

YouGov Survey Results
Sample: 1,070 Britons representative of the
UK's lesbian, gay and bisexual population
 Fieldwork: 30th June - 17th July 2021



Total	Age						Gender (BINARY)	
	16 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Male	Female
	A	B	C	D	E	F	G	H

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

Character from an ethnic minority if they're white

Unweighted base	1070	245	249	177	151	126	122	553	517
Base: All respondents	1070	314	224	167	141	109	116	552	518
Very acceptable	43%	35% ▼	42%	50% A	52% A	47% A	42% *	48% H	38%
Fairly acceptable	39%	51% ▲ B.C.D.E.F	38%	32%	29% ▼	33%	35% *	37%	41%
Fairly unacceptable	7%	8%	9%	5%	5%	12% D.F	4% *	5%	9% G
Very unacceptable	4%	2%	2%	6%	7% A.B	4%	4% *	4%	4%
Don't know	7%	4%	8%	7%	7%	4%	15% ▲ A.C.E*	6%	8%
Net: Acceptable	82%	86%	80%	82%	81%	80%	77% *	85% H	79%
Net: Unacceptable	11%	10%	12%	11%	12%	16%	8% *	9%	13%

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	A	B	C	D	E	F	G	H

White character if they're from an ethnic minority

Unweighted base	1070	245	249	177	151	126	122	553	517
Base: All respondents	1070	314	224	167	141	109	116	552	518
Very acceptable	52%	58% B.E.F	49%	57%	52%	46%	45% *	53%	52%
Fairly acceptable	32%	32%	36%	28%	28%	35%	31% *	32%	31%
Fairly unacceptable	4%	3%	4%	3%	4%	9% ▲ A.C	3% *	4%	4%
Very unacceptable	4%	3%	4%	5%	8% ▲ A	4%	4% *	4%	4%
Don't know	7%	4%	8%	7%	8%	5%	17% ▲ A.B.C.D.E*	6%	9%
Net: Acceptable	84%	90% ▲ D.E.F	84%	86%	80%	81%	76% *	86%	83%
Net: Unacceptable	8%	6%	8%	8%	13% A	14% A	7% *	9%	8%

Female character if they're male

Unweighted base	1070	245	249	177	151	126	122	553	517
Base: All respondents	1070	314	224	167	141	109	116	552	518
Very acceptable	49%	49%	46%	54%	49%	43%	51% *	52%	46%
Fairly acceptable	35%	36%	37%	30%	34%	35%	31% *	32%	37%
Fairly unacceptable	6%	7%	6%	5%	3%	11% D	5% *	6%	7%
Very unacceptable	5%	4%	5%	5%	10% ▲ A	5%	4% *	6%	5%
Don't know	5%	3%	6%	6%	4%	6%	9% A*	4%	6%
Net: Acceptable	83%	86%	83%	84%	83%	79%	82% *	84%	83%
Net: Unacceptable	11%	11%	11%	10%	13%	16%	9% *	12%	11%

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Male character if they're female

Unweighted base	1070	245	249	177	151	126	122	553	517
Base: All respondents	1070	314	224	167	141	109	116	552	518
Very acceptable	53%	57%	50%	56%	50%	46%	54%	53%	53%
Fairly acceptable	32%	32%	36%	31%	33%	33%	28%	32%	33%
Fairly unacceptable	4%	5%	4%	2%	3%	11%	5%	4%	5%
Very unacceptable	5%	3%	4%	5%	10%	5%	4%	6%	4%
Don't know	5%	3%	6%	6%	4%	6%	9%	5%	6%
Net: Acceptable	86%	89%	86%	87%	83%	79%	82%	85%	86%
Net: Unacceptable	9%	8%	8%	7%	13%	16%	9%	10%	9%

Gay or bisexual character if they're straight

Unweighted base	1070	245	249	177	151	126	122	553	517
Base: All respondents	1070	314	224	167	141	109	116	552	518
Very acceptable	44%	34%	44%	52%	54%	42%	49%	48%	40%
Fairly acceptable	38%	45%	39%	32%	31%	39%	34%	36%	40%
Fairly unacceptable	9%	13%	8%	8%	4%	10%	5%	7%	11%
Very unacceptable	4%	3%	3%	2%	7%	4%	3%	4%	3%
Don't know	5%	4%	6%	5%	3%	5%	9%	5%	6%
Net: Acceptable	82%	80%	84%	84%	85%	81%	83%	84%	81%
Net: Unacceptable	12%	16%	11%	11%	11%	14%	8%	11%	14%

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	A	B	C	D	E	F	G	H

Straight character if they're gay or bisexual

Unweighted base	1070	245	249	177	151	126	122	553	517
Base: All respondents	1070	314	224	167	141	109	116	552	518
Very acceptable	55%	61%	52%	57%	55%	45%	56%	55%	56%
		E		E		▼	*		
Fairly acceptable	33%	31%	37%	32%	32%	38%	31%	34%	32%
							*		
Fairly unacceptable	4%	4%	4%	2%	3%	9%	2%	3%	4%
						▲ C.F	*		
Very unacceptable	2%	0%	2%	3%	6%	4%	2%	3%	2%
		▼	A	A	▲ A	A	*		
Don't know	5%	4%	5%	5%	3%	5%	9%	5%	6%
							*		
Net: Acceptable	89%	92%	89%	90%	87%	83%	87%	89%	88%
		E					*		
Net: Unacceptable	6%	4%	6%	5%	9%	12%	4%	6%	6%
						▲ A.C.F	*		

Transgender character if they're cisgender (i.e. not transgender)

Unweighted base	1070	245	249	177	151	126	122	553	517
Base: All respondents	1070	314	224	167	141	109	116	552	518
Very acceptable	39%	27%	41%	49%	51%	40%	41%	44%	35%
		▼	A	▲ A	▲ A	A	A*	H	
Fairly acceptable	36%	45%	36%	33%	33%	33%	24%	35%	37%
		▲ C.D.E.F	F				▼ *		
Fairly unacceptable	10%	15%	7%	8%	4%	12%	7%	9%	11%
		▲ B.C.D			▼	D	*		
Very unacceptable	6%	7%	7%	4%	6%	7%	5%	6%	7%
							*		
Don't know	8%	5%	8%	7%	5%	8%	24%	7%	10%
							▲ A.B.C.D.E*		
Net: Acceptable	76%	72%	77%	82%	84%	73%	65%	79%	73%
			F	A.F	▲ A.E.F		▼ *	H	
Net: Unacceptable	16%	22%	15%	12%	11%	19%	11%	14%	18%
		▲ B.C.D.F					*		

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Cisgender (i.e. not transgender) character if they're transgender

Unweighted base	1070	245	249	177	151	126	122	553	517
Base: All respondents	1070	314	224	167	141	109	116	552	518
Very acceptable	52%	58%	51%	53%	51%	44%	43%	51%	52%
		E.F					*		
Fairly acceptable	32%	30%	35%	35%	33%	35%	24%	31%	34%
							*		
Fairly unacceptable	4%	4%	3%	3%	2%	6%	4%	4%	3%
							*		
Very unacceptable	4%	3%	3%	3%	7%	6%	2%	4%	3%
							*		
Don't know	9%	5%	8%	6%	6%	9%	26%	9%	9%
							▲ A.B.C.D.E*		
Net: Acceptable	84%	89%	86%	87%	84%	79%	67%	83%	86%
		E.F	F	F	F		▼ *		
Net: Unacceptable	7%	6%	6%	6%	9%	12%	6%	9%	6%
					B		*		

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

Character from an ethnic minority if they're white

Unweighted base	1070	245	249	177	151	126	122	553	517
Base: All respondents	1070	314	224	167	141	109	116	552	518
Very realistically	11%	6%	7%	12%	23%	11%	13%	15%	6%
		▼		A	▲ A.B.C.E		A*	▲ H	▼
Fairly realistically	40%	33%	40%	39%	41%	51%	49%	42%	38%
					▲ A		A*		
Not very realistically	33%	44%	38%	30%	23%	25%	16%	29%	37%
		▲ C.D.E.F	D.E.F	F	▼		▼ *		G
Not at all realistically	7%	11%	8%	6%	6%	5%	2%	6%	9%
		F					*		G
Don't know	9%	5%	7%	12%	8%	8%	19%	8%	10%
				A			▲ A.B.D.E*		
Net: Realistically	51%	39%	48%	51%	63%	62%	62%	57%	44%
		▼		A	▲ A.B.C	▲ A.B	▲ A.B*	▲ H	▼
Net: Unrealistically	40%	56%	46%	36%	29%	29%	18%	35%	46%
		▲ B.C.D.E.F	D.E.F	F	▼	▼	▼ *		▲ G

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	A	B	C	D	E	F	G	H

White character if they're from an ethnic minority

Unweighted base	1070	245	249	177	151	126	122	553	517
Base: All respondents	1070	314	224	167	141	109	116	552	518
Very realistically	17%	16%	14%	19%	25%	12%	15%	16%	17%
				▲ A.B.E			*		
Fairly realistically	55%	58%	60%	53%	45%	57%	50%	55%	55%
		D	D		▼		*		
Not very realistically	16%	16%	15%	12%	17%	19%	16%	15%	16%
							*		
Not at all realistically	4%	4%	4%	4%	5%	4%	3%	5%	3%
							*	H	
Don't know	9%	6%	8%	12%	7%	8%	17%	8%	10%
			A				▲ A.B.D*		
Net: Realistically	72%	74%	74%	72%	70%	69%	64%	71%	72%
							*		
Net: Unrealistically	19%	20%	18%	16%	23%	23%	19%	21%	18%
							*		

