**2018 PEW RESEARCH CENTER’S AMERICAN TRENDS PANEL**

**WAVE 36 JUNE 2018**

**FINAL TOPLINE**

**JUNE 19 – JULY 2, 2018**

**TOTAL N=4,587**

**NOTE: ALL numbers are percentages. THE PERCENTAGES LESS THAN 0.5% ARE REPLACED BY AN ASTERISK (\*). COLUMNS/ROWS MAY NOT TOTAL 100% DUE TO ROUNDING.**

|  |  |  |
| --- | --- | --- |
|  | **Sample Size** | **Margin of error at 95% confidence level** |
| U.S. adults | 4,587 | +/- 2.4% points |
| *Men* | 2,284 | +/- 3.5% points |
| *Women* | 2,303 | +/- 3.3% points |

**ASK ALL:**

HAPPYLIFE Generally, how would you say things are these days in your life? Would you say that you are…

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 23 | Very happy | 22 | 23 |
| 60 | Pretty happy | 63 | 58 |
| 17 | Not too happy | 15 | 19 |
| \* | No answer | 1 | \* |
|  |  |  |  |

**Trend:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Very happy | Pretty happy | Not too happy | No answer |
| All adults |  |  |  |  |
| Aug 11-Sept 8, 2015 | 22 | 60 | 18 | \* |

**ASK FORM 1 [N=2,301]:**

ESSENPOLF1 Thinking specifically about people in high political offices like governors, senators or other top elected officials…

In general, how important, if at all, is it to you for someone in HIGH POLITICAL OFFICE to do each of the following? **[RANDOMIZE ITEMS]**

a. Be honest and ethical

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 91 | Essential | 91 | 90 |
| 6 | Important, but not essential | 6 | 6 |
| 3 | Not important | 3 | 3 |
| \* | No answer | \* | 1 |

**ESSENPOLF1 CONTINUED…**

**ASK FORM 1A [N=1,105]:**

b. Be compassionate and empathetic

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 66 | Essential | 60 | 72 |
| 27 | Important, but not essential | 34 | 21 |
| 6 | Not important | 6 | 6 |
| 1 | No answer | 0 | 1 |

**ASK FORM 1B [N=1,196]:**

c. Be able to work out compromises

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 78 | Essential | 79 | 77 |
| 20 | Important, but not essential | 18 | 21 |
| 2 | Not important | 3 | 2 |
| \* | No answer | \* | \* |

**ASK FORM 1A [N=1,105]:**

d. Work well under pressure

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 79 | Essential | 79 | 79 |
| 17 | Important, but not essential | 18 | 16 |
| 3 | Not important | 3 | 4 |
| 1 | No answer | \* | 1 |

**ASK FORM 1B [N=1,196]:**

e. Be willing to take risks

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 45 | Essential | 40 | 50 |
| 51 | Important, but not essential | 57 | 46 |
| 3 | Not important | 3 | 4 |
| \* | No answer | \* | 0 |

f. Stand up for what they believe in, despite political pressure

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 75 | Essential | 74 | 75 |
| 21 | Important, but not essential | 22 | 21 |
| 4 | Not important | 4 | 3 |
| \* | No answer | \* | 1 |

g. Be persuasive

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 45 | Essential | 45 | 44 |
| 50 | Important, but not essential | 50 | 49 |
| 5 | Not important | 4 | 6 |
| 1 | No answer | \* | 1 |

**ESSENPOLF1 CONTINUED…**

**ASK FORM 1A [N=1,105]:**

h. Maintain a tone of civility and respect in politics

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 68 | Essential | 61 | 75 |
| 26 | Important, but not essential | 33 | 19 |
| 5 | Not important | 6 | 5 |
| 1 | No answer | \* | 1 |

**ASK FORM 1B [N=1,196]:**

i. Serve as a role model for children

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 65 | Essential | 59 | 71 |
| 29 | Important, but not essential | 36 | 22 |
| 6 | Not important | 5 | 7 |
| \* | No answer | \* | 0 |

**ASK FORM 2 [N=2,286]:**

ESSENBIZF2 Thinking specifically about people in top executive business positions…

In general, how important, if at all, is it to you for someone in a TOP EXECUTIVE BUSINESS POSITION to do each of the following? **[RANDOMIZE ITEMS]**

a. Be honest and ethical

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 89 | Essential | 87 | 91 |
| 9 | Important, but not essential | 12 | 6 |
| 1 | Not important | 1 | 2 |
| \* | No answer | \* | \* |

**ASK FORM 2A [N=1,133]:**

b. Be compassionate and empathetic

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 58 | Essential | 53 | 63 |
| 39 | Important, but not essential | 43 | 35 |
| 3 | Not important | 4 | 2 |
| \* | No answer | \* | \* |

**ASK FORM 2B [N=1,153]:**

c. Be able to work out compromises

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 78 | Essential | 77 | 78 |
| 21 | Important, but not essential | 21 | 20 |
| 1 | Not important | 1 | 1 |
| \* | No answer | \* | 1 |

**ESSENBIZF2** **CONTINUED…**

**ASK FORM 2A [N=1,133]:**

d. Work well under pressure

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 72 | Essential | 69 | 76 |
| 26 | Important, but not essential | 29 | 23 |
| 2 | Not important | 2 | 1 |
| \* | No answer | 0 | 1 |

**ASK FORM 2B [N=1,153]:**

e. Be willing to take risks

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 42 | Essential | 47 | 38 |
| 55 | Important, but not essential | 52 | 57 |
| 3 | Not important | 1 | 5 |
| \* | No answer | 0 | \* |

f. Value people from different backgrounds

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 68 | Essential | 62 | 72 |
| 28 | Important, but not essential | 32 | 25 |
| 4 | Not important | 5 | 2 |
| \* | No answer | 0 | \* |

**ASK FORM 2A [N=1,133]:**

g. Provide fair pay and good benefits

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 84 | Essential | 77 | 91 |
| 14 | Important, but not essential | 20 | 9 |
| 2 | Not important | 3 | \* |
| \* | No answer | 0 | \* |

**ASK FORM 2B [N=1,153]:**

h. Negotiate profitable deals

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 68 | Essential | 73 | 63 |
| 29 | Important, but not essential | 26 | 32 |
| 3 | Not important | 1 | 4 |
| \* | No answer | 0 | \* |

**ASK FORM 2A [N=1,133]:**

i. Consider the impact of business decisions on society

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 65 | Essential | 58 | 72 |
| 32 | Important, but not essential | 38 | 26 |
| 3 | Not important | 4 | 1 |
| \* | No answer | \* | 1 |

**ESSENBIZF2** **CONTINUED…**

**ASK FORM 2B [N=1,153]:**

j. Provide guidance or mentorship to young employees

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 65 | Essential | 61 | 69 |
| 31 | Important, but not essential | 33 | 29 |
| 3 | Not important | 4 | 2 |
| 1 | No answer | 2 | \* |

k. Create a safe and respectful workplace

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 89 | Essential | 86 | 91 |
| 9 | Important, but not essential | 12 | 7 |
| 2 | Not important | 2 | 1 |
| \* | No answer | 0 | 1 |

l. Stand up for what they believe in, despite pressure to make a profit

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 67 | Essential | 60 | 73 |
| 31 | Important, but not essential | 36 | 25 |
| 2 | Not important | 3 | 1 |
| \* | No answer | \* | \* |

**ASK ALL:**

STYLE1 Next, please think about the LEADERSHIP STYLES of people in top positions in BUSINESS AND POLITICS.

