



PRESS RELEASE

Ipsos Surveys Around Gender

Washington, DC, January 7, 2020

Full Annotated Questionnaire [includes questions from four separate questionnaires]:

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

Start of Questionnaire October 23-24, 2019

1. Please indicate the degree in which you agree or disagree with the following statements.

Total Agree Summary

	Total
To the degree possible, I try or tried to purchase clothing meant for boys for my son(s)	79%
To the degree possible, I try to purchase clothing meant for girls for my daughter(s)	74%
To the degree possible, I try to purchase toys meant for girls for my daughter(s)	61%
To the degree possible, I try or tried to purchase toys meant for boys for my son(s)	60%
To the degree possible, I try or tried to encourage games meant for boys for my son(s)	58%
To the degree possible, I try to encourage books meant for girls for my daughter(s)	58%
To the degree possible, I try or tried to encourage books meant for boys for my son(s)	55%
To the degree possible, I try or tried to encourage TV shows meant for boys for my son(s)	52%
To the degree possible, I try to encourage games meant for girls for my daughter(s)	50%
To the degree possible, I try to encourage TV shows meant for girls for my daughter(s)	47%



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- a. **[Only asked if respondent has son(s)]** To the degree possible, I try or tried to purchase toys meant for boys for my son(s)

	Total (N=165)
Strongly agree	35%
Somewhat agree	24%
Neither agree nor disagree	23%
Somewhat disagree	12%
Strongly disagree	6%
<i>Total agree (Net)</i>	<i>60%</i>
<i>Total disagree (Net)</i>	<i>18%</i>

- b. **[Only asked if respondent has son(s)]** To the degree possible, I try or tried to purchase clothing meant for boys for my son(s)

	Total (N=165)
Strongly agree	45%
Somewhat agree	33%
Neither agree nor disagree	12%
Somewhat disagree	3%
Strongly disagree	6%
<i>Total agree (Net)</i>	<i>79%</i>
<i>Total disagree (Net)</i>	<i>9%</i>

- c. **[Only asked if respondent has son(s)]** To the degree possible, I try or tried to encourage books meant for boys for my son(s)

	Total (N=165)
Strongly agree	23%
Somewhat agree	32%
Neither agree nor disagree	29%
Somewhat disagree	6%
Strongly disagree	10%
<i>Total agree (Net)</i>	<i>55%</i>
<i>Total disagree (Net)</i>	<i>16%</i>



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- d. **[Only asked if respondent has son(s)]** To the degree possible, I try or tried to encourage games meant for boys for my son(s)

	Total (N=165)
Strongly agree	26%
Somewhat agree	32%
Neither agree nor disagree	23%
Somewhat disagree	15%
Strongly disagree	4%
<i>Total agree (Net)</i>	<i>58%</i>
<i>Total disagree (Net)</i>	<i>19%</i>

- e. **[Only asked if respondent has son(s)]** To the degree possible, I try or tried to encourage TV shows meant for boys for my son(s)

	Total (N=165)
Strongly agree	21%
Somewhat agree	31%
Neither agree nor disagree	24%
Somewhat disagree	18%
Strongly disagree	6%
<i>Total agree (Net)</i>	<i>52%</i>
<i>Total disagree (Net)</i>	<i>24%</i>

- f. **[Only asked if respondent has daughter(s)]** To the degree possible, I try to purchase toys meant for girls for my daughter(s)

	Total (N=161)
Strongly agree	26%
Somewhat agree	35%
Neither agree nor disagree	23%
Somewhat disagree	11%
Strongly disagree	5%
<i>Total agree (Net)</i>	<i>61%</i>
<i>Total disagree (Net)</i>	<i>16%</i>



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- g. **[Only asked if respondent has daughter(s)]** To the degree possible, I try to purchase clothing meant for girls for my daughter(s)

	Total (N=161)
Strongly agree	38%
Somewhat agree	37%
Neither agree nor disagree	16%
Somewhat disagree	8%
Strongly disagree	2%
<i>Total agree (Net)</i>	<i>74%</i>
<i>Total disagree (Net)</i>	<i>10%</i>

- h. **[Only asked if respondent has daughter(s)]** To the degree possible, I try to encourage books meant for girls for my daughter(s)

	Total (N=161)
Strongly agree	25%
Somewhat agree	32%
Neither agree nor disagree	31%
Somewhat disagree	8%
Strongly disagree	3%
<i>Total agree (Net)</i>	<i>58%</i>
<i>Total disagree (Net)</i>	<i>12%</i>

- i. **[Only asked if respondent has daughter(s)]** To the degree possible, I try to encourage games meant for girls for my daughter(s)

	Total (N=161)
Strongly agree	22%
Somewhat agree	27%
Neither agree nor disagree	32%
Somewhat disagree	15%
Strongly disagree	4%
<i>Total agree (Net)</i>	<i>50%</i>
<i>Total disagree (Net)</i>	<i>19%</i>



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- j. **[Only asked if respondent has daughter(s)]** To the degree possible, I try to encourage TV shows meant for girls for my daughter(s)

	Total (N=161)
Strongly agree	21%
Somewhat agree	26%
Neither agree nor disagree	34%
Somewhat disagree	10%
Strongly disagree	9%
<i>Total agree (Net)</i>	<i>47%</i>
<i>Total disagree (Net)</i>	<i>19%</i>

2. Please indicate the degree in which you agree or disagree with the following statements.

Total Agree Summary

	Total (N=1,004)
These days I see people who I am not sure whether they are male or female	55%
More and more I notice women wearing men's fashions or clothing	40%
More and more I notice men wearing women's fashions or clothing	35%

