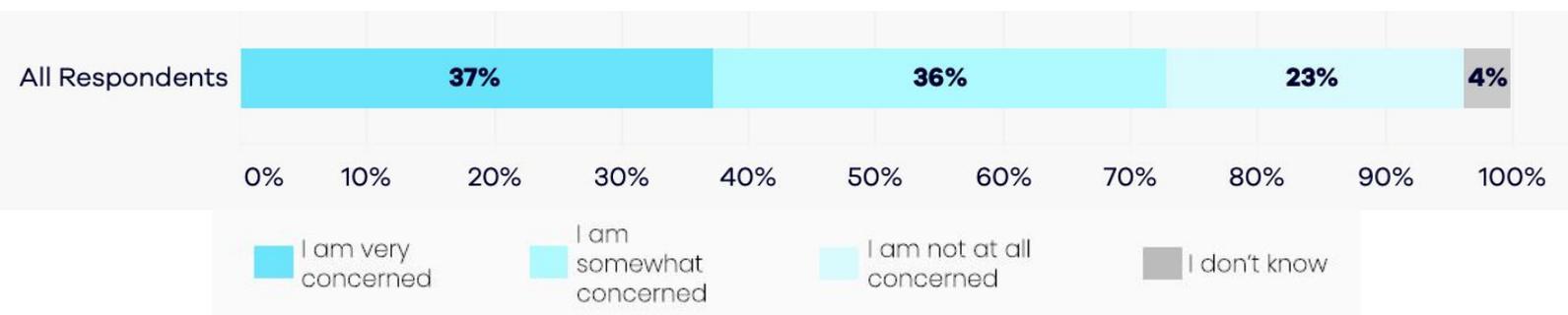


A strong majority of respondents are concerned about sexism women in politics face.

72% of respondents are concerned about sexism faced by women in politics.

How concerned are you personally about the sexism that women face when running for and holding public office?



Concern is driven by three distinct themes - treatment of women, principles of sexism, and electability.

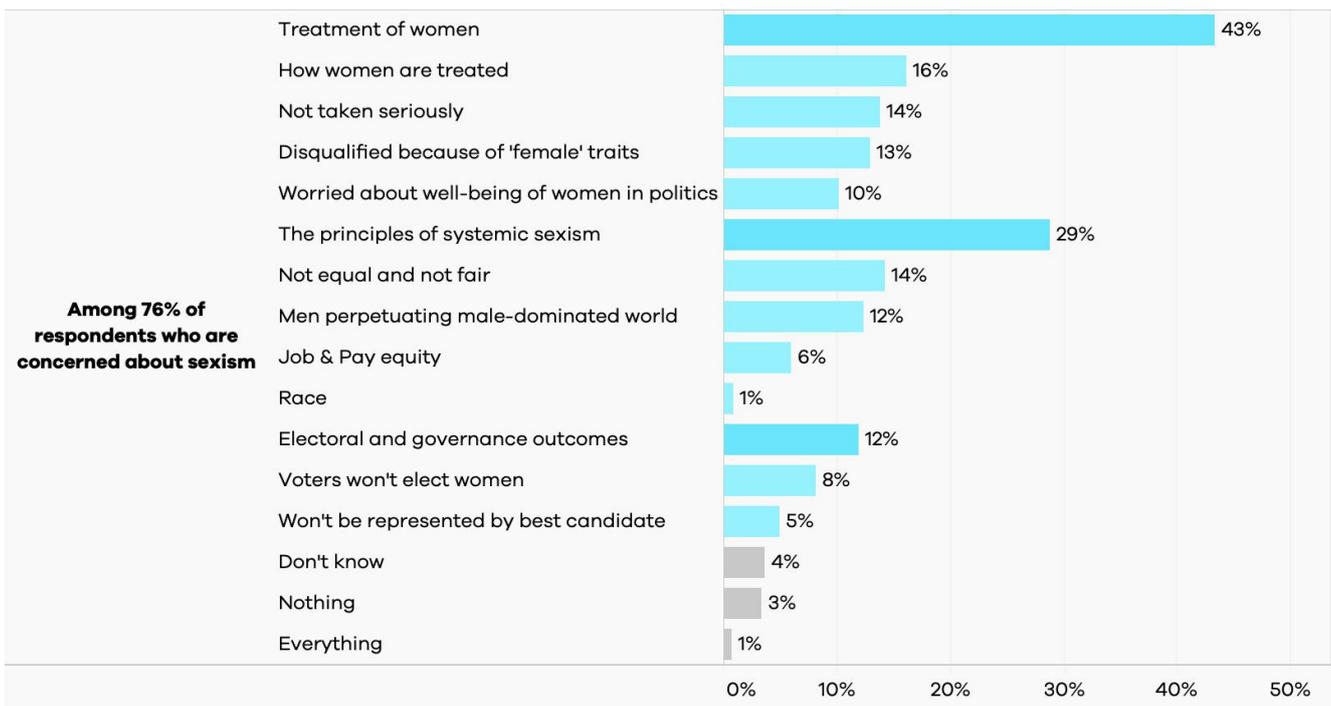
Those who say they are concerned about sexism cite:

Treatment of women (43%)

Principles of sexism (29%)

Electoral & governance outcomes (12%)

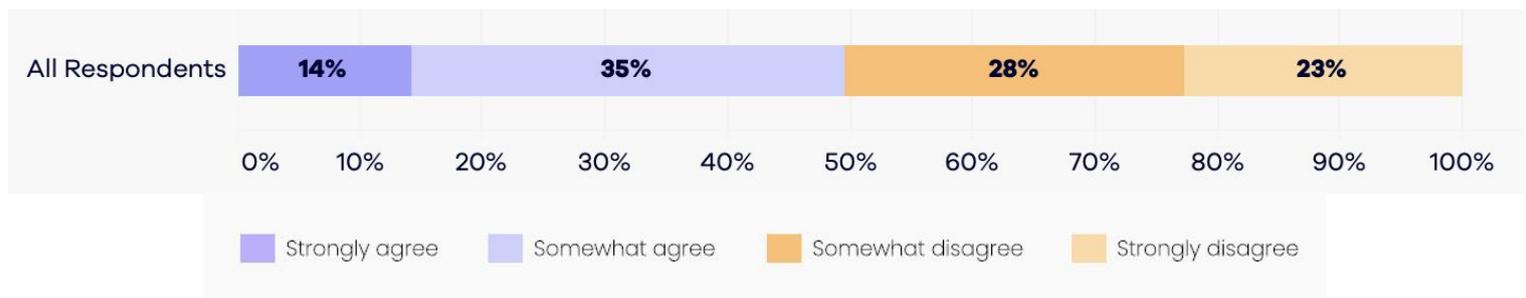
What specifically most concerns you about the sexism that women face when running for office?



Women in politics must address sexism and prove electability. Voters want both.

49% agree women need to consider their electability when deciding whether or not to address sexism.

[Electability] Do you agree or disagree that women in politics need to consider their electability when deciding whether or not to address sexism?



Cont.

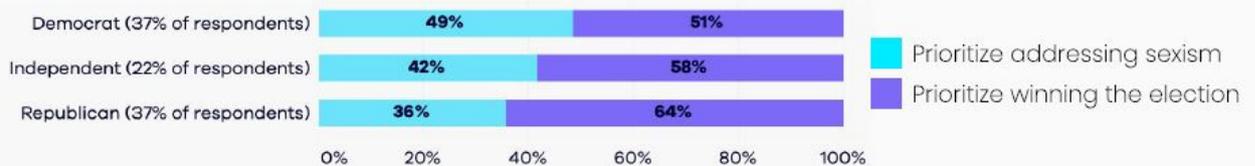
When a woman running for office is deciding if and how to address sexism:

A soft majority across political IDs believe a candidate should prioritize winning over addressing sexism.

A strong majority believe she should do what aligns best with her values and what's best for all women.

When a woman running for office is deciding if and how to address sexism:

[Prioritize: Election vs. Sexism] is it more important that she prioritizes winning the election OR prioritizes addressing sexism?



[Prioritize: Voters vs. Values] is it more important that she does what will be most supported by voters OR does what aligns best with her values?



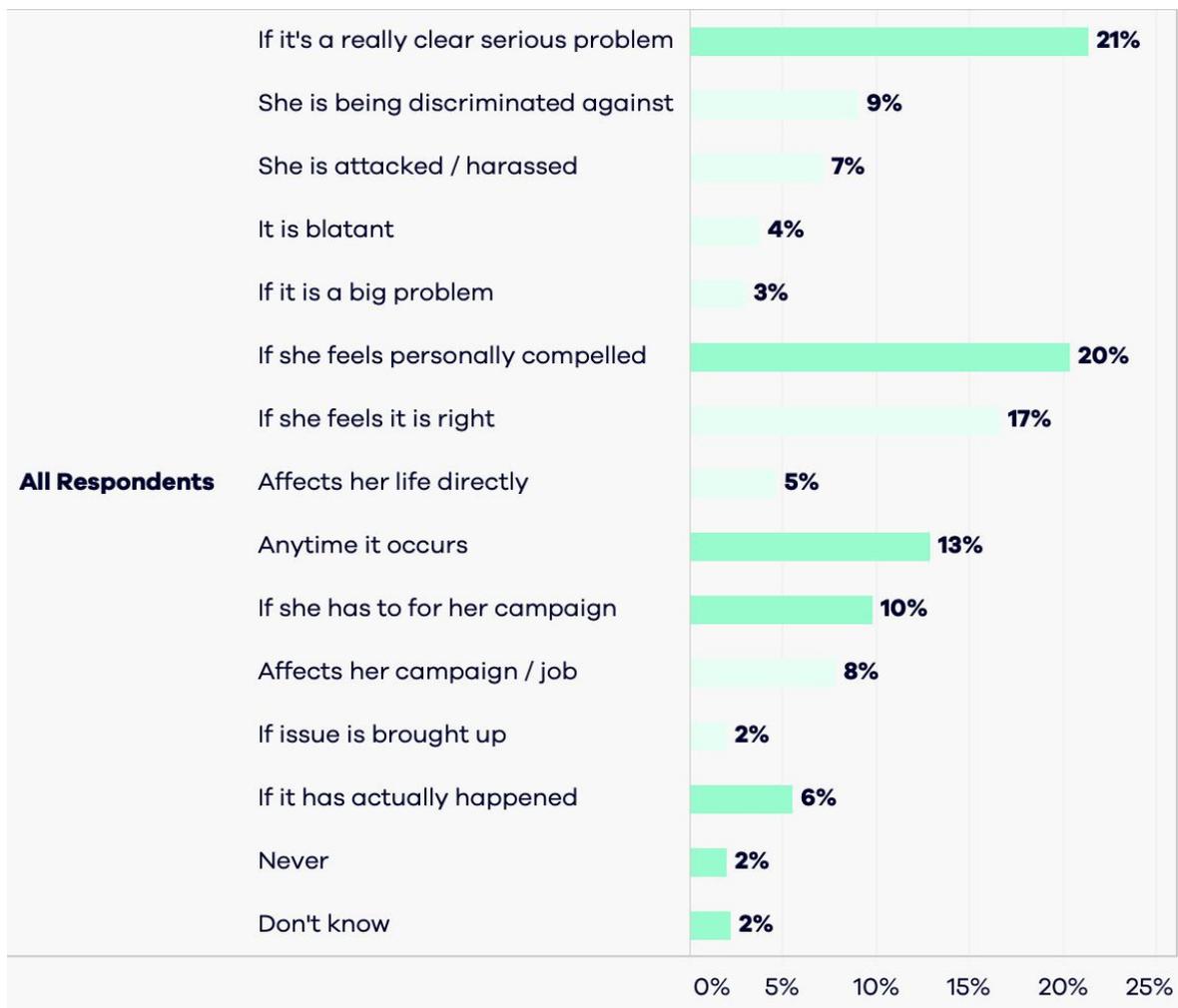
[Prioritize: Women vs. Campaign] is it more important that she focuses on what's best for all women and girls OR focuses on what's best for her campaign?



Candidates should address the incident if it's serious and she is compelled.

If the incident is clearly serious and if the candidate feels authentically called to take action, then the majority of respondents are supportive of addressing sexism.

[Address Sexism] When a woman is running for office she should point out and address sexism if...



Perceptions of the severity drive support for a response.

Hypothetical scenarios posed to respondents:

Scenario #1: Body Comment

A campaign posts a photo of a woman candidate wearing a dress at an evening event. Her opponent responds to the tweet by making a rude comment about her appearance and her body.

