

**2017 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL
WAVE 28 AUGUST & WAVE 29 SEPTEMBER
COMBINED FINAL TOPLINE
WAVE 28: August 8 – August 21, 2017
WAVE 29: September 14 – September 28, 2017
TOTAL N=4,573¹**

NOTE: ALL NUMBERS ARE PERCENTAGES. THE PERCENTAGES LESS THAN 0.5% ARE REPLACED BY AN ASTERISK (*). ROWS/COLUMNS MAY NOT TOTAL 100% DUE TO ROUNDING. THE QUESTIONS PRESENTED BELOW ARE PART OF A LARGER SURVEY CONDUCTED ON THE AMERICAN TRENDS PANEL. THE OTHER QUESTIONS ON THIS SURVEY HAVE EITHER BEEN PREVIOUSLY RELEASED OR HELD FOR FUTURE RELEASE.

[PROGRAMMING NOTE: CREATE VARIABLE SOCASSIGN, RESPONDENTS SHOULD BE RANDOMLY ASSIGNED A VALUE OF 1-4 TO RECEIVE ONE OF SOCVALM, SOCDISCM, SOCVALW, OR SOCDISCW]

ASK WAVE 28 IF SOCASSIGN=1 [N=1,133]:

SOCVALM Thinking about MEN in our society these days...

What traits or characteristics do you think PEOPLE IN OUR SOCIETY value most in men?

[Please list up to 3]

[OPEN END]

[PROGRAMMING NOTE: PLEASE INCLUDE THREE SINGLE-LINE TEXTBOXES]

Aug 8-
Aug 21
2017²

33	NET Honesty or morality	11	NET Empathy, nurturing or kindness
31	Honesty	5	Empathy or nurturing
4	Morality	5	Kindness, friendliness or helpfulness
23	NET Professional or financial success	2	Parent or caregiver
14	Having money or being rich	9	Dependable or loyal
6	Having a job or career	8	NET Intelligence or common sense
6	Being a provider or breadwinner	8	Intelligence
*	Professional	*	Common sense
19	NET Ambition, leadership or assertiveness	5	Being family-oriented
17	Ambition or leadership	5	NET Politeness or respectfulness
2	Assertiveness, aggressiveness or bossiness	2	Respectfulness
19	NET Strength	2	Politeness
16	Strength or toughness	*	Modesty or humbleness
2	Physical strength	38	Other traits or characteristics ³
18	Hard worker or good work ethic	3	Other responses that are not traits or characteristics ⁴
11	Physical attractiveness	18	No answer/unknown

¹ Results reported here are based on panelists who responded to both the Wave 28 August 2017 survey fielded August 8-21 and the Wave 29 September 2017 survey fielded September 14-28.

² Individuals could give multiple responses. As a result, the total may exceed 100%.

³ "Other traits and characteristics" include traits mentioned by less than 5% of respondents and were not included in any of the NET categories.

⁴ Some examples of responses that are included in this category are "race," "themselves" and "health care."

ASK WAVE 28 IF SOCASSIGN=2 [N=1,162]:

SOCDISCM Thinking about MEN in our society these days...

What traits or characteristics do you think PEOPLE IN OUR SOCIETY believe men should NOT have?

[Please list up to 3]

[OPEN END]

[PROGRAMMING NOTE: PLEASE INCLUDE THREE SINGLE-LINE TEXTBOXES]

Aug 8-
Aug 21
2017⁵

15	Emotional or Sensitive	8	NET Violent or sexually abusive
11	NET Intolerance	7	Violent or abusive
7	Sexist	1	Sexually abusive or predator
6	Other forms of intolerance	7	NET Empathy, nurturing or kindness
11	NET Ambition, leadership or assertiveness	5	Empathy or nurturing
7	Assertiveness, aggressiveness, or bossiness	1	Kindness, friendliness or helpfulness
5	Ambition or leadership	1	Parent or caregiver
11	Weakness or vulnerability	5	Laziness
10	NET Dishonesty or has poor morals	5	Being mean or a bully
9	Dishonesty	5	Being masculine or manly
3	Has poor morals	47	Other traits or characteristics ⁶
10	Being feminine or soft	6	Other responses that are not traits or characteristics
9	Arrogance	24	No answer/unknown

⁵ Individuals could give multiple responses. As a result, the total may exceed 100%.

