



The Associated Press-NORC
Center for Public Affairs Research

Hillary Clinton's Candidacy and the State of Gender Discrimination in the United States

Conducted by The Associated Press-NORC Center for Public Affairs Research

Interviews: 8/11-14/2016

1,096 adults

Margin of error: +/- 3.6 percentage points at the 95% confidence level among all adults

NOTE: All results show percentages among all respondents, unless otherwise labeled.

Q1. How much discrimination do you think there is against women in the United States today?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	AP-NORC 8/11-14/2016
A lot	26
Some	49
Only a little	21
None at all	4
DON’T KNOW	*
SKIP/REFUSED	*

N=

1,096

Q2. Compared to when your parents were your age, do you think discrimination against women in the United States has increased, stayed about the same or decreased?

	AP-NORC 8/11-14/2016
Increased a lot/somewhat NET	13
Increased a lot	5
Increased somewhat	7
Stayed about the same	13
Decreased a lot/somewhat NET	74
Decreased somewhat	45
Decreased a lot	29
DON’T KNOW	-
SKIP/REFUSED	*

N=

1,096

Q3. For each of the following, do you think women have more opportunities than men, about the same amount of opportunities, or fewer opportunities than men?

[ITEMS RANDOMIZED]

AP-NORC 8/11-14/2016	A lot/ somewhat more opp. NET	A lot more opp.	Somewhat more opp.	About the same opp.	A lot/ somewhat fewer opp. NET	Somewhat fewer opp.	A lot fewer opp.	DK	Ref.
For salaries	13	5	8	27	58	40	18	*	1
In politics or running for office	17	7	9	31	53	38	15	*	*
For job advancement	17	7	10	30	52	41	12	*	*
In schools, for example getting into graduate school	27	11	16	58	14	11	2	1	1

N=1,096

Q4. Generally, do you think a woman president would be tough enough or not tough enough to...

[ITEMS RANDOMIZED]

AP-NORC 8/11-14/2016	Tough enough	Not tough enough	DK	Ref.
Deal with the national economy	81	18	1	1
Make the hard decisions a president has to make	78	21	1	1
Handle a military crisis	72	27	1	1
Keep the country safe from terrorism	72	27	1	1

N=1,096

Q5. Do you think...

[HALF ASKED FIRST TWO RESPONSE OPTIONS IN REVERSE ORDER]

	AP-NORC 8/11-14/2016
Men generally make better political leaders than women	17
Women generally make better political leaders than men	7
In general, women and men make equally good political leaders	75
DON'T KNOW	*
SKIP/REFUSED	1

N=

1,096

Q6. If there were equal numbers of men and women in upper management of companies, do you think that would...

	AP-NORC 8/11-14/2016
Be good for the national economy	49
Be bad for the national economy	2
Make no difference to the national economy	48
DON’T KNOW	1
SKIP/REFUSED	*

N=

1,096

Q7. For each of the following individuals, please tell me if you have a favorable or unfavorable impression of that person. If you don't know enough about the person to have an opinion, you can say that too.

AP-NORC 8/11-14/2016	Very/ Somewhat fav. NET	Somewhat fav.	Very fav.	Very/ Somewhat unfav. NET	Somewhat unfav.	Very unfav.	DK	Ref.
Hillary Clinton	43	20	23	51	11	40	6	*
Donald Trump	23	7	16	71	11	59	6	*

N=1,096

[HALF SAMPLE RECEIVED Q9 BEFORE Q8]

Q8. Do you think the fact that Hillary Clinton is a woman will help her, hurt her or won't it make a difference to her chances of getting elected this fall?

	AP-NORC 8/11-14/2016
Help a lot/somewhat NET	37
Help a lot	11
Help somewhat	25
Hurt a lot/somewhat NET	29
Hurt somewhat	24
Hurt a lot	5
Won't make a difference	33
DON’T KNOW	*
SKIP/REFUSED	1

N=

1,096

Q9. Do you think the fact that Donald Trump is a man will help him, hurt him or won’t it make a difference to his chances of getting elected this fall?

