



New America Content Exploration

J U L Y 2 0 2 5

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Methodology.

We conducted an online survey in the U.S. in April 2025.

Our survey sample included
1300 Media Consumers ages 18-59

Including General Audiences-

N=500 Men

N=500 Women

We stratified our sampling in effort to up-sample non-White audiences with an additional:

N=100 Black/African Americans

N=100 Hispanic Individuals

N=100 Asian Individuals

Data is weighted to be representative of US census demographics including by – gender, age, region, race/ethnicity & political affiliation

Data is presented at 95% confidence level

OBJECTIVES



ILLUSTRATE

to studio execs and creatives that there's a strong appetite for more authentic portrayals of working people managing work, family, and care on screen.



DEMONSTRATE

that increasing this type of content could attract more viewers – and lead to deeper engagement with audiences.

Additional analysis included

Social media insights from MarketCast's real-time analytics

Analysis was across Twitter/X conversation based on 24 TV series from the 2024-25 season that depict authentic stories surrounding caregiving, balancing work/family issues, etc. on screen.

We looked at:

Social Volume: Posts on Twitter/X in the three months post-premiere of the 2024 season(s).

Intent: Conversation coming from audiences expressing intent to see/watch the show.

Advocacy: Conversation coming from audiences encouraging others to watch the show.

Urgency: A combined metric of advocacy and intent.

BIG PICTURE learnings:

Adding more themes around work, family, and care in movies and TV shows can...

Support realism and representation in storytelling:

Modern audiences want to see evolving family and work roles reflected on screen, moving beyond outdated stereotypes around caregiving, parenting, and gender roles.

Realistic, relatable, and emotionally resonant stories that reflect the shared human experiences of challenges at work (especially), family, and caregiving are important to U.S. viewers, who show a strong appetite for portrayals of characters managing the trials and triumphs of a life like their own.

Spark engagement & socialization:

More authentic representation and nuanced storytelling can drive connection, engagement, and parasocial relationships with content.

Viewers particularly resonate with characters navigating relatable challenges, serious topics softened by humor, authentic portrayals of realistic American life, and inspiring story themes.

Impact enjoyment and streaming prioritization:

Featuring work, care, and family-based stories in content not only drives audience connection and interest, but it can also positively impact perceptions of and loyalty to streaming services where these storylines are offered.

Different demographics show varying preferences, with many (especially younger audiences, women, minorities, and parents) seeking reflections of their own dynamics and challenges on screen but also interested in the realities of others.

MOVING FORWARD: What this means for storytelling



The Benefits – For Studios

Differentiate and Build Loyalty: Content that better reflects the diverse makeup of modern families, work, and caregiving can differentiate your offerings in a competitive market. No one is top of mind as leader here yet, but this type of content can set studios apart and build audience loyalty. Nearly two-thirds of audiences say they're more likely to watch, or keep watching, a service that tells authentic stories about work, family, and caregiving.

Drive Engagement and Subscriptions: More authentic storytelling around work, family, and caregiving can lead to increased audience interest and drive positive perceptions around studios and streamers. Content showcasing relatable and emotionally resonant themes around the realities of modern American life can improve the likely to subscribe and continue watching.

Expand Reach: Highlighting more diverse family structures and identities around work and caregiving is widely appealing while potentially also broadening your viewer base – as these themes appeal to a diverse audience across a wide range of socio-economic backgrounds, family compositions, identities and demographics.

The Next Steps – For Storytellers

Infuse More Authenticity in Every Genre: Draw inspiration from Americans' real, lived experiences and challenges to create characters and narratives that resonate on a personal level. Caregiving, burnout, and financial stress can show up in any genre. The key is weaving them in ways that feel real and grounded in the character arc and dialogue.

Explore Evolving Family and Gender Roles: Showcase a variety of family structures and dynamics that challenge traditional American norms, and depict characters who defy expectations and navigate work/family life in modern, unique, and authentic ways.

Include More Diversity and Representation of Family: Reflect the complexity of U.S. families by incorporating more diverse family compositions, identities, and experiences (including disabled or multigenerational households) to create inclusive narratives around family care that resonate with a wide range of viewers.

Leverage Humor with Heart: Balance serious themes with moments of humor to lighten heavy topics and infuse warmth and authenticity in storytelling, creating a compelling and relatable connection with audiences.

Challenge Assumptions and Stereotypes: Presenting nuanced and multi-faceted portrayals of work, family, and caregiving life to subvert outdated stereotypes and offer fresh perspectives that defy conventional storytelling tropes (i.e. absent father, ruler of the roost mom).

SECTION 1: The Problem Work, Family, and Caregiving are Underrepresented On-Screen



Balancing work, family, and care isn't just a struggle; it's a shared human experience many Americans relate to.



~66 Million

71%

can name at least one work, family, or care challenge they can relate to

“ There's tension that comes with having to craft and keep up two different personas--one for personal life and one for professional life.”
- 18-24; Woman



~38 Million

42%

have experienced challenges managing personal or family life with work

“ I currently deal with balancing work with home and parenting with home. Because of this, I suffer from burnout, anxiety and sometimes depression. I also at times feel inadequate because I can't be in both places all the time.”
- 25-39; Woman



~24 Million

25%

(including 41% of Parents)

have experienced managing work with childcare responsibilities

“ I struggle everyday as a working parent while trying to juggle spending quality time with my family. I work a 9 to 5 that is only paying minimum wage. I can't afford to leave my job.”
- 25-39; Woman



~23 Million

22%

have experienced being a main caregiver for an older family member

“ I currently help take care of someone, and because of this my job is sometimes at stake. My job is very important to me, but at the same time my loved one's life is more important. I need the income to survive.”
- 25-39; Man

75% who experience managing work, family, and care, report a financial challenge, a work challenge, or both

There is a desire to see more relatable situations played out on screen...

92%

Feel it's **important** that TV shows and movies depict realistic scenarios around work and family woven into characters' everyday lives

&

73%

who feel content is very important want to see more depictions of these scenarios on-screen

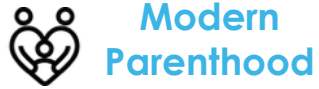
“ I'd like to see **more realistic family dynamics**...like trying to take care of children while working remotely, finding childcare to work, picking up children during the workday, dropping off children before starting work. All of this is so difficult and sometimes people don't understand.”

- 55+; Man

“ Seeing more content surrounding caregiving for an aging relative, navigating doctors, finances, wills and trusts, all while holding a job and navigating daily work and life while caregiving is something that would be interesting to me.”

- 55+; Woman

We tested **12 potential (and relatable) story themes** to further understand what U.S. audiences would be interested in seeing in movies and TV series:



Modern Parenthood

Showing **relatable parents realistically managing** their jobs, family responsibilities, and personal lives, while breaking traditional gender roles



Work-Life Balance

Stories **about everyday people navigating challenges** and successes at work, trying to stay healthy or make time for their families and personal lives



Multi-generational Living

Realistic portrayals of **families from different generations living together** and helping each other – showing how they manage conflicts and experience joys



Caregiving Under Pressure

Exploring how **caregivers to people in their families** – especially people with unsupportive employers – **manage the pressures** of work and care



Workplace Voice

Empowering stories of **characters who face personal tensions at work** – related to issues like pregnancy, parenting, caregiving, or health issues – and who bravely stand up against unfair treatment



Workplace Allies

Inspiring **workplace stories about teamwork** and people with more power or higher positions influencing, supporting, and uplifting their colleagues



Fair Partnerships

Highlighting **loving and fair partnerships among adults** sharing caregiving/ household responsibilities and overcoming conflicts respectfully



Reproductive Choice

Highlighting the personal, workplace, health, caregiving, financial, and emotional factors that shape **whether to carry a pregnancy to term or not**



Community Support

Showing how **co-workers, neighbors, extended family, and friends step in** to offer support when individuals can't manage challenges alone



