

navigating *the* *battleground

Wednesday, November 8, 2023

Views of Abortion in
Battleground Districts



IMPACT
RESEARCH

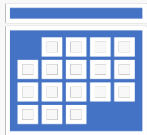
Methodology



Impact Research conducted a survey of N=1500 likely 2024 general election voters in 61 battleground congressional districts.



100% of interviews were conducted by text-to-web.



Interviews were conducted between October 19-25, 2023. Trended results from the July and April surveys are from interviews conducted between July 6-12, 2023 and April 20-27, 2023, respectively.



The margin of error for a sample of this size is +/- 2.5 percentage points at the 95% level of confidence. The margin of error for subgroups varies and is higher.

Key Takeaways

- **Voters in the battleground overwhelming support a woman's right to choose.** 64 percent of voters think abortion should be legal in all or some circumstances, compared to 6 percent who think it should be completely illegal.
- **Democrats are far more trusted on abortion than Republicans.** By more than a two-to-one margin, battleground voters trust Democrats more than Republicans on abortion, including among independents by a 28-point margin.
- **Battleground voters oppose *Roe v. Wade* being overturned and want Congress to re-establish protections nationwide.** A majority of voters oppose overturning *Roe v. Wade* and nearly 60 percent support a law that would protect abortion nationwide, including 47 percent who would strongly support such a law.
- **Voters view Republicans as too extreme on abortion and worry they will try to pass further restrictions.** Over half of battleground voters think the Republican Party is too extreme on abortion, and nearly two-thirds think Republicans will pass more restrictions on abortion.

Two in Three Battleground Voters Think Abortion Should Be Legal in All or Most Circumstances

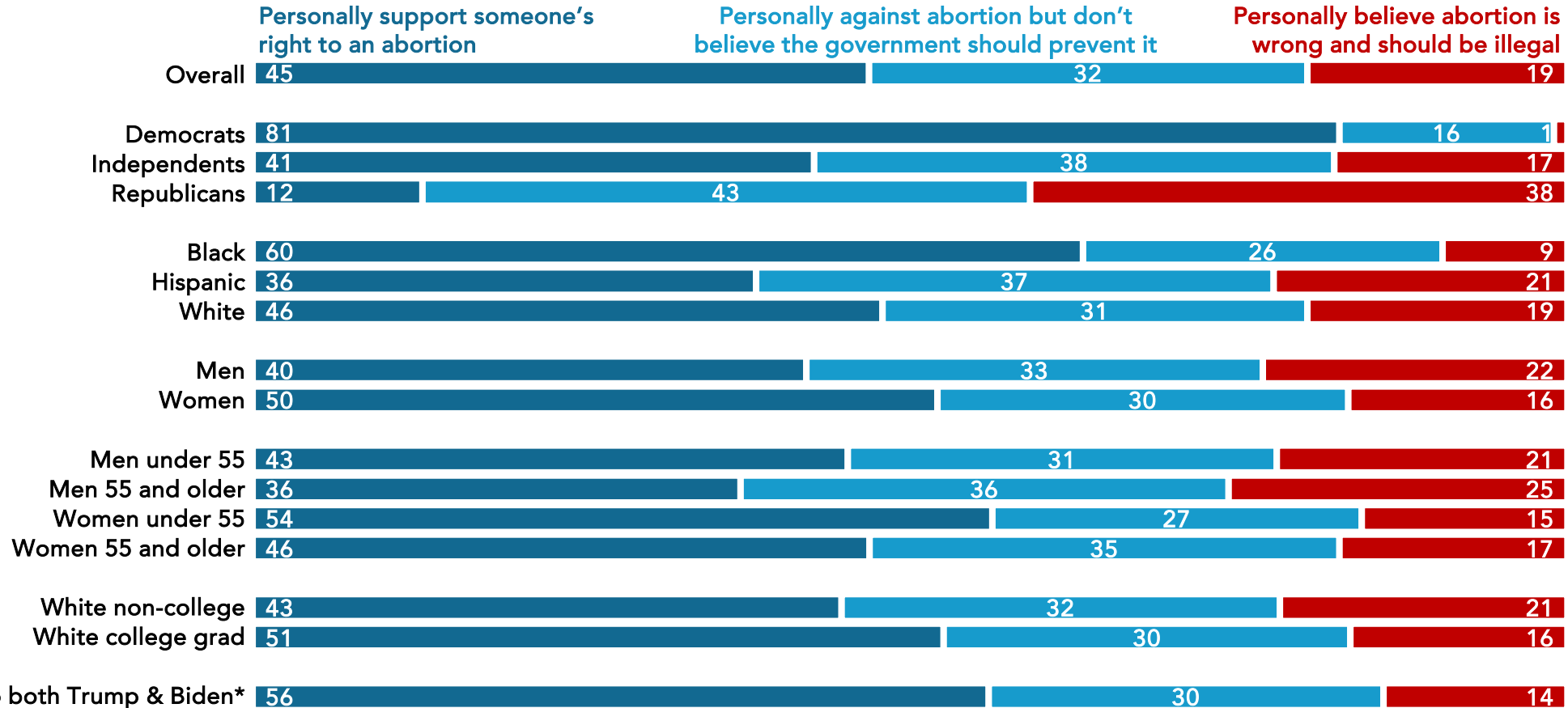
Which of the following statements comes closest to your position on abortion?



