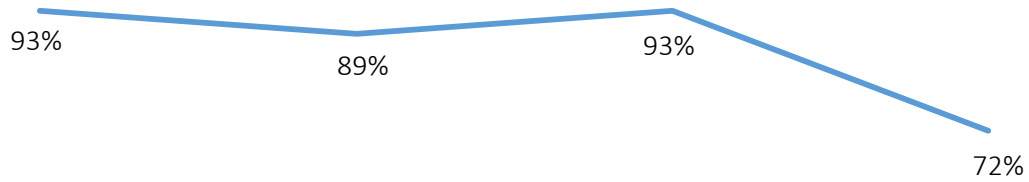


# Fewer Republican Women Support Their Party's Candidate Than in Past Presidential Elections

## Republican Women's Loyalty to the Republican Candidate in the Past Four Election Cycles

■ Percentage of Republican Women Who Voted for the Republican Candidate



### Key Points

- In 2012 the Rutgers Center found that overall about **10 million more women** voted in the presidential election than men.
- The general rule among pollsters is that a candidate must win at least **90 percent of their own party's voters** to win the White House. With Trump's numbers so low among Republican women, this will be a high bar for the candidate.

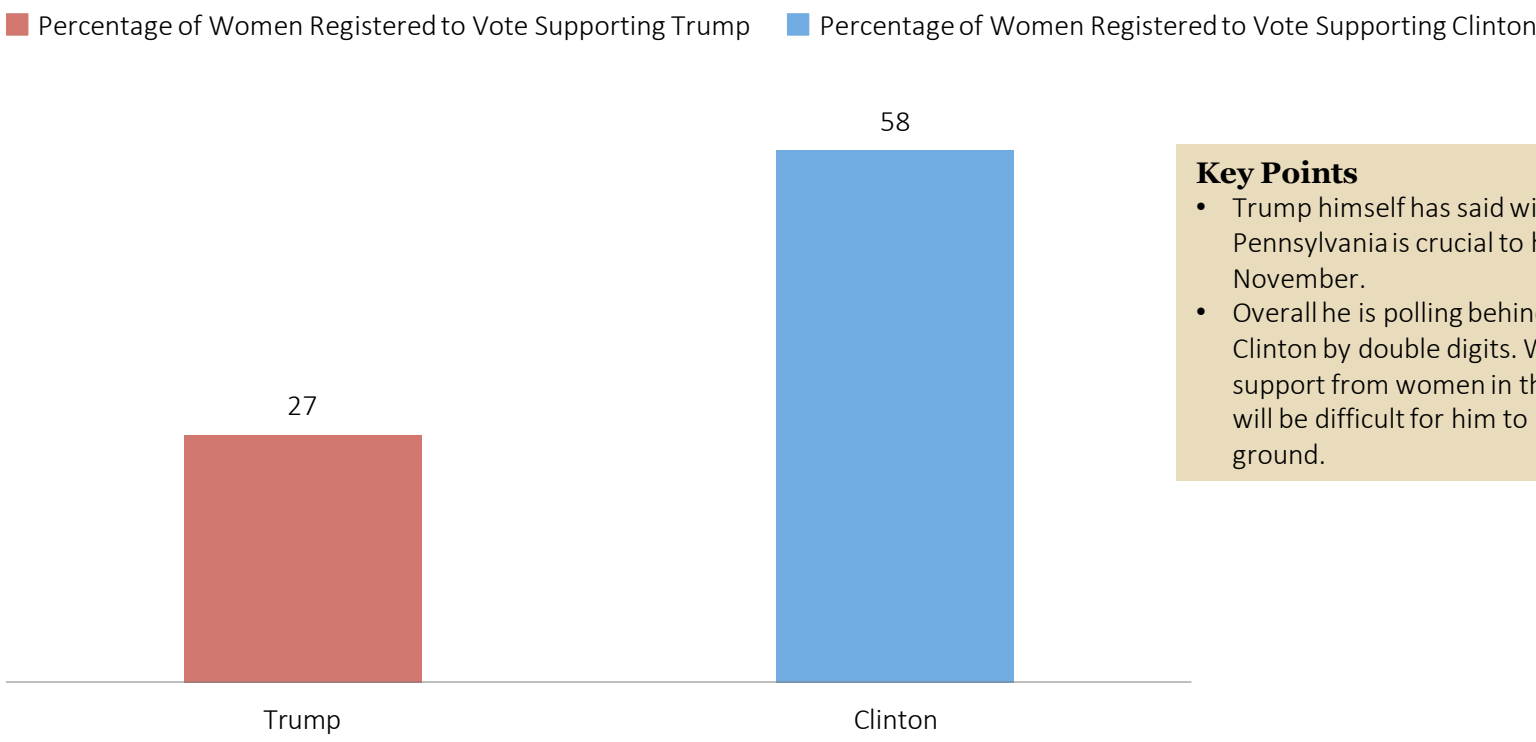
\* Data is from a July 2016 poll reported in the NY Times.

