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

## Conducted by YouGov <br> On behalf of YouGovNY

© Yougov plc 2018

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 cove
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 panelists 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 samnle. The orofile is normallv derived from census data or. if not available from the census. from industry accented data-

都位sociated 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 survey details

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

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

YouGovis registered with the information Commssioner
OGov is a member of the British Pollina Counci
Any percentages calculated on bases fewer than 50 respondents must not be repoted as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised

YouGovNY
Movie Rep
Us_nat Sample: 10th - 12th February 2018
YouGov

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

| There are a sufficient number of movierTV roles available for... $\begin{aligned} & \text { Unweighted base }\end{aligned}$ |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Unweighted bas | 1220 | 560 | 660 | 281 | 410 | 529 | 289 | 262 | 489 | 180 | 882 | 154 | 123 | 61 | 465 |
| Base: All US adults | 1201 | 595 | 606 | 370 | 403 | 428 | 294 | 246 | 475 | 187 | 811 | 146 | 177 | 67 | 493 |
| Black people | 35\% | 34\% | 36\% | 27\% | 34\% | 43\% | 36\% | 37\% | 33\% | 35\% | 40\% | 22\% | 20\% | 40\% | 35\% |
|  |  |  |  |  |  | C.D |  |  |  |  | K.L |  |  | K.L* |  |
| White people | 59\% | 57\% | 60\% | 59\% | 58\% | 59\% | 61\% | 59\% | 58\% | 56\% | 61\% | 60\% | 49\% | 50\% | 49\% |
| Asian people | 21\% | 20\% | 22\% | 18\% | 21\% | 23\% | 21\% | 20\% | 21\% | 21\% | 25\% | 8\% | 14\% | 21\% | 20\% |
|  |  |  |  |  |  |  |  |  |  |  | K.L |  |  | K* |  |
| Hispanic people | 23\% | 22\% | 24\% | 19\% | 24\% | $\begin{gathered} \text { 26\%\% } \\ c \end{gathered}$ | 21\% | 23\% | 24\% | 24\% | $\begin{gathered} \text { 28\% } \\ \text { K.L } \end{gathered}$ | 14\% | 13\% | $\stackrel{17 \%}{ }$ | 24\% |
| Men | 47\% | 44\% | 50\% | 41\% | 47\% | 53\% | 51\% | 47\% | 45\% | 46\% | 54\% | 35\% | 30\% | 42\% | 41\% |
|  |  |  |  |  |  | c |  |  |  |  | K.L |  | * | * |  |
| Women | 37\% | 37\% | 38\% | 32\% | $37 \%$ | 43\% | 38\% | 41\% | 35\% | 39\% | 44\% | 24\% | 19\% | 34\% | 39\% |
| LGBTQ |  |  | 19\% | 15\% |  | 20\% | 19\% | 19\% | 19\% | 15\% | ${ }_{\text {K2\% }}$ | 11\% | 9\% | 12\% | 18\% |
|  |  |  |  |  |  |  |  |  |  |  | K.L |  | * | * | 18\% |
| None of these (1) | 22\% | 22\% | 22\% | 21\% | 21\% | 23\% | 20\% | 24\% | 21\% | 24\% | 22\% | 18\% | 25\% | 20\% | 28\% |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  | * | O.P.Q |

HYM_912. For the following question, please indicate which demographic groups ap to each statement. Please select all

## There aren't enough characters in $A$ reflect an authentic experience for...

| Unweighted base | 1220 | 560 | 660 | 281 | 410 | 529 | 289 | 262 | 489 | 180 | 882 | 154 | 123 | 61 | 465 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 1201 | 595 | 606 | 370 | 403 | 428 | 294 | 246 | 475 | 187 | 811 | 146 | 177 | 67 | 493 |
| Black people | 23\% | 22\% | 25\% | 28\% | 21\% | 21\% | 24\% | 19\% | $\underset{G}{27 \%}$ | 18\% | 19\% | $\begin{aligned} & \text { 46\%\% } \\ & \text { J.LM } \end{aligned}$ | 23\% | 26\% | 17\% |
| White people | 9\% | 10\% | 8\% | 11\% | 8\% | 8\% | $9 \%$ | 9\% | 10\% | 8\% | 10\% | 7\% | ${ }^{8 \%}$ | ${ }^{7 \%}$ | 9\% |
| Asian people | 27\% | 26\% | 28\% | $\begin{gathered} \text { 33\% } \\ \mathrm{D} \end{gathered}$ | 22\% | 26\% | 30\% | 27\% | 27\% | 22\% | 24\% | 38\% | 25\% | $\begin{gathered} 41 \% \\ \mathrm{~J} \end{gathered}$ | 18\% |
| Hispanic people | 26\% | 28\% | 24\% | $\begin{gathered} 32 \% \\ \text { D.E } \end{gathered}$ | 22\% | 25\% | 27\% | 22\% | 28\% | 25\% | 22\% | $\begin{gathered} 37 \% \\ j \end{gathered}$ | $\underset{J^{*}}{37 \%}$ | $\stackrel{27 \%}{ }$ | 17\% |
| Men | 8\% | 9\% | 6\% | $8 \%$ | 8\% | 7\% | 10\% | 6\% | 8\% | 5\% | 7\% | 6\% | ${ }^{13 \%}$ | ${ }^{9 \%}$ | 8\% |
| Women | 14\% | 13\% | 15\% | $\underset{\mathrm{E}}{\frac{19 \%}{\mathrm{E}}}$ | 13\% | 11\% | 17\% | 11\% | 14\% | 13\% | 13\% | 13\% | ${ }^{18 \%}$ | 18\% | 11\% |
| LGBtQ | 24\% | 22\% | 26\% | $29 \%$ | 19\% | 23\% | 26\% | 24\% | 23\% | 21\% | 24\% | 22\% | $21 \%$ | $24 \%$ | 13\% |
| None of these (1) | 32\% | 35\% | 30\% |  | $\begin{gathered} 34 \% \\ c \end{gathered}$ | $\begin{gathered} \text { 39\% } \\ \mathrm{c} \end{gathered}$ | 33\% | 33\% | 30\% | 37\% |  | 19\% | $\stackrel{26 \%}{*}$ | 21\% | $\begin{aligned} & \text { 39\% } \\ & \text { O.P.Q } \end{aligned}$ |

statement. Please select al
demographic groups

| Unweighted base | 1220 | 560 | 660 | 281 | 410 | 529 | 289 | 262 | 489 | 180 | 882 | 54 | 123 | 61 | 465 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 1201 | 595 | 606 | 370 | 403 | 428 | 294 | 246 | 475 | 187 | 811 | 146 | 177 | 67 | 493 |
| Black people | 41\% | 40\% | 41\% | 45\% | 35\% | 42\% | 44\% | 40\% | 41\% | 34\% | 40\% | 53\% | 34\% | 44\% | 34\% |


| Education |  |  | Marital Status |  |  |  |  |  | Children under the age of 18 |  | Income |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Some college, 2- <br> year | 4-year | Post Grad | Married | Separated | Divorced | Widowed | Never married | Domestic / civil partnership | Yes | No | Under S40k | \$40k to \$80k | \$80k+ | Prefer not to say |
| - | P | Q | R | s | T | $u$ | v | w | x | Y | z | AA | AB | AC |


