February 2024

Americans for Contraception

Findings and Recommendations from a Nationwide Survey of Likely 2024 General Election Voters

IMPACT RESEARCH

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 and 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.

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Key Findings

- **The Right to Contraception Act is incredibly popular.** This isn't a niche or partisan issue: There's majority support for this bill across party, racial, and generational lines, and among both men and women. Support is high across the board, with especially strong intensity from several key voter demographics, including young voters and voters of color.
- **Voters are willing to support members who vote for the bill…and punish those who oppose it.** By a wide margin, voters say they'd be *more* likely to vote for their member of Congress if they support the Right to Contraception Act, and *less* likely to vote for them if they oppose it.
- **This elevates the issue of abortion.** Voters view protecting contraception as equally important to protecting abortion, and post-Dobbs, the threat that the Supreme Court will overturn the constitutional right to contraception feels credible. Three-in-five voters living in states where abortion has already been banned or restricted say they're concerned that their state will ban/restrict access to contraception.
- **Protecting access to contraception is a winning issue for Democrats.**
  - Connecting this issue to what Democrats and Republicans stand for moves the generic ballot by 9-points, taking Democrats advantage over Republicans from +3 to +12 over the course of the survey and helping Democrats improve their margins across the board.
  - It mobilizes voters who are currently less enthusiastic about the election, getting key groups in the Democratic coalition to say they're more motivated to vote, including young voters, especially young Hispanic and female voters, and Black voters.

Issue Environment

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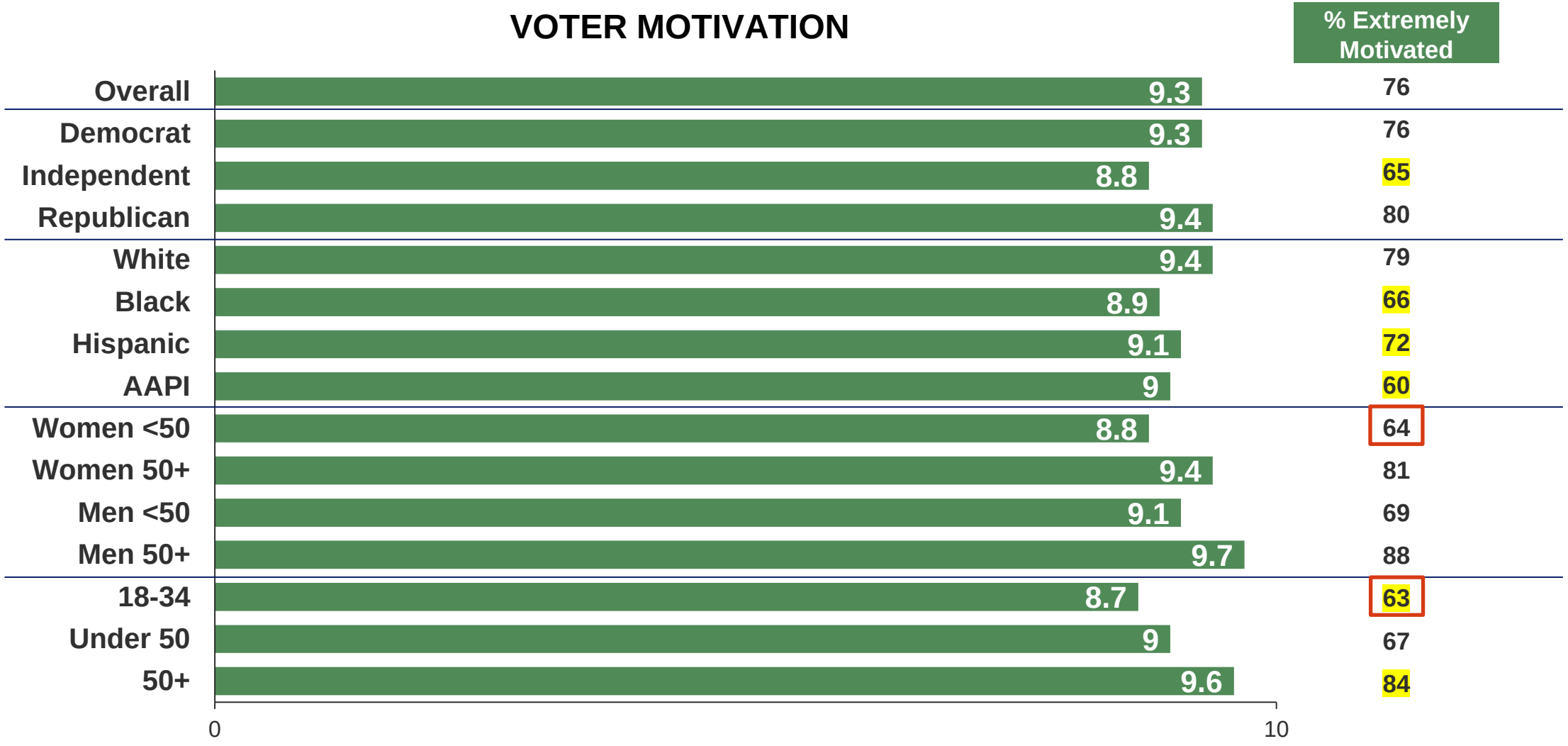
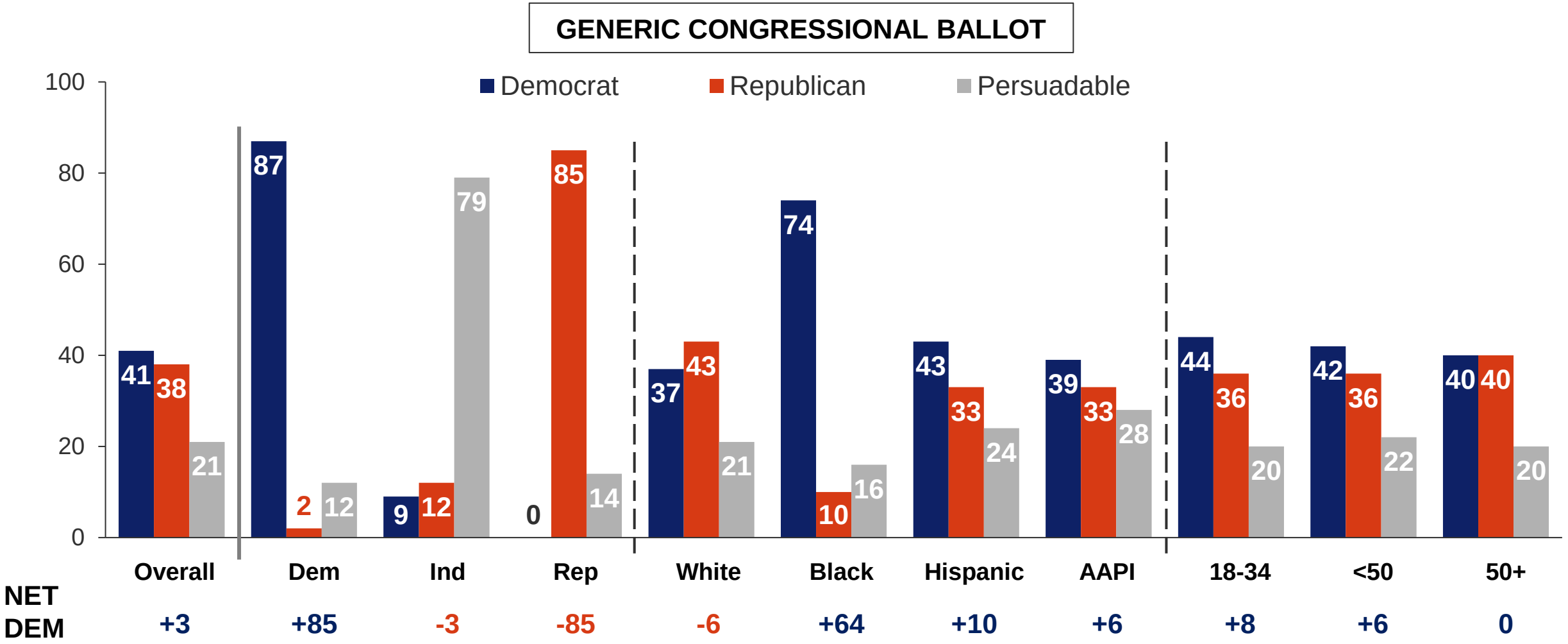
Three-in-four voters say they are extremely motivated to vote in November.

