



**GENDER  
ON THE  
BALLOT**

# **She Votes: From Issues to Impact**

**WOMEN'S VOICES SHAPING THE 2024 AGENDA**

# Methodology

- Benenson Strategy Group conducted 829 online interviews nationwide from September 20-24, 2024 among women who are registered voters.
- The margin of error for the dataset overall is +/- 3.4% at the 95% confidence level and is higher among subgroups.
- Due to rounding, some percentages may not add up to 100%.
  
- Shorthand terms:
  - Parent <18: Parent of children younger than 18
  - Parent 18+: Parent of children older than 18
  - Right Wing News: Those who watch Fox News and/or media outlets like Newsmax, One America News Network (“OAN”), Breitbart, etc.

# 5 Key Takeaways

1

In a turbulent and high-profile election cycle, women are highly engaged with the upcoming November election and are tuning into politics at a higher rate than usual. Nearly half of women say this will be the most important election of their lifetime.

2

Vice President Harris has a 15-point lead over former President Trump with women nationally, and women believe Harris will win by the same margin.

3

Women trust the Democratic ticket to address their top issue of inflation and bringing down the cost of living, and the Harris-Walz team has worked to gain a reservoir of trust not only on these issues, but on leadership qualities across the board – who cares about people like you, who will be a strong leader, and who will make the country a better place for future generations.

4

There is also a lot of excitement about electing America's first female president. An overwhelming majority of voters think it's important to elect more women to political office. A strong majority also insist the country is more open to a woman president than 8 years ago when Hillary Clinton ran – yet 4 in 10 voters either know someone or they themselves would not vote for a woman president underscoring the difficulty in breaking through the glass ceiling.

5

Despite recent attacks on reproductive rights, including abortion, birth control and IVF, voters are strongly supportive of ensuring access to anyone who needs it. A strong majority of women think abortion should be legal and available, without the government being involved and want contraception and fertility treatments to be accessible and affordable.

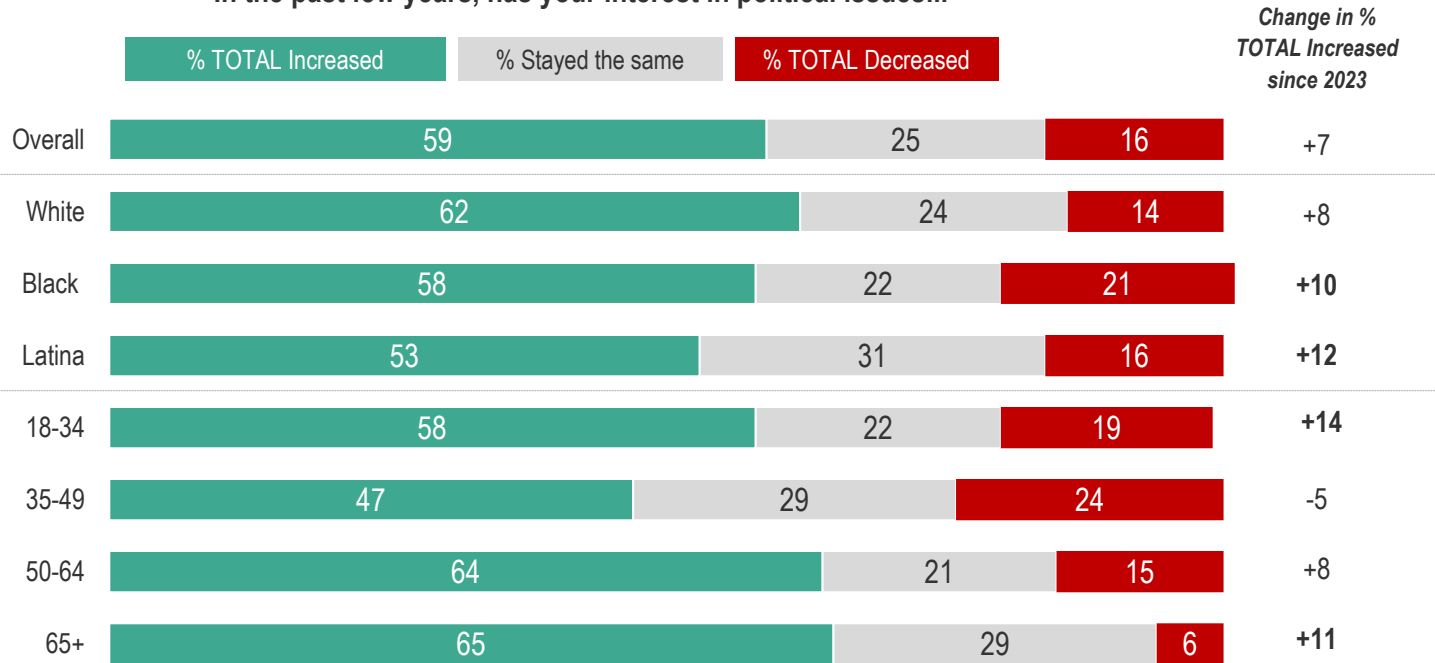


# Political Engagement and Discourse

# In a very turbulent election cycle, interest in politics has increased for most, especially for both young and old women voters

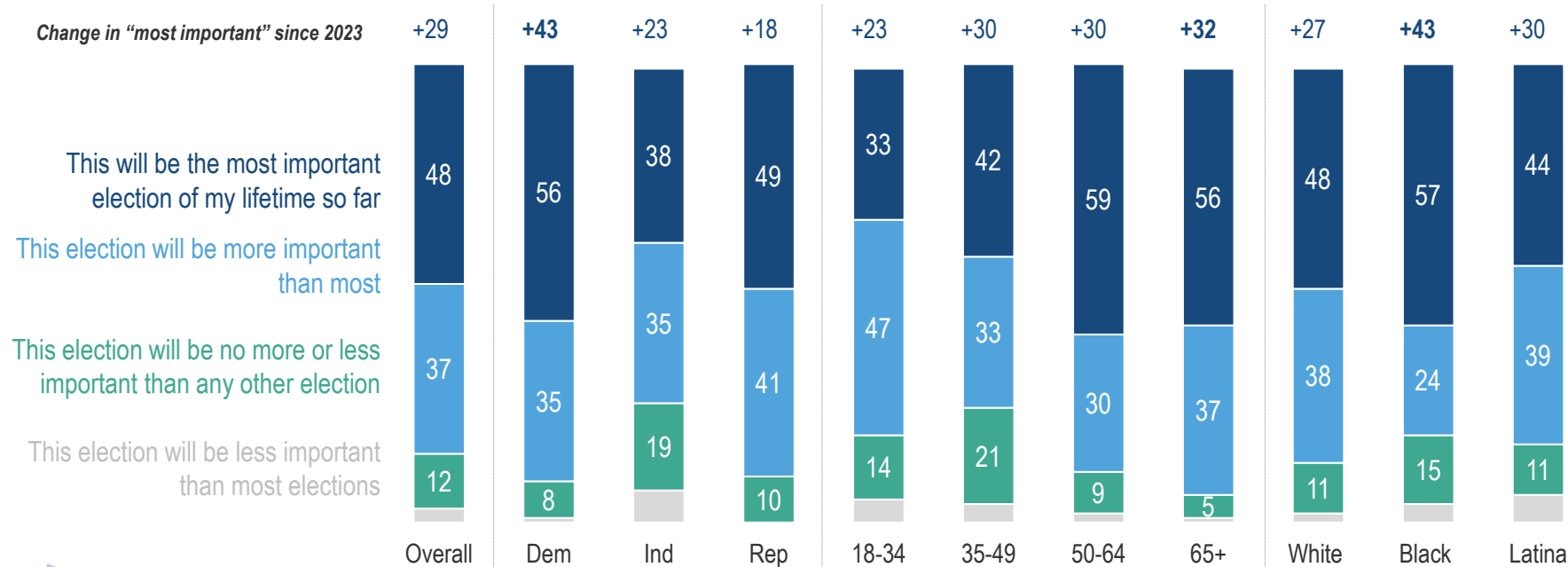
Interest in politics

In the past few years, has your interest in political issues...



# It's clear the stakes are high this election, and over 8 in 10 think this election will be more important than most (a significant increase from 2023)

## Political engagement



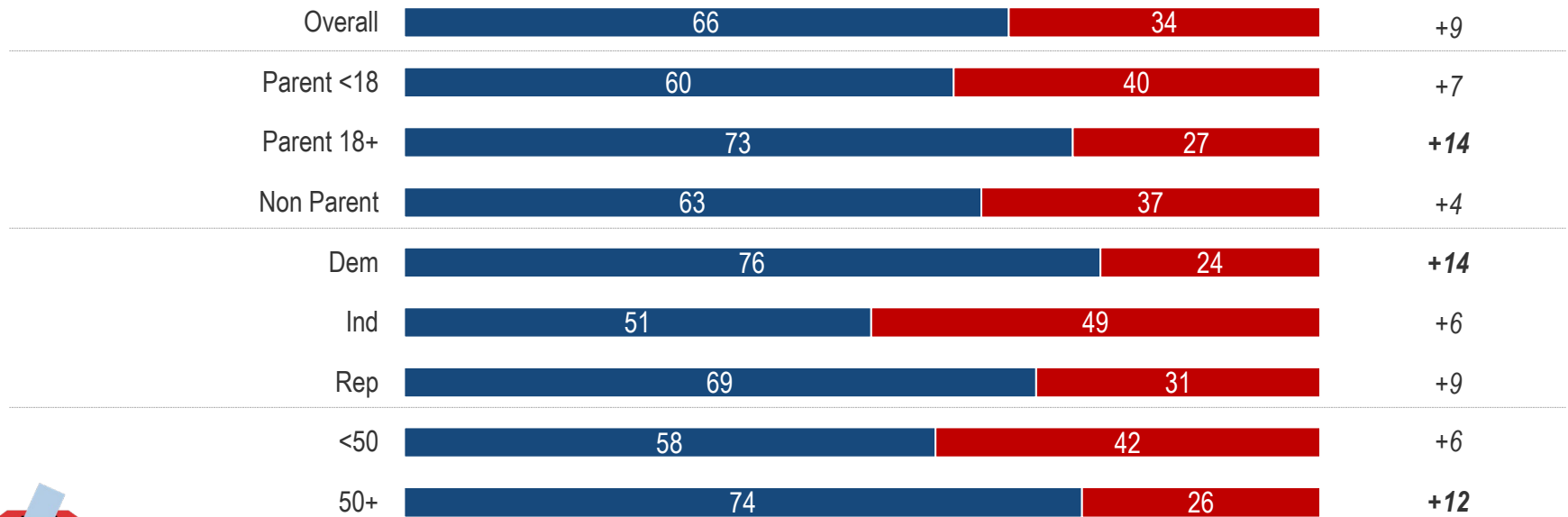
# With breaking news seemingly constant, engagement numbers are up across the board, particularly among older, Democratic women and those with grown children

## Political engagement

I have been more engaged with and tuned in to politics than usual because of everything going on this election cycle.

Everything going on this election cycle has made me feel more disengaged and more tuned out from politics than usual.

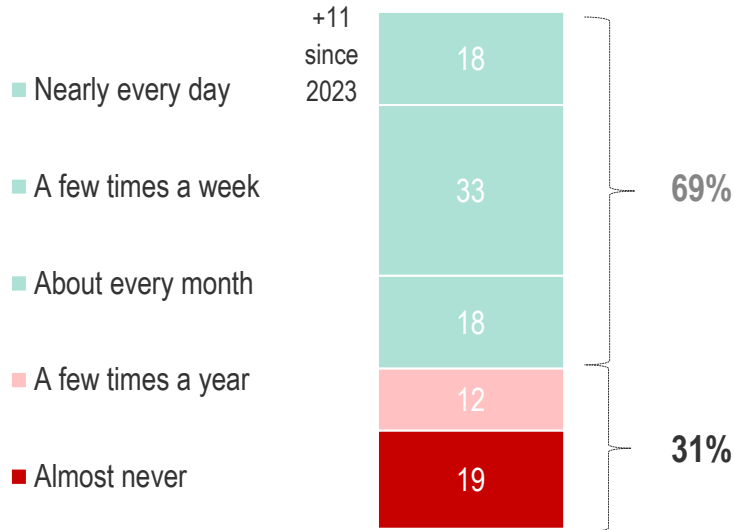
Change in % "more engaged" since 2023



# Similar to 2023, the plurality of women who don't talk politics frequently cite lack of interest, but 1 in 3 say it's too confrontational

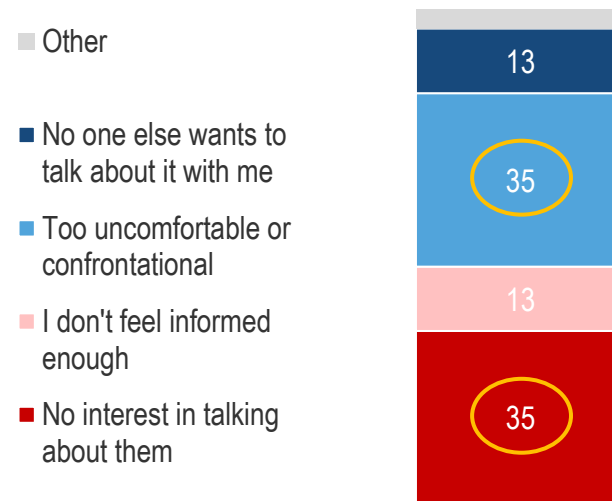
## Political engagement

Thinking about your friends or family, either in person, online, or over the phone, how often would you say you talk about politics or current events with them?



