## YouGov <br> What the world thinks

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

## Conducted by YouGov

On behalf of YouGov Omnibus
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What the world thinks
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 espondents 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 +1888.729 .0773 or email omnibus.us@yougov.com quoting the surve detail

## 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 Commissione
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 targe population to be considered statistically reliable. These figures will be italicised.

## YouGov Omnibus

Diversity in Movies and Oscars
custom Sample: 11th - 12th February 201

| YouGov <br> What the world thinks | Total | Gender |  | Generation |  |  |  |  |  |  | Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | $\begin{gathered} \text { Gen } Z(2000 \text { and } \\ \text { later) } \end{gathered}$ | $\begin{aligned} & \text { Millennial (1982- } \\ & \text { 1999) } \end{aligned}$ | $\begin{gathered} \text { Gen X (1965- } \\ \text { 1981) } \end{gathered}$ | 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 | 1 | J | к | 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 movierTV 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\% | $\begin{gathered} 44 \% \\ \text { D } \end{gathered}$ | $\begin{gathered} 46 \% \\ \mathrm{D} \\ \hline \end{gathered}$ | $\begin{gathered} 51 \% \\ \mathrm{D}^{*} \end{gathered}$ | * | - | 40\% | 42\% | 43\% | 36\% |
| White people | 63\% | 61\% | 65\% | $75 \%$ | 59\% | 60\% | $\begin{aligned} & \text { 69\% } \\ & \text { D.E } \end{aligned}$ | $63 \%$ | * | $\cdots$ | 64\% | 66\% | 62\% | 63\% |
| Asian people | 27\% | 29\% | 26\% | 23\% | 20\% | $\begin{gathered} 31 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 31 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 32 \% \\ \mathrm{D}^{*} \end{gathered}$ | - | - | 26\% | 30\% | 28\% | 25\% |
| Hispanic people | 32\% | 34\% | 30\% | $\underset{\substack{26 \% \\ \cdots}}{ }$ | 26\% | $\begin{gathered} \text { 35\% } \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} \text { 36\% } \\ \mathrm{D} \end{gathered}$ | 32\% | $\cdots$ | $\cdots$ | 32\% | 32\% | 33\% | 31\% |
| Men | 54\% | 52\% | 57\% | 68\% | 50\% | 49\% | $\begin{aligned} & \text { 60\% } \\ & \text { D.E } \end{aligned}$ | 60\% | $\stackrel{\square}{*}$ | - | 53\% | 58\% | 54\% | 52\% |
| Women | 43\% | 45\% | 41\% | 44\% | 35\% | $\begin{gathered} 42 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} \text { 48\% } \\ \mathrm{D} \end{gathered}$ | $\begin{aligned} & 58 \% \\ & \text { D.E }{ }^{*} \end{aligned}$ | - | - | 41\% | 43\% | 45\% | 42\% |
| LGBtQ | 27\% | $\begin{gathered} 31 \% \\ B \end{gathered}$ | 24\% | $\stackrel{15 \%}{ }$ | 21\% | $\begin{gathered} 32 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 30 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 31 \% \\ \mathrm{D}^{*} \end{gathered}$ | $\div$ | - | 28\% | 29\% | 28\% | 23\% |
| Physically handicapped | 17\% | 19\% | 15\% | 22\% | 14\% | $\underset{\text { D }}{\substack{20 \% \\ 0}}$ | 19\% | $\stackrel{16 \%}{ }$ | $\stackrel{\square}{*}$ | $\cdots$ | 16\% | 18\% | 17\% | 17\% |
| Mentally disabled | 15\% | $\begin{gathered} 17 \% \\ \mathrm{~B} \end{gathered}$ | 12\% | 13\% | 13\% | 17\% | 16\% | 10\% | $\cdots$ |  | 13\% | 17\% | 14\% | 14\% |
| None of these | 17\% | 17\% | 18\% | 18\% | 19\% | 20\% | 14\% | 17\% | $\cdots$ | - | 19\% | 16\% | 16\% | 19\% |
| HYM_91_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\% | $\stackrel{35 \%}{*}$ | $\begin{aligned} & 33 \% \\ & \text { E.F.G } \end{aligned}$ | 24\% | 22\% | 18\% | $\div$ | - | 26\% | 25\% | 25\% | 29\% |
| White people | 9\% | $\begin{gathered} 11 \% \\ B \end{gathered}$ | 6\% | $\stackrel{\square}{*}$ | 10\% | 8\% | 9\% | 5\% | * | - | 6\% | 9\% | 8\% | $\begin{gathered} 11 \% \\ j \end{gathered}$ |
| Asian people | 29\% | 27\% | 32\% | 35\% | $\begin{aligned} & 37 \% \\ & \text { E.F.G } \end{aligned}$ | $\begin{gathered} 27 \% \\ G \end{gathered}$ | $\begin{gathered} 26 \% \\ G \end{gathered}$ | 16\% | $\div$ | - | 31\% | 28\% | 26\% | $\underset{\mathrm{L}}{\frac{35 \%}{}}$ |
| Hispanic people | 29\% | 29\% | 29\% | 43\% | $\begin{aligned} & 34 \% \\ & F . G \end{aligned}$ | 28\% | 26\% | 20\% | : | $\cdots$ | 30\% | 29\% | 25\% | $\begin{gathered} 34 \% \\ \text { L4\% } \end{gathered}$ |
| Men | $8 \%$ | 9\% | 7\% | $\stackrel{4 \%}{4 \%}$ | 7\% | 8\% | 9\% | 8\% | - | - | 5\% | $\underset{\mathrm{j}}{9 \%}$ | 6\% | $\begin{gathered} \text { 12\% } \\ \text { j.L } \\ \hline \end{gathered}$ |
| Women | 16\% | 12\% | $\stackrel{20 \%}{\mathrm{~A}}$ | 13\% | $\begin{gathered} \text { 20\%\% } \\ \text { E.G } \end{gathered}$ | 13\% | $\begin{gathered} 17 \% \\ \mathrm{G} \end{gathered}$ | 8\% | $\cdots$ | - | 13\% | 15\% | 15\% | $\stackrel{20 \%}{20}$ |
| Lgbte | 27\% | 25\% | 30\% | $42 \%$ | $\begin{aligned} & 34 \% \\ & \text { E.F.G } \end{aligned}$ | $\begin{gathered} 25 \% \\ 6 \end{gathered}$ | $\begin{gathered} 26 \% \\ 6 \end{gathered}$ | 14\% | $\cdots$ |  | 25\% | 29\% | 25\% | 31\% |
| Physically handicapped | 42\% | 36\% | $\stackrel{47 \%}{A}$ | 56\% | 41\% | 40\% | 43\% | 40\% | $\cdots$ | $\cdots$ | 43\% | 43\% | 38\% | 44\% |
| Mentally disabled | 39\% | 35\% | $\begin{gathered} 43 \% \\ A 3 \\ \hline \end{gathered}$ | 57\% | $\frac{40 \%}{6}$ | $\begin{gathered} 40 \% \\ \mathrm{G} \end{gathered}$ | $\begin{gathered} 40 \% \\ \mathrm{G} \end{gathered}$ | 27\% | $\cdots$ | - | 38\% | 43\% | 36\% | 41\% |
| None of these | 31\% | 33\% | 30\% | $33 \%$ | 28\% | 32\% | 33\% | $37 \%$ | $\cdots$ |  | 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 | - | $\cdot$ | 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\% |

## YouGov Omnibus

Diversity in Movies and Oscars
custom Sample: 11th - 12th February 201

| YouGov <br> What the world thinks | Total | Race |  |  |  | Education |  |  |  | Marital Status |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | White | Black | Hispanic | Other (NET) | No HS, High school graduate | $\begin{aligned} & \text { Some college, } 2 \text { - } \\ & = \\ & \text { year } \end{aligned}$ | 4-year | Post Grad | Married | Separated | Divorced | Widowed | Never married |
|  |  | N | 0 | 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_91_1. There are a sufficient number of movierTV 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\% | $\begin{aligned} & \text { 46\% } \\ & \text { o.P.Q } \end{aligned}$ | 28\% | 34\% | ${ }^{29 \%}$ | 42\% | 40\% | 44\% | 35\% | $\frac{44 \%}{z}$ | 46\% | $\begin{gathered} 46 \% \\ z \end{gathered}$ | $\begin{gathered} 50 \% \\ z^{*} \end{gathered}$ | 33\% |
| White people | 63\% | $\begin{aligned} & 67 \% \\ & 0 . P \end{aligned}$ | 53\% | 58\% | 58\% | 54\% | 66\% | $\begin{gathered} 744 \% \\ \text { R.S } \end{gathered}$ | $\begin{gathered} 75 \% \\ R \end{gathered}$ | 65\% | 64\% | 62\% | 60\% | 61\% |
| Asian people | 27\% | 32\% | 15\% | 19\% | 21\% | 27\% | 27\% | 31\% | 26\% | $\begin{gathered} 30 \% \\ z \end{gathered}$ | 36\% | 29\% | $\begin{gathered} 37 \% \\ z^{*} \end{gathered}$ | 21\% |
| Hispanic people | $32 \%$ | 36\% | 15\% | $\begin{gathered} 31 \% \\ 0 \end{gathered}$ | $\begin{gathered} \text { 28\% } \\ 0^{*} \end{gathered}$ | 33\% | 30\% | $34 \%$ | 29\% | $\begin{gathered} 35 \% \\ z \end{gathered}$ | 35\% | 33\% | 38\% | 26\% |
| Men | 54\% | $\begin{aligned} & \text { 61\% } \\ & \text { OPPQ } \end{aligned}$ | 38\% | 43\% | 44\% | 46\% | $\begin{gathered} 56 \% \\ \mathrm{R} \end{gathered}$ | $\begin{aligned} & \begin{array}{l} 67 \% \\ \text { R.S } \end{array}, ~ \end{aligned}$ | $\begin{gathered} 59 \% \\ R \end{gathered}$ | 55\% | $61 \%$ | 53\% | ${ }^{64 \%}$ | 50\% |
| Women | 43\% | $\begin{aligned} & 49 \% \\ & \text { o.P.Q } \end{aligned}$ | 29\% | 31\% | $\stackrel{35 \%}{*}$ | 40\% | 44\% | $\begin{gathered} 50 \% \\ R \end{gathered}$ | 40\% | $\begin{gathered} 45 \% \\ z \end{gathered}$ | 49\% | 45\% | $\begin{gathered} \text { 55\% } \\ \mathrm{z}^{*} \end{gathered}$ | 37\% |
| Lgbte | 27\% | 32\% | 18\% | 20\% | 19\% | 25\% | 27\% | $\begin{gathered} 33 \% \\ R \end{gathered}$ | 27\% | $\begin{gathered} 31 \% \\ z \end{gathered}$ | $\underset{\text { 10\% }}{\text { \% }}$ | $\stackrel{32 \%}{{ }_{z}^{32}}$ | $\begin{gathered} \text { 33\% } \\ z^{*} \end{gathered}$ | 20\% |
| Physically handicapped | 17\% | 19\% | 12\% | 14\% | 20\% | 16\% | 19\% | 19\% | 14\% | 18\% | 15\% | 18\% | $\stackrel{19 \%}{ }$ | 15\% |
| Mentally disabled | 15\% | 16\% | 12\% | 10\% | 16\% | 15\% | 14\% | 16\% | 15\% | 14\% | $4 \%$ | 19\% | ${ }^{13 \%}$ | 13\% |
| None of these | 17\% | 17\% | 18\% | 18\% | $\stackrel{21 \%}{ }$ | $\begin{aligned} & 23 \% \\ & \text { s.t.u } \end{aligned}$ | 16\% | 11\% | 12\% | 16\% | 20\% | 17\% | * ${ }^{\text {\% }}$ | 20\% |
| 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\% | $\begin{aligned} & \text { 48\% } \\ & \text { N.P.Q } \end{aligned}$ | 20\% | 28\% | 17\% | $\begin{gathered} 30 \% \\ \mathrm{R} \end{gathered}$ | $\begin{gathered} 33 \% \\ \mathrm{B3} \mathrm{\%} \end{gathered}$ | $\begin{gathered} 39 \% \\ R \end{gathered}$ | 23\% | 37\% | 20\% | 26\% | $\begin{aligned} & 32 \% \\ & \text { v.x } \end{aligned}$ |
| White people | 9\% | 9\% | 4\% | 8\% | $\begin{gathered} \text { 12\% } \\ 0^{2 \%} \end{gathered}$ | 8\% | 8\% | 9\% | 11\% | $\begin{gathered} 10 \% \\ z \end{gathered}$ | 7\% | $\begin{gathered} 13 \% \\ z \end{gathered}$ | 7\% | 5\% |
| Asian people | 29\% | 28\% | 30\% | 28\% | $\begin{gathered} 38 \% \\ \mathrm{~N}^{*} \end{gathered}$ | 19\% | $\begin{gathered} 30 \% \\ R \end{gathered}$ | $\begin{aligned} & 45 \% \\ & \text { R.S } \end{aligned}$ |  | 25\% | $29 \%$ | 25\% | ${ }^{25 \%}$ | $\begin{gathered} 35 \% \\ \mathrm{v} . \mathrm{x} \end{gathered}$ |
| Hispanic people | 29\% | 27\% | 25\% | $\begin{aligned} & \text { 41\% } \\ & \text { N.O.Q } \end{aligned}$ | 26\% | 22\% | $\begin{gathered} 30 \% \\ R \end{gathered}$ | $\begin{gathered} 37 \% \\ R \end{gathered}$ | $\begin{gathered} 39 \% \\ R \end{gathered}$ | 26\% | 33\% | 24\% | 26\% | $\stackrel{\substack{3 \% \\ v}}{ }$ |
| Men | 8\% | 7\% | 8\% | 8\% | $12 \%$ | 6\% | 8\% | 10\% | $\begin{gathered} \text { 12\% } \\ \text { R } \end{gathered}$ | 9\% | 7\% | 7\% | 6\% | 7\% |
| Women | 16\% | 17\% | 12\% | 15\% | 20\% | 11\% | $\begin{gathered} \text { 16\% } \\ R \end{gathered}$ | $\begin{aligned} & \begin{array}{c} 23 \% \\ \text { R.S } \end{array} \end{aligned}$ | $\underset{\substack{27 \% \\ \text { R.S }}}{ }$ | 15\% | 29\% | 16\% | 10\% | 16\% |
| lgbte | 27\% | $\begin{gathered} \text { 30\% } \\ \hline \end{gathered}$ | 26\% | 18\% | 29\% | 19\% | $\stackrel{\text { 28\% }}{\substack{\mathrm{R}}}$ | 36\% | $\begin{aligned} & 43 \% \\ & \text { R.S } \end{aligned}$ | 23\% | 30\% | 25\% | 15\% | 35\% v.X.Y |
| Physically handicapped | 42\% | $\begin{aligned} & \text { 45\% } \\ & \text { o.P } \end{aligned}$ | 31\% | 34\% | $41 \%$ | 34\% | $\begin{gathered} 42 \% \\ \mathrm{R} \end{gathered}$ | $\begin{aligned} & 51 \% \\ & \text { R.S } \end{aligned}$ | $\begin{gathered} 52 \% \\ \mathrm{R} \end{gathered}$ | 41\% | $45 \%$ | 36\% | $\stackrel{42 \%}{ }$ | 43\% |
| Mentally disabled | 39\% | $\begin{aligned} & 44 \% \\ & 0 . p \end{aligned}$ | 27\% | 32\% | 35\% | 30\% | $\begin{gathered} 43 \% \\ \mathrm{R} \end{gathered}$ | $\stackrel{47 \%}{{ }_{R}^{27 \%}}$ | $\begin{gathered} 50 \% \\ \mathrm{R} \end{gathered}$ | 38\% | 45\% | 37\% | 32\% | 41\% |
| None of these | 31\% | $\begin{gathered} 34 \% \\ 34 \% \\ 0 \end{gathered}$ | 22\% | 28\% | $\stackrel{32 \%}{*}$ | $\begin{aligned} & \text { 38\% } \\ & \text { s.t.u } \end{aligned}$ | 29\% | 25\% | 24\% | 32\% | 31\% | 37\% | 40\% | 29\% |
| 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\% |

