



2025 START OF YEAR SURVEY

JANUARY 2025

Ahead of the second inauguration of President Donald Trump, Galvanize Action surveyed 600 moderate white women to establish baseline opinions on key issues and beliefs about the likelihood of potential social, economic, and political scenarios occurring over the next four years.

ATTITUDES ON KEY ISSUES

ABORTION

ABORTION QUESTION #1

Should abortions be always legal, mostly legal, mostly illegal, or always illegal?

Moderate white women (n= 600)

Always legal	27%
Mostly legal	45%
Mostly illegal	23%
Always illegal	5%

ABORTION QUESTION #2

The federal government has a responsibility to safeguard access to abortion without any restrictions.

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree

Moderate white women (n= 600)

Strongly agree	24%
Somewhat agree	26%
Neither agree nor disagree	25%
Somewhat disagree	14%
Strongly disagree	11%

ABORTION QUESTION #3

Decisions regarding pregnancies should rest with women, their loved ones, and medical professionals—not politicians.

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree

Moderate white women (n= 600)

Strongly agree	67%
Somewhat agree	19%
Neither agree nor disagree	10%
Somewhat disagree	2%
Strongly disagree	2%

Moderate women overwhelmingly support (86%) the idea that decisions regarding abortion should rest with women, their loved ones, and medical professionals, as opposed to politicians. The majority (67%) of respondents said they strongly agree with this stance, and a further 19% said they somewhat agree.

In addition, the majority (72%) of respondents are supportive of abortion legality, though more claim it should be mostly legal (45%) than always legal (27%). When asked whether the federal government has a responsibility to safeguard access to abortion without any restrictions, responses are more varied: half of respondents agree with the sentiment (26% somewhat agree, 24% strongly agree), and a quarter (25%) of respondents remained neutral.

ECONOMY

ECONOMY QUESTION #1

Even if I wouldn't personally benefit, I would be willing to increase taxes if the money goes to federally-funded childcare.

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree

Moderate white women (n= 600)

Strongly agree	8%
Somewhat agree	27%
Neither agree nor disagree	34%
Somewhat disagree	19%
Strongly disagree	12%

ECONOMY QUESTION #2

I trust the federal government to implement solutions that help people like me make ends meet.

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree

Moderate white women (n= 600)

Strongly agree	10%
Somewhat agree	25%
Neither agree nor disagree	23%
Somewhat disagree	23%
Strongly disagree	19%

ECONOMY QUESTION #3

I support the government raising taxes to provide more generous social safety net programs (like subsidized housing and food stamps) even if I wouldn't personally benefit.

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree

Moderate white women (n= 600)

Strongly agree	11%
Somewhat agree	30%
Neither agree nor disagree	27%
Somewhat disagree	21%
Strongly disagree	11%

Most moderate white women somewhat agreed or remained neutral when asked whether they support raising taxes for social safety net programs, such as subsidized housing, food stamps, or federally-funded childcare, even if these programs would not benefit them personally.

- Federally-funded childcare: 27% somewhat agreed and 34% neither agreed nor disagreed.
- Social safety net programs: 30% somewhat agreed and 27% neither agreed nor disagreed.

Responses are more varied when asked whether they **trust** the government to implement solutions to help people like them make ends meet. More disagreed (42%) with this statement than agreed (35%), and nearly a quarter (23%) said they neither agree nor disagree.

GENDER EQUITY

GENDER EQUITY QUESTION #1

People advocating for the rights of transgender people have gone too far in recent years.

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree

- Strongly disagree

Moderate white women (n= 600)

Strongly agree	17%
Somewhat agree	28%
Neither agree nor disagree	27%
Somewhat disagree	15%
Strongly disagree	12%

GENDER EQUITY QUESTION #2

I'm confident that I can learn to navigate the changing rules of gender in our society.

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree

Moderate white women (n= 600)

Strongly agree	15%
Somewhat agree	32%
Neither agree nor disagree	32%
Somewhat disagree	12%
Strongly disagree	9%

GENDER EQUITY QUESTION #3

Discussion of sexual orientation and/or gender identity in public schools should be banned.

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree

Moderate white women (n= 600)

Strongly agree	20%
Somewhat agree	24%
Neither agree nor disagree	28%
Somewhat disagree	14%
Strongly disagree	13%

Moderate white women showed mixed attitudes toward gender identity issues. Nearly half of respondents agreed that discussion of sexual orientation and/or gender identity should be banned in public schools (44% agreed) and that people advocating for the rights of transgender people have gone too far (45% agreed). Nearly half of respondents (47%) also said they are confident they can learn to navigate the changing rules of gender in our society. Over a quarter of respondents say they neither agree nor disagree with each of these statements.

IMMIGRATION

IMMIGRATION QUESTION #1

Immigrants take desirable jobs away from American citizens like me.

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree

Moderate white women (n= 600)

Strongly agree	10%
Somewhat agree	20%
Neither agree nor disagree	23%
Somewhat disagree	24%
Strongly disagree	22%

IMMIGRATION QUESTION #2

Immigrants make America better for everyone.

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree

Moderate white women (n= 600)

Strongly agree	12%
Somewhat agree	28%
Neither agree nor disagree	36%
Somewhat disagree	14%
Strongly disagree	10%

IMMIGRATION QUESTION #3

Immigrants increase crime rates in the United States.

