

# 1. Owned a Barbie

Have you ever owned a Barbie doll?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	39%	7%	70%	48%	44%	41%	18%	44%	38%	36%
No	59%	93%	27%	51%	54%	58%	81%	54%	61%	64%
Don't know	1%	0%	2%	1%	3%	1%	1%	1%	2%	—
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(477)	(523)	(145)	(261)	(399)	(182)	(366)	(416)	(218)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Yes	39%	39%	38%	46%	36%	42%	47%	39%	38%	40%	39%	41%
No	59%	60%	60%	54%	62%	58%	53%	59%	61%	58%	60%	58%
Don't know	1%	1%	2%	0%	2%	0%	1%	3%	1%	2%	1%	1%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(796)	(112)	(92)	(368)	(265)	(73)	(136)	(179)	(214)	(342)	(265)

## 2. Societal impact of Barbie

Overall, do you think Barbie has had a positive or a negative impact on society?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very positive	7%	5%	9%	5%	8%	10%	6%	10%	4%	10%
Fairly positive	20%	20%	20%	16%	20%	22%	24%	19%	20%	23%
No impact	34%	36%	33%	30%	33%	35%	40%	29%	35%	39%
Fairly negative impact	18%	14%	22%	31%	15%	16%	12%	24%	17%	12%
Very negative impact	4%	3%	5%	5%	5%	2%	3%	3%	5%	2%
Don't know	16%	22%	11%	14%	19%	15%	16%	15%	18%	13%
Totals (Unweighted N)	100% (999)	100% (477)	100% (522)	100% (145)	100% (260)	100% (399)	100% (182)	100% (365)	100% (416)	100% (218)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Very positive	7%	7%	10%	10%	10%	8%	2%	7%	11%	6%	5%	10%
Fairly positive	20%	20%	21%	19%	18%	25%	22%	20%	20%	17%	23%	20%
No impact	34%	35%	32%	31%	34%	35%	47%	31%	36%	36%	34%	31%
Fairly negative impact	18%	19%	15%	19%	21%	17%	11%	23%	16%	22%	16%	20%
Very negative impact	4%	4%	4%	4%	4%	2%	—	3%	4%	3%	3%	6%
Don't know	16%	15%	18%	18%	14%	13%	18%	14%	12%	15%	21%	13%
Totals (Unweighted N)	100% (999)	100% (796)	100% (112)	100% (91)	100% (367)	100% (265)	100% (73)	100% (136)	100% (178)	100% (214)	100% (342)	100% (265)

### 3. Importance of accurately representing girls' bodies

To what extent, if at all, do you think it is important for toys like Barbie to accurately represent girls' bodies?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very important	16%	11%	21%	15%	18%	14%	16%	21%	16%	10%
Fairly important	24%	21%	28%	32%	26%	23%	19%	27%	24%	20%
Fairly unimportant	24%	24%	25%	17%	21%	29%	29%	18%	22%	39%
Very unimportant	18%	21%	16%	15%	17%	18%	22%	18%	18%	19%
Don't know	17%	24%	10%	20%	19%	16%	14%	16%	20%	12%
Totals (Unweighted N)	100% (996)	100% (475)	100% (521)	100% (145)	100% (259)	100% (398)	100% (181)	100% (365)	100% (414)	100% (217)

  

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Very important	16%	14%	20%	23%	20%	13%	6%	11%	18%	11%	16%	21%
Fairly important	24%	25%	18%	25%	26%	27%	21%	26%	26%	27%	22%	24%
Fairly unimportant	24%	28%	10%	16%	19%	29%	28%	28%	21%	30%	25%	20%
Very unimportant	18%	17%	27%	19%	19%	18%	19%	17%	20%	14%	18%	21%
Don't know	17%	16%	25%	17%	18%	13%	25%	17%	16%	17%	19%	14%
Totals (Unweighted N)	100% (996)	100% (792)	100% (112)	100% (92)	100% (365)	100% (265)	100% (73)	100% (136)	100% (178)	100% (213)	100% (340)	100% (265)