



The Power of Abortion Rights and the Equal Rights Amendment in Driving the 2024 Elections

Findings based on a national survey

September 2023

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Methodology

Lake Research Partners designed this survey that was fielded in an omnibus survey conducted online from September 8-10, 2023. The survey reached a total of 1000 adults and this data includes only the 847 registered voters who were surveyed.

The survey was fielded online using a probability sample. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. The demographic benchmarks of the total adults surveyed came from the 2022 March Supplement of the Current Population Survey (CPS). The data for registered voters were weighted to adjust for gender by region, age, race, gender by race, and gender by choice stance to reflect the demographic composition of the registered voter population.

The margin of error is +/-3.4%. The margin of error for subgroups is higher.

Summary of Key Findings

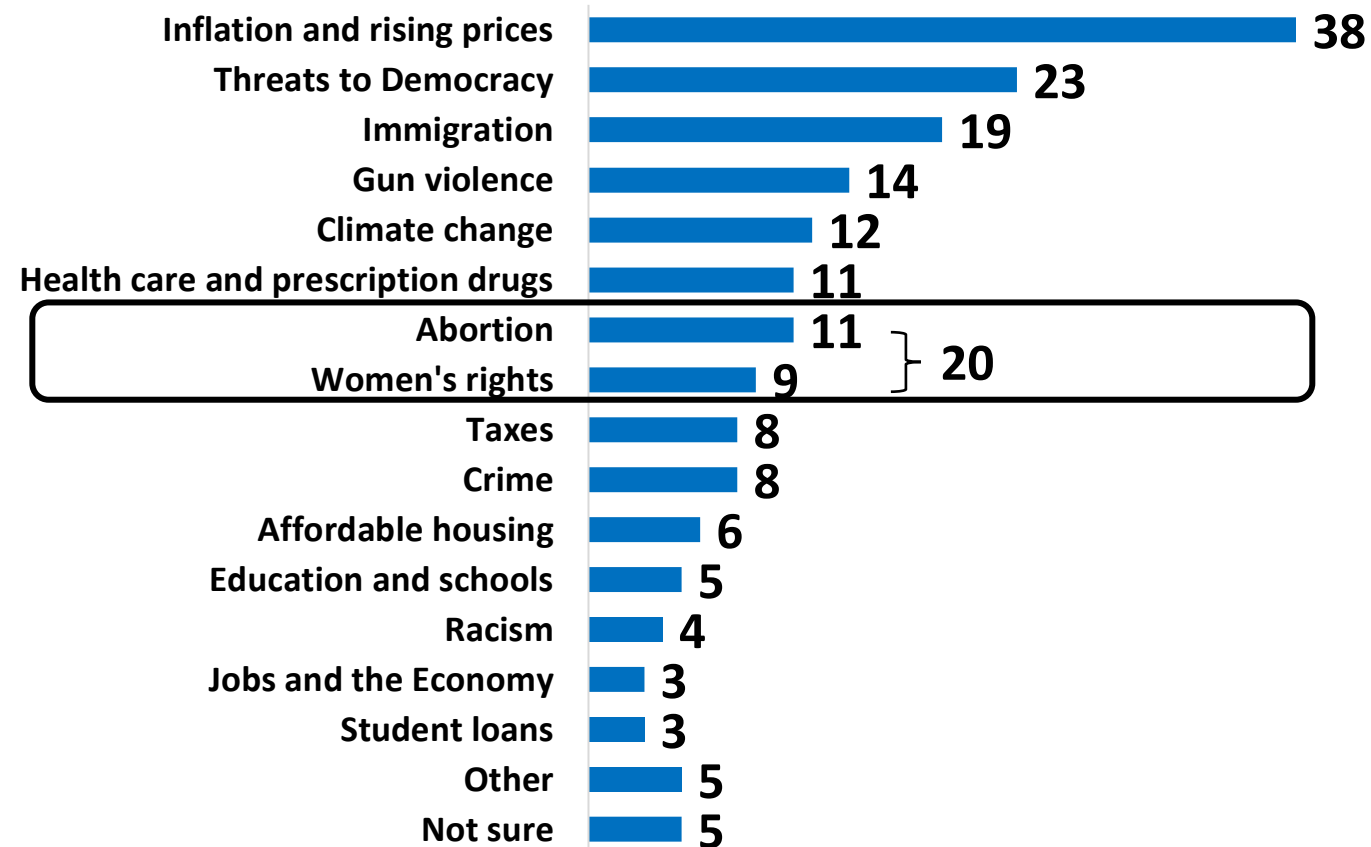
- **Voters remain very supportive of abortion rights** (61% of voters who support abortion rights vs 34% of voters who do not support abortion rights).
- Voters resonate with personal decision-making without government interference, with nearly **three quarters of voters who support and a solid majority who strongly support a person's right to make their own reproductive decisions, including about abortion, contraception, and continuing a pregnancy.**
- **Banning abortion motivates voters to vote in the elections next year.** Notably, voters who support abortion rights are much more energized by this issue than voters who do not support abortion rights (56% of voters who support abortion rights are very motivated vs 31% of voters who do not support abortion rights are very motivated).
- **Voters are overwhelmingly in support of the Equal Rights Amendment.** It is a universal value to Democrats and very strong with Independents, especially Independent women.
- Six in ten voters identify as a feminist. **Across demographic subgroups, except for non-college-educated men and Republicans, at least half of voters consider themselves to be a feminist.**
- Abortion and the Equal Rights Amendment are strong turnout issues separately, **but even more powerful when combined.** If we want to turn out the vote, **talking about abortion and the ERA together is powerful to mobilize the base of Democrats and Independents, especially Independent women, younger women, voters who support abortion rights, college-educated women, Latinas and Black voters, and voters ages 30-39 to the polls next year.**
 - For voters who support abortion rights, younger women, and Democrats, **abortion and women's rights combined are top issues that will determine their vote next year.**



Top Issues

For all voters, unsurprisingly, inflation and rising prices is the top of mind issue, with four in ten who say it is the most important issue that will determine their vote in elections next year. Following inflation and rising prices is threats to Democracy. Abortion and women's rights combined is a top issue.

