

November 19, 2024

To: Interested Parties

Fr: Impact Research

Re: **Findings from Post-Election Poll in Presidential Battleground States**

A new post-election poll with voters in Presidential battleground states shows that abortion protections continue to be popular and served as a motivating issue for Harris voters and the persuadable electorate.

By 10 points, battleground voters believe that Trump is more extreme on abortion. And among voters who did not vote for Harris but considered it, abortion was the dominant reason they considered supporting her. Moving forward, battleground voters want to see abortion access protected, and they are less likely to vote for Republicans in future elections if they take steps to ban or restrict it.

Role of Abortion in 2024 Election

- **Trump didn't win because voters agreed with him on abortion—he won because voters didn't believe he would even try to ban or restrict it.** Just 41% of voters are very concerned that Trump will try to ban abortion in all 50 states, including just 3% of Trump voters who support legal abortion. Majorities of Hispanic (59%) and White (57%) men are not at all concerned that Trump will try to ban abortion. Nearly every voter who is very concerned that Trump will try to ban abortion voted for Harris (98% Harris / 2% Trump)—showing the importance of bridging the believability gap on this issue.
- **Voters who heard a lot about the candidates' positions on abortion voted for Harris.** More than half (59%) of voters heard a lot about Trump's position on abortion, and 76% of voters heard a lot about Harris's position. Among the Trump voters who heard a lot, Harris won 53% / 46% among voters who heard a lot about her position and 51% / 49% among voters who heard a lot about Trump's position. Trump did better among voters who were less familiar with the candidates' positions.
- **Abortion was a top motivator for Harris voters and voters who considered voting for Harris.** 58% of Harris voters said that abortion played a major role in which candidate they decided to vote for in the presidential election—significantly more than cited inflation (23%) or crime (15%). Harris won Independent voters who

Findings are based on an Impact Research survey in Arizona, Georgia, Michigan, Nevada, New Hampshire, North Carolina, Pennsylvania, and Wisconsin. The survey was conducted via online and text-to-web interviews from November 2-7, 2024, among N=1150 2024 general election voters with oversamples of Black, Hispanic, and AAPI voters. The margin of error is +/- 2.9%; for subgroups it varies and is higher.

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support legal abortion by 33 points (66% Harris / 33% Trump) and even peeled off 15% of Republican voters who support legal abortion (15% Harris / 85% Trump).

While the persuasion universe in this election was small—just 6% of voters who did not support Harris say that at some point in the past year, they considered voting for her—abortion was also a top motivator for those voters, with “abortion” and “Trump” coming up as the most frequently in an open-ended question about why they considered Harris.

- **Voters see Trump as more extreme on the issue.** A majority says Trump has a more extreme position on abortion than Harris (50% Trump / 40% Harris), including an overwhelming majority of Independents who support legal abortion (69% Trump / 22% Harris). Two-thirds of voters who say abortion played a major role in their vote see Trump as more extreme (68% Trump / 27% Harris), suggesting that voters weren’t motivated by false narratives of Democratic extremism on the issue.

Looking Ahead

- **Voters strongly support a national abortion protection law.** By a 2-1 margin, voters support a law that would protect the right to access abortion care and doctors' right to provide abortion care nationwide, including 48% who strongly support it (62% support / 29% oppose). This includes support from 82% of Independent voters who support legal abortion, 64% of Republican voters who support legal abortion, and 59% of Trump voters who support legal abortion. Support is especially strong among Black voters (+75) and Hispanic women (+56) and holds among groups that voted for Trump, including White women (+40), Hispanic men (+24), and White men (+12). Battleground voters support a range of abortion access policies, including:
 - Preventing hospitals from denying an abortion for health and safety reasons (66% support / 27% oppose)
 - Making it illegal to punish women who get abortions or the doctors who provide them (64% support / 29% oppose)
 - Ensuring all people regardless of their zip code or income can access abortion care without restrictions (57% support / 38% oppose)
 - Establishing an affirmative right to abortion in all 50 states (56% support / 38% oppose).
- **49% of voters will be less likely to support Republicans in future elections if they try to pass more bans on abortion care in the next two years** (11% more likely to support / 49% less likely to support / 35% makes no difference), including majorities of Black voters (71% less likely), Hispanic women (64%), AAPI women (54%), and Independents who support legal abortion (66%). Bans are very unlikely to be a motivator for even the more conservative demographics such as White men (11% more likely) and men 50 and over (11%). 46% will be less likely to support Republicans if they try to pass more restrictions (13% more likely to support / 46% less likely to support / 39% makes no difference).