

YouGov NY
Gendered Toys

US_nat_2000 Sample: 30th November - 1st December 2016



Total	Gender		Age			Region				Race			
	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.

- 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%

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	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	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%

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	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%
Don't know	4%	6%	3%	7%	3%	5%	4%	3%	3%	8%	4%	4%	3%	11%
Net: Agree	38%	34%	41%	49%	35%	29%	38%	33%	36%	44%	36%	36%	49%	35%
Net: Disagree	27%	29%	25%	20%	29%	31%	29%	32%	27%	21%	28%	24%	25%	26%

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Total	Education				Marital Status					
	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.

- 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	12%	14%	12%	10%	12%	11%	11%	14%	11%	13%	15%
Net: Disagree	64%	59%	68%	69%	67%	65%	66%	58%	65%	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	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	10%	13%	9%	4%	5%	9%	7%	8%	9%	10%	25%
Somewhat agree	18%	16%	19%	20%	20%	20%	8%	17%	23%	16%	14%
Neither agree nor disagree	21%	25%	19%	19%	20%	20%	37%	29%	22%	18%	23%
Somewhat disagree	19%	19%	18%	22%	17%	20%	24%	18%	22%	17%	11%
Strongly disagree	29%	23%	33%	34%	36%	29%	23%	23%	22%	36%	26%
Don't know	2%	4%	1%	1%	3%	2%	-	5%	2%	3%	-
Net: Agree	28%	30%	29%	24%	25%	29%	15%	25%	32%	26%	40%
Net: Disagree	48%	42%	52%	56%	53%	49%	47%	41%	44%	53%	37%

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	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	12%	11%	13%	11%	15%	11%	12%	13%	4%	16%	16%
Somewhat agree	25%	23%	24%	28%	34%	24%	32%	21%	21%	30%	22%
Neither agree nor disagree	31%	35%	29%	27%	24%	32%	36%	34%	38%	26%	29%
Somewhat disagree	13%	11%	14%	16%	13%	15%	5%	13%	14%	10%	17%
Strongly disagree	14%	12%	17%	16%	12%	15%	14%	13%	19%	13%	6%
Don't know	4%	7%	3%	2%	3%	4%	-	6%	3%	5%	11%
Net: Agree	38%	35%	38%	39%	49%	35%	45%	34%	25%	46%	38%
Net: Disagree	27%	23%	31%	32%	25%	30%	20%	26%	33%	23%	23%

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Total	Children under the age of 18		Income			
	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%

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Total	Social networks membership													
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	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.

- Blue is only 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	5%	5%	5%	3%	7%	8%	4%	2%	7%	12%	3%	4%	0%	8%	3%
Somewhat agree	8%	7%	7%	6%	9%	5%	5%	6%	7%	1%	5%	11%	12%	9%	9%
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%	62%

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	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	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%

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	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	12%	12%	16%	13%	15%	14%	14%	31%	16%	34%	17%	10%	15%	11%	7%
Somewhat agree	25%	26%	27%	25%	28%	33%	28%	26%	29%	30%	29%	24%	23%	24%	20%
Neither agree nor disagree	31%	31%	27%	27%	28%	28%	30%	18%	27%	13%	28%	28%	26%	54%	36%
Somewhat disagree	13%	13%	13%	17%	13%	11%	12%	13%	11%	14%	14%	17%	20%	1%	16%
Strongly disagree	14%	14%	14%	16%	12%	12%	14%	8%	13%	7%	9%	18%	13%	8%	13%
Don't know	4%	4%	4%	2%	5%	2%	2%	4%	3%	1%	4%	4%	4%	2%	8%
Net: Agree	38%	38%	43%	38%	43%	47%	42%	57%	46%	64%	45%	33%	38%	35%	28%
Net: Disagree	27%	27%	26%	33%	25%	23%	27%	21%	24%	21%	23%	35%	33%	9%	28%

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	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.

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

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
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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%

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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.

- Toys for boys seem more fun than toys for girls

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Somewhat agree	19%	25%	13%	19%	21%	17%	20%	19%	18%	19%	20%	16%	15%	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%

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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

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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.

