

1. Which of the following is most important for determining how much you like a movie?

The story	67%
The acting	16%
The visuals	3%
The soundtrack	1%
When it is set	0%
No preference	8%
Not sure	5%

2. In general, do you think it is good or bad for movies and TV shows to have racially diverse casts?

Very good	36%
Somewhat good	15%
Neither good nor bad	35%
Somewhat bad	5%
Very bad	2%
Not sure	6%

3. For movies or TV shows that portray real historical figures, do you think it is acceptable or unacceptable to cast a white actor to play a historical figure who was not white?

Always acceptable	7%
Usually acceptable	12%
Usually unacceptable	35%
Always unacceptable	33%
Not sure	13%

4. For movies or TV shows that portray real historical figures, do you think it is acceptable or unacceptable to cast an actor who is not white to play a historical figure who was white?

Always acceptable	9%
Usually acceptable	17%
Usually unacceptable	31%
Always unacceptable	28%
Not sure	15%

5. For movies or TV shows that are set in a historic period, do you think it is acceptable or unacceptable to cast a white actor to play a fictional character who probably would not have been white in that period?

Always acceptable	8%
Usually acceptable	18%
Usually unacceptable	38%
Always unacceptable	18%
Not sure	17%

6. For movies or TV shows that are set in a historic period, do you think it is acceptable or unacceptable to cast an actor who is not white to play a fictional character who probably would have been white in that period?

Always acceptable	12%
Usually acceptable	26%
Usually unacceptable	31%
Always unacceptable	15%
Not sure	17%

7. For movies or TV shows that adapt established fictional stories, do you think it is acceptable or unacceptable to cast a white actor to play a character who was not white in the original source material?

Always acceptable	10%
Usually acceptable	19%
Usually unacceptable	33%
Always unacceptable	21%
Not sure	17%

8. For movies or TV shows that adapt established fictional stories, do you think it is acceptable or unacceptable to cast an actor who is not white to play a character who was white in the original source material?

Always acceptable	14%
Usually acceptable	25%
Usually unacceptable	28%
Always unacceptable	17%
Not sure	17%

9. In the past few years, do you think that movies and TV shows set in historical periods have tended to portray the past as...?

More racially diverse than it really was	34%
About as racially diverse as it really was	28%
Less racially diverse than it really was	14%
Not sure	25%

10. Fifty years ago, do you think that movies and TV shows set in historical periods tended to portray the past as...?

More racially diverse than it really was	10%
About as racially diverse as it really was	30%
Less racially diverse than it really was	40%
Not sure	20%

11. Do you think it is good or bad for movies and TV shows set in historical periods to portray the past as more racially diverse than it really was?

Very good	6%
Somewhat good	8%
Neither good nor bad	32%
Somewhat bad	23%
Very bad	15%
Not sure	16%

12. Do you think it is good or bad for movies and TV shows set in historical periods to portray the past as less racially diverse than it really was?

Very good	3%
Somewhat good	6%
Neither good nor bad	26%
Somewhat bad	31%
Very bad	20%
Not sure	14%

13. Have you ever read The Odyssey?

Yes	35%
No	61%
Not sure	4%

14. Do you have a favorable or an unfavorable opinion of the following people?

	Net (Favorable - Unfavorable)	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know
Christopher Nolan	31%	15%	26%	6%	3%	50%
Lupita Nyong'o	27%	18%	15%	4%	3%	59%
Elon Musk	-16%	17%	20%	13%	40%	10%

YouGov Survey: Race and Film/TV Casting

May 20 - 22, 2026 - 1,114 U.S. adult citizens



Interviewing Dates	May 20 - 22, 2026
Target population	U.S. citizens, aged 18 and over
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, U.S. region, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 33% Republican). The weights range from 0.052 to 6.57, with a mean of one and a standard deviation of 0.927.
Number of respondents	1,114
Margin of error	± 4 points (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	55 questions not reported.

