



TOPLINE AND METHODOLOGY

National Geographic /Ipsos Poll

Conducted by Ipsos Public Affairs' KnowledgePanel®

A survey of women (ages 18+)

Interview dates: September 25th to October 2nd, 2019

Number of interviews: Women 18+ N=1,014

Margin of error: +/- 3.3 percentage points at the 95% confidence level

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: * = less than 0.5%, - = no respondents

Annotated Questionnaire:

1. Some people are registered to vote and others are not. Are you registered to vote in the precinct or ward where you now live, or aren't you?

<i>Base: All Respondents</i>	Total
Yes, registered to vote	82
No, not registered to vote	16
Don't know	2
Skipped	*

2. Some people seem to follow what's going on in politics most of the time, whether there's an election going on or not. Others aren't that interested. Would you say you follow what's going on in politics:

<i>Base: All Respondents</i>	Total)
Most of the time	31
Some of the time	31
Only now and then	22
Hardly at all	16
Skipped	*
<i>Most/Some of the time (Net)</i>	62
<i>Now and then/Hardly at all (Net)</i>	38





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3. How much attention have you been paying to the election campaign for U.S. President:

<i>Base: All Respondents</i>	Total
A lot	25
Some	36
Only a little	24
Not at all	15
Skipped	*
<i>A lot/some (Net)</i>	61
<i>Little/Not at all (Net)</i>	39

4. Over the past year, do you feel the economy has:

<i>Base: All Respondents</i>	Total
Gotten better	29
Gotten worse	30
Stayed the same	41
Skipped	*

5. If you had to choose, would you rather have:

<i>Base: All Respondents</i>	Total
A smaller government providing fewer services	43
Bigger government providing more services	54
Skipped	3

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6. How much of a problem do you think each of the following is in the country today? For each one, please indicate whether you think it is a big problem, a moderate problem, a small problem, or not a problem at all.

Summary	Big/ Moderate Problem (Net)	Big Problem	Moderate problem	Small/Not a problem at all (Net)	Small Problem	Not a problem at all	Skipped
Climate change	76	53	23	23	14	9	1
Cost of health care (split sample)	95	77	18	4	3	1	2
Access to quality health care (split sample)	89	53	35	11	9	2	1
Violent crime (split sample)	92	59	33	6	6	-	1
Gun violence (split sample)	86	67	19	13	11	2	1
Affordable childcare	80	40	39	20	16	4	1
Terrorism	86	50	37	13	12	1	1
Sexual discrimination (split sample)	72	29	42	27	23	4	1
Sexual harassment (split sample)	81	42	40	18	17	2	1
Racial discrimination	78	46	32	21	18	3	1



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6. How much of a problem do you think each of the following is in the country today? For each one, please indicate whether you think it is a big problem, a moderate problem, a small problem, or not a problem at all.

Climate change <i>Base: All Respondents</i>	Total
Big problem	53
Moderate problem	23
Small problem	14
Not a problem at all	9
Skipped	1
Big/Moderate problem (Net)	76
Small/Not a problem at all (Net)	23

7. How much of a problem do you think each of the following is in the country today? For each one, please indicate whether you think it is a big problem, a moderate problem, a small problem, or not a problem at all.

A. Cost of health care <i>Base: Half Sample</i>	Total (N=507)
Big problem	77
Moderate problem	18
Small problem	3
Not a problem at all	1
Skipped	2
Big/Moderate problem (Net)	95
Small/Not a problem at all (Net)	4

B. Access to quality health care <i>Base: Half Sample</i>	Total (N=507)
Big problem	53
Moderate problem	35
Small problem	9
Not a problem at all	2
Skipped	1
Big/Moderate problem (Net)	89
Small/Not a problem at all (Net)	11



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8. How much of a problem do you think each of the following is in the country today? For each one, please indicate whether you think it is a big problem, a moderate problem, a small problem, or not a problem at all.

A. Violent crime <i>Base: Half Sample</i>	Total (N=507)
Big problem	59
Moderate problem	33
Small problem	6
Not a problem at all	-
Skipped	1
Big/Moderate problem (Net)	92
Small/Not a problem at all (Net)	6

B. Gun violence <i>Base: Half Sample</i>	Total (N=507)
Big problem	67
Moderate problem	19
Small problem	11
Not a problem at all	2
Skipped	1
Big/Moderate problem (Net)	86
Small/Not a problem at all (Net)	13



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9. How much of a problem do you think each of the following is in the country today? For each one, please indicate whether you think it is a big problem, a moderate problem, a small problem, or not a problem at all.

