



# **MTV's Look Different Gender Bias Survey**

Executive Summary

## Objectives/ Background

As a part of its multi-year public affairs Look Different campaign ([www.lookdifferent.org](http://www.lookdifferent.org)) to address bias, MTV Insights partnered with Lightspeed GMI, Chadwick Martin Bailey and Scorpio Research, Inc. in 2015 on a study that provides an in-depth look at young people and gender bias. This research was designed to understand and measure how young people are experiencing, affected by and responding to issues associated with gender bias in today's society.

## Key Findings

### **1. The majority of young people ages 14-24 see bias as a serious problem in every sphere of their lives with gender equality occupying more mindshare versus other hot issues:**

- 89 percent of young people see bias as a serious problem
- 85 percent see examples of bias online, 81 percent in public, 72 percent at school and 67 percent in pop culture
- 52 percent of young people rank gender equality higher in mindshare than other hot issues such as 43 percent for income inequality and 42 percent for racism

### **2. The majority of young people believe everyone should be treated equally, no matter what gender they are, and that gender inequality can lead to big problems for society. Yet hardly any say that men and women are totally equal today:**

- 65 percent of young people ages 14-24 say their family taught them that everyone should be treated the same no matter what their gender
- An overwhelming 92 percent of males and 94 percent of females believe nobody should be treated differently due to gender
- More than 3 in 4 males (76 percent) and 8 in 10 females say favoring one gender is unfair
- Both genders (85 percent of males, 90 percent of females) believe gender inequality can lead to big problems for society
- Only 2 percent of young people say that men and women are totally equal today and only 23 percent say men and women are at least mostly equal

### **3. Gender bias universally affects men and women, but women's experiences with it are more prevalent:**

- For females ages 14-24, gender equality is the #1 issue they think about "a lot"
- Females are more likely to:
  - Witness bias against women (46 percent say "often" for females vs. 26 percent for male)



- Feel that they have been the target of gender bias (55 percent for females, vs. 28 percent for males)
- See gender bias in the media (only 40 percent of females agree that their gender is well represented in media vs. 67 percent for males)
- Females feel more disadvantaged due to their gender:
  - More likely to say they have fewer advantages (60 percent female vs. 20 percent male)
  - More likely to worry about being denied opportunities (57 percent female vs. 27 percent male)

**4. Experiences with gender bias is also heightened among African American, Hispanic and LGBT females:**

- African American and Hispanic females are significantly more likely than males to “often” see – and experience – gender bias against women
- LGBT females are significantly more likely (63 percent) vs. other females (42 percent) to see bias “often” against women
- LGBT women are significantly more likely than other females and males to feel disadvantaged because of their gender

**5. A sizeable minority of young men are skeptical of the gender equality movement and feel it may disadvantage them:**

- Nearly one third of males (31 percent) say it’s not worth addressing gender equality because inequalities between the genders will always exist vs. only 18 percent among females
- Over a quarter (27 percent) of males say gains women have made have come at the expense of men
- Just under half of males say women use gender equality as an excuse more than they should (44 percent), and that people are too sensitive about gender
- Nearly half of all males (46 percent) say that “Feminism” implies negative feelings about men vs. 33 percent of females
- Only 20 percent of males consider themselves feminists vs 51 percent of females

**6. Some gender stereotypes have nearly disappeared among young people, but not all of them:**

- Among young people ages 14-24, the majority of males and females view the genders as equally smart (81 percent), equally good at being leaders (75 percent), having equal ability to be good athletes (70 percent) and having equal ability to be breadwinners (69 percent)



- However, among the same segment, males and females view men as stronger (69 percent), that men make more money (58 percent), women as more nurturing (63 percent) and emotional (55 percent), and that women have a higher standard to meet in terms of looks and appearances (62 percent)
- Over half (56 percent) of young males feel pressure to be strong, capable or unemotional
- Most females (63 percent) say people often assume they are weak, incapable or emotional

**7. Young people have difficulty identifying many of the micro-issues related to gender equality, with men and women diverging significantly in their ability to identify the relevance of these issues:**

- Among young people, equal pay, slut-shaming, sexual harassment/assault and rape/rape culture are most identified as issues impacting gender equality
- Domestic violence, shared household responsibilities, parental leave and opportunities in the workplace are ranked especially low in their relevance to gender equality
- There is a sizeable difference between young males and females views on the impact micro-issues have on gender inequality

<b>Ranking of associations to gender bias:</b>	<b>Females</b>	<b>Males</b>
Feminism	68	52
Equal pay in the workforce	68	50
Shaming for sexual activity (e.g., slut shaming)	66	45
Sexual harassment	62	47
Rape/Rape culture	62	45
Pressure to be masculine/feminine	55	42
Women in politics	57	37
Dress codes	57	37
Street harassment	55	37
Reproductive rights	53	37
Gay/Lesbian/Bisexual/Transgender rights	50	39
Sex trafficking	48	40
Opportunities in the workplace	51	35
Misandry	47	40
Domestic violence	47	33
Shared household responsibilities	47	32
Parental leave	46	33
Custody rights	40	34
Access to education	31	23
Access to healthcare	24	21



## **8. The majority of young people feel both men and women have a responsibility to address gender bias and are looking for ways to have more conversation and action taken around the issue:**

- 81 percent feel both males and females should be involved in addressing gender equality, yet only 35 percent know where to turn when dealing with gender bias
- Less than half of young people (43 percent) “regularly discuss gender bias with family and friends.”
- 74 percent feel that more open, constructive discussion about gender equality will help people become less biased
- 72 percent think that people should talk more openly about gender bias
- 69 percent “would love the opportunity to have an open, respectful, and judgment free conversation about gender inequality” and think there should be more safe online spaces to have respectful discussions about it
- 59 percent say they would like more tools/techniques to discuss gender inequality constructively

## **Methodology**

### **Qualitative Research**

Research conducted by Scorpio Research, Inc., including eight in-person focus groups in Nashville, Philadelphia and New York from May 13th to May 27th, 2015. Each group included an ethnically diverse selection of 6 – 8 young people between 14 – 24 years old.

### **Quantitative Research**

Research survey conducted by Lightspeed GMI, with additional analysis conducted by Chadwick Martin Bailey. Survey used selection of online panelists that are representative of the United States population. Approximately 950 total participants were screened for those who were 14 – 24 years old and excluded those who “do not give gender bias/equality” any thought, resulting in a nearly nationally representative sample that excluded 7% of the general population. Click-through data was weighted to Census to ensure representativeness on the basis of age, gender, and race/ethnicity.