YouGov Survey: Race and Film/TV Casting

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1. Importance of Factors for Movie Enjoyment

Which of the following is most important for determining how much you like a movie?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
The story	67%	65%	69%	60%	63%	73%	71%	67%	69%	62%	64%	73%
The acting	16%	14%	17%	17%	17%	13%	16%	15%	20%	15%	15%	16%
The visuals	3%	2%	3%	4%	4%	2%	1%	1%	5%	8%	3%	2%
The soundtrack	1%	1%	1%	2%	1%	1%	0%	1%	1%	2%	1%	1%
When it is set	0%	1%	0%	1%	0%	0%	1%	1%	0%	0%	0%	1%
No preference	8%	11%	6%	10%	9%	6%	8%	10%	2%	5%	10%	5%
Not sure	5%	6%	5%	6%	7%	5%	3%	5%	3%	9%	7%	3%
Totals	100%	100%	101%	100%	101%	100%	100%	100%	100%	101%	100%	101%
Unweighted N	(1,114)	(527)	(587)	(260)	(293)	(338)	(223)	(713)	(150)	(174)	(729)	(385)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
The story	67%	67%	68%	67%	71%	70%	61%	70%	76%	75%	70%	62%	68%
The acting	16%	16%	15%	15%	15%	13%	19%	17%	10%	10%	12%	19%	17%
The visuals	3%	4%	2%	2%	3%	1%	3%	2%	2%	1%	1%	4%	3%
The soundtrack	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%
When it is set	0%	1%	0%	1%	0%	1%	0%	1%	0%	0%	0%	1%	0%
No preference	8%	6%	8%	9%	5%	10%	8%	4%	9%	10%	11%	7%	5%
Not sure	5%	4%	6%	6%	4%	4%	7%	5%	3%	2%	5%	7%	5%
Totals	100%	99%	100%	101%	99%	100%	99%	100%	100%	99%	100%	101%	99%
Unweighted N	(1,114)	(376)	(434)	(304)	(453)	(382)	(446)	(304)	(254)	(195)	(219)	(447)	(253)

YouGov Survey: Race and Film/TV Casting

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2. Diverse Casting Generally Good or Bad

In general, do you think it is good or bad for movies and TV shows to have racially diverse casts?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very good	36%	29%	43%	41%	40%	32%	35%	34%	48%	34%	33%	42%
Somewhat good	15%	15%	15%	18%	21%	13%	10%	15%	20%	16%	13%	19%
Neither good nor bad	35%	40%	31%	32%	27%	39%	42%	38%	21%	37%	39%	30%
Somewhat bad	5%	7%	4%	2%	5%	8%	4%	5%	4%	7%	6%	4%
Very bad	2%	4%	1%	2%	1%	2%	5%	3%	1%	1%	3%	2%
Not sure	6%	6%	6%	6%	6%	6%	4%	5%	6%	6%	7%	3%
Totals	99%	101%	100%	101%	100%	100%	100%	100%	100%	101%	101%	100%
Unweighted N	(1,112)	(526)	(586)	(260)	(293)	(337)	(222)	(711)	(150)	(174)	(727)	(385)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very good	36%	61%	33%	16%	55%	16%	34%	37%	39%	37%	38%	36%	33%
Somewhat good	15%	14%	16%	15%	18%	16%	13%	20%	16%	16%	11%	16%	16%
Neither good nor bad	35%	20%	37%	49%	21%	51%	38%	31%	33%	36%	37%	34%	38%
Somewhat bad	5%	2%	6%	6%	3%	7%	5%	5%	7%	3%	6%	4%	6%
Very bad	2%	0%	2%	6%	0%	7%	2%	2%	3%	2%	3%	2%	2%
Not sure	6%	4%	6%	7%	3%	4%	8%	5%	2%	5%	5%	7%	5%
Totals	99%	101%	100%	99%	100%	101%	100%	100%	100%	99%	100%	99%	100%
Unweighted N	(1,112)	(375)	(433)	(304)	(452)	(382)	(445)	(303)	(254)	(194)	(219)	(446)	(253)

YouGov Survey: Race and Film/TV Casting

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3. Casting a White Actor as a Historical Figure

