



KnowledgePanel®

**Ipsos Public Affairs  
Project Report for the  
19<sup>th</sup> Amendment Survey**

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## Study Design & Documentation

### Introduction

Ipsos Public Affairs (Ipsos) conducted the 19<sup>th</sup> Amendment Survey on behalf of Pew research.

The survey was conducted on KnowledgePanel®, a probability-based web panel designed to be representative of the United States.

### Sample Definition, Field Period and Survey Length

The target population consisted of non-institutionalized adults age 18 and older residing in the United States. This survey consists of:

1. a sample with at least 3,113 adult KP members
2. a main sample of 2,500 completes
3. augments of at least 437 African Americans and 176 Hispanics

Ipsos invited one adult from a representative sample of households to take this survey. Ipsos sampled eligible adults to obtain the correct the number of interviews in each sample group given the allotted field period. Selected panel members received an email invitation to complete the survey and were asked to do so at their earliest convenience.

The survey was fielded in English and Spanish and consisted of two stages: A pretest followed by a main survey. The final programmed instrument is English and Spanish and instruments are shown in Appendices A1 (English) and A2 (Spanish).

The median completion time of the main survey was 9 minutes. Upon completion, qualified respondents received an entry into the KnowledgePanel sweepstakes.

The completion and qualification rates for the pretest and main surveys are presented below.

	Field Start	Field End	N Fielded	N Completed	Completion Rate	N Qualified	Qualification Rate
<b>Pretest</b>	3/11/2020	3/12/2020	72	27	38%	27	100%
<b>Main</b>	3/18/2020	4/1/2020	5,799	3,212	55%	3,143	98%

### Survey Cooperation Enhancements

As standard with KnowledgePanel surveys, email reminders were sent to non-responders on Day 3 of the field period. An additional reminder was sent to the remaining non-responders on Day 7 of the field period. A 3<sup>rd</sup> reminder was sent to all African American and Hispanic non-respondents on Day 10 of the field period. And 4<sup>th</sup> reminder was sent to all African American and Hispanic non-respondents again on Day 12 of the field period.

### Data File Deliverables and Descriptions

In addition to the survey variables from the Main interview, Ipsos' standard demographic profile variables, and a series of data processing variables created by Ipsos were provided in the data file. The following table shows the name and description of all variables included in the Main survey dataset.

Variable	Label
CASEID	Case ID
tm_start	Interview start time (CT)
tm_finish	Interview finish time (CT)
duration	Interview duration in minutes
QFLAG	QFLAG
weight	Post stratification weights
xppp20197	Citizenship
xhispan	Hispanic origin
xaugment	Sample
xspanish	Survey language
xacslang	Language proficiency
Device_type	Hide Ques  SCREEN - ONLY FOR TESTING  Detailed Device Type List - End of Survey
DESCRIBE_a	[Environmentalist] How well, if at all, do each of the following describe you?
DESCRIBE_b	[Feminist] How well, if at all, do each of the following describe you?
DESCRIBE_c	[A supporter of gun rights] How well, if at all, do each of the following describe you?
DESCRIBE_d	[Someone who has traditional values] How well, if at all, do each of the following describe you?
EQRIGHTS1	How important, if at all, is it for women to have equal rights with men in our country?

EQRIGHTS2	When it comes to giving women equal rights with men, do you think our country [has gone too far, has not gone far enough] or has been about right?
EQRIGHTS3	In what ways do you think the country has gone too far when it comes to giving women equal rights with men?
EQRIGHTS4	Overall, when it comes to giving women equal rights with men, do you think our country...
EQRIGHTS4_ORD1	Order of EQRIGHTS4 response: Has made progress compared to 10 years ago
EQRIGHTS4_ORD2	Order of EQRIGHTS4 response: Has lost ground compared to 10 years ago
EQRIGHTS4_ORD3	Order of EQRIGHTS4 response: Is about the same as it was 10 years ago
EQRIGHTS5	How likely, if at all, is it that women in our country will eventually have equal rights with men?
EQRIGHTSOE	People may have different ideas of what gender equality means. What are some specific things you would expect to see in a society where women have equal rights with men?
ADVANCE1	If you had to name one person who you think has done the most to advance women's rights in our country, who would that person be?
ADVANCE2_a	[The Democratic Party] Overall, how much, if at all, have each of the following done to advance women's rights in our country?
ADVANCE2_b	[The Republican Party] Overall, how much, if at all, have each of the following done to advance women's rights in our country?
ADVANCE2_c	[The feminist movement] Overall, how much, if at all, have each of the following done to advance women's rights in our country?
ADVANCE2_d	[Donald Trump] Overall, how much, if at all, have each of the following done to advance women's rights in our country?
ADVANCE3	In your opinion, which of the following milestones has been the most important in advancing the position of women in our country?
ADVANCE3_ORD1	Order of ADVANCE3 response: Women gaining the right to vote
ADVANCE3_ORD2	Order of ADVANCE3 response: The availability of the birth control pill
ADVANCE3_ORD3	Order of ADVANCE3 response: Passage of the Equal Pay Act
ADVANCE3_ORD4	Order of ADVANCE3 response: Passage of the Family and Medical Leave Act
WOMKNLG	Just your best guess, in about what year did women in the U.S. gain the right to vote?
GENDISC	When it comes to discrimination against women, which do you think is the bigger problem for our country today?
GENDISC_ORD1	Order of GENDISC response: People seeing discrimination against women where it really does NOT exist
GENDISC_ORD2	Order of GENDISC response: People NOT seeing discrimination against women where it really DOES exist
GAINS	Which statement comes closer to your own views, even if neither is exactly right?
GAINS_ORD1	Order of GAINS response: The gains women have made in society have come at the expense of men
GAINS_ORD2	Order of GAINS response: The gains women have made in society have NOT come at the expense of men
ERA1	How much, if anything, have you read or heard about the ERA in recent months?
ERA2	How do you feel about the ERA being added to the U.S. Constitution?

ERA3	Regardless of whether you favor or oppose adding the ERA to the U.S. Constitution, do you think adding the ERA to the U.S. Constitution would
ERA3_ORD1	Order of ERA3 response: Advance women's rights in our country
ERA3_ORD2	Order of ERA3 response: Be a setback for women's rights in our country
ERA3_ORD3	Order of ERA3 response: Not make much difference
EQRIGHTS6_a	[Different expectations society has for men and women] Do you think each of the following is a major obstacle, a minor obstacle, or not an obstacle to women having equal rights with men in our country?
EQRIGHTS6_b	[Women not having the same legal rights as men] Do you think each of the following is a major obstacle, a minor obstacle, or not an obstacle to women having equal rights with men in our country?
EQRIGHTS6_c	[Family responsibilities] Do you think each of the following is a major obstacle, a minor obstacle, or not an obstacle to women having equal rights with men in our country?
EQRIGHTS6_d	[Men and women having different physical abilities ] Do you think each of the following is a major obstacle, a minor obstacle, or not an obstacle to women having equal rights with men in our country?
EQRIGHTS6_e	[Women not working as hard as men ] Do you think each of the following is a major obstacle, a minor obstacle, or not an obstacle to women having equal rights with men in our country?
EQRIGHTS6_f	[Sexual harassment] Do you think each of the following is a major obstacle, a minor obstacle, or not an obstacle to women having equal rights with men in our country?
EQRIGHTS6_g	[Not enough women in positions of power] Do you think each of the following is a major obstacle, a minor obstacle, or not an obstacle to women having equal rights with men in our country?
WOMACTIVISM_a	[Contacted a public official to express your opinion on issues related to gender or gender equality] Have you ever done any of the following, or not?
WOMACTIVISM_b	[Contributed money to an organization that takes positions on issues related to gender or gender equality] Have you ever done any of the following, or not?
WOMACTIVISM_c	[Attended a protest or rally that focused on issues related to gender or gender equality] Have you ever done any of the following, or not?
WOMACTIVISM_d	[Had conversations with family or friends about issues related to gender or gender equality] Have you ever done any of the following, or not?
WOMACTIVISM_e	[Posted or shared content on social networking sites related to gender or gender equality] Have you ever done any of the following, or not?
FEMINISM1_a	[Empowering] Do you think each of the following words describe feminism in our country today?
FEMINISM1_b	[Outdated] Do you think each of the following words describe feminism in our country today?
FEMINISM1_c	[Inclusive] Do you think each of the following words describe feminism in our country today?
FEMINISM1_d	[Polarizing] Do you think each of the following words describe feminism in our country today?
FEMINISM2_a	[White women] Overall, what impact, if any, has feminism had on the lives of each of the follow groups?
FEMINISM2_b	[Black women] Overall, what impact, if any, has feminism had on the lives of each of the follow groups?