Which of the following are the most important issues that will determine your vote in elections next year for President, Senate, Congress, and other offices? [MULTIPLE SELECT]



Top Issues by Demographics

Across demographic subgroups, except for Democrats, inflation and rising prices is the top issue. For voters who support abortion rights, younger women, and Democrats, abortion and women’s rights combined are top issues that will determine their vote next year.

Support abortion

- Threats to Democracy (30%) and Inflation and rising prices (29%)
- Abortion and Women’s rights combined (26%)

Conflicted^

- Inflation and rising prices (53%)
- Immigration (30%)

Do not support abortion

- Inflation and rising prices (54%)
- Immigration (38%)

Support making own reproductive decisions

- Inflation and rising prices (32%)
- Threats to Democracy (27%)

Oppose making own reproductive decisions

- Inflation and rising prices (59%)
- Immigration (36%)

Men <50

- Inflation and rising prices (42%)
- Threats to Democracy (20%)

Women <50

- Inflation and rising prices (34%)
- Abortion and Women’s rights combined (33%)

Men 50+

- Inflation and rising prices (38%) and Threats to Democracy (38%)

Women 50+

- Inflation and rising prices (37%)
- Immigration (28%)

Democrats

- Threats to Democracy (33%)
- Abortion and Women’s rights combined (30%)

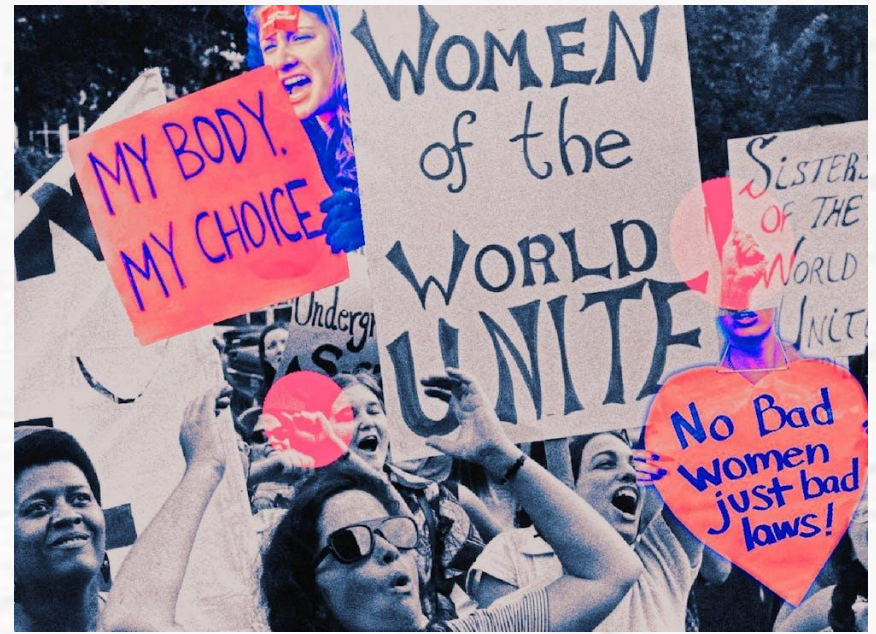
Independents

- Inflation and rising prices (37%)
- Threats to Democracy (23%)

Republicans

- Inflation and rising prices (61%)
- Immigration (34%)

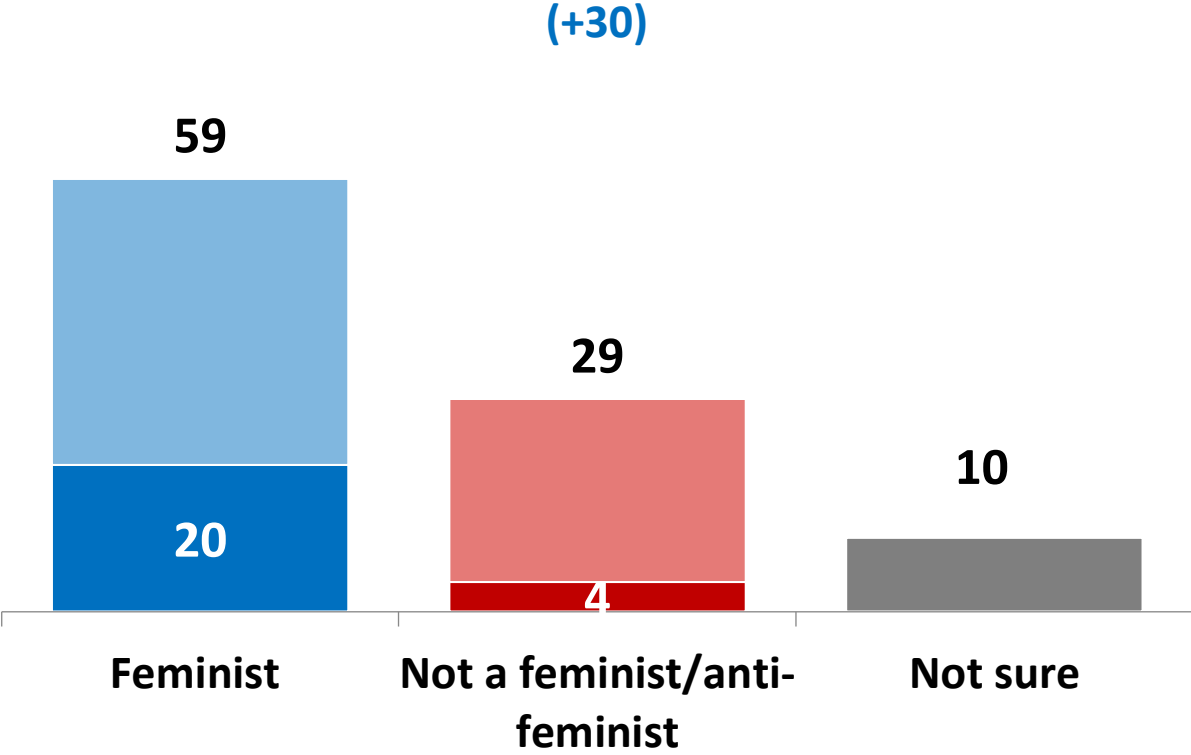
^Conflicted voters are those who think either regulation of abortion is necessary, although it should remain legal in many circumstances OR abortion should be legal only in the most extreme cases, such as to save the life of the woman or in the cases of rape or incest



Feminism

A majority of voters say they consider themselves to be a feminist or a strong feminist.