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree

Moderate white women (n= 600)

Strongly agree	12%
Somewhat agree	24%
Neither agree nor disagree	29%
Somewhat disagree	19%
Strongly disagree	15%

Opinions on questions regarding immigration were varied. Women surveyed tended to disagree that immigrants take desirable jobs from American citizens like them (46%), and agree that immigrants make America better for everyone (40%). However, slightly more

respondents agreed (36%) than disagreed (34%) that immigrants increase crime rates, **indicating a tension between viewing immigration as beneficial and associating it with potential risks.** Additionally, **notable percentages of respondents remained neutral on all three immigration questions,** with more than a third (36%) saying they neither agree nor disagree that immigrants make the country better. This highlights a substantial group of women who do not yet hold firmly established views on immigration.

OTHERING

OTHERING QUESTION #1

The government has gone too far in helping minorities to the disadvantage of people like me.

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree

Moderate white women (n= 600)

Strongly agree	12%
Somewhat agree	26%
Neither agree nor disagree	33%
Somewhat disagree	16%
Strongly disagree	13%

OTHERING QUESTION #2

I have a personal responsibility to intervene when someone experiences discrimination.

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree

Moderate white women (n= 600)

Strongly agree	14%
Somewhat agree	38%

Neither agree nor disagree	36%
Somewhat disagree	9%
Strongly disagree	3%

OTHERING QUESTION #3

For America to be on the right side of history, it's important that we warmly welcome and accept individuals who identify as a different gender from their birth.

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree

Moderate white women (n= 600)

Strongly agree	18%
Somewhat agree	25%
Neither agree nor disagree	36%
Somewhat disagree	11%
Strongly disagree	10%

Attitudes on questions about “othering” are mixed. When asked whether they have a personal responsibility to intervene when someone experiences discrimination, just over half (52%) of respondents agreed. Additionally, nearly half (43%) of respondents agreed that we must accept individuals who identify as a different gender from their birth for America to be on the right side of history. **However, more respondents agreed (38%) than disagreed (29%) that the government has gone too far in helping minorities to the disadvantage of people like them.**

PREDICTIONS FOR THE NEXT FOUR YEARS

SCENARIO QUESTIONS

Thinking about the next four years under the upcoming Trump Administration, how likely do you believe the following scenarios are to happen?

- Extremely likely
- Somewhat likely
- Unsure
- Somewhat unlikely
- Extremely unlikely

ABORTION

Respondents who voted for Harris in 2024 believe it's likely that abortion will be banned by the majority of states at the state level and believe there will be a national ban on abortion (44% and 43% respectively). Respondents who voted for Trump believe it is less likely (32% likely at the state level, 19% likely at the federal level).

[Figure 1](#)

ECONOMY

Very few respondents who voted for Harris believe it's likely that the cost of groceries or gas will decrease (8% groceries; 12% gas).

While more Trump voters than Harris voters said it's likely that these costs will decrease, **the percentage of Trump voters who believe this remains below half** (40% groceries; 46% gas). The majority of respondents who voted for Trump also said it's likely that the cost of imported goods will increase (62%). Additionally, more women who voted for Trump said it's likely that the cost of living will increase (42%) than said it's likely that the cost of living will decrease (35%). **These results are interesting given the [findings below](#), which show that the overwhelming majority of women who voted for Trump said that the economy was extremely important or very important to their vote choice (82%).**

[Figures 2 and 3](#)

IMMIGRATION

The majority of both women who voted for Harris (76%) and women who voted for Trump (75%) believe it's likely that "illegal" immigrants will be deported. In contrast, 26% of Harris voters compared to 46% of Trump voters believe it's **unlikely** that any legal immigrants will also be deported. Additionally, 40% of Trump voters said it's unlikely that birthright citizenship will end.

[Figure 4](#)

OTHERING

While the majority of Harris voters said it is likely that the federal government will dismantle diversity, equity, and inclusion (DEI) initiatives (60%), just under a third of Trump voters (31%) believe it's likely this will happen. Nearly half (49%) of Trump voters also said they were

unsure whether the federal government would reverse previously-enacted anti-discrimination policies, and a further 28% said they believe it's unlikely.

[Figure 5](#)

VOTING BEHAVIOR

VOTE CHOICE

Harris and Trump were neck-and-neck in self-reported vote choice of respondents, with 41% of moderate white women saying they cast a vote for Trump and 41% saying the same for Harris. Only 2% of women surveyed said they voted for another candidate, while 16% said they did not cast a vote.

[Figure 6](#)

There are correlations between vote choice and levels of both internalized sexism and color-blind racial resentment. Of respondents with higher racial resentment and internalized sexism scores (relative to others in this survey), the majority voted for Trump (61% of those with higher racial resentment; 64% of those with higher internalized sexism). In contrast, of those with lower racial resentment and internalized sexism scores, the majority voted for Harris (65% of those with lower racial resentment; 75% of those with lower internalized sexism).

[Figures 7 and 8](#)

IMPORTANCE OF ISSUES ON VOTING

A majority (63%) of women who voted for Harris said that abortion was extremely important (38%) or very important (25%) to their vote choice, while just under a third (31%) of Trump voters said the same (12% extremely important; 19% very important). Similarly, 75% of Harris voters said democracy was extremely important (49%) or very important (26%), compared to just under half (49%) of Trump voters (25% extremely important; 24% very important).

In contrast, 82% of Trump voters said the economy was extremely or very important, compared to 69% of Harris voters. Similarly, 65% of Trump voters said immigration was extremely or very important to their vote compared to 36% of Harris voters.

