AUDIENCE UNDERSTANDING SURVEY: MOST IMPORTANT ISSUES
JULY 2024

The week before the Republican National Convention, One For All asked a national sample of white women what issue was most important to them in deciding who to vote for in the 2024 presidential election. We asked the same question to a different sample of white women in February 2024. This July 2024 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.
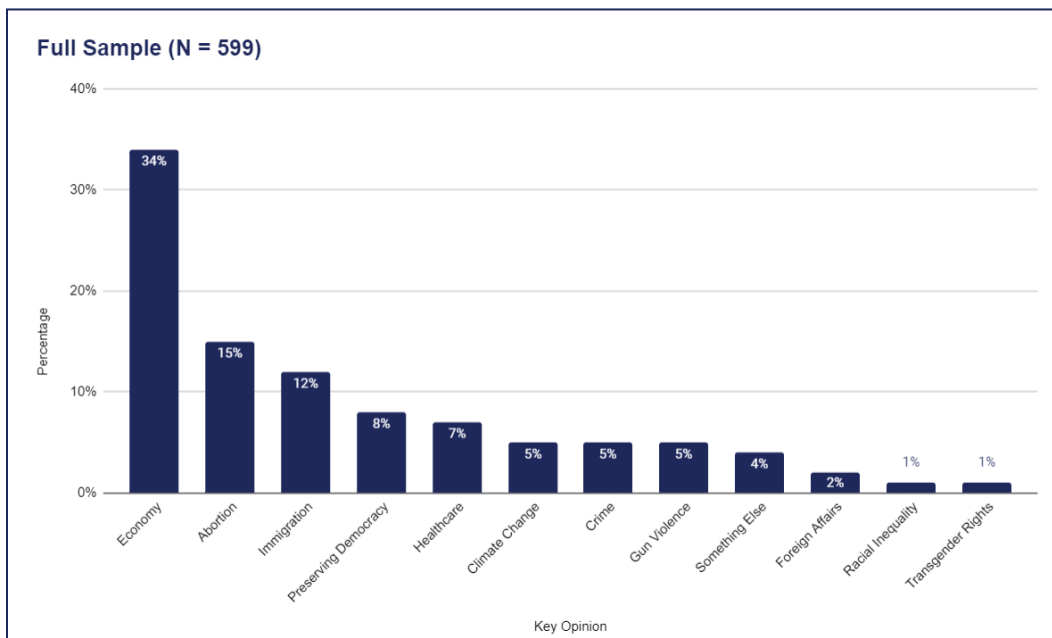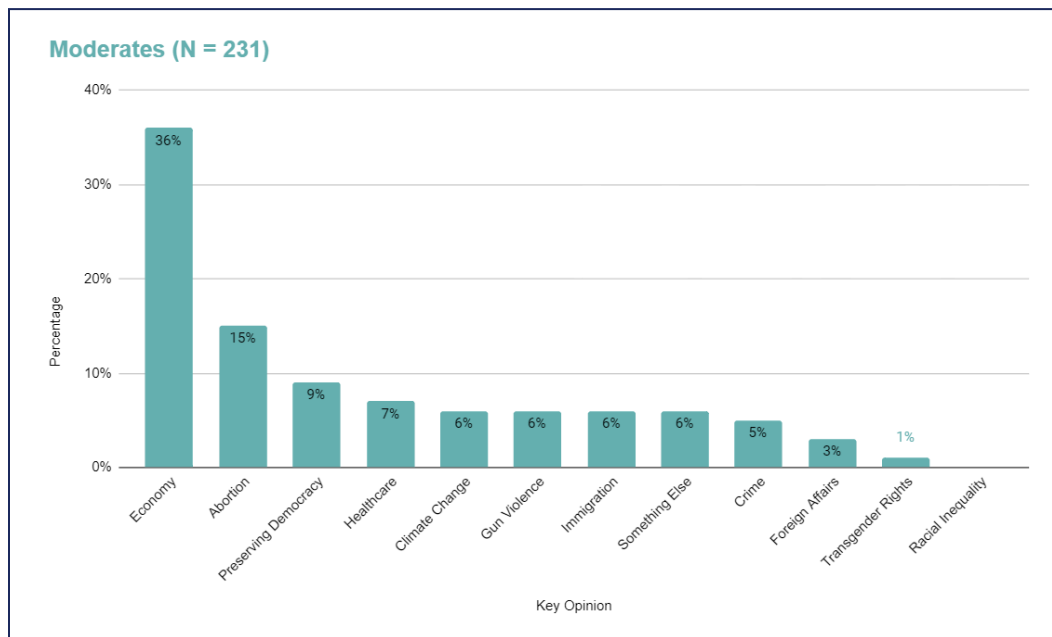
KEY OPINION QUESTION

