

TO: Interested Parties

FROM: Reproductive Freedom for All

RE: New Research Showing Abortion Motivates Battleground Voters

DATE: Wednesday, July 29, 2026

With fewer than 100 days until Election Day, new polling that's part of the *My Body. My Ballot.* campaign shows that reproductive freedom can help decide the battleground races that will determine control of the House and give us a pro-reproductive freedom majority in Congress.

[New battleground research](#) from Reproductive Freedom for All and Impact Research finds that abortion remains a defining electoral issue for battleground voters and identifies how advocates, elected officials, campaigns, and trusted messengers can translate voters' concern about abortion restrictions into candidate support.

Messages that Move Battleground Voters

These three messages performed best in testing and should anchor how we talk about reproductive freedom between now and November.

1. Link abortion restrictions to Medicaid cuts.

There is a believability gap around Republicans' efforts to ban abortion and restrict reproductive healthcare. However, we can break through when paired with messaging on Medicaid cuts, given 61 percent of battleground voters believe Republican cuts to Medicaid are likely to happen. The frame that resonates strongest—including with Independents in particular—highlights that Trump and Republicans in Congress gutted Medicaid funding by hundreds of billions of dollars, and millions of Americans are losing access to reproductive healthcare—including birth control and cancer screenings.

Why it matters: The Medicaid message is strongest with Hispanic, Black, and AAPI voters.

2. Raise the emotional stakes.

Too many women in this country are dying in childbirth or during the postpartum period, and countless more will continue to die or suffer because Republicans are gutting healthcare funding and restricting access to reproductive healthcare, including prenatal care.

Why it matters: This was the strongest message tested, with 38 percent of battleground voters ranking it among their three most concerning Republican actions.

3. Hit Republicans on having the wrong priorities.

Republicans in Congress are passing policies that drive up costs—from tariffs to the war in Iran that is raising gas prices. They are using their power to ban and restrict abortion and invade people's medical privacy instead of making life more affordable.

Why it matters: Thirty-six percent of battleground voters ranked this message in their top three concerns, compared with 24 percent for a message that only focused on Republicans breaking their promise to fix the economy.

The Broader Findings

Beyond message testing, the research reinforces several broader conclusions about where battleground voters stand on abortion and how reproductive freedom shapes the 2026 electorate.

Supporting a national abortion ban is disqualifying for a candidate facing battleground voters.

More than four in ten battleground voters—43 percent—call a candidate's support for a national abortion ban a total dealbreaker, on par with raising taxes on middle-class families (49 percent) and cutting Medicaid (48 percent). Eight in ten say it is important that lawmakers protect access to reproductive healthcare, including 58 percent who say it is very important.

Half want lawmakers to pass national laws protecting abortion, whereas fewer than one in four want more restrictions. When asked which party's candidate for Congress they would back without names attached, battleground voters chose the Democrat by seven points, 45 to 38, with 16 percent still persuadable.

Voters are concerned about the Republican agenda, and at the same time doubt it will reach them.

Strong majorities of those polled are concerned about banning abortion with no exceptions for rape, incest, or the life of the woman (81 percent), taking away existing health privacy laws (80 percent), allowing states to deny lifesaving emergency care (78 percent), and cutting Medicaid (76 percent). But voters are much less likely to believe these policies will happen. About two-thirds believe those policies are unlikely. Cuts to Medicaid are the exception—61 percent find those believable.

Messaging on Republican attacks moves votes and drives turnout:

After hearing the tested Republican actions—gutting Medicaid, healthcare cuts that will increase maternal deaths, undermining privacy protections like HIPAA for reproductive healthcare, and driving up costs while working to ban abortion—battleground voters moved toward the Democratic candidate by a net five points, from +7 to +12.

- Independents moved six points toward Democrats and became nine points more likely to say they are extremely motivated to vote. The largest turnout gains came from white independent women (+14), white independents 55 and older (+11), and white independents without a college degree (+10).
- Republicans under 35 shifted 18 points on the generic ballot, white Republican women 10 points, and college-educated Republicans 10 points.

Reproductive Freedom for All is putting this research into action: We are investing \$2 million in direct voter contact through *My Body. My Ballot.*, with six-figure canvassing programs in Arizona, Georgia, Michigan, and Nevada, and member engagement in California.

Key Takeaways

- **Abortion decides races in the districts that decide the U.S. House.** Supporting a national abortion ban is a total dealbreaker for 43 percent of battleground voters, which puts it just behind raising taxes on middle-class families and cutting Medicaid.
- **This messaging reaches voters across party lines.** Republicans under 35 moved 18 points on the generic ballot after hearing what their party has done on abortion. White Republican women and college-educated Republicans moved 10 points, and independents were nine points more likely to say they are extremely motivated to vote.
- **Lead with consequences voters believe.** Battleground voters already believe Republicans gutted healthcare. Medicaid cuts provide a credible entry point for explaining the broader threat to abortion and reproductive healthcare.
- **Closing the believability gap is the work of the next 100 days.** Make the stakes concrete. Lost healthcare, maternal deaths, compromised privacy, and misplaced Republican priorities are the frames that break through.
- **A few thousand votes decide these seats.** Recent wins in our top House targets came down to 10,000 to 17,000 votes, and messaging on reproductive freedom moves battleground voters by five points.

We are asking partners to put these findings into practice: lead with Medicaid and healthcare, make the human consequences clear, connect abortion restrictions to Republicans' misplaced priorities, and repeat these messages until the threat feels real. Reproductive Freedom for All is available as a resource for polling, message guidance, and connections to our stakeholder network.

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For more information, contact media@reproductivfreedomforall.org.