Interestingly, both Harris and Trump voters expressed similar prioritization regarding healthcare: 69% of Harris voters and 61% of Trump voters said healthcare was extremely or very important to their vote choice.

[Figure 9](#)

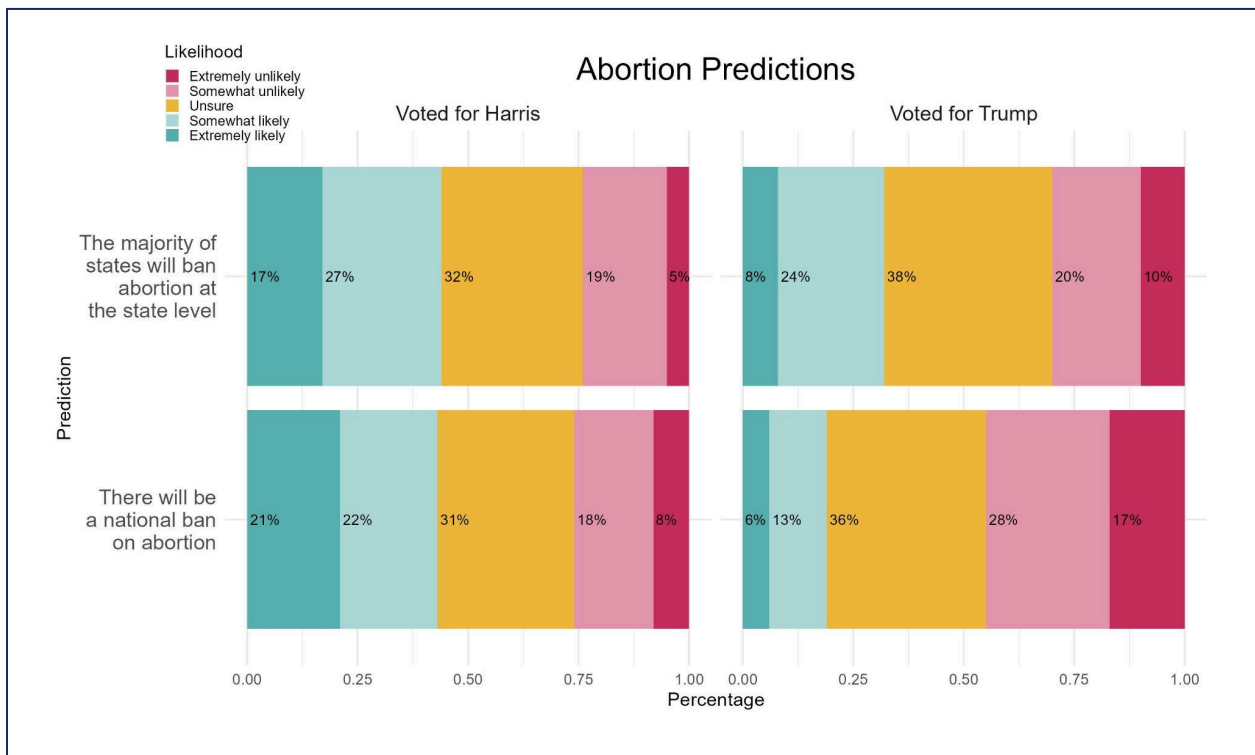
METHODOLOGY

Moderate White Women National Survey

- Audience: Ideologically Moderate US White Women
- Sample size: 600
- Dates in field: Monday, January 13, 2025 to Saturday, January 18, 2025

