



MOST IMPORTANT ISSUES FOR WHITE WOMEN'S 2024 VOTE CHOICE

SUMMARY

When we asked white women their most important issue in deciding who to vote for in the 2024 presidential election, they told us it's the **Economy (40%)**. These results hold across a range of demographic groups including by ideology and party, marital status, and income. Results also align with recent nationally representative polling results from Quinnipiac¹.

BACKGROUND

In fall 2023, the One For All Committee explored white women's attitudes on key topics 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...

Which of these is the most important issue to you in deciding who to vote for in the 2024 election for president? Economy, Abortion, Crime, Healthcare, Climate Change, Racial Inequality, Transgender Rights, Immigration, Preserving Democracy, Gun Violence, Something else

RESULTS

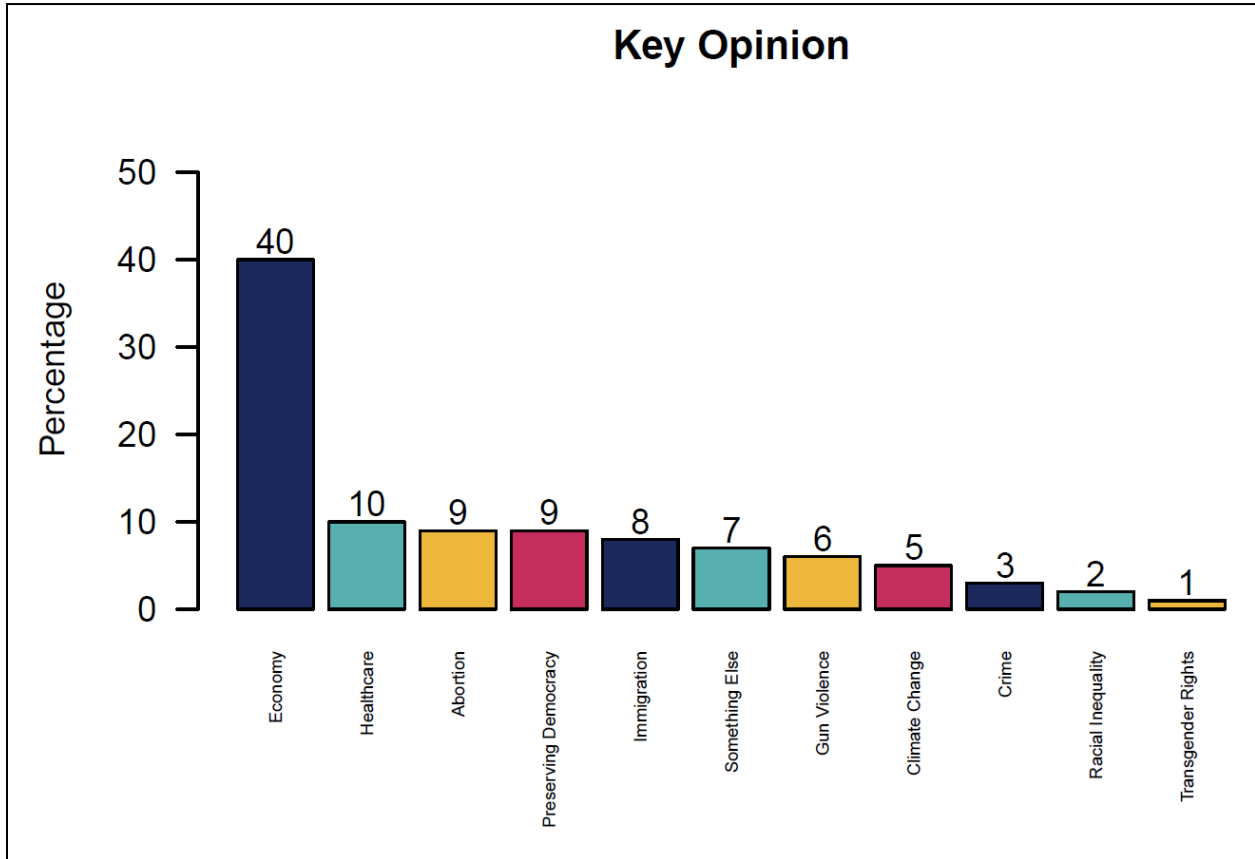
Quantitative Findings

As shown in the graph below, most white women said the Economy is the most important issue in deciding who to vote for in the 2024 election (40%). **This was far and away the most important issue, with the next largest percentage saying Healthcare (10%)**. Results align with a recent Quinnipiac poll¹, where 31% of a nationally representative sample also said the Economy was their most important issue.