⁶ "Other traits and characteristics" include traits mentioned by less than 5% of respondents and were not included in any of the NET categories.

ASK WAVE 28 IF SOCASSIGN=3 [N=1,142]:

SOCVALW Thinking about WOMEN in our society these days...

What traits or characteristics do you think PEOPLE IN OUR SOCIETY value most in women?

[Please list up to 3]

[OPEN END]

[PROGRAMMING NOTE: PLEASE INCLUDE THREE SINGLE-LINE TEXTBOXES]

Aug 8-
Aug 21
2017⁷

35	Physical attractiveness	7	Dependable or loyal
30	NET Empathy, nurturing or kindness	7	NET Competent, abled or skilled
16	Empathy or nurturing	6	Competent, abled or skilled
11	Parent or caregiver	1	Creative or resourceful
6	Kindness, friendliness or helpfulness	6	Independent or self-reliant
22	NET Intelligence or common sense	5	NET Strength or toughness
22	Intelligence	5	Strength or toughness
1	Common sense	*	Physical strength
14	NET Honesty or morality	5	NET Politeness or respectfulness
12	Honesty	3	Respectfulness
4	Morality	2	Politeness
	NET Ambition, leadership or assertiveness		Modesty or humbleness
9	Ambition or leadership	*	
8	Assertiveness, aggressiveness or bossiness	5	Ability to multitask
1		39	Other traits or characteristics ⁸
			Other responses that are not traits
9	Hard worker or good work ethic	3	or characteristics
8	NET Professional or financial success	17	No answer/unknown
4	Having a job or career		
3	Making money or being rich		
1	Being professional		
*	Being a provider or breadwinner		

⁷ Individuals could give multiple responses. As a result, the total may exceed 100%.

⁸ "Other traits and characteristics" include traits mentioned by less than 5% of respondents and were not included in any of the NET categories.

ASK WAVE 28 IF SOCASSIGN=4 [N=1,136]:SOCDISCW⁹ Thinking about WOMEN in our society these days...

What traits or characteristics do you think PEOPLE IN OUR SOCIETY believe women should NOT have?

[Please list up to 3]

[OPEN END]

[PROGRAMMING NOTE: PLEASE INCLUDE THREE SINGLE-LINE TEXTBOXES]

Aug 8-
Aug 21
2017¹⁰

28	NET Ambition, leadership or assertiveness	5	Being mean or a bully
17	Assertiveness, aggressiveness or bossiness	5	NET Strength or toughness
14	Ambition or leadership	4	Strength or toughness
9	Outspoken, opinionated or confrontational	1	Physical strength
			NET Intelligence or common sense
7	Independent or self-reliant	5	sense
7	Physically unattractive	5	Intelligence
6	Being masculine or manly	*	Common sense
6	NET Dishonesty or poor morals	46	Other traits or characteristics ¹¹
			Other responses that are not traits
5	Dishonesty	10	or characteristics
1	Poor morals	20	No answer/unknown

[RANDOMIZE RAISEKIDS1 AND RAISEKIDS2]**ASK WAVE 28:**

RAISEKIDS1 Thinking about young GIRLS today...Do you think it is **[RANDOMIZE IN SAME ORDER AS RAISEKIDS2: (a good thing) or (a bad thing)]** for parents of young girls to encourage them to play with toys or participate in activities that are typically associated with boys?

