0
Not at all important	9	2	43	2	0	25	2	1	32	1	0	44	0
TOTAL NOT IMPORTANT	20	8	83	2	1	56	2	4	69	2	0	100	0
Don't know	10	0	1	92	0	1	91	0	1	91	0	0	100

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	Older People Represented			Younger People Represented			Transgender People Represented			
	Important	Not Important	Don't Know	Important	Not Important	Don't Know	Important	Not Important	Don't Know	
Weighted Sample	1660	1162	333	165	814	654	192	1127	360	173
Unweighted Sample	1660	1192	323	145	844	649	167	1155	352	153
	%	%	%	%	%	%	%	%	%	%

Generally speaking, how important, if at all, is it that each of the following types of people are represented on TV panel/talk shows?

Women

Very important	40	53	11	2	61	23	8	53	13	3
Fairly important	33	43	16	1	38	36	7	44	15	4
TOTAL IMPORTANT	73	96	27	3	99	59	15	97	28	7
Not very important	10	3	37	0	1	22	0	2	37	1
Not at all important	7	1	33	0	0	18	0	1	32	0
TOTAL NOT IMPORTANT	17	4	70	0	1	40	0	3	69	1
Don't know	10	0	3	97	0	1	85	0	3	91

People who are gay or bisexual

Very important	26	35	5	1	50	2	3	36	3	2
Fairly important	31	42	9	0	48	17	7	42	10	1
TOTAL IMPORTANT	57	77	14	1	98	19	10	78	13	3
Not very important	18	14	39	1	2	42	2	13	38	3
Not at all important	15	9	44	2	0	39	1	8	46	1
TOTAL NOT IMPORTANT	33	23	83	3	2	81	3	21	84	4
Don't know	11	1	3	96	0	1	87	1	3	92

People from ethnic minorities

Very important	30	41	7	1	54	9	5	43	4	2
Fairly important	34	45	11	1	44	30	8	45	14	3
TOTAL IMPORTANT	64	86	18	2	98	39	13	88	18	5
Not very important	14	8	41	0	1	34	1	8	40	0
Not at all important	11	4	39	1	1	26	1	3	39	2
TOTAL NOT IMPORTANT	25	12	80	1	2	60	2	11	79	2
Don't know	11	1	1	97	0	2	85	1	2	92

People with disabilities

Very important	35	48	7	1	58	15	6	48	9	5
Fairly important	35	46	15	1	41	35	11	46	18	4
TOTAL IMPORTANT	70	94	22	2	99	50	17	94	27	9
Not very important	11	4	40	0	0	28	0	5	36	0
Not at all important	9	1	38	1	0	21	0	1	35	1
TOTAL NOT IMPORTANT	20	5	78	1	0	49	0	6	71	1
Don't know	10	0	0	97	0	1	83	0	2	90

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		When should there be equal representatoin?				
Total		Every episode of a TV panel/talk show	Over the course of a TV panel/talk show series, not necessarily every episode	Across all of a channel's TV panel/talk shows, not necessarily every TV Panel/Talk show	None of these	Don't know
Weighted Sample	1660	173	564	473	230	220
Unweighted Sample	1660	181	584	491	217	187
		%	%	%	%	%

Generally speaking, how important, if at all, is it that each of the following types of people are represented on TV panel/talk shows?

Women

Very important	40	64	51	39	11	22
Fairly important	33	21	40	39	24	23
TOTAL IMPORTANT	73	85	91	78	35	45
Not very important	10	8	4	11	25	5
Not at all important	7	2	1	5	32	6
TOTAL NOT IMPORTANT	17	10	5	16	57	11
Don't know	10	6	4	5	8	44

People who are gay or bisexual

Very important	26	58	35	19	4	12
Fairly important	31	22	45	35	10	15
TOTAL IMPORTANT	57	80	80	54	14	27
Not very important	18	7	12	27	25	14
Not at all important	15	7	4	15	54	12
TOTAL NOT IMPORTANT	33	14	16	42	79	26
Don't know	11	6	5	5	8	46

