

# DISCOVERY DAY

GENDER GAP IN THE 2012 PRESIDENTIAL ELECTION

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# LARGEST IN HISTORY

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

	<b>Men</b>	<b>Women</b>	<b>Difference</b>
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

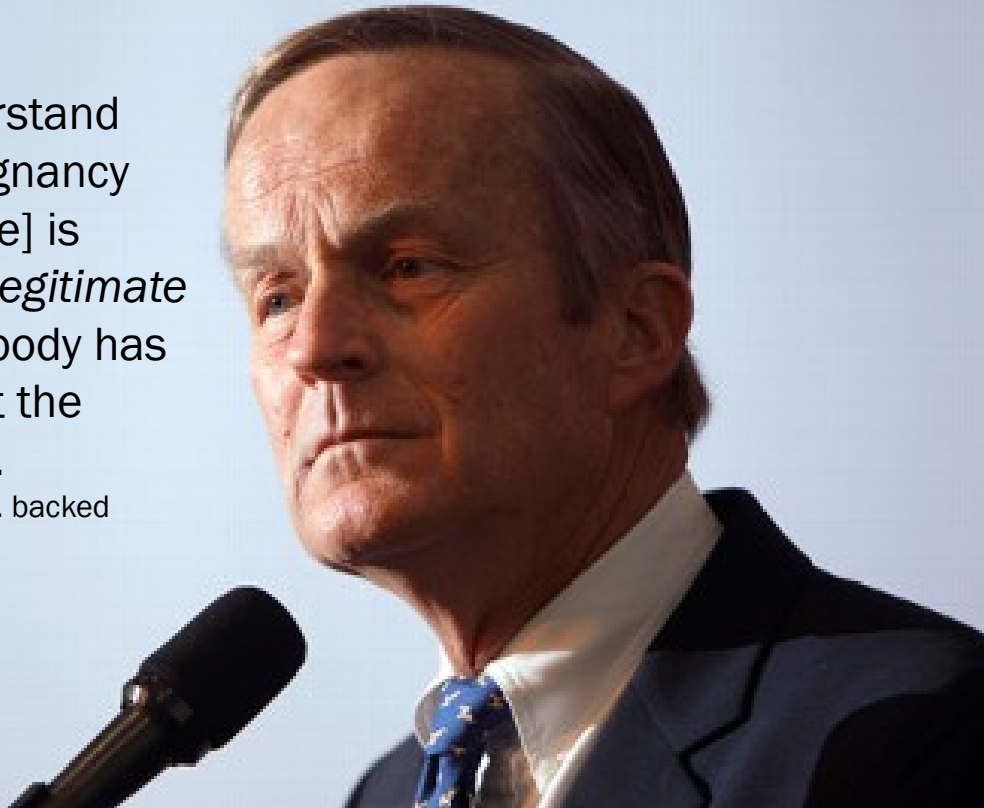


**FLUKE**  
W SCHOOL GRADUATE

# 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

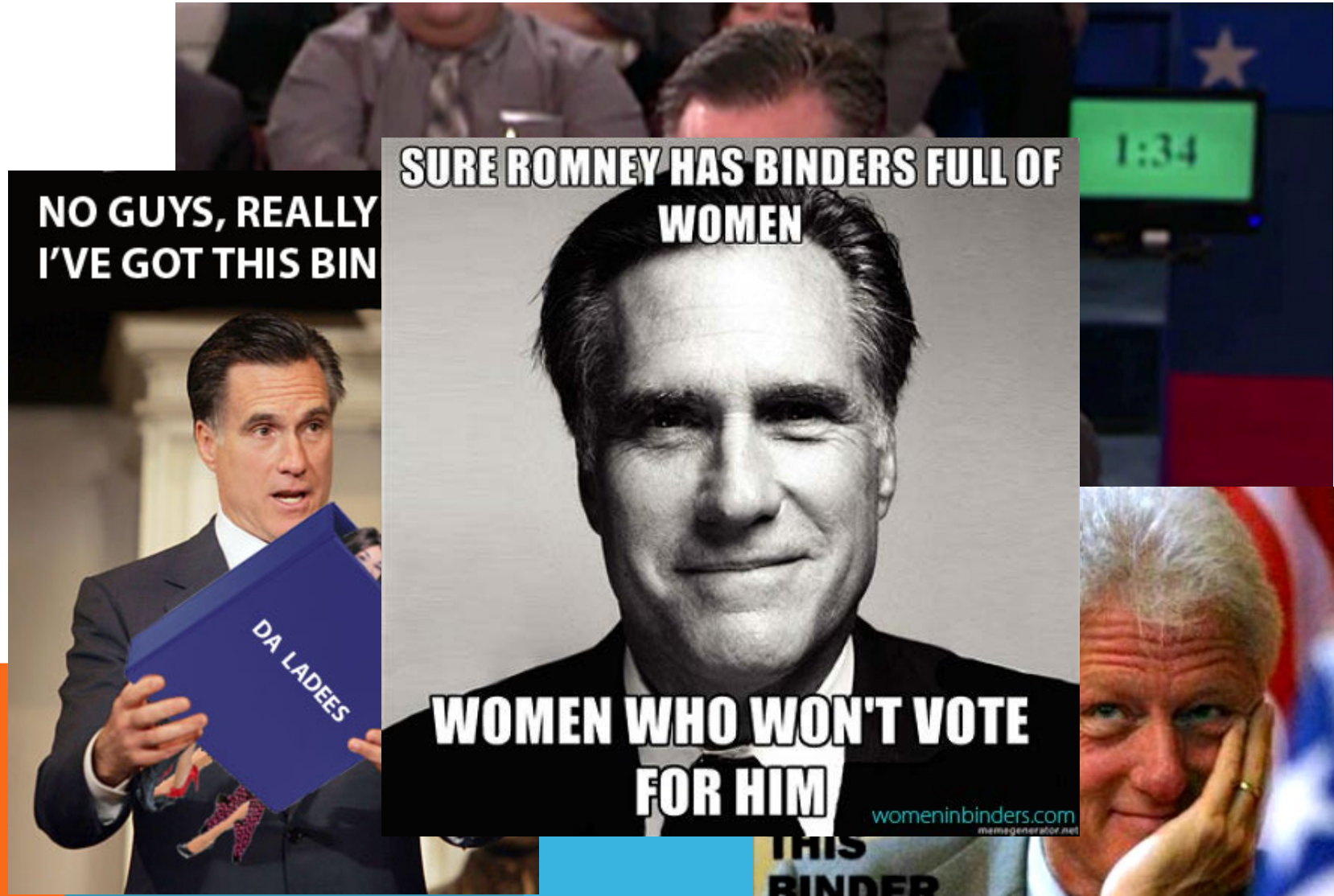
***Pregnancy from  
rape is "a gift...  
that God  
intended."***

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



www.mourdock.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...

# 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?