Policy/Systems Support

Showing **how policies in America could work better** to help people access childcare and paid family and medical leave as well as help provide basic financial security



Sandwich/Eldercare

Showing the **stresses and triumphs of adults supporting their aging parents** while also working, raising kids, or both

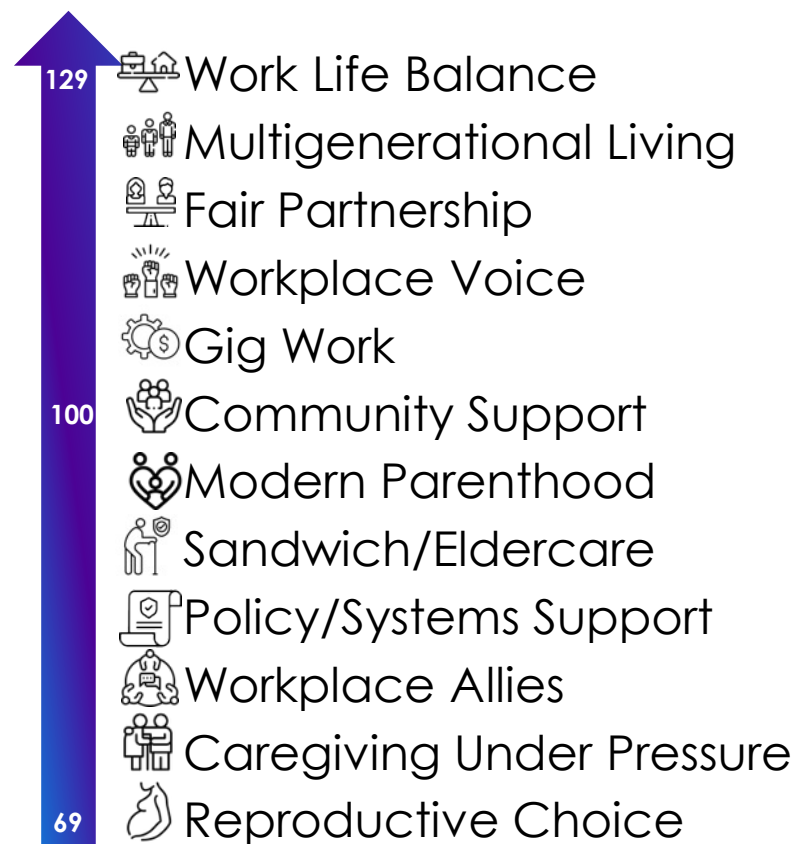


Gig Work

Highlighting stories of **people working in nontraditional, freelance, or multiple jobs** without stable benefits – and how they stay afloat

The most compelling stories tap into our broader shared experiences like managing work, family, and care.

MOST INTERESTING THEMES – RANKED BY INDEX



Work Life Balance

“Many shows that feature any kind of family usually focus on cranky parents who hate their lives and have relatively spoiled kids. I can’t think of a show in recent years with a **stay-at-home dad** in it, unless he is divorced and shares custody.” - 25-39; Woman



Workplace Voice

“The **corporate world has a tight grip on how the lowest rung of the social ladder is treated**. Shows like Roseanne have highlighted this concept.” - 25-39; Woman



Multigenerational Living

“I live in this exact situation and experience this every single day. I **experience conflict and joy** at the same time so this really resonates with me.” - 25-39; Man



Fair Partnership

“Seeing characters navigate real-life challenges like shared caregiving and household responsibilities can **spark important conversations** and positive change.” - 40-54; Man

Meanwhile, nuanced themes like policy/systems support, reproductive choice, and gig work feel especially unique, because they are so rarely seen on screen.

MOST **UNIQUE** THEMES – RANKED BY INDEX

122



Policy/System Support



Reproductive Choice



Gig Work



Caregiving Under Pressure



Workplace Voice

99



Workplace Allies



Sandwich/Eldercare



Modern Parenthood



Community Support



Multigenerational Living



Fair Partnership

76



Work-life Balance

Policy/Support is a place to move the needle, much less prominent in current media but most unique by far



Policy/System Support

“I believe there aren't any shows that advocate for policies to help struggling families when it comes to medical leave, childcare, and basic financial security. This story theme is very unique.” - 40-54; Man



Reproductive Choice

“I'm interested in stories that highlight the various factors influencing the decision to carry a pregnancy to term. Exploring **personal circumstances, workplace pressures, and financial challenges** adds depth to the narrative.” - 18-24; Woman



Gig Work

“It is something that is **easy to relate to** nowadays, given that so **many people do this when it is challenging to find a traditional job.**” - 25-39; Woman

SECTION 2: The Solution More Realistic Stories about American Life



Several topics on gender and policy carry majority support – signaling Americans can relate with seeing these in TV and movies

On Gender

Over half  

feel **upbringing and culture influence men and women's behavior** far more than biology (vs. 32% who feel biology plays the biggest role)

2 in 5  

agree **society could be more accepting of men and women taking on roles** typically associated with the other gender (vs. 35% who feel we're doing ok)

On Policy

82% 

feel our **economy and families/communities** would be **more stable if policy** (like paid leave or more affordable caregiving) **made it easier to work without job risks or facing financial hardships** (vs. 21% who feel it's the right amount or too much)

70%    

say **the govt. needs to do more to address caregiving needs** around older adults or loved ones with disabilities (vs. 21% who feel it's the right amount or too much)

62% 

agree **abortion should be legal**, at least in some cases (vs. 32% illegal)

60%   

say **the govt. needs to do more to help families** raising children (vs. 29% who feel it's the right amount or too much)

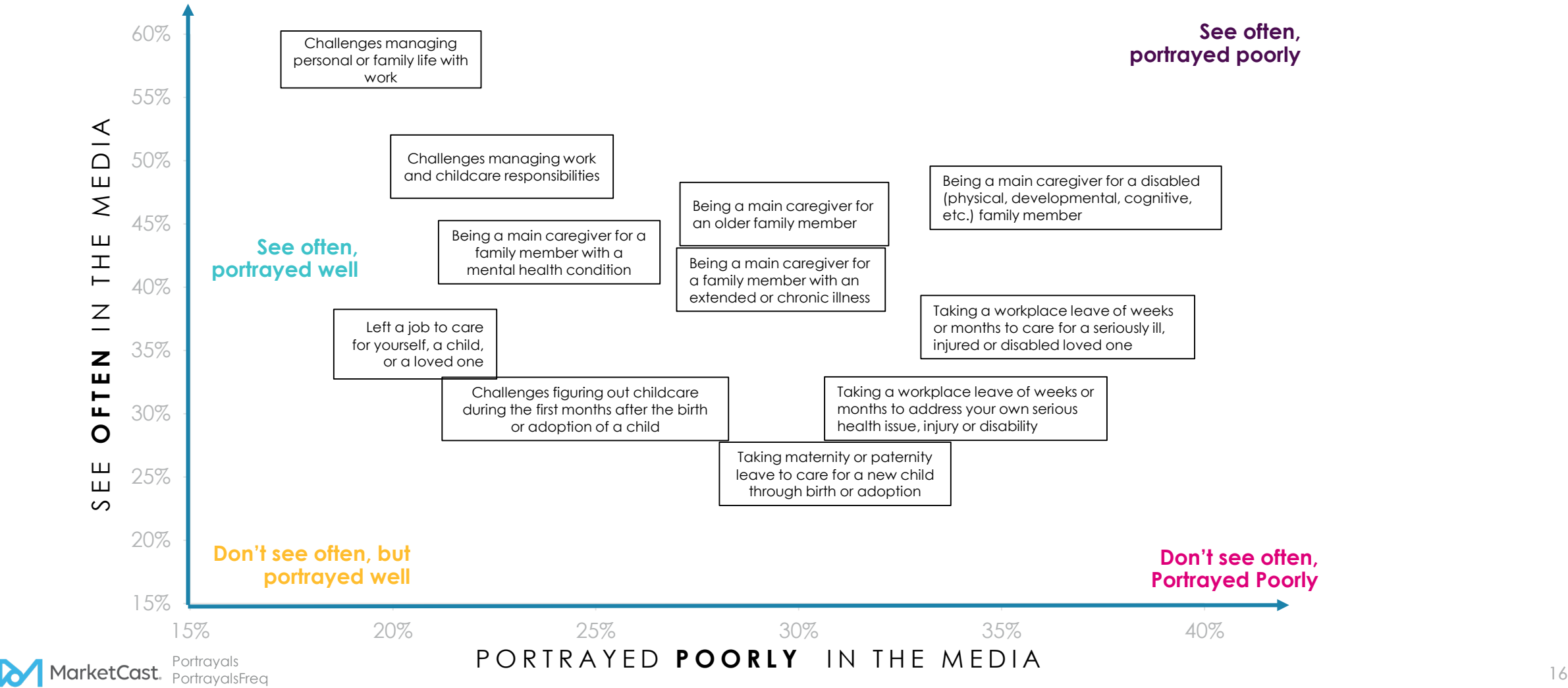
Key for skews: Gen  Gen  Gen     Parents



