

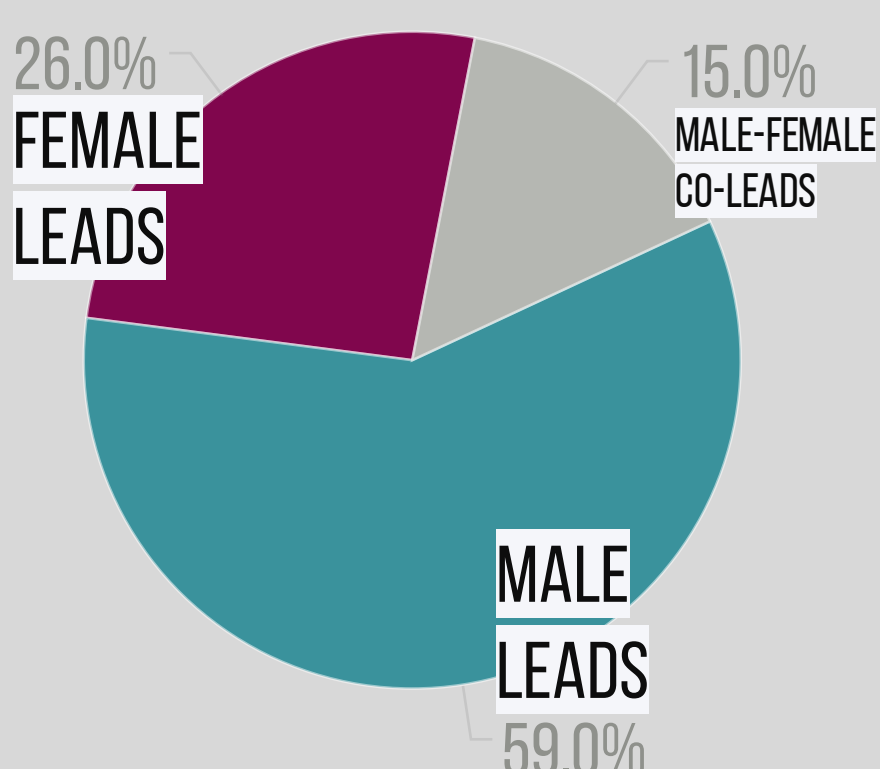
# THE SEE JANE 100:

