

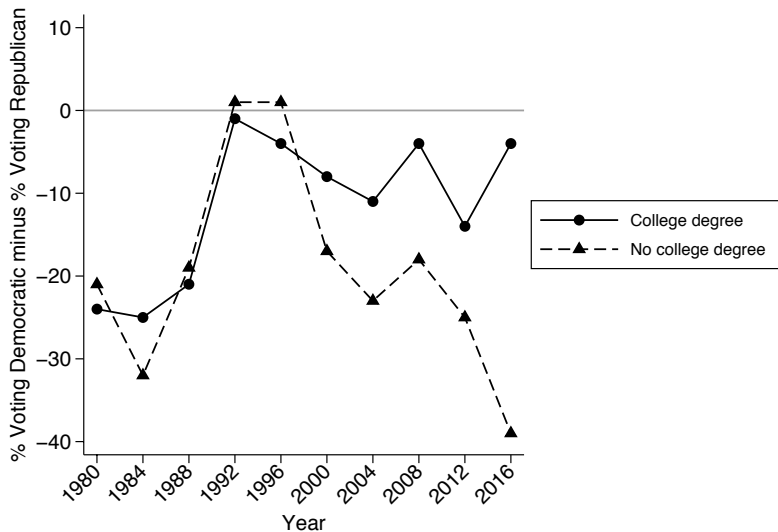
# The Year of the isms: The Sobering Reality of 2016

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Cooperative Congressional Election Study

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# Education and Presidential Vote among Whites



Source: Exit poll results.

In wake of this general election, we have fairly consistent narratives about who mattered, but competing narratives about why



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## TheUpshot

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Why Trump Won: Working-Class Whites

### **Huge Margin Among Working-Class Whites Lifts Trump to a Stunning Election Upset**

ELECTIONS

## **Key for Trump voters? Economic anxiety**

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Why Trump Won: Working-Class Whites

**Huge Margin Among Working-Class Whites Lifts  
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ELECTIONS

**Key for Trump voters? Economic  
anxiety**

**Trump's win is a reminder of the incredible,  
unbeatable power of racism**

**Hostility toward women is one of the  
strongest predictors of Trump support**

## Trying to understand the why

- ▶ Nationally representative survey of 2,000 American adults conducted by YouGov
  - ▶ Designed with Matt MacWilliams and Tatishe Nteta (Sponsored by OSF)
- ▶ Includes over-samples of blacks and Latinos (400 each)
- ▶ Field dates: October 25th - 31st
- ▶ We included a variety of different batteries to measure concepts like sexism, racism, populism, etc.

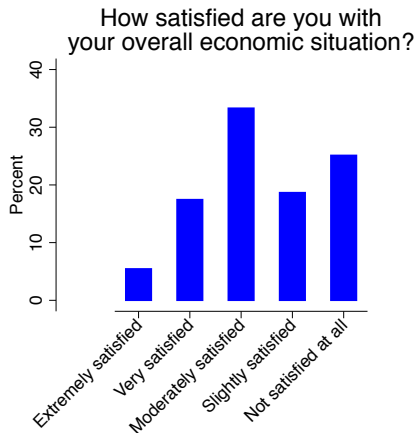
# Measuring Economic Insecurity

All things considered, how satisfied are you with your overall economic situation?



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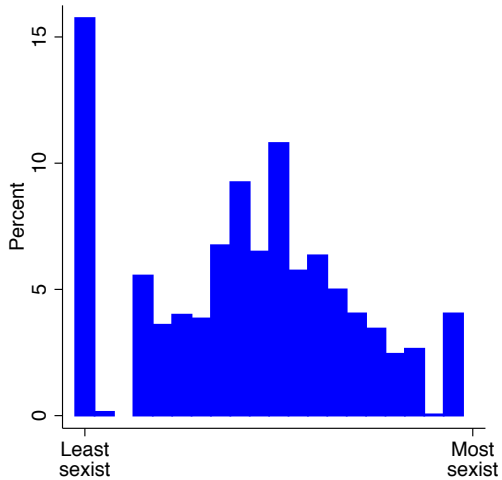
# Measuring Sexism

Measured with 5-point agreement/disagreement scales to the following items:

- ▶ Many women are actually seeking special favors, such as hiring policies that favor them over men, under the guise of asking for “equality.”
- ▶ Women are too easily offended.
- ▶ Women seek to gain power by getting control over men.
- ▶ When women lose to men in a fair competition, they typically complain about being discriminated against.

