



TOPLINE & METHODOLOGY

Ipsos Entertainment Survey

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)
 Interview dates, Questions 1-12: August 23-25, 2024
 Number of interviews: 1,028
 Interview dates, Question 13: October 4-6, 2024
 Number of interviews: 1,019

Margin of error: +/- 3.3 percentage points at the 95% confidence level for all respondents

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: * = less than 0.5%, - = no respondents, N/A = not applicable

Annotated Questionnaire:

- How happy are you, if at all, with the following?

Total Happy Summary

	2024 Total (N=1,028)	2023 Total (N=1,026)
Your family or close friends	89%	93%
Your life in general	85%	90%
The amount and quality of entertainment that you enjoy	85%	88%
Your housing	82%	88%
Your access to affordable entertainment options that you enjoy	77%	82%
Your job or career	72%	76%
The state of the country	30%	31%

a. Your job or career

	2024 Total	2023 Total
Very happy	34%	38%
Somewhat happy	38%	38%
Not very happy	13%	12%
Not at all happy	9%	8%
Refused	6%	4%
Happy (Net)	72%	76%
Not Happy (Net)	22%	20%





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1. How happy are you, if at all, with the following? (Continued)

b. Your housing

	2024 Total	2023 Total
Very happy	45%	51%
Somewhat happy	37%	37%
Not very happy	11%	9%
Not at all happy	5%	3%
Refused	2%	1%
<i>Happy (Net)</i>	<i>82%</i>	<i>88%</i>
<i>Not Happy (Net)</i>	<i>16%</i>	<i>12%</i>

c. Your family or close friends

	2024 Total	2023 Total
Very happy	59%	60%
Somewhat happy	30%	33%
Not very happy	6%	5%
Not at all happy	3%	2%
Refused	2%	1%
<i>Happy (Net)</i>	<i>89%</i>	<i>93%</i>
<i>Not Happy (Net)</i>	<i>9%</i>	<i>7%</i>

d. The amount and quality of entertainment that you enjoy

	2024 Total	2023 Total
Very happy	34%	36%
Somewhat happy	51%	51%
Not very happy	10%	10%
Not at all happy	2%	2%
Refused	3%	1%
<i>Happy (Net)</i>	<i>85%</i>	<i>88%</i>
<i>Not Happy (Net)</i>	<i>12%</i>	<i>12%</i>

e. Your access to affordable entertainment options that you enjoy

	2024 Total	2023 Total
Very happy	30%	36%
Somewhat happy	47%	46%
Not very happy	16%	14%
Not at all happy	5%	3%
Refused	3%	1%
<i>Happy (Net)</i>	<i>77%</i>	<i>82%</i>
<i>Not Happy (Net)</i>	<i>21%</i>	<i>17%</i>



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1. How happy are you, if at all, with the following? (*Continued*)

f. Your life in general

	2024 Total	2023 Total
Very happy	40%	44%
Somewhat happy	45%	46%
Not very happy	10%	8%
Not at all happy	3%	2%
Refused	2%	1%
<i>Happy (Net)</i>	<i>85%</i>	<i>90%</i>
<i>Not Happy (Net)</i>	<i>13%</i>	<i>10%</i>

g. The state of the country

	2024 Total	2023 Total
Very happy	5%	6%
Somewhat happy	25%	25%
Not very happy	43%	43%
Not at all happy	25%	25%
Refused	3%	1%
<i>Happy (Net)</i>	<i>30%</i>	<i>31%</i>
<i>Not Happy (Net)</i>	<i>68%</i>	<i>68%</i>

2. Have you done the following in the last month, or not?

Total Yes Summary

	2024 Total	2023 Total
Listened to music (e.g., streaming, radio, records)	87%	88%
Watched short-form videos (e.g., TikTok, YouTube)	78%	76%
Watched streaming TV (e.g., Netflix, Hulu)	77%	80%
Watched live TV (e.g., broadcast, cable)	68%	65%
Played a non-console-based video game (e.g., computer, tablet, smartphone)	53%	55%
Listened to audio content (e.g., podcasts, news radio, ebooks)	52%	47%
Saw a movie in the theater	28%	34%
Played a console video game (e.g., PlayStation, Xbox, Switch)	25%	26%
Saw a live concert or performance in person	20%	18%
Attended a live sporting event or game	17%	16%
Used a VR (virtual reality) device	6%	5%



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2. Have you done the following in the last month, or not? (Continued)

a. Saw a movie in the theater

	2024 Total	2023 Total
Yes	28%	34%
No	70%	65%
Refused	2%	1%

b. Saw a live concert or performance in person

	2024 Total	2023 Total
Yes	20%	18%
No	78%	82%
Refused	2%	1%

c. Attended a live sporting event or game

	2024 Total	2023 Total
Yes	17%	16%
No	81%	83%
Refused	2%	1%

d. Watched live TV (e.g., broadcast, cable)

	2024 Total	2023 Total
Yes	68%	65%
No	30%	34%
Refused	2%	1%

e. Watched streaming TV (e.g., Netflix, Hulu)

	2024 Total	2023 Total
Yes	77%	80%
No	21%	19%
Refused	2%	1%

f. Watched short-form videos (e.g., TikTok, YouTube)

	2024 Total	2023 Total
Yes	78%	76%
No	20%	23%
Refused	2%	1%

g. Played a console video game (e.g., PlayStation, Xbox, Switch)

	2024 Total	2023 Total
Yes	25%	26%
No	72%	74%
Refused	3%	1%





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2. Have you done the following in the last month, or not? (*Continued*)

h. Played a non-console-based video game (e.g., computer, tablet, smartphone)

	2024 Total	2023 Total
Yes	53%	55%
No	45%	44%
Refused	2%	1%

i. Used a VR (virtual reality) device

	2024 Total	2023 Total
Yes	6%	5%
No	91%	94%
Refused	2%	1%

j. Listened to music (e.g., streaming, radio, records)

	2024 Total	2023 Total
Yes	87%	88%
No	11%	11%
Refused	2%	1%

k. Listened to audio content (e.g., podcasts, news radio, ebooks)

	2024 Total	2023 Total
Yes	52%	47%
No	46%	52%
Refused	2%	1%



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3. **[Base = Has done the following in the last month]** On average, how much time per day do you spend consuming the following types of entertainment? Please enter the time in minutes, so if your average time is one hour spent on that activity, type in 60, if it is two hours, type in 120, and so on. Your best guess is fine.

