

**TO: Interested Parties**  
**FROM: Hart Research Associates, Lake Research Partners,  
Chesapeake Beach Consulting**  
**DATE: December 5, 2012**  
**RE: Post-Election Analysis Of Voter's Views On The  
Presidential Race And Women's Health Issues**

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*On behalf of Planned Parenthood Action Fund, Lake Research Partners and Chesapeake Beach Consulting interviewed 1200 U.S. presidential election voters, including 200 cell-only voters, on November 4 to 6. Immediately following, Hart Research Associates and Chesapeake Beach Consulting interviewed 1,009 U.S. presidential election voters, including 201 cell-only voters, on November 7 to 9. This memo reviews the key findings of both surveys.*

**Mitt Romney's positions on women's health issues were out of step with a majority of voters.**

- 62% of all voters disagreed with Romney's position to end funding for Planned Parenthood's health services, including 66% of women voters. Similarly, 55% of voters (including 59% of women voters) said that Romney's position on this issue made them think that he was out of step and too extreme.
- 61% of all voters (including 63% of women voters) disagreed with Romney's position to overturn *Roe v. Wade*. A 52% majority of all voters (including 55% of women voters) said that his position to overturn *Roe* made them think he was out of step and too extreme.
- By double-digit margins, voters preferred Barack Obama's position to Mitt Romney's on issues related to women's health, including access to affordable prescription birth control (53% to 30%), funding for Planned Parenthood (51% to 33%), and abortion (49% to 36%). Among the key audiences of women and independent voters, support for Obama's positions was even greater.

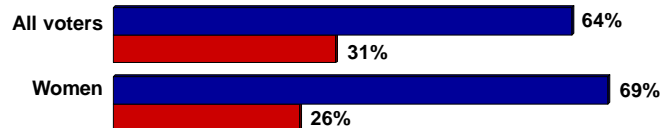
**Planned Parenthood Action Fund and allies were extremely successful in spotlighting Romney's positions on women's health issues for key voters.**

- 64% of all voters (including 69% of women voters) reported that they saw, heard, or read something about Romney's position to end funding for Planned Parenthood health services.
- 55% of all voters (including 59% of women voters) reported that they saw, heard, or read something about Romney's desire to overturn *Roe v. Wade*.

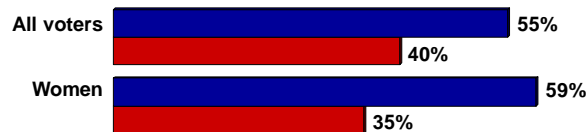
## Women were listening: PPAF and other advocates were successful in breaking through with their spotlight on Romney's record.

■ Saw, heard, read something about this ■ Did not see, hear, read anything about this

Mitt Romney's position that he wanted to end all federal funding for Planned Parenthood's preventive health care services



Mitt Romney's position that he wanted to overturn Roe versus Wade the Supreme Court decision that established abortion as a legal option for women in the U.S.

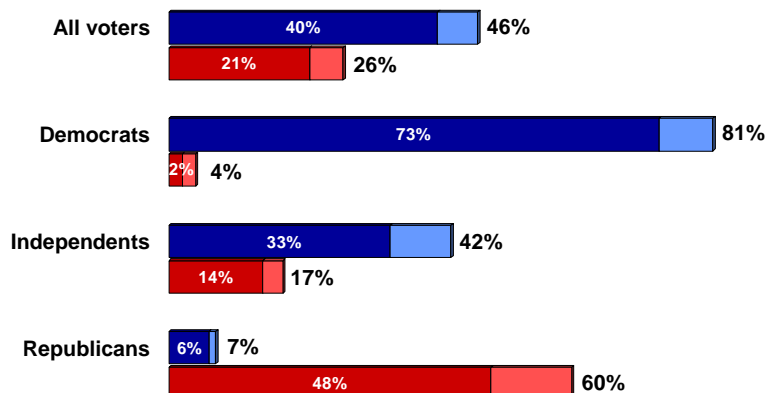


## There is clear evidence that Romney's extreme positions cost him on Election Day, especially among key voting groups.

- When asked whether the candidates' positions on **the issue of affordable birth control** made them more likely to vote for Obama or Romney, voters said they were more likely to vote for Obama by a 19-percentage-point margin. Among women it was a 27-percentage-point margin in Obama's favor.
  - The data show that Democrats were more enthusiastic about Obama's position than Republicans were about Romney's position.

