

# Daily Survey: Representation in Entertainment



Sample 1000 U.S. Adult Citizens  
 Conducted August 31 - September 4, 2022  
 Margin of Error ±3.5%

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

	Very acceptable	Somewhat acceptable	Somewhat unacceptable	Very unacceptable	Not sure
Racial minority character if they're white	33%	23%	10%	15%	19%
White character if they're a racial minority	36%	25%	11%	12%	16%
Female character if they're male	37%	21%	11%	16%	15%
Male character if they're female	39%	21%	11%	15%	14%
Gay or lesbian character if they're straight	36%	24%	11%	11%	17%
Straight character if they're gay or lesbian	41%	21%	9%	12%	16%
Transgender character if they're cisgender (i.e. not transgender)	31%	20%	11%	15%	22%
Cisgender (i.e. not transgender) character if they're transgender	33%	19%	11%	14%	22%

## 2. Thinking about films, TV shows, and books, how realistically do you think a writer can depict the experiences of a...

	Very realistically	Somewhat realistically	Not very realistically	Not at all realistically	Not sure
Racial minority character if they're white	20%	30%	18%	14%	18%
White character if they're a racial minority	20%	33%	14%	13%	19%
Female character if they're male	19%	35%	16%	14%	17%
Male character if they're female	22%	36%	13%	13%	17%
Gay or lesbian character if they're straight	21%	34%	15%	12%	18%
Straight character if they're gay or lesbian	24%	35%	11%	12%	18%
Transgender character if they're cisgender (i.e. not transgender)	16%	29%	19%	13%	23%
Cisgender (i.e. not transgender) character if they're transgender	20%	30%	15%	12%	23%

# Daily Survey: Representation in Entertainment



<b>Interviewing Dates</b>	August 31 - September 4, 2022
<b>Target population</b>	U.S. Citizens, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2018 American Community Study. Voter registration was imputed from the November 2018 Current Population Survey Registration and Voting Supplement.
<b>Weighting</b>	The sample was weighted based on gender, age, race, education, news interest, and 2020 Presidential vote (or non-vote). The weights range from 0.176 to 5.202, with a mean of one and a standard deviation of 0.55.
<b>Number of respondents</b>	1000
<b>Margin of error</b>	± 3.5% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	56 questions not reported.