## YouGov Omnibus

Diversity in Movies and Oscars
custom Sample: 11th - 12th February 201

| YouGov <br> What the world thinks | Total |  | Children under the age of 18 |  | Income |  |  |  |  | Type of Area Lived in |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Domestic / civil partnership | Yes | No | Under $\$ 30 \mathrm{k}$ | $\$ 30,000$ to \$49,999 | $\$ 50,000 \text { to }$ $\$ 99,999$ | \$100k + | Prefer not to say | Urban | Suburb/Town | Rural | Other |
|  |  | AA | AB | AC | AD | AE | AF | AG | Ан | Al | 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 movierTV 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\% | $\begin{aligned} & \text { 48\% } \\ & \text { AD.AG } \end{aligned}$ | 41\% | 38\% | 38\% | 35\% | $\begin{gathered} 43 \% \\ \mathrm{Al}^{43} \end{gathered}$ | $\begin{gathered} \text { 46\%\%} \\ \text { AI } \end{gathered}$ | $29 \%$ |
| White people | 63\% | 74\% | 60\% | 64\% | 55\% | $\begin{gathered} 68 \% \\ \text { AD } \end{gathered}$ | $\begin{aligned} & \text { 67\% } \\ & A D \end{aligned}$ | $\begin{aligned} & 68 \% \\ & \text { AD } \end{aligned}$ | 60\% | 61\% | $\begin{aligned} & \text { 67\% } \\ & \text { 61.AK } \end{aligned}$ | 58\% | 48\% |
| Asian people | 27\% | $\stackrel{22 \%}{ }$ | 28\% | 27\% | 23\% | 30\% | 29\% | 30\% | 27\% | 23\% | 28\% | $\underset{\substack{33 \% \\ \mathrm{Al}}}{\substack{\text { an }}}$ | $29 \%$ |
| Hispanic people | 32\% | 32\% | $34 \%$ | 31\% | 28\% | $\begin{gathered} 37 \% \\ A D \end{gathered}$ | 32\% | 32\% | 32\% | 27\% | $\underset{\text { Al }}{34 \%}$ | $\begin{gathered} 37 \% \\ \text { A1 } \end{gathered}$ | $\underset{\substack{29 \% \\ \%}}{ }$ |
| Men | 54\% | 60\% | 50\% | 55\% | 46\% | $\begin{gathered} 57 \% \\ \text { AD } \end{gathered}$ | $\begin{gathered} 58 \% \\ \text { AD } \end{gathered}$ | $\begin{aligned} & 57 \% \\ & \text { AD } \end{aligned}$ | 54\% | 50\% | $\begin{aligned} & \text { 58\% } \\ & \hline A \end{aligned}$ | 54\% | 48\% |
| Women | 43\% | ${ }^{38 \%}$ | 43\% | 43\% | 39\% | 47\% | 42\% | 45\% | 44\% | 35\% | $\begin{gathered} \text { 45\% } \\ \text { AI } \end{gathered}$ | $\begin{gathered} \text { 50\% } \\ \text { Al } \end{gathered}$ | $48 \%$ |
| LgbtQ | 27\% | 26\% | 28\% | 27\% | 21\% | $\begin{gathered} 33 \% \\ A D \end{gathered}$ | $\begin{gathered} 29 \% \\ A D \end{gathered}$ | $\begin{gathered} 30 \% \\ \text { AD } \end{gathered}$ | 25\% | 19\% | $31 \%$ | $34 \%$ | $29 \%$ |
| 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\% | $\begin{gathered} 23 \% \\ \text { AE.AF.AG } \end{gathered}$ | 14\% | 14\% | 13\% | $\begin{gathered} 24 \% \\ \text { AE.AF.AG } \end{gathered}$ | 18\% | 15\% | 20\% | $\stackrel{45 \%}{*}$ |
| HYM_91_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\% | $\begin{aligned} & 31 \% \\ & \text { AD.AE } \end{aligned}$ | $\begin{gathered} 31 \% \\ \text { AD.AE } \end{gathered}$ | $\begin{gathered} \text { 29\% } \\ \text { AE } \end{gathered}$ | $\begin{gathered} \begin{array}{c} 31 \% \\ \text { AK } \end{array} \end{gathered}$ | $\begin{gathered} \text { 26\% } \\ \text { AK } \end{gathered}$ | 18\% | $37 \%$ |
| White people | 9\% | 5\% | $\begin{aligned} & \text { 14\%\% } \\ & \text { AC } \end{aligned}$ | 7\% | 7\% | 6\% | 9\% | $\begin{aligned} & 13 \% \\ & \text { AD.AE } \end{aligned}$ | 9\% | 10\% | 7\% | 10\% | * |
| Asian people | 29\% | $\begin{aligned} & 50 \% \\ & v \times . Y^{*} \end{aligned}$ | 29\% | 29\% | 26\% | 24\% | 31\% | $\begin{gathered} 37 \% \\ \text { AD.AE } \end{gathered}$ | 32\% | $\begin{gathered} 33 \% \\ A K \end{gathered}$ | $\begin{gathered} \begin{array}{c} 30 \% \\ \text { AK } \end{array} \end{gathered}$ | 22\% | 18\% |
| Hispanic people | 29\% | $\begin{gathered} 50 \% \\ \text { v.X.Y.Z** } \end{gathered}$ | 29\% | 29\% | 26\% | 26\% | 31\% | 31\% | 32\% | $\begin{aligned} & 34 \% \\ & \text { AJ.AK } \end{aligned}$ | 28\% | 24\% | $\underset{\substack{18 \%}}{ }$ |
| Men | 8\% | 14\% | 10\% | 7\% | 7\% | 5\% | $\begin{aligned} & 9 \% \\ & \text { AE } \end{aligned}$ | $\begin{gathered} 11 \% \\ \text { AE } \end{gathered}$ | 9\% | 9\% | 7\% | 10\% | $\cdots$ |
| Women | 16\% | 23\% | 17\% | 16\% | 14\% | 12\% | 18\% | $\underset{\text { A0\% }}{\substack{\text { AE }}}$ | 18\% | 19\% | 15\% | 14\% | - |
| LGBtQ | 27\% | $\begin{aligned} & 45 \% \\ & v . \times Y^{*} \end{aligned}$ | 23\% | $\begin{gathered} 29 \% \\ A B \end{gathered}$ | 26\% | 22\% | $\begin{gathered} 32 \% \\ \text { AE } \end{gathered}$ | 30\% | 27\% | $\begin{gathered} \text { 29\% } \\ \mathrm{AK} \end{gathered}$ | $\begin{gathered} 29 \% \\ \mathrm{AK} \end{gathered}$ | 20\% | 18\% |
| Physically handicapped | 42\% | 49\% | 38\% | 43\% | 38\% | 42\% | 41\% | $\begin{gathered} 49 \% \\ \text { AD } \end{gathered}$ | 42\% | 39\% | $\begin{gathered} 45 \% \\ \text { AK } \end{gathered}$ | 37\% | $35 \%$ |
| Mentally disabled | 39\% | $\begin{gathered} 52 \% \\ \gamma^{5 \%} \end{gathered}$ | 37\% | 40\% | 34\% | 37\% | $\begin{aligned} & 44 \% \\ & \text { AD } \end{aligned}$ | $\begin{gathered} \text { AD.AE.AH } \\ \text { AD.AH } \end{gathered}$ | 34\% | 38\% | 41\% | 37\% | 28\% |
| None of these | 31\% | $\stackrel{27 \%}{ }$ | 28\% | 32\% | $\begin{gathered} 36 \% \\ \text { AG } \end{gathered}$ | $\begin{gathered} 33 \% \\ A G \end{gathered}$ | 30\% | 23\% | $\begin{aligned} & 34 \% \\ & \text { AG } \end{aligned}$ | 28\% | 30\% | $\begin{aligned} & \begin{array}{l} 41 \% \\ \text { Al.AJ } \end{array} \end{aligned}$ | $47 \%$ |
| 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\% |