Independents lag partisans by a wide margin, and Black, Hispanic, and AAPI voters are less motivated than white voters. Younger voters are significantly less motivated than older voters, especially women.



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

There is notable softness for Dems among voters of color and young voters compared to past elections.



Views on Contraception

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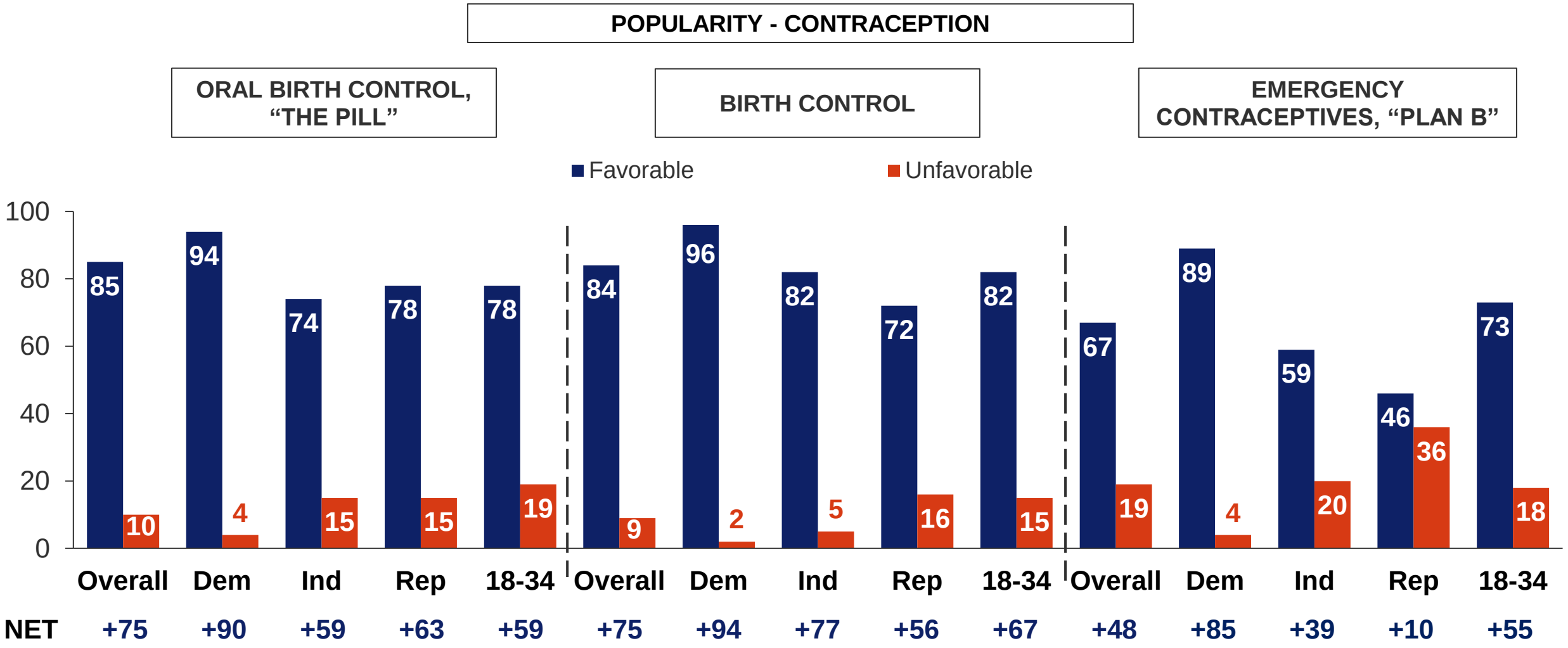
Birth control is extremely popular, including emergency contraception.

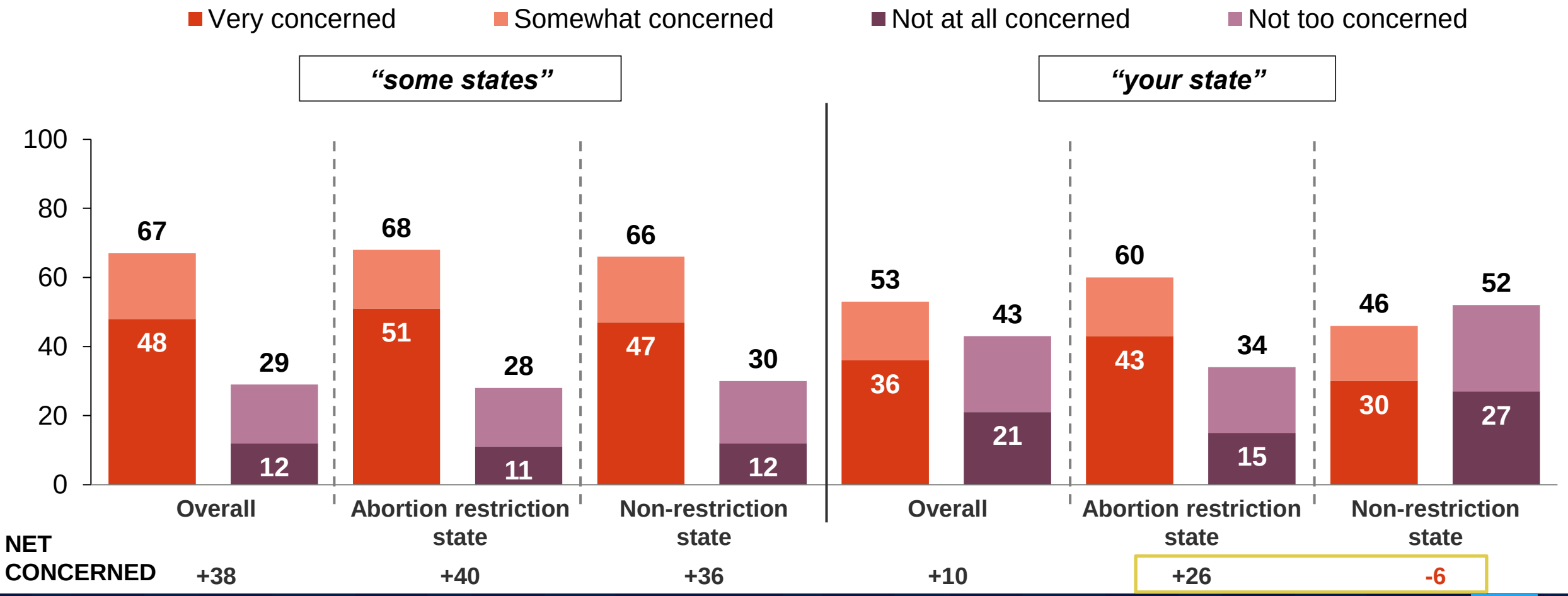
Democrats, Independents and young voters rate both birth control and emergency contraception positively by wide margins.