| 393 | 236 | 126 | 603 | 21 | 153 | 58 | 338 | 47 | 346 | 874 | 424 | 345 | 254 | 197 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 383 | 209 | 116 | 547 | 25 | 129 | 50 | 406 | 43 | 351 | 850 | 419 | 333 | 227 | 222 |
| 35\% | 35\% | 36\% | $\begin{aligned} & 41 \% \\ & \text { T.V } \end{aligned}$ | 13\% | 30\% | $\begin{aligned} & 47 \% \\ & T . V^{*} \end{aligned}$ | 29\% | 34\% | 38\% | 34\% | 32\% | 38\% | $\begin{aligned} & 44 \% \\ & \text { z.AC } \end{aligned}$ | 28\% |
| ${ }^{63 \%}$ | ${ }^{66 \%}$ | $\begin{gathered} \text { 69\% } \\ N \end{gathered}$ | 60\% | 40\% | 55\% | 52\% | 59\% | 63\% | 61\% | 57\% | 52\% | $\begin{aligned} & \text { 64\% } \\ & \text { Z.AC } \end{aligned}$ | $\begin{aligned} & 69 \% \\ & \text { 2.AC } \end{aligned}$ | 52\% |
| 22\% | 23\% | 17\% | ${ }^{24 \%}$ | 9\% | 16\% | 26\% | 18\% | 23\% | $\underset{y}{26 \%}$ | 19\% | 20\% | $\begin{aligned} & 23 \% \\ & \text { AC } \end{aligned}$ | $\begin{aligned} & 26 \% \\ & \text { AC } \end{aligned}$ | 14\% |
| 24\% | 21\% | 19\% | $\begin{aligned} & \text { 27\% } \\ & \text { T.V } \end{aligned}$ | $9 \%$ | 17\% | $\begin{aligned} & \begin{array}{l} 37 \% \\ \text { T. } \cdot V^{*} \end{array} \end{aligned}$ | 19\% | 22\% | $\underset{y}{28 \%}$ | 21\% | 23\% | 24\% | $\begin{aligned} & \text { 28\% } \\ & \text { AC } \end{aligned}$ | 18\% |
| 47\% | $\begin{aligned} & \begin{array}{l} 5 \% \\ \text { N.O } \end{array} \end{aligned}$ |  | 49\% | $37 \%$ | 48\% | 59\% | 44\% | 49\% | 46\% | 48\% | 41\% | $\begin{aligned} & \text { 52\%\% } \\ & \text { z.AC } \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 59 \% \\ \text { Z.AC } \end{array} \end{aligned}$ | 41\% |
| 37\% | 33\% | 40\% | $\begin{gathered} 41 \% \\ \mathrm{~V} \end{gathered}$ | $9 \%$ | 36\% | $\begin{gathered} 48 \% \\ v^{*} \end{gathered}$ | 33\% | 39\% | 40\% | 36\% | 36\% | $\begin{aligned} & 41 \% \\ & \text { AC } \end{aligned}$ | $\begin{aligned} & 45 \% \\ & \text { z.AC } \end{aligned}$ | 27\% |
| 19\% 19\% | $19 \%$ 17\% | $18 \%$ $11 \%$ | $21 \%$ $22 \%$ | $\begin{aligned} & 16 \% \\ & \cdots \\ & 42 \% \\ & 4 \% \end{aligned}$ | $15 \%$ $21 \%$ | $\begin{gathered} 16 \% \\ \stackrel{4}{*} \% \\ \text { 21\% } \end{gathered}$ | $17 \%$ 20\% | $\begin{aligned} & \text { 12\% } \\ & \text { 26\% } \end{aligned}$ | $22 \%$ $20 \%$ | $17 \%$ 23\% | $\begin{aligned} & 17 \% \\ & { }^{17 \%} \\ & \text { A5A.AB } \end{aligned}$ | 20\% 17\% | $\begin{aligned} & 24 \% \\ & \text { 2.AC } \\ & 15 \% \end{aligned}$ | $\begin{gathered} 13 \% \\ 30 \% \\ \text { AA.AB } \end{gathered}$ |


| 393 | 236 | 126 | 603 | 21 | 153 | 58 | 338 | 47 | 346 | 874 | 424 | 345 | 254 | 197 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 383 | 209 | 116 | 547 | 25 | 129 | 50 | 406 | 43 | 351 | 850 | 419 | 333 | 227 | 222 |
| 25\% | 31\% | 29\% | 21\% | 16\% | 18\% | 18\% | 30\% | 19\% | 18\% | 25\% | 23\% | 24\% | 24\% | 22\% |
| N | N | N |  | ** |  |  | R.T | * |  | x |  |  |  |  |
| 10\% | 7\% | 10\% | $\begin{gathered} \text { 10\% } \\ \hline \end{gathered}$ | $9 \%$ | 3\% | $\begin{gathered} \text { 10\% } \\ \mathrm{T}^{*} \end{gathered}$ | $\begin{gathered} 9 \% \\ \mathrm{~T} \end{gathered}$ | $\begin{aligned} & 15 \% \\ & \mathrm{~T}^{15} \end{aligned}$ | 9\% | 9\% | 9\% | 9\% | 10\% | 9\% |
| ${ }^{30 \%}$ | 36\% | 35\% | 24\% | 29\% | 25\% | $\stackrel{22 \%}{ }$ | 32\% | 25\% | 23\% | 28\% | 25\% | 28\% | 31\% | 23\% |
| 28\% | 38\% | 36\% | 24\% | 6\% | 26\% | 18\% | 31\% | 19\% | 24\% | 27\% | 24\% | 27\% | 29\% | 26\% |
| N | N.O | N |  | * |  |  | R | * |  |  |  |  |  |  |
| 6\% | 8\% | 9\% | 8\% | $\stackrel{6 \%}{\%}$ | 4\% | 8\% | 8\% | 10\% | 9\% | 7\% | 7\% | 5\% | 9\% | 10\% |
| $\begin{gathered} 17 \% \\ \mathrm{~N} \end{gathered}$ | $\begin{aligned} & 18 \% \\ & N \end{aligned}$ | 15\% | 11\% | $9 \%$ | 10\% | 12\% | $\begin{aligned} & \text { R2\% } \\ & \text { R.T.W } \end{aligned}$ | 6\% | 12\% | 15\% | 14\% | 12\% | 15\% | 18\% |
| 26\% | 35\% | 38\% | 20\% | 22\% | 26\% | 18\% | 28\% | 27\% | 18\% | 26\% | 23\% | 24\% | 26\% | 21\% |
| N | N.O | N.o |  | * |  | * | R | * |  | x |  |  |  |  |
| 30\% | 25\% | 24\% | 35\% | $41 \%$ | 33\% | 37\% | 28\% | 30\% | 30\% | 33\% | 32\% | 29\% | 34\% | 37\% |


| 393 | 236 | 126 | 603 | 21 | 153 | 58 | 338 | 47 | 346 | 874 | 424 | 345 | 254 | 197 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 383 | 209 | 116 | 547 | 25 | 129 | 50 | 406 | 43 | 351 | 850 | 419 | 333 | 27 | 222 |
| 44\% | 45\% | 46\% | 39\% | 29\% | 37\% | 43\% | 45\% | 25\% | 37\% | 42\% | 42\% | 40\% | 43\% | 36\% |
| N | N | N |  | ** |  |  | w |  |  |  |  |  |  |  |


| White people | 28\% | $\begin{gathered} 31 \% \\ B \end{gathered}$ | 25\% | 32\% | 27\% | 25\% | 32\% | 24\% | 26\% | 32\% | 28\% | 26\% | ${ }^{31 \%}$ | 29\% | 25\% |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Asian people | 28\% | 29\% | 27\% | $\begin{gathered} 31 \% \\ \mathrm{D} \end{gathered}$ | 22\% | $\underset{\mathrm{D}}{31 \%}$ | 32\% | 26\% | 28\% | 25\% | 29\% | 29\% | 21\% | $\stackrel{33 \%}{ }$ | 20\% |
| Hispanic people | 29\% | 28\% | 29\% | $\begin{gathered} \text { 32\% } \\ \mathrm{D} \end{gathered}$ | 23\% | $\underset{\mathrm{D}}{\substack{32 \%}}$ | 30\% | 31\% | 29\% | 24\% | 29\% | 31\% | $\stackrel{22 \%}{ }$ | $\stackrel{35 \%}{*}$ | 20\% |
| Men | 22\% | $\begin{gathered} 25 \% \\ \mathrm{~B} \end{gathered}$ | 19\% | 24\% | 21\% | 22\% | 25\% | 19\% | 22\% | 23\% | $\begin{gathered} 25 \% \\ k \end{gathered}$ | 14\% | 15\% | $\begin{aligned} & 31 \% \\ & \text { K. } .^{*} \end{aligned}$ | 20\% |
| Women | 25\% | 25\% | 26\% | 28\% | 22\% | 26\% | $\underset{\mathrm{G}}{29 \%}$ | 19\% | 25\% | $\stackrel{29 \%}{\mathrm{a}}$ | 27\% | 20\% | $\stackrel{\text { 20\% }}{*}$ | $\begin{aligned} & 36 \% \\ & \text { k.L** } \end{aligned}$ | 21\% |
| LGbtQ | 25\% | 24\% | 25\% | 28\% | 21\% | 25\% | 28\% | 22\% | 25\% | 22\% | $\stackrel{26 \%}{26}$ | 22\% | 16\% | $\underset{\substack{32 \% \\ \mathrm{~L}^{*}}}{\substack{ \\\hline}}$ | 16\% |
| None of these (1) | 32\% | 32\% | 33\% | 24\% | $\underset{c}{37 \%}$ | $\stackrel{35 \%}{c}$ | 31\% | 35\% | 31\% | 34\% | $\begin{gathered} \text { 36\% } \\ \mathrm{K} \end{gathered}$ | 21\% | $\stackrel{29 \%}{ }$ | $\stackrel{24 \%}{ }$ | $\begin{aligned} & \text { 41\% } \\ & \text { O.P.Q } \end{aligned}$ |

HYM_q14. For the following question, please indicate which
demographic groups apply to each statement. Please select all
I see good role models in American TV and movies portrayed by...

