



Potential Democratic Candidates Survey

JULY 2024

In a survey launched ten days before President Joe Biden announced that he was stepping out of the race, Galvanize Action asked a national sample of ideologically moderate white women a series of approximately twenty questions including their opinions on both political parties and who they would vote for in the presidential election if the major party candidates were Donald Trump and: Joe Biden (the scenario at the time of the survey), or one of five other potential Democratic candidates (Kamala Harris, Gretchen Whitmer, Gavin Newsome, Josh Shapiro, Pete Buttigieg). This point-in-time “pulse check” survey was conducted to better understand our audience’s opinions on key issues and current events.

KEY OPINION QUESTION #1

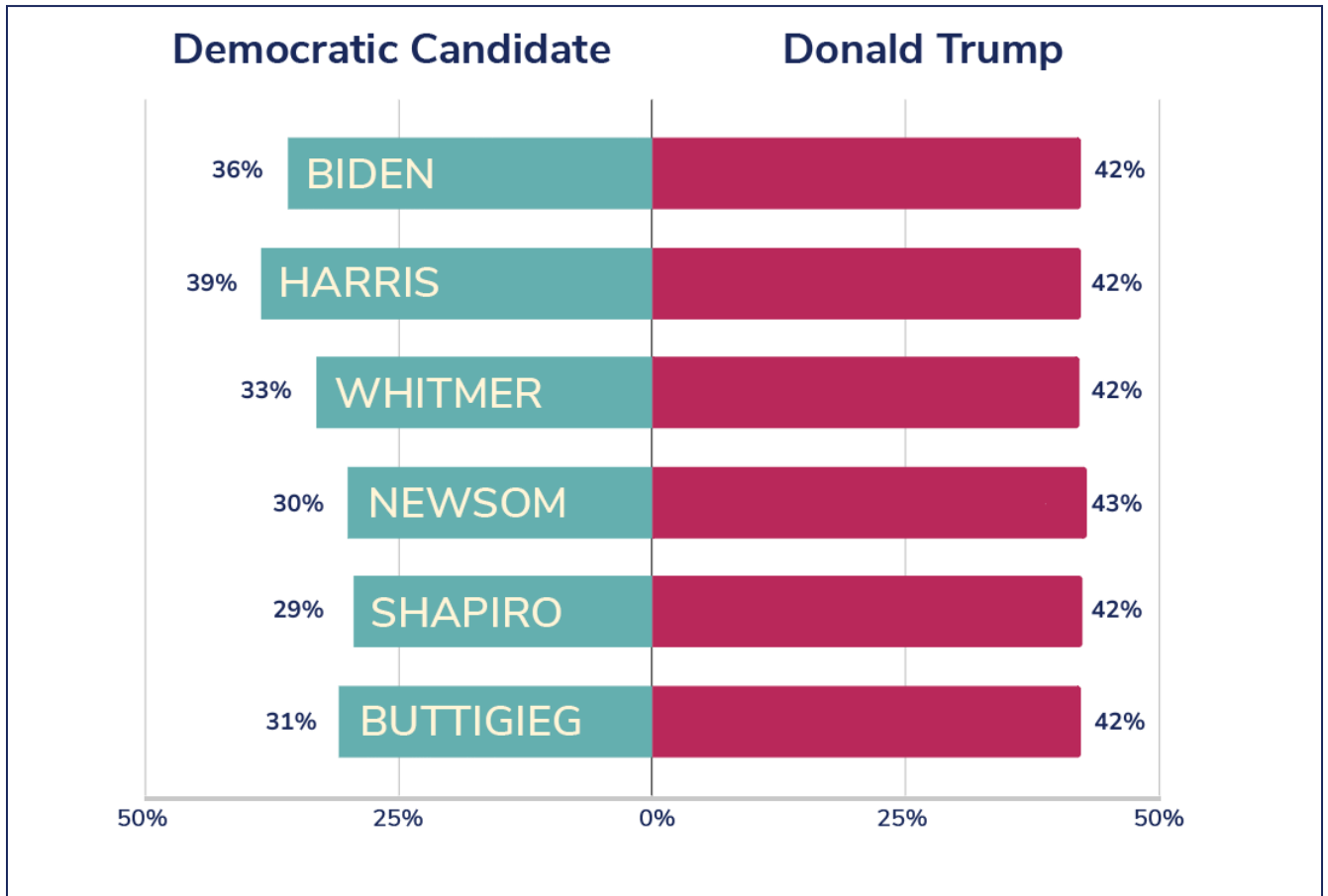
If [JOE BIDEN, DONALD TRUMP, KAMALA HARRIS, GRETCHEN WHITMER, GAVIN NEWSOM, PETE BUTTIGIEG, JOSH SHAPIRO], the Democrat, and Donald Trump, the Republican, are the major party candidates in the 2024 presidential election, who would you vote for?

