



REPORT ON POTENTIAL OF
DEVELOPING PUBLIC
CONSENSUS ON ABORTION
POLICY

 McLaughlin & Associates

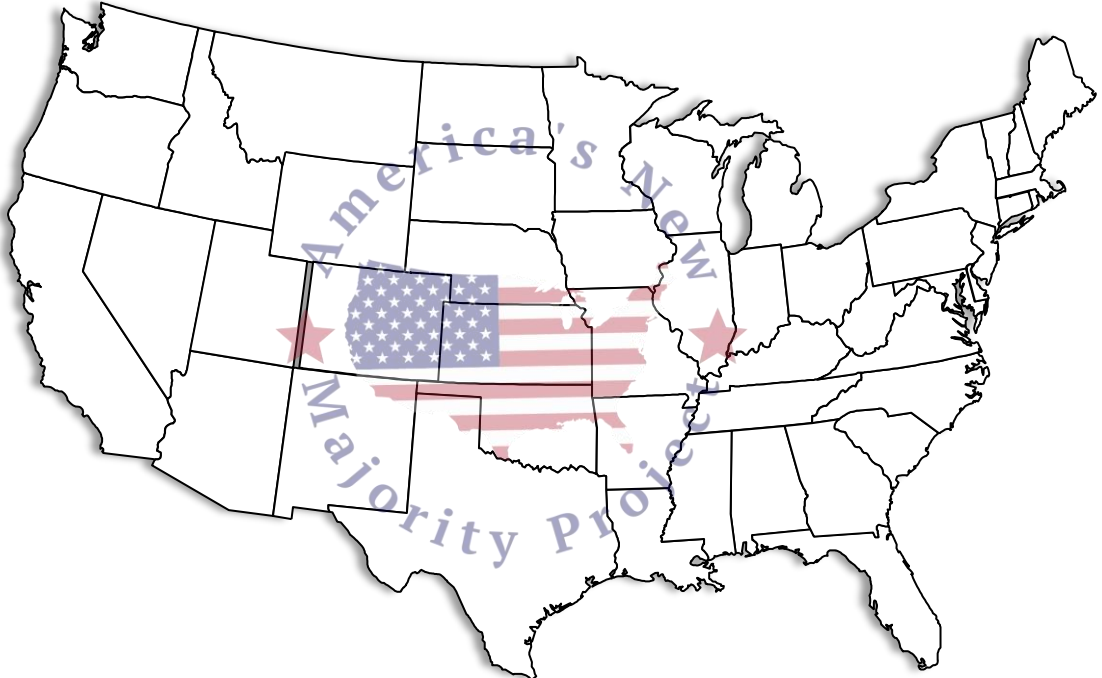


Methodology

Mclaughlin & Associates partnered with Gingrich 360 to conduct a national survey for America's New Majority Project. This national survey was conducted among 2,000 likely general election voters between May 4-7, 2023.

All interviews were conducted online. Survey invitations were distributed randomly within predetermined geographic units. These units were structured to correlate with actual general election turnout.

The sample of 2,000 likely general election voters has an accuracy of +/- 2.2% at a 95% confidence interval. The numbers in this presentation have been rounded and may not equal 100%.



New England	5%
Middle Atlantic	13%
East North Central	15%
West North Central	7%
South Atlantic	21%
East South Central	6%
West South Central	10%
Mountain	8%
Pacific	16%

18-29	15%
30-40	17%
41-55	25%
56-65	19%
66+	24%

White	68%
Hispanic	13%
Black	13%
Asian	4%
Other	2%

Male	47%
Female	53%

Democratic	37%
Republican	36%
Independent	27%

Less/4yr College	60%
Bachelor's/P.G	40%



Key Takeaways

- One year since *Dobbs*, Americans agree that the return of abortion policy to the elected branches of government presents an opportunity to come to public consensus on a divisive issue.
- Large majorities of Americans support abortion restrictions of some kind.
- Bipartisan agreement that any abortion policy must have broad public consensus shows the danger of introducing bills that don't have large public support.
- Americans are divided on whether abortion policy should be set at the state or national level. However, large majorities support state level policy where there is no national consensus.
- The net impact of framing the election choice between a pro-life GOP consensus builder and pro-choice Democrat abortion extremist is slightly negative for the GOP (-1 margin) compared to the generic ballot.