Mean Minutes Summary

	2024 Total (Sample size varies)	2023 Total (Sample size varies)
Watched live TV (e.g., broadcast, cable)	106 mins (N=720)	92 mins (N=681)
Watched streaming TV (e.g., Netflix, Hulu)	88 mins (N=812)	85 mins (N=828)
Listened to music (e.g., streaming, radio, records)	79 mins (N=926)	67 mins (N=909)
Played a non-console-based video game (e.g., computer, tablet, smartphone)	69 mins (N=565)	59 mins (N=565)
Played a console video game (e.g., PlayStation, Xbox, Switch)	64 mins (N=273)	45 mins (N=257)
Watched short-form videos (e.g., TikTok, YouTube)	61 mins (N=814)	45 mins (N=782)
Listened to audio content (e.g., podcasts, news radio, ebooks)	52 mins (N=558)	49 mins (N=512)
Used a VR (virtual reality) device	28 mins (N=63**)	16 mins (N=53**)

**Small size (N<100)

4. **[Base = Spent time watching live TV/streaming TV in Q3]** When you watch or stream TV, how do you generally feel about the following kinds of programming?

Total One of my favorites/Will occasionally watch Summary

	2024 Total (N=762)	2023 Total (N=804)
Sitcoms or comedies	77%	80%
Action or adventure shows	76%	78%
Documentaries	75%	75%
Dramas	72%	72%
News or current affairs	67%	64%
Police or true crime dramas	65%	66%
Sci fi or fantasy shows	60%	59%
Sports	57%	57%
Game shows	46%	44%
Kid or family shows	43%	46%
Reality or unscripted shows	35%	35%
Soap operas	11%	11%



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4. [Base = Spent time watching live TV/streaming TV in Q3] When you watch or stream TV, how do you generally feel about the following kinds of programming? (Continued)

a. Sitcoms or comedies

	2024 Total	2023 Total
One of my favorites	30%	30%
Will occasionally watch	47%	50%
It's ok, but not really for me	18%	14%
I actively dislike these kinds of programming	5%	5%
Refused	*	*

b. Dramas

	2024 Total	2023 Total
One of my favorites	24%	23%
Will occasionally watch	48%	49%
It's ok, but not really for me	23%	20%
I actively dislike these kinds of programming	5%	6%
Refused	*	1%

c. Action or adventure shows

	2024 Total	2023 Total
One of my favorites	25%	27%
Will occasionally watch	51%	51%
It's ok, but not really for me	19%	18%
I actively dislike these kinds of programming	5%	4%
Refused	-	*

d. Kid or family shows

	2024 Total	2023 Total
One of my favorites	7%	9%
Will occasionally watch	36%	37%
It's ok, but not really for me	46%	43%
I actively dislike these kinds of programming	11%	10%
Refused	*	*

e. Sci fi or fantasy shows

	2024 Total	2023 Total
One of my favorites	23%	21%
Will occasionally watch	37%	38%
It's ok, but not really for me	27%	27%
I actively dislike these kinds of programming	13%	14%
Refused	*	*



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4. [Base = Spent time watching live TV/streaming TV in Q3] When you watch or stream TV, how do you generally feel about the following kinds of programming? (Continued)

f. Police or true crime dramas

	2024 Total	2023 Total
One of my favorites	25%	25%
Will occasionally watch	40%	41%
It's ok, but not really for me	25%	25%
I actively dislike these kinds of programming	10%	9%
Refused	*	*

g. Reality or unscripted shows

	2024 Total	2023 Total
One of my favorites	10%	9%
Will occasionally watch	25%	26%
It's ok, but not really for me	27%	28%
I actively dislike these kinds of programming	38%	37%
Refused	*	*

h. Sports

	2024 Total	2023 Total
One of my favorites	27%	27%
Will occasionally watch	30%	30%
It's ok, but not really for me	24%	20%
I actively dislike these kinds of programming	19%	22%
Refused	*	*

i. Soap operas

	2024 Total	2023 Total
One of my favorites	5%	5%
Will occasionally watch	6%	6%
It's ok, but not really for me	33%	31%
I actively dislike these kinds of programming	56%	58%
Refused	*	1%

j. Game shows

	2024 Total	2023 Total
One of my favorites	10%	8%
Will occasionally watch	36%	36%
It's ok, but not really for me	37%	41%
I actively dislike these kinds of programming	16%	16%
Refused	1%	*

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4. **[Base = Spent time watching live TV/streaming TV in Q3]** When you watch or stream TV, how do you generally feel about the following kinds of programming? *(Continued)*

k. Documentaries

	2024 Total	2023 Total
One of my favorites	25%	25%
Will occasionally watch	50%	50%
It's ok, but not really for me	20%	19%
I actively dislike these kinds of programming	4%	5%
Refused	*	*

l. News or current affairs

	2024 Total	2023 Total
One of my favorites	27%	24%
Will occasionally watch	40%	40%
It's ok, but not really for me	19%	20%
I actively dislike these kinds of programming	14%	16%
Refused	*	*

5. **[Base = Spent time watching live TV/streaming TV in Q3]** Please select the statement that comes closest to your view, even if neither is exactly right.

