HITstrategies

ALL IN

Talker Call

Women's Reproductive Rights: Men of Color's Perspective and How They View Themselves in the Movement

Roshni Nedungadi

HIT Chief Research Officer & Founding Partner

Ashley Aylward

HIT Research Manager

Nourbese Flint

President at All* In Action Fund & All* Above All

www.hitstrat.com

HIT Talker Call Agenda

1. About HIT
2. What We Know About Abortion
3. Insights About Men of Color
4. Panelists Q & A
5. Audience Q & A
6. Call to Action

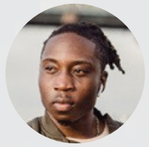
About HIT

HIT is the leading Millennial & Minority-owned public opinion research firm in Washington, DC that approaches research different then most conventional research firms:

- The HIT Team lives and works at the intersection of society where the most disruptive change is happening.
- HIT employs conventional research methods such as polling and focus groups with innovative techniques like social media listening to fully represent the diverse attitudes of diverse communities
- HIT is a fully integrated member of your team that will ensure data driven strategy is integrated throughout your operation.

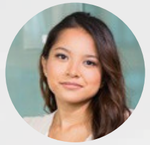
About HIT

HIT RESEARCH AUDIENCES



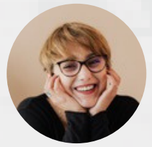
Black Americans

Latinx



Asian & Pacific Islander

Women



LGBTQ+

Millennials

Gen Z

About HIT

At HIT Strategies, we believe that understanding your audience is fundamental to shaping public opinion and driving meaningful change.

- Gain deeper insights into the shifting priorities and attitudes of diverse audiences on the issues that shape public opinion as it happens.
- Build research rigor within your organization by equipping your team with proven messages that engages, activates, and mobilizes your movement and coalition partners.
- Integrate cultural competency into your communications, marketing materials, and overall programming to ensure that what you are saying reaches and connects with the audiences most important to your organization or cause.

About HIT Services

Quantitative	Qualitative
Traditional Live Phone Polls	Online Focus Groups
Member-Driven Panels	Live Focus Groups
Text-to-Web Polls	Online Chat Group
Social Media Polls	Online Journal (Boards)
Public Panels	In-Depth Interviews
Content Testing	Rapid Message Testing

HITstrategies

General Key Findings on Abortion

Obstacles:

- General public is very unclear of where attacks are coming from. Information messaging is almost always required.
- For non-battleground states, we often have a bit of work to do on educating voters that gender equity and abortion are not protected rights in their state. That education itself is motivational messaging.
- Democrats and ballot initiatives are EXTREMELY vulnerable when Republicans insert viability cut offs for abortion into public debate.
- Racist GOP imagery is very strongly ingrained in our older persuasion voters.
    - Connecting the issue to real women in their lives helps to bring these folks along.

Opportunities:

- Democratic voters are motivated to vote to protect abortion and reproductive rights in 2024, campaigns just have to make it clear what is at stake.
    - Black women and young women in particular are extremely motivated by abortion. Turnout records since Dobbs show us that when abortion is on the ballot, Black voters and young women will turn out in record numbers to protect their rights.
- Voters are adverse to legislation or messaging that insinuates criminalizing women seeking abortions and doctors who might help them.
- Voters see threats to reproductive rights as an underlying agenda of GOP seeking control and power. POC voters often connect to white supremacists.

HITstrategies

POC Men on Women’s Reproductive Rights

Our strategy targets men of color's perspectives on reproductive rights and their 2024 election priorities. Despite their support, barriers hinder their engagement. By addressing key values and identities, we aim to boost their political involvement, rallying them around women's reproductive rights. Our objective is to ensure inclusivity and motivation, empowering stakeholders to effectively engage this demographic in the 2024 election.

Support for Abortion Rights

- Men of color largely support abortion rights, especially in MI, NC, and OH.
- Many remain neutral about its personal impact.

Barriers to Engagement

- Despite support, neutrality about the impact of abortion poses a barrier.
- This neutrality presents an opportunity for deeper engagement.

Effective Messaging

- Emphasize individual rights, economic security, and IVF.
- These frames resonate well with men of color and can foster engagement.

Trusted Messengers

- Men of color trust women and medical experts for information on abortion.
- Amplifying these voices can help educate and engage men of color.

Objectives

1 UNDERSTAND

Understand how men of color see themselves in the movement for reproductive rights and abortion. To what extent do they prioritize this as an issue in the context of the 2024 election and what do they feel their role is in the larger national discussion on this subject?

2 IDENTIFY

Identify barriers and motivators for men of color to be more active allies in the fight for reproductive justice. Understand values and key parts of their own identity that might push men of color to feel included in the reproductive rights conversation and compelled to speak up about this issue.

3 DISCOVER

Discover how much abortion and reproductive rights can be used to motivate men of color to increase political engagement and develop effective proof points to arm Democrats with the ability to mobilize men of color around abortion in the upcoming 2024 election.

