

Quick overview: national Roe messaging

Even Trump voters believe in exceptions.

Which of the following comes closest to your position regarding the issue of abortion in [STATE]?

Category	Subgroup	Legal All the Time	Legal in Most Cases	Illegal in Most Cases	Illegal All the Time	Not Sure	Net Legal
Topline	Topline	24%	27%	26%	12%	11%	14%
Age	18-34	34%	24%	19%	11%	12%	27%
	35-49	26%	28%	24%	11%	11%	19%
	50-64	22%	27%	27%	13%	11%	10%
	65+	21%	28%	30%	11%	10%	7%
Gender	Men	21%	26%	30%	13%	10%	4%
	Women	27%	28%	22%	11%	12%	22%
Race	College White	28%	31%	25%	9%	7%	25%
	Non-College White	18%	23%	32%	14%	12%	-5%
	Asian	29%	37%	17%	7%	10%	41%
	Black	33%	28%	15%	9%	15%	36%
	Latino	28%	27%	19%	12%	14%	24%
Vote History	Biden	38%	35%	12%	5%	9%	56%
	Swing	24%	29%	27%	10%	10%	17%
	Trump	10%	18%	41%	18%	12%	-31%

Only 18% of Trump voters believe abortion should always be illegal - and this is down 7pp from April. The plurality believe that there should be some exceptions.



*Data was collected June 24-26, 2022

Which messages on abortion help us net votes?

Persuasive

- Extreme aspects of the GOP's positions
 - No exceptions for rape victims or for protecting the life of the mother
 - Putting women in jail
 - If you're explaining, you're losing. So make them explain.
- Americans should have the freedom to consult their own doctors and make their own decisions, not politicians.
- Republicans should be focused on the economy and health care, not abortion
- Descriptive norms - the vast majority of Americans think abortion should be allowed in some circumstances

Not Persuasive

- "Slippery slope" arguments about how this bill hurts the economy, will increase crime, will cause spying and false accusations
- Simply stating Republicans are banning abortion without tying it to consequences for freedom and health care
- Liberal-oriented arguments
 - Ensure access to abortion throughout the United States
 - Lack of child care-focus
 - Can't afford another pregnancy
 - Filibuster

Top messages

With national Trump voters: [Democrats] recognize that there are some situations in which abortion should be legal, while their opponent believes in restricting abortion in all cases. Extreme Republicans are trying to pass laws forcing women to carry a pregnancy to term even in cases such as rape and incest. CANDIDATE knows that Americans have different views on abortion, but most Americans know that's going too far.

In Florida across voters: [Democrats'] Republican opponents are focused on banning abortion when they should be trying to improve our economy, ensure that every American can find a good paying job and make health care more affordable. Democrats believe in the freedom of women to make their own personal health decisions and oppose government interference in health care decisions between women and their doctors.

How much should we be emphasizing abortion?

% Voters Trusting the Democratic Party over Republican

Issue	Overall 2way Party Trust	Issue Importance
The environment	55%	41%
Abortion	54%	42%
Climate change	53%	36%
Race relations	52%	46%
Child care	52%	33%
Civil liberties and privacy	52%	47%
Health care	51%	60%
Income inequality	51%	43%
Medicare	51%	45%
Poverty	50%	58%
Housing	50%	47%
Education	50%	48%
Social security	50%	49%
Voting Rights	49%	38%
The COVID-19 Pandemic	49%	37%
Unemployment	48%	40%
Guns	48%	56%
Cost of Living	47%	82%
The budget deficit and government debt	47%	60%
Immigration	47%	44%
Taxes and government spending	47%	63%
National security and foreign policy	46%	54%
The economy	46%	80%
Inflation	46%	83%
International Trade	46%	35%
Crime	45%	62%
Border security	45%	44%
Terrorism	44%	44%

- **54% of voters** trust the Democratic Party over Republicans on abortion; 42%
- **51% of voters agree with us** on a major high-profile issue at a moment the economy is poor
- **We have powerful messaging (+0.7pp movement in vote choice) if we exercise discipline:** don't let them drag us on to their turf; focus on what we know works

In short, keep the media focus on this topic, make Republicans explain their extremist positions, and exercise messaging discipline in the process.

Message ideas we're still testing

- SCOTUS overturning **contraception** rights (evidence of success so far)
- **Privacy** rights - is there an under-addressed angle of this that is about privacy rights?
- Personal **stories** (can vary)
- Medical decisions vs "abortion" (can work well)

We're continuously testing more content on this subject and more - reach out to the FDP with ideas and suggestions!