In general, when it comes to their approach to leadership, do you think that… **[RANDOMIZE RESPONSE OPTIONS]**

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 43 | Men and women are basically SIMILAR | 49 | 37 |
| 57 | Men and women are basically DIFFERENT | 50 | 63 |
| 1 | No answer | 1 | 1 |

**ASK IF STYLE1=2 [N=2,700]:**

STYLE2 Thinking about the ways in which men and women in top positions in business and politics are different in their approach to leadership, would you say… **[RANDOMIZE RESPONSE OPTIONS 1 AND 2, 3 ALWAYS LAST]**

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 22 | Women generally have a better approach | 15 | 27 |
| 15 | Men generally have a better approach | 22 | 10 |
| 62 | Neither is better | 62 | 62 |
| \* | No answer | \* | \* |

**[RANDOMIZE BLOCKS AMNTWMNPF1/AMNTWMNP2F1 AND AMNTWMNBF1/AMNTWMNB2F1]**

**ASK FORM 1 [N=2,301]:**

AMNTWMNPF1 Thinking about the country today, would you say there are… **[RANDOMIZE RESPONSE OPTIONS 1 AND 2, 3 ALWAYS LAST]**

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 6 | Too many women in high political offices | 8 | 4 |
| 59 | Too few women in high political offices | 48 | 69 |
| 34 | About the right number of women in high political offices | 43 | 26 |
| 1 | No answer | 2 | 1 |

**ASK IF AMNTWMNPF1=2 [N=1,505]:**

AMNTWMNP2F1 What do you think would be the ideal situation when it comes to the number of women in high political office? **[RANDOMIZE RESPONSE OPTIONS 1 AND 3, ALWAYS KEEPING 2 IN THE MIDDLE]**

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 8 | Having more women than there are now but still not as many women as men | 7 | 8 |
| 81 | Having about an equal number of women and men | 82 | 81 |
| 11 | Having more women than men | 11 | 11 |
| \* | No answer | \* | \* |

**ASK FORM 1 [N=2,301]:**

AMNTWMNBF1 Thinking about the country today, would you say there are… **[SHOW RESPONSE OPTIONS IN SAME ORDER AS AMNTWMNPF1]**

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 4 | Too many women in top executive business positions | 5 | 3 |
| 59 | Too few women in top executive business positions | 48 | 70 |
| 35 | About the right number of women in top executive business positions | 46 | 25 |
| 1 | No answer | 1 | 2 |

**ASK IF AMNTWMNBF1=2 [N=1,508]:**

AMNTWMNB2F1 What do you think would be the ideal situation when it comes to the number of women in top executive business positions? **[SHOW RESPONSE OPTIONS IN SAME ORDER AS AMNTWMNP2F1 IF APPLICABLE; OTHERWISE RANDOMIZE RESPONSE OPTIONS 1 AND 3, ALWAYS KEEPING 2 IN THE MIDDLE]**

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 13 | Having more women than there are now but still not as many women as men | 15 | 11 |
| 80 | Having about an equal number of women and men | 78 | 81 |
| 6 | Having more women than men | 6 | 7 |
| 1 | No answer | 1 | 1 |

[RANDOMIZE EASIERBIZF2 AND EASIERPOLF2]

**ASK FORM 2 [N=2,286]:**

EASIERBIZF2 Thinking about TOP EXECUTIVE POSITIONS IN BUSINESS these days, would you say it is generally… **[RANDOMIZE RESPONSE OPTIONS 1 AND 2, 3 ALWAYS LAST]**

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 67 | Easier for men to get these positions | 61 | 74 |
| 6 | Easier for women to get these positions | 8 | 4 |
| 26 | Not much difference | 31 | 22 |
| \* | No answer | \* | \* |

**Trend:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Easier for men to get these positions | Easier for women to get these positions | Not much difference | No answer |
| All adults |  |  |  |  |
| Nov 12-21, 2014 | 68 | 3 | 28 | 1 |
|  |  |  |  |  |

**ASK FORM 2 [N=2,286]:**

EASIERPOLF2 Thinking about HIGH POLITICAL OFFICES these days, would you say it is generally… **[SHOW RESPONSE OPTIONS IN SAME ORDER AS EASIERBIZF2]**

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 67 | Easier for men to get elected to high political offices | 60 | 74 |
| 5 | Easier for women to get elected to high political offices | 7 | 3 |
| 27 | Not much difference | 33 | 23 |
| 1 | No answer | \* | 1 |

**Trend:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Easier for men to get elected to high political offices | Easier for women to get elected to high political offices | Not much difference | No answer |
| All adults |  |  |  |  |
| Nov 12-21, 2014 | 66 | 2 | 30 | 2 |
|  |  |  |  |  |

**[RANDOMIZE EQUALPOLF2 AND EQUALBIZF2 IN SAME ORDER (POL/BIZ) AS EASIERPOLF2/EASIERBIZF2]**

**ASK FORM 2 [N=2,286]:**

EQUALPOLF2 Which of these two statements comes closer to your own view, even if neither is exactly right? **[RANDOMIZE RESPONSE OPTIONS]**

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 52 | As more women run for office, it is only a matter of time before there are as many women as men in high political office | 57 | 47 |
| 48 | Even as more women run for office, men will continue to hold more high political offices in the future | 42 | 53 |
| 1 | No answer | 1 | 1 |

**ASK FORM 2 [N=2,286]:**

EQUALBIZF2 Which of these two statements comes closer to your own view, even if neither is exactly right? **[SHOW RESPONSE OPTIONS IN SAME ORDER AS EQUALPOLF2]**

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 53 | 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 | 59 | 47 |
| 46 | Even as more women move into management roles, men will continue to hold more top executive positions in business in the future | 40 | 52 |
| 1 | No answer | 1 | 1 |

**Trend:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | 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 | Even as more women move into management roles, men will continue to hold more top executive positions in business in the future | | No answer |
| All adults |  |  | |  |
| Nov 12-21, 2014 | 44 | 53 | | 2 |
|  |  | |  |  |

**[RANDOMIZE IMPROVE1, IMPROVE2 AND IMPROVE3]**

**ASK ALL:**

IMPROVE1 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 WOMEN?

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 36 | A lot | 31 | 41 |
| 41 | Some | 40 | 41 |
| 14 | Not much | 18 | 11 |
| 8 | Nothing at all | 10 | 6 |
| 1 | No answer | 1 | 1 |

**Trend**[[1]](#footnote-1)**:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | A lot | Some | Not much | Nothing at all | No answer |
| All adults |  |  |  |  |  |
| Nov 12-21, 2014 | 29 | 41 | 19 | 9 | 1 |

**ASK ALL:**

IMPROVE2 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 MEN?

