



# AUS PULSE CHECK: CONVICTED FELON VOTE CHOICE (MAY/JUNE 2024)

## KEY OPINION QUESTION

Would you reconsider your vote for Donald Trump now that he is a convicted felon?

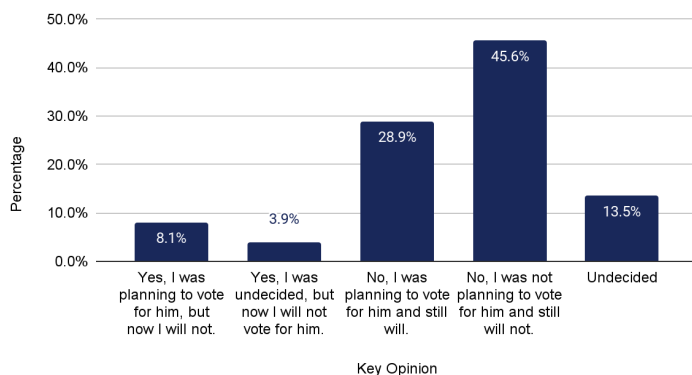
- Yes, I was planning to vote for him, but now I will not.
- Yes, I was undecided, but now I will not vote for him.
- No, I was planning to vote for him and still will.
- No, I was not planning to vote for him and still will not.
- Undecided

## TOPLINE TAKEAWAYS

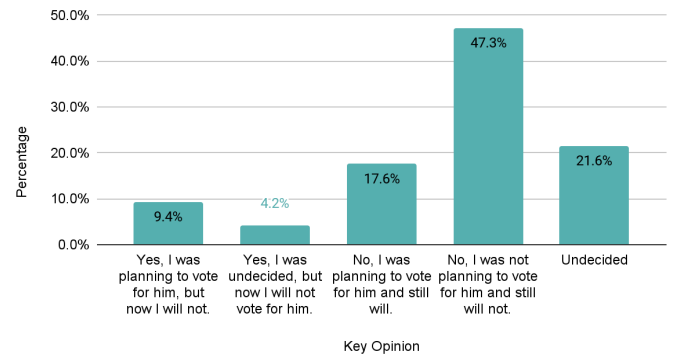
- A near majority of **ideologically moderate white women** (47%) indicated that they were not planning to vote for Trump and still will not vote for him. Nearly a quarter (22%) said that they are undecided. 9% said that they were planning to vote for Trump but now will not and 4% said they were undecided but now will not vote for Trump. Additionally, 18% said they were planning to vote for Trump and still will vote for him.

### Would you reconsider your vote for Donald Trump now that he is a convicted felon?

Full Sample (N = 598)



Moderates (N = 217)



- Our audience appears to be less “locked in” to their votes than conservative or liberal white women. **This could mean greater opportunities for persuasion, especially among women ages 35-54, rural white women, and women with household incomes under \$50k. Women in these demographics showed higher percentages of**

responses indicating indecision or changing their minds based on Trump's felony charges.

- For the most part, responses from **Independent white women** seem consistent with those from ideologically moderate white women. 45% said they were not planning to vote for Trump and still will not, 23% said they are undecided, 21% said they would have voted for Trump and still will, while 5% said they would have voted for Trump and now won't, and 5% said they were undecided but now will not vote for Trump.
  - Responses are split predictably across party lines. The majority of Republicans (61%) said they were planning to vote for Trump and still will, while the majority of Democrats (84%) said they were not planning to vote for Trump and still will not.
- **The greatest opportunities for movement appear to be in ages 35-54 and ages 18-34, the two groups who indicated more often that they were undecided or willing to reconsider their vote based on the felony charges.**
  - **Among ages 18-34**, 37% said they were not planning to vote for Trump and still will not. 19% said they would have voted for Trump and still will; however, a further **19% said they were planning to vote for Trump but now will not**. 8% said they were undecided but now will not vote for Trump, and 17% indicated that they are undecided.
  - **Among ages 35-54**, 40% said they were not planning to vote for Trump and still will not, while 28% said they were planning to vote for Trump and still will. **This age group had the highest percentage of undecided responders at 20%**. Additionally, 8% said they were planning to vote for Trump but now will not, and 5% said they were undecided but now will not vote for Trump.
  - Among ages 55+, a slight majority (53%) said they were not planning to vote for Trump and still will not. However, 35% said that they were planning to vote for Trump and still will. **This group appears to be the most determined in their plans:** Only 8% said they are undecided, 3% said they would have voted for Trump but now won't, and 2% said they were undecided but will now not vote for Trump.
- **Based on these results, the greatest opportunity for movement appears to be among rural white women, as they indicated most often that they were undecided or willing to reconsider their vote based on the felony charges. This is notable, as previous research has shown that rural white women are more set on voting for Trump.**

