



# AUDIENCE UNDERSTANDING SURVEY: VOTE CHOICE FOR WOMEN

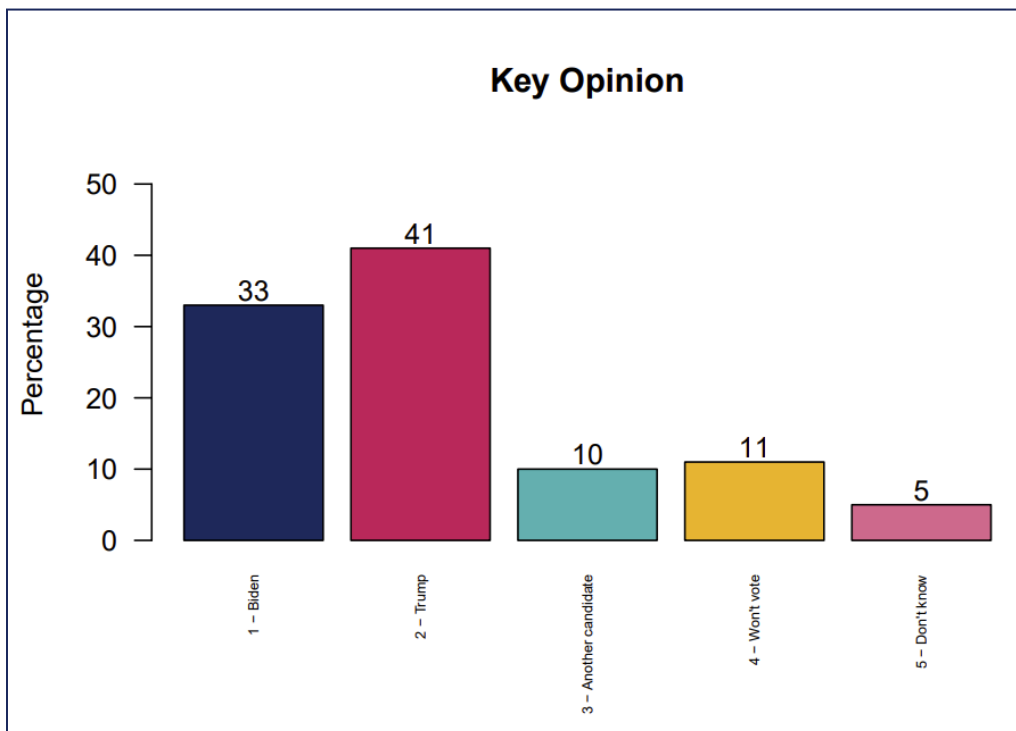
## FEBRUARY 2024

One For All began a series of “pulse check” audience understanding surveys in February 2024. These findings provide a point-in-time snapshot of how white women were feeling about presidential vote choice at that moment. This survey was analyzed with particular attention to our audience of ideologically-moderate white women.

### KEY 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 for Biden (33%).
- Ideologically-moderate white women reported they would vote for Trump (34%) over Biden (30%). 15% said they would vote for another candidate, 12% said they would not vote at all.
- Independent white women reported they would vote for Trump (29%) or not vote at all (27%) over voting for Biden (18%).
- More white women reported they would vote for Trump than Biden in all age groups.
  - Ages 55+ were the most evenly divided between Trump (43%) and Biden (40%) with a gap of just 3 percentage points in Trump's favor. White women aged 35-54 reported they would vote for Trump over Biden 44% to 31% (a 13 percentage point difference) and women aged 18-34 favor Trump 33% to 23% (a 10 percentage point difference).
  - Women ages 18-34 were the most likely to report that **they will not vote** at 22%, compared to 12% of voters aged 35-54 and 5% of voters 55+.

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## METHODOLOGY

### White Women National Survey

- Audience: US White Women
- Sample size: 600
- Dates in field: Tuesday, February 06, 2024 to Friday, February 09, 2024



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

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