

Measuring Gender Attitudes toward Men and Women*

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Abstract

Gender-neutral attitudes judge a behavior the same way regardless of whether a man or a woman does it. Yet surveys of gender attitudes typically ask respondents to evaluate statements about men's or women's behaviors in isolation, never eliciting how the same behavior is evaluated when assigned to the other gender. Such responses therefore cannot reveal whether respondents perceive society as holding gender-neutral views. We introduce paired (role-reversed) elicitation, which varies the gender assigned to otherwise identical behaviors. In a representative sample of Americans, responses to standard statements suggest that few respondents perceive society as holding traditional views toward women. In isolation, this may be seen as evidence that society has moved past gender roles that confine choices. The paired elicitation, however, reveals a gender-neutrality gap: only about half of respondents report the same beliefs across the standard and role-reversed statements, even though these statements only vary in terms of which gender is assigned to which behavior. Thus, a substantial portion of respondents believe that the social acceptability of different actions depends on gender. Paired responses also uncover substantial heterogeneity and reveal broader underlying beliefs driving responses, such as beliefs about work and family rather than gender-specific views.

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1 Introduction

Gender equality is a goal of many governments and agencies.¹ A body of research identifies society’s gender attitudes as an important contributor to gender inequality. Researchers often rely on large-scale surveys, such as the World Values Survey, to measure gender attitudes and to document a correlation between attitudes and measures of gender equality (Bertrand, 2011, 2020; Fortin, 2005; Kleven, Landais and Søgaaard, 2019; Minni, Nguyen and Sarsons, 2025).

However, these surveys—and the broader policy and research agendas aimed at promoting gender equity—focus almost exclusively on attitudes toward *women*. Surveys ask, for example, whether women working harms home life or their children. Parallel questions about men are rarely posed. Between 2000 and 2022, only 10% of questions asking about gender roles in the World Values Survey and the General Social Survey concern men. No questions allow a researcher to compare how respondents evaluate men’s and women’s behaviors when all that varies is who is exhibiting the behavior in question.

Asking about only one gender limits our understanding of gender attitudes in two ways. First, it may understate how tightly gender attitudes bind women. If households respond to perceived social judgment, relative social acceptability of a behavior across genders matters, not just its absolute level. A household may believe society supports women working yet anticipate judgment if the man works part time or stays home—a combination that constrains women’s work even when views toward women appear progressive in isolation. Second, without parallel statements about men, we risk misinterpreting responses to statements about women. For example, if a respondent agrees that society thinks women need children to be fulfilled, but agrees equally about men, the standard question captures attitudes about children rather than about gender roles. Surveys that ask only about women, or about each gender in only one role, conflate attitudes toward women with attitudes toward men and with views about work and family.

This paper provides new evidence on perceived gender attitudes—beliefs about how society views men’s and women’s behavior—by experimentally manipulating the gender referenced in a series of established survey questions. Using a representative, probability-based sample of Americans, we field 17 questions about gender drawn from the World Values Survey (WVS) and the General Social Survey (GSS), as well as two additional author-added

¹For example, the Bill and Melinda Gates Foundation has an entire division devoted to achieving gender equality. The U.S. Agency for International Development had a “Gender Equality and Women’s Empowerment” division and fund.

questions.² In our main survey, we elicit perceived gender views.³ Each respondent is asked, in random order, whether they think society agrees with a standard WVS/GSS statement (e.g., a statement that reads “When a mother works for pay, the children suffer”) and a role-reversed statement (e.g., a statement that instead reads “When a father works for pay, the children suffer”), allowing us to observe *paired responses* across the standard and role-reversed statements. We focus on perceived views—beliefs about society’s gender attitudes—because expectations of societal judgment enter utility (Bernheim, 1994; Akerlof and Kranton, 2000; Bursztyn and Jensen, 2017) and shape decisions such as the division of home production and market work (Bertrand, Kamenica and Pan, 2015).

Responses to the standard statements indicate that relatively few respondents expect society to hold traditional gender views.⁴ For example, only 19% of respondents think society agrees or strongly agrees that children suffer when a mother works for pay. Taken in isolation, this result might lead some to conclude that a large majority of the sample believes society has evolved so that households’ choices about who works are unconstrained by societal judgment. These unpaired responses, however, can mislead. They say nothing about the relative judgment facing men and women, and they may reflect considerations unrelated to gender. The paired responses overcome these limitations and facilitate two advances.

First, the paired responses yield a new measure of gender attitudes: gender neutrality. Because each standard statement has a role-reversed counterpart, we can ask whether a respondent expects the same societal response to a behavior independent of gender. This measure reveals a *gender-neutrality gap*: only about half of respondents expect the same reaction when a behavior is assigned to a man rather than a woman—a gap that unpaired survey measures cannot detect by construction. While only 19% say that society believes children suffer when a mother works, 49% give different answers depending on whether the statement asks about a mother or a father working. Thus, a substantial fraction believes society still judges working men and women differently, even if they do not think it endorses the traditional idea that children suffer when a mother works.

Second, the paired responses better reveal the combination of views that informs responses to the standard statements. Consider the statement that children suffer when women work. Among respondents who expect society to agree, some expect society to disagree with

²Response patterns vary little across demographic groups, including age, gender, and political affiliation. Because we elicit perceptions of society’s views rather than respondents’ own views, demographic heterogeneity may be muted relative to what one would find with own-view measures.

³We elicit respondent’s own views for all statements in a follow-up survey.

⁴We define traditional views as they are defined in the literature (e.g., women adhering to stereotypes). See footnote 24 for details.

the same statement about men. These respondents perceive women as facing greater opposition to working than men do. Others, though, give the same answer regardless of gender, suggesting they expect society to disapprove of working parents generally rather than of working women in particular. The standard statement alone cannot distinguish these two groups; the paired response can, and it shows that many answers reflect beliefs about work and family rather than gender-specific views.

Finally, we ask whether the paired responses predict a real outcome, capturing something beyond what the standard measure captures. We correlate our measures of perceived gender views with self-reported within-household income differences, finding that expected societal reactions predict the within-household income gap better once the role-reversed statements are added. As an example, consider two respondents who say society disagrees with “A man’s job is to earn money; a woman’s job is to look after the home and family”. On its face, these responses suggest these respondents do not expect society to hold traditional views. However, how they respond to the statement “A woman’s job is to earn money; a man’s job is to look after the home and family” changes their predicted within-household income gap. Households who choose *strongly* disagree for this role-reversed statement while only selecting disagree for the standard statement have larger within-household income gaps. Standard unpaired statements, which fix the roles, cannot pick up this variation.

We investigate the robustness of our main results in two additional studies run on Prolific. In the first Prolific study we incentivize respondents for accuracy (based on their ability to predict other respondents’ choices) and in the second we ask respondents about their own gender views rather than their perceptions of society’s gender views. The signs and qualitative conclusions replicate in these samples.⁵

Beyond replication, the incentivized study also guards against interpreting the gender-neutrality gap as noise. One might be concerned that the lack of gender-neutral responses may be driven by inattentive respondents choosing more or less randomly. If this were the case, we would expect incentives for accuracy to increase attention and the fraction of gender-neutral responses. Instead, incentivizing accuracy does not affect the gender-neutrality gap. Moreover, in the joint distributions, the non-neutral responses split systematically in one direction rather than evenly across the diagonal, a pattern inconsistent with a simple inattentive respondent explanation.

Our study contributes to three main literatures. First, we add to the large body of work examining the role of gender attitudes in shaping labor market outcomes (Fortin, 2005; Bursztyn et al., 2023). Using a large-scale representative survey, we document a dimension

⁵The magnitudes predictably change between the “own” versus “societal” treatments, but the overall message remains.

overlooked in economics: attitudes toward men’s role in the home and family. An important literature outside of economics has identified the importance of measuring the attitudes and issues facing men, but typically using qualitative methods.⁶ Second, we complement a small but growing literature on masculinity norms in economics. Grosjean and Khattar (2019) and Baranov, De Haas and Grosjean (2023) illustrate how masculinity norms matter for men’s economic and health outcomes. De Haas et al. (2024) measure men’s adherence to “dominance masculinity”, defined as agreement with statements such as “winning is the most important” and “violent action is sometimes necessary”. The authors find that countries where men adhere to dominant masculinity norms have higher economic growth but worse health outcomes for men. We complement this literature by focusing on attitudes toward men in non-traditional roles, such as being a stay-at-home father or a secondary income earner. This allows us to understand how beliefs about men’s role in the workforce and at home interact with beliefs about women’s roles. In addition, we always ask about both men and women, whereas existing surveys tend to ask only about women (e.g. the WVS and GSS) or only about men (e.g. masculinity surveys). Our paper expands on the above work, showing that the attitudes that women face are not a sufficient statistic to understand gender attitudes writ large. Finally, by eliciting beliefs about societal views, we contribute to a growing literature on beliefs about societal views (Krupka and Weber, 2013; Bursztyn, González and Yanagizawa-Drott, 2020; Bursztyn et al., 2023).

The paper proceeds as follows. Section 2 documents that both survey questions and funding for gender-equality projects focus overwhelmingly on women. Section 3 outlines our survey design, including sampling methodology and choice of questions. We present our main descriptive results in Section 4. Section 5 shows how demographics and self-reported behavior correlate with responses to the standard and role-reversed statements, as well as robustness checks. Section 6 concludes.

2 Motivating Trends

To motivate our survey, we begin by documenting the extent to which existing survey questions and funding aimed at reducing gender inequality pertain to only women, only men, or both women and men.

2.1 Trends in Survey Questions

Two of the largest surveys used to measure gender attitudes worldwide and within the U.S. are the World Values Survey and the General Social Survey. The World Values Survey

⁶See for example, Kimmel (2014); Edwards (2004). More recently, Reeves (2022) has argued that greater attention should be paid to the pressures and norms that men face.

is designed by social scientists to “stud[y] changing values and their impact on social and political life”.⁷ It is administered in over 60 countries and most of the survey questions are kept constant across countries and over time. The General Social Survey is a U.S.-based survey administered by NORC at the University of Chicago. It was similarly developed to measure social values and attitudes over time. Researchers have used these surveys to understand how gender attitudes correlate with gender inequality.⁸

To document how gender attitudes have been measured over time, we downloaded all of the questionnaires for the WVS and the GSS and kept questions that are tagged as pertaining to gender, men, or women. For the WVS, we only use survey questionnaires for the U.S. sample since our study takes place in the U.S. We code each question as asking solely about men, solely about women, or about both.

Figure 1 shows trends in the share (Panel A) and number (Panel B) of questions asked about men and women over time, pooling questions from the WVS and the GSS. Just under 10% of the questions have men as the subject, a share that is stable over time. The remainder of the questions are asked about only women or both men and women. Panel B shows a similar pattern with the number of questions asked as opposed to the share. Overall, we see a pattern of questions designed to understand views toward women far more than views toward men.

2.2 Funding for Gender Projects

To track funding for projects related to gender inequality, we use flows data reported to the Organization for Economic Co-operation and Development Assistance Committee (OECD-DAC) Creditor Reporting System (CRS).⁹ These data track Official Development Assistance (ODA) from official providers, private philanthropic providers, and multilateral organizations who report their activity-level statistics to the OECD. We focus on activities addressing “Gender Equality” as a principal objective.¹⁰ Importantly, for each activity, the data include information on title and description, commitment and disbursement amounts. We used the OpenAI API to classify 31,215 unique title-descriptions in the 2015-2019 period based on whose behavior or attitudes the project aims to change, as indicated in the project title and description. The classification categories were women, men, both, or unclear.¹¹

⁷See <https://www.worldvaluessurvey.org/WVSContents.jsp>

⁸See, for example, Fortin (2005); Alesina, Giuliano and Nunn (2013); Davis and Williamson (2019); Minni, Nguyen and Sarsons (2025).

⁹Data can be found by searching for “CRS: Creditor Reporting System (flows)” at this [link](#).

¹⁰For an activity to have the Gender Equality policy marker, it must explicitly promote gender equality and women’s empowerment.

¹¹The prompt was: “Your task is to classify OECD aid projects aimed at promoting gender equality based on whose behavior or attitudes the project aims to change, as indicated in the project description and title. Please read each project description carefully and select one of the following categories: Women: The project

Table A1 presents the classification results of aid projects for 2015-2019, showing the distribution of both the number of projects and the percentage of total disbursements by gender focus among the projects we were able to classify. Panel A displays the number of projects by year for each category, while Panel B shows the share of total disbursements by year allocated to projects focused on women, men, or both.¹² The figures are stable across years. Projects targeting only women receive 75–85% of total disbursements whereas projects aimed exclusively at men receive less than 3% of total disbursements. Funding for projects that target both men and women consistently represents around 20% of total disbursements.¹³

These data show that funding for gender-inequality projects overwhelmingly focuses on women. Because women have been historically marginalized in many societies, it makes sense that research and aid focus on women. However, if constraints on men also constrain women—for example, if shame about being a stay-at-home father keeps mothers in the caregiving role—then understanding attitudes toward men’s role in society is also necessary.

3 Survey Design

Our main survey was conducted through NORC at the University of Chicago with a representative sample of 5,070 Americans. The survey asked individuals about society’s views on various statements. We conducted two additional surveys on Prolific, resulting in 5,960 more participants, to conduct robustness checks and expand on our results. These additional surveys are described in more detail in Sections 5.3 and 5.4. We describe our main survey design and samples below. The full experimental and survey protocol can be found in Appendix D.

primarily aims to change the behavior of women and girls. Men: The project primarily aims to change the behavior of men and boys. Both: The project aims to change the behavior of both women and men equally. Unclear: It is not clear or there is not enough information from the description whose behavior the project primarily aims to change. Take your time to read and analyze each description carefully before making your choice, but then use only one word.”

¹²54% of the title-descriptions were classified as unclear or not containing sufficient information.

¹³Besides the OECD-DAC CRS, another large development assistance data source is the International Aid Transparency Initiative (IATI). Unlike OECD-DAC CRS, which is mandatory for OECD donors, reporting to IATI is voluntary. Still, there is some overlap in donors reporting to both datasets. We conducted the same classification exercise for 2015-2019 on the 9,581 projects from the IATI data and found very similar results. For example, in 2019, among the projects we were able to classify, 1,407.44 million dollars were disbursed, with 63.93% focused on women, 35.11% on both, and only 0.95% on men.

3.1 Samples

Our primary dataset comes from a survey we ran with a representative sample of 5,070 U.S. Americans.¹⁴ Participants were drawn from NORC at the University of Chicago’s AmeriSpeak panel, a probability-based, representative panel of the United States.¹⁵ Our survey targeted Americans 18 years and older currently living in the U.S. It was fielded between March 19, 2024 and April 24, 2024. As mentioned, for robustness, we also ran our survey with 2,963 people on Prolific in February 2024 and another 2,997 people on Prolific in November 2024. In the first Prolific survey, we randomize respondents into an unincentivized and an incentivized treatment, allowing us to first replicate our results with a Prolific sample and then to assess robustness to incentives. In the second survey, we randomize whether we ask about societal views or respondents’ own views.

Appendix Table A2 shows the demographic characteristics for the representative and Prolific samples. The representative sample is older, less white, and less educated than the Prolific samples.¹⁶

3.2 Question Choice

Our questions to measure gender attitudes are adapted from the World Values Survey and the General Social Survey. To narrow the number of questions for our survey, we began with the full set of WVS/GSS questions that are tagged as being about “gender”. GSS questions are tagged based on their topic, and so this amounted to including any questions with a tag of either “men”, “women”, or “gender”. For the WVS, we took all questions from the gender module, as well as any other questions containing at least one of the following terms: men, women, man, woman, husband, wife, boy, girl.

From this set of questions, we imposed the following five restrictions. First, we keep questions asked at least three times in the GSS or twice in the WVS, ensuring they have been used to track attitudes over time. Second, we keep only questions asked in the past twenty years, dropping outdated items. Third, we excluded any questions that were unchanged

¹⁴Although respondents were not required to answer every statement, only 94 of the 5,070 left any unanswered. Because the survey weights are calibrated to the full sample, we use all available responses; our estimates are robust to dropping these respondents.

¹⁵For more information on NORC, a nonpartisan research organization based at the University of Chicago, and the AmeriSpeak panel, see AmeriSpeak.norc.org.

¹⁶Respondents were more attentive on Prolific, consistent with recent work supporting the data quality on Prolific (Peer et al., 2022; Douglas, Ewell and Brauer, 2023; Çelebi et al., 2025). All studies include, at the very end of the study on the demographic page, standard attention checks that ask respondents to check the button furthest to the left (“Strongly Disagree”) and the button furthest to the right (“Strongly Agree”) in two five-point Likert questions. We classify a respondent as passing the attention checks if both items are answered correctly. The fraction of respondents correctly doing this is 82.88% (81.18% weighted) for the representative sample, 98.08% for the first Prolific study, and 96.86% for the second Prolific study. Our results are robust to restricting to the fraction of respondents who pass this attention check.

or nonsensical when the genders are reversed.¹⁷ Fourth, because our survey is run in the United States, we excluded questions that typically show little variation in the U.S.¹⁸ Fifth, we included only WVS/GSS questions posed as agree/disagree statements, the format we use throughout our survey.¹⁹ Finally, we merged the remaining GSS and WVS questions and dropped duplicate questions appearing in both surveys.²⁰

The final list of questions directly drawn from the WVS and GSS is shown in Table 1. Only one question among the standard survey questions concerns the acceptability of men’s behavior without also asking about women. Because the statements about both men and women do not allow us to separately infer a respondent’s beliefs about each gender, we add two additional statements by separating the first part of the two compound statements. Specifically, for the statements “It is much better for everyone involved if the man is the achiever outside the home and the woman takes care of the home and family” and “A man’s job is to earn money; a woman’s job is to look after the home and family”, we take the first part of the statements and include them as separate questions. This leaves 19 statements: 17 taken directly from the WVS/GSS and 2 added by the researchers.

Our primary survey asks what respondents think *others* believe about a given statement. This is a departure from the standard phrasing in the WVS/GSS. For example, in the WVS, respondents are prompted with: “Do you agree, disagree or neither agree nor disagree with the following statements”. We instead asked “Please indicate the extent to which you think society agrees, in general, with the following statement”.²¹ By asking about society’s views, our questions aim to speak to beliefs about social norms. In addition, while all survey responses are anonymous, asking about society’s views may alleviate experimenter demand effects.²² However, we have an additional study, discussed in Section 5.4, that asks about respondents’ own views, stating the question as: “Do you agree, disagree, or neither agree nor disagree with the following statements,” where our main results are unchanged qualitatively.

For each question, we create a paired (role-reversed) version that changes the gender referenced. For example, “Family life suffers when the woman has a full-time job” becomes

¹⁷For example, the statement “Both the husband and the wife should contribute to household income” is the same statement with the gender reversed.

¹⁸This excludes questions such as “Is it justifiable for a man to beat his wife”.

¹⁹This primarily excludes questions about traits that are important for a successful marriage.

²⁰In one case, we additionally altered wording to make it more natural. Specifically, we changed the statement “Being a stay-at-home housewife is just as fulfilling as working for pay” to “Being a stay-at-home wife is just as fulfilling as working for pay” so that we could replace the word “wife” with “husband” rather than “househusband”.

²¹Respondents can then state that they strongly disagree, disagree, neither agree nor disagree, agree, or strongly agree that society agrees with a given statement.

²²We do not specify what one should think about when they are considering “society”. Individuals could thus be considering different parts of society.

“Family life suffers when the man has a full-time job”. All respondents see every statement in random order—38 statements in total.

In addition to the questions on gender attitudes, we asked a set of demographic and labor market questions. Some demographic questions were provided by NORC. Others were added so that we could see how answers vary by respondents’ characteristics. The labor market questions let us test whether perceived societal views correlate with respondents’ labor market and relationship choices. We asked about the respondent’s employment status, income, take-up of parental leave (when applicable), and whether they had ever dated someone whose occupation typically earns more (or less) than the respondent’s occupation.²³ For respondents who are married, we also ask about their partners’ employment, income, and use of parental leave. This allows us to construct differences between men and women within a couple. Average responses to these questions are reported in Appendix Table A3. As in the general population, there is a within-couple income gap with men earning more than women among our respondents. Men are significantly more likely to have a stay-at-home partner, and are less likely than women to have taken parental leave.

4 Main Results

We begin by examining responses to the standard statements in isolation; that is, as they would appear in typical surveys. Responses suggest that a minority of respondents expect society to hold traditional gender views. We then use paired responses, comparing answers across the standard and role-reversed statements, to provide two main insights. First, the paired responses allow us to construct a novel measure of gender attitudes: whether respondents expect society to hold gender-neutral views. We find that less than half of respondents expect the same societal response when a behavior is assigned to a man versus a woman. Second, the paired responses separate views about gender roles from views about the behavior itself, such as beliefs about work and family.

4.1 Few Respondents Perceive Society as Holding Traditional Views Toward Women

Table 2 presents the full distribution of responses to the standard and role-reversed questions, as well as the share of respondents who give the same answer to each question type (column 11). To help with interpretation, we group the 19 statements into the four con-

²³We chose to phrase the question as being about dating someone whose occupation earns more or less rather than asking whether they had dated someone who earns more or less to avoid cases in which a woman recalls, for example, dating someone who is receiving his law degree. In that case, her partner may not have currently earned more than she did, but he was expected to eventually earn more.

ceptual categories: statements pertaining to (1) women breaking stereotypes, (2) women adhering to stereotypes, (3) men adhering to stereotypes, and (4) both men and women adhering to stereotypes. The first five columns show responses to the standard questions. Reassuringly, these responses are similar to those collected in the WVS and GSS (see Appendix Table A4 for a comparison).

Table 3 further explores these dynamics. For readability, we present results from the standard statements again in columns 1-5. These show the distribution of responses—from strongly disagree to strongly agree—when respondents are asked to indicate the extent to which society agrees with the standard statements. Column 6 shows the percent of respondents who perceive society as holding strongly traditional gender views, defined as strongly disagreeing or strongly agreeing with given statements, and Column 7 also includes those who agree or disagree. Column 8 reports the fraction responding differently to the two versions of the statements.²⁴

First consider the responses for the first panel, which refers to women breaking stereotypes. Averaging across the questions, only 4% of respondents perceive society as holding strongly traditional gender views (column 6) while roughly 24% of respondents perceive society as holding traditional gender views (column 7). Overall, a minority of respondents agree that problems follow when women break stereotypes, such as working full time with young children or earning more than their husbands. On its face, this suggests that respondents view society as quite progressive.

The remaining panels in Table 3 reveal similar patterns, with two exceptions—statements 9 and 12—discussed below. Generally, though, a minority of respondents believe that society thinks that women should adhere to stereotypes (second panel), that men should adhere to stereotypes (third panel), and that both men and women should jointly adhere to stereotypes (fourth panel).

Statements 9 and 12 depart from this pattern, with a majority of respondents perceiving society as holding traditional gender views. Statement 9 is arguably ambiguous. We code the belief that society agrees that being a stay-at-home wife is just as fulfilling as working for pay as traditional, yet agreement could instead reflect a non-traditional endorsement of women’s choice to stay at home or to work. Statement 12 is one of three questions asking about men’s role in society and reveals that over half of respondents think that society agrees

²⁴Specifically, we define (strongly) traditional gender views as (strongly) agreeing that women breaking stereotypes creates problems (statements 1–4), (strongly) disagreeing that women breaking stereotypes is acceptable (statements 5–6), (strongly) agreeing that women adhering to stereotypes is desirable (statements 7–9), (strongly) disagreeing that men adhering to stereotypes causes problems (statement 10), (strongly) agreeing that men adhering to stereotypes is desirable (statements 11–12), and (strongly) agreeing that both men and women adhering to stereotypes is desirable (statements 13–19).

or strongly agrees that it is a man’s job to earn money for the home and family. This result suggests that while views about women may have become more progressive over time, views about men may not have. In line with this result, over 30% of respondents believe society agrees or strongly agrees that it is better for everyone if men work.

Taken together, the standard statements suggest that relatively few respondents perceive society as holding traditional gender views. However, putting aside the two standard statements added by the researchers (statements 11–12), only one standard statement focuses exclusively on men (statement 10), while nine focus exclusively on women (statements 1–9). Six standard statements pertain to women breaking stereotypes (statements 1–6), but none pertain to men breaking stereotypes. Whether respondents perceive society as holding traditional gender views toward men—and specifically toward men breaking stereotypes—thus cannot be assessed from the standard statements alone.

4.2 Paired Responses Reveal Degree of Gender Neutrality

Examining the next six columns of Table 2 makes it immediately clear that most respondents change their answers when the subject gender changes. Columns 6–10 show the distribution of responses for the role-reversed versions of the statements while column 11 shows the fraction of respondents giving the exact same response to both versions of the statement. Responses notably differ. For example, only 27% of respondents agree or strongly agree that society thinks that family life suffers when women work full time, suggesting that only about a third of society holds traditional views. However, only 6% of respondents agree or strongly agree with the same statement about men, suggesting that women may face relatively more pressure to focus on the home. Averaging across the statements, fewer than 50% of respondents provide the exact same answer. These results are perhaps most compelling when focusing on statements that do not involve any direct comparisons between men and women, e.g., as in statements 1–3 and 5–9. When focusing on these statements, the rate of non-neutral responses ranges from 37% to 53%. The standard statements cannot reveal whether respondents perceive society’s views as *gender-neutral*—that is, as independent of whether a behavior is assigned to a man or a woman.

Responses also differ systematically. Table 4 reports the mean perceived societal agreement with the standard version of each statement (Column 1), the mean for the corresponding role-reversed version (Column 2), and the difference between the two (Column 3). Responses are coded from 1 (strongly disagree) to 5 (strongly agree). If perceived views were gender-neutral or the non-identical responses were driven by symmetric measurement error, these two means would coincide. Instead, they differ significantly for 18 of the 19 statements, with the average difference being -0.36 points across all statements. For example, mean perceived agreement that “family life suffers when the woman has a full-time job” is 2.71,

but falls to 2.07 when the same statement is posed about a man (statement 1). Respondents perceive society as more bothered by women working than by men working.

It is worth noting that the counterfactual someone has in their mind when they consider, for example, societal opposition to a woman working full-time versus a man working full-time is different. One might perceive societal opposition to men *not* working because they associate such a scenario with a household having a lower income. However, rather than viewing this as a confound, we view this as a key reason as to why it is important to examine the extent to which people perceive society as holding gender-neutral views. Indeed, in a truly gender-neutral society, people may expect the same societal responses to a behavior—regardless of whether that behavior is assigned to a man or a woman—because they also expect men and women to behave similarly.

4.3 Paired Responses Improve the Interpretation of Perceived Gender Views

The previous section documented the gender-neutrality gap in mean responses. To better understand perceptions of societal attitudes, we now examine the joint distribution of paired responses. It yields two insights, one from respondents whose paired answers coincide and one from those whose answers differ. Each corrects an interpretation the standard statements alone would invite.

First, when respondents give the same response to both versions of a statement, their answer often reflects a view that is not about gender at all. Roughly 19% of respondents believe society agrees both that family life suffers when men concentrate too much on their work *and* that family life suffers when women do. This is nearly half of the 39% who agree with the standard statement about men. These respondents hold a view about the tension between work and family, not about either gender, and the standard statement alone would misattribute it to a belief about men’s overwork. To more clearly see the variation in this ancillary view, Table 5 plots the distribution of responses for respondents who respond gender-neutrally to each statement. Among those who respond gender-neutrally to this statement, 26% disagree and 32% agree. These responses do not differ by gender. Instead these respondents appear to have different beliefs about society’s views on the tradeoff between work and family life. The standard statement alone would misattribute these differences to gender attitudes.

Second, when the paired responses differ, the joint distribution reveals the relative strength of the perceived societal view. For example, respondents who “disagree” that society thinks children suffer when their mothers work often state they “strongly disagree” that society thinks children suffer when their fathers work. The strength of a perceived view about

women cannot be gauged without a benchmark, and the role-reversed statement supplies it.

To make these insights concrete, we next discuss one example statement from each category, chosen for how closely its responses track the other statements in its group. Results for the remaining statements are in Appendix Figures C12–C14.²⁵

Paired responses based on women breaking stereotypes (statements 1–6) For statements 1–6, concerning women breaking stereotypes and traditional gender roles, consider statement 3 as our example. In the standard [role-reversed] statement, respondents are asked to indicate the extent to which they perceive society as agreeing with the following statement: “When a mother [father] works for pay, the children suffer.”

Figure 2 summarizes the results in three ways. Panel (a) shows that the aggregate perceived gender views differ across the standard statement and role-reversed statement. Although only 19% of respondents perceive societal agreement with the notion that children suffer when women work, even fewer respondents—only 4%—perceive societal agreement with the notion that children suffer when men work, as indicated in the role-reversed bar. Despite few people perceiving opposition to women with children working, people expect *relatively* more societal opposition to women working than men working. A heterosexual couple could choose to have the woman stay home and the man work in part because they anticipate more societal judgment of the woman working.

Panel (b) presents a conditional bar chart, showing how individuals respond to the role-reversed statement conditional on their response to the standard version. These results again show the gender-neutrality gap: respondents frequently expect different societal responses when the same behavior is assigned to a man rather than a woman. For instance, among respondents who expect society to neither agree nor disagree with the standard version of the question, the majority expect society to disagree with the role-reversed statement. Again, their paired responses indicate that they expect more societal opposition to women working, a finding that is not evident from their unpaired response.

Panel (c) summarizes the results by plotting a heatmap of the paired responses when, for readability, we pool agree and strongly agree, and disagree and strongly disagree. The heatmap reinforces the patterns we have already observed. The bottom row reveals that a large majority expects society to disagree with the notion that children suffer when men work. The left column shows that a smaller majority (55%) expects society to disagree that children suffer when women work. The heatmap also makes clear the prevalence of broader views that are *not* gender-specific. A small fraction of respondents would potentially be

²⁵Extended joint-distribution grids for the remaining 14 statements per Prolific sample appear in Appendix Figures C15–C17 (incentivized), C18–C20 (unincentivized), C21–C23 (own views), and C24–C26 (societal views).

mis-categorized as believing that society has traditional gender views if only looking at the standard version of the statement. Roughly 19% of respondents agree that society thinks children suffer when women work. However, only 14% of respondents both agree about women and disagree with the same statement about men, which is what is implied in the definition of being traditional (men and women sticking to traditional roles). This suggests that some respondents are considering the tradeoff between work and family life regardless of whether the statement is posed about women or men.

The other statements in this category show a similar pattern. While there is substantial heterogeneity in the paired responses, the modal paired response indicates that respondents expect societal disagreement with the notion that children suffer when their parents work (adding to the evidence from statement 3, see also statements 1 & 2), expect societal disagreement with the notion that problems follow when one spouse earns more than the other (see statement 4), and expect societal agreement with the notion that children have secure relationships with working parents (see statement 5). The biggest deviation from this comes from statement 6, which does not pertain to work-life tradeoffs per se. Even here, though, the modal response indicates broader beliefs that are not specific to gender with most respondents expecting societal support or societal opposition to having children as a single parent.

Paired responses based on women adhering to stereotypes (statements 7–9) For the statements concerning women adhering to stereotypes and traditional gender roles (statements 7–9), we use statement 8 as our example. In the standard [role-reversed] statement, respondents are asked whether society agrees or disagrees with the following statement: “A woman [man] has to have children in order to be fulfilled.”

Following the structure of Figure 2, Figure 3 summarizes the results in three ways. Panel (a) of Figure 3 shows the response distributions for the standard and role-reversed statements; most respondents disagree with both. Panel (b), however, shows substantial variation in role-reversed responses conditional on the standard response. Among respondents who strongly agree that society thinks a woman must have children to be fulfilled, roughly 45% agree or strongly agree with the same statement about men and an equal 45% disagree or strongly disagree; the pattern is similar for those who merely agree. Panel (c) shows the two groups in the full population: 6% of respondents agree with the statement for both genders, while 7% agree for women and disagree for men. Respondents are thus split between reading the statement as gendered and reading it as being about fulfillment in general.

The pattern holds for the other statements in this category. For example, for “A job is alright, but what most women [men] really want is a home and children”, 19% of respondents

expect society to disagree for both genders and 11% expect it to agree for both—beliefs about what people want, not about either gender. Similarly, for “Being a stay-at-home wife [husband] is just as fulfilling as working for pay,” 8% of respondents expect disagreement for both genders and 26% expect agreement for both.

Paired responses based on men adhering to stereotypes (statements 10–12) For this set of statements, only statement 10 (“Family life often suffers because men [women] concentrate too much on their work”) comes from the WVS/GSS. As mentioned, its wording presupposes the male stereotype, asking whether family life suffers because men concentrate *too much* on work. To directly investigate men adhering to stereotypes, we also present statement 12, “A man’s [woman’s] job is to earn money for the home and family.”

Figure 4 shows responses to the statement “In general, society believes that family life often suffers because men [women] concentrate too much on work”. A large share of respondents (almost 40%) agree with this statement about men, with just over 30% agreeing about women. Panel (b) shows respondents’ answers are fairly consistent across genders with nearly 50% of those who agree with the statement about men also agreeing with the same statement about women. This is reflected in Panel (c), where 53% of respondents have (close to) gender-neutral attitudes, providing similar responses for both the standard and role-reversed statements. Specifically, 19% (strongly) agree with the statement about both men and women, 18% disagree with both, and 16% are neutral. Thus, as in the previous group, a significant portion of the variation in responses to the standard statement appears to not be attributable to gendered views, but to views about home and work.

Figure 5 shows the responses to the statement “In general, society believes that a man’s [woman’s] job is to earn money for the home and family”. It is notable that there is significantly more agreement with this traditional statement about men than there is for statements about women adhering to traditional stereotypes. Roughly 55% of respondents agree or strongly agree that society believes a man’s job is to earn money, whereas only 27% of respondents agree with statements like “family life suffers when women work” (see Group 1 of Table 3). Few people agree that society views it as a woman’s job to earn money for the home and family.

The conditional distributions in Panel (b) show that the majority of people who agree that society believes it is a man’s job to earn money disagree with the version asking about women. However, Panel (c) shows that a sizable minority agree with both the standard and role-reversed versions of the statement, or respond “neither” to both. Notably, the deviations from neutrality here remain systematic. Only 1.7% respond neutrally to the standard statement and agree with the role-reversed version; in contrast, 18.5% agree with

the standard statement and are neutral on the role-reversed statement. Respondents believe that society views men as having relatively more of a responsibility to earn money.

In the remaining statement in this category (“It is much better for everyone involved if the man [woman] is the achiever outside the home”) responses look similar to those observed in the other researcher-added statement 12. Less than 5% of paired responses indicate that respondents expect society to believe that the achiever outside of the house should be a woman rather than the man (see Appendix Figure C13).

Paired responses based on women and men adhering to stereotypes (statements 13–19) We use statement 14 (“A man’s [woman’s] job is to earn money; a woman’s [man’s] job is to look after the home and family”) as our example for statements concerning women and men adhering to gender stereotypes.

Figure 6 summarizes the paired responses. In Panel (a), over 40% of respondents disagree or strongly disagree that society thinks a man’s job is to earn money while a woman’s job is to look after the home and family, suggesting progressive perceived attitudes. However, looking at responses to the role-reversed version of the statement, only 3.6% agree with the reversed arrangement and nearly 70% of respondents disagree. Society, as respondents perceive it, is far more opposed to a woman earning while a man keeps house than to the reverse.

Panel (b) shows one source of this asymmetry. Among the roughly 30% of respondents who neither agree nor disagree that society believes it is the man’s job to earn money and the woman’s job to stay home, almost half (strongly) disagree with the reversed statement. These respondents appear to not have an opinion on the standard statement but in fact perceive strongly gendered views—another case where the relative comparison, not the absolute level, is informative.

These results stand in contrast with Figure 5, in which more than half of respondents agree or strongly agree that society believes it is a man’s job to earn money. The lower share of respondents who agree with the joint statement about men and women reveals that they are mostly disagreeing with the latter statement about women in a traditional role as opposed to the statement about men earning money.

5 Additional Results

The previous section introduced gender neutrality and showed that paired responses sharpen the interpretation of perceived gender views by separating beliefs about gender from beliefs about work and family more generally. We next ask whether the paired responses predict

self-reported, within-household income differences. We then examine heterogeneity by demographic group and show robustness in two additional studies—one that incentivizes responses and one that elicits respondents’ own views rather than their perceptions of society’s.

5.1 Do Perceived Gender Views Correlate with Self-Reported Within-Household Income Differences?

Research suggests that gender differences in within-household income may be influenced by societal attitudes toward gender roles (Bertrand, 2011, 2020; Fortin, 2005; Kleven, Landais and Sogaard, 2019). A natural question is whether our measures of perceived gender views predict within-household income differences—and, in particular, whether the role-reversed statements improve that prediction beyond the standard statements alone.

To investigate, we asked respondents in the representative sample to report their own and their partner’s annual income for 2022.²⁶ For the 2,255 of 5,070 respondents in opposite-sex marriages who reported both their own and their partner’s income, we construct a within-couple income gap, defined as the man’s income minus the woman’s income, and examine whether paired responses correlate with it.

Specifically, Figures 7–11 plot the average income gap as a function of each possible paired response for the example statements featured throughout the main text (Appendix C.3 presents the remaining statements). Within each figure, panels correspond to responses to the standard statement, and the x-axis to responses to the role-reversed statement. The size of each dot corresponds to the number of respondents who gave that paired response. Level differences across panels show how respondents’ answers to the standard statements correlate with their income gaps. Within a panel, we can assess whether, holding fixed respondents’ answers to the standard statement, their corresponding answers to the role-reversed statement are predictive of the income gap.

The relationship varies across statements, but one pattern is consistent: for most statements, answers to the role-reversed statement predict income gaps even conditional on the standard-statement answer. Standard statements alone would miss this variation.

For example, consider those who choose “neutral” in response to the standard version of statement 3 (‘When a mother works for pay, the children suffer’), shown in Figure 7. If they also choose neutral on the role-reversed statement, the income gap is \$15,700. However, if, when given the role-reversed statement, they choose “strongly disagree,” the average income gap is \$40,400 (a difference of \$24,700, $p = 0.010$). These respondents are indistinguishable on the standard statement, yet their income gaps differ markedly. Income gaps also differ among those who chose agree on the standard statement. By contrast, among respondents

²⁶Income was reported in 18 ordinal brackets, ranging from “less than \$5,000” to “\$200,000 or more”, which we convert to bracket midpoints (assigning \$212,500 to the open-ended top bracket).

who disagree with the standard statement—and so perceive society as having progressive views about working mothers—the gap does not vary significantly with the role-reversed answer. The remaining statements (Appendix C.3) show similar patterns.

5.2 Do the Main Results Persist Across Demographic Groups?

Since gender attitudes often vary along demographic characteristics, one may naturally expect perceived societal views to also vary according to demographic characteristics. Given our focus on perceived societal views, though, it is not clear whether the direction and magnitude of these gaps will be similar to those seen when asking about own attitudes.

Appendix B shows the fraction of respondents who expect society to hold non-gender-neutral views when the sample is split by older generations (Gen X and Boomers) and younger generations (Millennials and Gen Z); by gender; and by Republicans, Democrats, and Independents. Across demographic groups, the paired responses again document gender-neutrality gaps, albeit of varying sizes depending on the statement and the demographic group.

The joint distributions tell a similar story: Appendix Figures C5–C11 reproduce Panel (c) of Figures 2–6 for each specific demographic group. While the results are qualitatively similar across demographic groups, important differences also arise. For instance, younger generations are 6.7 percentage points more likely than older generations to agree that society believes women need children to be fulfilled, but they are also 5.2 percentage points more likely to agree that society believes this of men. This suggests the need for caution in interpreting generational differences in perceived gender attitudes, as they may instead be driven (at least in part) by changes in broader views about the importance of family life.

Overall, the main results persist across demographic groups, suggesting that groups have a somewhat similar view of what society believes.

5.3 Do the Main Results Persist with Incentivized Beliefs?

One concern with interpreting the gender-neutrality gap is that some respondents may give different answers to the two versions of a statement simply because of careless responding or classical measurement error, rather than because they perceive genuinely different societal views. The first Prolific study speaks to this concern. In the first Prolific study, respondents were randomly assigned to either an incentivized or unincentivized condition. Those in the unincentivized condition completed the same survey as participants in the representative sample. Respondents in the incentivized condition were paid for accuracy: for each statement, they were rewarded if they selected the response most commonly chosen in the representative sample.²⁷ If a meaningful share of non-neutral responses reflected inatten-

²⁷Specifically, they were told that we would randomly select one of their answers to a question and that they would receive a bonus payment of \$1 if their answer was the most commonly chosen answer by a group

tion, paying respondents for accuracy should increase the same-response rate; if anything, incentives could also mechanically raise concordance by compressing responses toward modal answers.

We find that neither of these occurs: the same-response rate is essentially unchanged (37% incentivized versus 39% unincentivized). Moreover, the gap is structured in ways that random error cannot generate. Same-response rates vary widely across statements—from 23% to 58%—and this statement-level variation is highly correlated across the incentivized and unincentivized conditions. Random noise would instead produce similar rates across statements and no systematic ordering. Finally, the differences that do arise are directional: as noted in the representative results shown in Table 4, respondents systematically expect less societal agreement when the same behavior is assigned to the opposite gender, whereas classical measurement error would produce disagreements that are symmetric in sign.

Overall, we find that the first Prolific study reproduces the gender-neutrality gap: Column 8 of Appendix Tables A6 and A10 reports the share of respondents giving different answers to the two versions. Averaging across statements, 63% do so in the incentivized condition and 61% in the unincentivized condition. The two conditions thus yield very similar rates.²⁸ The joint distributions (Appendix Figures C1-C2) are also broadly similar to those in Figures 2–6.

5.4 Do the Main Results Persist When Looking at Own Beliefs?

In the second Prolific study, we test whether our results persist when we ask about respondents’ own views rather than their perceived societal views. Respondents were randomly assigned to either an “own views” or “societal views” condition. Those in the “own views” condition were asked whether *they* agreed or disagreed with each statement. Those in the “societal views” condition were asked what they believed *society* thinks about each statement, as in the main, representative-sample study and the first Prolific study.

The gender-neutrality gap appears in both conditions but is smaller for own views: Respondents give a different response to the two versions of the statements 49% of the time in the own-views condition versus 63% in the societal-views condition (Column 8 of Appendix Tables A14 and A18). That respondents are more likely to provide gender-neutral responses when describing their own responses rather than their perceived societal responses could be due to social desirability bias, or it could reflect misperceptions about how traditional society is. That said, there is still significant dispersion in responses among those who provide iden-

of other survey-takers from our main study involving a representative sample.

²⁸We would expect incentives to affect answers more if our context involved image concerns that required participants to face a tradeoff between trying to maximize their payment and trying to appear in a certain way. By eliciting societal views, however, our design alleviates such image concerns.

tical responses to the statements regardless of gender. This suggests that some variation in responses to the standard statements may be misattributed to gender views when it is being driven by other attitudes related to the statement. Overall, while the levels of responses are different in the “own views” condition, our key conclusions are qualitatively unchanged.

6 Conclusion

Common survey measures of gender attitudes focus on attitudes toward women, and they rarely allow researchers to compare evaluations of the same behavior when all that varies is the gender to which it is assigned. This paper demonstrates why such approaches provide an incomplete picture. Using paired responses that exogenously vary the gender assigned to a behavior, we develop a new measure of gender progress: whether respondents expect society to hold gender-neutral views. We document a substantial gender-neutrality gap: respondents frequently expect society to hold different views toward women and men. The paired responses also help to identify underlying drivers of these beliefs, including the extent to which they are gender-specific and the extent to which they reflect broader beliefs, such as those relating to work-family considerations. These distinctions matter for outcomes: holding fixed responses to standard statements, responses to role-reversed statements predict within-household income gaps.

As future work seeks to understand and advance gender equality, we emphasize the importance of not only considering attitudes toward women, but also considering the often-overlooked attitudes toward men. Because we built on statements already fielded in the WVS and GSS, our design inherits their limitations: most notably, no statement concerns men breaking stereotypes. Fielding such statements is a natural next step.

More broadly, survey measures should be constructed to provide benchmarks for interpretation—paired elicitation is one such design. Even in mature literatures on gender attitudes and their consequences, better measurement may yield new insights.

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Tables

Table 1: Question List

Women breaking stereotype	
1	Family life suffers when the woman has a full-time job.
2	A preschool child is likely to suffer if his or her mother works.
3	When a mother works for pay, the children suffer.
4	If a woman earns more money than her husband, it's almost certain to cause problems.
5*	A working mother can establish just as warm and secure a relationship with her children as a mother who does not work.
6*	It is acceptable if a woman wants to have a child as a single parent but she doesn't want to have a stable relationship with a man.
Women adhering to stereotype	
7	A job is alright, but what most women really want is a home and children.
8	A woman has to have children in order to be fulfilled.
9	Being a stay-at-home wife is just as fulfilling as working for pay.
Men adhering to stereotype	
10*	Family life often suffers because men concentrate too much on their work.
11 [†]	It is much better for everyone involved if the man is the achiever outside the home.
12 [†]	A man's job is to earn money for the home and family.
Women and men adhering to stereotypes	
13	It is much better for everyone involved if the man is the achiever outside the home and the woman takes care of the home and family.
14	A man's job is to earn money; a woman's job is to look after the home and family.
15	Most men are better suited emotionally for politics than are most women.
16	When jobs are scarce, men should have more right to a job than women.
17	On the whole, men make better political leaders than women do.
18	A university education is more important for a boy than for a girl.
19	On the whole, men make better business executives than women do.

Notes: This table lists the 19 statements fielded in our survey. Statements 1–10 and 13–19 are drawn directly from the World Values Survey and the General Social Survey. Statements 11 and 12 (marked with [†]) were added by the researchers, who took the first parts of the compound statements 13 and 14 as separate questions to allow separate inference about each sex. For statements 5, 6, and 10 (marked with *), disagreement rather than agreement reflects more traditional gender attitudes.

Table 2: Responses to Standard and Role-reversed Statements

	Standard Q					Role-reversed Q					(11) same
	(1) SD	(2) D	(3) N	(4) A	(5) SA	(6) SD	(7) D	(8) N	(9) A	(10) SA	
Women breaking stereotypes											
1: Fam suffers when woman work FT	0.13	0.34	0.26	0.23	0.04	0.26	0.49	0.19	0.05	0.01	0.47
2: Preschool child suffers if mother works	0.13	0.39	0.23	0.22	0.03	0.24	0.54	0.17	0.04	0.01	0.51
3: When mother works for pay, kids suffer	0.15	0.39	0.27	0.16	0.02	0.28	0.51	0.17	0.03	0.01	0.51
4: Wife earns more, problems	0.11	0.34	0.30	0.20	0.04	0.23	0.51	0.20	0.04	0.01	0.50
5: Working mothers good relation w/ kids*	0.03	0.14	0.17	0.45	0.21	0.02	0.09	0.17	0.53	0.20	0.62
6: Acceptable to be a single mother*	0.07	0.22	0.27	0.33	0.10	0.10	0.28	0.28	0.26	0.07	0.63
Women adhering to stereotype											
7: What women really want is kids	0.08	0.23	0.39	0.25	0.06	0.09	0.32	0.40	0.15	0.03	0.48
8: Women need kids to be fulfilled	0.26	0.35	0.23	0.12	0.04	0.23	0.45	0.23	0.07	0.02	0.62
9: Stay-at-home wife fulfilling as working	0.03	0.11	0.34	0.37	0.14	0.07	0.23	0.36	0.26	0.08	0.50
Men adhering to stereotype											
10: Fam suffers bc men work too much*	0.05	0.24	0.32	0.35	0.04	0.10	0.30	0.29	0.27	0.04	0.47
11: Better if men work†	0.09	0.24	0.37	0.24	0.06	0.12	0.42	0.39	0.05	0.01	0.44
12: Man job money†	0.05	0.12	0.28	0.39	0.16	0.11	0.35	0.44	0.09	0.02	0.35
Women and men adhering to stereotypes											
13: Better if men work, women home	0.10	0.25	0.34	0.23	0.07	0.17	0.42	0.38	0.02	0.01	0.41
14: Man job money, woman home	0.15	0.28	0.30	0.21	0.07	0.23	0.44	0.29	0.02	0.01	0.41
15: Men better at politics than women	0.13	0.28	0.35	0.20	0.04	0.11	0.33	0.44	0.11	0.02	0.42
16: Men entitled to jobs more than women	0.23	0.34	0.28	0.12	0.03	0.19	0.43	0.32	0.04	0.01	0.52
17: Men better pol leaders than women	0.13	0.26	0.36	0.19	0.05	0.10	0.31	0.48	0.08	0.03	0.43
18: College more impt for boys than girls	0.23	0.38	0.29	0.07	0.02	0.19	0.41	0.32	0.06	0.01	0.60
19: Men better business execs than women	0.13	0.30	0.35	0.17	0.04	0.08	0.31	0.51	0.08	0.02	0.44
Observations	96119	96119	96119	96119	96119	96124	96124	96124	96124	96124	96032

Note: This table shows the share of respondents in the representative sample who selected Strongly Disagree (SD), Disagree (D), Neutral (N), Agree (A), or Strongly Agree (SA) for the standard statements (columns 1–5) and the role-reversed statements (columns 6–10). Column 11 (“same”) reports the share of respondents who gave the identical response to both versions of the statement. Statement numbers correspond to the statements in Table 1. For all statements, higher agreement indicates more traditional gender attitudes, except for statements 5, 6, and 10 (marked with *), where disagreement reflects more traditional views. Statements 11 and 12 (marked with †) were added by the authors to isolate the first clause of statements 13 and 14 and allow separate inference about each sex.

Table 3: Standard-Question Responses Traditional Summary, and Non-Neutrality

Statement	Standard-question response distribution (%)					Summary indicators (%)		
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
	SD	D	N	A	SA	Strongly trad.	Trad.	Non-neutral
Women breaking stereotypes								
1: Fam suffers when woman work FT	12.8	34.3	26.0	22.7	4.3	4.3	27.0	52.5
2: Preschool child suffers if mother works	12.6	38.9	23.5	21.8	3.2	3.2	25.0	49.3
3: When mother works for pay, kids suffer	15.3	39.3	26.7	16.4	2.3	2.3	18.7	48.6
4: Wife earns more, problems	11.4	34.3	29.6	20.4	4.3	4.3	24.6	49.9
5: Working mothers good relation w/ kids*	2.7	14.0	17.1	45.5	20.8	2.7	16.6	38.5
6: Acceptable to be a single mother*	7.3	22.4	26.8	33.1	10.4	7.3	29.7	36.8
Women adhering to stereotype								
7: What women really want is kids	8.0	22.5	38.9	24.8	5.7	5.7	30.5	51.7
8: Women need kids to be fulfilled	25.8	35.4	22.7	12.5	3.6	3.6	16.0	38.1
9: Stay-at-home wife fulfilling as working	2.5	11.4	34.4	37.3	14.4	14.4	51.7	50.4
Men adhering to stereotype								
10: Fam suffers bc men work too much*	4.9	24.2	31.8	35.3	3.7	4.9	29.1	52.5
11: Better if men work†	9.4	23.8	36.5	24.2	6.2	6.2	30.3	56.1
12: Man job money†	5.4	12.2	28.2	38.7	15.6	15.6	54.3	65.3
Women and men adhering to stereotypes								
13: Better if men work, women home	10.3	25.2	34.0	23.1	7.4	7.4	30.5	59.0
14: Man job money, woman home	14.7	27.9	30.0	20.9	6.5	6.5	27.4	59.2
15: Men better at politics than women	12.9	28.0	34.6	20.2	4.3	4.3	24.5	57.9
16: Men entitled to jobs more than women	23.3	34.3	27.9	11.6	2.9	2.9	14.5	48.0
17: Men better pol leaders than women	13.4	26.3	36.0	19.4	4.9	4.9	24.3	57.2
18: College more imp't for boys than girls	23.2	38.3	28.8	7.4	2.2	2.2	9.7	39.8
19: Men better business execs than women	13.3	29.9	35.0	17.3	4.4	4.4	21.7	55.5
Overall (mean)	12.1	27.5	29.9	23.8	6.7	5.6	26.7	50.9

Note: This table reports the standard-question response distribution and three summary indicators for the representative sample (survey-weighted). Columns 1–5 give the share of respondents who selected Strongly Disagree (SD), Disagree (D), Neutral (N), Agree (A), or Strongly Agree (SA) for the standard wording of each statement. Column 6 (“Strongly trad.”) reports the share giving a strongly traditional answer, defined as SA for most statements (and SD for statements 5, 6, and 10, marked with *, where disagreement reflects more traditional views). Column 7 (“Trad.”) reports the share giving a traditional answer, defined as SA + A for most statements (and SD + D for statements 5, 6, and 10). Column 8 (“Non-neutral”) reports the share of respondents who gave different responses to the standard and role-reversed versions of each statement. Statements 11 and 12 (marked with †) were added by the authors to isolate the first clause of statements 13 and 14 and allow separate inference about each sex. Statement numbers correspond to the rows of Table 1. The bottom row reports the unweighted average across the 19 statements (each contributing equally).

Table 4: Mean Response by Statement Version: Standard vs. Role-Reversed

Statement	(1) Mean (Standard)	(2) Mean (Role-reversed)	(3) Difference
Women breaking stereotypes			
1: Fam suffers when woman work FT	2.71	2.07	-0.65***
2: Preschool child suffers if mother works	2.64	2.03	-0.61***
3: When mother works for pay, kids suffer	2.51	1.98	-0.53***
4: Wife earns more, problems	2.72	2.09	-0.63***
5: Working mothers good relation w/ kids*	3.68	3.81	+0.13***
6: Acceptable to be a single mother*	3.17	2.93	-0.24***
Women adhering to stereotype			
7: What women really want is kids	2.98	2.71	-0.27***
8: Women need kids to be fulfilled	2.32	2.19	-0.13***
9: Stay-at-home wife fulfilling as working	3.50	3.04	-0.45***
Men adhering to stereotype			
10: Fam suffers bc men work too much*	3.09	2.87	-0.22***
11: Better if men work†	2.94	2.40	-0.54***
12: Man job money†	3.47	2.56	-0.91***
Women and men adhering to stereotypes			
13: Better if men work, women home	2.92	2.27	-0.65***
14: Man job money, woman home	2.77	2.14	-0.62***
15: Men better at politics than women	2.75	2.59	-0.16***
16: Men entitled to jobs more than women	2.36	2.26	-0.10***
17: Men better pol leaders than women	2.76	2.63	-0.13***
18: College more impt for boys than girls	2.27	2.30	+0.02
19: Men better business execs than women	2.70	2.64	-0.05**
Overall (mean)	2.86	2.50	-0.36

Note: This table reports mean agreement (1 = Strongly Disagree to 5 = Strongly Agree) for the representative sample (survey-weighted). Column 1 shows the mean response to the *standard* version of each statement; Column 2 shows the mean response to the *role-reversed* version. Column 3 reports the difference, defined as Mean(Role-reversed) – Mean(Standard). Significance is from a paired *t*-test of the within-subject difference. Statement numbers correspond to the statements in Table 1. For all statements, higher agreement indicates more traditional gender attitudes, except for statements 5, 6, and 10 (marked with *), where disagreement reflects more traditional views. Statements 11 and 12 (marked with †) were added by the authors to isolate the first clause of statements 13 and 14 and allow separate inference about each sex. The bottom row reports the unweighted average across the 19 statements. * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$.

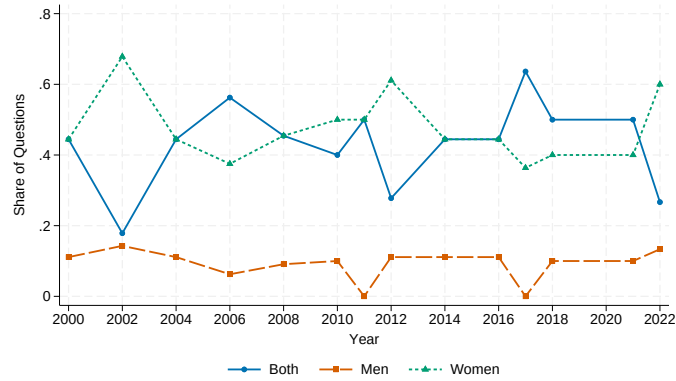
Table 5: Response distribution over gender neutral responses

	Fraction of responses				
	SD (1)	D (2)	N (3)	A (4)	SA (5)
Women breaking stereotypes					
1: Fam suffers when woman work FT	0.19	0.51	0.23	0.06	0.01
2: Preschool child suffers if mother works	0.18	0.57	0.19	0.04	0.01
3: When mother works for pay, kids suffer	0.21	0.55	0.20	0.03	0.01
4: Wife earns more, problems	0.16	0.50	0.27	0.05	0.02
5: Working mothers good relation w/ kids*	0.01	0.07	0.14	0.57	0.22
6: Acceptable to be a single mother*	0.07	0.23	0.29	0.31	0.09
Women adhering to stereotype					
7: What women really want is kids	0.07	0.25	0.48	0.16	0.03
8: Women need kids to be fulfilled	0.28	0.42	0.22	0.07	0.02
9: Stay-at-home wife fulfilling as working	0.02	0.11	0.43	0.34	0.10
Men adhering to stereotype					
10: Fam suffers bc men work too much*	0.06	0.26	0.34	0.32	0.02
11: Better if men work†	0.11	0.33	0.51	0.04	0.01
12: Man job money†	0.08	0.19	0.57	0.13	0.03
Women and men adhering to stereotypes					
13: Better if men work, women home	0.11	0.35	0.51	0.02	0.01
14: Man job money, woman home	0.18	0.40	0.38	0.03	0.01
15: Men better at politics than women	0.08	0.28	0.60	0.03	0.01
16: Men entitled to jobs more than women	0.22	0.42	0.33	0.02	0.01
17: Men better pol leaders than women	0.07	0.25	0.64	0.02	0.01
18: College more impt for boys than girls	0.23	0.42	0.33	0.02	0.01
19: Men better business execs than women	0.08	0.26	0.63	0.02	0.01
Observations	46764	46764	46764	46764	46764

Note: To construct the table we take the respondents in the representative sample who give the exact same answer to both the standard and the role-reversed statements selected, and show the fraction of these respondents who Strongly Disagree (SD), Disagree (D), Neutral (N), Agree (A), or Strongly Agree (SA) with both the standard and the role-reversed statements. Statement numbers correspond to the statements in Table 1. For all statements, higher agreement indicates more traditional gender attitudes, except for statements 5, 6, and 10 (marked with *), where disagreement reflects more traditional views. Statements 11 and 12 (marked with †) were added by the authors to isolate the first clause of statements 13 and 14 and allow separate inference about each sex.

