

Name It. Change It. Women's Media Center She Should Run

**NAME
CHANGE IT**
sexism & equality don't mix!

Simulation of the Impact of Sexism in Campaigns

Findings from a Survey of 1652 Likely 2014 Voters Nationwide

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Methodology

Lake Research Partners and Impacto Group designed and administered this survey which was conducted online March 9 – 19, 2013. The survey reached a total of 1000 likely voters nationwide with oversamples of 160 African Americans, 180 Latinos, and 270 Asian/Pacific Islanders.

The sample was drawn from an online panel and respondents were screened to include only registered and likely voters. The data were weighted slightly by gender, age, education, region and party identification to reflect the attributes of the actual population. The oversamples were weighed down into the base.

The margin of error for the total sample is $\pm 3.1\%$ and ± 7.75 for the 160 oversample, ± 7.3 for the 180 oversample, and ± 6.0 for the 270 oversample.

Methodology

The survey was divided into a systematic experiment with a hypothetical Congressional contest between female candidate Jane Smith and male candidate Dan Jones. Voters read a profile about the two candidates and then heard a series of news stories about each. The first news story about Jane was negative, the second news story about Jane was negative and used sexist language of “mean girl” and “ice queen” to describe her. Both news stories about Dan Jones were negative.

A quarter of the sample was presented with photos and stories about a white Jane Smith; a quarter saw and heard stories about an African American Jane Smith; a quarter, a Latina Jane Smith; and a quarter, an Asian Jane Smith. In each experiment, Dan Jones was a white male.



Key Findings

Key Findings - Overall

- In a hypothetical race between women of different ethnicities and a white male, voters start off in favor of the woman candidate.
- Even in an engaged debate, where a woman candidate has already been attacked, sexist coverage further diminishes her vote and the perception that she is qualified – which strongly correlates with the vote. The losses in vote are similar to what we saw in the previous experimental study that focused solely on the impact of sexist coverage.

Key Findings - Overall

- When the woman candidate or a validating third-party organization stands up to confront sexist and racist coverage, voters respond well. Jane responding herself shows the biggest gains.
- African American voters especially respond to the linkage of racism and sexism.
- Following these responses, the women candidates of all ethnicities regain large margins over their white male opponent.

Key Findings – Best Testing Response Language

- Jane Smith
 - “Sexist, racist, divisive rhetoric has no place in the media coverage of our elected races...”
 - “...this kind of sexism damages our political debate and our democracy...”
- Name It. Change It.
 - “...join in criticizing the sexist and racist remarks made about Jane Smith...”
 - “...Widespread sexism in the media is one of the top problems facing women when they run for office and is a major deterrent to women considering running. When you attack one woman in this way, you attack all women...”

Strategic Summary

Strategic Summary – The Ballots

- Initially, each of the Jane candidates of different races has a wide margin over Dan.
- Attacks matter. After hearing news stories about how the bill will increase taxes and the erosion of support for Jane's campaign as well as criticisms of Dan's vote, the margin for the white candidate and the Asian candidate remains large, but the African American and Latina candidate have smaller margins over the male candidate.
- Even after an engaged race, hearing a news story about Jane that uses sexist language like “mean girl” and “ice queen,” the candidates of different races show further loss in the vote.

Strategic Summary – The Ballots

- Following responses from Jane and Name It. Change It., a media accountability group, the woman candidate of each race regains substantial support and has a large lead over her white male opponent.
- The margins for the woman candidate who stands up for herself are the highest she has in the campaign simulation.
- It makes little difference if the responses address sexism on its own or they address sexism AND racism. Voters favor Jane by wide margins in each iteration.

Strategic Summary – Qualifications

- Both the negative language and the sexist language damage Jane's qualifications, but responding helps her gain back some of the ground she lost.
- Initially, voters are inclined to think Jane is qualified – regardless of the race of the candidate that they were evaluating. The African American Jane is seen as slightly more qualified compared to the others. The overall qualifications of the women are comparable to the qualifications of the white man, Dan Jones.
- However, the negative language about how the bill raises taxes and Jane's struggles on the campaign trail diminish voters' perceptions of her qualifications. Negative coverage also damages Dan Jones' qualification ratings.

Strategic Summary – Qualifications

- The sexist language further diminishes voters' ratings of how qualified Jane is. Again this is true across the different ethnicities we tested. Dan Jones pays no additional price for the sexist coverage.
- Every presentation of the response to the sexist coverage dramatically increases the perception that Jane is qualified, though she suffers some long term damage from the attacks and coverage.
- Overall, there is fundamentally no difference between a response that calls out sexist and racist media coverage and a response that only addresses sexist coverage.

Strategic Summary – The Control News Story

- Voters of all races start dialing down when they hear the bill will include a substantial “tax increase,” indicating that their initial displeasure is merely tax sensitivity.
- The downward trend continues when voters hear that support for Jane’s campaign has been eroding.
- Voters dial positively again on phrases like the “quality of her vision” and “the excitement her campaign generated,” but they are still below neutral in their ratings.

Strategic Summary – The Control News Story

- No matter the race of the woman candidate, for much of the control statement, white voters tend to dial with cooler feelings than African American, Latino, or Asian voters.
- African American voters tend to dial more positively than voters of other races when the woman candidate is African American or Asian.

Strategic Summary – Dan's First Negative Story

- When they hear the first negative news story about Dan Jones, voters of all races remain more neutral toward him than they were toward any of the versions of Jane Smith.
- Language that makes voters feel coolly or negatively includes a complaint that Dan did not vote the right way, that he supports government take over, and that he evaded a question.

Strategic Summary – The Sexist News Story

- There are more nuances in the dials on the sexist language about Jane Smith.
- When voters consider a white Jane Smith, African American, Latino, and Asian voters dial neutrally until they hear that Smith has been “acting like and ice queen.” Voters across races dial down further when they hear the “mean girl” language.
- In dials for the African American Jane Smith, African American voters dial differently than white, Latino and Asian voters. African Americans only dial down when they hear the mean girl language, but they still remain positive overall. Everyone else begins to dial down on the ice queen language.

Strategic Summary – The Sexist News Story

- Asian, African American, and Latino voters dial similarly when they hear a story about the Latina Jane Smith. Voters of color start to dial down on the ice queen language but only cross into the negative territory on the mean girl language. White voters are more negative throughout the second half of the story.
- For the voters that heard the story about the Asian Jane Smith, Asian voters are less positive than African American or Latino voters. Asians dial fairly neutrally until they hear the ice queen language, when they start to dial negatively for the rest of the statement. White voters dial down when they hear that the state will get a \$300 million grant and continue to dial increasingly negatively on the mean girl and ice queen language.

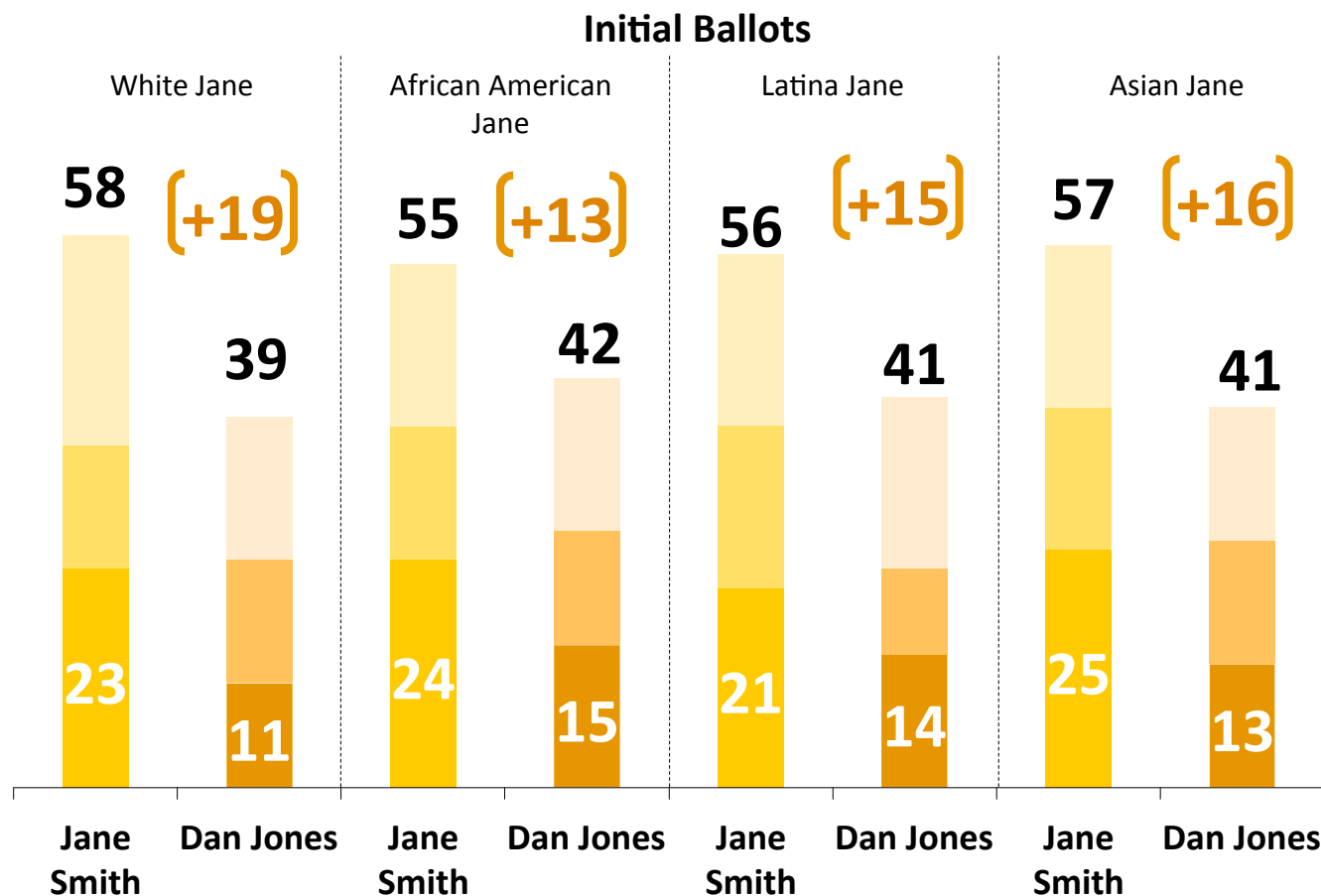
Strategic Summary – The Responses

- Voters start dialing up when Jane asserts that sexist, racist rhetoric has no place in media coverage of political campaigns, and continue to dial up consistently. Jane responding for herself shows the biggest gain.
 - African Americans respond especially well to the statement that there is clear sexism and racism, and are more subdued, responding like voters overall, when Jane's response only talks about sexism and does not mention racism.
- Voters also dial up consistently to the response from Name It. Change It. whether or not it mentions racism.
 - African Americans appreciate that validators are criticizing these sexist and racist remarks and that this is one of the top problems facing women candidates. As we see in Jane's response, African Americans are more subdued when the response from Name It. Change It. does not refer to racism.
 - Latinos like inclusive language of working together to eliminate this barrier to women.

The Ballots

The white, African American, Latina, and Asian Jane Smiths are damaged in their horseraces by sexist language, but can recover when they respond.

Initially, each of the Jane candidates of different races has a wide margin over Dan. Jane's margin is even greater than we saw in the first round of research for Name It. Change It. in 2010.



Split sampled questions

Darker colors indicate intensity

If the election for Congress was held today, and the candidates were (ROTATE) Jane Smith and Dan Jones, for whom would you vote, or are you undecided?

Jane Smith Profile



Jane Smith enjoys a reputation as a bi-partisan reformer and is an advocate for small businesses and hardworking families. An economist by training, she graduated at the top of her class in law school. She grew up in a working class neighborhood where she learned the value of hard work and discipline. As the daughter of a police officer and a nurse, she believes in fiscal responsibility, cracking down on criminals, and getting this economy working again.

Before running for Congress, she served two terms on city council, one term as head of the Chamber of Commerce, and is in her third term in the state legislature. Currently she serves as a ranking member of the Appropriations and the Joint Economic committees. She believes in free markets and personal responsibility. She is also a strong and tireless advocate for families who are unable to make ends meet in these tough economic times.

Smith married her high-school sweet heart, Justin – a lawyer, and they have three grown children: Linda, Matt and Jordon.

Dan Jones Profile

Dan Jones is known in the state legislature for his consistent voting record on issues like immigration, energy independence, and economic development. He is a staunch advocate for cutting unnecessary government regulations and is a believer in more fiscal discipline and accountability from Washington. He also believes in investing in our priorities like public education and expanding access to affordable healthcare for small business. He believes world class education and affordable health care are key to our future economic competitiveness as a nation.

