



PSG Consulting Webinar

The Impact of Women Voters in the 2024 Election

March Presentation

Overview

- Trump currently leads slightly in the public polling in key swing states, but this lead is on a shakier foundation than it may first appear. There is a lot of time for things to change before the 2024 General Election.
- The gender gap is re-emerging in the data. In 2020 exit polls, the gender gap was +5 Biden in Arizona, +15 Biden in Nevada, +23 Biden in Wisconsin, +24 in Michigan, +22 Biden in Pennsylvania, and +21 Biden in Georgia
- Abortion remains a major vulnerability for the GOP, especially among women voters, who are turning out even in red states to stand up for their rights. This will be the primary dynamic of the election
- There are also a range of economic issues that Democrats can win on with women voters.

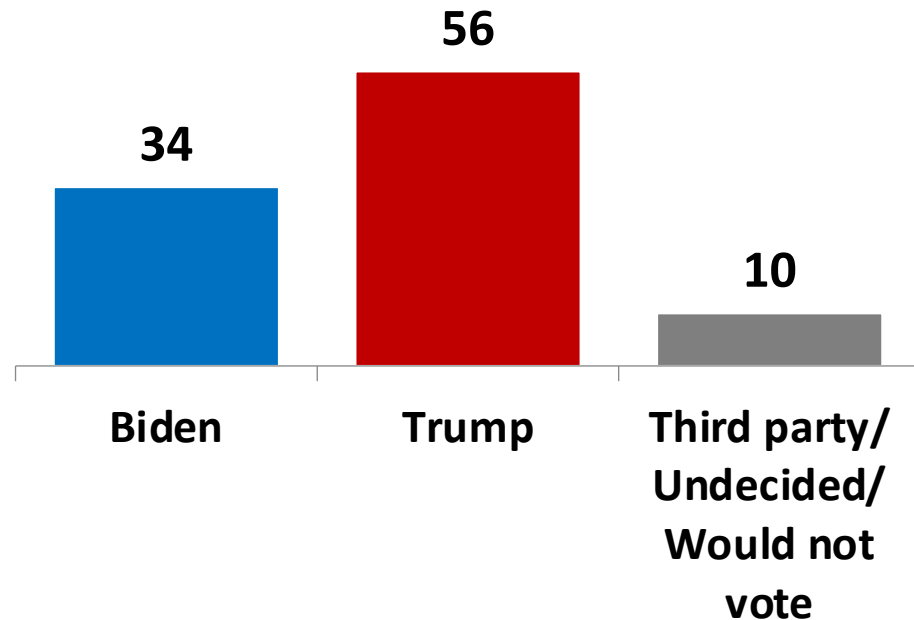
Trump is currently ahead because he leads by more among men than Biden does among women. We need to reverse this trend.

Recent 2024 General Election Polling

Men

NBC News January 26-30

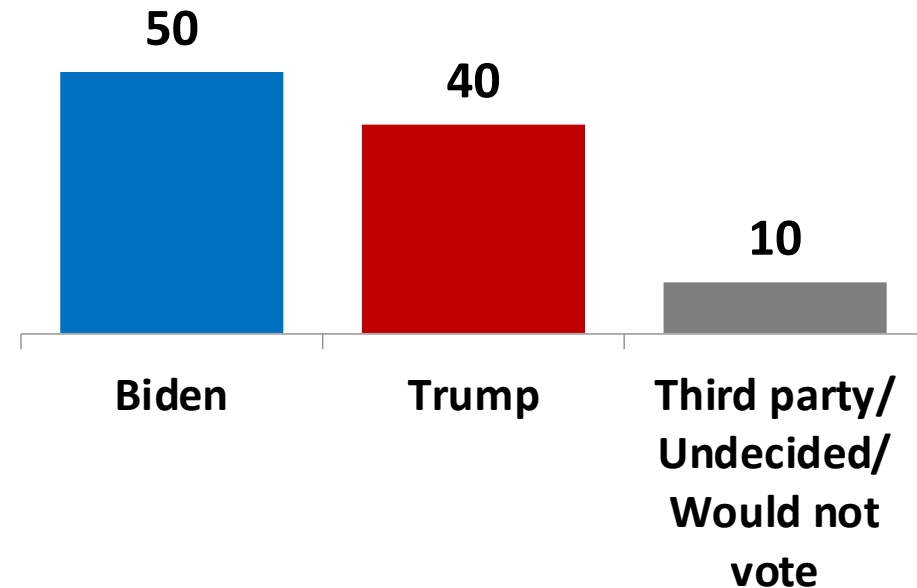
N=1000 Registered Voters in the Entire Sample