Figures

Figure 1: WVS and GSS Gender Questions Over Time



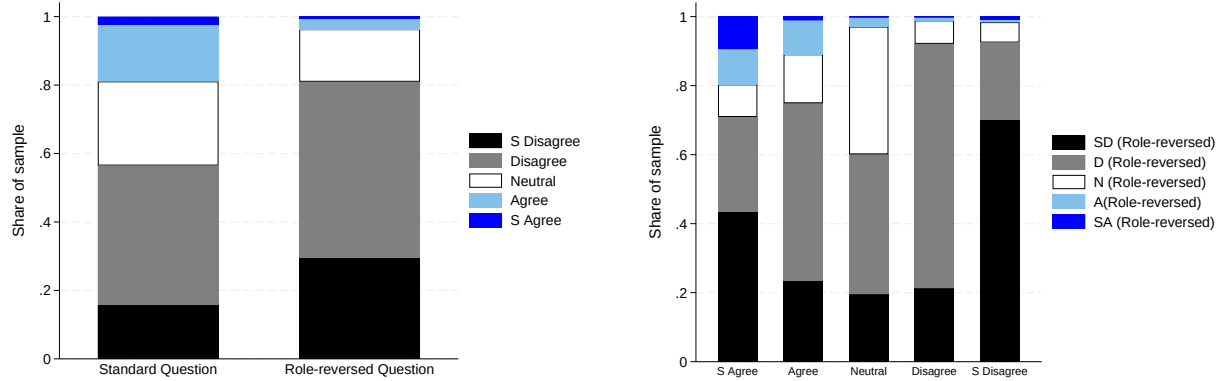
(a) Share of Questions



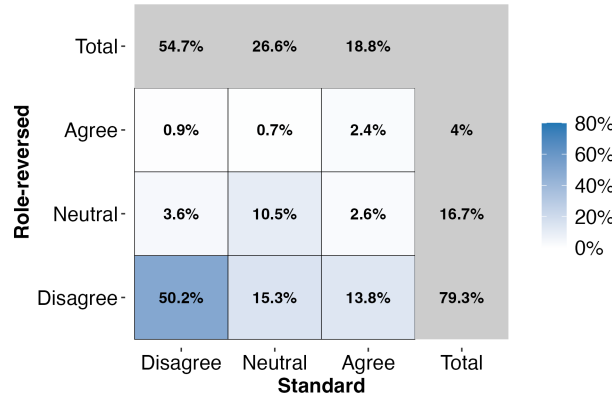
(b) Number of Questions

Note: These figures show the fraction (Panel A) and number (Panel B) of gender-related questions from the World Values Survey and the General Social Survey that ask specifically about men, women, or both men and women by survey year. Questions from the two surveys are pooled within each year. The World Values Survey was fielded in the U.S. in 2006, 2011, and 2017; all other years shown are General Social Survey years. Because the World Values Survey asks no questions about men alone, the share of questions about men is zero in 2011 and 2017, the two years in which only the World Values Survey was fielded.

Figure 2: (Statement 3) When a [mother/father] works for pay, the children suffer



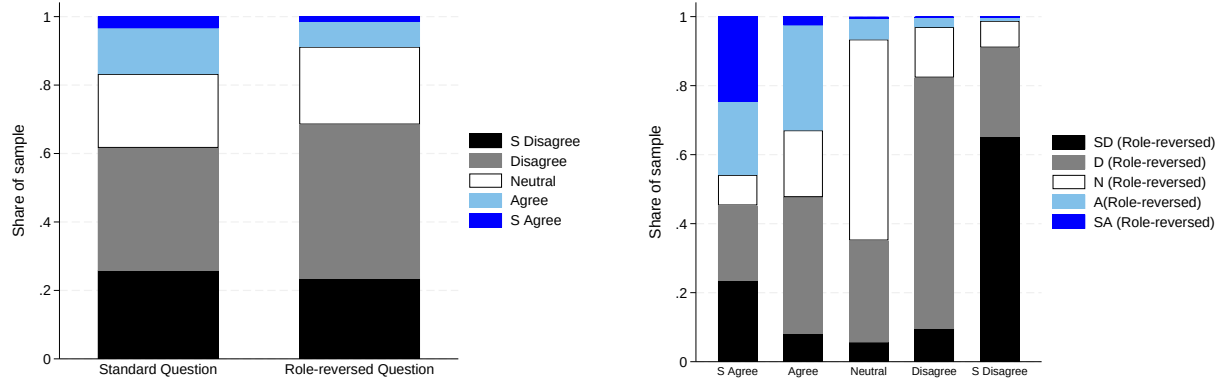
(a) Responses to standard and role-reversed statements (b) Responses to role-reversed statement conditional on standard statement



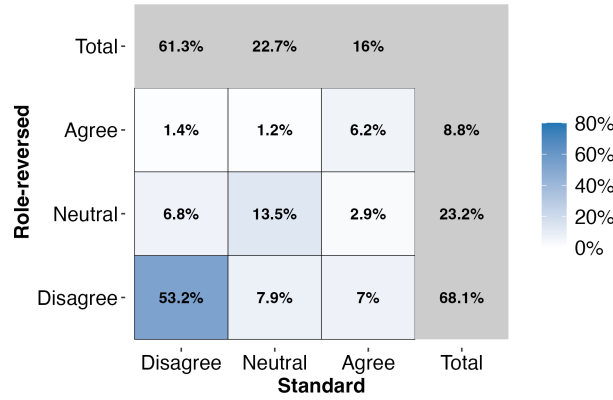
(c) Joint Distribution of Responses

Note: This figure shows the distribution of responses in the representative sample to the statements “When a mother works for pay, the children suffer” (standard statement) and “When a father works for pay, the children suffer” (role-reversed version). Panel (a) shows the fraction of respondents who strongly disagree through strongly agree with the standard and role-reversed versions separately. Panel (b) shows the conditional distribution of responses. For each response a participant gives to the standard version of statements, we show the fraction of participants who give a certain response to the role-reversed version. Panel (c) shows the fraction of participants who give different answer-pairs.

Figure 3: (Statement 8) A [woman/man] has to have children in order to be fulfilled



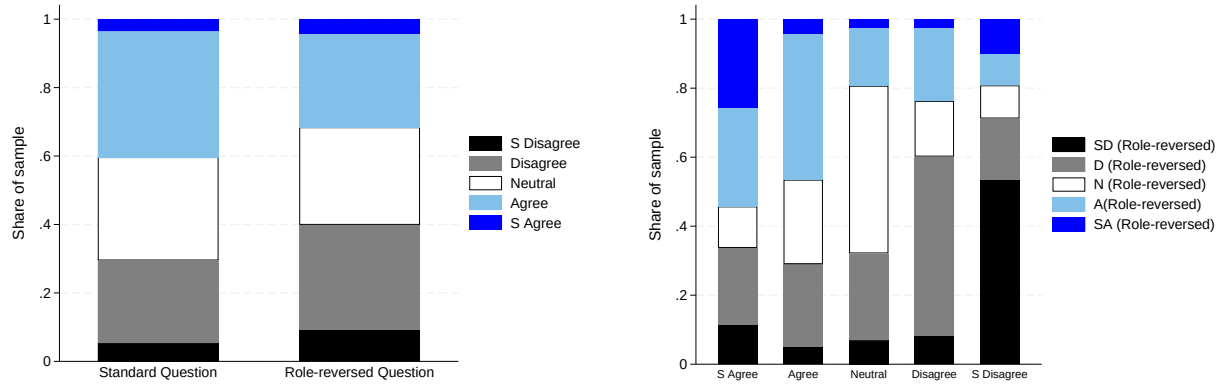
(a) Responses to standard and role-reversed statements (b) Responses to role-reversed statement conditional on standard statement



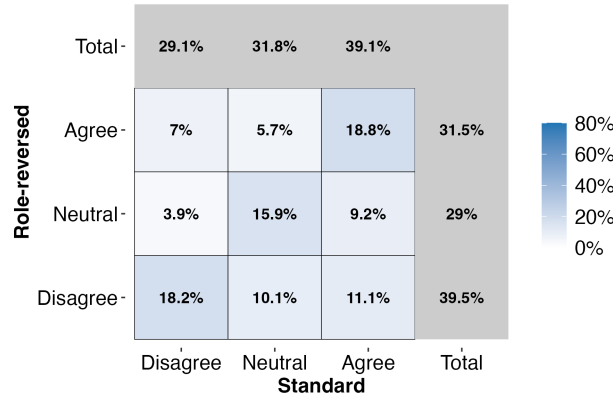
(c) Joint Distribution of Responses

Note: This figure shows the distribution of responses in the representative sample to the statements "A woman has to have children in order to be fulfilled" (standard statement) and "A man has to have children in order to be fulfilled" (role-reversed version). Panel (a) shows the fraction of respondents who strongly disagree through strongly agree with the standard and role-reversed versions separately. Panel (b) shows the conditional distribution of responses. For each response a participant gives to the standard version of statements, we show the fraction of participants who give a certain response to the role-reversed version. Panel (c) shows the fraction of participants who give different answer-pairs.

Figure 4: (Statement 10) Family life often suffers because [men/women] concentrate too much on their work



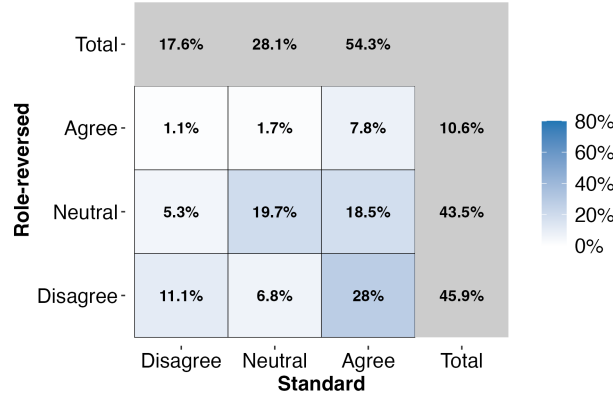
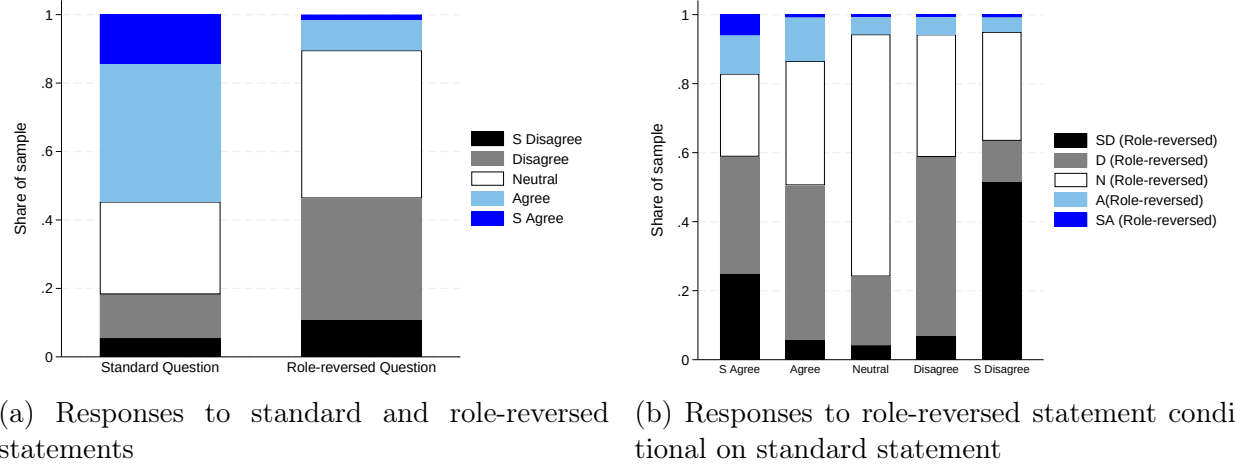
(a) Responses to standard and role-reversed statements (b) Responses to role-reversed statement conditional on standard statement



(c) Joint Distribution of Responses

Note: This figure shows the distribution of responses in the representative sample to the statements “Family life often suffers because men concentrate too much on their work” (standard statement) and “Family life often suffers because women concentrate too much on their work” (role-reversed version). Panel (a) shows the fraction of respondents who strongly disagree through strongly agree with the standard and role-reversed versions separately. Panel (b) shows the conditional distribution of responses. For each response a participant gives to the standard version of statements, we show the fraction of participants who give a certain response to the role-reversed version. Panel (c) shows the fraction of participants who give different answer-pairs.

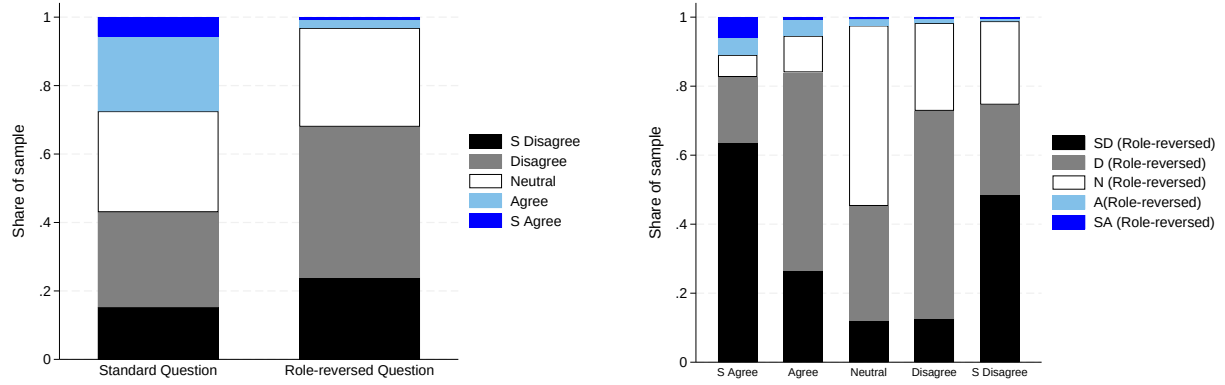
Figure 5: (Statement 12) A [man/woman]’s job is to earn money for the home and family



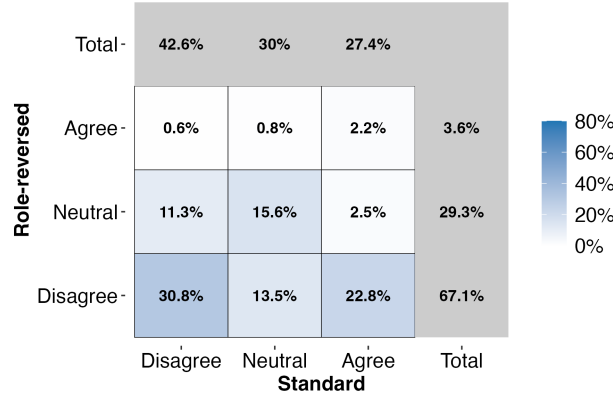
(c) Joint Distribution of Responses

Note: This figure shows the distribution of responses in the representative sample to the statements “A man’s job is to earn money for the home and family” (standard statement) and “A woman’s job is to earn money for the home and family” (role-reversed version). Panel (a) shows the fraction of respondents who strongly disagree through strongly agree with the standard and role-reversed versions separately. Panel (b) shows the conditional distribution of responses. For each response a participant gives to the standard version of statements, we show the fraction of participants who give a certain response to the role-reversed version. Panel (c) shows the fraction of participants who give different answer-pairs.

Figure 6: (Statement 14) A [man/woman]’s job is to earn money; a [woman/man]’s job is to look after the home and family



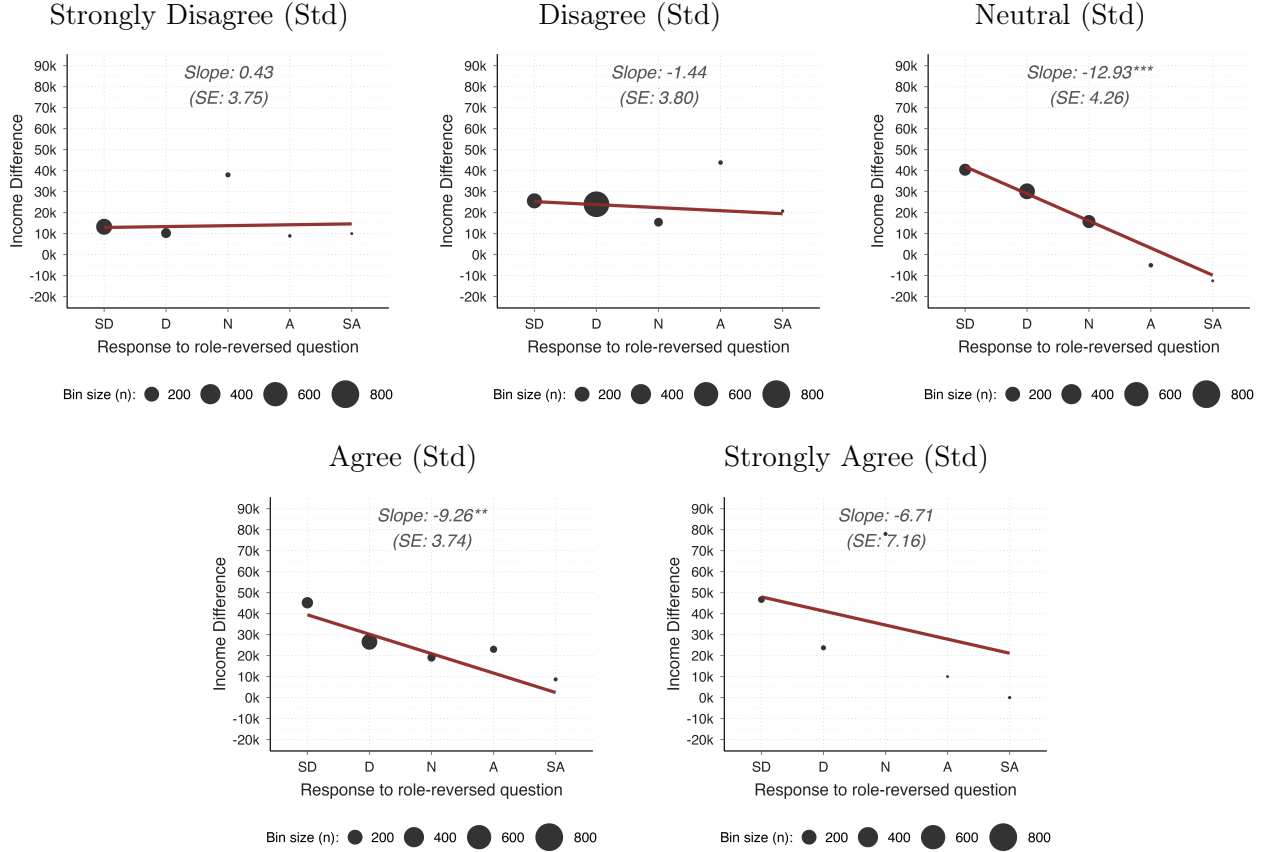
(a) Responses to standard and role-reversed statements (b) Responses to role-reversed statement conditional on standard statement



(c) Joint Distribution of Responses

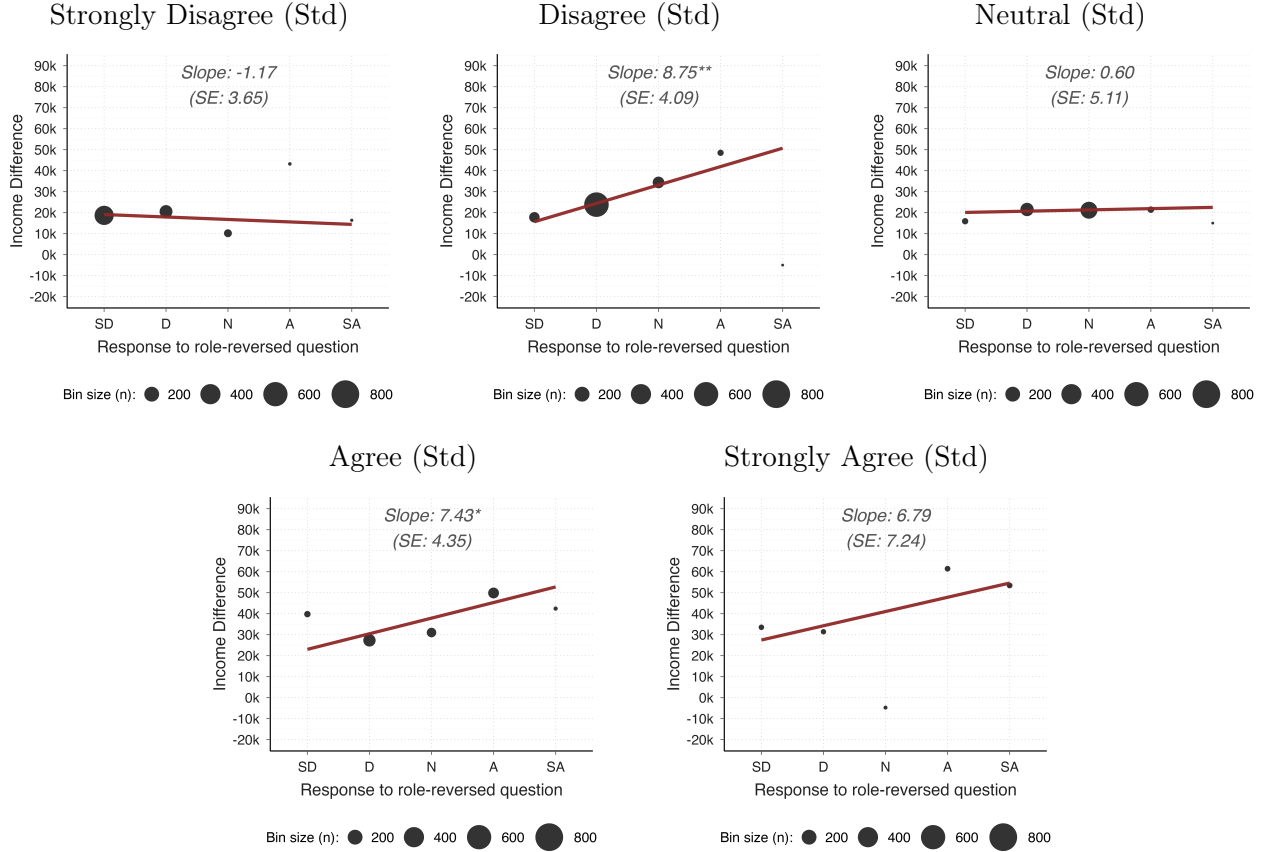
Note: This figure shows the distribution of responses in the representative sample to the statements “A man’s job is to earn money; a woman’s job is to look after the home and family” (standard statement) and “A woman’s job is to earn money; a man’s job is to look after the home and family” (role-reversed version). Panel (a) shows the fraction of respondents who strongly disagree through strongly agree with the standard and role-reversed versions separately. Panel (b) shows the conditional distribution of responses. For each response a participant gives to the standard version of statements, we show the fraction of participants who give a certain response to the role-reversed version. Panel (c) shows the fraction of participants who give different answer-pairs.

Figure 7: Income Gaps: (Statement 3) When a mother [father] works for pay, the children suffer.



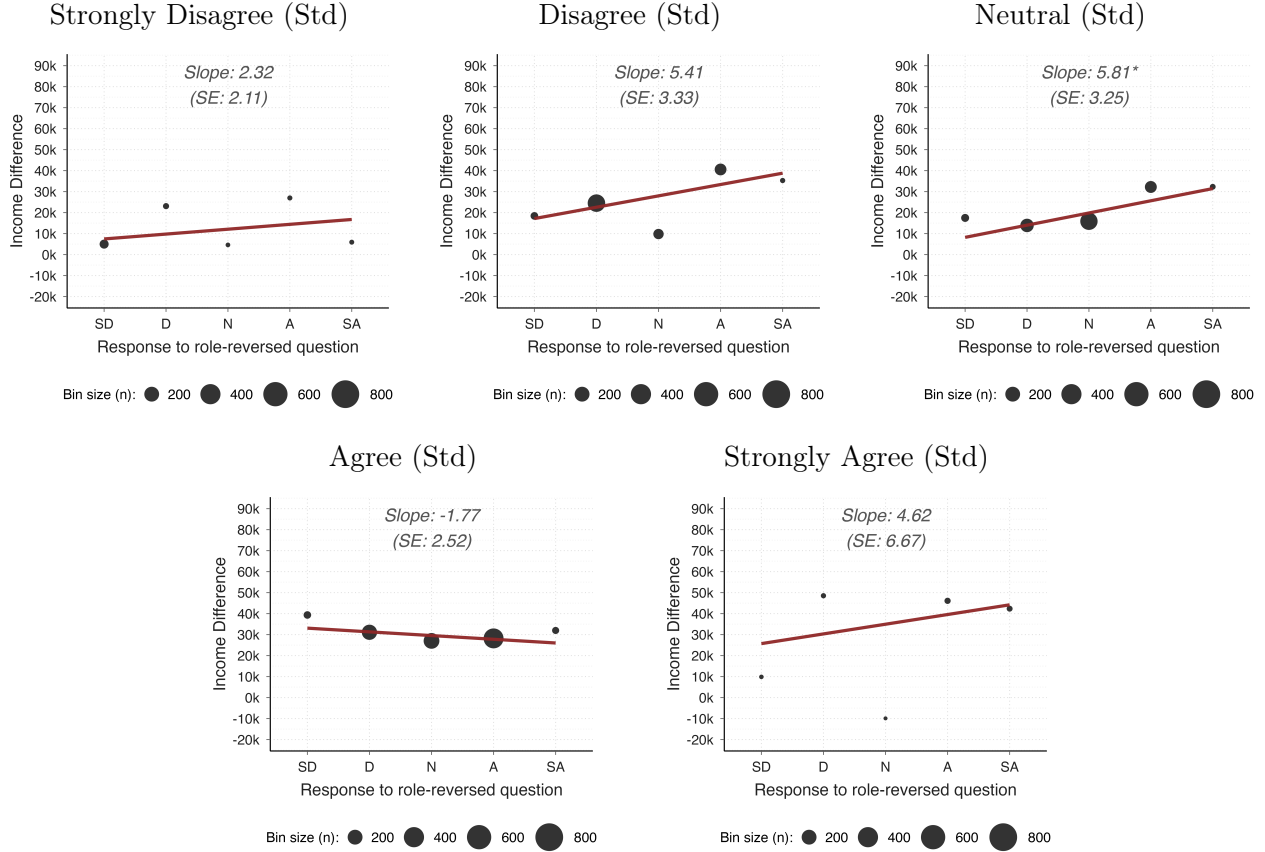
Notes: Figures use data from the representative sample. For each response given to the role-reversed version of the statement, we show the survey-weighted mean partner income difference, conditional on the respondent's answer to the standard version. Panels correspond to groups defined by the standard response. The outcome is the partner income difference, defined as man's minus woman's income (in opposite-sex couples); income is measured as the midpoint of each reported bracket, with \$212,500 used for the open-ended top bracket ("\$200,000 or more"). The analytic sample ($n = 2,255$) includes respondents who reported being in a marriage between a man and a woman and who provided numeric income brackets for both themselves and their partner. Dots represent survey-weighted means by role-reversed-response category, with size proportional to unweighted cell counts; red lines plot survey-weighted best-fitting regressions estimated separately by group. Stars on the reported slope denote statistical significance: *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$.

Figure 8: Income Gaps: (Statement 8) A woman [man] has to have children in order to be fulfilled.



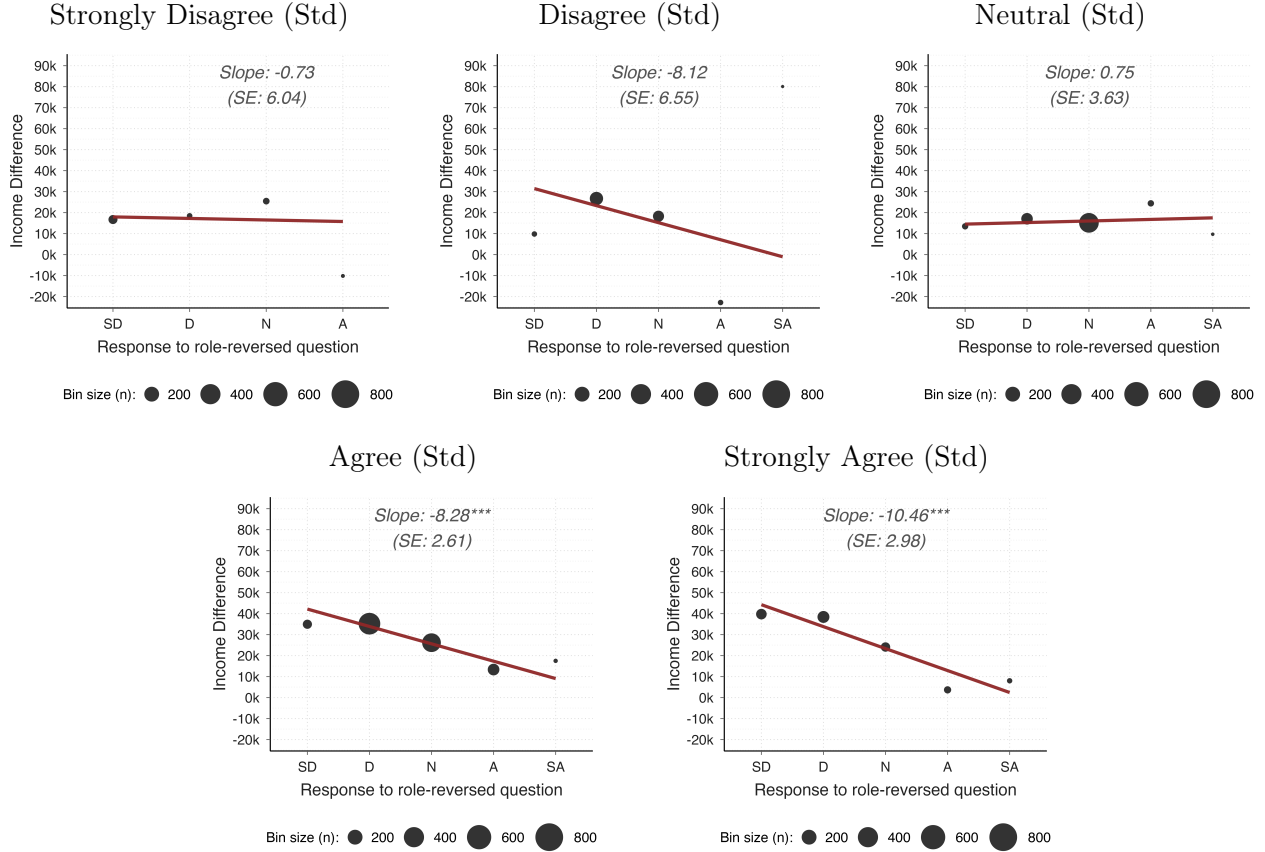
Notes: Figures use data from the representative sample. For each response given to the role-reversed version of the statement, we show the survey-weighted mean partner income difference, conditional on the respondent's answer to the standard version. Panels correspond to groups defined by the standard response. The outcome is the partner income difference, defined as man's minus woman's income (in opposite-sex couples); income is measured as the midpoint of each reported bracket, with \$212,500 used for the open-ended top bracket ("\$200,000 or more"). The analytic sample ($n = 2,255$) includes respondents who reported being in a marriage between a man and a woman and who provided numeric income brackets for both themselves and their partner. Dots represent survey-weighted means by role-reversed-response category, with size proportional to unweighted cell counts; red lines plot survey-weighted best-fitting regressions estimated separately by group. Stars on the reported slope denote statistical significance: *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$.

Figure 9: Income Gaps: (Statement 10) Family life often suffers because men [women] concentrate too much on their work.



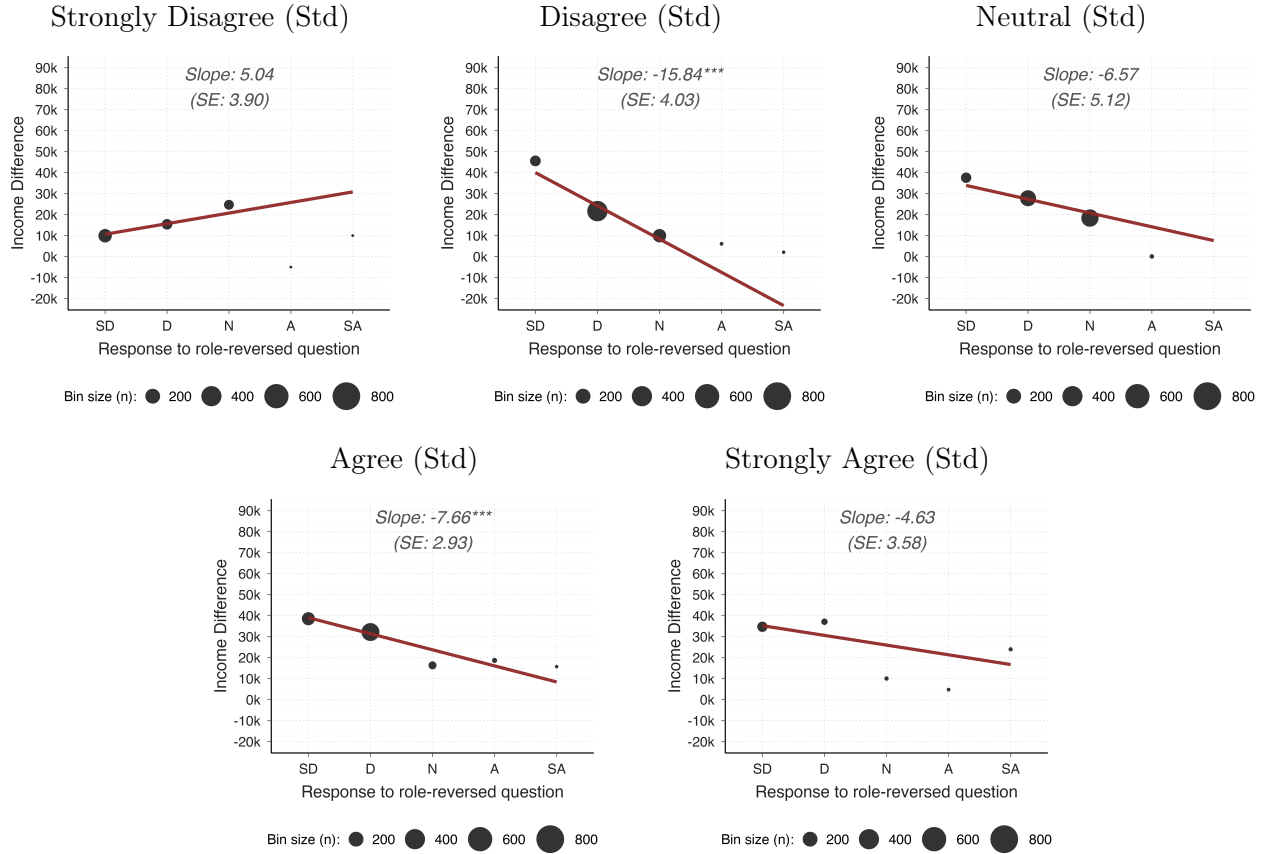
Notes: Figures use data from the representative sample. For each response given to the role-reversed version of the statement, we show the survey-weighted mean partner income difference, conditional on the respondent's answer to the standard version. Panels correspond to groups defined by the standard response. The outcome is the partner income difference, defined as man's minus woman's income (in opposite-sex couples); income is measured as the midpoint of each reported bracket, with \$212,500 used for the open-ended top bracket ("\$200,000 or more"). The analytic sample ($n = 2,255$) includes respondents who reported being in a marriage between a man and a woman and who provided numeric income brackets for both themselves and their partner. Dots represent survey-weighted means by role-reversed-response category, with size proportional to unweighted cell counts; red lines plot survey-weighted best-fitting regressions estimated separately by group. Stars on the reported slope denote statistical significance: *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$.

Figure 10: Income Gaps: (Statement 12) A man's [woman's] job is to earn money for the home and family.



Notes: Figures use data from the representative sample. For each response given to the role-reversed version of the statement, we show the survey-weighted mean partner income difference, conditional on the respondent's answer to the standard version. Panels correspond to groups defined by the standard response. The outcome is the partner income difference, defined as man's minus woman's income (in opposite-sex couples); income is measured as the midpoint of each reported bracket, with \$212,500 used for the open-ended top bracket ("\$200,000 or more"). The analytic sample ($n = 2,255$) includes respondents who reported being in a marriage between a man and a woman and who provided numeric income brackets for both themselves and their partner. Dots represent survey-weighted means by role-reversed-response category, with size proportional to unweighted cell counts; red lines plot survey-weighted best-fitting regressions estimated separately by group. Stars on the reported slope denote statistical significance: *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$.

Figure 11: Income Gaps: (Statement 14) A man's [woman's] job is to earn money; a woman's [man's] job is to look after the home and family.



Notes: Figures use data from the representative sample. For each response given to the role-reversed version of the statement, we show the survey-weighted mean partner income difference, conditional on the respondent's answer to the standard version. Panels correspond to groups defined by the standard response. The outcome is the partner income difference, defined as man's minus woman's income (in opposite-sex couples); income is measured as the midpoint of each reported bracket, with \$212,500 used for the open-ended top bracket ("\$200,000 or more"). The analytic sample ($n = 2,255$) includes respondents who reported being in a marriage between a man and a woman and who provided numeric income brackets for both themselves and their partner. Dots represent survey-weighted means by role-reversed-response category, with size proportional to unweighted cell counts; red lines plot survey-weighted best-fitting regressions estimated separately by group. Stars on the reported slope denote statistical significance: *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$.

A Appendix Tables

Table A1: Focus of OECD Gender Equity Projects and Allocation of Disbursed Funds

	Women	Both	Men
<i>Panel A: Number of Projects</i>			
2015	2,325	533	67
2016	2,179	599	39
2017	2,154	506	53
2018	2,260	616	56
2019	2,162	607	65
<i>Panel B: Percentage of Funds</i>			
2015	82.75	14.98	2.28
2016	77.42	21.40	1.18
2017	78.86	19.89	1.25
2018	77.80	21.03	1.17
2019	76.94	21.56	1.50

Note: This table shows the number (Panel A) and percentage of total disbursements (Panel B) of projects reported to the OECD that are related to gender. Projects related to gender are identified as those that address “Gender Equality” as a principal objective. Projects consist of unique title-descriptions from the OECD-DAC CRS data.

Table A2: Sample Description

	Representative Sample	Prolific Sample 1	Prolific Sample 2	Prolific 1 = Representative		Prolific 2 = Representative	
	Mean	Mean	Mean	Difference	P-value	Difference	P-value
<i>Gender</i>							
Female	0.51	0.49	0.49	−0.02	0.13	−0.02	0.13
Male	0.49	0.50	0.50	0.01	0.55	0.01	0.53
<i>Another gender identity</i>	0.00	0.01	0.01	0.01	0.00	0.01	0.00
Non-White	0.39	0.22	0.25	−0.17	0.00	−0.13	0.00
<i>Number of Children</i>							
# Children (excl. 0s)	2.49	2.07	2.14	−0.41	0.00	−0.35	0.00
<i>Missings</i>	0.01	0.00	0.00	−0.01	0.00	−0.01	0.00
<i>Parental Leave Outcomes</i>							
No Children	0.35	0.48	0.44	0.14	0.00	0.09	0.00
Full leave	0.74	0.71	0.75	−0.03	0.24	0.02	0.49
Any leave	0.89	0.91	0.92	0.02	0.22	0.04	0.03
<i>Missings</i>	0.01	0.00	0.00	−0.01	0.00	−0.01	0.00
<i>Age groups</i>							
Respondent age	47.75	41.38	40.80	−6.37	0.00	−6.95	0.00
Born before 1964	0.33	0.13	0.12	−0.20	0.00	−0.21	0.00
Born 1965 - 1980	0.24	0.28	0.28	0.04	0.00	0.04	0.00
Born 1981 - 1996	0.29	0.49	0.48	0.20	0.00	0.20	0.00
Born 1997 - 2012	0.15	0.11	0.12	−0.04	0.00	−0.03	0.01
<i>Education</i>							
Associate's -	0.65	0.41	0.43	−0.24	0.00	−0.22	0.00
Bachelor's +	0.35	0.59	0.57	0.24	0.00	0.22	0.00
<i>Politics</i>							
Democrat	0.35	0.49	0.39	0.14	0.00	0.04	0.00
Republican	0.29	0.22	0.30	−0.08	0.00	0.01	0.35
<i>Missings</i>	0.02	0.00	0.00	−0.02	0.00	−0.02	0.00
<i>Employment</i>							
Full-Time	0.46	0.61	0.60	0.15	0.00	0.14	0.00
Part-Time	0.11	0.14	0.15	0.03	0.00	0.04	0.00
Retired	0.24	0.06	0.06	−0.18	0.00	−0.17	0.00
<i>Missings</i>	0.01	0.00	0.00	−0.01	0.00	−0.01	0.00
Observations	5070	2963	2997				

Notes: This table provides descriptive information for the three study samples—Prolific 1 (February 2024), Representative (March–April 2024), and Prolific 2 (November 2024). The row *Missings* indicates whether the variable defining each category contains any missing values; if that row is omitted, there are none. Parental leave outcomes are coded as missing for respondents without children. In the Prolific 1 and Prolific 2 surveys, no skip logic was applied: all respondents, regardless of their number of children, were asked the parental leave question. In the Representative survey, however, respondents reporting zero children automatically skipped this question.

Table A3: Self-Reported Labor Market and Family Outcomes

	Male		Female		Male = Female	
	N	Mean	N	Mean	Difference	P-value
<i>Marital status</i>						
Married	2469	0.53	2592	0.48	−0.06	0.00
Living with a partner	2469	0.09	2592	0.10	0.02	0.12
Never married	2469	0.24	2592	0.18	−0.06	0.00
Other	2469	0.14	2592	0.24	0.10	0.00
<i>Missings</i>	2474	0.00	2596	0.00	0.00	0.97
Ever dated someone who earns less	2114	0.79	2160	0.55	−0.24	0.00
Don't Know	2465	0.16	2589	0.18	0.02	0.15
<i>Missings</i>	2474	0.01	2596	0.00	0.00	0.60
Ever dated someone who earns more	2031	0.56	2269	0.82	0.26	0.00
Don't Know	2460	0.19	2586	0.13	−0.06	0.00
<i>Missings</i>	2474	0.01	2596	0.00	−0.01	0.19
Income difference (resp. − partner)	1280	2.81	1241	−1.79	−4.61	0.00
Partner stays at home	1532	0.10	1534	0.02	−0.08	0.00
Full parental leave	453	0.55	860	0.84	0.28	0.00
Partner, full parental leave	697	0.76	506	0.48	−0.28	0.00
Any parental leave	453	0.77	860	0.95	0.19	0.00
Partner, any parental leave	697	0.92	506	0.74	−0.18	0.00

Note: This table reports the means for the listed variables for male and female respondents in the Representative sample. The last two columns show the difference between the male and female averages and associated p-value. Income differences are reported in buckets and taken as the difference in the respondent's income bucket and their partner's income bucket. All other variables are indicators.

Table A4: Percentage Agreement: GSS/WVS vs. Representative Sample

Statement	Question	Source	GSS/WVS % Agree	Repr. % Agree	Diff (pp)	N (GSS/WVS / Repr.)
<i>Panel A: General Social Survey</i>						
1	Family life suffers when the woman has a full-time job.	GSS 2022	15.2	27.0	+11.7	978 / 5059
2	A preschool child is likely to suffer if his or her mother works.	GSS 2024	28.9	25.0	-3.9	1853 / 5057
7	A job is alright, but what most women really want is a home and children.	GSS 2022	24.7	30.5	+5.9	954 / 5059
10	Family life often suffers because men concentrate too much on their work.	GSS 2024	45.6	39.0	-6.6	1861 / 5054
13	It is much better for everyone involved if the man is the achiever outside the home and the woman takes care of the h...	GSS 2024	31.0	30.5	-0.4	1863 / 5061
14	A man's job is to earn money; a woman's job is to look after the home and family.	GSS 2022	13.5	27.4	+13.9	985 / 5061
15	Most men are better suited emotionally for politics than are most women.	GSS 2024	16.9	24.5	+7.6	753 / 5058
<i>Panel B: World Values Survey</i>						
3	When a mother works for pay, the children suffer.	WVS-7	19.7	18.7	-0.9	2577 / 5064
4	If a woman earns more money than her husband, it's almost certain to cause problems.	WVS-7	8.6	24.6	+16.1	2591 / 5057
5	A working mother can establish just as warm and secure a relationship with her children as a mother who does not work.	WVS-4	79.4	66.2	-13.2	1181 / 5063
6	It is acceptable if a woman wants to have a child as a single parent but she doesn't want to have a stable relationsh...	WVS-5	52.2	43.5	-8.7	1219 / 5060
8	A woman has to have children in order to be fulfilled.	WVS-4	14.6	16.0	+1.5	1147 / 5060
9	Being a stay-at-home wife is just as fulfilling as working for pay.	WVS-7	70.3	51.7	-18.7	2574 / 5055
16	When jobs are scarce, men should have more right to a job than women.	WVS-7	4.7	14.5	+9.8	2591 / 5061
17	On the whole, men make better political leaders than women do.	WVS-7	15.8	24.3	+8.5	2581 / 5058
18	A university education is more important for a boy than for a girl.	WVS-7	8.6	9.7	+1.0	2586 / 5058
19	On the whole, men make better business executives than women do.	WVS-7	11.8	21.7	+10.0	2578 / 5058

Note: Agreement rates for GSS/WVS surveys and the representative sample. Percentages are computed from the most recent survey wave in which each question was asked, as reported in the Source column. GSS and WVS samples are restricted to US-born respondents. For Likert items, “Agree” combines the “agree” and “strongly agree” responses to harmonize across surveys with different response formats. All percentages are computed using survey weights. Differences in N across rows reflect either item-level missing-data patterns or split-ballot administration in which only a subset of respondents is asked the question.

A.1 Main Prolific 1 (incentivized) sample tables

Table A5: Responses to Standard and Role-reversed Statements

	Standard Q					Role-reversed Q					(11) same
	(1) SD	(2) D	(3) N	(4) A	(5) SA	(6) SD	(7) D	(8) N	(9) A	(10) SA	
Women breaking stereotypes											
1: Fam suffers when woman work FT	0.12	0.29	0.14	0.37	0.08	0.35	0.50	0.08	0.05	0.01	0.34
2: Preschool child suffers if mother works	0.11	0.33	0.14	0.37	0.06	0.34	0.54	0.07	0.04	0.01	0.34
3: When mother works for pay, kids suffer	0.14	0.37	0.15	0.30	0.04	0.40	0.49	0.06	0.04	0.01	0.38
4: Wife earns more, problems	0.12	0.31	0.14	0.35	0.08	0.41	0.47	0.06	0.04	0.01	0.37
5: Working mothers good relation w/ kids*	0.02	0.21	0.09	0.42	0.26	0.01	0.11	0.07	0.53	0.27	0.58
6: Acceptable to be a single mother*	0.07	0.28	0.16	0.36	0.13	0.11	0.35	0.14	0.31	0.08	0.57
Women adhering to stereotype											
7: What women really want is kids	0.08	0.22	0.19	0.40	0.10	0.13	0.37	0.25	0.22	0.04	0.39
8: Women need kids to be fulfilled	0.25	0.33	0.10	0.27	0.05	0.28	0.48	0.10	0.13	0.02	0.57
9: Stay-at-home wife fulfilling as working	0.02	0.12	0.16	0.51	0.20	0.10	0.34	0.15	0.31	0.10	0.41
Men adhering to stereotype											
10: Fam suffers bc men work too much*	0.07	0.29	0.16	0.43	0.06	0.11	0.31	0.13	0.39	0.07	0.37
11: Better if men work†	0.07	0.20	0.19	0.40	0.14	0.19	0.51	0.23	0.06	0.01	0.28
12: Man job money†	0.04	0.09	0.15	0.49	0.23	0.18	0.45	0.27	0.09	0.01	0.23
Women and men adhering to stereotypes											
13: Better if men work, women home	0.07	0.21	0.19	0.40	0.12	0.28	0.49	0.19	0.04	0.01	0.26
14: Man job money, woman home	0.12	0.25	0.16	0.36	0.10	0.38	0.44	0.14	0.03	0.01	0.28
15: Men better at politics than women	0.11	0.23	0.16	0.40	0.11	0.16	0.48	0.24	0.11	0.02	0.25
16: Men entitled to jobs more than women	0.23	0.34	0.16	0.23	0.05	0.25	0.52	0.17	0.04	0.01	0.43
17: Men better pol leaders than women	0.10	0.24	0.18	0.39	0.10	0.14	0.46	0.27	0.11	0.02	0.26
18: College more impt for boys than girls	0.26	0.38	0.15	0.18	0.04	0.23	0.48	0.17	0.10	0.03	0.49
19: Men better business execs than women	0.10	0.25	0.17	0.39	0.09	0.12	0.49	0.29	0.08	0.02	0.29
Observations	28177	28177	28177	28177	28177	28177	28177	28177	28177	28177	28177

Note: This table shows the share of respondents in the Prolific 1 (incentivized) sample who selected Strongly Disagree (SD), Disagree (D), Neutral (N), Agree (A), or Strongly Agree (SA) for the standard statements (columns 1–5) and the role-reversed statements (columns 6–10). Column 11 (“same”) reports the share of respondents who gave the identical response to both versions of the statement. Statement numbers correspond to the statements in Table 1. For all statements, higher agreement indicates more traditional gender attitudes, except for statements 5, 6, and 10 (marked with *), where disagreement reflects more traditional views. Statements 11 and 12 (marked with †) were added by the authors to isolate the first clause of statements 13 and 14 and allow separate inference about each sex.

Table A6: Standard-Question Responses Traditional Summary, and Non-Neutrality

Statement	Standard-question response distribution (%)					Summary indicators (%)		
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
	SD	D	N	A	SA	Strongly trad.	Trad.	Non-neutral
Women breaking stereotypes								
1: Fam suffers when woman work FT	11.9	29.3	14.1	37.1	7.6	7.6	44.7	65.7
2: Preschool child suffers if mother works	10.7	32.7	13.8	36.5	6.3	6.3	42.8	65.9
3: When mother works for pay, kids suffer	14.0	36.7	15.1	29.9	4.3	4.3	34.2	61.7
4: Wife earns more, problems	12.1	31.0	13.6	34.8	8.5	8.5	43.3	63.3
5: Working mothers good relation w/ kids*	2.3	21.1	8.6	42.3	25.7	2.3	23.4	41.7
6: Acceptable to be a single mother*	7.5	28.3	15.6	35.9	12.8	7.5	35.7	43.2
Women adhering to stereotype								
7: What women really want is kids	7.6	22.4	19.4	40.2	10.4	10.4	50.6	61.0
8: Women need kids to be fulfilled	25.3	32.6	10.0	27.4	4.7	4.7	32.1	43.4
9: Stay-at-home wife fulfilling as working	2.0	11.7	15.6	50.6	20.0	20.0	70.7	59.1
Men adhering to stereotype								
10: Fam suffers bc men work too much*	6.5	28.5	16.2	43.0	5.7	6.5	35.1	62.7
11: Better if men work†	6.5	19.6	19.4	40.3	14.2	14.2	54.5	71.9
12: Man job money†	3.9	9.2	15.0	49.3	22.7	22.7	71.9	77.3
Women and men adhering to stereotypes								
13: Better if men work, women home	7.3	21.0	19.4	40.0	12.4	12.4	52.4	73.8
14: Man job money, woman home	12.2	25.2	16.4	35.8	10.4	10.4	46.2	71.8
15: Men better at politics than women	10.9	22.9	15.8	39.7	10.7	10.7	50.4	74.6
16: Men entitled to jobs more than women	23.0	33.9	15.8	22.9	4.5	4.5	27.4	57.0
17: Men better pol leaders than women	9.7	24.1	17.5	39.0	9.6	9.6	48.7	74.4
18: College more imp't for boys than girls	25.9	38.1	14.6	17.9	3.5	3.5	21.4	50.8
19: Men better business execs than women	10.0	24.9	17.4	38.6	9.1	9.1	47.7	71.1
Overall (mean)	11.0	26.0	15.4	36.9	10.7	9.2	43.8	62.7

Note: This table reports the standard-question response distribution and three summary indicators for the Prolific 1 (incentivized) sample. Columns 1–5 give the share of respondents who selected Strongly Disagree (SD), Disagree (D), Neutral (N), Agree (A), or Strongly Agree (SA) for the standard wording of each statement. Column 6 (“Strongly trad.”) reports the share giving a strongly traditional answer, defined as SA for most statements (and SD for statements 5, 6, and 10, marked with *, where disagreement reflects more traditional views). Column 7 (“Trad.”) reports the share giving a traditional answer, defined as SA + A for most statements (and SD + D for statements 5, 6, and 10). Column 8 (“Non-neutral”) reports the share of respondents who gave different responses to the standard and role-reversed versions of each statement. Statements 11 and 12 (marked with †) were added by the authors to isolate the first clause of statements 13 and 14 and allow separate inference about each sex. Statement numbers correspond to the rows of Table 1. The bottom row reports the unweighted average across the 19 statements (each contributing equally).

Table A7: Mean Response by Statement Version: Standard vs. Role-Reversed

Statement	(1) Mean (Standard)	(2) Mean (Role-reversed)	(3) Difference
Women breaking stereotypes			
1: Fam suffers when woman work FT	2.99	1.86	-1.13***
2: Preschool child suffers if mother works	2.95	1.83	-1.12***
3: When mother works for pay, kids suffer	2.74	1.76	-0.98***
4: Wife earns more, problems	2.96	1.76	-1.20***
5: Working mothers good relation w/ kids*	3.68	3.94	+0.26***
6: Acceptable to be a single mother*	3.18	2.91	-0.27***
Women adhering to stereotype			
7: What women really want is kids	3.23	2.66	-0.57***
8: Women need kids to be fulfilled	2.54	2.13	-0.41***
9: Stay-at-home wife fulfilling as working	3.75	2.97	-0.78***
Men adhering to stereotype			
10: Fam suffers bc men work too much*	3.13	3.00	-0.13***
11: Better if men work†	3.36	2.19	-1.17***
12: Man job money†	3.78	2.32	-1.46***
Women and men adhering to stereotypes			
13: Better if men work, women home	3.29	2.01	-1.29***
14: Man job money, woman home	3.07	1.86	-1.21***
15: Men better at politics than women	3.16	2.35	-0.82***
16: Men entitled to jobs more than women	2.52	2.05	-0.47***
17: Men better pol leaders than women	3.15	2.39	-0.76***
18: College more impt for boys than girls	2.35	2.21	-0.14***
19: Men better business execs than women	3.12	2.38	-0.74***
Overall (mean)	3.10	2.35	-0.76

Note: This table reports mean agreement (1 = Strongly Disagree to 5 = Strongly Agree) for the Prolific 1 (incentivized) sample. Column 1 shows the mean response to the *standard* version of each statement; Column 2 shows the mean response to the *role-reversed* version. Column 3 reports the difference, defined as Mean(Role-reversed) – Mean(Standard). Significance is from a paired *t*-test of the within-subject difference. Statement numbers correspond to the statements in Table 1. For all statements, higher agreement indicates more traditional gender attitudes, except for statements 5, 6, and 10 (marked with *), where disagreement reflects more traditional views. Statements 11 and 12 (marked with †) were added by the authors to isolate the first clause of statements 13 and 14 and allow separate inference about each sex. The bottom row reports the unweighted average across the 19 statements. * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$.

Table A8: Response distribution over gender neutral responses

	Fraction of responses				
	SD (1)	D (2)	N (3)	A (4)	SA (5)
Women breaking stereotypes					
1: Fam suffers when woman work FT	0.27	0.55	0.09	0.08	0.02
2: Preschool child suffers if mother works	0.25	0.61	0.06	0.07	0.01
3: When mother works for pay, kids suffer	0.28	0.58	0.06	0.07	0.00
4: Wife earns more, problems	0.26	0.55	0.09	0.09	0.01
5: Working mothers good relation w/ kids*	0.01	0.10	0.04	0.53	0.32
6: Acceptable to be a single mother*	0.07	0.31	0.13	0.38	0.11
Women adhering to stereotype					
7: What women really want is kids	0.08	0.30	0.25	0.33	0.04
8: Women need kids to be fulfilled	0.34	0.43	0.06	0.15	0.01
9: Stay-at-home wife fulfilling as working	0.03	0.13	0.15	0.51	0.18
Men adhering to stereotype					
10: Fam suffers bc men work too much*	0.09	0.28	0.09	0.51	0.04
11: Better if men work [†]	0.10	0.43	0.33	0.12	0.02
12: Man job money [†]	0.10	0.21	0.41	0.25	0.04
Women and men adhering to stereotypes					
13: Better if men work, women home	0.14	0.49	0.30	0.06	0.01
14: Man job money, woman home	0.23	0.51	0.19	0.05	0.02
15: Men better at politics than women	0.15	0.39	0.37	0.08	0.01
16: Men entitled to jobs more than women	0.28	0.53	0.15	0.04	0.00
17: Men better pol leaders than women	0.13	0.36	0.42	0.09	0.01
18: College more impt for boys than girls	0.34	0.48	0.15	0.03	0.00
19: Men better business execs than women	0.12	0.41	0.39	0.07	0.01
Observations	10522	10522	10522	10522	10522

Note: To construct the table we take the respondents in the Prolific 1 (incentivized) sample who give the exact same answer to both the standard and the role-reversed statements selected, and show the fraction of these respondents who Strongly Disagree (SD), Disagree (D), Neutral (N), Agree (A), or Strongly Agree (SA) with both the standard and the role-reversed statements. Statement numbers correspond to the statements in Table 1. For all statements, higher agreement indicates more traditional gender attitudes, except for statements 5, 6, and 10 (marked with *), where disagreement reflects more traditional views. Statements 11 and 12 (marked with [†]) were added by the authors to isolate the first clause of statements 13 and 14 and allow separate inference about each sex.

