

TV Representation - Britain Is A Nation Of

GB Sample: 18th - 19th February 2019

2,069 Adults

Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

On a different topic...For the following question, please think about leading/ main characters in British TV shows. Which, if any of the following groups do you think there should be more representation of in leading/ main characters in British TV shows? (Please select all that apply. If you don't think there should be more representation of any particular groups in leading/ main characters in British TV please select the 'Not applicable' option.)

Unweighted base	2069	977	1092	195	319	363	331	861
Base: All GB Adults	2069	1003	1066	230	323	359	323	834
Different body shapes and sizes	32%	24%	40%	38%	35%	34%	37%	27%
Women	16%	14%	18%	30%	22%	14%	14%	11%
Non-binary and/ or trans people	15%	13%	18%	28%	23%	19%	15%	8%
People of different sexualities (e.g. gay, lesbian, bisexual etc.)	19%	17%	20%	31%	28%	21%	17%	11%
People of different races	23%	20%	26%	37%	30%	26%	21%	17%
People with neurological conditions (e.g. autism, ADHD etc.)	23%	17%	29%	35%	35%	25%	23%	14%
People with mental health conditions (e.g. depression, anxiety, bipolar disorder etc.)	25%	20%	29%	37%	33%	26%	26%	17%
People with physical disabilities	28%	23%	34%	35%	36%	30%	31%	22%
People of different ages (e.g. older or younger lead characters)	28%	23%	31%	24%	27%	24%	31%	29%
People of different social classes and levels of income	27%	25%	29%	33%	32%	29%	30%	22%
Men	6%	8%	4%	5%	8%	7%	8%	6%
Other	1%	2%	1%	1%	2%	3%	2%	1%
Don't know	9%	8%	10%	10%	11%	12%	8%	8%
Not applicable - I do not think there should be more representation of any particular groups in leading/ main characters in British TV shows	36%	41%	31%	22%	25%	31%	33%	47%