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

haracters like me"

## we mean TV show or movie characters who looklact like you and

e 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
following statements? Ple.
row.Characters like me...
often have verv little dialocoue

| Unweighted base | 1220 | 560 | 660 | 281 | 410 | 529 | 289 | 262 | 489 | 180 | 882 | 154 | 123 | 61 | 465 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 1201 | 595 | 606 | 370 | 403 | 428 | 294 | 246 | 475 | 187 | 811 | 146 | 177 | 67 | 493 |
| Strongly agree | 16\% | 20\% | 13\% | 19\% | 18\% | 12\% | 19\% | 13\% | 16\% | 15\% | 11\% | 25\% | 26\% | 28\% | 15\% |
|  |  | в |  | E | E |  |  |  |  |  |  | J | J* | J* |  |
| Somewhat agree | 25\% | 22\% | 27\% | 25\% | 22\% | 27\% | 28\% | 23\% | 22\% | 27\% | 24\% | 24\% | 27\% | 33\% | 26\% |
| Somewhat disagree | 20\% | 22\% | 18\% | 19\% | 21\% | 20\% | 17\% | 19\% | 21\% | 24\% | 21\% | 17\% | 22\% | 9\% | 19\% |
| Strongly disagree | 16\% | 15\% | 17\% | 15\% | 17\% | 16\% | 15\% | 20\% | 15\% | 14\% | $\begin{aligned} & 20 \% \\ & k \end{aligned}$ | 9\% | ${ }_{*}^{7 \%}$ | ${ }^{8 \%}$ | 11\% |
| Don't know | 23\% | 22\% | 25\% | 23\% | 22\% | 25\% | 21\% | 25\% | 25\% | 20\% | 24\% | 24\% | 18\% | $21 \%$ | $\begin{aligned} & \text { 29\% } \\ & \text { O.P.Q } \end{aligned}$ |
| Net Agree | 41\% | 42\% | 40\% | 44\% | 40\% | 39\% | $\begin{gathered} 47 \% \\ \hline .4 \end{gathered}$ | 36\% | 39\% | 42\% | 35\% | $49 \%$ $j$ | $\begin{gathered} 53 \% \\ J^{*} \end{gathered}$ | $\underset{\text { J* }}{61 \%}$ | 40\% |
| Net. Disagree | 36\% | 36\% | 35\% | 34\% | 38\% | 36\% | 32\% | 39\% | 36\% | 38\% | $\begin{aligned} & 41 \% \\ & \mathrm{~K} . \mathrm{M} \end{aligned}$ | 27\% | $\stackrel{29 \%}{ }$ | $\stackrel{18 \%}{*}$ | 30\% |


| 32\% | 27\% | 31\% | $\underset{u}{29 \%}$ | 6\% | $\stackrel{35 \%}{u}$ | 12\% | $\stackrel{27 \%}{u}$ | $34 \%$ | 31\% | 27\% | 28\% | 26\% | $\begin{gathered} 35 \% \\ \text { AA.AC } \end{gathered}$ | 24\% |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| ${ }^{33 \%}$ | 33\% | 36\% | 28\% | 24\% | 26\% | 21\% | 31\% | 26\% | 23\% | 30\% | 23\% | 29\% | $34 \%$ | 29\% |
| 33\% | 37\% | 39\% | 30\% | 19\% | 29\% | 18\% | 29\% | 26\% | 22\% | 32\% | 26\% | 29\% | 35\% | 27\% |
| N | N | N |  | ** |  | * |  | * |  | x |  |  | z |  |
| 22\% | 25\% | 27\% | 23\% | 22\% | 23\% | 16\% | 22\% | 21\% | 21\% | 23\% | 21\% | 21\% | $\stackrel{28 \%}{\mathrm{z} \%}$ | 22\% |
| 27\% | $\begin{gathered} 30 \% \\ N \end{gathered}$ | ${ }^{32 \%}$ | 26\% | 18\% | \% | 20\% | 25\% | 20\% | \% | 27\% | 25\% | 25\% | 30\% | 22\% |
| 28\% | 32\% | 38\% | 24\% |  | 30\% | 18\% | 26\% |  | 19\% |  | 24\% | 26\% | 31\% | 17\% |
| N | N | N.o |  | * |  | * |  | * |  | x |  | AC | AC |  |
| 27\% | 27\% | 22\% | 35\% | $\stackrel{37 \%}{*}$ | 28\% | 32\% | 28\% | 43\% | 33\% | 32\% | 31\% | 29\% | $32 \%$ | $\begin{gathered} 39 \% \\ A A \end{gathered}$ |


| 393 | 236 | 126 | 603 | 21 | 153 | 58 | 338 | 47 | 346 | 874 | 424 | 345 | 254 | 197 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 383 | 209 | 116 | 547 | 25 | 129 | 50 | 406 | 43 | 351 | 850 | 419 | 333 | 227 | 222 |
| 38\% | 44\% | 41\% | 38\% | 25\% | 37\% | 41\% | 40\% | 42\% | 40\% | 38\% | 38\% | 39\% | $46 \%$ | 33\% |
| 47\% | ${ }_{\mathrm{N} \%}^{\mathrm{N}}$ | 54\% | 48\% | 30\% | 44\% | 48\% | 49\% | 51\% | 50\% | 47\% | 44\% | 50\% | $\begin{aligned} & 56 \% \\ & \text { z.AC } \end{aligned}$ | 43\% |
| 25\% | $\stackrel{32 \%}{N}$ | 30\% | 27\% | $23 \%$ | 24\% | 34\% | 24\% | 26\% | 28\% | 25\% | 24\% | $\begin{aligned} & 31 \% \\ & \text { AC } \end{aligned}$ | $\begin{aligned} & 29 \% \\ & \mathrm{AC} \end{aligned}$ | 18\% |
| 28\% | 30\% | 28\% | 28\% | 25\% | 25\% | $31 \%$ | 28\% | $\stackrel{29 \%}{*}$ | 30\% | 27\% | 28\% | 29\% | 30\% | 23\% |
| 41\% | $\stackrel{48 \%}{N}$ | 48\% | 41\% | $33 \%$ | 44\% | 40\% | 43\% | $\stackrel{42 \%}{*}$ | 41\% | 42\% | 41\% | 43\% | $\begin{aligned} & 48 \% \\ & \text { AC } \end{aligned}$ | 35\% |
| 42\% | $\stackrel{46 \%}{N}$ | $\stackrel{48 \%}{\mathrm{~N}}$ | 40\% | 29\% | 45\% | 38\% | 41\% | 38\% | 42\% | 40\% | 40\% | $\begin{aligned} & 42 \% \\ & A C \end{aligned}$ | $\begin{aligned} & 48 \% \\ & { }_{\text {AC }} \end{aligned}$ | 31\% |
| 20\% 32\% | $\begin{gathered} 27 \% \\ N \\ \text { 29\% } \end{gathered}$ | $22 \%$ $28 \%$ | $18 \%$ $33 \%$ | $\begin{gathered} 12 \% \\ \ldots \\ 43 \% \\ 4 \% \end{gathered}$ | 22\% 33\% | $\begin{aligned} & 18 \% \\ & \vdots \\ & 31 \% \end{aligned}$ | $\begin{gathered} 24 \% \\ R \\ 31 \% \end{gathered}$ | $\begin{gathered} 22 \% \\ \stackrel{22 \%}{*} \\ \stackrel{26 \%}{*} \end{gathered}$ | $21 \%$ $28 \%$ | $20 \%$ $34 \%$ | $20 \%$ $31 \%$ | $21 \%$ $29 \%$ | $23 \%$ $29 \%$ | $\begin{gathered} 15 \% \\ \text { 42\% } \\ \text { z.A.AB } \end{gathered}$ |


