



# The State of Gender Equality for U.S. Adolescents

Full Research Findings from a National Survey of Adolescents  
September 12, 2018



## INTRODUCTION.

Plan International USA commissioned PerryUndem to conduct a robust public opinion study of adolescents, ages 10 to 19, on issues and experiences related to gender equality. The goal of the research is to provide a resource for policymakers, media, and others who want to understand how children may be viewing and experiencing inequality and how their views take shape.

In the past few years, gender equality has resurfaced as a major issue in the public sphere. The 2016 presidential election fueled a massive Women's March, one of the largest organized protests in US history, in January 2017. An anniversary Women's March took place across the country in January of 2018. The #MeToo movement erupted in 2017 and continues through today.

How do adolescents feel about gender equality during this moment in time? Are they more progressive than the adult population on gender roles? Do they think equality exists between boys and girls? Men and women? What shapes their views? Does playing with gender-specific toys or having a mom in traditional gender roles relate to their opinions on equality? What gender-related societal pressures do they perceive and internalize? Has the #MeToo movement made an impact? Our study sought to explore answers to these and other questions.

PerryUndem is a non-partisan public opinion research firm based in Washington, DC. The firm conducts research on public policy issues. Our clients include the Henry J. Kaiser Family Foundation, the Robert Wood Johnson Foundation, and the American Cancer Society.

Founded in 1937, Plan International USA is an independent development and humanitarian organization that advances girls' equality and children's rights.

## METHODS.

Public opinion surveys among adolescents are relatively rare. A primary reason is cost. A robust methodology requires a representative sample of US households, from which parents of 10 to 18 year-olds are selected and asked if they would allow their child to respond to a survey. We used one of the best survey research panels in the country, NORC's AmeriSpeak panel at the University of Chicago. The survey was conducted among n = 1,006 10 to 19 year-olds from April 26 through June 25, 2018. The margin of sampling error is  $\pm 5$  percentage points for the total results.

Throughout the report we present results based on all respondents, as well as by gender. The survey asked respondents: "Which best describes you: male, female, neither/something else." A total of n = 1,001 respondents identify as either male or female. We followed with questions about transgender identity. A total of n = 29 say they think of themselves as transgender. Respondents who identify as transgender girls are included in the girls' results. Respondents who identify as transgender boys are included in the boys' results.

## METHODS (cont.).



### OVERVIEW

Date of Report:	June 29, 2018	Start Date:	April 26, 2018
Project Title:	National Survey of Children and Teens	End Date:	June 25, 2018
Project Number:	8307	Sampled Units:	1,754
Prepared For:	PerryUndem	Completed Interviews:	1,006
Expected Elig.:	100.0%	Design Effect:	2.62
Observed Elig.:	90.8%	Margin of Error:	5%
Study Population:	Age 10-19	Median Intvw. Length:	20 minutes

### RESPONSE RATES



## **SUMMARY.**

The following pages summarize key findings on these topics.

**1**

Belief in gender equality.

**2**

Perceptions of the state of gender equality.

**3**

Girls' experiences and perceptions related to gender equality.

**4**

Boys' experiences and perceptions related to gender equality.

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#MeToo related findings.

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Career goals, aspirations, and STEM.

**7**

Influences on views.

**8**

Racial and ethnic differences.

## 1

### **Belief in gender equality.**

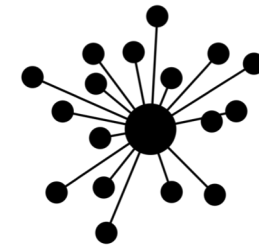
**The vast majority of adolescents (92 percent) says they believe in gender equality, but some uncertainty exists beneath the surface.**

For example, about half of adolescents (54 percent) strongly or somewhat agrees that they are “more comfortable with women having traditional roles in society, such as caring for children and family.” Other research suggests adults are less likely to hold these views. A 2017 PerryUndem [survey](#) found only 30 percent of registered voters agree they feel more comfortable with traditional gender roles.

Further, only half of boys (51 percent) strongly agrees that they want “equal numbers of men and women to be leaders in work, politics, and life.” Sixty-four percent of girls strongly agree.

**Our analysis suggests a number of influences might play into shaping these views – and the types of influences are different for girls than they are for boys.**

We explored statistical correlations between views around gender equality and other attitudes, behaviors, and demographics. Correlation analysis does not mean causation; rather that a relationship exists between two variables that is likely not due to chance. That said, we tend to use correlation analysis to help explore possible explanations for variations in opinion.



**We found a number of statistically significant relationships...**



Some of the attitudes, behaviors, and demographics correlated with

**Agreement: “I am more comfortable with women having traditional roles in society, such as caring for children and family.”**

*In order of strength*

**Among boys**

- Having a mom who does not have the final say in family decisions;
- Not perceiving gender inequality;
- Having a Republican parent; and
- Not having a mom who feels strongly about gender equality.

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**Among girls**

- Not perceiving gender inequality;
- Being in a lower-income household;
- Not having a family member who has strong feelings about gender equality; and
- Feeling pressure to not have strong opinions.

See more on page 129.





Some of the attitudes, behaviors, and demographics correlated with

**Disagreement: “I want there to be equal numbers of men and women who are leaders in work, politics, and life.”**

*In order of strength*

### Among boys

- Not seeing sexism as a problem in society;
- Not perceiving gender inequality;
- Exposure to online pornography;
- Having a Republican parent;
- Not having a parent or teacher who talked about the #MeToo movement;
- Having mostly played with “boy” toys growing up (e.g., trucks, guns) vs. toys for all kids (e.g., Legos); and
- Hearing their dad or other male family members make sexual comments and sexual jokes about women.

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### Among girls

- Not feeling judged often as a sexual object;
- Not seeing sexism as a problem in society;
- Feeling they are not treated with less respect because they are a girl;
- Less frequent exposure to online pornography;
- Not having a teacher who talked about the #MeToo movement;
- Not feeling pressure to look “hot or sexy,” physically attractive, or a number of other pressures; and
- Having a Republican parent.

See more on page 130.

## 2

### Perceptions of the state of gender equality.

**Most respondents say there is not yet equality across gender and that sexism is a societal problem. That said, these perceptions are particularly pervasive among girls.**

Only one in five (21 percent) girls says there is equality for girls right now compared to 44 percent of boys.

*“I want to be an engineer, and in my school, I had to fight to get into the class with all boys.”*

*“If a girl disrespects a teacher, she gets sent home. If a boy does, they just say ‘think about if this was your mother.’”*

**Adolescents are no less likely than adults to perceive sexism as a societal problem.**

Eight in ten adolescents (79 percent) say sexism is a big problem or somewhat of a problem (compared to 76 percent of adults in 2016 and 82 percent of voters in 2017).

Girls ages 14 to 19 are more likely than boys and the adult population to perceive sexism as a big problem: 51 percent v. 19 percent of boys ages 14 to 19.

In a December 2016 PerryUndem [survey](#) among the adult population, 29 percent of adults said sexism was a “big problem.” In a November 2017 [survey](#) of voters (in the midst of #MeToo), 44 percent of respondents said sexism was a “big problem,” including 49 percent of women voters.

**Girls ages 14 to 19 are more likely than boys and adults to say sexism is a “big problem.”**

*“Boys do sexual stuff & are labeled ‘The Man.’  
Girls do sexual stuff & are labeled a ‘whore.’  
Authority figures look down on the girl[s] in school & they just look the other way for boys.”*

**Correlations with girls perceiving sexism as a big problem...**



Some of the attitudes, behaviors, and demographics correlated with

### **Perceiving sexism as a big problem:\***

*In order of strength*

#### **Among girls**

- Perceiving boys harassing and assaulting girls as linked to power and control;
- Feeling treated with less respect because of being a girl;
- Wanting men and women in equal positions of power;
- Having talked with someone about gender equality in the past year;
- Feeling judged as a sexual object;
- Feeling unsafe as a girl;
- Frequent exposure to boys making sexual comments and jokes about girls;
- Having a parent who is not Republican;
- Feeling treated unfairly at school; and
- Exposure to online porn.

See more on page 131.

\*Question wording:

“How big of a problem is sexism in our society today? (Sexism is when people are treated unfairly because of their sex or gender.) Do you think sexism is a big problem, somewhat of a problem, small problem, not a problem at all?”

### 3

## Girls' experiences and perceptions around gender equality.

### Value in looks and appearances

#### Several findings illuminate why most girls perceive sexism as a problem and why they say gender equality does not exist.

- By far, girls perceive physical attractiveness as the most common trait or characteristic our society values in girls.
- About half of girls (53 percent) look in the mirror at least once a day and imagine how others might see them. About one in three older girls (31 percent) does so “many times a day.”
- Nearly two-thirds of girls (64 percent) say they are exposed several times a week or more to women and girls in the media who have unrealistic bodies. Half of girls 14 to 19 (49 percent) say they see these bodies every day.
- Half of girls (52 percent) say that several times a week or more they see female characters in TV or movies whose bodies and looks are more important than their brains or abilities. One in four (27 percent) sees these examples every day.
- When asked what famous women they look up to, a plurality of girls says none (44 percent) and the second largest category is a celebrity, actress, or singer (25 percent).

## Value in sex

- Seven in ten girls ages 14 to 19 (69 percent) feel judged as a sexual object in their daily life at least once in awhile – significantly more than the proportion of adult women who says the same (58 percent).
- Eight in ten girls 14 to 19 (81 percent) have had at least one friend who has been asked by a boy to send her a “sexy or naked” picture. One in three (33 percent) says all or most of their friends have experienced this request.
- A majority of girls (55 percent) say they hear boys making sexual comments or sexual jokes about girls at least several times a week.
- Almost half of girls 14 to 19 (47 percent) hear boys making these comments every day. One in four younger girls (25 percent of 10 to 13) hears these comments daily.
- One in three girls ages 14 to 19 (34 percent) has heard sexual comments or sexual jokes about women from men in their family, including 18 percent from their dad.
- Six in ten girls (59 percent) want to learn more about feeling valuable for who they are and not for what they look like.

## Lack of control and safety

- A majority of girls 14 to 19 perceive a link between boys sexually harassing and assaulting girls and a “desire for power and control over girls” (85 percent) and “boys living in a culture where they have more power than girls” (83 percent).
- Three in four girls ages 14 to 19 (76 percent) feel unsafe as a girl at least once in awhile.
- Six in ten girls (62 percent) want to learn more about having “the right to be safe everywhere.”
- Nearly two-thirds of girls ages 14 to 19 (64 percent) want to learn more about having “a right to be in charge of your own body.”
- Seven in ten girls ages 14 to 19 (72 percent) say at least once in awhile they feel treated with less respect because they are a girl.
- More than half of girls (56 percent) says they have felt treated more unfairly than boys in sports. Close to one-third of girls have felt unfair treatment as a girl at school (36 percent) and on social media (30 percent).

## Unfair treatment

## 4

### **Boys' experiences and perceptions around gender equality.**

#### Value in physical strength

**Boys perceive and internalize societal pressures to be tough, physically strong, and for some, ready for violence.**

- According to a recent Pew Research Center [survey](#), adults say that society most values in men traits of honesty, morality, ambition, and leadership. Boys, however, are much more likely to say that society most values strength and toughness in boys (35 percent). Only two percent say honesty / morality and eight percent say ambition or leadership.
- Seven in ten boys in the survey (72 percent) say they personally feel pressure from parents, friends, teachers, or society to be physically strong.
- Forty-four percent of older boys (14 to 19) feel pressure to be “willing to punch someone if provoked.” About one in three younger boys feels the same (35 percent).



**The strongest correlation with feeling pressure to be physically strong and ready to fight is exposure to boys making sexual comments and sexual jokes about girls.**

The more frequently boys are around other boys who make these comments, the more likely they are to feel pressure to be strong and ready for violence. This finding suggests that something about an atmosphere in which sexual jokes and comments are common also relates to an atmosphere in which boys feel pressure to be strong and willing to fight.

## Pressure to control and dominate

**One in three boys (33 percent) feels pressure to dominate or be in charge of others.**

Feeling pressure to dominate others is correlated with:

- Feeling pressure to be physically strong, pressure to punch someone if provoked, and pressure to join in when other boys talk about girls in a sexual way;
- Feeling pressure to hide their feelings when they feel sad or anxious;
- Being around boys frequently making sexual jokes and sexual comments about girls;
- Having friends who have asked girls for sexy or naked pictures; and
- “Being a leader” is an important life goal.

A majority of older boys and girls (14 to 19) say the “desire for power and control over girls” is definitely or probably related to why some boys sexually harass or assault girls (85 percent of older girls and 71 percent of older boys perceive this link).



**One-third of boys (34 percent) think society expects them to be strong, tough, “be a man,” and “suck it up” when they feel sad or scared.**

Another third (33 percent) says society expects them to hide or suppress their feelings.

When they feel angry, a plurality of boys says society expects them to be aggressive or violent (41 percent), followed by doing nothing, keeping quiet, and “suck it up / be a man” (35 percent).

**Eighty-two percent of boys have heard someone tell a boy he was “acting like a girl.”**

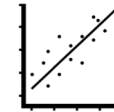
They interpret this behavior as emotional, crying, sensitive, weak, gay, and feminine.

**Many boys also face pressures around sex.**

Four in ten heterosexual boys ages 14 to 19 feel pressure to “hook up with a girl” (40 percent v. 29 percent of heterosexual girls 14 to 19 who feel pressure to “hook up with a boy.”)

One in three boys ages 14 to 19 (32 percent) feels pressure to “join in when other boys talk about girls in a sexual way.”

Feeling pressure to join in is most strongly correlated with having male family members who make sexual comments and sexual jokes about women and frequent exposure to boys making sexual comments and sexual jokes about girls.



**Many boys are surrounded by exposure to sexual comments and sexual jokes about women.**

Six in ten boys (62 percent) hear boys making sexual comments or sexual jokes about girls at least once a week. One-third of boys 14 to 19 (36 percent) say they hear these comments daily.

One in three boys (34 percent) says that several times a week or more they hear male characters in TV or movies who make sexual comments and sexual jokes about women characters.

**Close to half of boys ages 14 to 19 (47 percent) has heard their dad or other male family members make sexual jokes or sexual comments about women.**

Three in ten (29 percent) have heard these comments from their dad.

**Two-thirds of boys ages 14 to 19 (67 percent) say they have at least one friend who has asked a girl to send them a sexy or naked picture.**

One in four boys of this age (27 percent) says “all or most” of their friends have made this request of a girl. Similar proportions say their friends have received sexy or naked pictures from girls.

Two-thirds of older boys (65 percent) say it is not okay for a boy who is not in a relationship with a girl to ask for a sexy or naked picture. About one in seven (15 percent) says this is okay and 19 percent are unsure.



**The strongest factors correlated with thinking it is okay to ask a girl for sexy or naked pictures are exposure to online porn, having friends who have asked girls for pictures, and having a dad who has made sexual comments and sexual jokes about women.**

**About half boys say several times a week or more they see the following portrayals of women in movies, TV, music videos, games, and YouTube:**

- Women and girls who have bodies that are not realistic (50 percent several times a week or more);
- Female characters in TV or movies whose bodies and looks are more important than their brains or abilities (46 percent); and
- Female video game characters who look sexy or hot (47 percent) – one in four boys ages 14 to 19 (24 percent) sees these female video game characters “every day.”

## 5

### **#MeToo related findings.**

The survey explores adolescents' exposure to and influence of the #MeToo movement. We find:

- Seven in ten survey respondents (71 percent) have heard of the #MeToo movement.
- One in three girls (36 percent) and 28 percent of boys say a parent has talked to them about how to prevent or stop sexual harassment as a result of the #MeToo movement.
- About one in five girls (23 percent) and boys (21 percent) says a teacher has talked to them about how to prevent or stop harassment as a result of #MeToo.
- About half of girls (55 percent) says the #MeToo movement has made them feel like they could tell someone if they were sexually harassed or assaulted.
- Fewer boys (34 percent) say #MeToo has made them feel like they could talk to someone if they experienced sexual harassment or assault.

We asked survey respondents why they think some girls do not report things like boys making unwelcome sexual comments and sexual jokes.

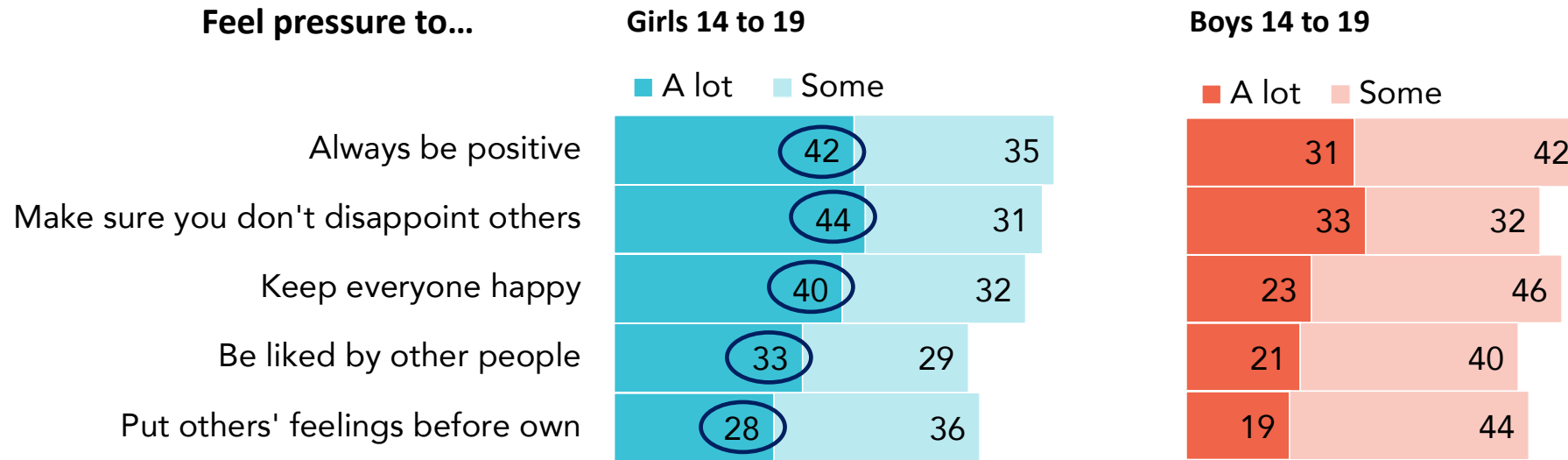
The most common answers among girls are thinking:

- Girls are worried people will not like them (53 percent);
- Girls do not believe reporting comments will make a difference (51 percent);
- Girls are not sure if the comments are serious enough to report (48 percent); and
- Girls are worried they will not be believed (46 percent).

These mirror some of the reasons women do not report sexual harassment in the workplace, according a recent Vox/Morning Consult [survey](#):

- “I didn’t think that filing a formal complaint would make a difference” (67 percent of women respondents who have experienced workplace harassment say this describes why they did not report the incident);
- “I wasn’t sure that the harassment was serious enough to report” (63 percent); and
- “I wanted to avoid making my coworkers or my boss uncomfortable” (50 percent).

We explored factors that might relate to girls (and perhaps women) not reporting harassment. Girls ages 14 to 19 in the survey are more likely than boys to feel “a lot” of pressure to manage other people’s emotions, and at times, at the expense of their own.



**59%**

Of girls 14 to 19 want to learn more about “having the right to feel any way you want and it doesn’t matter what others think.”

**66%**

Of girls 14 to 19 want to learn more about “how to be confident to speak up and be heard in front of boys and men.”

## 6 Career goals, aspirations, and STEM.

**Girls are much more likely to say having a successful career is a very important goal than getting married or having kids – just like boys.**

We find very few gender differences when it comes to adolescents' life goals and aspirations:

- Seventy-one percent of girls and 75 percent of boys say a successful career is a “very important” goal in their life.
- Getting married is very important to 34 percent of girls and 31 percent of boys.
- Girls are slightly more likely to say having kids is very important (30 percent v. 23 percent).
- Girls, particularly ages 14 to 19, are slightly more likely than boys to say a very important goal is to be a leader (41 percent v. 33 percent).
- Girls are slightly more likely to say making the world a better place is very important (61 percent v. 53 percent).
- Boys are slightly more likely to say making a lot of money is very important (44 percent v. 36 percent of girls).



**Gender differences do emerge around interest in a STEM career:\***

- Forty-two percent of girls are extremely or very interested in a STEM career v. 51 percent of boys.
- Girls are twice as likely to be uninterested: 33 percent say they are not too or not at all interested v. 14 percent of boys.

Interestingly, fairly similar proportions of girls and boys like math and science subjects at school.

However, girls are more likely to like English or language arts than boys (67 percent v. 58 percent).

Additionally, girls are more likely than boys to say their favorite subject is art (21 percent v. 13 percent), music (14 percent v. 8 percent), or English (14 percent v. 7 percent).

**We do not find much of a gender gap in political ambition.**

Thirty-five percent of boys say they have thought about being a politician when they are older, as have 30 percent of girls.



**The strongest correlations among girls with being interested in a STEM career include living in a higher-income household, saying that “being a leader” is a life goal, having talked about gender equality with someone in the past year, and playing on team sports.**

Question wording: “Even if it’s a long ways away, how interested are you in a job someday that deals with science, technology, math, or engineering? (Engineering is about building or designing things.)”

## 7

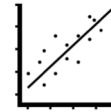
### **Influences on views.**

The survey explores a number of factors that may shape adolescents' views around equality – whether their parents perform traditional gender roles in the household, the types of toys they play with growing up, how men in their families talk about women, whether a teacher has talked to them about the #MeToo movement, exposure to online pornography, and a number of other factors.

Here's what we found.

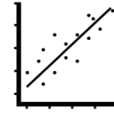
## Factors related to parents.

- Interestingly, we do not find many correlations between respondents' views and which parent does household tasks, such as cleaning and grocery shopping.
- We do find that, among boys, having a mom who does not have a final say in family decisions is correlated with feeling more comfortable with women having traditional gender roles.
- Not surprisingly, parents' comments and views appear to have a role in shaping views and experiences around equality. For example, having a mom or dad who has strong feelings about gender equality is positively correlated with more egalitarian views.



- Having a parent who has talked about how to prevent or stop sexual harassment as a result of the #MeToo movement is correlated with respondents' perceiving sexism as a problem in society and wanting equal numbers of men and women in leadership positions.

Close to half of boys ages 14 to 19 (47 percent) has heard their dad or other male family members make sexual comment or sexual jokes about women. Three in ten (29 percent) have heard these comments from their dad.



Among boys, having a father who makes sexual comments and sexual jokes about women is correlated with several feelings and behaviors:

- Feeling it is okay to ask a girl for a naked or sexy picture;
- Viewing online pornography;
- Feeling pressure to join in when other boys talk about girls in a sexual way;
- Feeling pressure to “hook up with” a girl;
- Feeling pressure to hide sad or anxious feelings;
- Feeling pressure to be physically attractive;
- Feeling pressure to control and dominate others;
- Feeling pressure to not have strong opinions;
- Disagreeing or only somewhat agreeing that men and women should be treated equally; and
- Disagreeing or only somewhat agreeing with wanting equal numbers of men and women as leaders in work, politics, and life.



Having a parent who identifies as a Republican is also correlated with a number of views: *(In order of strength)*

- Feeling more comfortable with traditional gender roles;
- Disagreeing or only somewhat agreeing with wanting equal numbers of men and women who are leaders in work, politics and life;
- Disagreeing or only somewhat agreeing that men and women should be treated equally (significant among boys with a Republican parent, not girls with a Republican parent);
- Not perceiving sexism as a big problem in society;
- Thinking full equality exists between boys and girls;
- Not having a mom who has strong feelings about gender equality; and
- Wanting kids and getting married as important life goals.

This is not surprising given recent PerryUndem [research](#) among adults and voters – Republican men and women tend to be least progressive on gender equality.

## **Exploring the role of gender-specific toys and gender-neutral toys.**

We asked respondents about whether they mostly played with boy toys growing up, girl toys, or toys made for everyone.\*

- About half of girls (54 percent) and half of boys (52 percent) say they played mostly with toys made for their gender.
- About four in ten say they mostly played with toys made for everyone (38 percent of girls and 43 percent of boys).
- The remaining mostly played with toys made for the opposite gender (eight percent of girls and four percent of boys).

We find several correlations between responses to this question and others in the survey.

\* Question wording: “When you were younger, what types of toys did you play with most of the time? ROTATE: Toys that are made for girls (like princesses, jewelry, dolls); toys that are made for boys (like trucks, superhero figures, guns); or toys that are made for all kids (like Legos)?”



## Attitudes, behaviors, and demographics correlated with boys mostly playing with boy toys vs. toys made for everyone.

*In order of strength*

### Among Boys

#### Played mostly with boy toys

- Thinking more about girls' bodies and how they look than their thoughts and personalities;
- Not having talked about gender equality in the past year;
- Only somewhat agreeing or disagreeing with wanting equal numbers of men and women who are leaders in work, politics and life;
- Placing less importance on "making the world a better place" as a life goal (more importance on making a lot of money, having kids, and getting married);
- Not liking English as a subject in school;
- Thinking gender equality already exists;
- Not perceiving sexism as a big problem;
- Not feeling pressure to be liked by others; and
- Not identifying as a feminist.

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#### Played mostly with gender-neutral toys

- Thinking more about girls' thoughts and personalities than their bodies and how they look;
- Having talked about gender equality in the past year;
- Liking English as a school subject;
- Placing higher importance on "making the world a better place" as a life goal and less on making a lot of money;
- Feeling less pressure to look hot or sexy;
- Perceiving sexism as a problem in society;
- Identifying as a feminist;
- Strong agreement with wanting equal numbers of men and women who are leaders in work, politics and life;
- Feeling less pressure to be willing to throw a punch if provoked;
- Perceiving gender inequality; and
- Feeling more pressure to be liked by others.



**Attitudes, behaviors, and demographics correlated with girls mostly playing with girl toys vs. toys made for everyone.**  
*In order of strength*

### **Among Girls**

#### **Played mostly with girl toys**

- Having parents whose childcare responsibilities are not equal;
- Feeling more pressure to dress like older women;
- Feeling more pressure to dominate or control others;
- Having more friends who have been asked by boys for naked or sexy pictures;
- Feeling more pressure to have positive comments on social media;
- Placing less importance on “having a successful career” as a life goal;
- Feeling more pressure to look hot or sexy;
- Feeling more pressure to be physically attractive;
- Not identifying as a feminist; and
- Having a dad who has made sexual comments and sexual jokes about women.

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#### **Played mostly with gender-neutral toys**

- Having parents who share childcare responsibilities equally;
- Feeling less pressure to dress like older women;
- Feeling less pressure to get positive comments on social media;
- Being less likely to have a lot of friends who have been asked by boys for naked or sexy pictures;
- Having a dad who has strong feelings about gender equality;
- Having parents who share cooking duties equally;
- Feeling less pressure to be physically attractive;
- Placing less importance on getting married as a life goal; and
- Not having a dad who has made sexual comments and sexual jokes about women.



## 8

### **Racial and ethnic differences.**

Overall, adolescents of color tend to be more progressive on gender equality and are more likely than white respondents to perceive inequality.

For example:

- About two-thirds of Black (70%) and Latino respondents (65%) strongly agree with wanting equal numbers of men and women who are leaders in work, politics, and life – compared to 53% of white adolescents.
- White respondents (35%) are more likely to say full equality for girls already exists than Black (28%) or Latino (27%) respondents.
- Black (87%) and Latino (83%) respondents are more likely to say sexism is a problem than white respondents (74%).

- Latino and Black respondents are more likely to report hearing boys make sexual comments and jokes about girls. Nearly half of Latino (46%) and Black (46%) respondents say they hear these comments at least once a day, compared to 30% of white respondents.
- Black respondents (48%) are more likely than Latino (30%) or white (26%) respondents to say a parent talked to them about how to prevent or stop sexual harassment as a result of the #MeToo movement. Black respondents (30%) are also more likely to report a teacher having this conversation than Latino (20%) or white (18%) respondents.
- Black respondents are more likely than others to say an adult has talked to them about a number of issues, such as their right to be safe, encouragement to be a leader, and what makes romantic relationships healthy.
- Black and Latino respondents are more likely than white respondents to want to learn more about a number of things related to equality, safety, emotions, and relationships.

**Black and Latino respondents are more likely than white respondents to feel several pressures, such as having to be physically attractive, physically strong, being interested in sports, and always being positive.**

On life goals, such as having a successful career and making the world a better place, Black and Latino respondents are more likely than white respondents to say these are “very important” to them. We do not find differences by race or ethnicity in the importance respondents place on getting married and having kids as life goals.

There are racial and ethnic gaps around interest in STEM careers, science, and math:

- 48% of white respondents are extremely or very interested in a STEM job compared to 33% of Latino and 42% of Black respondents.
- White respondents are more likely than others to say they like science “a lot” (40% v. 33% of Black and 32% of Latino respondents).
- White respondents are more likely than others to say they like math “a lot” (30% v. 23% of Black and 22% of Latino respondents).

## DETAILED FINDINGS.



Belief in Gender Equality.



Perceptions of the State of Gender Equality.



STEM, Future Goals, + Leadership.



Pressures.



Appearances, Sex, + Images.



Reaction to #MeToo.



What They Want to Know.



Influences on Views.

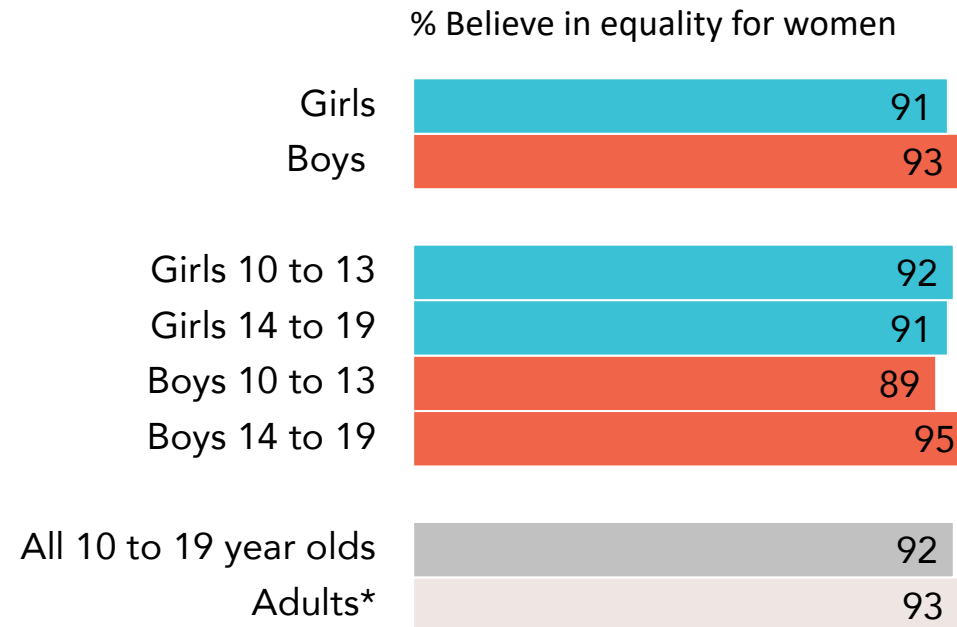


# Belief in Gender Equality.

## A vast majority of adolescents says they believe in gender equality – just like adults.

92%

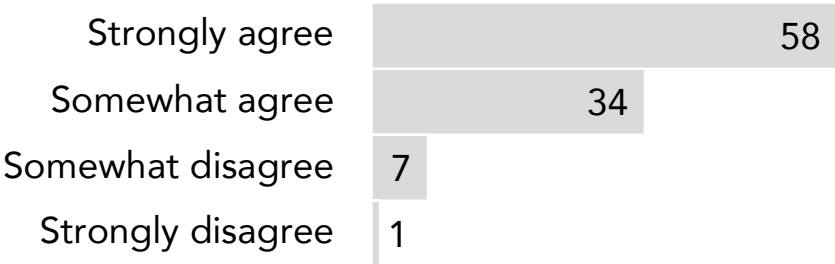
Of adolescents say they believe in equality for women. Seven percent are unsure and one percent do not believe in equality for women.



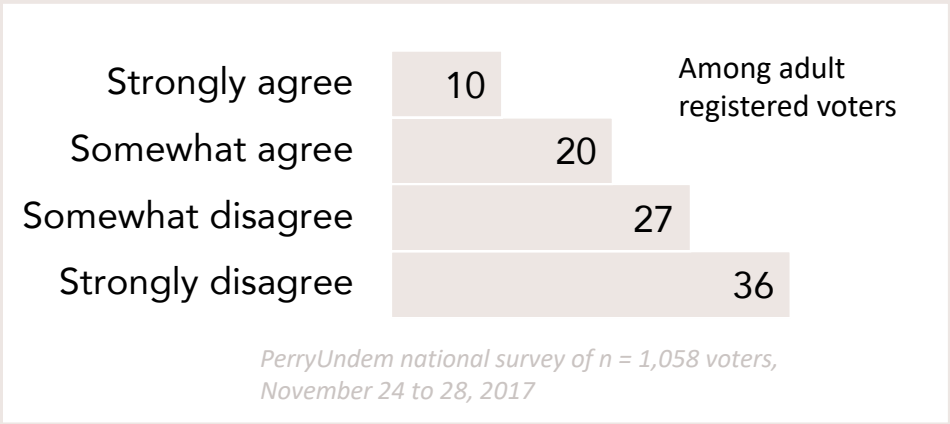
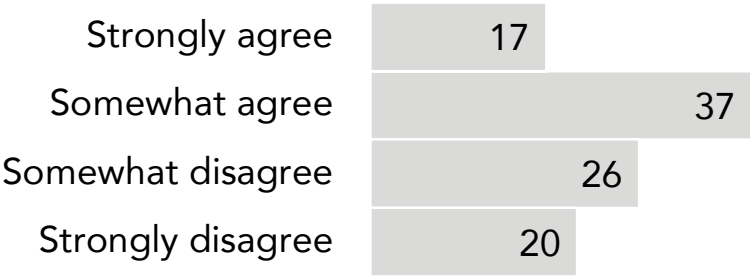
*\*PerryUndem national survey of n = 1,302 adults, December 9 to 27, 2016*

**But, adolescents are less certain about wanting equal numbers of men and women in power and feeling comfortable with non-traditional gender roles for women.**

I want there to be equal numbers of men and women who are leaders in work, politics, and life.