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 18 | A lot | 13 | 23 |
| 39 | Some | 34 | 44 |
| 28 | Not much | 34 | 22 |
| 14 | Nothing at all | 18 | 10 |
| 1 | No answer | 1 | 1 |

**ASK ALL:**

IMPROVE3 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 AMERICANS?

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 29 | A lot | 20 | 37 |
| 40 | Some | 39 | 41 |
| 21 | Not much | 27 | 14 |
| 10 | Nothing at all | 13 | 7 |
| 1 | No answer | 1 | 1 |

**ASK FORM 1 [N=2,301]:**

WHYNOTPOLF1 As you may know, fewer women than men occupy high political offices. Here is a list of some possible reasons why. For each of the following, please indicate whether you think it is a reason why there are fewer women than men in HIGH POLITICAL OFFICES. **[RANDOMIZE ITEMS]**

**ASK FORM 1A [N=1,105]:**

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

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 45 | Major reason | 32 | 57 |
| 31 | Minor reason | 35 | 27 |
| 24 | Not a reason | 33 | 15 |
| \* | No answer | \* | 1 |

**ASK FORM 1B [N=1,196]:**

b. Women in politics face gender discrimination

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 49 | Major reason | 36 | 59 |
| 32 | Minor reason | 40 | 25 |
| 19 | Not a reason | 24 | 14 |
| 1 | No answer | 0 | 1 |

c. Family responsibilities make it harder for women to run for higher office

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 36 | Major reason | 35 | 37 |
| 44 | Minor reason | 46 | 43 |
| 19 | Not a reason | 19 | 19 |
| 1 | No answer | \* | 1 |

**WHYNOTPOLF1 CONTINUED…**

**ASK FORM 1A [N=1,105]:**

d. Women aren’t tough enough for politics

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 8 | Major reason | 11 | 5 |
| 28 | Minor reason | 31 | 26 |
| 63 | Not a reason | 59 | 68 |
| \* | No answer | \* | 1 |

**ASK FORM 1A [N=1,105]:**

e. Fewer women have the experience required for higher office

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 20 | Major reason | 22 | 19 |
| 44 | Minor reason | 43 | 45 |
| 35 | Not a reason | 34 | 35 |
| 1 | No answer | 1 | 1 |

**ASK FORM 1B [N=1,196]:**

f. Women get less support from party leaders

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 52 | Major reason | 43 | 61 |
| 30 | Minor reason | 36 | 25 |
| 17 | Not a reason | 21 | 13 |
| 1 | No answer | 1 | 1 |

**ASK FORM 1A [N=1,105]:**

g. Women who run for office are held to higher standards than men

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 37 | Major reason | 27 | 46 |
| 31 | Minor reason | 32 | 30 |
| 31 | Not a reason | 41 | 22 |
| 1 | No answer | \* | 2 |

**ASK FORM 1B [N=1,196]:**

h. Women who run for office have to do more to prove themselves than men

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 61 | Major reason | 48 | 72 |
| 25 | Minor reason | 30 | 20 |
| 14 | Not a reason | 22 | 7 |
| 1 | No answer | 1 | 1 |

1. Not as many women are interested in holding higher office

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 27 | Major reason | 31 | 23 |
| 43 | Minor reason | 43 | 44 |
| 29 | Not a reason | 25 | 32 |
| 1 | No answer | \* | 1 |

**WHYNOTPOLF1 CONTINUED…**

**ASK FORM 1A [N=1,105]:**

j. Women aren’t encouraged to pursue leadership positions from an early age

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 42 | Major reason | 32 | 51 |
| 37 | Minor reason | 39 | 35 |
| 21 | Not a reason | 29 | 13 |
| 1 | No answer | 1 | 1 |

**ASK FORM 1B [N=1,196]:**

k. Women don’t do as good of a job selling their accomplishments

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 12 | Major reason | 9 | 14 |
| 31 | Minor reason | 31 | 30 |
| 57 | Not a reason | 59 | 56 |
| \* | No answer | \* | \* |

**ASK FORM 1B [N=1,196]:**

l. Sexual harassment creates an environment that makes it harder for women to succeed in politics

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 38 | Major reason | 29 | 45 |
| 40 | Minor reason | 42 | 37 |
| 23 | Not a reason | 29 | 17 |
| \* | No answer | \* | \* |

**Trend[[2]](#footnote-2):**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Major reason | Minor reason | Not a reason | No answer |
| a. Many Americans aren’t ready to elect a woman to higher office |  |  |  |  |
| Nov 12-21, 2014 | 37 | 29 | 33 | 2 |
|  |  |  |  |  |
| d. Women aren’t tough enough for politics |  |  |  |  |
| Nov 12-21, 2014[[3]](#footnote-3) | 8 | 17 | 72 | 2 |
|  |  |  |  |  |
| e. Fewer women have the experience required for higher office |  |  |  |  |
| Nov 12-21, 2014 | 19 | 32 | 48 | 2 |
|  |  |  |  |  |

**ASK FORM 2 [N=2,286]:**

WHYNOTBIZF2 As you may know, 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 of the following, please indicate whether you think it is a reason why there aren’t more women in TOP EXECUTIVE BUSINESS POSITIONS. **[RANDOMIZE ITEMS]**

**ASK FORM 2A [N=1,133]:**

1. Many businesses aren’t ready to hire women for top executive positions

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 47 | Major reason | 42 | 52 |
| 33 | Minor reason | 33 | 33 |
| 19 | Not a reason | 24 | 14 |
| 1 | No answer | 1 | 1 |

**ASK FORM 2B [N=1,153]:**

b. Women in business face gender discrimination

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 54 | Major reason | 44 | 62 |
| 31 | Minor reason | 34 | 28 |
| 15 | Not a reason | 21 | 9 |
| \* | No answer | \* | \* |

1. Family responsibilities make it harder for women to move up in business

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 44 | Major reason | 42 | 47 |
| 40 | Minor reason | 41 | 39 |
| 15 | Not a reason | 16 | 14 |
| \* | No answer | \* | \* |

**ASK FORM 2A [N=1,133]:**

d. Women aren’t tough enough for business

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 10 | Major reason | 14 | 6 |
| 23 | Minor reason | 23 | 23 |
| 67 | Not a reason | 62 | 70 |
| 1 | No answer | 1 | 1 |

**NO ITEM E**

**ASK FORM 2A [N=1,133]:**

f. Women don’t make as good managers as men

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 9 | Major reason | 10 | 8 |
| 19 | Minor reason | 19 | 18 |
| 72 | Not a reason | 70 | 74 |
| \* | No answer | 1 | \* |

**WHYNOTBIZF2 CONTINUED…**

**ASK FORM 2A [N=1,133]:**

g. Women are held to higher standards than men

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 34 | Major reason | 27 | 41 |
| 30 | Minor reason | 27 | 32 |
| 35 | Not a reason | 44 | 27 |
| 1 | No answer | 1 | 1 |

**ASK FORM 2B [N=1,153]:**

h. Women have to do more to prove themselves than men

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 60 | Major reason | 45 | 74 |
| 24 | Minor reason | 31 | 18 |
| 15 | Not a reason | 24 | 7 |
| 1 | No answer | 0 | 1 |

