

navigator*

Tuesday, April 26th

Communicating on Abortion: A Guide for Advocates



Key Takeaways:

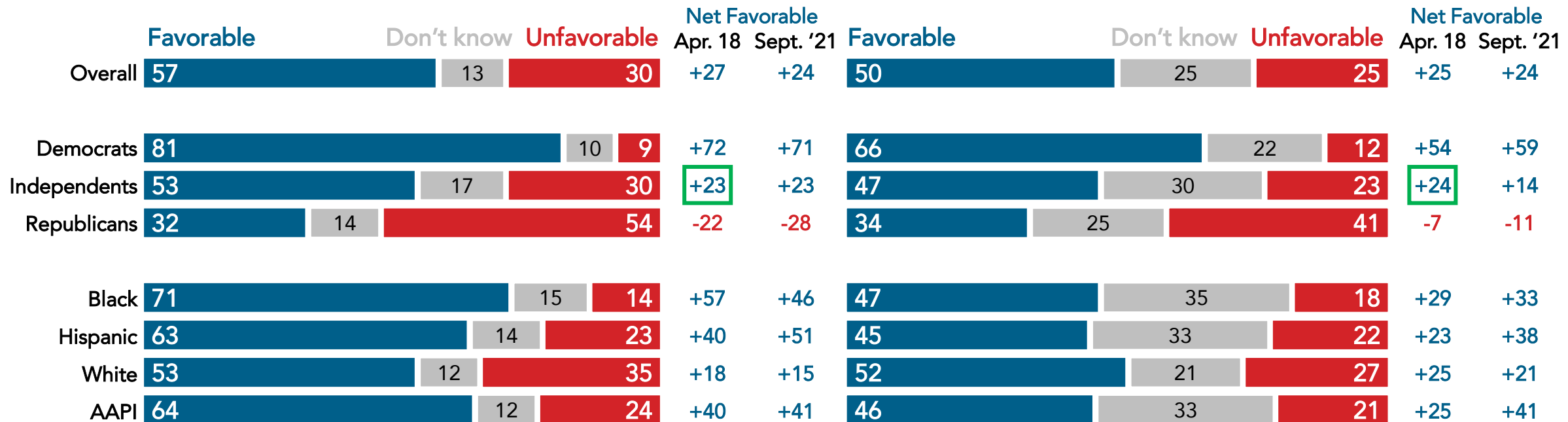
- Biden and Democrats are more trusted to handle abortion-related issues; about three in five Americans identify as “pro-choice.”
- Majorities believe the right to an abortion is at risk, with Americans in the South particularly likely to say the right to an abortion in their state is at risk.
- A Supreme Court ruling that weakens or overturns *Roe v. Wade* would motivate Democrats and pro-choice Americans significantly more to turn out in 2022 than Republicans and those who are pro-life.

Planned Parenthood and the *Roe v. Wade* Decision Remain Popular With a Majority of Americans

Independents are favorable toward Planned Parenthood by a 23-point margin (53% favorable/30% unfavorable) and toward *Roe v. Wade* by a 24-point margin (47% favorable/23% unfavorable).

Please indicate how favorable or unfavorable you are to:
Planned Parenthood.

Please indicate how favorable or unfavorable you are to:
Roe v. Wade.

