



AUDIENCE UNDERSTANDING SURVEY: POST-DEBATE VOTE CHOICE

JULY 2024

In a survey launched days after the first presidential debate, we asked a national sample of white women who they would vote for if the presidential election were held today. This point-in-time “pulse check” survey was analyzed with particular attention to our audience of ideologically moderate women to better understand their opinions on key issues and current events.

KEY OPINION QUESTION #1

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

- **Among ideologically moderate white women, Biden (34.1%) and Trump (34.4%) poll neck and neck.**
 - For comparison, over 70% of liberal white women said they will vote for Biden, and over 70% of conservative white women said they will vote for Trump.

- **7.6% of moderate white women said they would vote for another candidate.** Responses were similar among liberal white women (6.3%) and conservative white women (4.2%).
- **14% of moderate white women said they would not vote.** Responses were similar among liberal white women (4%) and conservative white women (4.1%).
- **10% of moderate white women said they don't know who they will vote for,** compared to 3.5% of liberal white women and 5.4% of conservative white women.
- Looking at partisanship, votes fall predictably across party lines, with most Democrats choosing Biden, most Republicans choosing Trump, and Independents showing a split between the two. **Notably, however, over a quarter of Independent white women had a "won't vote" response (27.4%). This surpassed the percentages for both Biden (26.7%) and Trump (23.6%).** Only 2.7% of Democrats and 2.7% of Republicans gave a "won't vote" response.
- **Across the three age groups, Biden did best with ages 55+ (44.4%),** compared to 30.3% of ages 18-34 and 30.9% of ages 35-54.
 - **Trump did best with ages 35-54 (41.2%).**
 - **Ages 18-34 had the highest percentage of "won't vote" responses (18.5%),** followed by ages 35-54 (13.6%) and ages 55+ (6.6%).
- **Looking at household incomes, the lowest income bracket, \$0-\$49k, had a considerably higher percentage of "won't vote" responses (15.7%)** compared to 4.8% of \$50k-\$99k and 4% of \$100k+.
 - A similar trend can be seen when looking at urbanicity and education. Rural white women had a higher percentage of "won't vote" responses (15.6%) than suburban (9.9%) and urban (7.4%) white women, as did women with a high school education or less (22%) when compared to women with some college (9.4%) or a college degree (3.3%).

KEY OPINION QUESTION #2

We also asked the question in a slightly different way, naming three additional candidates and eliminating the option of "Not going to vote/wouldn't vote if those were the choices."

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
- Don't know

Response Counts (Full Sample)

Looking at responses from all white women surveyed, Biden and Trump poll similarly, with 35% of responses going to Biden and 36% of responses going to Trump. Among the three alternate candidates listed, Robert F. Kennedy, Jr. (10%) beat out both Cornel West (1%) and Jill Stein (1%). 18% of respondents stated that they did not know who they would vote for.

Responses by Ideology

Among moderate white women, percentages are similar between Joe Biden (32%) and Donald Trump (30%). Moderate women show the highest percentage of being undecided (22%) as well as voting for Robert F. Kennedy, Jr. (14%) when compared to their liberal and conservative peers.

	Joe Biden	Donald Trump	Robert F. Kennedy, Jr.	Cornel West	Jill Stein	Don't know
Liberal (n = 303)	73%	9%	8%	2%	1%	7%
Moderate (n = 462)	32%	30%	14%	1%	0%	22%
Conservative (n = 345)	10%	72%	5%	1%	1%	11%

METHODOLOGY

White Women National Survey

- Audience: US White Women
- Sample size: 1196
- Dates in field: Monday, July 01, 2024 to Friday, July 05, 2024



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