Methodology

Universe

Men of Color
Registered voters
Nationwide with oversamples in FL, MI, NC, OH, and TX

Sample Size

Total Base N= 1000
FL OS N = 200
MI OS N = 200
NC OS N = 200
OH OS N = 200
TX OS N = 200

Methodology

These findings are from a proprietary survey conducted by HIT Strategies on behalf of All* In Action Fund. This survey consisted of 1000 men of color registered voters nationwide, with oversamples in FL, MI, NC, OH, and TX. The survey was conducted via online panel. The survey fielded from February 28 – March 10, 2024 and the margin of error is +/- 2.74%. Margin of error is higher among subgroups.

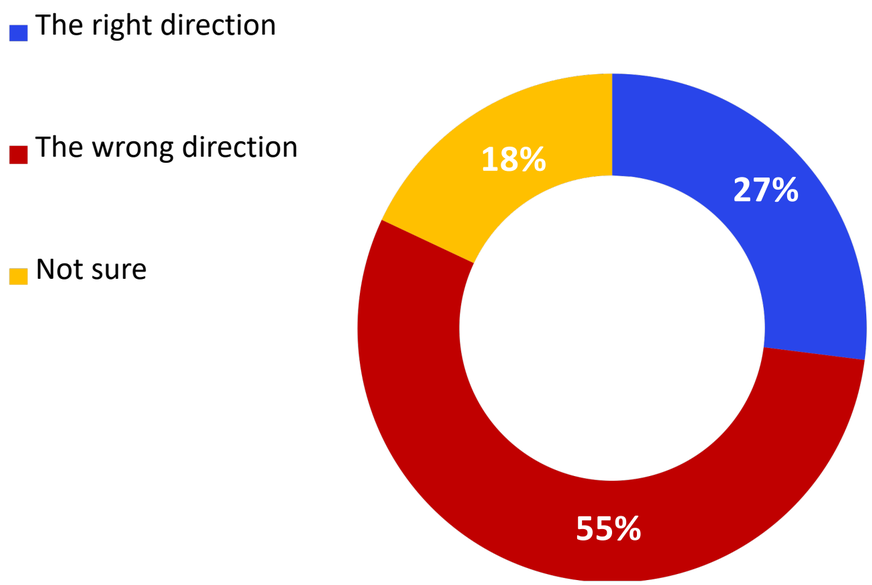
Key Findings

1 Men of color support protecting abortion access. There are clear opportunities to increase the salience of abortion restrictions as something that directly impacts men of color among those who see it as “somewhat important”.

- This indicates that men of color start out in support of the policy agendas, meaning the work that needs to be done is moving men to mobilize around the issue.
- 77% of men of color believe protecting abortion is an important issue. This is higher in MI (84%), NC (83%), and OH (84%).
- 82% of men of color believe abortion is important when deciding who to vote for.
- However, men of color show a decent amount of neutrality on abortion and abortion-related issues. For example, while 59% of men of color say abortion is very or somewhat important to their vote in 2024, 22% said it was neither important or unimportant.

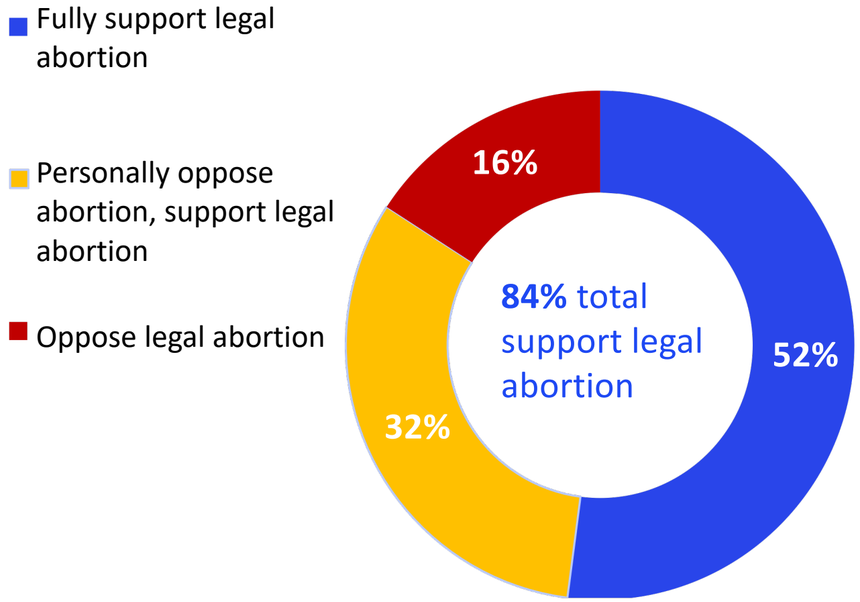
Men of color widely see abortion access as going in the wrong direction and largely support abortion remaining legal.

Q19. Do you feel like the country is going in the right direction or wrong direction when it comes to abortion access?



