



Diversity in Movies and Oscars
Fieldwork Dates: 11th - 12th February 2019

Conducted by YouGov
On behalf of YouGov Omnibus

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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 accepted 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 1252 adults. Fieldwork was undertaken between 11th - 12th February 2019. 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.

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Total	Gender		Generation							Region			
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West
	A	B	C	D	E	F	G	H	I	J	K	L	M

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

HYM_q1_1. There are a sufficient number of movie/TV roles available for...

Unweighted base	1251	556	695	22	389	326	420	94	-	-	224	276	460	291
Base: All US adults	1251	606	645	25	405	309	413	99	-	-	223	263	470	295
Black people	41%	42%	40%	29%	31%	44%	46%	51%	-	-	40%	42%	43%	36%
				**		D	D	D*	**	**				
White people	63%	61%	65%	75%	59%	60%	69%	63%	-	-	64%	66%	62%	63%
				**			D.E	*	**	**				
Asian people	27%	29%	26%	23%	20%	31%	31%	32%	-	-	26%	30%	28%	25%
				**		D	D	D*	**	**				
Hispanic people	32%	34%	30%	26%	26%	35%	36%	32%	-	-	32%	32%	33%	31%
				**		D	D	*	**	**				
Men	54%	52%	57%	68%	50%	49%	60%	60%	-	-	53%	58%	54%	52%
				**			D.E	*	**	**				
Women	43%	45%	41%	44%	35%	42%	48%	58%	-	-	41%	43%	45%	42%
				**		D	D	D.E*	**	**				
LGBTQ	27%	31%	24%	15%	21%	32%	30%	31%	-	-	28%	29%	28%	23%
				**		D	D	D*	**	**				
Physically handicapped	17%	19%	15%	22%	14%	20%	19%	16%	-	-	16%	18%	17%	17%
				**		D		*	**	**				
Mentally disabled	15%	17%	12%	13%	13%	17%	16%	10%	-	-	13%	17%	14%	14%
				**				*	**	**				
None of these	17%	17%	18%	18%	19%	20%	14%	17%	-	-	19%	16%	16%	19%
				**				*	**	**				

HYM_q1_2. There aren't enough characters in American TV and film who reflect an authentic experience for...

Unweighted base	1251	556	695	22	389	326	420	94	-	-	224	276	460	291
Base: All US adults	1251	606	645	25	405	309	413	99	-	-	223	263	470	295
Black people	26%	24%	28%	35%	33%	24%	22%	18%	-	-	26%	25%	25%	29%
				**	E.F.G			*	**	**				
White people	9%	11%	6%	-	10%	8%	9%	5%	-	-	6%	9%	8%	11%
		B		**				*	**	**			J	
Asian people	29%	27%	32%	35%	37%	27%	26%	16%	-	-	31%	28%	26%	35%
				**	E.F.G	G	G	*	**	**			L	
Hispanic people	29%	29%	29%	43%	34%	28%	26%	20%	-	-	30%	29%	25%	34%
				**	F.G			*	**	**			L	
Men	8%	9%	7%	4%	7%	8%	9%	8%	-	-	5%	9%	6%	12%
				**				*	**	**		J	J.L	
Women	16%	12%	20%	13%	20%	13%	17%	8%	-	-	13%	15%	15%	20%
		A		**	E.G		G	*	**	**			J	
LGBTQ	27%	25%	30%	42%	34%	25%	26%	14%	-	-	25%	29%	25%	31%
				**	E.F.G	G	G	*	**	**				
Physically handicapped	42%	36%	47%	56%	41%	40%	43%	40%	-	-	43%	43%	38%	44%
		A		**				*	**	**				
Mentally disabled	39%	35%	43%	57%	40%	40%	40%	27%	-	-	38%	43%	36%	41%
		A		**	G	G	G	*	**	**				
None of these	31%	33%	30%	33%	28%	32%	33%	37%	-	-	29%	34%	32%	31%
				**				*	**	**				

HYM_q1_3. The roles in American TV and movies are often stereotypes for...

Unweighted base	1251	556	695	22	389	326	420	94	-	-	224	276	460	291
Base: All US adults	1251	606	645	25	405	309	413	99	-	-	223	263	470	295
Black people	44%	43%	45%	56%	46%	41%	44%	41%	-	-	42%	43%	44%	46%

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Total	Race				Education				Marital Status				
	White	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married
	N	O	P	Q	R	S	T	U	V	W	X	Y	Z

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

HYM_q1_1. There are a sufficient number of movie/TV roles available for...

Unweighted base	1251	852	144	156	99	462	426	233	130	604	23	139	59	378
Base: All US adults	1251	811	148	194	98	507	388	227	129	588	24	136	60	391
Black people	41%	46%	28%	34%	29%	42%	40%	44%	35%	44%	46%	46%	50%	33%
		O.P.Q			*					Z	**	Z	Z*	
White people	63%	67%	53%	58%	58%	54%	66%	74%	75%	65%	64%	62%	60%	61%
		O.P			*		R	R.S	R		**		*	
Asian people	27%	32%	15%	19%	21%	27%	27%	31%	26%	30%	36%	29%	37%	21%
		O.P.Q			*					Z	**		Z*	
Hispanic people	32%	36%	15%	31%	28%	33%	30%	34%	29%	35%	35%	33%	38%	26%
		O		O	O*					Z	**		*	
Men	54%	61%	38%	43%	44%	46%	56%	67%	59%	55%	61%	53%	64%	50%
		O.P.Q			*		R	R.S	R		**		*	
Women	43%	49%	29%	31%	35%	40%	44%	50%	40%	45%	49%	45%	55%	37%
		O.P.Q			*			R		Z	**		Z*	
LGBTQ	27%	32%	18%	20%	19%	25%	27%	33%	27%	31%	10%	32%	33%	20%
		O.P.Q			*			R		Z	**	Z	Z*	
Physically handicapped	17%	19%	12%	14%	20%	16%	19%	19%	14%	18%	15%	18%	19%	15%
					*					**	**		*	
Mentally disabled	15%	16%	12%	10%	16%	15%	14%	16%	15%	14%	4%	19%	13%	13%
					*					**	**		*	
None of these	17%	17%	18%	18%	21%	23%	16%	11%	12%	16%	20%	17%	*	20%
					*	S.T.U				**	**		*	

HYM_q1_2. There aren't enough characters in American TV and film who reflect an authentic experience for...