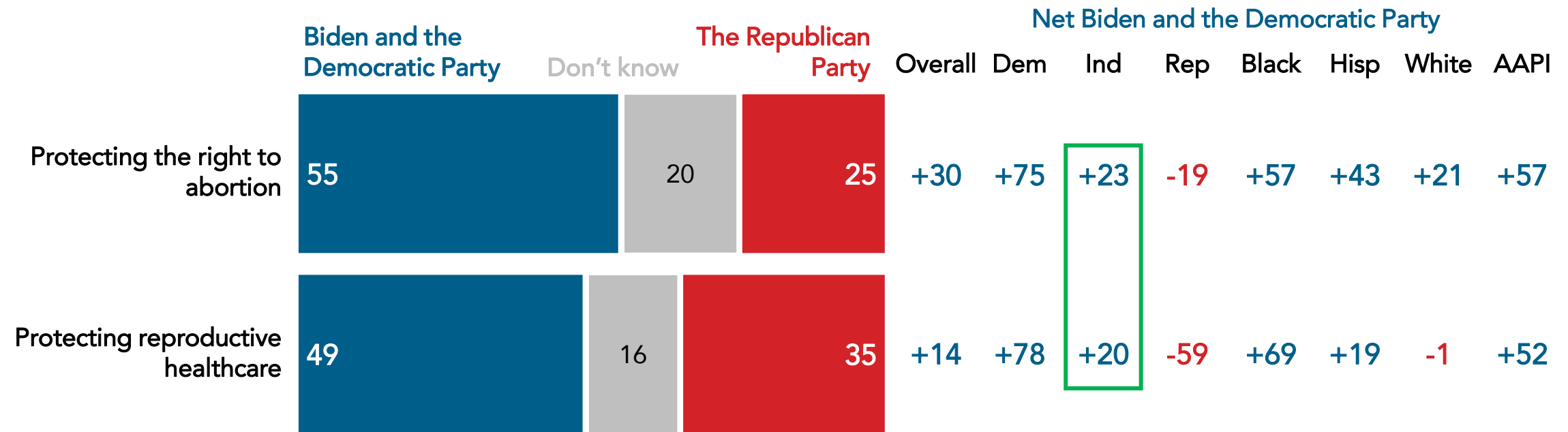


Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted April 14-April 18, 2022. For more info, visit navigatorresearch.org

Biden and Democrats Are Notably More Trusted on Abortion and Reproductive Healthcare Over Republicans

Among independents, Biden and Democrats are more trusted by 23 points to protect the right to abortion and 20 points to protect reproductive healthcare.

Below is a list of issues. Please indicate who you trust more to handle each one.



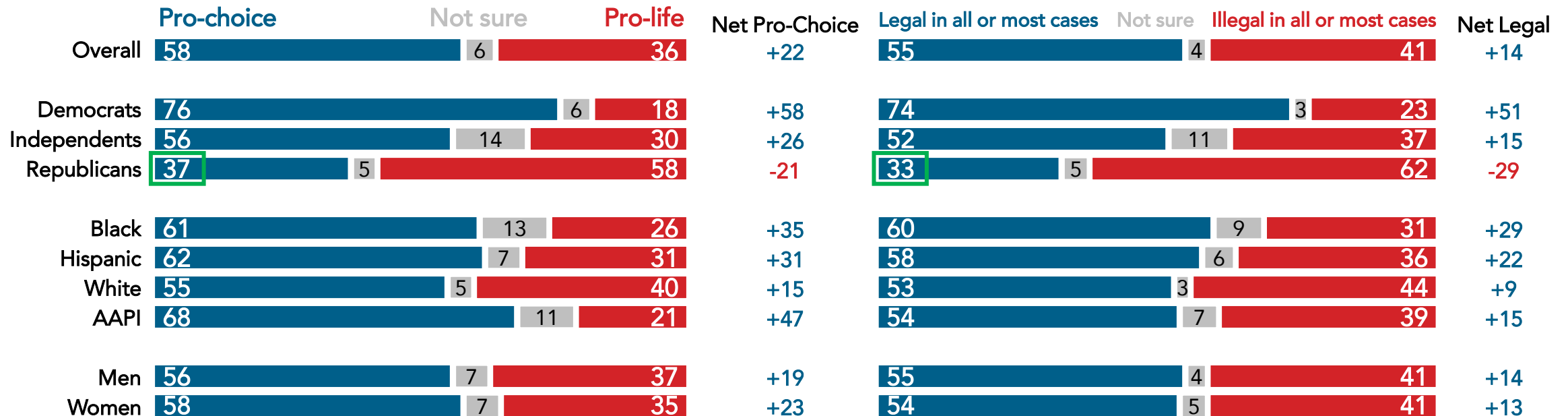
Nationwide survey of 997 registered voters conducted April 14-April 18, 2022. For more info, visit navigatorresearch.org.

Majorities of Americans Say They Are Pro-Choice and Feel Abortion Should Be Legal in All or Most Cases

Nearly four in ten Republicans consider themselves to be pro-choice (37%) and one in three think abortion should be legal in all or most cases (33%).

When it comes to the issue of abortion, which of the following best describes your position?

Which of the following comes closest to your position regarding the issue of abortion? Abortion should be...

