

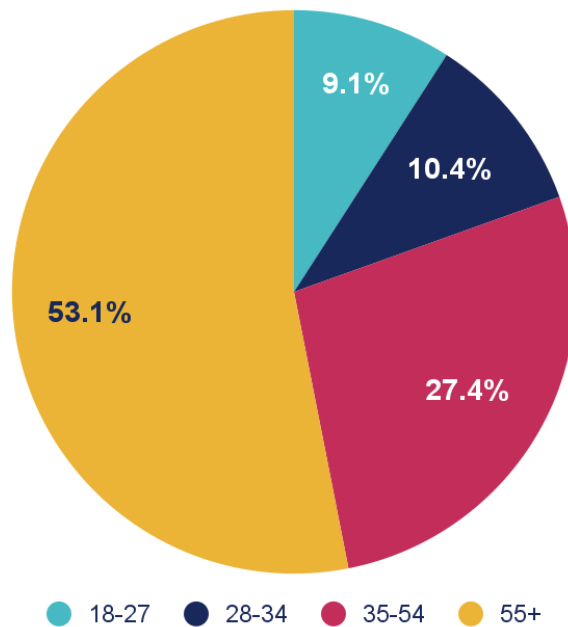


MODERATE WHITE WOMEN BY AGE, URBANICITY, EDUCATION, & INCOME

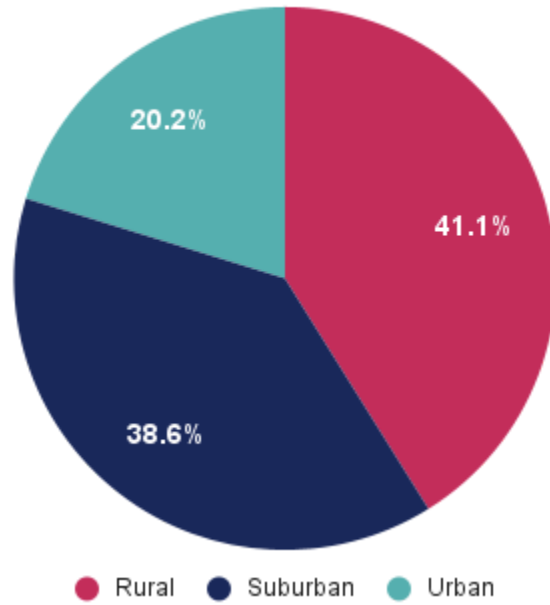
OCTOBER 2024

Galvanize Action has identified 49.7 million moderate white women across the country who are not ideologically entrenched, meaning they are open to new ideas and perspectives and movable on key issues such as reproductive freedom, healthcare, gender equity, climate, and the economy. Our modeling—done in partnership with Grow Progress—groups voters based on the traits our research has shown to most impact their civic behavior. We use research-backed approaches to support this group of women to vote in line with their values and play an active role in promoting social welfare in their communities.

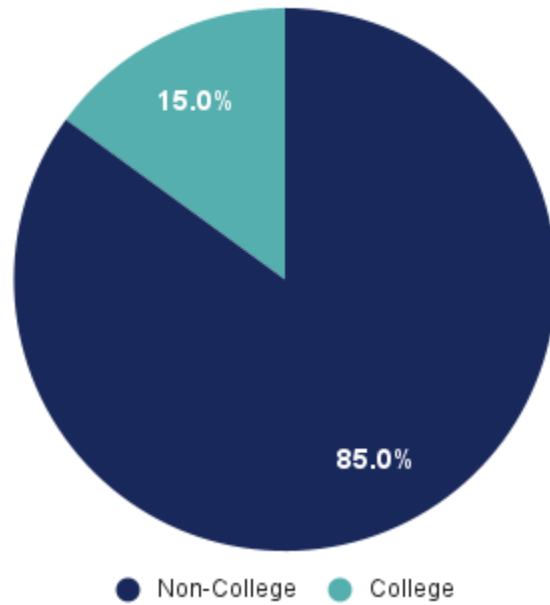
Audience Age Breakdown



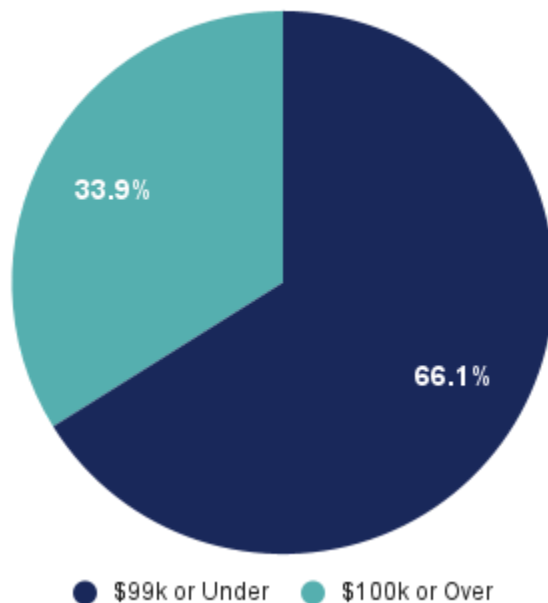
Audience Urbanicity Breakdown



Audience Education Breakdown



Audience Household Income Breakdown



These breakdowns represent national voter file matchable audiences.

METHODOLOGY

In October 2021, Galvanize Action developed and fielded a survey to 5,000 white women across the United States. The survey contained a series of questions designed to measure women's psychographic traits along with their demographic information.

Five voter segments were created by running the responses through clustering algorithms. Galvanize Action then analyzed the results and determined the middle three of the five segments represent those who are not ideologically entrenched.



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