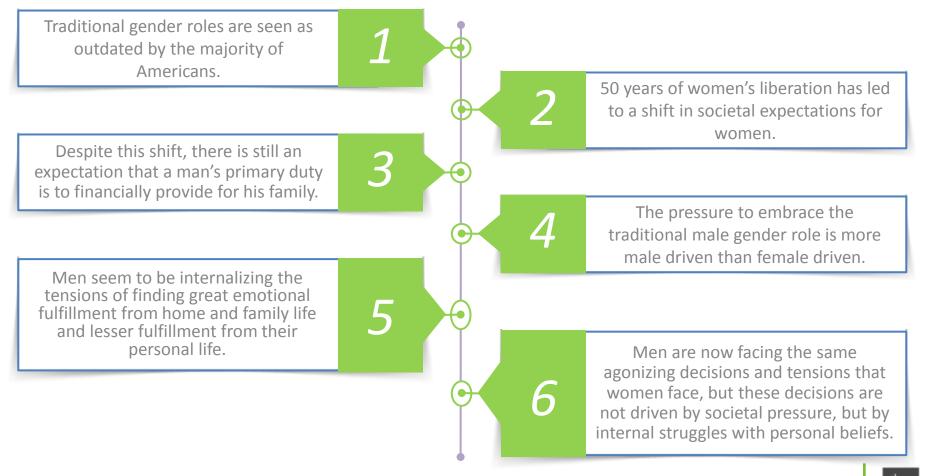


# A Study of Changing Gender Perceptions



## Study Executive Summary

Insights in Marketing's latest research on gender roles uncovered the following key insights:



# Methodology & Research Details

# Methodology



Nationally Representative Sample:

N = 1700 women

N = 1700 men

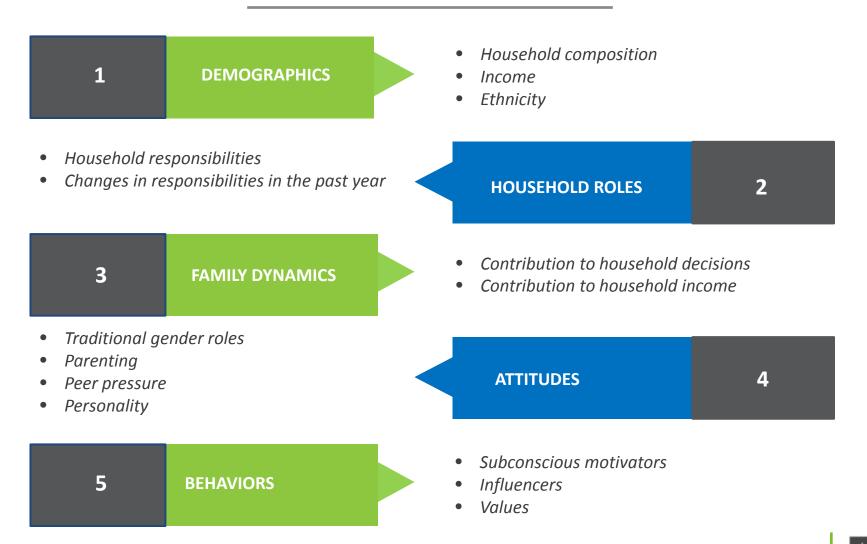
(Representative samples of English Speaking Hispanics and African Americans)

