

March 2024

# Women & Contraception

Findings from a Nationwide Survey of Likely 2024 General Election Voters

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# Methodology



Impact Research conducted an online poll of likely 2024 General Election voters nationwide.



The sample includes a base of N=1000 responses and oversamples of N=200 Black voters, N=200 Hispanic voters, N=200 AAPI voters, and N=200 voters ages 18-34 collected online and through text-to-web interviews. 48% of interviews were conducted by text-to-web and 52% were via online panel.



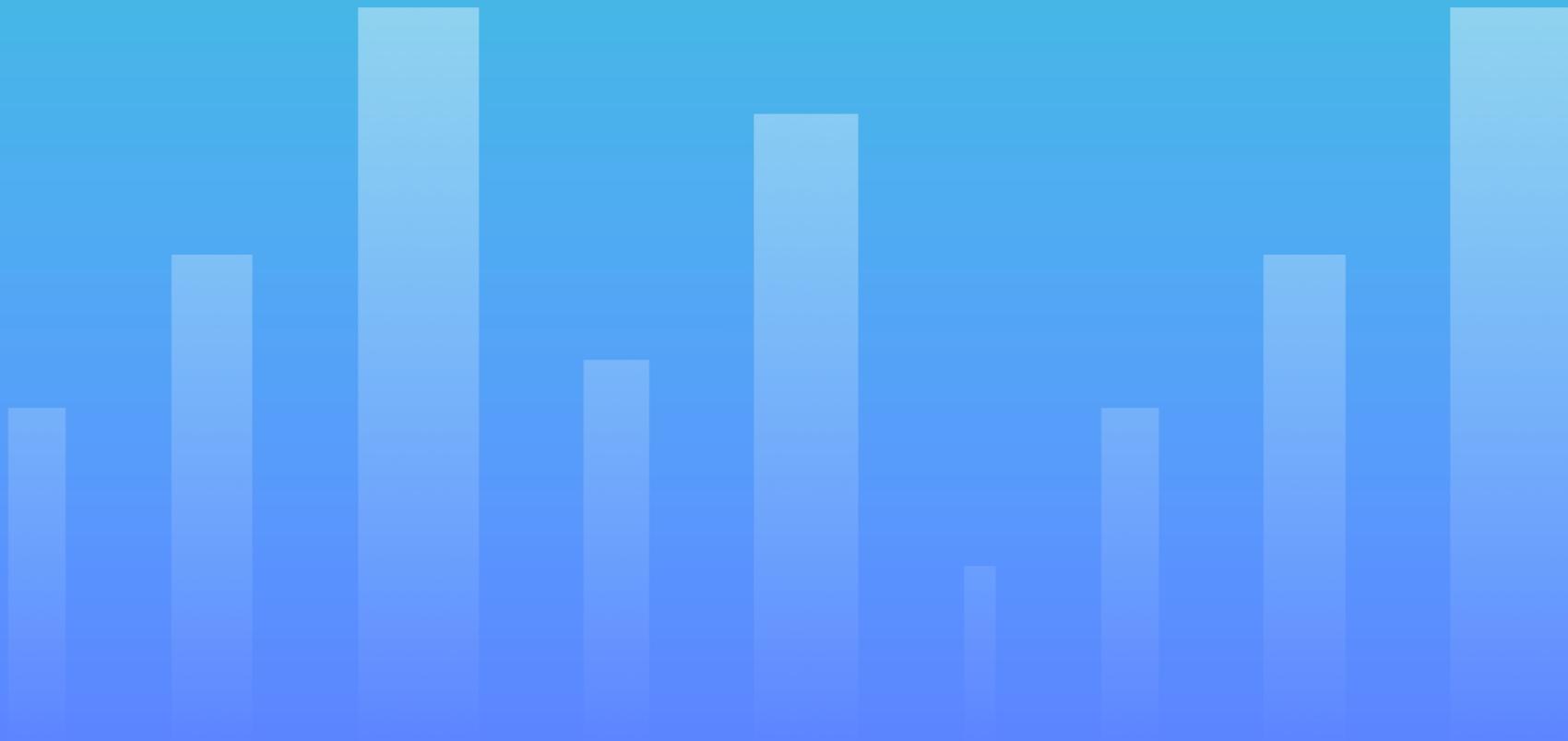
Interviews were conducted between February 2-8, 2024.



The margin of error for a sample of this size is +/- 2.3 percentage points at the 95% level of confidence. The margin of error for subgroups varies and is higher.



