

**PEW RESEARCH CENTER
GENDER AND LEADERSHIP ONLINE SURVEY
FINAL TOPLINE
NOVEMBER 12-21, 2014
N=1,835
MEN=914, WOMEN=921**

NOTE: ALL NUMBERS ARE PERCENTAGES. THE PERCENTAGES LESS THAN .5% ARE REPLACED BY AN ASTERISK (*). COLUMNS/ROWS MAY NOT TOTAL 100% DUE TO ROUNDING.

ASK ALL:

Q.1 All in all, are you satisfied or dissatisfied with the way things are going in this country today?

<u>Total</u>		<u>Men</u>	<u>Women</u>
29	Satisfied	29	29
71	Dissatisfied	71	71
*	No answer	1	*

NO QUESTIONS 2-3**[RANDOMIZE Q.4a/4b/4c/4d]****ASK ALL:**

Q.4a How much discrimination would you say there is against WOMEN in our society today?

<u>Total</u>		<u>Men</u>	<u>Women</u>
13	A lot	10	15
44	Some	38	50
32	Only a little	36	28
11	None at all	15	6
1	No answer	1	1

ASK ALL:

Q.4b How much discrimination would you say there is against AFRICAN AMERICANS in our society today?

<u>Total</u>		<u>Men</u>	<u>Women</u>
21	A lot	18	23
47	Some	43	50
24	Only a little	29	20
8	None at all	9	6
1	No answer	1	*

ASK ALL:

Q.4c How much discrimination would you say there is against HISPANICS in our society today?

<u>Total</u>		<u>Men</u>	<u>Women</u>
19	A lot	17	21
46	Some	44	48
26	Only a little	28	24
8	None at all	10	6
1	No answer	1	1

ASK ALL:

Q.4d How much discrimination would you say there is against GAYS AND LESBIANS in our society today?

<u>Total</u>		<u>Men</u>	<u>Women</u>
28	A lot	24	32
45	Some	44	46
20	Only a little	24	17
6	None at all	7	4
1	No answer	1	1

[RANDOMIZE Q.5a/5b]**ASK ALL:**

Q.5a Which one of the following statements comes closest to your opinion about **[RANDOMIZE: men and women/women and men]** as POLITICAL LEADERS?

<u>Total</u>		<u>Men</u>	<u>Women</u>
14	Men generally make better political leaders than women	17	12
9	Women generally make better political leaders than men	7	11
75	In general, women and men make equally good political leaders	74	76
2	No answer	2	1

ASK ALL:

Q.5b Which one of the following statements comes closest to your opinion about **[RANDOMIZE: men and women/women and men]** as BUSINESS LEADERS?

<u>Total</u>		<u>Men</u>	<u>Women</u>
11	Men generally make better business leaders than women	15	8
7	Women generally make better business leaders than men	4	10
80	In general, women and men make equally good business leaders	79	81
1	No answer	2	1

DISPLAY FOR ALL:

When it comes to politics...

[RANDOMIZE Q.6a/6b]**ASK ALL:**

Q.6a In general, do you think WOMEN are better at executive jobs like serving as mayor or governor, or are they better at legislative jobs like serving on the city council or Congress?

<u>Total</u>		<u>Men</u>	<u>Women</u>
7	Executive jobs	6	7
10	Legislative jobs	11	9
82	No difference	82	83
1	No answer	2	1

ASK ALL:

Q.6b In general, do you think MEN are better at executive jobs like serving as mayor or governor, or are they better at legislative jobs like serving on the city council or Congress?

<u>Total</u>		<u>Men</u>	<u>Women</u>
11	Executive jobs	12	10
5	Legislative jobs	5	5
83	No difference	82	85
1	No answer	1	1