	AP-NORC 8/11-14/2016
Help a lot/somewhat NET	28
Help a lot	9
Help somewhat	19
Hurt a lot/somewhat NET	10
Hurt somewhat	4
Hurt a lot	6
Won’t make a difference	61
DON’T KNOW	*
SKIP/REFUSED	1

N= 1,096

Q10. In general, do you think Hillary Clinton is being held to a higher standard than other candidates, is she being held to a lower standard, or is she being treated the same as other candidates?

	AP-NORC 8/11-14/2016
Higher standard	40
Lower standard	23
The same as others	36
DON’T KNOW	*
SKIP/REFUSED	*

N= 1,096

If “higher standard” or “lower standard” in Q10...

Q10A. Do you think this is because she is a woman or don’t you think her gender is a factor?

	AP-NORC 8/11-14/2016
Because she is a woman	59
Gender is not a factor	41
DON’T KNOW	1
SKIP/REFUSED	-

N= 698

Q11. Do you think that Hillary Clinton is a positive role model for American women, or not?

	AP-NORC 8/11-14/2016
Positive role model	53
Not positive role model	45
DON'T KNOW	1
SKIP/REFUSED	1
<i>N=</i>	<i>1,096</i>

Q12. Regardless of whether or not you plan to vote for Hillary Clinton, do you think it would be a good thing or a bad thing for this country to elect a woman to be president, or don't you think it matters?

	AP-NORC 8/11-14/2016
Good thing	47
Bad thing	11
Doesn't matter	41
DON'T KNOW	*
SKIP/REFUSED	*
<i>N=</i>	<i>1,096</i>

If "Good thing" in Q12...

Q12A. How important is it to you personally that the United States elects a woman president during your lifetime?

	AP-NORC 8/11-14/2016
Extremely/Very important NET	49
Extremely important	20
Very important	28
Somewhat important	34
Not very/Not at all important NET	17
Not very important	13
Not at all important	5
DON'T KNOW	-
SKIP/REFUSED	*
<i>N=</i>	<i>528</i>

If "Good thing" in Q12...

Q12B. Do you think Hillary Clinton is the right person to be the first woman president or do you think she is not the right person to be the first woman president?

	AP-NORC 8/11-14/2016
Right person	72
Not the right person	28
DON'T KNOW	1
SKIP/REFUSED	*
<i>N=</i>	528

Q13. Does the fact that, if elected, Hillary Clinton would be the first woman president of the United States make you more likely to vote for her, less likely to vote for her, or does it not affect your vote either way?

	AP-NORC 8/11-14/2016
A lot/somewhat more likely NET	19
A lot more likely	11
Somewhat more likely	8
A lot/somewhat less likely NET	10
Somewhat less likely	2
A lot less likely	8
Doesn't affect vote	69
DON'T KNOW	*
SKIP/REFUSED	1
<i>N=</i>	1,096

Q14. Do you think discrimination against women will increase, decrease or stay about the same if Hillary Clinton is elected as the first woman president?

	AP-NORC 8/11-14/2016
Increase	12
Decrease	25
Stay about the same	62
DON'T KNOW	*
SKIP/REFUSED	1
<i>N=</i>	1,096

Q15. Have you yourself ever been discriminated against because of your gender in getting...

[ITEMS RANDOMIZED]

AP-NORC 8/11-14/2016	Yes	No	DK	Ref.
Equal wages for a job	28	71	1	1
A promotion or recognition at work	28	71	*	1
A job	25	74	1	1
Credit or a loan	13	86	1	1
Housing	12	87	1	1
A quality education	10	89	*	*

N=1,096

PID1. Do you consider yourself a Democrat, a Republican, an Independent or none of these?

	AP-NORC 8/11-14/2016
Democrat	35
Republican	22
Independent	24
None of these	19
DON’T KNOW	*
SKIP/REFUSED	*

N=

1,096

If Democrat in PID1...

PIDA. Do you consider yourself a strong Democrat or a moderate Democrat?

	AP-NORC 8/11-14/2016
Strong Democrat	37
Moderate Democrat	63
DON’T KNOW	-
SKIP/REFUSED	*

N=

407

If Republican in PID1...

PIDB. Do you consider yourself a strong Republican or a moderate Republican?

	AP-NORC 8/11-14/2016
Strong Republican	33
Moderate Republican	67
DON’T KNOW	-
SKIP/REFUSED	*
<i>N=</i>	233

If Independent, None of these, or Don’t Know/Skip/Refused in PID1...