A feminist is a person who believes in the political, economic, and social equality of the sexes. Now that you have heard the definition of a feminist, do you consider yourself to be a strong feminist, a feminist, not a feminist, or an anti-feminist?



A feminist
Strong feminist

Not a feminist
Anti-feminist

A feminist is a person who believes in the political, economic, and social equality of the sexes. Now that you have heard the definition of a feminist, do you consider yourself to be a strong feminist, a feminist, not a feminist, or an anti-feminist?

Across demographic subgroups, except for non-college-educated men and Republicans, at least half of voters consider themselves to be a feminist. Those with the largest margin of those who say they are a feminist compared to those who say they are not, include younger women, college-educated women, Democrats, and Independent women.

There is a gender gap as subgroups of women are more likely to consider themselves to be a feminist than subgroups of men.

	Feminist	Not/anti	Margin
Men <50	49	31	+19
Women <50	71	18	+52
Men 50+	53	40	+14
Women 50+	63	29	+33
Under 30	60	25	+35
30-39	62	21	+41
40-49	59	28	+5
50+	58	34	+24
Non-college men	45	37	+8
Non-college women	61	28	+34
College men	60	32	+28
College women	76	18	+58
Democratic men	78	18	+60
Democratic women	82	11	+71
Independent men	56	32	+23
Independent women	73	19	+54
Republican men	26	55	-29
Republican women	43	44	-1
White men	49	37	+13
White women	67	25	+42
Black	59	23	+36
Latinos^	52	38	+14
Latinas^	65	24	+41

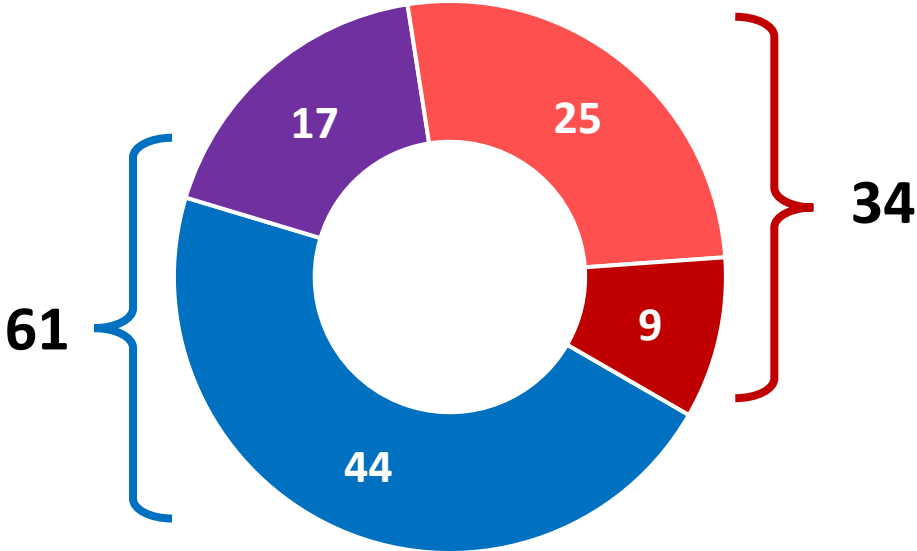
^Small N size



Abortion Stance

A majority of registered voters support abortion rights and over four in ten believe abortions should be legal and generally available.

Here are four statements. Which of them is closest to your own view?



5% Not sure/Refused

- 1. Abortions should be legal and generally available and subject to only limited regulation
- 2. Regulation of abortion is necessary, although it should remain legal in many circumstances
- 3. Abortion should be legal only in the most extreme cases, such as to save the life of the woman or in the cases of rape or incest
- 4. All abortions should be made illegal

Here are four statements. Which of them is closest to your own view?

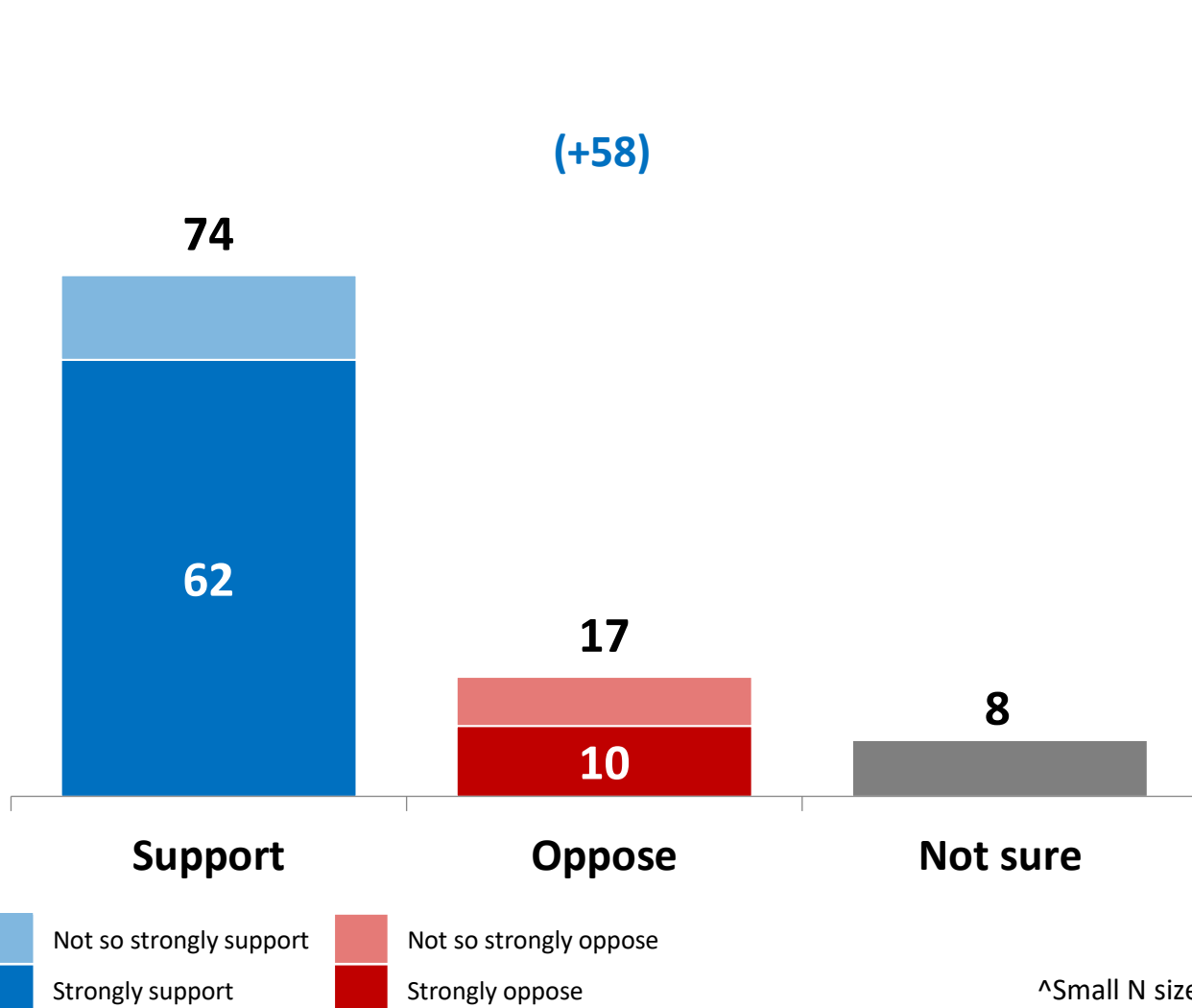
Across subgroups, except for Republicans, a strong majority of voters support abortion rights. Latinas, Black voters, younger women, Democrats, college-educated voters, and Independent women are most likely to believe abortions should be legal and generally available. Republican men and women solidly do not support abortion rights.