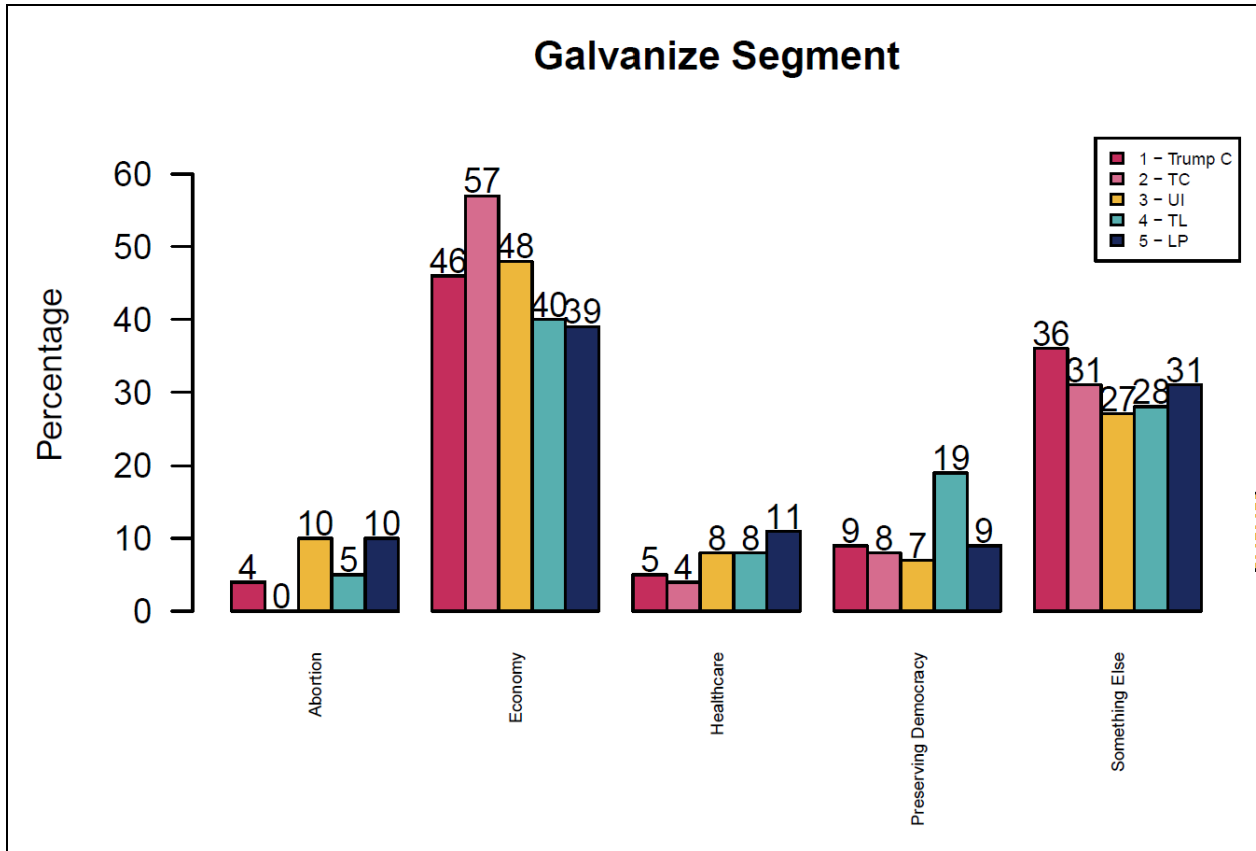
While the Economy was the most commonly selected issue across demographics, it's important to note that in most cases it did not reach a majority. This means that **our audience**

¹ <https://poll.qu.edu/poll-release?releaseid=3876>

will consider a variety of issues when deciding who to vote for in the 2024 presidential election. In order to reach white women in 2024, they need to hear about the Economy *and* other issues they care about.



Results also hold across Galvanize segments, with a **higher percentage of conservative segments saying the Economy compared to more liberal segments**. The graph below shows the most important issue by Galvanize segment, with the lowest percentage of answer choices collapsed into the Something Else category.



Qualitative Findings

The numbers are clear: People are worried about the economy to the point that it's the issue they care about the most. But why? We looked at open-ended responses from women who chose *economy* as their most important issue to examine what they were thinking when they answered. Here's what we found.

The economy affects their daily lives. These women feel like they are struggling to survive.

- *"Because I am significantly worse off that I was for years ago even though I make more money and I have basically no shot at owning a home so the economy greatly affects my day-to-day life and future"*
- *"There are many issues I clicked on and all were equally important. I finally clicked the economy because my financial situation is terrible and I hope improving the economy will help me and my family to survive."*
- *"Because im broke and i have a college degree"*
- *"People have to survive before they can worry about any other problems."*

The economy affects everyone in the United States.

- *"The economy is very important to all citizens!!!"*
- *"the economy is so bad that it's hard for anyone to live, homelessness is at an all time high, no one can afford to eat"*
- *"The economy is suffering and it affects all the people of this country"*

Inflation is rising.

- *"I am very concerned with steady rise in inflation."*
- *"Inflation is insane and I can't pay for anything"*
- *"Average income in US adjusted for inflation is less today than during the Great Depression and our tax rates are more than 20x higher"*

The economy is directly connected to other important issues.

