



TRACKING SURVEY: WAVE FOUR

August 2024

One For All is running the final three waves of a multi-wave tracking survey started by [Galvanize Action](#). Multiple waves of surveys will be given to the same group of white women across ten states: WI, PA, OH, MI, ME, NE, AZ, NV, MT, and FL. (See previous memos for [June \(Baseline\)](#), [July \(Wave Two\)](#), and [August \(Wave Three\)](#) survey results.) Some of the questions will be the same in each survey so we can watch changes over time. Other questions will be different from wave to wave to capture insights into important current events and pivotal moments in this year's civic and political landscape. This survey was fielded a few days after the Democratic National Convention. The questions were the same as those asked by Galvanize Action in July.

A majority (79%) of the respondents in this month's survey are in our audience of ideologically-moderate women. Results were analyzed with particular attention to this group of women.

KEY OPINION QUESTION #1

Which of the following best describes your opinion?

- I am very decided on who to vote for in the 2024 presidential election
- I am somewhat decided on who to vote for in the 2024 presidential election
- I am somewhat undecided on who to vote for in the 2024 presidential election
- I am very undecided on who to vote for in the 2024 presidential election

All respondents (n= 7,964)

Very decided	77%
Somewhat decided	13%
Somewhat undecided	4%
Very undecided	5%

TOPLINE TAKEAWAYS FOR MODERATE WOMEN

- The vast majority (90%) of ideologically-moderate white women report being very or somewhat decided on how they will vote.
 - 77% very decided
 - 13% somewhat decided
 - 4% somewhat undecided
 - 6% very undecided
- Comparing these responses to those given in July, we see an increase in the number of moderate women who say they have made up their minds on vote choice.

Moderate white women that participated in both the July and August surveys (n= 5,217)

	July 22 Responses	August 26 Responses
Very decided	69%	78%
Somewhat decided	17%	13%
Somewhat undecided	8%	4%
Very undecided	6%	5%

KEY OPINION QUESTIONS #2-3

Do you have a favorable or unfavorable opinion of the DEMOCRATIC candidate for president of the United States?

- Very unfavorable
- Somewhat unfavorable
- Neither favorable nor unfavorable
- Somewhat favorable
- Very favorable

Do you have a favorable or unfavorable opinion of the REPUBLICAN candidate for president of the United States?

- Very unfavorable
- Somewhat unfavorable
- Neither favorable nor unfavorable
- Somewhat favorable
- Very favorable

All respondents (n= 7,964)

	Democratic Candidate	Republican Candidate
Very unfavorable	39%	44%
Somewhat unfavorable	9%	8%
Neither favorable nor unfavorable	8%	8%
Somewhat favorable	14%	15%
Very favorable	31%	25%

TOPLINE TAKEAWAYS FOR MODERATE WOMEN

- Slightly more (47%) moderate white women have an unfavorable opinion of the Democratic candidate than a favorable opinion (45%). The majority (69%) hold opinions on the extremes, with 30% in the middle range.
 - 38% very unfavorable Democratic candidate
 - 9% somewhat unfavorable Democratic candidate
 - 7% neither favorable nor unfavorable Democratic candidate
 - 14% somewhat favorable Democratic candidate
 - 31% very favorable Democratic candidate
- A majority (53%) of moderate white women have an unfavorable opinion of the Republican candidate; 39% have a favorable opinion. The majority (69%) hold opinions on the extremes, with 31% in the middle range.
 - 45% very unfavorable Republican candidate
 - 8% somewhat unfavorable Republican candidate
 - 8% neither favorable nor unfavorable Republican candidate
 - 15% somewhat favorable Republican candidate
 - 24% very favorable Republican candidate
- More moderate women have a favorable opinion of the Democratic candidate (45%) than the Republican candidate (39%) and fewer have an unfavorable opinion (47% Democrat to 53% Republican).
- Looking at the first three questions together, the table below represents candidate favorability among moderate white women who are very decided compared to those who are not yet committed (those who responded “somewhat decided,” “somewhat undecided,” or “very undecided”).

- Among moderate women who are not yet committed, there are not many differences between their opinions on Harris and Trump. In the [July survey](#), there was a higher percentage of “very unfavorable” responses about Trump among uncommitted voters and more “neither” responses about Harris.

Vote Status and Candidate Favorability: Ideologically-Moderate White Women

	Very Decided (n= 5,151)		Not Yet Committed (n= 1,134)	
	Democratic Candidate	Republican Candidate	Democratic Candidate	Republican Candidate
Very unfavorable	42%	50%	26%	28%
Somewhat unfavorable	4%	3%	24%	24%
Neither	3%	3%	24%	24%
Somewhat favorable	12%	14%	21%	22%
Very favorable	39%	31%	5%	2%

- Comparing responses to those given in July, we see a notable increase in “very favorable” responses to Kamala Harris (+5pp) compared to a small decrease for Donald Trump.

