



AUDIENCE UNDERSTANDING SURVEY: REPRODUCTIVE FREEDOM AUGUST 2024

Galvanize Action conducted an audience understanding survey in August 2024. These findings provide a point-in-time snapshot of 600 moderate white women's attitudes about abortion and the degree to which those attitudes will impact civic choices including presidential vote choice.

KEY OPINION QUESTION #1

Thinking about how abortion might affect your vote for president, would you:

- Only vote for a candidate who shares your views on abortion
- Consider a candidate's position on abortion as just one of many important factors
- Not see abortion as a major issue

Moderate white women (n= 600)

Only vote for a candidate who shares your views on abortion	27%
Consider a candidate's position on abortion as just one of many important factors	55%
Not see abortion as a major issue	18%

TOPLINE TAKEAWAYS

- The vast majority of women in our audience (82%) plan to *at least consider* a candidate's stance on abortion when casting their vote this November.

KEY OPINION QUESTION #2

If the 2024 presidential election were held today, who would you vote for if the candidates were Kamala Harris (the Democrat) and Donald Trump (the Republican)?

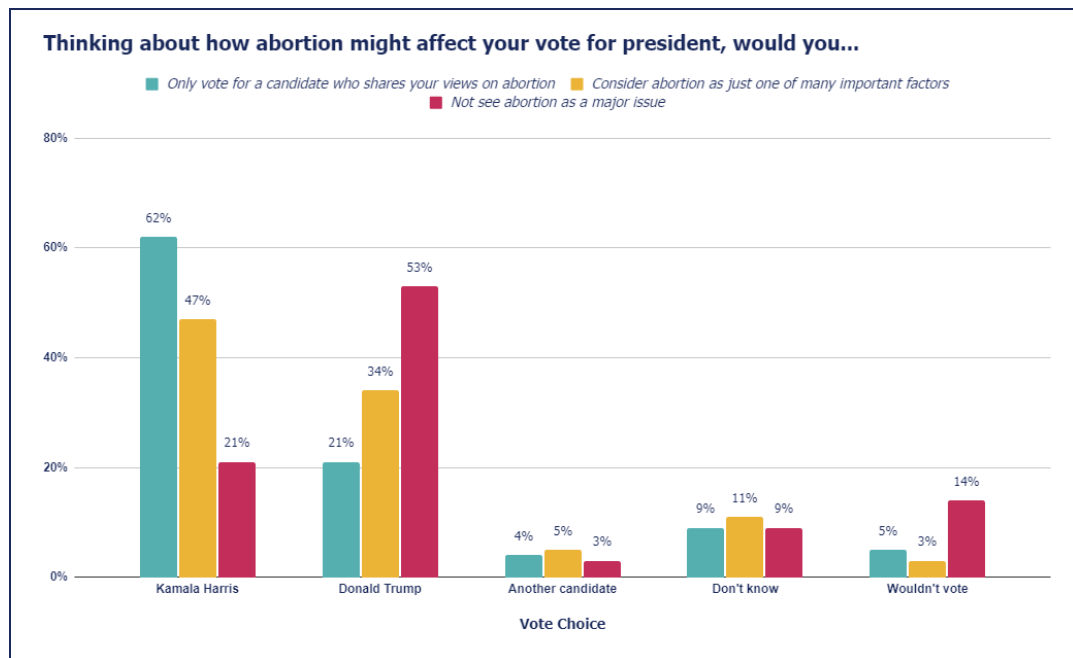
- Kamala Harris
- Donald Trump
- Another candidate
- Don't know
- Will not vote

Moderate white women (n= 600)

Kamala Harris	46%
Donald Trump	34%
Another candidate	4%
Don't know	10%
Will not vote	6%

TOPLINE TAKEAWAYS

- Nearly half (46%) of moderate white women indicated that they would vote for Kamala Harris, while 34% indicated that they would vote for Donald Trump.
- Only 4% said they would vote for another candidate, 10% said they did not know, and 6% said they would not vote.
- **Among the 82% of women who said they will consider a candidate's stance on abortion when casting their vote, more say they would vote for Harris than for Trump.** Those who will only vote for a candidate who shares their view on abortion went 62% to 21% Harris over Trump. Those who will consider it as one of many factors went 47% to 34% Harris over Trump. Those who will consider it as one of many factors went 47% to 34% Harris over Trump.



Vote choice by whether abortion will affect presidential choice among moderate white women

KEY OPINION QUESTION #3

To what extent do you support or oppose national abortion rights protection?