Women

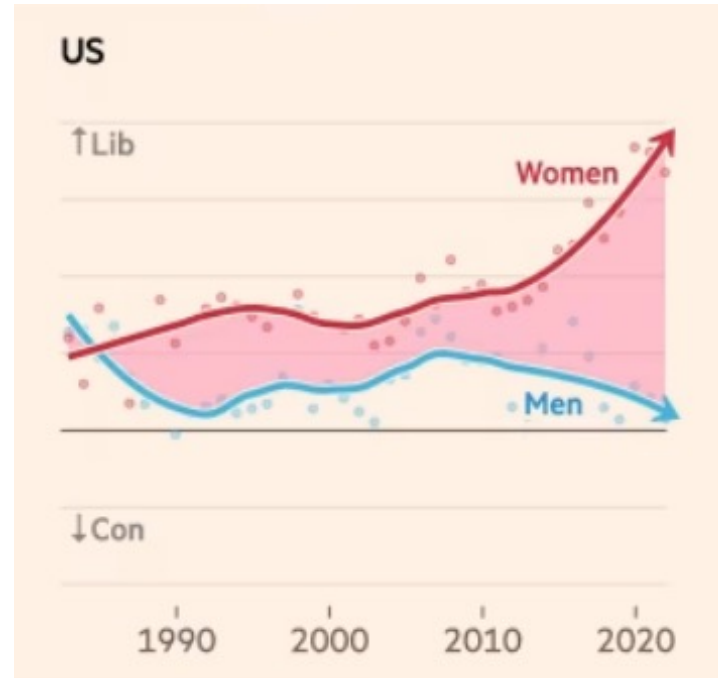
NBC News January 26-30

N=1000 Registered Voters in the Entire Sample



There is a growing gender gap among younger Americans that has been visible in polling. While younger men have become slightly more conservative, younger women have become substantially more liberal. This will likely be good news for the Democrats overall, but we need to work to get more young men to vote. Notably, this trend is visible in other countries as well.