# Issue Environment

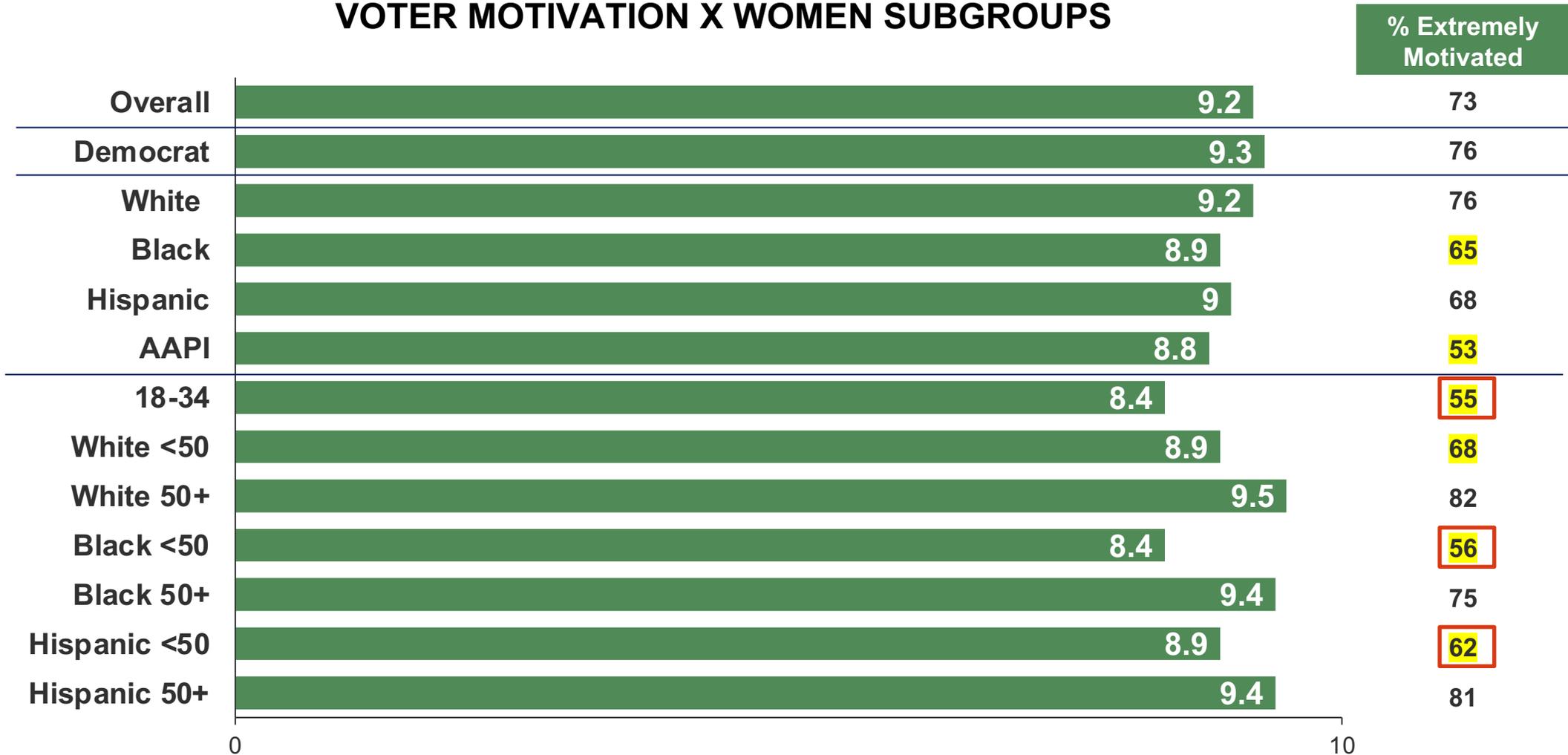


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# Three-in-four women say they are extremely motivated to vote in November.

Black, Hispanic, and AAPI women are less motivated than white women. Younger women are significantly less motivated than older women, especially young women of color.