- Among **suburban white women**, a near majority (46%) said they were not planning to vote for Trump and still will not, while 32% said they were planning to vote for Trump and still will. 14% said they are undecided, 6% said they would have voted for Trump but now will not, and 2% said they were undecided but now will not vote for Trump.
- Among **rural white women**, 36% said they were not planning to vote for Trump and still will not, and 33% said they were planning to vote for Trump and still will. 17% said they are undecided, 10% said they were planning to vote for Trump but now will not, and 4% said they were undecided but now will not vote for Trump. **Rural white women seem to be less decided than suburban white women and might present a greater opportunity for persuasion on this topic.**
- **Based on these results, the greatest opportunity for movement appears to be among rural white women, as they indicated most often that they were undecided or willing to reconsider their vote based on the felony charges. This aligns with the above findings about urbanicity, as rural white women are more likely to have a lower household income.**
  - **Among those with a household income of \$0-49k**, 43% said they would not have voted for Trump and still will not, while 29% said they would have voted for Trump and still will. 15% said they are undecided, 9% said they would have voted for Trump but now will not, and 4% said they were undecided but now will not vote for Trump. **This income bracket seems the most undecided and might present an opportunity for movement.**
  - Among those with a household income of \$50k-99k, half (50%) said they would not have voted for Trump and still will not and 30% said they would have voted for Trump and still will. Only 10% said they are undecided, 8% said they were planning to vote for Trump but now will not, and 2% said they were undecided but now will not vote for Trump.

## CLOSED-ENDED CUSTOM QUESTIONS

### VOTE CHOICE (BIDEN OR TRUMP)

If November's general election for president were held today, whom would you support if the candidates are:

- Joe Biden, the Democrat
- Donald Trump, the Republic
- Undecided

### Response Counts (Full Sample)

From the full sample of white women surveyed, results are nearly evenly split between Joe Biden (40%) and Donald Trump (39%). The remaining 20% said that they were undecided. These results differ slightly from [previous research](#), which has shown Trump in the lead. However, due to differences in sampling, question structure, and response options, we cannot equate this difference to real, meaningful change.

### Responses by Ideology

More ideologically moderate white women indicated that they would vote for Joe Biden (42%) than Donald Trump (32%). However, compared to their liberal and conservative peers, moderate white women show high levels of indecision regarding vote choice (25%). **These higher levels of undecidedness could mean that moderate white women are more open to persuasion and could be movable on vote choice.**

	Joe Biden	Donald Trump	Undecided
Liberal (n = 142)	79	10	11
Moderate (n = 217)	42	32	25
Conservative (n = 189)	11	77	12

### VOTE CHOICE (ALL CANDIDATES)

If November's general election for president were held today, whom would you support if the candidates are:

- Joe Biden, the Democrat
- Donald Trump, the Republican
- Robert F. Kennedy Jr., an independent
- Cornel West, an independent
- Jill Stein, the Green Party candidate
- Undecided

### Response Counts (Full Sample)

When given more vote choice options, slightly more white women say they would vote for Donald Trump (38.6%) than Joe Biden (35.5%). Indecision levels remain relatively consistent, with 18% of white women surveyed saying they are undecided. For the other candidates, 6.4% said they would vote for Robert F. Kennedy, Jr., 0.7% said they would vote for Cornel West, and 0.8% said they would vote for Jill Stein. **These results, when taken in consideration with the above findings, could indicate that votes for third-party candidates are coming from votes that would otherwise go to Joe Biden.**

### Responses by Ideology

Slightly more ideologically moderate white women indicated they would vote for Joe Biden (34.5%) than Donald Trump (31.3%). A large portion of these women indicated they are undecided, at 21.5%. For the other candidates, 10.2% said they would vote for Robert F. Kennedy, Jr., while only 1.6% said they would vote for Cornel West and 1% said they would vote for Jill Stein. **These results show that moderate white women are more undecided than their peers on the left and right; additionally, it appears that moderate white women show higher instances of willingness to vote for a third-party candidate.**

	Joe Biden	Donald Trump	Robert F. Kennedy, Jr.	Cornel West	Jill Stein	Undecided
Liberal (n = 142)	73.5	10.7	4.1	0.5	0	11.2
Moderate (n = 217)	<b>34.5</b>	<b>31.3</b>	<b>10.2</b>	<b>1.6</b>	<b>1.0</b>	<b>21.5</b>
Conservative (n = 189)	10.2	76.7	5.0	0	0.9	7.2

### BIDEN FAVORABILITY

In general, do you have a favorable or an unfavorable impression of Joe Biden?