Unweighted base	1251	852	144	156	99	462	426	233	130	604	23	139	59	378
Base: All US adults	1251	811	148	194	98	507	388	227	129	588	24	136	60	391
Black people	26%	23%	48%	20%	28%	17%	30%	33%	39%	23%	37%	20%	26%	32%
			N.P.Q		*		R	R	R		**		*	V.X
White people	9%	9%	4%	8%	12%	8%	8%	9%	11%	10%	7%	13%	7%	5%
					O*					Z	**	Z	*	
Asian people	29%	28%	30%	28%	38%	19%	30%	45%	39%	25%	29%	25%	25%	35%
					N*		R	R.S	R.S		**		*	V.X
Hispanic people	29%	27%	25%	41%	26%	22%	30%	37%	39%	26%	33%	24%	26%	33%
				N.O.Q	*		R	R	R		**		*	V
Men	8%	7%	8%	8%	12%	6%	8%	10%	12%	9%	7%	7%	6%	7%
					*				R		**		*	
Women	16%	17%	12%	15%	20%	11%	16%	23%	27%	15%	29%	16%	10%	16%
					*		R	R.S	R.S		**		*	
LGBTQ	27%	30%	26%	18%	29%	19%	28%	36%	43%	23%	30%	25%	15%	35%
		P			*		R	R	R.S		**		*	V.X.Y
Physically handicapped	42%	45%	31%	34%	41%	34%	42%	51%	52%	41%	45%	36%	42%	43%
		O.P			*		R	R.S	R		**		*	
Mentally disabled	39%	44%	27%	32%	35%	30%	43%	47%	50%	38%	45%	37%	32%	41%
		O.P			*		R	R	R		**		*	
None of these	31%	34%	22%	28%	32%	38%	29%	25%	24%	32%	31%	37%	40%	29%
		O			*	S.T.U				**	**		*	

HYM_q1_3. The roles in American TV and movies are often stereotypes for...

Unweighted base	1251	852	144	156	99	462	426	233	130	604	23	139	59	378
Base: All US adults	1251	811	148	194	98	507	388	227	129	588	24	136	60	391
Black people	44%	43%	61%	37%	41%	39%	45%	48%	54%	43%	56%	41%	34%	45%

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Total	Children under the age of 18			Income					Type of Area Lived in			
	Domestic / civil partnership	Yes	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k +	Prefer not to say	Urban	Suburb / Town	Rural	Other
	AA	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL

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

HYM_q1_1. There are a sufficient number of movie/TV roles available for...

Unweighted base	1251	48	282	969	318	261	334	177	161	396	600	246	9
Base: All US adults	1251	52	278	973	316	269	337	170	159	407	595	239	10
Black people	41%	35%*	41%	41%	37%	48%	41%	38%	38%	35%	43%	46%	29%
						AD,AG					AI	AI	**
White people	63%	74%*	60%	64%	55%	68%	67%	68%	60%	61%	67%	58%	48%
						AD	AD	AD			AI,AK		**
Asian people	27%	22%*	28%	27%	23%	30%	29%	30%	27%	23%	28%	33%	29%
											AI		**
Hispanic people	32%	32%*	34%	31%	28%	37%	32%	32%	32%	27%	34%	37%	29%
						AD					AI	AI	**
Men	54%	60%*	50%	55%	46%	57%	58%	57%	54%	50%	58%	54%	48%
						AD	AD	AD			AI		**
Women	43%	38%*	43%	43%	39%	47%	42%	45%	44%	35%	45%	50%	48%
											AI	AI	**
LGBTQ	27%	26%*	28%	27%	21%	33%	29%	30%	25%	19%	31%	34%	29%
						AD	AD	AD			AI	AI	**
Physically handicapped	17%	23%*	17%	17%	17%	17%	18%	15%	18%	15%	17%	21%	29%
													**
Mentally disabled	15%	22%*	14%	15%	17%	14%	15%	13%	13%	13%	14%	18%	36%
													**
None of these	17%	13%*	18%	17%	23%	14%	14%	13%	24%	18%	15%	20%	45%
					AE,AF,AG				AE,AF,AG				**

HYM_q1_2. There aren't enough characters in American TV and film who reflect an authentic experience for...

Unweighted base	1251	48	282	969	318	261	334	177	161	396	600	246	9
Base: All US adults	1251	52	278	973	316	269	337	170	159	407	595	239	10
Black people	26%	31%*	27%	26%	22%	21%	31%	31%	29%	31%	26%	18%	37%
							AD,AE	AD,AE	AE		AK	AK	**
White people	9%	5%*	14%	7%	7%	6%	9%	13%	9%	10%	7%	10%	-
			AC					AD,AE					**
Asian people	29%	50% V,X,Y*	29%	29%	26%	24%	31%	37%	32%	33%	30%	22%	18%
								AD,AE			AK	AK	**
Hispanic people	29%	50% V,X,Y,Z*	29%	29%	26%	26%	31%	31%	32%	34%	28%	24%	18%
										AJ,AK			**
Men	8%	14%*	10%	7%	7%	5%	9%	11%	9%	9%	7%	10%	-
							AE	AE					**
Women	16%	23%*	17%	16%	14%	12%	18%	20%	18%	19%	15%	14%	-
								AE					**
LGBTQ	27%	45% V,X,Y*	23%	29%	26%	22%	32%	30%	27%	29%	29%	20%	18%
							AE				AK	AK	**
Physically handicapped	42%	49%*	38%	43%	38%	42%	41%	49%	42%	39%	45%	37%	35%
								AD			AK		**
Mentally disabled	39%	52% Y*	37%	40%	34%	37%	44%	47%	34%	38%	41%	37%	28%
							AD	AD,AE,AH					**
None of these	31%	27%*	28%	32%	36%	33%	30%	23%	34%	28%	30%	41%	47%
					AG	AG			AG			AI,AJ	**

HYM_q1_3. The roles in American TV and movies are often stereotypes for...

Unweighted base	1251	48	282	969	318	261	334	177	161	396	600	246	9
Base: All US adults	1251	52	278	973	316	269	337	170	159	407	595	239	10
Black people	44%	61%	40%	45%	39%	44%	46%	49%	44%	44%	48%	33%	47%

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	Total	Gender		Generation							Region			
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West
				**				*	**	**				
White people	31%	31%	32%	34%	31%	30%	33%	29%	-	-	31%	33%	32%	30%
				**				*	**	**				
Asian people	34%	35%	33%	59%	38%	33%	32%	20%	-	-	32%	34%	32%	37%
				**	G	G	G	*	**	**				
Hispanic people	35%	34%	36%	53%	39%	34%	34%	19%	-	-	32%	36%	33%	38%
				**	G	G	G	*	**	**				
Men	26%	28%	23%	31%	24%	24%	28%	26%	-	-	23%	30%	26%	23%
				**				*	**	**				
Women	28%	26%	30%	22%	31%	26%	27%	29%	-	-	27%	30%	28%	28%
				**				*	**	**				
LGBTQ	31%	30%	31%	45%	36%	30%	28%	18%	-	-	27%	33%	31%	31%
				**	F.G	G	G	*	**	**				
Physically handicapped	21%	21%	20%	35%	24%	21%	19%	11%	-	-	20%	23%	20%	21%
				**	G	G		*	**	**				
Mentally disabled	20%	20%	20%	35%	24%	21%	18%	7%	-	-	20%	22%	19%	22%
				**	G	G	G	*	**	**				
None of these	28%	27%	28%	22%	24%	31%	29%	32%	-	-	26%	29%	29%	27%
				**		D		*	**	**				

HYM_q1_4. I see good role models in American TV and movies portrayed by...