- a. More and more I notice women wearing men's fashions or clothing

	Total
Strongly agree	8%
Somewhat agree	32%
Neither agree nor disagree	34%
Somewhat disagree	18%
Strongly disagree	7%
<i>Total agree (Net)</i>	<i>40%</i>
<i>Total disagree (Net)</i>	<i>25%</i>



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b. More and more I notice men wearing women's fashions or clothing

	Total
Strongly agree	11%
Somewhat agree	25%
Neither agree nor disagree	29%
Somewhat disagree	20%
Strongly disagree	15%
Total agree (Net)	35%
Total disagree (Net)	35%

c. These days I see people who I am not sure whether they are male or female

	Total
Strongly agree	15%
Somewhat agree	40%
Neither agree nor disagree	27%
Somewhat disagree	12%
Strongly disagree	6%
Total agree (Net)	55%
Total disagree (Net)	18%

3. When brands offer clothing items as gender-neutral I...

Yes Summary

	Total
Will buy anything that looks good on me	59%
Think brands are pandering to get a sale	49%
Don't notice	41%
Am less willing to buy them	36%
Expect them not to fit my body	34%
Think brands are smart	32%
Think they will hide my body	20%
Am more willing to buy them	16%



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a. Am more willing to buy them

	Total
Yes	16%
No	56%
Don't know	29%

b. Am less willing to buy them

	Total
Yes	36%
No	41%
Don't know	23%

c. Expect them not to fit my body

	Total
Yes	34%
No	29%
Don't know	37%

d. Think they will hide my body

	Total
Yes	20%
No	45%
Don't know	36%

e. Will buy anything that looks good on me

	Total
Yes	59%
No	25%
Don't know	16%

f. Think brands are pandering to get a sale

	Total
Yes	49%
No	23%
Don't know	28%



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g. Think brands are smart

	Total
Yes	32%
No	35%
Don't know	33%

h. Don't notice

	Total
Yes	41%
No	31%
Don't know	28%

Start of Questionnaire October 17-18, 2019

1. From the list below, which of these words do you more associate with men?

	Total (N=1,005)
Masculine	75%
Strong	53%
Protective	51%
Provider	43%
Head of household	41%
Aggressive	38%
Leader	35%
Assertive	33%
Decisive	24%
Makes the first move	20%
Temperamental	20%
Rational	19%
Sensitive	10%
Vain	10%
Emotional	7%



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2. For each word or phrase below, please indicate whether you feel this trait is positive, negative, or neutral regarding men.

Positive Summary

	Total
Protective	83%
Strong	79%
Provider	79%
Leader	75%
Rational	71%
Decisive	67%
Masculine	67%
Head of household	57%
Assertive	50%
Sensitive	49%
Makes the first move	37%
Emotional	30%
Aggressive	15%
Temperamental	10%
Vain	5%

a. Strong

	Total
Positive	79%
Neutral	19%
Negative	2%

b. Protective

	Total
Positive	83%
Neutral	16%
Negative	1%

c. Leader

	Total
Positive	75%
Neutral	23%
Negative	1%



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d. Decisive

	Total
Positive	67%
Neutral	30%
Negative	3%

e. Vain

	Total
Positive	5%
Neutral	26%
Negative	69%

f. Head of household

	Total
Positive	57%
Neutral	39%
Negative	4%

g. Provider

	Total
Positive	79%
Neutral	20%
Negative	1%

h. Masculine

	Total
Positive	67%
Neutral	30%
Negative	3%

i. Assertive

	Total
Positive	50%
Neutral	43%
Negative	7%



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j. Aggressive

	Total
Positive	15%
Neutral	33%
Negative	52%

k. Makes the first move

	Total
Positive	37%
Neutral	58%
Negative	5%

l. Sensitive

	Total
Positive	49%
Neutral	41%
Negative	9%

m. Temperamental

	Total
Positive	10%
Neutral	29%
Negative	60%

n. Rational

	Total
Positive	71%
Neutral	26%
Negative	3%

o. Emotional

	Total
Positive	30%
Neutral	52%
Negative	18%



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3. From the list below, which of these words do you more associate with women?

	Total
Sensitive	64%
Emotional	61%
Empathetic	58%
Protective	47%
Strong	46%
Modest	33%
Collaborative	32%
Rational	31%
Leader	27%
Dependent	25%
In charge	25%
Temperamental	23%
Head of household	22%
Assertive	21%
Submissive	19%
Indecisive	11%

4. For each word or phrase below, please indicate whether you feel this trait is positive, negative, or neutral regarding women.

Positive Summary

	Total
Strong	82%
Protective	81%
Leader	76%
Rational	76%
Collaborative	74%
Empathetic	73%
In charge	64%
Sensitive	63%
Head of household	58%
Modest	58%
Assertive	57%
Emotional	39%
Dependent	30%
Submissive	15%
Temperamental	12%
Indecisive	8%



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a. Strong

	Total
Positive	82%
Neutral	16%
Negative	2%

b. Protective

	Total
Positive	81%
Neutral	17%
Negative	1%

c. Leader

	Total
Positive	76%
Neutral	20%
Negative	4%

d. In charge

	Total
Positive	64%
Neutral	32%
Negative	5%

e. Head of household

	Total
Positive	58%
Neutral	36%
Negative	6%

f. Assertive

	Total
Positive	57%
Neutral	36%
Negative	7%



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g. Submissive

	Total
Positive	15%
Neutral	35%
Negative	50%

h. Modest

	Total
Positive	58%
Neutral	39%
Negative	3%

i. Temperamental

	Total
Positive	12%
Neutral	31%
Negative	57%

j. Sensitive

	Total
Positive	63%
Neutral	30%
Negative	6%

k. Empathetic

	Total
Positive	73%
Neutral	24%
Negative	3%

l. Collaborative

	Total
Positive	74%
Neutral	24%
Negative	2%



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m. Dependent

	Total
Positive	30%
Neutral	37%
Negative	34%

n. Indecisive

	Total
Positive	8%
Neutral	25%
Negative	66%

o. Rational

	Total
Positive	76%
Neutral	20%
Negative	4%

p. Emotional

	Total
Positive	39%
Neutral	43%
Negative	18%



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5. **[Asked only if respondent is male]** There is a national discussion going on about men and women having equal rights. How much do you agree or disagree with each of the following statements regarding this conversation?