	Sun Belt	Rust Belt	Black	Latino	AAPI	Dem	Ind	GOP
Right direction	29%	34%	30%	28%	19%	30%	14%	28%
Wrong direction	54%	45%	53%	54%	61%	53%	57%	57%
Not sure	17%	21%	18%	18%	20%	17%	29%	14%

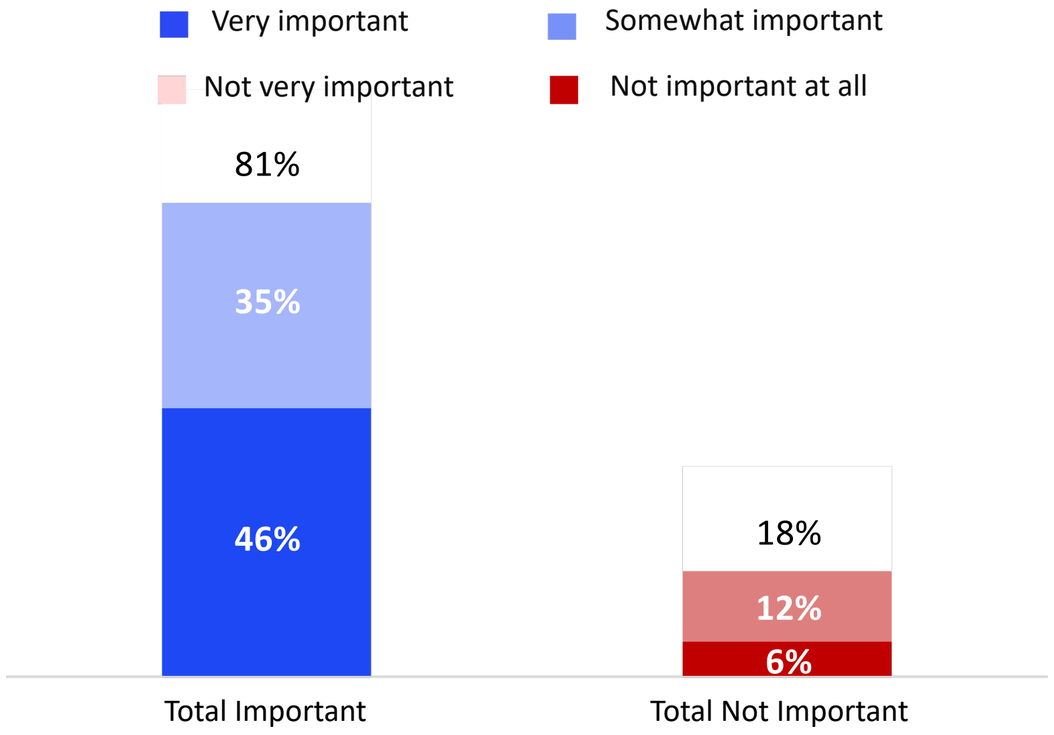
Q33. Here are three statements. Please indicate which of them is closest to your own view.



	Sun Belt	Rust Belt	Black	Latino	AAPI	Dem	Ind	GOP
Total support legal abortion	84%	85%	88%	81%	83%	89%	83%	73%
Total oppose legal abortion	16%	15%	12%	19%	17%	11%	17%	27%

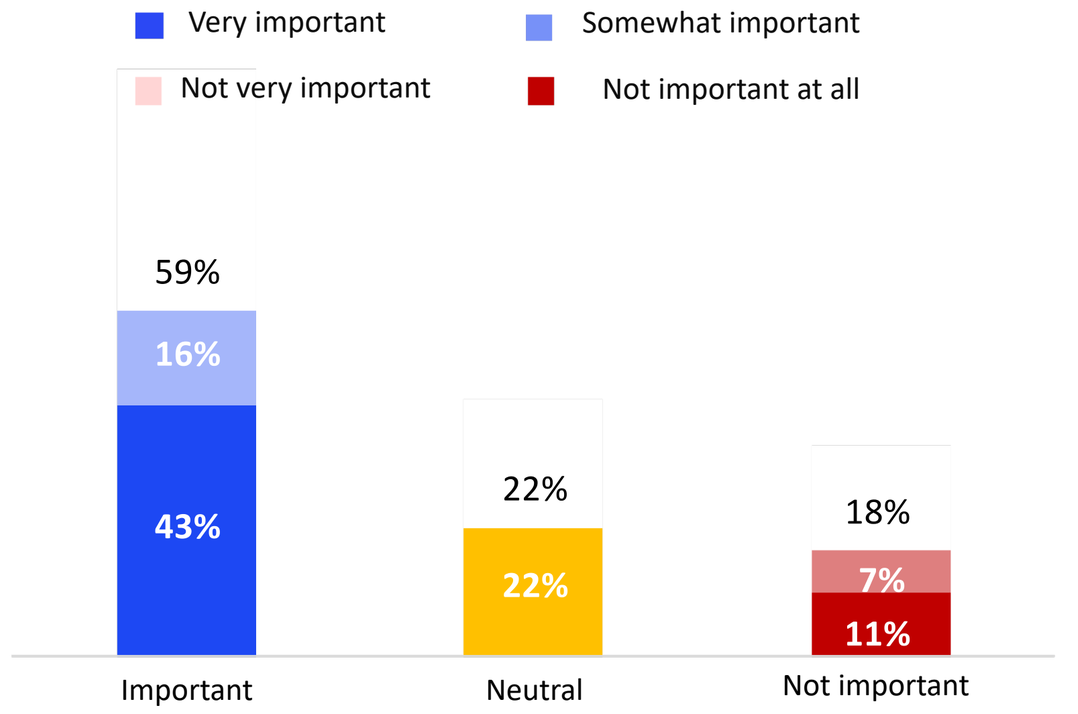
Conceptually, men of color see voting for pro-reproductive rights candidates as important but place slightly less importance on abortion as an issue in 2024.

