

YouGov Survey: Representation in TV and Film



Sample 1124 U.S. adult citizens
Conducted January 17 - 21, 2025
Margin of Error ±3.9%

1. How often do you watch films or television?

Several times a day	33%
Once a day	22%
A few times a week	29%
Rarely	14%
Never	2%

2. Which of the following genres of film and television do you regularly watch? Select all that apply.

Comedy	64%
Action	57%
Drama	57%
Crime	50%
Documentary	46%
Thriller	40%
Science fiction	33%
Romance	29%
Fantasy	28%
Horror	28%
Reality	27%
Western	20%
Foreign	13%
None of the above	4%

3. How important do you think it is that film and television characters are representative of the overall population?

Very important	21%
Somewhat important	34%
Not very important	20%
Not at all important	14%
Not sure	11%

4. Generally speaking, do you think that compared to 20 years ago, film and television characters...?

Have become more representative of the American population	36%
Are equally representative of the American population	22%
Have become less representative of the American population	24%
Not sure	18%

5. Compared to the following group's share of the American population, do you think that among film and television characters they are...?

	Overrepresented	Appropriately represented	Underrepresented	Not sure
Wealthy people	50%	33%	4%	13%
People in same-sex relationships	36%	28%	21%	15%
Transgender people	32%	19%	28%	21%
White people	32%	44%	13%	11%
Men	25%	54%	9%	12%
Adults under 30	23%	56%	4%	17%
People in interracial relationships	22%	41%	21%	17%
Teenagers	20%	57%	9%	14%
Black people	19%	48%	21%	12%
Immigrants	16%	27%	36%	21%
People who are underweight	14%	32%	28%	26%
People who are overweight	11%	34%	37%	17%
Women	10%	59%	18%	12%
Children	9%	61%	11%	19%
Asian people	8%	42%	33%	17%
Hispanic people	8%	45%	31%	16%
Middle-class people	7%	52%	27%	14%
People with disabilities	5%	28%	50%	17%
Poor people	5%	27%	51%	17%
People over 60	3%	42%	39%	16%

6. To what extent do you agree or disagree with each of the following statements?

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Not sure
The best directors can tell good stories about anyone	41%	39%	5%	2%	13%
I don't particularly care if characters I see in movies or TV look like me or remind me of myself	34%	35%	16%	4%	10%
Good actors can play characters who don't have the same racial or ethnic background as them	26%	38%	14%	7%	14%
Hollywood would do a better job portraying people like me if they hired directors who've had similar life experiences as me	23%	35%	12%	7%	23%

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I find that the portrayal of people like me are often one-dimensional or stereotypes	20%	33%	21%	7%	19%
When I was growing up I struggled to find role models who looked like me in movies and TV	17%	22%	23%	24%	14%
I prefer stories with characters who are different than me	11%	39%	20%	6%	25%

7. Thinking about films and television, do you think it is acceptable or unacceptable for an actor to play the following role?

	Acceptable	Unacceptable	Not sure
Straight character if they're gay or lesbian	61%	21%	18%
Gay or lesbian character if they're straight	55%	26%	19%
Disabled character if they're not disabled	54%	25%	20%
Darker-skinned Black character if they are a lighter skinned Black person	53%	20%	27%
Non-disabled character if they're disabled	53%	21%	25%
Non-transgender character if they're transgender	50%	28%	21%
Transgender character if they're not transgender	47%	31%	22%
Chinese character if they're Japanese	47%	25%	28%
White character if they're a racial minority	42%	33%	26%
Racial minority character if they're white	33%	42%	25%
Male character if they're female	32%	50%	19%
Female character if they're male	29%	51%	19%

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Interviewing Dates	January 17 - 21, 2025
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.051 to 6.542, with a mean of one and a standard deviation of 0.86.
Number of respondents	1124
Margin of error	± 3.9% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	83 questions not reported.

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1. Frequency of Watching Film and Television

How often do you watch films or television?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Several times a day	33%	29%	37%	21%	25%	44%	37%	33%	40%	22%	*
Once a day	22%	23%	21%	18%	29%	19%	24%	23%	15%	24%	*
A few times a week	29%	29%	28%	36%	31%	24%	25%	27%	33%	33%	*
Rarely	14%	16%	13%	25%	10%	11%	13%	14%	12%	20%	*
Never	2%	3%	2%	0%	5%	2%	1%	3%	0%	1%	*
Totals	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,122)	(542)	(580)	(299)	(194)	(359)	(270)	(713)	(132)	(196)	(81)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Several times a day	33%	42%	26%	33%	38%	34%	38%	32%	29%	29%	36%	31%	36%
Once a day	22%	20%	22%	24%	26%	24%	18%	28%	28%	26%	23%	21%	19%
A few times a week	29%	25%	33%	27%	24%	26%	27%	24%	30%	32%	20%	32%	29%
Rarely	14%	13%	15%	14%	11%	13%	15%	14%	12%	13%	17%	14%	13%
Never	2%	1%	4%	1%	1%	2%	3%	2%	1%	1%	4%	2%	2%
Totals	100%	101%	100%	99%	100%	99%	101%	100%	100%	101%	100%	100%	99%
Unweighted N	(1,122)	(376)	(411)	(335)	(460)	(413)	(467)	(323)	(208)	(180)	(235)	(434)	(273)

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2. Film and Television Show Genres Watched

Which of the following genres of film and television do you regularly watch? Select all that apply.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Comedy	64%	64%	64%	67%	69%	61%	61%	63%	74%	66%	*
Action	57%	65%	50%	62%	53%	56%	59%	54%	73%	61%	*
Drama	57%	48%	66%	58%	50%	54%	67%	55%	64%	62%	*
Crime	50%	47%	53%	41%	50%	52%	55%	49%	60%	52%	*
Documentary	46%	47%	45%	35%	48%	52%	47%	48%	46%	41%	*
Thriller	40%	43%	38%	40%	42%	41%	36%	37%	49%	49%	*
Science fiction	33%	43%	23%	31%	33%	35%	32%	34%	27%	32%	*
Romance	29%	17%	41%	39%	30%	25%	26%	26%	37%	37%	*
Fantasy	28%	32%	24%	38%	26%	28%	19%	25%	25%	39%	*
Horror	28%	31%	24%	37%	32%	28%	13%	24%	36%	38%	*
Reality	27%	21%	32%	27%	34%	26%	20%	25%	36%	34%	*
Western	20%	25%	14%	15%	13%	22%	28%	19%	22%	24%	*
Foreign	13%	15%	11%	20%	13%	12%	7%	10%	14%	21%	*
None of the above	4%	4%	3%	2%	7%	4%	2%	5%	0%	2%	*
Unweighted N	(1,124)	(542)	(582)	(299)	(196)	(359)	(270)	(713)	(132)	(198)	(81)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Comedy	64%	71%	63%	59%	72%	59%	62%	67%	64%	62%	66%	62%	68%
Action	57%	58%	57%	56%	60%	55%	60%	57%	52%	50%	57%	58%	61%
Drama	57%	65%	57%	49%	66%	49%	54%	60%	60%	53%	51%	61%	59%
Crime	50%	51%	49%	50%	52%	54%	51%	53%	51%	51%	48%	48%	54%
Documentary	46%	49%	48%	42%	53%	42%	45%	49%	49%	43%	45%	44%	54%
Thriller	40%	44%	41%	36%	44%	40%	43%	42%	39%	37%	42%	42%	37%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Science fiction	33%	32%	35%	31%	36%	36%	33%	34%	34%	32%	33%	29%	40%
Romance	29%	34%	26%	29%	33%	28%	29%	34%	26%	31%	28%	27%	33%
Fantasy	28%	30%	29%	23%	29%	26%	28%	30%	22%	23%	28%	26%	32%
Horror	28%	32%	29%	22%	27%	22%	33%	28%	22%	29%	23%	31%	25%
Reality	27%	29%	26%	25%	28%	23%	25%	29%	28%	25%	23%	28%	29%
Western	20%	18%	18%	23%	19%	26%	20%	17%	24%	16%	16%	21%	23%
Foreign	13%	15%	14%	9%	17%	10%	11%	16%	13%	11%	8%	11%	22%
None of the above	4%	2%	6%	3%	3%	5%	4%	4%	3%	2%	6%	3%	4%
Unweighted N	(1,124)	(376)	(413)	(335)	(462)	(413)	(467)	(324)	(209)	(181)	(235)	(435)	(273)

