

To: Interested Parties
From: Data for Progress
Date: April 4, 2022
Re: Message Testing on Reproductive Rights

From March 24 to March 28, Data for Progress and Blue Rose conducted research of public messages around reproductive rights. We tested unique public statements from President Biden, Speaker Pelosi, Sen. Schumer, Sen. Warren, Sen. Gillibrand, Sen. Booker, Rep. Jayapal and other influential figures and found that the **best testing public statements on reproductive rights** had the following themes:

- **Body autonomy:** The most effective messages emphasized that reproductive rights are fundamental human rights, and that the government should have no role in dictating what individuals do with their own bodies.
- **Healthcare:** Framing anti-abortion laws as bad for women's healthcare was also an effective message.
 - We tested multiple messages around the dangers of banning abortions for dangerous pregnancies. Among the messages tested, the ones with more details on the health impacts and dangers of ectopic pregnancies performed slightly better.
 - Additionally, a message around how abortion bans would not stop abortions, but would just prevent people from getting the safe healthcare they need was one of the top performing messages with voters.
- These findings are supported by research conducted by [NARAL](#), [IPPE](#), and [Planned Parenthood](#).

The **least effective** public statements on reproductive rights had the following themes:

- **Messages that focused on the “slippery slope” around abortion bans:** We tested messages that focused on how restrictive Republican abortion bans could lead to bans on contraceptives or could lead to states taking away other rights like the right to bear arms. These messages were among the least impactful with voters.
- **Mentioning state abortion bans passed by Republicans, without also mentioning the consequences for fundamental human rights and healthcare:** Messages without clear context of the consequences of these bills tended to not perform well with voters. When messaging around these bills, it's more important to provide context to voters about the health and human rights consequences.



DATA FOR **PROGRESS**

Additionally, we tested unique public statements on reproductive rights attacks from Republicans and found that:

- The **Republican messages we tested were ineffective overall at persuading voters.** More than half of the Republican messages tested made little to no impact on voters' approval of Democrats, or instead moved voters slightly *towards* Democrats, showing that **abortion remains an issue where Democrats have an advantage with voters.**

Democrat messages we tested this week, included (in rank order of effectiveness in moving voters):

Autonomy: Democrats believe that women deserve to have autonomy over their own bodies. Reproductive rights are human rights, and the government should not have a say in what anyone does with their bodies.

Abortion rights (Sen. Schumer): Democrats believe that abortion is a fundamental right and women's decisions over women's health care belong to women, not to extremist right-wing legislatures.

WHPA (Speaker Pelosi): By passing the Women's Health Protection Act, House Democrats took action to defend reproductive rights and ensure Constitutional rights aren't limited by income, background or zip code.

Abortion bans (Sen. Booker): Abortion bans will not stop abortions. They will just stop women from getting the safe healthcare they need.

Autonomy: The government shouldn't be able to tell anyone what to do with their own bodies. If you can't force someone to donate blood, you can't force someone not to end a pregnancy.

Healthcare (President Biden): The constitutional right affirmed in Roe v. Wade is under attack as never before. If we want to go forward, not backward, we must protect access to healthcare and preserve a woman's right to choose.

WHPA (Rep. Jayapal): Democrats are working to pass the Women's Health Protection Act, which would codify Roe v. Wade into federal law, because reproductive rights are human rights.

Ectopic pregnancy: Ectopic pregnancies, pregnancies where an inviable embryo grows outside the uterus and often ruptures, killing the mother, are dangerous and need to be treated by health care professionals, not anti-abortion politicians.

WHPA (Sen. Padilla): Democrats are working to pass the Women's Health Protection Act, which would codify Roe v. Wade into federal law, because women's rights are



DATA FOR **PROGRESS**

under attack in states across the country.

Abortion rights (Sen. Gillibrand): Your constitutional right to access a safe, legal abortion shouldn't depend on the state you live in. That's why they're working to pass the Women's Health Protection Act.

WHPA (Rep. Jayapal): Democrats are working to pass the Women's Health Protection Act, which would codify Roe v. Wade into federal law, because abortion is health care.

Ectopic pregnancy (Rep. Jayapal): Republicans are trying to make it illegal to abort ectopic pregnancies. Ectopic pregnancies can be deadly for the pregnant person — and fatal for the fetus. This cannot become law — people will die.

Abortion bans (Speaker Pelosi): Across the country, the right to abortion access and reproductive care, which has been relied upon by Americans for nearly half a century, is under all-out attack by Republican state legislatures.

Safeguard abortion (Sen. Warren): The majority of Americans agree that Roe v. Wade should remain the law of the land and Democrats are going to keep fighting to safeguard the right to an abortion.

Healthcare (President Biden): President Biden issued a Presidential Memorandum to protect and expand access to reproductive health care. Democrats are fully committed to protecting women's health here at home and around the world.

Protect freedom (President Biden): Democrats believe we must recommit to strengthening access to reproductive care, defending the right to abortion established by Roe, and protecting the freedom of all people to build their own future.

Ectopic pregnancy (Rep. Jayapal): Republicans are trying to make it illegal to abort deadly ectopic pregnancies. This isn't just an outrage, it would be a death sentence for those who experience an ectopic pregnancy.

Republicans + abortion bans: Instead of protecting women who are victims of sexual violence and punishing predators, Republicans would rather punish women who attempt to seek reproductive care.

WHPA (Rep. Jayapal): Democrats are working to pass the Women's Health Protection Act, which would codify Roe v. Wade into law, because we can't count on the courts to protect the right to have an abortion.

Abortion access: Restrictive abortion laws have done nothing to change peoples need for abortions but has changed how people can access abortion care.



DATA FOR **PROGRESS**

Rare abortion (Former President Clinton): Democrats believe that abortion should be safe, legal, and rare.

Ectopic pregnancy: Republicans are trying to ban abortion — which is the only treatment for deadly conditions like ectopic pregnancies.

Republicans + abortion bans: Instead of passing bills to improve the lives of hardworking American families, Republicans are spending their time trying to regulate women's bodies with restrictive abortion bans.

Federal action: The recent wave of states introducing their own unconstitutional abortion bans makes it clear that we need to take federal action to protect reproductive rights.

Contraception: Roe v. Wade was never going to be the end to conservatives' war on reproductive rights. The goal of controlling women's bodies extends to access to contraception.

LGBTQ+ rights: Abortion isn't just a cis women's issue. People of all genders need care. Trans and non-binary folks need to count on someone for support too.