	2024 Total (N=762)	2023 Total (N=804)
I prefer to binge-watch TV shows	48%	50%
I prefer to watch TV shows one episode at a time	51%	50%
Refused	*	*

6. How interested would you be, if at all, in a service that bundles multiple streaming platforms for one monthly or annual payment?

	2024 Total	2023 Total
Very interested	20%	21%
Somewhat interested	44%	46%
Not very interested	18%	18%
Not at all interested	15%	14%
Refused	3%	1%
<i>Interested (Net)</i>	<i>64%</i>	<i>67%</i>
<i>Not interested (Net)</i>	<i>33%</i>	<i>32%</i>



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7. Thinking about the entertainment, TV, and movies you watch, how well do they represent the following types of people?

On a scale of 1 to 7 with 1 being they are generally shown in a very negative way, 7 being they are generally shown in a very positive way, and 4 being they are generally shown fairly, balanced or even-handedly.

Mean Summary

	2024 Total	2023 Total
Women	4.43	4.35
Straight or heterosexual people	4.41	4.47
White Americans	4.33	4.35
Men	4.26	4.21
White collar professionals	4.23	4.25
Liberals	4.23	4.17
Black and African Americans	4.18	4.08
Working class people	4.17	4.09
College students	4.16	4.18
People with disabilities	4.14	4.10
Gay or lesbian people	4.10	4.09
Wealthy people	4.08	4.14
Asian Americans	4.04	4.03
Hispanic and Latino Americans	3.97	3.95
Bisexual people	3.88	3.93
People like you	3.85	3.87
Trans or non-binary people	3.79	3.75
Religious Christians	3.63	3.74
Immigrants	3.62	3.62
Conservatives	3.50	3.55

a. Black and African Americans

	2024 Total	2023 Total
1 - Very negative	4%	4%
2	5%	6%
3	16%	18%
4 – Generally balanced	42%	44%
5	11%	11%
6	8%	7%
7 - Very positive	9%	8%
Refused	6%	3%
<i>Mean</i>	<i>4.18</i>	<i>4.08</i>





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8. Thinking about the entertainment, TV, and movies you watch, how well do they represent the following types of people?

On a scale of 1 to 7 with 1 being they are generally shown in a very negative way, 7 being they are generally shown in a very positive way, and 4 being they are generally shown fairly, balanced or even-handedly. *(Continued)*

b. Hispanic and Latino Americans

	2024 Total	2023 Total
1 - Very negative	3%	2%
2	5%	5%
3	18%	21%
4 – Generally balanced	47%	51%
5	10%	9%
6	5%	6%
7 - Very positive	5%	4%
Refused	7%	3%
<i>Mean</i>	3.97	3.95

c. Asian Americans

	2024 Total	2023 Total
1 - Very negative	2%	2%
2	4%	3%
3	16%	19%
4 – Generally balanced	53%	52%
5	9%	12%
6	5%	5%
7 - Very positive	5%	4%
Refused	6%	4%
<i>Mean</i>	4.04	4.03

d. White Americans

	2024 Total	2023 Total
1 - Very negative	5%	5%
2	6%	5%
3	9%	10%
4 – Generally balanced	43%	43%
5	10%	12%
6	11%	11%
7 - Very positive	11%	11%
Refused	5%	3%
<i>Mean</i>	4.33	4.35





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8. Thinking about the entertainment, TV, and movies you watch, how well do they represent the following types of people?

On a scale of 1 to 7 with 1 being they are generally shown in a very negative way, 7 being they are generally shown in a very positive way, and 4 being they are generally shown fairly, balanced or even-handedly. *(Continued)*

e. Wealthy people

	2024 Total	2023 Total
1 - Very negative	6%	6%
2	6%	7%
3	16%	17%
4 – Generally balanced	35%	38%
5	11%	11%
6	10%	8%
7 - Very positive	8%	11%
Refused	6%	3%
<i>Mean</i>	<i>4.08</i>	<i>4.14</i>

f. White collar professionals

	2024 Total	2023 Total
1 - Very negative	3%	2%
2	4%	4%
3	13%	13%
4 – Generally balanced	46%	49%
5	12%	14%
6	9%	8%
7 - Very positive	7%	7%
Refused	6%	3%
<i>Mean</i>	<i>4.23</i>	<i>4.25</i>

g. Working class people

	2024 Total	2023 Total
1 - Very negative	2%	3%
2	3%	4%
3	15%	16%
4 – Generally balanced	50%	52%
5	11%	10%
6	7%	6%
7 - Very positive	7%	6%
Refused	5%	3%
<i>Mean</i>	<i>4.17</i>	<i>4.09</i>



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8. Thinking about the entertainment, TV, and movies you watch, how well do they represent the following types of people?

On a scale of 1 to 7 with 1 being they are generally shown in a very negative way, 7 being they are generally shown in a very positive way, and 4 being they are generally shown fairly, balanced or even-handedly. *(Continued)*

h. Gay or lesbian people

	2024 Total	2023 Total
1 - Very negative	5%	6%
2	5%	5%
3	16%	16%
4 – Generally balanced	41%	41%
5	10%	12%
6	7%	6%
7 - Very positive	9%	10%
Refused	7%	4%
<i>Mean</i>	4.10	4.09

i. Bisexual people

	2024 Total	2023 Total
1 - Very negative	5%	6%
2	7%	5%
3	18%	20%
4 – Generally balanced	44%	45%
5	8%	8%
6	5%	6%
7 - Very positive	6%	7%
Refused	7%	4%
<i>Mean</i>	3.88	3.93

j. Trans or non-binary people

	2024 Total	2023 Total
1 - Very negative	8%	9%
2	9%	9%
3	17%	22%
4 – Generally balanced	37%	34%
5	9%	9%
6	6%	5%
7 - Very positive	7%	7%
Refused	8%	5%
<i>Mean</i>	3.79	3.75



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8. Thinking about the entertainment, TV, and movies you watch, how well do they represent the following types of people?