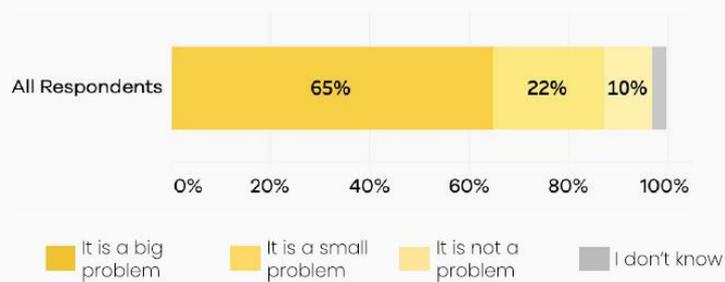
Scenario #2: Biased Question

While at a public debate, the host who is a respected media personality, asks the only female candidate on stage a question about balancing work and family. No other candidates receive this question.

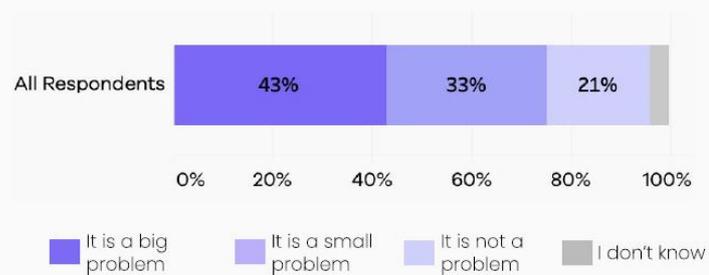
Cont.

65% say the body comment is a big problem; Perceptions of problem for biased question are more distributed - 43% say it is a big problem & 33% say it is a small problem.

[Body Comment: Problem] How much of a problem do you believe this behavior is?



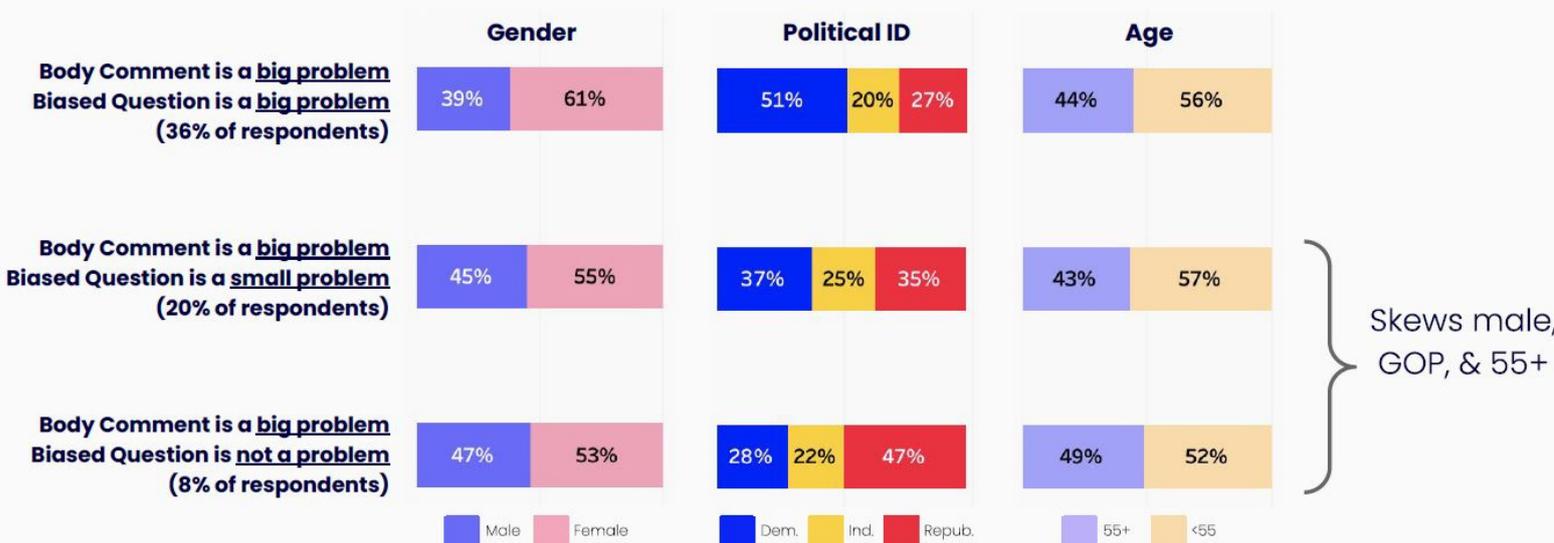
[Biased Question: Problem] How much of a problem do you believe this behavior is?



Cont.

Those who rank the body comment as a big problem but the biased question as a small/no problem skew male, GOP, & 55+

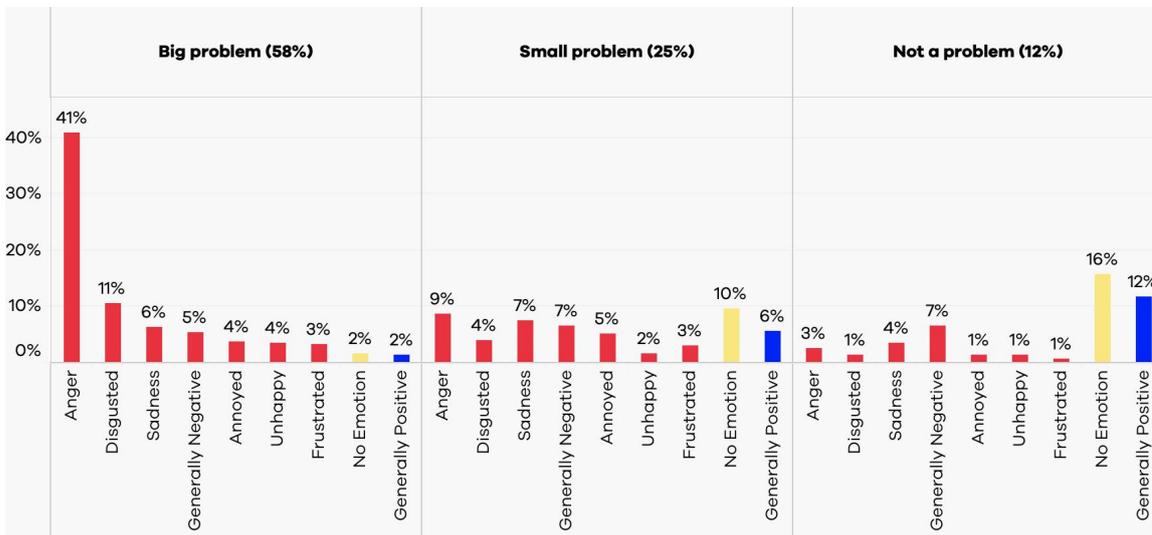
[Problem Skews] How much of a problem do you believe this behavior is?



Cont.

Anger spikes among those who believe the joke is a big problem.

[Joke] What emotion best describes how you feel about this kind of incident?



Big Problem (58%):

Negative: 77%

Positive: 2%

Conflicted: 3%

Small Problem (25%):

Negative: 43%

Positive: 9%

Conflicted: 14%

Not A Problem (12%):

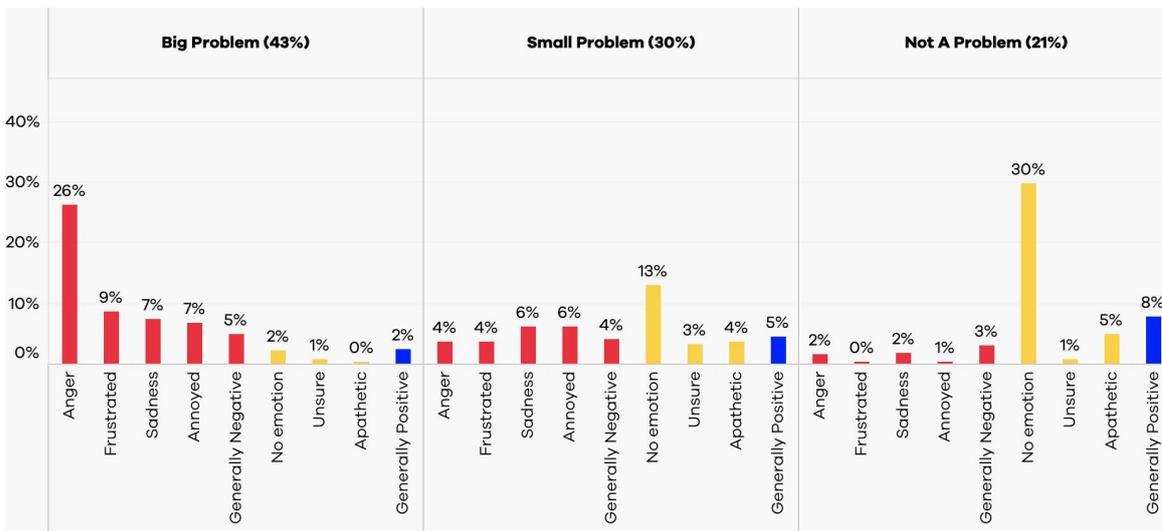
Negative: 24%

Positive: 21%

Conflicted: 18%

Those who perceive the question as not a problem are 2x as likely to feel **no emotion**.

[Question] What emotion best describes how you feel about this kind of incident?



Big Problem (43%)

Negative: 69%

Positive: 4%

Conflicted: 6%

Small Problem (30%)

Negative: 37%

Positive: 10%

Conflicted: 19%

Not A Problem (21%)

Negative: 15%

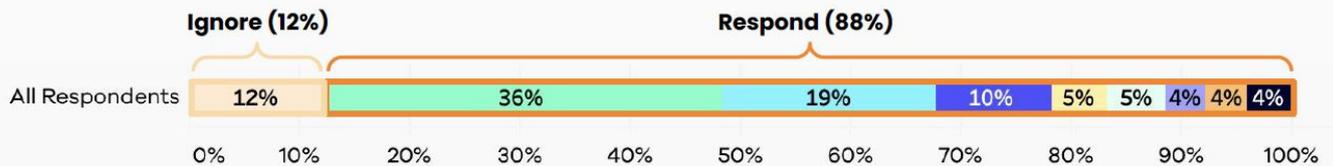
Positive: 19%

Conflicted: 33%

Cont.

A strong majority report feeling more confident in a candidate who responds to sexism, led by a calm & confident response.

[Body Comment: Increase Confidence] Which of the following responses would most increase your confidence and commitment to voting for that candidate?



[Biased Question: Increase Confidence] Which of the following responses would most increase your confidence and commitment to voting for that candidate?

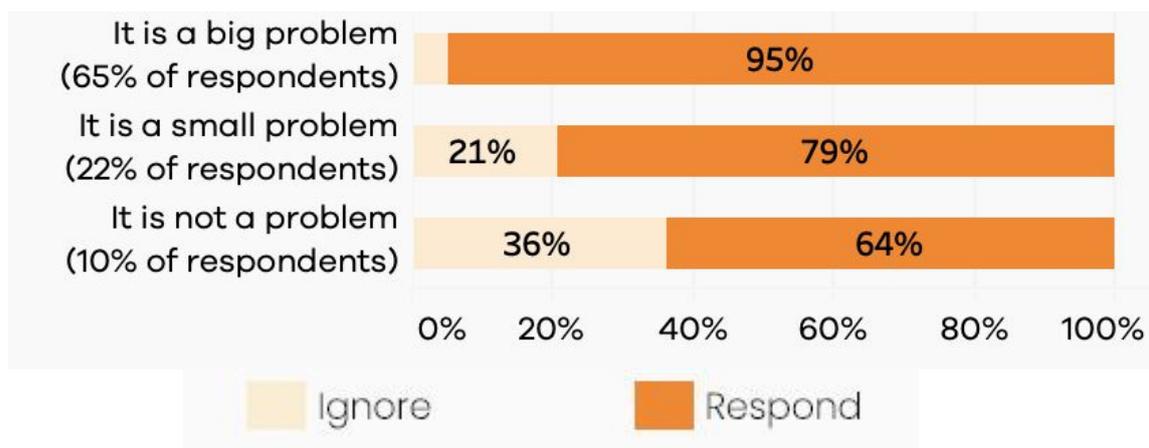


- Just ignore it and do not respond at all
 - Point out the sexism calmly and confidently, but keep the focus on the 'job' at hand
 - Point out the sexism earnestly and explain why sexism is damaging
 - Point out the sexism honestly, fully expressing her anger or hurt
 - Point out the sexism, but do it lightly with humor or a body comment
 - [Body Comment] Point out the sexism by turning the tables and making a comment about his appearance
 - Have a man respond to the sexism
 - Have a third party respond to the sexism
 - Other
- Confidential 2020

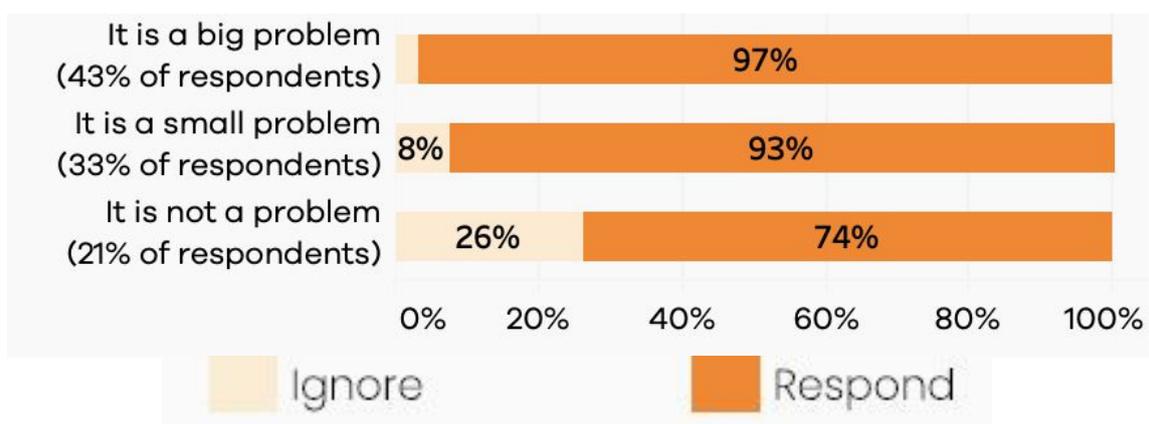
Cont.