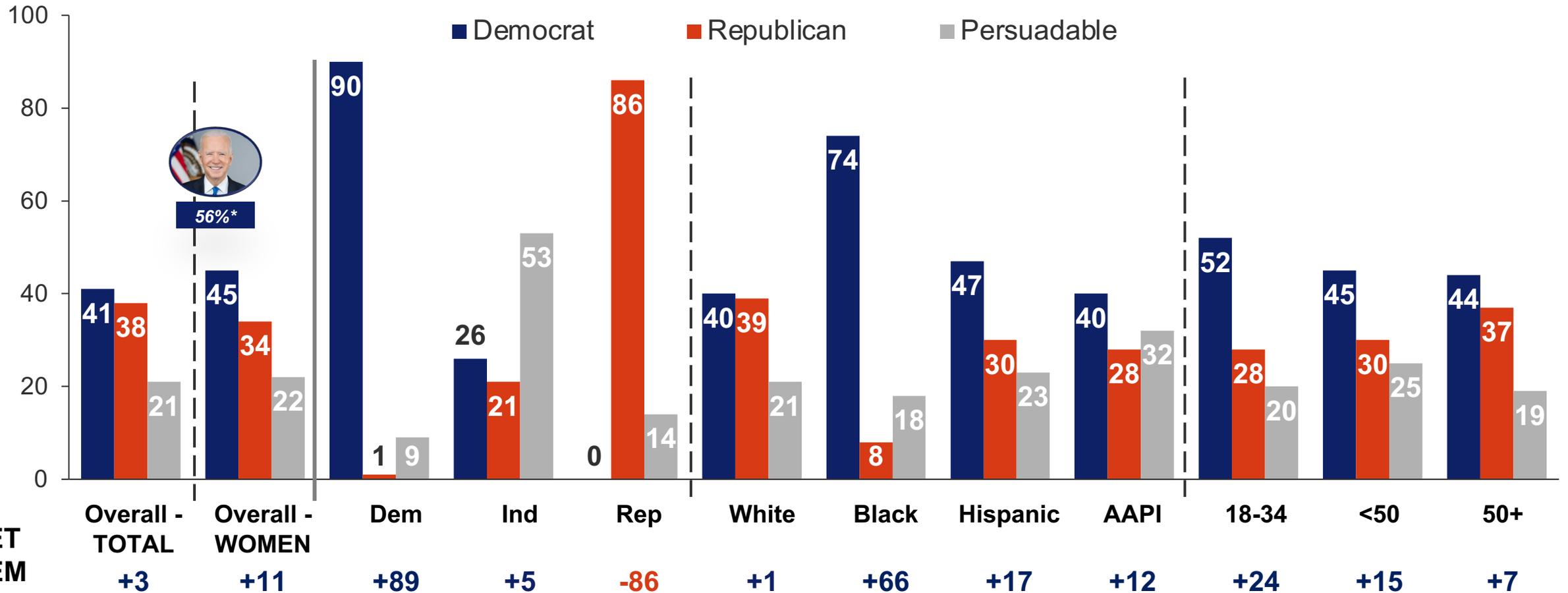
## VOTER MOTIVATION X WOMEN SUBGROUPS



# Democrats lead Republicans by a 3-point margin on the national generic ballot among women.

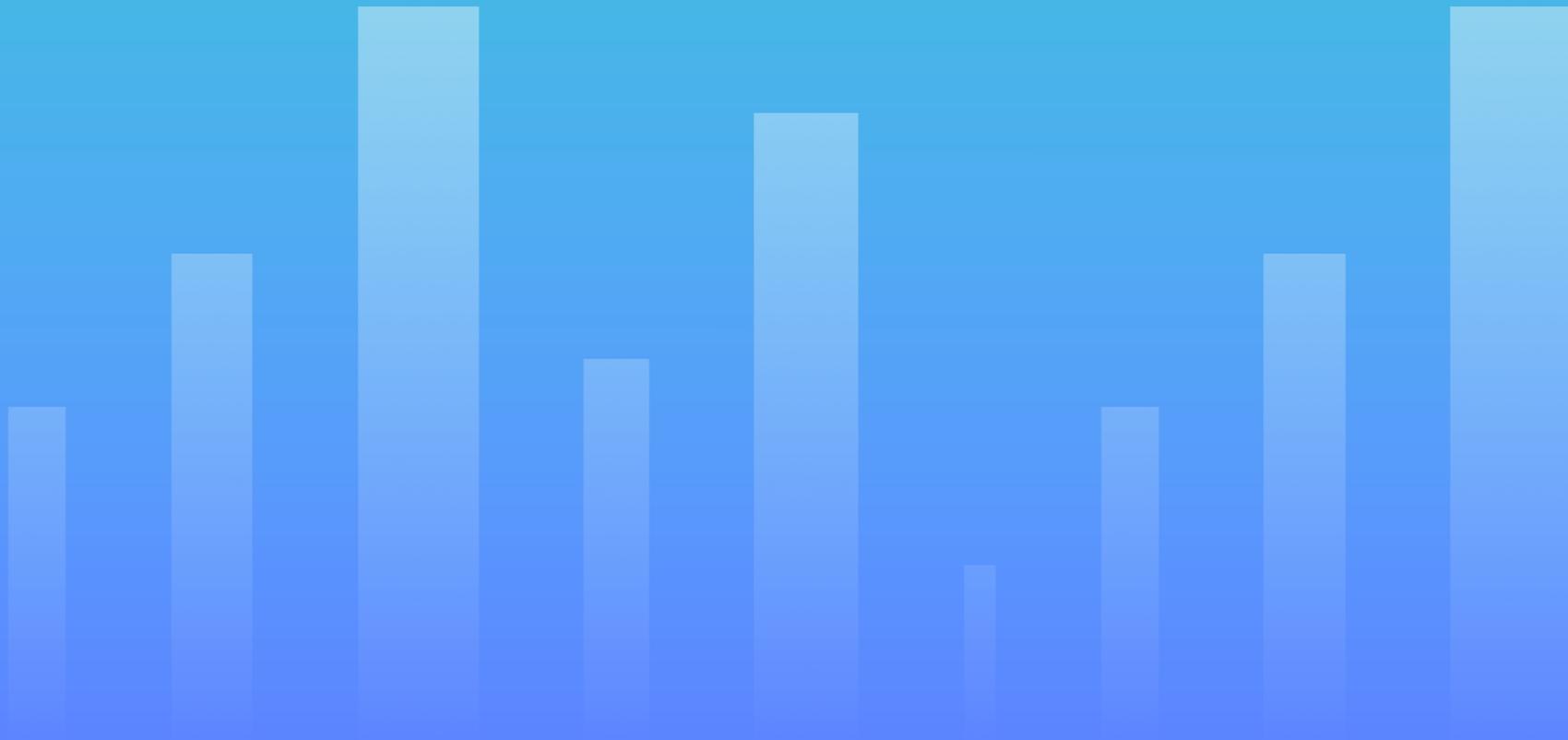
There is notable softness for Dems among women compared to past elections, and we're 11-points behind President Biden's 2020 vote share.