On a scale of 1 to 7 with 1 being they are generally shown in a very negative way, 7 being they are generally shown in a very positive way, and 4 being they are generally shown fairly, balanced or even-handedly. *(Continued)*

k. Straight or heterosexual people

	2024 Total	2023 Total
1 - Very negative	3%	4%
2	4%	3%
3	8%	8%
4 – Generally balanced	48%	47%
5	9%	10%
6	8%	10%
7 - Very positive	13%	14%
Refused	6%	3%
<i>Mean</i>	<i>4.41</i>	<i>4.47</i>

l. Conservatives

	2024 Total	2023 Total
1 - Very negative	11%	10%
2	10%	9%
3	18%	19%
4 – Generally balanced	40%	43%
5	6%	7%
6	4%	4%
7 - Very positive	3%	3%
Refused	7%	4%
<i>Mean</i>	<i>3.50</i>	<i>3.55</i>

m. Liberals

	2024 Total	2023 Total
1 - Very negative	4%	6%
2	4%	3%
3	13%	14%
4 – Generally balanced	43%	45%
5	11%	12%
6	10%	7%
7 - Very positive	8%	9%
Refused	7%	5%
<i>Mean</i>	<i>4.23</i>	<i>4.17</i>





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8. Thinking about the entertainment, TV, and movies you watch, how well do they represent the following types of people?

On a scale of 1 to 7 with 1 being they are generally shown in a very negative way, 7 being they are generally shown in a very positive way, and 4 being they are generally shown fairly, balanced or even-handedly. *(Continued)*

n. Men

	2024 Total	2023 Total
1 - Very negative	3%	5%
2	5%	4%
3	12%	13%
4 – Generally balanced	46%	47%
5	11%	11%
6	8%	9%
7 - Very positive	9%	9%
Refused	6%	3%
<i>Mean</i>	4.26	4.21

o. Women

	2024 Total	2023 Total
1 - Very negative	2%	1%
2	1%	2%
3	10%	14%
4 – Generally balanced	49%	50%
5	13%	12%
6	9%	8%
7 - Very positive	10%	9%
Refused	6%	3%
<i>Mean</i>	4.43	4.35

p. Immigrants

	2024 Total	2023 Total
1 - Very negative	8%	8%
2	10%	9%
3	22%	24%
4 – Generally balanced	36%	39%
5	8%	7%
6	4%	5%
7 - Very positive	5%	5%
Refused	7%	3%
<i>Mean</i>	3.62	3.62





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8. Thinking about the entertainment, TV, and movies you watch, how well do they represent the following types of people?

On a scale of 1 to 7 with 1 being they are generally shown in a very negative way, 7 being they are generally shown in a very positive way, and 4 being they are generally shown fairly, balanced or even-handedly. *(Continued)*

q. Religious Christians

	2024 Total	2023 Total
1 - Very negative	9%	7%
2	10%	9%
3	20%	20%
4 – Generally balanced	37%	41%
5	8%	9%
6	3%	4%
7 - Very positive	6%	6%
Refused	7%	3%
<i>Mean</i>	3.63	3.74

r. College students

	2024 Total	2023 Total
1 - Very negative	2%	1%
2	3%	3%
3	11%	14%
4 – Generally balanced	56%	56%
5	12%	12%
6	5%	5%
7 - Very positive	5%	6%
Refused	6%	3%
<i>Mean</i>	4.16	4.18

s. People with disabilities

	2024 Total	2023 Total
1 - Very negative	3%	2%
2	4%	5%
3	16%	19%
4 – Generally balanced	48%	49%
5	10%	10%
6	7%	5%
7 - Very positive	7%	8%
Refused	6%	3%
<i>Mean</i>	4.14	4.10





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8. Thinking about the entertainment, TV, and movies you watch, how well do they represent the following types of people?

On a scale of 1 to 7 with 1 being they are generally shown in a very negative way, 7 being they are generally shown in a very positive way, and 4 being they are generally shown fairly, balanced or even-handedly. *(Continued)*

t. People like you

	2024 Total	2023 Total
1 - Very negative	6%	5%
2	6%	6%
3	16%	18%
4 – Generally balanced	50%	52%
5	6%	6%
6	4%	5%
7 - Very positive	6%	5%
Refused	7%	4%
<i>Mean</i>	3.85	3.87



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9. Again, thinking about the entertainment, TV, and movies you watch, how much do they include or tell stories about the following types of people?

On a scale of 1 to 7 with 1 being they are generally excluded or not included, 7 being they are over-exposed or included, and 4 being the appropriate level of depiction.

Mean Summary

	2024 Total	2023 Total
Wealthy people	4.69	4.77
Liberals	4.52	4.46
White Americans	4.44	4.56
Gay or lesbian people	4.42	4.33
Men	4.4	4.43
White collar professionals	4.32	4.36
Straight or heterosexual people	4.26	4.26
Black and African Americans	4.20	4.12
Women	4.13	4.11
College students	4.07	4.10
Bisexual people	4.07	3.96
Trans or non-binary people	4.03	3.93
Hispanic and Latino Americans	3.84	3.74
Conservatives	3.79	3.84
Religious Christians	3.77	3.72
Immigrants	3.76	3.68
Working class people	3.75	3.77
Asian Americans	3.67	3.68
People like you	3.55	3.52
People with disabilities	3.47	3.41

a. Black and African Americans

	2024 Total	2023 Total
1 – Generally excluded	2%	3%
2	3%	4%
3	16%	20%
4 – About right	46%	45%
5	12%	11%
6	6%	5%
7 – Over-exposed	7%	9%
Refused	7%	4%
<i>Mean</i>	<i>4.20</i>	<i>4.12</i>

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9. Again, thinking about the entertainment, TV, and movies you watch, how much do they include or tell stories about the following types of people?

