

Sample 1000 Adult Interviews
 Conducted January 21 - 22, 2016
 Margin of Error ±4.2%

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

	Diverse enough	Not diverse enough	Not sure
The movie Industry	54%	30%	15%
The television industry	61%	26%	13%
The music industry	74%	13%	13%

2. 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?

Result of discrimination	18%
Result of other factors	64%
Not sure	18%

3. 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?

Lack of diversity	29%
Best performances by white actors	51%
Not sure	20%

4. How much do you care about the Academy Awards?

A lot	7%
A little	29%
Not at all	62%
Not sure	2%

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.