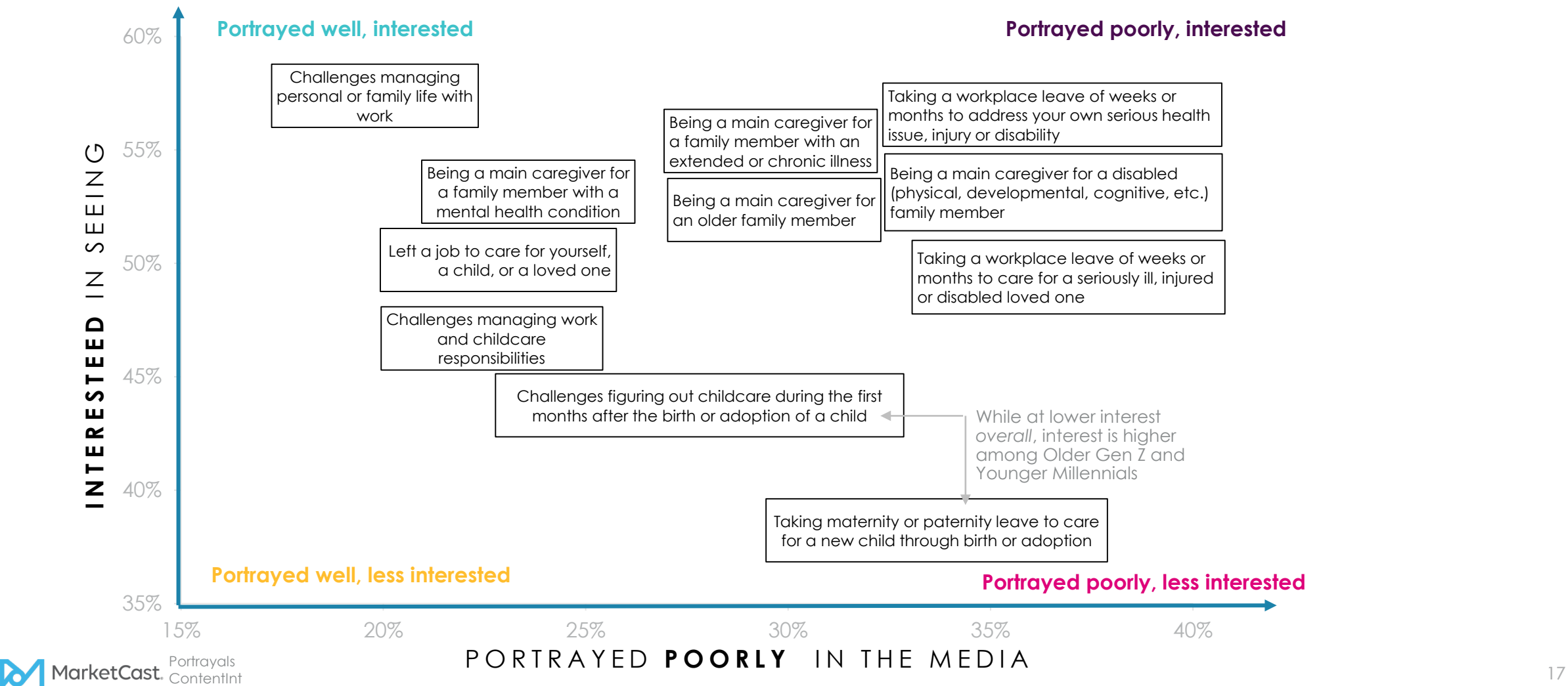
Transpartisan appeal (50%+ approval across the aisle Rep/Ind/Dem)



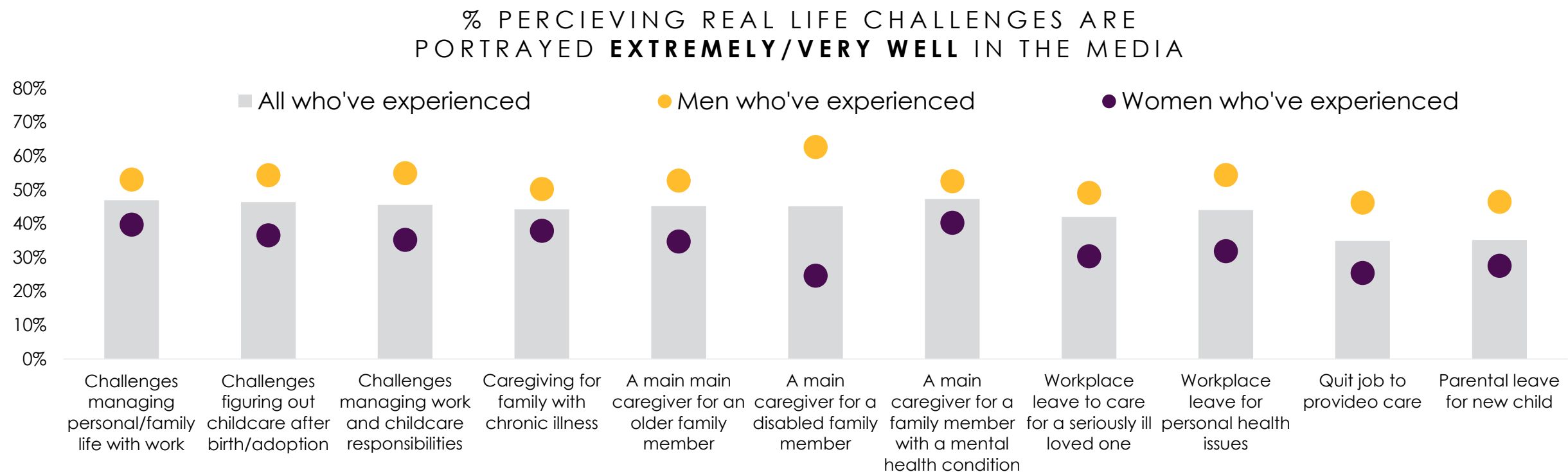
Despite the perception that media more often portrays general challenges of balancing work and personal life, it often overlooks the more complex, less visible realities like how caregiving affects jobs.



The broad struggles of work, family, and care drive the strongest connection, yet audiences want a deeper look at the realities that often go unseen.



Women consistently feel that life challenges are portrayed less accurately than men, which reveals a significant gap in representation and resonance.



