



MOST IMPORTANT ISSUES FOR WHITE WOMEN'S 2024 VOTE CHOICE (FEBRUARY 2024)

SUMMARY

In February 2024, One For All asked white women nationally the following 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 (please specify in comments)

TOPLINE TAKEAWAYS

- Economic concerns are more pronounced among **ideologically moderate white women** (41%) compared to white women as a whole (36%). This has decreased compared to [October 2023](#) when 43% said Economy was their most important issue. Abortion, Immigration, and Healthcare are also significant concerns for moderate white women—with 14% saying Abortion is their most important issue and Immigration and Healthcare tied at 10%.
- Similarly, 42% of **Independent white women** said the Economy is their most important issue while 9% said Abortion and 9% said Immigration.
 - A significant percentage (36%) of white women still say Economy is their most important issue in deciding who to vote for in the 2024 presidential election (compared to 40% in October 2023).
- White women are struggling: they feel like they are working harder than ever for far less than before. They believe that Biden has destroyed the economy and will turn to Trump in hopes that he will fix it.
- Additionally, the percentages of white women listing Immigration or Abortion as their most important issues are slightly higher than reported in October 2023. In this survey 13% of white women said Immigration was their most important issue, compared to

8% in October 2023. And 11% of white women said Abortion was their most important issue, compared to 9% in October 2023*.

- White women who listed Immigration as their top issue believe that the number of immigrants coming to the US is the cause of their economic stress. They believe that immigrants are receiving benefits and help from the government that they themselves deserve; they also worry that rising numbers of immigrants will cause their taxes to increase, causing further economic struggle.
 - Because Economy and Immigration seem to be linked, decreasing concern about the Economy could help decrease concern about Immigration and vice versa.

KEY DEMOGRAPHICS

- Economic concerns are more pronounced among **ideologically moderate white women** (41%) compared to white women as a whole (36%). This has decreased compared to [October 2023](#) when 43% said it was their most important issue. Abortion, Immigration, and Healthcare are also significant concerns for moderate white women—with 14% saying abortion is their most important issue and Immigration and Healthcare tied at 10%.
 - Similarly, 42% of **Independent white women** said the Economy is their most important issue while 9% said Abortion and 9% said Immigration.
- A majority (52%) of **ages 35-54** said the Economy was their most important issue. Younger people (**ages 18-34**) are concerned about the Economy (36%) and Abortion, which had the second highest number of responses (17%). Older people (**ages 55+**), in addition to the Economy (22%), are concerned about Immigration (22%).
- Economy was the top issue for all three urbanicity groups: 31% of **urban white women**, 34% of **suburban white women**, and 40% of **rural white women** reported Economy to be their most important issue.
 - Immigration was the second top issue for **suburban white women**, with a response rate of 16%. For **rural white women**, Immigration was tied with Abortion for second at 12%. **Urban white women** showed a greater variety of responses, with Abortion, Climate Change, and Gun Violence being tied as the second most frequent response (each 11%)
- Economy was also the top issue for all three education groups. 40% of **white women with a high school diploma or less**, 38% of **white women who have attended some college**, and 30% of **women with a Bachelor's (or higher) degree** reported Economy to be their most important issue.
 - Immigration was the second top issue for **white women with a high school diploma or less** (13%), as well as for **white women who have attended some**

college. The second top issue for **White women with a Bachelor's (or higher) degree** was Preserving Democracy, at 15%.

***Interpretation Note:** Movement measured between surveys may or may not be within the Margin of Error and may or may not be suggestive of true change.

APPENDIX

KEY DETAILS

White Women National Survey

- Audience: US White Women
- Sample size (full / voter file matched): 602 / 336
- Weighted Sample size (full / voter file matched): 602 / 330
- Weighting factors: age, education, gender, party, and race
- Dates in field: Tuesday, February 06, 2024 to Thursday, February 08, 2024