Abortion bans + slippery slope: Republican abortion bans are a slippery slope where states can get around every federal right they don't like. There's no telling what politicians could try to ban next — like the right to bear arms.

Republicans + abortion bans: Republicans are passing vigilante abortion bills that award ten thousand dollars to those who report illegal abortions.

Republican messages we tested this week, included (in rank order of effectiveness in moving voters):

Murder (Republican, Gov. Abbott) Democrats believe abortion is not murder. Republicans believe abortion is the killing of an innocent human being, even if that human being has yet to be born.

Conception (Republican): Democrats do not believe life begins at conception, so unborn babies are not human beings with a right to life. Republicans claim upon fertilization, a human individual is created.

Adoption (Republican): Democrats support abortion access even though abortions reduce the number of adoptable babies. Women should give their unwanted babies to people who cannot conceive instead.

Psychological impact (Republican): Democrats reject the fact that abortions cause psychological damage. Abortions subject women to increased risk of depression and anxiety.



DATA FOR **PROGRESS**

Voiceless (Republican): Democrats support abortion, and it's not necessary to grant equality for one group of human beings on legal violence toward another, entirely voiceless group.

Abortion bans (Republican): Democrats are against abortion bans, and while legal restrictions aren't sufficient to end abortion, there really are a lot of unborn human lives they might protect.

Businesses (Republican): Democrats support businesses funding out-of-state abortions in states that have outlawed them. Republicans claim they will send cease-and-desist letters to these businesses' executives.

Contraceptives (Republican, Sen. Blackburn): The Supreme Court made a constitutionally unsound decision in *Griswold v. Connecticut*, which made birth control a protected right. No one should be able to bypass checks and balances.

Responsibility (Republican): Democrats support abortion access which is a subversion of their responsibilities. If women become pregnant, they should accept the responsibility that comes with having sex.

Privacy (Republican): There is no right to privacy, in regards to abortion, afforded by the US constitution. Even then, abortion should not be private because it affects other lives.

Bible (Republican): Democrats are defying the word of God. The Bible does not draw a distinction between fetuses and babies, therefore "thou shalt not kill" is violated when Democrats support abortion.

Methodology:

The rank order of messages presented is based on topline modeled results across subgroups. The topline results incorporate performance with swing voters, as well as the likelihood of causing new defections from previously Republican voters, the likelihood of preventing defections from previously Democratic voters, and other optimizations. The rank order of messages presented here, based on the topline results, is the clearest guide for deciding which messaging to prioritize in a national, audience-generic context to maximize benefits on the outcome metric — in this case, Biden Approval.



DATA FOR **PROGRESS**

To: Interested Parties
From: Data for Progress
Date: May 9, 2022
Re: Message Testing on Reproductive Rights

From May 3 to May 6, Data for Progress and Blue Rose conducted research of public messages around reproductive rights and the leaked draft Supreme Court decision on *Roe v. Wade*. We tested 68 unique public statements from President Biden, former President Obama, Vice President Harris, Sen. Schumer, Sen. Warren, Sen. Markey, Speaker Pelosi, and other influential figures and found that the **best testing public statements on reproductive rights** had the following themes:

- **Bodily Autonomy:** Messages that emphasized that women should have the right to make their own decisions about their own bodies performed well with voters. The best testing statement this week was from Health and Human Services Secretary Xavier Becerra, who said that **“patients should make their own decisions about their own bodies. That’s their right.** Democrats strongly believe in protecting and promoting access to health care — and that includes safe and legal abortion care.”
- **Government interference:** Statements that framed the issue of overturning *Roe v. Wade* and restricting abortion access as one of government interference in our personal privacy and freedoms also performed well, like this message from former President Barack Obama: **“The consequences of this decision would be a blow not just to women, but to all of us who believe in a free society, there are limits to how much the government can encroach on our personal lives.”**
- **Inequitable impact:** Talking points that outlined that the consequences of overturning *Roe v. Wade* would have inequitable consequences on different people throughout the country were also effective. The second best testing statement overall came from Senator Elizabeth Warren, who said that **“this decision will fall on the poorest women in our country; women who have been abused, who are victims of incest; those who have been raped; mothers who are already struggling.** We cannot allow this to happen — we are not going back.”
- **Precedent:** Messages that focused on the long-standing precedent set in *Roe v. Wade* and the importance of not overturning settled precedent had slightly more mixed results, but overall resonated well with voters, like this statement from Congresswoman Pramila Jayapal: **“The purpose of our Supreme Court is to uphold freedom and respect precedent.**



DATA FOR **PROGRESS**

Not to take away a fundamental freedom for women to make choices about their own bodies and futures.”

The **least effective** public statements on reproductive rights had the following themes:

- **Expanding the Supreme Court:** A statement that called for expanding the court with new justices to “stop this horrifying injustice in its tracks” was the worst performing message with voters.
- **Attacking Republican lawmakers:** A message that hit Republicans for plotting to overturn *Roe v. Wade* for a long time despite the will of the people also did not perform well, like this message: “Republicans have been working toward this day for decades. They have been out there plotting, carefully cultivating these Supreme Court justices so they could have a majority on the bench who would accomplish something that the majority of Americans do not want.”
- **Blaming the filibuster:** Messages that specifically called out individual Senators for blocking legislation that would codify *Roe* also did not resonate with voters, such as in statements like “Democrats in Congress are trying to secure our rights, but Sen. Manchin is blocking Congress from codifying *Roe* by refusing to abolish the filibuster and allow legislation on abortion to pass.”

Additionally, we tested **unique public statements on reproductive rights attacks from Republicans** and found that:

- The **strongest Republican messages** built on the following themes:
 - **Attacking Democrats on other issues:** Republican messages that pivoted from abortion to other weak points for Democrats, like inflation and energy dependence, performed well with voters.
 - **“Protecting” the unborn:** Statements from Republicans that focused on humanizing the unborn and framing the issue as one of defending vulnerable lives also resonated with voters.
 - **Adoption:** Republican messages that focused on supporting would-be mothers to choose adoption over abortion also performed well.
- The **least effective Republican statements** focused on:



DATA FOR **PROGRESS**

- **Undermining the Supreme Court:** Republican talking points that focused on the draft opinion leak as an attack on the court's independence, or a strategic maneuver, did not really resonate with voters, and specifically underperformed with swing voters.
- **Disabilities:** Republican statements that framed legal abortion as a threat to unborn children with disabilities did not perform well with voters.
- **Religion:** Republican messages that used religious language about the sanctity of life to argue against abortion also did not resonate with voters.