[SHOW RESPONSE OPTIONS IN SAME ORDER AS STEM]

Aug 8-
Aug 21
2017

28	Very good thing
49	Somewhat good thing
16	Somewhat bad thing
6	Very bad thing
1	No answer

⁹ The word 'believe' was incorrectly omitted from question SOCDISCW to N=1,085 respondents. The corrected question was re-asked to all N=1,085 respondents who received the incorrect version. A total of N=937 panelists responded to the re-ask. Responses for the N=148 panelists who did not respond to the re-ask were cleaned and removed from the data for analysis. A total of N=164 panelists received the correct version initially.

¹⁰ Individuals could give multiple responses. As a result, the total may exceed 100%.

¹¹ "Other traits and characteristics" include traits mentioned by less than 5% of respondents and were not included in any of the NET categories.

[RANDOMIZE RAISEKIDS1 AND RAISEKIDS2]**ASK WAVE 28:**

RAISEKIDS2 Thinking about young BOYS today...Do you think it is **[RANDOMIZE IN SAME ORDER AS RAISEKIDS1: (a good thing) or (a bad thing)]** for parents of young boys to encourage them to play with toys or participate in activities that are typically associated with girls?

[SHOW RESPONSE OPTIONS IN SAME ORDER AS STEM]

Aug 8-	
Aug 21	
<u>2017</u>	
24	Very good thing
40	Somewhat good thing
23	Somewhat bad thing
11	Very bad thing
1	No answer

[RANDOMIZE PRESSURE1 AND PRESSURE2]**ASK WAVE 28:**

PRESSURE1 In general, how much pressure, if any, do you think MEN face in our country these days to do each of the following... **[RANDOMIZE ITEMS IN SAME ORDER AS PRESSURE2]**

	<u>A lot</u>	<u>Some</u>	<u>Not too much</u>	<u>None at all</u>	<u>No answer</u>
ASK FORM 1 [N=2,345]					
a. Be an involved parent Aug 8-Aug 21, 2017	49	33	13	3	1
b. Support their family financially Aug 8-Aug 21, 2017	76	17	4	2	1
ASK FORM 2 [N=2,228]					
c. Be successful in their job or career Aug 8-Aug 21, 2017	68	28	4	1	*
d. Be physically attractive Aug 8-Aug 21, 2017	27	48	21	2	1

[RANDOMIZE PRESSURE1 AND PRESSURE2]**ASK WAVE 28:**

PRESSURE2 In general, how much pressure, if any, do you think WOMEN face in our country these days to do each of the following... **[RANDOMIZE ITEMS IN SAME ORDER AS PRESSURE1]**

	<u>A lot</u>	<u>Some</u>	<u>Not too much</u>	<u>None at all</u>	<u>No answer</u>
ASK FORM 1 [N=2,345]					
a. Be an involved parent Aug 8-Aug 21, 2017	77	16	5	1	*
b. Support their family financially Aug 8-Aug 21, 2017	40	46	12	2	1
ASK FORM 2 [N=2,228]					
c. Be successful in their job or career Aug 8-Aug 21, 2017	44	45	9	1	1
d. Be physically attractive Aug 8-Aug 21, 2017	71	24	3	1	1

[RANDOMIZE ROLES1 AND ROLES2]

Thinking about the roles men and women play at home and in the workplace...

ASK WAVE 28:

ROLES1 In general, would you say society these days is **[RANDOMIZE IN SAME ORDER AS ROLES2: (too accepting), (not accepting enough)]**, or about right when it comes to MEN taking on roles that are TYPICALLY ASSOCIATED WITH WOMEN?

[SHOW RESPONSE OPTIONS IN SAME ORDER AS STEM; ALWAYS KEEP 3 LAST]

Aug 8- Aug 21 <u>2017</u>	
14	Too accepting
46	Not accepting enough
39	About right
1	No answer

[RANDOMIZE ROLES1 AND ROLES2]**ASK WAVE 28:**

ROLES2 In general, would you say society these days is **[RANDOMIZE IN SAME ORDER AS ROLES1: (too accepting), (not accepting enough)]**, or about right when it comes to WOMEN taking on roles that are TYPICALLY ASSOCIATED WITH MEN?