People from ethnic minorities

Very important	30	59	43	25	4	14
Fairly important	34	24	44	42	17	18
TOTAL IMPORTANT	64	83	87	67	21	32
Not very important	14	8	6	20	27	11
Not at all important	11	3	3	8	44	10
TOTAL NOT IMPORTANT	25	11	9	28	71	21
Don't know	11	6	4	5	7	47

People with disabilities

Very important	35	65	48	30	8	17
Fairly important	35	21	42	45	22	24
TOTAL IMPORTANT	70	86	90	75	30	41
Not very important	11	7	5	15	25	8
Not at all important	9	1	2	6	37	7
TOTAL NOT IMPORTANT	20	8	7	21	62	15
Don't know	10	6	4	4	8	44

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	Non-equal Representation if a guest drops out last minute				Age and Gender									
	Total	Acceptable	Unacceptable	Don't know	Male 18-29	Male 30-39	Male 40-49	Male 50-59	Male 60+	Female 18-29	Female 30-39	Female 40-49	Female 50-59	Female 60+
Weighted Sample	1660	1097	201	362	143	132	163	126	240	162	124	162	129	279
Unweighted Sample	1660	1133	205	322	93	115	135	135	239	186	134	181	130	312
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Generally speaking, how important, if at all, is it that each of the following types of people are represented on TV panel/talk shows?

Women

Very important	40	42	50	25	32	33	28	35	30	54	52	48	46	43
Fairly important	33	36	30	27	31	26	37	32	37	27	30	31	35	39
TOTAL IMPORTANT	73	78	80	52	63	59	65	67	67	81	82	79	81	82
Not very important	10	10	9	8	5	9	15	17	12	5	5	7	8	10
Not at all important	7	7	4	10	7	14	8	11	15	2	3	3	5	4
TOTAL NOT IMPORTANT	17	17	13	18	12	23	23	28	27	7	8	10	13	14
Don't know	10	4	8	30	26	18	13	5	6	13	10	11	7	4

People who are gay or bisexual

Very important	26	28	32	16	26	21	18	16	11	44	42	37	29	22
Fairly important	31	35	32	19	31	27	31	26	24	27	30	32	35	41
TOTAL IMPORTANT	57	63	64	35	57	48	49	42	35	71	72	69	64	63
Not very important	18	19	16	14	7	13	15	32	26	12	11	16	19	19
Not at all important	15	14	12	21	9	22	23	21	34	3	6	4	9	14
TOTAL NOT IMPORTANT	33	33	28	35	16	35	38	53	60	15	17	20	28	33
Don't know	11	5	7	30	28	17	13	5	6	14	11	10	8	4

People from ethnic minorities

Very important	30	32	41	18	31	28	22	19	16	47	45	40	33	29
Fairly important	34	39	28	23	27	24	36	30	37	27	35	31	41	44
TOTAL IMPORTANT	64	71	69	41	58	52	58	49	53	74	80	71	74	73
Not very important	14	14	16	12	7	14	14	30	20	9	7	11	10	14
Not at all important	11	10	9	16	10	17	14	17	21	4	1	7	9	8
TOTAL NOT IMPORTANT	25	24	25	28	17	31	28	47	41	13	8	18	19	22
Don't know	11	5	6	30	26	17	13	5	6	13	12	11	7	5

People with disabilities

Very important	35	36	48	25	27	30	28	27	24	50	51	42	38	38
Fairly important	35	40	29	24	32	26	37	34	38	28	33	35	41	41
TOTAL IMPORTANT	70	76	77	49	59	56	65	61	62	78	84	77	79	79
Not very important	11	11	11	10	8	9	13	20	17	6	5	8	8	12
Not at all important	9	8	6	12	8	18	10	14	15	2	2	4	6	6
TOTAL NOT IMPORTANT	20	19	17	22	16	27	23	34	32	8	7	12	14	18
Don't know	10	5	6	29	25	17	11	4	6	13	10	10	7	4

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	Voted 2017				EU Ref 2016		Gender		Age					Social Grade		Region				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-29	30-39	40-49	50-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1660	569	544	101	652	709	803	857	305	256	325	255	519	946	714	222	538	355	400	144
Unweighted Sample	1660	582	525	105	723	694	717	943	279	249	316	265	551	974	686	183	572	355	396	154
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Older people