- Very Favorable
- Somewhat Favorable
- Somewhat Unfavorable
- Very Unfavorable

### Response Counts (Full Sample)

A near majority of white women surveyed (41%) report their opinion of Joe Biden to be very unfavorable. A further 16% said their opinion of Biden is somewhat unfavorable, for a total of 57% unfavorable. In contrast, 22% said their opinion of Biden is somewhat favorable, and 21% said their opinion is very favorable, for a total of 43% favorable. **These results are consistent with previous findings that opinions of Biden among white women trend negative.**

### Responses by Ideology

Among ideologically moderate white women, the largest percentage find Joe Biden very unfavorable (33.4%), but a similar percentage (30.8%) find him somewhat favorable. Additionally, 18.1% report their opinion to be somewhat unfavorable, and 17.7% say their opinion is very favorable. When added together, this shows a nearly even split, with a slight trend toward the negative (48.5% favorable, 51.5% unfavorable). **It is also notable that the unfavorable opinions are much stronger than the favorable opinions. These results are consistent with previous findings that opinions of Biden trend negative.**

	Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable
Liberal (n = 142)	46.1	31.6	13.4	9.0
Moderate (n = 217)	17.7	30.8	18.1	33.4
Conservative (n = 189)	5.7	6.1	9.3	78.9

**TRUMP FAVORABILITY**

In general, do you have a favorable or an unfavorable impression of Donald Trump?

- Very Favorable
- Somewhat Favorable
- Somewhat Unfavorable
- Very Unfavorable

**Response Counts (Full Sample)**

A near majority of white women surveyed report their opinion of Donald Trump to be very unfavorable (41%). A further 14% said their opinion of Trump is somewhat unfavorable. In contrast, 18% said their opinion of Trump is somewhat favorable, and 26% said their opinion is very favorable. **These results are consistent with previous findings that opinions of Trump among white women trend negative.**

**Responses by Ideology**

Among ideologically moderate white women, a near majority (42.1%) report having a very unfavorable opinion of Trump. An additional 19.2% report their opinion of Trump to be somewhat unfavorable. Conversely, 22.4% say their opinion is somewhat favorable, and 16.3% say their opinion is very favorable. Similar to findings about Biden favorability, **the unfavorable opinions of Trump are stronger than the favorable opinions. Results in Trump’s case are skewed more negatively, with 61.3% saying unfavorable and 38.7% saying favorable. These responses indicate that our audience is more aligned with us on their dislike for Trump.**

	Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable
Liberal (n = 142)	7.2	6.8	11.6	74.5
Moderate (n = 217)	16.3	22.4	19.2	42.1
Conservative (n = 189)	57.1	22.6	7.1	13.2

## VOTE PLAN

Thinking about November's election, which best describes you:

- You plan to vote for president
- You plan to vote, but are likely to skip voting for president, and just vote for other candidates or ballot measures
- You are not likely to vote this year
- Unsure

### Response Counts (Full Sample)

The majority of white women surveyed indicated that they plan to vote in the upcoming presidential election (68.1%). 14.6% said they are unlikely to vote, and 10.9% said they are unsure as to whether they will vote. Only 6.4% said they plan to vote for other ballot measures, but not for president.

### Responses by Ideology

Among ideologically moderate white women, a majority says they plan to vote (58.9%), but this is a smaller majority than from their liberal and conservative peers, as well as from the full sample. Even more moderate white women say they are unlikely to vote (21.1%) than say they are unsure (11.4%). Only 8.7% said they plan to vote for other ballot measures. **These results show that our audience is strongly considering skipping out on voting in the upcoming presidential election, at higher rates than their peers on the left and right.**

	Plan to vote	Plan to vote, but not for president	Not likely to vote	Unsure
<b>Liberal (n = 142)</b>	77.1	9.0	8.7	5.3
<b>Moderate (n = 217)</b>	<b>58.9</b>	<b>8.7</b>	<b>21.1</b>	<b>11.4</b>
<b>Conservative (n = 189)</b>	86.2	1.9	4.0	7.9

## METHODOLOGY

### KEY DETAILS

#### White Women National Survey

- Audience: US White Women
- Sample size (full / voter file matched): 598 / 331
- Weighted Sample size (full / voter file matched): 594 / 320
- Weighting factors: age, education, gender, party, and race
- Dates in field: Friday, May 31, 2024 to Sunday, June 02, 2024



For questions, please contact Kristin Wheeler at [kristin@oneforallcommittee.org](mailto:kristin@oneforallcommittee.org).  
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