

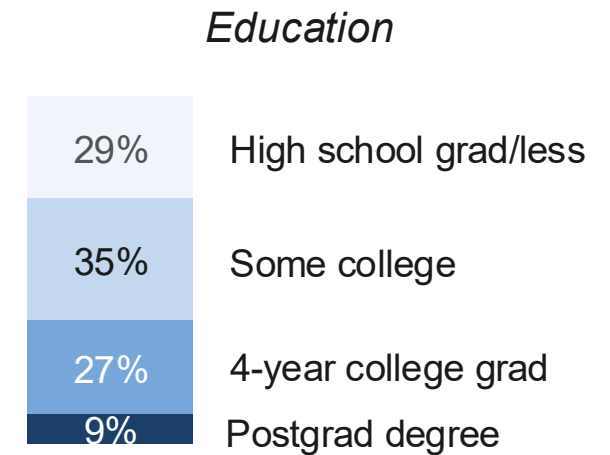
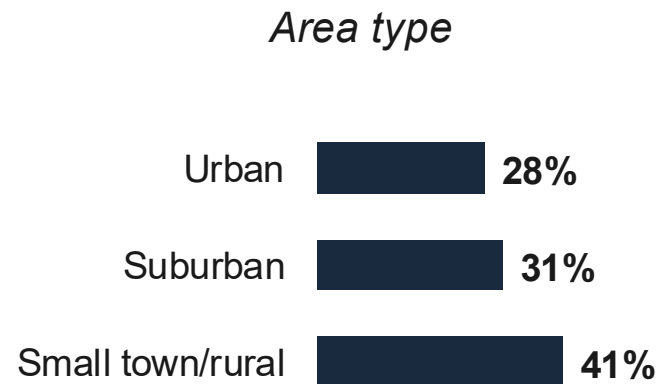
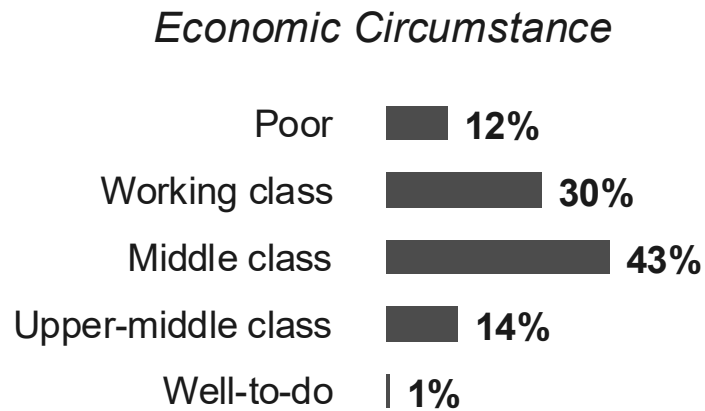
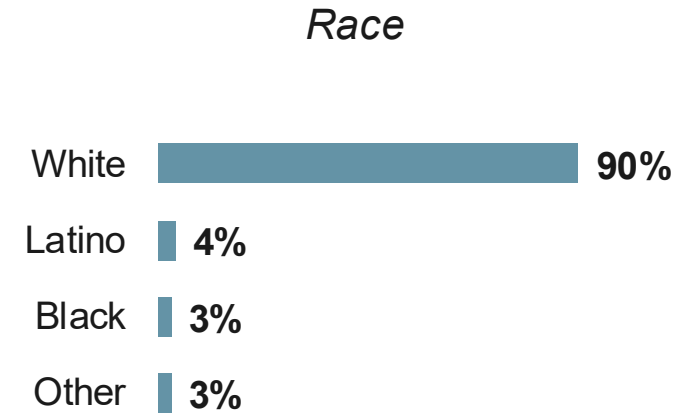
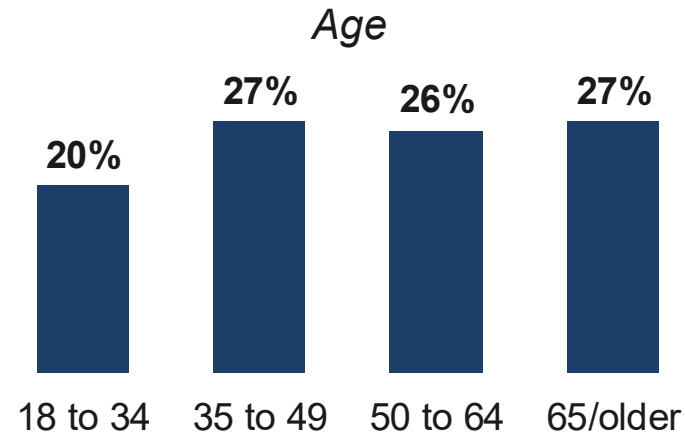
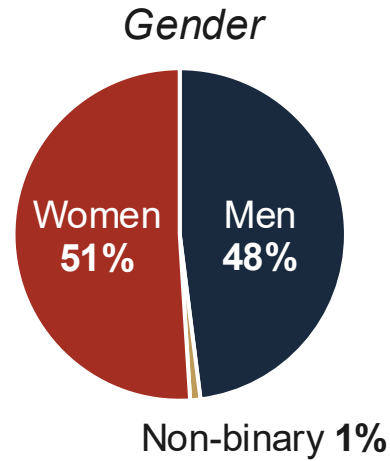


Protecting and Expanding Abortion Rights in Wisconsin

Findings from a text-to-web/online survey of 605 registered voters in Wisconsin.

