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Watching Gender Survey

Methodology: This report examines parents' attitudes toward gender as it is reflected on television and in movies and uses data from a probability-based online survey of 933 parents of children age 2 to 17 living in the United States. It was administered by SSRS from March 28 to April 18, 2017. **www.ssrs.com**

1. **How concerned are you that gender roles are becoming too blurry in today's society?**

Not at all/slightly concerned	54.7%
Very/extremely concerned	26.7%

2. **How much do you agree or disagree with the following statements?**

It is a good time to be a man in the United States

Strongly disagree/somewhat disagree	19.9%
Somewhat agree/strongly agree	48.8%

It is a good time to be a woman in the United States

Strongly disagree/somewhat disagree	19.5%
Somewhat agree/strongly agree	53.1%

3. **All things considered, who do you think will have more opportunities for a better life?**

8-year-old boy today	28%
8-year-old girl today	11%
Both will have equal opportunities	61%

4. **How much influence, if any, do you think TV shows and movies have of girls' ideas about:**

What kind of jobs she can have

Not at all/slightly influential	21.9%
very/extremely influential	38.1%

The language she uses

Not at all/slightly influential	20.1%
very/extremely influential	53.9%

How intelligent she is

Not at all/slightly influential	28.7%
very/extremely influential	36.4%

How to act in a romantic relationship

Not at all/slightly influential	15.4%
very/extremely influential	55.7%

How she should look

Not at all/slightly influential	8.7%
very/extremely influential	74.8%

How to be a good friend

Not at all/slightly influential	22.7%
very/extremely influential	38.5%

5. How much influence, if any, do you think TV shows and movies have of boys' ideas about:

What kind of jobs he can have

Not at all/slightly influential	26.4%
very/extremely influential	33.6%

The language he uses

Not at all/slightly influential	16.9%
very/extremely influential	57.4%

How intelligent he is

Not at all/slightly influential	34%
very/extremely influential	24.2%

How to act in a romantic relationship

Not at all/slightly influential	22.3%
very/extremely influential	43.4%

How he should look

Not at all/slightly influential	21.2%
very/extremely influential	45.4%

How to be a good friend

Not at all/slightly influential	30%
very/extremely influential	27.3%

6. How concerned, if at all, are you about [child name] seeing [INSERT ITEM] in TV shows or movies?)

Girls or women shown in negative gender-stereotyped roles, such as "bimbo," "ditz," or "Jezebel"

Not at all/slightly concerned	26.8%
Very/extremely concerned	50.3%

Violence against girls or women

Not at all/slightly concerned	16.4%
Very/extremely concerned	68%

Sexualization of girls or women

Not at all/slightly concerned	17.2%
Very/extremely concerned	64.4%

Girls worrying or obsessing about their appearance

Not at all/slightly concerned	29.2%
Very/extremely concerned	43.9%

Girls engaging in stereotypically "female" or "feminine" behaviors or activities such as obsessing over looks, crying or being emotional, etc.

Not at all/slightly concerned	43.4%
Very/extremely concerned	28.3%

African-American, Latino/Hispanic, Asian-American and other minority girls and women portrayed in negative ways

Not at all/slightly concerned	24%
Very/extremely concerned	57%

7. **How concerned, if at all, are you about [child name] seeing [INSERT ITEM] in TV shows or movies?)**

Boys or men shown in negative gender-stereotyped roles, such as "dumb jock," "bully", "troubled loner", etc.

Not at all/slightly concerned	34.6%
Very/extremely concerned	38.6%

Boys or men shown as hyper-violent, aggressive, or predatory

Not at all/slightly concerned	19.1%
Very/extremely concerned	59.2%

Boys or men shown as sex-obsessed

Not at all/slightly concerned	21.2%
Very/extremely concerned	57.1%

Boys engaging in stereotypically female or "feminine" behaviors or activities, such as obsessing over looks, crying or being emotional, etc.

Not at all/slightly concerned	49.4%
Very/extremely concerned	28.4%

African-American, Latino/Hispanic, Asian-American and other minority boys and men portrayed in negative ways

Not at all/slightly concerned	24.9%
Very/extremely concerned	51.7%

8. **How satisfied or dissatisfied are you that TV and movies portray the following groups accurately?**

