#### Gendered Toys

YouGov What the world thinks		Ge	ender		Age			Reg	jion			R	ace	
	Total	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other
o what extent do you agree or disagree with each of the														
llowing statements? Please select one option on each w.														
Blue is only for boys														
Unweighted base	2070	915	1155	442	748	880	441	495	744	390	1641	138	105	186
Base: All US adults	2070	1007	1063	633	709	729	373	439	774	484	1353	242	297	178
Strongly agree	5%	5%	4%	6%	5%	4%	5%	3%	6%	5%	4%	6%	9%	4%
Somewhat agree	8%	11%	4%	8%	7%	8%	10%	6%	8%	6%	6%	9%	7%	15%
Neither agree nor disagree	21%	26%	17%	18%	23%	22%	18%	21%	24%	21%	20%	23%	24%	22%
Somewhat disagree	18%	19%	17%	16%	15%	22%	20%	19%	16%	18%	18%	16%	21%	17%
Strongly disagree	46%	36%	56%	49%	48%	42%	45%	48%	45%	48%	50%	45%	36%	36%
Don't know	2%	2%	2%	3%	1%	2%	2%	3%	1%	2%	1%	1%	2%	6%
Net: Agree	12%	16%	9%	14%	12%	12%	15%	9%	14%	11%	10%	15%	16%	19%
Net: Disagree	64%	56%	73%	65%	64%	64%	64%	67%	61%	66%	68%	61%	58%	53%
Unweighted base	2070	915	1155	442	748	880	441	495	744	390	1641	138	105	18
Base: All US adults	2070	1007	1063	633	709	729	373	439	774	484	1353	242	297	178
Strongly agree	10%	12%	8%	12%	9%	9%	11%	9%	10%	9%	7%	15%	15%	13%
Somewhat agree	18%	24%	13%	14%	19%	21%	20%	18%	18%	17%	18%	21%	16%	18%
Neither agree nor disagree	21%	21%	22%	20%	22%	22%	17%	24%	23%	20%	21%	21%	23%	27%
Somewhat disagree	19%	17%	21%	18%	17%	21%	22%	20%	18%	17%	20%	17%	18%	13%
Strongly disagree	29%	25%	34%	32%	31%	25%	28%	27%	29%	33%	32%	24%	25%	23%
Don't know	2%	3%	2%	4%	1%	1%	2%	2%	2%	3%	2%	2%	3%	6%
Net: Agree	28%	35%	21%	26%	28%	30%	31%	27%	28%	26%	26%	36%	31%	31%
Net: Disagree	48%	41%	55%	50%	48%	47%	50%	47%	47%	50%	52%	41%	43%	36%
<ul> <li>what extent do you agree or disagree with each of the ollowing statements? Please select one option on each ow.</li> </ul>														
Toys for children are too gender-specific														
Unweighted base	2070	915	1155	442	748	880	441	495	744	390	1641	138	105	186
Base: All US adults	2070	1007	1063	633	709	729	373	439	774	484	1353	242	297	178
Strongly agree	12%	10%	14%	22%	11%	5%	12%	11%	12%	14%	10%	8%	22%	14%
Somewhat agree	25%	24%	26%	28%	25%	24%	26%	22%	24%	30%	25%	28%	26%	21%
Neither agree nor disagree	31%	31%	31%	24%	33%	35%	29%	33%	34%	26%	32%	36%	23%	27%
Somewhat disagree	13%	14%	12%	10%	14%	15%	14%	20%	11%	9%	14%	11%	13%	12%
Strongly disagree	14%	15%	13%	10%	15%	16%	15%	12%	16%	12%	15%	12%	12%	14%
	4%	6%	3%	7%	3%	5%	4%	3%	3%	8%	4%	4%	3%	11%
Don't know					0.504				0.00/	4.407	0.001			
Don't know Net: Agree Net: Disagree	38% 27%	34% 29%	41% 25%	49% 20%	35% 29%	29% 31%	38% 29%	33% 32%	36% 27%	44% 21%	36% 28%	36% 24%	49% 25%	35% 26%

#### Gendered Toys

US\_nat\_2000 Sample: 30th November - 1st December 2016

Net: Agree

Net: Disagree

38%

27%

35%

23%

38%

31%

39%

32%

49%

25%

35%

30%

45%

20%

34%

26%

25%

33%

46%

23%

38%

23%

YouGov What the world thinks			Educa	ation				Marital	Status		
	Total	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Single	Domestic partnership
To what extent do you agree or disagree with each of the ollowing statements? Please select one option on each ow.											
Blue is only for boys											
Unweighted base	2070	611	799	428	232	1130	46	277	130	411	76
Base: All US adults	2070	897	641	342	189	1022	53	257	109	550	79
Strongly agree	5%	7%	4%	1%	6%	4%	1%	6%	6%	5%	12%
Somewhat agree	8%	7%	8%	9%	7%	8%	10%	8%	5%	8%	2%
Neither agree nor disagree	21%	24%	19%	20%	20%	21%	23%	25%	23%	20%	19%
Somewhat disagree	18%	16%	20%	19%	16%	20%	26%	17%	20%	13%	24%
Strongly disagree	46%	43%	48%	49%	51%	46%	40%	41%	45%	52%	39%
Don't know	2%	3%	1%	1%	2%	2%	-	3%	2%	2%	4%
Net: Agree Net: Disagree	12% 64%	14% 59%	12% 68%	10% 69%	12% 67%	11% 65%	11% 66%	14% 58%	11% 65%	13% 65%	15% 63%
	2070	611	799	428	232	1130	46	277	130	411	76
Pink is only for girls Unweighted base Base: All US adults	2070 2070	611 <b>897</b>	799 641	428 342	232	1130 1022	46 53	277 257	130 109	411	76
Unweighted base											
Unweighted base Base: All US adults	2070	897	641	342	189	1022	53	257	109	550	79
Unweighted base Base: All US adults Strongly agree	2070 10%	897 13%	641 9%	342 4%	189 5%	1022 9%	53 7%	257 8%	109 9%	550 10%	79 25%
Unweighted base Base: All US adults Strongly agree Somewhat agree	2070 10% 18%	897 13% 16%	641 9% 19%	342 4% 20%	189 5% 20%	1022 9% 20%	53 7% 8%	257 8% 17%	109 9% 23%	550 10% 16%	79 25% 14%
Unweighted base Base: All US adults Strongly agree Somewhat agree Neither agree nor disagree	2070 10% 18% 21% 19% 29%	897 13% 16% 25%	641 9% 19% 19%	342 4% 20% 19%	189 5% 20% 20%	1022 9% 20% 20%	53 7% 8% 37%	257 8% 17% 29%	109 9% 23% 22%	550 10% 16% 18%	79 25% 14% 23%
Unweighted base Base: All US adults Strongly agree Somewhat agree Neither agree nor disagree Somewhat disagree Strongly disagree Don't know	2070 10% 18% 21% 19% 29% 2%	897 13% 16% 25% 19% 23% 4%	641 9% 19% 19% 18% 33% 1%	342 4% 20% 19% 22% 34% 1%	189 5% 20% 20% 17% 36% 3%	1022 9% 20% 20% 20% 29% 2%	53 7% 8% 37% 24% 23%	257 8% 17% 29% 18% 23% 5%	109 9% 23% 22% 22% 22% 22% 22%	550 10% 16% 18% 17% 36% 3%	79 25% 14% 23% 11% 26%
Unweighted base Base: All US aduts Strongly agree Somewhat agree Neither agree nor disagree Somewhat disagree Strongly disagree Don't know Net: Agree	2070 10% 18% 21% 19% 29% 2% 2% 28%	897 13% 16% 25% 19% 23% 4% 30%	641 9% 19% 18% 33% 1% 29%	342 4% 20% 19% 22% 34% 1% 24%	189 5% 20% 20% 17% 36% 3% 25%	1022 9% 20% 20% 20% 29% 2% 2% 29%	53 7% 8% 37% 24% 23% - 15%	257 8% 17% 29% 18% 23% 5% 25%	109 9% 23% 22% 22% 22% 22% 2% 32%	550 10% 16% 18% 17% 36% 3% 26%	79 25% 14% 23% 11% 26% - 40%
Unweighted base Base: All US adults Strongly agree Somewhat agree Neither agree nor disagree Somewhat disagree Somewhat disagree Don't know Net: Agree Net Disagree To what extent do you agree or disagree with each of the ollowing statements? Please select one option on each	2070 10% 18% 21% 19% 29% 2%	897 13% 16% 25% 19% 23% 4%	641 9% 19% 19% 18% 33% 1%	342 4% 20% 19% 22% 34% 1%	189 5% 20% 20% 17% 36% 3%	1022 9% 20% 20% 20% 29% 2%	53 7% 8% 37% 24% 23%	257 8% 17% 29% 18% 23% 5%	109 9% 23% 22% 22% 22% 22% 22%	550 10% 16% 18% 17% 36% 3%	79 25% 14% 23% 11% 26%
Unweighted base Base: All US adults Strongly agree Somewhat agree Neither agree nor disagree Somewhat disagree Somewhat disagree Dorit know Net: Agree Net: Disagree ow hat extent do you agree or disagree with each of the ollowing statements? Please select one option on each ow.	2070 10% 18% 21% 19% 29% 2% 2% 28%	897 13% 16% 25% 19% 23% 4% 30%	641 9% 19% 18% 33% 1% 29% 52%	342 4% 20% 19% 22% 34% 1% 24% 56%	189 5% 20% 17% 36% 3% 25% 53%	1022 9% 20% 20% 20% 29% 2% 2% 29%	53 7% 8% 37% 24% 23% - 15% 47%	257 8% 17% 29% 18% 23% 5% 25% 41%	109 9% 23% 22% 22% 22% 32% 32% 44%	550 10% 18% 18% 17% 36% 3% 26% 53%	79 25% 14% 23% 11% 26% 26% 37%
Unweighted base Base: All US adults Strongly agree Somewhat agree Neither agree nor disagree Somewhat disagree Strongly disagree Don't know Net: Agree Don't know Net: Agree Don't know Net: Agree o what extent do you agree or disagree with each of the blowing statements? Please select one option on each ow.	2070 10% 18% 21% 19% 29% 2% 28% 48% 48%	897 13% 16% 25% 19% 23% 4% 30% 42%	641 9% 19% 18% 33% 1% 29% 52%	342 4% 20% 19% 22% 34% 24% 56%	189 5% 20% 20% 17% 36% 3% 25% 53% 25%	1022 9% 20% 20% 29% 29% 29% 49%	53 7% 8% 37% 24% 23% - - 15% 47%	257 8% 17% 29% 18% 23% 5% 25% 41%	109 9% 23% 22% 22% 22% 32% 32% 44%	550 10% 16% 18% 17% 36% 26% 53%	79 25% 14% 23% 11% 26% - 40% 37%
Unweighted base Base: All US adults Strongly agree Somewhat agree Neither agree nor disagree Somewhat disagree Somewhat disagree Somewhat disagree Don't know Net: Agree Net: Disagree o what extent do you agree or disagree with each of the blowing statements? Please select one option on each ow. Toys for children are too gender-specific Unweighted base Base: All US adults	2070 10% 21% 19% 29% 2% 28% 48% 28% 48%	897 13% 16% 25% 19% 23% 4% 30% 42% 611 897	641 9% 19% 19% 18% 33% 1% 29% 52% 799 641	342 4% 20% 19% 22% 34% 56% 42% 56%	189 5% 20% 20% 17% 36% 3% 25% 53% 25% 53%	1022 9% 20% 20% 29% 29% 29% 49% 1130	53 7% 8% 37% 24% 23% - 15% 47% 47%	257 8% 17% 29% 18% 23% 5% 25% 41% 277 257	109 9% 23% 22% 22% 2% 32% 44%	550 10% 16% 18% 17% 36% 36% 53% 53%	79 25% 14% 23% 11% 26% - 40% 37%
Unweighted base Base: All US adults Strongly agree Somewhat agree Neither agree nor disagree Somewhat disagree Somewhat disagree Don't know Net: Agree Don't know Net: Agree Net: Disagree o what extent do you agree or disagree with each of the bollowing statements? Please select one option on each ow. Toys for children are too gender-specific Unweighted base Base: All US adults Strongly agree	2070 10% 18% 21% 19% 29% 28% 28% 48% 28% 48% 2070 2070 2070 12%	897 13% 16% 25% 19% 23% 4% 30% 42% 611 897 11%	641 9% 19% 18% 33% 1% 29% 52%	342 4% 20% 19% 22% 34% 56% 56% 428 342 11%	189 5% 20% 17% 36% 33% 25% 53% 25% 53%	1022 9% 20% 20% 29% 29% 49% 1130 1022 11%	53 7% 8% 37% 24% - 15% 47% 47%	257 8% 17% 29% 18% 23% 5% 25% 41% 25% 41%	109 9% 23% 22% 22% 2% 32% 44%	550 10% 16% 18% 37% 36% 53% 411 550 16%	79 25% 14% 23% 26% - 40% 37%
Unweighted base Base: All US adults Strongly agree Somewhat agree Neither agree nor disagree Somewhat disagree Somewhat disagree Strongly disagree Dort know Net: Agree Net: Disagree o what extent do you agree or disagree with each of the billowing statements? Please select one option on each ow. Toys for children are too gender-specific Unweighted base Base: All US adults Strongly agree Somewhat agree	2070 10% 21% 19% 29% 28% 28% 48% 28% 28% 2070 2070 2070 2070 225%	897 13% 16% 25% 19% 23% 4% 30% 42% 611 897 11% 23%	641 9% 19% 18% 33% 29% 52% 799 641 13% 24%	342 4% 20% 19% 22% 34% 24% 56% 56% 428 342 11% 28%	189 5% 20% 20% 17% 36% 25% 53% 53% 25% 53% 232 189 15% 34%	1022 9% 20% 29% 29% 29% 49% 1130 1022 11% 24%	53 7% 8% 37% 24% 23% - 15% 47% 47%	257 8% 17% 29% 18% 23% 5% 25% 41% 25% 41%	109 9% 23% 22% 22% 22% 32% 44% 130 109 4% 21%	550 10% 16% 18% 37% 26% 53% 411 550 16% 30%	79 25% 14% 23% 11% 26% - 40% 37% 76 79 16% 22%
Unweighted base Base: All US adults Strongly agree Somewhat agree Neither agree nor disagree Somewhat disagree Somewhat disagree Somewhat disagree Don't know Net: Agree Net: Disagree o what extent do you agree or disagree with each of the ollowing statements? Please select one option on each ow. Toys for children are too gender-specific Unweighted base Base: All US adults Strongly agree Somewhat agree Neither agree nor disagree	2070 10% 18% 21% 19% 29% 28% 28% 48% 28% 28% 28% 31%	897 13% 16% 25% 19% 23% 4% 30% 42% 611 897 11% 23% 35%	641 9% 19% 18% 33% 1% 29% 52% 799 641 13% 24% 29%	342 4% 20% 19% 22% 34% 24% 56% 428 342 11% 28% 28% 22%	189 5% 20% 20% 17% 36% 3% 25% 53% 53% 25% 53%	1022 9% 20% 29% 29% 29% 49% 1130 1022 11% 24% 32%	53 7% 8% 37% 24% 23% - 5% 47% 47%	257 8% 17% 29% 18% 23% 5% 25% 41% 25% 41% 257 13% 21% 34%	109 9% 23% 22% 22% 2% 32% 44% 130 109 4% 21% 38%	550 10% 16% 18% 17% 36% 26% 53% 411 550 16% 30% 26%	79 25% 14% 23% 11% 26% - - - - - - - - - - - - - - - - - - -
Unweighted base Base: All US adults Strongly agree Somewhat agree Neither agree nor disagree Somewhat disagree Somewhat disagree Don't know Net: Agree Net: Disagree To what extent do you agree or disagree with each of the ollowing statements? Please select one option on each ow. Toys for children are too gender-specific Unweighted base Base: All US adults Strongly agree Somewhat agree Neither agree nor disagree	2070 10% 21% 19% 29% 28% 48% 28% 48% 2070 2070 12% 28% 31%	897 13% 16% 25% 19% 23% 4% 30% 42% 611 897 11% 23% 35% 11%	641 9% 19% 19% 52% 52% 799 641 13% 24% 29% 14%	342 4% 20% 19% 22% 34% 56% 56% 428 342 11% 28% 27% 16%	189 5% 20% 17% 36% 33% 25% 53% 53% 28% 53% 289 15% 34% 24% 13%	1022 9% 20% 20% 29% 29% 49% 1130 1022 11% 24% 32% 15%	53 7% 8% 37% 24% 23% - 15% 47% 47% 46 53 12% 32% 32% 36% 5%	257 8% 17% 29% 18% 23% 5% 25% 41% 25% 41% 257 13% 21% 34% 13%	109 9% 23% 22% 22% 22% 32% 44% 130 109 4% 21% 38% 14%	550 10% 18% 18% 36% 53% 26% 53% 411 550 16% 30% 26% 10%	79 25% 14% 23% 11% 26% - - 40% 37%
Base: All US adults Strongly agree Somewhat agree Somewhat disagree Somewhat disagree Strongly disagree Strongly disagree Don't know Net: Agree Net: Disagree To what extent do you agree or disagree with each of the following statements? Please select one option on each tow. Toys for children are too gender-specific Unweighted base Base: All US adults Strongly agree Somewhat agree Neither agree nor disagree	2070 10% 18% 21% 19% 29% 28% 28% 48% 28% 28% 28% 31%	897 13% 16% 25% 19% 23% 4% 30% 42% 611 897 11% 23% 35%	641 9% 19% 18% 33% 1% 29% 52% 799 641 13% 24% 29%	342 4% 20% 19% 22% 34% 24% 56% 428 342 11% 28% 28% 22%	189 5% 20% 20% 17% 36% 3% 25% 53% 53% 25% 53%	1022 9% 20% 29% 29% 29% 49% 1130 1022 11% 24% 32%	53 7% 8% 37% 24% 23% - 5% 47% 47%	257 8% 17% 29% 18% 23% 5% 25% 41% 25% 41% 257 13% 21% 34%	109 9% 23% 22% 22% 2% 32% 44% 130 109 4% 21% 38%	550 10% 16% 18% 17% 36% 26% 53% 411 550 16% 30% 26%	79 25% 14% 23% 11% 26% - 40% 37% 76 79 16% 22% 29%

### Gendered Toys

US\_nat\_2000 Sample: 30th November - 1st December 2016

YouGov What the world thinks		Children unde	r the age of 18		Inco	ome	
	Total	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

To what extent do you agree or disagree with each of the following statements? Please select one option on each

row.

#### - Blue is only for boys

Unweighted base	2070	551	1456	668	626	460	316
Base: All US adults	2070	584	1406	747	595	400	328
Strongly agree	5%	7%	4%	7%	4%	5%	3%
Somewhat agree	8%	8%	7%	8%	8%	7%	6%
Neither agree nor disagree	21%	24%	21%	22%	19%	21%	26%
Somewhat disagree	18%	17%	18%	18%	20%	19%	15%
Strongly disagree	46%	44%	48%	44%	49%	47%	48%
Don't know	2%	1%	2%	3%	1%	2%	2%
Net: Agree	12%	14%	11%	15%	12%	12%	9%
Net: Disagree	64%	62%	66%	61%	68%	65%	63%

### To what extent do you agree or disagree with each of the following statements? Please select one option on each

row.

#### - Pink is only for girls

Unweighted base	2070	551	1456	668	626	460	316
Base: All US adults	2070	584	1406	747	595	400	328
Strongly agree	10%	11%	9%	14%	9%	8%	5%
Somewhat agree	18%	17%	19%	13%	22%	22%	19%
Neither agree nor disagree	21%	24%	21%	23%	17%	19%	28%
Somewhat disagree	19%	18%	19%	19%	23%	18%	13%
Strongly disagree	29%	28%	30%	28%	29%	29%	33%
Don't know	2%	2%	2%	3%	1%	4%	2%
Net: Agree	28%	28%	28%	27%	30%	30%	24%
Net: Disagree	48%	46%	49%	47%	51%	47%	46%

To what extent do you agree or disagree with each of the following statements? Please select one option on each

row.

