

MEMORANDUM

TO: WINNING FOR WOMEN

FROM: LAUREN HUTCHINSON
ALEXI DONOVAN

RE: KEY FINDINGS FROM A SURVEY OF SWING/WEAK PARTISAN WOMEN IN 8 CONGRESSIONAL DISTRICTS

DATE: OCTOBER 26, 2023

The Tarrance Group is pleased to present Winning for Women with the key findings from a survey of voter attitudes among swing/weak partisan women in eight congressional districts. These key findings are based on telephone interviews with N=1,000 registered female voters throughout each district. Responses to this survey were gathered October 10-23, 2023, and the margin of error associated with a sample of this type is + 3.1% in 95 out of 100 cases.

OVERVIEW

POLITICAL ENVIRONMENT

Swing women in these districts disapprove of the job President Biden is doing and have an incredibly negative view of the direction of the country. That said, there is no real appetite for impeaching Biden and these voters would prefer to let the voters decide in the upcoming 2024 election.

A majority express that the country is in poor financial condition but there is hesitancy to blame any one entity on the increased cost of living and inflation. They don't fully buy into the notion that just out of control government spending, or Biden's policies are the cause. Instead, voters take a populist view that corporate greed is to blame, coupled with pent up consumer demand.

- Many Republican politicians capitalized on this sentiment during the UAW strike, joining the picket line to show their support for the workers, and not the corporate executives.

Pocketbook issues, particularly inflation and the cost of living, reign as most important. This electorate views their own personal financial condition more optimistically than that of the country but shows great concern around paying more for basic needs.

ISSUE CONFIDENCE

On key issues, voters in these districts give Republicans in Congress more of their trust on dealing with economic issues (like jobs and inflation) as well as on security (crime and dealing with foreign threats).

- When it comes to protecting Social Security and Medicare, they overwhelmingly give their confidence to Democrats. Any messaging on the issue must include the commitment to protecting these programs.
- There is real opportunity for Republicans to win on domestic energy production issues, as this electorate is divided on which party they trust more. These voters express appetite for relaxing government regulations to bring down the cost of gas prices, with bonus points for doing this while still protecting the environment.

ABORTION

While abortion doesn't pop in the top tier of this issue matrix, it's still going to be incredibly important and relevant in 2024. Today, a majority of American voters identify as pro-choice. That stated, these terms are nothing more than labels and not an actual identifier of where voters stand on the issue, as pro-life is perceived to be an extreme definition of no exceptions for any reason. In reality, only about a quarter believes in no exceptions and another 25% believes in abortions at any time, up until the moment of birth. That leaves the other 50% of the electorate somewhere in the middle, they believe in 15-20 weeks and exceptions.

- More than 60% of this electorate identifies as pro-choice.
- Women in these districts indicate they are split on how abortion laws should be handled, by state or nationally. This is true even among pro-choice voters.
- Swing women express they prefer a Republican candidate who wants to focus on issues facing everyday Americans, like the cost of groceries and improving crime, over a Democrat candidate who will fight to protect abortion rights even if it negatively impacts the economy and keeps costs high.

IMMIGRATION

These voters support tightening asylum laws to stop the flow of illegal immigration and to prevent drugs, especially Fentanyl, from coming across the border. This resonates with so many Americans, as they have been impacted in some way by the opioid crisis and have a personal story to tell.

PARENTAL RIGHTS IN EDUCATION

Parental rights are at the center of many current political debates. Swing women said they support giving parents a right to be involved in their child's education by allowing school choice, providing curriculum transparency, and protecting their child's privacy.

CRIME

With the uptick in crime in many cities across the country, women in these districts want to see law enforcement fully funded and given the resources they need to keep Americans safe.