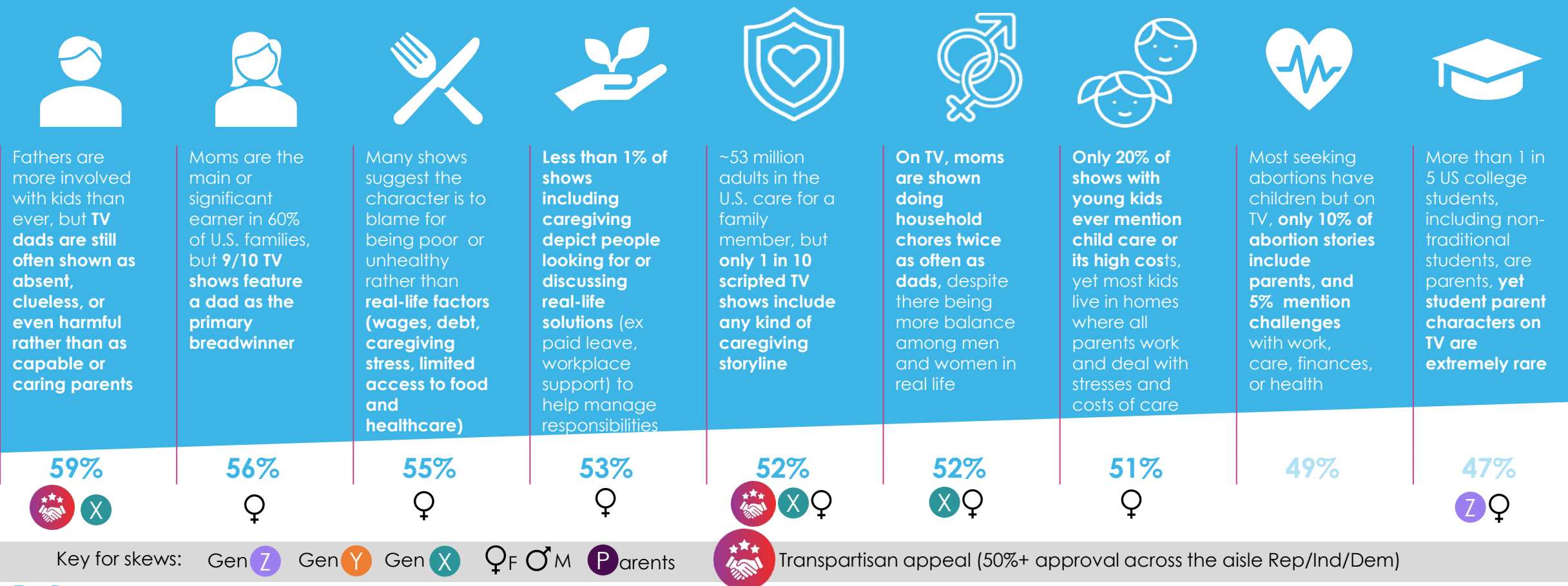
"I'd be interested to see how middle-class families work, afford housing, groceries and childcare while both parents work full time... it is near impossible to afford childcare for one child, let alone multiple, when daycare prices are as much, if not more, as a full month's rent." 25-39; Woman

"The career I chose to go into is not typically for women, so watching shows or movies where people are breaking gender roles while living their normal lives really resonates with me." 18-24; Woman

Relative to what's on screen now, over half of American audiences want to see more realistic family roles, health, and caregiving.

A CALL FOR BETTER REPRESENTATION – ONLY 16% FEEL STATUS QUO IS OK

% Who Want Change



Key for skews: Gen Z Gen Y Gen X QF Q M P Parents

Transpartisan appeal (50%+ approval across the aisle Rep/Ind/Dem)

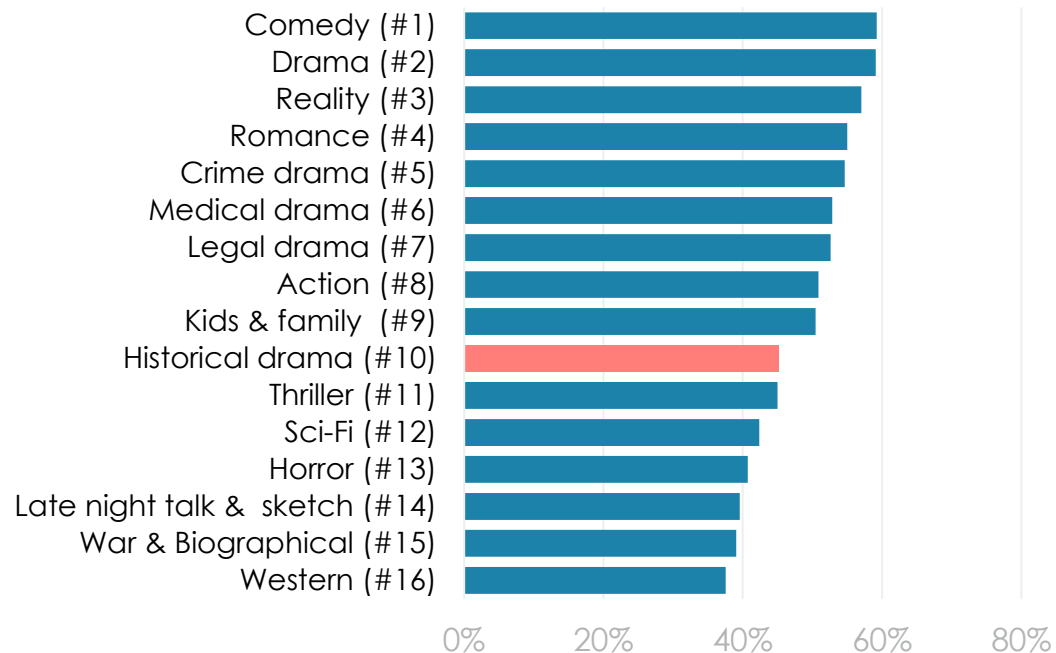


SECTION 3: The Roadmap Levers for Authentic Representation & Realism

Comedy, Drama, Reality, and Romance are rated among the most important genres for representation.

1/2 to 2/3 watching each of these genres wants more inclusive representation of: income, race/ethnicity, family structures

Call for More On-Screen Representation: Ranked By Genre



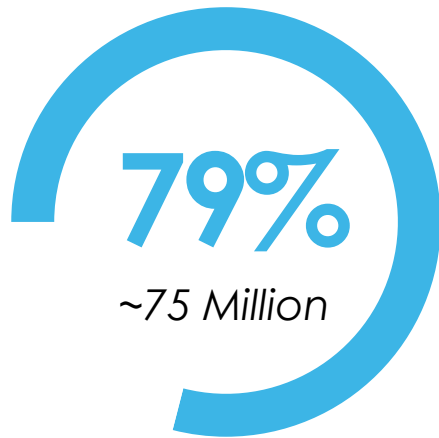
“I think highlighting people of different income levels relating to each other is inspiring.” - 40-54; Woman

“Multi-generational households are becoming the norm because of the current economic climate and should have more representation in television and movies.” - 25-39; Woman

Historical drama, one of the top 10 most important genres called out for needing more representation, is the worst offender for not having nearly enough currently

Regardless of genre, viewers connect more easily with characters that face relatable challenges like economic and financial concerns, job concerns, or personal relationship dynamics.

Character relatability is key:



of audiences **find it easier to connect** with characters in TV shows and movies when they **face challenges similar to those they have experienced** in their own work or family lives

Highest among Gen Z (90%) and high transpartisan appeal (84% Dem. And Rep.)