- *"I think that economic issues are extremely pressing due to recent massive inflation and connected to other inequities in the U.S. such as racial and gender inequity."*
- *"The economy affects the broadest spectrum of the population. It also affects many of the other issues directly."*

They are disillusioned with President Biden.

- *"Because our economy since Joe Biden came in has been on a steady downward slope and prices are ridiculously to high."*
- *"Because inflation is hitting me really hard being on a low fixed-income. Ever since Joe Biden has been in the oval office, the price of the things I have to buy every month have gone up and up. They keep saying that the economy is getting better, but I am feeling to see how that is even remotely true. Maybe for the small percentage of people who aren't living paycheck to paycheck."*
- *"The economy is in disgraceful condition under our current president. I would like to see it improve."*
- *"Because the economy has gone to heck since Joe Biden took office"*
- *"Our economy is a mess and people are struggling. Biden is ruining peoples' lives so we need to vote for a better President."*

They want a president who will fix the economy... but they don't know who that could be.

- *"The way everything is going financially. It's hard to have confidence in something that is not tangible. Not sure how I'm going to vote next year."*
- *"I feel like the president elected should be capable of fixing our economy people's money and food problems should not be happening in the world's richest country."*



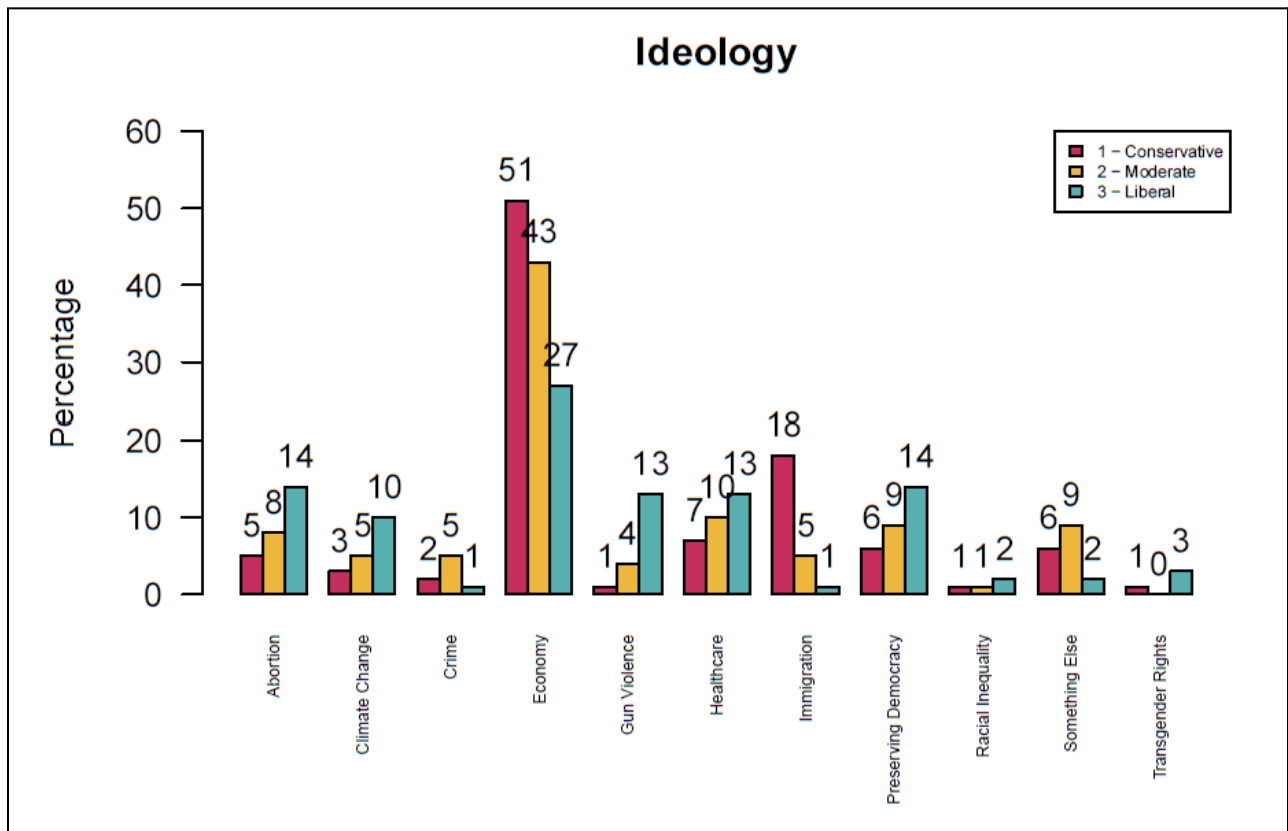
APPENDIX

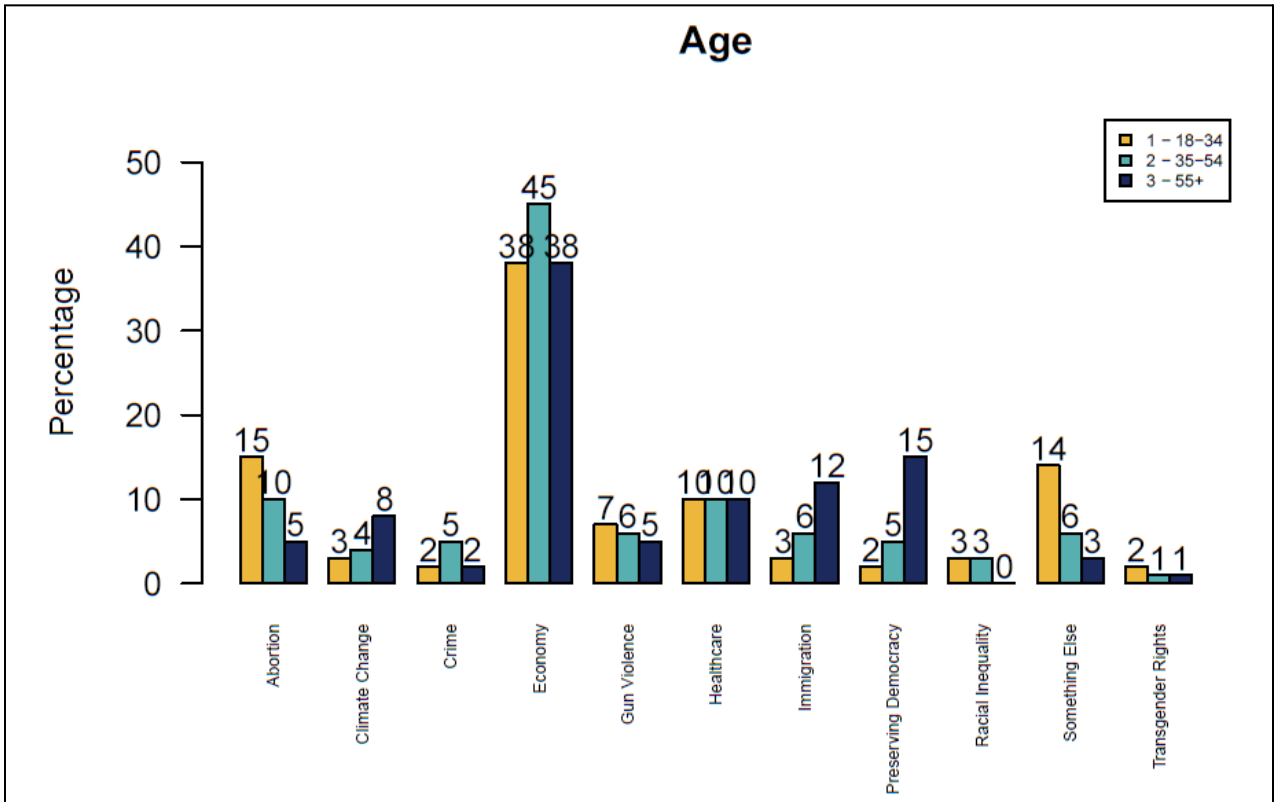
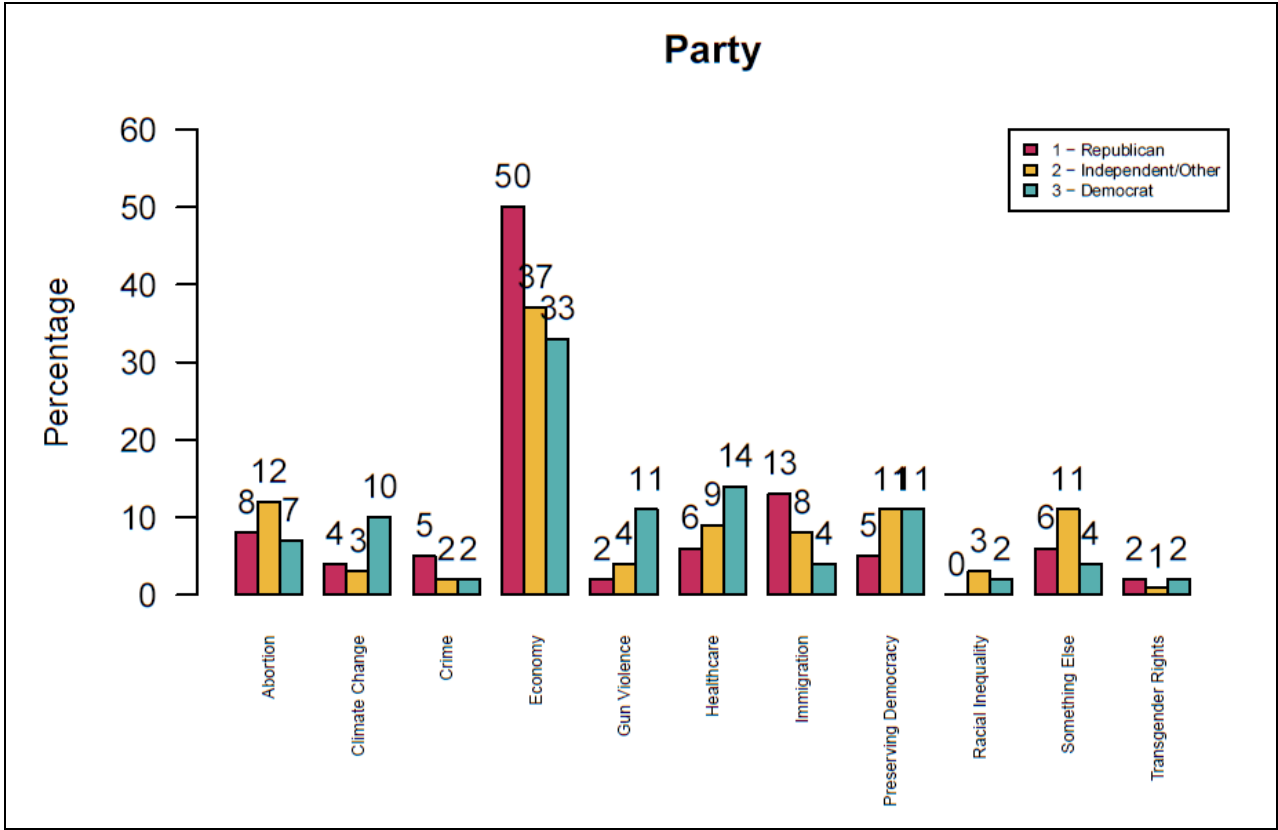
Survey Details

