



VOTE CHOICE FOR WOMEN IN 2024 (FEBRUARY 2024)

SUMMARY

In February 2024, One For All asked white women nationally the following 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.

TOPLINE TAKEAWAYS

- **More white women reported they would vote for Trump (41%) than Biden (33%).**
 - Support for Trump is higher in this survey than when One For All [asked the same question previously](#) (39% in October 2023); similarly, support for Biden is lower (36% in October 2023)*.
 - Additionally, the percentage of women responding that they would not vote is slightly higher than our previous survey. (8% in October 2023; 11% in February 2024).
 - Ideologically moderate white women slightly favor Trump (34%) to Biden (30%), and many said they would vote for another candidate (15%) or not vote at all (12%).
 - Independent white women favor Trump (29%) or not voting at all (27%) to Biden (18%). About the same amount of Independents say they would vote for another candidate (17%).
- Moderate white women report wanting to vote for Biden because he is the lesser of two evils or because they hate Trump; moderate white women report wanting to vote for Trump because they believe Biden has ruined the economy and that Trump will fix it and be a “stronger” leader than Biden. See Appendix for examples.

- These women are struggling under the current economic conditions (inflation, low wages) and blaming this on Biden's presidency. They want Trump back in office because the economy was more stable for them then, and they believe electing Trump will bring back that sense of economic stability.
 - These women have a desire for a "strong" authoritarian figure to help them feel stable and like things aren't out of control.
-
- Ages 18-34 reported that they will not vote (22%) more than the other two age groups (12% and 5%), and only slightly less than they reported wanting to vote for Biden (23%).

***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

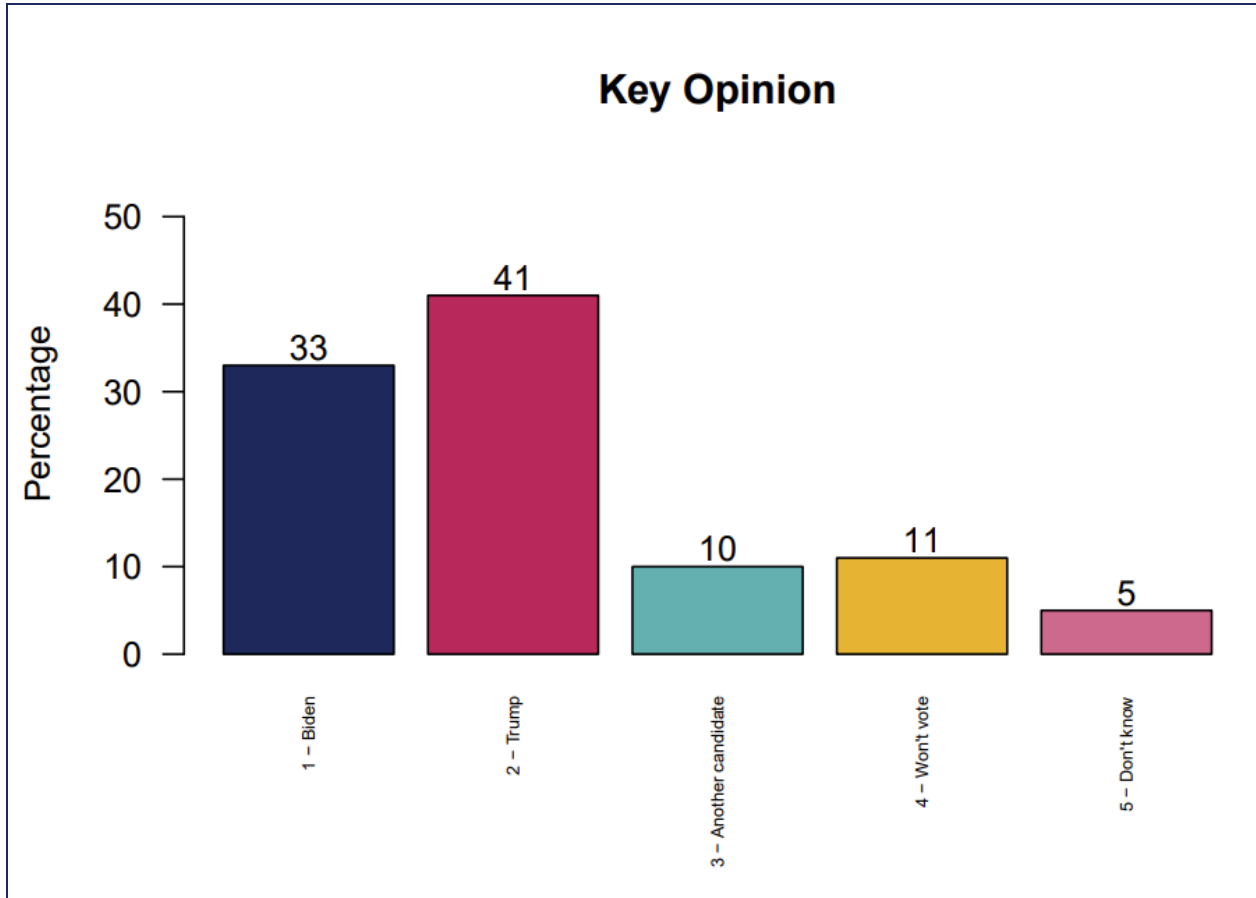
White Women National Survey

- Audience: US White Women
- Sample size (full / voter file matched): 600 / 332
- Weighted Sample size (full / voter file matched): 600 / 323
- Weighting factors: age, education, gender, party, and race
- Dates in field: Tuesday, February 06, 2024 to Friday, February 09, 2024

