



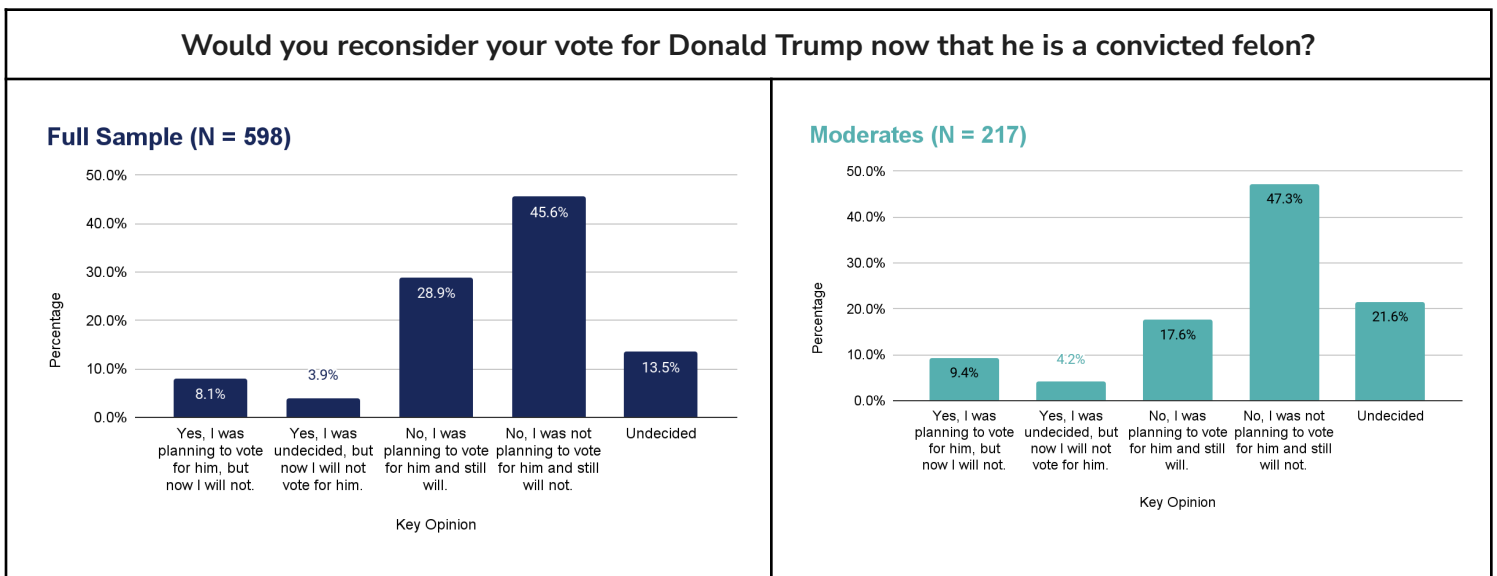
# AUDIENCE UNDERSTANDING SURVEY: CONVICTED FELON VOTE CHOICE MAY/JUNE 2024

On May 30, a New York jury found Donald Trump guilty of 34 charges related to attempts to illegally influence the 2016 election. This makes Trump the first former president to be convicted of felony crimes. This survey was fielded to white women the following day to ascertain the degree to which this news would influence white women’s vote choice in the upcoming presidential election. This survey was analyzed with particular attention to our audience of ideologically-moderate white women to understand whether this demographic will move away from Trump post-conviction.

## KEY OPINION QUESTION #1

Would you reconsider your vote for Donald Trump now that he is a convicted felon?

- Yes, I was planning to vote for him, but now I will not
- Yes, I was undecided, but now I will not vote for him
- No, I was planning to vote for him and still will
- No, I was not planning to vote for him and still will not
- Undecided



## TOPLINE TAKEAWAYS

- A near majority of **ideologically-moderate white women (47%)** indicated that they were not planning to vote for Trump and still will not vote for him. Nearly a quarter

(22%) said that they are undecided. 9% said that they were planning to vote for Trump but now will not and 4% said they were undecided but now will not vote for Trump. 18% said they were planning to vote for Trump and still will vote for him.

- For the most part, responses from **Independent white women** were consistent with those from ideologically-moderate white women.
  - 45% said they were not planning to vote for Trump and still will not, 23% said they were undecided, 21% said they would have voted for Trump and still will, while 5% said they would have voted for Trump and now won't, and 5% said they were undecided but now will not vote for Trump.
- Women ages 18-34 were most likely to change their mind from planning to vote for Trump to **not** planning to vote for Trump (19%) compared to 8% of 35-54 year olds and 3% of those ages 55+.
  - Women ages 35-54 had the highest percentage of undecided responders (20%) compared to 17% of 18-34 year olds and 8% of women ages 55+.
- In terms of household income, those with a household income of \$0-49k are the most undecided (15%) compared to \$50k-99k households at 10% undecided.

## KEY OPINION QUESTION #2

We also asked a question about vote choice between the two likely candidates at the time of this survey, omitting the context about Trump's felony conviction.

**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 Republic
- Undecided

## TOPLINE TAKEAWAYS

From the full sample of white women surveyed, results are nearly evenly split between Joe Biden (40%) and Donald Trump (39%). The remaining 20% said that they were undecided. These results differ slightly from [previous research](#), which has shown Trump in the lead.

## Responses by Ideology

More ideologically-moderate white women indicated that they would vote for Joe Biden (42%) than Donald Trump (32%). However, compared to their liberal and conservative peers,

moderate white women showed high levels of indecision regarding vote choice (25% compared to 11% among liberals and 12% among conservatives).

	Joe Biden	Donald Trump	Undecided
Liberal (n = 142)	79	10	11
Moderate (n = 217)	42	32	25
Conservative (n = 189)	11	77	12

### KEY OPINION QUESTION #3

We also asked a very similar question, this time providing third-party vote choice options.