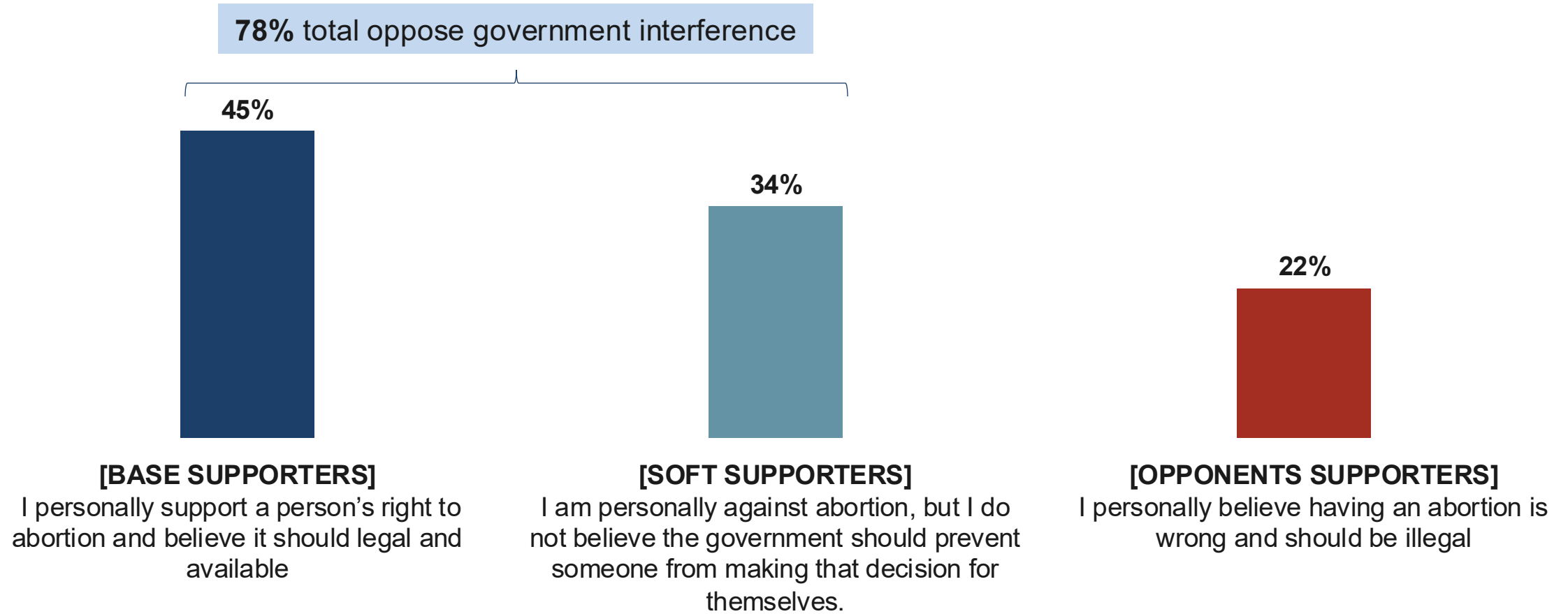
April 2025

Sample



Base and soft abortion supporters far outnumber opponents.

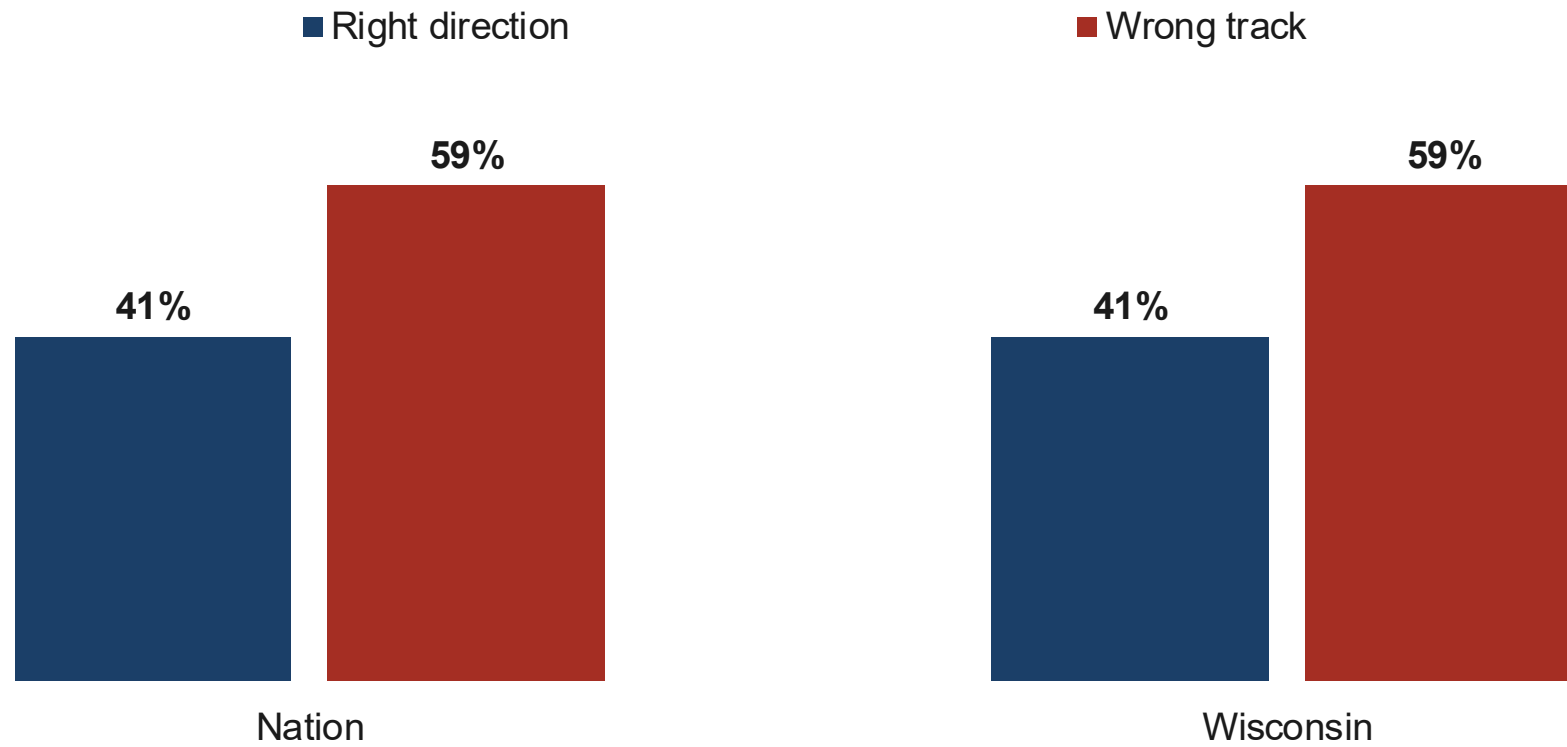
Which statement comes closest to your view?



Atmospherics and Perspectives on Abortion

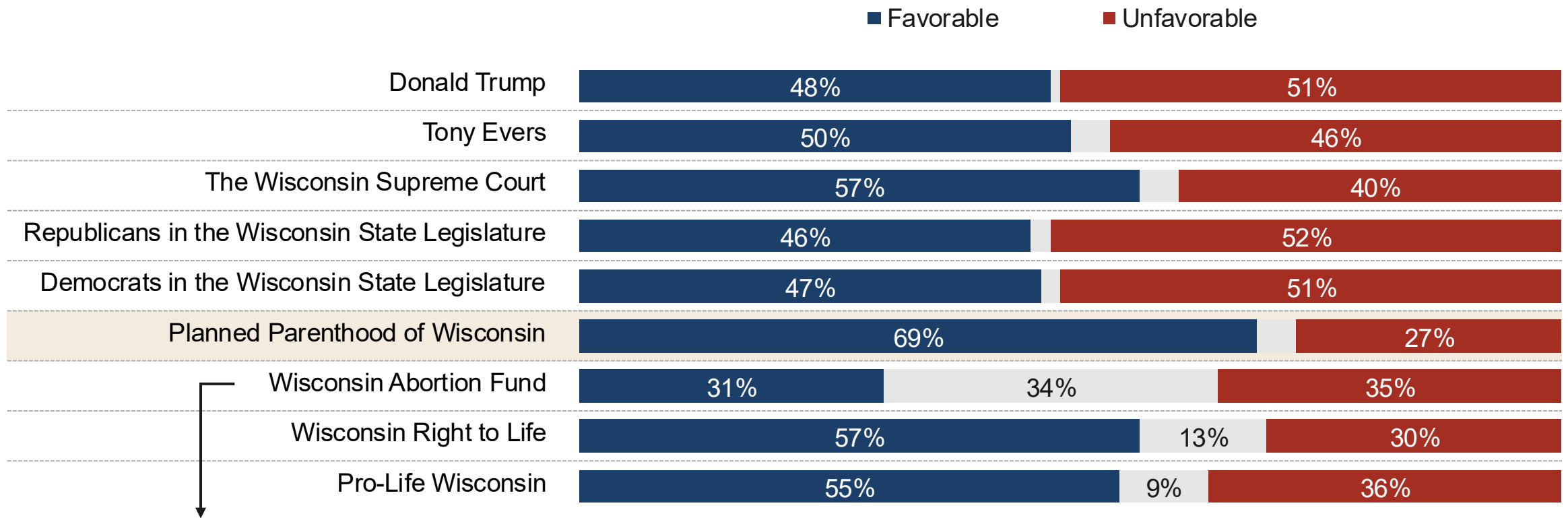
WI voters are pessimistic about the ways things are going in the nation and in Wisconsin.