Very important	33	28	41	41	38	28	26	39	28	30	34	33	36	32	33	42	30	31	34	28
Fairly important	37	42	34	36	35	41	35	39	35	34	36	37	41	40	33	35	40	34	38	38
TOTAL IMPORTANT	70	70	75	77	73	69	61	78	63	64	70	70	77	72	66	77	70	65	72	66
Not very important	13	15	11	10	11	15	16	10	14	12	15	16	11	12	15	11	15	13	11	14
Not at all important	7	9	4	6	4	9	10	4	4	10	5	8	8	7	6	3	6	9	8	6
TOTAL NOT IMPORTANT	20	24	15	16	15	24	26	14	18	22	20	24	19	19	21	14	21	22	19	20
Don't know	10	7	10	7	11	7	12	8	18	14	10	7	5	8	12	9	8	12	10	14

Younger people

Very important	30	23	38	42	37	24	25	35	33	33	32	28	28	31	29	37	29	31	27	32
Fairly important	38	44	35	32	36	41	34	41	35	31	34	41	43	39	35	40	39	33	38	37
TOTAL IMPORTANT	68	67	73	74	73	65	59	76	68	64	66	69	71	70	64	77	68	64	65	69
Not very important	13	15	12	12	11	16	16	10	8	12	16	16	14	13	14	9	17	13	13	10
Not at all important	8	11	4	7	5	11	12	5	5	10	8	9	10	9	8	4	7	10	10	7
TOTAL NOT IMPORTANT	21	26	16	19	16	27	28	15	13	22	24	25	24	22	22	13	24	23	23	17
Don't know	10	7	11	7	12	7	12	9	18	14	11	7	5	8	13	9	8	13	11	14

Transgender people

Very important	23	13	33	28	29	15	15	30	36	24	25	19	14	23	23	30	23	19	22	19
Fairly important	26	26	27	36	30	25	22	30	25	26	27	26	27	28	24	32	26	22	29	25
TOTAL IMPORTANT	49	39	60	64	59	40	37	60	61	50	52	45	41	51	47	62	49	41	51	44
Not very important	20	25	16	16	16	24	21	18	9	14	18	28	25	20	19	16	22	22	14	24
Not at all important	20	28	12	11	13	27	28	13	11	19	18	20	27	19	21	11	20	23	24	17
TOTAL NOT IMPORTANT	40	53	28	27	29	51	49	31	20	33	36	48	52	39	40	27	42	45	38	41
Don't know	12	8	12	10	12	9	14	10	19	16	13	7	6	10	14	11	9	14	12	15

Which one of the following statements comes closest to your view?

Equal representation of social groups should be achieved in every episode of a TV panel/talk show	10	9	11	10	10	11	9	12	14	9	10	8	10	8	13	10	11	10	10	11
So long as there is equal representation of social groups over the course of a TV panel/talk show series, it does not matter if there is not equal representation of groups in every episode	34	28	42	50	42	30	29	39	36	37	36	34	30	38	29	44	33	30	34	31
So long as there is equal representation of social groups across all of a channel's TV panel/talk shows, it does not matter if there is not equal representation of groups in every individual TV panel show	28	36	27	29	27	32	28	29	20	24	28	32	34	32	24	29	31	31	24	25
None of these	14	19	9	9	9	17	20	8	10	9	15	16	17	13	15	4	14	13	18	17
Don't know	13	10	11	2	11	11	15	12	21	21	11	9	8	10	18	13	11	16	13	16

Do you think it is generally acceptable or unacceptable for a TV panel/talk show to have guests that don't represent an equal representation of social groups because they had to find a replacement for a guest who dropped out at the last minute?

