

## **Women Vote! Fact Sheet**

### ***Mobilizing Women Voters Since 1995***

Recognizing how important women voters are to electing women candidates and Democrats across the board, EMILY's List established the national **WOMEN VOTE! program in 1995**, coining the slogan "When Women Vote, Women Win!"

WOMEN VOTE! works to expand the Democratic electorate and motivate millions of women to vote. Using sophisticated market research and a groundbreaking modeling system, EMILY's List WOMEN VOTE! identifies key groups of women to target, determines their issue priorities, and reaches out to them with tailored messages delivered through personal contact, telephone, direct mail, television, radio, and the Internet.

The EMILY's List Women's Monitor — an ongoing program of quantitative and qualitative research — is a critical tool in the WOMEN VOTE! arsenal. Ever since the first Women's Monitor national survey was fielded in 1996, EMILY's List has been conducting groundbreaking research to enhance Democratic understanding of women voters, identify their priorities and motivations, and develop the most effective ways to communicate with them and get them to the polls.

Drop-off voters are those who vote regularly—but only in presidential years. **In the 2006 mid-term elections, EMILY's List WOMEN VOTE!** drove the largest drop-off women voter program in the country, reaching millions of women voters in 18 states and using traditional field operations combined with groundbreaking micro-targeting techniques to help Democrats win up and down the ballot. This program brought out voters who would not have otherwise gone to the polls.

An excellent example of this program in action is the EMILY's List Michigan WOMEN VOTE! Project, where we pioneered and utilized sophisticated micro-targeting to identify and persuade key women voters. **WOMEN VOTE! made over 4 million contacts to Democratic and Independent women through direct mail and phones,**

#### **The EMILY's List Women's Monitor 2006**

The EMILY's List Women's Monitor is a series of national research projects designed to identify key groups of women voters; determine which issues resonate with them; and track women's voting patterns and the gender gap in presidential and congressional elections. Past topics include party image among women voters, voter age difference and its affect on issue priorities, and the gender gap, among others.

The 2006 Women's Monitor paints a clear picture of the ground gained by Democrats in the historic mid-term elections. In particular, it looks at the factors driving a critical group of voters identified by the study as "**Bush Defectors**" -- those who voted for Bush in 2004 but did not vote Republican for Congress in 2006.

EMILY's List Women's Monitor first identified this "Bush defection" trend, which was particularly visible among women who had voted for Bush in 2004. At the time (May 2005) one-third of these women were not planning to vote GOP for Congress in the 2006 elections. The 2006 Women's Monitor tracks this important story line with a final, post-election assessment of both the size of and the reasons behind this shift, while also looking ahead at these Bush-defecting voters in terms of what they are looking for and thinking about as the country prepares to elect a new president in 2008.

knocked on doors of drop-off Democratic women in targeted areas throughout the state, and ran an aggressive program to identify pro-choice voters, contacting over 100,000 of them—resulting in the re-election of EMILY’s List candidates Governor Jennifer Granholm and Senator Debbie Stabenow.

EMILY's List WOMEN VOTE! invested more than **\$8.5 million into understanding, engaging, persuading and mobilizing women voters** in more than 21 battleground races across the country.

With more than 100,000 members across the country, EMILY's List is the largest political action committee in the nation. Since its founding in 1985, EMILY's List has raised over \$240 million to elect 69 pro-choice Democratic women to the U.S. House, 13 to the U.S. Senate, and eight governors. Over the course of 22 years, EMILY's List has helped elect hundreds of pro-choice Democratic women to federal office, state legislatures, state constitutional offices, and other key local offices.