

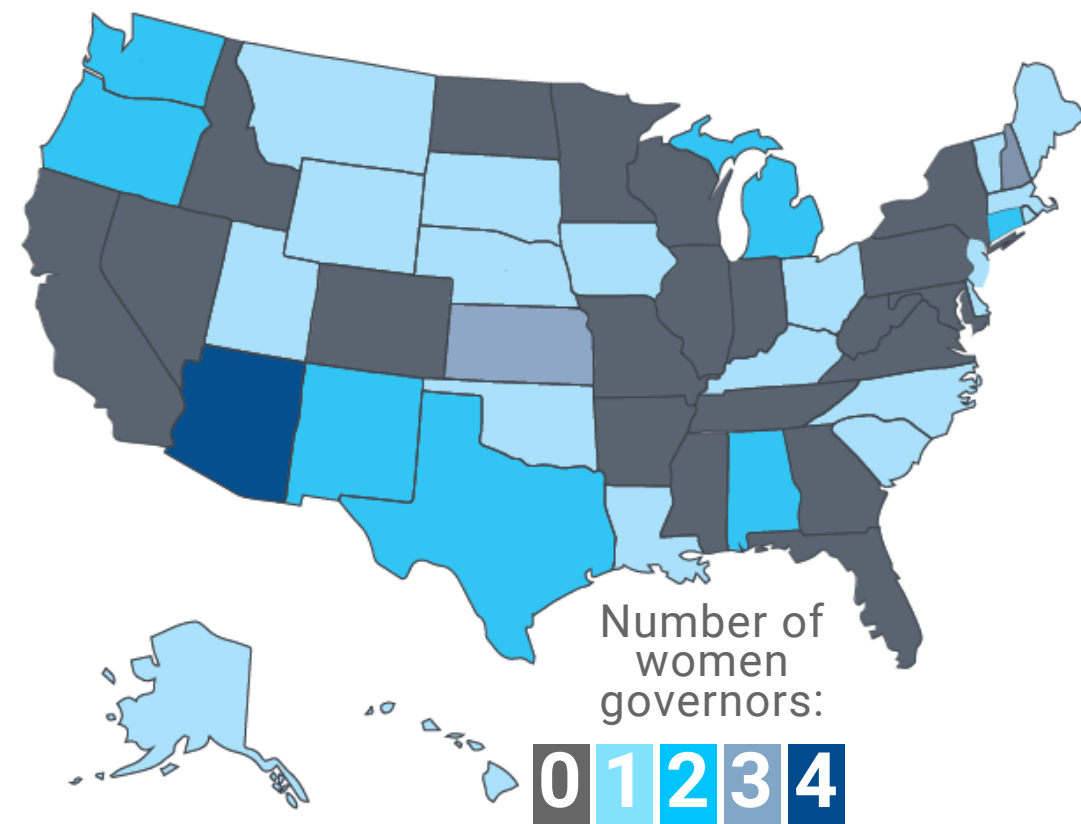


BUILDING THE POLITICAL PIPELINE

What Women Candidates Need to Know



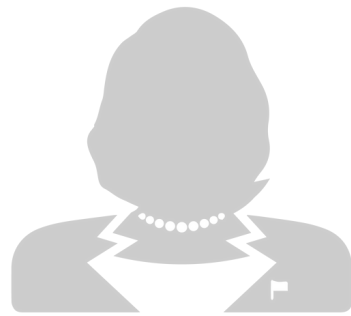
ABOUT THE BARBARA LEE FAMILY FOUNDATION



- Advance women's equality and representation in American politics
- Achieve our overall mission through our political research program, strategic partnerships, grants, and endowments
- Have studied and published research about every woman's gubernatorial race since 1998
- Share our findings with thousands of women candidates at all levels and across parties, giving women essential knowledge and tools to meet the challenges of campaigning.

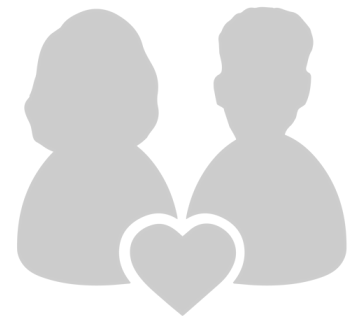
KEY TAKEAWAY 1:

Obstacles for Women Candidates



QUALIFICATIONS.

Voters expect women candidates to demonstrate their qualifications to the highest degree, something they don't expect from men.



LIKEABILITY.

Voters will support a male candidate they do not like but who they think is qualified, but the same cannot be said for women.

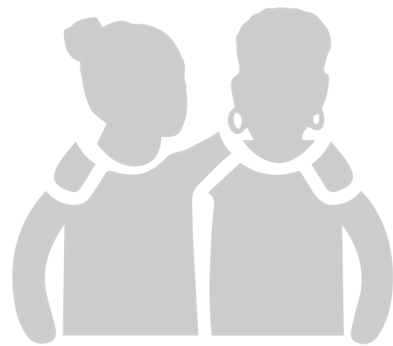


HONESTY + ETHICS.

Voters put women on a character pedestal, expecting women to be more trustworthy than men.

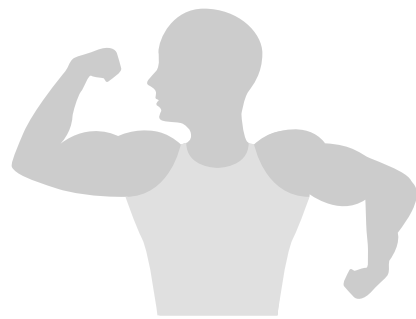
KEY TAKEAWAY 2:

Opportunities for Women Candidates



360-DEGREE CANDIDATE.

Women now have a broader range of opportunities to connect with voters. They can use the whole of their experiences.



STRENGTH V. TOUGHNESS.

It is more important to be a problem solver and show strength than to be “tough.”



SENSE OF HUMOR.

Voters like women candidates and officeholders who demonstrate a sense of humor and don't take themselves too seriously.

DEEP DIVE 1:

Executive Leadership

Research shows voters are more comfortable seeing women serve as members of a legislature than they have been electing them to executive offices—positions where they will have sole decision-making authority.



HERE'S WHAT WORKS FOR WOMEN CANDIDATES:

- **BE ACTION ORIENTED.** The top traits voters identify as important for electability at the executive office level are “can handle a crisis” and “gets results.”
- **REMEMBER THAT WORDS MATTER.** “Confident, organized, and knowledgeable” convey qualifications to voters, and should appear throughout campaign materials.
- **HIT THE GROUND RUNNING.** How the campaign is run is an opportunity for the candidate to show she has her act together, is a good leader, and an effective manager.

DEEP DIVE 2:

Discussing Family

Despite sweeping societal changes, traditional gender roles remain powerful, influencing what voters perceive to be acceptable and appropriate behavior for men and women.



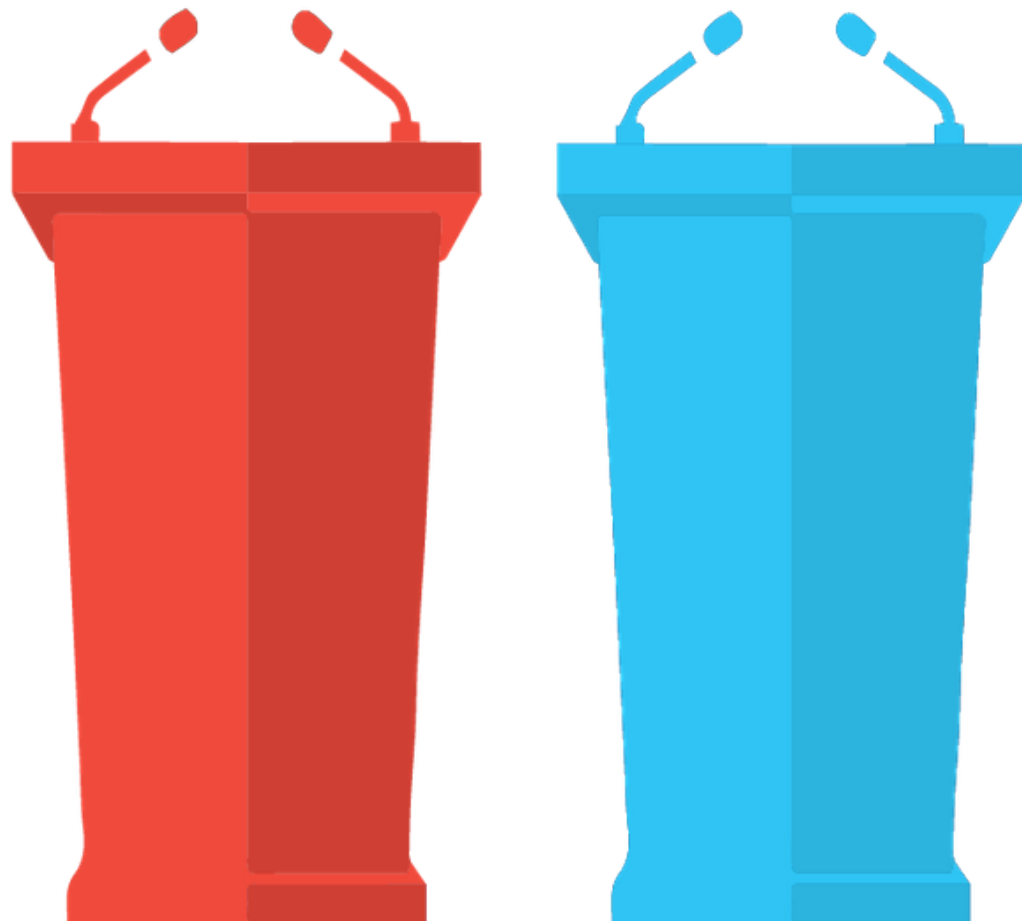
HERE'S WHAT WORKS FOR WOMEN CANDIDATES:

- **BE MATTER-OF-FACT.** Address questions about family life directly and confidently without being defensive or using excuses.
- **STRIKE THE RIGHT BALANCE.** Sharing too much information hurts as much as sharing too little information. People need reassurance that you have your professional and personal life under control, rather than substantive examples of the tradeoffs made in order to manage both.
- **GET BACK TO THE ISSUES.** After sharing personal values and experiences related to family, show voters how you have and will continue to work on their behalf.

DEEP DIVE 3:

Economic credentials

This area is generally perceived as a weakness for women candidates, and voters want to know that a woman can handle budgets, taxes, and the economy.



HERE'S WHAT WORKS FOR WOMEN CANDIDATES:

- **BE SPECIFIC.** Having a detailed economic plan and budget priorities that are in touch with their community help women candidates establish credibility.
- **WEAVE EXPERTISE INTO ALL COMMUNICATIONS.** Building private-public partnerships to create jobs and new businesses, having a written economic plan endorsed by businesses and labor, bringing state funding to the community, and being a business owner who created jobs and balanced budgets are all ways to convey that a woman candidate is very qualified and very likeable.
- **HIGHLIGHT ACCOMPLISHMENTS.** When it comes to less traditional financial experience, this can help level the playing field.