[SHOW RESPONSE OPTIONS IN SAME ORDER AS STEM; ALWAYS KEEP 3 LAST]

Aug 8- Aug 21 <u>2017</u>	
14	Too accepting
49	Not accepting enough
36	About right
1	No answer

ASK WAVE 29:

DIFF1 Thinking now about men and women, in general...

Do you think men and women are **[RANDOMIZE: (basically similar) or (basically different)]** when it comes to each of the following? **[RANDOMIZE ITEMS a THROUGH e]**

SHOW RESPONSE OPTIONS IN SAME ORDER AS STEM

	Men and women are basically <u>SIMILAR</u>	Men and women are basically <u>DIFFERENT</u>	<u>No answer</u>
a. Their hobbies and personal interests Sept 14-Sept 28, 2017	32	68	1
b. Their physical abilities Sept 14-Sept 28, 2017	23	76	1
c. Their approach to parenting Sept 14-Sept 28, 2017	35	64	1
d. How they express their feelings Sept 14-Sept 28, 2017	13	87	1
e. The things they are good at in the workplace Sept 14-Sept 28, 2017	63	37	1

ASK WAVE 29 IF RESPONDENT CHOSE '2' MEN AND WOMEN ARE BASICALLY DIFFERENT FOR AT LEAST ONE ITEM IN DIFF1 [N=4,394]:

[PROGRAMMING NOTE: IF ONLY 1 ITEM IN DIFF1A-E=2, INSERT THAT ITEM. IF MORE THAN 1 ITEM IN DIFF1A-E=2, RANDOMLY SELECT 1 ITEM TO INSERT]

DIFF2 Thinking specifically about the differences between men and women when it comes to **[INSERT SELECTED ITEM FROM DIFF1; PLEASE CAPITALIZE THE ITEM]**, would you say these differences are...

RANDOMIZE RESPONSE OPTIONS

	Mostly based on biological differences between men <u>and women</u>	Mostly based on different expectations society has for <u>men and women</u>	<u>No answer</u>
a. Their hobbies and personal interests [N=856] Sept 14-Sept 28, 2017	46	53	1
b. Their physical abilities [N=1,038] Sept 14-Sept 28, 2017	78	21	1
c. Their approach to parenting [N=837] Sept 14-Sept 28, 2017	47	52	1
d. How they express their feelings [N=1,361] Sept 14-Sept 28, 2017	42	58	1
e. The things they are good at in the workplace [N=302] Sept 14-Sept 28, 2017	47	53	0

ASK WAVE 29 IF R RECEIVED DIFF2 [N=4,394]:

DIFF3 In general, do you think it is [RANDOMIZE: (a good thing) or (a bad thing)] that men and women are different when it comes to [INSERT SAME ITEM AS DIFF2 AND PLEASE CAPITALIZE THE ITEM], or do you think it doesn't matter?

SHOW RESPONSE OPTIONS 1 AND 2 IN SAME ORDER AS STEM

	<u>Good thing</u>	<u>Bad thing</u>	<u>Doesn't matter</u>	<u>No answer</u>
a. Their hobbies and personal interests [N=856] Sept 14-Sept 28, 2017	33	4	63	*
b. Their physical abilities [N=1,038] Sept 14-Sept 28, 2017	35	4	61	*
c. Their approach to parenting [N=837] Sept 14-Sept 28, 2017	56	11	33	0
d. How they express their feelings [N=1,361] Sept 14-Sept 28, 2017	32	24	44	*
e. The things they are good at in the workplace [N=302] Sept 14-Sept 28, 2017	48	10	41	0

ASK WAVE 29 MEN ONLY (F_SEX_FINAL=1) [N=2,291]:

Now thinking about how you see yourself...

MASC2 In general, would you describe yourself as...