## GENERIC CONGRESSIONAL BALLOT X WOMEN SUBGROUPS





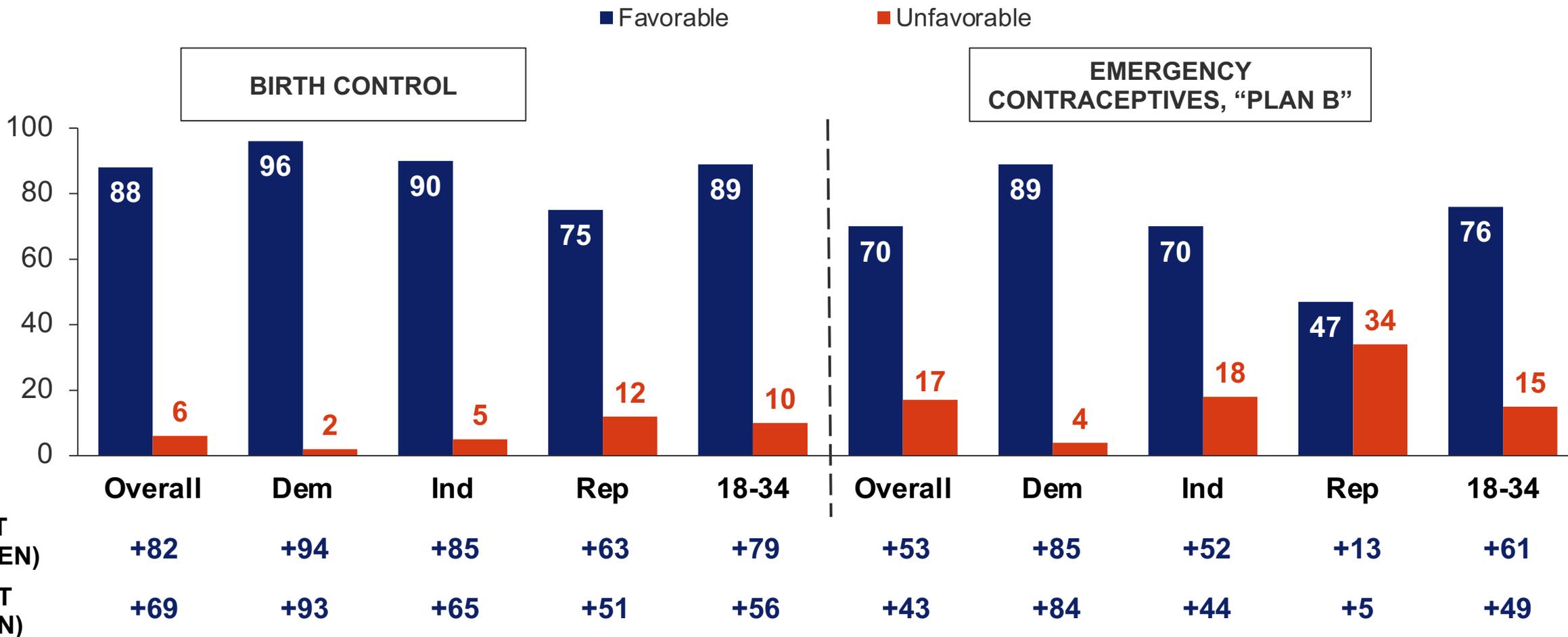
# Views on Contraception and the Right to Contraception Act



# Birth control is extremely popular regardless of gender, including emergency contraception.

Democratic, Independent and young women and men rate both birth control and emergency contraception positively by wide margins.