Unweighted base	1251	556	695	22	389	326	420	94	-	-	224	276	460	291
Base: All US adults	1251	606	645	25	405	309	413	99	-	-	223	263	470	295
Black people	47%	45%	48%	30%	46%	46%	48%	49%	-	-	51%	49%	47%	40%
				**				*	**	**	M	M		
White people	51%	51%	51%	56%	47%	51%	54%	52%	-	-	55%	54%	51%	47%
				**				*	**	**				
Asian people	34%	34%	34%	31%	32%	36%	35%	34%	-	-	37%	35%	33%	32%
				**				*	**	**				
Hispanic people	34%	35%	34%	35%	31%	35%	38%	29%	-	-	37%	35%	34%	32%
				**				*	**	**				
Men	46%	47%	45%	51%	43%	43%	49%	46%	-	-	47%	46%	45%	44%
				**				*	**	**				
Women	49%	46%	51%	47%	48%	45%	52%	53%	-	-	50%	50%	48%	48%
				**				*	**	**				
LGBTQ	26%	24%	28%	22%	29%	27%	24%	18%	-	-	26%	26%	26%	24%
				**	G			*	**	**				
Physically handicapped	24%	23%	25%	12%	20%	23%	28%	30%	-	-	23%	29%	22%	23%
				**		D	D*	*	**	**				
Mentally disabled	19%	18%	20%	8%	18%	19%	20%	18%	-	-	18%	20%	20%	17%
				**				*	**	**				
None of these	30%	30%	29%	28%	28%	32%	30%	25%	-	-	28%	30%	28%	33%
				**				*	**	**				

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...

HYM_q2_1. Often have very little dialogue

Unweighted base	1251	556	695	22	389	326	420	94	-	-	224	276	460	291
Base: All US adults	1251	606	645	25	405	309	413	99	-	-	223	263	470	295
Strongly agree	14%	14%	14%	11%	19%	13%	12%	7%	-	-	18%	11%	13%	16%
				**	F.G			*	**	**	K			
Somewhat agree	26%	24%	28%	23%	26%	26%	25%	28%	-	-	24%	26%	28%	23%
				**				*	**	**				
Somewhat disagree	21%	19%	22%	18%	18%	22%	22%	20%	-	-	19%	22%	21%	20%

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	Total	Race				Education				Marital Status				
		White	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married
			N.P.Q		*			R	R		**		*	
White people	31%	33% O	21%	31%	36% O*	30%	33%	35%	26%	34% Z	18% **	32%	33% *	28%
Asian people	34%	35% P	32%	26%	36% *	24%	35% R	48% R.S	44% R	33% Y	50% **	29% Y	14% *	37% Y
Hispanic people	35%	35%	33%	38%	31% *	27%	37% R	45% R	42% R	34% Y	50% **	30% Y	16% *	37% Y
Men	26%	29% O	13%	23%	22% *	24%	25% R	30% R	26% R	29% Z	27% **	22%	26% *	21%
Women	28%	31%	24%	22%	26% *	23%	28%	37% R.S	33% R	27% **	31%	26%	27% *	29%
LGBTQ	31%	33% P	28%	24%	28% *	23%	32% R	43% R.S	38% R	28% **	33% **	32%	21% *	35% V.Y
Physically handicapped	21%	23%	18%	15%	21% *	18%	18%	29% R.S	27% R.S	18% **	33% **	21%	14% *	23%
Mentally disabled	20%	23% P	16%	13%	23% *	16%	19%	30% R.S	26% R	18% **	28% **	22%	11% *	22%
None of these	28%	30% O	19%	26%	31% O*	33% S.T.U	26%	21%	24%	29%	22% **	30%	35% *	26%

HYM_q1_4. I see good role models in American TV and movies portrayed by...

Unweighted base	1251	852	144	156	99	462	426	233	130	604	23	139	59	378
Base: All US adults	1251	811	148	194	98	507	388	227	129	588	24	136	60	391
Black people	47%	51% P.Q	48% Q	37%	25% *	41%	50% R	53% R	47%	47% **	55% **	42%	45% *	47%
White people	51%	57% O.P.Q	45%	40%	38% *	45%	54% R	60% R	52%	52% **	48% **	49%	50% *	52%
Asian people	34%	38% O.P.Q	28%	27%	24% *	26%	37% R	44% R	39% R	35% **	36% **	28%	33% *	36%
Hispanic people	34%	37% O.Q	26%	37%	17% *	29%	36% R	41% R	40% R	35% **	52% **	28%	37% *	35%
Men	46%	51% O.P.Q	35%	40%	29% *	38%	47% R	58% R.S	51% R	47% **	58% **	40%	38% *	45%
Women	49%	54% O.P.Q	43%	39%	32% *	42%	51% R	58% R	54% R	50% **	67% **	41%	47% *	50%
LGBTQ	26%	28% Q	24%	21%	15% *	18%	28% R	36% R.S	29% R	25% **	30% **	20%	20% *	29%
Physically handicapped	24%	28% O.P.Q	18%	18%	14% *	21%	27% R	28% R	21% R	26% **	21% **	19%	28% *	21%
Mentally disabled	19%	22% Q	14%	17%	10% *	15%	21% R	25% R	17% R	20% **	19% **	14%	21% *	19%
None of these	30%	29%	23%	29%	45% N.O.P*	32%	29%	26%	30%	28%	24% **	36%	33% *	29%

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...

HYM_q2_1. Often have very little dialogue

Unweighted base	1251	852	144	156	99	462	426	233	130	604	23	139	59	378
Base: All US adults	1251	811	148	194	98	507	388	227	129	588	24	136	60	391
Strongly agree	14%	10%	20%	22%	21% N	16%	14%	13%	10%	12% N	6% **	12%	9% *	18% V
Somewhat agree	26%	22%	35%	30%	31% *	24%	24%	28%	30%	25% **	25% **	32% AA	33% AA*	25%
Somewhat disagree	21%	23%	15%	19%	12%	19%	22%	20%	24%	21%	29%	21%	20%	19%

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Total		Children under the age of 18			Income					Type of Area Lived in			
		Domestic / civil partnership	Yes	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k +	Prefer not to say	Urban	Suburb / Town	Rural	Other
		V.X.Y*						AD		AK	AK		**
White people	31%	36%	36%	30%	29%	30%	34%	33%	31%	31%	31%	32%	47%
		*											**
Asian people	34%	49%	31%	35%	28%	29%	39%	40%	34%	33%	37%	27%	36%
		V.X.Y*					AD.AE	AD.AE			AK		**
Hispanic people	35%	49%	33%	35%	31%	33%	38%	40%	34%	37%	37%	26%	29%
		X.Y*								AK	AK		**
Men	26%	30%	28%	25%	20%	24%	30%	32%	23%	22%	27%	26%	47%
		*					AD	AD					**
Women	28%	41%	25%	29%	23%	28%	29%	29%	34%	26%	30%	26%	47%
		*							AD				**
LGBTQ	31%	40%	27%	32%	24%	32%	34%	35%	32%	30%	35%	23%	18%
		Y*				AD	AD	AD			AK		**
Physically handicapped	21%	37%	20%	21%	19%	18%	23%	24%	21%	22%	20%	20%	18%
		V.X.Y.Z*											**
Mentally disabled	20%	37%	20%	21%	18%	16%	24%	20%	24%	20%	20%	21%	18%
		V.Y.Z*					AE						**
None of these	28%	29%	27%	28%	33%	27%	24%	22%	32%	26%	25%	38%	46%
		*			AF.AG				AG			AI.AJ	**

HYM_q1_4. I see good role models in American TV and movies portrayed by...