Nationwide survey of 1,500 likely 2024 general election voters across 61 battleground districts conducted October 19-October 25, 2023.
 **"Generic ballot persuadables" are those who did not choose a Democratic or Republican candidate on who they would likely support for Congress in the 2024 election.
 For more info, visit navigatorresearch.org/battleground.

Nearly Half Support Abortion Outright; Another Third Think it Should Be a Personal Decision Without Government Intrusion

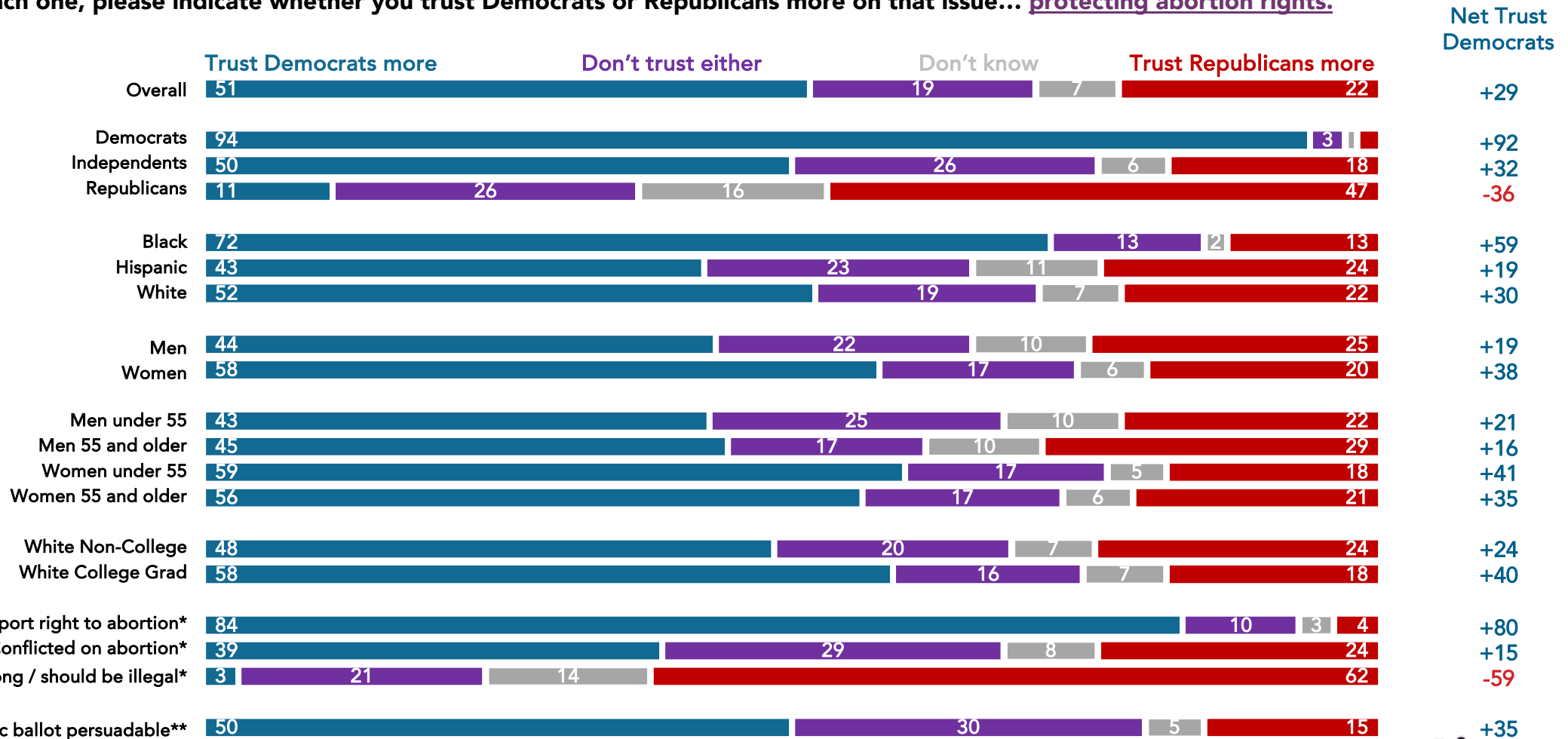
Which one of the following statements comes closest to describing how you feel about the issue of abortion?