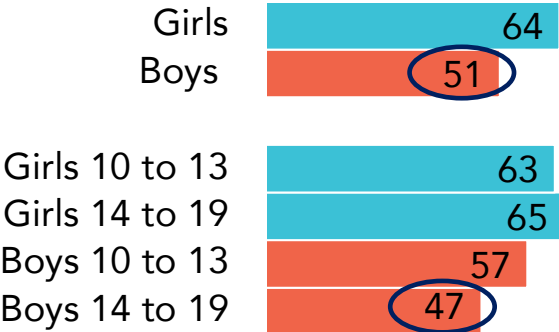
I'm more comfortable with women having traditional roles in society, such as caring for children and family.



# Boys are less certain than girls about roles and wanting equity in terms of positions of power.

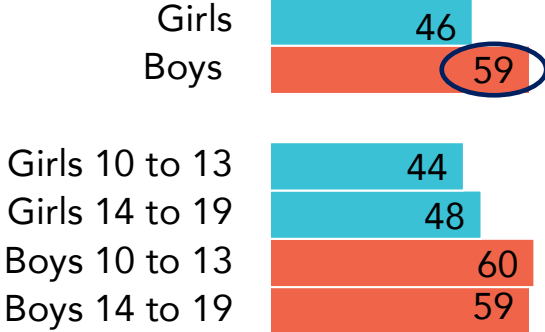
I want there to be equal numbers of men and women who are leaders in work, politics, and life.

% Strongly agree

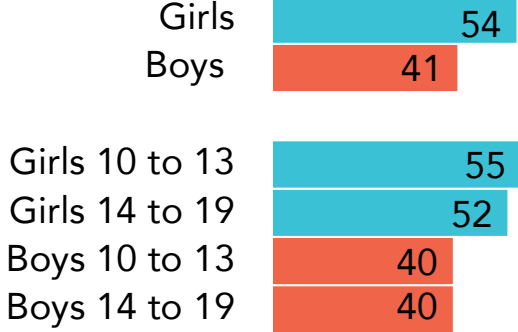


I'm more comfortable with women having traditional roles in society, such as caring for children and family.

% Agree



% Disagree



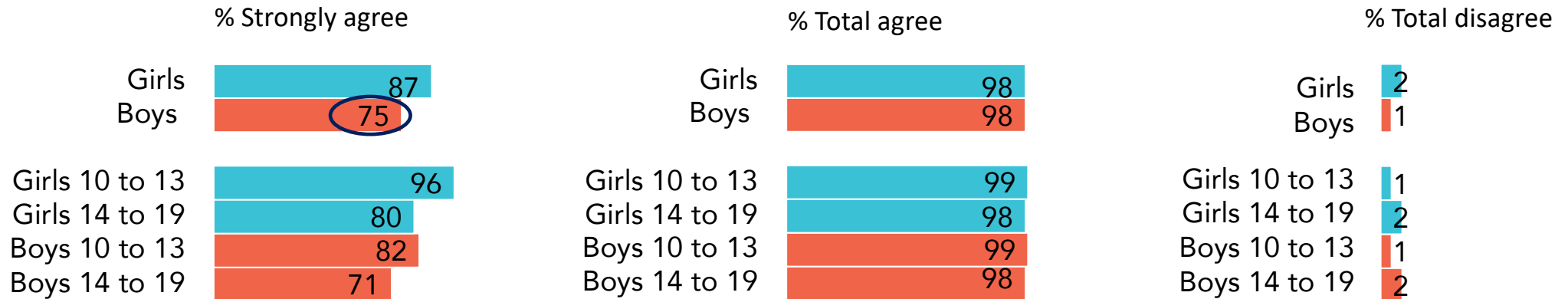
Black respondents (70%) and Latino respondents (65%) are more likely to strongly agree than white respondents (53%).

Note: Unfortunately we do not have large enough sample sizes to break out race and ethnicity by gender.



## Boys are also slightly less certain than girls that men and women should be treated equally.

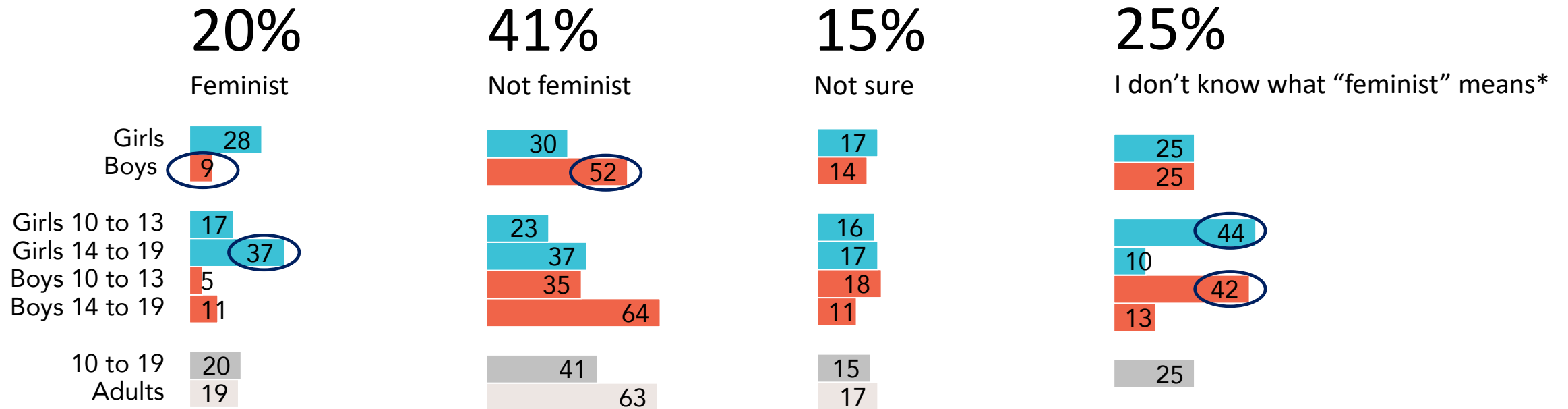
“Men and women should be treated equally.”



23% of boys somewhat agree.


## 1 in 4 adolescents does not know what the term “feminist” means.

Do you consider yourself a feminist, or not?



Adolescents are just as likely to identify as a feminist as adults (if not more likely, given 25% of adolescents do not know what the term means).

\* Not asked in the adult survey.

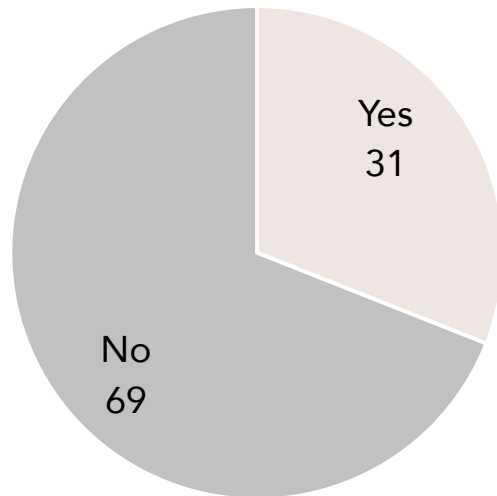
A black and white photograph of three young people walking and laughing on a city street. On the left is a young man with glasses, wearing a denim shirt and shorts, carrying a backpack. In the middle is a young man in a t-shirt and shorts, also with a backpack. On the right is a young woman in a dark top and pants, carrying a backpack. They are all smiling and looking towards each other. The background is a blurred city street with buildings and a railing.

# Perceptions of the State of Gender Equality.

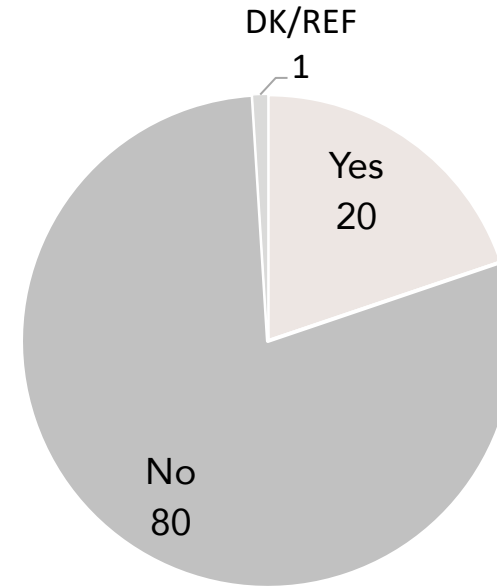
## About 7 in 10 adolescents do not think women have full equality right now.

Do you think there is full equality for women in work, politics, and life right now, or not?

10 to 19 year-olds



Adults

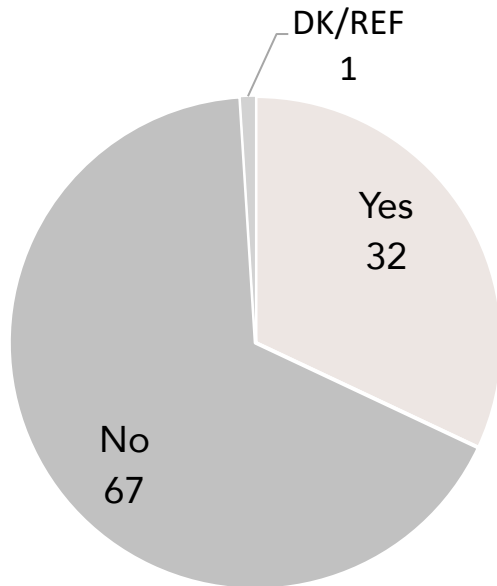


White respondents (36%) are more likely to say there is full equality than Black (26%) or Latino (27%) respondents.

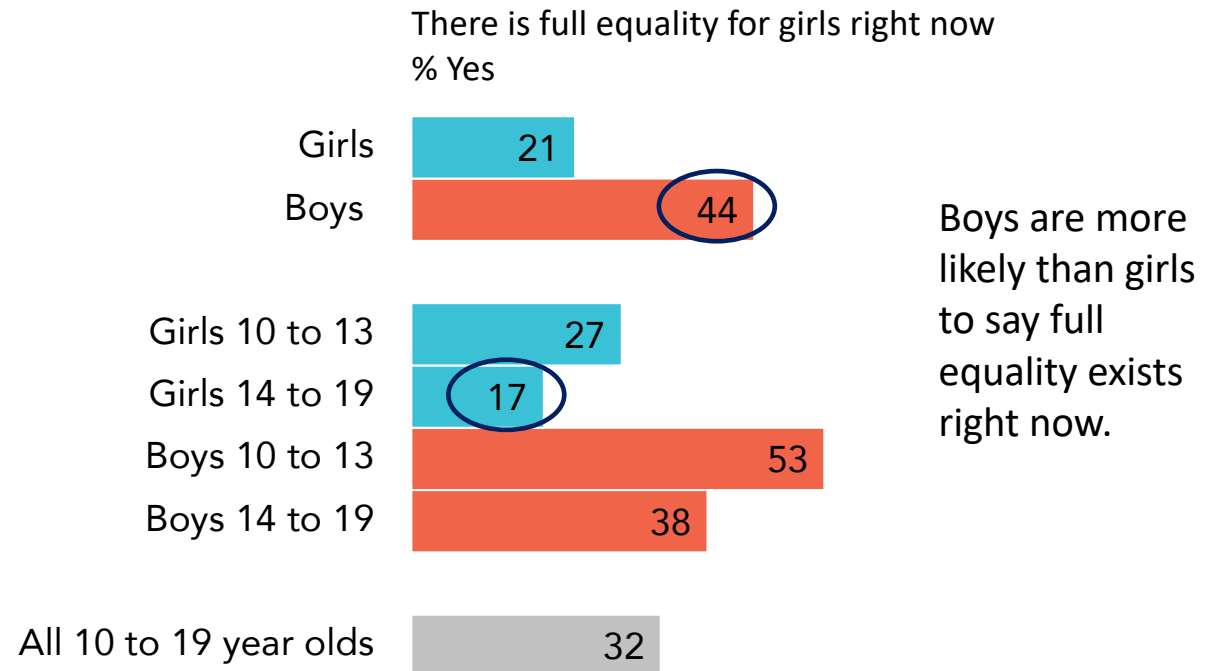
*PerryUndem national survey of n = 1,302 adults,  
December 9 to 27, 2016*

## A similar proportion – 67% – does not think girls have full equality right now.

Do you think there is full equality for girls right now, or not?



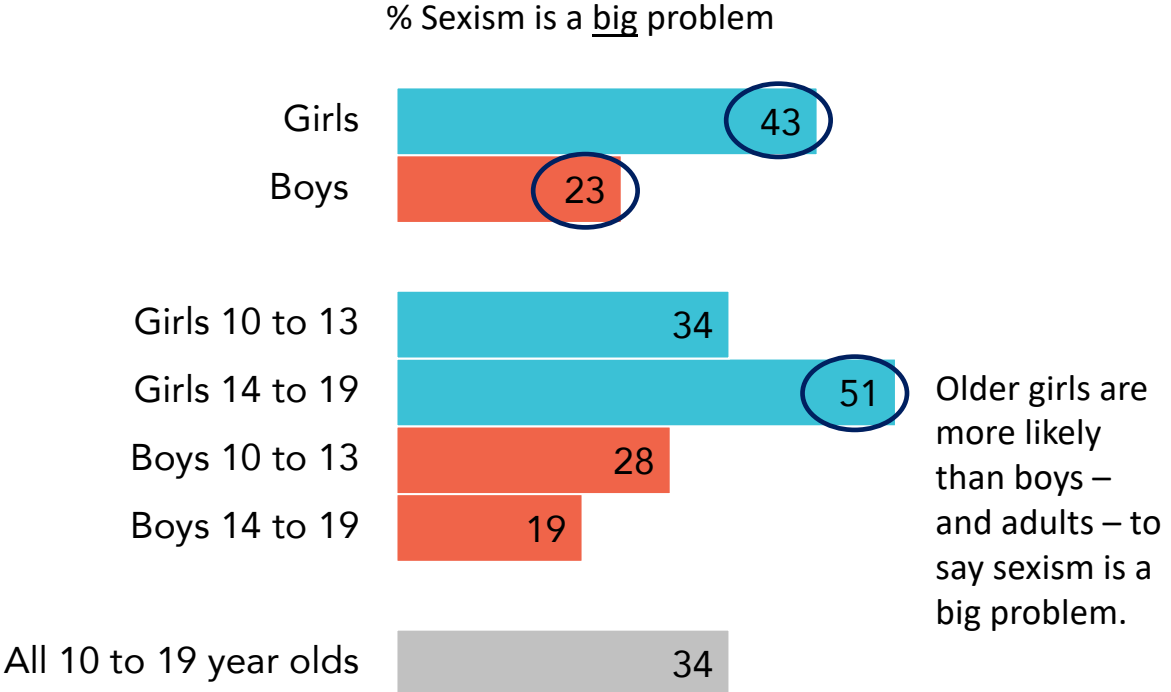
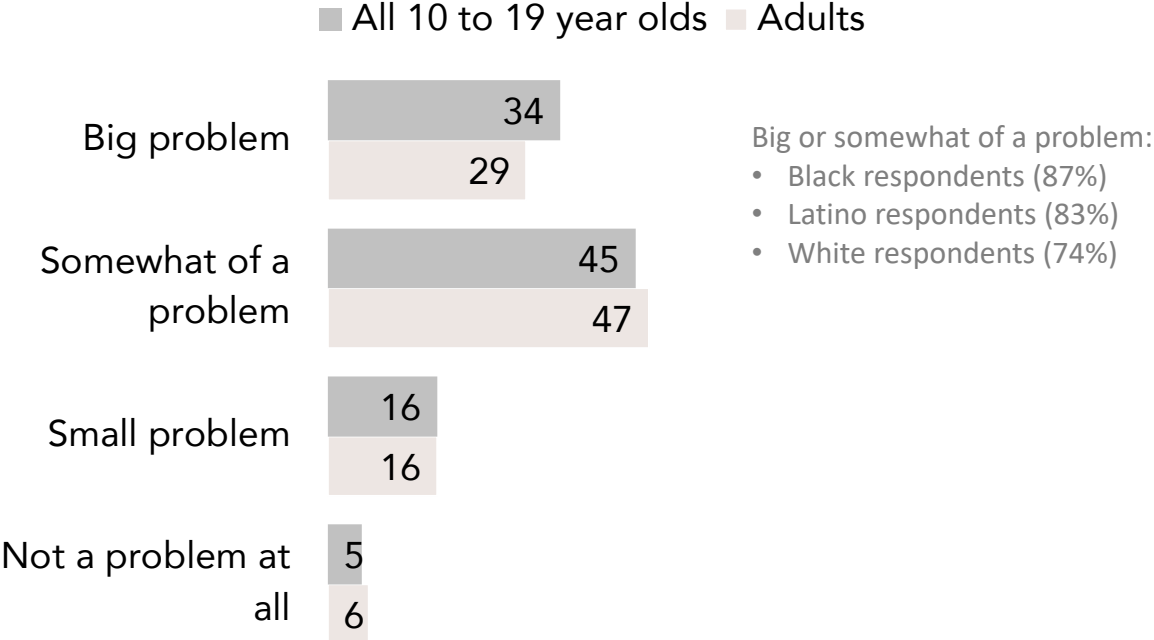
White respondents (35%) are more likely to say there is full equality than Black (28%) or Latino (27%) respondents.



Boys are more likely than girls to say full equality exists right now.

**8 in 10 adolescents perceive sexism as a problem in our society.  
Girls are much more likely than boys to perceive a “big” problem.**

How big of a problem is sexism in our society today?  
(Sexism is when people are treated unfairly because of their sex or gender.) Do you think sexism is a...



*PerryUndem national survey of n = 1,302 adults, December 9 to 27, 2016*

**Pew Research Center recently asked adults what traits people in our society value most in men and women.**

**We asked adolescents similar questions about boys and girls...**

**Honesty tops list of traits that people say society values most in men; physical attractiveness top trait for women**

*What traits or characteristics do you think people in our society ... [OPEN-END]*

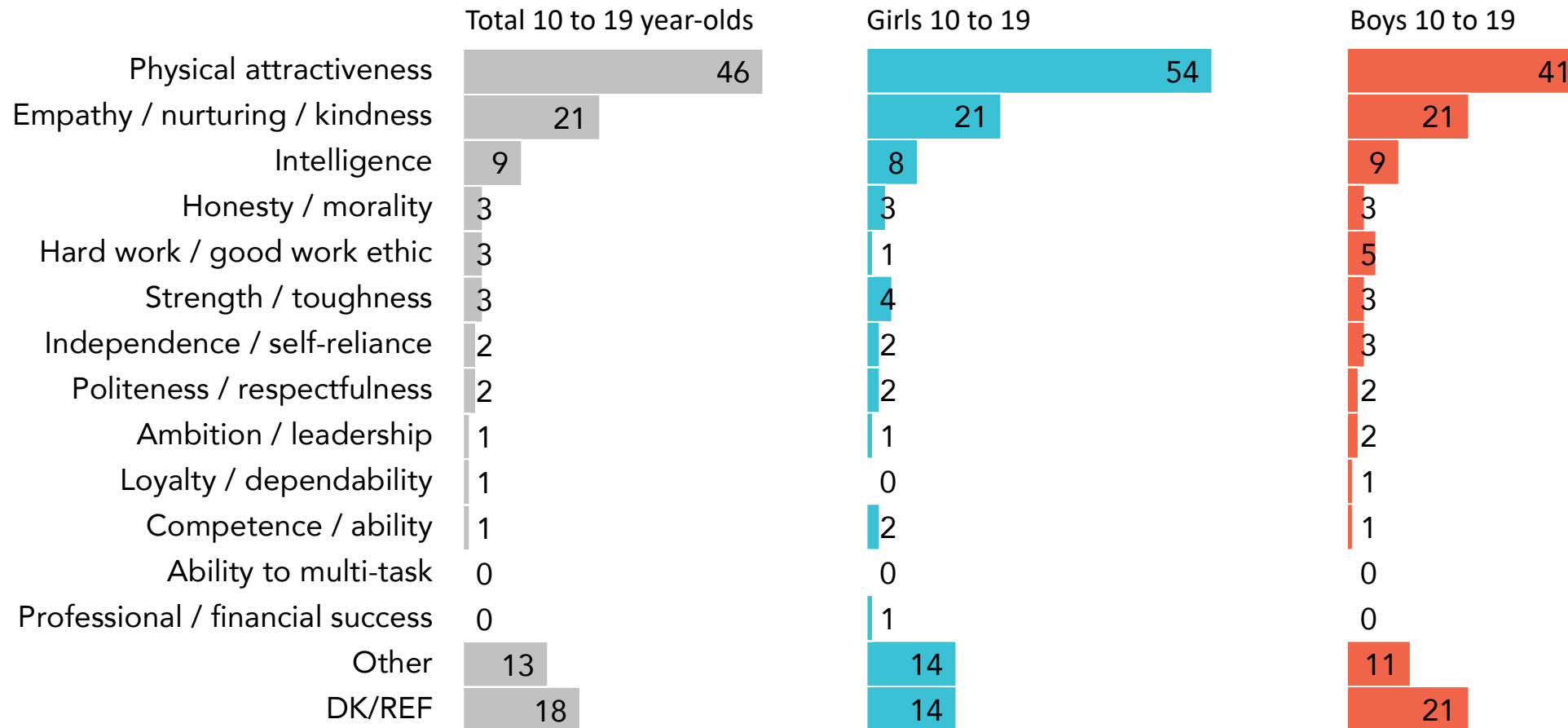
Value most in men	Value most in women
33% Honesty/Morality	35% Physical attractiveness
23% Professional/Financial success	30% Empathy/Nurturing/Kindness
19% Ambition/Leadership	22% Intelligence
19% Strength/Toughness	14% Honesty/Morality
18% Hard work/Good work ethic	9% Ambition/Leadership
11% Physical attractiveness	9% Hard work/Good work ethic
11% Empathy/Nurturing/Kindness	8% Professional/Financial success
9% Loyalty/Dependability	7% Loyalty/Dependability
8% Intelligence	7% Competence/Ability
5% Being family-oriented	6% Independence/Self-reliance
5% Politeness/Respectfulness	5% Strength/Toughness
	5% Politeness/Respectfulness
	5% Ability to multitask

Note: Only traits or categories cited by at least 5% of respondents shown. Respondents were allowed to mention up to three traits or characteristics for each question. Source: Survey of U.S. adults conducted Aug. 8-21 and Sept. 14-28, 2017. "On Gender Differences, No Consensus on Nature vs. Nurture"

PEW RESEARCH CENTER

## The top trait adolescents say our society values in girls is physical attractiveness.

What traits or characteristics do you think people in our society value most in girls? (Open-ended question)



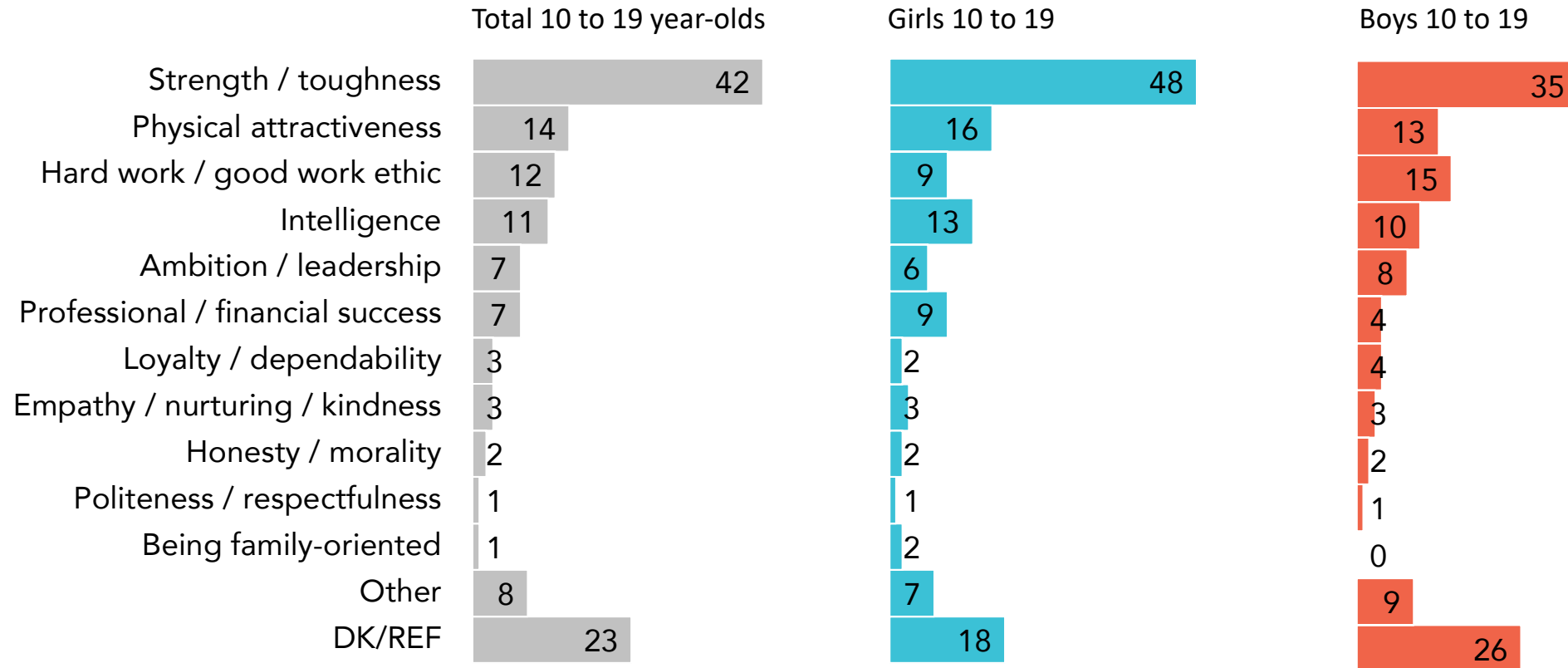
Base n = 503 girls

Base n = 498 boys



## The top trait adolescents say society values in boys is strength / toughness.

What traits or characteristics do you think people in our society value most in boys? (Open-ended question)



Base n = 503 girls

Base n = 498 boys

**Adults also see physical attractiveness as the most valued trait in women.**

Adults are less likely than adolescents to see strength / toughness as a top trait expected of men.

**Honesty tops list of traits that people say society values most in men; physical attractiveness top trait for women**

*What traits or characteristics do you think people in our society ... [OPEN-END]*

Value most in men	Value most in women
33% Honesty/Morality	35% Physical attractiveness
23% Professional/Financial success	30% Empathy/Nurturing/Kindness
19% Ambition/Leadership	22% Intelligence
19% Strength/Toughness	14% Honesty/Morality
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8% Intelligence	7% Competence/Ability
5% Being family-oriented	6% Independence/Self-reliance
5% Politeness/Respectfulness	5% Strength/Toughness
	5% Politeness/Respectfulness
	5% Ability to multitask

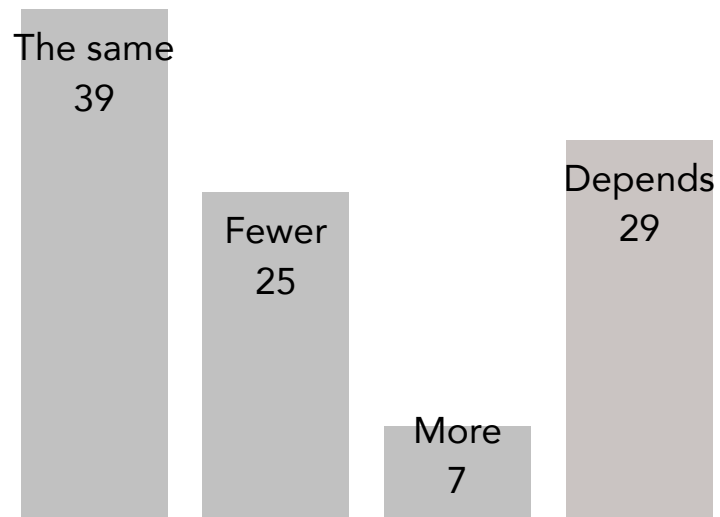
Note: Only traits or categories cited by at least 5% of respondents shown. Respondents were allowed to mention up to three traits or characteristics for each question. Source: Survey of U.S. adults conducted Aug. 8-21 and Sept. 14-28, 2017. "On Gender Differences, No Consensus on Nature vs. Nurture"

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## 3 in 10 girls see fewer opportunities at school for them than boys.

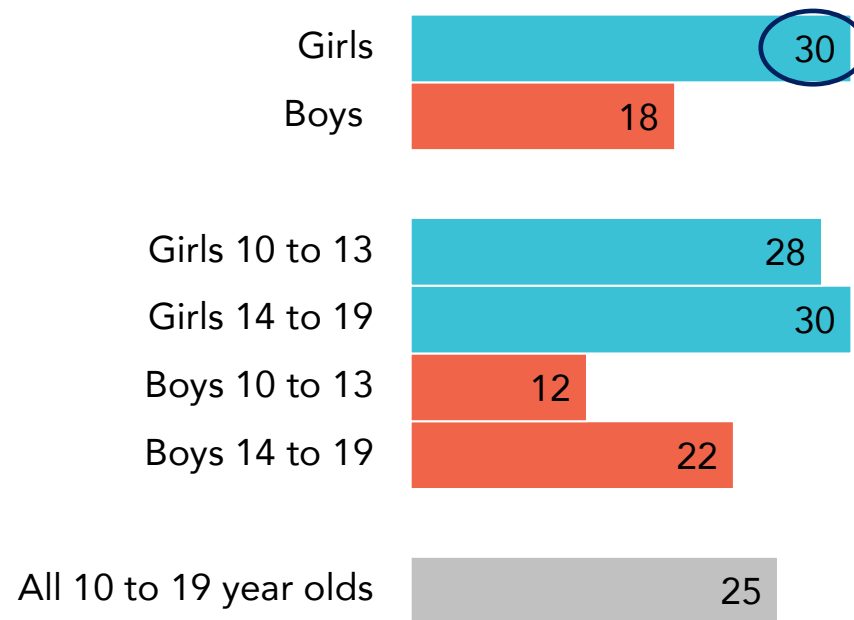
In school, do you think that girls have more, fewer, or the same opportunities as boys?

Girls have \_\_\_ opportunities as / than boys



10 to 19 year-olds

% Say girls have fewer opportunities than boys



**In an open-ended question, respondents give examples of boys having opportunities that girls do not.**

Unequal sports opportunities is the most common theme.

Can you give an example of boys having opportunities that girls do not have? (Open-ended question).