Female character if they're male

Unweighted base	1070	245	249	177	151	126	122	553	517
Base: All respondents	1070	314	224	167	141	109	116	552	518
Very realistically	12%	8%	7%	13%	20%	12%	20%	16%	8%
			B	▲ A.B			▲ A.B*	▲ H	▼
Fairly realistically	42%	36%	43%	44%	42%	53%	41%	45%	38%
					▲ A		*	H	
Not very realistically	29%	41%	31%	21%	22%	25%	20%	24%	35%
		▲ B.C.D.E.F	C.D	▼			*	▼	▲ G
Not at all realistically	9%	11%	12%	11%	10%	3%	5%	7%	12%
		E	E	E	E	▼	*		G
Don't know	7%	4%	6%	10%	6%	7%	15%	8%	7%
			A				▲ A.B.D*		
Net: Realistically	54%	44%	51%	57%	62%	66%	60%	61%	46%
		▼		A	A.B	▲ A.B	A*	▲ H	▼
Net: Unrealistically	39%	52%	43%	33%	31%	27%	25%	31%	47%
		▲ C.D.E.F	C.D.E.F			▼	▼*	▼	▲ G

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	A	B	C	D	E	F	G	H

Male character if they're female

Unweighted base	1070	245	249	177	151	126	122	553	517
Base: All respondents	1070	314	224	167	141	109	116	552	518
Very realistically	17%	16%	12%	20%	23%	14%	21%	18%	17%
				B	B		*		
Fairly realistically	54%	56%	60%	52%	45%	55%	48%	54%	54%
		D	D		▼		*		
Not very realistically	17%	20%	15%	13%	17%	20%	14%	16%	18%
							*		
Not at all realistically	4%	2%	6%	5%	8%	3%	3%	4%	4%
			A		▲ A		*		
Don't know	8%	5%	7%	10%	6%	7%	15%	8%	7%
							▲ A.B.D*		
Net: Realistically	71%	73%	73%	73%	68%	70%	69%	72%	71%
							*		
Net: Unrealistically	21%	22%	21%	17%	25%	23%	16%	20%	22%
							*		

Gay or bisexual character if they're straight

Unweighted base	1070	245	249	177	151	126	122	553	517
Base: All respondents	1070	314	224	167	141	109	116	552	518
Very realistically	11%	5%	7%	15%	23%	10%	14%	14%	7%
		▼		A.B	▲ A.B.E	A	A*	H	
Fairly realistically	41%	37%	41%	36%	42%	48%	50%	43%	39%
						A	A.C*		
Not very realistically	31%	40%	36%	29%	20%	30%	17%	26%	37%
		▲ C.D.F	D.F	F	▼	F	▼ *		▲ G
Not at all realistically	9%	14%	9%	8%	9%	4%	5%	9%	10%
		E.F					*		
Don't know	8%	5%	6%	12%	7%	7%	14%	8%	7%
				A			▲ A.B*		
Net: Realistically	52%	41%	49%	51%	65%	58%	63%	57%	46%
		▼		A	▲ A.B.C	A	▲ A.B*	H	
Net: Unrealistically	41%	54%	45%	37%	29%	34%	22%	35%	46%
		▲ C.D.E.F	D.F	F	▼		▼ *		▲ G

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	A	B	C	D	E	F	G	H

Straight character if they're gay or bisexual

Unweighted base	1070	245	249	177	151	126	122	553	517
Base: All respondents	1070	314	224	167	141	109	116	552	518
Very realistically	21%	24%	16%	24%	28%	14%	19%	21%	21%
		B		B	B.E		*		
Fairly realistically	56%	56%	62%	52%	48%	60%	54%	56%	55%
			D				*		
Not very realistically	13%	12%	13%	10%	13%	17%	11%	12%	13%
							*		
Not at all realistically	3%	3%	3%	2%	6%	1%	1%	3%	3%
							*		
Don't know	8%	5%	6%	11%	6%	7%	15%	7%	8%
			A				▲ A.B.D*		
Net: Realistically	77%	80%	77%	76%	75%	75%	73%	77%	77%
							*		
Net: Unrealistically	16%	16%	16%	13%	18%	19%	12%	15%	16%
							*		

Transgender character if they're cisgender (i.e. not transgender)

Unweighted base	1070	245	249	177	151	126	122	553	517
Base: All respondents	1070	314	224	167	141	109	116	552	518
Very realistically	10%	4%	7%	14%	21%	9%	11%	13%	7%
		▼		A.B	▲ A.B.E		A*	H	
Fairly realistically	32%	24%	34%	34%	34%	38%	35%	35%	28%
		▼	A	A		A	*	H	
Not very realistically	32%	41%	31%	28%	26%	34%	18%	27%	37%
		▲ B.C.D.F	F			F	▼ *		▲ G
Not at all realistically	16%	25%	20%	12%	11%	7%	8%	14%	19%
		▲ C.D.E.F	C.D.E.F			▼	▼ *		
Don't know	11%	6%	8%	12%	8%	12%	27%	12%	10%
			A				▲ A.B.C.D.E*		
Net: Realistically	41%	28%	41%	48%	55%	47%	47%	48%	35%
		▼	A	A	▲ A.B	A	A*	▲ H	▼
Net: Unrealistically	48%	65%	51%	40%	37%	41%	26%	41%	56%
		▲ B.C.D.E.F	C.D.F	▼ F	▼	F	▼ *	▼	▲ G

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	A	B	C	D	E	F	G	H

Cisgender (i.e. not transgender) character if they're transgender

Unweighted base	1070	245	249	177	151	126	122	553	517
Base: All respondents	1070	314	224	167	141	109	116	552	518
Very realistically	20%	25%	18%	21%	24%	12%	15%	19%	21%
		E		E	E	▼	*		
Fairly realistically	49%	51%	56%	48%	44%	48%	38%	48%	50%
		F	D.F				*		
Not very realistically	15%	14%	15%	14%	15%	23%	12%	16%	14%
						▲ A.F	*		
Not at all realistically	4%	4%	4%	4%	7%	4%	4%	5%	4%
							*		
Don't know	11%	6%	7%	12%	10%	13%	31%	12%	10%
		▼		A		A	▲ A.B.C.D.E*		
Net: Realistically	70%	76%	74%	70%	68%	60%	54%	68%	72%
		E.F	E.F	F	F	▼	▼ *		
Net: Unrealistically	19%	18%	19%	18%	22%	27%	15%	20%	18%
						A	*		



Total	Gender (IDENTITY)			Cis/ trans			
	Male	Female	In another way	Cis Female	Cis Male	NET: Cis	Trans+ umbrella (inc. NB, GQ)
	I	J	K	L	M	N	O

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

Character from an ethnic minority if they're white

Unweighted base	1070	525	474	56	462	515	977	93
Base: All respondents	1070	513	481	57	467	497	965	105
Very acceptable	43%	48%	38%	45%	38%	48%	43%	41%
		J	*	*	▼	▲ L.N	L	*
Fairly acceptable	39%	37%	39%	43%	40%	37%	38%	43%
			*	*				*
Fairly unacceptable	7%	6%	10%	5%	10%	6%	8%	4%
			I	*	▲ M.N		M	*
Very unacceptable	4%	4%	4%	4%	3%	4%	4%	7%
			*	*				*
Don't know	7%	5%	9%	3%	9%	5%	7%	6%
			I	*			M	*
Net: Acceptable	82%	85%	77%	88%	78%	85%	82%	84%
		J	▼	*	▼	▲ L.N	L	*
Net: Unacceptable	11%	9%	14%	9%	13%	10%	11%	11%
			*	*				*

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	Male	Female	In another way	Cis Female	Cis Male	NET: Cis	Trans+ umbrella (inc. NB, GQ)
	I	J	K	L	M	N	O

White character if they're from an ethnic minority

Unweighted base	1070	525	474	56	462	515	977	93
Base: All respondents	1070	513	481	57	467	497	965	105
Very acceptable	52%	54%	50%	64% *	50%	53%	52%	59% *
Fairly acceptable	32%	33%	31%	26% *	32%	33%	33%	25% *
Fairly unacceptable	4%	4%	4%	4% *	4%	4%	4%	3% *
Very unacceptable	4%	4%	5%	3% *	4%	4%	4%	8% *
Don't know	7%	5%	10%	3% *	9% ▲ M.N	5% ▼	7% M	6% *
Net: Acceptable	84%	86% J	81%	90% *	83%	86%	84%	84% *
Net: Unacceptable	8%	8%	9%	7% *	8%	8%	8%	11% *

Female character if they're male

Unweighted base	1070	525	474	56	462	515	977	93
Base: All respondents	1070	513	481	57	467	497	965	105
Very acceptable	49%	51%	46%	49% *	46%	52%	49%	49% *
Fairly acceptable	35%	33%	36%	40% *	36%	33%	34%	35% *
Fairly unacceptable	6%	6%	7%	5% *	7%	5%	6%	9% *
Very unacceptable	5%	6%	5%	3% *	5%	6%	5%	4% *
Don't know	5%	4%	7%	3% *	7% ▲ M	4%	5% M	3% *
Net: Acceptable	83%	84%	82%	89% *	82%	85%	83%	85% *
Net: Unacceptable	11%	12%	11%	8% *	11%	11%	11%	12% *

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Fieldwork: 30th June - 17th July 2021



Total	Gender (IDENTITY)			Cis/ trans			
	Male	Female	In another way	Cis Female	Cis Male	NET: Cis	Trans+ umbrella (inc. NB, GQ)
	I	J	K	L	M	N	O

Male character if they're female

Unweighted base	1070	525	474	56	462	515	977	93
Base: All respondents	1070	513	481	57	467	497	965	105
Very acceptable	53%	53%	53%	56% *	53%	53%	53%	55% *
Fairly acceptable	32%	33%	32%	33% *	32%	33%	33%	30% *
Fairly unacceptable	4%	4%	5%	1% *	5%	4%	4%	4% *
Very unacceptable	5%	6%	4%	7% *	3% ▼	6%	5% L	7% *
Don't know	5%	4%	6%	3% *	7%	4%	5%	3% *
Net: Acceptable	86%	86%	85%	89% *	85%	86%	86%	86% *
Net: Unacceptable	9%	10%	9%	8% *	8%	10%	9%	11% *

Gay or bisexual character if they're straight

Unweighted base	1070	525	474	56	462	515	977	93
Base: All respondents	1070	513	481	57	467	497	965	105
Very acceptable	44%	48% J	41%	42% *	41%	49% ▲ L.N	45% L	39% *
Fairly acceptable	38%	37%	38%	45% *	39%	36%	38%	40% *
Fairly unacceptable	9%	6%	11%	7% *	10%	7% ▼	8% M	13% *
Very unacceptable	4%	4%	3%	4% *	3%	4%	4%	3% *
Don't know	5%	4%	7%	3% *	7%	4%	5%	5% *
Net: Acceptable	82%	85% J	79%	87% *	80%	85% ▲	83%	79% *
Net: Unacceptable	12%	11%	14%	10% *	13%	11%	12%	16% *