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 *"Unfavorable to both Trump & Biden" are those who report having unfavorable ratings toward both Donald Trump and Joe Biden in this survey.
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Democrats Have a 29-Point Party Trust Advantage on Abortion

For each one, please indicate whether you trust Democrats or Republicans more on that issue... protecting abortion rights.



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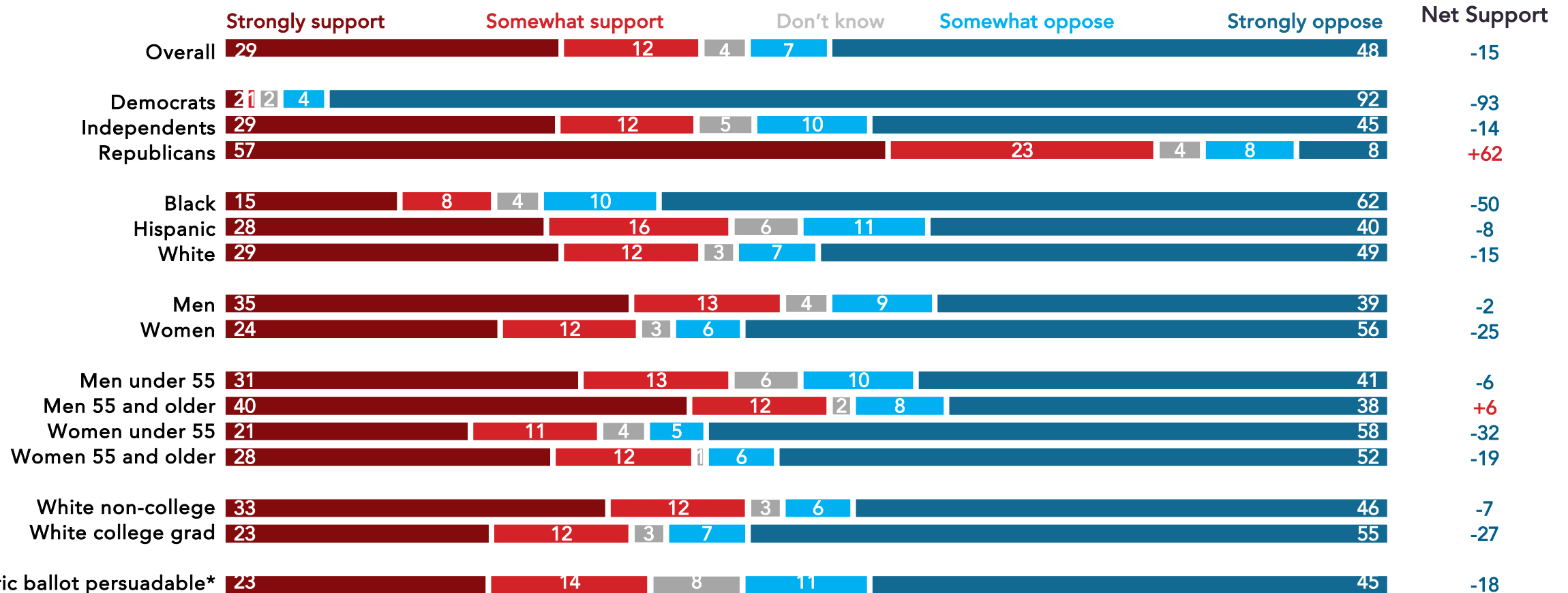
*These results come from a separate question asked in this survey: "Support right to abortion" are those who report personally supporting someone's right to an abortion, "Conflicted on abortion" are those who report being personally against abortion but don't believe the government should prevent it, and "Wrong / should be illegal" are those who report personally believing abortion is wrong and should be illegal. **"Generic ballot persuadables" are those who did not choose a Democratic or Republican candidate on who they would likely support for Congress in the 2024 election.