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3. Importance of Representation in Film and Television

How important do you think it is that film and television characters are representative of the overall population?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	21%	18%	24%	28%	22%	18%	17%	20%	23%	22%	*
Somewhat important	34%	33%	35%	39%	36%	28%	37%	34%	43%	34%	*
Not very important	20%	22%	18%	16%	19%	23%	21%	21%	14%	16%	*
Not at all important	14%	20%	8%	6%	16%	18%	13%	14%	13%	14%	*
Not sure	11%	7%	15%	11%	7%	14%	12%	11%	7%	14%	*
Totals	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	*
Unweighted N	(1,124)	(542)	(582)	(299)	(196)	(359)	(270)	(713)	(132)	(198)	(81)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	21%	36%	17%	11%	36%	13%	19%	23%	27%	17%	21%	19%	28%
Somewhat important	34%	39%	30%	33%	35%	31%	36%	33%	37%	35%	32%	38%	28%
Not very important	20%	13%	23%	24%	16%	23%	18%	23%	20%	26%	18%	19%	20%
Not at all important	14%	6%	17%	18%	7%	20%	16%	11%	10%	16%	16%	13%	11%
Not sure	11%	6%	13%	14%	5%	13%	11%	10%	7%	5%	13%	11%	13%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	101%	99%	100%	100%	100%
Unweighted N	(1,124)	(376)	(413)	(335)	(462)	(413)	(467)	(324)	(209)	(181)	(235)	(435)	(273)

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4. Overall Change in Representation in Film and Television

Generally speaking, do you think that compared to 20 years ago, film and television characters... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Have become more representative of the American population	36%	34%	37%	33%	35%	40%	32%	36%	31%	34%	*
Are equally representative of the American population	22%	22%	22%	34%	24%	17%	17%	21%	36%	20%	*
Have become less representative of the American population	24%	26%	22%	10%	20%	26%	38%	26%	14%	24%	*
Not sure	18%	18%	19%	23%	21%	16%	14%	17%	19%	22%	*
Totals	100%	100%	100%	100%	100%	99%	101%	100%	100%	100%	*
Unweighted N	(1,122)	(541)	(581)	(299)	(195)	(358)	(270)	(712)	(131)	(198)	(81)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Have become more representative of the American population	36%	50%	32%	27%	59%	24%	33%	37%	40%	27%	32%	37%	42%
Are equally representative of the American population	22%	23%	22%	21%	15%	21%	24%	22%	22%	25%	21%	23%	20%
Have become less representative of the American population	24%	12%	21%	38%	12%	42%	24%	25%	23%	32%	23%	21%	24%
Not sure	18%	15%	25%	14%	13%	13%	18%	16%	15%	15%	24%	19%	14%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Totals	100%	100%	100%	100%	99%	100%	99%	100%	100%	99%	100%	100%	100%
Unweighted N	(1,122)	(375)	(413)	(334)	(461)	(412)	(465)	(324)	(209)	(180)	(234)	(435)	(273)

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5A. Representation of Groups in Film and Television — Wealthy people

Compared to the following group's share of the American population, do you think that among film and television characters they are...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Overrepresented	50%	52%	49%	44%	53%	52%	52%	52%	48%	41%	*
Appropriately represented	33%	33%	33%	39%	29%	30%	36%	32%	36%	36%	*
Underrepresented	4%	3%	5%	6%	5%	2%	4%	4%	5%	4%	*
Not sure	13%	12%	14%	11%	13%	16%	9%	12%	12%	20%	*
Totals	100%	100%	101%	100%	100%	100%	101%	100%	101%	101%	*
Unweighted N	(1,120)	(541)	(579)	(298)	(195)	(359)	(268)	(710)	(132)	(197)	(81)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Overrepresented	50%	60%	51%	40%	62%	40%	54%	49%	46%	47%	48%	50%	55%
Appropriately represented	33%	28%	29%	42%	27%	40%	28%	35%	39%	37%	30%	35%	28%
Underrepresented	4%	2%	4%	6%	3%	5%	5%	4%	4%	4%	4%	4%	5%
Not sure	13%	10%	16%	12%	8%	15%	13%	12%	11%	12%	18%	11%	12%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,120)	(374)	(412)	(334)	(459)	(413)	(464)	(323)	(209)	(181)	(234)	(434)	(271)

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5B. Representation of Groups in Film and Television — People in same-sex relationships

Compared to the following group's share of the American population, do you think that among film and television characters they are...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Overrepresented	36%	42%	30%	18%	35%	42%	45%	37%	34%	31%	*
Appropriately represented	28%	26%	30%	37%	32%	22%	25%	29%	32%	24%	*
Underrepresented	21%	16%	26%	29%	19%	19%	20%	21%	19%	22%	*
Not sure	15%	15%	14%	16%	14%	17%	11%	12%	15%	22%	*
Totals	100%	99%	100%	100%	100%	100%	101%	99%	100%	99%	*
Unweighted N	(1,121)	(541)	(580)	(299)	(196)	(357)	(269)	(710)	(132)	(198)	(81)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Overrepresented	36%	17%	36%	53%	17%	59%	33%	37%	41%	45%	34%	33%	36%
Appropriately represented	28%	32%	28%	25%	33%	20%	27%	33%	27%	25%	23%	32%	29%
Underrepresented	21%	37%	20%	7%	41%	8%	24%	18%	21%	17%	26%	19%	24%
Not sure	15%	14%	16%	14%	10%	14%	16%	12%	12%	13%	17%	16%	12%
Totals	100%	100%	100%	99%	101%	101%	100%	100%	101%	100%	100%	100%	101%
Unweighted N	(1,121)	(375)	(411)	(335)	(461)	(411)	(465)	(324)	(209)	(181)	(235)	(434)	(271)

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5C. Representation of Groups in Film and Television — Transgender people

Compared to the following group's share of the American population, do you think that among film and television characters they are...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Overrepresented	32%	38%	27%	19%	28%	39%	39%	34%	27%	23%	*
Appropriately represented	19%	18%	19%	20%	20%	18%	17%	19%	18%	23%	*
Underrepresented	28%	24%	32%	38%	31%	24%	22%	27%	38%	26%	*
Not sure	21%	20%	22%	22%	21%	20%	21%	19%	18%	29%	*
Totals	100%	100%	100%	99%	100%	101%	99%	99%	101%	101%	*
Unweighted N	(1,117)	(539)	(578)	(298)	(194)	(358)	(267)	(710)	(128)	(198)	(81)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Overrepresented	32%	13%	32%	51%	13%	55%	34%	29%	33%	41%	34%	31%	28%
Appropriately represented	19%	17%	21%	17%	21%	17%	17%	22%	19%	13%	16%	21%	19%
Underrepresented	28%	51%	25%	10%	50%	9%	27%	30%	29%	28%	26%	26%	33%
Not sure	21%	18%	23%	22%	16%	20%	21%	18%	19%	18%	23%	22%	19%
Totals	100%	99%	101%	100%	100%	101%	99%	99%	100%	100%	99%	100%	99%
Unweighted N	(1,117)	(374)	(412)	(331)	(460)	(410)	(465)	(323)	(207)	(180)	(233)	(431)	(273)

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5D. Representation of Groups in Film and Television — White people

Compared to the following group's share of the American population, do you think that among film and television characters they are...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Overrepresented	32%	29%	35%	42%	37%	26%	25%	25%	64%	37%	*
Appropriately represented	44%	46%	43%	37%	42%	43%	56%	48%	28%	39%	*
Underrepresented	13%	15%	11%	7%	12%	18%	12%	17%	1%	8%	*
Not sure	11%	10%	12%	14%	10%	13%	8%	11%	8%	15%	*
Totals	100%	100%	101%	100%	101%	100%	101%	101%	101%	99%	*
Unweighted N	(1,120)	(541)	(579)	(298)	(196)	(357)	(269)	(711)	(130)	(198)	(81)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Overrepresented	32%	63%	24%	11%	58%	10%	34%	31%	32%	26%	25%	33%	39%
Appropriately represented	44%	28%	47%	57%	35%	52%	42%	46%	46%	41%	42%	48%	43%
Underrepresented	13%	3%	11%	24%	2%	26%	13%	12%	15%	19%	19%	9%	10%
Not sure	11%	6%	18%	9%	5%	11%	11%	11%	6%	14%	15%	10%	9%
Totals	100%	100%	100%	101%	100%	99%	100%	100%	99%	100%	101%	100%	101%
Unweighted N	(1,120)	(376)	(410)	(334)	(460)	(411)	(465)	(323)	(209)	(180)	(234)	(434)	(272)