	Legal & available	Support abortion rights	Do not support
Men <50	43	60	33
Women <50	53	70	28
Men 50+	39	59	36
Women 50+	40	56	38
Under 30	49	65	32
30-39	48	67	27
40-49	47	63	33
50+	40	57	37
Non-college men	34	53	39
Non-college women	43	56	39
College men	51	68	29
College women	52	76	21
Democrats	68	84	13
Independents	48	72	25
Republicans	12	26	67
Independent men	44	71	26
Independent women	52	73	23
Republican men	11	23	68
Republican women	12	29	66
White men	38	59	35
White women	43	62	37
Black	50	60	31
Latinos^	35	50	42
Latinas^	59	67	27

^Small N size

Across gender, age, education, party identification, and race, voters support a person's right to make their own reproductive decisions. Notably, half of Republicans support this. Black voters, Democrats and Independents, younger women, college-educated women, Latinas, and voters ages 30-39 are most likely to strongly support a person's right to make their own reproductive decisions.

Do you (rotate:) _support or _oppose a person's right to make their own reproductive decisions, including decisions about abortion, contraception, and continuing pregnancy without interference from government?

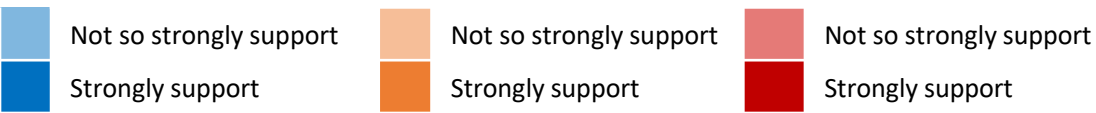
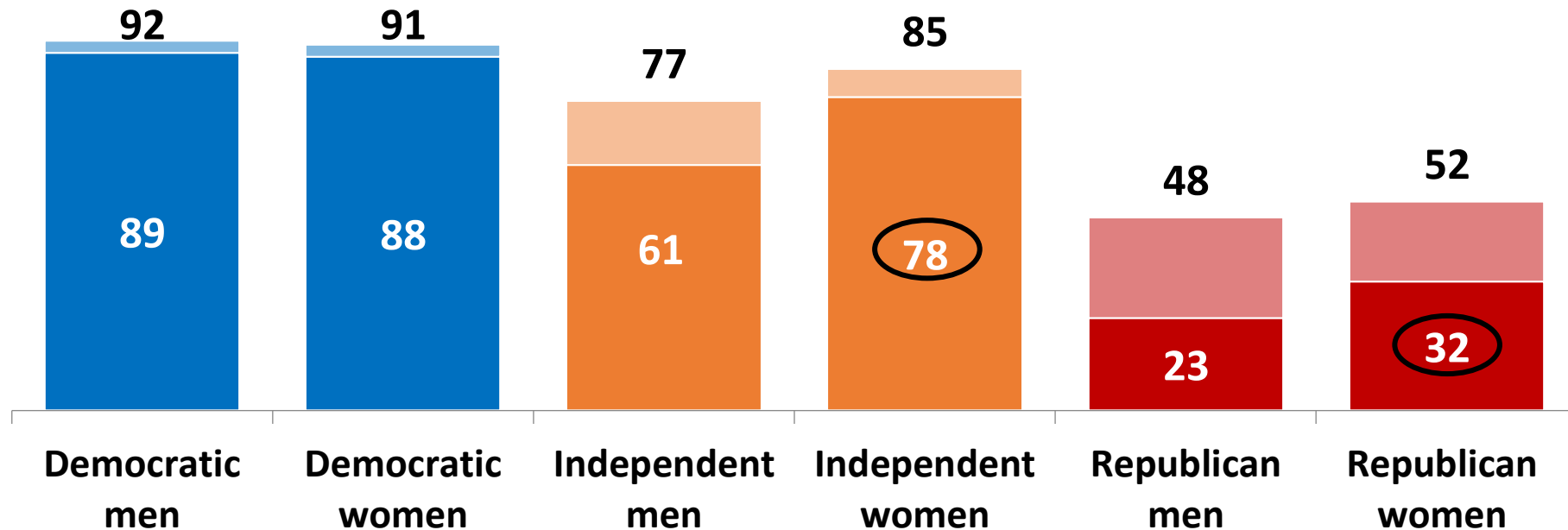