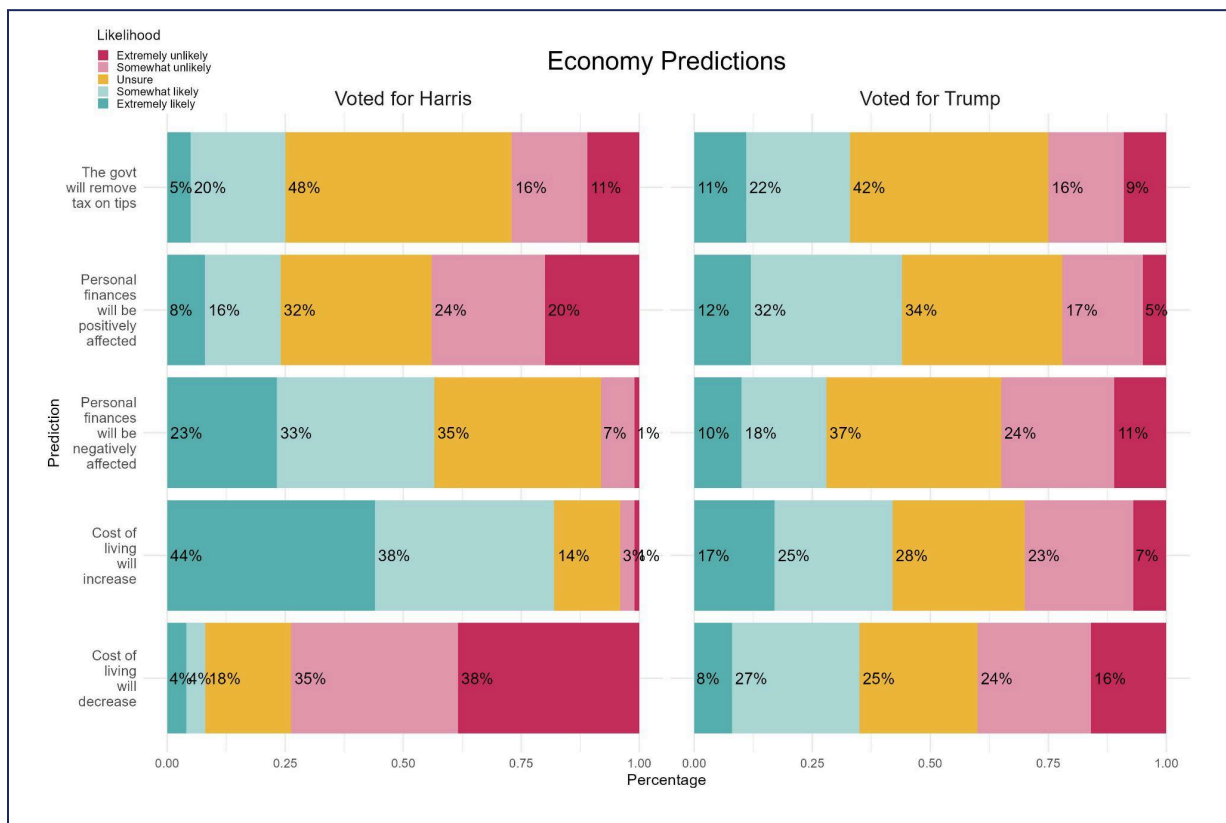
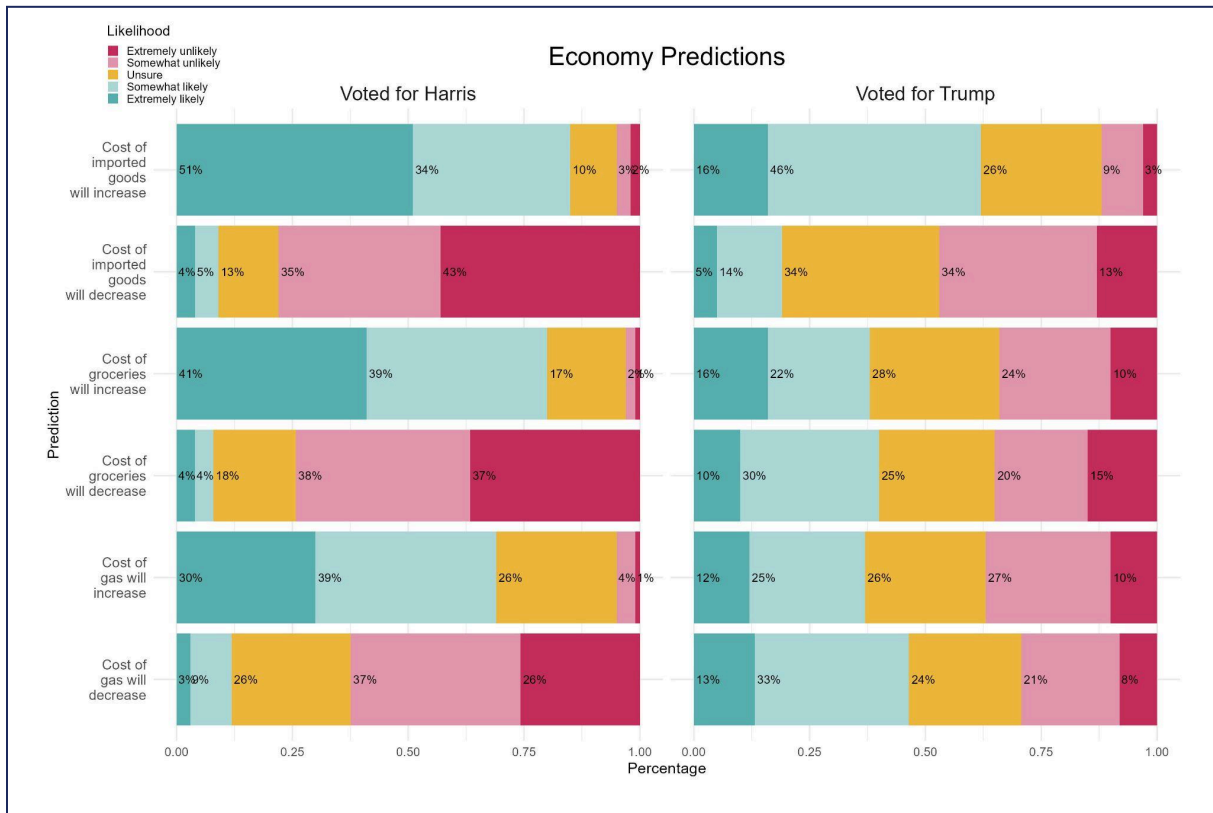
DATA VISUALIZATIONS & TABLES