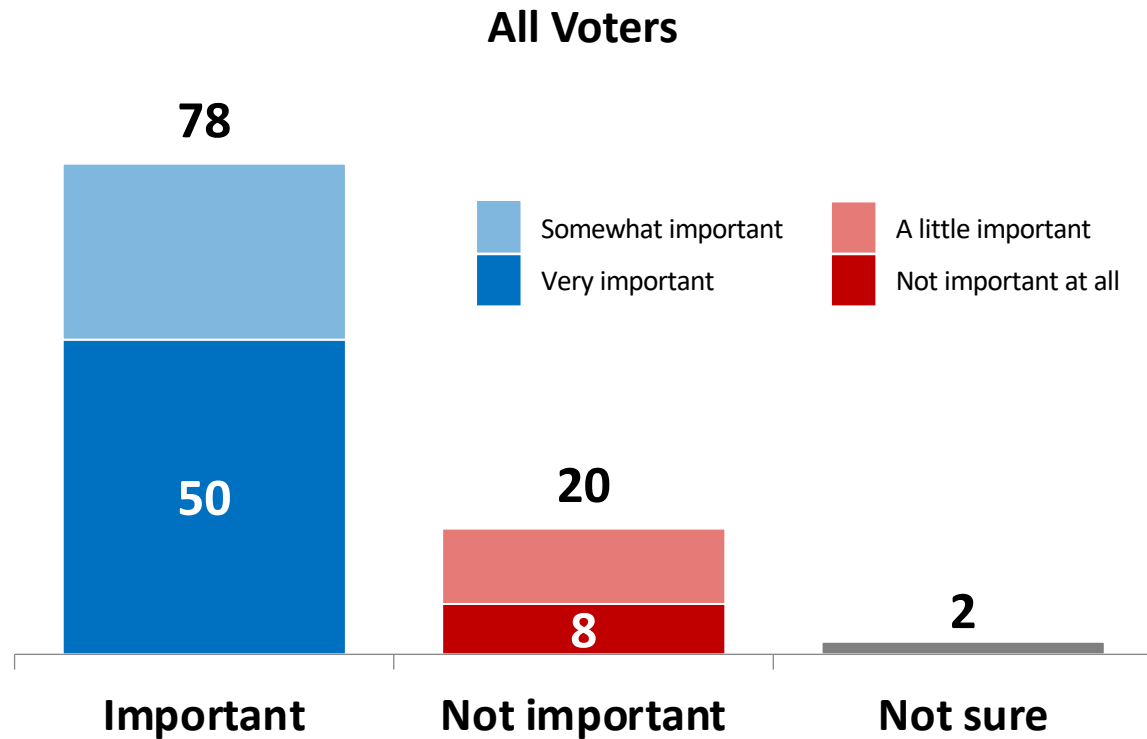
Gender Gap in Ideology



<https://www.ft.com/content/29fd9b5c-2f35-41bf-9d4c-994db4e12998>

Abortion is an important issue to voters, with over three-quarters saying it is important and half saying it is very important. Younger women, voters under 30, Democrats, Black voters, and Latinx voters are the most likely to say it is very important. Voters who support abortion have a slight advantage over anti-abortion voters.

How personally important is the issue of abortion to you -- very important, somewhat important, a little important, or not important at all?

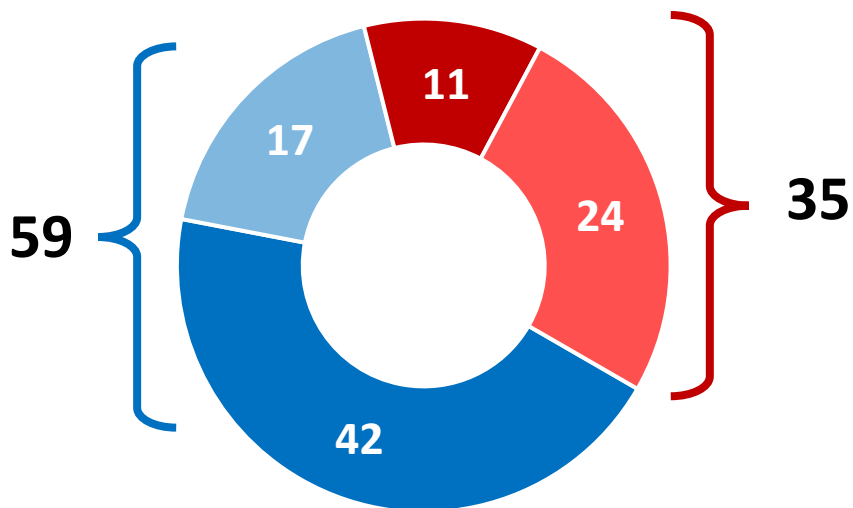


	Important	Very Important	Not Important
Younger men	82	52	16
Younger women	86	63	12
Older men	71	38	28
Older women	74	47	24
Under 30	91	71	7
30 to 39	82	52	16
40 to 49	80	56	19
50 to 64	78	48	21
65 and over	67	37	32
Democrat ID	86	62	12
Independent ID	79	45	20
Republican ID	70	40	29
Support abortion	81	52	17
Anti-abortion	73	47	26
Conflicted	70	37	29
Non-college men	74	45	24
Non-college women	81	56	17
College men	76	42	23
College women	80	56	20
White	76	49	23
Black	84	59	13
Latinx	87	58	11
AAPI	82	44	16
Native/Indigenous	81	52	16
Married women	84	58	13
Unmarried women	88	63	11

Lake Research Partners in partnership with HIT Strategies designed and administered this online survey of likely 2024 voters on behalf of the David & Lucile Packard Foundation. January 2023.

