



To: National Institute for Reproductive Health
From: Lauren Goldstein, Change Research
Date: March 12, 2021
Re: New Jersey Poll on Reproductive Freedom Act

Key Findings

A poll from Change Research of 978 voters in New Jersey from March 5-11, 2021¹ shows strong support for the Reproductive Freedom Act, as well as abortion rights and expanded access to abortion in general.

Two-thirds of New Jerseyans support the Reproductive Freedom Act. This transcends gender, race, ethnicity and age groups, and a majority from several religious backgrounds, including Protestants and Catholics, support the bill.

An overwhelming majority of New Jersey voters do not want lawmakers to interfere with decisions about abortion.

- 87% of New Jerseyans believe decisions about abortion should be made by pregnant people in consultation with their medical providers.

New Jersey voters display widespread support for abortion rights

- 68% of New Jersey voters believe abortion should be legal in either all or most cases.
- Overall, 80% of New Jersey voters agree that individuals have the right to make their own decision about abortion without political interference. Specifically, 47% of New Jersey voters personally support a person's right to an abortion, and another 33% say that while they are personally against abortion, they do not believe government should prevent someone from making that decision for themselves.

Two-thirds of voters think New Jersey needs to address reproductive health care inequities.

- 66% of voters agree that New Jersey must address health care inequities--whether stemming from racism, income, zip code, insurance, or immigration status--by ensuring everyone can access affordable and high quality health care, including abortion.

New Jersey voters understand the urgency of protecting and expanding access to abortion and want their state legislators to prioritize this issue.

- 72% of New Jerseyans see the restrictions being passed in other states that push reproductive health care out of reach and agree that it's time for New Jersey to take action with the Reproductive Freedom Act to protect access to care.
- 63% of New Jersey voters want their state legislators to prioritize protecting and expanding access to abortion.
- 3 in 5 New Jersey voters say they are "very concerned" or "somewhat concerned" that the Supreme Court might overturn or significantly weaken *Roe v. Wade* in the future and allow states to ban abortion outright or make it impossible to access.

¹ See Methodology, page 2.

METHODOLOGY

Change Research surveyed 978 2020 voters in New Jersey from March 5-11, 2021, with an N=142 oversample of AAPI voters. We used some or all of the following sources to recruit respondents:

- targeted advertisements on Facebook
- targeted advertisements on Instagram
- targeted advertisements on individual websites via Google and/or Facebook's ad platform
- the Lucid sample aggregator, which recruits respondents from dozens of different online panels. All members of these panels are admitted to our survey based on qualification in a pre-screening survey administered by Lucid.
- text messages sent, via the echo19 platform, to cell phone numbers listed on the voter file for individuals who qualified for the survey's sample universe, based on their voter file data

Regardless of which of these sources a respondent came from, they were directed to a survey hosted on SurveyMonkey's website.

Ads placed on social media targeted any person living in New Jersey. As the survey fielded, Change Research used dynamic online sampling: adjusting ad budgets, lowering budgets for ads targeting groups that were overrepresented and raising budgets for ads targeting groups that were underrepresented, so that the final sample was roughly representative of the population across different groups. The survey was conducted in English.

The survey was commissioned by NIRH, and conducted online by Change Research. Post-stratification was performed on gender, age range, race/ethnicity, region, and 2020 Presidential vote. Weighting parameters were estimated based on the electorates from the 2020 general election, obtained from the voter file. That is, if a given age bracket or gender group represented x% of the 2020 electorate, then that same group would be roughly weighted to x% in this survey.

The modeled margin of error* for this survey is 3.45%, which uses effective sample sizes** that adjust for the design effect of weighting.

* We adopt The Pew Research Center's convention for the term "modeled margin of error"(1) (mMOE) to indicate that our surveys are not simple random samples in the pure sense, similar to any survey that has either non-response bias or for which the general population was not invited at random. A common, if imperfect, convention for reporting survey results is to use a single, survey-level mMOE based on a normal approximation. This is a poor approximation for proportion estimates close to 0 or 1. However, it is a useful communication tool in many settings and is reasonable in places where the proportion of interest is close to 50%. We report this normal approximation for our surveys assuming a proportion estimate of 50%.

** The effective sample size adjusts for the weighting applied to respondents, and is calculated using Kish's approximation (2).