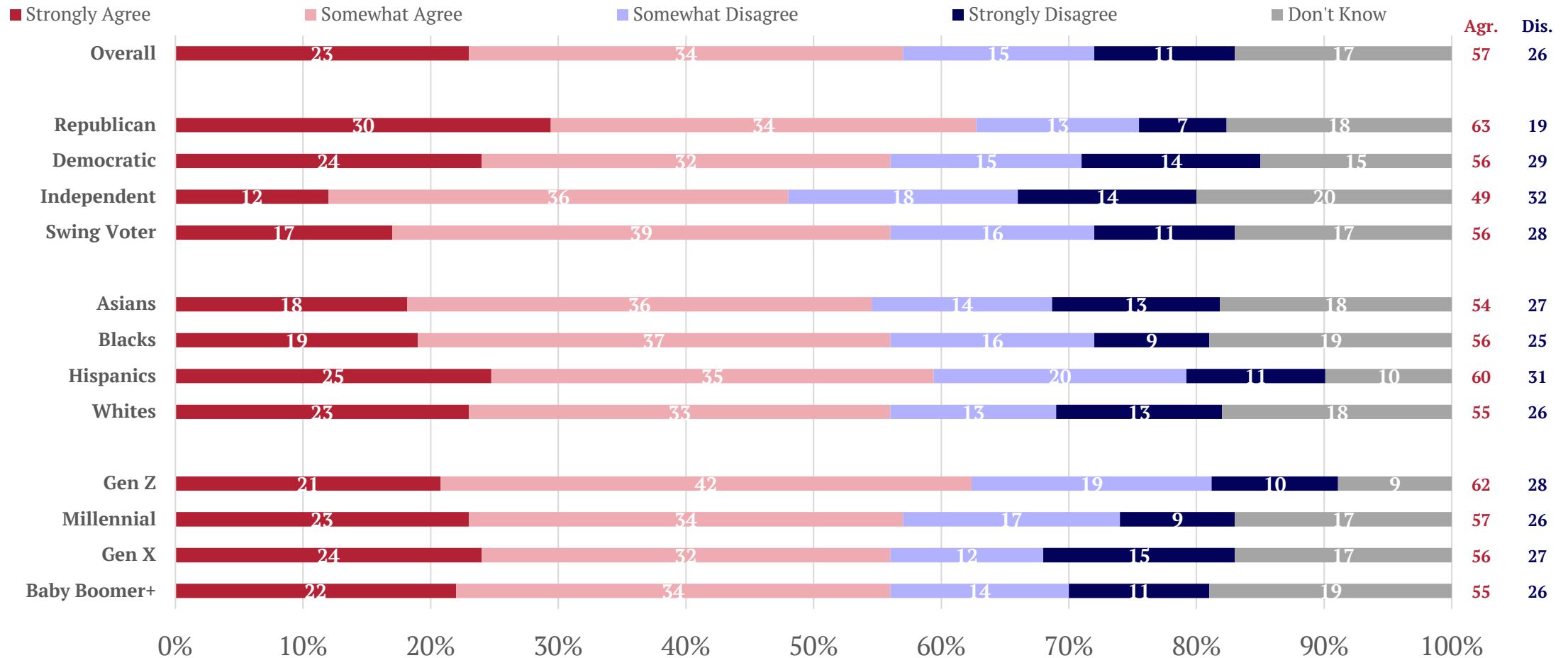
Bottom Line – Discussing the repeal of *Roe v. Wade* and the abortion debate around the need to reach public consensus can be used as SHIELD LANGUAGE to minimize damage from opponent attacks.



Americans Recognize An Opportunity to Come To Public Consensus Now That Abortion Policy Is Back in Hands of Elected Branches of Government

Majorities of Republicans (63%), Democrats (56%) and Swing Voters (56%) agree, as well as strong majorities of Hispanics (60%) and Gen Z (62%)

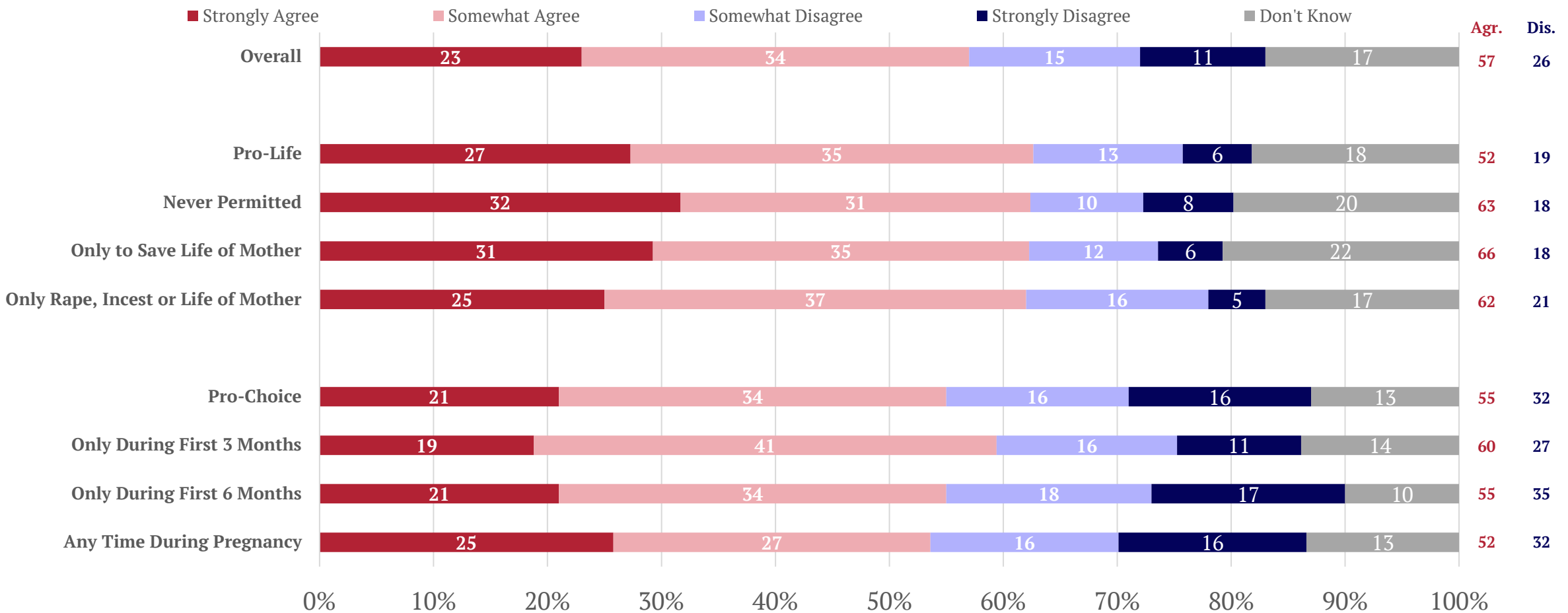
Do you agree or disagree with the following statement? “The return of abortion policy to elected officials who are accountable to the people is an opportunity to come to public consensus on a difficult issue that has divided America for decades.”



