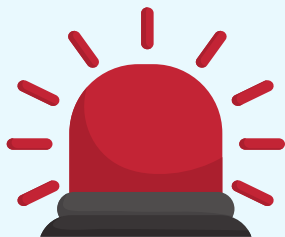


WRITING A NEW PLAYBOOK:

CAMPAIGNING TO BE THE FIRST WOMAN VP



During the past 150 years, only two women have ever been running mates on a major party presidential ticket. **Compared to 70 men.**

We haven't seen a woman vice presidential candidate on a major party ticket in 12 years. A lot has changed, culturally, since 2008. Over the past several years, women have made major strides in political fields—for example, a record-breaking number of women were elected to the U.S. House of Representatives in 2018, and many of them did it by throwing out the old playbook and running as their authentic selves.

Our research shows that the notion that women candidates aren't as electable as their male counterparts is a myth. However, despite recent strides, our research (conducted in 2019) also shows that women candidates are still held to different and higher standards than men on the campaign trail.

Women who seek executive office face additional obstacles compared to men, according to **our research**. They must prove that they are qualified. For men, their qualifications are assumed.