- Toys for boys seem more fun than toys for 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	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%

YouGov NY
Gendered Toys

US_nat_2000 Sample: 30th November - 1st December 2016



Total	Children under the age of 18		Income			
	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.

- Toys for boys seem more fun than toys for girls

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%

YouGov NY
Gendered Toys

US_nat_2000 Sample: 30th November - 1st December 2016



Total	Social networks membership													
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	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.

- Toys for boys seem more fun than toys for 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	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%	17%	17%	22%	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%

YouGov NY
Gendered Toys

US_nat_2000 Sample: 30th November - 1st December 2016



Total	Gender		Age			Region				Race			
	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 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	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%

Which, if any, of the following toys do you believe are suitable for "boys" 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	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%

YouGov NY
Gendered Toys

US_nat_2000 Sample: 30th November - 1st December 2016



Total	Education				Marital Status					
	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 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	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%

Which, if any, of the following toys do you believe are suitable for "boys" 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	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%

YouGov NY
Gendered Toys

US_nat_2000 Sample: 30th November - 1st December 2016



Total	Children under the age of 18		Income			
	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 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	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%

Which, if any, of the following toys do you believe are suitable for "boys" 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	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%

YouGov NY
Gendered Toys

US_nat_2000 Sample: 30th November - 1st December 2016



Total	Social networks membership													
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	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

	2070	1683	760	587	745	128	540	140	546	50	296	34	103	33	293
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

	2070	1683	760	587	745	128	540	140	546	50	296	34	103	33	293
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%

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

	2070	1683	760	587	745	128	540	140	546	50	296	34	103	33	293
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%

YouGov NY
Gendered Toys

US_nat_2000 Sample: 30th November - 1st December 2016



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other

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	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%

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	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	79%	74%	84%	70%	83%	82%	78%	79%	79%	81%	68%	85%	64%	
Somewhat likely	10%	13%	7%	11%	7%	11%	11%	11%	9%	8%	9%	14%	7%	15%
Neither likely nor unlikely	8%	8%	7%	11%	7%	5%	8%	7%	8%	7%	10%	7%	11%	
Somewhat unlikely	1%	1%	1%	2%	0%	0%	2%	0%	1%	1%	1%	1%	-	2%
Very unlikely	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	3%	1%	2%
Don't know	2%	3%	1%	4%	2%	1%	1%	2%	1%	4%	1%	4%	-	7%

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	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%	67%	82%	67%	78%	79%	73%	75%	76%	74%	76%	69%	81%	60%
Somewhat likely	11%	15%	8%	12%	9%	12%	11%	13%	11%	11%	12%	8%	10%	12%
Neither likely nor unlikely	9%	12%	7%	13%	9%	7%	12%	8%	9%	9%	9%	14%	8%	10%
Somewhat unlikely	2%	3%	1%	5%	1%	1%	3%	2%	2%	1%	1%	6%	1%	6%
Very unlikely	1%	1%	0%	1%	0%	0%	0%	1%	0%	2%	0%	1%	-	4%
Don't know	2%	2%	1%	2%	2%	1%	1%	2%	1%	4%	1%	3%	1%	8%

YouGov NY
Gendered Toys

US_nat_2000 Sample: 30th November - 1st December 2016



Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Single	Domestic partnership

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

	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
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%

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

	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	79%	75%	83%	80%	83%	81%	62%	84%	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%	5%	5%	10%	4%
Somewhat unlikely	1%	2%	0%	0%	0%	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%	-	5%	2%	2%	1%

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

	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	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%

YouGov NY
Gendered Toys

US_nat_2000 Sample: 30th November - 1st December 2016



Total	Children under the age of 18		Income			
	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%

YouGov NY
Gendered Toys

US_nat_2000 Sample: 30th November - 1st December 2016



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

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	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%