Moderate white women that participated in both the July and August surveys (n= 5,217)

	Democratic Candidate		Republican Candidate	
	July 22 Responses	August 26 Responses	July 22 Responses	August 26 Responses
Very unfavorable	37%	38%	45%	46%
Somewhat unfavorable	10%	9%	8%	8%
Neither	11%	7%	7%	7%

Somewhat favorable	14%	14%	14%	15%
Very favorable	27%	32%	26%	24%

KEY OPINION QUESTION #4

Which of the following best describes your view?

- I strongly trust Republicans when it comes to abortion in the US
- I somewhat trust Republicans when it comes to abortion in the US
- I somewhat trust Democrats when it comes to abortion in the US
- I strongly trust Democrats when it comes to abortion in the US

All respondents (n= 7,964)

Strongly trust Republicans on abortion	20%
Somewhat trust Republicans on abortion	23%
Somewhat trust Democrats on abortion	21%
Strongly trust Democrats on abortion	36%

TOPLINE TAKEAWAYS FOR MODERATE WOMEN

- More moderate women (58%) trust Democrats on abortion than trust Republicans (42%) on the issue.
 - 19% strongly trust Republicans on abortion
 - 23% somewhat trust Republicans on abortion
 - 21% somewhat trust Democrats on abortion
 - 37% strongly trust Democrats on abortion
- Looking across ideology, conservative white women trust Republicans (61%) over Democrats (39%) on abortion and liberal white women trust Democrats (70%) over Republicans (29%).

Moderate white women that participated in both the July and August surveys (n= 5,217)

	July 22 Responses	August 26 Responses
Strongly trust Republicans on abortion	19%	20%
Somewhat trust Republicans on abortion	25%	23%

Somewhat trust Democrats on abortion	21%	20%
Strongly trust Democrats on abortion	36%	38%

KEY OPINION QUESTION #5

Which of the following best describes your view?

- The election of the DEMOCRATIC candidate to the White House STRONGLY poses a threat to American democracy
- The election of the DEMOCRATIC candidate to the White House SOMEWHAT poses a threat to American democracy
- Neither candidate poses a threat to American democracy
- Both candidates pose a threat to American democracy
- The election of the REPUBLICAN candidate to the White House SOMEWHAT poses a threat to American democracy
- The election of the REPUBLICAN candidate to the White House STRONGLY poses a threat to American democracy

All respondents (n= 7,964)

Democratic candidate strongly poses a threat	32%
Democratic candidate somewhat poses a threat	6%
Neither candidate poses a threat	7%
Both candidates pose a threat	11%
Republican candidate somewhat poses a threat	6%
Republican candidate strongly poses a threat	39%

TOPLINE TAKEAWAYS FOR MODERATE WOMEN

- More moderate white women believe the Republican candidate poses a threat to American democracy than believe the Democratic candidate does.
 - 44% believe that the Republican candidate poses a threat to democracy.
 - 39% strong threat
 - 5% somewhat threat
 - 37% believe that the Democratic candidate poses a threat to democracy.
 - 31% strong threat

- 6% somewhat threat
 - 7% believe that neither candidate poses a threat to democracy.
 - 11% believe that both candidates pose a threat to democracy.
 - Comparatively, 56% of conservative white women and 22% of liberal white women surveyed say the Democratic candidate poses a threat; 29% of conservative respondents and 57% of liberal respondents say the Republican candidate poses a threat.

Moderate white women that participated in both the July and August surveys (n= 5,217)

	July 22 Responses	August 26 Responses
Democratic candidate strongly poses a threat	29%	32%
Democratic candidate somewhat poses a threat	7%	6%
Neither candidate poses a threat	8%	6%
Both candidates pose a threat	12%	10%
Republican candidate somewhat poses a threat	5%	5%
Republican candidate strongly poses a threat	39%	40%

KEY OPINION QUESTION #6

Which of the following best describes your view?

- I strongly trust Republicans when it comes to healthcare in the United States
- I somewhat trust Republicans when it comes to healthcare in the United States
- I somewhat trust Democrats when it comes to healthcare in the United States
- I strongly trust Democrats when it comes to healthcare in the United States

All respondents (n= 7,964)

Strongly trust Republicans on healthcare	20%
Somewhat trust Republicans on healthcare	26%

Somewhat trust Democrats on healthcare	27%
Strongly trust Democrats on healthcare	26%

TOPLINE TAKEAWAYS FOR MODERATE WOMEN

- More moderate women trust Democrats (54%) than Republicans (46%) on healthcare.
 - 20% strongly trust Republicans on healthcare
 - 26% somewhat trust Republicans on healthcare
 - 27% somewhat trust Democrats on healthcare
 - 27% strongly trust Democrats on healthcare
- Looking across ideology, conservative white women trust Republicans (63%) over Democrats (36%) on healthcare and liberal white women trust Democrats (67%) over Republicans (33%).
- We did not see a notable change between the July and August responses of moderate white women who participated in both surveys.

