



2024 MID-YEAR REPORT

Tuned out: How toxic politics is changing the way women lead

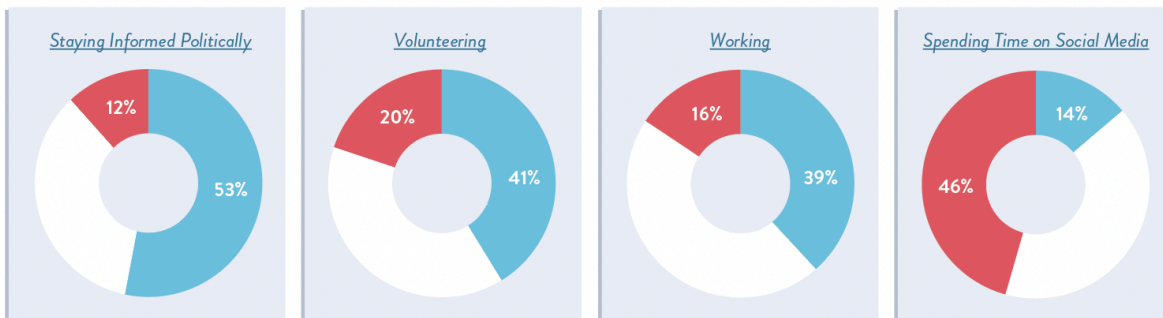
Research from She Should Run indicates that while a majority of women are increasingly disengaging from political news and citing a decreased likelihood of running for office due to political dysfunction, they continue to actively support and take action for their communities on important issues.

These findings come at a time of extreme polarization, turmoil, and uncertainty in American politics. Women's rights continue to be a [top issue](#) of debate among voters just months out from a presidential election when more Americans are considering sitting out than they were at this point in 2020, according to a June 2024 [CBS News](#) poll.

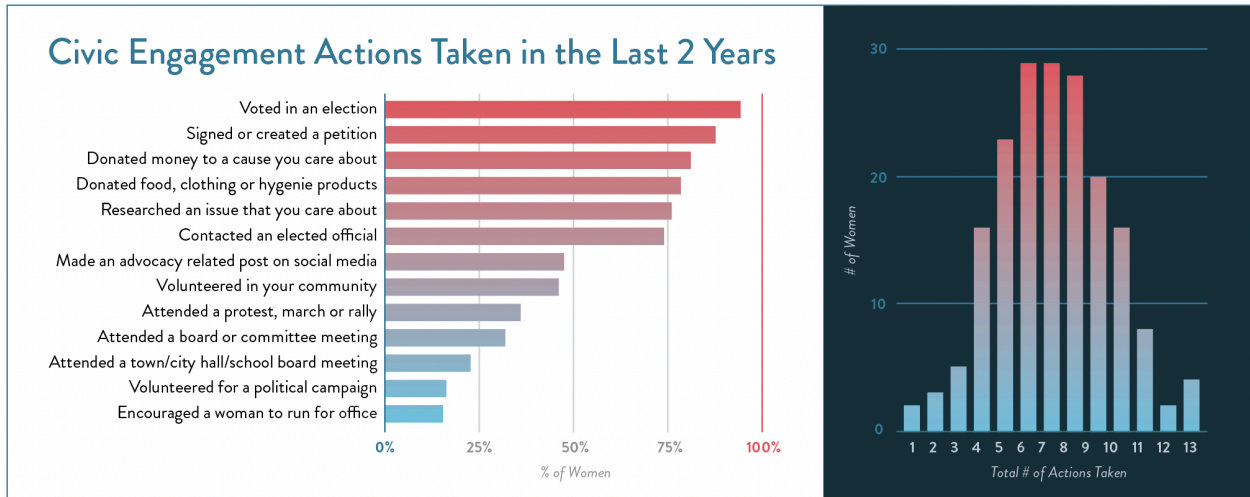
Utilizing both She Should Run data and survey data collected in partnership with CREDO Mobile, She Should Run found that when it comes to staying informed politically, **more than half of women (53.3%) are engaging less than they did five years ago, compared to 12.1% of women who are engaging more.** Similarly, **41% of women are volunteering less, and 38.6% of women report feeling less engaged in their work, pointing towards an overall checking out.**

Are you engaged in the following activities
LESS OFTEN or **MORE OFTEN** than you were 5 years ago?