DEEP DIVE 4:

#MeToo & Sexual Harassment

An overwhelming majority of voters agree that sexual harassment is a serious problem (81% of voters, 79% of men), and they prefer when women candidates take a hardline stance against sexual harassment while advocating for change.



HERE'S WHAT WORKS FOR WOMEN CANDIDATES:

- **BE PROACTIVE.** Voters respond well to a woman candidate who delivers positive messages about taking proactive steps to address sexual harassment.
- **FOCUS THE MESSAGING.** The strongest messages anchor on values, are non-partisan, and refer to the economic consequences women suffer as a result of sexual harassment.
- **BE AUTHENTIC.** Sexual harassment impacts people in many different ways, which gives women candidates the opportunity to approach the issue from different angles.

SPOTLIGHT:

Millennial Women and #MeToo

73% of millennial women say they would never vote for a person accused of sexual harassment.

65% of millennial women say they would never vote for someone who didn't make addressing sexual harassment a priority.

50% of millennial women say that current events with sexual harassment make them more likely to vote for women candidates.

86% of millennial women see sexual harassment in the workplace as a serious problem.



DEEP DIVE 5:

Losing a race

For voters, losing does not need to be the end of a woman's political career; it can be the beginning of the next chapter. Encouragingly for women who lose their races, voters did not give negative ratings to losing women candidates on their qualifications or their favorability.



HERE'S WHAT WORKS FOR WOMEN CANDIDATES:

- **FOCUS YOUR MESSAGING ON VOTERS.** You can start launching your next campaign as soon as your concession speech or statement. Highlight listening to your community, continuing to fight for your ideals, and getting things done for voters.
- **BE FORWARD THINKING.** Don't dwell on the past - voters are sensitive to any perceived whining or blaming.
- **STAY ENGAGED IN THE COMMUNITY.** What a woman candidate chooses as her next step after losing an election matters. Work on an issue that was big in the campaign, build political skills, and network with other leaders.

REMEMBER:

The idea that women candidates aren't as electable as their male counterparts is a myth.

Across candidate profiles tested, all of the hypothetical women candidates win or tie their head-to-head ballots against a straight white man of the opposite party.



	% Voting for Woman	% Voting for Man	% Undecided	Margin
Deborah Williams, a Black woman and Republican	49	33	18	17
Teresa Garcia, a Latina and Republican	46	37	18	9
Cynthia Smith, a white woman and Democrat	47	39	14	8
Deborah Williams, a Black woman and Democrat	44	37	19	7
Sherry Lee, an Asian American woman and Democrat	46	40	13	6
Karen Davis, a lesbian white woman and Democrat	45	39	16	6
Cynthia Smith, a white woman and Republican	43	39	18	4
Sherry Lee, an Asian American woman and Republican	44	40	16	3
Teresa Garcia, a Latina and Democrat	42	40	18	2
Karen Davis, a lesbian white woman and Republican	34	34	31	0

INTERESTED IN LEARNING MORE?

REGISTER FOR OUR UPCOMING WEBINAR!

JANUARY 29, 1-2PM EST

Join BLFF and our researchers for a deep dive into our latest memo:
Ready, Willing, & Electable: Women Running for Executive Office.

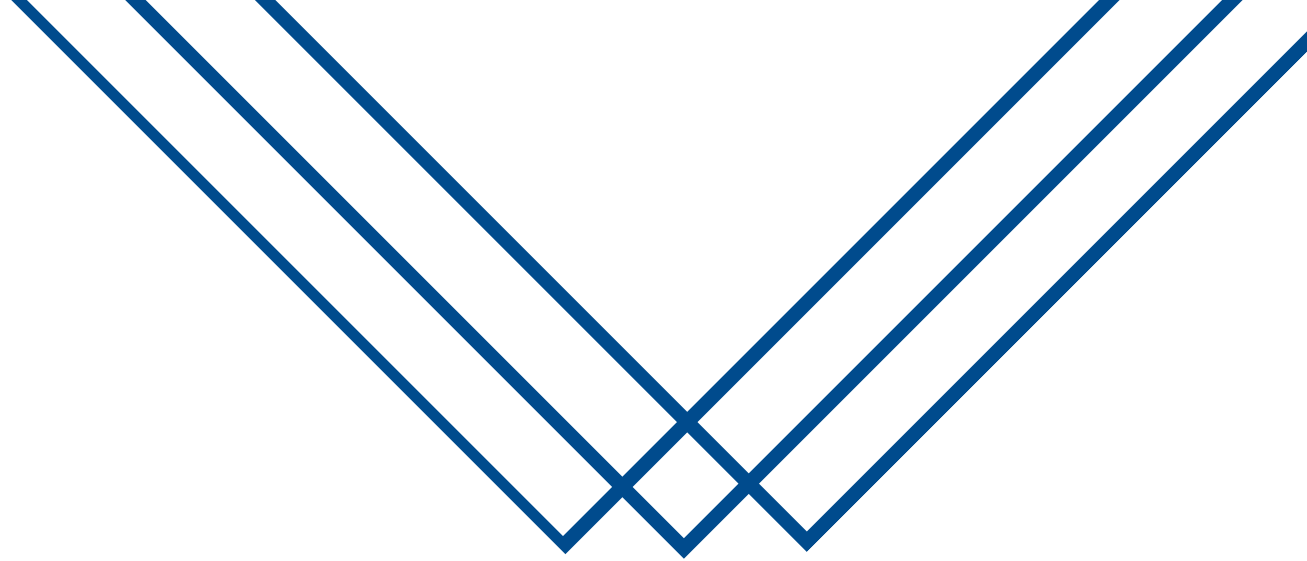
Speakers and presenters:

- **Amanda Hunter**, Barbara Lee Family Foundation
- **Celinda Lake**, Lake Research Partners
- **Chris Matthews**, Bellwether Research and Consulting

Register at: mailchi.mp/blff/blffwebinar129

Link also available on our homepage: barbaraleefoundation.org





QUESTIONS?

KEEP IN TOUCH:



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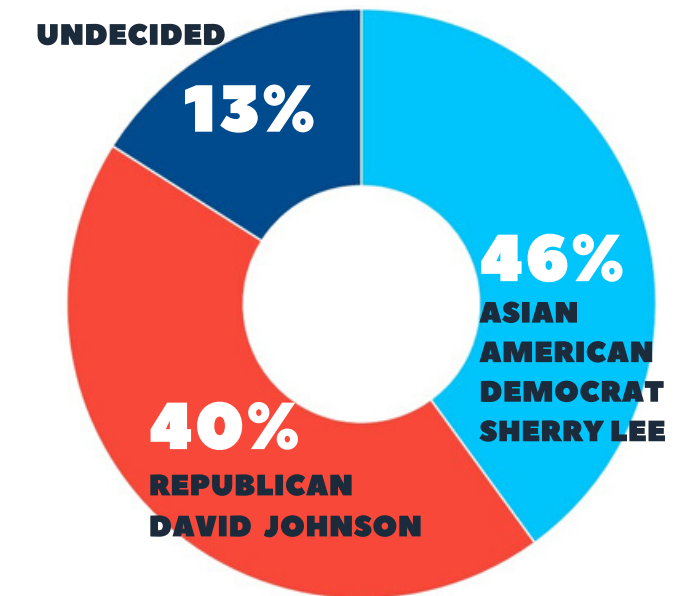
@BarbaraLee
Foundation



BarbaraLee
Foundation.org

ASIAN AMERICAN WOMAN: DEMOCRAT

HOW DOES SHE PERFORM IN A HYPOTHETICAL BALLOT?

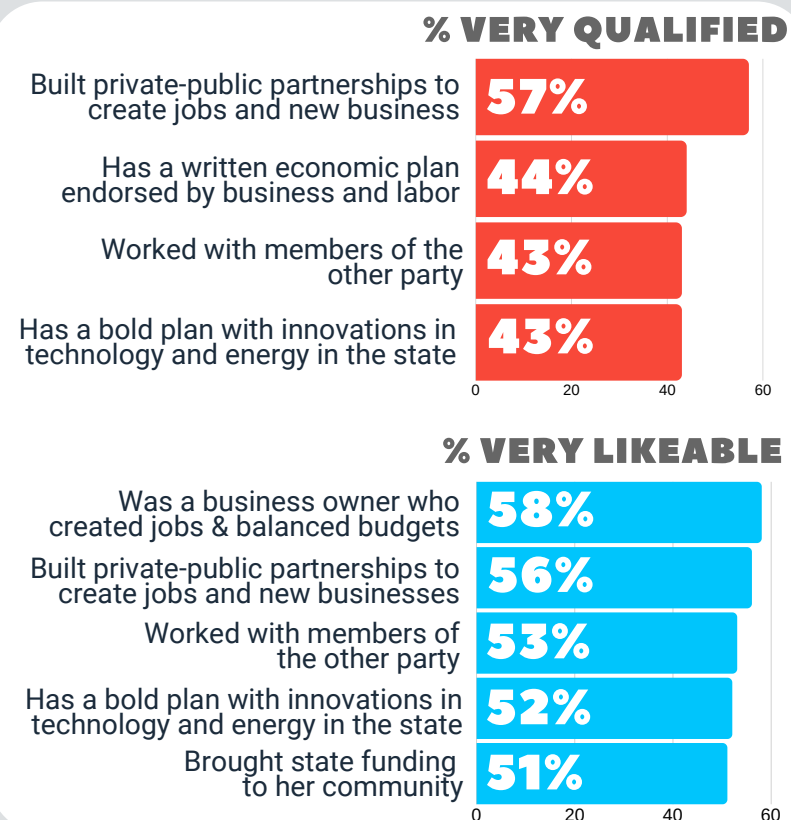


WHAT TRAITS ARE IMPORTANT FOR ELECTABILITY?