*Do you feel that things **in the nation/in Wisconsin** are headed in the right direction these days, or do you feel that things are off on the wrong track?*



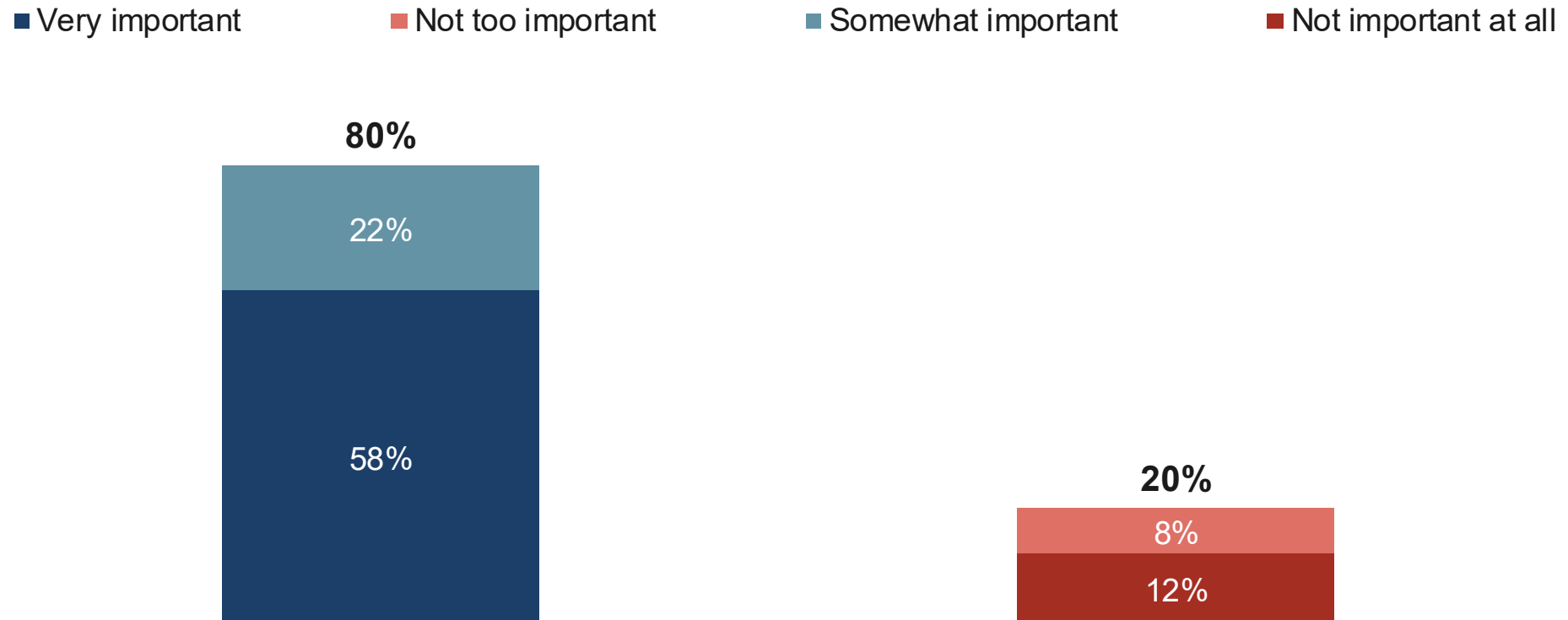
The electorate has mixed views on political leaders; voters feel decisively favorable about Planned Parenthood.

Please rate your feelings toward each of the following public figures and organizations.



WI voters decidedly believe access to safe, legal abortion is important.

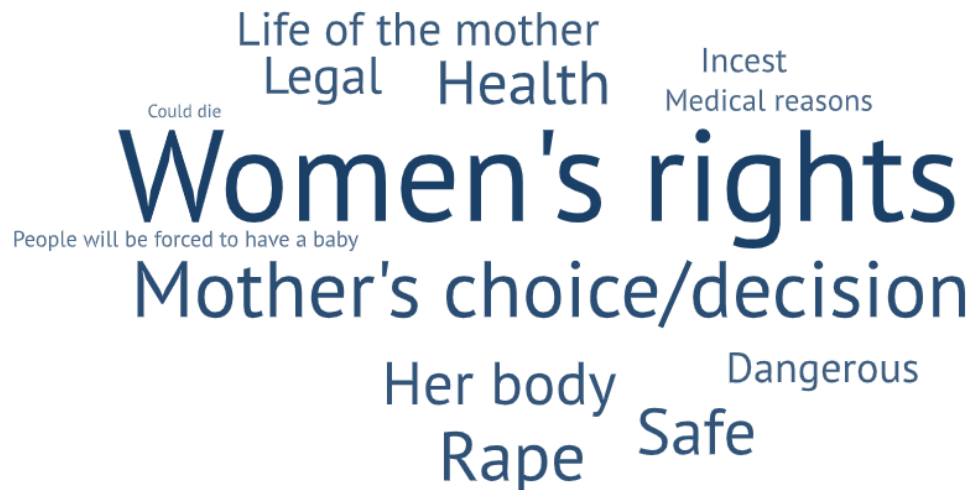
How important do you think it is for safe, legal abortion to be available in Wisconsin?



Those who believe it is important to have abortion rights in WI point to women's right to bodily autonomy; opponents believe that life begins at conception.

Why do you think it is **important** for safe, legal abortion to be available in Wisconsin?