| 393 | 236 | 126 | 603 | 21 | 153 | 58 | 338 | 47 | ${ }^{346}$ | 874 | 424 | 345 | 254 | 197 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 383 | 209 | 116 | 547 | 25 | 129 | 50 | 406 | 43 | 351 | 850 | 419 | 333 | 227 | 222 |
| 18\% | 17\% | 15\% | 14\% | 17\% | 15\% | 14\% | 20\% | 8\% | 13\% | 17\% | 18\% | 14\% | 15\% | 17\% |
| 24\% | 19\% | $\begin{gathered} 30 \% \\ \mathrm{P} \end{gathered}$ | 24\% | $30 \%$ | 29\% | $20 \%$ | 23\% | 34\% | 27\% | 24\% | 28\% | 26\% | 21\% | 20\% |
| 21\% | 22\% | 18\% | $\begin{gathered} 23 \% \\ v \end{gathered}$ | $7 \%$ | 18\% | 20\% | 16\% | $\begin{aligned} & 34 \% \\ & T . V^{*} \end{aligned}$ | 23\% | 19\% | $\begin{aligned} & 21 \% \\ & { }_{\text {AC }} \end{aligned}$ | $\begin{aligned} & 25 \% \\ & { }_{\text {AC }} \end{aligned}$ | 18\% | 12\% |
| 16\% | $\begin{aligned} & \text { 26\% } \\ & \text { N.O } \end{aligned}$ | $\underset{N}{20 \%}$ | 19\% | $3 \%$ | 17\% | 11\% | 14\% | $7 \%$ | 16\% | 16\% | 11\% | 14\% | $\begin{gathered} \text { 30\% } \\ \text { Z.AA.AC } \end{gathered}$ | 12\% |
| 21\% | 17\% | 18\% | 20\% | $42 \%$ | 21\% | $\begin{aligned} & \begin{array}{l} 35 \% \\ R_{R}^{*} \end{array} \end{aligned}$ | $\begin{gathered} 27 \% \\ \mathrm{R} \end{gathered}$ | 17\% | 21\% | 24\% | 22\% | 20\% | 16\% | $\begin{gathered} \begin{array}{c} 39 \% \\ \text { z.AA.AB } \end{array} \end{gathered}$ |
| $43 \%$ $37 \%$ | $36 \%$ 47\% N.O | $45 \%$ $37 \%$ | $\begin{gathered} 39 \% \\ 42 \% \\ \mathrm{4} \% \end{gathered}$ | $\begin{gathered} 48 \% \\ \ldots \\ 10 \% \end{gathered}$ | $45 \%$ $35 \%$ | $\begin{gathered} 34 \% \\ \vdots \\ 31 \% \\ \vdots \end{gathered}$ | $43 \%$ $30 \%$ | $\begin{gathered} 42 \% \\ 42 \% \\ 42 \end{gathered}$ | 40\% 38\% | $41 \%$ $35 \%$ | $\begin{aligned} & 46 \% \\ & \text { AB } \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 40 \% \\ & 39 \% \\ & \text { AC } \end{aligned}$ | 36\% <br> 48\% <br> Z.AC | $37 \%$ $24 \%$ |


| Unweighted base | 1220 | 560 | 660 | 281 | 410 | 529 | 289 | 262 | 489 | 180 | 882 | 154 | 123 | 61 | 465 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 1201 | 595 | 606 | 370 | 403 | 428 | 294 | 246 | 475 | 187 | 811 | 146 | 177 | 67 | 493 |
| Strongly agree | 14\% | 13\% | 15\% | $\underset{E}{17 \%}$ | $\begin{gathered} 16 \% \\ \mathrm{E} \end{gathered}$ | 11\% | 16\% | 14\% | 15\% | 11\% | 11\% | ${ }_{j}^{23 \%}$ | 19\% | $\begin{gathered} 30 \% \\ \mathrm{~J} \end{gathered}$ | 11\% |
| Somewhat agree | 28\% | 26\% | 31\% | 29\% | 26\% | 30\% | 29\% | 29\% | 27\% | 30\% | 28\% | 26\% | 30\% | $\stackrel{29 \%}{ }$ | 26\% |
| Somewhat disagree | 17\% | $\begin{gathered} 20 \% \\ \mathrm{~B} \end{gathered}$ | 13\% | 11\% | $\stackrel{\substack{19 \% \\ c}}{ }$ | $\begin{gathered} \text { 19\% } \\ c \end{gathered}$ | 17\% | 16\% | 15\% | 21\% | 17\% | 17\% | 18\% | 10\% | 17\% |
| Strongly disagree | 16\% | 16\% | 15\% | 15\% | 18\% | 14\% | 15\% | 19\% | 16\% | 13\% | 17\% | 14\% | ${ }^{12 \%}$ | $\stackrel{\text { 9\% }}{ }$ | 15\% |
| Don't know | 25\% | 24\% | 26\% | 28\% | 20\% | $\begin{gathered} 27 \% \\ D \end{gathered}$ | 23\% | 23\% | 27\% | 25\% | 27\% | 20\% | $21 \%$ | 23\% | $\begin{aligned} & 31 \% \\ & \text { O.P.Q } \end{aligned}$ |
| Net. Agree | 43\% | 39\% | $46 \%$ | 46\% | 42\% | 40\% | 45\% | 42\% | 42\% | 41\% | 39\% | $49 \%$ | $49 \%$ | $\begin{gathered} 58 \% \\ \mathrm{~S}^{5 *} \end{gathered}$ | 37\% |
| Net: Disagree | $32 \%$ | $\begin{gathered} 37 \% \\ B \end{gathered}$ | 28\% | 26\% | $\begin{gathered} 37 \% \\ c \end{gathered}$ | 33\% | 32\% | 35\% | 30\% | 34\% | $\begin{gathered} \begin{array}{c} 34 \% \\ \mathrm{M} \end{array} \end{gathered}$ | 31\% | 30\% | $\stackrel{19 \%}{ }$ | $32 \%$ |

we mean TV show or movie characters who looklact like you and
are of the same race and sexual orientation as you...
To what extent do you arree or disagree with each of the
ollowing statements? Please select one option on each
ollowing statements?
ow.Characters like me
Are often oortraved as a ficure with authoit

| Unweighted base | 1220 | 560 | 660 | 281 | 410 | 529 | 289 | 262 | 489 | 180 | 882 | 154 | 123 | 61 | 465 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 1201 | 595 | 606 | 370 | 403 | 428 | 294 | 246 | 475 | 187 | 811 | 146 | 177 | 67 | 493 |
| Strongly agree | 13\% | 17\% | 9\% | 14\% | 14\% | 11\% | 14\% | 15\% | 13\% | 8\% | 13\% | 17\% | ${ }^{8 \%}$ | $15 \%$ | 10\% |
| Somewhat agree | 23\% | 5\% | 21\% | 18\% | $\begin{gathered} \text { 25\% } \\ c \end{gathered}$ | $\begin{gathered} 25 \% \\ c \end{gathered}$ | 22\% | 22\% | 22\% | 26\% | 23\% | 17\% | $\stackrel{27}{ }{ }^{\text {\% }}$ | $18 \%$ | 23\% |
| Somewhat disagree | 22\% | 19\% | $\stackrel{26 \%}{\mathrm{~A} \%}$ | 21\% | 21\% | 24\% | 21\% | 25\% | 22\% | 22\% | 22\% | 25\% | $\stackrel{18 \%}{ }$ | $25 \%$ | 22\% |
| Strongly disagree | 21\% | 19\% | 22\% | $\underset{E}{25 \%}$ | 20\% | 17\% | 23\% | 18\% | 19\% | 23\% | 18\% | 21\% | $\stackrel{26 \%}{*}$ | 29\% | 17\% |
| Don't know | 22\% | 20\% | 23\% | 23\% | 20\% | 23\% | 20\% | 20\% | 24\% | 21\% | 23\% | 18\% | $\stackrel{22 \%}{ }$ | 13\% | $\begin{aligned} & 28 \% \\ & \text { O.P.Q } \end{aligned}$ |
| Net. Agree | 36\% | $\begin{gathered} 42 \% \\ \mathrm{~B} \end{gathered}$ | 29\% | 31\% | 39\% | 36\% | 36\% | 37\% | 35\% | 34\% | 36\% | 35\% | $\stackrel{34}{*}$ | $33 \%$ | 33\% |
| Net: Disagree | 43\% | 38\% | 48\% | 46\% | 41\% | 41\% | 44\% | 43\% | 41\% | 45\% | 41\% | 47\% | 44\% | 54\% | 39\% |

we mean TV show or movie characters who looklact like you and
are of the same race and sexual orientation as you...