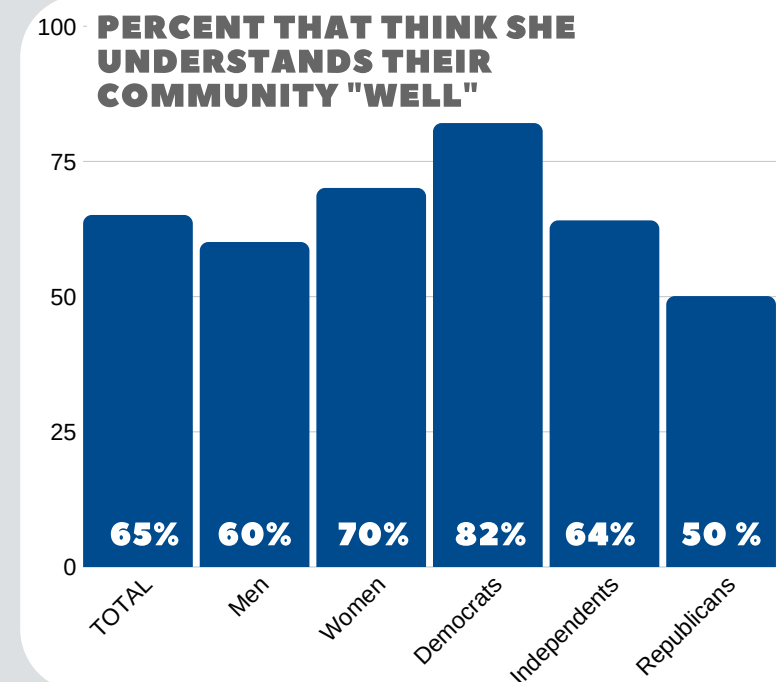
% very important	Total	D	I	R
Can handle a crisis	72%	72	69	71
Gets results	64%	69	71	55
Authentic	61%	64	64	55
Cares about people like you	61%	66	61	52
Shares your values	59%	54	59	59
Confident	58%	69	58	45
Brings people together	57%	63	61	45
Brings about change	45%	60	47	29
Is measured, not harsh, in communication	43%	45	47	40

D = Democrats; I = Independents; R = Republicans

WHAT SHOWCASES QUALIFICATIONS AND LIKEABILITY TO VOTERS?



DO VOTERS THINK SHE WILL REPRESENT THEIR COMMUNITY WELL?





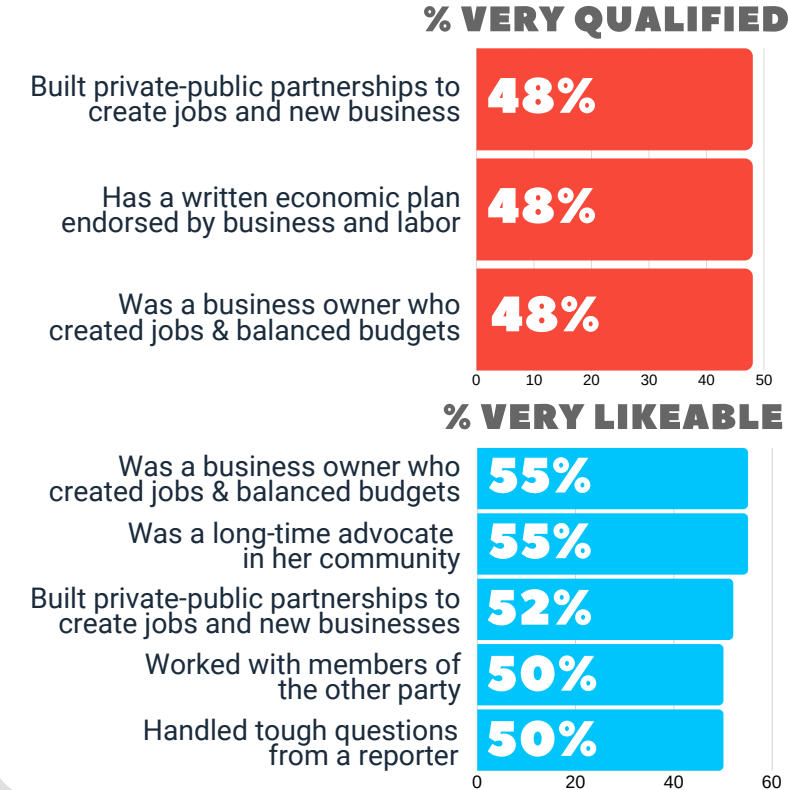
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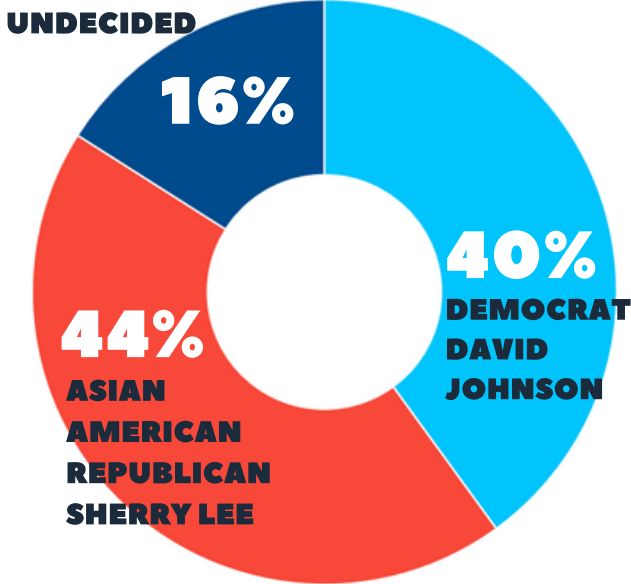
% very important	Total	D	I	R
Gets results	70%	66	70	75
Can handle a crisis	68%	66	67	71
Confident	63%	55	64	73
Brings people together	62%	57	57	68
Authentic	59%	49	61	71
Shares your values	58%	53	53	65
Cares about people like you	57%	51	59	65
Brings about change	42%	46	47	36
Is measured, not harsh, in communication	38%	35	39	37

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WHAT SHOWCASES QUALIFICATIONS AND LIKEABILITY TO VOTERS?

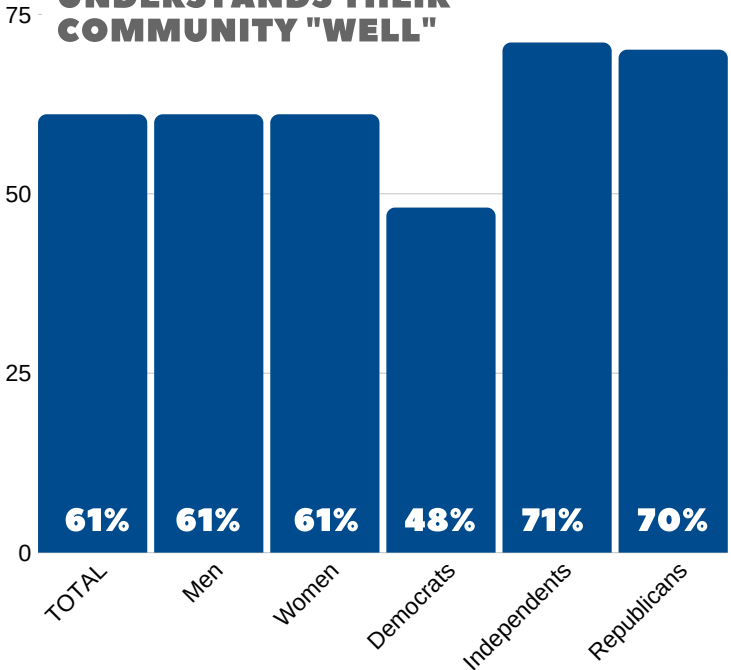


HOW DOES SHE PERFORM IN A HYPOTHETICAL BALLOT?



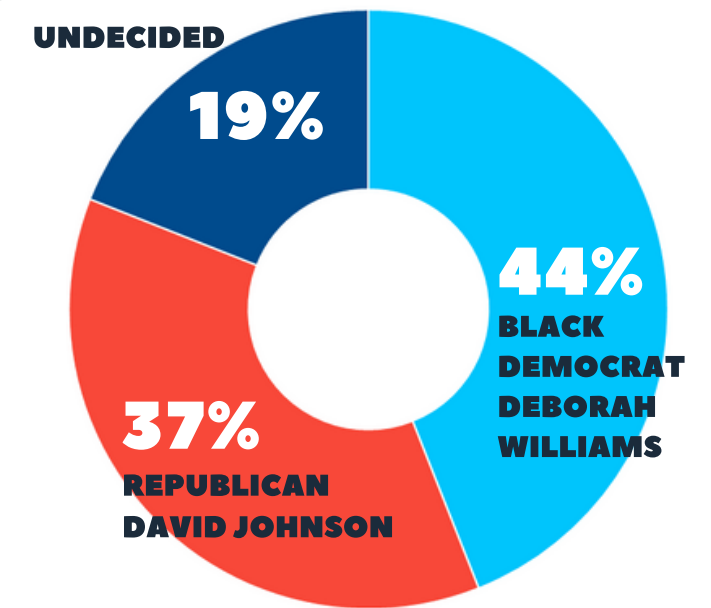
DO VOTERS THINK SHE WILL REPRESENT THEIR COMMUNITY WELL?

PERCENT THAT THINK SHE UNDERSTANDS THEIR COMMUNITY "WELL"



BLACK WOMAN: DEMOCRAT

HOW DOES SHE PERFORM IN A HYPOTHETICAL BALLOT?