Democrat messages we tested this week, included (in rank order of most effective to least effective in moving voters):

Percent rank is relative to 1500+ messages tested this cycle.

Messages	Pct Rank
Autonomy + healthcare (Sec. Becerra): The Supreme Court has voted to strike down Roe v. Wade according to a leaked draft majority opinion. Patients should make their own decisions about their own bodies. That's their right. Democrats strongly believe in protecting and promoting access to health care — and that includes safe and legal abortion care.	86%
Poverty (Sen. Warren): The Supreme Court has voted to strike down Roe v. Wade according to a leaked draft majority opinion. This decision will fall on the poorest women in our country; women who have been abused, who are victims of incest; those who have been raped; mothers who are already struggling. We cannot allow this to happen — we are not going back.	81%
Freedom (Rep. Jayapal): The Supreme Court has voted to strike down Roe v. Wade according to a leaked draft majority opinion. The purpose of our Supreme Court is to uphold freedom and respect precedent. Not to take away a fundamental freedom for women to make choices about their own bodies and futures.	80%
Fundamental right (President Biden): The Supreme Court has voted to strike down Roe v. Wade according to a leaked draft majority opinion. Democrats believe that a woman's right to choose is fundamental, Roe has been the law of the land for almost fifty years, and basic fairness and the stability of our law demand that it not be overturned.	70%
Government overreach (Barack Obama): The Supreme Court has voted to strike down Roe v. Wade according to a leaked draft majority opinion. The consequences of this decision would be a blow not just to women, but to all of us who believe in a free society, there are limits to how much the government can encroach on our personal lives.	69%
Autonomy + government (Planned Parenthood): The Supreme Court has voted to strike down	65%



DATA FOR **PROGRESS**

Roe v. Wade according to a leaked draft majority opinion. We are in a fight to make sure everyone has the power to control their own bodies, lives, and futures. We deserve elected officials — at all levels of government — and judges who believe that as well.

Freedom + constitution (Barack Obama): The Supreme Court has voted to strike down Roe v. Wade according to a leak. Upholding Roe is crucial because it recognizes that the freedom enshrined in the Fourteenth Amendment of the Constitution requires all of us to enjoy a sphere of our lives that isn't subject to meddling from the state.

60%

Human rights (Hillary Clinton): The Supreme Court has voted to strike down Roe v. Wade according to a leaked draft majority opinion. Women's rights are human rights and human rights are women's rights. An extreme wing of the Supreme Court may seek to deny that fundamental truth and they may try to force their views on a country where 70% of people want Roe upheld, but we will not be quiet and we will not go back.

59%

Privacy (Vice President Harris): The Supreme Court has voted to strike down Roe v. Wade according to a draft majority opinion. The rights of all Americans are at risk. If the right to privacy is weakened, every person could face a future in which the government can potentially interfere in the personal decisions you make about your life. This is the time to fight for our country with everything we have.

58%

Democracy: The Supreme Court has voted to strike down Roe v. Wade according to a leaked draft majority opinion. This is NOT actually about abortion at all. It's about democracy. The courts should not be able to make a unilateral decision that goes against the will of the people.

55%

Government overreach: The Supreme Court has voted to strike down Roe v. Wade, according to a draft majority opinion by Justice Samuel Alito, leaked to the press on May 2nd. Abortion is one of the hardest decisions a family has to make, and that the government should not intervene in that decision.

54%

Privacy (Rep. Ocasio-Cortez): The Supreme Court has voted to strike down Roe v. Wade according to a leaked draft majority opinion by Justice Samuel Alito. The court isn't just coming for abortion — they're coming for the right to privacy Roe rests on, which includes gay marriage and civil rights.

53%

Government overreach: Republican-appointed Supreme Court justices have voted to strike down Roe v. Wade according to a leaked draft majority opinion. The Republican party may preach about government overreach, but they are the ones overreaching by taking away a woman's right to make her own decisions regarding abortion.

51%

Abortion safety (Lt. Governor Fetterman): The Supreme Court has voted to strike down Roe v. Wade according to a leaked draft majority opinion. Democrats know that making abortions illegal will not stop them from happening — it will simply make them less safe. Democrats

48%



DATA FOR **PROGRESS**

refuse to allow this country to go back to a time in which women's healthcare is under attack.

Human rights (Hillary Clinton): The Supreme Court has voted to strike down Roe v. Wade according to a leaked draft majority opinion. This decision is a direct assault on the dignity, rights, and lives of women, not to mention decades of settled law. It will kill and subjugate women even as a vast majority of Americans think abortion should be legal.

48%

Abortion restriction (Sen. Schumer and Rep. Pelosi): The Supreme Court has voted to strike down Roe v. Wade according to a leaked draft majority opinion by Justice Samuel Alito. The Supreme Court is poised to inflict the greatest restriction of rights in the past fifty years – not just on women but on all Americans.

47%

Supreme Court reputation (Sen. Schumer and Rep. Pelosi): The Supreme Court has voted to strike down Roe v. Wade according to a leaked opinion. Conservative Justices have lied to the Senate, ripped up the Constitution and defiled both precedent and the court's reputation – at the expense of millions of women who could be stripped of their autonomy and the constitutional rights they've relied on for half a century.

45%

State bans (Planned Parenthood): The Supreme Court has voted to strike down Roe v. Wade according to a leaked draft majority opinion. Overturning Roe means 26 states could swiftly move to ban abortion — including 13 states with laws that could immediately go into effect. That means in half the country people would no longer have power over their own bodies and their own lives.

45%

Supreme Court precedent (Rep. Jayapal): The Supreme Court has voted to strike down Roe v. Wade according to a leaked draft majority opinion. The Roe v. Wade ruling was a 7-2 decision. The justices who voted to overturn it have no respect for precedent. No respect for women. No respect for voting rights. No respect for our democratic institutions.

43%

Supreme Court partisanship (Sen. Warren): An extremist Supreme Court is poised to overturn Roe v. Wade and impose its far-right, unpopular views on the entire country. It's time for the millions who support the Constitution and abortion rights to stand up and make their voices heard. We're not going back — not ever.

43%

Abortion access (Planned Parenthood): The Supreme Court has voted to strike down Roe v. Wade according to a leaked draft majority opinion. As a result, 36 million women — nearly half of the women of reproductive age (18-49) in the United States — plus people who can become pregnant, could soon lose abortion access.

