

Stand Up and Stand Out: The Business Case for Supporting Reproductive Rights

Countless businesses have stepped up in recent years to advance workplace equality, equal pay, and women's leadership. The topic of women's reproductive rights, however, is often missing from the conversation.

New research from The Harris Poll and NARAL Pro-Choice America suggests that addressing reproductive rights as part of women's empowerment presents an opportunity for companies to lead. The Harris Poll surveyed 1,271 U.S. adults ages 25+ who are employed full-time.

Employees and consumers believe there is a clear link between reproductive rights and women's empowerment.

Most agree that women's reproductive freedom is tied to their:

64% economic stability

67% success in the workplace

70% overall equality

Employees want companies to take action to protect reproductive rights.



3 in 5 say they would be a more loyal employee to a company that offers coverage for prenatal care, family planning, and abortion care.



About 2 in 3 feel it is at least somewhat important for their company to take a stand on reproductive freedom, including abortion.

Consumers want corporations to lead on reproductive rights.



56% say they would be more likely to purchase from a company that takes a public stand in support of women's reproductive freedom.

The issue of abortion is less controversial than you might think.

41.5% Personally would not get abortion, but don't believe government should prevent women from getting one

33.5% Abortion is morally acceptable and should be legal

16% Abortion is morally wrong and should be illegal

9% Unsure