TOP 5 TOPICS THAT AUDIENCES (OVERALL) RELATE TO MOST:



WHERE AUDIENCES START TO DIFFERENTIATE (WHERE THEY INDEX HIGHEST):

GENDER

Men:

Navigating career progression & challenges
Complicated workplace relationships/dynamics
Working nontraditional hours/gig work

Women*:

Reproductive health topics
Parenting solo
Family tensions caused by illness, death, or loss of a job

TYPES OF CHALLENGES EXPERIENCED

Parents-Related Challenges:

Parenting solo
Co-parenting a child
Look for/dealing with childcare

Caregiving Related Challenges:

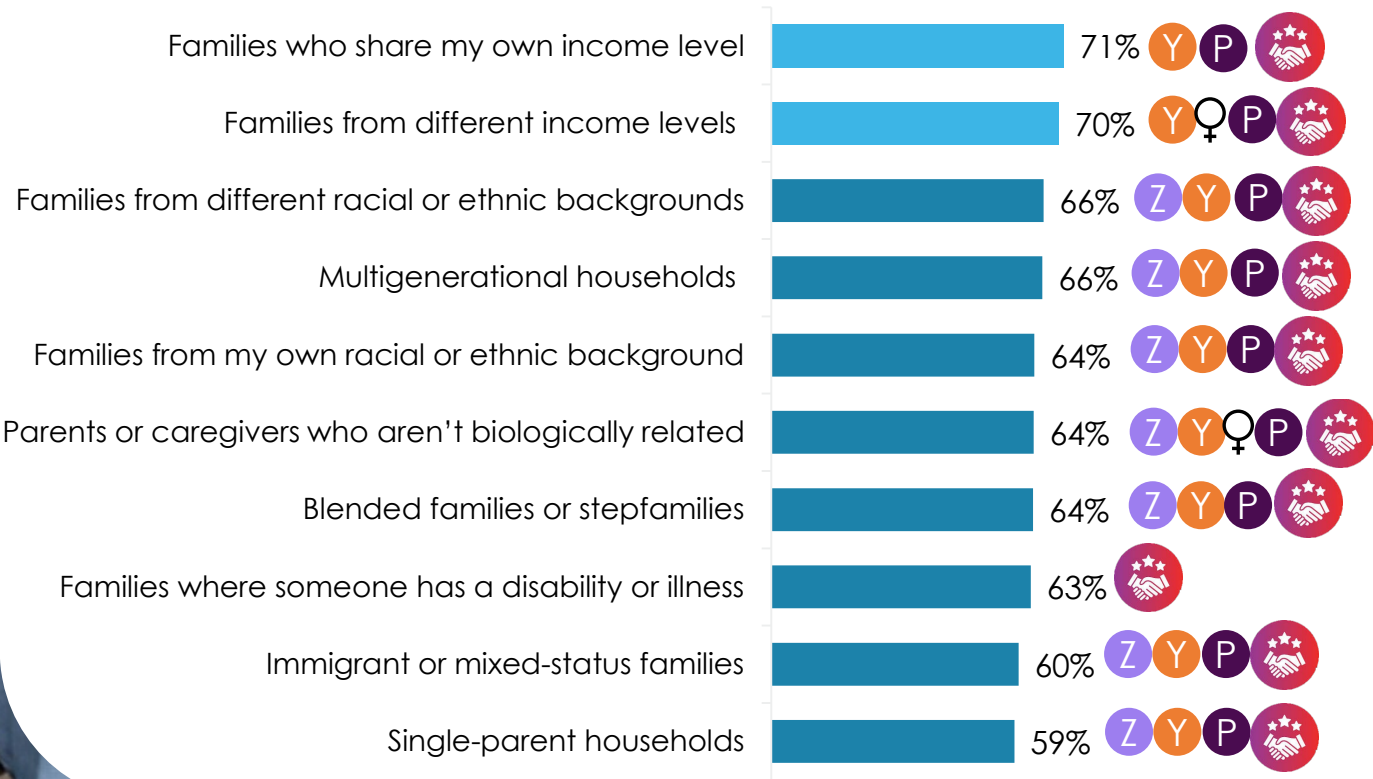
Needing paid time off to deal with a caregiving issue
Family tensions caused by illness, death, or loss of a job
Caring for a sick family member

People in households making <\$60K find financial topics like living paycheck to paycheck, worrying about having enough money to make ends meet, and worrying about money for the future more relatable than those managing both work and family.

Family-driven storylines reflecting diversity of income, race, family structure and parenting roles are compelling to a majority of audiences.



Extremely/Very Interested in Representative Portrayals of...



Representation of various income levels is poignant in today's economy – suggesting Americans want to see all walks of life on-screen, beyond aspirational wealth.

All viewers are interested in BIPOC representation: Black, Latino, and Asian audiences express more parity in interest in seeing their own backgrounds while a higher share of people favor seeing backgrounds different than theirs

Key for skews: Gen Z Gen Y Gen X ♀ F ♂ M P parents

Transpartisan appeal (50%+ approval across the aisle Rep/Ind/Dem)

Key elements that help make characters' stories feel more authentic include real world challenges, believable dialogue, and emotional depth.

Most Authentic Elements in a TV Show or Movie

Characters facing challenges that happen to everyday people

57%



Believable dialogue

54%



Real-world settings and environments

51%



Covering a range of emotions (from highs to lows)

44%



Showing small, everyday moments as part of the plot

43%



Complex and multi-dimensional relationships

41%



Covering topics that can be uncomfortable to discuss

40%



Specific cultural elements associated with racial/ethnic backgrounds

29%



Characters embedded in specific affinity groups

27%



Traits or cultures associates with geographic regions/areas

26%





Asian audiences tend to place higher value on believable dialogue when it comes to aiding authenticity (#1 ranked, ahead of other groups)

Key for skews: Gen Z Gen Y Gen X ♀ ♂ Parents



Transpartisan appeal (50%+ approval across the aisle Rep/Ind/Dem)

While realistic scenarios can feel heavy at times, weaving in humor and light-heartedness can keep the tone both relatable and engaging.

Content Hooks	<div><div><div>58%</div><div>Humor & lightheartedness</div><div>Driven by women (64%)</div></div></div>	<div><div><div>54%</div><div>Authentic portrayals of real-life situations</div><div>Driven by women (58%), Black/AA (61%), Parents (61%)</div></div></div>	<div><div><div>52%</div><div>Inspiring story themes</div><div>Driven by women 18-24 (66%), Black/AA (61%), Hispanic (59%)</div></div></div>	<div><div><div>51%</div><div>Characters looking for/finding solutions to relatable challenges</div><div>Driven by Black/AA (62%), Gen Z (59%), Millennials (54%)</div></div></div>	<div><div><div>51%</div><div>Emotional depth</div><div>Driven by Black/AA (62%), Gen Z (58%), Millennials (55%), Women (54%)</div></div></div>	<div><div><div>49%</div><div>Suspenseful situations</div><div>Driven by Gen Z (56%), Millennials (51%)</div></div></div>
	<div><div><div>49%</div><div>Aspects of the story are grounded in everyday life</div><div>Driven by Black/AA (58%), Millennials (54%), women (52%)</div></div></div>	<div><div><div>48%</div><div>Relatable family challenges in the storyline</div><div>Driven by Black/AA (60%), Millennials (53%)</div></div></div>	<div><div><div>46%</div><div>Characters that represent people like me</div><div>Driven by Black/AA & Hispanic (53%), Gen Z (52%), Millennials (51%)</div></div></div>	<div><div><div>44%</div><div>Lessons I can apply to my own life</div><div>Driven by Black/AA (59%), Gen Z (54%), Hispanic (51%), Millennials (50%)</div></div></div>	<div><div><div>43%</div><div>Characters of varied cultures or lifestyles</div><div>Driven by Black/AA (55%), Gen Z & Millennials (49%)</div></div></div>	<div><div><div>42%</div><div>Circumstances different than my own to escape</div><div>Driven by Black/AA (49%), Gen Z (48%)</div></div></div>