Most voters believe a person's access to contraception is at risk, both where they live and in other states.

Voters living in states where abortion has already been banned or restricted are much more likely to be concerned that their state will ban/restrict access to contraception than those who live in states where abortion remains legal.

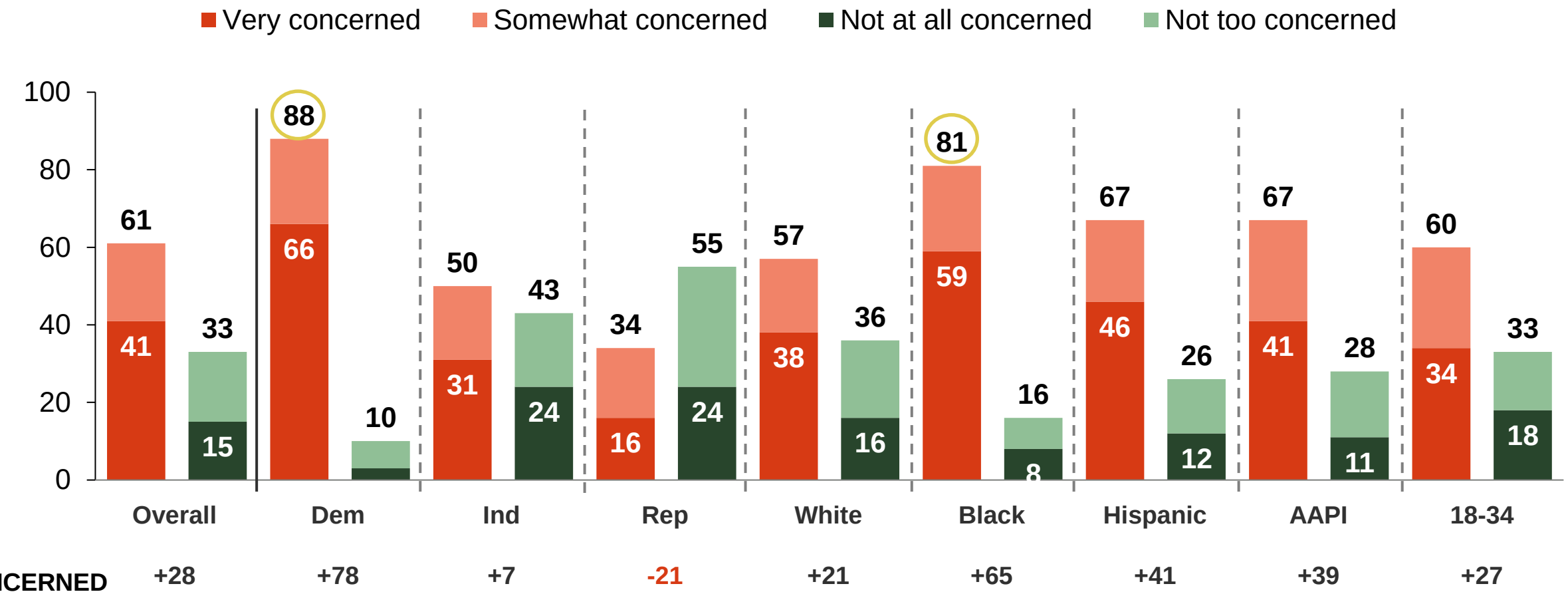
How concerned are you that _____ might ban or restrict a person's access to contraception?



Post-Dobbs, the threat that the Supreme Court will overturn the constitutional right to contraception is real to voters.

The level of concern is most intensely felt among Democrats and Black voters, while Independent voters are more middling in their concern.

How concerned are you that the U.S. Supreme Court will overturn the constitutional right to contraception?



Views of the Right to Contraception Act

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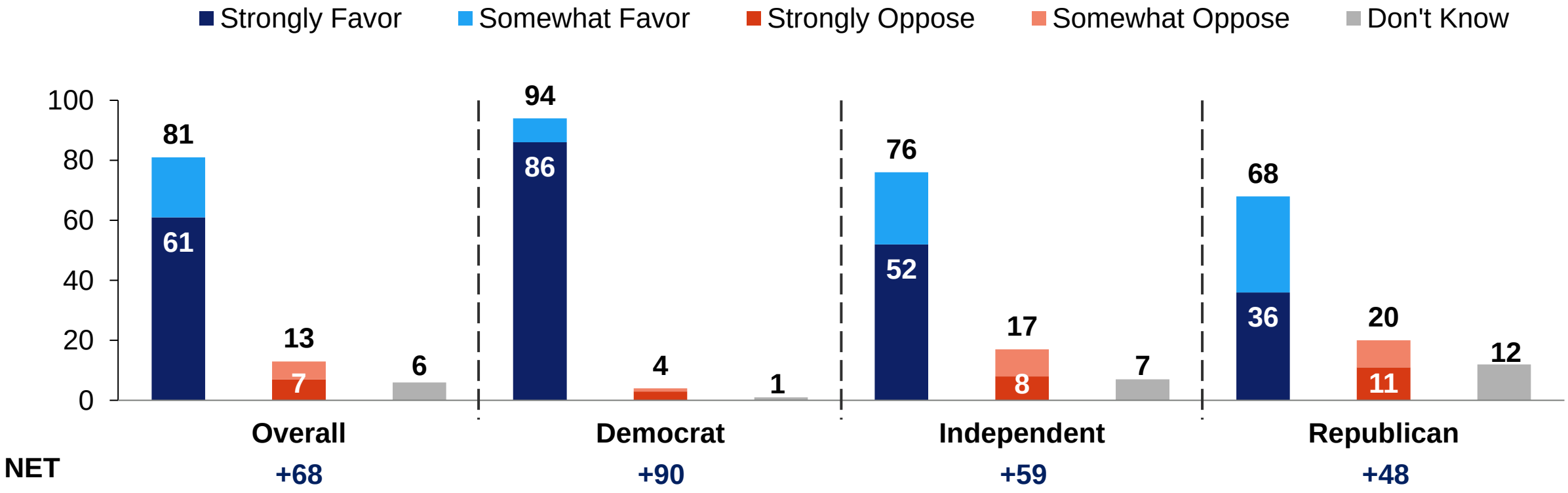
Four-in-five voters overall back The Right to Contraception Act, including majorities across party lines.

