

Equity 8™

The gender-equity rating for kids' entertainment.

Movie: Peter Rabbit (2018)
 Highest rating possible: 8 stars
 Peter Rabbit rating: 4 stars

Met criteria = 1 Did not meet criteria = 0 Egregiously did not meet criteria = -1

What to look for in kids' entertainment	Rating	Explanation of rating
<i>Throughout story, no gender or biological sex is disrespected.</i>	1	<i>While no character says an overtly sexist comment, which is good, there are sexist dynamics throughout the movie. These are addressed in the other categories.</i>
<i>Females are half the characters who drive the plot throughout the entire story.</i>	1	<i>Bea Potter and Peter Rabbit both drive the story. The movie title, though, puts the focus solely on Peter.</i>
<i>Female and male bodies are clothed, filmed and/or drawn with equal respect.</i>	0	<p><i>A scene with Bea Potter perpetuates the message that females' body parts are for appraisal and titillation. After we meet her for the first time, the camera angle centers on her retreating behind in tight-fitting jeans. The scene instead could center on her retreating back or feet (to show the rabbits), among various options.</i></p> <p><i>When Peter calls the shirtless young McGregor "skinny" (and one of the rabbits laughs at this), we are sent the message that men who do not have broad, highly developed muscles are to be ridiculed and shamed. This shaming ties in with the "toxic masculinity" messages that muscles equal power and that boys and men</i></p>

		<p><i>need to force their (real or perceived) power over others to avoid ridicule.</i></p> <p><i>There is a scene when young McGregor's pants are pulled down, which is written as fast-paced and comedic. McGregor is dressed in loose-fitting, shorts-style underwear. The scene is presented and filmed in such a way that young McGregor's body parts are not presented for our appraisal or titillation.</i></p>
<p><i>Female-male relationships demonstrate mutual respect throughout entire story.</i></p>	<p>0</p>	<p><i>Young McGregor lies to Bea Potter multiple times.</i></p> <p><i>There is a blatant hierarchy and patriarchy among the rabbits. Peter is above Benjamin, and Benjamin is above Flopsy, Mopsy and Cotton-Tail. Peter never asks for Flopsy's (red clothes), Mopsy's (yellow clothes), Cotton-Tail's (blue clothes) or Benjamin's ideas or preferences. They are shown only as followers of Peter. Benjamin talks to Peter about Flopsy, Mopsy and Cotton-Tail in third person, "the girls," when they are present. This conveys Flopsy, Mopsy, and Cotton-Tail are more child-like and less capable than Peter and Benjamin. During a disagreement about a plan that puts all four rabbits at risk, Peter apologizes to Benjamin but doesn't apologize to Flopsy, Mopsy or Cotton-Tail.</i></p> <p><i>The movie doesn't develop Flopsy, Mopsy and Cotton-Tail's characters enough for us to easily distinguish between them. The audience ends up grouping them in their minds as well.</i></p>
<p><i>Female shows physical strength or agility without a male's assistance.</i></p>	<p>1</p>	<p><i>There are multiple times at least one female rabbit is shown as physically capable. This is great. The movie would be better if these moments were longer-lasting and in the center of the screen.</i></p>

<p><i>A female's new idea (among a group with males in it) is enthusiastically validated and implemented.</i></p>	<p>0</p>	<p><i>This did not happen.</i></p>
<p><i>A male shows fear or sadness without shame.</i></p>	<p>1</p>	<p><i>Peter Rabbit shows fear at times with both McGregors. No one shames him for it nor does he shame himself. No one shames Benjamin for being scared about almost being thrown in the river.</i></p>
<p><i>A female shows aggressiveness without shame.</i></p>	<p>0</p>	<p><i>None with Bea Potter.</i></p> <p><i>Mopsy likes to tell Flopsy what to do because she claims to be the oldest. This is too minor in the plot and comes across as more about hierarchy. Cotton-Tail does act extremely aggressive at times but she ends up apologizing for it or having to take it back.</i></p>



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