1. Not as many women are interested in top executive business positions

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 17 | Major reason | 22 | 13 |
| 39 | Minor reason | 40 | 39 |
| 43 | Not a reason | 38 | 48 |
| \* | No answer | \* | \* |

**ASK FORM 2B [N=1,153]:**

j. Women aren’t encouraged to pursue leadership positions from an early age

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 43 | Major reason | 40 | 47 |
| 35 | Minor reason | 34 | 36 |
| 22 | Not a reason | 26 | 18 |
| \* | No answer | 1 | 0 |

**ASK FORM 2A [N=1,133]:**

k. Women don’t do as good of a job selling their accomplishments

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 14 | Major reason | 11 | 17 |
| 33 | Minor reason | 32 | 34 |
| 52 | Not a reason | 57 | 48 |
| 1 | No answer | 1 | 1 |

**WHYNOTBIZF2 CONTINUED…**

**ASK FORM 2A [N=1,133]:**

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

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 27 | Major reason | 27 | 27 |
| 32 | Minor reason | 30 | 34 |
| 41 | Not a reason | 43 | 38 |
| 1 | No answer | \* | 1 |

**ASK FORM 2B [N=1,153]:**

m. Women have fewer opportunities to interact with people in senior positions outside of work

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 24 | Major reason | 17 | 30 |
| 41 | Minor reason | 42 | 40 |
| 35 | Not a reason | 41 | 30 |
| \* | No answer | 0 | \* |

**ASK FORM 2B [N=1,153]:**

n. Women are less likely than men to ask for promotions and raises

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 24 | Major reason | 19 | 29 |
| 40 | Minor reason | 38 | 41 |
| 36 | Not a reason | 43 | 30 |
| \* | No answer | 1 | 0 |

**ASK FORM 2B [N=1,153]:**

o. Sexual harassment creates an environment that makes it harder for women to succeed in business

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 42 | Major reason | 33 | 50 |
| 38 | Minor reason | 39 | 38 |
| 19 | Not a reason | 28 | 12 |
| \* | No answer | 0 | \* |

**Trend[[4]](#footnote-4):**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Major reason | Minor reason | Not a reason | No answer |
| a. Many businesses aren’t ready to hire women for top executive positions |  |  |  |  |
| Nov 12-21, 2014 | 43 | 24 | 31 | 2 |
|  |  |  |  |  |
| d. Women aren’t tough enough for business |  |  |  |  |
| Nov 12-21, 2014[[5]](#footnote-5) | 9 | 22 | 68 | 2 |
|  |  |  |  |  |
| f. Women don’t make as good managers as men |  |  |  |  |
| Nov 12-21, 2014[[6]](#footnote-6) | 7 | 14 | 77 | 2 |
|  |  |  |  |  |
| l. Women don’t have access to the same kinds of personal networks and connections that men have |  |  |  |  |
| Nov 12-21, 2014 | 20 | 27 | 51 | 2 |
|  |  |  |  |  |
| n. Women are less likely than men to ask for promotions and raises |  |  |  |  |
| Nov 12-21, 2014[[7]](#footnote-7) | 18 | 33 | 47 | 2 |
|  |  |  |  |  |

**ASK ALL:**

HIGHED Now, thinking about the higher education system, that is colleges and universities, in the United States today…

Do you think the higher education system in the U.S. is generally going in the… **[RANDOMIZE RESPONSE OPTIONS]**

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 38 | Right direction | 33 | 42 |
| 61 | Wrong direction | 66 | 56 |
| 2 | No answer | 1 | 2 |

**ASK IF HIGHED=2 [N=2,832]:**

HIGHEDWRNG For each of the following, please indicate whether this is a reason why you think the higher education system in the U.S. is going in the wrong direction. **[RANDOMIZE ITEMS, NEVER PLACING ITEMS B AND C BACK-TO-BACK]**

a. Tuition costs are too high

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 84 | Major reason | 83 | 85 |
| 12 | Minor reason | 14 | 10 |
| 4 | Not a reason | 3 | 4 |
| 1 | No answer | \* | 1 |

b. Professors are bringing their political and social views into the classroom

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 50 | Major reason | 56 | 43 |
| 26 | Minor reason | 24 | 28 |
| 23 | Not a reason | 19 | 28 |
| 1 | No answer | \* | 1 |

c. Colleges and universities are too concerned about protecting students from views they might find offensive

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 54 | Major reason | 62 | 45 |
| 27 | Minor reason | 22 | 32 |
| 18 | Not a reason | 15 | 22 |
| 1 | No answer | \* | 1 |

d. Students are not getting the skills they need to succeed in the workplace

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 65 | Major reason | 66 | 63 |
| 26 | Minor reason | 26 | 27 |
| 8 | Not a reason | 7 | 9 |
| 1 | No answer | 1 | 2 |

**ASK FORM 1 [N=2,301]:**

BETTERPOL1F1 In general, do you think **[RANDOMIZE:** (men or women)/(women or men)**]** in HIGH POLITICAL OFFICES are better at each of the following? **[SHOW ITEMS IN SAME ORDER AS ESSENPOLF1; SHOW RESPONSE OPTIONS IN THIS ORDER IF STEM HAS “MEN OR WOMEN” FIRST; REVERSE RESPONSE OPTIONS 1 AND 2 IF STEM HAS “WOMEN OR MEN” FIRST]**

a. Being honest and ethical

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 4 | Men are better | 4 | 5 |
| 31 | Women are better | 26 | 36 |
| 64 | No difference | 69 | 59 |
| \* | No answer | \* | 1 |

**ASK FORM 1A [N=1,105]:**

1. Being compassionate and empathetic

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 5 | Men are better | 6 | 4 |
| 61 | Women are better | 50 | 71 |
| 33 | No difference | 44 | 24 |
| 1 | No answer | \* | 1 |

**ASK FORM 1B [N=1,196]:**

c. Working out compromises

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 8 | Men are better | 10 | 7 |
| 42 | Women are better | 39 | 44 |
| 50 | No difference | 50 | 49 |
| 1 | No answer | 1 | \* |

**ASK FORM 1A [N=1,105]:**

d. Working well under pressure

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 17 | Men are better | 21 | 13 |
| 17 | Women are better | 9 | 24 |
| 65 | No difference | 69 | 61 |
| 1 | No answer | 1 | 2 |

**ASK FORM 1B [N=1,196]:**

e. Being willing to take risks

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 37 | Men are better | 39 | 35 |
| 9 | Women are better | 8 | 10 |
| 54 | No difference | 53 | 55 |
| \* | No answer | \* | \* |

**BETTERPOL1F1 CONTINUED…**

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

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 11 | Men are better | 13 | 10 |
| 30 | Women are better | 26 | 33 |
| 58 | No difference | 61 | 56 |
| 1 | No answer | \* | 1 |

g. Being persuasive

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 20 | Men are better | 20 | 20 |
| 21 | Women are better | 17 | 24 |
| 59 | No difference | 63 | 55 |
| 1 | No answer | \* | 1 |

**ASK FORM 1A [N=1,105]:**

h. Maintaining a tone of civility and respect in politics

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 9 | Men are better | 11 | 7 |
| 34 | Women are better | 27 | 41 |
| 56 | No difference | 62 | 50 |
| 1 | No answer | \* | 1 |

