

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

An Examination of the Impact of Media
Coverage of Women Candidates'
Appearance

Findings from an online dial survey of 1500
likely voters nationwide with an oversample
of 100 young women voters

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

Chesapeake Beach Consulting



Methodology

Lake Research Partners and Chesapeake Bay Consulting designed and administered this survey which was conducted online March 3 – 7, 2013. The survey reached a total of 1500 likely voters nationwide with an oversample of 100 young women, age 18-35.

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 age, education, race, region and party identification to reflect the attributes of the actual population. The young women oversample was weighed down into the base.

The margin of error for the total sample is +/-2.5% and +/-9.8 for the 100 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 full sample heard a story about the male candidate that covered his position on an education bill.

In the stories about the female candidate, in addition to focusing on the education bill, we included various descriptions of her appearance. A quarter of the voters, a control group, heard a description of Jane Smith that did not reference her appearance in any way. A quarter of voters heard a neutral description; quarter heard a positive description; and a quarter heard a negative description.

Methodology

- **Neutral description:** Smith dressed in a brown blouse, black skirt, and modest pumps with a short heel...
- **Positive description:** In person, Smith is fit and attractive and looks even younger than her age. At the press conference, smartly turned out in a ruffled jacket, pencil skirt, and fashionable high heels....
- **Negative description:** Smith unfortunately sported a heavy layer of foundation and powder that had settled into her forehead lines, creating an unflattering look for an otherwise pretty woman, along with her famous fake, tacky nails.

Key Findings

Key Findings

- This experimental survey shows that when media coverage focuses on a woman's appearance, she pays a price in:
 - the horserace,
 - her favorability,
 - her likelihood to be seen as possessing positive traits,
 - and how likely voters are to vote for her.

Key Findings – The Damage

- Neutral, positive, and negative descriptions of the woman candidate's appearance all had detrimental impacts on her candidacy. Importantly even appearance coverage that purports to be neutral or complimentary damages the woman.
- While this appearance coverage is very damaging to women candidates, the male opponent paid no price for this type of coverage.
- In reality, men are not covered in a similar way on appearance, and this damages women because even slight neutral appearance descriptors are electorally damaging.
- The voters who are most responsive to the coverage of women's appearance are Independents, key to any candidate's victory.

Key Findings – The Damage

- Appearance coverage damages the woman candidate on all key traits but the greatest average losses are on:
 - Being in touch (-11)
 - Likeable (-6)
 - Confident (-5)
 - Effective (-5)
 - And Qualified (-5)
- That is a startling amount of damage. The decline is the greatest for those who heard positive and negative coverage.

Key Findings – The Response

- This survey not only quantifies the damage done by focusing on a woman's appearance, it also provides guidance to women candidates looking to run on how to address this problem.
- When a woman candidate responds directly by saying this coverage has no place in the media and that her appearance is not news, she regains the ground she lost.
- Moreover, even voters who had not heard the appearance descriptions respond positively to the woman candidate standing up for herself.

Key Findings – The Response

- A third-party validator saying *we must end this type of coverage for women candidates* also helps the woman candidate recover.
- However, the strongest situation in favorability and vote likelihood is when appearance never comes up.
- Responding is essential because not only does the woman candidate lose votes but her male opponent gains when appearance is mentioned and the gains are greater the more pronounced and negative the coverage.

Key Findings – Language to Use when Responding

- Has no place in the media
- My appearance is not news
- Depict women as being less serious and having less to offer
- Much to offer my constituents
- Damages our political debate and democracy
- We must end this type of coverage for women candidates
- The coverage focuses on what she wears rather than what she thinks

Summary of the Experiments

		Vote	Vote Likelihood Mean	Favorability Mean
Profile	Jane Smith	49%	5.8 (9%)	57 (4%)
	Dan Jones	48%	5.7 (7%)	54 (4%)

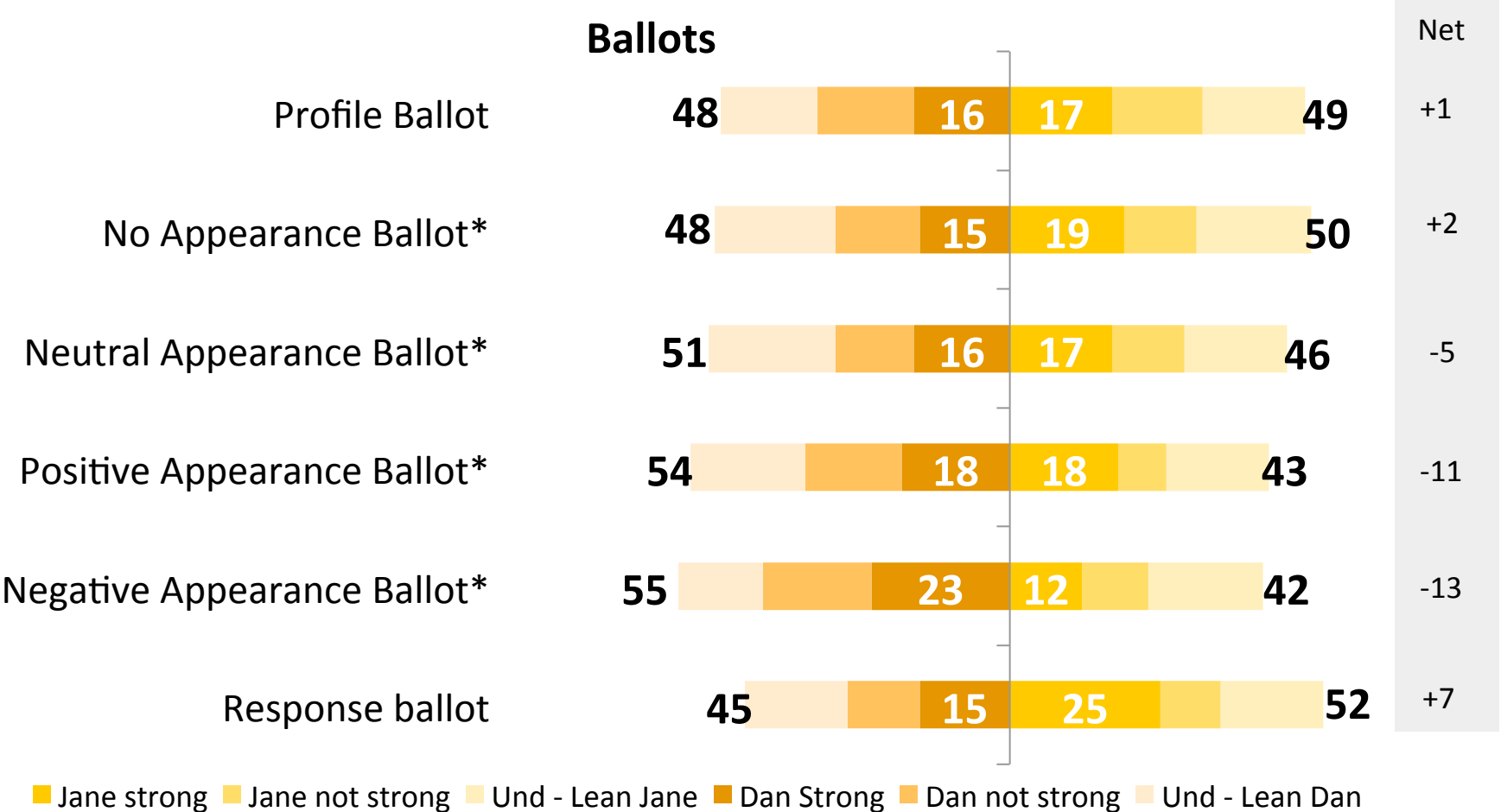
		No* Appearance Ballot (+from Profile)	Neutral * Appearance Ballot (+from Profile)	Positive* Appearance Ballot (+from Profile)	Negative* Appearance Ballot (+from Profile)
Vote	Jane Smith	50% (+1)	46% (-3)	43% (-6)	42% (-7)
	Dan Jones	48% (+0)	51% (+3)	54% (+6)	55% (+7)
Vote Likelihood	Jane Smith	6.9 (+1.1)	6.4 (+0.6)	6.0 (+0.2)	5.9 (+0.1)
	Dan Jones	6.4 (+0.7)	6.4 (+0.7)	6.4 (+0.7)	6.6 (+0.9)
Favorability	Jane Smith	69% (+12)	61% (+4)	57% (+0)	58% (+1)
	Dan Jones	62% (+8)	64% (+10)	62% (+8)	65% (+11)

*1/4 of the sample

The Ballots

Jane Smith is neck-and-neck with her opponent when her coverage does not mention her appearance, but she loses ground when the coverage includes appearance. Responding helps Jane gain back lost ground.

The ballots taken at different points in the survey show an interesting pattern: Jane Smith is neck-and-neck with her opponent when her coverage does not mention her appearance, but she loses ground when the coverage does. Responding helps Jane gain back lost ground.



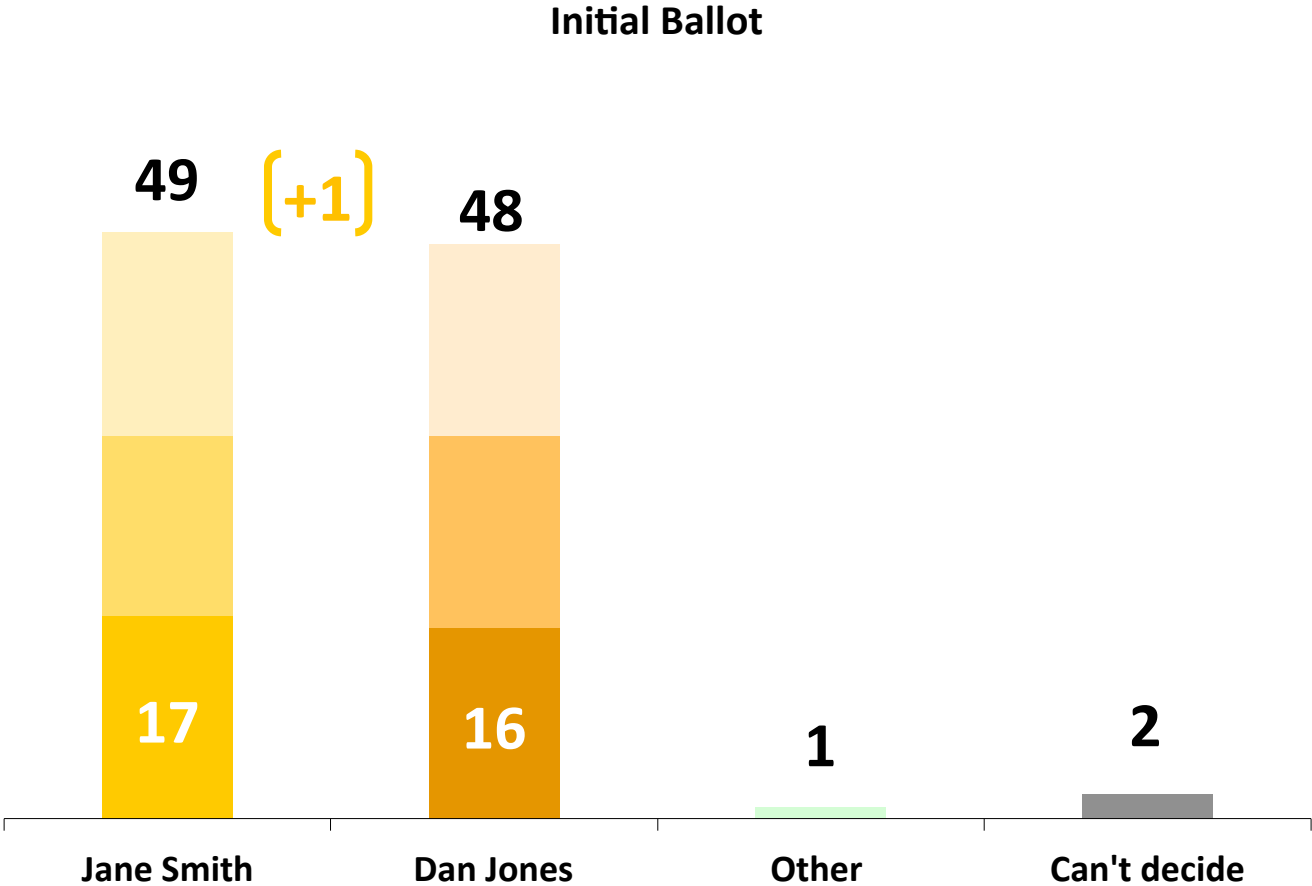
*1/4 of the sample

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?



In the initial ballot, Jane and Dan are tied after voters hear a short profile about each candidate.



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 senior 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 is divorced with three grown children: Linda, Matt and Jordon.

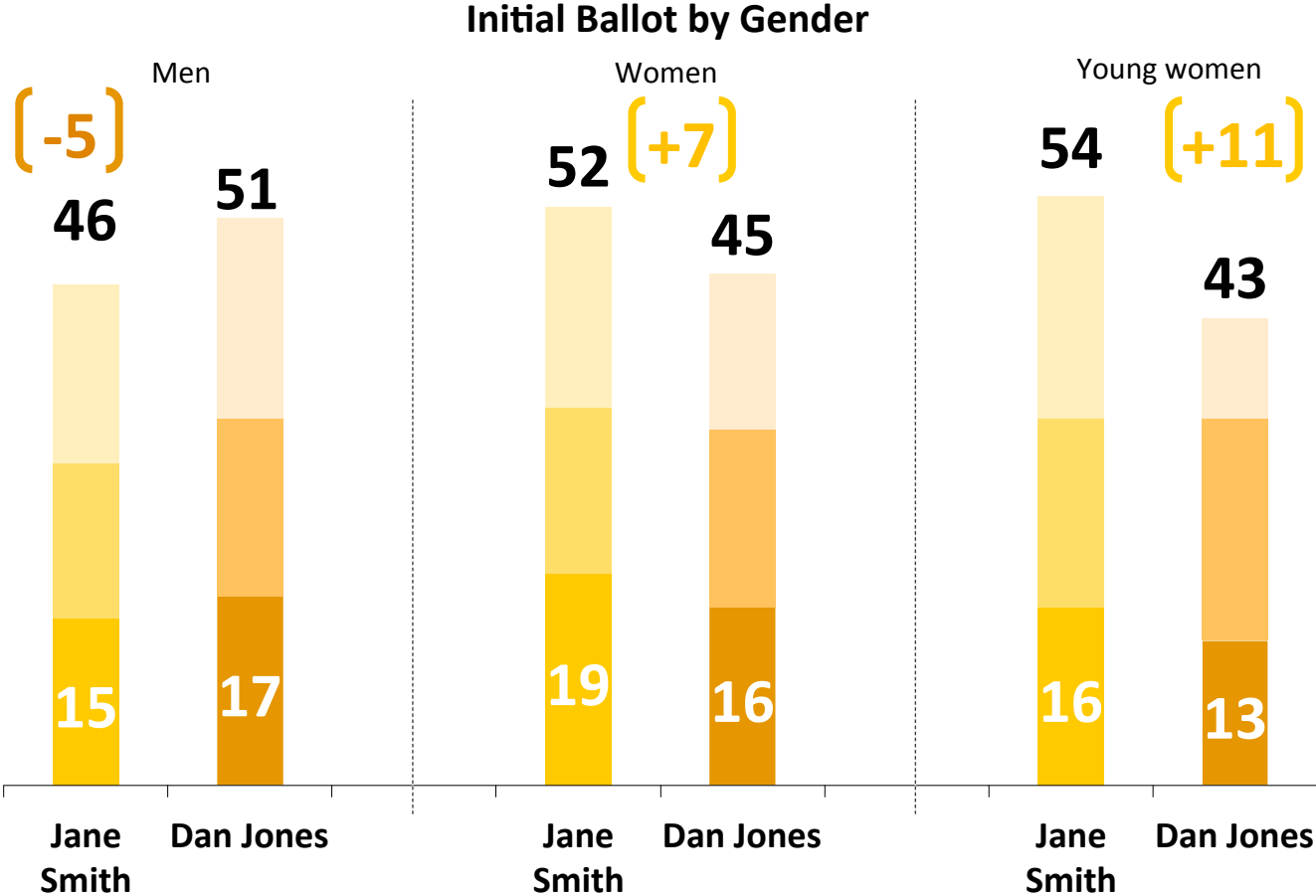
Dan Jones Profile

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 the largest employer in the state 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.

In the initial ballot, there is a 12 point gender gap. Men prefer Dan by 5 points, while women prefer Jane by 7 points. Younger women prefer Jane by 11 points.

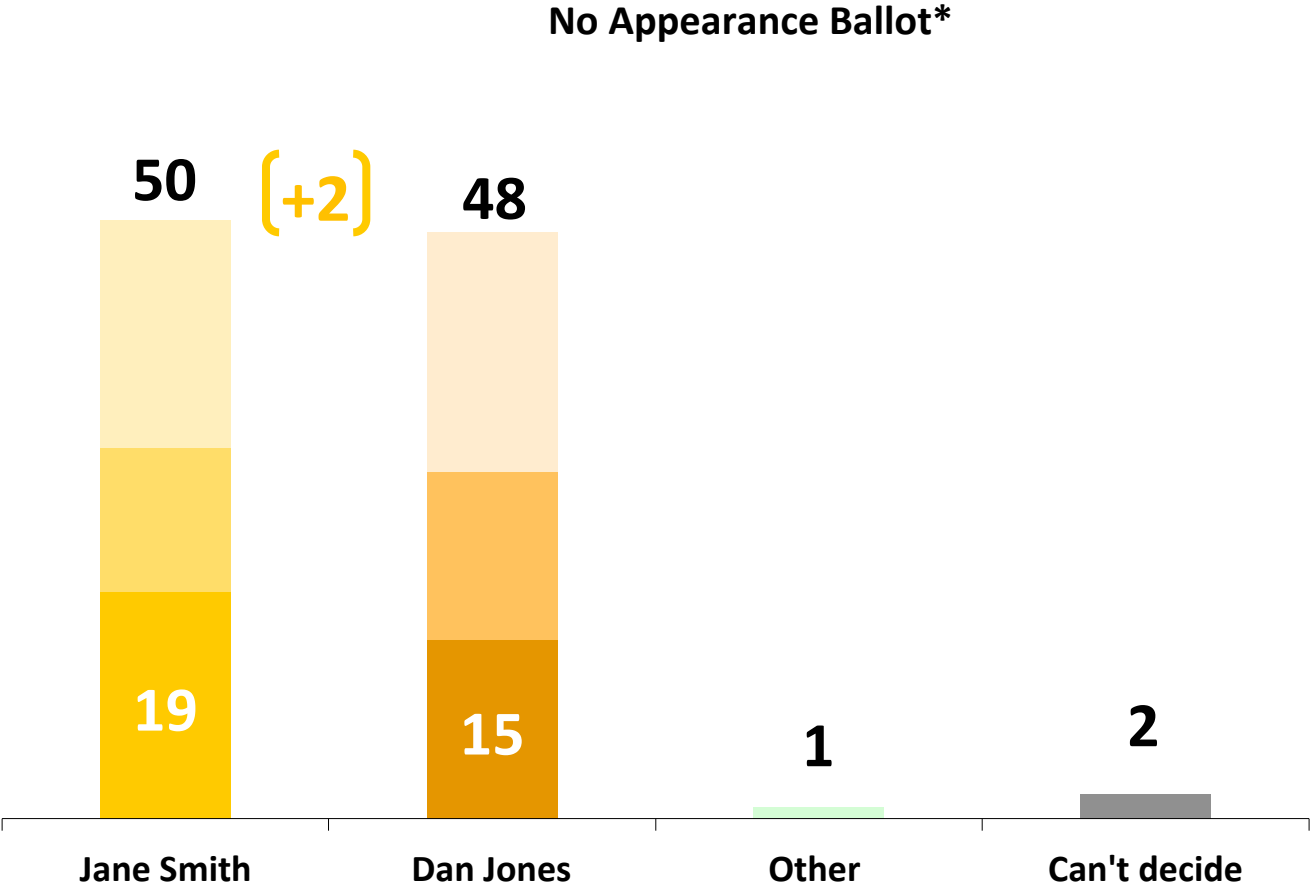


Darker colors indicate intensity

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?