Ages: 18-67

Conducted: Winter 2013

US Only

# Survey Topics Include



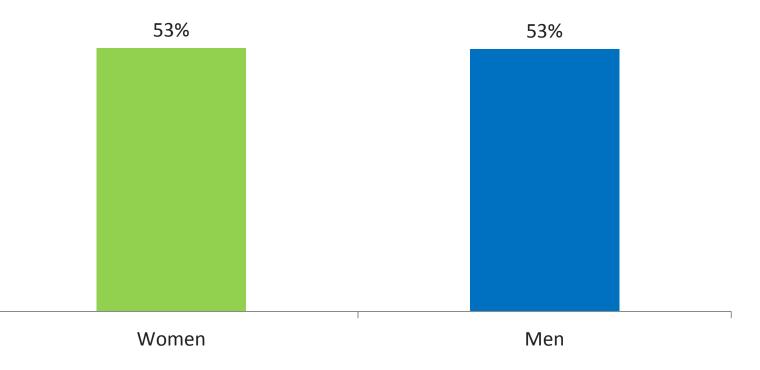


# Select Findings

### Traditional Ideas of Masculinity & Femininity are Starting to Fade

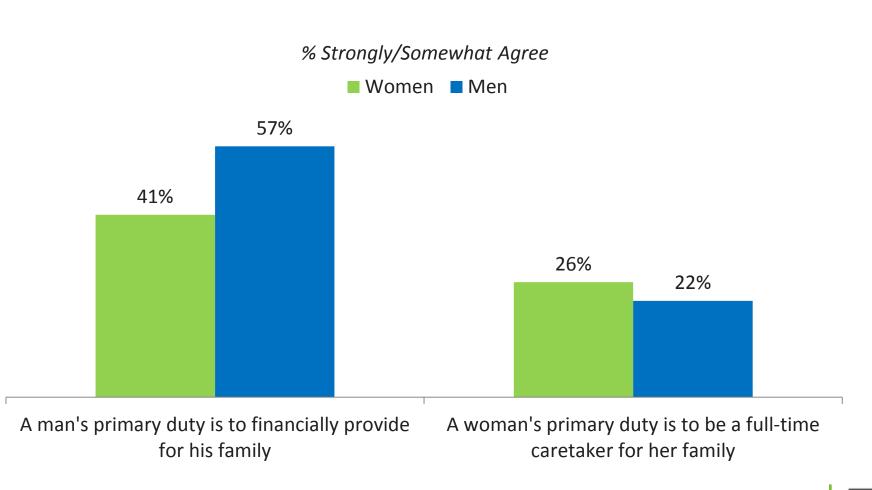
## Traditional ideas of masculinity and femininity do not apply to today's world

% Strongly/Somewhat Agree





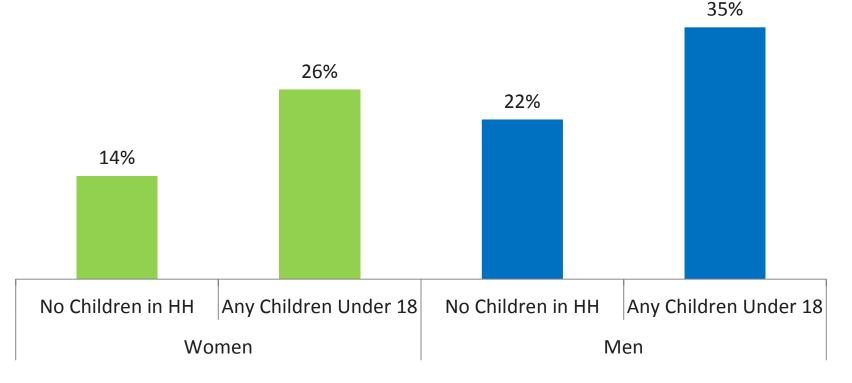
Women are No Longer Expected to be Fulltime Caretakers, but Men are Still Expected to Financially Provide for Their Families





### The Pressure to be the Bread Winner is Contributing to Men Feeling More Torn Between Work & Family

#### I Feel Torn Between Work & Family

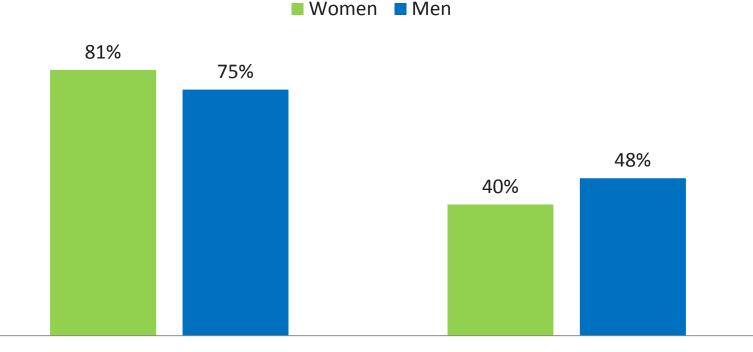


Very Like/Like Me



The Majority of Men And Women Agree That Their Obligations are to Their Home. Men May Feel Pressure to Focus on Their Careers.

Women are more likely to focus on their obligations to home and family



My first obligation is to my home and family

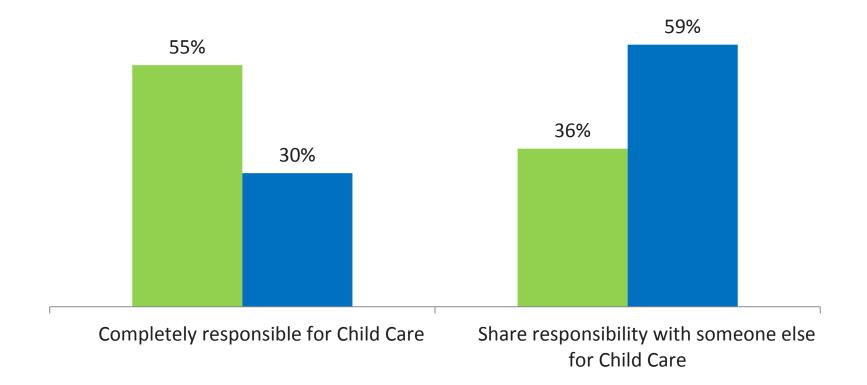
My career gives my life purpose



Responsibility for Household Tasks Like Child Care Still More Likely to be Mom's Primary Responsibility