Affordable childcare <i>Base: All Respondents</i>	Total
Big problem	40
Moderate problem	39
Small problem	16
Not a problem at all	4
Skipped	1
Big/Moderate problem (Net)	80
Small/Not a problem at all (Net)	20

10. How much of a problem do you think each of the following is in the country today? For each one, please indicate whether you think it is a big problem, a moderate problem, a small problem, or not a problem at all.

Terrorism <i>Base: All Respondents</i>	Total
Big problem	50
Moderate problem	37
Small problem	12
Not a problem at all	1
Skipped	1
Big/Moderate problem (Net)	86
Small/Not a problem at all (Net)	13

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11. How much of a problem do you think each of the following is in the country today? For each one, please indicate whether you think it is a big problem, a moderate problem, a small problem, or not a problem at all.

A. Sexual discrimination <i>Base: Half Sample</i>	Total (N=507)
Big problem	29
Moderate problem	42
Small problem	23
Not a problem at all	4
Skipped	1
Big/Moderate problem (Net)	72
Small/Not a problem at all (Net)	27

B. Sexual harassment <i>Base: Half Sample</i>	Total (N=507)
Big problem	42
Moderate problem	40
Small problem	17
Not a problem at all	2
Skipped	1
Big/Moderate problem (Net)	81
Small/Not a problem at all (Net)	18

12. How much of a problem do you think each of the following is in the country today? For each one, please indicate whether you think it is a big problem, a moderate problem, a small problem, or not a problem at all.

Racial discrimination <i>Base: All Respondents</i>	Total
Big problem	46
Moderate problem	32
Small problem	18
Not a problem at all	3
Skipped	1
Big/Moderate problem (Net)	78
Small/Not a problem at all (Net)	21



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13. For you personally, how important is it for the United States to elect a woman to the office of U.S. President? Would you say it is:

	Total
Very important	16
Somewhat important	28
Not very important	27
Not at all important	29
Skipped	1
<i>Total important (Net)</i>	44
<i>Total not important (Net)</i>	55

14. All things considered, who do you think has it easier in our country these days:

<i>Base: All Respondents</i>	Total
Men	53
Women	6
No difference	41
Skipped	1

15. And, when it comes to life as a woman in America, do you think things are getting:

<i>Base: Believe men have it easier</i>	Total (N=534)
Better	34
Worse	21
Staying about the same	44
Skipped	*



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16-26. Below are the names of various jobs. For each one, please indicate whether you think the opportunity for women to advance in that profession is better, worse or about the same as it is for men.

Summary	Better for women	Worse for women	Same as it is for men	Skipped
The U.S. military	4	62	32	1
Scientist	7	36	56	1
Doctor	10	23	66	1
Small business owner	12	29	58	1
Finance/Banking	11	34	54	1
Nurse	58	2	38	1
Computer programming	8	34	57	1
Professor	11	24	63	1
Public school teacher	46	4	49	1
Professional athlete	6	58	35	1
Politician	8	59	32	1



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16-26. Below are the names of various jobs. For each one, please indicate whether you think the opportunity for women to advance in that profession is better, worse, or about the same as it is for men.

16. The U.S. military	Total
<i>Base: All Respondents</i>	
Better for women	4
Worse for women	62
Same as it is for men	32
Skipped	1

17. Scientist	Total
<i>Base: All Respondents</i>	
Better for women	7
Worse for women	36
Same as it is for men	56
Skipped	1

18. Doctor	Total
<i>Base: All Respondents</i>	
Better for women	10
Worse for women	23
Same as it is for men	66
Skipped	1

19. Small Business owner	Total
<i>Base: All Respondents</i>	
Better for women	12
Worse for women	29
Same as it is for men	58
Skipped	1



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16-26. Below are the names of various jobs. For each one, please indicate whether you think the opportunity for women to advance in that profession is better, worse, or about the same as it is for men.

20. Finance/Banking	Total
<i>Base: All Respondents</i>	
Better for women	11
Worse for women	34
Same as it is for men	54
Skipped	1

21. Nurse	Total
<i>Base: All Respondents</i>	
Better for women	58
Worse for women	2
Same as it is for men	38
Skipped	1

22. Computer programming	Total
<i>Base: All Respondents</i>	
Better for women	8
Worse for women	34
Same as it is for men	57
Skipped	1

23. Professor	Total
<i>Base: All Respondents</i>	
Better for women	11
Worse for women	24
Same as it is for men	63
Skipped	1



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16-26. Below are the names of various jobs. For each one, please indicate whether you think the opportunity for women to advance in that profession is better, worse, or about the same as it is for men.