Support for responding is correlated to perception of severity; those who perceive a problem are more likely to support a response, while those who don't are more likely to support ignoring.

[Body Comment: Increase Confidence] Which of the following responses would most increase your confidence and commitment to voting for that candidate?

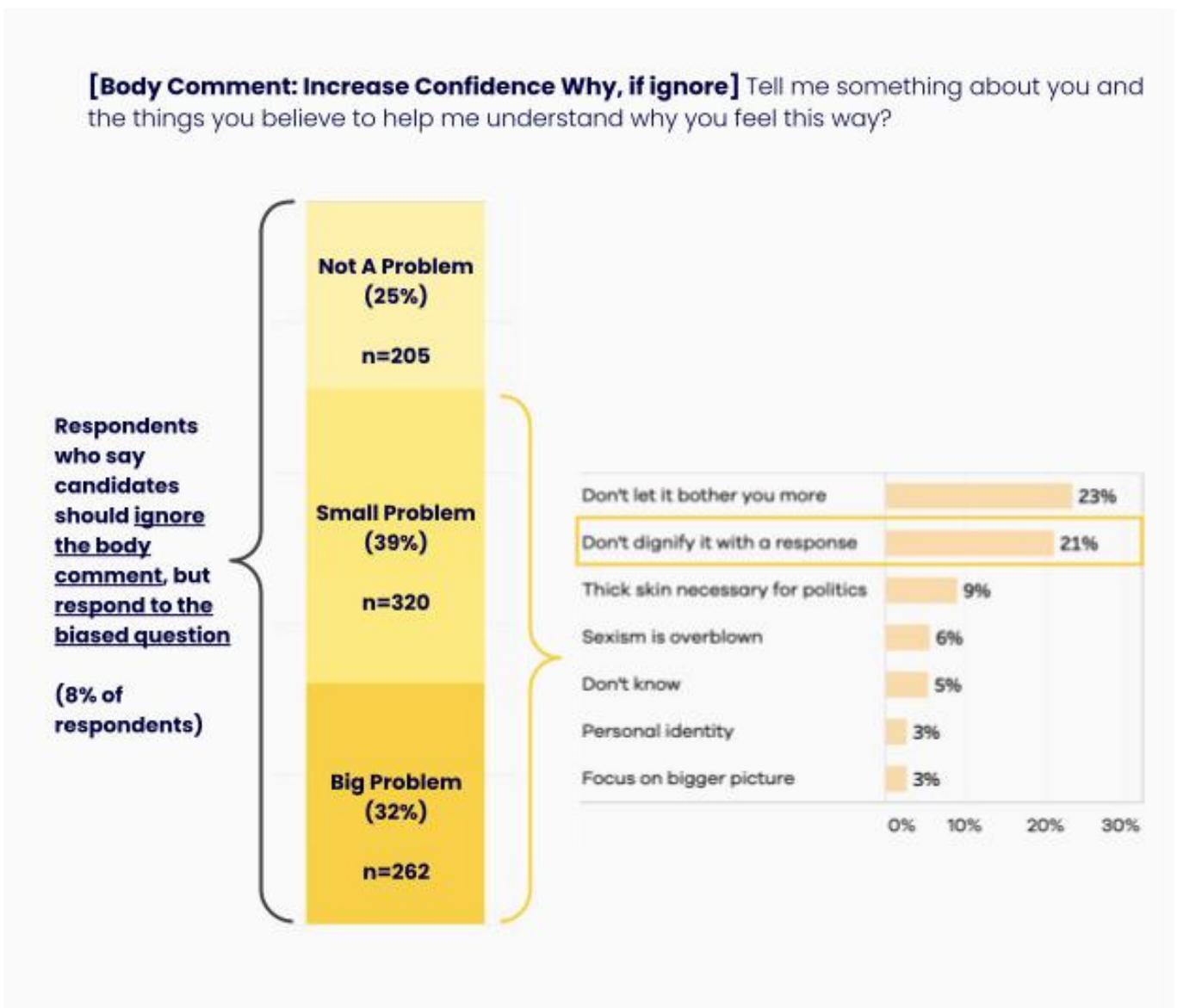


[Biased Question: Increase Confidence] Which of the following responses would most increase your confidence and commitment to voting for that candidate?



Cont.

The shift in those who say she should ignore the body comment but respond to the biased question is driven by those who say the body comment is a problem, but that she “shouldn’t dignify it with a response.”



Making It Real: What defines a clear, serious problem?

Sexist mistreatment

- "She is treated differently because of her sex." - Female, Democrat"
- "Comments are made about her qualifications and appearance." - Male, Democrat
- "She is being personally disrespected, or if laws are in place that promote sexist views she should stand up for the women she represents." - Female, Independent"
- "She sees it happening to other women and that woman is being treated unfairly"- Male, Independent

Blatant incident

- "She's is being blatantly ignored or talked over."- Female, Democrat
- "It is blatant and obvious to others."- Male, Democrat
- "It is an overt suggestion of quid pro quo, and she has documentation of such."- Male, Independent"
- "It is blatant and if it follows a pattern from whoever is guilty of sexism."- Male, Republican
- "An incident occurs which is openly and clearly an example of sexism that other people also realize is true."- Male, Republican

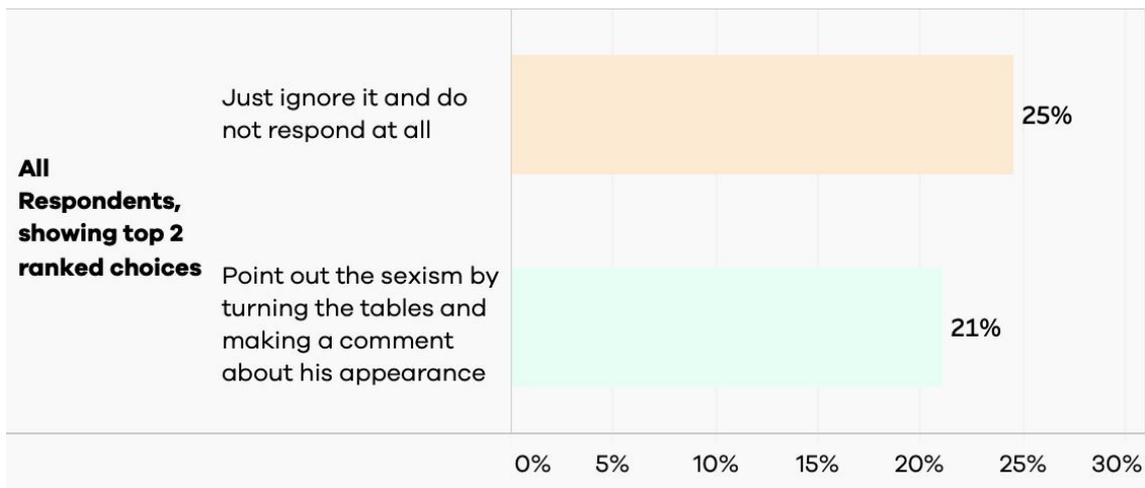
Sexual assault

- "Her opponent is sexually harassing her." - Female, Democrat"
- "If she is sexually abused, physically or verbally." - Female, Democrat
- "She has been raped."- Male, Independent
- "Its sexual harassment or assault, or it's from someone from a position of power."- Female, Republican
- "She was sexually harassed and it kept her from a job."- Female, Republican

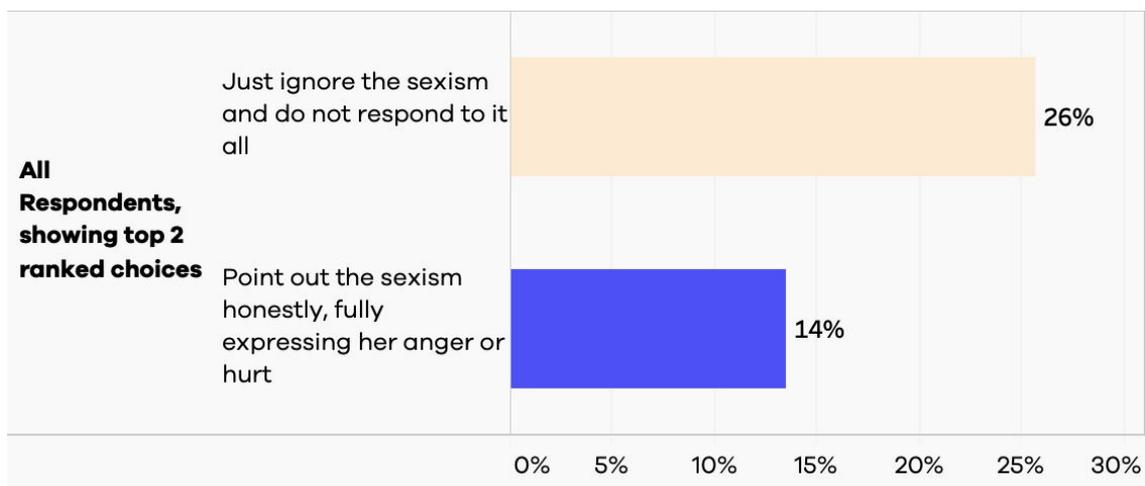
Candidates risk backlash if they ignore a serious incident or appear retaliatory/emotional.

Ignoring overt sexism, or responding angrily by retaliating or being emotional most hurts candidate support.

[Body Comment: Hurt Confidence] Which of the following responses would most hurt your confidence and commitment to voting for that candidate?



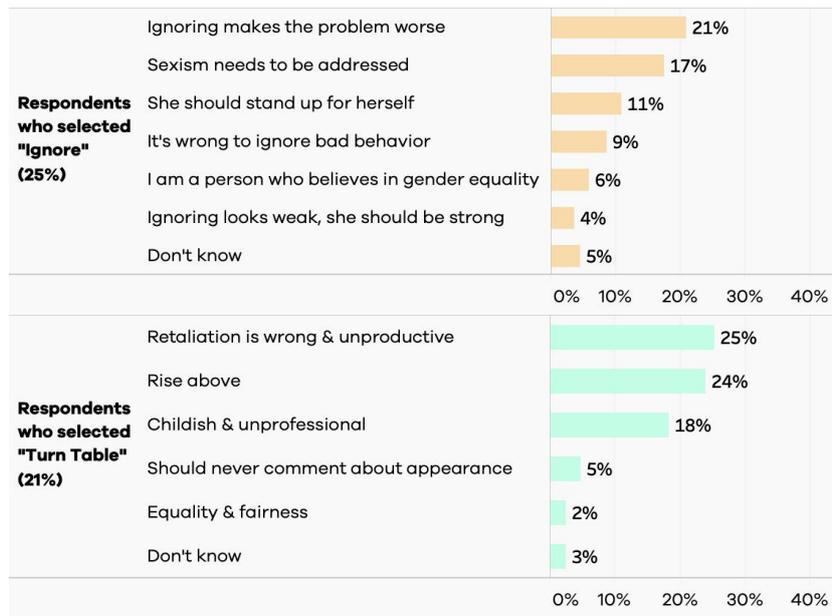
[Biased Question: Hurt Confidence] Which of the following responses would most hurt your confidence and commitment to voting for that candidate?



Cont.

