



VOTE CHOICE FOR WHITE WOMEN IN 2024

SUMMARY

When we asked white women who they would vote for in the 2024 presidential election if it were held today (Sept 25, 2023) and the candidates were Donald Trump and Joe Biden, they were divided but leaned towards Trump (39%). Results among white women were tilted in Trump's favor compared to recent nationally representative polling results from Ipsos (35% Trump)¹. We also see surprising results among Galvanize Action segments. A larger percentage of Trusting Liberals and Uncertain Individualists appear more willing to vote for Trump now compared to 2020. A smaller percentage of Traditionalist Conservatives appear willing to vote for Trump, but have not moved to vote for Biden. A small sample reported that they would not vote for either candidate, and would either vote for a third-party candidate, or not vote at all; however, the majority of respondents chose Trump or Biden. Taken together, we believe our audience is in a vulnerable spot and moving them on vote choice will be critical in 2024.

BACKGROUND

In fall 2023, the One For All Committee explored white women's attitudes on vote choice related to the 2024 presidential election in order to understand their role in the current political climate. A sample of 600 national white women were asked...

- ***If the 2024 presidential election were held today, who would you vote for if the candidates were Joe Biden (the Democrat) and Donald Trump (the Republican)? Joe Biden, the Democrat. Donald Trump, the Republican. Another candidate. Don't know. Not going to vote/wouldn't vote if those were the choices.***

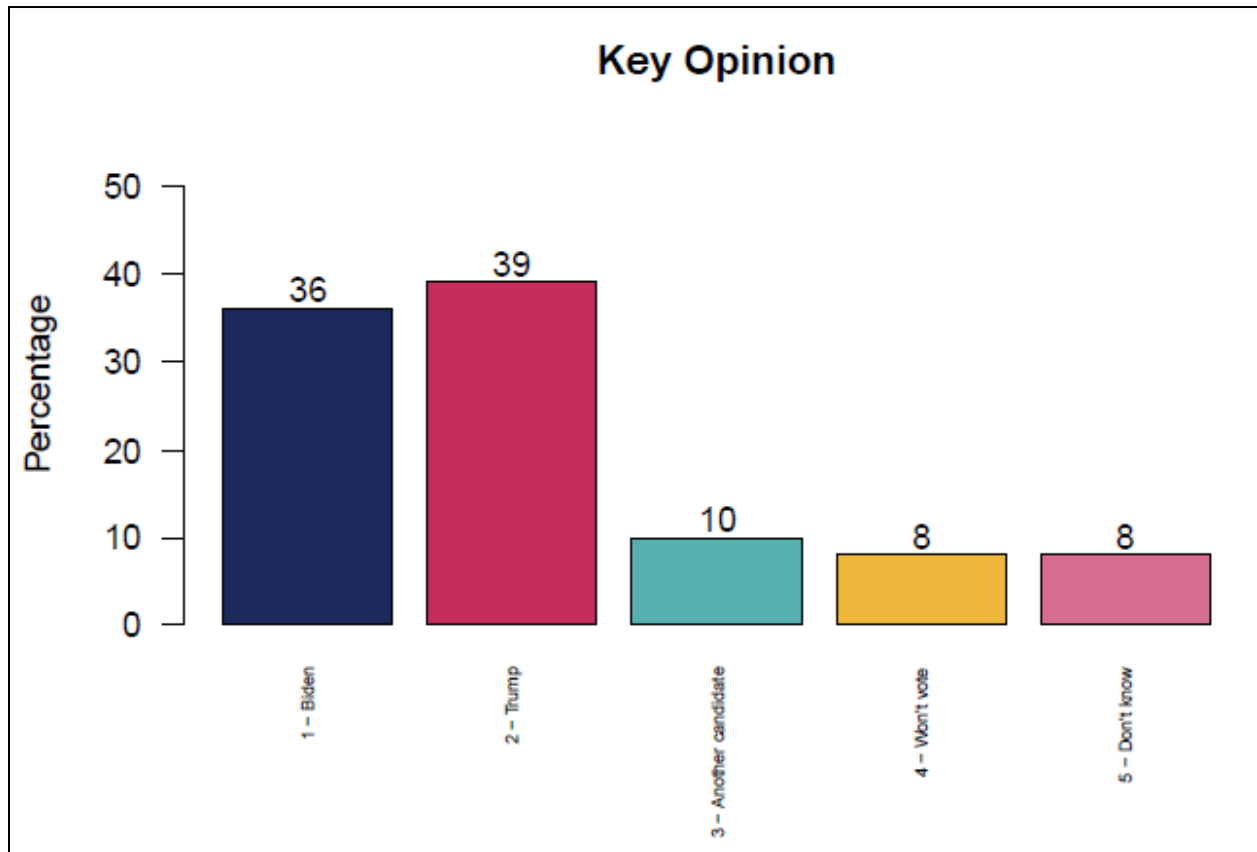
RESULTS

Quantitative Findings

As shown in the graph below, white women lean towards Trump (36% Biden, 39% Trump). Trump vote choice is higher for white women than recent national polling results from Ipsos¹,

¹ <https://www.ipsos.com/en-us/trump-biden-rematch-still-too-close-call>

where 35% of voters said Biden and 35% said Trump. This means we need to better understand what is driving this choice and actively take steps to move the needle.

