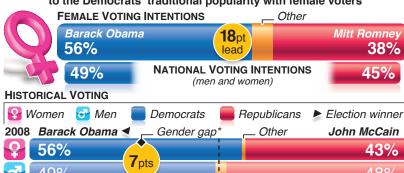
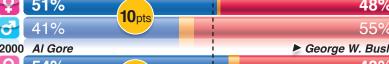
Women voters key to Obama campaign

While Barack Obama holds only a four percent lead over Republican rival Mitt Romney overall, his lead is far greater among women thanks mainly to the Democrats' traditional popularity with female voters











2000	Al Gore			George W. Bush
P	54%	12 _{pts}		43%
7	42%	IZpts		53%
1996	Bill Clinton ◀		i	Bob Dole
	E 40/		_	000/

	4170		- i	55%
2000	Al Gore			George W. Bush
P	54%	12 _{pts}		43%
7	42%	IZpts		53%
1996	Bill Clinton ◀			Bob Dole

Q	54%	12 _{pts}		43%
3	42%	12pts		53%
1996	Bill Clinton		İ	Bob Dole
Q	54%	11 pts		38%
a l	43%	1 1 pts		44%

2000	Al Gore		George W. Bush
우	54%	12 _{pts}	43%
7	42%	IZpts	53%
1996	Bill Clinton ◀		Bob Dole
Q	54%	44	38%

1992 Bill Clinton ◀

George Bush

45%

37%

4_{pts}

Sources: Pew Research, Rutgers, Quinnipiac

41% 38%

*percentage points

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