

EMILY's List Women's Monitor Fact Sheet

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. Since fielding its first Women's Monitor survey in 1996, EMILY's List has deepened its understanding of women voters through quantitative and innovative qualitative research.

Conducted by a variety of respected Democratic pollsters, the EMILY's List Women's Monitor has focused on a range of topics and key voter targets to build a comprehensive data file on the political views and voting behaviors of American women. In addition to survey research and focus groups, the Women's Monitor has pioneered other innovative techniques to dispel myths about women voters and explain how they take in and digest political information.

The 2008 Women's Monitor, "From 18 to 80: Women on Politics and Society," looks at key generational trends among women voters and examines their outlook on the presidential races, politics and life in general. A fascinating look at the gaps and bridges between generations and what they mean for the next president of the United States, the study will banish myths about women voters and show you:

- The most critical block in this cycle's election – where are key groups of women on John McCain and Barack Obama?
- What groups of women present the **best opportunities for John McCain and Barack Obama?**
- What **do women want** from their next president – **Hope and Optimism or Safety and Security?**
- How do the generations **differ on their outlook on politics, diversity, faith, feminism** and other major societal trends?
- Will the women's movement take root in Gen Y and do these young women care about the gender divides?

Recent EMILY's List Women's Monitor studies

The 2006 Women's Monitor tracked the "Bush defection" trend with a post-election assessment of both the size and reasons behind the shift in women who had voted for Bush in 2004, but did not plan to vote for Congressional Republicans in the 2006 elections. The study also looked ahead at what this voting segment was looking for and thinking about leading up to the 2008 presidential election. Key findings of the study included, Democrats were successful in 2006 in part because of great improvements in communicating the force of basic values, the Republican Party was left in a position of having to rebuild and re-establish its core identity with voters, and voters overwhelmingly said they were looking for a specific set of qualities in their next president, with keeping America safe from terrorism at the top of their list.

The 2005 Women's Monitor was a comprehensive report of the key cultural and ideological cleavages of American society. The study examined women's views on the role of government, the goals of American foreign policy, the role of values in government, their role as caregivers, and their expectations for the future. These views were then compared with women's perceptions of the parties and their voting behavior. Finally, the 2005 Women's Monitor investigated the gender gap comparing the attitudes between women and men on standard partisan measures to provide a post-election look at these issues.

The 2004 Women's Monitor poll focused on important trends in women's voting preferences. The study put a special emphasis on "swing" women voters, who do not regularly vote for candidates of one party over the other. The study found women swing voters in 2004 were acutely pessimistic in their evaluations of how the country was faring, were more likely than women overall to be undecided in both the presidential and congressional elections, strongly preferred Democrats over Republicans on several key electoral issues, and expressed a strong desire to see more women elected to high political offices.

EMILY's List shares Monitor findings with progressive allies, Democratic activists and leaders, and national and local reporters, to educate opinion leaders and journalists on the vital role women play in elections and to help focus turnout efforts on key targets.

EMILY's List candidates and Democrats at large have come to depend upon the reliable, objective information in the Monitor. Publicity surrounding the release of each Women's Monitor also demonstrates to women voters the tremendous power they have to effect change through voting.

Complete information on the Women's Monitor surveys are available at <http://www.emilyslist.org/news/surveys/>

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