[RANDOMIZE Q.7a/7b/7c/7d/7e/7f/7g]**ASK ALL:**

Q.7 In general, do you think each of the following characteristics is **[RANDOMIZE: more true of men or more true of women/more true of women or more true of men]**? **[RANDOMIZE ITEMS a-g]**

a. Intelligent

<u>Total</u>		<u>Men</u>	<u>Women</u>
4	More true of men	5	2
9	More true of women	6	11
86	Equally true of both	86	86
2	No answer	3	1

b. Decisive

<u>Total</u>		<u>Men</u>	<u>Women</u>
27	More true of men	32	24
9	More true of women	6	11
62	Equally true of both	59	64
2	No answer	3	1

c. Compassionate

<u>Total</u>		<u>Men</u>	<u>Women</u>
2	More true of men	2	2
65	More true of women	61	68
32	Equally true of both	34	29
2	No answer	2	1

d. Innovative

<u>Total</u>		<u>Men</u>	<u>Women</u>
12	More true of men	17	7
11	More true of women	6	15
75	Equally true of both	74	75
2	No answer	2	2

e. Organized

<u>Total</u>		<u>Men</u>	<u>Women</u>
4	More true of men	6	2
48	More true of women	40	56
46	Equally true of both	52	41
2	No answer	2	1

f. Ambitious

<u>Total</u>		<u>Men</u>	<u>Women</u>
21	More true of men	22	20
9	More true of women	8	11
68	Equally true of both	68	68
2	No answer	2	1

QUESTION 7 CONTINUED ...

g. Honest

<u>Total</u>		<u>Men</u>	<u>Women</u>
3	More true of men	4	1
29	More true of women	24	32
67	Equally true of both	69	65
2	No answer	2	2

ASK ALL:

Q.8 Which of these two statements comes closer to your own view, even if neither is exactly right?

<u>Total</u>		<u>Men</u>	<u>Women</u>
28	This country has made the changes needed to give men and women equality in the workplace	35	21
71	This country needs to continue making changes to give men and women equality in the workplace	63	77
2	No answer	2	1

[SPLIT INTO TWO BLOCKS. BLOCK 1 RANDOMIZE Q.9a/9b/9c/9d. BLOCK 2 SHOW IN SAME ORDER AS Q.10]**ASK ALL:**Q.9 In general, do you think news organizations focus too much, too little, or about the right amount on the following when talking about WOMEN in high political offices? **[BLOCK 1 RANDOMIZE ITEMS a-d]**

a. Their family life

<u>Total</u>		<u>Men</u>	<u>Women</u>
32	Too much	31	34
23	Too little	21	26
43	About the right amount	47	40
1	No answer	2	1

b. Their gender

<u>Total</u>		<u>Men</u>	<u>Women</u>
36	Too much	34	37
23	Too little	21	25
40	About the right amount	43	37
1	No answer	2	1

c. Their professional experience

<u>Total</u>		<u>Men</u>	<u>Women</u>
13	Too much	15	12
40	Too little	36	45
45	About the right amount	48	43
1	No answer	2	1

d. Their policy positions

<u>Total</u>		<u>Men</u>	<u>Women</u>
13	Too much	14	12
40	Too little	36	45
45	About the right amount	48	43
1	No answer	2	1

[SPLIT INTO TWO BLOCKS. BLOCK 1 SHOW IN SAME ORDER AS Q.9. BLOCK 2 RANDOMIZE Q.10a/10b/10c/10d.]

ASK ALL:

Q.10 In general, do you think news organizations focus too much, too little, or about the right amount on the following when talking about MEN in high political offices? **[BLOCK 2 RANDOMIZE ITEMS a-d]**

a. Their family life

<u>Total</u>		<u>Men</u>	<u>Women</u>
32	Too much	34	31
16	Too little	14	18
50	About the right amount	49	51
2	No answer	2	1

b. Their gender

<u>Total</u>		<u>Men</u>	<u>Women</u>
31	Too much	30	32
10	Too little	9	10
57	About the right amount	58	56
2	No answer	2	2

c. Their professional experience

<u>Total</u>		<u>Men</u>	<u>Women</u>
27	Too much	24	29
20	Too little	19	21
52	About the right amount	55	49
1	No answer	2	1

d. Their policy positions

<u>Total</u>		<u>Men</u>	<u>Women</u>
28	Too much	26	29
22	Too little	22	23
48	About the right amount	50	47
2	No answer	2	1

NO QUESTION 11

[RANDOMIZE Q.12/13. RANDOMIZE RESPONSE OPTIONS 1 AND 2. KEEP SAME ORDER OF OPTIONS FOR Q.12 AND Q.13 FOR EACH RESPONDENT.]