Pro-Life and Pro-Choice Americans Agree On The Opportunity To Develop Public Consensus

The most pro-choice Americans (those who believe abortion should be allowed at any time during pregnancy) are the most skeptical, but 52% still agree.

Do you agree or disagree with the following statement? “The return of abortion policy to elected officials who are accountable to the people is an opportunity to come to public consensus on a difficult issue that has divided America for decades.”



73 Percent of Americans Support Abortion Restrictions Of Some Kind

Just 20% of Americans say abortion should be allowed at any time during a pregnancy, including a minority of Democrats (33%), Independents (19%), Blacks (20%), Hispanics (23%) and Gen Z (25%).

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

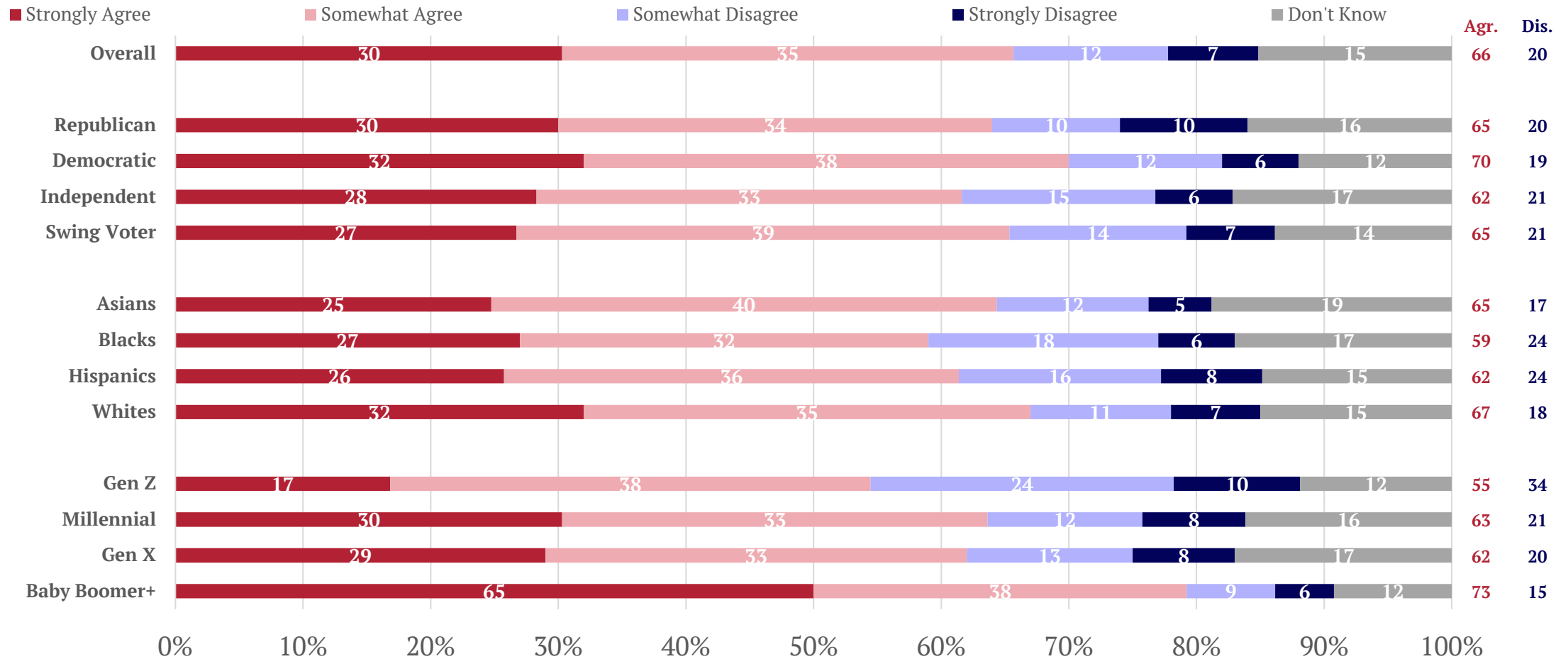
	Overall	GOP	DEM	IND	Swing	Asians	Blacks	Hisp	White	Gen Z	Mill	Gen X	Boom+
PRO-CHOICE STANCES	55	36	74	55	58	73	56	63	52	65	59	55	50
AVAILABLE ANY TIME during a pregnancy.	20	9	33	19	18	29	20	23	20	25	23	21	17
ALLOWED ONLY during the first 6-months.	13	8	18	12	15	17	13	14	12	17	14	11	12
ALLOWED ONLY during the first 3-months.	22	19	23	23	25	27	23	26	21	23	22	22	21
PRO-LIFE STANCES	38	59	19	36	35	19	32	32	41	28	34	39	43
ALLOWED ONLY in cases of rape, incest, or life of mother.	25	35	14	26	26	11	21	20	27	16	18	26	30
ALLOWED ONLY to save the life of the mother.	6	11	1	6	4	5	4	5	6	3	6	5	7
NEVER BE PERMITTED under any circumstance.	7	13	4	5	5	3	7	7	7	8	9	8	6
Don't Know	7	6	7	9	8	8	12	6	7	7	7	7	7



Bipartisan Agreement That Any National Abortion Policy Must Have Broad Public Consensus – Showing The Danger of Abortion Laws That Don't Reflect Public Opinion

Desire for abortion laws to reflect public consensus is shared by all groups of voters.