## o what extent do you agree or disagree with each of the ollowing statements? Please select one option on each

row.Characters like me
Sften fail at winning a love intersest

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


| 393 | 236 | 126 | 603 | 21 | 153 | 58 | 338 | 47 | 346 | 874 | 424 | 345 | 254 | 197 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 383 | 209 | 116 | 547 | 25 | 129 | 50 | 406 | 43 | 351 | 850 | 419 | 333 | 227 | 222 |
| 15\% | 18\% | 22\% | 13\% | 18\% | 9\% | 11\% | 18\% | 11\% | 13\% | 15\% | 15\% | 14\% | 16\% | 13\% |
|  | N | N |  | * |  | * | T | * |  |  |  |  |  |  |
| 31\% | 29\% | 27\% | 32\% | 30\% | 31\% | 19\% | 25\% | ${ }^{25 \%}$ | 32\% | 27\% | $\begin{aligned} & 32 \% \\ & A C \end{aligned}$ | $\begin{aligned} & 31 \% \\ & A C \end{aligned}$ | 27\% | 19\% |
| 14\% | 17\% | 19\% | 18\% | 10\% | 17\% | $\begin{gathered} 26 \% \\ \mathrm{v}^{2 \%} \end{gathered}$ | 13\% | $\begin{gathered} 26 \% \\ \mathrm{v}^{2 \%} \end{gathered}$ | 17\% | 16\% | 14\% | 19\% | 18\% | 15\% |
| 16\% | 20\% | 12\% | 16\% | $4 \%$ | 22\% | 11\% | 14\% | $22 \%$ | 17\% | 15\% | 15\% | 16\% | $\begin{aligned} & \text { 22\%\% } \\ & \text { Z.AC } \end{aligned}$ | 10\% |
| $\begin{gathered} \text { 24\% } \\ \mathrm{P} \end{gathered}$ | 16\% | 20\% | 22\% | 39\% | 21\% | 33\% | $\begin{gathered} 30 \% \\ \mathrm{R} \end{gathered}$ | 16\% | 21\% | 27\% | $\begin{gathered} 24 \% \\ A B \end{gathered}$ | 19\% | 17\% | $\begin{gathered} 43 \% \\ \text { z.AA.AB } \end{gathered}$ |
| 46\% | 47\% | 49\% | 45\% | 48\% | 40\% | $30 \%$ | 43\% | 36\% | 45\% | 42\% | ${ }^{46 \%}$ | 45\% | 42\% | 32\% |
| $\begin{gathered} \mathrm{N} \\ 30 \% \end{gathered}$ | $\begin{gathered} N \\ 37 \% \end{gathered}$ | $\begin{gathered} N \\ 31 \% \end{gathered}$ | $\underset{34 \%}{u}$ | $\begin{aligned} & \text { 13\% } \\ & 13 \% \end{aligned}$ | ${ }^{39 \%}$ | ** | 27\% | $\begin{gathered} * \\ 48 \% \\ v^{*} \end{gathered}$ | 34\% | 32\% | AC 29\% | $\begin{aligned} & \text { AC } \\ & 35 \% \\ & \text { AC } \end{aligned}$ | $\begin{aligned} & 41 \% \\ & \text { Z.AC } \end{aligned}$ | 24\% |


| 393 | 236 | 126 | 603 | 21 | 153 | 58 | 338 | 47 | 346 | 874 | 424 | 345 | 254 | 197 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 383 | 209 | 116 | 547 | 25 | 129 | 50 | 406 | 43 | 351 | 850 | 419 | 333 | 227 | 222 |
| 14\% | 17\% | 13\% | 12\% | 13\% | 18\% | 18\% | 11\% | 13\% | 15\% | 12\% | 14\% | 11\% | 19\% | 7\% |
|  | N |  |  | ** | v | * |  | * |  |  | AC |  | A.AC |  |
| 20\% | 26\% | 25\% | $\stackrel{27 \%}{\substack{27 \%}}$ | 15\% | 20\% | 18\% | 19\% | 25\% | 23\% | 23\% | 21\% | 22\% | 28\% | 21\% |
| 22\% | 23\% | 24\% | 22\% | 29\% | 22\% | 22\% | 20\% | $\begin{aligned} & \text { 40\% } \\ & \text { R.T. } \mathbf{V}^{*} \end{aligned}$ | 20\% | 23\% | 23\% | 23\% | 22\% | 20\% |
| $24 \%$ | 22\% | 21\% | 18\% | $9 \%$ | 23\% | 16\% | ${ }_{R}^{25 \%}$ | 17\% | 21\% | 20\% | $\stackrel{24 \%}{24 \%}$ | 23\% | 16\% | 15\% |
| 20\% | 13\% | 16\% | $\begin{gathered} 21 \% \\ \mathrm{w} \end{gathered}$ | $32 \%$ | 17\% | $\begin{aligned} & 26 \% \\ & \mathrm{w}^{2 \%} \end{aligned}$ | $\begin{gathered} \text { 25\% } \\ \mathrm{w} \end{gathered}$ | 6\% | 21\% | 22\% | 19\% | 20\% | 15\% | $\begin{gathered} 36 \% \\ \text { z.AA.AB } \end{gathered}$ |
| $34 \%$ $46 \%$ | $\begin{gathered} 43 \% \\ \text { N } \\ 44 \% \end{gathered}$ | $38 \%$ $46 \%$ | $\begin{gathered} 39 \% \\ v \\ 40 \% \end{gathered}$ | $\begin{gathered} 29 \% \\ \begin{array}{c} 20 \\ 39 \% \\ m \end{array} \end{gathered}$ | $38 \%$ $45 \%$ | $\begin{gathered} 37 \% \\ \stackrel{3}{*} \\ 37 \% \\ \% \end{gathered}$ | $30 \%$ $45 \%$ | $\begin{gathered} 38 \% \\ \vdots \\ 57 \% \\ R^{*} \end{gathered}$ | $38 \%$ $41 \%$ | $35 \%$ $43 \%$ | $35 \%$ $46 \%$ AC | $\begin{aligned} & 33 \% \\ & 47 \% \\ & \text { AC } \end{aligned}$ | $\begin{gathered} 47 \% \\ \text { z.AAAC } \\ 38 \% \end{gathered}$ | 28\% |


| 393 | 236 | 126 | 603 | 21 | 153 | 58 | 338 | 47 | ${ }^{346}$ | 874 | 424 | 345 | 254 | 197 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 383 | 209 | 116 | 547 | 25 | 129 | 50 | 406 | 43 | 351 | 850 | 419 | 333 | 227 | 222 |
| 14\% | 12\% | 18\% | 10\% | 3\% | 20\% | 20\% | 15\% | 14\% | 13\% | 13\% | 16\% | 13\% | 12\% | 9\% |
|  |  |  |  | * | R | R* | R | * |  |  | AC |  |  |  |
| 27\% | 32\% | 24\% | 26\% | 19\% | 24\% | 6\% | 24\% | 30\% | 27\% | 23\% | 23\% | 27\% | 27\% | 20\% |
| N | N |  | u | ** | u | * | u | U* |  |  |  |  |  |  |
| 24\% | 22\% | 21\% | 25\% | 28\% | 25\% | 29\% | 17\% | 26\% | 21\% | 23\% | 24\% | 21\% | $27 \%$ | 17\% |
| 10\% | 13\% | 11\% | $\stackrel{14 \%}{\mathrm{v}}$ | $3 \%$ | 9\% | $5 \%$ | 8\% | $\begin{aligned} & 20 \% \\ & \text { u.v* } \end{aligned}$ | 13\% | 10\% | 11\% | 12\% | 13\% | 7\% |
| 26\% | 21\% | 26\% | $\begin{gathered} \text { 26\% } \\ w \end{gathered}$ | $47 \%$ | 21\% | $\begin{aligned} & \text { 40\% } \\ & \text { R.T.W* } \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 35 \% \\ \text { R.T.W } \end{array} . \end{aligned}$ | 10\% | 25\% | 30\% | 25\% | 26\% | 21\% | $\begin{gathered} \text { 48\% } \\ \text { z.A.AB } \end{gathered}$ |


we mean TV show or movie characterss who lookacact like you and
are of the same race and sexual orientation as you..
To what extent do you agree or disagree with each of the
following statements? Please select one option on each
row.Characters like me...

| Get killed off morelearier than other characters Unweighted base | 1220 | 560 | 660 | 281 | 410 | 529 | 289 | 262 | 489 | 180 | 882 | 154 | 123 | 61 | 465 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 1201 | 595 | 606 | 370 | 403 | 428 | 294 | 246 | 475 | 187 | 811 | 146 | 177 | 67 | 493 |
| Strongly agree | 13\% | 13\% | 13\% | 17\% | 13\% | 10\% | 11\% | 11\% | 14\% | 16\% | 8\% | 35\% | 15\% | 20\% | 11\% |
|  |  |  |  | E |  |  |  |  |  |  |  | J.L | J* | J* |  |
| Somewhat agree | 20\% | 21\% | 20\% | 18\% | 22\% | 21\% | 23\% | 18\% | 19\% | 23\% | 20\% | 14\% | 24\% | 26\% | 19\% |
| Somewhat disagree | 24\% | 25\% | 22\% | 24\% | 24\% | 23\% | 21\% | 24\% | 25\% | 24\% | 25\% | 19\% | 25\% | 15\% | 22\% |
| Strongly disagree | 15\% | 16\% | 14\% | 14\% | 16\% | 16\% | 16\% | $\underset{H}{19 \%}$ | 13\% | 15\% | $\begin{aligned} & \text { 18\% } \\ & \text { KL } \end{aligned}$ | 10\% | $\stackrel{9}{*}$ | 13\% | 12\% |
| Don't know | 28\% | 25\% | 30\% | 28\% | 25\% | 30\% | 29\% | 27\% | 29\% | 23\% | 29\% | 22\% | 26\% | 25\% | $\begin{aligned} & { }^{35 \%} \\ & \text { O.P.Q } \end{aligned}$ |
| Net. Agree | 33\% | 34\% | 33\% | 35\% | 35\% | 31\% | $34 \%$ | 30\% | 33\% | 38\% | 28\% | 49\% | $\begin{aligned} & 40 \% \\ & \mathrm{~J}^{2} \end{aligned}$ | $\underset{j *}{47 \%}$ | 31\% |
| Net: Disagree | 39\% | 41\% | 37\% | 38\% | 40\% | 39\% | 37\% | 43\% | 38\% | 39\% | $\begin{gathered} 43 \% \\ k \end{gathered}$ | 28\% | 34\% | 28\% | $34 \%$ |

