

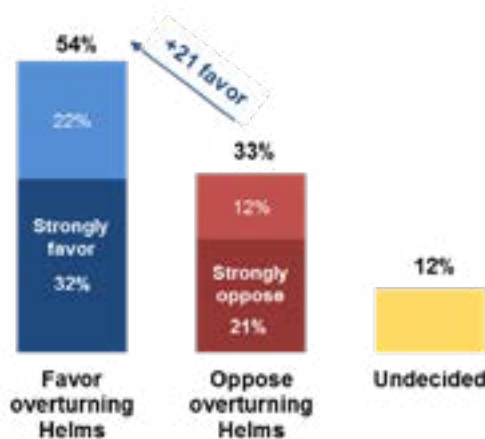
TO: Interested Parties
FROM: Hart Research Associates
DATE: January 10, 2020
RE: New Polling Shows That a Majority of Voters Favor Overturning Policy That Prohibits U.S. Funding Of Global Health Programs That Provide Abortion Access

This memo summarizes key findings from an online survey among 800 registered voters nationwide conducted by Hart Research on behalf of Ipas. The interviews were conducted from November 7 to 12, 2019. The sample is demographically and geographically representative of the electorate and is consistent with the political dispositions of voters nationally.

1. The majority of voters favor changing U.S. policy so that global health programs that receive U.S. funds can help women in developing countries access safe abortions.

- Low awareness of the United States’s policy on helping women in developing countries access abortion (62% of registered voters know little or nothing about the policy) provides an opportunity to educate voters about the impact of Helms.
- While voters are divided in their initial reactions to a basic description of the Helms Amendment (41% favorable vs. 41% unfavorable), learning about the practical implications of Helms moves the needle significantly. Upon hearing that the policy has meant a total ban on the use of U.S. funds in developing countries for abortion under any circumstance—even when a woman’s life or health is endangered or the pregnancy is the result of rape or incest—51% of voters say they are unfavorable toward Helms and only 35% are favorable.
- By a 21-point margin, voters favor overturning the Helms Amendment—including majorities of both men (58%) and women (52%), 76% of Democrats, and nearly half (47%) of independents.

Some people have proposed changing U.S. policy to enable global health programs that receive U.S. funds to help women access safe abortions: would you favor or oppose this?



	Favor	Oppose
Women	52%	34%
Men	58%	31%
Age 18 to 34	66%	21%
Age 35 to 49	52%	38%
Age 50 to 64	49%	37%
Age 65/older	53%	36%
Whites	54%	34%
Voters of color	56%	31%
Democrats	76%	15%
Independents	47%	29%
Republicans	35%	55%

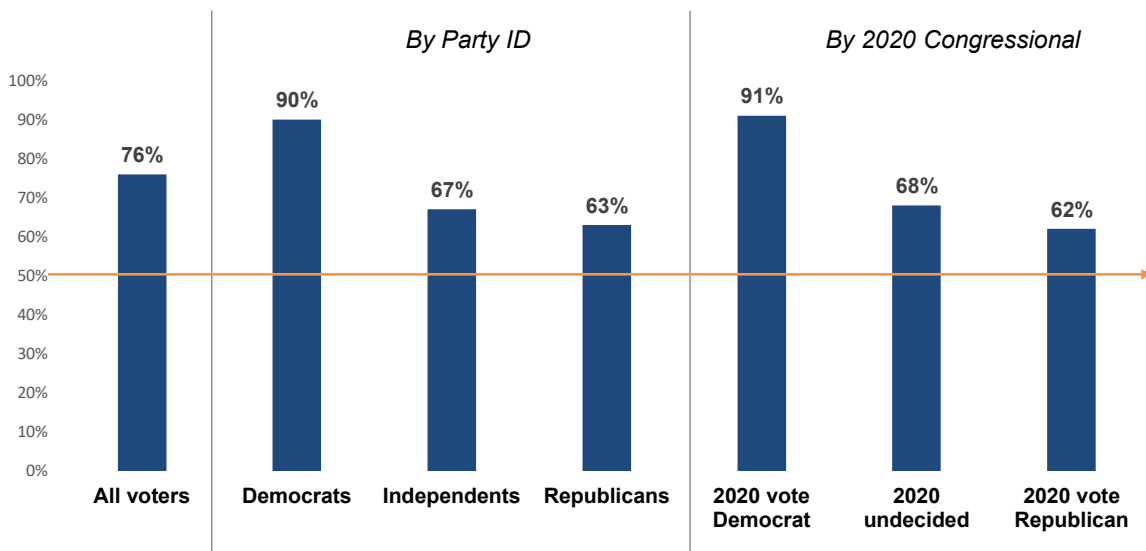
2. Voters identify a need for change when it comes to access to reproductive healthcare in developing countries, and they recognize the U.S. as a leader abroad.