Generally acceptable	66	71	70	69	71	66	64	68	65	68	65	77	61	72	59	70	68	66	64	56
Generally unacceptable	12	12	11	16	11	13	11	13	8	9	13	9	17	12	12	12	11	9	13	20
Don't know	22	17	19	15	17	21	25	19	27	23	22	14	22	16	29	18	21	24	22	24

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	Total	Important	Not Important	Don't Know	Important	Not Important	Don't Know	Important	Not Important	Don't Know	Important	Not Important	Don't Know
Weighted Sample	1660	1210	278	172	936	546	178	1068	414	177	1169	324	166
Unweighted Sample	1660	1244	269	147	963	540	157	1107	397	156	1198	316	146
	%	%	%	%	%	%	%	%	%	%	%	%	%
Older people													
Very important	33	43	6	1	48	15	2	45	13	2	45	4	1
Fairly important	37	49	9	1	47	33	4	49	22	6	48	17	2
TOTAL IMPORTANT	70	92	15	2	95	48	6	94	35	8	93	21	3
Not very important	13	7	47	5	5	31	4	5	39	2	6	46	1
Not at all important	7	1	38	0	0	20	1	1	26	0	1	33	0
TOTAL NOT IMPORTANT	20	8	85	5	5	51	5	6	65	2	7	79	1
Don't know	10	0	0	93	0	1	90	0	0	90	0	0	96
Younger people													
Very important	30	41	4	1	46	13	2	44	7	3	42	4	0
Fairly important	38	50	6	1	48	30	2	49	22	3	48	17	2
TOTAL IMPORTANT	68	91	10	2	94	43	4	93	29	6	90	21	2
Not very important	13	7	47	4	5	32	3	5	40	1	6	44	2
Not at all important	8	1	42	2	0	24	3	1	29	2	2	35	3
TOTAL NOT IMPORTANT	21	8	89	6	5	56	6	6	69	3	8	79	5
Don't know	10	1	1	92	1	2	89	1	1	90	1	0	94
Transgender people													
Very important	23	30	3	0	40	1	0	34	2	0	32	1	0
Fairly important	26	36	1	1	46	2	0	40	3	1	37	1	0
TOTAL IMPORTANT	49	66	4	1	86	3	0	74	5	1	69	2	0
Not very important	20	18	38	1	10	41	1	15	40	2	17	39	1
Not at all important	20	13	58	3	2	55	4	9	55	4	11	59	3
TOTAL NOT IMPORTANT	40	31	96	4	12	96	5	24	95	6	28	98	4
Don't know	12	2	0	95	2	1	94	2	1	92	3	0	96
Which one of the following statements comes closest to your view?													
Equal representation of social groups should be achieved in every episode of a TV panel/talk show	10	12	6	6	15	4	6	13	5	6	13	4	6
So long as there is equal representation of social groups over the course of a TV panel/talk show series, it does not matter if there is not equal representation of groups in every episode	34	42	10	13	48	16	15	46	13	12	43	11	12
So long as there is equal representation of social groups across all of a channel's TV panel/talk shows, it does not matter if there is not equal representation of groups in every individual TV panel show	28	31	28	13	27	36	13	30	32	14	30	31	12
None of these	14	7	47	11	3	33	10	4	40	10	6	44	11
Don't know	13	8	9	57	7	10	57	7	11	58	8	10	59
Do you think it is generally acceptable or unacceptable for a TV panel/talk show to have guests that don't represent an equal representation of social groups because they had to find a replacement for a guest who dropped out at the last minute?													
Generally acceptable	66	71	67	28	73	66	30	73	63	32	72	64	30
Generally unacceptable	12	13	9	9	14	10	8	13	12	7	13	10	7
Don't know	22	16	24	63	13	23	62	14	25	62	15	25	63

Sample Size: 1660 GB Adults
Fieldwork: 13th - 14th August 2018

	Older People Represented			Younger People Represented			Transgender People Represented			
	Total	Important	Not Important	Don't Know	Important	Not Important	Don't Know	Important	Not Important	Don't Know
Weighted Sample	1660	1162	333	165	814	654	192	1127	360	173
Unweighted Sample	1660	1192	323	145	844	649	167	1155	352	153
	%	%	%	%	%	%	%	%	%	%

Older people

Very important	33	47	0	0	51	17	7	45	7	2
Fairly important	37	53	0	0	45	37	7	50	14	5
TOTAL IMPORTANT	70	100	0	0	96	54	14	95	21	7
Not very important	13	0	66	0	4	28	4	4	47	0
Not at all important	7	0	34	0	0	17	0	0	31	0
TOTAL NOT IMPORTANT	20	0	100	0	4	45	4	4	78	0
Don't know	10	0	0	100	0	1	82	0	1	92