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5E. Representation of Groups in Film and Television — Men

Compared to the following group's share of the American population, do you think that among film and television characters they are . . . ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Overrepresented	25%	18%	31%	33%	27%	19%	23%	24%	29%	29%	*
Appropriately represented	54%	59%	50%	46%	52%	57%	62%	54%	58%	50%	*
Underrepresented	9%	12%	6%	8%	10%	10%	7%	10%	6%	6%	*
Not sure	12%	10%	13%	13%	11%	14%	8%	12%	7%	15%	*
Totals	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,117)	(538)	(579)	(296)	(194)	(357)	(270)	(709)	(130)	(197)	(81)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Overrepresented	25%	44%	25%	7%	50%	9%	25%	26%	25%	21%	25%	24%	30%
Appropriately represented	54%	47%	48%	68%	43%	63%	53%	56%	59%	55%	46%	59%	54%
Underrepresented	9%	3%	7%	16%	2%	17%	9%	9%	8%	10%	13%	8%	6%
Not sure	12%	6%	19%	9%	6%	12%	13%	8%	8%	14%	17%	9%	10%
Totals	100%	100%	99%	100%	101%	101%	100%	99%	100%	100%	101%	100%	100%
Unweighted N	(1,117)	(374)	(411)	(332)	(459)	(409)	(465)	(320)	(208)	(179)	(233)	(432)	(273)

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5F. Representation of Groups in Film and Television — Adults under 30

Compared to the following group's share of the American population, do you think that among film and television characters they are...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Overrepresented	23%	21%	25%	18%	20%	25%	27%	26%	14%	17%	*
Appropriately represented	56%	60%	53%	57%	58%	52%	60%	55%	66%	60%	*
Underrepresented	4%	4%	3%	4%	5%	4%	3%	5%	1%	3%	*
Not sure	17%	15%	19%	22%	16%	19%	10%	14%	19%	21%	*
Totals	100%	100%	100%	101%	99%	100%	100%	100%	100%	101%	*
Unweighted N	(1,116)	(539)	(577)	(297)	(194)	(358)	(267)	(711)	(129)	(195)	(81)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Overrepresented	23%	25%	23%	21%	31%	20%	24%	25%	24%	23%	16%	20%	33%
Appropriately represented	56%	56%	51%	63%	53%	61%	53%	59%	63%	58%	54%	61%	48%
Underrepresented	4%	3%	5%	3%	5%	4%	5%	3%	2%	4%	7%	3%	3%
Not sure	17%	17%	21%	13%	11%	15%	18%	13%	11%	15%	23%	15%	16%
Totals	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(1,116)	(374)	(411)	(331)	(459)	(411)	(464)	(323)	(208)	(180)	(233)	(432)	(271)

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5G. Representation of Groups in Film and Television — People in interracial relationships

Compared to the following group's share of the American population, do you think that among film and television characters they are...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Overrepresented	22%	28%	16%	12%	18%	25%	31%	26%	9%	18%	*
Appropriately represented	41%	41%	40%	41%	42%	39%	42%	40%	48%	34%	*
Underrepresented	21%	16%	26%	24%	21%	21%	17%	19%	29%	23%	*
Not sure	17%	15%	18%	24%	18%	15%	11%	15%	14%	25%	*
Totals	101%	100%	100%	101%	99%	100%	101%	100%	100%	100%	*
Unweighted N	(1,121)	(540)	(581)	(298)	(196)	(358)	(269)	(711)	(131)	(198)	(81)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Overrepresented	22%	11%	22%	32%	10%	37%	22%	21%	24%	29%	23%	21%	18%
Appropriately represented	41%	40%	37%	46%	39%	37%	37%	46%	41%	38%	35%	43%	42%
Underrepresented	21%	36%	18%	10%	39%	11%	23%	18%	24%	18%	20%	21%	24%
Not sure	17%	13%	24%	12%	12%	15%	18%	14%	12%	15%	22%	15%	16%
Totals	101%	100%	101%	100%	100%	100%	100%	99%	101%	100%	100%	100%	100%
Unweighted N	(1,121)	(375)	(412)	(334)	(460)	(413)	(465)	(323)	(209)	(181)	(235)	(433)	(272)

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5H. Representation of Groups in Film and Television — Teenagers

Compared to the following group's share of the American population, do you think that among film and television characters they are...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Overrepresented	20%	19%	20%	17%	23%	20%	18%	20%	15%	23%	*
Appropriately represented	57%	60%	55%	57%	52%	56%	64%	59%	64%	49%	*
Underrepresented	9%	8%	11%	11%	9%	9%	9%	9%	8%	9%	*
Not sure	14%	13%	14%	14%	16%	16%	9%	12%	12%	20%	*
Totals	100%	100%	100%	99%	100%	101%	100%	100%	99%	101%	*
Unweighted N	(1,117)	(538)	(579)	(298)	(196)	(354)	(269)	(709)	(131)	(196)	(81)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Overrepresented	20%	21%	22%	16%	23%	17%	23%	17%	17%	21%	19%	18%	23%
Appropriately represented	57%	57%	50%	65%	58%	62%	52%	61%	65%	59%	51%	60%	56%
Underrepresented	9%	12%	8%	8%	10%	8%	11%	10%	8%	7%	10%	9%	11%
Not sure	14%	10%	19%	11%	9%	12%	15%	12%	10%	13%	20%	12%	10%
Totals	100%	100%	99%	100%	100%	99%	101%	100%	100%	100%	100%	99%	100%
Unweighted N	(1,117)	(374)	(410)	(333)	(459)	(411)	(464)	(321)	(208)	(181)	(234)	(433)	(269)

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5I. Representation of Groups in Film and Television — Black people

Compared to the following group's share of the American population, do you think that among film and television characters they are...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Overrepresented	19%	25%	14%	16%	13%	24%	21%	23%	5%	16%	*
Appropriately represented	48%	47%	49%	41%	50%	46%	54%	49%	47%	41%	*
Underrepresented	21%	18%	24%	26%	24%	17%	17%	17%	42%	25%	*
Not sure	12%	11%	14%	18%	12%	12%	7%	11%	6%	18%	*
Totals	100%	101%	101%	101%	99%	99%	99%	100%	100%	100%	*
Unweighted N	(1,121)	(541)	(580)	(297)	(196)	(359)	(269)	(711)	(131)	(198)	(81)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Overrepresented	19%	5%	16%	36%	4%	37%	18%	24%	19%	26%	22%	18%	15%
Appropriately represented	48%	50%	46%	48%	53%	43%	47%	47%	52%	38%	43%	51%	54%
Underrepresented	21%	37%	19%	7%	36%	8%	23%	17%	22%	22%	22%	21%	20%
Not sure	12%	8%	19%	9%	6%	12%	12%	12%	8%	14%	14%	11%	12%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	101%	100%	101%	101%	101%
Unweighted N	(1,121)	(375)	(413)	(333)	(461)	(412)	(466)	(323)	(209)	(180)	(235)	(433)	(273)

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5J. Representation of Groups in Film and Television — Immigrants

