

Sample 1000 Adult Interviews
Conducted August 15 - 17, 2015
Margin of Error ±4%

1. Do you think that gender is a something determined by society or an inherent biological fact?

Determined by society 16%
Biological fact 65%
Not sure 19%

2. Do you think boys and girls are born liking different kinds of toys or do you think boys and girls learn to like toys that are made for their gender?

Boys and girls born liking different kinds of toys 30%
Boys and girls learn to like different kinds of toys 52%
Not sure 18%

3. Which of these two views comes closer to your own?

Young boys and girls should be raised differently, with different toys and play activities. 41%
Young boys and girls should be brought up alike, with similar toys and play activities. 42%
Not sure 17%

4. When you were a child, which toys seem more fun to you, toys aimed at boys or toys aimed at girls?

Boys toys 53%
Girls toys 35%
Not sure 13%

5. Do you think that it is appropriate or inappropriate to have toys which are specifically aimed at boys or girls?

Appropriate	59%
Inappropriate	16%
Not sure	25%

6. Target recently decided that it would no longer label or have signs in its toy departments that identified some items as "boys toys" and other items as "girls toys". Do you approve or disapprove of the decision of Target to use gender neutral signage in its toy departments?

Approve strongly	21%
Approve somewhat	25%
Disapprove somewhat	18%
Disapprove strongly	21%
Not sure	15%