A solid majority of voters hold “pro-choice” views and a plurality believe abortion should be legal and available. The only group that is net anti-abortion is Republicans, and even 41% of them support abortion.

Here are four statements. Please select which of them is closest to your own view.



6% Not sure/Prefer not to answer

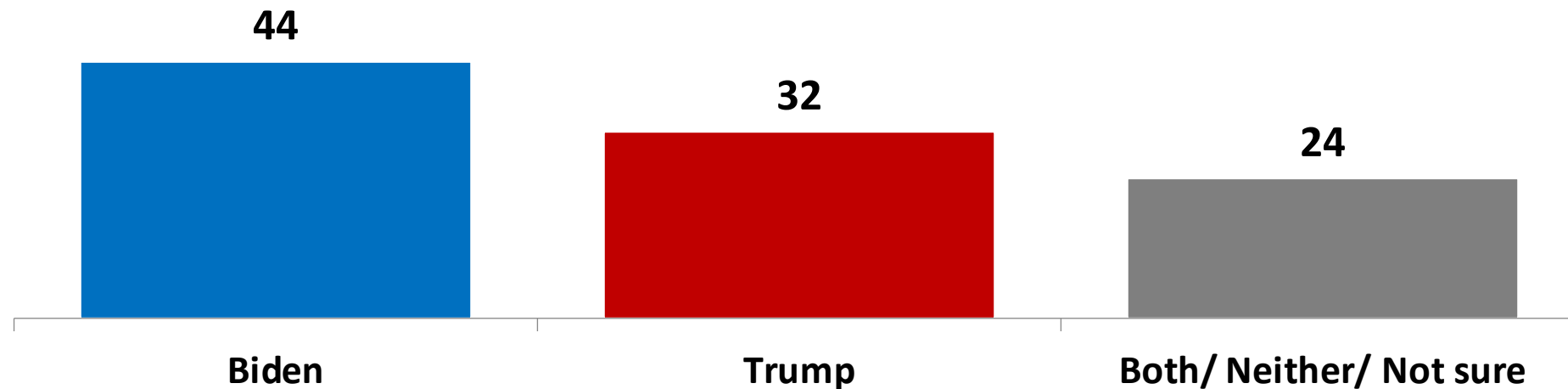
1. Abortions should be legal and generally available and subject to only limited regulation
2. Regulation of abortion is necessary, although it should remain legal in many circumstances
3. Abortion should be legal only in the most extreme cases, such as to save the life of the woman or in the cases of rape or incest
4. All abortions should be made illegal

	Legal/ Available	Legal/ Some Rest.	Limited/ Illegal	Margin
Younger men	39	59	35	+24
Younger women	45	62	29	+33
Older men	39	57	39	+17
Older women	45	58	37	+21
Under 30	47	66	28	+39
30 to 39	40	57	33	+24
40 to 49	41	59	33	+26
50 to 64	46	58	37	+21
65 and over	38	57	39	+18
Democrat ID	62	77	19	+57
Independent ID	38	56	29	+27
Republican ID	23	41	53	-12
Non-college men	36	54	40	+13
Non-college women	40	54	38	+17
College men	43	62	35	+27
College women	52	69	25	+44
White	41	57	37	+20
Black	50	66	26	+40
Latinx	41	62	31	+31
AAPI	47	64	32	+32
Native/Indigenous	42	58	40	+18
Republican Men	20	44	52	-8
Republican Women	25	40	54	-14
Married Women	39	54	40	+14
Unmarried Women	51	64	28	+36

Voters resoundingly support Biden over Trump on the issue of abortion.

