



One Nation Abortion Perceptions & Messaging Research

Poll: June 4-7, 2023

N=2,529 voters nationwide

MoE: $\pm 1.99\%$

Focus Groups: Des Moines, IA; Cleveland, OH; Billings, MT





Regional Definitions

- Northeast** **New England:** Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont
Middle Atlantic: New Jersey, New York, Pennsylvania
- Midwest** **East North Central:** Indiana, Illinois, Michigan, Ohio, Wisconsin
West North Central: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota
- South** **South Atlantic:** Delaware, DC, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia
East South Central: Alabama, Kentucky, Mississippi, Tennessee
West South Central: Arkansas, Louisiana, Oklahoma, Texas
- West** **Mountain:** Arizona, Colorado, Idaho, New Mexico, Montana, Utah, Nevada, Wyoming
Pacific: Alaska, California, Hawaii, Oregon, Washington



Core Findings

- The *Dobbs* decision has recharged the abortion debate and shifted more people (including some Republicans) into the anti-*Dobbs* “pro-choice” camp.
- Voters have distorted views about what “pro-life” and “pro-choice” actually mean:
 - “Pro-life”= flat ban on abortion without exceptions
 - “Pro-choice”= varied levels of restrictions
- Talking about federalism and “leaving it to the states” isn’t adequate; voters want to hear policy specifics.
- Voters strongly support exceptions to abortion bans (rape/incest/life of mother).
- Voters broadly support some restrictions on abortion and oppose unlimited abortion.
 - Research shows support for restrictions after 12 or 15 weeks.

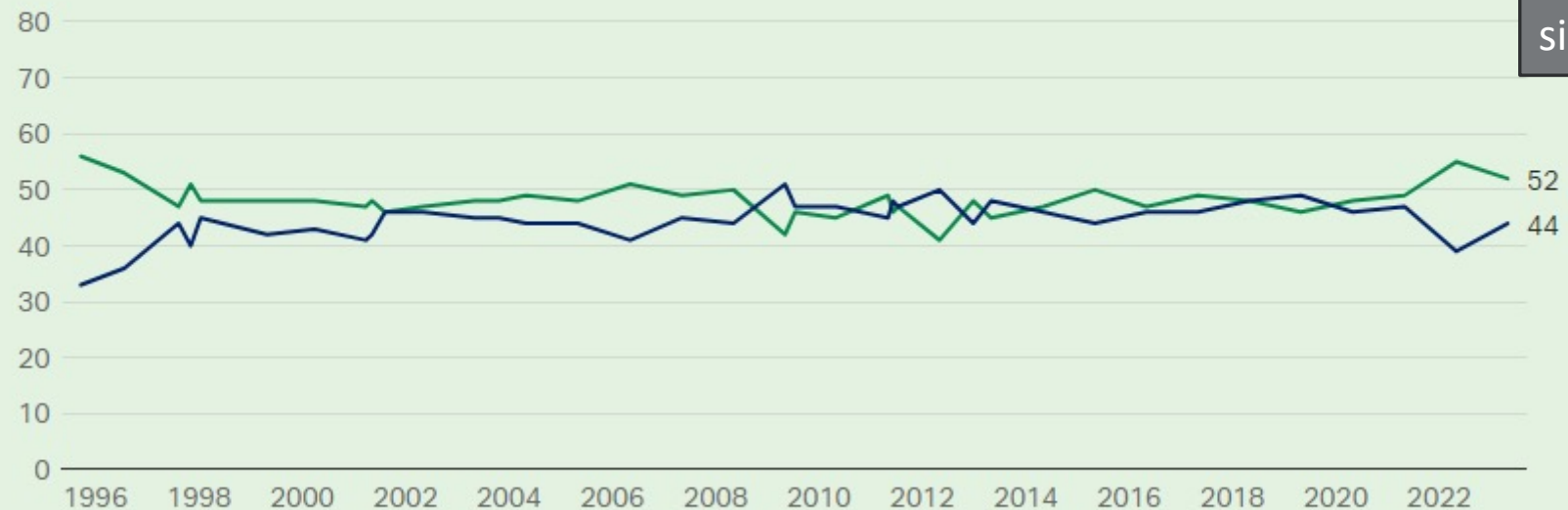
Post-*Dobbs*, More People Identify As “Pro-Choice”



With respect to the abortion issue, would you consider yourself to be pro-choice or pro-life?