we mean TV show or movie characters who looklact 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?
Are cast for no other reason but to add diversit

| Unweighted base | 0 | 560 | 660 | 281 | 0 | 529 | 289 | 262 | 489 | 180 | 882 | 154 | ${ }^{123}$ | 61 | 465 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 1201 | 595 | 606 | 370 | 403 | 428 | 294 | 246 | 475 | 187 | 811 | 146 | 177 | 67 | 493 |
| Strongly agree | 13\% | 16\% | 11\% | 17\% | 13\% | 11\% | 13\% | 12\% | 15\% | 12\% | 8\% | 35\% | 18\% | 18\% | \% |
|  |  |  |  | E |  |  |  |  |  |  |  | J.L.M | J* | J* |  |
| Somewhat agree | 21\% | 20\% | 21\% | 17\% | 23\% | 22\% | 22\% | 18\% | 19\% | $27 \%$ | 18\% | 23\% | $31 \%$ | 24\% | 20\% |
| Somewhat disagree | 16\% | 17\% | 15\% | 16\% | 15\% | 17\% | 16\% | 17\% | 16\% | 16\% | 17\% | 14\% | 12\% | 21\% | 15\% |
| Strongly disagree | 23\% | 21\% | 25\% | 21\% | 25\% | 22\% | 25\% | 27\% | 21\% | 20\% | $\begin{aligned} & \text { 29\% } \\ & \text { K.L.M } \end{aligned}$ | 4\% | $\begin{gathered} \text { 15\% } \\ \mathrm{k}^{*} \end{gathered}$ | 13\% | 20\% |
| Don't know | 27\% | 26\% | 27\% | 29\% | 24\% | 27\% | 23\% | 26\% | 30\% | 25\% | 28\% | 23\% | 25\% | $25 \%$ | $34 \%$ OP.Q |
| Net. Agree | 34\% | 35\% | 33\% | 33\% | 36\% | 33\% | 35\% | 31\% | 33\% | 39\% | 26\% | $\begin{gathered} \text { 59\% } \\ \hline \end{gathered}$ | $\begin{gathered} 49 \% \\ \mathrm{j}^{*} \end{gathered}$ | $\underset{\mathrm{J}^{42}}{42}$ | 31\% |
| Net: Disagree | 39\% | 38\% | 40\% | 37\% | 40\% | 40\% | 41\% | 44\% | 36\% | 36\% | $\begin{aligned} & 46 \% \\ & \text { k.L } \end{aligned}$ | 19\% | $\stackrel{27 \%}{ }$ | $\begin{gathered} 34 \% \\ \mathrm{k}^{*} \end{gathered}$ | 35\% |

HYM_93_1. To what extent do you agree or disagree with each of
he following statements? Please select one option on each row.
When I was growing up I struggled to find role models who
booked like me in movies and TV

| Unweighted base | 1220 | 560 | 660 | 281 | 410 | 529 | 289 | 262 | 489 | 180 | 882 | 154 | 123 | 61 | 465 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 1201 | 595 | 606 | 370 | 403 | 428 | 294 | 246 | 475 | 187 | 811 | 146 | 177 | 67 | 493 |
| Strongly agree | 18\% | $\begin{gathered} 21 \% \\ \mathrm{~B} \end{gathered}$ | 15\% | 18\% | 20\% | 15\% | 18\% | 17\% | 16\% | 21\% | 13\% | ${ }_{j 3 \%}^{33 \%}$ | $\underset{\substack{22 \% \\ J^{*}}}{ }$ | $\begin{gathered} 31 \% \\ j^{3 *} \end{gathered}$ | 16\% |
| Somewhat agree | 21\% | 20\% | 22\% | 23\% | $\underset{E}{24 \%}$ | 17\% | 21\% | 15\% | $\begin{gathered} 23 \% \\ G \end{gathered}$ | 21\% | 17\% | 24\% | $\begin{gathered} 33 \% \\ \mathrm{~J}^{*} \end{gathered}$ | $\stackrel{26 \%}{*}$ | 21\% |
| Somewhat disagree | 20\% | 18\% | 21\% | \% | 19\% | 18\% | 18\% | 20\% | 20\% | 21\% | 21\% | 18\% | 17\% | ${ }^{11 \%}$ | 18\% |
| Strongly disagree | 23\% | 22\% | 25\% | 17\% | 19\% | $\begin{aligned} & 33 \% \\ & \text { C.D } \end{aligned}$ | 22\% | $\begin{aligned} & 30 \% \\ & \mathrm{FH} \end{aligned}$ | 22\% | 21\% | $\begin{gathered} \text { 29\% } \\ \text { K.L } \end{gathered}$ | 9\% | $\stackrel{9 \%}{*}$ | $\begin{aligned} & \text { 23\% } \\ & \text { K.L** } \end{aligned}$ | 19\% |


| ${ }^{40 \%}$ | 44\% | 42\% | 36\% | 22\% | 44\% | \% | 39\% | 44\% | 40\% | 36\% | \% | \% | 39\% | 28\% |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\underset{\text { 36\% }}{N}$ | 33\% | 38\% | 32\% | $\underset{34 \%}{\text { U }}$ | 34\% | 26\% | 47\% | 35\% | 33\% | AC $36 \%$ | AC $33 \%$ | AC $40 \%$ | 24\% |
|  |  |  | v | ** |  | * |  | v* |  |  | AC |  | AC |  |


| 393 | 236 | 126 | 603 | 21 | 153 | 58 | 338 | 47 | 346 | 874 | 424 | 345 | 254 | 197 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 383 | 209 | 116 | 547 | 25 | 129 | 50 | 406 | 43 | 351 | 850 | 419 | 333 | 227 | 222 |
| 14\% | 14\% | 13\% | 11\% | 16\% | 10\% | 14\% | ${ }_{8}^{17 \%}$ | $7 \%$ | 14\% | 13\% | 15\% | 11\% | 11\% | 13\% |
| 24\% | 18\% | 19\% | 22\% | 14\% | 21\% | 10\% | 20\% | 26\% | 24\% | 19\% | 22\% | 23\% | 19\% | 16\% |
| 23\% | 26\% | 28\% | $27 \%$ | $31 \%$ | $\begin{gathered} 26 \% \\ v \end{gathered}$ | $\begin{gathered} 29 \% \\ v^{*} \end{gathered}$ | 17\% | $\begin{gathered} 31 \% \\ \mathrm{~V} \end{gathered}$ | 24\% | 24\% | 23\% | 24\% | $\begin{aligned} & 31 \% \\ & \text { z.AC } \end{aligned}$ | 17\% |
| 15\% | $\begin{aligned} & \text { 22\% } \\ & \text { N.O } \end{aligned}$ | 15\% | 16\% | \% | 16\% | $7 \%$ | 15\% | 18\% | 15\% | 15\% | 14\% | $\begin{aligned} & \text { 17\% } \\ & \text { AC } \end{aligned}$ | $\begin{aligned} & \text { A9\% } \\ & \text { AC } \end{aligned}$ | 9\% |
| 24\% | 19\% | 24\% | 25\% | 39\% | 26\% | $\begin{aligned} & \begin{array}{l} 39 \% \\ \text { R.W } \end{array}{ }^{*} \end{aligned}$ | 31\% | 18\% | 23\% | $\underset{x}{30 \%}$ | 25\% | 25\% | 20\% | $\begin{gathered} \stackrel{4 \%}{ } \\ \text { z.AA.AB } \end{gathered}$ |
| $\begin{gathered} 38 \% \\ \text { 38 } \\ \text { 38\% } \end{gathered}$ | $\begin{aligned} & 32 \% \\ & \text { 48\% } \\ & \text { N. } \end{aligned}$ | $32 \%$ $44 \%$ | $\begin{gathered} 33 \% \\ 43 \% \\ v \end{gathered}$ | $\begin{aligned} & 30 \% \\ & \left.\begin{array}{c} 31 \% \\ \vdots \\ \vdots \end{array}\right) \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 43 \% \end{aligned}$ | $\begin{gathered} 25 \% \\ \vdots \\ 36 \% \\ \vdots \end{gathered}$ | $37 \%$ $32 \%$ | $\begin{gathered} 33 \% \\ * \\ 49 \% \\ v^{*} \end{gathered}$ | $38 \%$ $39 \%$ | $32 \%$ $39 \%$ | $\begin{aligned} & 37 \% \\ & 37 \% \\ & \text { AC } \end{aligned}$ | $\begin{aligned} & 34 \% \\ & 41 \% \\ & \text { AC } \end{aligned}$ | $\begin{gathered} 29 \% \\ 50 \% \\ \text { Z.AA.AC } \end{gathered}$ | 29\% |