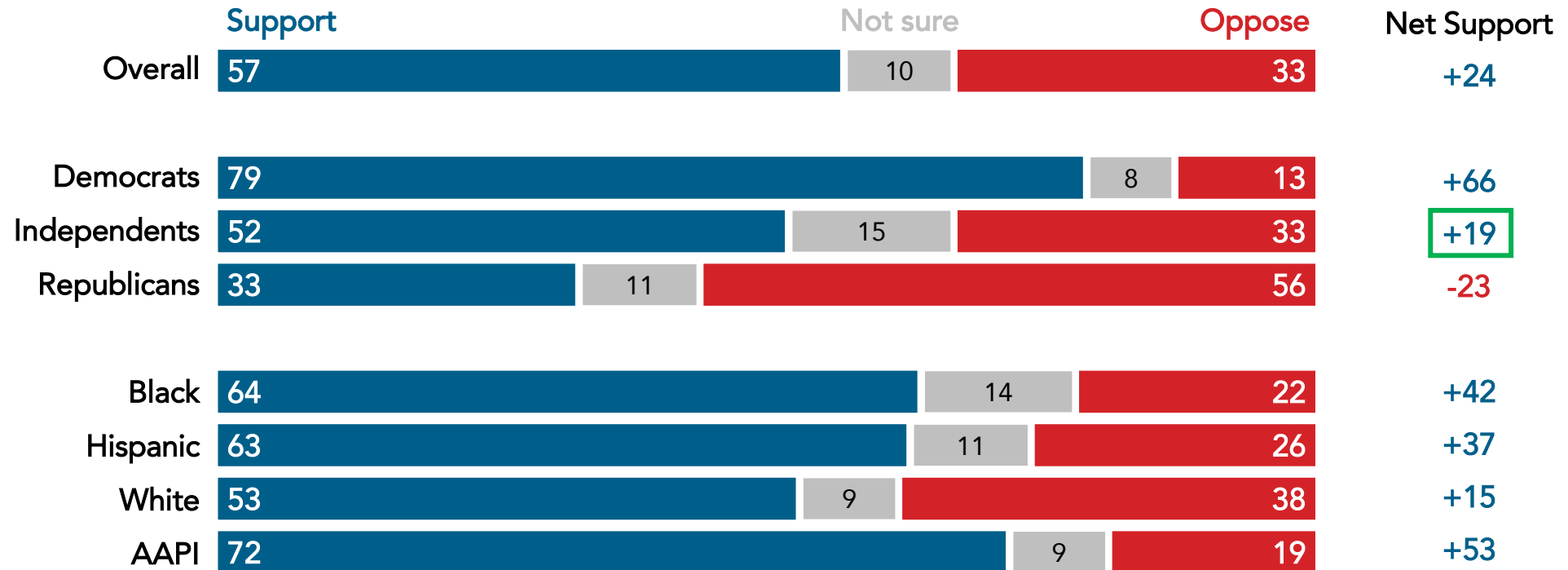


Nationwide survey of 997 registered voters conducted April 14-April 18, 2022. For more info, visit navigatorresearch.org.

Most Americans Support Congressional Protections Guaranteeing Abortion Rights

Almost three in five (57%) support Congress passing a law that would guarantee the right to an abortion (independents support this by a 19-point margin).

Do you support or oppose Congress passing a law guaranteeing the right to an abortion?



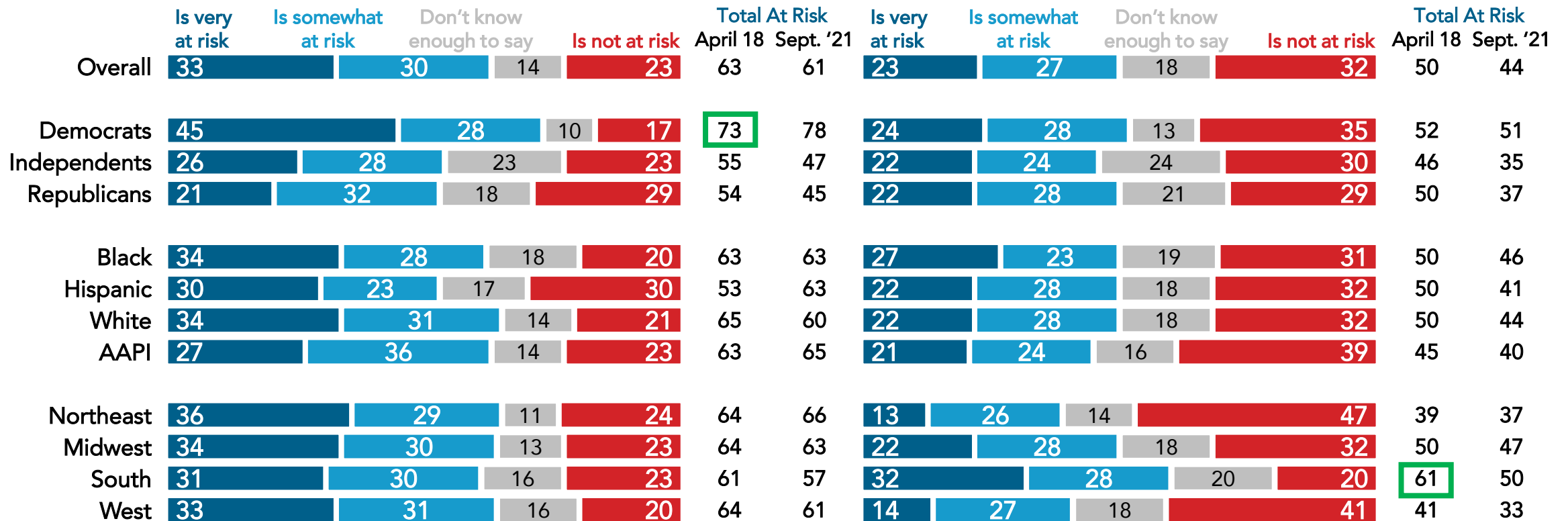
Nationwide survey of 997 registered voters conducted April 14-April 18, 2022.
For more info, visit navigatorresearch.org.

