

**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
<i>Men</i>	2,284	+/- 3.5% points
<i>Women</i>	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...

<u>Total</u>		<u>Men</u>	<u>Women</u>
23	Very happy	22	23
60	Pretty happy	63	58
17	Not too happy	15	19
*	No answer	1	*

TREND:

	<u>Very happy</u>	<u>Pretty happy</u>	<u>Not too happy</u>	<u>No answer</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
75	Essential	74	75
21	Important, but not essential	22	21
4	Not important	4	3
*	No answer	*	1

g. Be persuasive

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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]

<u>Total</u>		<u>Men</u>	<u>Women</u>
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]**

<u>Total</u>		<u>Men</u>	<u>Women</u>
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]**

<u>Total</u>		<u>Men</u>	<u>Women</u>
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]**

<u>Total</u>		<u>Men</u>	<u>Women</u>
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]**

<u>Total</u>		<u>Men</u>	<u>Women</u>
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 AMNTWMNPF1 IF APPLICABLE; OTHERWISE RANDOMIZE RESPONSE OPTIONS 1 AND 3, ALWAYS KEEPING 2 IN THE MIDDLE]**

<u>Total</u>		<u>Men</u>	<u>Women</u>
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]**

<u>Total</u>		<u>Men</u>	<u>Women</u>
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:

	<u>Easier for men to get these positions</u>	<u>Easier for women to get these positions</u>	<u>Not much difference</u>	<u>No answer</u>
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]**

<u>Total</u>		<u>Men</u>	<u>Women</u>
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:

	<u>Easier for men to get elected to high political offices</u>	<u>Easier for women to get elected to high political offices</u>	<u>Not much difference</u>	<u>No answer</u>
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]**

<u>Total</u>		<u>Men</u>	<u>Women</u>
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]**

<u>Total</u>		<u>Men</u>	<u>Women</u>
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:

	<u>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</u>	<u>Even as more women move into management roles, men will continue to hold more top executive positions in business in the future</u>	<u>No answer</u>
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?

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

TREND¹:

	<u>A lot</u>	<u>Some</u>	<u>Not much</u>	<u>Nothing at all</u>	<u>No answer</u>
All adults Nov 12-21, 2014	29	41	19	9	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?"

**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?

<u>Total</u>		<u>Men</u>	<u>Women</u>
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?

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
61	Major reason	48	72
25	Minor reason	30	20
14	Not a reason	22	7
1	No answer	1	1

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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
38	Major reason	29	45
40	Minor reason	42	37
23	Not a reason	29	17
*	No answer	*	*

TREND²:

	<u>Major reason</u>	<u>Minor reason</u>	<u>Not a reason</u>	<u>No answer</u>
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	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]:

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."

³ Item wording in 2014 was, "Generally speaking, women aren't tough enough for politics."

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]:

a. Many businesses aren't ready to hire women for top executive positions

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
54	Major reason	44	62
31	Minor reason	34	28
15	Not a reason	21	9
*	No answer	*	*

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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
60	Major reason	45	74
24	Minor reason	31	18
15	Not a reason	24	7
1	No answer	0	1

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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
42	Major reason	33	50
38	Minor reason	39	38
19	Not a reason	28	12
*	No answer	0	*

TREND⁴:

	<u>Major reason</u>	<u>Minor reason</u>	<u>Not a reason</u>	<u>No answer</u>
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	9	22	68	2
f. Women don't make as good managers as men Nov 12-21, 2014 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	18	33	47	2

HIGHED THROUGH HIGHEDWRNG PREVIOUSLY RELEASED

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."

⁵ Item wording in 2014 was, "Generally speaking, women aren't tough enough for business."

⁶ Item wording in 2014 was, "Generally speaking, women don't make as good managers as men."

⁷ Item wording in 2014 was, "Generally speaking, women are less likely than men to ask for promotions and raises."

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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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]:

- b. Being compassionate and empathetic

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
11	Men are better	13	10
30	Women are better	26	33
58	No difference	61	56
1	No answer	*	1

g. Being persuasive

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
4	Men are better	5	3
41	Women are better	42	40
55	No difference	53	58
*	No answer	1	0

TREND:

	<u>Men are better</u>	<u>Women are better</u>	<u>No difference</u>	<u>No answer</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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]:

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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
22	Men are better	25	20
20	Women are better	16	24
56	No difference	58	55
1	No answer	1	1

TREND:

	<u>Men are better</u>	<u>Women are better</u>	<u>No difference</u>	<u>No answer</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
10	Men are better	10	11
32	Women are better	27	36
56	No difference	63	51
1	No answer	1	2

TREND⁸:

	<u>Men are better</u>	<u>Women are better</u>	<u>No difference</u>	<u>No answer</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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	*

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?"

BETTERBIZ2F2 CONTINUED...**ASK FORM 2B [N=1,153]:**

c. A large bank or financial institution

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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?

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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

<u>Total</u>		<u>Men</u>	<u>Women</u>
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?

<u>Total</u>		<u>Men</u>	<u>Women</u>
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:

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

WMNPRZ1 TO COLSPEECH PREVIOUSLY RELEASED

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?

<u>Total</u>		<u>Men</u>	<u>Women</u>
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**]

<u>Total</u>		<u>Men</u>	<u>Women</u>
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	*

FERTIL1 HELD FOR FUTURE RELEASE