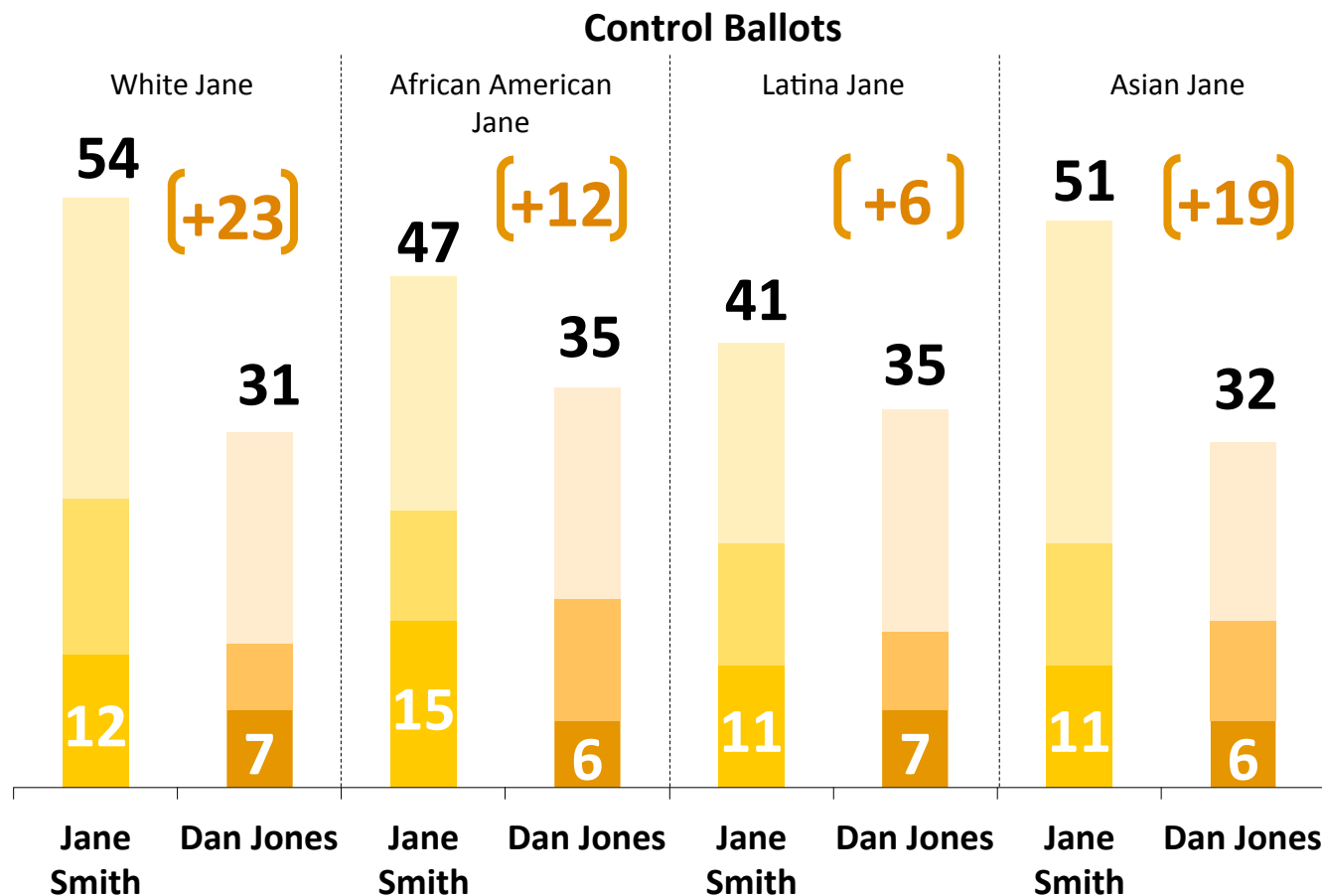
He successfully climbed the ranks of a Fortune 500 company before deciding to run for city comptroller and then was twice elected mayor of one of the largest cities in his state.

Currently, he is serving his second term as state Senator and majority leader, where he serves on the Appropriations Committee and the Governor's Economic Task Force.

Jones met his wife Cecilia after college and they have two grown children: Christopher and Taylor.



After hearing news stories about how the bill will increase taxes and the erosion of support for Jane's campaign as well as criticisms of Dan's vote, the margin for the white candidate and the Asian candidate remains large, but the African American and Latina candidate have diminished vote and have smaller margins over the male candidate.



Split sampled questions

Darker colors indicate intensity

If the election for Congress was held today, and the candidates were (ROTATE) Jane Smith and Dan Jones, for whom would you vote, or are you undecided?

Text of Control Story about Jane Smith

Today the State Legislature passed sweeping health care legislation and our legislator Jane Smith, [an African American/a Latina/an Asian-American,] voted for a health care bill that includes a substantial tax increase. She refused to answer questions about her vote and support for her campaign has been eroding as she comes under pressure on the campaign trail. At her announcement, commentators remarked on the excitement her campaign generated and the quality of her vision.

Split sampled questions

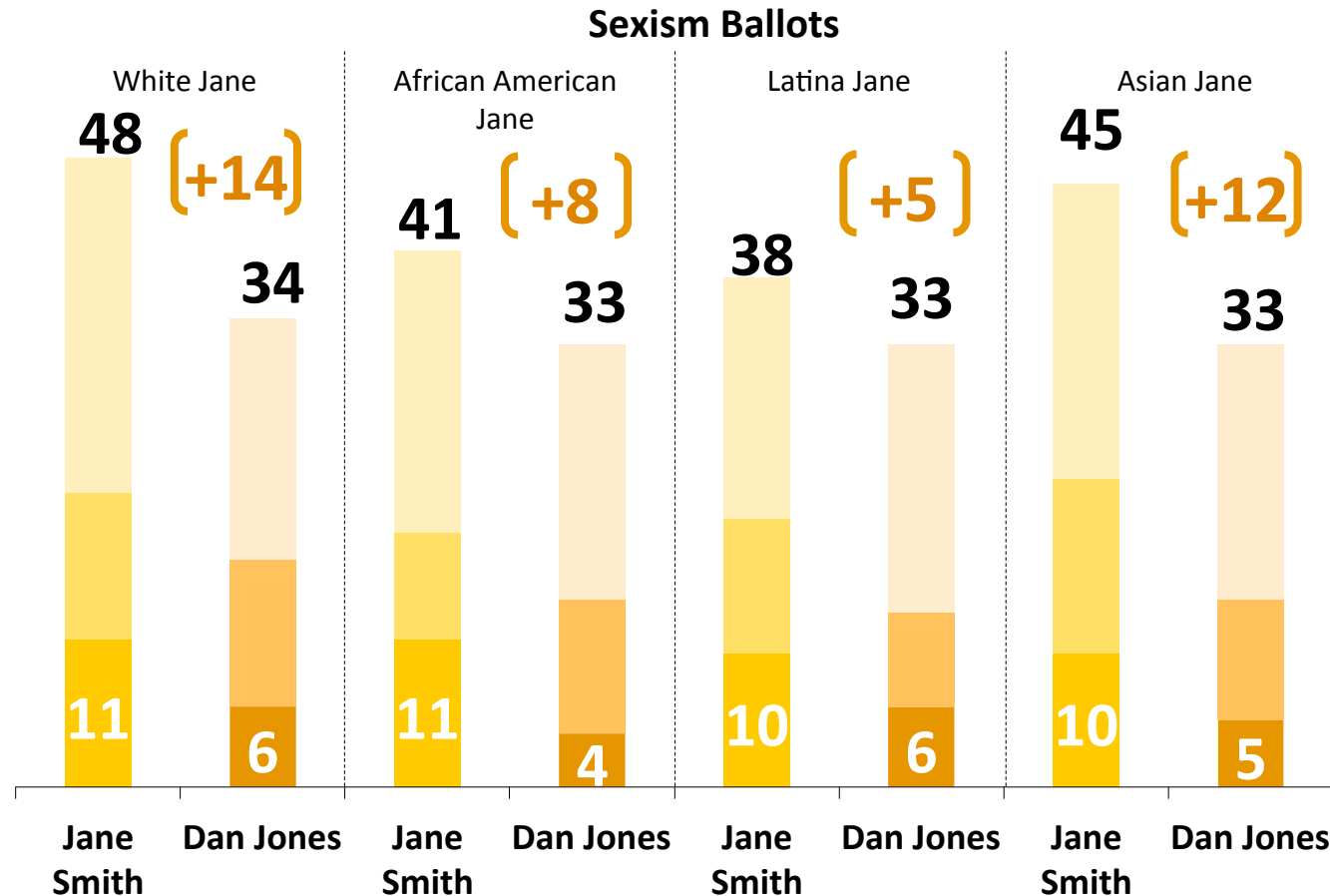


Text of Story about Dan Jones

Dan Jones voted for the sweeping health care legislation that passed the State Legislature today. He did not vote the right way on health care and it is not the vote we expected from him. This was a bad vote and clearly shows he supports the government taking over our lives. Additionally, when he was asked about his foreign policy experience, he evaded the question.



Even in an already engaged debate, after hearing a news story about Jane that uses sexist language like “mean girl” and “ice queen” the candidates of different races lose support, though they maintain leads over their opponents.



Split sampled questions

Darker colors indicate intensity

If the election for Congress was held today, and the candidates were (ROTATE) Jane Smith and Dan Jones, for whom would you vote, or are you undecided?

Text of Sexist Story about Jane Smith

Further exploring her votes on health care and taxes, Jane Smith supported an article in the health care bill that said that any state that declared an emergency would get a \$300 million grant. A talk radio host commented, she has been acting like an ice queen, making it difficult for her to hold support. She has been a “mean girl” when anyone tried to get her to explain her vote.

Split sampled questions

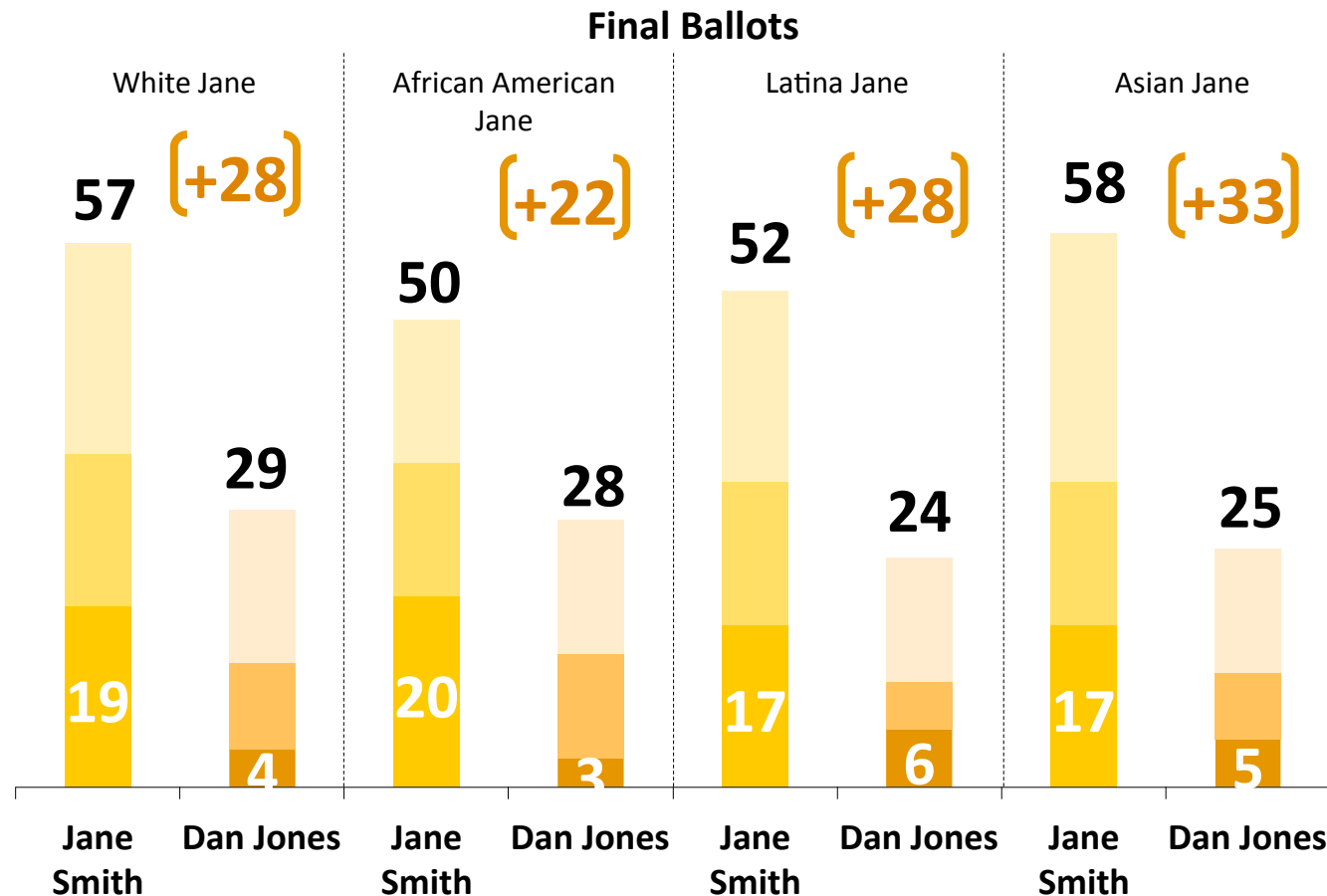


Text of Story about Dan Jones

Further exploring the deal that Jones cut to vote yes on the health care bill, a talk radio host reported that Dan Jones supported an article in the health care bill that said that any state that declared an emergency would get a \$300 million grant. He added that this is clearly a blatant bribe and he is unfairly using a state of emergency to get money to his state.



Following responses from Jane and Name It. Change It., a media accountability group, the woman candidate of each race gains substantial support and has a large lead over her white male opponent, the highest in the campaign simulation.



Split sampled questions

Darker colors indicate intensity

If the election for Congress was held today, and the candidates were (ROTATE) Jane Smith and Dan Jones, for whom would you vote, or are you undecided?