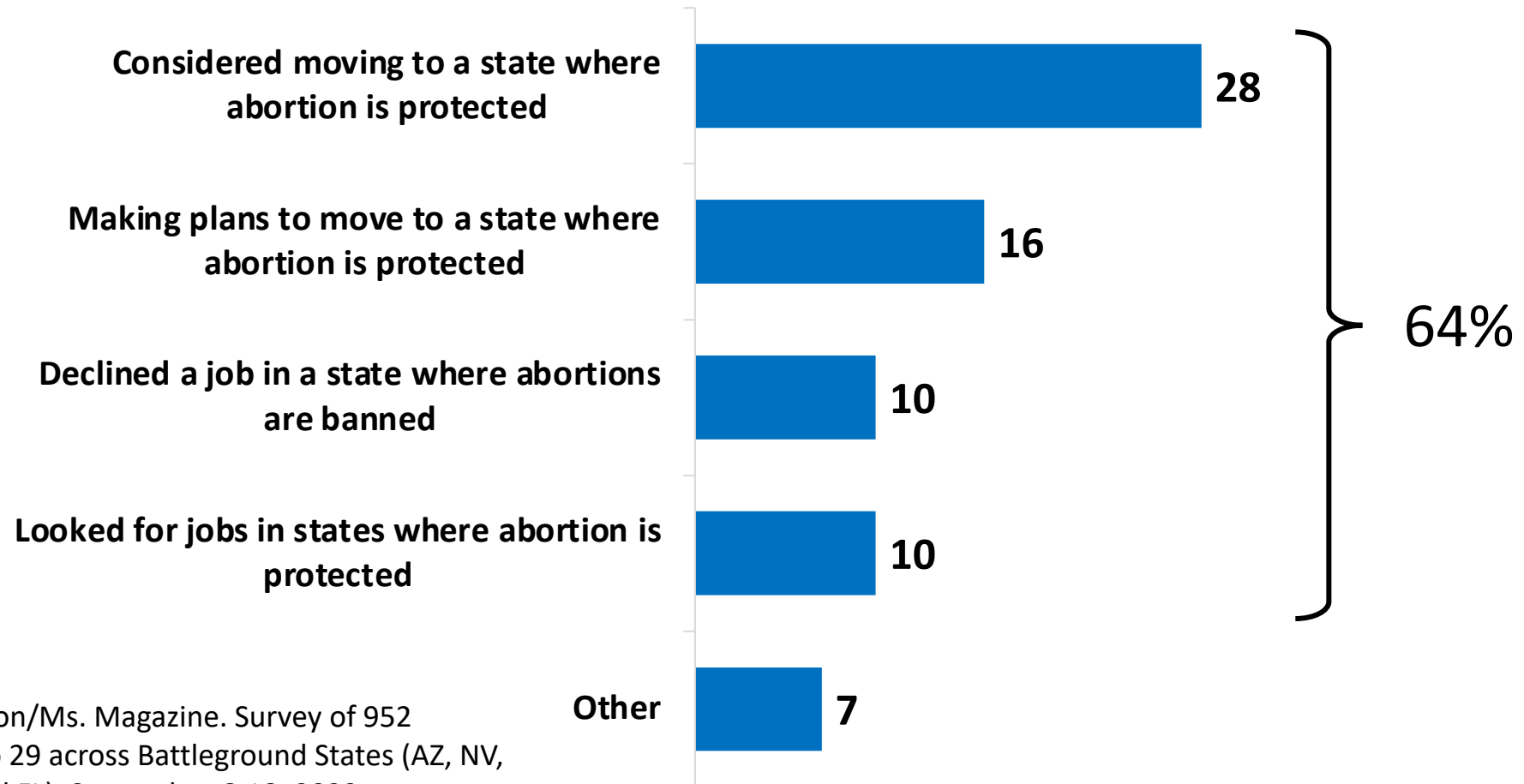
Who do you think would be better when it comes to dealing with the issue of abortion -- Donald Trump or Joe Biden, or do you think that both would be equally good or neither would be good?

NBC News January 26-30
N=1000 Registered Voters



The overturning of Roe v. Wade not only impacts their voting behavior, but their plans for the future. Nearly two-thirds of young women in Battleground States say they have considered moving, are making plans to move, declined a job, or are looking for a job in a state where abortion is protected because of the overturning of Roe v. Wade.