Nearly two-thirds, including majorities of Democrats and Independents, strongly favor it.

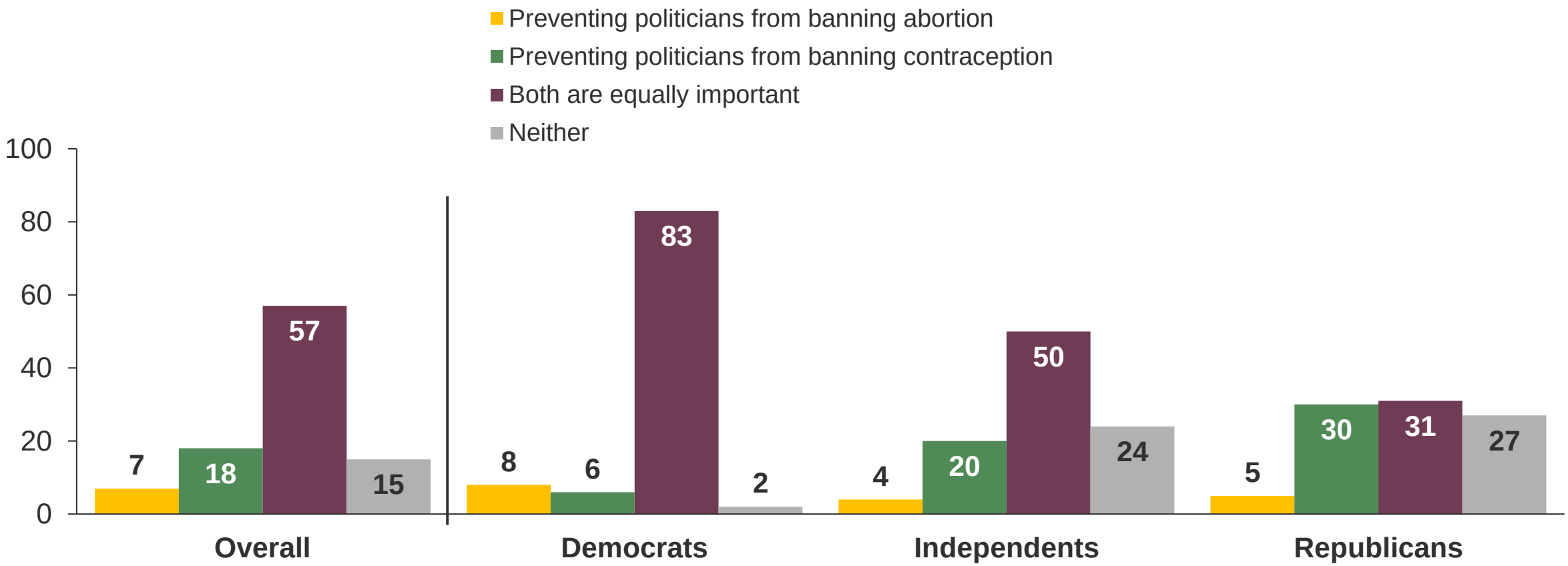
Here is some information about a bill that is being considered by Congress. The Right to Contraception Act protects a person's right to seek and obtain contraceptives, including condoms, the pill, or IUDs, and protects a health care provider's ability to provide patients access to contraception without 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?



Most voters believe politicians need to protect abortion and contraception – these are not separate priorities.

Democrats and Independents say they want both protected by wide margins, while contraception matters considerably to Republicans.

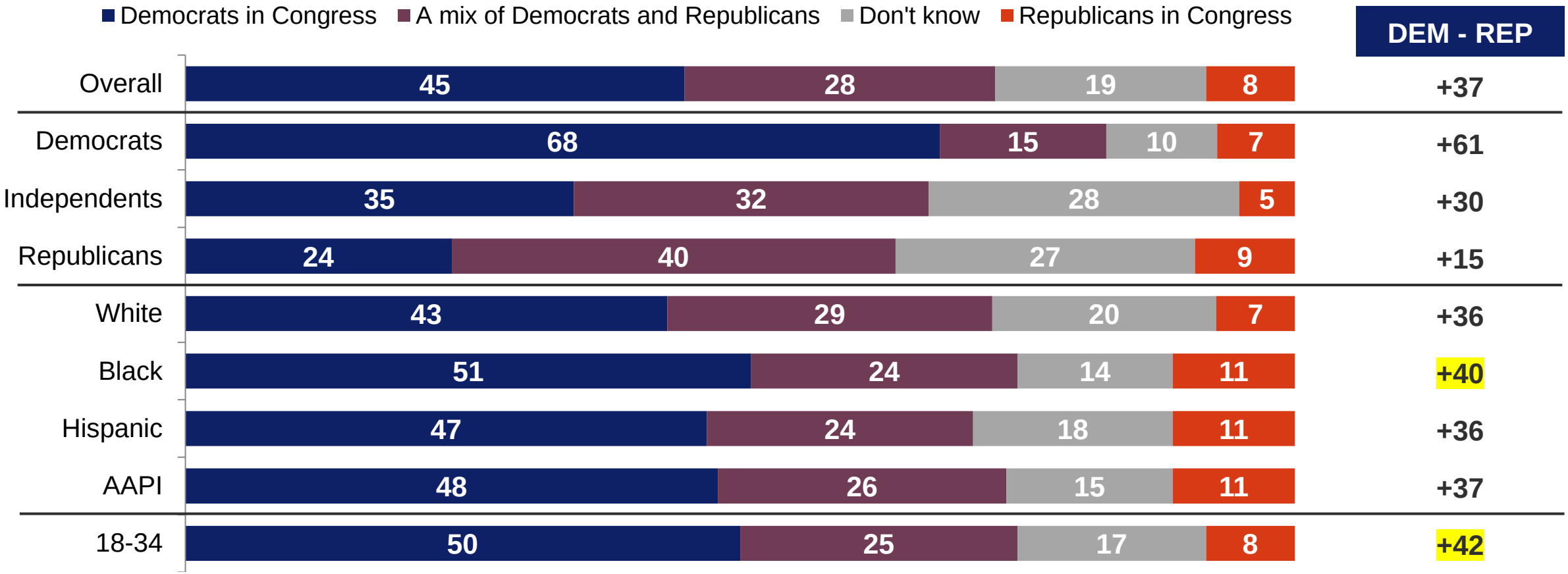
Which one of the following is more important to you personally:



A plurality of voters believe Democrats support the Right to Contraception Act, though a majority aren't sure or believe Republicans are involved.