YouGov Omnibus
Diversity in Movies and Oscars
custom Sample: 11th - 12th February 201

| YouGov <br> What the world thinks |  | Total | Gender |  | Generation |  |  |  |  |  |  | Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | Male | Female | $\underset{\text { later) }}{\text { Gen } Z(2000 \text { and }}$ | $\begin{aligned} & \text { Millennial (1982- } \\ & \text { 1999) } \end{aligned}$ | $\begin{aligned} & \text { Gen X(1965- } \\ & \text { 1981) } \end{aligned}$ | Baby Boomer (1946-1964) | $\begin{gathered} \text { Silent } \\ \text { Generation } \\ (1928-1945) \end{gathered}$ | Pre-Silent Generation (1927and earilier) | 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\% | $\div$ |  | 32\% | 34\% | 32\% | 37\% |
|  | Hispanic people | 35\% | 34\% | 36\% | 53\% | $\begin{gathered} 39 \% \\ 6 \end{gathered}$ | $\begin{gathered} 34 \% \\ 6 \end{gathered}$ | $\begin{gathered} 34 \% \\ 6 \end{gathered}$ | 19\% | : | - | 32\% | 36\% | 33\% | 38\% |
|  | Men | 26\% | 28\% | 23\% | $31 \%$ | 24\% | 24\% | 28\% | 26\% |  |  | 23\% | 30\% | 26\% | 23\% |
|  | Women | 28\% | 26\% | 30\% | $22 \%$ | 31\% | 26\% | 27\% | 29\% | $\cdots$ | - | 27\% | 30\% | 28\% | 28\% |
|  | LgbtQ | 31\% | 30\% | 31\% | $45 \%$ | $\begin{aligned} & 36 \% \\ & \text { F.G } \end{aligned}$ | $\begin{gathered} 30 \% \\ \mathrm{G} \end{gathered}$ | $\begin{gathered} 28 \% \\ G \end{gathered}$ | 18\% | $\cdots$ | - | 27\% | 33\% | 31\% | 31\% |
|  | Physically handicapped | 21\% | 21\% | 20\% | 35\% | $\begin{gathered} 24 \% \\ 6 \end{gathered}$ | $\begin{gathered} 21 \% \\ G \end{gathered}$ | 19\% | 11\% | - | * | 20\% | 23\% | 20\% | 21\% |
|  | Mentally disabled | 20\% | 20\% | 20\% | 35\% | $\begin{gathered} \text { 24\% } \\ 6 \end{gathered}$ | $\begin{gathered} 21 \% \\ G \end{gathered}$ | $\begin{gathered} 18 \% \\ \mathrm{G} \end{gathered}$ | $7 \%$ | $\div$ | $\div$ | 20\% | 22\% | 19\% | 22\% |
|  | None of these | 28\% | 27\% | 28\% | $\underset{\substack{22 \%}}{ }$ | 24\% | $\begin{gathered} 31 \% \\ \mathrm{D} \end{gathered}$ | 29\% | $\stackrel{32 \%}{*}$ | $\cdots$ | * | 26\% | 29\% | 29\% | 27\% |

HYM_91_4. I see good role models in American TV and movies
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\% | $\begin{gathered} 30 \% \\ \ldots \end{gathered}$ | 46\% | 46\% | 48\% | 49\% | * | * | $\begin{gathered} 51 \% \\ M \end{gathered}$ | $\begin{gathered} \text { 49\% } \\ M \end{gathered}$ | 47\% | 40\% |
| White peoole | 51\% | 51\% | 51\% | $56 \%$ | 47\% | 51\% | 54\% | $\stackrel{52 \%}{*}$ | $\div$ | \% | 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\% | $29 \%$ | $\div$ | \% | 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\% |
| Lgbte | 26\% | 24\% | 28\% | $22 \%$ | $\stackrel{29 \%}{\mathrm{G}}$ | 27\% | 24\% | 18\% | " | " | 26\% | 26\% | 26\% | 24\% |
| Physically handicapped | 24\% | 23\% | 25\% | 12\% | 20\% | 23\% | $\underset{\substack{28 \% \\ \mathrm{D}}}{ }$ | $\begin{aligned} & 30 \% \\ & \mathrm{D}^{*} \end{aligned}$ | $\div$ | - | 23\% | 29\% | 22\% | 23\% |
| Mentally disabled | 19\% | 18\% | 20\% | $8 \%$ | 18\% | 19\% | 20\% | 18\% | * | \% | 18\% | 20\% | 20\% | 17\% |
| None of these | 30\% | 30\% | 29\% | $\underset{\%}{28 \%}$ | 28\% | 32\% | 30\% | $\stackrel{25 \%}{*}$ | - | - | 28\% | 30\% | 28\% | 33\% |

For the following question, by "characters like me" we mean TV show or
movie characters who looklact ike you and are of the same race and sexual
ovie characters who looklact like you and are of the same race and sexua
rientation as you...To what extent do you agree or disagree with each of
he following statemen
ow.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\% | $\underset{\substack{23 \%}}{\text { \% }}$ | 26\% | 26\% | 25\% | 28\% | ** | - | 24\% | 26\% | 28\% | 23\% |
| Somewhat disagree | 21\% | 19\% | 22\% | 18\% | 18\% | 22\% | 22\% | 20\% | - | - | 19\% | 22\% | 21\% | 20\% |

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

| YouGov <br> What the world thinks |  | Total | Race |  |  |  | Education |  |  |  | Marital Status |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | White | Black | Hispanic | Other (NET) | No HS, High school graduate | Some college, 2- <br> year | 4-year | Post Grad | Married | Separated | Divorced | Widowed | Never married |
|  |  |  |  | N.P.Q |  | * |  |  | R | R |  | * |  | * |  |
|  | White people | 31\% | $\begin{gathered} 33 \% \\ 0 \end{gathered}$ | 21\% | 31\% | $\begin{gathered} 36 \% \\ 0^{* *} \end{gathered}$ | 30\% | 33\% | 35\% | 26\% | $\begin{gathered} 34 \% \\ z \end{gathered}$ | 18\% | 32\% | 33\% | 28\% |
|  | Asian people | 34\% | $\begin{gathered} \text { 35\% } \\ \hline \end{gathered}$ | $32 \%$ | 26\% | 36\% | 24\% | $\begin{gathered} 35 \% \\ R \end{gathered}$ | $\begin{aligned} & \text { 48\%\% } \\ & \text { R.S } \end{aligned}$ | $\begin{gathered} 44 \% \\ \mathrm{R} \end{gathered}$ | $\underset{y}{33 \%}$ | 50\% | $\underset{y}{29 \%}$ | 14\% | $\underset{Y}{37 \%}$ |
|  | Hispanic people | 35\% | 35\% | 33\% | 38\% | 31\% | 27\% | $\begin{gathered} 37 \% \\ R \end{gathered}$ | $\begin{aligned} & 45 \% \\ & \mathrm{R} \end{aligned}$ | $\begin{gathered} 42 \% \\ \mathrm{R} \% \end{gathered}$ | $\begin{gathered} 34 \% \\ Y \end{gathered}$ | 50\% | $\begin{gathered} 30 \% \\ Y \end{gathered}$ | 16\% | $\begin{gathered} 37 \% \\ Y \end{gathered}$ |
|  | Men | 26\% | $\begin{gathered} \text { 29\% } \\ 0 \end{gathered}$ | 13\% | 23\% | 22\% | 24\% | 25\% | 30\% | 26\% | $\begin{gathered} 29 \% \\ z \end{gathered}$ | $27 \%$ | 22\% | 26\% | 21\% |
|  | Women | 28\% | 31\% | 24\% | 22\% | 26\% | 23\% | 28\% | $\begin{aligned} & 37 \% \\ & \mathrm{RS} \end{aligned}$ | $\begin{gathered} 33 \% \\ R \end{gathered}$ | 27\% | 31\% | 26\% | 27\% | 29\% |
|  | LGBtQ | 31\% | $\begin{aligned} & 33 \% \\ & \text { 33\% } \end{aligned}$ | 28\% | 24\% | 28\% | 23\% | $\begin{gathered} 32 \% \\ \mathrm{R} \end{gathered}$ | $\begin{aligned} & 43 \% \\ & \text { R.S } \end{aligned}$ | $\begin{aligned} & 38 \% \\ & \mathrm{B8} \mathrm{\%} \end{aligned}$ | 28\% | 33\% | 32\% | 21\% | $\begin{aligned} & 35 \% \\ & \text { v.Y } \end{aligned}$ |
|  | Physically handicapped | 21\% | 23\% | 18\% | 15\% | 21\% | 18\% | 18\% | $\begin{aligned} & 29 \% \\ & \text { R.S } \end{aligned}$ | $\begin{aligned} & 27 \% \% \\ & \text { R.S } \end{aligned}$ | 18\% | 33\% | 21\% | 14\% | 23\% |
|  | Mentally disabled | 20\% | $\stackrel{23 \%}{\mathrm{P} \%}$ | 16\% | 13\% | 23\% | 16\% | 19\% | $\begin{aligned} & 30 \% \\ & \text { R.S } \end{aligned}$ | $\underset{R}{\text { 26\%\% }}$ | 18\% | 28\% | 22\% | 11\% | 22\% |
|  | None of these | 28\% | $\begin{gathered} \text { 30\% } \\ 0 \end{gathered}$ | 19\% | 26\% | $\begin{gathered} 31 \% \\ \mathbf{o}^{*} \end{gathered}$ | $\begin{aligned} & 33 \% \\ & \text { s.t.u } \end{aligned}$ | 26\% | 21\% | 24\% | 29\% | 22\% | 30\% | $\stackrel{35 \%}{*}$ | 26\% |


| 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\% | $51 \%$ | 48\% | 37\% | 25\% | 41\% | $50 \%$ | ${ }_{R}^{53 \%}$ | 47\% | 47\% | 55\% | 42\% | 45\% | 47\% |
| White people | 51\% | $\begin{aligned} & \text { 57\% } \\ & \text { O.P.Q } \end{aligned}$ | 45\% | 40\% | 38\% | 45\% | $\begin{aligned} & 54 \% \\ & \mathrm{R}_{\mathrm{R}} \end{aligned}$ | $\begin{gathered} \text { 60\% } \\ R \end{gathered}$ | 52\% | 52\% | 48\% | 49\% | 50\% | 52\% |
| Asian people | 34\% | $\begin{aligned} & 38 \% \\ & \text { OP.P.Q } \end{aligned}$ | 28\% | 27\% | $24 \%$ | 26\% | $\underset{R}{37 \%}$ | $\begin{gathered} 44 \% \\ R \end{gathered}$ | $\underset{R}{39 \%}$ | 35\% | 36\% | 28\% | $\stackrel{33 \%}{ }$ | 36\% |
| Hispanic people | 34\% | $\begin{gathered} 37 \% \\ 0.0 \end{gathered}$ | 26\% | $\underset{\alpha}{37 \%}$ | 17\% | 29\% | $\begin{gathered} 36 \% \\ R \end{gathered}$ | $\begin{gathered} 41 \% \\ R \end{gathered}$ | $\begin{gathered} 40 \% \\ \mathrm{R} \end{gathered}$ | 35\% | 52\% | 28\% | $\stackrel{37 \%}{ }$ | 35\% |
| Men | 46\% | $\begin{aligned} & 51 \% \\ & \text { O.P.Q } \\ & \text { O. } \end{aligned}$ | 35\% | 40\% | ${ }^{29 \%}$ | 38\% | $\underset{R}{47 \%}$ | $\begin{aligned} & \text { 56\% } \\ & \text { R.S } \end{aligned}$ | $\begin{gathered} 51 \% \\ \mathrm{R} \end{gathered}$ | 47\% | 58\% | 40\% | 38\% | 45\% |
| Women | 49\% | $\begin{aligned} & 54 \% \\ & \text { o.P.Q } \end{aligned}$ | 43\% | 39\% | $\stackrel{32 \%}{ }$ | 42\% | $\underset{\mathrm{R}}{\substack{51 \%}}$ | $\begin{gathered} \text { 58\% } \\ \mathrm{R} \end{gathered}$ | $\begin{gathered} 54 \% \\ \mathrm{R} \end{gathered}$ | 50\% | 67\% | 41\% | $\stackrel{47 \%}{ }$ | 50\% |
| LGBtQ | 26\% | $\begin{aligned} & \text { 28\% } \\ & 0 \end{aligned}$ | 24\% | 21\% | 15\% | 18\% | $\begin{gathered} 28 \% \\ R \end{gathered}$ | $\begin{aligned} & 36 \% \\ & \text { R.S } \end{aligned}$ | $\begin{gathered} 29 \% \\ \mathrm{R} \end{gathered}$ | 25\% | 30\% | 20\% | 20\% | 29\% |
| Physically handicapped | 24\% | $\begin{aligned} & 28 \% \\ & \text { O.P.Q } \end{aligned}$ | 18\% | 18\% | 14\% | 21\% | $\underset{R}{27 \%}$ | $\underset{R}{28 \%}$ | 21\% | 26\% | 21\% | 19\% | ${ }^{28 \%}$ | 21\% |
| Mentally disabled | 19\% | $\begin{gathered} 22 \% \\ Q \end{gathered}$ | 14\% | 17\% | 10\% | 15\% | $\begin{gathered} 21 \% \\ R \end{gathered}$ | $\begin{gathered} 25 \% \\ R \end{gathered}$ | 17\% | 20\% | 19\% | 14\% | 21\% | 19\% |
| None of these | 30\% | 29\% | 23\% | 29\% | $\begin{aligned} & \text { 45\% } \\ & \text { N.O.P* } \end{aligned}$ | 32\% | 29\% | 26\% | 30\% | 28\% | $\underset{\sim}{24 \%}$ | 36\% | $\stackrel{33 \%}{ }$ | 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... <br> HYM_q2_1. Often have very little dialogue |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Base: All US adults | 1251 | 811 | 148 | 194 | 98 | 507 | 388 | 227 | 129 | 588 | 24 | 136 | 60 | 391 |
| Strongly agree | 14\% | 10\% | $\stackrel{20 \%}{\mathrm{~N}}$ | $\stackrel{22 \%}{N}$ | $\begin{gathered} 21 \% \\ \mathrm{~N}^{*} \end{gathered}$ | 16\% | 14\% | 13\% | 10\% | 12\% | 6\% | 12\% | 9\% | $\stackrel{\text { 18\% }}{\mathrm{v}}$ |
| Somewhat agree | 26\% | 22\% | $\begin{gathered} \text { 35\% } \\ \mathrm{N} \end{gathered}$ | 30\% | $31 \%$ | 24\% | 24\% | 28\% | 30\% | 25\% | $\underset{\text { 25\% }}{\text { \% }}$ | $\begin{gathered} 32 \% \\ A 2 \end{gathered}$ | $\begin{aligned} & 33 \% \\ & A A^{*} \end{aligned}$ | 25\% |
| Somewhat disagree | 21\% | 23\% | 15\% | 19\% | 12\% | 19\% | 22\% | 20\% | 24\% | 21\% | 29\% | 21\% | 20\% | 19\% |