Q22. How important is it when making a decision on who to vote for that they support protecting abortion access?



	Sun Belt OS states	Rust Belt OS states	Under 50	50+	Likely 2024 voters	50-50 2024 voters	Undecided 2024 voters
Total Important	84%	85%	83%	80%	84%	81%	78%
Total not important	16%	15%	17%	20%	16%	19%	22%

Q29. When thinking about going to vote in 2024 presidential election, how important is the issue of abortion access in your decision to go vote?



	Sun Belt OS states	Rust Belt OS states	Under 50	50+	Likely 2024 voters	50-50 2024 voters	Undecided 2024 voters
Total Important	61%	64%	57%	62%	69%	38%	49%
Total neutral	22%	19%	25%	18%	17%	43%	32%
Total not important	17%	17%	18%	19%	15%	19%	19%

Key Findings

2 While men of color strongly support abortion access in general, just over half believe abortion restrictions impact them. There is an opportunity to involve men of color in the conversation on abortion access and motivate men of color to agree that it is men's role to take stronger action around fighting for abortion access.

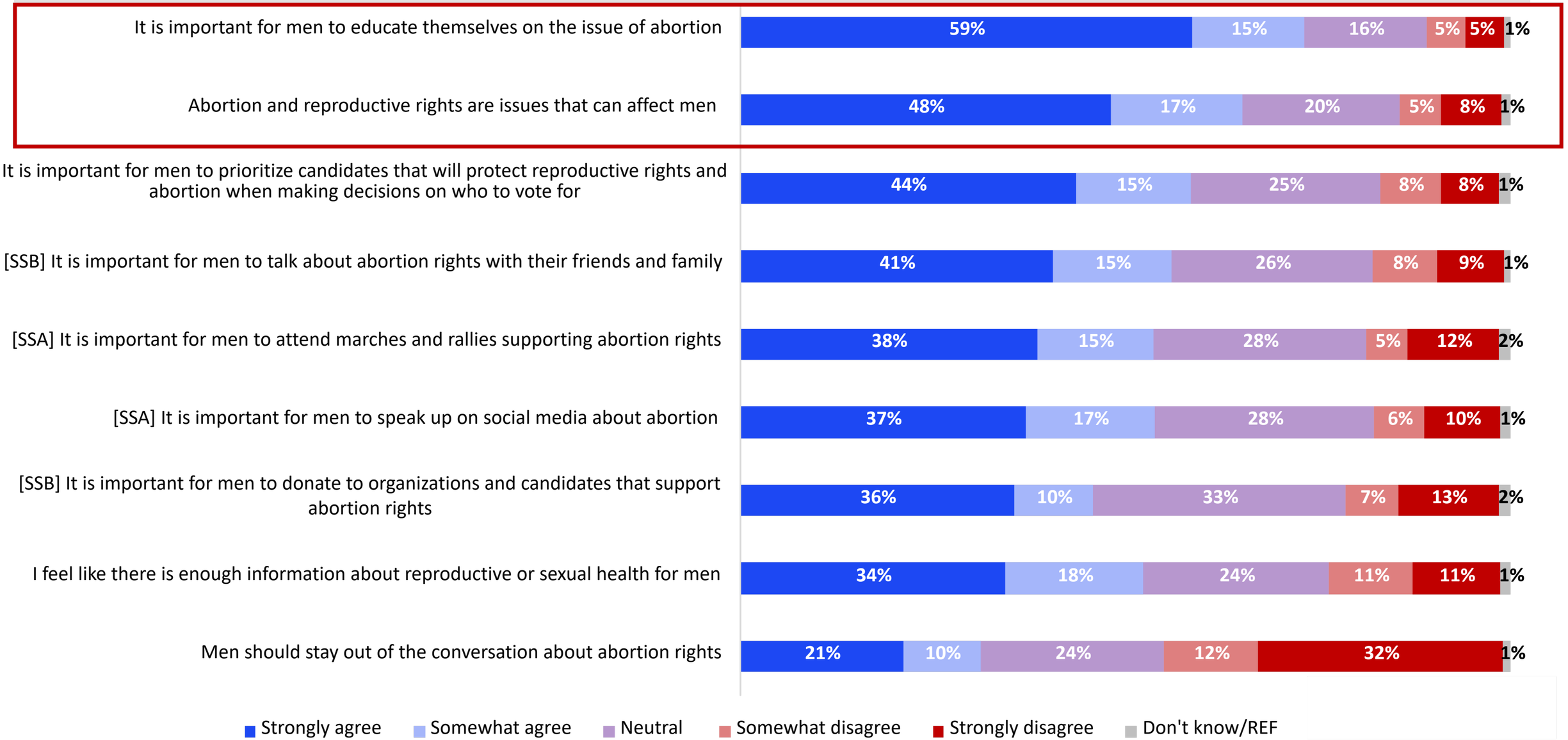
- Men of color are split evenly on whether abortion is an issue that impacts men (51%) or not (49%).