For movies or TV shows that portray real historical figures, do you think it is acceptable or unacceptable to cast a white actor to play a historical figure who was not white?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Always acceptable	7%	8%	6%	9%	9%	6%	3%	7%	5%	8%	6%	8%
Usually acceptable	12%	9%	14%	6%	13%	16%	10%	10%	17%	11%	11%	13%
Usually unacceptable	35%	36%	34%	37%	30%	36%	36%	35%	30%	36%	32%	39%
Always unacceptable	33%	34%	33%	28%	35%	32%	40%	35%	40%	27%	35%	31%
Not sure	13%	13%	13%	19%	14%	10%	11%	13%	9%	19%	16%	8%
Totals	100%	100%	100%	99%	101%	100%	100%	100%	101%	101%	100%	99%
Unweighted N	(1,112)	(527)	(585)	(260)	(293)	(336)	(223)	(711)	(150)	(174)	(727)	(385)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Always acceptable	7%	4%	5%	11%	4%	10%	8%	6%	8%	4%	8%	8%	6%
Usually acceptable	12%	15%	10%	11%	15%	10%	13%	11%	12%	11%	14%	11%	12%
Usually unacceptable	35%	34%	37%	33%	38%	37%	32%	37%	41%	40%	32%	33%	36%
Always unacceptable	33%	36%	31%	33%	35%	34%	31%	36%	34%	35%	34%	34%	32%
Not sure	13%	11%	16%	12%	8%	10%	18%	9%	5%	10%	13%	14%	14%
Totals	100%	100%	99%	100%	100%	101%	102%	99%	100%	100%	101%	100%	100%
Unweighted N	(1,112)	(375)	(433)	(304)	(452)	(382)	(444)	(304)	(254)	(194)	(218)	(447)	(253)

YouGov Survey: Race and Film/TV Casting

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4. Casting a Non-White Actor as a Historical Figure

For movies or TV shows that portray real historical figures, do you think it is acceptable or unacceptable to cast an actor who is not white to play a historical figure who was white?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Always acceptable	9%	10%	9%	13%	13%	7%	5%	9%	10%	9%	9%	9%
Usually acceptable	17%	13%	21%	20%	16%	21%	11%	17%	17%	13%	16%	20%
Usually unacceptable	31%	32%	29%	30%	25%	32%	36%	30%	31%	33%	28%	35%
Always unacceptable	28%	31%	26%	18%	29%	29%	35%	30%	31%	21%	29%	26%
Not sure	15%	14%	15%	19%	16%	12%	12%	13%	10%	24%	17%	9%
Totals	100%	100%	100%	100%	99%	101%	99%	99%	99%	100%	99%	99%
Unweighted N	(1,113)	(527)	(586)	(260)	(293)	(338)	(222)	(712)	(150)	(174)	(728)	(385)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Always acceptable	9%	10%	8%	11%	8%	10%	11%	7%	11%	5%	11%	11%	7%
Usually acceptable	17%	24%	16%	12%	25%	10%	16%	19%	21%	17%	20%	15%	18%
Usually unacceptable	31%	32%	30%	30%	35%	31%	28%	35%	32%	33%	28%	31%	31%
Always unacceptable	28%	21%	28%	36%	21%	38%	26%	29%	30%	35%	28%	25%	30%
Not sure	15%	13%	18%	11%	11%	10%	19%	10%	5%	10%	13%	18%	14%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(1,113)	(376)	(433)	(304)	(453)	(382)	(445)	(304)	(254)	(194)	(219)	(447)	(253)

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5. Casting a White Actor in a Historic Period