Younger people

Very important	30	42	5	0	50	14	3	45	0	0
Fairly important	38	50	11	1	46	36	9	55	0	0
TOTAL IMPORTANT	68	92	16	1	96	50	12	100	0	0
Not very important	13	5	48	0	3	29	3	0	61	0
Not at all important	8	1	36	3	0	20	2	0	39	0
TOTAL NOT IMPORTANT	21	6	84	3	3	49	5	0	100	0
Don't know	10	1	0	97	1	1	83	0	0	100

Transgender people

Very important	23	31	3	0	46	0	0	32	2	2
Fairly important	26	36	6	1	54	0	0	37	6	1
TOTAL IMPORTANT	49	67	9	1	100	0	0	69	8	3
Not very important	20	17	37	1	0	50	0	17	36	3
Not at all important	20	13	51	3	0	50	0	12	53	2
TOTAL NOT IMPORTANT	40	30	88	4	0	100	0	29	89	5
Don't know	12	2	2	96	0	0	100	2	2	92

Which one of the following statements comes closest to your view?

Equal representation of social groups should be achieved in every episode of a TV panel/talk show	10	13	5	6	16	5	7	13	5	4
So long as there is equal representation of social groups over the course of a TV panel/talk show series, it does not matter if there is not equal representation of groups in every episode	34	42	16	11	49	22	13	43	15	13
So long as there is equal representation of social groups across all of a channel's TV panel/talk shows, it does not matter if there is not equal representation of groups in every individual TV panel show	28	30	30	13	26	35	15	30	31	15
None of these	14	7	38	11	3	29	11	7	38	11
Don't know	13	8	11	58	6	10	54	7	10	58

Do you think it is generally acceptable or unacceptable for a TV panel/talk show to have guests that don't represent an equal representation of social groups because they had to find a replacement for a guest who dropped out at the last minute?

Generally acceptable	66	71	66	30	73	67	32	72	66	29
Generally unacceptable	12	13	10	7	14	11	7	13	11	9
Don't know	22	15	24	63	13	21	60	15	23	63

Sample Size: 1660 GB Adults
Fieldwork: 13th - 14th August 2018

		When should there be equal representation?					
		Total	Every episode of a TV panel/talk show	Over the course of a TV panel/talk show series, not necessarily every episode	Across all of a channel's TV panel/talk shows, not necessarily every TV Panel/Talk show	None of these	Don't know
Weighted Sample		1660	173	564	473	230	220
Unweighted Sample		1660	181	584	491	217	187
		%	%	%	%	%	%
Older people							
	Very important	33	60	40	31	13	17
	Fairly important	37	25	47	44	23	23
	TOTAL IMPORTANT	70	85	87	75	36	40
	Not very important	13	8	9	16	26	10
	Not at all important	7	1	1	5	30	6
	TOTAL NOT IMPORTANT	20	9	10	21	56	16
	Don't know	10	6	3	5	8	44
Younger people							
	Very important	30	55	40	28	6	16
	Fairly important	38	30	46	42	26	22
	TOTAL IMPORTANT	68	85	86	70	32	38
	Not very important	13	8	8	17	26	9
	Not at all important	8	3	2	6	34	8
	TOTAL NOT IMPORTANT	21	11	10	23	60	17
	Don't know	10	4	4	5	8	45
Transgender people							
	Very important	23	54	33	15	2	9
	Fairly important	26	22	38	30	7	14
	TOTAL IMPORTANT	49	76	71	45	9	23
	Not very important	20	7	18	28	22	14
	Not at all important	20	10	7	21	60	15
	TOTAL NOT IMPORTANT	40	17	25	49	82	29
	Don't know	12	8	4	6	9	47
Which one of the following statements comes closest to your view?							
	Equal representation of social groups should be achieved in every episode of a TV panel/talk show	10	100	0	0	0	0
	So long as there is equal representation of social groups over the course of a TV panel/talk show series, it does not matter if there is not equal representation of groups in every episode	34	0	100	0	0	0
	So long as there is equal representation of social groups across all of a channel's TV panel/talk shows, it does not matter if there is not equal representation of groups in every individual TV panel show	28	0	0	100	0	0
	None of these	14	0	0	0	100	0
	Don't know	13	0	0	0	0	100
Do you think it is generally acceptable or unacceptable for a TV panel/talk show to have guests that don't represent an equal representation of social groups because they had to find a replacement for a guest who dropped out at the last minute?							
	Generally acceptable	66	53	77	81	66	19
	Generally unacceptable	12	36	12	8	7	6
	Don't know	22	12	11	11	27	75

