

Q1 2024 WOMEN'S STATE OF MIND STUDY

Amidst the upcoming presidential election, concerns about the economy and unrest in multiple areas around the world, SheSpeaks fielded it's Q1 2024 Women's State of Mind Study.

Women Overwhelmingly Believe Country is Headed in WRONG Direction

75% say country headed in wrong direction
(Up ↑ 40% vs. Dec 2023)

Voter Uncertainty

Many women are still undecided on who they will vote for in the 2024 Presidential election

41%
are undecided



Growing Economic Concerns

Women are increasingly concerned about the economy

51%
think economy is getting worse
(Up ↑ 34% vs. Dec 2023)

Key Voting Factors

- 1 Economy (61%)
- 2 Healthcare (53%)
- 3 National Security (46%)
- 4 Social Issues incl. abortion rights (44%)
- Lowest on the list: Climate Change (22%)



News Sources

Where do women get information about candidates and elections?

- #1 Network TV
- #2 Online (displacing Cable News for #2 vs. 2020)
- #3 Social Media and Cable News tied



Influencer Impact

While **Household Products, Leisure Activities** and **Health & Wellness** top the list of categories that women rely on most heavily for recommendations, **reliance on influencers for Political Issues info has increased 26% since Dec 2023.**



SheSpeaks fielded the Q1 Women's State of Mind Study from January 31 – February 5, 2024. 1,250 women age 18+ from across the US completed in the study.
Visit shespeaksinc.com for more information