ASK ALL:

Q.12 Thinking about TOP EXECUTIVE POSITIONS IN BUSINESS these days, would you say it is generally...

<u>Total</u>		<u>Men</u>	<u>Women</u>
68	Easier for men to get these positions	61	74
3	Easier for women to get these positions	4	1
28	Not much difference	33	23
1	No answer	2	1

ASK ALL:

Q.13 Thinking about HIGH POLITICAL OFFICES these days, would you say it is generally...

<u>Total</u>		<u>Men</u>	<u>Women</u>
66	Easier for men to get elected to high political offices	58	73
2	Easier for women to get elected to high political offices	3	1
30	Not much difference	37	24
2	No answer	3	1

[RANDOMIZE Q.16a/16b/16c/16d/16e/16f/16g]**ASK ALL:**

Q.16 Very few top executive positions in business in this country are filled by women. Here is a list of some possible reasons why.

For each one, please indicate whether you think it is a major reason, a minor reason, or not a reason why there aren't more women in TOP EXECUTIVE BUSINESS POSITIONS. **[RANDOMIZE ITEMS a-g]**

a. Generally speaking, women don't make as good managers as men

<u>Total</u>		<u>Men</u>	<u>Women</u>
7	Major reason	9	5
14	Minor reason	15	13
77	Not a reason	74	80
2	No answer	3	2

b. Women's responsibilities to family don't leave time for running a major corporation

<u>Total</u>		<u>Men</u>	<u>Women</u>
23	Major reason	20	26
35	Minor reason	37	34
40	Not a reason	41	39
2	No answer	3	2

c. Generally speaking, women aren't tough enough for business

<u>Total</u>		<u>Men</u>	<u>Women</u>
9	Major reason	8	10
22	Minor reason	24	19
68	Not a reason	65	70
2	No answer	3	2

d. Women don't have access to the same kinds of personal networks and connections that men have

<u>Total</u>		<u>Men</u>	<u>Women</u>
20	Major reason	17	23
27	Minor reason	27	27
51	Not a reason	54	48
2	No answer	3	2

e. Generally speaking, women are less likely than men to ask for promotions and raises

<u>Total</u>		<u>Men</u>	<u>Women</u>
18	Major reason	14	21
33	Minor reason	31	35
47	Not a reason	52	42
2	No answer	3	2

QUESTION 16 CONTINUED ...

- f. Women are held to higher standards than men and have to do more to prove themselves

<u>Total</u>		<u>Men</u>	<u>Women</u>
43	Major reason	33	52
22	Minor reason	23	20
33	Not a reason	41	26
2	No answer	2	2

- g. Many businesses are not ready to hire women for top executive positions

<u>Total</u>		<u>Men</u>	<u>Women</u>
43	Major reason	35	50
24	Minor reason	27	21
31	Not a reason	36	27
2	No answer	3	2

ASK ALL:

- Q.17 Which of these two statements comes closer to your own view, even if neither is exactly right?
[RANDOMIZE RESPONSE OPTIONS 1 AND 2]

<u>Total</u>		<u>Men</u>	<u>Women</u>
44	As more women move into management roles, it is only a matter of time before there are as many women as men in top executive positions in business [OR]	45	44
53	Even as more women move into management roles, men will continue to hold more top executive positions in business in the future	52	55
2	No answer	3	1

ASK ALL:

- Q.18 How much, if anything, do you think having more women in top leadership positions in business and government would do to improve the quality of life for all women?

<u>Total</u>		<u>Men</u>	<u>Women</u>
29	A lot	19	38
41	Some	43	40
19	Not much	23	14
9	Nothing at all	13	6
1	No answer	2	1

[RANDOMIZE Q.19a/19b/19c/19d/19e. RANDOMIZE RESPONSE OPTIONS 1 AND 2 IN SAME ORDER AS QUESTION STEM.]