**ASK FORM 1B [N=1,196]:**

i. Serving as a role model for children

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 4 | Men are better | 5 | 3 |
| 41 | Women are better | 42 | 40 |
| 55 | No difference | 53 | 58 |
| \* | No answer | 1 | 0 |

**Trend:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Men are better | Women are better | No difference | No answer |
| a. Being honest and ethical |  |  |  |  |
| Nov 12-21, 2014 | 3 | 34 | 62 | 2 |
|  |  |  |  |  |
| c. Working out compromises |  |  |  |  |
| Nov 12-21, 2014 | 9 | 34 | 55 | 2 |
|  |  |  |  |  |
| f. Standing up for what they believe in, despite political pressure |  |  |  |  |
| Nov 12-21, 2014 | 10 | 25 | 63 | 2 |
|  |  |  |  |  |
| g. Being persuasive |  |  |  |  |
| Nov 12-21, 2014 | 17 | 21 | 60 | 2 |
|  |  |  |  |  |

**ASK FORM 1 [N=2,301]:**

BETTERPOL2F1 And thinking about some specific policy areas, in general, do you think **[SHOW IN SAME ORDER AS BETTERPOL1F1:** (men or women)/(women or men)**]** in HIGH POLITICAL OFFICES are better at each of the following? **[RANDOMIZE ITEMS; SHOW RESPONSE OPTIONS IN SAME ORDER AS BETTERPOL1F1]**

**ASK FORM 1A [N=1,105]:**

a. Handling economic conditions

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 13 | Men are better | 17 | 10 |
| 17 | Women are better | 10 | 24 |
| 69 | No difference | 73 | 65 |
| 1 | No answer | \* | 1 |

**ASK FORM 1A [N=1,105]:**

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

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 4 | Men are better | 5 | 3 |
| 42 | Women are better | 32 | 51 |
| 54 | No difference | 62 | 45 |
| 1 | No answer | \* | 1 |

**ASK FORM 1B [N=1,196]:**

c. Dealing with immigration policy

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 13 | Men are better | 14 | 12 |
| 25 | Women are better | 25 | 26 |
| 61 | No difference | 61 | 61 |
| 1 | No answer | \* | 1 |

**ASK FORM 1B [N=1,196]:**

d. Dealing with national security and defense

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 35 | Men are better | 42 | 29 |
| 6 | Women are better | 6 | 5 |
| 59 | No difference | 52 | 65 |
| 1 | No answer | \* | 1 |

**ASK FORM 1B [N=1,196]:**

e. Dealing with the federal budget deficit

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 8 | Men are better | 10 | 6 |
| 17 | Women are better | 16 | 18 |
| 74 | No difference | 73 | 75 |
| 1 | No answer | 1 | 1 |

**BETTERPOL2F1 CONTINUED…**

**ASK FORM 1A [N=1,105]:**

f. Dealing with gun policy

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 22 | Men are better | 25 | 20 |
| 20 | Women are better | 16 | 24 |
| 56 | No difference | 58 | 55 |
| 1 | No answer | 1 | 1 |

**Trend:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Men are better | Women are better | No difference | No answer |
| a. Handling economic conditions |  |  |  |  |
| Nov 12-21, 2014 | 12 | 14 | 73 | 2 |
|  |  |  |  |  |
| b. Dealing with social issues such as education and health care |  |  |  |  |
| Nov 12-21, 2014 | 3 | 38 | 57 | 2 |
|  |  |  |  |  |
| c. Dealing with immigration policy |  |  |  |  |
| Nov 12-21, 2014 | 9 | 18 | 71 | 2 |
|  |  |  |  |  |
| d. Dealing with national security and defense |  |  |  |  |
| Nov 12-21, 2014 | 37 | 5 | 56 | 2 |

**ASK FORM 2 [N=2,286]:**

BETTERBIZ1F2 In general, do you think **[RANDOMIZE:** (men or women)/(women or men)**]** in TOP EXECUTIVE BUSINESS POSITIONS are better at each of the following? **[SHOW ITEMS IN SAME ORDER AS ESSENBIZF2; SHOW RESPONSE OPTIONS IN THIS ORDER IF STEM HAS “MEN OR WOMEN” FIRST; REVERSE RESPONSE OPTIONS 1 AND 2 IF STEM HAS “WOMEN OR MEN” FIRST]**

a. Being honest and ethical

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 3 | Men are better | 4 | 1 |
| 30 | Women are better | 25 | 34 |
| 67 | No difference | 70 | 64 |
| \* | No answer | 1 | \* |

**ASK FORM 2A [N=1,133]:**

b. Being compassionate and empathetic

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 4 | Men are better | 3 | 4 |
| 59 | Women are better | 54 | 63 |
| 37 | No difference | 42 | 32 |
| 1 | No answer | 1 | 1 |

**BETTERBIZ1F2 CONTINUED…**

**ASK FORM 2B [N=1,153]:**

c. Working out compromises

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 11 | Men are better | 15 | 8 |
| 42 | Women are better | 33 | 49 |
| 46 | No difference | 52 | 42 |
| \* | No answer | \* | 1 |

**ASK FORM 2A [N=1,133]:**

d. Working well under pressure

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 22 | Men are better | 30 | 14 |
| 14 | Women are better | 8 | 20 |
| 64 | No difference | 62 | 66 |
| \* | No answer | 1 | \* |

**ASK FORM 2B [N=1,153]:**

e. Being willing to take risks

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 41 | Men are better | 48 | 36 |
| 8 | Women are better | 4 | 12 |
| 49 | No difference | 48 | 50 |
| 2 | No answer | \* | 3 |

f. Valuing people from different backgrounds

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 3 | Men are better | 3 | 3 |
| 35 | Women are better | 33 | 36 |
| 62 | No difference | 63 | 60 |
| \* | No answer | 1 | \* |

**ASK FORM 2A [N=1,133]:**

g. Providing fair pay and good benefits

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 5 | Men are better | 8 | 3 |
| 28 | Women are better | 24 | 32 |
| 66 | No difference | 67 | 65 |
| \* | No answer | 1 | \* |

**ASK FORM 2B [N=1,153]:**

h. Negotiating profitable deals

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 28 | Men are better | 30 | 27 |
| 9 | Women are better | 5 | 12 |
| 61 | No difference | 63 | 59 |
| 2 | No answer | 2 | 3 |

**BETTERBIZ1F2 CONTINUED…**

**ASK FORM 2A [N=1,133]:**

i. Considering the impact of business decisions on society

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 8 | Men are better | 8 | 8 |
| 33 | Women are better | 30 | 36 |
| 58 | No difference | 62 | 55 |
| 1 | No answer | 1 | 1 |

**ASK FORM 2B [N=1,153]:**

j. Providing guidance or mentorship to young employees

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 9 | Men are better | 14 | 6 |
| 33 | Women are better | 22 | 43 |
| 56 | No difference | 63 | 50 |
| 1 | No answer | 1 | 1 |

k. Creating a safe and respectful workplace

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 5 | Men are better | 6 | 4 |
| 43 | Women are better | 37 | 48 |
| 52 | No difference | 56 | 48 |
| \* | No answer | 1 | \* |

l. Standing up for what they believe in, despite pressure to make a profit

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 10 | Men are better | 10 | 11 |
| 32 | Women are better | 27 | 36 |
| 56 | No difference | 63 | 51 |
| 1 | No answer | 1 | 2 |