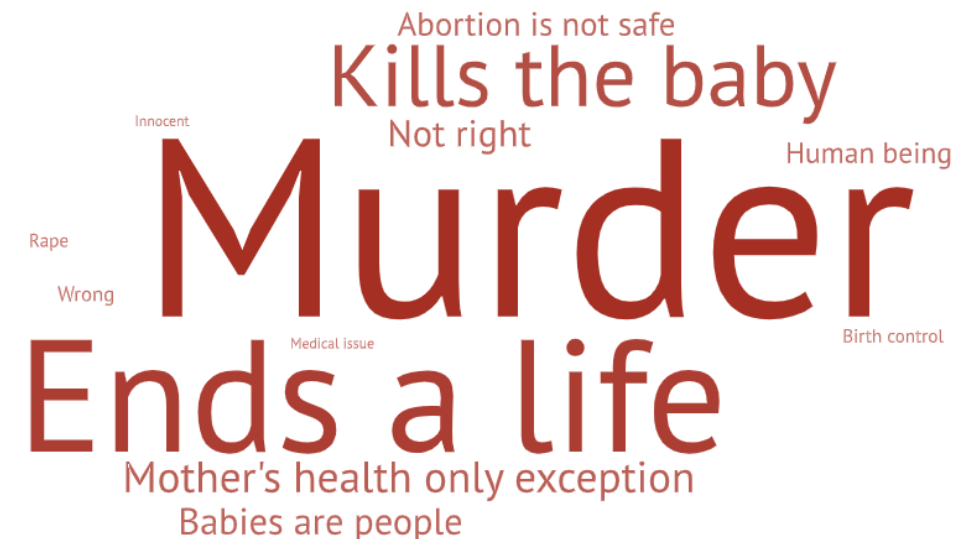
(among 80% who say access to abortion is important)



A word cloud in shades of blue and dark blue. The most prominent words are 'Women's rights' and 'Mother's choice/decision'. Other visible words include 'Legal', 'Health', 'Life of the mother', 'Incest', 'Medical reasons', 'Could die', 'People will be forced to have a baby', 'Her body', 'Rape', 'Safe', 'Dangerous', and 'Birth control'.

Why do you think it is **not important** for safe, legal abortion to be available in Wisconsin?

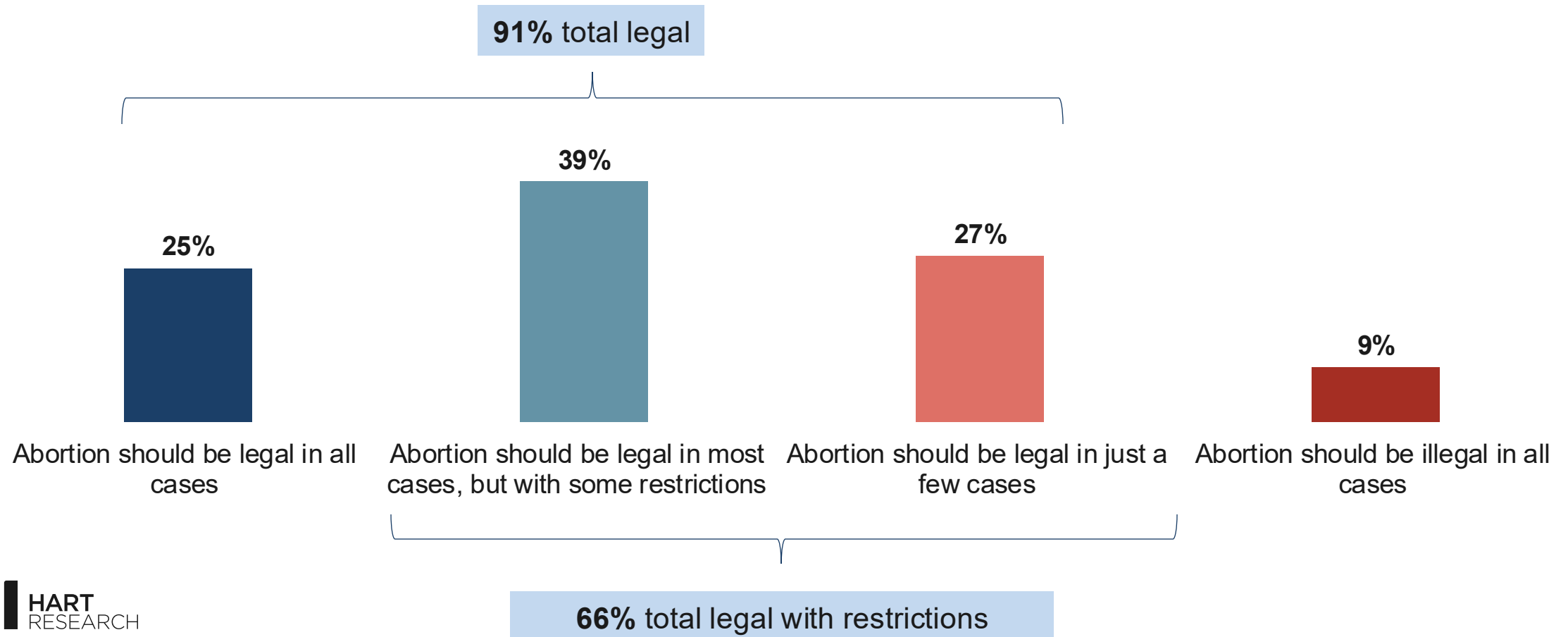
(among 20% who say access to abortion is important)



A word cloud in shades of red and dark red. The most prominent words are 'Murder' and 'Ends a life'. Other visible words include 'Kills the baby', 'Abortion is not safe', 'Not right', 'Human being', 'Innocent', 'Rape', 'Wrong', 'Medical issue', 'Mother's health only exception', 'Babies are people', and 'Birth control'.

Opposition to a full abortion ban is near unanimous, though most voters favor some restrictions.

Which one of the following best describes your view of whether abortion should be legal or illegal?



Sixty-six percent have heard at least some information about abortion in WI recently, though only 26% have heard a lot.

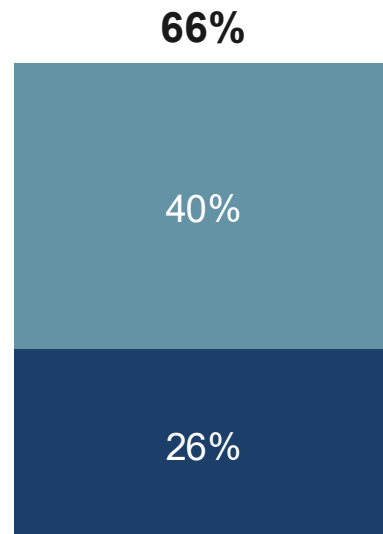
Have you seen or heard lately about things that are happening in Wisconsin when it comes to the issue of abortion?