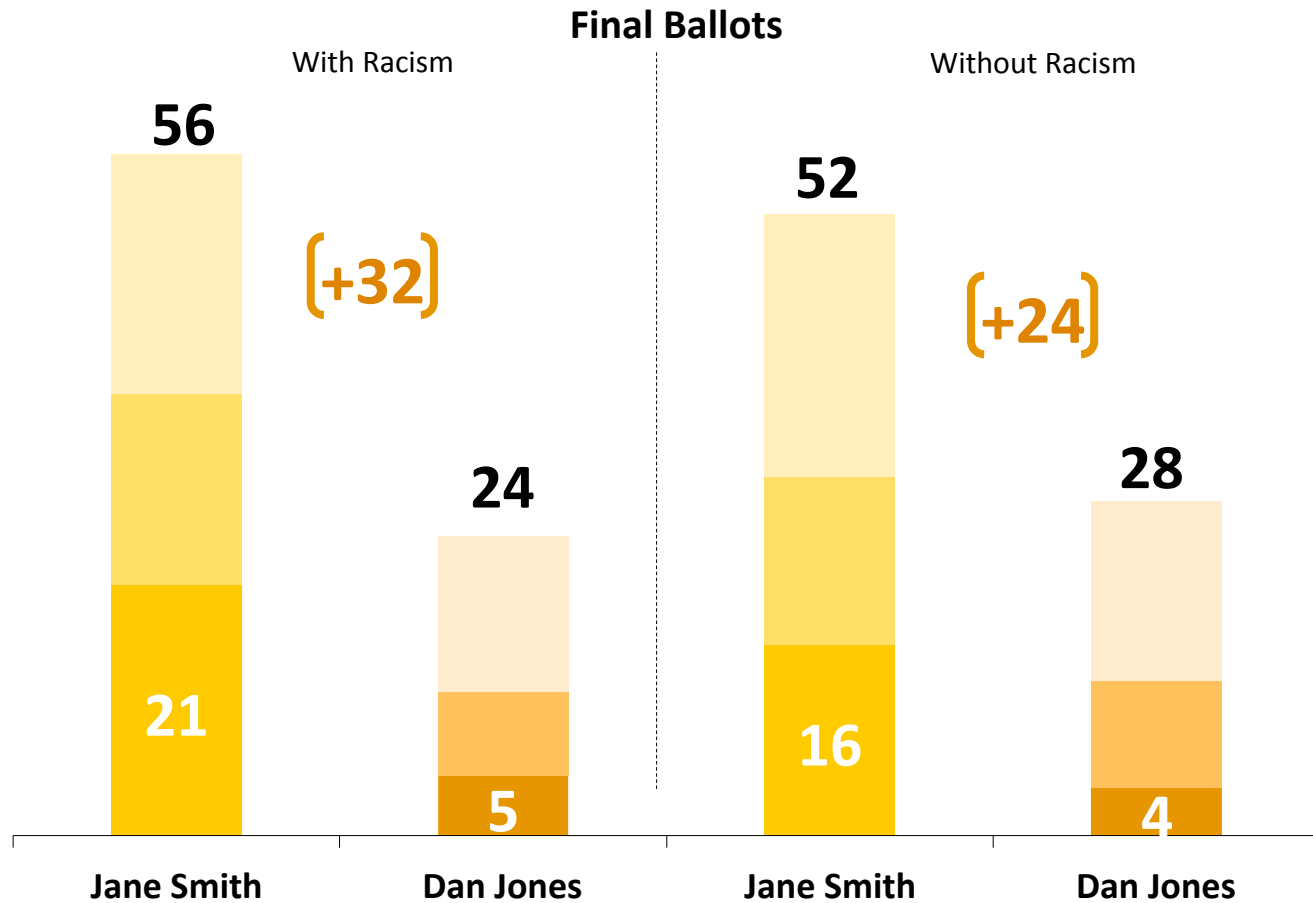
Response from Jane Smith

Jane Smith released a statement today, saying “Sexist, [racist], divisive rhetoric has no place in the media coverage of our elected races. There is a clear sexism [and racism] that goes with these comments that are being made by the media. In spite of all of the things that people have disliked about any of our votes, the media has never called a male candidate a boy. Don’t call me a girl. We all understand that some people are disappointed, but this kind of sexism damages our political debate and our democracy and women are not going to stand by and watch.”

Response from Name It. Change It.

Across America a broad array of organizations and leaders, including Name It. Change It. a media accountability group, join in criticizing the sexist [and racist] remarks made about Jane Smith in her race. One prominent leader of Name It. Change It., said "Widespread sexism [and racism] in the media is one of the top problems facing women when they run for office and is a major deterrent to women considering running. When you attack one woman in this way, you attack all women. Together, we can eliminate this damaging barrier to the successful campaigns and careers of women candidates and public officials."

It makes little difference if the responses address sexism on its own, or if they address sexism AND racism. Voters favor Jane by wide margins in each iteration.



Split sampled questions

Darker colors indicate intensity

If the election for Congress was held today, and the candidates were (ROTATE) Jane Smith and Dan Jones, for whom would you vote, or are you undecided?

By the end of the campaign simulation, after hearing responses, all Jane Smiths have increased their advantage over Dan Jones from the initial ballot.

Ballot Margins (Smith – Jones)					
	Initial Ballot Margin	Control Ballot Margin	Sexism Ballot Margin	Final Ballot Margin	Final Margin Gain (from Initial)
White Jane*	+19	+23	+14	+28	+9
African American Jane*	+13	+12	+8	+22	+9
Latina Jane*	+15	+6	+5	+28	+13
Asian Jane*	+16	+19	+12	+33	+17

*Split sampled questions

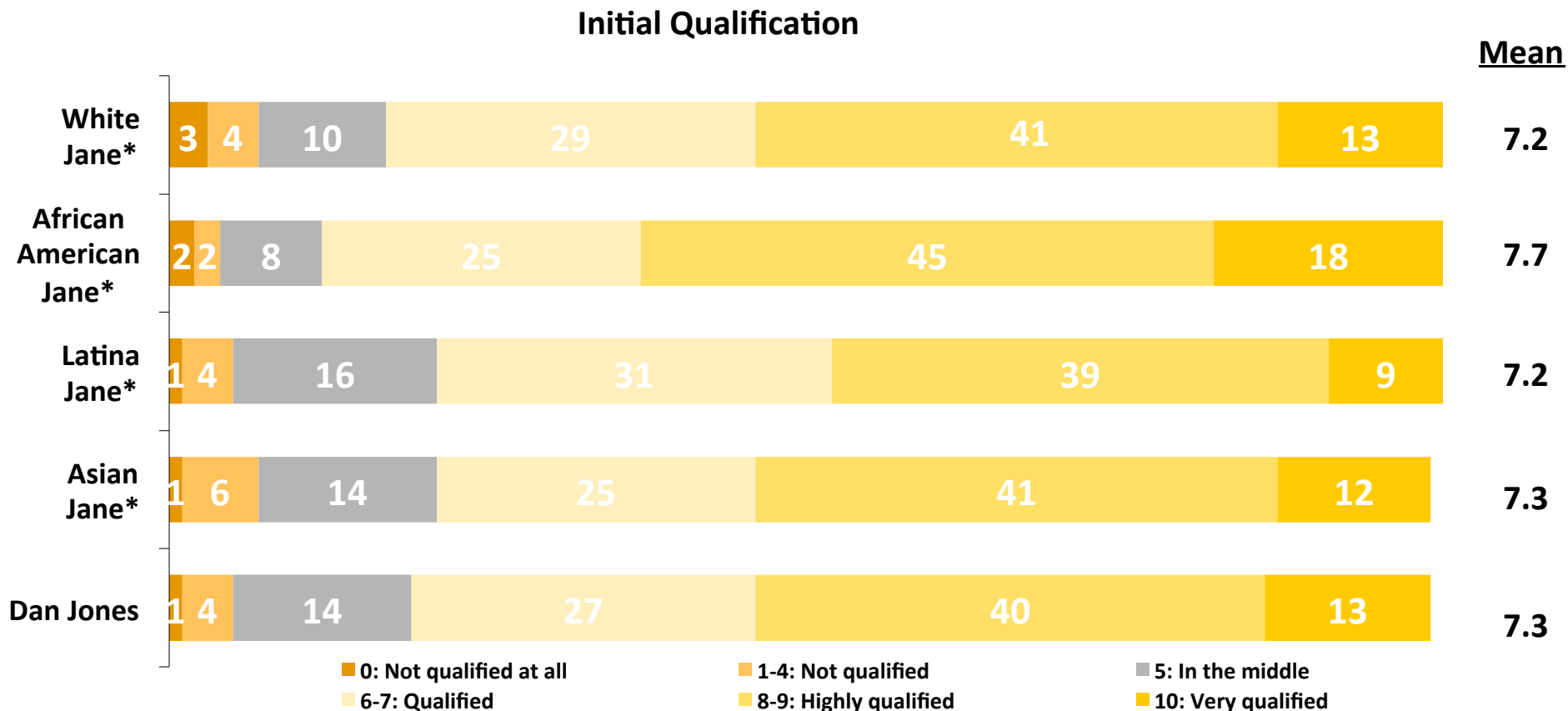
Qualifications

Negative language damages voters perception that Jane is qualified.

Both the negative language and the sexist language damage Jane's qualifications, but responding helps her gain back some of the ground she lost. Although again, some long term damage has been done.

Jane Smith Qualifications (Mean 0-10 scale)								
	White Jane		African American Jane		Latina Jane		Asian Jane	
Initial	7.2		7.7		7.2		7.3	
Control	5.2		5.4		4.9		4.9	
Sexist	4.8		5.0		4.8		4.6	
	Jane's response	Name It. Change It. Response	Jane's response	Name It. Change It. Response	Jane's response	Name It. Change It. Response	Jane's response	Name It. Change It. Response
Response with racism	6.4	6.0	6.1	5.9	6.0	5.9	6.0	5.8
Response without racism	5.7	6.0	6.0	5.7	6.0	5.8	5.8	5.7

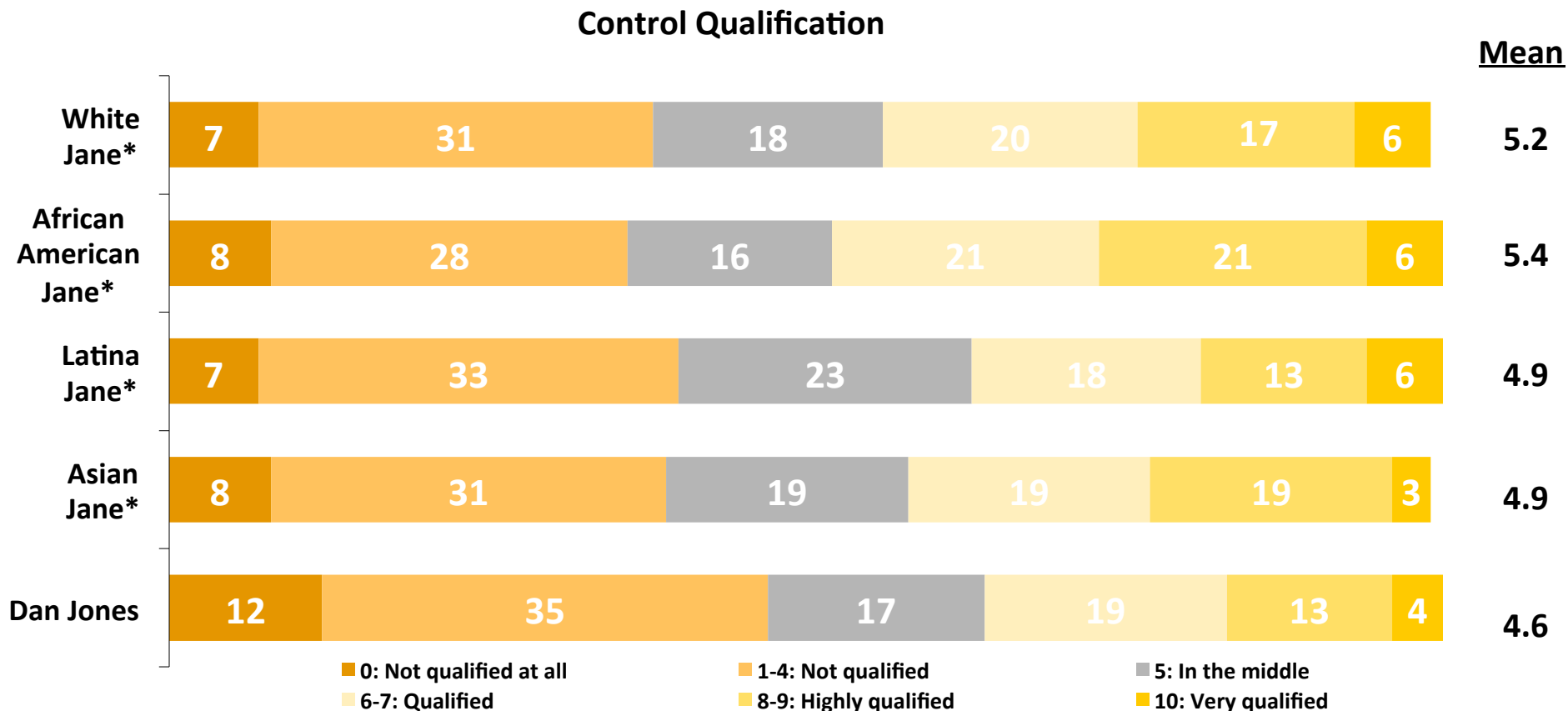
Initially, voters are inclined to think Jane is qualified – regardless of the race of the candidate that they were evaluating. The African American Jane is seen as slightly more qualified compared to the others.



Split sampled questions

Based on what you just read, please rate in the entry box below how qualified Jane Smith/Dan Jones seems from 0 to 10, where 10 means extremely qualified and 0 means not qualified at all, and you can be anywhere in between.