Trend from polls where pro-life/pro-choice was asked after question on legality of abortion

— % Pro-choice — % Pro-life



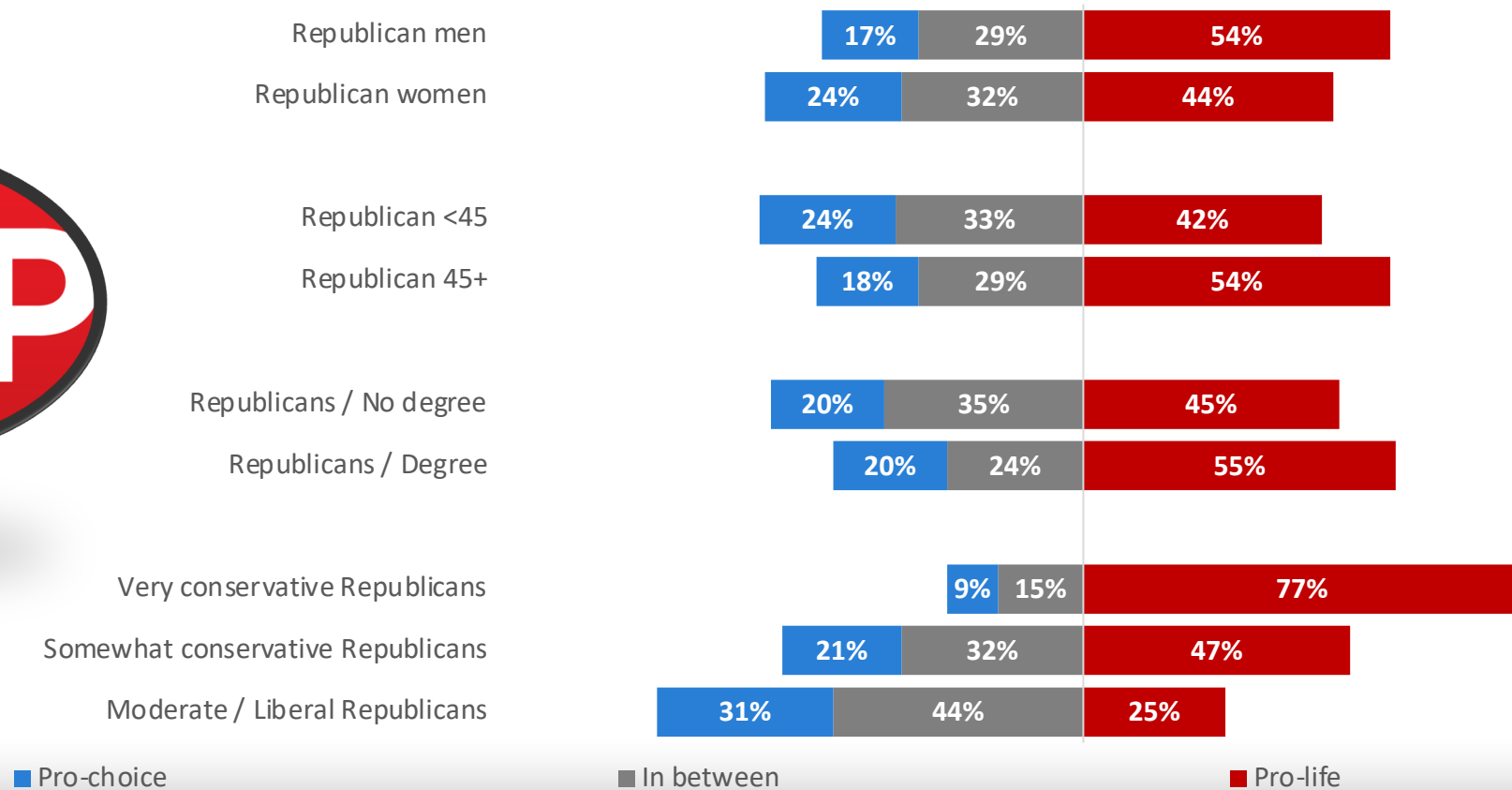
Gallup’s 2022 polling saw 55% identify as “pro-choice,” the highest share recorded since 1995.