Figure 1



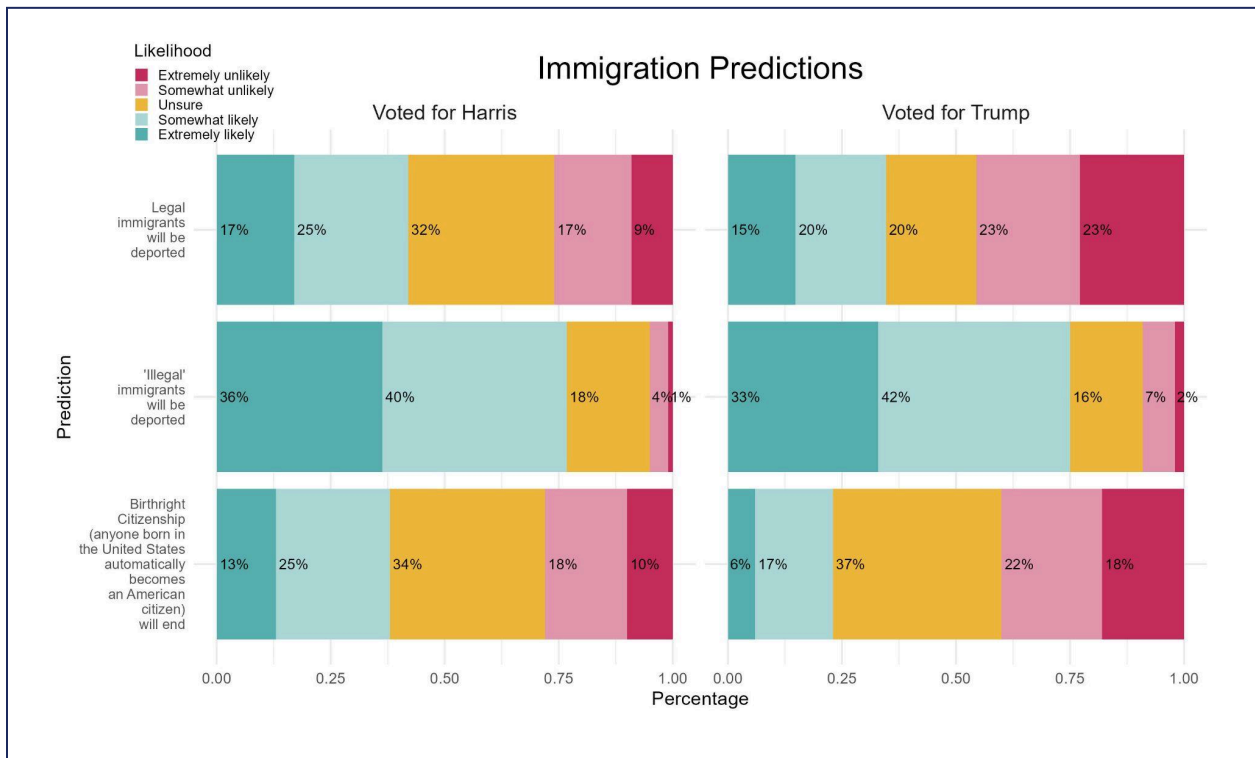
Prediction	Vote Choice	Extremely unlikely	Somewhat unlikely	Unsure	Somewhat likely	Extremely likely
There will be a national ban on abortion	Harris	8%	18%	31%	22%	21%
	Trump	17%	28%	36%	13%	6%
The majority of states will ban abortion at the state level	Harris	5%	19%	32%	27%	17%
	Trump	10%	20%	38%	24%	8%

Figures 2 and 3



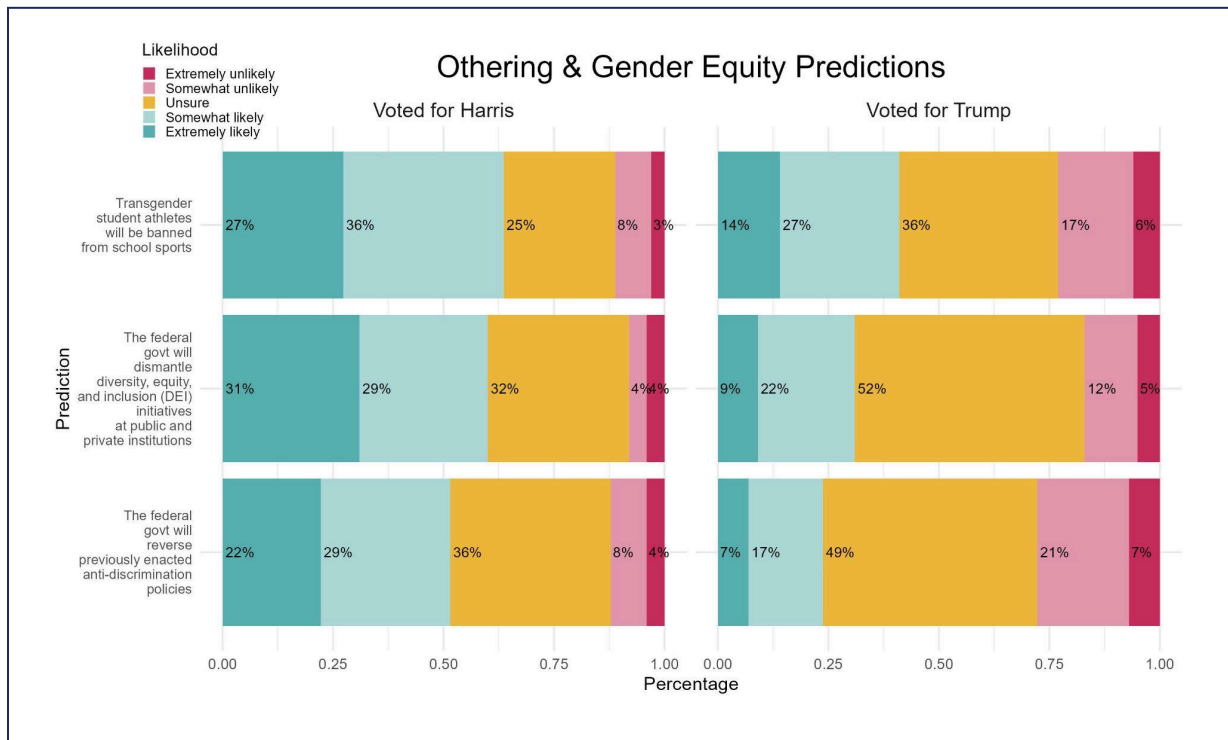
Prediction	Vote Choice	Extremely unlikely	Somewhat unlikely	Unsure	Somewhat likely	Extremely likely
Cost of living will decrease	Harris	38%	35%	18%	4%	4%
	Trump	16%	24%	25%	27%	8%
Cost of living will increase	Harris	1%	3%	14%	38%	44%
	Trump	7%	23%	28%	25%	17%
Personal finances will be negatively affected	Harris	1%	7%	35%	33%	23%
	Trump	11%	24%	37%	18%	10%
Personal finances will be positively affected	Harris	20%	24%	32%	16%	8%
	Trump	5%	17%	34%	32%	12%
Cost of gas will decrease	Harris	26%	37%	26%	9%	3%
	Trump	8%	21%	24%	33%	13%
Cost of gas will increase	Harris	1%	4%	26%	39%	30%
	Trump	10%	27%	26%	25%	12%
Cost of groceries will decrease	Harris	37%	38%	18%	4%	4%
	Trump	15%	20%	25%	30%	10%
Cost of groceries will increase	Harris	1%	2%	17%	39%	41%
	Trump	10%	24%	28%	22%	16%
Cost of imported goods will decrease	Harris	43%	35%	13%	5%	4%
	Trump	13%	34%	34%	14%	5%
Cost of imported goods will increase	Harris	2%	3%	10%	34%	51%
	Trump	3%	9%	26%	46%	16%
Government will remove tax on tips	Harris	11%	16%	48%	20%	5%
	Trump	9%	16%	42%	22%	11%