For movies or TV shows that are set in a historic period, do you think it is acceptable or unacceptable to cast a white actor to play a fictional character who probably would not have been white in that period?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Always acceptable	8%	10%	7%	15%	11%	5%	3%	7%	12%	6%	7%	10%
Usually acceptable	18%	14%	22%	17%	15%	20%	20%	17%	20%	21%	17%	20%
Usually unacceptable	38%	40%	37%	34%	31%	43%	42%	42%	27%	30%	36%	41%
Always unacceptable	18%	18%	19%	10%	23%	17%	24%	19%	21%	14%	19%	18%
Not sure	17%	19%	16%	24%	20%	16%	10%	15%	20%	29%	20%	11%
Totals	99%	101%	101%	100%	100%	101%	99%	100%	100%	100%	99%	100%
Unweighted N	(1,113)	(526)	(587)	(260)	(293)	(337)	(223)	(712)	(150)	(174)	(729)	(384)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Always acceptable	8%	5%	8%	11%	5%	9%	8%	8%	9%	3%	9%	9%	9%
Usually acceptable	18%	22%	17%	17%	24%	17%	20%	19%	16%	16%	22%	17%	19%
Usually unacceptable	38%	42%	40%	32%	44%	35%	34%	42%	48%	39%	39%	36%	40%
Always unacceptable	18%	17%	17%	22%	17%	21%	17%	18%	20%	21%	19%	18%	17%
Not sure	17%	14%	19%	18%	10%	17%	21%	12%	7%	21%	12%	20%	15%
Totals	99%	100%	101%	100%	100%	99%	100%	99%	100%	100%	101%	100%	100%
Unweighted N	(1,113)	(376)	(434)	(303)	(453)	(381)	(446)	(303)	(254)	(195)	(219)	(447)	(252)

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6. Casting a Non-White Actor in a Historic Period

For movies or TV shows that are set in a historic period, do you think it is acceptable or unacceptable to cast an actor who is not white to play a fictional character who probably would have been white in that period?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Always acceptable	12%	14%	10%	19%	15%	8%	8%	12%	17%	9%	12%	13%
Usually acceptable	26%	19%	32%	23%	26%	27%	25%	24%	28%	26%	23%	30%
Usually unacceptable	31%	32%	29%	27%	21%	37%	36%	33%	22%	25%	30%	32%
Always unacceptable	15%	15%	14%	7%	17%	13%	21%	16%	12%	12%	15%	14%
Not sure	17%	20%	15%	24%	21%	15%	10%	15%	21%	28%	20%	12%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(1,112)	(527)	(585)	(260)	(293)	(337)	(222)	(711)	(150)	(174)	(728)	(384)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Always acceptable	12%	13%	9%	15%	11%	12%	12%	11%	16%	6%	14%	12%	14%
Usually acceptable	26%	33%	26%	18%	39%	17%	26%	28%	25%	22%	31%	26%	22%
Usually unacceptable	31%	26%	35%	28%	30%	32%	29%	35%	34%	37%	28%	28%	32%
Always unacceptable	15%	11%	10%	23%	9%	23%	13%	13%	17%	14%	15%	13%	17%
Not sure	17%	17%	19%	16%	12%	16%	20%	13%	8%	21%	12%	20%	14%
Totals	101%	100%	99%	100%	101%	100%	100%	100%	100%	100%	100%	99%	99%
Unweighted N	(1,112)	(375)	(433)	(304)	(452)	(382)	(446)	(302)	(254)	(194)	(219)	(446)	(253)

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7. Casting a White Actor in Adapted Stories

For movies or TV shows that adapt established fictional stories, do you think it is acceptable or unacceptable to cast a white actor to play a character who was not white in the original source material?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Always acceptable	10%	12%	8%	15%	13%	7%	5%	8%	17%	12%	9%	11%
Usually acceptable	19%	18%	21%	16%	17%	22%	21%	19%	21%	18%	18%	23%
Usually unacceptable	33%	30%	35%	33%	28%	35%	35%	34%	26%	28%	30%	39%
Always unacceptable	21%	22%	20%	18%	23%	20%	23%	22%	22%	20%	24%	17%
Not sure	17%	18%	16%	19%	18%	16%	15%	17%	14%	22%	20%	11%
Totals	100%	100%	100%	101%	99%	100%	99%	100%	100%	100%	101%	101%
Unweighted N	(1,110)	(525)	(585)	(260)	(292)	(337)	(221)	(710)	(150)	(173)	(726)	(384)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Always acceptable	10%	8%	9%	12%	9%	9%	12%	8%	10%	6%	10%	11%	11%
Usually acceptable	19%	26%	15%	20%	26%	20%	19%	21%	20%	21%	23%	17%	19%
Usually unacceptable	33%	34%	35%	29%	37%	31%	30%	34%	42%	28%	34%	32%	37%
Always unacceptable	21%	19%	21%	24%	18%	25%	21%	21%	20%	29%	20%	20%	18%
Not sure	17%	14%	20%	15%	10%	16%	18%	17%	8%	15%	14%	20%	15%
Totals	100%	101%	100%	100%	100%	101%	100%	101%	100%	99%	101%	100%	100%
Unweighted N	(1,110)	(375)	(432)	(303)	(452)	(380)	(444)	(304)	(252)	(194)	(218)	(447)	(251)