PIDi. Do you lean more toward the Democrats or the Republicans?

	AP-NORC 8/11-14/2016
Lean Democrat	29
Lean Republican	24
Don’t lean	44
DON’T KNOW	*
SKIP/REFUSED	2
<i>N=</i>	456

POLITICS. Combines PID1, PIDI, PIDa, and PIDb.

	AP-NORC 8/11-14/2016
Democrat NET	48
Strong Democrat	13
Moderate Democrat	22
Lean Democrat	13
Independent/None – Don’t lean	19
Republican NET	32
Lean Republican	11
Moderate Republican	14
Strong Republican	7
Unknown	1
<i>N=</i>	1,096

AGE

	AP-NORC 8/11-14/2016
18-24	12
25-34	17
35-44	16
45-54	19
55-64	16
65-74	13
75+	6

N= 1,096

GENDER

	AP-NORC 8/11-14/2016
Male	48
Female	52

N= 1,096

RACE/ETHNICITY

	AP-NORC 8/11-14/2016
White	64
Black or African American	12
Hispanic	16
Other	8

N= 1,096

MARITAL STATUS

	AP-NORC 8/11-14/2016
Married	49
Widowed	6
Divorced	11
Separated	2
Never married	23
Living with partner	9

N= 1,096

EMPLOYMENT STATUS

	AP-NORC 8/11-14/2016
Employed	55
Not employed	45
<i>N=</i>	<i>1,096</i>

EDUCATION

	AP-NORC 8/11-14/2016
Less than a high school diploma	12
High school graduate or equivalent	29
Some college	24
College graduate or above	36
<i>N=</i>	<i>1,096</i>

INCOME

	AP-NORC 8/11-14/2016
Under \$10,000	6
\$10,000 to under \$20,000	9
\$20,000 to under \$30,000	12
\$30,000 to under \$40,000	11
\$40,000 to under \$50,000	9
\$50,000 to under \$75,000	18
\$75,000 to under \$100,000	13
\$100,000 to under \$150,000	15
\$150,000 or more	6
<i>N=</i>	<i>1,096</i>

AP-NORC Center for Public Affairs Research Poll

Study Methodology

This survey was conducted by The Associated Press-NORC Center for Public Affairs Research and with funding from NORC at the University of Chicago. Data were collected using AmeriSpeak Omnibus®, a monthly multi-client survey using NORC's probability-based panel designed to be representative of the U.S. household population. The survey was part of a larger study that included questions about other topics not included in this report. During the initial recruitment phase of the panel, randomly selected U.S. households were sampled with a known, non-zero probability of selection from the NORC National Sample Frame and then contacted by U.S. mail, email, telephone, and field interviewers (face-to-face).

Interviews for this survey were conducted between August 11 and 14, 2016 with adults age 18 and over representing the 50 states and the District of Columbia. Panel members were randomly drawn from AmeriSpeak, and 1,096 completed the survey—832 via the web and 264 via telephone. The final stage completion rate is 30.8 percent, the weighted household panel response rate is 21.3 percent, and the weighted household panel retention rate is 94.0 percent, for a cumulative response rate of 6.2 percent. The overall margin of sampling error is +/- 3.6 percentage points at the 95 percent confidence level, including the design effect. The margin of sampling error may be higher for subgroups.

Once the sample has been selected and fielded, and all the study data have been collected and made final, a poststratification process is used to adjust for any survey nonresponse as well as any non-coverage or under- and oversampling resulting from the study specific sample design. Poststratification variables included age, gender, census division, race/ethnicity, and household phone status. The weighted data, which reflect the U.S. population of adults age 18 and over, were used for all analyses.

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The AP-NORC Center for Public Affairs Research taps into the power of social science research and the highest-quality journalism to bring key information to people across the nation and throughout the world.

- The Associated Press (AP) is the world's essential news organization, bringing fast, unbiased news to all media platforms and formats.
- NORC at the University of Chicago is one of the oldest and most respected, independent research institutions in the world.

The two organizations have established the AP-NORC Center for Public Affairs Research to conduct, analyze, and distribute social science research in the public interest on newsworthy topics, and to use the power of journalism to tell the stories that research reveals.

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