The quarter of the sample that hears a news story about Jane and Dan that does not reference the appearance of either continues to be fairly evenly split between the two candidates.



*1/4 of the sample

Darkener 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?



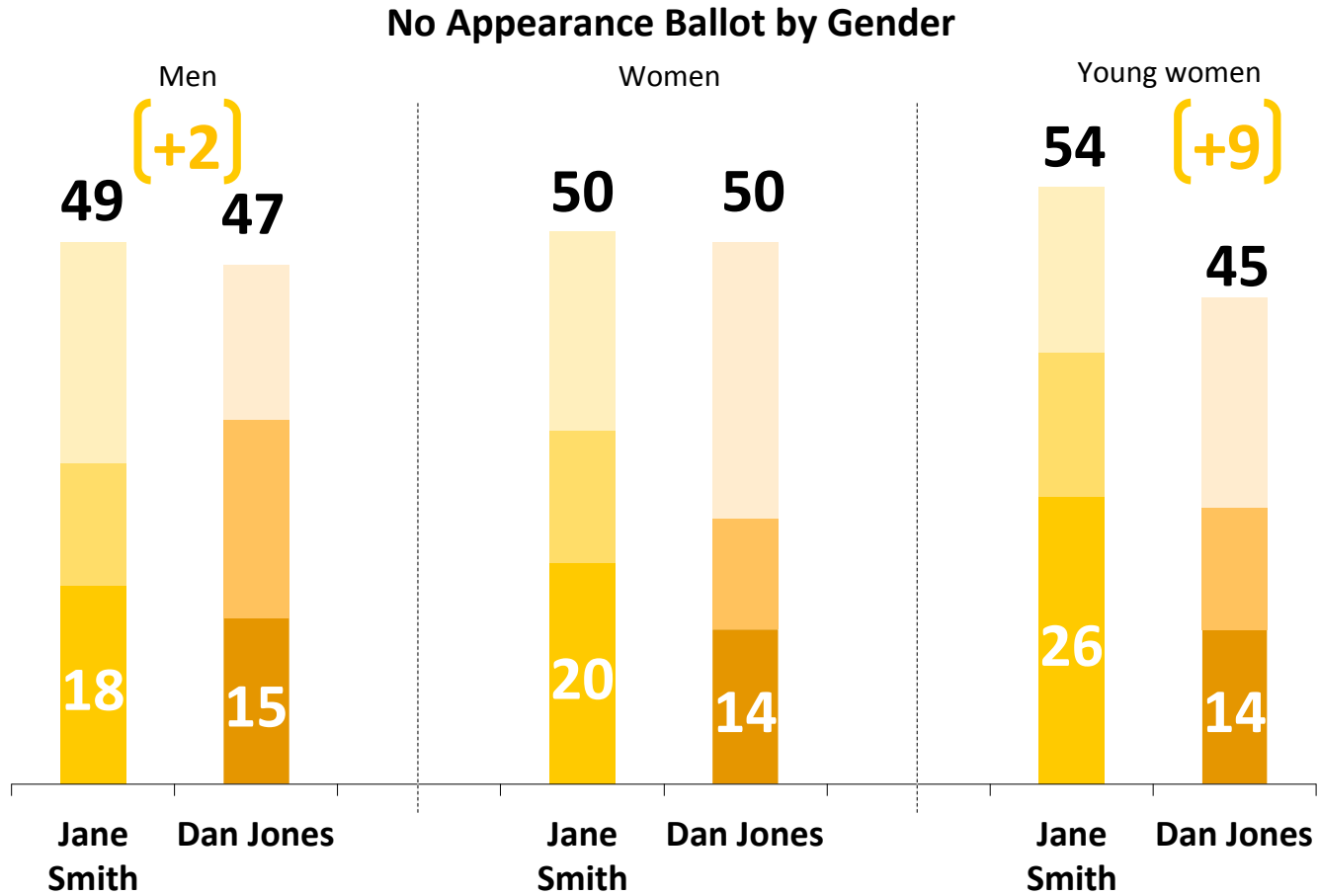
Text of No Appearance Jane Smith News Story and Dan Jones News Story

Today the State Legislature passed education legislation and our legislator Jane Smith voted for funding for quality education and teachers. At the press conference she told reporters about her support for the legislation and the need to promote quality schools for all students to ensure our children 21st century jobs.

Dan Jones voted for the education legislation that passed the State Legislature today, which will guarantee funding for quality education and teachers. In a press conference following the vote, Jones spoke plainly but compellingly about the need to improve schools for students across the state, but that we need to be mindful of the state budget and how we balance these interests.

*1/4 of the sample

For the quarter of the sample who heard the stories about Jane and Dan that did not reference Jane's appearance, the gender gap disappears. Young women continue to prefer Jane by wider margins.

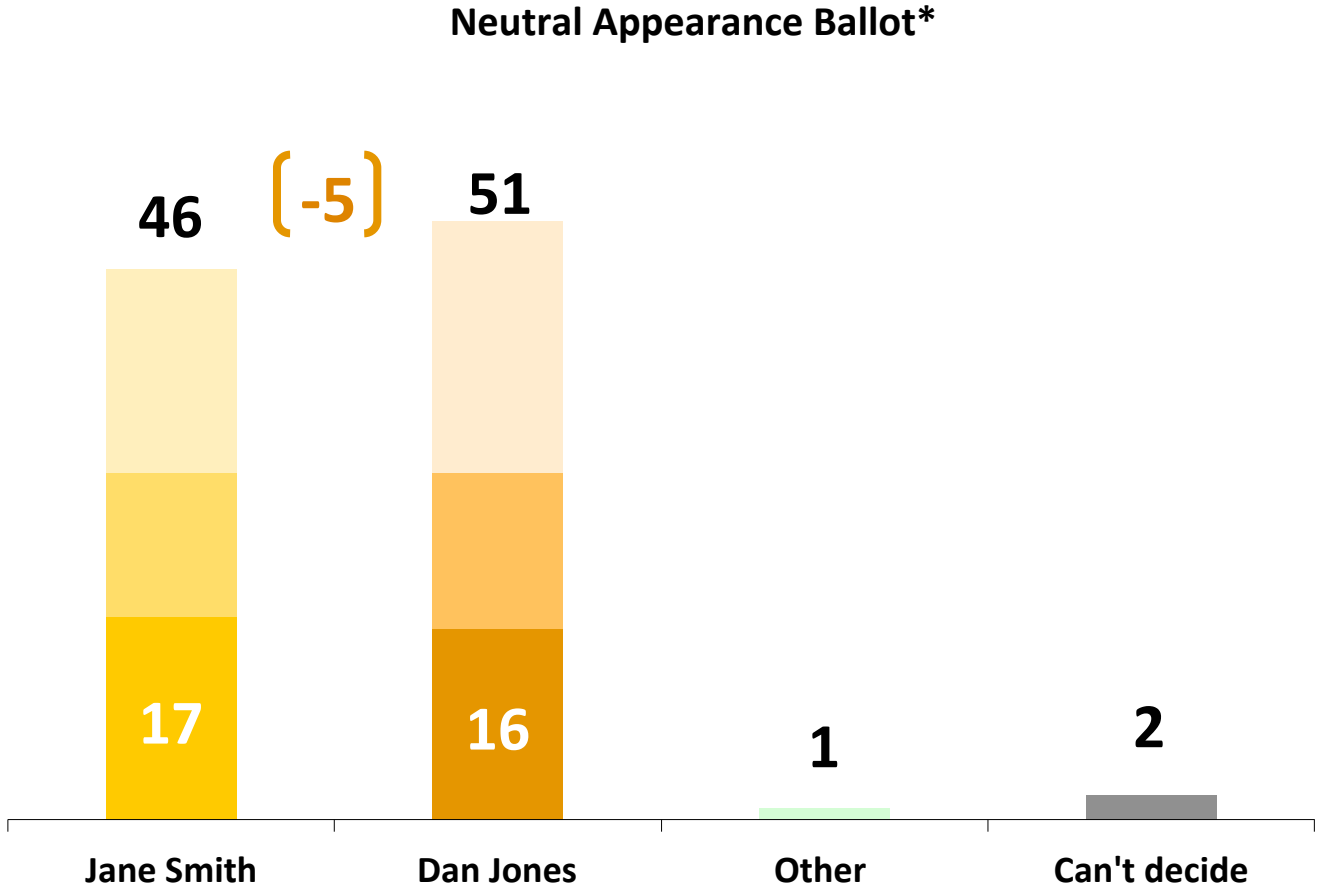


*1/4 of the sample

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?

However, the quarter of the sample that hears a neutral description of Jane narrowly favors Dan.



*1/4 of the sample

Darkener 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?



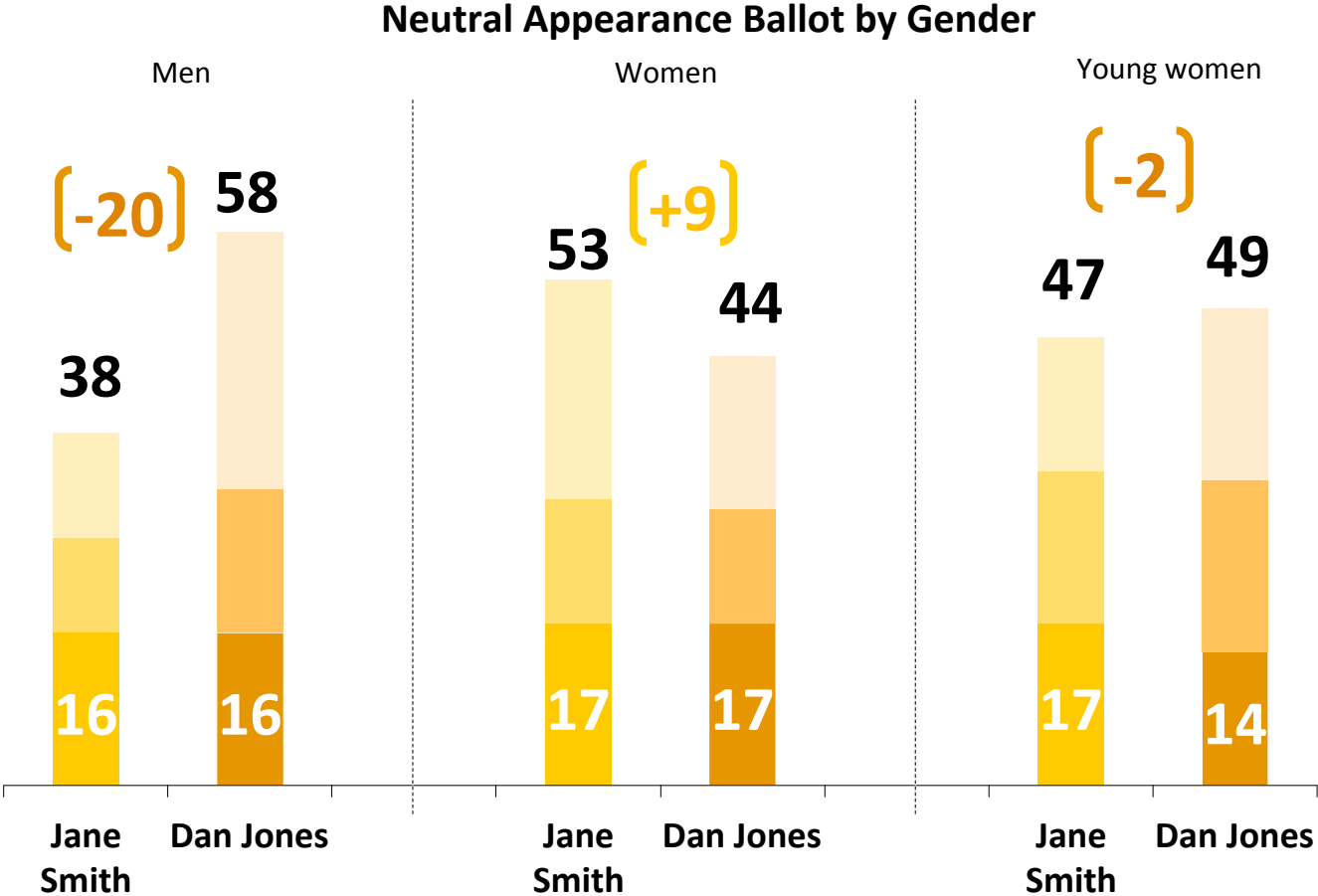
Text of Neutral Appearance Jane Smith News Story and Dan Jones News Story

Today the State Legislature passed education legislation and our legislator Jane Smith voted for funding for quality education and teachers. At the press conference, **Smith dressed in a brown blouse, black skirt, and modest pumps with a short heel**, told reporters about her support for the legislation and the need to promote quality schools for all students to ensure our children 21st century jobs.

Dan Jones voted for the education legislation that passed the State Legislature today, which will guarantee funding for quality education and teachers. In a press conference following the vote, Jones spoke plainly but compellingly about the need to improve schools for students across the state, but that we need to be mindful of the state budget and how we balance these interests.

*1/4 of the sample

There is an even larger gender gap for the quarter of the sample who heard a neutral description of Jane's appearance. Also, younger women are now worse for Jane than older women.



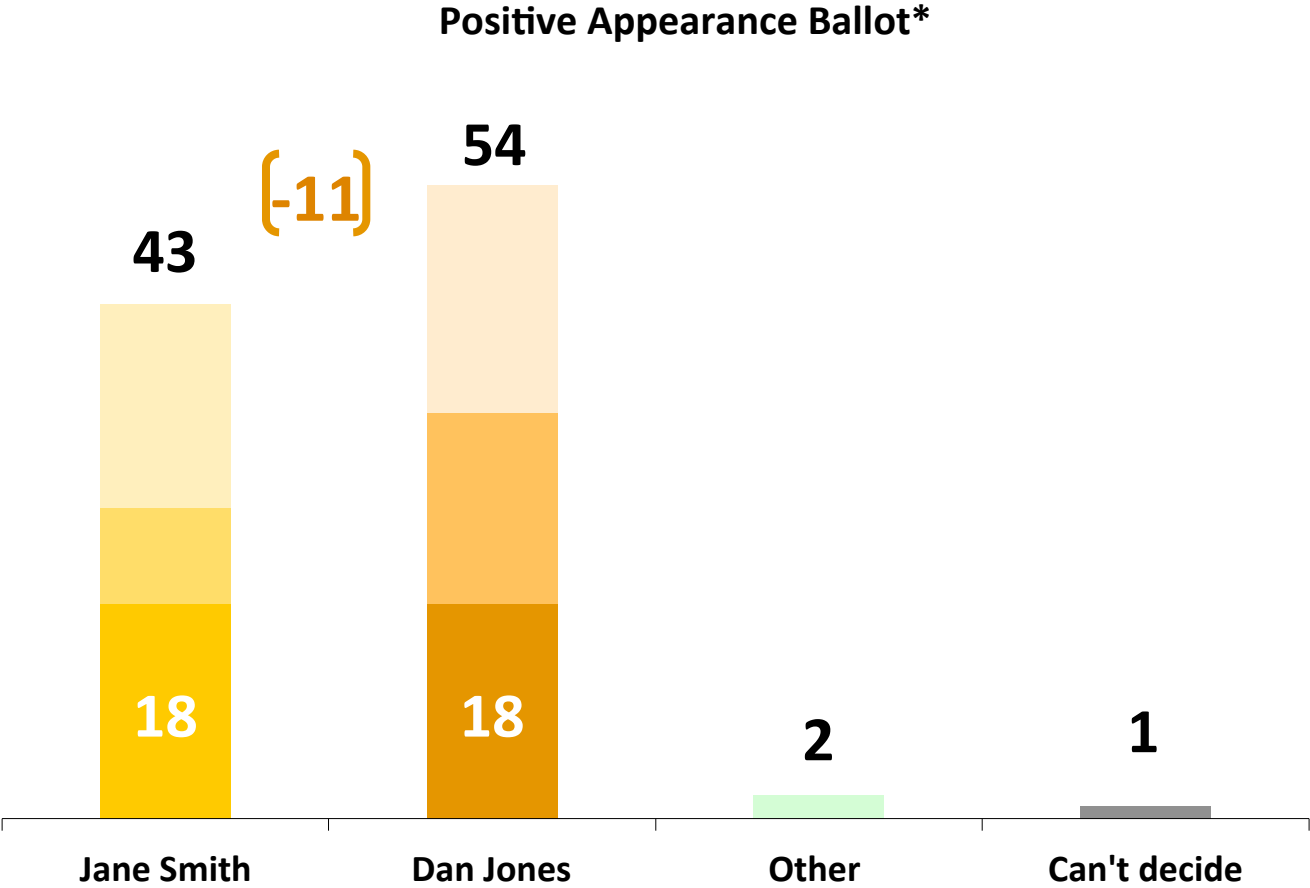
*1/4 of the sample

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?



Even though a quarter of the sample heard a flattering appearance description of Jane, they prefer Dan by a double-digit margin which is greater than the neutral and no appearance description messages.



*1/4 of the sample

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?



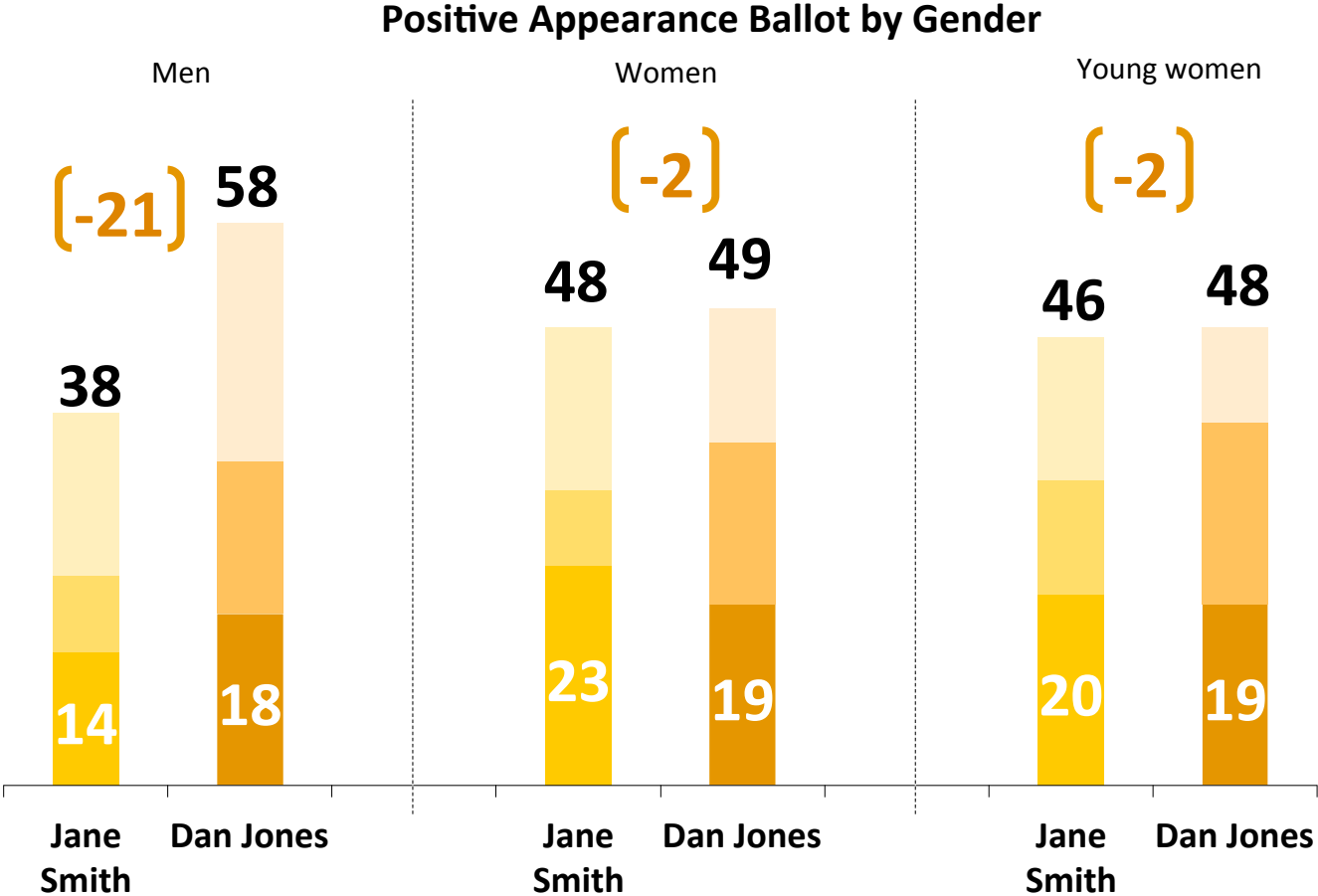
Text of Positive Appearance Jane Smith News Story and Dan Jones News Story

Today the State Legislature passed education legislation and our legislator Jane Smith voted for funding for quality education and teachers. **In person, Smith is fit and attractive and looks even younger than her age.** At the press conference, **smartly turned out in a ruffled jacket, pencil skirt, and fashionable high heels,** Smith told reporters about her support for the legislation and the need to promote quality schools for all students to ensure our children 21st century jobs.