G.W. Bush (2004)      John McCain (2008)      Mitt Romney (2012)      Donald Trump (2016)\*

Source: Michael Barbaro, Amy Chozick, "Donald Trump's Support Among Republican Women Starts to Slide," NY Times, August 9, 2016; Clare Foran, "Will Donald Trump Permanently Alienate Republican Women?" The Atlantic, August 15, 2016; Eric Bradner, "Top Jeb Bush Adviser Leaves GOP, Will Vote for Clinton if Florida Close," CNN, August 2, 2016.

# In Pennsylvania, a Key Swing State, Trump has Considerably Less Support From Women than Clinton

## Franklin & Marshall Poll of Candidate's Support from PA Women



**Key Points**

- Trump himself has said winning Pennsylvania is crucial to his success in November.
- Overall he is polling behind Hillary Clinton by double digits. Without support from women in the state, it will be difficult for him to make up this ground.

Source: Michael Barbaro, Amy Chozick, "Donald Trump's Support Among Republican Women Starts to Slide," NY Times, August 9, 2016; Clare Foran, "Will Donald Trump Permanently Alienate Republican Women?" The Atlantic, August 15, 2016; Eric Bradner, "Top Jeb Bush Adviser Leaves GOP, Will Vote for Clinton if Florida Close," CNN, August 2, 2016.

# Not All Presidential Landslides Were Accompanied by Equally Strong Down-Ballot Gains

## Prominent Republican Women Denouncing Donald Trump

Prominent Republican Women	Details
Susan Collins <i>Senator (R-ME)</i>	Susan Collins wrote an Op-Ed in the Washington Post about why she will not be voting for Trump, despite being a lifelong Republican. She said Trump “ <b>does not reflect historical Republican values</b> nor the inclusive approach to governing that is critical to healing the divisions in our country.”
Sally Bradshaw <i>Aide/Strategist for Jeb Bush</i>	Bradshaw, Jeb Bush’s top adviser, not only denounced Trump, but left the Republican Party altogether to become an Independent. In an email to CNN’s Jamie Gangel she called Trump “ <b>a total narcissist – a misogynist – a bigot.</b> ” Bradshaw spoke of her frustration with the rest of the Republican Party for allowing Trump to represent them in this way.
Maria Comella <i>Advisor to Chris Christie</i>	Comella was a longtime Christie aide before she denounced Trump following his comments criticizing the Khan family. Comella said she plans to vote for Clinton because Trump is “ <b>preying on people’s anxieties with loose information and salacious rhetoric.</b> ”
Meg Whitman <i>CEO of Hewlett Packard Enterprise, GOP Fundraiser</i>	Whitman was the Republican nominee for the 2010 California governor’s race and finance co-chair of Chris Christie’s 2016 campaign. However, in early August she announced to the NY Times she would <b>be fundraising for Hillary Clinton</b> instead of Trump. She said Clinton contacted her a month prior and that she would help Clinton’s campaign draw Republicans.

**Analysis**  
Going forward, if women in the Republican Party follow suit it will present a significant obstacle for Trump’s campaign. Furthermore, if women begin to change their political allegiances permanently, it could contribute to a breakdown of the Republican Party.

Source: Michael Barbaro, Amy Chozick, “Donald Trump’s Support Among Republican Women Starts to Slide,” NY Times, August 9, 2016; Clare Foran, “Will Donald Trump Permanently Alienate Republican Women?” The Atlantic, August 15, 2016; Eric Bradner, “Top Jeb Bush Adviser Leaves GOP, Will Vote for Clinton if Florida Close,” CNN, August 2, 2016.