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
- Foreign Policy/Foreign Aid/Focus Overseas
- Something else (please specify in comments)

TOPLINE TAKEAWAYS

- **Economy continues to be the top selection for "most important issue" by our audience. This has stayed very consistent over time.**
    - 36% of **ideologically-moderate white women** surveyed selected the Economy as their most important issue in deciding who to vote for in the presidential election. 15% said Abortion was their top issue and 9% responded with Preserving Democracy.

○ When we asked the same question to a [different sample of white women in February](#), Economy received 41% of responses from ideologically-moderate white women, followed by Abortion at 14%, and Immigration and Healthcare tied at 10% each.
● Economy was also the top selection (34%) for the full sample of white women surveyed, followed by Abortion (15%), as was the case with moderate women. **There was a difference, however, with Immigration** which made the top three most frequent responses for the full sample (12%) compared to only 6% of moderate women who gave that response.

Moderates (N = 231)

Key Opinion	Percentage
Economy	36%
Abortion	15%
Preserving Democracy	9%
Healthcare	7%
Climate Change	6%
Gun Violence	6%
Immigration	6%
Something Else	6%
Crime	5%
Foreign Affairs	3%
Transgender Rights	1%
Racial Inequality	

Full Sample (N = 599)

Key Opinion	Percentage
Economy	34%
Abortion	15%
Immigration	12%
Preserving Democracy	8%
Healthcare	7%
Climate Change	5%
Crime	5%
Gun Violence	5%
Something Else	4%
Foreign Affairs	2%
Racial Inequality	1%
Transgender Rights	1%

- Among **Independent white women,** the top response was also Economy (32%), followed by Abortion (14%), then Preserving Democracy (8%).
    - Comparatively, the three most frequent responses from Democrats surveyed were Economy (27%), Abortion (23%), and Preserving Democracy (15%).
    - The three most frequent responses from Republicans surveyed were Economy (43%), Immigration (26%), and Abortion (9%).
- Looking at age, **Economy was the most frequently chosen response across all three groups, but especially for ages 35-54 (41%) and ages 18-34 (37%). Only 28% of respondents aged 55+ selected Economy.**
    - **Crime made the top three list of most frequent responses for 18-34 year old respondents:** Economy (37%), Abortion (24%), and Crime (8%).
    - **Healthcare made the top three list of most frequent responses for 35-54 year old respondents:** Economy (41%), Healthcare (11%), and Immigration (10%).
    - The three most frequent responses for respondents 55 and older: Economy (28%), Immigration (17%), and Preserving Democracy (15%).
- Among **suburban white women,** the three most frequent responses were Economy (32%), Preserving Democracy (13%), and Immigration (13%). **Rural white women** responded with Economy (40%), Immigration (14%), and Abortion (11%).
- Considering the **household income** of respondents, the three most selected responses were the same across all groups. **Notably, $100k+ households selected Economy the most (36%) compared to $0k-$49k (34%) and $50k-$99k (33%).**

METHODOLOGY

White Women National Survey
- Audience: US White Women
- Sample size: 599
- Dates in field: Monday, July 08, 2024 to Tuesday, July 09, 2024

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