24. Public school teacher	Total
<i>Base: All Respondents</i>	
Better for women	46
Worse for women	4
Same as it is for men	49
Skipped	1

25. Professional athlete	Total
<i>Base: All Respondents</i>	
Better for women	6
Worse for women	58
Same as it is for men	35
Skipped	1

26. Politician	Total
<i>Base: All Respondents</i>	
Better for women	8
Worse for women	59
Same as it is for men	32
Skipped	1



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27. Which one of these issues do you believe is the biggest problem facing women today?

<i>Base: All Respondents</i>	Total
Pay discrimination	24
Harassment and unfair treatment	20
Getting a quality education	1
Accessing quality healthcare	4
Finding job opportunities	4
Balancing family and career	38
Affordable childcare	8
Skipped	1

28. Have you ever personally experienced discrimination or been treated unfairly because of your gender, or not?

<i>Base: All Respondents</i>	Total
Yes	40
No	60
Skipped	1

29. In what ways have you personally experienced discrimination or been treated unfairly because of your gender? (Open End)



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30. Which one of the following is your favorite sport to watch?

<i>Base: All Respondents</i>	Total
College football	10
National Football League (NFL)	19
Major League Baseball (MLB)	11
National Hockey League (NHL)	3
Auto racing	3
Tennis	5
Golf	2
Women's soccer	2
Combat sports like boxing or mixed martial arts	2
National Basketball Association (NBA)	5
Women's National Basketball Association (WNBA)	1
Something else	34
Skipped	4

31. Which of the following websites or apps do you visit at least a couple of times per week?

<i>Base: All Respondents</i>	Total
Facebook	76
Twitter	13
Instagram	34
Snapchat	16
Linkedin	9
Reddit	4
Pinterest	24
Something else	13
Skipped	4



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32. What advice would you give to young women in America today? (Open End)

33. Who do you think is the most inspiring woman in America today? (Open End)

34. Do you consider yourself to be a feminist, or not?

<i>Base: All Respondents</i>	Total
Yes	29
No	69
Skipped	2

35. Do you have any children of any age?

<i>Base: All Respondents</i>	Total
<i>Have children (Net)</i>	71
Yes, sons and daughters	38
Yes, sons only	15
Yes, daughters only	17
No children	29
Skipped	*



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Methodology

This National Geographic/Ipsos Poll was conducted September 25 to October 2, 2019 by Ipsos Public Affairs KnowledgePanel® – a division of Ipsos. This poll is based on a nationally-representative probability sample of 1,014 women age 18 or older.

The survey was conducted using the web-enabled KnowledgePanel®, which is the largest and most well-established online panel that is representative of the adult US population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households are randomly selected from all available households in the U.S. Persons in these households are invited to join and participate in the web-enabled KnowledgePanel®. For those potential panel members who do not already have internet access, Ipsos provides a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methods, samples from KnowledgePanel cover all households regardless of their phone or internet status and provide fully representative online samples to the research community.

The study was conducted in both English and Spanish. The data were weighted to adjust for age, race, education, Census region, metropolitan status, household income, language proficiency, and party identification. The demographic benchmarks came from the 2018 March supplement of the U.S. Census Bureau's Current Population Survey (CPS). Party ID benchmarks are from recent ABC News/Washington Post telephone polls. The weighting categories were as follows:

- Gender (Female) by Age (18–29, 30–44, 45–59, and 60+)
- Race/Hispanic Ethnicity (White/Non-Hispanic, Black/Non-Hispanic, Other or 2+ Races/Non-Hispanic, Hispanic)
- Education (Less than High School, High School graduate, Some College, Bachelor and beyond)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)
- Language proficiency (English proficient Hispanic, Bilingual Hispanic, Spanish proficient Hispanic, Non-Hispanic)
- Party ID (Democrat, Republican, Independent, Other/Refused)

The margin of sampling error is plus or minus 3.3 percentage points at the 95% confidence level, for results based on the entire sample of women. The margin of sampling error takes into account the design effect, which is 1.17. The margin of sampling error is higher and varies for results based on sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.



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