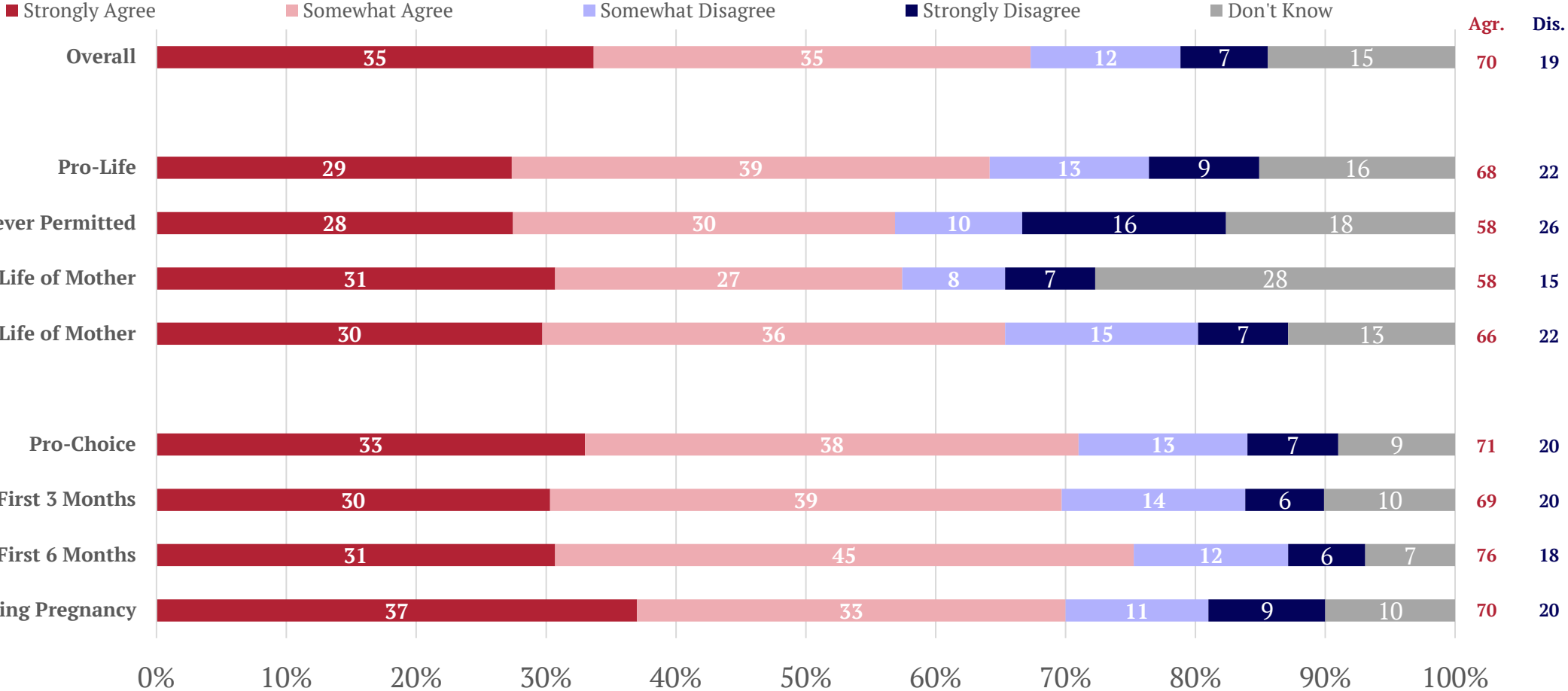
Do you agree or disagree with the following statement? “Any national abortion policy must have broad public consensus.”



Pro-Life and Pro-Choice Americans Agree National Abortion Policy Must Have Broad Public Consensus

Agreement is strongest among those who believe abortion should only be permitted during the first six months of pregnancy.