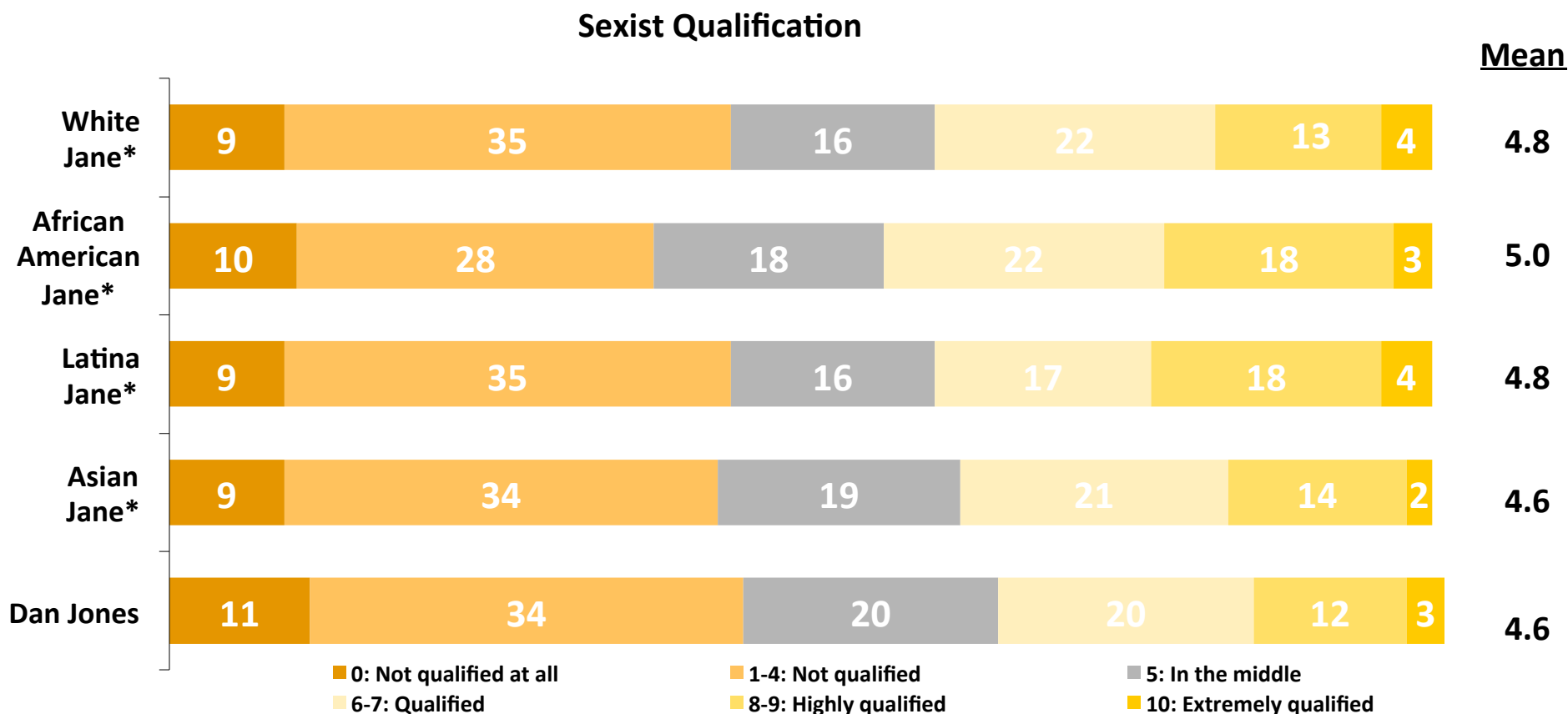
However, the negative language about how the bill raises taxes and Jane's struggles on the campaign trail diminish voters' perceptions of her qualifications. The negative coverage also damages Dan Jones.



Split sampled questions

Based on what you just heard, please rate in the entry box below how qualified Jane Smith/Dan Jones seems from 0 to 10, where 10 means extremely qualified and 0 means not qualified at all, and you can be anywhere in between.

Even after the engaged debate, the sexist language further makes voters think Jane is less qualified. Again this is true across the different ethnicities we tested. Dan Jones pays no additional price for the coverage.



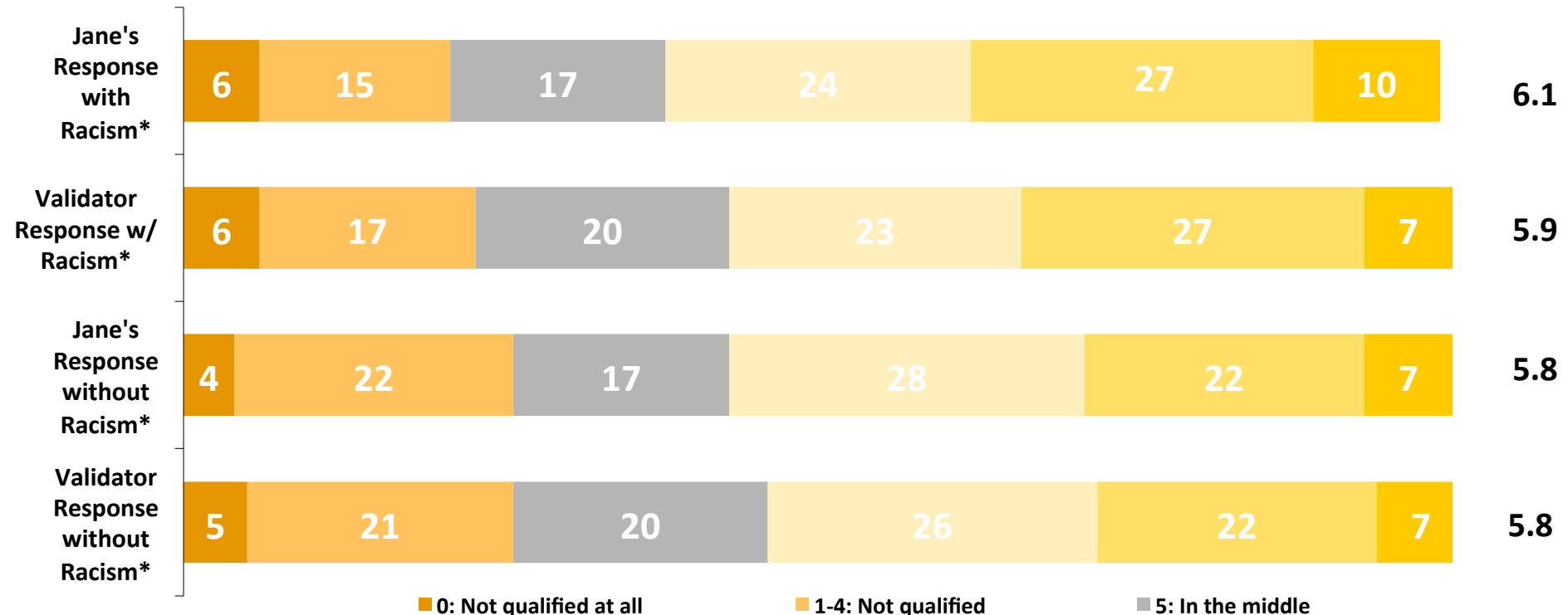
Split sampled questions

Based on what you just heard, please rate in the entry box below how qualified Jane Smith/Dan Jones seems from 0 to 10, where 10 means extremely qualified and 0 means not qualified at all, and you can be anywhere in between.

Every presentation of the response to the sexist coverage dramatically increases the perception that Jane is qualified. There is fundamentally no difference between a response that calls out sexist and racist media coverage and a response that only addresses sexist coverage.

Response Qualifications for Jane Smith

Mean



Split sampled questions

Based on what you just heard, please rate in the entry box below how qualified Jane Smith/Dan Jones seems from 0 to 10, where 10 means extremely qualified and 0 means not qualified at all, and you can be anywhere in between.

Dial Graphs on Control Language

Extreme tax sensitivity is on display in the control negative story about Jane.

“Control – White Woman” - Text of Statement

Today the State Legislature passed sweeping health care legislation and our legislator Jane Smith **voted for a health care bill** that includes a substantial tax increase. She refused to answer questions about her vote and support for her campaign has been eroding as she comes under pressure on the campaign trail. At her announcement, commentators remarked on the **excitement her campaign generated and the quality of her vision.**

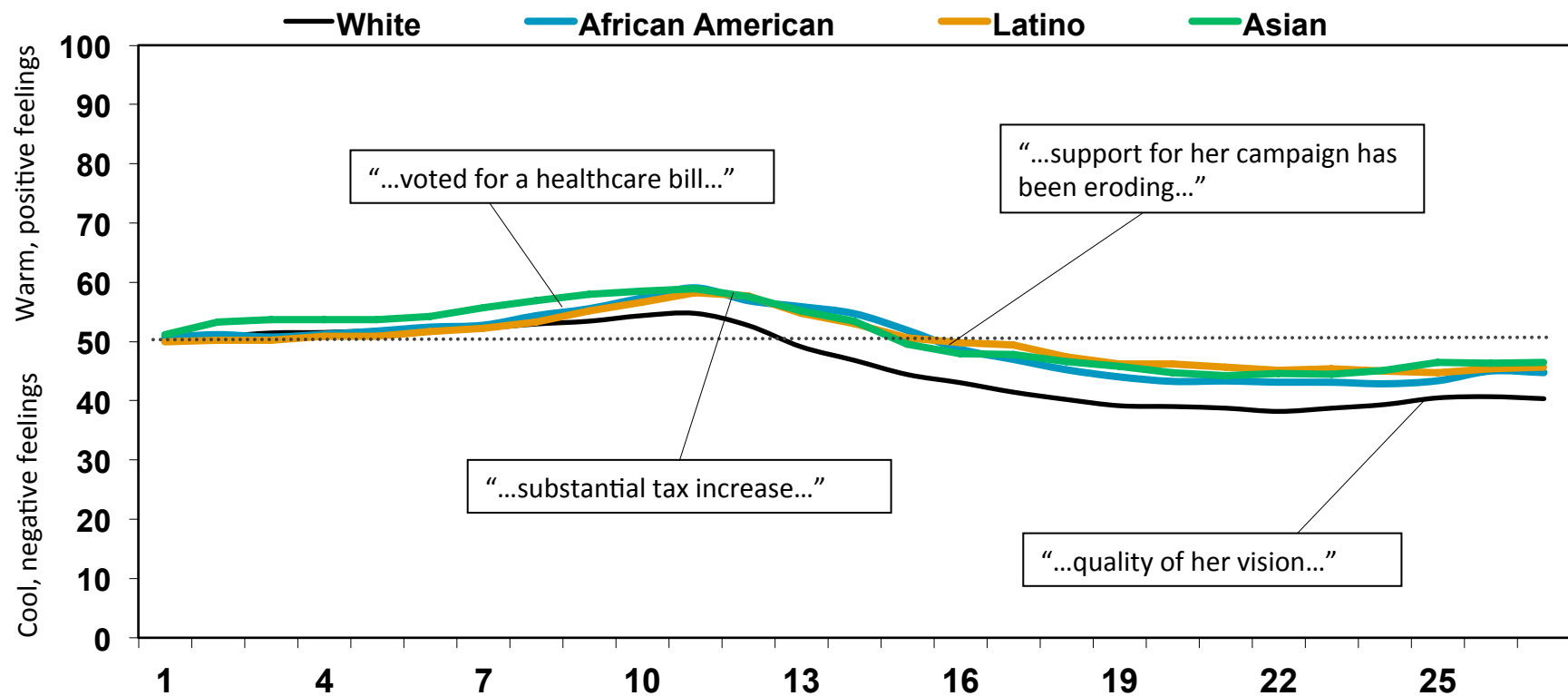
Split sampled question

DIAL RATINGS			
	Mean	Min	Max
Total	48	33	62
Black	50	36	63
Latino	50	35	64
Asian	51	35	63



“Control – White Woman”

For much of the statement, white voters tend to dial with cooler feelings than African American, Latino, or Asian voters. Voters of all races start dialing down when they hear the bill will include a substantial “tax increase,” indicating that their initial displeasure is merely tax sensitivity. The downward trend continues when voters hear that support for Jane’s campaign has been eroding.



Split sampled question

Now you are going to hear an excerpt from a news story from a major newspaper about Jane Smith running for Congress. As you listen to the audio, use the slider to show how you feel about what you’re hearing, where 0 is very cool, unfavorable feelings toward Jane Smith and 100 is very warm, favorable feelings toward Jane Smith, and 50 is neutral. Your slider starts at 50. Again, as you’re listening, we want you constantly to use your slider to show how cool or warm you’re feeling toward the candidate while you are hearing the statement.

“Control – African American Woman” - Text of Statement

Today the State Legislature passed sweeping health care legislation and **our legislator Jane Smith, an African American**, voted for a health care bill that includes a substantial tax increase. She refused to answer questions about her vote and support for her campaign has been eroding as she comes under pressure on the campaign trail. At her announcement, commentators remarked on the **excitement her campaign generated and the quality of her vision.**

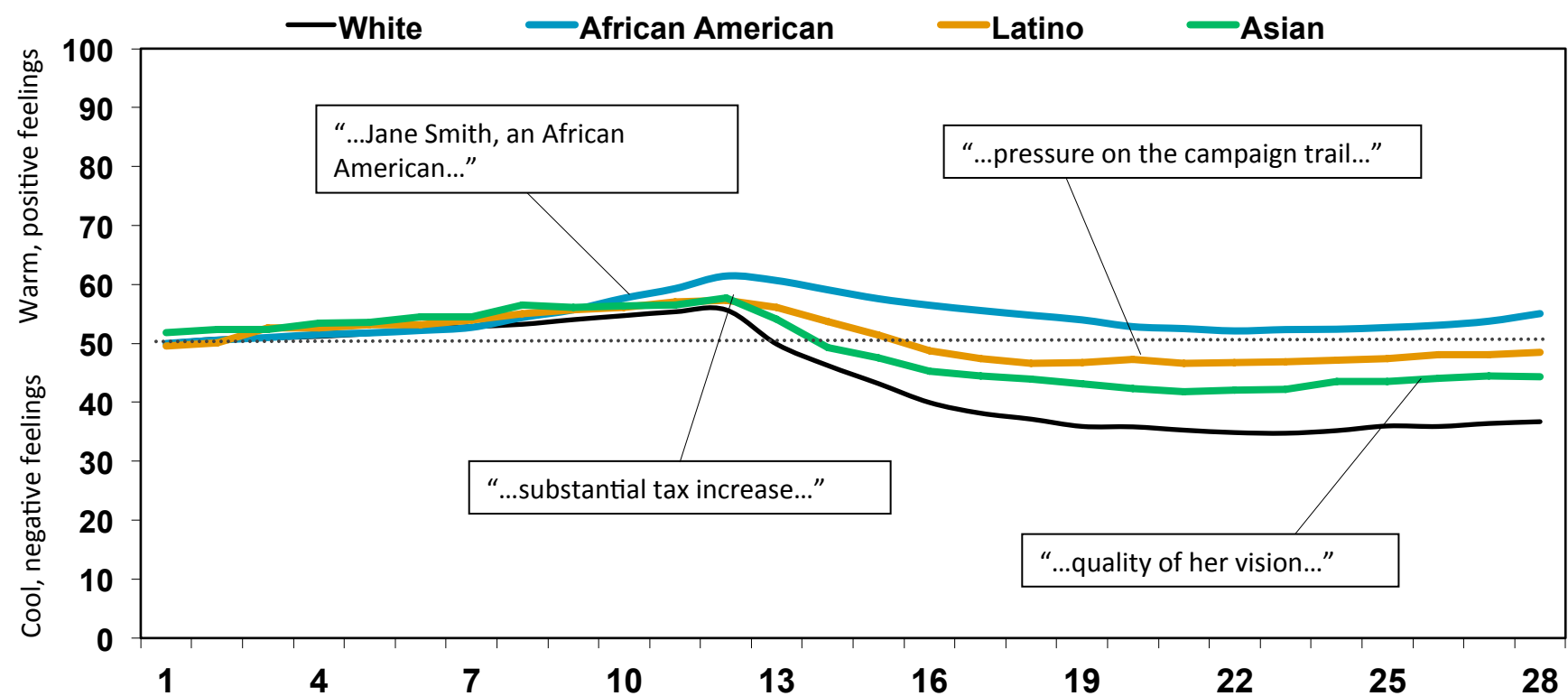
Split sampled question

DIAL RATINGS			
	Mean	Min	Max
Total	47	30	63
Black	54	41	68
Latino	51	35	64
Asian	49	30	64



“Control – African American Woman”

African American voters dial with warmer feelings than voters of other races, and they start to dial up when they are reminded that Jane is African American. However, voters of all races dial down on the tax increase language, and Latinos are slightly negative toward “pressure on the campaign trail.”