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	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	79%	79%	79%	87%	79%	80%	89%	83%	80%	88%	76%	76%	78%	55%	76%
Somewhat likely	10%	10%	9%	7%	9%	8%	5%	6%	9%	6%	9%	16%	12%	7%	10%
Neither likely nor unlikely	8%	8%	8%	5%	7%	8%	4%	5%	6%	1%	7%	8%	8%	21%	10%
Somewhat unlikely	1%	1%	1%	0%	1%	2%	1%	1%	1%	-	2%	-	-	12%	0%
Very unlikely	1%	1%	2%	0%	2%	2%	1%	3%	1%	1%	3%	-	-	2%	1%
Don't know	2%	2%	2%	1%	2%	-	-	2%	3%	4%	3%	-	2%	4%	4%

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	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	75%	75%	75%	79%	76%	80%	85%	80%	76%	77%	74%	67%	71%	40%	70%
Somewhat likely	11%	11%	11%	11%	9%	7%	7%	12%	9%	15%	8%	16%	13%	26%	13%
Neither likely nor unlikely	9%	9%	10%	8%	9%	8%	7%	5%	10%	1%	11%	6%	7%	18%	12%
Somewhat unlikely	2%	2%	2%	2%	4%	4%	1%	2%	3%	6%	4%	7%	5%	9%	2%
Very unlikely	1%	1%	0%	0%	1%	-	1%	0%	0%	0%	0%	-	1%	4%	0%
Don't know	2%	2%	2%	1%	1%	1%	0%	-	2%	-	2%	4%	3%	4%	2%

YouGov NY
Gendered Toys

US_nat_2000 Sample: 30th November - 1st December 2016



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other

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	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%

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	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%

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	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	78%	72%	85%	68%	81%	85%	79%	81%	78%	76%	80%	75%	82%	64%
Somewhat likely	10%	14%	6%	13%	9%	9%	10%	10%	10%	10%	10%	10%	8%	15%
Neither likely nor unlikely	8%	9%	7%	13%	7%	5%	9%	7%	7%	9%	8%	8%	8%	10%
Somewhat unlikely	1%	1%	0%	1%	1%	-	-	0%	1%	1%	1%	2%	-	2%
Very unlikely	1%	1%	1%	2%	0%	0%	2%	1%	1%	1%	1%	2%	1%	0%
Don't know	2%	3%	1%	3%	2%	1%	1%	1%	2%	3%	1%	3%	1%	10%

YouGov NY
Gendered Toys

US_nat_2000 Sample: 30th November - 1st December 2016



Total	Education				Marital Status					
	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.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	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%

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%

YouGov NY
Gendered Toys

US_nat_2000 Sample: 30th November - 1st December 2016



Total	Children under the age of 18		Income			
	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%

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Total	Social networks membership													
	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.

- 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%

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	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%

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	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	78%	79%	79%	84%	79%	79%	87%	84%	78%	80%	78%	74%	77%	42%	79%
Somewhat likely	10%	10%	10%	8%	10%	10%	6%	7%	9%	12%	7%	16%	9%	21%	9%
Neither likely nor unlikely	8%	8%	7%	5%	6%	6%	5%	6%	9%	8%	9%	4%	8%	18%	10%
Somewhat unlikely	1%	0%	2%	0%	1%	3%	2%	1%	1%	-	2%	-	-	6%	-
Very unlikely	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	6%	-	6%	0%
Don't know	2%	2%	2%	1%	2%	-	-	-	2%	-	2%	-	6%	7%	2%

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Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other

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	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%	12%
Neither likely nor unlikely	17%	17%	17%	17%	14%	19%	17%	15%	18%	16%	17%	16%	14%	22%
Somewhat unlikely	12%	14%	10%	11%	10%	14%	14%	11%	14%	8%	12%	13%	6%	17%
Very unlikely	23%	26%	21%	18%	27%	25%	24%	20%	26%	21%	19%	38%	37%	14%
Don't know	4%	5%	2%	6%	4%	1%	4%	4%	2%	5%	2%	3%	6%	11%

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	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	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%	12%
Neither likely nor unlikely	17%	18%	17%	16%	16%	19%	18%	18%	19%	14%	17%	23%	13%	20%
Somewhat unlikely	12%	13%	10%	10%	11%	14%	14%	10%	13%	8%	12%	11%	10%	13%
Very unlikely	19%	21%	17%	17%	20%	18%	21%	15%	20%	17%	15%	28%	31%	16%
Don't know	3%	4%	2%	6%	3%	1%	3%	3%	2%	6%	2%	6%	2%	9%

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	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%	12%
Don't know	3%	4%	2%	4%	3%	2%	2%	2%	2%	5%	2%	3%	4%	8%

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Total	Education				Marital Status					
	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.

