July 20, 2026

To: Interested Parties
Fr: Impact Research
Re: Messaging Recommendations from Reproductive Freedom Battleground Polling

New research from Reproductive Freedom for All, in partnership with Impact Research, finds that abortion is a determining factor in which candidates voters will support in the 2026 election. Battleground voters find a politician that supports a national abortion ban to be one of their top dealbreakers (43% say it is a total dealbreaker), along with a politician that supports raising taxes on middle class families (49%) and a politician that supports cutting Medicaid (48%).

Furthermore, there is strong support for passing laws to protect abortion. Eight-in-ten say that it is important that lawmakers protect access to reproductive healthcare, including 58% who say it's *very important.* To that end, most voters in the battleground would like to see more laws to protect abortion nationwide (50%), or to keep the current laws where they are (22%). Fewer than 1-in-4 want to see more restrictions on abortion (22%).

However, we have a believability gap to overcome. Most battleground voters are not hearing about the issue of abortion, so while many express concerns about Republican policies that restrict access to abortion, they also believe these policies are unlikely to happen. Encouragingly, messaging that emphasizes Republican actions to restrict abortion is potent, especially messaging that highlights how Republicans are gutting Medicaid which will result in millions of Americans losing access to reproductive healthcare, how cuts to healthcare will increase the number of women who will die in childbirth in the U.S., and how Republicans have the wrong priorities. Messaging is also impactful at increasing motivation to vote among Independents – who are with us but are currently less motivated to vote – while also keeping motivation high among our base voters. **This shows how essential it is that battleground voters are hearing about Republican efforts to restrict abortion and pass a national ban.**

This multi-phase research project includes both qualitative and quantitative components. The following messaging recommendations are based on a QualBoard, or three-day online focus group, and a poll of likely voters in the battleground house districts.

Impact research conducted a QualBoard, or three-day online focus group, from May 26-28, 2026. It included 20 Trump 2024 voters who voted Yes on abortion referendums in 2024 in Arizona and Nevada and in 2022 in Michigan. Demographically, participants were a mix of gender, educational attainment, age, and race. Because this is qualitative research, it cannot be projected on to the electorate as a whole.

Impact Research conducted a survey of N=1201 likely 2026 general election voters in Congressional Battleground Districts with a N=351 oversample of Non-Harris voters who voted "Yes" on abortion referendums in Arizona, Michigan, or Nevada. Interviews were conducted via online panel and text-to-web between June 13-21. 2026. The margin of error is ±3.4 percentage points for the full sample; for subgroups it varies and is higher.

MESSAGING RECOMMENDATIONS

Elevating the importance of protecting abortion in the battleground includes driving messaging on the following actions that Republicans are taking to restrict access to abortion:

- **Linking abortion restrictions to cuts on Medicaid to increase saliency.** Almost half of battleground voters say that a politician who supports Medicaid cuts is a total dealbreaker. A strong majority (76%) express concerns about Republicans in Congress cutting Medicaid, and importantly, they find those actions believable (61% likely to happen). A message that emphasizes the impact that Medicaid cuts have on restricting access to reproductive healthcare is potent among battleground voters overall, voters that move to support a Democrat on the generic ballot, as well as voters of color.

- **Raising the emotional stakes.** We also need to stress that many women in the U.S. are dying in childbirth, and many more will continue to die or be near-death because Republicans are gutting healthcare funding and restricting access to reproductive healthcare – including abortion.

- **Hitting Republicans on having the wrong priorities.** We heard firsthand in the qualitative research about how voters feel that Trump hasn't been delivering on his promises to improve the economy. A message that highlights how Trump and Republicans in Congress have been making life harder for Americans (first by driving up costs, then by restricting access to reproductive healthcare) also resonates.

Republicans are working to ban abortion by gutting Medicaid funding by hundreds of billions of dollars, resulting in millions of Americans losing access to reproductive healthcare, including access to birth control and cancer screenings.

Republican cuts to healthcare funding will cause millions more women to lose access to healthcare and increase the number of women who die in the U.S. in childbirth.

Republicans are passing policies that drive up costs, and now they are working to ban abortion and violate people's personal privacy. Instead of focusing on making life harder for Americans, they need to prioritize getting costs under control.