#### - Toys for children are too gender-specific

Unweighted base	2070	551	1456	668	626	460	316
Base: All US adults	2070	584	1406	747	595	400	328
Strongly agree	12%	15%	11%	15%	9%	12%	11%
Somewhat agree	25%	22%	26%	23%	28%	27%	24%
Neither agree nor disagree	31%	31%	31%	33%	30%	25%	35%
Somewhat disagree	13%	13%	13%	11%	15%	17%	11%
Strongly disagree	14%	16%	14%	13%	15%	15%	12%
Don't know	4%	3%	5%	4%	3%	5%	7%
Net: Agree	38%	37%	37%	38%	37%	39%	36%
Net: Disagree	27%	29%	27%	24%	30%	31%	23%

OUGOV Vhat the world thinks								Social networ	ks membership						
	Total	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumbir	Instagram	Vine	Snapchat	Periscope	Other	Don't know	Nor
what extent do you agree or disagree with each of the															
lowing statements? Please select one option on each w.															
ue is only for boys															
Unweighted base	2070	1683	760	587	745	128	540	140	546	50	296	34	103	33	29
Base: All US adults	2070	1698	814	513	825	137	496	151	628	64	362	32	103	42	28
Strongly agree	5%	5%	5%	3%	7%	8%	4%	2%	7%	12%	3%	4%	0%	8%	39
Somewhat agree	8%	7%	7%	6%	9%	5%	5%	6%	7%	1%	5%	11%	12%	9%	99
Neither agree nor disagree	21%	20%	18%	20%	20%	21%	15%	17%	17%	29%	18%	26%	11%	50%	24
Somewhat disagree	18%	18%	18%	20%	17%	20%	18%	13%	15%	12%	12%	25%	16%	10%	19
Strongly disagree	46%	47%	50%	50%	46%	43%	57%	60%	53%	43%	61%	30%	59%	21%	43
Don't know	2%	2%	1%	1%	1%	3%	2%	2%	1%	3%	1%	4%	1%	2%	3
Net: Agree	12%	13%	13%	10%	16%	13%	9%	8%	14%	13%	8%	15%	12%	18%	12
Net: Disagree	64%	65%	68%	70%	63%	62%	75%	73%	68%	56%	73%	56%	75%	30%	63
k is only for girls Unweighted base	2070	1683	760	587	745	128	540	140	546	50	296	34	103	33	2
Base: All US adults	2070	1698	814	513	825	137	496	151	628	64	362	32	103	42	2
Strongly agree	10%	10%	8%	6%	13%	7%	7%	4%	9%	5%	7%	-	5%	7%	12
Somewhat agree	18%	17%	18%	20%	19%	22%	12%	12%	19%	8%	13%	26%	19%	15%	24
Neither agree nor disagree	21%	21%	20%	23%	19%	28%	20%	21%	19%	27%	21%	21%	16%	44%	19
Somewhat disagree	19%	20%	20%	18%	20%	20%	24%	15%	19%	25%	23%	22%	23%	5%	15
Strongly disagree	29%	29%	31%	32%	27%	22%	35%	48%	33%	33%	33%	27%	36%	27%	26
Don't know	2%	2%	3%	0%	2%	1%	1%	-	2%	1%	3%	4%	1%	2%	4
Net: Agree	28%	27%	26%	26%	32%	29%	19%	16%	28%	14%	20%	26%	24%	22%	36
Net: Disagree	48%	49%	51%	51%	47%	42%	60%	63%	51%	58%	55%	49%	59%	32%	41
vhat extent do you agree or disagree with each of the															
ys for children are too gender-specific	2070	1683	760	587	745	128	540	140	546	50	296	34	103	33	0
rs for children are too gender-specific Unweighted base	2070	1683	760	587	745	128	540	140	546 628	50	296	34	103	33	
s for children are too gender-specific Unweighted base Base: All US adults	2070	1698	814	513	825	137	496	151	628	64	362	32	103	42	2
s for children are too gender-specific Unweighted base Base: All US adults Strongly agree	2070 12%	1698 12%	814 16%	513 13%	825 15%	137 14%	496 14%	151 31%	628 16%	64 34%	362 17%	32 10%	103 15%	42 11%	2
s for children are too gender-specific Unweighted base Base: All US adults Strongly agree Somewhat agree	2070 12% 25%	1698 12% 26%	814 16% 27%	513 13% 25%	825 15% 28%	137 14% 33%	496 14% 28%	151 31% 26%	628 16% 29%	64 34% 30%	362 17% 29%	32 10% 24%	103 15% 23%	42 11% 24%	2 7 20
s for children are too gender-specific Unweighted base Base: All US adults Strongly agree Somewhat agree Neither agree nor disagree	2070 12% 25% 31%	1698 12% 26% 31%	814 16% 27% 27%	513 13% 25% 27%	825 15% 28% 28%	137 14% 33% 28%	496 14% 28% 30%	151 31% 26% 18%	628 16% 29% 27%	64 34% 30% 13%	362 17% 29% 28%	32 10% 24% 28%	103 15% 23% 26%	42 11% 24% 54%	2 7 20 30
s for children are too gender-specific Unweighted base Base: All US adults Strongly agree Somewhat agree Neither agree nor disagree Somewhat disagree	2070 12% 25% 31% 13%	1698 12% 26% 31% 13%	814 16% 27% 27% 13%	513 13% 25% 27% 17%	825 15% 28% 28% 13%	137 14% 33% 28% 11%	496 14% 28% 30% 12%	151 31% 26% 18% 13%	628 16% 29% 27% 11%	64 34% 30% 13% 14%	362 17% 29% 28% 14%	32 10% 24% 28% 17%	103 15% 23% 26% 20%	42 11% 24% 54% 1%	2 7 2 3 1
ys for children are too gender-specific Unweighted base Base: All US adults Strongly agree Somewhat agree Neither agree nor disagree Somewhat disagree Somewhat disagree Strongly disagree	2070 12% 25% 31% 13% 14%	1698 12% 26% 31% 13% 14%	814 16% 27% 27% 13% 14%	513 13% 25% 27% 17% 16%	825 15% 28% 28% 13% 12%	137 14% 33% 28% 11% 12%	496 14% 28% 30% 12% 14%	151 31% 26% 18% 13% 8%	628 16% 29% 27% 11% 13%	64 34% 30% 13% 14% 7%	362 17% 29% 28% 14% 9%	32 10% 24% 28% 17% 18%	103 15% 23% 26% 20% 13%	42 11% 24% 54% 1% 8%	2 7 2 3 1 1 1
Base: All US adults Strongly agree Somewhat agree Neither agree nor disagree Somewhat disagree	2070 12% 25% 31% 13%	1698 12% 26% 31% 13%	814 16% 27% 27% 13%	513 13% 25% 27% 17%	825 15% 28% 28% 13%	137 14% 33% 28% 11%	496 14% 28% 30% 12%	151 31% 26% 18% 13%	628 16% 29% 27% 11%	64 34% 30% 13% 14%	362 17% 29% 28% 14%	32 10% 24% 28% 17%	103 15% 23% 26% 20%	42 11% 24% 54% 1%	25 28 74 200 366 166 13 88 28

#### Gendered Toys

US\_nat\_2000 Sample: 30th November - 1st December 2016

YouGov What the world thinks		Ge	nder		Age			Reį	gion			R	ace	
	Total	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other
To what extent do you agree or disagree with each of the following statements? Please select one option on each row.														
<ul> <li>In general it is easier for people to buy gifts for boys than girls</li> </ul>														
Unweighted base	2070	915	1155	442	748	880	441	495	744	390	1641	138	105	186
Base: All US adults	2070	1007	1063	633	709	729	373	439	774	484	1353	242	297	178
Strongly agree	5%	6%	3%	8%	5%	2%	7%	1%	5%	6%	4%	5%	7%	6%
Somewhat agree	12%	16%	9%	9%	14%	14%	13%	14%	12%	11%	13%	14%	12%	10%

Base: All US adults	2070	1007	1063	633	709	729	373	439	774	484	1353	242	297	178	
Strongly agree	5%	6%	3%	8%	5%	2%	7%	1%	5%	6%	4%	5%	7%	6%	
Somewhat agree	12%	16%	9%	9%	14%	14%	13%	14%	12%	11%	13%	14%	12%	10%	
Neither agree nor disagree	43%	44%	42%	38%	44%	46%	40%	42%	44%	44%	42%	44%	45%	42%	
Somewhat disagree	19%	16%	22%	20%	17%	19%	19%	22%	16%	19%	19%	16%	19%	20%	
Strongly disagree	15%	11%	20%	18%	15%	13%	16%	15%	17%	13%	16%	19%	12%	10%	
Don't know	6%	7%	4%	8%	4%	5%	5%	5%	6%	7%	6%	2%	3%	12%	
Net: Agree	17%	22%	12%	16%	19%	16%	20%	16%	17%	17%	16%	19%	20%	16%	
Net: Disagree	34%	27%	41%	38%	33%	33%	35%	37%	33%	32%	35%	36%	32%	30%	

To what extent do you agree or disagree with each of the following statements? Please select one option on each

row.

#### - In general it is easier for people to buy gifts for girls than

boys

Unweighted base	2070	915	1155	442	748	880	441	495	744	390	1641	138	105	186
Base: All US adults	2070	1007	1063	633	709	729	373	439	774	484	1353	242	297	178
Strongly agree	7%	5%	9%	9%	8%	4%	7%	4%	8%	8%	4%	10%	18%	6%
Somewhat agree	13%	9%	17%	14%	13%	13%	11%	18%	12%	14%	14%	10%	14%	13%
Neither agree nor disagree	40%	43%	37%	34%	42%	44%	42%	41%	40%	37%	41%	39%	34%	43%
Somewhat disagree	18%	22%	16%	19%	19%	17%	20%	20%	17%	18%	18%	22%	18%	17%
Strongly disagree	14%	13%	16%	15%	14%	15%	15%	10%	16%	15%	16%	15%	11%	10%
Don't know	7%	8%	5%	9%	5%	7%	5%	6%	8%	8%	7%	5%	6%	11%
Net: Agree	20%	14%	26%	24%	21%	17%	18%	22%	19%	22%	18%	21%	32%	20%
Net: Disagree	33%	34%	32%	34%	33%	32%	35%	30%	33%	33%	34%	36%	28%	27%

#### To what extent do you agree or disagree with each of the

following statements? Please select one option on each

row.

Unweighted base	2070	915	1155	442	748	880	441	495	744	390	1641	138	105	186
Base: All US adults	2070	1007	1063	633	709	729	373	439	774	484	1353	242	297	178
Strongly agree	8%	11%	6%	12%	8%	6%	9%	6%	9%	9%	7%	4%	18%	7%
Somewhat agree	19%	25%	13%	19%	21%	17%	20%	19%	18%	19%	20%	16%	18%	15%
Neither agree nor disagree	43%	40%	45%	38%	44%	46%	38%	43%	44%	44%	43%	45%	39%	45%
Somewhat disagree	13%	10%	16%	14%	13%	14%	18%	16%	12%	8%	13%	19%	11%	12%
Strongly disagree	11%	8%	14%	10%	11%	11%	10%	11%	11%	11%	12%	9%	11%	9%
Don't know	6%	7%	5%	7%	4%	7%	5%	5%	6%	8%	6%	6%	4%	12%
Net: Agree	27%	35%	19%	31%	28%	22%	29%	24%	27%	28%	27%	21%	36%	22%
Net: Disagree	24%	18%	31%	24%	24%	25%	28%	27%	24%	20%	25%	28%	21%	21%

### Gendered Toys

US\_nat\_2000 Sample: 30th November - 1st December 2016

YouGov What the world thinks			Educ	ation				Marital	Status		
	Total	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Single	Domestic partnership

To what extent do you agree or disagree with each of the following statements? Please select one option on each

row.

### - In general it is easier for people to buy gifts for boys than girls

Unweighted base	2070	611	799	428	232	1130	46	277	130	411	76
Base: All US adults	2070	897	641	342	189	1022	53	257	109	550	79
Strongly agree	5%	6%	4%	3%	3%	4%	1%	2%	3%	8%	7%
Somewhat agree	12%	10%	14%	13%	16%	13%	13%	14%	15%	11%	9%
Neither agree nor disagree	43%	43%	42%	45%	42%	44%	66%	48%	41%	39%	31%
Somewhat disagree	19%	18%	19%	21%	16%	19%	10%	17%	18%	20%	17%
Strongly disagree	15%	16%	16%	13%	18%	15%	7%	12%	17%	16%	29%
Don't know	6%	6%	5%	6%	6%	5%	3%	7%	5%	6%	7%
Net: Agree	17%	17%	18%	16%	18%	17%	14%	16%	18%	19%	16%
Net: Disagree	34%	34%	35%	33%	34%	34%	17%	29%	36%	36%	46%

To what extent do you agree or disagree with each of the following statements? Please select one option on each

row.

#### - In general it is easier for people to buy gifts for girls than

boys

Unweighted base	2070	611	799	428	232	1130	46	277	130	411	76
Base: All US adults	2070	897	641	342	189	1022	53	257	109	550	79
Strongly agree	7%	9%	6%	5%	4%	8%	12%	5%	4%	6%	5%
Somewhat agree	13%	13%	13%	13%	14%	13%	12%	13%	16%	12%	20%
Neither agree nor disagree	40%	39%	42%	41%	39%	40%	45%	44%	43%	39%	29%
Somewhat disagree	18%	18%	18%	19%	21%	17%	19%	19%	17%	21%	14%
Strongly disagree	14%	13%	15%	16%	17%	14%	10%	11%	13%	16%	22%
Don't know	7%	9%	5%	5%	6%	7%	1%	9%	7%	7%	10%
Net: Agree	20%	22%	19%	18%	18%	22%	24%	18%	20%	18%	25%
Net: Disagree	33%	30%	34%	36%	37%	32%	30%	30%	30%	37%	36%

#### To what extent do you agree or disagree with each of the

following statements? Please select one option on each

row.

Unweighted base	2070	611	799	428	232	1130	46	277	130	411	76
Base: All US adults	2070	897	641	342	189	1022	53	257	109	550	79
Strongly agree	8%	10%	6%	6%	12%	9%	2%	6%	8%	8%	16%
Somewhat agree	19%	16%	20%	20%	25%	17%	23%	19%	12%	22%	13%
Neither agree nor disagree	43%	44%	44%	43%	32%	42%	39%	45%	48%	43%	38%
Somewhat disagree	13%	13%	13%	15%	13%	15%	24%	9%	12%	10%	20%
Strongly disagree	11%	9%	13%	10%	13%	11%	10%	12%	13%	10%	7%
Don't know	6%	7%	4%	6%	5%	5%	3%	10%	7%	6%	7%
Net: Agree	27%	26%	25%	26%	37%	26%	25%	25%	20%	30%	28%
Net: Disagree	24%	23%	26%	25%	26%	26%	34%	20%	25%	21%	27%

### Gendered Toys

US\_nat\_2000 Sample: 30th November - 1st December 2016

YouGov What the world thinks		Children unde	r the age of 18		Inco	ome	
	Total	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

To what extent do you agree or disagree with each of the following statements? Please select one option on each

row.

### - In general it is easier for people to buy gifts for boys than girls

Unweighted base	2070	551	1456	668	626	460	316
Base: All US adults	2070	584	1406	747	595	400	328
Strongly agree	5%	4%	5%	4%	5%	4%	7%
Somewhat agree	12%	13%	12%	12%	15%	14%	7%
Neither agree nor disagree	43%	40%	45%	43%	41%	41%	48%
Somewhat disagree	19%	19%	18%	19%	20%	20%	14%
Strongly disagree	15%	18%	15%	17%	14%	15%	14%
Don't know	6%	6%	6%	5%	5%	5%	11%
Net: Agree	17%	17%	17%	17%	19%	18%	14%
Net: Disagree	34%	38%	33%	35%	35%	36%	28%

To what extent do you agree or disagree with each of the following statements? Please select one option on each

row.

#### - In general it is easier for people to buy gifts for girls than

boys

Unweighted base	2070	551	1456	668	626	460	316
Base: All US adults	2070	584	1406	747	595	400	328
Strongly agree	7%	13%	4%	8%	8%	6%	5%
Somewhat agree	13%	13%	14%	15%	13%	14%	10%
Neither agree nor disagree	40%	38%	41%	39%	37%	43%	46%
Somewhat disagree	18%	16%	19%	18%	23%	14%	17%
Strongly disagree	14%	15%	14%	14%	14%	17%	13%
Don't know	7%	5%	7%	6%	6%	6%	10%
Net: Agree	20%	26%	18%	22%	21%	20%	14%
Net: Disagree	33%	31%	33%	33%	36%	31%	30%

To what extent do you agree or disagree with each of the

following statements? Please select one option on each

row.

Unweighted base	2070	551	1456	668	626	460	316
Base: All US adults	2070	584	1406	747	595	400	328
Strongly agree	8%	9%	8%	6%	8%	14%	6%
Somewhat agree	19%	18%	18%	18%	18%	21%	17%
Neither agree nor disagree	43%	41%	45%	44%	41%	40%	46%
Somewhat disagree	13%	16%	12%	14%	16%	11%	10%
Strongly disagree	11%	11%	11%	12%	12%	8%	11%
Don't know	6%	4%	7%	6%	5%	6%	9%
Net: Agree	27%	27%	26%	24%	27%	35%	24%
Net: Disagree	24%	27%	23%	26%	28%	19%	21%

### Gendered Toys

US\_nat\_2000 Sample: 30th November - 1st December 2016

YouGov What the world thinks								Social network	s membership						
Wilat ure Wolna ullina	Total	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumbir	Instagram	Vine	Snapchat	Periscope	Other	Don't know	None
To what extent do you agree or disagree with each of the															

following statements? Please select one option on each

row.

### - In general it is easier for people to buy gifts for boys than girls

Unweighted base	2070	1683	760	587	745	128	540	140	546	50	296	34	103	33	293
Base: All US adults	2070	1698	814	513	825	137	496	151	628	64	362	32	103	42	289
Strongly agree	5%	5%	7%	3%	7%	4%	3%	6%	8%	10%	9%	5%	2%	18%	3%
Somewhat agree	12%	12%	11%	15%	13%	12%	13%	15%	10%	15%	10%	7%	22%	4%	17%
Neither agree nor disagree	43%	42%	39%	42%	38%	41%	35%	44%	39%	27%	39%	46%	42%	58%	45%
Somewhat disagree	19%	20%	23%	21%	21%	16%	23%	18%	22%	27%	21%	16%	18%	4%	18%
Strongly disagree	15%	16%	15%	15%	17%	21%	21%	12%	17%	17%	16%	18%	12%	8%	10%
Don't know	6%	5%	5%	5%	5%	5%	4%	5%	4%	4%	5%	9%	4%	8%	7%
Net: Agree	17%	16%	18%	18%	19%	16%	17%	21%	18%	25%	19%	12%	24%	22%	19%
Net: Disagree	34%	36%	38%	35%	37%	37%	44%	30%	39%	44%	37%	33%	30%	12%	29%

To what extent do you agree or disagree with each of the following statements? Please select one option on each

row.

#### - In general it is easier for people to buy gifts for girls than

boys

Unweighted base	2070	1683	760	587	745	128	540	140	546	50	296	34	103	33	293
Base: All US adults	2070	1698	814	513	825	137	496	151	628	64	362	32	103	42	289
Strongly agree	7%	8%	7%	5%	8%	8%	8%	4%	9%	19%	7%	9%	5%	10%	4%
Somewhat agree	13%	14%	13%	14%	14%	13%	18%	14%	17%	13%	19%	12%	11%	4%	13%
Neither agree nor disagree	40%	38%	38%	39%	35%	38%	33%	41%	36%	40%	36%	47%	47%	72%	43%
Somewhat disagree	18%	19%	21%	19%	19%	20%	18%	23%	19%	16%	22%	9%	16%	1%	18%
Strongly disagree	14%	14%	16%	18%	17%	18%	19%	13%	16%	11%	11%	20%	17%	8%	11%
Don't know	7%	6%	6%	5%	6%	3%	5%	6%	3%	1%	5%	4%	4%	5%	11%
Net: Agree	20%	22%	20%	19%	22%	21%	26%	18%	26%	32%	26%	20%	15%	14%	17%
Net: Disagree	33%	33%	36%	37%	36%	38%	36%	36%	35%	27%	33%	30%	33%	9%	29%

To what extent do you agree or disagree with each of the

following statements? Please select one option on each

row.

Unweighted base	2070	1683	760	587	745	128	540	140	546	50	296	34	103	33	293
Base: All US adults	2070	1698	814	513	825	137	496	151	628	64	362	32	103	42	289
Strongly agree	8%	9%	11%	8%	9%	6%	7%	10%	11%	14%	10%	11%	5%	5%	5%
Somewhat agree	19%	18%	20%	21%	21%	15%	19%	27%	21%	29%	20%	14%	17%	17%	22%
Neither agree nor disagree	43%	42%	38%	40%	40%	39%	39%	40%	35%	34%	37%	34%	51%	54%	48%
Somewhat disagree	13%	14%	14%	15%	14%	21%	16%	11%	16%	8%	16%	16%	9%	15%	11%
Strongly disagree	11%	12%	11%	12%	9%	14%	14%	7%	13%	9%	14%	10%	13%	5%	6%
Don't know	6%	6%	6%	4%	6%	4%	5%	6%	4%	5%	4%	14%	5%	5%	8%
Net: Agree	27%	26%	31%	29%	31%	22%	26%	36%	31%	44%	29%	25%	22%	22%	27%
Net: Disagree	24%	26%	25%	27%	24%	35%	30%	18%	29%	17%	30%	27%	22%	20%	17%

US\_nat\_2000 Sample: 30th November - 1st December 2016

YouGov What the world thinks		Ge	nder		Age			Reg	gion			Ra	ce	
	Total	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other

To what extent do you agree or disagree with each of the following statements? Please select one option on each

row.