Respondents who would lose confidence in a candidate who ignored sexism cite complacency and weakness; those for whom retaliation/anger is worse want a **good leader who rises above.**

[Body Comment: Hurt Confidence Why] Tell me something about you and the things you believe to help me understand why you feel this way?



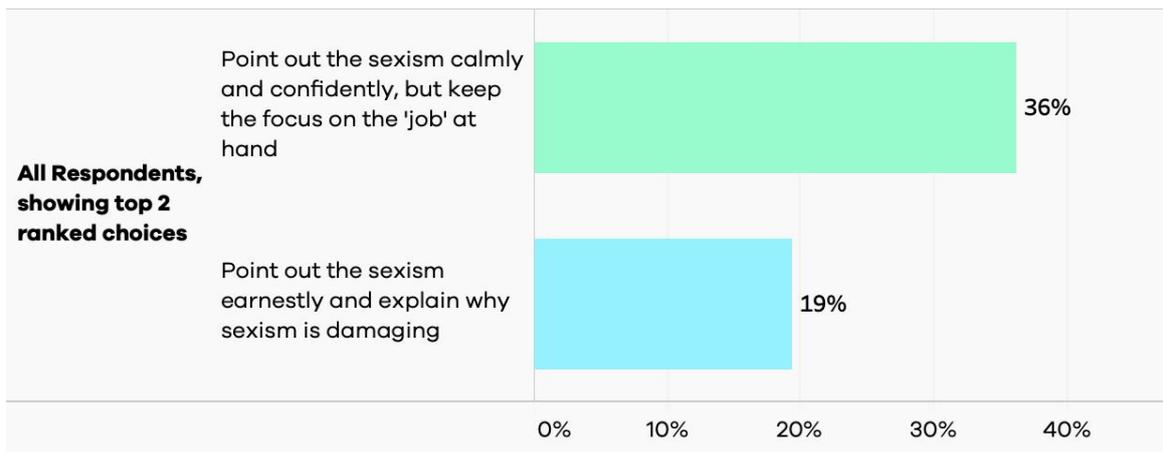
[Biased Question: Hurt Confidence Why] Tell me something about you and the things you believe to help me understand why you feel this way?



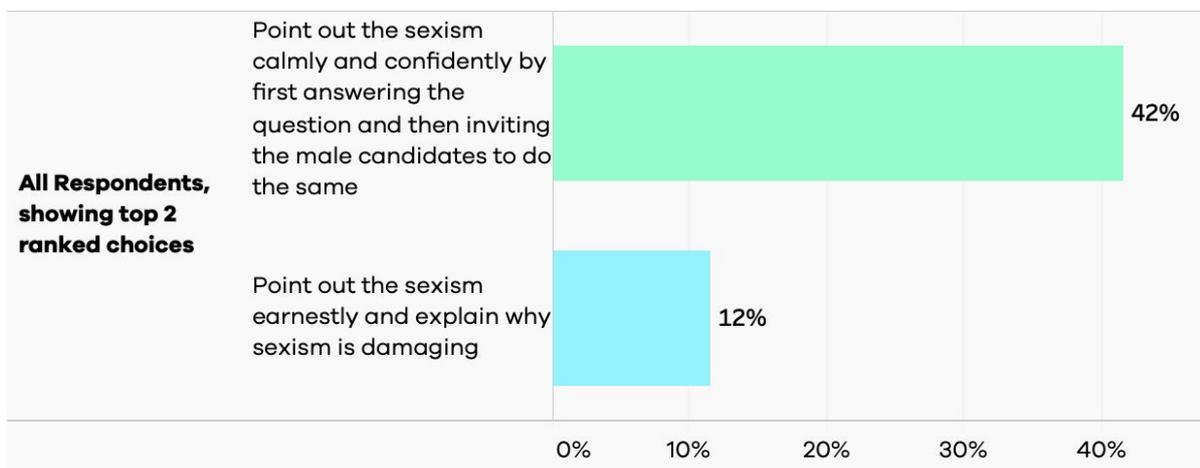
Candidates should respond with strength, calm, & professionalism.

Responding calmly/confidently most strengthens candidate support by a significant margin, followed by an earnest response.

[Body Comment: Increase Confidence] Which of the following responses would most increase your confidence and commitment to voting for that candidate?



[Biased Question: Increase Confidence] Which of the following responses would most increase your confidence and commitment to voting for that candidate?



Cont.

Respondents who prefer calm, confident and earnest responses

cite the belief that sexism shouldn't be tolerated and that this response effectively demonstrates winning leadership qualities.

[Body Comment: Increase Confidence Why] Tell me something about you and the things you believe to help me understand why you feel this way?



[Biased Question: Increase Confidence Why] Tell me something about you and the things you believe to help me understand why you feel this way?



Candidates should use the principles of story to build a personal connection.

Description of sexism women face when running for office:

Women candidates are subject to judgement about so much more than their qualifications or vision—their facial expressions, appearance, fashion, and tone of voice are all scrutinized.

Women with kids are accused of being unfit for politics because they're too busy taking care of their children, while women without kids are criticized for being too ambitious, or incapable of understanding the issues families face.

If women don't prioritize "women's issues," they're seen as betraying their gender. If they do, they're seen as an extreme feminist with a narrow skillset.

If a woman is trying to make her point by speaking forcefully, she's unlikeable, angry, or even hormonal. But if she adopts a lighter tone, she's dismissed as unintelligent or not serious enough. And because so many people are threatened by super smart women, women have to be careful to balance their intelligence with kindness and approachability.

And it's not just comments from politicians or the public—media shape perceptions of who is electable through a deeply sexist lens.

Cont.

79% agree with this description of the sexism women face.

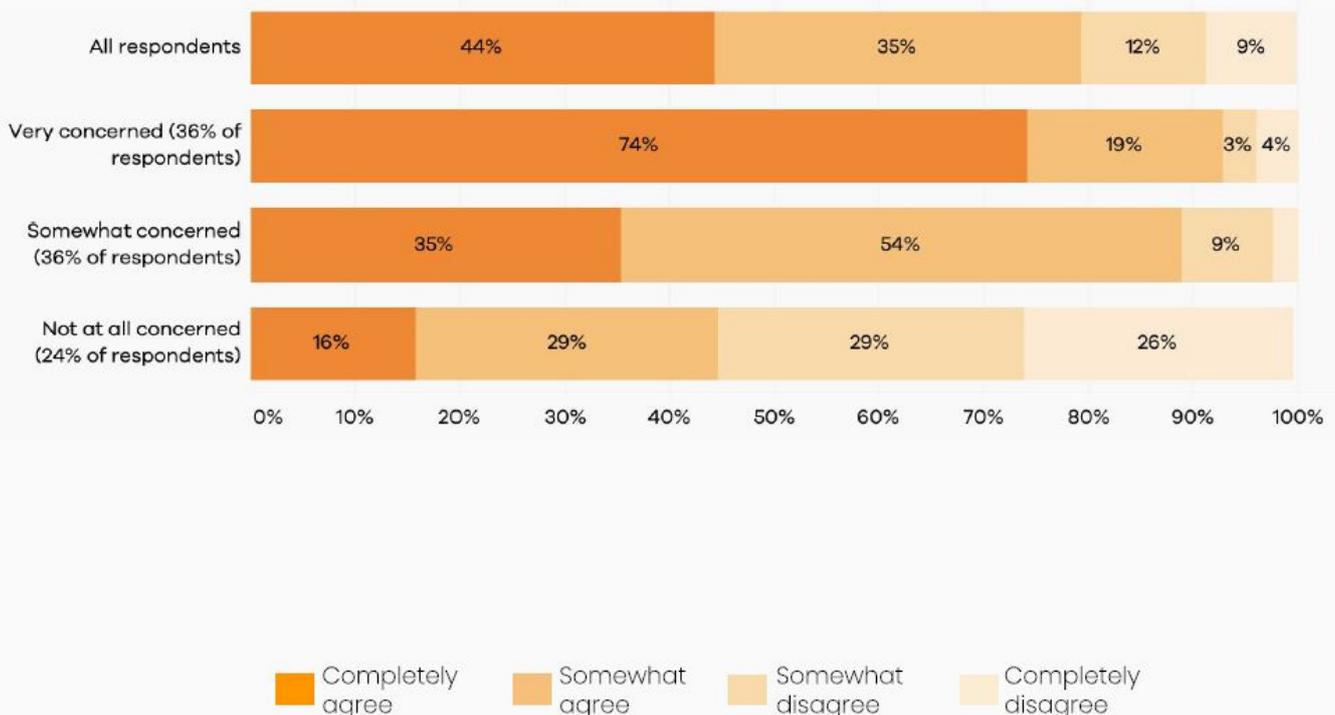
Among “very concerned”:

- 74% completely agree
- 19% somewhat agree

Among “somewhat concerned”

- 35% completely agree
- 54% somewhat agree

Based on what you’ve seen and heard, do you agree with or disagree with this statement about what it’s like to be a woman running for office in 2020?



Cont.

Those who agree with the description feel negatively and are split between activating and inhibiting emotions.

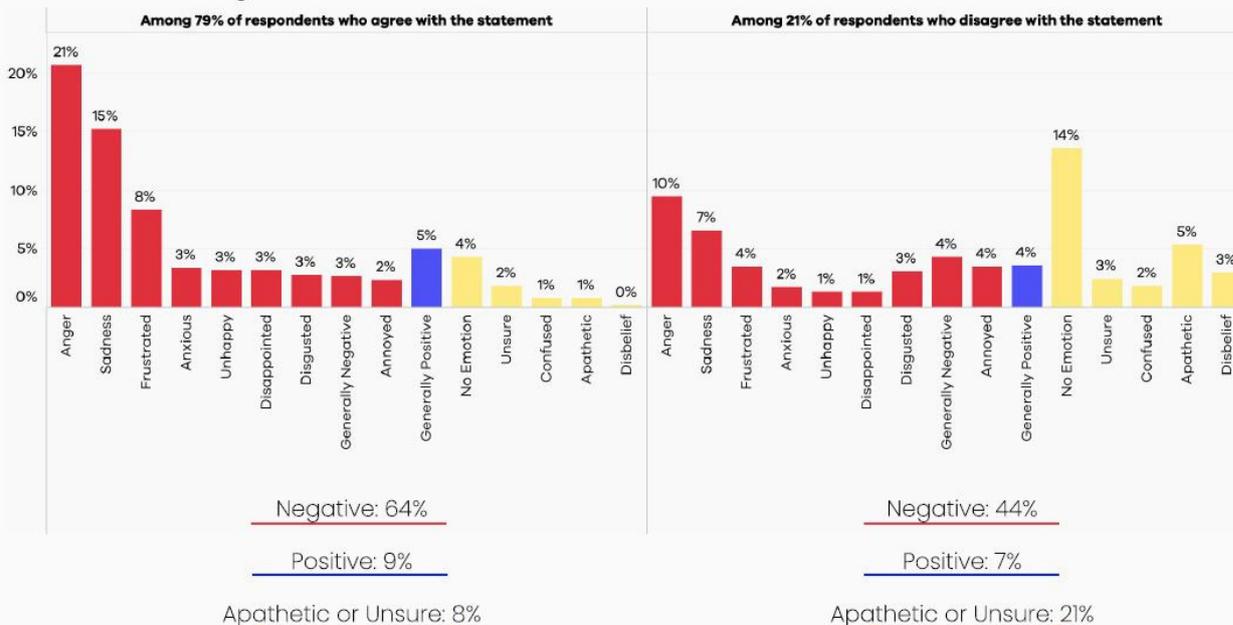
Among agree:

- Activating: 31%
- Agitating: 16%
- Inhibiting: 28%

Among disagree:

- Activating: 23%
- Agitating: 9%
- Inhibiting: 35%

What emotion best describes how you feel when you read this description of the sexism that women face when running for office?