42%

Midterm elections (Sen. Baldwin): The Supreme Court has voted to strike down Roe v. Wade according to a leak. The stakes could not be higher as we head into the midterm elections. Democrats are on the side of protecting women's freedoms. Republicans stand on the side of taking these freedoms away. Everyone deserves representatives who are going to fight to protect the freedom to access safe abortion care.

42%



DATA FOR **PROGRESS**

Polling (Sen. Warren): The Supreme Court has voted to strike down Roe v. Wade according to a leaked draft majority opinion by Justice Samuel Alito. 69% of people across this country, in red states and blue states, old people and young people, want Roe v. Wade to remain the law of the land.

42%

Abortion rates (Barack Obama): The Supreme Court has voted to strike down Roe v. Wade according to a leaked draft majority opinion. This decision is unlikely to significantly reduce abortions, which have been steadily going down over the past several decades thanks in large part to better access to contraception and education.

41%

Inequality (NARAL): Republican-appointed Supreme Court justices have voted to strike down Roe v. Wade according to a leak. The people hurt by attacks on reproductive freedom are those who already face barriers to care—including women; people of color; those working to make ends meet; the LGBTQ+ community; immigrants; young people; rural communities; and people with disabilities.

41%

Privacy (Sen. Warnock): The Supreme Court has voted to strike down Roe v. Wade, according to a draft majority opinion written by Justice Samuel Alito, leaked to the press on May 2nd. The United States government should not come between a patient and their doctor.

40%

Supreme Court precedent: The Supreme Court has voted to strike down Roe v. Wade according to a leaked draft majority opinion. This is not just about constitutional rights. Overturning Roe will set a precedent for government-mandated pregnancies for women who are yet not ready to have a baby.

39%

Freedom (Barack Obama): The Supreme Court has voted to strike down Roe v. Wade according to a leak. Few, if any women make the decision to terminate a pregnancy casually — and people of goodwill across the political spectrum can hold different views on that subject. But Roe protects a sphere of our lives that isn't subject to meddling from the state.

36%

Polling: The Supreme Court has voted to strike down Roe v. Wade, according to a draft majority opinion by Justice Samuel Alito, leaked to the press on May 2nd. Every state in the country opposes a federal ban on abortion by at least 70%, according to recent public opinion polls.

36%

Elected official responsibility (President Biden): The Supreme Court has voted to strike down Roe v. Wade, according to a draft majority opinion by Justice Samuel Alito, leaked to the press on May 2nd. It will fall on our nation's elected officials at all levels of government to protect a woman's right to choose.

34%

Polling: The Supreme Court has voted to strike down Roe v. Wade according to a leaked draft majority opinion written by Justice Samuel Alito. There is no state in the country in which a majority of voters support a ban on abortion, therefore it should not be implemented.

33%

Privacy (Sen. Murray): The Supreme Court has voted to strike down Roe v. Wade according to a

33%



DATA FOR **PROGRESS**

leaked draft majority opinion. If this happens, women will be forced to remain pregnant when they don't want to be. Extreme politicians will control patients' most personal decisions. And extreme Republicans will have eliminated a fundamental right an entire generation of women have known their whole lives.

Constitutional rights: The Supreme Court has voted to strike down Roe v. Wade according to a leaked draft majority opinion. This won't end with abortion — the same legal precedent used to enshrine the right to abortion also ensured the right for contraception, same-sex marriage, privacy, and other individual autonomy that are not explicit in the Constitution. This is a dangerous slippery slope.

33%

Bodily autonomy: The Supreme Court has voted to strike down Roe v. Wade according to a leaked opinion. If we want to get serious about walking with women through their prenatal journey, the prescription is not to tell a woman what she can do with her body. The prescription is assuring families that their child will have access to education, therapies and the medical support they need.

32%

Government overreach: The Supreme Court has voted to strike down Roe v. Wade according to a leaked draft majority opinion. This ban doesn't make our country a better place for any child with a disability. But what it does do is it creates government overreach into personal family medical decisions.

31%

Polling: The Supreme Court has voted to strike down Roe v. Wade according to a leaked draft majority opinion by Justice Samuel Alito. This ruling is not about abortion at all, it's about democracy and majority rule, and this decision would violate what 67% of the country wants.

30%

Democrats + pro-choice (Jessica Cisneros): The Supreme Court has voted to strike down Roe v. Wade, according to a draft majority opinion written by Justice Samuel Alito, leaked to the press on May 2nd. All Democrats will always stand for our health care and the right to choose.

30%

Abortion access (PPFA): The Supreme Court has voted to strike down Roe v. Wade according to a leaked draft majority opinion. We know the harm that will come from this decision, people who do not have access to the financial resources and support they need to travel out of state are forced to carry pregnancies or flee their state to seek abortion outside of the health care system.

30%

Protests + elections (Rep. Jayapal): The Supreme Court has voted to strike down Roe v. Wade according to a leaked draft majority opinion. Democrats will continue to fight tooth and nail for every single person's right to have a legal and safe abortion in this country. We will not accept this sitting down and we will take this to the streets and the voting booth.

29%

Filibuster (Sen. Warren): The Supreme Court has voted to strike down Roe v. Wade according to a leaked draft majority opinion drafted by Justice Samuel Alito. Democrats must end the

27%



filibuster and stop this horrifying injustice in its tracks by codifying Roe v. Wade with a national law protecting abortion rights.

Enforcement + abortion ban: The Supreme Court has voted to strike down Roe v. Wade according to a leak. What do the logistics of a government-mandated pregnancy look like? Picture a 17 year-old unmarried girl, pregnant. It's too late to have a talk with her about abstinence, and she does not feel ready to have a baby. Are we planning to pay for her prenatal care, her delivery, her child care?

26%

Court Expansion (Sen. Markey): The Supreme Court has voted to strike down Roe v. Wade according to a leaked draft majority opinion. There is no other recourse. We must abolish the filibuster in order to pass the Women's Health Protection Act, and we must expand the Supreme Court in order to reclaim the stolen seats, and restore balance and the faith of the American people.

26%

Filibuster (Sen. Baldwin): The Supreme Court has voted to strike down Roe v. Wade according to a leaked draft majority opinion. If the court is going to legislate from the bench and turn back the clock 50 years, then the Senate needs to pass the Women's Health Protection Act, and if we need to eliminate the filibuster to get it done, we should do that too.

26%

Pro-choice + elections (President Biden): The Supreme Court has voted to strike down Roe v. Wade according to a leaked draft majority opinion. It will fall on voters to elect pro-choice officials this November. At the federal level, we will need more pro-choice Senators and a pro-choice majority in the House to adopt legislation that codifies Roe.