Split sampled question

Now you are going to hear an excerpt from a news story from a major newspaper about Jane Smith running for Congress. As you listen to the audio, use the slider to show how you feel about what you’re hearing, where 0 is very cool, unfavorable feelings toward Jane Smith and 100 is very warm, favorable feelings toward Jane Smith, and 50 is neutral. Your slider starts at 50. Again, as you’re listening, we want you constantly to use your slider to show how cool or warm you’re feeling toward the candidate while you are hearing the statement.

“Control - Latina” - Text of Statement

Today the State Legislature passed sweeping health care legislation and **our legislator Jane Smith, a Latina**, voted for a health care bill that includes a substantial tax increase. She refused to answer questions about her vote and support for her campaign has been eroding as she comes under pressure on the campaign trail. At her announcement, **commentators remarked on the excitement her campaign generated and the quality of her vision.**

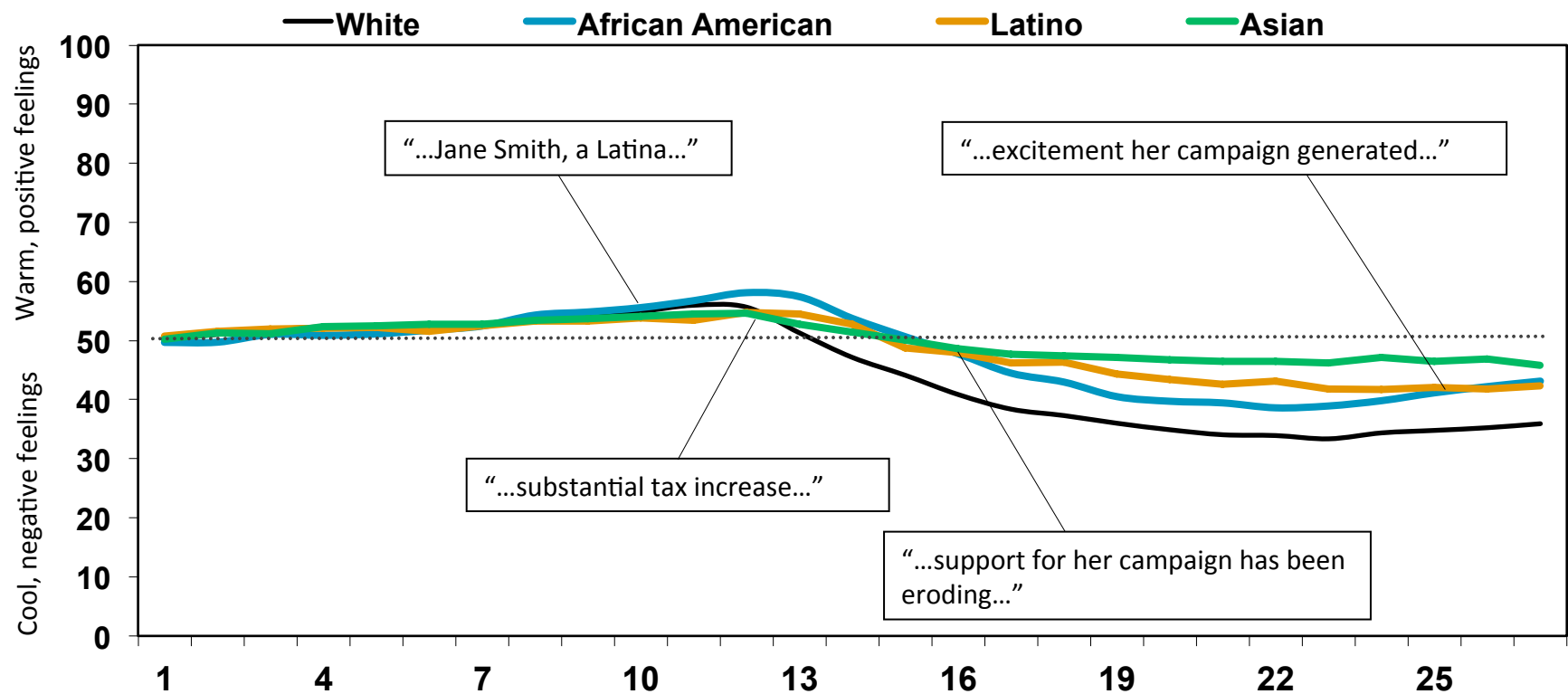
Split sampled question

DIAL RATINGS			
	Mean	Min	Max
Total	46	29	63
Black	48	31	64
Latino	49	32	64
Asian	50	39	60



“Control - Latina”

Voters start out more neutral toward the Latina Jane Smith, and the tax increase language is especially damaging to her among white voters. Asians remain the most neutral throughout, while African Americans are more negative.



Split sampled question

Now you are going to hear an excerpt from a news story from a major newspaper about Jane Smith running for Congress. As you listen to the audio, use the slider to show how you feel about what you’re hearing, where 0 is very cool, unfavorable feelings toward Jane Smith and 100 is very warm, favorable feelings toward Jane Smith, and 50 is neutral. Your slider starts at 50. Again, as you’re listening, we want you constantly to use your slider to show how cool or warm you’re feeling toward the candidate while you are hearing the statement.



“Control – Asian/Pacific Islander” - Text of Statement

Today the State Legislature passed sweeping health care legislation and our legislator Jane Smith, an Asian-American, voted for a health care bill that includes a substantial tax increase. She refused to answer questions about her vote and support for her campaign has been eroding as she comes under pressure on the campaign trail. At her announcement, commentators remarked on the excitement her campaign generated and the quality of her vision.

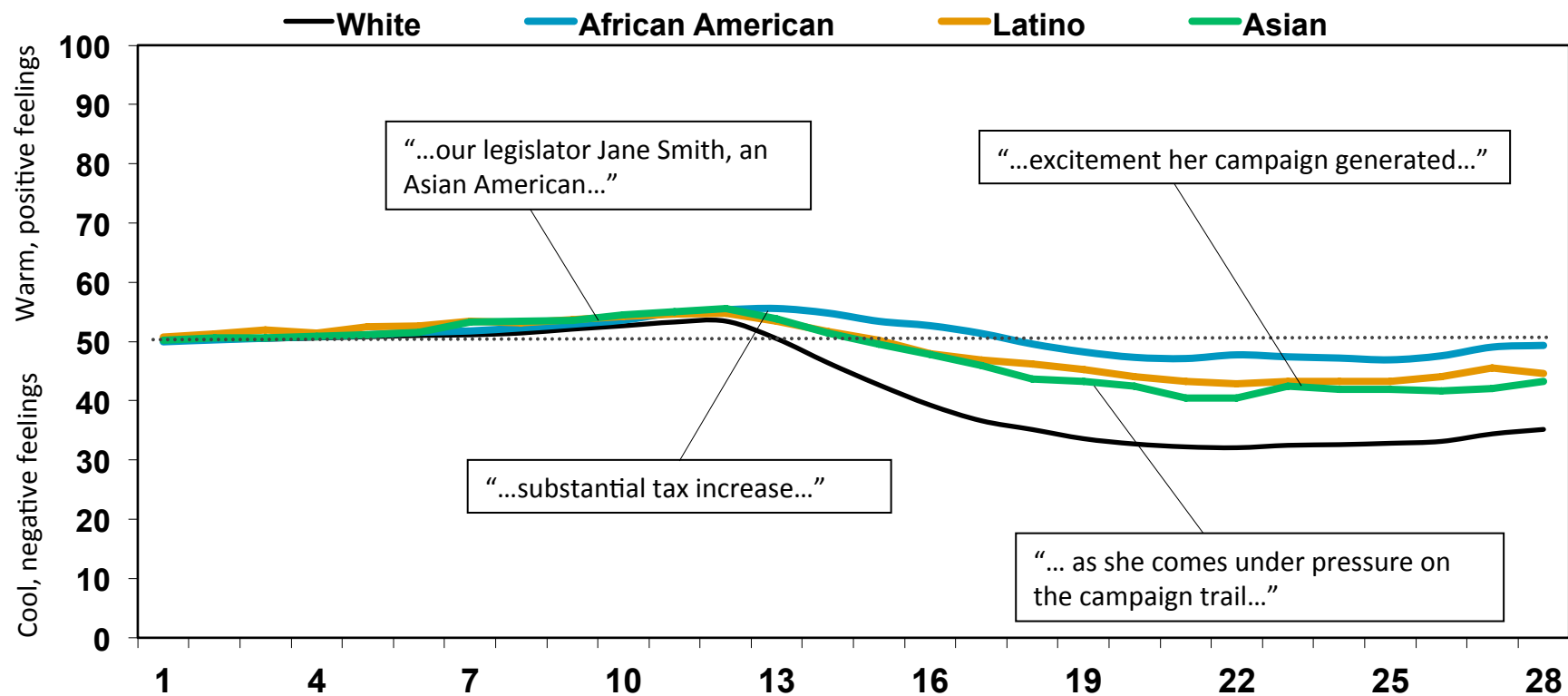
Split sampled question

DIAL RATINGS			
	Mean	Min	Max
Total	45	29	60
Black	51	38	64
Latino	49	35	61
Asian	48	32	61



“Control – Asian/Pacific Islander”

Again, the Asian Jane Smith loses voters once they hear about the tax increase, in particular, white voters. Here, African Americans are more neutral and Asians are more critical, although they dial up slightly after hearing that Jane’s campaign generated excitement.



Split sampled question

Now you are going to hear an excerpt from a news story from a major newspaper about Jane Smith running for Congress. As you listen to the audio, use the slider to show how you feel about what you’re hearing, where 0 is very cool, unfavorable feelings toward Jane Smith and 100 is very warm, favorable feelings toward Jane Smith, and 50 is neutral. Your slider starts at 50. Again, as you’re listening, we want you constantly to use your slider to show how cool or warm you’re feeling toward the candidate while you are hearing the statement.

“Control – Dan Jones” – Text of Statement

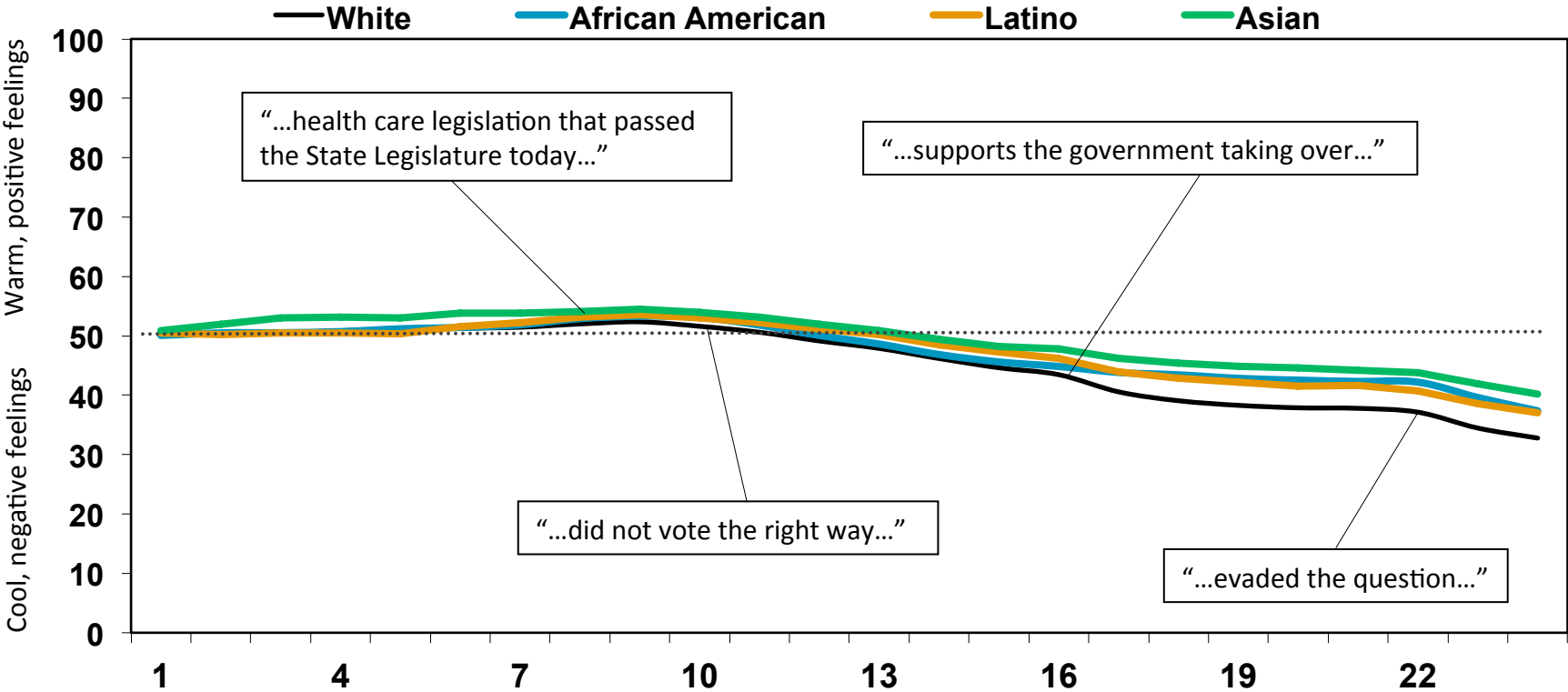
Dan Jones voted for the sweeping health care legislation that passed the State Legislature today. He did not vote the right way on health care and it is not the vote we expected from him. This was a bad vote and clearly shows he supports the government taking over our lives. Additionally, when he was asked about his foreign policy experience, he evaded the question.