KEY OPINION QUESTION #7

To what extent do you agree or disagree with the following statement: Immigrants make America better for everyone.

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree

All respondents (n= 7,964)

Strongly disagree	17%
Somewhat disagree	17%
Neither agree nor disagree	28%
Somewhat agree	21%
Strongly agree	17%

TOPLINE TAKEAWAYS FOR MODERATE WOMEN

- Looking at responses from moderate white women, we see that slightly more moderate white women agree (38%) than disagree (34%) that immigrants make America better for everyone.
 - 17% strongly disagree
 - 17% somewhat disagree
 - 28% neither agree nor disagree
 - 21% somewhat agree
 - 17% strongly agree
- Comparatively, more conservative white women disagree (48%) than agree (24%). On the other hand, more liberal white women agree (51%) than disagree (21%).
- We did not see a notable change between the July and August responses of moderate white women who participated in both surveys.

KEY OPINION QUESTION #8

To what extent do you agree or disagree with the following statement: Even if I wouldn't personally benefit, I would be willing to increase taxes if the money goes to federally-funded childcare.

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree

All respondents (n= 7,964)

Strongly disagree	24%
Somewhat disagree	18%
Neither agree nor disagree	25%
Somewhat agree	21%
Strongly agree	12%

TOPLINE TAKEAWAYS FOR MODERATE WOMEN

- More moderate white women disagree (42%), meaning that they would not be willing to increase taxes for federally-funded childcare, than agree (33%).

- 24% strongly disagree
- 18% somewhat disagree
- 26% neither agree nor disagree
- 21% somewhat agree
- 12% strongly agree
- Looking at responses across ideology, 53% of conservative white women disagree compared to 23% who agree. Liberal white women surveyed were the only group who agreed more (43%) than disagreed (33%).
- We did not see a notable change between the July and August responses of moderate white women who participated in both surveys.

KEY OPINION QUESTION #9

The government has gone too far in helping minorities (such as people of color, “woke” special interests, LGBTQ+) to the disadvantage of people like me.

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree

All respondents (n= 7,964)

Strongly disagree	24%
Somewhat disagree	11%
Neither agree nor disagree	21%
Somewhat agree	19%
Strongly agree	26%

TOPLINE TAKEAWAYS FOR MODERATE WOMEN

- More moderate white women (44%) agree that the government has gone too far in helping minorities than disagree (35%).
 - 24% strongly disagree
 - 11% somewhat disagree
 - 21% neither agree nor disagree
 - 19% somewhat agree

- 25% strongly agree
- The majority of conservative white women (62%) agree that the government has gone too far in helping minorities; 18% disagree with that statement. Unlike the other two groups, more liberal white women (50%) disagree that the government has gone too far in helping minorities than agree (30%).
- We did not see a notable change between the July and August responses of moderate white women who participated in both surveys.

KEY OPINION QUESTION #10

Which of the following best describes your view?

- I strongly trust Republicans when it comes to crime in the United States
- I somewhat trust Republicans when it comes to crime in the United States
- I somewhat trust Democrats when it comes to crime in the United States
- I strongly trust Democrats when it comes to crime in the United States

All respondents (n= 7,964)

Strongly trust Republicans on crime	29%
Somewhat trust Republicans on crime	24%
Somewhat trust Democrats on crime	27%
Strongly trust Democrats on crime	21%

TOPLINE TAKEAWAYS FOR MODERATE WOMEN

- Looking at responses across ideology, we see that a slight majority (53%) of moderate white women trust Republicans on crime as opposed to Democrats (47%).
 - 29% strongly trust Republicans on crime
 - 24% somewhat trust Republicans on crime
 - 26% somewhat trust Democrats on crime
 - 21% strongly trust Democrats on crime
- Looking at responses across ideology, conservative white women trust Republicans (69%) over Democrats (31%) on crime. Liberal white women trust Democrats (62%) over Republicans (38%) on crime.

Moderate white women that participated in both the July and August surveys (n= 5,217)

	July 22 Responses	August 26 Responses
Strongly trust Republicans on crime	28%	30%
Somewhat trust Republicans on crime	24%	23%
Somewhat trust Democrats on crime	27%	26%
Strongly trust Democrats on crime	20%	22%

METHODOLOGY

- Audience: White Women in WI, PA, OH, MI, ME, NE, AZ, NV, MT, and FL
- Sample size: 7,964
- Date in field: August 26, 2024



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