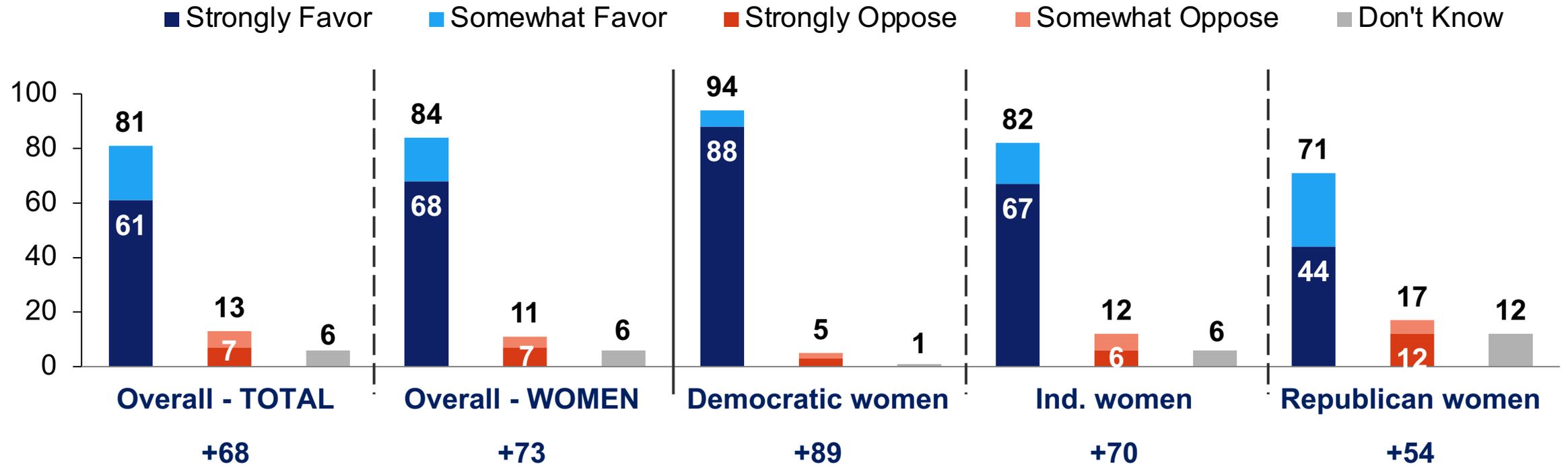
POPULARITY OF CONTRACEPTION X WOMEN SUBGROUPS



# Four-in-five women back The Right to Contraception Act, including broad majorities across party lines.

Nearly 7-in-10 women strongly favor it.

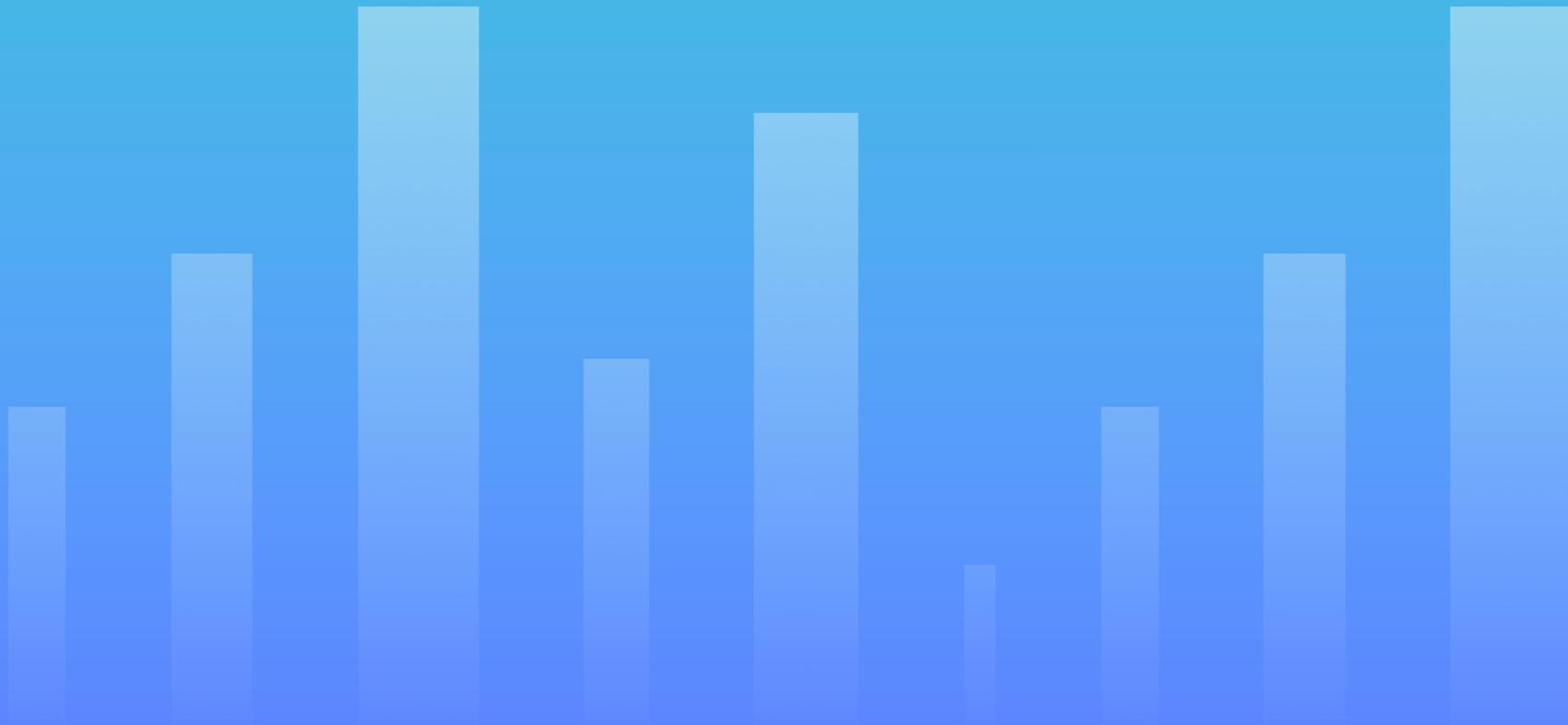
*Here is some information about a bill that is being considered by Congress. The Right to Contraception Act protects a person's right to seek and obtain contraceptives, including condoms, the pill, or IUDs, and protects a health care provider's ability to provide patients access to contraception without government interference. This law would prevent states from banning contraception or restricting a person's access to it, and would protect that right even if the Supreme Court overturned the constitutional right that currently exists. From what you know, do you favor or oppose Congress passing this bill into law?*



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# Messaging & Movement



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# Women are extremely open to messaging on the importance of protecting access to contraception, and several frames resonate with them.

