

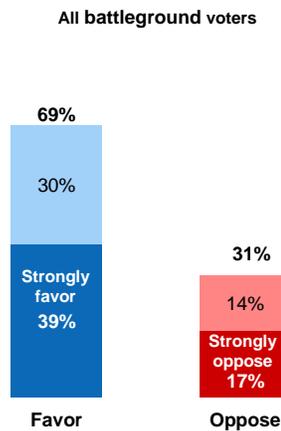
**TO: Interested Parties**  
**FROM: Hart Research Associates & Vision Strategy and Insights**  
**DATE: July 20, 2021**  
**RE: New Polling Shows Striking Majority of the American Electorate in Battleground Congressional Districts Supports Medicaid Abortion Coverage**

*This memo summarizes key findings from an online survey among 801 registered voters in battleground congressional districts.<sup>1</sup> The interviews were conducted from July 7 to 12, 2021. The sample is demographically and geographically representative of the electorate and is consistent with the political dispositions of voters in the 37 battleground districts.*

**1. Resounding majorities of voters of all ages and different race and ethnic groups in battleground congressional districts support Medicaid coverage of abortion services.**

- By a 38-point margin, seven in 10 voters (69%) in battleground congressional districts favor Medicaid coverage of abortion and only 31% oppose it.
- Majorities of men and women and voters of all ages and education levels favor Medicaid coverage of abortion services. Young voters ages 18 to 34 (76%), voters of color (79%), suburban women (73%), and independents (72%) support Medicaid coverage of abortion at even higher rates.

**Would you favor or oppose enabling a woman enrolled in Medicaid to have all her pregnancy-related healthcare covered by her insurance, including abortion services?**



FAVOR COVERAGE for all pregnancy-related healthcare, including abortion	
Women	73%
Men	64%
Age 18 to 34	76%
Age 35 to 49	72%
Age 50 to 64	60%
Age 65/older	67%
White voters	66%
Voters of color	79%
White college grads	67%
White non-college grads	66%
Suburban women	73%
Democrats	89%
Independents	72%
Republicans	47%

**2. There is ample opportunity to respond to opponents and convincingly win the debate with voters by focusing on people’s right to make their own healthcare decisions.**

- Arguments that the Hyde amendment has been a bipartisan compromise are not convincing in a head-to-head match-up with a strong values message. Indeed, by a 22-point margin, more voters agree (61%) that denying abortion coverage takes away people’s agency over their own decision than believe (39%) that we should continue banning abortion simply because we have been doing so for a long time. This includes 69% of independents and 66% of swing voters.

<sup>1</sup>List of battleground congressional districts: AZ-01, CA-10, CA-45, CA-49, CO-06, CT-05, GA-06, GA-07, IA-03, IL-06, IL-14, IL-17, KS-03, ME-02, MI-08, MI-11, MN-02, NH-01, NJ-03, NJ-05, NJ-07, NJ-11, NV-03, NV-04, NY-19, OR-04, OR-05, PA-07, PA-08, PA-17, TX-07, TX-15, TX-32, VA-02, VA-07, WA-03, WA-08

## Which statement do you agree with more?

Battleground  
Voters

*Banning the use of taxpayer dollars from paying for abortion has been the law since 1976 under both Democratic and Republican presidents. In fact, Joe Biden supported it for years until he recently flip-flopped for political reasons during the presidential campaign. There is no reason to change what has been a matter of consensus for so long.*

39%

*When Medicaid denies abortion coverage we are taking away people's ability to make their own healthcare decisions. People—not politicians—know what is best for them and their families.*

61%

- We have two effective responses to opponents' objection to using taxpayer dollars to fund abortion. When we make the case that everyone should be free to define their own path and highlight how deeply personal the decision to become a parent is, we win the debate by 28 and 24 points, respectively.

## Which statement do you agree with more?

■ (Criticism: All read this statement) **Abortion is not healthcare, and taxpayer dollars should not be used** to pay for people's mistakes or make it easier to get an abortion. Our focus should be on protecting unborn children.

■ (Response A. Half read this response) **The decision to become a parent is one of the most important life decisions we make.** When people can make decisions that are best for their lives no matter how much they earn, families thrive and we build healthier communities where each of us can participate with dignity.



■ (Response B. Half read this response) We all want to be able to live a **safe and healthy life and be free to define our own path.** That includes access to healthcare, including abortion, which should not depend on where we live or how much money we have.



- Similarly, redirecting voters to the frame that politicians should not be able to deny insurance to someone just because they are low-income effectively rebuts the critique that using taxpayer dollars forces everyone to pay for abortion.

### Which statement do you agree with more?

**Battleground  
Voters**

*Using taxpayer dollars for abortions forces all of us to pay for them—even those of us who do not believe in abortion.* 35%

*However we feel about abortion, politicians should not be allowed to deny insurance coverage for it just because a person is working to make ends meet.* 65%

### 3. Voters are firm in their belief that politicians have no place denying insurance coverage for abortion for people who are working to make ends meet and that everyone should get the full range of reproductive care, whether they have private or public insurance.

- Majorities of voters across the political spectrum, including 75% of Republicans, 79% of independents, and a close-to-unanimous 95% of Democrats agree that politicians should not be allowed to deny coverage for abortion just because someone is working to make ends meet. Notably, voters in the middle of the political spectrum, swing Biden voters (92%), and swing Trump voters (75%) decisively agree.
- A diverse coalition of voters also offer their resounding endorsement of the notion that whether someone has private or government-funded healthcare insurance should have no bearing on their access to the full range of reproductive care. This includes significant majorities of Republican, Democratic, and independent voters, younger voters ages 18 to 34 (83%) and older voters ages 65 and older (80%), as well as white voters (77%) and voters of color (87%).

### Proportion of Voters in Battleground Districts who Agree with the Following Statements

■ Strongly agree ■ Somewhat agree

However we feel about abortion, **politicians should not be allowed to deny someone's health coverage** for it just because they are working to make ends meet.



Whether someone has private or government-funded health insurance, **everyone should be able to get the full range of reproductive healthcare**, including annual screenings, birth control, pregnancy tests, and abortion.



## 4. Supporting Medicaid coverage of abortion gives members of Congress a favorability boost among voters in battleground districts.

- By a 15-point margin, voters say they would feel more favorable (51%) than less favorable (36%) toward their representative in Congress if they support a proposal to have Medicaid cover all pregnancy-related healthcare, including the cost of an abortion. This includes a plurality of swing voters (46% to 37%), younger voters ages 18 to 34 (59% to 29%), voters of color (58% to 32%), and white voters (49% to 37%).

**If you learned your representative in Congress supported a proposal to have Medicaid cover all pregnancy-related healthcare, including the cost of an abortion, how would that affect your feelings toward him or her?**