On a scale of 1 to 7 with 1 being they are generally excluded or not included, 7 being they are over-exposed or included, and 4 being the appropriate level of depiction. *(Continued)*

b. Hispanic and Latino Americans

	2024 Total	2023 Total
1 – Generally excluded	3%	3%
2	5%	7%
3	19%	23%
4 – About right	51%	50%
5	9%	8%
6	3%	2%
7 – Over-exposed	3%	2%
Refused	8%	4%
<i>Mean</i>	<i>3.84</i>	<i>3.74</i>

c. Asian Americans

	2024 Total	2023 Total
1 – Generally excluded	2%	3%
2	7%	5%
3	24%	28%
4 – About right	51%	50%
5	5%	7%
6	2%	2%
7 – Over-exposed	1%	2%
Refused	7%	4%
<i>Mean</i>	<i>3.67</i>	<i>3.68</i>

d. White Americans

	2024 Total	2023 Total
1 – Generally excluded	2%	3%
2	3%	4%
3	10%	7%
4 – About right	47%	44%
5	11%	12%
6	8%	10%
7 – Over-exposed	13%	15%
Refused	7%	5%
<i>Mean</i>	<i>4.44</i>	<i>4.56</i>

TOPLINE & METHODOLOGY

9. Again, thinking about the entertainment, TV, and movies you watch, how much do they include or tell stories about the following types of people?

On a scale of 1 to 7 with 1 being they are generally excluded or not included, 7 being they are over-exposed or included, and 4 being the appropriate level of depiction. *(Continued)*

e. Wealthy people

	2024 Total	2023 Total
1 – Generally excluded	1%	1%
2	2%	2%
3	7%	7%
4 – About right	42%	41%
5	18%	16%
6	10%	12%
7 – Over-exposed	14%	16%
Refused	7%	4%
<i>Mean</i>	4.69	4.77

f. White collar professionals

	2024 Total	2023 Total
1 – Generally excluded	2%	2%
2	2%	2%
3	8%	9%
4 – About right	54%	50%
5	13%	17%
6	6%	8%
7 – Over-exposed	7%	7%
Refused	7%	5%
<i>Mean</i>	4.32	4.36

g. Working class people

	2024 Total	2023 Total
1 – Generally excluded	4%	3%
2	4%	5%
3	17%	19%
4 – About right	57%	55%
5	8%	9%
6	3%	3%
7 – Over-exposed	*	1%
Refused	7%	4%
<i>Mean</i>	3.75	3.77

TOPLINE & METHODOLOGY

9. Again, thinking about the entertainment, TV, and movies you watch, how much do they include or tell stories about the following types of people?

On a scale of 1 to 7 with 1 being they are generally excluded or not included, 7 being they are over-exposed or included, and 4 being the appropriate level of depiction. *(Continued)*

h. Gay or lesbian people

	2024 Total	2023 Total
1 – Generally excluded	3%	4%
2	6%	6%
3	15%	17%
4 – About right	34%	34%
5	11%	10%
6	8%	8%
7 – Over-exposed	16%	16%
Refused	7%	4%
<i>Mean</i>	4.42	4.33

i. Bisexual people

	2024 Total	2023 Total
1 – Generally excluded	5%	7%
2	9%	9%
3	17%	19%
4 – About right	34%	33%
5	8%	8%
6	6%	6%
7 – Over-exposed	12%	12%
Refused	8%	4%
<i>Mean</i>	4.07	3.96

j. Trans or non-binary people

	2024 Total	2023 Total
1 – Generally excluded	10%	11%
2	10%	12%
3	16%	16%
4 – About right	26%	28%
5	8%	9%
6	6%	6%
7 – Over-exposed	16%	15%
Refused	8%	4%
<i>Mean</i>	4.03	3.93

TOPLINE & METHODOLOGY

9. Again, thinking about the entertainment, TV, and movies you watch, how much do they include or tell stories about the following types of people?

On a scale of 1 to 7 with 1 being they are generally excluded or not included, 7 being they are over-exposed or included, and 4 being the appropriate level of depiction. *(Continued)*

k. Straight or heterosexual people

	2024 Total	2023 Total
1 – Generally excluded	3%	3%
2	4%	5%
3	10%	9%
4 – About right	52%	52%
5	7%	9%
6	8%	9%
7 – Over-exposed	9%	8%
Refused	8%	4%
<i>Mean</i>	4.26	4.26

l. Conservatives

	2024 Total	2023 Total
1 – Generally excluded	7%	8%
2	8%	7%
3	16%	15%
4 – About right	42%	45%
5	9%	11%
6	3%	4%
7 – Over-exposed	7%	6%
Refused	8%	5%
<i>Mean</i>	3.79	3.84

m. Liberals

	2024 Total	2023 Total
1 – Generally excluded	2%	2%
2	3%	2%
3	9%	10%
4 – About right	44%	50%
5	13%	12%
6	8%	6%
7 – Over-exposed	13%	13%
Refused	9%	4%
<i>Mean</i>	4.52	4.46

TOPLINE & METHODOLOGY

9. Again, thinking about the entertainment, TV, and movies you watch, how much do they include or tell stories about the following types of people?