Not only are these frames effective, they're also motivating, testing with high intensity and moving female voters towards Democrats on the generic ballot and driving them to say they're more motivated to vote this year.

POSITIVE MESSAGES (Among Women) <i>% Much more likely to support Democrats in Congress</i>	Women Overall	White	Black	Hispanic	AAPI	18-34
<b>[OTHER USE]</b> People use oral contraceptives for more than pregnancy prevention. Millions of people rely on it to help with other health issues, including endometriosis, migraines, and acne. Democrats in Congress say that this bill will help ensure that women have the right to access the healthcare they need, whether it is pregnancy-related or not.	56	53	71	62	52	55
<b>[ABORTION]</b> Now that the Supreme Court has struck down the constitutional right to abortion, Democrats in Congress say it is more important than ever to help people prevent unintended pregnancies in the first place. This bill would ensure that men and women are permitted to seek and obtain birth control, greatly helping people to control whether or when to become pregnant.	54	52	69	54	44	52
<b>[ROE]</b> With the Supreme Court overturning Roe vs Wade and the right to an abortion, the floodgates have opened and things like access to birth control are now on the line. Democrats in Congress say that it is critical that we pass this law to ensure that no politicians can prevent a person from making their own healthcare decisions.	53	51	68	54	48	55
<b>[NECESSARY]</b> More than 90% of people use some form of contraception because it is safe and effective in preventing pregnancy. But despite that, politicians across the country are trying to take access away from people. As sad as it is to say, Democrats in Congress say this bill is necessary to ensure that millions of Americans can continue to access the contraceptives they need.	52	49	71	53	45	51
<b>[ECON FREEDOM]</b> Reproductive freedom is economic freedom. It gives people the choice to decide whether and when to have children, and Democrats in Congress say taking away a person's right to contraception takes away their ability to responsibly plan their families and future.	52	49	69	52	46	52

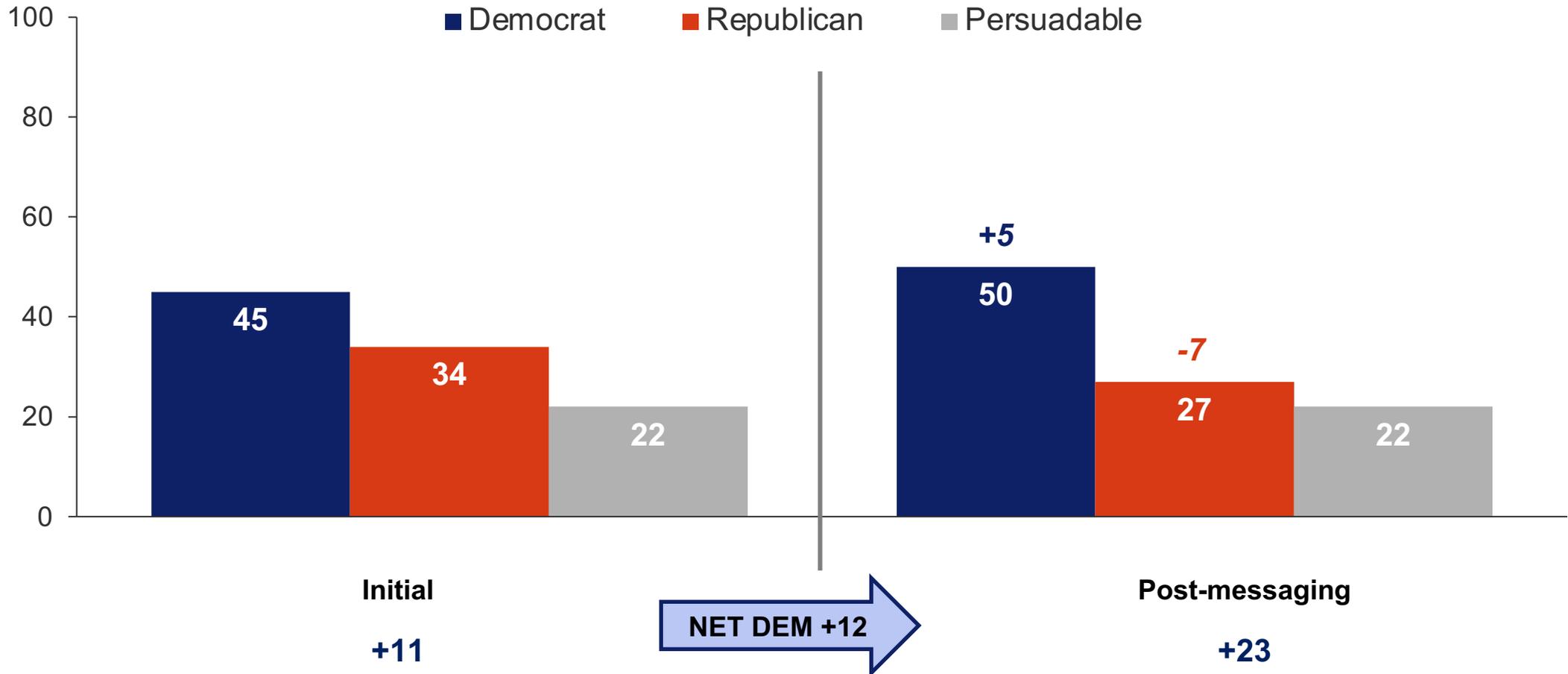
# Messaging frames on GOP extremism, what could come next, and GOP efforts to control women are powerful attacks.