YouGov Omnibus
Diversity in Movies and Oscars
custom Sample: 11th - 12th February 201

| YouGov | 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 | $\begin{gathered} \$ 55,000 \text { to } \\ \$ 99,999 \end{gathered}$ | \$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\% | $\stackrel{47 \%}{*}$ |
| Asian people | 34\% | $\begin{aligned} & 49 \% \\ & V: X, Y^{*} \end{aligned}$ | 31\% | 35\% | 28\% | 29\% | $\begin{gathered} 39 \% \\ \text { AD.AE } \end{gathered}$ | $\begin{aligned} & \text { 40\% } \\ & \text { AD.AE } \end{aligned}$ | 34\% | 33\% | $\begin{gathered} 37 \% \\ A K \end{gathered}$ | 27\% | 36\% |
| Hispanic people | 35\% | $\begin{aligned} & 49 \% \\ & x y^{*} \end{aligned}$ | 33\% | 35\% | 31\% | 33\% | 38\% | 40\% | 34\% | $37 \%$ | 37\% | 26\% | 29\% |
| Men | 26\% | 30\% | 28\% | 25\% | 20\% | 24\% | $\begin{aligned} & 30 \% \\ & \text { AD } \end{aligned}$ | $\begin{gathered} 32 \% \\ \text { AD } \end{gathered}$ | 23\% | 22\% | 27\% | 26\% | 47\% |
| Women | 28\% | 41\% | 25\% | 29\% | 23\% | 28\% | 29\% | 29\% | $\begin{aligned} & 34 \% \\ & A 4 \% \end{aligned}$ | 26\% | 30\% | 26\% | 47\% |
| LGBtQ | 31\% | $\underset{\substack{40 \% \\ y^{*}}}{ }$ | 27\% | 32\% | 24\% | $\begin{gathered} 32 \% \\ \text { AD } \end{gathered}$ | $\begin{aligned} & 34 \% \\ & \text { AD } \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 35 \% \\ \text { AD } \end{array} \end{aligned}$ | 32\% | 30\% | $\begin{gathered} \begin{array}{c} 35 \% \\ A K \end{array} \end{gathered}$ | 23\% | 18\% |
| Physically handicapped | 21\% | $\begin{aligned} & 37 \% \\ & \text { v.x.Y.Z** } \end{aligned}$ | 20\% | 21\% | 19\% | 18\% | 23\% | 24\% | 21\% | 22\% | 20\% | 20\% | 18\% |
| Mentally disabled | 20\% | $\begin{aligned} & 37 \% \\ & \text { v.y.Z } \end{aligned}$ | 20\% | 21\% | 18\% | 16\% | $\begin{gathered} 24 \% \\ A E \end{gathered}$ | 20\% | 24\% | 20\% | 20\% | 21\% | $\stackrel{18 \%}{ }$ |
| None of these | 28\% | $\stackrel{29 \%}{ }$ | 27\% | 28\% | $\begin{gathered} 33 \% \\ \text { AF.AG } \end{gathered}$ | 27\% | 24\% | 22\% | $\begin{gathered} 32 \% \\ \text { AG } \end{gathered}$ | 26\% | 25\% | $\begin{aligned} & 38 \% \\ & \text { AI.AJ } \end{aligned}$ | 46\% |

HYM_91_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\% | $\begin{aligned} & 53 \% \\ & \text { AD.AH } \end{aligned}$ | 49\% | 46\% | 42\% | 44\% | 49\% | 46\% | 29\% |
| White people | 51\% | 47\% | 48\% | 52\% | 42\% | $\begin{aligned} & 57 \% \\ & \text { AD } \end{aligned}$ | $\begin{gathered} 58 \% \\ \text { AD.AH } \end{gathered}$ | 50\% | 47\% | 49\% | 53\% | 53\% | 11\% |
| Asian people | 34\% | 27\% | 32\% | 35\% | 28\% | 37\% | $40 \%$ | 32\% | $32 \%$ | 32\% | 35\% | 35\% | 11\% |
| Hispanic people | 34\% | 29\% | 32\% | 35\% | 31\% | 39\% | 35\% | 36\% | 31\% | 34\% | 35\% | 36\% | 11\% |
| Men | 46\% | 51\% | 41\% | 47\% | 36\% | $\begin{aligned} & 51 \% \\ & A D \end{aligned}$ | $\begin{gathered} 49 \% \\ A D \end{gathered}$ | $\begin{gathered} \text { 48\% } \\ \text { AD } \end{gathered}$ | 44\% | 42\% | 47\% | 49\% | 11\% |
| Women | 49\% | 43\% | 44\% | 50\% | 44\% | $\begin{aligned} & 53 \% \\ & A D \end{aligned}$ | 50\% | 49\% | 49\% | 46\% | 52\% | 48\% | $11 \%$ |
| LGBtQ | 26\% | $27 \%$ | 24\% | 26\% | 20\% | $\begin{aligned} & 28 \% \\ & A D \end{aligned}$ | 29\% | $\begin{gathered} 30 \% \\ \text { AD } \end{gathered}$ | 21\% | 24\% | 27\% | 25\% | 18\% |
| Physically handicapped | 24\% | 27\% | 23\% | 24\% | 24\% | 25\% | 26\% | 23\% | 19\% | 21\% | 24\% | 28\% | 20\% |
| Mentally disabled | 19\% | $19 \%$ | 20\% | 19\% | $\begin{aligned} & \text { 19\% } \\ & \text { AH } \end{aligned}$ | 22\% | $20 \%$ | $\begin{aligned} & \text { 21\% } \\ & \text { AH } \end{aligned}$ | 9\% | 17\% | 18\% | $\begin{aligned} & 24 \% \\ & \text { A1.AJ } \end{aligned}$ | 20\% |
| None of these | 30\% | $\stackrel{32 \%}{*}$ | 27\% | 30\% | $\begin{gathered} 34 \% \\ A E \end{gathered}$ | 23\% | 29\% | 26\% | $\begin{aligned} & 38 \% \\ & \text { AE.AG } \end{aligned}$ | 29\% | 28\% | 33\% | $\underset{\substack{54 \%}}{*}$ |

For the following question, by "characters like me" we mean TV show or
ovie characters who lookiact like you and are of the same race and sexua
fientation as you...To what extent do you agree or disagree with each of
the following statements? Please select one option on each
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\% | $\begin{aligned} & 29 \% \\ & { }_{2}^{29} \cdot Y^{*} \end{aligned}$ | 18\% | 13\% | 16\% | 15\% | 13\% | 15\% | 10\% | $\begin{aligned} & 17 \% \\ & \text { AJ } \end{aligned}$ | 12\% | 13\% | $47 \%$ |
| Somewhat agree | 26\% | 14\% | 29\% | 25\% | $\begin{gathered} 30 \% \\ \text { AG } \end{gathered}$ | 23\% | 25\% | 21\% | 26\% | 26\% | 26\% | 24\% | 16\% |
| Somewhat disagree | 21\% | 21\% | 20\% | 21\% | 16\% | 24\% | 21\% | 21\% | 21\% | 23\% | 20\% | 19\% | - |

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YouGov

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 |  | * | * |  |  | к |  |
| Somewhat agree | 27\% | 24\% | 30\% | 28\% | 25\% | 26\% | 26\% | $43 \%$ | $\cdots$ | * | 24\% | $33 \%$ | 26\% | 26\% |
| Somewhat disagree | 17\% | 19\% | 16\% | - | 14\% | 19\% | 20\% | 19\% | $\cdots$ | * | 19\% | 17\% | 18\% | 17\% |
| Strongly disagree | 16\% | 18\% | 14\% | $\stackrel{38 \%}{*}$ | 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\% | $\begin{gathered} \text { 36\% } \\ \text { B } \end{gathered}$ | 30\% | $\underset{\substack{38 \% \\ *}}{ }$ | 29\% | 34\% | 36\% | ${ }^{33 \%}$ | $\cdots$ | $\cdots$ | 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\% | $\begin{gathered} 13 \% \\ \mathrm{~B} \end{gathered}$ | 9\% | - | 13\% | 11\% | 9\% | 9\% | - | * | 9\% | 9\% | 12\% | 12\% |
| Somewhat agree | 24\% | 25\% | 23\% | 20\% | 21\% | 26\% | 23\% | $\begin{aligned} & 35 \% \\ & \text { 3.F }{ }^{*} \end{aligned}$ | - | - | 25\% | 18\% | $28 \%$ | 23\% |
| Somewhat disagree | 23\% | 21\% | 24\% | 24\% | 21\% | 21\% | 23\% | 30\% | - | * | 21\% | $\begin{aligned} & \text { 29\% } \\ & \text { J.L.M } \end{aligned}$ | 22\% | 20\% |
| Strongly disagree | 22\% | 19\% | $\begin{gathered} \text { 25\% } \\ \text { A } \end{gathered}$ | 33\% | $\begin{gathered} 24 \% \\ \mathrm{G} \end{gathered}$ | $\stackrel{21 \%}{\mathrm{a} \%}$ | $\stackrel{23 \%}{23 \%}$ | ${ }^{11 \%}$ | $\cdots$ | - | 26\% | 23\% | 18\% | 24\% |
| Don't know | 20\% | 22\% | 19\% | 23\% | 20\% | 20\% | 22\% | 15\% | - |  | 19\% | 21\% | 20\% | 22\% |
| Net: Agree | 35\% | $\begin{gathered} 38 \% \\ \mathrm{~B} \end{gathered}$ | 32\% | $20 \%$ | 34\% | 37\% | 32\% | $\begin{gathered} 44 \% \\ \mathrm{~F}^{* *} \end{gathered}$ | $\cdots$ | - | 34\% | 27\% | $\begin{gathered} 40 \% \\ k \end{gathered}$ | 35\% |
| Net: Disagree | 45\% | 41\% | $\frac{49 \%}{A}$ | $\underset{\substack{57 \%}}{ }$ | 45\% | 42\% | 46\% | $\stackrel{41 \%}{*}$ | - | $\stackrel{\square}{*}$ | 47\% | ${ }^{52 \%}$ | 40\% | 44\% |
| HYM_q__4. Often fail at winning a love interst |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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\% | $\begin{aligned} & 14 \% \\ & G \end{aligned}$ | $\begin{gathered} 13 \% \\ \mathrm{G} \% \end{gathered}$ | $\begin{aligned} & 12 \% \\ & { }^{12 \%} \end{aligned}$ | $4 \%$ | $\cdots$ | * | 13\% | 10\% | 12\% | 15\% |
| Somewhat agree | 26\% | 26\% | 26\% | $33 \%$ | 25\% | 26\% | 27\% | 28\% | $\cdots$ |  | 25\% | 27\% | 29\% | 23\% |
| Somewhat disagree | 22\% | 21\% | 22\% | 17\% | 24\% | 20\% | 22\% | $21 \%$ | - | - | 19\% | 24\% | 21\% | 23\% |
| Strongly disagree | 14\% | 14\% | 13\% | $\underset{y}{7 \%}$ | 12\% | $\begin{aligned} & \text { 18\% } \\ & \text { DF } \end{aligned}$ | 12\% | 14\% | - | * | 14\% | 14\% | 14\% | 12\% |
| Don't know | 26\% | 25\% | 27\% | 27\% | 25\% | 23\% | 27\% | 33\% | - | - | 28\% | 25\% | 24\% | 27\% |