#### - Toys for girls seem more fun than toys for boys

Unweighted base	2070	915	1155	442	748	880	441	495	744	390	1641	138	105	186
Base: All US adults	2070	1007	1063	633	709	729	373	439	774	484	1353	242	297	178
Strongly agree	3%	2%	4%	4%	4%	1%	3%	3%	3%	2%	2%	6%	3%	3%
Somewhat agree	6%	4%	7%	7%	6%	4%	7%	5%	5%	6%	5%	10%	4%	9%
Neither agree nor disagree	46%	45%	47%	42%	46%	49%	42%	48%	44%	50%	45%	51%	45%	44%
Somewhat disagree	22%	25%	20%	23%	22%	23%	25%	23%	23%	18%	24%	16%	24%	16%
Strongly disagree	17%	17%	18%	17%	17%	18%	18%	15%	19%	16%	17%	14%	21%	16%
Don't know	6%	8%	4%	7%	5%	6%	5%	6%	6%	8%	7%	3%	3%	11%
Net: Agree	8%	6%	11%	11%	10%	5%	10%	8%	8%	8%	7%	15%	8%	12%
Net: Disagree	40%	41%	38%	40%	39%	40%	43%	39%	42%	34%	41%	30%	45%	32%

To what extent do you agree or disagree with each of the following statements? Please select one option on each

- It is important that children play with a wide range of toys and not just those that are considered gender specific

_														
Unweighted base	2070	915	1155	442	748	880	441	495	744	390	1641	138	105	186
Base: All US adults	2070	1007	1063	633	709	729	373	439	774	484	1353	242	297	178
Strongly agree	32%	25%	39%	37%	29%	30%	33%	33%	29%	36%	33%	26%	32%	32%
Somewhat agree	27%	28%	26%	24%	26%	30%	29%	29%	25%	27%	29%	25%	23%	25%
Neither agree nor disagree	23%	26%	21%	20%	29%	21%	21%	24%	26%	21%	23%	30%	24%	18%
Somewhat disagree	8%	9%	7%	6%	8%	9%	9%	9%	9%	5%	8%	9%	7%	10%
Strongly disagree	6%	8%	5%	8%	5%	6%	7%	4%	8%	5%	5%	6%	11%	6%
Don't know	3%	4%	2%	5%	2%	2%	2%	2%	3%	6%	3%	4%	1%	9%
Net: Agree	59%	53%	65%	61%	56%	61%	61%	62%	54%	63%	62%	51%	55%	57%
Net: Disagree	14%	17%	12%	14%	13%	15%	16%	12%	17%	10%	13%	15%	19%	16%

Unweighted base	2070	915	1155	442	748	880	441	495	744	390	1641	138	105	186
Base: All US adults	2070	1007	1063	633	709	729	373	439	774	484	1353	242	297	178
Lego	88%	84%	93%	80%	91%	93%	86%	90%	90%	87%	91%	86%	86%	77%
Action figures	88%	83%	92%	80%	90%	93%	86%	90%	90%	83%	90%	82%	87%	80%
Trucks/cars (e.g., Hot wheels, John Deere, etc.)	88%	83%	94%	76%	92%	95%	87%	91%	91%	84%	91%	87%	88%	72%
Nerf toys	82%	76%	88%	74%	88%	84%	77%	85%	83%	81%	86%	79%	77%	68%
Trains	90%	86%	93%	79%	94%	95%	87%	91%	92%	87%	92%	89%	89%	80%
Barbie/dolls	36%	30%	42%	39%	39%	32%	32%	42%	32%	41%	42%	22%	27%	27%
Tea sets	40%	34%	45%	43%	42%	35%	36%	46%	34%	46%	45%	21%	32%	37%
Easy Bake Oven	52%	45%	59%	49%	54%	53%	49%	63%	48%	53%	59%	42%	37%	40%
Water guns	85%	83%	87%	78%	87%	90%	81%	86%	86%	86%	88%	79%	84%	76%
None of these	3%	4%	2%	4%	2%	2%	2%	5%	2%	3%	3%	2%	1%	11%

row.

US\_nat\_2000 Sample: 30th November - 1st December 2016

YouGov What the world thinks			Educ	ation		Marital Status					
	Total	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Single	Domestic partnership

To what extent do you agree or disagree with each of the following statements? Please select one option on each

row.

#### - Toys for girls seem more fun than toys for boys

Unweighted base	2070	611	799	428	232	1130	46	277	130	411	76
Base: All US adults	2070	897	641	342	189	1022	53	257	109	550	79
Strongly agree	3%	4%	2%	1%	1%	2%	10%	4%	1%	3%	1%
Somewhat agree	6%	6%	5%	6%	4%	6%	7%	4%	3%	5%	14%
Neither agree nor disagree	46%	47%	49%	41%	39%	44%	56%	48%	50%	47%	39%
Somewhat disagree	22%	20%	21%	28%	30%	23%	16%	24%	18%	24%	12%
Strongly disagree	17%	16%	19%	18%	17%	19%	8%	14%	18%	15%	25%
Don't know	6%	6%	5%	6%	9%	6%	4%	6%	8%	6%	9%
Net: Agree	8%	11%	7%	7%	5%	8%	16%	8%	5%	8%	15%
Net: Disagree	40%	36%	40%	46%	47%	42%	24%	38%	36%	40%	37%

To what extent do you agree or disagree with each of the following statements? Please select one option on each

- It is important that children play with a wide range of toys and not just those that are considered gender specific

Unweighted base	2070	611	799	428	232	1130	46	277	130	411	76
Base: All US adults	2070	897	641	342	189	1022	53	257	109	550	79
Strongly agree	32%	27%	34%	35%	42%	31%	30%	34%	34%	32%	43%
Somewhat agree	27%	26%	28%	28%	25%	28%	18%	24%	25%	28%	21%
Neither agree nor disagree	23%	26%	23%	18%	20%	23%	48%	24%	22%	23%	13%
Somewhat disagree	8%	9%	6%	9%	7%	9%	3%	7%	9%	7%	5%
Strongly disagree	6%	7%	6%	8%	5%	6%	1%	7%	7%	6%	13%
Don't know	3%	4%	2%	2%	2%	2%	-	5%	3%	4%	6%
Net: Agree	59%	54%	62%	64%	67%	59%	48%	58%	59%	60%	63%
Net: Disagree	14%	16%	12%	17%	12%	15%	4%	14%	16%	13%	18%

Unweighted base	2070	611	799	428	232	1130	46	277	130	411	76
Base: All US adults	2070	897	641	342	189	1022	53	257	109	550	79
Lego	88%	84%	92%	91%	93%	91%	78%	90%	89%	83%	87%
Action figures	88%	83%	92%	91%	91%	90%	72%	87%	88%	85%	86%
Trucks/cars (e.g., Hot wheels, John Deere, etc.)	88%	85%	92%	90%	91%	91%	72%	86%	92%	86%	91%
Nerf toys	82%	78%	85%	86%	84%	85%	58%	82%	78%	78%	89%
Trains	90%	87%	92%	91%	92%	92%	70%	89%	89%	88%	93%
Barbie/dolls	36%	29%	40%	40%	49%	38%	31%	36%	26%	36%	36%
Tea sets	40%	33%	42%	43%	57%	41%	33%	38%	32%	40%	40%
Easy Bake Oven	52%	42%	58%	60%	65%	55%	36%	54%	47%	50%	44%
Water guns	85%	82%	87%	88%	86%	88%	70%	84%	87%	81%	91%
None of these	3%	4%	2%	2%	2%	2%	2%	4%	4%	4%	6%

row.

US\_nat\_2000 Sample: 30th November - 1st December 2016

YouGov What the world thinks		Children unde	r the age of 18	Income				
	Total	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	

To what extent do you agree or disagree with each of the following statements? Please select one option on each

row.

#### - Toys for girls seem more fun than toys for boys

Unweighted base	2070	551	1456	668	626	460	316
Base: All US adults	2070	584	1406	747	595	400	328
Strongly agree	3%	4%	2%	5%	3%	1%	1%
Somewhat agree	6%	9%	5%	8%	6%	3%	2%
Neither agree nor disagree	46%	41%	49%	47%	43%	43%	50%
Somewhat disagree	22%	24%	22%	20%	24%	27%	20%
Strongly disagree	17%	18%	17%	16%	19%	19%	15%
Don't know	6%	5%	6%	5%	5%	7%	11%
Net: Agree	8%	13%	6%	12%	9%	4%	3%
Net: Disagree	40%	41%	39%	36%	43%	46%	36%

To what extent do you agree or disagree with each of the following statements? Please select one option on each

- It is important that children play with a wide range of toys and not just those that are considered gender specific

•							
Unweighted base	2070	551	1456	668	626	460	316
Base: All US adults	2070	584	1406	747	595	400	328
Strongly agree	32%	31%	32%	34%	30%	33%	30%
Somewhat agree	27%	25%	28%	25%	30%	30%	23%
Neither agree nor disagree	23%	25%	23%	25%	23%	18%	26%
Somewhat disagree	8%	8%	8%	7%	8%	9%	7%
Strongly disagree	6%	7%	6%	5%	6%	8%	8%
Don't know	3%	3%	3%	3%	2%	3%	5%
Net: Agree	59%	57%	59%	59%	61%	62%	54%
Net: Disagree	14%	16%	14%	13%	14%	17%	15%

Unweighted base	2070	551	1456	668	626	460	316
Base: All US adults	2070	584	1406	747	595	400	328
Lego	88%	87%	89%	84%	91%	90%	91%
Action figures	88%	88%	89%	85%	91%	90%	87%
Trucks/cars (e.g., Hot wheels, John Deere, etc.)	88%	87%	90%	85%	90%	90%	92%
Nerf toys	82%	81%	83%	77%	86%	85%	81%
Trains	90%	87%	91%	86%	92%	92%	92%
Barbie/dolls	36%	36%	36%	32%	38%	40%	37%
Tea sets	40%	42%	39%	35%	40%	46%	42%
Easy Bake Oven	52%	50%	53%	48%	54%	58%	53%
Water guns	85%	82%	87%	78%	91%	89%	87%
None of these	3%	1%	4%	3%	1%	3%	5%

row.

US\_nat\_2000 Sample: 30th November - 1st December 2016



GOV vorld thinks			Social networks membership													
	Total	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumbir	Instagram	Vine	Snapchat	Periscope	Other	Don't know	None	

To what extent do you agree or disagree with each of the following statements? Please select one option on each

row.

#### - Toys for girls seem more fun than toys for boys

Unweighted base	2070	1683	760	587	745	128	540	140	546	50	296	34	103	33	293
Base: All US adults	2070	1698	814	513	825	137	496	151	628	64	362	32	103	42	289
Strongly agree	3%	3%	4%	2%	3%	5%	3%	4%	5%	11%	8%	4%	5%	5%	0%
Somewhat agree	6%	6%	6%	4%	7%	10%	7%	5%	8%	-	6%	9%	5%	12%	3%
Neither agree nor disagree	46%	45%	42%	45%	44%	44%	43%	50%	43%	52%	43%	41%	55%	64%	51%
Somewhat disagree	22%	22%	23%	27%	23%	21%	22%	24%	21%	16%	21%	20%	18%	7%	23%
Strongly disagree	17%	18%	18%	16%	17%	16%	20%	11%	18%	7%	18%	17%	13%	4%	12%
Don't know	6%	6%	6%	6%	6%	4%	5%	6%	5%	14%	4%	10%	4%	8%	10%
Net: Agree	8%	9%	10%	6%	10%	15%	10%	9%	13%	11%	13%	12%	10%	17%	3%
Net: Disagree	40%	40%	41%	43%	40%	37%	42%	35%	39%	23%	39%	36%	31%	11%	35%

To what extent do you agree or disagree with each of the following statements? Please select one option on each

row.

- It is important that children play with a wide range of toys and not just those that are considered gender specific

Unweighted base	2070	1683	760	587	745	128	540	140	546	50	296	34	103	33	293
Base: All US adults	2070	1698	814	513	825	137	496	151	628	64	362	32	103	42	289
Strongly agree	32%	33%	37%	36%	33%	33%	42%	49%	37%	53%	33%	25%	33%	22%	21%
Somewhat agree	27%	28%	25%	25%	26%	26%	26%	25%	25%	25%	25%	27%	29%	27%	28%
Neither agree nor disagree	23%	22%	21%	20%	22%	19%	20%	17%	24%	13%	27%	23%	16%	31%	28%
Somewhat disagree	8%	7%	7%	9%	9%	12%	6%	4%	5%	2%	7%	16%	12%	2%	10%
Strongly disagree	6%	7%	6%	8%	7%	8%	6%	4%	8%	3%	5%	-	6%	8%	6%
Don't know	3%	3%	3%	1%	4%	3%	1%	2%	3%	4%	3%	9%	4%	11%	7%
Net: Agree	59%	61%	63%	61%	58%	59%	67%	73%	61%	78%	57%	53%	62%	49%	49%
Net: Disagree	14%	14%	13%	17%	16%	20%	12%	8%	12%	5%	13%	16%	18%	9%	16%

Unweighted base	2070	1683	760	587	745	128	540	140	546	50	296	34	103	33	293
Base: All US adults	2070	1698	814	513	825	137	496	151	628	64	362	32	103	42	289
Lego	88%	88%	88%	92%	86%	85%	95%	88%	86%	86%	91%	86%	93%	65%	91%
Action figures	88%	88%	87%	90%	85%	81%	93%	89%	84%	84%	83%	75%	96%	67%	89%
Trucks/cars (e.g., Hot wheels, John Deere, etc.)	88%	88%	87%	93%	85%	82%	92%	89%	85%	81%	85%	77%	92%	58%	91%
Nerf toys	82%	82%	81%	86%	79%	81%	90%	83%	80%	72%	83%	77%	91%	60%	81%
Trains	90%	90%	89%	92%	88%	85%	93%	85%	86%	74%	86%	84%	95%	66%	94%
Barbie/dolls	36%	37%	40%	44%	33%	37%	50%	53%	41%	49%	45%	46%	36%	24%	27%
Tea sets	40%	39%	42%	47%	38%	38%	51%	62%	43%	57%	45%	40%	40%	28%	33%
Easy Bake Oven	52%	53%	54%	62%	49%	52%	67%	70%	53%	66%	58%	63%	60%	36%	47%
Water guns	85%	85%	84%	87%	83%	79%	89%	84%	83%	76%	84%	75%	90%	55%	88%
None of these	3%	2%	2%	2%	3%	2%	2%	2%	2%	5%	1%	-	2%	21%	3%

### Gendered Toys

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but the world thinks		Ge	nder		Age			Reg	ion			R	ace	
	Total	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other
hich, if any, of the following toys do you believe are uitable for "girls" to play with? Please select all that apply.														
Unweighted base	2070	915	1155	442	748	880	441	495	744	390	1641	138	105	186
Base: All US adults	2070	1007	1063	633	709	729	373	439	774	484	1353	242	297	178
Lego	79%	73%	85%	69%	81%	86%	80%	83%	80%	75%	83%	69%	74%	70%
Action figures	62%	58%	67%	56%	65%	66%	57%	69%	61%	63%	69%	45%	54%	51%
Trucks/cars (e.g., Hot wheels, John Deere, etc.)	60%	54%	66%	53%	61%	66%	54%	68%	58%	62%	68%	46%	41%	56%
Nerf toys	70%	66%	73%	58%	72%	79%	67%	76%	69%	68%	78%	49%	57%	59%
Trains	64%	58%	70%	58%	64%	69%	63%	72%	60%	64%	71%	48%	48%	57%
Barbie/dolls	90%	86%	94%	80%	93%	95%	88%	90%	92%	86%	91%	92%	91%	75%
Tea sets	87%	83%	92%	76%	90%	94%	86%	89%	89%	85%	90%	85%	87%	74%
Easy Bake Oven	88%	84%	93%	78%	90%	96%	88%	92%	89%	84%	90%	87%	89%	76%
Water guns	70%	64%	75%	64%	70%	74%	66%	74%	69%	69%	76%	49%	63%	59%
None of these	3%	4%	1%	4%	2%	2%	2%	4%	2%	4%	3%	-	1%	10%
Lego Unweighted base	2070	915	1155	442										
Base: All US adults	2070			442	748	880	441	495	744	390	1641	138	105	186
		1007	1063	633	748 709	880 729	441 373	495 <b>439</b>	744 774	390 <b>484</b>	1641 1353	138 242	105 297	
Very likely	79%	1007 74%												178
Very likely Somewhat likely			1063	633	709	729	373	439	774	484	1353	242	297	178 64%
	79%	74%	1063 84%	633 70%	709 83%	729 82%	373 78%	439 79%	774 79%	484 79%	1353 81%	242 68%	297 85%	178 64% 15%
Somewhat likely	79% 10% 8% 1%	74% 13% 8% 1%	1063 84% 7% 7% 1%	633 70% 11% 11% 2%	709 83% 7%	729 82% 11%	373 78% 11% 8% 2%	439 79% 11% 7% 0%	774 79% 9%	484 79% 8% 7% 1%	1353 81% 9%	242 68% 14% 10% 1%	297 85% 7% -	186 178 64% 15% 11% 2%
Somewhat likely Neither likely nor unlikely Somewhat unlikely Very unlikely Very unlikely	79% 10% 8%	74% 13% 8% 1% 1%	1063 84% 7% 7% 1% 1%	633 70% 11% 11% 2% 1%	709 83% 7% 7%	729 82% 11% 5%	373 78% 11% 8% 2% 1%	439 79% 11% 7% 0% 1%	774 79% 9% 8%	484 79% 8% 7% 1% 1%	1353 81% 9% 7%	242 68% 14% 10%	297 85% 7%	178 64% 15% 11% 2%
Somewhat likely Neither likely nor unlikely Somewhat unlikely	79% 10% 8% 1%	74% 13% 8% 1%	1063 84% 7% 7% 1%	633 70% 11% 11% 2%	709 83% 7% 7% 0%	729 82% 11% 5% 0%	373 78% 11% 8% 2%	439 79% 11% 7% 0%	774 79% 9% 8% 1%	484 79% 8% 7% 1%	1353 81% 9% 7% 1%	242 68% 14% 10% 1%	297 85% 7% -	178 64% 15% 11% 2% 2%
Somewhat likely Neither likely nor unlikely Somewhat unlikely Very unlikely Don't know low likely or unlikely would you be to let a boy child play tith each of the following toys? Please select one option on	79% 10% 8% 1% 1%	74% 13% 8% 1% 1%	1063 84% 7% 7% 1% 1%	633 70% 11% 11% 2% 1%	709 83% 7% 7% 0% 1%	729 82% 11% 5% 0% 1%	373 78% 11% 8% 2% 1%	439 79% 11% 7% 0% 1%	774 79% 9% 8% 1% 1%	484 79% 8% 7% 1% 1%	1353 81% 9% 7% 1% 0%	242 68% 14% 10% 1% 3%	297 85% 7% -	178 64% 15% 11% 2% 2%
Somewhat likely Neither likely nor unlikely Somewhat unlikely Very unlikely Don't know bew likely or unlikely would you be to let a boy child play the each of the following toys? Please select one option on tch row.	79% 10% 8% 1% 1% 2%	74% 13% 8% 1% 1% 3%	1063 84% 7% 7% 1% 1% 1%	633 70% 11% 11% 2% 1% 4%	709 83% 7% 7% 0% 1% 2%	729 82% 11% 5% 0% 1% 1%	373 78% 11% 8% 2% 1% 1%	439 79% 11% 7% 0% 1% 2%	774 79% 9% 8% 1% 1% 1%	484 79% 8% 7% 1% 1% 4%	1353 81% 9% 7% 1% 0% 1%	242 68% 14% 10% 1% 3% 4%	297 85% 7% - 1% -	178 64% 15% 11% 2% 2% 7%
Somewhat likely Neither likely nor unlikely Somewhat unlikely Very unlikely Don't know wikely or unlikely would you be to let a boy child play the each of the following toys? Please select one option on ach row.	79% 10% 8% 1% 1% 2%	74% 13% 8% 1% 1% 3%	1063 84% 7% 1% 1% 1% 1%	633 70% 11% 11% 2% 1% 4%	709 83% 7% 0% 1% 2%	729 82% 11% 5% 0% 1% 1% 880	373 78% 11% 8% 2% 1% 1% 1%	439 79% 11% 7% 0% 1% 2%	774 79% 9% 8% 1% 1% 1%	484 79% 8% 7% 1% 1% 4%	1353 81% 9% 7% 1% 0% 1%	242 68% 14% 10% 1% 3% 4%	297 85% 7% - 1% - 1%	178 64% 15% 11% 2% 2% 7%
Somewhat likely Neither likely nor unlikely Somewhat unlikely Don't know Don't know Don'	79% 10% 8% 1% 1% 2% 2%	74% 13% 8% 1% 1% 3% 915 1007	1063 84% 7% 1% 1% 1% 1%	633 70% 11% 11% 2% 1% 4% 4%	709 83% 7% 7% 0% 1% 2% 7%	729 82% 11% 5% 0% 1% 1% 880 729	373 78% 11% 8% 2% 1% 1% 441 373	439 79% 11% 7% 0% 1% 2% 495 439	774 79% 9% 8% 1% 1% 1% 1% 744 774	484 79% 8% 7% 1% 1% 4% 390 484	1353 81% 9% 7% 1% 0% 1% 1%	242 68% 14% 10% 1% 3% 4%	297 85% 7% - 1% - 1% 297	178 64% 15% 11% 2% 7% 7% 186 178
Somewhat likely Neither likely nor unlikely Somewhat unlikely Very unlikely Don't know bw likely or unlikely would you be to let a boy child play the each of the following toys? Please select one option on sch row. Action figures Unweighted base Base: All US adults Very likely	79% 10% 8% 1% 1% 2% 2% 2070 2070 75%	74% 13% 8% 1% 1% 3% 915 1007 67%	1063 84% 7% 1% 1% 1% 1% 1155 1063 82%	633 70% 11% 2% 1% 4% 4%	709 83% 7% 0% 1% 2% 748 709 78%	729 82% 11% 5% 0% 1% 1% 880 729 79%	373 78% 11% 8% 2% 1% 1% 1%	439 79% 11% 7% 0% 1% 2% 495 439 75%	774 79% 9% 8% 1% 1% 1% 7% 744 774 76%	484 79% 8% 7% 1% 4% 390 484 74%	1353 81% 9% 7% 1% 0% 1% 1%	242 68% 14% 10% 1% 3% 4% 138 242 69%	297 85% 7% - 1% - 1% - 1% 297 81%	178 64% 15% 11% 2% 7% 7% 186 178 60%
Somewhat likely Neither likely nor unlikely Somewhat unlikely Very unlikely Don't know bw likely or unlikely would you be to let a boy child play the each of the following toys? Please select one option on och row. Action figures Unweighted base Base: All US adults Very likely Somewhat likely	79% 10% 8% 1% 2% 2% 2070 2070 75% 11%	74% 13% 8% 1% 1% 3% 915 1007 67% 15%	1063 84% 7% 1% 1% 1% 1% 1% 1% 1063 82% 8%	633 70% 11% 1% 2% 1% 4% 4%	709 83% 7% 7% 0% 1% 2% 748 709 78% 9%	729 82% 11% 5% 0% 1% 1% 1% 880 729 729 79% 12%	373 78% 11% 2% 1% 1% 1% 441 373 73% 11%	439 79% 11% 7% 0% 1% 2% 495 439 75% 13%	774 79% 9% 8% 1% 1% 1% 7% 744 774 76% 11%	484 79% 8% 7% 1% 4% 390 484 74% 11%	1353 81% 9% 7% 1% 0% 1% 1%	242 68% 14% 10% 1% 3% 4% 138 24% 69% 8%	297 85% 7% - 1% - 1% - 1% 297 81% 10%	178 64% 15% 11% 2% 2% 7% 186 178 60% 12%
Somewhat likely Neither likely nor unlikely Somewhat unlikely Don't know ow likely or unlikely would you be to let a boy child play tith each of the following toys? Please select one option on ach row. Action figures Unweighted base Base: All US adults Very likely Somewhat likely Neither likely nor unlikely	79% 10% 8% 1% 1% 2% 2% 2070 2070 2070 75% 11% 9%	74% 13% 8% 1% 1% 3% 915 1007 67% 15% 12%	1063 84% 7% 1% 1% 1% 1% 1% 1155 1063 82% 8% 7%	633 70% 11% 2% 1% 4% 4%	709 83% 7% 7% 0% 1% 2% 748 709 78% 9% 9%	729 82% 11% 5% 0% 1% 1% 1% 880 729 79% 12% 7%	373 78% 11% 8% 2% 1% 1% 1% 441 373 73% 11% 12%	439 79% 11% 7% 0% 1% 2% 495 439 75% 13% 8%	774 79% 9% 8% 1% 1% 1% 7% 744 774 76% 11% 9%	484 79% 8% 7% 1% 1% 4% 390 484 74% 11% 9%	1353 81% 9% 7% 1% 0% 1% 1% 1%	242 68% 14% 10% 1% 3% 4% 4% 138 242 69% 8% 14%	297 85% 7% - 1% - 1% 297 81% 105 297 81% 10% 8%	178 64% 15% 11% 2% 2% 7% 186 178 60% 12% 10%
Somewhat likely Neither likely nor unlikely Somewhat unlikely Don't know ow likely or unlikely would you be to let a boy child play ith each of the following toys? Please select one option on ach row. Action figures Unweighted base Base: All US adults Very likely Somewhat likely Neither likely nor unlikely	79% 10% 8% 1% 2% 2% 2070 2070 75% 11% 9% 2%	74% 13% 8% 1% 1% 3% 915 1007 67% 15% 12% 3%	1063 84% 7% 1% 1% 1% 1% 1155 1063 82% 8% 7% 1%	633 70% 11% 2% 1% 4% 4% 4%	709 83% 7% 0% 1% 2% 748 709 78% 9% 9% 1%	729 82% 11% 5% 0% 1% 1% 880 729 79% 12% 7% 1%	373 78% 11% 8% 2% 1% 1% 1% 441 373 73% 11% 12% 3%	439 79% 11% 7% 0% 1% 2% 495 439 75% 13% 8% 2%	774 79% 9% 8% 1% 1% 1% 1% 7% 7% 744 774 76% 11% 9% 2%	484 79% 8% 7% 1% 4% 390 484 74% 11% 9% 1%	1353 81% 9% 7% 1% 0% 1% 1%	242 68% 14% 10% 1% 3% 4% 4% 138 242 69% 8% 14% 6%	297 85% 7% - 1% - 1% - 1% 297 81% 10%	178 64% 15% 2% 2% 7% 186 178 60% 12% 10% 6%
Somewhat likely Neither likely nor unlikely Somewhat unlikely Very unlikely Don't know Now likely or unlikely would you be to let a boy child play vith each of the following toys? Please select one option on each row. Action figures Unweighted base Base: All US adults Very likely Somewhat likely Neither likely nor unlikely	79% 10% 8% 1% 1% 2% 2% 2070 2070 2070 75% 11% 9%	74% 13% 8% 1% 1% 3% 915 1007 67% 15% 12%	1063 84% 7% 1% 1% 1% 1% 1% 1155 1063 82% 8% 7%	633 70% 11% 2% 1% 4% 4%	709 83% 7% 7% 0% 1% 2% 748 709 78% 9% 9%	729 82% 11% 5% 0% 1% 1% 1% 880 729 79% 12% 7%	373 78% 11% 8% 2% 1% 1% 1% 441 373 73% 11% 12%	439 79% 11% 7% 0% 1% 2% 495 439 75% 13% 8%	774 79% 9% 8% 1% 1% 1% 7% 744 774 76% 11% 9%	484 79% 8% 7% 1% 1% 4% 390 484 74% 11% 9%	1353 81% 9% 7% 1% 0% 1% 1% 1%	242 68% 14% 10% 1% 3% 4% 4% 138 242 69% 8% 14%	297 85% 7% - 1% - 1% 297 81% 105 297 81% 10% 8%	178 64% 15% 11% 2% 2% 7% 186 178 60% 12% 10%