FEMINISM2_c	[Hispanic women] Overall, what impact, if any, has feminism had on the lives of each of the follow groups?
FEMINISM2_d	[Lesbian and bisexual women] Overall, what impact, if any, has feminism had on the lives of each of the follow groups?
FEMINISM2_e	[Poor women] Overall, what impact, if any, has feminism had on the lives of each of the follow groups?
FEMINISM2_f	[Wealthy women] Overall, what impact, if any, has feminism had on the lives of each of the follow groups?
FEMINISM2_g	[Transgender women] Overall, what impact, if any, has feminism had on the lives of each of the follow groups?
FEMINISM2_h	[You personally] Overall, what impact, if any, has feminism had on the lives of each of the follow groups?
CITIZEN	Are you a citizen of the United States, or not?
REG	Which of these statements best describes you?
PARTY	In politics today, do you consider yourself a...
PARTYLN	As of today, do you lean more to...
IDEO	In general, would you describe your political views as...
era2_ORD	Order of era2 Response: 1-4/4-1
IDEO_ORD	Order of IDEO Response: 1-5/5-1
EQRIGHTS2_ord	Order of EQRIGHTS2 Response:1-2/2-1
feminism2_ord	Order of feminism2 Response: 1-4/4-1
describe_a_order	describe_a_order
describe_b_order	describe_b_order
describe_c_order	describe_c_order
describe_d_order	describe_d_order
advance2_a_order	advance2_a_order
advance2_b_order	advance2_b_order
advance2_c_order	advance2_c_order
advance2_d_order	advance2_d_order
eqrights6_a_order	eqrights6_a_order
eqrights6_b_order	eqrights6_b_order
eqrights6_c_order	eqrights6_c_order
eqrights6_d_order	eqrights6_d_order
eqrights6_e_order	eqrights6_e_order
eqrights6_f_order	eqrights6_f_order

eqrigh6_g_order	eqrigh6_g_order
womactivism_a_order	womactivism_a_order
womactivism_b_order	womactivism_b_order
womactivism_c_order	womactivism_c_order
womactivism_d_order	womactivism_d_order
womactivism_e_order	womactivism_e_order
feminism1_a_order	feminism1_a_order
feminism1_b_order	feminism1_b_order
feminism1_c_order	feminism1_c_order
feminism1_d_order	feminism1_d_order
feminism2_a_order	feminism2_a_order
feminism2_b_order	feminism2_b_order
feminism2_c_order	feminism2_c_order
feminism2_d_order	feminism2_d_order
feminism2_h_order	feminism2_h_order
feminism2_e_order	feminism2_e_order
feminism2_f_order	feminism2_f_order
feminism2_g_order	feminism2_g_order
ppage	Age
ppagecat	Age - 7 Categories
ppagect4	Age - 4 Categories
ppeduc	Education (Highest Degree Received)
ppeducat	Education (Categorical)
ppethm	Race / Ethnicity
ppgender	Gender
pphhhead	Household Head
pphhsz	Household Size
pphouse	Housing Type
ppincmp	Household Income



ppmarit	Marital Status
ppmsacat	MSA Status
ppreg4	Region 4 - Based on State of Residence
ppreg9	Region 9 - Based on State of Residence
pprent	Ownership Status of Living Quarters
ppstaten	State
ppt01	Presence of Household Members - Children 0-1
ppt25	Presence of Household Members - Children 2-5
ppt612	Presence of Household Members - Children 6-12
ppt1317	Presence of Household Members - Children 13-17
ppt18ov	Presence of Household Members - Adults 18+
ppwork	Current Employment Status

## Ipsos KnowledgePanel® Methodology

### Introduction

**Ipsos** is passionate about social science, health, and public policy research. We collaborate closely with our client throughout the research process, while applying rigor in every step. We specialize in innovative online research that consistently gives leaders in academia, government, and business the confidence to make important decisions. Ipsos delivers affordable, statistically valid online research through KnowledgePanel® and leverages a variety of other assets, such as world-class advanced analytics, an industry-leading physician panel, an innovative platform for measuring online ad effectiveness, and a research-ready behavioral database of frequent supermarket and drug store shoppers.

KnowledgePanel is the first and largest online research panel that is representative of the entire U.S. population. Panel members are randomly recruited through probability-based sampling, and households are provided with access to the Internet and hardware if needed.

Ipsos recruits panel members by using address-based sampling (ABS) methods (previously Ipsos relied on random-digit dialing [RDD] methods). Once household members are recruited for the panel and assigned to a study sample, they are notified by email for survey taking, or panelists can visit their online member page for survey taking (instead of being contacted by telephone or postal mail). This allows surveys to be fielded quickly and economically. In addition, this approach reduces the burden placed on respondents, since email notification is less intrusive than telephone calls and most respondents find answering online questionnaires more interesting and engaging than being questioned by a telephone interviewer. Furthermore, respondents have the convenience to choose what day and time to complete their assigned survey.

### Ipsos Public Affairs

Ipsos Public Affairs has a strong tradition in working with sophisticated academic, government, and commercial researchers to provide high quality research, samples, and analyses. The larger Ipsos offers the fundamental knowledge for governmental agencies, academics, industries, industry, retailers, services companies and the media need to provide exceptional quality in research to make effective decisions. It delivers a comprehensive range of information and consultancy services. Ipsos is one of the leading survey research organizations worldwide, operating in 90 countries with over 16,000 employees.

For further information, visit our website: [www.ipsos.com](http://www.ipsos.com).

### KnowledgePanel Methodology

KnowledgePanel is the largest online panel that relies on probability-based sampling techniques for recruitment; hence, it is the largest national sampling frame from which fully representative samples can be generated to produce statistically valid inferences for study populations. Our panel provides samples with the highest level of representativeness available in online research for measurement of public opinions, attitudes, and behaviors. The panel was first developed in

1999 by Knowledge Networks, an Ipsos company. Panel members are randomly selected so that survey results can properly represent the U.S. population with a measurable level of accuracy, features that are not obtainable from nonprobability or opt-in online panels (for comparisons of results from probability versus nonprobability methods, see MacInnis et al., 2018<sup>1</sup> and Yeager et al., 2011<sup>2</sup>).

KnowledgePanel's recruitment process was originally based exclusively on a national RDD sampling methodology. In 2009, in light of the growing proportion of cellphone-only households, Ipsos migrated to an ABS recruitment methodology via the U.S. Postal Service's Delivery Sequence File (DSF). ABS not only improves population coverage, but also provides a more effective means for recruiting hard-to-reach individuals, such as young adults and minorities. Households without Internet connection are provided with a web-enabled device and free internet service.

After initially accepting the invitation to join the panel, participants are asked to complete a short demographic survey (the initial Core Profile Survey); answers to this survey allow efficient panel sampling and weighting for future surveys. Upon completing the Core Profile Survey, participants become active panel members. All panel members are provided privacy and confidentiality protections.

### **ABS Recruitment**

We use probability-based sampling methods for recruiting new members to join KnowledgePanel. For this purpose, we rely on the latest version of the Delivery Sequence File (DSF) from the USPS to select address-based samples that are nationally representative of all households. By taking advantage of a host of ancillary data that are appended to each address, we use stratified random sampling to ensure the geodemographic composition of our panel members mimic those of the adult population in the U.S.<sup>3</sup>

Adults from sampled households are invited to join KnowledgePanel through a series of mailings, including an initial invitation letter, a reminder postcard, and a subsequent follow-up letter. Moreover, telephone refusal-conversion calls are made to nonresponding households for which a telephone number could be matched to a physical address. Invited households can join the panel by:

- Completing and mailing back a paper form in a postage-paid envelope
- Calling a toll-free hotline phone number maintained by Ipsos
- Going to a designated Ipsos website and completing the recruitment form online

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<sup>1</sup> MacInnis, B., Krosnick, J., Ho, A., and M. Cho (2018). "The Accuracy of Measurements with Probability and Nonprobability Survey Samples: Replication and Extension." *Public Opinion Quarterly*, Winter 2018.

<sup>2</sup> Yeager, D., Krosnick, J., Chang, L., Javitz, H., Levendusky, M., Simper, A. and R. Wang (2011). "Comparing the Accuracy of RDD Telephone Surveys and Internet Surveys Conducted With Probability and Non-Probability Samples." *Public Opinion Quarterly*, Winter 2011.

<sup>3</sup> Fahimi, M. and D. Kulp (2009). "Address-Based Sampling – Alternatives for Surveys That Require Contacts with Representative Samples of Households." *Quirk's Marketing Research Review*, May 2009.

### **KnowledgePanel Latino<sup>SM</sup> Recruitment**

In 2008, KnowledgePanel Latino<sup>SM</sup> was developed to provide researchers with the capability to conduct representative online surveys with United States Hispanics, including both English and Spanish-dominant Hispanics. With the advent of KnowledgePanel Latino, the first United States online panel representative of Hispanics was established to include those without Internet access and those who only speak Spanish. Hispanic members recruited through our traditional ABS sampling methodology described above are supplemented with recruitment using a custom dual-frame RDD sampling methodology targeting telephone exchanges associated with census blocks that have a 65% or greater Latino population density (this density level covers just over 50% of the United States Hispanic population). Moreover, cellular numbers from rates centers with high concentration of Hispanics are also used to improve the representation of samples. With this telephone recruitment, households are screened in the Spanish language to only recruit those homes where Spanish is spoken at least half the time.