What's the main reason you don't talk often about politics or current events with your friends or family?

*Among the 31% of women who talk LESS than monthly*





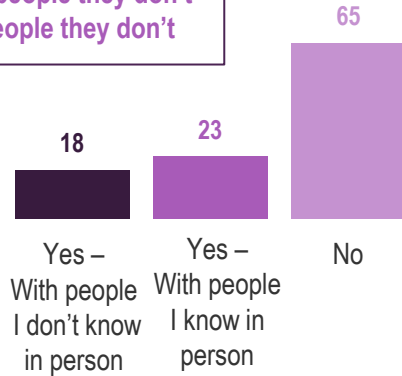
# While most avoid discussing politics online, liberals and young voters are more likely to engage with strangers; Overall, women find the conversations highly motivating

## Political engagement

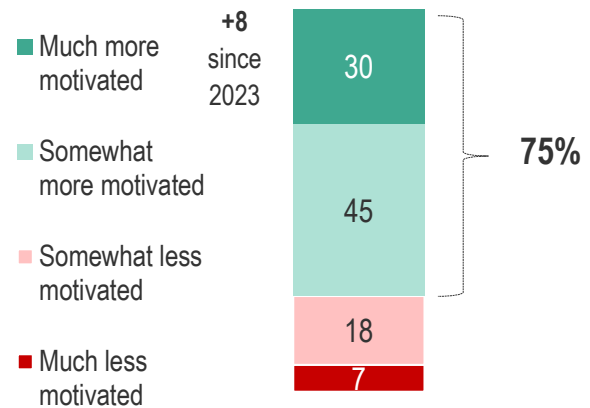
Among the 69% of women who talk MORE than monthly

Do you talk about politics or current events online (i.e. Instagram, TikTok, Facebook, X (Twitter))?

- Liberals: +9 w/ people they know  
+8 w/ people they don't
- 18-34: +12 w/ people they don't

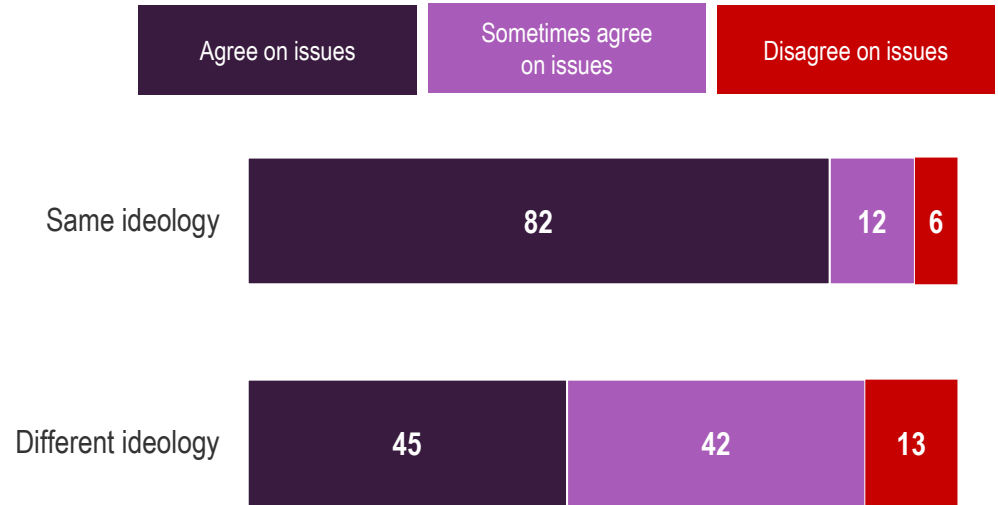
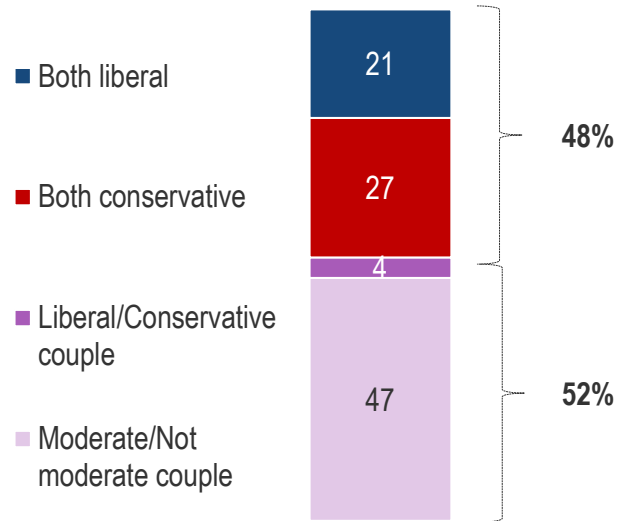


Do you think these conversations have made you more or less motivated to get involved in politics, either at a local, state, or federal level?



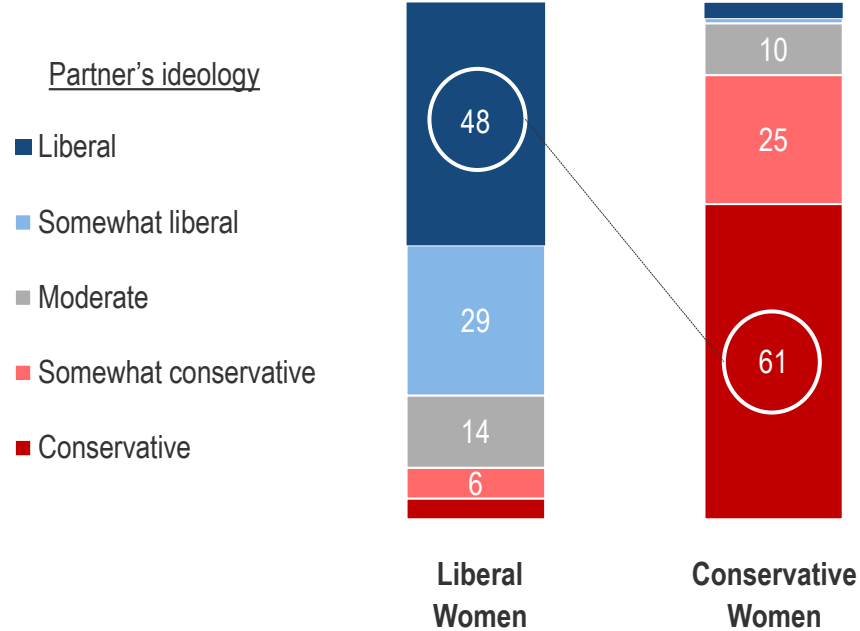
# About half of women in serious relationships are in a “mixed household” when it comes to political ideology – which means there are sometimes disagreements on issues

## Ideology within relationships



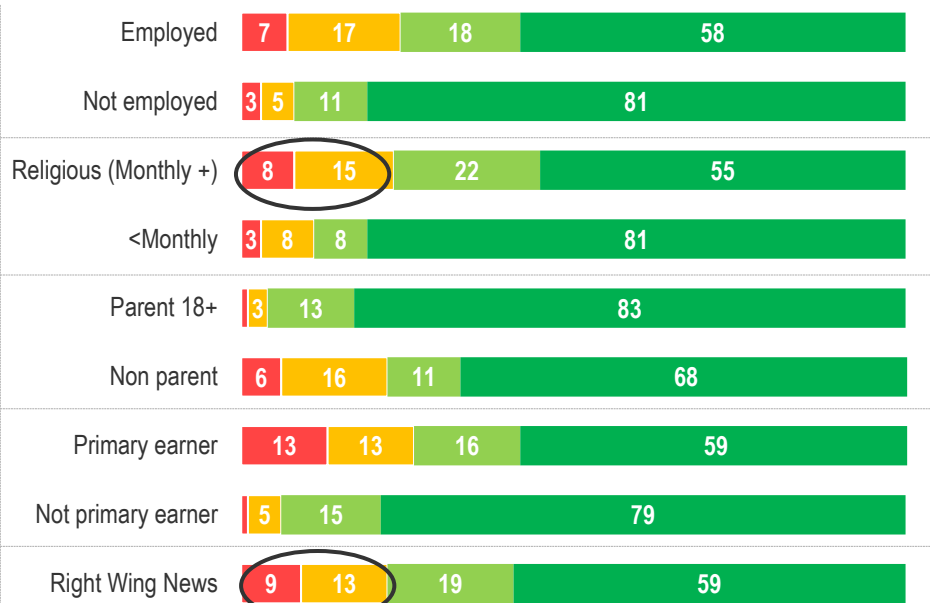
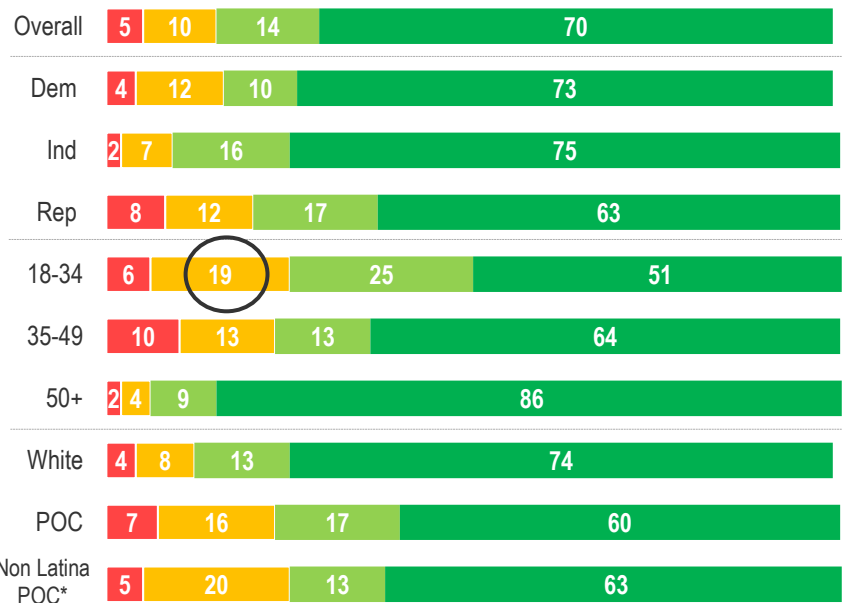
# Conservative women are slightly more likely to be with a partner of the same ideology

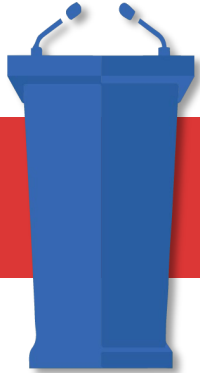
Ideology within relationships



# Most don't often feel there is too much pressure from their partner to agree, though pressure is more prevalent for younger and more religious women