US\_nat\_2000 Sample: 30th November - 1st December 2016

Vhat the world thinks			Educa	ation				Marita	I Status		
	Total	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Single	Domestic partnershi
Which, if any, of the following toys do you believe are suitable for "girls" to play with? Please select all that apply.											
Unweighted base	2070	611	799	428	232	1130	46	277	130	411	76
Base: All US adults	2070	897	641	342	189	1022	53	257	109	550	79
Lego	79%	72%	84%	84%	89%	84%	62%	80%	79%	73%	80%
Action figures	62%	53%	69%	67%	75%	65%	50%	66%	59%	58%	56%
Trucks/cars (e.g., Hot wheels, John Deere, etc.)	60%	51%	66%	66%	76%	63%	46%	65%	61%	55%	52%
Nerf toys	70%	60%	77%	74%	83%	75%	44%	72%	69%	63%	71%
Trains	64%	55%	69%	67%	79%	67%	38%	67%	63%	59%	55%
Barbie/dolls	90%	87%	93%	92%	86%	91%	75%	90%	87%	89%	93%
Tea sets	87%	83%	91%	89%	89%	90%	70%	89%	83%	83%	93%
Easy Bake Oven	88%	85%	91%	91%	88%	90%	76%	87%	89%	85%	96%
Water guns	70%	64%	74%	71%	76%	73%	56%	70%	70%	63%	75%
None of these	3%	3%	2%	2%	2%	2%	2%	3%	5%	3%	4%
Iow likely or unlikely would you be to let a boy child play vith each of the following toys? Please select one option on each row.	2070	611	799	428	232	1130	46	277	130	411	76
Unweighted base Base: All US adults	2070	897	641	342	189	1022	53	257	109	550	70
Very likely	2070	75%	83%	342 80%	83%	81%	62%	257	75%	73%	84%
Somewhat likely	10%	9%	10%	12%	11%	10%	6%	4%	16%	11%	8%
Neither likely nor unlikely	8%	10%	6%	6%	4%	6%	26%	4%	5%	10%	4%
Somewhat unlikely	1%	2%	0%	0%	4 %	0%	4%	1%	2%	2%	3%
Very unlikely	1%	1%	1%	0%	0%	1%	2%	1%	1%	1%	-
Don't know	2%	3%	1%	1%	1%	1%	- 70	5%	2%	2%	1%

- Action figures

Unweighted base	2070	611	799	428	232	1130	46	277	130	411	76
Base: All US adults	2070	897	641	342	189	1022	53	257	109	550	79
Very likely	75%	72%	80%	71%	74%	76%	54%	78%	75%	71%	85%
Somewhat likely	11%	10%	10%	14%	16%	12%	15%	8%	17%	11%	9%
Neither likely nor unlikely	9%	12%	6%	10%	8%	8%	22%	6%	6%	13%	5%
Somewhat unlikely	2%	3%	1%	3%	2%	3%	9%	1%	0%	1%	-
Very unlikely	1%	1%	1%	1%	-	0%	-	0%	-	2%	
Don't know	2%	3%	1%	1%	1%	1%	-	6%	2%	2%	1%

US\_nat\_2000 Sample: 30th November - 1st December 2016

YouGov What the world thinks		Children unde	r the age of 18		Inco	ome	
	Total	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

### Which, if any, of the following toys do you believe are suitable for "girls" to play with? Please select all that apply.

Unweighted base	2070	551	1456	668	626	460	316
Base: All US adults	2070	584	1406	747	595	400	328
Lego	79%	78%	80%	73%	81%	86%	83%
Action figures	62%	60%	63%	56%	65%	69%	63%
Trucks/cars (e.g., Hot wheels, John Deere, etc.)	60%	60%	61%	55%	63%	64%	61%
Nerf toys	70%	67%	72%	62%	74%	78%	70%
Trains	64%	60%	66%	56%	67%	70%	69%
Barbie/dolls	90%	88%	91%	87%	91%	89%	93%
Tea sets	87%	87%	89%	84%	90%	88%	90%
Easy Bake Oven	88%	85%	90%	84%	92%	88%	90%
Water guns	70%	67%	71%	64%	72%	74%	72%
None of these	3%	1%	3%	2%	2%	3%	3%

How likely or unlikely would you be to let a boy child play with each of the following toys? Please select one option on each row.

- Lego

Unweighted base	2070	551	1456	668	626	460	316
Base: All US adults	2070	584	1406	747	595	400	328
Very likely	79%	80%	78%	76%	82%	83%	76%
Somewhat likely	10%	8%	10%	9%	12%	9%	9%
Neither likely nor unlikely	8%	9%	8%	9%	5%	6%	11%
Somewhat unlikely	1%	1%	1%	1%	0%	1%	1%
Very unlikely	1%	1%	1%	2%	0%	0%	1%
Don't know	2%	1%	2%	3%	1%	1%	3%

How likely or unlikely would you be to let a boy child play with each of the following toys? Please select one option on each row.

### - Action figures

Unweighted base	2070	551	1456	668	626	460	316
Base: All US adults	2070	584	1406	747	595	400	328
Very likely	75%	74%	75%	73%	77%	77%	72%
Somewhat likely	11%	10%	12%	9%	14%	13%	10%
Neither likely nor unlikely	9%	12%	9%	10%	7%	8%	13%
Somewhat unlikely	2%	2%	2%	3%	2%	1%	1%
Very unlikely	1%	1%	1%	1%	0%	0%	0%
Don't know	2%	0%	2%	2%	1%	1%	4%

DUGOV at the world thinks								Social networ	ks membership						
	Total	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumbir	Instagram	Vine	Snapchat	Periscope	Other	Don't know	None
hich, if any, of the following toys do you believe are itable for "girls" to play with? Please select all that apply.															
Unweighted base	2070	1683	760	587	745	128	540	140	546	50	296	34	103	33	293
Base: All US adults	2070	1698	814	513	825	137	496	151	628	64	362	32	103	42	289
Lego	79%	79%	79%	87%	75%	74%	89%	82%	74%	78%	77%	82%	88%	52%	78%
Action figures	62%	62%	63%	73%	55%	58%	74%	78%	60%	76%	61%	64%	64%	35%	61%
Trucks/cars (e.g., Hot wheels, John Deere, etc.)	60%	60%	59%	71%	55%	58%	72%	73%	56%	64%	58%	65%	63%	41%	57%
Nerf toys	70%	70%	67%	79%	63%	67%	78%	79%	63%	72%	64%	75%	70%	45%	72%
Trains	64%	63%	63%	73%	58%	62%	74%	71%	60%	60%	62%	63%	63%	46%	64%
Barbie/dolls	90%	90%	88%	92%	88%	83%	93%	87%	87%	76%	88%	78%	91%	66%	93%
Tea sets	87%	87%	87%	91%	86%	88%	94%	85%	82%	79%	85%	76%	96%	63%	91%
Easy Bake Oven	88%	88%	86%	91%	86%	84%	95%	89%	83%	77%	83%	77%	96%	63%	93%
Water guns	70%	70%	69%	77%	66%	68%	81%	75%	67%	68%	69%	71%	80%	39%	64%
None of these	3%	2%	2%	2%	3%	1%	1%	0%	2%	5%	2%	-	2%	14%	3%
ego Unweighted base	2070	1683	760	587	7.15										
	2070						540	140	546	50	206	24	102	22	202
Baso: All LIS adults	2070				745	128	540	140	546	50	296	34	103	33	
Base: All US adults	2070	1698	814	513	825	137	496	151	628	64	362	32	103	42	289
Very likely	79%	1698 79%	814 79%	513 87%	825 79%	137 80%	496 89%	151 83%	628 80%	64 88%	362 76%	32 76%	103 78%	42 55%	289 76%
Very likely Somewhat likely	79% 10%	1698 79% 10%	814 79% 9%	513 87% 7%	825 79% 9%	137 80% 8%	496 89% 5%	151 83% 6%	628 80% 9%	64 88% 6%	362 76% 9%	32 76% 16%	103 78% 12%	42 55% 7%	289 76% 10%
Very likely Somewhat likely Neither likely nor unlikely	79% 10% 8%	1698 79% 10% 8%	814 79% 9% 8%	513 87% 7% 5%	825 79% 9% 7%	137 80% 8% 8%	496 89% 5% 4%	151 83% 6% 5%	628 80% 9% 6%	64 88% 6% 1%	362 76% 9% 7%	32 76% 16% 8%	103 78% 12% 8%	42 55% 7% 21%	289 76% 10%
Very likely Somewhat likely Neither likely nor unlikely Somewhat unlikely	79% 10% 8% 1%	1698 79% 10% 8% 1%	814 79% 9% 8% 1%	513 87% 7% 5% 0%	825 79% 9% 7% 1%	137 80% 8% 8% 2%	496 89% 5% 4% 1%	151 83% 6% 5% 1%	628 80% 9% 6% 1%	64 88% 6% 1%	362 76% 9% 7% 2%	32 76% 16% 8%	103 78% 12% 8%	42 55% 7% 21% 12%	289 76% 10% 10% 0%
Very likely Somewhat likely Neither likely nor unlikely Somewhat unlikely Very unlikely	79% 10% 8% 1% 1%	1698 79% 10% 8% 1% 1%	814 79% 9% 8% 1% 2%	513 87% 7% 5% 0% 0%	825 79% 9% 7% 1% 2%	137 80% 8% 8%	496 89% 5% 4%	151 83% 6% 5% 1% 3%	628 80% 9% 6% 1% 1%	64 88% 6% 1% - 1%	362 76% 9% 7% 2% 3%	32 76% 16% 8%	103 78% 12% 8% -	42 55% 7% 21% 12% 2%	289 76% 10% 10% 0% 1%
Very likely Somewhat likely Neither likely nor unlikely Somewhat unlikely Very unlikely Don't know w likely or unlikely would you be to let a boy child play h each of the following toys? Please select one option on	79% 10% 8% 1%	1698 79% 10% 8% 1%	814 79% 9% 8% 1%	513 87% 7% 5% 0%	825 79% 9% 7% 1%	137 80% 8% 2% 2% 2%	496 89% 5% 4% 1% 1%	151 83% 6% 5% 1%	628 80% 9% 6% 1%	64 88% 6% 1%	362 76% 9% 7% 2%	32 76% 16% 8% - -	103 78% 12% 8%	42 55% 7% 21% 12%	289 76% 10% 10% 0% 1%
Very likely Somewhat likely Neither likely nor unlikely Somewhat unlikely Very unlikely Don't know w likely or unlikely would you be to let a boy child play a each of the following toys? Please select one option on h row.	79% 10% 8% 1% 1% 2%	1698 79% 10% 8% 1% 1% 2%	814 79% 9% 8% 1% 2% 2%	513 87% 7% 5% 0% 0% 1%	825 79% 9% 7% 1% 2% 2%	137 80% 8% 2% 2% -	496 89% 5% 4% 1% 1% -	151 83% 6% 5% 1% 3% 2%	628 80% 9% 6% 1% 1% 3%	64 88% 6% 1% - 1% 4%	362 76% 9% 7% 2% 3% 3%	32 76% 16% 8% - -	103 78% 12% 8% - - 2%	42 55% 21% 12% 2% 4%	289 76% 10% 10% 0% 1% 4%
Very likely Somewhat likely Neither likely nor unlikely Somewhat unlikely Very unlikely Don't know v likely or unlikely would you be to let a boy child play to each of the following toys? Please select one option on h row. tion figures	79% 10% 8% 1% 1% 2%	1698 79% 10% 8% 1% 1% 2%	814 79% 9% 8% 1% 2% 2% 2%	513 87% 7% 5% 0% 0% 1%	825 79% 9% 7% 1% 2% 2% 2%	137 80% 8% 2% 2% -	496 89% 5% 4% 1% -	151 83% 6% 5% 1% 3% 2%	628 80% 9% 6% 1% 1% 3%	64 88% 6% 1% - 1% 4%	362 76% 9% 2% 3% 3% 3%	32 76% 16%	103 78% 12% 8% - - 2%	42 55% 7% 21% 12% 2% 4%	289 76% 10% 0% 1% 4%
Very likely Somewhat likely Neither likely nor unlikely Somewhat unlikely Somewhat unlikely Very unlikely Don't know v likely or unlikely would you be to let a boy child play n each of the following toys? Please select one option on h row. tion figures Unweighted base Base: All US adults	79% 10% 8% 1% 1% 2% 2070 2070	1698 79% 10% 8% 1% 2% 1683 1683	814 79% 9% 1% 2% 2% 760 814	513 87% 7% 5% 0% 0% 1% 5% 587 513	825 79% 9% 7% 1% 2% 2% 2%	137 80% 8% 2% - - 128 137	496 88% 5% 4% 1% 1% - 540 496	151 83% 6% 5% 1% 3% 2% 2%	628 80% 9% 6% 1% 1% 3% 546 628	64 88% 6% - 1% 4% 50 64	362 76% 9% 7% 2% 3% 3% 3%	32 76% 16% 8% - - - - - - - - - - - - - - - - - -	103 78% 12% 8% - - 2% 103	42 55% 7% 21% 12% 2% 4%	289 76% 10% 0% 1% 4% 293 289
Very likely Somewhat likely Neither likely nor unlikely Somewhat unlikely Very unlikely Don't know w likely or unlikely would you be to let a boy child play each of the following toys? Please select one option on h row. tion figures Unweighted base Base: All US adutts Very likely	79% 10% 8% 1% 1% 2% 2% 2070 2070 2070 75%	1698 79% 10% 8% 1% 1% 2% 1683 1688 1698 75%	814 79% 9% 8% 1% 2% 2% 760 814 75%	513 87% 7% 5% 0% 0% 1% 5% 5% 7%	825 79% 9% 7% 1% 2% 2% 745 825 76%	137 80% 8% 2% 2% - -	496 89% 5% 4% 1% 1% - - 540 496 85%	151 83% 6% 5% 1% 3% 2% 140 151 80%	628 80% 9% 6% 1% 1% 3% 546 628 76%	64 88% 6% - 1% 4% 50 64 77%	362 76% 9% 7% 2% 3% 3% 3% 2% 3% 3%	32 76% 16% 8% - - - - 34 32 67%	103 78% 12% 8% - - 2% 103 103 71%	42 55% 7% 21% 12% 2% 4% 33 42 40%	289 76% 10% 0% 1% 4% 293 289 70%
Very likely Somewhat likely Neither likely nor unlikely Very unlikely Very unlikely Don't know w likely or unlikely would you be to let a boy child play to each of the following toys? Please select one option on h row. tion figures Unweighted base Base: All US aduts Very likely Somewhat likely	79% 10% 8% 1% 2% 2% 2070 2070 75% 11%	1698 79% 10% 8% 1% 1% 2% 1683 1698 75% 11%	814 79% 9% 8% 1% 2% 2% 760 814 75% 11%	513 87% 7% 5% 0% 0% 1% 587 513 79% 11%	825 79% 9% 7% 1% 2% 2% 745 825 76% 9%	137 80% 8% 2% 2% - - - 128 137 80% 7%	496 88% 5% 4% 1% 1% - - 540 496 85% 7%	151 83% 6% 5% 1% 3% 2% 140 151 80% 12%	628 80% 9% 6% 1% 1% 3% 546 628 76% 9%	64 88% 6% - 1% 4% 50 64 77% 15%	362 76% 9% 7% 2% 3% 3% 3% 2% 3% 3% 2% 2% 3% 3%	32 76% 16% 8% - - - - - - - - - - - - - - - - - -	103 78% 12% 8% - - 2% 103 103 71% 13%	42 55% 7% 21% 12% 2% 4% 33 42 40% 20%	285 76% 10% 0% 1% 4% 293 285 70% 13%
Very likely Somewhat likely Neither likely nor unlikely Somewhat unlikely Very unlikely Don't know w likely or unlikely would you be to let a boy child play n each of the following toys? Please select one option on h row. tion figures Unweighted base Base: All US aduts Very likely Somewhat likely	79% 10% 8% 1% 2% 2070 2070 2070 75% 111% 9%	1698 79% 10% 8% 1% 2% 2% 1683 1698 75% 11% 9%	814 79% 9% 8% 1% 2% 2% 760 814 75% 11%	513 87% 7% 5% 0% 0% 1% 5% 5% 587 513 79% 11% 8%	825 79% 9% 7% 1% 2% 2% 745 825 76% 9% 9%	137 80% 8% 2% 2% - 128 137 80% 8%	496 88% 5% 4% 1% 1% - - - - - - - - - - - - - - - -	151 83% 6% 5% 1% 3% 2% 140 151 80% 12% 5%	628 80% 9% 6% 1% 1% 3% 546 628 76% 9% 10%	64 88% 6% 1% - 1% 4% 50 64 77% 64 77% 1%	362 76% 9% 7% 2% 3% 3% 3% 296 362 74% 8% 11%	32 76% 16% 8% - - - - - - - - - - - - - - - - - -	103 78% 12% 8% - - 2% 103 103 71% 13% 7%	42 55% 7% 21% 12% 2% 4% 4% 33 42 40% 26% 18%	289 76% 10% 0% 1% 4% 293 289 70% 13%
Very likely Somewhat likely Neither likely nor unlikely Somewhat unlikely Very unlikely Don't know w likely or unlikely would you be to let a boy child play h each of the following toys? Please select one option on ch row. tion figures Unweighted base Base: All US adults Very likely Somewhat likely Neither likely nor unlikely Somewhat unlikely	79% 10% 8% 1% 2% 2070 2070 2070 75% 11% 9% 2%	1698 79% 10% 8% 1% 2% 2% 1683 1698 75% 11% 9% 2%	814 79% 9% 8% 1% 2% 2% 760 814 75% 11% 10% 2%	513 87% 7% 5% 0% 0% 1% 5% 587 513 79% 11% 8% 2%	825 79% 9% 7% 1% 2% 2% 745 825 76% 9% 9% 9%	137 80% 8% 2% 2% - - 128 137 80% 7% 8% 4%	496 88% 5% 4% 1% - - 540 496 85% 7% 7% 7% 1%	151 83% 6% 5% 1% 3% 2% 140 151 80% 12% 5% 2%	628 80% 9% 6% 1% 1% 3% 546 628 76% 9% 10% 3%	64 88% 6% 1% - 1% 4% 50 64 77% 15% 15% 6%	362 76% 9% 7% 2% 3% 3% 3% 2% 3% 3% 3%	32 76% 16% 8% - - - - - - - - - - - - - - - - - -	103 78% 12% 8% - - 2% 103 103 71% 13% 7% 5%	42 55% 7% 21% 12% 2% 4% 33 42 40% 20% 18% 9%	289 76% 10% 0% 1% 4% 293 289 70% 13% 12% 2%
Very likely Somewhat likely Neither likely nor unlikely Somewhat unlikely Very unlikely Don't know w likely or unlikely would you be to let a boy child play th each of the following toys? Please select one option on ch row. ction figures Unweighted base Base: All US aduts Very likely Somewhat likely Neither likely nor unlikely	79% 10% 8% 1% 2% 2070 2070 2070 75% 111% 9%	1698 79% 10% 8% 1% 2% 2% 1683 1698 75% 11% 9%	814 79% 9% 8% 1% 2% 2% 760 814 75% 11%	513 87% 7% 5% 0% 0% 1% 5% 5% 587 513 79% 11% 8%	825 79% 9% 7% 1% 2% 2% 745 825 76% 9% 9%	137 80% 8% 2% 2% - 128 137 80% 8%	496 88% 5% 4% 1% 1% - - - - - - - - - - - - - - - -	151 83% 6% 5% 1% 3% 2% 140 151 80% 12% 5%	628 80% 9% 6% 1% 1% 3% 546 628 76% 9% 10%	64 88% 6% 1% - 1% 4% 50 64 77% 64 77% 1%	362 76% 9% 7% 2% 3% 3% 3% 296 362 74% 8% 11%	32 76% 16% 8% - - - - - - - - - - - - - - - - - -	103 78% 12% 8% - - 2% 103 103 71% 13% 7%	42 55% 7% 21% 12% 2% 4% 4% 33 42 40% 26% 18%	1% 4% 293 289 70% 13% 12%