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8. Casting a Non-White Actor in Adapted Stories

For movies or TV shows that adapt established fictional stories, do you think it is acceptable or unacceptable to cast an actor who is not white to play a character who was white in the original source material?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Always acceptable	14%	15%	13%	20%	18%	9%	10%	13%	24%	10%	12%	17%
Usually acceptable	25%	21%	28%	26%	25%	27%	20%	25%	21%	24%	22%	30%
Usually unacceptable	28%	27%	28%	24%	20%	31%	35%	28%	26%	29%	28%	27%
Always unacceptable	17%	18%	15%	12%	17%	17%	20%	18%	16%	15%	18%	15%
Not sure	17%	18%	16%	18%	20%	16%	15%	17%	13%	22%	20%	11%
Totals	101%	99%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(1,111)	(526)	(585)	(260)	(292)	(338)	(221)	(711)	(150)	(173)	(727)	(384)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Always acceptable	14%	17%	12%	14%	17%	11%	14%	13%	17%	8%	15%	15%	16%
Usually acceptable	25%	34%	24%	17%	37%	17%	21%	29%	27%	25%	29%	24%	22%
Usually unacceptable	28%	23%	28%	31%	25%	29%	29%	26%	30%	29%	25%	26%	33%
Always unacceptable	17%	11%	16%	23%	10%	26%	17%	15%	18%	21%	16%	17%	13%
Not sure	17%	14%	20%	15%	10%	16%	19%	17%	8%	16%	14%	20%	15%
Totals	101%	99%	100%	100%	99%	99%	100%	100%	100%	99%	99%	102%	99%
Unweighted N	(1,111)	(374)	(433)	(304)	(451)	(382)	(445)	(303)	(253)	(193)	(218)	(447)	(253)

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9. Recent Casting Racial Diversity

In the past few years, do you think that movies and TV shows set in historical periods have tended to portray the past as...?

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
More racially diverse than it really was	34%	37%	31%	36%	33%	41%	23%	36%	22%	34%	30%	41%
About as racially diverse as it really was	28%	31%	25%	31%	26%	22%	35%	28%	28%	29%	30%	24%
Less racially diverse than it really was	14%	12%	16%	4%	16%	14%	20%	13%	21%	10%	13%	15%
Not sure	25%	21%	29%	29%	25%	23%	23%	23%	29%	26%	27%	20%
Totals	101%	101%	101%	100%	100%	100%	101%	100%	100%	99%	100%	100%
Unweighted N	(1,113)	(527)	(586)	(260)	(293)	(338)	(222)	(712)	(150)	(174)	(728)	(385)

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
More racially diverse than it really was	34%	31%	31%	40%	27%	45%	28%	36%	43%	35%	37%	32%	34%
About as racially diverse as it really was	28%	24%	27%	32%	28%	26%	29%	27%	31%	30%	30%	25%	29%
Less racially diverse than it really was	14%	21%	13%	8%	21%	9%	16%	13%	13%	15%	16%	13%	13%
Not sure	25%	23%	29%	20%	24%	20%	27%	24%	13%	21%	17%	30%	25%
Totals	101%	99%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	101%
Unweighted N	(1,113)	(376)	(433)	(304)	(452)	(382)	(446)	(304)	(253)	(195)	(219)	(446)	(253)

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10. Past Casting Racial Diversity

Fifty years ago, do you think that movies and TV shows set in historical periods tended to portray the past as...?