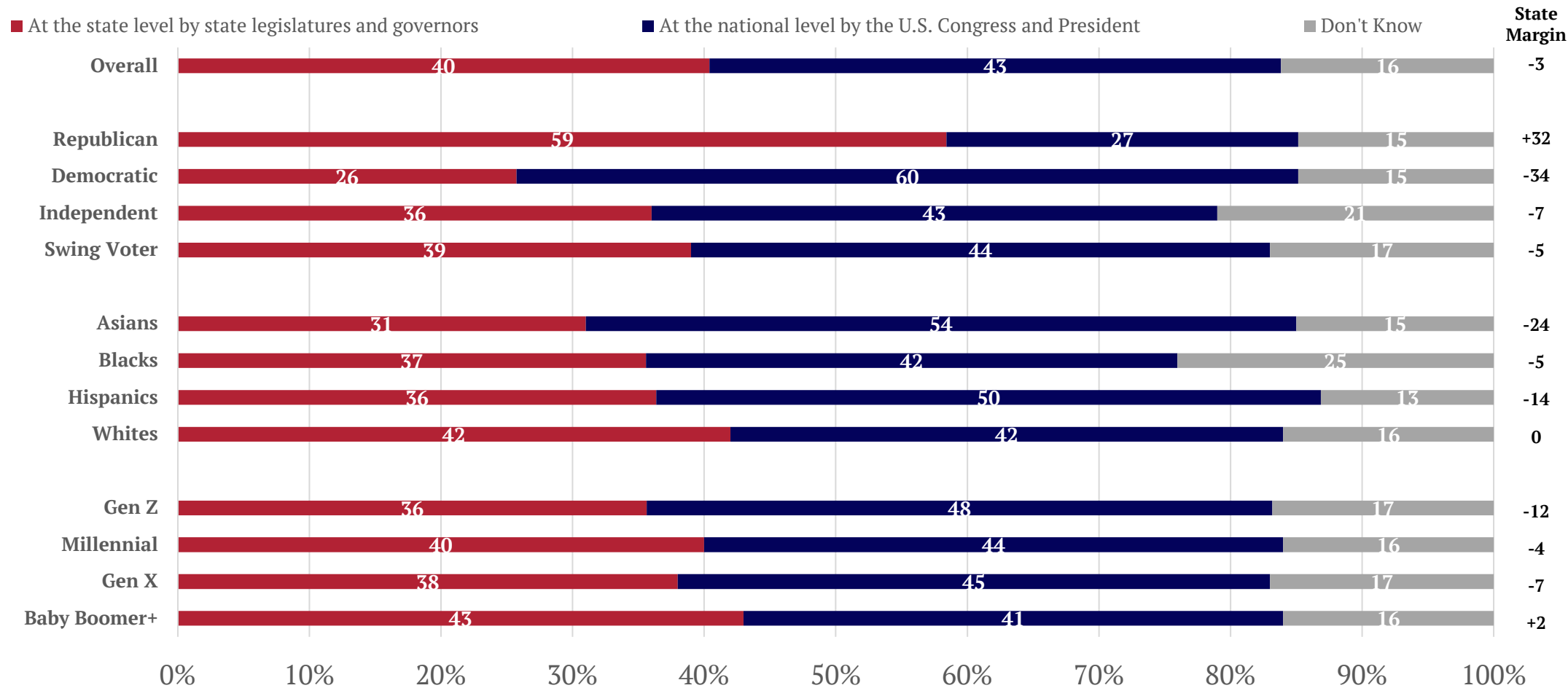
Do you agree or disagree with the following statement? “Any national abortion policy must have broad public consensus.”



Public Divided on Whether Abortion Policy Should Be Set at State or National Level

Preference for national level abortion policy strongest among Democrats (60%), Asians (54%), Hispanics (50%), and Gen Z (48%).

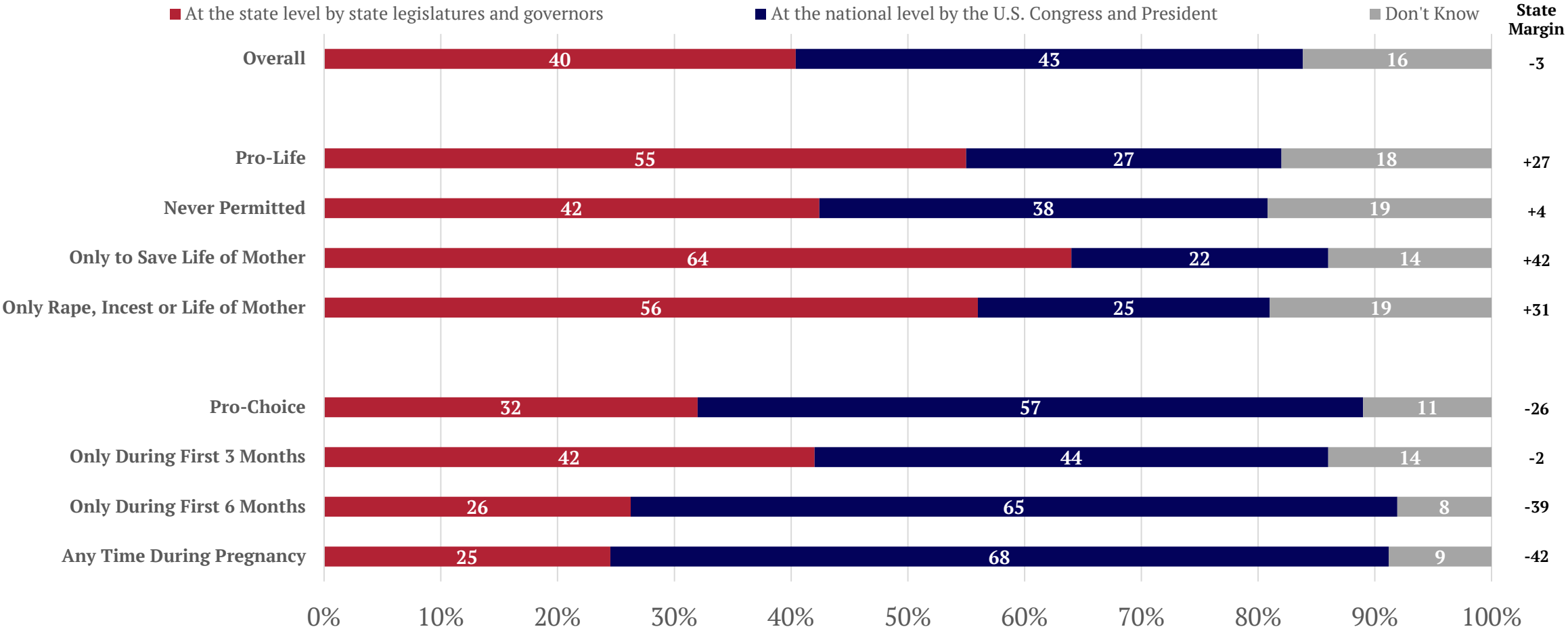
“The 1973 Roe v. Wade case ruled that the U.S. Constitution generally protects an individual’s right to have an abortion. Last year, the Supreme Court overturned the 1973 Roe v. Wade decision, allowing abortion policy to be decided by elected officials at the state or national level. Do you believe that abortion policy should be set at the state or national level?”



