

YouGov Survey Results

Sample Size: 1015 Black, Asian and Minority

Ethnic adults in Britain (aged 18+)

Fieldwork: 13th - 19th May 2021

	Gender		Age				Region					Ethnicity							Country of birth				
	Total	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands/Wales	North	Scotland	Mixed	Indian	Pakistani	Bangladeshi	Black	Chinese	Other Asian	Other ethnicity	UK	Outside of the UK	
Weighted Sample	1015	489	526	157	588	187	83	406	203	213	162	30	85	205	140	68	245	40	135	97	376	639	
Unweighted Sample	1015	409	606	78	625	204	108	419	206	184	172	34	95	204	117	50	249	46	137	117	433	582	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about films, TV shows and books, do you think it is or is not acceptable for a person to write a...

[respondent ethnicity] character if they're white

Very acceptable	30	33	28	17	33	33	35	33	28	33	25	23	38	38	22	23	23	24	35	40	25	34
Fairly acceptable	32	30	33	37	31	31	30	34	35	26	32	13	38	29	36	35	33	27	29	28	36	29
TOTAL ACCEPTABLE	62	63	61	54	64	64	65	67	63	59	57	36	76	67	58	58	56	51	64	68	61	63
Fairly unacceptable	13	12	15	11	15	11	12	10	18	14	16	9	10	10	21	13	15	11	11	13	16	12
Very unacceptable	12	12	12	7	12	16	11	12	9	14	9	31	3	13	9	14	18	26	5	8	10	13
TOTAL UNACCEPTABLE	25	24	27	18	27	27	23	22	27	28	25	40	13	23	30	27	33	37	16	21	26	25
Don't know	13	13	12	28	9	10	12	11	10	13	18	24	11	11	11	15	11	12	20	12	13	12

White character if they're [respondent ethnicity]

Very acceptable	32	30	33	21	34	32	36	33	32	33	29	25	36	39	29	27	21	27	37	39	28	34
Fairly acceptable	33	35	32	29	35	35	29	38	36	32	24	16	35	33	36	35	36	27	28	29	35	33
TOTAL ACCEPTABLE	65	65	65	50	69	67	65	71	68	65	53	41	71	72	65	62	57	54	65	68	63	67
Fairly unacceptable	14	13	14	18	14	10	10	11	17	10	23	1	14	8	17	15	18	10	10	16	16	12
Very unacceptable	9	9	8	3	8	15	14	7	6	14	7	34	6	10	7	8	13	25	4	5	8	10
TOTAL UNACCEPTABLE	23	22	22	21	22	25	24	18	23	24	30	35	20	18	24	23	31	35	14	21	24	22
Don't know	12	13	12	29	9	8	12	11	10	12	18	24	9	10	10	15	12	12	21	11	13	12

Female character if they're male

Very acceptable	30	29	30	18	32	29	37	32	29	31	24	26	33	39	25	9	22	24	39	38	26	32
Fairly acceptable	32	32	31	33	33	27	29	35	37	26	28	19	35	29	28	49	32	27	30	30	37	28
TOTAL ACCEPTABLE	62	61	61	51	65	56	66	67	66	57	52	45	68	68	53	58	54	51	69	68	63	60
Fairly unacceptable	13	11	14	15	13	12	10	10	16	12	20	4	13	11	18	16	14	9	7	14	15	12
Very unacceptable	12	14	11	5	12	18	15	11	8	20	8	27	6	12	16	13	15	26	4	10	9	14
TOTAL UNACCEPTABLE	25	25	25	20	25	30	25	21	24	32	28	31	19	23	34	29	29	35	11	24	24	26
Don't know	14	14	13	29	10	13	10	12	11	11	20	24	13	9	14	13	16	13	20	8	13	14

