



## PUBLIC POLL FINDINGS AND METHODOLOGY

### Ipsos What the Future: Gender Survey

#### Topline Findings

**New York, May 31, 2023** — *These are the findings of an Ipsos poll conducted between April 13– 14, 2023, for the [What the Future: Gender issue](#). For this survey, a sample of 1,119 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a credibility interval of plus or minus 3.6 percentage points for all respondents.*

**For full results, please refer to the following annotated questionnaire:**

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**GAME CHANGERS**





## PUBLIC POLL FINDINGS AND METHODOLOGY

### Full Annotated Questionnaire

1. Currently, are each of the following a major problem, minor problem, or not a problem at all?

#### Total Major/Minor Problem Summary

	<b>Total (N=1,119)</b>
The conflict about transgender athletes competing in the league of the gender they identify with	86%
Objectification/sexualization of women in media and advertising	81%
Gender stereotypes in media	76%
How <u>female</u> college athletes are compensated for their play beyond scholarships	68%
How <u>male</u> college athletes are compensated for their play beyond scholarships	65%

- a. How male college athletes are compensated for their play beyond scholarships

	<b>Total</b>
Major problem	24%
Minor problem	40%
Not a problem	35%
<i>Major/Minor Problem (Net)</i>	65%

- b. How female college athletes are compensated for their play beyond scholarships

	<b>Total</b>
Major problem	28%
Minor problem	40%
Not a problem	32%
<i>Major/Minor Problem (Net)</i>	68%

- c. The conflict about transgender athletes competing in the league of the gender they identify with

	<b>Total</b>
Major problem	56%
Minor problem	30%
Not a problem	14%
<i>Major/Minor Problem (Net)</i>	86%





## PUBLIC POLL FINDINGS AND METHODOLOGY

1. Currently, are each of the following a major problem, minor problem, or not a problem at all?  
(Continued)

- d. Objectification/sexualization of women in media and advertising

	Total
Major problem	42%
Minor problem	39%
Not a problem	19%
<i>Major/Minor Problem (Net)</i>	<i>81%</i>

- e. Gender stereotypes in media

	Total
Major problem	37%
Minor problem	39%
Not a problem	24%
<i>Major/Minor Problem (Net)</i>	<i>76%</i>

2. Looking into the next few years, based on what you may know or feel, do you think the following will get better or worse?

### Total Will Get Better Summary

	Total
How <u>female</u> college athletes are compensated for their play beyond scholarships	37%
How <u>male</u> college athletes are compensated for their play beyond scholarships	30%
Objectification/sexualization of women in media and advertising	29%
Gender stereotypes in media	27%
The conflict about transgender athletes competing in the league of the gender they identify with	23%



## PUBLIC POLL FINDINGS AND METHODOLOGY

2. Looking into the next few years, based on what you may know or feel, do you think the following will get better or worse? (*Continued*)

a. How male college athletes are compensated for their play beyond scholarships

	<b>Total</b>
Will get much better	7%
Will get somewhat better	23%
Will stay the same	55%
Will get somewhat worse	9%
Will get much worse	6%
<i>Will Get Better (Net)</i>	<i>30%</i>
<i>Will Get Worse (Net)</i>	<i>15%</i>

b. How female college athletes are compensated for their play beyond scholarships

	<b>Total</b>
Will get much better	7%
Will get somewhat better	30%
Will stay the same	50%
Will get somewhat worse	8%
Will get much worse	5%
<i>Will Get Better (Net)</i>	<i>37%</i>
<i>Will Get Worse (Net)</i>	<i>13%</i>

c. The conflict about transgender athletes competing in the league of the gender they identify with

	<b>Total</b>
Will get much better	6%
Will get somewhat better	16%
Will stay the same	28%
Will get somewhat worse	30%
Will get much worse	19%
<i>Will Get Better (Net)</i>	<i>23%</i>
<i>Will Get Worse (Net)</i>	<i>49%</i>

## PUBLIC POLL FINDINGS AND METHODOLOGY

2. Looking into the next few years, based on what you may know or feel, do you think the following will get better or worse? (*Continued*)

d. Objectification/sexualization of women in media and advertising

	Total
Will get much better	5%
Will get somewhat better	25%
Will stay the same	50%
Will get somewhat worse	12%
Will get much worse	9%
<i>Will Get Better (Net)</i>	<i>29%</i>
<i>Will Get Worse (Net)</i>	<i>21%</i>

e. Gender stereotypes in media

	Total
Will get much better	4%
Will get somewhat better	23%
Will stay the same	48%
Will get somewhat worse	15%
Will get much worse	10%
<i>Will Get Better (Net)</i>	<i>27%</i>
<i>Will Get Worse (Net)</i>	<i>25%</i>

3. How much of a positive or negative impact do the following have on how athletes are represented in media and advertising?