- [JOE BIDEN, DONALD TRUMP, KAMALA HARRIS, GRETCHEN WHITMER, GAVIN NEWSOM, PETE BUTTIGIEG, JOSH SHAPIRO]
- Donald Trump
- Another candidate
- Not sure
- Would not vote

TOPLINE TAKEAWAYS

- **Of the top potential Democratic candidates, Kamala Harris performed the best against Donald Trump with our audience.** In the following potential scenarios:
 - 39% chose Harris; 42% chose Trump
 - 36% chose Biden; 42% chose Trump
 - 33% chose Whitmer; 42% chose Trump
 - 31% chose Buttigieg; 42% chose Trump
 - 30% chose Newsome; 43% chose Trump
 - 29% chose Shapiro; 42% chose Trump

- In all of the scenarios, more moderate women chose Donald Trump than the Democratic candidate.
 - Notably, the difference between Harris and Trump is within the margin of error, meaning Harris is within striking distance of Trump with moderate white women.



KEY OPINION QUESTIONS #2

What is your overall opinion of [JOE BIDEN, DONALD TRUMP, KAMALA HARRIS, GRETCHEN WHITMER, GAVIN NEWSOM, PETE BUTTIGIEG, JOSH SHAPIRO]?

- Very favorable
- Mostly favorable
- Mostly unfavorable
- Very unfavorable
- Never heard of this person

If Kamala Harris were to become the Democratic presidential candidate, which of the following are you most concerned about?

- She is unqualified
- She was only chosen as VP based on her race
- She was only chosen as VP based on her gender
- She is untrustworthy
- She is aggressive
- Not concerned
- Concerned about something else

TOPLINE TAKEAWAYS

- 44% of moderate white women view Harris favorably, compared to 45% for Trump and 39% for Biden.
- Their top concern (27.7%) was that she is “unqualified” but nearly the same number (27.1%) said they were “not concerned” about her as a potential candidate. 16% said she is “untrustworthy.”

	Very Favorable	Mostly Favorable	Mostly Unfavorable	Very Unfavorable	Never heard of this person
Trump	22.3%	22.8%	12.2%	42.3%	0.2%
Harris	16.1%	28.3%	17.8%	36.0%	1.9%
Biden	13.5%	25.6%	20.5%	40.4%	0%
Whitmer	9.5%	25.4%	19.1%	7.8%	38.2%
Buttigieg	11.7%	22.8%	17.6%	9.5%	38.4%
Newsom	9.3%	23.0%	20.8%	13.4%	33.5%
Shapiro	5.4%	24.0%	16.9%	7.5%	46.2%

KEY OPINION QUESTION #3

We asked participants to describe their feelings about Biden, Trump, and the possibility of Harris replacing Biden by selecting as many words as they wished from the following list:

- Happy
- Excited
- Nervous

- Angry
- Sad
- Proud
- Hopeless
- Disgusted
- Indifferent
- Something else

TOPLINE TAKEAWAYS

- **Looking at the percent of respondents that selected each word when asked about Donald Trump, all but one of the top five words expressed negative feelings.**
 - Nearly half of women said they were “disgusted” (44.3%).
 - A third each said they were “nervous” (34.9%) or “angry” (33.3%).
 - A quarter of women also described themselves as “excited” (26.1%).
- **When asked about the possibility of Kamala Harris replacing Joe Biden as the Democratic nominee, the top three words expressed negative feelings, while the remaining two were positive.**
 - 40% felt "nervous."
 - About 25% felt "hopeless" or "disgusted."
 - Nearly a quarter said they felt “happy.”
 - Just under 20% said they felt “excited.”

METHODOLOGY

Ideologically Moderate White Women National Survey

- Audience: US Moderate White Women
- Sample size: 591
- Dates in field: Thursday, July 11, 2024 to Monday, July 15, 2024



For questions, please contact Research Director Rachael Firestone at rachael.firestone@galvanizeaction.org.