A.2 Main Prolific 1 (standard) sample tables

Table A9: Responses to Standard and Role-reversed Statements

	Standard Q					Role-reversed Q					(11) same
	(1) SD	(2) D	(3) N	(4) A	(5) SA	(6) SD	(7) D	(8) N	(9) A	(10) SA	
Women breaking stereotypes											
1: Fam suffers when woman work FT	0.13	0.30	0.17	0.30	0.09	0.37	0.48	0.10	0.04	0.01	0.35
2: Preschool child suffers if mother works	0.13	0.31	0.17	0.32	0.07	0.35	0.51	0.09	0.04	0.00	0.39
3: When mother works for pay, kids suffer	0.14	0.38	0.17	0.26	0.05	0.40	0.49	0.07	0.04	0.01	0.39
4: Wife earns more, problems	0.13	0.30	0.17	0.30	0.09	0.43	0.46	0.06	0.04	0.01	0.37
5: Working mothers good relation w/ kids*	0.04	0.18	0.12	0.43	0.23	0.02	0.09	0.12	0.52	0.26	0.58
6: Acceptable to be a single mother*	0.09	0.27	0.17	0.33	0.15	0.14	0.29	0.19	0.28	0.11	0.58
Women adhering to stereotype											
7: What women really want is kids	0.08	0.19	0.27	0.34	0.11	0.15	0.33	0.30	0.18	0.03	0.42
8: Women need kids to be fulfilled	0.26	0.28	0.13	0.23	0.09	0.30	0.42	0.13	0.13	0.03	0.54
9: Stay-at-home wife fulfilling as working	0.03	0.11	0.19	0.46	0.21	0.12	0.30	0.18	0.28	0.11	0.42
Men adhering to stereotype											
10: Fam suffers bc men work too much*	0.10	0.29	0.20	0.36	0.05	0.11	0.29	0.16	0.34	0.10	0.42
11: Better if men work†	0.09	0.18	0.23	0.37	0.13	0.21	0.45	0.28	0.05	0.01	0.31
12: Man job money†	0.04	0.10	0.16	0.44	0.26	0.16	0.41	0.31	0.11	0.01	0.24
Women and men adhering to stereotypes											
13: Better if men work, women home	0.10	0.18	0.22	0.37	0.13	0.28	0.45	0.22	0.04	0.01	0.28
14: Man job money, woman home	0.12	0.22	0.20	0.33	0.13	0.38	0.41	0.18	0.03	0.00	0.28
15: Men better at politics than women	0.12	0.23	0.21	0.32	0.12	0.18	0.42	0.29	0.10	0.02	0.29
16: Men entitled to jobs more than women	0.20	0.32	0.19	0.22	0.07	0.29	0.46	0.20	0.04	0.01	0.40
17: Men better pol leaders than women	0.12	0.21	0.22	0.33	0.13	0.17	0.41	0.31	0.09	0.02	0.29
18: College more impt for boys than girls	0.26	0.37	0.19	0.13	0.05	0.25	0.43	0.22	0.07	0.02	0.54
19: Men better business execs than women	0.11	0.23	0.23	0.33	0.10	0.16	0.42	0.33	0.07	0.02	0.31
Observations	28120	28120	28120	28120	28120	28120	28120	28120	28120	28120	28120

Note: This table shows the share of respondents in the Prolific 1 (standard) sample who selected Strongly Disagree (SD), Disagree (D), Neutral (N), Agree (A), or Strongly Agree (SA) for the standard statements (columns 1–5) and the role-reversed statements (columns 6–10). Column 11 (“same”) reports the share of respondents who gave the identical response to both versions of the statement. Statement numbers correspond to the statements in Table 1. For all statements, higher agreement indicates more traditional gender attitudes, except for statements 5, 6, and 10 (marked with *), where disagreement reflects more traditional views. Statements 11 and 12 (marked with †) were added by the authors to isolate the first clause of statements 13 and 14 and allow separate inference about each sex.

Table A10: Standard-Question Responses Traditional Summary, and Non-Neutrality

Statement	Standard-question response distribution (%)					Summary indicators (%)		
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
	SD	D	N	A	SA	Strongly trad.	Trad.	Non-neutral
Women breaking stereotypes								
1: Fam suffers when woman work FT	12.9	30.2	17.4	30.3	9.2	9.2	39.5	64.6
2: Preschool child suffers if mother works	12.6	31.4	17.1	32.0	6.9	6.9	38.9	60.9
3: When mother works for pay, kids suffer	14.3	37.5	17.4	25.5	5.3	5.3	30.9	60.8
4: Wife earns more, problems	13.0	30.4	17.1	30.3	9.1	9.1	39.5	63.0
5: Working mothers good relation w/ kids*	3.8	18.0	12.1	43.0	23.2	3.8	21.8	41.9
6: Acceptable to be a single mother*	8.6	27.3	16.7	32.8	14.6	8.6	35.9	42.4
Women adhering to stereotype								
7: What women really want is kids	8.2	19.2	27.1	34.3	11.2	11.2	45.5	57.6
8: Women need kids to be fulfilled	26.4	28.2	12.6	23.4	9.5	9.5	32.9	46.0
9: Stay-at-home wife fulfilling as working	2.8	10.8	19.4	46.5	20.5	20.5	67.0	58.0
Men adhering to stereotype								
10: Fam suffers bc men work too much*	9.5	29.1	20.1	36.2	5.1	9.5	38.6	58.1
11: Better if men work†	8.9	17.8	22.6	37.2	13.4	13.4	50.7	69.0
12: Man job money†	4.3	10.0	16.4	43.8	25.5	25.5	69.3	75.9
Women and men adhering to stereotypes								
13: Better if men work, women home	9.8	18.2	22.0	36.8	13.2	13.2	50.0	72.5
14: Man job money, woman home	12.5	22.3	19.9	32.5	12.8	12.8	45.3	71.6
15: Men better at politics than women	11.7	22.8	21.2	32.2	12.2	12.2	44.3	70.6
16: Men entitled to jobs more than women	20.2	32.4	18.5	21.8	7.1	7.1	28.9	59.7
17: Men better pol leaders than women	11.6	20.9	22.1	32.8	12.6	12.6	45.3	70.8
18: College more imp't for boys than girls	26.1	37.0	18.6	13.4	4.9	4.9	18.4	46.2
19: Men better business execs than women	10.7	22.5	23.4	33.0	10.3	10.3	43.4	68.5
Overall (mean)	12.0	24.5	19.0	32.5	11.9	10.8	41.4	61.0

Note: This table reports the standard-question response distribution and three summary indicators for the Prolific 1 (standard) sample. Columns 1–5 give the share of respondents who selected Strongly Disagree (SD), Disagree (D), Neutral (N), Agree (A), or Strongly Agree (SA) for the standard wording of each statement. Column 6 (“Strongly trad.”) reports the share giving a strongly traditional answer, defined as SA for most statements (and SD for statements 5, 6, and 10, marked with *, where disagreement reflects more traditional views). Column 7 (“Trad.”) reports the share giving a traditional answer, defined as SA + A for most statements (and SD + D for statements 5, 6, and 10). Column 8 (“Non-neutral”) reports the share of respondents who gave different responses to the standard and role-reversed versions of each statement. Statements 11 and 12 (marked with †) were added by the authors to isolate the first clause of statements 13 and 14 and allow separate inference about each sex. Statement numbers correspond to the rows of Table 1. The bottom row reports the unweighted average across the 19 statements (each contributing equally).

Table A11: Mean Response by Statement Version: Standard vs. Role-Reversed

Statement	(1) Mean (Standard)	(2) Mean (Role-reversed)	(3) Difference
Women breaking stereotypes			
1: Fam suffers when woman work FT	2.93	1.85	-1.08***
2: Preschool child suffers if mother works	2.89	1.83	-1.06***
3: When mother works for pay, kids suffer	2.70	1.76	-0.94***
4: Wife earns more, problems	2.92	1.74	-1.18***
5: Working mothers good relation w/ kids*	3.64	3.92	+0.28***
6: Acceptable to be a single mother*	3.18	2.92	-0.25***
Women adhering to stereotype			
7: What women really want is kids	3.21	2.61	-0.60***
8: Women need kids to be fulfilled	2.61	2.17	-0.45***
9: Stay-at-home wife fulfilling as working	3.71	2.95	-0.76***
Men adhering to stereotype			
10: Fam suffers bc men work too much*	2.98	3.01	+0.03
11: Better if men work†	3.29	2.19	-1.09***
12: Man job money†	3.76	2.41	-1.35***
Women and men adhering to stereotypes			
13: Better if men work, women home	3.25	2.04	-1.21***
14: Man job money, woman home	3.11	1.88	-1.23***
15: Men better at politics than women	3.10	2.37	-0.73***
16: Men entitled to jobs more than women	2.63	2.03	-0.61***
17: Men better pol leaders than women	3.14	2.38	-0.75***
18: College more impt for boys than girls	2.34	2.17	-0.17***
19: Men better business execs than women	3.10	2.37	-0.72***
Overall (mean)	3.08	2.35	-0.73

Note: This table reports mean agreement (1 = Strongly Disagree to 5 = Strongly Agree) for the Prolific 1 (standard) sample. Column 1 shows the mean response to the *standard* version of each statement; Column 2 shows the mean response to the *role-reversed* version. Column 3 reports the difference, defined as Mean(Role-reversed) – Mean(Standard). Significance is from a paired *t*-test of the within-subject difference. Statement numbers correspond to the statements in Table 1. For all statements, higher agreement indicates more traditional gender attitudes, except for statements 5, 6, and 10 (marked with *), where disagreement reflects more traditional views. Statements 11 and 12 (marked with †) were added by the authors to isolate the first clause of statements 13 and 14 and allow separate inference about each sex. The bottom row reports the unweighted average across the 19 statements. * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$.

Table A12: Response distribution over gender neutral responses

	Fraction of responses				
	SD (1)	D (2)	N (3)	A (4)	SA (5)
Women breaking stereotypes					
1: Fam suffers when woman work FT	0.27	0.54	0.12	0.07	0.01
2: Preschool child suffers if mother works	0.27	0.55	0.11	0.06	0.01
3: When mother works for pay, kids suffer	0.29	0.58	0.08	0.05	0.00
4: Wife earns more, problems	0.28	0.54	0.10	0.07	0.01
5: Working mothers good relation w/ kids*	0.01	0.08	0.08	0.55	0.29
6: Acceptable to be a single mother*	0.09	0.28	0.17	0.31	0.16
Women adhering to stereotype					
7: What women really want is kids	0.11	0.23	0.37	0.25	0.05
8: Women need kids to be fulfilled	0.38	0.37	0.10	0.12	0.03
9: Stay-at-home wife fulfilling as working	0.03	0.14	0.21	0.44	0.19
Men adhering to stereotype					
10: Fam suffers bc men work too much*	0.10	0.29	0.16	0.41	0.03
11: Better if men work [†]	0.15	0.35	0.42	0.08	0.00
12: Man job money [†]	0.09	0.21	0.43	0.25	0.02
Women and men adhering to stereotypes					
13: Better if men work, women home	0.18	0.37	0.39	0.05	0.00
14: Man job money, woman home	0.23	0.42	0.29	0.05	0.01
15: Men better at politics than women	0.13	0.33	0.46	0.07	0.00
16: Men entitled to jobs more than women	0.30	0.47	0.20	0.02	0.00
17: Men better pol leaders than women	0.13	0.27	0.53	0.06	0.01
18: College more impt for boys than girls	0.32	0.44	0.21	0.02	0.01
19: Men better business execs than women	0.12	0.29	0.52	0.06	0.01
Observations	10979	10979	10979	10979	10979

Note: To construct the table we take the respondents in the Prolific 1 (standard) sample who give the exact same answer to both the standard and the role-reversed statements selected, and show the fraction of these respondents who Strongly Disagree (SD), Disagree (D), Neutral (N), Agree (A), or Strongly Agree (SA) with both the standard and the role-reversed statements. Statement numbers correspond to the statements in Table 1. For all statements, higher agreement indicates more traditional gender attitudes, except for statements 5, 6, and 10 (marked with *), where disagreement reflects more traditional views. Statements 11 and 12 (marked with [†]) were added by the authors to isolate the first clause of statements 13 and 14 and allow separate inference about each sex.

A.3 Main Prolific 2 (own views) sample tables

Table A13: Responses to Standard and Role-reversed Statements

	Standard Q					Role-reversed Q					(11) same
	(1) SD	(2) D	(3) N	(4) A	(5) SA	(6) SD	(7) D	(8) N	(9) A	(10) SA	
Women breaking stereotypes											
1: Fam suffers when woman work FT	0.22	0.38	0.16	0.18	0.06	0.32	0.47	0.14	0.06	0.01	0.50
2: Preschool child suffers if mother works	0.21	0.40	0.16	0.19	0.05	0.33	0.50	0.11	0.05	0.01	0.57
3: When mother works for pay, kids suffer	0.24	0.44	0.17	0.13	0.02	0.37	0.49	0.10	0.04	0.01	0.56
4: Wife earns more, problems	0.20	0.39	0.18	0.18	0.05	0.38	0.48	0.10	0.04	0.01	0.51
5: Working mothers good relation w/ kids*	0.02	0.08	0.09	0.45	0.36	0.01	0.06	0.09	0.48	0.34	0.67
6: Acceptable to be a single mother*	0.07	0.15	0.18	0.38	0.21	0.08	0.19	0.22	0.36	0.16	0.70
Women adhering to stereotype											
7: What women really want is kids	0.16	0.24	0.29	0.23	0.08	0.13	0.28	0.36	0.19	0.04	0.53
8: Women need kids to be fulfilled	0.43	0.34	0.10	0.10	0.04	0.38	0.39	0.12	0.08	0.03	0.70
9: Stay-at-home wife fulfilling as working	0.03	0.08	0.25	0.42	0.22	0.08	0.15	0.25	0.37	0.15	0.54
Men adhering to stereotype											
10: Fam suffers bc men work too much*	0.09	0.23	0.23	0.39	0.07	0.17	0.34	0.21	0.23	0.06	0.44
11: Better if men work†	0.14	0.25	0.30	0.23	0.09	0.17	0.37	0.38	0.06	0.02	0.44
12: Man job money†	0.10	0.17	0.23	0.34	0.16	0.14	0.31	0.43	0.11	0.01	0.36
Women and men adhering to stereotypes											
13: Better if men work, women home	0.17	0.26	0.26	0.21	0.09	0.21	0.38	0.35	0.04	0.01	0.42
14: Man job money, woman home	0.23	0.29	0.24	0.18	0.06	0.27	0.41	0.28	0.03	0.01	0.43
15: Men better at politics than women	0.22	0.28	0.23	0.20	0.07	0.14	0.31	0.36	0.14	0.04	0.36
16: Men entitled to jobs more than women	0.33	0.37	0.17	0.10	0.03	0.27	0.43	0.24	0.05	0.02	0.54
17: Men better pol leaders than women	0.21	0.29	0.25	0.18	0.08	0.13	0.28	0.40	0.15	0.04	0.37
18: College more impt for boys than girls	0.39	0.40	0.14	0.05	0.02	0.29	0.40	0.20	0.09	0.03	0.62
19: Men better business execs than women	0.18	0.31	0.30	0.16	0.05	0.11	0.29	0.46	0.11	0.03	0.44
Observations	28367	28367	28367	28367	28367	28367	28367	28367	28367	28367	28367

Note: This table shows the share of respondents in the Prolific 2 (own views) sample who selected Strongly Disagree (SD), Disagree (D), Neutral (N), Agree (A), or Strongly Agree (SA) for the standard statements (columns 1–5) and the role-reversed statements (columns 6–10). Column 11 (“same”) reports the share of respondents who gave the identical response to both versions of the statement. Statement numbers correspond to the statements in Table 1. For all statements, higher agreement indicates more traditional gender attitudes, except for statements 5, 6, and 10 (marked with *), where disagreement reflects more traditional views. Statements 11 and 12 (marked with †) were added by the authors to isolate the first clause of statements 13 and 14 and allow separate inference about each sex.

Table A14: Standard-Question Responses Traditional Summary, and Non-Neutrality

Statement	Standard-question response distribution (%)					Summary indicators (%)		
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
	SD	D	N	A	SA	Strongly trad.	Trad.	Non-neutral
Women breaking stereotypes								
1: Fam suffers when woman work FT	21.9	37.7	16.0	18.3	6.1	6.1	24.4	50.0
2: Preschool child suffers if mother works	20.6	40.1	15.6	18.7	5.0	5.0	23.7	42.9
3: When mother works for pay, kids suffer	24.2	43.7	16.9	13.1	2.0	2.0	15.1	44.3
4: Wife earns more, problems	19.8	39.5	17.7	18.5	4.6	4.6	23.1	49.2
5: Working mothers good relation w/ kids*	2.2	7.8	9.2	44.9	35.9	2.2	10.0	33.0
6: Acceptable to be a single mother*	7.4	15.4	18.2	37.7	21.3	7.4	22.8	30.1
Women adhering to stereotype								
7: What women really want is kids	15.9	24.1	29.5	22.7	7.8	7.8	30.5	46.8
8: Women need kids to be fulfilled	42.7	33.8	10.0	9.8	3.7	3.7	13.5	29.7
9: Stay-at-home wife fulfilling as working	3.2	7.6	25.2	42.5	21.5	21.5	64.0	45.7
Men adhering to stereotype								
10: Fam suffers bc men work too much*	8.8	22.6	22.6	39.2	6.8	8.8	31.4	56.3
11: Better if men work†	14.1	24.6	29.5	22.8	9.0	9.0	31.7	56.1
12: Man job money†	9.9	16.7	23.4	34.0	15.9	15.9	49.9	63.6
Women and men adhering to stereotypes								
13: Better if men work, women home	17.4	26.1	26.1	21.0	9.4	9.4	30.4	57.5
14: Man job money, woman home	22.6	29.3	23.7	17.9	6.4	6.4	24.3	56.7
15: Men better at politics than women	21.9	28.3	22.9	19.8	7.2	7.2	26.9	64.2
16: Men entitled to jobs more than women	32.8	36.6	17.1	10.0	3.5	3.5	13.5	46.1
17: Men better pol leaders than women	21.0	28.8	24.9	17.5	7.7	7.7	25.3	62.6
18: College more imp't for boys than girls	38.9	39.7	14.5	5.0	1.9	1.9	6.9	38.2
19: Men better business execs than women	17.9	30.9	29.7	16.1	5.3	5.3	21.4	56.1
Overall (mean)	19.1	28.1	20.7	22.6	9.5	7.1	25.7	48.9

Note: This table reports the standard-question response distribution and three summary indicators for the Prolific 2 (own views) sample. Columns 1–5 give the share of respondents who selected Strongly Disagree (SD), Disagree (D), Neutral (N), Agree (A), or Strongly Agree (SA) for the standard wording of each statement. Column 6 (“Strongly trad.”) reports the share giving a strongly traditional answer, defined as SA for most statements (and SD for statements 5, 6, and 10, marked with *, where disagreement reflects more traditional views). Column 7 (“Trad.”) reports the share giving a traditional answer, defined as SA + A for most statements (and SD + D for statements 5, 6, and 10). Column 8 (“Non-neutral”) reports the share of respondents who gave different responses to the standard and role-reversed versions of each statement. Statements 11 and 12 (marked with †) were added by the authors to isolate the first clause of statements 13 and 14 and allow separate inference about each sex. Statement numbers correspond to the rows of Table 1. The bottom row reports the unweighted average across the 19 statements (each contributing equally).

Table A15: Mean Response by Statement Version: Standard vs. Role-Reversed

Statement	(1) Mean (Standard)	(2) Mean (Role-reversed)	(3) Difference
Women breaking stereotypes			
1: Fam suffers when woman work FT	2.49	1.98	-0.51***
2: Preschool child suffers if mother works	2.47	1.92	-0.56***
3: When mother works for pay, kids suffer	2.25	1.83	-0.42***
4: Wife earns more, problems	2.49	1.81	-0.67***
5: Working mothers good relation w/ kids*	4.04	4.07	+0.03
6: Acceptable to be a single mother*	3.50	3.33	-0.17***
Women adhering to stereotype			
7: What women really want is kids	2.82	2.73	-0.09***
8: Women need kids to be fulfilled	1.98	1.98	+0.00
9: Stay-at-home wife fulfilling as working	3.71	3.38	-0.34***
Men adhering to stereotype			
10: Fam suffers bc men work too much*	3.13	2.66	-0.47***
11: Better if men work†	2.88	2.39	-0.48***
12: Man job money†	3.29	2.55	-0.75***
Women and men adhering to stereotypes			
13: Better if men work, women home	2.79	2.26	-0.53***
14: Man job money, woman home	2.56	2.08	-0.48***
15: Men better at politics than women	2.62	2.63	+0.01
16: Men entitled to jobs more than women	2.15	2.11	-0.03
17: Men better pol leaders than women	2.62	2.69	+0.07
18: College more impt for boys than girls	1.91	2.18	+0.27***
19: Men better business execs than women	2.60	2.67	+0.07*
Overall (mean)	2.75	2.49	-0.27

Note: This table reports mean agreement (1 = Strongly Disagree to 5 = Strongly Agree) for the Prolific 2 (own views) sample. Column 1 shows the mean response to the *standard* version of each statement; Column 2 shows the mean response to the *role-reversed* version. Column 3 reports the difference, defined as Mean(Role-reversed) – Mean(Standard). Significance is from a paired *t*-test of the within-subject difference. Statement numbers correspond to the statements in Table 1. For all statements, higher agreement indicates more traditional gender attitudes, except for statements 5, 6, and 10 (marked with *), where disagreement reflects more traditional views. Statements 11 and 12 (marked with †) were added by the authors to isolate the first clause of statements 13 and 14 and allow separate inference about each sex. The bottom row reports the unweighted average across the 19 statements. * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$.

Table A16: Response distribution over gender neutral responses

	Fraction of responses				
	SD (1)	D (2)	N (3)	A (4)	SA (5)
Women breaking stereotypes					
1: Fam suffers when woman work FT	0.30	0.53	0.10	0.06	0.01
2: Preschool child suffers if mother works	0.30	0.53	0.11	0.06	0.01
3: When mother works for pay, kids suffer	0.34	0.55	0.08	0.04	0.00
4: Wife earns more, problems	0.32	0.54	0.10	0.03	0.00
5: Working mothers good relation w/ kids*	0.01	0.04	0.05	0.51	0.39
6: Acceptable to be a single mother*	0.07	0.16	0.20	0.38	0.19
Women adhering to stereotype					
7: What women really want is kids	0.16	0.26	0.36	0.18	0.05
8: Women need kids to be fulfilled	0.48	0.36	0.07	0.06	0.03
9: Stay-at-home wife fulfilling as working	0.02	0.05	0.26	0.47	0.20
Men adhering to stereotype					
10: Fam suffers bc men work too much*	0.14	0.28	0.22	0.32	0.04
11: Better if men work [†]	0.16	0.32	0.43	0.07	0.02
12: Man job money [†]	0.13	0.24	0.44	0.16	0.02
Women and men adhering to stereotypes					
13: Better if men work, women home	0.20	0.36	0.38	0.05	0.01
14: Man job money, woman home	0.27	0.42	0.28	0.03	0.00
15: Men better at politics than women	0.16	0.33	0.46	0.04	0.01
16: Men entitled to jobs more than women	0.34	0.44	0.18	0.04	0.00
17: Men better pol leaders than women	0.13	0.29	0.52	0.04	0.01
18: College more impt for boys than girls	0.38	0.44	0.16	0.01	0.01
19: Men better business execs than women	0.13	0.29	0.54	0.04	0.01
Observations	14496	14496	14496	14496	14496

Note: To construct the table we take the respondents in the Prolific 2 (own views) sample who give the exact same answer to both the standard and the role-reversed statements selected, and show the fraction of these respondents who Strongly Disagree (SD), Disagree (D), Neutral (N), Agree (A), or Strongly Agree (SA) with both the standard and the role-reversed statements. Statement numbers correspond to the statements in Table 1. For all statements, higher agreement indicates more traditional gender attitudes, except for statements 5, 6, and 10 (marked with *), where disagreement reflects more traditional views. Statements 11 and 12 (marked with [†]) were added by the authors to isolate the first clause of statements 13 and 14 and allow separate inference about each sex.

A.4 Main Prolific 2 (societal views) sample tables

Table A17: Responses to Standard and Role-reversed Statements

	Standard Q					Role-reversed Q					(11) same
	(1) SD	(2) D	(3) N	(4) A	(5) SA	(6) SD	(7) D	(8) N	(9) A	(10) SA	
Women breaking stereotypes											
1: Fam suffers when woman work FT	0.12	0.28	0.16	0.34	0.09	0.34	0.49	0.10	0.06	0.01	0.33
2: Preschool child suffers if mother works	0.13	0.31	0.16	0.33	0.08	0.34	0.51	0.10	0.04	0.01	0.37
3: When mother works for pay, kids suffer	0.15	0.35	0.18	0.26	0.06	0.39	0.50	0.07	0.04	0.01	0.41
4: Wife earns more, problems	0.12	0.30	0.17	0.33	0.09	0.36	0.50	0.08	0.05	0.01	0.36
5: Working mothers good relation w/ kids*	0.05	0.21	0.11	0.41	0.22	0.02	0.11	0.12	0.51	0.24	0.58
6: Acceptable to be a single mother*	0.10	0.28	0.16	0.34	0.12	0.12	0.33	0.18	0.29	0.09	0.56
Women adhering to stereotype											
7: What women really want is kids	0.08	0.17	0.24	0.38	0.13	0.13	0.32	0.28	0.21	0.05	0.40
8: Women need kids to be fulfilled	0.24	0.27	0.14	0.27	0.09	0.26	0.41	0.15	0.16	0.03	0.54
9: Stay-at-home wife fulfilling as working	0.03	0.11	0.20	0.47	0.19	0.16	0.32	0.18	0.26	0.08	0.37
Men adhering to stereotype											
10: Fam suffers bc men work too much*	0.08	0.27	0.21	0.39	0.05	0.10	0.26	0.18	0.38	0.08	0.40
11: Better if men work†	0.07	0.16	0.22	0.39	0.15	0.19	0.49	0.25	0.06	0.01	0.28
12: Man job money†	0.04	0.09	0.13	0.47	0.27	0.19	0.39	0.31	0.09	0.01	0.21
Women and men adhering to stereotypes											
13: Better if men work, women home	0.08	0.18	0.19	0.38	0.16	0.27	0.47	0.21	0.05	0.01	0.27
14: Man job money, woman home	0.12	0.19	0.19	0.36	0.14	0.38	0.43	0.15	0.03	0.01	0.27
15: Men better at politics than women	0.12	0.18	0.20	0.37	0.13	0.19	0.43	0.25	0.11	0.03	0.25
16: Men entitled to jobs more than women	0.20	0.28	0.19	0.25	0.08	0.25	0.49	0.20	0.05	0.01	0.40
17: Men better pol leaders than women	0.11	0.18	0.21	0.35	0.15	0.19	0.42	0.29	0.09	0.02	0.26
18: College more impt for boys than girls	0.23	0.36	0.20	0.17	0.04	0.23	0.46	0.22	0.07	0.02	0.49
19: Men better business execs than women	0.11	0.20	0.24	0.31	0.14	0.16	0.39	0.33	0.10	0.02	0.29
Observations	28576	28576	28576	28576	28576	28576	28576	28576	28576	28576	28576

Note: This table shows the share of respondents in the Prolific 2 (societal views) sample who selected Strongly Disagree (SD), Disagree (D), Neutral (N), Agree (A), or Strongly Agree (SA) for the standard statements (columns 1–5) and the role-reversed statements (columns 6–10). Column 11 (“same”) reports the share of respondents who gave the identical response to both versions of the statement. Statement numbers correspond to the statements in Table 1. For all statements, higher agreement indicates more traditional gender attitudes, except for statements 5, 6, and 10 (marked with *), where disagreement reflects more traditional views. Statements 11 and 12 (marked with †) were added by the authors to isolate the first clause of statements 13 and 14 and allow separate inference about each sex.

Table A18: Standard-Question Responses Traditional Summary, and Non-Neutrality

Statement	Standard-question response distribution (%)					Summary indicators (%)		
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
	SD	D	N	A	SA	Strongly trad.	Trad.	Non-neutral
Women breaking stereotypes								
1: Fam suffers when woman work FT	12.3	27.9	16.3	34.4	9.1	9.1	43.6	67.0
2: Preschool child suffers if mother works	12.8	30.6	16.3	32.6	7.6	7.6	40.3	62.6
3: When mother works for pay, kids suffer	15.2	35.0	17.7	25.6	6.4	6.4	32.0	58.9
4: Wife earns more, problems	11.8	29.7	16.7	33.0	8.8	8.8	41.8	63.9
5: Working mothers good relation w/ kids*	4.5	20.8	11.3	41.4	21.9	4.5	25.3	42.5
6: Acceptable to be a single mother*	10.3	28.1	15.9	33.9	11.8	10.3	38.4	44.1
Women adhering to stereotype								
7: What women really want is kids	8.2	17.0	23.5	38.4	13.0	13.0	51.3	60.4
8: Women need kids to be fulfilled	23.7	26.9	13.8	27.0	8.6	8.6	35.6	46.1
9: Stay-at-home wife fulfilling as working	2.9	11.4	19.7	46.9	19.1	19.1	66.0	63.1
Men adhering to stereotype								
10: Fam suffers bc men work too much*	8.4	27.1	21.0	38.6	4.9	8.4	35.5	59.6
11: Better if men work [†]	7.0	16.5	22.4	39.4	14.6	14.6	54.1	72.1
12: Man job money [†]	4.1	9.0	13.2	46.7	27.0	27.0	73.7	78.7
Women and men adhering to stereotypes								
13: Better if men work, women home	8.1	18.4	19.4	38.0	16.1	16.1	54.1	72.9
14: Man job money, woman home	11.9	19.5	18.9	35.8	14.0	14.0	49.7	73.2
15: Men better at politics than women	11.7	18.2	20.5	37.0	12.7	12.7	49.7	74.6
16: Men entitled to jobs more than women	19.9	28.5	19.2	24.9	7.6	7.6	32.4	59.5
17: Men better pol leaders than women	10.6	18.4	20.9	35.1	15.0	15.0	50.1	73.9
18: College more imp't for boys than girls	23.1	36.0	20.0	16.7	4.3	4.3	20.9	50.5
19: Men better business execs than women	10.6	20.1	23.8	31.4	14.2	14.2	45.5	70.7
Overall (mean)	11.4	23.1	18.4	34.6	12.5	11.6	44.2	62.9

Note: This table reports the standard-question response distribution and three summary indicators for the Prolific 2 (societal views) sample. Columns 1–5 give the share of respondents who selected Strongly Disagree (SD), Disagree (D), Neutral (N), Agree (A), or Strongly Agree (SA) for the standard wording of each statement. Column 6 (“Strongly trad.”) reports the share giving a strongly traditional answer, defined as SA for most statements (and SD for statements 5, 6, and 10, marked with *, where disagreement reflects more traditional views). Column 7 (“Trad.”) reports the share giving a traditional answer, defined as SA + A for most statements (and SD + D for statements 5, 6, and 10). Column 8 (“Non-neutral”) reports the share of respondents who gave different responses to the standard and role-reversed versions of each statement. Statements 11 and 12 (marked with [†]) were added by the authors to isolate the first clause of statements 13 and 14 and allow separate inference about each sex. Statement numbers correspond to the rows of Table 1. The bottom row reports the unweighted average across the 19 statements (each contributing equally).

Table A19: Mean Response by Statement Version: Standard vs. Role-Reversed

Statement	(1) Mean (Standard)	(2) Mean (Role-reversed)	(3) Difference
Women breaking stereotypes			
1: Fam suffers when woman work FT	3.00	1.92	-1.09***
2: Preschool child suffers if mother works	2.92	1.86	-1.06***
3: When mother works for pay, kids suffer	2.73	1.77	-0.96***
4: Wife earns more, problems	2.97	1.84	-1.13***
5: Working mothers good relation w/ kids*	3.55	3.86	+0.30***
6: Acceptable to be a single mother*	3.09	2.91	-0.18***
Women adhering to stereotype			
7: What women really want is kids	3.31	2.73	-0.58***
8: Women need kids to be fulfilled	2.70	2.31	-0.39***
9: Stay-at-home wife fulfilling as working	3.68	2.78	-0.90***
Men adhering to stereotype			
10: Fam suffers bc men work too much*	3.04	3.07	+0.03
11: Better if men work†	3.38	2.21	-1.17***
12: Man job money†	3.83	2.35	-1.48***
Women and men adhering to stereotypes			
13: Better if men work, women home	3.36	2.05	-1.31***
14: Man job money, woman home	3.20	1.86	-1.34***
15: Men better at politics than women	3.21	2.35	-0.86***
16: Men entitled to jobs more than women	2.72	2.09	-0.63***
17: Men better pol leaders than women	3.26	2.35	-0.91***
18: College more imp't for boys than girls	2.43	2.20	-0.23***
19: Men better business execs than women	3.18	2.42	-0.76***
Overall (mean)	3.14	2.36	-0.77

Note: This table reports mean agreement (1 = Strongly Disagree to 5 = Strongly Agree) for the Prolific 2 (societal views) sample. Column 1 shows the mean response to the *standard* version of each statement; Column 2 shows the mean response to the *role-reversed* version. Column 3 reports the difference, defined as Mean(Role-reversed) – Mean(Standard). Significance is from a paired *t*-test of the within-subject difference. Statement numbers correspond to the statements in Table 1. For all statements, higher agreement indicates more traditional gender attitudes, except for statements 5, 6, and 10 (marked with *), where disagreement reflects more traditional views. Statements 11 and 12 (marked with †) were added by the authors to isolate the first clause of statements 13 and 14 and allow separate inference about each sex. The bottom row reports the unweighted average across the 19 statements. * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$.

Table A20: Response distribution over gender neutral responses

	Fraction of responses				
	SD (1)	D (2)	N (3)	A (4)	SA (5)
Women breaking stereotypes					
1: Fam suffers when woman work FT	0.28	0.51	0.11	0.09	0.01
2: Preschool child suffers if mother works	0.27	0.55	0.12	0.06	0.01
3: When mother works for pay, kids suffer	0.31	0.56	0.09	0.04	0.01
4: Wife earns more, problems	0.24	0.56	0.10	0.08	0.01
5: Working mothers good relation w/ kids*	0.01	0.10	0.08	0.53	0.28
6: Acceptable to be a single mother*	0.08	0.30	0.15	0.35	0.11
Women adhering to stereotype					
7: What women really want is kids	0.11	0.22	0.32	0.29	0.07
8: Women need kids to be fulfilled	0.33	0.36	0.11	0.17	0.04
9: Stay-at-home wife fulfilling as working	0.04	0.14	0.20	0.46	0.15
Men adhering to stereotype					
10: Fam suffers bc men work too much*	0.09	0.25	0.17	0.45	0.04
11: Better if men work [†]	0.13	0.36	0.38	0.12	0.01
12: Man job money [†]	0.13	0.19	0.40	0.25	0.04
Women and men adhering to stereotypes					
13: Better if men work, women home	0.14	0.42	0.34	0.09	0.01
14: Man job money, woman home	0.26	0.42	0.24	0.06	0.01
15: Men better at politics than women	0.12	0.31	0.47	0.08	0.02
16: Men entitled to jobs more than women	0.26	0.47	0.21	0.06	0.00
17: Men better pol leaders than women	0.10	0.30	0.55	0.05	0.01
18: College more impt for boys than girls	0.29	0.46	0.22	0.02	0.01
19: Men better business execs than women	0.11	0.27	0.54	0.07	0.01
Observations	10611	10611	10611	10611	10611

Note: To construct the table we take the respondents in the Prolific 2 (societal views) sample who give the exact same answer to both the standard and the role-reversed statements selected, and show the fraction of these respondents who Strongly Disagree (SD), Disagree (D), Neutral (N), Agree (A), or Strongly Agree (SA) with both the standard and the role-reversed statements. Statement numbers correspond to the statements in Table 1. For all statements, higher agreement indicates more traditional gender attitudes, except for statements 5, 6, and 10 (marked with *), where disagreement reflects more traditional views. Statements 11 and 12 (marked with [†]) were added by the authors to isolate the first clause of statements 13 and 14 and allow separate inference about each sex.

B Robustness: Representative-Sample Demographic Splits

B.1 Result 1 by demographic split

Table B1: Standard-Question Response Distribution, Traditional Summary, and Non-Neutrality — Men

Statement	<i>Standard-question response distribution (%)</i>					<i>Summary indicators (%)</i>		
	(1)	(2)	(3)	(4)	(5)	(6) Strongly trad.	(7) Trad.	(8) Non- neutral
Women breaking stereotypes								
1: Fam suffers when woman work FT	10.9	32.9	30.2	22.0	4.0	4.0	26.0	52.6
2: Preschool child suffers if mother works	10.1	37.1	25.7	23.1	3.9	3.9	27.0	52.0
3: When mother works for pay, kids suffer	12.3	38.7	29.7	16.7	2.6	2.6	19.3	50.1
4: Wife earns more, problems	11.5	38.7	31.0	15.4	3.4	3.4	18.8	46.2
5: Working mothers good relation w/ kids*	2.9	17.0	18.3	45.1	16.7	2.9	19.9	39.0
6: Acceptable to be a single mother*	7.9	25.5	27.7	30.5	8.3	7.9	33.4	36.9
Women adhering to stereotype								
7: What women really want is kids	7.0	19.7	41.9	26.6	4.8	4.8	31.4	50.4
8: Women need kids to be fulfilled	20.7	34.8	26.2	14.9	3.4	3.4	18.3	37.4
9: Stay-at-home wife fulfilling as working	2.4	10.3	36.8	38.4	12.0	12.0	50.4	50.8
Men adhering to stereotype								
10: Fam suffers bc men work too much*	4.5	21.8	33.4	36.3	4.0	4.5	26.2	52.5
11: Better if men work [†]	8.5	22.0	39.4	24.1	6.0	6.0	30.2	54.7
12: Man job money [†]	4.7	11.2	27.5	41.8	14.7	14.7	56.6	66.3
Women and men adhering to stereotypes								
13: Better if men work, women home	9.2	24.4	35.9	23.4	7.1	7.1	30.5	59.3
14: Man job money, woman home	11.4	26.9	33.5	21.8	6.4	6.4	28.2	58.8
15: Men better at politics than women	10.1	26.5	37.5	20.4	5.4	5.4	25.8	55.9
16: Men entitled to jobs more than women	20.1	35.8	29.9	11.4	2.9	2.9	14.3	45.3
17: Men better pol leaders than women	11.0	24.4	40.6	19.5	4.6	4.6	24.0	52.9
18: College more imp't for boys than girls	18.8	39.2	32.9	7.5	1.7	1.7	9.2	38.3
19: Men better business execs than women	9.8	27.0	40.6	18.2	4.4	4.4	22.6	51.8
Overall (mean)	10.2	27.1	32.6	24.1	6.1	5.4	27.0	50.1

Note: This table reports the standard-question response distribution and three summary indicators for Men in the Representative sample. Columns 1–5 give the survey-weighted share of respondents who selected Strongly Disagree (SD), Disagree (D), Neutral (N), Agree (A), or Strongly Agree (SA) for the standard wording of each statement. Column 6 (“Strongly trad.”) reports the share giving a strongly traditional answer, defined as SA for most statements (and SD for statements 5, 6, and 10, marked with *, where disagreement reflects more traditional views). Column 7 (“Trad.”) reports the share giving a traditional answer, defined as SA + A for most statements (and SD + D for statements 5, 6, and 10). Column 8 (“Non-neutral”) reports the share of respondents who gave different responses to the standard and role-reversed versions of each statement. Statements 11 and 12 (marked with [†]) were added by the authors to isolate the first clause of statements 13 and 14 and allow separate inference about each sex. Statement numbers correspond to the rows of Table 1. The bottom row reports the unweighted average across the 19 statements (each contributing equally).

Table B2: Standard-Question Response Distribution, Traditional Summary, and Non-Neutrality — Women

Statement	Standard-question response distribution (%)					Summary indicators (%)		
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
	SD	D	N	A	SA	Strongly trad.	Trad.	Non-neutral
Women breaking stereotypes								
1: Fam suffers when woman work FT	14.7	35.6	21.9	23.3	4.5	4.5	27.8	52.4
2: Preschool child suffers if mother works	15.0	40.5	21.3	20.5	2.6	2.6	23.1	46.6
3: When mother works for pay, kids suffer	18.2	39.8	23.8	16.1	2.1	2.1	18.1	47.2
4: Wife earns more, problems	11.3	30.1	28.3	25.1	5.1	5.1	30.2	53.5
5: Working mothers good relation w/ kids*	2.5	11.1	16.0	45.8	24.7	2.5	13.5	37.9
6: Acceptable to be a single mother*	6.8	19.4	25.9	35.5	12.4	6.8	26.2	36.6
Women adhering to stereotype								
7: What women really want is kids	9.0	25.2	36.1	23.1	6.5	6.5	29.7	53.0
8: Women need kids to be fulfilled	30.7	36.0	19.3	10.2	3.7	3.7	13.9	38.7
9: Stay-at-home wife fulfilling as working	2.6	12.5	32.0	36.2	16.6	16.6	52.8	50.0
Men adhering to stereotype								
10: Fam suffers bc men work too much*	5.3	26.6	30.3	34.4	3.4	5.3	31.9	52.6
11: Better if men work [†]	10.2	25.5	33.8	24.2	6.3	6.3	30.5	57.5
12: Man job money [†]	6.0	13.1	28.8	35.8	16.4	16.4	52.1	64.4
Women and men adhering to stereotypes								
13: Better if men work, women home	11.3	26.0	32.1	22.9	7.7	7.7	30.6	58.6
14: Man job money, woman home	17.8	28.9	26.7	19.9	6.7	6.7	26.6	59.5
15: Men better at politics than women	15.6	29.5	31.7	20.0	3.2	3.2	23.2	59.9
16: Men entitled to jobs more than women	26.4	32.8	26.1	11.8	2.9	2.9	14.7	50.6
17: Men better pol leaders than women	15.8	28.1	31.6	19.4	5.2	5.2	24.6	61.2
18: College more impt for boys than girls	27.4	37.5	24.9	7.4	2.7	2.7	10.1	41.3
19: Men better business execs than women	16.6	32.8	29.7	16.5	4.4	4.4	20.9	59.1
Overall (mean)	13.9	27.9	27.4	23.6	7.2	5.8	26.4	51.6

Note: This table reports the standard-question response distribution and three summary indicators for Women in the Representative sample. Columns 1–5 give the survey-weighted share of respondents who selected Strongly Disagree (SD), Disagree (D), Neutral (N), Agree (A), or Strongly Agree (SA) for the standard wording of each statement. Column 6 (“Strongly trad.”) reports the share giving a strongly traditional answer, defined as SA for most statements (and SD for statements 5, 6, and 10, marked with *, where disagreement reflects more traditional views). Column 7 (“Trad.”) reports the share giving a traditional answer, defined as SA + A for most statements (and SD + D for statements 5, 6, and 10). Column 8 (“Non-neutral”) reports the share of respondents who gave different responses to the standard and role-reversed versions of each statement. Statements 11 and 12 (marked with [†]) were added by the authors to isolate the first clause of statements 13 and 14 and allow separate inference about each sex. Statement numbers correspond to the rows of Table 1. The bottom row reports the unweighted average across the 19 statements (each contributing equally).

Table B3: Standard-Question Response Distribution, Traditional Summary, and Non-Neutrality — older generations (Boomers and Gen X)

Statement	Standard-question response distribution (%)					Summary indicators (%)		
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
	SD	D	N	A	SA	Strongly trad.	Trad.	Non-neutral
Women breaking stereotypes								
1: Fam suffers when woman work FT	11.6	36.7	25.7	22.9	3.0	3.0	26.0	55.4
2: Preschool child suffers if mother works	11.5	40.8	22.9	22.3	2.5	2.5	24.8	51.3
3: When mother works for pay, kids suffer	14.9	42.9	25.0	15.9	1.3	1.3	17.2	50.3
4: Wife earns more, problems	9.8	37.3	30.2	20.1	2.7	2.7	22.7	50.3
5: Working mothers good relation w/ kids*	1.9	14.0	14.2	51.0	19.0	1.9	15.8	37.8
6: Acceptable to be a single mother*	6.3	21.7	25.8	37.4	8.7	6.3	28.1	38.1
Women adhering to stereotype								
7: What women really want is kids	6.4	24.7	41.7	23.6	3.6	3.6	27.3	51.7
8: Women need kids to be fulfilled	23.7	40.8	22.4	11.0	2.1	2.1	13.1	38.1
9: Stay-at-home wife fulfilling as working	1.6	12.9	34.5	39.0	12.0	12.0	51.0	52.3
Men adhering to stereotype								
10: Fam suffers bc men work too much*	4.3	25.0	32.1	36.2	2.4	4.3	29.2	50.9
11: Better if men work [†]	8.8	25.1	35.7	25.6	4.8	4.8	30.4	57.3
12: Man job money [†]	4.0	11.9	26.8	43.8	13.5	13.5	57.3	66.7
Women and men adhering to stereotypes								
13: Better if men work, women home	9.9	26.9	33.1	24.5	5.6	5.6	30.1	60.8
14: Man job money, woman home	15.2	31.8	28.6	19.9	4.5	4.5	24.4	61.1
15: Men better at politics than women	12.2	30.4	33.3	21.1	3.0	3.0	24.1	58.1
16: Men entitled to jobs more than women	22.8	37.3	26.6	11.3	1.9	1.9	13.2	48.0
17: Men better pol leaders than women	12.4	29.0	36.0	19.4	3.1	3.1	22.5	56.9
18: College more impt for boys than girls	23.2	42.6	25.8	6.8	1.6	1.6	8.4	38.7
19: Men better business execs than women	12.3	33.5	33.4	18.0	2.8	2.8	20.8	56.6
Overall (mean)	11.2	29.8	29.1	24.7	5.2	4.2	25.6	51.6

Note: This table reports the standard-question response distribution and three summary indicators for older generations (Boomers and Gen X) in the Representative sample. Columns 1–5 give the survey-weighted share of respondents who selected Strongly Disagree (SD), Disagree (D), Neutral (N), Agree (A), or Strongly Agree (SA) for the standard wording of each statement. Column 6 (“Strongly trad.”) reports the share giving a strongly traditional answer, defined as SA for most statements (and SD for statements 5, 6, and 10, marked with *, where disagreement reflects more traditional views). Column 7 (“Trad.”) reports the share giving a traditional answer, defined as SA + A for most statements (and SD + D for statements 5, 6, and 10). Column 8 (“Non-neutral”) reports the share of respondents who gave different responses to the standard and role-reversed versions of each statement. Statements 11 and 12 (marked with [†]) were added by the authors to isolate the first clause of statements 13 and 14 and allow separate inference about each sex. Statement numbers correspond to the rows of Table 1. The bottom row reports the unweighted average across the 19 statements (each contributing equally).

Table B4: Standard-Question Response Distribution, Traditional Summary, and Non-Neutrality — younger generations (Millennials and Gen Z)

Statement	Standard-question response distribution (%)					Summary indicators (%)		
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
	SD	D	N	A	SA	Strongly trad.	Trad.	Non-neutral
Women breaking stereotypes								
1: Fam suffers when woman work FT	14.3	31.1	26.3	22.4	5.9	5.9	28.3	48.7
2: Preschool child suffers if mother works	14.1	36.3	24.3	21.1	4.2	4.2	25.3	46.6
3: When mother works for pay, kids suffer	15.9	34.5	29.0	17.1	3.7	3.7	20.7	46.3
4: Wife earns more, problems	13.6	30.4	28.9	20.8	6.4	6.4	27.1	49.3
5: Working mothers good relation w/ kids*	3.7	14.0	20.9	38.3	23.1	3.7	17.7	39.3
6: Acceptable to be a single mother*	8.6	23.3	28.0	27.4	12.7	8.6	31.9	35.1
Women adhering to stereotype								
7: What women really want is kids	10.1	19.8	35.3	26.4	8.4	8.4	34.8	51.8
8: Women need kids to be fulfilled	28.6	28.4	23.0	14.4	5.5	5.5	19.9	38.0
9: Stay-at-home wife fulfilling as working	3.8	9.5	34.2	35.0	17.5	17.5	52.5	47.8
Men adhering to stereotype								
10: Fam suffers bc men work too much*	5.8	23.2	31.4	34.2	5.4	5.8	29.0	54.7
11: Better if men work†	10.1	22.0	37.6	22.3	8.0	8.0	30.3	54.6
12: Man job money†	7.1	12.5	29.9	32.1	18.2	18.2	50.4	63.5
Women and men adhering to stereotypes								
13: Better if men work, women home	10.7	22.9	35.2	21.4	9.8	9.8	31.2	56.6
14: Man job money, woman home	13.9	22.9	31.9	22.2	9.1	9.1	31.3	56.6
15: Men better at politics than women	13.8	25.0	36.2	19.0	5.9	5.9	25.0	57.7
16: Men entitled to jobs more than women	24.0	30.3	29.6	12.0	4.1	4.1	16.1	48.0
17: Men better pol leaders than women	14.8	22.6	35.9	19.4	7.2	7.2	26.6	57.5
18: College more impt for boys than girls	23.2	32.7	32.7	8.3	3.0	3.0	11.4	41.4
19: Men better business execs than women	14.6	25.3	37.1	16.5	6.5	6.5	23.0	54.1
Overall (mean)	13.2	24.6	30.9	22.6	8.7	7.5	28.0	49.9

Note: This table reports the standard-question response distribution and three summary indicators for younger generations (Millennials and Gen Z) in the Representative sample. Columns 1–5 give the survey-weighted share of respondents who selected Strongly Disagree (SD), Disagree (D), Neutral (N), Agree (A), or Strongly Agree (SA) for the standard wording of each statement. Column 6 (“Strongly trad.”) reports the share giving a strongly traditional answer, defined as SA for most statements (and SD for statements 5, 6, and 10, marked with *, where disagreement reflects more traditional views). Column 7 (“Trad.”) reports the share giving a traditional answer, defined as SA + A for most statements (and SD + D for statements 5, 6, and 10). Column 8 (“Non-neutral”) reports the share of respondents who gave different responses to the standard and role-reversed versions of each statement. Statements 11 and 12 (marked with †) were added by the authors to isolate the first clause of statements 13 and 14 and allow separate inference about each sex. Statement numbers correspond to the rows of Table 1. The bottom row reports the unweighted average across the 19 statements (each contributing equally).

Table B5: Standard-Question Response Distribution, Traditional Summary, and Non-Neutrality — Republicans

Statement	Standard-question response distribution (%)					Summary indicators (%)		
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
	SD	D	N	A	SA	Strongly trad.	Trad.	Non-neutral
Women breaking stereotypes								
1: Fam suffers when woman work FT	9.7	33.7	27.9	24.0	4.7	4.7	28.7	57.1
2: Preschool child suffers if mother works	9.9	40.4	22.0	24.2	3.5	3.5	27.7	51.5
3: When mother works for pay, kids suffer	11.7	40.1	28.8	17.2	2.2	2.2	19.5	52.2
4: Wife earns more, problems	10.2	40.2	28.8	18.2	2.5	2.5	20.7	48.9
5: Working mothers good relation w/ kids*	2.7	15.6	17.6	46.5	17.6	2.7	18.3	38.7
6: Acceptable to be a single mother*	8.5	25.5	29.1	30.3	6.6	8.5	34.0	36.7
Women adhering to stereotype								
7: What women really want is kids	4.0	19.9	43.0	27.6	5.5	5.5	33.2	54.4
8: Women need kids to be fulfilled	19.5	40.7	25.9	11.1	2.8	2.8	13.9	34.8
9: Stay-at-home wife fulfilling as working	2.2	9.8	32.3	38.6	17.1	17.1	55.7	51.5
Men adhering to stereotype								
10: Fam suffers bc men work too much*	4.5	24.4	32.5	36.1	2.5	4.5	28.9	48.8
11: Better if men work†	5.6	21.5	37.9	28.9	6.1	6.1	34.9	58.1
12: Man job money†	2.6	10.4	25.6	45.0	16.3	16.3	61.3	70.0
Women and men adhering to stereotypes								
13: Better if men work, women home	4.4	24.0	35.9	27.2	8.6	8.6	35.8	62.4
14: Man job money, woman home	8.2	27.6	34.4	22.9	7.0	7.0	29.9	60.5
15: Men better at politics than women	8.2	23.3	36.0	27.1	5.4	5.4	32.5	57.5
16: Men entitled to jobs more than women	17.9	37.4	31.7	10.5	2.5	2.5	13.1	44.9
17: Men better pol leaders than women	6.1	23.3	40.3	24.4	5.9	5.9	30.3	55.2
18: College more impt for boys than girls	20.2	41.9	29.9	6.4	1.5	1.5	8.0	37.0
19: Men better business execs than women	8.6	28.5	39.2	19.7	3.9	3.9	23.6	52.9
Overall (mean)	8.7	27.8	31.5	25.6	6.4	5.9	28.9	51.2

Note: This table reports the standard-question response distribution and three summary indicators for Republicans in the Representative sample. Columns 1–5 give the survey-weighted share of respondents who selected Strongly Disagree (SD), Disagree (D), Neutral (N), Agree (A), or Strongly Agree (SA) for the standard wording of each statement. Column 6 (“Strongly trad.”) reports the share giving a strongly traditional answer, defined as SA for most statements (and SD for statements 5, 6, and 10, marked with *, where disagreement reflects more traditional views). Column 7 (“Trad.”) reports the share giving a traditional answer, defined as SA + A for most statements (and SD + D for statements 5, 6, and 10). Column 8 (“Non-neutral”) reports the share of respondents who gave different responses to the standard and role-reversed versions of each statement. Statements 11 and 12 (marked with †) were added by the authors to isolate the first clause of statements 13 and 14 and allow separate inference about each sex. Statement numbers correspond to the rows of Table 1. The bottom row reports the unweighted average across the 19 statements (each contributing equally).

Table B6: Standard-Question Response Distribution, Traditional Summary, and Non-Neutrality — Democrats

Statement	Standard-question response distribution (%)					Summary indicators (%)		
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
	SD	D	N	A	SA	Strongly trad.	Trad.	Non-neutral
Women breaking stereotypes								
1: Fam suffers when woman work FT	17.8	37.5	21.0	19.8	3.9	3.9	23.7	49.6
2: Preschool child suffers if mother works	16.6	42.0	18.1	20.8	2.6	2.6	23.3	46.6
3: When mother works for pay, kids suffer	21.2	41.4	19.0	15.7	2.7	2.7	18.4	46.8
4: Wife earns more, problems	13.6	30.4	27.1	22.9	6.1	6.1	28.9	53.2
5: Working mothers good relation w/ kids*	2.4	12.0	13.1	45.9	26.6	2.4	14.4	36.6
6: Acceptable to be a single mother*	5.6	21.5	21.9	35.8	15.3	5.6	27.0	38.9
Women adhering to stereotype								
7: What women really want is kids	12.4	25.5	32.5	23.6	6.0	6.0	29.6	50.7
8: Women need kids to be fulfilled	32.5	31.8	17.4	13.7	4.5	4.5	18.2	40.8
9: Stay-at-home wife fulfilling as working	3.0	12.7	34.7	37.4	12.1	12.1	49.5	49.8
Men adhering to stereotype								
10: Fam suffers bc men work too much*	6.2	26.5	28.5	35.1	3.7	6.2	32.7	57.5
11: Better if men work†	13.9	26.6	31.3	23.1	5.1	5.1	28.2	57.0
12: Man job money†	9.3	13.0	24.4	36.8	16.5	16.5	53.3	63.6
Women and men adhering to stereotypes								
13: Better if men work, women home	15.4	27.0	29.4	21.7	6.5	6.5	28.2	59.1
14: Man job money, woman home	20.3	28.9	24.3	20.5	6.1	6.1	26.5	59.3
15: Men better at politics than women	19.2	30.2	28.4	18.4	3.8	3.8	22.2	62.8
16: Men entitled to jobs more than women	29.4	31.4	22.8	13.1	3.4	3.4	16.4	51.4
17: Men better pol leaders than women	20.4	29.5	27.4	18.6	4.0	4.0	22.7	63.1
18: College more impt for boys than girls	26.6	36.4	24.7	9.4	2.9	2.9	12.3	42.7
19: Men better business execs than women	18.6	31.5	28.1	16.9	4.9	4.9	21.8	62.0
Overall (mean)	16.0	28.2	24.9	23.6	7.2	5.5	26.2	52.2

Note: This table reports the standard-question response distribution and three summary indicators for Democrats in the Representative sample. Columns 1–5 give the survey-weighted share of respondents who selected Strongly Disagree (SD), Disagree (D), Neutral (N), Agree (A), or Strongly Agree (SA) for the standard wording of each statement. Column 6 (“Strongly trad.”) reports the share giving a strongly traditional answer, defined as SA for most statements (and SD for statements 5, 6, and 10, marked with *, where disagreement reflects more traditional views). Column 7 (“Trad.”) reports the share giving a traditional answer, defined as SA + A for most statements (and SD + D for statements 5, 6, and 10). Column 8 (“Non-neutral”) reports the share of respondents who gave different responses to the standard and role-reversed versions of each statement. Statements 11 and 12 (marked with †) were added by the authors to isolate the first clause of statements 13 and 14 and allow separate inference about each sex. Statement numbers correspond to the rows of Table 1. The bottom row reports the unweighted average across the 19 statements (each contributing equally).