Figure 4



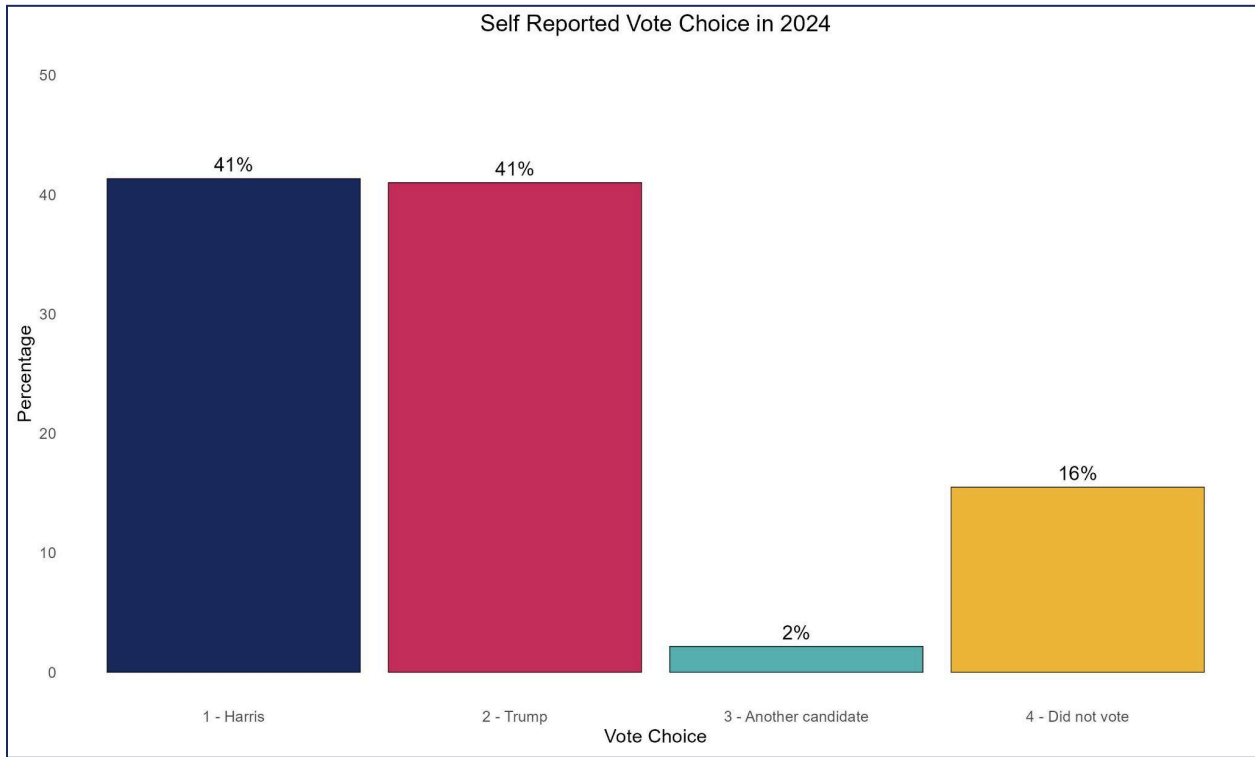
Prediction	Vote Choice	Extremely unlikely	Somewhat unlikely	Unsure	Somewhat likely	Extremely likely
Birthright Citizenship (anyone born in the United States automatically becomes an American citizen) will end	Harris	10%	18%	34%	25%	13%
	Trump	18%	22%	37%	17%	6%
"Illegal" immigrants will be deported	Harris	1%	4%	18%	40%	36%
	Trump	2%	7%	16%	42%	33%
Legal immigrants will be deported	Harris	9%	17%	32%	25%	17%
	Trump	23%	23%	20%	20%	15%