(1) <https://www.pewresearch.org/methods/2018/01/26/for-weighting-online-opt-in-samples-what-matters-most/>

(2) Kish, Leslie. Survey Sampling, 1965.

For more information, contact Lauren Goldstein at lauren@changeresearch.com.

LIST OF REPORTED QUESTIONS

1 What is your gender?

- Man
- Woman
- Neither or nonbinary
- Other/Prefer not to say

2 In what year were you born? [TEXT BOX]

3 In what ZIP code do you currently live? [TEXT BOX]

4a What is your race?

- White / Caucasian
- Hispanic or Latino/a
- Black or African American
- Asian / Pacific Islander
- American Indian or Alaska Native
- Other (please specify): [text box]

4b Are you from a Hispanic, Latino/a or Spanish-speaking background?

- Yes
- No

5 What is the highest level of education you have completed?

- High school diploma or less
- Some college, but no degree
- Associate's degree, or two-year college degree
- Bachelor's degree, or four-year college degree
- Graduate degree

6a Are you registered to vote in New Jersey?

- Yes
- No
- Not sure

6b Generally speaking, do you think of yourself as a: [RANDOMIZE]

- Democrat
- Republican
- Independent/Other

[IF INDEPENDENT/ NO PARTY AFFILIATION]

6c Do you consider yourself closer to:

- The Democrats
- The Republicans
- Neither

[IF DEMOCRAT/ REPUBLICAN]

6d Do you consider yourself a:

- Strong [Democrat/Republican]
- Not so strong [Democrat/Republican]

7 How did you vote in the 2020 election for President, or were you unable to vote?

- Joe Biden, the Democrat
- Donald Trump, the Republican
- Jo Jorgensen, the Libertarian
- Did not vote
- Not registered/Too young/Ineligible

8 Do you think abortion should be legal in all cases, legal in most cases, illegal in most cases, or illegal in all cases?

- Legal in all cases
- Legal in most cases
- Illegal in most cases
- Illegal in all cases

9 What statement comes closest to your view on abortion?

- I personally support a person's right to abortion and believe it should be legal and available.
- I am personally against abortion, but I do not believe government should prevent someone from making that decision for themselves.
- I personally believe having an abortion is wrong and should be illegal.
- Not sure

10 How concerned are you that the Supreme Court might overturn or significantly weaken Roe v Wade in the future and allow states to ban abortion outright or make it impossible to access?

- Very concerned
- Somewhat concerned
- A little concerned
- Not concerned at all

11 Do you think it is urgent that states enact laws that protect abortion access now, given the increased possibility that Roe v. Wade may be overturned or significantly weakened?

- Yes
- No
- Not sure

12 Sometimes access to abortion depends more on the laws in your state than on the Supreme Court. What do you want your New Jersey state legislators to prioritize when it comes to abortion access?

- Protecting and expanding access to abortion
- Restricting access to abortion

13 Which statement comes closer to your own view?

- Decisions about abortion should be made by pregnant people in consultation with their medical providers.
- Lawmakers should make decisions about when abortions should be legal and available and under what conditions.

14 The Reproductive Freedom Act would ensure that New Jerseyans have the right to make their own personal health care decisions without political interference, including birth control, abortion, and other pregnancy-related care. Specifically, it will end harmful, medically unnecessary restrictions and high costs on reproductive health care. Do you support or oppose the Reproductive Freedom Act?

- Strongly support
- Somewhat support
- Somewhat oppose
- Strongly oppose
- Not sure

15 "To address health care inequities and disparities, New Jersey should ensure that everyone -- regardless of race, income, zip code, insurance coverage, or immigration status -- gets affordable and high quality health care, including abortion."

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree
- Not sure

16 “As politicians in other states race to push reproductive health care out of reach, it is time for New Jersey to take action and ensure that everyone who needs care is able to access it with dignity and respect. By passing the Reproductive Freedom Act, New Jersey will get rid of harmful, medically unnecessary regulations and protect the freedom to make our own personal decisions over our lives and bodies.”

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree
- Not sure

17 Which of the following best matches your religious affiliation?

- Evangelical
- Protestant, Non-Evangelical
- Observant Catholic
- Non-observant Catholic
- Mormon / Church of Jesus Christ of Latter-day Saints
- Jewish
- Muslim
- Other
- Non-religious