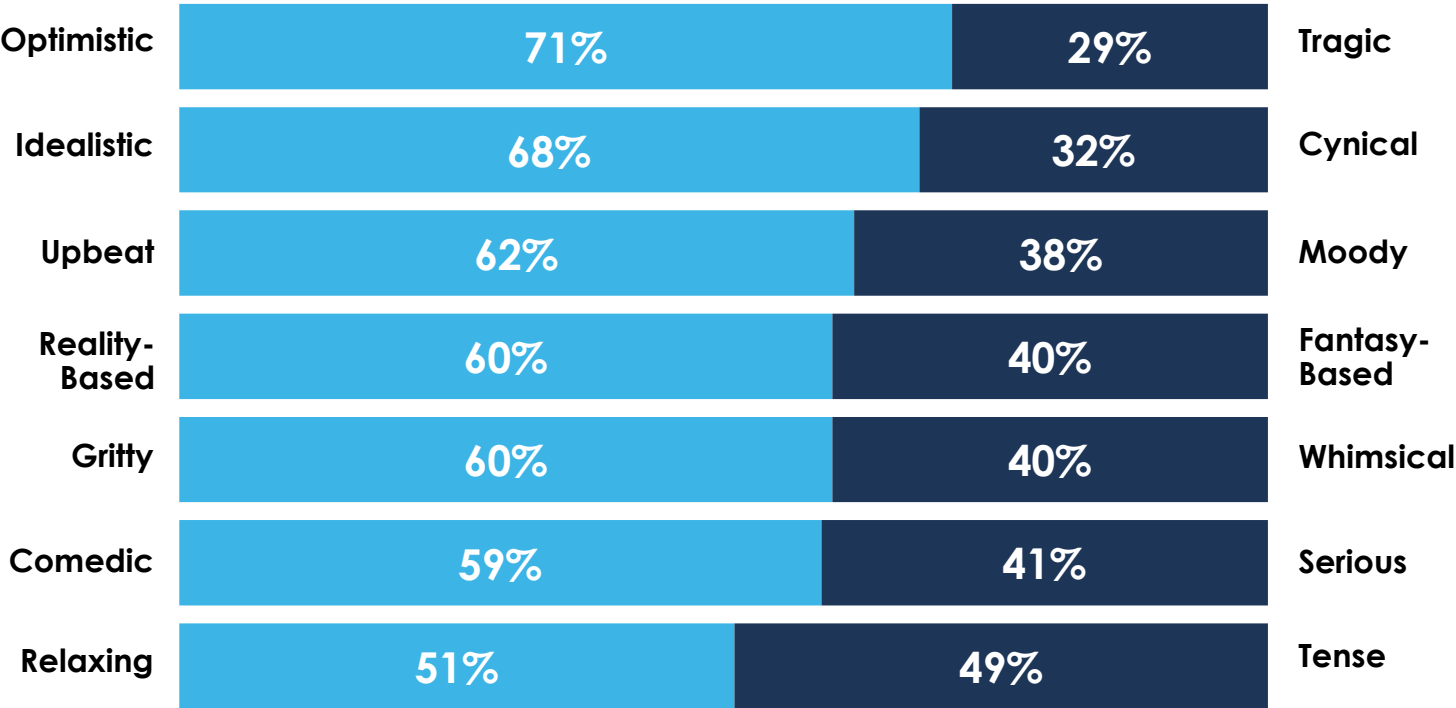
More people prefer relatable, applicable situations to their lives that have depth, inspiration, and suspense rather than prefer escapism that is different from their own lives.



Audiences also lean toward optimistic, idealistic, and upbeat narratives over tragic or cynical ones.



The Tone of Storytelling Audiences Prefer in a Show or Movie

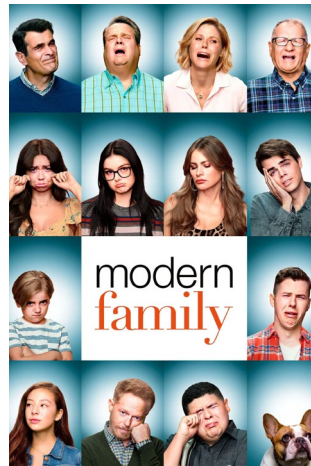


While all viewers prefer reality-based storytelling over fantasy-based, women 55+ (+10pp vs the average) and/or parents (+8pp) are the most likely to prefer a sense of realism over a story rooted in fantasy.

Titles that are perceived to do a good job showcasing realistic scenarios include *Grey's Anatomy*, *This is Us*, and *Modern Family*.

Shows That are Perceived to do a Good Job at Realistic Portrayals of Work, Family, and Care

Top Mentions: Best-in-Class



While all these titles offer authentic portrayals of real life, they also incorporate comedic elements – something viewers value.

Recent online discussions around TV shows reveals an uptick in support of content with authentic depictions of work, family, and care.

Social Insights –



These encouraging shifts, compared to last year, illustrate positive movement for authentic representation – specifically in the larger Drama landscape – as well as growing advocacy and social engagement for series that champion New America’s desired content.



67%

of this year’s titles with authentic representation land above the Drama genre median in terms of volume of discussion

with

+26%

increased posts recommending others watch these shows (advocacy)

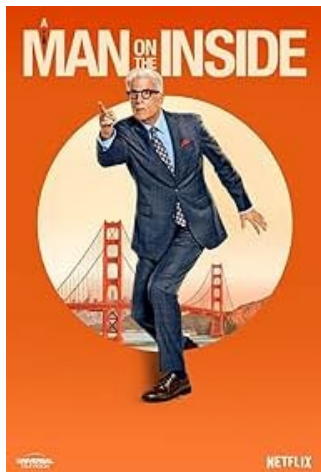
and

+16%

increased social media mentions (volume)

Other representative shows drawing large amounts of online buzz for being especially relatable include *A Man on the Inside* and *High Potential*

Prime examples of new 2024 series that embrace real life care and family representation



Spotlight on elderly family

Fans relate to elderly parents facing **loneliness, Alzheimer's disease, dementia and the difficult decision to reside in care facilities.** They share **personal stories** and how the on-screen representation leads to them feel emotional and 'seen' after watching the series.



Spotlight on parenting realities

Resonates for its realistic and heartwarming, depictions of **family dynamics – particularly between mothers and their children.** Viewers relate with the challenges of **navigating / finding childcare for work, handling bullying, and sibling relationships.**

These care dynamics are on opposite ends of the age spectrum yet drawing broad appeal.

Audiences want to see more about how the daily juggling act between work and family life can be supported.

REAL LIFE PRESSURES & THE SUPPORT PEOPLE NEED

Stories about the real struggles of balancing life and the systems that help

Average: 58%

- 60% Mental health strain from work/family
- 58% Supportive bosses or coworkers
- 57% Integrating work, family, caregiving
- 58% Finding resources like leave or care

“Most people experience periods in their lives where it becomes **difficult to balance work and family life**. It's stressful, it's hard. But it's a type of adversity that most can recognize and relate to.”

- 25-39; Woman

CAREGIVING VISIBILITY AND SUPPORT NETWORKS

Stories that show people talking about caregiving and supporting one another

Average: 55%

- 58% Mutual support with work + caregiving
- 58% Conflict with family or coworkers
- 58% Proudly identifying as a caregiver
- 53% Openly talking about caregiving
- 50% Student parents juggling school + care

“Being a **caregiver to a family member** 24/7 is something I never even thought about until I had to do it. It would be so good to see the complexities in movies and TV shows.”

- 55+; Man

REDEFINING GENDER ROLES AND REPRESENTATION

Stories that challenge or reshape traditional expectations of gender and caregiving

Average: 54%

- 60% Women balancing work + parenting
- 59% Men caregiving & succeeding at work
- 53% Women in male-dominated careers
- 51% Men in traditionally female jobs
- 49% Traditional gender roles at home/work

“Typically, you still see gender-specific roles being presented on TV...**most couples I know share the housework**.”

- 25-39; Woman



Seeing more realistic depictions of workplace voice, benefits, and allies has transpartisan appeal and is widely relatable.




ADVOCACY




It's compelling when characters navigate workplace tensions and bravely stand up against unfair treatment related to pregnancy, parenting, caregiving, or health

(Rated #1 most interesting social topic, #2 most unique for TV & film)








SUPPORT

There's interest in seeing stories with bosses or co-workers showing support through actions and workplace policies that help (58% are interested)   

Similarly, audiences want to see characters or storylines that show how people find or identify resources such as, paid family and medical leave or affordable child, elder or disability care (57% are interested)   

ALLIES

Viewers would enjoy seeing characters generally supporting each other through work & caregiving challenges (58% are interested)  

Audiences want more depictions of people looking for or discussing real-life solutions like paid leave or workplace support that can help people manage caregiving responsibilities (53% want more realism on-screen)   

Key for skews: Gen  Gen  Gen     Parents



Transpartisan appeal (50%+ approval across the aisle Rep/Ind/Dem)





FAMILY



CARE

Viewers also want marked change in how stories portray challenges and triumphs of family roles and caregiving responsibilities.