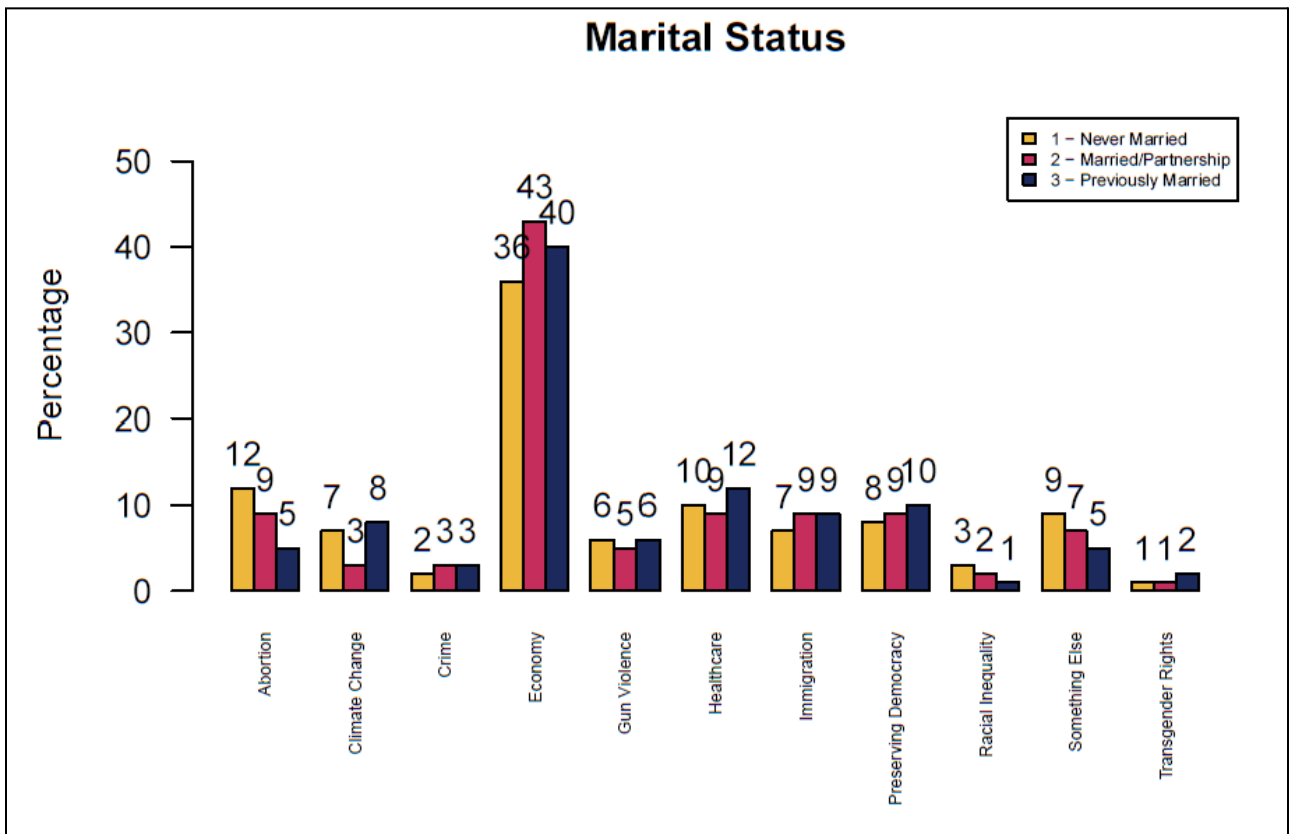
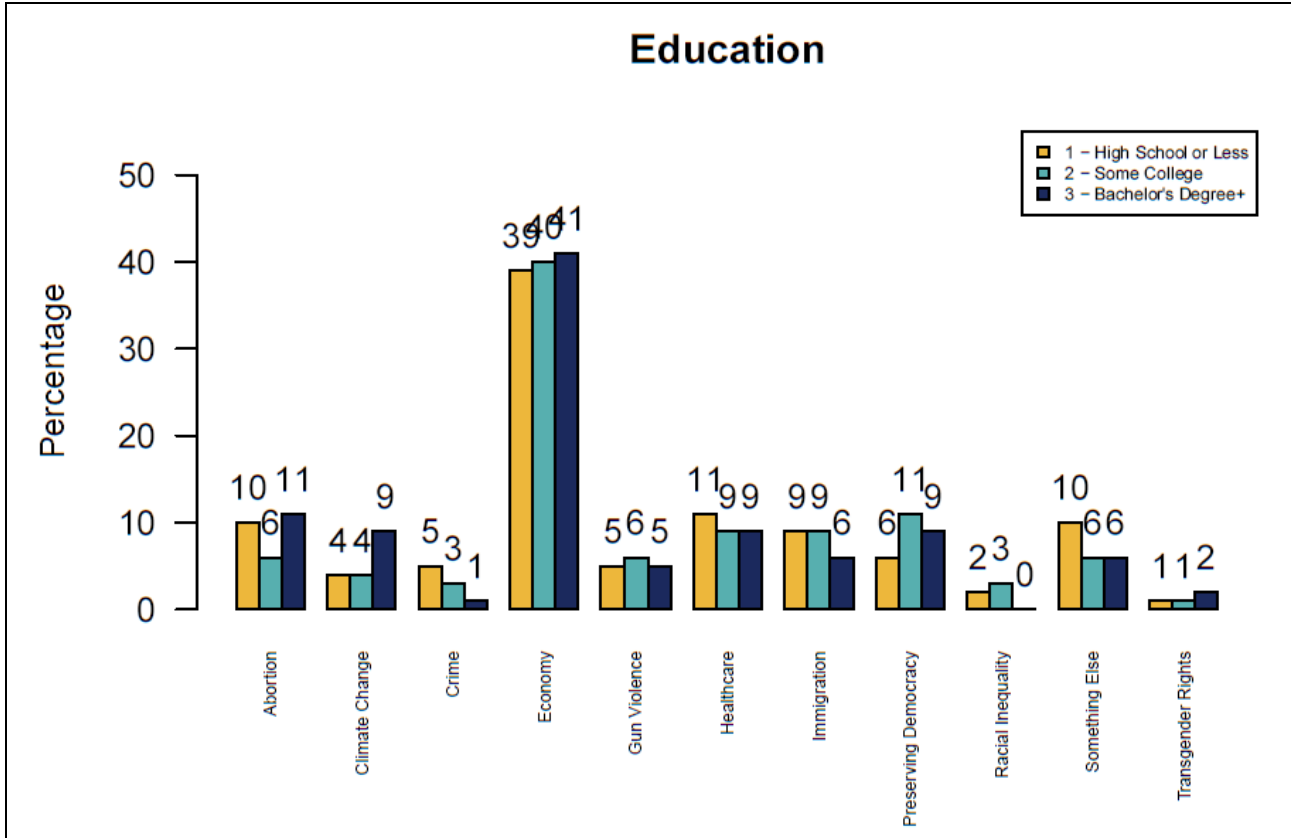
- Key opinion question: *Which of these is the most important issue to you in deciding who to vote for in the 2024 election for president? Economy, Abortion, Crime, Healthcare, Climate Change, Racial Inequality, Transgender Rights, Immigration, Preserving Democracy, Gun Violence, Something else*
- Audience: US White Women
- Geography: National
- Sample size (full/matched): 600 / 313
- Dates in field: Monday, September 25, 2023 to Tuesday, September 26, 2023
- Weighting factors: Age, race, gender, education, and party