Figure 5

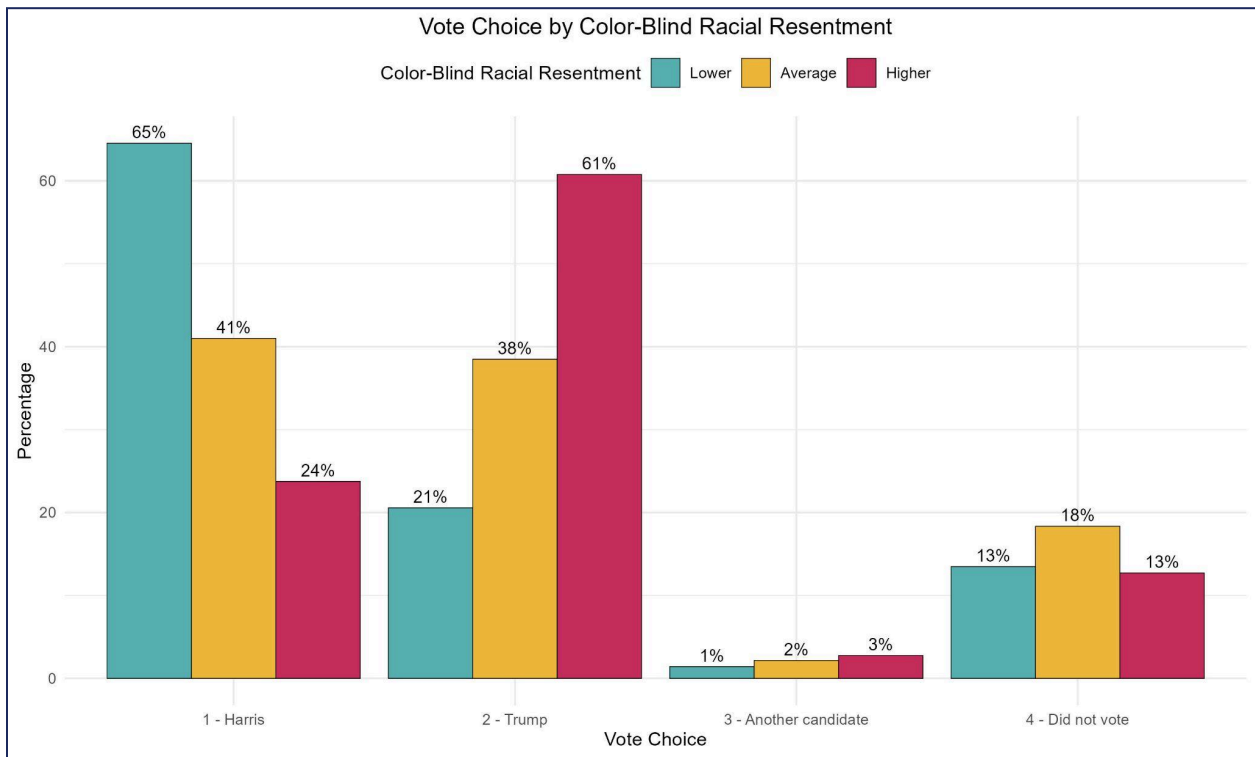


Prediction	Vote Choice	Extremely unlikely	Somewhat unlikely	Unsure	Somewhat likely	Extremely likely
The federal government will reverse previously enacted anti-discrimination policies	Harris	4%	8%	36%	29%	22%
	Trump	7%	21%	49%	17%	7%
The federal government will dismantle diversity, equity, and inclusion (DEI) initiatives at public and private institutions	Harris	4%	4%	32%	29%	31%
	Trump	5%	12%	52%	22%	9%
Transgender student athletes will be banned from school sports	Harris	3%	8%	25%	36%	27%
	Trump	6%	17%	36%	27%	14%