### **Household Member Recruitment**

During the initial recruitment survey, all household members are enumerated. Following enumeration, attempts are made to recruit every household member who is at least 13 years old to participate in KnowledgePanel surveys. For household members aged 13 to 17, consent is collected from the parents or the legal guardian during the initial recruitment interview. No direct communication with teenagers is attempted before obtaining parental consent.

### **Survey Sampling from KnowledgePanel**

Once panel members are recruited and profiled by completing our Core Profile Survey, they become eligible for selection for client surveys. Typically, specific survey samples are based on the equal probability selection method (EPSEM) for general population surveys. Customized stratified random sampling based on “profile” data can also be implemented as required by the study design. Profile data can also be used when a survey calls for pre-screening—that is, members are drawn from a subsample of the panel, such as females, Republicans, grocery shoppers, etc. (This can reduce screening costs, particularly for rare subgroups.) In such cases, we take care to ensure that all subsequent survey samples drawn that week are selected in such a way as to result in a sample that remains representative of the panel distributions. While surveys can be conducted with these teens directly, in most instances teen surveys are conducted by first selecting a sample of active members who are parents. This parent route alternative makes it possible to reach a larger sample of teens.

### **Survey Administration**

Once assigned to a survey, members receive a notification email letting them know there is a new survey available for them to complete. This email notification contains a link that sends them to the survey. No login name or password is required. The field period depends on the client’s needs and can range anywhere from a few hours to several weeks.

Typically, after three days, automatic email reminders are sent to all non-responding panel members in the sample. Additional email reminders are sent or custom reminder schedules are

set up as needed. To assist panel members with their survey taking, each individual has a personalized member portal listing all assigned surveys that have yet to be completed.

Ipsos also operates an ongoing modest incentive program to encourage participation and create member loyalty. The incentive program includes special raffles and sweepstakes with both cash rewards and other prizes to be won. Typically, we assign panel members no more than one survey per week. On average, panel members complete two to three surveys per month with durations of 10 to 15 minutes per survey. An additional incentive is usually provided for longer surveys.

### Response Rates

As a member of the American Association of Public Opinion Research (AAPOR), Ipsos follows the AAPOR standards for response rate reporting. While the AAPOR standards were established for single survey administrations and not for multi-stage panel surveys, we use the Callegaro-DiSogra (2008)<sup>4</sup> algorithms for calculating KnowledgePanel survey response rates. Generally, the KnowledgePanel survey completion rate is about 60%, with minor variations due to survey length, topic, sample specifications, and other fielding characteristics. In contrast, virtually all surveys that employ nonprobability online panels typically achieve survey completion rates in the low single digits. This means that – aside from the fact that nonprobability panels are inherently not representative of any known populations – the effective size of KnowledgePanel (55,000 panel members  $\times$  0.60 completion rate = 33,000 respondents) would be equivalent to a nonprobability panel with 1,650,000 members that on average secures completion rates close to 2% (1,650,000 panel members  $\times$  0.02 = 33,000 respondents).

### Ipsos KnowledgePanel Weighting

#### Sample Weighting

As detailed above, significant resources and infrastructure are devoted to the recruitment process for KnowledgePanel so that our active panel members can properly represent the adult population of the U.S. This representation is achieved not only with respect to a broad set of geodemographic indicators, but also for hard-to-reach adults (such as those without Internet access or Spanish-language-dominant Hispanics) who are recruited in proper proportions. Consequently, the raw distribution of KnowledgePanel mirrors that of the U.S. adults fairly closely, barring occasional disparities that may emerge for certain subgroups due to differential attrition.

For selection of general population samples from KnowledgePanel, a patented methodology has been developed that ensures all samples behave as EPSEM samples. Briefly, this methodology starts by weighting the pool of active members to the geodemographic benchmarks secured from the latest March supplement of the U.S. Census Bureau's Current Population Survey (CPS) along several dimensions. Using the resulting weights as measures of

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<sup>4</sup> Callegaro, M. and C. DiSogra (2008). "Computing Response Metrics for Online Panels." *Public Opinion Quarterly*, Vol. 72, No. 5.

size, a probability-proportional-to-size (PPS) procedure is used to select study specific samples. It is the application of this PPS methodology with the imposed size measures that produces fully self-weighting samples from KnowledgePanel, for which each sample member can carry a design weight of unity. Moreover, in instances where a study design requires any form of oversampling of certain subgroups, such departures from an EPSEM design are accounted for by adjusting the design weights in reference to the CPS benchmarks for the population of interest.

The geodemographic benchmarks used to weight the active panel members for computation of size measures include:

- Gender (Male/Female)
- Age (18–29, 30–44, 45–59, and 60+)
- Race/Hispanic ethnicity (White/Non-Hispanic, Black/Non-Hispanic, Other/Non-Hispanic, 2+ Races/Non-Hispanic, Hispanic)
- Education (Less than High School, High School, Some College, Bachelor and beyond)
- Census Region (Northeast, Midwest, South, West)
- Household income (under \$10k, \$10k to <\$25k, \$25K to <\$50k, \$50K to <\$75k, \$75K to <\$100k, \$100K to <\$150k, and \$150K+)
- Home ownership status (Own, Rent/Other)
- Metropolitan Area (Yes, No)
- Hispanic Origin (Mexican, Puerto Rican, Cuban, Other, Non-Hispanic)

### Study-Specific Post-Stratification Weights

In the first step, design weights for all KnowledgePanel (KP) assignees were computed to reflect their selection probabilities.

The above design weights for KP respondents were then raked to the following geodemographic distributions of the 18 and over US population, with separate adjustments applied within the three race-ethnicity groups (1=White/Other/2+ Races; 2=Black; 3=Hispanic). The needed benchmarks were obtained from the 2019 March Supplement of the Current Population Survey (CPS). Moreover, we used the 2018 American Community Survey (ACS) to obtain language proficiency benchmarks to adjust weights of Hispanic respondents.

- Gender (Male, 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)
- Education (Less than High School, High School, Some College, Bachelor or Higher)
- Census Region (Northeast, Midwest, South, and West)
- Metropolitan Status (Metro, Non-Metro)
- Household Income (Under \$25K, \$25K-\$49,999, \$50K-\$74,999, \$75K-\$99,999, \$100K-\$149,999, \$150K and Over)
- Language Proficiency (English Proficient Hispanic, Bilingual Hispanic, Spanish Proficient Hispanic, Non-Hispanic)

- Hispanic Origin (Mexican, Puerto Rican, Cuban, Other Hispanic origin, Non-Hispanic)

The resulting weights were scaled to add up to the total number of respondents and were labeled as **weight** with 3,143 cases.

**Trimming:** None

**Design Effect:**

Overall: 1.2239  
 White/Other/2+ Races: 1.1383  
 Black: 1.2970  
 Hispanic: 1.1384

**MOE (95% level):**

Overall:  $\pm 1.93\%$   
 White/Other/2+ Races:  $\pm 2.37\%$   
 Black:  $\pm 4.20\%$   
 Hispanic:  $\pm 4.69\%$

**Range of Weights:**

Analysis Variable : weight								
N	Minimum	Maximum	Mean	Median	Coeff of Variation	1st Pctl	99th Pctl	Sum
3143	0.138	3.826	1.000	0.948	47.316	0.214	2.358	3143.000

Analysis Variable : weight										
ppeth3	N Obs	N	Minimum	Maximum	Mean	Median	Coeff of Variation	1st Pctl	99th Pctl	Sum
White, Other, 2+ Races/Non-Hispanic	1942	1942	0.302	3.826	1.161	1.033	37.190	0.380	2.523	2254.767
Black/Non-Hispanic	705	705	0.138	2.039	0.527	0.458	54.499	0.174	1.493	371.378
Hispanic	496	496	0.438	2.468	1.042	0.926	37.203	0.492	2.132	516.855

Detailed information on the demographic distributions of the benchmarks can be found in Appendix C.

## Appendix A1: Final English Main Survey Questionnaire

### PEW 19th AMENDMENT SURVEY 2020

#### Sample Variables

- KP standard demographics
- Xspanish (1=English; 2=Spanish)
- Xacslang: 1=English Proficient; 2=Bilingual; 3=Spanish Proficient; 4=Hispanic missing data; 5=Non-Hispanic
- xppp20197 (1=citizen, 2=non-citizen; 3=missing)
- Xhispan
- Xaugment (1=Main sample AA; 2= Main sample Hispanic; 3=Main sample White and other; 4=AA augment; 5= Hispanic augment)

#### Quota Description

No Quotas

#### Standard Question Type Descriptions

*Standard question types include:*

- *Lines across page designate a page break.*
- *Unless otherwise specified, question responses should appear in the same order on the screen as they do in the questionnaire.*
- *Please suppress the system-generated instructions that appear at the top of each question (e.g. "Select only one answer"). Instructions should only appear where noted in this document.*
- *Please display extra line breaks between response options where specified.*
- *Please use soft prompts where indicated. All other questions should have no prompt.*
- *Please NO GRIDS unless specified.*
- **RANDOMIZE** means scramble the order of all items in random order.
- *Respondents who were not asked a particular question should be coded as MISSING for that question. If a question was asked and skipped, please code as 99=Refused.*
- *Please capture user agent string for the last device used to submit. Please code these into mobile phone vs. tablet vs. computer.*
- *Please capture the time stamp for the start and end of the survey and then calculate the total survey time.*
- *Please calculate time spent per page.*



- Please capture all randomization and order variables.
- Please provide screenshots of the entire survey as it will appear on desktop and on mobile devices.