GALLUP

Lots Of “Gray Area” Among GOP Voters Esp. Women, <45, No Degree



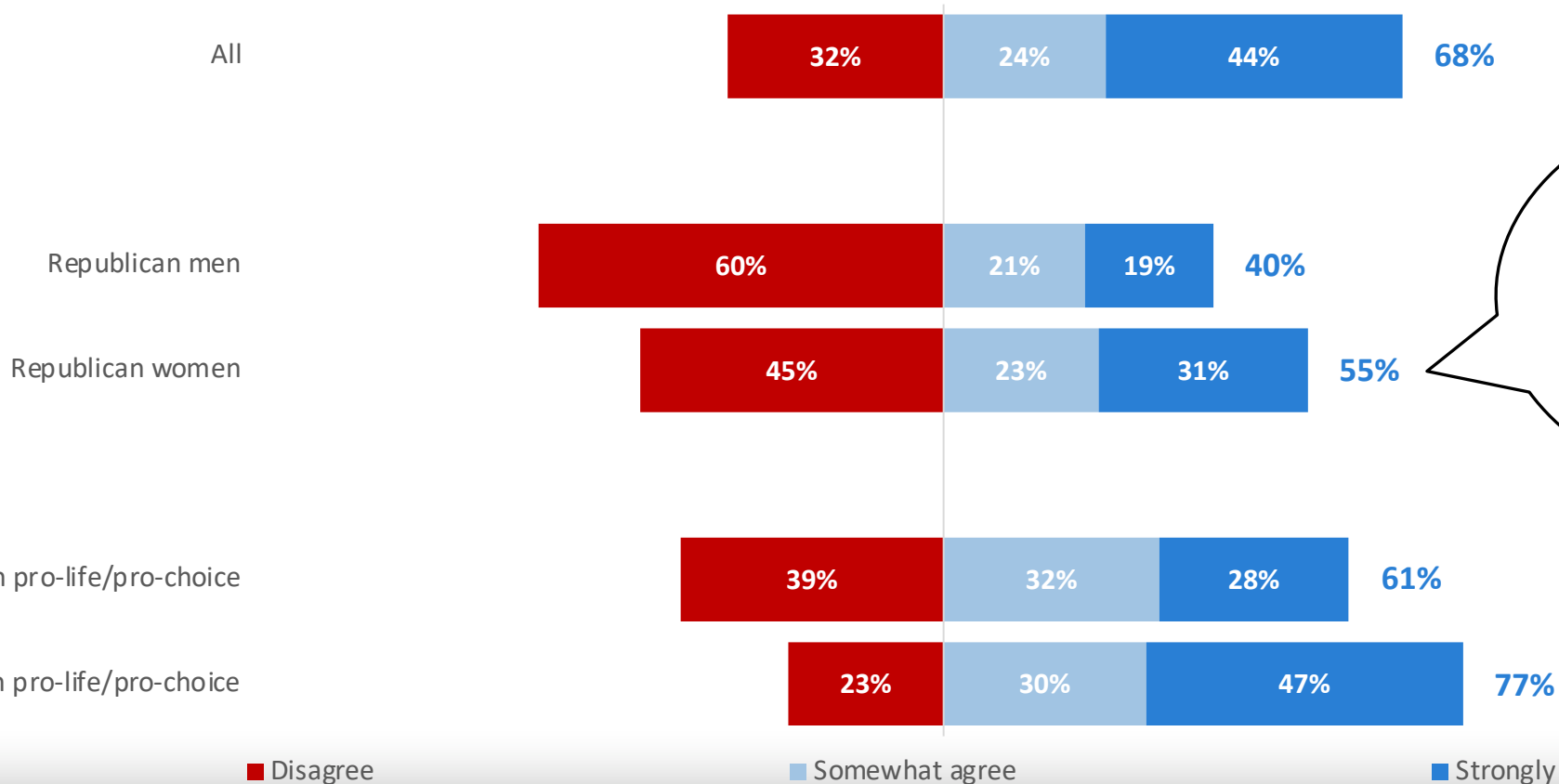
Do you think of yourself as more pro-choice, pro-life, or somewhere in between?



Women (Including Conservatives) Want To Hear From Women



Women should have the loudest voice in the abortion debate, and male politicians should stay out of the debate.

