

1. Sexism today

How much of a problem do you think sexism is in our society today?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
A big problem	29%	22%	35%	26%	30%	28%	33%	42%	25%	20%
A moderate problem	35%	31%	39%	38%	34%	32%	39%	36%	36%	32%
A little bit of a problem	24%	28%	20%	20%	22%	29%	21%	16%	26%	29%
Not a problem at all	12%	19%	7%	16%	14%	11%	7%	6%	13%	19%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(992)	(474)	(518)	(184)	(267)	(378)	(163)	(329)	(437)	(226)

	Race				Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
A big problem	29%	25%	38%	42%	28%	30%	20%	30%	23%	34%	28%
A moderate problem	35%	37%	31%	24%	37%	36%	42%	43%	37%	34%	28%
A little bit of a problem	24%	25%	19%	19%	25%	23%	23%	16%	31%	22%	25%
Not a problem at all	12%	12%	11%	15%	10%	12%	15%	12%	9%	11%	19%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(992)	(759)	(115)	(118)	(360)	(274)	(203)	(186)	(237)	(377)	(192)

2. Sexist clothing

While shopping for clothes, how often do you notice articles of clothing that have a message you consider sexist?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Often	13%	8%	18%	14%	13%	14%	11%	13%	13%	14%
Sometimes	35%	28%	41%	35%	37%	33%	36%	37%	32%	38%
Rarely	31%	34%	28%	28%	31%	33%	31%	32%	33%	26%
Never	21%	30%	13%	23%	20%	20%	23%	18%	23%	22%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(993)	(474)	(519)	(182)	(268)	(379)	(164)	(330)	(436)	(227)

	Race			Family Income			Region				
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Often	13%	14%	9%	10%	12%	13%	14%	15%	11%	16%	10%
Sometimes	35%	35%	35%	36%	38%	38%	27%	27%	37%	36%	37%
Rarely	31%	31%	30%	34%	29%	31%	39%	35%	37%	26%	30%
Never	21%	20%	26%	20%	21%	18%	21%	23%	15%	22%	23%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(993)	(759)	(115)	(119)	(362)	(274)	(204)	(183)	(237)	(380)	(193)

3. Batman's wife t-shirt

Regardless of whether you have children or not, if you saw a t-shirt designed for teenage girls that reads "training to be Batman's wife," which would come closest to your view?

	Total	Gender		Age				Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
It's sexist and should not be sold in stores	12%	9%	15%	16%	10%	10%	13%	13%	12%	11%
It's sexist, but if people want to buy it that's their business	48%	43%	52%	50%	45%	47%	49%	53%	47%	42%
There's no problem with it	40%	48%	34%	34%	45%	42%	37%	34%	41%	47%
Totals (Unweighted N)	100% (989)	100% (473)	100% (516)	100% (182)	100% (266)	100% (376)	100% (165)	100% (329)	100% (433)	100% (227)

	Total	Race			Family Income			Region			
		White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
It's sexist and should not be sold in stores	12%	10%	14%	19%	13%	8%	10%	13%	11%	12%	13%
It's sexist, but if people want to buy it that's their business	48%	48%	52%	43%	47%	51%	48%	44%	52%	50%	42%
There's no problem with it	40%	42%	34%	38%	40%	41%	42%	43%	37%	39%	45%
Totals (Unweighted N)	100% (989)	100% (756)	100% (114)	100% (119)	100% (361)	100% (273)	100% (201)	100% (182)	100% (237)	100% (377)	100% (193)

4. Noticed sexist clothing

While shopping for your children, how often do you notice articles of clothing that have a message you considered sexist?

Asked of those who are the parent or guardian of a child under age 18

	Total	Gender		Age				Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Not a parent or guardian of a child under age 18	74%	77%	71%	78%	46%	79%	99%	72%	77%	70%
Often	4%	3%	4%	4%	7%	3%	0%	2%	4%	6%
Sometimes	8%	7%	10%	5%	19%	6%	0%	9%	8%	9%
Rarely	10%	8%	11%	9%	19%	8%	0%	12%	7%	11%
Never	5%	6%	4%	4%	9%	4%	—	5%	5%	4%
Totals (Unweighted N)	100% (995)	100% (478)	100% (517)	100% (183)	100% (268)	100% (379)	100% (165)	100% (330)	100% (438)	100% (227)

	Total	Race			Family Income			Region			
		White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Not a parent or guardian of a child under age 18	74%	77%	68%	61%	75%	71%	64%	74%	78%	73%	69%
Often	4%	3%	2%	8%	3%	5%	4%	1%	2%	5%	5%
Sometimes	8%	7%	12%	12%	10%	8%	11%	5%	7%	9%	10%
Rarely	10%	9%	11%	11%	8%	11%	15%	13%	7%	9%	10%
Never	5%	4%	7%	8%	5%	6%	5%	6%	6%	3%	6%
Totals (Unweighted N)	100% (995)	100% (762)	100% (115)	100% (118)	100% (362)	100% (273)	100% (203)	100% (185)	100% (238)	100% (380)	100% (192)