FAMILY ROLES

There's interest in seeing more of the blurred lines and expanding roles that dads and moms play in the American household

(Ranked first for needing better representation) X

Many are compelled to see more multigenerational families helping each other, managing conflicts and experiencing joy

(#2 most interesting theme in the trade-off exercise) X

CAREGIVING

A majority of Americans agree there should be more help from government and policy around caregiving

(70%+ agree) Z X ♀

Caregiving under pressure is one of the most unique prospects for representation in storytelling

(A top 5 most unique themes in trade-off exercise)

U.S. audiences feel there could be more storylines touching on caregiving

(52% call for better representation on-screen) X ♀

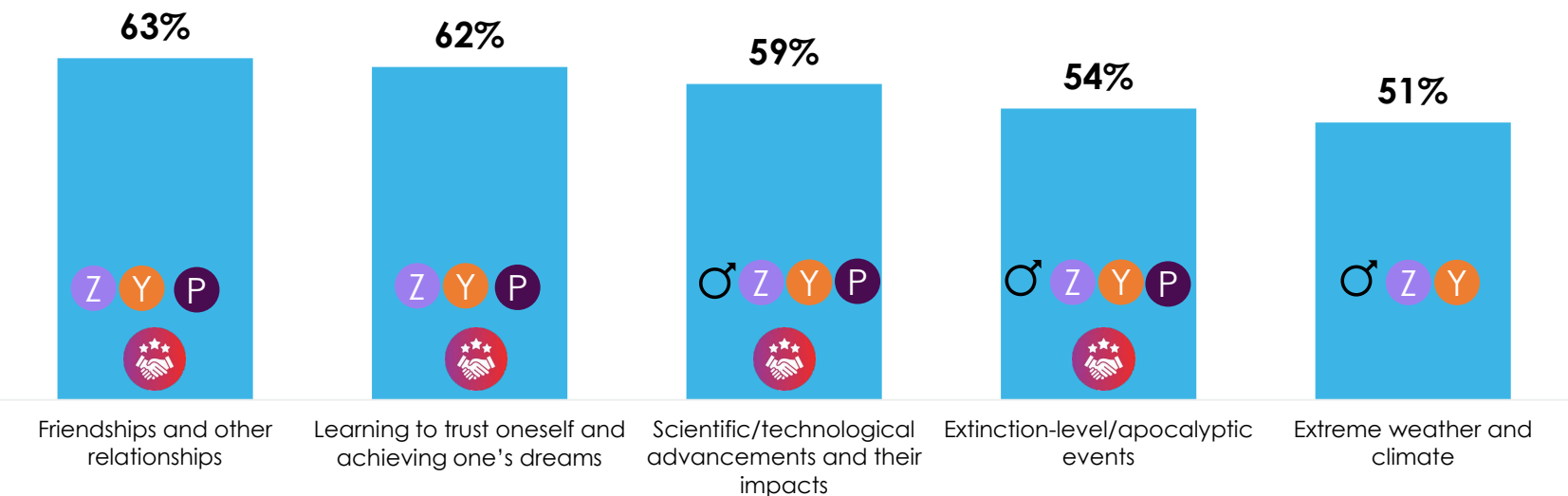
Key for skews: Gen Z Gen Y Gen X ♀ F ♂ M Parents



MarketCast. TRate, MDShortIntro, FactThemes

Americans (especially younger) are also drawn to stories centered around friendship, personal growth, and even climate or tech-driven disruption while characters are dealing with work and family issues.

OTHER POTENTIAL ELEMENTS TO LAYER IN WITH REALISTIC SCENARIOS



Learning to trust oneself and achieve dreams is #1 for Non-White audiences

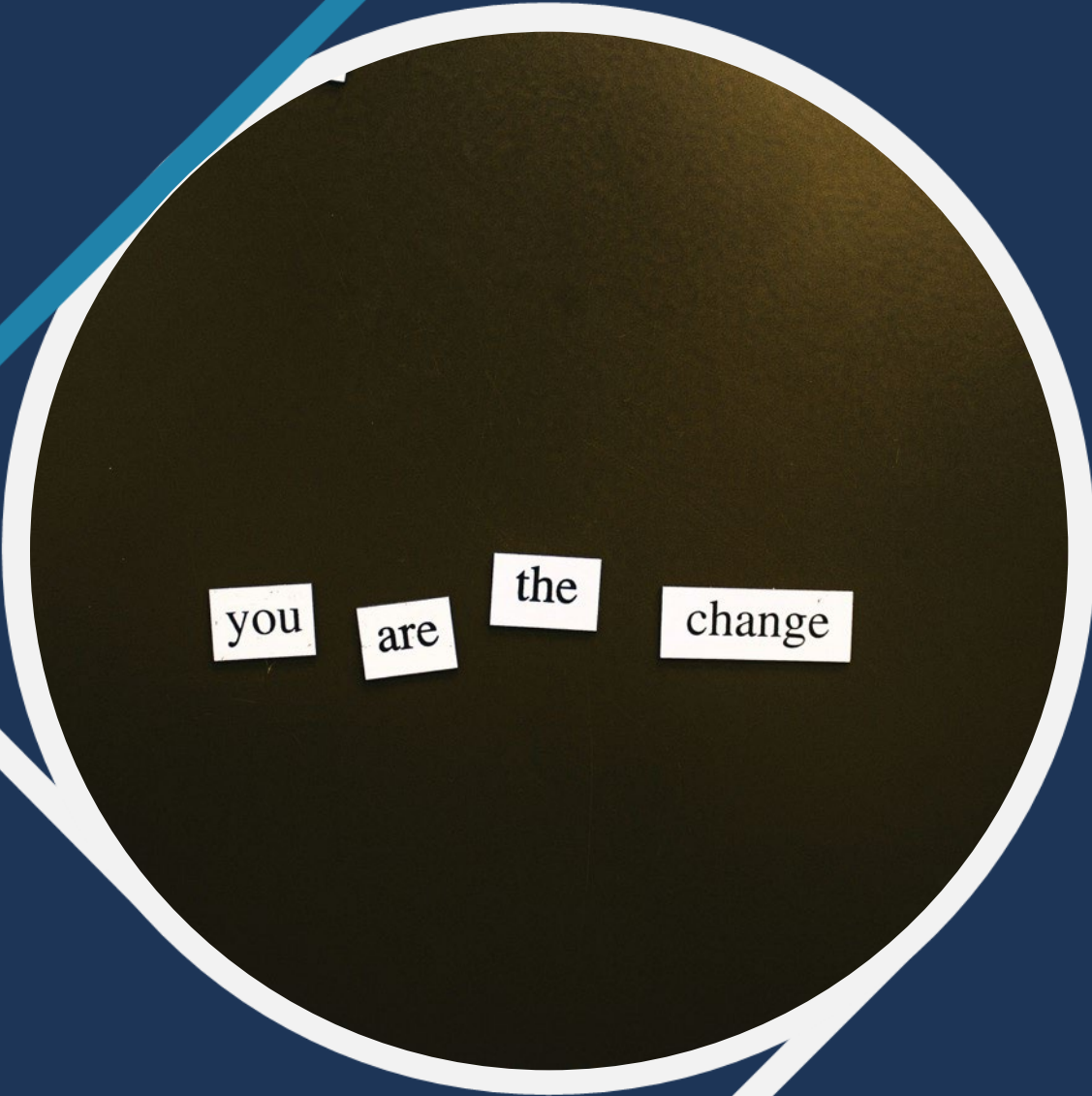
Parents especially like themes related to learning and development

Key for skews: Gen Z Gen Y Gen X ♀ F ♂ M P arents



Transpartisan appeal (50%+ approval across the aisle Rep/Ind/Dem)

SECTION 4: The Impact Change Matters in Content



you are the change

When audiences see stories that reflect authentic challenges, they don't just watch...they *feel, relate, and act*.