A plurality overall, including majorities of Democrats, Black and young voters, inherently understand this is a Dem-backed bill.

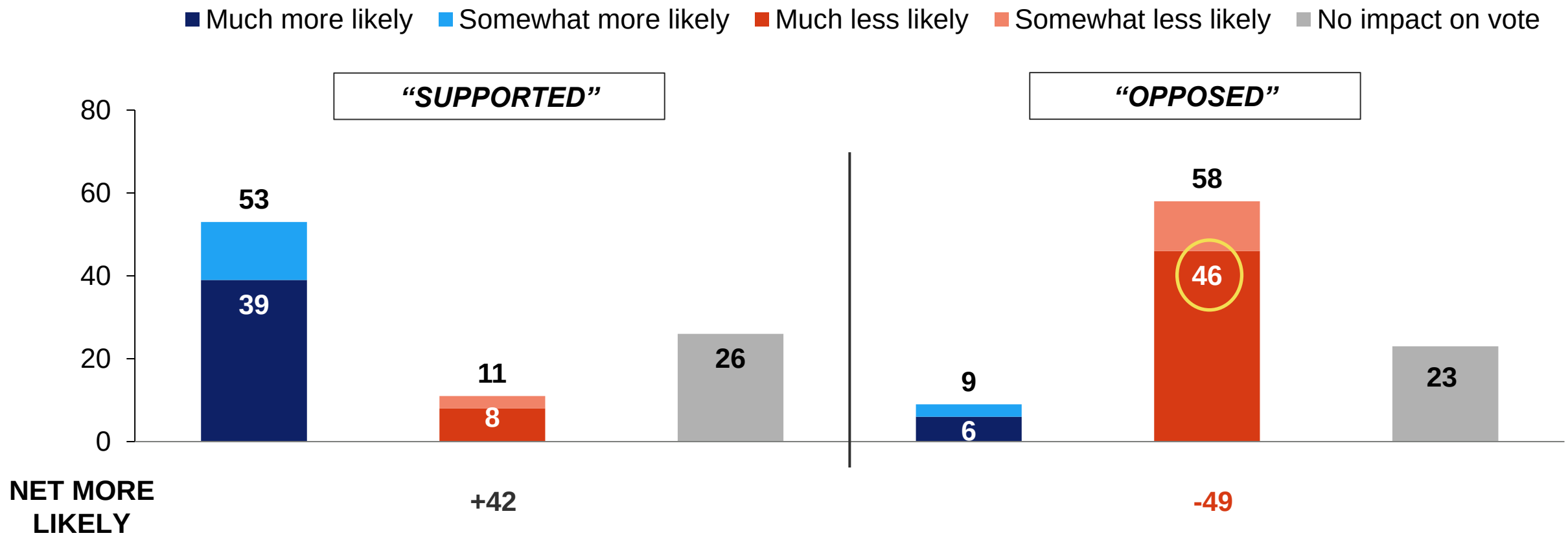
Do you think that the proposed Right to Contraception Act is mainly supported by Democrats in Congress, Republicans in Congress, or a mix of Democrats and Republicans?



Members who support the Right to Contraception Act stand to be rewarded, while those who stand against it risk electoral consequences.

Nearly half of voters say they'd be *much less likely* to vote for their member of Congress if they oppose the bill.

If your member of Congress _____ the Right to Contraception Act, how would it impact your likelihood to vote for them?



Positive Messaging

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Messaging focused on other uses of contraception and the importance of pregnancy prevention post-Dobbs are the strongest arguments.

Not only are these frames effective, they're also motivating, testing with high intensity among voters who moved towards Democrats on the generic ballot and whose motivation to vote increased over the course of the survey.

POSITIVE MESSAGES: TOP TIER *% Much more likely to support Democrats in Congress*	Overall	GB Gain	Motivation to Vote Gain	White	Black	HIspanic	AAPI	18-34
[OTHER USE] 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.	**49**	**56**	**57**	**47**	**64**	**55**	**42**	**46**
[ABORTION] 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.	**48**	**50**	**51**	**46**	**64**	**52**	**40**	**45**

Highlighting its widespread use, that it's a tool for economic freedom, and that contraception could be next post-Roe, were also effective.

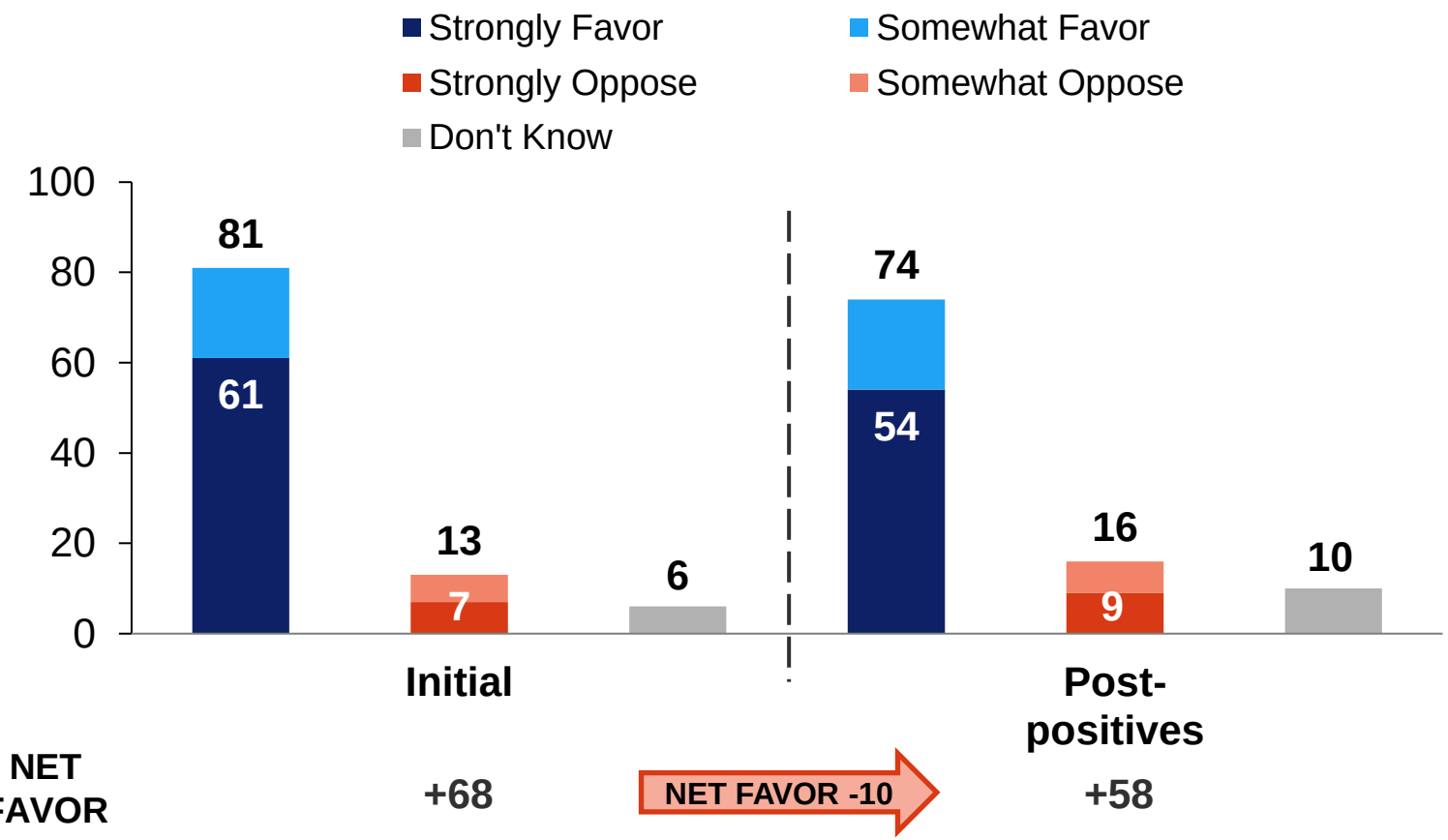
Messaging that raises the urgency by connecting this to Roe was the second most effective message with voters who move towards supporting Democrats.