These were especially strong among Black women.

<b>GOP ATTACKS (Among women)</b> <i>% Much less likely to support Republicans in Congress</i>	<b>Women Overall</b>	<b>White</b>	<b>Black</b>	<b>Hispanic</b>	<b>AAPI</b>	<b>18-34</b>
<p><b>[EXTREME]</b> Republican extremists across the country have been trying to pass bans and restrictions on contraception to control people and their decisions. In Congress, 195 House Republicans voted against the Right to Contraception Act, putting people's right to contraception in jeopardy.</p>	<p><b>56</b></p>	<p><b>53</b></p>	<p><b>73</b></p>	<p><b>58</b></p>	<p><b>45</b></p>	<p><b>55</b></p>
<p><b>[SLIPPERY SLOPE]</b> First Republicans took away the right and then banned abortion across the country, and now they're going after birth control. It's a slippery slope, and next they could go after a woman's right to access gynecological or prenatal care, ban fertility treatments, or even strip away a person's right to privacy.</p>	<p><b>56</b></p>	<p><b>53</b></p>	<p><b>76</b></p>	<p><b>54</b></p>	<p><b>46</b></p>	<p><b>51</b></p>
<p><b>[CONTROL WOMEN]</b> Republicans who want to ban abortion and contraception are not trying to look out for women - they are trying to control women and their ability to make decisions for themselves and their families.</p>	<p><b>55</b></p>	<p><b>51</b></p>	<p><b>79</b></p>	<p><b>54</b></p>	<p><b>46</b></p>	<p><b>54</b></p>

After a back-and-forth on this issue in a campaign context, Democrats grow their margin on the generic ballot by 12-points, leading Republicans by 23 among female voters.

SHIFT IN GENERIC CONGRESSIONAL BALLOT X WOMEN



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# Democrats improve their margins with women across the board.

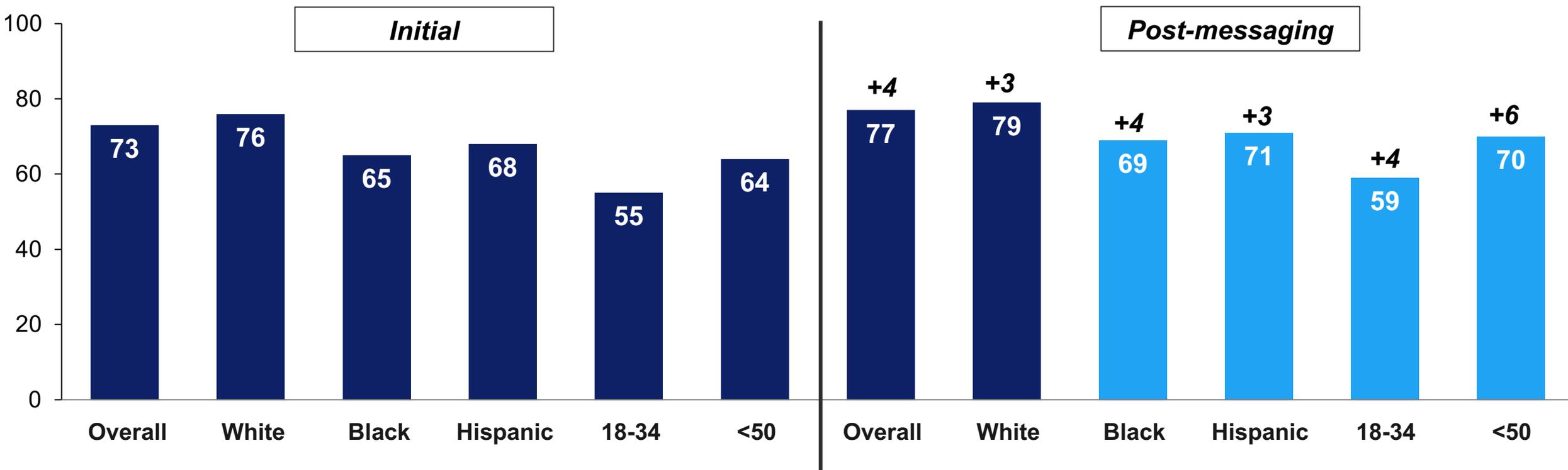
Contraception messaging moves several key subgroups toward a generic Democrat by double-digit margins – especially younger women, women of color, and Independents.

