

DIANE D. BLAIR CENTER  
*of Southern Politics & Society*



## The Impact of “Modern Sexism” on the 2016 Presidential Election

*A report from the 2016 Blair Center Poll prepared by Angie Maxwell, Ph.D. and Todd Shields, Ph.D.*

### FAST FACTS:

- The *2016 Blair Center Poll* is a national survey fielded immediately following the presidential election and was administered by GfK Group (formerly Knowledge Networks). The 2016 Blair Center Poll included a national sample of 3,668 individuals who were at least 18 years old. The margin of error for the entire sample is +/-2.4. Of the sample, 1,732 respondents were non-Latino, white, 1,021 respondents were Latina/o, and 915 were African American.
- The Modern Sexism scale, developed in 1995, measures a contemporary form of sexism based on resentment or hostility toward working women. In order to have a "sexist" score, respondents must agree on the following five statements:
  - Many women are actually seeking special favors, such as hiring policies that favor them over men, under the guise of asking for "equality."
  - Most women interpret innocent remarks or acts as being sexist.
  - Feminists are seeking for women to have more power than men.
  - When women lose to men in a fair competition, they typically complain about being discriminated against.
  - Discrimination against women is no longer a problem in the United States.
- Modern Sexism is partisan with the percentage of “sexist” Republicans averaging 30 points higher than “sexist” Democrats.
- Modern Sexism is most pervasive among white Americans
- Modern Sexism is not exclusive to men. While over 40% of men report “sexist” scores on the Modern Sexism scale, women lag behind by only 10%.
- Modern Sexism is more prevalent in the South
- Modern Sexism is a distinguishing feature among voters in the Republican primary/caucus elections, with 65% and 58% of Cruz and Trump voters falling into the “sexist” category, respectively, compared to Kasich supporters (31%).
- Modern Sexism significantly predicted if Sanders’ primary/caucus voters would support Clinton in the general election.
- Modern Sexism significantly predicted vote choice for a female candidate (Clinton or Stein) even controlling for demographics, party identification, ideology, racism, etc.
- Modern Sexism is so pervasive, that an estimated 10 million white male Democratic votes, and an estimated 7 million white, female, Democratic votes are at risk of not being cast for a woman presidential candidate based on these attitudes.

Link to full report: <http://blaircenter.uark.edu>

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