#### Gendered Toys

YouGov What the world thinks		Ge	nder		Age			Reç	gion			R	ace	
	Total	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other
low likely or unlikely would you be to let a boy child play ith each of the following toys? Please select one option on ach row.														
Trucks/cars (e.g., Hot wheels, John Deere, etc.)														
Unweighted base	2070	915	1155	442	748	880	441	495	744	390	1641	138	105	186
Base: All US adults	2070	1007	1063	633	709	729	373	439	774	484	1353	242	297	178
Very likely	80%	74%	85%	71%	83%	84%	79%	80%	80%	79%	82%	73%	86%	62%
Somewhat likely	9%	12%	6%	11%	7%	10%	9%	10%	9%	9%	9%	9%	6%	14%
Neither likely nor unlikely	7%	8%	7%	12%	7%	5%	10%	7%	7%	6%	7%	10%	6%	11%
Somewhat unlikely	1%	2%	1%	3%	1%	0%	1%	2%	1%	2%	1%	3%	-	5%
Very unlikely	1%	1%	1%	1%	0%	1%	•	1%	1%	2%	1%	1%	1%	0%
Don't know	2%	3%	1%	2%	3%	1%	1%	1%	2%	3%	1%	4%	1%	8%
lerf toys Unweighted base	2070	915	1155	442	748	880	441	495	744	390	1641	138	105	186
Base: All US adults	2070	1007	1063	633	709	729	373	439	774	484	1353	242	297	178
Very likely	71%	63%	79%	62%	77%	74%	68%	72%	71%	73%	74%	65%	72%	56%
Somewhat likely	13%	17%	9%	18%	8%	13%	13%	14%	13%	11%	12%	8%	15%	18%
Neither likely nor unlikely	10%	12%	8%	11%	10%	9%	12%	8%	10%	9%	9%	11%	12%	10%
Somewhat unlikely	2%	2%	1%	4%	1%	1%	1%	2%	2%	2%	1%	4%	-	5%
Very unlikely	1%	2%	1%	2%	2%	1%	1%	2%	2%	1%	1%	6%	1%	1%
Don't know	3%	4%	2%	4%	2%	2%	4%	2%	2%	4%	2%	6%	0%	10%
ow likely or unlikely would you be to let a boy child play														
ich row.														
ch row. rains Unweighted base	2070	915	1155	442	748	880	441	495	744	390	1641	138	105	
ch row. Trains Unweighted base Base: All US adults	2070	1007	1063	633	709	729	373	439	774	484	1353	242	297	178
rrains Unweighted base Base: All US adults Very likely	2070 78%	1007 72%	1063 85%	633 68%	709 81%	729 85%	373 79%	439 81%	774 78%	484 76%	1353 80%	242 75%	297 82%	178 64%
ch row. Trains Base: All US adutts Very likely Somewhat likely	2070 78% 10%	1007 72% 14%	1063 85% 6%	633 68% 13%	709 81% 9%	729 85% 9%	373 79% 10%	439 81% 10%	774 78% 10%	484 76% 10%	1353 80% 10%	242 75% 10%	297 82% 8%	178 64% 15%
rrains Unweighted base Base: All US adults Very likely Somewhat likely Neither likely nor unlikely	2070 78% 10% 8%	1007 72% 14% 9%	1063 85% 6% 7%	633 68% 13% 13%	709 81% 9% 7%	729 85% 9% 5%	373 79% 10% 9%	439 81% 10% 7%	774 78% 10% 7%	484 76% 10% 9%	1353 80% 10% 8%	242 75% 10% 8%	297 82% 8% 8%	178 64% 15% 10%
ach row. Trains Base: All US adults Very likely Somewhat likely Neither likely nor unlikely Somewhat unlikely	2070 78% 10% 8% 1%	1007 72% 14% 9% 1%	1063 85% 6% 7% 0%	633 68% 13% 13% 1%	709 81% 9% 7% 1%	729 85% 9% 5%	373 79% 10% 9%	439 81% 10% 7% 0%	774 78% 10% 7% 1%	484 76% 10% 9% 1%	1353 80% 10% 8% 1%	242 75% 10% 8% 2%	297 82% 8% 8%	178 64% 15% 10% 2%
Base: All US adults Very likely Somewhat likely Neither likely ru nikely	2070 78% 10% 8%	1007 72% 14% 9%	1063 85% 6% 7%	633 68% 13% 13%	709 81% 9% 7%	729 85% 9% 5%	373 79% 10% 9%	439 81% 10% 7%	774 78% 10% 7%	484 76% 10% 9%	1353 80% 10% 8%	242 75% 10% 8%	297 82% 8% 8%	186 178 64% 15% 10% 2% 0%

### Gendered Toys

US\_nat\_2000 Sample: 30th November - 1st December 2016

YouGov What the world thinks			Educ	ation				Marital	Status		
	Total	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Single	Domestic partnership
How likely or unlikely would you be to let a boy child play with each of the following toys? Please select one option on each row. - Trucks/cars (e.q., Hot wheels, John Deere, etc.)											
Unweighted base	2070	611	799	428	232	1130	46	277	130	411	76
Base: All US adults	2070	897	641	342	189	1022	53	257	109	550	79
Very likely	80%	76%	83%	80%	83%	82%	55%	82%	77%	77%	76%
Somewhat likely	9%	9%	8%	10%	11%	9%	20%	6%	16%	9%	10%
Neither likely nor unlikely	7%	9%	6%	8%	4%	6%	21%	4%	5%	10%	8%
Somewhat unlikely	1%	2%	1%	1%	0%	1%	2%	3%	0%	1%	-
Very unlikely	1%	1%	0%	0%	0%	0%	-	0%	1%	1%	5%
Don't know	2%	3%	1%	1%	0%	1%	3%	6%	1%	2%	1%

# Don't know How likely or unlikely would you be to let a boy child play with each of the following toys? Please select one option on each row.

#### - Nerf toys

Unweighted base	2070	611	799	428	232	1130	46	277	130	411	76
Base: All US adults	2070	897	641	342	189	1022	53	257	109	550	79
Very likely	71%	68%	76%	70%	73%	73%	51%	75%	64%	68%	79%
Somewhat likely	13%	12%	12%	15%	16%	14%	25%	7%	21%	11%	10%
Neither likely nor unlikely	10%	12%	8%	9%	5%	9%	17%	9%	8%	12%	8%
Somewhat unlikely	2%	2%	2%	1%	1%	1%	1%	2%	1%	3%	1%
Very unlikely	1%	2%	1%	2%	1%	1%	-	2%	3%	2%	-
Don't know	3%	3%	2%	3%	3%	1%	6%	5%	3%	4%	2%

How likely or unlikely would you be to let a boy child play with each of the following toys? Please select one option on

each row. - Trains

_											
Unweighted base	2070	611	799	428	232	1130	46	277	130	411	76
Base: All US adults	2070	897	641	342	189	1022	53	257	109	550	79
Very likely	78%	76%	81%	78%	81%	81%	57%	82%	75%	73%	81%
Somewhat likely	10%	8%	10%	13%	12%	9%	17%	6%	16%	12%	9%
Neither likely nor unlikely	8%	10%	6%	7%	5%	7%	22%	3%	5%	12%	6%
Somewhat unlikely	1%	2%	0%	-	-	0%	-	3%	1%	1%	-
Very unlikely	1%	1%	0%	1%	1%	1%	4%	0%	2%	1%	3%
Don't know	2%	3%	1%	1%	0%	1%	-	6%	1%	2%	1%

### Gendered Toys

US\_nat\_2000 Sample: 30th November - 1st December 2016

YouGov What the world thinks			r the age of 18	Income				
	Total	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	

How likely or unlikely would you be to let a boy child play with each of the following toys? Please select one option on

each row.

#### - Trucks/cars (e.g., Hot wheels, John Deere, etc.)

Unweighted base	2070	551	1456	668	626	460	316
Base: All US adults	2070	584	1406	747	595	400	328
Very likely	80%	78%	81%	76%	81%	85%	79%
Somewhat likely	9%	10%	9%	9%	12%	7%	7%
Neither likely nor unlikely	7%	9%	7%	8%	6%	5%	9%
Somewhat unlikely	1%	2%	1%	3%	0%	1%	1%
Very unlikely	1%	0%	1%	2%	0%	0%	0%
Don't know	2%	1%	2%	3%	1%	1%	3%

How likely or unlikely would you be to let a boy child play with each of the following toys? Please select one option on each row.

#### - Nerf toys

Unweighted base	2070	551	1456	668	626	460	316
Base: All US adults	2070	584	1406	747	595	400	328
Very likely	71%	70%	72%	68%	74%	76%	67%
Somewhat likely	13%	14%	12%	12%	15%	13%	11%
Neither likely nor unlikely	10%	10%	10%	11%	8%	8%	13%
Somewhat unlikely	2%	2%	2%	3%	2%	1%	2%
Very unlikely	1%	3%	1%	3%	1%	1%	1%
Don't know	3%	1%	3%	3%	1%	2%	6%

How likely or unlikely would you be to let a boy child play with each of the following toys? Please select one option on

### each row.

- Trains

Unweighted base	2070	551	1456	668	626	460	316
Base: All US adults	2070	584	1406	747	595	400	328
Very likely	78%	76%	79%	76%	79%	81%	78%
Somewhat likely	10%	11%	9%	8%	12%	12%	8%
Neither likely nor unlikely	8%	9%	8%	9%	6%	6%	10%
Somewhat unlikely	1%	2%	0%	2%	0%	-	1%
Very unlikely	1%	1%	1%	2%	1%	0%	-
Don't know	2%	0%	2%	3%	1%	1%	3%

Gendered Toys

YouGov What the world thinks								Social networ	ks membership						
	Total	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumbir	Instagram	Vine	Snapchat	Periscope	Other	Don't know	None
low likely or unlikely would you be to let a boy child play vith each of the following toys? Please select one option on ach row.															
Trucks/cars (e.g., Hot wheels, John Deere, etc.)															
Unweighted base	2070	1683	760	587	745	128	540	140	546	50	296	34	103	33	293
Base: All US adults	2070	1698	814	513	825	137	496	151	628	64	362	32	103	42	289
Very likely	80%	80%	80%	85%	80%	79%	88%	82%	80%	87%	80%	81%	80%	58%	76%
Somewhat likely	9%	9%	9%	7%	9%	12%	6%	6%	9%	5%	6%	9%	7%	5%	8%
Neither likely nor unlikely	7%	7%	6%	6%	5%	5%	5%	6%	6%	2%	6%	2%	6%	25%	10%
Somewhat unlikely	1%	1%	2%	1%	3%	4%	1%	2%	2%	1%	4%	7%	6%	6%	2%
Very unlikely	1%	1%	1%	0%	1%	-	0%	3%	1%	5%	0%	-	-	-	2%
Don't know	2%	2%	2%	1%	2%	-	1%	-	2%	-	4%	-	2%	6%	2%
erf toys Unweighted base	2070	1683	760	587	745	128	540	140	546	50	296	34	103	33	293
Base: All US adults	2070	1698	814	513	825	137	496	151	628	64	362	32	103	42	289
Very likely	71%	72%	72%	77%	71%	77%	81%	79%	71%	74%	66%	65%	71%	45%	67%
Somewhat likely	13%	13%	13%	13%	12%	10%	9%	10%	13%	16%	15%	18%	18%	7%	11%
Neither likely nor unlikely	10%	9%	10%	7%	9%	10%	6%	5%	9%	5%	9%	16%	8%	27%	15%
Somewhat unlikely	2%	2%	2%	1%	3%	2%	1%	4%	2%	5%	3%	2%	1%	9%	3%
Very unlikely	1%	1%	2%	1%	2%	1%	2%	2%	2%	1%	3%	-	1%	6%	1%
Don't know	3%	3%	2%	1%	3%	-	1%	0%	3%	-	4%	-	2%	7%	4%
w likely or unlikely would you be to let a boy child play th each of the following toys? Please select one option on ch row.															
rains															
	2070	1683	760	587	745	128	540	140	546	50	296	34	103	33	293
Unweighted base	2070	1698	814	513	825	137	496	151	628	64	362	32	103	42	289
Base: All US adults															
Base: All US adults Very likely	78%	79%	79%	84%	79%	79%	87%	84%	78%	80%	78%	74%	77%	42%	
Base: All US adults Very likely Somewhat likely	78% 10%	79% 10%	10%	8%	10%	10%	6%	7%	9%	12%	7%	16%	9%	42% 21%	9%
Base: All US adults Very likely Somewhat likely Neither likely nor unlikely	78% 10% 8%	79% 10% 8%	10% 7%	8% 5%	10% 6%	10% 6%	6% 5%	7% 6%	9% 9%	12% 8%	7% 9%	16% 4%	9% 8%	42% 21% 18%	9% 10%
Base: All US adults Very likely Somewhat likely Neither likely nor unikely Somewhat unikely	78% 10% 8% 1%	79% 10% 8% 0%	10% 7% 2%	8% 5% 0%	10% 6% 1%	10% 6% 3%	6% 5% 2%	7% 6% 1%	9% 9% 1%	12% 8%	7% 9% 2%	16% 4%	9% 8% -	42% 21% 18% 6%	10% -
Base: All US adults Very likely Somewhat likely Neither likely nor unlikely	78% 10% 8%	79% 10% 8%	10% 7%	8% 5%	10% 6%	10% 6%	6% 5%	7% 6%	9% 9%	12% 8%	7% 9%	16% 4%	9% 8%	42% 21% 18%	9% 10%

#### Gendered Toys

YouGov What the world thinks		Ge	ender		Age			Re	gion			R	ace	
	Total	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other
low likely or unlikely would you be to let a boy child play ith each of the following toys? Please select one option on ach row.														
Barbie/dolls														
Unweighted base	2070	915	1155	442	748	880	441	495	744	390	1641	138	105	186
Base: All US adults	2070	1007	1063	633	709	729	373	439	774	484	1353	242	297	178
Very likely	32%	27%	38%	35%	34%	29%	27%	38%	29%	38%	37%	19%	28%	24%
Somewhat likely	12%	12%	12%	14%	11%	11%	15%	12%	10%	12%	13%	11%	9%	129
Neither likely nor unlikely	17%	17%	17%	17%	14%	19%	17%	15%	18%	16%	17%	16%	14%	229
Somewhat unlikely	12%	14%	10%	11%	10%	14%	14%	11%	14%	8%	12%	13%	6%	179
Very unlikely	23%	26%	21%	18%	27%	25%	24%	20%	26%	21%	19%	38%	37%	149
Don't know	4%	5%	2%	6%	4%	1%	4%	4%	2%	5%	2%	3%	6%	119
ea sets Unweighted base	2070	915	1155	442	748	880	441	495	744	390	1641	138	105	18
Unweighted base														18
Base: All US adults	2070	1007	1063	633	709	729	373	439	774	484	1353	242	297	178
Very likely	36%	30%	42%	37%	37%	35%	30%	40%	33%	43%	40%	22%	32%	30%
Somewhat likely	13%	13%	12%	14%	13%	12%	14%	14%	13%	12%	14%	11%	11%	129
Neither likely nor unlikely	17%	18%	17%	16%	16%	19%	18%	18%	19%	14%	17%	23%	13%	20%
Somewhat unlikely	12% 19%	13% 21%	10% 17%	10% 17%	11% 20%	14% 18%	14% 21%	10% 15%	13% 20%	8% 17%	12% 15%	11% 28%	10% 31%	13% 16%
Very unlikely Don't know	3%	4%	2%	6%	20%	18%	3%	3%	20%	6%	2%	28%	2%	9%
	3%	4%	2%	0%	3%	1%	3%	3%	2%	0%	2%	6%	2%	9%
low likely or unlikely would you be to let a boy child play rith each of the following toys? Please select one option on ach row.														
Easy Bake Oven														
Unweighted base	2070	915	1155	442	748	880	441	495	744	390	1641	138	105	186
Base: All US adults	2070	1007	1063	633	709	729	373	439	774	484	1353	242	297	178
Very likely	44%	35%	51%	41%	46%	44%	40%	48%	40%	48%	49%	30%	36%	35%
Somewhat likely	17%	18%	16%	19%	14%	17%	20%	18%	17%	14%	17%	18%	13%	18%
Neither likely nor unlikely	17%	18%	15%	17%	16%	17%	15%	17%	17%	16%	15%	18%	21%	20%
Somewhat unlikely	7%	10%	5%	5%	8%	9%	7%	7%	9%	6%	8%	8%	5%	7%
Very unlikely	13%	15%	11%	14%	14%	11%	16%	8%	14%	12%	9%	23%	22%	129
Don't know	3%	4%	2%	4%	3%	2%	2%	2%	2%	5%	2%	3%	4%	89