Table B7: Standard-Question Response Distribution, Traditional Summary, and Non-Neutrality — Independents

Statement	Standard-question response distribution (%)					Summary indicators (%)		
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
	SD	D	N	A	SA	Strongly trad.	Trad.	Non-neutral
Women breaking stereotypes								
1: Fam suffers when woman work FT	10.9	32.0	27.8	25.2	4.1	4.1	29.3	52.4
2: Preschool child suffers if mother works	11.3	35.1	28.7	21.1	3.7	3.7	24.8	50.1
3: When mother works for pay, kids suffer	12.8	37.7	30.9	16.7	2.0	2.0	18.7	48.0
4: Wife earns more, problems	10.6	34.2	31.0	20.1	4.1	4.1	24.2	48.2
5: Working mothers good relation w/ kids*	3.1	14.7	19.7	44.5	18.0	3.1	17.8	39.3
6: Acceptable to be a single mother*	8.2	21.6	27.9	33.3	9.0	8.2	29.8	35.6
Women adhering to stereotype								
7: What women really want is kids	7.2	22.5	40.8	23.9	5.6	5.6	29.4	50.6
8: Women need kids to be fulfilled	25.4	34.7	23.7	13.1	3.1	3.1	16.3	38.8
9: Stay-at-home wife fulfilling as working	2.5	12.2	34.8	36.4	14.1	14.1	50.5	50.5
Men adhering to stereotype								
10: Fam suffers bc men work too much*	4.2	22.1	32.9	36.1	4.7	4.2	26.3	52.0
11: Better if men work [†]	8.2	23.4	38.8	22.5	7.1	7.1	29.6	55.1
12: Man job money [†]	4.0	12.8	32.3	36.6	14.3	14.3	50.9	64.3
Women and men adhering to stereotypes								
13: Better if men work, women home	10.4	24.5	35.5	22.1	7.5	7.5	29.6	57.1
14: Man job money, woman home	14.4	27.2	31.5	20.2	6.7	6.7	27.0	58.8
15: Men better at politics than women	10.6	30.1	38.1	17.2	3.9	3.9	21.2	54.7
16: Men entitled to jobs more than women	22.4	35.0	28.3	11.6	2.7	2.7	14.3	48.3
17: Men better pol leaders than women	12.9	25.8	39.1	17.2	5.0	5.0	22.2	54.2
18: College more impt for boys than girls	23.1	37.9	30.3	6.8	1.9	1.9	8.7	39.4
19: Men better business execs than women	11.9	29.9	37.2	16.5	4.6	4.6	21.1	52.7
Overall (mean)	11.3	27.0	32.1	23.2	6.4	5.6	25.9	50.0

Note: This table reports the standard-question response distribution and three summary indicators for Independents in the Representative sample. Columns 1–5 give the survey-weighted share of respondents who selected Strongly Disagree (SD), Disagree (D), Neutral (N), Agree (A), or Strongly Agree (SA) for the standard wording of each statement. Column 6 (“Strongly trad.”) reports the share giving a strongly traditional answer, defined as SA for most statements (and SD for statements 5, 6, and 10, marked with *, where disagreement reflects more traditional views). Column 7 (“Trad.”) reports the share giving a traditional answer, defined as SA + A for most statements (and SD + D for statements 5, 6, and 10). Column 8 (“Non-neutral”) reports the share of respondents who gave different responses to the standard and role-reversed versions of each statement. Statements 11 and 12 (marked with [†]) were added by the authors to isolate the first clause of statements 13 and 14 and allow separate inference about each sex. Statement numbers correspond to the rows of Table 1. The bottom row reports the unweighted average across the 19 statements (each contributing equally).

B.2 Result 2 by demographic split

Table B8: Mean Response by Statement Version: Standard vs. Role-Reversed — Men

Statement	(1) Mean (Standard)	(2) Mean (Role-reversed)	(3) Difference
Women breaking stereotypes			
1: Fam suffers when woman work FT	2.75	2.12	-0.64***
2: Preschool child suffers if mother works	2.74	2.08	-0.65***
3: When mother works for pay, kids suffer	2.59	2.03	-0.56***
4: Wife earns more, problems	2.61	2.08	-0.53***
5: Working mothers good relation w/ kids*	3.56	3.73	+0.17***
6: Acceptable to be a single mother*	3.06	2.84	-0.22***
Women adhering to stereotype			
7: What women really want is kids	3.02	2.79	-0.24***
8: Women need kids to be fulfilled	2.45	2.32	-0.13***
9: Stay-at-home wife fulfilling as working	3.47	3.02	-0.45***
Men adhering to stereotype			
10: Fam suffers bc men work too much*	3.14	2.91	-0.22***
11: Better if men work†	2.97	2.44	-0.54***
12: Man job money†	3.51	2.53	-0.98***
Women and men adhering to stereotypes			
13: Better if men work, women home	2.95	2.31	-0.64***
14: Man job money, woman home	2.85	2.18	-0.67***
15: Men better at politics than women	2.85	2.53	-0.32***
16: Men entitled to jobs more than women	2.41	2.23	-0.18***
17: Men better pol leaders than women	2.82	2.55	-0.27***
18: College more impt for boys than girls	2.34	2.34	-0.00
19: Men better business execs than women	2.80	2.59	-0.22***
Overall (mean)	2.89	2.51	-0.38

Note: This table reports survey-weighted mean agreement (1 = Strongly Disagree to 5 = Strongly Agree) for Men in the Representative sample. Column 1 shows the mean response to the *standard* version of each statement; Column 2 shows the mean response to the *role-reversed* version. Column 3 reports the difference, defined as Mean(Role-reversed) – Mean(Standard). Significance is from a paired *t*-test of the within-subject difference. Statement numbers correspond to the statements in Table 1. For all statements, higher agreement indicates more traditional gender attitudes, except for statements 5, 6, and 10 (marked with *), where disagreement reflects more traditional views. Statements 11 and 12 (marked with †) were added by the authors to isolate the first clause of statements 13 and 14 and allow separate inference about each sex. The bottom row reports the unweighted average across the 19 statements. * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$.

Table B9: Mean Response by Statement Version: Standard vs. Role-Reversed — Women

Statement	(1) Mean (Standard)	(2) Mean (Role-reversed)	(3) Difference
Women breaking stereotypes			
1: Fam suffers when woman work FT	2.67	2.02	-0.66***
2: Preschool child suffers if mother works	2.55	1.98	-0.57***
3: When mother works for pay, kids suffer	2.44	1.93	-0.51***
4: Wife earns more, problems	2.83	2.11	-0.72***
5: Working mothers good relation w/ kids*	3.79	3.89	+0.09***
6: Acceptable to be a single mother*	3.27	3.01	-0.26***
Women adhering to stereotype			
7: What women really want is kids	2.93	2.63	-0.30***
8: Women need kids to be fulfilled	2.20	2.06	-0.14***
9: Stay-at-home wife fulfilling as working	3.52	3.06	-0.46***
Men adhering to stereotype			
10: Fam suffers bc men work too much*	3.04	2.82	-0.22***
11: Better if men work†	2.91	2.36	-0.55***
12: Man job money†	3.43	2.59	-0.85***
Women and men adhering to stereotypes			
13: Better if men work, women home	2.90	2.23	-0.67***
14: Man job money, woman home	2.69	2.10	-0.58***
15: Men better at politics than women	2.66	2.65	-0.00
16: Men entitled to jobs more than women	2.32	2.29	-0.03
17: Men better pol leaders than women	2.70	2.70	-0.00
18: College more imp't for boys than girls	2.20	2.25	+0.05
19: Men better business execs than women	2.59	2.70	+0.10***
Overall (mean)	2.82	2.49	-0.33

Note: This table reports survey-weighted mean agreement (1 = Strongly Disagree to 5 = Strongly Agree) for Women in the Representative sample. Column 1 shows the mean response to the *standard* version of each statement; Column 2 shows the mean response to the *role-reversed* version. Column 3 reports the difference, defined as Mean(Role-reversed) – Mean(Standard). Significance is from a paired *t*-test of the within-subject difference. Statement numbers correspond to the statements in Table 1. For all statements, higher agreement indicates more traditional gender attitudes, except for statements 5, 6, and 10 (marked with *), where disagreement reflects more traditional views. Statements 11 and 12 (marked with †) were added by the authors to isolate the first clause of statements 13 and 14 and allow separate inference about each sex. The bottom row reports the unweighted average across the 19 statements. * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$.

Table B10: Mean Response by Statement Version: Standard vs. Role-Reversed — older generations (Boomers and Gen X)

Statement	(1) Mean (Standard)	(2) Mean (Role-reversed)	(3) Difference
Women breaking stereotypes			
1: Fam suffers when woman work FT	2.69	1.96	-0.73***
2: Preschool child suffers if mother works	2.64	1.94	-0.70***
3: When mother works for pay, kids suffer	2.46	1.87	-0.59***
4: Wife earns more, problems	2.69	2.09	-0.60***
5: Working mothers good relation w/ kids*	3.71	3.87	+0.15***
6: Acceptable to be a single mother*	3.20	2.90	-0.30***
Women adhering to stereotype			
7: What women really want is kids	2.93	2.65	-0.28***
8: Women need kids to be fulfilled	2.27	2.15	-0.12***
9: Stay-at-home wife fulfilling as working	3.47	2.98	-0.49***
Men adhering to stereotype			
10: Fam suffers bc men work too much*	3.08	2.91	-0.17***
11: Better if men work†	2.92	2.31	-0.61***
12: Man job money†	3.51	2.51	-1.00***
Women and men adhering to stereotypes			
13: Better if men work, women home	2.89	2.21	-0.68***
14: Man job money, woman home	2.67	2.09	-0.57***
15: Men better at politics than women	2.72	2.56	-0.16***
16: Men entitled to jobs more than women	2.32	2.20	-0.13***
17: Men better pol leaders than women	2.72	2.62	-0.10***
18: College more impt for boys than girls	2.21	2.25	+0.04
19: Men better business execs than women	2.66	2.62	-0.04
Overall (mean)	2.83	2.46	-0.37

Note: This table reports survey-weighted mean agreement (1 = Strongly Disagree to 5 = Strongly Agree) for older generations (Boomers and Gen X) in the Representative sample. Column 1 shows the mean response to the *standard* version of each statement; Column 2 shows the mean response to the *role-reversed* version. Column 3 reports the difference, defined as Mean(Role-reversed) – Mean(Standard). Significance is from a paired *t*-test of the within-subject difference. Statement numbers correspond to the statements in Table 1. For all statements, higher agreement indicates more traditional gender attitudes, except for statements 5, 6, and 10 (marked with *), where disagreement reflects more traditional views. Statements 11 and 12 (marked with †) were added by the authors to isolate the first clause of statements 13 and 14 and allow separate inference about each sex. The bottom row reports the unweighted average across the 19 statements. * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$.

Table B11: Mean Response by Statement Version: Standard vs. Role-Reversed — younger generations (Millennials and Gen Z)

Statement	(1) Mean (Standard)	(2) Mean (Role-reversed)	(3) Difference
Women breaking stereotypes			
1: Fam suffers when woman work FT	2.74	2.21	-0.54***
2: Preschool child suffers if mother works	2.65	2.15	-0.50***
3: When mother works for pay, kids suffer	2.58	2.12	-0.46***
4: Wife earns more, problems	2.76	2.09	-0.67***
5: Working mothers good relation w/ kids*	3.63	3.74	+0.11***
6: Acceptable to be a single mother*	3.12	2.96	-0.16***
Women adhering to stereotype			
7: What women really want is kids	3.03	2.78	-0.25***
8: Women need kids to be fulfilled	2.40	2.24	-0.15***
9: Stay-at-home wife fulfilling as working	3.53	3.12	-0.41***
Men adhering to stereotype			
10: Fam suffers bc men work too much*	3.10	2.81	-0.28***
11: Better if men work†	2.96	2.50	-0.46***
12: Man job money†	3.42	2.62	-0.80***
Women and men adhering to stereotypes			
13: Better if men work, women home	2.97	2.35	-0.62***
14: Man job money, woman home	2.90	2.21	-0.69***
15: Men better at politics than women	2.78	2.63	-0.15***
16: Men entitled to jobs more than women	2.42	2.34	-0.08**
17: Men better pol leaders than women	2.82	2.64	-0.18***
18: College more impt for boys than girls	2.35	2.36	+0.00
19: Men better business execs than women	2.75	2.67	-0.08*
Overall (mean)	2.89	2.56	-0.33

Note: This table reports survey-weighted mean agreement (1 = Strongly Disagree to 5 = Strongly Agree) for younger generations (Millennials and Gen Z) in the Representative sample. Column 1 shows the mean response to the *standard* version of each statement; Column 2 shows the mean response to the *role-reversed* version. Column 3 reports the difference, defined as Mean(Role-reversed) – Mean(Standard). Significance is from a paired *t*-test of the within-subject difference. Statement numbers correspond to the statements in Table 1. For all statements, higher agreement indicates more traditional gender attitudes, except for statements 5, 6, and 10 (marked with *), where disagreement reflects more traditional views. Statements 11 and 12 (marked with †) were added by the authors to isolate the first clause of statements 13 and 14 and allow separate inference about each sex. The bottom row reports the unweighted average across the 19 statements. * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$.

Table B12: Mean Response by Statement Version: Standard vs. Role-Reversed — Republicans

Statement	(1) Mean (Standard)	(2) Mean (Role-reversed)	(3) Difference
Women breaking stereotypes			
1: Fam suffers when woman work FT	2.80	2.05	-0.75***
2: Preschool child suffers if mother works	2.71	2.00	-0.71***
3: When mother works for pay, kids suffer	2.58	1.93	-0.65***
4: Wife earns more, problems	2.63	2.10	-0.53***
5: Working mothers good relation w/ kids*	3.61	3.82	+0.21***
6: Acceptable to be a single mother*	3.01	2.73	-0.27***
Women adhering to stereotype			
7: What women really want is kids	3.11	2.80	-0.31***
8: Women need kids to be fulfilled	2.37	2.26	-0.11***
9: Stay-at-home wife fulfilling as working	3.59	2.99	-0.60***
Men adhering to stereotype			
10: Fam suffers bc men work too much*	3.08	2.98	-0.10***
11: Better if men work†	3.08	2.34	-0.74***
12: Man job money†	3.62	2.53	-1.09***
Women and men adhering to stereotypes			
13: Better if men work, women home	3.12	2.24	-0.88***
14: Man job money, woman home	2.93	2.12	-0.81***
15: Men better at politics than women	2.98	2.46	-0.53***
16: Men entitled to jobs more than women	2.42	2.23	-0.19***
17: Men better pol leaders than women	3.01	2.43	-0.58***
18: College more impt for boys than girls	2.27	2.30	+0.03
19: Men better business execs than women	2.82	2.56	-0.26***
Overall (mean)	2.93	2.47	-0.47

Note: This table reports survey-weighted mean agreement (1 = Strongly Disagree to 5 = Strongly Agree) for Republicans in the Representative sample. Column 1 shows the mean response to the *standard* version of each statement; Column 2 shows the mean response to the *role-reversed* version. Column 3 reports the difference, defined as Mean(Role-reversed) – Mean(Standard). Significance is from a paired *t*-test of the within-subject difference. Statement numbers correspond to the statements in Table 1. For all statements, higher agreement indicates more traditional gender attitudes, except for statements 5, 6, and 10 (marked with *), where disagreement reflects more traditional views. Statements 11 and 12 (marked with †) were added by the authors to isolate the first clause of statements 13 and 14 and allow separate inference about each sex. The bottom row reports the unweighted average across the 19 statements. * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$.

Table B13: Mean Response by Statement Version: Standard vs. Role-Reversed — Democrats

Statement	(1) Mean (Standard)	(2) Mean (Role-reversed)	(3) Difference
Women breaking stereotypes			
1: Fam suffers when woman work FT	2.55	2.00	-0.55***
2: Preschool child suffers if mother works	2.51	1.98	-0.53***
3: When mother works for pay, kids suffer	2.37	1.92	-0.45***
4: Wife earns more, problems	2.77	2.04	-0.73***
5: Working mothers good relation w/ kids*	3.82	3.90	+0.08**
6: Acceptable to be a single mother*	3.34	3.08	-0.25***
Women adhering to stereotype			
7: What women really want is kids	2.85	2.59	-0.26***
8: Women need kids to be fulfilled	2.26	2.07	-0.19***
9: Stay-at-home wife fulfilling as working	3.43	3.03	-0.40***
Men adhering to stereotype			
10: Fam suffers bc men work too much*	3.04	2.71	-0.32***
11: Better if men work†	2.79	2.40	-0.39***
12: Man job money†	3.38	2.56	-0.82***
Women and men adhering to stereotypes			
13: Better if men work, women home	2.77	2.26	-0.51***
14: Man job money, woman home	2.63	2.08	-0.55***
15: Men better at politics than women	2.57	2.68	+0.10**
16: Men entitled to jobs more than women	2.30	2.25	-0.05
17: Men better pol leaders than women	2.56	2.74	+0.18***
18: College more imp't for boys than girls	2.26	2.26	+0.00
19: Men better business execs than women	2.58	2.68	+0.10*
Overall (mean)	2.78	2.49	-0.29

Note: This table reports survey-weighted mean agreement (1 = Strongly Disagree to 5 = Strongly Agree) for Democrats in the Representative sample. Column 1 shows the mean response to the *standard* version of each statement; Column 2 shows the mean response to the *role-reversed* version. Column 3 reports the difference, defined as Mean(Role-reversed) – Mean(Standard). Significance is from a paired *t*-test of the within-subject difference. Statement numbers correspond to the statements in Table 1. For all statements, higher agreement indicates more traditional gender attitudes, except for statements 5, 6, and 10 (marked with *), where disagreement reflects more traditional views. Statements 11 and 12 (marked with †) were added by the authors to isolate the first clause of statements 13 and 14 and allow separate inference about each sex. The bottom row reports the unweighted average across the 19 statements. * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$.

Table B14: Mean Response by Statement Version: Standard vs. Role-Reversed — Independents

Statement	(1) Mean (Standard)	(2) Mean (Role-reversed)	(3) Difference
Women breaking stereotypes			
1: Fam suffers when woman work FT	2.80	2.13	-0.66***
2: Preschool child suffers if mother works	2.71	2.09	-0.62***
3: When mother works for pay, kids suffer	2.57	2.05	-0.53***
4: Wife earns more, problems	2.73	2.12	-0.61***
5: Working mothers good relation w/ kids*	3.60	3.72	+0.13***
6: Acceptable to be a single mother*	3.13	2.92	-0.21***
Women adhering to stereotype			
7: What women really want is kids	2.98	2.75	-0.23***
8: Women need kids to be fulfilled	2.34	2.24	-0.10***
9: Stay-at-home wife fulfilling as working	3.48	3.09	-0.39***
Men adhering to stereotype			
10: Fam suffers bc men work too much*	3.15	2.91	-0.23***
11: Better if men work†	2.97	2.42	-0.55***
12: Man job money†	3.44	2.56	-0.88***
Women and men adhering to stereotypes			
13: Better if men work, women home	2.92	2.29	-0.63***
14: Man job money, woman home	2.78	2.21	-0.57***
15: Men better at politics than women	2.74	2.59	-0.14***
16: Men entitled to jobs more than women	2.37	2.27	-0.10***
17: Men better pol leaders than women	2.76	2.66	-0.10**
18: College more impt for boys than girls	2.26	2.30	+0.03
19: Men better business execs than women	2.72	2.66	-0.06
Overall (mean)	2.87	2.53	-0.34

Note: This table reports survey-weighted mean agreement (1 = Strongly Disagree to 5 = Strongly Agree) for Independents in the Representative sample. Column 1 shows the mean response to the *standard* version of each statement; Column 2 shows the mean response to the *role-reversed* version. Column 3 reports the difference, defined as Mean(Role-reversed) – Mean(Standard). Significance is from a paired *t*-test of the within-subject difference. Statement numbers correspond to the statements in Table 1. For all statements, higher agreement indicates more traditional gender attitudes, except for statements 5, 6, and 10 (marked with *), where disagreement reflects more traditional views. Statements 11 and 12 (marked with †) were added by the authors to isolate the first clause of statements 13 and 14 and allow separate inference about each sex. The bottom row reports the unweighted average across the 19 statements. * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$.

C Appendix Figures

C.1 Joint Distribution of Responses by Subsample

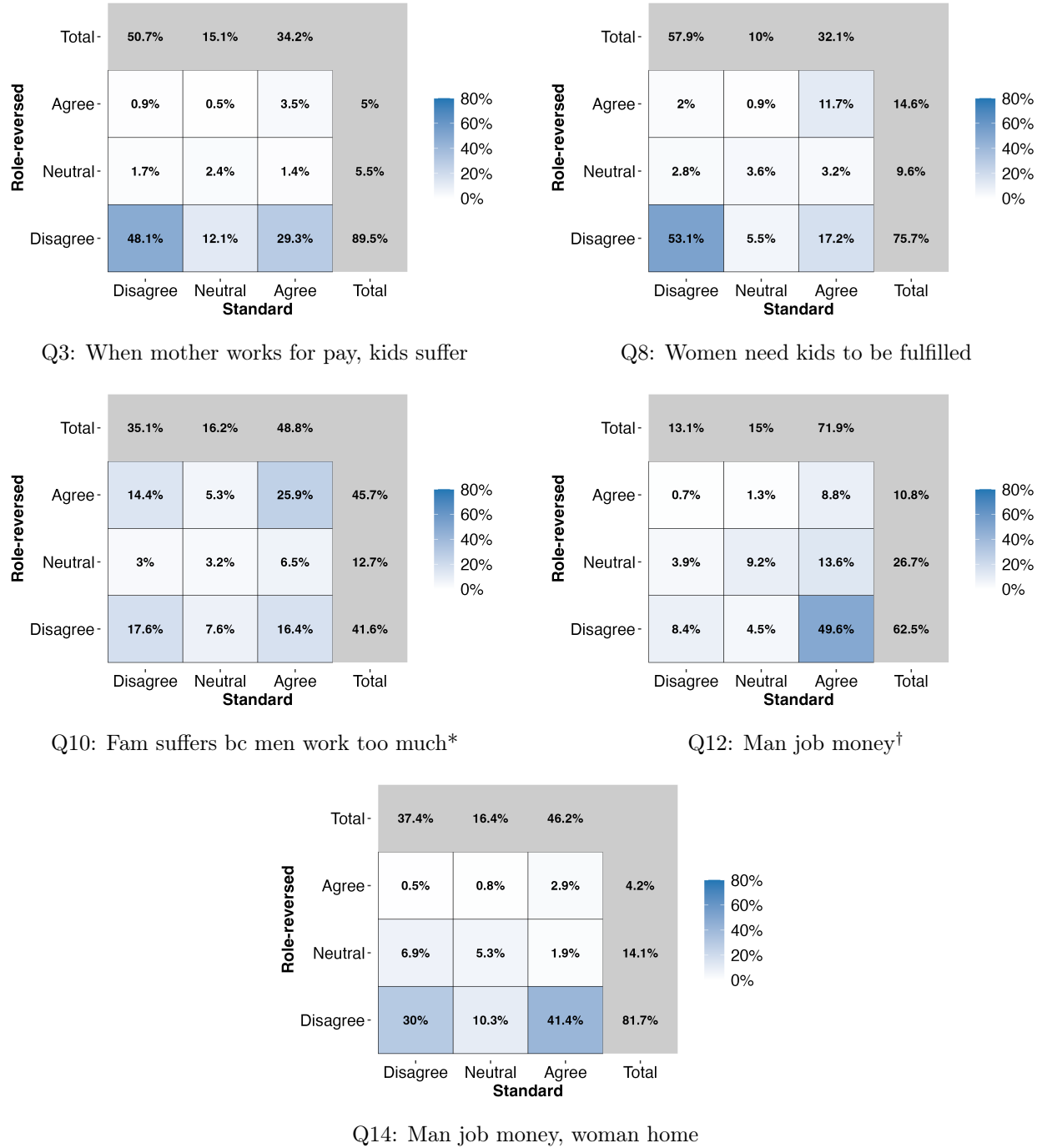
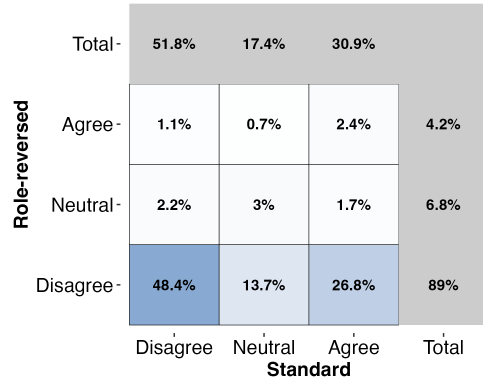
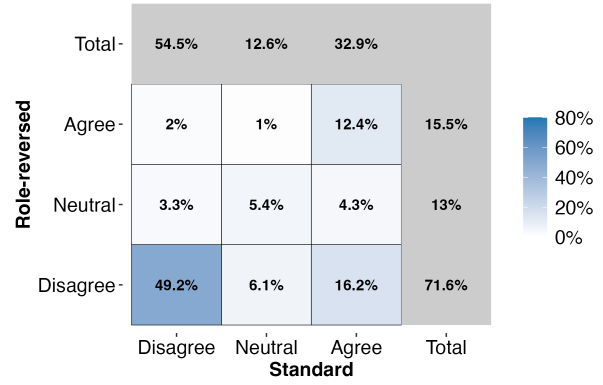


Figure C1: Joint Distribution of Responses — Prolific 1 (incentivized).

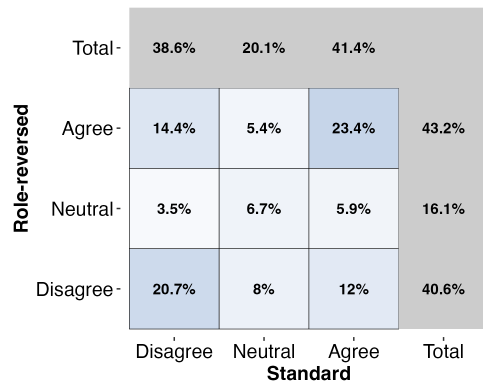
Note: This figure reproduces Panel (c) of body Figures 2–6 (the joint distribution of standard and role-reversed responses) for the incentivized Prolific 1 sample. Each panel shows a 3-by-3 contingency: rows give role-reversed responses, columns give standard responses, and color intensity indicates the share of respondents giving each response pair. * Disagreement is more traditional; † researcher-added statement.



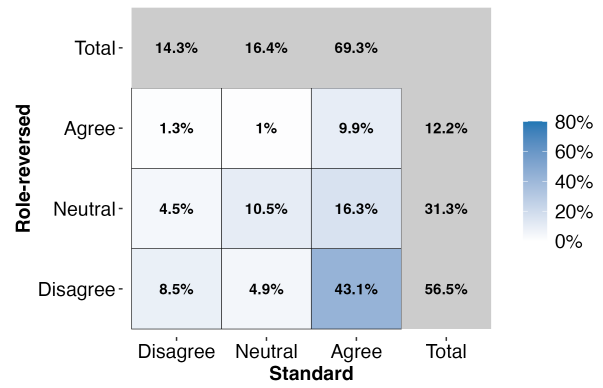
Q3: When mother works for pay, kids suffer



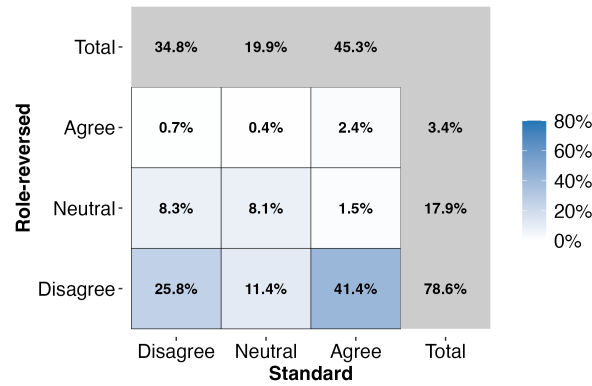
Q8: Women need kids to be fulfilled



Q10: Fam suffers bc men work too much*



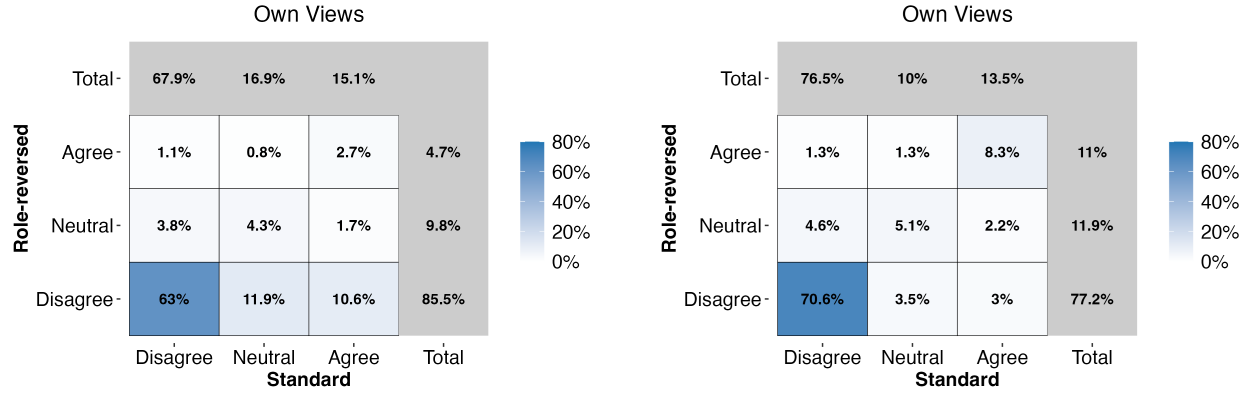
Q12: Man job money†



Q14: Man job money, woman home

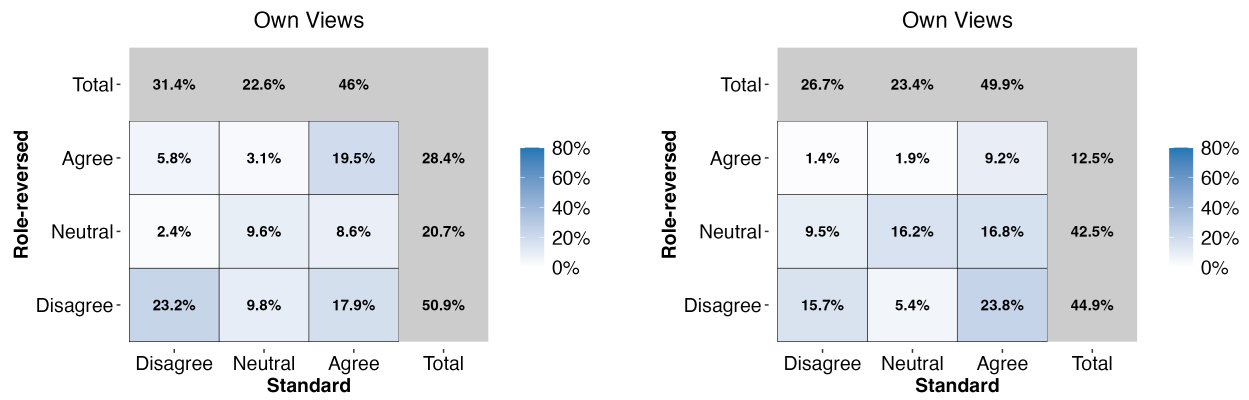
Figure C2: Joint Distribution of Responses — Prolific 1 (unincentivized).

Note: This figure reproduces Panel (c) of body Figures 2–6 (the joint distribution of standard and role-reversed responses) for the unincentivized Prolific 1 sample. Each panel shows a 3-by-3 contingency: rows give role-reversed responses, columns give standard responses, and color intensity indicates the share of respondents giving each response pair. * Disagreement is more traditional; † researcher-added statement.



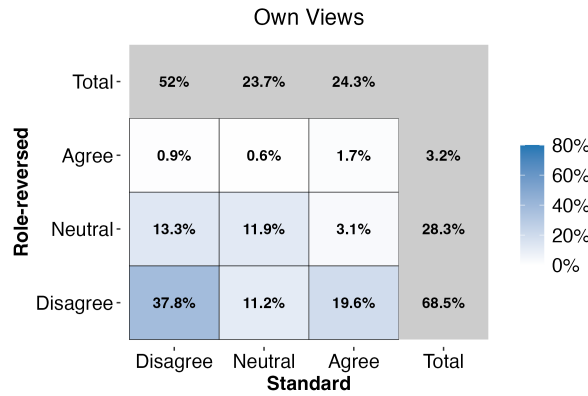
Q3: When mother works for pay, kids suffer

Q8: Women need kids to be fulfilled



Q10: Fam suffers bc men work too much*

Q12: Man job money†



Q14: Man job money, woman home

Figure C3: Joint Distribution of Responses — Prolific 2 (own views).

Note: This figure reproduces Panel (c) of body Figures 2–6 (the joint distribution of standard and role-reversed responses) for the own-views Prolific 2 sample. Each panel shows a 3-by-3 contingency: rows give role-reversed responses, columns give standard responses, and color intensity indicates the share of respondents giving each response pair. * Disagreement is more traditional; † researcher-added statement.

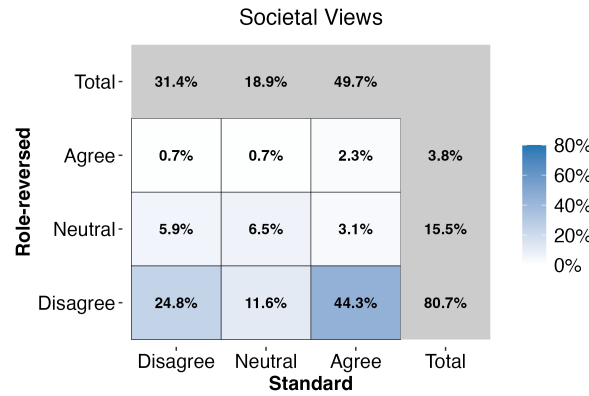
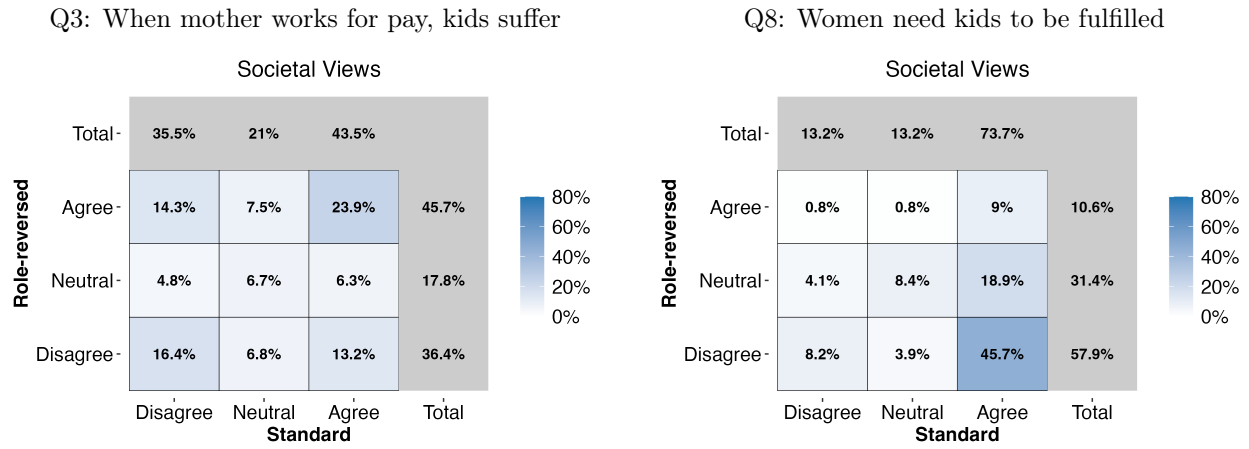
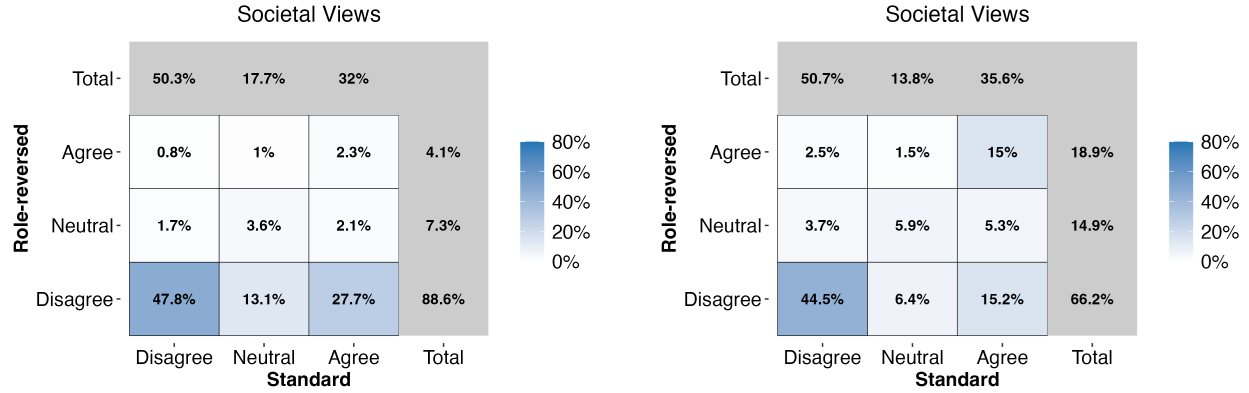
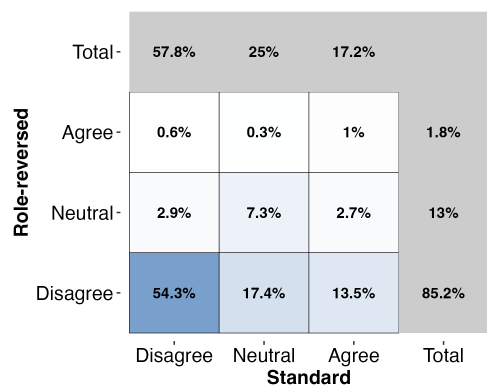
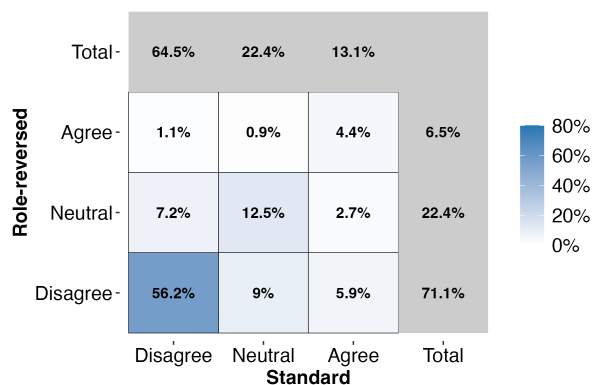


Figure C4: Joint Distribution of Responses — Prolific 2 (societal views).

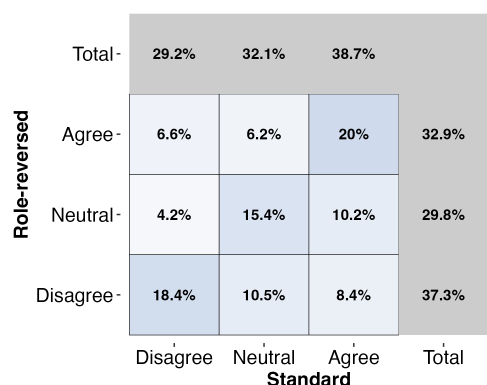
Note: This figure reproduces Panel (c) of body Figures 2–6 (the joint distribution of standard and role-reversed responses) for the societal-views Prolific 2 sample. Each panel shows a 3-by-3 contingency: rows give role-reversed responses, columns give standard responses, and color intensity indicates the share of respondents giving each response pair. * Disagreement is more traditional; † researcher-added statement.



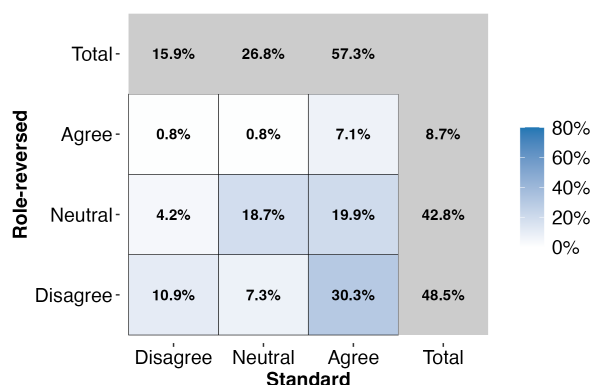
Q3: When mother works for pay, kids suffer



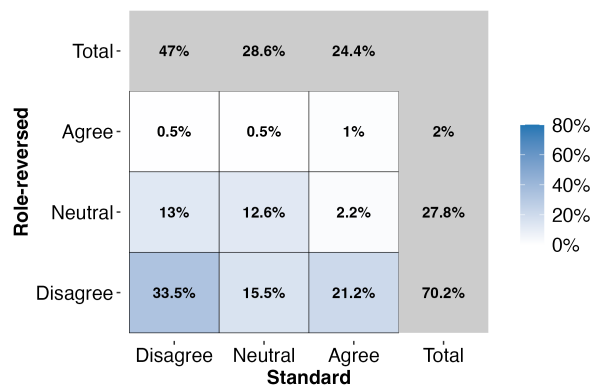
Q8: Women need kids to be fulfilled



Q10: Fam suffers bc men work too much*



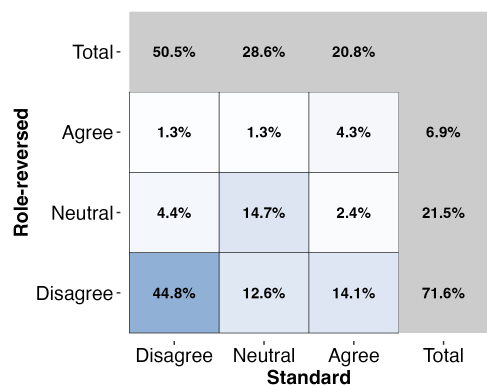
Q12: Man job money†



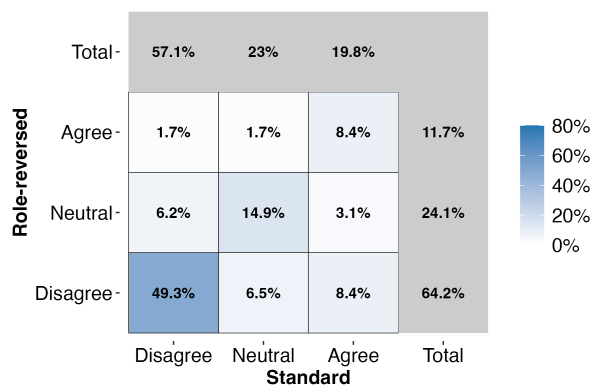
Q14: Man job money, woman home

Figure C5: Joint Distribution of Responses — older generations (Boomers and Gen X).

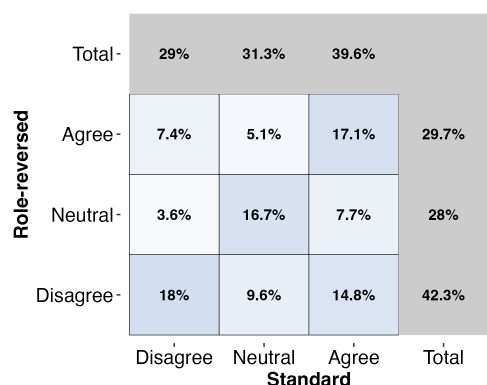
Note: This figure reproduces Panel (c) of body Figures 2–6 (the joint distribution of standard and role-reversed responses) for older respondents (Boomers and Gen X) in the Representative sample. Each panel shows a 3-by-3 contingency: rows give role-reversed responses, columns give standard responses, and color intensity indicates the share of respondents giving each response pair. * Disagreement is more traditional; † researcher-added statement.



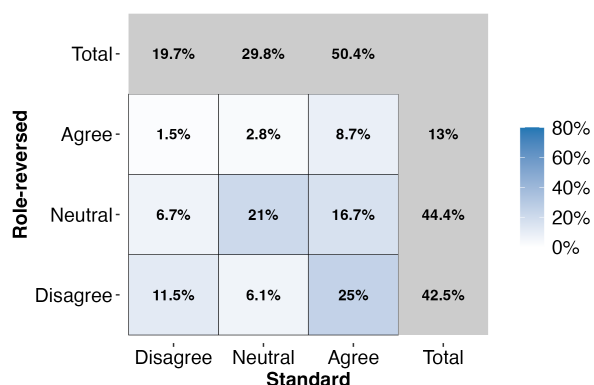
Q3: When mother works for pay, kids suffer



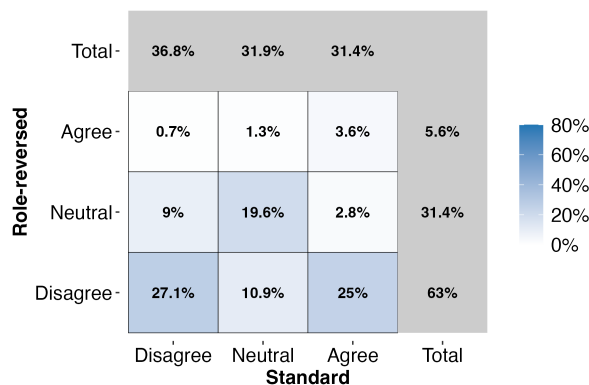
Q8: Women need kids to be fulfilled



Q10: Fam suffers bc men work too much*



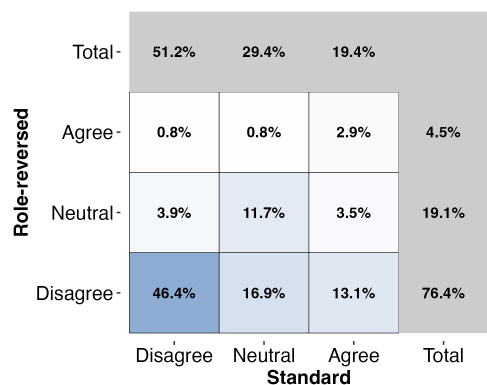
Q12: Man job money†



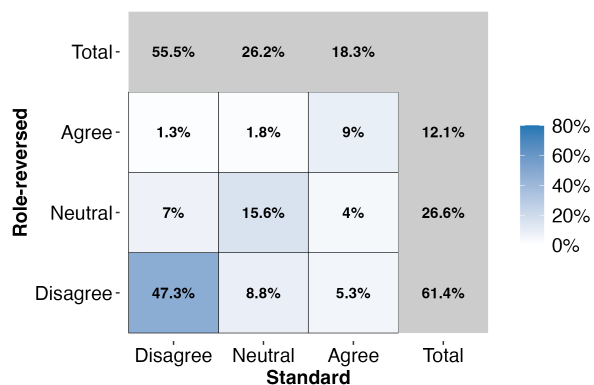
Q14: Man job money, woman home

Figure C6: Joint Distribution of Responses — younger generations (Millennials and Gen Z).

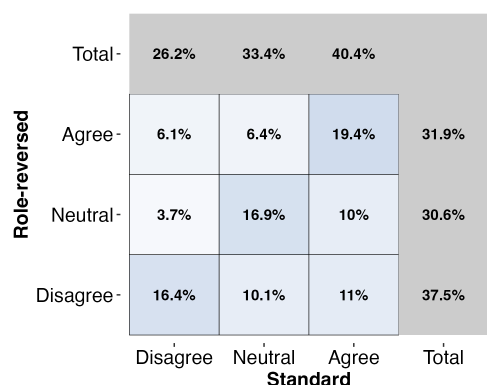
Note: This figure reproduces Panel (c) of body Figures 2–6 (the joint distribution of standard and role-reversed responses) for younger respondents (Millennials and Gen Z) in the Representative sample. Each panel shows a 3-by-3 contingency: rows give role-reversed responses, columns give standard responses, and color intensity indicates the share of respondents giving each response pair. * Disagreement is more traditional; † researcher-added statement.



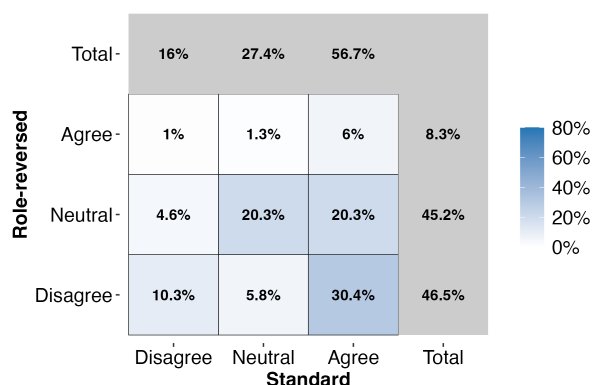
Q3: When mother works for pay, kids suffer



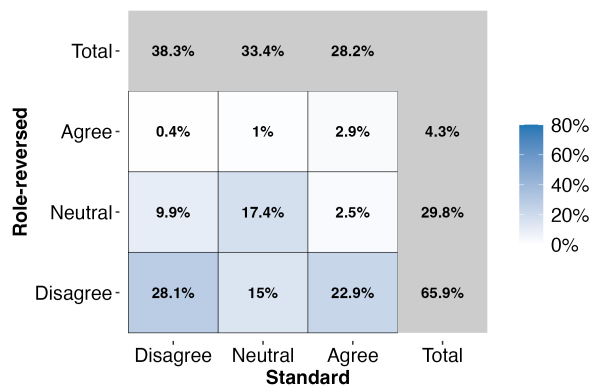
Q8: Women need kids to be fulfilled



Q10: Fam suffers bc men work too much*



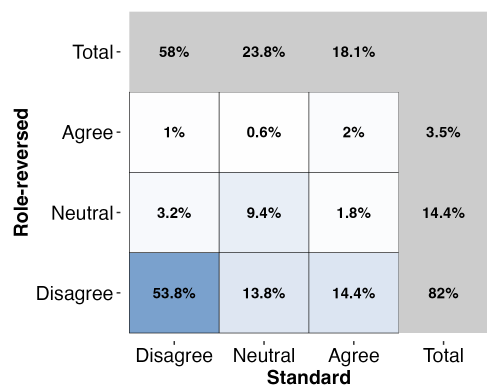
Q12: Man job money†



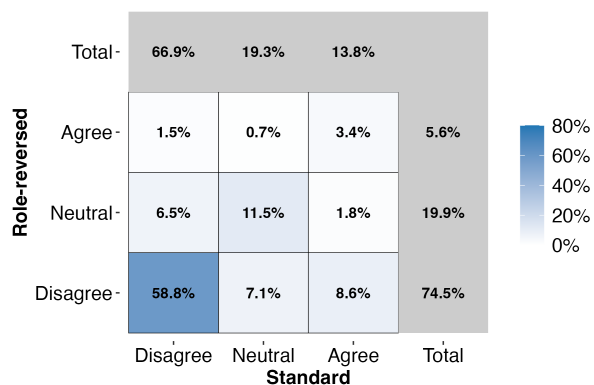
Q14: Man job money, woman home

Figure C7: Joint Distribution of Responses — Men.

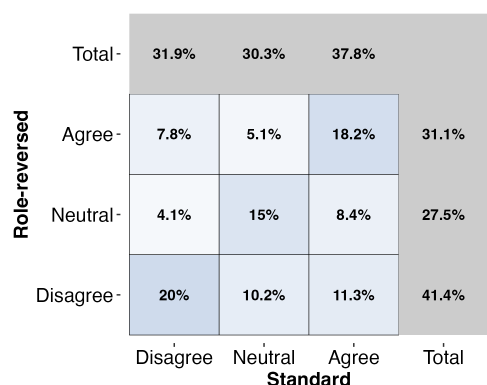
Note: This figure reproduces Panel (c) of body Figures 2–6 (the joint distribution of standard and role-reversed responses) for men in the Representative sample. Each panel shows a 3-by-3 contingency: rows give role-reversed responses, columns give standard responses, and color intensity indicates the share of respondents giving each response pair. * Disagreement is more traditional; † researcher-added statement.



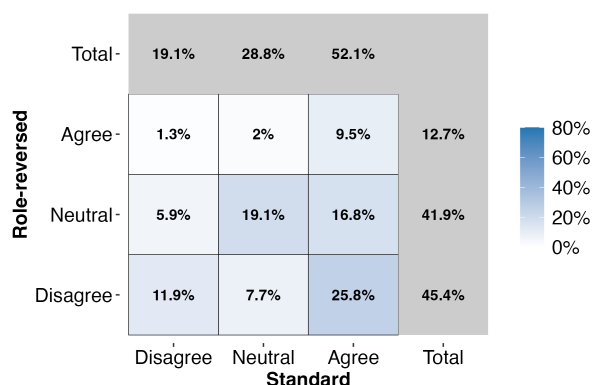
Q3: When mother works for pay, kids suffer



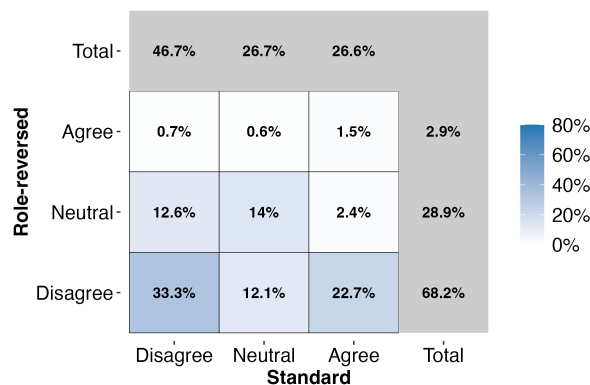
Q8: Women need kids to be fulfilled



Q10: Fam suffers bc men work too much*



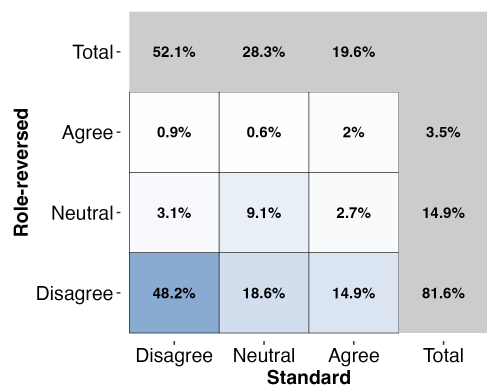
Q12: Man job money†



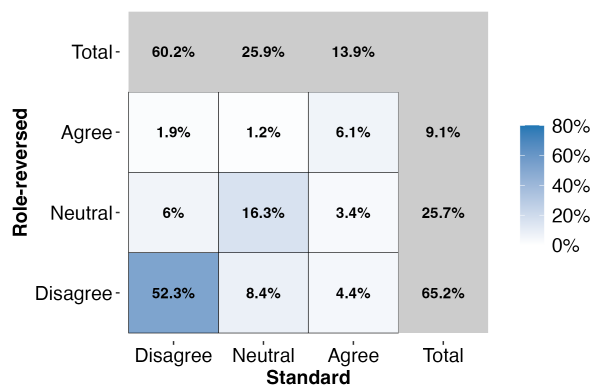
Q14: Man job money, woman home

Figure C8: Joint Distribution of Responses — Women.

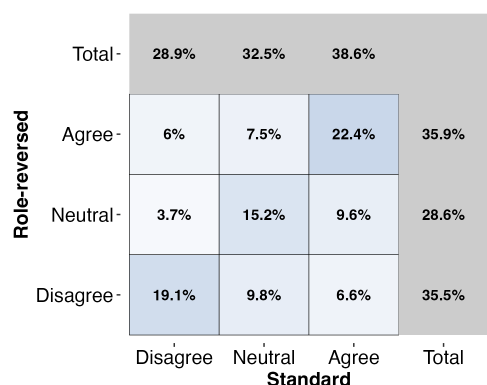
Note: This figure reproduces Panel (c) of body Figures 2–6 (the joint distribution of standard and role-reversed responses) for women in the Representative sample. Each panel shows a 3-by-3 contingency: rows give role-reversed responses, columns give standard responses, and color intensity indicates the share of respondents giving each response pair. * Disagreement is more traditional; † researcher-added statement.



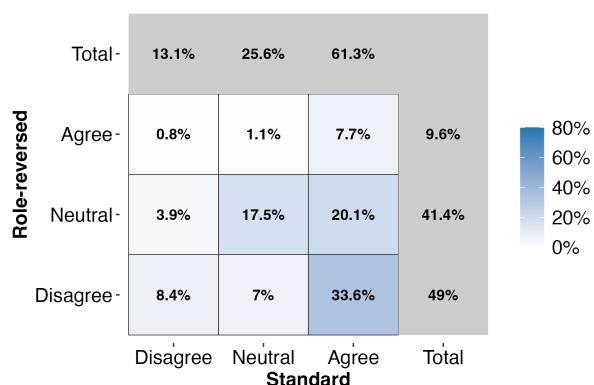
Q3: When mother works for pay, kids suffer



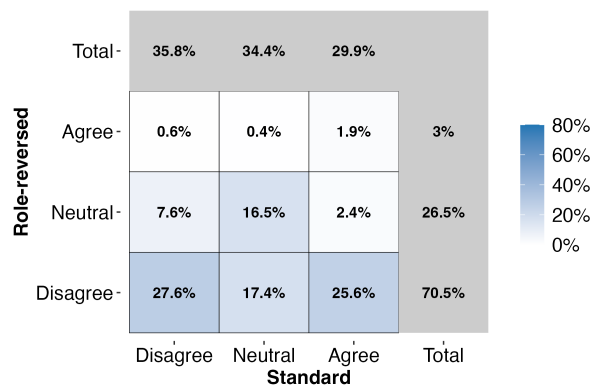
Q8: Women need kids to be fulfilled



Q10: Fam suffers bc men work too much*



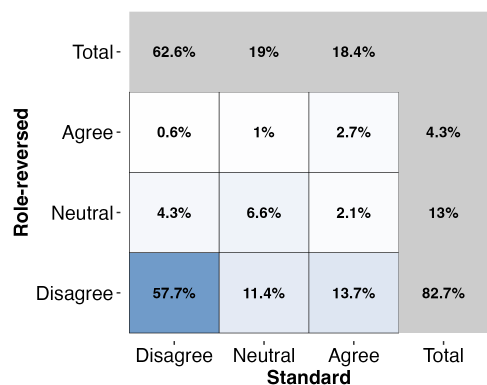
Q12: Man job money†



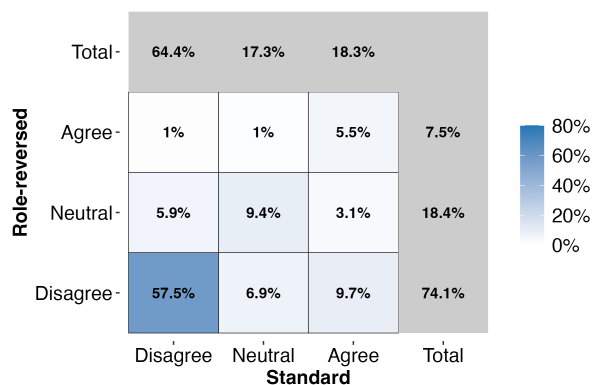
Q14: Man job money, woman home

Figure C9: Joint Distribution of Responses — Republicans.