**Trend[[8]](#footnote-8):**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Men are better | Women are better | No difference | No answer |
| a. Being honest and ethical |  |  |  |  |
| Nov 12-21, 2014 | 3 | 31 | 64 | 2 |
|  |  |  |  |  |
| e. Being willing to take risks |  |  |  |  |
| Nov 12-21, 2014 | 34 | 5 | 58 | 2 |
|  |  |  |  |  |
| g. Providing fair pay and good benefits |  |  |  |  |
| Nov 12-21, 2014 | 5 | 30 | 64 | 2 |
|  |  |  |  |  |
| h. Negotiating profitable deals |  |  |  |  |
| Nov 12-21, 2014 | 18 | 7 | 73 | 2 |
|  |  |  |  |  |
| j. Providing guidance or mentorship to young employees |  |  |  |  |
| Nov 12-21, 2014 | 7 | 25 | 66 | 2 |
|  |  |  |  |  |

**ASK FORM 2 [N=2,286]:**

BETTERBIZ2F2 And thinking about different types of companies and organizations…

In general, do you think **[SHOW IN SAME ORDER AS BETTERBIZ1F2:** (men or women)/(women or men)**]** would do a better job running each of the following types of companies? **[RANDOMIZE ITEMS; SHOW RESPONSE OPTIONS IN SAME ORDER AS BETTERBIZ1F2]**

**ASK FORM 2A [N=1,133]:**

a. A major technology company

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 19 | Men would do a better job | 20 | 19 |
| 10 | Women would do a better job | 10 | 10 |
| 70 | No difference | 70 | 71 |
| 1 | No answer | 1 | 1 |

**ASK FORM 2A [N=1,133]:**

b. A major retail chain

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 6 | Men would do a better job | 7 | 5 |
| 31 | Women would do a better job | 31 | 32 |
| 62 | No difference | 62 | 63 |
| \* | No answer | 1 | \* |

**BETTERBIZ2F2 CONTINUED…**

**ASK FORM 2B [N=1,153]:**

c. A large bank or financial institution

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 14 | Men would do a better job | 14 | 14 |
| 13 | Women would do a better job | 13 | 14 |
| 72 | No difference | 72 | 72 |
| 1 | No answer | 1 | 1 |

**ASK FORM 2A [N=1,133]:**

d. A large oil or gas company

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 35 | Men would do a better job | 37 | 33 |
| 8 | Women would do a better job | 9 | 6 |
| 57 | No difference | 53 | 61 |
| \* | No answer | 1 | \* |

**ASK FORM 2B [N=1,153]:**

e. A major hospital

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 8 | Men would do a better job | 12 | 5 |
| 19 | Women would do a better job | 16 | 22 |
| 72 | No difference | 71 | 73 |
| 1 | No answer | 1 | \* |

**ASK FORM 2B [N=1,153]:**

f. A professional sports team

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 45 | Men would do a better job | 46 | 43 |
| 2 | Women would do a better job | 2 | 2 |
| 52 | No difference | 51 | 54 |
| 1 | No answer | 1 | 1 |

**[RANDOMIZE TRAITPOLWF1 AND TRAITPOLMF1]**

**ASK FORM 1 [N=2,301]:**

TRAITPOLWF1 In general, how do you think each of the following impacts a WOMAN’S chances of getting elected to high political office? **[RANDOMIZE ITEMS; RANDOMIZE RESPONSE OPTIONS 1 AND 2, 3 ALWAYS LAST]**

a. Being decisive

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 63 | Mostly helps a woman’s chances | 64 | 62 |
| 12 | Mostly hurts a woman’s chances | 8 | 15 |
| 24 | Doesn’t make much of a difference | 27 | 22 |
| 1 | No answer | 1 | 1 |

**TRAITPOLWF1 CONTINUED…**

**ASK FORM 1A [N=1,105]:**

b. Being compassionate

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 57 | Mostly helps a woman’s chances | 57 | 58 |
| 17 | Mostly hurts a woman’s chances | 14 | 21 |
| 25 | Doesn’t make much of a difference | 29 | 20 |
| 1 | No answer | \* | 1 |

**ASK FORM 1A [N=1,105]:**

c. Being ambitious

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 52 | Mostly helps a woman’s chances | 50 | 54 |
| 23 | Mostly hurts a woman’s chances | 20 | 26 |
| 24 | Doesn’t make much of a difference | 29 | 20 |
| 1 | No answer | 1 | 1 |

**ASK FORM 1A [N=1,105]:**

d. Being approachable

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 69 | Mostly helps a woman’s chances | 64 | 73 |
| 8 | Mostly hurts a woman’s chances | 7 | 10 |
| 22 | Doesn’t make much of a difference | 29 | 16 |
| 1 | No answer | \* | 2 |

**ASK FORM 1B [N=1,196]:**

e. Being assertive

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 50 | Mostly helps a woman’s chances | 52 | 49 |
| 23 | Mostly hurts a woman’s chances | 16 | 29 |
| 25 | Doesn’t make much of a difference | 28 | 22 |
| 2 | No answer | 3 | 1 |

**ASK FORM 1B [N=1,196]:**

f. Showing emotions

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 17 | Mostly helps a woman’s chances | 19 | 16 |
| 52 | Mostly hurts a woman’s chances | 42 | 61 |
| 29 | Doesn’t make much of a difference | 37 | 23 |
| 1 | No answer | 2 | 1 |

**ASK FORM 1B [N=1,196]:**

g. Being physically attractive

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 60 | Mostly helps a woman’s chances | 60 | 61 |
| 6 | Mostly hurts a woman’s chances | 3 | 8 |
| 33 | Doesn’t make much of a difference | 36 | 31 |
| 1 | No answer | 2 | \* |

**ASK FORM 1 [N=2,301]:**

TRAITPOLMF1 In general, how do you think each of the follow impacts a MAN’S chances of getting elected to high political office? **[RANDOMIZE ITEMS AND RESPONSE OPTIONS IN SAME ORDER AS TRAITPOLWF1]**

a. Being decisive

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 72 | Mostly helps a man’s chances | 73 | 72 |
| 5 | Mostly hurts a man’s chances | 5 | 6 |
| 22 | Doesn’t make much of a difference | 22 | 21 |
| 1 | No answer | 1 | 1 |

**ASK FORM 1A [N=1,105]:**

b. Being compassionate

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 46 | Mostly helps a man’s chances | 44 | 48 |
| 14 | Mostly hurts a man’s chances | 17 | 12 |
| 38 | Doesn’t make much of a difference | 38 | 38 |
| 1 | No answer | \* | 1 |

**ASK FORM 1A [N=1,105]:**

c. Being ambitious

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 69 | Mostly helps a man’s chances | 66 | 73 |
| 6 | Mostly hurts a man’s chances | 8 | 5 |
| 23 | Doesn’t make much of a difference | 26 | 20 |
| 1 | No answer | \* | 2 |