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

| YouGov <br> What the world thinks | Total | Race |  |  |  | Education |  |  |  | Marital Status |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | White | Black | Hispanic | Other (NET) | No HS, High school graduate | $\begin{gathered} \text { Some college, } 2- \\ \text { year } \end{gathered}$ | 4-year | Post Grad | Married | Separated | Divorced | Widowed | Never married |
|  |  | Q |  |  | * |  |  |  |  |  | * |  | * |  |
| Strongly disagree | 18\% | $\begin{aligned} & 23 \% \\ & \text { O.P.Q } \end{aligned}$ | 10\% | 7\% | ${ }^{\text {\% }}$ | 12\% | $\begin{gathered} 20 \% \\ \mathrm{R} \end{gathered}$ | $\begin{gathered} 24 \% \\ \mathrm{R} \end{gathered}$ | $\begin{gathered} 19 \% \\ R \end{gathered}$ | 20\% | 25\% | 13\% | $\stackrel{22 \%}{*}$ | 16\% |
| Don't know | 22\% | 22\% | 20\% | 22\% | 28\% | 28\% | 20\% | 15\% | 16\% | 23\% | 14\% | 23\% | 16\% | 22\% |
| Net: Agree | 40\% | 33\% | $55 \%$ | $\stackrel{52 \%}{\mathrm{~N}}$ | $\begin{gathered} 51 \% \\ \mathrm{~N}^{*} \end{gathered}$ | 40\% | 38\% | 41\% | 41\% | 37\% | $31 \%$ | 44\% | ${ }^{42 \%}$ | 43\% |
| Net: Disagree | 38\% | $\begin{aligned} & 46 \% \\ & \text { O.P.Q } \end{aligned}$ | 25\% | 25\% | ${ }^{21 \%}$ | 32\% | $\begin{gathered} 42 \% \\ \mathrm{R} \end{gathered}$ | $\begin{gathered} 44 \% \\ R \end{gathered}$ | $\begin{gathered} 44 \% \\ \mathrm{R} \end{gathered}$ | 41\% | 54\% | 33\% | $\stackrel{42 \%}{ }$ | 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 |  | $\mathrm{N}^{*}$ |  |  |  |  |  | * |  |  | v.Y |
| Somewhat agree | 27\% | 28\% | 24\% | 25\% | $\stackrel{24 \%}{ }$ | 25\% | 27\% | $\begin{gathered} 33 \% \\ R \end{gathered}$ | 23\% | 27\% | 29\% | 25\% | $\begin{aligned} & 41 \% \\ & \text { v.x.Z* } \end{aligned}$ | 26\% |
| Somewhat disagree | 17\% | $\begin{gathered} 20 \% \\ 0 \end{gathered}$ | 8\% | 14\% | 14\% | 13\% | $\underset{\mathrm{R}}{20 \%}$ | $\begin{gathered} \text { 99\% } \\ R \end{gathered}$ | $\begin{gathered} 25 \% \\ \mathrm{R} \end{gathered}$ | $\begin{gathered} 19 \% \\ z \end{gathered}$ | 17\% | $\stackrel{22 \%}{22 \%}$ | ${ }^{15 \%}$ | 13\% |
| Strongly disagree | 16\% | $\begin{gathered} 17 \% \\ 0 \end{gathered}$ | 10\% | 17\% | $\stackrel{12 \%}{ }$ | 16\% | 17\% | 17\% | 13\% | 18\% | 17\% | 13\% | 19\% | 15\% |
| Don't know | 23\% | 22\% | 21\% | 28\% | 26\% | 31\% <br> s.tu | 19\% | 14\% | 18\% | 23\% | 14\% | 21\% | 18\% | 24\% |
| Net: Agree | 44\% | 40\% | 61\% | 42\% | 48\% | 40\% | 44\% | 50\% | 44\% | 41\% | 52\% | 44\% | 49\% | 47\% |
| Net: Disagree | 33\% | 38\% | N.P $18 \%$ | 30\% | 26\% | 28\% | 37\% | R ${ }_{\text {R }}$ | 38\% | 37\% | 34\% | 35\% | 34\% | 29\% |
| Net. Disagree |  | 0.Q |  | - | 20\% |  | R |  | R | z | $\stackrel{3}{* *}$ |  |  |  |
| 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 aduts | 1251 | 811 | 148 | 194 | 98 | 507 | 388 | 227 | 129 | 588 | 24 | 136 | 60 | 391 |
| Strongly agree | 11\% | 11\% | $\begin{gathered} \text { 15\% } \\ \mathrm{P} \end{gathered}$ | 7\% | $\stackrel{7 \%}{*}$ | 10\% | 13\% | 11\% | 9\% | 12\% | 26\% | 7\% | 7\% | 11\% |
| Somewhat agree | 24\% | $27 \%$ | 17\% | 23\% | 16\% | 24\% | 23\% | 28\% | 23\% | $26 \%$ | 24\% | $29 \%$ | 28\% | 18\% |
| Somewhat disagree | 23\% | 23\% | 22\% | 20\% | $23 \%$ | 20\% | 23\% | $\stackrel{28 \%}{\mathrm{R}}$ | 24\% | $\underset{\text { AA }}{25 \%}$ | 10\% | 21\% | 24\% | 23\% |
| Strongly disagree | 22\% | 20\% | 25\% | 25\% | ${ }^{28 \%}$ | 19\% | 25\% | 21\% | 27\% | 19\% | 13\% | 22\% | 24\% | 26\% |
| Don't know | 20\% | 19\% | 20\% | 25\% | 25\% | 28\% <br> s.tu | 16\% | 13\% | 16\% | 19\% | 27\% | 21\% | 18\% | 22\% |
| Net: Agree | 35\% | $\begin{gathered} 38 \% \\ Q \end{gathered}$ | 32\% | 30\% | $24 \%$ | 33\% | 36\% | 39\% | 32\% | $\begin{gathered} 38 \% \\ z \end{gathered}$ | 50\% | 36\% | 34\% | 29\% |
| Net: Disagree | 45\% | 43\% | 48\% | 45\% | 51\% | 39\% | $\begin{gathered} 48 \% \\ \mathrm{R} \end{gathered}$ | $\begin{gathered} 48 \% \\ R \end{gathered}$ | $\begin{gathered} 52 \% \\ \mathrm{R} \end{gathered}$ | 43\% | $\underset{\substack{23 \% \\ m}}{ }$ | 43\% | 48\% | 49\% |
| 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\% | $\begin{gathered} 17 \% \\ N \end{gathered}$ | 15\% | 16\% | 13\% | 13\% | 9\% | 15\% | 9\% | ${ }_{\%}^{9 \%}$ | 12\% | 13\% | $\begin{gathered} \text { 17\% } \\ \mathrm{v} \end{gathered}$ |
| Somewhat agree | 26\% | 25\% | 28\% | 27\% | $31 \%$ | 23\% | 26\% | $\begin{gathered} 33 \% \\ R \end{gathered}$ | 27\% | 25\% | 17\% | 33\% | 28\% | 26\% |
| Somewhat disagree | 22\% | 22\% | 21\% | 21\% | 21\% | 20\% | 22\% | 23\% | 26\% | $\begin{gathered} 26 \% \\ z \end{gathered}$ | 23\% | 19\% | $\begin{gathered} \text { 28\% } \\ z^{*} \end{gathered}$ | 17\% |
| Strongly disagree | 14\% | $\begin{gathered} \begin{array}{c} 15 \% \\ \alpha \end{array} \end{gathered}$ | 11\% | 12\% | $5 \%$ | 12\% | 15\% | 16\% | 12\% | 13\% | 29\% | 13\% | 12\% | 14\% |
| Don'tknow | 26\% | 26\% | 23\% | 25\% | 28\% | 33\% | 23\% | 19\% | 20\% | 26\% | 21\% | 23\% | 20\% | 27\% |

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HYM_q2_2. Are often portrayed as a sidekick

|  | Total |  | Children under the age of 18 |  | Income |  |  |  |  | Type of Area Lived in |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Domestic / civil partnership | Yes | No | Under \$30k | $\$ 30,000 \text { to }$ $\$ 49,999$ | $\begin{gathered} \$ 50,000 \text { to } \\ \$ 99,999 \end{gathered}$ | \$100k + | Prefer not to say | Urban | Suburb / Town | Rural | Other |
|  |  | * |  |  |  | AD |  |  |  |  |  |  | * |
| Strongly disagree | 18\% | 10\% | 13\% | $\begin{gathered} 19 \% \\ A B \end{gathered}$ | 12\% | 17\% | $\begin{aligned} & 23 \% \\ & \text { AD.AH } \end{aligned}$ | $\begin{gathered} 21 \% \\ \text { AD } \end{gathered}$ | 15\% | 14\% | $\underset{\mathrm{Al}}{21 \%}$ | 17\% | 11\% |
| Don't know | 22\% | 26\% | 20\% | 23\% | 26\% | 21\% | 17\% | 21\% | 29\% | 21\% | 21\% | 27\% | 26\% |
| Net: Agree | 40\% | $43 \%$ | $\underset{\text { A6\% }}{46}$ | 38\% | $\begin{gathered} \text { 46\% } \\ \text { AH } \end{gathered}$ | 38\% | 39\% | 37\% | 36\% | 43\% | 38\% | 37\% | $63 \%$ |
| Net: Disagree | 38\% | $\stackrel{31 \%}{*}$ | 34\% | 39\% | 28\% | $\begin{aligned} & 41 \% \\ & \text { AD } \end{aligned}$ | $\begin{aligned} & 44 \% \\ & \text { AD } \end{aligned}$ | ${ }_{42 \%}^{42 \%}$ | 35\% | 36\% | 41\% | 36\% | $\stackrel{11 \%}{ }$ |


| 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\% |
| 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\% Al | 17\% | 18\% |
| Don't know | 23\% | 33\% | 21\% | 24\% | $\begin{aligned} & 29 \% \\ & \text { AE.AF } \end{aligned}$ | 21\% | 17\% | 21\% | $\begin{gathered} 30 \% \\ \text { AE.AF } \end{gathered}$ | 22\% | 21\% | $\underset{\text { AJ }}{28 \%}$ | $\underset{\sim}{26 \%}$ |
| Net: Agree | 44\% | 45\% | 49\% | 42\% | 45\% | 45\% | 43\% | 43\% | 43\% | $\begin{gathered} 50 \% \\ \text { AI AK } \end{gathered}$ | 41\% | 38\% | ${ }_{\text {56\% }}^{\text {\% }}$ |
| Net: Disagree | 33\% | ${ }^{22 \%}$ | 30\% | 34\% | 27\% | $\begin{gathered} 35 \% \\ A D \end{gathered}$ | $\begin{aligned} & \text { 40\% } \\ & \text { AD.AH } \end{aligned}$ | $\begin{aligned} & 36 \% \\ & \text { AD } \end{aligned}$ | 27\% | 28\% | $37 \%$ Al | 33\% | $\underset{\text { 18\% }}{\text { \% }}$ |
| 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\% | - |
| Somewhat agree | 24\% | 25\% | 27\% | 23\% | 21\% | 24\% | $\begin{gathered} 29 \% \\ \text { AD } \end{gathered}$ | 22\% | 24\% | 24\% | 24\% | 24\% | 7\% $\cdots$ |
| Somewhat disagree | 23\% | 10\% | 24\% | 22\% | 19\% | $\underset{\text { AD }}{29 \%}$ | 21\% | 22\% | 24\% | 23\% | 23\% | 23\% | $\stackrel{18 \%}{\square}$ |
| Strongly disagree | 22\% | $\begin{gathered} 35 \% \\ v^{*} \end{gathered}$ | 19\% | 23\% | 25\% | 19\% | 23\% | 21\% | 21\% | 21\% | 23\% | 20\% | $\stackrel{38 \%}{ }$ |
| Don't know | 20\% | $\stackrel{23 \%}{ }$ | 16\% | $\begin{gathered} 22 \% \\ \text { AB } \end{gathered}$ | $\begin{gathered} 25 \% \\ \text { AF } \end{gathered}$ | 18\% | 15\% | 20\% | $\begin{gathered} \text { 28\% } \\ \text { AE.AF } \end{gathered}$ | 20\% | 19\% | 24\% | $37 \%$ $\%$ |
| Net: Agree | 35\% | ${ }^{32 \%}$ | $\begin{aligned} & 41 \% \\ & { }_{A C}^{4} \end{aligned}$ | 33\% | 32\% | 34\% | $41 \%$ | 36\% | 28\% | $36 \%$ | 35\% | 33\% | $\stackrel{7 \%}{\ldots}$ |
| 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\% | $\begin{gathered} \text { 16\% } \\ \text { AF } \end{gathered}$ | $\begin{aligned} & \begin{array}{c} 15 \% \\ \mathrm{AF} \end{array} \end{aligned}$ | 8\% | 12\% | 11\% | 14\% | 11\% | 13\% | 29\% |
| Somewhat agree | 26\% | 31\% | 27\% | 26\% | 26\% | 23\% | 29\% | 28\% | 25\% | 30\% | 24\% | 28\% | $\underset{\substack{9 \% \\ m}}{ }$ |
| Somewhat disagree | 22\% | 15\% | $\begin{aligned} & \text { 27\% } \\ & \text { AC } \end{aligned}$ | 20\% | 19\% | $\begin{gathered} \text { 28\% } \\ \text { AD.AH } \end{gathered}$ | $\begin{gathered} \text { 24\% } \\ \text { AH } \end{gathered}$ | 20\% | 15\% | 21\% | 23\% | 22\% | $\stackrel{25 \%}{\sim}$ |
| Strongly disagree | 14\% | $9 \%$ | 14\% | 14\% | 12\% | 14\% | 16\% | 14\% | 11\% | 14\% | $\begin{gathered} \begin{array}{c} 15 \% \\ A K \end{array} \end{gathered}$ | 10\% | 11\% |
| Don't know | 26\% | 31\% | 19\% | 28\% | 27\% | 20\% | 23\% | 25\% | 39\% | 22\% | 28\% | 28\% | 26\% |