*Being the president.*

*Better job offers.*

*Better paying jobs.*

*The glass ceiling.*

*Boys are looked up to lead more. They have more sports opportunities.*

*Boys being able to play on certain sports teams while girls cannot.*

*Boys have more sports than girls which means more scholarships.*

*They have far more athletic opportunities and they are given more opportunities for leadership programs.*

*At our basketball games, the national anthem is played for the boy's games but not the girl's games. Also, they call it "men's basketball" and "girl's basketball" instead of "women's basketball." That doesn't seem fair.*

*School is more willing to give money to the football team for new shoes than funding the girl's softball team going to [the] state championships. The girls had to fundraise for their trip while the boys have never had to fundraise.*

*Football teachers pass boys [who play] in sports so they can play. Boy Scouts, not all areas have Girl Scouts.*

*Boys are mostly team captain[s] in activities.*

*If you want to try out for a sport team at school I feel like they pick boys before girls because they feel like boys are tougher and girls are weaker. Which is totally unfair.*

*Boys are able to play basketball freely but there are no co-ed or girls' basketball teams.*

*Boys can play all sports, girls can't.*

*Boys can play football but when a girl ask[s] they laugh at her. Even the coach doesn't care.*

*Boys are expected to be better at STEM issues and are pushed more to those fields than girls.*

*[Boys are] chosen to be leaders more often.*

*People listen to [boys] more.*

*Being more liked in gym class. Teachers tend to call on boys more than girls in classes in school.*

*I want to be an engineer and in my school I had to fight to get into the class with all boys.*

*Girls are not expected to want to do the masculine things; therefore they are not offered jobs like mechanics.*

*If a girl disrespects a teacher she gets sent home. If a boy does they just say 'think about if this was your mother.'*

*Boys do sexual stuff & are labeled "The Man." Girls do sexual stuff & are labeled a "whore." Authority figures look down on the girl[s] in school & they just look the other way for boys.*

*Boys don't have to dress a certain way to be respected.*

*[Boys can] dress how they want.*

*Sometimes my teachers will ask for the boys in my class to help them lift something and when I volunteer to help they tell me I'm not strong enough and make me feel useless and talk to me as if I'm weak and incompetent. Also, SHOULDERS? WHY CAN BOYS SHOW THEM BUT GIRLS CAN'T. DRESS CODE IS DUMB AS F\*\*K.*

*They're allowed to wear more things than girls and are allowed to show shoulders at work/school.*

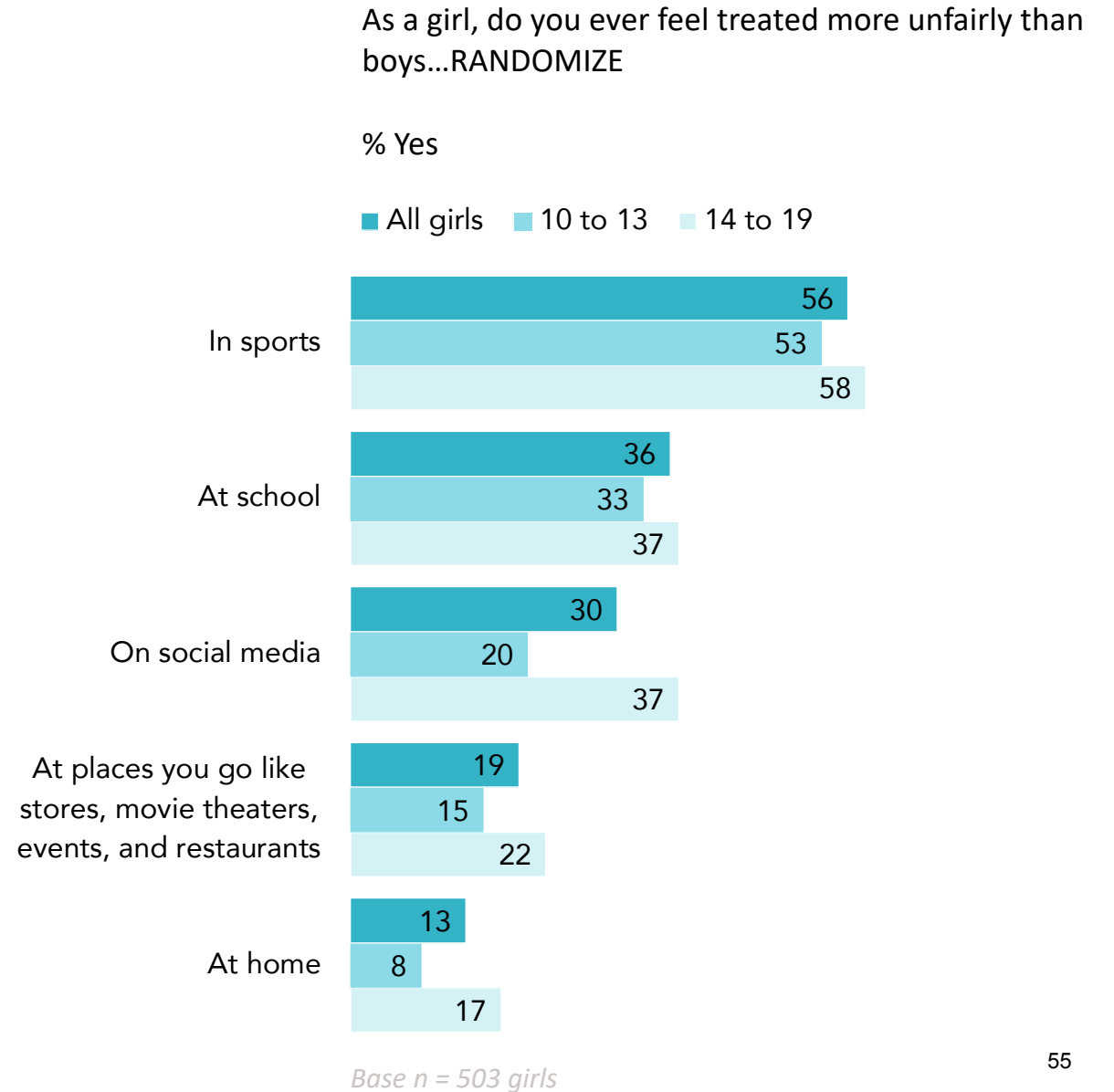
*Wearing clothing considered to be a violation of the dress code for girls, handling tasks that require strength, not being reprimanded as much for the way they speak.*

*When running in track, guys can run with their shirts off but girls can't even wear tank tops.*

*Boys are allowed to go out more freely than girls.*

*The ability to walk at night and not fear rape.*

**Girls are most likely to feel treated unfairly compared to boys in sports, school, and social media.**

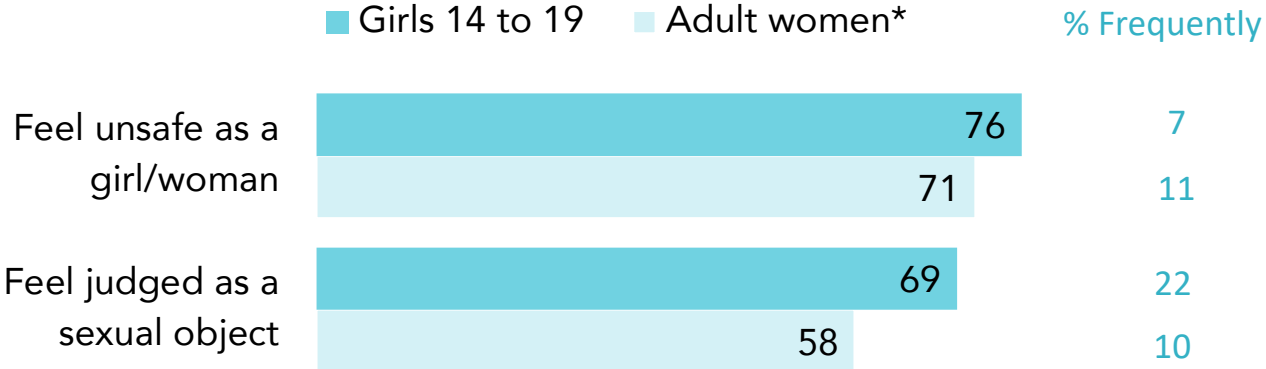


# Most girls experience feelings of unsafety and feeling judged as a sexual object.

Teen girls are more likely than adult women to feel judged as a sexual object.

As a girl, how often in your daily life do you...

% At least once in awhile



Base n = 316 girls 14 to 19  
 Base n = 697 women 18 and older

\*PerryUndem national survey of n = 1,302 adults, December 9 to 27, 2016

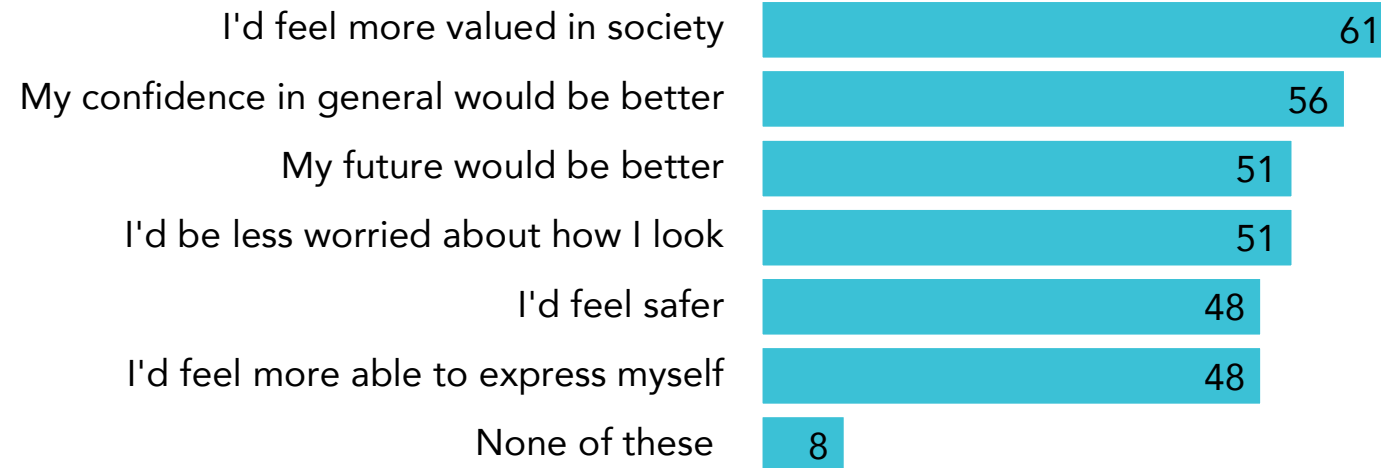


## If boys and girls were treated equally...

Let's say boys and girls were treated equally in every way.  
Would any of these things be better?

% Yes

■ Girls 14 to 19



*Base n = 316 girls 14 to 19*

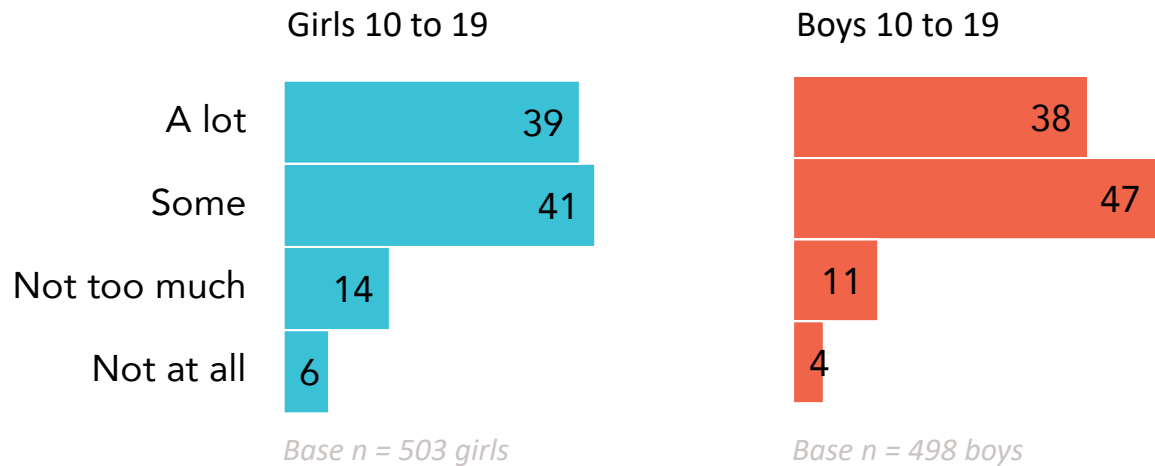
Asked only among girls 14 to 19 who do not think there is full equality for girls right now. Above percentages are calculated based on all girls 14 to 19.



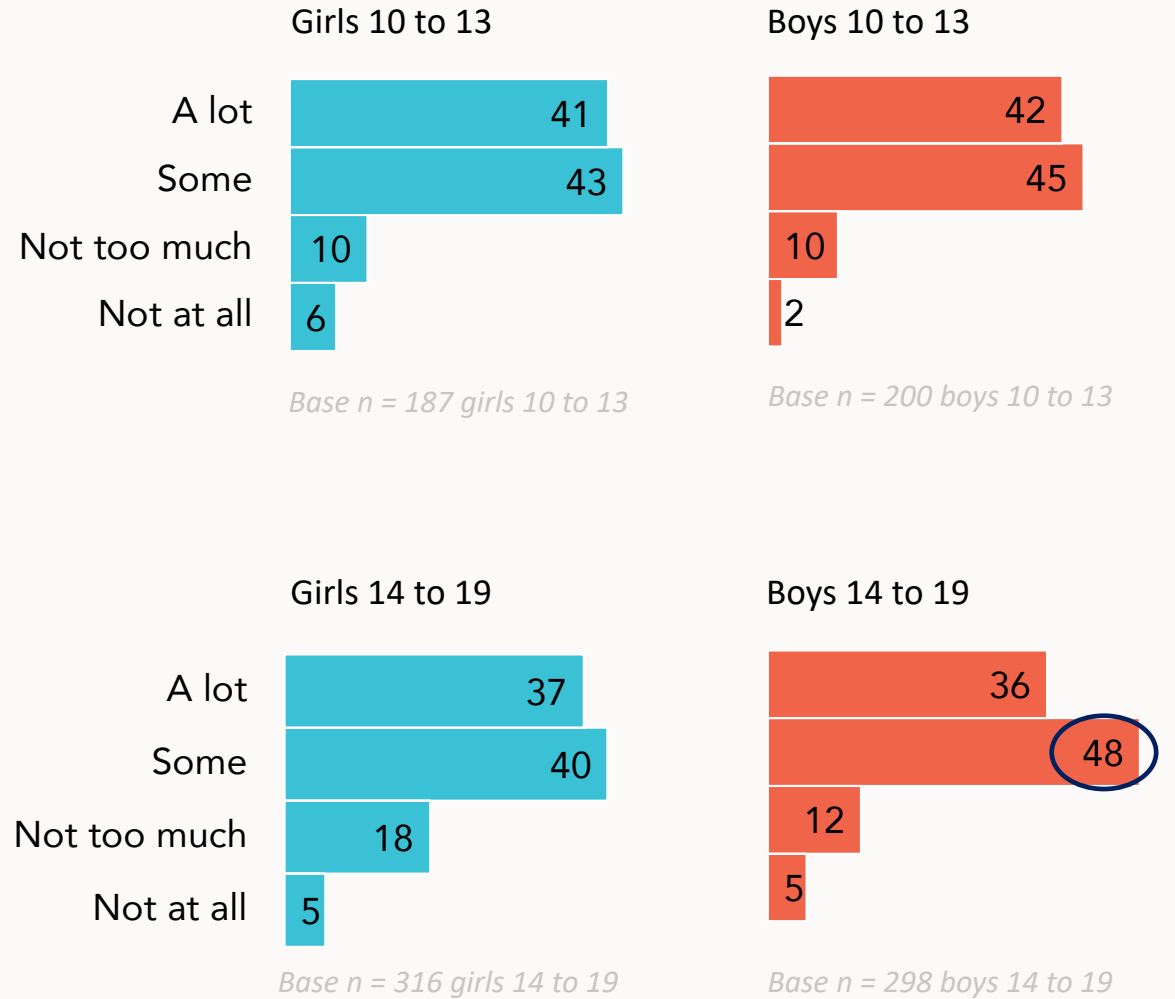
**STEM, Future  
Goals, +  
Leadership.**

## Girls and boys like science in fairly equal proportions.

How much do you like science as a subject or class at school?

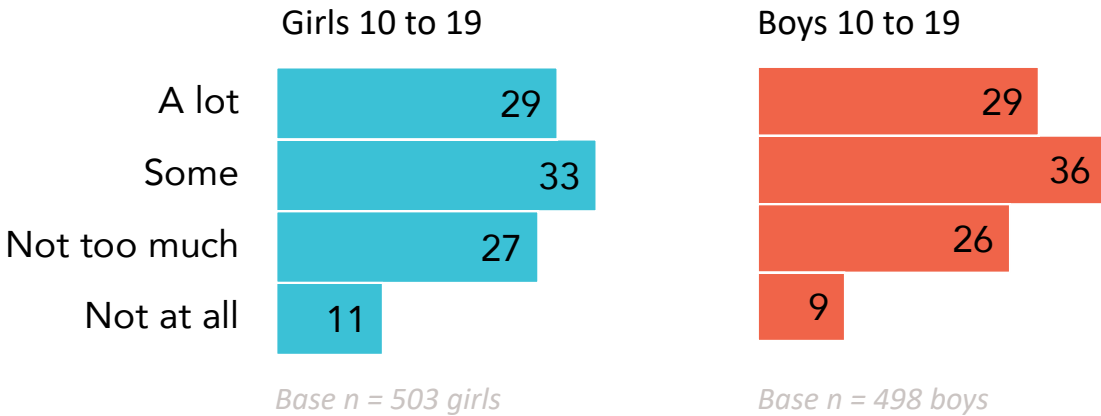


White respondents are more likely than others to like science “a lot” (40% v. 33% of Black and 32% of Latino respondents).

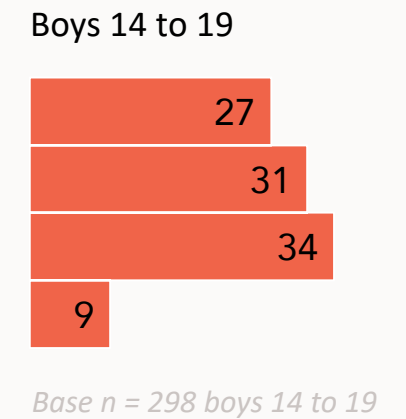
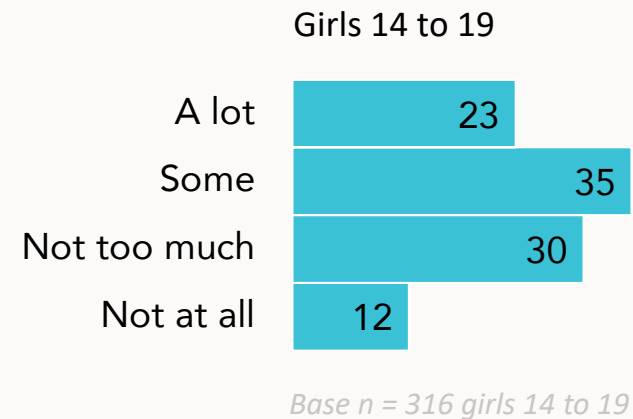
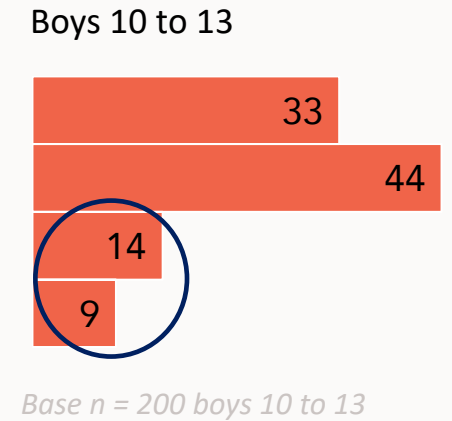
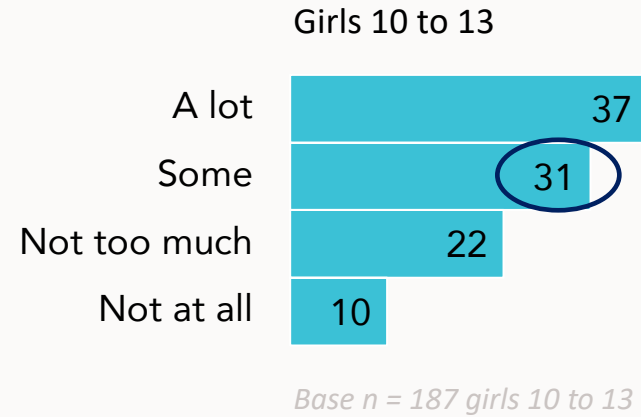


## Girls and boys like math in fairly equal proportions.

How much do you like math as a subject or class at school?



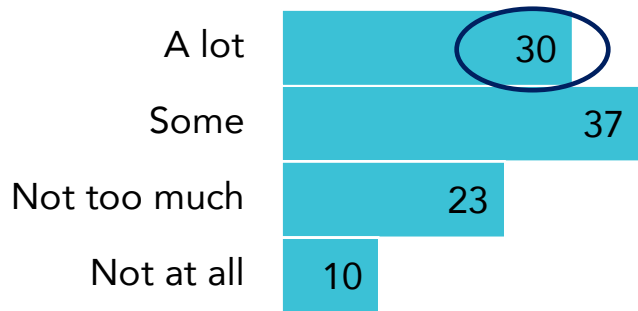
White respondents are more likely than others to like math “a lot” (30% v. 23% of Black and 22% of Latino respondents).



## More girls than boys like English.

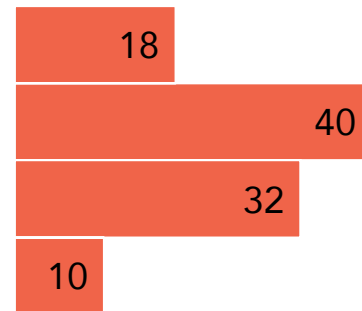
How much do you like English or language arts as a subject or class at school?

Girls 10 to 19



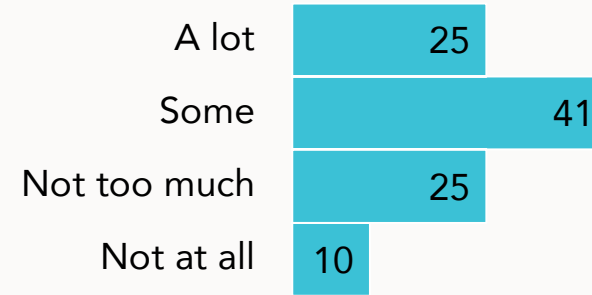
Base n = 503 girls

Boys 10 to 19



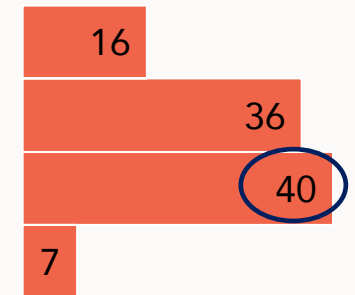
Base n = 498 boys

Girls 10 to 13



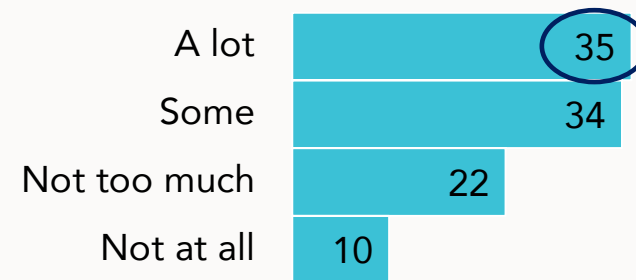
Base n = 187 girls 10 to 13

Boys 10 to 13



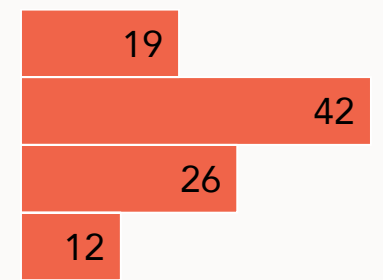
Base n = 200 boys 10 to 13

Girls 14 to 19



Base n = 316 girls 14 to 19

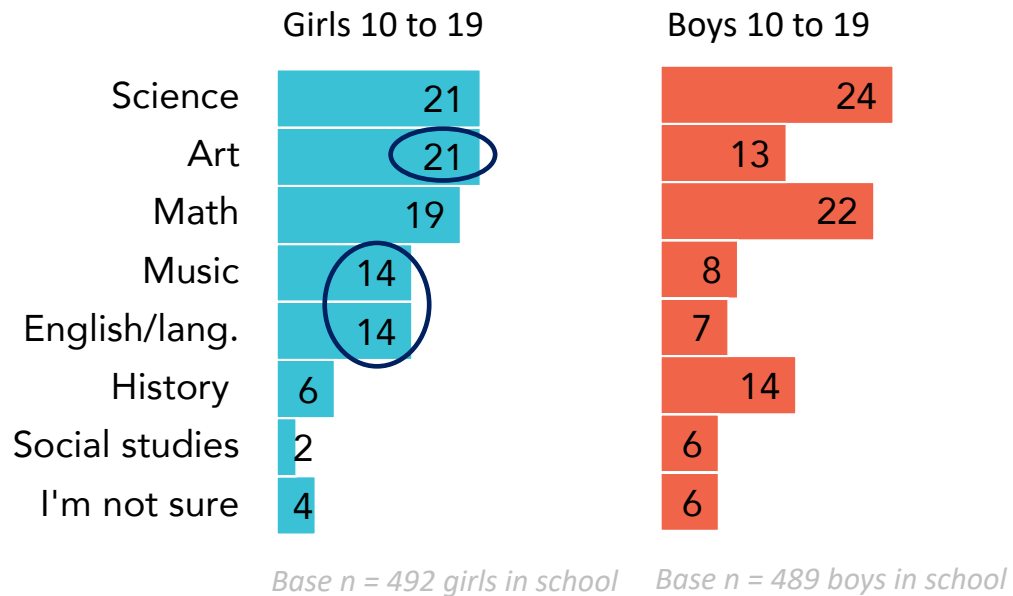
Boys 14 to 19



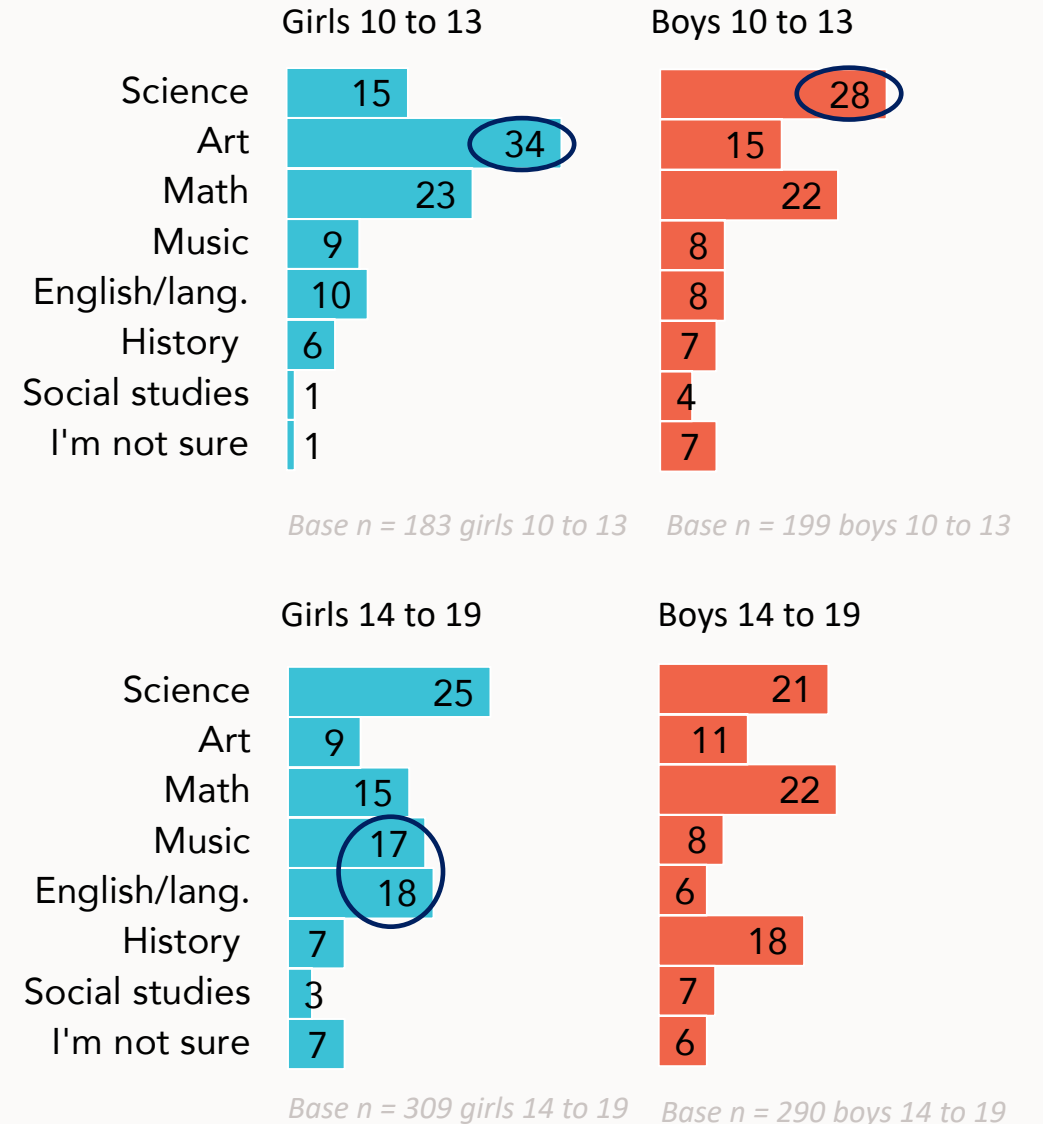
Base n = 298 boys 14 to 19

## Favorite subjects vary.

Out of these subjects at school, which one is your favorite?

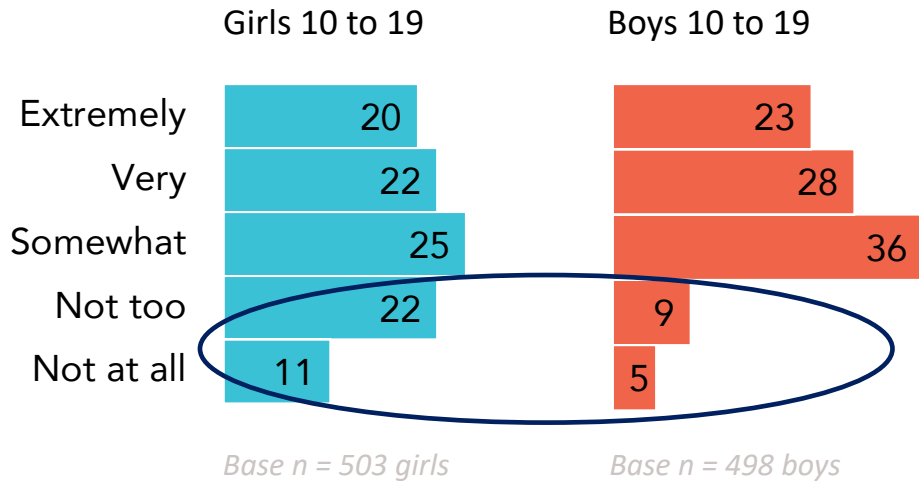


Latino respondents less likely than white respondents to say their favorite subject is math (13% v. 22%; 18% of Black respondents).

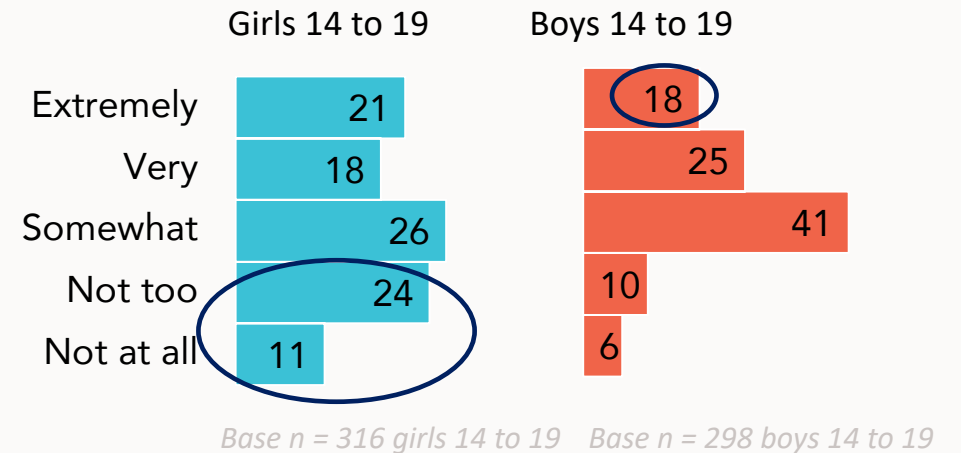
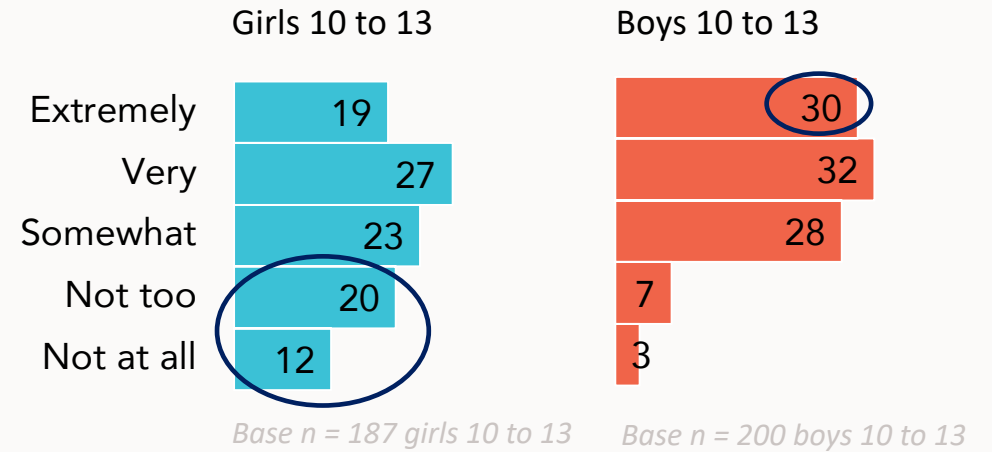


## We see a gender gap, and an age gap among boys, in STEM career interest.

Even if it's a long ways away, how interested are you in a job someday that deals with science, technology, math, or engineering? (Engineering is about building or designing things.)

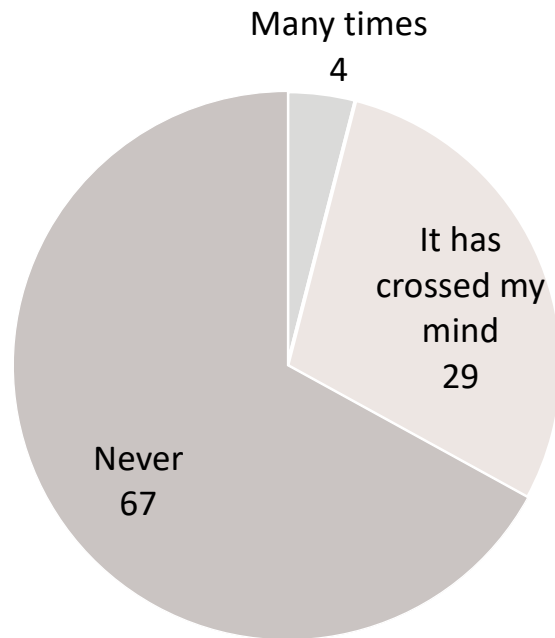


Half of white respondents (48%) are extremely or very interested in a STEM job, compared to 33% of Latino and 42% of Black respondents.

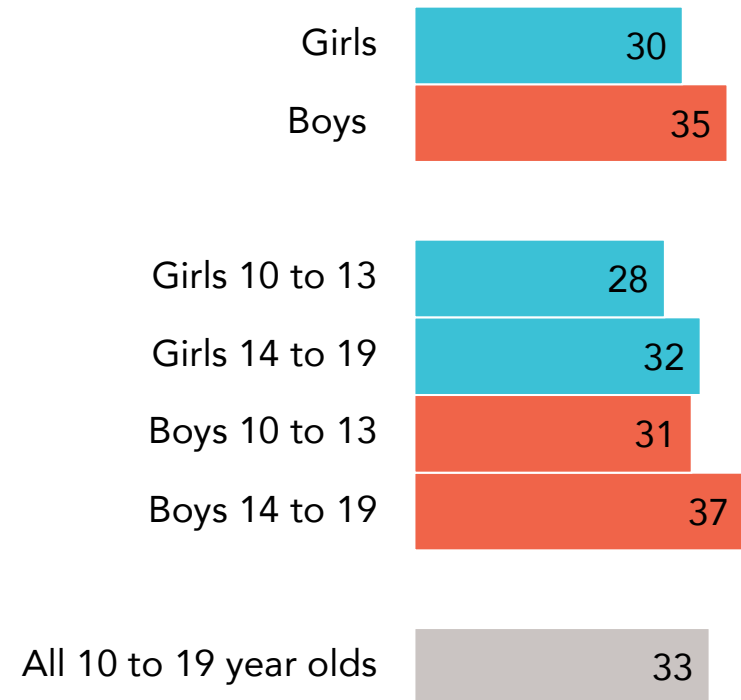


## Girls are about as likely as boys to consider political leadership when they get older.

Have you ever thought that, when you are older, you might want to be a politician?



