



# TRACKING SURVEY

JULY 2024

Galvanize Action embedded a multi-wave tracking survey in an in-field randomized controlled trial to gauge the effectiveness of our programming. 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. Some of the questions we ask the women 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. A majority (78%) of the respondents in this survey are in our audience of ideologically moderate women. Results were analyzed with particular attention to this group of women.

## KEY OPINION QUESTIONS

**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

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

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

## TOPLINE TAKEAWAYS

- Looking only at responses from ideologically moderate white women, 69% say they are very decided and 31% say they have not yet committed to a decision about who to vote for in the upcoming presidential election.
  - 69% are very decided
  - 16% are somewhat decided
  - 8% are somewhat undecided
  - 7% are very undecided

- Of the moderate white women who have not yet committed to a decision, more have a very unfavorable opinion of the Republican candidate (40%) than of the Democratic candidate (23%).

**Vote Status and Candidate Favorability (Ideologically Moderate White Women)**

	Very Decided (n = 4,810)		Not Yet Committed (n = 1,666)	
	Democratic Candidate	Republican Candidate	Democratic Candidate	Republican Candidate
<b>Very unfavorable</b>	45%	40%	23%	40%
<b>Somewhat unfavorable</b>	6%	3%	20%	19%
<b>Neither</b>	4%	2%	30%	20%
<b>Somewhat favorable</b>	10%	13%	21%	18%
<b>Very favorable</b>	36%	36%	6%	3%

**KEY OPINION QUESTION**

**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

**TOPLINE TAKEAWAYS**

- More moderate white women believe the Republican candidate poses a threat to American democracy than the Democratic candidate.
  - 43% believe that the Republican candidate poses a threat to democracy

- 38% strong threat
  - 5% somewhat threat
  - 36% believe that the Democratic candidate poses a threat to democracy
    - 29% strong threat
    - 7% somewhat threat
  - 12% believe that neither candidate poses a threat to democracy
  - 9% believe that both candidates pose a threat to democracy
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## **METHODOLOGY**

- Audience: White Women in WI, PA, OH, MI, ME, NE, AZ, NV, MT, and FL
- Sample size: 8,270
- Date in field: July 22nd, 2024