ASK ALL:

Q.19 In general, do you think **[RANDOMIZE: men or women/women or men]** in HIGH POLITICAL OFFICES are better at each of the following? **[RANDOMIZE ITEMS a-e]**

- a. Standing up for what they believe in, despite political pressure

<u>Total</u>		<u>Men</u>	<u>Women</u>
10	Men are better	12	8
25	Women are better	19	30
63	No difference	67	60
2	No answer	2	2

- b. Being honest and ethical

<u>Total</u>		<u>Men</u>	<u>Women</u>
3	Men are better	4	2
34	Women are better	30	37
62	No difference	64	60
2	No answer	2	2

- c. Working out compromises

<u>Total</u>		<u>Men</u>	<u>Women</u>
9	Men are better	11	6
34	Women are better	27	41
55	No difference	60	51
2	No answer	2	1

- d. Working to improve the quality of life for Americans

<u>Total</u>		<u>Men</u>	<u>Women</u>
5	Men are better	6	4
26	Women are better	22	30
68	No difference	70	65
2	No answer	2	1

- e. Being persuasive

<u>Total</u>		<u>Men</u>	<u>Women</u>
17	Men are better	18	15
21	Women are better	18	25
60	No difference	62	59
2	No answer	2	2

[RANDOMIZE Q.20a/20b/20c/20d]**ASK ALL:**

Q.20 And thinking about some specific policy areas...

In general, do you think **[RANDOMIZE: men or women/women or men]** in HIGH POLITICAL OFFICES are better at each of the following? **[RANDOMIZE ITEMS a-d]**

a. Handling economic conditions

<u>Total</u>		<u>Men</u>	<u>Women</u>
12	Men are better	13	10
14	Women are better	12	16
73	No difference	73	72
2	No answer	2	1

b. Dealing with social issues such as education and health care

<u>Total</u>		<u>Men</u>	<u>Women</u>
3	Men are better	4	2
38	Women are better	33	43
57	No difference	61	53
2	No answer	2	2

c. Handling environmental issues

<u>Total</u>		<u>Men</u>	<u>Women</u>
9	Men are better	9	9
18	Women are better	18	18
71	No difference	71	71
2	No answer	2	2

d. Dealing with national security and defense

<u>Total</u>		<u>Men</u>	<u>Women</u>
37	Men are better	40	34
5	Women are better	4	5
56	No difference	54	59
2	No answer	2	2

[RANDOMIZE Q.21a/21b/21c/21d/21e/21f]**ASK ALL:**

Q.21 In general, do you think **[RANDOMIZE: men or women/women or men]** in TOP EXECUTIVE POSITIONS are better at each of the following? **[RANDOMIZE ITEMS a-f]**

a. Being honest and ethical

<u>Total</u>		<u>Men</u>	<u>Women</u>
3	Men are better	4	2
31	Women are better	27	35
64	No difference	67	61
2	No answer	2	2

b. Being willing to take risks

<u>Total</u>		<u>Men</u>	<u>Women</u>
34	Men are better	37	31
5	Women are better	5	6
58	No difference	55	61
2	No answer	3	2

c. Providing fair pay and good benefits

<u>Total</u>		<u>Men</u>	<u>Women</u>
5	Men are better	6	4
30	Women are better	24	34
64	No difference	68	60
2	No answer	2	2

d. Negotiating profitable deals

<u>Total</u>		<u>Men</u>	<u>Women</u>
18	Men are better	18	18
7	Women are better	7	7
73	No difference	73	73
2	No answer	2	2

e. Being an effective spokesperson for their company

<u>Total</u>		<u>Men</u>	<u>Women</u>
9	Men are better	11	7
12	Women are better	11	13
77	No difference	76	78
2	No answer	2	2

f. Providing guidance or mentorship to young employees

<u>Total</u>		<u>Men</u>	<u>Women</u>
7	Men are better	9	5
25	Women are better	21	28
66	No difference	67	65
2	No answer	2	2

[RANDOMIZE Q.22a/22b/22c/22d/22e/22f]**ASK ALL:**

Q.22 Fewer women than men occupy high political offices, like governor or Senate seats. Here is a list of some possible reasons why.