YouGov Survey Results
Sample: 1,070 Britons representative of the
UK's lesbian, gay and bisexual population

Fieldwork: 30th June - 17th July 2021



Total	Gender (IDENTITY)			Cis/ trans			
	Male	Female	In another way	Cis Female	Cis Male	NET: Cis	Trans+ umbrella (inc. NB, GQ)
	I	J	K	L	M	N	O

Straight character if they're gay or bisexual

Unweighted base	1070	525	474	56	462	515	977	93
Base: All respondents	1070	513	481	57	467	497	965	105
Very acceptable	55%	55%	54%	65% *	55%	55%	55%	62% *
Fairly acceptable	33%	35%	32%	29% *	32%	35%	34%	26% *
Fairly unacceptable	4%	3%	5%	2% *	5%	3%	4%	4% *
Very unacceptable	2%	3%	2%	1% *	2%	3%	2%	2% *
Don't know	5%	3%	6%	3% *	7% M	4% ▼	5% M	6% *
Net: Acceptable	89%	90%	87%	94% *	87%	90%	89%	88% *
Net: Unacceptable	6%	6%	7%	3% *	6%	6%	6%	6% *

Transgender character if they're cisgender (i.e. not transgender)

Unweighted base	1070	525	474	56	462	515	977	93
Base: All respondents	1070	513	481	57	467	497	965	105
Very acceptable	39%	43% J	36%	36% *	35% ▼	44% ▲ L.N	40% L	36% *
Fairly acceptable	36%	36%	36%	47% *	36%	36%	36%	38% *
Fairly unacceptable	10%	9%	11%	8% *	11%	8%	10%	11% *
Very unacceptable	6%	5%	7%	4% *	6%	5%	6% ▼	10% *
Don't know	8%	6%	11% I	4% *	11% ▲ M.N	7%	9% M	5% *
Net: Acceptable	76%	79% J	71%	83% *	71% ▼	80% ▲ L.N	76% L	74% *
Net: Unacceptable	16%	14%	18%	13% *	18%	13% ▼	15%	21% *



Total	Gender (IDENTITY)			Cis/ trans			
	Male	Female	In another way	Cis Female	Cis Male	NET: Cis	Trans+ umbrella (inc. NB, GQ)
	I	J	K	L	M	N	O

Cisgender (i.e. not transgender) character if they're transgender

Unweighted base	1070	525	474	56	462	515	977	93
Base: All respondents	1070	513	481	57	467	497	965	105
Very acceptable	52%	52%	50%	64% *	50%	51%	51%	60% *
Fairly acceptable	32%	32%	34%	31% *	34%	32%	33%	27% *
Fairly unacceptable	4%	4%	3%	- *	3%	4%	4%	3% *
Very unacceptable	4%	4%	3%	1% *	3%	4%	4%	2% *
Don't know	9%	8%	9%	4% *	10%	8%	9%	8% *
Net: Acceptable	84%	84%	84%	95% ▲ I,J*	84%	83%	84%	87% *
Net: Unacceptable	7%	8%	7%	1% *	6%	8%	7%	5% *

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

Character from an ethnic minority if they're white

Unweighted base	1070	525	474	56	462	515	977	93
Base: All respondents	1070	513	481	57	467	497	965	105
Very realistically	11%	15% ▲ J	7% ▼	12% *	6% ▼	14% ▲ L,N	10% L	14% L*
Fairly realistically	40%	44% K	38% K	21% ▼*	39% O	44% ▲ O	42% ▲ O	23% ▼*
Not very realistically	33%	29%	34%	53% ▲ I,J*	34%	28% ▼	31% ▼	48% ▲ L,M,N*
Not at all realistically	7%	6%	10% I	5% *	10% ▲ M,N	6% ▼	8% M	7% *
Don't know	9%	7%	10%	9% *	10%	8%	9%	9% *
Net: Realistically	51%	58% ▲ J,K	45%	33% ▼*	46% ▼	59% ▲ L,N,O	52% ▲ L,O	37% ▼*
Net: Unrealistically	40%	34% ▼	44% I	58% ▲ I*	44% ▲ M,N	34% ▼	39% ▼ M	54% ▲ M,N*

YouGov Survey Results
Sample: 1,070 Britons representative of the
UK's lesbian, gay and bisexual population

Fieldwork: 30th June - 17th July 2021



Total	Gender (IDENTITY)			Cis/ trans			
	Male	Female	In another way	Cis Female	Cis Male	NET: Cis	Trans+ umbrella (inc. NB, GQ)
	I	J	K	L	M	N	O

White character if they're from an ethnic minority

Unweighted base	1070	525	474	56	462	515	977	93
Base: All respondents	1070	513	481	57	467	497	965	105
Very realistically	17%	17%	16%	25% *	16%	17%	16%	18% *
Fairly realistically	55%	56%	55%	51% *	56%	56%	56%	49% *
Not very realistically	16%	16%	16%	14% *	16%	16%	16%	13% *
Not at all realistically	4%	5%	4%	2% *	3%	4%	4%	7% *
Don't know	9%	7%	10%	9% *	10%	8%	9%	13% *
Net: Realistically	72%	72%	71%	76% *	72%	72%	72%	68% *
Net: Unrealistically	19%	20%	19%	15% *	19%	20%	19%	19% *

Female character if they're male

Unweighted base	1070	525	474	56	462	515	977	93
Base: All respondents	1070	513	481	57	467	497	965	105
Very realistically	12%	16% ▲ J	8% ▼	9% *	8% ▼	16% ▲ L.N	12% L	10% *
Fairly realistically	42%	46%	40%	30% *	40%	46% ▲ O	43% ▲ O	31% *
Not very realistically	29%	24% ▼	34% I	36% *	34% ▲ M.N	23% ▼	28% ▼ M	40% M.N*
Not at all realistically	9%	7%	11%	16% I*	11%	7% ▼	9%	13% *
Don't know	7%	7%	7%	9% *	7%	7%	7%	7% *
Net: Realistically	54%	62% ▲ J.K	48% ▼	39% *	48% ▼	62% ▲ L.N.O	55% ▲ L.O	41% ▼*
Net: Unrealistically	39%	31% ▼	45% ▲ I	52% I*	45% ▲ M.N	30% ▼	37% ▼ M	52% ▲ M.N*

YouGov Survey Results
Sample: 1,070 Britons representative of the
UK's lesbian, gay and bisexual population

Fieldwork: 30th June - 17th July 2021



Total	Gender (IDENTITY)			Cis/ trans			
	Male	Female	In another way	Cis Female	Cis Male	NET: Cis	Trans+ umbrella (inc. NB, GQ)
	I	J	K	L	M	N	O

Male character if they're female

Unweighted base	1070	525	474	56	462	515	977	93
Base: All respondents	1070	513	481	57	467	497	965	105
Very realistically	17%	19%	16%	20% *	17%	19%	18%	14% *
Fairly realistically	54%	54%	54%	49% *	54%	54%	54%	56% *
Not very realistically	17%	16%	18%	13% *	18%	17%	17%	14% *
Not at all realistically	4%	4%	4%	9% *	4%	4%	4%	7% *
Don't know	8%	7%	8%	9% *	8%	7%	8%	9% *
Net: Realistically	71%	73%	70%	69% *	71%	72%	72%	69% *
Net: Unrealistically	21%	20%	22%	22% *	21%	20%	21%	21% *

Gay or bisexual character if they're straight

Unweighted base	1070	525	474	56	462	515	977	93
Base: All respondents	1070	513	481	57	467	497	965	105
Very realistically	11%	14%	8%	9% *	7% ▼	14% ▲ L.N	11% L	9% *
Fairly realistically	41%	43% J	40%	25% K ▼*	40%	43% O	42% ▲	31% *
Not very realistically	31%	27%	35%	47% I ▲ I*	35% ▲ M.N	26% ▼	30% ▼ M	41% M*
Not at all realistically	9%	8%	10%	9% *	9%	9%	9%	13% *
Don't know	8%	8%	8%	9% *	8%	8%	8%	6% *
Net: Realistically	52%	57% J.K	48%	35% ▼*	48% ▼	58% ▲ L.N.O	53% ▲ L.O	40% ▼*
Net: Unrealistically	41%	35% I	44%	56% ▲ I*	44% M.N	34% ▼	39% ▼ M	54% ▲ M.N*

YouGov Survey Results
Sample: 1,070 Britons representative of the
UK's lesbian, gay and bisexual population

Fieldwork: 30th June - 17th July 2021



Total	Gender (IDENTITY)			Cis/ trans			
	Male	Female	In another way	Cis Female	Cis Male	NET: Cis	Trans+ umbrella (inc. NB, GQ)
	I	J	K	L	M	N	O

Straight character if they're gay or bisexual

Unweighted base	1070	525	474	56	462	515	977	93
Base: All respondents	1070	513	481	57	467	497	965	105
Very realistically	21%	22%	20%	25% *	20%	22%	21%	22% *
Fairly realistically	56%	56%	56%	53% *	56%	56%	56%	55% *
Not very realistically	13%	13%	13%	11% *	13%	13%	13%	10% *
Not at all realistically	3%	3%	3%	2% *	3%	3%	3% ▼	6% *
Don't know	8%	7%	8%	9% *	8%	7%	8%	6% *
Net: Realistically	77%	78%	76%	78% *	76%	77%	77%	78% *
Net: Unrealistically	16%	15%	16%	13% *	15%	16%	16%	16% *

Transgender character if they're cisgender (i.e. not transgender)