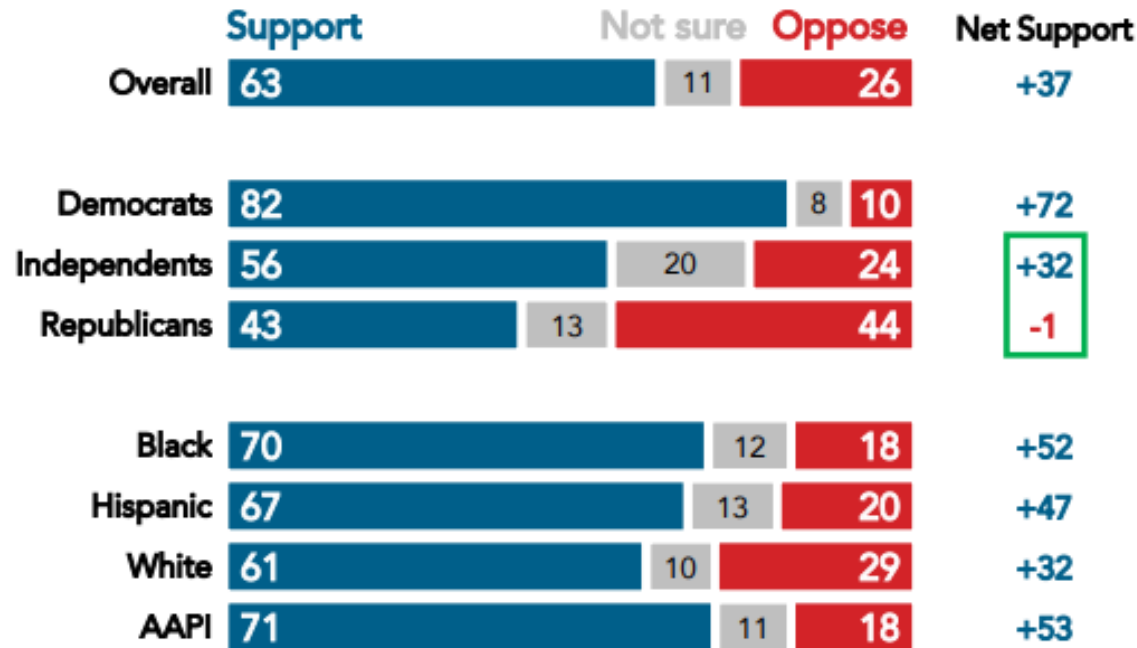
Has the overturning of Roe v. Wade affected your plans for the future in any of the following ways?



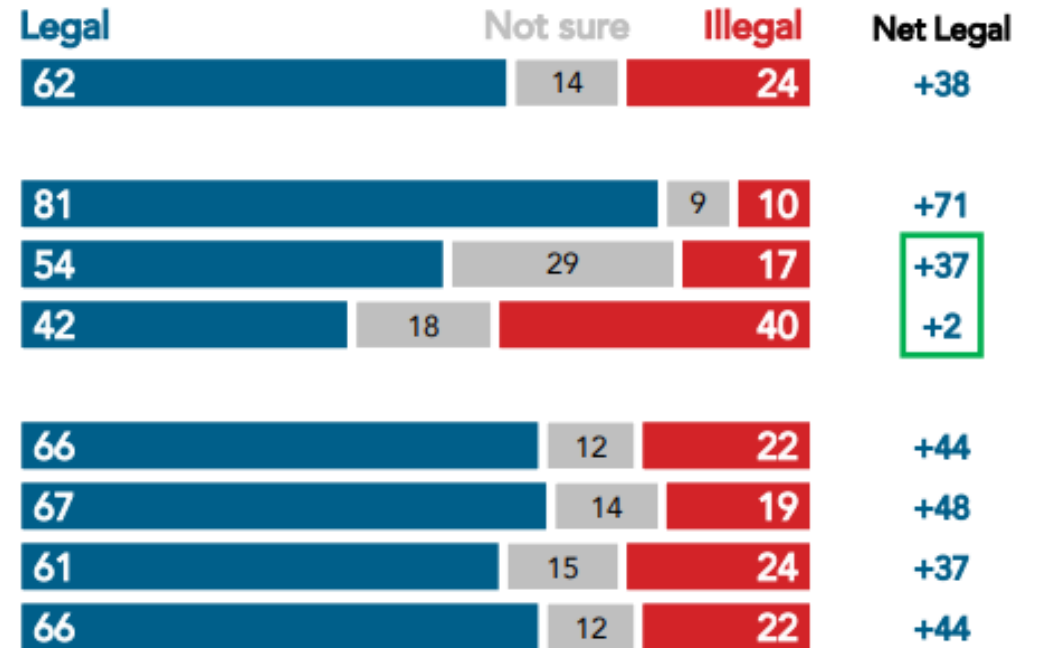
Feminist Majority Foundation/Ms. Magazine. Survey of 952 registered voters ages 18 to 29 across Battleground States (AZ, NV, PA, NH, NC, OH, WI, GA, and FL). September 6-18, 2022.

