



AUDIENCE UNDERSTANDING SURVEY: REPRODUCTIVE FREEDOM OCTOBER 2024

Galvanize Action conducted an audience understanding survey in October 2024. These findings provide a point-in-time snapshot of 599 moderate white women's attitudes about the degree to which abortion will impact civic choices including presidential vote choice.

KEY OPINION QUESTION

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= 599)

Only vote for a candidate who shares your views on abortion	26%
Consider a candidate's position on abortion as just one of many important factors	56%
Not see abortion as a major issue	18%

TOPLINE TAKEAWAYS

- **The vast majority of moderate white women (82%) plan to at least consider a candidate's stance on abortion when casting their vote.**
- When Galvanize Action posed this same question to a **different** sample of 600 moderate white women in [August 2024](#), **results were nearly identical.**
- Women ages 35-54 are most likely to say they would **only** vote for a candidate who shares their views on abortion (32%) compared to ages 18-34 (29%) and ages 55+ (22%).
- Women who do not possess any college education are most likely to say they would **only** vote for a candidate who shares their views on abortion (34%) compared to women with some college education (21%) or a Bachelor's degree or higher (23%).

Key Opinion by Age

	18-34	35-54	55+
Only vote for a candidate who shares your views on abortion	29%	32%	22%
Consider a candidate's position on abortion as just one of many important factors	55%	50%	60%
Not see abortion as a major issue	16%	18%	18%

Key Opinion by Education

	High school or less	Some college	Bachelor's Degree or higher
Only vote for a candidate who shares your views on abortion	34%	21%	23%
Consider a candidate's position on abortion as just one of many important factors	46%	60%	64%
Not see abortion as a major issue	21%	19%	13%

METHODOLOGY

Moderate White Women National Survey

- Audience: Ideologically Moderate US White Women
- Sample size: 599
- Dates in field: Monday, October 28, 2024 to Wednesday, October 30, 2024
- Margin of error: 4%



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