

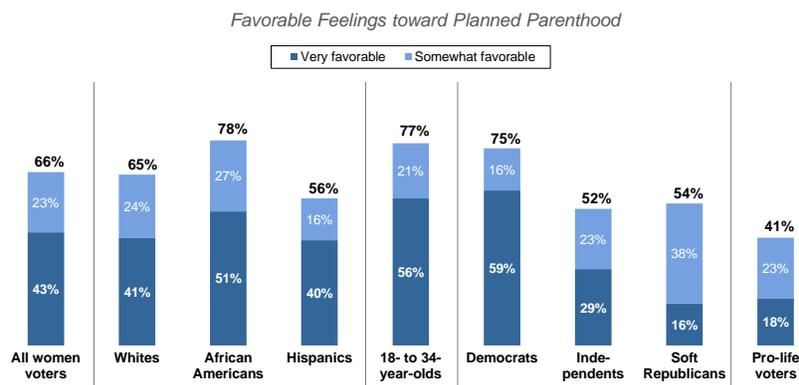
**TO: Interested Parties**  
**FROM: Planned Parenthood Texas Votes and Hart Research Associates**  
**DATE: October 18, 2018**  
**RE: Support for Planned Parenthood and Access to Reproductive Care among Women Voters in Texas**

From September 18 to 22, 2018, Planned Parenthood Texas Votes retained Hart Research Associates to conduct a telephone survey of 500 likely women voters in Texas who do not identify as strong Republicans. These results are not a statewide representative sample of women voters; instead this survey was done to understand the priorities, concerns, and motivations of women who are “within reach” for Democratic candidates in the 2018 midterms.

**I. Support for Planned Parenthood is strong among these Texas women voters.**

- a. Of all the brands tested in this survey, Planned Parenthood enjoys the highest approval rating overall among women voters, with 66% holding a favorable view of Planned Parenthood, 62% holding a favorable view of Beto O’Rourke, 59% holding a favorable view of Whataburger, and 57% holding a favorable view of the late Governor Ann Richards.
- b. Planned Parenthood stands out as a uniquely trusted voice for women voters in Texas. Among this audience of women voters, impressions of Planned Parenthood are overwhelmingly and consistently positive: fully two-thirds (66%) rate Planned Parenthood favorably, including groups shown in the graph below.

**Planned Parenthood's appeal and credibility is both deep and wide.**



- c. Women voters’ overall favorable impressions of Planned Parenthood extend to positive views on a variety of specific measures, including Planned Parenthood’s role as a provider of healthcare services to women in Texas (80% agree), caring about the needs and well-being of its patients (80%

agree), reducing the number of unintended pregnancies and the need for abortion (79% agree), and trusting the organization to speak out about issues affecting the health of women in Texas because of its role as a frontline healthcare provider (75% agree).

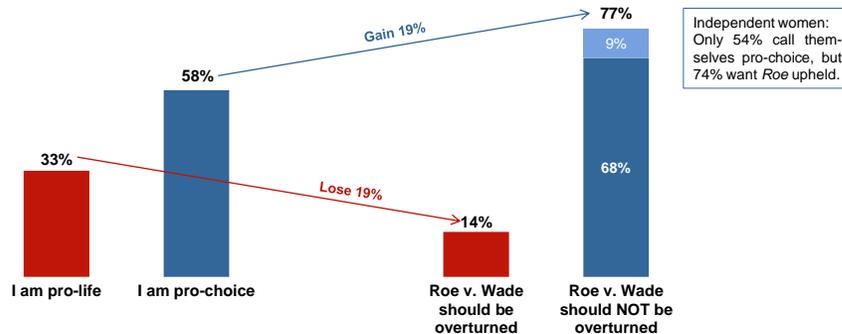
- d. Women voters' trust in Planned Parenthood also is rooted deeply in their personal experience. Nearly half (46%) of women in this voting bloc have a personal connection to Planned Parenthood, including 15% who report personally having been to a Planned Parenthood center for healthcare services, 14% say they have a family member or friend who has been to Planned Parenthood, and 17% say that both they and a family member or friend have been to Planned Parenthood.

## II. Support for access to reproductive health, including abortion, is important among women voters.

The survey demonstrates strong support for upholding *Roe v. Wade*, as well as support for access to reproductive healthcare, including abortion.

- a. These women voters overwhelmingly support upholding *Roe v. Wade*. In fact, more than three-quarters (77%) believe that *Roe v. Wade* should NOT be overturned, and among those, nearly seven in 10 (68%) say that they feel strongly about this issue. This sentiment is widely shared among all demographic groups in this audience, including Democrats (80%), independents (74%), soft Republicans (65%), white voters (77%), African Americans (80%), and Hispanics (73%), as well as across all age groups—18- to 34-year-olds (75%), 35- to 49-year-olds (76%), 50- to 64-year-olds (80%), and those age 65 and older (71%).
- b. These voters also strongly support access to reproductive care, including abortion. Consistent with their strong support for upholding *Roe*, these voters overwhelmingly want to keep abortion legal and generally available; in fact, 72% believe that abortion should be legal in all or most cases. Again, there is strong majority support for this position among a wide variety of demographic groups in this voting bloc, including Democrats (80%), independents (67%), whites (71%), African Americans (80%), Hispanics (67%), and all age groups—18- to 34-year-olds (70%), 35- to 49-year-olds (72%), 50- to 64-year-olds (81%), and those age 65 and older (60%).
- c. Even among voters who identify as “pro-life,” relatively few believe that *Roe V Wade* should be overturned (see chart). The findings underscore an important point about women voters' attitudes toward abortion in the state: that is, support for access to abortion as a policy position consistently outpaces the number of women voters who call themselves “pro-choice.” For example, among self-described independent women, the “gap” between those who identify as “pro-choice” (54%) and those who support upholding *Roe* (74%) is fully 20 points. These data make clear that among Texas women voters, the “pro-choice” and “pro-life” labels that are used to describe one's personal orientation are poor measures of voters' attitudes toward public policy about access to abortion, a point that Planned Parenthood has underscored previously.

## Reproductive health and abortion should not be reduced to “pro-life” and “pro-choice.”



### III. Candidates who back Planned Parenthood and access to reproductive healthcare enjoy strong support among these women voters.

- Beyond supporting *Roe* and access to abortion generally, these women voters demonstrate that the issue has the potential to have an impact on their voting decisions; specifically, they strongly favor a candidate who supports maintaining access to abortion. Six in 10 (60%) women voters in this audience choose a candidate who takes this position, compared with only 32% who choose a candidate who wants to restrict access to abortion. This preference is broadly shared, with majorities of Democrats (71%) and independents (56%) expressing support for candidates who will protect access to abortion.
- Additionally, nearly eight in 10 (78%) of these women voters prefer a candidate who supports continued funding for women’s health services, including Planned Parenthood, over a candidate who wants to cut this funding (16%). Overwhelming majorities of all groups in this audience take this position, including Democrats (89%), independents (71%) and soft Republicans (52%), whites (75%), African Americans (91%), and Hispanics (75%).