Dan Jones voted for the education legislation that passed the State Legislature today, which will guarantee funding for quality education and teachers. In a press conference following the vote, Jones spoke plainly but compellingly about the need to improve schools for students across the state, but that we need to be mindful of the state budget and how we balance these interests.

*1/4 of the sample

There is a 19 point gender gap for the quarter of the sample who heard a positive description of Jane's appearance.
 Women narrowly prefer Dan Jones.



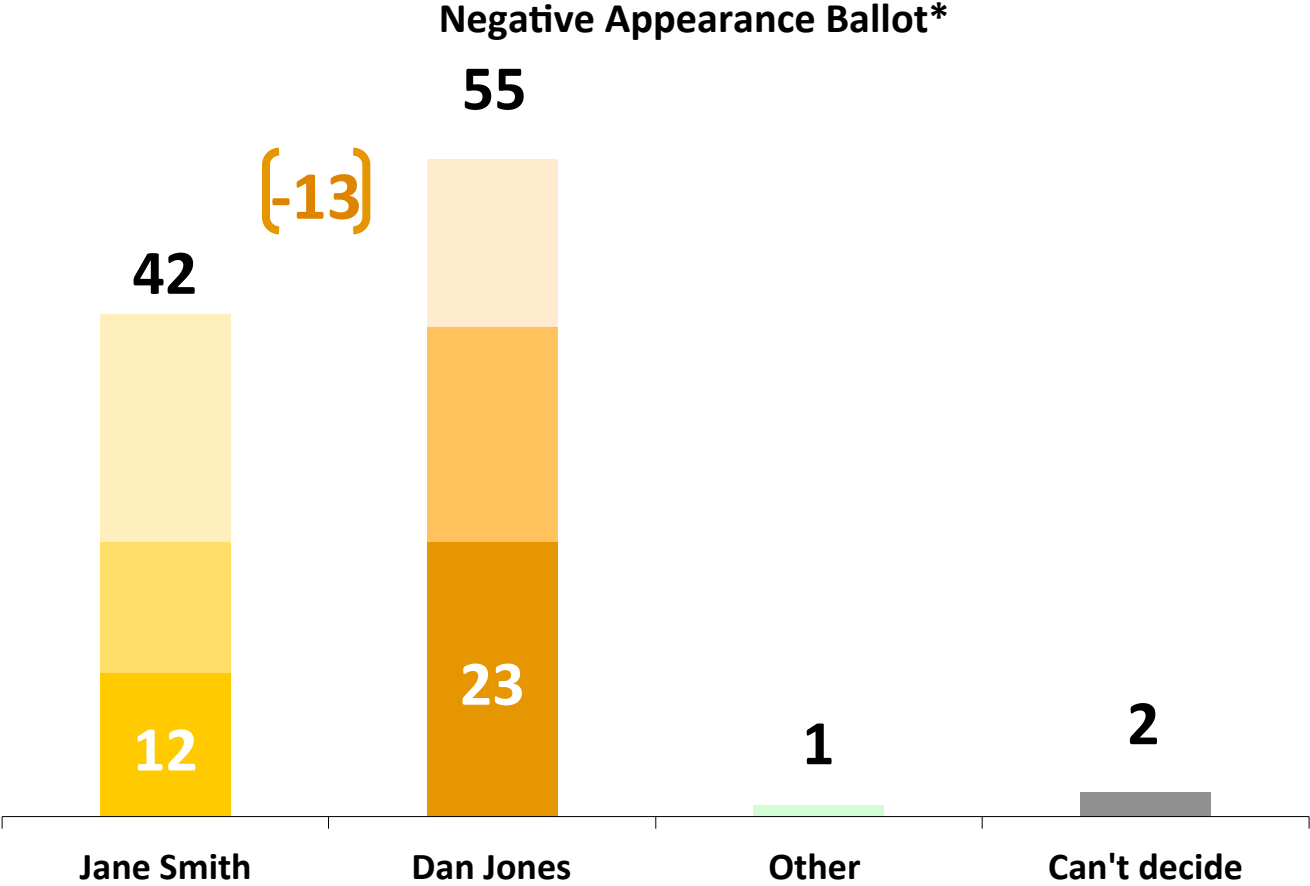
*1/4 of the sample

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?



The quarter of the sample who heard an unflattering description of Jane's appearance prefers Dan by 13 points overall, with a 10 point gap in intensity.



*1/4 of the sample

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?

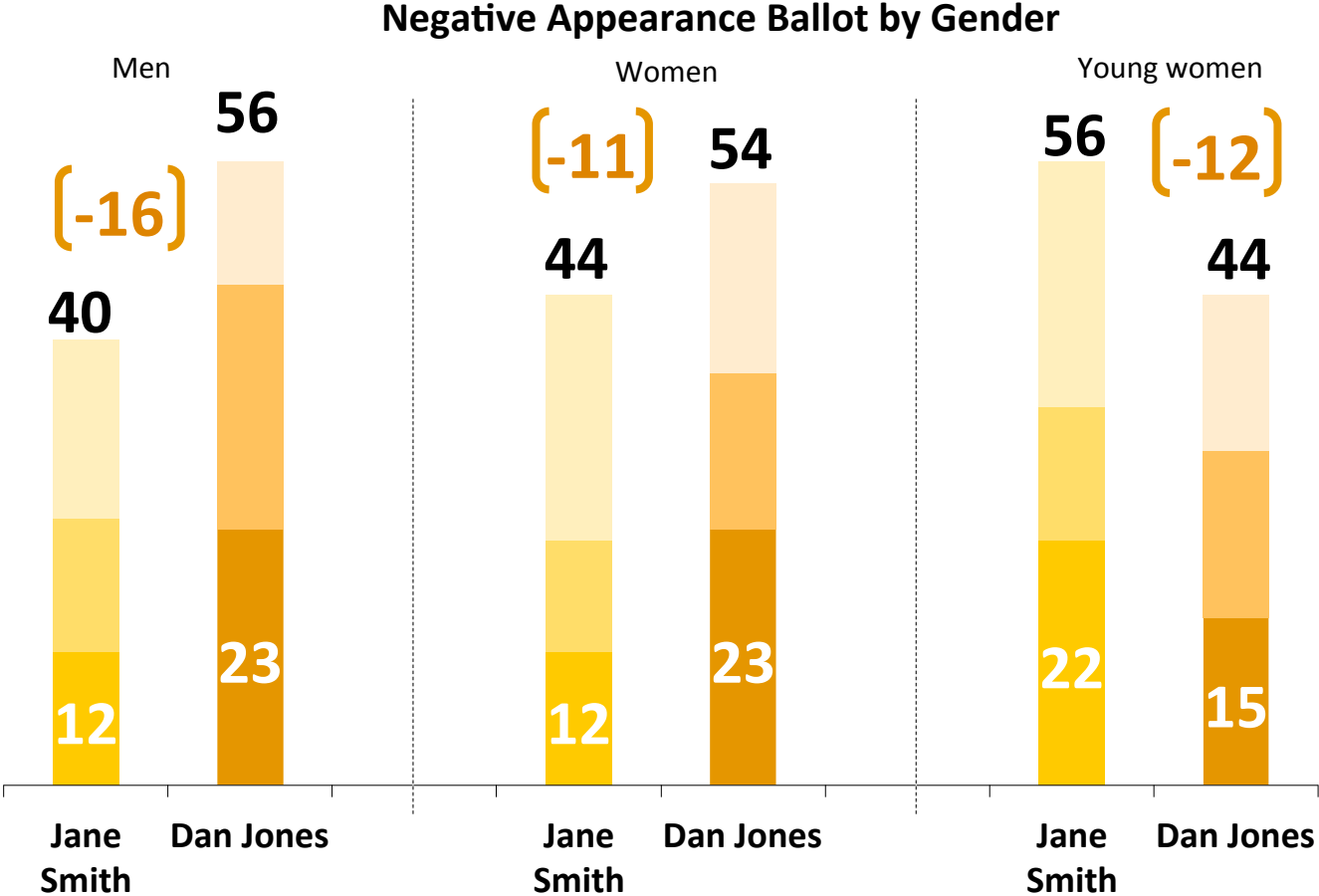


Text of Negative Appearance Jane Smith News Story and Dan Jones News Story

Today the State Legislature passed education legislation and our legislator Jane Smith voted for funding for quality education and teachers. At the press conference **Smith unfortunately sported a heavy layer of foundation and powder that had settled into her forehead lines, creating an unflattering look for an otherwise pretty woman, along with her famous fake, tacky nails.** She told reporters about her support for the legislation and the need to promote quality schools for all students to ensure our children 21st century jobs.

Dan Jones voted for the education legislation that passed the State Legislature today, which will guarantee funding for quality education and teachers. In a press conference following the vote, Jones spoke plainly but compellingly about the need to improve schools for students across the state, but that we need to be mindful of the state budget and how we balance these interests.

Men, women and younger women all vote for Dan Jones by double-digit margins when the sample hears Jane Smith described in terms of negative appearance.



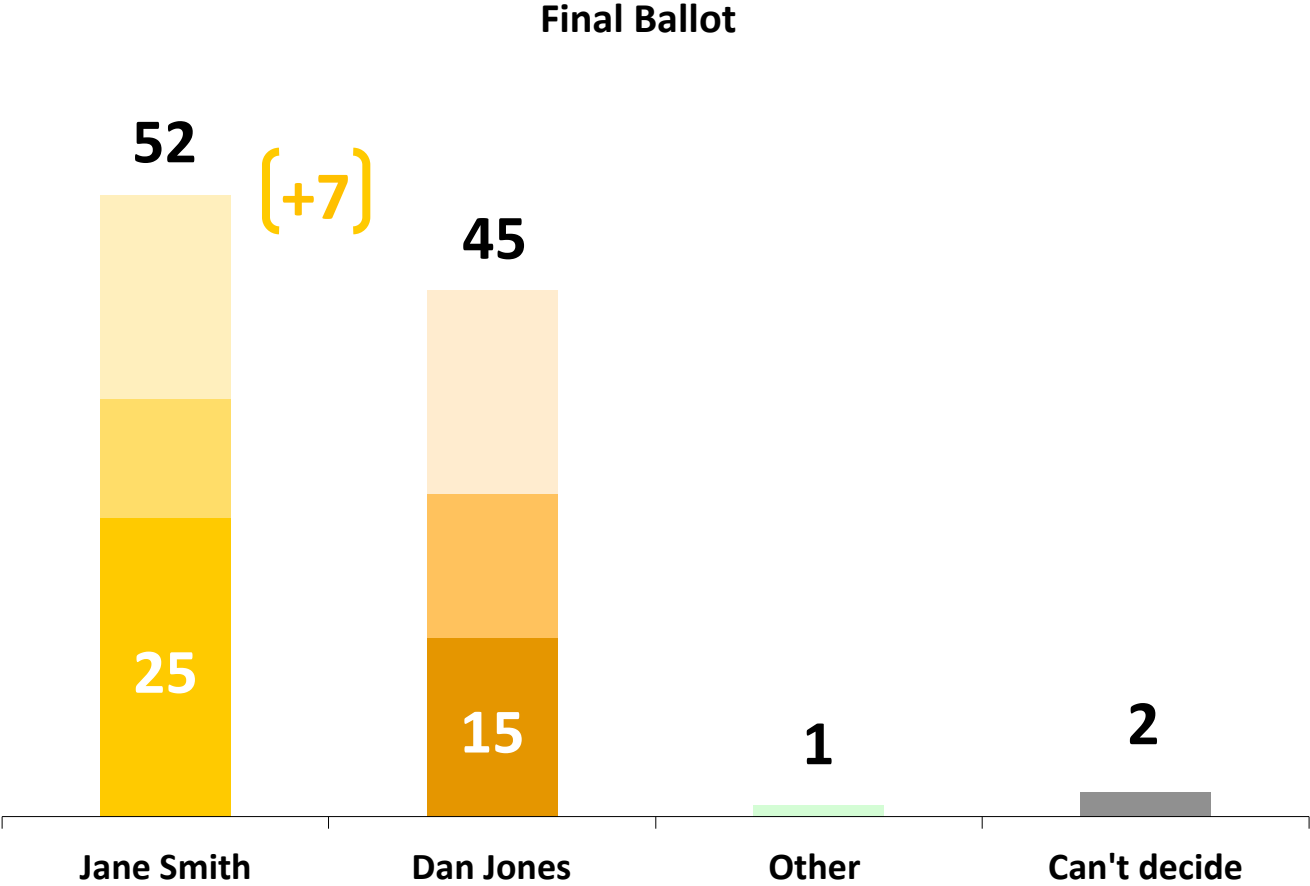
*1/4 of the sample

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?



After voters hear a response from Jane and from Name It. Change It., Jane regains the ground she lost, earning her only lead in the survey.



Darkener colors indicate intensity

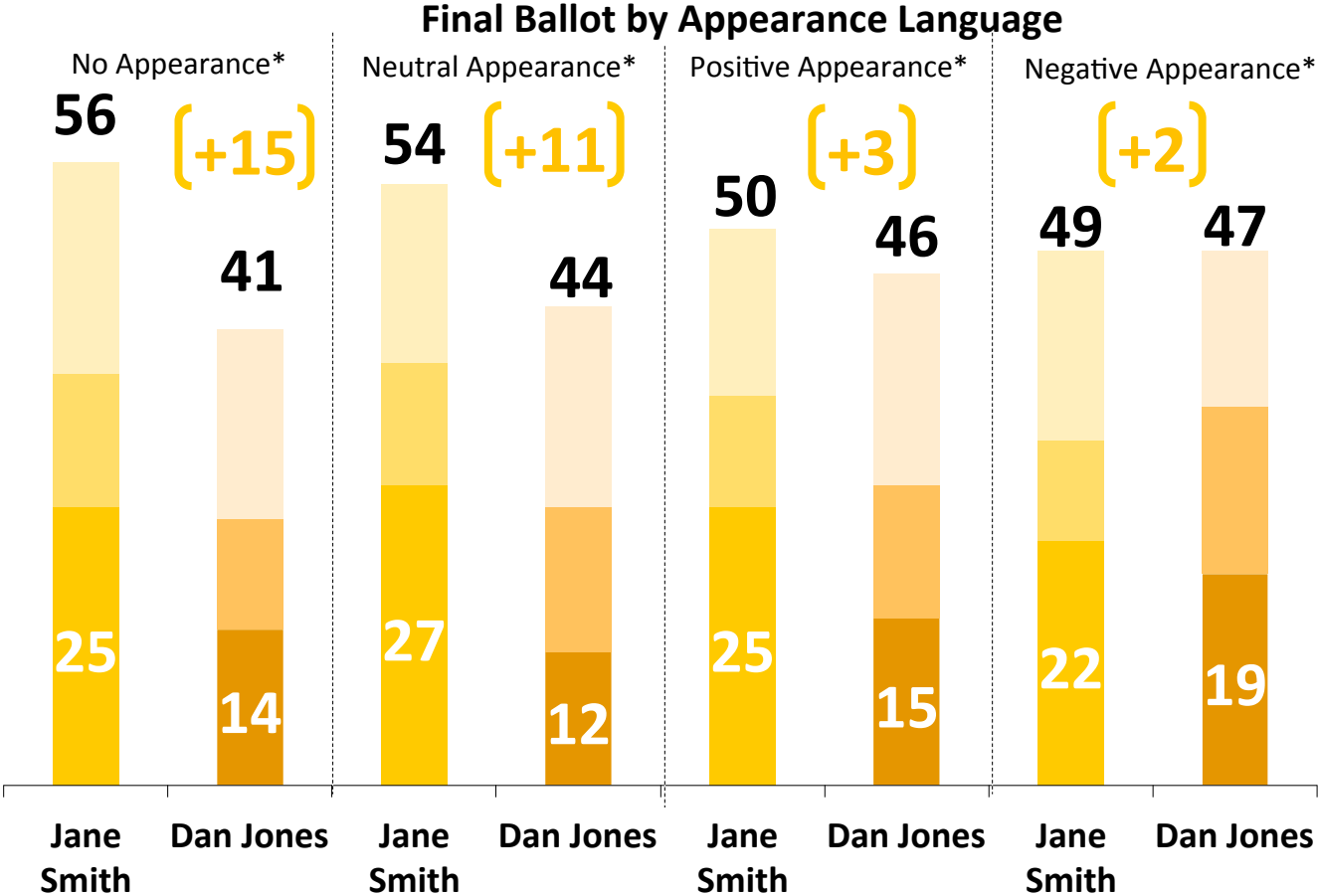
If the election for Congress was held today, and the candidates were (ROTATE) Jane Smith and Dan Jones, for whom would you vote, or are you undecided?

Text of Jane Smith's Response and Name It. Change It. Response

Jane's Response: What I wear or how I choose to wear my hair or nails has no place in the media coverage of my race. However, apparently the media and others have decided that what women wear, how they wear it, and how they decide to do their hair deserves coverage in their news stories rather than our ideas, experiences, and vision. My appearance is not news and does not deserve to be covered. Rarely do they cover men in this fashion and by doing so they depict women as less serious and having less to offer voters. I have much to offer my constituents and none of it has to do with my appearance or my fashion choices. This kind of coverage damages our political debate and our democracy and ultimately it hurts how women and young girls see themselves in our society.

Name It. Change It. Response: Across America a broad array of organizations and leaders, including The Media Accountability Project critiqued the media coverage made about Jane Smith in her race for elected office. One prominent leader of The Media Accountability Project said "Often, female candidates are judged based on their appearance, wardrobe, and personality, rather than their qualifications." We must end this type of coverage for women candidates. It may not seem like it is harmful, but this media coverage diminishes women's value and the valid views they bring to the table when the coverage focuses on what she wears, rather than what she thinks.

The voters who heard a negative description and the voters who heard a positive description of Jane are much more evenly divided in the final ballot than the voters who heard a neutral description or the voters who heard no description.