Compared to the following group's share of the American population, do you think that among film and television characters they are...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Overrepresented	16%	18%	14%	9%	11%	19%	22%	20%	7%	9%	*
Appropriately represented	27%	26%	27%	29%	25%	29%	23%	27%	29%	22%	*
Underrepresented	36%	37%	36%	41%	43%	29%	36%	33%	47%	44%	*
Not sure	21%	19%	23%	21%	20%	23%	19%	20%	17%	25%	*
Totals	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	*
Unweighted N	(1,118)	(542)	(576)	(297)	(196)	(358)	(267)	(708)	(131)	(198)	(81)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Overrepresented	16%	6%	15%	26%	4%	31%	17%	13%	18%	21%	19%	13%	15%
Appropriately represented	27%	20%	26%	35%	22%	29%	25%	33%	22%	30%	20%	28%	28%
Underrepresented	36%	56%	36%	18%	61%	16%	38%	36%	38%	28%	35%	38%	40%
Not sure	21%	17%	24%	21%	13%	24%	20%	18%	21%	21%	26%	21%	16%
Totals	100%	99%	101%	100%	100%	100%	100%	100%	99%	100%	100%	100%	99%
Unweighted N	(1,118)	(373)	(412)	(333)	(459)	(412)	(465)	(322)	(208)	(181)	(232)	(433)	(272)

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5K. Representation of Groups in Film and Television — People who are overweight

Compared to the following group's share of the American population, do you think that among film and television characters they are...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Overrepresented	14%	10%	18%	12%	10%	17%	17%	15%	12%	12%	*
Appropriately represented	32%	38%	26%	34%	28%	31%	35%	34%	30%	26%	*
Underrepresented	28%	29%	28%	28%	33%	30%	22%	28%	28%	32%	*
Not sure	26%	23%	28%	25%	29%	23%	26%	24%	30%	30%	*
Totals	100%	100%	100%	99%	100%	101%	100%	101%	100%	100%	*
Unweighted N	(1,118)	(539)	(579)	(298)	(194)	(357)	(269)	(711)	(130)	(196)	(81)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Overrepresented	14%	15%	16%	12%	20%	13%	14%	15%	13%	18%	12%	12%	17%
Appropriately represented	32%	24%	33%	39%	26%	36%	30%	35%	33%	37%	28%	33%	31%
Underrepresented	28%	32%	24%	29%	31%	27%	30%	28%	30%	21%	28%	31%	29%
Not sure	26%	30%	27%	20%	22%	24%	26%	22%	23%	24%	31%	25%	23%
Totals	100%	101%	100%	100%	99%	100%	100%	100%	99%	100%	99%	101%	100%
Unweighted N	(1,118)	(374)	(412)	(332)	(459)	(411)	(467)	(320)	(208)	(180)	(235)	(431)	(272)

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5L. Representation of Groups in Film and Television — People who are overweight

Compared to the following group's share of the American population, do you think that among film and television characters they are...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Overrepresented	11%	11%	11%	8%	12%	15%	9%	12%	5%	10%	*
Appropriately represented	34%	38%	30%	40%	32%	29%	39%	34%	36%	36%	*
Underrepresented	37%	34%	40%	31%	37%	42%	37%	38%	40%	31%	*
Not sure	17%	17%	18%	21%	20%	14%	15%	15%	19%	24%	*
Totals	99%	100%	99%	100%	101%	100%	100%	99%	100%	101%	*
Unweighted N	(1,114)	(540)	(574)	(297)	(194)	(355)	(268)	(706)	(130)	(197)	(81)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Overrepresented	11%	4%	11%	18%	5%	17%	13%	10%	12%	14%	11%	11%	11%
Appropriately represented	34%	31%	35%	36%	29%	36%	30%	39%	39%	35%	37%	34%	31%
Underrepresented	37%	50%	33%	30%	55%	28%	39%	36%	38%	31%	35%	38%	42%
Not sure	17%	14%	21%	15%	10%	19%	18%	15%	11%	20%	17%	17%	16%
Totals	99%	99%	100%	99%	99%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,114)	(374)	(409)	(331)	(456)	(411)	(464)	(319)	(207)	(181)	(232)	(428)	(273)

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5M. Representation of Groups in Film and Television — Women

Compared to the following group's share of the American population, do you think that among film and television characters they are . . . ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Overrepresented	10%	13%	8%	11%	13%	9%	9%	11%	8%	12%	*
Appropriately represented	59%	60%	58%	57%	55%	57%	69%	59%	59%	60%	*
Underrepresented	18%	16%	21%	19%	19%	19%	17%	19%	24%	12%	*
Not sure	12%	11%	13%	13%	13%	15%	6%	11%	10%	16%	*
Totals	99%	100%	100%	100%	100%	100%	101%	100%	101%	100%	*
Unweighted N	(1,120)	(542)	(578)	(298)	(195)	(358)	(269)	(711)	(132)	(196)	(81)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Overrepresented	10%	9%	9%	13%	6%	16%	9%	14%	11%	11%	6%	10%	14%
Appropriately represented	59%	58%	52%	69%	58%	60%	59%	58%	62%	55%	57%	64%	55%
Underrepresented	18%	25%	22%	8%	30%	10%	19%	19%	18%	20%	21%	16%	20%
Not sure	12%	8%	17%	10%	6%	13%	13%	9%	9%	14%	16%	10%	10%
Totals	99%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(1,120)	(375)	(411)	(334)	(458)	(413)	(467)	(322)	(208)	(181)	(235)	(432)	(272)

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5N. Representation of Groups in Film and Television — Children

Compared to the following group's share of the American population, do you think that among film and television characters they are...?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Overrepresented	9%	7%	10%	9%	9%	10%	6%	10%	4%	8%	*
Appropriately represented	61%	64%	58%	60%	55%	63%	67%	61%	68%	55%	*
Underrepresented	11%	11%	11%	8%	14%	11%	10%	11%	13%	10%	*
Not sure	19%	18%	21%	23%	22%	17%	17%	18%	15%	27%	*
Totals	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	*
Unweighted N	(1,122)	(542)	(580)	(298)	(196)	(358)	(270)	(712)	(132)	(197)	(81)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Overrepresented	9%	9%	8%	9%	10%	10%	8%	11%	6%	12%	10%	7%	7%
Appropriately represented	61%	60%	58%	67%	61%	60%	60%	63%	67%	60%	59%	62%	63%
Underrepresented	11%	12%	10%	11%	13%	11%	12%	10%	12%	9%	10%	12%	10%
Not sure	19%	19%	25%	13%	17%	19%	20%	16%	15%	18%	21%	18%	20%
Totals	100%	100%	101%	100%	101%	100%	100%	100%	100%	99%	100%	99%	100%
Unweighted N	(1,122)	(375)	(413)	(334)	(460)	(413)	(466)	(324)	(208)	(181)	(235)	(434)	(272)

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50. Representation of Groups in Film and Television — Asian people

Compared to the following group's share of the American population, do you think that among film and television characters they are...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Overrepresented	8%	9%	7%	11%	6%	8%	8%	9%	6%	6%	*
Appropriately represented	42%	43%	41%	42%	39%	42%	44%	43%	41%	40%	*
Underrepresented	33%	31%	36%	30%	36%	32%	36%	33%	33%	31%	*
Not sure	17%	16%	17%	17%	18%	18%	13%	15%	20%	23%	*
Totals	100%	99%	101%	100%	99%	100%	101%	100%	100%	100%	*
Unweighted N	(1,119)	(540)	(579)	(298)	(195)	(356)	(270)	(710)	(130)	(198)	(81)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Overrepresented	8%	5%	10%	9%	4%	9%	10%	4%	9%	15%	6%	8%	5%
Appropriately represented	42%	40%	36%	50%	35%	49%	38%	49%	45%	35%	42%	43%	45%
Underrepresented	33%	43%	35%	23%	50%	23%	34%	31%	37%	33%	33%	31%	37%
Not sure	17%	13%	20%	17%	11%	19%	18%	16%	9%	17%	19%	18%	12%
Totals	100%	101%	101%	99%	100%	100%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(1,119)	(374)	(413)	(332)	(459)	(412)	(466)	(324)	(206)	(181)	(234)	(433)	(271)

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5P. Representation of Groups in Film and Television — Hispanic people

