

To: Interested Parties
 From: GBAO
 Re: Early Abortion Medication
 Date: June 6, 2022

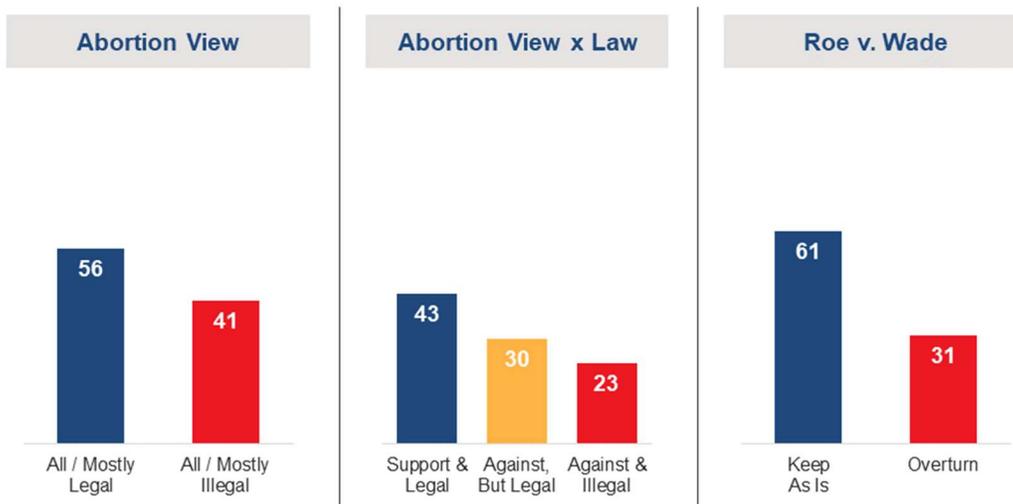
Early Abortion Medication Research and Strategic Recommendations

Our recent survey¹ results show widespread public support for abortion rights, support for legal early abortion medication, and opposition to criminalizing the medication in states where abortion may become illegal. Voters still learning about early abortion medication respond best to learning facts about its safety, with an emphasis on “early” clearly important.

Despite the national climate, support for abortion rights is widespread

The survey is consistent with national trends, in that both President Biden and former President Trump are unpopular (average of 41 and 39 on a 0-100 scale, respectively), and Democrats in Congress are about as unpopular as Republicans in Congress (40 and 38, respectively). A clear majority say the country is moving in the wrong direction (68%).

Yet support for abortion rights is widespread, no matter how asked. More are favorable toward “Roe v. Wade” and Planned Parenthood than the Supreme Court (54, 55, and 49, respectively). Clear majorities support legal abortion, the fundamental right to an abortion, and keeping Roe v. Wade as-is.



¹ GBAO conducted an online survey of 2,000 registered voters from May 17-22, 2022. The overall sample was weighted to reflect nationally representative demographic and geographic targets based on census and other voting data. The survey carries a margin of error of +/-2.2 percentage points at the 95 percent confidence level.



Across the three core questions in the charts above, half are strong supporters (support the right to an abortion in any of the questions), and just a quarter are strong opponents (oppose the right in any of the questions).

With numbers like these, Democrats are consolidated, and many Republicans also support abortion rights. Seven in ten (70%) Democrats are strong abortion supporters, along with over a quarter (27%) of Republicans. Fewer than half (47%) of Republicans are strong opponents.