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
More racially diverse than it really was	10%	13%	7%	8%	11%	13%	7%	10%	13%	13%	9%	11%
About as racially diverse as it really was	30%	31%	29%	25%	26%	30%	37%	30%	33%	31%	32%	25%
Less racially diverse than it really was	40%	36%	44%	37%	42%	41%	40%	42%	33%	27%	33%	53%
Not sure	20%	20%	20%	30%	21%	16%	16%	18%	21%	29%	25%	11%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(1,112)	(526)	(586)	(260)	(291)	(338)	(223)	(712)	(150)	(173)	(727)	(385)

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
More racially diverse than it really was	10%	11%	8%	11%	8%	12%	9%	13%	12%	15%	11%	9%	7%
About as racially diverse as it really was	30%	25%	24%	42%	25%	42%	32%	29%	30%	32%	29%	29%	29%
Less racially diverse than it really was	40%	48%	44%	28%	55%	26%	35%	41%	49%	37%	41%	39%	44%
Not sure	20%	16%	25%	19%	11%	19%	24%	18%	9%	16%	19%	23%	21%
Totals	100%	100%	101%	100%	99%	99%	100%	101%	100%	100%	100%	100%	101%
Unweighted N	(1,112)	(376)	(433)	(303)	(453)	(381)	(444)	(304)	(254)	(195)	(219)	(446)	(252)

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11. More Racial Diversity Casting Good or Bad

Do you think it is good or bad for movies and TV shows set in historical periods to portray the past as more racially diverse than it really was?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very good	6%	5%	7%	5%	9%	7%	3%	6%	9%	9%	5%	8%
Somewhat good	8%	7%	8%	13%	11%	6%	2%	7%	14%	8%	7%	10%
Neither good nor bad	32%	32%	32%	37%	39%	27%	28%	29%	33%	45%	31%	34%
Somewhat bad	23%	23%	23%	23%	15%	24%	31%	25%	19%	17%	24%	22%
Very bad	15%	17%	12%	3%	13%	17%	22%	18%	8%	4%	13%	17%
Not sure	16%	15%	17%	18%	13%	18%	15%	14%	17%	18%	20%	9%
Totals	100%	99%	99%	99%	100%	99%	101%	99%	100%	101%	100%	100%
Unweighted N	(1,114)	(527)	(587)	(260)	(293)	(338)	(223)	(713)	(150)	(174)	(729)	(385)

	Party ID				2024 Vote		Family income			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very good	6%	11%	4%	5%	8%	4%	7%	6%	8%	7%	8%	5%	7%
Somewhat good	8%	15%	4%	6%	14%	6%	6%	8%	15%	7%	9%	7%	9%
Neither good nor bad	32%	35%	36%	24%	37%	24%	32%	32%	30%	35%	25%	32%	37%
Somewhat bad	23%	19%	24%	26%	21%	28%	24%	25%	19%	23%	25%	24%	20%
Very bad	15%	7%	11%	26%	8%	28%	11%	14%	21%	17%	17%	14%	12%
Not sure	16%	13%	22%	12%	11%	10%	21%	15%	7%	10%	17%	19%	15%
Totals	100%	100%	101%	99%	99%	100%	101%	100%	100%	99%	101%	101%	100%
Unweighted N	(1,114)	(376)	(434)	(304)	(453)	(382)	(446)	(304)	(254)	(195)	(219)	(447)	(253)

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12. Less Racial Diversity Casting Good or Bad

Do you think it is good or bad for movies and TV shows set in historical periods to portray the past as less racially diverse than it really was?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very good	3%	5%	2%	4%	5%	4%	1%	4%	2%	5%	3%	5%
Somewhat good	6%	8%	5%	12%	9%	4%	2%	5%	15%	10%	7%	5%
Neither good nor bad	26%	25%	26%	26%	29%	21%	28%	23%	34%	34%	28%	21%
Somewhat bad	31%	30%	33%	27%	25%	36%	35%	35%	21%	18%	28%	38%
Very bad	20%	18%	21%	13%	20%	21%	24%	23%	19%	10%	18%	23%
Not sure	14%	14%	13%	17%	12%	15%	10%	11%	9%	24%	16%	8%
Totals	100%	100%	100%	99%	100%	101%	100%	101%	100%	101%	100%	100%
Unweighted N	(1,111)	(527)	(584)	(260)	(292)	(337)	(222)	(712)	(149)	(173)	(726)	(385)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very good	3%	4%	1%	6%	2%	5%	3%	4%	5%	5%	5%	2%	3%
Somewhat good	6%	6%	5%	8%	6%	8%	7%	5%	7%	6%	6%	6%	8%
Neither good nor bad	26%	22%	27%	27%	21%	28%	27%	28%	19%	23%	23%	25%	32%
Somewhat bad	31%	36%	31%	27%	37%	27%	31%	29%	39%	34%	32%	31%	30%
Very bad	20%	22%	17%	21%	26%	21%	15%	21%	24%	20%	22%	21%	15%
Not sure	14%	10%	18%	11%	9%	11%	16%	14%	6%	11%	13%	16%	11%
Totals	100%	100%	99%	100%	101%	100%	99%	101%	100%	99%	101%	101%	99%
Unweighted N	(1,111)	(376)	(432)	(303)	(452)	(381)	(444)	(304)	(254)	(194)	(219)	(445)	(253)

