

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



WOMEN'S MEDIA CENTER
WMC

Name It. Change It. Simulation of the Impact of Sexism in Campaigns

Findings from an online dial survey of 1000 likely voters nationwide with oversamples of 160 African Americans, 180 Latinos, and 270 Asian/Pacific Islanders

About This Research

- In 2010, on behalf of Name It. Change It., the Women's Media Center, and She Should Run, we conducted research to explore what happens to a woman candidate's electoral chances when the media covers her in a sexist fashion.
- Building on this research, this spring we conducted a study to examine how voters react when they consider sexist coverage of women candidates of different races in a real campaign simulation.

Key Findings

- Even in a simulated campaign environment, where a woman candidate has already been attacked, sexist coverage further diminishes her vote. It also deteriorates the perception that she is qualified – which strongly correlates with the vote.
- The losses in the vote for the woman candidate are similar to what we saw in the previous experimental study that focused solely on the impact of sexist coverage.
- When the woman candidate or a validating third-party organization stands up to confront sexist and racist coverage, voters respond well. The woman candidate responding herself shows the biggest gains.

Topline Data

- Initially, each the woman candidates of different races has a wide margin over the white male candidate.
- After an engaged race, where voters hear that a bill that the woman candidates support will increase taxes, hearing a news story about the woman candidates that uses sexist language like “mean girl” and “ice queen” further diminishes the vote. Sexist coverage hurts women of all races.
- Following responses from the woman candidates 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.

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 was weighed down into the base.

The margin of error for the total sample is +/-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.