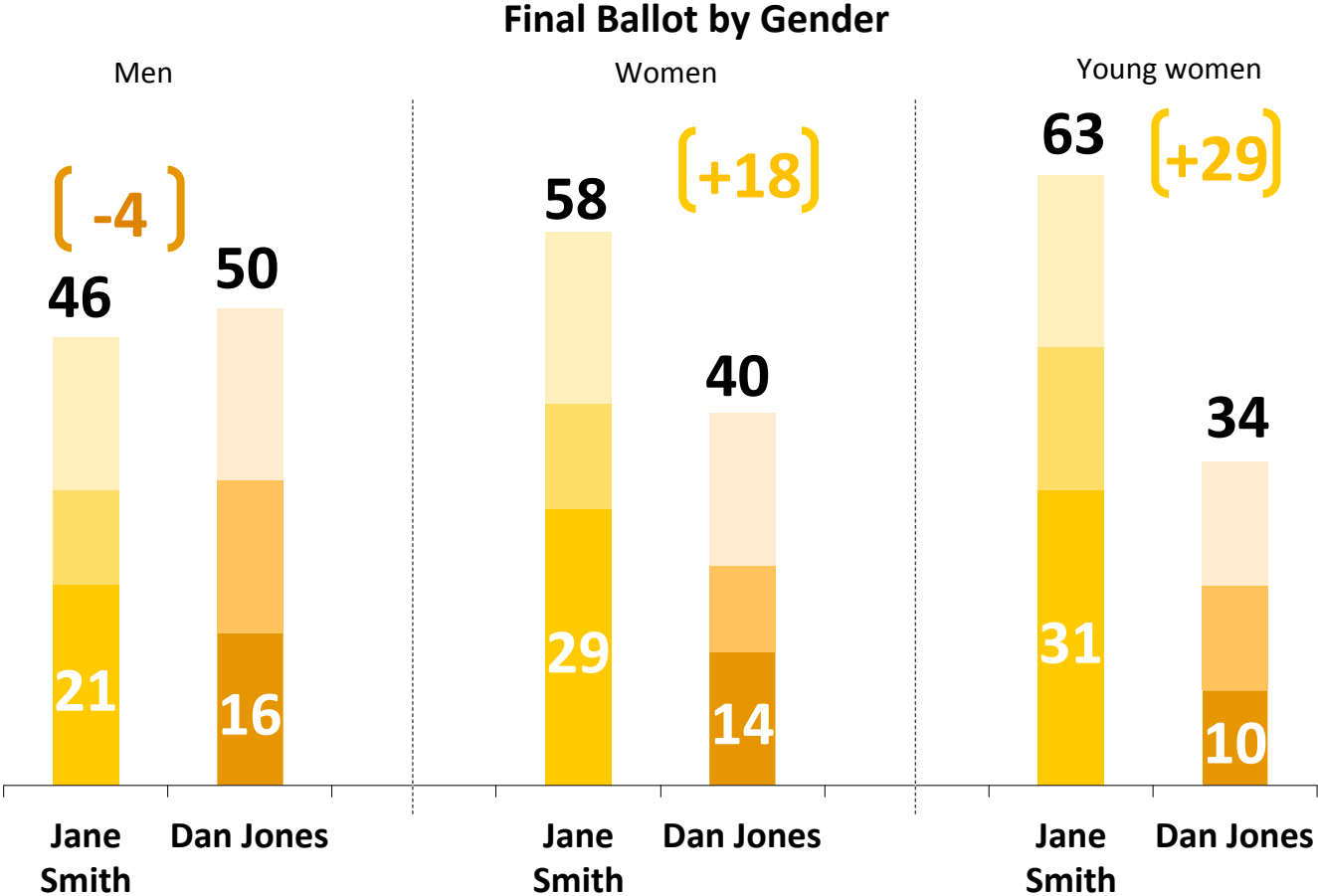
*1/4 of the sample

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?



After voters hear the responses from Jane and from Name It. Change It., women, particularly young women, vote for her by large margins. Men remain in the Dan Jones camp, although his margin is much smaller.



*1/4 of the sample

Darker colors indicate intensity

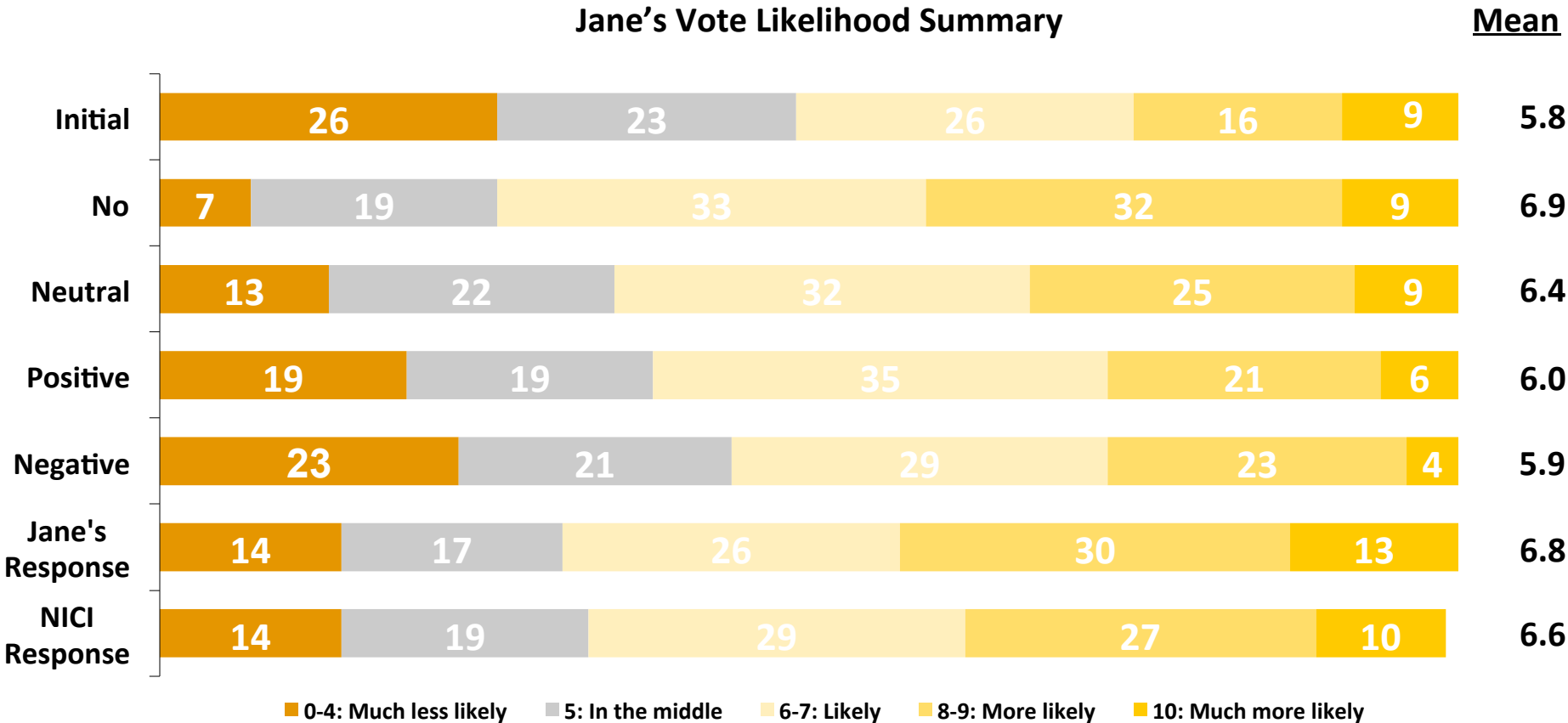
If the election for Congress was held today, and the candidates were (ROTATE) Jane Smith and Dan Jones, for whom would you vote, or are you undecided?



Vote Likelihood

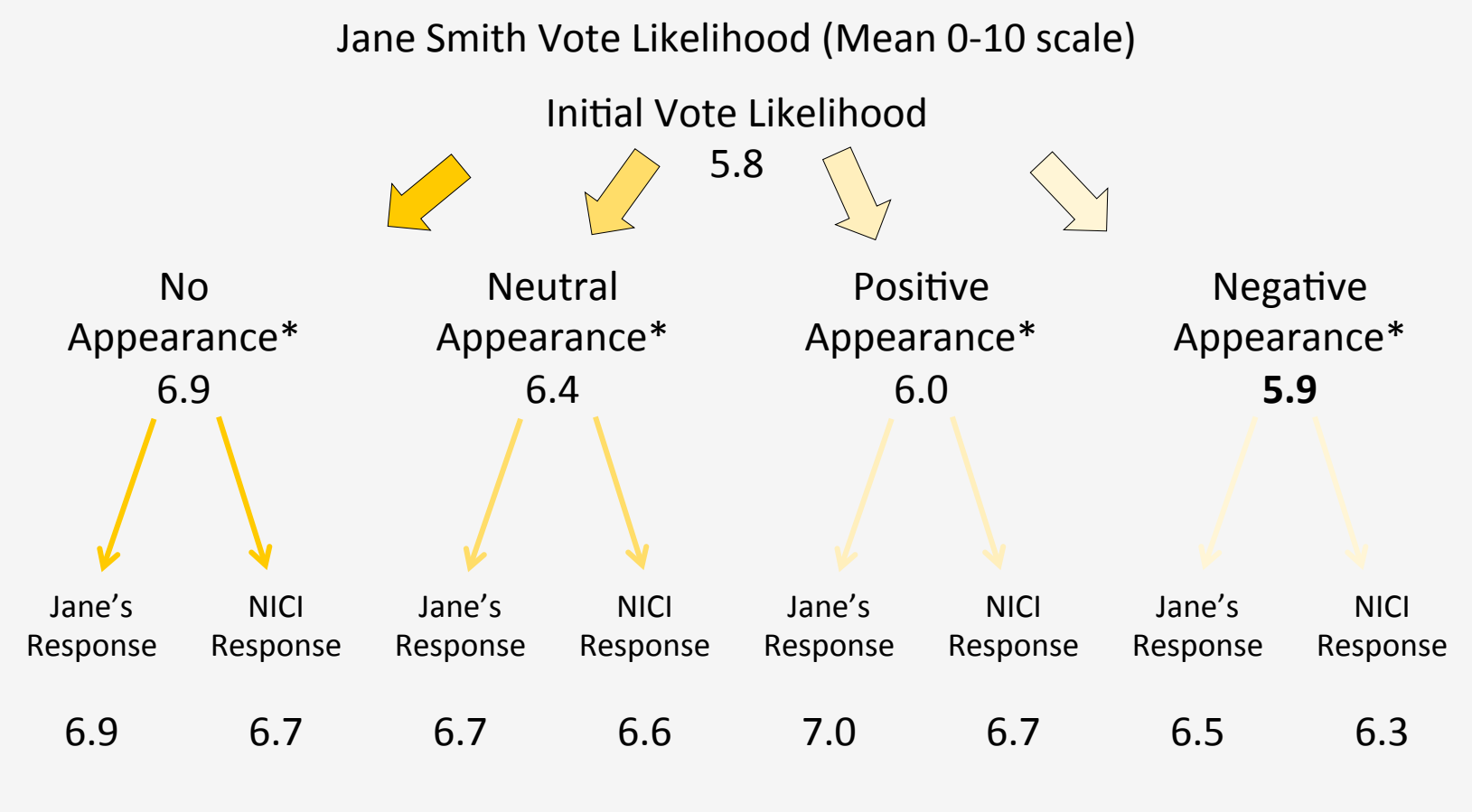
Voters are most likely to vote for Jane when they do not hear any physical description of her and least likely to vote for her when they hear a negative appearance description.

Looking at the treatments on Jane’s appearance, voters are most likely to vote for Jane when they do not hear any physical description of her and least likely to vote for her when they hear a negative description. Both of the responses make voters likely to vote for Jane.



Based on what you just heard, please rate in the entry box below how likely you are to vote for Jane Smith from 0 to 10, where 10 means much more likely and 0 means much less likely, and you can be anywhere in between.

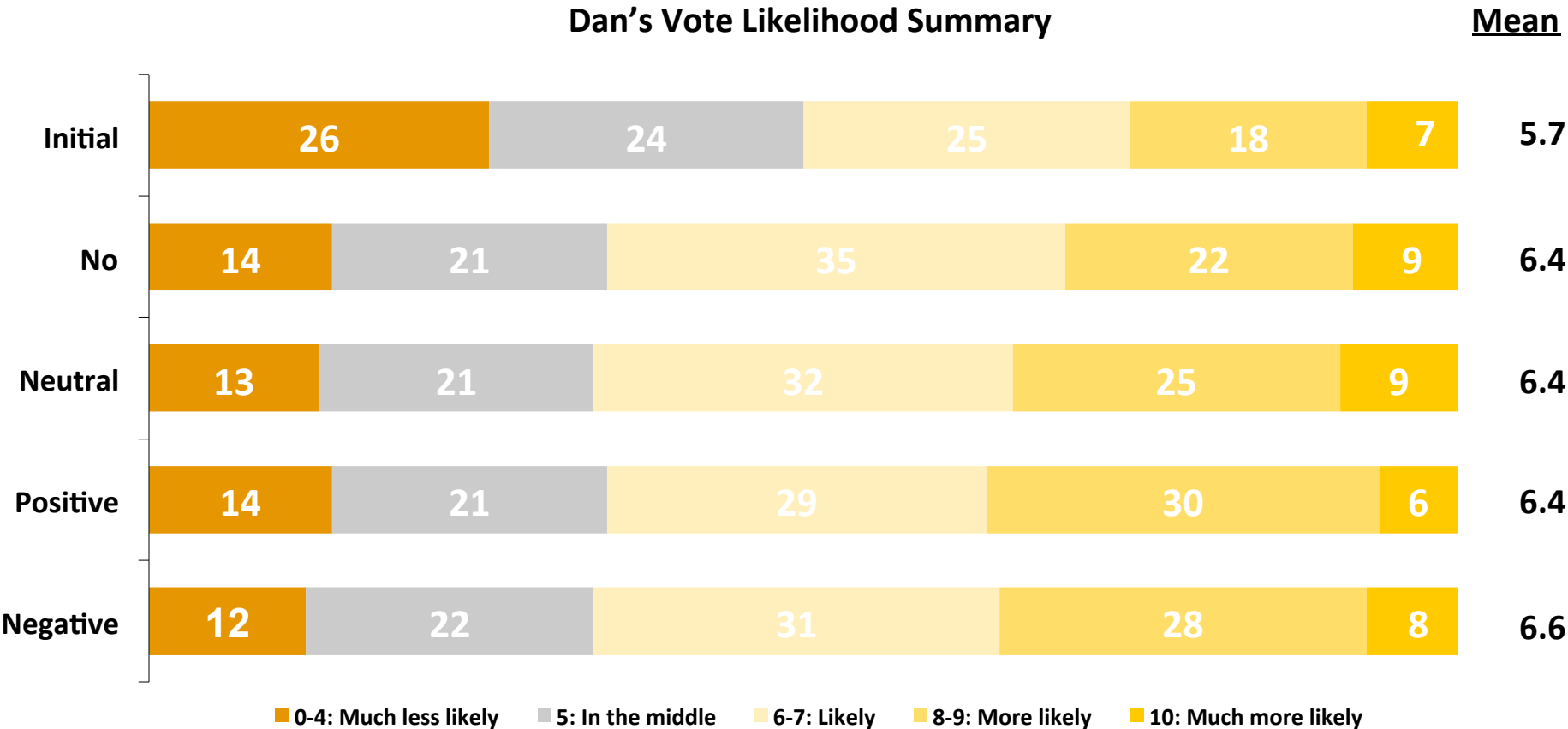
Again, voters' likelihood to vote for Jane decreases when the coverage focuses on her appearance. The responses from Jane and Name It. Change It. are both effective, even with the groups among whom Jane lost the most ground.



*1/4 of the sample

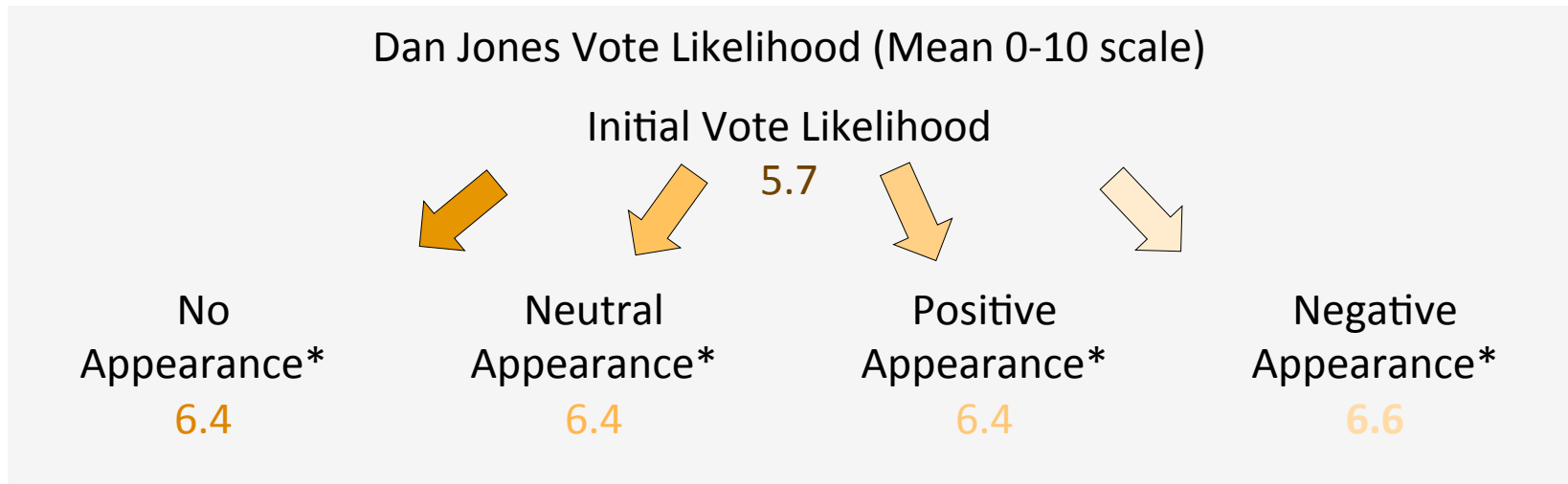
Based on what you just heard, please rate in the entry box below how likely you are to vote for Jane Smith from 0 to 10, where 10 means much more likely and 0 means much less likely, and you can be anywhere in between.

Regardless of the type of description voters heard about Jane, they remain equally likely to vote for Dan. The coverage Jane receives has no impact on Dan’s chances.



Based on what you just heard, please rate in the entry box below how likely you are to vote for Dan Jones from 0 to 10, where 10 means much more likely and 0 means much less likely, and you can be anywhere in between.

Irrespective of the language voters heard about Jane, voters are about equally as likely to vote for Dan.