Male character if they're female

Very acceptable	31	29	33	18	34	29	36	33	30	31	27	34	36	39	30	12	23	24	40	37	27	33
Fairly acceptable	31	32	31	31	33	27	31	34	36	27	27	10	36	30	23	43	32	27	30	36	37	28
TOTAL ACCEPTABLE	62	61	64	49	67	56	67	67	66	58	54	44	72	69	53	55	55	51	70	73	64	61
Fairly unacceptable	12	12	12	14	11	13	8	9	16	10	18	4	10	11	17	21	11	9	6	12	14	10
Very unacceptable	12	13	11	5	11	17	16	11	6	19	8	27	6	12	14	11	16	26	4	8	8	14
TOTAL UNACCEPTABLE	24	25	23	19	22	30	24	20	22	29	26	31	16	23	31	32	27	35	10	20	22	24
Don't know	14	15	13	31	10	14	10	13	12	13	20	24	13	9	16	13	17	13	20	8	14	14

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Gay or bisexual character if they're straight																						
Very acceptable	28	25	30	16	30	30	29	32	28	26	19	32	33	37	15	15	20	28	34	40	26	29
Fairly acceptable	29	29	28	34	28	27	28	29	27	30	31	9	22	28	29	36	27	34	35	24	29	29
TOTAL ACCEPTABLE	57	54	58	50	58	57	57	61	55	56	50	41	55	65	44	51	47	62	69	64	55	58
Fairly unacceptable	14	14	15	11	15	16	14	12	22	11	17	9	27	14	16	10	17	5	6	15	20	11
Very unacceptable	12	15	9	9	12	12	14	11	7	16	12	26	8	9	15	19	16	22	5	9	9	14
TOTAL UNACCEPTABLE	26	29	24	20	27	28	28	23	29	27	29	35	35	23	31	29	33	27	11	24	29	25
Don't know	17	18	16	30	15	14	15	16	15	17	21	24	11	12	25	21	19	11	20	12	17	17
Straight character if they're gay or bisexual																						
Very acceptable	28	26	31	13	31	32	32	31	28	26	23	35	37	38	20	9	20	29	39	33	28	29
Fairly acceptable	32	32	32	34	34	26	30	35	35	29	28	11	34	32	29	44	30	28	32	35	35	30
TOTAL ACCEPTABLE	60	58	63	47	65	58	62	66	63	55	51	46	71	70	49	53	50	57	71	68	63	59
Fairly unacceptable	11	10	11	15	9	12	11	6	15	11	20	4	8	10	12	10	15	11	5	13	14	9
Very unacceptable	12	14	10	8	12	13	14	12	6	17	7	26	7	8	14	19	16	21	4	9	7	15
TOTAL UNACCEPTABLE	23	24	21	23	21	25	25	18	21	28	27	30	15	18	26	29	31	32	9	22	21	24
Don't know	17	18	16	29	14	18	14	16	16	17	21	23	14	13	25	19	19	11	20	10	17	17
Transgender character if they're cisgender (i.e. not transgender)																						
Very acceptable	25	23	27	7	29	27	29	29	26	22	18	23	34	34	14	8	17	23	31	37	24	26
Fairly acceptable	28	28	29	34	28	26	27	30	26	28	30	16	17	28	33	36	28	31	30	24	29	28
TOTAL ACCEPTABLE	53	51	56	41	57	53	56	59	52	50	48	39	51	62	47	44	45	54	61	61	53	54
Fairly unacceptable	15	16	13	17	15	13	9	12	20	15	15	3	27	15	15	21	13	4	8	15	17	13
Very unacceptable	11	13	10	8	11	13	18	11	9	13	11	30	7	8	7	18	18	22	7	10	8	13
TOTAL UNACCEPTABLE	26	29	23	25	26	26	27	23	29	28	26	33	34	23	22	39	31	26	15	25	25	26
Don't know	21	20	21	35	17	21	17	18	18	22	27	29	16	15	31	16	24	21	24	14	22	20
Cisgender (i.e. not transgender) character if they're transgender																						
Very acceptable	27	25	29	11	31	29	28	30	26	25	24	32	39	35	20	11	17	26	39	32	27	27
Fairly acceptable	29	29	29	34	30	23	29	33	32	27	24	11	31	30	27	24	31	30	27	33	32	28
TOTAL ACCEPTABLE	56	54	58	45	61	52	57	63	58	52	48	43	70	65	47	35	48	56	66	65	59	55
Fairly unacceptable	10	9	11	11	9	13	10	6	14	12	15	0	8	12	11	13	12	9	5	11	10	10
Very unacceptable	12	15	9	7	12	12	15	13	7	15	6	28	5	7	12	32	15	21	5	9	9	13
TOTAL UNACCEPTABLE	22	24	20	18	21	25	25	19	21	27	21	28	13	19	23	45	27	30	10	20	19	23
Don't know	21	21	22	36	17	24	18	18	21	21	31	29	17	16	30	20	25	13	25	15	23	21

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And again thinking about films, TV shows and books, how realistically do you think a writer can depict the experiences of a...

