



WORLD HEADQUARTERS
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Abortion in Senate Battleground States

Key Recommendations

To: Interested Parties

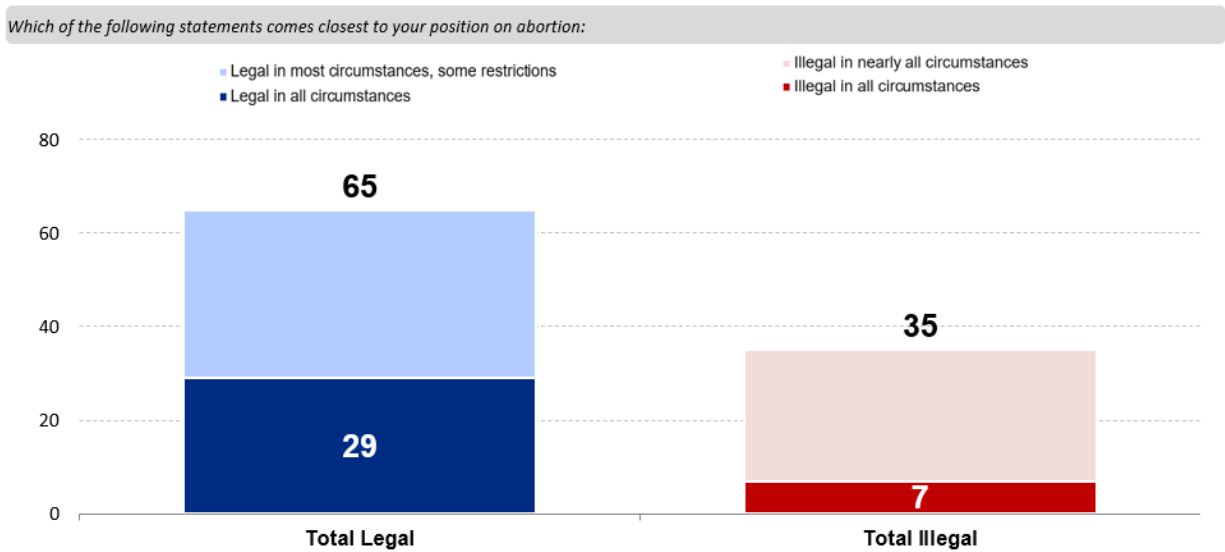
From: GQR

A recent survey¹ conducted in Senate battleground states demonstrates voters are concerned about Republicans passing a national abortion ban and abortion rights remain a relevant and salient issue. This survey clearly shows the energy on this issue has not dissipated since the election, and it provides a significant advantage for Democrats this cycle. Voters across the battleground tilt heavily pro-choice and largely believe Republicans will try to ban abortion if they gain control of Washington/Congress. Driving these strong views is a fundamental belief that women should make their own decisions, not politicians.

A large majority (65 percent) of voters in these battleground states believe abortion should be legal in all or most circumstances and this majority holds among independent voters (68 percent), white college educated men (64 percent), and white non-college women (65 percent). Nearly half (40 percent) of Republicans also believe abortion should be legal in all or most circumstances.

¹ On behalf of the DSCC, GQR conducted a survey among 1,400 likely 2024 voters in Senate battleground states (Arizona, Michigan, Montana, Nevada, Ohio, Pennsylvania, Wisconsin) from June 1-12, 2023. Text-to-web interviews made up 47 percent of respondents and web panel made up the other 53 percent. Respondents were contacted from a panel sample and voter file. If this poll were conducted among a probability sample, then the margin of error overall would be +/- 2.62 percentage points at the 95 percent confidence interval.

Figure 1: Voters’ stance on abortion



Voters are much more concerned that Republicans will go too far restricting abortion access than they are about Democrats going too far (60 percent Republicans too far – 36 percent Democrats too far). This is especially true among independent voters (64 percent Republicans – 33 percent Democrats).

Democrats are also seen as better than Republicans on representing voters’ views on abortion (57 percent Democrat – 43 percent Republican). This is true among independent voters (59 percent Democrat – 39 percent Republican), white college educated men (55 percent Democrat – 43 percent Republican), and white non-college women (52 percent Democrat – 47 percent Republican). Abortion continues to provide a large opportunity for Democrats who hold key advantages on this issue.

The notion that Republicans will try to make abortion illegal nationwide is very credible to voters; 76 percent believe that Republicans will try to ban abortion if they gain control of government. Across key groups (independent voters, white college educated men, and white non-college women), nearly or more than three quarters agree with this view.

What is most striking is how strongly Senate battleground voters want women to decide their own personal medical decisions, not politicians. Voters, including independents, are very concerned if Republicans control all three branches of government women will suffer medical emergencies due to lack of access, Republicans will pass a national abortion ban making it illegal in every state, and abortion will not be accessible to the majority of American women.

The top testing messages emphasized that: this is a tough decision, we don’t know a woman’s circumstances, **and women, not politicians should be making their own personal medical decisions.** Republicans want to pass a national abortion ban, and without access women will not get the medical help they need, and many will suffer medical emergencies.