■ A lot

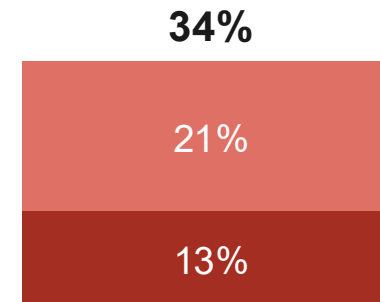
■ Some

■ Just a little

■ Not at all

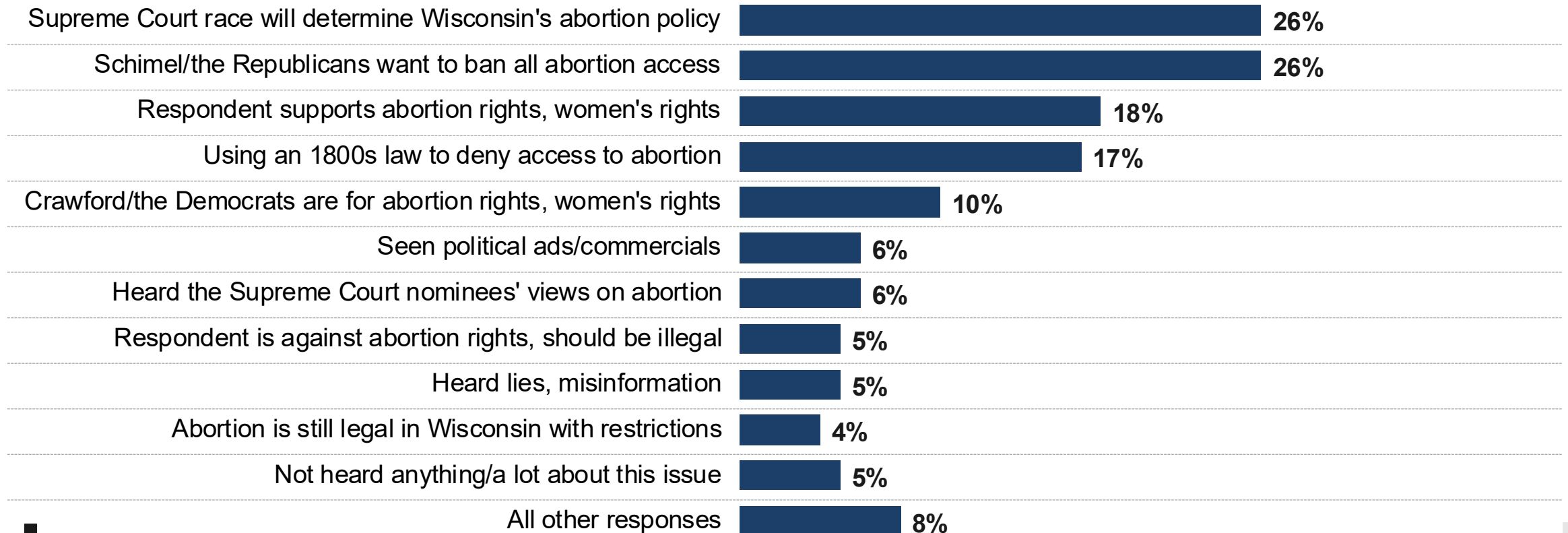


Total heard at least a little: **87%**



Efforts to restrict abortion and the impact of the Supreme Court election are top of mind.

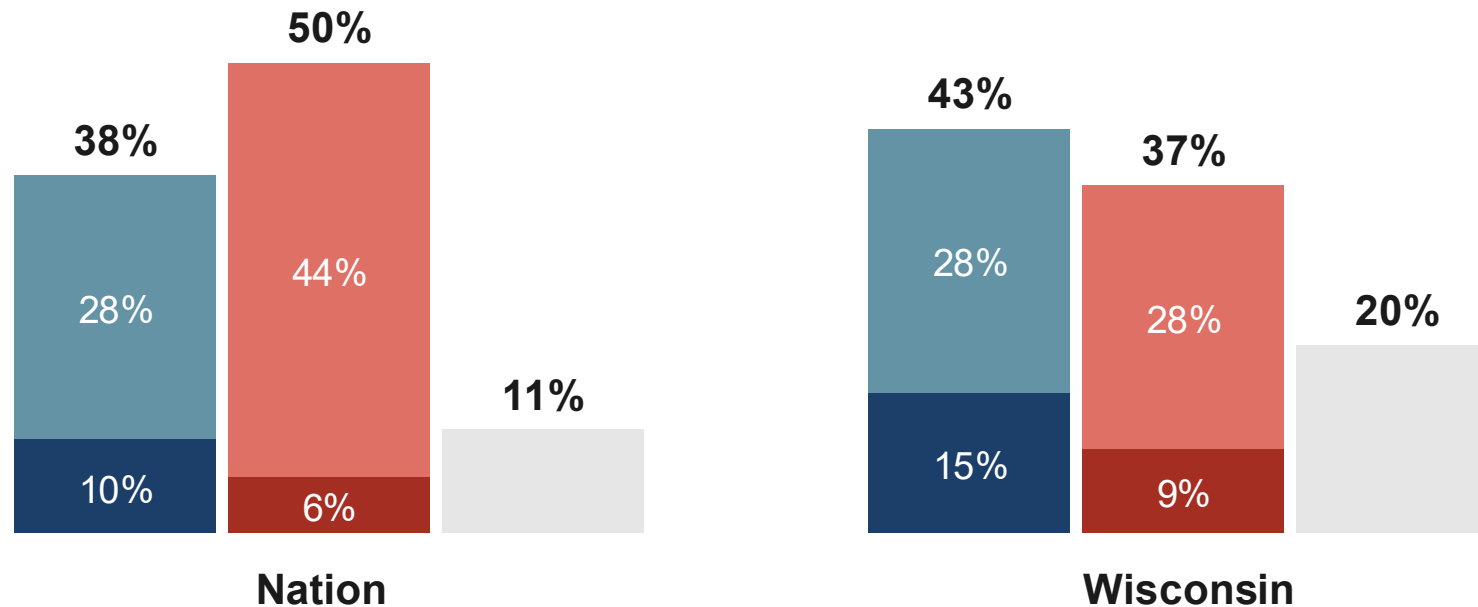
*What are some of the things you have seen or heard lately about the issue of abortion in Wisconsin?
(among 87% who have seen or heard something lately about abortion)*



Voters offer a worse outlook on the state of abortion access nationally than in WI.

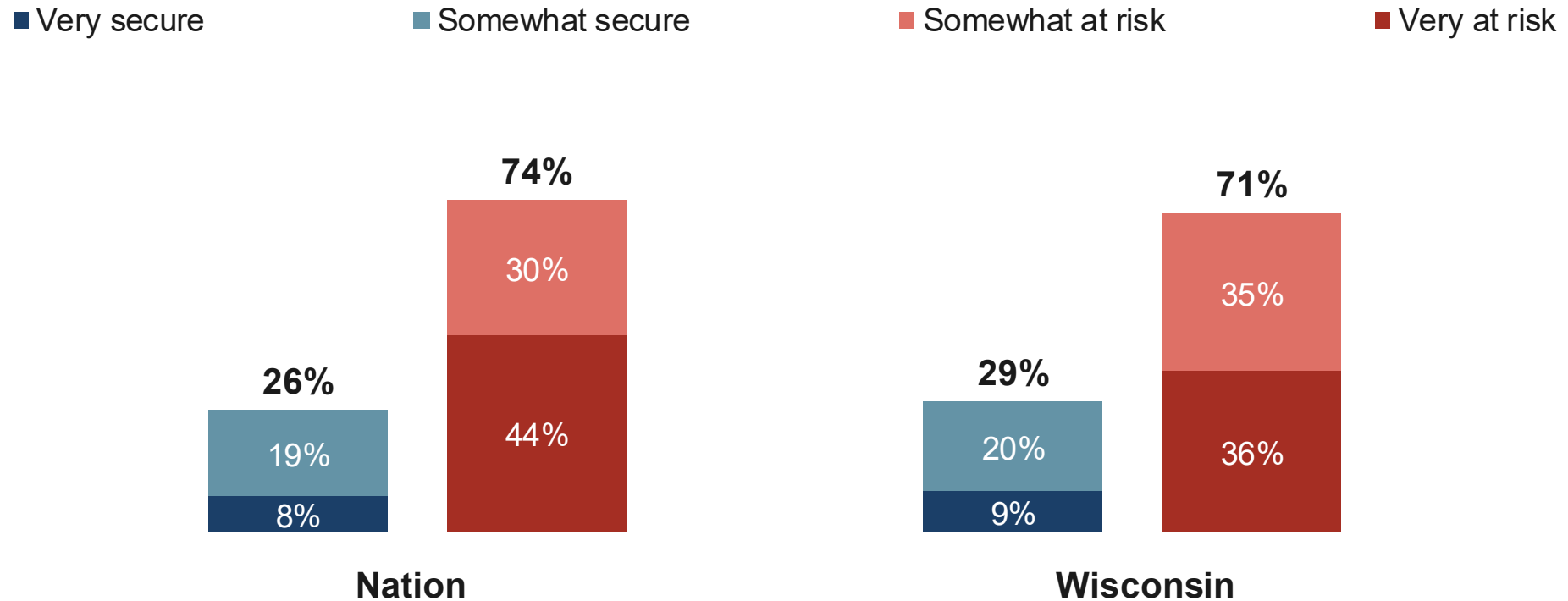
*Which of the following statements do you think best describes the current situation **in our country/Wisconsin** today with people's ability to access safe, legal abortion?*