*1/4 of the sample

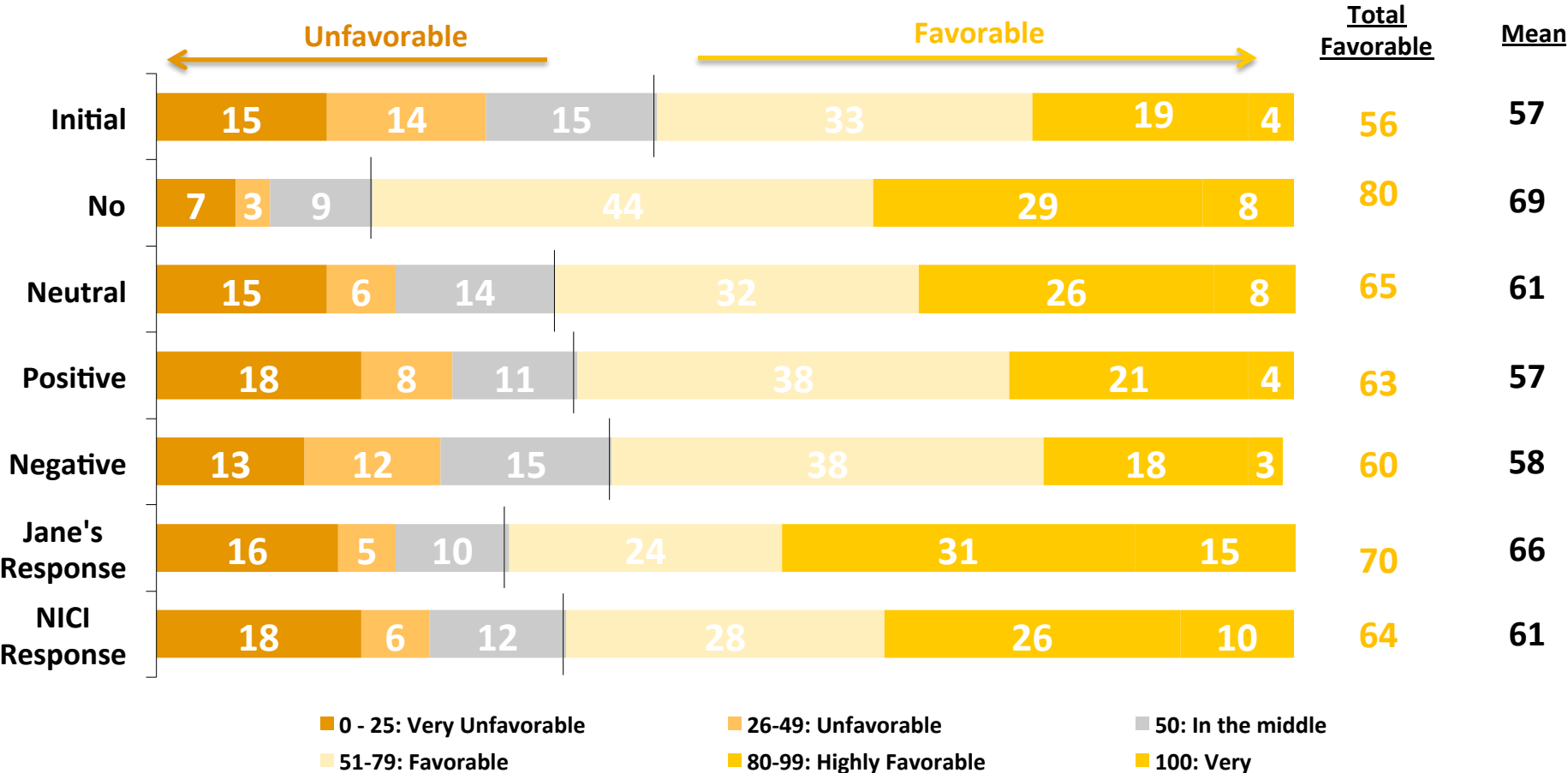
Based on what you just heard, please rate in the entry box below how likely you are to vote for Dan Jones from 0 to 10, where 10 means much more likely and 0 means much less likely, and you can be anywhere in between.

Favorability

The appearance treatments also negatively impact Jane's favorability.

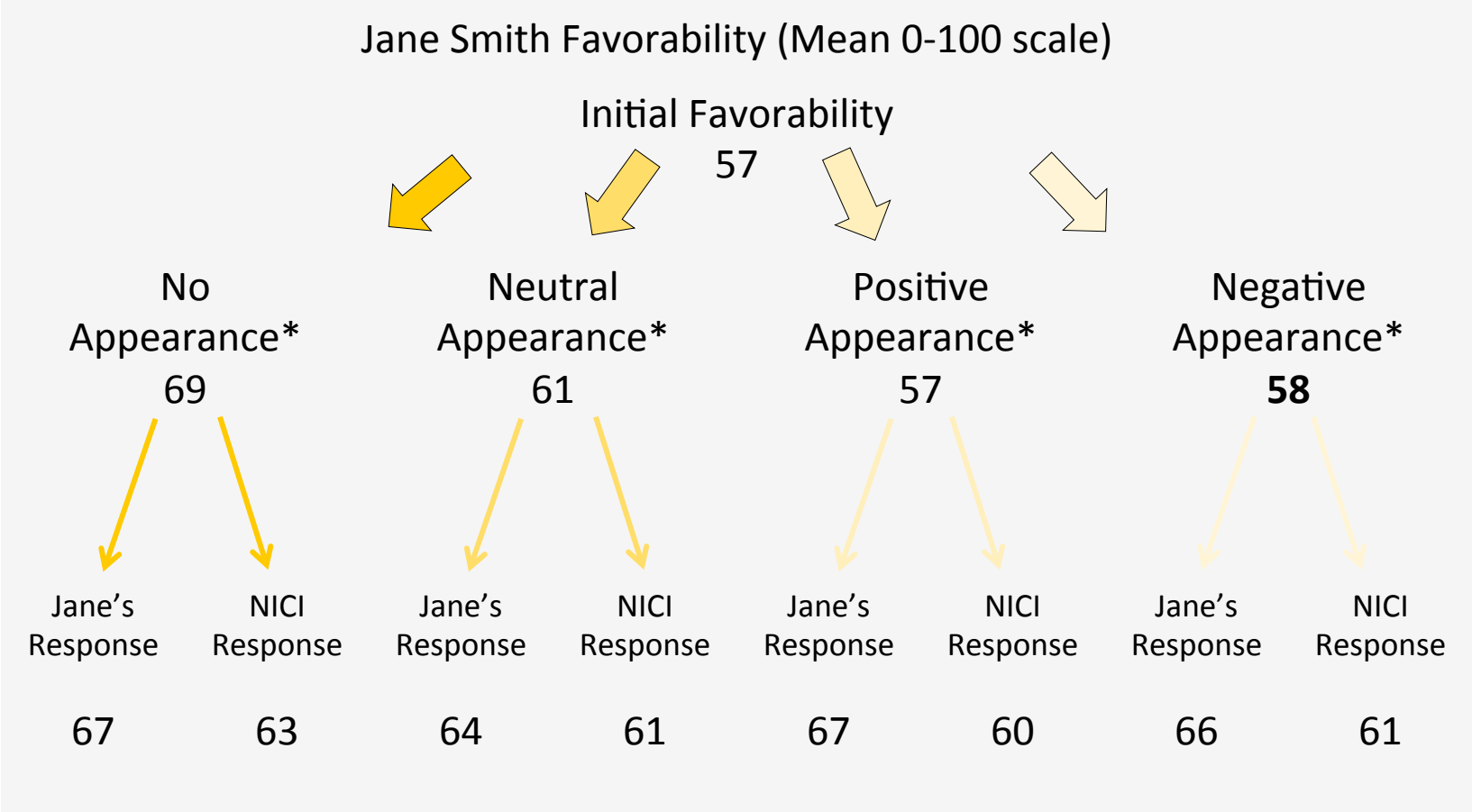
Voters in the sample that did not reference Jane’s appearance feel much more favorably toward her than those who did hear something about her appearance. The responses also increase how favorably voters feel toward Jane.

Jane’s Favorability Summary



Based on everything you heard, please give this statement a rating from 0 to 100 in the entry box below, where 100 means you feel very favorable toward Jane Smith after hearing this statement and 0 means you feel very unfavorable toward Jane Smith, and you can be anywhere in between.

The appearance treatments impact Jane’s likeability. The response from Jane is slightly more effective at increasing Jane’s favorability than the response from Name It. Change It.

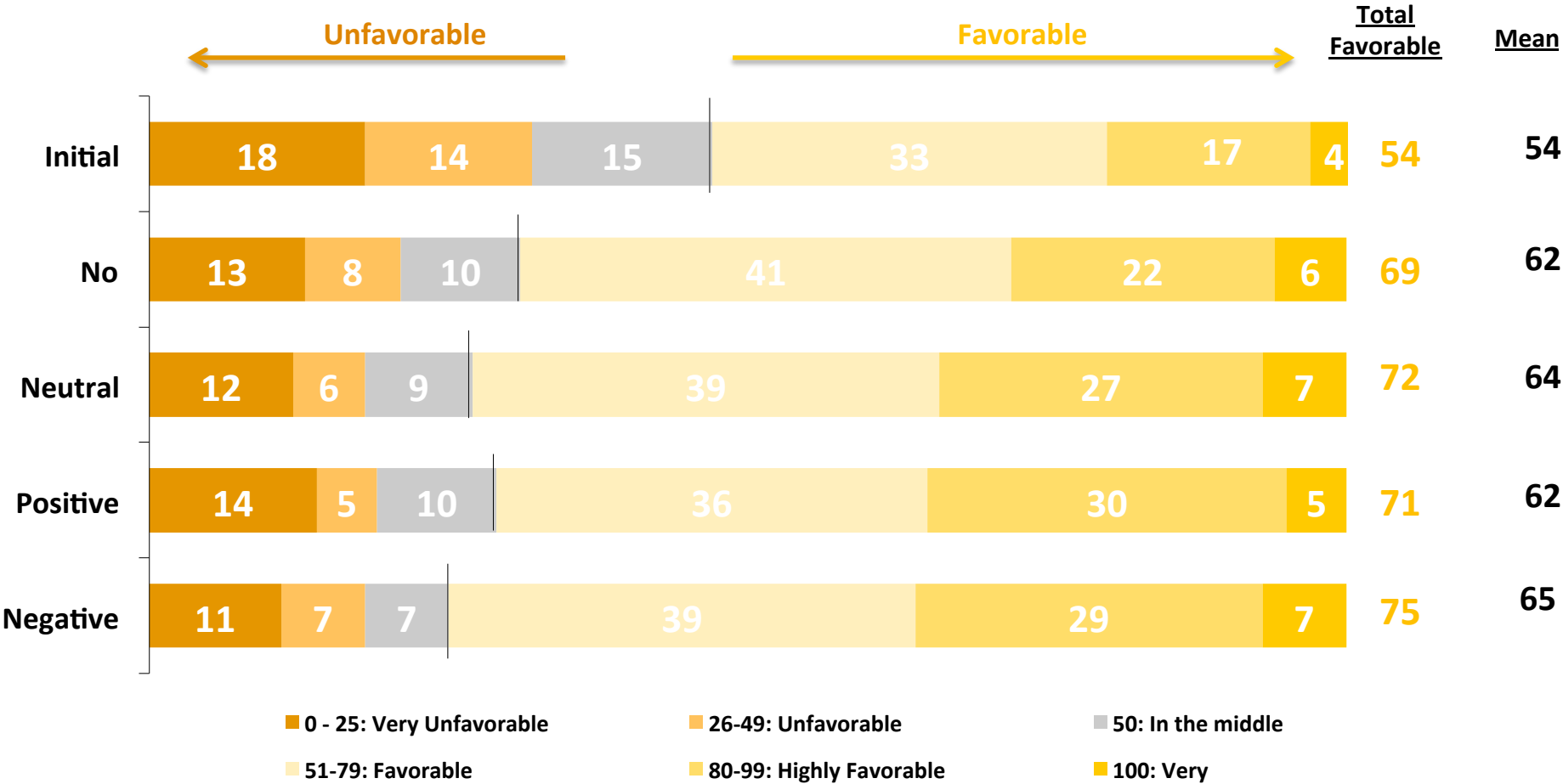


*1/4 of the sample

Based on everything you heard, please give this statement a rating from 0 to 100 in the entry box below, where 100 means you feel very favorable toward Jane Smith after hearing this statement and 0 means you feel very unfavorable toward Jane Smith, and you can be anywhere in between.

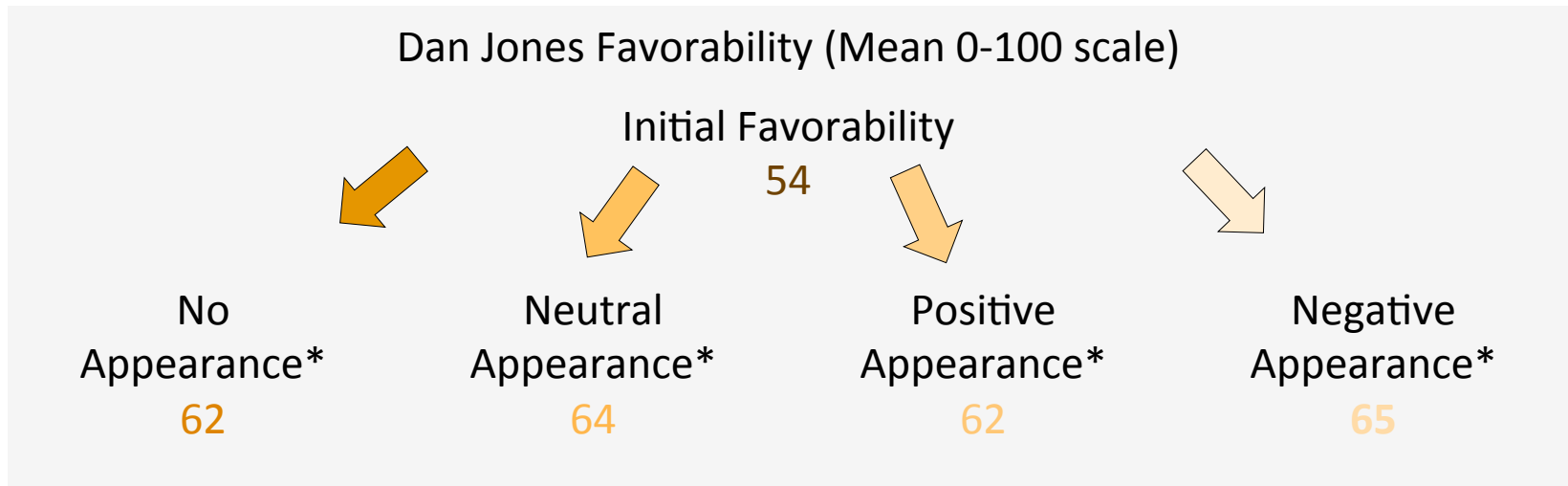
No matter what kind of description voters heard about Jane, they still feel favorably toward Dan.

Dan's Favorability Summary



Based on everything you heard, please give this statement a rating from 0 to 100 in the entry box below, where 100 means you feel very favorable toward Dan Jones after hearing this statement and 0 means you feel very unfavorable toward Dan Jones, and you can be anywhere in between.

Voters report being more favorable toward Dan after hearing the story about him, irrespective of which story they heard about Jane. The sample who heard the negative Jane story is the most favorable toward Dan.



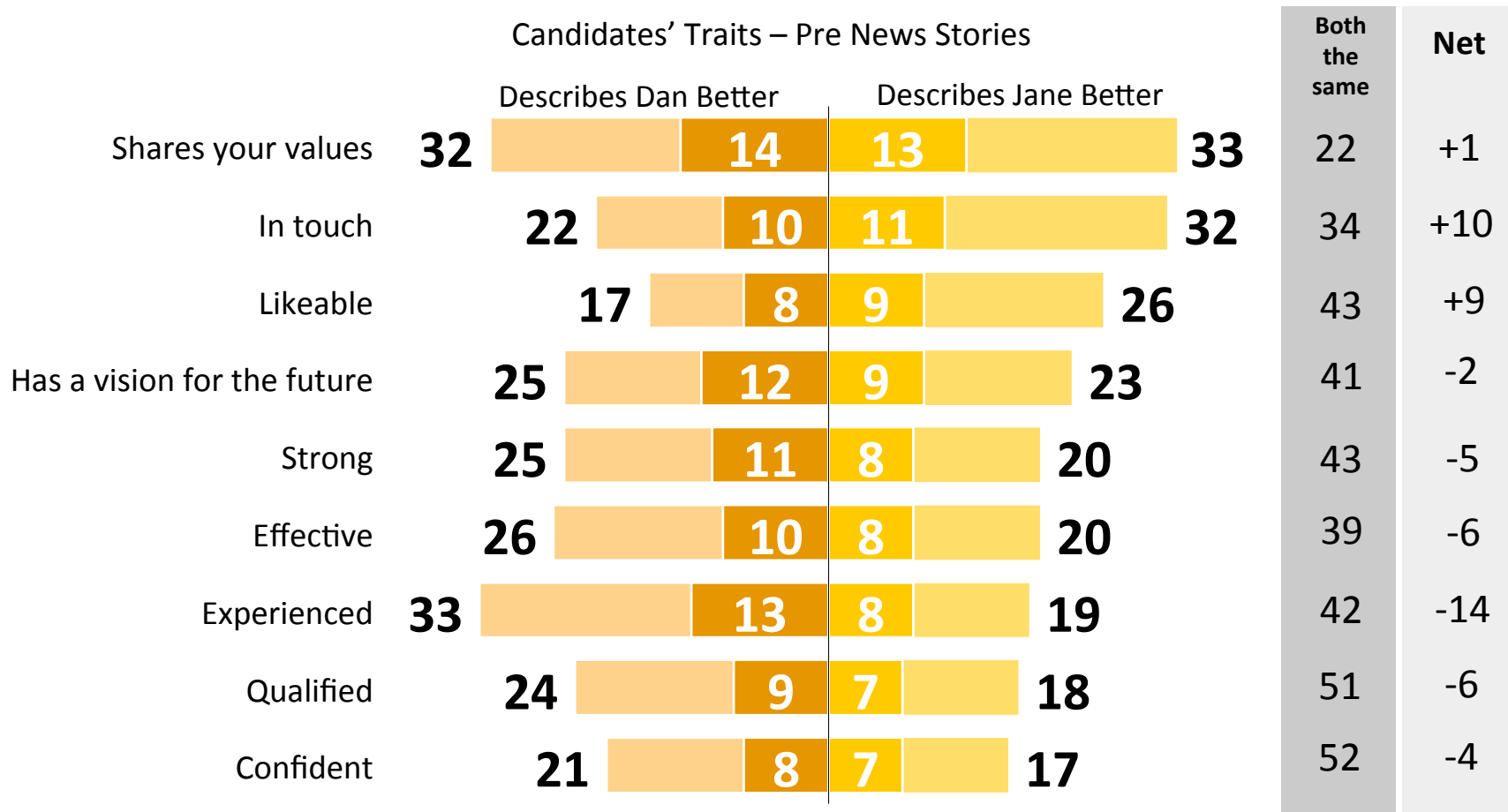
*1/4 of the sample

Based on everything you heard, please give this statement a rating from 0 to 100 in the entry box below, where 100 means you feel very favorable toward Dan Jones after hearing this statement and 0 means you feel very unfavorable toward Dan Jones, and you can be anywhere in between.

Traits

After voters hear language about Jane's appearance, they are less likely to think she possesses each of the positive traits.