| 393 | 236 | 126 | 603 | 21 | 153 | 58 | 338 | 47 | 346 | 874 | 424 | 345 | 254 | 197 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 383 | 209 | 116 | 547 | 25 | 129 | 50 | 406 | 43 | 351 | 850 | 419 | 333 | 227 | 222 |
| 15\% | 17\% | 12\% | 12\% | 10\% | 11\% | $6 \%$ | 17\% | 11\% | 12\% | 14\% | 14\% | 13\% | 11\% | 15\% |
| 21\% | 18\% | 27\% | 20\% | 14\% | 22\% | 15\% | 22\% | 20\% | 21\% | 20\% | 21\% | $\begin{gathered} 25 \% \\ \text { AB } \end{gathered}$ | 17\% | 17\% |
| 16\% | 18\% | 14\% | $\begin{gathered} 17 \% \\ \mathrm{v} \end{gathered}$ | 24\% | $\frac{19 \%}{\mathrm{v}}$ | $\begin{gathered} 22 \% \\ \mathrm{v}^{*} \end{gathered}$ | 11\% | $\begin{aligned} & 31 \% \\ & \text { R.V } \end{aligned}$ | 15\% | 17\% | 16\% | 17\% | 16\% | 13\% |
| 23\% | $\stackrel{28 \%}{N}$ | 28\% | 26\% | $\underset{\substack{7 \% \\ \vdots}}{\substack{2}}$ | 21\% | $24 \%$ | 21\% | 18\% | 25\% | 22\% | 22\% | 21\% | $\begin{gathered} \begin{array}{c} 36 \% \\ \text { z.A.AC } \end{array} \end{gathered}$ | 15\% |
| $\stackrel{\text { 25\% }}{\stackrel{25}{p}}$ | 18\% | 19\% | 25\% | 45\% | 27\% | 33\% | 28\% | 20\% | 28\% | 27\% | 26\% | 24\% | 20\% | $\begin{aligned} & \text { 40\% } \\ & \text { z.AA.AB } \end{aligned}$ |
| $36 \%$ $39 \%$ | $\begin{gathered} 35 \% \\ 47 \% \\ N \end{gathered}$ | $39 \%$ $42 \%$ | $\begin{gathered} 32 \% \\ 43 \% \\ v \end{gathered}$ | $\begin{gathered} 24 \% \\ \cdots \\ 31 \% \\ \cdots \end{gathered}$ | $34 \%$ $40 \%$ | $\begin{gathered} 21 \% \\ \stackrel{21}{*} \\ 45 \% \end{gathered}$ | $\begin{gathered} 39 \% \\ { }_{32}^{39 \%} \end{gathered}$ | $\begin{gathered} 31 \% \\ \stackrel{3}{4} \% \\ \hline \end{gathered}$ | $33 \%$ $39 \%$ | $34 \%$ $39 \%$ | $\begin{aligned} & 36 \% \\ & 38 \% \\ & \text { AC } \end{aligned}$ | $\begin{gathered} 38 \% \\ \text { AB } \\ \text { A8\% } \\ \text { AC } \end{gathered}$ |  | 32\% |


| 393 | 236 | 126 | 603 | 21 | 153 | 58 | 338 | 47 | 346 | 874 | 424 | 345 | 254 | 197 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 383 | 209 | 116 | 547 | 25 | 129 | 50 | 406 | 43 | 351 | 850 | 419 | 333 | 227 | 222 |
| 19\% | 18\% | 21\% | 16\% | 10\% | 18\% | 17\% | 20\% | 17\% | 18\% | 17\% | $\begin{gathered} 22 \% \\ { }^{22 \%} \end{gathered}$ | 6\% | 5\% | 6\% |
| 21\% | 20\% | 22\% | $\begin{gathered} 24 \% \\ \hline \end{gathered}$ | 18\% | 13\% | $\stackrel{7 \%}{ }$ | $\stackrel{22 \%}{2{ }^{2 \%}}$ | 16\% | $\underset{Y}{26 \%}$ | 19\% | 20\% | 23\% | 23\% | 17\% |
| 20\% | 23\% | 21\% | 19\% | 20\% | 24\% | 23\% | 18\% | $\begin{aligned} & 36 \% \\ & \text { R.v* } \end{aligned}$ | 17\% | 21\% | 21\% | 18\% | 22\% | 17\% |
| $\stackrel{26 \%}{\mathrm{~N}}$ | $\begin{gathered} 27 \% \\ N \end{gathered}$ | 26\% | $\stackrel{28 \%}{\mathrm{v} \%}$ | 10\% | $\stackrel{28 \%}{\mathrm{en}} \mathrm{v}$ | 27\% | 17\% | $\stackrel{16 \%}{ }$ | 24\% | 23\% | 20\% | $\begin{aligned} & 27 \% \\ & \text { Z.AC } \end{aligned}$ | $\begin{aligned} & 31 \% \\ & \text { Z.AC } \end{aligned}$ | 18\% |



HYM -q3 2. TT what extent do you arree or disagree with each of
the following statements? Please select on ention on
the following statements? Please select one option on each row.
find that the portrayal of people like me are often one
dimensional or stereotypes

| Unweighted base | 1220 | 560 | 660 | 281 | 410 | 529 | 289 | 262 | 489 | 180 | 882 | 154 | 123 | 61 | 465 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 1201 | 595 | 606 | 370 | 403 | 428 | 294 | 246 | 475 | 187 | 811 | 146 | 177 | 67 | 493 |
| Strongly agree | 17\% | 19\% | 15\% | 17\% | 19\% | 16\% | 16\% | 15\% | 19\% | 18\% | 13\% | 32\% | 19\% | 38\% | 15\% |
| Somewhat agree | 28\% | 28\% | 28\% | 29\% | 29\% | 27\% | 32\% | 24\% | 27\% | 31\% | 26\% | 33\% | ${ }^{32 \%}$ | $30 \%$ | 26\% |
| Somewhat disagree | 18\% | 20\% | 17\% | 21\% | 18\% | 16\% | 19\% | 17\% | 18\% | 18\% | $\begin{gathered} 20 \% \\ k \end{gathered}$ | 12\% | ${ }^{21 \%}$ | 10\% | 18\% |
| Strongly disagree | 14\% | 14\% | 15\% | 11\% | 14\% | $\stackrel{\text { 18\% }}{c}$ | 14\% | 19\% | 13\% | 13\% | $\begin{aligned} & 18 \% \\ & \text { K.L } \end{aligned}$ | 6\% | ${ }^{8 \%}$ | 10\% | 13\% |
| Don't know | 22\% | 19\% | $\stackrel{25 \%}{\mathrm{~A}}$ | 23\% | 20\% | 23\% | 20\% | 25\% | 23\% | 19\% | 24\% | 17\% | $\stackrel{19 \%}{ }$ | 12\% | $\begin{aligned} & 28 \% \\ & \text { O.P.Q } \end{aligned}$ |
| Net. Agree | 46\% | 48\% | 44\% |  | 48\% | 43\% |  | 39\% | 46\% | 50\% | 39\% | ${ }_{\mathrm{f} 5 \%}$ | 51\% | ${ }_{69}^{69 \%}$ | 41\% |
| Net: Disagree | 33\% | 34\% | 32\% | 31\% | 32\% | 34\% | 32\% | 36\% | 32\% | 31\% | $\begin{aligned} & 37 \% \\ & \mathrm{K.M} \end{aligned}$ | 18\% | $\stackrel{29 \%}{*}$ | 20\% | 31\% |

