



WORTHY
STRATEGY
GROUP

IMPACT
RESEARCH

April 6, 2026

To: Interested Parties

Fr: Impact Research and Worthy Strategy Group

Re: Recommendations on Connecting Economic Security to Reproductive Freedom

New research from Reproductive Freedom for All, in partnership with Impact Research and Worthy Strategy Group, finds a direct connection between a person's financial stability and whether and when to have children. For many, **financial readiness is about the freedom to build a solid foundation that gives you control in how to live your life.**

At the same time, there is near-universal recognition that it's gotten harder for parents to achieve the financial readiness needed to raise children, and that raising children is more expensive than in the past. Polling shows that a strong majority of individuals in key states say it's gotten harder for parents to afford to raise children compared to 5 or 10 years ago, with more than half saying it's gotten much harder (55% much harder / 82% total harder). Higher costs dominate as the reason why it's gotten harder, including housing, childcare, healthcare, and education costs.

Individuals see a connection between reproductive freedom and economic security, and messaging that emphasizes shared values of freedom, stability, responsibility, and selflessness is effective at strengthening the connection between reproductive freedom and economic security and combating opposition arguments. They are most responsive to the framing that "having a child is one of the biggest economic decisions a person will make" – this taps into the importance of having the freedom to plan and be ready and underscores the importance of ensuring people have access to reproductive healthcare. In head-to-head testing, this framing consistently strengthened the perceived connection between reproductive freedom and economic security compared to purely rights-based or purely cost-based frames. Importantly, the foundation/stability frame performed consistently across racial groups and competitive states, suggesting broad cultural resonance rather than niche appeal.

This multi-phase research includes both qualitative and quantitative components. The memo below shares messaging guidance based on in-depth interviews and a poll with individuals in key states.

Worthy Strategy Group conducted N=31 in-depth interviews with Americans in Southern and Midwestern states. Participants were socio-demographically representative, with an oversample of women, and also included a diversity of parental status. Participants spanned ideological views, and while their views on abortion varied, all believed abortion should be legal only in limited cases.

Impact Research conducted a survey of N=1000 likely voters in key states (AK, AZ, CA, CO, GA, IA, ME, MI, MN, NC, NH, NV, OH, PA, TX, and WI), along with N=200 each oversamples among Black, Latino, and AAPI voters, and a N=80 oversample among voters 18-34. The poll was conducted via online and text-to-web interviews from January 22-28, 2026. The margin of error is ± 3.1 percentage points for the full sample; for subgroups it varies and is higher.

MESSAGING RECOMMENDATIONS

These recommendations are not designed to replace rights-based arguments, but to expand the persuasive coalition by grounding reproductive freedom in widely shared economic and family values. Messaging linking reproductive freedom to economic security should emphasize the following shared values:

- **Freedom:** A message highlighting that having a child is one of the biggest economic decisions people will make and that people should have the freedom to make those decisions is well-received, and importantly, this is our strongest rebuttal to opposition messaging. Notably, this frame reduces the effectiveness of opposition arguments that position abortion as irresponsible or impulsive, by reframing the decision as deliberate and future-oriented.
- **Foundation / Stability:** Almost 3-in-4 (73%) say that their personal financial situation is a major factor when deciding to have a child, and the in-depth interviews revealed that participants associate financial readiness with having the security and stability needed to parent with intention – not just react to crisis. This reinforces a core qualitative finding: readiness is not an abstract concept for individuals — it is materially grounded in financial stability and timing. A message frame that emphasizes the importance of being able to build a financially secure foundation is our best-testing message overall and across racial lines.
- **Responsibility:** People are much more likely to agree that reproductive freedom isn't about avoiding responsibility, but about establishing the foundation needed to take on the most important responsibility there is – making decisions about your family – over an opposition statement that says people shouldn't have an abortion just because they don't feel "ready" to have children.
- **Selflessness:** A positive frame highlighting that raising a child requires selflessness and the resources needed to put that child first also gains traction.