



TRACKING SURVEY: WAVE SIX

October 2024

The One For All Committee ran the final three waves of a multi-wave tracking survey started by [Galvanize Action](#). Multiple waves of surveys were 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 \(Wave Two\)](#), [early August \(Wave Three\)](#), [late August \(Wave Four\)](#), and [September \(Wave Five\)](#) survey results.) Some of the questions were the same in each survey so we could watch changes over time. Other questions were 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 11 days before Election Day. The questions were the same as those asked by Galvanize Action in June, early August, and September.

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 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
- LGBTQ Rights
- Immigration
- Preserving Democracy
- Gun Violence
- Foreign Policy/Foreign Aid/Focus Overseas
- Something else

All respondents (n= 7,977)

Abortion	13%	Healthcare	6%
Climate Change	3%	Immigration	15%
Crime	2%	LGBTQ Rights	1%
Economy	34%	Preserving Democracy	18%
Foreign Policy/Aid	1%	Racial Inequality	0%
Gun Violence	2%	Something else	4%

TOPLINE TAKEAWAYS FOR MODERATE WOMEN

- Looking only at responses from ideologically-moderate white women (n= 6,263), they continue to select the economy as their top vote choice issue.
 - 34% selected economy
 - 19% selected preserving democracy
 - 15% selected immigration
 - 13% selected abortion
 - 6% selected healthcare

Moderate white women that participated in June, August, September, & October surveys (n= 4,292)

	June 10 Responses	August 5 Responses	September 20 Responses	October 25 Responses
Economy	30%	33%	33%	33%
Preserving Democracy	20%	21%	20%	20%
Immigration	16%	15%	15%	17%
Abortion	11%	10%	12%	12%
Healthcare	7%	7%	6%	6%

KEY OPINION QUESTION #2

To what extent do you agree or disagree with the following statement? I would only vote for a presidential candidate who will take action to protect abortion for everyone.

- Strongly agree
- Somewhat agree

- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree

All respondents (n= 7,977)

Strongly agree	31%
Somewhat agree	17%
Neither agree nor disagree	23%
Somewhat disagree	9%
Strongly disagree	21%

TOPLINE TAKEAWAYS FOR MODERATE WOMEN

- 48% of moderate white women said they would only vote for a presidential candidate who will take action to protect abortion for everyone.
 - 31% strongly agree
 - 17% somewhat agree
 - 23% neither agree nor disagree
 - 8% somewhat disagree
 - 21% strongly disagree

Moderate white women that participated in June, August, September, & October surveys (n= 4,292)

	June 10 Responses	August 5 Responses	September 20 Responses	October 25 Responses
Strongly agree	29%	31%	32%	32%
Somewhat agree	19%	17%	17%	17%
Neither agree nor disagree	25%	22%	21%	21%
Somewhat disagree	8%	9%	9%	8%
Strongly disagree	19%	20%	21%	21%

KEY OPINION QUESTION #3

Which party is better for the economy?

- The Republican party is much better
- The Republican party is somewhat better
- Neither party is better
- The Democratic party is somewhat better
- The Democratic party is much better

All respondents (n= 7,977)

Republican party is much better	34%
Republican party is somewhat better	12%
Neither party is better	20%
Democratic party is somewhat better	13%
Democratic party is much better	22%

TOPLINE TAKEAWAYS FOR MODERATE WOMEN

- 45% of moderate white women believe Republicans are better for the economy; 35% believe Democrats are better.
 - 33% say the Republican party is much better
 - 12% say the Republican party is somewhat better
 - 20% say neither party is better
 - 13% the Democratic party is somewhat better
 - 22% say the Democratic party is much better

Moderate white women that participated in June, August, September, & October surveys (n= 4,292)

	June 10 Responses	August 5 Responses	September 20 Responses	October 25 Responses
Republican party is much better	29%	32%	33%	33%
Republican party is somewhat better	13%	13%	12%	11%

Neither party is better	26%	20%	18%	19%
Democratic party is somewhat better	13%	13%	13%	12%
Democratic party is much better	19%	23%	23%	24%

KEY OPINION QUESTION #4

If the 2024 presidential election were held today, would you vote for the Democratic candidate or the Republican candidate?

- The Democrat
- The Republican
- Another candidate
- Don't know
- Not going to vote

All respondents (n= 7,977)

The Democrat	45%
The Republican	44%
Another candidate	3%
Don't know	5%
Not going to vote	2%

EDUCATION LEVEL

- Looking at responses by education level, 53% of white women with a four-year college degree or higher said they would vote for the Democratic candidate, Kamala Harris, over 39% who said they would vote for Trump. In contrast, 47% of white women without a four-year degree said they would vote for the Republican candidate, Donald Trump, over 44% who said they would vote for Harris.

All respondents (n= 7,977)

	The Democrat	The Republican	Another candidate	Don't know	Not going to vote
White women with a four-year college degree or higher	53%	38%	3%	4%	1%
White women without a four-year college degree	39%	49%	3%	6%	3%

TOPLINE TAKEAWAYS FOR MODERATE WOMEN

- Looking only at responses from ideologically-moderate white women (n= 6,263), it is very close between Harris and Trump.
 - 45% the Democrat
 - 44% the Republican
 - 3% another candidate
 - 5% don't know
 - 2% not going to vote

Moderate white women that participated in June, August, September, & October surveys (n= 4,292)

	June 10 Responses (Democratic candidate = Biden)	August 5 Responses (Democratic candidate = Harris)	September 20 Responses	October 25 Responses
The Democrat	42%	45%	47%	48%
The Republican	40%	42%	43%	44%
Another candidate	6%	4%	3%	3%
Don't know	10%	7%	6%	4%
Not going to vote	2%	2%	2%	2%

KEY OPINION QUESTION #5

If the 2024 Senate election were held today, would you vote for the Democratic candidate or the Republican candidate?

- The Democrat
- The Republican
- Another candidate
- Don't know
- Not going to vote

All respondents (n= 7,977)

Democrat	44%
Republican	43%
Another candidate	3%
Don't know	8%
Not going to vote	2%

EDUCATION LEVEL

- Looking at responses by education level, 52% of white women with a four-year college degree or higher said they would vote for the Democratic Senate candidate over 37% who said they would vote for the Republican. In contrast, 47% of white women without a four-year degree said they would vote for the Republican Senate candidate over 38% who said they would vote for the Democrat.

All respondents (n= 7,977)

	The Democrat	The Republican	Another candidate	Don't know	Not going to vote
White women with a four-year college degree or higher	52%	37%	3%	7%	1%
White women without a four-year college degree	38%	47%	3%	9%	3%

TOPLINE TAKEAWAYS FOR MODERATE WOMEN

- Looking only at responses from ideologically-moderate white women, Senate Republicans and Democrats are also neck and neck.
 - 44% the Democrat
 - 43% the Republican
 - 3% another candidate
 - 8% don't know
 - 2% not going to vote

Moderate white women that participated in June, August, September, & October surveys (n= 4,292)

	June 10 Responses	August 5 Responses	September 20 Responses	October 25 Responses
The Democrat	43%	45%	45%	46%
The Republican	41%	41%	42%	43%
Another candidate	4%	3%	3%	2%
Don't know	11%	10%	8%	7%
Not going to vote	2%	2%	2%	1%

METHODOLOGY

- Audience: White Women in WI, PA, OH, MI, ME, NE, AZ, NV, MT, and FL
- Sample size: 7,977
- Date in field: October 25, 2024
- Margin of error: +/- 1.1



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