Awareness of the threat to Roe is building

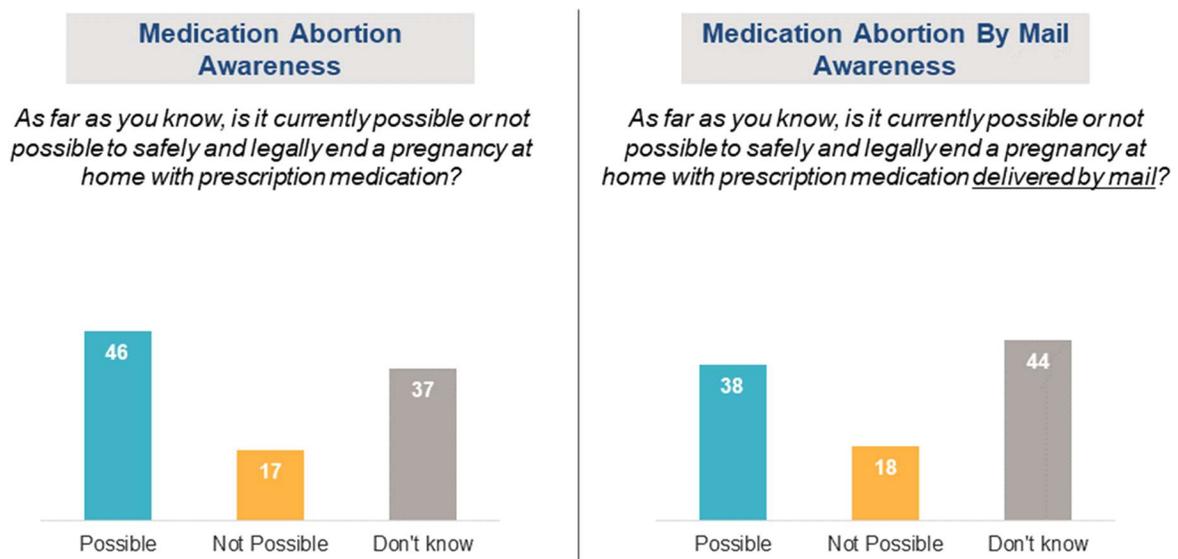
Only slightly more than a third (36%) have heard “a lot” about the leaked draft opinion regarding *Roe v. Wade*, with progressive or liberal Democrats particularly likely to have heard a lot (50%). Overall, three-fourths (74%) have heard “a lot” or “some” about the draft.

And while majorities across partisan lines believe the Court is likely to overturn *Roe* (60%), Democrats (65%) and particularly progressive or liberal Democrats (71%) are even more certain of the threat to *Roe*.

Knowledge of a legal abortion medication available early in pregnancy is still nascent

Despite its widespread use, many are just beginning to learn about abortion medication. Fewer than half (46%) know it is currently possible “to safely and legally end a pregnancy at home with prescription medication.” A large number (37%) are not sure and another 17% believe it is not possible. Young Democrats are particularly likely to know medication abortion is possible (54%), while older independents are more likely to be unsure (48%).

In a split-sample test, the share unsure if medication abortion legally “delivered by mail” is possible increases to a plurality (44%), with half of independents unsure (52%). Age and party again are drivers, with over half (57%) of seniors unsure, along with older independents (57%) and older Republicans (55%).



A majority support the medication, even more so if “early” is emphasized

Before we describe the medication, over half (53%) support “allowing women to legally use” a prescription abortion medication “at home.” But given its newness to many, the name ascribed to the medication affects support. In a three-way split-sample test, even more (57%) support “early abortion medication” than either “abortion pill” (54%) or “medication abortion” (48%).

Do you support or oppose allowing women to legally use prescription [INSERT PHRASE] to end a pregnancy at home?