QUANTITATIVE INSIGHTS

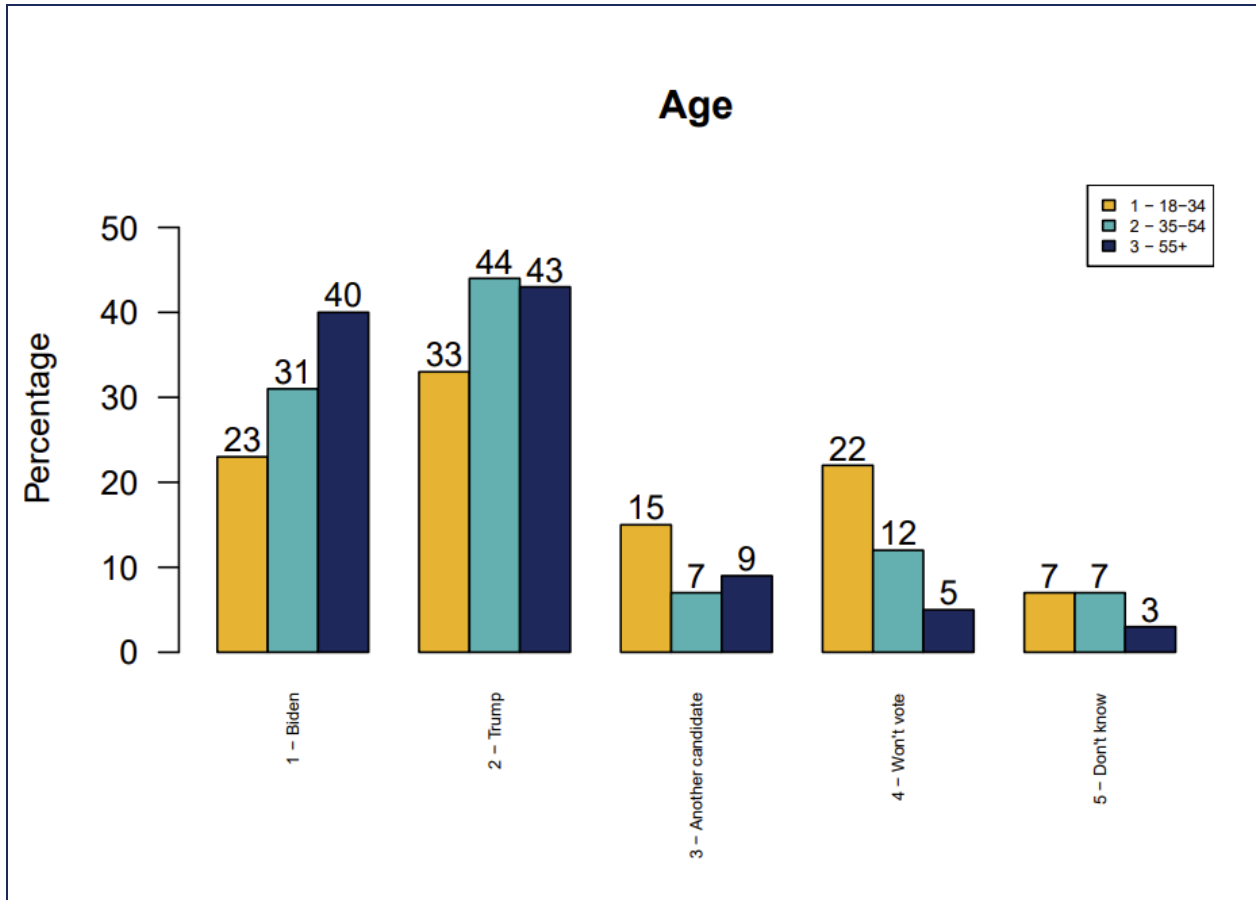
Overall sample response for Key Opinion Question:

White women lean towards voting for Trump (41%), followed by Biden (33%). In a [previous One For All Committee survey](#) of the same question, Trump had the highest vote choice (39%), but Biden was close behind (36%). In this survey, the gap seems to have grown wider.



Age response for Key Opinion Question:

Across all age groups, Trump had the highest vote choice (18-34: 33%; 35-54: 44%; 55+: 43%). Ages 55+ seem more evenly divided between Trump and Biden (40%), while the gap is larger among the two younger age groups. Notably, ages 18-34 said they would not vote (22%) only slightly less than they said they would vote for Biden (23%). Ages 18-34 also reported the highest percentage of wanting to vote for a different candidate (15%).



QUALITATIVE INSIGHTS

KEY OPINION

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

Joe Biden	
Support/Concerns	Open End Examples
Voting for Biden because he's the lesser of two evils.	<i>"Joe Biden only because he is the lesser of two evils."</i>
Voting for Biden because they hate Trump.	<i>"I really feel that Donald Trump should be banned from the White House. Joe Biden is not perfect but voting for a 3rd party would give Trump an edge"</i>

Voting for Biden because they like Biden.	<i>"Biden has done great things and is an honest, moral and dignified man who has earned respect around the world."</i>
---	---

Donald Trump	
Support/Concerns	Open End Examples
Voting for Trump because the economy got worse under Biden.	<i>"I answered that way because even though I may not agree with everything Trump does or says I can say that the world and my life was much better when he was in office and I would like it to be that way again."</i>
Voting for Trump because he is a "strong" leader, and Biden is a "weak" leader.	<i>"Trump takes no flack from anyone. He doesn't let other countries intimidate the US and is a strong leader. Biden is the opposite."</i>
Voting for Trump because they are disappointed in Biden's presidency.	<i>"I am very disappointed in Biden and his policies. Also I question his mental state."</i>



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.