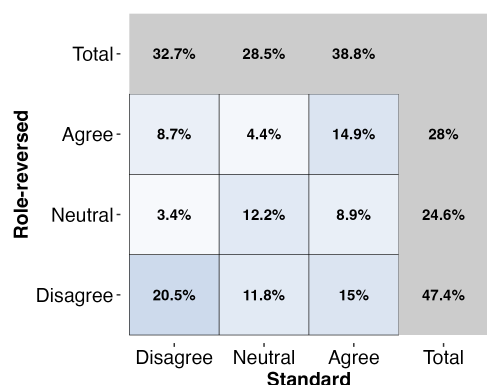
Note: This figure reproduces Panel (c) of body Figures 2–6 (the joint distribution of standard and role-reversed responses) for Republican respondents in the Representative sample. Each panel shows a 3-by-3 contingency: rows give role-reversed responses, columns give standard responses, and color intensity indicates the share of respondents giving each response pair. * Disagreement is more traditional; † researcher-added statement.



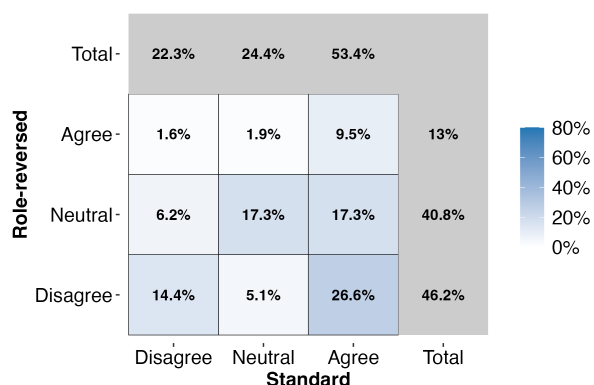
Q3: When mother works for pay, kids suffer



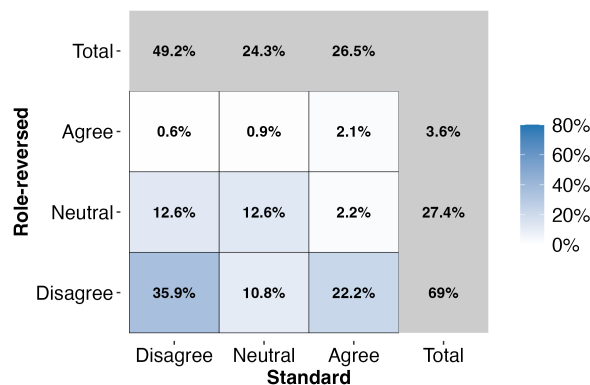
Q8: Women need kids to be fulfilled



Q10: Fam suffers bc men work too much*



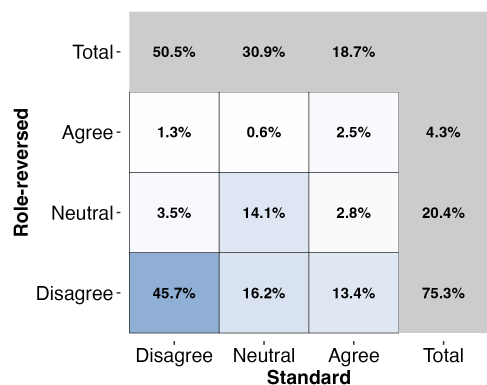
Q12: Man job money†



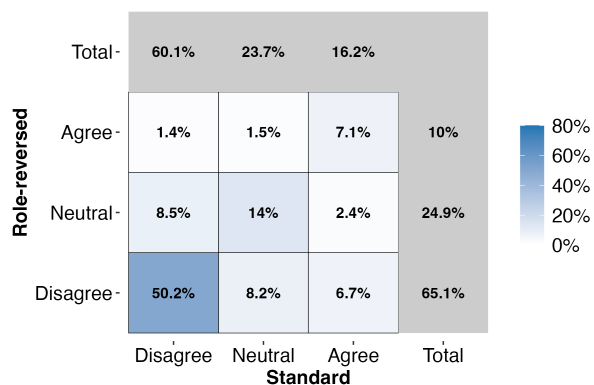
Q14: Man job money, woman home

Figure C10: Joint Distribution of Responses — Democrats.

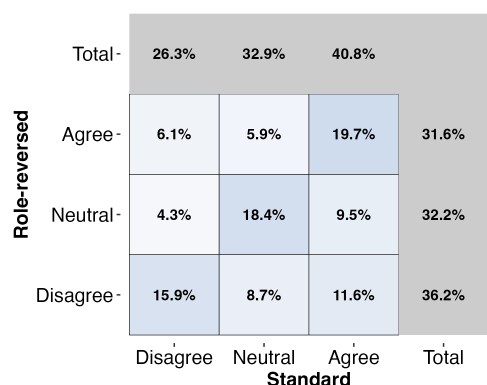
Note: This figure reproduces Panel (c) of body Figures 2–6 (the joint distribution of standard and role-reversed responses) for Democratic respondents in the Representative sample. Each panel shows a 3-by-3 contingency: rows give role-reversed responses, columns give standard responses, and color intensity indicates the share of respondents giving each response pair. * Disagreement is more traditional; † researcher-added statement.



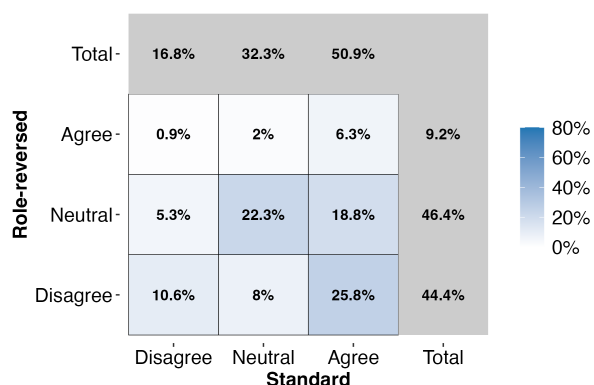
Q3: When mother works for pay, kids suffer



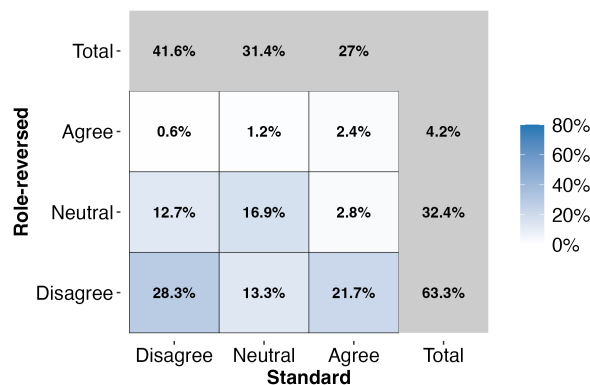
Q8: Women need kids to be fulfilled



Q10: Fam suffers bc men work too much*



Q12: Man job money†



Q14: Man job money, woman home

Figure C11: Joint Distribution of Responses — Independents.

Note: This figure reproduces Panel (c) of body Figures 2–6 (the joint distribution of standard and role-reversed responses) for Independent respondents in the Representative sample. Each panel shows a 3-by-3 contingency: rows give role-reversed responses, columns give standard responses, and color intensity indicates the share of respondents giving each response pair. * Disagreement is more traditional; † researcher-added statement.

C.2 Joint Distribution of Responses by Subsample — Remaining Statements

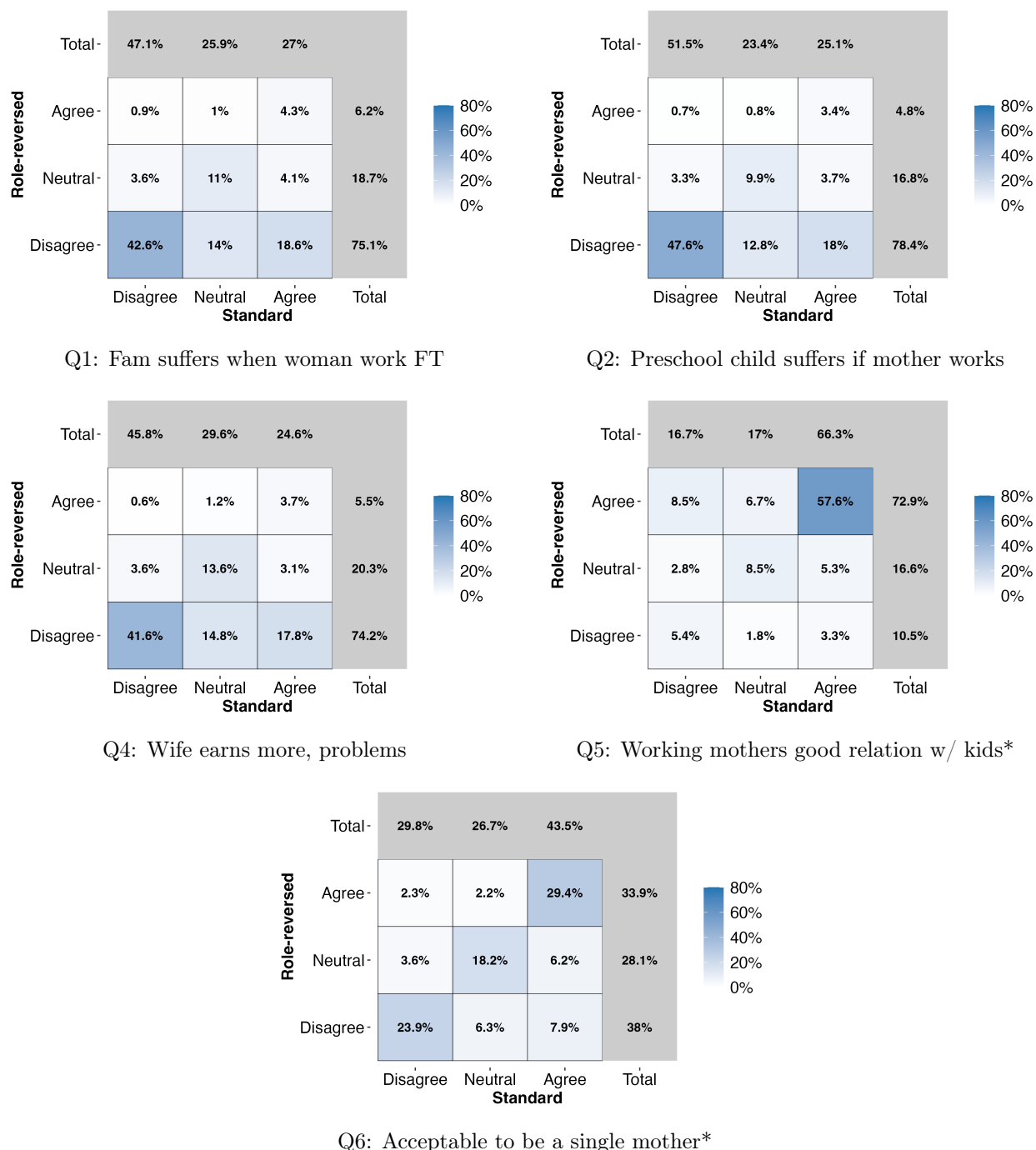
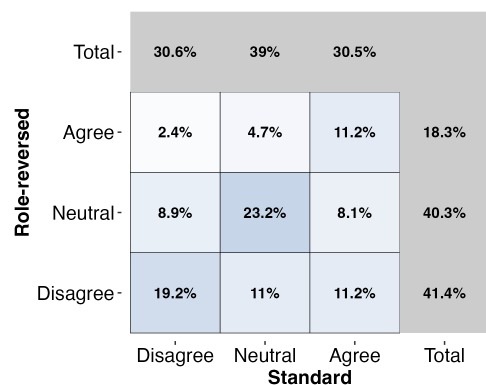
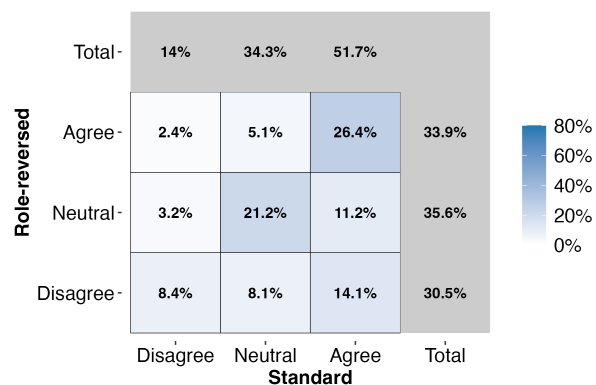


Figure C12: Joint Distribution of Responses (Remaining Statements) — Representative (1 of 3).

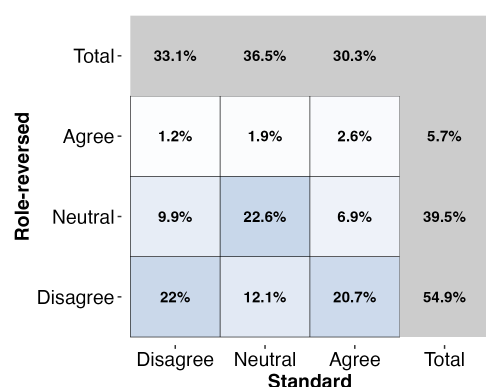
Note: This figure reproduces Panel (c) of the joint distribution of standard and role-reversed responses for the Representative sample, restricted to the statements not covered by body Figures 2–6. Each panel shows a 3-by-3 contingency: rows give role-reversed responses, columns give standard responses, and color intensity indicates the share of respondents giving each response pair. * Disagreement is more traditional; † researcher-added statement.



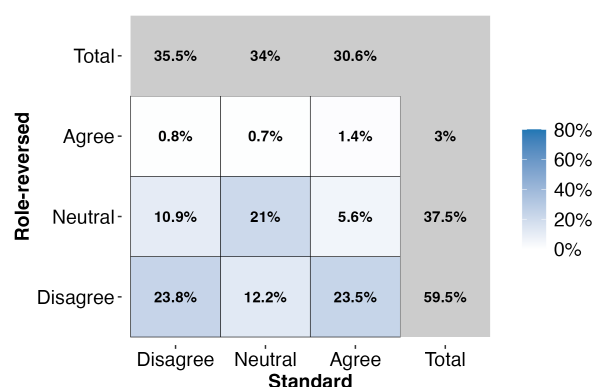
Q7: What women really want is kids



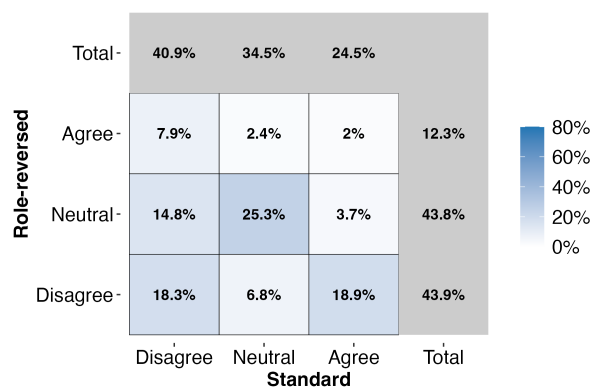
Q9: Stay-at-home wife fulfilling as working



Q11: Better if men work†



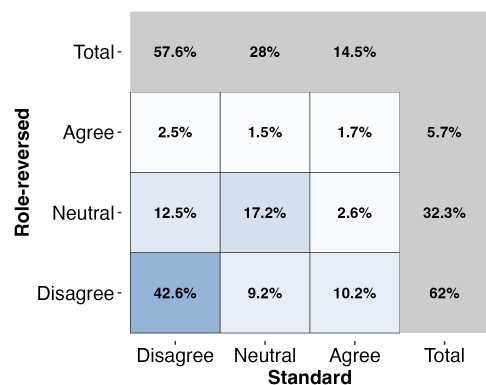
Q13: Better if men work, women home



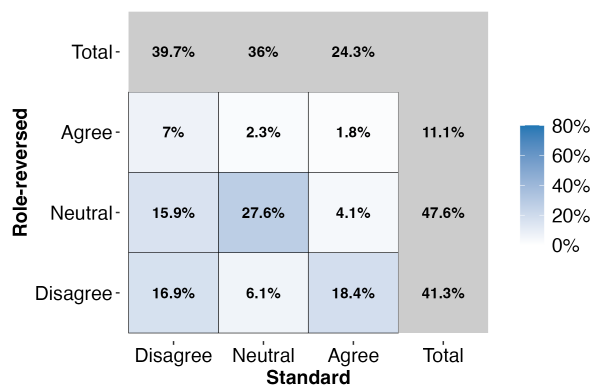
Q15: Men better at politics than women

Figure C13: Joint Distribution of Responses (Remaining Statements) — Representative (2 of 3).

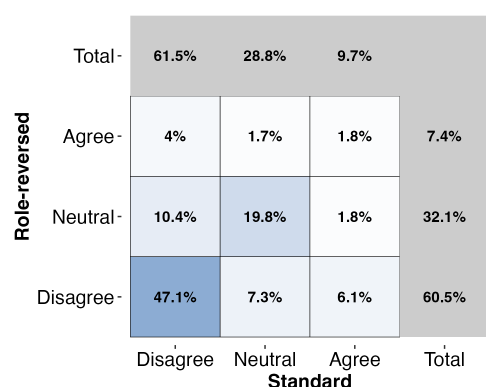
Note: Continued from previous page; same axis and color convention. * Disagreement is more traditional; † researcher-added statement.



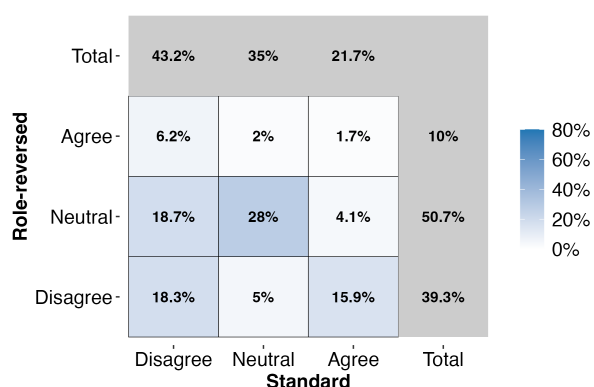
Q16: Men entitled to jobs more than women



Q17: Men better pol leaders than women



Q18: College more imp't for boys than girls



Q19: Men better business execs than women

Figure C14: Joint Distribution of Responses (Remaining Statements) — Representative (3 of 3).

Note: Continued from previous pages; same axis and color convention. * Disagreement is more traditional; † researcher-added statement.

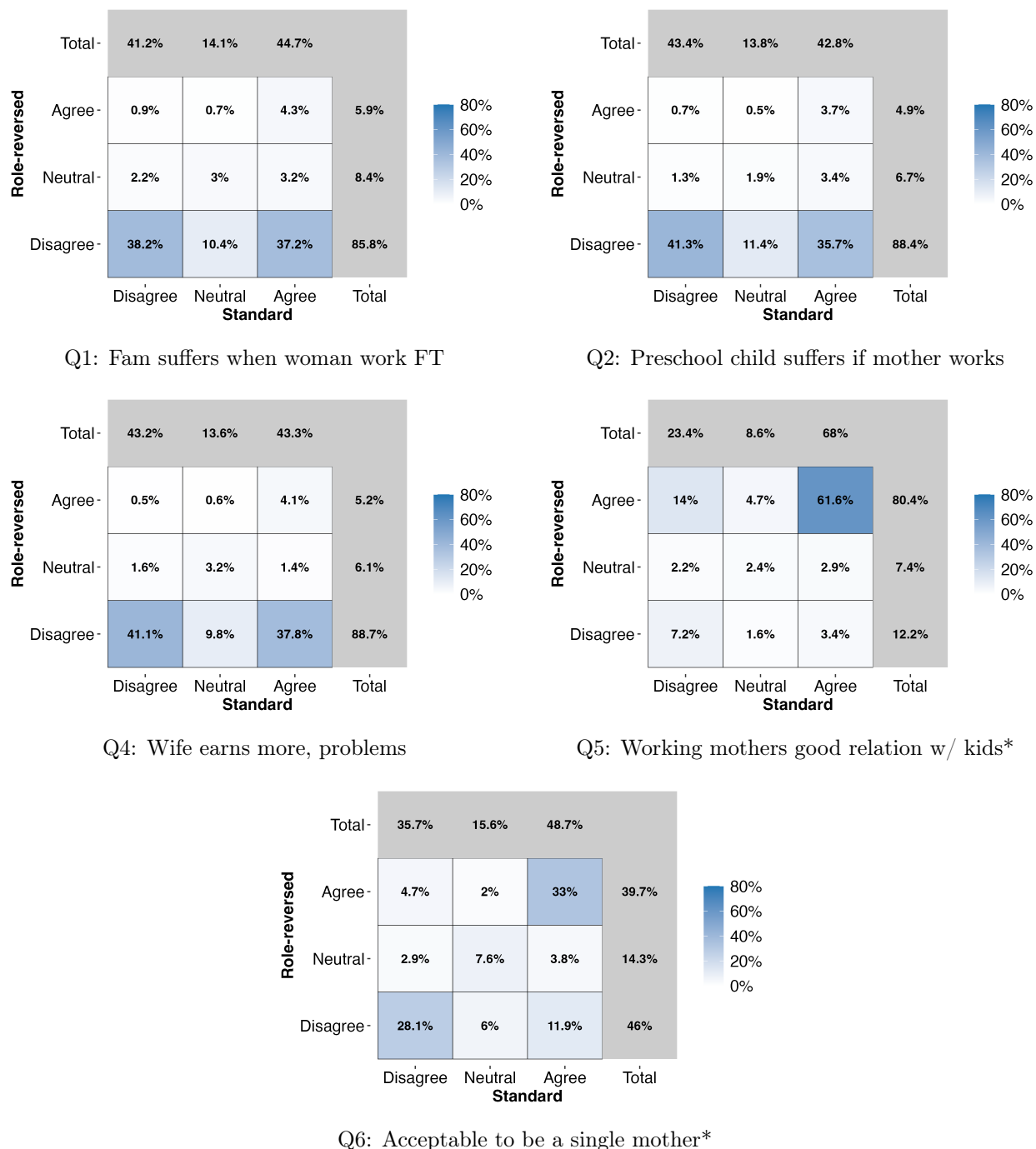
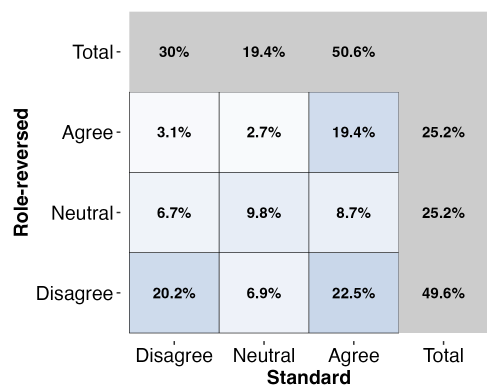
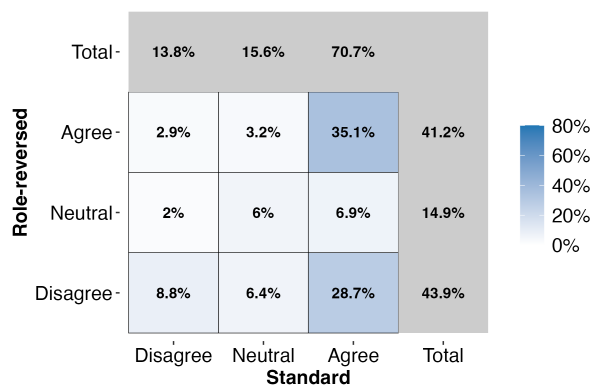


Figure C15: Joint Distribution of Responses (Remaining Statements) — Prolific 1 (incen-tivized) (1 of 3).

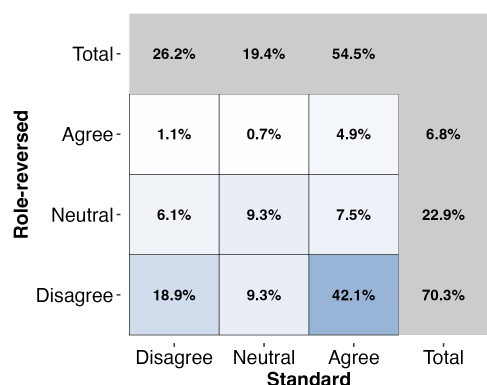
Note: This figure reproduces Panel (c) of the joint distribution of standard and role-reversed responses for the incentivized Prolific 1 sample, restricted to the statements not covered by body Figures 2–6. Each panel shows a 3-by-3 contingency: rows give role-reversed responses, columns give standard responses, and color intensity indicates the share of respondents giving each response pair. * Disagreement is more traditional; † researcher-added statement.



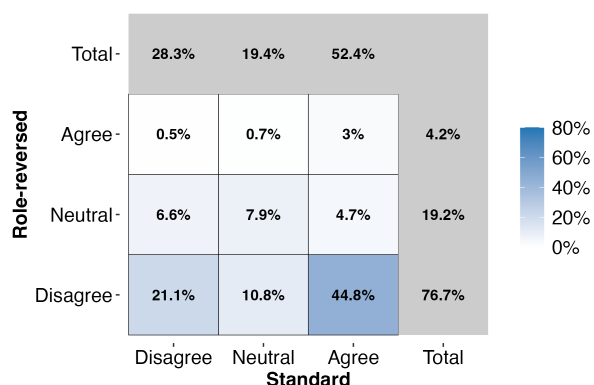
Q7: What women really want is kids



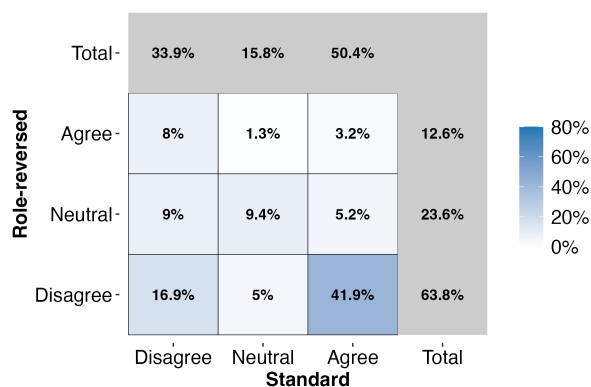
Q9: Stay-at-home wife fulfilling as working



Q11: Better if men work[†]



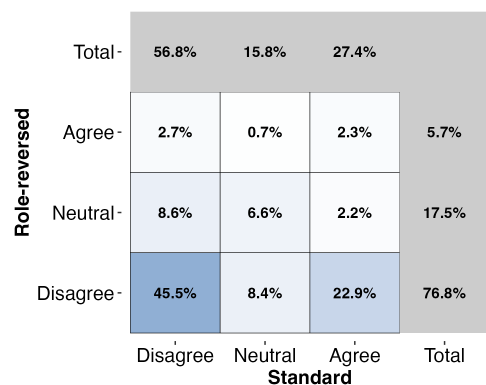
Q13: Better if men work, women home



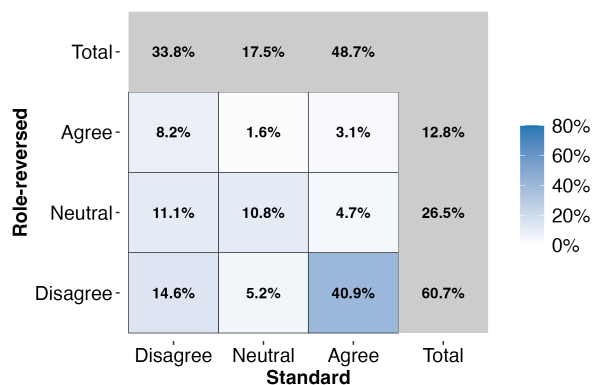
Q15: Men better at politics than women

Figure C16: Joint Distribution of Responses (Remaining Statements) — Prolific 1 (incentivized) (2 of 3).

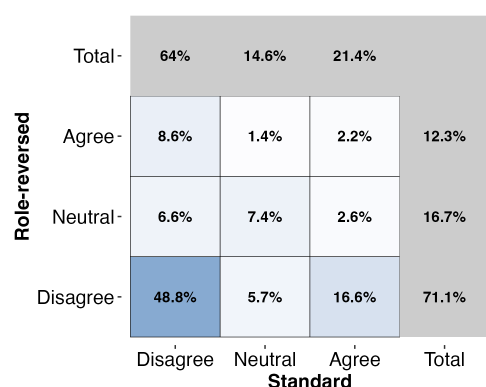
Note: Continued from previous page; same axis and color convention. * Disagreement is more traditional; † researcher-added statement.



Q16: Men entitled to jobs more than women



Q17: Men better pol leaders than women



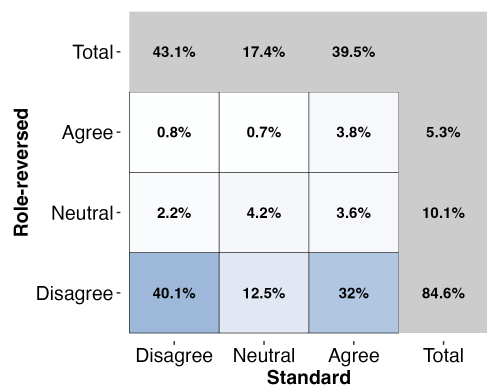
Q18: College more imp't for boys than girls



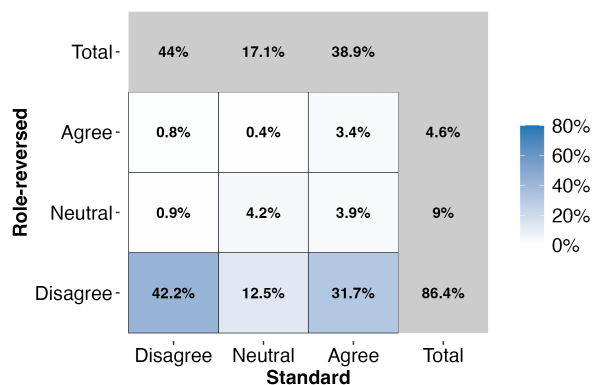
Q19: Men better business execs than women

Figure C17: Joint Distribution of Responses (Remaining Statements) — Prolific 1 (incentivized) (3 of 3).

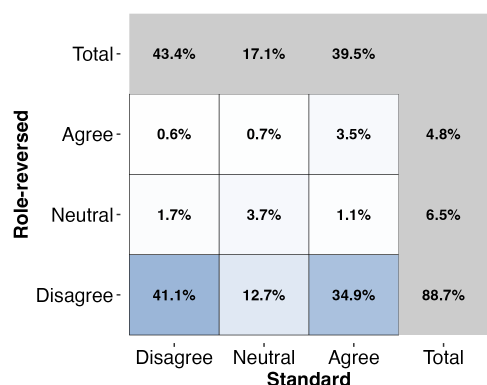
Note: Continued from previous pages; same axis and color convention. * Disagreement is more traditional; † researcher-added statement.



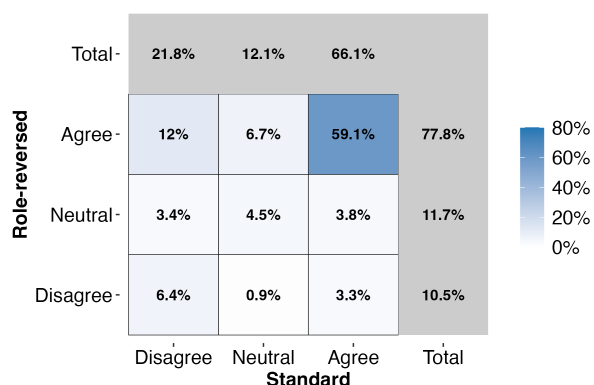
Q1: Fam suffers when woman work FT



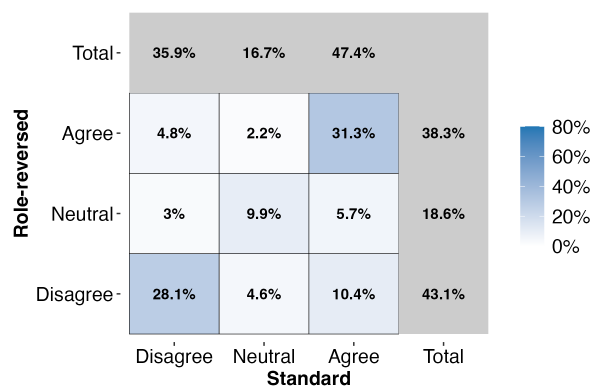
Q2: Preschool child suffers if mother works



Q4: Wife earns more, problems



Q5: Working mothers good relation w/ kids*



Q6: Acceptable to be a single mother*

Figure C18: Joint Distribution of Responses (Remaining Statements) — Prolific 1 (unincen-
tized) (1 of 3).

Note: This figure reproduces Panel (c) of the joint distribution of standard and role-reversed responses for the unincen-
tized Prolific 1 sample, restricted to the statements not covered by body Figures 2–6. Each panel shows
a 3-by-3 contingency: rows give role-reversed responses, columns give standard responses, and color intensity
indicates the share of respondents giving each response pair. * Disagreement is more traditional; †
researcher-added statement.

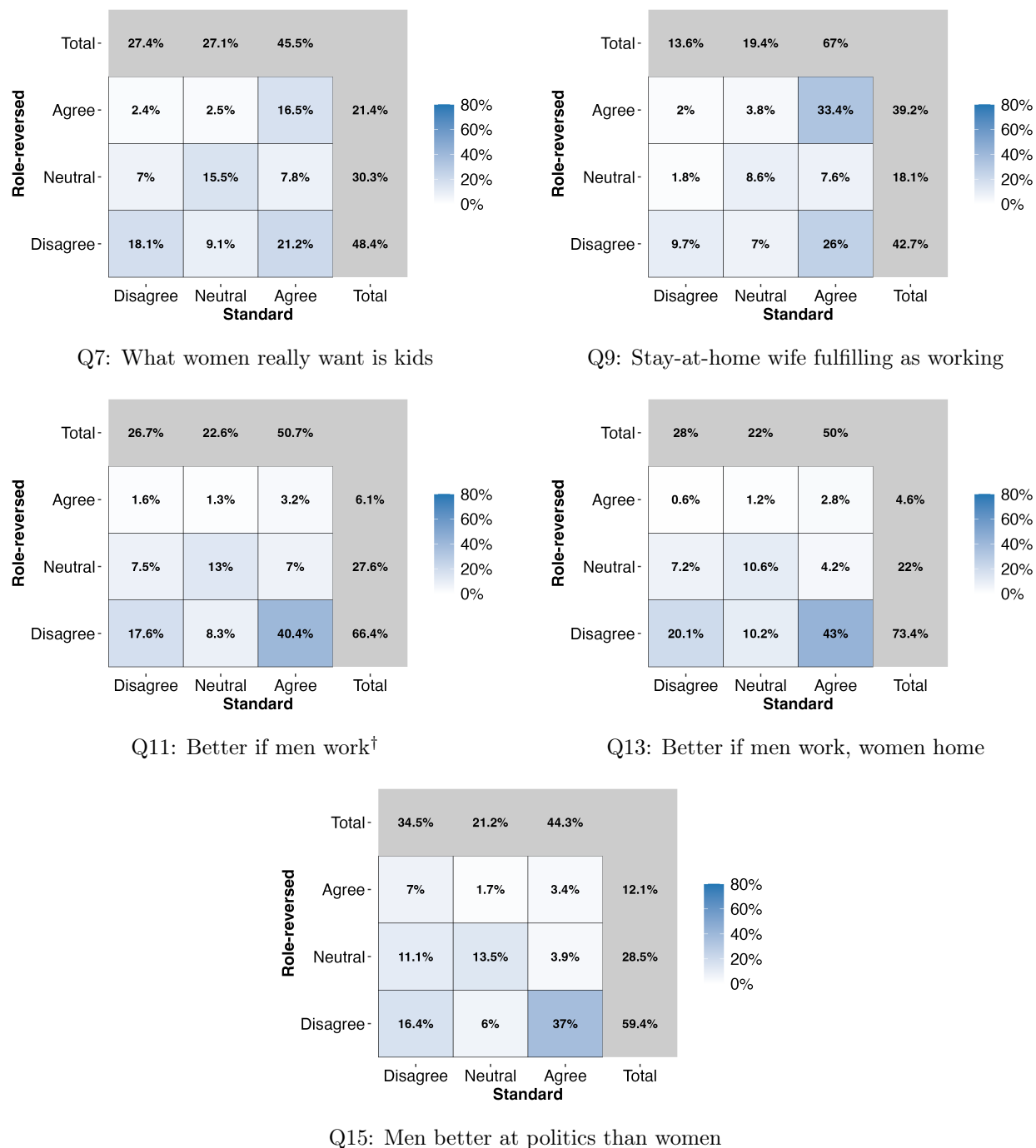
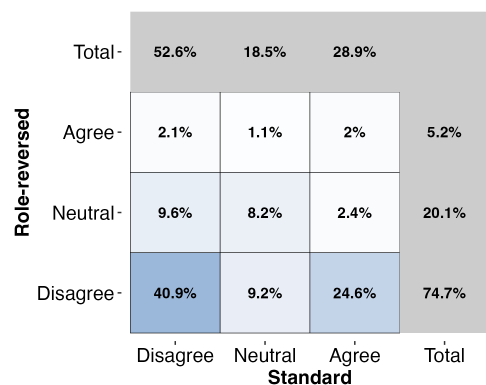
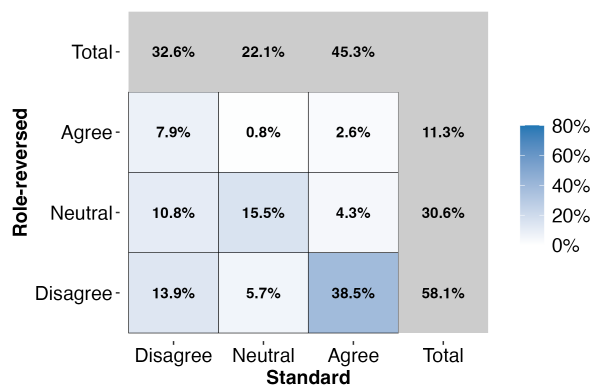


Figure C19: Joint Distribution of Responses (Remaining Statements) — Prolific 1 (unincen-
tized) (2 of 3).

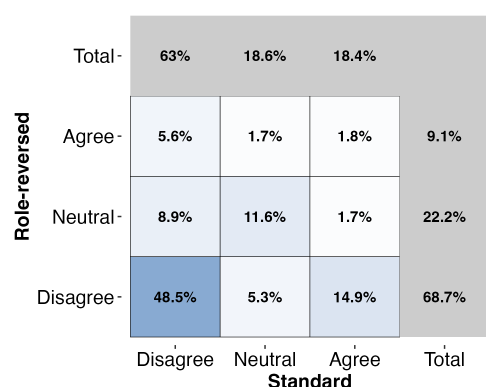
Note: Continued from previous page; same axis and color convention. * Disagreement is more traditional; † researcher-added statement.



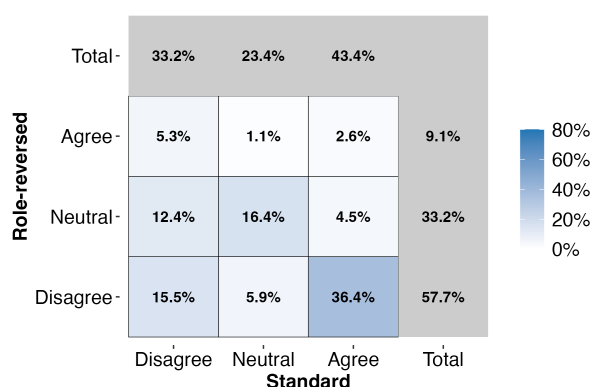
Q16: Men entitled to jobs more than women



Q17: Men better pol leaders than women



Q18: College more imp't for boys than girls



Q19: Men better business execs than women

Figure C20: Joint Distribution of Responses (Remaining Statements) — Prolific 1 (unincen-
tized) (3 of 3).

Note: Continued from previous pages; same axis and color convention. * Disagreement is more traditional; † researcher-added statement.

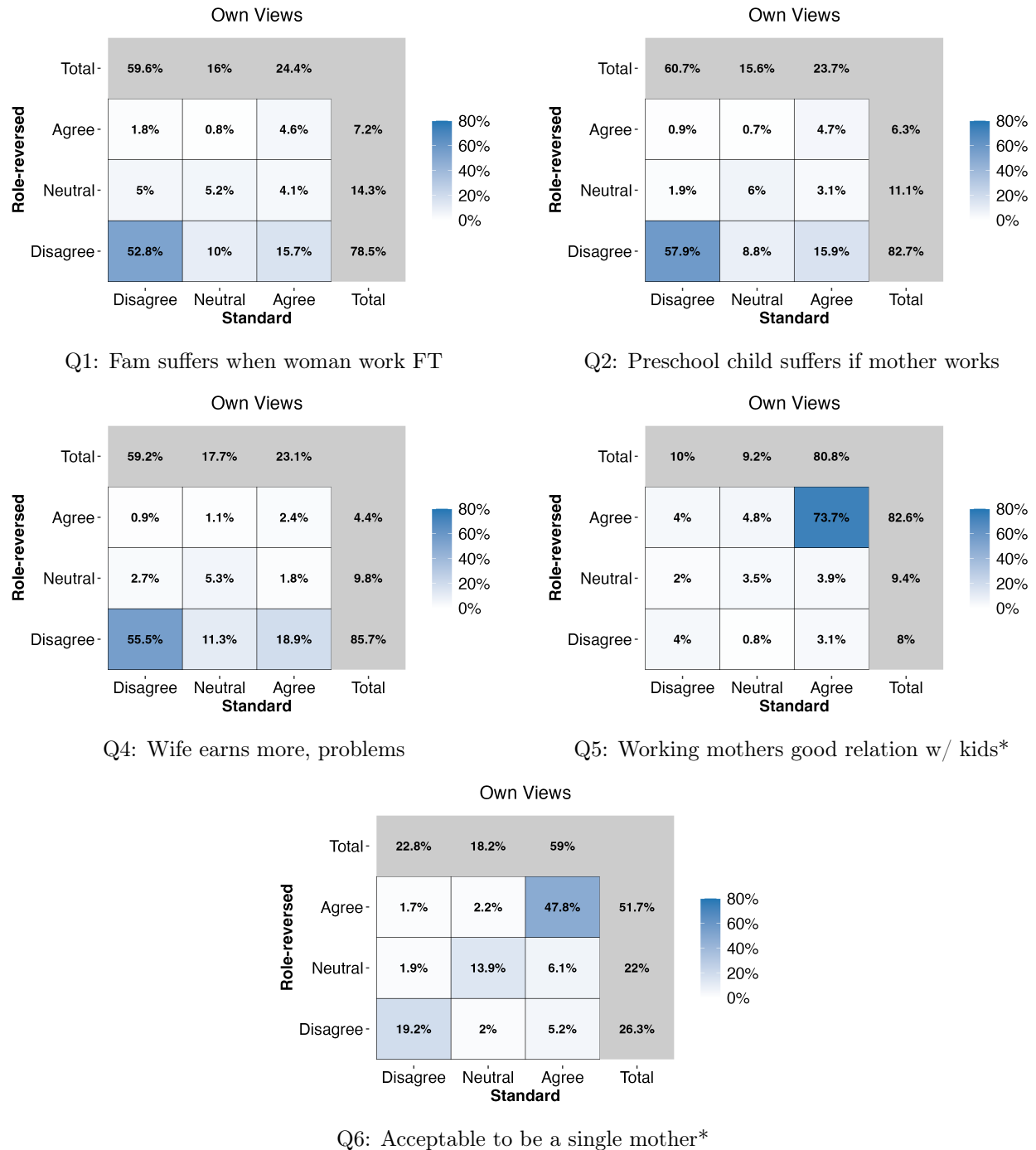


Figure C21: Joint Distribution of Responses (Remaining Statements) — Prolific 2 (own views) (1 of 3).

Note: This figure reproduces Panel (c) of the joint distribution of standard and role-reversed responses for the own-views Prolific 2 sample, restricted to the statements not covered by body Figures 2–6. Each panel shows a 3-by-3 contingency: rows give role-reversed responses, columns give standard responses, and color intensity indicates the share of respondents giving each response pair. * Disagreement is more traditional; † researcher-added statement.

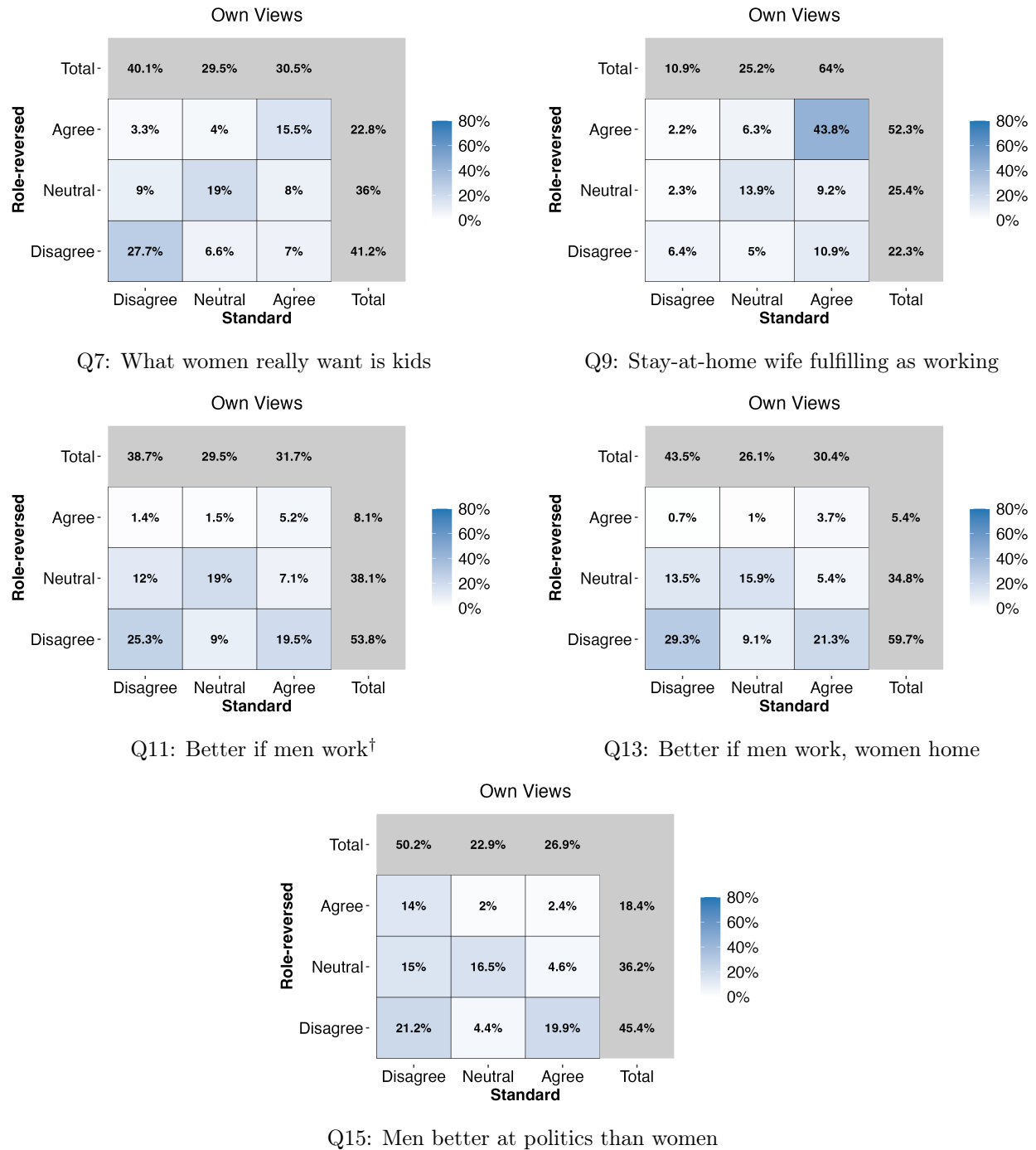


Figure C22: Joint Distribution of Responses (Remaining Statements) — Prolific 2 (own views) (2 of 3).

Note: Continued from previous page; same axis and color convention. * Disagreement is more traditional; † researcher-added statement.

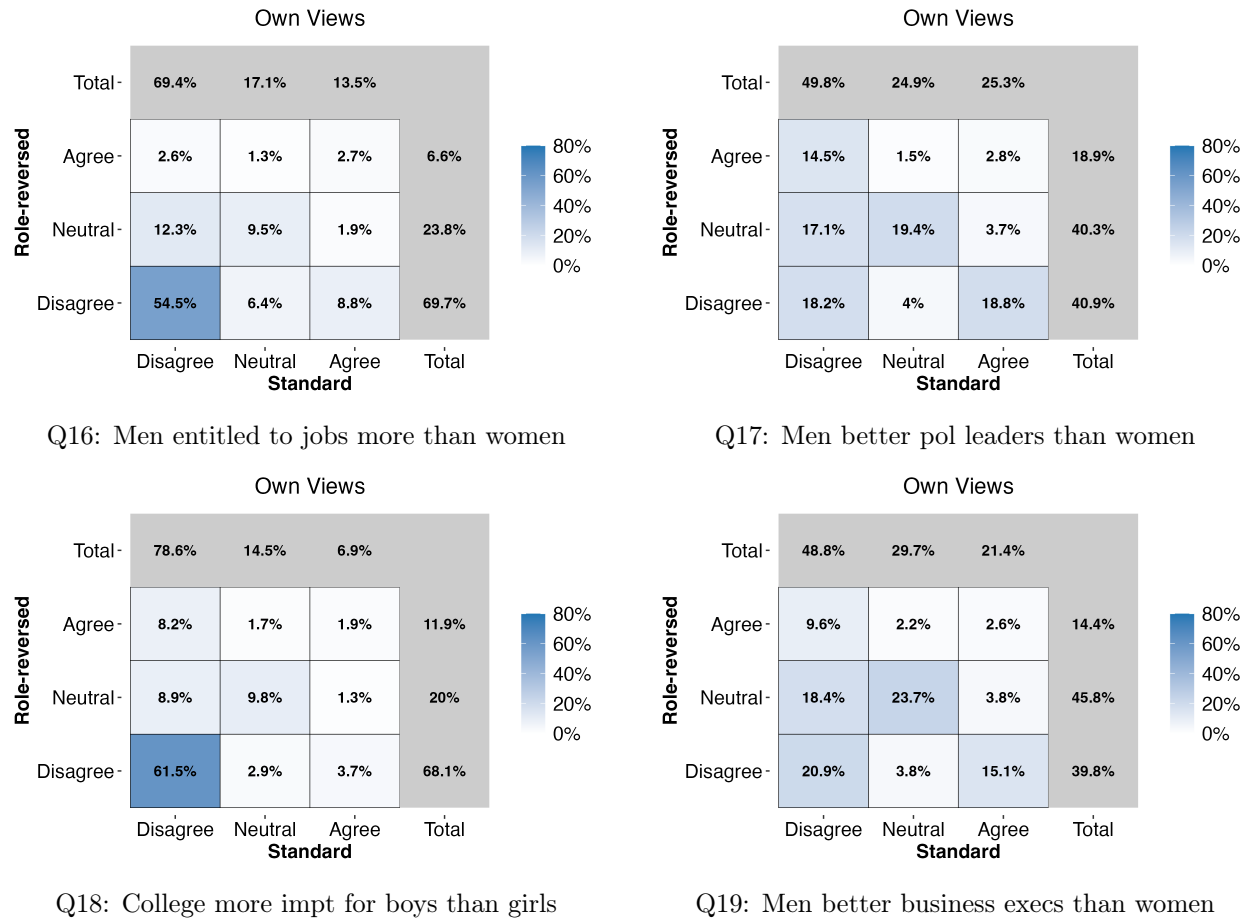


Figure C23: Joint Distribution of Responses (Remaining Statements) — Prolific 2 (own views) (3 of 3).

Note: Continued from previous pages; same axis and color convention. * Disagreement is more traditional; † researcher-added statement.

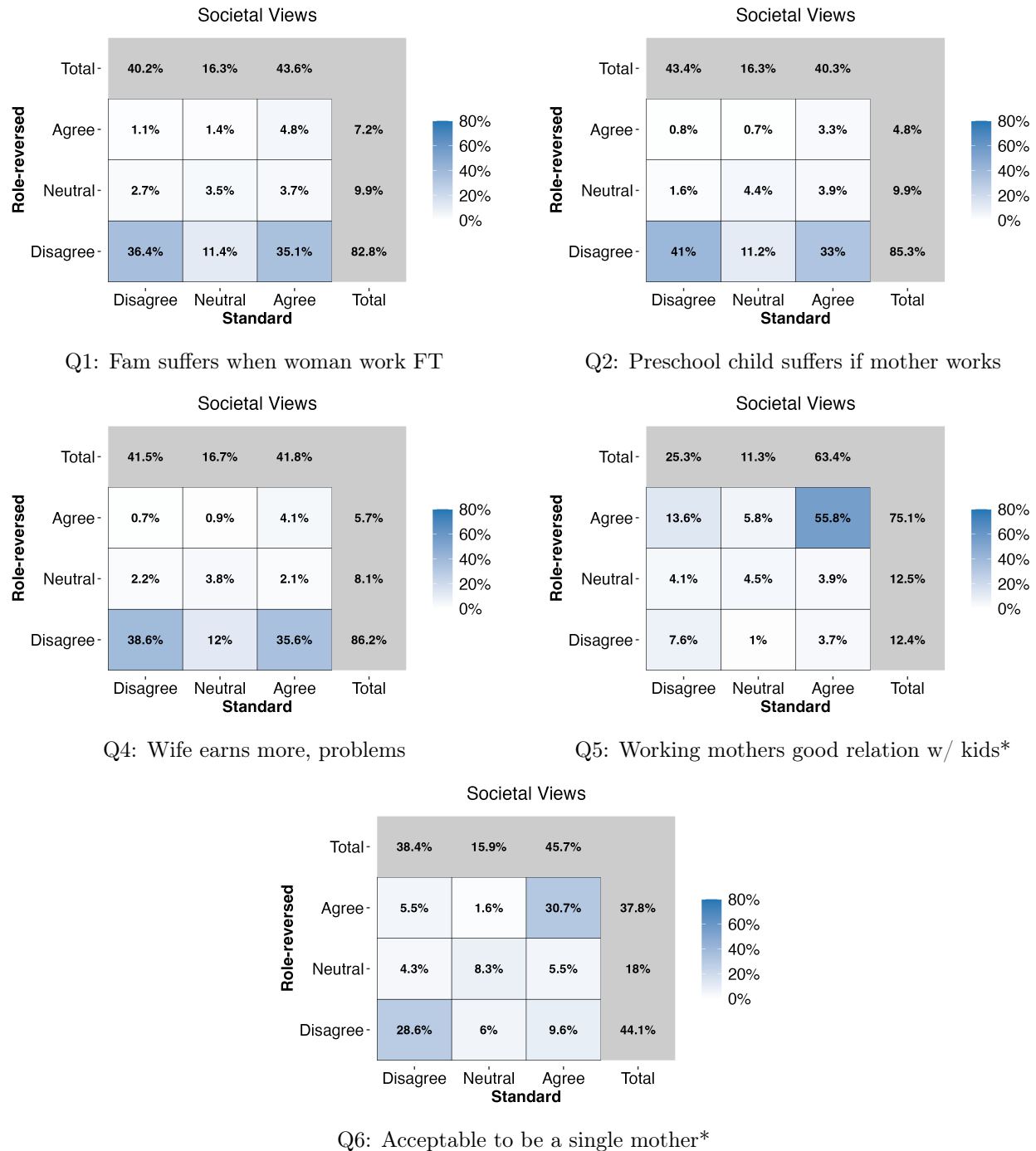


Figure C24: Joint Distribution of Responses (Remaining Statements) — Prolific 2 (societal views) (1 of 3).

Note: This figure reproduces Panel (c) of the joint distribution of standard and role-reversed responses for the societal-views Prolific 2 sample, restricted to the statements not covered by body Figures 2–6. Each panel shows a 3-by-3 contingency: rows give role-reversed responses, columns give standard responses, and color intensity indicates the share of respondents giving each response pair. * Disagreement is more traditional; † researcher-added statement.

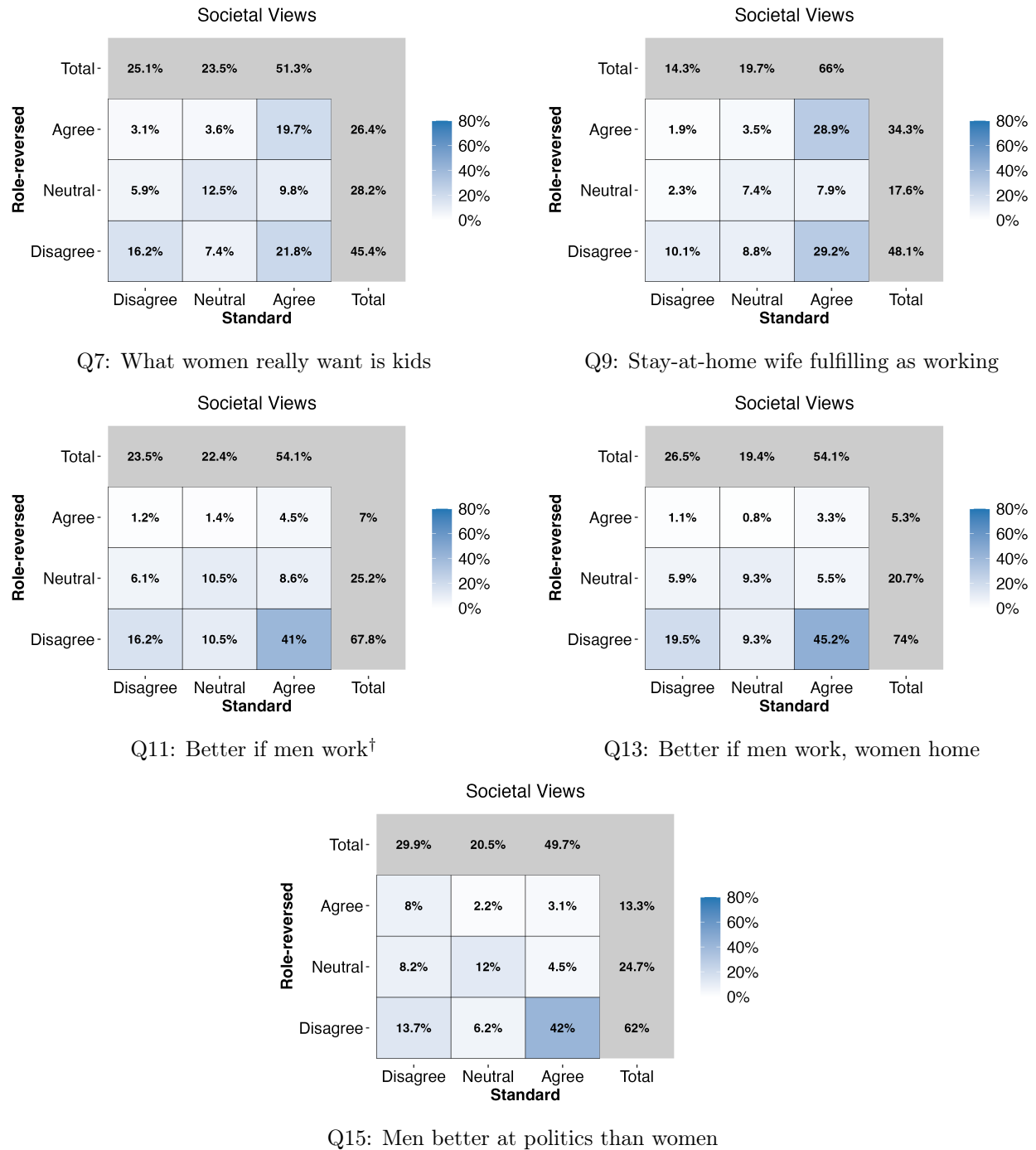


Figure C25: Joint Distribution of Responses (Remaining Statements) — Prolific 2 (societal views) (2 of 3).