On a scale of 1 to 7 with 1 being they are generally excluded or not included, 7 being they are over-exposed or included, and 4 being the appropriate level of depiction. *(Continued)*

n. Men

	2024 Total	2023 Total
1 – Generally excluded	2%	2%
2	2%	3%
3	7%	7%
4 – About right	54%	52%
5	10%	14%
6	7%	8%
7 – Over-exposed	11%	10%
Refused	7%	4%
<i>Mean</i>	4.40	4.43

o. Women

	2024 Total	2023 Total
1 – Generally excluded	2%	2%
2	2%	3%
3	11%	13%
4 – About right	57%	58%
5	13%	12%
6	6%	4%
7 – Over-exposed	3%	4%
Refused	7%	4%
<i>Mean</i>	4.13	4.11

p. Immigrants

	2024 Total	2023 Total
1 – Generally excluded	5%	6%
2	8%	9%
3	22%	24%
4 – About right	39%	39%
5	9%	9%
6	4%	3%
7 – Over-exposed	5%	5%
Refused	8%	4%
<i>Mean</i>	3.76	3.68

TOPLINE & METHODOLOGY

9. Again, thinking about the entertainment, TV, and movies you watch, how much do they include or tell stories about the following types of people?

On a scale of 1 to 7 with 1 being they are generally excluded or not included, 7 being they are over-exposed or included, and 4 being the appropriate level of depiction. *(Continued)*

q. Religious Christians

	2024 Total	2023 Total
1 – Generally excluded	8%	9%
2	9%	9%
3	20%	18%
4 – About right	35%	39%
5	9%	10%
6	4%	4%
7 – Over-exposed	8%	6%
Refused	8%	5%
<i>Mean</i>	<i>3.77</i>	<i>3.72</i>

r. College students

	2024 Total	2023 Total
1 – Generally excluded	1%	1%
2	3%	3%
3	11%	12%
4 – About right	61%	63%
5	10%	11%
6	4%	4%
7 – Over-exposed	3%	3%
Refused	7%	4%
<i>Mean</i>	<i>4.07</i>	<i>4.10</i>

s. People with disabilities

	2024 Total	2023 Total
1 – Generally excluded	7%	9%
2	10%	12%
3	23%	20%
4 – About right	41%	44%
5	6%	7%
6	4%	1%
7 – Over-exposed	1%	2%
Refused	7%	4%
<i>Mean</i>	<i>3.47</i>	<i>3.41</i>



TOPLINE & METHODOLOGY

9. Again, thinking about the entertainment, TV, and movies you watch, how much do they include or tell stories about the following types of people?

On a scale of 1 to 7 with 1 being they are generally excluded or not included, 7 being they are over-exposed or included, and 4 being the appropriate level of depiction. *(Continued)*

t. People like you

	2024 Total	2023 Total
1 – Generally excluded	7%	7%
2	8%	8%
3	18%	22%
4 – About right	52%	51%
5	5%	5%
6	2%	2%
7 – Over-exposed	2%	1%
Refused	8%	5%
<i>Mean</i>	3.55	3.52

10. Do you agree or disagree with the following statements?

Total Agree Summary

	2024 Total	2023 Total
There are too many remakes/sequels being made, and not enough original stories	59%	N/A
They are making too many movies and shows with diverse actors and characters just to say they did, not to add to the story	48%	50%
I want to see less sex, drugs, and violence in entertainment	45%	45%
I can always find entertainment that reflects my beliefs and values	39%	40%
Most of the stuff coming out of Hollywood is too liberal for my taste	37%	39%
Cancel culture makes it difficult for me to publicly share my opinions	36%	38%
Most of the stuff coming out of Hollywood is too focused on the wealthy and elites for my taste	33%	41%
I watched, heard, or read some entertainment in the last month that was inappropriate or shocking	32%	35%
I like to consume entertainment that challenges my beliefs and values	29%	27%



TOPLINE & METHODOLOGY

10. Do you agree or disagree with the following statements? *(Continued)*

a. I can always find entertainment that reflects my beliefs and values

	2024 Total	2023 Total
Strongly agree	9%	10%
Somewhat agree	30%	31%
Neither agree nor disagree	32%	35%
Somewhat disagree	16%	16%
Strongly disagree	6%	5%
Don't know	2%	2%
Refused	5%	2%
<i>Agree (Net)</i>	39%	40%
<i>Disagree (Net)</i>	22%	21%

b. I like to consume entertainment that challenges my beliefs and values

	2024 Total	2023 Total
Strongly agree	6%	4%
Somewhat agree	23%	23%
Neither agree nor disagree	40%	47%
Somewhat disagree	15%	14%
Strongly disagree	8%	8%
Don't know	4%	2%
Refused	5%	2%
<i>Agree (Net)</i>	29%	27%
<i>Disagree (Net)</i>	22%	22%

c. Most of the stuff coming out of Hollywood is too liberal for my taste

	2024 Total	2023 Total
Strongly agree	18%	21%
Somewhat agree	19%	19%
Neither agree nor disagree	29%	31%
Somewhat disagree	11%	12%
Strongly disagree	14%	13%
Don't know	5%	2%
Refused	4%	2%
<i>Agree (Net)</i>	37%	39%
<i>Disagree (Net)</i>	25%	25%

TOPLINE & METHODOLOGY

10. Do you agree or disagree with the following statements? *(Continued)*

d. Most of the stuff coming out of Hollywood is too focused on the wealthy and elites for my taste

	2024 Total	2023 Total
Strongly agree	9%	13%
Somewhat agree	24%	28%
Neither agree nor disagree	40%	36%
Somewhat disagree	13%	14%
Strongly disagree	5%	5%
Don't know	4%	2%
Refused	5%	2%
<i>Agree (Net)</i>	<i>33%</i>	<i>41%</i>
<i>Disagree (Net)</i>	<i>18%</i>	<i>19%</i>

e. They are making too many movies and shows with diverse actors and characters just to say they did, not to add to the story