## YouGov Omnibus

Diversity in Movies and Oscars
custom Sample: 11th - 12th February 2019

| YouGov <br> What the world thinks |  | Gender |  | Generation |  |  |  |  |  |  | Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | Female | $\underset{\text { later) }}{\text { Gen } Z(2000 \text { and }}$ | Millennial (1982- 1999) | $\begin{gathered} \text { Gen X } \times(1965- \\ 1981) \end{gathered}$ | 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\% | $\therefore$ | - | 38\% | 37\% | 41\% | 38\% |
| Net: Disagree | 35\% | 36\% | 35\% | 25\% | 36\% | 38\% | 34\% | 35\% | - | - | 33\% | 38\% | 35\% | 34\% |
| HYM_q2_5. Get killed off morelearlier 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\% | $\begin{aligned} & 20 \% \\ & \text { E.F.G } \end{aligned}$ | 13\% | 12\% | 10\% | ** | * | 13\% | 13\% | 16\% | 17\% |
| Somewhat agree | 21\% | 22\% | 20\% | $\stackrel{\text { 9\% }}{\text { a }}$ | 17\% | $\begin{gathered} \text { 25\% } \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 24 \% \\ \mathrm{D} \end{gathered}$ | 19\% | - | - | 20\% | 24\% | 21\% | 19\% |
| Somewhat disagree | 21\% | 21\% | 21\% | 14\% | 21\% | 20\% | 21\% | 25\% | * | .. | 23\% | 21\% | 21\% | 18\% |
| Strongly disagree | 15\% | 16\% | 13\% | 15\% | 15\% | 15\% | 14\% | ${ }^{17 \%}$ | - | $\cdots$ | 16\% | 13\% | 15\% | 15\% |
| Don't know | 28\% | 26\% | 30\% | $35 \%$ $m$ | 26\% | 28\% | 30\% | 28\% | * | - | 27\% | 29\% | 27\% | 30\% |
| Net: Agree | 36\% | 37\% | 35\% | $36 \%$ | 37\% | 38\% | 36\% | $29 \%$ | $\div$ | * | 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\% | $\begin{gathered} 25 \% \\ \mathrm{~A} \end{gathered}$ | 26\% | 23\% | 22\% | 22\% | 28\% | $\cdots$ | $\cdots$ | 21\% | 23\% | 24\% | 21\% |
| Somewhat disagree | 14\% | 14\% | 15\% | 6\% | 14\% | 15\% | 16\% | 10\% | . | . | 14\% | 14\% | 15\% | 14\% |
| Strongly disagree | 23\% | $\begin{gathered} 26 \% \\ \mathrm{~B} \end{gathered}$ | 19\% | 18\% | 25\% | 24\% | 20\% | 21\% | - | - | 22\% | 25\% | 23\% | 21\% |
| Don't know | 27\% | 28\% | 26\% | 29\% | 25\% | 25\% | 30\% | 30\% | * | * | 30\% | 26\% | 24\% | 30\% |
| Net: Agree | 36\% | 32\% | $\frac{40 \%}{A}$ | $47 \%$ | 36\% | 37\% | 34\% | 39\% | * | - | 34\% | 34\% | 38\% | 36\% |
| Net: Disagree | 37\% | 40\% | 35\% | 24\% | 39\% | 38\% | 36\% | 31\% | - | - | 36\% | 40\% | 38\% | 35\% |

To what extent do you agree or disagree with each o
statements? Please select one option on each row.
tatements? Please select one option on each row.
HYM_q3_1. When I was growing up I struggled to find role models who
HM_q3-1. When I was growing up I strues

| 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\% |
| Somewhat agree | 18\% | 16\% | 19\% | 17\% | $\begin{gathered} 19 \% \\ G \end{gathered}$ | $\begin{gathered} 20 \% \\ G \end{gathered}$ | 16\% | 10\% | - | - | 18\% | 17\% | 18\% | 16\% |
| Somewhat disagree | 17\% | 16\% | 17\% | 23\% | 16\% | 17\% | 17\% | 18\% | $\cdots$ | - | 16\% | 17\% | 16\% | 17\% |
| Strongly disagree | 25\% | $\underset{B}{28 \%}$ | 21\% | $4 \%$ | 18\% | 24\% | $\begin{gathered} \text { 29\% } \\ \mathrm{D} \end{gathered}$ | $\begin{aligned} & \text { 41\% } \\ & \text { D.E.F* } \end{aligned}$ | $\stackrel{\square}{*}$ | * | 26\% | 27\% | 23\% | 24\% |
| Don't know Net: Agree | $19 \%$ $39 \%$ | $19 \%$ $36 \%$ | $20 \%$ $42 \%$ | $\underset{\%}{7 \%}$ | $23 \%$ $43 \%$ | $19 \%$ $40 \%$ | $18 \%$ $37 \%$ | 18\% | $\cdots$ | $\because$ | $23 \%$ $35 \%$ | $19 \%$ $37 \%$ | $19 \%$ $42 \%$ | $18 \%$ $41 \%$ |

YouGov Omnibus
Diversity in Movies and Oscars
custom Sample: 11th - 12th February 201

| YouGov What the world thinks | Total | Race |  |  |  | Education |  |  |  | Marital Status |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | White | Black | Hispanic | Other (NET) | No Hs, High school graduate | Some college, 2year | 4-year | Post Grad | Married | Separated | Divorced | Widowed | Never married |
|  |  |  |  |  | * | s.t.u |  |  |  |  | ** |  | * |  |
| Net: Agree | 39\% | 36\% | $45 \%$ | 42\% | $\underset{N^{47 \%}}{\mathrm{~N}^{\prime}}$ | 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\% |
| HYM_92_5. Get killed off morefearier than other characters |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1251 | 852 | 144 | 156 | 99 | 462 | 426 | 233 | 130 | 604 | ${ }^{23}$ | 139 | 59 | 378 |
| Base: All US aduls | 1251 | 811 | 148 | 194 | 98 | 507 | 388 | 227 | 129 | 588 | 24 | 136 | 60 | 391 |
| Strongly agree | 15\% | 9\% | $\begin{aligned} & 44 \% \\ & \text { N.P.Q } \end{aligned}$ | $\frac{16 \%}{\mathrm{~N}}$ | ${ }^{20 \%}$ | 15\% | 16\% | 12\% | 16\% | 11\% | 23\% | 17\% | 12\% | $\begin{aligned} & \text { 19\% } \\ & \hline \end{aligned}$ |
| Somewhat agree | 21\% | 20\% | 27\% | 23\% | 21\% | 21\% | 20\% | 26\% | 18\% | 22\% | 3\% | 21\% | 26\% | 20\% |
| Somewhat disagree | 21\% | $\begin{gathered} \text { 24\% } \\ 0 \end{gathered}$ | 8\% | $\begin{gathered} \text { 18\% } \\ 0 \end{gathered}$ | $\stackrel{\text { 17\% }}{\substack{0 *}}$ | 18\% | 23\% | 21\% | 24\% | 21\% | $\underset{\substack{35 \% \\ \text { m }}}{ }$ | 20\% | 28\% | 19\% |
| Strongly disagree | 15\% | $\begin{aligned} & \text { 18\% } \\ & \text { o.P.Q } \end{aligned}$ | 4\% | $\begin{gathered} \text { 11\% } \\ 0 \end{gathered}$ | $9 \%$ | 12\% | 15\% | $\begin{gathered} 21 \% \\ R \end{gathered}$ | 16\% | $18 \%$ | 17\% | 12\% | $7 \%$ | 13\% |
| Don't know | 28\% | $\begin{gathered} \text { 29\% } \\ 0 \end{gathered}$ | 17\% | $\begin{gathered} 31 \% \\ 0 \end{gathered}$ | $\begin{gathered} 33 \% \\ \mathrm{o}^{3 \%} \end{gathered}$ | $\begin{gathered} 34 \% \\ \text { s.T } \end{gathered}$ | 26\% | 20\% | 26\% | 28\% | 22\% | 31\% | 28\% | 28\% |
| Net: Agree | 36\% | 29\% | 71\% | 40\% | $\begin{aligned} & 41 \% \\ & \mathrm{~N}^{*} \end{aligned}$ | 36\% | 36\% | 38\% | 34\% | 34\% | 26\% | 38\% | 37\% | 40\% |
| Net: Disagree | 36\% | $\begin{aligned} & 42 \% \\ & \text { O.P.Q } \end{aligned}$ | 12\% | $\begin{aligned} & \text { 30\% } \\ & 0 \end{aligned}$ | $\begin{gathered} \text { 26\% } \\ \mathrm{o}^{2} \end{gathered}$ | 30\% | $\begin{gathered} 38 \% \\ R \end{gathered}$ | $\begin{gathered} 42 \% \\ \mathrm{R} \end{gathered}$ | $\begin{gathered} 40 \% \\ R \end{gathered}$ | 38\% | 52\% | 31\% | 35\% | 32\% |
| 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\% | $\stackrel{30 \%}{\mathrm{~N}}$ | $\stackrel{28 \%}{\mathrm{~N}}$ | $\stackrel{21 \%}{ }$ | 21\% | 25\% | 25\% | 21\% | 22\% | 33\% | 15\% | $\begin{gathered} 33 \% \\ x^{*} \end{gathered}$ | $\begin{gathered} 25 \% \\ \times \end{gathered}$ |
| Somewhat disagree | 14\% | $\begin{aligned} & \text { 16\% } \\ & 0.0 \end{aligned}$ | 7\% | $\begin{aligned} & \text { 18\% } \\ & 0.0 \end{aligned}$ | 7\% | 14\% | 14\% | 16\% | 13\% | 16\% | 11\% | 16\% | 13\% | 12\% |
| Strongly disagree | 23\% | $\begin{aligned} & 3.6 \\ & \text { 30\% } \\ & \text { O.P.Q } \end{aligned}$ | 5\% | 7\% | $\begin{aligned} & \text { 18\% } \\ & \text { O.P* } \end{aligned}$ | 16\% | $\begin{gathered} 23 \% \\ \mathrm{R} \end{gathered}$ | $\begin{gathered} 32 \% \\ \text { R.S } \end{gathered}$ | $\begin{gathered} 31 \% \\ R \end{gathered}$ | $\begin{gathered} \text { 25\% } \\ \text { AA } \end{gathered}$ | 24\% | 22\% | 19\% | 21\% |
| Don't know | 27\% | 27\% | 22\% | 27\% | $\begin{aligned} & 36 \% \\ & \text { n. }{ }^{+} \end{aligned}$ | $\begin{aligned} & 34 \% \\ & \text { s.t.u } \end{aligned}$ | 24\% | 19\% | 22\% | 27\% | 25\% | 28\% | $\stackrel{22 \%}{ }$ | 27\% |
| Net: Agree | 36\% | 28\% | 67\% | 48\% | 38\% | 35\% | 40\% | 33\% | 34\% | 32\% | 40\% | 34\% | ${ }^{47 \%}$ | 40\% |
|  |  |  | ${ }^{\text {N.P.Q }}$ | N | $\mathrm{N}^{*}$ |  |  |  |  |  | *** |  | $\mathrm{V}^{*}$ | V |
| Net: Disagree | 37\% | $\begin{aligned} & \text { 46\% } \\ & \text { o.P.Q } \end{aligned}$ | 12\% | $\begin{gathered} \text { 26\% } \\ 0 \end{gathered}$ | $\begin{gathered} 26 \% \\ 0^{2 *} \end{gathered}$ | 31\% | 37\% | $\begin{aligned} & 48 \% \\ & \text { R.S } \end{aligned}$ | $\begin{gathered} 43 \% \\ R \end{gathered}$ | $\begin{gathered} 41 \% \\ z \end{gathered}$ | 36\% | 38\% | $\stackrel{32 \%}{*}$ | 32\% |