- While 54% of men of color agree that it is important for men to attend marches and rallies supporting abortion rights, 28% of men of color neither agree nor disagree with this statement. Because we see such high levels of supporting abortion rights among men of color in general, we have an opportunity to speak to these men who neither agree nor disagree to motivate them to act to protect abortion.

- This shows there is a high percentage of men who support abortion rights that just need persuading to take additional steps to engage in the fight.

Men of color agree that they should be educated on abortion rights and that they are implicated in this issue. There is more neutrality on taking action around abortion.

Q21. Now here are some things people have said about the role of men on the issue of abortion. For each one, please tell me how much you agree on a scale of 0-10 where “zero” means you strongly disagree, 5 means you neither agree nor disagree, and “ten” means you strongly agree.



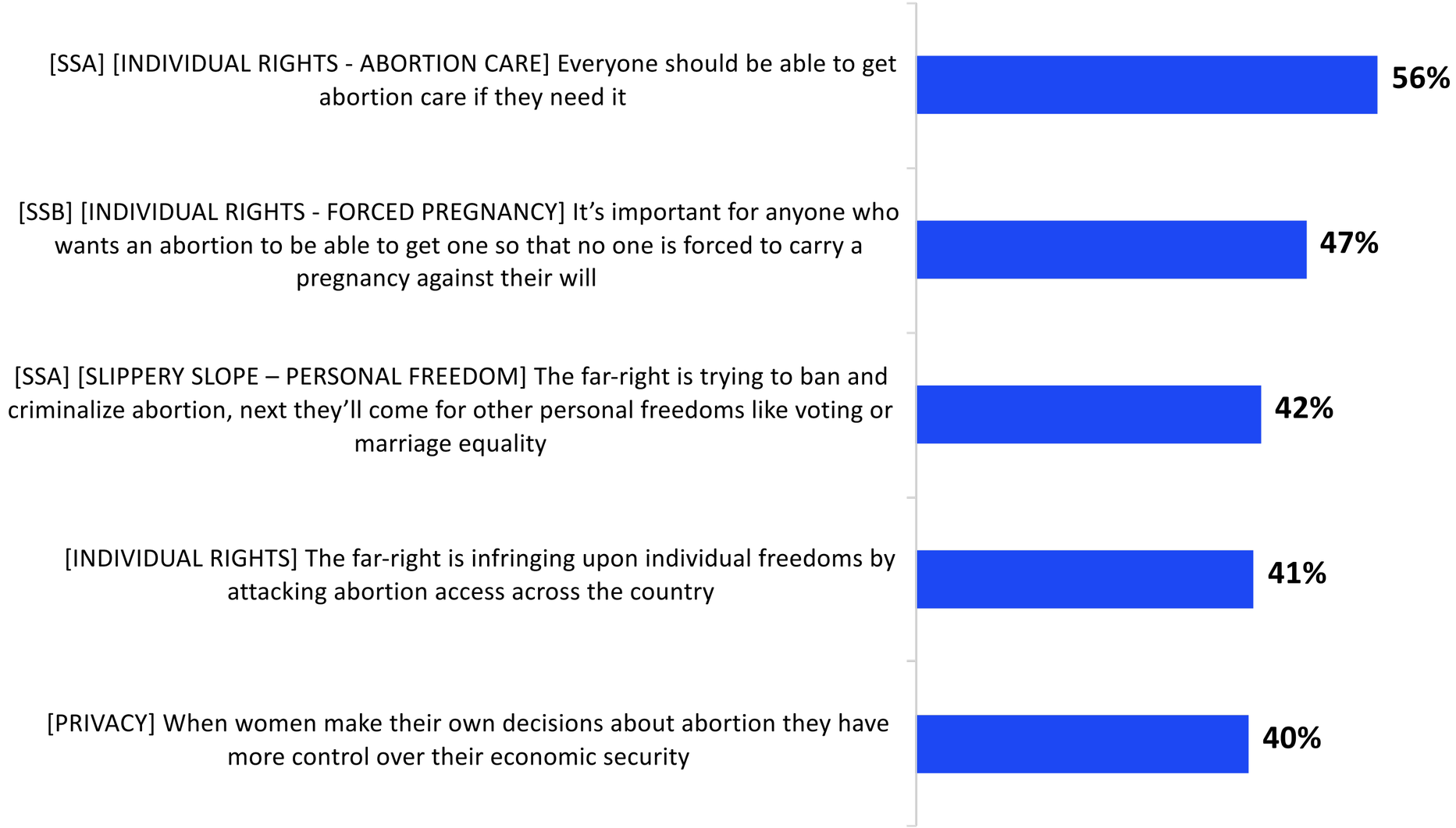
Key Findings

3 Individual rights/personal freedoms, economic security, and IVF are potentially effective frames and issues when thinking about protecting abortion rights for men of color.

