

1. Entertainment Industry Diversity – The movie Industry

Do you think that the following entertainment industries are racially diverse enough or not?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Diverse enough	54%	59%	49%	46%	54%	58%	59%	62%	21%	43%	60%
Not diverse enough	30%	30%	30%	43%	31%	27%	19%	23%	64%	38%	22%
Not sure	15%	10%	21%	11%	15%	15%	22%	14%	15%	19%	18%
Totals (Unweighted N)	100% (973)	100% (475)	100% (498)	100% (163)	100% (279)	100% (377)	100% (154)	100% (653)	100% (114)	100% (128)	100% (78)

	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
Diverse enough	54%	39%	58%	67%	51%	57%	65%	54%	56%	59%	48%	59%
Not diverse enough	30%	49%	24%	18%	30%	32%	22%	31%	28%	26%	35%	28%
Not sure	15%	12%	18%	16%	19%	10%	13%	15%	16%	15%	17%	13%
Totals (Unweighted N)	100% (973)	100% (351)	100% (405)	100% (217)	100% (463)	100% (272)	100% (119)	100% (119)	100% (177)	100% (212)	100% (351)	100% (233)

2. Entertainment Industry Diversity – The television industry

Do you think that the following entertainment industries are racially diverse enough or not?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Diverse enough	61%	65%	58%	50%	62%	63%	71%	70%	29%	43%	67%
Not diverse enough	26%	25%	28%	40%	27%	24%	12%	18%	57%	44%	20%
Not sure	13%	10%	15%	10%	11%	13%	17%	12%	14%	13%	13%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(972)	(466)	(506)	(164)	(283)	(374)	(151)	(647)	(115)	(131)	(79)

	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
Diverse enough	61%	45%	68%	71%	57%	66%	73%	60%	64%	65%	55%	65%
Not diverse enough	26%	44%	18%	18%	27%	26%	18%	29%	19%	23%	33%	24%
Not sure	13%	11%	15%	11%	16%	8%	9%	11%	17%	12%	12%	11%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(972)	(358)	(402)	(212)	(461)	(274)	(116)	(121)	(177)	(212)	(348)	(235)

3. Entertainment Industry Diversity – The music industry

Do you think that the following entertainment industries are racially diverse enough or not?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Diverse enough	74%	76%	72%	73%	73%	73%	79%	78%	58%	66%	78%
Not diverse enough	13%	13%	13%	16%	16%	12%	7%	9%	29%	17%	12%
Not sure	13%	11%	15%	12%	11%	15%	13%	12%	13%	17%	10%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(971)	(466)	(505)	(162)	(281)	(375)	(153)	(651)	(116)	(128)	(76)

	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
Diverse enough	74%	69%	75%	78%	71%	80%	82%	67%	70%	77%	70%	82%
Not diverse enough	13%	19%	10%	10%	13%	14%	6%	16%	15%	10%	16%	10%
Not sure	13%	12%	15%	11%	16%	6%	12%	17%	15%	13%	14%	9%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(971)	(357)	(402)	(212)	(464)	(271)	(119)	(117)	(174)	(213)	(349)	(235)

4. Discrimination

Do you think that the smaller numbers of non-white actors in Hollywood is more a result of discrimination or a result of other factors?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Result of discrimination	18%	18%	18%	21%	22%	14%	15%	14%	46%	21%	8%
Result of other factors	64%	67%	60%	61%	55%	66%	76%	69%	32%	63%	64%
Not sure	18%	16%	21%	18%	23%	20%	9%	17%	23%	16%	28%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(977)	(471)	(506)	(164)	(277)	(379)	(157)	(656)	(114)	(130)	(77)

	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
Result of discrimination	18%	35%	11%	10%	17%	20%	14%	20%	15%	23%	20%	13%
Result of other factors	64%	46%	68%	78%	61%	70%	71%	56%	60%	61%	63%	69%
Not sure	18%	19%	21%	12%	22%	10%	14%	24%	25%	16%	17%	18%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(977)	(355)	(404)	(218)	(463)	(278)	(117)	(119)	(175)	(213)	(352)	(237)

5. Nominations

All nominations for Best Actors and Best Supporting Actors are white. Do you think this is a result of a lack of diversity in the nominating process or do you think the best performances of the year happened to be by white actors?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Lack of diversity	29%	27%	30%	38%	35%	26%	15%	18%	75%	45%	29%
Best performances by white actors	51%	55%	47%	42%	47%	54%	64%	62%	10%	44%	36%
Not sure	20%	17%	23%	20%	19%	21%	21%	21%	15%	12%	35%
Totals (Unweighted N)	100% (995)	100% (476)	100% (519)	100% (165)	100% (285)	100% (387)	100% (158)	100% (668)	100% (116)	100% (132)	100% (79)

	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
Lack of diversity	29%	47%	25%	14%	31%	27%	24%	30%	26%	25%	33%	28%
Best performances by white actors	51%	35%	53%	68%	46%	59%	59%	47%	56%	50%	47%	54%
Not sure	20%	18%	23%	18%	23%	14%	17%	23%	18%	25%	20%	18%
Totals (Unweighted N)	100% (995)	100% (361)	100% (414)	100% (220)	100% (472)	100% (281)	100% (120)	100% (122)	100% (180)	100% (217)	100% (361)	100% (237)

6. Care about Awards

How much do you care about the Academy Awards?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
A lot	7%	6%	7%	6%	9%	8%	1%	6%	7%	6%	9%
A little	29%	27%	31%	36%	30%	23%	31%	26%	29%	40%	33%
Not at all	62%	66%	59%	56%	59%	68%	66%	65%	61%	52%	57%
Not sure	2%	1%	3%	2%	2%	2%	1%	2%	3%	3%	1%
Totals (Unweighted N)	100% (997)	100% (477)	100% (520)	100% (165)	100% (285)	100% (388)	100% (159)	100% (667)	100% (117)	100% (134)	100% (79)

	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
A lot	7%	12%	3%	5%	6%	12%	6%	1%	8%	5%	9%	4%
A little	29%	35%	24%	30%	30%	32%	26%	24%	23%	25%	27%	39%
Not at all	62%	50%	69%	65%	62%	56%	68%	72%	69%	65%	62%	56%
Not sure	2%	2%	3%	—	3%	0%	1%	3%	0%	5%	1%	1%
Totals (Unweighted N)	100% (997)	100% (364)	100% (413)	100% (220)	100% (474)	100% (281)	100% (120)	100% (122)	100% (180)	100% (216)	100% (361)	100% (240)

Interviewing Dates	January 21 - 22, 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 0.025 to 4.208, with a mean of one and a standard deviation of 0.906.
Number of respondents	1000
Margin of error	± 4.2% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	20 questions not reported.