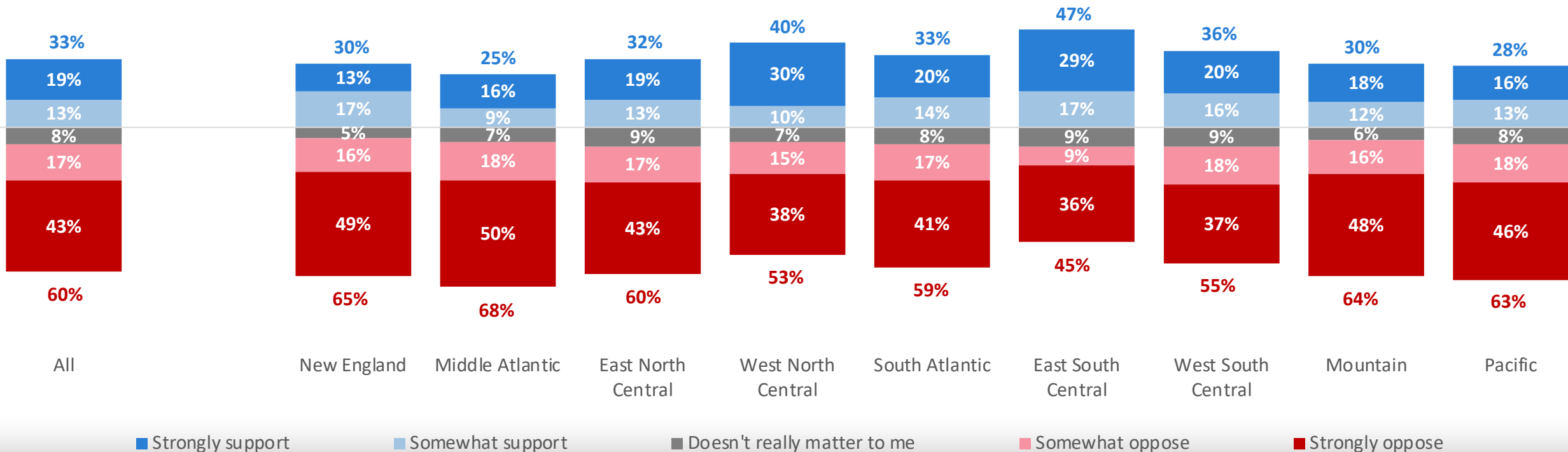


"I'd rather hear from conservative women, they're going to have more empathy on the issue."

Voters Generally Oppose The *Dobbs* Decision – And With Intensity



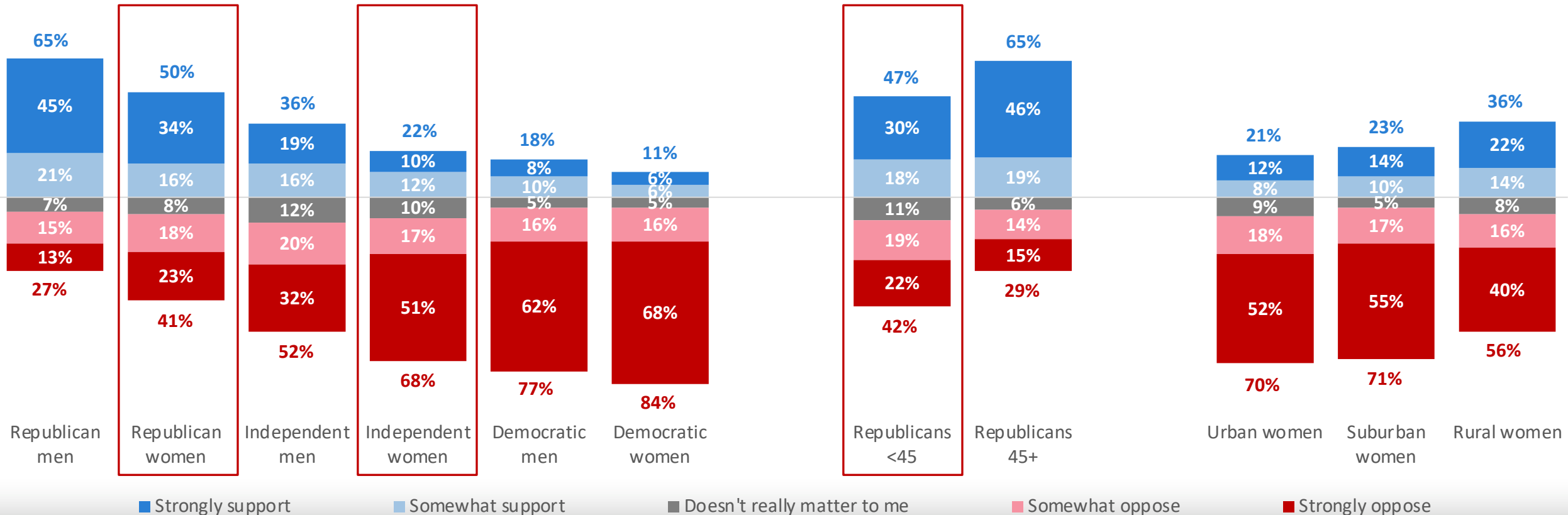
Overall, do you generally support or oppose the U.S. Supreme Court’s decision to overturn *Roe v. Wade*, giving states the ability to restrict abortion?