To what extent do you agree or disagree with each
statements? Please select one option on each row.
HYM_q3_1. When I was growing up I struggled to find role models who
liyM_93-1. When I was growing up I struggle

| Unweighted base | 1251 | 852 | 144 | 156 | 99 | 462 | 426 | 233 | 130 | 604 | ${ }^{23}$ | 139 | 59 | 378 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US aduts | 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 | $\mathrm{N}^{*}$ |  |  |  |  |  | ** | v | * | v |
| Somewhat agree | 18\% | 15\% | 19\% | 25\% | 20\% | 19\% | 17\% | 17\% | 16\% | 19\% | 14\% | 19\% | 5\% | 18\% |
| Somewhat disagree | 17\% | 20\% | 10\% | 14\% | $6 \%$ | 15\% | 17\% | 19\% | 18\% | 18\% | $\underset{\substack{8 \% \\ \cdots}}{ }$ | 19\% | 12\% | 16\% |
| Strongly disagree | 25\% | $\begin{aligned} & \text { 32\% } \\ & \text { O.P.Q } \end{aligned}$ | 10\% | 11\% | 14\% | 20\% | 25\% | $\begin{gathered} 30 \% \\ R \end{gathered}$ | $\begin{gathered} 31 \% \\ R \end{gathered}$ | $\begin{gathered} 29 \% \\ \text { xZ.AA } \end{gathered}$ | $21 \%$ | 19\% | $\begin{gathered} 44 \% \\ \text { v.x.z.AA* } \end{gathered}$ | 19\% |
| Don't know | 19\% | 18\% | 19\% | 25\% | 24\% | $\begin{aligned} & 24 \% \\ & \text { s.T.u } \end{aligned}$ | 18\% | 14\% | 16\% | 17\% | $\begin{aligned} & 11 \% \\ & \ldots \end{aligned}$ | 18\% | 19\% | $\stackrel{23 \%}{v}$ |
| Net: Agree | 39\% | 31\% | 61\% | 50\% | 56\% | 41\% | 40\% | 37\% | 35\% | 36\% | 60\% | 44\% | 25\% | 43\% |

YouGov Omnibus
Diversity in Movies and Oscars
custom Sample: 11th - 12th February 201

| YouGov <br> What the world thinks | Total |  | Children under the age of 18 |  | Income |  |  |  |  | Type of Area Lived in |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Domestic / civil partnership | Yes | No | Under S30k | $\begin{gathered} \begin{array}{c} \$ 30,000 \text { oto } \\ \$ 49,999 \end{array} \end{gathered}$ | $\begin{gathered} \$ 50,000 \text { to } \\ \$ 99,999 \end{gathered}$ | \$100k + | Prefer not to say | Urban | Suburb/Town | Rural | Other |
|  |  | * |  | AB |  |  |  |  | AD.AE.AF.AG |  |  |  | * |
| Net: Agree | 39\% | 45\% | 40\% | 38\% | 42\% | 38\% | 37\% | 40\% | 36\% | $44 \%$ | 35\% | 41\% | 38\% |
| Net: Disagree | 35\% | 24\% | 40\% | 34\% | 30\% | 41\% | $40 \%$ | 35\% | 25\% | 34\% | 38\% | 31\% | 36\% |
| HYM_q2_5. Get killed off morelearier 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\% | $\begin{aligned} & \begin{array}{l} 9 \% \\ \text { AJ.AK } \end{array}, ~ \end{aligned}$ | 14\% | 10\% | 47\% |
| Somewhat agree | 21\% | ${ }^{21 \%}$ | 23\% | 21\% | 22\% | $\begin{gathered} 24 \% \\ \text { AH } \end{gathered}$ | 21\% | 21\% | 15\% | 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\% | $\begin{aligned} & \text { 18\% } \\ & \text { AD } \end{aligned}$ | 12\% | 17\% | 15\% | $\stackrel{\square}{*}$ |
| Don't know | 28\% | 27\% | 25\% | 29\% | 31\% | 24\% | 25\% | 26\% | $\begin{gathered} 38 \% \\ \text { AE.AF.AG } \end{gathered}$ | 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\% | $\begin{aligned} & 38 \% \\ & A D \end{aligned}$ | $\begin{gathered} 39 \% \\ \text { AD } \end{gathered}$ | $\begin{aligned} & 39 \% \\ & A D \end{aligned}$ | 34\% | 32\% | 38\% | 37\% | $\stackrel{16 \%}{\square}$ |
| 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\% | $\begin{aligned} & \text { 17\% } \\ & \text { AH } \end{aligned}$ | $\begin{aligned} & \text { 15\% } \\ & \text { AH } \end{aligned}$ | 13\% | 11\% | 8\% | 16\% | 12\% | 11\% | $\stackrel{\text { 29\% }}{\ldots}$ |
| 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\% | $\begin{gathered} 23 \% \\ \text { AD } \end{gathered}$ | $\begin{gathered} 29 \% \\ \text { AD } \end{gathered}$ | $\begin{gathered} 24 \% \\ A D \end{gathered}$ | $\begin{gathered} 23 \% \\ A D \end{gathered}$ | 18\% | $\underset{\substack{27 \% \\ A 1}}{ }$ | 21\% | - |
| Don't know | 27\% | 29\% | 22\% | 28\% | $\begin{gathered} 31 \% \\ \mathrm{AF} \end{gathered}$ | 25\% | 20\% | 26\% | $\begin{aligned} & 36 \% \\ & \text { AE.AF } \end{aligned}$ | 24\% | 26\% | $\begin{aligned} & \text { 341.AJ } \end{aligned}$ | 26\% |
| Net: Agree | 36\% | 42\% | 38\% | 36\% | $41 \%$ | 37\% | 35\% | 34\% | 29\% | $41 \%$ | 35\% | 30\% | 47\% |
| Net: Disagree | 37\% | $\stackrel{29 \%}{ }$ | 40\% | 36\% | 28\% | $\begin{gathered} 38 \% \\ \text { AD } \end{gathered}$ | $\begin{aligned} & 44 \% \\ & \text { AD } \end{aligned}$ | $\begin{aligned} & 40 \% \\ & \text { AD } \end{aligned}$ | 35\% | 35\% | 39\% | 36\% | $\underset{\text { 27\% }}{\text { \% }}$ |

To what extent do you agree or disagree with each of the following
tatements? Please select one option on each row.
YM_q3_1. When I was growing up I struggled to find role models who

| 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\% | $\begin{aligned} & 31 \% \\ & v^{*} \end{aligned}$ | 22\% | 22\% | $\begin{aligned} & 27 \% \\ & \hline 27 \% \end{aligned}$ | 20\% | 19\% | 24\% | 20\% | 2\% | 21\% | 8\% | 38\% |
| Somewhat agree | 18\% | 12\% | $25 \%$ | 16\% | 19\% | 21\% | 18\% | 16\% | 9\% | $22 \%$ | 17\% | 11\% | $\begin{gathered} 7 \% \\ \hline \% \end{gathered}$ |
| Somewhat disagree | 17\% | 16\% | 18\% | 16\% | 14\% | 20\% | 18\% | 15\% | 16\% | 17\% | 16\% | 18\% | 18\% |
| Strongly disagree | 25\% | $10 \%$ | 20\% | 26\% | 18\% | 23\% | $\begin{gathered} \text { 32\% } \\ \text { AD.AE } \end{gathered}$ | $\begin{aligned} & 27 \% \\ & A D \end{aligned}$ | 24\% | 19\% | $\underset{\substack{27 \% \\ \mathrm{Al}}}{\substack{27}}$ | $\underset{\text { AI }}{28 \%}$ | $24 \%$ |
| Don't know Net: Agree | $19 \%$ $39 \%$ | $\begin{aligned} & 30 \% \\ & v^{*} \\ & 43 \% \end{aligned}$ | $16 \%$ $46 \%$ | $21 \%$ $37 \%$ | $\begin{gathered} 22 \% \\ A F \end{gathered}$ | $17 \%$ $41 \%$ | $14 \%$ $37 \%$ | $18 \%$ $40 \%$ | $\begin{gathered} 31 \% \\ \text { AE.AF.AG } \\ 29 \% \end{gathered}$ | $18 \%$ $46 \%$ | $18 \%$ $39 \%$ | $24 \%$ $30 \%$ | 13\% $\underset{y}{1010}$ ** $45 \%$ |

## YouGov Omnibus

Diversity in Movies and Oscars
custom Sample: 11th - 12th February 201

| YouGov <br> What the world thinks | Total | Gender |  | Generation |  |  |  |  |  |  | Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | $\begin{gathered} \text { Gen } \begin{array}{c} \text { l (2000 and } \\ \text { later) } \end{array} \end{gathered}$ | Millennial (19821999) | $\begin{gathered} \text { Gen X ( } 1965- \\ 1981) \end{gathered}$ | Baby Boomer (1946-1964) | $\begin{gathered} \text { Silent } \\ \text { Generation } \\ (1928-1945) \end{gathered}$ | Pre-Silent Generation (1927 and earlier) | Other | Northeast | Midwest | South | West |
|  |  |  | A | * | G | G | G | * | ** | * |  |  |  |  |
|  | 41\% | $\begin{gathered} 45 \% \\ B \end{gathered}$ | 38\% | $\underset{\substack{26 \%}}{ }$ | 34\% | 41\% | $\begin{gathered} \text { 46\% } \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 59 \% \\ \text { D.E.F } \end{gathered}$ | $\div$ | $\cdots$ | 42\% | 44\% | 40\% | 41\% |
| HYM_q3_2. I find that the portrayal of people like me are often onedimensional 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\% | $\begin{gathered} 26 \% \\ \mathrm{G} \end{gathered}$ | 20\% | $\underset{G}{21 \%}$ | 12\% | $\cdots$ | $\stackrel{\square}{*}$ | 20\% | 20\% | 21\% | 27\% |
| Somewhat agree | 25\% | 23\% | 27\% | 35\% | 20\% | 27\% | 27\% | 28\% | $\cdots$ | $\stackrel{\square}{*}$ | 25\% | 27\% | 26\% | 21\% |
| Somewhat disagree | 18\% | 17\% | 19\% | 22\% | 15\% | 18\% | 21\% | 17\% | $\vdots$ | - | 19\% | 17\% | 19\% | 17\% |
| Strongly disagree | 13\% | $\begin{gathered} \text { 17\% } \\ \mathrm{B} \end{gathered}$ | 10\% | $\stackrel{\square}{*}$ | 12\% | $\begin{aligned} & \text { 17\% } \\ & \text { D.F } \end{aligned}$ | 11\% | $\begin{gathered} \text { 20\% } \\ F^{*} \end{gathered}$ | $\cdots$ | : | 13\% | 16\% | 12\% | 14\% |
| Don't know | 21\% | 22\% | 21\% | 6\% | $\stackrel{26 \%}{\mathrm{E}}$ | 17\% | 20\% | 24\% | $\cdots$ | $\cdots$ | 23\% | 20\% | 22\% | 21\% |
| Net: Agree | 47\% | 45\% | 49\% | 72\% | 46\% | 47\% | 48\% | 40\% | $\cdots$ | $\cdots$ | 45\% | 47\% | 47\% | 48\% |
| Net: Disagree | 32\% | $34 \%$ | 29\% | 22\% | 27\% | $\begin{gathered} 35 \% \\ \text { D } \end{gathered}$ | 32\% | ${ }^{36 \%}$ | $\cdots$ | $\stackrel{\square}{\square}$ | 32\% | 33\% | 31\% | 31\% |

HYM_q3_3. Hollywood would do a better job portraying people
hey 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\% | ${ }^{34 \%}$ | - | $\stackrel{\square}{*}$ | 32\% | 30\% | 34\% | 27\% |
| Somewhat disagree | 9\% | 8\% | 10\% | 15\% | 8\% | $\begin{aligned} & \text { 13\% } \\ & \text { D.G } \end{aligned}$ | 9\% | 5\% | $\cdots$ | - | 7\% | 12\% | 9\% | 10\% |
| Strongly disagree | $9 \%$ | $\begin{gathered} \text { 12\% } \\ B \end{gathered}$ | 6\% | $\stackrel{4 \%}{*}$ | 7\% | 9\% | 10\% | 11\% | $\cdots$ | ** | 7\% | 10\% | 7\% | 11\% |
| Don't know | 25\% | 24\% | 26\% | $\underset{\sim}{7 \%}$ | 26\% | 24\% | 24\% | 28\% | : | * | 28\% | 25\% | 24\% | 24\% |
| Net: Agree | 57\% | 56\% | 58\% | $75 \%$ | 59\% | 53\% | 57\% | 55\% | $\cdots$ | ** | 57\% | 54\% | 60\% | 54\% |
| Net: Disagree | 18\% | 20\% | 16\% | 18\% | 15\% | $\begin{gathered} 22 \% \\ \mathrm{D} \end{gathered}$ | 19\% | 17\% | ** | \% | 14\% | $\stackrel{22 \%}{2 \%}$ | 16\% | 21\% |