Pressure to think/vote based on partner's politics

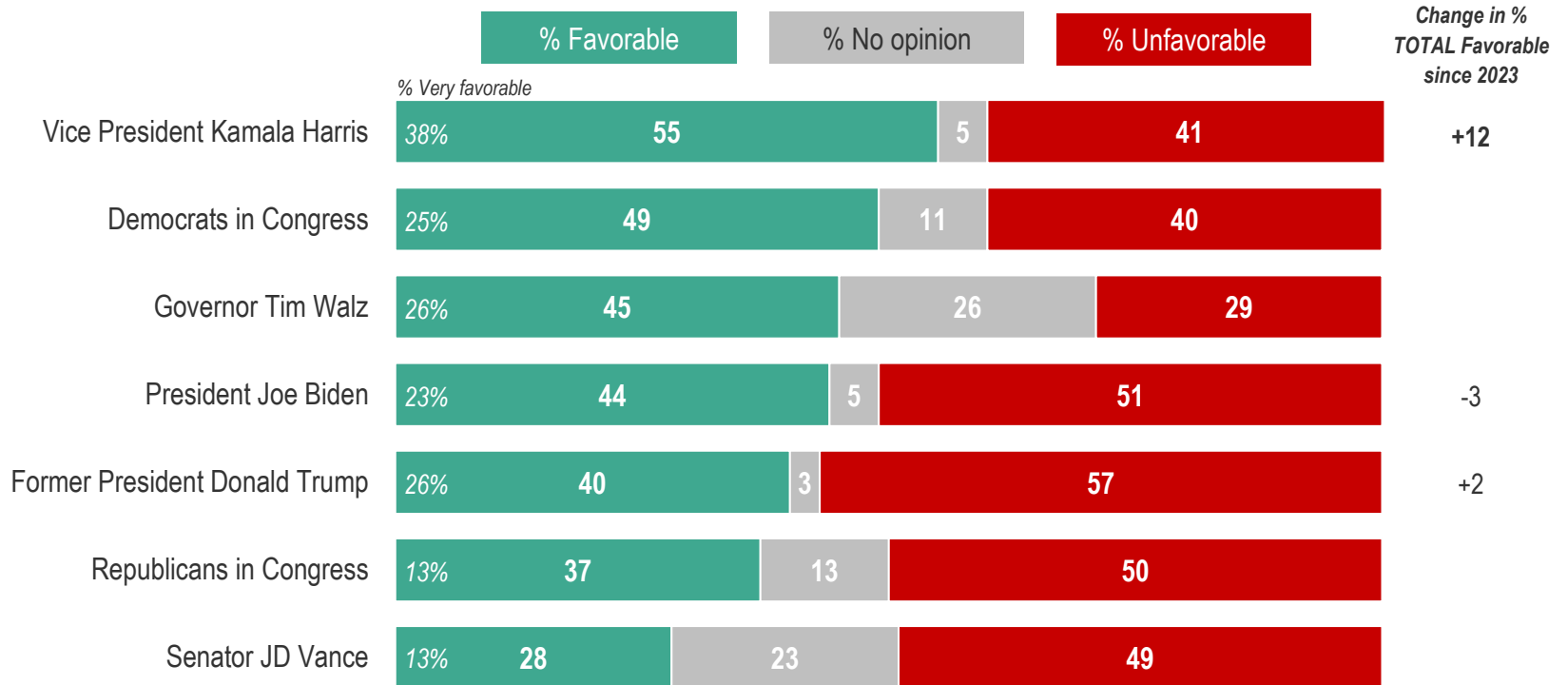




# Presidential Race

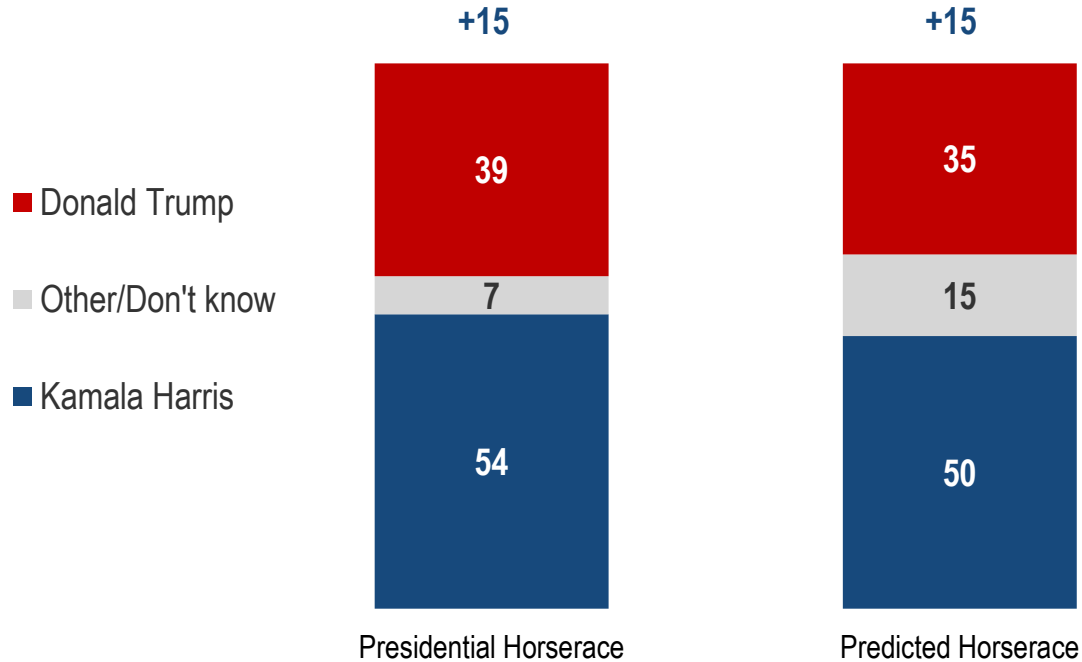
# Harris has seen a huge jump in favorability since becoming the top of the ticket

## Favorability



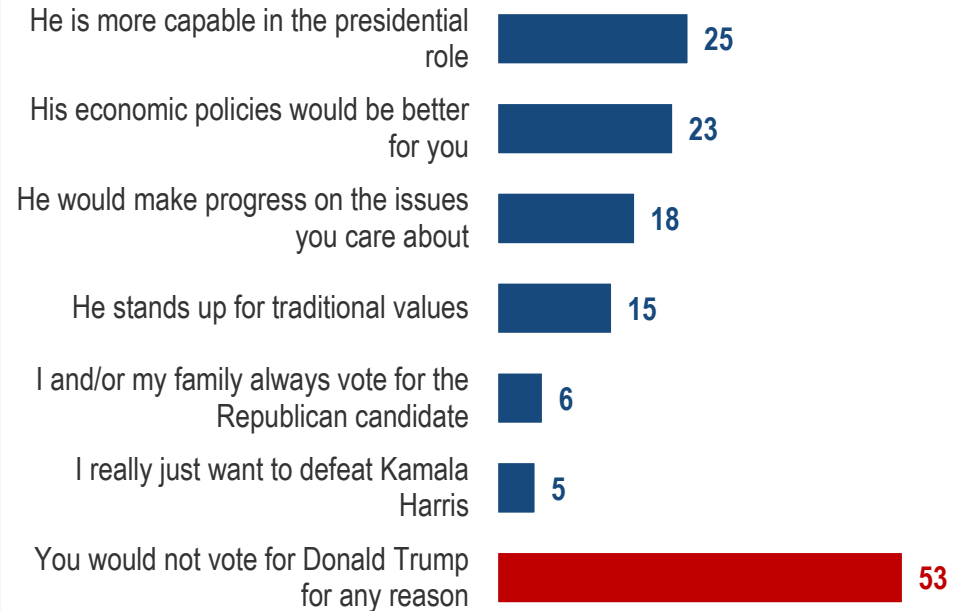
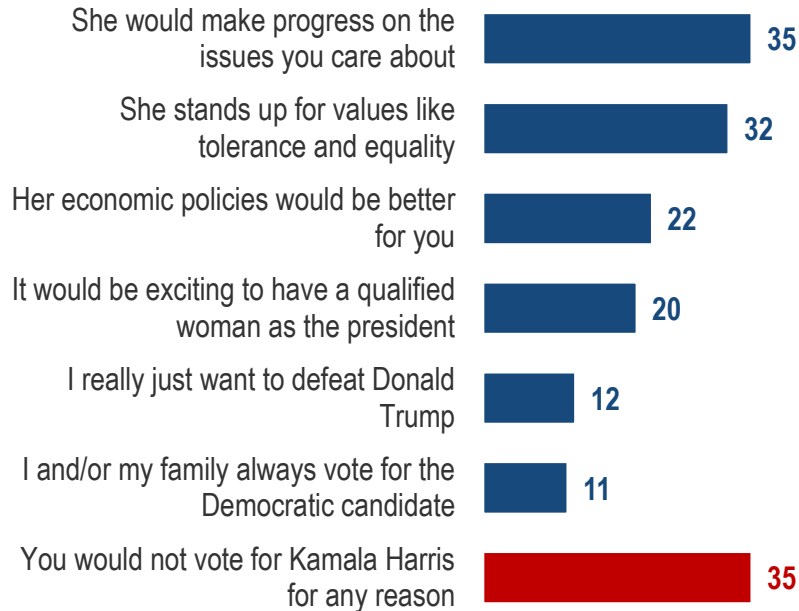
# Harris enjoys a 15-point margin with women in both voter horserace and predicted horserace

Presidential horserace and predicted win



# Women open to voting for Harris cite her values and plans for the future, while women open to Trump think he is more capable and would be better for their financial situation

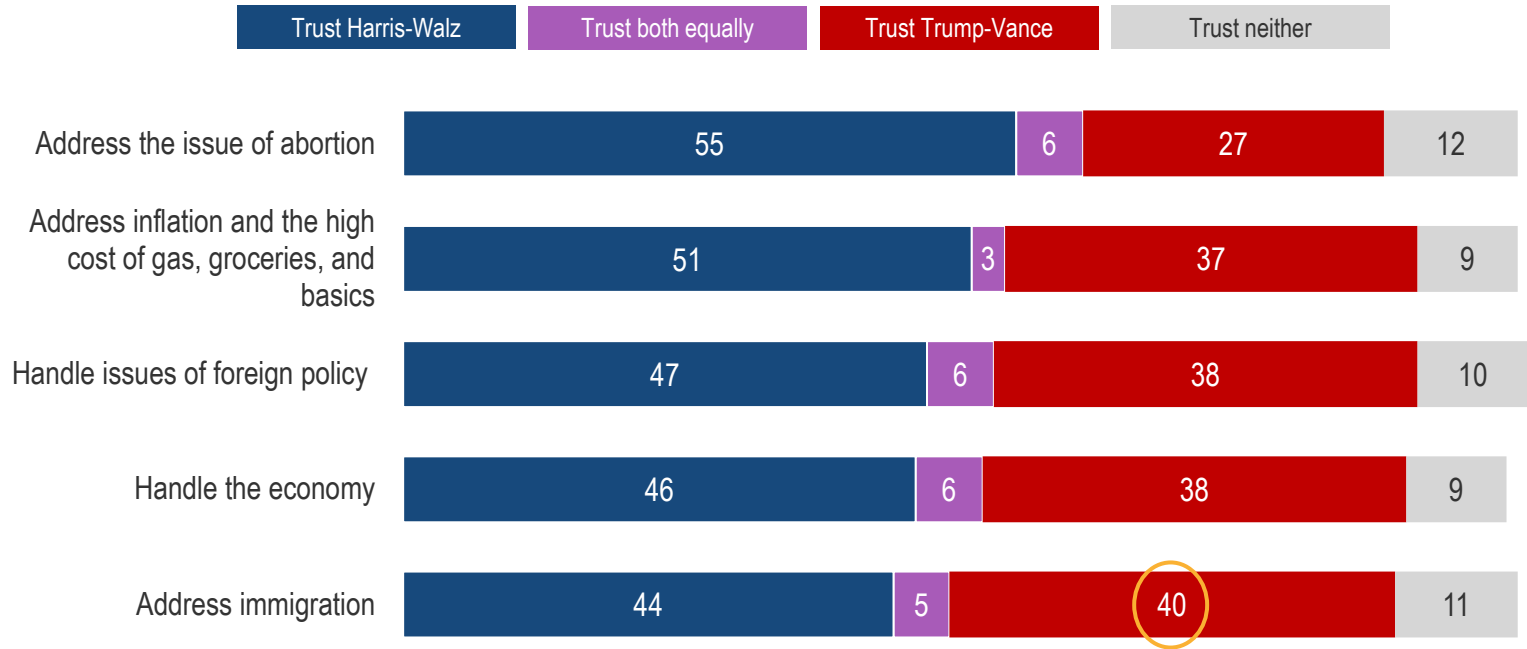
## Reasons to vote for Harris/Trump





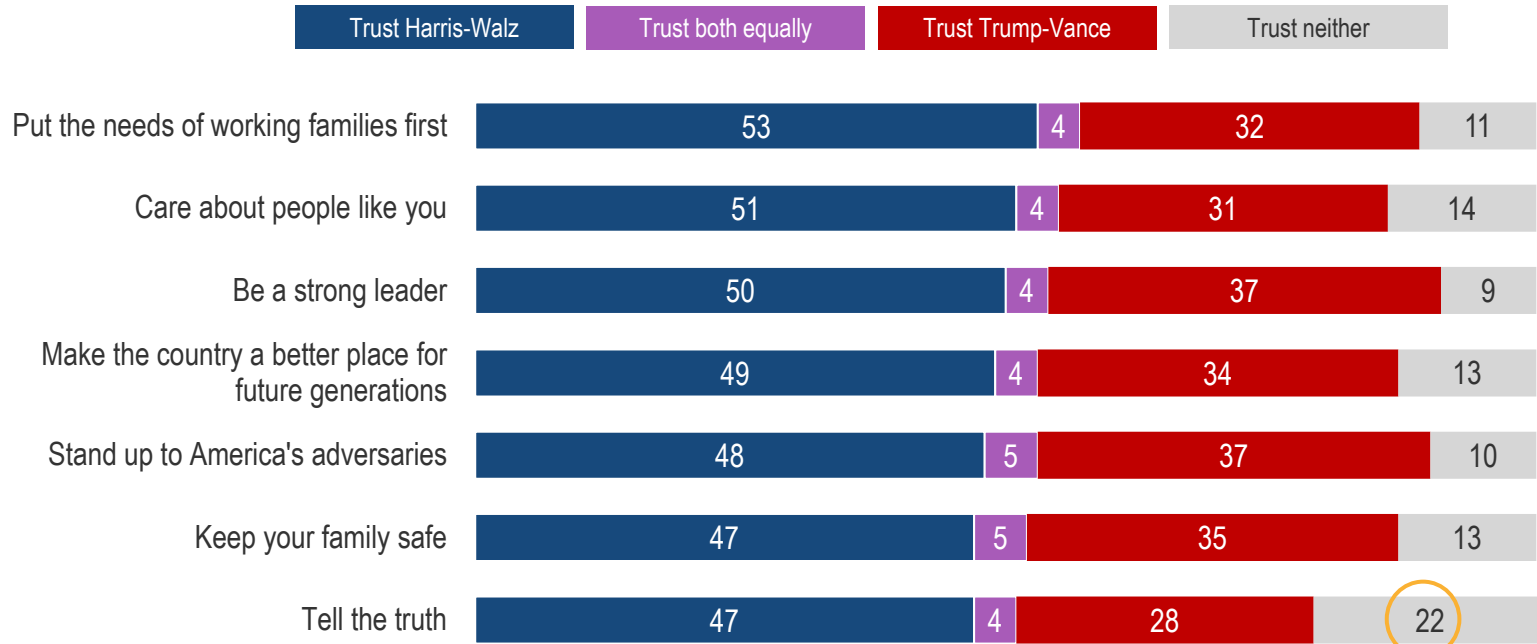
# Women trust Harris and Walz more on top issues such as abortion and inflation, though their advantage shrinks on immigration

