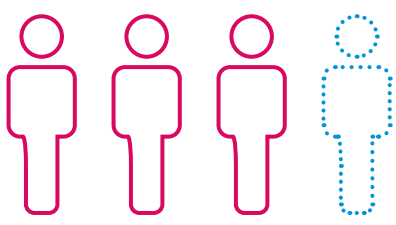


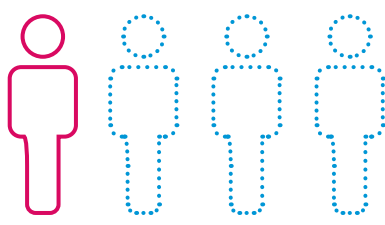
Americans Reveal Unconscious Bias in Portrait of the “All-American Family”

3 out of 4



people picture an “All-American Family” as white, with a mom, dad, and kids

1 in 4



American families match that portrait¹

Family Shaming is a Real Thing:

Study Shows Single-Parent Families Aren’t Seen as “All-American”

44%

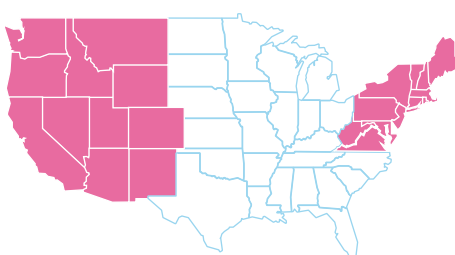
feel Single Parents are “All-American Families”

38%

of non-whites feel Single Parents are “All-American Families”

49%

feel that families without children are considered “All-American”



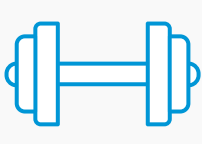
Single Parent and childless families are not viewed as “All-American” in the Northeast and West



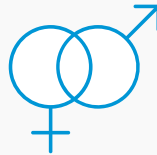
“All-American Family” Definitions Evolving

Millennials vs. Boomers

More Millennials believe “All-American” is defined as Academic, College-Educated, and Athletic



Boomers are more likely to describe “All-American” as Middle/Lower Class, Blue Collar, Suburban/Rural, and Heterosexual



While the Definition of “All-American Family” Seems Fragmented, One Thing Remains Clear: Family Photos are Pivotal in Preserving Memories



84%

agree that having family portraits in their homes is important to them



89%

agree that printed photos help to illustrate family history



About HP All-American Family Study

The HP All-American Family study was an online survey among 2,000 adults in the U.S., commissioned by HP with Edelman Intelligence. Data was collected June 11-19, 2018. The survey also included an implicit reaction time test, a scientific way to measure reaction times to understand implicit feelings and attitudes. #reinventmindsets. ¹ Based on 2010 U.S. Census Bureau data.