Conservative Women, Younger Conservatives Divided On *Dobbs*



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Ideal Abortion Policy (In Voters' Own Words)



- **Understanding / empathy for difficult situations (rape/incest).**
- **Some access, *to a point*.**
- **Guardrails to keep liberals from over-reaching.**
- **Honesty: “I am pro-life and...”.**

“There needs to be some common ground, for the sake of the woman.”

“We should be able to understand when the right time period is and give women some options.”

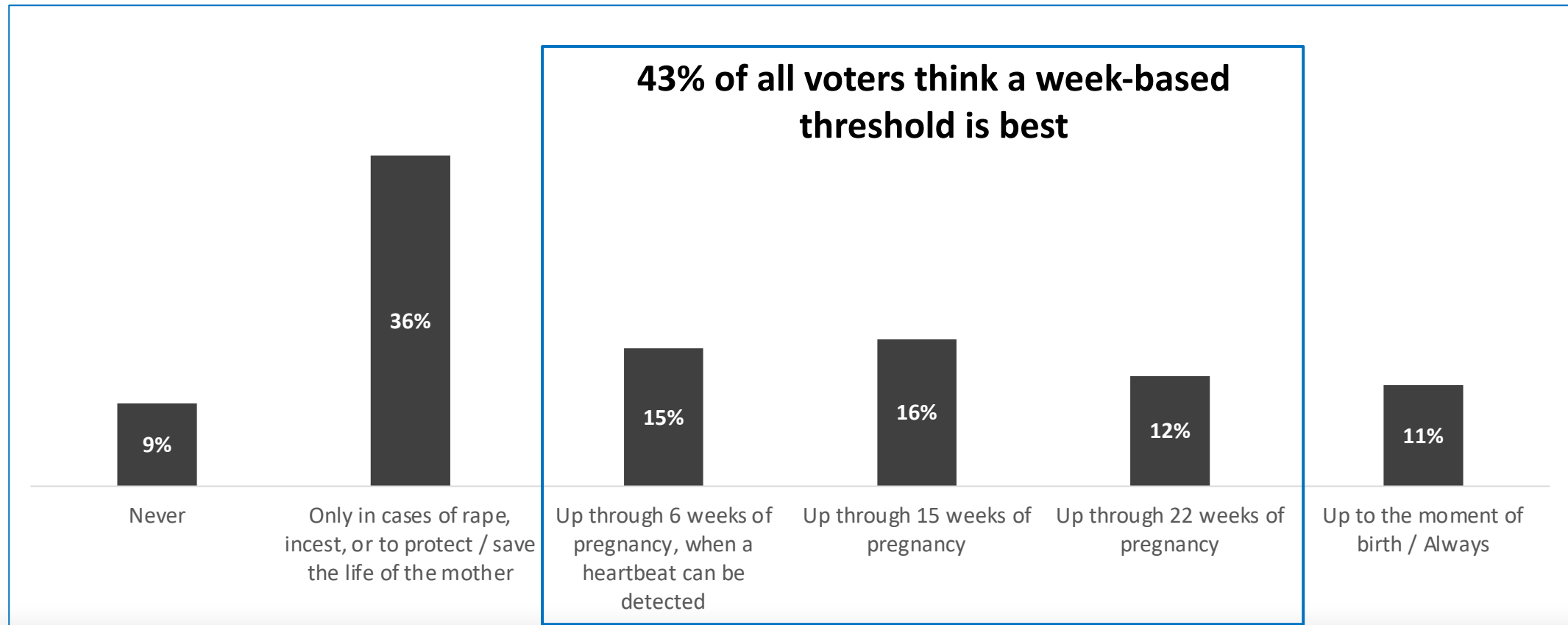
“I don’t want abortion up until the moment of birth, but we have to understand that every case is different. There has to be exceptions and some limits that account for each situation.”