In General, Pro-Choice Americans Prefer National Abortion Policy, Pro-Life Americans Prefer State Level

The most pro-life Americans (who think abortion should never be permitted) are narrowly divided.

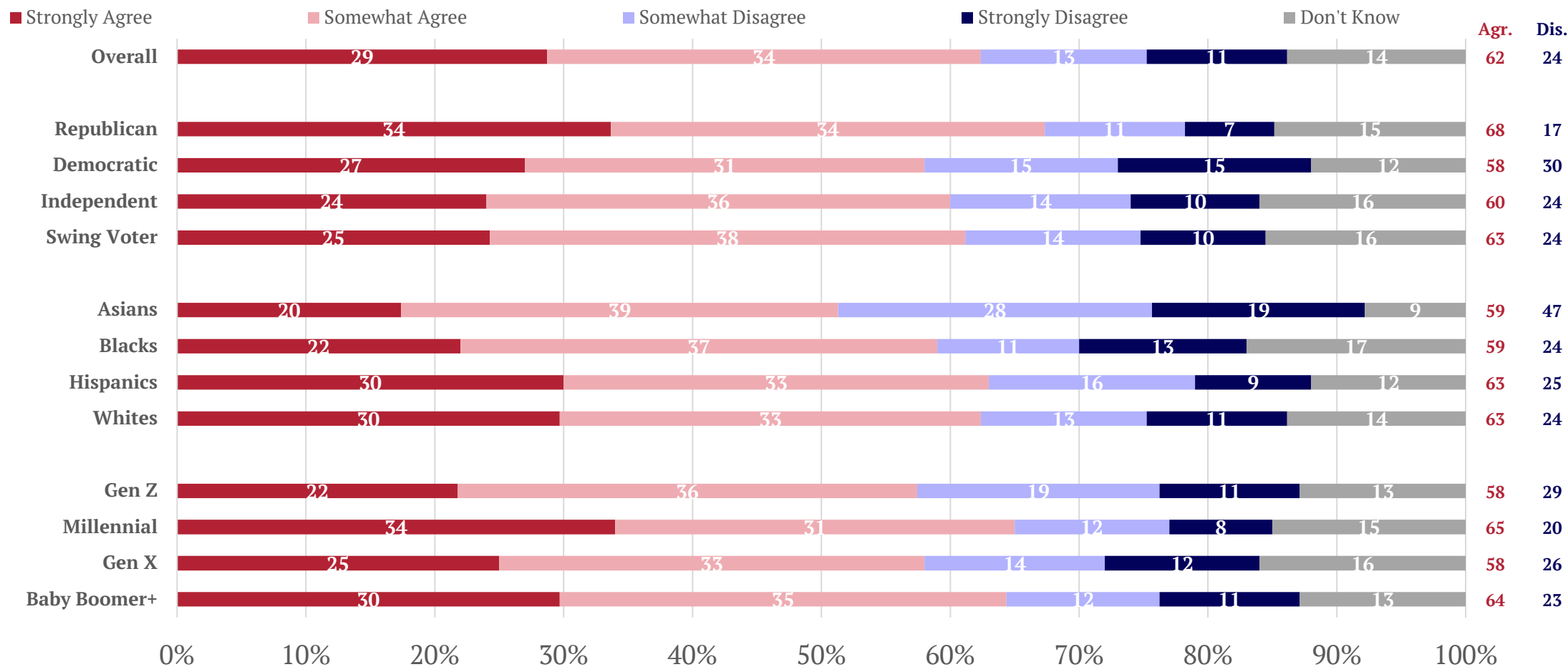
“The 1973 Roe v. Wade case ruled that the U.S. Constitution generally protects an individual’s right to have an abortion. Last year, the Supreme Court overturned the 1973 Roe v. Wade decision, allowing abortion policy to be decided by elected officials at the state or national level. Do you believe that abortion policy should be set at the state or national level?”



Bipartisan Agreement That States Should Step In For Areas of Abortion Policy in Which No National Consensus Can Be Reached

Agreement is strongest among Republicans (68%), Millennials (65%), and Swing Voters (63%).

