THE SEE JANE 100: GENDER AND RACE REPRESENTATION IN THE TOP FAMILY FILMS OF 2017
THE GENEVA DAVIS INSTITUTE ON GENDER IN MEDIA

CHARACTER PROMINENCE

### BY GENDER
- **Female Leads**: 26.0%
- **Male Leads**: 59.0%
- **Male-Female Co-Lead**: 15.0%

### BY RACE
- **White Leads**: 73.0%
- **Black/Other Co-Lead**: 10.0%

MALE CHARACTERS OUTNUMBER FEMALE CHARACTERS 2-TO-1 WHEN IT COMES TO:
- Speaking Time
- Leading Characters
- Screen Time

FEMALE REPRESENTATION, 2014-2017

- Female Screen Time
- Female Speaking Time
- Female Leads

MALE CHARACTERS RECEIVE 60.9% OF ALL SCREEN TIME

BOX OFFICE ADVANTAGE
- Films with Female-Leads Grossed 38.1% More
- Films with Racially Diverse Co-Leads Grossed 60.5% More

ON AVERAGE, FILMS WITH FEMALE PROTAGONISTS GROSSED OVER $148 MILLION COMPARED TO $107 MILLION FOR MALE-LED FILMS

Geena Davis Institute on Gender in Media
If she can see it, she can be it.

The GD-IQ was co-developed by the Institute and led by Dr. Shrikanth (Shri) Narayanan and Krishna Somandepalli, with additional analysis provided by Dr. Caroline Heldman. Soraya Giaccardi and Rebecca Cooper conducted additional analysis for this infographic.