YouGov

February 4 - 7, 2016

YouGov

1. More Likely to See

If a movie wins an Oscar, would you be:

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
More likely to see it	20%	18%	21%	20%	27%	17%	14%	19%	17%	27%	20%
It wouldn't affect how likely I am to see it	68%	69%	67%	70%	58%	71%	75%	74%	55%	57%	59%
Less likely to see it	6%	7%	6%	6%	6%	5%	9%	4%	12%	4%	18%
Not sure	6%	6%	6%	4%	9%	7%	2%	3%	16%	12%	3%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(485)	(514)	(179)	(268)	(394)	(158)	(675)	(123)	(121)	(80)

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
More likely to see it	20%	29%	15%	14%	18%	20%	28%	15%	20%	18%	19%	22%
It wouldn't affect how likely I am to see it	68%	53%	73%	81%	67%	72%	63%	69%	67%	71%	66%	69%
Less likely to see it	6%	12%	4%	2%	6%	6%	4%	9%	9%	6%	7%	3%
Not sure	6%	5%	8%	3%	8%	2%	5%	7%	4%	5%	8%	6%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(378)	(383)	(238)	(463)	(286)	(134)	(116)	(177)	(224)	(386)	(212)

2. Best Comedy Category
Do you think the Oscars:

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Should include a "best comedy" category	67%	64%	71%	72%	64%	66%	69%	69%	60%	73%	56%
Should NOT include a "best comedy" category	7%	10%	5%	7%	8%	7%	6%	6%	6%	10%	13%
Not sure	25%	27%	24%	21%	28%	27%	24%	25%	34%	17%	32%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(485)	(514)	(179)	(267)	(395)	(158)	(675)	(123)	(121)	(80)

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
Should include a "best comedy" category	67%	72%	65%	64%	71%	66%	61%	64%	61%	70%	68%	71%
Should NOT include a "best comedy" category	7%	9%	7%	5%	8%	6%	7%	8%	7%	6%	8%	7%
Not sure	25%	19%	28%	31%	22%	28%	32%	29%	32%	25%	24%	22%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(379)	(382)	(238)	(463)	(287)	(134)	(115)	(177)	(224)	(386)	(212)

3. Minorities

If you could choose, would you like Hollywood to produce:

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
More films made by and starring racial minorities	26%	21%	30%	32%	25%	26%	18%	19%	62%	29%	20%
About the same number as it does now	42%	46%	39%	31%	45%	42%	55%	48%	19%	43%	34%
Fewer films made by and starring racial minorities	10%	12%	8%	5%	8%	13%	12%	11%	3%	6%	19%
Not sure	22%	21%	23%	33%	23%	19%	16%	23%	16%	22%	27%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(484)	(512)	(179)	(267)	(392)	(158)	(674)	(121)	(121)	(80)

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
More films made by and starring racial minorities	26%	41%	23%	8%	26%	27%	27%	19%	30%	26%	24%	23%
About the same number as it does now	42%	39%	37%	60%	42%	45%	45%	34%	41%	34%	45%	48%
Fewer films made by and starring racial minorities	10%	9%	9%	12%	11%	9%	11%	5%	6%	11%	12%	8%
Not sure	22%	12%	31%	21%	21%	19%	16%	42%	22%	30%	19%	21%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(377)	(382)	(237)	(463)	(286)	(132)	(115)	(177)	(223)	(383)	(213)

4. Adequate Roles
Do you think Hollywood films do or do not provide an adequate number of roles for racial minorities?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
They do	46%	49%	44%	38%	45%	51%	50%	55%	12%	39%	38%
They do not	30%	26%	34%	36%	29%	29%	25%	19%	73%	41%	34%
Not sure	24%	25%	23%	26%	26%	21%	24%	26%	16%	20%	28%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(485)	(513)	(179)	(266)	(395)	(158)	(674)	(123)	(121)	(80)

		Party ID (3 category)			Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
They do	46%	34%	49%	61%	46%	51%	56%	29%	41%	44%	48%	52%
They do not	30%	46%	27%	10%	30%	29%	28%	31%	27%	29%	30%	33%
Not sure	24%	19%	24%	29%	24%	20%	16%	39%	31%	26%	23%	16%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(379)	(381)	(238)	(463)	(287)	(134)	(114)	(176)	(224)	(385)	(213)

5. Stereotypes
Do you think Hollywood films more often:

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Do a good job of portraying racial minorities	38%	39%	38%	26%	38%	45%	41%	46%	16%	31%	23%
Give into stereotypes when portraying racial minorities	37%	36%	39%	51%	35%	34%	32%	29%	70%	45%	46%
Not sure	24%	26%	23%	23%	27%	22%	27%	25%	14%	24%	30%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(994)	(482)	(512)	(178)	(265)	(394)	(157)	(672)	(121)	(121)	(80)

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
Do a good job of portraying racial minorities	38%	31%	39%	48%	43%	42%	38%	13%	34%	38%	37%	46%
Give into stereotypes when portraying racial minorities	37%	55%	33%	20%	35%	40%	36%	42%	36%	39%	40%	32%
Not sure	24%	14%	28%	32%	22%	18%	26%	44%	30%	24%	23%	21%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(994)	(375)	(383)	(236)	(461)	(286)	(133)	(114)	(177)	(222)	(384)	(211)

Interviewing Dates	February 4 - 7, 2016
Target population	U.S. adults, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by age, gender, race, education, and region) was selected from the 2010 American Community Study. Voter registration was imputed from the November 2010 Current Population Survey Registration and Voting Supplement. Religion, minor party identification, and non-placement on an ideology scale, were imputed from the 2008 Pew Religion in American Life Survey.
Weighting	The sample was weighted using propensity scores based on age, gender, race, education, voter registration, and non-placement on an ideology scale. The weights range from 0.035 to 6.13, with a mean of one and a standard deviation of 1.057.
Number of respondents	1000
Margin of error	$\pm$ 4.5% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	20 questions not reported.