



TOPLINE & METHODOLOGY

National Association of Social Workers Poll

Conducted by Ipsos using the probability-based KnowledgePanel®
A survey of the American general population (ages 18+)
Interview dates: January 20 to January 22, 2023

Number of interviews, adults: 1,016

Margin of error for the total sample: +/- 3.2 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. Do you have a favorable or unfavorable opinion of the following professions?

a. Social workers

	Total
Very favorable	26
Somewhat favorable	28
Lean towards favorable	26
Lean towards unfavorable	10
Somewhat unfavorable	5
Very unfavorable	5
Skipped	1
<i>Favorable (net)</i>	<i>80</i>
<i>Unfavorable (net)</i>	<i>20</i>

Q1 b-g held for future release

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2. Have you or a member of your immediate family (e.g., spouse, parent, sibling, child) received services from a social worker? Select all that apply.

	Total
Myself	9
Spouse	4
Parent	4
Sibling	4
Child	7
Not sure	9
None of the above	74
Skipped	*
<i>Helped by social worker (net)</i>	<i>17</i>

3. In which of the following settings, if any, did you or a member of your immediate family (e.g., spouse, parent, sibling, child) receive services from a social worker? Select all that apply.

Base: Selected "Myself", "Spouse", "Parent", "Sibling", or "Child" in Q2

	Total (N=181)
Mental health/private practice/substance use (behavioral health)	38
Social services/Child welfare	32
Hospitals	29
Educational setting/school	24
Financial benefits/support	20
Home health	18
Hospice care	13
Primary care	9
Nursing homes	8
Homeless shelters	6
Advocacy/Community organization	5
Prisons	3
Other	6
Skipped	1

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4. To what extent, if any, did the experience with a social worker improve the situation?

Base: Selected "Myself", "Spouse", "Parent", "Sibling", or "Child" in Q2

	Total (N=181)
Greatly improved	34
Somewhat improved	47
Did not improve	18
Skipped	1
<i>Improved (net)</i>	<i>81</i>

5. In which of the following practice specialties, if any, are you aware that social workers practice in? Select all that apply.

	Total
Social services/Child welfare	86
Mental health/private practice/substance use (behavioral health)	65
Hospitals	58
Homeless shelters	57
Educational setting/school	55
Nursing homes	52
Prisons	50
Home health	48
Advocacy/Community organization	46
Hospice care	45
Financial benefits/support	30
Primary care	24
Other	2
Skipped	4

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6. Are you aware of any of the following?

Total Yes Summary

	Total
Social workers are active in community organizing, advocacy and serve in local, state and federal legislature	50
Social workers are often part of emergency response teams to hurricane, floods, fires, plane crashes and other mass casualty events	50
Most social workers have an advanced degree such as a master degree or doctoral degree	44
Clinical social workers are one of the largest groups of mental health providers in the United States	40
Social work is one of the fastest growing professions in the United States	22
Between 2011 and 2013, there were 23,000 workplace assaults of social workers	12

a. Clinical social workers are one of the largest groups of mental health providers in the United States

	Total
Yes	40
No	58
Skipped	1

b. Social workers are active in community organizing, advocacy and serve in local, state and federal legislature

	Total
Yes	50
No	48
Skipped	2

c. Social work is one of the fastest growing professions in the United States

	Total
Yes	22
No	77
Skipped	2

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6. Are you aware of any of the following? *(Continued)*

- d. Social workers are often part of emergency response teams to hurricanes, floods, fires, plane crashes and other mass casualty events

	Total
Yes	50
No	49
Skipped	2

- e. Most social workers have an advanced degree such as a master degree or doctoral degree

	Total
Yes	44
No	54
Skipped	2

- f. Between 2011 and 2013, there were 23,000 workplace assaults of social workers

