

THE BARRIER THAT DIDN'T FALL



November 18, 2008

METHODOLOGY

Penn, Schoen & Berland Associates (PSB) conducted 1003 internet interviews with registered voters from November 5 - November 6, 2008. Overall, the margin of error is +/- 3.09%.

The sample included respondents from the following audiences:

- Males [N=461]
- Females [N=542]
- Democrats [N=361]
- Republicans [N=301]
- Independents [N=341]

RESULTS

Thinking about how the world actually works, do you think women in the US are treated equally... <i>Showing Yes/No</i>	All
At home	54/39
In the press	38/54
In the workplace	33/63
In politics	32/63
In the armed forces	29/55

Which of the following is closer to your view?	All
Men and women are equal, there's nothing more to it. We don't always have the same opportunities, but when we give men and women equal chances, both succeed.	58
Men and women aren't equal, and there's no use pretending we are. Men are good at some things and women are good at other things.	38
Don't know	4

Do you consider yourself a feminist?	All
Yes	14
No	80
Don't know	6

If you have a daughter, or were to have one, would you want her to be a feminist?	All
Yes	17
No	58
Don't know	25

For each of the following statements, please indicate whether you strongly agree, somewhat agree, somewhat disagree, strongly disagree or don't know. <i>Showing Strongly Agree over Agree/Disagree</i>	All
I'd like to have a woman president — I think it would give young women someone to look up to.	31 71/22
A woman would bring some good qualities to the White House that most male candidates would not.	27 76/17
I don't like to admit it, but I do worry about whether most female candidates would be strong enough to handle the presidency.	11 35/63
Men are more naturally suited to be president — that's not sexism, that's just the way it is.	10 30/64
Women candidates get too emotional — I don't want a president who cries.	7 21/74
After seeing what happened to Hillary Clinton and Sarah Palin, I don't think we will have another female on the national ticket for a while.	6 19/75

Do you think __ candidates should talk about their families on the campaign trail? <i>Showing Yes/No</i>	All
Male	65/24
Female	64/24

Would it be harder for a single father or a single mother to run for president?	All
It would be harder for a single mother	45
It would be harder for a single father	10
Don't know	45

Which of the following women do you consider a role model? Please select all that apply.	All
Hillary Clinton	45
Sarah Palin	37
Michelle Obama	37
Cindy McCain	24
None of the above	17
Don't know	5

Looking to the future, do you think that ___'s candidacy hurt or helped the chances for a woman to become President of the United States someday? <i>Showing Hurt / Helped</i>	All
Hillary Clinton	14/69
Sarah Palin	37/43

How did Michelle Obama influence your vote?	All
She made me want to vote for Barack Obama more	60
She made me want to vote for Barack Obama less	39
Don't know	1

Which First Lady do you think Michelle Obama should try to emulate? Please select all that apply.	All
Jacquelyn Kennedy	28
Eleanor Roosevelt	17
Nancy Reagan	17
Hillary Clinton	14
Barbara Bush	13
Laura Bush	11
Other	14
Don't know	22

In general, do you think the media treats male and female candidates...	All
The same	16
Differently	79
Don't know	5

Do you think the media has a <u>gender</u> bias?	All
Yes	57
No	26
Don't know	17

During the election season, do you think the media treated... <i>Showing Fairly / Unfairly</i>	All
Barack Obama	76/16
Joe Biden	73/12
John McCain	56/39
Hillary Clinton	56/33
Sarah Palin	35/58

Thinking about the kinds of stories the media ran, please indicate whether you remember any stories about the following during the campaign. <i>Showing Yes/No</i>	All
Sarah Palin's appearance-her hair and clothes	81/14
Barack Obama's views about healthcare reform	73/19
Sarah Palin's abilities as a parent	71/21
John McCain's views about healthcare reform	66/25
Hillary Clinton's views about healthcare reform	63/26
Hillary Clinton's appearance-her hair and clothes	48/42
Barack Obama's appearance-his hair and clothes	32/58
Barack Obama's abilities as a parent	32/58
Sarah Palin's views about healthcare reform	30/61
John McCain's appearance-his hair and clothes	24/62
Hillary Clinton's abilities as a parent	16/72
John McCain's abilities as a parent	15/76

Thinking about stories about appearance, what about a candidate's appearance is fair to discuss? Please select all that apply.	All
Clothes	25
Hair	16
Shoes	12
Weight	12
Make-up	11
Other	4
None of the above	61
Don't know	7

Which of the following is closer to your view?	All
Amy Poehler/ SNL's version of Hillary Clinton is fair	64
Amy Poehler/ SNL's version of Hillary Clinton is too hard on her	22
Don't know	14

Which of the following is closer to your view?	All
Tina Fey/SNL's version of Sarah Palin is fair	65
Tina Fey/SNL's version of Sarah Palin is too hard on her	27
Don't know	8