



AUDIENCE UNDERSTANDING SURVEY: MOST IMPORTANT ISSUES FEBRUARY 2024

One For All began a series of “pulse check” surveys in February 2024. These findings provide a point-in-time snapshot of which vote choice issues were most important to white women in that moment in order to ascertain how those issues would impact their vote choice in the upcoming presidential election. This survey was analyzed with particular attention to our audience of ideologically-moderate white women.

KEY OPINION QUESTION

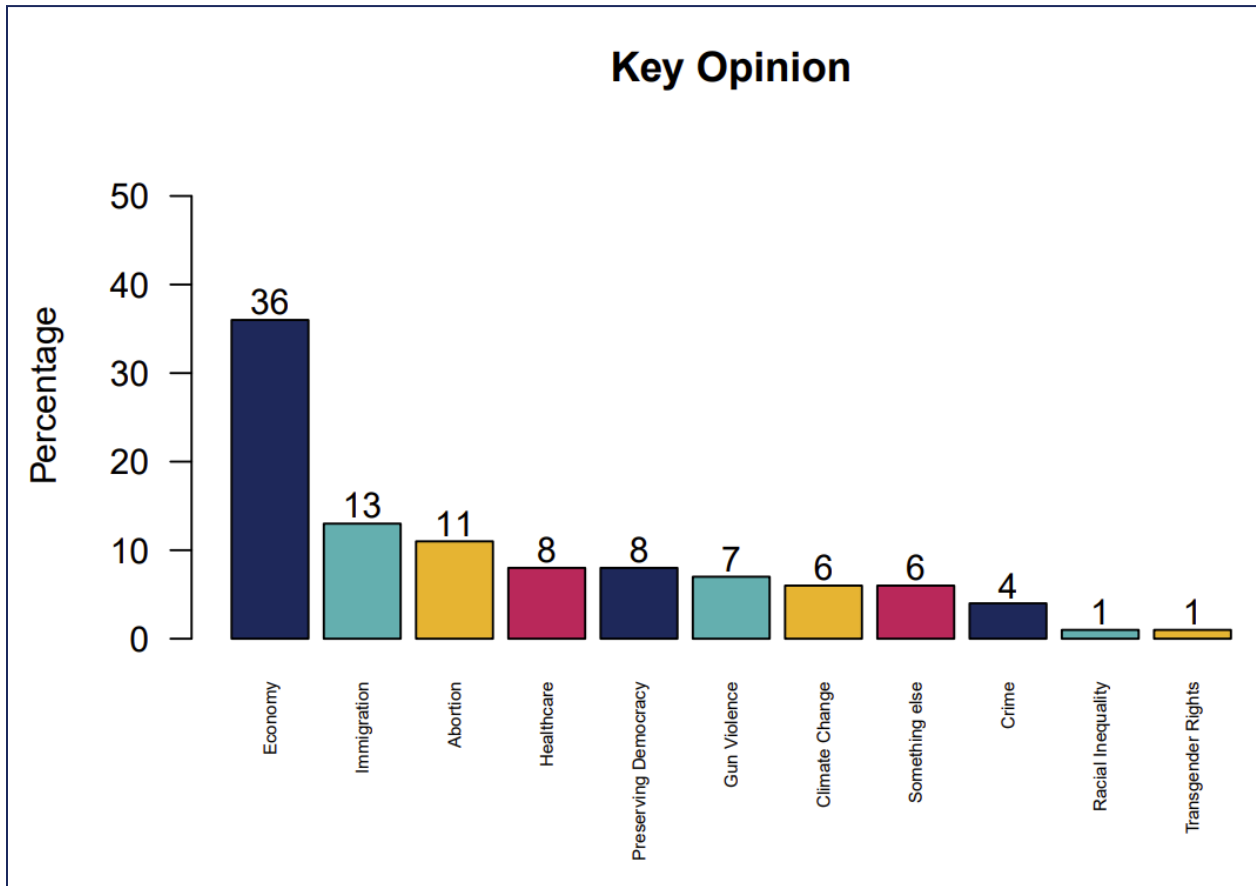
Which of these is the most important issue to you in deciding who to vote for in the 2024 election for president?

- Economy
- Abortion
- Crime
- Healthcare
- Climate Change
- Racial Inequality
- Transgender Rights
- Immigration
- Preserving Democracy
- Gun Violence
- Something else (please specify in comments)

TOPLINE TAKEAWAYS

- Economy (36%) was the most-chosen answer among white women, followed by immigration (13%) and abortion (11%).
- Economic concerns were more pronounced among ideologically-moderate white women (41%) than among white women as a whole (36%).

- Similarly, 42% of Independent white women said the economy is their most important issue while 9% said abortion and 9% said immigration.
- In addition to the economy (41%), abortion (14%), immigration (10%), and healthcare (10%) were also significant concerns for moderate white women.



The chart above shows top concerns from the full sample of 602 white women.

KEY DEMOGRAPHICS

- The economy was the top issue (or tied for most-chosen issue) among **all** age groups. The next-most-chosen issue varies by age group.
 - A **majority** (52%) of women ages 35-54 reported that the economy is their top issue.
 - Women ages 18-34 were concerned about the economy (36%) and abortion (17%).
 - Women ages 55+ selected the economy (22%) and immigration (22%) at the same rate.

- Economy was the top issue for all urbanicity groups as well: 31% of **urban white women**, 34% of **suburban white women**, and 40% of **rural white women** reported economy to be their most important issue. The next-most-commonly-reported issues varied by urbanicity.
 - Immigration was the second-most-chosen issue for **suburban white women** (16%).
 - For **rural white women**, immigration was tied with abortion for second-most-chosen at 12%.
 - **Urban white women** showed a greater variety of responses, with abortion, climate change, and gun violence all tied as the second-most-frequent response (each 11%).

METHODOLOGY

White Women National Survey

- Audience: US White Women
- Sample size: 602
- Dates in field: Tuesday, February 06, 2024 to Thursday, February 08, 2024



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