

DISCOVERY DAY

GENDER GAP IN THE 2012 PRESIDENTIAL ELECTION

Audra Widham
widhama@my.erau.edu

LARGEST IN HISTORY

Gender Gap in Voting for President, Final Pre-Election Polls

	Men	Women	Difference
2012	-8	+12	20 pts.
2008	0	+14	14 pts.
2004	-12	+4	16 pts.
2000	-7	+8	15 pts.
1996	+1	+15	14 pts.
1992	+4	+8	4 pts.
1988	-12	-4	8 pts.
1984	-28	-10	18 pts.
1980	-15	-5	10 pts.
1976	+8	-3	11 pts.
1972	-26	-24	2 pts.
1968	-2	+2	4 pts.
1964	+20	+24	4 pts.
1960	+4	-2	6 pts.
1956	-10	-22	12 pts.
1952	-6	-16	10 pts.

Figures represent lead/deficit for Democratic candidate among men and women in each election, in percentage points.

GALLUP®

SANDRA FLUKE



SLUT



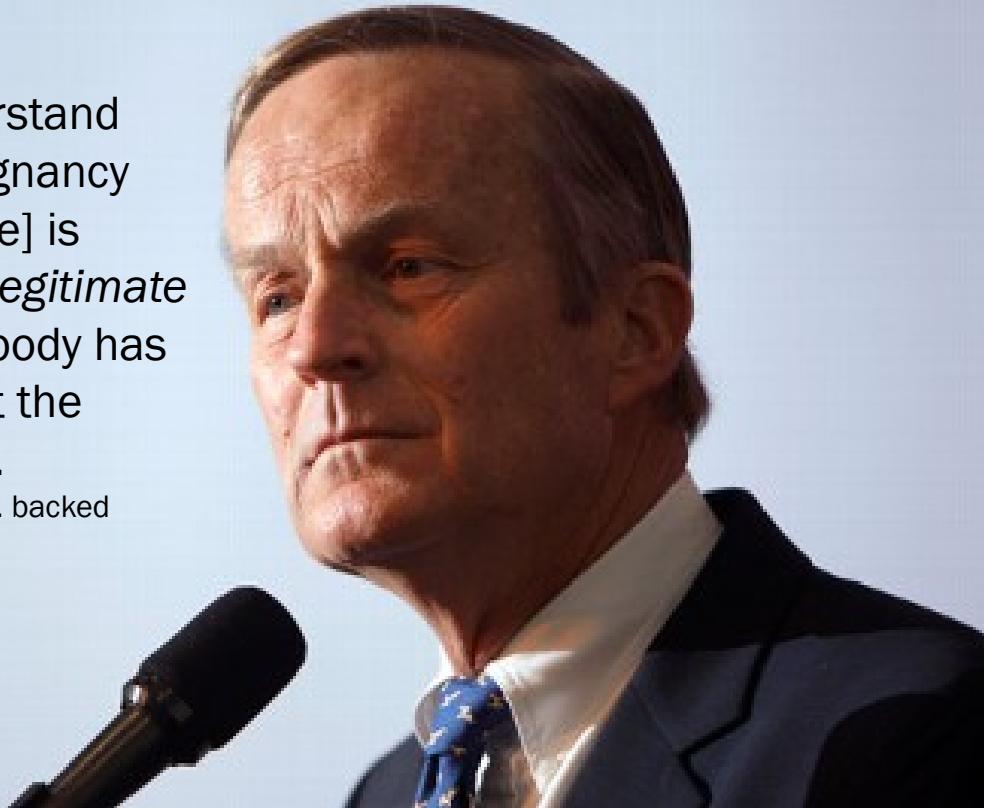
FLUKE
W SCHOOL GRADUATE

.OMAT THAT THE ATTACKS WERE UNACCEPTABLE, UNLAWFUL AND A VIC

TODD AKIN

From what I understand from doctors, pregnancy [as a result of rape] is really rare. If it is *legitimate rape*, the female body has ways to try to shut the whole thing down.