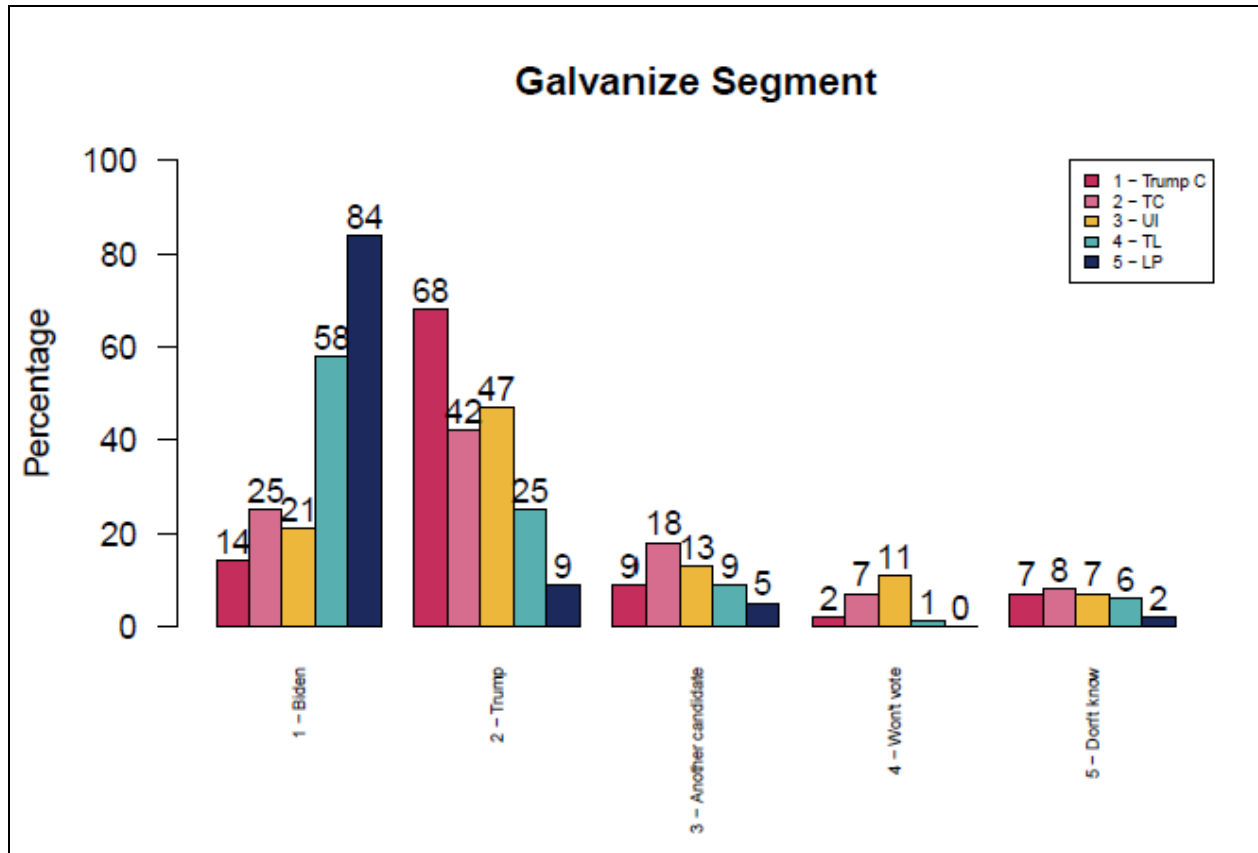


Results are somewhat surprising when we look at Galvanize Action segments. A small majority of Trusting Liberals said they would vote for Biden (58%), a near majority of Uncertain Individualists said they would vote for Trump (47%), and a significant percentage of Traditionalist Conservatives said they would vote for Trump (42%).

Comparing to results from values segmentation surveying in 2021 suggests mostly negative movement among our audience - Trusting Liberals and Uncertain Individualists appear to be moving in a negative direction and Traditionalist Conservatives in a semi positive direction.² Compared to 2020 vote choice...

- 2024 Biden support among Trusting Liberals is lower, and Trump support is higher
- 2024 Trump support is higher among Uncertain Individualists, and Biden support is lower
- 2024 Trump support is lower among Traditionalist Conservatives, but Biden support has remained flat

² Trusting Liberals 70% Biden and 15% Trump in 2020; Uncertain Individualists 33% Trump and 33% Biden in 2020; Traditionalist Conservatives 70% Trump and 25% Biden in 2020
<https://drive.google.com/file/d/1exAjLTfFeMrERfNCjxrQE0WLPibMZlcs/view?usp=sharing>



Qualitative Findings

Qualitative responses showed consistent themes across Key Opinion options.

White women who chose Joe Biden said they would vote for him because he is the lesser of two evils, because they will always choose the Democratic candidate, or because they would never vote for Donald Trump. Some women also said they think Biden has been doing a good job as president, but those responses seemed less common.

White women who chose Donald Trump said they would vote for him because he is the lesser of two evils, because he was a good president, or because they would never vote for Joe Biden. These women talked about how the Biden administration has ruined the economy, so they do not want him to have a second term. These women also indicated concern for Biden's cognitive abilities and stated that they do not think he is fit to run the country for this reason.

White women who said they would vote for another candidate did not often indicate who, but one person said they would vote for Vivek Ramaswamy and another said she would vote for Gary Johnson. The survey was fielded prior to Kennedy announcing a run as an Independent. **Reasons for choosing another candidate included thinking that both candidates are bad and that neither represents the country's values, being dissatisfied with Biden's job as president, and thinking that both candidates are too old.**

White women who said they don't know who they will vote for and white women who said they would not vote shared similar sentiments to the women who said they would vote for another candidate. Women who said they don't know stated that **they dislike both Trump and Biden, they want to see who else is running, and they are not interested in politics.** Women who said they would vote for neither Trump nor Biden said that neither candidate has proven to be a good president in the past. **Additionally, these women expressed a lack of faith in democracy and stated that they never vote because they are not interested in politics.**

JOE BIDEN, THE DEMOCRAT

Lesser of two evils:

- "I am not a fan of Biden and prefer he not run. It is time to let someone younger run for President. However, I do not want Trump as President again so my vote would represent an anti/Trump vote."
- "although I don't particularly want Joe Biden to be president again, I know for a fact that I definitely do not want Donald Trump to be president again"
- "I can't stand Donald trump so if joe Biden is my only choice I'll do what I can to make sure trump is not elected"

Will always choose Dem candidate:

- "I'm a Democrat, and I will always vote for the Democrat over the Republican in a presidential election. There used to be some respectable moderate Republicans, but not any more."
- "Because I won't vote republican."
- "I will never vote for a republican. They don't truly believe in honesty, integrity or human rights."