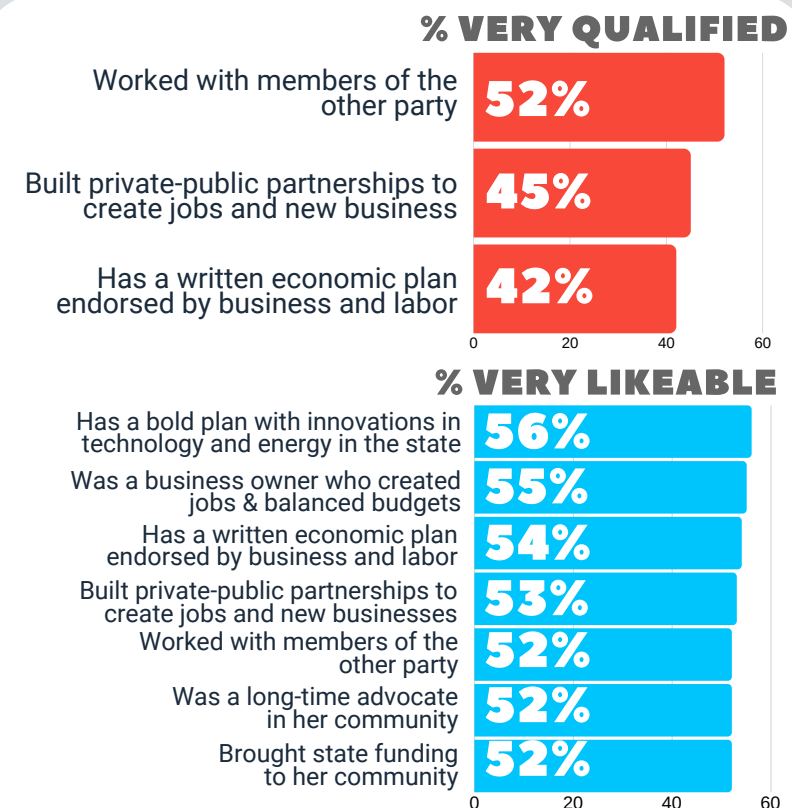


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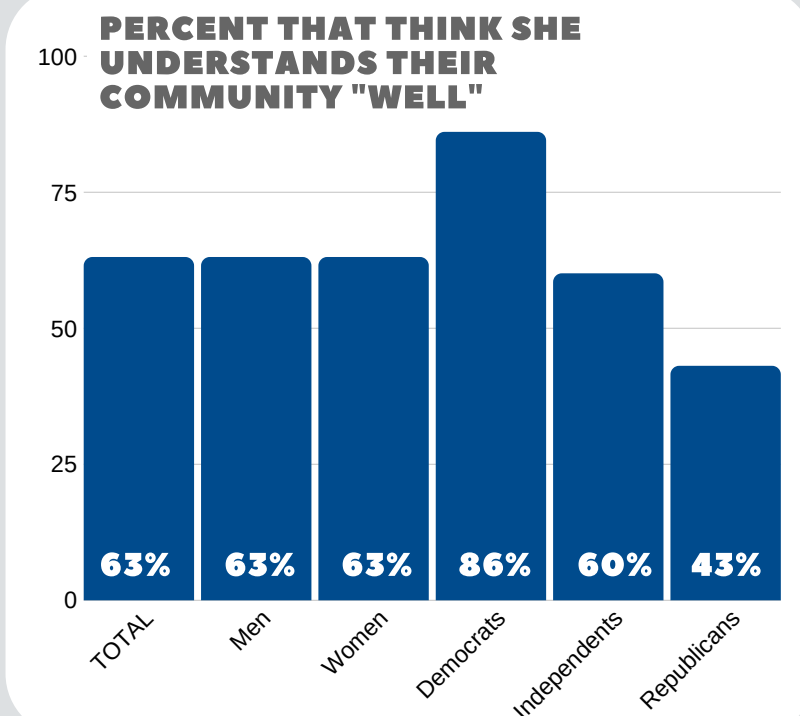
% very important	Total	D	I	R
Can handle a crisis	74%	87	69	64
Gets results	70%	83	65	65
Cares about people like you	63%	74	63	49
Brings people together	60%	75	49	48
Confident	59%	72	54	44
Authentic	57%	68	55	42
Shares your values	55%	62	56	47
Brings about change	45%	63	39	32
Is measured, not harsh, in communication	43%	54	44	29

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WHAT SHOWCASES QUALIFICATIONS AND LIKEABILITY TO VOTERS?



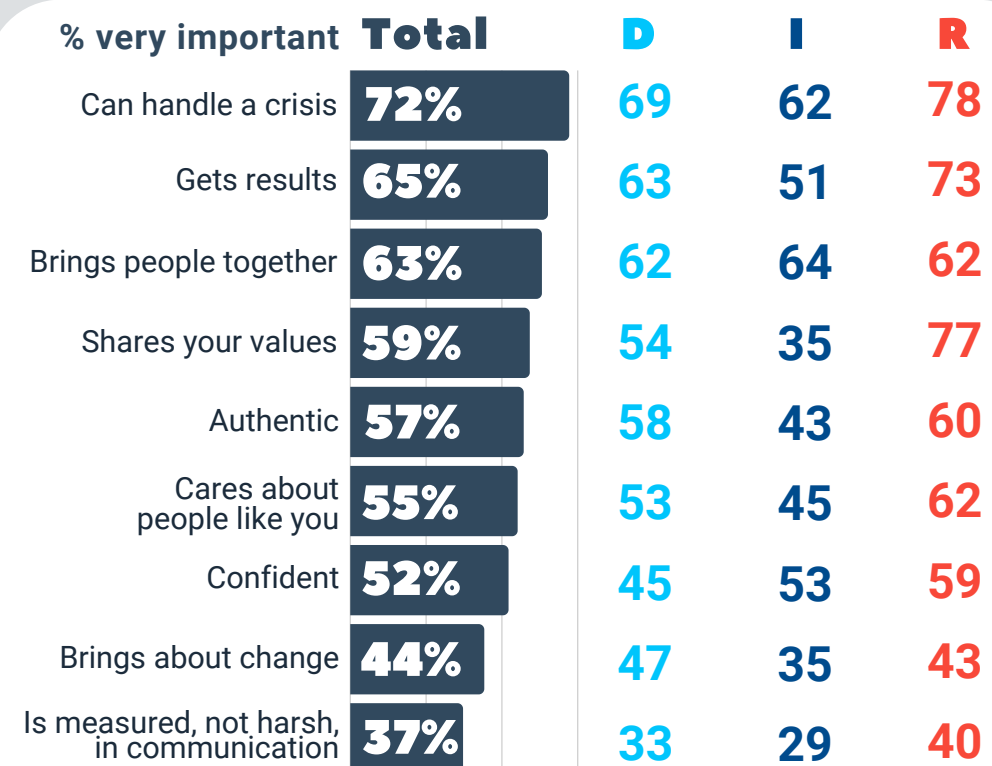
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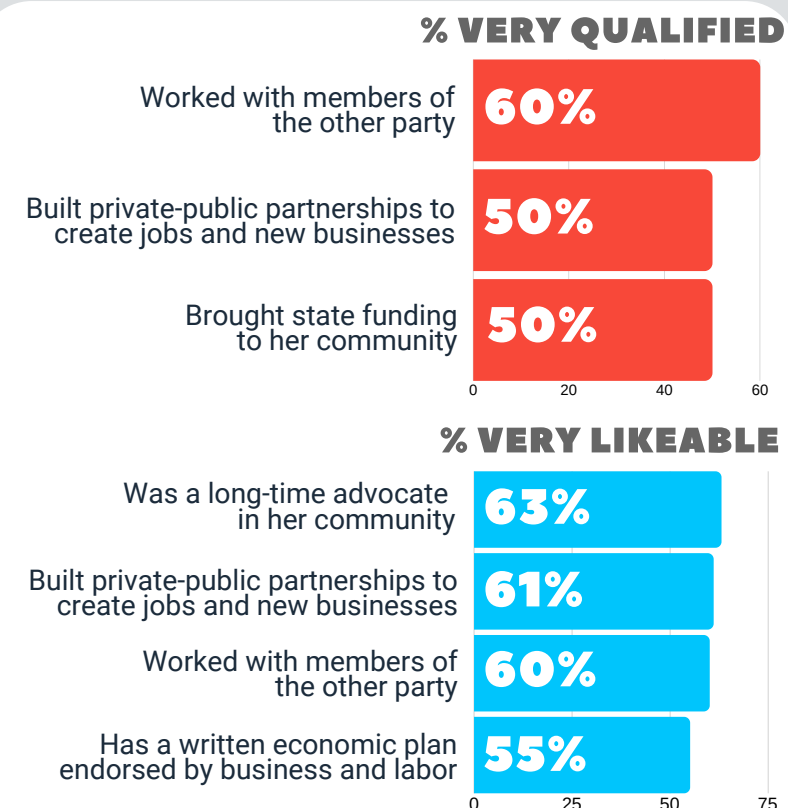
BLACK WOMAN: REPUBLICAN

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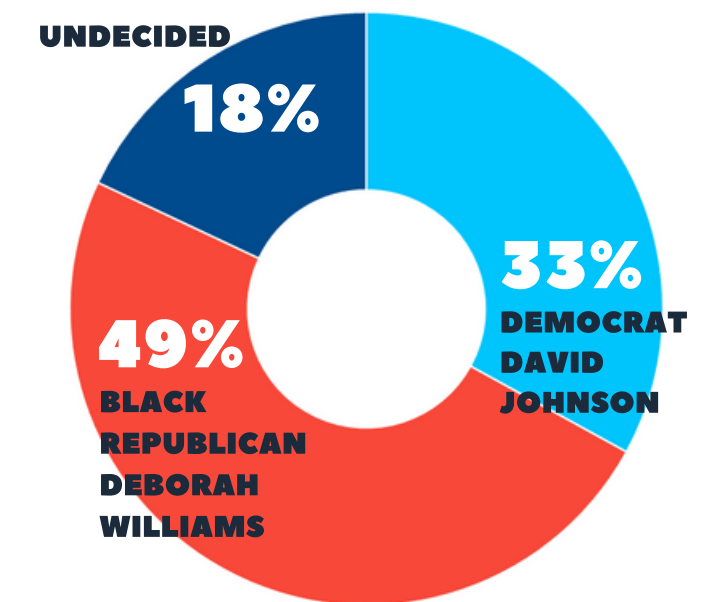


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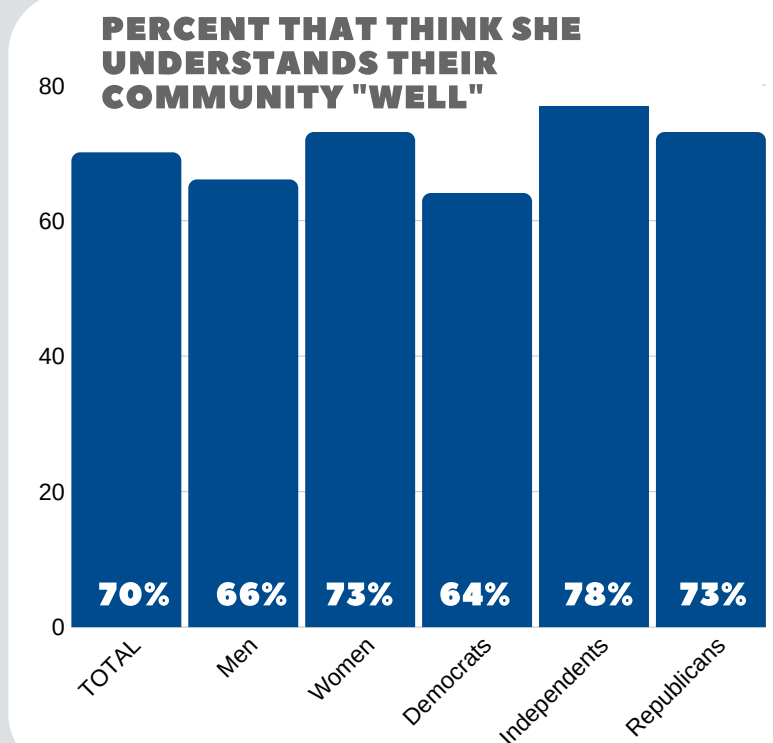
WHAT SHOWCASES QUALIFICATIONS AND LIKEABILITY TO VOTERS?



HOW DOES SHE PERFORM IN A HYPOTHETICAL BALLOT?



DO VOTERS THINK SHE WILL REPRESENT THEIR COMMUNITY WELL?