Unweighted base	1070	525	474	56	462	515	977	93
Base: All respondents	1070	513	481	57	467	497	965	105
Very realistically	10%	12% J	7%	14% *	7% ▼	12% ▲ L.N	10% L	11% *
Fairly realistically	32%	36% K	30% K	14% ▼*	30% ▲ O	36% ▲ O	33% ▲ L.O	19% ▼*
Not very realistically	32%	26%	35% I	50% ▲ I.J*	35% M.N	26% ▼	30% ▼ M	45% ▲ M.N*
Not at all realistically	16%	15%	19%	12% *	18%	14%	16%	16% *
Don't know	11%	11%	10%	10% *	10%	11%	11%	10% *
Net: Realistically	41%	48% ▲ J.K	37%	28% *	36% ▼	49% ▲ L.N.O	43% ▲ L.O	29% ▼*
Net: Unrealistically	48%	41% ▼	53% I	62% I*	53% ▲ M.N	40% ▼	47% ▼ M	60% ▲ M.N*

YouGov Survey Results
Sample: 1,070 Britons representative of the
UK's lesbian, gay and bisexual population
 Fieldwork: 30th June - 17th July 2021



Total	Gender (IDENTITY)			Cis/ trans			
	Male	Female	In another way	Cis Female	Cis Male	NET: Cis	Trans+ umbrella (inc. NB, GQ)
	I	J	K	L	M	N	O

Cisgender (i.e. not transgender) character if they're transgender

Unweighted base	1070	525	474	56	462	515	977	93
Base: All respondents	1070	513	481	57	467	497	965	105
Very realistically	20%	20%	19%	35% ▲ I.J*	19%	19%	19%	29% ▼ N*
Fairly realistically	49%	48%	51%	44% *	51%	48%	49%	49% *
Not very realistically	15%	16%	15%	10% *	15%	16%	16%	9% *
Not at all realistically	4%	5%	4%	2% *	4%	5%	4%	3% *
Don't know	11%	11%	11%	10% *	11%	12%	11%	10% *
Net: Realistically	70%	68%	70%	79% *	70%	67%	69%	78% *
Net: Unrealistically	19%	21%	19%	11% *	19%	21%	20%	12% *

YouGov Survey Results
Sample: 1,070 Britons representative of the
UK's lesbian, gay and bisexual population

Fieldwork: 30th June - 17th July 2021



Total	Sexuality					
	Heterosexual	Gay or lesbian	Bisexual	Other	Prefer not to say	NET: LGB
	P	Q	R	S	T	U

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

Character from an ethnic minority if they're white

Unweighted base	1070	-	519	388	163	-	1070
Base: All respondents	1070	-	537	364	169	-	1070
Very acceptable	43%	- **	44%	42%	41%	- **	43%
Fairly acceptable	39%	- **	38%	40%	37%	- **	39%
Fairly unacceptable	7%	- **	8%	6%	8%	- **	7%
Very unacceptable	4%	- **	3%	5%	4%	- **	4%
Don't know	7%	- **	7%	6%	11%	- **	7%
Net: Acceptable	82%	- **	83%	83%	77%	- **	82%
Net: Unacceptable	11%	- **	11%	12%	12%	- **	11%

YouGov Survey Results
Sample: 1,070 Britons representative of the
UK's lesbian, gay and bisexual population

Fieldwork: 30th June - 17th July 2021



Total	Sexuality					
	Heterosexual	Gay or lesbian	Bisexual	Other	Prefer not to say	NET: LGB
	P	Q	R	S	T	U

White character if they're from an ethnic minority

Unweighted base	1070	-	519	388	163	-	1070
Base: All respondents	1070	-	537	364	169	-	1070
Very acceptable	52%	-	52%	54%	48%	-	52%
		**				**	
Fairly acceptable	32%	-	32%	32%	31%	-	32%
		**				**	
Fairly unacceptable	4%	-	5%	3%	5%	-	4%
		**				**	
Very unacceptable	4%	-	4%	5%	4%	-	4%
		**				**	
Don't know	7%	-	7%	5%	12%	-	7%
		**			▲ R.U	**	
Net: Acceptable	84%	-	84%	87%	79%	-	84%
		**		S		**	
Net: Unacceptable	8%	-	9%	8%	9%	-	8%
		**				**	

Female character if they're male

Unweighted base	1070	-	519	388	163	-	1070
Base: All respondents	1070	-	537	364	169	-	1070
Very acceptable	49%	-	50%	50%	44%	-	49%
		**				**	
Fairly acceptable	35%	-	35%	35%	32%	-	35%
		**				**	
Fairly unacceptable	6%	-	6%	5%	10%	-	6%
		**			R	**	
Very unacceptable	5%	-	4%	6%	7%	-	5%
		**				**	
Don't know	5%	-	5%	5%	7%	-	5%
		**				**	
Net: Acceptable	83%	-	85%	84%	76%	-	83%
		**	S	S	▼	**	S
Net: Unacceptable	11%	-	10%	11%	17%	-	11%
		**			▲ Q.U	**	

YouGov Survey Results
Sample: 1,070 Britons representative of the
UK's lesbian, gay and bisexual population
 Fieldwork: 30th June - 17th July 2021



Total	Sexuality					
	Heterosexual	Gay or lesbian	Bisexual	Other	Prefer not to say	NET: LGB
	P	Q	R	S	T	U

Male character if they're female

Unweighted base	1070	-	519	388	163	-	1070
Base: All respondents	1070	-	537	364	169	-	1070
Very acceptable	53%	-	53%	55%	49%	-	53%
		**				**	
Fairly acceptable	32%	-	34%	33%	28%	-	32%
		**				**	
Fairly unacceptable	4%	-	4%	2%	9%	-	4%
		**		▼	▲ Q.R.U	**	R
Very unacceptable	5%	-	4%	6%	7%	-	5%
		**				**	
Don't know	5%	-	5%	4%	7%	-	5%
		**				**	
Net: Acceptable	86%	-	87%	88%	77%	-	86%
		**	S	S	▼	**	S
Net: Unacceptable	9%	-	8%	8%	16%	-	9%
		**			▲ Q.R.U	**	

Gay or bisexual character if they're straight

Unweighted base	1070	-	519	388	163	-	1070
Base: All respondents	1070	-	537	364	169	-	1070
Very acceptable	44%	-	46%	44%	41%	-	44%
		**				**	
Fairly acceptable	38%	-	37%	40%	36%	-	38%
		**				**	
Fairly unacceptable	9%	-	9%	7%	11%	-	9%
		**				**	
Very unacceptable	4%	-	3%	4%	4%	-	4%
		**				**	
Don't know	5%	-	5%	4%	8%	-	5%
		**				**	
Net: Acceptable	82%	-	83%	84%	77%	-	82%
		**				**	
Net: Unacceptable	12%	-	12%	12%	15%	-	12%
		**				**	

YouGov Survey Results
Sample: 1,070 Britons representative of the
UK's lesbian, gay and bisexual population
 Fieldwork: 30th June - 17th July 2021



Total	Sexuality					
	Heterosexual	Gay or lesbian	Bisexual	Other	Prefer not to say	NET: LGB
	P	Q	R	S	T	U

Straight character if they're gay or bisexual

Unweighted base	1070	-	519	388	163	-	1070
Base: All respondents	1070	-	537	364	169	-	1070
Very acceptable	55%	-	56%	57%	50%	-	55%
		**				**	
Fairly acceptable	33%	-	33%	34%	32%	-	33%
		**				**	
Fairly unacceptable	4%	-	4%	3%	5%	-	4%
		**				**	
Very unacceptable	2%	-	2%	3%	4%	-	2%
		**				**	
Don't know	5%	-	5%	4%	9%	-	5%
		**			▲ Q.R.U	**	
Net: Acceptable	89%	-	89%	91%	83%	-	89%
		**	S	S	▼	**	S
Net: Unacceptable	6%	-	6%	5%	8%	-	6%
		**				**	

Transgender character if they're cisgender (i.e. not transgender)

Unweighted base	1070	-	519	388	163	-	1070
Base: All respondents	1070	-	537	364	169	-	1070
Very acceptable	39%	-	40%	38%	39%	-	39%
		**				**	
Fairly acceptable	36%	-	35%	39%	33%	-	36%
		**				**	
Fairly unacceptable	10%	-	10%	9%	9%	-	10%
		**				**	
Very unacceptable	6%	-	6%	6%	7%	-	6%
		**				**	
Don't know	8%	-	8%	8%	11%	-	8%
		**				**	
Net: Acceptable	76%	-	76%	77%	72%	-	76%
		**				**	
Net: Unacceptable	16%	-	16%	15%	16%	-	16%
		**				**	

YouGov Survey Results
Sample: 1,070 Britons representative of the
UK's lesbian, gay and bisexual population
 Fieldwork: 30th June - 17th July 2021



Total	Sexuality					
	Heterosexual	Gay or lesbian	Bisexual	Other	Prefer not to say	NET: LGB
	P	Q	R	S	T	U

Cisgender (i.e. not transgender) character if they're transgender

Unweighted base	1070	-	519	388	163	-	1070
Base: All respondents	1070	-	537	364	169	-	1070
Very acceptable	52%	-	52%	53%	50%	-	52%
		**				**	
Fairly acceptable	32%	-	32%	35%	29%	-	32%
		**				**	
Fairly unacceptable	4%	-	5%	2%	3%	-	4%
		**	▲ R.U	▼		**	R
Very unacceptable	4%	-	3%	4%	4%	-	4%
		**				**	
Don't know	9%	-	9%	6%	14%	-	9%
		**		▼	▲ R.U	**	R
Net: Acceptable	84%	-	83%	88%	79%	-	84%
		**		▲ S.U		**	
Net: Unacceptable	7%	-	8%	6%	7%	-	7%
		**				**	

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

Character from an ethnic minority if they're white

Unweighted base	1070	-	519	388	163	-	1070
Base: All respondents	1070	-	537	364	169	-	1070
Very realistically	11%	-	12%	8%	13%	-	11%
		**		▼		**	R
Fairly realistically	40%	-	44%	38%	35%	-	40%
		**	▲ U			**	
Not very realistically	33%	-	30%	35%	36%	-	33%
		**				**	
Not at all realistically	7%	-	6%	10%	5%	-	7%
		**		▲ U		**	
Don't know	9%	-	8%	10%	10%	-	9%
		**				**	
Net: Realistically	51%	-	55%	46%	48%	-	51%
		**	▲ R.U	▼		**	R
Net: Unrealistically	40%	-	37%	45%	42%	-	40%
		**	▼	▲ Q.U		**	Q