25%

Polling: The Supreme Court has voted to strike down Roe v. Wade, according to a draft majority opinion by Justice Samuel Alito, leaked to the press on May 2nd. There is not a single state where support for a federal ban on abortion has more than 30% support among the public.

24%

State bans: The Supreme Court has voted to strike down Roe v. Wade according to a leaked draft majority opinion drafted by Justice Samuel Alito. If the Supreme Court votes to strike down Roe v. Wade, about half of U.S. states (representing millions of women) would likely ban abortion.

23%

Unviable pregnancy (Obama): The Supreme Court has voted to strike down Roe v. Wade according to a leaked draft majority opinion. Think about the couple that tried to have children for years, who are without any options when faced with the tragic reality of an unviable pregnancy. Should the state have more of a say in whether they can end the suffering of their unborn child's life then those parents?

21%

Trigger bans (NARAL): The Republican-appointed Supreme Court justices have voted to strike down Roe v. Wade according to a leaked draft majority opinion. If Roe falls, 28 states will likely take action to prohibit abortion outright. Thirteen states already have "trigger bans" in

21%



DATA FOR **PROGRESS**

place, which would ban abortion automatically if Roe is overturned.

State restrictions (NARAL): The Republican-appointed Supreme Court justices have voted to strike down Roe v. Wade according to a leaked draft majority opinion. This case is part of a coordinated series of attacks by anti-choice lawmakers on abortion access across the country. Over 500 restrictions on abortion access have been introduced at the state level this year.

19%

Unpopular (Sen. Warren): The Supreme Court has voted to strike down Roe v. Wade according to a leaked draft majority opinion. Republicans have been working toward this day for decades. They have been out there plotting, carefully cultivating these Supreme Court justices so they could have a majority on the bench who would accomplish something that the majority of Americans do not want.

10%

Filibuster + Sen. Manchin (Rep Ocasio-Cortez): The Supreme Court has voted to strike down Roe v. Wade, according to a leaked draft majority opinion. Democrats in Congress are trying to secure our rights, but Sen. Manchin is blocking Congress from codifying Roe by refusing to abolish the filibuster and allow legislation on abortion to pass.

10%

Court Expansion: The Supreme Court has voted to strike down Roe v. Wade, according to a draft majority opinion written by Justice Samuel Alito, leaked to the press on May 2nd. Democrats say that we must expand the Supreme Court with new justices and stop this horrifying injustice in its tracks.

9%

Republican messages we tested this week, included (in rank order of most effective to least effective in moving voters):

Democratic agenda (NRSC): Democrats hold extreme views on abortion that are out of the mainstream. But, their other policies are so absurd that they would rather talk about abortion. Biden and the Democrats are making every American poorer, less safe, more dependent on other countries for energy, and making America weaker.

Science + adoption (NRSC): Democrats support abortion being legal. Science makes it clear that unborn babies are human beings. They feel pain, suck their thumbs, and have a heartbeat. Every abortion is a tragedy. We must make it easier for women to choose adoption instead of abortion. If they need assistance, we should help them protect these babies.

Leaking decision (NRSC): Leaking the decision to overturn Roe v. Wade is troubling and is indicative of the Radical Left's mission to undermine the Supreme Court and pack the



DATA FOR **PROGRESS**

Court with liberal judges who will rubber-stamp Democrats' radical agenda. It's wrong - the leaker should be found, fired and prosecuted.

Defending lives (NRSC): Democrats support abortion being legal. One of the greatest and most unique things about America is the way we value defense of the defenseless, the desire to protect the weakest members of our society – the sick, the poor, and the elderly. Unborn babies deserve protection too.

Public pressure (Sen. Cruz): Leaking the Supreme Court's draft decision to overturn Roe v. Wade is a blatant attempt to intimidate the Supreme Court through public pressure rather than reasoned argument.

Leaking decision (Sen. McConnell): Leaking the decision to overturn Roe v. Wade was an attack on the independence of the Supreme Court. By every indication, this was yet another escalation in the radical left's ongoing campaign to bully and intimidate federal judges and substitute mob rule for the rule of law.

Democrats + extreme vices (NRSC): Democrats have extreme views on abortion that are outside of the mainstream. They want abortions to be on demand and oppose all reasonable restrictions, like prohibiting abortion for gender selection, or limiting abortion to the first trimester. In fact, they have opposed every single restriction on abortion for nearly 50 years.

Social justice (Scott Walker): We should make the case for the protection of innocent life now that the Supreme Court intends to overturn Roe v. Wade. Today's young people are the pro-life generation. This is a true social justice issue.

Enforcement (NRSC): Democrats just don't seem to care about the truth. Republicans are not in favor of putting women or doctors in jail. They would never take away anyone's contraception or health care. That's just the typical BS you get from politicians.

Codifying abortion (Gov. Noem): Should Roe v. Wade be overturned, Democrats will immediately pass a bill to stop the saving of lives and refuse to guarantee that every unborn child has a right to life in America.

Pro-life + innocent life (Sen. Cruz): The Supreme Court has voted to strike down Roe v. Wade according to a leaked draft majority opinion. If this report is true, this is nothing short of a massive victory for life and will save the lives of millions of innocent babies.



DATA FOR **PROGRESS**

Murder + Life at Conception Act (Rep. Taylor-Greene): Life starts at conception. Our constitution never did and never will give the right to murder another human being in the womb. A Republican controlled Congress will instead have the moral duty and obligation to pass the Life at Conception Act.

Leaking decision (Sen. Blackburn): Republicans say you should oppose CANDIDATE because a radical activist betrayed the sacred tradition of the Supreme Court in leaking the decision to overturn Roe v. Wade. The leaker must be immediately removed from their position and exiled from the legal community.

Disability + eugenics: Democrats support legal abortion. They say that abortions carried out because of a baby's sex, race, or potential disability, such as Down syndrome, constitutes modern-day eugenics, or selective biased breeding.

Pro-life + innocent life (JD Vance): Democrats support abortion and Roe v. Wade. Republicans say overturning Roe v. Wade would be an amazing victory for the pro-life movement and, most importantly, the innocents they fight for.

Disability (Sen. Daines): Democrats support abortion being legal. Every human being is born with God-given dignity and potential. The most endangered human is a Down syndrome baby in the womb. We must protect these precious lives at all costs.