GENDER AND RACE REPRESENTATION IN THE TOP FAMILY FILMS OF 2017

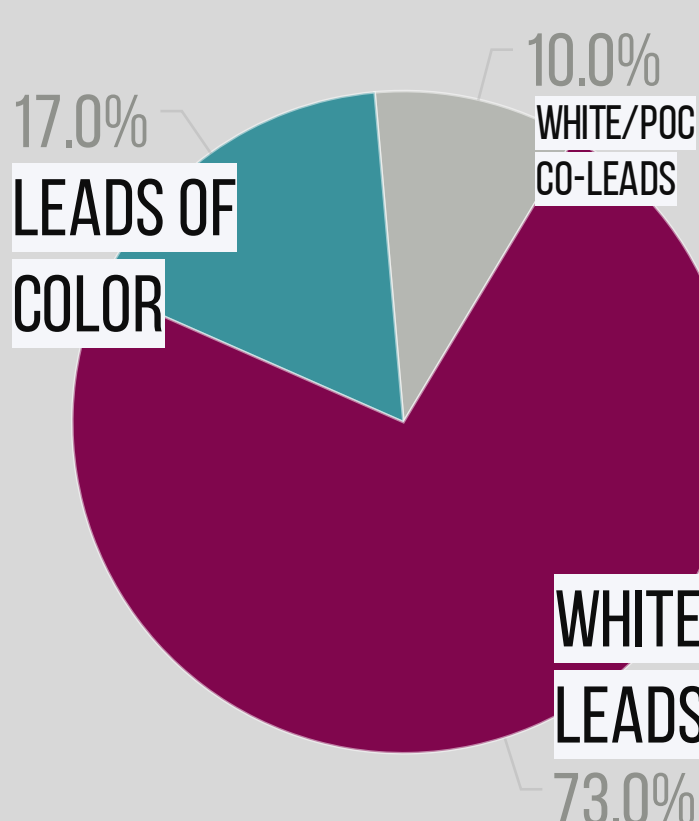
THE GEENA DAVIS INSTITUTE ON GENDER IN MEDIA

## CHARACTER PROMINENCE

BY GENDER



BY RACE



MALE CHARACTERS OUTNUMBER FEMALE CHARACTERS

2-TO-1

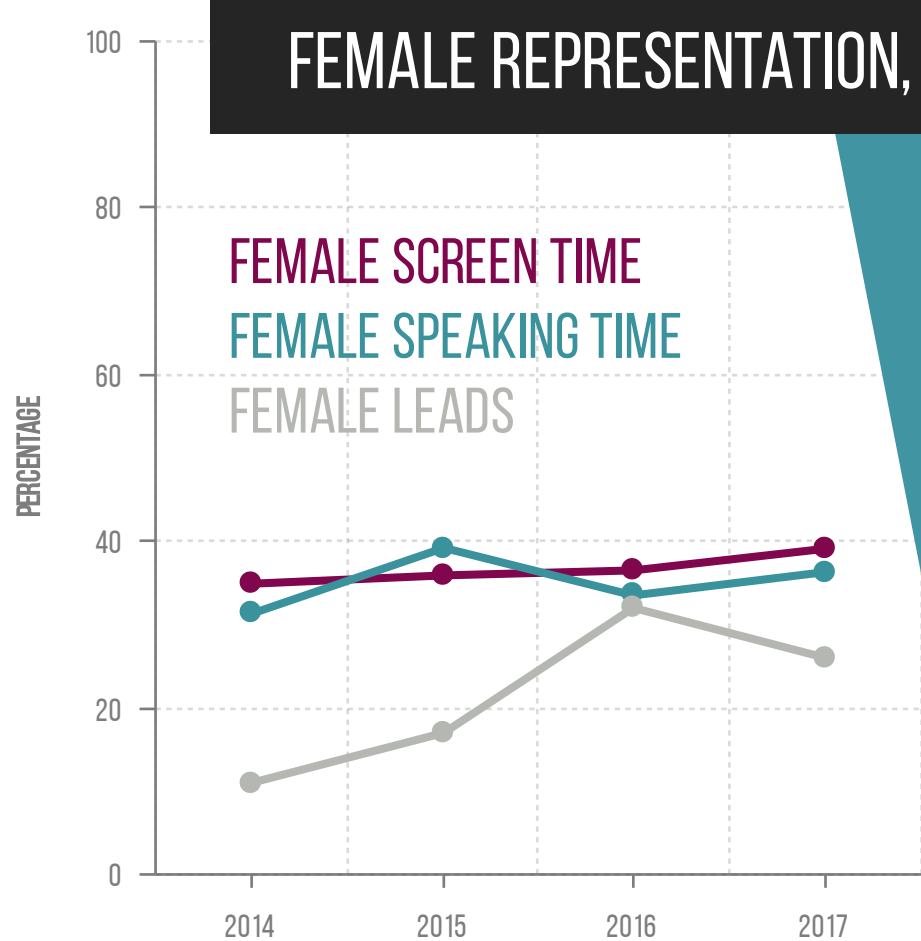
WHEN IT COMES TO:

SPEAKING TIME

LEADING CHARACTERS

SCREEN TIME

FEMALE REPRESENTATION, 2014-2017



MALE CHARACTERS RECEIVE

60.9%

OF ALL SCREEN TIME

BOX OFFICE ADVANTAGE



FILMS WITH FEMALE-LEADS

GROSS 38.1% MORE

FILMS WITH RACIALLY DIVERSE

CO-LEADS GROSS 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.™