POSITIVE MESSAGES: 2nd TIER *% Much more likely to support Democrats in Congress*	Overall	GB Gain	Motivation to Vote Gain	White	Black	Hispanic	AAPI	18-34
[NECESSARY] 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.	47	51	52	44	65	52	41	44
[ECON FREEDOM] 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.	47	46	53	45	65	49	39	46
[ROE] 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.	47	52	53	45	62	51	44	47

Support for this bill starts out high and holds after we introduce partisan messaging, and after positives, there's still broad support.

Most of the loss in support comes from groups that are typically more conservative, but even then, majorities of these groups remain supportive.

After learning more, do you favor or oppose Congress passing The Right to Contraception Act into law?



Largest % Support Loss Initial to Post-positives	
Overall	***-7***
Conservative	-13
AAPI men	-13
Independent	-12
Republican	-11
W non-college men	-11

Negative Messaging and Movement

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

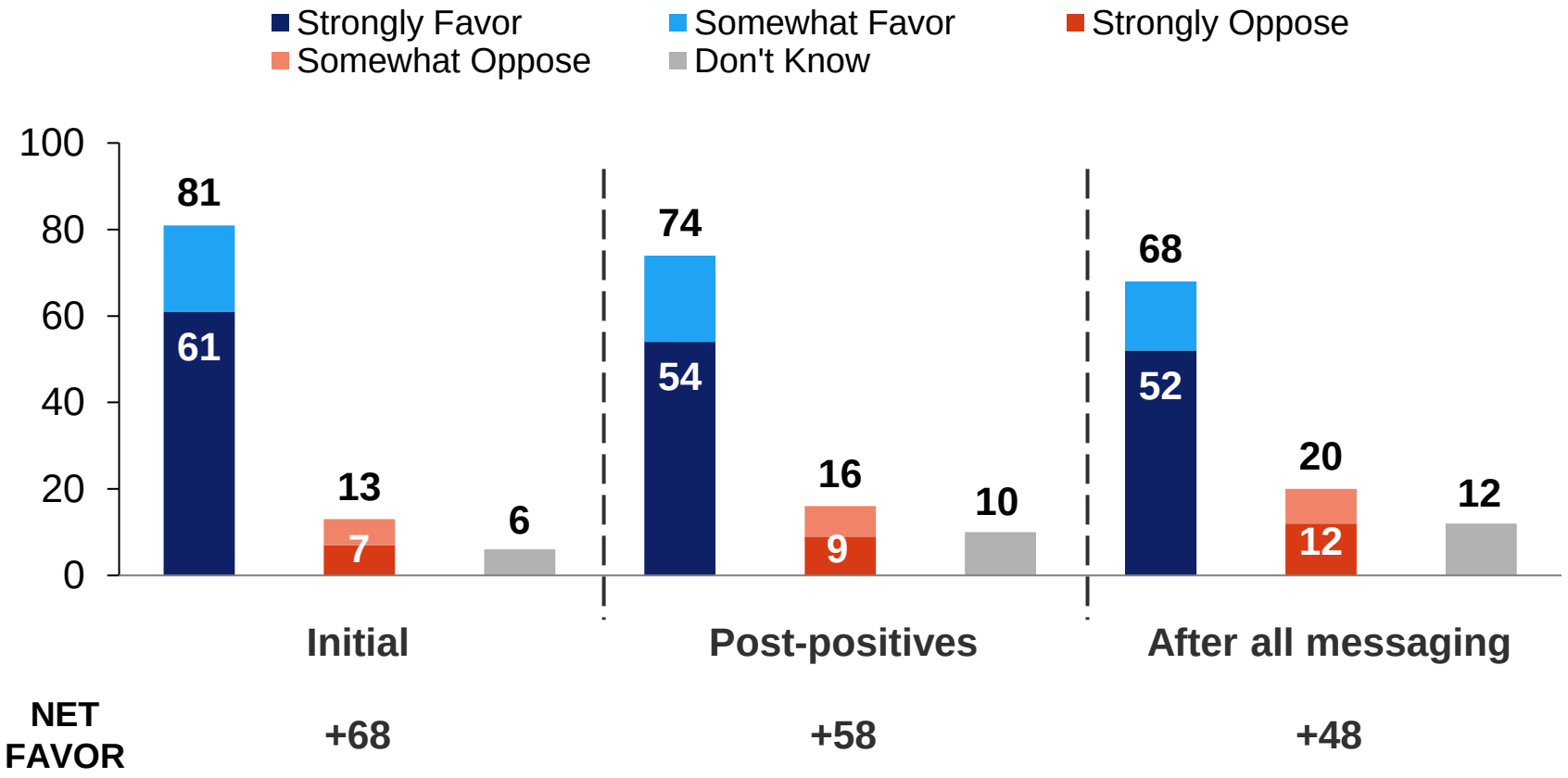
These were especially strong among voters who become more motivated to vote after messages.