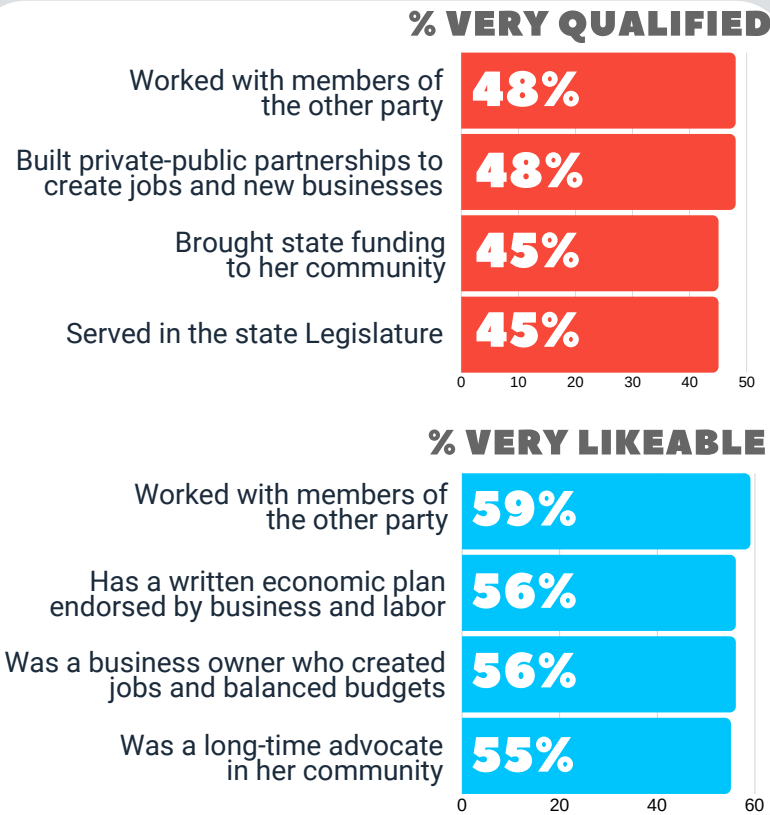
LATINA: DEMOCRAT

WHAT TRAITS ARE IMPORTANT FOR ELECTABILITY?

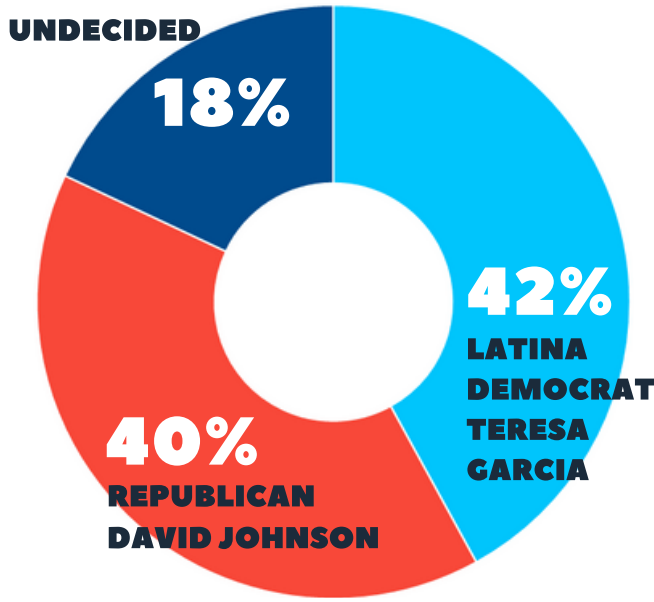
% very important	Total	D	I	R
Can handle a crisis	75%	85	80	61
Gets results	68%	78	74	52
Cares about people like you	62%	74	72	45
Brings people together	61%	77	65	42
Authentic	61%	71	68	45
Shares your values	58%	61	65	53
Confident	58%	67	56	39
Brings about change	44%	60	46	20
Is measured, not harsh, in communication	43%	57	40	27

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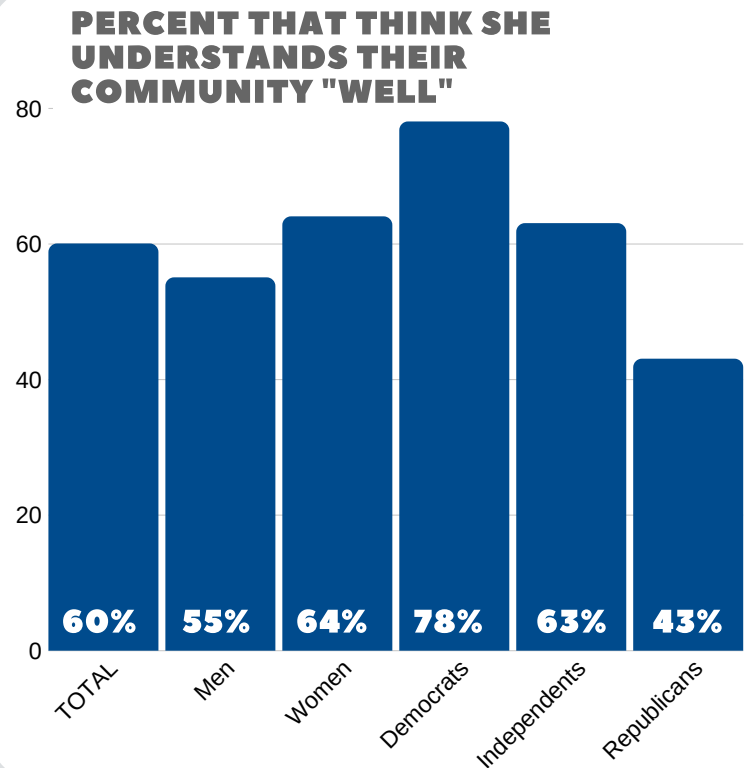
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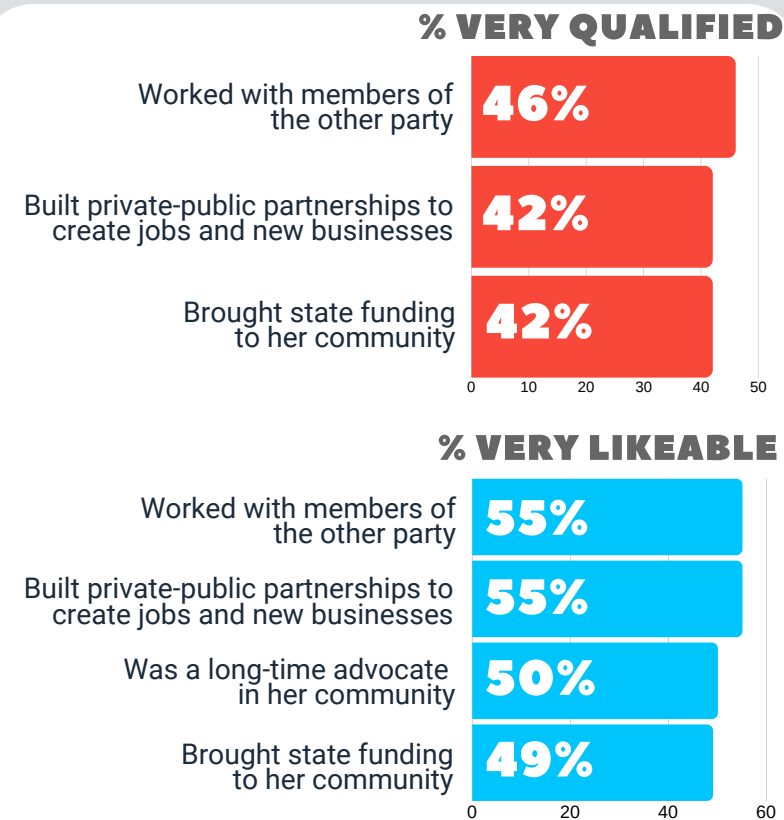
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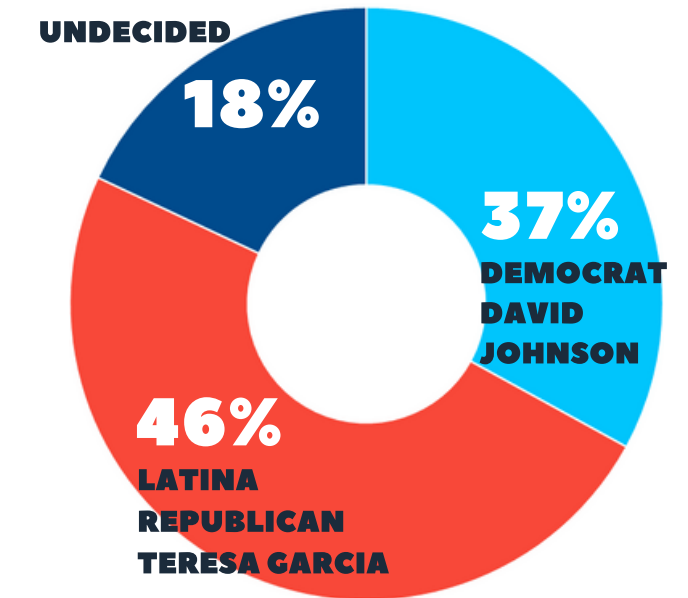
% very important	Total	D	I	R
Can handle a crisis	74%	69	79	82
Gets results	65%	60	65	72
Cares about people like you	60%	63	52	61
Shares your values	59%	53	57	72
Authentic	58%	58	60	65
Confident	57%	51	62	67
Brings people together	57%	55	49	64
Brings about change	43%	43	41	51
Is measured, not harsh, in communication	41%	35	33	48