YouGov Survey Results
Sample: 1,070 Britons representative of the
UK's lesbian, gay and bisexual population

Fieldwork: 30th June - 17th July 2021



Total	Sexuality					
	Heterosexual	Gay or lesbian	Bisexual	Other	Prefer not to say	NET: LGB
	P	Q	R	S	T	U

White character if they're from an ethnic minority

Unweighted base	1070	-	519	388	163	-	1070
Base: All respondents	1070	-	537	364	169	-	1070
Very realistically	17%	-	16%	16%	18%	-	17%
		**				**	
Fairly realistically	55%	-	56%	57%	46%	-	55%
		**	S	S	▼	**	S
Not very realistically	16%	-	16%	13%	19%	-	16%
		**				**	
Not at all realistically	4%	-	3%	4%	6%	-	4%
		**				**	
Don't know	9%	-	8%	10%	11%	-	9%
		**				**	
Net: Realistically	72%	-	73%	73%	64%	-	72%
		**			▼	**	S
Net: Unrealistically	19%	-	20%	17%	24%	-	19%
		**				**	

Female character if they're male

Unweighted base	1070	-	519	388	163	-	1070
Base: All respondents	1070	-	537	364	169	-	1070
Very realistically	12%	-	13%	10%	13%	-	12%
		**				**	
Fairly realistically	42%	-	47%	38%	34%	-	42%
		**	▲ R.S.U		▼	**	S
Not very realistically	29%	-	28%	31%	31%	-	29%
		**				**	
Not at all realistically	9%	-	7%	12%	13%	-	9%
		**	▼	Q	Q	**	Q
Don't know	7%	-	6%	9%	8%	-	7%
		**				**	
Net: Realistically	54%	-	60%	48%	47%	-	54%
		**	▲ R.S.U	▼		**	R
Net: Unrealistically	39%	-	34%	43%	44%	-	39%
		**	▼	▲ Q.U	Q	**	Q

YouGov Survey Results
Sample: 1,070 Britons representative of the
UK's lesbian, gay and bisexual population
 Fieldwork: 30th June - 17th July 2021



Total	Sexuality					
	Heterosexual	Gay or lesbian	Bisexual	Other	Prefer not to say	NET: LGB
	P	Q	R	S	T	U

Male character if they're female

Unweighted base	1070	-	519	388	163	-	1070
Base: All respondents	1070	-	537	364	169	-	1070
Very realistically	17%	-	17%	17%	19%	-	17%
		**				**	
Fairly realistically	54%	-	57%	54%	46%	-	54%
		**	S		▼	**	S
Not very realistically	17%	-	18%	14%	20%	-	17%
		**				**	
Not at all realistically	4%	-	2%	6%	6%	-	4%
		**	▼	▲ Q.U		**	Q
Don't know	8%	-	6%	9%	10%	-	8%
		**				**	
Net: Realistically	71%	-	74%	71%	64%	-	71%
		**	S			**	
Net: Unrealistically	21%	-	20%	20%	25%	-	21%
		**				**	

Gay or bisexual character if they're straight

Unweighted base	1070	-	519	388	163	-	1070
Base: All respondents	1070	-	537	364	169	-	1070
Very realistically	11%	-	11%	9%	13%	-	11%
		**				**	
Fairly realistically	41%	-	45%	37%	36%	-	41%
		**	▲ R.U			**	
Not very realistically	31%	-	29%	35%	31%	-	31%
		**		▲ Q.U		**	
Not at all realistically	9%	-	9%	10%	9%	-	9%
		**				**	
Don't know	8%	-	6%	9%	11%	-	8%
		**			Q	**	
Net: Realistically	52%	-	56%	46%	49%	-	52%
		**	▲ R.U	▼		**	R
Net: Unrealistically	41%	-	38%	45%	40%	-	41%
		**		▲ Q.U		**	

YouGov Survey Results
Sample: 1,070 Britons representative of the
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 Fieldwork: 30th June - 17th July 2021



Total	Sexuality					
	Heterosexual	Gay or lesbian	Bisexual	Other	Prefer not to say	NET: LGB
	P	Q	R	S	T	U

Straight character if they're gay or bisexual

Unweighted base	1070	-	519	388	163	-	1070
Base: All respondents	1070	-	537	364	169	-	1070
Very realistically	21%	-	22%	20%	21%	-	21%
		**				**	
Fairly realistically	56%	-	57%	58%	47%	-	56%
		**	S	S	▼	**	S
Not very realistically	13%	-	13%	10%	17%	-	13%
		**			R	**	
Not at all realistically	3%	-	2%	3%	5%	-	3%
		**			Q	**	
Don't know	8%	-	6%	8%	10%	-	8%
		**				**	
Net: Realistically	77%	-	79%	78%	68%	-	77%
		**	S	S	▼	**	S
Net: Unrealistically	16%	-	15%	13%	23%	-	16%
		**			▲ Q.R.U	**	

Transgender character if they're cisgender (i.e. not transgender)

Unweighted base	1070	-	519	388	163	-	1070
Base: All respondents	1070	-	537	364	169	-	1070
Very realistically	10%	-	10%	8%	12%	-	10%
		**				**	
Fairly realistically	32%	-	36%	25%	31%	-	32%
		**	▲ R.U	▼		**	R
Not very realistically	32%	-	29%	38%	29%	-	32%
		**		▲ Q.U		**	
Not at all realistically	16%	-	15%	18%	15%	-	16%
		**				**	
Don't know	11%	-	9%	11%	13%	-	11%
		**				**	
Net: Realistically	41%	-	46%	33%	43%	-	41%
		**	▲ R.U	▼	R	**	R
Net: Unrealistically	48%	-	44%	56%	44%	-	48%
		**	▼	▲ Q.S.U		**	Q

YouGov Survey Results
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Total	Sexuality					
	Heterosexual	Gay or lesbian	Bisexual	Other	Prefer not to say	NET: LGB
	P	Q	R	S	T	U

Cisgender (i.e. not transgender) character if they're transgender

Unweighted base	1070	-	519	388	163	-	1070
Base: All respondents	1070	-	537	364	169	-	1070
Very realistically	20%	-	20%	20%	21%	-	20%
		**				**	
Fairly realistically	49%	-	49%	52%	44%	-	49%
		**				**	
Not very realistically	15%	-	16%	12%	16%	-	15%
		**				**	
Not at all realistically	4%	-	5%	4%	4%	-	4%
		**				**	
Don't know	11%	-	10%	11%	15%	-	11%
		**				**	
Net: Realistically	70%	-	69%	72%	65%	-	70%
		**				**	
Net: Unrealistically	19%	-	21%	16%	20%	-	19%
		**				**	



Total	Region											
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
	V	W	X	Y	Z	AA	AB	AC	AD	AE	AF	AG

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

Character from an ethnic minority if they're white

Unweighted base	1070	38	104	87	87	70	80	206	172	86	46	84	10
Base: All respondents	1070	33	93	72	81	87	80	194	187	85	59	84	14
Very acceptable	43%	63% W.X.AB.AD.AE	39%	35%	50%	44%	53%	37%	49%	39%	33%	46%	26%
Fairly acceptable	39%	21% ▼ *	41%	44%	38%	33%	31%	44%	38%	38%	31%	45%	74%
Fairly unacceptable	7%	5% *	9%	11%	3%	7%	7%	9%	4%	12%	7%	6%	-
Very unacceptable	4%	5% *	5%	5%	6%	6%	6%	4%	4%	-	3%	1%	-
Don't know	7%	7% *	6%	5%	3%	11%	3%	6%	4%	12% Y.AC.AF*	27% W.X.Y.AA.AB.AC	3%	-
Net: Acceptable	82%	84% *	79% *	78% *	87% AE*	77% *	84% AE*	81% AE	87% AD.AE	77% *	64% ▼ *	91% X.Z.AD.AE*	100% **
Net: Unacceptable	11%	9% *	14% *	17% *	10% *	12% *	13% *	13% *	8% *	12% *	10% *	7% *	- **

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Total	Region											
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
	V	W	X	Y	Z	AA	AB	AC	AD	AE	AF	AG

White character if they're from an ethnic minority

Unweighted base	1070	38	104	87	87	70	80	206	172	86	46	84	10
Base: All respondents	1070	33	93	72	81	87	80	194	187	85	59	84	14
Very acceptable	52%	58%	48%	42%	59%	47%	61%	51%	54%	53%	45%	58%	56%
		*	*	*	*	*	X*		*	*	*	*	**
Fairly acceptable	32%	31%	34%	38%	27%	33%	25%	34%	33%	32%	22%	32%	44%
		*	*	*	*	*	*		*	*	*	*	**
Fairly unacceptable	4%	-	5%	7%	4%	3%	6%	4%	3%	2%	9%	6%	-
		*	*	*	*	*	*		*	*	*	*	**
Very unacceptable	4%	5%	7%	5%	5%	7%	6%	4%	5%	-	3%	1%	-
		*	AD*	AD*	*	AD*	AD*		*	*	*	*	**
Don't know	7%	7%	7%	8%	5%	11%	3%	7%	4%	12%	21%	3%	-
		*	*	*	*	*	*		AA.AC.AF*	W.Y.AA.AB.AC.A	*	*	**
Net: Acceptable	84%	89%	82%	80%	86%	79%	86%	85%	88%	85%	67%	90%	100%
		AE*	*	*	AE*	*	AE*	AE	AE	AE*	▼*	AE*	**
Net: Unacceptable	8%	5%	11%	12%	9%	9%	12%	8%	8%	2%	13%	7%	-
		*	AD*	AD*	*	*	AD*		*	*	AD*	*	**