Majorities support allowing women to legally end early pregnancies at home with prescription abortion medication. Democrats and Independents both support allowing women to legally use medication abortion and think it should remain legal, while Republicans are split.

Do you support or oppose allowing women to legally use prescription abortion medication to end an early pregnancy at home?



Do you think prescription abortion medication used to end an early pregnancy at home should remain legal or be made illegal?



- LRP has conducted research all over the country and found that, even in some of the most reliably Republican states, the public believes that abortion is a decision that should be left between people and their healthcare providers, not politicians. In 2022, even among some of the most conservative electorates, abortion was often one of the most powerful attacks on Republican candidates. It also motivated voters, especially women, to turnout and vote for pro-choice candidates.

Women say the American economy doesn't work for them, and their top challenges include inflation, struggling to make ends meet, housing costs, and caregiving responsibilities.

	Top challenges	Percent of respondents
1	Inflation	54%
2	Struggling to make ends meet	44%
3	Housing costs are taking too much of women's income	42%
4	Caregiving responsibilities are most negatively impacting single moms	29%
5	Low-wage workers are working extra jobs and/or long hours to make ends meet	29%
6	The jobs available to women pay wages that are too low	27%
7	Caregiving responsibilities are causing women to lose jobs, income and advancement opportunities	27%
8	The gender pay gap	27%
9	Lack of confidence is impacting women's ability to get ahead	23%
10	Lack of education about economic and financial systems, practices and products	22%

Based on a survey with a diverse sample of 1,224 women. The authors included transgender women and nonbinary people in the sample. The top 10 list was almost identical across racial, ethnic and socioeconomic groups.

Source: Aspen Institute
 Chart: Chabeli Carrazana and Jasmine Mithani

Among swing voters, there are huge gaps among women, older voters, and college educated voters in how they view Democrats' performance on *the economy* vs. their own families' *economic well-being*. The only group that does not view Democrats as better for their own families is Republicans – the *family's well-being* language is much stronger with Democratic and independent swing voters. Younger, college-educated swing women are net-positive on how Democrats affect the economic well-being of their own families by the widest margin, but older, non-college women and older college-educated men are also more positive.

