



AUDIENCE UNDERSTANDING SURVEY: CANDIDATE FAVORABILITY

APRIL 2024

In April 2024, as concerns about Biden's favorability and perceived fitness for office were rising, One For All conducted an audience understanding survey to ascertain whether white women feel favorably or unfavorably toward President Biden and Vice President Harris. This survey was analyzed with particular attention to One For All's audience of ideologically-moderate white women.

KEY OPINION QUESTION #1

What is your overall opinion of Joe Biden?

- Very favorable
- Mostly favorable
- Mostly unfavorable
- Very unfavorable
- Never heard of this person

TOPLINE TAKEAWAYS

- Opinions of Joe Biden were very or mostly unfavorable across multiple demographics of white women.
- Looking at the **full sample of white women nationally, the majority found Biden either very or mostly unfavorable (62%)**. Within that group, 44% responded that their opinion is very unfavorable, and 18% said their opinion is mostly unfavorable.
- Among **ideologically-moderate white women, the majority reported their opinion of Joe Biden to be either mostly or very unfavorable (62%)**.
 - 36% said their opinion of Biden is very unfavorable.
 - 26% said their opinion of Biden is mostly unfavorable.
 - 25% said their opinion of Biden is mostly favorable.
 - 12% said their opinion of Biden is very favorable.

- **The majority of both rural and suburban voters reported a very or mostly unfavorable opinion of Biden.**
 - 70% of rural voters said their opinion was very or somewhat unfavorable.
 - 58% of suburban white women said their opinion was very or somewhat unfavorable.

- **Opinions of Joe Biden were starkly divided across party lines.**
 - 95% of Republican white women said their opinion of Biden was very or mostly **unfavorable**.
 - 83% of Democratic white women said their opinion of Biden was either mostly or very **favorable**.
 - 71% of **Independent white women reported their opinion of Joe Biden to be either mostly or very unfavorable**. 21% of Independent white women said their opinion of Biden was mostly favorable, while only 6% said their opinion of Biden was very favorable.

- **The majority of all three age groups expressed unfavorable opinions of Biden.** 69% of ages 18-34, 68% of ages 35-54, and 54% of ages 55+ said that their opinion of Biden was either mostly unfavorable or very unfavorable.

- **Opinions of Biden skewed toward very unfavorable across all household income groups.**

KEY OPINION QUESTION #2

What is your overall opinion of Kamala Harris?

- Very favorable
- Mostly favorable
- Mostly unfavorable
- Very unfavorable
- Never heard of this person

TOPLINE TAKEAWAYS

- Looking at the full sample of white women:
 - 51% reported finding Harris either mostly or very unfavorable (compared to Biden at 62%).
 - 38% said their opinion of Harris was very unfavorable.
 - 13% said their opinion was mostly unfavorable.

- 24% reported finding Harris mostly favorable.
- 14% reported finding Harris very favorable.
- 12% said they have never heard of Kamala Harris.

Responses by Ideology

	Very favorable	Mostly favorable	Mostly unfavorable	Very unfavorable	Never heard of this person
Liberal	32%	41%	9%	11%	7%
Moderate	11%	29%	18%	33%	10%
Conservative	6%	8%	9%	68%	8%

METHODOLOGY

White Women National Survey

- Audience: US White Women
- Sample size: 1200
- Dates in field: Monday, April 01, 2024 to Thursday, April 04, 2024



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