% Has crossed mind / many times





## **Girls and boys have similar priorities for life goals.**

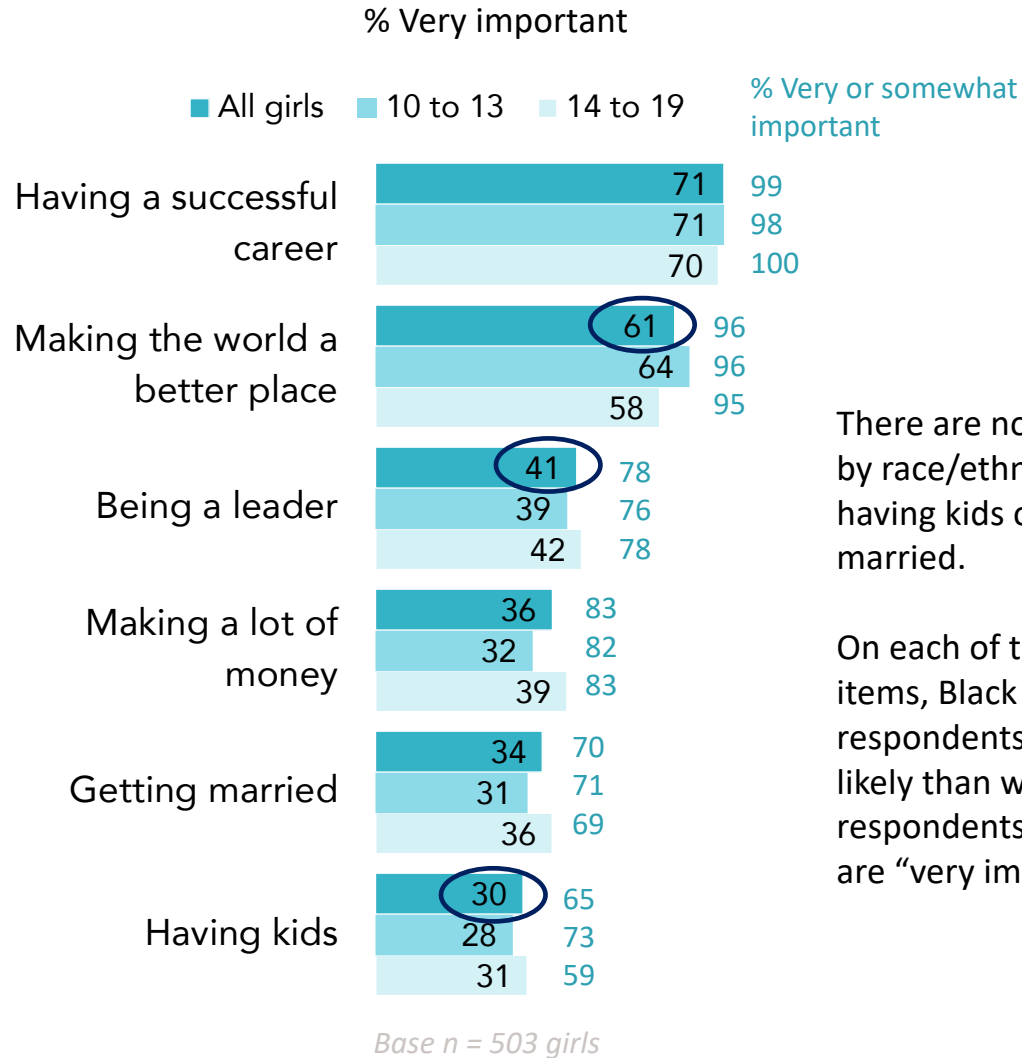
The most common life goal for both boys and girls is to have a successful career, followed by making the world a better place.

Girls, particularly ages 14 to 19, are slightly more likely than boys to say a very important goal is to be a leader.

Younger boys are more likely than younger girls to say making a lot of money is very important.

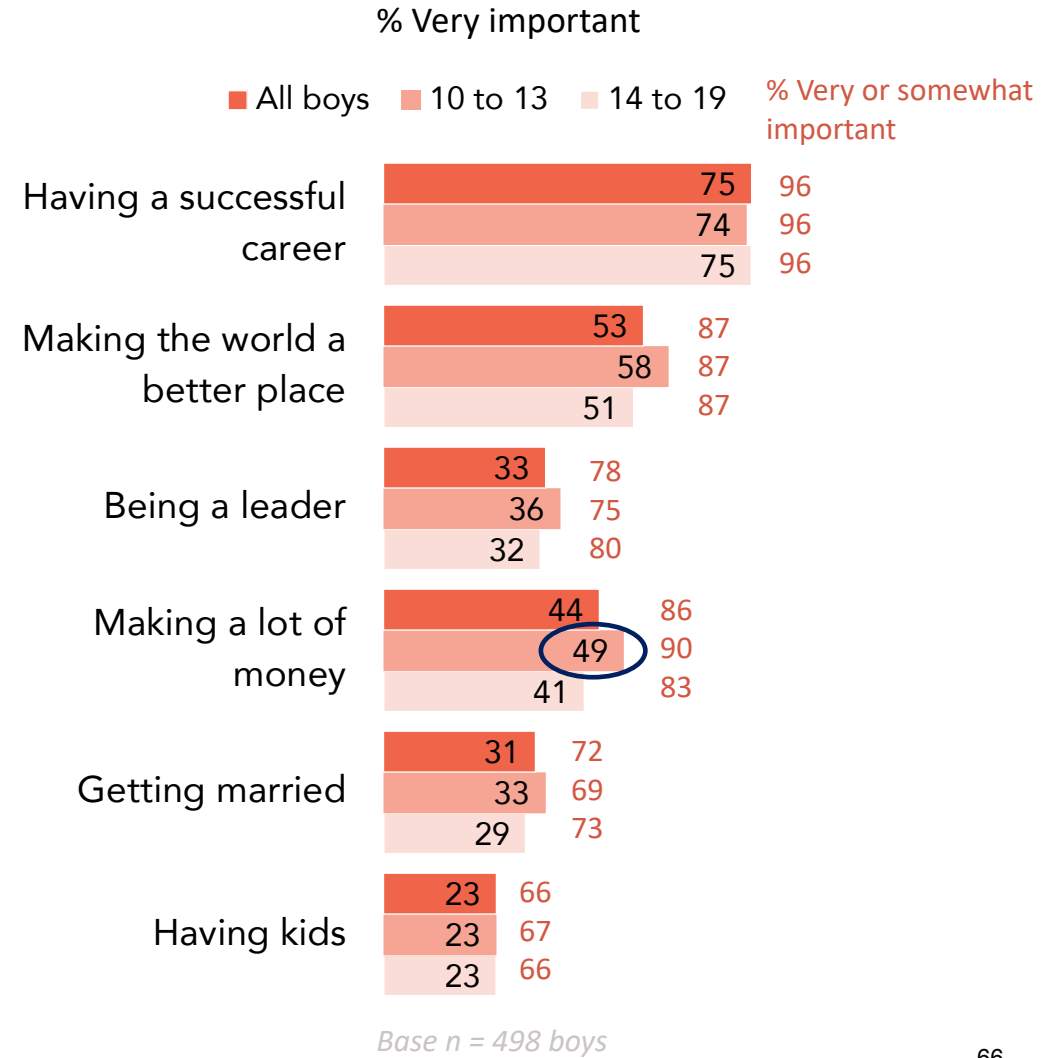
There are few differences between boys and girls in terms of marriage as a goal. Girls are slightly more likely to say having children is a life goal.

## How important is each of these goals for your life?



There are no differences by race/ethnicity on having kids or getting married.

On each of the other items, Black and Latino respondents are more likely than white respondents to say these are "very important."



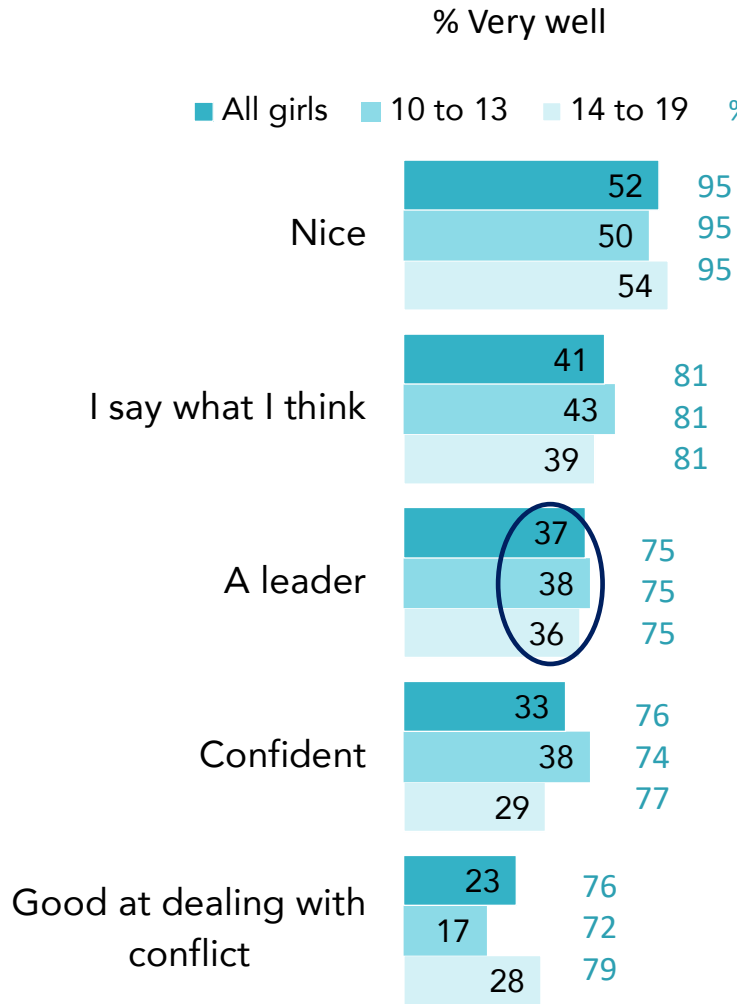
## **Girls are slightly more likely than boys to describe themselves as leaders.**

Thirty-seven percent of girls say “a leader” describes them “very well” compared to 28% of boys.

## **Confidence is lower in later teen years.**

Confidence appears to decrease with age, while feeling good at “dealing with conflict” increases in later teen years.

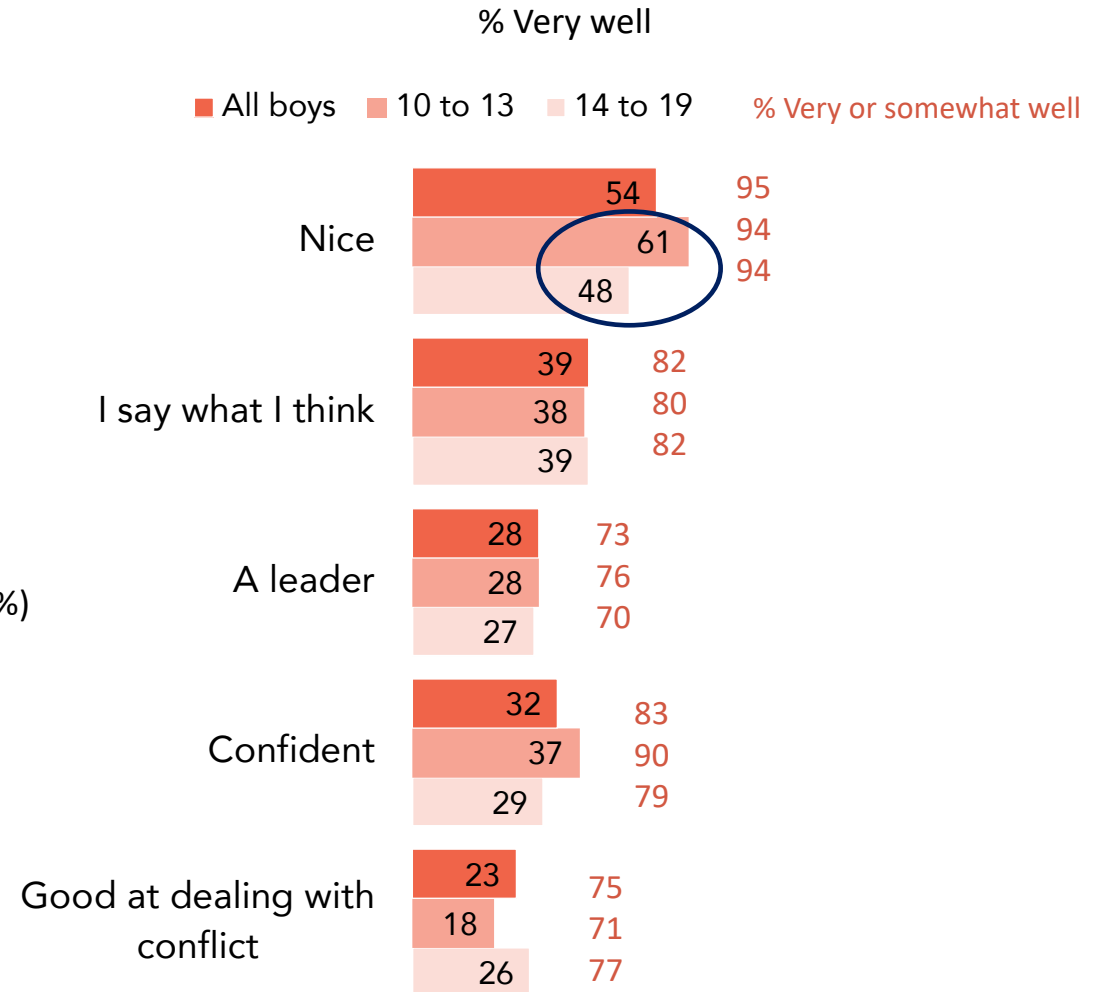
## How well does each of these describe you personally?



Base n = 503 girls

Black respondents are more likely than others to describe themselves as each of these things:

- Nice (61% very well)
- I say what I think (52%)
- A leader (49%)
- Confident (47%)
- Good at dealing with conflict (40%)



Base n = 498 boys

Pressures.



**Adolescents are facing many pressures – particularly around getting good grades and focusing on others’ emotional and mental needs.**

Eighty-seven percent of adolescents say they feel a lot (65%) or some (22%) pressure to get good grades.

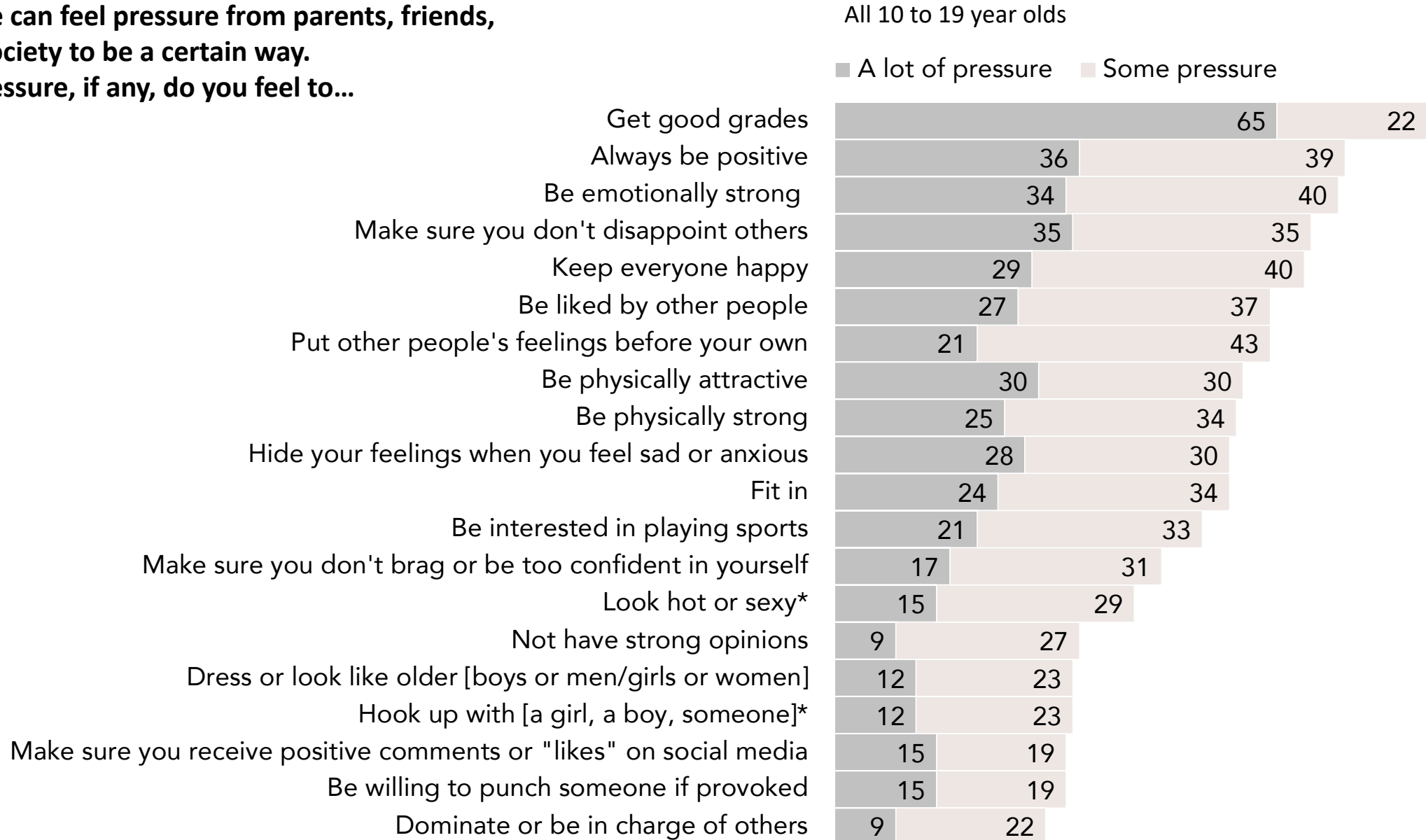
A majority of respondents also say they face pressure to always be positive, be emotionally strong, not to disappoint others, keep everyone happy, be liked by others, and put others’ feelings before their own.

There are gender differences. Girls, especially older teens, are more likely to report feeling pressure to manage other people’s emotions, feeling pressure to be physically attractive, not to brag or be too confident, and get positive feedback on social media.

Boys are more likely to feel pressure to be physically strong, be willing to throw a punch if provoked, be interested in sports, dominate others, and “hook up with” a girl.

**Sometimes we can feel pressure from parents, friends, teachers, or society to be a certain way.**

**How much pressure, if any, do you feel to...**



\*Base n = 618 14 to 19

## More girls in later teen years report facing these pressures.

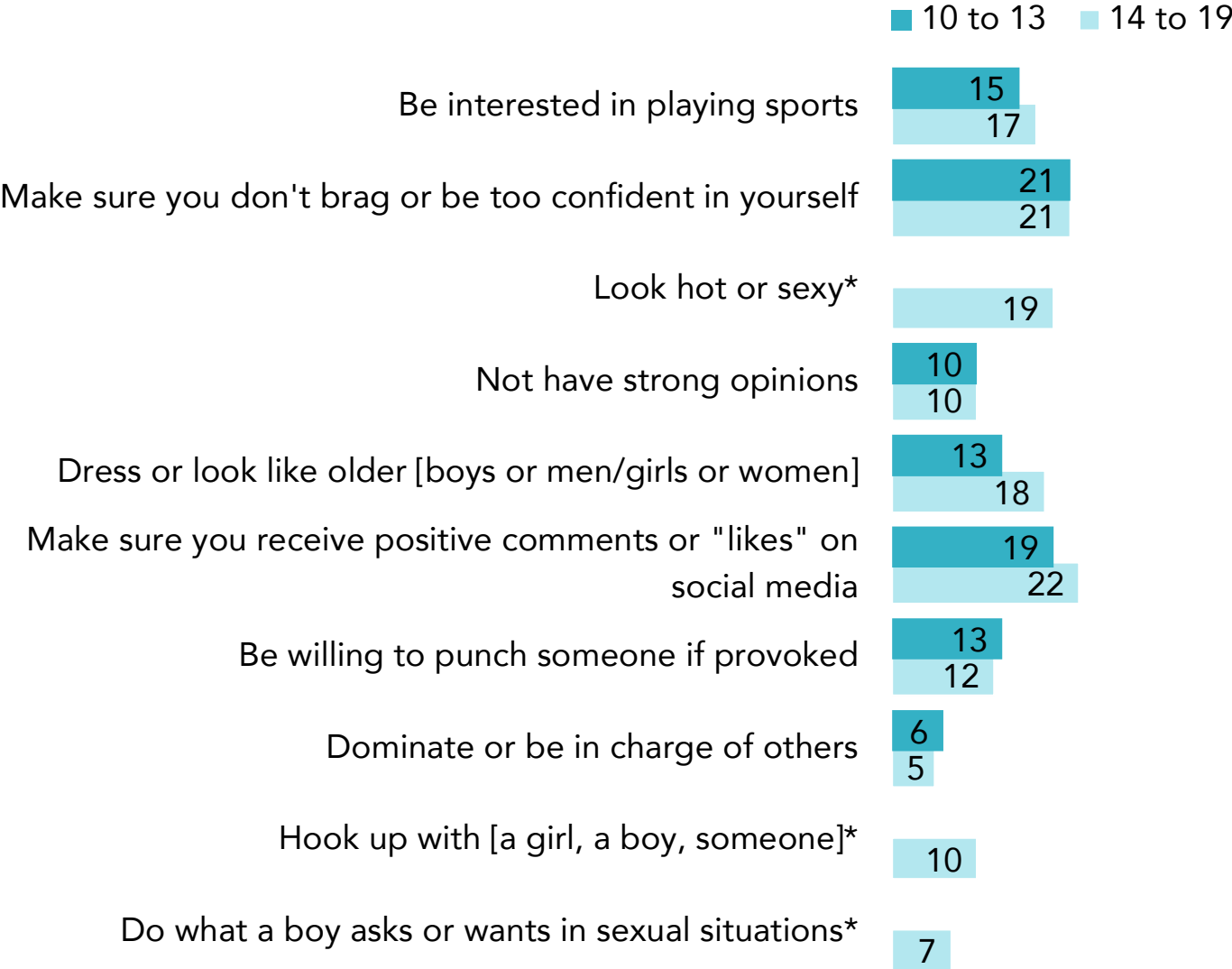
The pressure to be physically attractive, keep everyone happy, and hide one's feelings are much more prevalent among older respondents.



Base n = 187 10 to 13, n = 316 14 to 19



**% Girls who feel "a lot" of pressure**



Base n = 187 10 to 13, n = 316 14 to 19

\* Only asked of 14 to 19

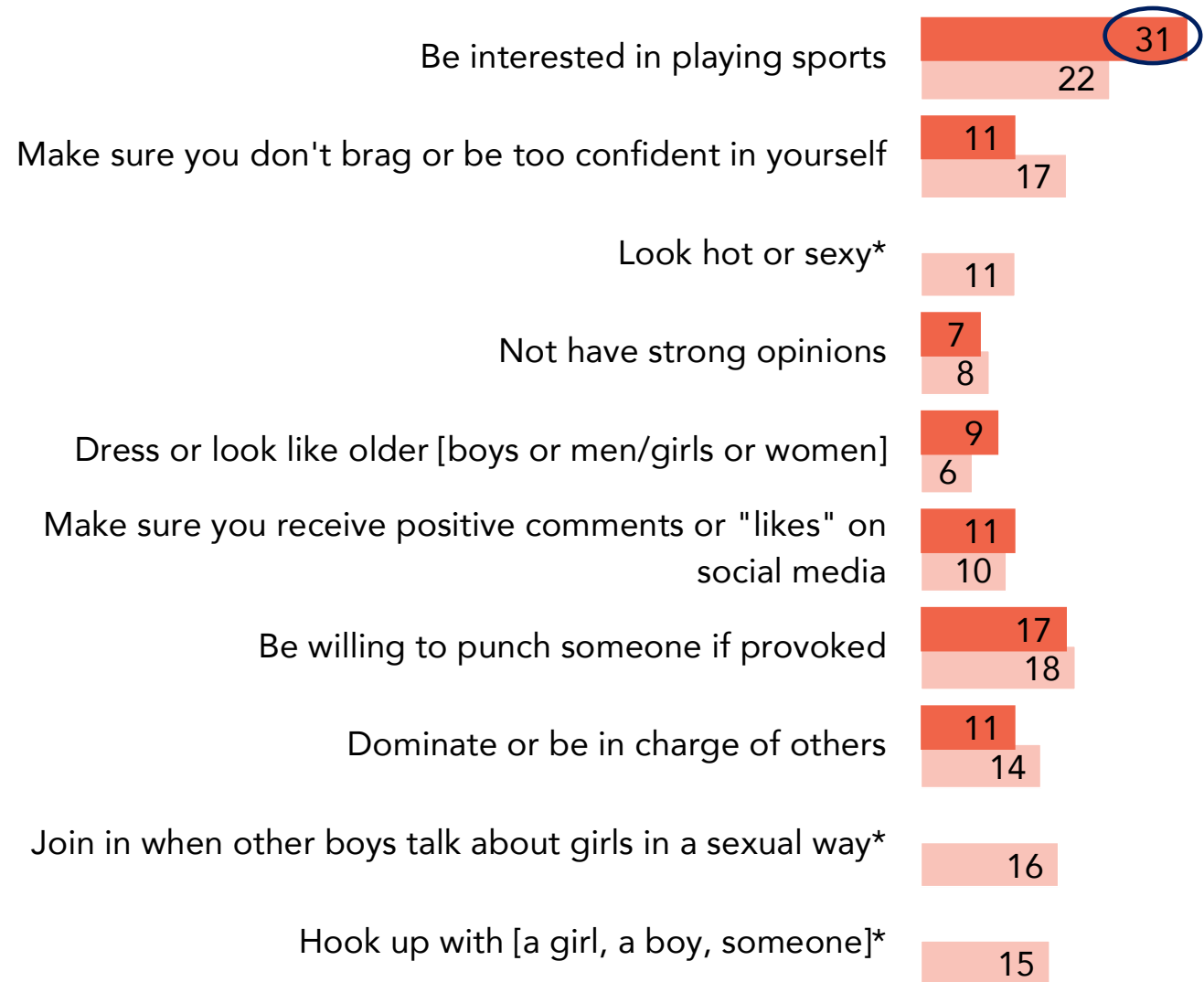
**Older teen boys are also more likely than younger boys to face some of these pressures.**