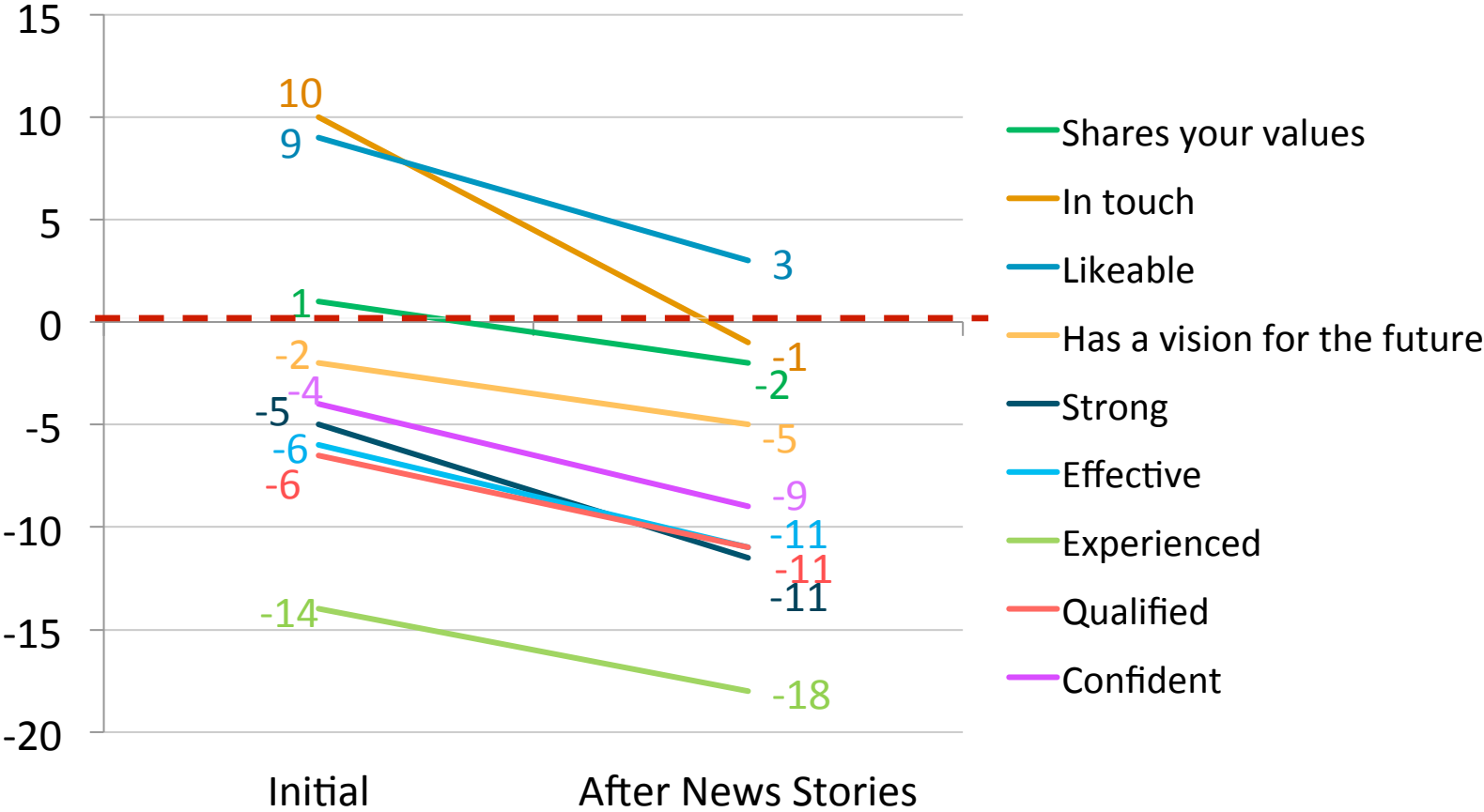
Initially, Jane only has advantages on being in touch and being likeable. Voters are split on which candidate is better at sharing their values and having a vision for the future. Dan has a clear advantage on being experienced and a small advantage on being effective, strong, and qualified.



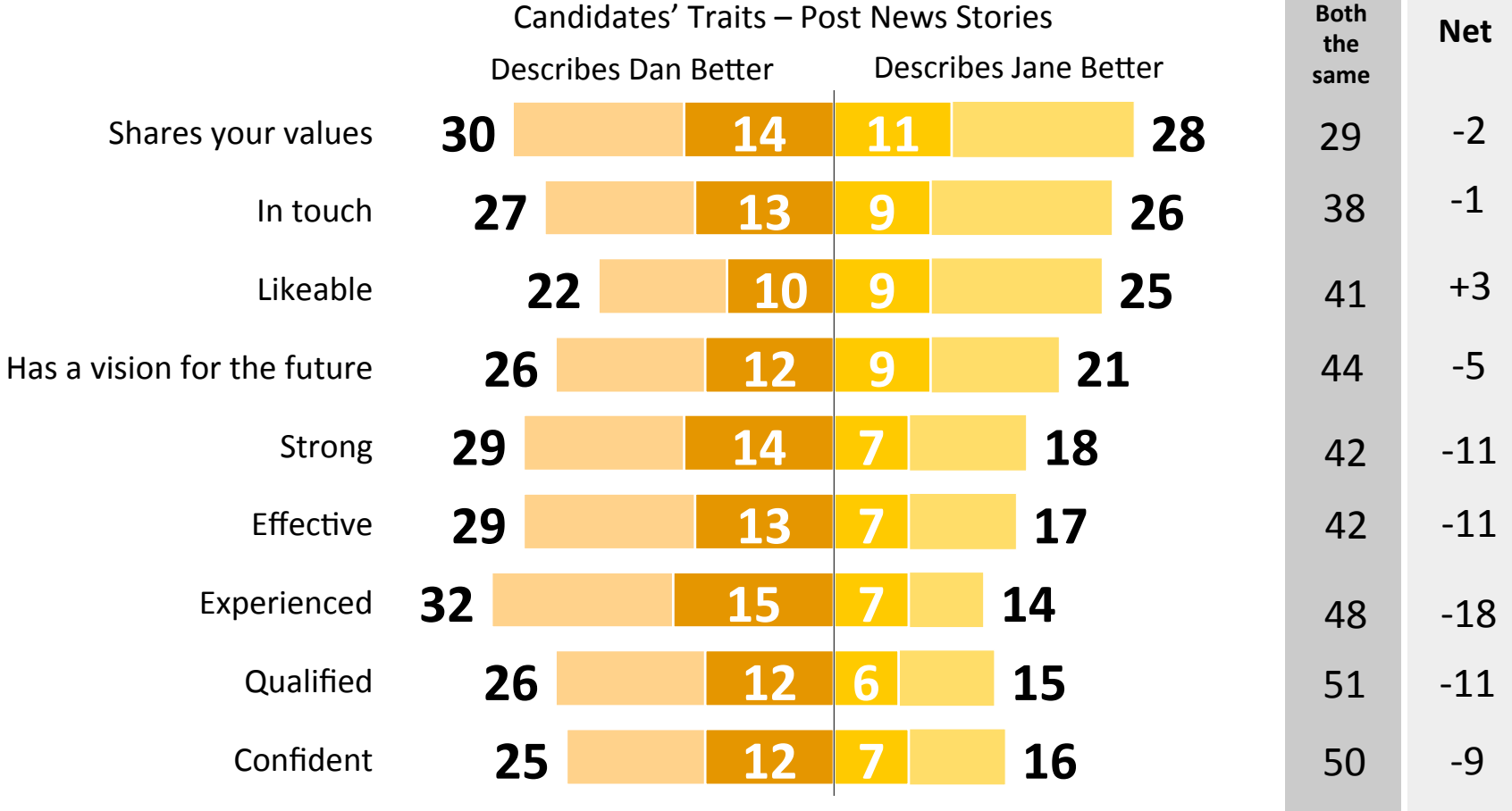
Now you will see a list of words and phrases and for each one please indicate whether you think it describes Jane Smith better, Dan Jones better, both the same, or it doesn't describe either.

Even though initially Jane Smith only had advantages on being in touch and likeable, after the news stories, she loses ground on all of the traits.

Net Advantage for Jane Smith on Traits



After the news stories, Jane has a small advantage on being likeable. Conversely, Dan has even more significant advantages on being experienced, strong, effective, qualified, and confident.



Now you will see a list of words and phrases and for each one please indicate whether you think it describes Jane Smith better, Dan Jones better, both the same, or it doesn't describe either.

Dial Graphs

The dials illustrate a clear negative reaction to any description of Jane.

“Control – No Appearance Jane Smith” – Text of Statement

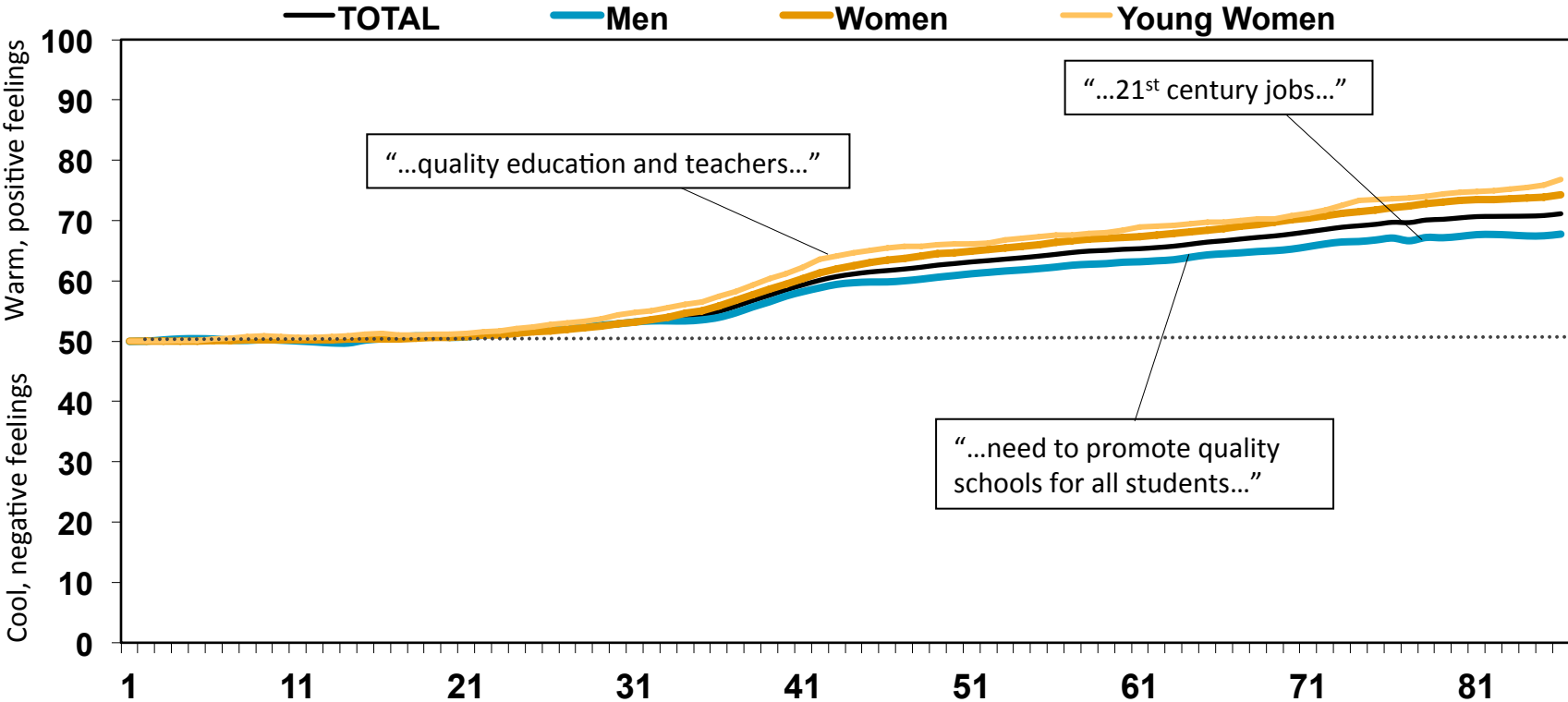
Today the State Legislature passed education legislation and our legislator Jane Smith **voted for funding for quality education and teachers.** At the press conference she told reporters about her support for the legislation and the **need to promote quality schools for all students** to ensure our children 21st century jobs.

Split sampled question

DIAL RATINGS			
	Mean	Min	Max
Total	60	48	74
Men	59	46	72
Women	61	48	77
Young women	63	49	79

“Control – No Appearance Jane Smith”

In the control experiment about Jane Smith that does not reference her appearance, men, women, and young women follow the same overall patterns with men dialing slightly less positively than women.



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 – No Appearance Dan Jones” – Text of Statement

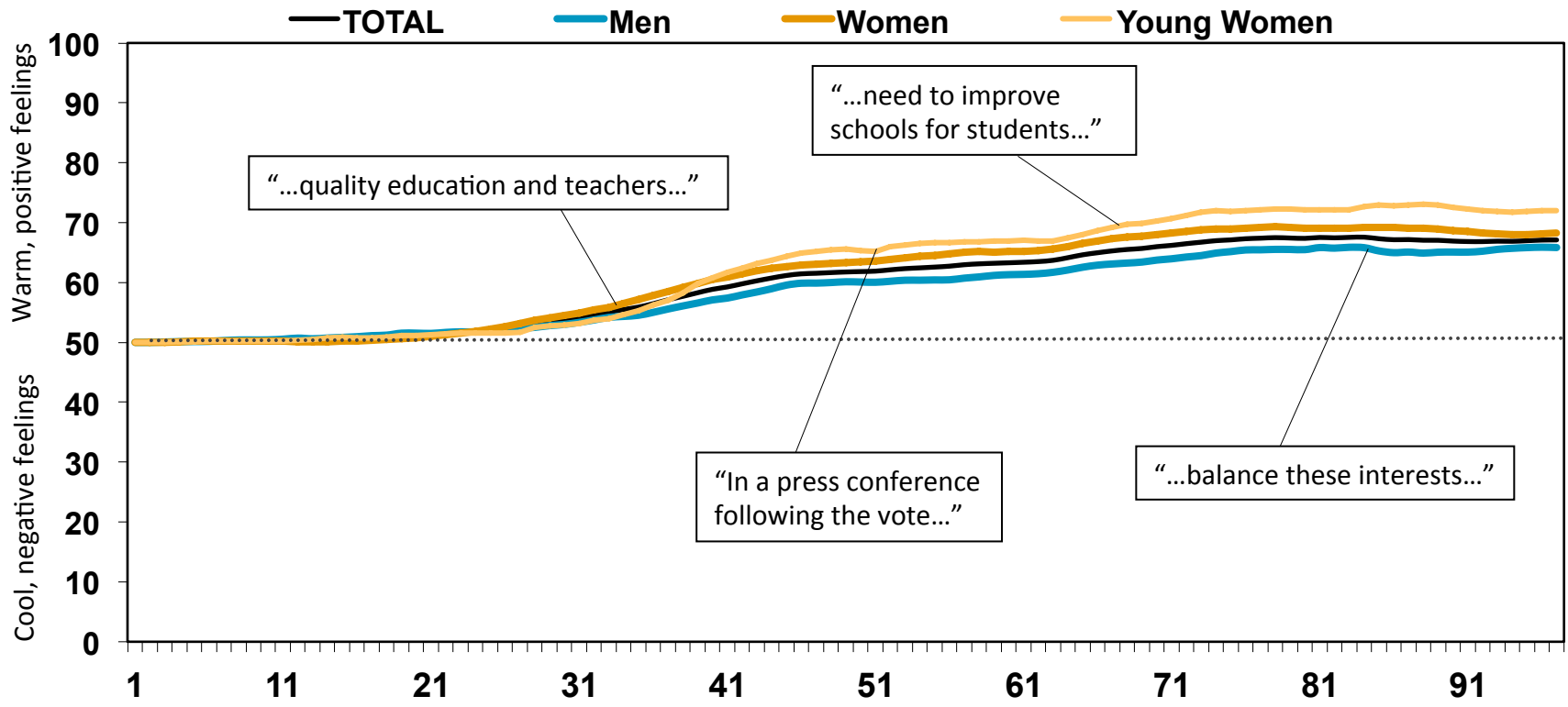
Dan Jones voted for the education legislation that passed the State Legislature today, which will **guarantee funding for quality education and teachers**. In a press conference following the vote, Jones spoke plainly but compellingly about the **need to improve schools for students across the state**, but that we need to be mindful of the state budget and how we balance these interests.

Split sampled question

DIAL RATINGS			
	Mean	Min	Max
Total	60	46	74
Men	59	45	73
Women	61	47	75
Young Women	63	48	78

“Control – No Appearance Dan Jones”

Among the quarter of the sample who heard the non-appearance description of Jane, men, women and young women follow the same patterns, although women dial with more warm, positive feelings than men.



Split sampled question

Now you are going to hear an excerpt from a news story from a major newspaper about Dan Jones 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 Dan Jones and 100 is very warm, favorable feelings toward Dan Jones, 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.



“Neutral Appearance Jane Smith” – Text of Statement

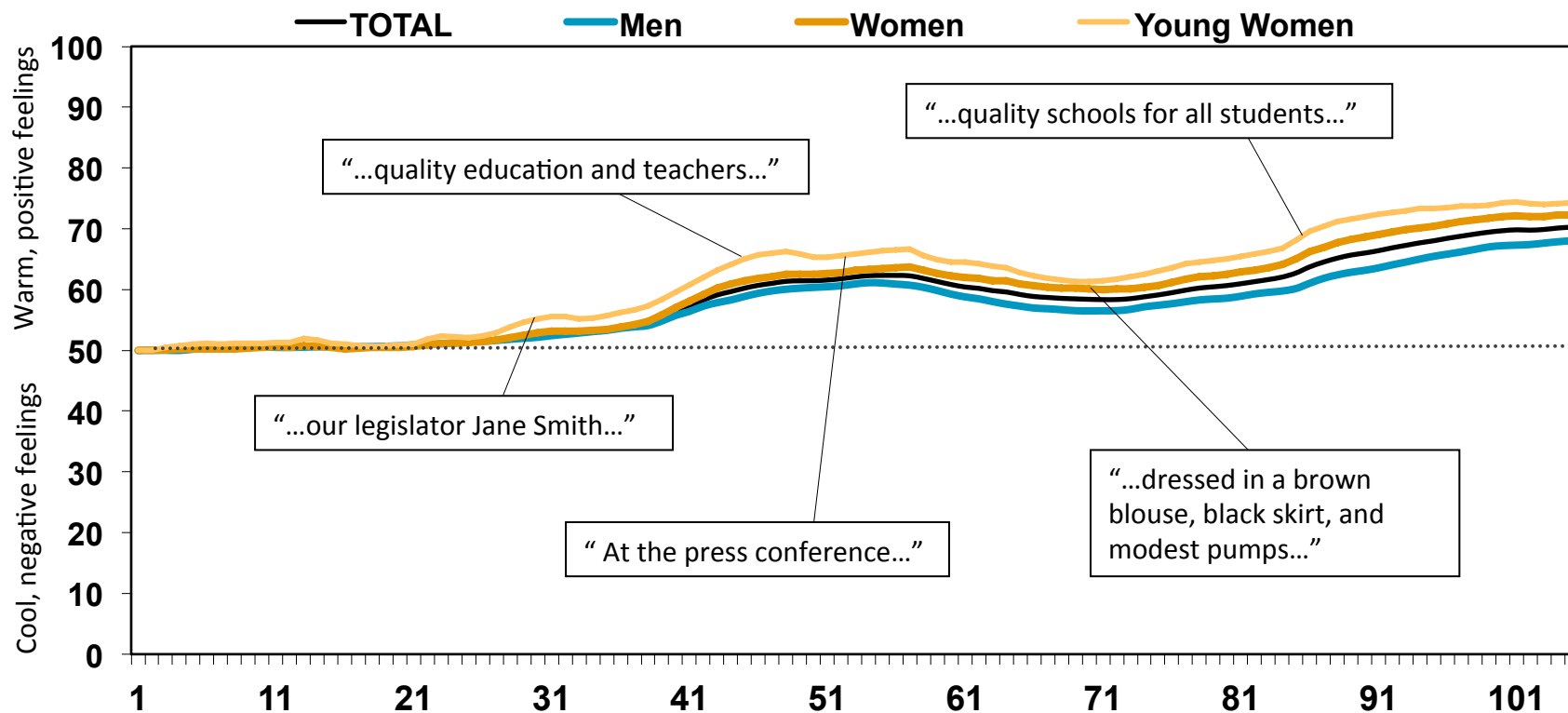
Today the State Legislature passed education legislation and **our legislator Jane Smith voted for funding for quality education and teachers.** At the press conference, **Smith dressed in a brown blouse, black skirt, and modest pumps with a short heel,** told reporters about her support for the legislation and the need to **promote quality schools for all students to ensure our children 21st century jobs.**

Split sampled question

DIAL RATINGS			
	Mean	Min	Max
Total	59	45	74
Men	58	45	72
Women	60	45	77
Young Women	62	45	80

“Neutral Appearance Jane Smith”

Here, even a neutral description of Jane’s appearance causes men, women, and young women to dial down, expressing cool, negative feelings. However, they resuming dialing in the positive direction when the focus returns to the education initiative.