Source: Glick, Peter, and Susan T. Fiske. “The ambivalent sexism inventory: Differentiating hostile and benevolent sexism.” Journal of personality and social psychology 70, no. 3 (1996): 491.

# Hostile Sexism



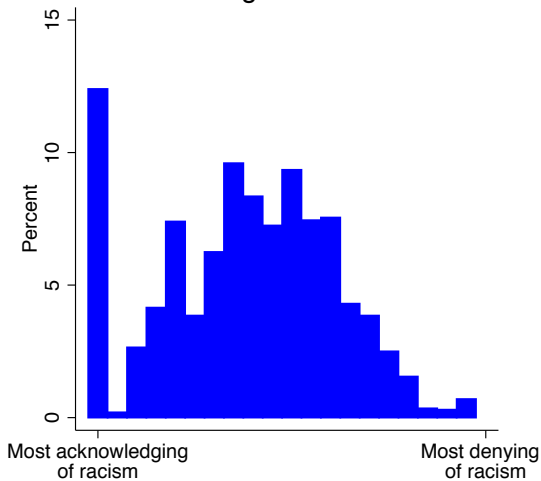
# Measuring Racism

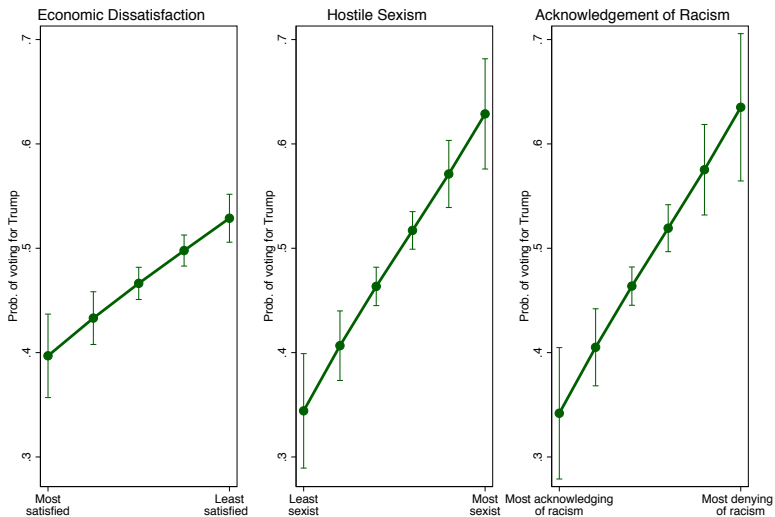
Measured with 6-point agreement/disagreement scales to the following items:

- ▶ I am angry that racism exists.
- ▶ White people in the U.S. have certain advantages because of the color of their skin.
- ▶ Racial problems in the U.S. are rare, isolated situations.

Source: Christopher DeSante and Candis Smith. "The Two Dimensions of Whites? Racial Attitudes, or: The New New Racism."

## Acknowledgement of Racism

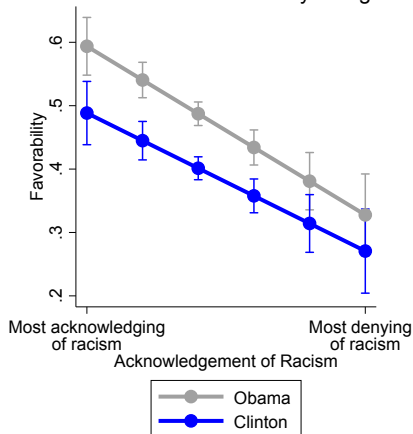




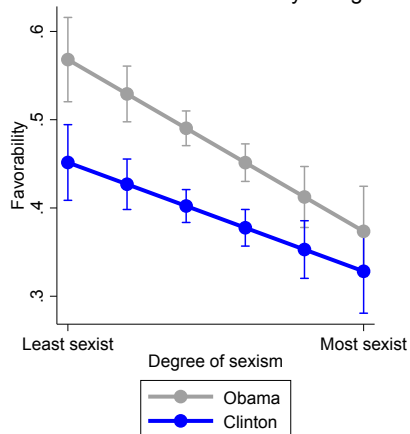
Note: Includes controls for gender, education, income, race, age, ideology, party ID. N = 1,517.