## Base: all respondents

### Intro [Display]

Welcome! This survey should take about 8 minutes for most people to complete.

Here are some helpful hints:

- Your answers will be used for research purposes only. You are not required to answer any question you do not wish to answer. You can click on the >> button to skip a question you would not like to answer.
- Please do not use your browser's back button to go back to previous questions. Instead, use the navigation buttons on each web page to move through the survey.

## Base: all respondents

### DESCRIBE [S]

How well, if at all, do each of the following describe you? **[RANDOMIZE ITEMS, AND RECORD ORDER]** {new, based on W22, W26, W29 and W38}

- a. Environmentalist
  - 1 Very well
  - 2 Somewhat well
  - 3 Not too well
  - 4 Not at all well
- b. Feminist
  - 1 Very well
  - 2 Somewhat well
  - 3 Not too well
  - 4 Not at all well
- c. A supporter of gun rights
  - 1 Very well
  - 2 Somewhat well
  - 3 Not too well
  - 4 Not at all well
- d. Someone who has traditional values
  - 1 Very well
  - 2 Somewhat well
  - 3 Not too well
  - 4 Not at all well

## BASE: ALL RESPONDENTS

### EQRIGHTS1 [S]

How important, if at all, is it for women to have equal rights with men in our country? {W28}

- 1 Very important
- 2 Somewhat important
- 3 Not too important
- 4 Not at all important

#### BASE: ALL RESPONDENTS

##### EQRIGHTS2 [S]

When it comes to giving women equal rights with men, do you think our country **[RANDOMIZE: (has gone too far), (has not gone far enough)]** or has been about right? {W28, mod from "the country"}

**[SHOW RESPONSE OPTIONS 1 AND 2 IN SAME ORDER AS QUESTION STEM; ALWAYS KEEP 3 LAST]**

- 1 Has gone too far
- 2 Has not gone far enough
- 3 Has been about right **[Anchor]**

#### ASK IF GONE TOO FAR (EQRIGHTS2=1)

##### EQRIGHTS3 [T]

In what ways do you think the country has gone too far when it comes to giving women equal rights with men? {new}

**[OPEN END]**

#### Base: all respondents

##### EQRIGHTS4 [S]

Overall, when it comes to giving women equal rights with men, do you think our country... {new}  
**[RANDOMIZE RESPONSE OPTIONS 1 AND 2; RECORD ORDER; ALWAYS KEEP 3 LAST]**

- 1 Has made progress compared to 10 years ago
- 2 Has lost ground compared to 10 years ago
- 3 Is about the same as it was 10 years ago **[Anchor]**

#### ASK IF NOT GONE FAR ENOUGH (EQRIGHTS2=2):

##### EQRIGHTS5 [S]

How likely, if at all, is it that women in our country will eventually have equal rights with men? {new, based W43}

- 1 Very likely
- 2 Somewhat likely
- 3 Not too likely
- 4 Not at all likely

#### ASK IF IMPORTANT FOR MEN AND WOMEN TO HAVE EQUAL RIGHTS (EQRIGHTS1=1,2):

##### EQRIGHTSOE [S]

People may have different ideas of what gender equality means. What are some specific things you would expect to see in a society where women have equal rights with men? {new}

**[OPEN END]**

**ASK ALL****ADVANCE2 [S]**

Overall, how much, if at all, have each of the following done to advance women's rights in our country? **[RANDOMIZE ITEMS; AND RECORD ORDER]** {new}

- a. The Democratic Party
  - 1 A great deal
  - 2 A fair amount
  - 3 Not much
  - 4 Nothing at all
- b. The Republican Party
  - 1 A great deal
  - 2 A fair amount
  - 3 Not much
  - 4 Nothing at all
- c. The feminist movement
  - 1 A great deal
  - 2 A fair amount
  - 3 Not much
  - 4 Nothing at all
- d. Donald Trump
  - 1 A great deal
  - 2 A fair amount
  - 3 Not much
  - 4 Nothing at all

**ASK ALL:****ADVANCE3 [S]**

In your opinion, which of the following milestones has been the most important in advancing the position of women in our country? **[RANDOMIZE RESPONSE OPTIONS; AND RECORD ORDER]** {mod SSRS, Feb 2019 from "in women's history" and had "None of the above" VOL. option, slight mod in response options}

- 1 Women gaining the right to vote
- 2 The availability of the birth control pill
- 3 Passage of the Equal Pay Act
- 4 Passage of the Family and Medical Leave Act

**ASK ALL****WOMKNLG [Number box, limit to 4 numbers, range: 0000-9999]**

Just your best guess, in about what year did women in the U.S. gain the right to vote? {mod SSRS, Feb 2019 from "What year did women gain the right to vote?"}

**[Number box, LIMIT TO 4 NUMBERS]**

**ASK ALL****GENDISC [S]**

When it comes to discrimination against women, which do you think is the bigger problem for our country today? **[RANDOMIZE RESPONSE OPTIONS and record order]** {new, based on W43}

- 1 People seeing discrimination against women where it really does NOT exist
- 2 People NOT seeing discrimination against women where it really DOES exist

**ASK ALL:****GAINS [S]**

Which statement comes closer to your own views, even if neither is exactly right? **[RANDOMIZE RESPONSE OPTIONS and record order]** {new}

- 1 The gains women have made in society have come at the expense of men
- 2 The gains women have made in society have NOT come at the expense of men

**Base: all respondents****(SHOW ON OWN SCREEN):**

The next few questions ask about the Equal Rights Amendment (ERA). As you may know, the ERA, which concerns women's rights, passed the U.S. Senate in 1972 but has not been ratified and added to the U.S. Constitution. The ERA states the following: "Equality of rights under the law shall not be denied or abridged by the United States or by any State on account of sex." {new}

**ASK ALL:****ERA1 [S]**

How much, if anything, have you read or heard about the ERA in recent months? {new}

- 1 A lot
- 2 A little
- 3 Nothing at all

**ASK ALL:****ERA2 [S]**

How do you feel about the ERA being added to the U.S. Constitution? **[REVERSE RESPONSE OPTIONS FOR RANDOM ½ OF SAMPLE; and record order]** {new}

- 1 Strongly favor
- 2 Somewhat favor
- 3 Somewhat oppose
- 4 Strongly oppose

**ASK ALL:****ERA3 [S]**

Regardless of whether you favor or oppose adding the ERA to the U.S. Constitution, do you think adding the ERA to the U.S. Constitution would... **[RANDOMIZE RESPONSE OPTIONS 1 AND 2; ALWAYS KEEP 3 LAST; record order]** {new}

- 1 Advance women's rights in our country
- 2 Be a setback for women's rights in our country
- 3 Not make much difference **[Anchor]**

**ASK IF NOT GONE FAR ENOUGH (EQRIGHTS2 = 2)**  
**EQRIGHTS6 [S]**

Do you think each of the following is a major obstacle, a minor obstacle, or not an obstacle to women having equal rights with men in our country? **[RANDOMIZE ITEMS and record order]** {new, based on W43}

a. Different expectations society has for men and women

- 1 A major obstacle
- 2 A minor obstacle
- 3 Not an obstacle

b. Women not having the same legal rights as men

- 1 A major obstacle
- 2 A minor obstacle
- 3 Not an obstacle

c. Family responsibilities

- 1 A major obstacle
- 2 A minor obstacle
- 3 Not an obstacle

d. Men and women having different physical abilities

- 1 A major obstacle
- 2 A minor obstacle
- 3 Not an obstacle

e. Women not working as hard as men

- 1 A major obstacle
- 2 A minor obstacle
- 3 Not an obstacle

f. Sexual harassment

- 1 A major obstacle
- 2 A minor obstacle
- 3 Not an obstacle

g. Not enough women in positions of power

- 1 A major obstacle
- 2 A minor obstacle
- 3 Not an obstacle

**Base: all respondents**  
**WOMACTIVISM[S]**

Have you ever done any of the following, or not? **[RANDOMIZE ITEMS and record order]** {new, based on W38}

a. Contacted a public official to express your opinion on issues related to gender or gender equality

- 1 Yes, in the last 12 months

- 2 Yes, but not in the last 12 months
- 3 No
- b. Contributed money to an organization that takes positions on issues related to gender or gender equality
  - 1 Yes, in the last 12 months
  - 2 Yes, but not in the last 12 months
  - 3 No
- c. Attended a protest or rally that focused on issues related to gender or gender equality
  - 1 Yes, in the last 12 months
  - 2 Yes, but not in the last 12 months
  - 3 No
- d. Had conversations with family or friends about issues related to gender or gender equality
  - 1 Yes, in the last 12 months
  - 2 Yes, but not in the last 12 months
  - 3 No
- e. Posted or shared content on social networking sites related to gender or gender equality
  - 1 Yes, in the last 12 months
  - 2 Yes, but not in the last 12 months
  - 3 No
  - [SPACE]**
  - 4 Don't use social media

**Base: all respondents**  
**FEMINISM1[S]**

Next, we'd like to ask you some questions about feminism...