DATA FOR **PROGRESS**

To: Interested Parties
From: Data for Progress
Date: July 21, 2022
Re: Message Testing on SCOTUS overturning *Roe v. Wade*

From July 7 - July 8, Data for Progress and Blue Rose conducted research on public messages around the Supreme Court decision to overturn *Roe v. Wade*. We tested 27 unique public statements from and other influential figures within the Democratic Party and found that:

The **most effective statements on the Supreme Court decision to overturn *Roe v. Wade*** had the following themes:

- **Difficult circumstances:** Messages that emphasized the importance of abortion access in the cases of protecting the mother's life and when the mother was raped were effective with voters, like in this statement: "*Roe v. Wade* is not about murdering babies, it is about supporting women with unviable pregnancies, women who are raped, and women who would lose their lives without abortion access."
- **Contraceptives:** Messages that focused on the impact of this decision on contraceptives were also effective, like in this statement: "This historic decision is already affecting reproductive healthcare – including the ability for women to access emergency contraception. Democrats recognize this dramatic change and aim to protect reproductive healthcare."
- **Encroachment on personal rights:** Statements that focused on the implications of this decision on other rights under danger post-roe such as LGBTQ+ relationships and marriages were also effective with voters, like in this message: "This decision was just the first step – Republicans now, unsurprisingly, want to reverse decisions that allow for same-sex relationships, which has been a right for many years now in this country."
- **Privacy:** Statements that highlighted the impact of overturning *Roe v. Wade* on the loss of privacy in personal medical decisions also performed well, like in this message: "Abortion bans are strict government mandates that are designed to interfere with the private medical decisions of women and their families. Democrats know this and oppose the overturning of this important case."

The **least effective messages on the Supreme Court decision to overturn *Roe v. Wade*** had the following themes:

- **Outdated Constitution:** Messages that framed the constitution as an anachronistic document written by slave-owners did not resonate with voters, like in this statement:



DATA FOR **PROGRESS**

“This decision is based on a Constitution which was written by people who owned slaves. It’s time to evolve — the Constitution cannot be the ‘be-all, end-all’ in our country.”

- **Big tech:** Statements that focused on big tech’s complicity in data sharing in a post-*Roe* legal landscape also did not perform well, like in this message: “We are now in a situation where, when our data is in the hands of big tech companies, women are at risk of that data being used in prosecutions for illegal abortions.”

Additionally, we tested unique public statements on the Supreme Court decision to overturn *Roe v. Wade* from Republicans and found that:

- The **least effective** Republican messages emphasized:
 - **The economy:** Messages that framed abortion as an economic issue that will affect future investment from younger people did not resonate with voters.
 - **Sexual violence as rare:** Statements that attempted to portray rape-related pregnancies as rare events did not resonate with voters.

Democratic messages we tested this week, included (in rank order of most effective to least effective in moving voters):

Pct rank is relative to +1,500 previously tested messages.

Supporting women: Democrats say you should support CANDIDATE because they disagree with the Supreme Court’s recent landmark decision to overturn *Roe v. Wade*. But *Roe v. Wade* is not about murdering babies, it is about supporting women with unviable pregnancies, women who are raped, and women who would lose their lives without abortion access.

95%

Saving lives: Democrats say you should support CANDIDATE because they disagree with the Supreme Court’s recent landmark decision to overturn *Roe v. Wade*. But during pregnancy, families may have to choose an abortion to save the life of the mother or another fetus. This decision takes that choice away from them and risks the mother’s life.

90%

Contraception: Democrats say you should support CANDIDATE because they disagree with the Supreme Court’s recent landmark decision to overturn *Roe v. Wade*. This historic decision is already affecting reproductive healthcare – including the ability for women to access emergency contraception. Democrats recognize this dramatic change and aim to protect reproductive healthcare.

90%



DATA FOR **PROGRESS**

Rape + incest: Democrats say you should support CANDIDATE because they disagree with the Supreme Court's landmark decision to overturn Roe v. Wade. Every person celebrating this decision implicitly supports a scenario where a 12-year-old, who's been raped, must carry her pregnancy to term, or a scenario where a woman is at risk of dying if they have an ectopic pregnancy.

86%

Same-sex rights: Democrats say you should support CANDIDATE because they disagree with the Supreme Court's recent landmark decision to overturn Roe v. Wade. This decision was just the first step – Republicans now, unsurprisingly, want to reverse decisions that allow for same-sex relationships, which has been a right for many years now in this country.

79%

Government mandates: Democrats say you should support CANDIDATE because they disagree with the Supreme Court's recent landmark decision to overturn Roe v. Wade in our country. Abortion bans are strict government mandates that are designed to interfere with the private medical decisions of women and their families. Democrats know this and oppose the overturning of this important case.

79%

Punishment: Democrats say you should support CANDIDATE because they disagree with the Supreme Court's recent landmark decision to overturn Roe v. Wade in the United States. Children should not be born as a consequence of legal punishment — they should be wanted and loved by the mother who has a right to make this decision.

71%

Pro-life: Democrats say you should support CANDIDATE because they disagree with the Supreme Court's decision to overturn Roe v. Wade. There are some who were raised pro-life and will always consider themselves pro-life. But that definition of pro-life may not be someone else's definition. Democrats support legislation that would codify the rights Roe v. Wade previously protected.

66%

Punishing doctors: Democrats say you should support CANDIDATE because they disagree with the Supreme Court's recent landmark decision to overturn Roe v. Wade in the United States. This bold and historic decision will punish doctors, who can now face criminal charges for providing healthcare services, such as abortion, to women requesting it.

63%

Punishing women: Democrats say you should support CANDIDATE because they disagree with the Supreme Court's recent landmark decision to overturn Roe v. Wade in the United States. This historic and bold decision will punish women, who can and will now face criminal charges for receiving healthcare services they recently had access to.

62%

Sharing information: Democrats say you should support CANDIDATE because they disagree with the Supreme Court's recent landmark decision to overturn Roe v. Wade. This historic decision is so extreme, that some states want to make sharing information on abortion access a felony crime, putting a great deal of Americans in legal danger.

61%

Gender-affirming healthcare: Democrats say you should support CANDIDATE because they disagree with the Supreme Court's recent landmark decision to overturn Roe v. Wade. Unsurprisingly, in states like Alabama, Republicans are already using this decision as a basis to strip away other rights related to one's bodily autonomy, including access to gender-affirming healthcare for many Americans.

59%



DATA FOR **PROGRESS**

Corporations: Democrats say you should support CANDIDATE because they disagree with the Supreme Court’s recent landmark decision to overturn Roe v. Wade. Corporations should be allowed to support all of their employees with access to reproductive healthcare, regardless of which state they live in, and in light of this recent and bold decision.