Would vote for anyone but Trump:

- "Cuz Trump is a liar a thief and a racist piece of crap he is a dumb extremely uneducated person who doesn't deserve his freedom let alone the privilege and the ability to ever run again"

- "Because Donald Trump is a poo poo head."
- "I would definitely never vote for Donald Trump. Although Biden has not been as effective President as I hoped he would be, I would vote for him to serve another term under these circumstances."

Thinks Biden has been doing a good job:

- "Joe Biden because he is honest and working hard to keep America great."
- "Donald Trump us a disaster who believes only in satisfaction of his needs and willll not represent the people. Joe Biden is exactly the opposite and has done well by the country. He also believes in democracy and the need for global cooperation"
- "I like how Biden is doing his job, and I hated the chaos and insanity Trump brought to his term in office."

DONALD TRUMP, THE REPUBLICAN

Lesser of two evils:

- "Joe Biden was worse than Donald Trump. Both are bad."
- "Donald Trump has more sense than Joe Biden but both pretty terrible"
- "I really do not think either of them are a good choice but would rather see Trump in office than Biden"
- "Both are undesirable. My vote for Trump is an anti-Biden vote, not a pro-Trump vote."

Trump was a good president:

- "If the election were held today and I vote, it would be for Donald Trump...not because of his craziness but his business way he approaches his position. I think that our country needs someone who stands up for all Americans and I do not get that feel from Biden."
- "I am a Republican. Donald Trump was a wonderful President and did so many things to make this Country great again. I felt during his presidency that things were getting so much better for the USA"
- "I believe Donald Trump was this countries greatest presidential leader."

Economic suffering under Biden admin:

- "Because from what I witnessed living wise I was never struggling the way I am now when trump was in office. I haven't changed my routine or how much I spend and now that joes been in office I'm struggling to live even paycheck to paycheck."
- "Trump was very good and got this country under control in terms of economy,immigration,foreign policy, military, crime. Now under Biden its become weak

and the economy is horrible. I don't want my tax money going to illegal immigrants and homeless people."

- "Biden has killed our economy. Trump did a good job last time so he will probably go a good job again."
- "Because he's obviously the best man. Look what shape the economy was in under Trump and how horrible it is under Biden."

Would vote for anyone but Biden:

- "I don't like [Biden's] policies, and I believe he is corrupt with his and his son's dealings with foreign entities."
- "Don't like Biden he is ruining this country and feel he and his family are crooks and liars"
- "Joe Biden is weak. Trump is extremely strong and we need that. Ideally, Trump would not run and we would get another strong Republican in that the world doesn't hate so much."

Concern for Biden's cognitive abilities:

- "I don't feel like Biden is competent to be president."
- "I do not think that President Biden is cognitively healthy enough to be president. Even though I do not approve of some of the things Trump did, I liked the way he ran the country."
- "Joe Biden's mind isn't there. He's got a serious illness that if not in a political position, most people would already have a POA for. Also, the economy was so much better under Trump. Once Biden took over, the economy has gotten so terribly bad."

ANOTHER CANDIDATE

Both candidates are bad:

- "Trump and Biden are like 2 spoiled little children fight over a ball on the playground only the playground is The United States and they are both liars and would stop at nothing to win this election. We need someone honest and strong who cares about our country not themselves."
- "Joe Biden sucks and Trump is racist."
- "BECAUSE THEY BOTH SUCK"

Disappointed with Biden's presidency:

- "Seeing how Donald Trump failed his last term I would not vote for him. I voted for Joe Biden, but he hasn't held up on his end so I won't be voting for him again."

- "Hate Joe Biden he is a terrible president, but Trump pissed off too many people to win even though he was a good president. The presidents life or things they do should not matter. They need to do their job right that's all that matters"

Neither candidate reflects desired values:

- "I don't believe that either candidate offers what our country needs. The country needs leadership aimed at unifying people capable of working positively for all members of society"
- "Because I believe both candidates are poor representatives of this country."

Both candidates are too old:

- "They are both too old for the job."
- "Both Biden and Trump are too old to serve."
- "Old is out"

DON'T KNOW

Want to know the official candidates before deciding:

- "I want to see who is actually running. I will not vote for Biden."
- "There may be somebody I would prefer in over a year"
- "I'm hoping for better and younger candidates to vote for so I don't know who I will vote for."

General uncertainty:

- "Not sure who to vote for anymore"
- "Because I don't know yet it is hard to say who I will vote for I am scared"
- "Have to really think about it"
- "I am uncertain who I would vote for, I would want to do more research"

Dislike for both Biden and Trump:

- "I don't care for either one of them. We need someone younger and more dynamic than Biden, and someone not as bombastic, racist, homophobic and nutty buckets as Trump."
- "I think both of them are too old!"
- "both have major issues"
- "I think Joe Biden is too old and out of touch and Donald trump is a hot mess and has no business running the country because he's even more out of touch and the administration is corrupt. Billionaire lawmakers have no idea what it's like living

paycheck to paycheck and don't care about the people that do they only want to benefit other billionaires”

Disengaged from politics:

- “I don't keep up with politics”
- “I don't know if I will vote or not”
- “I don't plan to vote”
- “Because I don't care”

WILL NOT VOTE

Lack of faith in democracy:

- "I do not believe in the election process. There are no good candidates to vote for."
- "Elections are a sham in this country. Politicians are purchased, not elected."
- "Even if I vote the government doesn't listen to the people"
- "Because i think its pointless to vote"

Neither one has been a good president:

- "I wouldn't vote Trump because I'm democrat and honestly I can't stand the guy. And I really don't like the job that Biden is doing either and he gives off those creepy vibes"
- "I don't like the way either has led the country in the past."
- "Don't like any president we have had in a long time"

Doesn't vote regardless of candidates:

- "Because I don't ever vote"
- "Not registered to vote"
- "I don't ever vote I am not interested in politics"
- "I am a felon I cant vote"



APPENDIX

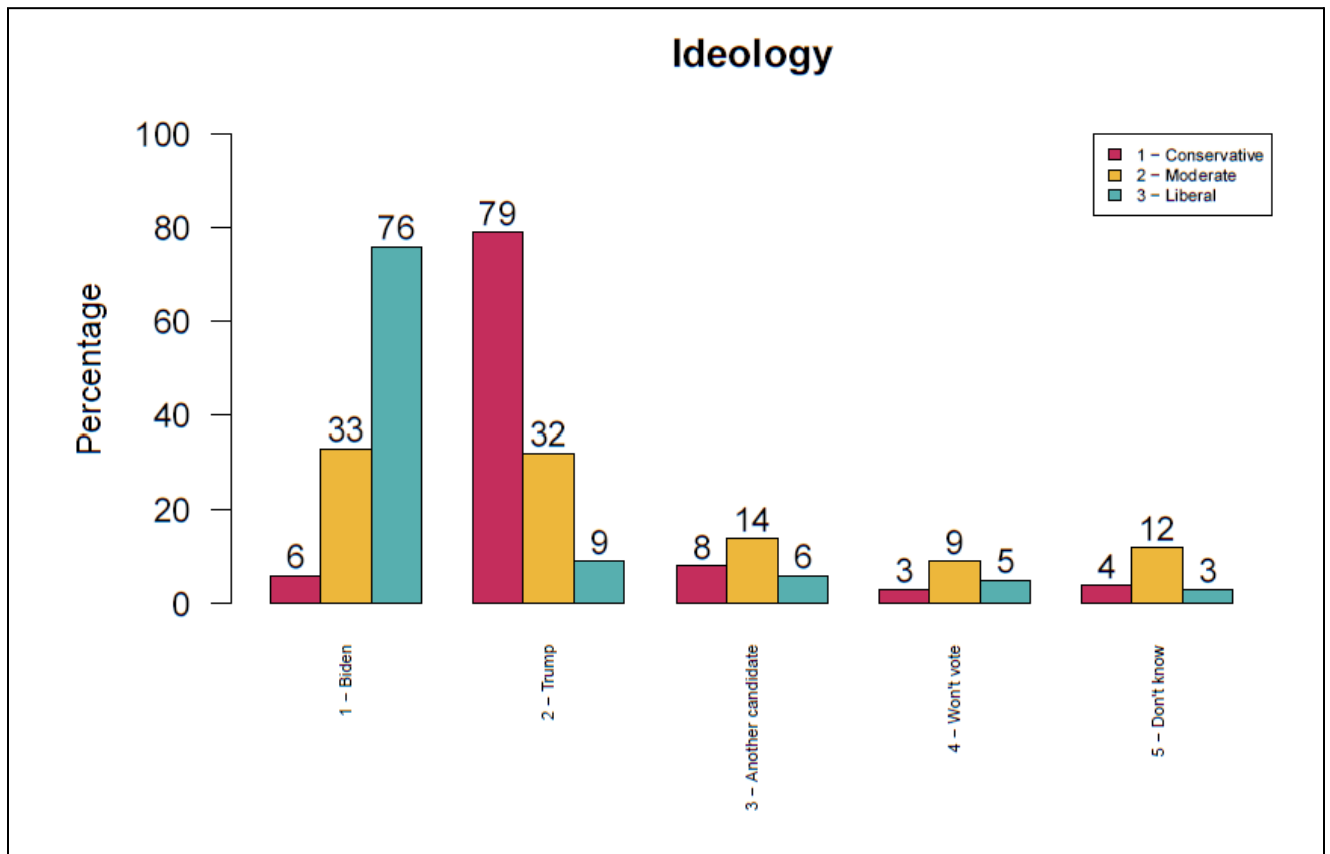
Survey Details

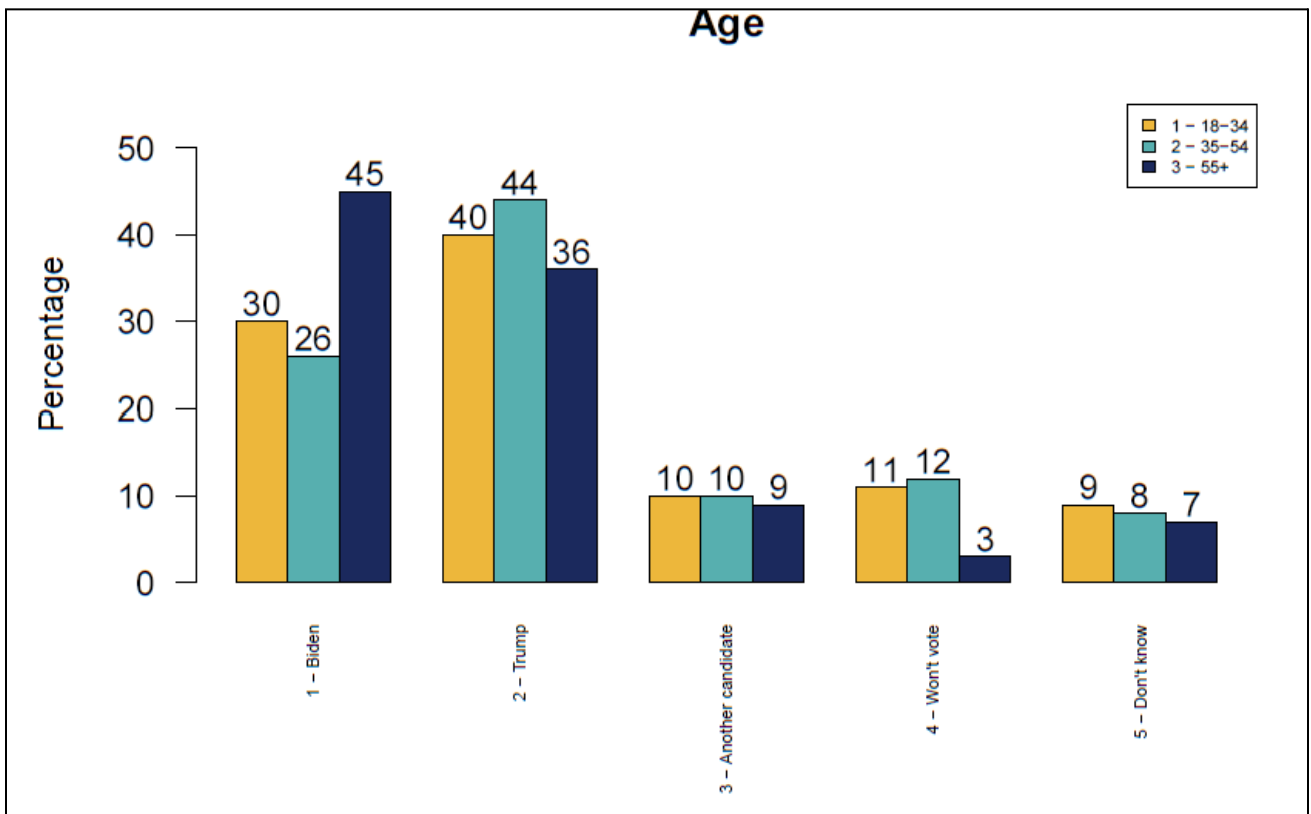
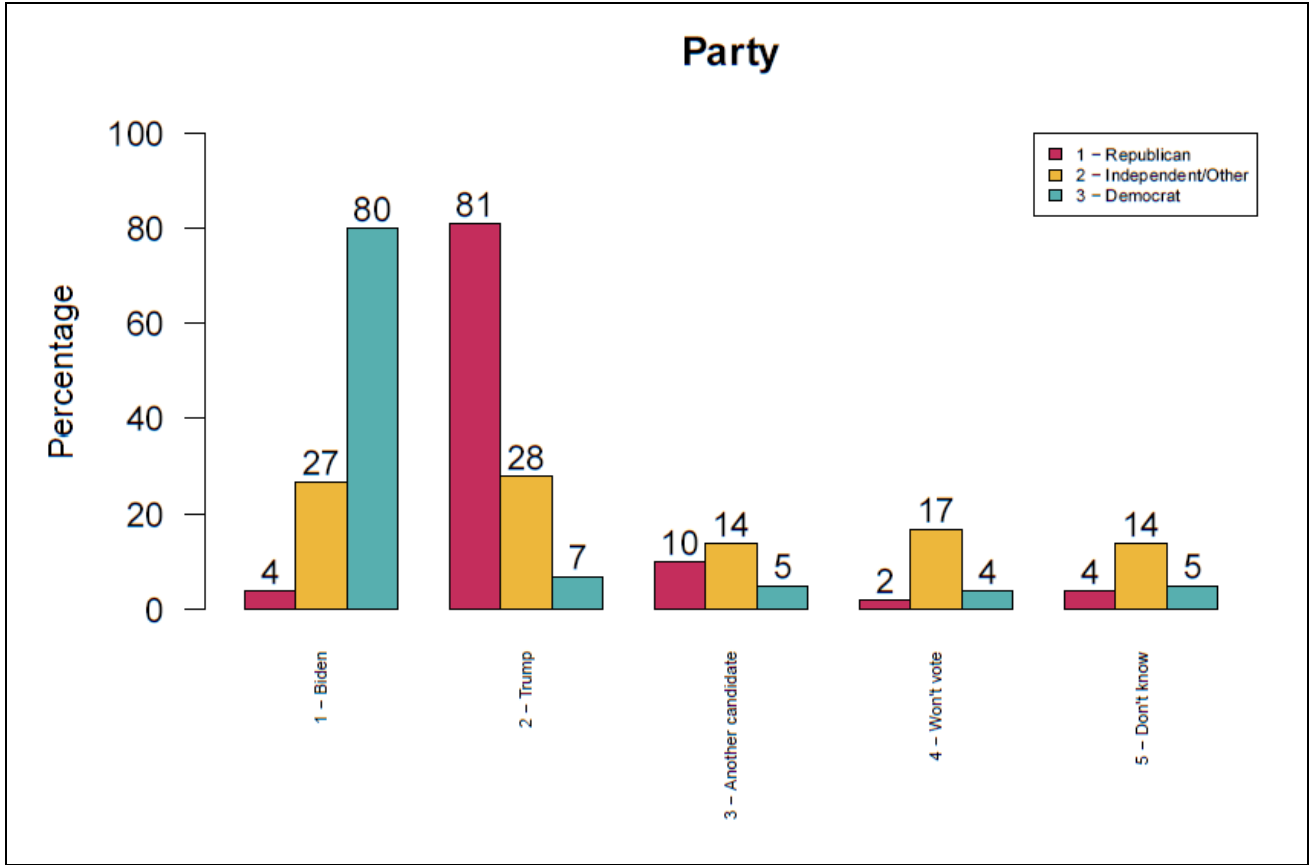
- Key opinion question: *If the 2024 presidential election were held today, who would you vote for if the candidates were Joe Biden (the Democrat) and Donald Trump (the Republican)?*
 - *Joe Biden, the Democrat*
 - *Donald Trump, the Republican*
 - *Another candidate*