- Overwhelming majorities of voters (95%) agree that the status of women in developing countries needs to be improved, including 49% who say it is a serious problem and needs significant improvements.
- More than half of all voters (53%) want the U.S. to play a leadership role in addressing poverty, disease, and social injustice around the globe (7 to 10 on a scale of 0 to 10), including 68% of Democrats and equal proportions (42%) of both independents and Republicans. Only 19% of all voters want the U.S. to play a minimal role in this area (0 to 3 on a scale of 0 to 10).

3. Voters recognize the importance and positive impact of women’s access to the full range of reproductive healthcare in developing countries—and this attitude spans the political spectrum.

- More than three in four voters (76%) say ensuring that women have access to the full range of reproductive healthcare, including abortion, should be a very or extremely important priority in developing countries—on par with expanding economic development (70%), reducing poverty by creating economic opportunity (76%), and improving access to education (79%).
- Ensuring access to reproductive healthcare for women in developing countries is a very important priority across the political spectrum, including for the majority of independents (67%), Republicans (63%), and 2020 undecided voters (68%).

EXTREMELY/VERY IMPORTANT to Ensure Women in Poor and Developing Countries Have Access to Full Range of Reproductive Healthcare*



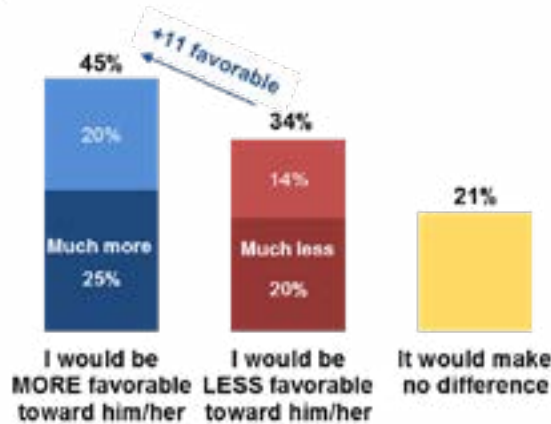
*Text includes annual screenings, birth control, pregnancy tests, prenatal care, safe abortion

- High proportions of voters believe that ensuring women have access to reproductive healthcare, including safe abortion, would have a positive impact on some of the most urgent issues facing developing countries today—including improving basic public health (83%), reducing hunger and malnutrition (76%), reducing maternal and infant mortality (80%), and improving women’s ability to reach their full potential (76%) and contribute to economic growth (74%).

4. Elected leaders who support overturning the Helms Amendment receive a favorability boost.

- After hearing both sides of the debate, voters would feel more favorable (45%) than less favorable (34%) toward their representative in Congress if they supported overturning the Helms Amendment.

If I learned my representative in Congress SUPPORTED CHANGING U.S. POLICY to enable global health programs that receive U.S. funds to help women in developing countries access safe abortions:



5. There is an opportunity for allies and advocates to proactively frame the narrative for overturning Helms.

- Human rights is the primary value voters believe should guide U.S. foreign policy on reproductive health, so there is value and credibility in tying access to reproductive healthcare to broader efforts to improve conditions and provide support for sustainable long-term growth in developing countries.
- Start by informing voters that Helms has resulted in a total ban of using U.S. funds in developing countries, and move to reasons for full repeal (rather than carving out exceptions).
 - ✓ For base supporters and pro-choice persuadable audiences, specific figures on the number of deaths that could be prevented by overturning Helms are especially compelling.
 - ✓ For “persuadable” audiences—those who have mixed feelings about abortion or the role of the U.S. internationally—framing reproductive healthcare and access to safe abortion as an essential part of basic healthcare and treating people with dignity is effective.
 - ✓ For more challenging audiences—those who are against abortion rights in the United States—the most resonant messages focus on helping women access information and education about reproductive healthcare so they can make informed decisions.