Compared to the following group's share of the American population, do you think that among film and television characters they are...?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Overrepresented	8%	8%	8%	5%	6%	12%	8%	10%	7%	3%	*
Appropriately represented	45%	51%	39%	40%	40%	46%	52%	48%	37%	33%	*
Underrepresented	31%	25%	36%	33%	38%	25%	29%	26%	41%	47%	*
Not sure	16%	16%	17%	22%	16%	17%	11%	16%	15%	16%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	*
Unweighted N	(1,121)	(541)	(580)	(299)	(195)	(357)	(270)	(711)	(131)	(198)	(81)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Overrepresented	8%	5%	7%	13%	4%	15%	9%	8%	7%	10%	12%	6%	6%
Appropriately represented	45%	38%	42%	54%	36%	52%	42%	48%	45%	42%	40%	47%	48%
Underrepresented	31%	46%	28%	20%	50%	17%	31%	32%	34%	26%	29%	33%	32%
Not sure	16%	11%	23%	14%	10%	15%	18%	13%	14%	23%	19%	14%	14%
Totals	100%	100%	100%	101%	100%	99%	100%	101%	100%	101%	100%	100%	100%
Unweighted N	(1,121)	(376)	(413)	(332)	(461)	(411)	(467)	(323)	(207)	(180)	(235)	(433)	(273)

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5Q. Representation of Groups in Film and Television — Middle-class people

Compared to the following group's share of the American population, do you think that among film and television characters they are...?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Overrepresented	7%	4%	9%	11%	9%	5%	4%	7%	8%	11%	*
Appropriately represented	52%	54%	49%	55%	46%	49%	58%	55%	41%	52%	*
Underrepresented	27%	29%	25%	15%	32%	29%	29%	27%	32%	18%	*
Not sure	14%	12%	16%	18%	13%	17%	8%	11%	19%	19%	*
Totals	100%	99%	99%	99%	100%	100%	99%	100%	100%	100%	*
Unweighted N	(1,124)	(542)	(582)	(299)	(196)	(359)	(270)	(713)	(132)	(198)	(81)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Overrepresented	7%	8%	7%	6%	7%	7%	10%	5%	5%	9%	7%	6%	7%
Appropriately represented	52%	54%	45%	57%	54%	53%	48%	56%	60%	53%	45%	53%	53%
Underrepresented	27%	25%	28%	27%	29%	30%	28%	26%	26%	22%	28%	29%	25%
Not sure	14%	13%	20%	10%	10%	10%	15%	13%	9%	15%	19%	12%	14%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	100%	99%	99%	100%	99%
Unweighted N	(1,124)	(376)	(413)	(335)	(462)	(413)	(467)	(324)	(209)	(181)	(235)	(435)	(273)

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5R. Representation of Groups in Film and Television — People with disabilities

Compared to the following group's share of the American population, do you think that among film and television characters they are . . . ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Overrepresented	5%	6%	5%	7%	6%	4%	4%	6%	1%	7%	*
Appropriately represented	28%	29%	27%	28%	28%	26%	29%	30%	22%	26%	*
Underrepresented	50%	49%	52%	45%	49%	53%	53%	49%	61%	43%	*
Not sure	17%	17%	17%	20%	16%	16%	15%	15%	17%	25%	*
Totals	100%	101%	101%	100%	99%	99%	101%	100%	101%	101%	*
Unweighted N	(1,121)	(542)	(579)	(299)	(196)	(357)	(269)	(710)	(132)	(198)	(81)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Overrepresented	5%	4%	5%	6%	3%	7%	6%	5%	7%	7%	4%	3%	8%
Appropriately represented	28%	20%	25%	38%	19%	35%	23%	34%	31%	35%	28%	26%	26%
Underrepresented	50%	63%	49%	40%	68%	40%	53%	48%	51%	40%	47%	57%	48%
Not sure	17%	13%	21%	16%	10%	17%	18%	14%	12%	17%	20%	15%	18%
Totals	100%	100%	100%	100%	100%	99%	100%	101%	101%	99%	99%	101%	100%
Unweighted N	(1,121)	(375)	(412)	(334)	(461)	(412)	(466)	(322)	(209)	(181)	(235)	(433)	(272)

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5S. Representation of Groups in Film and Television — Poor people

Compared to the following group's share of the American population, do you think that among film and television characters they are...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Overrepresented	5%	7%	4%	5%	5%	5%	6%	5%	6%	7%	*
Appropriately represented	27%	29%	25%	31%	31%	23%	24%	28%	22%	26%	*
Underrepresented	51%	50%	52%	45%	49%	54%	53%	51%	54%	45%	*
Not sure	17%	15%	19%	19%	15%	18%	17%	16%	18%	22%	*
Totals	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,123)	(541)	(582)	(299)	(196)	(358)	(270)	(712)	(132)	(198)	(81)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Overrepresented	5%	4%	5%	6%	1%	8%	5%	4%	9%	7%	4%	5%	6%
Appropriately represented	27%	21%	25%	35%	18%	34%	22%	32%	32%	30%	27%	27%	25%
Underrepresented	51%	61%	52%	41%	68%	40%	56%	50%	43%	45%	49%	54%	52%
Not sure	17%	14%	18%	18%	12%	18%	17%	14%	16%	18%	20%	15%	17%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(1,123)	(375)	(413)	(335)	(461)	(413)	(466)	(324)	(209)	(181)	(235)	(435)	(272)

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5T. Representation of Groups in Film and Television — People over 60

Compared to the following group's share of the American population, do you think that among film and television characters they are . . . ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Overrepresented	3%	2%	3%	4%	2%	3%	1%	3%	2%	4%	*
Appropriately represented	42%	47%	38%	48%	45%	37%	41%	45%	37%	40%	*
Underrepresented	39%	35%	43%	27%	34%	44%	50%	39%	44%	38%	*
Not sure	16%	15%	16%	21%	18%	16%	7%	14%	17%	19%	*
Totals	100%	99%	100%	100%	99%	100%	99%	101%	100%	101%	*
Unweighted N	(1,117)	(542)	(575)	(298)	(196)	(356)	(267)	(708)	(130)	(198)	(81)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Overrepresented	3%	3%	3%	2%	2%	4%	3%	2%	2%	2%	2%	3%	3%
Appropriately represented	42%	37%	40%	50%	37%	46%	36%	50%	49%	49%	36%	43%	41%
Underrepresented	39%	48%	38%	33%	52%	35%	44%	35%	42%	35%	42%	39%	40%
Not sure	16%	12%	20%	14%	8%	15%	17%	13%	7%	14%	19%	14%	15%
Totals	100%	100%	101%	99%	99%	100%	100%	100%	100%	100%	99%	99%	99%
Unweighted N	(1,117)	(373)	(412)	(332)	(458)	(412)	(463)	(322)	(208)	(180)	(231)	(434)	(272)

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6A. Agree About Representation in Film and Television — The best directors can tell good stories about anyone

To what extent do you agree or disagree with each of the following statements?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly agree	41%	44%	39%	39%	40%	44%	41%	45%	28%	35%	*
Somewhat agree	39%	37%	40%	38%	39%	36%	43%	36%	50%	43%	*
Somewhat disagree	5%	4%	6%	6%	6%	4%	4%	5%	6%	4%	*
Strongly disagree	2%	3%	2%	3%	2%	2%	2%	2%	3%	1%	*
Not sure	13%	13%	13%	14%	12%	14%	10%	12%	14%	16%	*
Totals	100%	101%	100%	100%	99%	100%	100%	100%	101%	99%	*
Unweighted N	(1,117)	(540)	(577)	(298)	(194)	(355)	(270)	(709)	(132)	(196)	(80)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly agree	41%	41%	39%	44%	43%	43%	37%	47%	46%	44%	34%	41%	47%
Somewhat agree	39%	43%	37%	35%	42%	37%	39%	37%	40%	38%	38%	40%	37%
Somewhat disagree	5%	4%	6%	6%	3%	5%	6%	4%	3%	4%	6%	5%	5%
Strongly disagree	2%	2%	1%	3%	2%	2%	2%	2%	2%	1%	4%	2%	1%
Not sure	13%	10%	17%	12%	10%	13%	15%	10%	10%	13%	18%	12%	10%
Totals	100%	100%	100%	100%	100%	100%	99%	100%	101%	100%	100%	100%	100%
Unweighted N	(1,117)	(374)	(409)	(334)	(456)	(413)	(464)	(321)	(208)	(179)	(235)	(434)	(269)