	2024 Total	2023 Total
Strongly agree	21%	23%
Somewhat agree	27%	27%
Neither agree nor disagree	26%	29%
Somewhat disagree	9%	10%
Strongly disagree	8%	7%
Don't know	4%	2%
Refused	5%	2%
<i>Agree (Net)</i>	<i>48%</i>	<i>50%</i>
<i>Disagree (Net)</i>	<i>17%</i>	<i>17%</i>

f. I watched, heard, or read some entertainment in the last month that was inappropriate or shocking

	2024 Total	2023 Total
Strongly agree	11%	13%
Somewhat agree	21%	22%
Neither agree nor disagree	32%	34%
Somewhat disagree	13%	14%
Strongly disagree	13%	12%
Don't know	5%	4%
Refused	5%	2%
<i>Agree (Net)</i>	<i>32%</i>	<i>35%</i>
<i>Disagree (Net)</i>	<i>26%</i>	<i>25%</i>



TOPLINE & METHODOLOGY

10. Do you agree or disagree with the following statements? (Continued)

g. I want to see less sex, drugs, and violence in entertainment

	2024 Total	2023 Total
Strongly agree	23%	23%
Somewhat agree	22%	22%
Neither agree nor disagree	31%	33%
Somewhat disagree	11%	10%
Strongly disagree	6%	8%
Don't know	2%	2%
Refused	4%	2%
<i>Agree (Net)</i>	<i>45%</i>	<i>45%</i>
<i>Disagree (Net)</i>	<i>18%</i>	<i>18%</i>

h. Cancel culture makes it difficult for me to publicly share my opinions

	2024 Total	2023 Total
Strongly agree	16%	19%
Somewhat agree	20%	19%
Neither agree nor disagree	30%	35%
Somewhat disagree	12%	10%
Strongly disagree	10%	11%
Don't know	7%	4%
Refused	5%	2%
<i>Agree (Net)</i>	<i>36%</i>	<i>38%</i>
<i>Disagree (Net)</i>	<i>22%</i>	<i>21%</i>

i. There are too many remakes/sequels being made, and not enough original stories

	2024 Total
Strongly agree	27%
Somewhat agree	32%
Neither agree nor disagree	25%
Somewhat disagree	7%
Strongly disagree	1%
Don't know	3%
Refused	4%
<i>Agree (Net)</i>	<i>59%</i>
<i>Disagree (Net)</i>	<i>8%</i>

11. Thinking about popular shows or events that aired on TV or were released on streaming services in the past year, which are your personal favorites? Please use the box below to write in your favorites. You may write up to three.

Open-end responses provided separately



TOPLINE & METHODOLOGY

12. Do you agree or disagree with the following statements?

Total Agree Summary

	2024 Total	2023 Total
The mainstream media is more interested in making money than telling the truth	71%	72%
The American economy is rigged to advantage the rich and powerful	64%	67%
Traditional parties and politicians don't care about people like me	58%	64%
America needs a strong leader to take the country back from the rich and powerful	58%	60%
These days I feel less safe in my own country	51%	59%
When jobs are scarce, employers should prioritize hiring people of this country over immigrants	51%	46%
Racism is built into the American economy, government, and educational system	46%	53%
People who talk about their conservative beliefs are often disrespected	41%	42%
Black people do not have the same opportunities as white people in the U.S.	40%	45%
Social media has a negative impact on my mental health	40%	42%
These days I feel like a stranger in my own country	36%	44%
The MeToo movement has made it harder for men to feel like they can speak freely in public	34%	34%

a. People who talk about their conservative beliefs are often disrespected

	2024 Total	2023 Total
Strongly agree	18%	18%
Somewhat agree	23%	24%
Neither agree nor disagree	29%	33%
Somewhat disagree	12%	11%
Strongly disagree	9%	8%
Don't know	5%	3%
Refused	5%	2%
Agree (Net)	41%	42%
Disagree (Net)	21%	20%

TOPLINE & METHODOLOGY

12. Do you agree or disagree with the following statements? *(Continued)*

b. Black people do not have the same opportunities as white people in the U.S.

	2024 Total	2023 Total
Strongly agree	17%	22%
Somewhat agree	23%	23%
Neither agree nor disagree	18%	19%
Somewhat disagree	16%	14%
Strongly disagree	19%	20%
Don't know	3%	1%
Refused	4%	2%
<i>Agree (Net)</i>	40%	45%
<i>Disagree (Net)</i>	35%	34%

c. These days I feel like a stranger in my own country

	2024 Total	2023 Total
Strongly agree	11%	13%
Somewhat agree	25%	31%
Neither agree nor disagree	29%	30%
Somewhat disagree	14%	12%
Strongly disagree	14%	11%
Don't know	3%	1%
Refused	4%	2%
<i>Agree (Net)</i>	36%	44%
<i>Disagree (Net)</i>	28%	23%

d. These days I feel less safe in my own country

	2024 Total	2023 Total
Strongly agree	19%	22%
Somewhat agree	32%	37%
Neither agree nor disagree	25%	24%
Somewhat disagree	12%	9%
Strongly disagree	6%	5%
Don't know	2%	1%
Refused	4%	2%
<i>Agree (Net)</i>	51%	59%
<i>Disagree (Net)</i>	18%	14%

TOPLINE & METHODOLOGY

12. Do you agree or disagree with the following statements? *(Continued)*

e. When jobs are scarce, employers should prioritize hiring people of this country over immigrants

	2024 Total	2023 Total
Strongly agree	28%	26%
Somewhat agree	23%	21%
Neither agree nor disagree	27%	29%
Somewhat disagree	6%	11%
Strongly disagree	7%	9%
Don't know	4%	2%
Refused	5%	2%
<i>Agree (Net)</i>	<i>51%</i>	<i>46%</i>
<i>Disagree (Net)</i>	<i>13%</i>	<i>20%</i>

f. America needs a strong leader to take the country back from the rich and powerful