- Our top 4 best-testing values around abortion all invoked language about the importance of individual rights and personal freedoms, and that abortion is a part of that.
- Respondents also reacted positively to the message frame about abortion being a part of economic security for women
- Access to IVF has potential to be a powerful messaging device; over 75% of voters are concerned by the embryo ruling in Alabama
- This is the framework we should use in moving men of color along the ladder of engagement to get them more involved in the fight for reproductive rights.

Values which centered on individual rights and personal freedoms tested best with men of color. An economic argument is promising

Q36. Here are some messages that different groups of people have said might convince them to use their voice and vote to support transgender rights issues in the upcoming 2022 midterm elections. Please rate the following messages on a scale of 0 to 10.



Means
7.3
6.7
6.4
6.5
6.6

Key Findings

4 **Most men are paying at least some attention to abortion, which indicates they may be receptive to hearing messaging or information about abortion. Women and medical experts are the trusted messengers when it comes to abortion for men of color.**

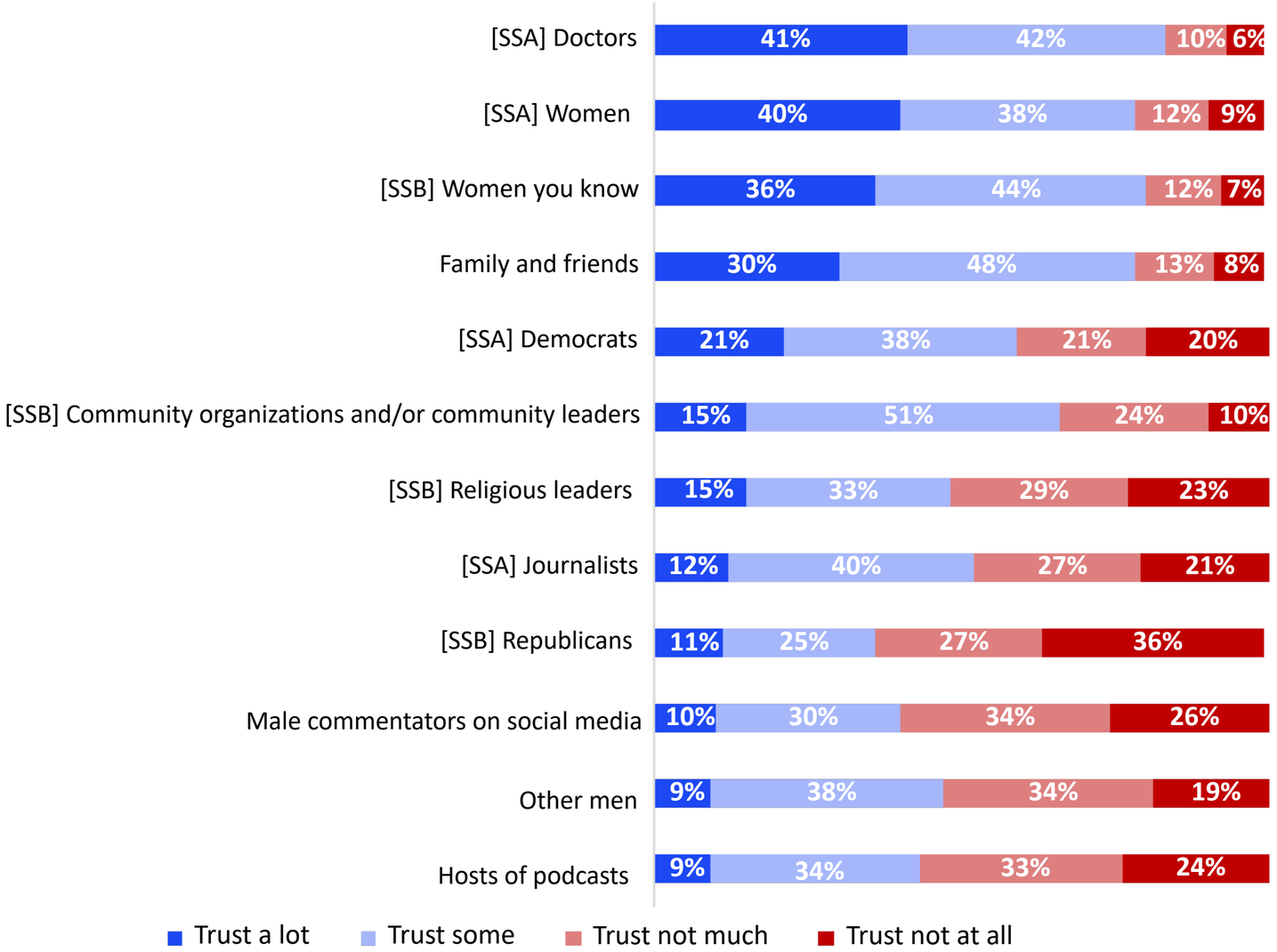
- 63% of men of color say they are paying at least some attention to abortion. They are mostly hearing about this from the news or their women friends.

- Men of color indicated they most trust doctors, women, and women they know on the issue of abortion.