Base n = 200 10 to 13, n = 298 14 to 19

**% Boys feel "a lot" of pressure**

■ 10 to 13 ■ 14 to 19

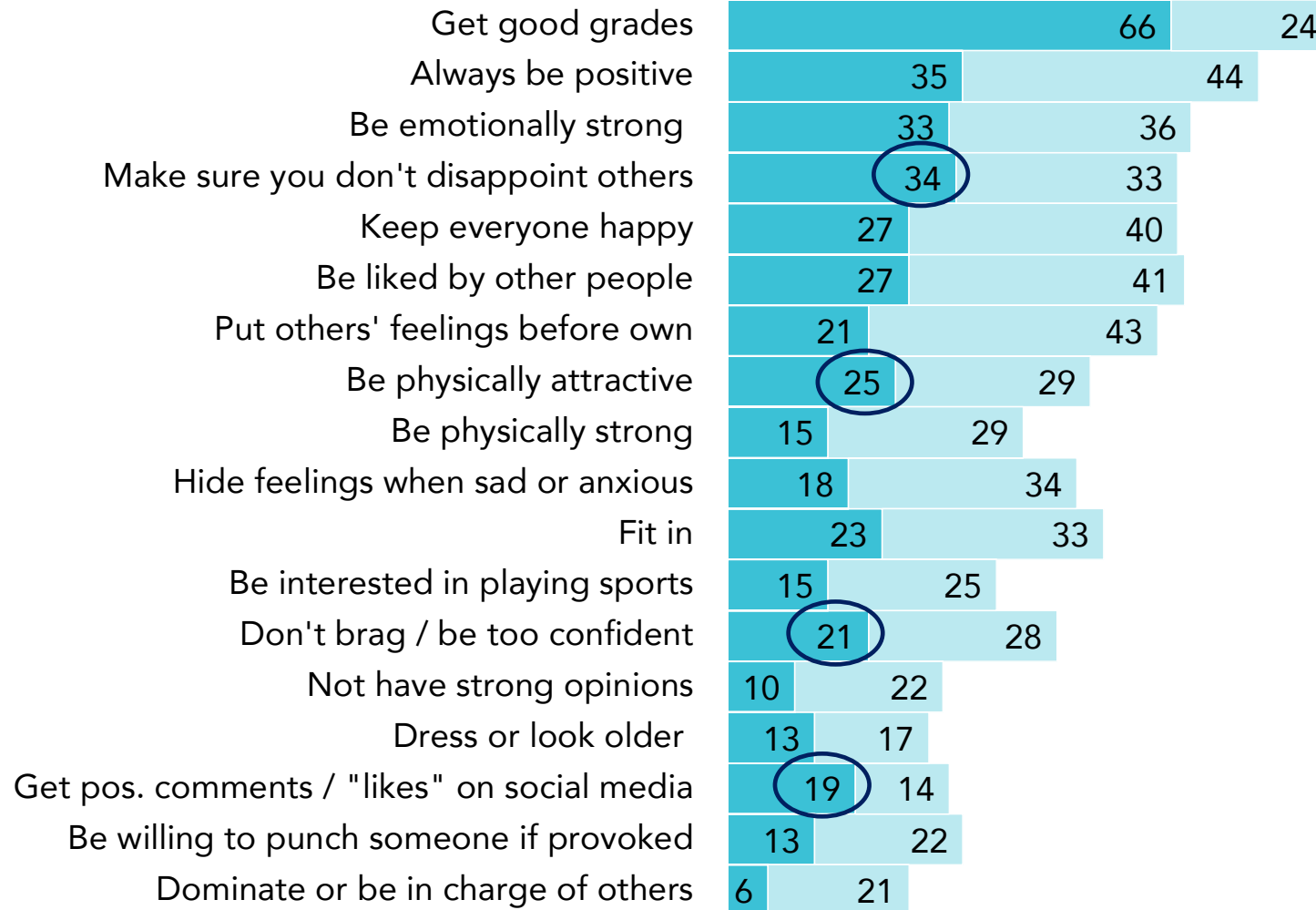


Base n = 200 10 to 13, n = 298 14 to 19

\* Only asked of 14 to 19

### Girls 10 to 13

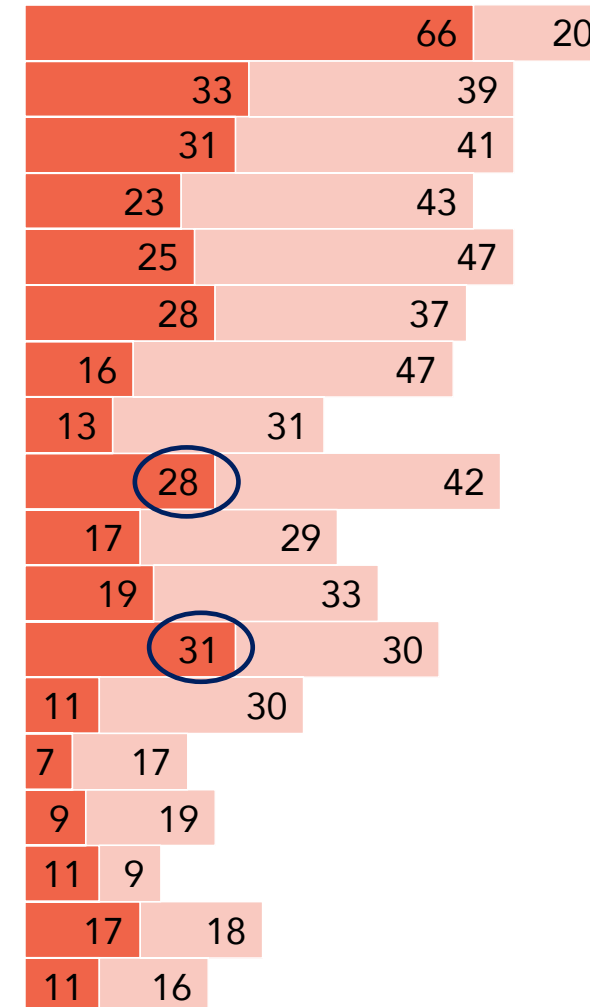
■ A lot ■ Some



Base n = 187 girls 10 to 13

### Boys 10 to 13

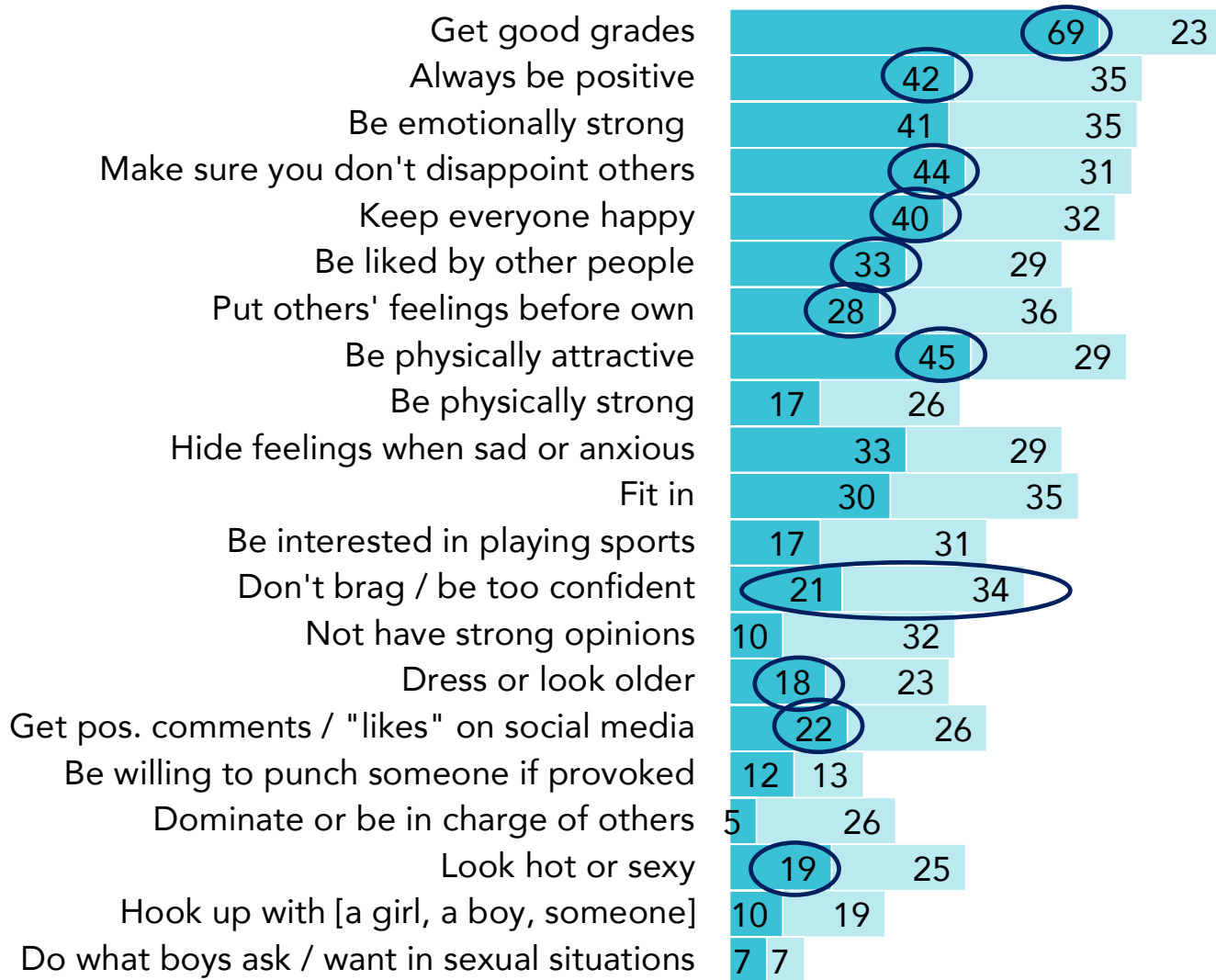
■ A lot ■ Some



Base n = 200 boys 10 to 13

### Girls 14 to 19

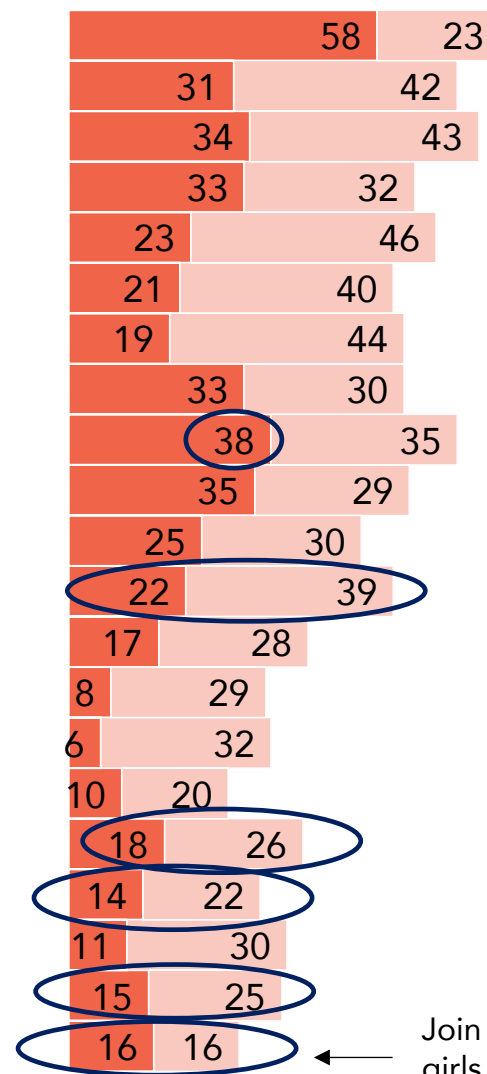
■ A lot ■ Some



Base n = 316 girls 14 to 19

### Boys 14 to 19

■ A lot ■ Some

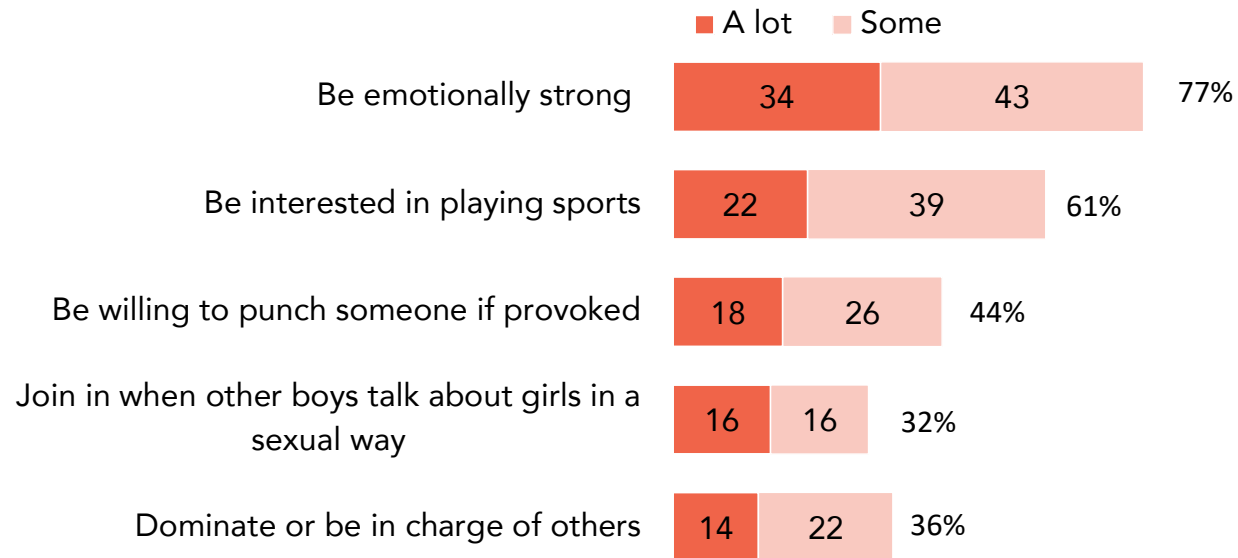


Base n = 298 boys 14 to 19

Join in when other boys talk about girls in a sexual way

## Older teen boys are feeling many of the pressures that men say they face these days.

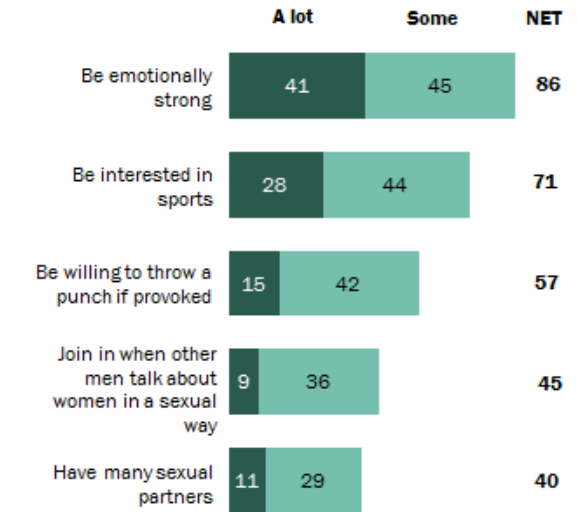
Percent of boys 14 to 19 who feel “a lot” or “some” pressure to...



Base n = 298 boys 14 to 19

### Among men, more than four-in-ten say men face pressure to join in when their peers talk about women in a sexual way

% of men saying men face \_\_\_ pressure to do each of the following in our country these days



Note: Figures may not add to subtotals due to rounding.  
Source: Survey of U.S. adults conducted Aug. 8-21 and Sept. 14-28, 2017.

"On Gender Differences, No Consensus on Nature vs. Nurture"

PEW RESEARCH CENTER

In a 2017 PerryUndem [survey](#), 67% of men voters said they think our culture pressures or encourages men to dominate or be in charge of others (80% of women voters say the same).

About half (48%) of men voters under age 45 said they had personally felt pressure or encouragement to dominate or be in control of others.

**Black and Latino respondents are more likely than white respondents to feel several pressures.**

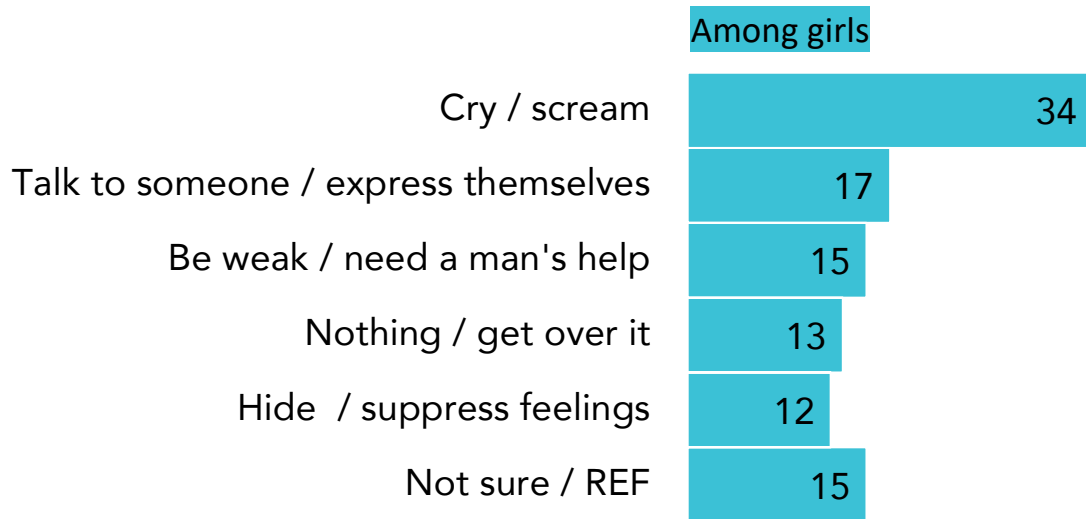
These results are for all respondents – girls and boys. Excluded from this list are questions that were only directed at boys or girls. We do not have large enough sample size to look at responses by gender within race and ethnicity.

% “A lot” of pressure	White	Black	Latino
Get good grades	63%	75%	68%
Be emotionally strong	31%	52%	31%
Make sure you don’t disappoint others	32%	37%	40%
Always be positive	31%	50%	40%
Be liked by other people	27%	37%	22%
Keep everyone happy	27%	38%	29%
Hide your feelings when you feel sad or anxious	27%	32%	38%
Fit in	27%	25%	24%
Be physically attractive	27%	44%	40%
Put other people’s feelings before your own	20%	25%	17%
Be physically strong	20%	37%	37%
Make sure you don’t brag or be too confident in yourself	17%	19%	18%
Be interested in playing sports	15%	36%	24%
Make sure you receive positive comments or “likes” on social media	15%	26%	13%
Hook up with a boy/girl	12%	15%	9%
Look hot or sexy	12%	27%	11%
Dress or look like older [BOYS: boys or men / GIRLS: girls or women]	11%	19%	9%
Be willing to punch someone if provoked	12%	25%	22%
Not have strong opinions	8%	15%	7%
Dominate or be in charge of others	6%	14%	16%

## Respondents perceive gender-related norms and expectations around dealing with emotions.

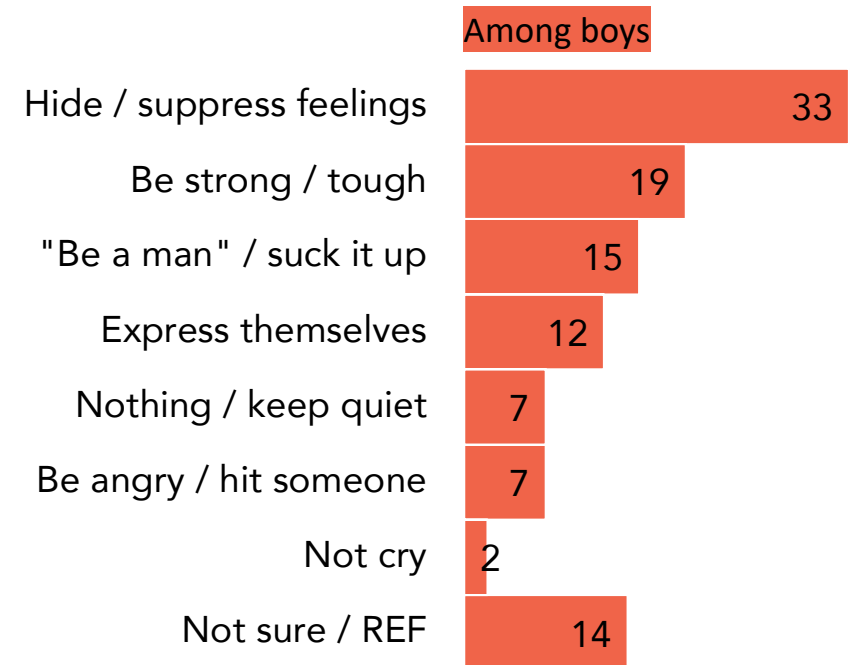
(Open-ended question)

What do you think society expects girls to do when they feel sad or scared?



Base n = 259 girls

What do you think society expects boys to do when they feel sad or scared?



Base n = 234 boys



## Some verbatim responses.

What do you think society expects girls to do when they feel sad or scared?

*Cry and run to [a] man to "protect" them.*

*To scream and cry and to run into the arms of a man.*

*Cry about it. They don't think girls are strong.*

*Hide their feelings.*

*Get over it.*

*Talk to someone.*

*Find someone to help them.*

*Turn to someone else for help.*

*To cry and be upset or break down.*

What do you think society expects boys to do when they feel sad or scared?

*Be strong. Suck it up.*

*Act like they're not.*

*Be brave. Don't show your feelings.*

*Be tough and not show it.*

*Don't talk about it or don't acknowledge it.*

*Fight or act like they are not scared.*

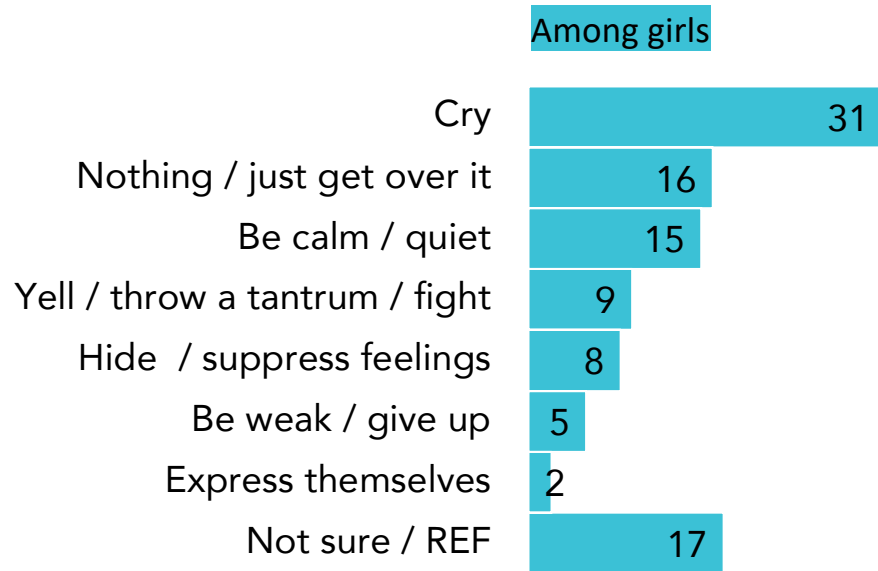
*Go into exile because that's not okay to have feelings.*

*Man up. Hide their feelings.*

*Not cry, pretend they are fine.*

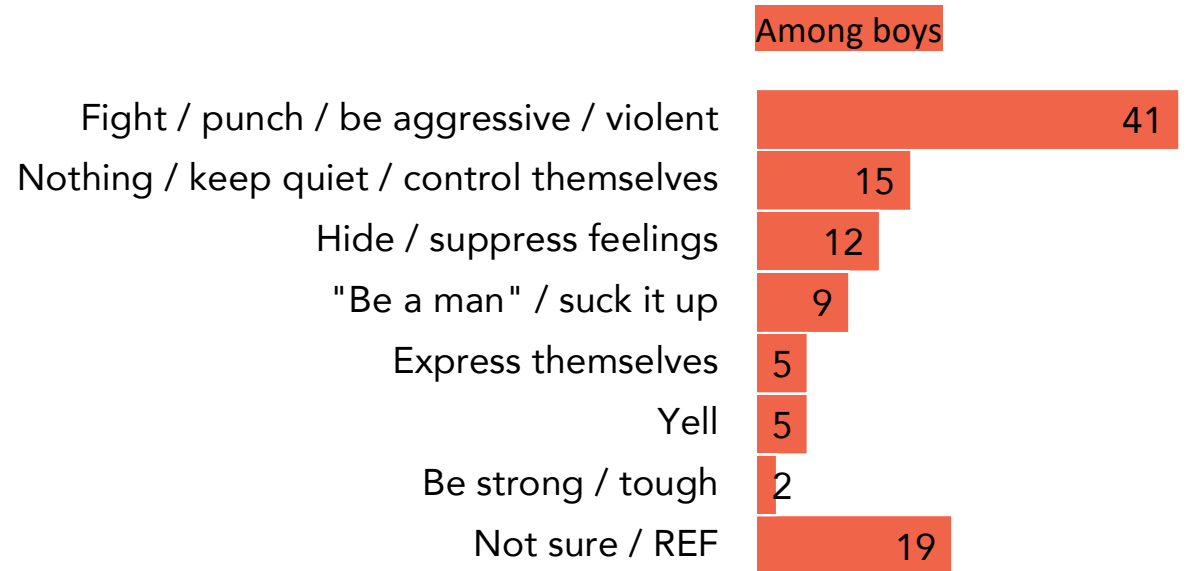
## On anger...

What do you think society expects girls to do when they feel angry?



Base n = 244 girls

What do you think society expects boys to do when they feel angry?



Base n = 264 boys

## Some verbatim responses.

What do you think society expects girls to do when they feel angry?

*Cry and whine.*

*Cry, keep quiet, not express their opinions.*

*Be quiet and not make waves.*

*Hold it in and bite their tongue.*

*Not say anything and act "lady like."*

*Smile, pretend they are fine. Or cry.*

*Throw tantrums, cry, and give up.*

*Blow up and get crazy.*

What do you think society expects boys to do when they feel angry?

*Bottle it up or have violent outbursts.*

*Be aggressive and start a fight.*

*Punch something.*

*Either suppress it or fight someone.*

*Control their emotions.*

*Keep it in and move on.*

*Suck it up.*

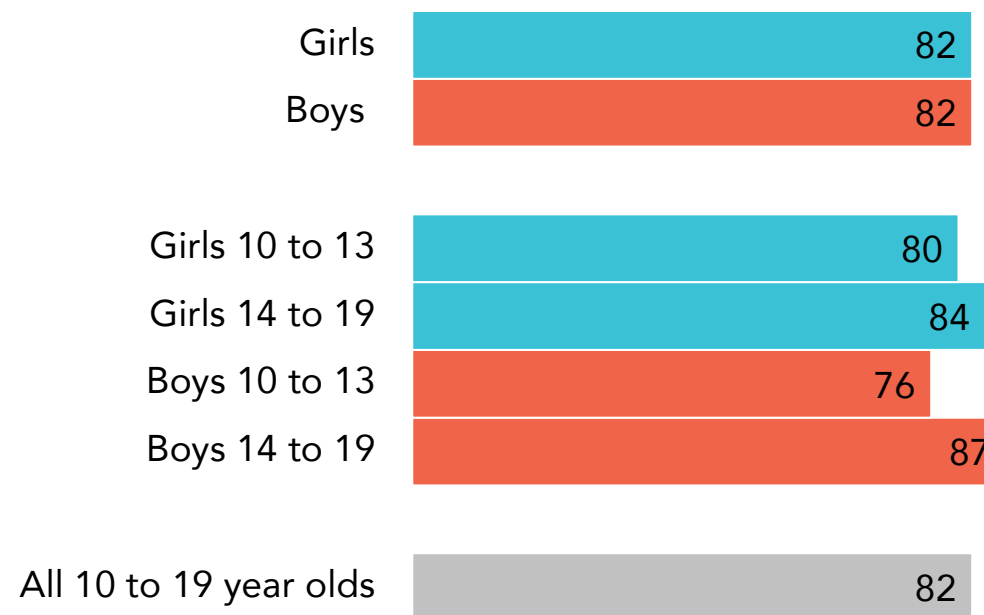
*I don't know, but not cry.*

*Hold back the feelings.*

## Most adolescents have heard someone tell a boy he was “acting like a girl.”

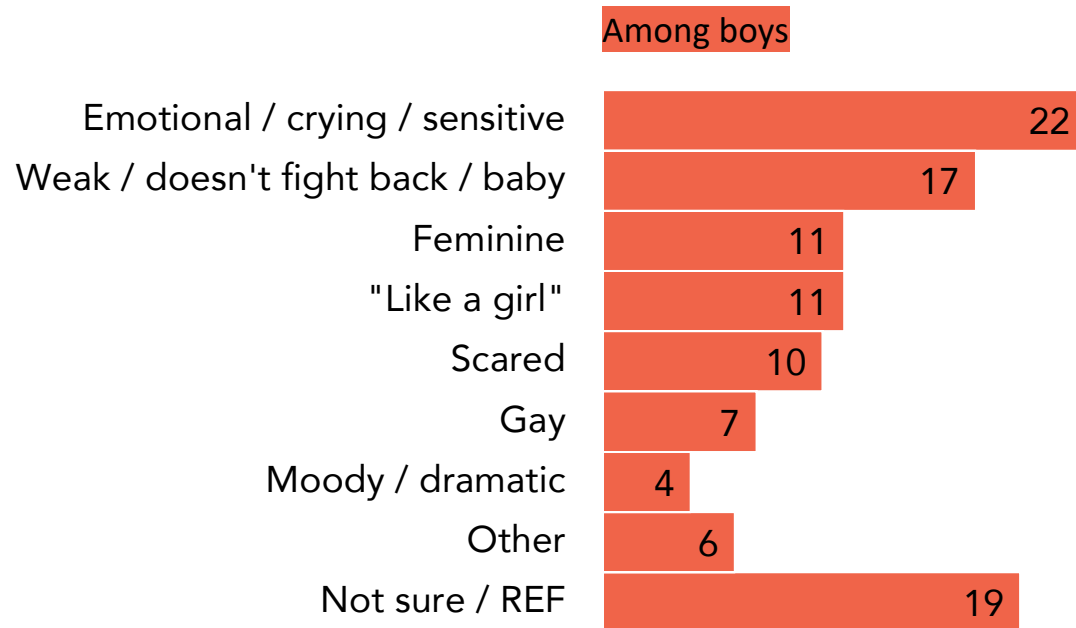
Have you ever heard someone tell a boy that he was acting like a girl? This could be something like “stop being a such a girl.”

% Yes have heard



## Boys tend to interpret “acting like a girl” as too emotional / crying, weak, gay, or feminine.

How would you describe a boy who is “acting like a girl?”  
How is he acting? (Open-ended question)



Base n = 498 boys



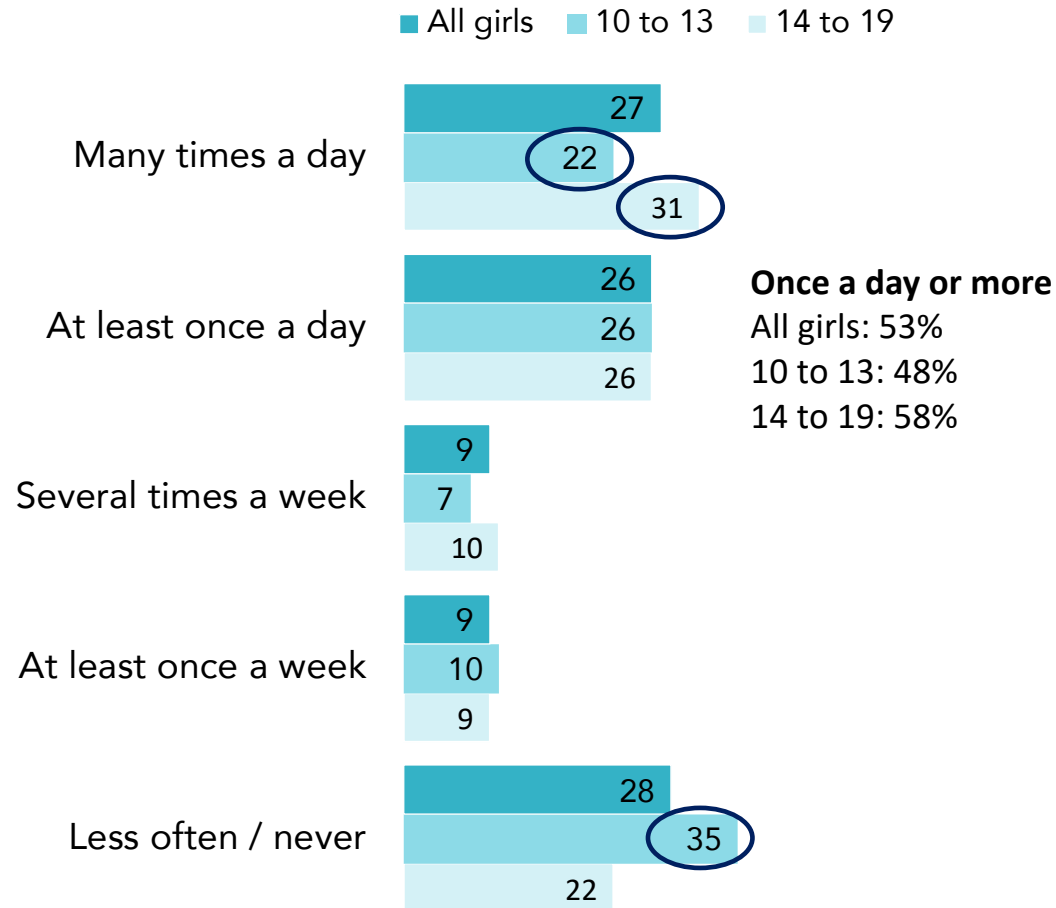


# Appearance, Sex, + Images.

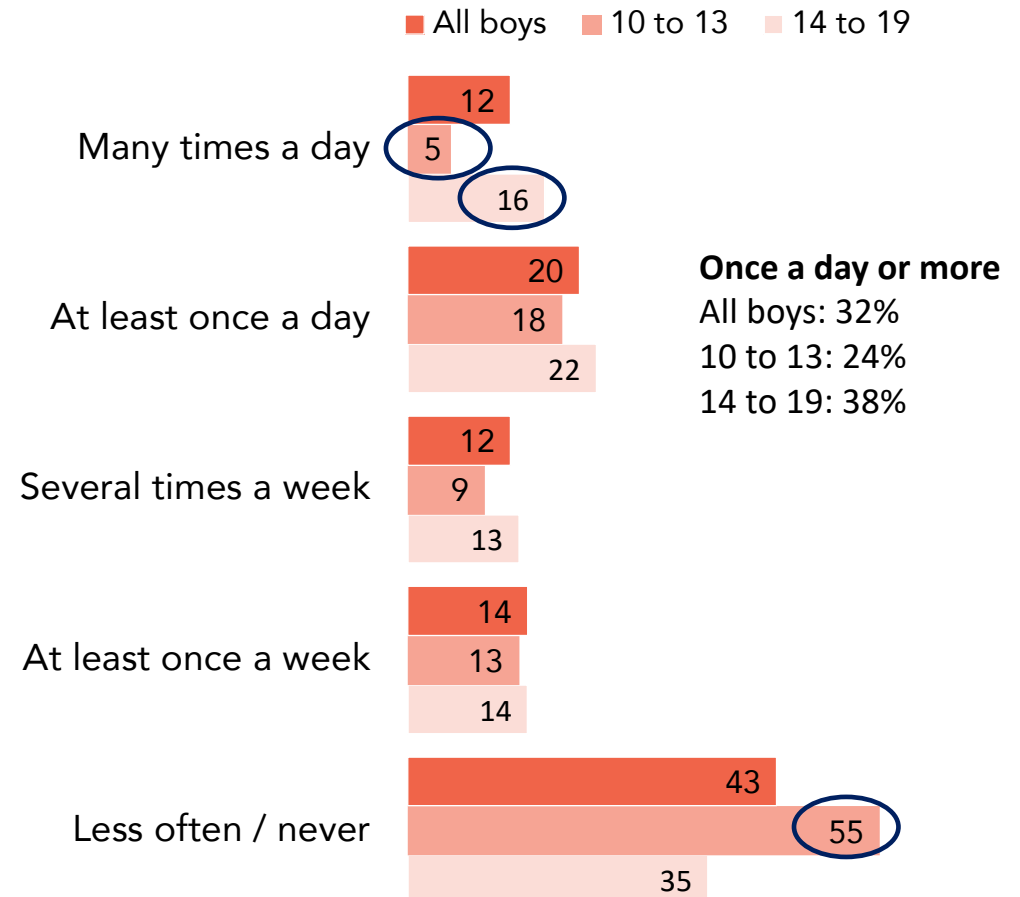
Latino respondents (30%) are more likely to say they look in the mirror many times a day than Black (19%) or white (19%) respondents.

## Girls are twice as likely as boys to look in the mirror many times a day and think about how others might see them.

How often do you look at yourself in the mirror and think about how others might see you?



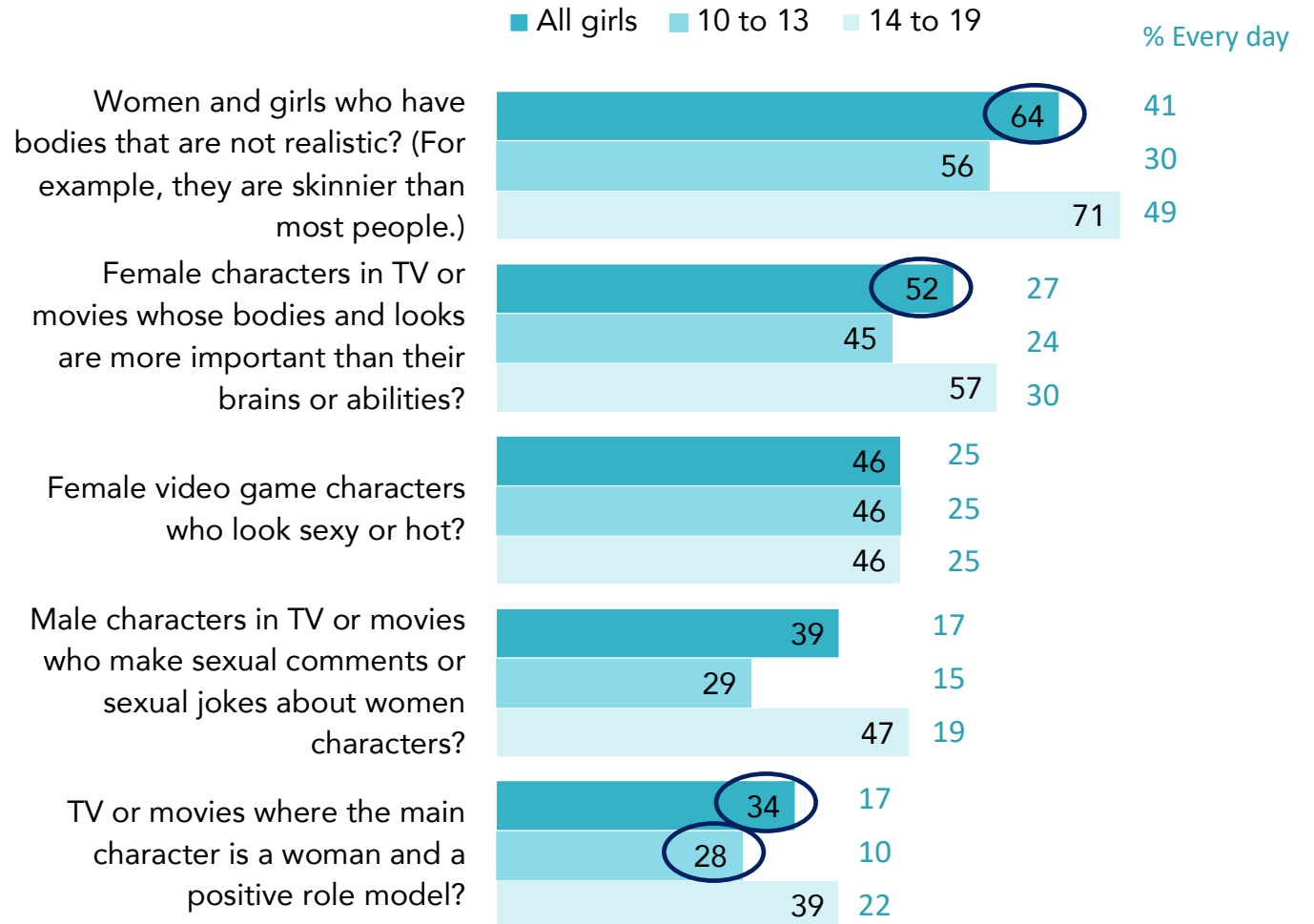
Base n = 503 girls



Base n = 498 boys

Think about celebrities in movies, TV, music videos, games, and YouTube.  
How often do you see...

% Saying several times a week or more



**Close to two-thirds of girls say that many times a week they see celebrity women with unrealistic bodies.**

Four in ten girls say they see unrealistic celebrity images “every day.”

Half of girls say that several times a week or more they see female TV and movie characters whose looks are more important than their brains or abilities.