■ Everyone has access to safe, legal abortion ■ Most people have access ■ Most people do NOT have access ■ No one has access ■ Not sure



Over 70% of voters sense abortion is at risk nationwide and in Wisconsin.

*Based on what you have seen or heard, do you think the right to an abortion **in our country/Wisconsin** is...?*



Policy Preferences and Persuasive Messaging on Abortion

WI voters want women – not politicians – to make decisions about abortion.

Which of the following statements comes closer to your point of view?

Statement A: Lawmakers in Wisconsin should pass legislation to regulate when abortions should be available and under what conditions.

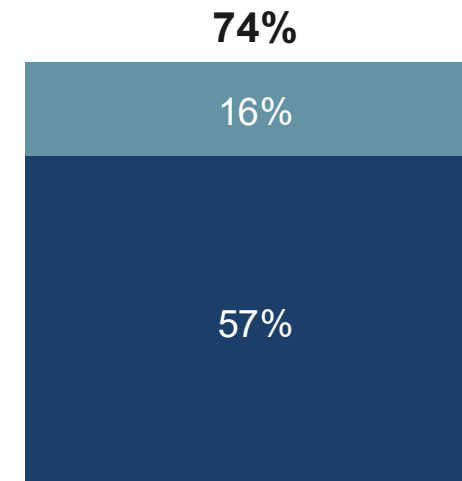
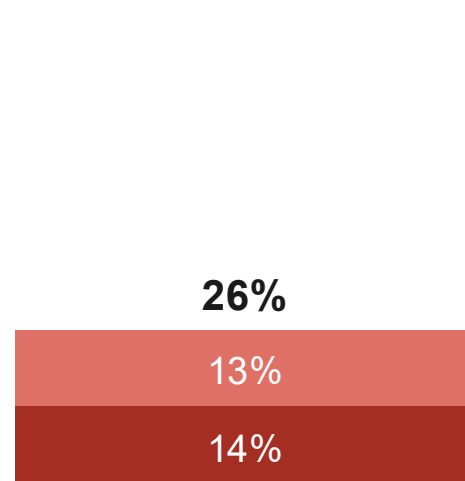
Statement B: Decisions about abortions should be made by women in consultation with their doctors.

