Women's Legislative Breakfast
National Conference of State Legislators Legislative Summit
August 8, 2017
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. For nearly two decades, politicians, practitioners, and press have used our research to understand the obstacles and opportunities women encounter when running for office.

We have shared 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 Takeaways from BLFF Research: Obstacles for Women Candidates

1. **Qualifications:** Voters expect women candidates to demonstrate their qualifications to the highest degree, something they don’t expect from men.

2. **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.

3. **Honesty and ethics:** Voters put women on a character pedestal, expecting women to be more moral, more honest, and more trustworthy than men.
Modern Family: Family Models Tested

**STEP 1:** Voters were presented with profiles of fictional candidates for governor in the form of newspaper articles.

**STEP 2:** Voters heard critiques of each of the candidates which focused on their ability to manage their family life and at the same time be effective office holders.

**STEP 3:** Voters read how the candidates responded to the critiques.
Questions?

www.BarbaraLeeFoundation.org

facebook.com/barbaraleefoundation/
@BLFF_org