	Strongly support	Support
Men <50	57	72
Women <50	73	80
Men 50+	56	70
Women 50+	63	74
Under 30	61	73
30-39	70	80
40-49	65	75
50+	59	72
Non-college men	53	69
Non-college women	63	74
College men	61	74
College women	75	82
Democrats	89	91
Independents	70	81
Republicans	27	50
White men	53	69
White women	65	75
Black	70	79
Latinos^	53	66
Latinas^	74	83

^Small N size

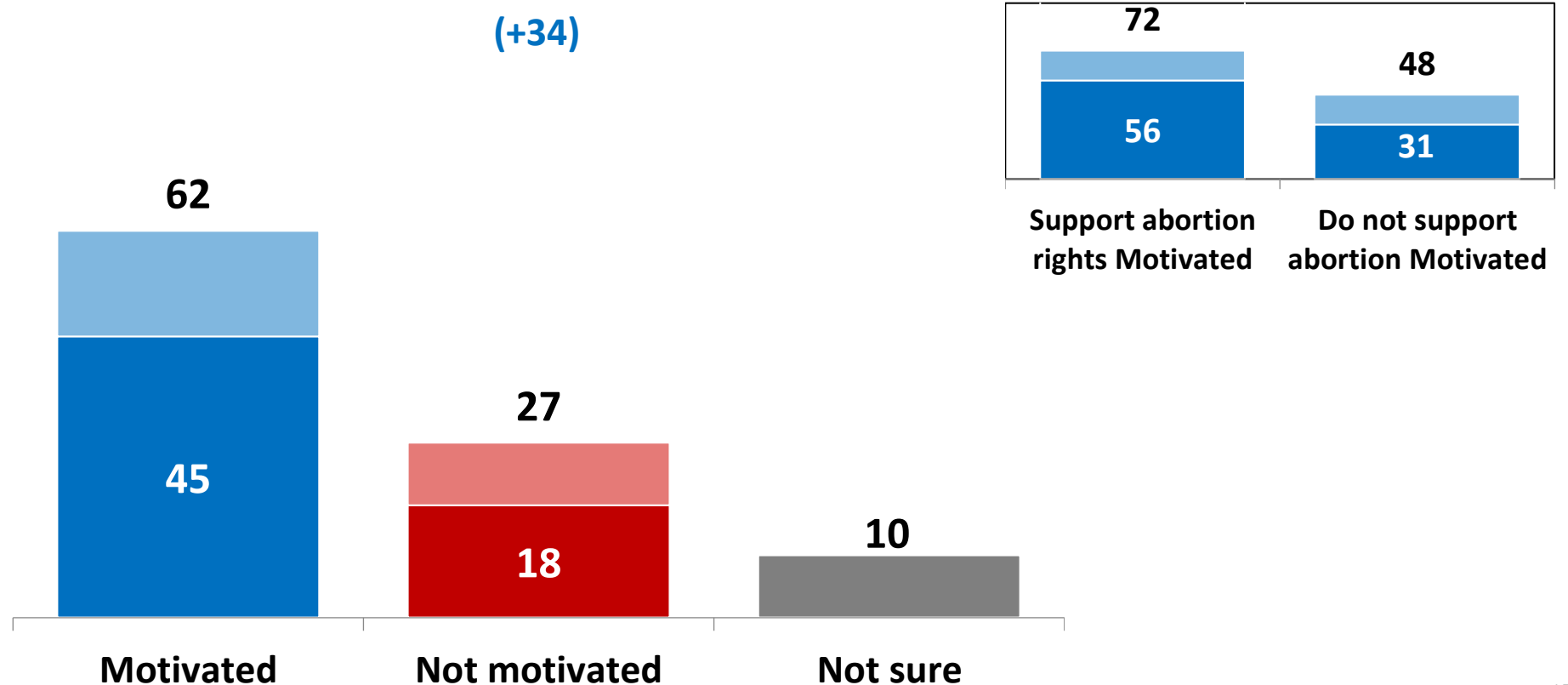
There is a gender gap among Independents and Republicans. Independent women and Republican women are more likely to strongly support a person's right to make their own reproductive decisions than their male counterparts.

Do you (rotate:) support or oppose a person's right to make their own reproductive decisions, including decisions about abortion, contraception, and continuing pregnancy without interference from government?



Banning abortion motivates voters to vote in the elections next year. Only about a quarter are not motivated by banning abortion, and one in ten are not sure. Notably, voters who support abortion rights are much more energized by this issue than voters who do not support abortion rights.