# isms not uniquely related to views of Clinton

Effect of racism on favorability ratings

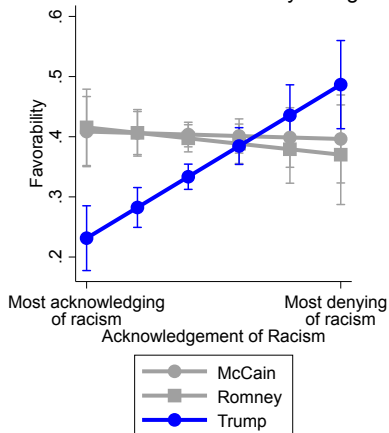


Effect of sexism on favorability ratings

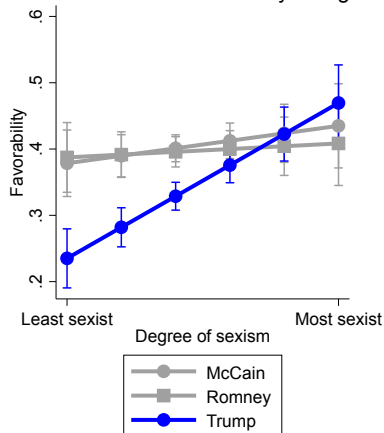


# isms are uniquely related to views of Trump

Effect of racism on favorability ratings

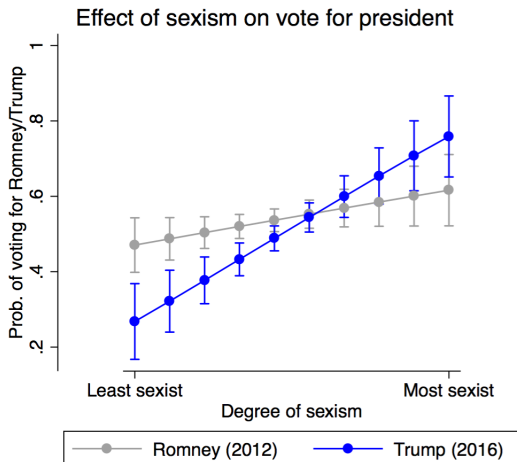


Effect of sexism on favorability ratings





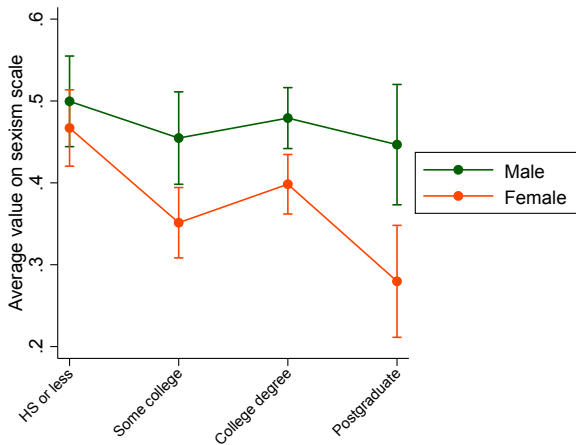
# Sexism uniquely affected vote choice in 2016



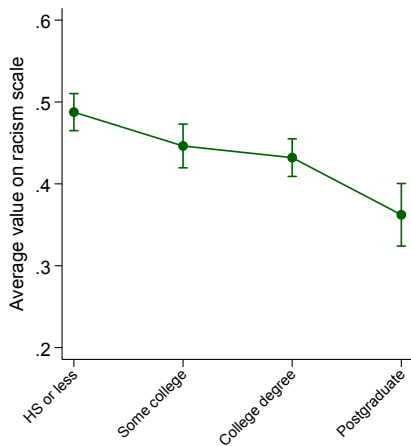
Graph shows effects among likely voters in New Hampshire when controlling for ideology, party id, gender, age, income and education.

Note: UMass Poll of 772 likely voters in New Hampshire (Oct. 17 - 21st).