“Some of the laws being passed have no compassion. Like carrying a dead fetus to term. Where is the common sense?”

Despite General Opposition To *Dobbs*, Most Voters Want Restrictions



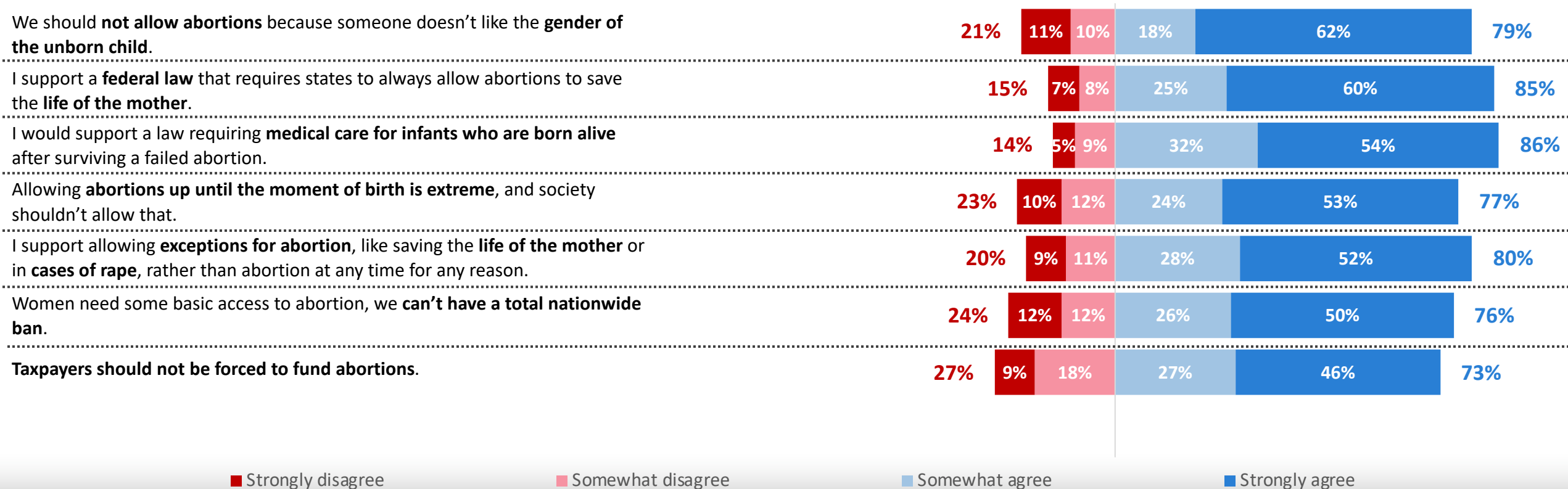
In your opinion, when should abortion be legal?