DIAL RATINGS			
	Mean	Min	Max
Total	46	28	60
Black	47	32	60
Latino	47	29	61
Asian	49	32	61



“Control – Dan Jones”

Voters of all races remain more neutral toward Dan Jones than they were toward any of the versions of Jane Smith. Negative language includes a complaint that Dan did not vote the right way, that he supports government take over and he evaded a question.



Split sampled question

Now you are going to hear an excerpt from a news story from a major newspaper about Jane Smith running for Congress. As you listen to the audio, use the slider to show how you feel about what you’re hearing, where 0 is very cool, unfavorable feelings toward Jane Smith and 100 is very warm, favorable feelings toward Jane Smith, and 50 is neutral. Your slider starts at 50. Again, as you’re listening, we want you constantly to use your slider to show how cool or warm you’re feeling toward the candidate while you are hearing the statement.

Dial Graphs on Sexist Language

Voters dial down sharply when they hear that Jane is a mean girl or an ice queen.

“Sexism – White Woman” - Text of Statement

Further exploring her votes on health care and taxes, Jane Smith supported an article in the health care bill that said that any state that declared an emergency would get a \$300 million grant. A talk radio host commented, she has been acting like an ice queen, making it difficult for her to hold support. She has been a “mean girl” when anyone tried to get her to explain her vote.

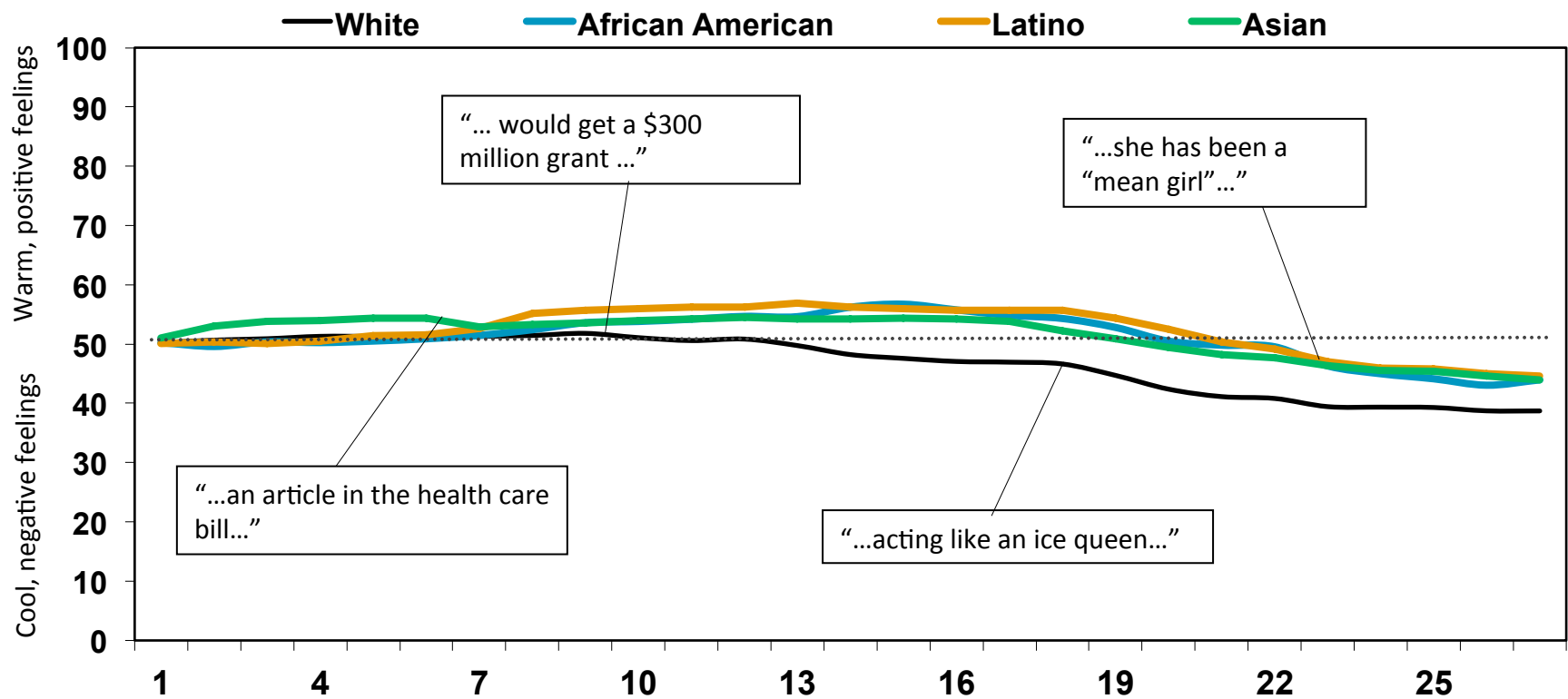
Split sampled question

DIAL RATINGS			
	Mean	Min	Max
Total	49	32	61
Black	51	38	64
Latino	52	34	64
Asian	51	36	62



“Sexism – White Woman”

When voters consider a white Jane Smith, African American, Latino, and Asian voters dial neutrally until they hear that Smith has been acting like and ice queen. Voters across races dial down further when they hear the mean girl language.



Split sampled question

Now you are going to hear an excerpt from a news story from a major newspaper about Jane Smith running for Congress. As you listen to the audio, use the slider to show how you feel about what you’re hearing, where 0 is very cool, unfavorable feelings toward Jane Smith and 100 is very warm, favorable feelings toward Jane Smith, and 50 is neutral. Your slider starts at 50. Again, as you’re listening, we want you constantly to use your slider to show how cool or warm you’re feeling toward the candidate while you are hearing the statement.

“Sexism – African American Woman” - Text of Statement

Further exploring her votes on health care and taxes, Jane Smith supported an article in the health care bill that said that any state that declared an emergency would get a \$300 million grant. A talk radio host commented, she has been acting like an ice queen, making it difficult for her to hold support. She has been a “mean girl” when anyone tried to get her to explain her vote.

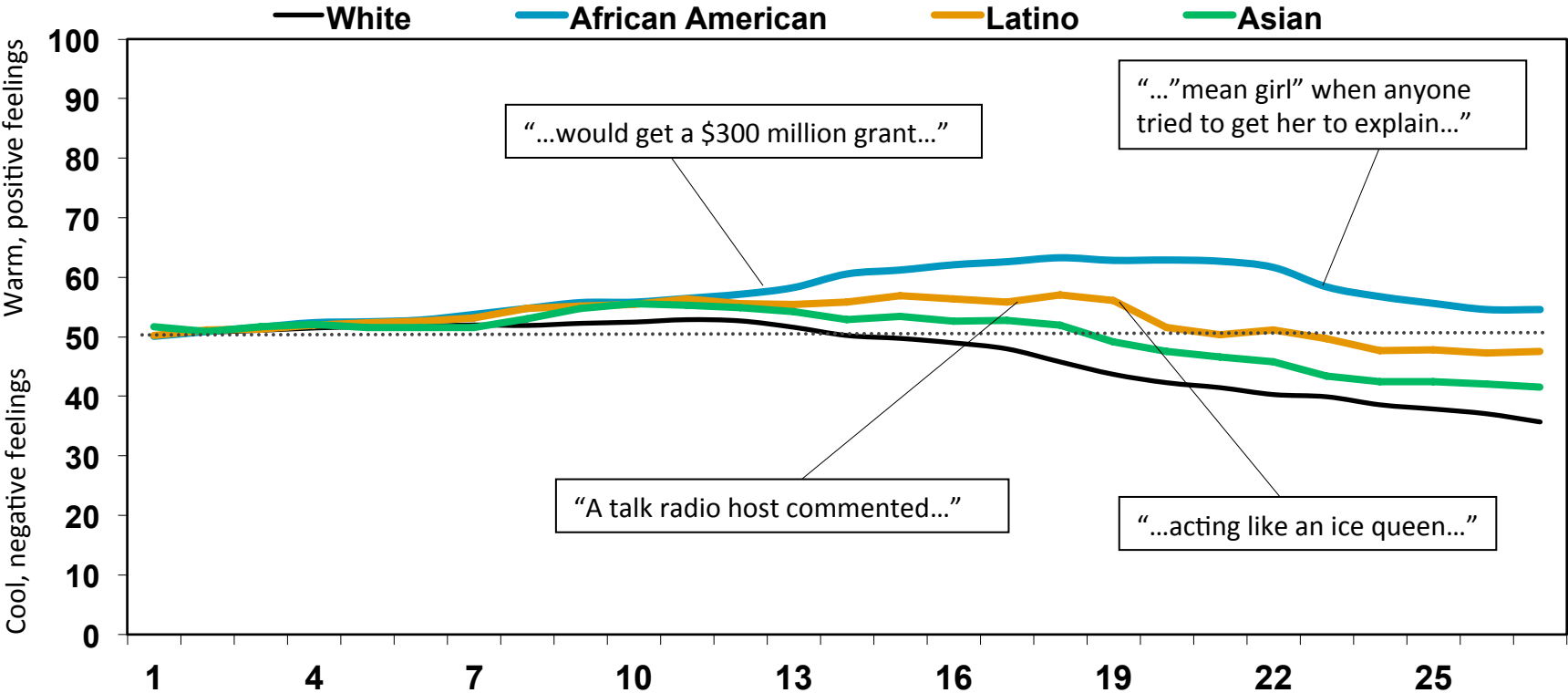
Split sampled question

DIAL RATINGS			
	Mean	Min	Max
Total	49	32	62
Black	57	42	69
Latino	53	37	65
Asian	50	32	64



“Sexism – African American Woman”

When hearing the sexist story about the African American Jane Smith, African American voters dial differently than Latino and Asian voters, as well as voters overall. African Americans only dial down when they hear the mean girl language, but they still remain positive overall. Everyone else begins to dial down on the ice queen language.



Split sampled question

Now you are going to hear an excerpt from a news story from a major newspaper about Jane Smith running for Congress. As you listen to the audio, use the slider to show how you feel about what you’re hearing, where 0 is very cool, unfavorable feelings toward Jane Smith and 100 is very warm, favorable feelings toward Jane Smith, and 50 is neutral. Your slider starts at 50. Again, as you’re listening, we want you constantly to use your slider to show how cool or warm you’re feeling toward the candidate while you are hearing the statement.

“Sexism - Latina” - Text of Statement

Further exploring her votes on health care and taxes, Jane Smith supported an article in the health care bill that said that any state that declared an emergency would get a \$300 million grant. A talk radio host commented, she has been acting like an ice queen, making it difficult for her to hold support. She has been a “mean girl” when anyone tried to get her to explain her vote.

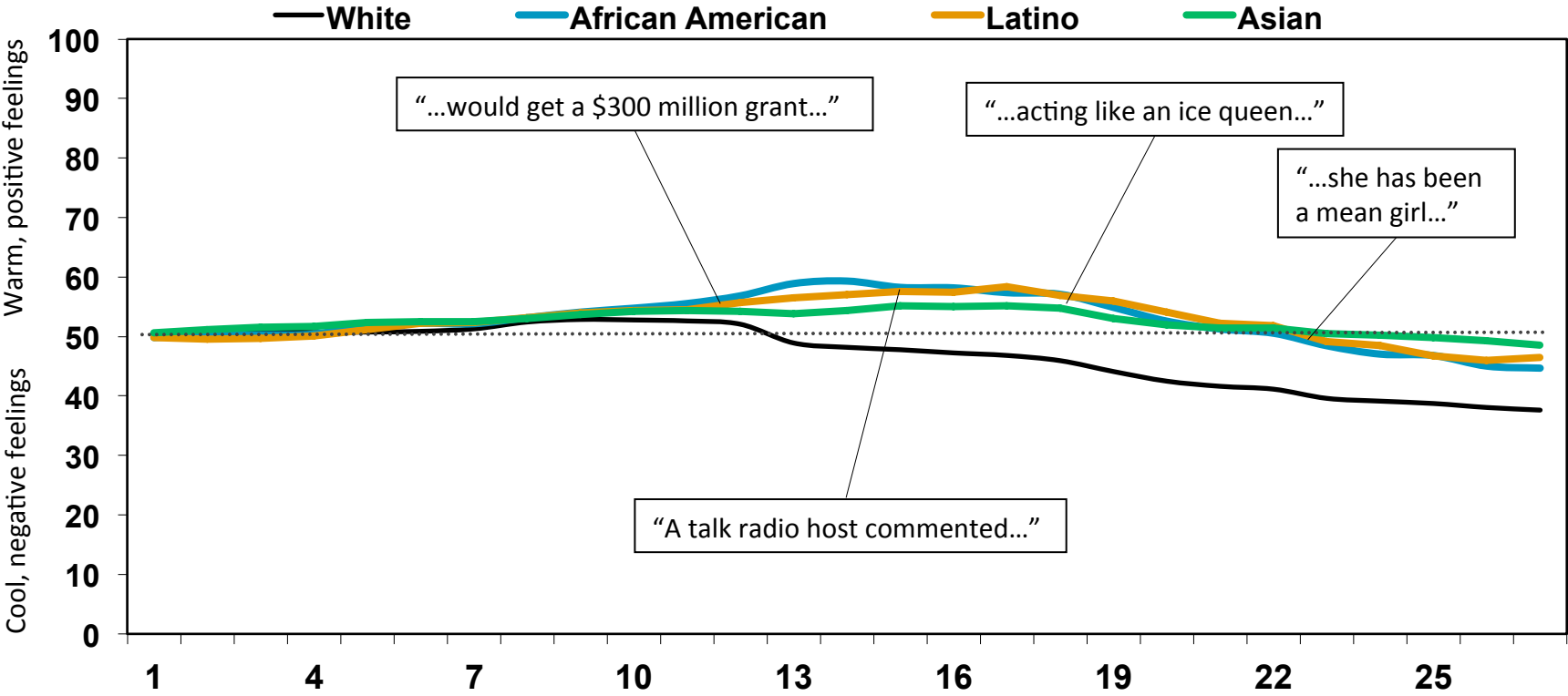
Split sampled question

DIAL RATINGS			
	Mean	Min	Max
Total	49	32	62
Black	53	36	64
Latino	53	37	64
Asian	52	41	61



“Sexism - Latina”

Asian, African American, and Latino voters dial similarly when they hear a story about the Latina Jane Smith. Asian, African American, and Latino voters start to dial down on the ice queen language but only cross into the negative territory on the mean girl language. White voters are more negative throughout the second half of the story.