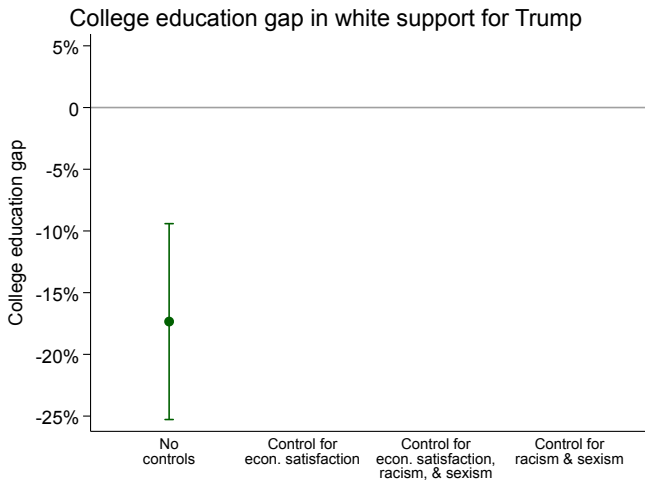
# Average sexism among whites, by education and gender



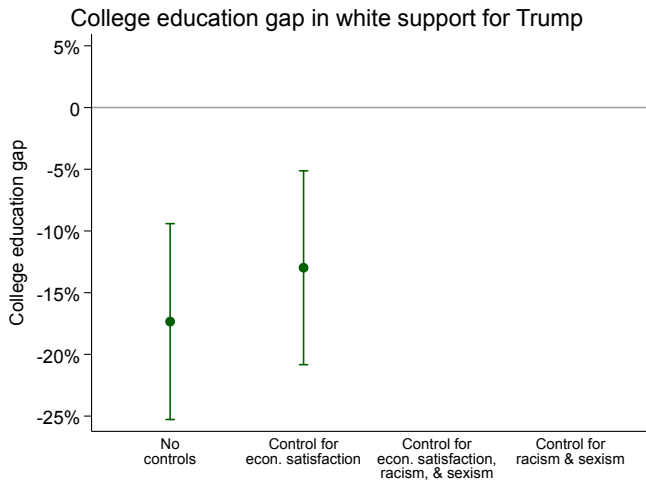
## Average racism among whites, by education



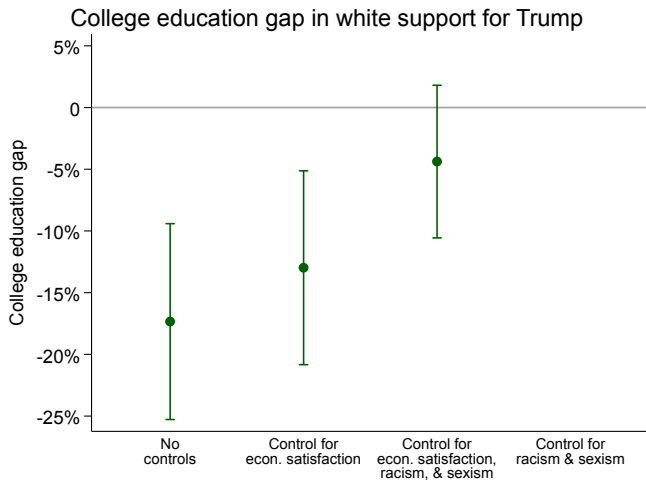
# Sexism and racism account for most of the education gap among whites



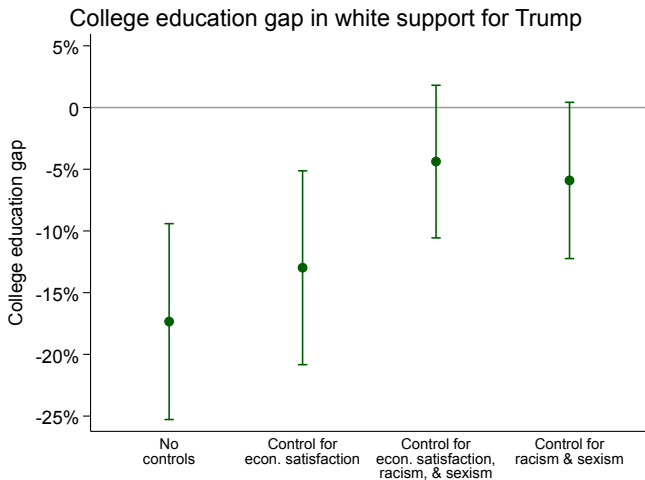
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## Summing up

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- ▶ Economic insecurity had a significant effect on vote choice in 2016, but...
- ▶ ... racism and sexism were even more important
- ▶ In fact, sexism and racism help to explain most of the education gap among whites in 2016