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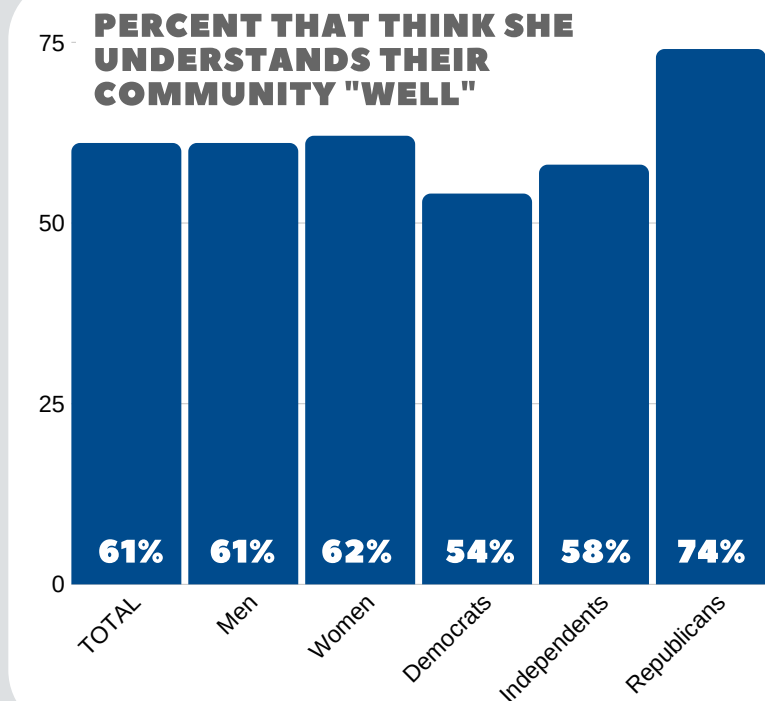
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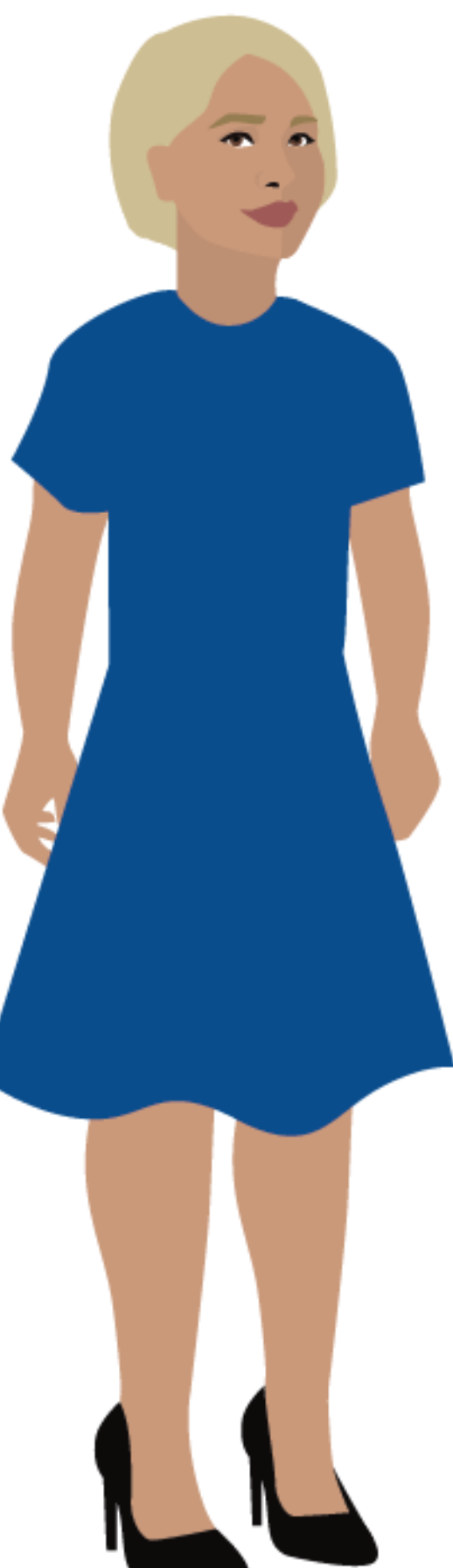


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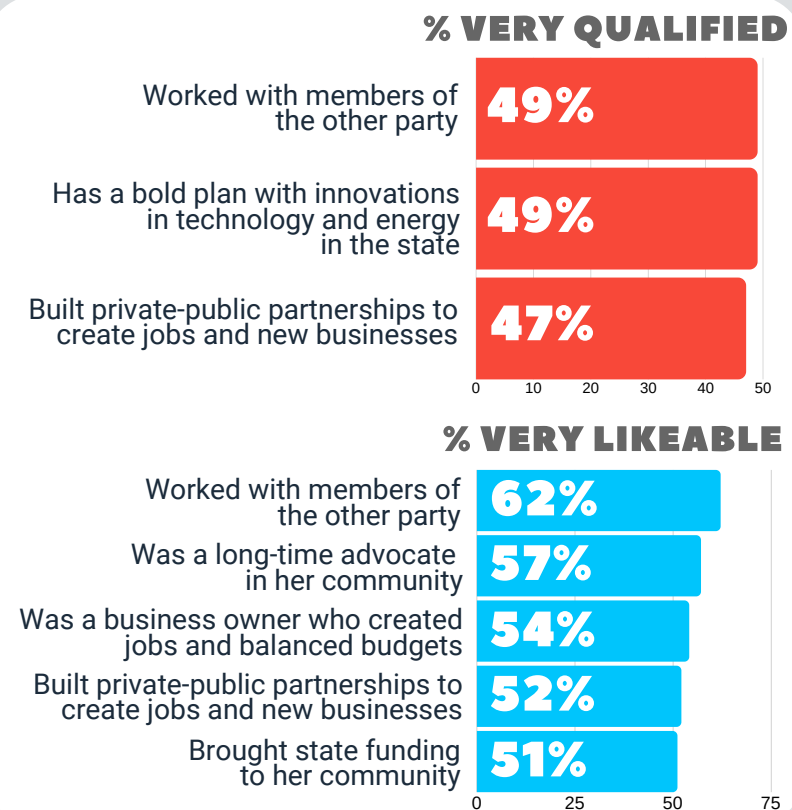
WHITE LESBIAN: DEMOCRAT

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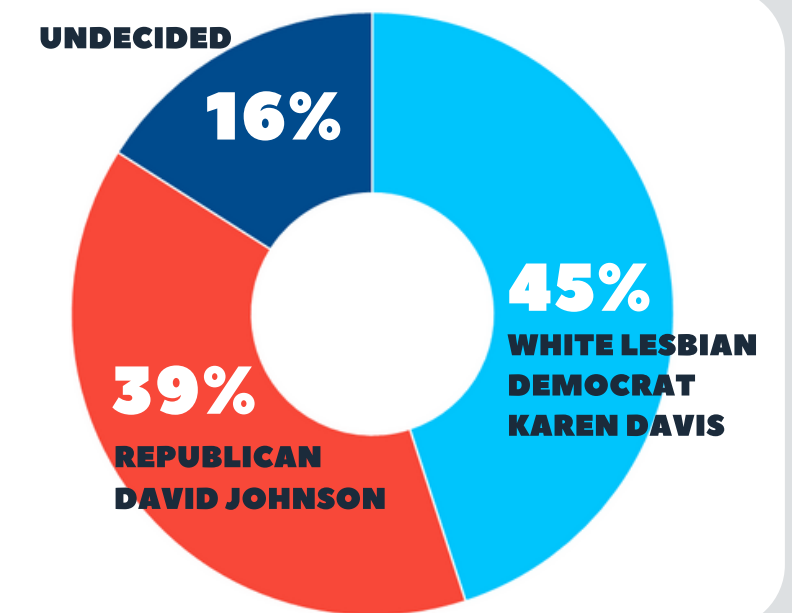
% very important	Total	D	I	R
Can handle a crisis	74%	82	75	63
Gets results	70%	75	69	59
Confident	62%	66	60	58
Cares about people like you	59%	64	60	51
Brings people together	57%	68	51	47
Shares your values	57%	64	53	51
Authentic	54%	57	47	50
Brings about change	51%	65	41	43
Is measured, not harsh, in communication	39%	38	44	39

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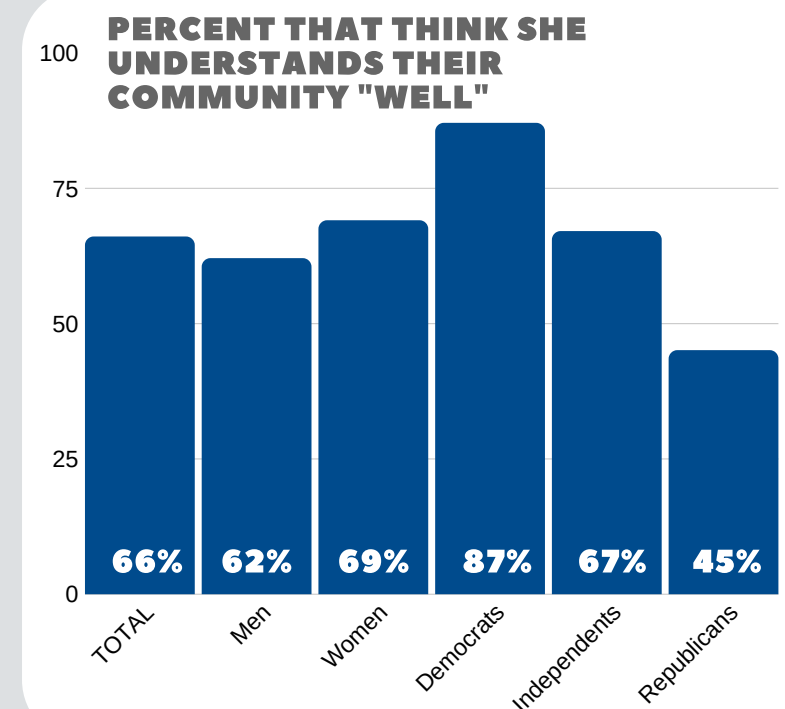
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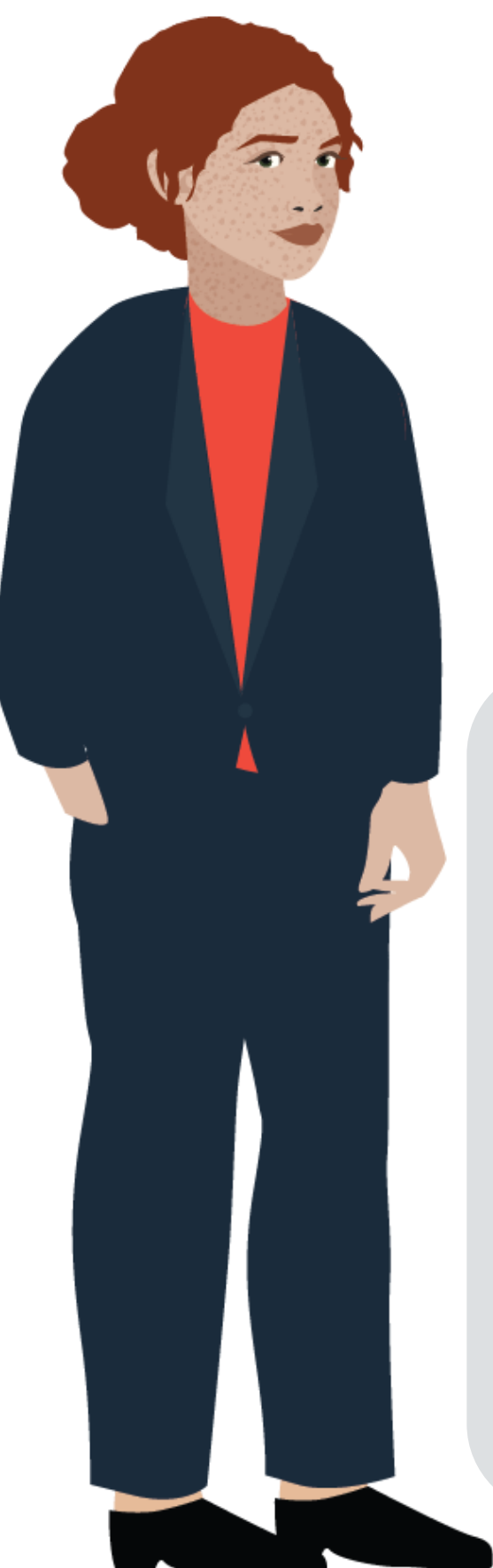