GOP ATTACKS *% Much less likely to support Republicans in Congress*	Overall	GB Gain	Motivation to Vote Gain	White	Black	Hispanic	AAPI	18-34
[EXTREME] 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.	**50**	**55**	**55**	**47**	**72**	**52**	**43**	**48**
[SLIPPERY SLOPE] 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.	**49**	**53**	**57**	**45**	**71**	**52**	**43**	**45**
[CONTROL WOMEN] 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.	**48**	**53**	**57**	**45**	**73**	**50**	**46**	**48**

While support dips after attacking Republicans, the groups we lose tend to be more Republican-identifying.

That said, a majority of Republicans still say they support the bill (50% favor / 30% oppose).

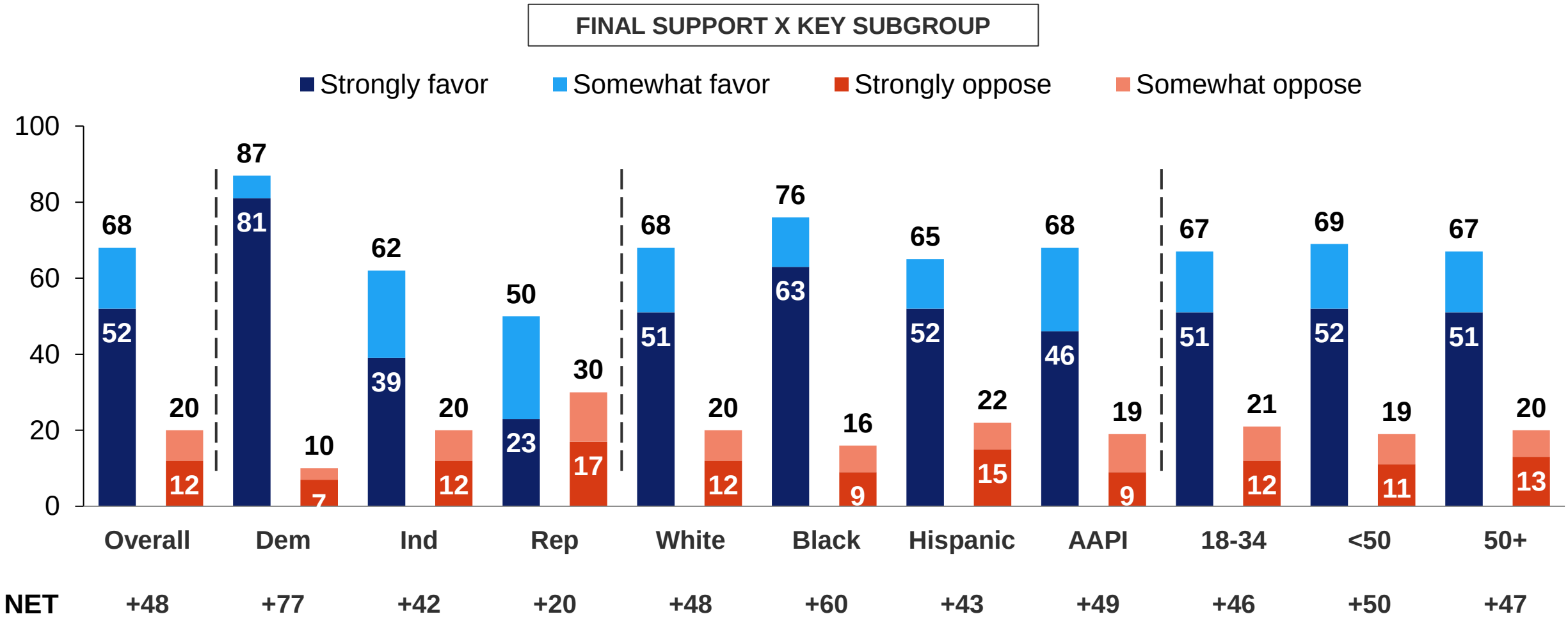
After learning more, do you favor or oppose Congress passing The Right to Contraception Act into law?



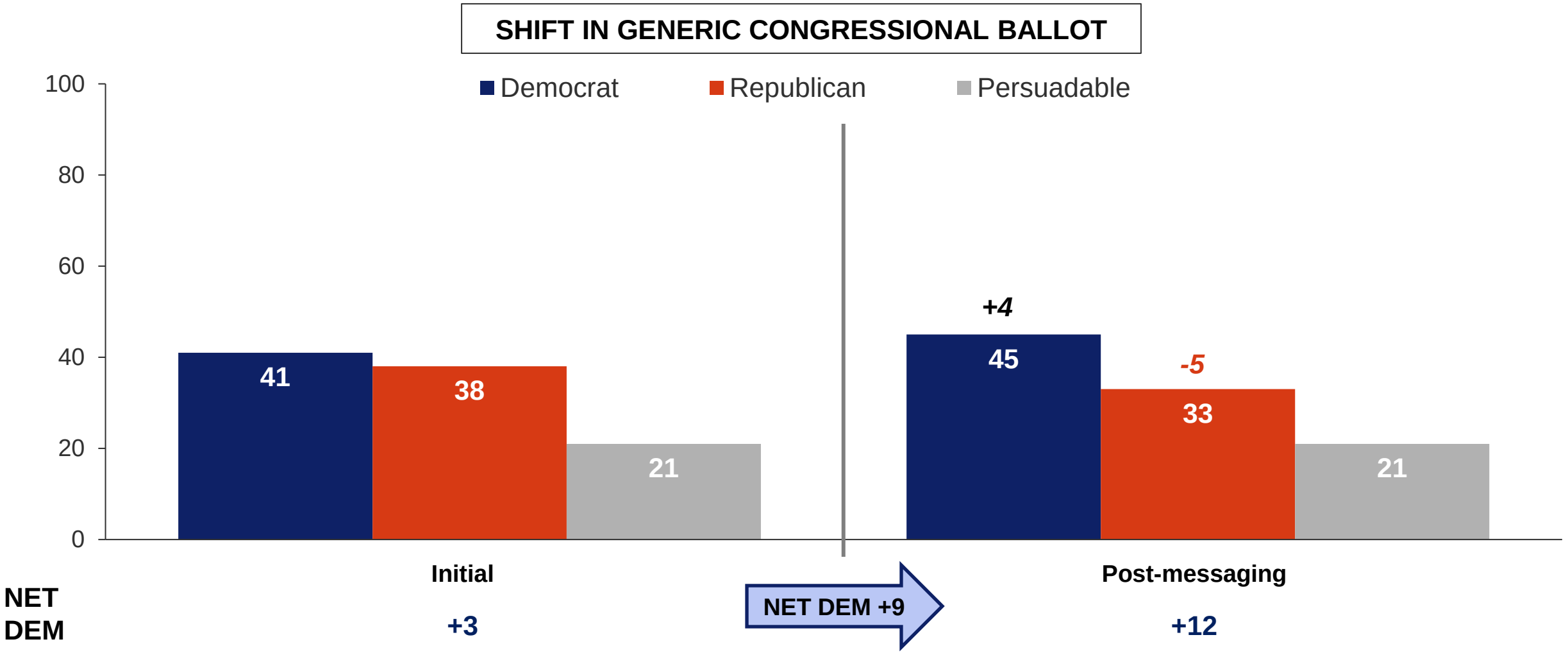
Δ Net Favor Initial to Post-GOP negatives	
Overall	***-20***
Republican	-28
White conservative	-27
White men 50+	-22
Non-college grad	-22

Majorities of voters across party, racial, and generational divides favor the bill after messaging.