Do you think each of the following words describe feminism in our country today? **[RANDOMIZE ITEMS and record order]** {new, based on WaPo/Kaiser Family Foundation Feminism Survey, May 2015}

- a. Empowering
  - 1 Yes, describes feminism
  - 2 No, does not describe feminism
- b. Outdated
  - 1 Yes, describes feminism
  - 2 No, does not describe feminism
- c. Inclusive
  - 1 Yes, describes feminism
  - 2 No, does not describe feminism
- d. Polarizing

- 1 Yes, describes feminism
- 2 No, does not describe feminism

## Base: all respondents

### FEMINISM2[S]

Overall, what impact, if any, has feminism had on the lives of each of the follow groups? **[RANDOMIZE ITEMS WITH ITEM h ALWAYS LAST; SPLIT OVER TWO SCREENS; SHOW RESPONSE OPTIONS 1-4 IN REVERSE ORDER FOR ½ SAMPLE WITH OPTION 5 ALWAYS LAST]** {new, based on WaPo/Kaiser Family Foundation Feminism Survey, May 2015}

Programming instruction: Screen 1 (rotate items within screen):

- a. White women
- b. Black women
- c. Hispanic women
- d. Lesbian and bisexual women

Screen 2 (rotate items within screen):

- e. Poor women
- f. Wealthy women
- g. Transgender women

(ASK IF WOMAN) You personally (ALWAYS ASK LAST)

- a. White women

- 1 Helped a lot
- 2 Helped a little
- 3 Hurt a little
- 4 Hurt a lot
- 5 Neither helped nor hurt **[anchor]**

- b. Black women

- 1 Helped a lot
- 2 Helped a little
- 3 Hurt a little
- 4 Hurt a lot
- 5 Neither helped nor hurt **[anchor]**

- c. Hispanic women

- 1 Helped a lot
- 2 Helped a little
- 3 Hurt a little
- 4 Hurt a lot
- 5 Neither helped nor hurt **[anchor]**

- d. Lesbian and bisexual women

- 1 Helped a lot
- 2 Helped a little
- 3 Hurt a little
- 4 Hurt a lot
- 5 Neither helped nor hurt **[anchor]**

e. Poor women

- 1 Helped a lot
- 2 Helped a little
- 3 Hurt a little
- 4 Hurt a lot
- 5 Neither helped nor hurt **[anchor]**

f. Wealthy women

- 1 Helped a lot
- 2 Helped a little
- 3 Hurt a little
- 4 Hurt a lot
- 5 Neither helped nor hurt [anchor]

g. Transgender women

- 1 Helped a lot
- 2 Helped a little
- 3 Hurt a little
- 4 Hurt a lot
- 5 Neither helped nor hurt **[anchor]**

**ASK IF WOMAN (ppgender=2 female):**

h. You personally **[ALWAYS SHOW LAST]**

- 1 Helped a lot
- 2 Helped a little
- 3 Hurt a little
- 4 Hurt a lot
- 5 Neither helped nor hurt **[anchor]**

Base: all respondents

Now, just a few questions for statistical purposes only.

If xppp20197=3 (Missing)

**CITIZEN [S]**

Are you a citizen of the United States, or not? {RF4}

- 1 Yes
- 2 No

**ASK IF xppp20197=1 or CITIZEN=1**

**REG [S]**

Which of these statements best describes you? {RF4}

- 1 You are ABSOLUTELY CERTAIN that you are registered to vote at your current address
- 2 You are PROBABLY registered, but there is a chance your registration has lapsed
- 3 You are NOT registered to vote at your current address

**ASK ALL:**

**PARTY [S]**

In politics today, do you consider yourself a... {RF4}



- 1 Republican
- 2 Democrat
- 3 Independent
- 4 Something else

**ASK IF INDEPENDENT, SOMETHING ELSE OR NO ANSWER TO PARTY (PARTY=3,4,99):  
PARTYLN [S]**

As of today do you lean more to... {RF4}

- 1 The Republican Party
- 2 The Democratic Party

*Soft prompt if refused: We would like to have your answer to this question.*

**Base: all respondents**

IDEO In general, would you describe your political views as... **[SHOW RESPONSE  
OPTIONS IN REVERSE ORDER TO RANDOM 1/2 SAMPLE; record order]** {RF4}

- 1 Very conservative
- 2 Conservative
- 3 Moderate
- 4 Liberal
- 5 Very liberal

**Base: all respondents**

Thank you for participating in this survey.

Please click the >> button below to complete this survey.

## Appendix A2: Final Programmed Spanish Main Survey Questionnaire

**PEW RESEARCH CENTER**  
**19<sup>th</sup> Amendment Anniversary survey**  
**FINAL QUESTIONNAIRE**  
**March 2, 2020**

**PROGRAMMING NOTES:**

*Lines across page designate a page break.*

*Unless otherwise specified, question responses should appear in the same order on the screen as they do in the questionnaire.*

*Please suppress the system-generated instructions that appear at the top of each question (e.g. "Select only one answer"). Instructions should only appear where noted in this document.*

*Please display extra line breaks between response options where specified.*

*Please use soft prompts where indicated. All other questions should have no prompt.*

*Please NO GRIDS unless specified.*

**RANDOMIZE** means scramble the order of all items in random order.

*Respondents who were not asked a particular question should be coded as MISSING for that question. If a question was asked and skipped, please code as 99=Refused.*

*Please capture user agent string for the last device used to submit. Please code these into mobile phone vs. tablet vs. computer.*

*Please capture the time stamp for the start and end of the survey and then calculate the total survey time.*

*Please calculate time spent per page.*

*Please capture all randomization and order variables.*

*Please provide screenshots of the entire survey as it will appear on desktop and on mobile devices.*

---

¡Bienvenido(a)! A la mayoría de las personas que completan la encuesta les tomará 8 minutos.

Estas son algunas sugerencias útiles:

- Sus respuestas se utilizarán solo para fines de investigación. No es necesario que responda las preguntas que no desea responder. Puede hacer clic en el botón Siguiente para omitir una pregunta que no desee responder.

- Por favor no utilice el botón Atrás del explorador para volver a las preguntas anteriores. En cambio, utilice los botones de navegación de cada página web para moverse por la encuesta.

**ASK ALL:**

DESCRIBE ¿Qué tan bien lo(a) describe cada una de las siguientes afirmaciones, si acaso alguna lo(a) describe? **[RANDOMIZE ITEMS]** {new, based on W22, W26, W29 and W38}

- a. Ambientalista
  - 1 Muy bien
  - 2 Algo bien
  - 3 No muy bien
  - 4 Para nada bien
- b. Feminista
  - 1 Muy bien
  - 2 Algo bien
  - 3 No muy bien
  - 4 Para nada bien
- c. Defensor(a) del derecho a poseer armas
  - 1 Muy bien
  - 2 Algo bien
  - 3 No muy bien
  - 4 Para nada bien
- d. Alguien con valores tradicionales
  - 1 Muy bien
  - 2 Algo bien
  - 3 No muy bien
  - 4 Para nada bien

---

**ASK ALL:**

EQRIGHTS1 ¿Qué tan importante, si algo, es para las mujeres tener los mismos derechos que los hombres en nuestro país? {W28}

- 1 Muy importante
- 2 Algo importante
- 3 No muy importante
- 4 Nada importante

---

**ASK ALL:**

EQRIGHTS2 Cuando se trata de darles a las mujeres los mismos derechos que a los hombres, ¿cree que el país **[RANDOMIZE: (ha hecho demasiado), (no ha hecho lo suficiente)]** o ha hecho justo lo necesario?? {W28, mod from "the country"}

**[SHOW RESPONSE OPTIONS 1 AND 2 IN SAME ORDER AS QUESTION STEM; ALWAYS KEEP 3 LAST]**

- 1 Ha hecho demasiado
  - 2 No ha hecho lo suficiente
  - 3 Ha hecho justo lo necesario
-

**ASK IF GONE TOO FAR (EQRIGHTS2=1):**

EQRIGHTS3 ¿En qué sentido cree que el país ha hecho demasiado en cuanto a darles a las mujeres los mismos derechos que a los hombres? {new}  
[OPEN END]

---

**ASK ALL:**

EQRIGHTS4 En general, en cuanto a darles a las mujeres los mismos derechos que a los hombres, ¿cree que nuestro país...? [RANDOMIZE RESPONSE OPTIONS 1 AND 2; ALWAYS KEEP 3 LAST]{new}

- 1 Ha progresado en comparación con hace 10 años
- 2 Ha retrocedido en comparación con hace 10 años
- 3 Está casi igual que hace 10 años