Three in Five Continue to Say National Right to Abortion Is at Risk While Perceived State-Specific Risk Has Increased

Perceived national risk to abortion is consistent across most groups with greater perceived risk among Democrats (73% at risk), while those in the South (61%) say abortion rights are more at risk in their state than those in other regions.

What is your impression: the right to an abortion in our country...

What is your impression: the right to an abortion in [STATE]...



Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted April 14-April 18, 2022. For more info, visit navigatorresearch.org

Politicians Forcing Doctors to Give Inaccurate Information & Bodily Autonomy Arguments Among Most Concerning on Bans

Among independents, the most concerning statements focus on the ability of people to make their own medical decisions (71% total concerning) and framing pro-abortion ban politicians as hypocrites who also stand against sex education and contraception (70%).

Below is a list of statements from opponents of these abortion bans. For each statement, please indicate how concerning you find it.

Top 10 messages of 12 total tested
 **/† Split sample

	Very concerning	Somewhat concerning	Don't believe	Not that/at all concerning	Total Concerning			
					Overall	Dem	Ind	Rep
We should not be banning abortion when the mother's life is in danger or there are fetal abnormalities. These are medical decisions to be made between patients and doctors, not political decisions made by candidates for office	48	26	8	19	73	82	69	65
Politicians are pushing their own anti-abortion agenda on doctors and patients, and in 18 states have even mandated doctors give medically inaccurate or biased information to patients before offering abortion care	47	22	15	15	69	84	69	53
These bans go beyond abortion. They are about who has power and the authority to make medical decisions about people's bodies, and how and when people become parents	47	23	13	17	70	86	71	52
These bans would hurt some of the most vulnerable women in America – younger women, victims of domestic violence, women without healthcare coverage, and women of color	47	23	12	18	69	86	67	52
**The same politicians who support these abortion bans are also against laws that make raising children in the U.S. affordable, including affordable childcare, paid family leave, affordable healthcare, and affordable housing	46	24	15	15	70	86	66	52
The same politicians who want to control your decisions when it comes to how and when you choose to become a parent are also obsessed with banning books and inserting political control into the classroom rather than prioritizing student success	46	24	16	14	70	84	68	55
†These politicians are hypocrites – they are forcing people to have children but they're against things like sex education and contraception that can help prevent unwanted or unplanned pregnancies in the first place	44	26	14	16	70	85	70	54
**The right to an abortion has been the law of the land for almost 50 years. Reversing that right is to end decades of this basic protection, and shouldn't be changed by the whims of politicians	43	23	11	22	67	82	66	50
The same politicians who support these bans are also fighting to take away people's right to vote. These politicians are rushing to both ban abortion and weaken the right to vote because they know these policies are unpopular	43	24	18	15	67	84	63	49
†The same politicians who are now passing outright bans once used to push for restrictions and rules on abortion. Now, they want to totally overturn the protection and take the right away from Americans	43	25	14	18	68	83	70	52