African-American men

Very dissatisfied, dissatisfied	33.9%
Satisfied, very satisfied	19.1%

African-American women

Very dissatisfied, dissatisfied	33.2%
Satisfied, very satisfied	19.9%

Hispanic/Latino men

Very dissatisfied, dissatisfied	32.3%
Satisfied, very satisfied	18%

Hispanic/Latino women

Very dissatisfied, dissatisfied	22.5%
Satisfied, very satisfied	18.8%

White/Caucasian men

Very dissatisfied, dissatisfied	22.3%
Satisfied, very satisfied	24.5%

White/Caucasian women

Very dissatisfied, dissatisfied	23.4%
Satisfied, very satisfied	25%

Asian-American men

Very dissatisfied, dissatisfied	23.1%
Satisfied, very satisfied	20%

Asian-American women

Very dissatisfied, dissatisfied	24%
Satisfied, very satisfied	18.2%

Gay men

Very dissatisfied, dissatisfied	34.6%
Satisfied, very satisfied	14.5%

Lesbian women

Very dissatisfied, dissatisfied	34.1%
Satisfied, very satisfied	13.5%

Transgender men

Very dissatisfied, dissatisfied	35.3%
Satisfied, very satisfied	10.3%

Transgender women

Very dissatisfied, dissatisfied	35%
Satisfied, very satisfied	10.8%

9. **How much do you agree or disagree with the following statements?**

There is a good balance of male and female characters in TV shows and movies.

Strongly disagree/somewhat disagree	22%
Somewhat agree/strongly agree	52%

TV shows and movies should depict more lesbian, gay, bisexual, and transgender characters.

Strongly disagree/somewhat disagree	47.4%
Somewhat agree/strongly agree	23.8%

I understand what it means when a person says he or she is "transgender."

Strongly disagree/somewhat disagree	8.7%
Somewhat agree/strongly agree	79.4%

In general, TV shows and movies are better today at depicting men and women than when I was growing up.

Strongly disagree/somewhat disagree	29.8%
Somewhat agree/strongly agree	45.4%

Men on TV shows and in movies are typically shown as being weak or incompetent.

Strongly disagree/somewhat disagree	52.1%
Somewhat agree/strongly agree	22.3%

Women on TV shows and in movies are typically shown as being weak or incompetent.

Strongly disagree/somewhat disagree	39.8%
Somewhat agree/strongly agree	33.7%

There are not enough role models in TV shows and movies for non-white boys.

Strongly disagree/somewhat disagree	19.9%
Somewhat agree/strongly agree	51.6%

There are not enough role models in TV shows and movies for non-white girls.

Strongly disagree/somewhat disagree	20.2%
Somewhat agree/strongly agree	52.5%

10. **How much do you agree or disagree with the following statements?**

I am concerned about girls today acting in "boyish" ways.

Strongly disagree/somewhat disagree	48.7%
Somewhat agree/strongly agree	27.8%

I am concerned about boys today acting in "girly" ways.

Strongly disagree/somewhat disagree	42.4%
Somewhat agree/strongly agree	36.7%

11. **How much do you agree or disagree with the following statements?**

I use examples from TV shows or movies to talk with [CHILDNAME] about how boys and girls should act.

Strongly disagree/somewhat disagree	39.6%
Somewhat agree/strongly agree	35.7%

I use examples from TV shows or movies to talk with [CHILDNAME] about sex.

Strongly disagree/somewhat disagree	41%
Somewhat agree/strongly agree	18.6%

I use examples from TV shows or movies to talk with [CHILDNAME] about transgender people.

Strongly disagree/somewhat disagree	38.7%
Somewhat agree/strongly agree	19.7%

I use examples from TV shows or movies to talk with [CHILDNAME] about homosexuality.

Strongly disagree/somewhat disagree	40.1%
Somewhat agree/strongly agree	22.3%

I use examples from TV shows or movies to talk with [CHILDNAME] about romantic relationships.

Strongly disagree/somewhat disagree	38.3%
Somewhat agree/strongly agree	28.3%

12. The top 5 qualities you would want in a male TV or movie role model

Intelligent	50.1%
Confident	37.8%
Kind	37.7%
Humble	32.5%
Good communicator	29.5%
Brave	28.1%
Good leader	27.8%
Good listener	20.1%
Empathic	19.9%
Nurturing	13.1%
Easy to get along with	11.8%
Cooperative	10.6%
Physically strong	10.4%
Assertive	7.1%
Curious	6.8%
Competitive	6.8%

13. The top 5 qualities you would want in a female TV or movie role model

Intelligent	55.4%
Confident	48.9%
Kind	36.6%
Good communicator	28.9%
Good leader	24.1%
Brave	23.9%
Nurturing	23.5%
Humble	22.3%
Empathic	17.4%
Good listener	17.2%
Easy to get along with	13.4%
Assertive	12.3%
Curious	8.3%
Competitive	7.9%
Cooperative	7.4%
Physically strong	3.7%

14. What do you believe is the right age for children to be allowed to see the following on TV or in movies?

Right Age for Children to be Allowed to See on TV or in the Movies	Total Parents of Child 2-17
Sex with nudity	16.6%
Rape or sexual violence	16.4%
Sew without nudity	15.1%
Violence	13.3%
Same-sex relationships	11.4%
Transgender people	11.2%
Heterosexual relationships	8.4%

15. Do you ever seek out TV shows or movies for (CHILDNAME) because they feature a positive main female character?

Yes	44.2%
No	43.8%

16. Do you ever seek out TV shows or movies for (CHILDNAME) because they feature a positive main male character?

Yes	39.5%
No	48%