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13. Have Read The Odyssey

Have you ever read The Odyssey?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	35%	38%	31%	33%	42%	34%	30%	34%	28%	29%	24%	55%
No	61%	58%	64%	63%	53%	62%	66%	62%	70%	61%	71%	43%
Not sure	4%	4%	5%	4%	5%	4%	4%	3%	3%	10%	5%	3%
Totals	100%	100%	100%	100%	100%	100%	100%	99%	101%	100%	100%	101%
Unweighted N	(1,114)	(527)	(587)	(260)	(293)	(338)	(223)	(713)	(150)	(174)	(729)	(385)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	35%	33%	36%	34%	42%	36%	27%	39%	48%	32%	32%	36%	37%
No	61%	64%	59%	61%	55%	59%	69%	58%	49%	65%	64%	60%	58%
Not sure	4%	3%	4%	5%	4%	5%	4%	3%	4%	3%	4%	4%	5%
Totals	100%	100%	99%	100%	101%	100%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(1,114)	(376)	(434)	(304)	(453)	(382)	(446)	(304)	(254)	(195)	(219)	(447)	(253)

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14A. Favorability of People — Christopher Nolan

Do you have a favorable or an unfavorable opinion of the following people?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Net (Favorable - Unfavorable)	31%	32%	31%	38%	37%	22%	33%	32%	43%	23%	27%	39%
Very favorable	15%	17%	14%	21%	19%	11%	12%	15%	24%	9%	13%	19%
Somewhat favorable	26%	27%	24%	26%	32%	20%	25%	25%	27%	29%	23%	30%
Somewhat unfavorable	6%	8%	5%	7%	9%	7%	2%	5%	4%	11%	6%	7%
Very unfavorable	3%	3%	3%	2%	5%	2%	2%	2%	3%	4%	3%	3%
Don't know	50%	45%	55%	43%	35%	59%	59%	53%	42%	47%	55%	41%
Totals	100%	100%	101%	99%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,111)	(527)	(584)	(260)	(292)	(336)	(223)	(712)	(150)	(173)	(727)	(384)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Net (Favorable - Unfavorable)	31%	41%	23%	33%	49%	27%	30%	34%	36%	35%	33%	27%	36%
Very favorable	15%	22%	13%	12%	23%	12%	13%	17%	19%	15%	18%	13%	16%
Somewhat favorable	26%	26%	24%	27%	34%	23%	24%	26%	30%	28%	24%	24%	29%
Somewhat unfavorable	6%	5%	10%	4%	7%	5%	4%	8%	10%	6%	6%	7%	6%
Very unfavorable	3%	2%	4%	2%	1%	3%	4%	1%	4%	2%	2%	3%	3%
Don't know	50%	44%	49%	56%	35%	57%	55%	47%	37%	49%	50%	53%	46%
Totals	100%	99%	100%	101%	100%	100%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(1,111)	(376)	(433)	(302)	(453)	(380)	(443)	(304)	(254)	(195)	(219)	(447)	(250)

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14B. Favorability of People — Lupita Nyong'o