Trust in presidential tickets, issues



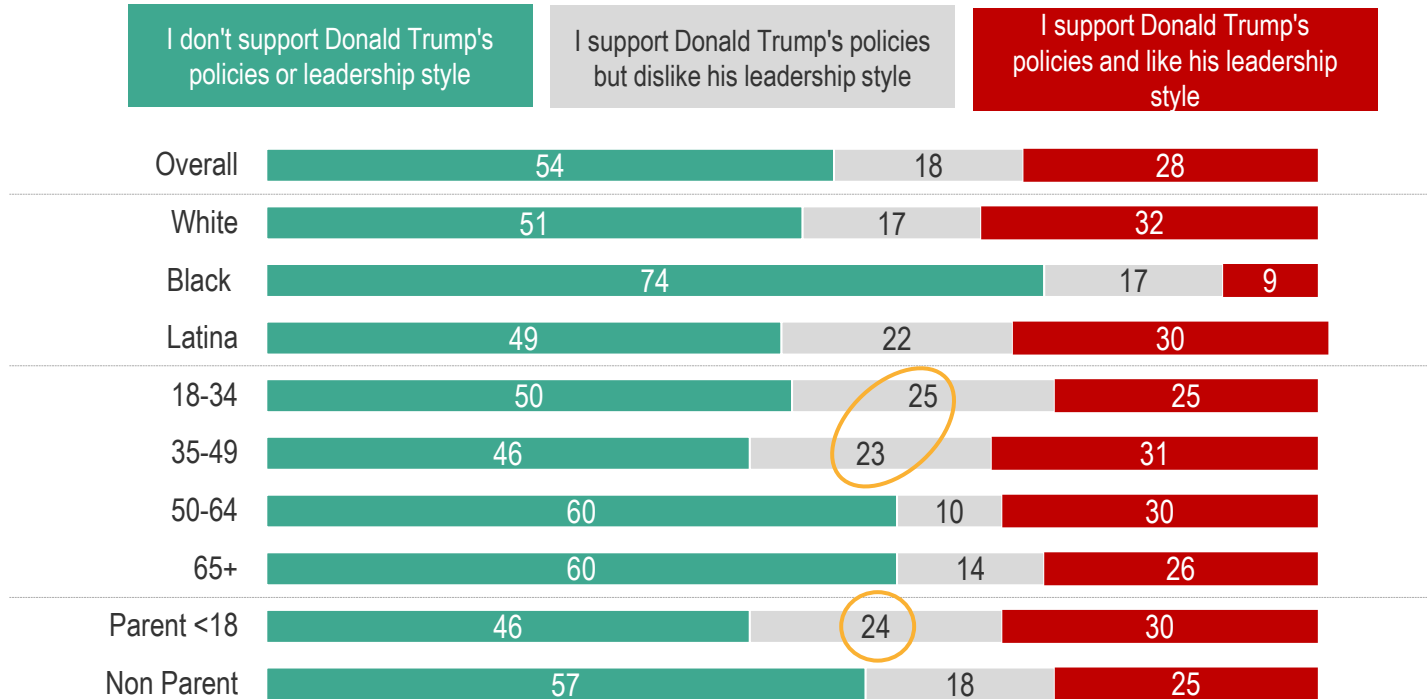
# Harris and Walz are more trusted across the board to look out for voters – though skepticism about politicians creeps in to hold them below a majority on truthfulness

Trust in presidential tickets, qualities and values



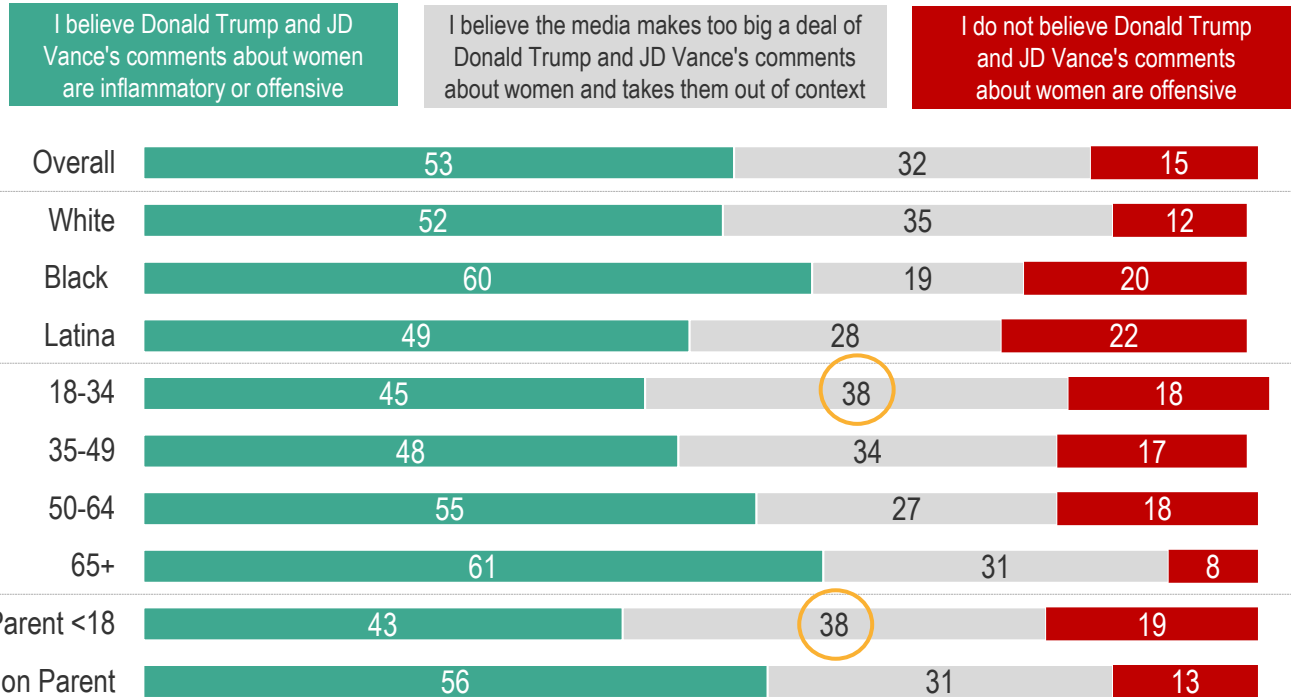
# Women resoundingly disapprove of Trump's leadership style, though 1 in 4 younger voters and parents with young kids still support his policies

Trump support



# While a majority think Trump and Vance's comments about women are offensive, a sizeable chunk think it's overblown – showing continued resilience from verbal gaffes

## Trump/Vance comments





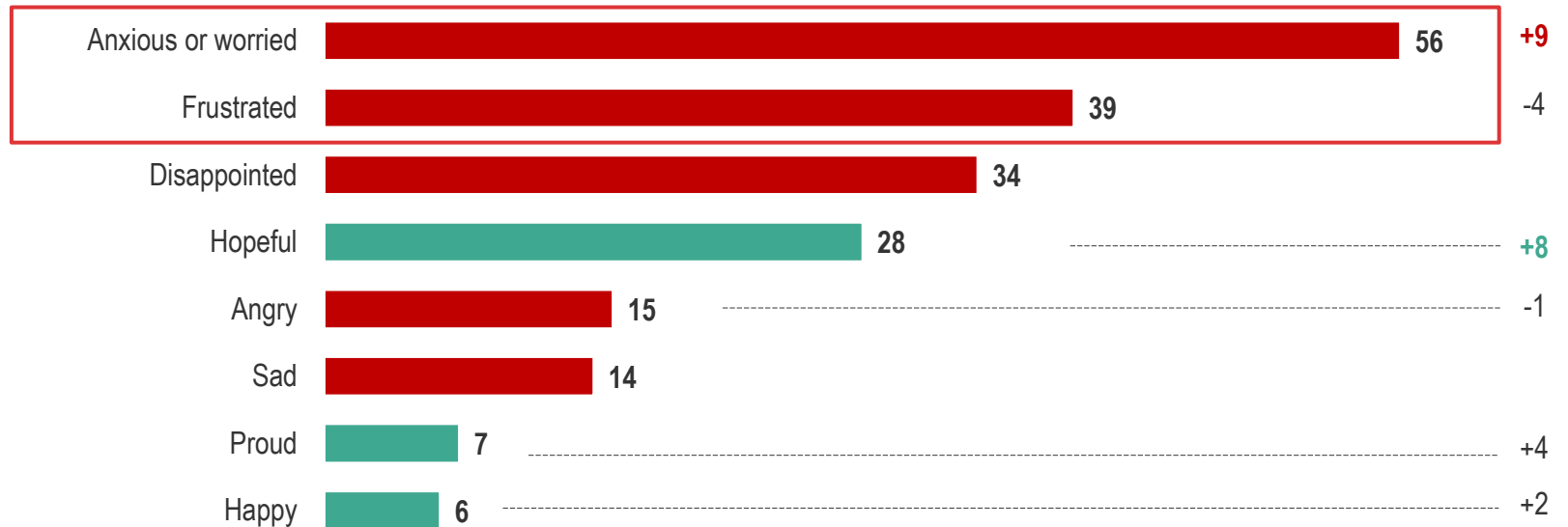
# Economic Landscape

# In an election year there is certainly more anxiety about the country's current state — though there is also more hope

Direction of U.S.

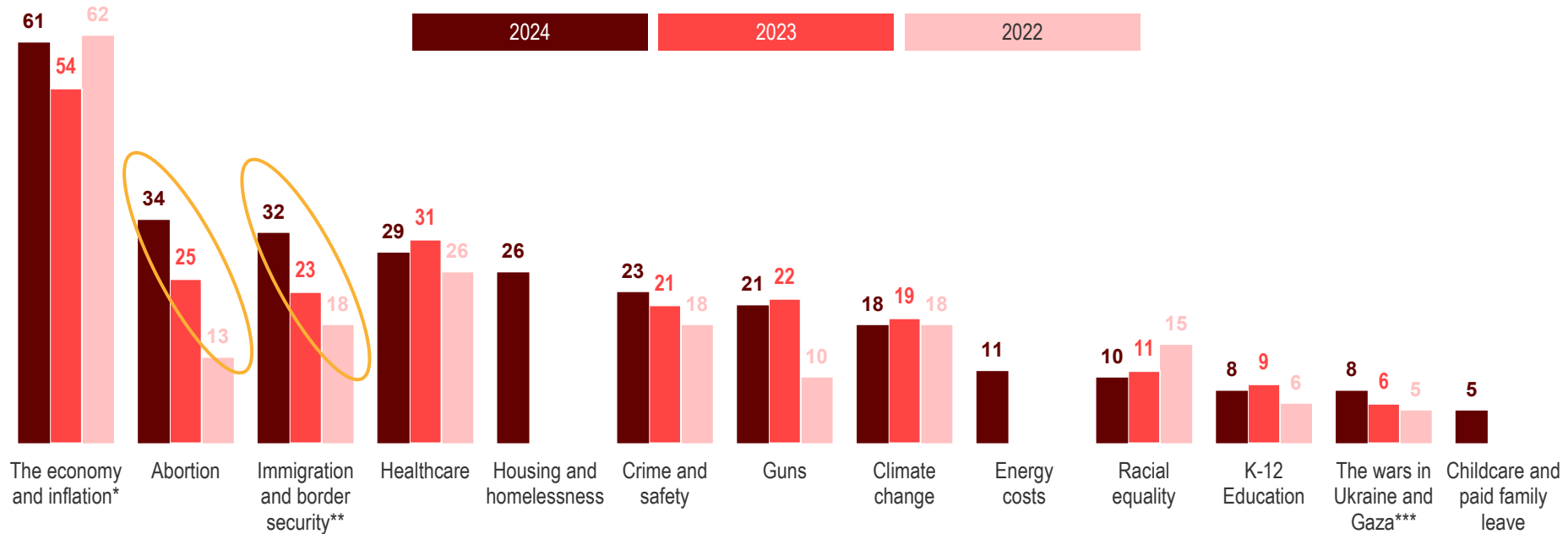
Which TWO of the following best describe your feelings about how things are going in the US right now?