### Total Positive Impact Summary

	Total
When advertising emphasizes a female athlete's athletic performance	57%
When advertising emphasizes a male athlete's athletic performance	53%
When advertising emphasizes a female athlete's looks	30%
When advertising emphasizes a male athlete's looks	30%
When female athletes promote their looks or bodies on social media	28%
When male athletes promote their looks or bodies on social media	25%

## PUBLIC POLL FINDINGS AND METHODOLOGY

3. How much of a positive or negative impact do the following have on how athletes are represented in media and advertising? *(Continued)*

a. When advertising emphasizes a female athlete's looks

	<b>Total</b>
A very positive impact	9%
A somewhat positive impact	21%
Neither a positive nor negative impact	34%
A somewhat negative impact	22%
A very negative impact	9%
Don't know	5%
<i>Positive Impact (Net)</i>	<i>30%</i>
<i>Negative Impact (Net)</i>	<i>31%</i>

b. When advertising emphasizes a female athlete's athletic performance

	<b>Total</b>
A very positive impact	22%
A somewhat positive impact	36%
Neither a positive nor negative impact	29%
A somewhat negative impact	7%
A very negative impact	2%
Don't know	5%
<i>Positive Impact (Net)</i>	<i>57%</i>
<i>Negative Impact (Net)</i>	<i>9%</i>

c. When female athletes promote their looks or bodies on social media

	<b>Total</b>
A very positive impact	9%
A somewhat positive impact	18%
Neither a positive nor negative impact	33%
A somewhat negative impact	25%
A very negative impact	10%
Don't know	5%
<i>Positive Impact (Net)</i>	<i>28%</i>
<i>Negative Impact (Net)</i>	<i>35%</i>

## PUBLIC POLL FINDINGS AND METHODOLOGY

3. How much of a positive or negative impact do the following have on how athletes are represented in media and advertising? (*Continued*)

d. When advertising emphasizes a male athlete's looks

	<b>Total</b>
A very positive impact	9%
A somewhat positive impact	21%
Neither a positive nor negative impact	39%
A somewhat negative impact	18%
A very negative impact	8%
Don't know	5%
<i>Positive Impact (Net)</i>	<i>30%</i>
<i>Negative Impact (Net)</i>	<i>26%</i>

e. When advertising emphasizes a male athlete's athletic performance

	<b>Total</b>
A very positive impact	21%
A somewhat positive impact	33%
Neither a positive nor negative impact	32%
A somewhat negative impact	8%
A very negative impact	2%
Don't know	4%
<i>Positive Impact (Net)</i>	<i>53%</i>
<i>Negative Impact (Net)</i>	<i>10%</i>

f. When male athletes promote their looks or bodies on social media

	<b>Total</b>
A very positive impact	8%
A somewhat positive impact	17%
Neither a positive nor negative impact	41%
A somewhat negative impact	21%
A very negative impact	8%
Don't know	6%
<i>Positive Impact (Net)</i>	<i>25%</i>
<i>Negative Impact (Net)</i>	<i>29%</i>

## PUBLIC POLL FINDINGS AND METHODOLOGY

4. Please indicate the extent to which you agree or disagree with the following statements.

### Total Agree Summary

	Total
I see more nonbinary or transgender characters in TV and movies now than in the past	73%
TV and movie plots can change how we perceive traditional gender roles	63%
Advertisements and commercials can change how we perceive traditional gender roles	59%
TV and movie plots often keep men and women in their traditional gender roles	54%
Advertisements and commercials often keep men and women in traditional gender roles	52%

- a. TV and movie plots often keep men and women in their traditional gender roles

	Total
Strongly agree	15%
Somewhat agree	38%
Neither agree nor disagree	23%
Somewhat disagree	15%
Strongly disagree	6%
Don't know	3%
<i>Agree (Net)</i>	<i>54%</i>
<i>Disagree (Net)</i>	<i>21%</i>

