



## **BISC Reproductive + Abortion Rights Research Toplines (2024)**

**Target campaign states: AZ, CA, CO, FL, ME, MI, MS, MO, MT, NE, NV, OH, OR, + WA**  
**Panel size was 6,090 voters**

### **Key Takeaways**

**Voters assert that their perspectives on abortion significantly impact their ballot choices.**

- Voters say their views on abortion influence their choices on the ballot, especially for the US President, ballot measures, and State Supreme Court candidates.
- Men and women weigh their abortion views differently when selecting candidates for different offices, with younger voters being the most likely to consider their views on abortion for all types of candidates/measures.
- Colorado and Florida voters represent the ends of the spectrum in terms of their views on abortion's influence on ballot decisions, with Colorado voters more likely to consider their views when voting for ballot measures compared to Florida voters.

**Abortion holds varying levels of motivation among different demographic groups.**

- Abortion is neither un motivating nor motivating for the average voter in the context of this year's elections, but women, Black and Democratic voters are more motivated by this issue.
- About 53% of voters are more motivated by the issue of abortion, with California voters showing the highest motivation (average: 64 points) and Oregon and Maine voters the lowest (51 and 45 points, respectively).

**A strong majority of voters find it inappropriate for state lawmakers to alter the rules of the ballot initiative process to impact measures protecting abortion and reproductive rights.**

- Only 11% of voters believe it's appropriate for state lawmakers to change the rules of the ballot initiative process, while 60% say it's very inappropriate.
- Florida voters are the most likely to view this as appropriate (33 points), while most states' averages are below 20.

**Despite fluctuations, overall support for abortion access has remained stable since March 2022.**

- Generic abortion support has remained relatively stable since March 2022, with voters believing abortion should be legal in all cases.

- On a scale of 0-100, the average voter's support for abortion accessibility is around 62 points, with 43% strongly believing in unrestricted access (80 points or above). Just 19% answer below 20 points.

***(BISC research is provided in partnership with Trendency - a research platform that convenes online panels of registered voters on behalf of BISC.)***

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## **BISC's Approach to Research**

BISC's mission is to strengthen democracy by implementing a national progressive strategy for ballot measures rooted in building state-based power. We center the following principles when approaching our research program:

1. We conduct comprehensive research that includes quantitative and qualitative methodologies.
2. We collect data that gives us insight to a snapshot in time (like most traditional polling and focus groups) and we collect longitudinal data to give us insight over time through our Trendency panels.
3. We conduct research in the multi-modal ways that people access data, including text messaging, social media and online methodologies for gauging opinions.
4. We conduct research that allows for more complexity and nuance, utilizing scale - seeing participants as multi-dimensional, rather than binary beings.
5. We conduct research that helps us disrupt "monolith" narratives and strategies for BIPOC, immigrant and youth communities, to understand in more depth what is important to these traditionally underrepresented people -- the people we center in our long-term, movement-building work.

For more information, or if you have any questions, please contact Adam Snipes, BISC's Director of Strategic Partnerships at [adam@ballot.org](mailto:adam@ballot.org).