For each, please indicate whether you think it is a major reason, a minor reason, or not a reason why there are fewer women in HIGH POLITICAL OFFICES. **[RANDOMIZE ITEMS a-f]**

- a. Many Americans aren't ready to elect a woman to higher office

<u>Total</u>		<u>Men</u>	<u>Women</u>
37	Major reason	31	41
29	Minor reason	29	28
33	Not a reason	37	29
2	No answer	3	2

- b. Women's responsibilities to family don't leave time for politics

<u>Total</u>		<u>Men</u>	<u>Women</u>
17	Major reason	15	18
32	Minor reason	33	31
48	Not a reason	49	48
2	No answer	3	2

- c. Generally speaking, women aren't tough enough for politics

<u>Total</u>		<u>Men</u>	<u>Women</u>
8	Major reason	8	8
17	Minor reason	17	18
72	Not a reason	72	73
2	No answer	3	2

- d. Fewer women have the experience required for higher office

<u>Total</u>		<u>Men</u>	<u>Women</u>
19	Major reason	19	19
32	Minor reason	31	32
48	Not a reason	48	48
2	No answer	2	2

- e. Women who are active in party politics get less support from party leaders

<u>Total</u>		<u>Men</u>	<u>Women</u>
27	Major reason	21	33
31	Minor reason	32	30
40	Not a reason	44	36
2	No answer	3	2

- f. Women who run for office are held to higher standards than men and have to do more to prove themselves

<u>Total</u>		<u>Men</u>	<u>Women</u>
38	Major reason	28	47
24	Minor reason	25	23
36	Not a reason	44	28
3	No answer	3	2

ASK IF MARRIED (PPMARIT=1):

Q.23 Is your spouse now employed full-time, part-time or not employed?

<u>Total</u>		<u>Men</u>	<u>Women</u>
53	Full-time	42	64
10	Part-time	15	5
36	Not employed	42	30
1	No answer	1	1

ASK ALL:

Q.24 During the time you were growing up, did your mother work full-time, part-time, or was she not employed?

<u>Total</u>		<u>Men</u>	<u>Women</u>
44	Full-time	45	44
20	Part-time	20	19
35	Not employed	34	37
1	No answer	1	1

[RANDOMIZE RESPONSE OPTIONS 1-3]**ASK ALL:**

Q.24A In general, what do you think is better for a woman who wants to reach a top executive position in business?

<u>Total</u>		<u>Men</u>	<u>Women</u>
36	Having children early on in her career	36	37
40	Waiting until she is well-established in her career to have children	38	41
22	Not having children at all	24	20
2	No answer	3	2

[RANDOMIZE Q.25a/25b/25c/25d/25e/25f/25g]**ASK ALL:**

Q.25 Now one last question about leadership...

How important is it to you for a leader to be each of the following? **[RANDOMIZE ITEMS a-g]**

a. Intelligent

<u>Total</u>		<u>Men</u>	<u>Women</u>
80	Absolutely essential for a leader	77	82
14	Important, but not essential	15	14
4	Not important	5	3
2	No answer	2	1

b. Decisive

<u>Total</u>		<u>Men</u>	<u>Women</u>
80	Absolutely essential for a leader	78	81
14	Important, but not essential	14	14
4	Not important	6	3
2	No answer	3	2

c. Compassionate

<u>Total</u>		<u>Men</u>	<u>Women</u>
57	Absolutely essential for a leader	47	66
36	Important, but not essential	43	29
5	Not important	7	3
2	No answer	2	1

QUESTION 25 CONTINUED ...

d. Innovative

<u>Total</u>		<u>Men</u>	<u>Women</u>
56	Absolutely essential for a leader	51	61
37	Important, but not essential	40	35
5	Not important	7	3
2	No answer	2	2

e. Organized

<u>Total</u>		<u>Men</u>	<u>Women</u>
67	Absolutely essential for a leader	65	68
26	Important, but not essential	26	27
5	Not important	6	3
2	No answer	2	2

f. Ambitious

<u>Total</u>		<u>Men</u>	<u>Women</u>
53	Absolutely essential for a leader	48	57
36	Important, but not essential	39	33
9	Not important	10	7
2	No answer	2	2

g. Honest

<u>Total</u>		<u>Men</u>	<u>Women</u>
84	Absolutely essential for a leader	81	88
9	Important, but not essential	10	8
4	Not important	7	2
2	No answer	2	2