Groups that are key to the 2024 Democratic coalition, including voters of color and young voters, are overwhelmingly supportive.



After a back-and-forth on this issue in a campaign context, Democrats grow their margin on the generic ballot by 9-points, leading Republicans by 12.



Democrats improve their margins across the board.

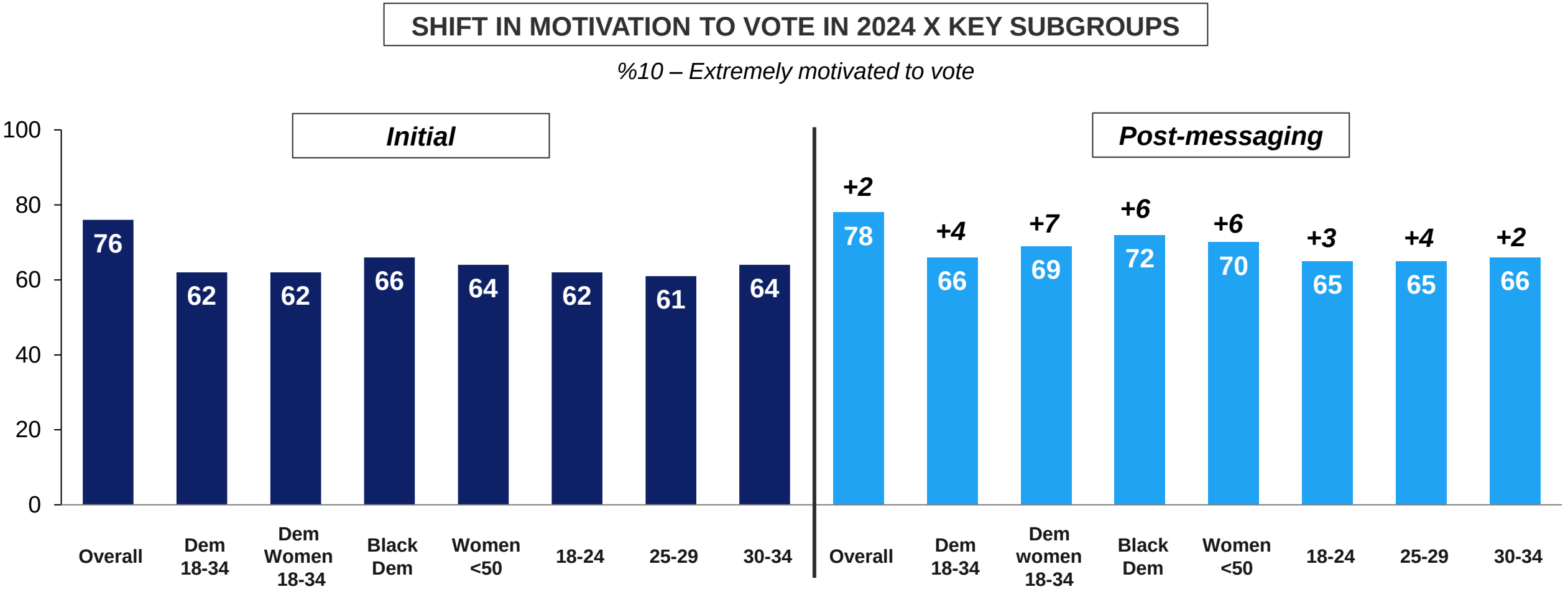
Contraception messaging moves several key subgroups toward a generic Democrat by double-digit margins – especially younger women, and non-college educated voters.

Generic Ballot	Initial Net Dem	Final Net Dem	NET SHIFT
Overall	***+3***	***+12***	**+9**
Democrat	+85	+90	**+5**
Independent	-3	+2	**+5**
Republican	-85	-71	**+14**
Men	-6	-2	**+4**
Women	+11	+23	**+12**
White	-6	+2	**+8**
Black	+64	+71	**+7**
Hispanic	+10	+22	**+12**
AAPI	+6	+9	**+3**
W Men	-14	-10	**+4**
W Women	+1	+14	**+13**
Black Men	+61	+61	**0**
Black Women	+66	+77	**+11**
Hispanic Men	+2	+11	**+9**
Hispanic Women	+17	+31	**+14**

Generic Ballot	Initial Net Dem	Final Net Dem	NET SHIFT
18-24	+8	+13	**+5**
25-29	+8	+19	**+11**
30-34	+8	+14	**+6**
35-49	+3	+17	**+14**
50-64	-5	0	**+5**
65+	+7	+15	**+8**
18-34 Men	-12	-9	**+3**
18-34 Women	+24	+36	**+12**
18-34 Black	+54	+59	**+5**
18-34 Hispanic	+8	+17	**+9**
W Non-College	-15	-4	**+11**
W College	+7	+14	**+7**
Black Non-College	+66	+71	**+5**
Black College	+60	+70	**+10**
Hisp. Non-College	+6	+19	**+13**
Hisp. College	+18	+28	**+10**

This is also a motivating issue, particularly for base groups.

Key groups in the Democratic coalition say they're more motivated to vote.



Recommendations

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Recommendations

- **Drive the importance of protecting a person's right to access birth control without government interference.** Overwhelmingly, voters believe they should get to make their own decisions about contraception, and that the government should stay out of it. Passing The Right to Contraception Act is a critical way of achieving this goal, while recognizing that this is an issue voters care deeply about and delivering on it.
- **Don't shy away from talking about all forms of contraception, including IUDs and emergency contraception like Plan B.** Contraception is popular, and voters want to be the ones making the decisions on what methods they use. They do not draw distinctions between types of birth control, and neither should we.
- **Define the threat: Republicans are against protecting access to contraception even as states are actively working to ban access.** When hearing that 195 House Republicans voted against The Right to Contraception Act, a majority of voters said they'd would be *much* less likely to support Republicans in Congress as a result.
- **Define the urgency by connecting this to Dobbs to elevate the threat and the heightened importance of birth control**. Messaging that pushes off of the threat to abortion rights is effective for two reasons – first, it makes the threat to birth control believable and concerning. Second, when people have more limited access to abortion, protecting a person's right to prevent pregnancy becomes even more important.
  - For more conservative-leaning voters, highlighting the different uses of birth control is also motivating.
- **In communications, target women, younger voters, and Black voters.** These voters are highly enthusiastic on this issue, and it both motivates them to vote and moves them toward voting for a generic Democrat.

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.