#### Gendered Toys

US\_nat\_2000 Sample: 30th November - 1st December 2016

What the world thinks			Educa	ation				Marita	I Status		
	Total	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Single	Domest partners
How likely or unlikely would you be to let a boy child play with each of the following toys? Please select one option on each row.											
Barbie/dolls											
Unweighted base	2070	611	799	428	232	1130	46	277	130	411	76
Base: All US adults	2070	897	641	342	189	1022	53	257	109	550	79
Very likely	32%	26%	35%	40%	39%	32%	20%	32%	24%	37%	30%
Somewhat likely	12%	12%	13%	10%	13%	13%	24%	8%	12%	10%	12%
Neither likely nor unlikely	17%	18%	17%	13%	17%	15%	20%	18%	23%	18%	109
Somewhat unlikely	12%	11%	11%	15%	11%	13%	8%	13%	18%	9%	139
	23%	28%	20%	20%	18%	24%	21%	23%	21%	22%	339
Very unlikely	23/6	2070	20%	2076	1070	2470	21/0	23%	21/0		
Don't know	4%	5%	3%	2%	2%	3%	8%	6%	2%	3%	
Don't know ow likely or unlikely would you be to let a boy child play ith each of the following toys? Please select one option on ach row.	4%	5%	3%	2%	2%	3%	8%	6%	2%	3%	2%
Don't know ow likely or unlikely would you be to let a boy child play the each of the following toys? Please select one option on cch row. Tea sets Unweighted base	<b>4%</b> 2070	<b>5%</b> 611	<b>3%</b>	<b>2%</b> 428	<b>2%</b>	<b>3%</b> 1130	<b>8%</b>	<b>6%</b> 277	2%	<b>3%</b> 411	2%
Don't know ow likely or unlikely would you be to let a boy child play ith each of the following toys? Please select one option on ach row. Fea sets Unweighted base Base: All US adults	4% 2070 2070	5% 611 897	3% 799 641	2% 428 342	2% 232 189	3% 1130 1022	8% 46 53	6% 277 257	2% 130 109	3% 411 550	2% 76 79
Don't know ow likely or unlikely would you be to let a boy child play ith each of the following toys? Please select one option on ach row. Tea sets Unweighted base Base: All US adults Very likely	4% 2070 2070 36%	611 897 30%	3% 799 641 39%	2% 428 342 43%	2% 232 189 45%	3% 1130 1022 37%	8% 46 53 25%	6% 277 257 37%	2% 130 109 28%	3% 411 550 38%	2% 76 79 35%
Don't know w likely or unlikely would you be to let a boy child play the each of the following toys? Please select one option on ch row. Tea sets Unweighted base Base: All US adults Very likely Somewhat likely	4% 2070 2070 36% 13%	5% 611 897 30% 12%	3% 799 641 39% 13%	2% 428 342 43% 12%	2% 232 189 45% 17%	3% 1130 1022 37% 14%	46 53 25% 16%	6% 277 257 37% 11%	2% 130 109 28% 12%	3% 411 550 38% 11%	2% 76 79 359 149
Don't know ow likely or unlikely would you be to let a boy child play the each of the following toys? Please select one option on ch row. Tea sets Base: All US adults Very likely Somewhat likely Neither likely nor unlikely	4% 2070 2070 36% 13% 17%	5% 611 897 30% 12% 19%	799 641 39% 13% 17%	2% 428 342 43% 12% 15%	2% 232 189 45% 17% 17%	3% 1130 1022 37% 14% 17%	46 53 25% 16% 28%	6% 277 257 37% 11% 17%	2% 130 109 28% 12% 21%	3% 411 550 38% 11% 17%	2% 76 79 359 149 129
Don't know w likely or unlikely would you be to let a boy child play tith each of the following toys? Please select one option on ach row. Tea sets Base: All US adults Very likely Somewhat likely	4% 2070 2070 36% 13% 17% 12%	5% 611 897 30% 12% 19% 12%	799 641 39% 13% 17% 10%	2% 428 342 43% 15% 15%	2% 232 189 45% 17% 17% 7%	3% 1130 1022 37% 14% 17% 12%	46 53 25% 16% 28% 10%	6% 277 257 37% 11% 17% 13%	2% 130 109 28% 12% 21% 15%	3% 411 550 38% 11% 17% 10%	2% 76 79 35% 14% 12% 3%
Don't know low likely or unlikely would you be to let a boy child play ithe ach of the following toys? Please select one option on ach row. Tea sets Unweighted base Base: All US adults Very likely Somewhat likely Neither likely nor unlikely	4% 2070 2070 36% 13% 17%	5% 611 897 30% 12% 19%	799 641 39% 13% 17%	2% 428 342 43% 12% 15%	2% 232 189 45% 17% 17%	3% 1130 1022 37% 14% 17%	46 53 25% 16% 28%	6% 277 257 37% 11% 17%	2% 130 109 28% 12% 21%	3% 411 550 38% 11% 17%	

### - Easy Bake Oven

Unweighted base	2070	611	799	428	232	1130	46	277	130	411	76
Base: All US adults	2070	897	641	342	189	1022	53	257	109	550	79
Very likely	44%	35%	50%	50%	52%	45%	31%	45%	35%	43%	43%
Somewhat likely	17%	17%	16%	16%	20%	19%	8%	13%	19%	15%	17%
Neither likely nor unlikely	17%	20%	14%	14%	13%	15%	32%	16%	17%	18%	17%
Somewhat unlikely	7%	8%	8%	8%	6%	7%	4%	10%	13%	6%	7%
Very unlikely	13%	17%	11%	9%	7%	12%	22%	9%	14%	15%	14%
Don't know	3%	4%	2%	1%	1%	2%	3%	8%	2%	4%	2%

### Gendered Toys

US\_nat\_2000 Sample: 30th November - 1st December 2016

YouGov What the world thinks		Children unde	r the age of 18		Inco	ome	
	Total	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

How likely or unlikely would you be to let a boy child play with each of the following toys? Please select one option on

each row.

#### - Barbie/dolls

Unweighted base	2070	551	1456	668	626	460	316
Base: All US adults	2070	584	1406	747	595	400	328
Very likely	32%	30%	33%	30%	31%	36%	35%
Somewhat likely	12%	15%	10%	11%	14%	12%	10%
Neither likely nor unlikely	17%	14%	18%	18%	17%	14%	18%
Somewhat unlikely	12%	11%	13%	11%	12%	13%	12%
Very unlikely	23%	26%	23%	25%	22%	24%	21%
Don't know	4%	4%	3%	5%	3%	1%	5%

How likely or unlikely would you be to let a boy child play with each of the following toys? Please select one option on

each row.

#### - Tea sets

Unweighted base	2070	551	1456	668	626	460	316
Base: All US adults	2070	584	1406	747	595	400	328
Very likely	36%	35%	37%	34%	36%	39%	40%
Somewhat likely	13%	15%	11%	11%	15%	16%	9%
Neither likely nor unlikely	17%	18%	17%	20%	18%	13%	17%
Somewhat unlikely	12%	10%	12%	11%	12%	13%	12%
Very unlikely	19%	19%	18%	21%	18%	18%	16%
Don't know	3%	2%	3%	4%	2%	2%	6%

How likely or unlikely would you be to let a boy child play with each of the following toys? Please select one option on

each row.

### - Easy Bake Oven

n					
ι	Inweighted base	2070	551	1456	668
Bas	se: All US adults	2070	584	1406	747
	Very likely	44%	42%	44%	40%
	Somewhat likely	17%	18%	16%	17%
Neither	likely nor unlikely	17%	17%	17%	17%

Base: All US adults	2070	584	1406	747	595	400	328
Very likely	44%	42%	44%	40%	45%	49%	43%
Somewhat likely	17%	18%	16%	17%	17%	18%	15%
either likely nor unlikely	17%	17%	17%	17%	17%	14%	16%
Somewhat unlikely	7%	7%	8%	7%	8%	6%	9%
Very unlikely	13%	15%	13%	14%	12%	12%	13%
Don't know	3%	2%	3%	5%	1%	1%	4%

626

460

### Gendered Toys

YouGov What the world thinks		Social networks membership													
	Total	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Vine	Snapchat	Periscope	Other	Don't know	None
How likely or unlikely would you be to let a boy child play with each of the following toys? Please select one option on each row.															
- Barbie/dolls															
Unweighted base	2070	1683	760	587	745	128	540	140	546	50	296	34	103	33	293
Base: All US adults	2070	1698	814	513	825	137	496	151	628	64	362	32	103	42	289
Very likely	32%	33%	37%	39%	34%	33%	44%	51%	36%	52%	35%	28%	32%	25%	23%
Somewhat likely	12%	13%	14%	11%	12%	14%	14%	13%	15%	17%	17%	25%	11%	8%	9%
Neither likely nor unlikely	17%	17%	15%	16%	15%	13%	13%	12%	15%	17%	16%	16%	20%	29%	18%
Somewhat unlikely	12%	11%	10%	13%	11%	19%	11%	7%	9%	4%	9%	9%	10%	16%	16%
Very unlikely	23%	23%	22%	18%	25%	21%	17%	16%	21%	10%	20%	19%	25%	18%	30%
Don't know	4%	3%	2%	2%	3%	1%	1%	1%	4%	-	3%	4%	3%	4%	3%
- Tea sets Unweighted base	2070	1683	760	587	745	128	540	140	546	50	296	34	103	33	293
Base: All US adults	2070	1683	814	587	825	128	540 496	140	628	64	362	34	103	42	293
Very likely	36%	37%	41%	45%	37%	38%	50%	58%	40%	47%	39%	33%	40%	19%	25%
Somewhat likely	13%	13%	14%	13%	13%	15%	13%	13%	14%	25%	17%	30%	11%	15%	10%
Neither likely nor unlikely	17%	17%	16%	16%	16%	14%	14%	11%	13%	10%	14%	12%	15%	31%	21%
Somewhat unlikely	12%	11%	9%	11%	11%	15%	9%	10%	10%	11%	10%	4%	10%	11%	19%
Very unlikely	19%	18%	16%	14%	20%	18%	13%	9%	17%	7%	14%	21%	22%	20%	21%
Don't know	3%	3%	3%	1%	4%	-	1%	0%	5%	-	5%	-	2%	4%	3%
How likely or unlikely would you be to let a boy child play with each of the following toys? Please select one option on each row.															
- Easy Bake Oven															
Unweighted base	2070	1683	760	587	745	128	540	140	546	50	296	34	103	33	293
Base: All US adults	2070	1698	814	513	825	137	496	151	628	64	362	32	103	42	289
Very likely	44%	44%	48%	52%	44%	46%	60%	61%	48%	65%	48%	44%	45%	23%	33%
Somewhat likely	17%	17%	17%	18%	16%	23%	15%	19%	15%	19%	16%	26%	19%	26%	15%
Neither likely nor unlikely	17%	17%	14%	14%	15%	15%	10%	9%	15%	10%	17%	6%	13%	30%	21%
Somewhat unlikely	7%	7%	6%	6%	7%	6%	6%	5%	5%	-	4%	11%	7%	11%	13%
Very unlikely	13%	13%	14%	9%	14%	9%	8%	5%	14%	6%	13%	10%	12%	6%	15%
Don't know	3%	3%	2%	1%	4%	1%	0%	-	4%	-	2%	4%	3%	4%	3%

#### Gendered Toys

YouGov What the world thinks		Ge	ender		Age			Re	gion			R	ace	
	Total	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other
ow likely or unlikely would you be to let a boy child play the ach of the following toys? Please select one option on ach row.														
Water guns														
Unweighted base	2070	915	1155	442	748	880	441	495	744	390	1641	138	105	186
Base: All US adults	2070	1007	1063	633	709	729	373	439	774	484	1353	242	297	178
Very likely	70%	64%	77%	65%	71%	74%	68%	70%	70%	72%	73%	60%	78%	54%
Somewhat likely	13%	17%	10%	13%	12%	15%	14%	13%	14%	12%	13%	14%	9%	179
Neither likely nor unlikely	9%	11%	8%	13%	10%	6%	11%	9%	10%	7%	8%	13%	7%	13%
Somewhat unlikely	2%	3%	2%	4%	2%	1%	2%	2%	2%	4%	2%	4%	2%	4%
Very unlikely	3%	3%	3%	2%	3%	3%	2%	4%	3%	1%	2%	7%	3%	3%
Don't know	2%	3%	1%	4%	2%	1%	3%	2%	1%	4%	2%	3%		109
a <b>go</b> Unweighted base	2070	915	1155	442	748	880	441	495	744	390	1641	138	105	18
	2070 2070	915 1007	1155 1063	442 633	748	880 729	441 373	495 439	744	390 484	1641 1353	138 242	105 297	186
Base: All US adults Very likely	69%	62%	75%	60%	703	73%	67%	73%	67%	70%	74%	52%	68%	55%
Somewhat likely	15%	18%	13%	16%	14%	16%	18%	14%	16%	14%	13%	19%	21%	19%
Neither likely nor unlikely	9%	10%	9%	13%	8%	7%	8%	7%	12%	8%	9%	15%	7%	129
Somewhat unlikely	2%	3%	1%	3%	1%	1%	2%	1%	1%	2%	2%	2%	1%	2%
Very unlikely	2%	3%	2%	4%	2%	2%	4%	2%	2%	1%	1%	9%	3%	2%
Don't know	2%	3%	1%	4%	2%	1%	1%	2%	2%	5%	2%	3%	-	109
w likely or unlikely would you be to let a girl child play the each of the following toys? Please select one option on ch row.														
Action figures														
Unweighted base	2070	915	1155	442	748	880	441	495	744	390	1641	138	105	186
Base: All US adults	2070	1007	1063	633	709	729	373	439	774	484	1353	242	297	178
Very likely	53%	47%	58%	48%	56%	54%	49%	58%	50%	55%	59%	35%	45%	47%
Somewhat likely	19%	20%	17%	18%	19%	19%	19%	18%	20%	17%	17%	22%	25%	18%
Neither likely nor unlikely	15%	17%	14%	16%	12%	18%	19%	13%	16%	13%	15%	15%	15%	18%
Somewhat unlikely	5%	6%	4%	6%	4%	5%	7%	4%	4%	4%	4%	7%	5%	4%
Very unlikely Don't know	6% 3%	6%	6%	7%	7%	3%	6%	4%	7%	6%	3%	19%	8%	4%
		4%	2%	5%	2%	1%	1%	2%	2%	6%	2%	3%	1%	8%

### Gendered Toys

US\_nat\_2000 Sample: 30th November - 1st December 2016

You Gov What the world thinks			Educ	ation				Marita	Status		
	Total	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Single	Domesti partnersh
+ow likely or unlikely would you be to let a boy child play with each of the following toys? Please select one option on each row.											
Water guns											
Unweighted base	2070	611	799	428	232	1130	46	277	130	411	76
Base: All US adults	2070	897	641	342	189	1022	53	257	109	550	79
Very likely	70%	68%	75%	67%	68%	73%	46%	68%	70%	67%	78%
Somewhat likely	13%	11%	12%	17%	18%	14%	19%	12%	19%	12%	9%
Neither likely nor unlikely	9%	11%	8%	10%	6%	8%	16%	8%	4%	12%	5%
Somewhat unlikely	2%	3%	1%	3%	3%	1%	6%	3%	2%	5%	1%
Very unlikely	3%	3%	2%	2%	4%	3%	5%	4%	3%	2%	2%
Don't know	2%	3%	2%	1%	1%	1%	7%	5%	1%	2%	4%
Iow likely or unlikely would you be to let a girl child play vith each of the following toys? Please select one option on each row.											
vith each of the following toys? Please select one option on ach row. Lego	2070	611	799	428	232	1130	46	277	130	411	76
with each of the following toys? Please select one option on each row.	2070 2070	611 897	799 641	428	232	1130 1022	46	277 257	130 109	411	76
vith each of the following toys? Please select one option on ach row. Lego Unweighted base Base: All US adults	2070	897	641		189	1022	53	257	109	550	79
vith each of the following toys? Please select one option on aach row. Lego Unweighted base	2070 69%		641 75%	342						550 65%	
rith each of the following toys? Please select one option on ach row. Lego Unweighted base Base: All US adults Very likely	2070	897 62%	641	342 71%	189 77%	1022 71%	53 44%	257 74%	109 63%	550	79 73% 17%
rith each of the following toys? Please select one option on ach row. Lego Unweighted base Base: All US adults Very likely Somewhat likely	2070 69% 15%	897 62% 18%	641 75% 13%	342 71% 14%	189 77% 13%	1022 71% 17%	53 44% 26%	257 74% 10%	109 63% 21%	550 65% 13%	79 73% 17% 5%
rith each of the following toys? Please select one option on ach row. Lego Unweighted base Base: All US adults Very likely Somewhat likely Neither likely nor unlikely	2070 69% 15% 9%	897 62% 18% 11%	641 75% 13% 8%	342 71% 14% 11%	189 77% 13% 6%	1022 71% 17% 7%	53 44% 26% 9%	257 74% 10% 8%	109 63% 21% 10%	550 65% 13% 14%	79 73%
vith each of the following toys? Please select one option on each row. Lego Unweighted base Base: All US adults Very likely Somewhat likely Neither likely nor unikely Somewhat unikely	2070 69% 15% 9% 2%	897 62% 18% 11% 2%	641 75% 13% 8% 1%	342 71% 14% 11% 1%	189 77% 13% 6% 2%	1022 71% 17% 7% 1%	53 44% 26% 9% 10%	257 74% 10% 8% 1%	109 63% 21% 10% 2%	550 65% 13% 14% 1%	79 73% 17% 5% 4%

- Action figures

Unweighted base	2070	611	799	428	232	1130	46	277	130	411	76
Base: All US adults	2070	897	641	342	189	1022	53	257	109	550	79
Very likely	53%	46%	59%	55%	60%	53%	50%	58%	47%	51%	50%
Somewhat likely	19%	19%	16%	21%	19%	21%	23%	12%	21%	16%	16%
Neither likely nor unlikely	15%	18%	13%	13%	14%	13%	12%	14%	19%	20%	11%
Somewhat unlikely	5%	5%	4%	7%	4%	5%	10%	4%	5%	4%	5%
Very unlikely	6%	8%	5%	2%	1%	5%	6%	5%	5%	6%	16%
Don't know	3%	3%	3%	2%	2%	2%	-	6%	2%	3%	2%

### Gendered Toys

US\_nat\_2000 Sample: 30th November - 1st December 2016

YouGov What the world thinks		Children unde	er the age of 18	Income			
	Total	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

How likely or unlikely would you be to let a boy child play with each of the following toys? Please select one option on

each row.

- Water guns

Unweighted base	2070	551	1456	668	626	460	316
Base: All US adults	2070	584	1406	747	595	400	328
Very likely	70%	69%	71%	67%	72%	75%	70%
Somewhat likely	13%	15%	12%	12%	16%	14%	11%
Neither likely nor unlikely	9%	9%	9%	11%	7%	6%	13%
Somewhat unlikely	2%	2%	3%	2%	3%	1%	1%
Very unlikely	3%	4%	2%	4%	2%	2%	2%
Don't know	2%	0%	2%	3%	1%	1%	3%

How likely or unlikely would you be to let a girl child play with each of the following toys? Please select one option on each row.

- Lego

Unweighted base	2070	551	1456	668	626	460	316
Base: All US adults	2070	584	1406	747	595	400	328
Very likely	69%	70%	68%	64%	72%	75%	67%
Somewhat likely	15%	15%	16%	17%	16%	13%	14%
Neither likely nor unlikely	9%	11%	9%	10%	7%	8%	14%
Somewhat unlikely	2%	1%	2%	2%	2%	2%	0%
Very unlikely	2%	3%	2%	4%	1%	2%	2%
Don't know	2%	0%	3%	3%	2%	1%	3%

How likely or unlikely would you be to let a girl child play with each of the following toys? Please select one option on

### each row.

- Action figures

Unweighted base	2070	551	1456	668	626	460	316
Base: All US adults	2070	584	1406	747	595	400	328
Very likely	53%	48%	55%	50%	54%	58%	53%
Somewhat likely	19%	23%	17%	18%	21%	18%	16%
Neither likely nor unlikely	15%	15%	16%	15%	15%	14%	19%
Somewhat unlikely	5%	5%	5%	5%	5%	5%	3%
Very unlikely	6%	8%	5%	8%	4%	5%	6%
Don't know	3%	1%	3%	4%	2%	1%	4%

### Gendered Toys

YouGov What the world thinks		Social networks membership													
	Total	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumbir	Instagram	Vine	Snapchat	Periscope	Other	Don't know	None
How likely or unlikely would you be to let a boy child play with each of the following toys? Please select one option on each row.															
- Water guns															
Unweighted base	2070	1683	760	587	745	128	540	140	546	50	296	34	103	33	293
Base: All US adults	2070	1698	814	513	825	137	496	151	628	64	362	32	103	42	289
Very likely	70%	70%	70%	74%	70%	74%	79%	73%	71%	80%	70%	72%	73%	35%	68%
Somewhat likely	13%	13%	12%	14%	13%	12%	10%	13%	11%	6%	10%	15%	7%	8%	13%
Neither likely nor unlikely	9%	9%	9%	6%	8%	6%	6%	8%	8%	7%	9%	4%	13%	35%	12%
Somewhat unlikely	2%	2%	3%	1%	4%	3%	1%	2%	4%	-	5%	4%	1%	8%	0%
Very unlikely	3%	3%	4%	3%	3%	3%	4%	5%	4%	7%	3%	1%	3%	2%	5%
Don't know	2%	2%	1%	1%	3%	1%	0%	-	2%	-	3%	4%	3%	12%	2%
- Lego Unweighted base	2070	1683	760	587	745	128	540	140	546	50	296	34	103	33	293
Base: All US adults	2070	1698	814	513	825	137	496	151	628	64	362	32	103	42	289
Very likely	69%	69%	70%	77%	67%	62%	79%	77%	67%	75%	65%	63%	70%	40%	62%
Somewhat likely	15%	15%	16%	12%	15%	19%	12%	8%	15%	9%	14%	16%	20%	14%	19%
Neither likely nor unlikely	9%	9%	9%	9%	8%	12%	7%	10%	10%	8%	11%	21%	5%	32%	13%
Somewhat unlikely	2%	1%	1%	1%	3%	2%	2%	1%	2%	2%	3%	-	2%	6%	1%
Very unlikely	2%	3%	3%	1%	4%	6%	1%	1%	4%	1%	5%	-	1%	2%	3%
Don't know	2%	2%	2%	1%	2%	-	0%	2%	2%	4%	2%	-	2%	7%	2%
How likely or unlikely would you be to let a girl child play with each of the following toys? Please select one option on each row.															
- Action figures															
Unweighted base	2070	1683	760	587	745	128	540	140	546	50	296	34	103	33	293
Base: All US adults	2070	1698	814	513	825	137	496	151	628	64	362	32	103	42	289
Very likely	53%	53%	55%	60%	52%	55%	64%	67%	53%	68%	54%	55%	55%	34%	44%
Somewhat likely	19%	19%	20%	19%	17%	17%	19%	16%	18%	19%	19%	26%	19%	21%	22%
Neither likely nor unlikely	15%	15%	13%	12%	13%	10%	9%	8%	13%	3%	11%	10%	14%	33%	21%
Somewhat unlikely	5%	5%	5%	4%	5%	7%	3%	4%	6%	6%	6%	2%	4%	1%	6%
Very unlikely	6%	6%	6%	4%	9%	9%	4%	4%	6%	3%	8%	4%	5%	7%	4%
Don't know	3%	2%	2%	1%	3%	1%	1%	0%	4%		2%	4%	3%	4%	3%