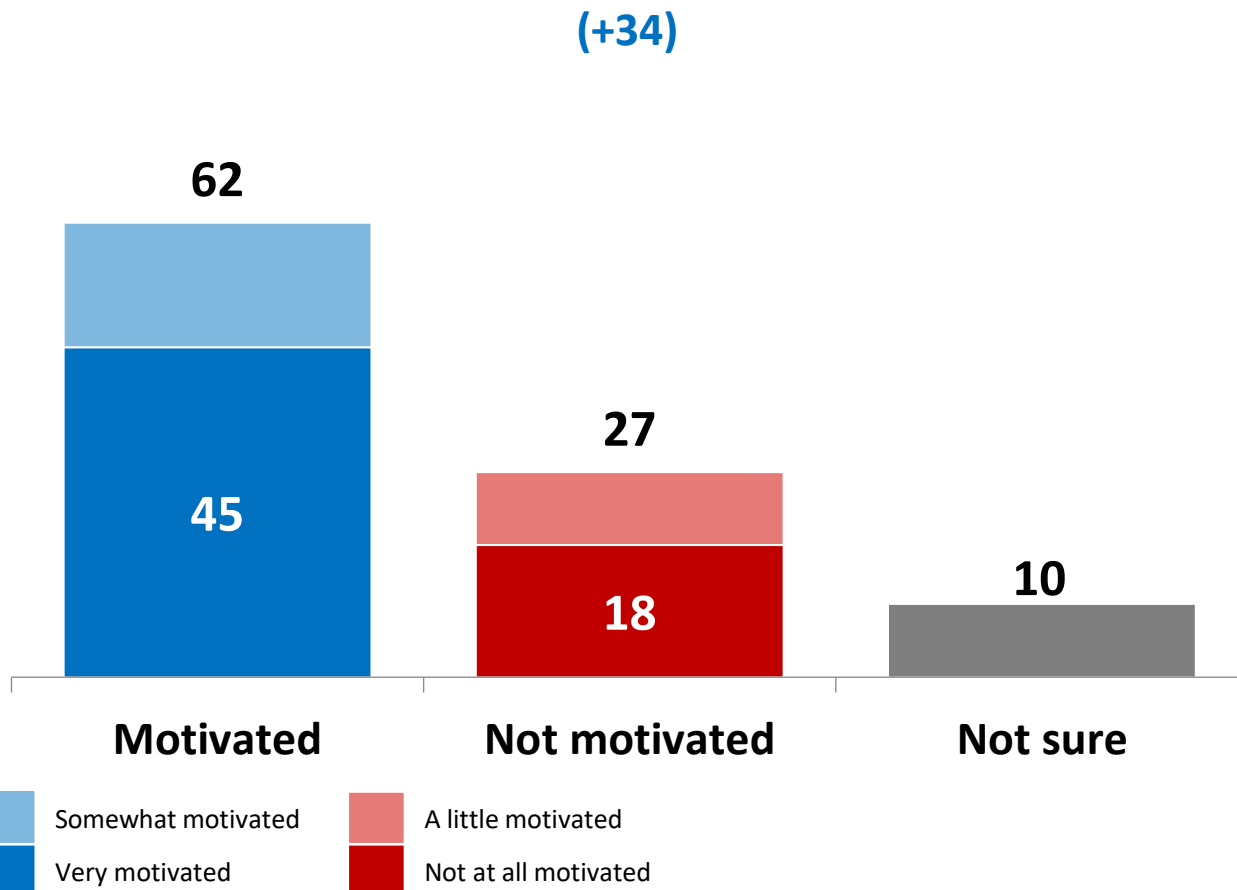
Does banning abortion make you **VERY** motivated to vote in elections next year for President, Senate, Congress, and other offices, **SOMEWHAT** motivated to vote, **A LITTLE** motivated to vote, or **NOT** at all motivated to vote?



■ Somewhat motivated
■ Very motivated
■ A little motivated
■ Not at all motivated

Banning abortion makes younger women, voters ages 30 to 39, college-educated women, Latinas, and Democrats the most intensely motivated to vote next year.

Does banning abortion make you **VERY** motivated to vote in elections next year for President, Senate, Congress, and other offices, **SOMEWHAT** motivated to vote, **A LITTLE** motivated to vote, or **NOT** at all motivated to vote?

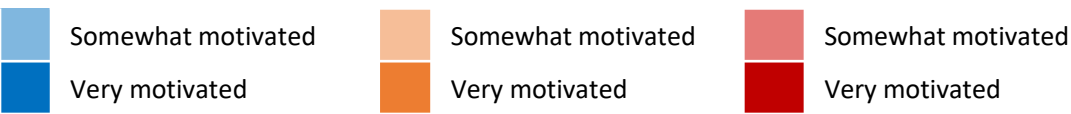
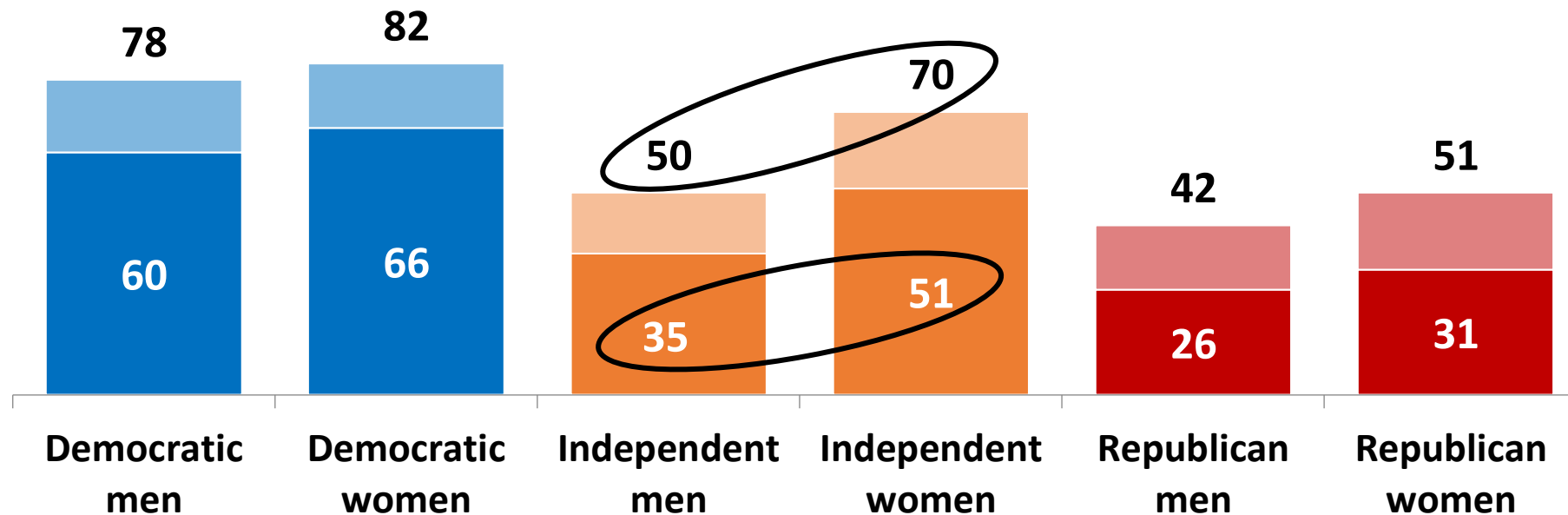


	Very motivated	Motivated	Not motivated
Men <50	38	53	31
Women <50	55	75	15
Men 50+	38	55	42
Women 50+	47	63	23
Under 30	46	62	22
30-39	52	67	24
40-49	42	63	23
50+	43	59	32
Non-college men	31	47	40
Non-college women	50	65	21
College men	48	64	31
College women	53	75	17
Democrats	63	80	12
Independents	43	60	32
Republicans	29	46	39
White men	38	53	39
White women	49	67	21
Black	48	65	13
Latinos^	35	45	44
Latinas^	57	74	16

^Small N size

Among party identification, women are more motivated to vote by banning abortion than men are. Independent women are especially more intensely motivated to vote next year than their male counterpart with a 16-point difference in intense motivation and 20 points overall.