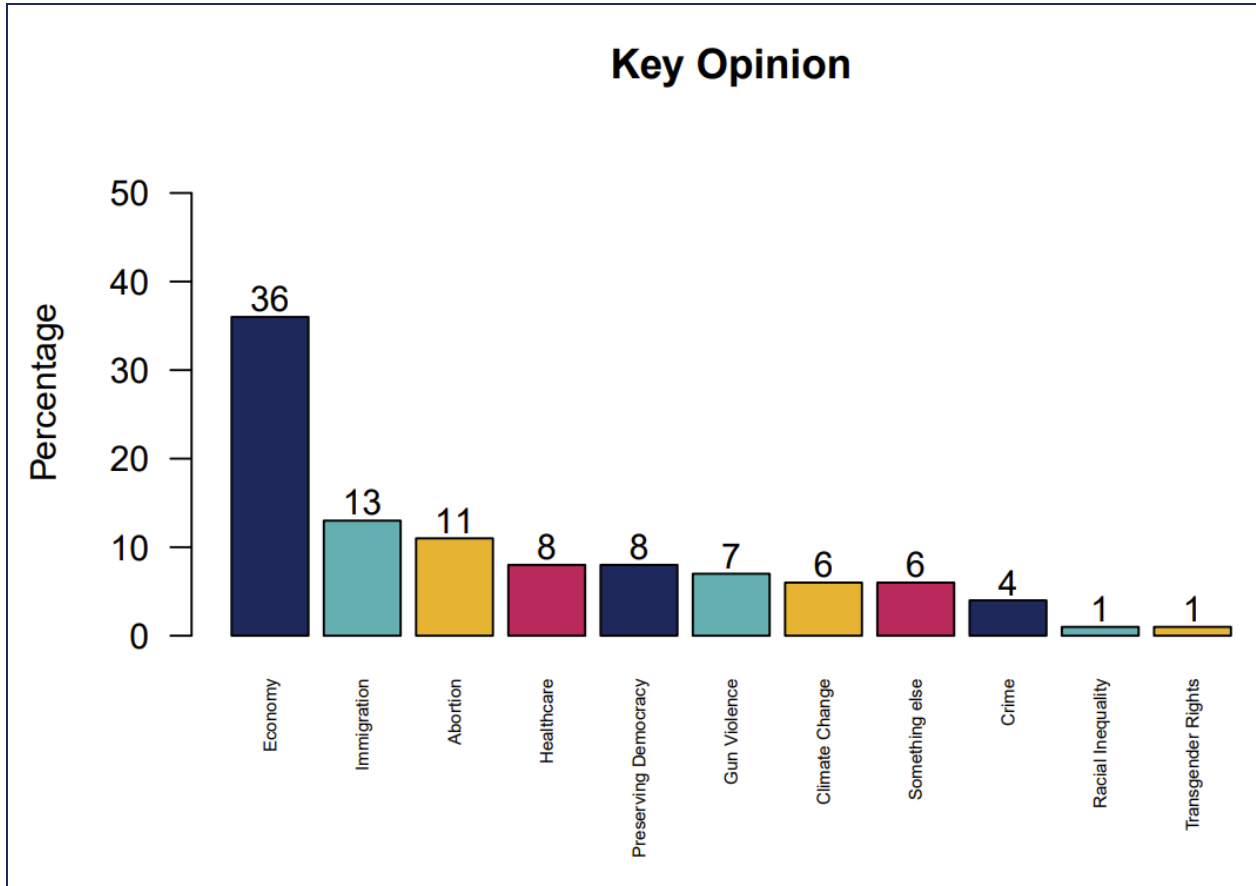
QUANTITATIVE INSIGHTS

Overall sample response for Key Opinion Question:

Economy is, without contest, the most important issue (36%) to white women when it comes to choosing a candidate for the 2024 election.