---

**ASK IF NOT GONE FAR ENOUGH (EQRIGHTS2=2):**

EQRIGHTS5 ¿Qué tan probable es que las mujeres de nuestro país con el tiempo lleguen a tener los mismos derechos que los hombres, si acaso es probable? {new, based W43}

- 1 Muy probable
- 2 Algo probable
- 3 No muy probable
- 4 Nada probable

---

**ASK IF IMPORTANT FOR MEN AND WOMEN TO HAVE EQUAL RIGHTS (EQRIGHTS1=1,2):**

EQRIGHTSOE Las personas pueden tener diferentes ideas con respecto al significado de la igualdad de género. ¿Qué cosas específicas esperaría ver en una sociedad donde las mujeres tienen los mismos derechos que los hombres? {new}  
[OPEN END]

---

**ASK ALL:**

ADVANCE1 Si tuviera que nombrar a una persona que usted crea que ha sido la que más ha hecho por el avance de los derechos de las mujeres en este país, ¿a quién nombraría? {new}  
[OPEN END]

---

**ASK ALL:**

ADVANCE2 En general, ¿cuánto ha hecho cada uno de los siguientes por el avance de los derechos de las mujeres en nuestro país, si acaso ha hecho algo? [RANDOMIZE ITEMS] {new}

a. El Partido Demócrata

- 1 Mucho
- 2 Una cantidad considerable
- 3 No mucho
- 4 Nada

b. El Partido Republicano

- 1 Mucho
- 2 Una cantidad considerable
- 3 No mucho
- 4 Nada

c. El movimiento feminista

- 1 Mucho
- 2 Una cantidad considerable
- 3 No mucho
- 4 Nada

d. Donald Trump

- 1 Mucho
- 2 Una cantidad considerable
- 3 No mucho
- 4 Nada

---

**ASK ALL:**

ADVANCE3

En su opinión, ¿cuál de los siguientes hitos ha sido el más importante en el avance de los derechos las mujeres? **[RANDOMIZE RESPONSE OPTIONS]** {mod SSRS, Feb 2019 from "in women's history" and had "None of the above" VOL. option, slight mod in response options}

- 1 La conquista del derecho a votar
- 2 La disponibilidad de la píldora anticonceptiva
- 3 La promulgación de la Ley de Igualdad Salarial
- 4 La promulgación de la Ley de Licencias Familiares y Médicas

---

**ASK ALL:**

WOMKNLG

En esta pregunta, basta con que nos dé su mejor estimación. ¿Aproximadamente en qué año conquistaron el derecho a votar las mujeres en los EE. UU.? {mod SSRS, Feb 2019 from "What year did women gain the right to vote?"}

**[OPEN END, LIMIT TO 4 NUMBERS]**

---

**ASK ALL:**

GENDISC

En cuanto a la discriminación contra las mujeres, ¿cuál cree que es el problema más grande que tiene nuestro país hoy en día? **[RANDOMIZE RESPONSE OPTIONS]** {new, based on W43}

- 1 Que la gente vea discriminación contra las mujeres donde NO la hay
- 2 Que la gente NO vea discriminación contra las mujeres donde SÍ la hay

---

**ASK ALL:**

GAINS

¿Cuál de las siguientes afirmaciones se acerca más a su propio punto de vista, incluso si ninguna coincide completamente con lo que usted piensa? **[RANDOMIZE RESPONSE OPTIONS]** {new}

- 1 Las conquistas que han logrado las mujeres en la sociedad han sido a expensas de los hombres.
- 2 Las conquistas que han logrado las mujeres en la sociedad NO han sido a expensas de los hombres.

---

**DISPLAY TO ALL (SHOW ON OWN SCREEN):**

Las siguientes preguntas se refieren a la Enmienda de Igualdad de Derechos (ERA). Como posiblemente sepa, la ERA, que concierne a los derechos de las mujeres, fue aprobada por el Senado de los EE. UU. en 1972, pero no se ha ratificado ni se ha agregado a la Constitución de los EE. UU. La ERA declara lo siguiente: "Ni los Estados Unidos ni ningún Estado pueden negar ni recortar la igualdad de derechos contemplada por la ley por motivos de sexo". {new}

---

**ASK ALL:**

ERA1 ¿Cuánto ha leído o escuchado sobre la ERA en meses recientes, si acaso lo ha hecho?  
{new}

- 1 Mucho
- 2 Poco
- 3 Nada

**ASK ALL:**

ERA2 ¿Qué opina de que la ERA se agregue a la Constitución de los EE. UU.? [REVERSE  
RESPONSE OPTIONS FOR RANDOM ½ OF SAMPLE] {new}

- 1 Completamente a favor
- 2 Algo a favor
- 3 Algo en contra
- 4 Completamente en contra

**ASK ALL:**

ERA3 Independientemente de que esté a favor o en contra de agregar la ERA a la  
Constitución de los EE. UU., ¿cree que el hecho de agregarla...? [RANDOMIZE  
RESPONSE OPTIONS 1 AND 2; ALWAYS KEEP 3 LAST] {new}

- 1 Sería un avance de los derechos de las mujeres en nuestro país
- 2 Sería un revés para los derechos de las mujeres en nuestro país
- 3 No afectaría mucho

**ASK IF NOT GONE FAR ENOUGH (EQRIGHTS2 = 2):**

EQRIGHTS6 ¿Cree que cada uno de los siguientes es un obstáculo importante, un obstáculo poco  
importante o no es un obstáculo para que las mujeres tengan los mismos derechos  
que los hombres en nuestro país? [RANDOMIZE ITEMS; SPLIT OVER TWO  
SCREENS] {new, based on W43}

- a. Las diferentes expectativas que tiene la sociedad con respecto a los hombres y las mujeres
  - 1 Un obstáculo importante
  - 2 Un obstáculo poco importante
  - 3 No es un obstáculo
- b. Que las mujeres no tengan los mismos derechos legales que los hombres
  - 1 Un obstáculo importante
  - 2 Un obstáculo poco importante
  - 3 No es un obstáculo
- c. Las responsabilidades familiares
  - 1 Un obstáculo importante
  - 2 Un obstáculo poco importante
  - 3 No es un obstáculo
- d. Que los hombres y las mujeres tengan diferentes capacidades físicas
  - 1 Un obstáculo importante
  - 2 Un obstáculo poco importante
  - 3 No es un obstáculo

e. Que las mujeres no trabajen tan duro como los hombres

- 1 Un obstáculo importante
- 2 Un obstáculo poco importante
- 3 No es un obstáculo

f. El acoso sexual

- 1 Un obstáculo importante
- 2 Un obstáculo poco importante
- 3 No es un obstáculo

g. Que no haya suficientes mujeres en puestos de poder

- 1 Un obstáculo importante
- 2 Un obstáculo poco importante
- 3 No es un obstáculo

---

**DISPLAY TO ALL:**

**ASK ALL:**

WOMACTIVISM ¿Alguna vez ha hecho algo de lo siguiente, o no? **[RANDOMIZE ITEMS]** {new, based on W38}

a. Ponerse en contacto con un(a) funcionario(a) público(a) para expresar su opinión sobre asuntos relacionados con el género o la igualdad de género

- 1 Sí, en los últimos 12 meses
- 2 Sí, pero no en los últimos 12 meses
- 3 No

b. Aportar dinero a una organización que tome una posición con respecto a asuntos relacionados con el género o la igualdad de género

- 1 Sí, en los últimos 12 meses
- 2 Sí, pero no en los últimos 12 meses
- 3 No

c. Asistir a una protesta o mitin sobre asuntos relacionados con el género o la igualdad de género

- 1 Sí, en los últimos 12 meses
- 2 Sí, pero no en los últimos 12 meses
- 3 No

d. Conversar con familiares o amigos sobre asuntos relacionados con el género o la igualdad de género

- 1 Sí, en los últimos 12 meses
- 2 Sí, pero no en los últimos 12 meses
- 3 No

e. Publicar o compartir en redes sociales contenido sobre asuntos relacionados con el género o la igualdad de género

- 1 Sí, en los últimos 12 meses
- 2 Sí, pero no en los últimos 12 meses
- 3 No

**[SPACE]**

---

**DISPLAY TO ALL:**

Ahora queremos hacerle algunas preguntas acerca del feminismo.

