

Positive message frameworks tested

Label	Message
Freedom/Govt Interference	No matter how you personally feel about abortion, most Utahns agree that the government shouldn't be involved in personal medical decisions that are better left to women, their faith, their community, and their doctors. Utahns deserve freedom from government overreach and political interference.
Provider/Access Impact	In states with abortion bans similar to the one Utah faces, women with miscarriages have been turned away from emergency rooms and doctors are often forced to wait for patients' illnesses or infections to become life threatening before they can intervene. Utahns deserve access to the essential health care their doctors know they need and when they need it.

Freedom/Government Interference works best across all major demographics, with provider access a closer second

Highlighted top framework messages by Power Score (Very + Total convincing)

% Very / Total convincing	Overall	Party Reg			Gender		Age		LDS		Edu	
		Dem	Ind	Rep	Men	Women	<35	35+	Very Active	Smwt/ Not Active	<Coll	Coll+
Freedom/Govt Interference	44/64	85/96	51/73	30/52	36/57	51/71	50/75	42/62	27/50	47/74	45/66	42/62
Provider/Access Impact	41/60	83/93	51/75	26/44	32/50	48/69	52/73	38/57	24/43	42/71	40/60	43/60

And ultimately, we end up with a majority who say it's important to keep abortion legal in Utah

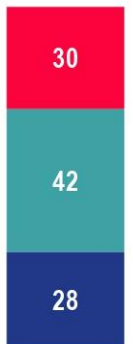
Initial importance of legality

How important is it to keep abortion legal in Utah?



Personal Views on Abortion and Role of Government:

- **Anti-Abortion:** I personally believe having an abortion is wrong and it should be illegal, inaccessible and not available
- **Conflicted Middle:** I am personally against abortion, but I do not believe government should prevent someone else from making that decision for themselves
- **Supporters:** I personally support the right to abortion and believe it should be legal, accessible and available



QL9. How important is it to keep abortion legal in Utah?

Methodology

- ✓ Breakthrough Campaigns conducted interviews with 1,248 likely 2024 voters in Utah from November 16 – 27, 2023. The sample included n=476 likely voters under 40 years old.
 - The margin of error for the entire sample is $\pm 2.8\%$ and is higher among subgroups and questions that were split or not asked of all. Of questions that were asked of half of the sample the margin of error is $\pm 3.9\%$.
 - Interviews were conducted using SMS text-to-web, postcards-to-web, and from online web panels. The sample was weighted to ensure it was proportionately representative of general election voters.
 - Due to rounding, displayed answer choices may not always add up to 100%.
 - Party throughout the deck refers to party registration.

Snapshot of Likely 2024 Voters