Sept 14- Sept 28 <u>2017</u>	31	Very manly or masculine
	54	Somewhat manly or masculine
	14	Not too manly or masculine
	1	Not at all manly or masculine
	1	No answer

ASK WAVE 29 WOMEN ONLY (F_SEX_FINAL=2) [N=2,282]:

Now thinking about how you see yourself...

FEM2 In general, would you describe yourself as...

Sept 14- Sept 28 <u>2017</u>	32	Very womanly or feminine
	54	Somewhat womanly or feminine
	13	Not too womanly or feminine
	2	Not at all womanly or feminine
	*	No answer

ASK WAVE 29 FORM 1 ONLY [N=2,299]:

MASC1F1 Thinking about how society sees MEN these days, in general, would you say...

RANDOMIZE RESPONSE OPTIONS 1 AND 2

Sept 14-
Sept 28
2017

53	Most people look UP to men who are manly or masculine
7	Most people look DOWN on men who are manly or masculine
39	Neither
1	No answer

ASK WAVE 29 IF 'LOOK UP' IN MASC1F1 (MASC1F1=1) [N=1,179]:

MASC2aF1 Do you think it's **[RANDOMIZE: (a good thing) or (a bad thing)]** that most people in our society look UP to men who are manly or masculine?

SHOW RESPONSE OPTIONS IN SAME ORDER AS STEM

Sept 14-
Sept 28
2017

60	Good thing
37	Bad thing
2	No answer

ASK WAVE 29 IF 'LOOK DOWN' IN MASC1F1 (MASC1F1=2) [N=178]:

MASC2bF1 Do you think it's **[RANDOMIZE: (a good thing) or (a bad thing)]** that most people in our society look DOWN on men who are manly or masculine?

SHOW RESPONSE OPTIONS IN SAME ORDER AS STEM

Sept 14-
Sept 28
2017

7	Good thing
92	Bad thing
*	No answer

ASK WAVE 29 FORM 2 ONLY [N=2,274]:

FEM1F2 Thinking about how society sees WOMEN these days, in general, would you say...

RANDOMIZE RESPONSE OPTIONS 1 AND 2

Sept 14-
Sept 28
2017

32	Most people look UP to women who are womanly or feminine
11	Most people look DOWN on women who are womanly or feminine
57	Neither
*	No answer

ASK WAVE 29 IF 'LOOK UP' IN FEM1F2 (FEM1F2=1) [N=643]:

FEM2aF2 Do you think it's [RANDOMIZE: (a good thing) or (a bad thing)] that most people in our society look UP to women who are womanly or feminine?

SHOW RESPONSE OPTIONS IN SAME ORDER AS STEM

Sept 14-	
Sept 28	
<u>2017</u>	
83	Good thing
15	Bad thing
2	No answer

ASK WAVE 29 IF 'LOOK DOWN' IN FEM1F2 (FEM1F2=2) [N=298]:

FEM2bF2 Do you think it's [RANDOMIZE: (a good thing) or (a bad thing)] that most people in our society look DOWN on women who are womanly or feminine?

SHOW RESPONSE OPTIONS IN SAME ORDER AS STEM

Sept 14-	
Sept 28	
<u>2017</u>	
3	Good thing
97	Bad thing
0	No answer

ASK WAVE 29 MEN ONLY (F_SEX_FINAL=1) [N=2,291]:

On a different topic...

SEENMASC How important is it to you, personally, to be seen by others as manly or masculine?

Sept 14-	
Sept 28	
<u>2017</u>	
9	Very important
37	Somewhat important
36	Not too important
17	Not at all important
1	No answer

ASK WAVE 29 WOMEN ONLY (F_SEX_FINAL=2) [N=2,282]:

On a different topic...

SEENFEM How important is it to you, personally, to be seen by others as womanly or feminine?