Unweighted base	1251	48	282	969	318	261	334	177	161	396	600	246	9
Base: All US adults	1251	52	278	973	316	269	337	170	159	407	595	239	10
Black people	47%	48%	46%	47%	41%	53%	49%	46%	42%	44%	49%	46%	29%
		*				AD.AH	AD						**
White people	51%	47%	48%	52%	42%	57%	58%	50%	47%	49%	53%	53%	11%
		*				AD	AD.AH						**
Asian people	34%	27%	32%	35%	28%	37%	40%	32%	32%	32%	35%	35%	11%
		*				AD	AD						**
Hispanic people	34%	29%	32%	35%	31%	39%	35%	36%	31%	34%	35%	36%	11%
		*											**
Men	46%	51%	41%	47%	36%	51%	49%	48%	44%	42%	47%	49%	11%
		*				AD	AD	AD					**
Women	49%	43%	44%	50%	44%	53%	50%	49%	49%	46%	52%	48%	11%
		*				AD							**
LGBTQ	26%	27%	24%	26%	20%	28%	29%	30%	21%	24%	27%	25%	18%
		*				AD	AD	AD					**
Physically handicapped	24%	27%	23%	24%	24%	25%	26%	23%	19%	21%	24%	28%	20%
		*										AI	**
Mentally disabled	19%	19%	20%	19%	19%	22%	20%	21%	9%	17%	18%	24%	20%
		*			AH	AH	AH	AH				AI.AJ	**
None of these	30%	32%	27%	30%	34%	23%	29%	26%	38%	29%	28%	33%	54%
		*			AE				AE.AG				**

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...

HYM_q2_1. Often have very little dialogue

Unweighted base	1251	48	282	969	318	261	334	177	161	396	600	246	9
Base: All US adults	1251	52	278	973	316	269	337	170	159	407	595	239	10
Strongly agree	14%	29%	18%	13%	16%	15%	13%	15%	10%	17%	12%	13%	47%
		V.X.Y*								AJ			**
Somewhat agree	26%	14%	29%	25%	30%	23%	25%	21%	26%	26%	26%	24%	16%
		*			AG								**
Somewhat disagree	21%	21%	20%	21%	16%	24%	21%	21%	21%	23%	20%	19%	-

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	Total	Gender		Generation						Region				
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West
				**				*	**	**				
Strongly disagree	18%	20%	16%	23%	16%	17%	17%	24%	-	-	16%	20%	17%	17%
				**				*	**	**				
Don't know	22%	24%	20%	25%	21%	21%	23%	22%	-	-	23%	20%	22%	23%
				**				*	**	**				
Net: Agree	40%	38%	42%	35%	45%	39%	37%	34%	-	-	42%	37%	41%	39%
				**	F			*	**	**				
Net: Disagree	38%	39%	38%	40%	34%	40%	40%	43%	-	-	35%	42%	38%	38%
				**				*	**	**				

HYM_q2_2. Are often portrayed as a sidekick

Unweighted base	1251	556	695	22	389	326	420	94	-	-	224	276	460	291
Base: All US adults	1251	606	645	25	405	309	413	99	-	-	223	263	470	295
Strongly agree	17%	17%	17%	6%	22%	17%	15%	3%	-	-	18%	12%	19%	16%
				**	F.G	G	G	*	**	**			K	
Somewhat agree	27%	24%	30%	28%	25%	26%	26%	43%	-	-	24%	33%	26%	26%
				**	A			D.E.F*	**	**			J.L	
Somewhat disagree	17%	19%	16%	-	14%	19%	20%	19%	-	-	19%	17%	18%	17%
				**			D	*	**	**				
Strongly disagree	16%	18%	14%	38%	15%	16%	16%	15%	-	-	14%	16%	17%	16%
				**				*	**	**				
Don't know	23%	23%	23%	28%	23%	23%	23%	20%	-	-	25%	22%	21%	25%
				**				*	**	**				
Net: Agree	44%	41%	46%	34%	47%	43%	41%	47%	-	-	42%	46%	45%	42%
				**				*	**	**				
Net: Disagree	33%	36%	30%	38%	29%	34%	36%	33%	-	-	33%	32%	34%	33%
				**				*	**	**				

HYM_q2_3. Are often portrayed as a figure with authority

Unweighted base	1251	556	695	22	389	326	420	94	-	-	224	276	460	291
Base: All US adults	1251	606	645	25	405	309	413	99	-	-	223	263	470	295
Strongly agree	11%	13%	9%	-	13%	11%	9%	9%	-	-	9%	9%	12%	12%
				**				*	**	**				
Somewhat agree	24%	25%	23%	20%	21%	26%	23%	35%	-	-	25%	18%	28%	23%
				**				D.F*	**	**			K	
Somewhat disagree	23%	21%	24%	24%	21%	21%	23%	30%	-	-	21%	29%	22%	20%
				**				*	**	**		J.L.M		
Strongly disagree	22%	19%	25%	33%	24%	21%	23%	11%	-	-	26%	23%	18%	24%
				**	A	G	G	*	**	**		L		
Don't know	20%	22%	19%	23%	20%	20%	22%	15%	-	-	19%	21%	20%	22%
				**				*	**	**				
Net: Agree	35%	38%	32%	20%	34%	37%	32%	44%	-	-	34%	27%	40%	35%
				**				F*	**	**			K	
Net: Disagree	45%	41%	49%	57%	45%	42%	46%	41%	-	-	47%	52%	40%	44%
				**	A			*	**	**		L		

HYM_q2_4. Often fail at winning a love interest

Unweighted base	1251	556	695	22	389	326	420	94	-	-	224	276	460	291
Base: All US adults	1251	606	645	25	405	309	413	99	-	-	223	263	470	295
Strongly agree	12%	13%	12%	15%	14%	13%	12%	4%	-	-	13%	10%	12%	15%
				**	G	G	G	*	**	**				
Somewhat agree	26%	26%	26%	33%	25%	26%	27%	28%	-	-	25%	27%	29%	23%
				**				*	**	**				
Somewhat disagree	22%	21%	22%	17%	24%	20%	22%	21%	-	-	19%	24%	21%	23%
				**				*	**	**				
Strongly disagree	14%	14%	13%	7%	12%	18%	12%	14%	-	-	14%	14%	14%	12%
				**		D.F		*	**	**				
Don't know	26%	25%	27%	27%	25%	23%	27%	33%	-	-	28%	25%	24%	27%

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	Total	Race				Education				Marital Status				
		White	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married
		Q			*						**		*	
Strongly disagree	18%	23% O.P.Q	10%	7%	9%	12%	20%	24%	19%	20%	25%	13%	22%	16%
Don't know	22%	22%	20%	22%	28%	28%	20%	15%	16%	23%	14%	23%	16%	22%
Net: Agree	40%	33%	55%	52%	51%	S.T.U	38%	41%	41%	37%	31%	44%	42%	43%
Net: Disagree	38%	46%	N	N	N*	40%	42%	44%	44%	41%	**	33%	*	
		O.P.Q	25%	25%	21%	32%	R	R	R		54%		42%	35%
					*						**		*	