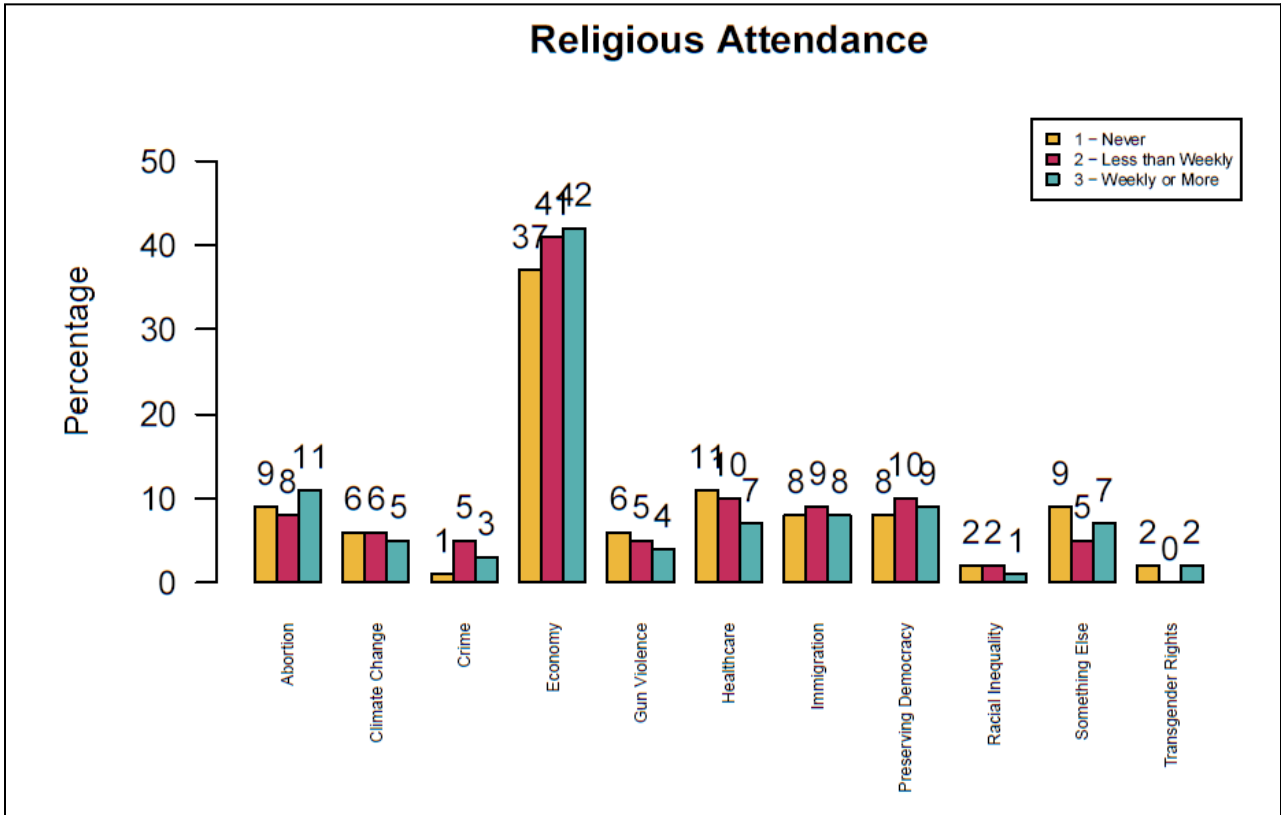
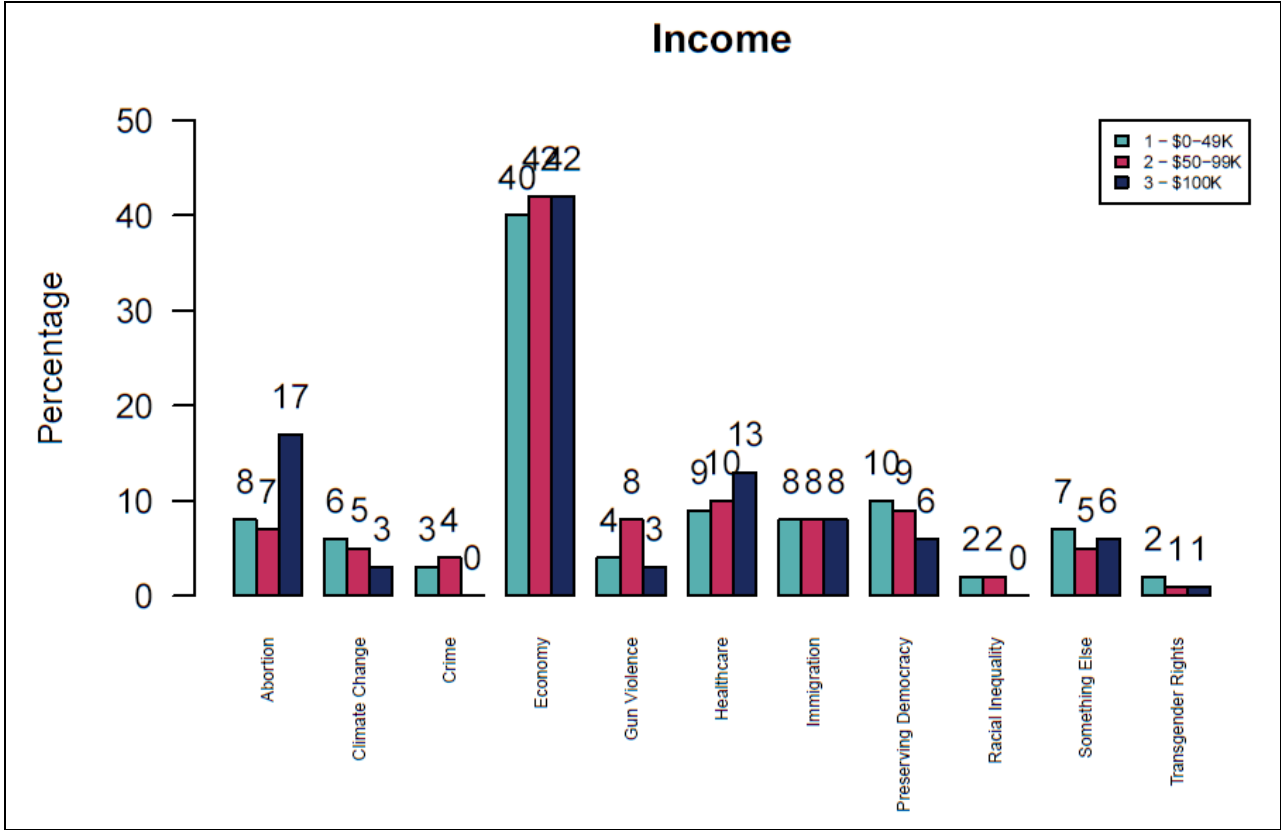
Other Demographics