■ LESS OFTEN □ THE SAME ■ MORE OFTEN



In contrast, while it would appear that women are tuning out of the political noise, a remarkable **94.1% of women have engaged in four or more civic activities¹ in the last two years.**



Women politicians [experience disproportionate rates](#) of violence compared to their male counterparts, yet research proves that even when the noise and toxicity become too much to handle, women still show up for their communities. While **66.3% of women indicated that they are less likely to consider running for office because politics seems toxic**, almost the same proportion—**63.43%**—ranked either **bringing change to their community or pursuing issues they care about as the top reason** that would motivate them to consider running for office. Moreover, **67.2% of women said they would be more likely to explore elected leadership if they had details about how they could impact their community.**

The data suggests women experience a disconnect between how they describe their own (heightened) civic engagement and the intense disillusionment they feel about politics. These women already have what it takes to be an elected official. Taking action that is informed by this new data means showing up where women already are to connect the dots, not throwing them into an arena they find exhausting and unmotivating. She Should Run is the only nonpartisan nonprofit nurturing future elected leaders from all walks of life exclusively in their pre-ballot phase.

To see a future with more women in the halls of power, facilitating civic engagement is our best bet to create a gateway to political leadership. Our **survey data shows that 45.7% of women are**

¹ Civic activities include: voting; signing or creating a petition; donating to a cause they care about; researching an issue they care about; contacting an elected official; making an advocacy-related post on social media; volunteering; attending a protest, march or rally; attending a board/committee/town hall/school board meeting; and encouraging a woman to run for office.

spending more time on social media now than five years ago, while more than half have decreased how much they stay engaged politically. With this in mind, we must lean into non-traditional approaches to reach women who likely aren't thinking about running for office where they *are* showing up: on social media, through digital tools, and in webinars focused on specific issues, rather than running for office as a whole, just to name a few.

She Should Run's resources and programs bridge the political ambition gap between men and women; dismantle perceptions about running for office; offer simple steps women can take to uncover their political power; and ultimately help women develop leadership competencies that are crucial in a polarized political environment, including becoming self-aware, engaging others, and leading change to unite people and renew public trust.

The work to build a representative government is a long game. It will take time. According to survey data, **if they were to run, only 14.1% of women said they would do so within the next two years. Women who have more closely interacted with She Should Run indicate a shortened timeline, with 39.5% saying they would run within the next two years.** To see a significant increase in the number of women running, we need to increase the number we reach in the near term drastically. No one will go from "I hate politics" to "I'm running for office" in one election cycle.

To harness the political power of women from all walks of life, She Should Run delivers programming that meets women where they are and underscores their critical role in addressing our nation's most pressing challenges. Our substantial brand reach, access to untapped audiences via our partners, and comprehensive data enable us to keep our finger on the pulse of what motivates women to take action. We use accessible content and peer mentorship to move a woman from a place of uncertainty to a place of leadership, building her confidence, demystifying the role of an elected official, and connecting serving in elected office to her personal goals and values.

Taking Action

While the data may show fatigue among American women when it comes to politics, now is not the time to lean out—inaction is not an option. Showing up for your community means participating during and after the election season. Let these findings be a wake-up call: how women already show up is enough, and taking action will make a difference in your community.

With 61.14% of women surveyed reporting that they have never considered running for office, we have work to do to help connect the dots between the leaders they already are and the future we all want. If you thought someone else would step up to the challenge, we ask: if not you, then who?

If the message for women is “Keep showing up for your community,” let us be the first to tell you, you got this! [Encourage a woman](#) in your life to run for office or [consider it for yourself](#). We’re here for you.

About She Should Run

Founded in 2011, She Should Run is a nonpartisan nonprofit on a mission to revolutionize the landscape of women in American political leadership by shattering barriers and redefining possibilities for women in elected office. Our work seeks to protect our democracy by accelerating the rate at which we reach gender equality in U.S. elected leadership by increasing the number of women, representative of the projected 2060 population, in the political leadership pipeline. There are 24.4 million American women who have what it takes to lead in public office but who need more support to get there.

Methodology

CREDO Mobile received 753 survey responses from survey respondents who identified as women. In order to more closely represent the demographic breakdown present in the United States, we filtered the responses down to 200 using age, race/ethnicity, and date submitted. Survey responses outside of demographics were not taken into consideration during the filtering.