Total Agree Summary

	Total (N=414)
I feel men have an important role to play in this conversation	71%
I have learned a lot from that conversation	44%
I feel included in that conversation	42%
I worry that if I say what I'm thinking, I will be attacked	39%
I feel like my values are being threatened	29%
I feel excluded from that conversation	24%
I worry that my rights are being taken away	24%
Hearing the conversation usually makes me annoyed or angry	23%

- a. I feel included in that conversation

	Total
Strongly agree	12%
Somewhat agree	30%
Neither agree nor disagree	33%
Somewhat disagree	18%
Strongly disagree	6%
<i>Total agree (Net)</i>	42%
<i>Total disagree (Net)</i>	25%

- b. I feel excluded from that conversation

	Total
Strongly agree	7%
Somewhat agree	17%
Neither agree nor disagree	41%
Somewhat disagree	19%
Strongly disagree	16%
<i>Total agree (Net)</i>	24%
<i>Total disagree (Net)</i>	34%



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c. I have learned a lot from that conversation

	Total
Strongly agree	13%
Somewhat agree	30%
Neither agree nor disagree	42%
Somewhat disagree	9%
Strongly disagree	6%
<i>Total agree (Net)</i>	44%
<i>Total disagree (Net)</i>	15%

d. Hearing the conversation usually makes me annoyed or angry

	Total
Strongly agree	9%
Somewhat agree	14%
Neither agree nor disagree	30%
Somewhat disagree	26%
Strongly disagree	21%
<i>Total agree (Net)</i>	23%
<i>Total disagree (Net)</i>	47%

e. I feel men have an important role to play in this conversation

	Total
Strongly agree	33%
Somewhat agree	39%
Neither agree nor disagree	21%
Somewhat disagree	5%
Strongly disagree	2%
<i>Total agree (Net)</i>	71%
<i>Total disagree (Net)</i>	7%



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f. I worry that if I say what I'm thinking, I will be attacked

	Total
Strongly agree	14%
Somewhat agree	25%
Neither agree nor disagree	25%
Somewhat disagree	19%
Strongly disagree	17%
<i>Total agree (Net)</i>	39%
<i>Total disagree (Net)</i>	36%

g. I worry that my rights are being taken away

	Total
Strongly agree	9%
Somewhat agree	15%
Neither agree nor disagree	25%
Somewhat disagree	24%
Strongly disagree	26%
<i>Total agree (Net)</i>	24%
<i>Total disagree (Net)</i>	51%

h. I feel like my values are being threatened

	Total
Strongly agree	9%
Somewhat agree	20%
Neither agree nor disagree	27%
Somewhat disagree	22%
Strongly disagree	22%
<i>Total agree (Net)</i>	29%
<i>Total disagree (Net)</i>	44%



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6. **[Asked only if respondent is male]** Please indicate the degree to which you agree or disagree with the following statements regarding this discussion going on about men and women having equal rights.

Total Agree Summary

	Total (N=414)
I am fine if everyone starts out the same, but I am not willing to give up something in order for someone else to be equal	43%
I am concerned that it goes against the natural order of things	19%
It conflicts with the teachings of my religion	12%

- a. I am concerned that it goes against the natural order of things

	Total
Strongly agree	7%
Somewhat agree	12%
Neither agree nor disagree	24%
Somewhat disagree	26%
Strongly disagree	31%
<i>Total agree (Net)</i>	<i>19%</i>
<i>Total disagree (Net)</i>	<i>57%</i>

- b. It conflicts with the teachings of my religion

	Total
Strongly agree	5%
Somewhat agree	7%
Neither agree nor disagree	24%
Somewhat disagree	21%
Strongly disagree	42%
<i>Total agree (Net)</i>	<i>12%</i>
<i>Total disagree (Net)</i>	<i>64%</i>



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- c. I am fine if everyone starts out the same, but I am not willing to give up something in order for someone else to be equal

	Total
Strongly agree	18%
Somewhat agree	25%
Neither agree nor disagree	26%
Somewhat disagree	16%
Strongly disagree	14%
<i>Total agree (Net)</i>	43%
<i>Total disagree (Net)</i>	31%

7. **[Asked only if respondent is male]** There is a national discussion going on about whether there are not just two genders (male and female) but if there are a spectrum of genders in between. How much do you agree or disagree with each of the following statements regarding this conversation?

