**VERSION JOURNALISTIQUE**

**‘2018: year of the woman’**

A large amount of research has shown that female candidates face many more obstacles when running for office than men. For instance, the media treat female candidates for office differently than male candidates. The media generally do not give as much coverage to women as men, although some data show that disparity may be easing. Simply adding information about a female candidate’s clothes to a news story — such as discussing Nancy Pelosi’s heels or Elizabeth Warren’s glasses — has been found to decrease the likelihood of voters casting a ballot in her favor.

Female candidates often face well-funded and high-quality opponents. Typically, a strong challenger who enters a race will deter other challengers from running, or will “clear the field.” However, when a woman enters a race — even if she is an objectively strong candidate — other candidates usually persist in running against her. Female incumbents are similarly more likely to face strong challengers, including primary challengers, than their male counterparts. Even now, eight candidates are running against 26-year incumbent Sen. Dianne Feinstein, D-Calif., even though she won her last election by over 20 percentage points.

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