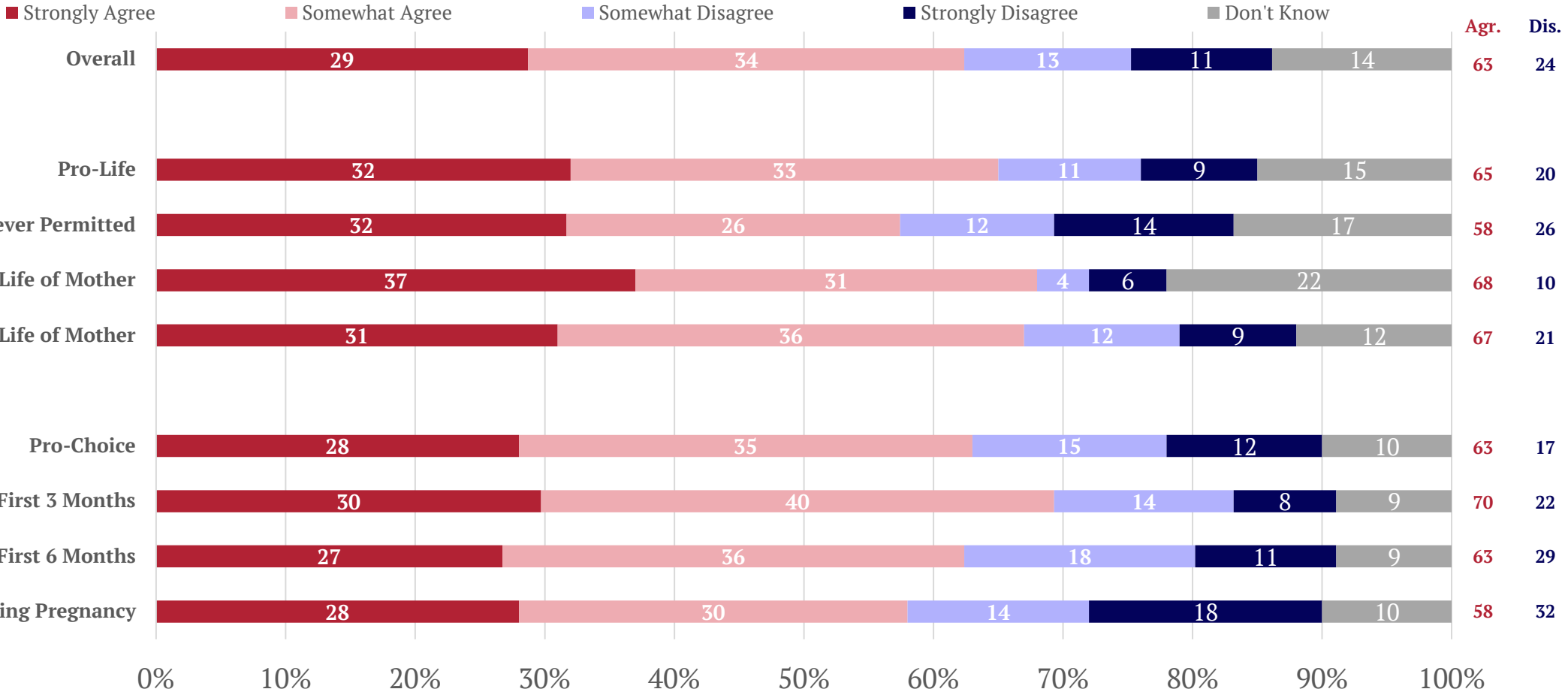
Do you agree or disagree with the following statement? “For areas of abortion policy where there is no national public consensus, states should enact policies that match the beliefs of the majority of people in their state.”



Pro-Life and Pro-Choice Americans Agree States Should Step In For Areas of Abortion Policy In Which No National Consensus Can Be Reached

Agreement is strongest among those who believe abortion should only be permitted during the first three months of pregnancy.

Do you agree or disagree with the following statement? “For areas of abortion policy where there is no national public consensus, states should enact policies that match the beliefs of the majority of people in their state.”