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6B. Agree About Representation in Film and Television — I don't particularly care if characters I see in movies or TV look like me or remind me of myself

To what extent do you agree or disagree with each of the following statements?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly agree	34%	35%	33%	31%	30%	37%	39%	38%	22%	26%	*
Somewhat agree	35%	36%	35%	41%	33%	36%	32%	36%	32%	38%	*
Somewhat disagree	16%	15%	17%	13%	25%	12%	15%	14%	26%	17%	*
Strongly disagree	4%	4%	4%	3%	3%	5%	5%	3%	11%	5%	*
Not sure	10%	10%	11%	13%	10%	10%	8%	9%	9%	14%	*
Totals	99%	100%	100%	101%	101%	100%	99%	100%	100%	100%	*
Unweighted N	(1,119)	(538)	(581)	(299)	(193)	(357)	(270)	(709)	(131)	(198)	(81)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly agree	34%	30%	31%	42%	27%	42%	34%	37%	32%	35%	28%	34%	40%
Somewhat agree	35%	39%	33%	34%	44%	33%	32%	41%	41%	30%	43%	36%	31%
Somewhat disagree	16%	18%	17%	12%	15%	14%	19%	12%	13%	17%	15%	16%	15%
Strongly disagree	4%	5%	5%	2%	6%	4%	4%	3%	7%	10%	2%	3%	5%
Not sure	10%	8%	13%	9%	8%	8%	11%	6%	8%	8%	13%	10%	9%
Totals	99%	100%	99%	99%	100%	101%	100%	99%	101%	100%	101%	99%	100%
Unweighted N	(1,119)	(376)	(411)	(332)	(459)	(412)	(466)	(323)	(207)	(179)	(233)	(435)	(272)

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6C. Agree About Representation in Film and Television — Good actors can play characters who don't have the same racial or ethnic background as them

To what extent do you agree or disagree with each of the following statements?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly agree	26%	26%	26%	23%	28%	27%	25%	25%	34%	29%	*
Somewhat agree	38%	39%	37%	34%	38%	35%	48%	39%	31%	39%	*
Somewhat disagree	14%	13%	14%	14%	16%	12%	14%	15%	13%	10%	*
Strongly disagree	7%	7%	7%	11%	6%	8%	4%	7%	8%	7%	*
Not sure	14%	14%	15%	18%	12%	17%	9%	14%	15%	15%	*
Totals	99%	99%	99%	100%	100%	99%	100%	100%	101%	100%	*
Unweighted N	(1,119)	(539)	(580)	(299)	(195)	(358)	(267)	(708)	(132)	(198)	(81)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly agree	26%	24%	23%	32%	22%	28%	26%	29%	26%	27%	19%	28%	30%
Somewhat agree	38%	41%	35%	40%	41%	38%	38%	45%	36%	42%	41%	36%	37%
Somewhat disagree	14%	15%	15%	11%	18%	14%	13%	10%	20%	12%	14%	14%	15%
Strongly disagree	7%	7%	7%	7%	6%	8%	6%	6%	10%	6%	9%	7%	7%
Not sure	14%	13%	20%	10%	13%	12%	17%	10%	9%	14%	18%	15%	11%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	101%	101%	101%	100%	100%
Unweighted N	(1,119)	(376)	(411)	(332)	(461)	(411)	(466)	(321)	(208)	(179)	(234)	(433)	(273)

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6D. Agree About Representation in Film and Television — Hollywood would do a better job portraying people like me if they hired directors who've had similar life experiences as me

To what extent do you agree or disagree with each of the following statements?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly agree	23%	22%	24%	24%	20%	24%	22%	21%	32%	26%	*
Somewhat agree	35%	35%	34%	33%	38%	32%	36%	34%	41%	37%	*
Somewhat disagree	12%	12%	12%	15%	11%	11%	12%	14%	7%	10%	*
Strongly disagree	7%	9%	5%	4%	11%	7%	6%	8%	4%	5%	*
Not sure	23%	22%	25%	24%	20%	25%	24%	24%	15%	22%	*
Totals	100%	100%	100%	100%	100%	99%	100%	101%	99%	100%	*
Unweighted N	(1,113)	(536)	(577)	(296)	(194)	(354)	(269)	(708)	(128)	(196)	(81)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly agree	23%	27%	23%	19%	22%	18%	26%	23%	16%	30%	16%	20%	29%
Somewhat agree	35%	36%	29%	39%	39%	37%	33%	37%	40%	27%	33%	38%	34%
Somewhat disagree	12%	12%	12%	13%	13%	13%	12%	13%	14%	13%	13%	13%	10%
Strongly disagree	7%	5%	6%	11%	4%	10%	4%	9%	8%	6%	7%	8%	6%
Not sure	23%	21%	30%	18%	21%	22%	24%	18%	21%	23%	31%	21%	21%
Totals	100%	101%	100%	100%	99%	100%	99%	100%	99%	99%	100%	100%	100%
Unweighted N	(1,113)	(374)	(408)	(331)	(454)	(412)	(463)	(321)	(206)	(176)	(232)	(434)	(271)

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6E. Agree About Representation in Film and Television — I find that the portrayal of people like me are often one-dimensional or stereotypes

To what extent do you agree or disagree with each of the following statements?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly agree	20%	20%	20%	21%	21%	18%	19%	18%	25%	20%	*
Somewhat agree	33%	34%	31%	28%	38%	34%	30%	30%	41%	36%	*
Somewhat disagree	21%	23%	20%	17%	20%	21%	27%	25%	13%	16%	*
Strongly disagree	7%	7%	7%	8%	6%	8%	6%	8%	9%	4%	*
Not sure	19%	16%	22%	25%	16%	20%	17%	19%	13%	24%	*
Totals	100%	100%	100%	99%	101%	101%	99%	100%	101%	100%	*
Unweighted N	(1,117)	(537)	(580)	(298)	(193)	(356)	(270)	(708)	(130)	(198)	(81)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly agree	20%	18%	24%	16%	16%	19%	26%	16%	14%	21%	16%	18%	25%
Somewhat agree	33%	38%	26%	36%	34%	35%	31%	39%	35%	33%	32%	33%	33%
Somewhat disagree	21%	22%	20%	21%	26%	19%	18%	22%	26%	23%	21%	22%	18%
Strongly disagree	7%	5%	7%	9%	9%	9%	6%	7%	8%	5%	8%	7%	9%
Not sure	19%	16%	24%	18%	16%	18%	19%	16%	17%	17%	24%	20%	15%
Totals	100%	99%	101%	100%	101%	100%	100%	100%	100%	99%	101%	100%	100%
Unweighted N	(1,117)	(375)	(411)	(331)	(457)	(412)	(464)	(322)	(208)	(179)	(234)	(434)	(270)

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6F. Agree About Representation in Film and Television — When I was growing up I struggled to find role models who looked like me in movies and TV

To what extent do you agree or disagree with each of the following statements?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly agree	17%	13%	21%	20%	20%	16%	14%	14%	36%	21%	*
Somewhat agree	22%	22%	22%	29%	26%	16%	22%	20%	21%	34%	*
Somewhat disagree	23%	27%	18%	19%	22%	24%	25%	25%	21%	10%	*
Strongly disagree	24%	24%	24%	17%	19%	27%	31%	28%	11%	16%	*
Not sure	14%	14%	14%	16%	13%	17%	9%	12%	11%	19%	*
Totals	100%	100%	99%	101%	100%	100%	101%	99%	100%	100%	*
Unweighted N	(1,118)	(538)	(580)	(298)	(193)	(357)	(270)	(710)	(130)	(198)	(80)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly agree	17%	21%	17%	14%	23%	12%	20%	19%	9%	20%	14%	19%	17%
Somewhat agree	22%	27%	22%	18%	22%	20%	23%	23%	22%	23%	21%	21%	25%
Somewhat disagree	23%	25%	17%	26%	22%	24%	21%	22%	32%	17%	25%	25%	19%
Strongly disagree	24%	20%	23%	29%	24%	31%	19%	28%	29%	28%	24%	19%	29%
Not sure	14%	8%	20%	14%	9%	12%	18%	8%	9%	12%	16%	15%	11%
Totals	100%	101%	99%	101%	100%	99%	101%	100%	101%	100%	100%	99%	101%
Unweighted N	(1,118)	(375)	(410)	(333)	(459)	(412)	(464)	(322)	(209)	(178)	(235)	(433)	(272)

