ACWS
Alberta Council of Women's Shelters

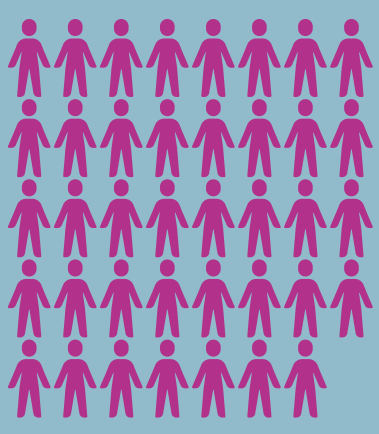
Lift Her Up

#LiftHerUp is an ongoing ACWS campaign to support women leaders.

A survey was distributed to candidates and 74 responses were received. The results indicated that women experienced the electoral campaign differently than men.

44%

Women were **four times more likely** than men to note the overall tone of the election as mostly negative or sometimes negative, with 44 percent of women incumbents noting the 2017 campaign as more negative than previous elections



NATURE OF CRITICISMS 4X

Women respondents were **four times more likely** than men to report that the nature of criticisms received was always or almost always focused on themselves (choices of clothing, pregnancy or decision to have children, racial identity, religion, sexuality, etc.) as opposed to their political platform

3X DISCRIMINATION

Women were **three times more likely** than men to report experiencing repeated discriminatory interactions with at least one individual, group, or media outlet

MISOGYNY 63% + 43%

63 percent of women respondents reported at least one misogynistic or discriminatory attack, with 43 percent reporting this as a regular occurrence.

Sign the commitment and #LiftHerUp

We ask you to follow us and join us in calling down this language. We're lifting up our sisters throughout our province – and holding them up, buffering them against the bullying rhetoric that we are seeing for political gain.

acws.ca/liftherup