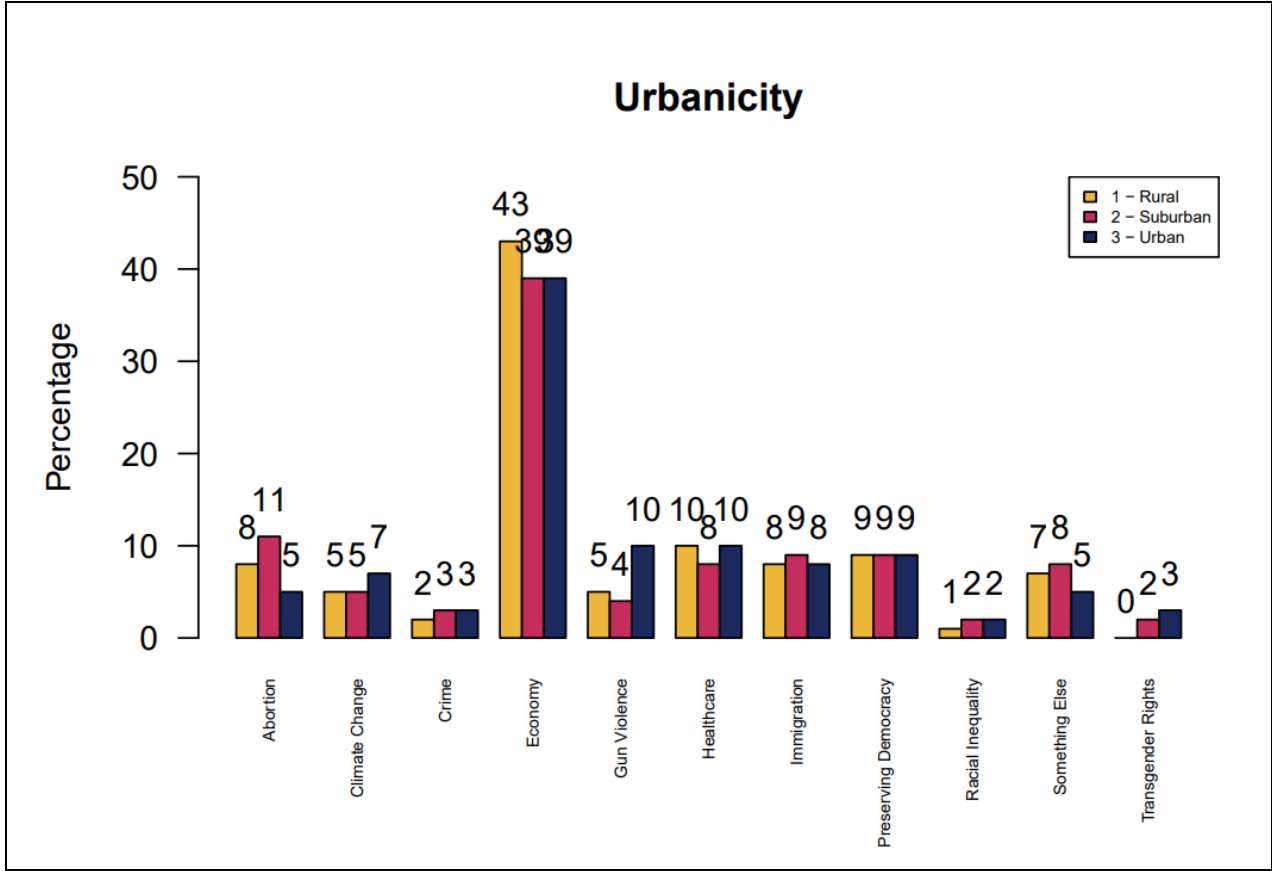
The following charts show demographic breakdowns by key opinion response. **We found that the economy was the most important issue across each demographic group.**











For questions please contact Kristin Wheeler at kristin@oneforallcommittee.org
 Paid for by One For All Committee and not authorized by any candidate or candidate's committee.