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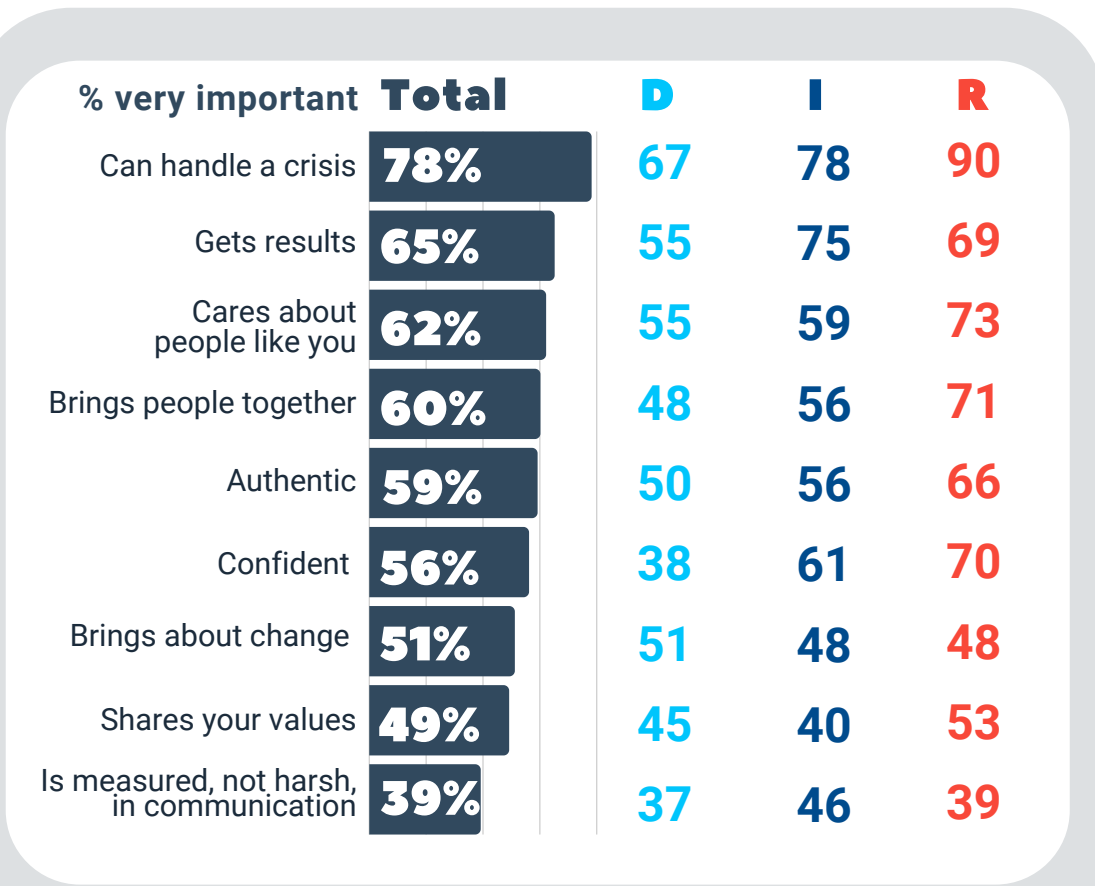
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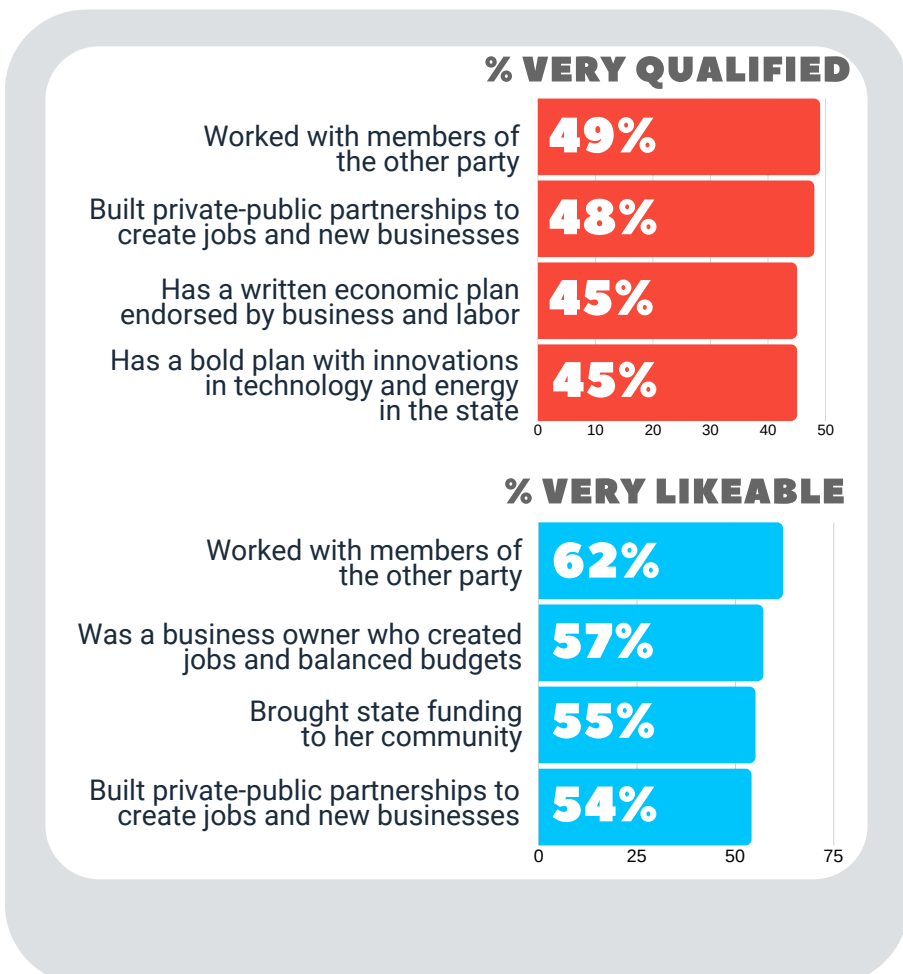
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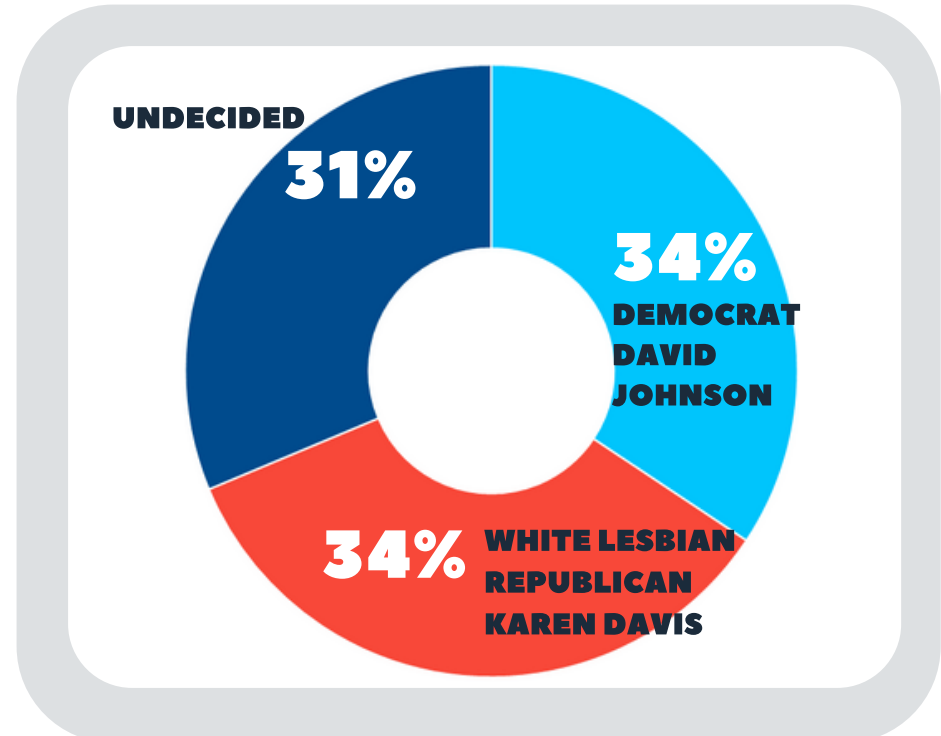