- *Don't know*
- *Not going to vote/wouldn't vote if those were the choices*
- Audience: US White Women
- Geography: National
- Sample size (full/matched): 600 / 294
- Dates in field: Monday, September 25, 2023 to Tuesday, September 26, 2023
- Weighting factors: Age, race, gender, education, and party

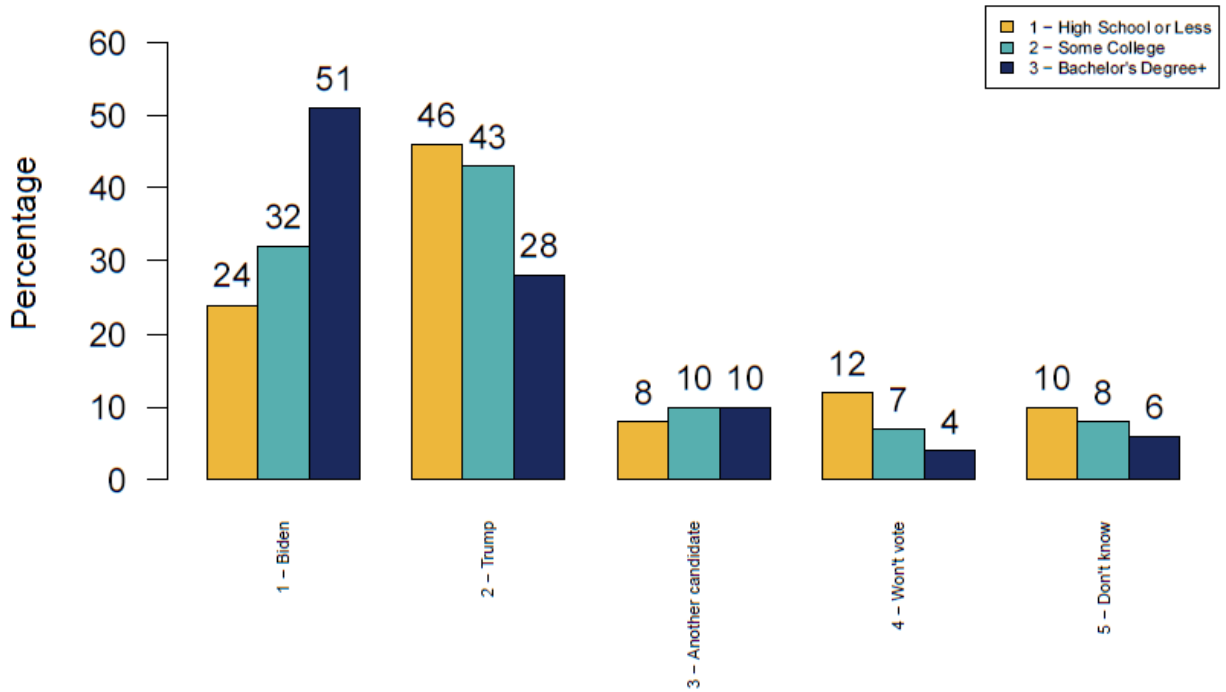
Other Demographics

The following charts show demographic breakdowns by Key Opinion response. We found that demographics split mostly as expected - with more liberal demographics leaning towards Biden and more conservative demographics leaning towards Trump. However, we did find the oldest age bucket was more in support of Biden compared to younger age buckets; this may be an artifact of sampling and further exploration is needed to increase confidence in this result.