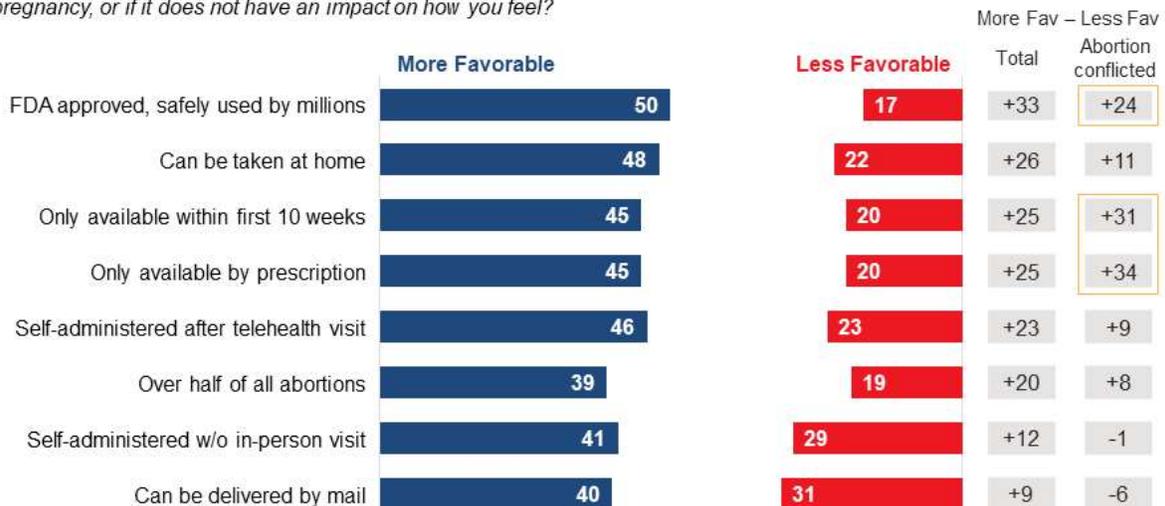


Party drives the differences here. Republicans vastly prefer “early abortion medication” phrasing (42% support, 50% oppose). Democrats prefer “abortion pill” (74% support, 20% oppose), yet also support “early abortion medication” by large numbers (68% support, 22% oppose).

Explaining the medication’s facts is particularly important

Every single fact about early abortion medication tested in this survey improves the medication’s favorability. However, the biggest mover is explaining its long-term FDA approval and use by millions of women (50% more favorable, 17% less favorable). Emphasizing mail delivery is least impactful, echoing the more limited awareness of medication “delivered by mail” noted above. Even among “abortion conflicted” voters – those inconsistent on our three core questions – most facts about the medication improve its favorability.

Does this statement make you feel more favorable or less favorable toward prescription medication abortion used to end a pregnancy, or if it does not have an impact on how you feel?



The facts alone deepen support

Support for medication abortion (as it's called throughout most of the survey) grows after respondents hear a series of factual statements (59% support, 33% oppose), a +9 change in the margin of support from the initial vote. Support grows even more with non-Democratic Latinos (+20), liberal/moderate Republicans (+17), younger Republicans (+15), and moderates (+14 change).

There is little support for criminalizing early abortion medication

Majorities oppose regulations criminalizing early abortion medication in states where abortions may be illegal. Whether it's charging women receiving abortion care, the people who help them find that care, or the doctors providing the care, opposition is consistent. And as we've seen elsewhere, Democrats are consolidated while Republicans are more divided.

	Support	Oppose	Total	Dem	Ind	Rep
Legally preventing patients from traveling out-of-state for an abortion	26	67	-41	-53	-52	-18
Charging women with a crime for using abortion medication in a state where it is illegal	31	61	-30	-53	-36	+1
Charging people with a crime for sending abortion medication to a friend or family member in a state where it is illegal	36	56	-20	-44	-25	+13
Charging doctors with a crime for sending abortion medication to patients where the medication is illegal	37	56	-19	-48	-26	+19

Conclusions & Recommendations

- Support for abortion rights is widespread – consolidated among Democrats with openness among Republicans.
- While awareness of the threat to Roe is building, awareness of early abortion medication is still evolving.
- Support for medication is strongest with the phrase “early abortion medication.”
- Key words include: “FDA-approved,” “telehealth,” “safely at home,” “early,” and “prescription.”
- It is not essential to explain “delivered by mail” or “without an in-person visit.”
- Facts move many.
- Few want to see the medication’s use criminalized.