Among agree:

- Activating: 31%
- Agitating: 16%
- Inhibiting: 28%

Among disagree:

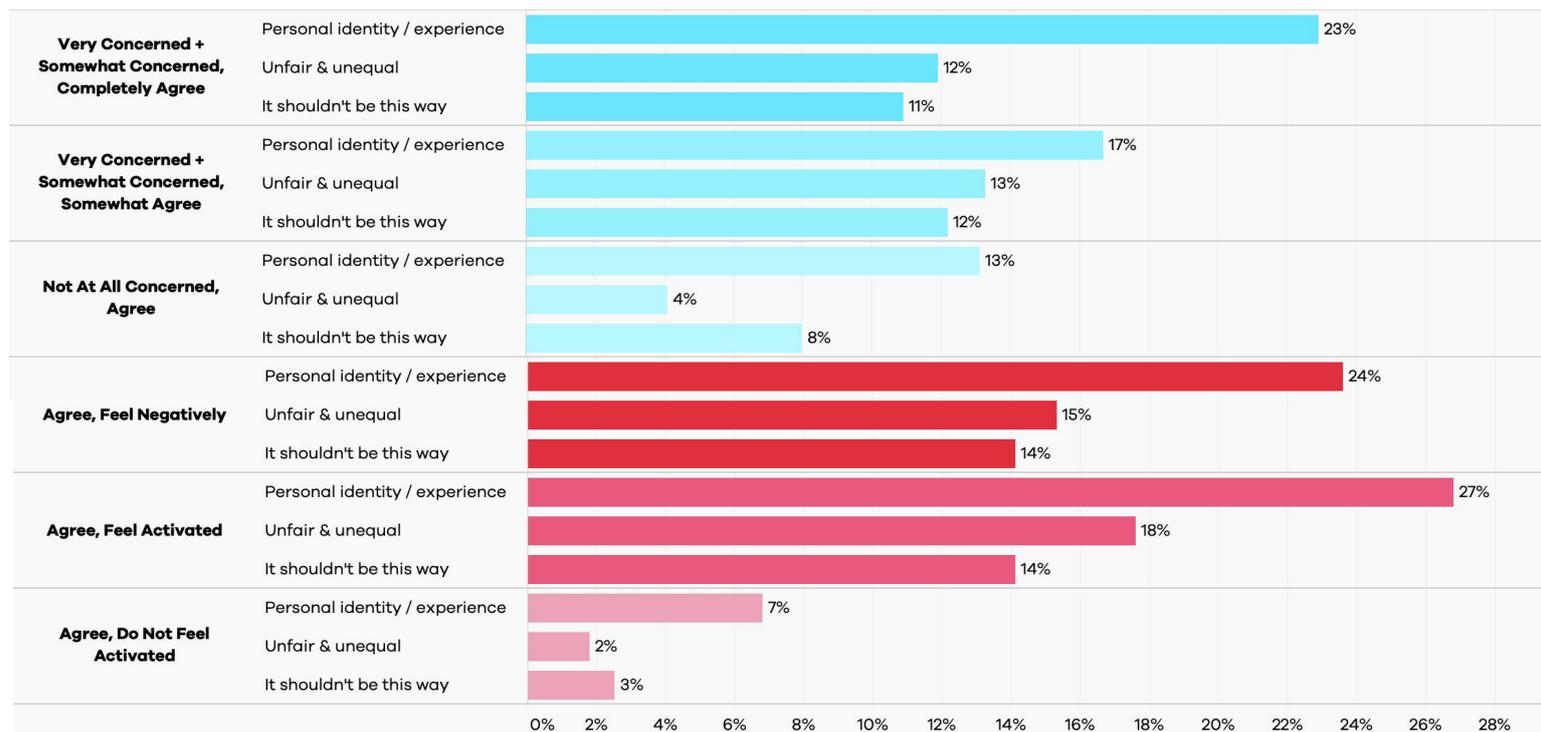
- Activating: 23%
- Agitating: 9%
- Inhibiting: 35%

Cont.

Personal identity and experience are most strongly correlated with concern and activation. Among those who are at all concerned, it's the only differentiator between somewhat and completely agree.

Perceiving inequity or unfairness is correlated with activation.

Tell me something about you to help me understand why you feel that way when reading this description of the sexism that women face running for office in 2020?



Making It Real: Personal Identity

Somewhat Concerned: Personal Identity / Experience

"I have faced sexism in my life before, and knowing that women who are at the top of their game still face that makes me feel a little hopeless. Like if it can't get better on a huge scale it won't get better for me in my everyday life."- Female, somewhat concerned"

"I'm the father of two daughters and want my daughters to have the same opportunities that men would have."- Male, somewhat concerned"

"I have been discounted in the past because I am a woman so this is a sore subject for me."- Female, somewhat concerned"

"I have a daughter and a wife. And wrong is wrong and will always be wrong."- Male, somewhat concerned"

Very Concerned: Personal Identity / Experience

"I am a black woman in a management role and I feel sometimes I am not able to be as stern with my staff because I will be viewed as the angry black woman, but then I feel walked over if I do not."- Female, very concerned"

"I'm a 29 year old male but I grew up in a house full of very strong and very intelligent women so to see what they have to go through and not have equality is upsetting."- Male, very concerned"

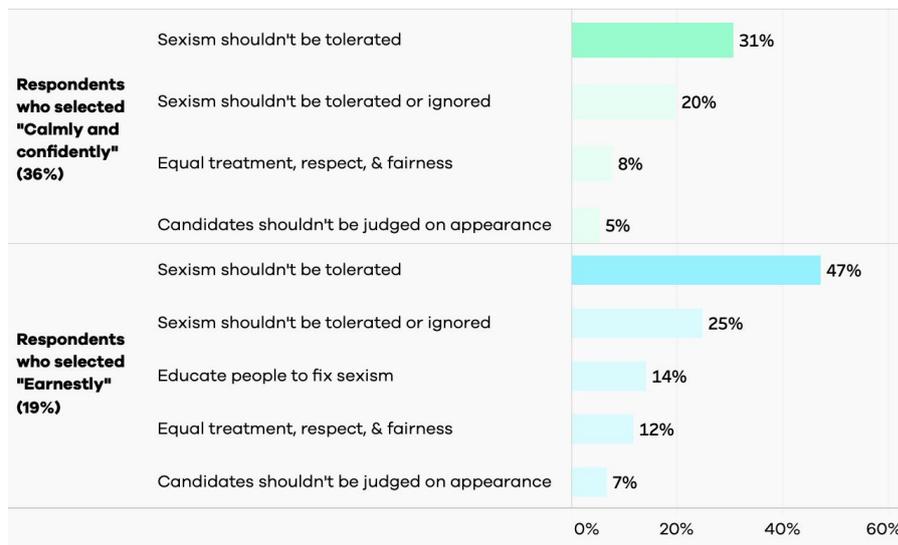
"I am a woman in the tech industry and have regularly experienced sexism."- Female, very concerned"

"I am a woman and have experienced sexism. In spite of my skill, intelligence, etc, sometimes I'm only seen as a woman."- Female, very concerned"

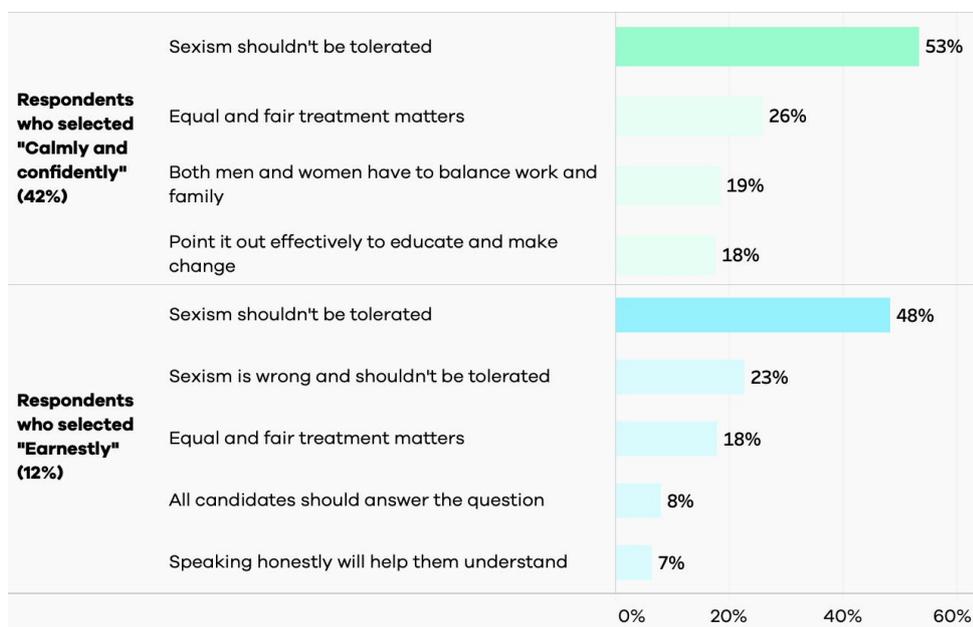
Responses should be framed in equality & fairness, not personal emotions or hurt.

Respondents who say she should respond calmly/confidently or earnestly cite **“sexism shouldn’t be tolerated”** as a top reason why, driven by values of universal equal treatment & fairness.

[Body Comment: Increase Confidence Why, Drilldown] Tell me something about you and the things you believe to help me understand why you feel this way?



[Biased Question: Increase Confidence Why, Drilldown] Tell me something about you and the things you believe to help me understand why you feel this way?

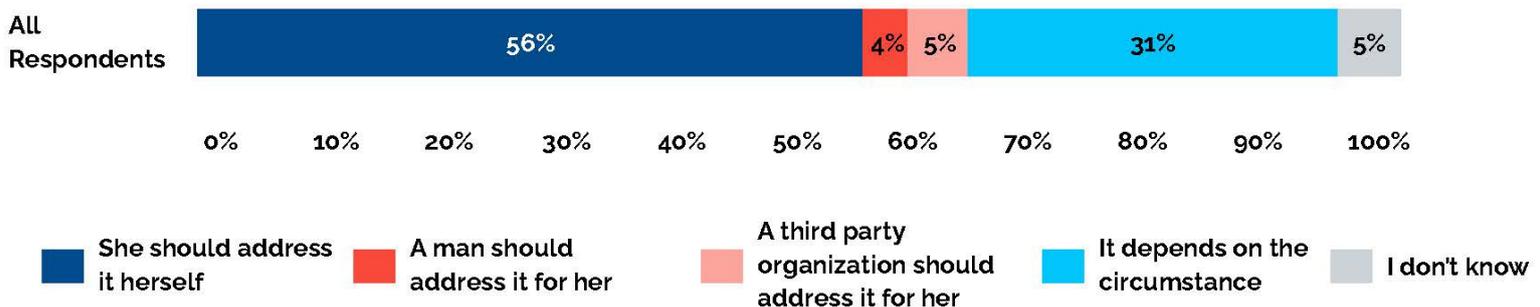


Addressing sexism herself demonstrates leadership.

A majority of respondents say she should address the sexism herself

31% say it depends and only 9% say a man/third party should address it.

[Validator] In general should the woman address the sexism herself, or should someone else address the sexism?



Cont.

Showing strong leadership is the most cited reason for those who believe she should address the sexism herself.

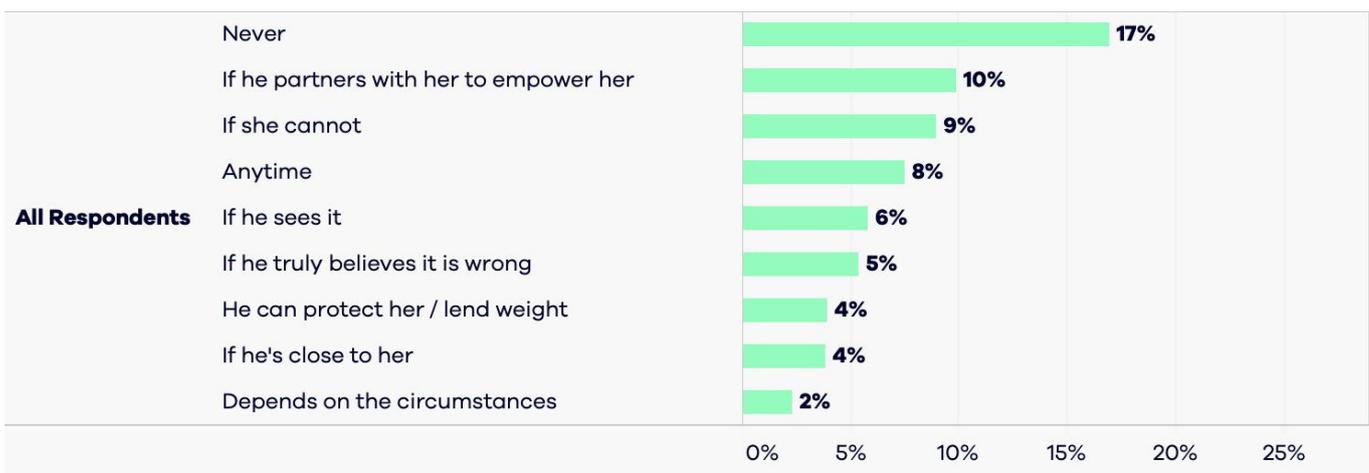
[Validator: Herself] Why should she address it herself?



