

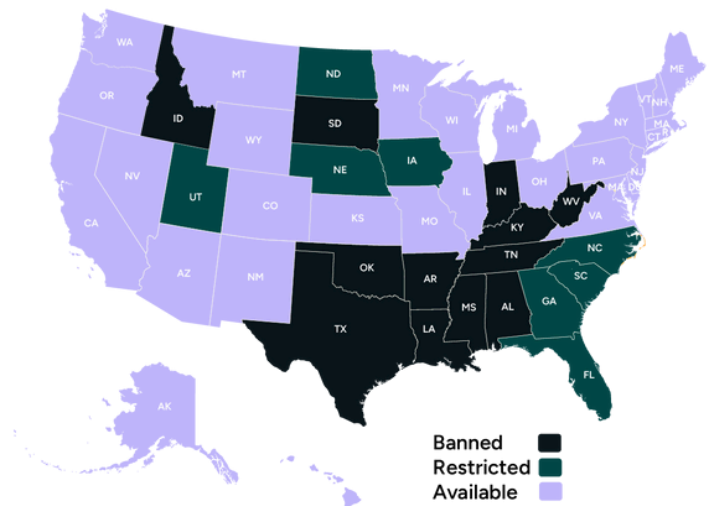
EQUITY IMPACT PROGRAM

Building Power for Abortion access with Latine Audiences

Since the US Supreme Court's June 2022 decision in *Dobbs v. Jackson Women's Health Organization*, which eliminated a constitutional right to abortion nationwide, nearly 20 U.S. states have banned or limited access. Abortion restrictions are clustered in the Midwest and Southeast, and they disproportionately impact women of color, especially the 6.7 million Latine women who are living under abortion bans.

Latine families are hard-hit by abortion bans and also represent an increasingly powerful political constituency, whose engagement and votes can significantly bolster the movement for reproductive justice and abortion access throughout the country.

Numerous public opinion studies demonstrate broad support for abortion access, but few research projects have delved specifically into the perspectives of Latine voters and what it takes to strengthen their support for abortion access and for elected officials who will stand up for abortion rights among this important constituency. Even fewer initiatives are specifically aimed at building power in Latine communities for abortion access.



Source: Repro Legal Helpline

Resource Media sought to fill this gap by conducting an online message test to determine how best to engage Latine audiences in the fight for abortion access. Our findings pinpoint messages that can be persuasive with Latines, along with messages that erode support among specific demographics.

Messages tested

- **Fertility protections:** Access to abortion care is on the ballot. No state laws should make it harder or riskier for people to start a family. 42% of adults in the US have sought fertility treatment or know someone who has.
- **Lack of access:** Access to abortion care is on the ballot. Young people face additional legal, logistical and financial barriers to abortion care. 40% of teens are concerned about being unable to access an abortion.
- **Criminalization:** access to abortion care is on the ballot. Abortion, miscarriage and pregnancy loss are common parts of life. No one should be criminalized or in legal trouble for everyday healthcare.
- **Basic healthcare:** access to abortion care is on the ballot. People seek abortion care for miscarriages, unsafe pregnancies and terminations. At its core, abortion is basic healthcare, no matter the circumstance.
- **Self-managed abortion is safe:** access to abortion carries on the ballot. Self managed abortion has been around for all of human history, and can be done safely. You will deserve more control over how they decide to end a pregnancy.
- **Faith:** Access to abortion care is on the ballot. Many people of faith have abortions. Everyone deserves safe and judgment free abortion care that supports their morals and beliefs.



Fertility Protections



Lack of access



Criminalization



Basic Healthcare



Self-managed abortion
is safe



Faith

Persuasive messages

Message	Effectiveness
<p>Self-managed abortion has been around for all of human history and can be done safely. People deserve more control over how they decide to end a pregnancy.</p>	<p>Works with political moderates, audiences aged 35-54, and suburban residents.</p>
<p>Abortion, miscarriage, and pregnancy loss are common parts of life. No one should be criminalized or in legal trouble for everyday health care.</p>	<p>Works at both ends of the political spectrum, moving liberal women and conservative men.</p>
<p>Young people face additional legal, logistical, and financial barriers to abortion care. 40% of teens are concerned about being unable to access an abortion. Age shouldn't be a determining factor to accessing this kind of everyday health care.</p>	<p>Works with politically moderate urban residents; has promise with urban/suburban political conservatives (but not rural).</p>
<p>People seek abortion care for miscarriages, unsafe pregnancies and terminations. At its core, abortion is basic healthcare, no matter the circumstance.</p>	<p>Works with a more liberal or moderate Democrat audience; shows the most promise of any message in rural areas</p>

Detailed Findings

Baseline support for abortion access is strong

Among Latine audiences, the support for abortion access starts strong, and that support can be strengthened for specific audiences with specific message exposure. Baseline support is strongest among Latina women, college-educated, liberal, urban and suburban audiences. It is lowest among conservatives, those with lower levels of education (high school or less) and rural audiences.

Different demographics respond to different messages

- The **self-managed abortion is safe** message is helpful for persuading political moderates, audiences aged 35-54, and suburban residents. But it's not effective with those with the highest levels of education (BA+).
- The **criminalization** message works at both ends of the political spectrum, moving both liberal women and conservative men from somewhat to very likely to vote in support of abortion access. It's better with urban residents, and with those with higher incomes (\$100k+) and higher levels of education (BA+).
- The **basic health care** message works with a more liberal or moderate Democrat Latine audience, and shows the most promise of any message in rural areas (with more research needed to confirm).
- The **lack of access** message persuaded politically moderate urban residents and showed promise for being effective with urban and suburban political conservatives as well (not rural).
- Both the **fertility protections** and the **faith** messages caused backlash (drops in support), including with liberals and Republicans. These two messages should be avoided.

Methodology

In October, 2024, Resource Media tested six messages against a placebo using an online test focused on Latine audiences with a sample size of 2792. After message exposure, participants were asked to what extent they agree that elected officials should work to protect access to abortion care, and how likely they would be to vote in support of abortion care.