- 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%	10%
Somewhat unlikely	12%	11%	11%	15%	11%	13%	8%	13%	18%	9%	13%
Very unlikely	23%	28%	20%	20%	18%	24%	21%	23%	21%	22%	33%
Don't know	4%	5%	3%	2%	2%	3%	8%	6%	2%	3%	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.

- 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	36%	30%	39%	43%	45%	37%	25%	37%	28%	38%	35%
Somewhat likely	13%	12%	13%	12%	17%	14%	16%	11%	12%	11%	14%
Neither likely nor unlikely	17%	19%	17%	15%	17%	17%	28%	17%	21%	17%	12%
Somewhat unlikely	12%	12%	10%	16%	7%	12%	10%	13%	15%	10%	3%
Very unlikely	19%	23%	17%	13%	14%	18%	14%	15%	22%	19%	34%
Don't know	3%	4%	3%	2%	0%	2%	7%	7%	2%	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.

- 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%

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Total	Children under the age of 18		Income			
	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

Unweighted base	2070	551	1456	668	626	460	316
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%
Neither 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%

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Total	Social networks membership													
	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%

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	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	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%

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Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other

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	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%	17%
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%	-	10%

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	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	69%	62%	75%	60%	72%	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%	12%
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%	-	10%

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	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	6%	6%	6%	7%	7%	3%	6%	4%	7%	6%	3%	19%	8%	4%
Don't know	3%	4%	2%	5%	2%	1%	1%	2%	2%	6%	2%	3%	1%	8%

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Total	Education				Marital Status					
	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.

- 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%

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	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	69%	62%	75%	71%	77%	71%	44%	74%	63%	65%	73%
Somewhat likely	15%	18%	13%	14%	13%	17%	26%	10%	21%	13%	17%
Neither likely nor unlikely	9%	11%	8%	11%	6%	7%	9%	8%	10%	14%	5%
Somewhat unlikely	2%	2%	1%	1%	2%	1%	10%	1%	2%	1%	4%
Very unlikely	2%	4%	2%	1%	1%	2%	-	2%	2%	3%	-
Don't know	2%	3%	2%	2%	1%	1%	10%	5%	2%	3%	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.

- 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%

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Total	Children under the age of 18		Income			
	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%

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Total	Social networks membership													
	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.

- 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%

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	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%

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Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other

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	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%

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	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%

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	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	56%	50%	63%	52%	59%	58%	53%	63%	54%	58%	63%	37%	46%	53%
Somewhat likely	18%	21%	15%	16%	18%	20%	21%	18%	19%	15%	17%	21%	23%	17%
Neither likely nor unlikely	15%	16%	14%	18%	12%	14%	16%	12%	16%	13%	14%	20%	14%	15%
Somewhat unlikely	3%	4%	2%	4%	3%	3%	4%	2%	3%	4%	3%	4%	1%	4%
Very unlikely	5%	6%	5%	7%	5%	4%	7%	3%	6%	5%	2%	15%	12%	4%
Don't know	3%	4%	2%	4%	3%	1%	1%	2%	2%	5%	2%	3%	4%	8%

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Total	Education				Marital Status					
	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
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 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%

YouGov NY
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US_nat_2000 Sample: 30th November - 1st December 2016



Total	Children under the age of 18		Income			
	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%

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Total	Social networks membership													
	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 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%

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	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%

