



TEXAS WOMEN FACT SHEET - DILEMMAS FOR WOMEN SEEKING ELECTED OFFICE

Political parties can make or break a woman candidate

- Women often feel that party leadership discourages them from running—most often an officeholder or political party official. <https://www.politicalparity.org/research/research-inventory/>
- Women are more likely than men to say that party support was very important to their decision to run. Women see that parties are important gatekeepers to becoming an elected official. <https://www.politicalparity.org/research/research-inventory/>

Gender stereotypes still play a role

- Although all candidates are judged on these attributes to some degree, women have a more difficult challenge in convincing voters to judge them on their merits rather than on their appearance. <https://www.barbaraleefoundation.org/research/cracking-the-code/>
- Voters tend to be more amenable to seeing women elected to legislatures (where they will be part of a larger body, vs. being elected to executive positions (where she would be seen as the sole decision-maker) <https://www.barbaraleefoundation.org/research/ready-willing-electable/>

Money Counts

- The top three incumbent women running for office in 2009 received \$16 million less campaign contributions than the top three male incumbents. <http://wcfnd.pub30.convio.net/pages/research/vote-with-your-purse.html>
- Data suggests that women “may actually require greater amounts of campaign funding in order to achieve levels of success comparable to their male counterparts.” <https://womenrun.rutgers.edu/barriers-to-progress/>
- Most women believe that it is harder for female candidates to raise money than male candidates, while the overwhelming majority of men believe it is equally hard for both men and women. <https://womenrun.rutgers.edu/barriers-to-progress/>

Source

- <http://www.cawp.rutgers.edu/>: The Center for American Women and Politics (CAWP) at Rutgers, The State University of New Jersey, is the leading source of research and current data about American women’s political participation.