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6G. Agree About Representation in Film and Television — I prefer stories with characters who are different than me

To what extent do you agree or disagree with each of the following statements?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly agree	11%	12%	10%	15%	10%	10%	9%	10%	15%	8%	*
Somewhat agree	39%	40%	38%	46%	39%	36%	37%	37%	44%	44%	*
Somewhat disagree	20%	19%	20%	13%	17%	24%	22%	22%	14%	15%	*
Strongly disagree	6%	5%	6%	4%	8%	5%	5%	5%	7%	7%	*
Not sure	25%	24%	25%	22%	26%	24%	26%	25%	20%	26%	*
Totals	101%	100%	99%	100%	100%	99%	99%	99%	100%	100%	*
Unweighted N	(1,121)	(542)	(579)	(299)	(195)	(358)	(269)	(711)	(132)	(197)	(81)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly agree	11%	12%	13%	8%	14%	9%	14%	12%	6%	12%	7%	11%	14%
Somewhat agree	39%	47%	36%	36%	46%	34%	37%	40%	49%	35%	36%	38%	47%
Somewhat disagree	20%	16%	18%	25%	17%	23%	18%	23%	18%	19%	22%	20%	17%
Strongly disagree	6%	6%	5%	6%	4%	7%	6%	5%	3%	4%	6%	7%	4%
Not sure	25%	19%	29%	26%	19%	27%	24%	20%	23%	30%	30%	23%	19%
Totals	101%	100%	101%	101%	100%	100%	99%	100%	99%	100%	101%	99%	101%
Unweighted N	(1,121)	(376)	(411)	(334)	(460)	(412)	(466)	(323)	(208)	(180)	(235)	(434)	(272)

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7A. Acceptable for Actors to Play Characters From Different Backgrounds — Straight character if they're gay or lesbian

Thinking about films and television, do you think it is acceptable or unacceptable for an actor to play the following role?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	61%	57%	64%	57%	63%	61%	62%	63%	50%	55%	*
Unacceptable	21%	24%	18%	21%	20%	21%	24%	21%	29%	21%	*
Not sure	18%	18%	17%	22%	17%	18%	14%	16%	20%	24%	*
Totals	100%	99%	99%	100%	100%	100%	100%	100%	99%	100%	*
Unweighted N	(1,114)	(539)	(575)	(298)	(193)	(355)	(268)	(709)	(128)	(196)	(81)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	61%	70%	61%	52%	72%	53%	56%	65%	70%	54%	64%	59%	66%
Unacceptable	21%	17%	18%	29%	16%	27%	27%	19%	16%	25%	18%	24%	16%
Not sure	18%	13%	21%	19%	13%	19%	18%	16%	14%	21%	17%	17%	17%
Totals	100%	100%	100%	100%	101%	99%	101%	100%	100%	100%	99%	100%	99%
Unweighted N	(1,114)	(370)	(410)	(334)	(456)	(411)	(461)	(322)	(209)	(178)	(235)	(430)	(271)

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7B. Acceptable for Actors to Play Characters From Different Backgrounds — Gay or lesbian character if they're straight

Thinking about films and television, do you think it is acceptable or unacceptable for an actor to play the following role?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	55%	52%	57%	48%	57%	57%	55%	56%	44%	51%	*
Unacceptable	26%	29%	23%	31%	23%	24%	28%	25%	38%	25%	*
Not sure	19%	19%	20%	21%	20%	19%	17%	19%	18%	24%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,116)	(539)	(577)	(298)	(195)	(355)	(268)	(709)	(130)	(197)	(80)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	55%	61%	54%	48%	63%	50%	47%	67%	59%	49%	56%	53%	59%
Unacceptable	26%	21%	23%	34%	20%	30%	33%	17%	24%	28%	23%	29%	22%
Not sure	19%	18%	22%	18%	17%	20%	20%	16%	18%	23%	21%	18%	19%
Totals	100%	100%	99%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(1,116)	(373)	(410)	(333)	(459)	(410)	(461)	(323)	(209)	(180)	(231)	(432)	(273)

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7C. Acceptable for Actors to Play Characters From Different Backgrounds — Disabled character if they're not disabled

Thinking about films and television, do you think it is acceptable or unacceptable for an actor to play the following role?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	54%	58%	51%	42%	60%	57%	57%	55%	46%	56%	*
Unacceptable	25%	24%	26%	33%	20%	24%	27%	27%	27%	23%	*
Not sure	20%	18%	23%	25%	20%	20%	16%	18%	26%	21%	*
Totals	99%	100%	100%	100%	100%	101%	100%	100%	99%	100%	*
Unweighted N	(1,115)	(539)	(576)	(299)	(194)	(353)	(269)	(708)	(131)	(195)	(81)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	54%	52%	51%	60%	52%	59%	49%	60%	61%	48%	53%	53%	62%
Unacceptable	25%	26%	24%	26%	26%	23%	30%	23%	23%	30%	28%	27%	16%
Not sure	20%	22%	25%	14%	22%	18%	21%	17%	16%	21%	19%	20%	22%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(1,115)	(374)	(408)	(333)	(461)	(410)	(460)	(323)	(209)	(178)	(233)	(432)	(272)

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7D. Acceptable for Actors to Play Characters From Different Backgrounds — Darker-skinned Black character if they are a lighter skinned Black person

Thinking about films and television, do you think it is acceptable or unacceptable for an actor to play the following role?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	53%	57%	50%	38%	56%	56%	63%	56%	38%	53%	*
Unacceptable	20%	19%	21%	29%	20%	15%	20%	16%	44%	21%	*
Not sure	27%	24%	29%	33%	25%	30%	17%	28%	18%	26%	*
Totals	100%	100%	100%	100%	101%	101%	100%	100%	100%	100%	*
Unweighted N	(1,115)	(538)	(577)	(297)	(193)	(357)	(268)	(707)	(131)	(196)	(81)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	53%	52%	51%	58%	54%	60%	49%	59%	61%	52%	53%	48%	65%
Unacceptable	20%	25%	17%	19%	21%	17%	24%	17%	19%	24%	18%	22%	15%
Not sure	27%	23%	32%	23%	25%	23%	28%	24%	20%	24%	29%	30%	20%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,115)	(371)	(412)	(332)	(458)	(409)	(462)	(321)	(209)	(178)	(233)	(433)	(271)

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7E. Acceptable for Actors to Play Characters From Different Backgrounds — Non-disabled character if they're disabled

Thinking about films and television, do you think it is acceptable or unacceptable for an actor to play the following role?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	53%	55%	52%	49%	54%	54%	56%	55%	39%	57%	*
Unacceptable	21%	21%	22%	23%	22%	20%	22%	21%	35%	14%	*
Not sure	25%	24%	27%	29%	24%	25%	23%	24%	27%	29%	*
Totals	99%	100%	101%	101%	100%	99%	101%	100%	101%	100%	*
Unweighted N	(1,115)	(540)	(575)	(297)	(193)	(356)	(269)	(708)	(128)	(198)	(81)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	53%	56%	51%	53%	56%	54%	50%	57%	53%	52%	58%	52%	53%
Unacceptable	21%	23%	17%	25%	18%	22%	24%	19%	26%	19%	23%	21%	22%
Not sure	25%	22%	31%	22%	26%	23%	26%	23%	22%	29%	19%	28%	25%
Totals	99%	101%	99%	100%	100%	99%	100%	99%	101%	100%	100%	101%	100%
Unweighted N	(1,115)	(369)	(412)	(334)	(456)	(412)	(462)	(322)	(208)	(180)	(233)	(433)	(269)

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7F. Acceptable for Actors to Play Characters From Different Backgrounds — Non-transgender character if they're transgender