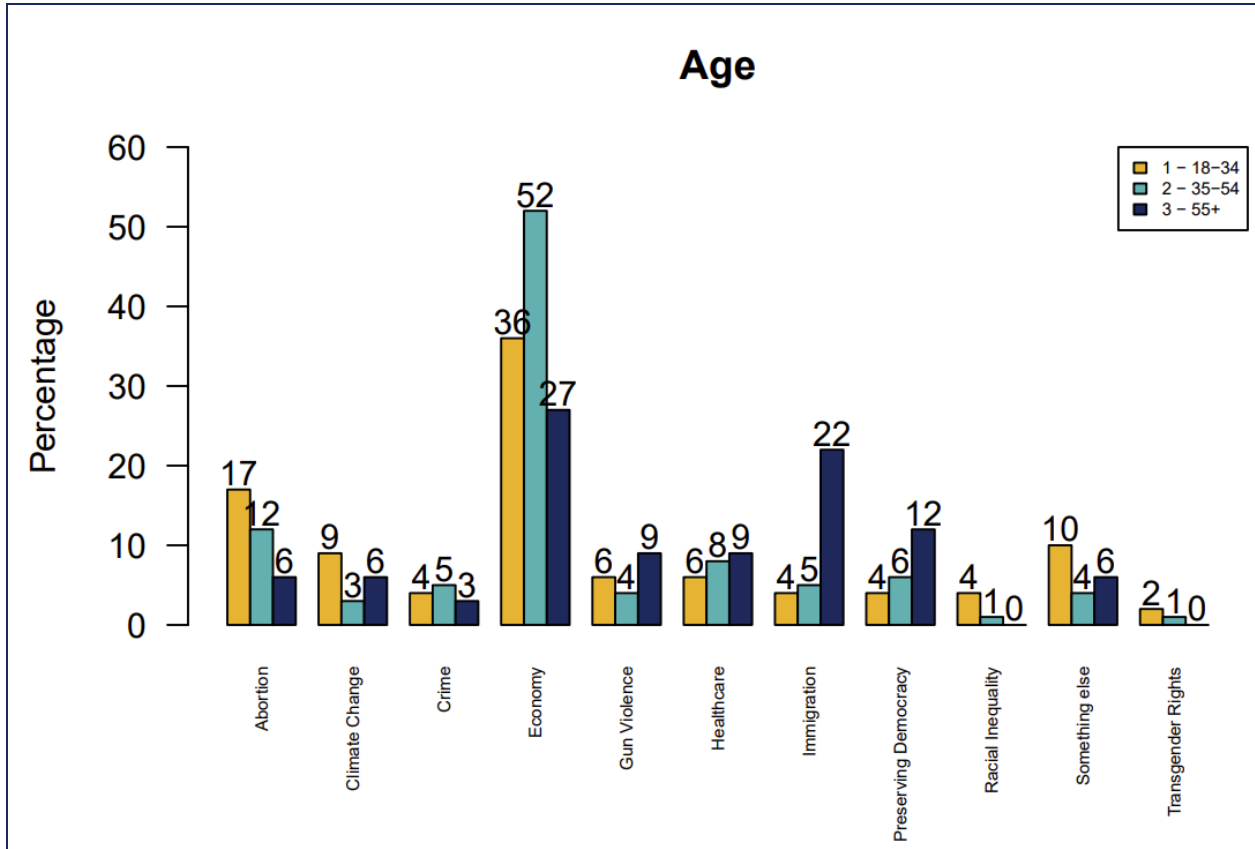
[When we asked the same question in 2023](#), Economy was still the most important issue at a slightly higher percentage (40%). Previously, the second most important issue was Healthcare (10%), followed by Abortion (9%).

In this survey, 36% of women listed Economy as their most important issue. The next most important issue, at 13%, was Immigration. The third most important issue (once again) was Abortion, at 11% (a slightly higher percentage than in October 2023).



Age response for Key Opinion Question:

Economy was the most important issue for all age groups, but especially for ages 35-54 (52%). Younger people are concerned about the Economy (36%), but also about Abortion, to a lesser extent (17%). Older people, in addition to the Economy (22%), are concerned about Immigration (22%).



QUALITATIVE INSIGHTS

KEY OPINION

Looking only at moderate white women’s reasons for answering the way they did on the key opinion and custom open end questions:

Economy	
Support/Concerns	Open End Examples
Women believe that Biden has destroyed the economy and will turn to Trump in hopes that he will fix it.	<p><i>“I answered that the economy was the most important issue for the 2024 election because I believe it is. The Biden administration has destroyed the economy and the country as a whole .”</i></p> <p><i>“Rising prices affects me a great deal. Every time I buy groceries the costs hit my pocket</i></p>

Women are struggling to survive and feel they are working harder than ever for far less in return.	<i>book. Prices are increasing but my money is not increasing."</i>
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Immigration	
Support/Concerns	Open End Examples
In connection to concern about the Economy, women believe that the number of immigrants coming to the US is the cause of their own economic stress.	<i>"We can not afford to support the immigrants from hard working peoples taxes to be given away when our people are hungry and need help"</i>

Abortion	
Support/Concerns	Open End Examples
Abortion bans could directly affect moderate white women.	<i>"A lot of the issues are important but this one could have a direct effect on my life. I could literally die because some old man decided abortion was wrong and the doctor has to wait until I'm at death's door to do anything about it."</i>
Some women are anti-choice and want a President who will reflect those views.	<i>"I'm pro life and want a president who is also."</i>



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