- Strongly support
- Somewhat support
- Neither support nor oppose
- Somewhat oppose
- Strongly oppose

Moderate white women (n= 600)

Strongly support	38%
Somewhat support	19%
Neither support nor oppose	27%
Somewhat oppose	7%
Strongly oppose	10%

TOPLINE TAKEAWAYS

The majority (57%) of surveyed women in our audience somewhat or strongly support national protection for abortion rights, and only 17% said they oppose national protection for abortion rights.

KEY OPINION QUESTION #4

Do you think abortions should always be legal, mostly legal, mostly illegal, or always illegal?

Moderate white women (n= 600)

Always legal	26%
Mostly legal	43%
Mostly illegal	27%
Always illegal	4%

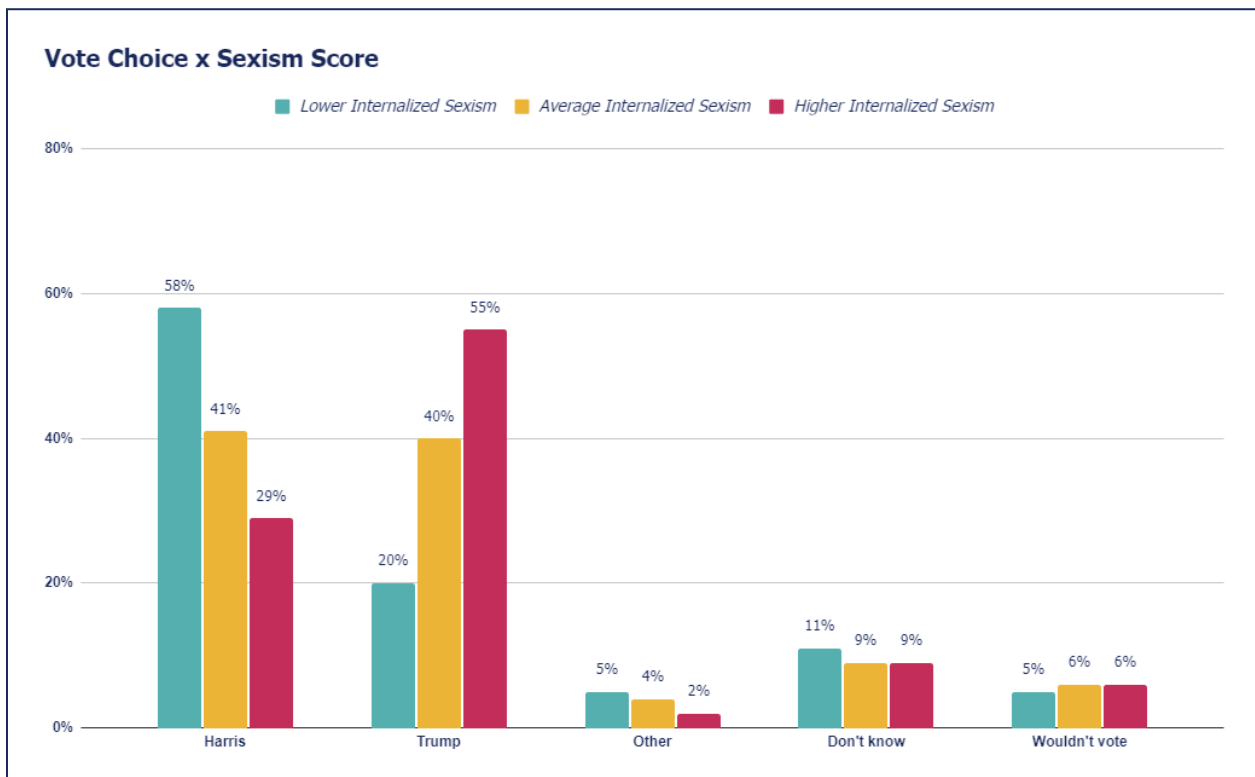
TOPLINE TAKEAWAYS

- The majority (69%) of moderate women said they believe that abortion should be always or mostly legal.

APPENDIX: INTERNALIZED SEXISM

This survey also asked a custom question containing an item from Galvanize Action's internalized sexism scale. Based on their responses, participants were grouped as those with lower internalized sexism, average internalized sexism, and higher internalized sexism. The following is Key Opinion Question #2 again, this time segmented by level of internalized sexism.

If the 2024 presidential election were held today, who would you vote for if the candidates were Kamala Harris (the Democrat) and Donald Trump (the Republican)?



METHODOLOGY

Moderate White Women National Survey

- Audience: Ideologically Moderate US White Women
- Sample size: 600
- Dates in field: Monday, August 26, 2024 to Wednesday, August 28, 2024



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