

## JULY MESSAGING SURVEY

CONFIDENTIAL DOCUMENT

N1200 Adults  
July 12 – 14, 2020  
Margin of Error  $\pm$  2.83%

We're talking with people like you today across the nation and would like to ask you a few questions on a confidential basis. You have been selected randomly to participate in a survey and have a rare opportunity to voice your opinions.

A. Are you, or is anyone in your household, employed in the news media, a market research firm, an elected official, or actively involved with political campaigns?

100% No (**continue**)

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B. In which state do you currently reside? (DROP DOWN MENU, INCLUDE DISTRICT OF COLUMBIA)

2%	Alabama	1%	Montana
*	Alaska	1%	Nebraska
3%	Arizona	2%	Nevada
1%	Arkansas	1%	New Hampshire
13%	California	2%	New Jersey
1%	Colorado	1%	New Mexico
1%	Connecticut	6%	New York
*	Delaware	4%	North Carolina
*	District of Columbia	*	North Dakota
8%	Florida	3%	Ohio
4%	Georgia	1%	Oklahoma
*	Hawaii	1%	Oregon
*	Idaho	4%	Pennsylvania
4%	Illinois	*	Rhode Island
2%	Indiana	2%	South Carolina
1%	Iowa	*	South Dakota
*	Kansas	2%	Tennessee
1%	Kentucky	7%	Texas
1%	Louisiana	1%	Utah
*	Maine	-	Vermont
2%	Maryland	2%	Virginia
2%	Massachusetts	2%	Washington
3%	Michigan	1%	West Virginia
1%	Minnesota	2%	Wisconsin
1%	Mississippi	*	Wyoming
2%	Missouri		

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C. Are you registered to vote?

95% Yes  
5% No  
\* Unsure / Refused

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D1. In what year were you born? (Make REFUSED into 9 9 9 9)

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D1\_1. IF UNSURE OR REFUSED, ASK: Which of the following categories best describes your age? **Read choices**

6%	18 to 24
12%	25 to 34
18%	35 to 44
19%	45 to 54
20%	55 to 64
25%	65 or older
*	Refused

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D2. What is your gender?

48%	Male
52%	Female

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Do you consider yourself (ROTATE) pro-life or pro-choice?

<b>36%</b>	<b>Total Pro-Life</b>
23%	Strongly Pro-Life
13%	Somewhat Pro-Life
<b>44%</b>	<b>Total Pro-Choice</b>
17%	Somewhat Pro-Choice
27%	Strongly Pro-Choice
14%	Depends / Neutral
6%	Unsure / Refused

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Which of the following best describes your feelings on the abortion pill? (ROTATE 1-3, 3-1)

17%	The abortion pill should be illegal in all circumstances
23%	The abortion pill should be illegal after a heartbeat can be detected
37%	The abortion pill should be legal in all circumstances
23%	Unsure / Refused

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Do you (ROTATE) agree or disagree (END ROTATE) with the following statement: All abortions, from the earliest stages of pregnancy, end a distinct human life.

<b>50%</b>	<b>Total Agree</b>
31%	Strongly Agree
19%	Somewhat Agree
<b>30%</b>	<b>Total Disagree</b>
13%	Somewhat Disagree
17%	Strongly Disagree
11%	Depends / Neutral
9%	Unsure / Refused

The U.S. Food and Drug Administration (FDA) approved a drug regimen named Mifeprex, which ends a pregnancy by cutting off the supply of nutrients to the embryo and expelling the embryo from a pregnant woman's body. The abortion pill regimen is currently approved by the FDA to be taken up to the tenth week of pregnancy. Do you think this drug regimen should be available?

<b>45%</b>	<b>Total Yes</b>
24%	Strongly Yes
21%	Somewhat Yes
<b>31%</b>	<b>Total No</b>
10%	Somewhat No
21%	Strongly No
15%	Depends / Neutral
9%	Unsure / Refused

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Now that you know more about the abortion pill regimen Mifeprex, do you think this drug regimen should be available?

<b>39%</b>	<b>Total Yes</b>
20%	Strongly Yes
18%	Somewhat Yes
<b>42%</b>	<b>Total No</b>
10%	Somewhat No
32%	Strongly No
13%	Depends / Neutral
6%	Unsure / Refused

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IF ANSWER IN Q4 IS NOT THE SAME AS ANSWER IN Q5 ASK:

A. What changed your mind about Mifeprex after seeing this video? (OPEN-ENDED)

**N432**

- 15% Seeing the development of embryo/development of fetus---seeing the baby
- 12% It's killing a human life/killing a baby
- 7% Women have the right to choose on what to do/it depends on their choice
- 6% It provides information on how it works
- 6% It seems like an appropriate method to use/seems okay to used
- 5% It should not be used/it is wrong--not a good idea
- 5% It looks traumatic/can cause emotional distress
- 4% Seeing the actual graphic representation
- 4% It should be earlier than 10 weeks/10 weeks is too long
- 4% It looks disgusting/gross
- 3% Fetus getting flush down
- 3% It is too cruel to do so/it was too harsh--brutal
- 3% Being against on abortion/don't like abortion
- 3% It should be medically supervised/it should be approved by experts
- 2% It should be based of the person was raped
- 2% It is sad to see
- 1% It is similar to morning after pill
- 1% Mifeprex done a good job/effective to use
- 1% It is safe to use
- 1% Don't believe in using it/still unsure about the pills
- 1% It is not safe for a woman/can lead to danger
- 1% Don't understand the video/looks confusing
- 1% It depends on the reason behind the pregnancy
  
- 13% None/didn't change my mind
- 7% Other
- 4% Don't know/Not sure

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ASK ALL:

The FDA requires that Mifeprex can only be dispensed in certain healthcare settings by or under the supervision of a certified prescriber, and that patients are informed of the risks, which include hemorrhage, infection, missed ectopic pregnancy (which can be fatal), and death of the woman. Do you think these regulations: (RANDOMIZE 1 – 3)

- 31% Should be even stronger
- 47% Seem about right
- 6% Should be loosened
- 16% Unsure / Refused

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**Messaging Series**

You will now read a series of statements about Mifeprex. After each, please indicate whether you are (ROTATE) more or less likely (END ROTATE) to support the drug. (RANDOMIZE QUESTIONS IN SERIES)

Once the full abortion pill regimen is taken by the patient, the abortion takes place between two (2) to twenty-four (24) hours later, often when the patient is no longer under direct medical supervision by the prescribing doctor, such as in their home.

- 21% Total More Likely**
- 9% Much More Likely
- 12% Somewhat More Likely

<b>48%</b>	<b>Total Less Likely</b>
15%	Somewhat Less Likely
33%	Much Less Likely
18%	Depends / Neutral
13%	Unsure / Refused

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During the abortion, after taking Mifeprex, the patient is responsible for the disposal of the biproduct of the abortion.

<b>22%</b>	<b>Total More Likely</b>
10%	Much More Likely
12%	Somewhat More Likely
<b>46%</b>	<b>Total Less Likely</b>
12%	Somewhat Less Likely
34%	Much Less Likely
19%	Depends / Neutral
13%	Unsure / Refused

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Women who take the abortion pill regimen will expel the embryo and pregnancy alone after leaving the facility.

<b>24%</b>	<b>Total More Likely</b>
10%	Much More Likely
13%	Somewhat More Likely
<b>46%</b>	<b>Total Less Likely</b>
13%	Somewhat Less Likely
33%	Much Less Likely
18%	Depends / Neutral
13%	Unsure / Refused

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Mifeprex would allow a college student to terminate their pregnancy on campus.

<b>27%</b>	<b>Total More Likely</b>
13%	Much More Likely
14%	Somewhat More Likely
<b>42%</b>	<b>Total Less Likely</b>
11%	Somewhat Less Likely
31%	Much Less Likely
18%	Depends / Neutral
13%	Unsure / Refused

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In the future, should FDA safety regulations surrounding Mifeprex be lifted, the drug regimen could be made available online or through a mail-order system which would put women at risk by removing a medical diagnosis of an ectopic pregnancy, the dating of her pregnancy, and other health risks. This regimen could then also be available to minors, partners, parental figures, and others.

<b>18%</b>	<b>Total More Likely</b>
8%	Much More Likely
10%	Somewhat More Likely
<b>54%</b>	<b>Total Less Likely</b>
15%	Somewhat Less Likely
40%	Much Less Likely
15%	Depends / Neutral
13%	Unsure / Refused

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Mifeprex is approved to be taken up to the tenth week of pregnancy. For context, at twenty-one (21) days, the heartbeat can be detected.

<b>22%</b>	<b>Total More Likely</b>
11%	Much More Likely
11%	Somewhat More Likely
<b>47%</b>	<b>Total Less Likely</b>
11%	Somewhat Less Likely
36%	Much Less Likely
19%	Depends / Neutral
12%	Unsure / Refused

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Mifeprex is approved to be taken up to the tenth week of pregnancy. For context, at seven (7) weeks, the embryo is developing eyes.

<b>22%</b>	<b>Total More Likely</b>
10%	Much More Likely
12%	Somewhat More Likely
<b>47%</b>	<b>Total Less Likely</b>
12%	Somewhat Less Likely
35%	Much Less Likely
19%	Depends / Neutral
12%	Unsure / Refused

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Mifeprex is approved to be taken up to the tenth week of pregnancy. For context, at eight (8) weeks, brain activity can be recorded.