Does banning abortion make you VERY motivated to vote in elections next year for President, Senate, Congress, and other offices, SOMEWHAT motivated to vote, A LITTLE motivated to vote, or NOT at all motivated to vote?

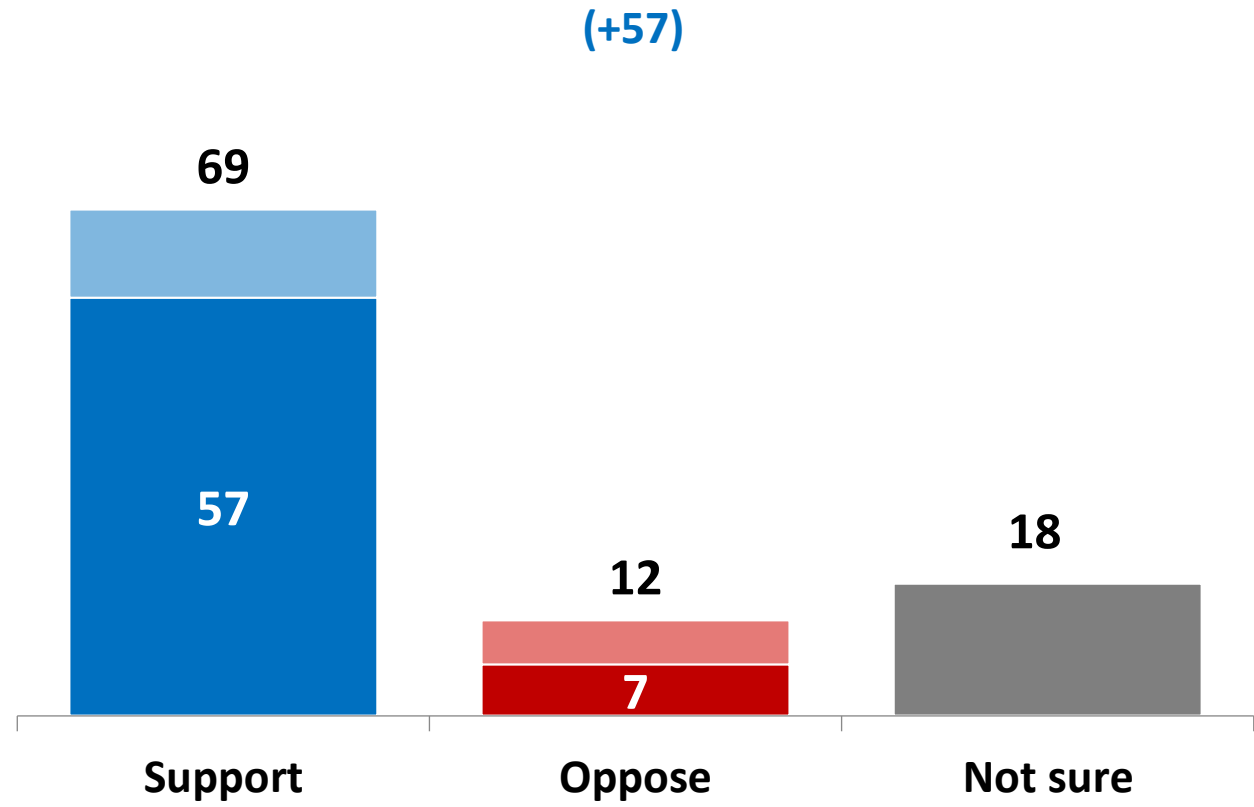




The Equal Rights Amendment

Seven in ten voters support the Equal Rights Amendment being placed in the Constitution, and a strong majority strongly support this. There are more who are not sure than there are opposed.

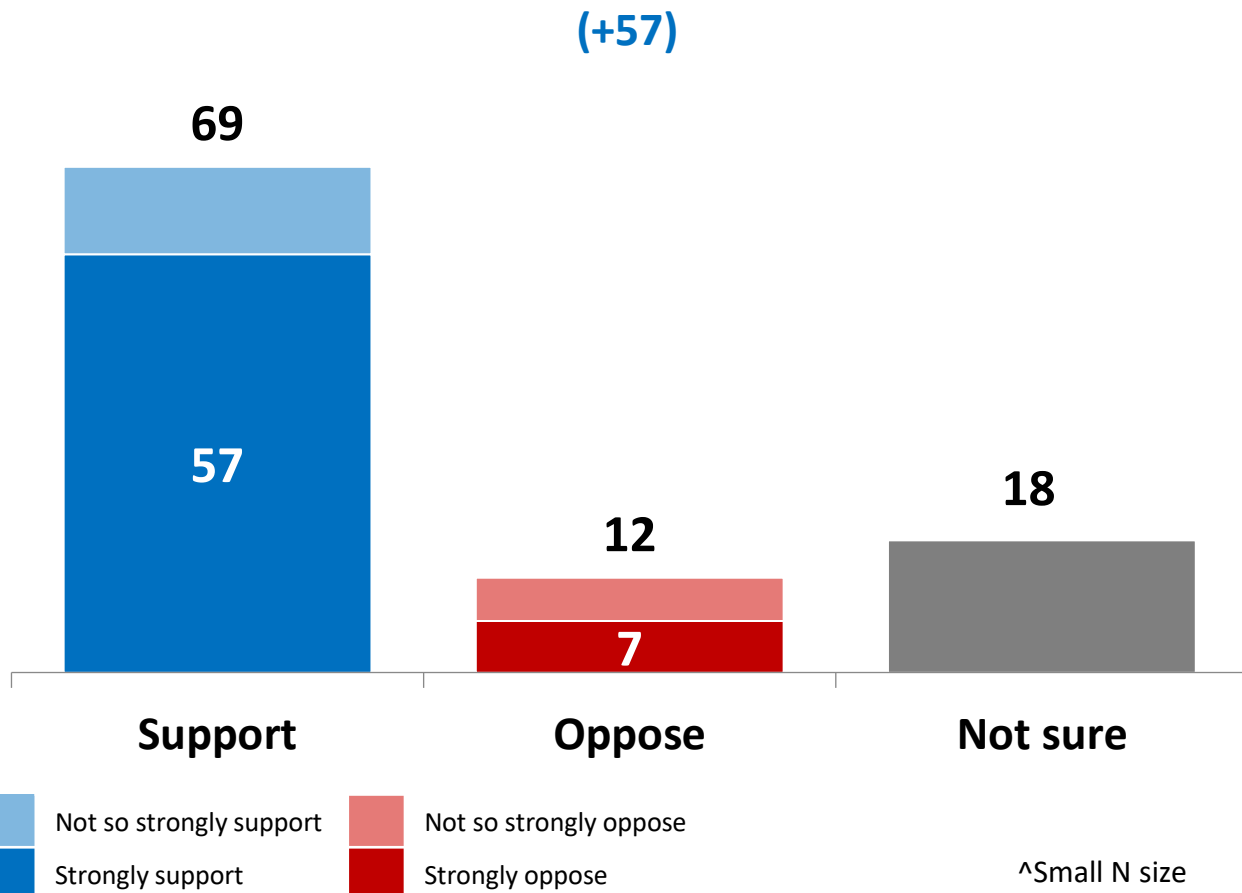
The Equal Rights Amendment, if placed in the U.S. Constitution, will prohibit sex discrimination and provide equal rights for women and men and on the basis of gender. Do you support or oppose the Equal Rights Amendment being placed in the Constitution to prohibit sex discrimination and provide equal rights for women and men and on the basis of gender?