Total Agree Summary

	Total (N=414)
I feel men have an important role to play in this conversation	64%
I worry that if I say what I'm thinking, I will be attacked	44%
Hearing the conversation usually makes me annoyed or angry	40%
I have learned a lot from that conversation	36%
I feel like my values are being threatened	35%
I feel excluded from that conversation	31%
I feel this goes against my religious beliefs	31%
I worry that my rights are being taken away	29%
I feel included in that conversation	27%

- a. I feel included in that conversation

	Total
Strongly agree	9%
Somewhat agree	18%
Neither agree nor disagree	39%
Somewhat disagree	19%
Strongly disagree	15%
<i>Total agree (Net)</i>	27%
<i>Total disagree (Net)</i>	34%



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b. I feel excluded from that conversation

	Total
Strongly agree	13%
Somewhat agree	18%
Neither agree nor disagree	43%
Somewhat disagree	14%
Strongly disagree	12%
<i>Total agree (Net)</i>	31%
<i>Total disagree (Net)</i>	26%

c. I have learned a lot from that conversation

	Total
Strongly agree	12%
Somewhat agree	24%
Neither agree nor disagree	36%
Somewhat disagree	15%
Strongly disagree	13%
<i>Total agree (Net)</i>	36%
<i>Total disagree (Net)</i>	29%

d. I feel this goes against my religious beliefs

	Total
Strongly agree	16%
Somewhat agree	15%
Neither agree nor disagree	21%
Somewhat disagree	13%
Strongly disagree	35%
<i>Total agree (Net)</i>	31%
<i>Total disagree (Net)</i>	49%



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e. Hearing the conversation usually makes me annoyed or angry

	Total
Strongly agree	15%
Somewhat agree	25%
Neither agree nor disagree	24%
Somewhat disagree	15%
Strongly disagree	20%
<i>Total agree (Net)</i>	40%
<i>Total disagree (Net)</i>	36%

f. I feel men have an important role to play in this conversation

	Total
Strongly agree	27%
Somewhat agree	37%
Neither agree nor disagree	29%
Somewhat disagree	4%
Strongly disagree	4%
<i>Total agree (Net)</i>	64%
<i>Total disagree (Net)</i>	8%

g. I worry that if I say what I'm thinking, I will be attacked

	Total
Strongly agree	19%
Somewhat agree	25%
Neither agree nor disagree	21%
Somewhat disagree	14%
Strongly disagree	20%
<i>Total agree (Net)</i>	44%
<i>Total disagree (Net)</i>	35%



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h. I worry that my rights are being taken away

	Total
Strongly agree	12%
Somewhat agree	17%
Neither agree nor disagree	24%
Somewhat disagree	19%
Strongly disagree	29%
Total agree (Net)	29%
Total disagree (Net)	48%

i. I feel like my values are being threatened

	Total
Strongly agree	16%
Somewhat agree	18%
Neither agree nor disagree	25%
Somewhat disagree	15%
Strongly disagree	25%
Total agree (Net)	35%
Total disagree (Net)	40%

Start of Questionnaire October 4-7, 2019

1. Do you know someone in your life who is...?

No Summary

	Total (N=1,306)
Transgender	51%
Gender-fluid	50%
Non-binary/non-conforming	49%
Gender-questioning	48%
Bisexual	31%
Lesbian	23%
Gay	14%



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a. Lesbian

	Total
Yes, I am	5%
Yes, in my immediate family	7%
Yes, in my extended family	19%
Yes, a friend	36%
Yes, a coworker	20%
Yes, a neighbor	7%
Yes, an acquaintance	29%
No	23%
Not sure	7%
Refused	1%

b. Gay

	Total
Yes, I am	9%
Yes, in my immediate family	4%
Yes, in my extended family	21%
Yes, a friend	39%
Yes, a coworker	20%
Yes, a neighbor	11%
Yes, an acquaintance	31%
No	14%
Not sure	6%
Refused	8%

c. Bisexual

	Total
Yes, I am	8%
Yes, in my immediate family	4%
Yes, in my extended family	5%
Yes, a friend	20%
Yes, a coworker	8%
Yes, a neighbor	2%
Yes, an acquaintance	12%
No	31%
Not sure	23%
Refused	9%



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d. Transgender

	Total
Yes, I am	*
Yes, in my immediate family	1%
Yes, in my extended family	2%
Yes, a friend	9%
Yes, a coworker	5%
Yes, a neighbor	1%
Yes, an acquaintance	16%
No	51%
Not sure	12%
Refused	10%

e. Non-binary/Non-conforming

	Total
Yes, I am	1%
Yes, in my immediate family	1%
Yes, in my extended family	1%
Yes, a friend	4%
Yes, a coworker	2%
Yes, a neighbor	1%
Yes, an acquaintance	8%
No	49%
Not sure	27%
Refused	10%

f. Gender-fluid

	Total
Yes, I am	*
Yes, in my immediate family	*
Yes, in my extended family	*
Yes, a friend	4%
Yes, a coworker	1%
Yes, a neighbor	1%
Yes, an acquaintance	6%
No	50%
Not sure	29%
Refused	11%



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g. Gender-questioning

	Total
Yes, I am	1%
Yes, in my immediate family	1%
Yes, in my extended family	1%
Yes, a friend	3%
Yes, a coworker	1%
Yes, a neighbor	*
Yes, an acquaintance	6%
No	48%
Not sure	32%
Refused	10%

2. Do you know someone in your life who is the parent of a child who is...?

No Summary

	Total
Transgender	66%
Gender-fluid	66%
Gender-questioning	64%
Bisexual	55%
Lesbian	50%
Gay	45%

a. Lesbian

	Total
Yes	35%
No	50%
Not sure	14%
Refused	2%

b. Gay

	Total
Yes	40%
No	45%
Not sure	13%
Refused	2%



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c. Bisexual

	Total
Yes	20%
No	55%
Not sure	22%
Refused	3%

d. Transgender

	Total
Yes	11%
No	66%
Not sure	20%
Refused	4%

e. Gender-fluid

	Total
Yes	4%
No	66%
Not sure	26%
Refused	4%

f. Gender-questioning

	Total
Yes	4%
No	64%
Not sure	27%
Refused	4%



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3. [Asked only if Q2=Yes for any choice] Thinking now about the person you know BEST who is LGBTQ: How would you describe the way that this person has communicated to others about their gender identity and/or sexual orientation?