52%

Family planning: Democrats say you should support CANDIDATE because they disagree with the Supreme Court’s recent landmark decision to overturn Roe v. Wade. This historic decision will impact anyone engaged in family planning – including those who may no longer be able to use fertility treatments like IVF (in vitro fertilization), a type of assisted reproductive technology.

50%

Forced pregnancy: Democrats say you should support CANDIDATE because they disagree with the Supreme Court’s recent landmark decision to overturn Roe v. Wade. A rapist can only force a woman to have sex. It takes a Republican politician to make her have her rapist’s baby. Democrats know this and oppose the overturning of this important case.

48%

Black women: Democrats say you should support CANDIDATE because they disagree with the Supreme Court’s decision to overturn Roe v. Wade. This decision affects Black women in particular and will risk their lives when they are exposed to unsafe abortions. We will keep fighting, but the one thing that we know is that people will still have care.

33%

Big tech: Democrats say you should support CANDIDATE because they disagree with the Supreme Court’s recent landmark decision to overturn Roe v. Wade. We are now in a situation where, when our data is in the hands of big tech companies, women are at risk of that data being used in prosecutions for illegal abortions.

28%

Outdated Constitution: Democrats say you should support CANDIDATE because they disagree with the Supreme Court’s recent landmark decision to overturn Roe v. Wade. This decision is based on a Constitution which was written by people who owned slaves. It’s time to evolve — the Constitution cannot be the “be-all, end-all” in our country.

20%

Republican messages we tested this week, included (in rank order of most effective to least effective in moving voters):

Pct rank is relative to +1,500 previously tested messages.

Distracting voters: Republicans say you should oppose CANDIDATE because Democrats disagree with the Supreme Court’s recent landmark decision to overturn Roe v. Wade in our country. The Court’s historic decision does not change settled law and it should not distract voters from other issues that our country faces like unaffordable prices, rising crime, or the border crisis.

79%

Family programs: Republicans say you should oppose CANDIDATE because Democrats disagree with the Supreme Court’s recent landmark decision to overturn Roe v. Wade in the United States. We need to support programs that actually help mothers with their children, like expanding the Child Tax Credit which offers additional financial resources to women.

66%



DATA FOR **PROGRESS**

<p>Vaccine mandates: Republicans say you should oppose CANDIDATE because Democrats disagree with the Supreme Court’s recent landmark decision to overturn Roe v. Wade. It is actually hypocritical to support abortion while imposing COVID-19 vaccine mandates and forcing unvaccinated Americans out of society. Republicans want to stop this hypocrisy, which has gone on for far too long.</p>	49%
<p>Unrelenting: Republicans say you should oppose CANDIDATE because Democrats disagree with the Supreme Court’s landmark decision to overturn Roe v. Wade. Having been given this second chance for life, we must not rest and must not relent until the sanctity of life is restored to the center of American law in every state in the land.</p>	24%
<p>GDP loss: Republicans say you should oppose CANDIDATE because Democrats disagree with the Supreme Court’s landmark decision to overturn Roe v. Wade. Abortion is an economic issue, not just a moral one. In 2019, with the loss of nearly 630,000 unborn lives, abortion cost the U.S. roughly \$6.9 trillion, or 32 percent of GDP.</p>	21%
<p>Rare pregnancy: Republicans say you should oppose CANDIDATE because Democrats disagree with the Supreme Court’s recent landmark decision to overturn Roe v. Wade in the United States. Democrats demand exceptions for rape or incest, but it is actually rare for a woman to become pregnant as a result of rape in our country.</p>	15%
<p>Labor force: Republicans say you should oppose CANDIDATE because Democrats disagree with the Supreme Court’s recent landmark decision to overturn Roe v. Wade. Abortion is an economic issue, not just a moral one. If all aborted babies had been otherwise carried to term, nearly 45 million would be of working age today.</p>	7%
<p>Social Security: Republicans say you should oppose CANDIDATE because Democrats disagree with the Supreme Court’s landmark decision to overturn Roe v. Wade. When fewer children are born, there are fewer young people who can invest in Social Security and Medicare. As more aging Americans reach retirement, it is important to have youth who can invest in caring for the older generations.</p>	6%
<p>Elder care: Republicans say you should oppose CANDIDATE because Democrats disagree with the Supreme Court’s landmark decision to overturn Roe v. Wade. Abortion is an economic issue, not just a moral one. More Americans than ever are reaching retirement age, which will make it more difficult for the relatively smaller number of children to care for their elderly parents.</p>	4%



DATA FOR **PROGRESS**

To: Interested Parties
From: Data for Progress
Date: August 10, 2022
Re: Message Testing on Abortion

From July 22 - July 23, Data for Progress and Blue Rose conducted research on public messages around abortion. We tested 38 unique public statements from influential figures within the Democratic and Republican Parties and found that:

The Democratic messages that we tested generally performed well, with 15 of the 19 Democratic messages ranking above the 50th percentile for over 2,000 Democratic messages that we've tested across topics. In contrast, the 19 Republican messages we tested were generally ineffective. Only one Republican message was effective in decreasing Democratic support, while 12 of the messages actually increased support for Democrats, and 6 had little-to-no effect.

Overall, abortion continues to be an effective topic for Democrats to focus on. Strong Democratic messaging on abortion stands in contrast with extremist statements made by Republican officials.

The **most effective statements on abortion** had the following themes:

- **Healthcare and government interference:** Messages that framed abortion as basic healthcare performed well with voters, like in this statement: "Abortion is a basic healthcare right. Every person should have the right to make their own decisions about their body and their healthcare, without interference from the government."
- **Privacy:** Statements that focused on abortion as a private decision between individuals and their doctors also performed well, like in this message: "All pregnant Americans should be able to control their own private medical decisions, alongside their doctor, without undue interference from the federal government."
- **Bodily autonomy:** Talking points that focused on abortion as a bodily autonomy issue and a fundamental right also did well, like in this statement: "Regardless of circumstance, every American deserves bodily autonomy, which is protected when everyone has the right to make their own choices about pregnancy."

The **least effective messages on abortion** had the following themes:

- **Economy:** Messages that focused on the benefits that keeping women in the workforce by preventing unwanted pregnancy would provide to the economy did not resonate with voters, like in this statement: "Our country is in the middle of a historic labor shortage, and we need to make sure all American women can fully participate in the economy."