**ASK ALL:**

FEMINISM1 ¿Cree que cada una de las siguientes palabras describe al feminismo en nuestro país hoy en día? **[RANDOMIZE ITEMS]** {new, based on WaPo/Kaiser Family Foundation Feminism Survey, May 2015}

a. Empoderador

- 1 Sí, describe al feminismo
- 2 No, no describe al feminismo

b. Atrasado

- 1 Sí, describe al feminismo
- 2 No, no describe al feminismo

c. Inclusivo

- 1 Sí, describe al feminismo
- 2 No, no describe al feminismo

d. Polarizador

- 1 Sí, describe al feminismo
- 2 No, no describe al feminismo

---

**ASK ALL:**

FEMINISM2 En general, ¿qué impacto ha tenido el feminismo en la vida de cada uno de los siguientes grupos, si acaso lo ha tenido? **[RANDOMIZE ITEMS WITH ITEM h ALWAYS LAST; SPLIT OVER TWO SCREENS; SHOW RESPONSE OPTIONS 1-4 IN REVERSE ORDER FOR ½ SAMPLE WITH OPTION 5 ALWAYS LAST]** {new, based on WaPo/Kaiser Family Foundation Feminism Survey, May 2015}

a. Las mujeres blancas

- 1 Ayudó mucho
- 2 Ayudó un poco
- 3 Perjudicó un poco
- 4 Perjudicó mucho
- 5 Ni ha ayudado ni ha perjudicado **[anchor]**

b. Las mujeres negras

- 1 Ayudó mucho
- 2 Ayudó un poco
- 3 Perjudicó un poco
- 4 Perjudicó mucho
- 5 Ni ha ayudado ni ha perjudicado **[anchor]**

c. Las mujeres pobres

- 1 Ayudó mucho
- 2 Ayudó un poco
- 3 Perjudicó un poco
- 4 Perjudicó mucho



5 Ni ha ayudado ni ha perjudicado **[anchor]**

d. Las mujeres ricas

- 1 Ayudó mucho
- 2 Ayudó un poco
- 3 Perjudicó un poco
- 4 Perjudicó mucho
- 5 Ni ha ayudado ni ha perjudicado **[anchor]**

e. Las mujeres lesbianas y bisexuales

- 1 Ayudó mucho
- 2 Ayudó un poco
- 3 Perjudicó un poco
- 4 Perjudicó mucho
- 5 Ni ha ayudado ni ha perjudicado **[anchor]**

f. Las mujeres hispanas

- 1 Ayudó mucho
- 2 Ayudó un poco
- 3 Perjudicó un poco
- 4 Perjudicó mucho
- 5 Ni ha ayudado ni ha perjudicado **[anchor]**

g. Las mujeres transgénero

- 1 Ayudó mucho
- 2 Ayudó un poco
- 3 Perjudicó un poco
- 4 Perjudicó mucho
- 5 Ni ha ayudado ni ha perjudicado **[anchor]**

**ASK IF WOMAN (F\_SEX=2):**

h. Usted personalmente **[ALWAYS SHOW LAST]**

- 1 Ayudó mucho
- 2 Ayudó un poco
- 3 Perjudicó un poco
- 4 Perjudicó mucho
- 5 Ni ha ayudado ni ha perjudicado **[anchor]**

---

**DISPLAY TO ALL:**

Ahora vienen unas preguntas que solo tienen fines estadísticos.

**ASK ALL:**

CITIZEN ¿Es usted ciudadano(a) de los Estados Unidos? {RF4}

- 1 Sí
- 2 No

---

**ASK IF CITIZEN=1:**

REG ¿Cuál de estas afirmaciones lo(a) describe mejor? {RF4}

- 1 Está ABSOLUTAMENTE SEGURO(A) de que está inscrito(a) para poder votar en su dirección actual

- 2      PROBABLEMENTE está inscrito(a), pero hay una posibilidad de que la inscripción haya caducado
- 3      NO está inscrito(a) para votar en su dirección actual

---

**ASK ALL:**

PARTY      En la política ACTUAL, ¿se considera usted: {RF4}

- 1      Republicano(a)
- 2      Demócrata
- 3      Independiente
- 4      Algún otro

---

**ASK IF INDEPENDENT, SOMETHING ELSE OR NO ANSWER TO PARTY (PARTY=3,4,99):**

PARTYLN      ¿Actualmente se inclina usted más por... {RF4}

- 1      El Partido Republicano
- 2      El Partido Demócrata

*Soft prompt if refused: Nos gustaría que respondiera esta pregunta.*

---

**ASK ALL:**

IDEO      En general, ¿describiría usted su punto de vista político como... **[SHOW RESPONSE OPTIONS IN REVERSE ORDER TO RANDOM ½ SAMPLE]** {RF4}

- 1      Muy conservador
- 2      Conservador
- 3      Moderado
- 4      Liberal
- 5      Muy liberal

---

Gracias por participar en esta encuesta.

Haga clic en el botón SIGUIENTE para enviar sus respuestas.

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## Appendix B: KnowledgePanel® Response Rate Report

KnowledgePanel® is a probability-based panel. By definition, all members of KnowledgePanel® have a known probability of selection. As a result, it is mathematically possible to calculate a proper response rate that takes into account all sources of nonresponse. Below are the components of the response rate calculation and the actual calculations. An extended description of how to compute response metrics for online panels can be found in:

Callegaro, Mario & DiSogra, Charles (2008). Computing response metrics for online panels. *Public Opinion Quarterly* 72(5). pp. 1008-1032.<sup>5</sup>

### Response Rate Summary Metrics:

A. Number of Assigned Panelists	5,799
B. Study-Specific Average Panel Recruitment Rate (RECR)	11.1%
C. Study-Specific Average Household Profile Rate (PROR)	59.7%
D. Study-Specific Average Household Retention Rate (RETR)	39.9%
E. Number of Total Study Completes	3,212
F. Study Completion Rate (COMPR)*	55.4%
G. Number of Study Break-offs	168
H. Study Breakoff Rate (BOR)	5%
I. Number of Qualified Completes	3,143
J. Study Qualification Rate (QUALR)	98%
K. Cumulative Response Rate	3.7%

### Comparison of Response Rates

It is important to note the differences between a Random Digit Dial (RDD) telephone or mail sample and KnowledgePanel®. RDD telephone and mail samples can be compared because they are one-time surveys. However, an online panel such as KnowledgePanel® is composed of people recruited at different times and, more importantly, committed to answering multiple surveys for a period of time and not just a single survey. Further, with KnowledgePanel®, Panelists must also complete profile surveys in order to become members of the Panel. These differences are reflected in the recruitment and profile rates reported above. These differences make directly comparing response rates between one-time surveys and Panel surveys difficult and perhaps not illuminating.

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<sup>5</sup> The full text of the paper is available on the Public Opinion Quarterly – Special issue webpage: [http://www.oxfordjournals.org/our\\_journals/pog/special.html](http://www.oxfordjournals.org/our_journals/pog/special.html)

Opt-in web panels do not permit the calculation of a response rate since the probabilities of selection are unknown. Consequently, opt-in panels are only mathematically capable of computing the survey completion rate, which represents the final stage of gaining the cooperation of survey research subjects and excludes the nonresponse resulting from panel recruitment, connection, and panel retention. In addition, studies relying on opt-in intercept, sometimes called “river,” samples where respondents are recruited for a particular survey using various banner or pop-up ads placed on numerous websites rather than from a panel, also have no known selection probabilities and are therefore unable to report response rates. Further, such opt-in online intercept studies are unable to compute completion rates since a sample is not selected and can only report survey breakoff rates.

### **Practical Advice for Reporting Response Rates**

Many journals ask for the final stage completion rate that can be easily reported. Breakoff rates are also another indicator of quality.

An example of reporting response metrics is the following:

A random sample of 1,234 panel members was drawn from Ipsos' KnowledgePanel®. 850 (excluding breakoffs) responded to the invitation and 850 qualified for the survey, yielding a final stage completion rate of 68.9% and a qualification rate of 100.0% percent. The recruitment rate for this study, reported by Ipsos, was 13.3% and the profile rate was 63.7%, for a cumulative response rate of 5.8%.

## Formulas Used for Response Summary Metric Calculations

The formulas, from Callegaro & DiSogra (2008), used to calculate the response summary metrics reported above are presented in below. Respondent-level cohort recruitment, profile, and retention rates are calculated for each study respondent and averaged across all study respondents to yield the study-specific rates reported on the previous page.

### Respondent-level Panel Recruitment Rate (RECR):

$$= \frac{\text{Initial Consent}}{\text{Initial Consents} + (\text{Refusals} + \text{Noncontacts} + \text{Other Cases}) + e(\text{Unknown if Household Occupied} + \text{Unknown Other})}$$

### Respondent-level Profile Rate (PROR):

$$= \frac{(\text{Profile Completes})}{(\text{Profile Complete} + \text{Partial Profile Complete}) + (\text{Profile Refusals} + \text{Profile Noncontacts} + \text{Other Profile Cases})}$$

### Respondent-level Retention Rate (RETR):

$$= \frac{\text{Profile Completes Present at Time of Study}}{\text{Profile Complete}}$$

### Study Completion Rate (COMR):

$$= \frac{(\text{Study Completes})}{(\text{Study Completes} + \text{Study Partial Completes}) + (\text{Study Refusals} + \text{Study Noncontacts} + \text{Other Study Cases})}$$

### Breakoff Rate (BOR):

$$= \frac{\text{Break-offs}}{\text{Study Completes} + \text{Study Partial Completes} + \text{Break-offs}}$$

### Qualification Rate (QUALR):

$$= \frac{\text{Qualified Study Complete}}{\text{Qualified Study Complete} + \text{Not-qualified Study Complete}}$$