- Additionally, a majority of men of color believe it is important to educate themselves on the issue of abortion, which indicates they are looking for information and women and doctors are trusted sources of that information.

Doctors and women are generally the most trusted sources for information about abortion, with social media commentators and podcasters ranked near the bottom. Democrats have the advantage on Republicans.

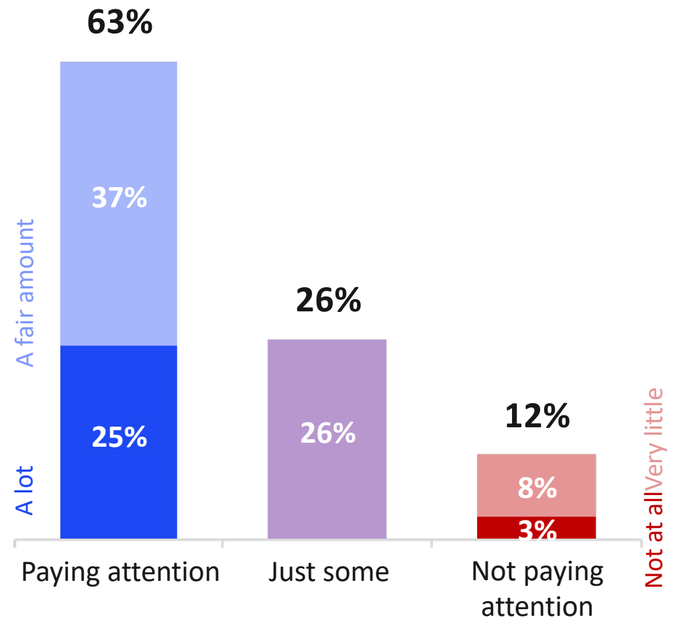
Q20. How much do you trust each of the following when it comes to talking about or getting information about abortion?



	% Total trust								
	Total	Sun Belt	Rust Belt	Under 50	50+	Black	Latino	AAPI	50/50 voters
[SSA] Doctors	83%	83%	83%	80%	88%	84%	82%	85%	74%
[SSA] Women	79%	79%	82%	75%	84%	80%	78%	77%	71%
[SSB] Women you know	80%	82%	89%	81%	79%	81%	79%	81%	73%
Family and friends	79%	81%	79%	78%	80%	79%	79%	78%	72%
[SSA] Democrats	59%	58%	60%	56%	63%	63%	56%	57%	57%
[SSB] Community organizations and/or community leaders	66%	64%	69%	69%	61%	68%	62%	70%	60%
[SSB] Religious leaders	48%	50%	55%	48%	49%	52%	50%	35%	45%
[SSA] Journalists	52%	51%	56%	54%	49%	53%	50%	56%	42%
[SSB] Republicans	36%	41%	39%	41%	30%	33%	44%	26%	36%
Male commentators on social media	40%	42%	45%	44%	35%	43%	42%	27%	45%
Other men	47%	47%	48%	48%	45%	46%	49%	43%	45%
Hosts of podcasts	43%	43%	46%	47%	36%	41%	48%	33%	40%

