

FAMILIES & RACE

Through both quantitative and qualitative research, Paramount and Noggin have explored American families' perceptions, experiences, and conversations related to race. A series of interviews and a survey of more than 15,000 families across two years highlights the difficulty parents of all racial backgrounds have in discussing this sensitive topic. However, clear differences have emerged in perceptions of experienced racism and how families discuss these topics depending on their racial makeup.

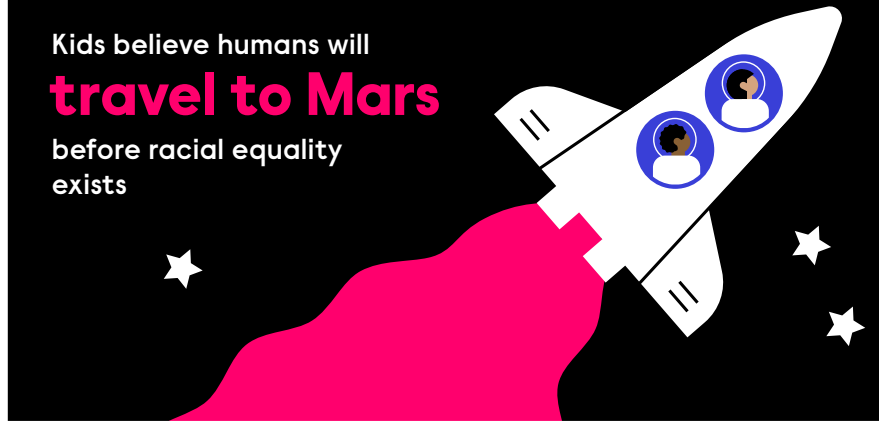
For help introducing the conversation of race and racism to young children, visit bigheartworld.org/discussingrace

CONTENT FOR CHANGE
Paramount

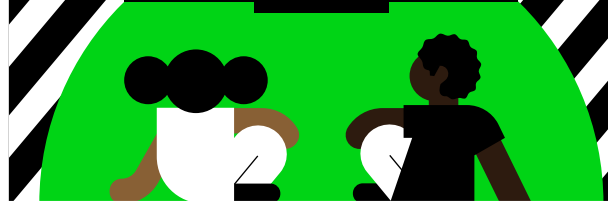
noggin sparkler

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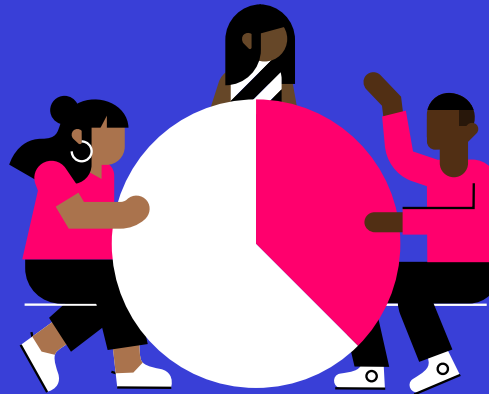
Kids believe humans will **travel to Mars** before racial equality exists



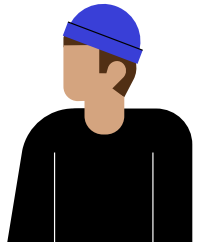
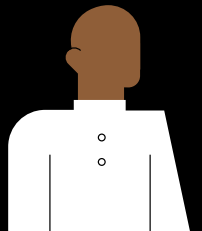
Half of kids learn about racial stereotypes from movies and TV



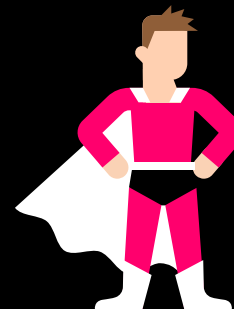
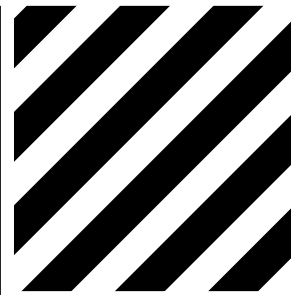
Nearly **1 in 3** Hispanic and Black parents talk about racial discrimination by the time their child enters kindergarten



White parents are **2x** more likely than Black parents to say "we don't see color." Although parents often have good intentions with this approach, color-evasive language ignores, rather than celebrates, part of someone's identity



Black and White parents feel **equally unprepared** to explain racism to their kids



Due, in large part, to the impact of stereotypes in media, **less than 1/4** of kids would expect a Black, Hispanic, or Asian boy to be cast as the "hero" in a film or TV show