Broad Support for Some Abortion Restrictions—and Exceptions



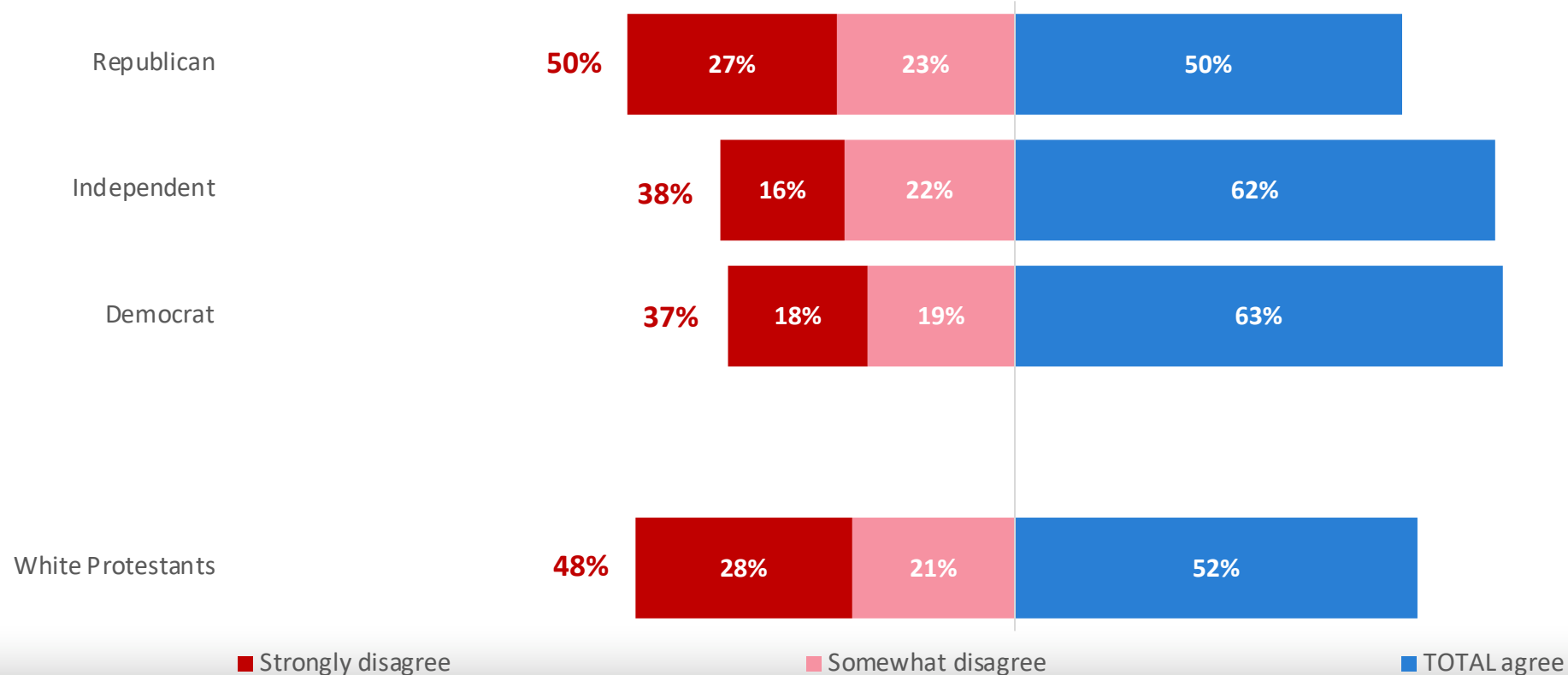
Below are some statements that have been made about abortion. For each one, please mark whether you agree or disagree with that statement.



15 Weeks Is A Compromise But Divides Republicans



The law under *Roe vs. Wade* was that abortion could be banned at 22/24 weeks. Now some states have passed a ban at 6 weeks. We should find a middle ground, like a 15-week ban on abortions.



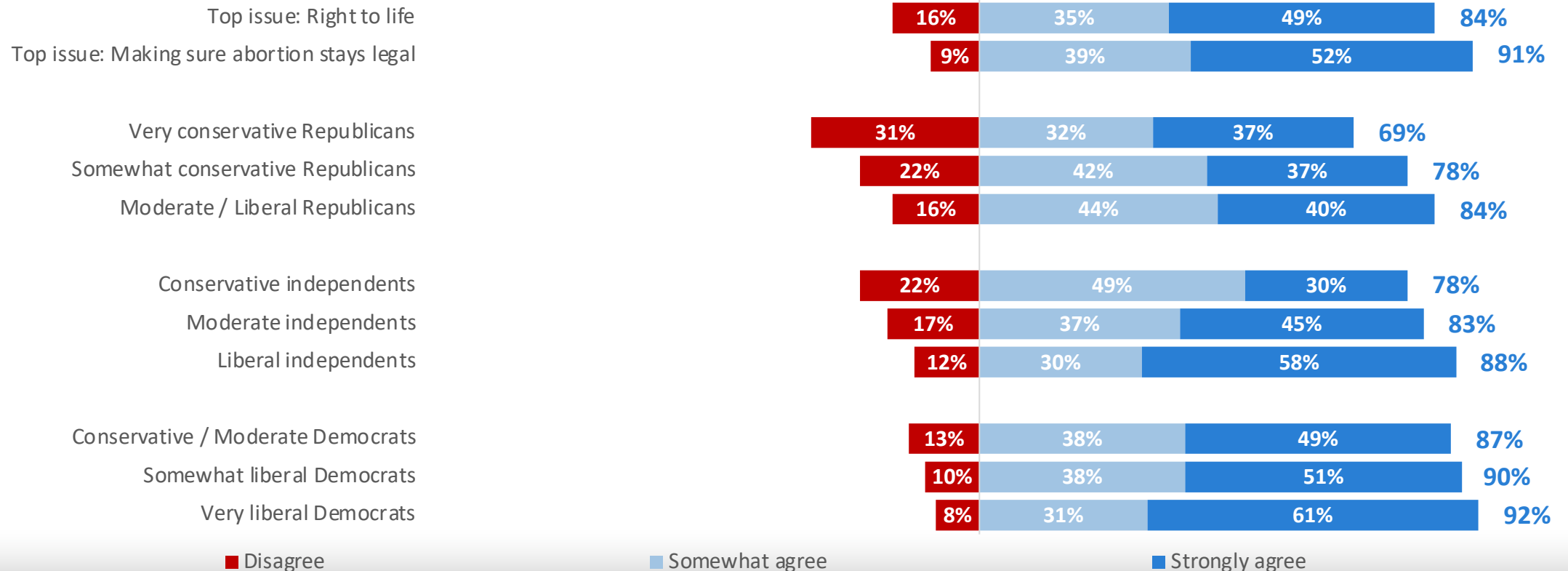
"It's middle ground, neither side gets everything that they wanted. That's called lawmaking."

