

TO: Interested Parties
FROM: Hart Research Associates and Vision Strategy and Insights
DATE: February 25, 2022
RE: Connecting Race, Immigration, and Abortion Justice

This memo summarizes key findings from an online national survey among 1,713 adults, including 501 Black, 507 Latinx, 402 AAPI, and 303 white base and persuasion adults. Adults who believe abortion should never be legal were screened out of the survey and are not included in the sample. The interviews were conducted from December 6 to 15, 2021. Qualitative research with the same audiences preceded the national survey.

1. Base and persuasion constituencies are highly receptive to abortion justice framing:

- There is broad and strong agreement that the full range of healthcare, including abortion, should be available regardless of race, ethnicity, and economic status.
- Two short statements stand out as the best ways to explain the meaning of abortion justice to target audiences:
 - *Abortion justice means abortion care is there if you need it, without barriers based on who you are, where you're from, or how much you earn.*
 - *Abortion justice means everyone who needs abortion care can get it without being shamed, punished, or going broke.*

2. Seven in 10 base and persuasion adults express concerns about efforts to restrict abortion in the country:

- Concern is especially acute among Black and Latinx adults, nearly half of whom say they are very concerned about these efforts.

3. Highlighting our nation's long history of systemic racism and unequal access to healthcare is the most effective way to frame abortion as a racial justice issue:

- There are three messages that are especially effective at making the connection between abortion and racial justice across Black, Latinx, and AAPI audiences:
 - *Our nation has a long history of unequal access to healthcare, including abortion care, for people of color. This is rooted in systemic racism that denies the humanity of people of color.*
 - *Even though abortion is legal, it is not available for everyone. People of color, undocumented people, and young people are the hardest hit by bans on abortion.*
 - *Our healthcare system already fails Black, Indigenous, and other people of color, and barriers to abortion care make that worse. The barriers have multiplied during the COVID-19 pandemic.*

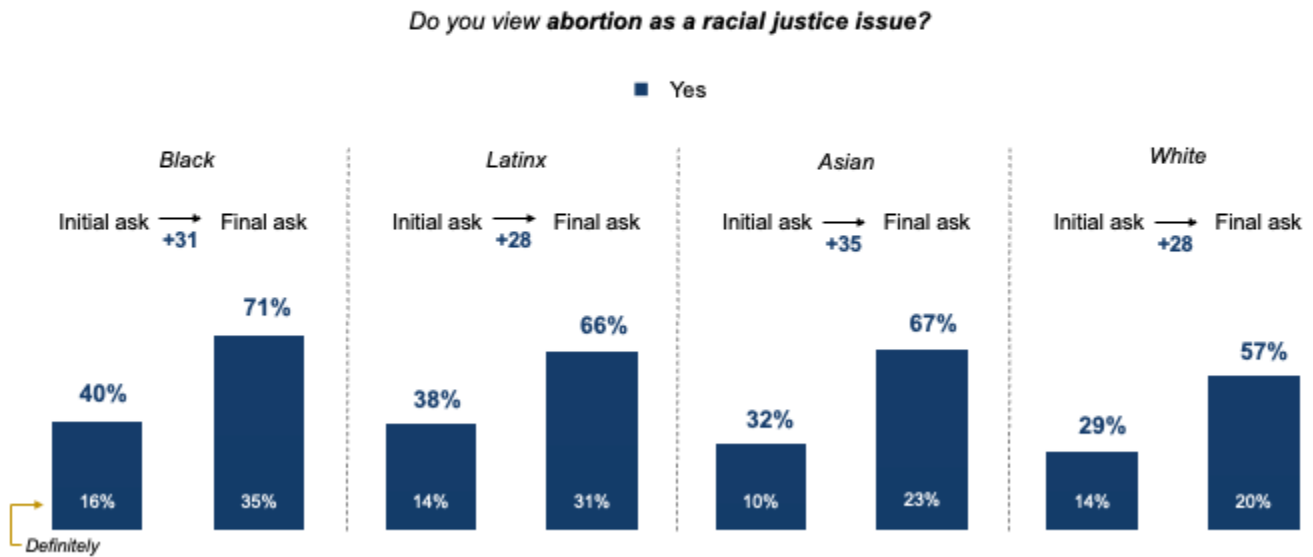
4. The strongest messages connecting abortion to immigrant justice highlight the fact that immigrants are denied access to basic healthcare and human rights:

- *There is a five-year ban on immigrants enrolling in Medicaid who would otherwise qualify, meaning that many immigrants, most of whom pay federal and state taxes, cannot get basic healthcare, including abortion care.*
- *Immigration detention facilities violate immigrants' human rights, including allowing dangerous medical procedures, forced hysterectomies, and denying abortion care.*

5. These constituencies are very open to persuasion on framing abortion as a racial justice and immigrant justice issue. After messaging, we find:

- A 30-point increase in the proportion of base and persuasion adults who see abortion as a racial justice issue (36% to 66%).
- A 40-point increase in the proportion of base and persuasion adults who see abortion as an immigrant justice issue (27% to 67%).

Messaging creates significant increases in those who connect racial justice and abortion:



Messaging creates significant increases in those who connect immigration justice and abortion