**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
- Undecided

### TOPLINE TAKEAWAYS

When given more vote choice options, slightly more white women say they would vote for Donald Trump (38.6%) than Joe Biden (35.5%).

- Indecision levels remained relatively consistent, with 18% of white women surveyed saying they are undecided.
- For the other candidates, 6.4% said they would vote for Robert F. Kennedy, Jr., 0.7% said they would vote for Cornel West, and 0.8% said they would vote for Jill Stein.

### Responses by Ideology

Slightly more ideologically-moderate white women indicated they would vote for Joe Biden (34.5%) than Donald Trump (31.3%). Moderate white women show the highest percentage of being undecided, at 21.5%. For the other candidates, 10.2% said they would vote for Robert F. Kennedy, Jr., while only 1.6% said they would vote for Cornel West and 1% said they would vote for Jill Stein.

	Joe Biden	Donald Trump	Robert F. Kenedy, Jr.	Cornel West	Jill Stein	Undecided
Liberal (n = 142)	73.5	10.7	4.1	0.5	0	11.2
Moderate (n = 217)	34.5	31.3	10.2	1.6	1.0	21.5
Conservative (n = 189)	10.2	76.7	5.0	0	0.9	7.2

#### KEY OPINION QUESTION #4

Without comparing him to other candidates, we asked women about Biden favorability.

#### In general, do you have a favorable or an unfavorable impression of Joe Biden?

- Very Favorable
- Somewhat Favorable
- Somewhat Unfavorable
- Very Unfavorable

#### TOPLINE TAKEAWAYS

A plurality of white women surveyed (41%) report their opinion of Joe Biden to be very unfavorable. An additional 16% said their opinion of Biden is somewhat unfavorable, for a total of 57% unfavorable. In contrast, 22% said their opinion of Biden is somewhat favorable, and 21% said their opinion is very favorable, for a total of 43% favorable. **These results are consistent with previous findings that opinions of Biden among white women trend negative.**

#### Responses by Ideology

Among ideologically-moderate white women, the largest percentage found Joe Biden very unfavorable (33.4%), but a similar percentage (30.8%) found him somewhat favorable. Additionally, 18.1% reported their opinion to be somewhat unfavorable, and 17.7% said their opinion is very favorable. When added together, this shows a nearly even split, with a slight trend toward the negative (48.5% favorable, 51.5% unfavorable).

	Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable
Liberal (n = 142)	46.1	31.6	13.4	9.0
Moderate (n = 217)	17.7	30.8	18.1	33.4
Conservative (n = 189)	5.7	6.1	9.3	78.9

## KEY OPINION QUESTION #5

Without comparing him to other candidates, we asked women about Trump favorability.

**In general, do you have a favorable or an unfavorable impression of Donald Trump?**

- Very Favorable
- Somewhat Favorable
- Somewhat Unfavorable
- Very Unfavorable

## TOPLINE TAKEAWAYS

A plurality of white women surveyed reported their opinion of Donald Trump to be very unfavorable (41%). A further 14% said their opinion of Trump is somewhat unfavorable, for a total of 55% unfavorable. In contrast, 18% said their opinion of Trump is somewhat favorable, and 26% said their opinion is very favorable, for a total of 44% favorable.

## Responses by Ideology

Among ideologically-moderate white women, the largest percentage (42.1%) report having a very unfavorable opinion of Trump. An additional 19.2% reported their opinion of Trump to be somewhat unfavorable. Conversely, 22.4% said their opinion is somewhat favorable, and 16.3% said their opinion is very favorable. Similar to findings about Biden favorability, **the unfavorable opinions of Trump were stronger than the favorable opinions. Results in Trump's case are skewed more negatively, with 61.3% saying unfavorable and 38.7% saying favorable.**

	Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable
<b>Liberal (n = 142)</b>	7.2	6.8	11.6	74.5
<b>Moderate (n = 217)</b>	<b>16.3</b>	<b>22.4</b>	<b>19.2</b>	<b>42.1</b>
<b>Conservative (n = 189)</b>	57.1	22.6	7.1	13.2

## KEY OPINION QUESTION #6

We also asked this audience about their plans to turn out to vote, and whether or not they'd vote at the top of the ticket.

**Thinking about November's election, which best describes you:**

- You plan to vote for president
- You plan to vote, but are likely to skip voting for president, and just vote for other candidates or ballot measures

- You are not likely to vote this year
- Unsure

## TOPLINE TAKEAWAYS

The majority of white women surveyed indicated that they plan to vote in the upcoming presidential election (68.1%). 14.6% said they are unlikely to vote, and 10.9% said they are unsure as to whether they will vote. Only 6.4% said they plan to vote for other candidates or ballot measures, but not for president.

### Responses by Ideology

A majority of ideologically-moderate white women said they plan to vote for president (58.9%), but this is still much smaller than their liberal (77.1%) or conservative (86.2%) peers, and from the full sample (68.1%). More moderate white women said they are unlikely to vote (21.1%) than said they are unsure (11.4%). Only 8.7% said they plan to vote for other candidates or ballot measures, but not for president.

	Plan to vote for president	Plan to vote, but not for president	Not likely to vote	Unsure
<b>Liberal (n = 142)</b>	77.1	9.0	8.7	5.3
<b>Moderate (n = 217)</b>	<b>58.9</b>	<b>8.7</b>	<b>21.1</b>	<b>11.4</b>
<b>Conservative (n = 189)</b>	86.2	1.9	4.0	7.9

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## METHODOLOGY

### White Women National Survey

- Audience: US White Women
- Sample size: 598
- Dates in field: Friday, May 31, 2024 to Sunday, June 02, 2024



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

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