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.

“Neutral – No Appearance Dan Jones” – Text of Statement

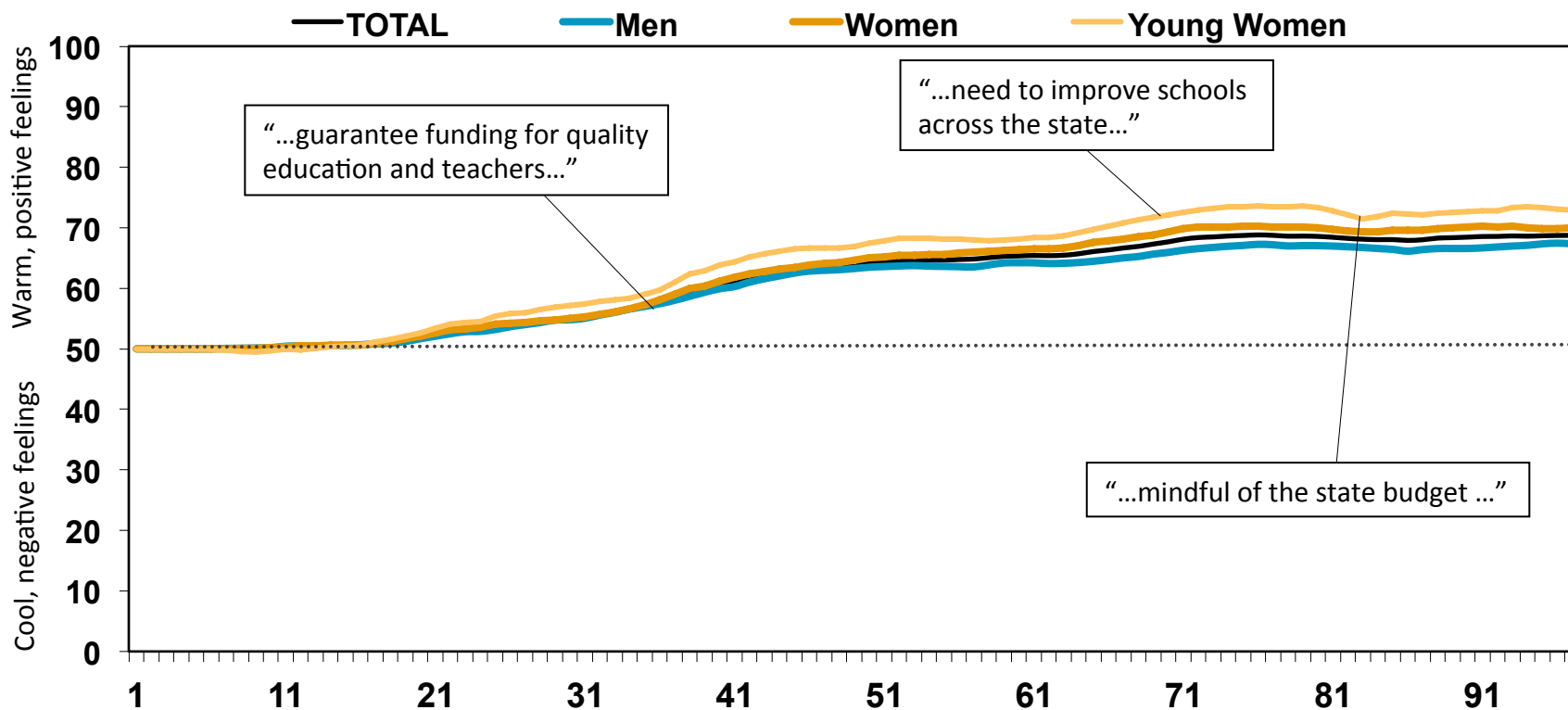
Dan Jones voted for the education legislation that passed the State Legislature today, which will **guarantee funding for quality education and teachers**. In a press conference following the vote, Jones spoke plainly but compellingly about **the need to improve schools for students across the state**, but that we need to be mindful of the state budget and how we balance these interests.

Split sampled question

DIAL RATINGS			
	Mean	Min	Max
Total	62	46	75
Men	61	46	74
Women	62	46	76
Young women	64	46	79

“Neutral – No Appearance Dan Jones”

Among the quarter of the sample who heard the neutral description of Jane Smith, men and women dial similarly. Voters respond to language about quality education and teachers as well as improving schools. There is a small dip among young women when they hear that it is important to be mindful of the state budget.



Split sampled question

Now you are going to hear an excerpt from a news story from a major newspaper about Dan Jones 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 Dan Jones and 100 is very warm, favorable feelings toward Dan Jones, 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.

“Positive Appearance Jane Smith” – Text of Statement

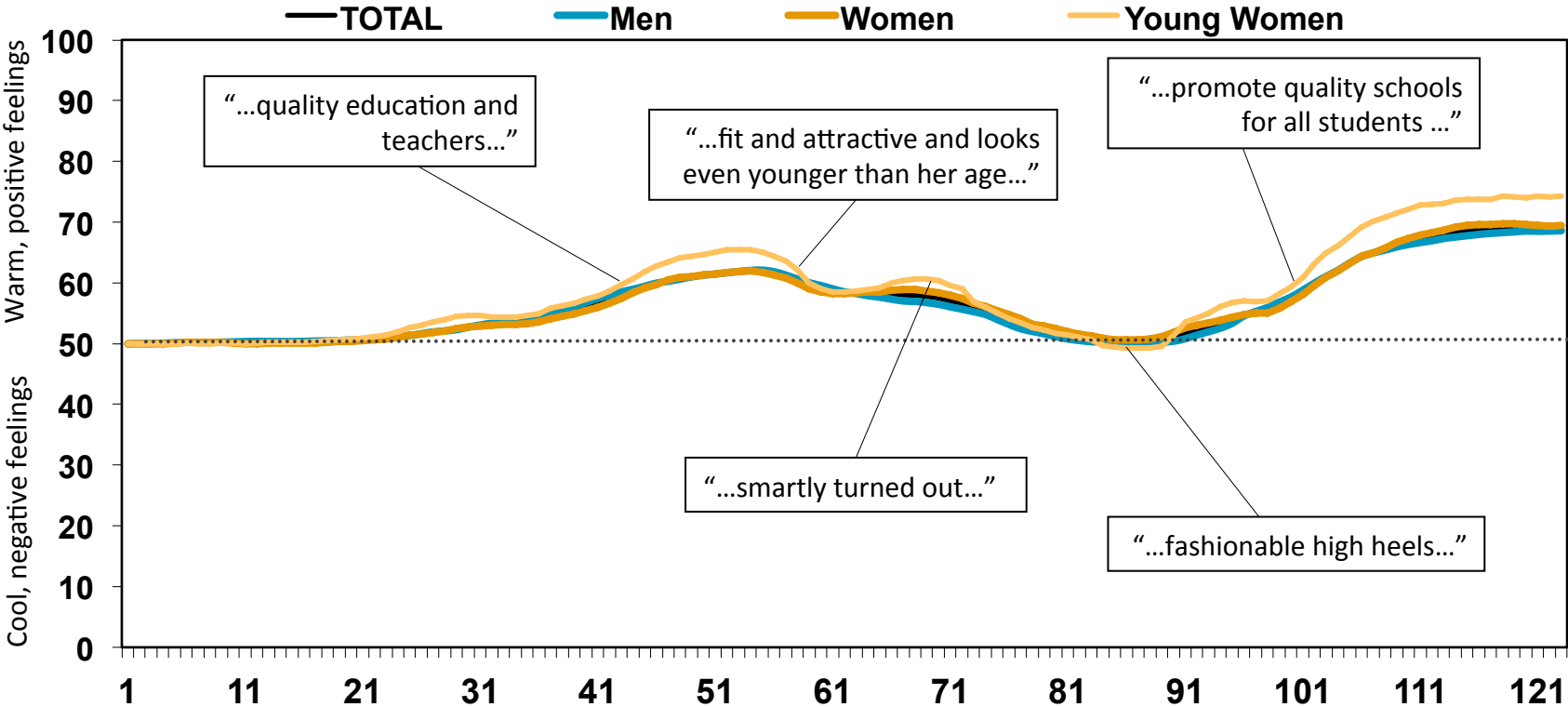
Today the State Legislature passed education legislation and our legislator Jane Smith voted for funding for **quality education and teachers**. **In person, Smith is fit and attractive and looks even younger than her age. At the press conference, smartly turned out in a ruffled jacket, pencil skirt, and fashionable high heels,** Smith told reporters about her **support for the legislation and the need to promote quality schools for all students** to ensure our children 21st century jobs.

Split sampled question

DIAL RATINGS			
	Mean	Min	Max
Total	57	39	75
Men	57	40	73
Women	57	38	76
Young Women	59	37	79

“Positive Appearance Jane Smith”

Voters who heard the positive description of Jane Smith start to dial down around the descriptive language. They begin to dial positively again once the focus shifts back to the education legislation.



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.



“Positive – No Appearance Dan Jones” – Text of Statement

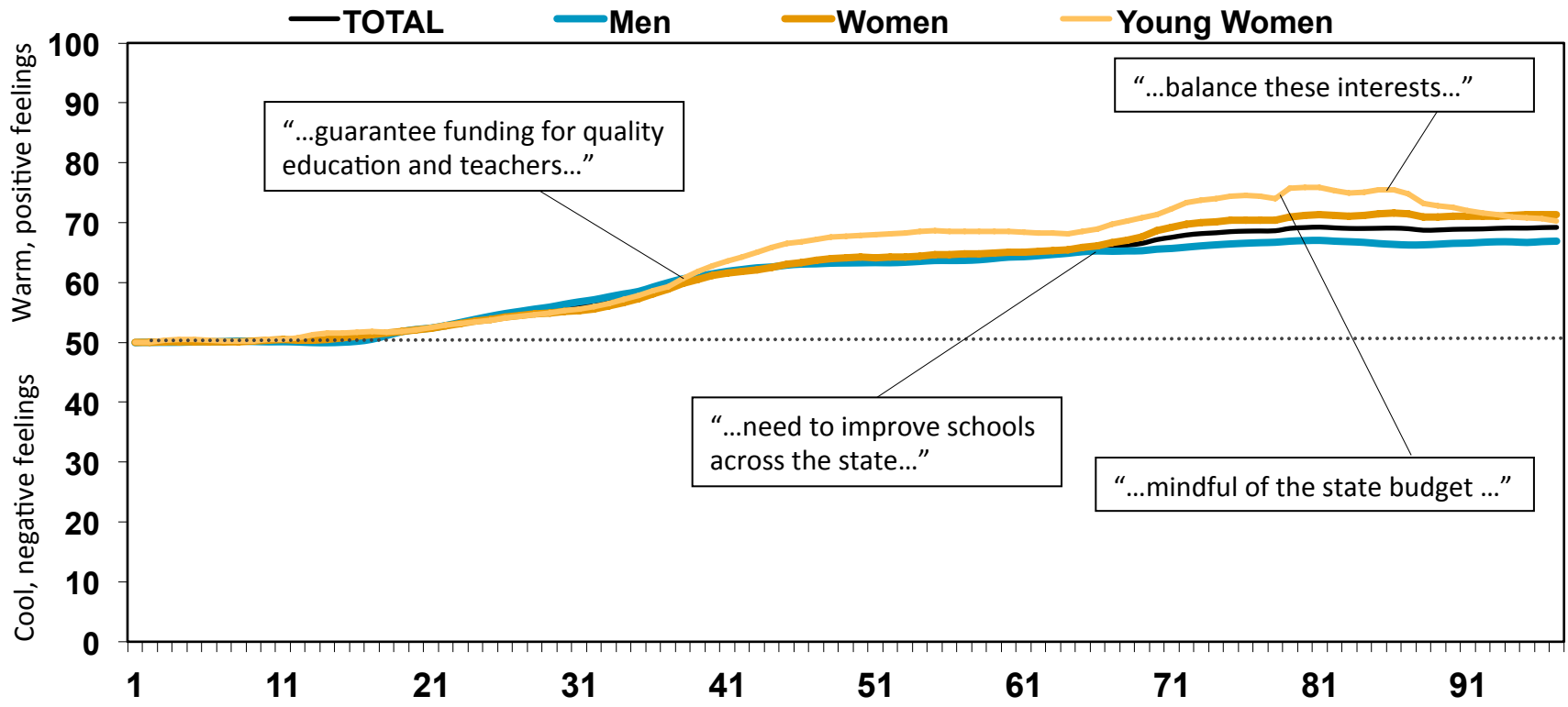
Dan Jones voted for the education legislation that passed the State Legislature today, which **will guarantee funding for quality education and teachers**. In a press conference following the vote, Jones spoke plainly but compellingly about the **need to improve schools for students across the state**, but that we need to be mindful of the state budget and how we balance these interests.

Split sampled question

DIAL RATINGS			
	Mean	Min	Max
Total	62	46	76
Men	61	46	73
Women	62	46	78
Young Women	64	46	81

“Positive – No Appearance Dan Jones”

The overall trend is the same for voters who heard the positive description of Jane Smith. Younger women continue to dial a bit more positively than women overall and men.



Split sampled question

Now you are going to hear an excerpt from a news story from a major newspaper about Dan Jones 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 Dan Jones and 100 is very warm, favorable feelings toward Dan Jones, 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.



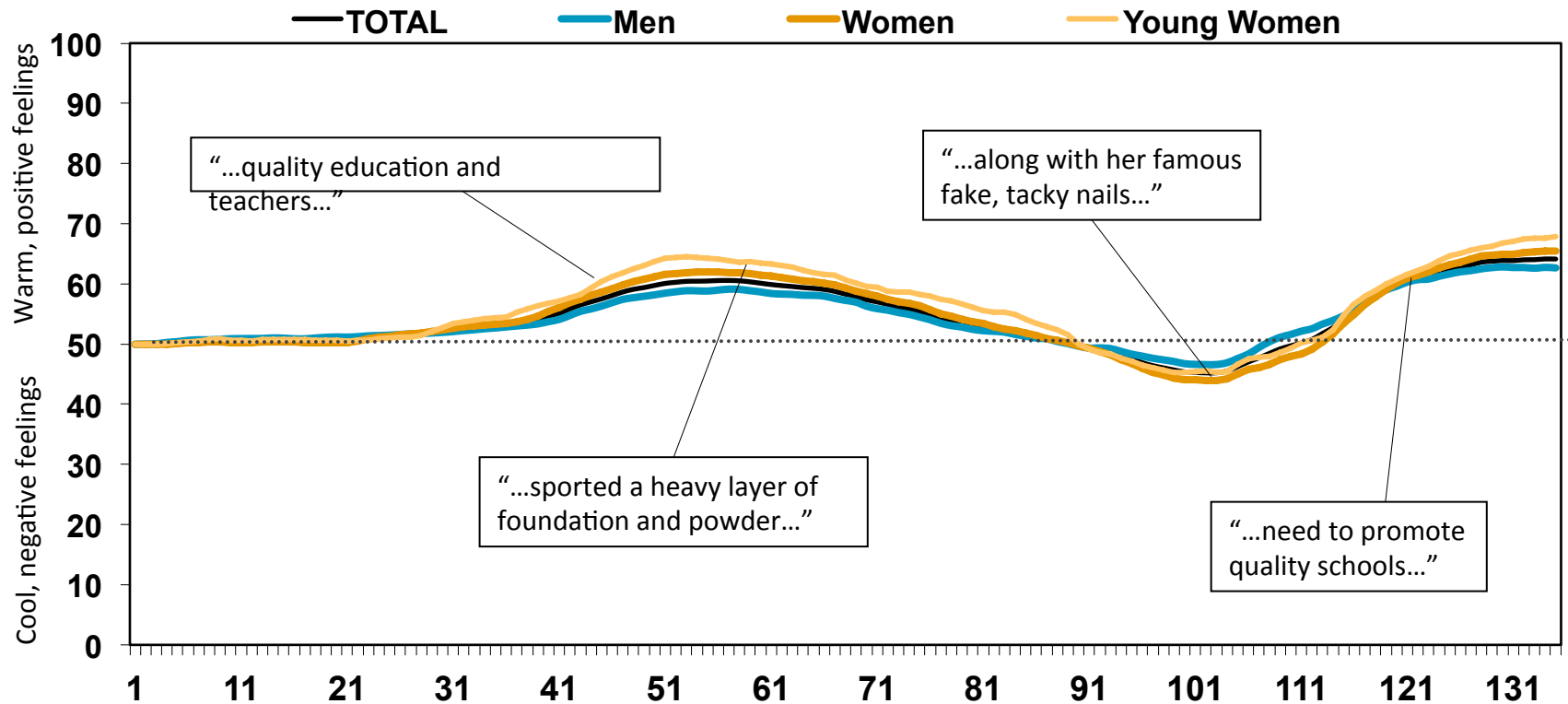
“Negative Appearance Jane Smith” – Text of Statement

Today the State Legislature passed education legislation and our legislator Jane Smith voted for funding for **quality education and teachers**. At the press conference **Smith unfortunately sported a heavy layer of foundation and powder that had settled into her forehead lines, creating an unflattering look for an otherwise pretty woman, along with her famous fake, tacky nails**. She told reporters about her support for the legislation and the **need to promote quality schools for all students** to ensure our children 21st century jobs.

DIAL RATINGS			
	Mean	Min	Max
Total	54	36	71
Men	54	37	70
Women	55	35	72
Young Women	56	34	75

“Negative Appearance Jane Smith”

Men, women and young women dial down consistently throughout the negative appearance description and only dial up again when the coverage shifts off of Jane’s appearance.



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.