Swing Voters: Which Party is Better on... by Demographics

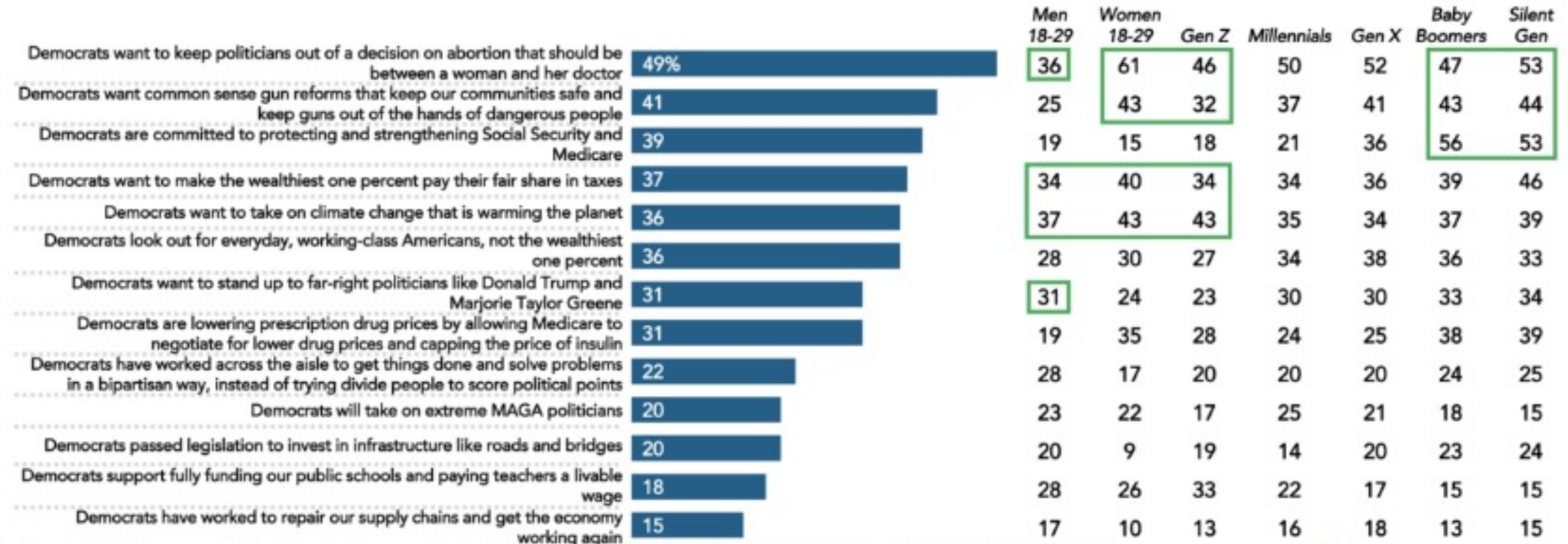
Which Party is Better on... Net Dem – Rep	Total	Gender/Age				Region			Education/Gender				Party ID			Vote Enthusiasm		
		Men <50	Women <50	Men 50+	Women 50+	West	Rust Belt	South	Non-College Men	Non-College Women	College Men	College Women	Dem	Indep/DK	Rep	Rate 8-10	Rate 5-7	Rate 1-4
The Economy	-8	+7	+4	-33	-12	-1	-2	-23	-13	-14	-15	+8	+64	-21	-85	-9	-3	-15
You and Your Family's Economic Well-Being	+2	-5	+19	-8	+1	+5	+8	-11	-11	+4	-1	+18	+75	+2	-87	-6	+12	+9

Q5. SSA: Which party is better for the economy? [ROTATE] Democrats Or Republicans [IF NO CHOICE] Well if you had to choose, which would you say is better?

Q6. SSB: Which party is better for you and your family's economic well-being? [ROTATE] Democrats Or Republicans [IF NO CHOICE] Well if you had to choose, which would you say is better?

Some of the biggest reasons young women voted for a Democrat over a Republican in the 2022 midterm election were Democrats' commitment to the right to an abortion, gun reforms, and taking on climate change, as well as taxing the wealthiest one percent.

[IF VOTED FOR A DEMOCRAT] What are the biggest reasons you voted for a Democrat over a Republican this year?



Pew Research definitions were used to determine the generational cutoffs used in this survey: Gen Z (born 1997-2012), Millennials (1981-1996), Gen X (1965-1980), Baby Boomers (1946-1964), and the Silent Generation (1928-1945). Nationwide survey of 5,013 self-reported 2022 voters conducted November 1-November 14, 2022. Vote shares in House, Senate, and Governors' races are adjusted to reflect the estimates of the national popular vote as of November 14, 2022. For more info, visit navigatorresearch.org.

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Questions?



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