Female character if they're male

Unweighted base	1070	38	104	87	87	70	80	206	172	86	46	84	10
Base: All respondents	1070	33	93	72	81	87	80	194	187	85	59	84	14
Very acceptable	49%	64%	44%	42%	58%	43%	62%	44%	54%	45%	42%	48%	33%
		X.Z.AB*	*	*	AB*	*	▲ W.X.Z.AB.AD*		*	*	*	*	**
Fairly acceptable	35%	24%	35%	38%	32%	38%	27%	39%	31%	37%	26%	39%	49%
		*	*	*	*	*	*		*	*	*	*	**
Fairly unacceptable	6%	-	7%	11%	1%	1%	6%	10%	5%	6%	10%	7%	-
		*	*	Y.Z*	*	*	*	Y.Z	*	*	Y*	*	**
Very unacceptable	5%	9%	5%	7%	6%	6%	5%	3%	7%	2%	6%	3%	19%
		*	*	*	*	*	*		*	*	*	*	**
Don't know	5%	3%	9%	2%	3%	12%	-	4%	2%	10%	16%	2%	-
		*	AA.AC*	*	*	X.Y.AA.AB.AC.A	*		AA.AC.AF*	X.Y.AA.AB.AC.A	*	*	**
Net: Acceptable	83%	89%	80%	80%	90%	80%	89%	83%	86%	81%	68%	88%	81%
		*	*	*	AE*	*	AE*	AE	AE	*	▼*	AE*	**
Net: Unacceptable	11%	9%	12%	17%	7%	8%	11%	13%	12%	8%	15%	10%	19%
		*	*	*	*	*	*		*	*	*	*	**

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	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
	V	W	X	Y	Z	AA	AB	AC	AD	AE	AF	AG

Male character if they're female

Unweighted base	1070	38	104	87	87	70	80	206	172	86	46	84	10
Base: All respondents	1070	33	93	72	81	87	80	194	187	85	59	84	14
Very acceptable	53%	64%	45%	45%	63%	44%	65%	50%	58%	53%	45%	54%	47%
		*	*	*	W.X.Z*	*	W.X.Z.AB.AE*			*	*	*	**
Fairly acceptable	32%	24%	36%	37%	28%	37%	27%	39%	28%	29%	25%	35%	45%
		*	*	*	*	*	*			*	*	*	**
Fairly unacceptable	4%	-	5%	10%	2%	1%	5%	5%	5%	5%	4%	3%	-
		*	*	▲ Y.Z*	*	*	*			*	*	*	**
Very unacceptable	5%	9%	5%	6%	5%	6%	4%	3%	6%	1%	10%	7%	8%
		AD*	*	*	*	*	*			*	AB.AD*	*	**
Don't know	5%	3%	8%	2%	3%	11%	-	4%	2%	12%	16%	2%	-
		*	AA.AC*	*	*	▲ AA.AB.AC.AF	*			▲ X.Y.AA.AC.AF	X.Y.AA.AC.AF	*	**
Net: Acceptable	86%	89%	82%	82%	91%	81%	91%	89%	87%	82%	70%	89%	92%
		*	*	*	AE*	*	AE*	AE	AE	*	▼ *	AE*	**
Net: Unacceptable	9%	9%	10%	16%	6%	8%	9%	7%	11%	6%	14%	9%	8%
		*	*	AB*	*	*	*			*	*	*	**

Gay or bisexual character if they're straight

Unweighted base	1070	38	104	87	87	70	80	206	172	86	46	84	10
Base: All respondents	1070	33	93	72	81	87	80	194	187	85	59	84	14
Very acceptable	44%	62%	43%	42%	55%	44%	55%	40%	46%	35%	38%	42%	19%
		▲ AB.AD.AE*	*	*	AB.AD*	*	AB.AD*			*	*	*	**
Fairly acceptable	38%	23%	36%	37%	37%	40%	30%	39%	38%	43%	35%	44%	59%
		*	*	*	*	*	*			V*	*	V*	**
Fairly unacceptable	9%	11%	11%	16%	3%	1%	13%	11%	6%	10%	10%	5%	22%
		Z*	Y.Z*	Y.Z.AC.AF*	*	▼ *	Y.Z*	Y.Z		Z*	*	*	**
Very unacceptable	4%	2%	4%	3%	3%	5%	2%	4%	6%	-	3%	6%	-
		*	*	*	*	*	*			AD	*	AD*	**
Don't know	5%	3%	5%	2%	1%	10%	-	5%	4%	12%	14%	3%	-
		*	*	*	*	Y.AA*	*			▲ X.Y.AA.AC.AF	▲ X.Y.AA.AC.AF	*	**
Net: Acceptable	82%	85%	80%	79%	92%	84%	85%	80%	84%	78%	73%	87%	78%
		*	*	*	▼ W.X.AB.AD.AE	*	*			*	*	*	**
Net: Unacceptable	12%	13%	15%	18%	6%	6%	15%	15%	12%	10%	13%	10%	22%
		*	*	Y.Z*	*	*	*			*	*	*	**

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	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
	V	W	X	Y	Z	AA	AB	AC	AD	AE	AF	AG

Straight character if they're gay or bisexual

Unweighted base	1070	38	104	87	87	70	80	206	172	86	46	84	10
Base: All respondents	1070	33	93	72	81	87	80	194	187	85	59	84	14
Very acceptable	55%	65%	50%	48%	67%	52%	64%	54%	57%	51%	49%	59%	48%
		*	*	*	W.X.AD*	*	*		*	*	*	*	**
Fairly acceptable	33%	28%	33%	42%	28%	31%	26%	38%	29%	36%	32%	35%	52%
		*	*	*	*	*	*		*	*	*	*	**
Fairly unacceptable	4%	3%	7%	6%	2%	3%	7%	2%	5%	3%	1%	2%	-
		*	*	*	*	*	*		*	*	*	*	**
Very unacceptable	2%	2%	4%	2%	2%	5%	2%	2%	4%	-	3%	1%	-
		*	*	*	*	*	*		*	*	*	*	**
Don't know	5%	3%	6%	2%	1%	9%	-	4%	5%	10%	14%	3%	-
		*	AA*	*	*	Y.AA*	*		Y.AA*	▲ X.Y.AA.AB.AF	*	*	**
Net: Acceptable	89%	93%	83%	89%	95%	84%	91%	92%	86%	86%	81%	94%	100%
		*	*	*	W.Z.AE*	*	*	W	*	*	*	W.AE*	**
Net: Unacceptable	6%	4%	11%	8%	4%	8%	9%	4%	9%	3%	5%	3%	-
		*	AB*	*	*	*	*		*	*	*	*	**

Transgender character if they're cisgender (i.e. not transgender)

Unweighted base	1070	38	104	87	87	70	80	206	172	86	46	84	10
Base: All respondents	1070	33	93	72	81	87	80	194	187	85	59	84	14
Very acceptable	39%	55%	38%	35%	46%	41%	50%	36%	42%	30%	35%	40%	19%
		AB.AD*	*	*	AD*	*	AB.AD*		*	*	*	*	**
Fairly acceptable	36%	18%	39%	34%	30%	39%	31%	38%	36%	37%	33%	44%	56%
		▼*	V*	*	*	V*	*	V		V*	*	V*	**
Fairly unacceptable	10%	12%	12%	15%	10%	4%	14%	11%	8%	13%	2%	6%	8%
		*	*	Z.AE*	*	*	Z.AE*		*	*	*	*	**
Very unacceptable	6%	4%	3%	8%	3%	5%	4%	7%	8%	6%	14%	2%	11%
		*	*	*	*	*	*		*	*	▲ W.Y.AF*	*	**
Don't know	8%	10%	8%	8%	10%	11%	1%	8%	6%	14%	16%	8%	7%
		AA*	AA*	AA*	AA*	AA*	▼*	AA		AA.AC*	AA.AC*	*	**
Net: Acceptable	76%	73%	77%	69%	77%	80%	81%	74%	77%	67%	68%	84%	75%
		*	*	*	*	*	*		*	*	*	X.AD*	**
Net: Unacceptable	16%	17%	15%	23%	14%	9%	18%	18%	17%	19%	16%	8%	19%
		*	*	Z.AF*	*	*	*	AF		*	*	*	**

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	V	W	X	Y	Z	AA	AB	AC	AD	AE	AF	AG

Cisgender (i.e. not transgender) character if they're transgender

Unweighted base	1070	38	104	87	87	70	80	206	172	86	46	84	10
Base: All respondents	1070	33	93	72	81	87	80	194	187	85	59	84	14
Very acceptable	52%	52%	47%	44%	61%	49%	62%	54%	53%	46%	42%	54%	48%
		*	*	*	X*	*	X*			*	*	*	**
Fairly acceptable	32%	25%	37%	30%	23%	34%	25%	34%	31%	38%	38%	36%	38%
		*	*	*	*	*	*			*	*	*	**
Fairly unacceptable	4%	-	2%	5%	6%	-	10%	3%	4%	-	1%	4%	8%
		*	*	AD*	Z.AD*	*	▲ W.Z.AB.AD*			*	*	*	**
Very unacceptable	4%	3%	4%	7%	3%	4%	2%	3%	6%	2%	5%	1%	-
		*	*	AF*	*	*	*			*	*	*	**
Don't know	9%	21%	9%	14%	7%	13%	1%	7%	6%	14%	14%	6%	7%
		Y.AA.AB.AC.AF	AA*	AA*	*	AA*	▼*			AA*	AA*	*	**
Net: Acceptable	84%	77%	84%	74%	84%	83%	87%	88%	83%	84%	80%	90%	85%
		*	*	▼*	*	*	*	X		*	*	X*	**
Net: Unacceptable	7%	3%	7%	12%	9%	4%	12%	6%	10%	2%	6%	5%	8%
		*	*	AD*	*	*	AD*		AD	*	*	*	**

