

# Protecting Reproductive Rights, A Mobilizing Issue for Democrats Down-ballot

The Supreme Court has broken a 50-year precedent and overturned *Roe v. Wade*, negating the longstanding right to choice and leaving 42% of women of child-bearing age without access to safe abortions. Such a setback to women’s health presents an opportunity for Democrats to galvanize pro-choice voters, who are a majority of voters. However, this will only happen if Democrats sound the alarm on the imminent threat to women’s health and tether the decision to vote for Democrats to a pro-choice policy platform.

## 🎯 Challenges

- Voters are just learning that millions of women no longer have access to abortion
- Voters do not understand the government’s role in setting policy on abortion
- Without *Roe*, a patchwork of state-level laws will determine abortion policy

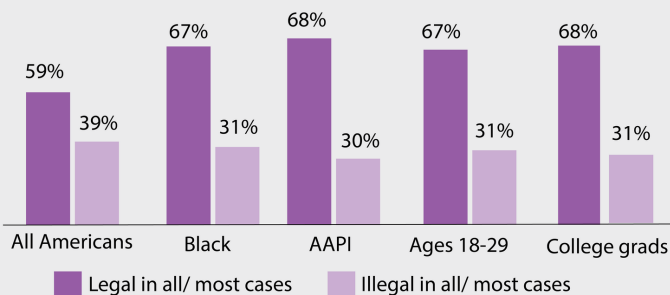


## 🎯 Opportunities

- Sound the alarm. State elected officials are the last line of defense to protect abortion. Democrats can put abortion and women’s health on the ballot in 2022
- Many pro-choice infrequent voters would turn out if they knew women in their community stand to lose their right to safe abortions this year. This was proven when Kansans resoundingly rejected a pro-life ballot measure in a high-turnout contest.
- Democrats’ base—young voters, Black and AAPI voters, college-educated voters—are strongly pro-choice

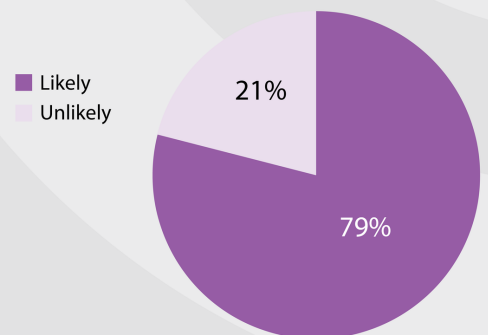
## 🎯 By the Numbers

- Most U.S. adults say abortion should be legal in all/most cases



\*Pew Research Center: Public Opinion on Abortion

- Overwhelmingly, Black voters are likely to vote for US House/Senate candidates who will pass legislation to protect abortion rights nationwide

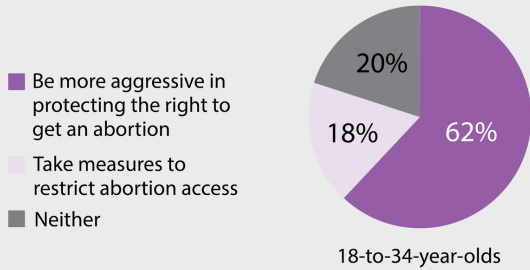


\*HIT Strat BlackTrack June 2022

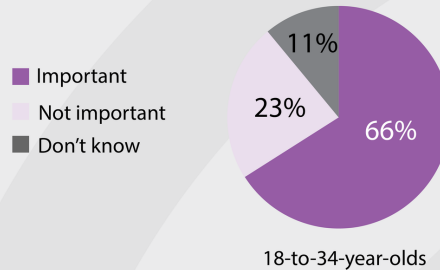
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## 🎯 Young People Can be Mobilized by Reproductive Justice

Do you want your state legislature to...



Is abortion access important to your midterm vote?

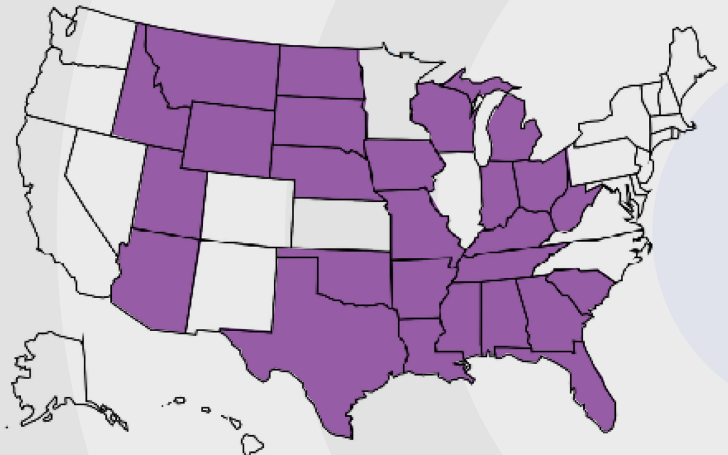


\*HIT Strat Poll commissioned by URGE. N = 800 adults ages 18 to 34, May 2022.

## 🎯 Trigger Laws

With *Roe v. Wade* overturned, 26 states are banning abortion—disproportionately affecting Southern, Midwestern, and Black women.

Roe's reversal delegates the power to determine abortion access to state elected lawmakers. Progressives' challenge is to communicate this reality and mobilize Asian, Black, young, Southern, Midwestern, and college-educated voters around pro-choice candidates who would pass laws to protect women's health.



"I thought it [TX abortion ban] was absolutely crazy. For one thing, I have sisters. So just thinking about if they were ever in a situation, God forbid, where they had to have an abortion... It makes me think, who was the person that fought for this and put it on the table to begin?" -young Black woman, surge voter