Figure 6



Figures 7 and 8



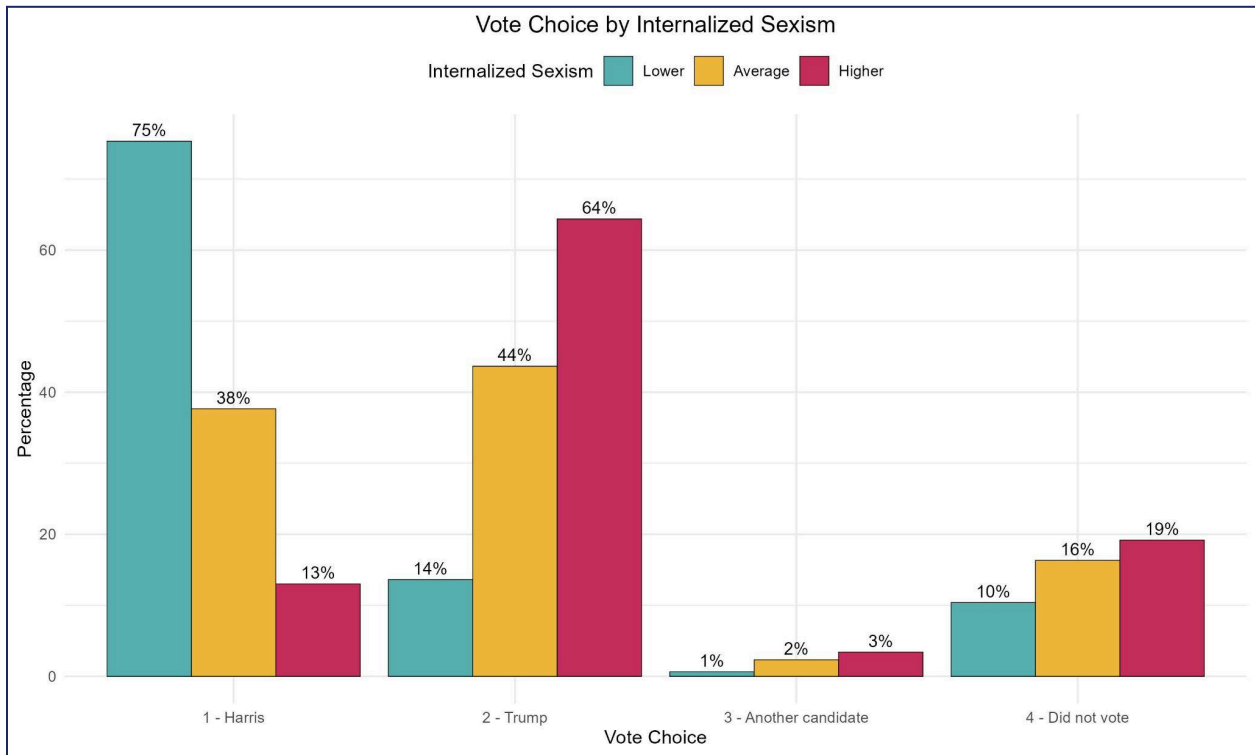
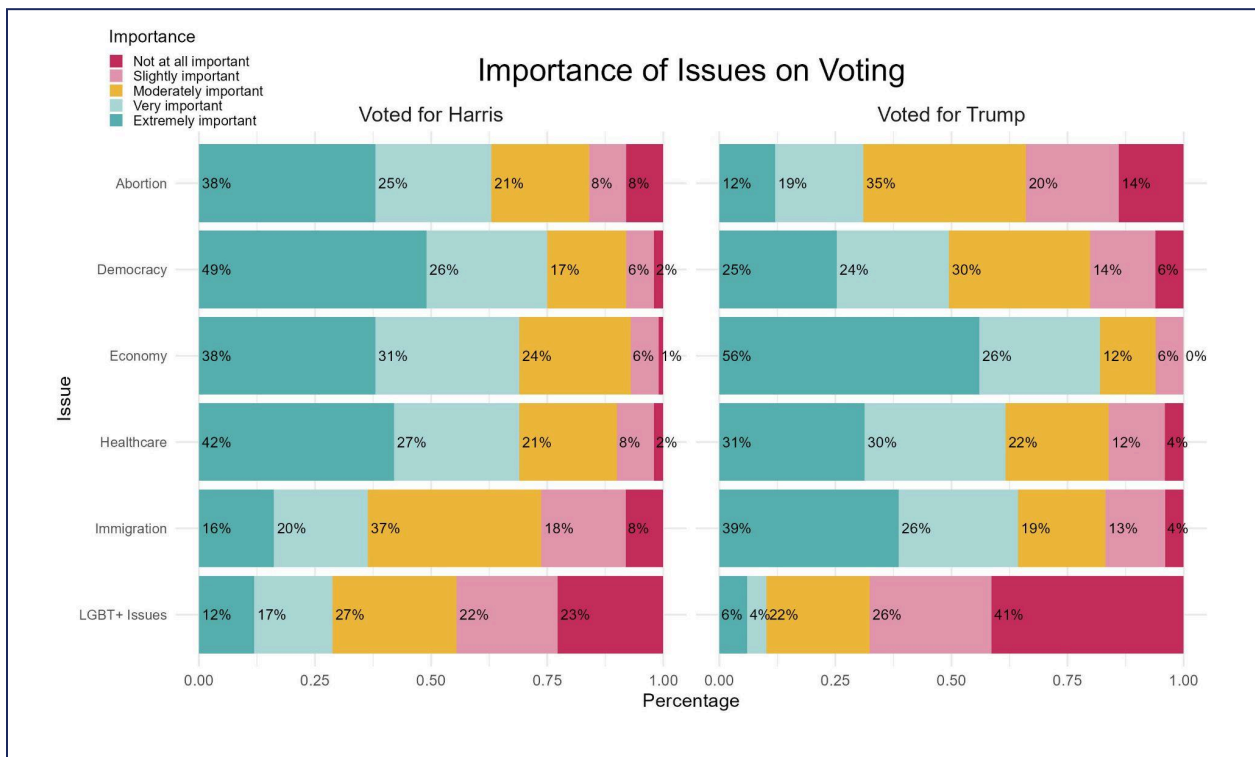


Figure 9



Issue	Vote Choice	Not at all important	Slightly important	Moderately important	Very important	Extremely important
Abortion	Harris	8%	8%	21%	25%	38%
	Trump	14%	20%	35%	19%	12%
Democracy	Harris	2%	6%	17%	26%	49%
	Trump	6%	14%	30%	24%	25%
Economy	Harris	1%	6%	24%	31%	38%
	Trump	0%	6%	12%	26%	56%
Healthcare	Harris	2%	8%	21%	27%	42%
	Trump	4%	12%	22%	30%	31%
Immigration	Harris	8%	18%	37%	20%	16%
	Trump	4%	13%	19%	26%	39%
LGBT+ Issues	Harris	23%	22%	27%	17%	12%
	Trump	41%	26%	22%	4%	6%



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