Change in % since 2023



# Inflation still dominates the mindset; women are also more focused on abortion and immigration than they have been

Most important issues when deciding whom to vote for



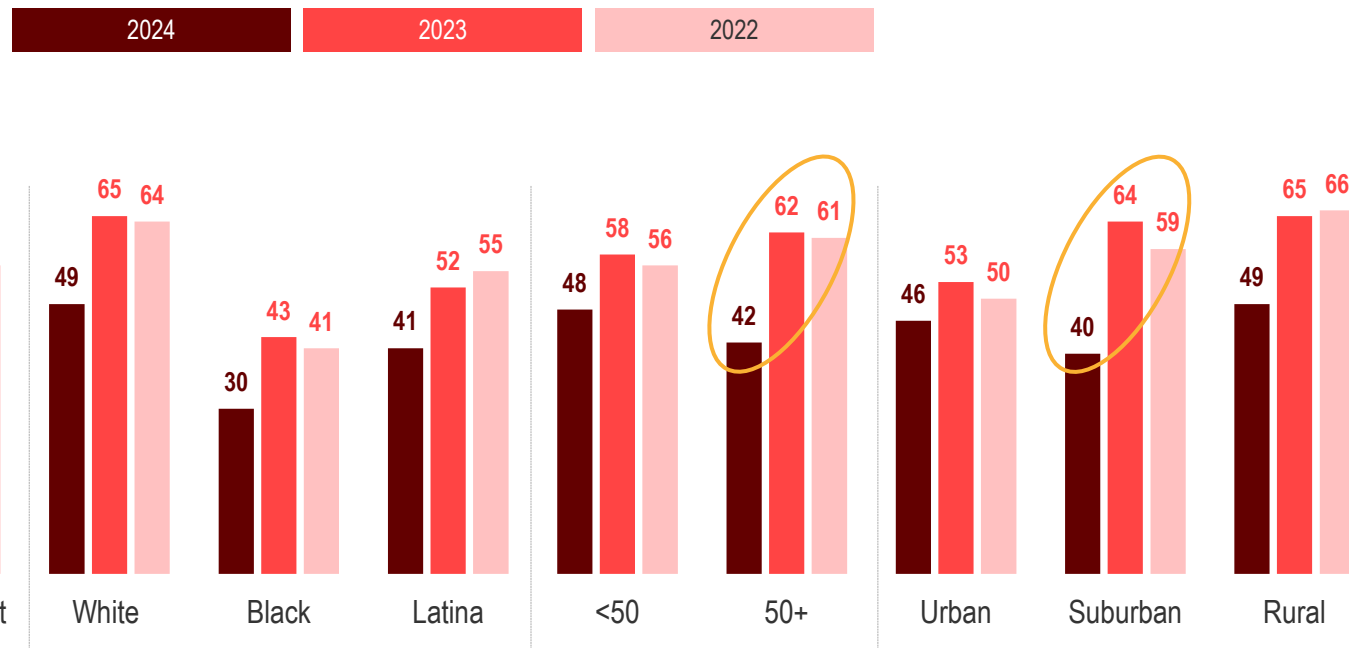
\*In previous years "the economy" and "inflation" were separate responses.

\*\*\*"Border security" was added to immigration in 2024. It was not there in previous years.

\*\*\*2023 and 2022 shows data for "Foreign policy"

# While still notable, women – especially suburban women and older women – are significantly less pessimistic about the economy than they were in past years...

% Pessimistic about the economy

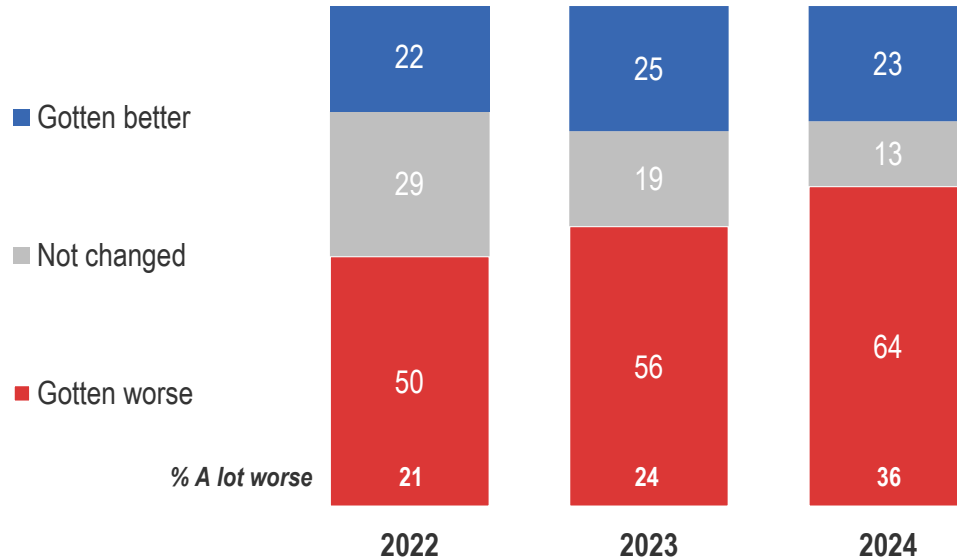




# ... Even though personal financial situations have sharply worsened, with nearly two thirds saying their situation has gotten worse

## Personal financial situation

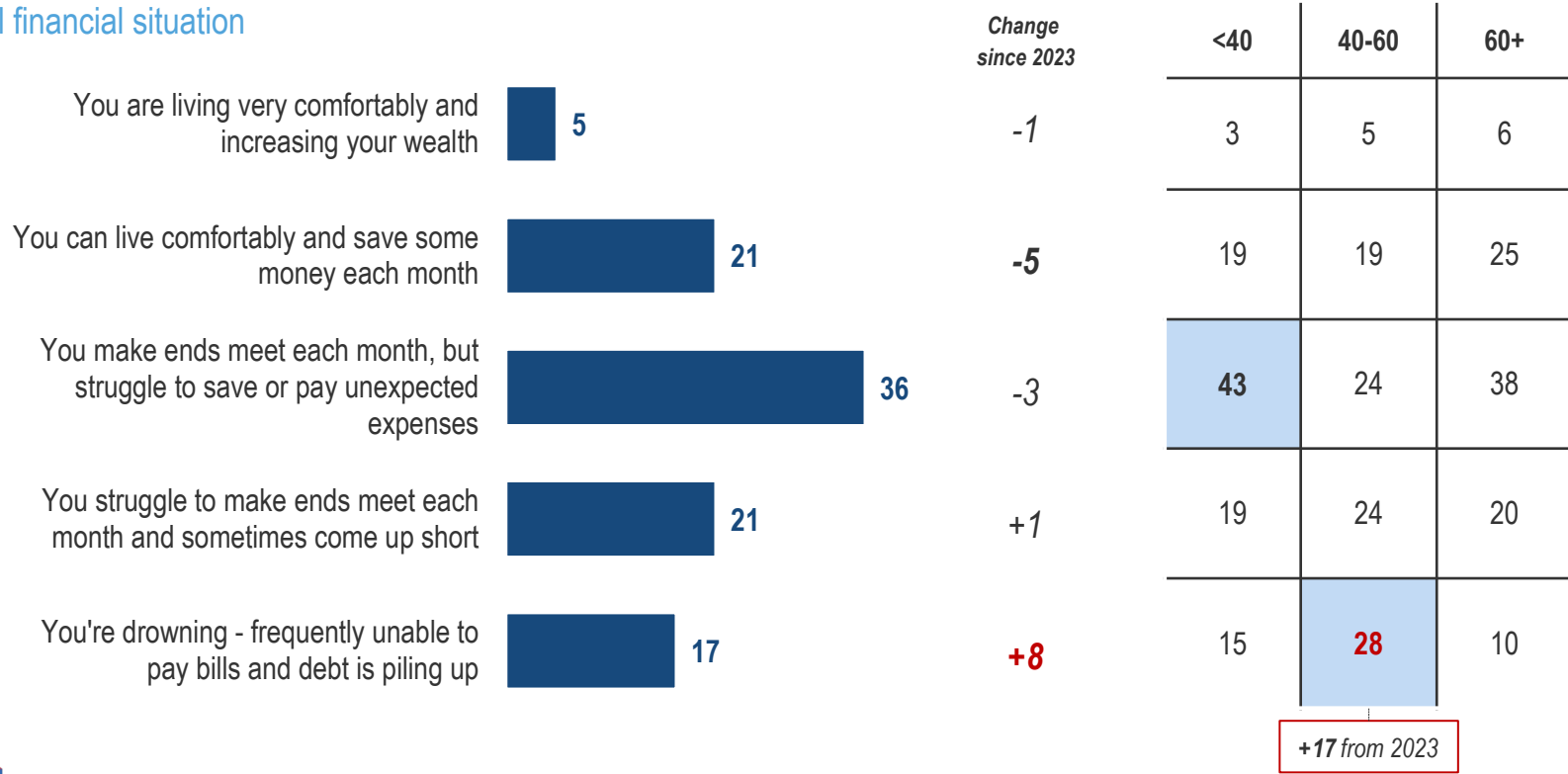
Thinking about the last couple of years, has your personal financial situation...?



- **Non-Democrats:** 73% worse (including 42% a lot worse)
- **35-49:** 71% worse (including 41% a lot worse)
- **Parents 18+:** 66% worse (including 39% a lot worse)
- **South Atlantic:** 79% worse (including 48% a lot worse)
- **Midwest:** 75% worse (including 38% a lot worse)

# Regardless of age, women are struggling to afford everyday expenses, with more falling into debt and unable to pay bills

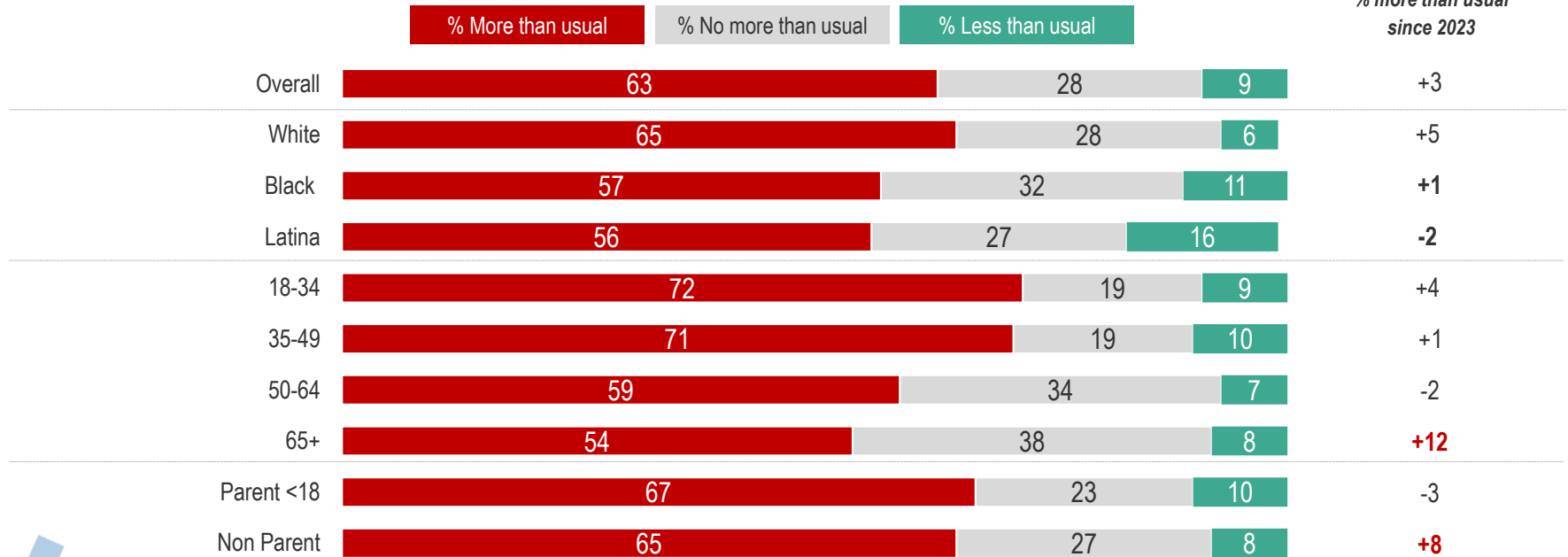
## Personal financial situation



# Burnout remains widespread, with increases among seniors and non-parents (who have caught up to parents with young kids)

## Burnout

Would you say you have felt burned out...

