August 2026 White Women on the Congressional Ballot

KEY OPINION QUESTION #1

If the election for Congress were held today and you had to make a choice, for whom would you vote?

Definitely the Republican candidate	27%
Probably the Republican candidate	13%
Probably the Democratic candidate	12%
Definitely the Democratic candidate	25%
Unsure	24%

Republicans lead 40% to 37% among white women, with about a quarter unsure.

INSIGHTS

- Neither party is close to a majority. At 24%, unsure white women nearly equal each party's “definitely” group.
- The “unsure” respondents are:
    - overwhelmingly politically homeless and low-propensity voters. Seventy-nine percent self-identify as independent/other and 67% did not vote in 2024. Winning with this group is about both turnout and persuasion.
    - the lowest-income segment by far; 73% are living in households with an annual income under $50K compared to 53% of those who say “definitely the Democratic candidate” and 56% of definite Republicans.
    - the youngest group; 35% are ages 18 to 34 compared to 17% of definite Democrats and 14% of definite Republicans.

- The “definitely” groups on both sides skew older. Fifty-seven percent of those who say “definitely the Republican candidate” are over the age of 55 as are 56% of definite Democrats, while the unsure skew under 55 (71%).

METHODOLOGY

Audience: US White Women

Sample size: 1,556

Dates in field: August 24, 2026 to August 27, 2026

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

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