- b. TV and movie plots can change how we perceive traditional gender roles

	Total
Strongly agree	22%
Somewhat agree	41%
Neither agree nor disagree	21%
Somewhat disagree	9%
Strongly disagree	4%
Don't know	3%
<i>Agree (Net)</i>	<i>63%</i>
<i>Disagree (Net)</i>	<i>13%</i>



## PUBLIC POLL FINDINGS AND METHODOLOGY

4. Please indicate the extent to which you agree or disagree with the following statements.  
(Continued)

- c. Advertisements and commercials often keep men and women in traditional gender roles

	<b>Total</b>
Strongly agree	18%
Somewhat agree	34%
Neither agree nor disagree	25%
Somewhat disagree	14%
Strongly disagree	6%
Don't know	3%
<i>Agree (Net)</i>	<i>52%</i>
<i>Disagree (Net)</i>	<i>20%</i>

- d. Advertisements and commercials can change how we perceive traditional gender roles

	<b>Total</b>
Strongly agree	20%
Somewhat agree	39%
Neither agree nor disagree	24%
Somewhat disagree	8%
Strongly disagree	6%
Don't know	3%
<i>Agree (Net)</i>	<i>59%</i>
<i>Disagree (Net)</i>	<i>14%</i>

- e. I see more nonbinary or transgender characters in TV and movies now than in the past

	<b>Total</b>
Strongly agree	36%
Somewhat agree	36%
Neither agree nor disagree	15%
Somewhat disagree	5%
Strongly disagree	2%
Don't know	5%
<i>Agree (Net)</i>	<i>73%</i>
<i>Disagree (Net)</i>	<i>7%</i>

## PUBLIC POLL FINDINGS AND METHODOLOGY

### 5. How important, if at all, is your gender identity to each of the following?

#### Total Important Summary

	<b>Total</b>
Your relationship with family and friends	70%
How you identify yourself to the world	70%
The things you purchase	59%
Your work life	55%
Your relationship to institutions (e.g., banks, educational, religious institutions)	55%

#### a. Your work life

	<b>Total</b>
Very important	24%
Somewhat important	31%
Not so important	24%
Not at all important	22%
<i>Important (Net)</i>	<b>55%</b>
<i>Not Important (Net)</i>	<b>45%</b>

#### b. Your relationship to institutions (e.g., banks, educational, religious institutions)

	<b>Total</b>
Very important	23%
Somewhat important	32%
Not so important	26%
Not at all important	19%
<i>Important (Net)</i>	<b>55%</b>
<i>Not Important (Net)</i>	<b>45%</b>

#### c. Your relationship with family and friends

	<b>Total</b>
Very important	41%
Somewhat important	29%
Not so important	16%
Not at all important	14%
<i>Important (Net)</i>	<b>70%</b>
<i>Not Important (Net)</i>	<b>30%</b>



## PUBLIC POLL FINDINGS AND METHODOLOGY

5. How important, if at all, is your gender identity to each of the following? (*Continued*)

d. The things you purchase

	<b>Total</b>
Very important	23%
Somewhat important	36%
Not so important	24%
Not at all important	16%
<i>Important (Net)</i>	<i>59%</i>
<i>Not Important (Net)</i>	<i>41%</i>

e. How you identify yourself to the world

	<b>Total</b>
Very important	36%
Somewhat important	34%
Not so important	18%
Not at all important	12%
<i>Important (Net)</i>	<i>70%</i>
<i>Not Important (Net)</i>	<i>30%</i>



## PUBLIC POLL FINDINGS AND METHODOLOGY

6. For the following product categories, would you prefer to buy products that are gender-specific or gender-neutral?

### Total Gender-specific Summary

	Total
Health and beauty products	47%
Office supplies	12%
Electronics	12%
Household appliances	11%
Household cleaning supplies	10%

### Total Gender-neutral Summary

	Total
Electronics	39%
Office supplies	38%
Household appliances	38%
Household cleaning supplies	37%
Health and beauty products	21%

### Total No preference Summary

	Total
Household cleaning supplies	53%
Office supplies	50%
Household appliances	50%
Electronics	49%
Health and beauty products	32%