Parasocial Impact – Watching content depicting relatable work or family life has:



Encouraged Viewership

37% recommended a show/movie



Fostered Understanding

35% learned about others' experiences

34% became more understanding



Offered Emotional Reprieve

33% felt less alone in their struggles



Shifted Perspectives

32% said their outlook on life changed



Helped People Cope

Nearly **1 in 3** said the content helped them imagine their future, deal with challenges, or make personal changes



Inspired Action

26% were motivated to make different choices or start meaningful conversations



Created a Connection

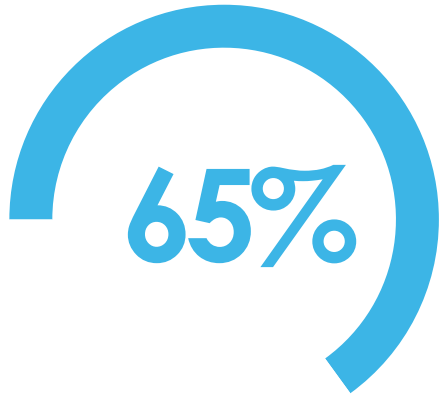
24% felt a sense of connection with others

23% felt more brave and less scared

Overall, **~87%** have said that watching content depicting relatable work or family life has **at least one** impact on them

Media psychology research finds that most people underestimate the impact of media on their beliefs and behaviors, while believing it *does* affect others. This is the 'third-person effect.'

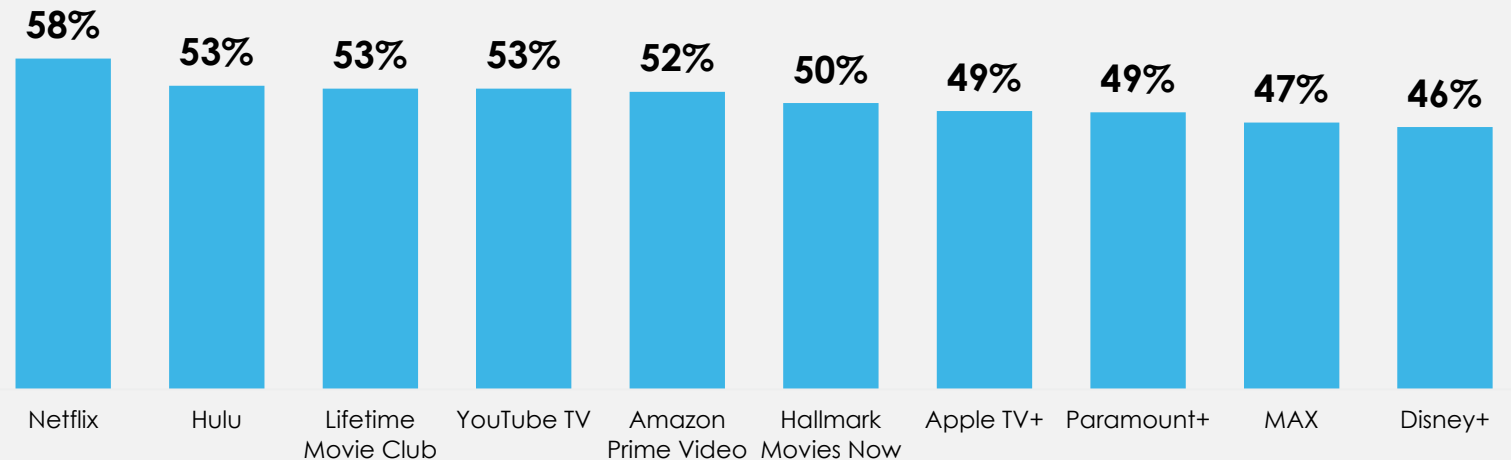
Authentic stories can also lead audiences to subscribe, or stay subscribed, to a streaming service.



Are very likely or likely to subscribe, or stay subscribed, to a streaming service if authentic stories of **work, family, and caregiving** are **woven into characters' lives**

Driven by those <35 (72%), and/or parents (79%), Black (70%) and Hispanic Viewers (69%), and those who work full-time (73%)

PERCEPTIONS OF STREAMERS CURRENTLY BEST AT PROVIDING AUTHENTIC STORIES:



APPENDIX

Case-Specific Findings



Storylines touching on work and life appeal broadly.

WORKING AMERICANS RELATE TO:

INTERSECTION OF WORK & FAMILY

#1 ranked situational challenge US audiences have experienced is **managing personal or family life with work** – something over half of viewers are interested to see this on-screen

VARIED INCOME & SOCIOECONOMICS

More than three quarters of viewers want to see varied income on-screen and more characters representing their own income levels – **gig work and living paycheck to paycheck** are top ranking situational challenges that Americans face

WORKPLACE DYNAMICS

Over half of adults are interested to see TV and movies touching on **burnout, stress and complicated workplace relationships**





Caregiving challenges are highly relevant today.

Whether finding care and support for kids, chronically ill family, or elders

63%

Are interested in seeing families where someone is disabled or has a chronic health issue

57%

are interested in stories showing how work, family, and caregiving can be integrated

41%

of parents experience challenges managing work + childcare

21%

of working adults have left a job to care for themselves or someone else

1+ in 5

age 55+ are the main caregiver for a family member with an extended or chronic illness

1+ in 5

Americans are a main caregiver for an older family member

Room for more realistic gender portrayals.

Audiences are moving away from traditionalistic views.

34% A mix of opinions

30% Feminist

26% Ok with status quo

9% Traditionalist on gender

CONTEXT FOR CHANGE.



Nearly 3 in 5 viewers want to see **more equality between on-screen moms and dads** around household earning and family responsibilities



Over half of viewers are interested to see **more female characters in male-dominated careers**



Similarly, 51% also want to see more **men in traditionally female jobs**



AUDIENCE SENTIMENT

41% feel society is not accepting enough of **women or men taking on roles typically associated with the opposite gender**

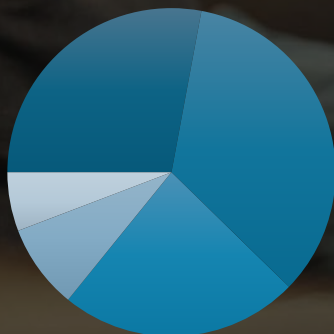
35% feel society accepts **men or women taking on roles typically associated with the opposite gender** about the right amount

15% feel society is too accepting of **men or women taking on roles typically associated with the opposite gender**

Desire for more relatable abortion stories.

OPENNESS AROUND ABORTION

62% agree **abortion should be legal**, at least in most cases (vs. 32% illegal)



- Legal in all cases
- Legal in most cases
- Illegal in most cases
- Illegal in all cases
- I don't know/no opinion

- Especially: women, Gen Z, those who've experienced health & reproductive challenges, those who are progressive on gender

- Democrats (80%) and Independents (62%) are strongest supporters, but 45% of Republicans also agree that it is legal in all/most cases



Legal Abortion, FactThemes

WHERE MEDIA CAN IMPROVE

49% want abortion topics in TV/movies to be more realistic

41% want to see more stories with pregnancy and family planning decisions



Women rank themes about Reproductive Choice as the #2 most unique theme they would watch related to family/work/care

Most people seeking abortions in the U.S. already have children but **on TV, only 10% of abortion stories include parents, and only 5% of abortion stories mention the real-life challenges** that parents face with managing work and care.

Nearly half of viewers (49%) want more realistic stories; just 15% are okay with the status quo that misrepresents reality.



Thank you.