Sept 14-	
Sept 28	
<u>2017</u>	
20	Very important
32	Somewhat important
33	Not too important
16	Not at all important
*	No answer

ASK WAVE 29 MEN ONLY (F_SEX_FINAL=1) [N=2,291]:

MAN1 In general, how much pressure, if any, do you think MEN face in our country these days to do each of the following? **[RANDOMIZE ITEMS a THROUGH e]**

	<u>A lot</u>	<u>Some</u>	<u>Not too much</u>	<u>None at all</u>	<u>No answer</u>
a. Be interested in sports Sept 14-Sept 28, 2017	28	44	25	3	*
b. Have many sexual partners Sept 14-Sept 28, 2017	11	29	34	26	1
c. Join in when other men are talking about women in a sexual way Sept 14-Sept 28, 2017	9	36	37	18	*
d. Be willing to throw a punch if provoked Sept 14-Sept 28, 2017	15	42	31	11	*
e. Be emotionally strong Sept 14-Sept 28, 2017	41	45	11	3	*

ASK WAVE 29:

TRAITS How well, if at all, do each of the following words or phrases describe you? **[RANDOMIZE ITEMS a THROUGH f]**

	<u>Very well</u>	<u>Somewhat well</u>	<u>Not too well</u>	<u>Not at all well</u>	<u>No answer</u>
a. Intelligent Sept 14-Sept 28, 2017	44	51	4	1	1
b. Physically attractive Sept 14-Sept 28, 2017	14	60	21	4	1
c. Nurturing Sept 14-Sept 28, 2017	36	46	14	3	1
d. Assertive Sept 14-Sept 28, 2017	25	51	19	4	1
e. Physically strong Sept 14-Sept 28, 2017	16	52	25	6	1
f. Sensitive Sept 14-Sept 28, 2017	35	48	14	2	1

DISPLAY TO WAVE 29 FORM 1 ONLY:

Next, we'd like to ask you a few questions about BOYS in particular.

ASK WAVE 29 FORM 1 ONLY [N=2,299]:

BOYSF1 When it comes to raising BOYS, would you say there is **[RANDOMIZE: (too much emphasis) or (too little emphasis)]** on each of the following these days, or is it about right? **[RANDOMIZE ITEMS a THROUGH d]**

SHOW RESPONSE OPTIONS 1 AND 2 IN SAME ORDER AS STEM

	<u>Too much emphasis</u>	<u>Too little emphasis</u>	<u>About right</u>	<u>No answer</u>
a. Encouraging boys to be leaders Sept 14-Sept 28, 2017	15	41	43	1
b. Encouraging boys to talk about their feelings when they are sad or upset Sept 14-Sept 28, 2017	11	59	29	1
c. Encouraging boys to stand up for themselves Sept 14-Sept 28, 2017	13	40	46	1
d. Encouraging boys to do well in school Sept 14-Sept 28, 2017	6	51	42	1

DISPLAY TO WAVE 29 FORM 2 ONLY:

Next, we'd like to ask you a few questions about GIRLS in particular.

ASK WAVE 29 FORM 2 ONLY [N=2,274]:

GIRLSF2 When it comes to raising GIRLS, would you say there is **[RANDOMIZE: (too much emphasis) or (too little emphasis)]** on each of the following these days, or is it about right? **[RANDOMIZE ITEMS a THROUGH d]**

SHOW RESPONSE OPTIONS 1 AND 2 IN SAME ORDER AS STEM

	<u>Too much emphasis</u>	<u>Too little emphasis</u>	<u>About right</u>	<u>No answer</u>
a. Encouraging girls to be leaders Sept 14-Sept 28, 2017	9	53	37	1
b. Encouraging girls to talk about their feelings when they are sad or upset Sept 14-Sept 28, 2017	11	38	51	1
c. Encouraging girls to stand up for themselves Sept 14-Sept 28, 2017	6	54	39	1
d. Encouraging girls to do well in school Sept 14-Sept 28, 2017	7	43	49	1