Thinking about films and television, do you think it is acceptable or unacceptable for an actor to play the following role?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	50%	50%	51%	43%	60%	47%	52%	52%	40%	49%	*
Unacceptable	28%	30%	26%	33%	22%	30%	27%	28%	30%	28%	*
Not sure	21%	20%	23%	23%	18%	23%	21%	19%	30%	23%	*
Totals	99%	100%	100%	99%	100%	100%	100%	99%	100%	100%	*
Unweighted N	(1,109)	(535)	(574)	(296)	(191)	(355)	(267)	(705)	(128)	(195)	(81)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	50%	60%	49%	43%	60%	39%	47%	51%	59%	42%	54%	51%	50%
Unacceptable	28%	20%	25%	39%	18%	40%	31%	28%	26%	29%	28%	27%	29%
Not sure	21%	20%	26%	18%	22%	21%	23%	22%	15%	29%	18%	21%	21%
Totals	99%	100%	100%	100%	100%	100%	101%	101%	100%	100%	100%	99%	100%
Unweighted N	(1,109)	(371)	(407)	(331)	(458)	(406)	(458)	(319)	(209)	(178)	(232)	(429)	(270)

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7G. Acceptable for Actors to Play Characters From Different Backgrounds — Transgender character if they're not transgender

Thinking about films and television, do you think it is acceptable or unacceptable for an actor to play the following role?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	47%	49%	46%	40%	51%	48%	49%	49%	36%	47%	*
Unacceptable	31%	30%	31%	37%	26%	28%	34%	28%	44%	29%	*
Not sure	22%	21%	23%	23%	23%	24%	17%	22%	20%	24%	*
Totals	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	*
Unweighted N	(1,113)	(538)	(575)	(297)	(194)	(356)	(266)	(706)	(130)	(196)	(81)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	47%	50%	48%	44%	48%	43%	43%	50%	55%	43%	43%	50%	48%
Unacceptable	31%	29%	25%	38%	27%	37%	37%	25%	24%	31%	33%	29%	32%
Not sure	22%	21%	27%	18%	25%	20%	20%	24%	20%	26%	24%	21%	20%
Totals	100%	100%	100%	100%	100%	100%	100%	99%	99%	100%	100%	100%	100%
Unweighted N	(1,113)	(371)	(410)	(332)	(457)	(409)	(458)	(324)	(209)	(179)	(232)	(431)	(271)

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7H. Acceptable for Actors to Play Characters From Different Backgrounds — Chinese character if they're Japanese

Thinking about films and television, do you think it is acceptable or unacceptable for an actor to play the following role?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	47%	49%	45%	38%	47%	49%	53%	49%	34%	46%	*
Unacceptable	25%	26%	24%	32%	25%	20%	25%	24%	35%	25%	*
Not sure	28%	25%	31%	30%	29%	31%	22%	27%	31%	29%	*
Totals	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%	*
Unweighted N	(1,111)	(538)	(573)	(297)	(189)	(358)	(267)	(708)	(130)	(192)	(81)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	47%	43%	44%	54%	41%	56%	42%	54%	55%	42%	45%	49%	48%
Unacceptable	25%	31%	22%	23%	33%	19%	29%	22%	21%	29%	26%	24%	23%
Not sure	28%	26%	35%	23%	25%	25%	29%	24%	24%	29%	29%	27%	29%
Totals	100%	100%	101%	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,111)	(369)	(409)	(333)	(456)	(411)	(460)	(321)	(208)	(179)	(235)	(427)	(270)

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7I. Acceptable for Actors to Play Characters From Different Backgrounds — White character if they're a racial minority

Thinking about films and television, do you think it is acceptable or unacceptable for an actor to play the following role?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	42%	46%	38%	36%	43%	43%	44%	43%	27%	43%	*
Unacceptable	33%	30%	35%	31%	32%	31%	38%	33%	42%	28%	*
Not sure	26%	24%	27%	33%	25%	26%	18%	24%	31%	29%	*
Totals	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,115)	(537)	(578)	(297)	(194)	(358)	(266)	(708)	(129)	(198)	(80)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	42%	44%	35%	47%	42%	40%	42%	46%	39%	38%	40%	41%	47%
Unacceptable	33%	32%	32%	34%	34%	38%	30%	34%	38%	31%	32%	34%	32%
Not sure	26%	24%	33%	19%	24%	22%	28%	20%	23%	31%	27%	25%	22%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	101%
Unweighted N	(1,115)	(372)	(410)	(333)	(459)	(408)	(461)	(322)	(208)	(180)	(233)	(431)	(271)

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7J. Acceptable for Actors to Play Characters From Different Backgrounds — Racial minority character if they're white

Thinking about films and television, do you think it is acceptable or unacceptable for an actor to play the following role?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	33%	35%	31%	25%	30%	36%	37%	33%	22%	36%	*
Unacceptable	42%	39%	44%	44%	41%	37%	48%	42%	55%	35%	*
Not sure	25%	26%	25%	31%	28%	27%	15%	25%	23%	29%	*
Totals	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	*
Unweighted N	(1,112)	(539)	(573)	(297)	(193)	(357)	(265)	(706)	(128)	(197)	(81)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	33%	24%	32%	41%	25%	36%	33%	37%	28%	33%	30%	34%	32%
Unacceptable	42%	50%	37%	39%	56%	40%	41%	39%	49%	37%	43%	44%	40%
Not sure	25%	25%	31%	20%	19%	24%	27%	24%	23%	29%	27%	22%	28%
Totals	100%	99%	100%	100%	100%	100%	101%	100%	100%	99%	100%	100%	100%
Unweighted N	(1,112)	(372)	(409)	(331)	(457)	(408)	(461)	(321)	(208)	(178)	(234)	(429)	(271)

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7K. Acceptable for Actors to Play Characters From Different Backgrounds — Male character if they're female

Thinking about films and television, do you think it is acceptable or unacceptable for an actor to play the following role?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	32%	31%	32%	32%	35%	31%	28%	30%	27%	38%	*
Unacceptable	50%	50%	50%	42%	49%	49%	59%	51%	56%	42%	*
Not sure	19%	19%	19%	26%	16%	20%	13%	18%	17%	20%	*
Totals	101%	100%	101%	100%	100%	100%	100%	99%	100%	100%	*
Unweighted N	(1,118)	(540)	(578)	(299)	(195)	(355)	(269)	(710)	(130)	(197)	(81)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	32%	40%	35%	19%	40%	21%	31%	37%	28%	33%	30%	31%	34%
Unacceptable	50%	41%	41%	67%	38%	65%	52%	47%	54%	53%	47%	51%	46%
Not sure	19%	19%	23%	14%	22%	14%	18%	15%	18%	14%	24%	18%	20%
Totals	101%	100%	99%	100%	100%	100%	101%	99%	100%	100%	101%	100%	100%
Unweighted N	(1,118)	(374)	(411)	(333)	(460)	(411)	(463)	(323)	(209)	(179)	(234)	(432)	(273)

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7L. Acceptable for Actors to Play Characters From Different Backgrounds — Female character if they're male

Thinking about films and television, do you think it is acceptable or unacceptable for an actor to play the following role?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	29%	29%	30%	32%	27%	32%	25%	28%	27%	37%	*
Unacceptable	51%	52%	50%	45%	50%	49%	62%	55%	49%	41%	*
Not sure	19%	19%	20%	23%	22%	19%	13%	17%	24%	22%	*
Totals	99%	100%	100%	100%	99%	100%	100%	100%	100%	100%	*
Unweighted N	(1,114)	(540)	(574)	(298)	(192)	(357)	(267)	(709)	(130)	(194)	(81)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	29%	40%	31%	18%	37%	20%	29%	34%	27%	25%	28%	29%	33%
Unacceptable	51%	39%	45%	71%	40%	67%	53%	49%	54%	58%	49%	52%	49%
Not sure	19%	21%	24%	11%	23%	13%	18%	17%	19%	16%	23%	19%	18%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(1,114)	(371)	(411)	(332)	(458)	(411)	(462)	(321)	(209)	(178)	(235)	(429)	(272)

YouGov Survey: Representation in TV and Film

January 17 - 21, 2025 - 1124 U.S. adult citizens



Interviewing Dates	January 17 - 21, 2025
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.051 to 6.542, with a mean of one and a standard deviation of 0.86.
Number of respondents	1124
Margin of error	± 3.9% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	83 questions not reported.