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Over Half of Battleground Voters Oppose Overturning Roe

Majorities of independents, persuadable voters, and white voters without college degrees all oppose overturning *Roe*.

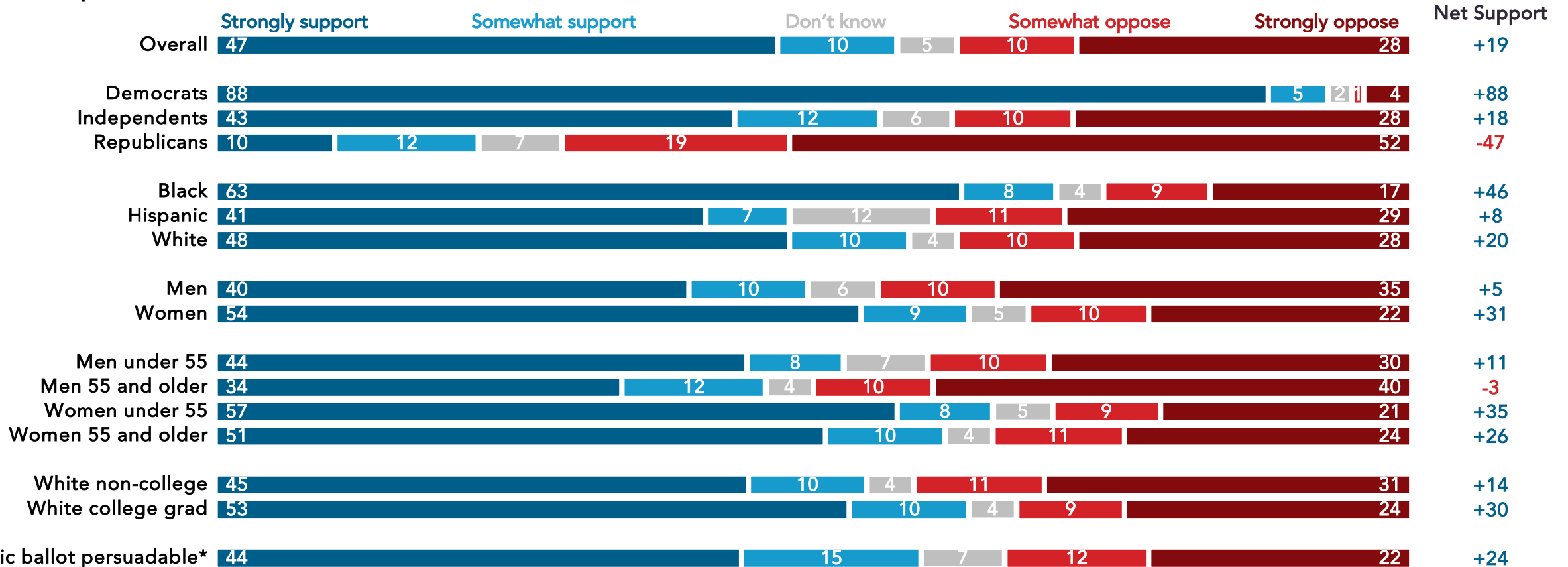
Last year, the Supreme Court overturned *Roe v. Wade*, taking away the constitutional right to abortion. Do you support or oppose that decision?