	Total (N=707)
Out to everyone	60%
Out to parent/family	45%
Out to close friends	45%
Out to partner	29%
Out to coworkers	22%
Out to me only	4%
Closeted	3%
Not sure	11%
Refused	*

4. Please indicate the extent to which you agree or disagree with the following statements.

Total Agree Summary

	Total
I would attend an LGBT marriage or partnership ceremony	61%
Gender is defined by the reproductive organs you are born with	50%
There is a spectrum of gender identities	45%
A person is either a man or woman and not anything in between	41%
I have recently laughed at a joke or comment at the expense of LGBT person	16%

- a. A person is either a man or a woman and not anything in between

	Total
Strongly agree	28%
Somewhat agree	13%
Neither agree nor disagree	19%
Somewhat disagree	12%
Strongly disagree	23%
Don't know	4%
Refused	1%
<i>Total agree (Net)</i>	<i>41%</i>
<i>Total disagree (Net)</i>	<i>35%</i>



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b. Gender is defined by the reproductive organs you are born with

	Total
Strongly agree	33%
Somewhat agree	17%
Neither agree nor disagree	17%
Somewhat disagree	9%
Strongly disagree	19%
Don't know	4%
Refused	1%
<i>Total agree (Net)</i>	<i>50%</i>
<i>Total disagree (Net)</i>	<i>28%</i>

c. There is a spectrum of gender identities

	Total
Strongly agree	23%
Somewhat agree	21%
Neither agree nor disagree	21%
Somewhat disagree	5%
Strongly disagree	18%
Don't know	10%
Refused	1%
<i>Total agree (Net)</i>	<i>45%</i>
<i>Total disagree (Net)</i>	<i>24%</i>

d. I would attend an LGBT marriage or partnership ceremony

	Total
Strongly agree	47%
Somewhat agree	14%
Neither agree nor disagree	15%
Somewhat disagree	4%
Strongly disagree	12%
Don't know	7%
Refused	1%
<i>Total agree (Net)</i>	<i>61%</i>
<i>Total disagree (Net)</i>	<i>16%</i>



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e. I have recently laughed at a joke or comment at the expense of LGBT person

	Total
Strongly agree	5%
Somewhat agree	11%
Neither agree nor disagree	17%
Somewhat disagree	9%
Strongly disagree	48%
Don't know	9%
Refused	1%
<i>Total agree (Net)</i>	<i>16%</i>
<i>Total disagree (Net)</i>	<i>57%</i>

5. Physical or sexual attraction to a person of your gender is...?

	Total
Natural	48%
Unnatural	27%
Don't know	24%
Refused	1%

6. Physical or sexual attraction to a person of your gender should be...?

	Total
Illegal	7%
Protected as a right by law	61%
Don't know	31%
Refused	1%

7. How do you prefer to be referred to? That is, what are your preferred gender pronouns?

	Total
He/him/his/himself	45%
She/her/herself	46%
They/them/themself	1%
Ze/hir/hirs/hirself	*
Ze/zir/zirs/zirself	*
Other	1%
Don't know	6%
Refused	1%



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8. The next few questions ask about your experience of going to see your primary healthcare provider (your general practitioner or main doctor) at their office. Please indicate the extent to which you agree or disagree with each of the following statements.

Total Agree Summary

	Total
When I check in at my doctor's office, I usually have the option of filling out forms in private	41%
My primary healthcare provider displays posters and educational information for health issues that are specific to me as [...]	37%
I prefer to see a healthcare provider who is the same gender as me, whenever there is a choice	34%
My primary healthcare provider offers gender-neutral bathrooms	28%
My primary healthcare provider usually uses gender neutral language, for example saying "partner" as well as "husband" or "wife"	27%
The forms I complete at my doctor's office offer options for male, female, and other gender identities (such as transgender, nonbinary, or other options)	25%

- a. When I check in at my doctor's office, I usually have the option of filling out forms in private

	Total
Strongly agree	21%
Somewhat agree	20%
Neither agree nor disagree	20%
Somewhat disagree	13%
Strongly disagree	10%
Don't know	15%
Refused	1%
<i>Total agree (Net)</i>	<i>41%</i>
<i>Total disagree (Net)</i>	<i>23%</i>



PRESS RELEASE

- b. The forms I complete at my doctor's office offer options for male, female, and other gender identities (such as transgender, nonbinary, or other options)

	Total
Strongly agree	12%
Somewhat agree	13%
Neither agree nor disagree	17%
Somewhat disagree	8%
Strongly disagree	8%
Don't know	41%
Refused	1%
<i>Total agree (Net)</i>	<i>25%</i>
<i>Total disagree (Net)</i>	<i>16%</i>

- c. My primary healthcare provider displays posters and educational information for health issues that are specific to me as [...]