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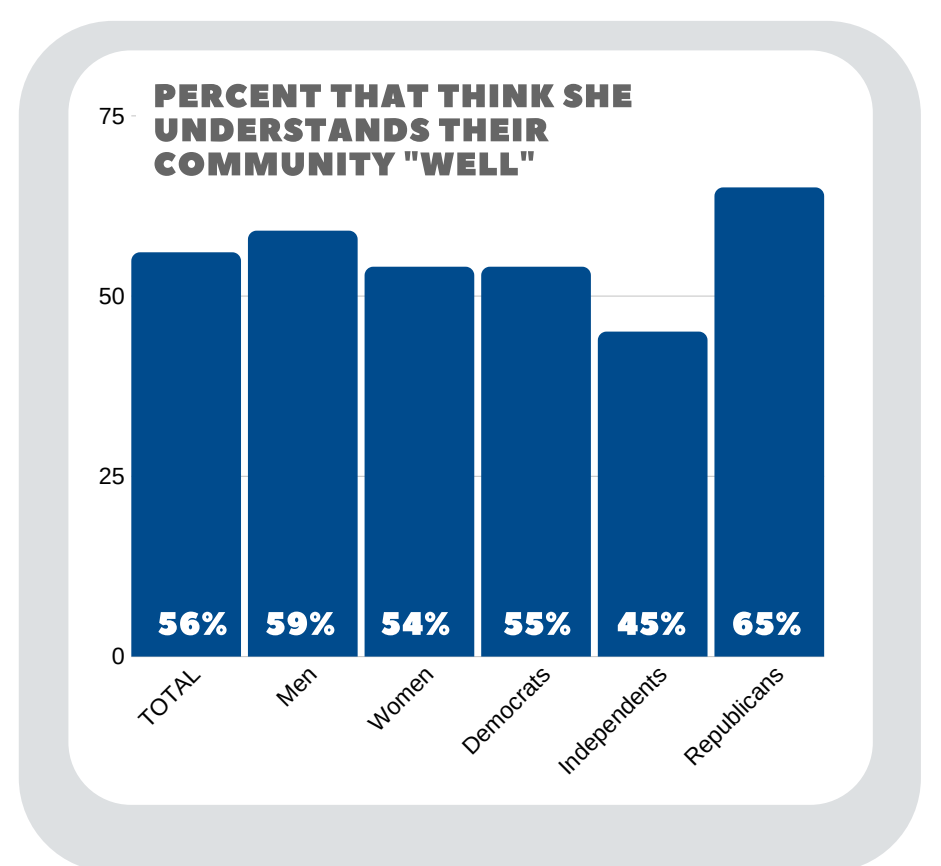
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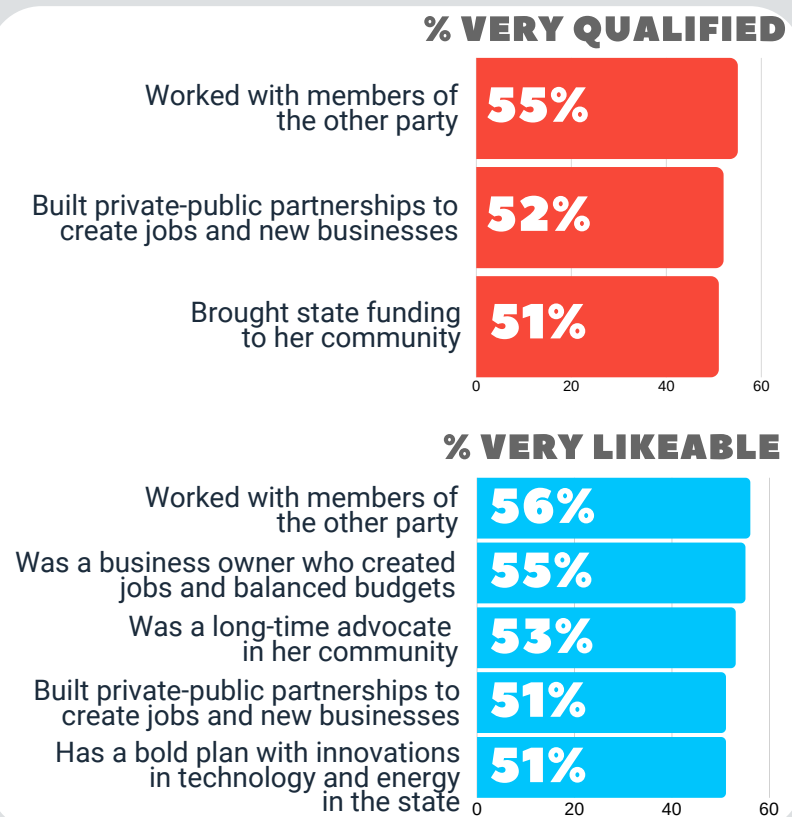
WHITE WOMAN: DEMOCRAT

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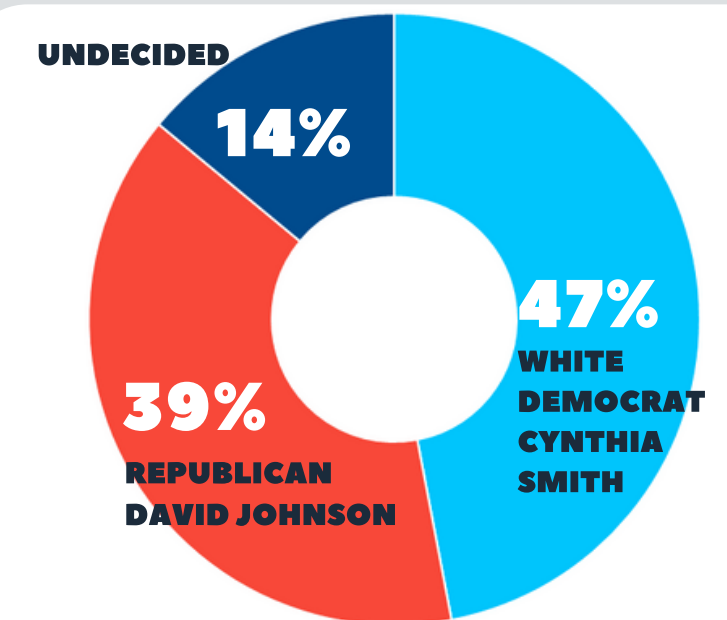
% very important	Total	D	I	R
Can handle a crisis	77%	87	75	67
Gets results	70%	77	67	61
Cares about people like you	66%	73	68	59
Brings people together	62%	77	56	48
Shares your values	61%	64	57	58
Authentic	57%	73	48	49
Confident	57%	69	54	47
Brings about change	49%	66	52	28
Is measured, not harsh, in communication	42%	52	38	30

D = Democrats; I = Independents; R = Republicans

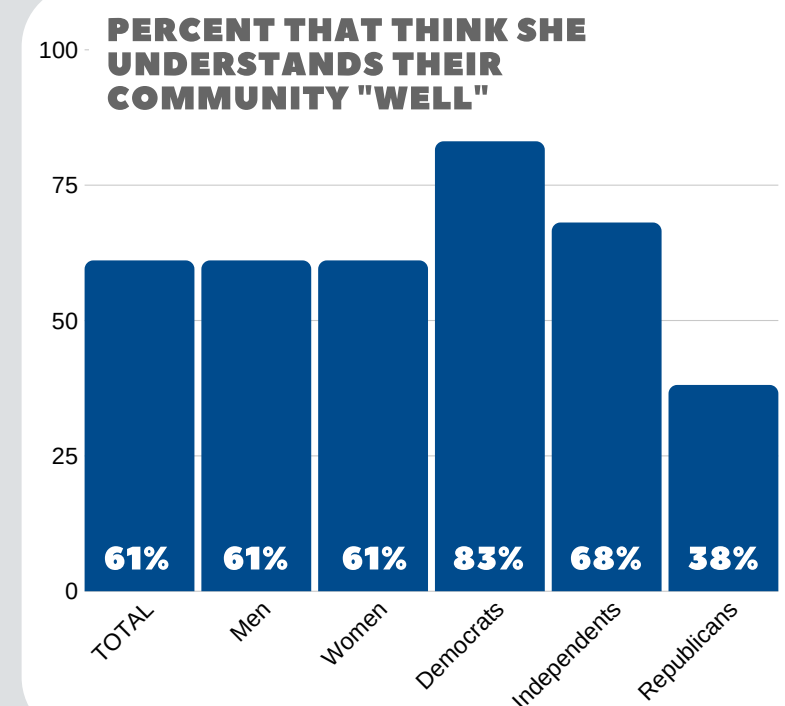
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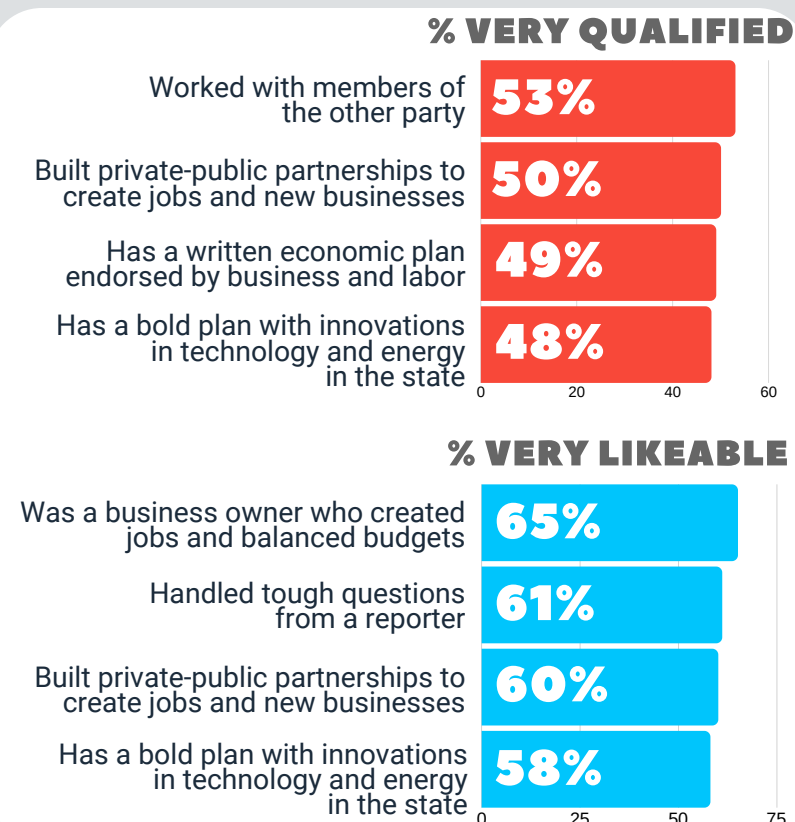
WHITE WOMAN: REPUBLICAN

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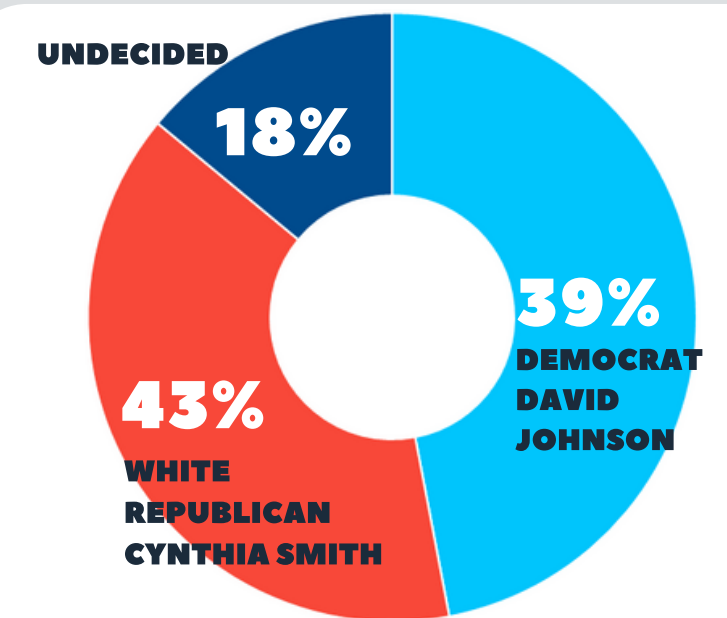
% very important	Total	D	I	R
Can handle a crisis	75%	70	73	84
Gets results	71%	65	60	85
Authentic	67%	56	65	77
Cares about people like you	64%	65	61	64
Confident	62%	54	56	76
Brings about change	60%	64	58	61
Shares your values	60%	53	61	68
Brings people together	48%	51	50	48
Is measured, not harsh, in communication	41%	34	36	52

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