Note: Continued from previous page; same axis and color convention. * Disagreement is more traditional; † researcher-added statement.



Figure C26: Joint Distribution of Responses (Remaining Statements) — Prolific 2 (societal views) (3 of 3).

Note: Continued from previous pages; same axis and color convention. * Disagreement is more traditional; † researcher-added statement.

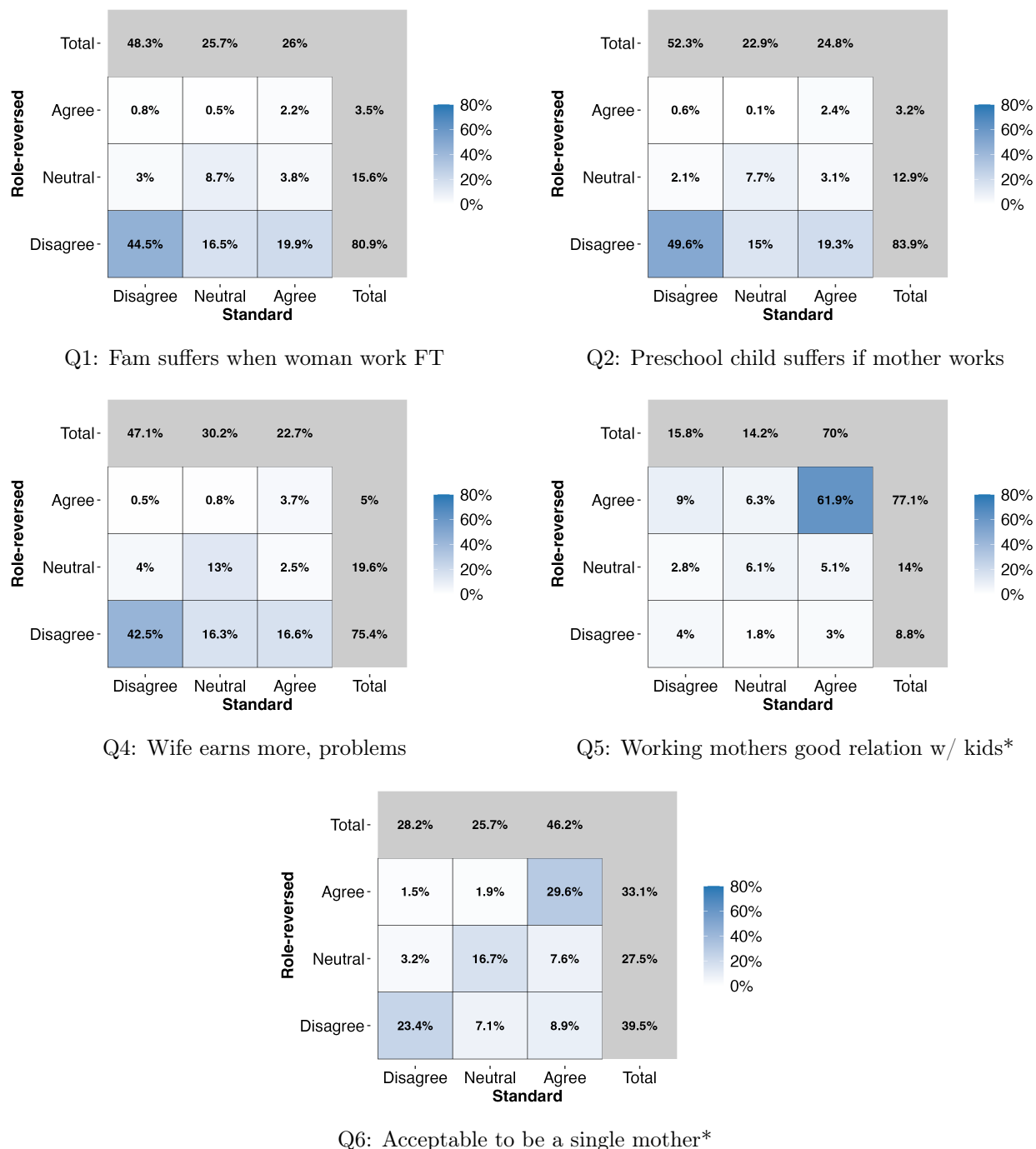
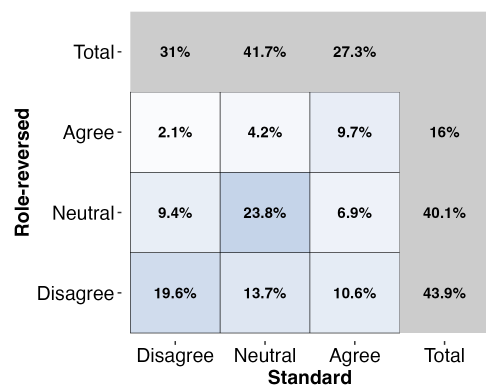
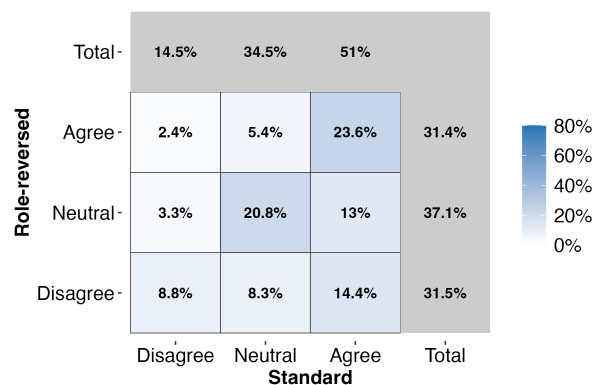


Figure C27: Joint Distribution of Responses (Remaining Statements) — older generations (Boomers and Gen X) (1 of 3).

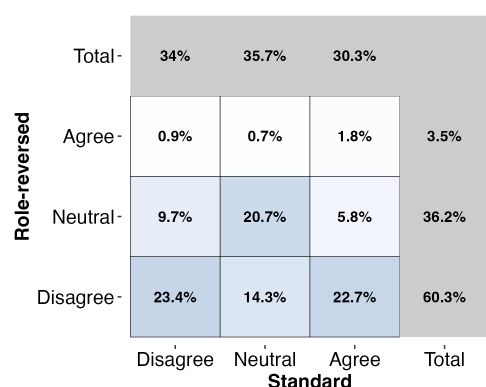
Note: This figure reproduces Panel (c) of the joint distribution of standard and role-reversed responses for older respondents (Boomers and Gen X) in the Representative sample, restricted to the statements not covered by body Figures 2–6. Each panel shows a 3-by-3 contingency: rows give role-reversed responses, columns give standard responses, and color intensity indicates the share of respondents giving each response pair. * Disagreement is more traditional; † researcher-added statement.



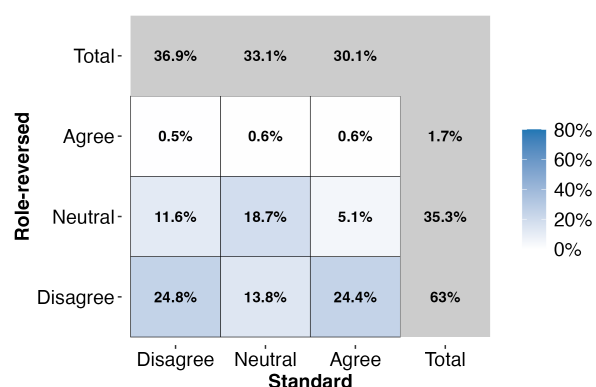
Q7: What women really want is kids



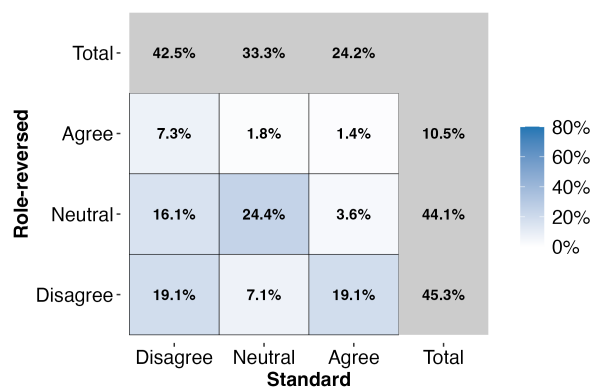
Q9: Stay-at-home wife fulfilling as working



Q11: Better if men work†



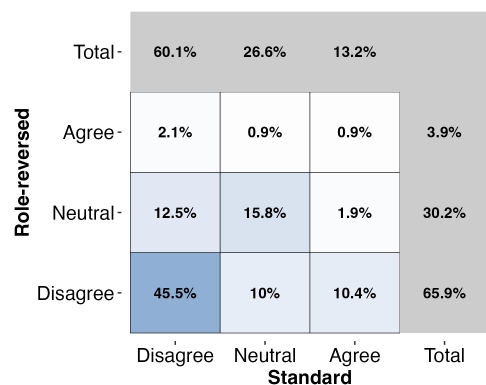
Q13: Better if men work, women home



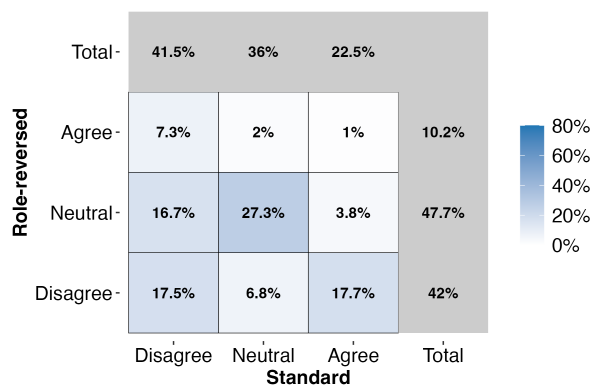
Q15: Men better at politics than women

Figure C28: Joint Distribution of Responses (Remaining Statements) — older generations (Boomers and Gen X) (2 of 3).

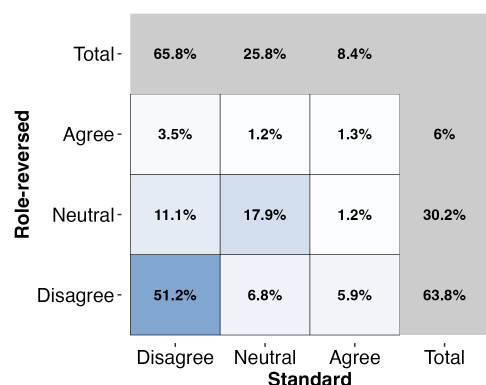
Note: Continued from previous page; same axis and color convention. * Disagreement is more traditional; † researcher-added statement.



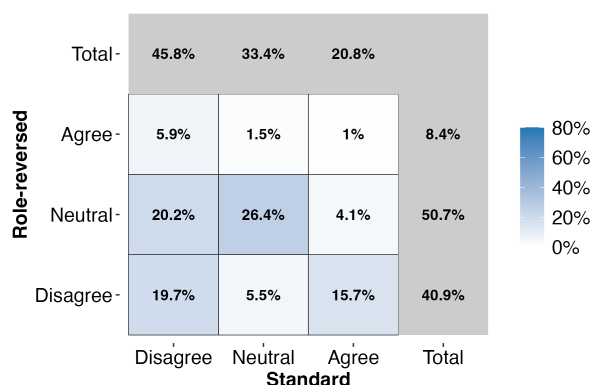
Q16: Men entitled to jobs more than women



Q17: Men better pol leaders than women



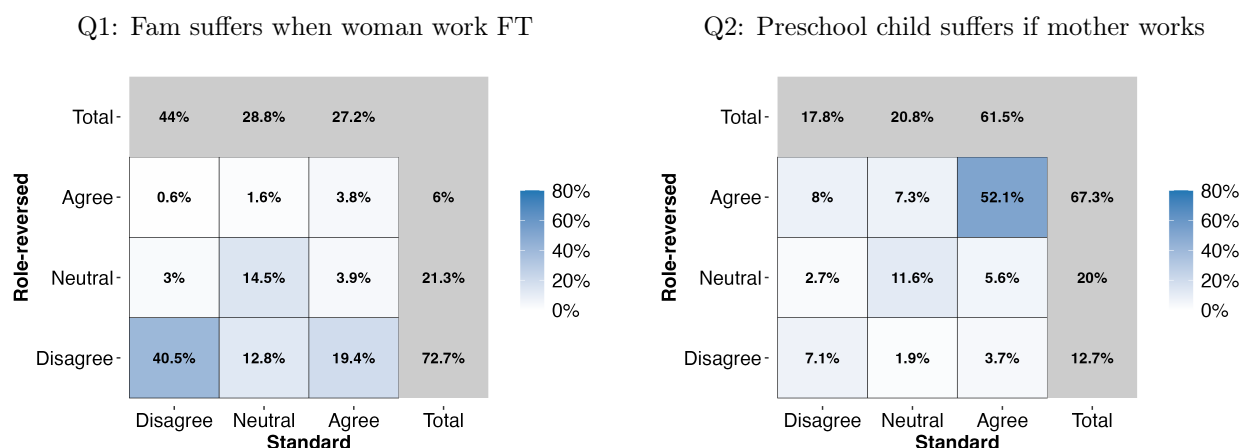
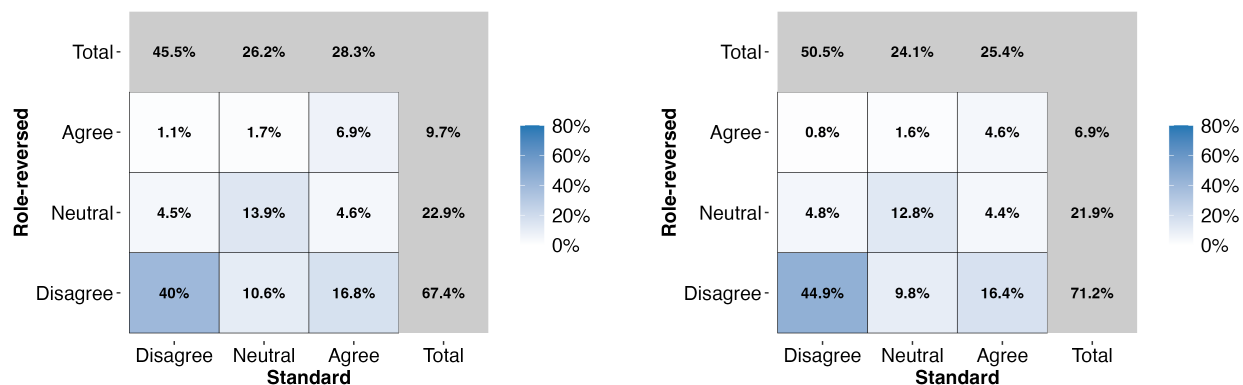
Q18: College more imp't for boys than girls



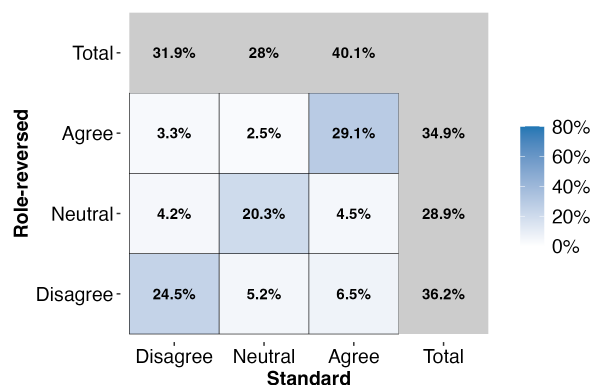
Q19: Men better business execs than women

Figure C29: Joint Distribution of Responses (Remaining Statements) — older generations (Boomers and Gen X) (3 of 3).

Note: Continued from previous pages; same axis and color convention. * Disagreement is more traditional; † researcher-added statement.



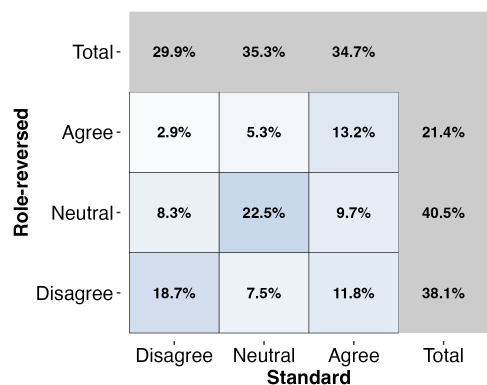
Q4: Wife earns more, problems Q5: Working mothers good relation w/ kids*



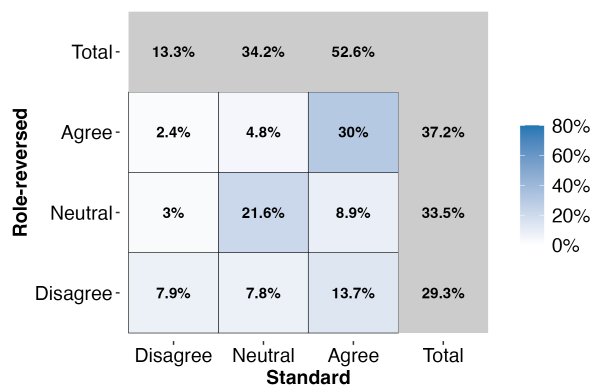
Q6: Acceptable to be a single mother*

Figure C30: Joint Distribution of Responses (Remaining Statements) — younger generations (Millennials and Gen Z) (1 of 3).

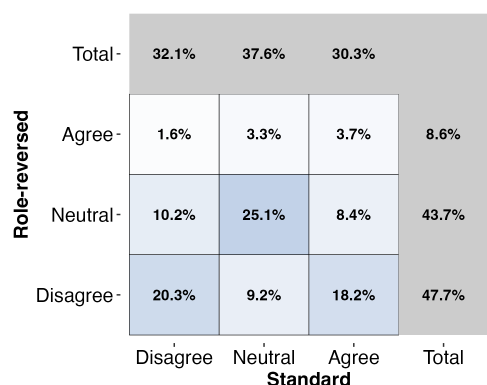
Note: This figure reproduces Panel (c) of the joint distribution of standard and role-reversed responses for younger respondents (Millennials and Gen Z) in the Representative sample, restricted to the statements not covered by body Figures 2–6. Each panel shows a 3-by-3 contingency: rows give role-reversed responses, columns give standard responses, and color intensity indicates the share of respondents giving each response pair. * Disagreement is more traditional; † researcher-added statement.



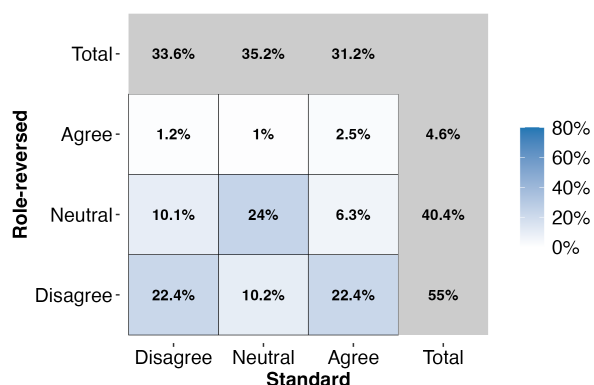
Q7: What women really want is kids



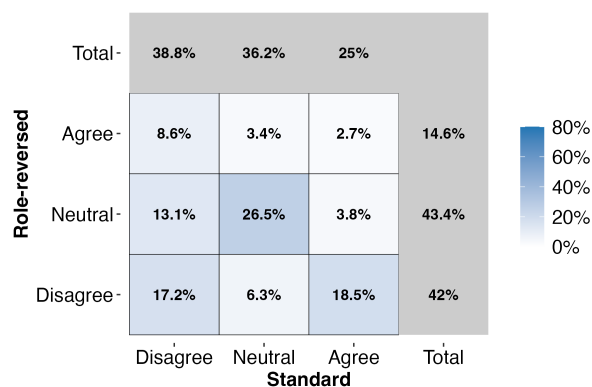
Q9: Stay-at-home wife fulfilling as working



Q11: Better if men work[†]



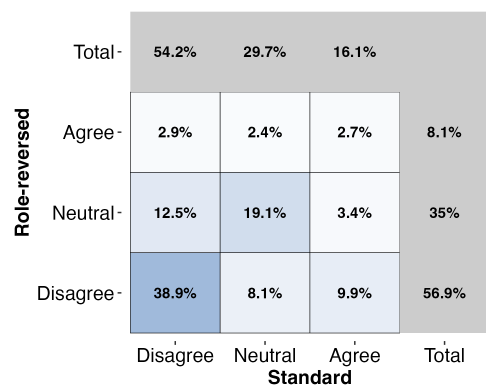
Q13: Better if men work, women home



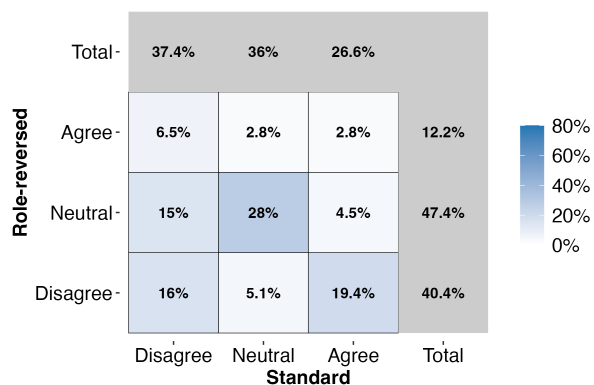
Q15: Men better at politics than women

Figure C31: Joint Distribution of Responses (Remaining Statements) — younger generations (Millennials and Gen Z) (2 of 3).

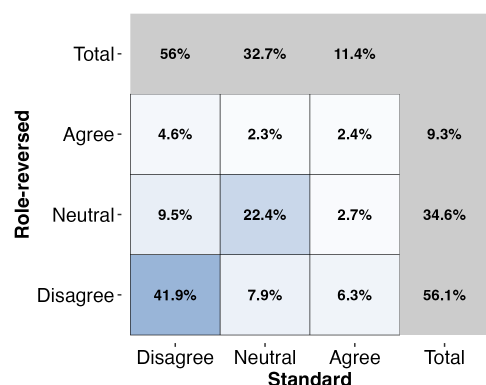
Note: Continued from previous page; same axis and color convention. * Disagreement is more traditional; † researcher-added statement.



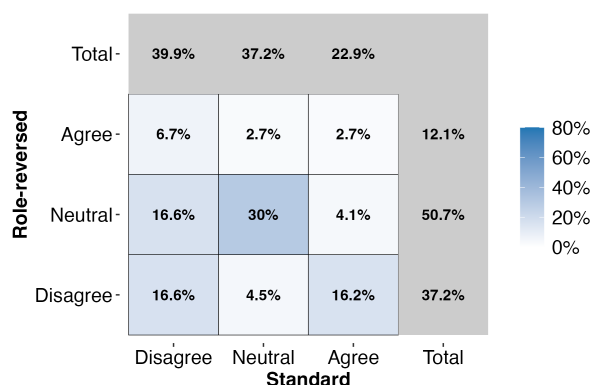
Q16: Men entitled to jobs more than women



Q17: Men better pol leaders than women



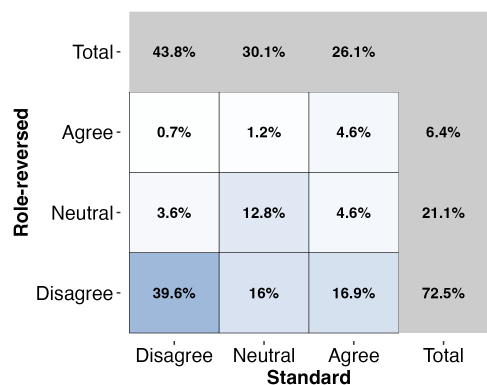
Q18: College more imp't for boys than girls



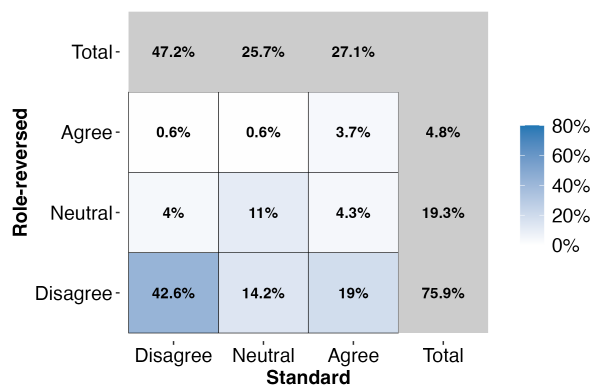
Q19: Men better business execs than women

Figure C32: Joint Distribution of Responses (Remaining Statements) — younger generations (Millennials and Gen Z) (3 of 3).

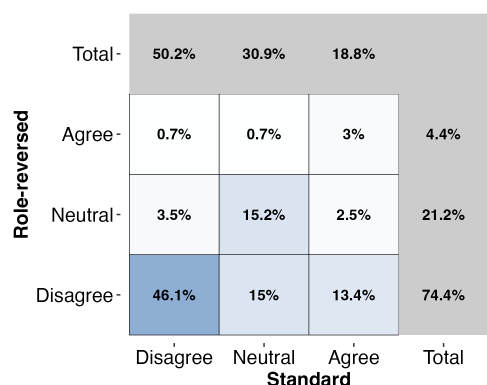
Note: Continued from previous pages; same axis and color convention. * Disagreement is more traditional; † researcher-added statement.



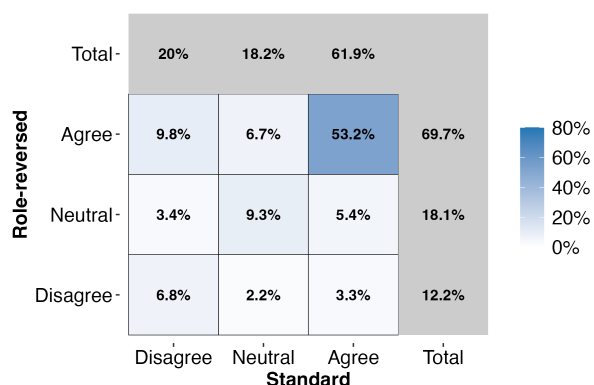
Q1: Fam suffers when woman work FT



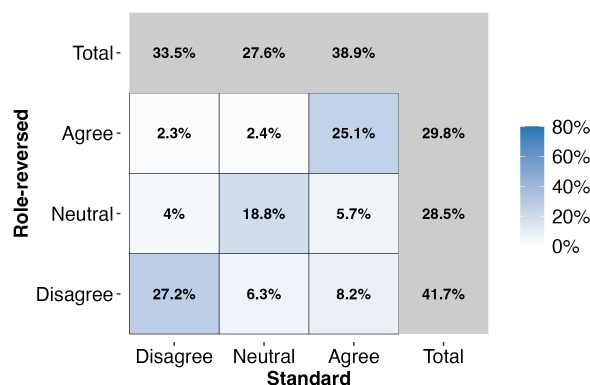
Q2: Preschool child suffers if mother works



Q4: Wife earns more, problems



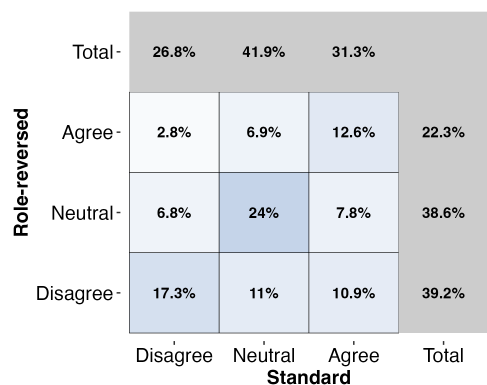
Q5: Working mothers good relation w/ kids*



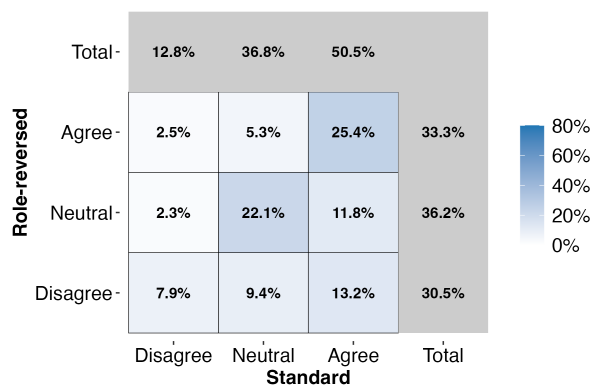
Q6: Acceptable to be a single mother*

Figure C33: Joint Distribution of Responses (Remaining Statements) — Men (1 of 3).

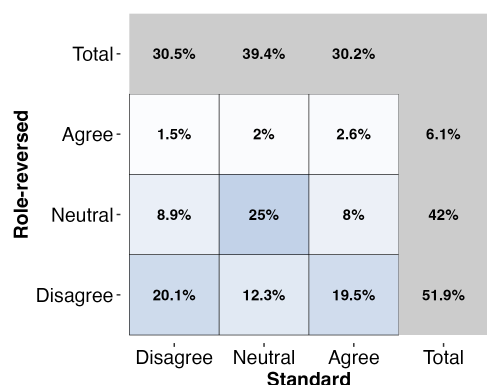
Note: This figure reproduces Panel (c) of the joint distribution of standard and role-reversed responses for men in the Representative sample, restricted to the statements not covered by body Figures 2–6. Each panel shows a 3-by-3 contingency: rows give role-reversed responses, columns give standard responses, and color intensity indicates the share of respondents giving each response pair. * Disagreement is more traditional; † researcher-added statement.



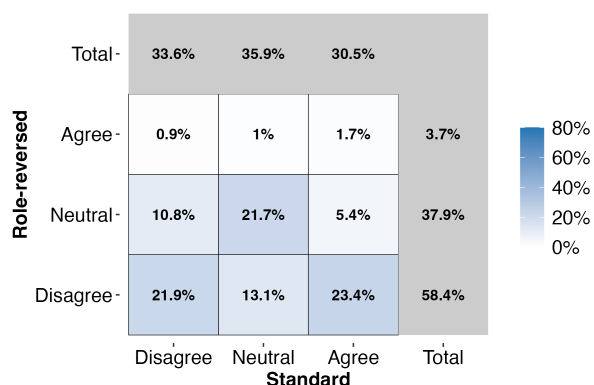
Q7: What women really want is kids



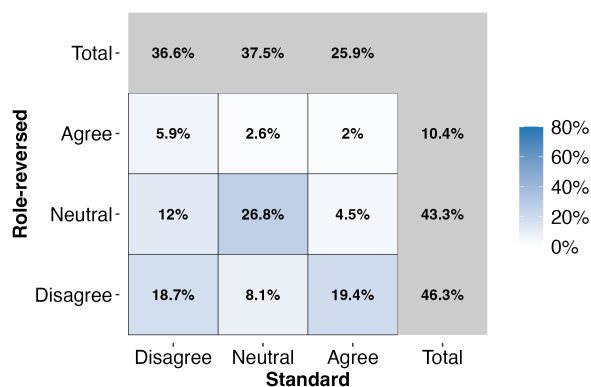
Q9: Stay-at-home wife fulfilling as working



Q11: Better if men work[†]



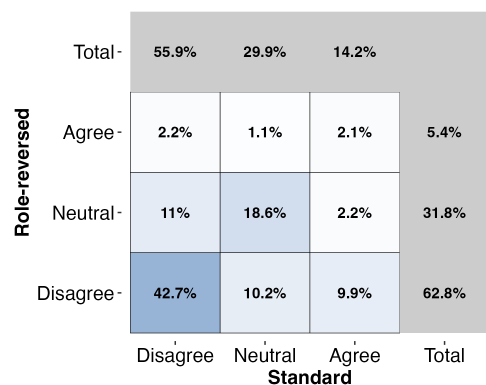
Q13: Better if men work, women home



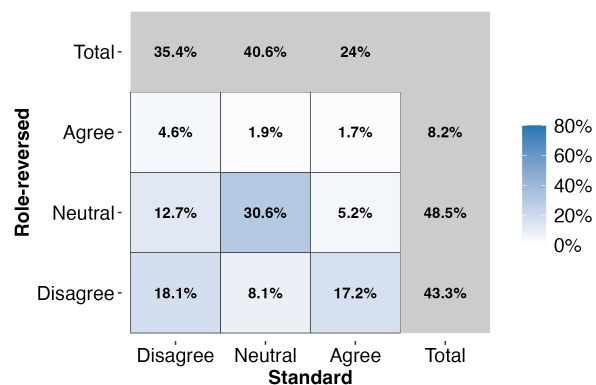
Q15: Men better at politics than women

Figure C34: Joint Distribution of Responses (Remaining Statements) — Men (2 of 3).

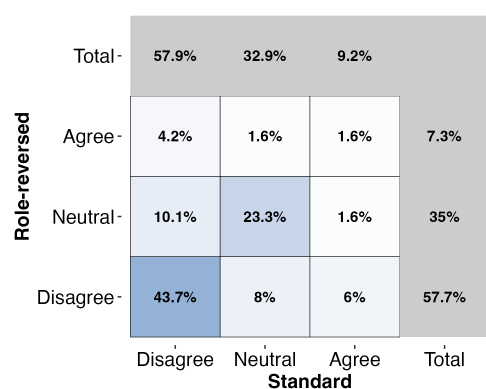
Note: Continued from previous page; same axis and color convention. * Disagreement is more traditional; † researcher-added statement.



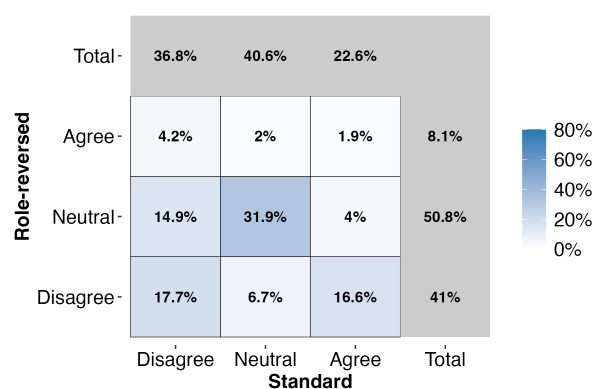
Q16: Men entitled to jobs more than women



Q17: Men better pol leaders than women



Q18: College more imp't for boys than girls



Q19: Men better business execs than women

Figure C35: Joint Distribution of Responses (Remaining Statements) — Men (3 of 3).

Note: Continued from previous pages; same axis and color convention. * Disagreement is more traditional; † researcher-added statement.

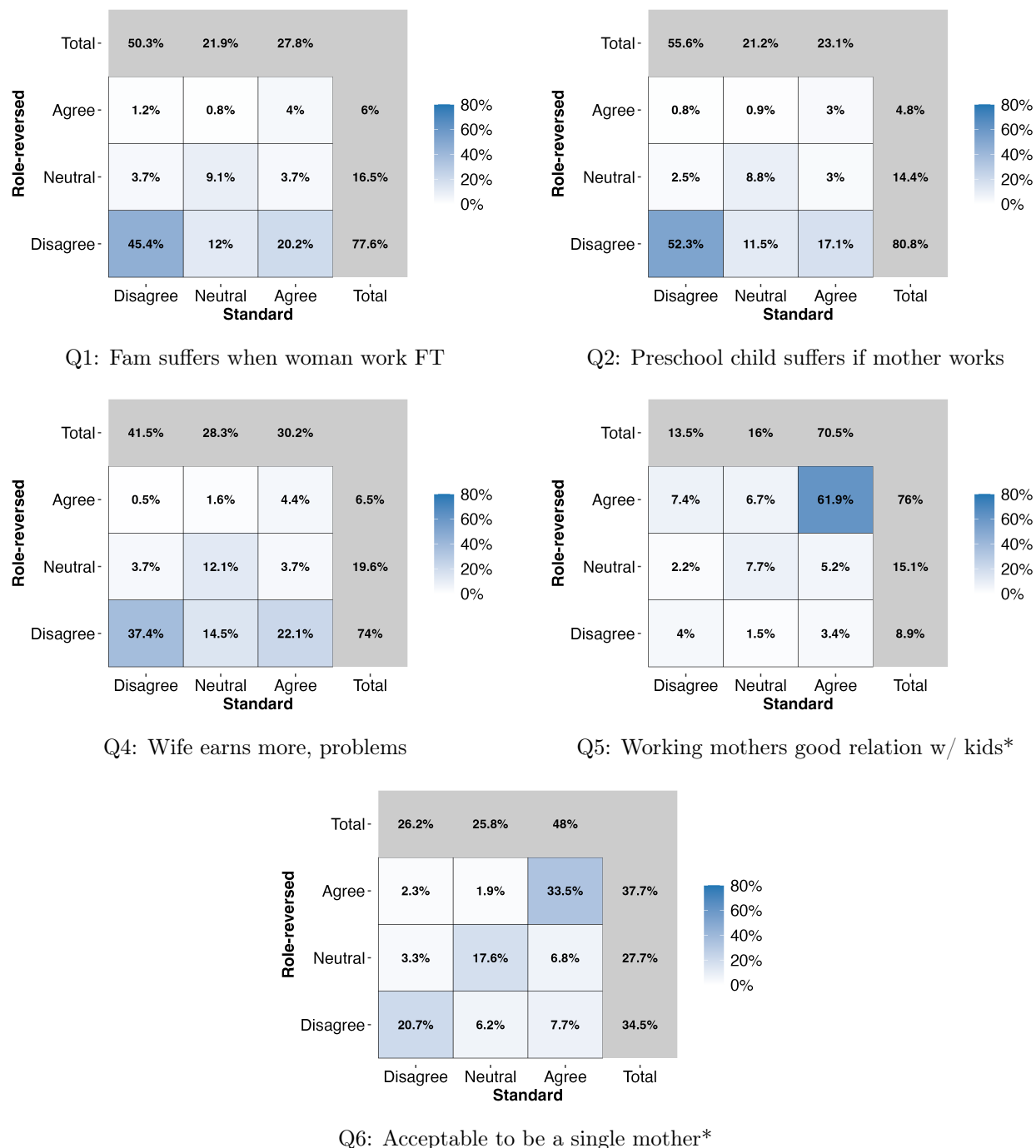
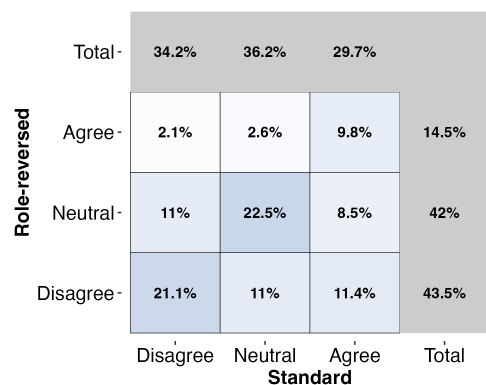
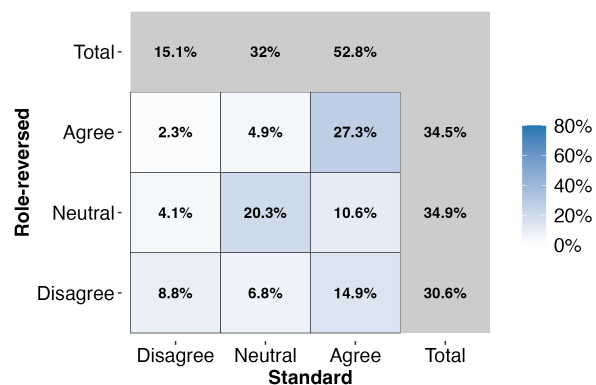


Figure C36: Joint Distribution of Responses (Remaining Statements) — Women (1 of 3).

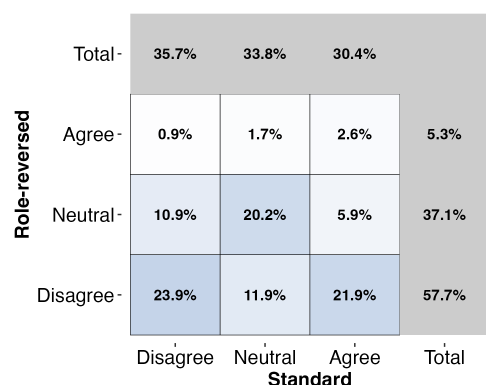
Note: This figure reproduces Panel (c) of the joint distribution of standard and role-reversed responses for women in the Representative sample, restricted to the statements not covered by body Figures 2–6. Each panel shows a 3-by-3 contingency: rows give role-reversed responses, columns give standard responses, and color intensity indicates the share of respondents giving each response pair. * Disagreement is more traditional; † researcher-added statement.



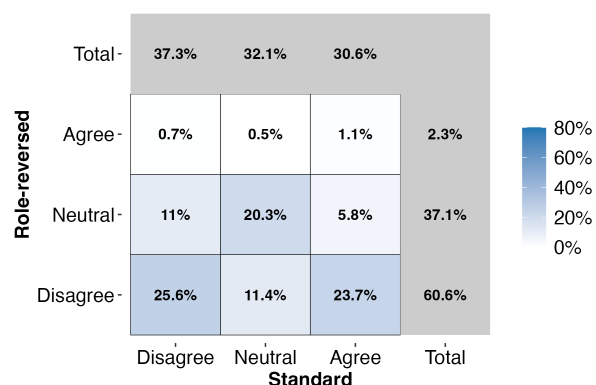
Q7: What women really want is kids



Q9: Stay-at-home wife fulfilling as working



Q11: Better if men work[†]



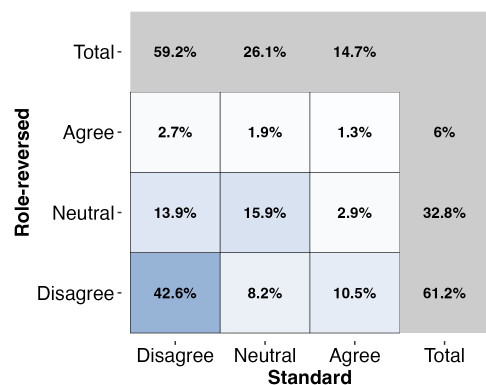
Q13: Better if men work, women home



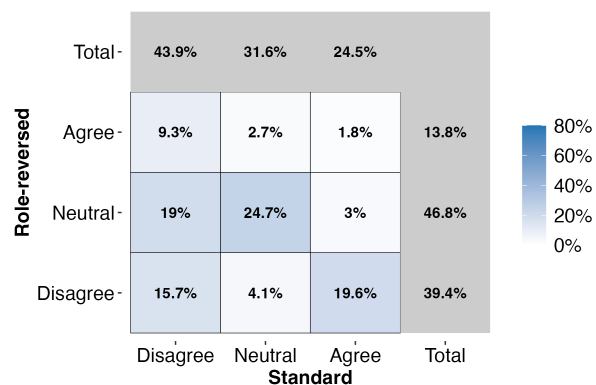
Q15: Men better at politics than women

Figure C37: Joint Distribution of Responses (Remaining Statements) — Women (2 of 3).

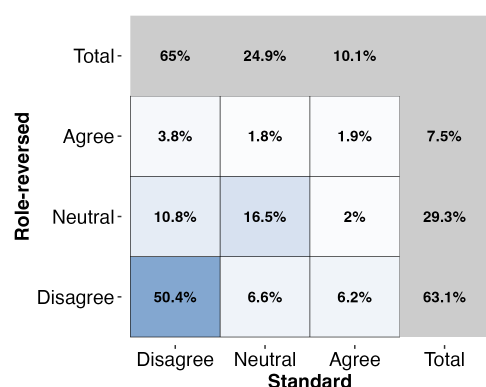
Note: Continued from previous page; same axis and color convention. * Disagreement is more traditional; † researcher-added statement.



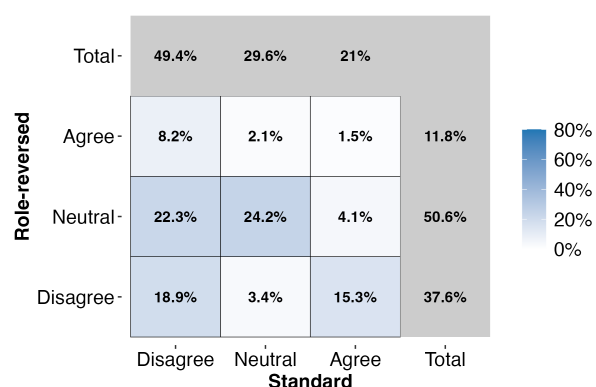
Q16: Men entitled to jobs more than women



Q17: Men better pol leaders than women



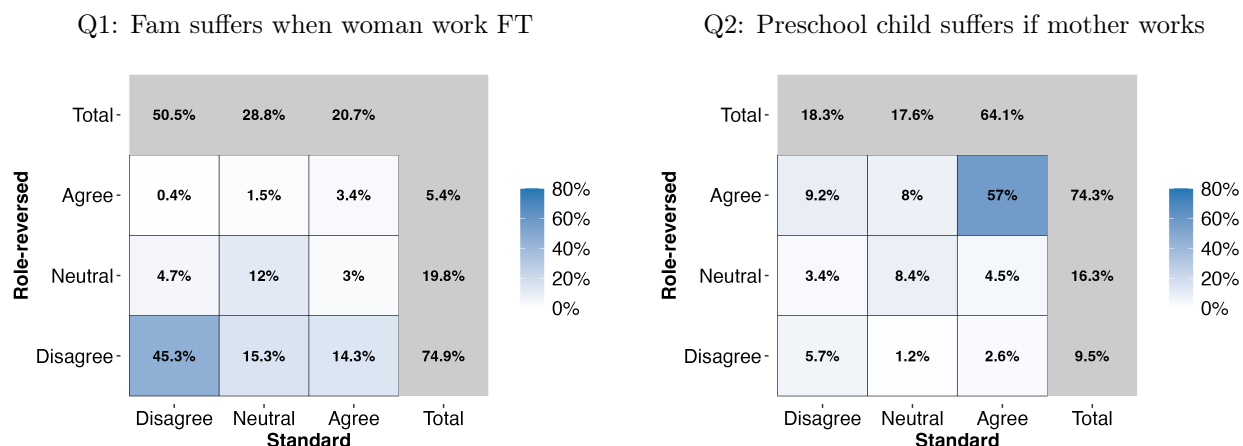
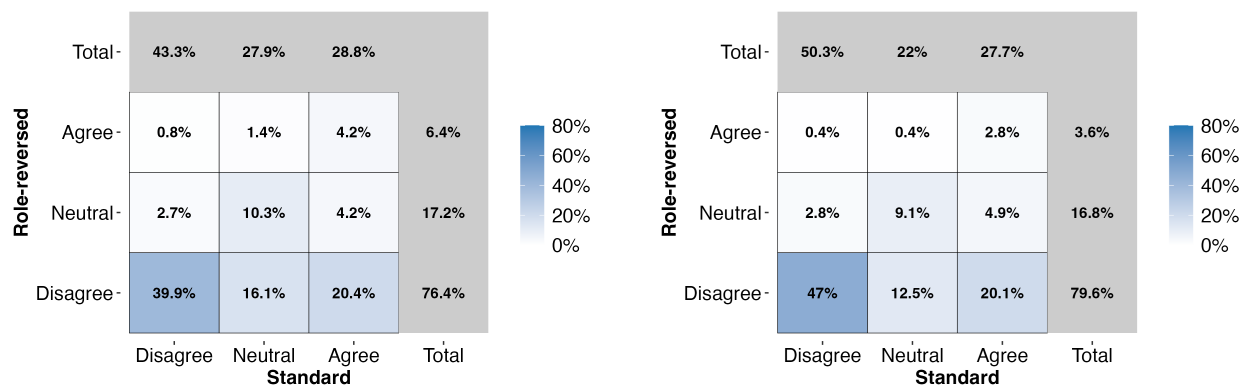
Q18: College more imp't for boys than girls



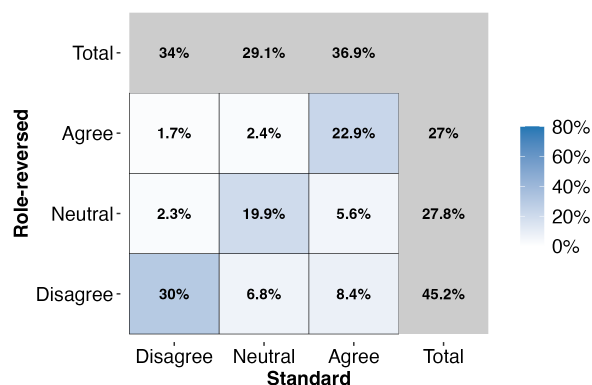
Q19: Men better business execs than women

Figure C38: Joint Distribution of Responses (Remaining Statements) — Women (3 of 3).

Note: Continued from previous pages; same axis and color convention. * Disagreement is more traditional; † researcher-added statement.



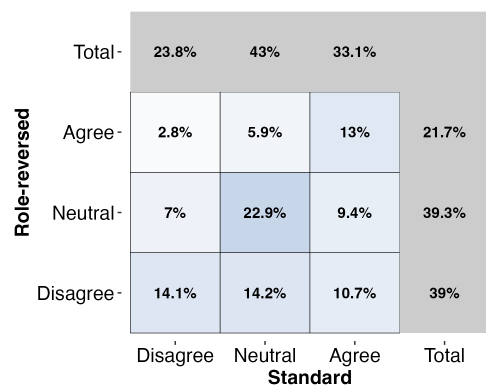
Q4: Wife earns more, problems Q5: Working mothers good relation w/ kids*



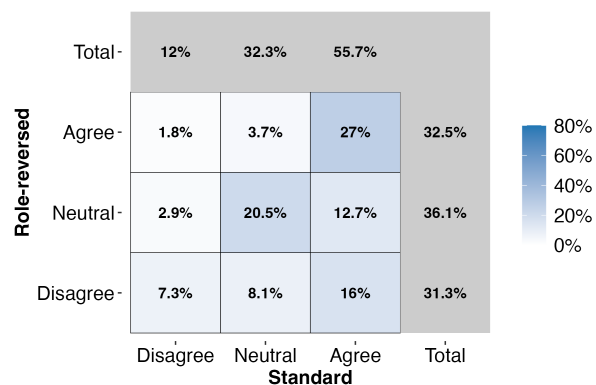
Q6: Acceptable to be a single mother*

Figure C39: Joint Distribution of Responses (Remaining Statements) — Republicans (1 of 3).

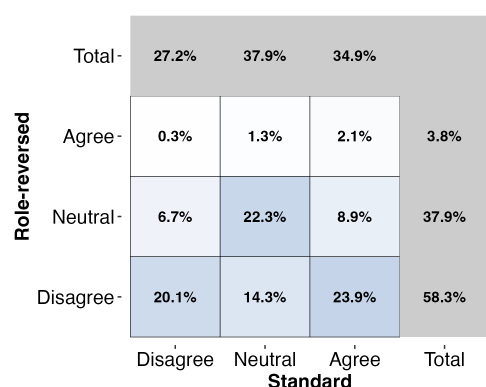
Note: This figure reproduces Panel (c) of the joint distribution of standard and role-reversed responses for Republican respondents in the Representative sample, restricted to the statements not covered by body Figures 2–6. Each panel shows a 3-by-3 contingency: rows give role-reversed responses, columns give standard responses, and color intensity indicates the share of respondents giving each response pair. * Disagreement is more traditional; † researcher-added statement.



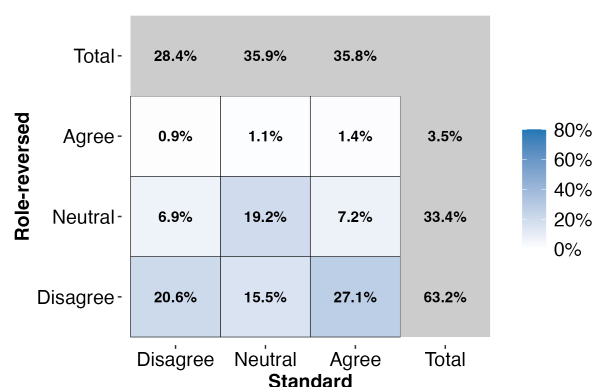
Q7: What women really want is kids



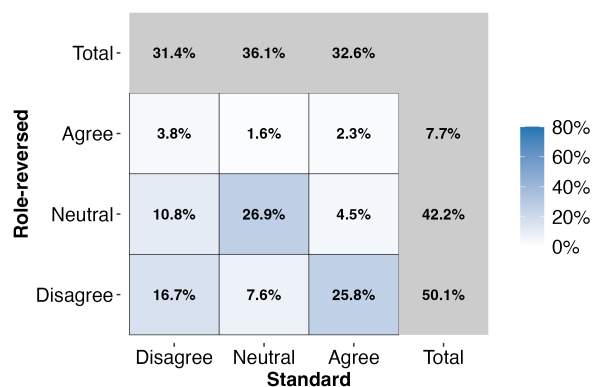
Q9: Stay-at-home wife fulfilling as working



Q11: Better if men work[†]



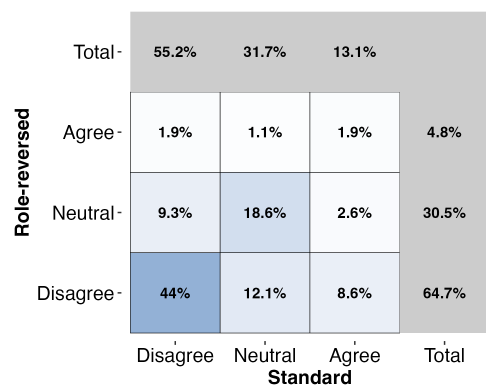
Q13: Better if men work, women home



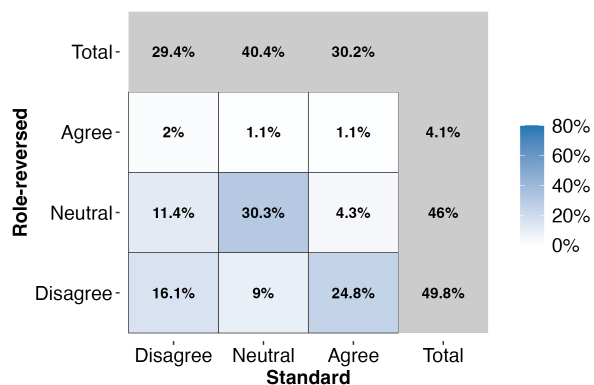
Q15: Men better at politics than women

Figure C40: Joint Distribution of Responses (Remaining Statements) — Republicans (2 of 3).

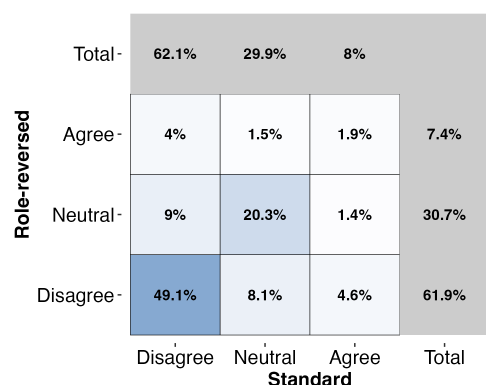
Note: Continued from previous page; same axis and color convention. * Disagreement is more traditional; † researcher-added statement.