## YouGov Omnibus

Diversity in Movies and Oscars
CuSTOM Sample: 11th - 12th February 2019

| YouGov <br> What the world thinks | 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 |
|  | 41\% | $\begin{aligned} & 52 \% \\ & \text { O.P.Q } \end{aligned}$ | $\begin{gathered} N \\ 20 \% \end{gathered}$ | $\begin{gathered} N \\ 25 \% \end{gathered}$ | $\begin{gathered} \mathbf{N}^{*} \\ 20 \% \end{gathered}$ | 35\% | $\begin{gathered} 42 \% \\ R \end{gathered}$ | $\begin{gathered} 49 \% \\ R \end{gathered}$ | $\begin{gathered} 50 \% \\ \mathrm{R} \end{gathered}$ | $\begin{aligned} & \text { 47\% } \\ & \text { Z.AA } \end{aligned}$ | $\begin{gathered} * * \\ 29 \% \end{gathered}$ | $\underset{\text { 38\% }}{\substack{y \\ \hline}}$ | $\begin{gathered} * \\ 56 \% \\ \text { x.Z.AA* } \end{gathered}$ | $\begin{aligned} & \text { v.Y } \\ & 35 \% \end{aligned}$ |
| HYM_q3_2. I find that the portrayal of people like me are often onedimensional 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 | $\mathrm{N}^{*}$ |  | R.T |  |  |  | ${ }^{*}$ |  | * | v.Y |
| Somewhat agree | 25\% | 25\% | 22\% | 28\% | $\stackrel{23 \%}{*}$ | 25\% | 23\% | 28\% | 23\% | 27\% | 20\% | 25\% | $\begin{aligned} & 34 \% \\ & A A^{*} \end{aligned}$ | 22\% |
| Somewhat disagree | 18\% | $\begin{gathered} 22 \% \\ 0.0 \end{gathered}$ | 11\% | 14\% | $8 \%$ | 18\% | 17\% | 19\% | 21\% | 18\% | 16\% | 21\% | 19\% | 17\% |
| Strongly disagree | 13\% | $\begin{gathered} 16 \% \\ 0 \end{gathered}$ | 7\% | 10\% | 10\% | 12\% | 12\% | $\begin{aligned} & \text { 18\%\% } \\ & \text { R.S } \end{aligned}$ | 14\% | $\begin{gathered} 17 \% \\ z \end{gathered}$ | $\underset{\%}{7 \%}$ | 11\% | 10\% | 11\% |
| Don't know | 21\% | 22\% | 16\% | 22\% | 26\% | $\begin{aligned} & \text { 26\% } \\ & \text { T.U } \end{aligned}$ | 21\% | 15\% | 16\% | 20\% | 15\% | 19\% | 24\% | 25\% |
| Net: Agree | 47\% | 41\% | $\begin{gathered} 66 \% \\ \mathrm{~N} \end{gathered}$ | $\stackrel{54 \%}{\mathrm{~N}}$ | $\underset{\substack{57 \% \\ \mathrm{~N}^{*}}}{ }$ | 44\% | 49\% | 47\% | 49\% | 46\% | $63 \%$ | 50\% | 46\% | 47\% |
| Net: Disagree | 32\% |  | 18\% | 24\% | 18\% | 29\% | 30\% | $\begin{aligned} & 38 \% \\ & \text { R.S } \end{aligned}$ | 35\% | $\begin{gathered} 34 \% \\ z \end{gathered}$ | $\underset{\substack{22 \%}}{ }$ | 32\% | $\stackrel{29 \%}{ }$ | 28\% |
| 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\% | $\begin{aligned} & 49 \% \\ & \text { N.P } \end{aligned}$ | 27\% | $\begin{gathered} \text { 36\% } \\ \mathrm{N}^{2} \end{gathered}$ | 27\% | 27\% | 20\% | 26\% | 21\% | 39\% | $\begin{gathered} \text { 30\% } \\ \mathrm{V} \end{gathered}$ | 22\% | $\stackrel{29 \%}{\mathrm{v}}$ |
| Somewhat agree | 31\% | $\begin{gathered} 32 \% \\ 0 \end{gathered}$ | 23\% | 35\% | 29\% | 30\% | $\begin{gathered} 35 \% \\ u \end{gathered}$ | $\begin{gathered} 33 \% \\ u \end{gathered}$ | 22\% | $\begin{gathered} 33 \% \\ A A \end{gathered}$ | 32\% | $\begin{gathered} 33 \% \\ A A \end{gathered}$ | $\begin{aligned} & 32 \% \\ & A A^{*} \end{aligned}$ | $\begin{gathered} 31 \% \\ A A \end{gathered}$ |
| Somewhat disagree | 9\% | 11\% | 6\% | 8\% | ${ }^{5 \%}$ | 7\% | 8\% | $\begin{gathered} \text { 12\% } \\ \mathrm{R} \end{gathered}$ | $\begin{aligned} & \text { 18\% } \\ & \text { R.S } \end{aligned}$ | 10\% | 3 3\% | 9\% | $8 \%$ | 9\% |
| Strongly disagree | 9\% | $\begin{aligned} & 11 \% \\ & \text { O.P.Q } \end{aligned}$ | 3\% | 5\% | ${ }^{3 \%}$ | 8\% | 7\% | 11\% | $\begin{aligned} & \text { 16\%\% } \\ & \text { R. } \end{aligned}$ | $\begin{gathered} 11 \% \\ z \end{gathered}$ | $\begin{gathered} 11 \% \\ \hline \end{gathered}$ | 8\% | 10\% | 6\% |
| Don't know | 25\% | 26\% | 20\% | 25\% | 27\% | $\underset{u}{28 \%}$ | 23\% | 24\% | 18\% | 25\% | 15\% | 21\% | 28\% | 25\% |
| Net: Agree | 57\% | 52\% | 72\% | 62\% | ${ }^{65 \%}$ | 57\% | 62\% | 53\% | 48\% | 54\% | $71 \%$ | 62\% | 54\% | 60\% |
| Net: Disagree | 18\% | $\begin{aligned} & 22 \% \\ & \text { O.P.Q } \end{aligned}$ | 9\% | 13\% | $\stackrel{8 \%}{*}$ | 15\% | 15\% | $\begin{aligned} & 23 \% \\ & \text { R.S } \end{aligned}$ | $\begin{aligned} & 34 \% \\ & \text { R.S.T } \end{aligned}$ | $\begin{gathered} 21 \% \\ z \end{gathered}$ | 14\% | 17\% | 18\% | 15\% |

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## YouGov Omnibus

Diversity in Movies and Oscars
CuSTOM Sample: 11th - 12th February 2019

| YouGov <br> What the world thinks | Total | Domestic / civil partnership | Children under the age of 18 |  | Income |  |  |  |  | Type of Area Lived in |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | Yes | No | Under S 30 K | $\begin{gathered} \$ 30,000 \text { to } \\ \$ 49,999 \end{gathered}$ | $\begin{gathered} \$ 50,000 \text { to } \\ \$ 99,999 \end{gathered}$ | \$100k+ | Prefer not to say | Urban | Suburb/Town | Rural | Other |
|  | 41\% | 26\% | $\begin{aligned} & \text { AC } \\ & 38 \% \end{aligned}$ | 42\% | $\begin{gathered} \text { AF.AH } \\ 32 \% \end{gathered}$ | $\begin{aligned} & \text { AH } \\ & 43 \% \\ & \text { AD } \end{aligned}$ | $\begin{gathered} 49 \% \\ A D \end{gathered}$ | $\begin{gathered} \text { AH } \\ 42 \% \\ \text { AD } \end{gathered}$ | 40\% | $\begin{gathered} \text { AJ.AK } \\ 36 \% \end{gathered}$ | $\begin{gathered} \mathrm{AK} \\ \begin{array}{c} \mathrm{AK} \% \\ \mathrm{Al} \end{array} \end{gathered}$ | $\begin{gathered} \text { 46\% } \\ \text { AI } \end{gathered}$ | $\underset{42 \%}{*}$ |
| HYM_q3_2.I find that the portrayal of people like me are often onedimensional 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\% | $\underset{\substack{\text { 20\% } \\ \ldots}}{ }$ |
| Somewhat agree | 25\% | 16\% | $\begin{gathered} 30 \% \\ \text { AC } \end{gathered}$ | 24\% | 25\% | $\begin{aligned} & 30 \% \\ & \text { AG.AH } \end{aligned}$ | 26\% | 20\% | 20\% | 25\% | 26\% | 24\% | $\underset{\substack{18 \% \\ m}}{ }$ |
| Somewhat disagree | 18\% | 28\% | 18\% | 18\% | 17\% | 19\% | 19\% | 20\% | 15\% | 18\% | 19\% | 17\% | 7\% |
| Strongly disagree | 13\% | 6\% | 11\% | 14\% | 10\% | 14\% | $\begin{aligned} & \text { 18\% } \\ & \text { AD.AH } \end{aligned}$ | 14\% | 10\% | 13\% | 14\% | 13\% | 11\% |
| Don't know | 21\% | $\stackrel{24 \%}{ }$ | 17\% | $\begin{gathered} 23 \% \\ A B \end{gathered}$ | $\begin{gathered} 25 \% \\ \text { AF } \end{gathered}$ | 18\% | 16\% | 19\% | $\begin{gathered} 35 \% \\ \text { AD.AE.AF.AG } \end{gathered}$ | 19\% | 21\% | 26\% |  |
| Net: Agree | 47\% | 42\% | $\begin{aligned} & 54 \% \% \\ & \text { AC } \end{aligned}$ | 45\% | 48\% | 50\% | 47\% | 47\% | 40\% | 49\% | 47\% | 44\% | $47 \%$ |
| Net: Disagree | 32\% | $\stackrel{34 \%}{*}$ | 30\% | 32\% | 27\% | 32\% | $\begin{gathered} 37 \% \\ \text { AD.AH } \end{gathered}$ | $34 \%$ | 25\% | 32\% | 32\% | 30\% | $\stackrel{18 \%}{ }$ |

HYM_q3_3. Hollywood would do a better job portraying people
hey 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\% |
| Somewhat agree | 31\% | 14\% | 30\% | 32\% | 32\% | 34\% | 33\% | 26\% | 26\% | 33\% | 31\% | 29\% | $35 \%$ |
| Somewhat disagree | 9\% | 15\% | $\begin{aligned} & \text { 13\% } \\ & \text { AC } \end{aligned}$ | 9\% | 6\% | 10\% | $\begin{gathered} \text { 12\% } \\ \text { AD.AH } \end{gathered}$ | $\begin{aligned} & \begin{array}{l} 13 \% \\ \text { AD } \end{array} \end{aligned}$ | 6\% | 10\% | 10\% | 7\% |  |
| Strongly disagree | 9\% | 5\% | 9\% | 9\% | 6\% | 8\% | $\begin{aligned} & 11 \% \\ & \text { AD } \end{aligned}$ | $\begin{aligned} & 13 \% \\ & \text { AD } \end{aligned}$ | 8\% | 7\% | 10\% | 9\% | $11 \%$ |
| Don't know | 25\% | 32\% | 20\% | $\underset{A B}{26 \%}$ | 27\% | 22\% | 21\% | 22\% | $\begin{gathered} 38 \% \\ \text { AD.AE.AF.AG } \end{gathered}$ | 22\% | 25\% | $\begin{gathered} 30 \% \\ \text { AI } \end{gathered}$ | 26\% |
| Net: Agree Net: Disagree | $57 \%$ $18 \%$ | $\begin{gathered} 48 \% \\ 20 \% \\ 20 \% \end{gathered}$ | $58 \%$ 22\% | 56\% 17\% | $\begin{gathered} \text { 62\% } \\ \text { AGG.AH } \\ 12 \% \end{gathered}$ | $\begin{aligned} & \text { 60\% } \\ & \text { AH } \\ & \text { 18\% } \end{aligned}$ | $\begin{gathered} 56 \% \\ \\ \text { 23\% } \\ \text { AD.AH } \end{gathered}$ | $\begin{gathered} 52 \% \\ \\ 26 \% \\ \text { AD.AH } \end{gathered}$ | $48 \%$ $14 \%$ | $61 \%$ $17 \%$ | 55\% 20\% | 54\% 15\% | $\begin{gathered} 63 \% \\ \vdots \\ \vdots 1 \% \\ \substack{63 \% \\ \%} \end{gathered}$ |

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