Split sampled question

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“Sexism – Asian/Pacific Islander” - Text of Statement

Further exploring her votes on health care and taxes, Jane Smith supported an article in the health care bill that said that any state that declared an emergency would get a \$300 million grant. A talk radio host commented, she has been acting like an ice queen, making it difficult for her to hold support. She has been a “mean girl” when anyone tried to get her to explain her vote.

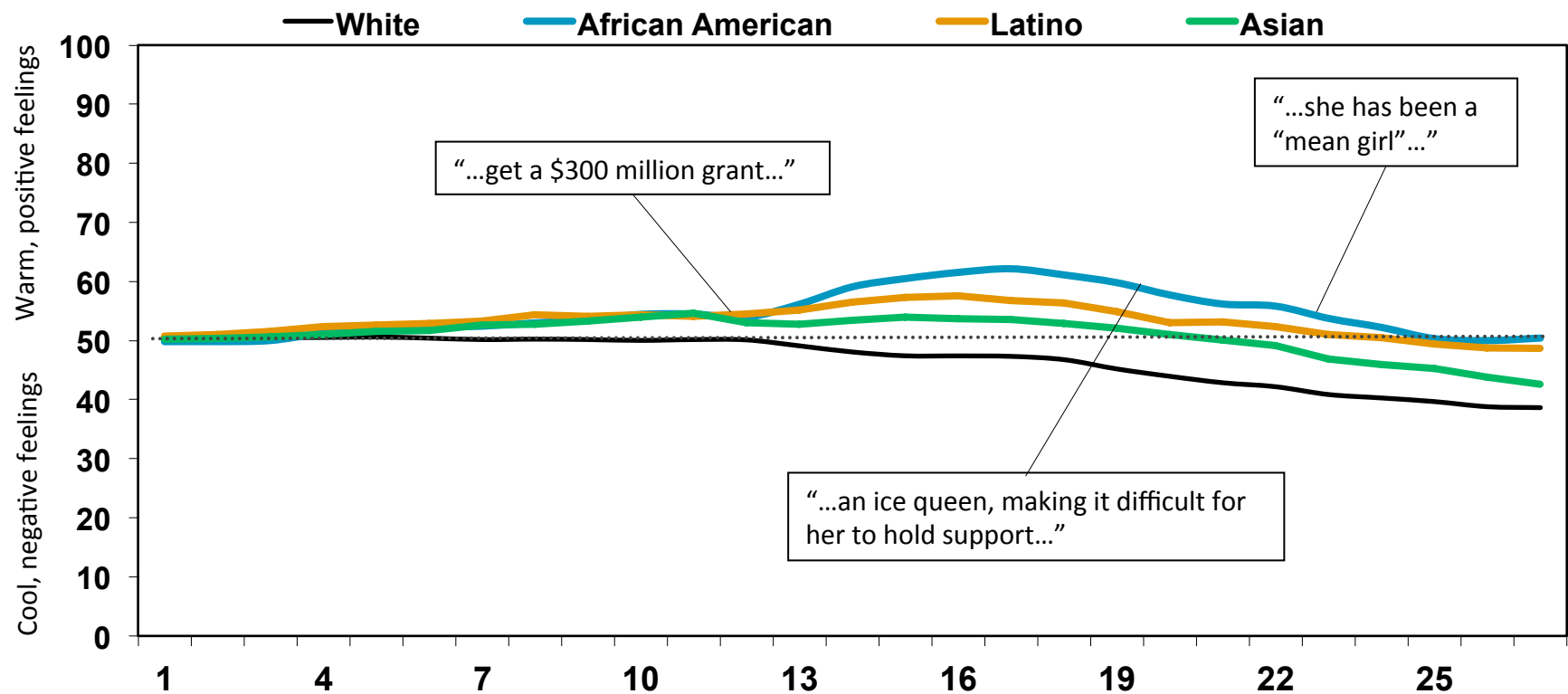
Split sampled question

DIAL RATINGS			
	Mean	Min	Max
Total	49	33	62
Black	54	38	68
Latino	53	39	63
Asian	51	37	60



“Sexism – Asian/Pacific Islander”

For the voters that heard the story about the Asian Jane Smith, Asian voters are less positive than African American or Latino voters. Asians dial fairly neutrally until they hear the ice queen language, when they start to dial negatively for the rest of the statement.



Split sampled question

Now you are going to hear an excerpt from a news story from a major newspaper about Jane Smith running for Congress. As you listen to the audio, use the slider to show how you feel about what you’re hearing, where 0 is very cool, unfavorable feelings toward Jane Smith and 100 is very warm, favorable feelings toward Jane Smith, and 50 is neutral. Your slider starts at 50. Again, as you’re listening, we want you constantly to use your slider to show how cool or warm you’re feeling toward the candidate while you are hearing the statement.



“Sexism– Dan Jones” – Text of Statement

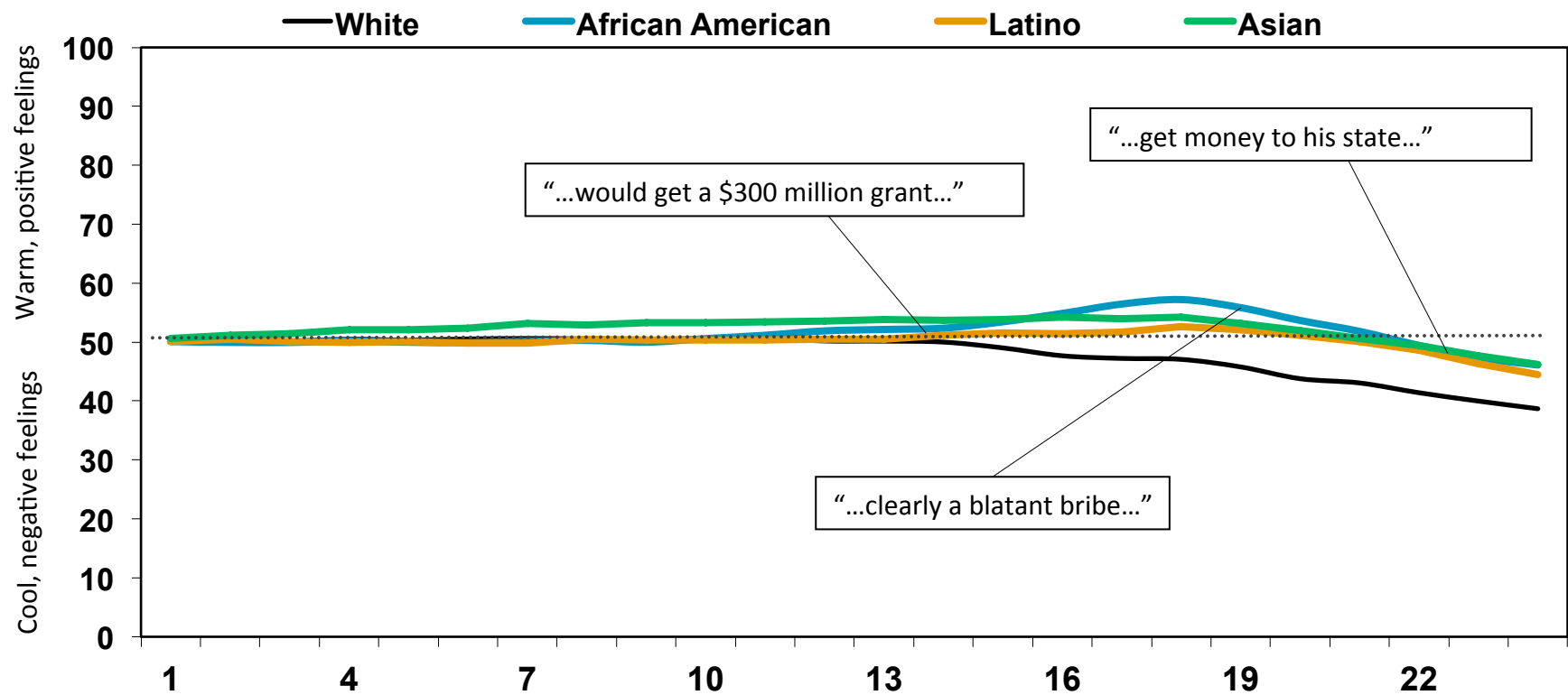
Further exploring the deal that Jones cut to vote yes on the health care bill, a talk radio host reported that Dan Jones supported an article in the health care bill that said that any state that declared an emergency would get a \$300 million grant. He added that this is clearly a blatant bribe and he is unfairly using a state of emergency to get money to his state.

DIAL RATINGS			
	Mean	Min	Max
Total	49	33	61
Black	51	37	63
Latino	50	36	62
Asian	52	37	62



“Sexism – Dan Jones”

Voters dial very neutrally until they hear the accusation that getting money to the state is a “blatant bribe.”



Split sampled question

Now you are going to hear an excerpt from a news story from a major newspaper about Jane Smith running for Congress. As you listen to the audio, use the slider to show how you feel about what you’re hearing, where 0 is very cool, unfavorable feelings toward Jane Smith and 100 is very warm, favorable feelings toward Jane Smith, and 50 is neutral. Your slider starts at 50. Again, as you’re listening, we want you constantly to use your slider to show how cool or warm you’re feeling toward the candidate while you are hearing the statement.

Dial Graphs on Responses

Responding to sexist and racist coverage helps.
African Americans respond much better when the
coverage is called sexist AND racist.

“Jane Smith Responds (with Racism)” - Text of Statement

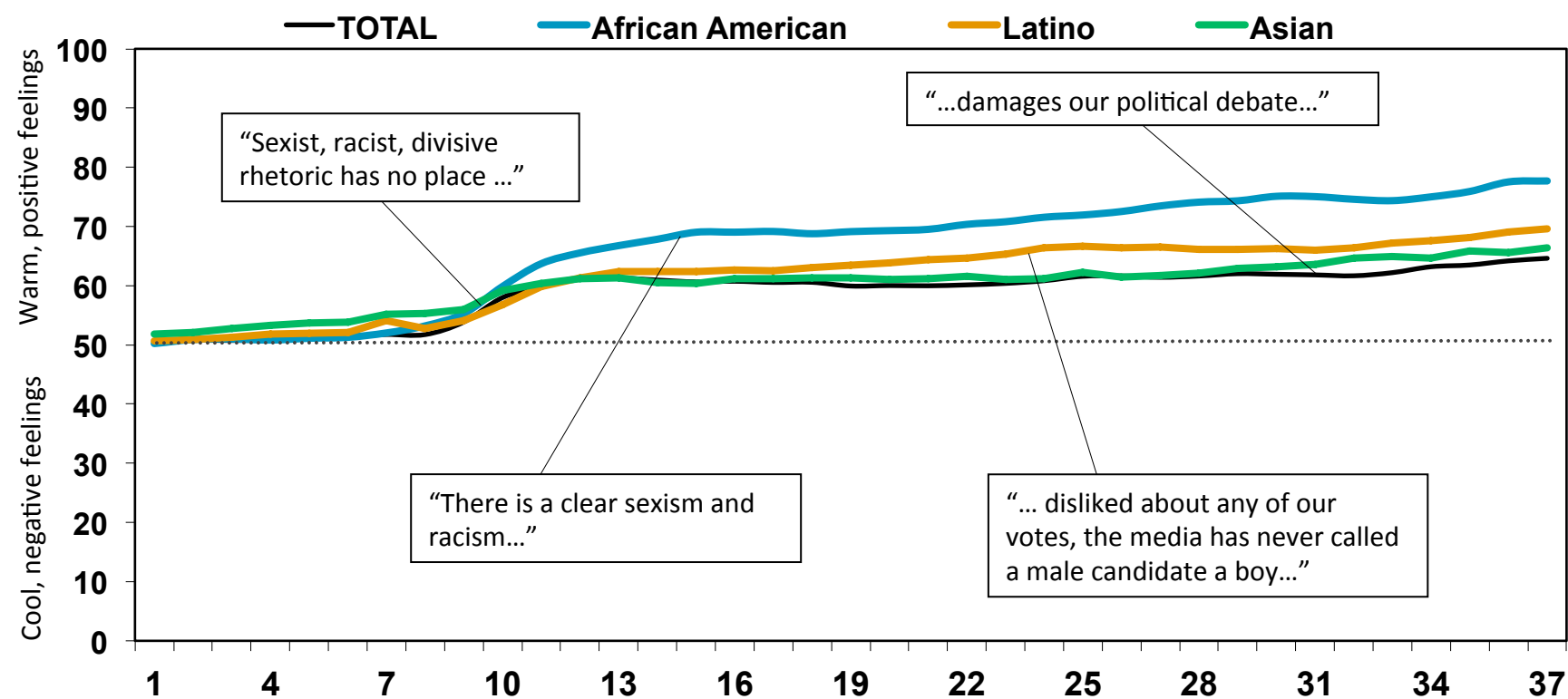
Jane Smith released a statement today, saying **“Sexist, racist, divisive rhetoric has no place in the media coverage of our elected races.** There is a clear sexism and racism that goes with these comments that are being made by the media. In spite of all of the things that people have disliked about any of our votes, **the media has never called a male candidate a boy. Don’t call me a girl.** We all understand that some people are disappointed, but **this kind of sexism damages our political debate and our democracy** and women are not going to stand by and watch.”