—Rep. Todd Akin, Tea Party-backed candidate for U.S. Senate



RICHARD MOURDOCK

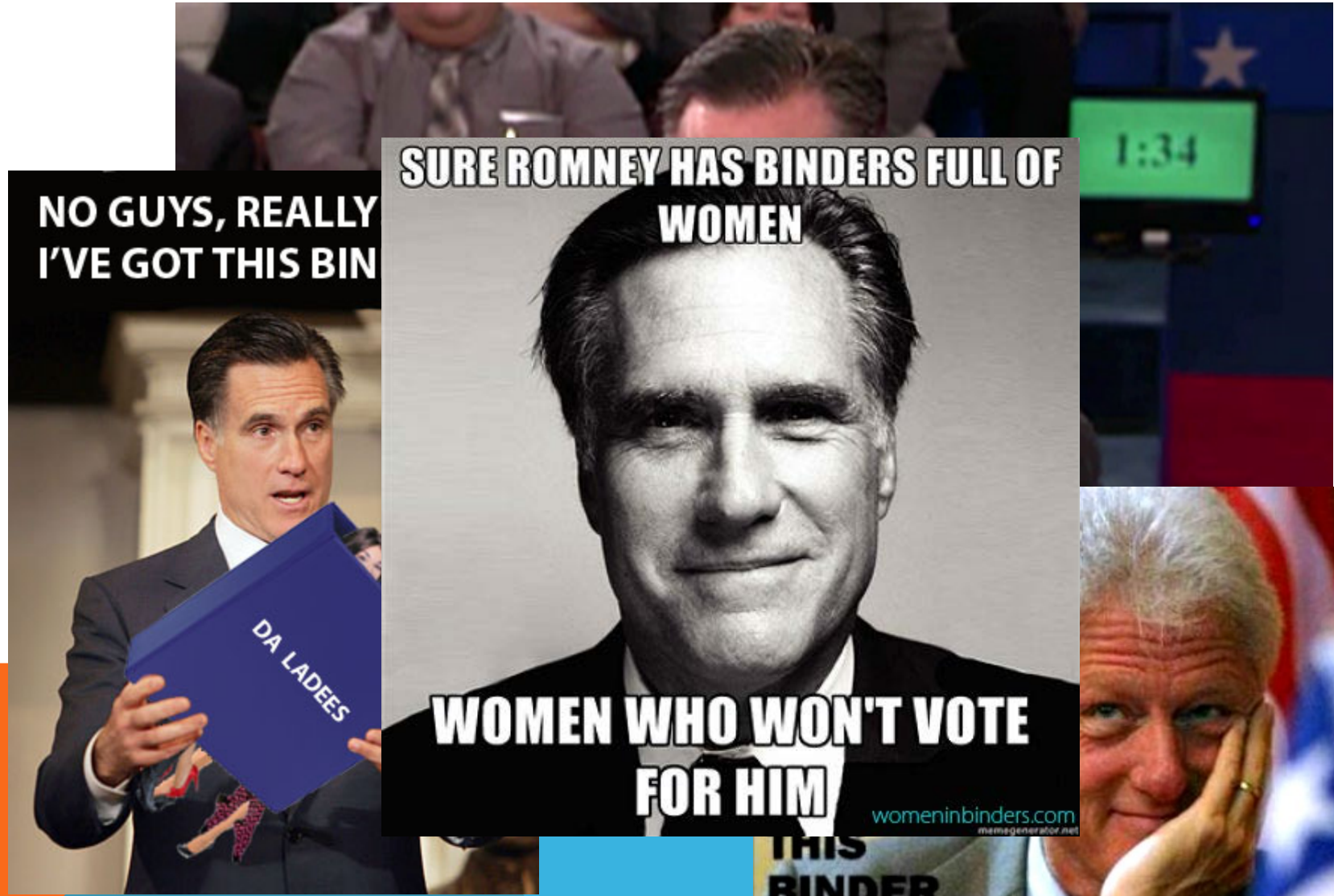
***Pregnancy from
rape is "a gift...
that God
intended."***

Republican
Senate Candidate
Richard Mourdock
(R-IN), 10/23/12



www.murdock.com

BINDERS FULL OF WOMEN



NO GUYS, REALLY
I'VE GOT THIS BIN

SURE ROMNEY HAS BINDERS FULL OF
WOMEN

WOMEN WHO WON'T VOTE
FOR HIM

womeninbinders.com
memegenerator.net

THIS
BINDER...

1:34

DA LADEES

PAST, PRESENT, & FUTURE



Traditionally, the Republican Party was the more feminist of the major political parties

"the Republican War on Women."

Society is quickly changing, as should political views?