



MEMORANDUM

To: Susan B. Anthony List Leadership
From: Wes Anderson
Date: June 7th, 2021
Re: Nationwide Abortion Survey

We recently fielded a nationwide survey with the goal of gaining a better understanding of voter opinion regarding several questions related to abortion. Among other findings, this survey of 1,200 likely voters showed that there is a strong center-right coalition that supports the Supreme Court allowing significant limits on abortion. In short, a strong majority of voters oppose unrestricted, abortion on demand, throughout pregnancy. Additionally, this study strongly indicates that the pro-life side of the issue enjoys significantly more intensity than the pro-choice side. Politically, the pendulum has swung decisively in our direction. The findings come on the heels of the Supreme Court granting review of a Mississippi law that limits abortions after 15 weeks, with a decision expected during the heat of the 2022 elections.

PREFERRED CANDIDATE STANCE

In order to determine the true fault lines on the issue, we asked a head-to-head in the context of two candidates – a Republican who supports a limit at 15 weeks, with exceptions, vs a Democrats that supports abortion on demand, throughout all nine months of pregnancy. The results of this campaign simulation are both greatly encouraging and insightful. A majority of voters (53%) support the GOP candidate in this question. More importantly, only 28% support the Democrat. While that’s great news, the better news is the split by party. This question yields a strong center-right coalition for life, with Independents supporting the GOP/15 week limit candidate over the Democrat/abortion on demand candidate 54% to 18%. At the same time Republicans break 90% to 3% on the question. That is the definition of a strong center-right coalition.

Thinking about the 2022 election for congress, please tell me which of the following candidates you would be more likely to vote for.

	Total	DEM	IND	GOP
A Republican candidate who supports limiting abortions after 15 weeks with exceptions for the life and physical health of the mother or severe abnormality of the baby	53%	17%	54%	90%
A Democrat candidate who supports unlimited abortion up until the moment of birth	28%	58%	18%	3%
Don't Know	19%	25%	28%	7%

We also asked likely voters how important the issue of abortion was to deciding their vote and the enthusiasm is on our side. Forty-three percent of Pro-Life voters identified abortion as being very important (10 on a 1-10 importance scale) in deciding their vote for an elected official while only 29% of pro-choice voters said the same.

15 WEEK ABORTION LIMIT

In addition to the head-to-head campaign simulation question mentioned above, we asked about support or opposition to a 15 week limit without partisan candidates attached. We found that several factors drive favorability of a 15 week limit far more than any other messages and again reveal a strong center-right consensus. Among them are the unborn child’s capacity to feel pain and the presence of a heartbeat at 15 weeks. Additionally, the heightened physical risks to the mother after 15 weeks also tested well.

Knowing the following, are you more or less likely to support the proposed 15 week limit?

By 15 weeks, an unborn child has the capacity to feel pain.

	Total	DEM	IND	GOP
More Likely	55%	35%	48%	80%
Less Likely	26%	40%	26%	11%

By 15 weeks an unborn child has a beating heart, can move around in the womb, can close his or her fingers, can start to make sucking motions and hiccup, and senses stimulation from outside the womb.

	Total	DEM	IND	GOP
More Likely	53%	34%	48%	76%
Less Likely	27%	40%	28%	16%

Abortion carries significant physical and psychological risks to the mother, and these risks increase with late abortions.

	Total	DEM	IND	GOP
More Likely	52%	35%	46%	73%
Less Likely	29%	42%	29%	15%

CONCLUSION

These results clearly demonstrate that a majority of voters reject abortion on demand throughout pregnancy. Moreover, while the issue of abortion is a stronger motivator in deciding one’s vote for Republicans, even Independent voters side with the pro-life side of the argument, creating a strong center-right coalition. On top of this, when voters are reminded that at the 15 week mark the child can feel pain, shows significant signs of development and the risk to the mother greatly increases, our support only grows. Taken as a whole this survey shows broad support for limiting abortions after 15 weeks of pregnancy.

METHODOLOGY

This nationwide survey was conducted by OnMessage Inc. Telephone interviews were conducted on May 25-27, 2021. This survey consists of 1200 likely general election voters and was stratified to reflect historical voter trends. The margin of error for this survey is +/- 2.82%.

OUR RECORD

Wes Anderson is a leading GOP pollster with 25 years of experience in opinion research. As a founding partner, Wes now leads the polling divisions of OnMessage Inc. and OnMessage Sports, providing political and corporate clients with a full spectrum of quantitative and qualitative opinion research products. For his stellar work in the 2018 election cycle Wes Anderson was named as the 2019 American Association of Political Consultants (AAPC) "Pollster of the Year." You can read more about Wes Anderson at onmessageinc.com.