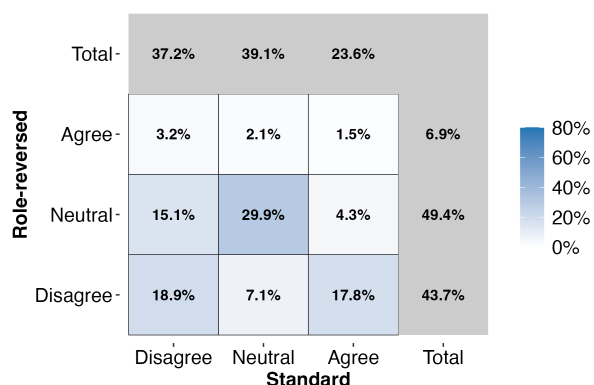
Q16: Men entitled to jobs more than women



Q17: Men better pol leaders than women



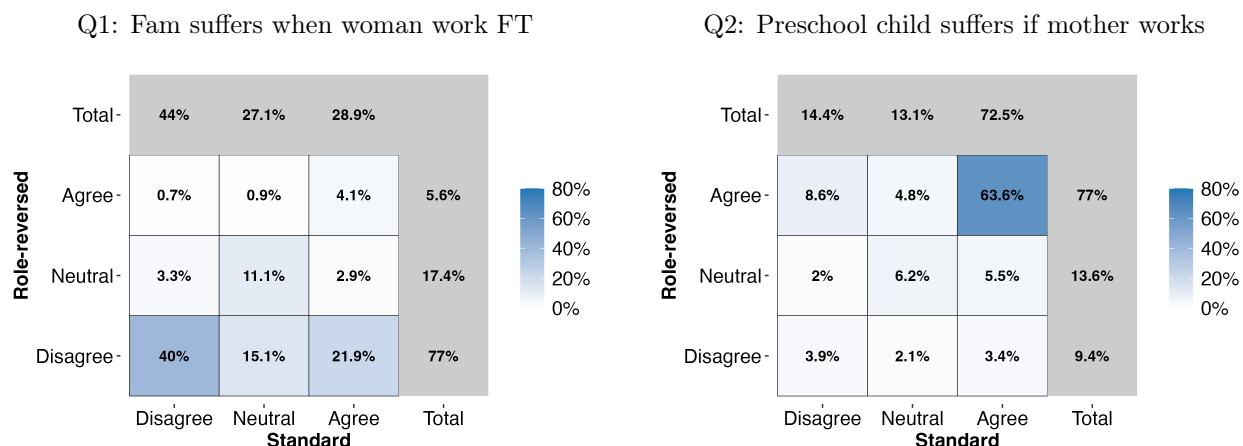
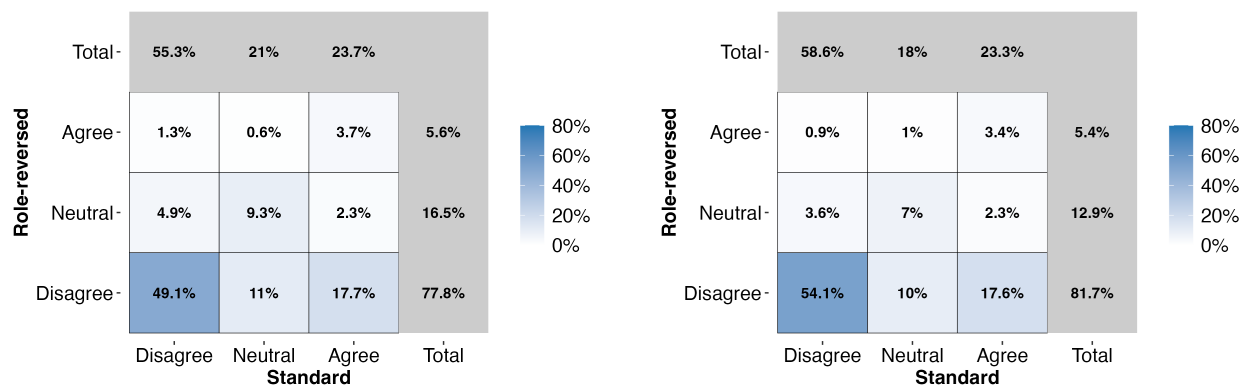
Q18: College more imppt for boys than girls



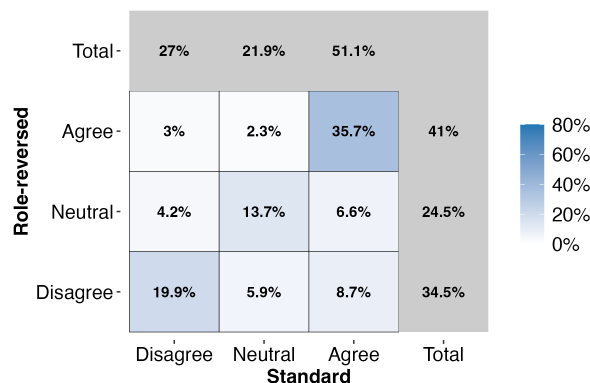
Q19: Men better business execs than women

Figure C41: Joint Distribution of Responses (Remaining Statements) — Republicans (3 of 3).

Note: Continued from previous pages; same axis and color convention. * Disagreement is more traditional; † researcher-added statement.



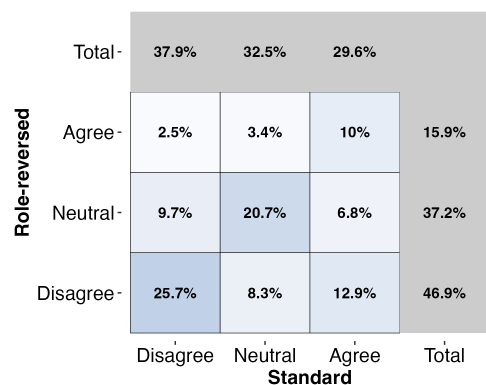
Q4: Wife earns more, problems Q5: Working mothers good relation w/ kids*



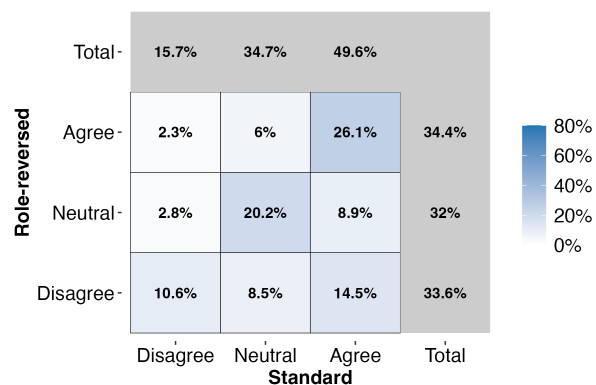
Q6: Acceptable to be a single mother*

Figure C42: Joint Distribution of Responses (Remaining Statements) — Democrats (1 of 3).

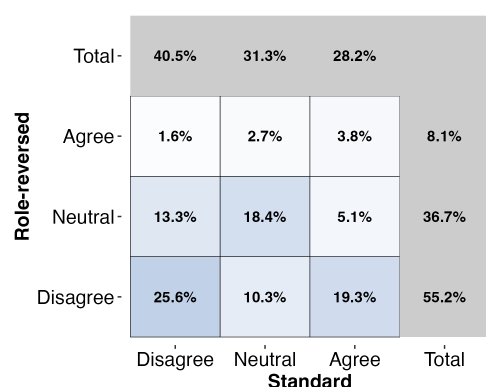
Note: This figure reproduces Panel (c) of the joint distribution of standard and role-reversed responses for Democratic respondents in the Representative sample, restricted to the statements not covered by body Figures 2–6. Each panel shows a 3-by-3 contingency: rows give role-reversed responses, columns give standard responses, and color intensity indicates the share of respondents giving each response pair. * Disagreement is more traditional; † researcher-added statement.



Q7: What women really want is kids



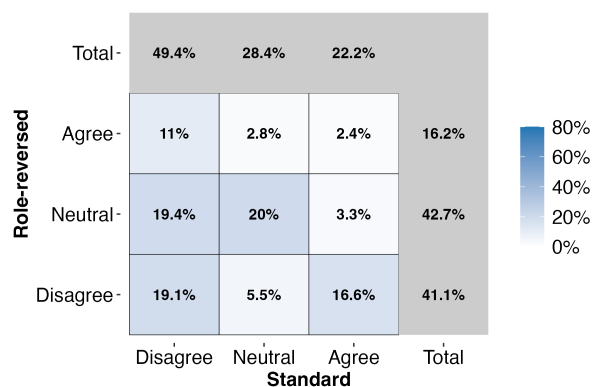
Q9: Stay-at-home wife fulfilling as working



Q11: Better if men work[†]



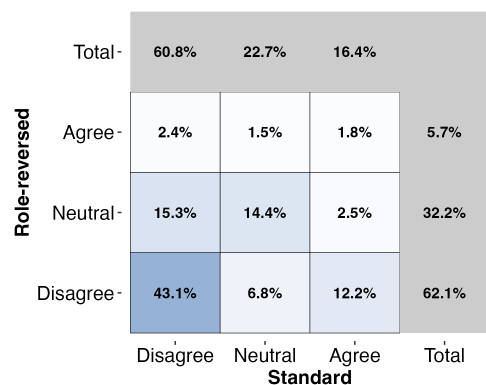
Q13: Better if men work, women home



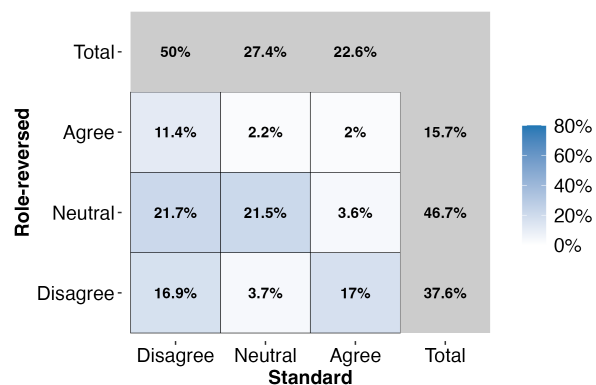
Q15: Men better at politics than women

Figure C43: Joint Distribution of Responses (Remaining Statements) — Democrats (2 of 3).

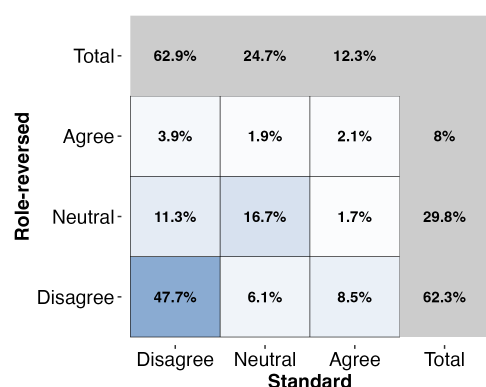
Note: Continued from previous page; same axis and color convention. * Disagreement is more traditional; † researcher-added statement.



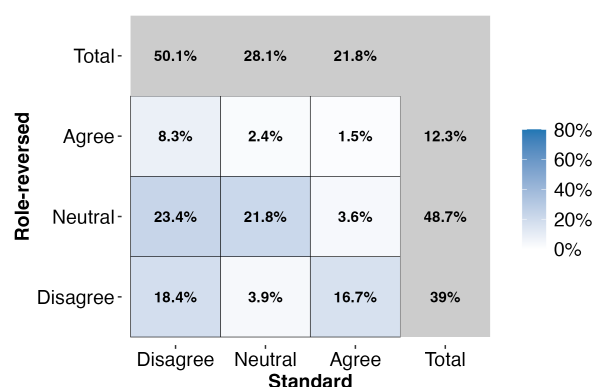
Q16: Men entitled to jobs more than women



Q17: Men better pol leaders than women



Q18: College more imp't for boys than girls



Q19: Men better business execs than women

Figure C44: Joint Distribution of Responses (Remaining Statements) — Democrats (3 of 3).

Note: Continued from previous pages; same axis and color convention. * Disagreement is more traditional; † researcher-added statement.

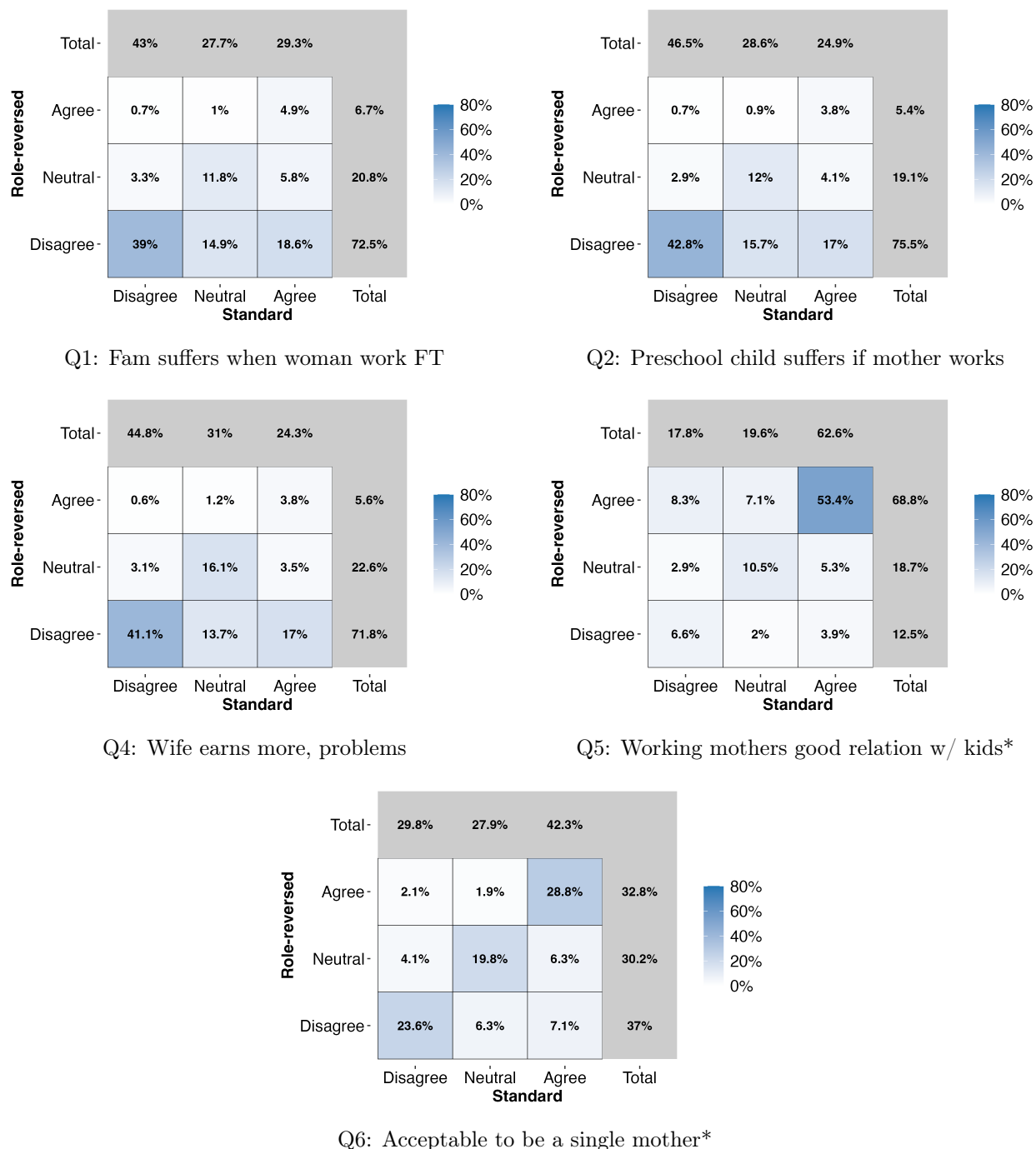
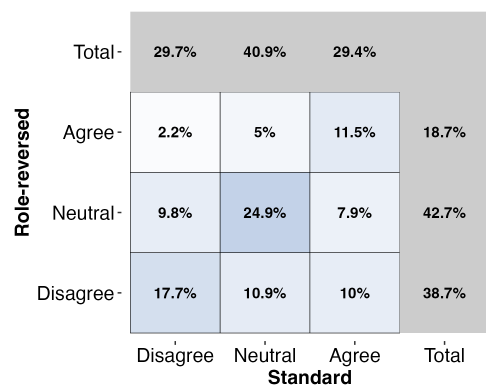
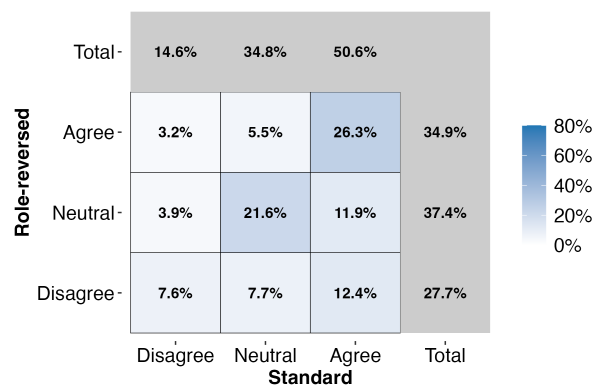


Figure C45: Joint Distribution of Responses (Remaining Statements) — Independents (1 of 3).

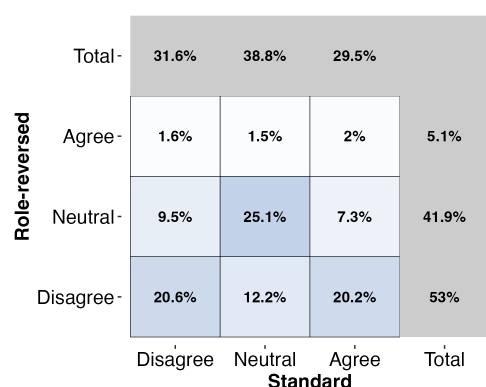
Note: This figure reproduces Panel (c) of the joint distribution of standard and role-reversed responses for Independent respondents in the Representative sample, restricted to the statements not covered by body Figures 2–6. Each panel shows a 3-by-3 contingency: rows give role-reversed responses, columns give standard responses, and color intensity indicates the share of respondents giving each response pair. * Disagreement is more traditional; † researcher-added statement.



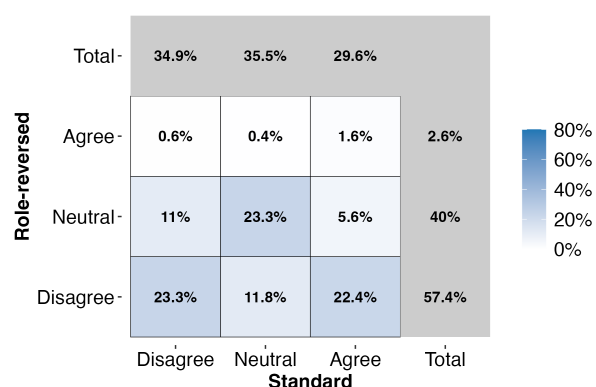
Q7: What women really want is kids



Q9: Stay-at-home wife fulfilling as working



Q11: Better if men work[†]



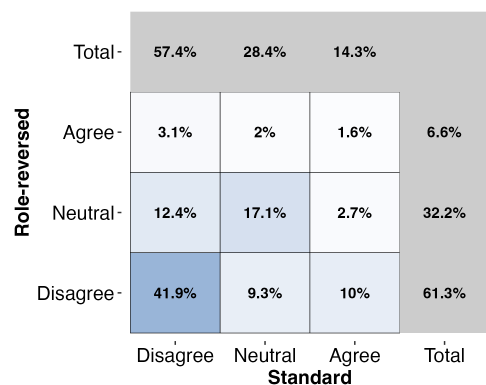
Q13: Better if men work, women home



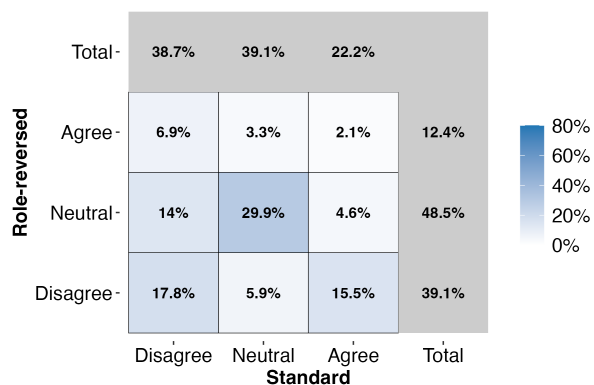
Q15: Men better at politics than women

Figure C46: Joint Distribution of Responses (Remaining Statements) — Independents (2 of 3).

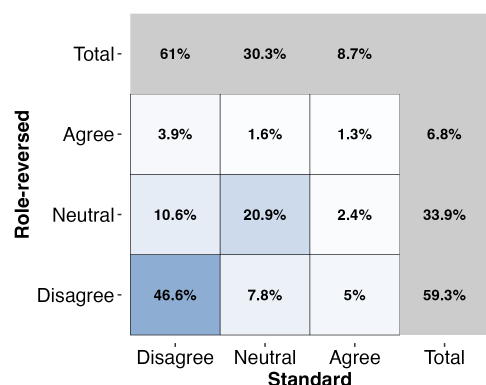
Note: Continued from previous page; same axis and color convention. * Disagreement is more traditional; † researcher-added statement.



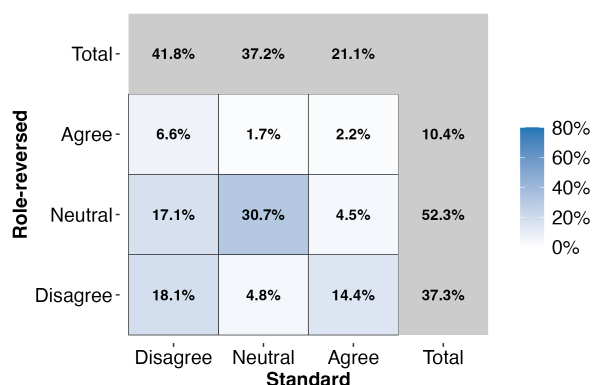
Q16: Men entitled to jobs more than women



Q17: Men better pol leaders than women



Q18: College more imppt for boys than girls



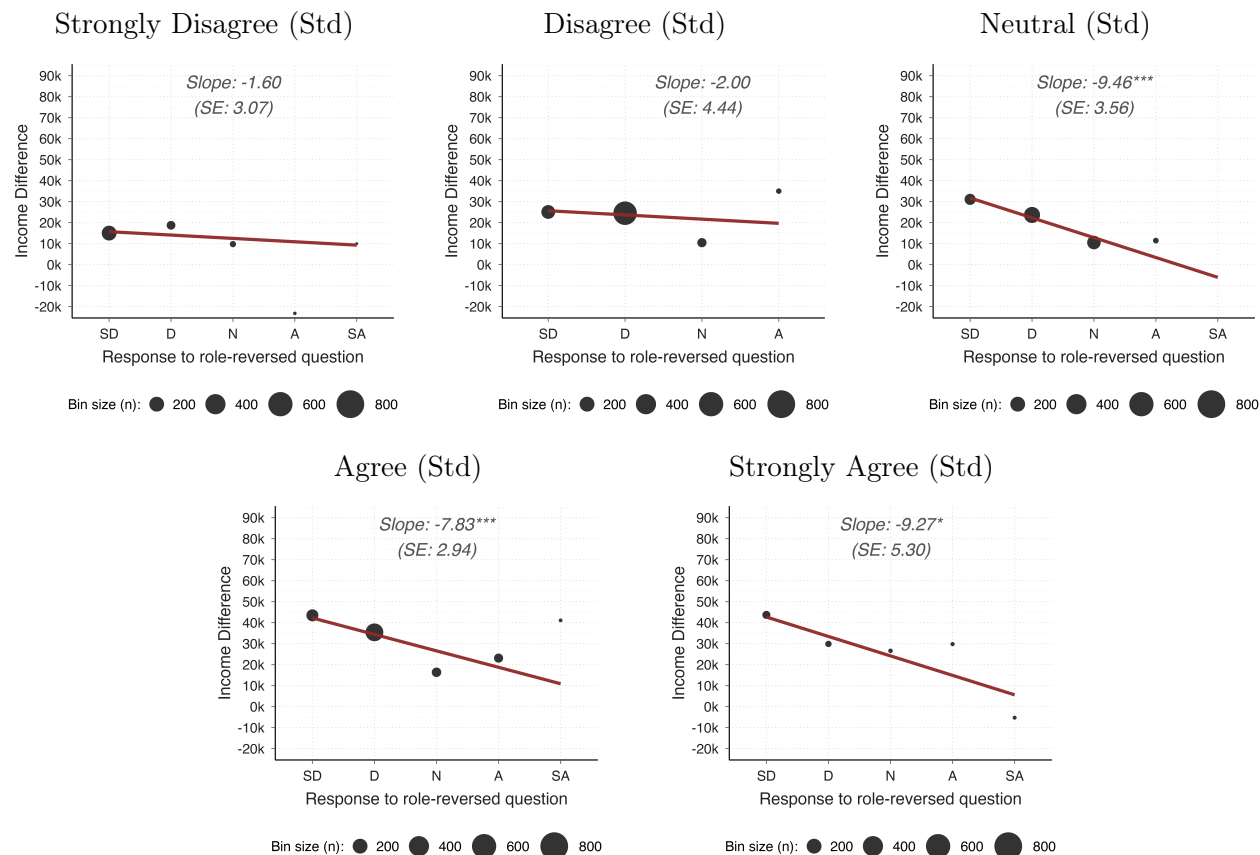
Q19: Men better business execs than women

Figure C47: Joint Distribution of Responses (Remaining Statements) — Independents (3 of 3).

Note: Continued from previous pages; same axis and color convention. * Disagreement is more traditional; † researcher-added statement.

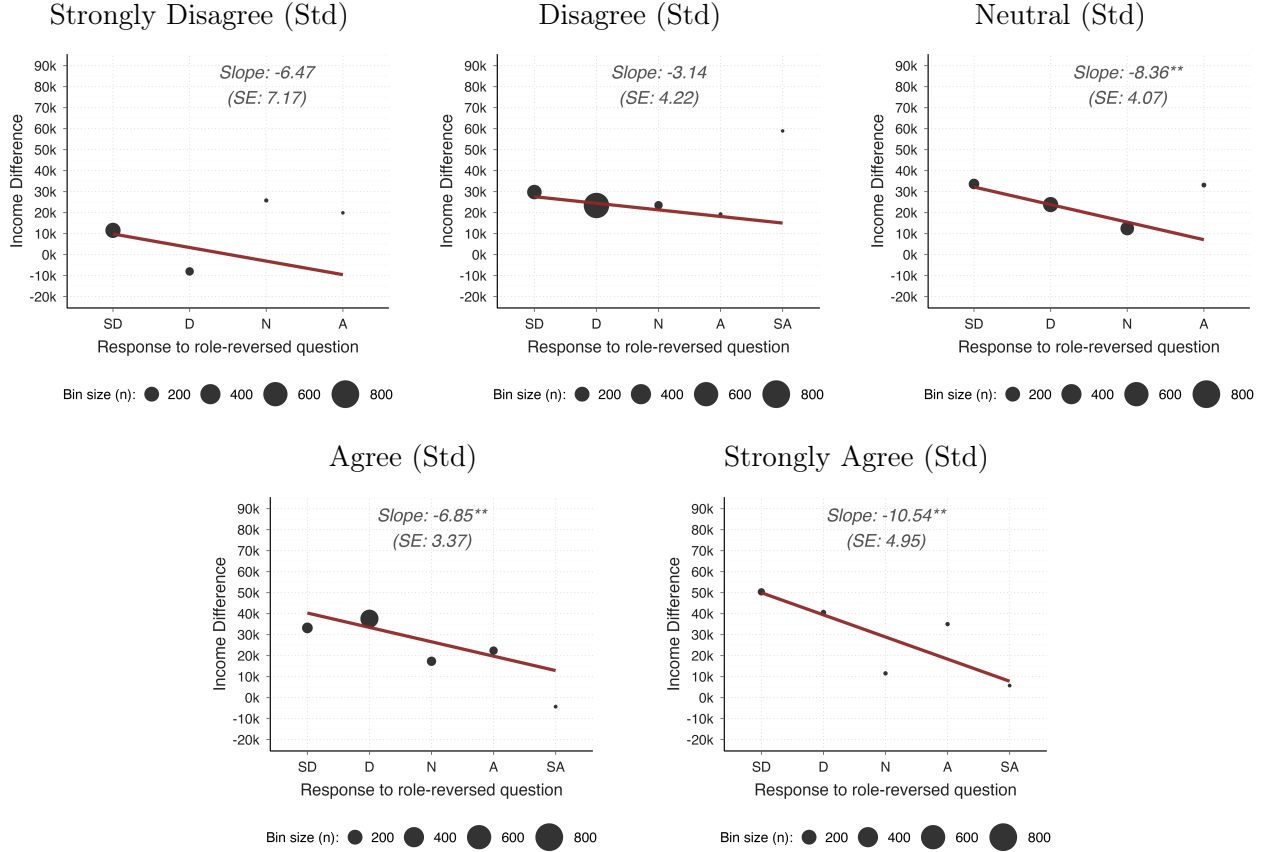
C.3 Income Scatter Plots using Main Sample

Figure C48: Income Gaps: (Statement 1) Family life suffers when the woman [man] has a full-time job.



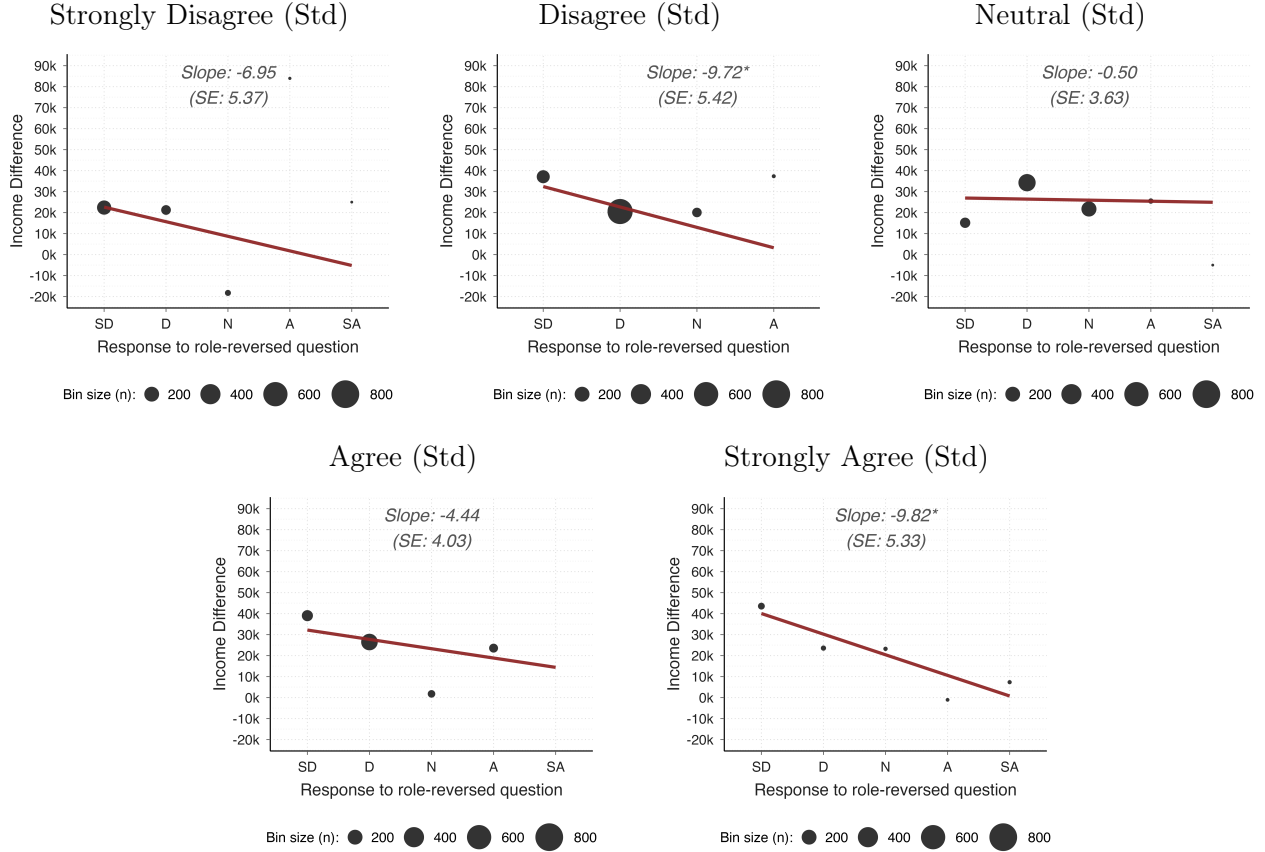
Notes: Figures use data from the representative sample. For each response given to the role-reversed version of the statement, we show the survey-weighted mean partner income difference, conditional on the respondent's answer to the standard version. Panels correspond to groups defined by the standard response. The outcome is the partner income difference, defined as man's minus woman's income (in opposite-sex couples); income is measured as the midpoint of each reported bracket, with \$212,500 used for the open-ended top bracket ("\$200,000 or more"). The analytic sample ($n = 2,255$) includes respondents who reported being in a marriage between a man and a woman and who provided numeric income brackets for both themselves and their partner. Dots represent survey-weighted means by role-reversed-response category, with size proportional to unweighted cell counts; red lines plot survey-weighted best-fitting regressions estimated separately by group. Stars on the reported slope denote statistical significance: *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$.

Figure C49: Income Gaps: (Statement 2) A preschool child is likely to suffer if his or her mother [father] works.



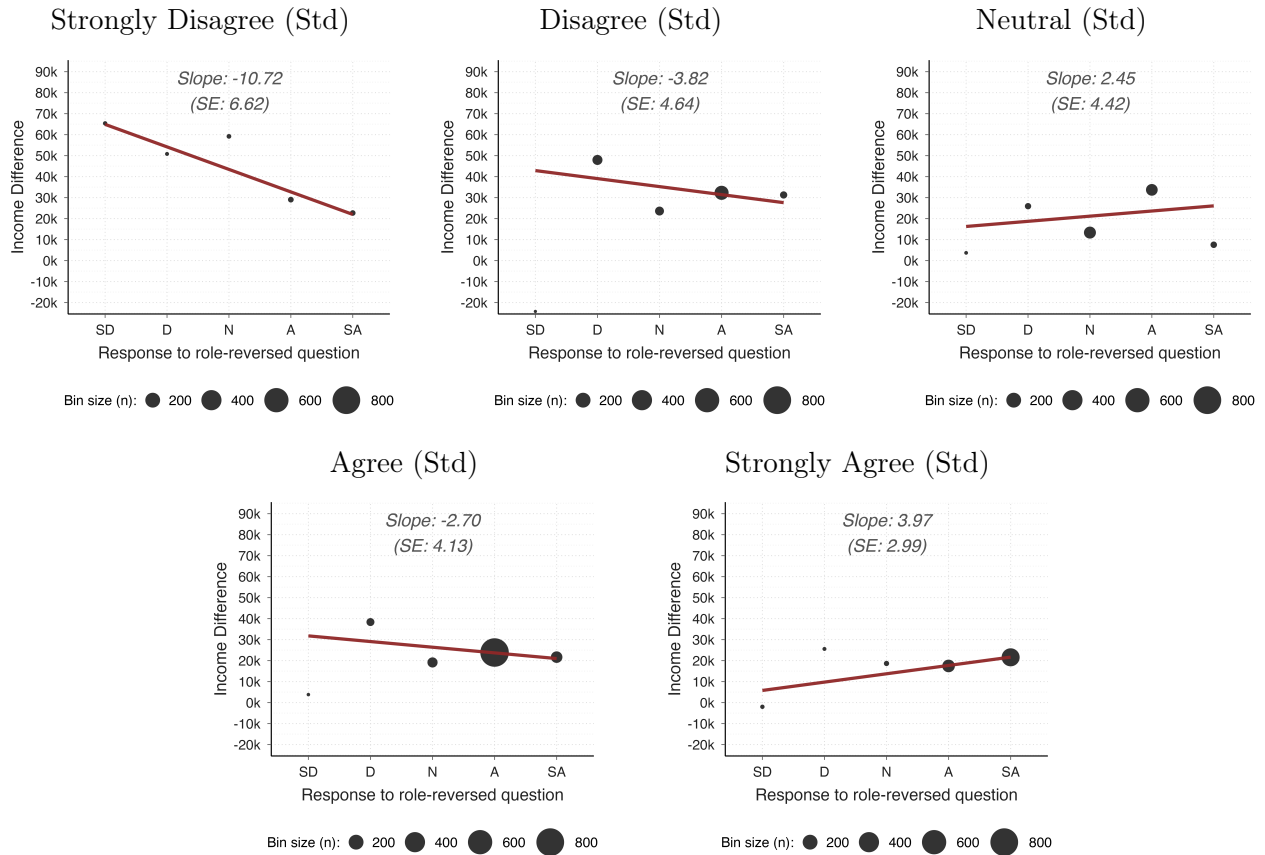
Notes: Figures use data from the representative sample. For each response given to the role-reversed version of the statement, we show the survey-weighted mean partner income difference, conditional on the respondent's answer to the standard version. Panels correspond to groups defined by the standard response. The outcome is the partner income difference, defined as man's minus woman's income (in opposite-sex couples); income is measured as the midpoint of each reported bracket, with \$212,500 used for the open-ended top bracket ("\$200,000 or more"). The analytic sample ($n = 2,255$) includes respondents who reported being in a marriage between a man and a woman and who provided numeric income brackets for both themselves and their partner. Dots represent survey-weighted means by role-reversed-response category, with size proportional to unweighted cell counts; red lines plot survey-weighted best-fitting regressions estimated separately by group. Stars on the reported slope denote statistical significance: *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$.

Figure C50: Income Gaps: (Statement 4) If a woman [man] earns more money than her [his] husband [wife], it's almost certain to cause problems.



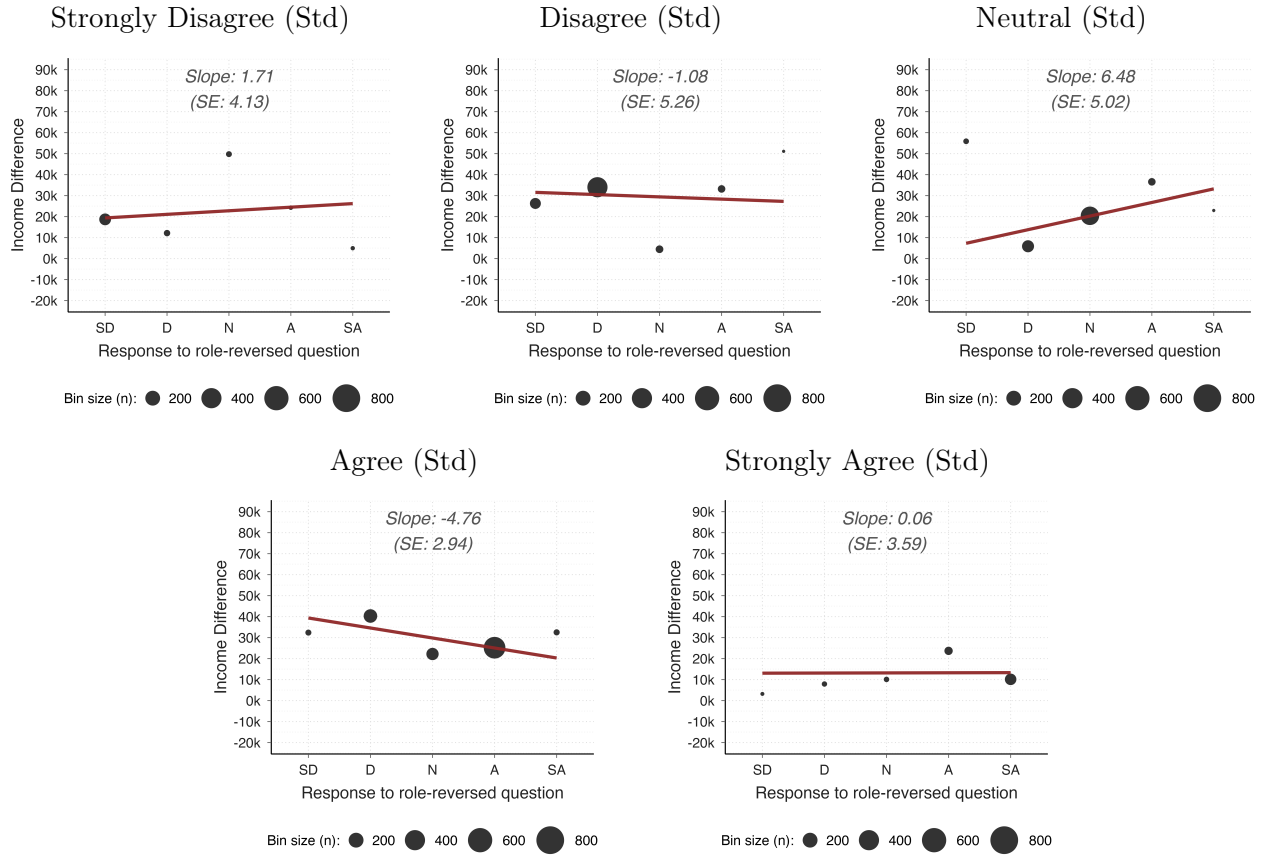
Notes: Figures use data from the representative sample. For each response given to the role-reversed version of the statement, we show the survey-weighted mean partner income difference, conditional on the respondent's answer to the standard version. Panels correspond to groups defined by the standard response. The outcome is the partner income difference, defined as man's minus woman's income (in opposite-sex couples); income is measured as the midpoint of each reported bracket, with \$212,500 used for the open-ended top bracket ("\$200,000 or more"). The analytic sample ($n = 2,255$) includes respondents who reported being in a marriage between a man and a woman and who provided numeric income brackets for both themselves and their partner. Dots represent survey-weighted means by role-reversed-response category, with size proportional to unweighted cell counts; red lines plot survey-weighted best-fitting regressions estimated separately by group. Stars on the reported slope denote statistical significance: *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$.

Figure C51: Income Gaps: (Statement 5) A working mother [father] can establish just as warm and secure a relationship with her [his] children as a mother [father] who does not work.



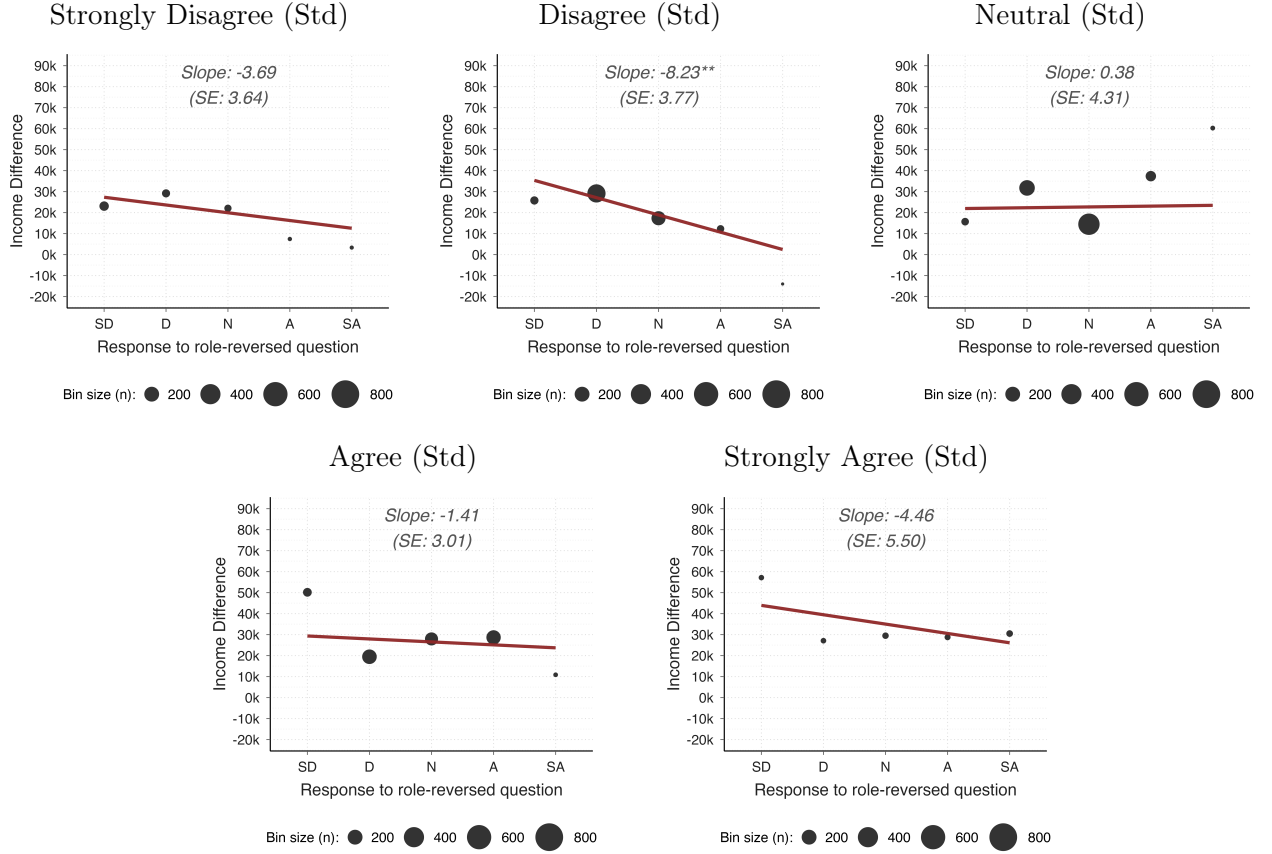
Notes: Figures use data from the representative sample. For each response given to the role-reversed version of the statement, we show the survey-weighted mean partner income difference, conditional on the respondent's answer to the standard version. Panels correspond to groups defined by the standard response. The outcome is the partner income difference, defined as man's minus woman's income (in opposite-sex couples); income is measured as the midpoint of each reported bracket, with \$212,500 used for the open-ended top bracket ("\$200,000 or more"). The analytic sample ($n = 2,255$) includes respondents who reported being in a marriage between a man and a woman and who provided numeric income brackets for both themselves and their partner. Dots represent survey-weighted means by role-reversed-response category, with size proportional to unweighted cell counts; red lines plot survey-weighted best-fitting regressions estimated separately by group. Stars on the reported slope denote statistical significance: *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$.

Figure C52: Income Gaps: (Statement 6) It is acceptable if a woman [man] wants to have a child as a single parent but she [he] doesn't want to have a stable relationship with a man [woman].



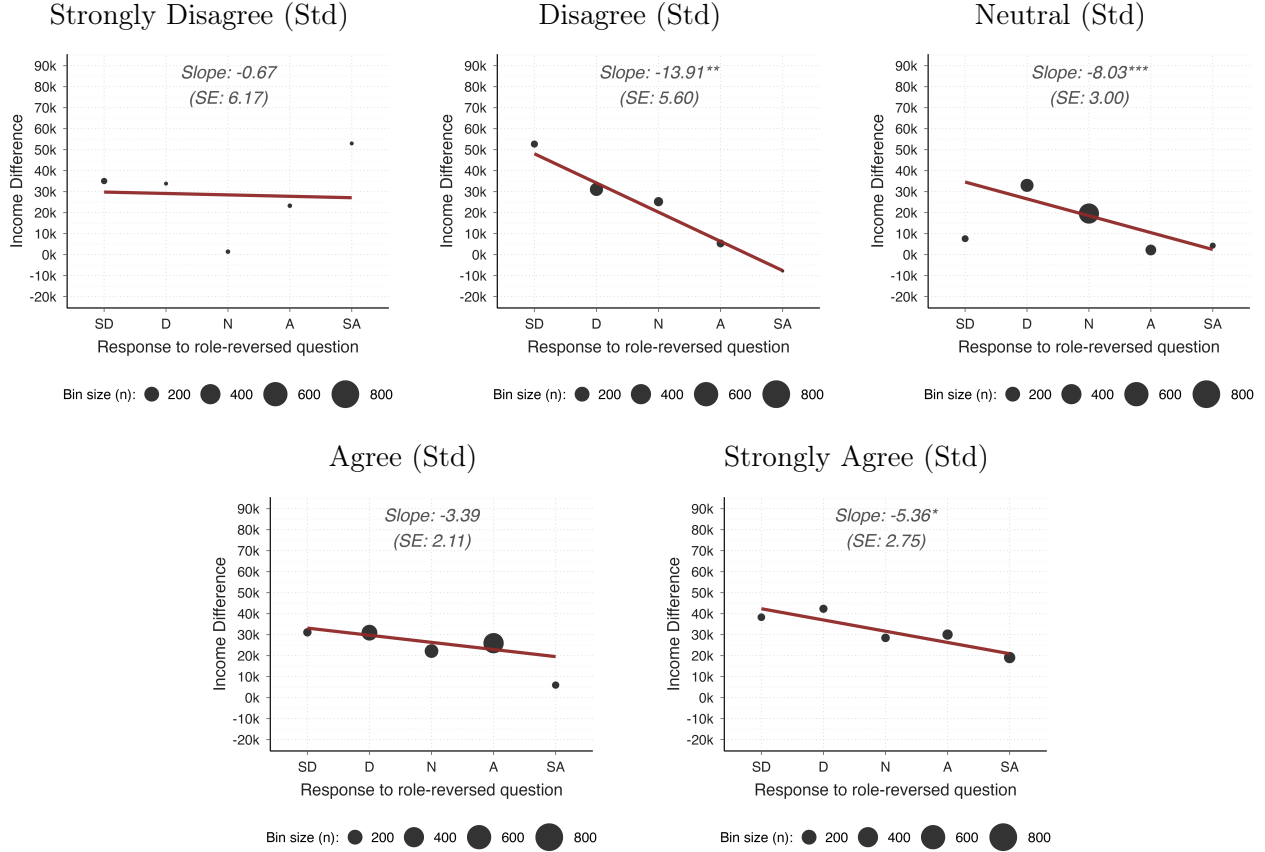
Notes: Figures use data from the representative sample. For each response given to the role-reversed version of the statement, we show the survey-weighted mean partner income difference, conditional on the respondent's answer to the standard version. Panels correspond to groups defined by the standard response. The outcome is the partner income difference, defined as man's minus woman's income (in opposite-sex couples); income is measured as the midpoint of each reported bracket, with \$212,500 used for the open-ended top bracket ("\$200,000 or more"). The analytic sample ($n = 2,255$) includes respondents who reported being in a marriage between a man and a woman and who provided numeric income brackets for both themselves and their partner. Dots represent survey-weighted means by role-reversed-response category, with size proportional to unweighted cell counts; red lines plot survey-weighted best-fitting regressions estimated separately by group. Stars on the reported slope denote statistical significance: *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$.

Figure C53: Income Gaps: (Statement 7) A job is alright, but what most women [men] really want is a home and children.



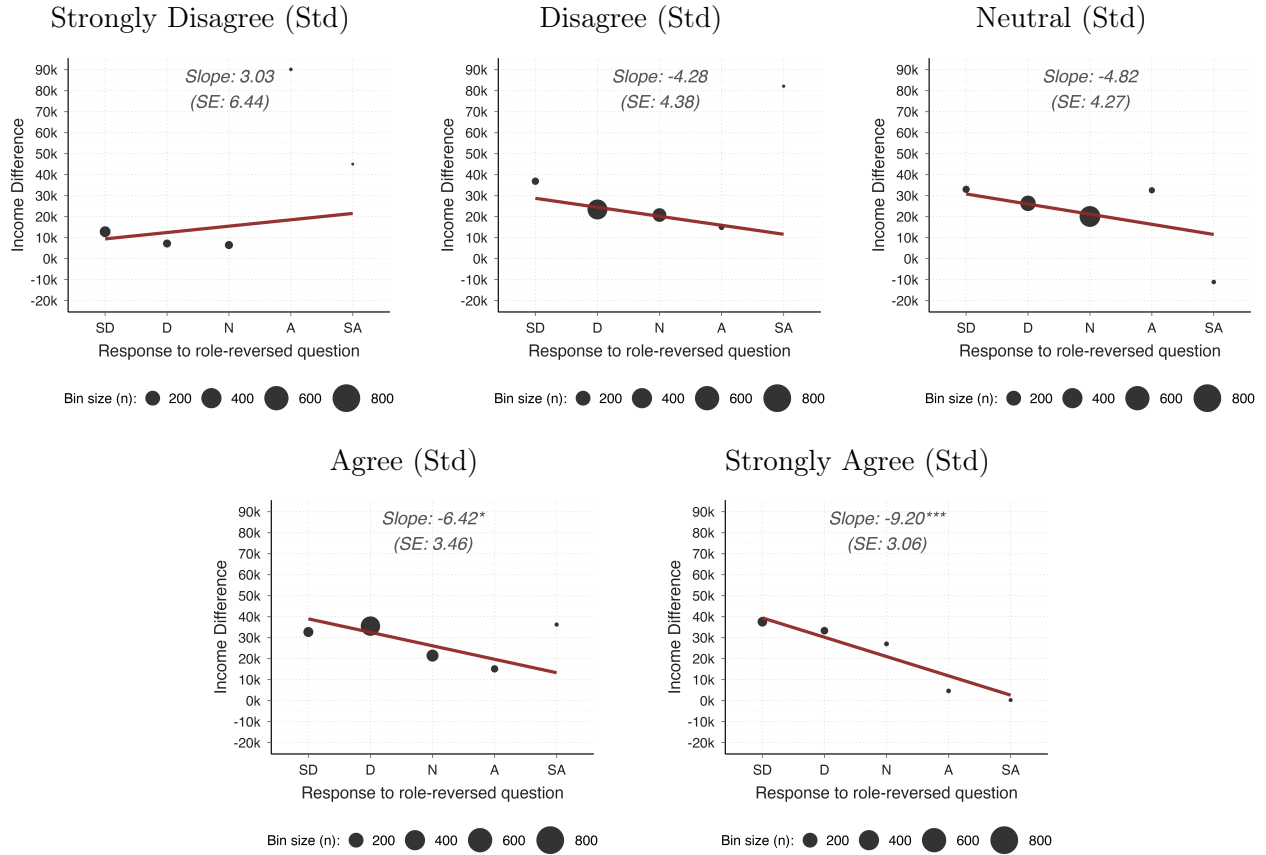
Notes: Figures use data from the representative sample. For each response given to the role-reversed version of the statement, we show the survey-weighted mean partner income difference, conditional on the respondent's answer to the standard version. Panels correspond to groups defined by the standard response. The outcome is the partner income difference, defined as man's minus woman's income (in opposite-sex couples); income is measured as the midpoint of each reported bracket, with \$212,500 used for the open-ended top bracket ("\$200,000 or more"). The analytic sample ($n = 2,255$) includes respondents who reported being in a marriage between a man and a woman and who provided numeric income brackets for both themselves and their partner. Dots represent survey-weighted means by role-reversed-response category, with size proportional to unweighted cell counts; red lines plot survey-weighted best-fitting regressions estimated separately by group. Stars on the reported slope denote statistical significance: *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$.

Figure C54: Income Gaps: (Statement 9) Being a stay-at-home wife [husband] is just as fulfilling as working for pay.



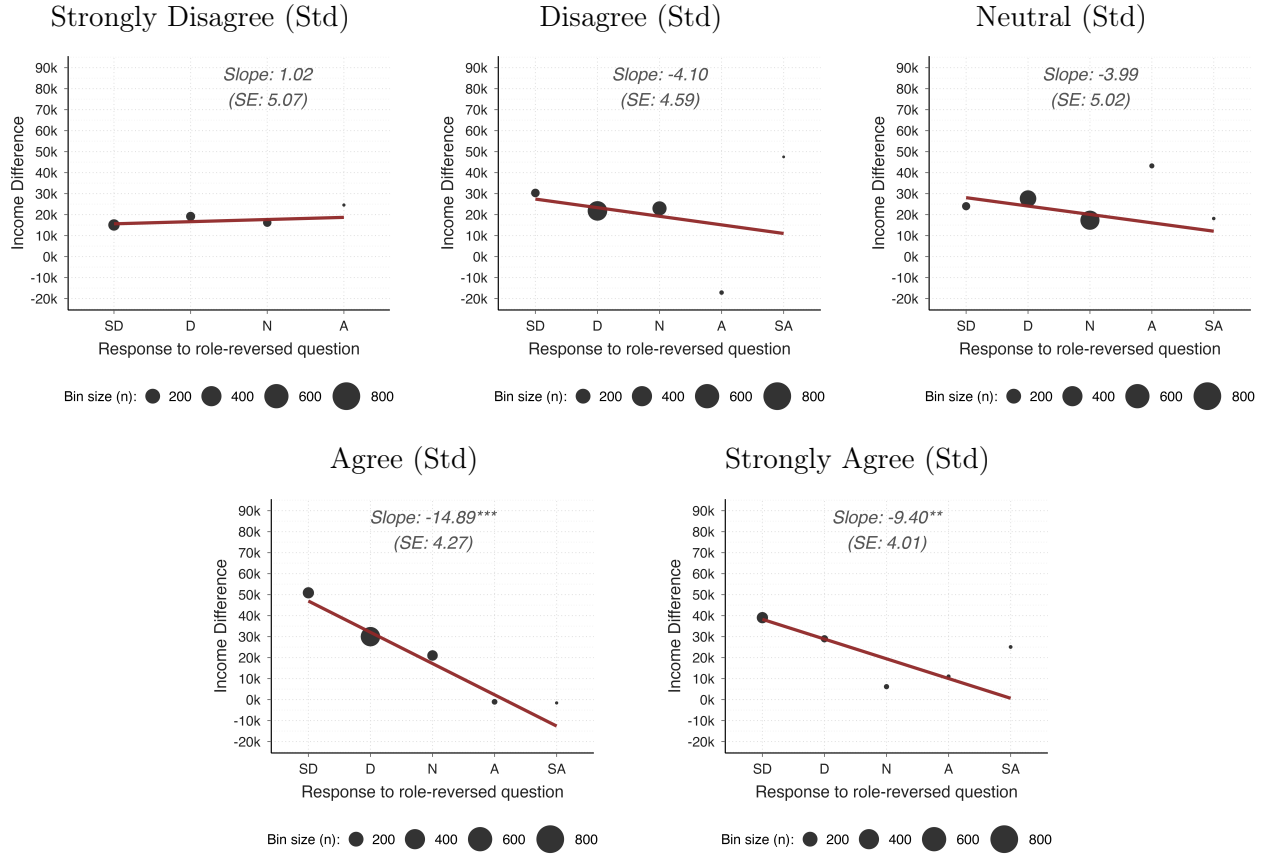
Notes: Figures use data from the representative sample. For each response given to the role-reversed version of the statement, we show the survey-weighted mean partner income difference, conditional on the respondent's answer to the standard version. Panels correspond to groups defined by the standard response. The outcome is the partner income difference, defined as man's minus woman's income (in opposite-sex couples); income is measured as the midpoint of each reported bracket, with \$212,500 used for the open-ended top bracket ("\$200,000 or more"). The analytic sample ($n = 2,255$) includes respondents who reported being in a marriage between a man and a woman and who provided numeric income brackets for both themselves and their partner. Dots represent survey-weighted means by role-reversed-response category, with size proportional to unweighted cell counts; red lines plot survey-weighted best-fitting regressions estimated separately by group. Stars on the reported slope denote statistical significance: *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$.

Figure C55: Income Gaps: (Statement 11) It is much better for everyone involved if the man [woman] is the achiever outside the home and the woman [man] takes care of the home and family.



