

**1. Construct or Biological Fact**

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

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Determined by society	16%	14%	17%	24%	19%	9%	13%	23%	12%	12%
Biological fact	65%	68%	63%	57%	57%	70%	77%	59%	63%	77%
Not sure	19%	18%	20%	19%	24%	21%	9%	17%	25%	11%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(995)	(474)	(521)	(185)	(255)	(380)	(175)	(358)	(401)	(236)

	Race			Family Income			Region				
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Determined by society	16%	15%	9%	25%	17%	16%	13%	14%	18%	11%	21%
Biological fact	65%	68%	68%	47%	60%	68%	75%	63%	61%	68%	66%
Not sure	19%	17%	22%	28%	23%	16%	13%	24%	21%	20%	13%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(995)	(769)	(114)	(112)	(404)	(283)	(169)	(168)	(218)	(361)	(248)

**2. Liking Toys**

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?

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Boys and girls born liking different kinds of toys	30%	32%	29%	25%	27%	34%	35%	26%	29%	39%
Boys and girls learn to like different kinds of toys	52%	49%	54%	57%	51%	51%	47%	61%	48%	44%
Not sure	18%	19%	17%	18%	22%	16%	18%	12%	23%	17%
Totals (Unweighted N)	100% (997)	100% (477)	100% (520)	100% (187)	100% (256)	100% (379)	100% (175)	100% (362)	100% (400)	100% (235)

	Race			Family Income			Region				
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Boys and girls born liking different kinds of toys	30%	33%	19%	23%	28%	30%	32%	30%	30%	29%	33%
Boys and girls learn to like different kinds of toys	52%	51%	56%	52%	52%	56%	56%	51%	55%	50%	51%
Not sure	18%	16%	24%	25%	19%	14%	12%	19%	14%	22%	16%
Totals (Unweighted N)	100% (997)	100% (770)	100% (116)	100% (111)	100% (404)	100% (285)	100% (169)	100% (168)	100% (218)	100% (364)	100% (247)

**3. Raised to Like Toys**

Which of these two views comes closer to your own?

	Total	Gender		Age				3 Point Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Young boys and girls should be raised differently, with different toys and play activities.	41%	48%	36%	30%	47%	44%	42%	31%	38%	63%
Young boys and girls should be brought up alike, with similar toys and play activities.	42%	37%	46%	48%	38%	40%	44%	54%	43%	21%
Not sure	17%	15%	18%	22%	15%	16%	15%	15%	19%	16%
Totals (Unweighted N)	100% (1,000)	100% (477)	100% (523)	100% (187)	100% (258)	100% (380)	100% (175)	100% (363)	100% (401)	100% (236)

	Total	Race			Family Income			Region			
		White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Young boys and girls should be raised differently, with different toys and play activities.	41%	42%	44%	38%	40%	45%	40%	51%	36%	39%	43%
Young boys and girls should be brought up alike, with similar toys and play activities.	42%	43%	30%	45%	42%	41%	44%	32%	47%	42%	44%
Not sure	17%	15%	26%	17%	17%	14%	15%	17%	17%	19%	13%
Totals (Unweighted N)	100% (1,000)	100% (772)	100% (116)	100% (112)	100% (407)	100% (285)	100% (169)	100% (169)	100% (219)	100% (364)	100% (248)

**4. Prefer Toys for Boys or Girls**

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

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Boys toys	53%	84%	24%	55%	54%	52%	51%	50%	55%	53%
Girls toys	35%	6%	61%	27%	35%	37%	38%	36%	30%	42%
Not sure	13%	10%	15%	18%	11%	12%	11%	14%	16%	5%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(476)	(522)	(187)	(257)	(379)	(175)	(362)	(400)	(236)

	Race			Family Income			Region				
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Boys toys	53%	55%	40%	51%	51%	55%	60%	55%	54%	50%	55%
Girls toys	35%	34%	37%	35%	37%	35%	31%	36%	34%	35%	33%
Not sure	13%	11%	24%	15%	12%	10%	9%	9%	13%	15%	11%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(770)	(116)	(112)	(406)	(284)	(169)	(168)	(219)	(363)	(248)

**5. Appropriate to Gender Toys**

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

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Appropriate	59%	67%	51%	48%	59%	61%	69%	46%	58%	80%
Inappropriate	16%	11%	20%	21%	16%	11%	18%	26%	13%	7%
Not sure	25%	21%	28%	31%	25%	27%	12%	29%	28%	13%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(477)	(520)	(187)	(256)	(379)	(175)	(363)	(399)	(235)

	Race			Family Income			Region				
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Appropriate	59%	63%	46%	49%	58%	64%	66%	59%	59%	56%	64%
Inappropriate	16%	15%	15%	24%	16%	14%	19%	16%	15%	13%	21%
Not sure	25%	23%	38%	26%	26%	22%	16%	24%	26%	31%	15%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(769)	(116)	(112)	(405)	(284)	(169)	(167)	(218)	(364)	(248)

**6. Gender Neutral Policy**

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?

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Approve strongly	21%	19%	23%	28%	21%	19%	15%	39%	15%	8%
Approve somewhat	25%	24%	25%	30%	24%	23%	22%	29%	25%	18%
Disapprove somewhat	18%	18%	19%	15%	16%	22%	20%	13%	20%	23%
Disapprove strongly	21%	23%	19%	13%	21%	21%	32%	8%	20%	42%
Not sure	15%	16%	13%	14%	18%	14%	11%	11%	20%	9%
Totals (Unweighted N)	100% (1,000)	100% (477)	100% (523)	100% (187)	100% (258)	100% (380)	100% (175)	100% (363)	100% (401)	100% (236)

	Race			Family Income			Region				
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Approve strongly	21%	22%	19%	20%	19%	22%	24%	21%	26%	19%	19%
Approve somewhat	25%	24%	23%	30%	27%	23%	25%	25%	28%	21%	26%
Disapprove somewhat	18%	20%	13%	13%	20%	21%	15%	14%	19%	20%	18%
Disapprove strongly	21%	23%	19%	14%	22%	19%	23%	19%	18%	23%	23%
Not sure	15%	11%	26%	23%	12%	15%	12%	21%	9%	16%	13%
Totals (Unweighted N)	100% (1,000)	100% (772)	100% (116)	100% (112)	100% (407)	100% (285)	100% (169)	100% (169)	100% (219)	100% (364)	100% (248)