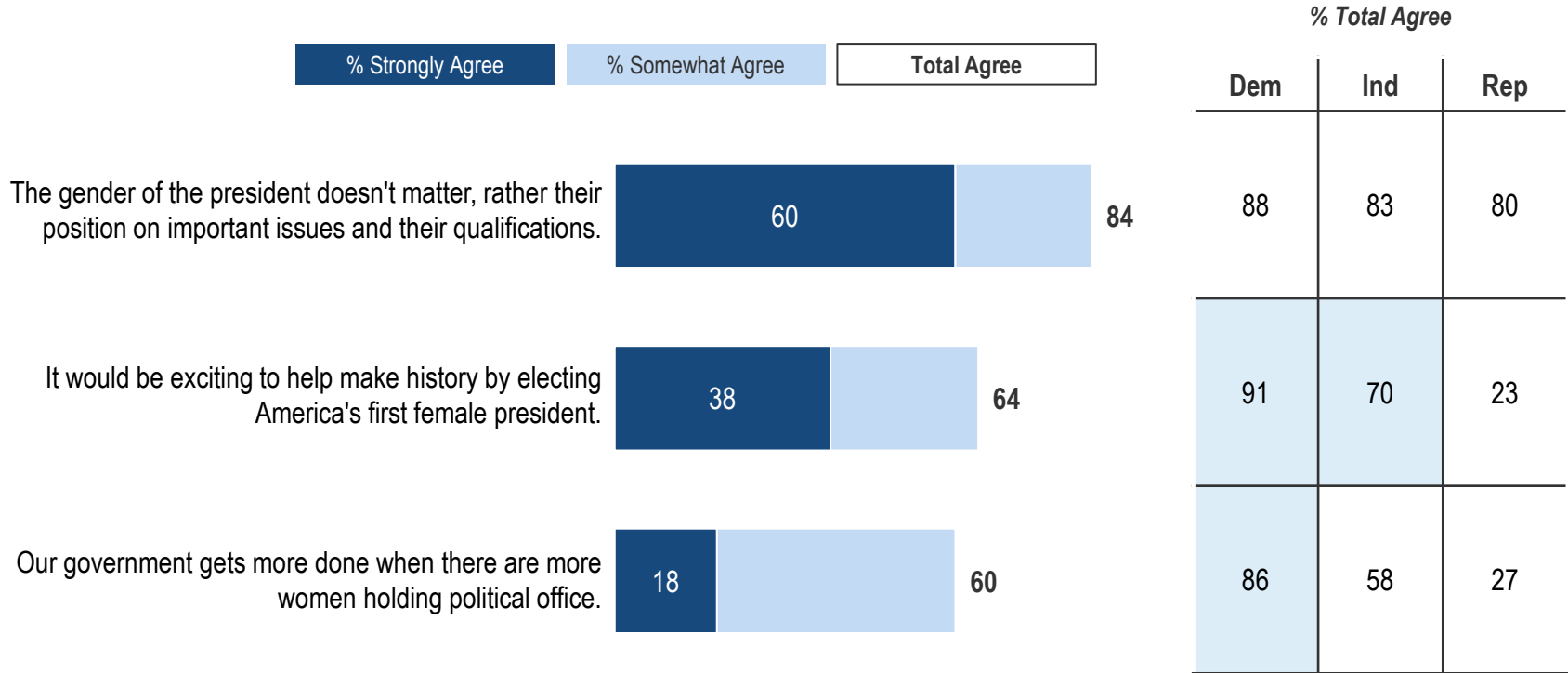




# Women in Leadership

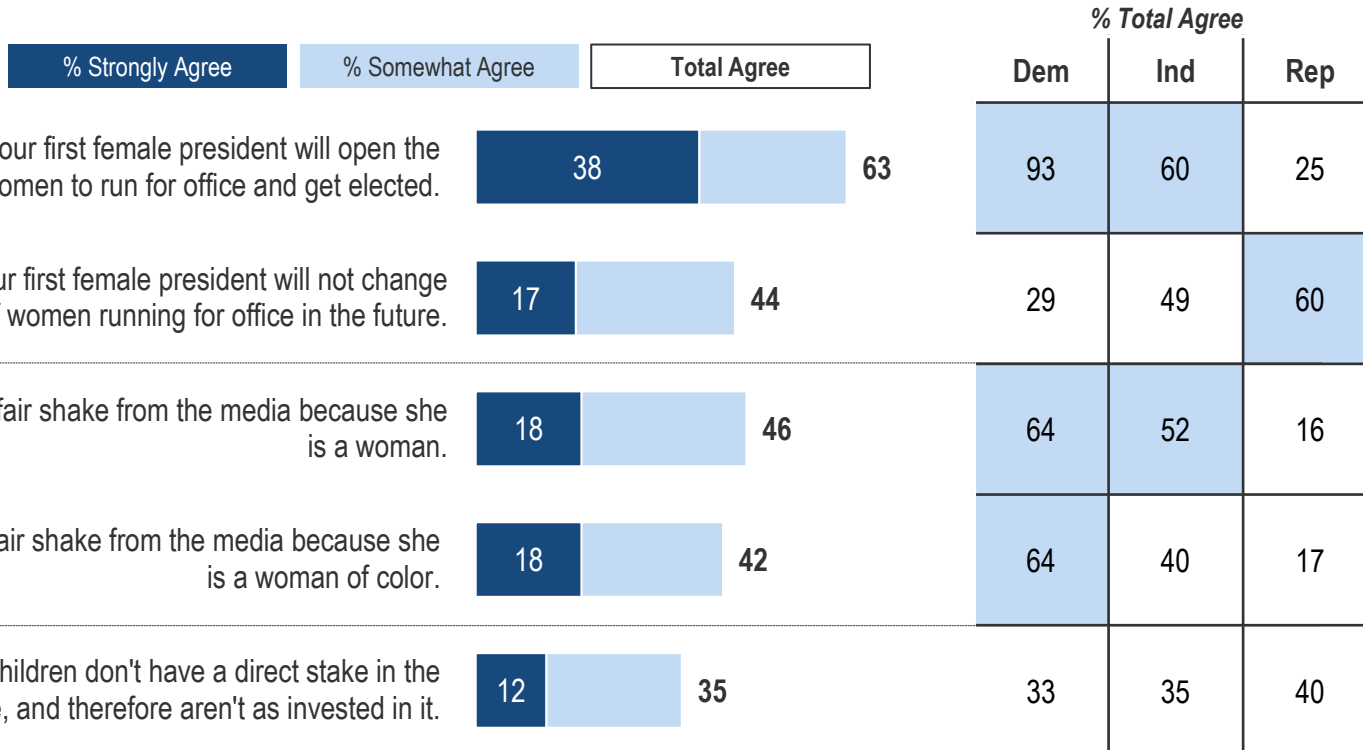
# 9 in 10 Democratic women want to elect the country's first female president

Women in elected office



# A majority of Dems and Inds think Harris is being treated badly by the media because of her gender; 1 in 3 voters agree with Vance's claim about childless women

Women in elected office



# Most continue to feel there are too few women in office

Women in elected office

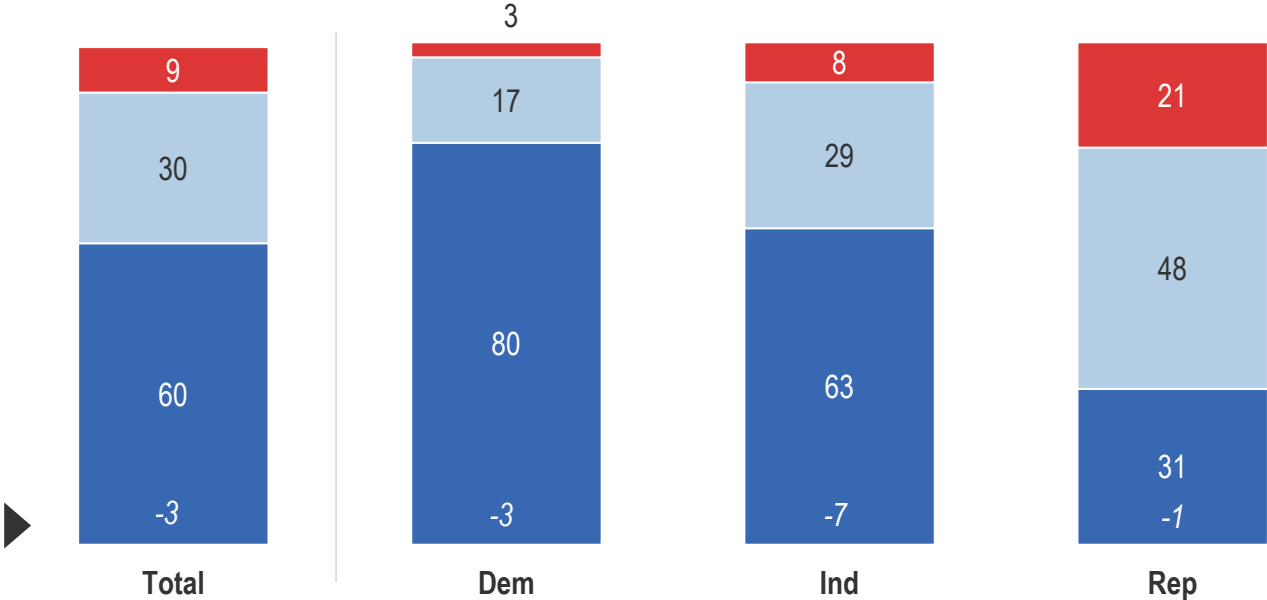
Thinking about the number of women in political office, which is closer to your view?

There are too many women in elected office

There are about the right number of women in elected office

There are too few women in elected office

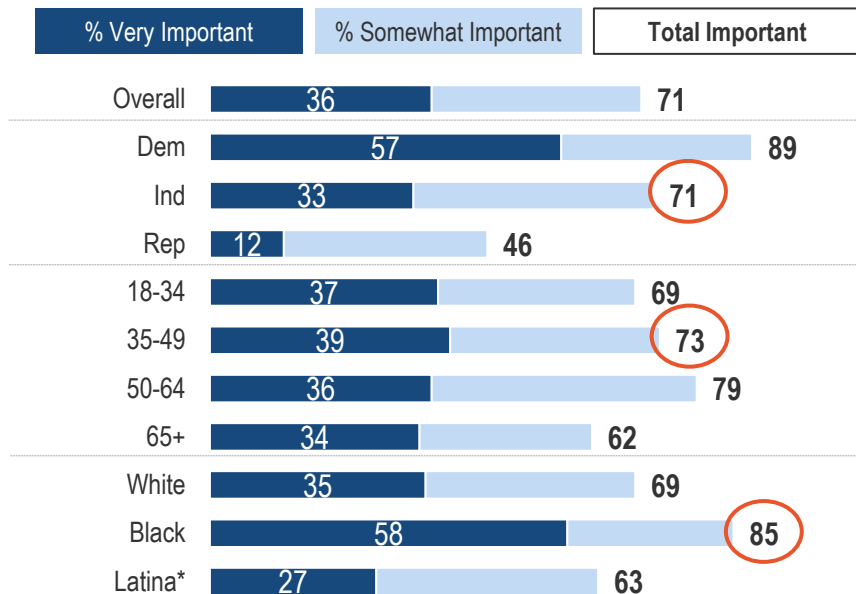
Change in "too few women in elected office" since 2023



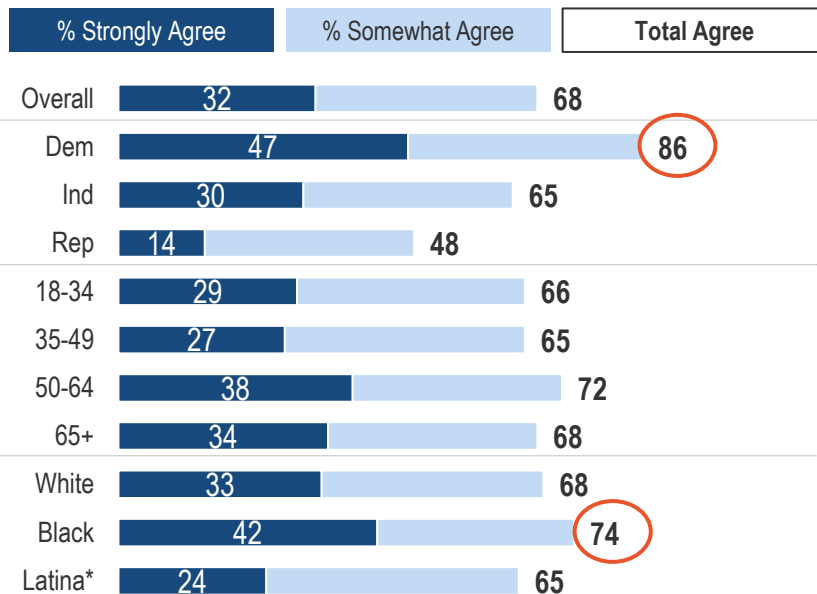
# Is the time right? Women believe that it is important to elect more women to political office and that the country is more open to a woman president than 8 years ago

## Women in elected office

How important is it to elect more women to political office?



Do you think the country is more open to a woman president today than it was eight years ago when Hillary Clinton ran?



\*Base size <100, for directional use only



# 1 in 10 women themselves wouldn't vote for a woman for president and 4 in 10 know someone who wouldn't

Know someone who wouldn't vote female

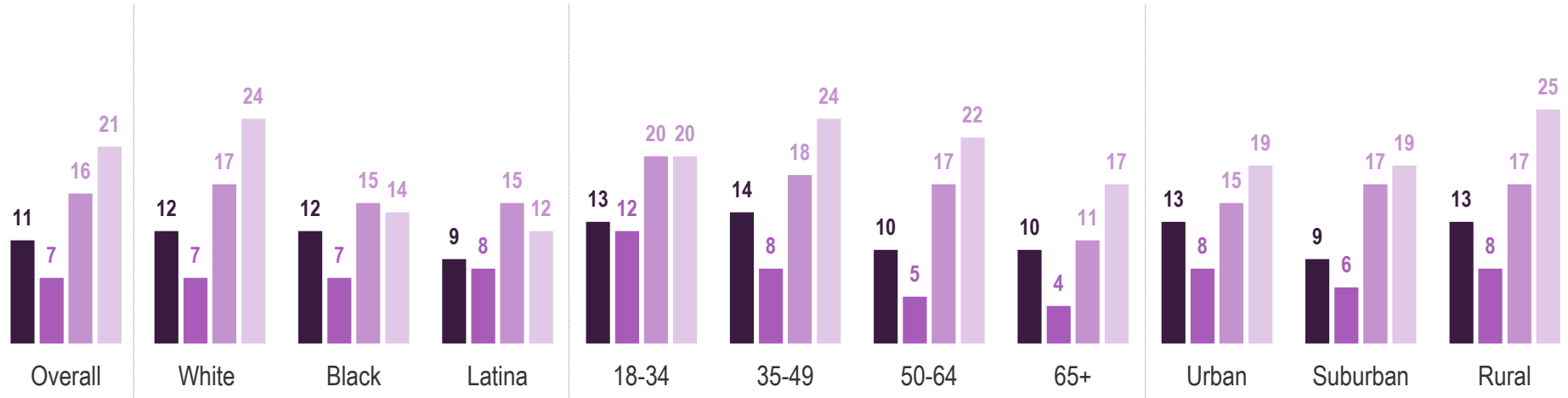
Do you personally know someone who wouldn't vote for a woman for president?