Generic Ballot X Women Subgroups	Initial Net Dem	Final Net Dem	NET SHIFT
<b>Women Overall</b>	<b>+11</b>	<b>+23</b>	<b>+12</b>
Democrat	+89	+94	+5
Independent	+5	+22	+17
Republican	-86	-67	+19
White	+1	+14	+13
Black	+66	+77	+11
Hispanic	+17	+31	+14
AAPI	+12	+20	+8
18-34	+24	+36	+12
White <50	+5	+23	+18
White 50+	-2	+7	+9
Black <50	+63	+73	+10
Black 50+	+70	+81	+11
Hispanic <50	+20	+36	+16
Hispanic 50+	+11	+22	+11

# Groups of women that are key to the Democratic coalition, like young women and women of color, say they're more motivated to vote by this issue.

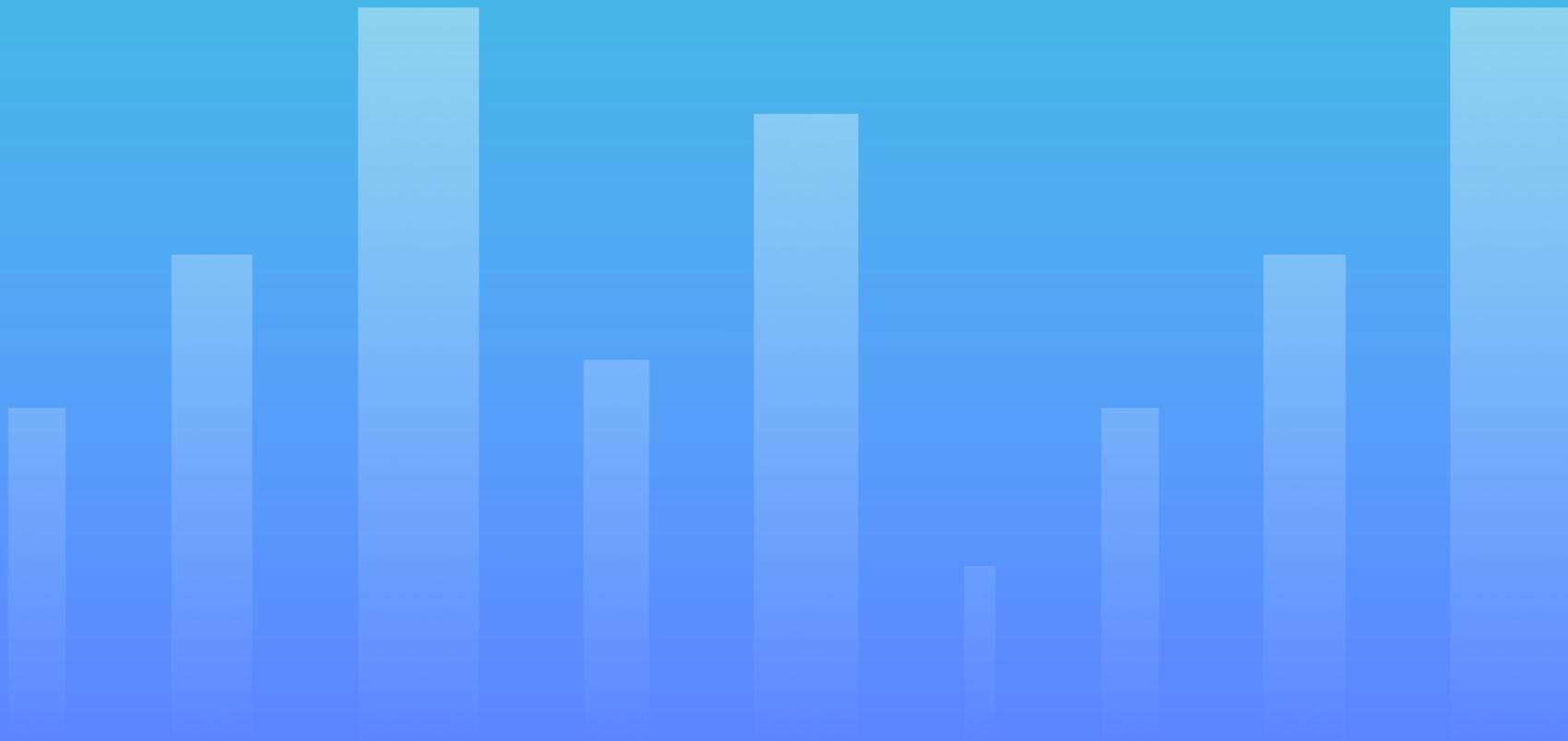
## SHIFT IN MOTIVATION TO VOTE IN 2024 X KEY WOMEN SUBGROUPS

%10 – Extremely motivated to vote





# Recommendations



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# Message Box

## Define the threat

- Across the country, Republicans are trying to ban birth control, and in Congress nearly 200 Republicans oppose protecting a person's right to access the birth control they need.

## Elevate the urgency

- With the Supreme Court overturning Roe vs Wade and the right to an abortion, the floodgates have opened and things like access to birth control are now on the line.
- Democrats in Congress say it is more important than ever to help people prevent unintended pregnancies in the first place.

## Establish shared values and the need

- All Americans have the right to make their own decisions about when to use contraception and what method of contraception they use, without government interference or politicians' control.
- People use oral contraceptives for more than pregnancy prevention. Millions of people rely on it to help with other health issues, including endometriosis, migraines, and acne.