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A National Law Affirming *Roe* as the Law of the Land is Supported by Nearly 60 Percent of Battleground Voters

Do you support or oppose Congress passing a law that would re-establish a nationwide right to access abortion in the U.S. and protect physicians who provide abortions?



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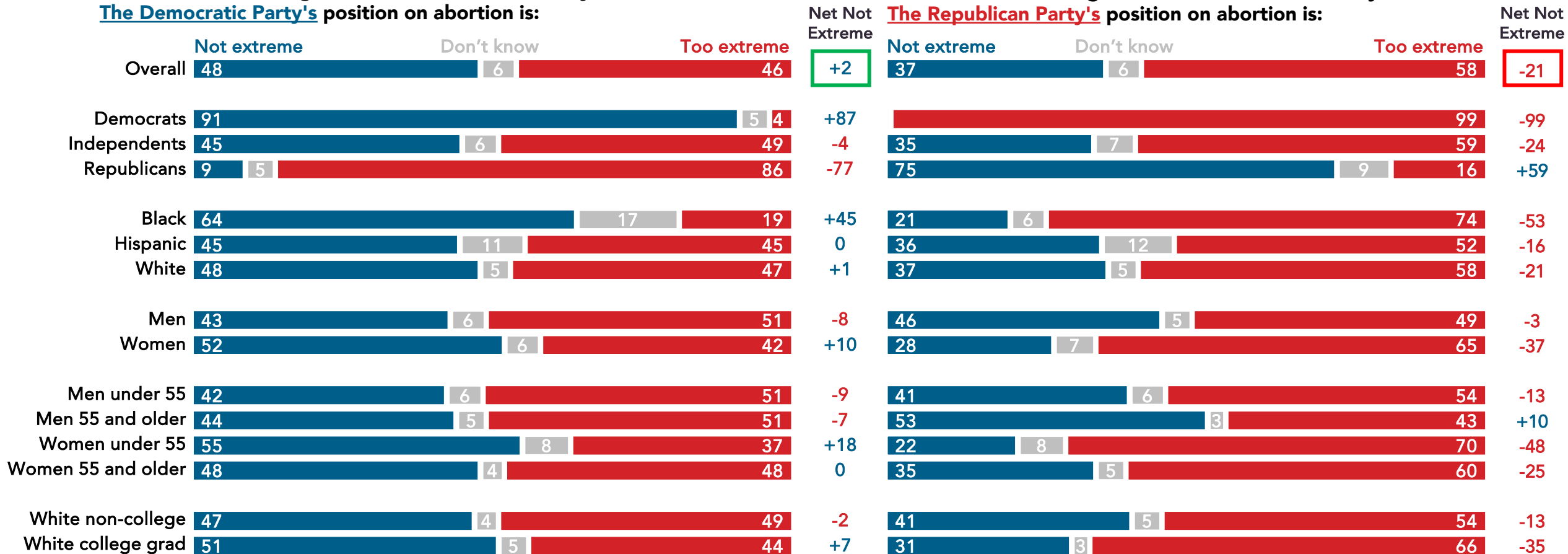
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Battleground Voters View Republicans as More Extreme on Abortion Than Democrats

