



MEMO TO THE MOVEMENT

November 2024 Exit Poll Survey Showed Some Voters Betrayed Their Own Values When Supporting Pro-Abortion Ballot Referendums. But, For Voters Saying Abortion Was A Top Issue, MORE Voted Pro-Life First.

November 20, 2024

I. OVERVIEW

In a historic election, ten states included abortion-related referendums on their ballots to force late-term abortion into their state constitutions. Seven of those states received enough support to usher in unquestioned late-term abortion, after intensive abortion industry investment and mainstream media propaganda campaigns. States like Maryland, Colorado, and New York may not have surprised many with their existing laws allowing abortion up until birth, but the passage of the measures in Missouri and Arizona, *even with narrow margins*, signals more complex issues at play.

Not surprisingly, those completing our *Demetree Institute* exit poll survey in or around college campus polling locations self-identified as more pro-choice (57%) than pro-life (37%). This, next to those who support abortion through all nine months (27%), reinforces the fact that we know “pro-choice” voters are not motivated by the Democratic Party platform of abortion through all nine months, for any reason at all, and sometimes with taxpayer funding.

The Pro-Life Generation’s *Demetree Institute for Pro-Life Advancement* (IPA) conducted a national exit poll in 9 of the 10 ballot referendum states to determine what motivated younger voters and explore whether a “yes” vote matched their true convictions on abortion.

II. METHODOLOGY

Pro-Life Generation volunteers were stationed outside polling locations near college campuses on Tuesday, November 5th throughout polling hours. As respondents exited the polls, they were invited to participate in an 8-question survey through flyers and personal conversation. Volunteers remained neutral, dressed in plain clothes, and were not associated with either the pro-life or pro-choice movements while conducting surveys.

1,472 voters participated from across nine states with abortion on the ballot. **66%** of respondents were **GenZ** (18-24) or **Millennials** (25-40), **14%** were **GenX** or **Baby Boomers** (aged **41 and older**), with the remaining **20%** not responding to the question regarding age.

It could be assumed the missing responses leaned younger as most exit polling was conducted on or near college campuses. Political party affiliation was reported as: **28% Democrat, 29% Republican, 11% Independent, 12% “Other” or unaffiliated**, and 20% not responding to the question regarding political affiliation.

III. KEY FINDINGS

- **Pro-life & pro-abortion voters agreed on one thing: Abortion motivated their vote with a slight advantage for LIFE.**

ANALYSIS:

- Almost 7 in 10 (66%) of Pro-Life identifying voters said abortion was their top issue when voting.
 - Almost 6 in 10 (59%) of Pro-Abortion voters said abortion was their top issue when voting.
 - Key for understanding the impact, as a frame of reference, [NBC exit polling indicated](#) that 14% of voters overall made abortion their top issue, meaning that just because a voter said abortion was most important for making their selection, the advantage was to LIFE, *not abortion*.
 - [CBS reported](#) that the ballot initiative confusion did not translate into votes for the most pro-abortion Presidential ticket in U.S. history.
 - Bottom line: Prioritizing a radical pro-abortion view was not a winner for politicians per se, as motivated voters split.
- **More than 7 in 10 voted against their values: An overwhelming majority, 73%, supported limits on abortion.**

ANALYSIS:

- The majority of voters did not agree with the unlimited abortion policy the ballot referendums would create. Of those who reported voting “Yes” on their state ballot referendum, more than half (52%), reported prioritizing something other than abortion through all nine months, which the passed ballot initiatives will allow. Other concerns involved abortion in rare cases or the need for parental involvement.
 - The ballot referendum would not have reached the majority it needed to pass had those voters concerned about unlimited abortion voted their true values.
- **Three out of four (75%) who voted “No” prioritized limiting abortion through all 9 months.**

ANALYSIS:

- Opposition to unlimited abortion again motivated NO voters. IPA carried out exit polling following the Ohio abortion ballot referendum in November 2023. Then, as now, our exit polling found the same primary motivating factor for “No” voters: to prevent unregulated, unlimited abortion.

- Other issues that don't drive the most intense voter engagement have often been highlighted over radical abortion extremism. Emphasis on "parental rights" concerning gender reassignment surgery was championed by several state coalitions in this go around.
 - Only 10% of those opposing the amendments said parental rights/curtailing the agenda to target kids for gender transitions was their top priority.
- **"Word of mouth" & conversations informed voter opinion more than any other marketing tactic.**

ANALYSIS:

- Voters relied on the "personal touch." When asked, "What helped inform your vote?" many respondents choose more than one method that informed their vote. Results as follows:
 - **30%** - "A friend shared information with me."
 - **25%** - "TV, radio, or social media advertisement."
 - **22%** - "I received information at a church or religious service."
 - This was notably highest in states that did not pass the late-term abortion referendums, with Nebraska reporting 61% receiving information from church and 54% in Florida.
 - **21%** - "I saw a display on campus or in the community."
 - **11%** - "I received information in the mail."
 - **5%** - "Someone left information at my door/knocked on my door."

IV. RECOMMENDATIONS TO THE MOVEMENT

- **Keep moving forward.**
 Adding seven more states to the growing list of abortion destination locations is disheartening, but we must continue moving forward. Thankfully, we proceed knowing the truth that Americans do not want abortion on demand and are moved by their conversations with those around them. Despite decades of pro-abortion propaganda and more than \$500 million spent in 2024 trying to sell us a lie we're not buying – **voters want limits**. Our next step as we move forward is encouraging voters to listen to their gut and vote their conscience.
- **Stay on topic.**
 Voters knew the amendments were about abortion; the opposition made sure of it. What voters lacked was awareness of just *how much* abortion was about to be unleashed with their vote. Voters fell victim to misinformation & fearmongering that told them that without their unquestioned support of the referendum women would not receive proper miscarriage care or life-saving support. These assumptions are easily refuted when abortion is a priority messaging point. Avoiding the topic of abortion allowed the perpetuation of pro-abortion misinformation.

V. CONCLUSION

Pro-abortion ballot referendums may have temporarily served as a one-trick pony to capitalize on lingering post-*Roe* angst from abortion supporters, but it only further galvanized the Pro-Life Movement with the truth we've known all along: the American people do not actually want abortion laws that are more radical than the vast majority of the world.

And for pro-abortion politicians or media who point to polling that says abortion represents a voter's priority issue, that does NOT mean they want more abortion. **As our survey of more pro-abortion than pro-life voters noted, when abortion is issue No. 1, the advantage is for Life.**

Results from this poll and years of corresponding anecdotal conversations on college campuses remind us that the pro-life message is a winning one – when we invest in educating people about the radical demands of the abortion lobby hiding in the fine print of laws and ballot initiatives.

Study Author & Survey Coordinator: Michele Venditto, *Pro-Life Generation* Director of Strategic Initiatives, including the *Demetree Institute for Pro-Life Advancement*.