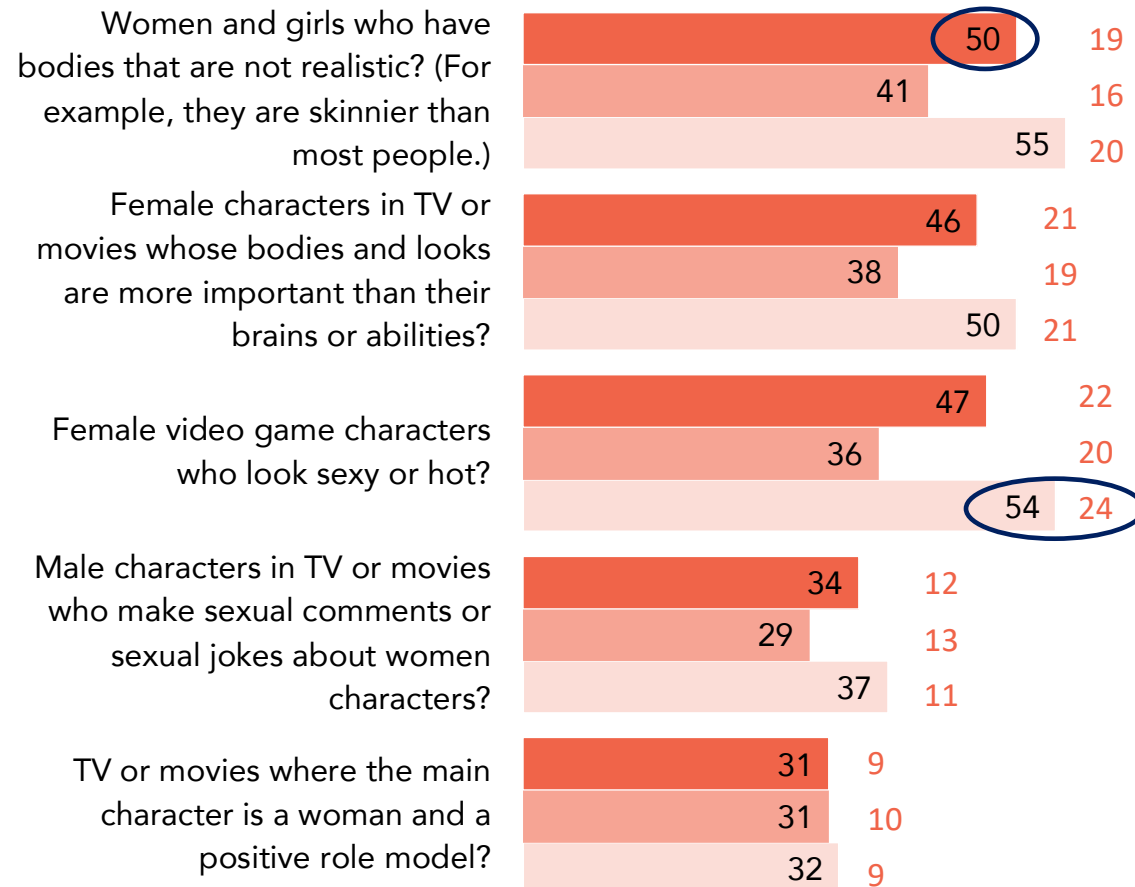
Base n = 503 girls



Think about celebrities in movies, TV, music videos, games, and YouTube. How often do you see...

% Saying several times a week or more

■ All boys ■ 10 to 13 ■ 14 to 19 % Every day

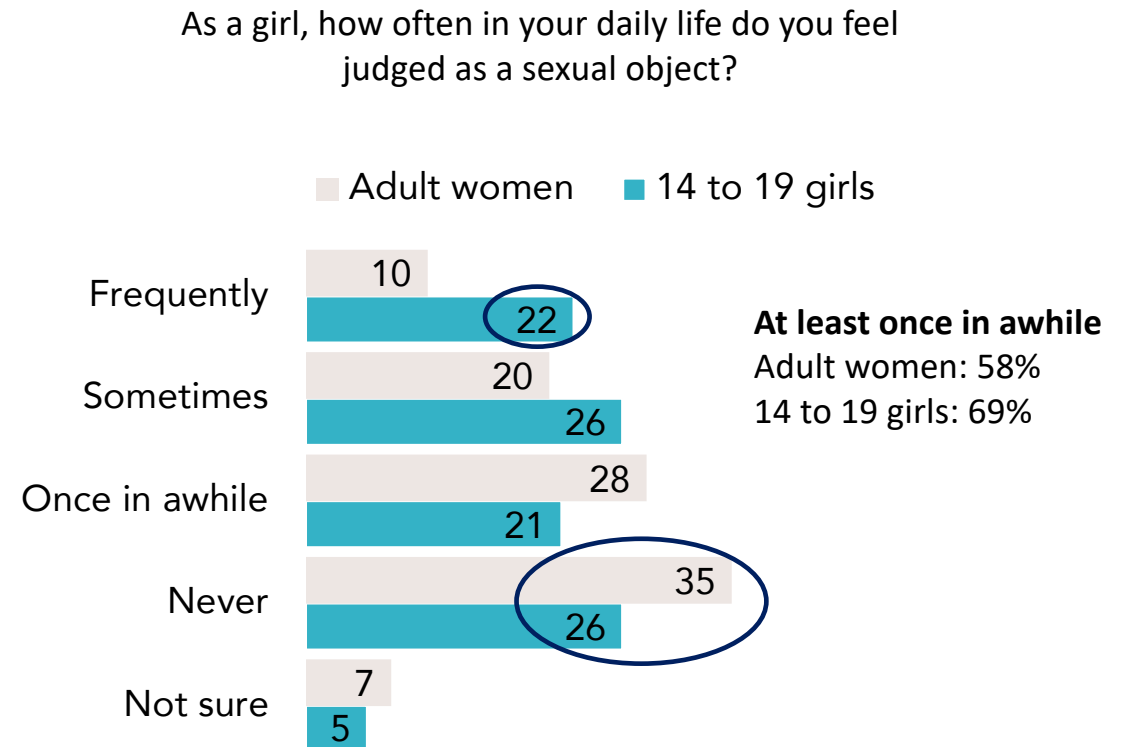


Base n = 498 boys

**About half of boy also says that many times a week they see women’s unrealistic bodies and “sexy or hot” female video game characters.**

About one in four older boys says that they see sexy or hot female video game characters “every day.”

**7 in 10 teen girls experience feeling judged as a sexual object in their daily life – a higher proportion than adult women.**



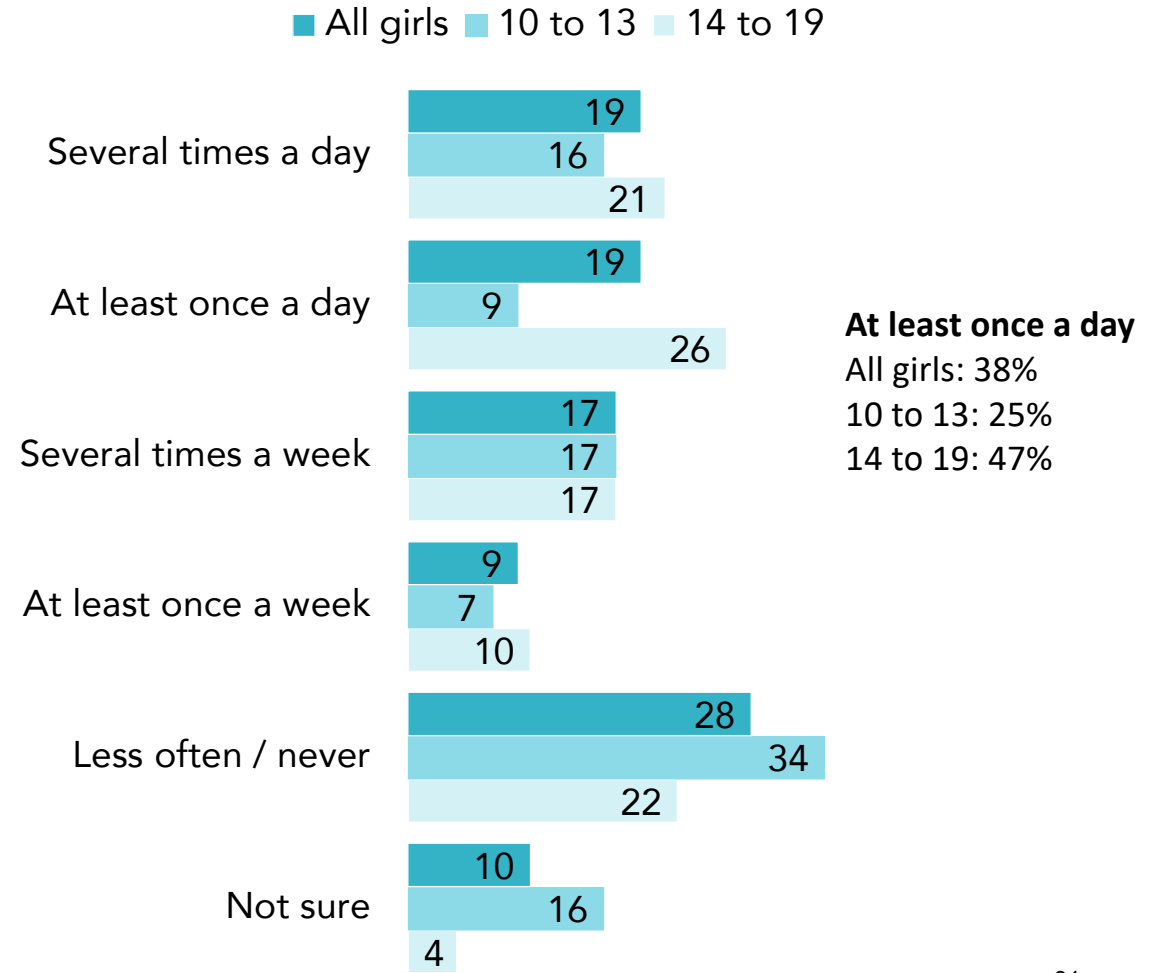
Base n = 316 girls 14 to 19  
Base n = 697 women 18 and older

PerryUndem national survey of n = 1,302 adults,  
December 9 to 27, 2016

**A majority of girls are exposed at least once a week to boys making sexual comments or sexual jokes about girls.**

Almost half of girls 14 to 19 (47%) hear these sexual comments daily. One in four younger girls (25%) hears sexual jokes and sexual comments about girls every day.

How often do you hear boys make sexual comments or sexual jokes about girls?



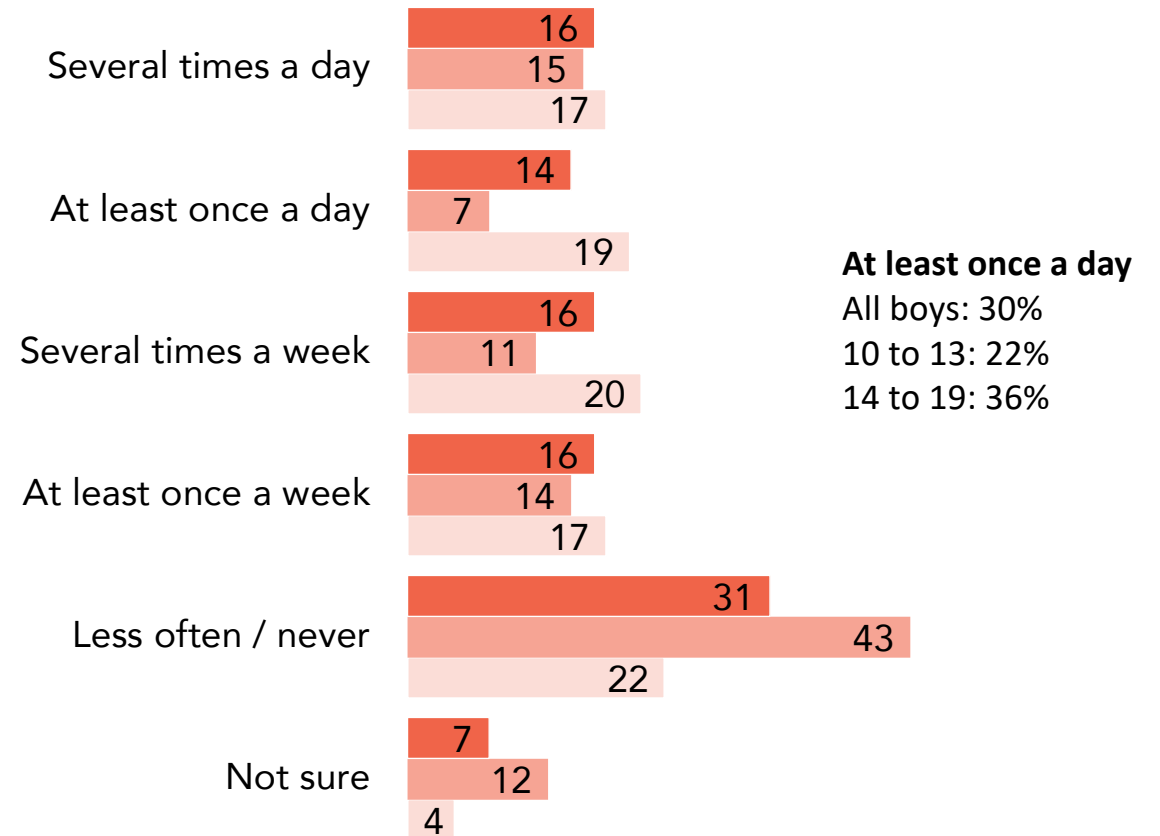
Base n = 503 girls

**A majority of boys also say they hear boys making sexual comments or sexual jokes about girls at least once a week.**

Sixty-two percent of boys hear comments at least once a week, with 30% saying at least once a day. Twenty-two percent of younger boys say they hear sexual jokes and sexual comments about girls every day.

How often do you hear boys make sexual comments or sexual jokes about girls?

■ All boys ■ 10 to 13 ■ 14 to 19



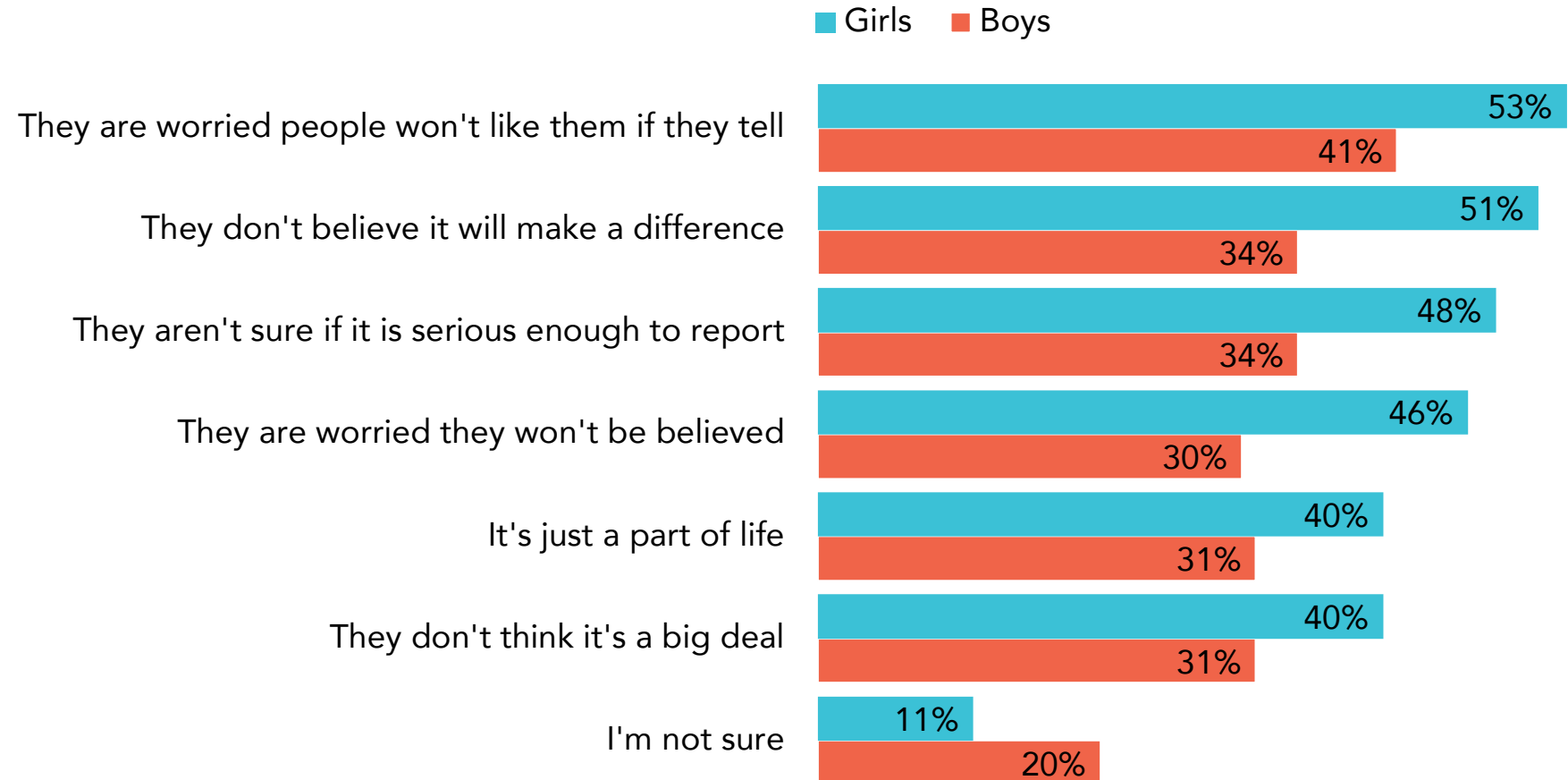
Base n = 498 boys

**Latino and Black respondents are more likely than white respondents to report hearing boys make sexual comments and sexual jokes about girls.**

Nearly half of Latino (46%) and Black (46%) respondents say they hear these comments at least once a day, compared to 30% of white respondents.

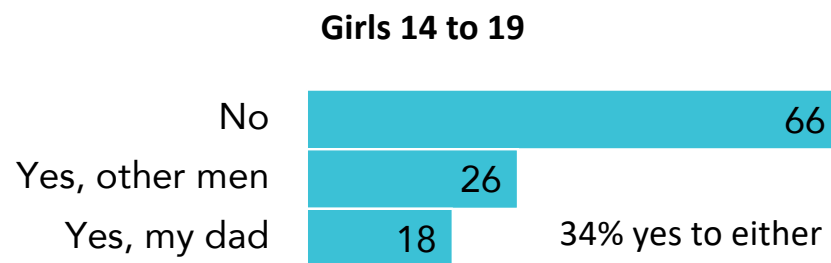
## Reasons for not reporting unwelcome sexual comments or jokes: Worried about people's reactions and lack of efficacy.

Why do you think some girls don't report things like boys making unwelcome sexual comments or sexual jokes? Select any that apply.

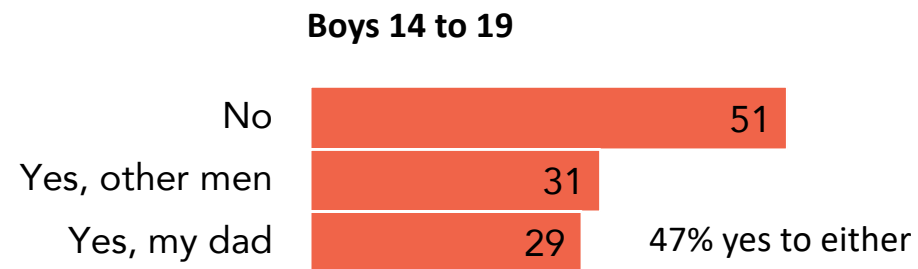


**Nearly half of older boys have heard men in their family make sexual comments or sexual jokes about women.  
1 in 3 older girls has heard these comments from male family members.**

Have you ever heard your dad or other men in your family make sexual comments or sexual jokes about women? (You can choose more than one.)



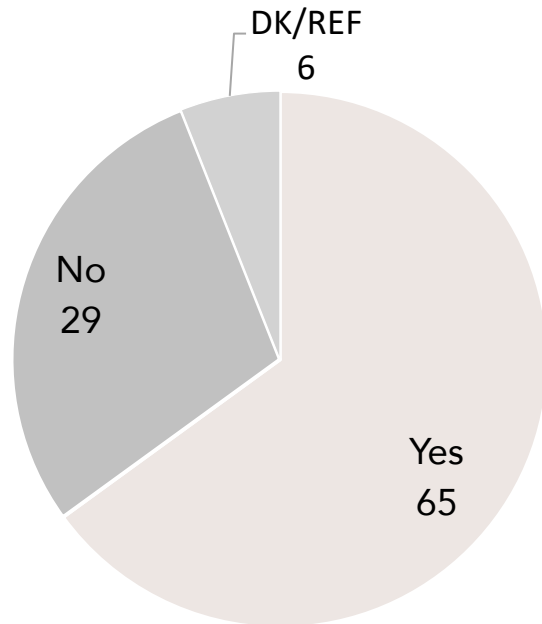
*Base n = 316 girls 14 to 19*



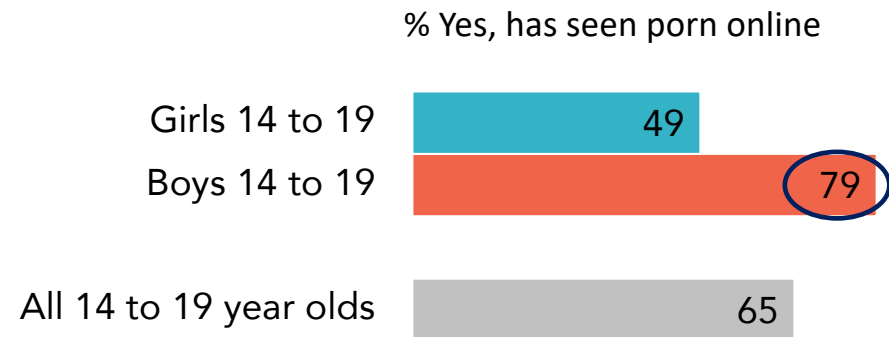
*Base n = 298 boys 14 to 19*

## Almost 8 in 10 older boys in the survey say they have seen online pornography.

Have you ever seen porn online, even if by accident?



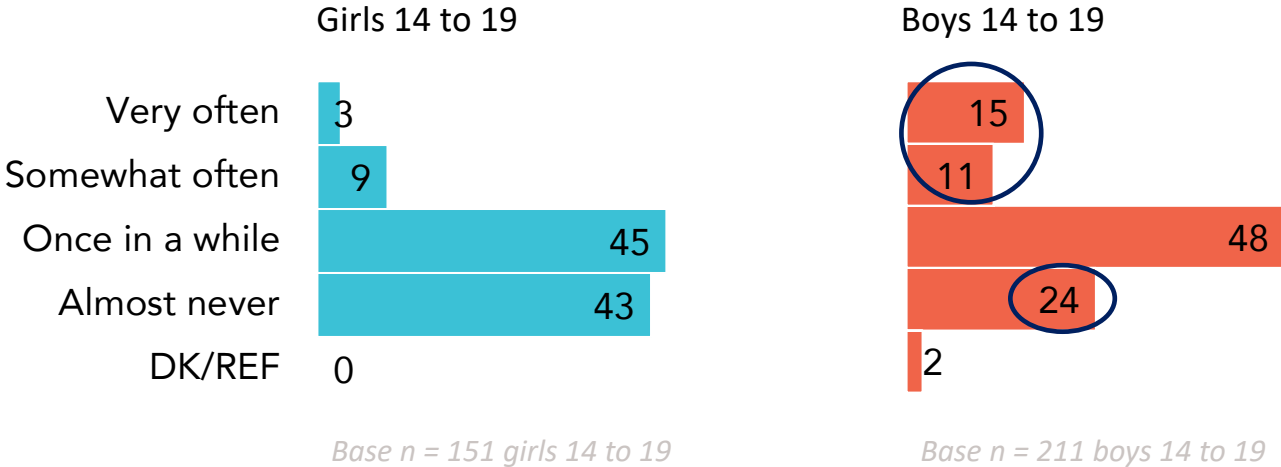
Base n = 618 all 14 to 19





**Among boys who have seen online pornography, one-quarter says they see it often.**

How often do you see porn online?  
*Among those who say they have seen online porn*

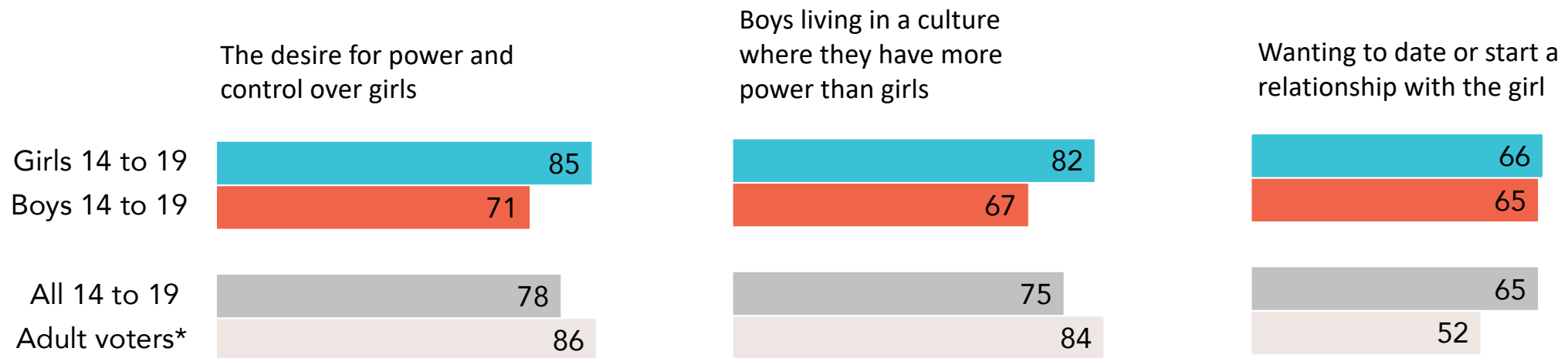


## Like adults, older teens perceive power dynamics at play in sexual harassment and assault.

Respondents read this prior to answering the question:

*The next question is about sexual harassment and assault. "Sexual harassment" can mean unwelcome sexual comments or sexual jokes. "Sexually assault" can mean touching any part of someone's body in a sexual way without their consent. If you had to guess, do you think any of these things relate to why some boys sexually harass or sexually assault girls?*

### Percent "definitely" or "probably" relates to why some boys sexually harass or assault girls



*\*PerryUndem national survey of n = 1,058 voters, November 24 to 28, 2017*

**Girls and boys are more likely to say they think of the opposite gender’s “thoughts and personalities” more than “their bodies and how they look.”**

When you think of boys your age, what do you think more about:

Girls 14 to 19

67%

Their thoughts and personalities

31%

Their bodies and how they look

*Base n = 316 girls 14 to 19*

When you think of girls your age, what do you think more about:

Boys 14 to 19

59%

Their thoughts and personalities

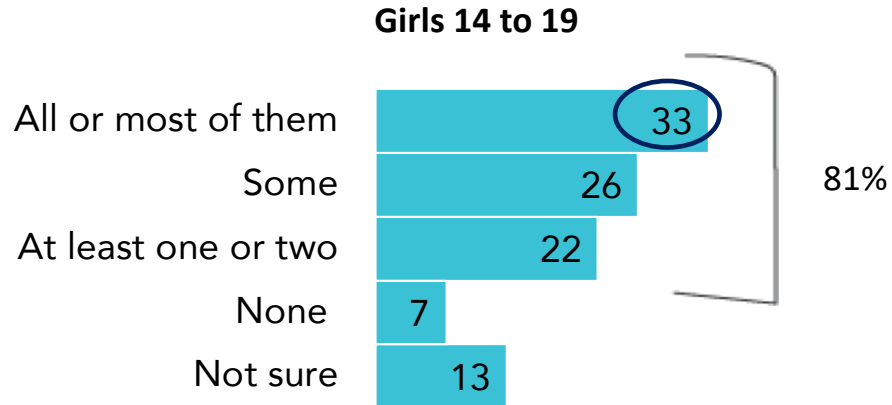
38%

Their bodies and how they look

*Base n = 298 boys 14 to 19*

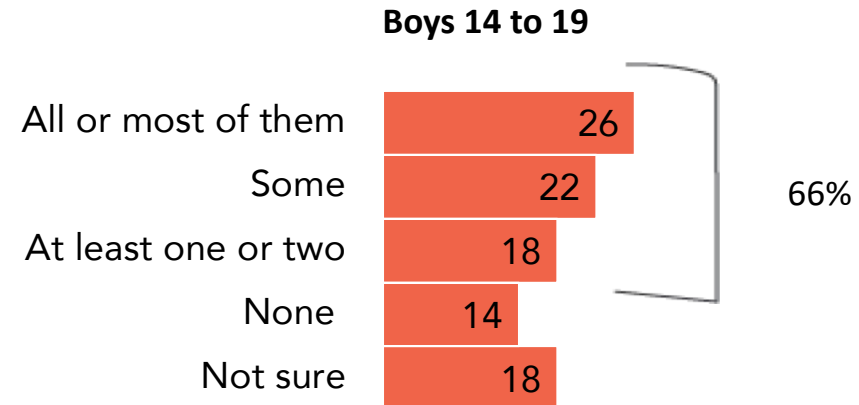
## Requests for sexy or naked pictures are common. 1 in 3 older girls says all or most of their friends have received this request.

Think about your friends who are girls. How many of them have had a boy ask them for a sexy or naked picture?



*Base n = 316 girls 14 to 19*

Think about your friends who are boys. How many of them have asked a girl to send them a sexy or naked picture?

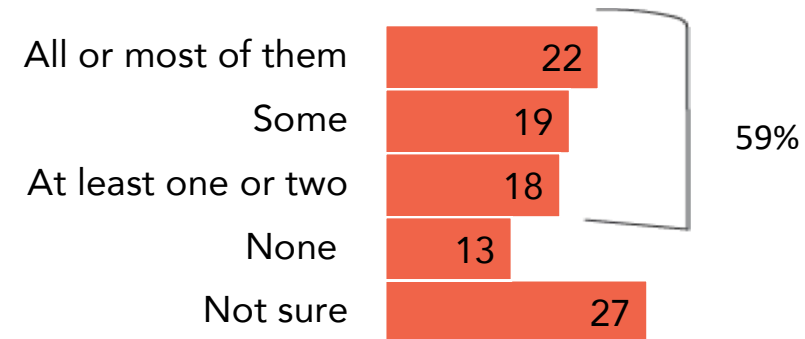


*Base n = 298 boys 14 to 19*

**Six in ten older boys say they have had friends who received sexy or naked pictures from girls.**

How many of your friends who are boys have gotten sexy or naked pictures from girls?

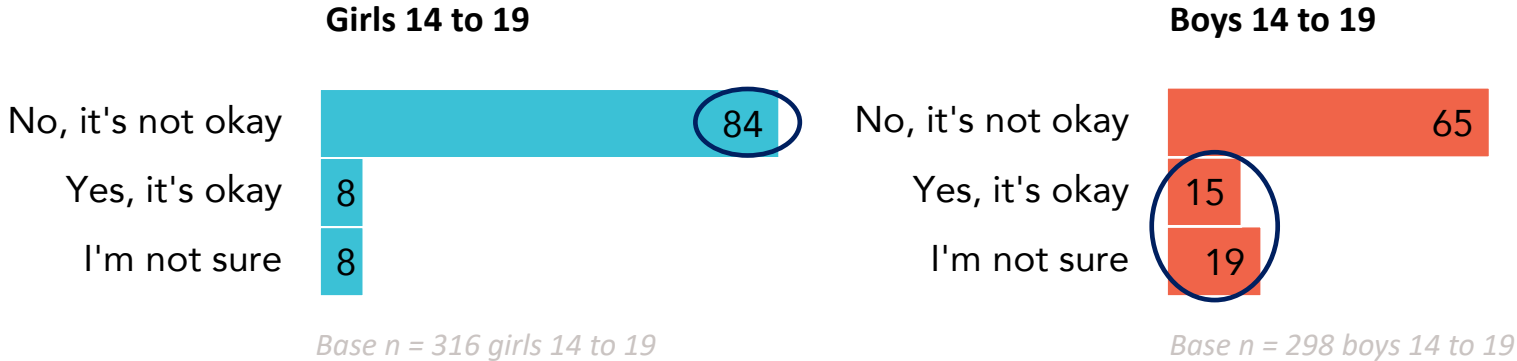
**Boys 14 to 19**



*Base n = 298 boys 14 to 19*

# 1 in 3 boys is unsure or says it is okay for a boy to ask a girl to send him a sexy or naked picture of herself.

Think about a boy your age who is single and not dating anyone.  
Is it okay for him to ask a girl to send him a sexy or naked picture of herself?





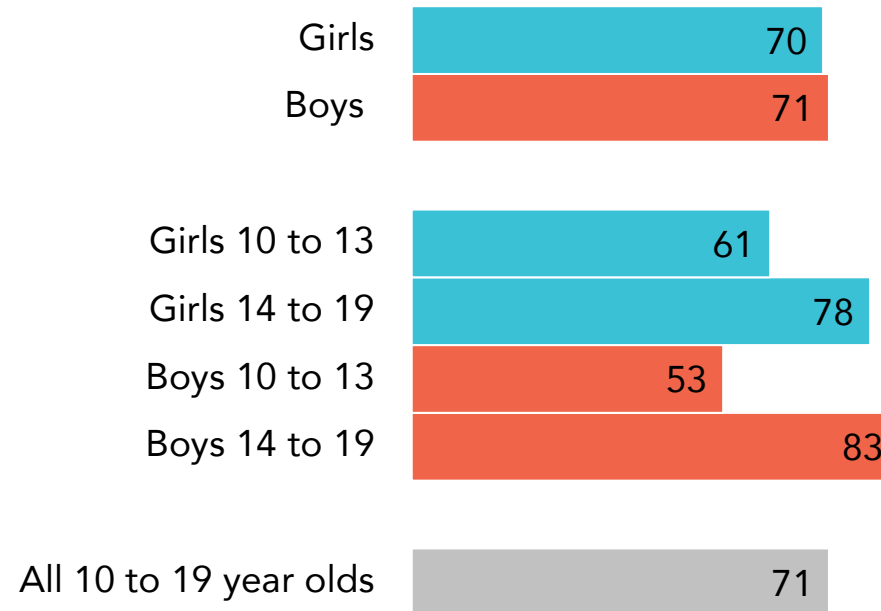
#MeToo

# Reaction to #MeToo.

**7 in 10 have heard of the #MeToo movement.**

Have you heard recent news stories about women coming forward about sexual harassment and assault? This has been called the “MeToo” movement.