	Total
Yes	12
No	87
Skipped	2

7. Are you aware that social workers contributed to these social policies, programs, and initiatives?

Total Yes Summary

	Total
Measures to improve child safety and prevent exploitative child labor, including playing a key role in creating the Children's Bureau	52
Temporary Assistance to Needy Families (TANF), a federal program that provides cash assistance to indigent families	49
Affordable Care Act (ACA)	35
Social Security, Medicare and the minimum wage	34
Health Insurance Portability and Accountability Act (HIPAA)	31
Improved rights from people who are Native American, including helping pass the Indian Child Welfare Act of 1978	31
The modern U.S. civil rights movement	28
The right of women to vote	26
Consumer protections, including helping create the National Consumers League	17

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7. Are you aware that social workers contributed to these social policies, programs, and initiatives? *(Continued)*

a. Temporary Assistance to Needy Families (TANF), a federal program that provides cash assistance to indigent families

	Total
Yes	49
No	49
Skipped	2

b. Consumer protections, including helping create the National Consumers League

	Total
Yes	17
No	81
Skipped	2

c. Measures to improve child safety and prevent exploitative child labor, including playing a key role in creating the Children's Bureau

	Total
Yes	52
No	46
Skipped	2

d. Social Security, Medicare and the minimum wage

	Total
Yes	34
No	65
Skipped	2

e. The right of women to vote

	Total
Yes	26
No	73
Skipped	2

f. The modern U.S. civil rights movement

	Total
Yes	28
No	70
Skipped	2

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7. Are you aware that social workers contributed to these social policies, programs, and initiatives? *(Continued)*

- g. Improved rights from people who are Native American, including helping pass the Indian Child Welfare Act of 1978

	Total
Yes	31
No	68
Skipped	2

- h. Affordable Care Act (ACA)

	Total
Yes	35
No	63
Skipped	2

- i. Health Insurance Portability and Accountability Act (HIPAA)

	Total
Yes	31
No	67
Skipped	2

8. Did you know that social workers are playing an important role in running the 988 call lines that have been designed to help prevent suicides, as well as help handle mental health and other crises?

	Total
Yes	41
No	58
Skipped	1

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9. Based on what you know about each of the following helping professions, are they paid too much, too little, or the right amount?

a. Social workers

	Total
Paid too much	5
Paid the right amount	18
Paid too little	49
Don't know	27
Skipped	1

Q9 b-f held for future release

10. To what extent, if any, do you agree or disagree with the following statement:

Social workers should be paid more than they currently are being paid

The median pay for social workers is \$50,390

	Total
Strongly agree	24
Somewhat agree	29
Neither agree nor disagree	34
Somewhat disagree	8
Strongly disagree	5
Skipped	1
<i>Agree (net)</i>	<i>53</i>
<i>Disagree (net)</i>	<i>13</i>

11. To what extent would you support or oppose a bill that would provide agencies with a grant to help improve the safety of social workers?

	Total
Strongly support	39
Somewhat support	46
Somewhat oppose	9
Strongly oppose	4
Skipped	2
<i>Support (net)</i>	<i>84</i>
<i>Oppose (net)</i>	<i>13</i>



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12. What social policy or program(s), if any, do you consider important enough to donate to?

Open-ended responses provided separately.



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About the Study

This National Association of Social Workers poll, conducted by Ipsos, was conducted January 20 to January 22, 2023, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,016 adults age 18 or older.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based 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 invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided 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 methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The study was conducted in English. The data were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, and household income. The demographic benchmarks came from the 2022 March Supplement of the Current Population Survey (CPS). The weighting categories were as follows:

- Gender (Male, Female) by Age (18–29, 30–44, 45–59 and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other, Non-Hispanic, Hispanic, 2+ Races, Non-Hispanic)
- Education (Less than High School, High School, Some College, Bachelor or higher)
- 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+)

The margin of sampling error is plus or minus 3.2 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.10. The margin of sampling error is higher and varies for results based on sub-samples. Sampling error is only one potential source of error. There may be other unmeasured non-sampling error in this or any poll. 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

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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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