### Cumulative Response Rate (CUMRR):

$$= RECR * PROR * COMR$$

## Appendix C: Benchmark Distributions

**18+ US Population Benchmarks**  
**Source: March 2019 CPS Supplement Data**

Col Pct	Table of v1 by ppeth3			
v1	ppeth3			
	White, Other, 2+ Races/Non-Hispanic	Black/Non-Hispanic	Hispanic	Total
Age 18-29 Male	9.43	11.77	14.49	10.54
Age 18-29 Female	9.24	12.58	13.68	10.36
Age 30-44 Male	11.63	12.34	16.09	12.45
Age 30-44 Female	11.77	14.35	15.43	12.68
Age 45-59 Male	12.06	11.57	11.79	11.96
Age 45-59 Female	12.75	13.6	12.04	12.73
Age 60+ Male	15.43	9.84	7.48	13.46
Age 60+ Female	17.68	13.95	8.99	15.81
Total	1.80E+08	2.96E+07	4.12E+07	2.50E+08

Col Pct	Table of ppethm by ppeth3			
ppethm	ppeth3			
	White, Other, 2+ Races/Non-Hispanic	Black/Non-Hispanic	Hispanic	Total
White, Non-Hispanic	88.02	0	0	63.14
Black, Non-Hispanic	0	100	0	11.82
Other, Non-Hispanic	10.03	0	0	7.19
Hispanic	0	0	100	16.44
2+ Race, Non-Hispanic	1.95	0	0	1.4
Total	1.80E+08	2.96E+07	4.12E+07	2.50E+08

Col Pct	Table of ppreg4 by ppeth3			
ppreg4	ppeth3			
	White, Other, 2+ Races/Non-Hispanic	Black/Non-Hispanic	Hispanic	Total
Northeast	18.7	15.67	13.33	17.46
Midwest	24.12	16.95	8.97	20.78
South	34.21	58.65	39.29	37.94
West	22.97	8.73	38.4	23.82
Total	1.80E+08	2.96E+07	4.12E+07	2.50E+08

Col Pct	Table of ppmsacat by ppeth3			
ppmsacat	ppeth3			
	White, Other,		Hispanic	Total

	2+ Races/Non- Hispanic	Black/Non- Hispanic		
Non-Metro	15.94	8.54	5.47	13.34
Metro	84.06	91.46	94.53	86.66
Total	1.80E+08	2.96E+07	4.12E+07	2.50E+08

Col Pct	Table of ppeducat by ppeth3			
ppeducat	ppeth3			
	White, Other, 2+ Races/Non- Hispanic	Black/Non- Hispanic	Hispanic	Total
Less than HS	6.62	11.91	27.01	10.6
HS	26.71	33.46	31.6	28.31
Some college	28.02	30.6	24.62	27.77
Bachelor or higher	38.65	24.02	16.77	33.32
Total	1.80E+08	2.96E+07	4.12E+07	2.50E+08

Col Pct	Table of income6 by ppeth3			
income6	ppeth3			
	White, Other, 2+ Races/Non- Hispanic	Black/Non- Hispanic	Hispanic	Total
Under \$25,000	11.48	23.5	15.43	13.55
\$25,000-\$49,999	16.3	23.16	22.89	18.19
\$50,000-\$74,999	16.52	17.74	19.86	17.21
\$75,000-\$99,999	13.9	11.49	14.63	13.73
\$100,000-\$149,999	19.08	13.22	14.93	17.7
\$150,000 and over	22.72	10.88	12.26	19.6
Total	1.80E+08	2.96E+07	4.12E+07	2.50E+08

Col Pct	Table of xhispan by ppeth3			
xhispan	ppeth3			
	White, Other, 2+ Races/Non- Hispanic	Black/Non- Hispanic	Hispanic	Total
Non-Hispanic	100	100	0	83.56
Mexican Hispanic	0	0	60.27	9.91
Puerto Rican Hispanic	0	0	8.99	1.48
Cuban Hispanic	0	0	4.79	0.79
Other Hispanic Origin	0	0	25.95	4.27
Total	1.80E+08	2.96E+07	4.12E+07	2.50E+08

**18+ US Population Language Benchmarks**

**Source: 2018 ACS Data**

acslang	percent
---------	---------

English Proficient Hispanic	4.0
Bilingual Hispanic	8.9
Spanish Proficient Hispanic	3.5
Non-Hispanic	83.6
	100.0

**19th Amendment - Total Respondents  
Weighted by weight**

Col Pct	Table of v1 by ppeth3			
v1	ppeth3			
	White, Other, 2+ Races/Non-Hispanic	Black/Non-Hispanic	Hispanic	Total
Age 18-29 Male	9.43	11.77	14.49	10.54
Age 18-29 Female	9.24	12.58	13.68	10.36
Age 30-44 Male	11.63	12.34	16.09	12.45
Age 30-44 Female	11.77	14.35	15.43	12.68
Age 45-59 Male	12.06	11.57	11.79	11.96
Age 45-59 Female	12.75	13.6	12.04	12.73
Age 60+ Male	15.43	9.84	7.48	13.46
Age 60+ Female	17.68	13.95	8.99	15.81
Total	2254.77	371.378	516.855	3143

Col Pct	Table of ppethm by ppeth3			
ppethm	ppeth3			
	White, Other, 2+ Races/Non-Hispanic	Black/Non-Hispanic	Hispanic	Total
White, Non-Hispanic	88.02	0	0	63.14
Black, Non-Hispanic	0	100	0	11.82
Other, Non-Hispanic	10.03	0	0	7.19
Hispanic	0	0	100	16.44
2+ Race, Non-Hispanic	1.95	0	0	1.4
Total	2254.77	371.378	516.855	3143

Col Pct	Table of ppreg4 by ppeth3			
ppreg4	ppeth3			
	White, Other, 2+ Races/Non-Hispanic	Black/Non-Hispanic	Hispanic	Total
Northeast	18.7	15.67	13.33	17.46
Midwest	24.12	16.95	8.97	20.78



South	34.21	58.65	39.29	37.94
West	22.97	8.73	38.4	23.82
Total	2254.77	371.378	516.855	3143

Col Pct	Table of ppmsacat by ppeth3			
ppmsacat	ppeth3			
	White, Other, 2+ Races/Non-Hispanic	Black/Non-Hispanic	Hispanic	Total
Non-Metro	15.94	8.54	5.47	13.34
Metro	84.06	91.46	94.53	86.66
Total	2254.77	371.378	516.855	3143

Col Pct	Table of ppeducat by ppeth3			
ppeducat	ppeth3			
	White, Other, 2+ Races/Non-Hispanic	Black/Non-Hispanic	Hispanic	Total
Less than HS	6.62	11.91	27.01	10.6
HS	26.71	33.46	31.6	28.31
Some college	28.02	30.6	24.62	27.77
Bachelor or higher	38.65	24.02	16.77	33.32
Total	2254.77	371.378	516.855	3143

Col Pct	Table of income6 by ppeth3			
income6	ppeth3			
	White, Other, 2+ Races/Non-Hispanic	Black/Non-Hispanic	Hispanic	Total
Under \$25,000	11.48	23.5	15.43	13.55
\$25,000-\$49,999	16.3	23.16	22.89	18.19
\$50,000-\$74,999	16.52	17.74	19.86	17.21
\$75,000-\$99,999	13.9	11.49	14.63	13.73
\$100,000-\$149,999	19.08	13.22	14.93	17.7
\$150,000 and over	22.72	10.88	12.26	19.6
Total	2254.77	371.378	516.855	3143

Col Pct	Table of XHISPAN by ppeth3			
XHISPAN	ppeth3			
	White, Other, 2+ Races/Non-Hispanic	Black/Non-Hispanic	Hispanic	Total
Non-Hispanic	100	100	0	83.56
Mexican Hispanic	0	0	60.27	9.91
Puerto Rican Hispanic	0	0	8.99	1.48
Cuban Hispanic	0	0	4.79	0.79
Other Hispanic Origin	0	0	25.95	4.27

Total	2254.77	371.378	516.855	3143
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Col Pct	Table of acslang by ppeth3			
acslang	ppeth3			
	White, Other, 2+ Races/Non- Hispanic	Black/Non- Hispanic	Hispanic	Total
English Proficient Hispanic	0	0	24.62	4.05
Bilingual Hispanic	0	0	54.27	8.92
Spanish Proficient Hispanic	0	0	21.11	3.47
Non-Hispanic	100	100	0	83.56
Total	2254.77	371.378	516.855	3143

Col Pct	Table of XSPANISH by ppeth3			
XSPANISH	ppeth3			
	White, Other, 2+ Races/Non- Hispanic	Black/Non- Hispanic	Hispanic	Total
English	100	100	64.23	94.12
Spanish	0	0	35.77	5.88
Total	2254.77	371.378	516.855	3143

Col Pct	Table of XAUGMENT by ppeth3			
XAUGMENT	ppeth3			
	White, Other, 2+ Races/Non- Hispanic	Black/Non- Hispanic	Hispanic	Total
1	0	35.74	0	4.22
2	0	0	60.26	9.91
3	100	0	0	71.74
4	0	64.26	0	7.59
5	0	0	39.74	6.54
Total	2254.77	371.378	516.855	3143