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## EMILY's List 2008 Women's Monitor Released Today

### ***“From 18 to 80: Women on Politics and Society”***

*How do women of different generations view  
the presidential candidates, politics, and life in general?*

Washington, DC – Today, EMILY's List released the **2008 Women's Monitor Study** – **“From 18 to 80: Women on Politics and Society.”** This national study commissioned by EMILY's List and executed by Garin-Hart-Yang Research, talked to **more than 1,400 women voters in four distinct generational groups; Gen Y, Gen X, Boomers, and Seniors.** A fascinating look at the gaps and bridges between generations and what they mean for the next president of the United States, the study banishes myths about women voters and reveals key opportunities and challenges for the candidates in the presidential race.

“Women are the key to victory in the fall,” said Ellen R. Malcolm, president of EMILY's List. “They will dictate political fortunes and reshape the government of this country at all levels. Anyone who wants to understand the political landscape must examine the mind and motivations of the women's electorate.”

Women make up the majority of the electorate and have the power to decide elections – if they vote. That is why EMILY's List, the nation's expert on women voters, uses sophisticated market research to develop compelling messages and a wide variety of communications tools to reach out to women voters and help them make informed decisions. Then, through the EMILY's List WOMEN VOTE! program, we carry out massive grassroots get-out-the-vote effort in the weeks leading up to election day, mobilizing women voters to deliver victory for Democrats.

“Year after year, one thing has become clear: when women vote, women – and Democrats – win,” said Maren Hesla, director of the EMILY's List WOMEN VOTE! program. “That's why this study is so important to understanding the messages and issues that will motivate this critical segment of the electorate.”

Conducted by a variety of respected Democratic pollsters, the EMILY's List Women's Monitor program 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 complete report is available on the EMILY's List website at [www.emilyslist.org](http://www.emilyslist.org).