Which of the following statements comes closer to your view?
The Democratic Party's position on abortion is:

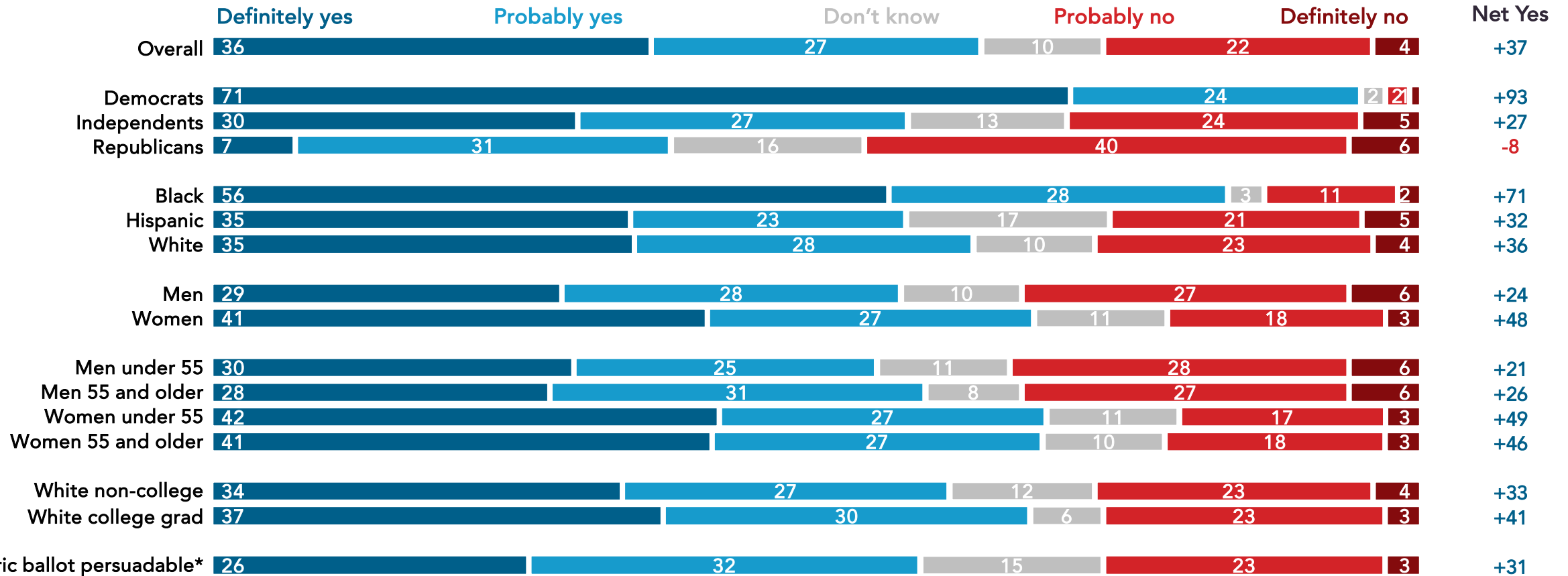
Which of the following statements comes closer to your view?
The Republican Party's position on abortion is:



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By a 37-Point Margin, Battleground Voters Think Republicans Will Try to Further Restrict Abortion Access