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	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	56%	57%	58%	65%	54%	52%	68%	67%	56%	65%	58%	52%	50%	38%	49%
Somewhat likely	18%	18%	19%	18%	20%	20%	17%	14%	17%	17%	16%	24%	24%	23%	21%
Neither likely nor unlikely	15%	14%	14%	12%	12%	17%	11%	14%	14%	11%	15%	15%	16%	27%	18%
Somewhat unlikely	3%	3%	3%	1%	3%	6%	2%	3%	3%	4%	2%	9%	3%	3%	3%
Very unlikely	5%	5%	5%	3%	8%	4%	2%	2%	6%	3%	6%	-	5%	6%	6%
Don't know	3%	2%	2%	1%	4%	-	0%	0%	4%	-	2%	-	2%	4%	2%

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Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other

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	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%

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	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%	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%

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	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%

YouGov NY
Gendered Toys

US_nat_2000 Sample: 30th November - 1st December 2016



Total	Education				Marital Status					
	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.

- 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%
Somewhat likely	11%	11%	9%	14%	15%	11%	16%	9%	18%	10%	10%
Neither likely nor unlikely	7%	9%	6%	8%	6%	7%	10%	5%	6%	10%	2%
Somewhat unlikely	1%	2%	1%	1%	1%	1%	5%	1%	-	3%	1%
Very unlikely	2%	3%	1%	1%	-	2%	8%	1%	-	2%	3%
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.

- 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%

YouGov NY
Gendered Toys

US_nat_2000 Sample: 30th November - 1st December 2016



Total	Children under the age of 18		Income			
	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%

YouGov NY
Gendered Toys

US_nat_2000 Sample: 30th November - 1st December 2016



Total	Social networks membership													
	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 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%

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	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

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	75%	75%	73%	79%	73%	77%	84%	77%	75%	81%	73%	65%	74%	53%	72%
Somewhat likely	12%	12%	13%	12%	13%	11%	8%	10%	11%	9%	12%	26%	8%	14%	13%
Neither likely nor unlikely	8%	8%	8%	7%	8%	6%	6%	9%	8%	9%	9%	9%	15%	24%	10%
Somewhat unlikely	1%	1%	2%	0%	2%	3%	1%	2%	3%	-	1%	-	1%	-	0%
Very unlikely	1%	1%	2%	2%	2%	3%	1%	1%	2%	1%	1%	-	-	3%	1%
Don't know	2%	2%	2%	1%	2%	-	0%	0%	2%	-	3%	-	2%	6%	4%

YouGov NY
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US_nat_2000 Sample: 30th November - 1st December 2016



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other

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	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	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%	16%
Neither likely nor unlikely	12%	14%	10%	14%	10%	11%	15%	9%	13%	10%	10%	14%	13%	18%
Somewhat unlikely	4%	5%	3%	4%	3%	4%	5%	4%	3%	4%	4%	6%	1%	4%
Very unlikely	7%	7%	7%	7%	8%	5%	6%	6%	8%	6%	4%	17%	11%	5%
Don't know	3%	4%	1%	5%	2%	1%	2%	2%	2%	5%	2%	3%	1%	9%

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.)?

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%

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	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 through 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%

YouGov NY
Gendered Toys

US_nat_2000 Sample: 30th November - 1st December 2016



Total	Education				Marital Status					
	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.

- 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, if 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%

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	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, etc.) 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%

YouGov NY

Gendered Toys

US_nat_2000 Sample: 30th November - 1st December 2016



Total	Children under the age of 18		Income			
	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

	2070	551	1456	668	626	460	316
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.)?

	2070	551	1456	668	626	460	316
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.)?

	2070	551	1456	668	626	460	316
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)?

	2070	551	1456	668	626	460	316
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%

YouGov NY
Gendered Toys

US_nat_2000 Sample: 30th November - 1st December 2016



Total	Social networks membership													
	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 girl 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	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%

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.)?

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%	14%
Often	24%	26%	24%	25%	26%	20%	37%	30%	27%	28%	24%	24%	27%	38%	13%
Sometimes	20%	20%	20%	23%	21%	26%	19%	27%	21%	23%	24%	22%	19%	24%	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%

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	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%

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	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%	56%	59%	59%	58%	58%	61%	71%	59%	67%	62%	59%	62%	28%	45%
Net: Inherent	13%	13%	14%	16%	14%	11%	15%	11%	13%	13%	12%	11%	16%	4%	19%