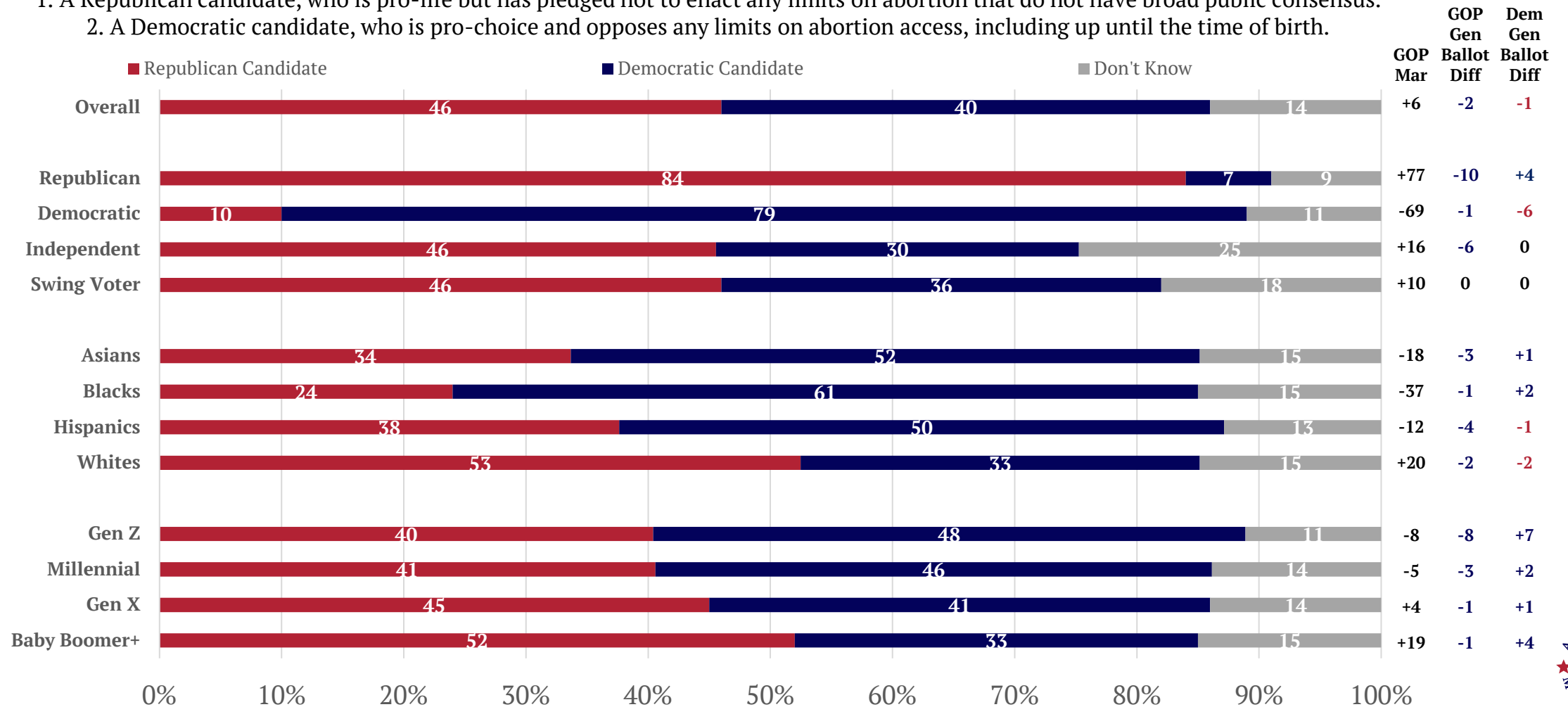


Framing Election Choice Between Pro-Life Consensus Builder and Pro-Choice Extremist Can Be Used As SHIELD LANGUAGE

The framing may minimize damage from attacks on a very tough issue.

Which candidate for Congress would you be more likely to support?

1. A Republican candidate, who is pro-life but has pledged not to enact any limits on abortion that do not have broad public consensus.
2. A Democratic candidate, who is pro-choice and opposes any limits on abortion access, including up until the time of birth.

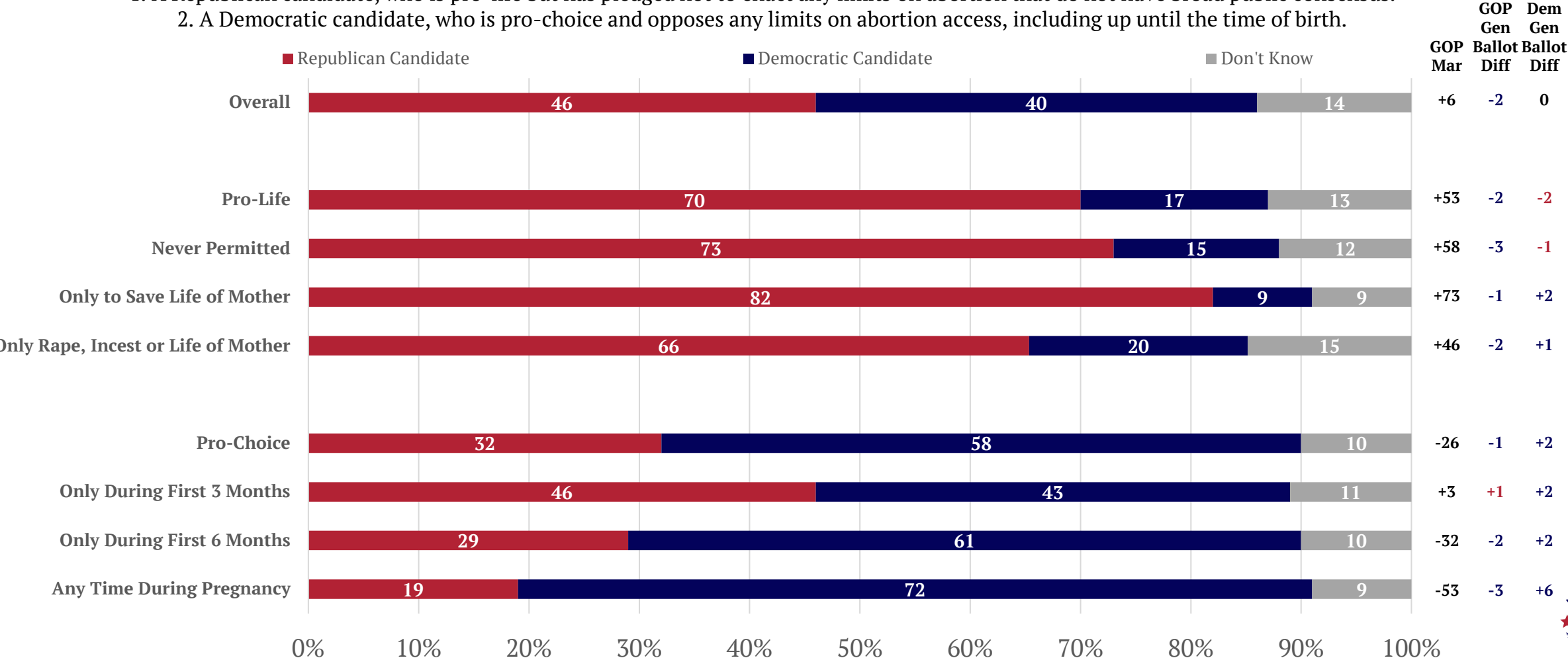


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About The American Majority Project

The American Majority Project is committed to helping a wide range of Americans — Republicans, Democrats, and Independents — find common ground to solve the extraordinary challenges threatening American prosperity, safety and freedom.

The American Majority Project will identify issues and language that unify 70 - 80 percent of the American people. As issues are identified and language is developed, the American Majority Project will produce materials to educate and train activists, candidates, and campaign staff to win elections and govern successfully.

About The Study

Analysis based on poll of 2000 likely general election voters conducted by McLaughlin & Associates on behalf of The American Majority Project from May 4 – 7, 2023.

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To learn more about
The American Majority Project:
www.americanmajorityproject.com