■ A - much more

■ A - somewhat more

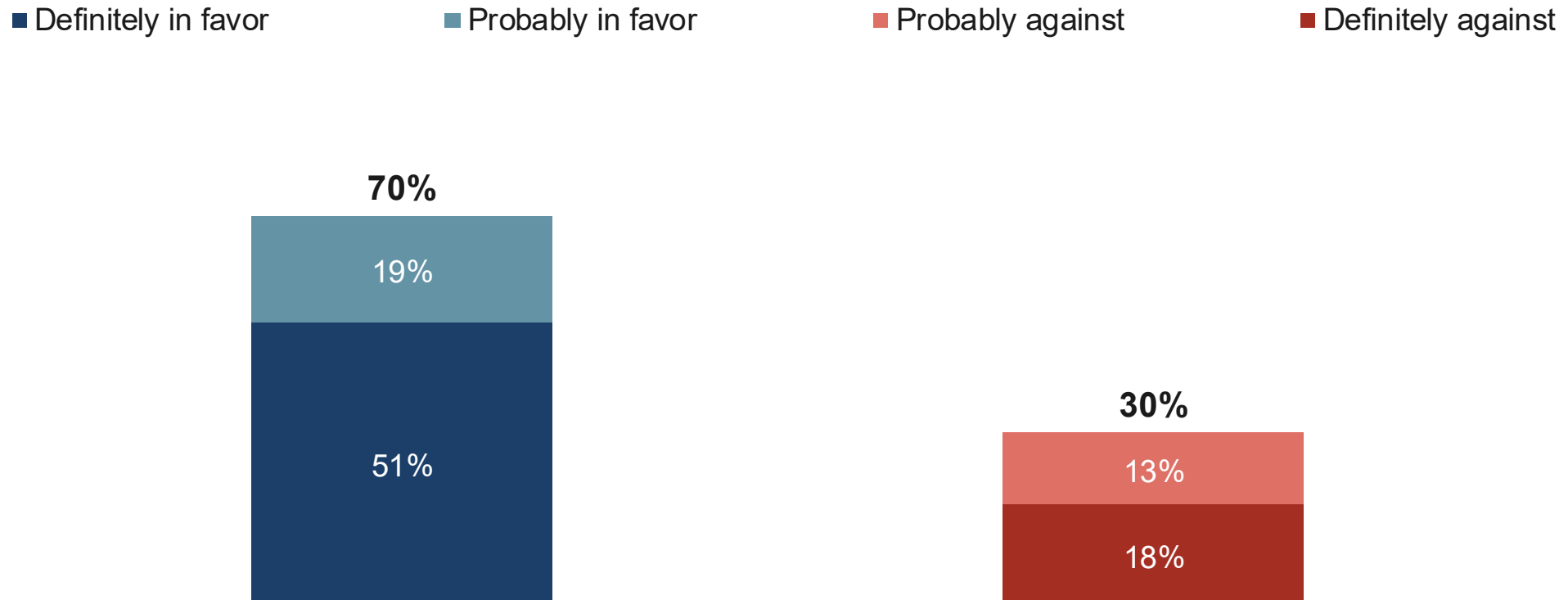
■ B - somewhat more

■ B - much more



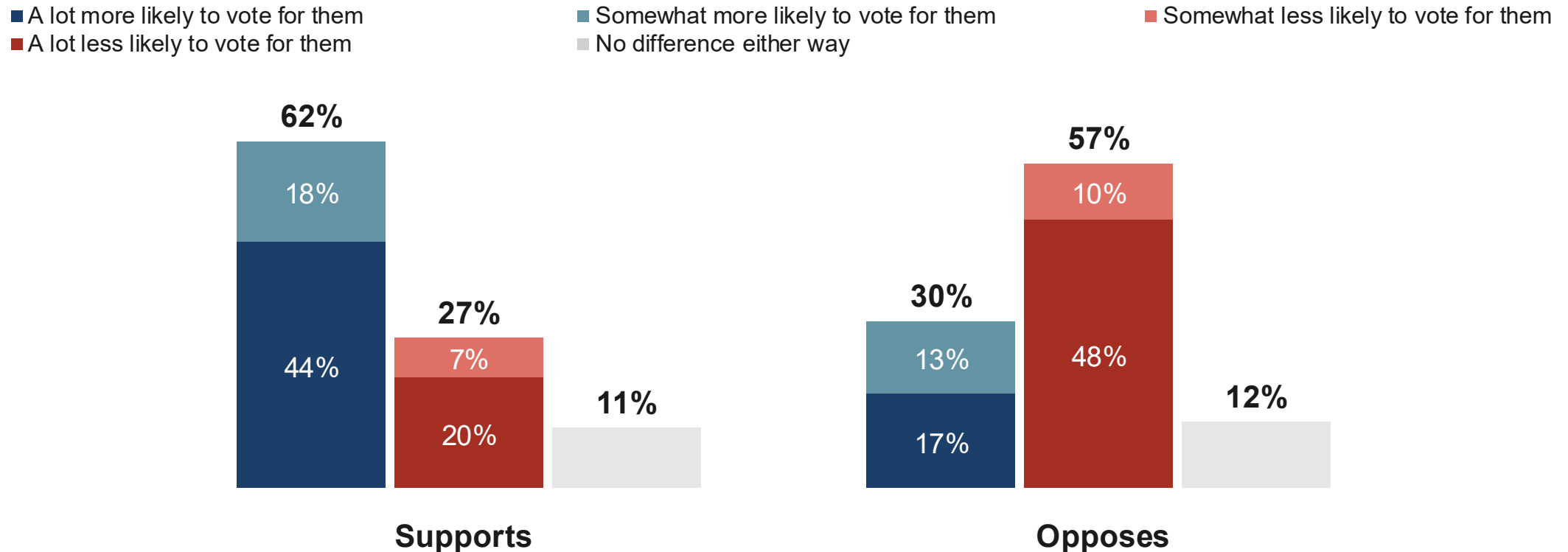
A striking 70% would vote in favor of guaranteeing the legal right to an abortion in WI if it were to appear on a referendum.

Suppose there was a referendum on the ballot where you could vote in favor or against guaranteeing the legal right to an abortion in Wisconsin. Would you vote in favor or against it?

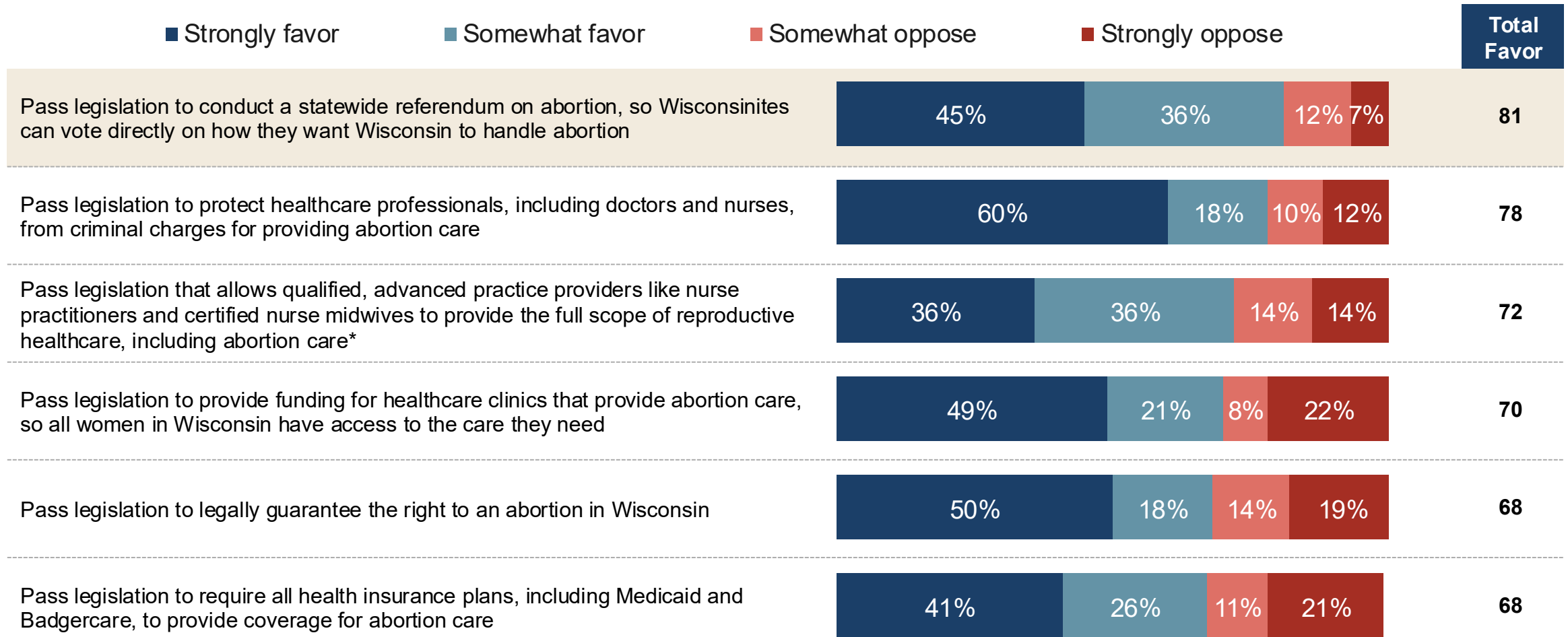


Three in five voters are more likely to vote for candidates who support legislation for ensuring abortion care.

Suppose you learned that a candidate for office in Wisconsin SUPPORTS/OPPOSES a proposal for legislation that would ensure abortion care is available in Wisconsin for anyone who needs it. Would it make you...?



Broad support for putting an abortion referendum on the ballot, protecting healthcare professionals and expanding abortion care and coverage.



Voters read a variety of statements about abortion.

POLITICIANS	Politicians should not be making healthcare decisions for any of us. Personal healthcare decisions should be made by a woman with support from the people she trusts: her family, close friends, faith leaders, and doctors.
PERSONAL IMPACT	Banning abortion makes pregnancy less safe for you and your loved ones. We all know a woman who has or will have a miscarriage, ectopic pregnancy, pre-eclampsia, sepsis, or other unpredictable situations in pregnancy where abortion care is needed to save their lives.
COMPASSION	Every person's life has its own unique circumstances and challenges, and it's not our place to judge others for the difficult decisions they have to make. A woman must be able to decide what kind of healthcare she needs, including abortion care, without fear, shame, or judgement.
FREEDOM	The ability to decide for yourself if and when to have a child is a fundamental freedom in our country. Restricting abortion access takes away your power, and it gives the government control to make decisions for you and your future.
DOCTORS	Doctors should be able to offer care, including abortion care, without interference or fear of being punished or prosecuted. Healthcare decisions should be between patients and their doctors, and people should be able to access the healthcare they need without having to overcome medically unnecessary barriers.
UNSAFE	Laws that limit or ban abortion access do not prevent abortions. Instead, they endanger women's lives and can lead to preventable deaths when healthcare professionals delay or deny care because they are scared of prosecution. A woman should not be forced to risk her life to continue a pregnancy.
EXISTING BARRIERS	There are already too many restrictions on access to abortion care in Wisconsin. Wisconsin women are legally required to go to multiple in-person visits, get mandatory ultrasounds and counseling, and delay their treatment for days before they can get the care they need. The decision regarding if and when a woman should receive an abortion should be up to a woman and her doctors.
ECONOMIC JUSTICE	The single biggest economic decision a woman can make is if and when to have a child. When women have the ability to make their own decisions about their bodies and what's best for their families, it protects their financial wellbeing, job security, and their ability to have a stable future.
ABORTION JUSTICE	Systemic inequalities in the healthcare system and society mean that communities of color and people with low incomes struggle to access healthcare, including abortion. No matter where we live or how much we earn, we all deserve access to reproductive healthcare, including abortion.