**ASK FORM 1A [N=1,105]:**

d. Being approachable

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 65 | Mostly helps a man’s chances | 63 | 66 |
| 4 | Mostly hurts a man’s chances | 4 | 4 |
| 30 | Doesn’t make much of a difference | 32 | 29 |
| 1 | No answer | \* | 2 |

**ASK FORM 1B [N=1,196]:**

e. Being assertive

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 74 | Mostly helps a man’s chances | 76 | 72 |
| 5 | Mostly hurts a man’s chances | 3 | 6 |
| 21 | Doesn’t make much of a difference | 21 | 22 |
| \* | No answer | 1 | \* |

**TRAITPOLMF1 CONTINUED…**

**ASK FORM 1B [N=1,196]:**

f. Showing emotions

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 24 | Mostly helps a man’s chances | 18 | 28 |
| 39 | Mostly hurts a man’s chances | 42 | 36 |
| 37 | Doesn’t make much of a difference | 39 | 35 |
| 1 | No answer | 1 | \* |

**ASK FORM 1B [N=1,196]:**

g. Being physically attractive

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 49 | Mostly helps a man’s chances | 47 | 51 |
| 3 | Mostly hurts a man’s chances | 2 | 3 |
| 48 | Doesn’t make much of a difference | 51 | 46 |
| \* | No answer | \* | \* |

**ASK FORM 1 [N=2,301]:**

POLCHF1 In general, what do you think is better for a woman who wants to reach high political office?

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 51 | Having children before she enters politics | 56 | 47 |
| 26 | Waiting until she is well-established in her political career to have children | 24 | 29 |
| 19 | Not having children at all | 18 | 20 |
| 3 | No answer | 2 | 4 |

**[RANDOMIZE TRAITPBIZWF2 AND TRAITBIZMF2]**

**ASK FORM 2 [N=2,286]:**

TRAITBIZWF2 In general, how do you think each of the following impacts a WOMAN’S chances of getting a top executive business position? **[RANDOMIZE ITEMS; RANDOMIZE RESPONSE OPTIONS 1 AND 2, 3 ALWAYS LAST]**

a. Being decisive

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 63 | Mostly helps a woman’s chances | 67 | 59 |
| 10 | Mostly hurts a woman’s chances | 7 | 12 |
| 26 | Doesn’t make much of a difference | 25 | 27 |
| 1 | No answer | 1 | 2 |

**TRAITBIZWF2 CONTINUED…**

**ASK FORM 2A [N=1,133]:**

b. Being compassionate

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 35 | Mostly helps a woman’s chances | 37 | 33 |
| 27 | Mostly hurts a woman’s chances | 24 | 29 |
| 37 | Doesn’t make much of a difference | 38 | 37 |
| 1 | No answer | 1 | 1 |

**ASK FORM 2A [N=1,133]:**

c. Being ambitious

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 54 | Mostly helps a woman’s chances | 59 | 49 |
| 20 | Mostly hurts a woman’s chances | 16 | 24 |
| 24 | Doesn’t make much of a difference | 24 | 24 |
| 2 | No answer | 1 | 3 |

**ASK FORM 2A [N=1,133]:**

d. Being approachable

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 58 | Mostly helps a woman’s chances | 62 | 55 |
| 9 | Mostly hurts a woman’s chances | 6 | 11 |
| 31 | Doesn’t make much of a difference | 31 | 31 |
| 2 | No answer | 1 | 3 |

**ASK FORM 2B [N=1,153]:**

e. Being assertive

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 53 | Mostly helps a woman’s chances | 53 | 52 |
| 24 | Mostly hurts a woman’s chances | 22 | 26 |
| 22 | Doesn’t make much of a difference | 25 | 19 |
| 2 | No answer | 1 | 2 |

**ASK FORM 2B [N=1,153]:**

f. Showing emotions

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 10 | Mostly helps a woman’s chances | 13 | 8 |
| 65 | Mostly hurts a woman’s chances | 60 | 69 |
| 24 | Doesn’t make much of a difference | 26 | 22 |
| 1 | No answer | 1 | 1 |

**ASK FORM 2B [N=1,153]:**

g. Being physically attractive

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 69 | Mostly helps a woman’s chances | 70 | 69 |
| 8 | Mostly hurts a woman’s chances | 8 | 8 |
| 21 | Doesn’t make much of a difference | 20 | 22 |
| 1 | No answer | 1 | 1 |

**ASK FORM 2 [N=2,286]:**

TRAITBIZMF2 In general, how do you think each of the following impacts a MAN’S chances of getting a top executive business position? **[RANDOMIZE ITEMS AND RESPONSE OPTIONS IN SAME ORDER AS TRAITBIZWF2]**

a. Being decisive

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 74 | Mostly helps a man’s chances | 78 | 70 |
| 4 | Mostly hurts a man’s chances | 3 | 5 |
| 21 | Doesn’t make much of a difference | 19 | 23 |
| 1 | No answer | 1 | 2 |

**ASK FORM 2A [N=1,133]:**

b. Being compassionate

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 29 | Mostly helps a man’s chances | 34 | 25 |
| 22 | Mostly hurts a man’s chances | 22 | 22 |
| 47 | Doesn’t make much of a difference | 43 | 50 |
| 2 | No answer | 1 | 2 |

**ASK FORM 2A [N=1,133]:**

c. Being ambitious

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 71 | Mostly helps a man’s chances | 73 | 70 |
| 6 | Mostly hurts a man’s chances | 6 | 6 |
| 22 | Doesn’t make much of a difference | 21 | 23 |
| 1 | No answer | 1 | 1 |

**ASK FORM 2A [N=1,133]:**

d. Being approachable

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 60 | Mostly helps a man’s chances | 64 | 56 |
| 5 | Mostly hurts a man’s chances | 4 | 6 |
| 34 | Doesn’t make much of a difference | 32 | 36 |
| 2 | No answer | 1 | 2 |

**ASK FORM 2B [N=1,153]:**

e. Being assertive

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 73 | Mostly helps a man’s chances | 78 | 69 |
| 5 | Mostly hurts a man’s chances | 4 | 6 |
| 20 | Doesn’t make much of a difference | 17 | 23 |
| 2 | No answer | 1 | 3 |

**TRAITBIZMF2 CONTINUED…**

**ASK FORM 2B [N=1,153]:**

f. Showing emotions

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 8 | Mostly helps a man’s chances | 9 | 8 |
| 58 | Mostly hurts a man’s chances | 61 | 55 |
| 33 | Doesn’t make much of a difference | 29 | 36 |
| 1 | No answer | 1 | 1 |

**ASK FORM 2B [N=1,153]:**

g. Being physically attractive

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 54 | Mostly helps a man’s chances | 56 | 52 |
| 4 | Mostly hurts a man’s chances | 3 | 5 |
| 41 | Doesn’t make much of a difference | 40 | 42 |
| 1 | No answer | \* | 2 |

**ASK FORM 2 [N=2,286]:**

EXECCHF2 In general, what do you think is better for a woman who wants to reach a top executive position in business?