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

Character from an ethnic minority if they're white

Unweighted base	1070	38	104	87	87	70	80	206	172	86	46	84	10
Base: All respondents	1070	33	93	72	81	87	80	194	187	85	59	84	14
Very realistically	11%	19%	10%	13%	16%	5%	11%	11%	10%	12%	11%	7%	8%
		Z*	*	*	Z*	*	*			*	*	*	**
Fairly realistically	40%	50%	40%	39%	38%	43%	47%	40%	38%	40%	27%	48%	15%
		AE*	*	*	*	*	AE*			*	*	AE*	**
Not very realistically	33%	15%	35%	28%	32%	35%	28%	33%	39%	32%	27%	33%	56%
		▼*	V*	*	*	*	*	V	V	*	*	*	**
Not at all realistically	7%	6%	6%	13%	9%	6%	7%	8%	6%	4%	11%	6%	22%
		*	*	*	*	*	*			*	*	*	**
Don't know	9%	9%	9%	7%	6%	11%	6%	8%	8%	11%	24%	7%	-
		*	*	*	*	*	*			*	V.X.Y.AA.AB.AC	*	**
Net: Realistically	51%	69%	51%	52%	54%	48%	58%	51%	48%	52%	38%	54%	22%
		▲ AC.AE*	*	*	*	*	*			*	*	*	**
Net: Unrealistically	40%	22%	41%	41%	41%	41%	36%	41%	44%	37%	38%	39%	78%
		▼*	*	*	*	*	*	V	V	*	*	*	**

YouGov Survey Results
Sample: 1,070 Britons representative of the
UK's lesbian, gay and bisexual population

Fieldwork: 30th June - 17th July 2021



Total	Region											
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
	V	W	X	Y	Z	AA	AB	AC	AD	AE	AF	AG

White character if they're from an ethnic minority

Unweighted base	1070	38	104	87	87	70	80	206	172	86	46	84	10
Base: All respondents	1070	33	93	72	81	87	80	194	187	85	59	84	14
Very realistically	17%	19%	15%	20%	21%	9%	20%	18%	16%	14%	16%	17%	8%
		*	*	*	*	*	*	*	*	*	*	*	**
Fairly realistically	55%	59%	59%	53%	52%	46%	56%	60%	55%	56%	43%	58%	54%
		*	*	*	*	*	*	*	*	*	*	*	**
Not very realistically	16%	5%	10%	14%	17%	29%	13%	14%	16%	18%	12%	13%	38%
		*	*	*	*	W.X.AA.AB.AC.A	*	*	*	*	*	*	**
Not at all realistically	4%	4%	5%	8%	4%	5%	5%	2%	4%	1%	6%	5%	-
		*	*	AB.AD*	*	*	*	*	*	*	*	*	**
Don't know	9%	14%	11%	5%	6%	11%	5%	6%	9%	11%	24%	8%	-
		*	*	*	*	*	*	*	*	*	X.Y.AA.AB.AC.A	*	**
Net: Realistically	72%	78%	74%	73%	73%	55%	76%	78%	71%	71%	59%	74%	62%
		Z*	Z*	Z*	Z*	▼*	Z*	Z.AE	Z	*	*	Z*	**
Net: Unrealistically	19%	9%	15%	21%	21%	34%	18%	16%	20%	18%	17%	17%	38%
		*	*	*	*	V.W.AB.AC.AD.A	*	*	*	*	*	*	**

Female character if they're male

Unweighted base	1070	38	104	87	87	70	80	206	172	86	46	84	10
Base: All respondents	1070	33	93	72	81	87	80	194	187	85	59	84	14
Very realistically	12%	22%	11%	11%	19%	7%	12%	10%	13%	13%	10%	9%	15%
		Z*	*	*	*	*	*	*	*	*	*	*	**
Fairly realistically	42%	48%	44%	46%	36%	42%	53%	43%	38%	43%	32%	48%	15%
		*	*	*	*	*	Y.AC.AE*	*	*	*	*	*	**
Not very realistically	29%	18%	26%	26%	32%	34%	22%	33%	34%	28%	23%	25%	41%
		*	*	*	*	*	*	*	*	*	*	*	**
Not at all realistically	9%	6%	12%	13%	8%	5%	9%	8%	9%	6%	15%	11%	29%
		*	*	*	*	*	*	*	*	*	*	*	**
Don't know	7%	7%	7%	4%	6%	11%	4%	5%	6%	10%	20%	7%	-
		*	*	*	*	*	*	*	*	*	V.X.Y.AA.AB.AC.	*	**
Net: Realistically	54%	70%	54%	57%	55%	50%	64%	53%	51%	56%	42%	57%	30%
		AE*	*	*	*	*	AE*	*	*	*	*	*	**
Net: Unrealistically	39%	24%	38%	38%	39%	39%	31%	42%	43%	35%	38%	36%	70%
		*	*	*	*	*	*	V	*	*	*	*	**

YouGov Survey Results
Sample: 1,070 Britons representative of the
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Fieldwork: 30th June - 17th July 2021



Total	Region											
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
	V	W	X	Y	Z	AA	AB	AC	AD	AE	AF	AG

Male character if they're female

Unweighted base	1070	38	104	87	87	70	80	206	172	86	46	84	10
Base: All respondents	1070	33	93	72	81	87	80	194	187	85	59	84	14
Very realistically	17%	25%	15%	16%	27%	11%	23%	19%	17%	14%	12%	15%	25%
		*	*	*	▲ Z*	*	*			*	*	*	**
Fairly realistically	54%	57%	58%	55%	45%	49%	53%	60%	50%	57%	49%	59%	44%
		*	*	*	*	*	*	Y	*	*	*	*	**
Not very realistically	17%	3%	16%	18%	19%	24%	16%	13%	20%	16%	15%	18%	12%
		▼ *	V*	V*	V*	V.AB*	V*		V	*	*	V*	**
Not at all realistically	4%	9%	4%	4%	3%	4%	3%	2%	6%	2%	5%	2%	19%
		*	*	*	*	*	*		*	*	*	*	**
Don't know	8%	7%	7%	7%	6%	11%	4%	5%	8%	10%	20%	6%	-
		*	*	*	*	*	*		*	*	W.Y.AA.AB.AC.AE	*	**
Net: Realistically	71%	82%	72%	71%	72%	60%	76%	79%	66%	72%	61%	74%	70%
		Z*	*	*	*	*	*	▲ Z.AC.AE	*	*	*	*	**
Net: Unrealistically	21%	11%	20%	22%	22%	29%	20%	15%	26%	18%	19%	20%	30%
		*	*	*	*	AB*	*		AB	*	*	*	**

Gay or bisexual character if they're straight

Unweighted base	1070	38	104	87	87	70	80	206	172	86	46	84	10
Base: All respondents	1070	33	93	72	81	87	80	194	187	85	59	84	14
Very realistically	11%	17%	10%	13%	16%	5%	11%	10%	11%	15%	10%	7%	8%
		Z*	*	*	Z*	*	*			*	*	*	**
Fairly realistically	41%	49%	42%	43%	45%	42%	53%	43%	35%	35%	35%	43%	7%
		*	*	*	*	*	AC.AD*	*	*	*	*	*	**
Not very realistically	31%	23%	35%	23%	26%	32%	23%	30%	39%	30%	21%	39%	56%
		*	*	*	*	*	*		X.AA.AE	*	*	X*	**
Not at all realistically	9%	2%	7%	13%	7%	9%	7%	10%	9%	9%	16%	5%	29%
		*	*	*	*	*	*		*	*	*	*	**
Don't know	8%	9%	7%	8%	6%	13%	5%	7%	6%	11%	18%	6%	-
		*	*	*	*	*	*		*	*	▲ AA.AB.AC*	*	**
Net: Realistically	52%	66%	52%	56%	61%	47%	64%	53%	46%	50%	45%	50%	15%
		AC*	*	*	AC*	*	AC*		*	*	*	*	**
Net: Unrealistically	41%	25%	42%	37%	33%	41%	31%	41%	48%	40%	37%	44%	85%
		*	*	*	*	*	*		V.Y.AA	*	*	*	**

YouGov Survey Results
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Fieldwork: 30th June - 17th July 2021



Total	Region											
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
	V	W	X	Y	Z	AA	AB	AC	AD	AE	AF	AG

Straight character if they're gay or bisexual

Unweighted base	1070	38	104	87	87	70	80	206	172	86	46	84	10
Base: All respondents	1070	33	93	72	81	87	80	194	187	85	59	84	14
Very realistically	21%	17%	21%	21%	31%	15%	20%	22%	23%	18%	19%	18%	19%
		*	*	*	▲ Z*	*	*			*	*	*	**
Fairly realistically	56%	69%	56%	53%	48%	49%	65%	60%	49%	62%	50%	64%	44%
		Y.AC*	*	*	*	*	Y.AC*	AC		*	*	Y.AC*	**
Not very realistically	13%	5%	13%	17%	14%	18%	7%	10%	16%	10%	10%	7%	38%
		*	*	*	*	*	*			*	*	*	**
Not at all realistically	3%	2%	3%	4%	1%	5%	3%	2%	5%	-	3%	5%	-
		*	*	*	*	*	*			*	*	*	**
Don't know	8%	7%	7%	5%	6%	13%	5%	6%	7%	10%	18%	6%	-
		*	*	*	*	*	*			*	▲ X.AA.AB.AC*	*	**
Net: Realistically	77%	86%	77%	74%	79%	64%	85%	82%	72%	80%	69%	83%	62%
		Z*	*	*	*	▼ **	Z.AC*	Z.AC		Z*	*	Z*	**
Net: Unrealistically	16%	7%	16%	21%	15%	23%	10%	12%	21%	10%	13%	12%	38%
		*	*	*	*	AB.AD*	*		AB.AD	*	*	*	**

Transgender character if they're cisgender (i.e. not transgender)

Unweighted base	1070	38	104	87	87	70	80	206	172	86	46	84	10
Base: All respondents	1070	33	93	72	81	87	80	194	187	85	59	84	14
Very realistically	10%	17%	9%	10%	14%	2%	11%	9%	10%	12%	14%	6%	8%
		Z*	*	*	Z*	▼ **	Z*	Z	Z*	Z*	Z*	*	**
Fairly realistically	32%	32%	35%	35%	32%	33%	39%	34%	27%	26%	23%	38%	-
		*	*	*	*	*	*			*	*	*	**
Not very realistically	32%	25%	29%	26%	29%	39%	28%	33%	34%	29%	19%	40%	56%
		*	*	*	*	AE*	*			*	*	AE*	**
Not at all realistically	16%	17%	18%	20%	18%	12%	15%	16%	16%	18%	23%	8%	29%
		*	AF*	AF*	*	*	*			*	AF*	*	**
Don't know	11%	10%	9%	9%	7%	14%	7%	7%	13%	14%	22%	9%	7%
		*	*	*	*	*	*			*	▲ Y.AA.AB*	*	**
Net: Realistically	41%	49%	43%	45%	46%	36%	50%	44%	38%	39%	36%	43%	8%
		*	*	*	*	*	*			*	*	*	**
Net: Unrealistically	48%	41%	47%	46%	47%	51%	43%	49%	50%	47%	42%	48%	85%
		*	*	*	*	*	*			*	*	*	**