Yes - Me

Yes - My significant other

Yes - Someone else in my family

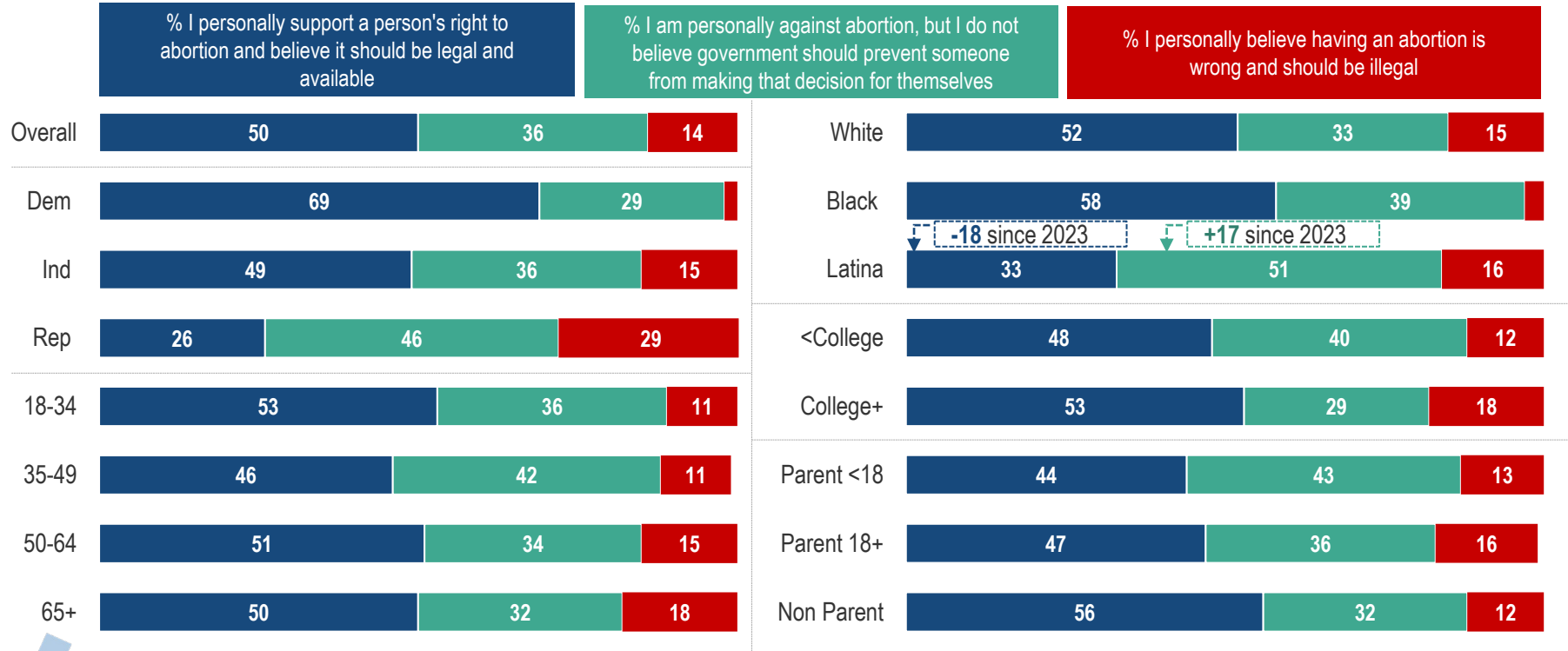
Yes - A friend of acquaintance





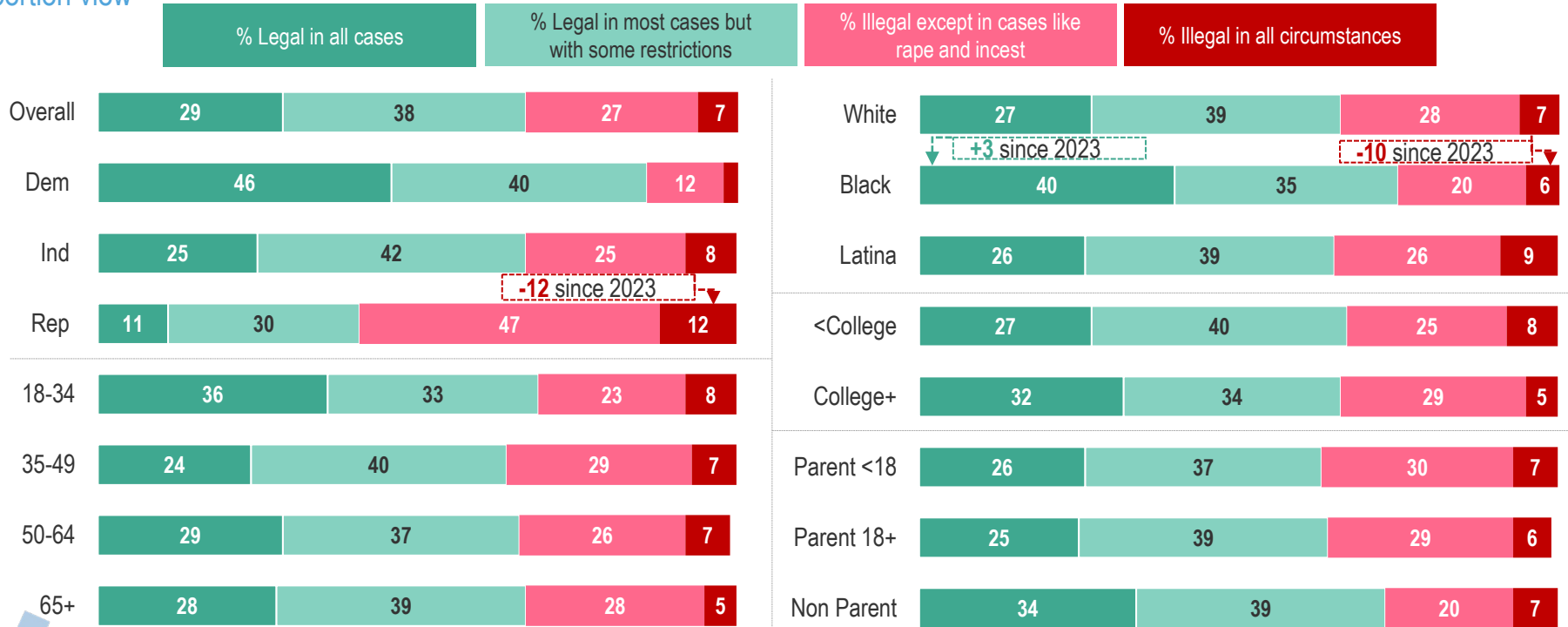
# Reproductive Rights

# The vast majority continue to believe abortion should be available and not limited by the government



# Women continue to overwhelmingly believe abortion should be legal in at least most cases, and Republican women's views have softened

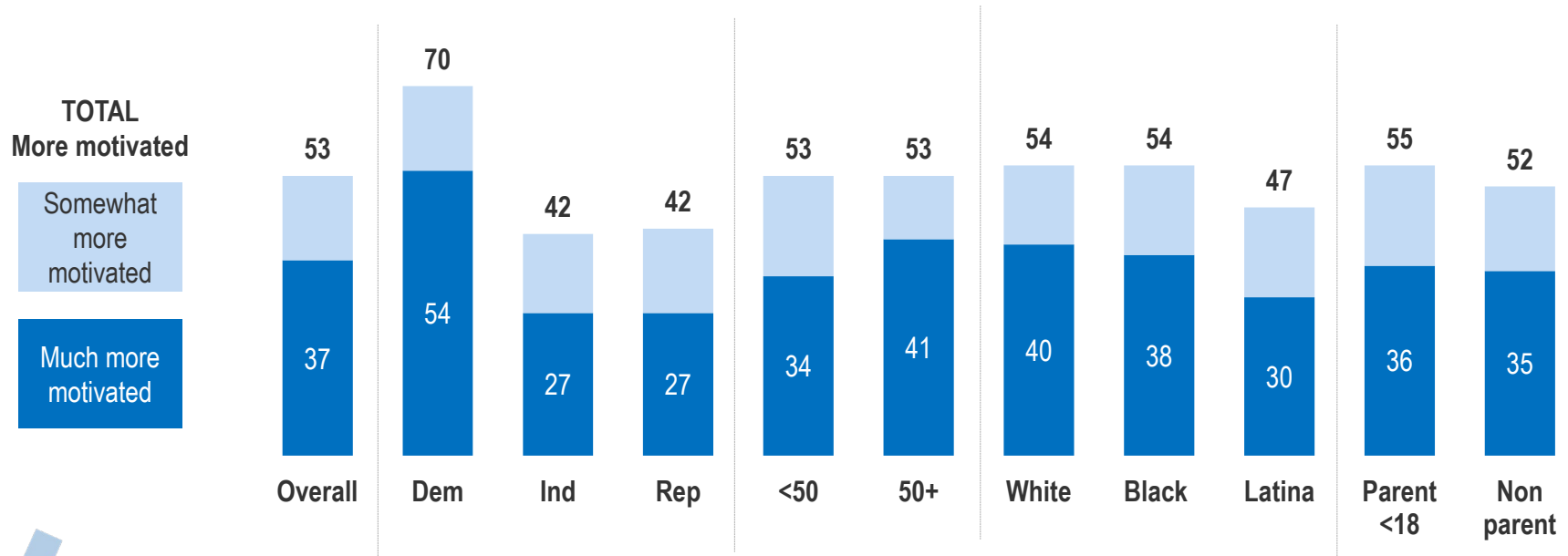
## Abortion view



# Among most major demographic groups, a majority of women find abortion to be a highly motivating issue to get to the polls in November

Impact of current state of abortion

How, if at all, does the current state of abortion rights affect your decision to vote or not vote this November?





WOMEN & POLITICS INSTITUTE  
SCHOOL *of* PUBLIC AFFAIRS

# Thank you!

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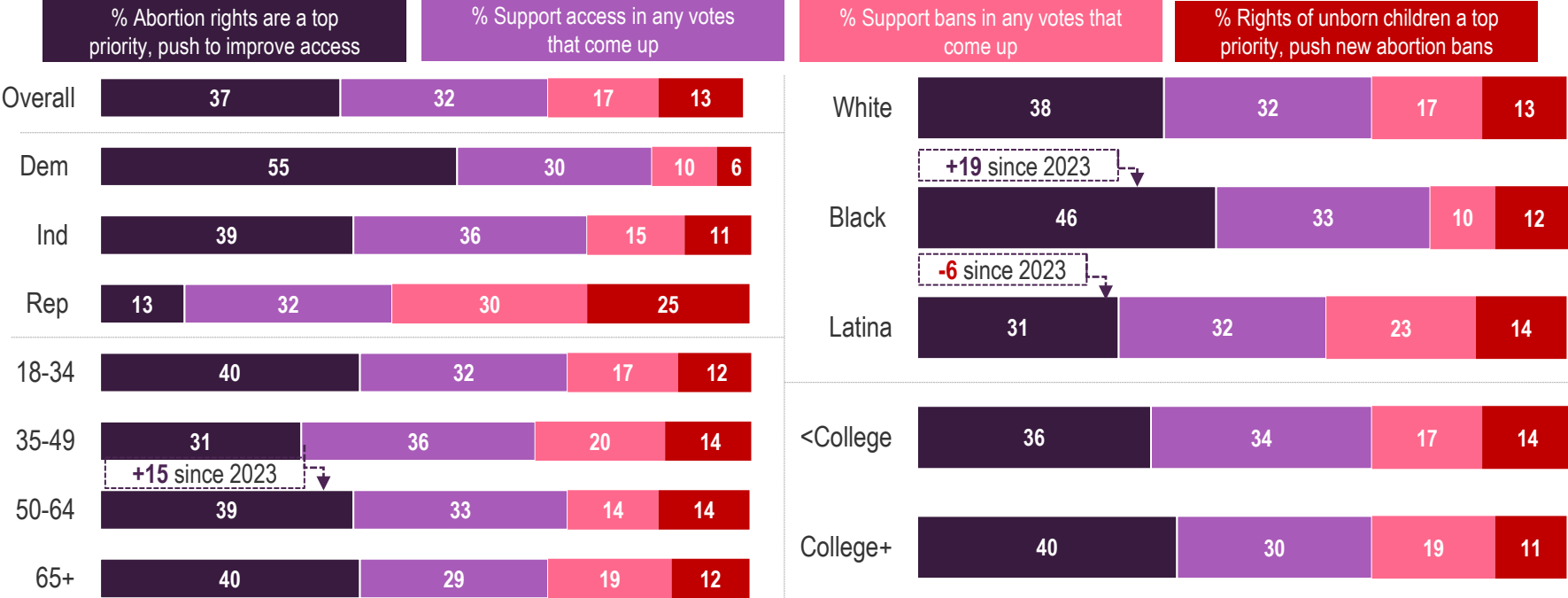
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## Appendix: Reproductive Rights