#### Men are more likely to share responsibility with someone else

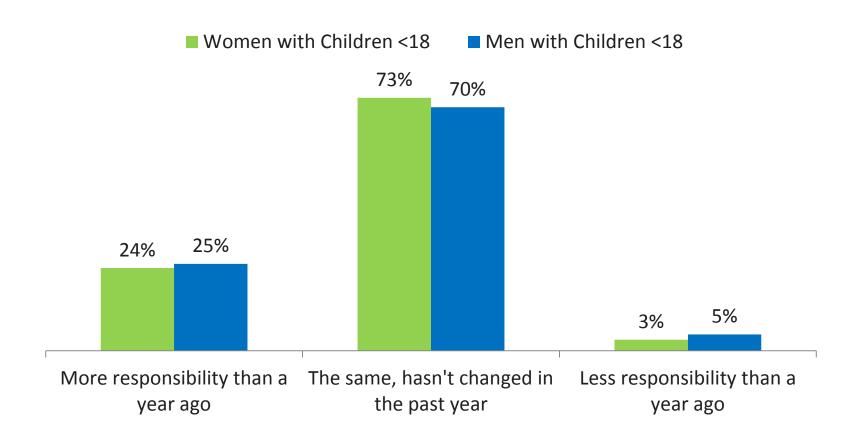
Women with Children <18 Men with Children <18





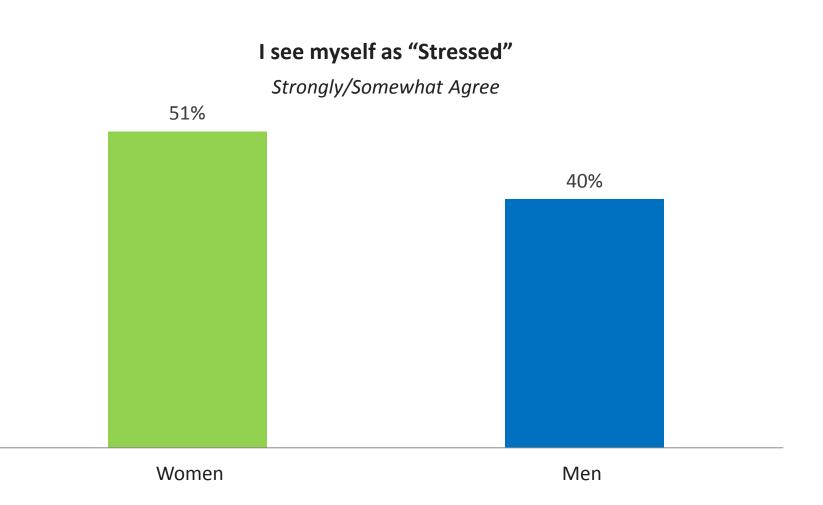
### Child Care Responsibilities Have Not Changed Substantially in The Past Year

#### **Childcare Responsibilities**



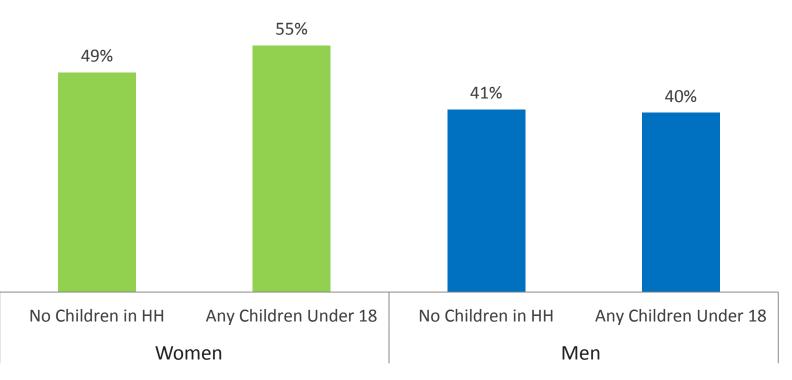


### Not Surprisingly, Women More Readily Admit They are Stressed



### Women with Children (> 18) are Most Stressed

Having children in the household only has a modest impact on stress levels for women, but does not have an impact on the stress levels for men at all



#### I see myself as "Stressed"

Strongly/Somewhat Agree

## Find Out More About Us & Our Research



Uncovering insights that **matter**.

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