



#ASKHERMORE: REPRESENTATION ON THE 94TH OSCARS RED CARPET

MARCH, 2022

In 2015, The Rep Project launched our #AskHerMore campaign to urge reporters to ask women in Hollywood about more than just their fashion decision on the red carpet. This campaign was championed by feminist luminaries, including Shonda Rhimes, Reese Witherspoon, Gloria Steinem, and Lisa Ling. The campaign achieved its goal. Red carpet reporters now routinely ask women about more than which designer they're wearing. Here's our breakdown of the 94th Oscars Red Carpet Show in terms of who gets interviewed and what questions they're asked:

WOMEN ARE WELL-REPRESENTED AS INTERVIEWEES



BIPOC AND LGBTQ+ WOMEN WERE WELL-REPRESENTED, BUT WOMEN WITH DISABILITIES, AGES 50+, AND FAT WOMEN WERE UNDERREPRESENTED

INTERSECTIONAL IDENTITY	INTERVIEWEES	POPULATION
BIPOC WOMEN	44%	40%
LGBTQ+ WOMEN	8%	5%
WOMEN WITH DISABILITIES	8%	26%
WOMEN AGE 50+	20%	34%
FAT WOMEN	8%	43%

MEN AND WOMEN WERE EQUALLY LIKELY TO BE ASKED ABOUT THEIR CAREER



WOMEN WERE TWICE AS LIKELY TO BE ASKED ABOUT WHAT THEY WERE WEARING