HYM_q2_2. Are often portrayed as a sidekick

Unweighted base	1251	852	144	156	99	462	426	233	130	604	23	139	59	378
Base: All US adults	1251	811	148	194	98	507	388	227	129	588	24	136	60	391
Strongly agree	17%	12%	37%	17%	24%	15%	17%	17%	21%	14%	23%	18%	8%	21%
			N.P		N*						**		*	V.Y
Somewhat agree	27%	28%	24%	25%	24%	25%	27%	33%	23%	27%	29%	25%	41%	26%
					*			R			**		V.X.Z*	
Somewhat disagree	17%	20%	8%	14%	14%	13%	20%	19%	25%	19%	17%	22%	15%	13%
		O			*		R	R	R		**	Z	*	
Strongly disagree	16%	17%	10%	17%	12%	16%	17%	17%	13%	18%	17%	13%	19%	15%
		O			*						**		*	
Don't know	23%	22%	21%	28%	26%	31%	19%	14%	18%	23%	14%	21%	18%	24%
					*	S.T.U					**		*	
Net: Agree	44%	40%	61%	42%	48%	40%	44%	50%	44%	41%	52%	44%	49%	47%
			N.P		*			R			**		*	
Net: Disagree	33%	38%	18%	30%	26%	28%	37%	36%	38%	37%	34%	35%	34%	29%
		O.Q		O	*		R		R	Z	**		*	

HYM_q2_3. Are often portrayed as a figure with authority

Unweighted base	1251	852	144	156	99	462	426	233	130	604	23	139	59	378
Base: All US adults	1251	811	148	194	98	507	388	227	129	588	24	136	60	391
Strongly agree	11%	11%	15%	7%	7%	10%	13%	11%	9%	12%	26%	7%	7%	11%
			P		*						**		*	
Somewhat agree	24%	27%	17%	23%	16%	24%	23%	28%	23%	26%	24%	29%	28%	18%
		O.Q			*					Z	**	Z	*	
Somewhat disagree	23%	23%	22%	20%	23%	20%	23%	28%	24%	25%	10%	21%	24%	23%
					*		R			AA	**		*	
Strongly disagree	22%	20%	25%	25%	28%	19%	25%	21%	27%	19%	13%	22%	24%	26%
					*					**	**		*	V
Don't know	20%	19%	20%	25%	25%	28%	16%	13%	16%	19%	27%	21%	18%	22%
					*	S.T.U					**		*	
Net: Agree	35%	38%	32%	30%	24%	33%	36%	39%	32%	38%	50%	36%	34%	29%
		Q			*					Z	**		*	
Net: Disagree	45%	43%	48%	45%	51%	39%	48%	48%	52%	43%	23%	43%	48%	49%
					*		R	R	R		**		*	

HYM_q2_4. Often fail at winning a love interest

Unweighted base	1251	852	144	156	99	462	426	233	130	604	23	139	59	378
Base: All US adults	1251	811	148	194	98	507	388	227	129	588	24	136	60	391
Strongly agree	12%	11%	17%	15%	16%	13%	13%	9%	15%	9%	9%	12%	13%	17%
			N		*						**		*	V
Somewhat agree	26%	25%	28%	27%	31%	23%	26%	33%	27%	25%	17%	33%	28%	26%
					*		R				**		*	
Somewhat disagree	22%	22%	21%	21%	21%	20%	22%	23%	26%	26%	23%	19%	28%	17%
					*					Z	**		Z*	
Strongly disagree	14%	15%	11%	12%	5%	12%	15%	16%	12%	13%	29%	13%	12%	14%
		Q			*					**	**		*	
Don't know	26%	26%	23%	25%	28%	33%	23%	19%	20%	26%	21%	23%	20%	27%

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	Total		Children under the age of 18		Income				Type of Area Lived in				
		Domestic / civil partnership	Yes	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k +	Prefer not to say	Urban	Suburb / Town	Rural	Other
		*				AD							**
Strongly disagree	18%	10%	13%	19%	12%	17%	23%	21%	15%	14%	21%	17%	11%
		*		AB			AD_AH	AD			AI		**
Don't know	22%	26%	20%	23%	26%	21%	17%	21%	29%	21%	21%	27%	26%
		*		AF					AF				**
Net: Agree	40%	43%	46%	38%	46%	38%	39%	37%	36%	43%	38%	37%	63%
		*	AC		AH								**
Net: Disagree	38%	31%	34%	39%	28%	41%	44%	42%	35%	36%	41%	36%	11%
		*				AD	AD	AD					**

HYM_q2_2. Are often portrayed as a sidekick

Unweighted base	1251	48	282	969	318	261	334	177	161	396	600	246	9
Base: All US adults	1251	52	278	973	316	269	337	170	159	407	595	239	10
Strongly agree	17%	19%	20%	16%	19%	14%	17%	17%	17%	21%	15%	11%	47%
		*								AJ.AK			**
Somewhat agree	27%	26%	29%	27%	26%	31%	26%	26%	26%	29%	26%	27%	9%
		*											**
Somewhat disagree	17%	15%	17%	18%	15%	17%	21%	17%	16%	16%	19%	16%	-
		*											**
Strongly disagree	16%	7%	13%	17%	12%	18%	19%	19%	11%	11%	18%	17%	18%
		*					AD .AH	AD .AH			AI	AI	**
Don't know	23%	33%	21%	24%	29%	21%	17%	21%	30%	22%	21%	28%	26%
		*			AE.AF				AE.AF			AJ	**
Net: Agree	44%	45%	49%	42%	45%	45%	43%	43%	43%	50%	41%	38%	56%
		*	AC							AJ.AK			**
Net: Disagree	33%	22%	30%	34%	27%	35%	40%	36%	27%	28%	37%	33%	18%
		*				AD	AD .AH	AD		AI			**

HYM_q2_3. Are often portrayed as a figure with authority

Unweighted base	1251	48	282	969	318	261	334	177	161	396	600	246	9
Base: All US adults	1251	52	278	973	316	269	337	170	159	407	595	239	10
Strongly agree	11%	7%	14%	10%	11%	11%	12%	15%	5%	13%	11%	9%	-
		*			AH	AH	AH	AH					**
Somewhat agree	24%	25%	27%	23%	21%	24%	29%	22%	24%	24%	24%	24%	7%
		*					AD						**
Somewhat disagree	23%	10%	24%	22%	19%	29%	21%	22%	24%	23%	23%	23%	18%
		*				AD							**
Strongly disagree	22%	35%	19%	23%	25%	19%	23%	21%	21%	21%	23%	20%	38%
		V*											**
Don't know	20%	23%	16%	22%	25%	18%	15%	20%	28%	20%	19%	24%	37%
		*	AB	AF					AE.AF				**
Net: Agree	35%	32%	41%	33%	32%	34%	41%	36%	28%	36%	35%	33%	7%
		*	AC				AD .AH						**
Net: Disagree	45%	45%	43%	45%	44%	48%	44%	43%	44%	44%	46%	43%	56%
		*											**

HYM_q2_4. Often fail at winning a love interest

Unweighted base	1251	48	282	969	318	261	334	177	161	396	600	246	9
Base: All US adults	1251	52	278	973	316	269	337	170	159	407	595	239	10
Strongly agree	12%	14%	13%	12%	16%	15%	8%	12%	11%	14%	11%	13%	29%
		*			AF	AF							**
Somewhat agree	26%	31%	27%	26%	26%	23%	29%	28%	25%	30%	24%	28%	9%
		*											**
Somewhat disagree	22%	15%	27%	20%	19%	28%	24%	20%	15%	21%	23%	22%	25%
		*	AC			AD .AH	AH						**
Strongly disagree	14%	9%	14%	14%	12%	14%	16%	14%	11%	14%	15%	10%	11%
		*									AK		**
Don't know	26%	31%	19%	28%	27%	20%	23%	25%	39%	22%	28%	28%	26%