Not so strongly support
Strongly support
Not so strongly oppose
Strongly oppose

At least half of voters across demographic subgroups, except for Republicans, strongly support placing the ERA in the Constitution. Six in ten or more women, voters ages 40 to 49, college-educated women, Democrats and Independents, and Black voters, white women, and Latinas strongly support this. A plurality of Republicans support the ERA.

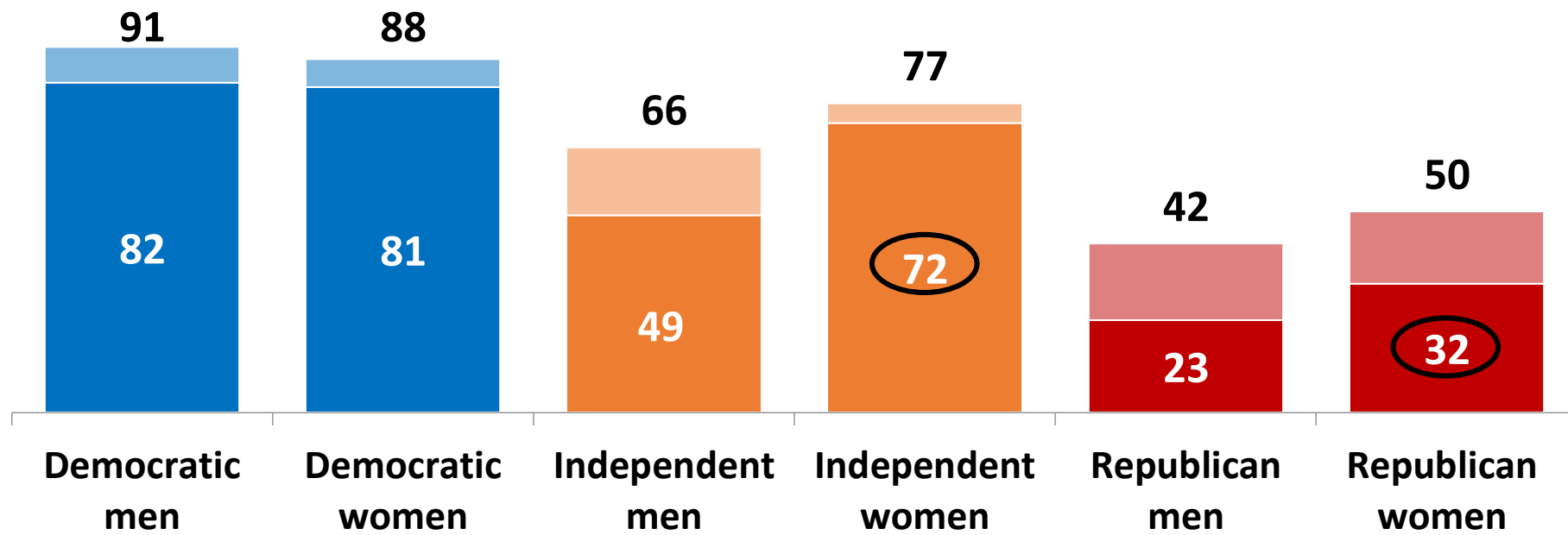
The Equal Rights Amendment, if placed in the U.S. Constitution, will prohibit sex discrimination and provide equal rights for women and men and on the basis of gender. Do you support or oppose the Equal Rights Amendment being placed in the Constitution to prohibit sex discrimination and provide equal rights for women and men and on the basis of gender?



	Strongly support	Support
Men <50	47	65
Women <50	67	78
Men 50+	51	64
Women 50+	60	69
Under 30	54	70
30-39	58	75
40-49	61	70
50+	56	67
Non-college men	43	60
Non-college women	58	68
College men	57	71
College women	73	82
Democrats	81	89
Independents	61	72
Republicans	27	46
White men	45	60
White women	62	72
Black	65	77
Latinos^	56	71
Latinas^	65	67

Again, there is a gender gap among Independents and Republicans where the women are much more likely to strongly support the ERA than the men, especially Independent women who are 23 points more likely than Independent men to strongly support the ERA. Democrats solidly support it no matter their gender.

The Equal Rights Amendment, if placed in the U.S. Constitution, will prohibit sex discrimination and provide equal rights for women and men and on the basis of gender. Do you support or oppose the Equal Rights Amendment being placed in the Constitution to prohibit sex discrimination and provide equal rights for women and men and on the basis of gender?



■ Not so strongly support
■ Strongly support
■ Not so strongly support
■ Strongly support
■ Not so strongly support
■ Strongly support

LRP

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