



2025 ANNUAL REPORT

Our country faced a coordinated assault on democratic norms in 2025: one that used culture, identity, and media to shape worldviews, undermine trust in democratic institutions, and erode civic participation. Galvanize Action's **award-winning research team** led 25+ research projects to ensure we stay on the **cutting-edge of understanding** ideologically-moderate women to root our strategy in what is needed to meet the moment.

KEY TAKEAWAYS OF THE 2024 ELECTION

We analyzed the verified voter data made available in 2025 from Pew Research Center and the American National Election Study (ANES) to take a look beyond exit polls to **what happened in the election**, particularly with respect to our target audience.

- Democrats lost ground with nearly every demographic compared to 2020. But in that data, there was a bright spot. White women shifted left compared to 2020 by 4pp.
- Moderate white women leaned more Democratic in 2024 than they did in 2020.
- Most moderate white women made their decision well in advance of Election Day, supporting the idea that it's important to talk to our audience early and often.

UNDERSTANDING MEDIA CONSUMPTION HABITS

We conducted **multiple research projects to understand** where ideologically-moderate women get their news, what social media platforms they frequent, and the type of content they seek.

Many in our audience avoid the news and instead get their information from social media and through entertainment/cultural content.

Facebook and YouTube are the most popular social media platforms for moderate women in our research. Nearly all respondents (93%) report using Facebook daily.

They seek content focused on relationships, and they want that content to be kind and inclusive, solutions-focused, and action-oriented.

Visually appealing content is important to our audience and video content is particularly popular.

These learnings will **directly inform our strategy and programming** in 2026 and beyond.

PROGRAMMING ON TOP ISSUE: THE ECONOMY

Our audience indicated that the **economy is the most important issue** to them every single time we asked throughout 2025. Amidst rising prices, confusing tariff legislation, and cuts to essential federal programs, women in our audience worried about their financial stability. Nearly a quarter of those surveyed said they were unable to make ends meet, and a majority were deeply stressed by the high cost of living and economic uncertainty.

Recognizing the importance of connecting with ideologically-moderate women on their top issue, we **delivered programming** throughout the year to play a role in **shaping their worldview** and helping them see who has their back and who is to blame for the struggles of working families.



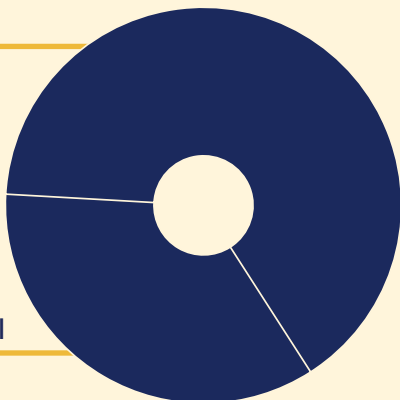
FINANCIALS

REVENUE

Total: \$3.72M

Individual
65.0%

Institutional
35.0%



EXPENDITURES

Program Dissemination

12.9%

Personnel
27.3%

Technology

3.1%

Audience Research
28.9%

Overhead
27.8%