Total	Region											
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
	V	W	X	Y	Z	AA	AB	AC	AD	AE	AF	AG

Cisgender (i.e. not transgender) character if they're transgender

Unweighted base	1070	38	104	87	87	70	80	206	172	86	46	84	10
Base: All respondents	1070	33	93	72	81	87	80	194	187	85	59	84	14
Very realistically	20%	26%	20%	19%	21%	10%	19%	24%	22%	18%	23%	18%	29%
		Z*	*	*	*	▼*	*	Z	Z	*	*	*	**
Fairly realistically	49%	46%	56%	47%	50%	48%	61%	51%	42%	50%	39%	58%	18%
		*	AC*	*	*	*	AC.AE*	*	*	*	*	AC*	**
Not very realistically	15%	7%	10%	18%	18%	25%	9%	13%	17%	15%	12%	10%	38%
		*	*	*	*	▲ V.W.AA.AB.AF	*	*	*	*	*	*	**
Not at all realistically	4%	4%	4%	3%	4%	5%	4%	4%	6%	3%	5%	4%	8%
		*	*	*	*	*	*	*	*	*	*	*	**
Don't know	11%	17%	10%	13%	7%	13%	7%	8%	13%	13%	21%	10%	7%
		*	*	*	*	*	*	*	*	*	Y.AA.AB*	*	**
Net: Realistically	70%	72%	76%	67%	71%	58%	80%	75%	64%	68%	62%	76%	48%
		*	Z*	*	*	*	Z.AC.AE*	Z.AC	*	*	*	Z*	**
Net: Unrealistically	19%	12%	14%	21%	22%	30%	13%	17%	23%	19%	16%	14%	46%
		*	*	*	*	▲ W.AA.AB.AF*	*	*	*	*	*	*	**



Total	Ethnicity	
	White	BAME
	AH	AI

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

Character from an ethnic minority if they're white

Unweighted base	1070	997	73
Base: All respondents	1070	972	98
Very acceptable	43%	45%	23% ▼ *
Fairly acceptable	39%	37%	54% ▲ AH*
Fairly unacceptable	7%	7%	8% *
Very unacceptable	4%	4%	6% *
Don't know	7%	7%	10% *
Net: Acceptable	82%	82%	77% *
Net: Unacceptable	11%	11%	14% *



Total	Ethnicity	
	White	BAME
	AH	AI

White character if they're from an ethnic minority

Unweighted base	1070	997	73
Base: All respondents	1070	972	98
Very acceptable	52%	54%	34%
		AI	▼ *
Fairly acceptable	32%	31%	43%
		AH*	
Fairly unacceptable	4%	4%	4%
		*	
Very unacceptable	4%	4%	7%
		*	
Don't know	7%	7%	11%
		*	
Net: Acceptable	84%	85%	78%
		*	
Net: Unacceptable	8%	8%	11%
		*	

Female character if they're male

Unweighted base	1070	997	73
Base: All respondents	1070	972	98
Very acceptable	49%	51%	28%
		AI	▼ *
Fairly acceptable	35%	34%	38%
		*	
Fairly unacceptable	6%	5%	19%
		▲ AH*	
Very unacceptable	5%	5%	6%
		*	
Don't know	5%	5%	8%
		*	
Net: Acceptable	83%	85%	67%
		AI	▼ *
Net: Unacceptable	11%	10%	25%
		▲ AH*	

YouGov Survey Results
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Fieldwork: 30th June - 17th July 2021



Total	Ethnicity	
	White	BAME
	AH	AI

Male character if they're female

	1070	997	73
Unweighted base	1070	997	73
Base: All respondents	1070	972	98
Very acceptable	53%	55%	34% ▼ *
Fairly acceptable	32%	32%	40% *
Fairly unacceptable	4%	3%	14% ▲ AH*
Very unacceptable	5%	5%	5% *
Don't know	5%	5%	8% *
Net: Acceptable	86%	87%	73% ▼ *
Net: Unacceptable	9%	8%	18% ▲ AH*

Gay or bisexual character if they're straight

	1070	997	73
Unweighted base	1070	997	73
Base: All respondents	1070	972	98
Very acceptable	44%	46%	27% ▼ *
Fairly acceptable	38%	38%	43% *
Fairly unacceptable	9%	8%	18% ▲ AH*
Very unacceptable	4%	4%	4% *
Don't know	5%	5%	7% *
Net: Acceptable	82%	84%	71% ▼ *
Net: Unacceptable	12%	11%	22% ▲ AH*

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Total	Ethnicity	
	White	BAME
	AH	AI

Straight character if they're gay or bisexual

Unweighted base	1070	997	73
Base: All respondents	1070	972	98
Very acceptable	55%	57%	36%
		AI	▼ *
Fairly acceptable	33%	32%	43%
			*
Fairly unacceptable	4%	3%	9%
			AH*
Very unacceptable	2%	2%	2%
			*
Don't know	5%	5%	10%
			*
Net: Acceptable	89%	90%	79%
		AI	▼ *
Net: Unacceptable	6%	6%	11%
			*

Transgender character if they're cisgender (i.e. not transgender)

Unweighted base	1070	997	73
Base: All respondents	1070	972	98
Very acceptable	39%	41%	22%
		AI	▼ *
Fairly acceptable	36%	35%	44%
			*
Fairly unacceptable	10%	9%	16%
			*
Very unacceptable	6%	6%	7%
			*
Don't know	8%	8%	12%
			*
Net: Acceptable	76%	77%	66%
		AI	*
Net: Unacceptable	16%	15%	23%
			*



Total	Ethnicity	
	White	BAME
	AH	AI

Cisgender (i.e. not transgender) character if they're transgender

Unweighted base	1070	997	73
Base: All respondents	1070	972	98
Very acceptable	52%	54%	34%
		AI	▼ *
Fairly acceptable	32%	31%	41%
			*
Fairly unacceptable	4%	3%	5%
			*
Very unacceptable	4%	3%	5%
			*
Don't know	9%	8%	14%
			*
Net: Acceptable	84%	85%	76%
			*
Net: Unacceptable	7%	7%	10%
			*

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

Character from an ethnic minority if they're white

Unweighted base	1070	997	73
Base: All respondents	1070	972	98
Very realistically	11%	11%	9%
			*
Fairly realistically	40%	41%	31%
			*
Not very realistically	33%	32%	42%
			*
Not at all realistically	7%	7%	10%
			*
Don't know	9%	9%	7%
			*
Net: Realistically	51%	52%	40%
			*
Net: Unrealistically	40%	39%	53%
			AH*



Total	Ethnicity	
	White	BAME
	AH	AI

White character if they're from an ethnic minority

Unweighted base	1070	997	73
Base: All respondents	1070	972	98
Very realistically	17%	17%	12% *
Fairly realistically	55%	56%	48% *
Not very realistically	16%	15%	20% *
Not at all realistically	4%	3%	9% ▲ AH*
Don't know	9%	9%	10% *
Net: Realistically	72%	73%	60% *
Net: Unrealistically	19%	18%	29% AH*

Female character if they're male

Unweighted base	1070	997	73
Base: All respondents	1070	972	98
Very realistically	12%	13%	5% *
Fairly realistically	42%	42%	40% *
Not very realistically	29%	29%	35% *
Not at all realistically	9%	9%	11% *
Don't know	7%	7%	9% *
Net: Realistically	54%	55%	45% *
Net: Unrealistically	39%	38%	46% *

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Total	Ethnicity	
	White	BAME
	AH	AI

Male character if they're female

	1070	997	73
Unweighted base	1070	997	73
Base: All respondents	1070	972	98
Very realistically	17%	18%	9%*
Fairly realistically	54%	54%	53%*
Not very realistically	17%	16%	21%*
Not at all realistically	4%	4%	4%*
Don't know	8%	7%	12%*
Net: Realistically	71%	72%	63%*
Net: Unrealistically	21%	20%	25%*

Gay or bisexual character if they're straight

	1070	997	73
Unweighted base	1070	997	73
Base: All respondents	1070	972	98
Very realistically	11%	11%	7%*
Fairly realistically	41%	41%	41%*
Not very realistically	31%	32%	24%*
Not at all realistically	9%	8%	18% ▲ AH*
Don't know	8%	8%	10%*
Net: Realistically	52%	52%	48%*
Net: Unrealistically	41%	40%	42%*

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Total	Ethnicity	
	White	BAME
	AH	AI

Straight character if they're gay or bisexual

Unweighted base	1070	997	73
Base: All respondents	1070	972	98
Very realistically	21%	22%	12% *
Fairly realistically	56%	55%	59% *
Not very realistically	13%	12%	13% *
Not at all realistically	3%	2%	9% ▲ AH*
Don't know	8%	8%	7% *
Net: Realistically	77%	77%	71% *
Net: Unrealistically	16%	15%	22% *

Transgender character if they're cisgender (i.e. not transgender)

Unweighted base	1070	997	73
Base: All respondents	1070	972	98
Very realistically	10%	10%	5% *
Fairly realistically	32%	32%	32% *
Not very realistically	32%	32%	32% *
Not at all realistically	16%	16%	17% *
Don't know	11%	10%	14% *
Net: Realistically	41%	42%	37% *
Net: Unrealistically	48%	48%	49% *

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Total	Ethnicity	
	White	BAME
	AH	AI

Cisgender (i.e. not transgender) character if they're transgender

Unweighted base	1070	997	73
Base: All respondents	1070	972	98
Very realistically	20%	21%	14% *
Fairly realistically	49%	49%	49% *
Not very realistically	15%	15%	17% *
Not at all realistically	4%	4%	7% *
Don't know	11%	11%	13% *
Net: Realistically	70%	70%	63% *
Net: Unrealistically	19%	19%	24% *