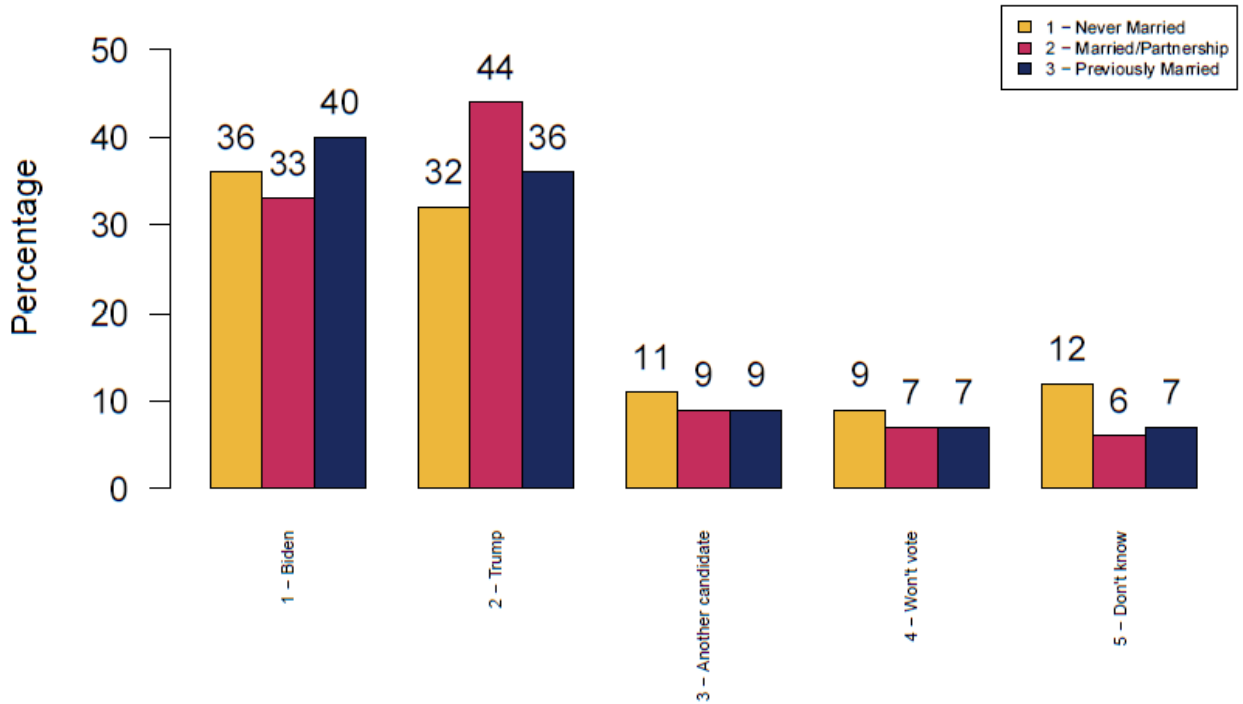


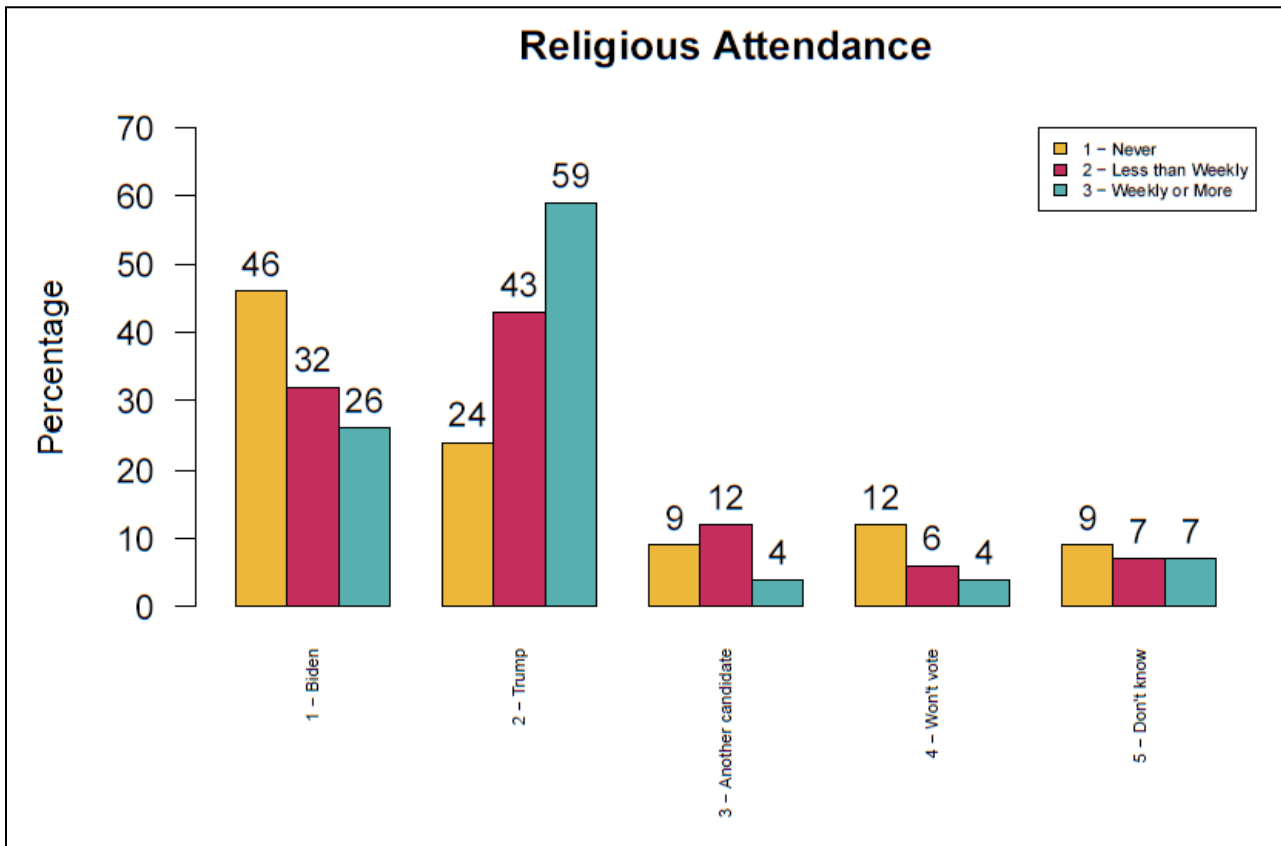
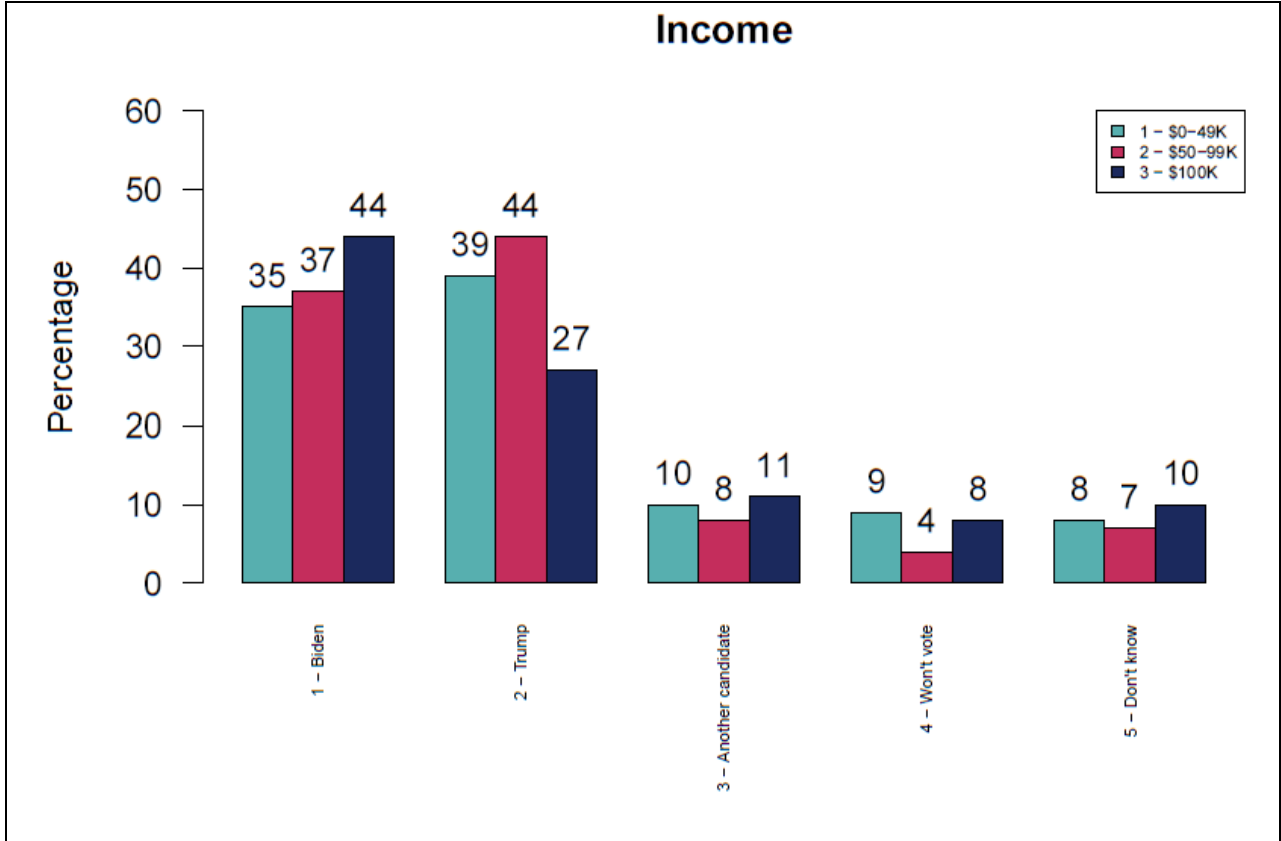