[respondent ethnicity] character if they're white

Very realistically	10	12	9	7	12	8	8	9	7	15	12	3	11	12	14	3	9	10	12	8	6	13
Fairly realistically	29	32	27	25	25	42	37	29	36	24	33	21	41	27	27	17	23	19	40	41	34	26
TOTAL REALISTICALLY	39	44	36	32	37	50	45	38	43	39	45	24	52	39	41	20	32	29	52	49	40	39
Not very realistically	28	26	30	31	30	21	23	30	23	29	30	18	27	29	28	40	28	30	25	24	29	28
Not at all realistically	17	15	19	14	18	20	12	17	19	15	14	39	7	20	21	16	23	27	7	12	16	18
TOTAL NOT REALISTICALLY	45	41	49	45	48	41	35	47	42	44	44	57	34	49	49	56	51	57	32	36	45	46
Don't know	15	15	15	24	14	9	19	15	14	18	12	19	14	12	10	24	18	15	17	15	15	15

White character if they're [respondent ethnicity]

Very realistically	12	12	12	11	12	11	13	12	12	17	7	7	17	15	13	1	9	11	15	11	11	13
Fairly realistically	38	35	40	24	39	48	36	40	46	30	34	27	51	39	37	26	34	27	35	50	43	35
TOTAL REALISTICALLY	50	47	52	35	51	59	49	52	58	47	41	34	68	54	50	27	43	38	50	61	54	48
Not very realistically	23	26	21	33	24	14	21	23	16	23	37	12	13	20	30	38	21	22	29	19	21	25
Not at all realistically	12	13	12	11	11	18	12	10	11	15	9	37	5	13	11	14	17	24	4	9	10	13
TOTAL NOT REALISTICALLY	35	39	33	44	35	32	33	27	38	46	49	18	18	33	41	52	38	46	33	28	31	38
Don't know	15	14	16	21	14	10	18	15	15	16	12	17	14	13	10	20	19	15	16	11	15	15

Female character if they're male

Very realistically	10	10	10	7	11	9	11	10	8	15	6	9	12	14	10	1	7	8	13	8	8	11
Fairly realistically	31	28	33	22	30	39	34	32	32	28	31	27	28	34	26	20	28	31	29	51	35	29
TOTAL REALISTICALLY	41	38	43	29	41	48	45	42	40	43	37	36	40	48	36	21	35	39	42	59	43	40
Not very realistically	28	30	25	27	29	25	25	27	29	24	32	20	39	25	26	47	29	21	23	15	29	27
Not at all realistically	15	15	15	24	14	14	12	14	16	12	19	27	7	14	19	15	16	26	17	10	13	17
TOTAL NOT REALISTICALLY	43	45	40	51	43	39	37	41	45	36	51	47	46	39	45	62	45	47	40	25	42	44
Don't know	16	17	16	20	16	12	18	16	15	22	12	17	14	12	19	17	20	14	17	16	15	17

Male character if they're female

Very realistically	12	10	13	10	13	9	12	12	13	13	9	8	13	16	11	3	8	9	17	9	10	13
Fairly realistically	35	33	36	25	36	37	36	38	38	31	29	34	49	36	28	31	29	26	32	54	42	31
TOTAL REALISTICALLY	47	43	49	35	49	46	48	50	51	44	38	42	62	52	39	34	37	35	49	63	52	44
Not very realistically	23	26	21	32	20	27	21	21	18	22	37	13	20	25	19	33	24	20	30	11	23	23
Not at all realistically	14	14	15	11	15	16	13	14	16	14	13	27	5	12	22	17	19	31	4	11	11	16
TOTAL NOT REALISTICALLY	37	40	36	43	35	43	34	35	34	36	50	40	25	37	41	50	43	51	34	22	34	39
Don't know	16	17	15	21	16	11	18	16	15	20	13	17	14	11	19	17	20	14	17	14	14	17