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	Total	Gender		Generation							Region			
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West
				**				*	**	**				
Net: Agree	39%	39%	38%	49%	39%	39%	40%	32%	-	-	38%	37%	41%	38%
				**				*	**	**				
Net: Disagree	35%	36%	35%	25%	36%	38%	34%	35%	-	-	33%	38%	35%	34%
				**				*	**	**				

HYM_q2_5. Get killed off more/earlier than other characters

Unweighted base	1251	556	695	22	389	326	420	94	-	-	224	276	460	291
Base: All US adults	1251	606	645	25	405	309	413	99	-	-	223	263	470	295
Strongly agree	15%	15%	15%	27%	20%	13%	12%	10%	-	-	13%	13%	16%	17%
				**	E.F.G			*	**	**				
Somewhat agree	21%	22%	20%	9%	17%	25%	24%	19%	-	-	20%	24%	21%	19%
				**		D	D	*	**	**				
Somewhat disagree	21%	21%	21%	14%	21%	20%	21%	25%	-	-	23%	21%	21%	18%
				**				*	**	**				
Strongly disagree	15%	16%	13%	15%	15%	15%	14%	17%	-	-	16%	13%	15%	15%
				**				*	**	**				
Don't know	28%	26%	30%	35%	26%	28%	30%	28%	-	-	27%	29%	27%	30%
				**				*	**	**				
Net: Agree	36%	37%	35%	36%	37%	38%	36%	29%	-	-	33%	37%	37%	36%
				**				*	**	**				
Net: Disagree	36%	37%	35%	29%	36%	35%	35%	43%	-	-	40%	34%	36%	33%
				**				*	**	**				

HYM_q2_6. Are cast for no other reason but to add diversity

Unweighted base	1251	556	695	22	389	326	420	94	-	-	224	276	460	291
Base: All US adults	1251	606	645	25	405	309	413	99	-	-	223	263	470	295
Strongly agree	13%	13%	14%	21%	14%	15%	12%	11%	-	-	13%	11%	14%	15%
				**				*	**	**				
Somewhat agree	23%	20%	25%	26%	23%	22%	22%	28%	-	-	21%	23%	24%	21%
			A	**				*	**	**				
Somewhat disagree	14%	14%	15%	6%	14%	15%	16%	10%	-	-	14%	14%	15%	14%
				**				*	**	**				
Strongly disagree	23%	26%	19%	18%	25%	24%	20%	21%	-	-	22%	25%	23%	21%
		B		**				*	**	**				
Don't know	27%	28%	26%	29%	25%	25%	30%	30%	-	-	30%	26%	24%	30%
				**				*	**	**				
Net: Agree	36%	32%	40%	47%	36%	37%	34%	39%	-	-	34%	34%	38%	36%
			A	**				*	**	**				
Net: Disagree	37%	40%	35%	24%	39%	38%	36%	31%	-	-	36%	40%	38%	35%
				**				*	**	**				

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

HYM_q3_1. When I was growing up I struggled to find role models who looked like me in movies and TV

Unweighted base	1251	556	695	22	389	326	420	94	-	-	224	276	460	291
Base: All US adults	1251	606	645	25	405	309	413	99	-	-	223	263	470	295
Strongly agree	22%	20%	24%	50%	24%	20%	21%	14%	-	-	17%	19%	23%	25%
				**	G			*	**	**			J	
Somewhat agree	18%	16%	19%	17%	19%	20%	16%	10%	-	-	18%	17%	18%	16%
				**	G	G		*	**	**				
Somewhat disagree	17%	16%	17%	23%	16%	17%	17%	18%	-	-	16%	17%	16%	17%
				**				*	**	**				
Strongly disagree	25%	28%	21%	4%	18%	24%	29%	41%	-	-	26%	27%	23%	24%
		B		**		D	D	E.F.*	**	**				
Don't know	19%	19%	20%	7%	23%	19%	18%	18%	-	-	23%	19%	19%	18%
				**				*	**	**				
Net: Agree	39%	36%	42%	67%	43%	40%	37%	23%	-	-	35%	37%	42%	41%

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	Total	Race				Education				Marital Status				
		White	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married
					*	S.T.U					**		*	
Net: Agree	39%	36%	45%	42%	47%	36%	40%	42%	42%	34%	27%	45%	41%	43%
Net: Disagree	35%	38%	32%	33%	26%	32%	37%	39%	38%	39%	52%	32%	40%	30%
		Q			*					Z	**		*	

HYM_q2_5. Get killed off more/earlier than other characters

Unweighted base	1251	852	144	156	99	462	426	233	130	604	23	139	59	378
Base: All US adults	1251	811	148	194	98	507	388	227	129	588	24	136	60	391
Strongly agree	15%	9%	44%	16%	20%	15%	16%	12%	16%	11%	23%	17%	12%	19%
			N.P.Q	N	N*						**		*	V
Somewhat agree	21%	20%	27%	23%	21%	21%	20%	26%	18%	22%	3%	21%	26%	20%
					*						**		*	
Somewhat disagree	21%	24%	8%	18%	17%	18%	23%	21%	24%	21%	35%	20%	28%	19%
		O		O	O*						**		*	
Strongly disagree	15%	18%	4%	11%	9%	12%	15%	21%	16%	18%	17%	12%	7%	13%
		O.P.Q		O	*			R		Y	**		*	
Don't know	28%	29%	17%	31%	33%	34%	26%	20%	26%	28%	22%	31%	28%	28%
		O		O	O*	S.T					**		*	
Net: Agree	36%	29%	71%	40%	41%	36%	36%	38%	34%	34%	26%	38%	37%	40%
			N.P.Q	N	N*						**		*	
Net: Disagree	36%	42%	12%	30%	26%	30%	38%	42%	40%	38%	52%	31%	35%	32%
		O.P.Q		O	O*		R	R	R		**		*	

HYM_q2_6. Are cast for no other reason but to add diversity

Unweighted base	1251	852	144	156	99	462	426	233	130	604	23	139	59	378
Base: All US adults	1251	811	148	194	98	507	388	227	129	588	24	136	60	391
Strongly agree	13%	7%	37%	19%	17%	14%	15%	9%	14%	11%	6%	19%	14%	15%
			N.P.Q	N	N*	T	T				**	V	*	V
Somewhat agree	23%	20%	30%	28%	21%	21%	25%	25%	21%	22%	33%	15%	33%	25%
			N	N	*						**		X*	X
Somewhat disagree	14%	16%	7%	18%	7%	14%	14%	16%	13%	16%	11%	16%	13%	12%
		O.Q		O.Q	*						**		*	
Strongly disagree	23%	30%	5%	7%	18%	16%	23%	32%	31%	25%	24%	22%	19%	21%
		O.P.Q		O.P*			R	R.S	R	AA	**		*	
Don't know	27%	27%	22%	27%	36%	34%	24%	19%	22%	27%	25%	28%	22%	27%
				N.O*	S.T.U						**		*	
Net: Agree	36%	28%	67%	48%	38%	35%	40%	33%	34%	32%	40%	34%	47%	40%
			N.P.Q	N	N*						**		V*	V
Net: Disagree	37%	46%	12%	26%	26%	31%	37%	48%	43%	41%	36%	38%	32%	32%
		O.P.Q		O	O*			R.S	R	Z	**		*	