	Total
Strongly agree	16%
Somewhat agree	20%
Neither agree nor disagree	27%
Somewhat disagree	8%
Strongly disagree	5%
Don't know	23%
Refused	1%
<i>Total agree (Net)</i>	<i>37%</i>
<i>Total disagree (Net)</i>	<i>12%</i>

- d. My primary healthcare provider usually uses gender neutral language, for example saying "partner" as well as "husband" or "wife"

	Total
Strongly agree	12%
Somewhat agree	15%
Neither agree nor disagree	24%
Somewhat disagree	7%
Strongly disagree	7%
Don't know	33%
Refused	1%
<i>Total agree (Net)</i>	<i>27%</i>
<i>Total disagree (Net)</i>	<i>14%</i>



PRESS RELEASE

e. My primary healthcare provider offers gender-neutral bathrooms

	Total
Strongly agree	18%
Somewhat agree	9%
Neither agree nor disagree	18%
Somewhat disagree	6%
Strongly disagree	12%
Don't know	37%
Refused	1%
<i>Total agree (Net)</i>	<i>28%</i>
<i>Total disagree (Net)</i>	<i>17%</i>

f. I prefer to see a healthcare provider who is the same gender as me, whenever there is a choice

	Total
Strongly agree	16%
Somewhat agree	18%
Neither agree nor disagree	41%
Somewhat disagree	10%
Strongly disagree	9%
Don't know	5%
Refused	1%
<i>Total agree (Net)</i>	<i>34%</i>
<i>Total disagree (Net)</i>	<i>19%</i>

9. Please indicate whether you agree or disagree with each of the following statements. When dealing with my healthcare provider I ...?

Total Agree Summary

	Total
Am treated respectfully	87%
Feel safe being honest with them when giving feedback about my experience as a patient	83%
Am comfortable disclosing personal information	82%



PRESS RELEASE

a. Am treated respectfully

	Total
Strongly agree	66%
Somewhat agree	21%
Neither agree nor disagree	7%
Somewhat disagree	2%
Strongly disagree	1%
Don't know	3%
Refused	1%
<i>Total agree (Net)</i>	87%
<i>Total disagree (Net)</i>	2%

b. Am comfortable disclosing personal information

	Total
Strongly agree	50%
Somewhat agree	31%
Neither agree nor disagree	10%
Somewhat disagree	3%
Strongly disagree	2%
Don't know	3%
Refused	1%
<i>Total agree (Net)</i>	82%
<i>Total disagree (Net)</i>	5%

c. Feel safe being honest with them when giving feedback about my experience as a patient

	Total
Strongly agree	55%
Somewhat agree	27%
Neither agree nor disagree	10%
Somewhat disagree	3%
Strongly disagree	1%
Don't know	3%
Refused	1%
<i>Total agree (Net)</i>	83%
<i>Total disagree (Net)</i>	4%



PRESS RELEASE

10. When dealing with a healthcare provider, I often find that my questions or concerns are...?

Total Agree Summary

	Total
Treated confidentially	83%
Believed or taken seriously	82%
Treated discreetly	76%
Stigmatized due to my gender/identify	10%

a. Treated discreetly

	Total
Strongly agree	52%
Somewhat agree	24%
Neither agree nor disagree	13%
Somewhat disagree	2%
Strongly disagree	2%
Don't know	5%
Refused	1%
<i>Total agree (Net)</i>	76%
<i>Total disagree (Net)</i>	4%

b. Believed or taken seriously

	Total
Strongly agree	56%
Somewhat agree	26%
Neither agree nor disagree	10%
Somewhat disagree	3%
Strongly disagree	2%
Don't know	4%
Refused	1%
<i>Total agree (Net)</i>	82%
<i>Total disagree (Net)</i>	4%



PRESS RELEASE

c. Stigmatized due to my gender/identify

	Total
Strongly agree	5%
Somewhat agree	5%
Neither agree nor disagree	23%
Somewhat disagree	11%
Strongly disagree	47%
Don't know	9%
Refused	1%
<i>Total agree (Net)</i>	<i>10%</i>
<i>Total disagree (Net)</i>	<i>57%</i>

d. Treated confidentially

	Total
Strongly agree	60%
Somewhat agree	24%
Neither agree nor disagree	9%
Somewhat disagree	2%
Strongly disagree	1%
Don't know	4%
Refused	1%
<i>Total agree (Net)</i>	<i>83%</i>
<i>Total disagree (Net)</i>	<i>2%</i>

11. Thinking now of your favorite brand: How much, if anything, do you know about...?

Know A Great Deal Summary

	Total
Its employee benefits (sick or medical leave, parental leave, health insurance, etc)	8%
The gender balance of its owners or corporate board	5%
The racial/ethnic balance of its owners or corporate board	5%
Its policy towards gender pay equality	5%



PRESS RELEASE

a. The gender balance of its owners or corporate board

	Total
Know a great deal	5%
Know a little	13%
Know nothing at all	44%
Don't know	39%
Refused	1%

b. The racial/ethnic balance of its owners or corporate board

	Total
Know a great deal	5%
Know a little	14%
Know nothing at all	43%
Don't know	38%
Refused	1%

c. Its employee benefits (sick or medical leave, parental leave, health insurance, etc)

	Total
Know a great deal	8%
Know a little	18%
Know nothing at all	39%
Don't know	35%
Refused	1%

d. Its policy towards gender pay equality

	Total
Know a great deal	5%
Know a little	17%
Know nothing at all	39%
Don't know	37%
Refused	1%



PRESS RELEASE

12. If you knew that a company had policies that actively promoted gender equality for their employees, how – if at all – would that impact your opinion of its brands and products?

	Total
It would make me more favorable towards them	47%
It would make no difference	48%
It would make me less favorable towards them	4%
Refused	1%

13. Thinking about my favorite [INSERT OPTION], I would prefer to buy products that are specific to [INSERT OPTION], rather than non-gendered products?