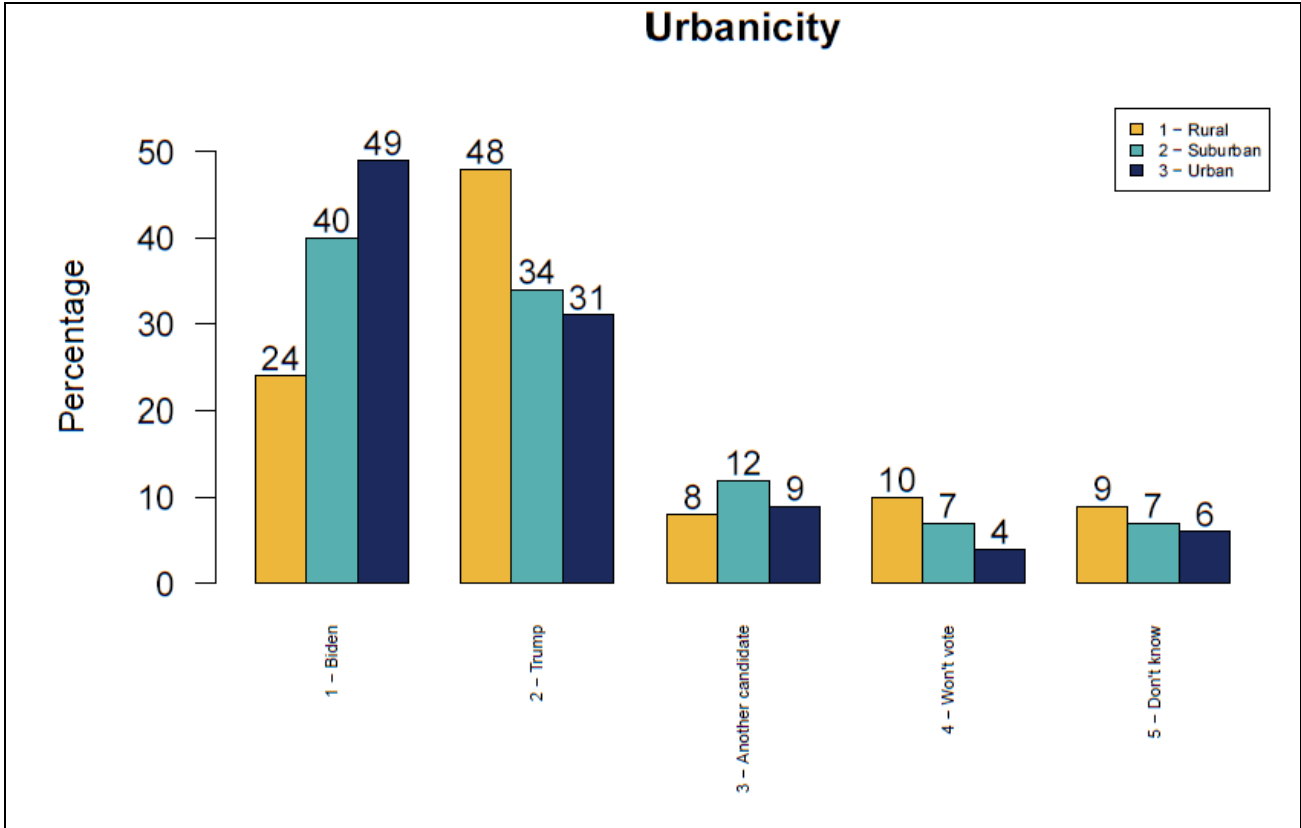
Education



Marital Status







For questions please contact Kristin Wheeler at kristin@oneforallcommittee.org

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