“Negative – No Appearance Dan Jones” – Text of Statement

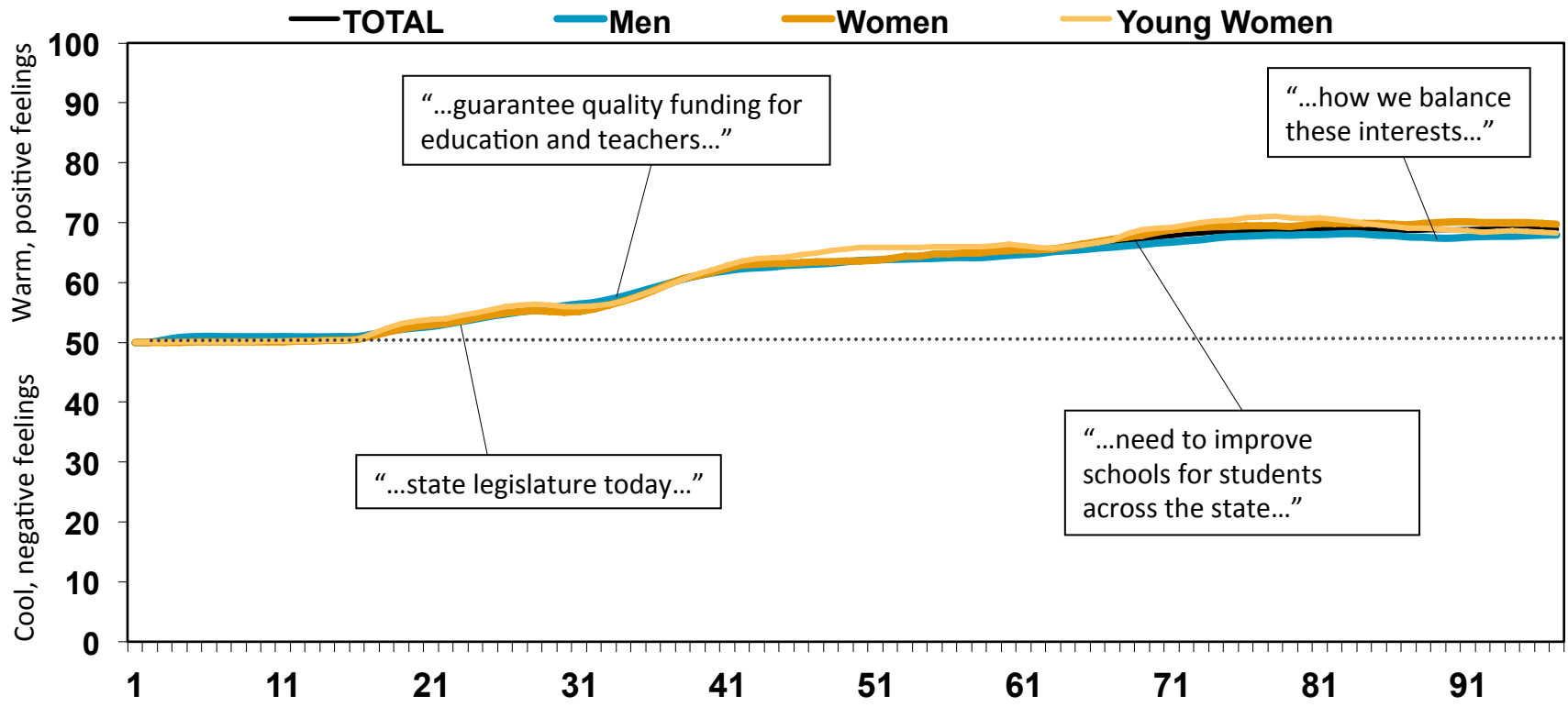
Dan Jones voted for the education legislation that passed the State Legislature today, which will **guarantee funding for quality education and teachers**. In a press conference following the vote, Jones spoke plainly but compellingly about the **need to improve schools for students across the state**, but that we need to be mindful of the state budget and how we balance these interests.

Split sampled question

DIAL RATINGS			
	Mean	Min	Max
Total	62	47	75
Men	61	47	74
Women	62	47	76
Young Women	63	46	76

“Negative – No Appearance Dan Jones”

For those who heard the negative description of Jane’s appearance, the dial patterns for Dan Jones remain consistent with those from the other samples. It is clear that he pays no price for the media covering Jane in a negative fashion.



Split sampled question

Now you are going to hear an excerpt from a news story from a major newspaper about Dan Jones 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 Dan Jones and 100 is very warm, favorable feelings toward Dan Jones, 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.



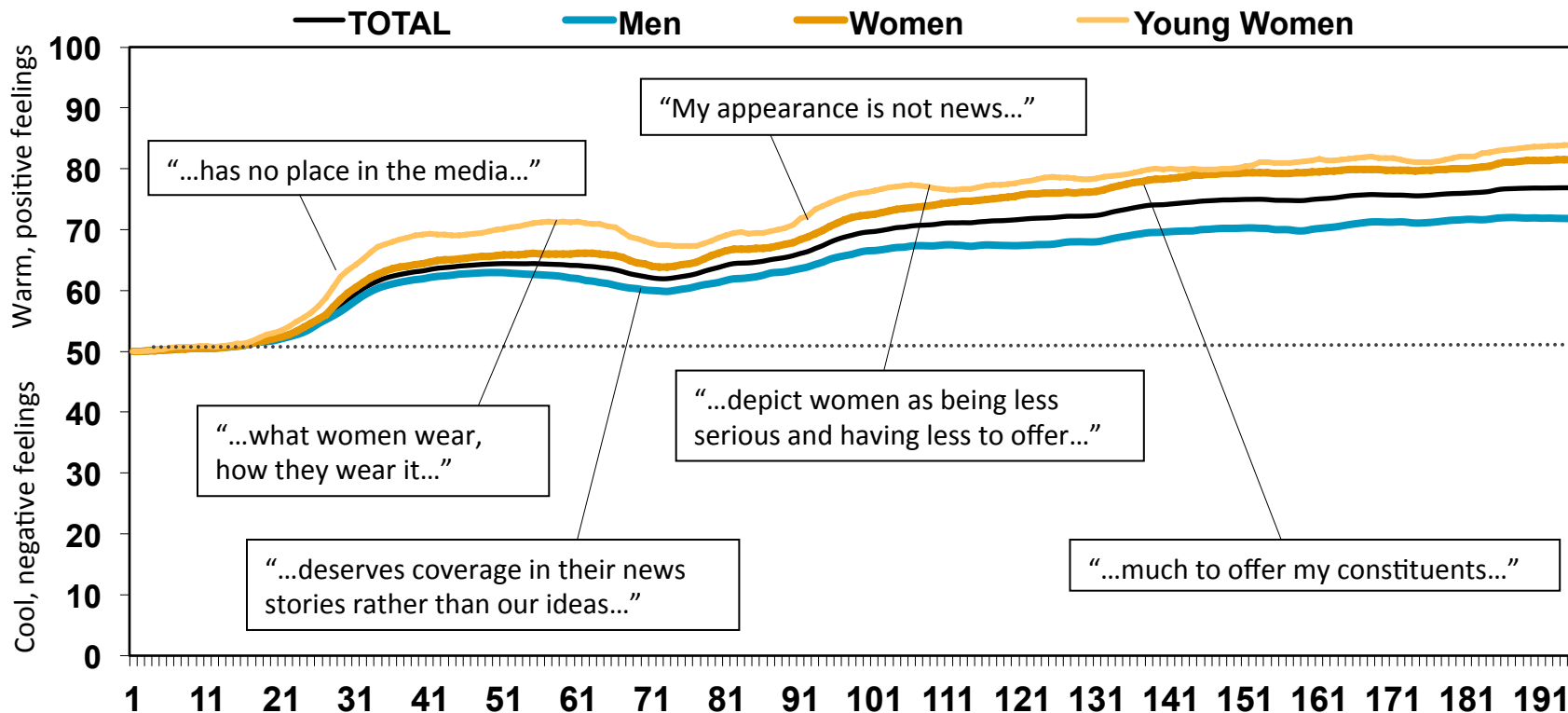
“Jane Smith Responds” – Text of Statement

What I wear or how I choose to wear my hair or nails has **no place in the media coverage of my race**. However, apparently the media and others have decided that what women wear, how they wear it, and how they decide to do their hair deserves coverage in their news stories rather than **our ideas, experiences, and vision**. **My appearance is not news and does not deserve to be covered**. **Rarely do they cover men in this fashion and by doing so they depict women as less serious and having less to offer voters**. **I have much to offer my constituents** and none of it has to do with my appearance or my fashion choices. This kind of coverage damages our political debate and our democracy and ultimately it hurts how women and young girls see themselves in our society.

DIAL RATINGS			
	Mean	Min	Max
Total	68	40	85
Men	65	40	81
Women	70	40	88
Young Women	73	41	90

“Jane Smith Responds”

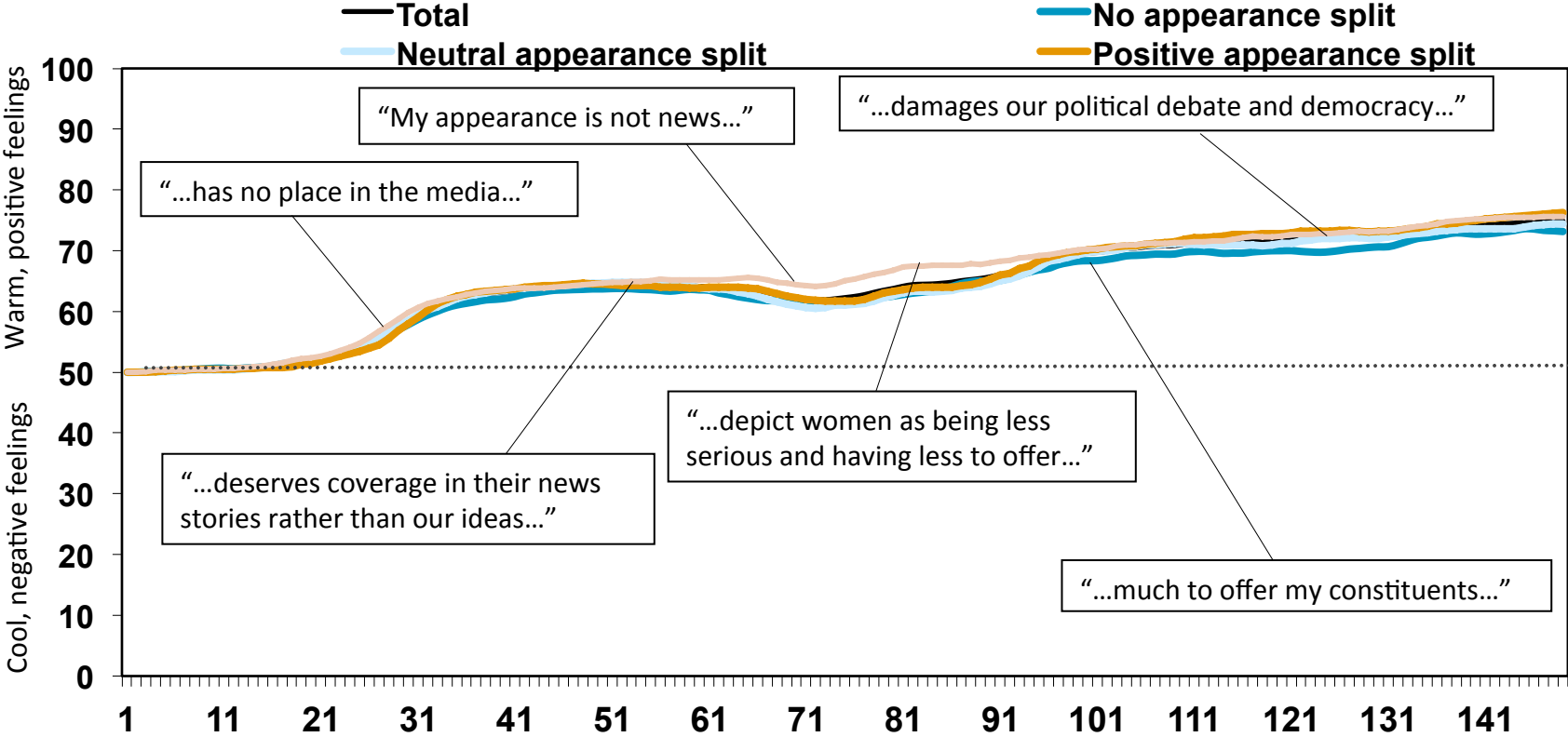
When Jane Smith responds to the coverage, voters start dialing up when she asserts that there is no place in the media for appearance-focused commentary. There are small dips around “what women wear” and that this “deserves coverage in the news.” But voters dial up on “my appearance is not news” and continue an upward trend through the rest of the message.



Now you are going to hear an excerpt from a news story from a major newspaper about Dan Jones 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 Dan Jones and 100 is very warm, favorable feelings toward Dan Jones, 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”

Regardless of the type of appearance coverage voters heard, they respond well. Even those who heard no description of Jane's appearance dial in line with those who heard some of the most damaging language.



Now you are going to hear an excerpt from a news story from a major newspaper about Dan Jones 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 Dan Jones and 100 is very warm, favorable feelings toward Dan Jones, 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.



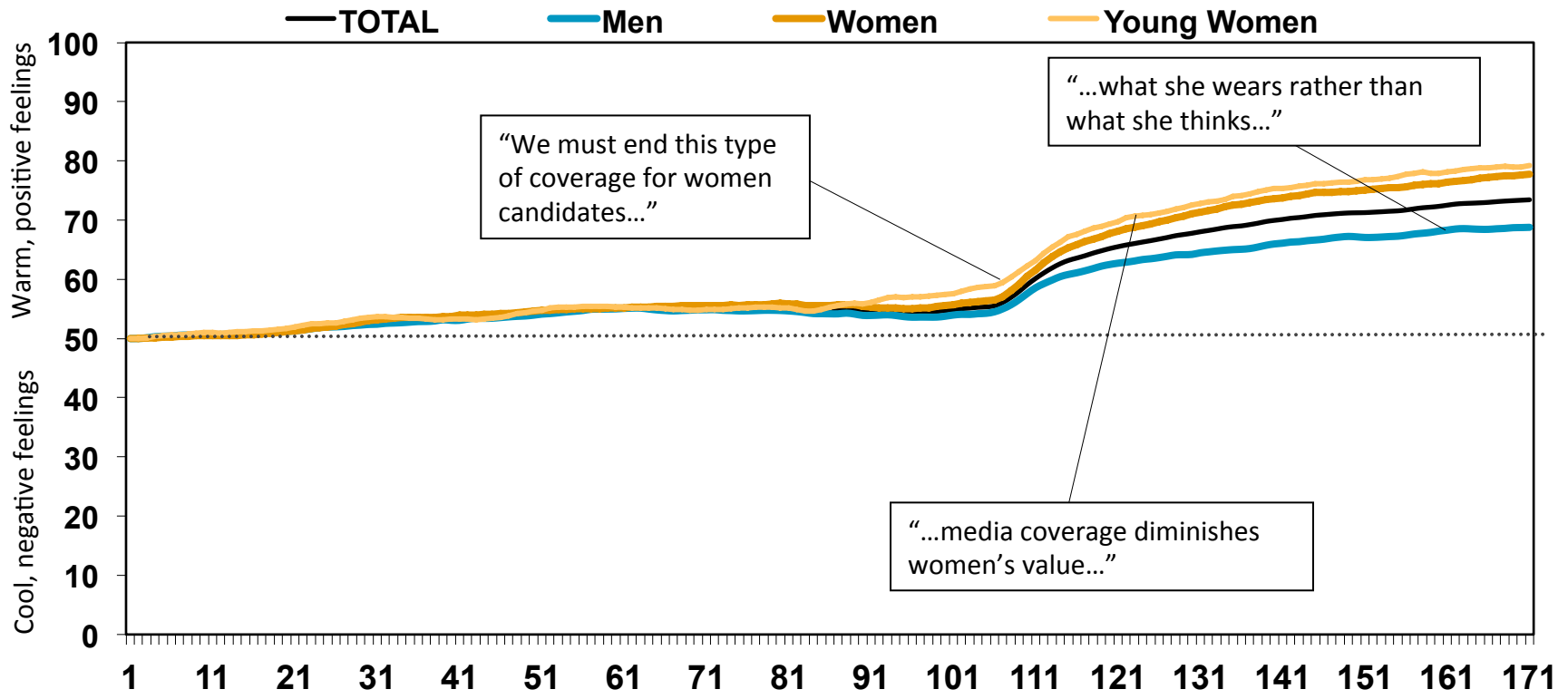
“Validators” – Text of Statement

Across America a broad array of organizations and leaders, including The Media Accountability Project critiqued the media coverage made about Jane Smith in her race for elected office. One prominent leader of The Media Accountability Project said “Often, female candidates are judged based on their appearance, wardrobe, and personality, rather than their qualifications.” **We must end this type of coverage for women candidates.** It may not seem like it is harmful, but this media coverage diminishes women’s value and the valid views they bring to the table when the coverage focuses on what she wears, rather than what she thinks.

DIAL RATINGS			
	Mean	Min	Max
Total	59	40	80
Men	58	39	77
Women	61	40	83
Young Women	62	41	84

“Validators”

The language from Name It. Change It. does not really kick off until the avowal that we must end this type of coverage. From there, men, women and young women dial up consistently, although men are less positive than women.

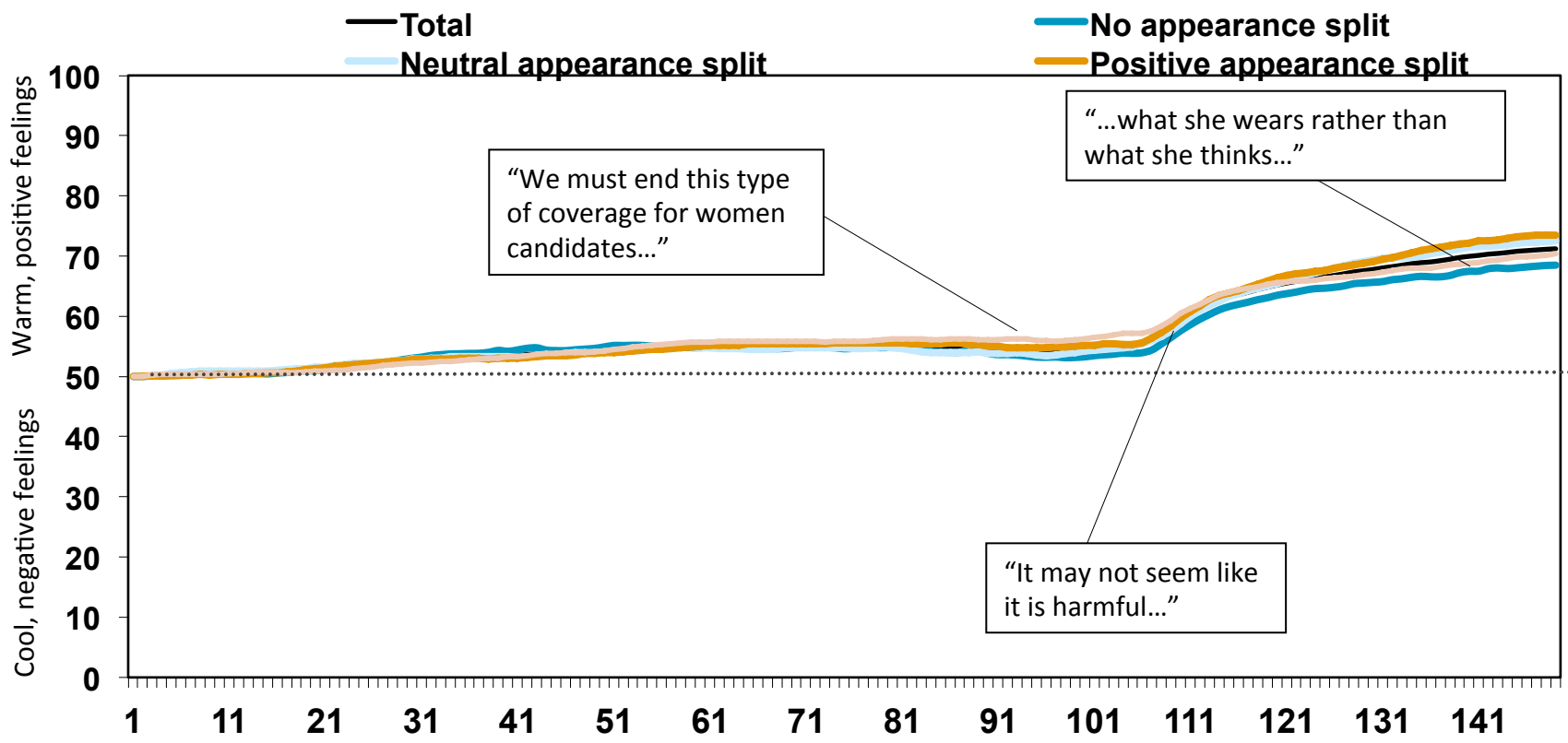


Now you are going to hear an excerpt from a news story from a major newspaper about Dan Jones running for Congress. As you listen to the audio, use the slider to show how you feel about what you're hearing, where 0 is very cool, unfavorable feelings toward Dan Jones and 100 is very warm, favorable feelings toward Dan Jones, 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”

Again, whether voters heard no description of Jane’s appearance, a neutral description, a positive description, or a negative description, they dial nearly exactly the same.



Now you are going to hear an excerpt from a news story from a major newspaper about Dan Jones 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 Dan Jones and 100 is very warm, favorable feelings toward Dan Jones, 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.





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