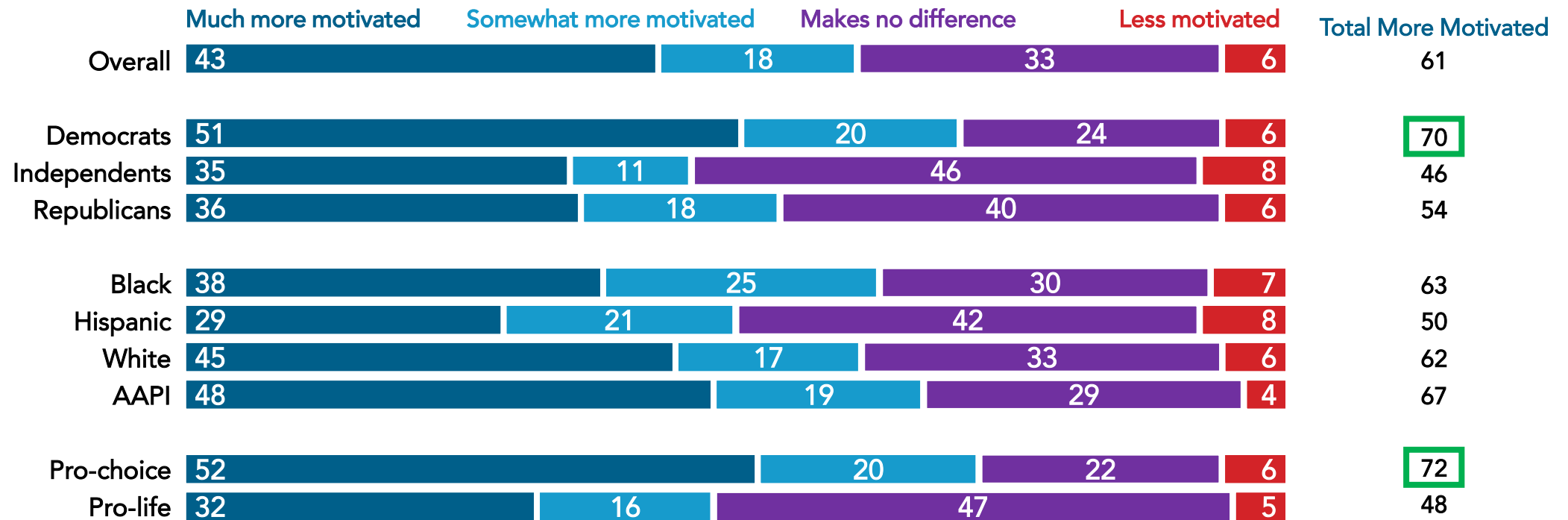
Nationwide survey of 997 registered voters conducted April 14-April 18, 2022.
 For more info, visit navigatorresearch.org.



The Court Undermining *Roe* Would Motivate Democrats Significantly More Than Republicans to Turn Out in 2022

A majority of Americans who describe themselves as “pro-choice” say the Supreme Court overturning *Roe v. Wade* would make them “much more motivated” to vote in 2022.

Regardless of how you plan to vote in November...if the Supreme Court's conservative majority were to overturn *Roe v. Wade*, would that make you feel more or less motivated to vote?



Nationwide survey of 997 registered voters conducted April 14-April 18, 2022.
For more info, visit navigatorresearch.org.

navigator*

About Navigator

In a world where the news cycle is the length of a tweet, our leaders often lack the real-time public-sentiment analysis to shape the best approaches to talking about the issues that matter the most. Navigator is designed to act as a consistent, flexible, responsive tool to inform policy debates by conducting research and reliable guidance to inform allies, elected leaders, and the press. Navigator is a project led by pollsters from Global Strategy Group and GBAO along with an advisory committee, including: Arkadi Gerney, The Hub Project; Joel Payne, The Hub Project; Christina Reynolds, EMILY's List; Mike Podhorzer, AFL-CIO; Jesse Ferguson, progressive strategist; Navin Nayak, Center for American Progress Action Fund; Stephanie Valencia, EquisLabs; and Melanie Newman, Planned Parenthood Action Fund.

About the Study

Global Strategy Group conducted public opinion surveys among a sample of 997 registered voters from April 14-April 18, 2022. 100 additional interviews were conducted among Hispanic voters. 76 additional interviews were conducted among Asian American and Pacific Islander voters. 101 additional interviews were conducted among African American voters. 100 additional interviews were conducted among independent voters. The survey was conducted online, recruiting respondents from an opt-in online panel vendor. Respondents were verified against a voter file and special care was taken to ensure the demographic composition of our sample matched that of the national registered voter population across a variety of demographic variables.

For Press inquiries contact:

press@navigatorresearch.org

To learn more about Navigator:

<http://navigatorresearch.org>

@NavigatorSurvey on Twitter