Sample Size: 1660 GB Adults
Fieldwork: 13th - 14th August 2018

	Non-equal Representation if a guest drops out last minute				Age and Gender									
	Total	Acceptable	Unacceptable	Don't know	Male 18-29	Male 30-39	Male 40-49	Male 50-59	Male 60+	Female 18-29	Female 30-39	Female 40-49	Female 50-59	Female 60+
Weighted Sample	1660	1097	201	362	143	132	163	126	240	162	124	162	129	279
Unweighted Sample	1660	1133	205	322	93	115	135	135	239	186	134	181	130	312
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Older people														
Very important	33	34	42	25	23	20	25	24	33	32	41	43	41	38
Fairly important	37	42	36	24	32	30	40	36	36	38	39	32	38	45
TOTAL IMPORTANT	70	76	78	49	55	50	65	60	69	70	80	75	79	83
Not very important	13	14	14	12	14	17	17	23	13	15	7	12	9	9
Not at all important	7	6	3	10	6	15	7	11	13	3	4	3	5	4
TOTAL NOT IMPORTANT	20	20	17	22	20	32	24	34	26	18	11	15	14	13
Don't know	10	4	6	29	25	18	11	6	5	13	10	9	7	4
Younger people														
Very important	30	32	38	22	27	25	26	23	25	38	41	37	32	31
Fairly important	38	42	35	25	32	26	34	37	38	37	36	33	44	48
TOTAL IMPORTANT	68	74	73	47	59	51	60	60	63	75	77	70	76	79
Not very important	13	14	14	11	9	17	18	22	16	8	7	13	10	12
Not at all important	8	8	5	12	9	13	10	12	15	3	7	5	5	5
TOTAL NOT IMPORTANT	21	22	19	23	18	30	28	34	31	11	14	18	15	17
Don't know	10	5	7	30	22	19	11	6	6	14	9	11	9	4
Transgender people														
Very important	23	24	28	15	27	13	16	13	9	43	36	34	24	19
Fairly important	26	30	27	15	25	24	27	19	19	25	29	26	33	34
TOTAL IMPORTANT	49	54	55	30	52	37	43	32	28	68	65	60	57	53
Not very important	20	20	21	17	6	18	18	37	26	12	9	18	20	24
Not at all important	20	20	16	22	17	24	25	26	39	5	14	10	14	17
TOTAL NOT IMPORTANT	40	40	37	39	23	42	43	63	65	17	23	28	34	41
Don't know	12	6	7	32	26	21	14	5	7	14	12	12	9	6
Which one of the following statements comes closest to your view?														
Equal representation of social groups should be achieved in every episode of a TV panel/talk show	10	8	31	6	16	7	6	7	8	12	11	15	10	12
So long as there is equal representation of social groups over the course of a TV panel/talk show series, it does not matter if there is not equal representation of groups in every episode	34	39	35	17	26	34	33	30	24	44	39	40	38	36
So long as there is equal representation of social groups across all of a channel's TV panel/talk shows, it does not matter if there is not equal representation of groups in every individual TV panel show	28	35	20	14	19	23	26	31	36	20	26	30	33	33
None of these	14	14	8	17	17	13	23	22	22	4	5	7	11	12
Don't know	13	4	6	46	22	23	13	9	10	20	20	9	9	7
Do you think it is generally acceptable or unacceptable for a TV panel/talk show to have guests that don't represent an equal representation of social groups because they had to find a replacement for a guest who dropped out at the last minute?														
Generally acceptable	66	100	0	0	64	65	64	78	57	67	71	66	76	65
Generally unacceptable	12	0	100	0	8	8	9	6	18	9	11	17	13	15
Don't know	22	0	0	100	29	28	27	16	25	25	19	17	11	20