Split sampled question

DIAL RATINGS			
	Mean	Min	Max
Total	60	40	76
Black	66	45	82
Latino	62	41	77
Asian	60	42	74

“Jane Smith Responds (with Racism)”

Voters start dialing up when Jane asserts that sexist, racist rhetoric has no place in media coverage of political campaigns. African Americans respond especially well to the statement that there is clear sexism and racism.



Split sampled question

Now you are going to hear an excerpt from a news story from a major newspaper about Jane Smith running for Congress. As you listen to the audio, use the slider to show how you feel about what you’re hearing, where 0 is very cool, unfavorable feelings toward Jane Smith and 100 is very warm, favorable feelings toward Jane Smith, and 50 is neutral. Your slider starts at 50. Again, as you’re listening, we want you constantly to use your slider to show how cool or warm you’re feeling toward the candidate while you are hearing the statement.

“Jane Smith Responds (without Racism)” - Text of Statement

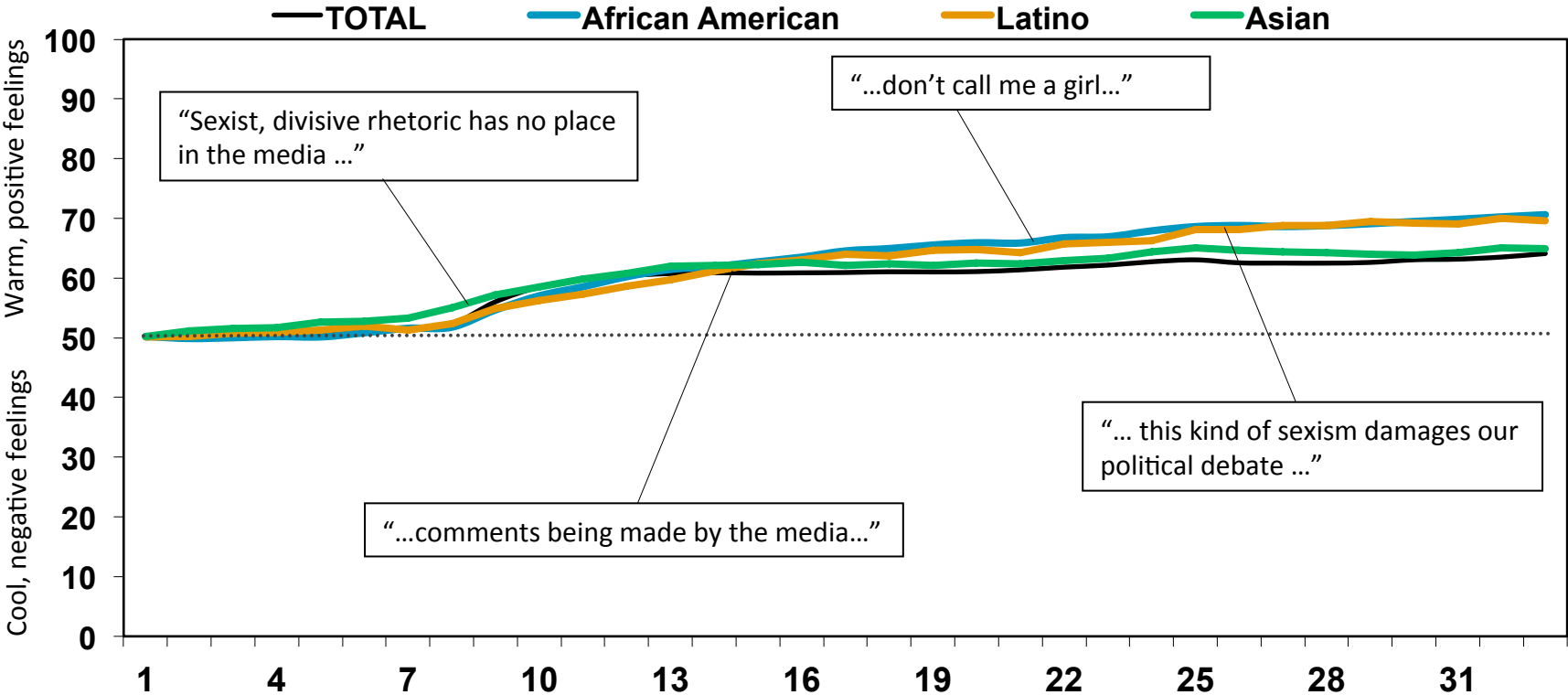
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DIAL RATINGS			
	Mean	Min	Max
Total	59	42	74
Black	61	45	77
Latino	61	45	75
Asian	60	43	74

Split sampled question

“Jane Smith Responds (without Racism)”

With the exception of African Americans, who are more subdued, voters respond just as well to Jane’s response when she does not reference racism. Again, the statement about how sexist rhetoric has no place in the media works as a kickoff phrase for ongoing positive feelings.



Split sampled question

Now you are going to hear an excerpt from a news story from a major newspaper about Jane Smith running for Congress. As you listen to the audio, use the slider to show how you feel about what you’re hearing, where 0 is very cool, unfavorable feelings toward Jane Smith and 100 is very warm, favorable feelings toward Jane Smith, and 50 is neutral. Your slider starts at 50. Again, as you’re listening, we want you constantly to use your slider to show how cool or warm you’re feeling toward the candidate while you are hearing the statement.

“Validators (with Racism)” - Text of Statement

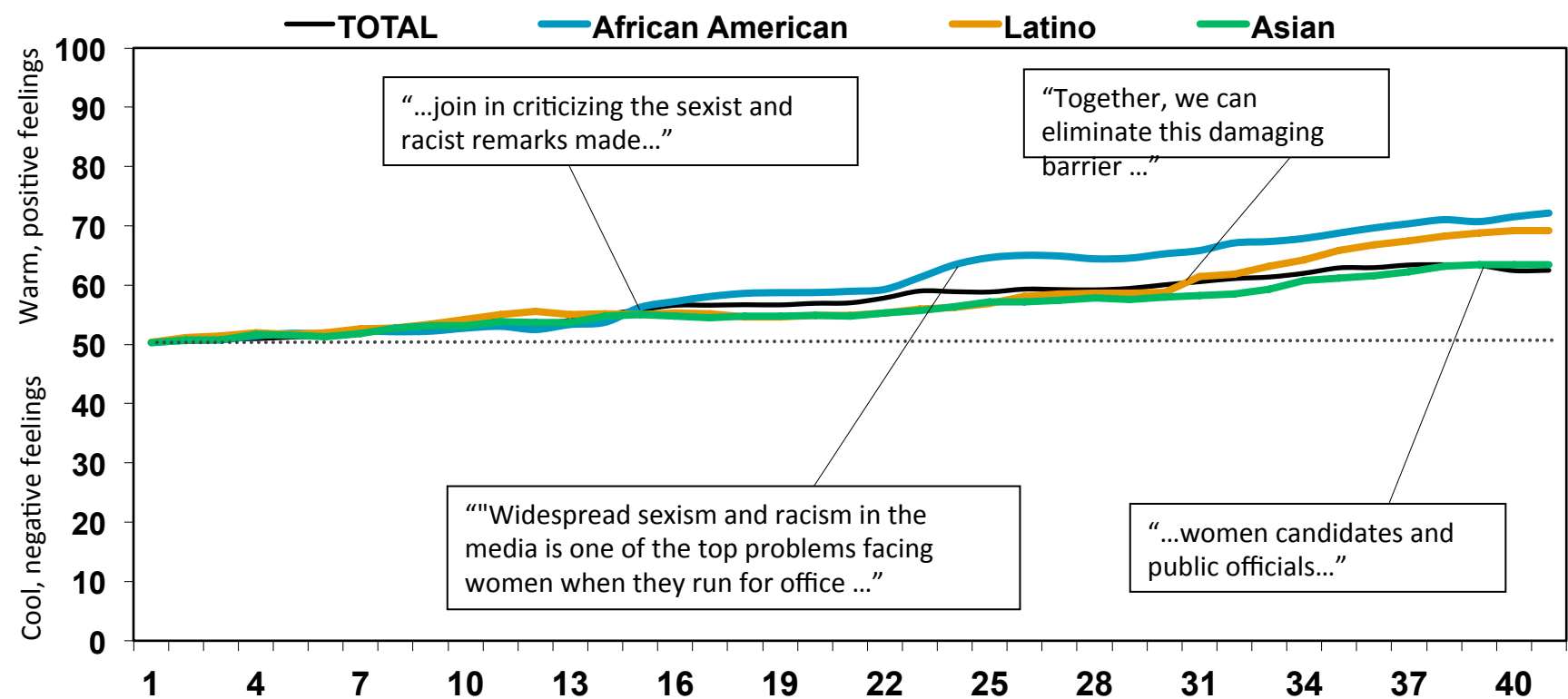
Across America a broad array of organizations and leaders, including Name It. Change It. a media accountability group, **join in criticizing the sexist and racist remarks made about Jane Smith** in her race. One prominent leader of Name It. Change It., said "**Widespread sexism and racism in the media is one of the top problems facing women when they run for office** and is a major deterrent to women considering running. When you attack one woman in this way, you attack all women. **Together, we can eliminate this damaging barrier** to the successful campaigns and careers of women candidates and public officials.”

Split sampled question

DIAL RATINGS			
	Mean	Min	Max
Total	58	39	74
Black	60	42	78
Latino	58	40	76
Asian	56	69	71

“Validators (with Racism)”

Voters also dial up consistently to the response from Name It. Change It. African Americans appreciate that validators are criticizing these sexist and racist remarks and that this is one of the top problems facing women candidates. Latinos like inclusive language of working together to eliminate this barrier.



Split sampled question

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“Validators (without Racism)” - Text of Statement

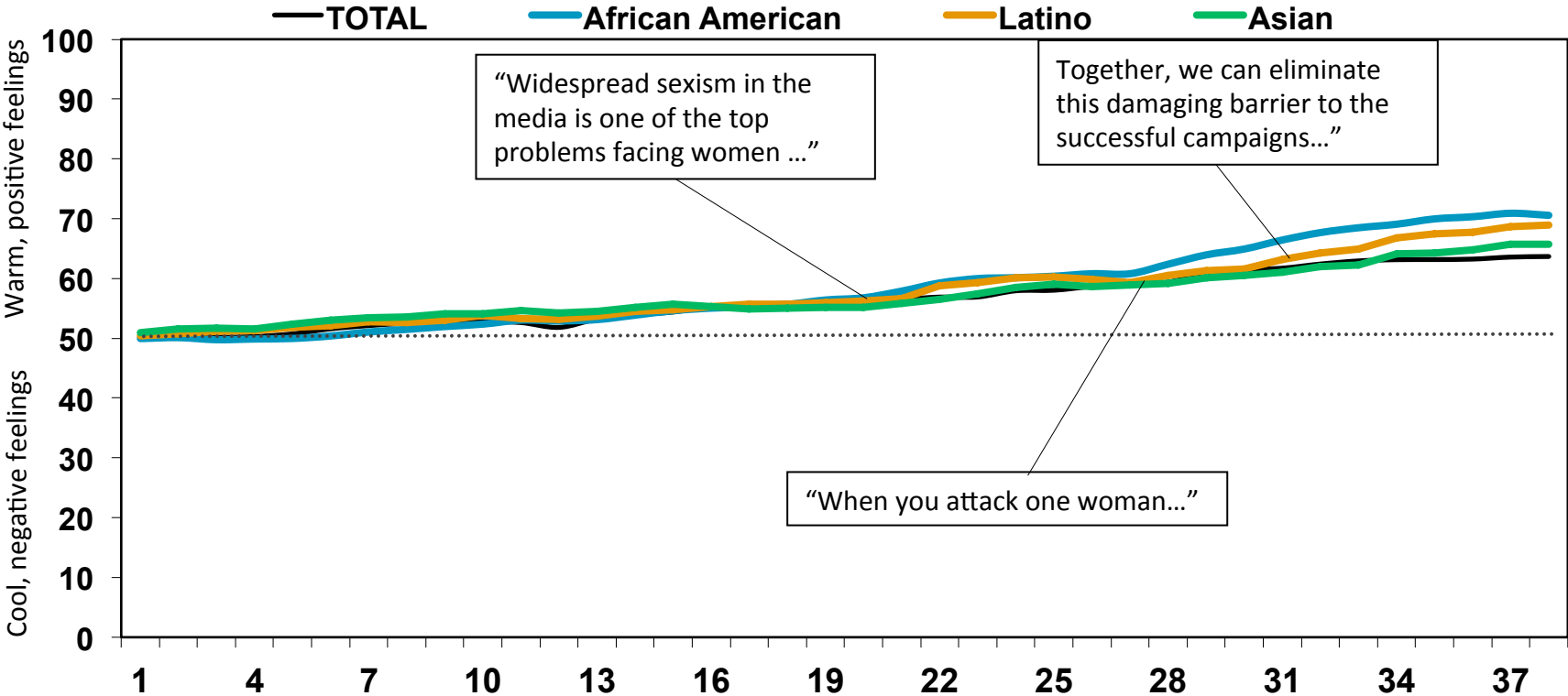
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Split sampled question

DIAL RATINGS			
	Mean	Min	Max
Total	57	40	74
Black	58	41	78
Latino	58	42	76
Asian	57	43	73

“Validators (without Racism)”

As we saw in Jane’s response, African Americans are more subdued when the response from Name It. Change It. does not refer to racism. Others dial very similarly to the response with racism.



Split sampled question

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