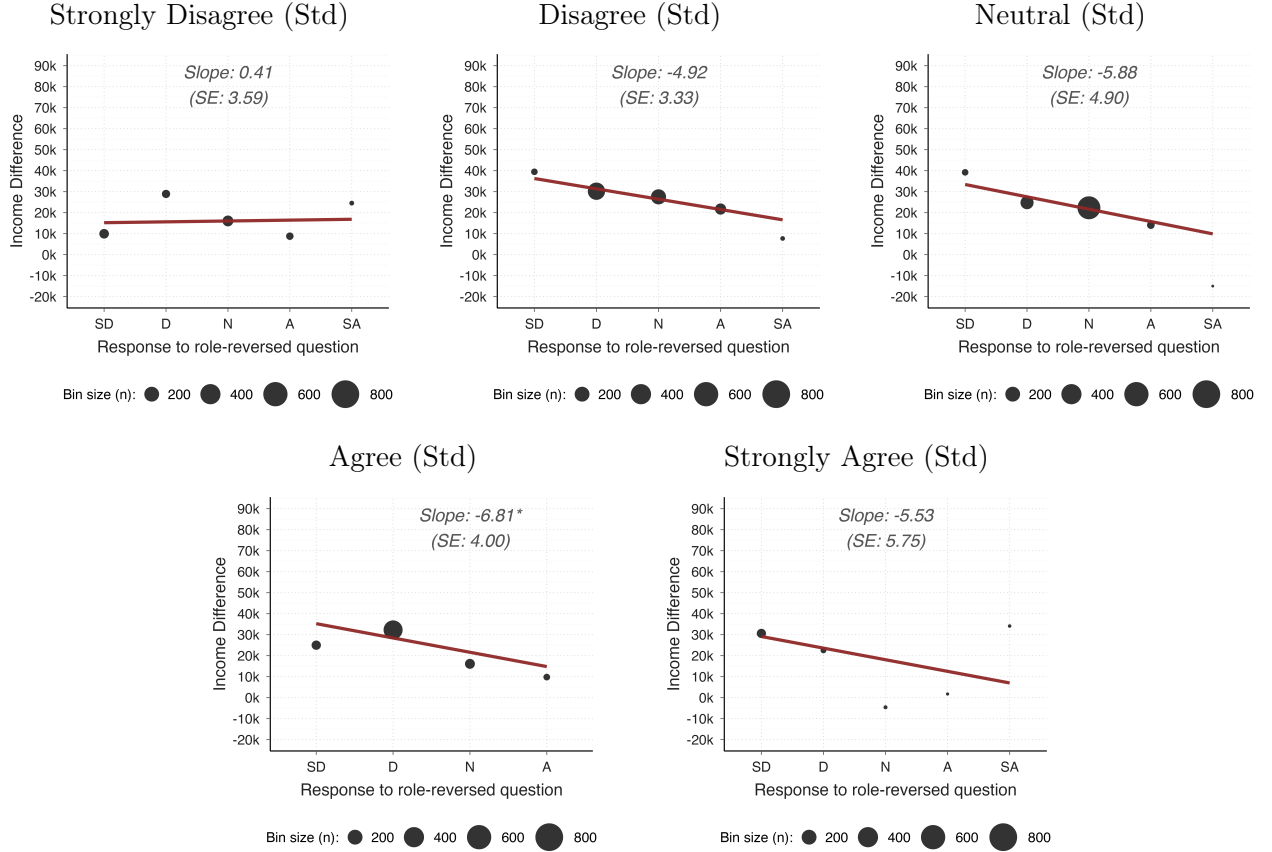
Notes: Figures use data from the representative sample. For each response given to the role-reversed version of the statement, we show the survey-weighted mean partner income difference, conditional on the respondent's answer to the standard version. Panels correspond to groups defined by the standard response. The outcome is the partner income difference, defined as man's minus woman's income (in opposite-sex couples); income is measured as the midpoint of each reported bracket, with \$212,500 used for the open-ended top bracket ("\$200,000 or more"). The analytic sample ($n = 2,255$) includes respondents who reported being in a marriage between a man and a woman and who provided numeric income brackets for both themselves and their partner. Dots represent survey-weighted means by role-reversed-response category, with size proportional to unweighted cell counts; red lines plot survey-weighted best-fitting regressions estimated separately by group. Stars on the reported slope denote statistical significance: *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$.

Figure C56: Income Gaps: (Statement 13) It is much better for everyone involved if the man [woman] is the achiever outside the home.



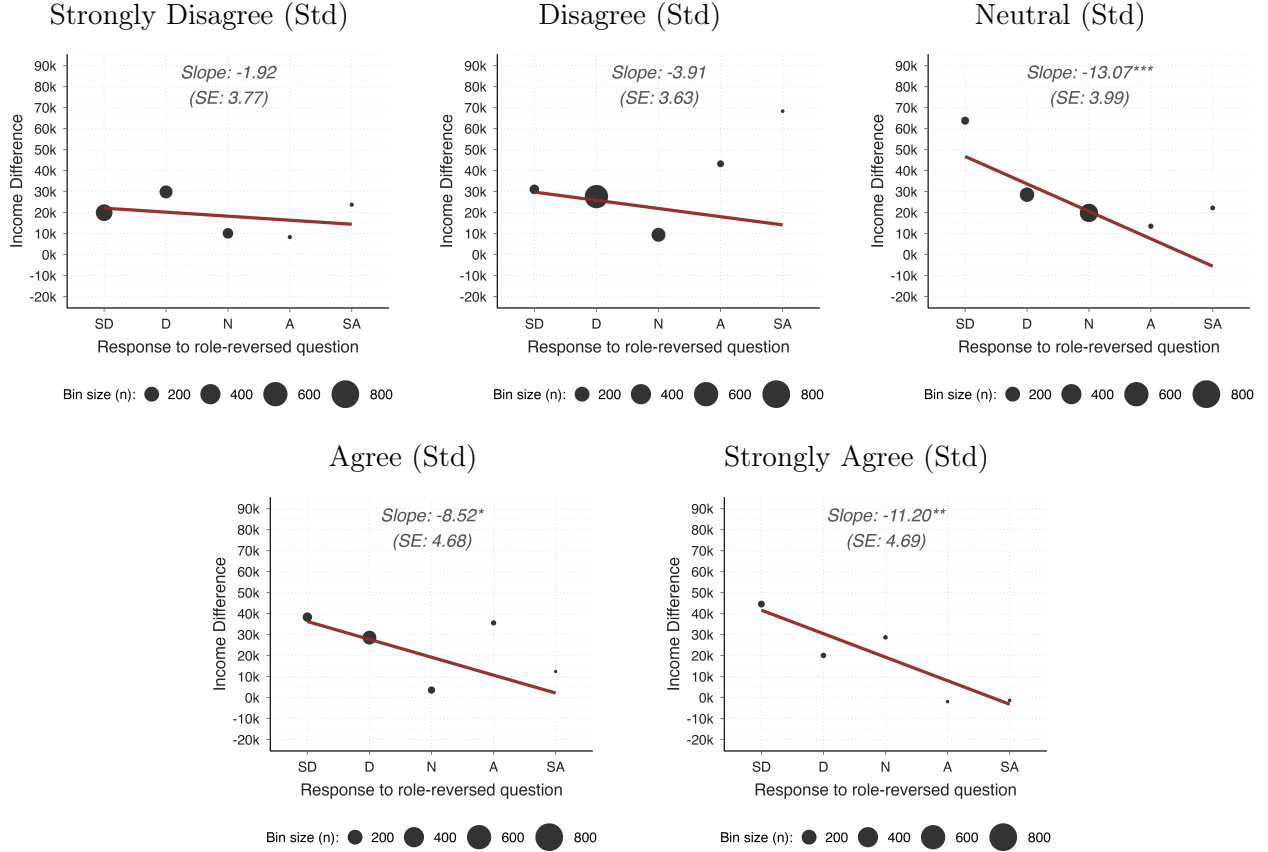
Notes: Figures use data from the representative sample. For each response given to the role-reversed version of the statement, we show the survey-weighted mean partner income difference, conditional on the respondent's answer to the standard version. Panels correspond to groups defined by the standard response. The outcome is the partner income difference, defined as man's minus woman's income (in opposite-sex couples); income is measured as the midpoint of each reported bracket, with \$212,500 used for the open-ended top bracket ("\$200,000 or more"). The analytic sample ($n = 2,255$) includes respondents who reported being in a marriage between a man and a woman and who provided numeric income brackets for both themselves and their partner. Dots represent survey-weighted means by role-reversed-response category, with size proportional to unweighted cell counts; red lines plot survey-weighted best-fitting regressions estimated separately by group. Stars on the reported slope denote statistical significance: *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$.

Figure C57: Income Gaps: (Statement 15) Most men [women] are better suited emotionally for politics than are most women [men].



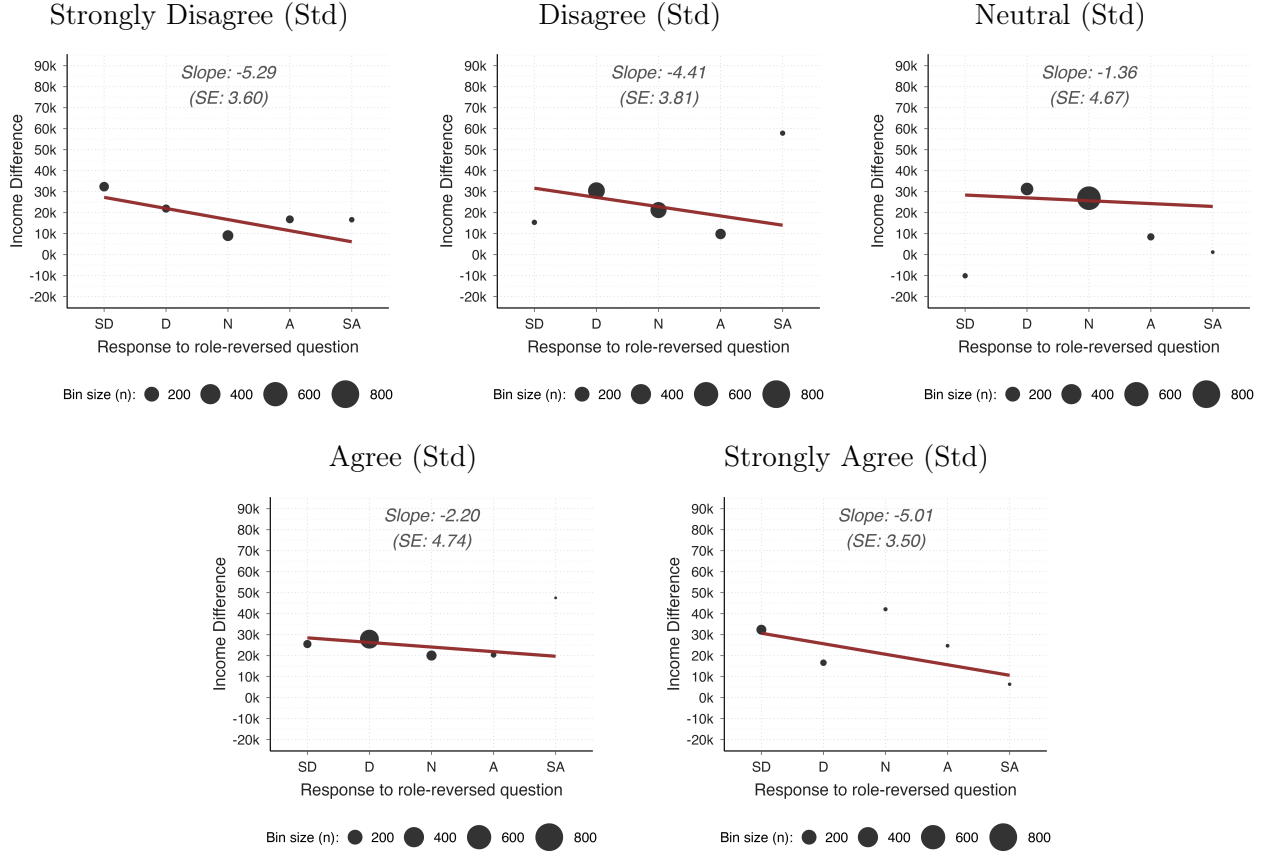
Notes: Figures use data from the representative sample. For each response given to the role-reversed version of the statement, we show the survey-weighted mean partner income difference, conditional on the respondent's answer to the standard version. Panels correspond to groups defined by the standard response. The outcome is the partner income difference, defined as man's minus woman's income (in opposite-sex couples); income is measured as the midpoint of each reported bracket, with \$212,500 used for the open-ended top bracket ("\$200,000 or more"). The analytic sample ($n = 2,255$) includes respondents who reported being in a marriage between a man and a woman and who provided numeric income brackets for both themselves and their partner. Dots represent survey-weighted means by role-reversed-response category, with size proportional to unweighted cell counts; red lines plot survey-weighted best-fitting regressions estimated separately by group. Stars on the reported slope denote statistical significance: *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$.

Figure C58: Income Gaps: (Statement 16) When jobs are scarce, men [women] should have more right to a job than women [men].



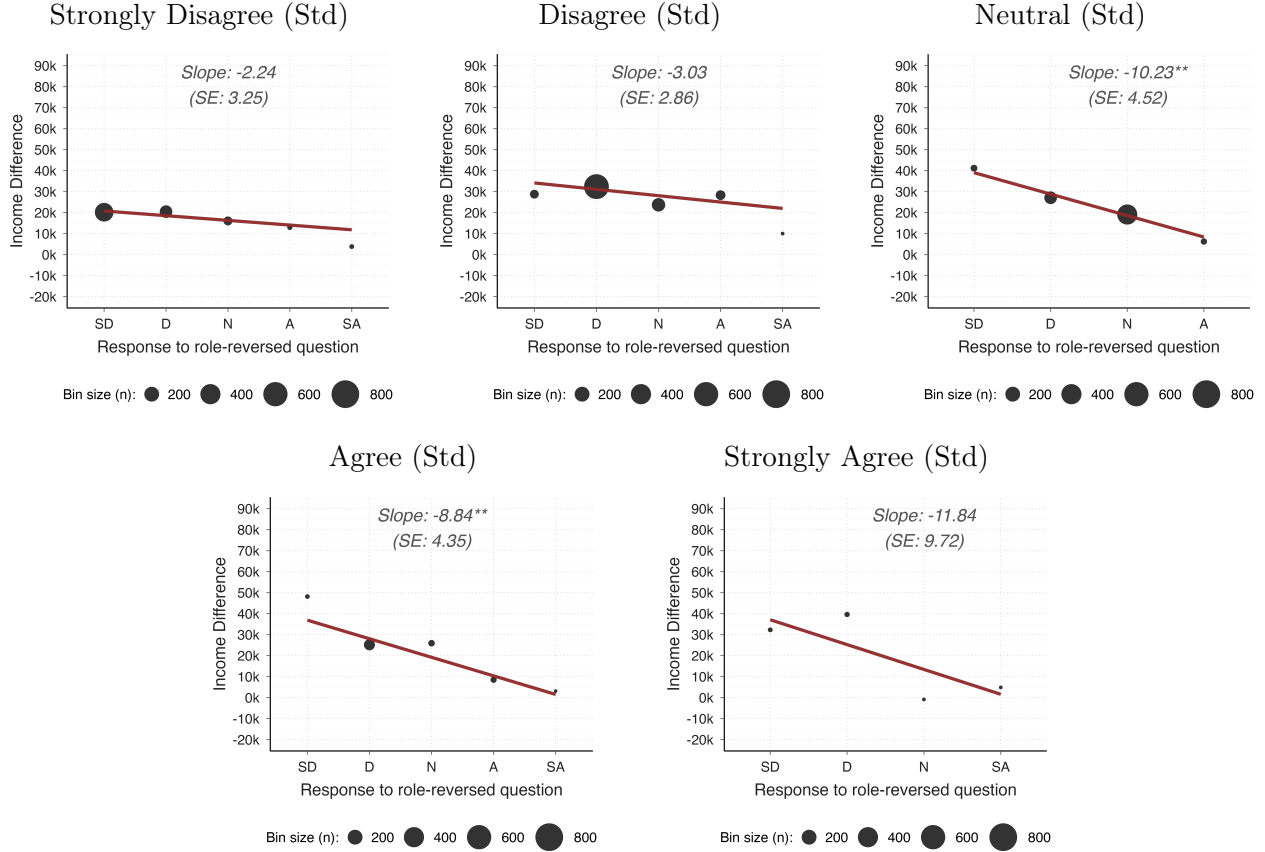
Notes: Figures use data from the representative sample. For each response given to the role-reversed version of the statement, we show the survey-weighted mean partner income difference, conditional on the respondent's answer to the standard version. Panels correspond to groups defined by the standard response. The outcome is the partner income difference, defined as man's minus woman's income (in opposite-sex couples); income is measured as the midpoint of each reported bracket, with \$212,500 used for the open-ended top bracket ("\$200,000 or more"). The analytic sample ($n = 2,255$) includes respondents who reported being in a marriage between a man and a woman and who provided numeric income brackets for both themselves and their partner. Dots represent survey-weighted means by role-reversed-response category, with size proportional to unweighted cell counts; red lines plot survey-weighted best-fitting regressions estimated separately by group. Stars on the reported slope denote statistical significance: *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$.

Figure C59: Income Gaps: (Statement 17) On the whole, men [women] make better political leaders than women [men] do.



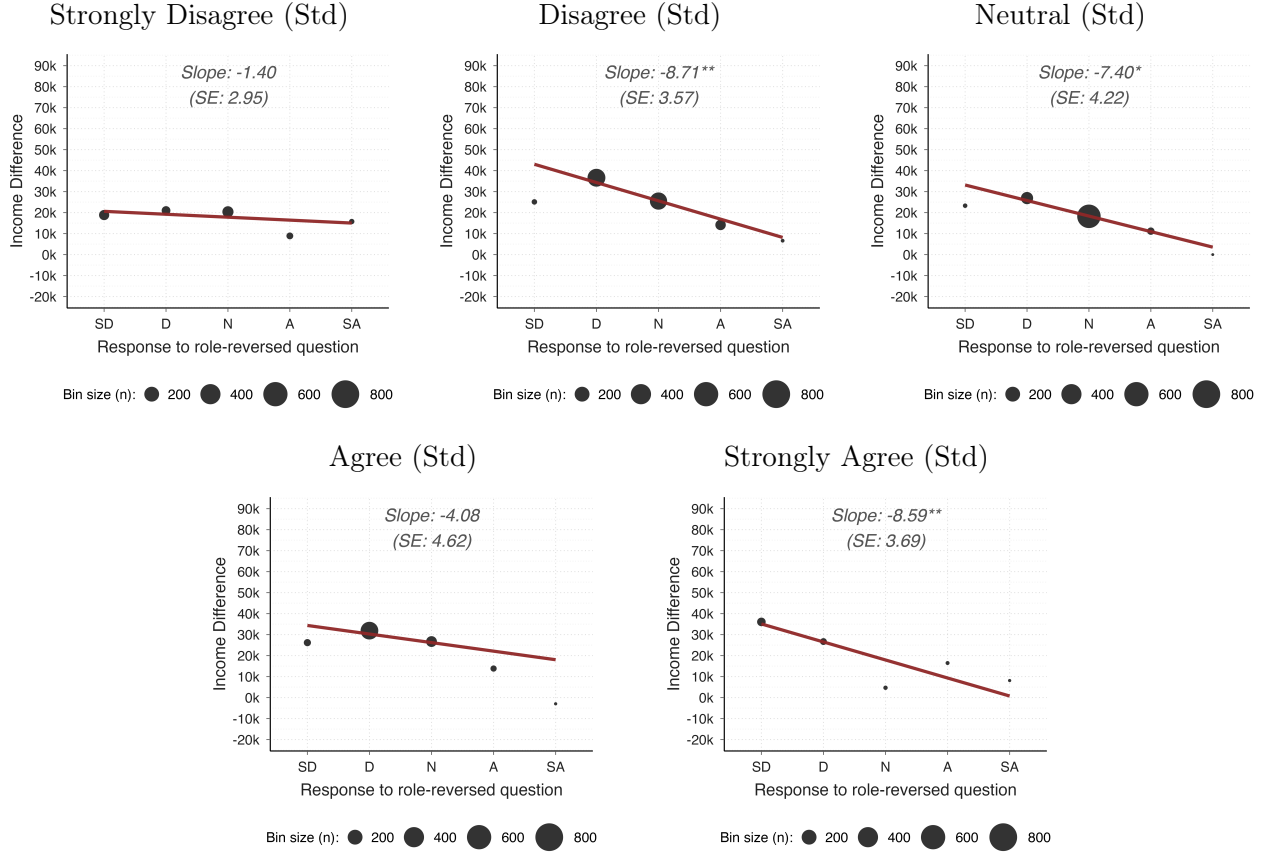
Notes: Figures use data from the representative sample. For each response given to the role-reversed version of the statement, we show the survey-weighted mean partner income difference, conditional on the respondent's answer to the standard version. Panels correspond to groups defined by the standard response. The outcome is the partner income difference, defined as man's minus woman's income (in opposite-sex couples); income is measured as the midpoint of each reported bracket, with \$212,500 used for the open-ended top bracket ("\$200,000 or more"). The analytic sample ($n = 2,255$) includes respondents who reported being in a marriage between a man and a woman and who provided numeric income brackets for both themselves and their partner. Dots represent survey-weighted means by role-reversed-response category, with size proportional to unweighted cell counts; red lines plot survey-weighted best-fitting regressions estimated separately by group. Stars on the reported slope denote statistical significance: *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$.

Figure C60: Income Gaps: (Statement 18) A university education is more important for a boy [girl] than for a girl [boy].



Notes: Figures use data from the representative sample. For each response given to the role-reversed version of the statement, we show the survey-weighted mean partner income difference, conditional on the respondent's answer to the standard version. Panels correspond to groups defined by the standard response. The outcome is the partner income difference, defined as man's minus woman's income (in opposite-sex couples); income is measured as the midpoint of each reported bracket, with \$212,500 used for the open-ended top bracket ("\$200,000 or more"). The analytic sample ($n = 2,255$) includes respondents who reported being in a marriage between a man and a woman and who provided numeric income brackets for both themselves and their partner. Dots represent survey-weighted means by role-reversed-response category, with size proportional to unweighted cell counts; red lines plot survey-weighted best-fitting regressions estimated separately by group. Stars on the reported slope denote statistical significance: *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$.

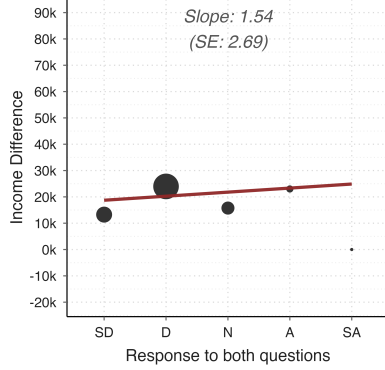
Figure C61: Income Gaps: (Statement 19) On the whole, men [women] make better business executives than women [men] do.



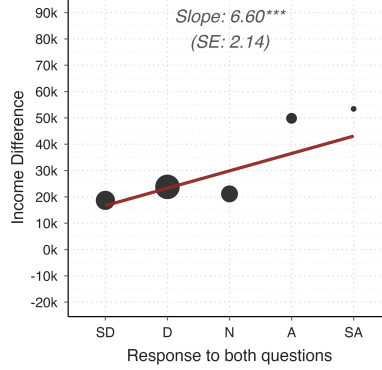
Notes: Figures use data from the representative sample. For each response given to the role-reversed version of the statement, we show the survey-weighted mean partner income difference, conditional on the respondent's answer to the standard version. Panels correspond to groups defined by the standard response. The outcome is the partner income difference, defined as man's minus woman's income (in opposite-sex couples); income is measured as the midpoint of each reported bracket, with \$212,500 used for the open-ended top bracket ("\$200,000 or more"). The analytic sample ($n = 2,255$) includes respondents who reported being in a marriage between a man and a woman and who provided numeric income brackets for both themselves and their partner. Dots represent survey-weighted means by role-reversed-response category, with size proportional to unweighted cell counts; red lines plot survey-weighted best-fitting regressions estimated separately by group. Stars on the reported slope denote statistical significance: *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$.

Figure C62: Income Gaps Conditional on Consistent Responses to Standard and Role-reversed Statements

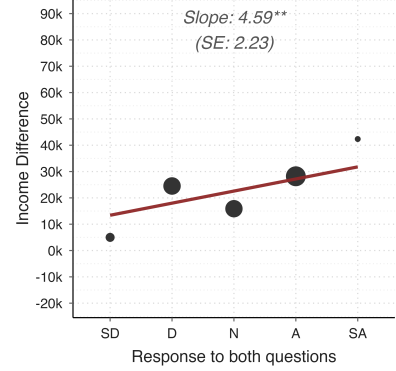
Q3: When a mother [father] works for pay, the children suffer



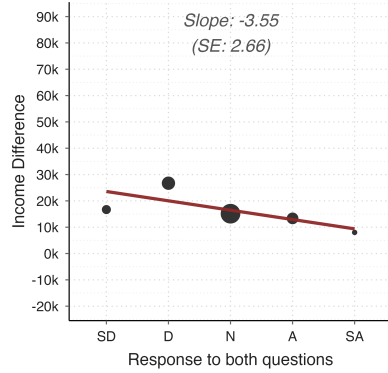
Q8: A woman [man] has to have children in order to be fulfilled



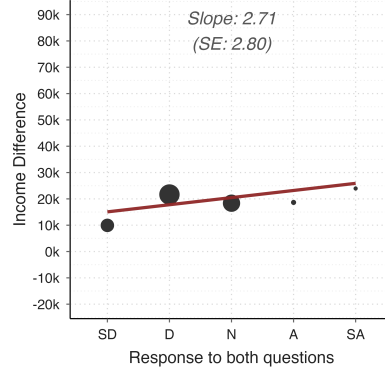
Q10: Family life often suffers because men [women] concentrate too much on their work



Q12: A man's [woman's] job is to earn money for the home and family



Q14: A man's [woman's] job is to earn money; a woman's [man's] job is to look after the home and family



Notes: This figure displays income gaps for respondents who provided the same response to both the standard and the role-reversed versions of each statement (gender-neutral responders). Each panel shows the relationship between responses to both statements (x-axis) and household income differences (y-axis: man's income minus woman's income). Income is measured as the midpoint of each reported bracket, with \$212,500 used for the open-ended top bracket ("\$200,000 or more"). Panels draw on the same income sample as Figures 7–11 — respondents who provided numeric income brackets for both themselves and their partner, excluding those without a partner or in same-gender marriages — and restrict further to gender-neutral responders. Points are sized by unweighted cell counts, and red lines show survey-weighted regression fits. Stars on the reported slope denote statistical significance: *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$.

D Experimental Instructions

This study involves 3 surveys. We include the full instructions and implementation details for each of the surveys in the sections below. The order of surveys in the appendix follows the order of surveys in the main text:

- Section [D.1](#): Representative Survey
- Section [D.2](#): Prolific Survey I (Incentivized)
- Section [D.3](#): Prolific Survey II (Self vs. Other)

D.1 Representative Survey

Participants were drawn from NORC at the University of Chicago’s AmeriSpeak panel, a probability-based, nationally representative panel of the United States. A total of 5,070 adults, aged 18 and older, completed the survey between March 19 and April 24, 2024. The survey began with a welcome page, followed by consent and instructions (Figures [D1–D3](#)).

After consenting, respondents answered 38 attitudinal statements on gender. Each of 19 unique statements was presented twice, once in its standard form (referencing either women or men) and once in a role-reversed version (with female and male terms swapped). The order of the 38 statements was fully randomized for each participant. Figures [D4](#) and [D5](#) show an example pair. The 19 statements are listed in Table [1](#).

Participants next completed a series of follow-up modules on marital status (Figure [D6](#)), employment (Figure [D7](#)), income (Figure [D8](#)), parental leave (Figures [D9–D10](#)), political affiliation (Figure [D11](#)), and religion (Figure [D12](#)). They were also asked whether they had ever dated someone whose occupation typically earns more or less than their own (Figure [D13](#)). An attention check was included at the end of the survey (Figure [D14](#)).

Figure D1: Welcome page

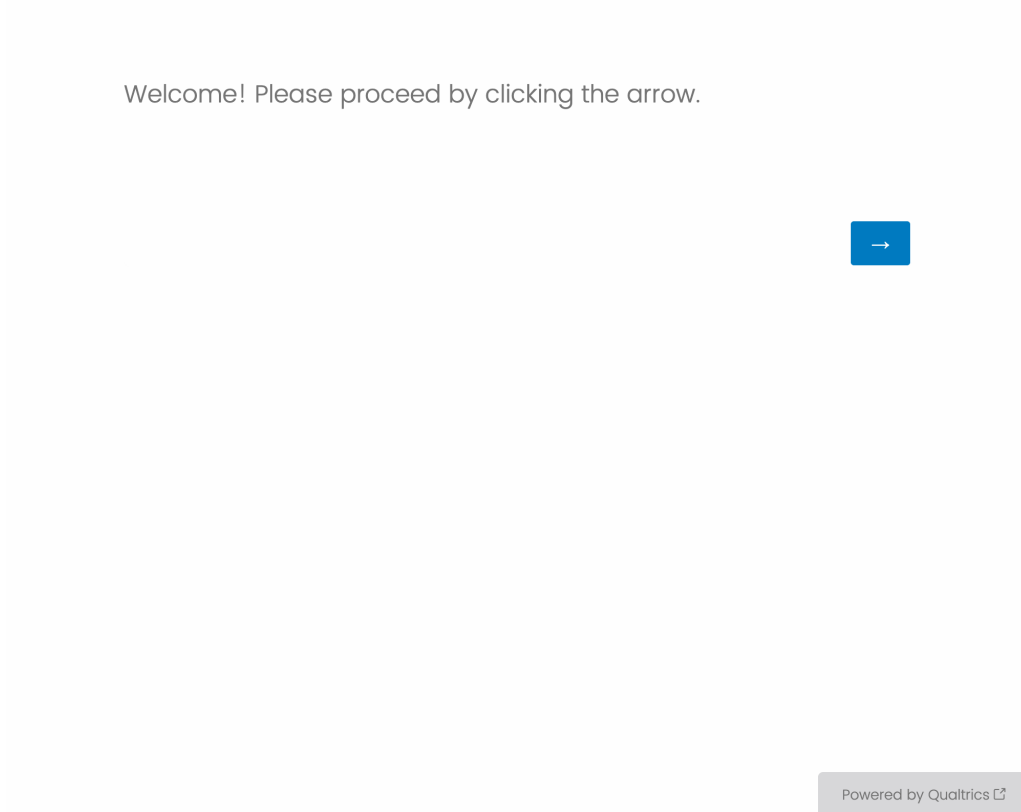


Figure D2: Study information and consent

Study Title: Societal Norms

Ethics ID: H22-03196-A001

Study Team:

Heather Sarsons – Associate Professor, Vancouver School of Economics at UBC

(hsarsons@mail.ubc.ca)

Joshua Dean – Assistant Professor, University of Chicago

Christine Exley – Associate Professor, University of Michigan

Muriel Niederle – Professor, Stanford University

Purpose and procedures: You are being invited to take part in a research study seeking to understand perceptions of societal norms. This study will help us understand what social norms individuals face when making decisions. If you agree to participate in the study, you will be presented with a series of statements about social norms. You will be asked whether you agree or disagree with the statements provided. Because the data is collected anonymously, it cannot be withdrawn once submitted. Your participation in this study will take approximately 10 minutes.

Potential Risks: We do not foresee any risks to you as a participant.

Confidentiality: As with all AmeriSpeak surveys, your participation is voluntary and confidential. The data collected in this study may be made available for public use, but nobody will be able to identify you as a participant.

Contact Information: If you have any questions or concerns about what we are asking of you, please contact any member of the study team. If you have any concerns or complaints about your rights as a research participant and/or your experiences while participating in this study, contact the Research Participant Complaint Line in the UBC Office of Research Ethics at 604-822-8598 or e-mail RSIL@ors.ubc.ca or call toll free 1-877-822-8598.

By moving to the next page, you consent to participate in the study.



Figure D3: Instructions page

Instructions:

Please answer the following questions carefully and honestly.



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Figure D4: Example statement (standard wording: women)

Question X out of 38:

Please indicate the extent to which you think society agrees, in general, with the following statement

When a mother works for pay, the children suffer.

Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
☐	☐	☐	☐	☐

[→](#)

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Question X out of 38:

When a father works for pay, the children suffer.

Strongly Disagree

Disagree

Neither Agree nor Disagree

Agree

Strongly Agree



Figure D6: Questions on marital status

Are you currently:

Married	Living with a partner	Widowed	Divorced	Separated	Never married	Other
☐	☐	☐	☐	☐	☐	☒

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Which of the following best statements applies to you?

☐ I am currently in a marriage between a man and a woman

☐ I am currently in a same-gender marriage

☐ Neither of the above. (If you are willing, please describe your current marriage):

☐ I prefer not to state

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Figure D7: Questions on employment status

Which of the following describes **your current employment situation**?

☐ Working full-time

☐ Working part-time

☐ Unemployed, laid off, or looking for work

☐ Retired

☐ In school

☐ Stay-at-home parent or partner

☐ Other

If you have a partner or spouse, which of the following describes **your partner or spouse's current employment situation**?
(Please select the "Not applicable" option below, shown as the last option, if this question does not apply to you)

☐ Working full-time

☐ Working part-time

☐ Unemployed, laid off, or looking for work

☐ Retired

☐ In school

☐ Stay-at-home parent or partner

☐ Other

☐ Not applicable -- do not currently have a partner or spouse



Figure D8: Questions on income

What was **your income** in 2022?

If you had a spouse or partner in 2022, what was **your spouse or partner's income** in 2022?
(Please select the "Not applicable" option below, shown as the last option, if this question does not apply to you)

[→](#)

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Figure D9: Questions on parental leave

How many, if any, children (including adult children) do you have?



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When your first child joined your family, did you take parental leave?

- ☐ Yes, I took the full amount available
- ☐ Yes, but not the full amount offered
- ☐ No, I could have taken parental leave but did not
- ☐ No, because I was not working at that time
- ☐ No, because parental leave was not offered
- ☐ Not applicable, unknown, or prefer not to state



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Figure D10: Questions on parental leave (continued)

After your first child joined your family, did your child's other parent take parental leave?

- ☐ Yes, they took the full amount available
- ☐ Yes, but not the full amount offered
- ☐ No, they could have taken parental leave but did not
- ☐ No, because they were not working at that time
- ☐ No, because parental leave was not offered
- ☐ Not applicable, unknown, or prefer not to state



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Figure D11: Question on political affiliation

In politics, as of today, do you consider yourself a Republican, a Democrat, or an Independent?

Republican ☐	Democrat ☐	Independent ☐
-------------------------------------	-----------------------------------	--------------------------------------



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Figure D12: Question on religious affiliation

What is your present religion, if any?

☐ Protestant (for example, Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, Reformed, Church of Christ, etc.)

☐ Roman Catholic

☐ Mormon (Church of Jesus Christ of Latter-day Saints or LDS)

☐ Orthodox (such as Greek, Russian, or some other Orthodox church)

☐ Jewish

☐ Muslim

☐ Buddhist

☐ Hindu

☐ Atheist (do not believe in God)

☐ Agnostic (unsure about whether there is a God)

☐ Something else

☐ Nothing in particular

☐ Prefer not to state

[→](#)

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Figure D13: Questions on dating

Have you ever dated someone whose occupation typically earns less than yours?

Yes

☐

No

☐

Don't Know

☐

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Have you ever dated someone whose occupation typically earns more than yours?

Yes

☐

No

☐

Don't Know

☐

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Figure D14: Attention check page

Please indicate how much you agree with the following statements.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I made each decision in this study carefully.	☐	☐	☐	☐	☐
I made decisions in this study randomly.	☐	☐	☐	☐	☐
I understood what my decisions meant for my payment.	☐	☐	☐	☐	☐
Select the button that is furthest to the left.	☐	☐	☐	☐	☐
Select the button that is furthest to the right.	☐	☐	☐	☐	☐

[→](#)

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D.2 Prolific Survey I (Incentivized)

The first Prolific sample included 2,963 participants who completed the survey in February 2024. The survey started with a welcome page, study information and consent, and confirmation of the participant’s Prolific ID (Figures D15–D17).

Participants were informed of a \$3 completion payment and then randomly assigned in equal proportions to one of two conditions. In the **standard condition**, they were told they would receive only the completion fee (Figure D18). In the **incentivized condition**, they were additionally told that one response would be randomly selected and that they would earn a \$1 bonus if it matched the most common answer from a nationally representative sample (Figure D19). Participants in this condition also completed a short comprehension check (Figure D20).

Respondents then answered 38 attitudinal statements on gender. Each of 19 statements was presented twice, once in its original form (referencing either women or men) and once in a role-reversed version with male and female terms exchanged. The 38 items were shown in fully randomized order. Figures D21 and D22 show an example pair. The 19 statements are listed in Table 1.

The survey concluded with background modules. Participants were first informed that these questions would not affect payments (Figure D23) and then reported demographics (Figures D25–D24), marital status (Figure D26), employment (Figure D27), income (Figure D28), education (Figure D29), and parental leave (Figure D30). Additional modules covered political affiliation (Figure D31), religion (Figure D32), and whether the respondent had ever dated someone whose occupation typically earns more or less than their own (Figure D33). An attention check appeared at the end of the survey (Figure D34).

Figure D15: Welcome page

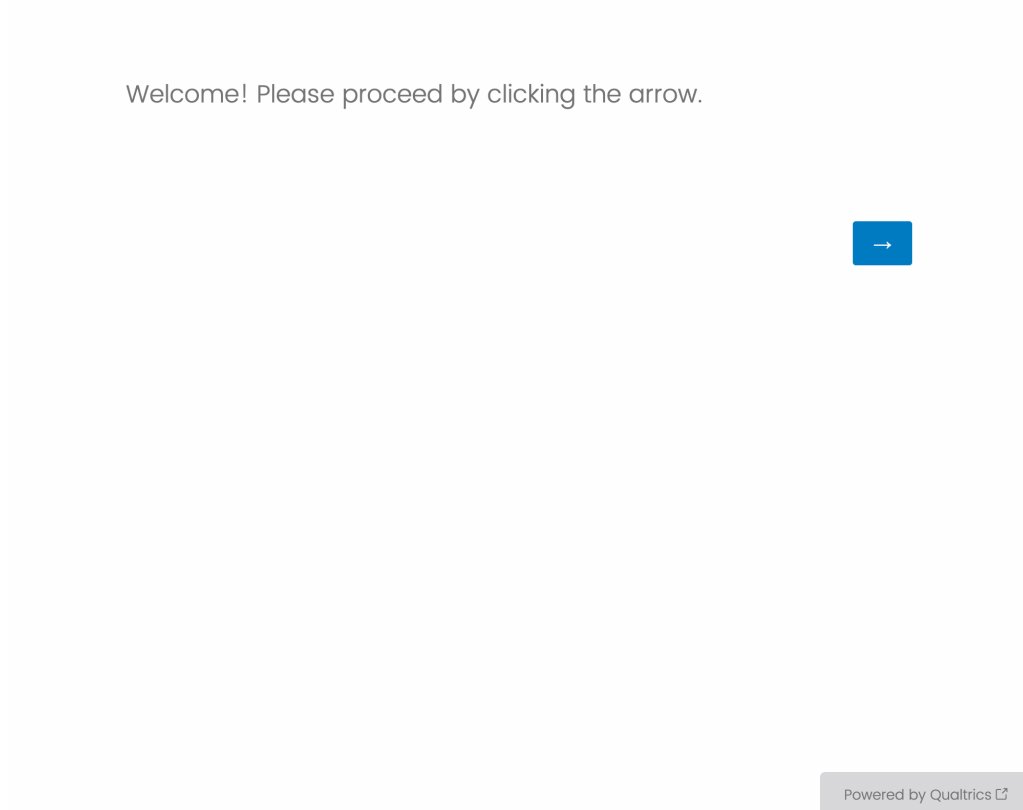


Figure D16: Study information and consent

What is the purpose of this research?

This research is being conducted to learn more about how individuals answer survey questions related to societal norms.

What can I expect if I take part in this research?

- If you take part in this study, you will be asked to answer several survey questions and then answer a short follow-up questionnaire.
- Your participation will take approximately 15 minutes to complete.
- This will be a one-time study conducted entirely on Prolific.
- You will be paid \$3 for completing the survey.

What should I know about a research study?

- Whether or not you take part is up to you.
- Your participation is completely voluntary.
- You can choose not to take part.
- You can agree to take part and later change your mind.
- Your decision will not be held against you.
- Your refusal to participate will not result in any consequences or any loss of benefits that you are otherwise entitled to receive.
- You can ask all the questions you want before you decide.

Who can I talk to?

If you have questions, concerns, or complaints, or think the research has hurt you, talk to the research team at exley@umich.edu.



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Figure D17: Prolific ID page

What is your Prolific ID?

Please note that this response should auto-fill with the correct ID



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Figure D18: Instructions page (standard condition)

Instructions:

To complete this study, you will be asked to answer 38 main questions and then several questions in a short follow-up survey.

For completing this study, you are guaranteed to receive \$3 within 24 hours.

Please answer all questions in this study carefully and honestly.



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Figure D19: Instructions page (incentivized condition)

Instructions:

To complete this study, you will be asked to answer 38 main questions and then several questions in a short follow-up survey. How you answer the main questions may influence your payment, but how you answer the questions in the follow-up survey will not influence your payment in any way.

In particular, for completing this study, you are guaranteed to receive \$3 within 24 hours.

In addition, you may receive a bonus payment of \$1. Specifically, we will randomly select one of the 38 main questions as the question-that-counts. You will receive the \$1 bonus payment if your answer in the question-that-counts is the most commonly chosen answer by a group of other survey-takers. Thus, to maximize your chance of the \$1 bonus payment, you should carefully and honestly report what you think is the most commonly chosen answer by the group of other survey takers in each of the main questions. This group of survey-takers will be asked the same main questions as you, but they will not be Prolific participants. Rather, this group of survey-takers will be from a random sample in the US that is nationally representative.

Please answer all questions in this study carefully and honestly.



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Figure D20: Comprehension check on the incentive scheme (incentivized condition)

Comprehension Question: Which of the following statements is true?

☐ How I answer questions will **not affect** my study payment in any way.

☐ I will receive a bonus payment if my answer to the question-that-counts is the **most commonly chosen** answer by a group of survey-takers who are **nationally representative**.

☐ I will receive a bonus payment if my answer to the question-that-counts is the **most commonly chosen answer by** a group of survey-takers who are from **Prolific**.



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Figure D22: Example statement (role-reversed wording: men)

Question X out of 38:

Please indicate the extent to which you think society agrees, in general, with the following statement

When a father works for pay, the children suffer.

Strongly Disagree

Disagree

Neither Agree nor Disagree

Agree

Strongly Agree

→

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Figure D23: Transition page to demographic questions

Thanks for answering these questions!

Now, all that remains is completing the short follow-up survey on the next page.

Your answers to the questions in the follow-up survey will not influence your payment from this study in any way.

Please click the arrow to proceed to the follow-up survey.



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Figure D24: Demographic questions

How old are you (in years)?

How do you currently describe yourself?

Man	Woman	I describe myself as:
☐	☐	☐

In which state do you currently reside?

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Figure D25: Demographic questions (continued)

What is your race? (Please feel free to select more than one answer)

☐ White

☐ Black or African American

☐ American Indian or Alaska Native

☐ Chinese

☐ Filipino

☐ Japanese

☐ Korean

☐ South Asian

☐ Vietnamese

☐ Other Asian

☐ Native Hawaiian

☐ Guamanian or Chamorro

☐ Samoan

☐ Prefer to self-describe:

→

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Are you Hispanic or Latino?

☐ Yes

☐ No

☐ Don't know

→

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Figure D26: Questions on marital status

Are you currently:

Married	Living with a partner	Widowed	Divorced	Separated	Never married	Other
☐	☐	☐	☐	☐	☐	☒

If you are currently married, which of these statements applies to you?

☐ I am in a marriage between a man and a woman
☐ I am in a same-gender marriage
☐ Not applicable – I am not currently married

Which of these statements applies to you?

☐ I am married and living in the same household as my husband or wife.
☐ I have a steady partner, and we live in the same household.
☐ I have a husband or wife or steady partner, but we don't live in the same household.
☐ I don't have a steady partner.



Figure D27: Questions on employment status

Which of the following describes **your current employment situation**?

- ☐ Working full-time
- ☐ Working part-time
- ☐ Unemployed, laid off, or looking for work
- ☐ Retired
- ☐ In school
- ☐ Stay-at-home parent or partner
- ☐ Other

If you have a partner or spouse, which of the following describes **your partner or spouse's current employment situation**?

- ☐ Working full-time
- ☐ Working part-time
- ☐ Unemployed, laid off, or looking for work
- ☐ Retired
- ☐ In school
- ☐ Stay-at-home parent or partner
- ☐ Other

- ☐ Not applicable -- do not currently have a partner or spouse

Figure D28: Questions on income

What was **your income** in 2022?

If you had a spouse or partner in 2022, what was **your spouse or partner's income** in 2022?



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Figure D29: Question on level of schooling

What is the highest level of **school you have completed?**

If you have a spouse or partner, what is the highest level of **school your spouse or partner has completed?**

[→](#)

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Figure D30: Questions on parental leave

How many, if any, children do you have?

[→](#)

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After the birth of your first child, did you take parental leave?

☐ Yes, I took the full amount available

☐ Yes, but not the full amount offered

☐ No, I could have taken parental leave but did not

☐ No, because I was not working at that time

☐ No, because parental leave was not offered

☐ Unknown, not applicable, or prefer not to state

After the birth of your first child, did your child's other parent take parental leave?

☐ Yes, they took the full amount available

☐ Yes, but not the full amount offered

☐ No, they could have taken parental leave but did not

☐ No, because they were not working at that time

☐ No, because parental leave was not offered

☐ Unknown, not applicable, or prefer not to state

[→](#)

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Figure D31: Question on political affiliation

In politics, as of today, do you consider yourself a Republican, a Democrat, or an Independent?

Republican ☐	Democrat ☐	Independent ☐
-------------------------------------	-----------------------------------	--------------------------------------

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Figure D32: Question on religious affiliation

What is your present religion, if any?

☐ Protestant (for example, Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, Reformed, Church of Christ, etc.)

☐ Roman Catholic

☐ Mormon (Church of Jesus Christ of Latter-day Saints or LDS)

☐ Orthodox (such as Greek, Russian, or some other Orthodox church)

☐ Jewish

☐ Muslim

☐ Buddhist

☐ Hindu

☐ Atheist (do not believe in God)

☐ Agnostic (unsure about whether there is a God)

☐ Something else

☐ Nothing in particular

☐ Prefer not to state



Figure D33: Question on dating

Have you ever dated someone whose occupation typically earns less than yours?

Yes
☐

No
☐

Don't Know
☐

Have you ever dated someone whose occupation typically earns more than yours?

Yes
☐

No
☐

Don't Know
☐

→

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Figure D34: Attention check page

Please indicate how much you agree with the following statements.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I made each decision in this study carefully.	☐	☐	☐	☐	☐
I made decisions in this study randomly.	☐	☐	☐	☐	☐
I understood what my decisions meant for my payment.	☐	☐	☐	☐	☐
Select the button that is furthest to the left.	☐	☐	☐	☐	☐
Select the button that is furthest to the right.	☐	☐	☐	☐	☐



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D.3 Prolific Survey II (Self vs. Other)

The second Prolific survey included 2,997 participants who completed the survey in November 2024. The survey opened with a welcome page, study information and consent, and confirmation of the participant’s Prolific ID (Figures D35–D37).

Participants were randomly assigned in equal proportions to one of two wordings, and once assigned, answered all items using that wording. In the **Self** wording, respondents reported their own views (e.g., “Do *you* agree, disagree, or neither agree nor disagree with the following statement?”). In the **Other** wording, they reported what they believed society, in general, thought about the same statements—the wording used in the earlier surveys. Examples from the Self wording are shown in Figures D38 and D39; examples from the Other wording are shown in Figures D40 and D41.

Respondents then answered 38 attitudinal statements on gender. Each of 19 statements was presented twice, once in its original form (referencing either women or men) and once in a role-reversed version with male and female terms exchanged. The 38 items were shown in fully randomized order. The 19 statements are listed in Table 1.

Participants were next informed that the remaining questions concerned background information and would not affect payments (Figure D42). They then completed modules on demographics (Figures D43–D44), marital status (Figure D46), employment (Figure D47), income (Figure D48), education (Figure D49), and parental leave (Figure D50), followed by political affiliation (Figure D51) and religion (Figure D52). Finally, respondents reported whether they had ever dated someone whose occupation typically earns more or less than their own and whether they had ever dated someone with higher or lower education (Figures D53–D54). An attention check appeared at the end of the survey (Figure D55).

Figure D35: Welcome page

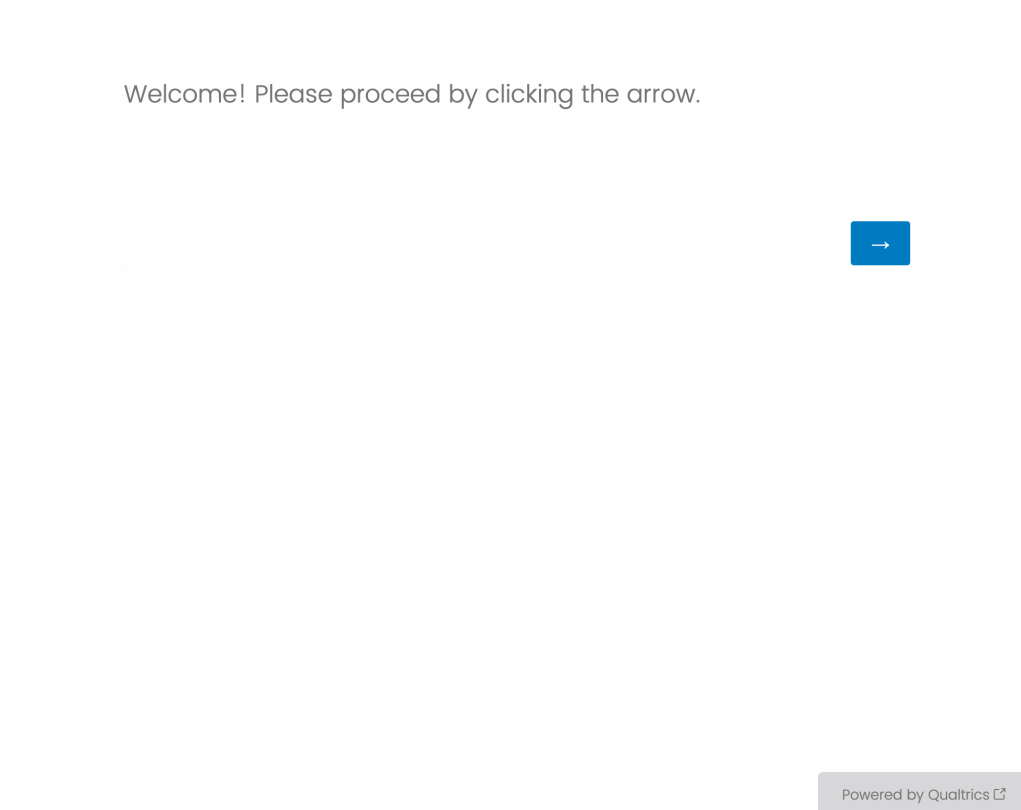


Figure D36: Study information and consent

What is the purpose of this research?

This research is being conducted to learn more about how individuals answer survey questions related to societal norms.

What can I expect if I take part in this research?

- If you take part in this study, you will be asked to answer several survey questions and then answer a short follow-up questionnaire.
- Your participation will take approximately 15 minutes to complete.
- This will be a one-time study conducted entirely on Prolific.
- You will be paid \$3 for completing the survey.

What should I know about a research study?

- Whether or not you take part is up to you.
- Your participation is completely voluntary.
- You can choose not to take part.
- You can agree to take part and later change your mind.
- Your decision will not be held against you.
- Your refusal to participate will not result in any consequences or any loss of benefits that you are otherwise entitled to receive.
- You can ask all the questions you want before you decide.

Who can I talk to?

If you have questions, concerns, or complaints, or think the research has hurt you, talk to the research team at exley@umich.edu.



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Figure D37: Prolific ID page

What is your Prolific ID?

Please note that this response should auto-fill with the correct ID

[→](#)

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Figure D38: Example standard statement (self condition)

Question X out of 38:

Please indicate the extent to which you agree, in general, with the following statement

When a mother works for pay, the children suffer.

Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
☐	☐	☐	☐	☐



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Figure D39: Example role-reversed statement (self condition)

Question X out of 38:

Please indicate the extent to which you agree, in general, with the following statement

When a father works for pay, the children suffer.

Strongly Disagree

Disagree

Neither Agree nor Disagree

Agree

Strongly Agree

☐
☐
☐
☐
☐



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Figure D40: Example standard statement (other condition)

Question X out of 38:

Please indicate the extent to which you think society agrees, in general, with the following statement

When a mother works for pay, the children suffer.

Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
☐	☐	☐	☐	☐

[→](#)

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Figure D41: Example role-reversed statement (other condition)

Question X out of 38:

Please indicate the extent to which you think society agrees, in general, with the following statement

When a father works for pay, the children suffer.

Strongly Disagree

Disagree

Neither Agree nor Disagree

Agree

Strongly Agree



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Figure D42: Transition to demographic questions

Thanks for answering these questions!

Now, all that remains is completing the short follow-up survey on the next page.

Your answers to the questions in the follow-up survey will not influence your payment from this study in any way.

Please click the arrow to proceed to the follow-up survey.



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Figure D43: Demographic questions

How old are you (in years)?

How do you currently describe yourself?

☐ Man ☐ Woman ☐ I describe myself as:

In which state do you currently reside?

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What is your race? (Please feel free to select more than one answer)

☐ White

☐ Black or African American

☐ American Indian or Alaska Native

☐ Chinese

☐ Filipino

☐ Japanese

☐ Korean

☐ South Asian

☐ Vietnamese

☐ Other Asian

☐ Native Hawaiian

☐ Guamanian or Chamorro

☐ Samoan

☐ Prefer to self-describe:

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Figure D44: Demographic questions (Continued)

Are you Hispanic or Latino?

Yes
☐

No
☐

Don't know
☐

→

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Which best describes your gender identity? (Mark all that apply)
Feel free to use the text box and/or you can simply select categories below.

☐ Man

☐ Woman

☐ Gender nonconforming

☐ Genderqueer

☐ Nonbinary

☐ Questioning

☐ My gender or gender identity is best described as:

☐ I prefer not to say

→

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Figure D45: Demographic questions (Continued)

Which best describes your sexual identity/orientation? (Mark all that apply)
Feel free to use the text box and/or you can simply select categories below.

☐ Asexual

☐ Bisexual

☐ Gay

☐ Heterosexual or straight

☐ Lesbian

☐ Queer

☐ Questioning

☐ My sexual identity is best described as:

☐ Prefer not to say

Do you identify as transgender or under the trans umbrella?

Yes
☐

No
☐

Prefer not to say
☐

→

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How would you describe the community where you currently live?

Urban
☐

Suburban
☐

Rural
☐

Prefer not to say
☐

Do you have a disability?

Yes
☐

No
☐

Prefer not to state
☐

→

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Figure D46: Question on marital status

Are you currently:

Married	Living with a partner	Widowed	Divorced	Separated	Never married	Other
☐	☐	☐	☐	☐	☐	☒

If you are currently married, which of these statements applies to you?

- ☐ I am in a marriage between a man and a woman
- ☐ I am in a same-gender marriage
- ☐ Not applicable – I am not currently married

Which of these statements applies to you?

- ☐ I am married and living in the same household as my husband or wife.
- ☐ I have a steady partner, and we live in the same household.
- ☐ I have a husband or wife or steady partner, but we don't live in the same household.
- ☐ I don't have a steady partner.



Figure D47: Question on employment status

Which of the following describes **your current employment situation**?

- ☐ Working full-time
- ☐ Working part-time
- ☐ Unemployed, laid off, or looking for work
- ☐ Retired
- ☐ In school
- ☐ Stay-at-home parent or partner
- ☐ Other

If you have a partner or spouse, which of the following describes **your partner or spouse's current employment situation**?

- ☐ Working full-time
- ☐ Working part-time
- ☐ Unemployed, laid off, or looking for work
- ☐ Retired
- ☐ In school
- ☐ Stay-at-home parent or partner
- ☐ Other

- ☐ Not applicable -- do not currently have a partner or spouse

Figure D48: Question on income

What was **your income** in 2023?

If you had a spouse or partner in 2023, what was **your spouse or partner's income** in 2023?



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Figure D49: Questions on level of schooling

What is the highest level of **school you have completed?**

If you have a spouse or partner, what is the highest level of **school your spouse or partner has completed?**

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Figure D50: Questions on parental leave

How many, if any, children do you have?

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After the birth of your first child, did you take parental leave?

☐ Yes, I took the full amount available

☐ Yes, but not the full amount offered

☐ No, I could have taken parental leave but did not

☐ No, because I was not working at that time

☐ No, because parental leave was not offered

☐ Unknown, not applicable, or prefer not to state

After the birth of your first child, did your child's other parent take parental leave?

☐ Yes, they took the full amount available

☐ Yes, but not the full amount offered

☐ No, they could have taken parental leave but did not

☐ No, because they were not working at that time

☐ No, because parental leave was not offered

☐ Unknown, not applicable, or prefer not to state

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Figure D51: Question on political affiliation

In politics, as of today, do you consider yourself a Republican, a Democrat, or an Independent?

Republican	Democrat	Independent
☐	☐	☐

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Figure D52: Question on religious affiliation

What is your present religion, if any?

☐ Protestant (for example, Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, Reformed, Church of Christ, etc.)

☐ Roman Catholic

☐ Mormon (Church of Jesus Christ of Latter-day Saints or LDS)

☐ Orthodox (such as Greek, Russian, or some other Orthodox church)

☐ Jewish

☐ Muslim

☐ Buddhist

☐ Hindu

☐ Atheist (do not believe in God)

☐ Agnostic (unsure about whether there is a God)

☐ Something else

☐ Nothing in particular

☐ Prefer not to state



Figure D53: Question on dating: partner earnings

Have you ever dated someone whose occupation typically **earns less** than yours?

Yes ☐	No ☐	Don't Know ☐
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Have you ever dated someone whose occupation typically **earns more** than yours?

Yes ☐	No ☐	Don't Know ☐
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Figure D54: Question on dating: partner education

Have you ever dated someone with **less formal education** than you have?

Yes ☐	No ☐	Don't Know ☐
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Have you ever dated someone with **more formal education** than you have?

Yes ☐	No ☐	Don't Know ☐
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Figure D55: Attention check page

Please indicate how much you agree with the following statements.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I made each decision in this study carefully.	☐	☐	☐	☐	☐
I made decisions in this study randomly.	☐	☐	☐	☐	☐
I understood what my decisions meant for my payment.	☐	☐	☐	☐	☐
Select the button that is furthest to the left.	☐	☐	☐	☐	☐
Select the button that is furthest to the right.	☐	☐	☐	☐	☐



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