

Parents' Views on Diverse Representations in Children's Media

Representation in media is important to parents.

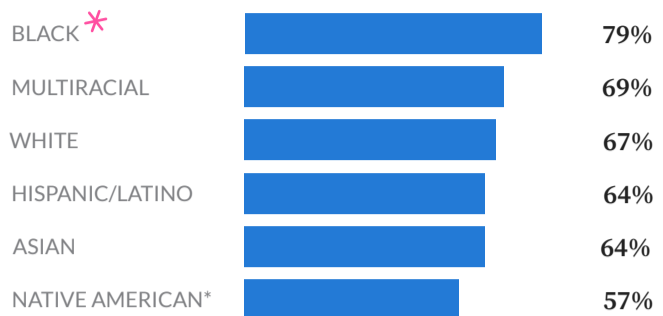


Percent of parents who say it is important for media to:

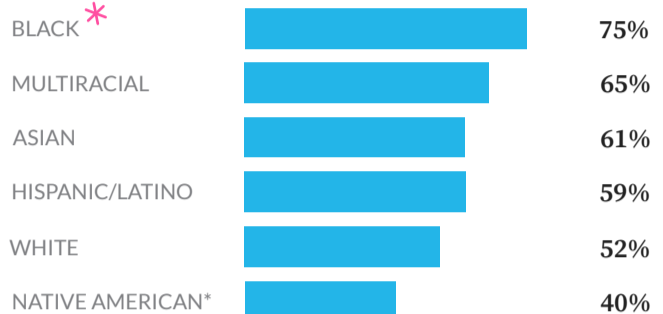
- 84%** Teach children to be accepting of people who don't look like their family does.
- 74%** Expose children to other cultures, religions, and their lifestyles.
- 72%** Have characters with a wide range of body types, shapes, and sizes.
- 68%** Have characters of a different ethnicity-race than their children.
- 57%** Have characters of the same ethnicity-race as their children.

Black parents are more likely to want media with characters from different ethnicities/races and from the same ethnicities/races as their children.

Percent of parents who want media with characters from different ethnicities-races than their own:



Percent of parents who want media with characters from their own ethnicity-race:



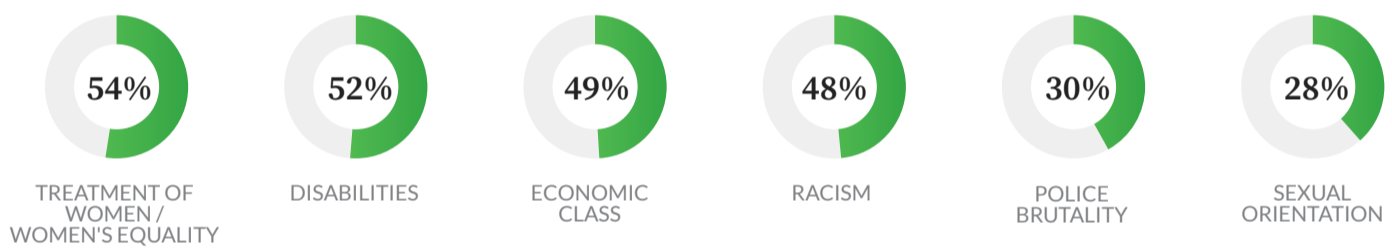
*Small sample - interpret with caution.

Media spurs important conversations about race.



6 in 10 parents say that media has prompted conversations about diversity with their children.

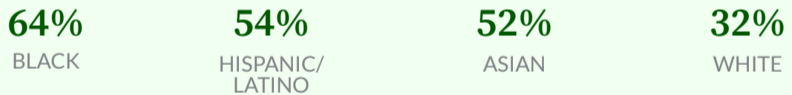
Many parents are comfortable having their children exposed to tricky topics from the media:



Children are often exposed to stereotypes and negative depictions of ethnic-racial groups.



Asian, Black, and Hispanic/Latino parents are much more likely to feel that the representation of their own ethnic-racial group in media is stereotypical.



Parent-provided examples of media content with positive or nuanced representations*:



- Sesame Street
- Dora the Explorer
- Daniel Tiger's Neighborhood
- CoComelon • Doc McStuffins
- black-ish • Elmo's World
- The Loud House
- iCarly • Bubble Guppies • PJ Masks
- Modern Family • Full House • Jessie
- Peppa Pig • SpongeBob



Parent-provided examples of media content with negative representations*:

- YouTube
- Grand Theft Auto
- Family Guy
- Disney • SpongeBob
- Peppa Pig • Roblox
- The Loud House • Fortnite
- Cartoon Network • Dumbo
- Dora the Explorer • Paw Patrol
- The Simpsons • South Park



*Open-ended responses from parents; includes media with at least five mentions

When it comes to race and representation, parents want more from media.



- 65%** Parents feel that children's media has a big impact on their children's professional aspirations.
- 74%** Parents say their children enjoy media with diverse characters
- 48%** Parents favor media with characters that look like their family does.

Black parents are more likely than other parents to say their children favor media with characters that look like them.

Black, Asian, and Hispanic/Latino parents are more likely to say there is "not enough" media with characters who are the same ethnicity-race as their children.