HM_q33. To w exill
Holywood would do a better job portraying people like me if they
hired directors who've had similar life experiences as me

| Unweighted base | 1220 | 560 | 660 | 281 | 410 | 529 | 289 | 262 | 489 | 180 | 882 | 154 | 123 | 61 | 65 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 1201 | 595 | 606 | 370 | 403 | 428 | 294 | 246 | 475 | 187 | 811 | 146 | 177 | 67 | 493 |
| Strongly agree | 24\% | ${ }_{8}^{27 \%}$ | 21\% | 27\% | 24\% | 21\% | 26\% | 21\% | 26\% | 20\% | 19\% | $41 \%$ | 27\% | ${ }^{35 \%}$ | 23\% |
| Somewhat agree | 30\% | 29\% | 32\% | 27\% | 32\% | 32\% | 35\% | 28\% | 28\% | 32\% | 29\% | 30\% | $\stackrel{35 \%}{*}$ | 29\% | 29\% |
| Somewhat disagree | 11\% | 11\% | 12\% | 12\% | 11\% | 11\% | 8\% | $\stackrel{16 \%}{\mathrm{~F}}$ | 11\% | 12\% | 13\% | 8\% | $\stackrel{8 \%}{ }$ | ${ }^{6 \%}$ | 12\% |
| Strongly disagree | 10\% | 11\% | 10\% | 9\% | 12\% | 10\% | 10\% | 11\% | 10\% | 10\% | $\begin{gathered} 10 \% \\ \mathrm{k} \end{gathered}$ | 4\% | $\stackrel{12 \%}{*}$ | 15\% | 9\% |
| Don't know | 24\% | 22\% | 26\% | 25\% | 21\% | 26\% | 22\% | 24\% | 25\% | 26\% | $\begin{gathered} 28 \% \\ k \end{gathered}$ | 17\% | $\stackrel{18 \%}{*}$ | ${ }^{15 \%}$ | 27\% |
| Net. Agree | 54\% | 56\% | 53\% |  |  | 53\% | $\underset{\mathrm{G}}{\mathrm{61} \mathrm{\%}}$ | 49\% | 54\% | 53\% | 49\% | $\begin{gathered} 71 \% \\ j \end{gathered}$ | $\underset{J^{*}}{62 \%}$ | ${ }^{64 \%}$ | 52\% |
| Net: Disagree | 21\% | 22\% | 21\% | 21\% | 23\% | 21\% | 18\% | $\stackrel{27 \%}{\mathrm{~F} \%}$ | 21\% | 21\% | $23 \%$ $k$ | 12\% | $\stackrel{\text { 20\% }}{ }$ | ${ }^{21 \%}$ | 20\% |

Cell Contents (Column Percentages, Staisistical Test Results), Statistics (Column Proportions, (5\%): AB, C/D/E, F/G/HI, J/KLM, N/IP/Q, R/STTUNNw, XY, Z/AAABBAC, AD/AE/AF/AG/AH/A/A/A/AKALAM/AN/AO/AP, Minimum Base: 30 (*"), Small Base: 100 (*))

| 15\% | 12\% | 10\% | 14\% | $\stackrel{42 \%}{*}$ | 17\% | $\underset{\mathrm{R}^{26}}{26 \%}$ | $\begin{gathered} 23 \% \\ R \end{gathered}$ | 14\% | 16\% | 19\% | $\begin{gathered} \text { 18\% } \\ \text { AB } \end{gathered}$ | 17\% AB | 9\% | $\begin{gathered} 32 \% \\ \text { z.AA.AB } \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 39\% | 38\% | 43\% | 40\% | 28\% | 31\% | 23\% | 42\% | 34\% | 44\% | 36\% | 42\% | 38\% | 38\% | 33\% |
|  |  |  | т.U | * |  | * | т.U | \% | Y |  |  |  |  |  |
| ${ }^{46 \%}$ | $\stackrel{50 \%}{N}$ | 47\% | 46\% | 30\% | 52\% | 50\% | 35\% | 52\% | 41\% | 44\% | 41\% | 45\% | 53\% | 35\% |


| 393 | 236 | 126 | 603 | 21 | 153 | 58 | 338 | 47 | 346 | 874 | 424 | 345 | 254 | 197 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 383 | 209 | 116 | 547 | 25 | 129 | 50 | 406 | 43 | 351 | 850 | 419 | 333 | 227 | 222 |
| 20\% | 18\% | 19\% | 17\% | 10\% | 14\% | 12\% | 21\% | 15\% | 15\% | 18\% | 19\% | 16\% | 15\% | 18\% |
| 25\% | 32\% | $\begin{aligned} & \text { 40\% } \\ & \text { N.O } \end{aligned}$ | 29\% | $34 \%$ | 24\% | 20\% | 28\% | 36\% | 29\% | 28\% | 27\% | 29\% | 31\% | 26\% |
| $\begin{gathered} 20 \% \\ Q \end{gathered}$ | 19\% | 11\% | 18\% | 13\% | 22\% | 19\% | 16\% | ${ }^{25 \%}$ | 21\% | 17\% | 18\% | $\begin{gathered} 23 \% \\ { }_{\text {AC }} \end{gathered}$ | 17\% | 13\% |
| 15\% | 17\% | 14\% | $\stackrel{17 \%}{v}$ | $4 \%$ | 17\% | 19\% | 11\% | 11\% | 16\% | 14\% | 14\% | 13\% | $\begin{gathered} 25 \% \\ \text { z.AA.AC } \end{gathered}$ | 8\% |
| 19\% | 15\% | 15\% | 19\% | 38\% | 22\% | 30\% | 25\% | ${ }^{12 \%}$ | 19\% | 23\% | $\begin{gathered} \text { 22\% } \\ \text { AB } \end{gathered}$ | $\begin{gathered} 19 \% \\ \text { AB } \end{gathered}$ | 12\% | $\begin{gathered} \text { z.A.A. } \\ \text { z.AB } \end{gathered}$ |
| $45 \%$ $35 \%$ | $\begin{gathered} 50 \% \\ N \\ 36 \% \end{gathered}$ | $\begin{aligned} & \text { 60\% } \\ & \text { N.0 } \\ & \text { 25\% } \end{aligned}$ | $\begin{gathered} 46 \% \\ 35 \% \\ \mathrm{v} \end{gathered}$ | $\begin{gathered} 44 \% \\ 4 \% \\ 17 \% \\ \% \end{gathered}$ | $\begin{gathered} 38 \% \\ 39 \% \\ v \end{gathered}$ | $\begin{gathered} 32 \% \\ \vdots \\ 38 \% \\ * \end{gathered}$ | $\begin{gathered} 48 \% \\ u \\ u 27 \end{gathered}$ | $\begin{gathered} 51 \% \\ \stackrel{3}{36 \%} \\ \hline \end{gathered}$ | $44 \%$ $37 \%$ | $46 \%$ $31 \%$ | $\begin{aligned} & 47 \% \\ & 32 \% \\ & \text { AC } \end{aligned}$ | $45 \%$ $36 \%$ AC | $\begin{aligned} & 46 \% \\ & \text { 42\% } \\ & \text { Z.AC } \end{aligned}$ | 44\% 20\% |


| 393 | 236 | 126 | 603 | 21 | 153 | 58 | 338 | 47 | 346 | 874 | 424 | 345 | 254 | 197 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 383 | 209 | 116 | 547 | 25 | 129 | 50 | 406 | 43 | 351 | 850 | 419 | 333 | 227 | 222 |
| 22\% | 27\% | 28\% | 23\% | 43\% | 14\% | 20\% | 29\% | 18\% | 24\% | 24\% | 26\% | 24\% | 22\% | 23\% |
|  |  |  | T | ** |  |  | T | * |  |  |  |  |  |  |
| 32\% | 29\% | 29\% | 34\% | 10\% | 31\% | 21\% | 28\% | 30\% | 31\% | 30\% | $\begin{aligned} & 32 \% \\ & \text { AC } \end{aligned}$ | $\begin{aligned} & 33 \% \\ & { }_{4 C} \end{aligned}$ | $\begin{aligned} & 32 \% \\ & A C \end{aligned}$ | 22\% |
| 11\% | 11\% | 13\% | 11\% | $3 \%$ | $\begin{aligned} & 17 \% \\ & \text { R.V } \end{aligned}$ | 14\% | 9\% | $\begin{aligned} & 21 \% \\ & \mathrm{v}^{21 \%} \end{aligned}$ | 13\% | 11\% | 12\% | 12\% | 13\% | 8\% |
| 12\% | 11\% | 8\% | 10\% | $4 \%$ | 12\% | 12\% | 10\% | $6 \%$ | 12\% | 9\% | 9\% | 10\% | 13\% | 10\% |
| 23\% | 21\% | 22\% | 23\% | 41\% | 26\% | $32 \%$ | 24\% | 25\% | 21\% | 26\% | 21\% | 22\% | 20\% | $\begin{gathered} 37 \% \\ \text { z.AA.AB } \end{gathered}$ |
| 55\% | 57\% | 57\% | $\begin{aligned} & \text { 56\% } \\ & \text { T.U } \end{aligned}$ | 53\% | 45\% | $42 \%$ | $\begin{gathered} 57 \% \\ T \end{gathered}$ | 48\% | 55\% | 54\% | 58\% | $\begin{aligned} & 56 \% \\ & \text { AC } \end{aligned}$ | 55\% | 45\% |
| 22\% | 22\% | 21\% | 21\% | $\underset{\substack{7 \% \\ m}}{ }$ | $\begin{aligned} & \text { 29\% } \\ & \text { R.V } \end{aligned}$ | ${ }^{26 \%}$ | 19\% | $\stackrel{28 \%}{ }$ | 24\% | 20\% | 21\% | 21\% | 25\% | 18\% |