#### Gendered Toys

What the world thinks		Ge	ender		Age			Reç	jion			R	ace	
	Total	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other
low likely or unlikely would you be to let a girl child play ith each of the following toys? Please select one option on ach row.														
Trucks/cars (e.g., Hot wheels, John Deere, etc.)														
Unweighted base	2070	915	1155	442	748	880	441	495	744	390	1641	138	105	186
Base: All US adults	2070	1007	1063	633	709	729	373	439	774	484	1353	242	297	178
Very likely	53%	48%	59%	48%	57%	54%	48%	62%	49%	56%	61%	35%	42%	44%
Somewhat likely	16%	16%	16%	15%	13%	19%	17%	16%	17%	13%	15%	18%	18%	16%
Neither likely nor unlikely	16%	19%	13%	18%	15%	15%	19%	11%	18%	14%	14%	16%	20%	24%
Somewhat unlikely	5%	7%	3%	6%	5%	5%	8%	3%	5%	5%	5%	11%	2%	5%
Very unlikely	7%	6%	8%	9%	8%	5%	7%	5%	9%	6%	3%	18%	16%	4%
Don't know	3%	4%	2%	5%	2%	1%	1%	2%	2%	5%	2%	3%	2%	8%
Unweighted base	2070	915	1155	442	748	880	441	495	744	390	1641	138	105	186
Base: All US adults	2070	1007	1063	633	709	729	373	439	774	484	1353	242	297	178
Very likely	61%	54%	68%	50%	65%	68%	56%	66%	61%	63%	67%	45%	54%	51%
Somewhat likely	17%	22%	13%	20%	14%	18%	20%	19%	18%	14%	17%	20%	18%	18%
Neither likely nor unlikely	12%	14%	11%	16%	12%	10%	17%	8%	13%	12%	10%	16%	19%	15%
Somewhat unlikely	2%	2%	2%	4%	2%	1%	2%	1%	3%	3%	2%	5%	1%	2%
Very unlikely	4%	3%	4%	5%	5%	1%	4%	2%	4%	4%	2%	9%	6%	3%
Don't know	3%	4%	2%	5%	2%	2%	2%	3%	2%	5%	2%	6%	1%	11%
DUITERIOW							-/*							
low likely or unlikely would you be to let a girl child play rith each of the following toys? Please select one option on														
ow likely or unlikely would you be to let a girl child play tith each of the following toys? Please select one option on ich row. Frains														
w likely or unlikely would you be to let a girl child play th each of the following toys? Please select one option on ch row. rains Unweighted base	2070	915	1155	442	748	880	441	495	744	390	1641	138	105	186
w likely or unlikely would you be to let a girl child play th each of the following toys? Please select one option on ch row. 'rains Unweighted base Base: All US adults	2070	1007	1063	633	709	729	441 <b>373</b>	439	774	484	1353	242	297	178
w likely or unlikely would you be to let a girl child play th each of the following toys? Please select one option on ch row. rains Unweighted base Base: All US adults Very likely	2070 56%	1007 50%	1063 63%	633 52%	709 59%	729 58%	441 373 53%	439 63%	774 54%	484 58%	1353 63%	242 37%	297 46%	178 53%
w likely or unlikely would you be to let a girl child play th each of the following toys? Please select one option on ch row. rains Unweighted base Base: All US adults Very likely Somewhat likely	2070 56% 18%	1007 50% 21%	1063 63% 15%	633 52% 16%	709 59% 18%	729 58% 20%	441 373 53% 21%	439 63% 18%	774 54% 19%	484 58% 15%	1353 63% 17%	242 37% 21%	297 46% 23%	178 53% 17%
ow likely or unlikely would you be to let a girl child play th each of the following toys? Please select one option on cch row. Trains Unweighted base Base: All US adults Very likely Somewhat likely Neither likely nor unlikely	2070 56% 18% 15%	1007 50% 21% 16%	1063 63% 15% 14%	633 52% 16% 18%	709 59% 18% 12%	729 58% 20% 14%	441 373 53% 21% 16%	439 63% 18% 12%	774 54% 19% 16%	484 58% 15% 13%	1353 63% 17% 14%	242 37% 21% 20%	297 46% 23% 14%	178 53% 17% 15%
ow likely or unlikely would you be to let a girl child play ith each of the following toys? Please select one option on ach row. Trains Unweighted base Base: All US adults Very likely Somewhat likely Neither likely nor unlikely Somewhat unlikely	2070 56% 18% 15% 3%	1007 50% 21% 16% 4%	1063 63% 15% 14% 2%	633 52% 16% 18% 4%	709 59% 18% 12% 3%	729 58% 20% 14% 3%	441 373 53% 21% 16% 4%	439 63% 18% 12% 2%	774 54% 19% 16% 3%	484 58% 15% 13% 4%	1353 63% 17% 14% 3%	242 37% 21% 20% 4%	297 46% 23% 14% 1%	178 53% 17% 15% 4%
tow likely or unlikely would you be to let a girl child play with each of the following toys? Please select one option on aach row. Trains Unweighted base Base: All US adults Very likely Somewhat likely Neither likely nor unlikely	2070 56% 18% 15%	1007 50% 21% 16%	1063 63% 15% 14%	633 52% 16% 18%	709 59% 18% 12%	729 58% 20% 14%	441 373 53% 21% 16%	439 63% 18% 12%	774 54% 19% 16%	484 58% 15% 13%	1353 63% 17% 14%	242 37% 21% 20%	297 46% 23% 14%	178 53% 17% 15%

### Gendered Toys

US\_nat\_2000 Sample: 30th November - 1st December 2016

YouGov What the world thinks			Educ	ation		Marital Status						
	Total	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Single	Domestic partnership	
How likely or unlikely would you be to let a girl child play with each of the following toys? Please select one option on each row.												
Trucks/cars (e.g., Hot wheels, John Deere, etc.)												
Unweighted base	2070	611	799	428	232	1130	46	277	130	411	76	
Base: All US adults	2070	897	641	342	189	1022	53	257	109	550	79	
Very likely	53%	46%	59%	57%	65%	54%	49%	59%	46%	52%	47%	
Somewhat likely	16%	16%	15%	18%	15%	18%	14%	13%	19%	13%	13%	
Neither likely nor unlikely	16%	19%	14%	15%	14%	15%	18%	13%	19%	20%	13%	
Somewhat unlikely	5%	6%	4%	7%	2%	5%	5%	6%	5%	5%	3%	
Very unlikely	7%	11%	6%	2%	2%	6%	12%	4%	8%	7%	23%	
Don't know	3%	3%	2%	2%	2%	1%	3%	5%	4%	4%	1%	
How likely or unlikely would you be to let a girl child play with each of the following toys? Please select one option on each row.												
- Nerf toys												
Unweighted base	2070	611	799	428	232	1130	46	277	130	411	76	

Unweighted base	2070	611	799	428	232	1130	46	277	130	411	76
Base: All US adults	2070	897	641	342	189	1022	53	257	109	550	79
Very likely	61%	55%	69%	61%	69%	64%	45%	69%	59%	55%	63%
Somewhat likely	17%	18%	15%	20%	19%	20%	18%	12%	21%	16%	10%
Neither likely nor unlikely	12%	15%	10%	13%	6%	11%	27%	7%	12%	17%	16%
Somewhat unlikely	2%	3%	1%	2%	2%	1%	1%	3%	3%	3%	4%
Very unlikely	4%	5%	3%	2%	2%	3%	3%	3%	1%	6%	5%
Don't know	3%	4%	2%	3%	2%	2%	6%	5%	3%	4%	2%

How likely or unlikely would you be to let a girl child play with each of the following toys? Please select one option on

with each of the following toys? Please select one option o each row.

### - Trains

Unweighted base	2070	611	799	428	232	1130	46	277	130	411	76
Base: All US adults	2070	897	641	342	189	1022	53	257	109	550	79
Very likely	56%	48%	62%	59%	71%	58%	50%	60%	53%	55%	48%
Somewhat likely	18%	20%	14%	22%	16%	20%	10%	15%	21%	16%	17%
Neither likely nor unlikely	15%	18%	13%	13%	9%	13%	26%	12%	15%	18%	14%
Somewhat unlikely	3%	3%	4%	3%	2%	3%	11%	4%	5%	2%	-
Very unlikely	5%	8%	4%	2%	1%	5%	4%	2%	5%	6%	20%
Don't know	3%	4%	2%	1%	2%	1%	-	7%	1%	3%	1%

### Gendered Toys

US\_nat\_2000 Sample: 30th November - 1st December 2016

YouGov What the world thinks		Children unde	r the age of 18	Income					
	Total	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say		

How likely or unlikely would you be to let a girl child play with each of the following toys? Please select one option on

each row.

#### - Trucks/cars (e.g., Hot wheels, John Deere, etc.)

Unweighted base	2070	551	1456	668	626	460	316
Base: All US adults	2070	584	1406	747	595	400	328
Very likely	53%	51%	54%	49%	56%	58%	53%
Somewhat likely	16%	18%	15%	15%	18%	15%	14%
Neither likely nor unlikely	16%	16%	16%	17%	15%	15%	18%
Somewhat unlikely	5%	4%	6%	6%	5%	4%	5%
Very unlikely	7%	10%	6%	10%	5%	7%	6%
Don't know	3%	1%	3%	3%	2%	1%	4%

How likely or unlikely would you be to let a girl child play with each of the following toys? Please select one option on each row.

#### - Nerf toys

Unweighted base	2070	551	1456	668	626	460	316
Base: All US adults	2070	584	1406	747	595	400	328
Very likely	61%	58%	63%	57%	63%	69%	59%
Somewhat likely	17%	16%	17%	16%	21%	17%	16%
Neither likely nor unlikely	12%	15%	12%	14%	10%	9%	17%
Somewhat unlikely	2%	3%	2%	3%	2%	1%	1%
Very unlikely	4%	5%	3%	6%	2%	2%	3%
Don't know	3%	2%	3%	4%	2%	2%	4%

How likely or unlikely would you be to let a girl child play with each of the following toys? Please select one option on

### each row.

- Trains

Unweighted base	2070	551	1456	668	626	460	316
Base: All US adults	2070	584	1406	747	595	400	328
Very likely	56%	54%	57%	52%	59%	61%	58%
Somewhat likely	18%	20%	18%	16%	22%	19%	15%
Neither likely nor unlikely	15%	15%	15%	18%	11%	12%	17%
Somewhat unlikely	3%	2%	3%	4%	3%	2%	2%
Very unlikely	5%	7%	5%	6%	4%	6%	4%
Don't know	3%	1%	3%	3%	2%	1%	4%

Gendered Toys

YouGov What the world thinks								Social networ	ks membership						
	Total	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumbir	Instagram	Vine	Snapchat	Periscope	Other	Don't know	None
How likely or unlikely would you be to let a girl child play with each of the following toys? Please select one option on each row.															
- Trucks/cars (e.g., Hot wheels, John Deere, etc.)															
Unweighted base	2070	1683	760	587	745	128	540	140	546	50	296	34	103	33	293
Base: All US adults	2070	1698	814	513	825	137	496	151	628	64	362	32	103	42	289
Very likely	53%	54%	54%	62%	50%	48%	66%	67%	53%	69%	54%	49%	49%	37%	47%
Somewhat likely	16%	16%	15%	16%	15%	18%	13%	9%	14%	12%	16%	20%	15%	15%	17%
Neither likely nor unlikely	16%	15%	16%	14%	16%	17%	10%	13%	14%	5%	13%	21%	14%	35%	19%
Somewhat unlikely	5%	5%	5%	4%	8%	6%	5%	6%	6%	7%	7%	8%	11%	7%	7%
Very unlikely	7%	8%	7%	3%	9%	11%	5%	6%	9%	6%	7%	2%	9%	2%	7%
Don't know	3%	2%	2%	1%	3%	-	0%	0%	3%	-	3%	-	2%	4%	3%
Nerf toys Unweighted base	2070	1683	760	587	745	128	540	140	546	50	296	34	103	33	293
Base: All US adults	2070	1698	814	513	825	137	496	151	628	64	362	32	103	42	289
Very likely	61%	62%	61%	70%	59%	66%	71%	71%	59%	69%	55%	58%	62%	31%	56%
Somewhat likely	17%	17%	17%	16%	17%	14%	15%	13%	16%	17%	20%	21%	14%	22%	20%
Neither likely nor unlikely	12%	12%	12%	10%	12%	8%	8%	9%	12%	4%	13%	11%	16%	40%	16%
Somewhat unlikely	2%	2%	3%	2%	4%	5%	2%	4%	5%	4%	4%	9%	2%	-	1%
Very unlikely	4%	4%	4%	2%	4%	7%	3%	2%	4%	5%	4%	-	4%	3%	2%
Don't know	3%	3%	2%	1%	4%	-	1%	1%	4%	-	4%	-	2%	4%	5%
Iow likely or unlikely would you be to let a girl child play with each of the following toys? Please select one option on each row.															
Trains															
	2070	1683	760	587	745	128	540	140	546	50	296	34	103	33	293
Unweighted base							100	151	628	64	362	32			
Base: All US adults	2070	1698	814	513	825	137	496						103	42	289
Base: All US adults Very likely	56%	57%	58%	65%	54%	52%	68%	67%	56%	65%	58%	52%	50%	38%	49%
Base: All US adults Very likely Somewhat likely	56% 18%	57% 18%	58% 19%	65% 18%	54% 20%	52% 20%	68% 17%	67% 14%	56% 17%	65% 17%	58% 16%	52% 24%	50% 24%	38% 23%	49% 21%
Base: All US adults Very likely Somewhat likely Neither likely nor unlikely	56% 18% 15%	57% 18% 14%	58% 19% 14%	65% 18% 12%	54% 20% 12%	52% 20% 17%	68% 17% 11%	67% 14% 14%	56% 17% 14%	65% 17% 11%	58% 16% 15%	52% 24% 15%	50% 24% 16%	38% 23% 27%	49% 21% 18%
Base: All US adutts Very likely Somewhat likely Neither likely no unlikely Somewhat unlikely	56% 18% 15% 3%	57% 18% 14% 3%	58% 19% 14% 3%	65% 18% 12% 1%	54% 20% 12% 3%	52% 20% 17% 6%	68% 17% 11% 2%	67% 14% 14% 3%	56% 17% 14% 3%	65% 17% 11% 4%	58% 16% 15% 2%	52% 24% 15% 9%	50% 24% 16% 3%	38% 23% 27% 3%	49% 21% 18% 3%
Base: All US adults Very likely Somewhat likely Neither likely nor unlikely	56% 18% 15%	57% 18% 14%	58% 19% 14%	65% 18% 12%	54% 20% 12%	52% 20% 17%	68% 17% 11%	67% 14% 14%	56% 17% 14%	65% 17% 11%	58% 16% 15%	52% 24% 15%	50% 24% 16%	38% 23% 27%	49% 21% 18%

#### Gendered Toys

YouGov What the world thinks		Ge	ender		Age			Re	gion			R	ace	
	Total	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other
low likely or unlikely would you be to let a girl child play ith each of the following toys? Please select one option on ach row.														
Barbie/dolls														
Unweighted base	2070	915	1155	442	748	880	441	495	744	390	1641	138	105	186
Base: All US adults	2070	1007	1063	633	709	729	373	439	774	484	1353	242	297	178
Very likely	76%	70%	82%	67%	79%	81%	75%	76%	77%	75%	78%	73%	83%	55%
Somewhat likely	11%	14%	8%	13%	10%	9%	11%	12%	10%	10%	10%	10%	11%	15%
Neither likely nor unlikely	9%	10%	8%	13%	7%	6%	9%	7%	10%	7%	8%	12%	5%	17%
Somewhat unlikely	1%	2%	1%	2%	1%	0%	2%	1%	1%	1%	2%	1%	-	-
Very unlikely	2%	2%	2%	1%	1%	2%	2%	1%	1%	3%	1%	2%	1%	5%
Don't know	2%	3%	1%	3%	2%	1%	2%	2%	1%	3%	1%	3%	1%	8%
Tea sets Unweighted base	2070	915	1155	442	748	880	441	495	744	390	1641	138	105	186
Unweighted base Base: All US adults	2070	915	1155	633	748	729	373	495	744	390 484	1641	138 242	297	186
Very likely	76%	71%	81%	66%	79%	82%	73%	76%	76%	80%	78%	68%	82%	59%
Somewhat likely	11%	14%	9%	14%	10%	10%	13%	13%	12%	8%	11%	12%	11%	16%
Neither likely nor unlikely	7%	8%	7%	11%	6%	6%	8%	7%	9%	6%	7%	9%	5%	13%
Somewhat unlikely	1%	2%	1%	3%	1%	0%	2%	1%	2%	1%	1%	2%	1%	2%
Very unlikely	2%	3%	1%	3%	1%	1%	4%	2%	0%	2%	1%	6%	1%	1%
Don't know	2%	3%	1%	3%	2%	1%	1%	2%	2%	3%	1%	3%	-	8%
tow likely or unlikely would you be to let a girl child play vith each of the following toys? Please select one option on ach row.														
Easy Bake Oven														
Unweighted base	2070	915	1155	442	748	880	441	495	744	390	1641	138	105	186
Base: All US adults	2070	1007	1063	633	709	729	373	439	774	484	1353	242	297	178
Very likely	75%	69%	81%	65%	78%	81%	75%	76%	75%	75%	76%	70%	84%	58%
Somewhat likely	12%	15%	9%	14%	11%	12%	13%	12%	13%	10%	12%	14%	10%	11%
Neither likely nor unlikely	8%	10%	7%	13%	8%	5%	7%	8%	10%	7%	8%	10%	5%	16%
Somewhat unlikely	1%	2%	1%	3%	1%	0%	2%	1%	1%	1%	1%	1%	•	1%
Very unlikely	1%	2%	1%	2%	1%	1%	1%	1%	1%	3%	1%	1%	2%	4%
Don't know	2%	3%	1%	4%	2%	1%	2%	3%	1%	3%	1%	4%		9%

#### Gendered Toys

US\_nat\_2000 Sample: 30th November - 1st December 2016

YouGov What the world thinks			Educ	ation			Marital Status						
	Total	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Single	Domestic partnershi		
How likely or unlikely would you be to let a girl child play with each of the following toys? Please select one option on each row.													
- Barbie/dolls													
Unweighted base	2070	611	799	428	232	1130	46	277	130	411	76		
Base: All US adults	2070	897	641	342	189	1022	53	257	109	550	79		
Very likely	76%	75%	79%	74%	76%	77%	65%	80%	75%	74%	81%		
Somewhat likely	11%	9%	10%	14%	13%	12%	17%	7%	10%	10%	9%		
Neither likely nor unlikely	9%	11%	6%	8%	6%	8%	13%	3%	10%	12%	5%		
Somewhat unlikely	1%	1%	1%	1%	1%	1%	2%	3%	1%	1%	4%		
Very unlikely	2%	2%	1%	1%	2%	2%	-	2%	2%	2%	-		
Don't know	2%	2%	2%	2%	1%	1%	3%	5%	1%	2%	1%		
How likely or unlikely would you be to let a girl child play with each of the following toys? Please select one option on each row.													
- Tea sets													
Unweighted base	2070	611	799	428	232	1130	46	277	130	411	76		
Base: All US adults	2070	897	641	342	189	1022	53	257	109	550	79		
Very likely	76%	73%	81%	74%	77%	78%	58%	79%	75%	73%	83%		

VCI y INCI y	1070	1070	0170			1070	0070	1070	1070	1070	0070	41
Somewhat likely	11%	11%	9%	14%	15%	11%	16%	9%	18%	10%	10%	l
Neither likely nor unlikely	7%	9%	6%	8%	6%	7%	10%	5%	6%	10%	2%	ł
Somewhat unlikely	1%	2%	1%	1%	1%	1%	5%	1%	-	3%	1%	L
Very unlikely	2%	3%	1%	1%	-	2%	8%	1%	-	2%	3%	ł
Don't know	2%	2%	2%	2%	1%	1%	3%	5%	1%	2%	1%	
and the second sec												-11

How likely or unlikely would you be to let a girl child play with each of the following toys? Please select one option on each row.

### - Easy Bake Oven

Unweighted base	2070	611	799	428	232	1130	46	277	130	411	76
Base: All US adults	2070	897	641	342	189	1022	53	257	109	550	79
Very likely	75%	72%	80%	71%	80%	78%	62%	78%	73%	68%	84%
Somewhat likely	12%	11%	10%	18%	12%	11%	16%	8%	16%	14%	10%
Neither likely nor unlikely	8%	11%	7%	7%	5%	7%	17%	6%	8%	12%	5%
Somewhat unlikely	1%	2%	0%	1%	1%	0%	-	2%	-	3%	-
Very unlikely	1%	1%	1%	1%	1%	1%	-	1%	2%	1%	-
Don't know	2%	3%	1%	1%	1%	2%	5%	5%	1%	2%	1%

### Gendered Toys

US\_nat\_2000 Sample: 30th November - 1st December 2016

YouGov What the world thinks		Children unde	r the age of 18	Income				
	Total	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	

How likely or unlikely would you be to let a girl child play with each of the following toys? Please select one option on

each row.

#### - Barbie/dolls

Unweighted base	2070	551	1456	668	626	460	316
Base: All US adults	2070	584	1406	747	595	400	328
Very likely	76%	73%	77%	74%	77%	78%	76%
Somewhat likely	11%	15%	9%	8%	14%	13%	9%
Neither likely nor unlikely	9%	9%	9%	11%	6%	5%	11%
Somewhat unlikely	1%	1%	1%	2%	1%	1%	0%
Very unlikely	2%	1%	2%	2%	1%	2%	1%
Don't know	2%	1%	2%	3%	1%	1%	3%

How likely or unlikely would you be to let a girl child play with each of the following toys? Please select one option on each row.