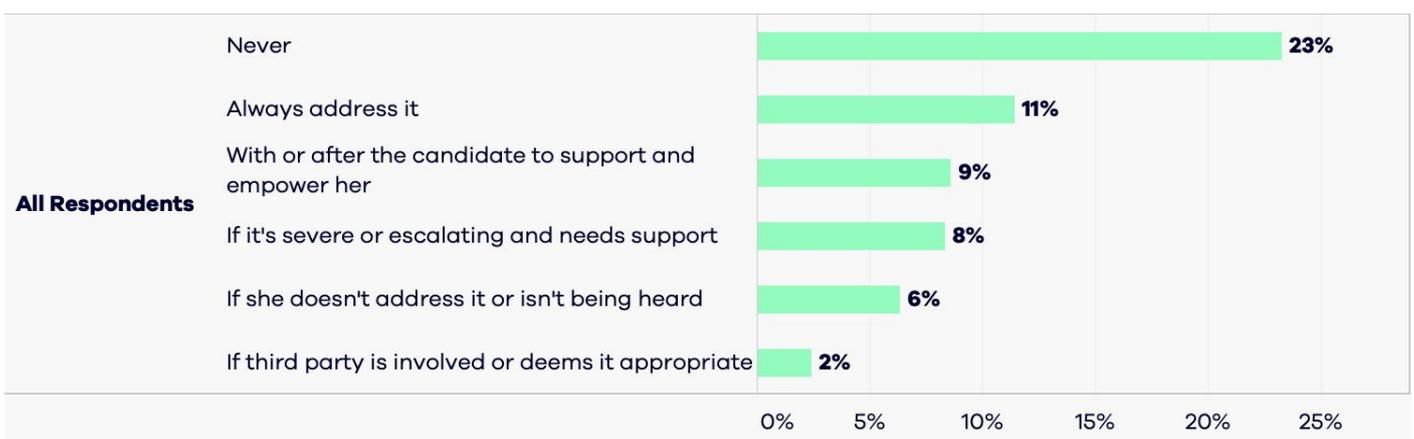
Cont.

20% say that a man or third party shouldn't ever address sexism on behalf of the women however many support validators as partners, amplifiers, and alternates when the women needs support.

[Situation: Man] When, if ever, should a man address sexism a candidate is facing, instead of the women herself?



[Situation: Third Party] When, if ever, should a third party organization address sexism a candidate is facing, instead of the women herself?



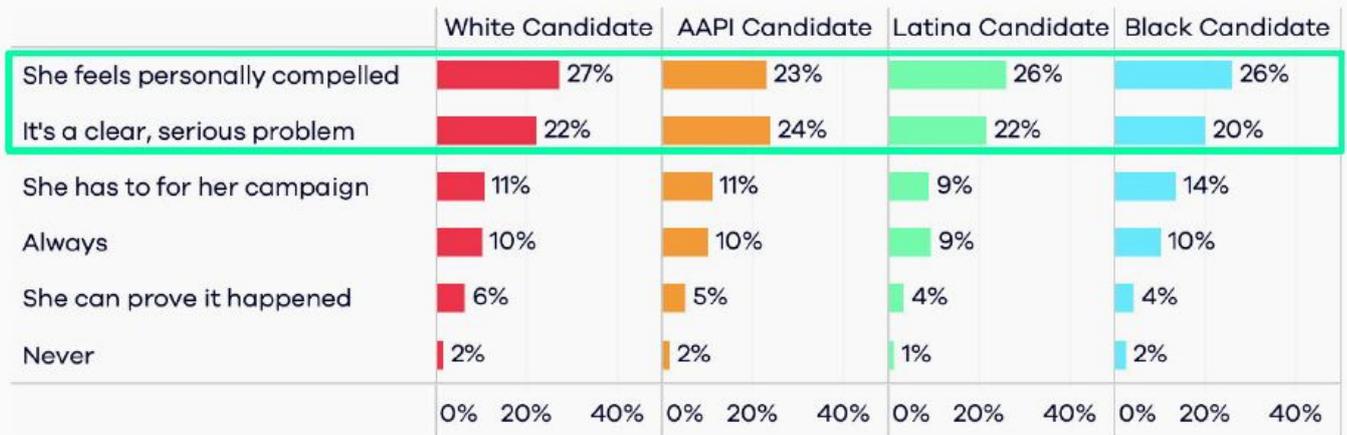
The overall strategy is the same for all candidates, regardless of age or race: address serious incidents of sexism calmly and confidently.

Candidates of all ages and races should respond to a sexist incident if they feel compelled, and should not ignore it especially if their constituents perceive it as serious.

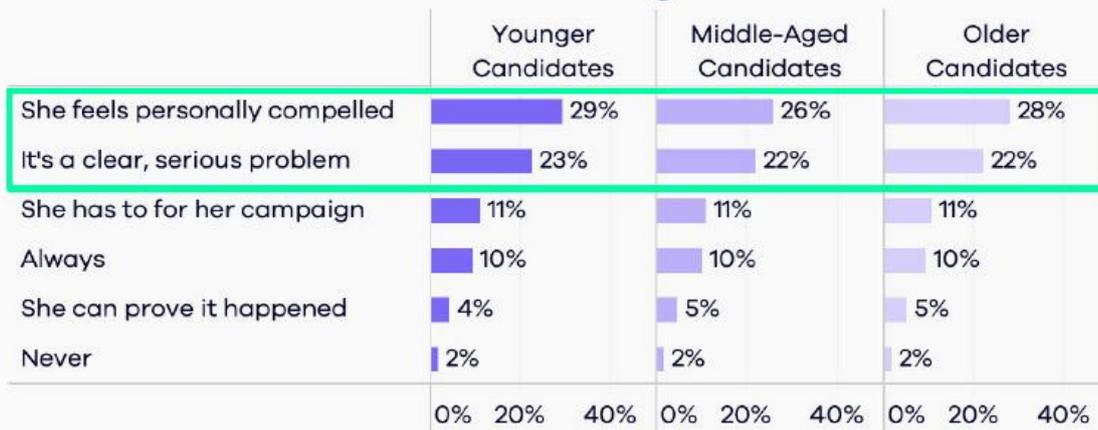
There is no meaningful difference by racial identity or age.

[Address] *[Name]* should point out and address sexism if.... (Open-end)

Race



Age

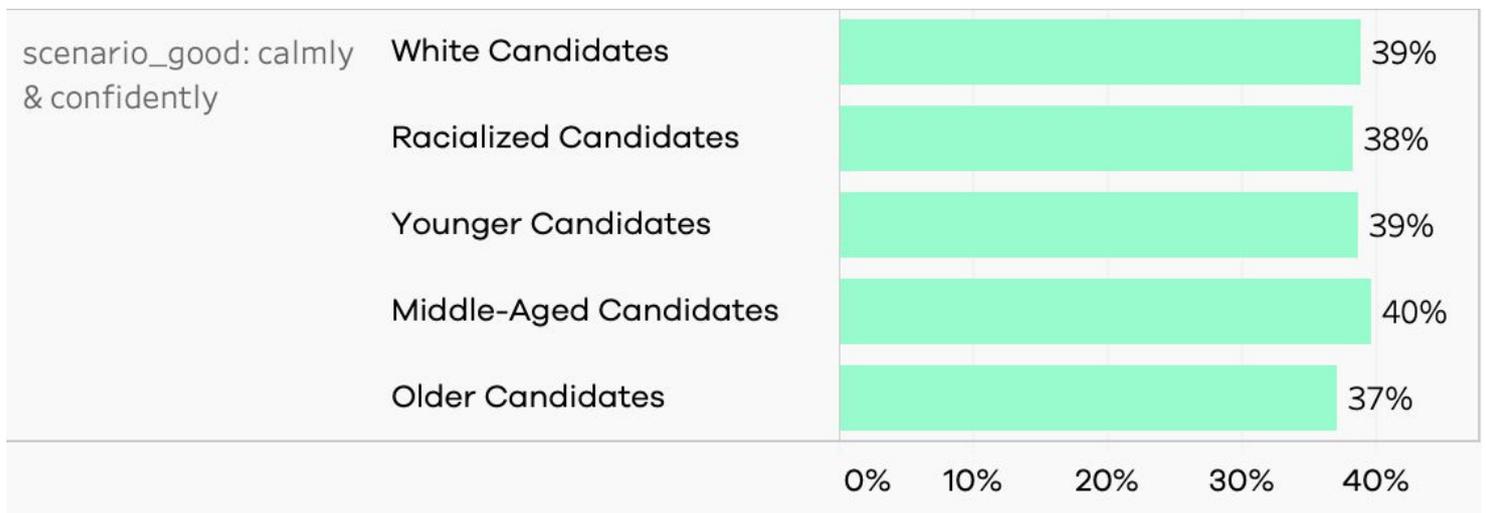


Cont.

Candidates should be calm, confident and professional when responding to sexism.

Respondents indicate that regardless of race or age, pointing out sexism calmly and confidently is most likely to increase support.

[Increase Confidence] Which of the following responses would most increase your confidence and commitment to voting for [name]?

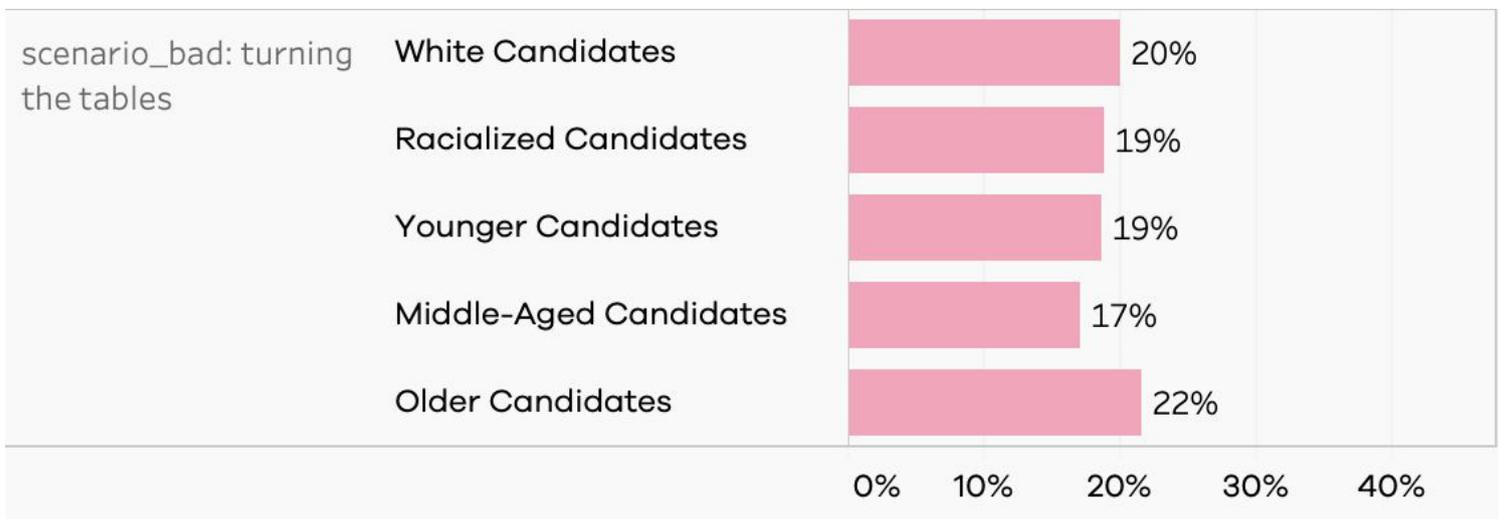


Cont.

Candidates should avoid anger or retaliation in a response to sexism.

Respondents indicate that candidates of all races and ages most risk losing their support if they come across as angry or retaliatory.

[Hurt Confidence] Which of the following responses would most hurt your confidence and commitment to voting for [name]?

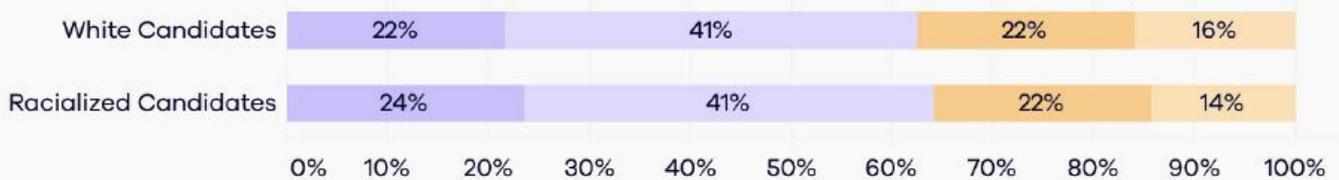


However, perceptions of electability complicate confidence that women of color or young candidates should speak out.