DATA FOR **PROGRESS**

Additionally, we tested unique Republican public statements on **abortion** and found that:

- The **least effective** Republican messages (**which all increase support for Democrats**) emphasized:
 - **Children conceived through assault:** Messages that attempted to highlight the benefits of continuing pregnancies conceived through sexual assault did not resonate with voters.
 - **Abortion as anti-feminine:** Statements that attempted to paint abortion as anti-feminine and anti-mother also did not resonate with voters.

Further analyses of these messages indicated that:

- Democratic messages were generally more effective on women and young voters than on men and older voters.
- Both Trump voters and Democratic voters responded mostly positively to Democratic messages.

Democratic messages we tested this week(in rank order of most effective to least effective at increasing voter support for the party):

Pct rank is relative to +2,000 previously tested messages.

Basic right: Abortion is a basic healthcare right. Every person should have the right to make their own decisions about their body and their healthcare, without interference from the government.

97%

Private decisions + Americans: All pregnant Americans should be able to control their own private medical decisions, alongside their doctor, without undue interference from the federal government.

95%

Private decisions + people: All pregnant people should be able to control their own private medical decisions, alongside their doctor, without undue interference from the federal government.

92%

Bodily autonomy: Regardless of circumstance, every American deserves bodily autonomy, which is protected when everyone has the right to make their own choices about pregnancy.

90%

Fundamental rights: Protecting abortion access is about more than just one issue. It's about protecting our fundamental rights and ensuring that all women can make their own decisions about their bodies and their healthcare.

89%



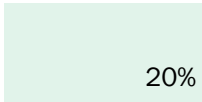
DATA FOR *PROGRESS*

Private decisions + children: Pregnant children and adults should be able to control their own private medical decisions, alongside their doctor, without undue interference from the federal government.	88%
Death sentence: Unviable pregnancies can be dangerous, and even life threatening, to the mother. Getting pregnant in America shouldn't ever be a death sentence for anyone.	88%
Saving lives: No doctor should ever have to decide between saving the life of their pregnant patient or following an unjust and unpopular anti-abortion law.	82%
Women's Health Protection Act: Democrats support what 62 percent of Americans agree on: we need to protect the right to abortion under national law through the Women's Health Protection Act.	73%
Ectopic pregnancies: Abortion bans put women in life-threatening danger – one hospital refused to save a woman's life until her ectopic pregnancy ruptured because the fetus still had a heartbeat.	67%
Birth control: This decision even threatens birth control, which is the last safeguard against pregnancy in states where abortion is illegal and which Republicans want to limit access to.	64%
Contraception: This decision even threatens contraception, which is the last safeguard against pregnancy in states where abortion is illegal and which Republicans want to limit access to.	65%
Fewer rights: Fifty-four percent of voters think the next generation of Americans will have fewer rights than their parents, in no small part because we are losing our reproductive rights.	59%
Contraception + less common: It's impossible to fully stop abortion, but contraceptives help make them less common. If Republicans really wanted to reduce abortion, they would support access to contraceptives	56%
Contraception + House vote: Republicans are already coming after our rights to access contraception – 195 House members voted against making contraception access guaranteed under the law.	55%
Abusive partners: Abortion bans could give abusive partners the power to sue women who decide to have an abortion. This could even allow rapists to sue their victims for getting an abortion.	45%
Republican hypocrisy: Lying Republicans want you to think that abortion is a state's rights issue, but they're already pushing for federal legislation to ban abortion nationwide.	44%
Women as vessels: In Red America, women have zero rights the instant they become pregnant, at which point they morph from citizens into "vessels" for the will and whims of men.	30%



DATA FOR **PROGRESS**

Labor shortages: Our country is in the middle of a historic labor shortage, and we need to make sure all American women can fully participate in the economy.



Republican messages we tested this week, included (in rank order of most effective to least effective at increasing voter support for the party):

Pct rank is relative to +2,000 previously tested messages.

Freest nation: Democrats no longer think America is the freest country in the world – but America is still the most free, the most powerful, and the most successful.	64%
Abortion industry: We cannot have an abortion industry in America that profits off of killing innocent babies just because they are inconvenient or unwanted.	53%
Attacks on pregnancy centers: It's horrific that pro-life pregnancies centers providing security, stability, and hope to moms are under attack and facing violent threats from pro-abortion activists.	51%
Threats on women: Some pro-life women have received threats from radical pro-abortion activists for their views, and Democrats still refuse to condemn them.	47%
Dignity of life: We must stop the Left's radical, extreme, and discriminatory abortion agenda and uphold the value, dignity, and potential of every person's life – both mother and baby. Every life is worth living.	45%
Court packing: Democrats blocked legislation to keep the Supreme Court at nine justices. They're looking at packing the court to get what they want and we can't let that happen.	44%
Vandalization: Pregnancy centers and churches have been vandalized by pro-abortion radicals because of their pro-life views, and Democrats don't want you to know.	43%
Trafficking across states: Women should absolutely not be trafficked across state lines against their will to have a forced abortion in another state.	38%
China and North Korea: They're proposing pro-abortion legislation that's even more radical than Roe, making America just as extreme as China and North Korea.	35%
Ignoring science: Pro-choice extremists don't care about women's health. Instead, they're ignoring science to force an extreme position on all of America.	33%
Abortion on demand until birth: Nearly every Democrat in Congress supports the Abortion on Demand Until Birth Act. It overrides pro-life state laws and allows for any late-term abortion regardless of the welfare of the mother or the baby.	32%
Unverified stories: Radical Democrats are already spreading unverified and extremist stories designed to trick voters into supporting immoral abortion procedures in America.	29%



DATA FOR **PROGRESS**

Fly-in abortions: An abortion is not a vacation, but people are already taking fly-in abortion trips to end their pregnancies in liberal states.

24%

Defining life: The way conception occurs does not matter in defining life, and many people alive today are the product of rape and incest.

22%

Two wrongs: Pro-abortion activists always want to shift the conversation towards rape, but an abortion will never heal those wounds. Two wrongs don't make a right.

22%

Stopping rape: Abortion will not not heal the wounds of rape: if we truly want to end child pregnancy, we need to focus on getting criminals and illegal immigrants off the streets.

21%

Forced abortions: 76% of women seeking an abortion said they would choose to parent if their financial, housing, or educational circumstances were different, but Democrats want to force them to have abortions.

20%

Culture promoting abortion: Our culture today loudly but stealthily promotes abortion by telling women they should look a certain way and have careers that keep them from motherhood.

9%

Benefits of childbirth: We would hope that children who are pregnant, like many women who have had babies as a result of rape, would understand the reason and ultimately the benefit of having the child.

3%