

Women's Reproductive Rights: Men of Color's Perspective and How They View Themselves in the Movement

Our strategy aims to understand how men of color perceive their role in the reproductive rights movement and their priorities for the 2024 election. Although they support reproductive rights, there are significant barriers and motivators affecting their engagement. By addressing key values and identity aspects, we aim to ensure men of color feel included and motivated to advocate. Our goal is to increase their political engagement by mobilizing them around abortion and reproductive rights, equipping stakeholders to effectively engage this demographic in the 2024 election.

Key Findings

These findings are from a proprietary survey conducted by HIT Strategies on behalf of All* In Action Fund. This survey consisted of 1000 men of color registered voters nationwide, with oversamples in FL, MI, NC, OH, and TX. It was conducted via online panel from February 28 – March 10, 2024 and the margin of error is +/- 2.74%. Margin of error is higher among subgroups.

Support for Abortion Rights

- Men of color largely support abortion rights, especially in MI, NC, and OH.
- Many remain neutral about its personal impact.

Effective Messaging

- Emphasize individual rights, economic security, and IVF.
- These frames resonate well with men of color and can foster engagement.

Barriers to Engagement

- Despite support, neutrality about the impact of abortion poses a barrier.
- This neutrality presents an opportunity for deeper engagement.

Trusted Messengers

- Men of color trust women and medical experts for information on abortion.
- Amplifying these voices can help educate and engage men of color.



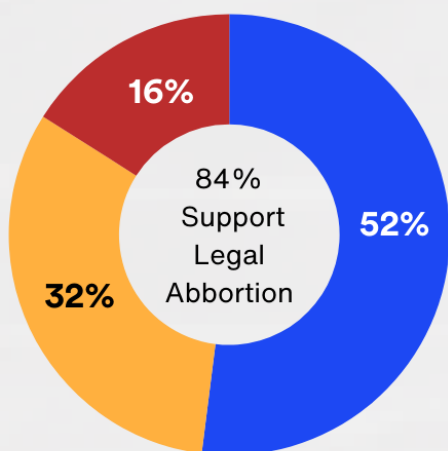
What We Know

- ⌄ This study shows that 77% of men of color believe protecting abortion is an important issue. This is higher in MI (84%), NC (83%), and OH (84%).
- ⌄ Our top 4 best-testing values around abortion all invoked language about the importance of individual rights and personal freedoms, and that abortion is a part of that.
- ⌄ Access to IVF has potential to be a powerful messaging device; over 75% of voters are concerned by the embryo ruling in Alabama. This is the framework we should use in moving men of color along the ladder of engagement to get them more involved in the fight for reproductive rights.
- ⌄ Sixty-three percent (63%) of men of color say they are paying at least some attention to abortion. They are mostly hearing about this from the news or their women friends.

Key Trends

Men of color overwhelmingly support access to legal abortions.

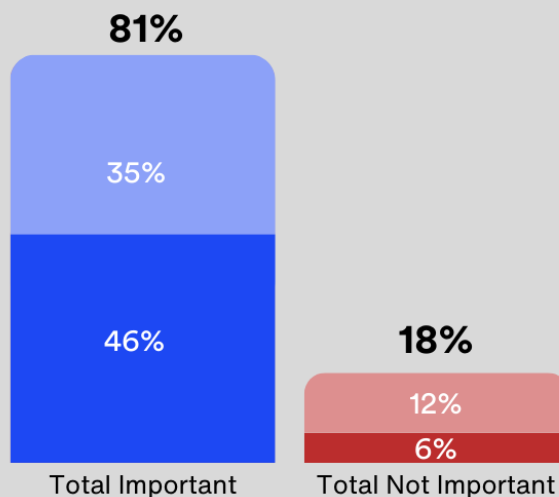
- Fully Support Legal Abortion
- Personally Oppose Abortion, Support Legal Abortion
- Oppose Legal Abortion



Source: All In Action Fund / HIT Strategies poll of men of color nationwide, May 2023

Men of Color overwhelmingly believe it is important to "support candidates that support reproductive rights."

- Very Important
- Somewhat Important
- Not Very Important
- Not Important At All



Source: All In Action Fund / HIT Strategies poll of men of color nationwide, May 2023.

Client Expertise



Context - Why We Did This Research

- ⌕ There are high percentages of men who support abortion rights that just need persuading to take additional steps to engage in the fight.
- ⌕ Men of color support protecting abortion and think this is an important factor to consider when thinking about voting. There are clear opportunities to increase the salience of abortion restrictions as something that directly impacts men of color.
- ⌕ Democratic voters are motivated to vote to protect abortion and reproductive rights in 2024, campaigns just have to make it clear what is at stake.



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