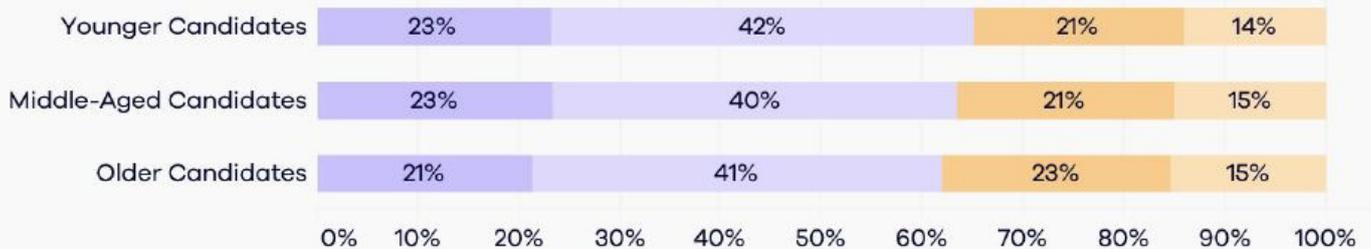
Respondents are slightly more likely to say women of color or young candidates must consider electability when deciding to speak out.

[Electability] Do you agree or disagree that [name] needs to consider her electability when deciding whether or not to address sexism? (Close-end)

Race



Age

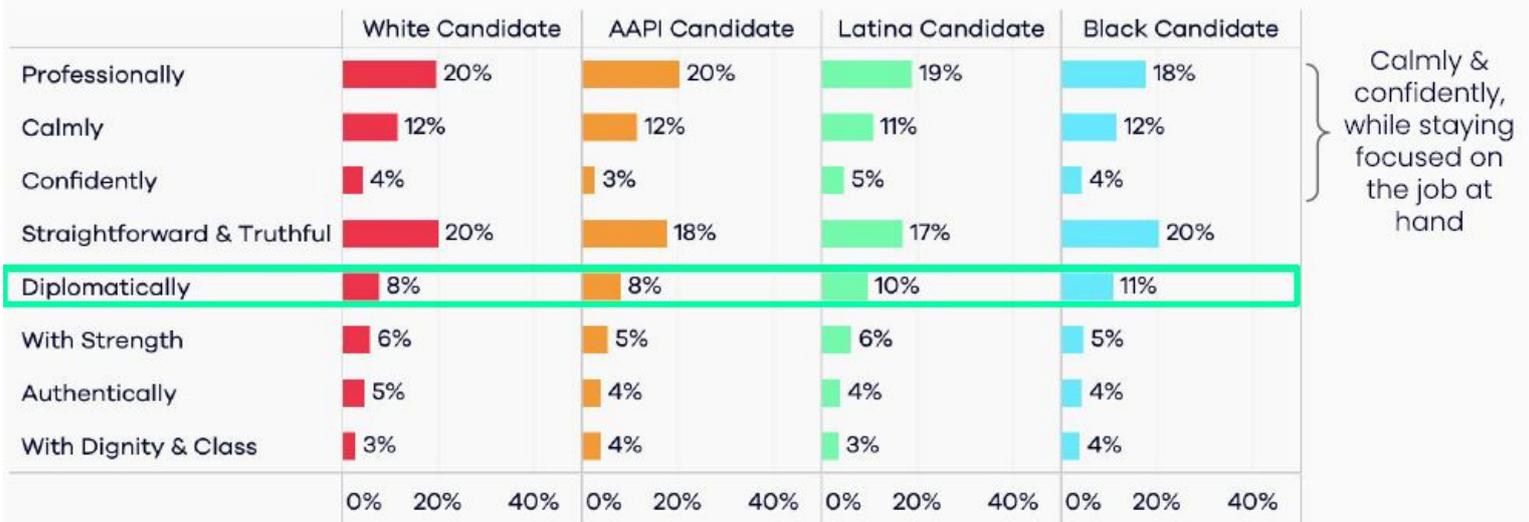


Strongly agree
 Somewhat agree
 Somewhat disagree
 Strongly disagree

Voters indicated that women of color could face an increased risk of backlash if voters perceive her response as angry or retaliatory.

Respondents are more likely to cite the importance of diplomacy for women of color candidates compared to white candidates.

[How to address] If *[name]* does point out and address sexism, how specifically should she behave while doing so? (Open-end)



White Candidate

Meet Candidate
Veronica Johnson
Age 50



Veronica should be calm, confident, and professional in her response; however, she faces the least risk of backlash if she is angry or retaliatory compared to other candidates.

What type of response do voters say would increase or hurt their confidence?

Most increase voter confidence: **Calmly & Confidently (41%)**

Most hurt voter confidence: **Turning Tables on him (22%)**

Backlash risk if Veronica responds? *Low*

There is a low backlash risk among those who do not view the incident as a problem if she decides to speak out. Among those who do not view either sexist scenario as a problem, an equal percentage of voters say a calm & confident response or ignoring would increase their confidence in her (25%).

The following quotes represent a cross-section of voters surveyed:

"It is necessary to be honest when you are hurt, especially when you are in public eye"

"She needs to let it all out and put it on the table"

"Bullies only back down when you give them a taste of their own medicine"

"I feel you should speak truth to power"

Older Black Candidate

Meet Candidate
Nadine Frederick
Age 65



Older Nadine has more room to express her anger/hurt compared to her younger counterpart, but voters still report backlash risk if she appears retaliatory.

What type of response do voters say would increase or hurt their confidence?

Most increase voter confidence: **Calmly & Confidently (37%)**

Most hurt voter confidence: **Turning Tables on him (22%)**

Backlash risk if Nadine responds? *Relatively High*

If she decides to speak out, there is a relatively lower backlash risk among those who do not view the incident as a problem compared to her younger Black counterpart, but a higher backlash risk compared to both her younger white and older white counterparts.

The following quotes represent a cross-section of voters surveyed:

"Responding calmly will annoy the opponent more and she'll look more classy."

"It would be hypocritical to do the same thing to him. She doesn't get a pass."

"Going on the defensive makes her look petty and as someone who worries more about getting revenge than being a successful candidate."

AAPI Candidate

Meet Candidate
Christine Chang
Age 50



Voters indicate that Christine faces low risk of backlash if she is calm, confident, and professional in her response. Voters who view the incident as sexist report that she should avoid a retaliatory tone to maintain their support.

What type of response do voters say would increase or hurt their confidence?

Most increase voter confidence: **Calmly & Confidently (38%)**

Most hurt voter confidence: **Turning Tables on him (19%)**

Backlash risk if Christine responds? *Low*

There is a low backlash risk among those who do not view the incident as a problem if she decides to speak out. Among those who do not view either sexist scenario as a problem, nearly an equal percentage of voters say a calm & confident response or ignoring would increase their confidence in her (22% to 25%).

The following quotes represent a cross-section of voters surveyed:

"Because as women we have been thrown and pushed around for to long"

"She should be direct. Speaking honestly maintains integrity."

Latina Candidate

Meet Candidate
Rosalina Gonzalez
Age 50



Voters report that Rosalina risks losing support if she appears angry, hurt, or retaliatory. She also faces a backlash risk among those who don't see the incident as severe.

What type of response do voters say would increase or hurt their confidence?

Most increase voter confidence: **Calmly & Confidently (39%)**

Most hurt voter confidence: **Turning Tables on him (20%)**

Backlash risk if Rosalina responds? *Moderate*

If she decides to speak out, there is a moderate backlash risk among those who do not view the incident as a problem. Among those who do not view either sexist scenario as a problem, 1.5 times more respondents prefer that she ignore the incident vs. respond calmly & confidently.

The following quotes represent a cross-section of voters surveyed:

"Taking the high road is a better choice. It makes her more human to the people she is trying to get to vote for her"

"Don't become accusatory, listening will halt"

Black Candidate

Meet Candidate
Nadine Frederick
Age 50



Voters report the highest risk of backlash for Nadine. Voters say they prefer a response that demonstrates dignity and composure.

What type of response do voters say would increase or hurt their confidence?

Most increase voter confidence: **Calmly & Confidently (39%)**

Most hurt voter confidence: **Turning Tables on him (16%)**

Backlash risk if Nadine responds? *Highest*

If she decides to speak out, there is a relatively high backlash risk among those who do not view the incident as a problem. Among those who do not view either sexist scenario as a problem, 2 times more respondents prefer that she ignore vs. respond calmly & confidently.

The following quotes represent a cross-section of voters surveyed:

It's more appropriate to call the interview out while being classy"

"The woman should always attempt to come across as "the better man" and maintain a higher level of dignity"

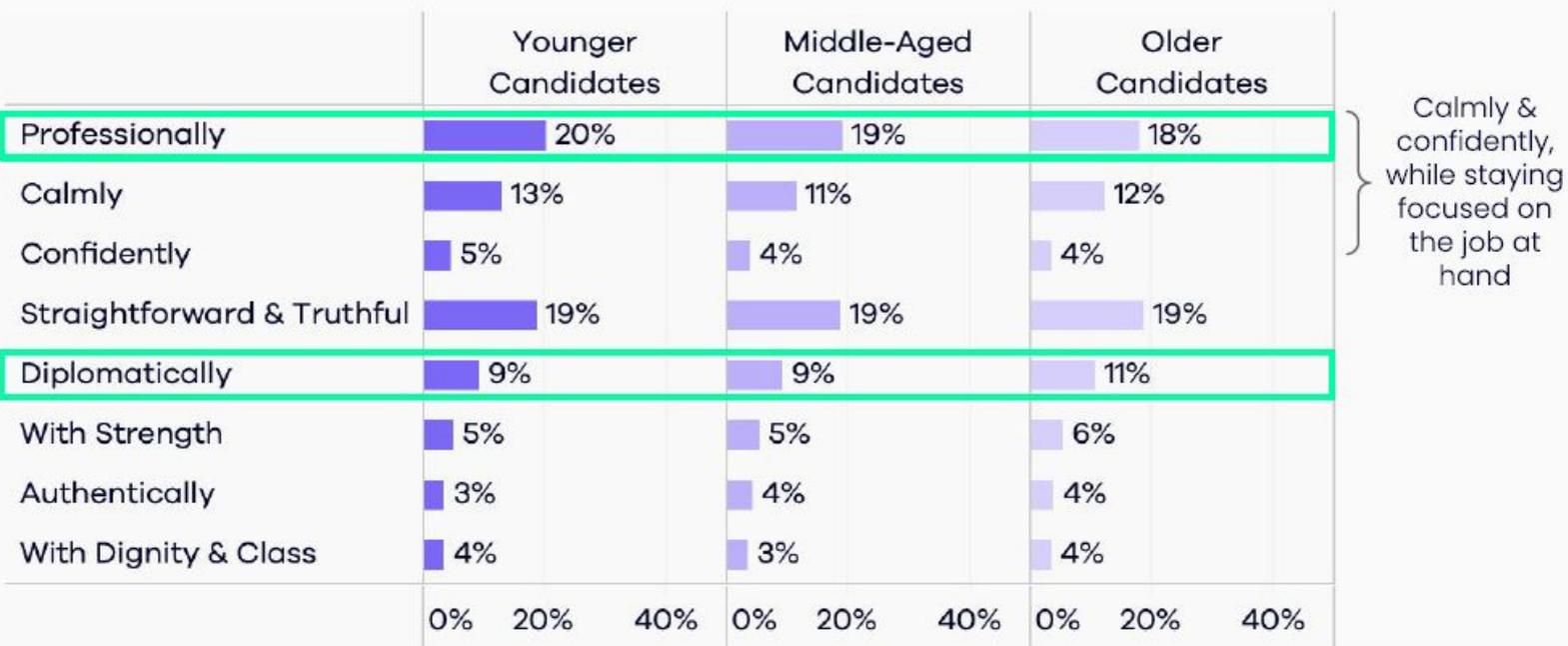
"People should not be rude to others"

Younger women face concerns regarding fitness for office, while older women face increased expectation to demonstrate maturity.

When asked how women candidates should generally address sexism:

Respondents are more likely to say younger candidates should respond “professionally”, and older candidates should respond “diplomatically”.

[How to address] If [name] does point out and address sexism, how specifically should she behave while doing so? (Open-end)



Younger White Candidate

Meet Candidate
Veronica Johnson
Age 28



Voters prefer that Young Veronica respond in a way that clearly demonstrates her confidence, maturity, and fitness for public office. Calm and professionalism are key.

What type of response do voters say would increase or hurt their confidence?

Most increase voter confidence: **Calmly & Confidently (39%)**

Most hurt voter confidence: **Turning Tables on him (20%)**

Backlash risk if Veronica responds? *Low*

There is a low backlash risk among those who do not view the incident as a problem if she decides to speak out.. Among those who do not view either sexist scenario as a problem, nearly an equal amount of respondents prefer a calm, confident response as those who want her to ignore it (24% to 25%).

The following quotes represent a cross-section of voters surveyed:

"To me, job focus would show she is a serious adult."

"Politics should be above childish antics."

"In this instance, it's an issue of maturity, not sexism."