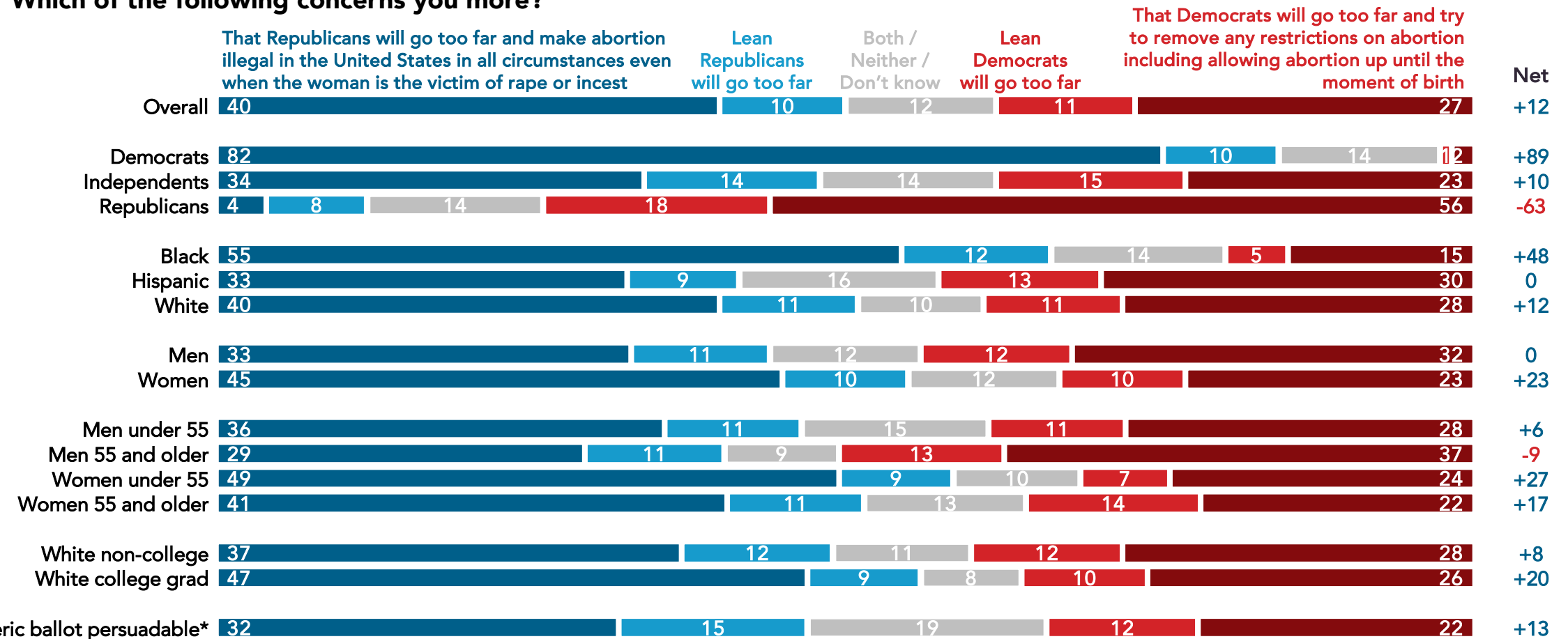
If Republicans win the next election, do you think they will pass more restrictions on abortion nationwide?



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Battleground Voters Worry More About Republicans Going Too Far on Abortion Than Democrats By Double Digits