Total Agree Summary

	Total
Beauty products	51%
Shampoo	40%
Household appliances	12%
Electronics	11%
Office supplies	9%
Household cleaning supplies	8%

- a. Household cleaning supplies

	Total
Strongly agree	3%
Somewhat agree	5%
Neither agree nor disagree	51%
Somewhat disagree	14%
Strongly disagree	27%
Refused	1%
<i>Total agree (Net)</i>	<i>8%</i>
<i>Total disagree (Net)</i>	<i>41%</i>



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b. Office supplies

	Total
Strongly agree	3%
Somewhat agree	6%
Neither agree nor disagree	53%
Somewhat disagree	13%
Strongly disagree	25%
Refused	*
<i>Total agree (Net)</i>	<i>9%</i>
<i>Total disagree (Net)</i>	<i>38%</i>

c. Electronics

	Total
Strongly agree	4%
Somewhat agree	7%
Neither agree nor disagree	52%
Somewhat disagree	12%
Strongly disagree	25%
Refused	*
<i>Total agree (Net)</i>	<i>11%</i>
<i>Total disagree (Net)</i>	<i>37%</i>

d. Household appliances

	Total
Strongly agree	3%
Somewhat agree	9%
Neither agree nor disagree	49%
Somewhat disagree	14%
Strongly disagree	25%
Refused	*
<i>Total agree (Net)</i>	<i>12%</i>
<i>Total disagree (Net)</i>	<i>38%</i>



PRESS RELEASE

e. Shampoo

	Total
Strongly agree	16%
Somewhat agree	25%
Neither agree nor disagree	39%
Somewhat disagree	9%
Strongly disagree	11%
Refused	*
<i>Total agree (Net)</i>	<i>40%</i>
<i>Total disagree (Net)</i>	<i>20%</i>

f. Beauty products

	Total
Strongly agree	23%
Somewhat agree	28%
Neither agree nor disagree	35%
Somewhat disagree	6%
Strongly disagree	8%
Refused	1%
<i>Total agree (Net)</i>	<i>51%</i>
<i>Total disagree (Net)</i>	<i>14%</i>



PRESS RELEASE

Start of Questionnaire August 29-30, 2019

1. Please indicate the extent to which you agree or disagree with each of the following statements.

Total Agree Summary

	Total (N=1,005)
Women and men should be paid equally for the same job	83%
Female actors should be paid the same as male actors for a similar role with the same amount of screen time in TV and movies	80%
TV and movie plots can change how we perceive traditional gender roles	65%
Advertisements and commercials can change how we perceive traditional gender roles	58%
The "MeToo" and "TimesUp" movements raised awareness to a serious issue in society involving men and women in the workplace	57%
I'm seeing more men portrayed positively as active and involved fathers in advertisements and commercials these days	55%
When I watch movies or TV these days, the female roles are more sexualized than the male roles	53%
Advertisements and commercials often keep men and women in traditional gender roles	51%
I'm seeing more men portrayed positively as active and involved fathers in movies and TV these days	51%
TV and movie plots often keep men and women in their traditional gender roles	49%
The "MeToo" and "TimesUp" movements are making positive changes for men and women in the workplace	44%
When I watch movies or TV these days, the female actors often play less important roles than male actors	28%

a. TV and movie plots often keep men and women in their traditional gender roles

	Total
Strongly agree	12%
Somewhat agree	37%
Neither agree nor disagree	28%
Somewhat disagree	14%
Strongly disagree	4%
Don't know	5%
<i>Total agree (Net)</i>	<i>49%</i>
<i>Total disagree (Net)</i>	<i>18%</i>



PRESS RELEASE

b. TV and movie plots can change how we perceive traditional gender roles

	Total
Strongly agree	25%
Somewhat agree	40%
Neither agree nor disagree	22%
Somewhat disagree	5%
Strongly disagree	4%
Don't know	4%
<i>Total agree (Net)</i>	65%
<i>Total disagree (Net)</i>	9%

c. Advertisements and commercials often keep men and women in traditional gender roles

	Total
Strongly agree	14%
Somewhat agree	37%
Neither agree nor disagree	28%
Somewhat disagree	12%
Strongly disagree	4%
Don't know	5%
<i>Total agree (Net)</i>	51%
<i>Total disagree (Net)</i>	16%

d. Advertisements and commercials can change how we perceive traditional gender roles

	Total
Strongly agree	23%
Somewhat agree	35%
Neither agree nor disagree	25%
Somewhat disagree	8%
Strongly disagree	5%
Don't know	5%
<i>Total agree (Net)</i>	58%
<i>Total disagree (Net)</i>	13%



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- e. Female actors should be paid the same as male actors for a similar role with the same amount of screen time in TV and movies

	Total
Strongly agree	59%
Somewhat agree	21%
Neither agree nor disagree	13%
Somewhat disagree	2%
Strongly disagree	3%
Don't know	3%
<i>Total agree (Net)</i>	80%
<i>Total disagree (Net)</i>	5%

- f. Women and men should be paid equally for the same job

	Total
Strongly agree	65%
Somewhat agree	18%
Neither agree nor disagree	10%
Somewhat disagree	2%
Strongly disagree	2%
Don't know	3%
<i>Total agree (Net)</i>	83%
<i>Total disagree (Net)</i>	4%

- g. The "MeToo" and "TimesUp" movements are making positive changes for men and women in the workplace

	Total
Strongly agree	17%
Somewhat agree	27%
Neither agree nor disagree	26%
Somewhat disagree	11%
Strongly disagree	9%
Don't know	10%
<i>Total agree (Net)</i>	44%
<i>Total disagree (Net)</i>	20%



PRESS RELEASE

- h. The "MeToo" and "TimesUp" movements raised awareness to a serious issue in society involving men and women in the workplace