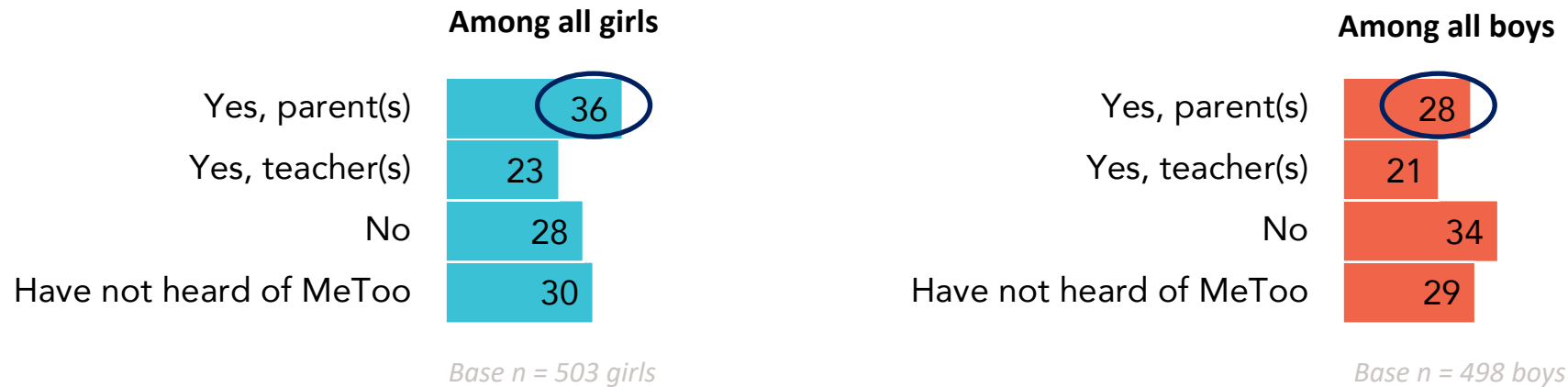
% Have heard of #MeToo movement





## Girls are slightly more likely than boys to say their parents talked to them about how to prevent or stop sexual harassment.

As a result of the #MeToo movement, have your parents or teachers talked to you about how to prevent or stop sexual harassment, or not? (You can choose more than one.)

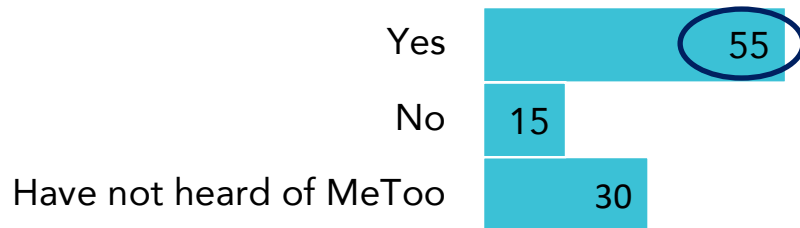


Black respondents (48%) are more likely than Latino (30%) or white (26%) respondents to say a parent talked to them about how to prevent or stop sexual harassment as a result of the #MeToo movement. Black respondents (30%) are also more likely to report a teacher having a conversation about this than Latino (20%) or white (18%) respondents.

## Boys are less likely than girls to feel #MeToo has made them feel they could tell someone if they were harassed or assaulted.

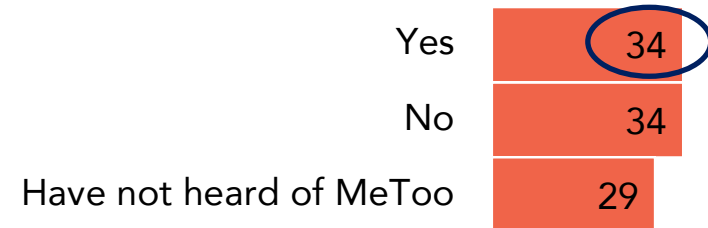
Has the #MeToo movement made you feel like you could tell someone if you were sexually harassed or assaulted?

Among all girls



Base n = 503 girls

Among all boys

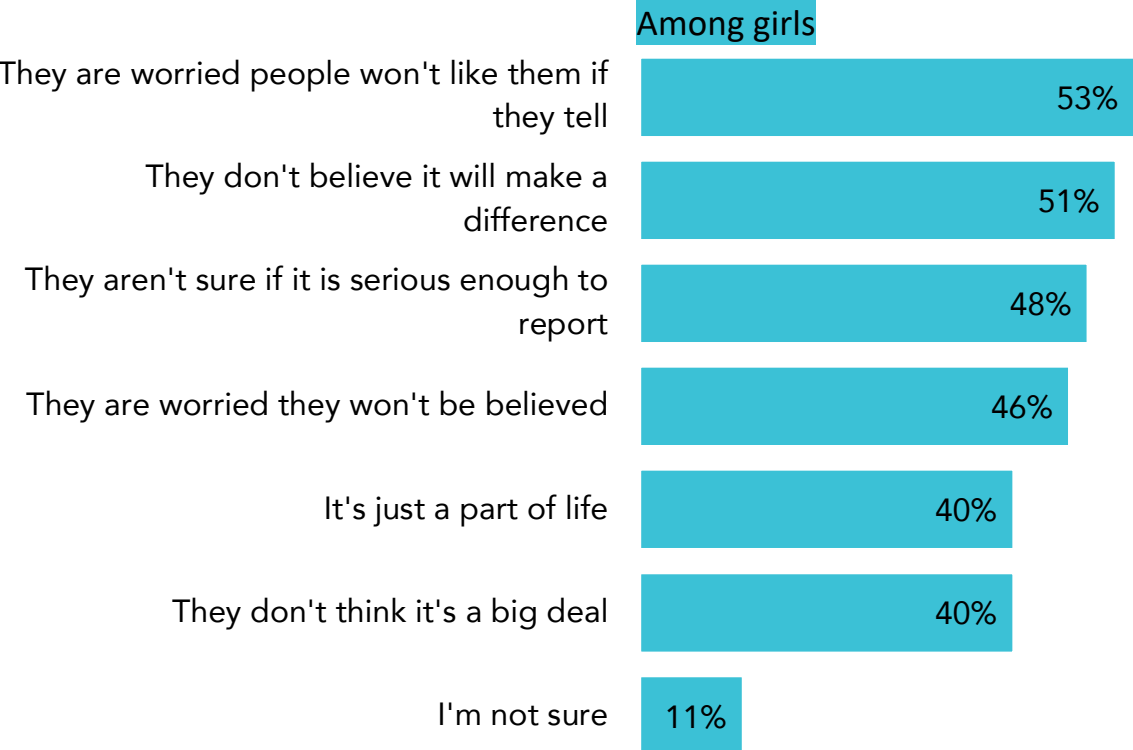


Base n = 498 boys

Overall, Black respondents (58%) are more likely than Latino (36%) or white (38%) respondents to say the #MeToo movement has made them feel they could talk to someone.

# The reasons for not reporting sexual comments and jokes among girls may be similar to reasons women do not report sexual harassment in the workplace.

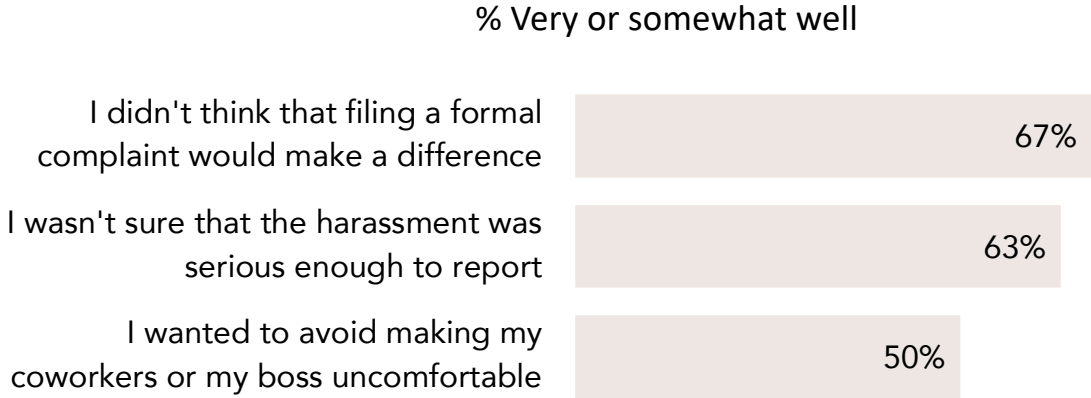
Why do you think some girls don't report things like boys making unwelcome sexual comments or sexual jokes?  
Select any that apply.



Base n = 503 girls

Among women in a Vox/Morning Consult survey who have experienced sexual harassment at work but did not report it:

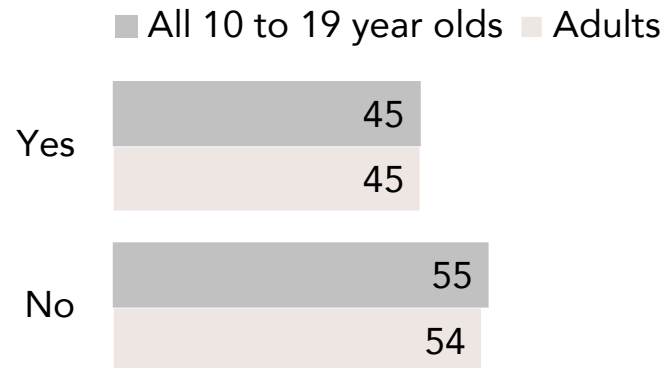
How well does each of the following describe why you did not report being harassed at work to your boss or human resources?



Base n = 572 women

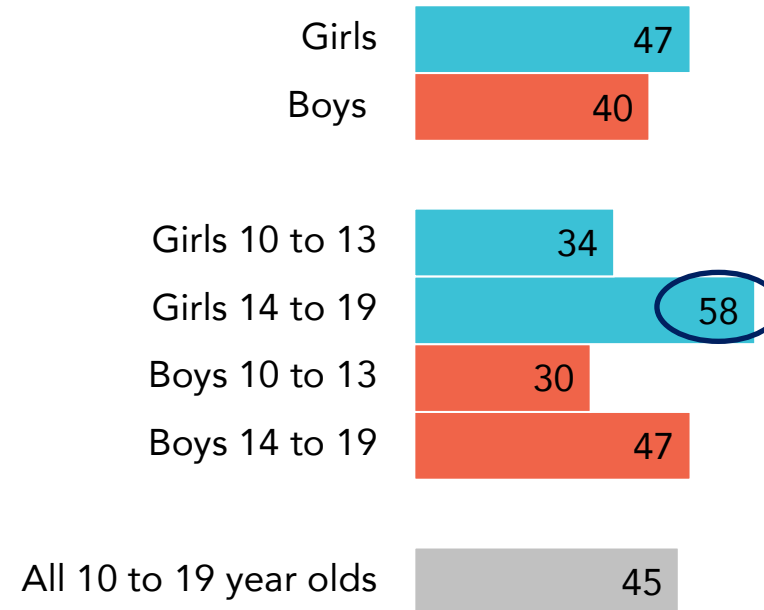
## Close to half of respondents says they have talked with someone about women's equality in the past year.

In the past year, have you talked to a friend or family member about issues related to women's equality?



Latino respondents (58%) are more likely to have talked about gender equality in the past year than Black (40%) or white (40%) respondents.

% Talked about women's equality in past year





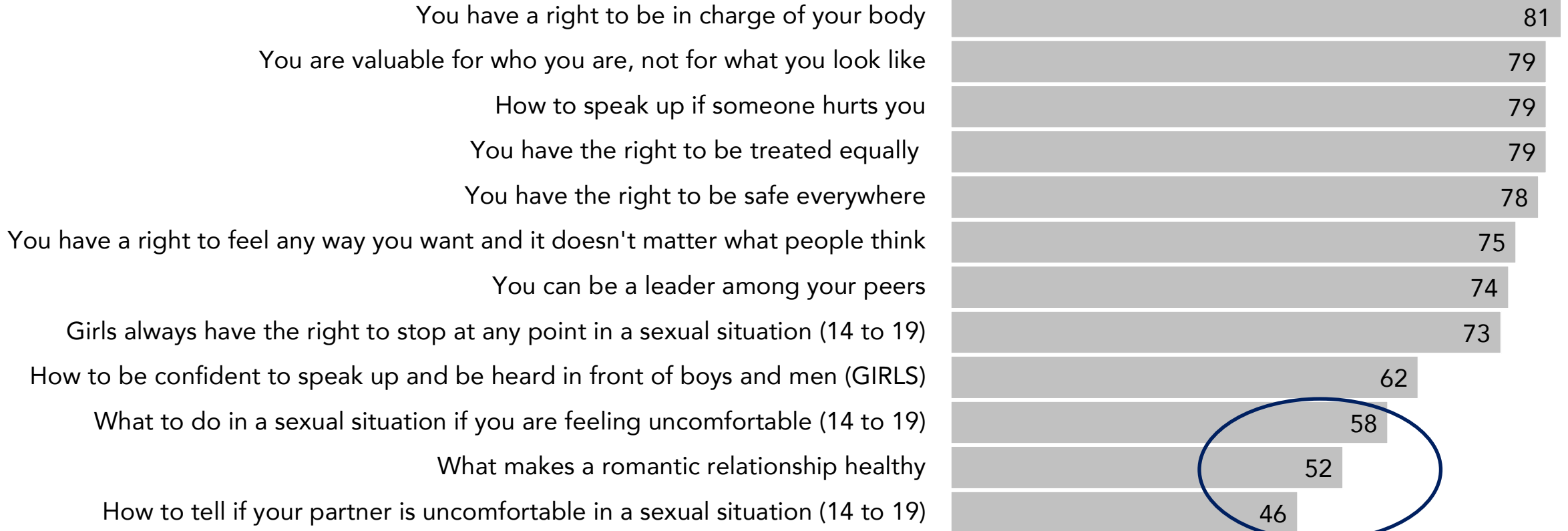
**What They  
Want to Know.**

**Most respondents say an adult has talked to them about many issues related to bodily autonomy, control, safety, and encouragement.**

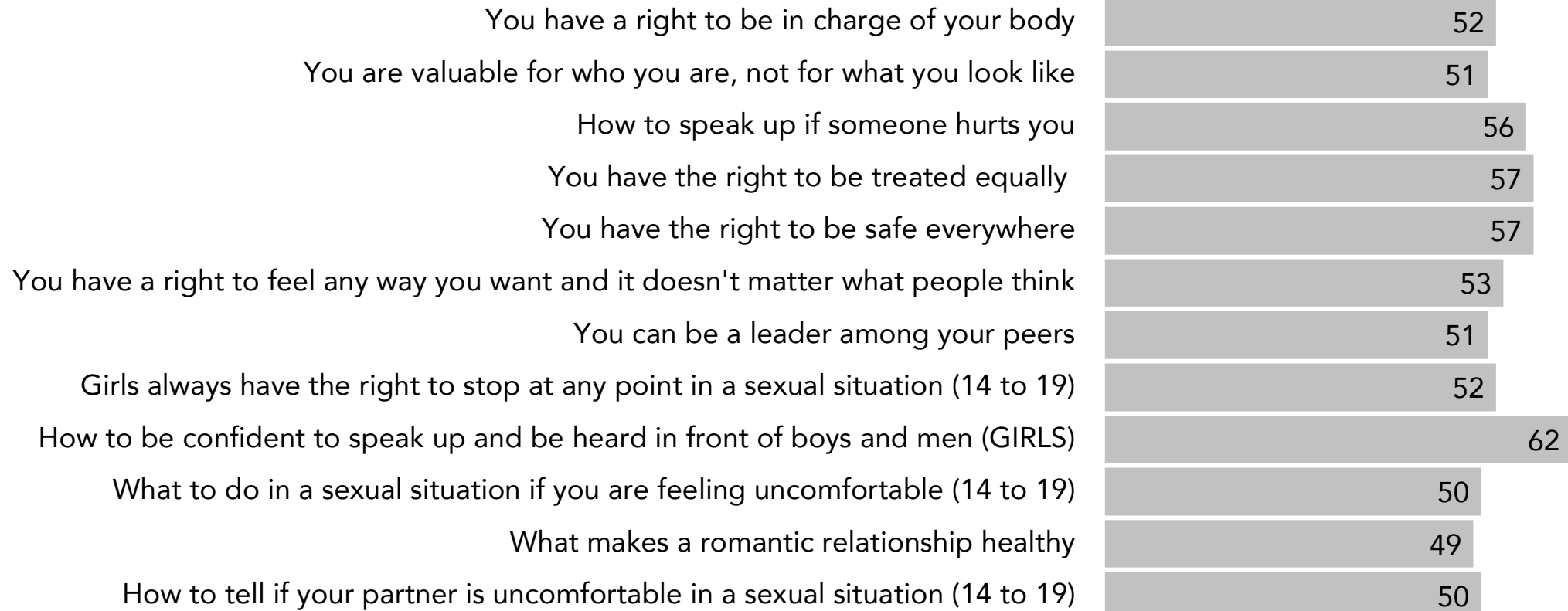
Here are some life lessons we might learn, either on our own or from other people. So far, has an adult talked you directly about any of these things, or not? It is okay if you are not sure.

% Yes

■ All respondents

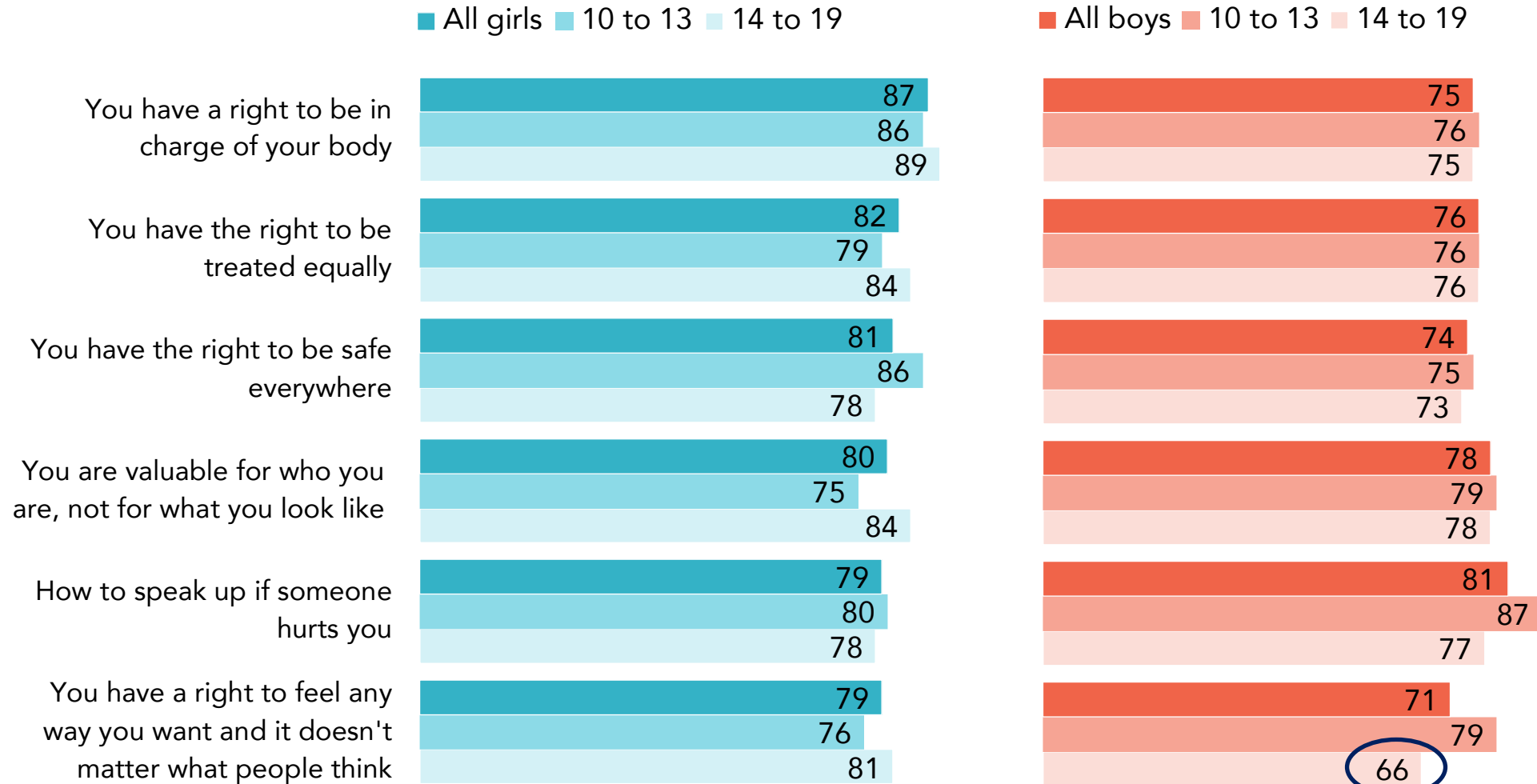


## But many still want to learn more...



## Older boys are less likely to say an adult has talked to them about their right to their own feelings.

% Yes, adult has talked to me about



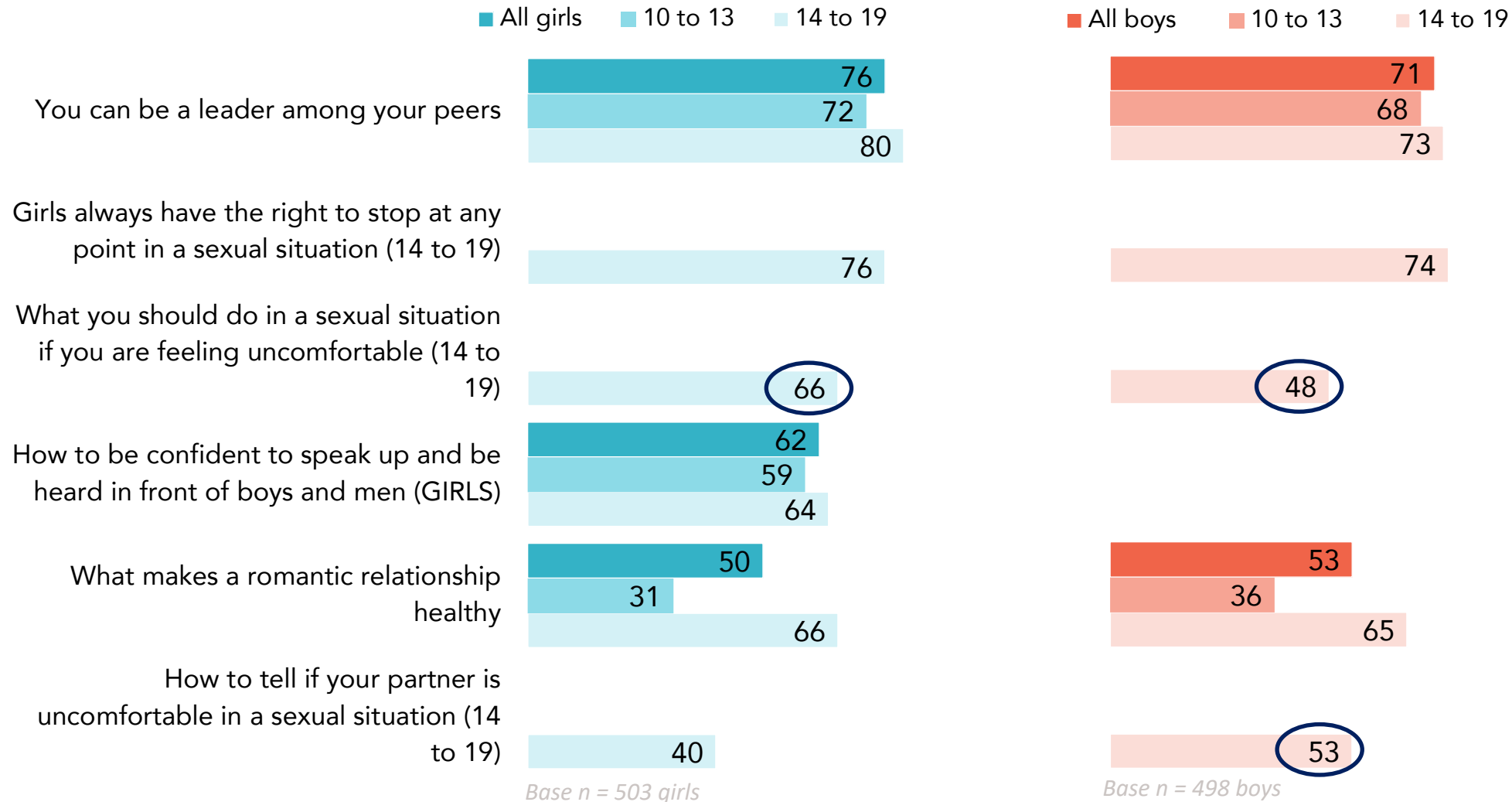
Base n = 503 girls

Base n = 498 boys



## Half of older boys says an adult has talked to them about how to tell if a partner is uncomfortable in a sexual situation.

% Yes, adult has talked to me about



**Black respondents are more likely than others to say an adult has talked to them about these issues.**

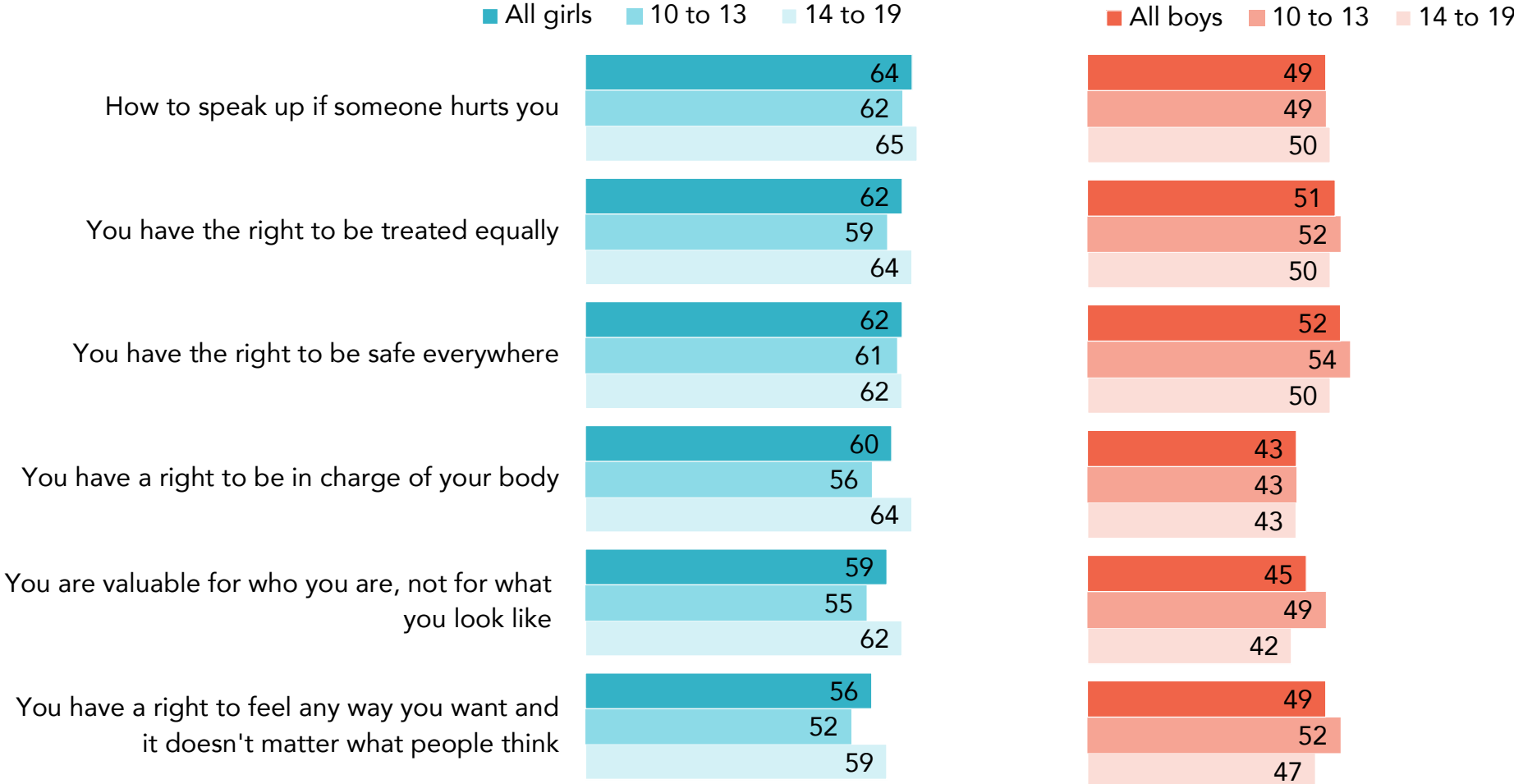
Latino respondents tend to be less likely to say so.

Here are some life lessons we might learn, either on our own or from other people. So far, has an adult talked you directly about any of these things, or not? It is okay if you are not sure.

Percent yes	White	Black	Latino
You have a right to be in charge of your body.	81%	88%	73%
You are valuable for who you are, not for what you look like.	79%	87%	74%
How to speak up if someone hurts you.	78%	87%	63%
You have the right to be safe everywhere.	77%	90%	66%
You have the right to be treated equally.	77%	88%	72%
You have a right to feel any way you want and it doesn't matter what other people think.	74%	88%	65%
You can be a leader among your peers.	74%	85%	62%
What makes a romantic relationship healthy.	49%	61%	48%

# Girls are more likely than boys to say they want to learn more about these topics.

Here is the same list. Would you want to learn more about any of these things, or not?  
 % Yes, want to learn more about

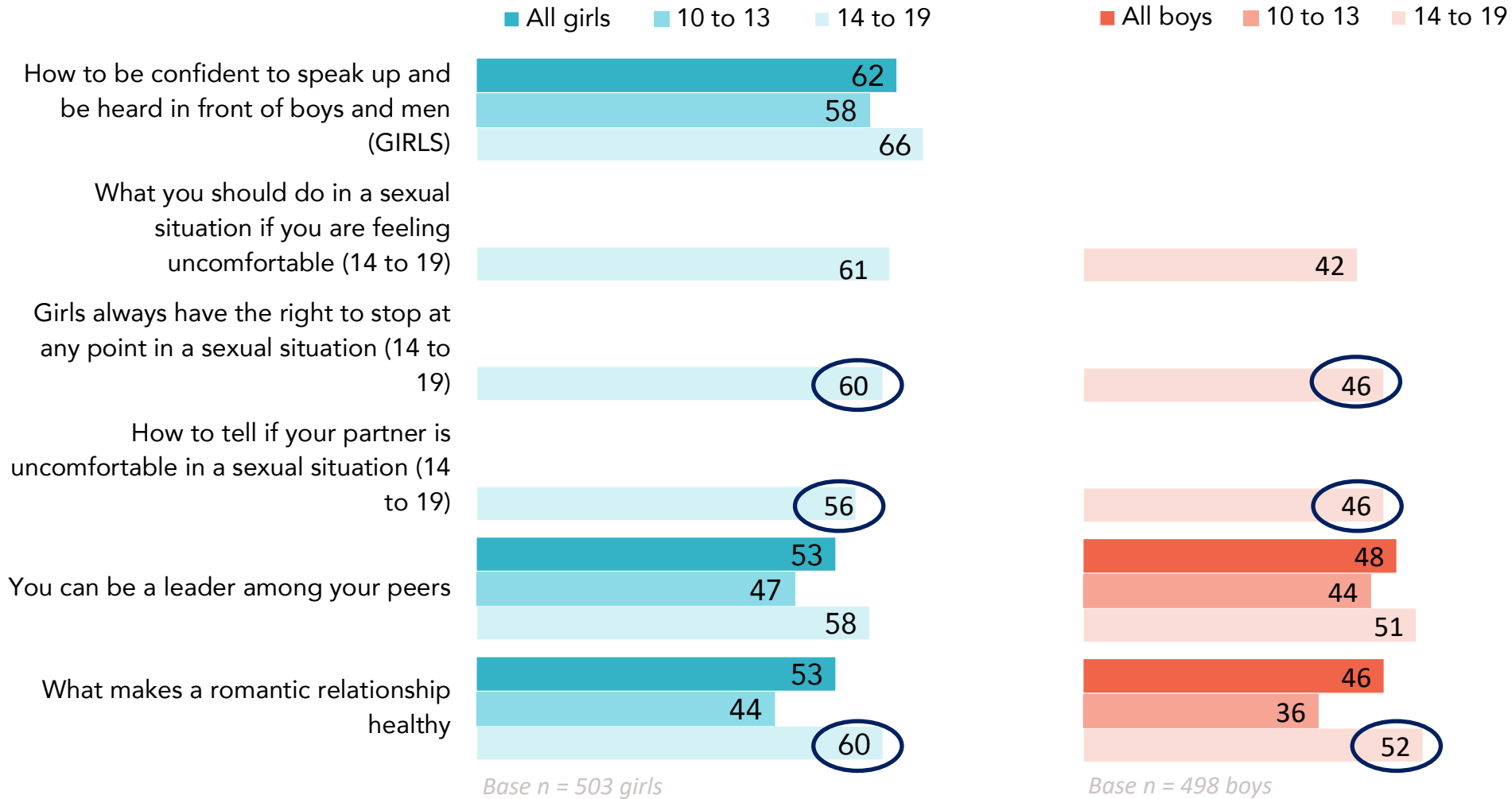


Base n = 503 girls

Base n = 498 boys

## Boys are less interested than girls in learning about consent issues.

% Yes, want to learn more about



**Black and Latino respondents are more likely than white respondents to want to learn more about these things.**

Would you want to learn more about any of these things, or not?