#### - Tea sets

Unweighted base	2070	551	1456	668	626	460	316
Base: All US adults	2070	584	1406	747	595	400	328
Very likely	76%	75%	77%	73%	79%	78%	77%
Somewhat likely	11%	13%	10%	12%	14%	11%	7%
Neither likely nor unlikely	7%	7%	8%	8%	5%	8%	10%
Somewhat unlikely	1%	3%	1%	2%	1%	1%	1%
Very unlikely	2%	2%	2%	3%	1%	1%	2%
Don't know	2%	1%	2%	2%	1%	1%	3%

How likely or unlikely would you be to let a girl child play with each of the following toys? Please select one option on

each row.

- Easy Bake Oven

Unweighted base	2070	551	1456	668	626	460	316
Base: All US adults	2070	584	1406	747	595	400	328
Very likely	75%	73%	76%	73%	75%	79%	75%
Somewhat likely	12%	13%	11%	10%	16%	11%	10%
Neither likely nor unlikely	8%	9%	8%	10%	6%	6%	11%
Somewhat unlikely	1%	1%	1%	1%	1%	2%	1%
Very unlikely	1%	2%	1%	2%	1%	1%	0%
Don't know	2%	1%	2%	3%	1%	1%	3%

### Gendered Toys

YouGov What the world thinks								Social networ	ks membership						
	Total	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumbir	Instagram	Vine	Snapchat	Periscope	Other	Don't know	None
How likely or unlikely would you be to let a girl child play with each of the following toys? Please select one option on each row.															
- Barbie/dolls															
Unweighted base	2070	1683	760	587	745	128	540	140	546	50	296	34	103	33	293
Base: All US adults	2070	1698	814	513	825	137	496	151	628	64	362	32	103	42	289
Very likely	76%	77%	75%	80%	76%	73%	82%	80%	78%	74%	75%	79%	76%	52%	71%
Somewhat likely	11%	11%	11%	10%	11%	14%	8%	8%	10%	18%	9%	15%	7%	13%	13%
Neither likely nor unlikely	9%	8%	9%	7%	8%	10%	7%	9%	8%	8%	11%	2%	13%	24%	11%
Somewhat unlikely	1%	1%	2%	1%	2%	2%	1%	1%	1%	-	1%	-	1%	8%	1%
Very unlikely	2%	2%	1%	1%	2%	-	1%	2%	1%	1%	1%	-	-	-	2%
Don't know	2%	2%	2%	1%	2%	1%	1%	0%	2%	-	2%	4%	3%	4%	2%
- Tea sets Unweighted base	2070	1683	760	587	745	128	540	140	546	50	296	34	103	33	293
Base: All US adults	2070	1698	814	513	825	137	496	151	628	64	362	32	103	42	289
Very likely	76%	76%	74%	80%	75%	72%	82%	79%	76%	68%	73%	67%	71%	53%	75%
Somewhat likely	11%	12%	12%	10%	11%	10%	9%	5%	10%	17%	9%	15%	17%	9%	10%
Neither likely nor unlikely	7%	7%	7%	6%	6%	10%	5%	9%	7%	5%	8%	16%	11%	24%	10%
Somewhat unlikely	1%	1%	2%	1%	3%	3%	2%	3%	2%	5%	3%	-	-	5%	1%
Very unlikely	2%	2%	3%	1%	3%	5%	2%	3%	3%	6%	5%	2%	-	6%	2%
Don't know	2%	2%	2%	1%	2%	-	0%	1%	2%	-	2%	-	2%	4%	2%
How likely or unlikely would you be to let a girl child play with each of the following toys? Please select one option on each row.															
- Easy Bake Oven															
- Easy Bake Oven Unweighted base	2070	1683	760	587	745	128	540	140	546	50	296	34	103	33	293
	2070	1698	814	513	825	137	496	151	628	64	362	32	103	42	289
Unweighted base Base: All US adults Very likely	2070 75%	1698 75%	814 73%	513 79%	825 73%	137 77%	496 84%	151 77%	628 75%	64 81%	362 73%	32 65%	103 74%	42 53%	289 72%
Unweighted base Base: All US adults Very likely Somewhat likely	2070 75% 12%	1698 75% 12%	814 73% 13%	513 79% 12%	825 73% 13%	137 77% 11%	496 84% 8%	151 77% 10%	628 75% 11%	64 81% 9%	362 73% 12%	32 65% 26%	103 74% 8%	42 53% 14%	289 72% 13%
Unweighted base Base: All US adutts Very likely Somewhat likely Neither likely nor unlikely	2070 75% 12% 8%	1698 75% 12% 8%	814 73% 13% 8%	513 79% 12% 7%	825 73% 13% 8%	137 77% 11% 6%	496 84% 8% 6%	151 77% 10% 9%	628 75% 11% 8%	64 81%	362 73% 12% 9%	32 65%	103 74% 8% 15%	42 53%	289 72% 13% 10%
Base: All US adults Very likely Somewhat likely Neither likely ou nikely Somewhat unlikely	2070 75% 12% 8% 1%	1698 75% 12% 8% 1%	814 73% 13% 8% 2%	513 79% 12% 7% 0%	825 73% 13% 8% 2%	137 77% 11% 6% 3%	496 84% 8% 6% 1%	151 77% 10% 9% 2%	628 75% 11% 8% 3%	64 81% 9% 9%	362 73% 12% 9% 1%	32 65% 26%	103 74% 8%	42 53% 14% 24%	289 72% 13% 10% 0%
Unweighted base Base: All US adutts Very likely Somewhat likely Neither likely nor unlikely	2070 75% 12% 8%	1698 75% 12% 8%	814 73% 13% 8%	513 79% 12% 7%	825 73% 13% 8%	137 77% 11% 6%	496 84% 8% 6%	151 77% 10% 9%	628 75% 11% 8%	64 81% 9% 9%	362 73% 12% 9%	32 65% 26% 9%	103 74% 8% 15%	42 53% 14% 24%	289 72% 13% 10%

#### Gendered Toys

YouGov What the world thinks		Ge	nder		Age			Reg	gion			R	ace	
	Total	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other
low likely or unlikely would you be to let a girl child play rith each of the following toys? Please select one option on ach row.														
Water guns	0070	045	4455	440	740	000	444	105	744	200	4044	400	405	400
Unweighted base _ Base: All US adults	2070 2070	915 1007	1155 1063	633	748 709	880 729	441 373	495 439	744 774	390 484	1641 1353	138 242	105 297	186 178
Very likely	58%	51%	65%	53%	61%	60%	52%	62%	57%	61%	63%	44%	55%	48%
Somewhat likely	17%	20%	14%	16%	16%	19%	20%	16%	17%	15%	17%	16%	17%	46%
Neither likely nor unlikely	12%	14%	14%	16%	10%	19%	15%	9%	13%	10%	10%	14%	17%	18%
Somewhat unlikely	4%	5%	3%	4%	3%	4%	5%	9% 4%	3%	4%	4%	6%	13%	4%
Very unlikely	7%	7%	7%	7%	8%	4% 5%	6%	6%	8%	6%	4%	17%	11%	4%
Don't know	3%	4%	1%	5%	2%	5% 1%	2%	2%	2%	5%	2%	3%	11%	5% 9%
hinking about toys you played with as a child How often, ever, did you play with traditional "girl toys" as a child e.g., dolls, tea sets, etc.)?	578	470	170	576	270	170	270	270	270	576	270	378	170	570
Unweighted base	2070	915	1155	442	748	880	441	495	744	390	1641	138	105	186
Base: All US adults	2070	1007	1063	633	709	729	373	439	774	484	1353	242	297	178
Always	18%	4%	31%	24%	17%	15%	20%	16%	21%	15%	15%	33%	26%	11%
Often	24%	7%	41%	24%	22%	27%	22%	27%	25%	24%	27%	19%	18%	24%
Sometimes	20%	22%	19%	21%	22%	17%	20%	21%	18%	24%	20%	16%	22%	24%
Rarely	17%	30%	5%	17%	18%	16%	17%	18%	16%	17%	18%	11%	16%	19%
Never	15%	30%	1%	7%	17%	20%	15%	15%	16%	14%	16%	16%	14%	10%
Don't know / can't recall	5%	7%	3%	6%	4%	5%	6%	3%	5%	6%	4%	6%	3%	12%
hinking about toys you played with as a child How often, ever, did you play with traditional "boy toys" as a child g., action figures, Lego, etc.)? Unweighted base	2070	915	1155	442	748	880	441	495	744	390	1641	138	105	186
Base: All US adults	2070	1007	1063	633	709	729	373	439	774	484	1353	242	297	178
Always	26%	41%	11%	29%	27%	22%	24%	25%	24%	30%	25%	25%	29%	23%
Often	33%	38%	29%	32%	35%	34%	34%	35%	35%	29%	37%	26%	25%	33%
Sometimes	24%	11%	37%	23%	24%	25%	25%	25%	23%	24%	24%	26%	25%	23%
Rarely	8%	4%	12%	7%	8%	9%	8%	8%	8%	8%	7%	12%	9%	11%
Never	4%	1%	6%	5%	3%	4%	6%	3%	4%	3%	3%	6%	9%	1%
Don't know / can't recall	5%	5%	4%	4%	4%	6%	4%	3%	4%	6%	5%	3%	2%	9%
To what extent do you believe that traditional gender roles e.g., men as the bread winner, women doing the cooking, etc. ) are inherent (i.e., born with) or learned (i.e., developed hrough environment)?														
Unweighted base	2070	915	1155	442	748	880	441	495	744	390	1641	138	105	186
Base: All US adults	2070	1007	1063	633	709	729	373	439	774	484	1353	242	297	178
Fully learned	25%	26%	25%	31%	27%	19%	20%	24%	24%	33%	24%	23%	34%	24%
Mostly learned but somewhat inherent	30%	31%	28%	29%	29%	32%	31%	30%	31%	28%	32%	34%	19%	25%
Equally learned and inherent	25%	21%	28%	20%	24%	30%	28%	27%	26%	18%	25%	23%	26%	24%
Mostly inherent but somewhat learned	11%	11%	10%	8%	10%	13%	10%	9%	10%	12%	11%	12%	7%	9%
Fully inherent	2%	3%	1%	3%	2%	2%	3%	2%	2%	3%	2%	2%	6%	3%
Don't know	7%	7%	7%	9%	8%	5%	8%	8%	6%	7%	6%	6%	8%	15%
Net: Learned	55%	57%	54%	60%	56%	51%	51%	54%	55%	60%	56%	57%	53%	48%
Net: Inherent	13%	15%	12%	12%	12%	15%	14%	11%	13%	15%	13%	14%	13%	13%

### Gendered Toys

YOUGOV What the world thinks			Educa	tion				Marital	Status		
	Total	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Single	Domestic partnership
How likely or unlikely would you be to let a girl child play with each of the following toys? Please select one option on tach row.											
Water guns											
Unweighted base	2070	611	799	428	232	1130	46	277	130	411	76
Base: All US adults	2070	897	641	342	189	1022	53	257	109	550	79
Very likely	58%	55%	64%	56%	61%	60%	42%	60%	56%	54%	69%
Somewhat likely	17%	16%	14%	20%	21%	18%	28%	15%	18%	15%	10%
Neither likely nor unlikely	12%	13%	10%	15%	5%	11%	17%	7%	13%	16%	5%
Somewhat unlikely	4%	4%	4%	4%	4%	4%	4%	5%	2%	4%	2%
Very unlikely	7%	9%	5%	4%	6%	5%	5%	7%	8%	8%	11%
Don't know	3%	3%	3%	1%	3%	2%	4%	6%	3%	3%	4%
Thinking about toys you played with as a child How often, f ever, did you play with traditional "girl toys" as a child e.g., dolls, tea sets, etc.)?											
Unweighted base	2070	611	799	428	232	1130	46	277	130	411	76
Base: All US adults	2070	897	641	342	189	1022	53	257	109	550	79
Always	18%	23%	16%	13%	14%	18%	14%	16%	19%	19%	30%
Often	24%	23%	27%	25%	24%	26%	33%	24%	35%	18%	27%
Sometimes	20%	19%	22%	21%	21%	19%	20%	24%	18%	21%	16%
Rarely	17%	14%	17%	21%	25%	17%	19%	12%	13%	21%	6%
Never	15%	17%	13%	16%	12%	17%	11%	17%	12%	12%	16%
Don't know / can't recall	5%	5%	5%	5%	5%	3%	3%	7%	4%	7%	4%
hinking about toys you played with as a child How often, f ever, did you play with traditional "boy toys" as a child e.g., action figures, Lego, etc.)? Unweighted base	2070	611	799	428	232	1130	46	277	130	411	76
Base: All US adults	2070	897	641	342	189	1022	53	257	109	550	79
Always	26%	29%	23%	24%	24%	26%	20%	25%	12%	30%	20%
Often	33%	26%	37%	42%	42%	35%	25%	32%	31%	35%	19%
Sometimes	24%	25%	26%	19%	25%	25%	35%	25%	28%	20%	30%
Rarely	8%	9%	8%	7%	5%	8%	3%	9%	15%	7%	7%
Never	4%	7%	2%	2%	1%	3%	14%	2%	6%	3%	20%
Don't know / can't recall	5%	4%	5%	5%	3%	4%	2%	7%	8%	5%	4%
To what extent do you believe that traditional gender roles (e.g., men as the bread winner, women doing the cooking, atc. ) are inherent (i.e., born with) or learned (i.e., developed through environment)?											
Unweighted base	2070	611	799	428	232	1130	46	277	130	411	76
Base: All US adults	2070	897	641	342	189	1022	53	257	109	550	79
Fully learned	25%	24%	24%	27%	33%	24%	17%	19%	11%	34%	29%
Mostly learned but somewhat inherent	30%	26%	30%	37%	37%	32%	33%	27%	34%	26%	34%
Equally learned and inherent	25%	27%	26%	22%	15%	25%	32%	31%	32%	19%	24%
Mostly inherent but somewhat learned	11%	9%	13%	10%	9%	12%	10%	13%	15%	7%	7%
Fully inherent	2%	3%	3%	2%	2%	2%	4%	3%	2%	3%	-
Don't know	7%	12%	4%	3%	5%	6%	4%	6%	6%	11%	6%
Net: Learned	55%	50%	54%	63%	70%	56%	50%	46%	45%	60%	63%
Net: Inherent	13%	12%	16%	12%	11%	14%	14%	16%	17%	10%	7%

### Gendered Toys

US\_nat\_2000 Sample: 30th November - 1st December 2016

YouGov What the world thinks		Children unde	r the age of 18	Income				
	Total	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	

How likely or unlikely would you be to let a girl child play with each of the following toys? Please select one option on

each row.

- Water guns

Unweighted base	2070	551	1456	668	626	460	316
Base: All US adults	2070	584	1406	747	595	400	328
Very likely	58%	58%	58%	54%	61%	63%	59%
Somewhat likely	17%	19%	16%	16%	18%	18%	15%
Neither likely nor unlikely	12%	12%	13%	12%	11%	10%	15%
Somewhat unlikely	4%	2%	4%	4%	4%	3%	3%
Very unlikely	7%	7%	7%	10%	5%	5%	5%
Don't know	3%	2%	2%	4%	2%	1%	3%

Thinking about toys you played with as a child... How often, if ever, did you play with traditional "girl toys" as a child

(e.g., dolls, tea sets, etc	.)?
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Unweighted base	2070	551	1456	668	626	460	316
Base: All US adults	2070	584	1406	747	595	400	328
Always	18%	23%	16%	21%	15%	13%	23%
Often	24%	26%	24%	24%	25%	22%	27%
Sometimes	20%	22%	19%	22%	21%	21%	15%
Rarely	17%	15%	18%	14%	20%	21%	13%
Never	15%	11%	17%	13%	16%	20%	13%
Don't know / can't recall	5%	3%	5%	5%	3%	3%	10%

# Thinking about toys you played with as a child... How often, if ever, did you play with traditional "boy toys" as a child (e.g., action figures, Lego, etc.)?

Unweighted base	2070	551	1456	668	626	460	316
Base: All US adults	2070	584	1406	747	595	400	328
Always	26%	28%	24%	27%	24%	31%	21%
Often	33%	33%	34%	28%	37%	38%	32%
Sometimes	24%	26%	23%	26%	26%	19%	24%
Rarely	8%	7%	9%	9%	7%	6%	11%
Never	4%	4%	4%	5%	3%	3%	3%
Don't know / can't recall	5%	3%	6%	5%	3%	2%	8%

To what extent do you believe that traditional gender roles

(e.g., men as the bread winner, women doing the cooking, etc. ) are inherent (i.e., born with) or learned (i.e., developed

through environment)?

Unweighted base	2070	551	1456	668	626	460	316
Base: All US adults	2070	584	1406	747	595	400	328
Fully learned	25%	25%	25%	25%	25%	30%	23%
Mostly learned but somewhat inherent	30%	29%	31%	27%	34%	32%	26%
Equally learned and inherent	25%	26%	24%	28%	23%	21%	25%
Mostly inherent but somewhat learned	11%	11%	11%	9%	11%	14%	10%
Fully inherent	2%	3%	2%	3%	3%	2%	1%
Don't know	7%	6%	8%	8%	5%	2%	15%
Net: Learned	55%	54%	56%	52%	59%	61%	49%
Net: Inherent	13%	14%	13%	12%	14%	16%	11%

Gendered Toys

You Gov What the world thinks	Total	Social networks membership													
		Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumbir	Instagram	Vine	Snapchat	Periscope	Other	Don't know	None
ow likely or unlikely would you be to let a girl child play ith each of the following toys? Please select one option on ach row.															
Water guns															
Unweighted base	2070	1683	760	587	745	128	540	140	546	50	296	34	103	33	293
Base: All US adults	2070	1698	814	513	825	137	496	151	628	64	362	32	103	42	289
Very likely	58%	59%	60%	65%	57%	66%	70%	68%	58%	72%	61%	57%	55%	30%	50%
Somewhat likely	17%	17%	16%	15%	15%	11%	14%	12%	14%	8%	14%	9%	22%	12%	19%
Neither likely nor unlikely	12%	11%	10%	10%	9%	9%	7%	11%	10%	10%	8%	19%	12%	44%	19%
Somewhat unlikely	4%	4%	3%	3%	5%	3%	2%	3%	4%	-	4%	9%	3%	1%	3%
Very unlikely	7%	7%	9%	5%	10%	9%	5%	5%	10%	9%	9%	5%	7%	-	7%
Don't know	3%	2%	3%	1%	4%	2%	1%	1%	4%	1%	3%	2%	2%	12%	2%
hinking about toys you played with as a child How often, ever, did you play with traditional "girl toys" as a child g., dolls, tea sets, etc.)?															
Unweighted base	2070	1683	760	587	745	128	540	140	546	50	296	34	103	33	293
Base: All US adults	2070	1698	814	513	825	137	496	151	628	64	362	32	103	42	289
Always	18%	19%	19%	12%	21%	29%	25%	14%	22%	31%	26%	24%	18%	15%	149
Often	24%	26%	24%	25%	26%	20%	37%	30%	27%	28%	24%	24%	27%	38%	139
Sometimes	20%	20%	20%	23%	21%	26%	19%	27%	21%	23%	24%	22%	19%	14%	20%
Rarely	17%	16%	20%	21%	16%	17%	10%	18%	16%	14%	15%	18%	20%	11%	16%
Never	15%	14%	12%	14%	12%	7%	6%	10%	9%	3%	7%	7%	14%	7%	28%
Don't know / can't recall	5%	4%	4%	4%	5%	1%	3%	1%	4%	2%	4%	4%	2%	16%	9%
inking about toys you played with as a child How often, ever, did you play with traditional "boy toys" as a child g, action figures, Lego, etc.)? Unweighted base	2070	1683	760	587	745	128	540	140	546	50	296	34	103	33	293
Base: All US adults	2070	1698	814	513	825	137	496	151	628	64	362	32	103	42	289
Always	26%	25%	29%	24%	28%	30%	20%	26%	28%	39%	34%	43%	28%	11%	29%
Often	33%	34%	37%	43%	34%	33%	34%	43%	32%	37%	29%	35%	35%	28%	30%
Sometimes	24%	25%	21%	21%	22%	24%	30%	21%	24%	19%	23%	14%	20%	31%	15%
Rarely	8%	9%	7%	8%	8%	9%	9%	7%	9%	5%	8%	4%	8%	20%	11%
Never	4%	4%	4%	1%	5%	1%	5%	1%	3%	-	3%	-	5%	-	6%
Don't know / can't recall	5%	4%	3%	4%	4%	3%	3%	1%	3%	1%	3%	4%	5%	10%	9%
o what extent do you believe that traditional gender roles .g., men as the bread winner, women doing the cooking, c. ) are inherent (i.e., born with) or learned (i.e., developed rough environment)?															
Unweighted base	2070	1683	760	587	745	128	540	140	546	50	296	34	103	33	293
Base: All US adults	2070	1698	814	513	825	137	496	151	628	64	362	32	103	42	289
Fully learned	25%	26%	29%	26%	27%	25%	27%	40%	29%	36%	31%	33%	31%	7%	18%
Mostly learned but somewhat inherent	30%	30%	30%	33%	31%	33%	33%	31%	31%	31%	31%	25%	31%	21%	26%
Equally learned and inherent	25%	24%	20%	21%	21%	27%	21%	15%	22%	17%	19%	31%	20%	34%	29%
Mostly inherent but somewhat learned	11%	10%	11%	13%	10%	9%	13%	11%	10%	10%	9%	9%	14%	4%	15%
Fully inherent	2%	2%	3%	3%	4%	2%	1%	-	3%	3%	3%	2%	2%	-	4%
Don't know	7%	7%	7%	3%	8%	4%	4%	3%	6%	2%	7%	-	3%	33%	8%
Net: Learned	55% 13%	56% 13%	59% 14%	59%	58% 14%	58% 11%	61%	71%	59%	67%	62%	59%	62%	28%	45%
Net: Inherent				16%			15%	11%	13%	13%	12%	11%	16%	4%	19%