- a. Household cleaning supplies

	Total
Gender-specific	10%
Gender-neutral	37%
No preference	53%

- b. Office supplies

	Total
Gender-specific	12%
Gender-neutral	38%
No preference	50%



## PUBLIC POLL FINDINGS AND METHODOLOGY

6. For the following product categories, would you prefer to buy products that are gender-specific or gender-neutral? (*Continued*)

c. Electronics

	Total
Gender-specific	12%
Gender-neutral	39%
No preference	49%

d. Household appliances

	Total
Gender-specific	11%
Gender-neutral	38%
No preference	50%

e. Health and beauty products

	Total
Gender-specific	47%
Gender-neutral	21%
No preference	32%

7. For each of the pairs of statements below, please select the statement that comes closest to your view, even if neither is exactly right.

	Total
People's chances of success depends mostly on their own merit and efforts	69%
People's chances of success depend mostly on factors beyond their control	31%

	Total
I don't identify with people I see in popular culture (movies, tv shows, etc.)	65%
I identify with people I see in popular culture (movies, tv shows, etc.)	35%

	Total
We haven't reached gender equality in the U.S.	68%
We have reached gender equality in the U.S.	32%





## PUBLIC POLL FINDINGS AND METHODOLOGY

7. For each of the pairs of statements below, please select the statement that comes closest to your view, even if neither is exactly right. *(Continued)*

	<b>Total</b>
There are just two genders, male and female	63%
Gender is a spectrum	37%

	<b>Total</b>
There are good reasons to customize products by gender	52%
Products don't need to be customized by gender	48%

	<b>Total</b>
The world would be better off if people followed traditional gender roles	58%
The world would be worse off if people followed traditional gender roles	42%

	<b>Total</b>
People who use their sexuality to promote themselves limit their value in other ways	69%
People who use their sexuality to promote themselves do not affect their value in other ways	31%

	<b>Total</b>
People who are transgender or who identify as something besides male or female have nothing to do with how I live my life	73%
I worry that my values are being threatened by people who are transgender or who identify as something besides male or female	27%

## PUBLIC POLL FINDINGS AND METHODOLOGY

8. For each of the following future scenarios, select the one that SEEMS MOST LIKELY to happen. Please select the one that comes closest to your view, even if neither statement is exactly right.

	Total
A world where people are treated equally regardless of their gender	66%
A world where people are treated unequally because of their gender	34%

	Total
A world where people feel safe regardless of their gender	66%
A world where people feel unsafe because of their gender	34%

	Total
A world where people express a broad range of gender identities	59%
A world where there are only two genders	41%

	Total
A world where people feel well-represented by media based on their gender	60%
A world where people don't feel well-represented by media based on their gender	40%

	Total
A world where products are gender-neutral	58%
A world where products are tailored to one gender or another	42%

	Total
A world where gender expression will not be a point of debate in the future	52%
A world where gender expression will be a point of debate in the future	48%

## PUBLIC POLL FINDINGS AND METHODOLOGY

9. For each of the following future scenarios, select the one that you MOST WANT to happen. Please select the one that comes closest to your view, even if neither statement is exactly right.

	<b>Total</b>
A world where people are treated equally regardless of their gender	85%
A world where people are treated unequally because of their gender	15%

	<b>Total</b>
A world where people feel safe regardless of their gender	86%
A world where people feel unsafe because of their gender	14%

	<b>Total</b>
A world where people express a broad range of gender identities	51%
A world where there are only two genders	49%

	<b>Total</b>
A world where people feel well-represented by media based on their gender	81%
A world where people don't feel well-represented by media based on their gender	19%

	<b>Total</b>
A world where products are gender-neutral	57%
A world where products are tailored to one gender or another	43%

	<b>Total</b>
A world where gender expression will not be a point of debate in the future	75%
A world where gender expression will be a point of debate in the future	25%





## PUBLIC POLL FINDINGS AND METHODOLOGY

### About the Study

These are some of the findings of an Ipsos poll conducted between April 13 – 14, 2023. For this survey, a sample of 1,119 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English.

The sample was randomly drawn from [Ipsos' online panel](#), [partner online panel sources](#), and “river” [sampling](#) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2019 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.6 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,119, DEFF=1.5, adjusted Confidence Interval=+/- 5.1 percentage points).

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## PUBLIC POLL FINDINGS AND METHODOLOGY

### About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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