# Black women and middle-aged voters increasingly want lawmakers to expand abortion access

## Abortion priority





# Accessibility and affordability are seen as top priorities across the board, and we have seen gains among tough groups like Republicans

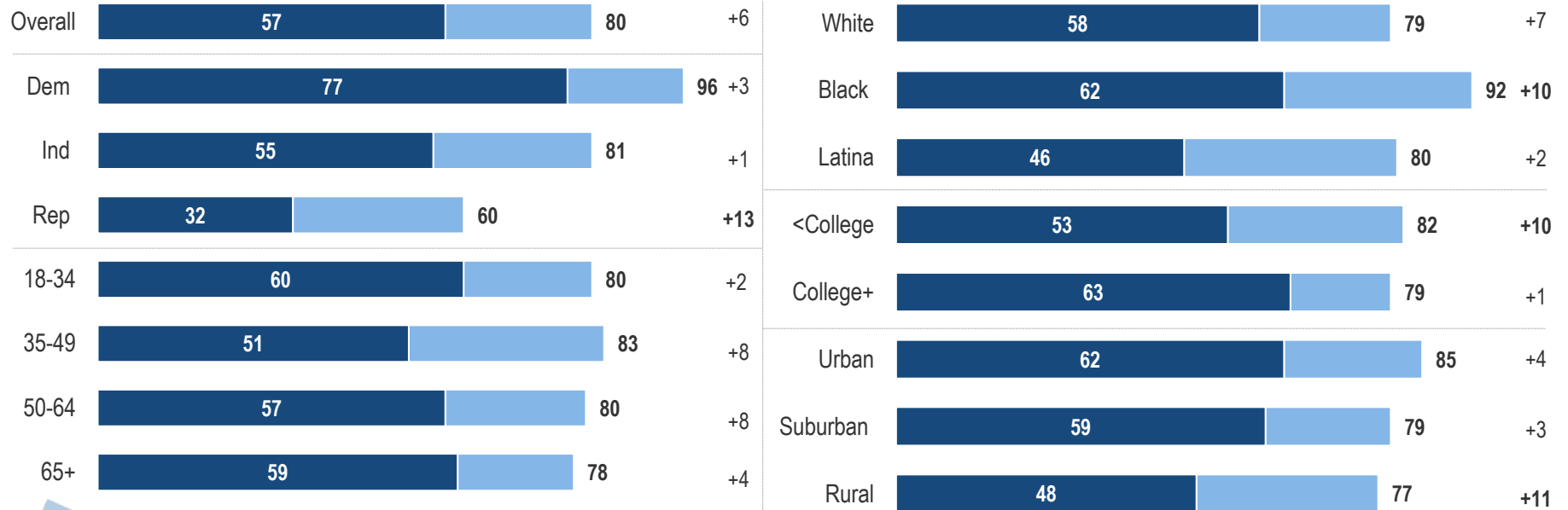
## Abortion accessibility

How important is it for abortion to be available and affordable to anyone who needs it?

**% Very important**      **% Somewhat important**      **Total important**

*Change in % Total Important since 2023*

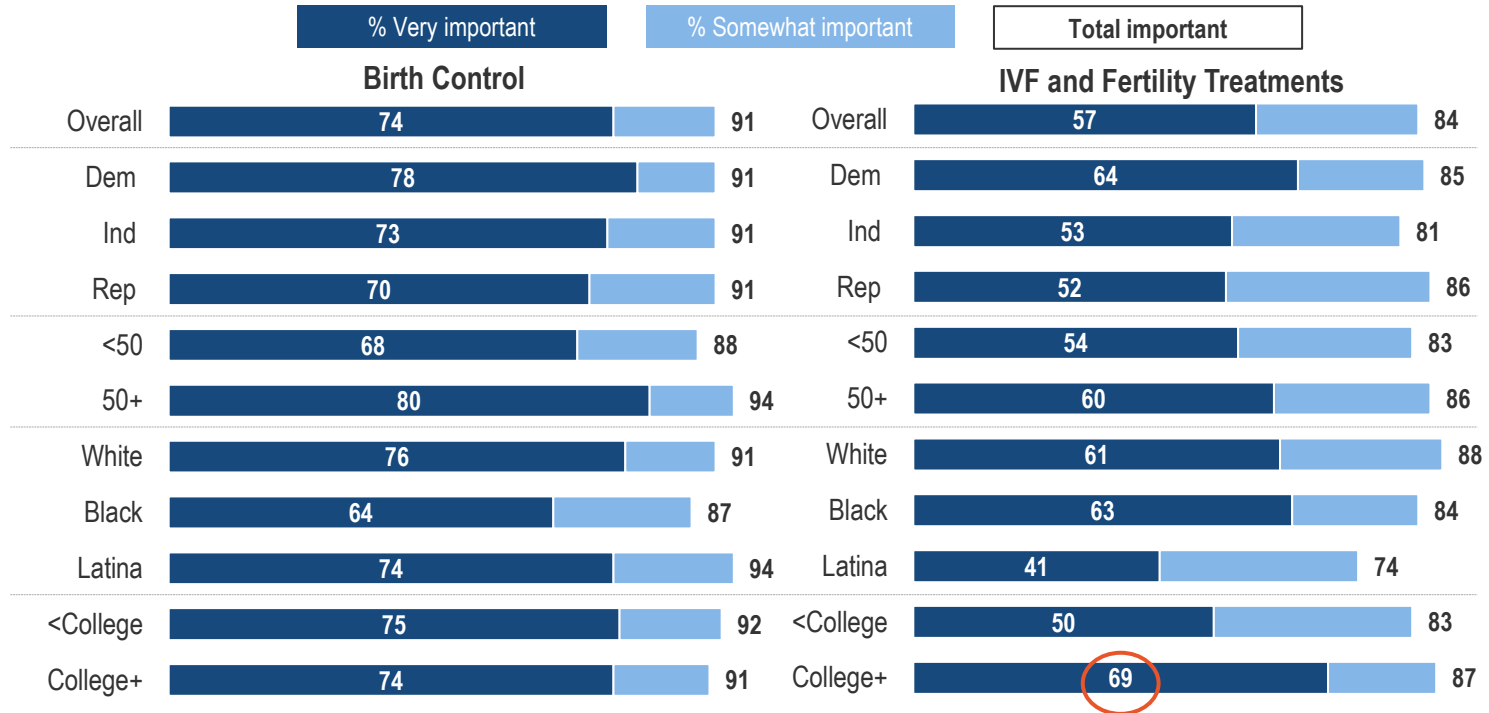
*Change in % Total Important since 2023*



# There is near universal desire among women to protect access to birth control and strong majorities want to protect IVF and fertility treatments

Abortion accessibility

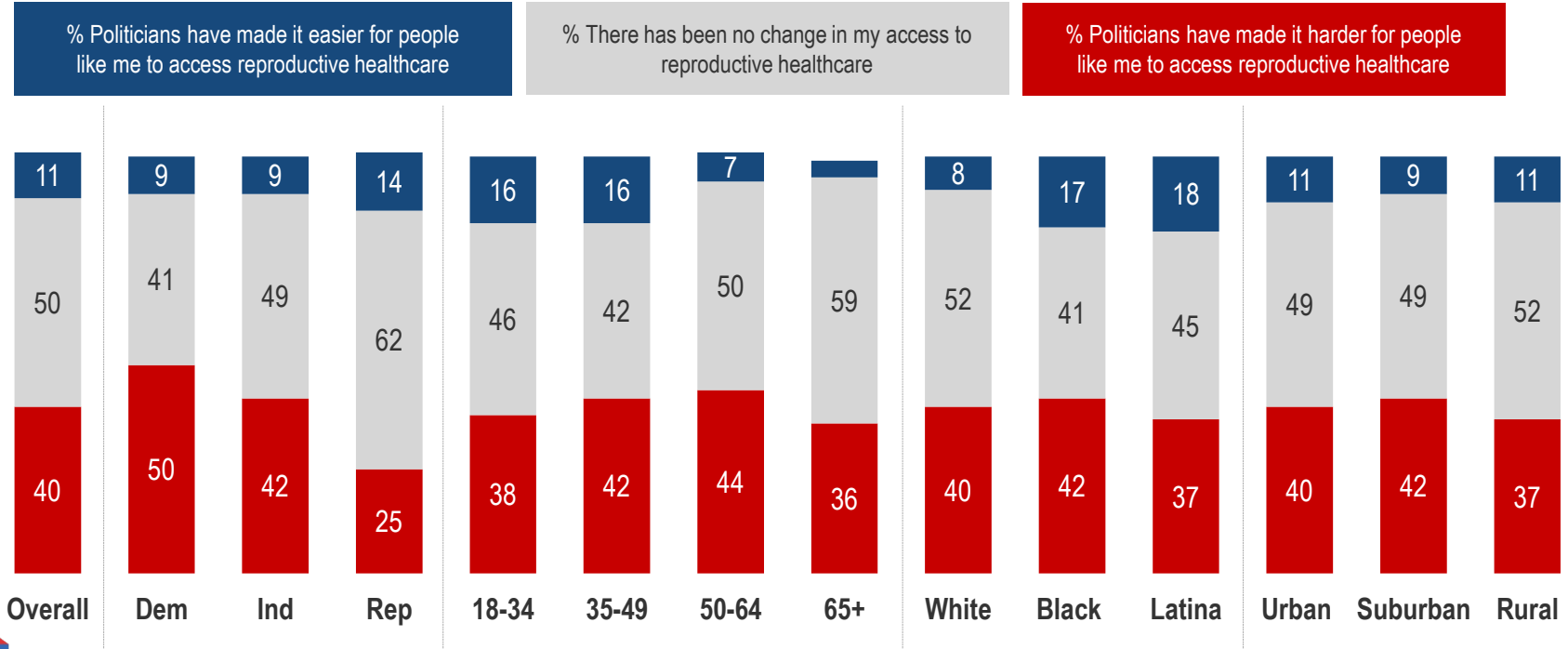
How important is it for birth control / IVF to be available and affordable to anyone who needs it?



# 4 in 10 women – including a quarter of Rep women – say politicians have made it harder for them to access reproductive care since Dobbs

Dobbs impact

Since the Supreme Court overturned Roe v. Wade, which of the following comes closer to your experience?



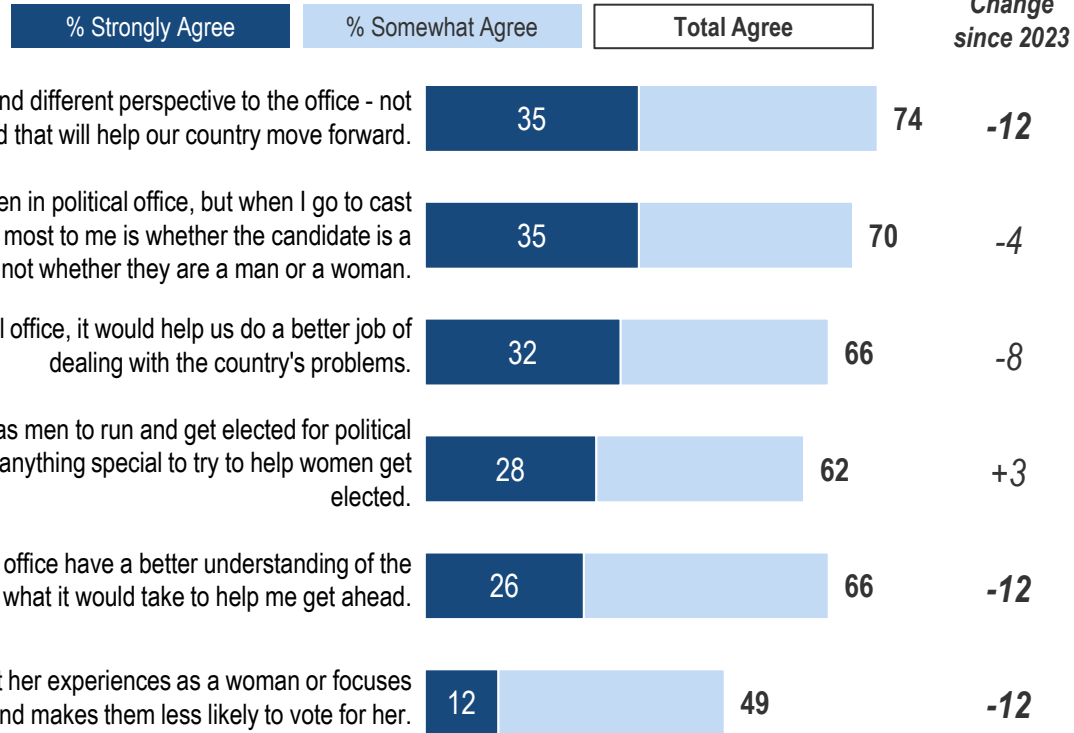


## Appendix: Other



# Women voters strongly agree gender is secondary to views, but also recognize the different perspective a woman brings to office

Women in elected office



% Total Agree		
Dem	Ind	Rep
87	75	56
83	62	62
90	67	32
53	59	79
86	60	46
45	54	50

# The majority of women in relationships mostly agree with their partners on issues—though that number is slightly lower for Independents and Women of Color

## Issue agreement