<b>22%</b>	<b>Total More Likely</b>
11%	Much More Likely
12%	Somewhat More Likely
<b>48%</b>	<b>Total Less Likely</b>
12%	Somewhat Less Likely
36%	Much Less Likely
18%	Depends / Neutral
12%	Unsure / Refused

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Mifeprex is approved to be taken up to the tenth week of pregnancy. For context, at ten (10) weeks, an embryo is about an inch and a quarter long, all vital organs are in place, and teeth begin to harden and connect to the jawbone.

<b>22%</b>	<b>Total More Likely</b>
10%	Much More Likely
12%	Somewhat More Likely
<b>47%</b>	<b>Total Less Likely</b>
11%	Somewhat Less Likely
36%	Much Less Likely
19%	Depends / Neutral
12%	Unsure / Refused

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#### **ASK ENTIRE SAMPLE**

Now just a few questions to make sure we have a representative sample --

D3. In politics today, do you generally consider yourself to be...(Randomize first four options, then fifth)

28%	a Republican
36%	a Democrat
27%	an Independent
2%	a Libertarian
2%	or something else
6%	Unsure / refused

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**IF VALUE 3 IN qD3, ASK:**

D3A. Do you think of yourself closer to (ROTATE) the Republican party or the Democratic party?

**N320**

25% Closer to Republican Party  
28% Closer to Democratic Party  
48% Purely Independent

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D4. Do you consider yourself to be of Hispanic or Latino descent, such as Mexican, Puerto Rican, Cuban, or some other Central or Latin American background?

10% Yes  
88% No  
1% Unsure  
2% Refused

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D5. And is your race Anglo, African-American, Asian, or some other race?

71% Anglo / White  
15% African-American / Black  
5% Asian  
7% Hispanic  
\* American Indian  
1% Other  
\* Unsure  
1% Refused

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D6. Do you consider your religious background to be... **(Read and randomize first three options)**

25% Protestant  
2% Fundamentalist / Pentecostal  
23% Catholic  
10% Other Christian denomination  
4% Jewish  
1% Muslim  
6% Atheist  
6% Agnostic  
6% Baptist  
8% Other  
5% Unsure  
5% Refused

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D7. We want to classify people into broad income groups only. Would you estimate your total household income to be...?

27% Below \$40,000  
28% Between \$40,000 and \$79,999  
23% Between \$80,000 and \$124,999  
18% Above \$125,000  
1% Unsure  
4% Refused

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D8. Which of the following best describes your employment status?

42%	Full-time employment
8%	Part-time employment
27%	Retired
3%	Student
7%	Stay-at-home/Homemaker
4%	Disabled
8%	Unemployed
1%	Refused

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IF 1 OR 2 ON PREVIOUS QUESTION, ASK:

D8\_A. Do you work in a job that typically requires at least a Bachelor's degree?

**N608**

56%	Yes
42%	No
2%	Unsure
*	Refused

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ASK ALL:

D9. What is the highest level of formal education that you have completed?

2%	Less than high school
16%	High school graduate
16%	Some college
10%	College graduate with Associates or 2 year degree
31%	College graduate with a Bachelors or 4 year degree
21%	Post-graduate degree
3%	Technical or vocational school graduate
1%	Don't Know/ Refused

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D10. Would you best describe the neighborhood or area you live in as... (ROTATE TOP-TO-BOTTOM, BOTTOM-TO-TOP)

24%	Urban
48%	Suburban
27%	Rural
1%	Don't Know/Refused

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D11. Would you consider your political views to be (ROTATE) conservative, liberal (END ROTATE), or moderate?

<b>32%</b>	<b>Total Conservative</b>
15%	Strongly Conservative
18%	Somewhat Conservative
38%	Moderate
<b>26%</b>	<b>Total Liberal</b>
14%	Somewhat Liberal
13%	Strongly Liberal
4%	Unsure / Refused

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D12. Which of the following best describes your marital status? (ROTATE CHOICES)

28%	Single, Never Married
56%	Married, or Domestic Partnership
9%	Divorced
5%	Widowed
1%	Separated
1%	Refused

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D13. Do you have children under the age of 18 in your household?

22%	Yes
77%	No
1%	Refused

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IF YES, IN PREVIOUS QUESTION, ASK:

D13\_A. Which of the following describes the status of your child or children? (ALLOW MORE THAN ONE RESPONSE)

<b>N266</b>	
20%	Young Child, Not Enrolled in School
57%	School-Age Child, Enrolled in Public School K-12
20%	School-Age Child, Enrolled in Private School K-12
12%	Young Adult, Enrolled in Public School Higher Education
3%	Young Adult, Enrolled in Private School Higher Education
2%	Young Adult, Not Enrolled in Higher Education
2%	Multi-Generational Household
2%	Unsure / Refused

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