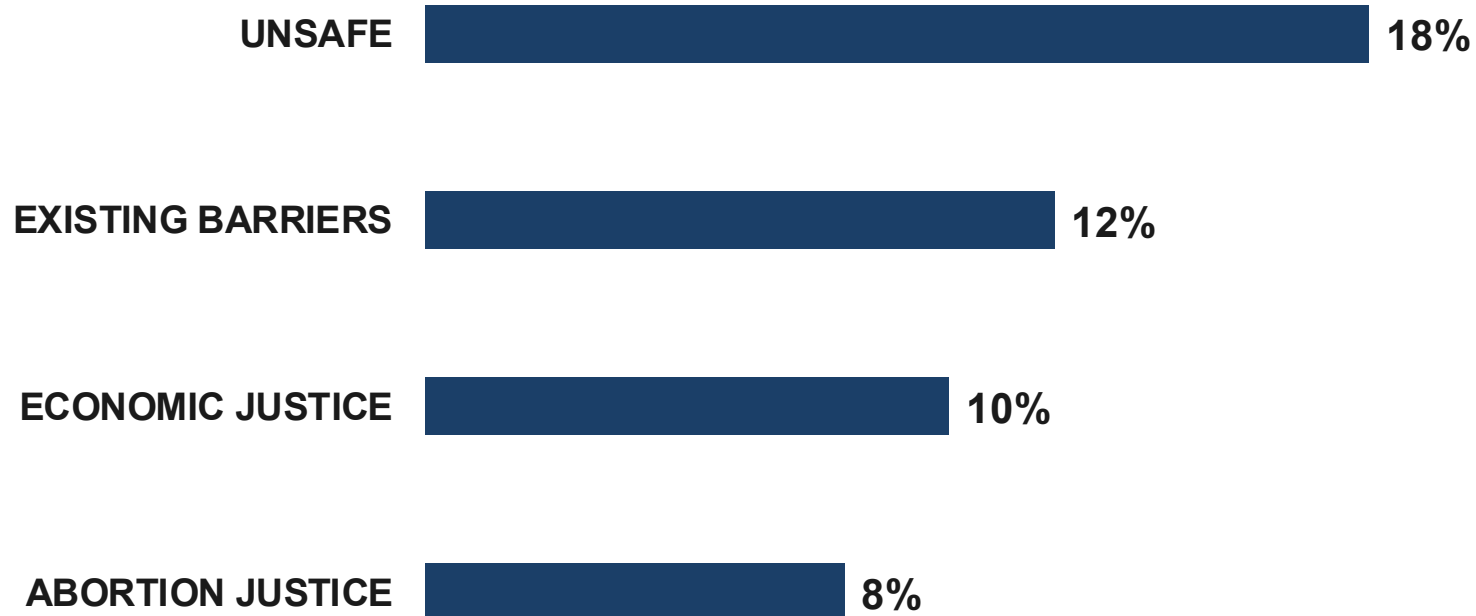
The most persuasive messages emphasize a woman's right to choose and respect and understanding for her personal circumstances.

% Top 2 most convincing



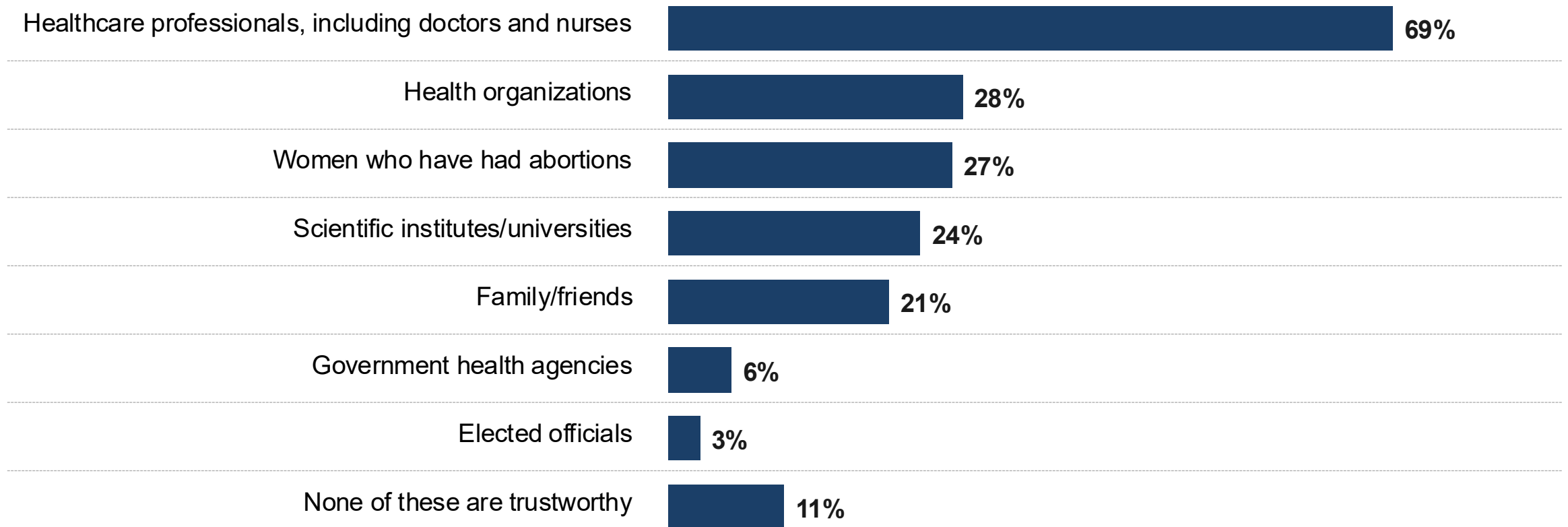
Messages that focus on racial and economic inequalities or procedural barriers to abortion are less persuasive.

% Top 2 most convincing



Healthcare professionals are far and away the most trusted messengers when it comes to abortions.

Please rank the TWO types of people you trust most when it comes to receiving information about abortion in Wisconsin.



Post-messaging, voters cite a women's right to choose as the primary reason to ensuring abortion care is available in WI; abortion being healthcare also resonates.

What do you think are the most important reasons to ensure abortion care is available in Wisconsin for anyone who needs it?

