

November 11, 2022

To: Interested Parties
Fr: Impact Research
Re: NARAL Post-Election Poll Results

Post-election polling in key Senate and gubernatorial battleground states finds that abortion was the dominant force behind Democrats’ wins in the 2022 midterms. Abortion was critical for both persuasion and mobilization: voters, particularly Democrats and Independents, describe abortion as one of the top issues that motivated them to vote, and people who voted for Democrats cite candidates’ positions on abortion as the main reason they did so.

Abortion played a large role in the election for AAPI, Black, and Hispanic voters as well as voters 18-34 and has the potential to continue to drive votes in future elections. A majority of voters are concerned that Republicans will try to ban abortion care if they take power, and a plurality (48%) are less likely to support Republicans in future elections if they attempt to ban abortion care.

The following are key findings from recent polling.

Key Findings

- 1. Abortion mattered.** Abortion was top of voters’ minds as they voted in the midterms. It was the dominant reason that people who voted for Democrats decided to do so. Across battleground states, 45% of voters say that abortion played a larger role in their voting decisions than it had in past elections, including 64% of voters who voted for a Democrat for Senate and/or Governor this year, 52% of Black voters, and 51% of voters 18-34.

What is the main reason or reasons you voted for [DEMOCRATIC CANDIDATE] for Governor this year? [OPEN-END] [MULTIPLE RESPONSES ACCEPTED]



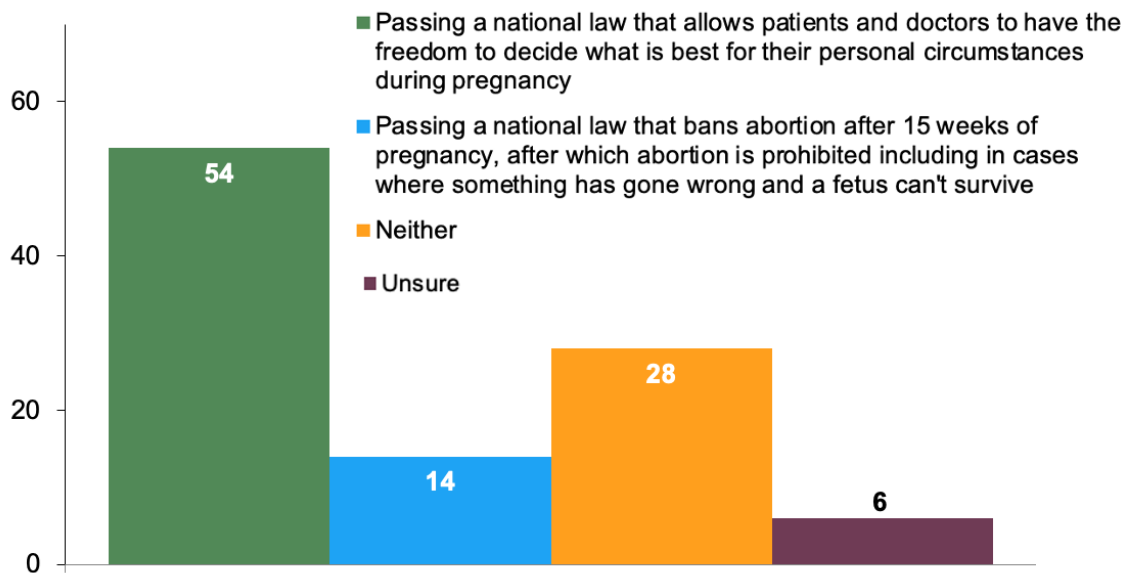
What is the main reason or reasons you voted for [DEMOCRATIC CANDIDATE] for Senate this year? [OPEN-END] [MULTIPLE RESPONSES ACCEPTED]



These findings are based on the results of a multi-modal survey conducted by Impact Research from November 6-9, 2022, in Arizona, Michigan, Nevada, North Carolina, Ohio, Pennsylvania, Washington, and Wisconsin among N=1,000 2022 general election voters with oversamples of N=100 AAPI voters, N=200 Black voters, and N=200 Hispanic voters. The margin of error for a sample of this size is ± 2.5 percentage points at the 95% confidence level.

2. **Voters received communications about abortion.** The issue penetrated, and a majority of voters saw TV and digital ads and received mail on the issue. Nearly three-quarters (73%) of voters saw TV ads about the candidates' positions on abortion—including 70% of AAPI voters, 68% of Black voters, and 65% of Hispanic voters—52% received mail, and 51% saw online ads.
3. **Abortion has the power to continue to drive votes in future elections.** A majority (52%) of voters are concerned that Republicans will try to ban abortion care, including 74% of Black voters and 53% of non-Democrats who voted Democratic in the midterms. A plurality (48%) are *less likely* to support Republicans if they attempt to ban abortion care, including 82% of voters who voted for Democrats in the midterms, 59% of Black voters, 51% of AAPI voters, 47% of Hispanic voters, and 47% of voters 18-34.
4. **Voters want to see Congress protect abortion rights, not ban abortion.** A strong majority of voters (54%)—and nearly two-thirds of Black voters (65%)—want to see Congress pass a national law allowing patients and doctors to decide what is best during pregnancy, while just 14% want Congress to prioritize a 15-week ban on abortion.

Which should be a more important priority for Congress?



5. **Voters overwhelmingly believe that women and their doctors, not politicians, should be making decisions about abortion.** 75% of voters—including 96% of Democrats, 74% of Independents, and 56% of Republicans—say women and their doctors should decide, while just 9% say politicians and judges should decide.