Older White Candidate

Meet Candidate
Veronica Johnson
Age 65



Voters expect Older Veronica to be diplomatic and demonstrate maturity. Voters want to see her ability to rise above, stay focused on the job, and avoid anger.

What type of response do voters say would increase or hurt their confidence?

Most increase voter confidence: **Calmly & Confidently (37%)**

Most hurt voter confidence: **Turning Tables on him (22%)**

Backlash risk if Veronica responds? *Low*

If she decides to speak out, there is a low backlash risk among those who do not view the incident as a problem. Among those who do not view either sexist scenario as a problem, nearly 2 times as many respondents say she should respond calmly & confidently compared to ignoring the issue.

The following quotes represent a cross-section of voters surveyed:

"Women need to speak out but we are taken more seriously by men if we remain calm and keep the focus on our professionalism and talents."

"She is mature enough to ignore the other candidate."

"It would cause a scene and not address the real issue."

Younger Black Candidate

Meet Candidate
Nadine Frederick
Age 28



Nadine faces the highest risk of backlash as a young woman of color. Voters say they prefer a calm, professional, and strong response, and her supporters can validate the severity of the incident.

What type of response do voters say would increase or hurt their confidence?

Most increase voter confidence: **Calmly & Confidently (37%)**

Most hurt voter confidence: **Turning Tables on him (17%)**

Backlash risk if Nadine responds? *Highest*

If she decides to speak out, there is a relatively high backlash risk among those who do not view the incident as a problem. A higher comparative percentage say she should ignore the incident rather than respond, compared to both older Black candidates and younger white candidates (10-15%).

The following quotes represent a cross-section of voters surveyed:

"By expressing anger and hurt, it could make her look emotional and weak."

"Showing anger sometimes shows immaturity."

"Responding to bad behavior with the same bad behavior is counterproductive and childish."

Candidates should know their audience and tweak their message accordingly.

Considerations for winning support of Democrats

	Perception of problem		Responses to sexist scenarios that will increase confidence		Responses to sexist scenarios that will hurt confidence		Validators	Tactics to use / avoid
	<u>Body Comment</u>	<u>Biased Question</u>	<u>Body Comment</u>	<u>Biased Question</u>	<u>Body Comment</u>	<u>Biased Question</u>		
Very Concerned (55% of Dems)	Big (85%) Small (10%) Not a problem (4%)	Big (68%) Small (23%) Not a problem (8%)	Calm (38%) Earnest (28%) Honest Emo (13%)	Calm (48%) Earnest (16%) Ask All (12%)	Ignore (31%) Turn Tables (18%) Man Responds (10%)	Ignore (33%) Honest Emo (10%) Humor (9%)	% of respondents say she should address it herself, rather than relying on external validators	Are more likely to see sexist situations as serious, so she faces significant blowback risk if she ignores the situation, especially if considered unjust or a bad example for all women/girls.
Somewhat Concerned (33% of Dems)	Big (69%), Small (24%) Not a problem (4%)	Big (45%) Small (38%) Not a problem (12%)	Calm (41%) Earnest (21%) Honest Emo (12%)	Calm (47%) Earnest (14%) Ask All (12%)	Ignore (27%) Turn Tables (21%) Humor (9%)	Ignore (28%) Honest Emo (12%) Ask All (12%)	A strong majority say she should address it herself	She should avoid any appearance of men responding for her, instead utilizing the ecosystem strategically to shore up support. She should respond calmly and confidently, framed in equality for all women & girls.
Not At All Concerned (10% of Dems)	Big (44%) Small (27%) Not a problem (25%)	Big (21%) Small (35%) Not a problem (41%)	Calm (26%) Ignore (19%) Earnest (13%)	Calm (29%) Ignore (23%) Earnest (10%)	Ignore (20%) Turn Tables (17%) Earnest (13%)	Ignore (24%) Honest Emo (16%) Ask All (14%)	Respondents are split on whether she should address it herself. 30% say it depends on who's involved.	She should leverage the ecosystem to validate the severity of the incident, and utilize external validators as support in her response. She should avoid appearing angry or vindictive.

Cont.

Considerations for winning support of Independents

	Perception of problem		Responses to sexist scenarios that will increase confidence		Responses to sexist scenarios that will hurt confidence		Validators	Tactics to use / avoid
	Body Comment	Biased Question	Body Comment	Biased Question	Body Comment	Biased Question		
Very Concerned (31% of Indep)	Big (83%), Small (13%), Not a problem (3%)	Big (63%) Small (26%) Not a problem (9%)	Calm (42%) Earnest (26%) Honestly (10%)	Calm (51%) Earnest (14%) Ask All (11%)	Ignore (26%) Turn Tables (24%) Man Responds (11%)	Ignore (28%) Humor (12%) Honestly (11%)	A strong majority say she should address it herself	She should respond to the situation calmly and confidently, as she faces blowback risk both from ignoring it or appearing retaliatory. She should utilize the ecosystem for support but demonstrate her own strength, evoking values of equality and fairness.
Somewhat Concerned (41% of Indep)	Big (70%), Small (24%) Not a problem (3%)	Big (38%) Small (43%) Not a problem (14%)	Calm (41%) Earnest (21%) Ignore (9%)	Calm (49%) Earnest (10%) Ask All (10%)	Turn Tables (29%) Ignore (24%) Honestly (9%)	Ignore (28%) Honest Emo (16%) Ask All (15%)	A slight majority say she should address it herself. 35% says it depends on the circumstances	She faces blowback risk if she appears angry or retaliatory in her response. She should respond calmly and confidently, leaning on the ecosystem as validators of her response.
Not At All Concerned (23% of Indep)	Big (35%) Small (33%) Not a problem (27%)	Big (21%) Small (35%) Not a problem (40%)	Calm (30%) Ignore (25%) Earnest (9%)	Calm (33%) Ignore (18%) Ask All (11%)	Turn Tables (19%) Ignore (18%) Honestly (14%)	Ignore (20%) Honest Emo (18%) Ask All (16%)	Less than half say she should address it herself. 37% say it depends on the circumstances	

Cont.

Considerations for winning support of Republicans

	Perception of problem		Responses to sexist scenarios that will increase confidence		Responses to sexist scenarios that will hurt confidence		Validators	Tactics to use / avoid
	<u>Body Comment</u>	<u>Biased Question</u>	<u>Body Comment</u>	<u>Biased Question</u>	<u>Body Comment</u>	<u>Biased Question</u>		
Very Concerned (23% of GOP)	Big (65%) Small (18%) Not a problem (15%)	Big (51%) Small (24%) Not a problem (24%)	Calm (24%) Earnest (18%) Honestly (18%)	Calm (28%) Earnest (14%) Ignore (11%)	Ignore (18%) Calm (16%) Honestly (12%)	Ignore (19%) Honestly (13%) Humor (13%)	A slight majority say she should address it; 13% say a man should	Skews younger and male with kids <25. She should invoke family values, calling calmly upon fathers in her constituency to condemn the situation and drawing analogies between herself and women in their family.
Somewhat Concerned (36% of GOP)	Big (65%) Small (27%) Not a problem (6%)	Big (35%) Small (43%) Not a problem (20%)	Calm (40%) Earnest (18%) Ignore (11%)	Calm (44%) Ask All (11%) Ignore (10%)	Turn Tables (25%) Ignore (23%) Calm (11%)	Ignore (23%) Honestly (17%) Ask All (14%)	A majority say she should address it herself. 31% say it depends on the circumstances	Are more likely to see the situation as a problem if she has evidence and can prove it. If she feels personally compelled to respond, she should lean on validators & the ecosystem to provide that support. Young men who are genuinely concerned may be an important validator.
Not At All Concerned (38% of GOP)	Big (40%) Small (34%) Not a problem (22%)	Big (20%) Small (33%) Not a problem (43%)	Calm (33%) Ignore (28%) Earnest (10%)	Calm (34%) Ignore (19%) Ask All (11%)	Turn Tables (24%) Ignore (22%) Honestly (14%)	Ignore (20%) Honestly (16%) Ask All (16%)	Less than half say she should address it herself. 37% say it depends on the circumstances	If she decides to respond, she should avoid anger and clearly demonstrate a breach of equal opportunity and fairness based on hard work.

A Note from Avalanche on Methodology

Avalanche provides deep and accurate insight into the values, emotions, and beliefs that drive behavior on key issues. Our technology leverages both human expertise and natural language processing to quickly and accurately interpret and analyze large volumes of qualitative data. We deliver the depth of a focus group, with the scale of polling.

Since launching in 2017, Avalanche gained the backing of Higher Ground Labs and supported strategy and messaging for leading organizations in the progressive ecosystem including AFL-CIO, NARAL Pro-Choice America, Run for Something, Million Voters Project, Race Class Narrative, and Supermajority.

An Avalanche Listening Survey combines open and closed-ended questions to deeply understand how people relate to issues. Close-ended questions provide additional clarity and comparability with existing research, while open-ended questions provide rich and wholly novel data sets to understand the beliefs, values, and emotions through which segments of the public are currently relating to issues.

Avalanche works with best-in-class data collection partners to gather targeted representative samples of respondents.

Data Collection Methodology

This project is composed of three phases and the dates of data collection for each phase are specified below:

- Phase I: August 27-28, 2020
- Phase II: September 30 - October 1, 2020
- Phase III: December 4-6, 2020

Surveys are administered on both web and mobile using a variety of third-party partners and survey respondents are recruited in a popular online marketplace.

In order to mitigate the known biases of online surveys and to ensure representative samples, demographic quotas are set at collection time, and the results are additionally subject to post-stratification using iterative proportional fitting and occasionally more sophisticated methods. Data is additionally filtered for gross inconsistencies, inattention, and abuse of the platform.

Processing Methodology

Avalanche uses a proprietary natural language processing system to analyze open-ended responses. First, important themes are identified through a combination of behavioral theory, computational techniques, and human expertise. These themes may include stories, tone, metaphor, or other elements of language. The chosen themes are then identified at scale with algorithms that ensure accuracy and rigor.

Human labeling is a large part of Avalanche's process, as an input to our analyses and as an input to internal machine learning systems. While particular elements may change from project to project, our technology consistently identifies the core aspects of how a person relates to an issue in terms of: priorities (the most salient aspects of the issue), values (the moral reasoning driving position), and emotion (the way a person feels about the issue).

Our team's firsthand familiarity with the data enables highly sensitive ad-hoc analyses, and offers a further opportunity to detect skewed or malformed data. We customize the analysis for every project based on the insights of expert human reviewers to dynamically identify emergent themes. This allows humans to define the elements of speech that matter most, and the technology to identify those parts accurately across large datasets.

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Weighting

Avalanche weighted this data using the raking methodology proposed by the American National Election Studies (DeBell and Krosnick, 2009) to match the demographics of registered voters in the relevant states.

Survey Sample Detail

The total sample for this project is 23,807 national registered voters:

- Phase I: 5,012
- Phase II: 10,043
- Phase III: 8,752

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Percentages of key demographics across all three phases of this project are shown in the following tables.

Gender	
Female	Male
54%	46%

Age	
<40	40+
33%	67%

Ethnicity	
White	POC
81%	18%

Political ID		
Democrat	Independent	Republican
38%	22%	37%

Question Wording

This summary of findings is based on a number of novel questions. Furthermore, our overall approach specializes in developing especially effective open-ended questions. As such, we are including the full wording of the questions on which these findings are based. For simplicity, we are not including basic demographic and screening questions, which are available upon request.

Question name	Question text	Type of response collected
Address sexism	[The female candidate] should point out and address sexism if...	Open-ended
How to address sexism	If [the female candidate] does point out and address sexism, how specifically should she behave while doing so?	Open-ended
Severity of sexism <i>This question was asked for two different scenarios described in the survey (“Body Comment” and “Biased Question”).</i>	How much a problem do you believe this behavior is? <i><u>Body Comment:</u> A campaign posts a photo of [name] wearing a dress at an evening event. Her opponent responds to a tweet by making a rude comment about her appearance and her body. <u>Biased Question:</u> While at a public debate, the host who is a respected media personality, asks [name] on stage a question about balancing work and family. No other candidates receive this question.</i>	3pt scale + I don’t know
Increase confidence	Which of the following responses would most increase your confidence and commitment to voting for [the female candidate]?	Multiple choice

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Decrease confidence	Which of the following responses would most hurt your confidence and commitment to voting for [the female candidate]?	Multiple choice
Electability	Do you agree or disagree that [the female candidate] needs to consider her electability when deciding whether or not to address sexism?	4 pt scale
Validator	In general, should [the female candidate] address the sexism herself, or should someone else address the sexism?	Multiple choice
Prioritize: Election vs. Sexism	Is it more important that she prioritizes winning the election OR prioritizes addressing sexism?	Multiple choice