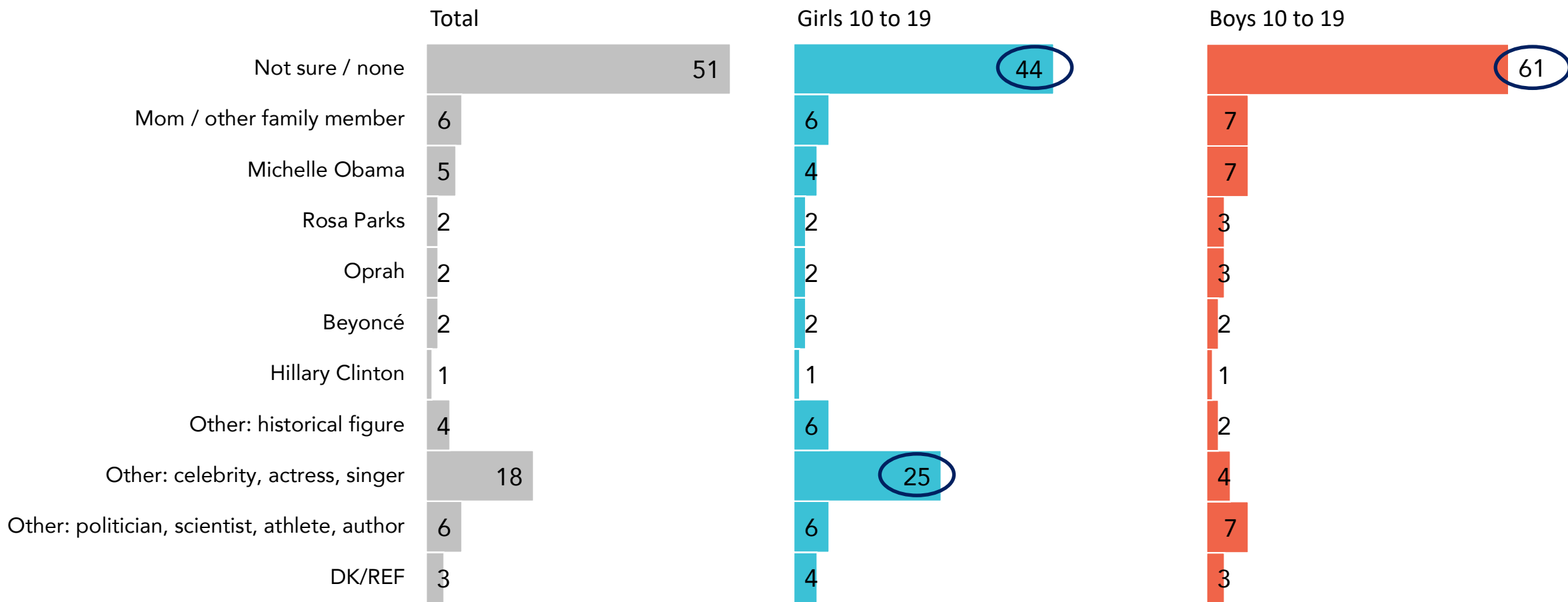
Percent yes	White	Black	Latino
You have a right to be in charge of your body.	43%	65%	56%
How to speak up if someone hurts you.	48%	64%	64%
You are valuable for who you are, not for what you look like.	43%	55%	59%
You have the right to be safe everywhere.	50%	66%	62%
You have the right to be treated equally.	47%	70%	61%
You have a right to feel any way you want and it doesn't matter what other people think.	47%	62%	65%
You can be a leader among your peers.	42%	60%	59%
What makes a romantic relationship healthy.	44%	53%	44%



**Influences on  
Views.**

## Half of respondents do not have a famous woman they look up to.

What famous woman do you most look up to?  
It's okay if you are not sure. Just say "not sure" or "none."

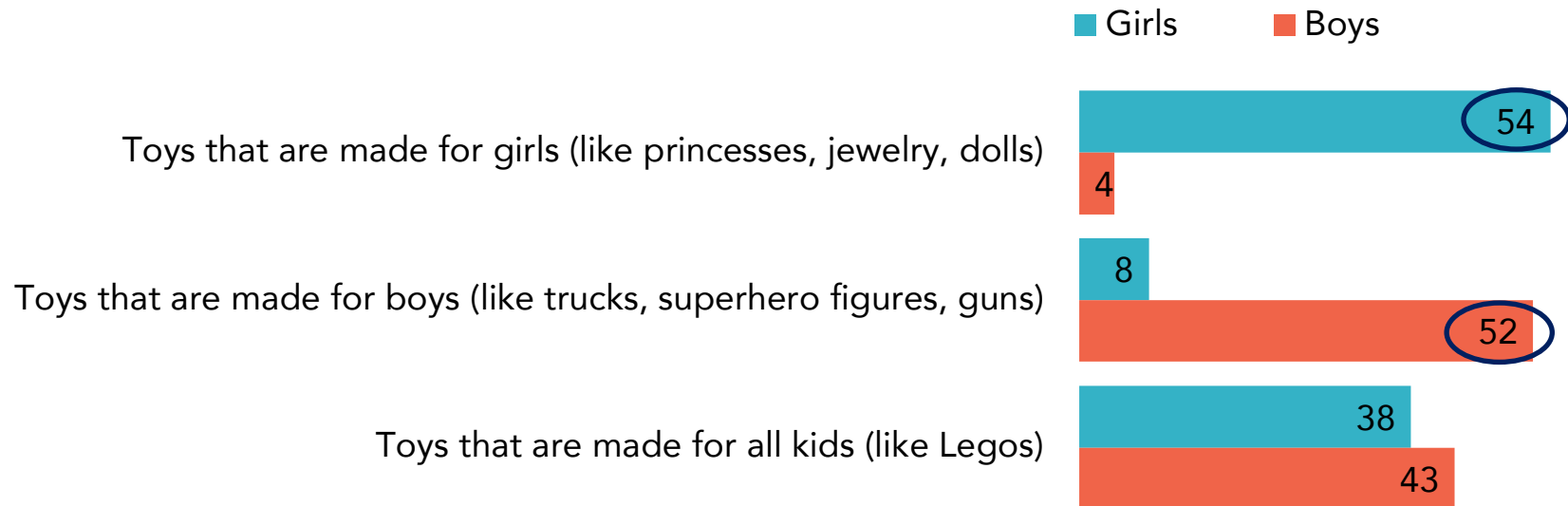


Base n = 503 girls

Base n = 498 boys

**About half of respondents played mostly with toys associated with their gender.**

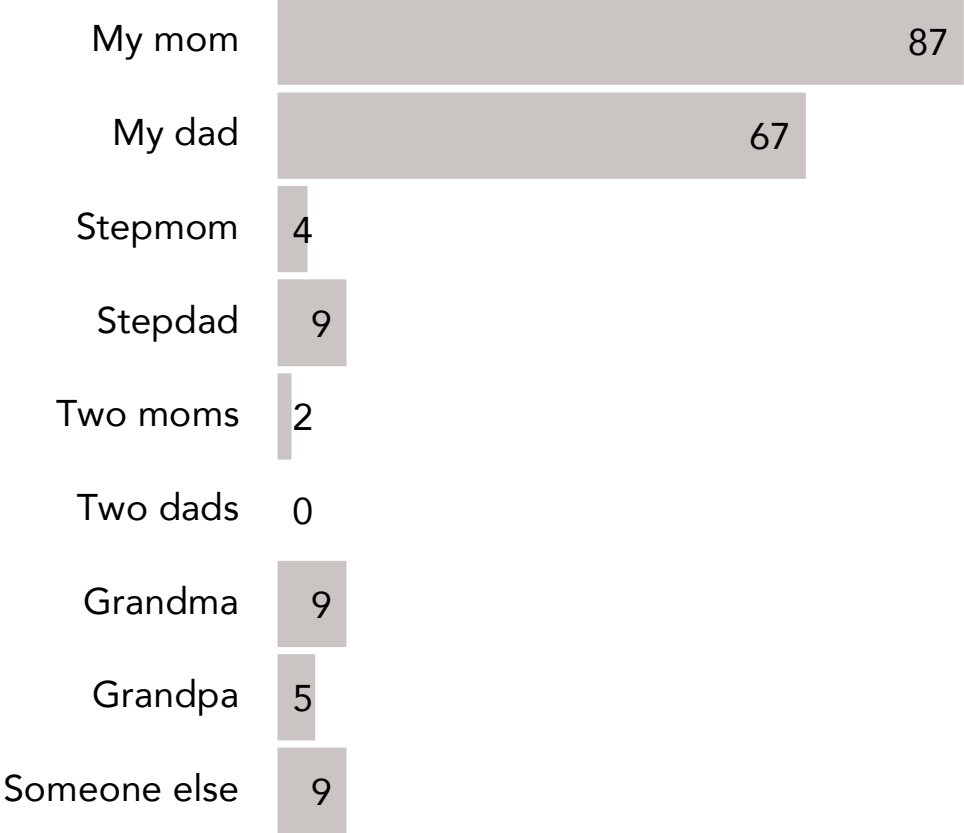
When you were younger, what types of toys did you play with most of the time?



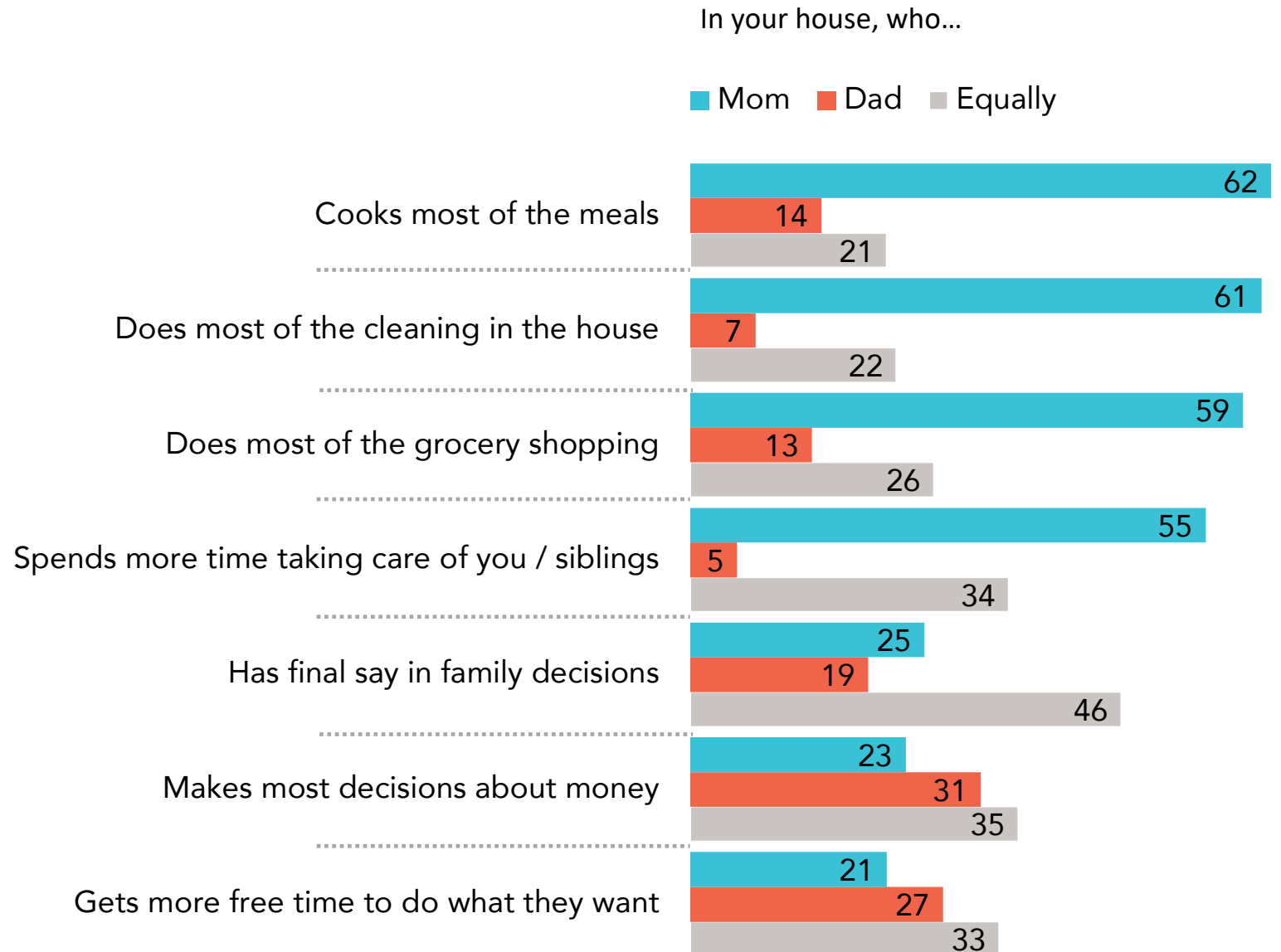


**71% of respondents live with both a mother and father figure.**

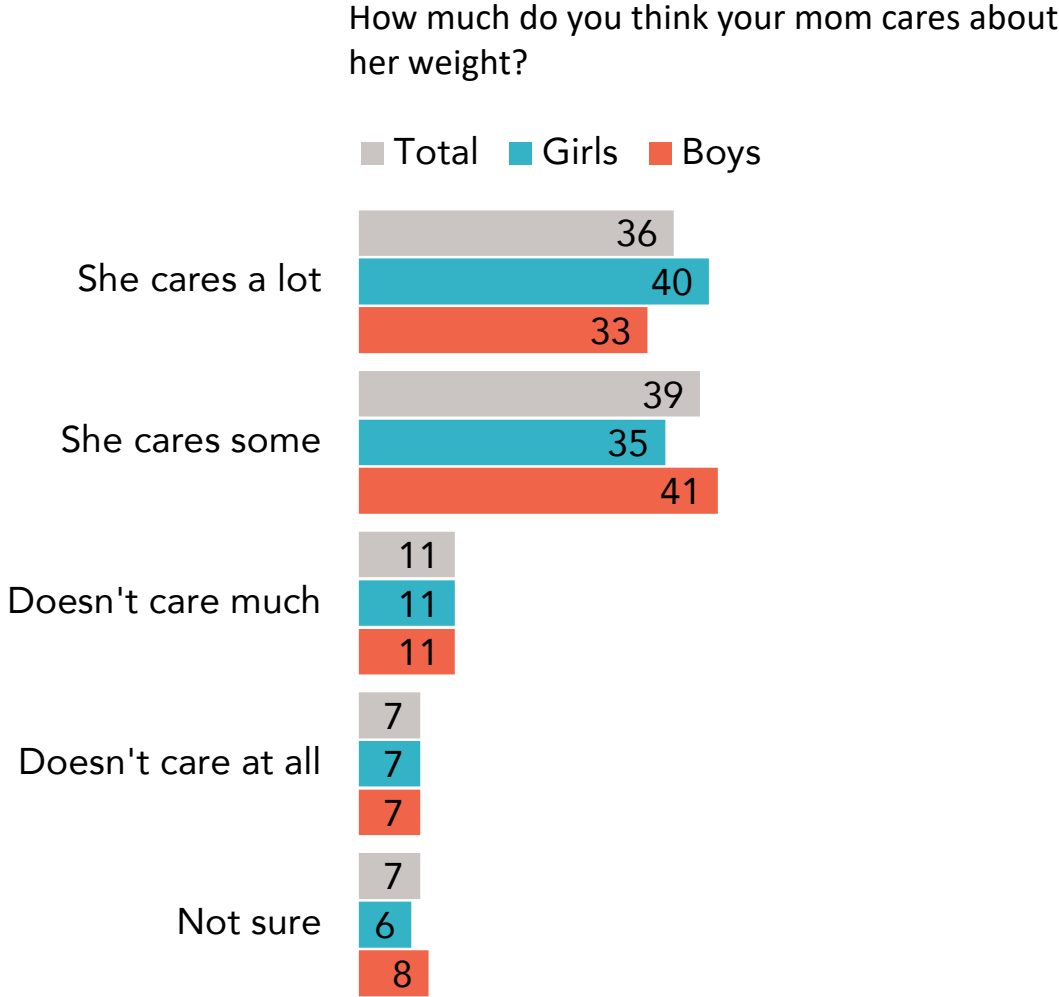
What adults are you living with right now? (You can choose more than one.) If you split your time living with different people, choose who you are with right now.



**Perception of roles in households among respondents with both mother and father figures in the home.**

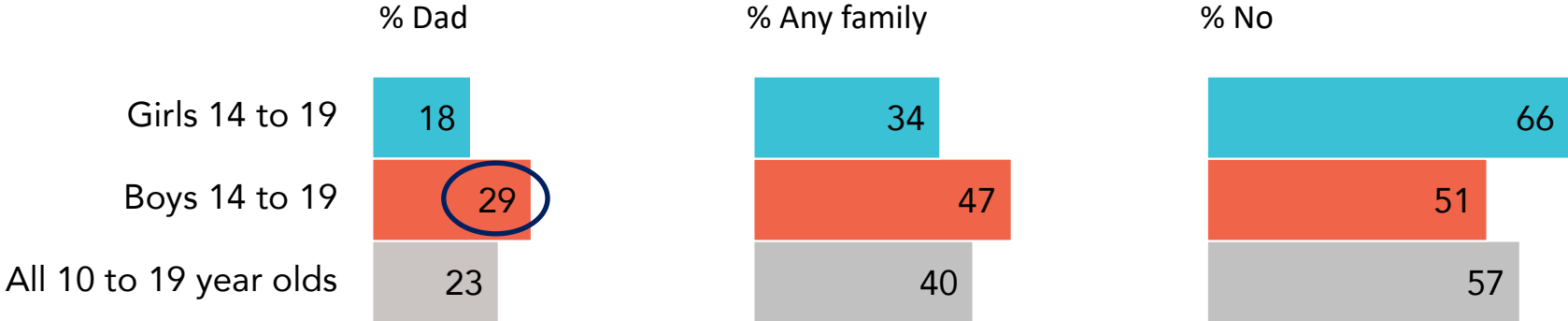


**75% of respondents say they think their mom cares “a lot” or “some” about her weight.**

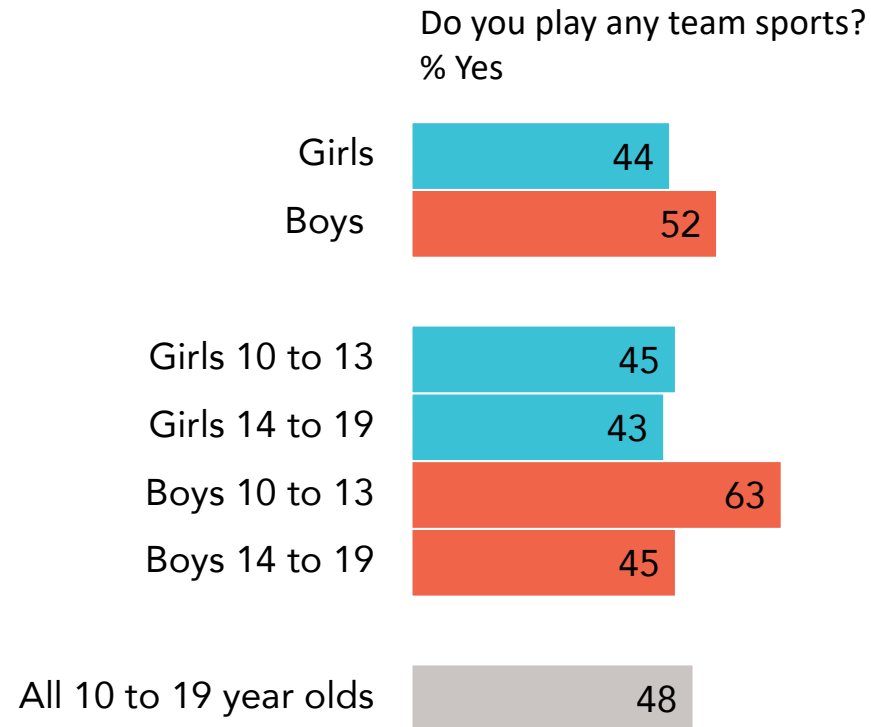


# Half of older boys has heard a man in their family make sexual comments or sexual jokes about women.

Have you ever heard your dad or other men in your family make sexual comments or sexual jokes about women? (You can choose more than one.)



**Close to half of respondents says they play a team sport(s).**

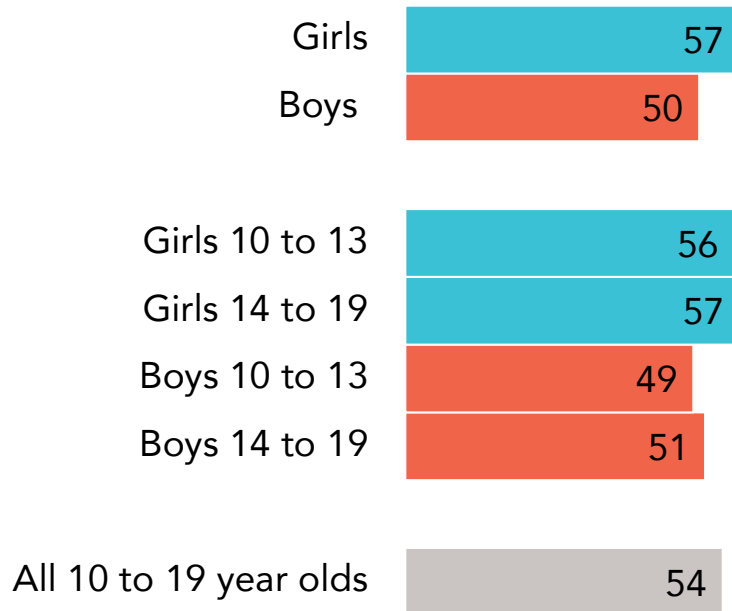


A smaller proportion of Latino respondents (38%) says they play team sports than Black (53%) or white (47%) respondents.

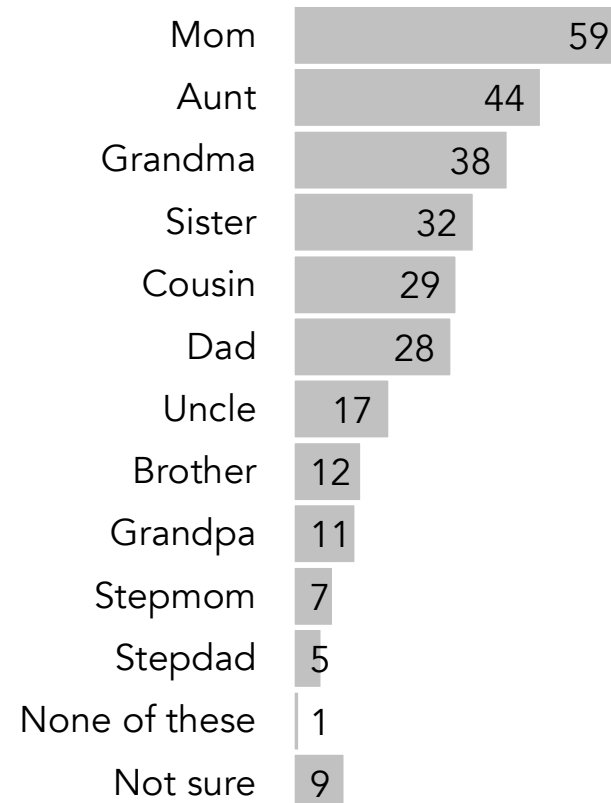
## Slightly more than half of respondents says they have a family member(s) who has strong feelings about equality for women.

Do any of your extended family members have strong feelings about equality for women?

% Yes



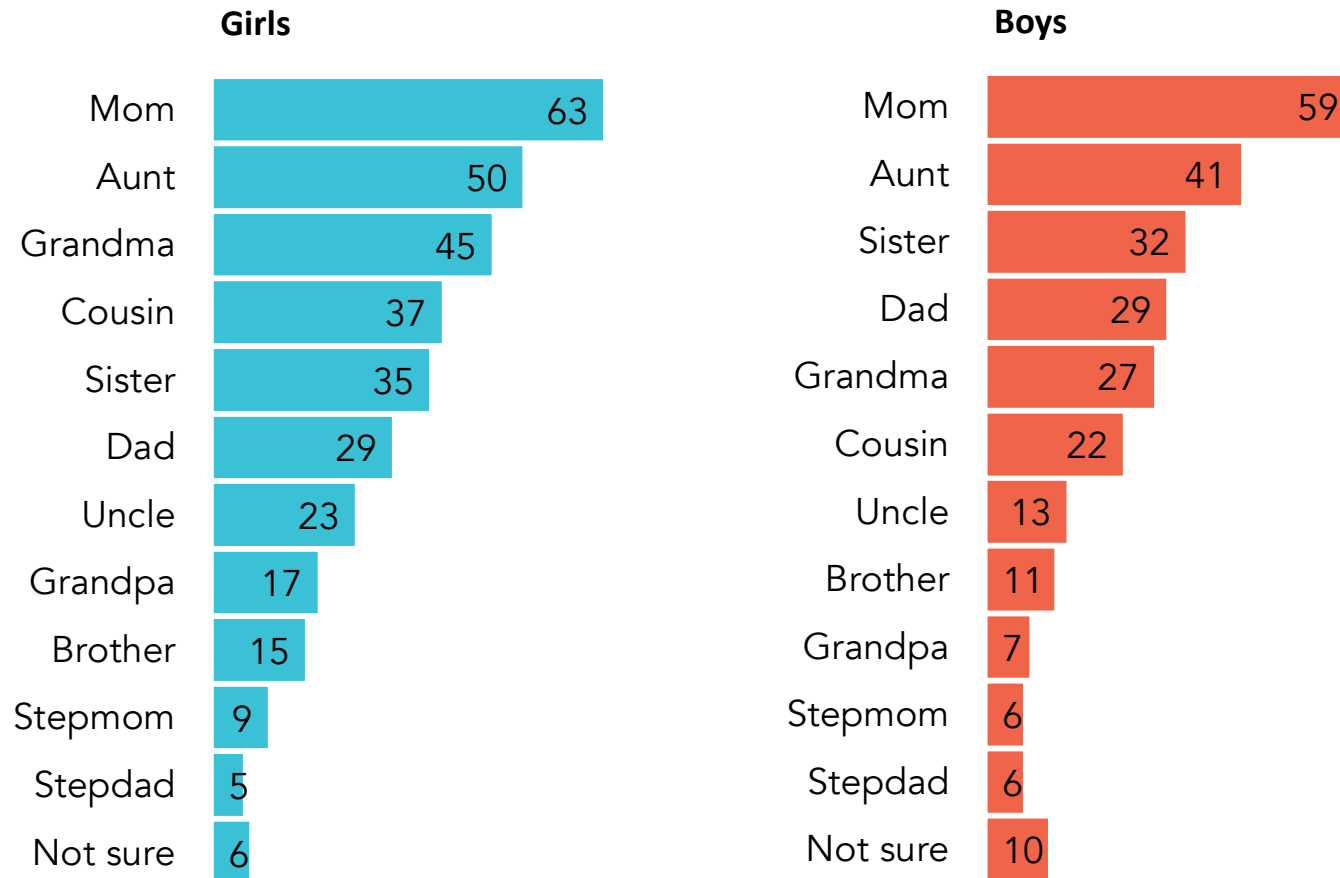
IF YES: Which family member(s) has strong feelings about equality for women? (You can choose more than one.)



Base n = 535

IF YES: Which family member(s) has strong feelings about equality for women?  
(You can choose more than one.)

*Among those who have a family member with strong feelings.*



Base n = 287

Base n = 245

## What correlates with views related to gender equality?

We conducted bivariate correlation analysis between key attitudes related gender equality and other views, demographics, and behaviors.

The results on the following pages show the strongest statistically-significant correlations.



Correlations do not mean causation. That said, we tend to use correlation analysis to help explore possible explanations for variations in opinion.

The relationships on the following pages are linear. So the reverse of each correlate is also true. For example, on the next page, girls who perceive gender inequality are more likely to *disagree* with the statement “I’m more comfortable with traditional gender roles.”



Attitudes, behaviors, and demographics correlated with:

## Agreeing “I am more comfortable with women having traditional roles in society, such as caring for children and family.”

### Among Girls

- Not perceiving gender inequality, sexism is not a problem, not a feminist
- Lower household income
- Making money is an important life goal
- Not having a family member who has strong feelings about equality
- Feeling pressure to not have strong opinions
- No exposure to #MeToo
- Believing boys harassing girls is not about power
- Not having talked in past year about gender equality
- Having fewer friends who have been asked by boys for sexy pictures
- Not having a dad who feels strongly about gender equality
- Not having a mom who feels strongly about gender equality
- Not having a teacher who talked about #MeToo
- Not on team sports
- Having a Republican parent

Coefficients .122\*\* to .283\*\*

### Among Boys

- Sexual harassment is about boys wanting to date girls
- Mom does not have the final say in family decisions
- Not perceiving gender inequality, sexism is not a problem, not a feminist
- Having a Republican parent
- Disagree or only somewhat agree with wanting equal numbers of men and women in positions of power
- Households where dad has a job
- Not having a mom who feels strongly about gender equality
- Marriage is an important life goal
- Believing boys harassing girls is not about boys living in a culture w/power
- Not having a parent who talked about #MeToo
- Exposure to online porn
- Having more friends who have been asked girls for sexy pictures
- Mom does not make most of money decisions
- Having kids is an important life goal
- Not having a teacher who talked about #MeToo
- Not having a dad who cares about gender equality
- Not having exposure to #MeToo

Coefficients .122\*\* to .266\*\*

Attitudes, behaviors, and demographics correlated with:

## Agreeing “I want there to be equal numbers of men and women who are leaders in work, politics, and life.”

### Among Girls

- Perceiving harassment as about a culture of power imbalance
- Feeling judged as a sexual object
- Perceiving sexism is a problem
- Perceiving harassment as about boys wanting power over girls
- Feeling treated with less respect as a girl
- Wanting men and women to be treated fairly
- Exposure to online porn
- Feeling unsafe as a girl
- Having a teacher who discussed #MeToo
- Perceiving inequality for women and girls, a feminist
- Feeling pressure to look hot / sexy, keep everyone happy, physically attractive, hide feelings, don't disappoint others, get good grades, be liked by others, have no strong opinions
- Feeling treated unfairly on social media, school, sports, community because of being a girl
- Not having a Republican parent
- Seeing women's portrayals in Hollywood and pop culture
- Making the world a better place is an important life goal
- Having a mom who feels strongly about gender equality
- Having a parent who discussed #MeToo
- Frequent exposure to boys making sexual comments/jokes about girls

Coefficients .123\*\* to .437\*\*

Remember: These reflect linear relationships and the reverse of each correlate is also true. For example, *not* wanting men and women to be treated fairly is the strongest correlate among boys with *not* wanting gender equity in positions of power.

### Among Boys

- Wanting men and women to be treated fairly
- Perceiving sexism is a problem
- Perceiving inequality for women, then girls
- Making the world a better place is an important life goal
- Perceiving harassment as about a cultural of power imbalance
- Having less frequent exposure to online porn
- Having a Republican parent
- Exposure to #MeToo, having a teacher or parent who talked with them
- Being more comfortable with untraditional gender roles
- Having a mom who has strong feelings about gender equality
- Being less likely to have played exclusively with boy toys growing up
- Describing oneself as "nice"
- Having male family members who do *not* make sexual comments and sexual jokes about women
- Seeing women's portrayals in Hollywood and pop culture
- Being in households without a dad
- Having fewer friends who have gotten sexy / naked pictures from girls
- Identifying as feminist
- Liking English / language arts as a subject
- Having talked about gender equality in the past year

Coefficients .126\*\* to .522\*\*

Attitudes, behaviors, and demographics correlated with:  
**Perceiving sexism as a problem in our society.**

**Among Girls**

- Perceiving harassment as about a culture of power imbalance
- Feeling treated with less respect because a girl
- Agreeing with wanting equal men and women in positions of power
- Having talked about gender equality in past year
- Perceiving inequality btwn men/women, then girls/boys
- Feeling judged as a sexual object
- Perceiving harassment as about boys wanting power over girls
- Feeling unsafe as a girl
- Frequent exposure to boys making sexual jokes / comments about girls
- Not having a Republican parent
- Feeling treated unfairly at school because of being a girl
- Exposure to online porn
- Feeling disrespected because of age
- Feeling treated unfairly on social media as a girl
- Making the world a better place is an important life goal
- Feeling every pressure, including to pressure to look hot/sexy, hide feelings, keep everyone happy, not to brag, not to have strong opinions, get good grades, hook up with a boy, be physically attractive, don't disappoint others, put others' feelings before own
- Feeling treated with less respect because of race / ethnicity
- Being more comfortable with untraditional gender roles
- Identifying as a feminist
- Having a mom who feels strongly about gender equality
- Feeling treated unfairly in the community as a girl
- Having a teacher who discussed #MeToo
- Feeling treated unfairly in sports as a girl
- Having a dad who feels strongly about gender equality
- Feeling more confident in dealing with conflict

Coefficients .155\*\* to .470\*\*

**Among Boys**

- Perceiving inequality btwn men/women and girls/boys
- Perceiving assault / harassment as about a culture of power imbalance
- Agreeing with wanting equal men and women in positions of power
- Making the world a better place is an important life goal
- Perceiving harassment as about boys wanting power over girls
- Having a teacher and/or parent who discussed #MeToo
- Having talked about gender equality in the past year
- Identifying as a feminist
- Having family members who have strong feelings about gender equality
- Agreeing that men and women should be treated equally
- Exposure to #MeToo
- Having a successful career and wanting to be a leader are important life goals
- Feeling pressure around sports, not to brag, get good grades, fit in
- Liking English / language arts as a subject
- Having a mom who feels strongly about gender equality
- Seeing women's portrayals in Hollywood and pop culture
- Less likely to have played exclusively with boy toys growing up
- Frequent exposure to boys making sexual jokes and comments about girls
- Not having a Republican parent
- Feeling pressure to join in on talking about sex
- Having a mom who has a job
- Households without a dad
- Non-white households

Coefficients .135\*\* to .462\*\*

Attitudes, behaviors, and demographics correlated with:

## Interested “in a job someday that deals with science, technology, math, or engineering.”

### Among Girls

- Liking math and / or science
- Math or science is favorite subject
- Living in a higher income household
- Being a leader is an important life goal
- Having talked about gender equality in the past year
- Playing team sports
- Having a family member who feels strongly about gender equality
- Feeling pressure to get good grades
- Having a successful career is an important life goal
- More frequently looking in the mirror
- Exposure to online porn
- Feeling pressure to be liked, not disappoint others, always be positive
- Feeling treated unfairly in sports as a girl
- Identifying as a feminist

Coefficients .129\*\* to .458\*\*

### Among Boys

- Liking math and/or science
- Math or science is favorite subject
- Being Asian American or Pacific Islander
- Playing team sports
- Having a family member who feels strongly about gender equality

Coefficients .188\*\* to .395\*\*

Attitudes, behaviors, and demographics correlated with:  
**Playing in team sports.**

**Among Girls**

- Feeling pressure to be interested in sports
- Being interested in a STEM career
- Having a family member who feels strongly about gender equality
- Having a successful career as an important life goal
- Having been told by an adult “you can be a leader among your peers”
- Feeling pressure to be physically strong
- Describing oneself as “a leader”
- Feeling pressure to be liked by others
- Having a dad who does not make sexual comments and jokes about women
- Describing oneself as “confident”
- Not feeling pressure to withhold strong opinions

Coefficients .138\*\* to .298\*\*

**Among Boys**

- Feeling pressure to be interested in sports
- Having been told by an adult “you have a right to feel any way you want and it doesn’t matter what people think”
- Being interested in a STEM career
- Describing oneself as “a leader”
- Having male family members who do *not* make sexual comments and sexual jokes about women
- Having making the world a better place as an important life goal
- Not feeling pressure to join in on sex talk
- Not feeling pressure to hook up with a girl
- Having marriage as an important life goal
- Having a successful career as an important life goal
- Having been told by an adult “you can be a leader among your peers”
- Less exposure to online porn

Coefficients .129\*\* to .458\*\*



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