	Total
Strongly agree	27%
Somewhat agree	30%
Neither agree nor disagree	22%
Somewhat disagree	8%
Strongly disagree	6%
Don't know	8%
<i>Total agree (Net)</i>	<i>57%</i>
<i>Total disagree (Net)</i>	<i>13%</i>

- i. When I watch movies or TV these days, the female actors often play less important roles than male actors

	Total
Strongly agree	8%
Somewhat agree	20%
Neither agree nor disagree	31%
Somewhat disagree	23%
Strongly disagree	13%
Don't know	5%
<i>Total agree (Net)</i>	<i>28%</i>
<i>Total disagree (Net)</i>	<i>36%</i>

- j. When I watch movies or TV these days, the female roles are more sexualized than the male roles

	Total
Strongly agree	17%
Somewhat agree	36%
Neither agree nor disagree	27%
Somewhat disagree	12%
Strongly disagree	4%
Don't know	5%
<i>Total agree (Net)</i>	<i>53%</i>
<i>Total disagree (Net)</i>	<i>16%</i>



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- k. I'm seeing more men portrayed positively as active and involved fathers in movies and TV these days

	Total
Strongly agree	16%
Somewhat agree	35%
Neither agree nor disagree	31%
Somewhat disagree	7%
Strongly disagree	3%
Don't know	7%
<i>Total agree (Net)</i>	<i>51%</i>
<i>Total disagree (Net)</i>	<i>11%</i>

- l. I'm seeing more men portrayed positively as active and involved fathers in advertisements and commercials these days

	Total
Strongly agree	18%
Somewhat agree	37%
Neither agree nor disagree	29%
Somewhat disagree	6%
Strongly disagree	4%
Don't know	7%
<i>Total agree (Net)</i>	<i>55%</i>
<i>Total disagree (Net)</i>	<i>10%</i>



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About the Study

These are the findings of four separate Ipsos polls:

1. The first Ipsos poll was conducted between October 23-24, 2019. For this survey, a sample of roughly 1,004 adults age 18+ from the continental U.S., Alaska and Hawaii was interviewed online in English.
2. The second Ipsos poll was conducted between October 17-18, 2019. For this survey, a sample of roughly 1,005 adults age 18+ from the continental U.S., Alaska and Hawaii was interviewed online in English.
3. The third Ipsos poll was conducted between October 4-7, 2019 by Ipsos Public Affairs KnowledgePanel® – a division of Ipsos. This poll was based on a nationally-representative probability sample of adults age 18 or older (N=1,021) along with an LGBT boost sample (N=285) for a total sample of 1,306 adults age 18 or older.
4. The fourth Ipsos poll was conducted between August 29-30, 2019. For this survey, a sample of roughly 1,005 adults age 18+ from the continental U.S., Alaska and Hawaii was interviewed online in English.

The samples for the first, second, and fourth studies were randomly drawn from Ipsos' online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and do not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking ratio adjustments. The source of these population targets is U.S. Census 2016 American Community Survey data. The samples drawn for this study reflect fixed sample targets on demographics. Posthoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval.

1. In this case, the October 23-24, 2019 poll has a credibility interval of plus or minus 3.5 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,004, DEFF=1.5, adjusted Confidence Interval=+/-5.0 percentage points).



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2. In this case, the October 17-18, 2019 poll has a credibility interval of plus or minus 3.5 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,005, DEFF=1.5, adjusted Confidence Interval=+/-5.0 percentage points).
4. In this case, the August 29-30, 2019 poll has a credibility interval of plus or minus 3.5 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,005, DEFF=1.5, adjusted Confidence Interval=+/-5.0 percentage points).

The third 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 survey among the general population (N=1,021) was weighted to adjust for gender by age, race-ethnicity, education, Census region, metropolitan status, and household income. The above weights for KnowledgePanel respondents were then raked to the geodemographic distributions of the 18 and over adult population. The needed benchmarks were obtained from the 2019 March Supplement of the Current Population Survey (CPS).

- Gender (Male and Female) by Age (18-29, 30-44, 45-59, 60+)
- Race-Ethnicity (White/Non-Hispanic, Black/Non-Hispanic, Other/Non-Hispanic, Hispanic, 2+ Races/Non-Hispanic)
- Census Region (Northeast, Midwest, South, and West)
- Metropolitan Status (Metro and Non-Metro)
- Education (Less than High School, High School, Some College, Bachelor or Higher)
- Household Income (Under \$25K, \$25K-\$49,999, \$50K-\$74,999, \$75K-\$124,999, \$125K and Over)



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The margin of sampling error for the October 4-7, 2019 poll among the general population sample of adults age 18 or older is plus or minus 1.8 percentage points at the 95% confidence level. The margin of sampling error takes into account the design effect, which was plus or minus 1.12 percentage points. 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.

The survey among the LGBT boost (N=285) was weighted to adjust for gender by age, race, education, Census region. The above weights for KnowledgePanel respondents were then raked to the geodemographic distributions of the 18 and over adult population. The needed benchmarks were obtained from the 2019 March Supplement of the Current Population Survey (CPS).

- Gender (Male and Female) by Age (18-44, 45+)
- Race-Ethnicity (White/Non-Hispanic, Other/Non-Hispanic, Hispanic)
- Education (Some college or less, Bachelor or Higher)
- Census Region (Northeast, Midwest, South, and West)

The margin of sampling error for the October 4-7, 2019 poll among the LGBT boost is plus or minus 7.0 percentage points at the 95% confidence level. The margin of sampling error takes into account the design effect, which was 1.45 percentage points. 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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About Ipsos

Ipsos is the world's third largest market research company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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