"I'd support this if it also required an ultrasound, like Gianforte did."

Pivoting To Safety Net Appeals To The Center Without Alienating Right



This debate is about more than abortion. America needs a stronger safety net to give women parental leave and child care opportunities, or make it easier to put their unborn child up for adoption.



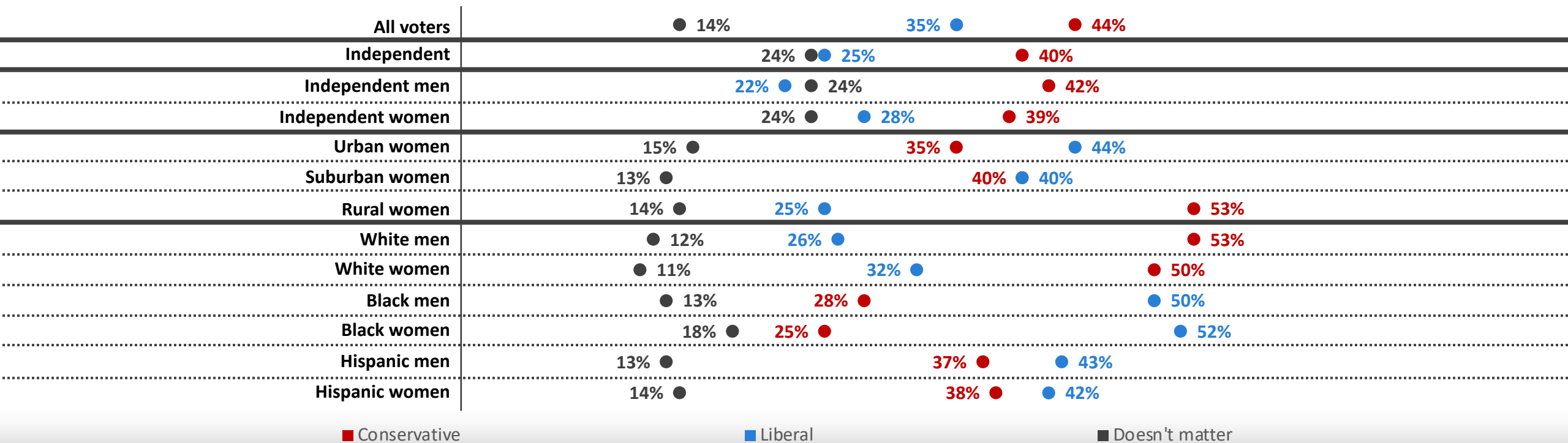
Drive The Choice: Reasonable Restrictions Versus Liberal Extreme



Between the following, which aligns more with your position?

A conservative who supports some limits on abortion, like a ban on abortion after 15 weeks, with exceptions in case of rape, incest, or to save the life of the mother.

A liberal who supports legal abortion at all stages of a pregnancy, for any reason.





Effective Messaging

1. Clearly articulate support for exceptions.
2. Own the center with support for reasonable abortion restrictions.
3. Highlight liberals' extremism—including voting for no abortion restrictions.
4. Bridge to safety net policies like adoption and support for young families.