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 23 | Having children early on in her career | 27 | 20 |
| 41 | Waiting until she is well-established in her career to have children | 36 | 46 |
| 34 | Not having children at all | 35 | 32 |
| 2 | No answer | 2 | 2 |
|  |  |  |  |

**Trend:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Having children early on in her career | Waiting until she is well-established in her career to have children | Not having children at all | No answer |
| All adults |  |  |  |  |
| Nov 12-21, 2014 | 36 | 40 | 22 | 2 |
|  |  |  |  |  |

**ASK ALL:**

WMNPRZ1 Do you think it would be a **[RANDOMIZE:** (good thing) or a (bad thing)**]** for the country if a woman was elected president?

**[SHOW RESPONSE OPTIONS IN THIS ORDER IF STEM HAS GOOD FIRST; REVERSE RESPONSE OPTIONS IF STEM HAS BAD FIRST]**

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 40 | Very good | 32 | 48 |
| 42 | Somewhat good | 47 | 38 |
| 12 | Somewhat bad | 15 | 9 |
| 4 | Very bad | 5 | 4 |
| 2 | No answer | 2 | 1 |

**ASK FORM 1 [N=2,301]:**

WHYMOREF1 As you may know, more women are running for U.S. Congress this year than in the past. Why do you think that is the case?

**[OPEN-END RESPONSES NOT SHOWN]**

**ASK FORM 2 [N=2,286]:**

MOREWMN1F2 As you may know, more women are running for U.S. Congress this year than in the past. Do you think this is… **[RANDOMIZE RESPONSE OPTIONS 1 AND 2, 3 ALWAYS LAST]**

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 61 | A good thing | 54 | 68 |
| 5 | A bad thing | 6 | 4 |
| 33 | Neither a good thing nor a bad thing | 39 | 27 |
| 1 | No answer | \* | 1 |

**[RANDOMIZE MOREWMN2F2, MOREWMN3F2, MOREWMN4F2]**

**ASK FORM 2 [N=2,286]:**

MOREWMN2F2 If there were more women in the U.S. Congress, do you think Congress would… **[RANDOMIZE RESPONSE OPTIONS 1 AND 2, 3 ALWAYS LAST]**

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 39 | Do a BETTER job of dealing with the country’s problems | 30 | 46 |
| 7 | Do a WORSE job of dealing with the country’s problems | 9 | 6 |
| 53 | The number of women in Congress doesn’t have much to do with this | 60 | 47 |
| 1 | No answer | 1 | 2 |

**ASK FORM 2 [N=2,286]:**

MOREWMN3F2 If there were more women in the U.S. Congress, do you think there would be… **[SHOW RESPONSE OPTIONS IN THIS ORDER IF MOREWMN2F2 HAS “BETTER JOB” FIRST; REVERSE RESPONSE OPTIONS 1 AND 2 IF MOREWMN2F2 HAS “WORSE JOB” FIRST]**

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 34 | MORE openness and transparency in government | 25 | 43 |
| 5 | LESS openness and transparency in government | 7 | 4 |
| 59 | The number of women in Congress doesn’t have much to do with this | 68 | 52 |
| 1 | No answer | \* | 2 |

**ASK FORM 2 [N=2,286]:**

MOREWMN4F2 If there were more women in the U.S. Congress, do you think…

**[SHOW RESPONSE OPTIONS IN THIS ORDER IF MOREWMN2F2 HAS “BETTER JOB” FIRST; REVERSE RESPONSE OPTIONS 1 AND 2 IF MOREWMN2F2 HAS “WORSE JOB” FIRST]**

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 36 | The tone of political debate in Washington would be MORE respectful | 30 | 41 |
| 10 | The tone of political debate in Washington would be LESS respectful | 12 | 8 |
| 54 | The number of women in Congress doesn’t have much to do with this | 58 | 50 |
| 1 | No answer | \* | 1 |

**ASK ALL:**

COLSPEECH Thinking again about colleges and universities…

Which of the following do you think should be more important on college campuses these days? **[RANDOMIZE RESPONSE OPTIONS]**

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 87 | Allowing people to speak their minds freely, even if some students find their views upsetting or offensive | 88 | 87 |
| 11 | Ensuring that students aren’t exposed to views they find upsetting or offensive, even if that limits what people are allowed to say | 11 | 12 |
| 1 | No answer | 1 | 2 |

**ASK IF MARRIED/LIVING WITH A PARTNER (F\_MARITAL\_FINAL=1,2) [N=2,868]:**

This question is about your household…

E5 Is your **[IF F\_MARITAL\_FINAL=1:** spouse**;** **IF F\_MARITAL\_FINAL=2:** partner**]** now employed full-time, part-time or not employed?

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 53 | Full-time | 43 | 61 |
| 11 | Part-time | 15 | 8 |
| 35 | Not employed | 40 | 30 |
| 1 | No answer | 2 | 1 |

**ASK IF MARRIED/LIVING WITH A PARTNER AND BOTH EMPLOYED ((F\_MARITAL\_FINAL=1,2) AND (F\_E3\_FINAL=1,2 AND E5=1,2)) [N=1,365]:**

EARN Which of the following applies to your household income**? [RANDOMIZE RESPONSE OPTIONS 1 AND 2, 3 ALWAYS LAST]**

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 43 | I earn more than my **[IF F\_MARITAL\_FINAL=1:** spouse**;** **IF F\_MARITAL\_FINAL=2:** partner**]** | 62 | 22 |
| 40 | My **[IF F\_MARITAL\_FINAL=1:** spouse**;** **IF F\_MARITAL\_FINAL =2:** partner**]** earns more than me | 23 | 58 |
| 17 | My **[IF F\_MARITAL\_FINAL=1:** spouse**;** **F\_MARITAL\_FINAL=2:** partner**]** and I earn about the same | 14 | 19 |
| 1 | No answer | 1 | \* |

**ASK ALL:**

FERTIL1 Have you or anyone you know personally ever used fertility treatments to try to have a baby or not?

|  |  |  |  |
| --- | --- | --- | --- |
| Total |  | Men | Women |
| 33 | Yes | 30 | 36 |
| 67 | No | 70 | 63 |
| 1 | No answer | \* | 1 |

1. Asked as stand-alone Q in 2014. Question wording in 2014 was, “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? [↑](#footnote-ref-1)
2. Question wording in 2014 was, “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.” [↑](#footnote-ref-2)
3. Item wording in 2014 was, “Generally speaking, women aren’t tough enough for politics.” [↑](#footnote-ref-3)
4. Question wording in 2014 was, “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.” [↑](#footnote-ref-4)
5. Item wording in 2014 was, “Generally speaking, women aren’t tough enough for business.” [↑](#footnote-ref-5)
6. Item wording in 2014 was, “Generally speaking, women don’t make as good managers as men.” [↑](#footnote-ref-6)
7. Item wording in 2014 was, “Generally speaking, women are less likely than men to ask for promotions and raises.” [↑](#footnote-ref-7)
8. Question wording in 2014 was, “In general, do you think [RANDOMIZE: (men or women)/(women or men)] in TOP EXECUTIVE POSITIONS are better at each of the following?” [↑](#footnote-ref-8)