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Gay or bisexual character if they're straight																						
Very realistically	9	8	9	3	10	7	11	8	8	13	6	9	8	13	8	2	5	10	14	8	7	10
Fairly realistically	30	29	31	20	29	39	34	33	29	22	35	18	25	34	27	19	29	25	28	46	32	29
TOTAL REALISTICALLY	39	37	40	23	39	46	45	41	37	35	41	27	33	47	35	21	34	35	42	54	39	39
Not very realistically	24	23	24	24	26	18	22	24	20	28	23	15	30	23	24	31	21	24	24	20	26	22
Not at all realistically	15	15	15	15	14	22	11	15	16	14	12	39	8	17	13	30	19	23	6	10	14	16
TOTAL NOT REALISTICALLY	39	38	39	39	40	40	33	39	36	42	35	54	38	40	37	61	40	47	30	30	40	38
Don't know	22	24	20	38	21	14	23	20	27	23	23	18	29	13	29	17	25	18	28	17	21	23
Straight character if they're gay or bisexual																						
Very realistically	12	10	14	11	13	9	9	11	12	13	12	11	13	14	13	3	7	18	17	11	11	12
Fairly realistically	34	34	34	23	35	40	37	38	33	26	37	30	30	35	29	20	34	30	35	52	36	33
TOTAL REALISTICALLY	46	44	48	34	48	49	46	49	45	39	49	41	43	49	42	23	41	48	52	63	47	45
Not very realistically	21	23	19	22	21	18	20	19	22	25	19	12	36	23	17	43	15	10	16	17	26	18
Not at all realistically	12	12	13	6	13	16	10	13	13	12	8	30	7	15	13	18	16	23	4	6	10	14
TOTAL NOT REALISTICALLY	33	35	32	28	34	34	30	32	35	37	27	42	43	38	30	61	31	33	20	23	36	32
Don't know	21	21	21	38	17	17	24	20	20	23	24	17	14	13	29	16	27	19	28	14	17	24
Transgender character if they're cisgender (i.e. not transgender)																						
Very realistically	8	8	8	2	11	7	8	8	9	11	6	3	11	11	6	8	6	5	12	8	7	9
Fairly realistically	26	26	26	19	25	35	28	29	25	20	27	24	21	28	28	20	22	29	23	41	26	26
TOTAL REALISTICALLY	34	34	34	21	36	42	36	37	34	31	33	27	32	39	34	28	28	34	35	49	33	35
Not very realistically	22	21	23	27	22	19	21	23	17	28	21	15	21	24	20	31	21	20	20	21	26	20
Not at all realistically	17	17	17	14	18	17	15	17	18	16	13	31	17	19	12	20	21	22	11	12	17	17
TOTAL NOT REALISTICALLY	39	38	40	41	40	36	36	40	35	44	34	46	38	43	32	51	42	42	31	33	43	37
Don't know	27	28	26	38	25	23	28	24	30	25	32	28	30	18	34	21	31	23	34	19	24	28
Cisgender (i.e. not transgender) character if they're transgender																						
Very realistically	11	10	12	12	12	8	7	10	10	13	13	3	11	14	14	10	5	15	16	10	9	12
Fairly realistically	28	28	28	19	29	35	29	33	29	23	23	27	26	30	21	9	29	30	29	46	30	27
TOTAL REALISTICALLY	39	38	40	31	41	43	36	43	39	36	36	30	37	44	35	19	34	45	45	56	39	39
Not very realistically	20	21	20	18	22	17	19	18	21	23	22	12	33	22	20	33	17	10	15	17	26	17
Not at all realistically	15	15	14	14	14	16	16	15	15	15	10	30	7	15	14	27	19	21	6	10	12	16
TOTAL NOT REALISTICALLY	35	36	34	32	36	33	35	33	36	38	32	42	40	37	34	60	36	31	21	27	38	33
Don't know	26	26	26	38	23	24	29	24	25	26	31	29	23	19	31	21	31	24	33	18	23	28