	2024 Total	2023 Total
Strongly agree	32%	35%
Somewhat agree	26%	25%
Neither agree nor disagree	22%	23%
Somewhat disagree	8%	7%
Strongly disagree	4%	5%
Don't know	3%	3%
Refused	4%	2%
<i>Agree (Net)</i>	<i>58%</i>	<i>60%</i>
<i>Disagree (Net)</i>	<i>12%</i>	<i>12%</i>

g. The American economy is rigged to advantage the rich and powerful

	2024 Total	2023 Total
Strongly agree	29%	38%
Somewhat agree	35%	29%
Neither agree nor disagree	18%	18%
Somewhat disagree	8%	8%
Strongly disagree	4%	3%
Don't know	2%	2%
Refused	4%	2%
<i>Agree (Net)</i>	<i>64%</i>	<i>67%</i>
<i>Disagree (Net)</i>	<i>11%</i>	<i>11%</i>

TOPLINE & METHODOLOGY

12. Do you agree or disagree with the following statements? *(Continued)*

h. Traditional parties and politicians don't care about people like me

	2024 Total	2023 Total
Strongly agree	25%	33%
Somewhat agree	33%	32%
Neither agree nor disagree	24%	24%
Somewhat disagree	9%	6%
Strongly disagree	2%	2%
Don't know	3%	2%
Refused	4%	2%
<i>Agree (Net)</i>	58%	64%
<i>Disagree (Net)</i>	11%	8%

i. The mainstream media is more interested in making money than telling the truth

	2024 Total	2023 Total
Strongly agree	40%	43%
Somewhat agree	31%	29%
Neither agree nor disagree	15%	16%
Somewhat disagree	5%	6%
Strongly disagree	2%	2%
Don't know	3%	2%
Refused	4%	2%
<i>Agree (Net)</i>	71%	72%
<i>Disagree (Net)</i>	7%	8%

j. Racism is built into the American economy, government, and educational system

	2024 Total	2023 Total
Strongly agree	20%	26%
Somewhat agree	26%	27%
Neither agree nor disagree	22%	21%
Somewhat disagree	12%	10%
Strongly disagree	12%	12%
Don't know	3%	2%
Refused	4%	2%
<i>Agree (Net)</i>	46%	53%
<i>Disagree (Net)</i>	24%	22%

TOPLINE & METHODOLOGY

12. Do you agree or disagree with the following statements? *(Continued)*

k. The MeToo movement has made it harder for men to feel like they can speak freely in public

	2024 Total	2023 Total
Strongly agree	13%	15%
Somewhat agree	20%	18%
Neither agree nor disagree	28%	34%
Somewhat disagree	13%	11%
Strongly disagree	13%	14%
Don't know	8%	5%
Refused	4%	2%
<i>Agree (Net)</i>	<i>34%</i>	<i>34%</i>
<i>Disagree (Net)</i>	<i>26%</i>	<i>25%</i>

l. Social media has a negative impact on my mental health

	2024 Total	2023 Total
Strongly agree	16%	16%
Somewhat agree	24%	26%
Neither agree nor disagree	32%	33%
Somewhat disagree	10%	9%
Strongly disagree	10%	11%
Don't know	4%	3%
Refused	4%	2%
<i>Agree (Net)</i>	<i>40%</i>	<i>42%</i>
<i>Disagree (Net)</i>	<i>20%</i>	<i>20%</i>



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13. For each of the following, please select the statement that comes closest to your view, even if neither is exactly right.

	2024 Total (N=1,019)
The amount of different streaming platforms is overwhelming	57%
I enjoy having tons of options over different streaming platforms	41%
Skipped	2%

	2024 Total (N=1,019)
Media companies are doing a worse job at organizing content for me to watch	52%
Media companies are doing a better job at organizing content for me to watch	45%
Skipped	3%

	2024 Total (N=1,019)
I don't have trouble finding what I want to watch	60%
I have trouble finding what I want to watch	38%
Skipped	2%

	2024 Total (N=1,019)
The amount of streaming services has no impact on me finding what I want to watch	58%
The amount of streaming services makes it difficult to find what I want to watch	40%
Skipped	2%





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About the Study

This Ipsos poll was conducted between August 23-25, 2024, by Ipsos using the probability-based KnowledgePanel®. Questions 1-12 were conducted during these dates. This poll is based on a nationally representative probability sample of 1,028 general population adults age 18 or older.

This Ipsos poll was also conducted between October 4-6, 2024, by Ipsos using the probability-based KnowledgePanel®. Question 13 was conducted during these dates. This poll is based on a nationally representative probability sample of 1,019 general population adults age 18 or older.

The margin of sampling error for this study is plus or minus 3.3 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.17 for all respondents.

In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult US population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The data for the total sample were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, and household income. The demographic benchmarks came from the 2022 March Supplement of the Current Population Survey (CPS).

- Gender (Male, Female) by Age (18–29, 30–44, 45–59 and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other, Non-Hispanic, Hispanic, 2+ Races, Non-Hispanic)
- Education (Less than High School, High School, Some College, Bachelor or higher)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)
- Party ID (Democrat, Republican, Independent, Something else)





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This topline is trended with data from a study conducted August 25-27, 2023 by Ipsos using the probability-based KnowledgePanel®. The August 2023 poll is based on a nationally representative probability sample of 1,026 general population adults age 18 or older. For the August 2023 study, the margin of sampling error is plus or minus 3.1 percentage points at the 95% confidence level for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.03 for all respondents.

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About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD). ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP www.ipsos.com