Do you have a favorable or an unfavorable opinion of the following people?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Net (Favorable - Unfavorable)	27%	23%	30%	26%	37%	25%	19%	23%	51%	28%	22%	36%
Very favorable	18%	14%	22%	19%	26%	15%	14%	14%	42%	19%	15%	24%
Somewhat favorable	15%	17%	14%	19%	19%	14%	11%	16%	14%	18%	14%	18%
Somewhat unfavorable	4%	4%	4%	8%	5%	3%	2%	3%	3%	8%	5%	3%
Very unfavorable	3%	4%	2%	4%	3%	1%	4%	3%	3%	2%	3%	2%
Don't know	59%	61%	57%	51%	48%	67%	69%	64%	37%	53%	63%	52%
Totals	99%	100%	99%	101%	101%	100%	100%	100%	99%	100%	100%	99%
Unweighted N	(1,111)	(526)	(585)	(260)	(293)	(336)	(222)	(711)	(150)	(174)	(727)	(384)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Net (Favorable - Unfavorable)	27%	49%	20%	15%	48%	10%	23%	33%	28%	24%	23%	29%	28%
Very favorable	18%	37%	11%	11%	35%	8%	16%	21%	21%	15%	19%	19%	19%
Somewhat favorable	15%	16%	17%	14%	17%	13%	14%	18%	16%	17%	10%	17%	17%
Somewhat unfavorable	4%	3%	5%	4%	3%	7%	4%	3%	7%	5%	3%	3%	6%
Very unfavorable	3%	1%	3%	5%	2%	4%	3%	3%	2%	2%	3%	4%	2%
Don't know	59%	43%	65%	67%	43%	69%	63%	55%	55%	60%	64%	57%	56%
Totals	99%	100%	101%	101%	100%	101%	100%	100%	101%	99%	99%	100%	100%
Unweighted N	(1,111)	(374)	(433)	(304)	(451)	(382)	(444)	(303)	(254)	(195)	(217)	(446)	(253)

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14C. Favorability of People — Elon Musk

Do you have a favorable or an unfavorable opinion of the following people?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Net (Favorable - Unfavorable)	-16%	-3%	-28%	-25%	-24%	-10%	-8%	-11%	-28%	-9%	-12%	-23%
Very favorable	17%	22%	13%	18%	12%	16%	23%	18%	20%	15%	18%	16%
Somewhat favorable	20%	22%	18%	14%	21%	24%	20%	23%	6%	21%	20%	20%
Somewhat unfavorable	13%	12%	14%	15%	12%	12%	13%	13%	12%	8%	13%	13%
Very unfavorable	40%	36%	44%	41%	44%	38%	38%	40%	41%	38%	37%	46%
Don't know	10%	8%	11%	12%	12%	9%	6%	6%	21%	18%	12%	5%
Totals	100%	100%	100%	100%	101%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,114)	(527)	(587)	(260)	(293)	(338)	(223)	(713)	(150)	(174)	(729)	(385)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Net (Favorable - Unfavorable)	-16%	-74%	-28%	56%	-76%	57%	-17%	-11%	-11%	-18%	-18%	-16%	-13%
Very favorable	17%	3%	11%	39%	3%	37%	17%	17%	19%	18%	19%	16%	17%
Somewhat favorable	20%	6%	18%	36%	7%	37%	18%	23%	24%	17%	18%	20%	23%
Somewhat unfavorable	13%	13%	15%	11%	13%	8%	13%	13%	12%	12%	13%	14%	13%
Very unfavorable	40%	71%	42%	8%	73%	9%	39%	38%	42%	41%	43%	39%	40%
Don't know	10%	7%	14%	7%	4%	8%	12%	9%	3%	13%	7%	11%	7%
Totals	100%	100%	100%	101%	100%	99%	99%	100%	100%	101%	100%	100%	100%
Unweighted N	(1,114)	(376)	(434)	(304)	(453)	(382)	(446)	(304)	(254)	(195)	(219)	(447)	(253)

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Interviewing Dates	May 20 - 22, 2026
Target population	U.S. citizens, aged 18 and over
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, U.S. region, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 33% Republican). The weights range from 0.052 to 6.57, with a mean of one and a standard deviation of 0.927.
Number of respondents	1,114
Margin of error	± 4 points (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	55 questions not reported.