

THE ROLE OF WOMEN IN SOCIETY

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THE PERSONAL IS POLITICAL

- ⊗ Three-quarters of adults believe they will see a woman president of the US in their lifetime; half say that gaining the right to vote is the most important event in women's history.
- ⊗ Among the top ten women in the public eye who Americans consider role models are one Vice President, four First Ladies, one Secretary of State, one Speaker of the House and one Supreme Court Justice.
- ⊗ Closer to home, Americans consider their mothers and grandmothers to be role models.

AMONG A LIST OF WOMEN TO CHOOSE FROM

including mother, grandmother, aunt, sister, teacher, female friend or other woman:

1 MOTHER

Moms are mentioned most frequently as being a role model (47%) with grandmothers taking the second place in mentions (18%). Gen Z / Millennials mention grandmothers at a higher rate (26%).

2 GRANDMOTHER

Grandmother is more likely to be mentioned by younger adults (26% among Gen Z / Millennials; 18% among Gen X; 11% among Boomers; and 5% Silent generation)

WHEN ASKED TO NAME WOMEN IN THE PUBLIC EYE WHO ARE CONSIDERED ROLE MODELS, THE TOP TEN MENTIONS INCLUDE:



Kamala Harris
(n=120)



Michelle Obama
(n=114)



Hillary Clinton
(n=40)



Oprah Winfrey
(n=33)



Melania Trump
(n=20)



Ruth Bader
Ginsburg (n=19)



Beyoncé
(n=19)



Nancy Pelosi
(n=18)



Dr. Jill Biden
(n=13)



Serena Williams
(n=11)

QSPOT9. Thinking of women in the public eye, who do you consider to be a role model? (OPEN ENDED QUESTION, SSRS DID NOT OFFER A LIST OF RESPONSES)

WOMEN'S HISTORY

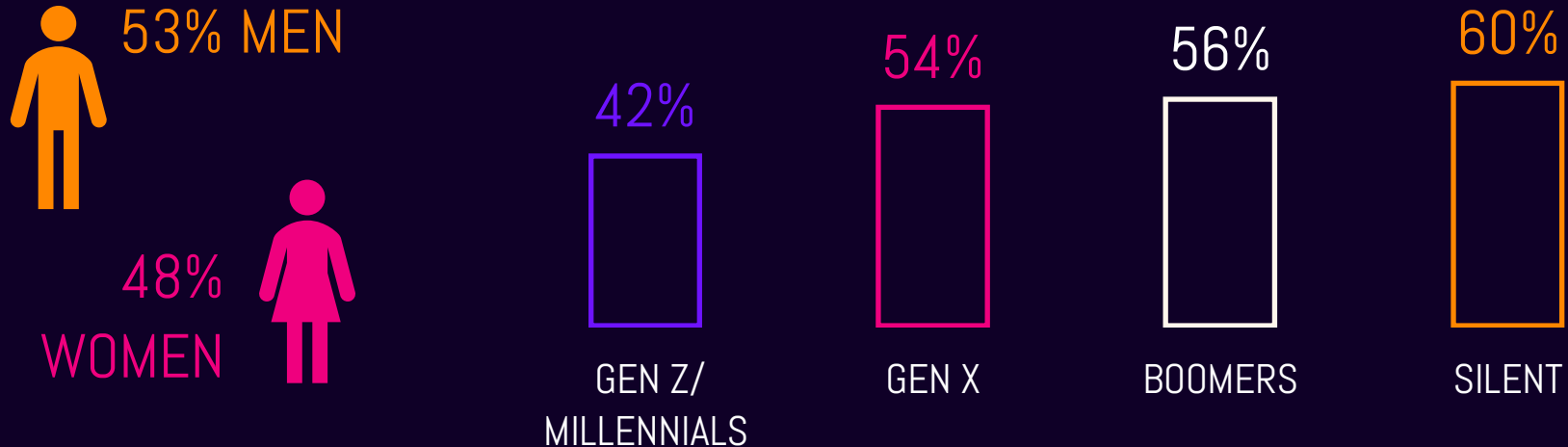
Among a list of events that have impacted women's history, gaining the right to vote is viewed as the most important (50%).

One in five (21%) say electing the first female Vice President of the U.S., fewer say passing the Equal Pay Act (14%), the availability of birth control (8%) or passing the Family and Medical Leave Act (5%).



GAINING THE RIGHT TO VOTE (1920)

was the most important milestone in women's history



ELECTING THE FIRST FEMALE VICE PRESIDENT OF THE U.S. IN 2020

was the most important milestone in women's history

- ⊗ 21% Men and 22% Women
- ⊗ 27% Among Gen Z / Millennials, 20% Gen X, 17% Boomers and 15% Silent
- ⊗ Black adults (38%) are most likely to say this, compared to White, non-Hispanic (18%) or Hispanic (22%) adults.

Seven in ten Americans (73%) think a woman will be elected President of the United States in their lifetime.

74%
WOMEN



71%
MEN



76% METRO
AREA



63% NON-METRO
AREA



77%
DEMOCRATS



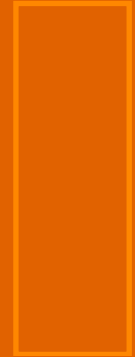
60%
REPUBLICANS



85%
GEN Z/
MILLENNIALS



73%
GEN X



57%
BOOMERS



64%
SILENT



METHODOLOGY

- ⊗ Interviews for this study were conducted on the SSRS Omnibus from March 2-7, 2021 among a nationally representative sample of 1,008 respondents age 18 and older. The margin of error for total respondents is +/-3.79 percentage points at the 95% confidence level. The design effect is 1.50.
- ⊗ The SSRS Omnibus is a national, weekly, dual-frame bilingual telephone survey. Each weekly wave of SSRS Omnibus consists of 1,000 interviews, of which 700 are obtained with respondents on their cellphones, and a minimum of 35 interviews completed in Spanish. Sample provided by MSG. For more information visit www.ssrs.com or contact info@ssrs.com.

QSPOT8. Of the following women, who do you look up to as a female role model? (READ LIST)

QSPOT9. Thinking of women in the public eye, who do you consider to be a role model? (OPEN END)

QSPOT10. In your opinion, which of the following milestones has been the most important in women's history? (READ LIST)

QSPOT11. In your lifetime, do you think a woman will be elected President of the United States? (YES/NO)

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