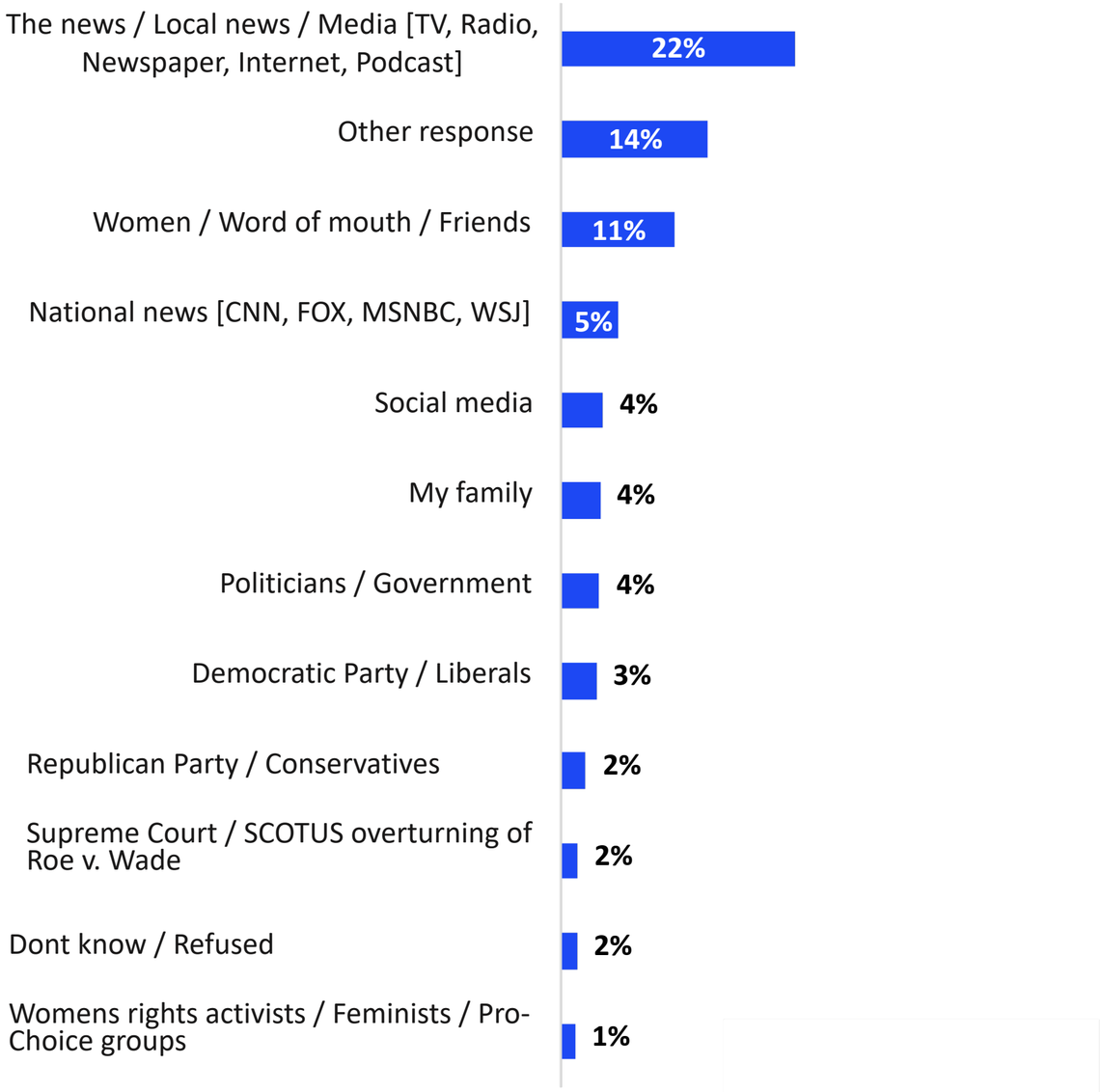
Most men of color are paying attention to abortion-related issues but 1 in 4 report only paying “some” attention.

Q24. How much, if at all, have you been paying attention to the things that are happening in the country when it comes to the issue of abortion?



	Sun Belt	Rust Belt	Black	Latino	AAPI	Dem	Ind	GOP
Total paying attention	64%	72%	63%	63%	59%	69%	54%	58%
Total not paying attention	13%	10%	11%	12%	13%	8%	16%	13%

Q25. From whom are you hearing about abortion the most?



Key Findings

Strategic Recommendations

1 Men of color support protecting abortion access. There are clear opportunities to increase the salience of abortion restrictions as something that directly impacts men of color among those who see it as “somewhat important”.

→ Create and embrace messaging around reproductive rights that includes men. Where possible, find and uplift examples of men being directly affected by abortion restrictions as trusted messengers for persuadable men.

2 While men of color strongly support abortion access in general, just over half believe abortion restrictions impact them. There is an opportunity to involve men of color in the conversation on abortion access and motivate men of color to agree that it is men’s role to take stronger action around fighting for abortion access.

→ Provide more information on what is at stake with abortion access more broadly to men of color who are neutral/not paying as much attention. Make explicit asks of men of color to engage in the fight.

3 Individual rights/personal freedoms, economic security, and IVF are potentially effective frames and issues when thinking about protecting abortion access for men of color.

→ Utilize personal freedoms and individual rights frameworks when messaging on protecting abortion access.

4 Most men are paying at least some attention to abortion, which indicates they may be receptive to hearing messaging or information about abortion. Women and medical experts are the trusted messengers when it comes to abortion for men of color.

→ Create messaging campaigns with women and medical experts as the trusted messenger asking men to speak up and join the fight for reproductive rights.

HITstrategies

ALL IN

Future Research Recommendations:

- Evaluate how different reproductive rights messages resonate with men of color across key battleground states.
- Gain clearer insights into how men of color perceive their role and responsibility in advocating for reproductive rights.
- Explore ways to connect immediate concerns with long-term reproductive rights goals to enhance engagement and overcome neutrality.

HITstrategies

ALL IN

Why HIT?

- HIT connects with, assesses, and gauges the hardest to reach audiences' sentiments and motivations. Not found in typical public opinion research.

- Research the HIT way: A prescripitive, multipronged, and scalable approach to reach that uplifts the voice of an array of audiences.

- Multichannel messagings that transcribes across platforms - at front doors, online, in mailboxes, and across unique and diverse communities.

HITstrategies

ALL IN

How to get in touch with HIT Strategies

- Follow us on social media

@RoshniNedungadi
roshni@hitstrat.com

@aylwardashleym
ashley@hitstrat.com

@HITStrat
For general inquiries, sales@hitstrat.com
HITStrategies
@hitstrategies

HITstrategies

ALL IN

How to get in touch with All* In Action Fund

- Follow us on social media

@allinactionfund

/AllAboveAllAct

@AllInActionFund

/nourbese-flint-58026813

HITstrategies

ALL IN

Future Talker Calls

- Young Voters — August 2024
- Black Voters — September 2024

HITstrategies

ALL IN

Thank You!