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

HYM_q3_1. When I was growing up I struggled to find role models who looked like me in movies and TV

Unweighted base	1251	852	144	156	99	462	426	233	130	604	23	139	59	378
Base: All US adults	1251	811	148	194	98	507	388	227	129	588	24	136	60	391
Strongly agree	22%	16%	42%	25%	36%	22%	23%	20%	19%	17%	46%	26%	20%	25%
			N.P	N	N*						**	V	*	V
Somewhat agree	18%	15%	19%	25%	20%	19%	17%	17%	16%	19%	14%	19%	5%	18%
				N	*					Y	**	Y	*	Y
Somewhat disagree	17%	20%	10%	14%	6%	15%	17%	19%	18%	18%	8%	19%	12%	16%
		O.Q			*						**		*	
Strongly disagree	25%	32%	10%	11%	14%	20%	25%	30%	31%	29%	21%	19%	44%	19%
		O.P.Q			*			R	R	X.Z.AA	**		V.X.Z.AA*	
Don't know	19%	18%	19%	25%	24%	24%	18%	14%	16%	17%	11%	18%	18%	23%
				*	S.T.U						**		*	V
Net: Agree	39%	31%	61%	50%	56%	41%	40%	37%	35%	36%	60%	44%	25%	43%

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Diversity in Movies and Oscars
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	Total	Children under the age of 18			Income					Type of Area Lived in			
		Domestic / civil partnership	Yes	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k +	Prefer not to say	Urban	Suburb / Town	Rural	Other
Net: Agree	39%	* 45%	40%	AB 38%	42%	38%	37%	40%	AD.AE.AF.AG 36%	44%	35%	41%	** 38%
Net: Disagree	35%	* 24%	40%	34%	30%	41%	40%	35%	25%	AJ 34%	38%	31%	** 36%

HYM_q2_5. Get killed off more/earlier than other characters

Unweighted base	1251	48	282	969	318	261	334	177	161	396	600	246	9
Base: All US adults	1251	52	278	973	316	269	337	170	159	407	595	239	10
Strongly agree	15%	18% *	16%	15%	18%	13%	15%	14%	12%	19%	14%	10%	47% **
Somewhat agree	21%	21% *	23%	21%	22%	24%	21%	21%	15%	AJ.AK 23%	19%	25%	- **
Somewhat disagree	21%	23% *	22%	21%	18%	23%	23%	22%	17%	20%	21%	21%	16% **
Strongly disagree	15%	11% *	14%	15%	11%	15%	16%	17%	18%	AD 12%	17%	15%	- **
Don't know	28%	27% *	25%	29%	31%	24%	25%	26%	38% AE.AF.AG	26%	30%	29%	37% **
Net: Agree	36%	39% *	39%	36%	40%	38%	36%	35%	28%	42%	33%	35%	47% **
Net: Disagree	36%	34% *	36%	36%	28%	38%	39%	38%	34%	AJ 32%	38%	37%	16% **

HYM_q2_6. Are cast for no other reason but to add diversity

Unweighted base	1251	48	282	969	318	261	334	177	161	396	600	246	9
Base: All US adults	1251	52	278	973	316	269	337	170	159	407	595	239	10
Strongly agree	13%	19% *	14%	13%	17%	15%	13%	11%	8%	16%	12%	11%	29% **
Somewhat agree	23%	23% *	24%	22%	24%	22%	22%	23%	21%	25%	23%	19%	18% **
Somewhat disagree	14%	18% *	17%	14%	13%	16%	15%	16%	12%	17%	12%	15%	27% **
Strongly disagree	23%	10% *	22%	23%	14%	23%	29%	24%	23%	AD 18%	AI 27%	21%	- **
Don't know	27%	29% *	22%	28%	31%	25%	20%	26%	36% AE.AF	24%	26%	34%	26% **
Net: Agree	36%	42% *	38%	36%	41%	37%	35%	34%	29%	41%	35%	30%	47% **
Net: Disagree	37%	29% *	40%	36%	28%	38%	44%	40%	35%	AK 35%	39%	36%	27% **

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

HYM_q3_1. When I was growing up I struggled to find role models who looked like me in movies and TV

Unweighted base	1251	48	282	969	318	261	334	177	161	396	600	246	9
Base: All US adults	1251	52	278	973	316	269	337	170	159	407	595	239	10
Strongly agree	22%	31% V*	22%	22%	27%	20%	19%	24%	20%	24%	21%	18%	38% **
Somewhat agree	18%	12% *	25%	16%	19%	21%	18%	16%	9%	22%	17%	11%	7% **
Somewhat disagree	17%	16% *	18%	16%	14%	20%	18%	15%	16%	AK 17%	AK 16%	18%	18% **
Strongly disagree	25%	10% *	20%	26%	18%	23%	32%	27%	24%	AD.AE 19%	AI 27%	AI 28%	24% **
Don't know	19%	30% V*	16%	21%	22%	17%	14%	18%	31% AE.AF.AG	18%	18%	24%	13% **
Net: Agree	39%	43%	46%	37%	46%	41%	37%	40%	29%	46%	39%	30%	45%

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Total	Gender		Generation							Region			
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West
		A B	** 26% **	G 34%	G 41%	G 46% D	* 59% D,E,F*	** - **	** - **	42%	44%	40%	41%

HYM_q3_2. I find that the portrayal of people like me are often one-dimensional or stereotypes

Unweighted base	1251	556	695	22	389	326	420	94	-	-	224	276	460	291
Base: All US adults	1251	606	645	25	405	309	413	99	-	-	223	263	470	295
Strongly agree	22%	22%	22%	37%	26%	20%	21%	12%	-	-	20%	20%	21%	27%
				**	G		G	*	**	**				
Somewhat agree	25%	23%	27%	35%	20%	27%	27%	28%	-	-	25%	27%	26%	21%
				**				*	**	**				
Somewhat disagree	18%	17%	19%	22%	15%	18%	21%	17%	-	-	19%	17%	19%	17%
				**				*	**	**				
Strongly disagree	13%	17%	10%	-	12%	17%	11%	20%	-	-	13%	16%	12%	14%
		B		**		D,F		F*	**	**				
Don't know	21%	22%	21%	6%	26%	17%	20%	24%	-	-	23%	20%	22%	21%
				**	E			*	**	**				
Net: Agree	47%	45%	49%	72%	46%	47%	48%	40%	-	-	45%	47%	47%	48%
				**				*	**	**				
Net: Disagree	32%	34%	29%	22%	27%	35%	32%	36%	-	-	32%	33%	31%	31%
				**		D		*	**	**				

HYM_q3_3. Hollywood would do a better job portraying people like me if they hired directors who've had similar life experiences as me