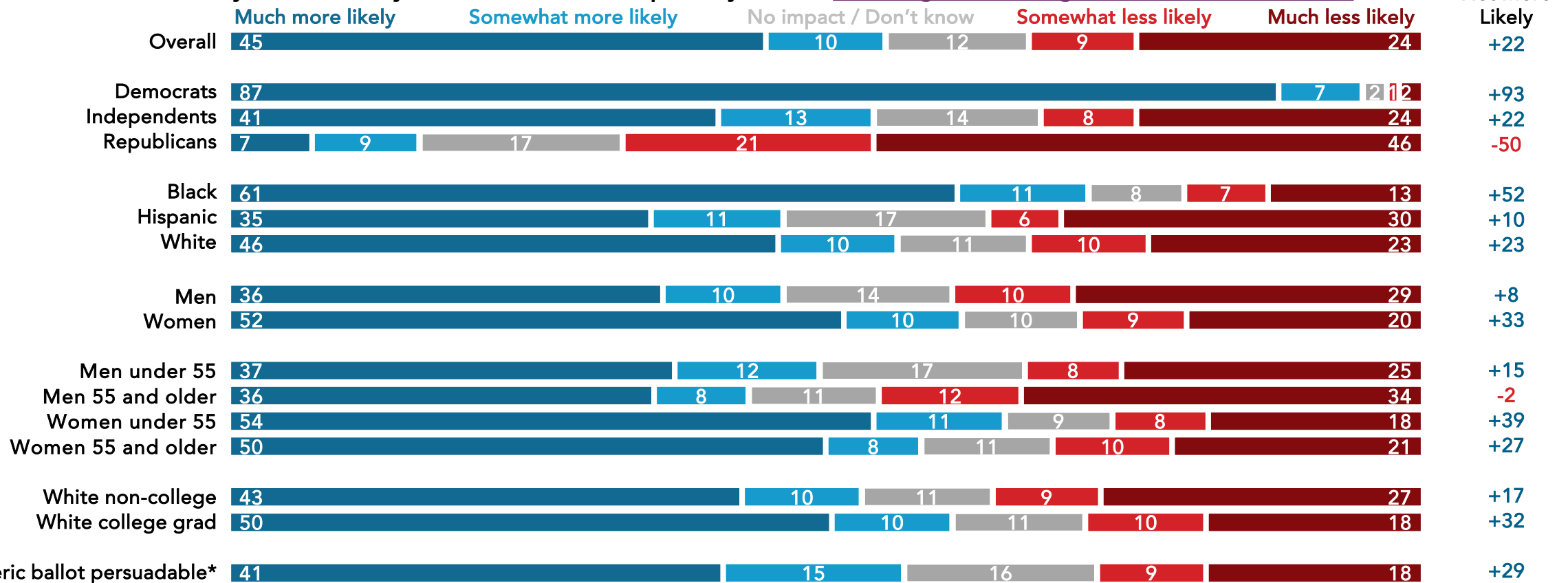
Which of the following concerns you more?



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More Than Half Are More Likely to Support Their Congressperson If They Protect a Woman's Right to An Abortion Nationwide

For each one, please indicate if you would make you much more likely to vote for your Congressperson if they supported that policy, somewhat more likely, somewhat less likely, much less likely, or if it would have no impact on your vote: Protecting a woman's right to an abortion nationwide.



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Appendix: Congressional Districts Included In Sample

Dem Incumbent			Rep Incumbent - Biden		Rep Incumbent - Trump	
AK-01	MN-02	OR-06	AZ-01	NY-04	CA-41	TX-15
CA-49	NC-01	PA-07	AZ-06	NY-17	CO-03	WI-01
CO-08	NC-13	PA-08	CA-13	NY-19	FL-07	WI-03
CT-05	NH-01	PA-17	CA-22	NY-22	FL-13	
IL-13	NM-02	VA-07	CA-27	OR-05	FL-27	
IL-17	NV-03	WA-03	CA-40	PA-01	IA-01	
IN-01	NV-04	WA-08	CA-45	VA-02	IA-02	
KS-03	NY-18		NE-02		IA-03	
ME-02	OH-01		NJ-07		MI-10	
MI-03	OH-09		NY-01		MT-01	
MI-08	OH-13		NY-03		NY-02	

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About Navigator and Navigating the Battleground

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. **Navigating the Battleground** is a project designed to understand messaging nuances in different types of battleground geographies, led by pollsters from Impact Research along with an advisory committee, including: Jessica Floyd, 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

Impact Research conducted public opinion surveys among a sample of 1,500 likely 2024 general election voters from October 19-25, 2023. The survey was conducted by text-to-web (100 percent). Respondents were verified against a voter file and special care was taken to ensure the demographic composition of our sample matched that of the 61 congressional districts included in the sample across a variety of demographic variables. The margin of error for the full sample at the 95 percent level of confidence is +/- 2.5 percentage points. The margin for error for subgroups varies and is higher.

For Press inquiries contact:

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To learn more about Navigator
or Navigating the
Battleground:

<http://navigatorresearch.org>

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