Unweighted base	1251	556	695	22	389	326	420	94	-	-	224	276	460	291
Base: All US adults	1251	606	645	25	405	309	413	99	-	-	223	263	470	295
Strongly agree	26%	26%	25%	40% **	29%	22%	25%	21% *	- **	- **	25%	24%	26%	27%
Somewhat agree	31%	30%	32%	34% **	30%	31%	31%	34% *	- **	- **	32%	30%	34%	27%
Somewhat disagree	9%	8%	10%	15% **	8%	13% D, G	9%	5% *	- **	- **	7%	12%	9%	10%
Strongly disagree	9%	12% B	6%	4% **	7%	9%	10%	11% *	- **	- **	7%	10%	7%	11%
Don't know	25%	24%	26%	7% **	26%	24%	24%	28% *	- **	- **	28%	25%	24%	24%
Net: Agree	57%	56%	58%	75% **	59%	53%	57%	55% *	- **	- **	57%	54%	60%	54%
Net: Disagree	18%	20%	16%	18% **	15%	22% D	19%	17% *	- **	- **	14%	22% J	16%	21%

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): 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, Minimum Base: 30 (**), Small Base: 100 (**))

YouGov Omnibus
Diversity in Movies and Oscars
CUSTOM Sample: 11th - 12th February 2019



Total	Race				Education				Marital Status				
	White	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married
		N	N	N*						**	Y	*	V.Y
Net: Disagree	41%	52%	20%	25%	35%	42%	49%	50%	47%	29%	38%	56%	35%
	O.P.Q			*		R	R	R	Z.AA	**		X.Z.AA*	

HYM_q3_2. I find that the portrayal of people like me are often one-dimensional or stereotypes

Unweighted base	1251	852	144	156	99	462	426	233	130	604	23	139	59	378
Base: All US adults	1251	811	148	194	98	507	388	227	129	588	24	136	60	391
Strongly agree	22%	16%	44%	26%	34%	19%	26%	19%	26%	19%	43%	25%	13%	25%
			N.P	N	N*		R.T				**		*	V.Y
Somewhat agree	25%	25%	22%	28%	23%	25%	23%	28%	23%	27%	20%	25%	34%	22%
					*						**		AA*	
Somewhat disagree	18%	22%	11%	14%	8%	18%	17%	19%	21%	18%	16%	21%	19%	17%
		O.Q			*						**		*	
Strongly disagree	13%	16%	7%	10%	10%	12%	12%	18%	14%	17%	7%	11%	10%	11%
		O			*			R.S		Z	**		*	
Don't know	21%	22%	16%	22%	26%	26%	21%	15%	16%	20%	15%	19%	24%	25%
					*	T.U				**	**		*	
Net: Agree	47%	41%	66%	54%	57%	44%	49%	47%	49%	46%	63%	50%	46%	47%
			N	N	N*						**		*	
Net: Disagree	32%	38%	18%	24%	18%	29%	30%	38%	35%	34%	22%	32%	29%	28%
		O.P.Q			*			R.S		Z	**		*	

HYM_q3_3. Hollywood would do a better job portraying people like me if they hired directors who've had similar life experiences as me

Unweighted base	1251	852	144	156	99	462	426	233	130	604	23	139	59	378
Base: All US adults	1251	811	148	194	98	507	388	227	129	588	24	136	60	391
Strongly agree	26%	20%	49%	27%	36%	27%	27%	20%	26%	21%	39%	30%	22%	29%
			N.P		N*						**	V	*	V
Somewhat agree	31%	32%	23%	35%	29%	30%	35%	33%	22%	33%	32%	33%	32%	31%
		O			*		U	U		AA	**	AA	AA*	AA
Somewhat disagree	9%	11%	6%	8%	5%	7%	8%	12%	18%	10%	3%	9%	8%	9%
					*			R	R.S	**	**		*	
Strongly disagree	9%	11%	3%	5%	3%	8%	7%	11%	16%	11%	11%	8%	10%	6%
		O.P.Q			*				R.S	Z	**		*	
Don't know	25%	26%	20%	25%	27%	28%	23%	24%	18%	25%	15%	21%	28%	25%
					*	U				**	**		*	
Net: Agree	57%	52%	72%	62%	65%	57%	62%	53%	48%	54%	71%	62%	54%	60%
			N		N*		T.U				**		*	
Net: Disagree	18%	22%	9%	13%	8%	15%	15%	23%	34%	21%	14%	17%	18%	15%
		O.P.Q			*			R.S	R.S.T	Z	**		*	

Cell Contents (Col

YouGov Omnibus
Diversity in Movies and Oscars
CUSTOM Sample: 11th - 12th February 2019



Total		Children under the age of 18		Income					Type of Area Lived in			
	Domestic / civil partnership	Yes	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k +	Prefer not to say	Urban	Suburb / Town	Rural	Other
	*	AC		AF,AH	AH		AH		AJ,AK	AK		**
41%	26%	38%	42%	32%	43%	49%	42%	40%	36%	43%	46%	42%
	*				AD	AD	AD			AI	AI	**

HYM_q3_2. I find that the portrayal of people like me are often one-dimensional or stereotypes

Unweighted base	1251	48	282	969	318	261	334	177	161	396	600	246	9
Base: All US adults	1251	52	278	973	316	269	337	170	159	407	595	239	10
Strongly agree	22%	26%	24%	21%	23%	19%	21%	27%	20%	24%	21%	20%	29%
		*											**
Somewhat agree	25%	16%	30%	24%	25%	30%	26%	20%	20%	25%	26%	24%	18%
		*	AC			AG.AH							**
Somewhat disagree	18%	28%	18%	18%	17%	19%	19%	20%	15%	18%	19%	17%	7%
		*											**
Strongly disagree	13%	6%	11%	14%	10%	14%	18%	14%	10%	13%	14%	13%	11%
		*					AD.AH						**
Don't know	21%	24%	17%	23%	25%	18%	16%	19%	35%	19%	21%	26%	35%
		*	AB		AF				AD.AE.AF.AG				**
Net: Agree	47%	42%	54%	45%	48%	50%	47%	47%	40%	49%	47%	44%	47%
		*	AC										**
Net: Disagree	32%	34%	30%	32%	27%	32%	37%	34%	25%	32%	32%	30%	18%
		*				AD.AH							**

HYM_q3_3. Hollywood would do a better job portraying people like me if they hired directors who've had similar life experiences as me

Unweighted base	1251	48	282	969	318	261	334	177	161	396	600	246	9
Base: All US adults	1251	52	278	973	316	269	337	170	159	407	595	239	10
Strongly agree	26%	34%	28%	25%	30%	26%	23%	26%	22%	29%	24%	25%	29%
		*			AF								**
Somewhat agree	31%	14%	30%	32%	32%	34%	33%	26%	26%	33%	31%	29%	35%
		*											**
Somewhat disagree	9%	15%	13%	9%	6%	10%	12%	13%	6%	10%	10%	7%	-
		*	AC				AD.AH	AD					**
Strongly disagree	9%	5%	9%	9%	6%	8%	11%	13%	8%	7%	10%	9%	11%
		*					AD	AD					**
Don't know	25%	32%	20%	26%	27%	22%	21%	22%	38%	22%	25%	30%	26%
		*	AB						AD.AE.AF.AG			AI	**
Net: Agree	57%	48%	58%	56%	62%	60%	56%	52%	48%	61%	55%	54%	63%
		*			AG.AH	AH							**
Net: Disagree	18%	20%	22%	17%	12%	18%	23%	26%	14%	17%	20%	15%	11%
		*				AD.AH	AD.AH						**

Cell Contents (Col