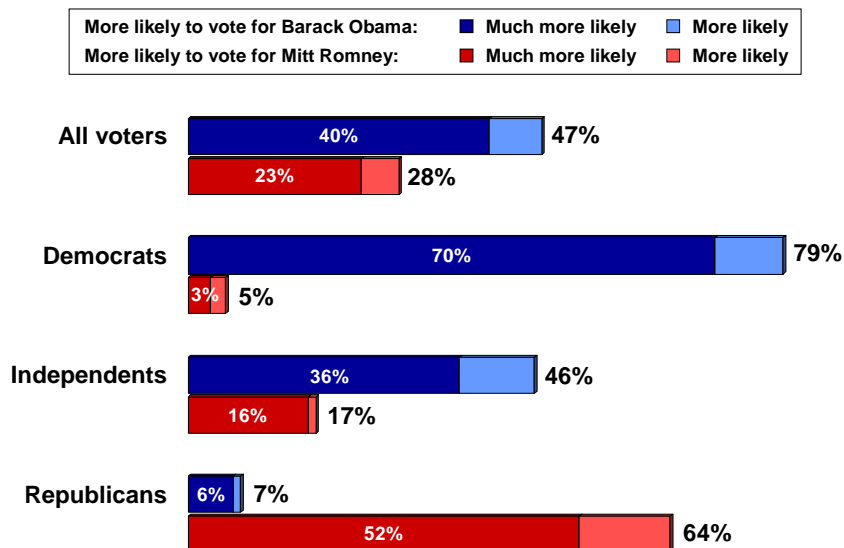
## Likelihood of voting for Obama/Romney based on his position on access to affordable birth control

More likely to vote for Barack Obama: ■ Much more likely ■ More likely  
 More likely to vote for Mitt Romney: ■ Much more likely ■ More likely



- Voters who were most likely to say they were much more likely to support Obama for his views on access to affordable birth control include Latinos\* (64%), African Americans (63%), unmarried women without children (54%), Pacific-region voters (54%), post-graduates (53%), unmarried women (53%), and younger women (52%), among other groups.
- On **the issue of abortion**, voters were more likely to vote for Obama by a 19-percentage-point margin (47% to 28%), with women voting for Obama by a 25-percentage-point margin (51% to 26%).
  - Independents said that because of the candidates' positions on abortion, they were more likely to vote for Obama over Romney by 30 points. A plurality (47%) were more likely to vote for Obama, with 36% much more likely; 17% were more likely to vote for Romney (16% much more likely).

### Likelihood of voting for Obama/Romney based on his position on abortion

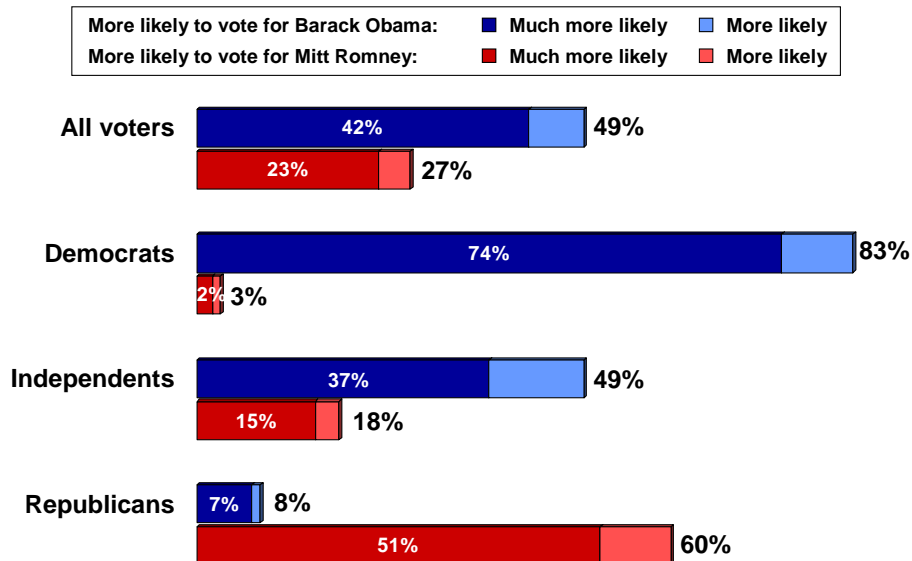


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- Those who were most enthusiastic about Obama's positions on abortion include Latinos\* (65% much more likely to vote for Obama), African Americans (62%), unmarried women (53%), mothers, (51%), and working women (51%), among other groups.

\* Note the small sample size.

- Finally, on **the issue of providing federal funding to Planned Parenthood health centers to pay for preventive health care such as cancer screenings and breast exams**, voters were more likely to vote for Obama by a 22-percentage-point margin (49% to 27%). Women favored Obama by a 31-percentage point margin (54% to 23%) on this issue.
  - Independents also preferred Obama on the issue of federal funding for Planned Parenthood. Nearly half (48%) of independents said they were more likely to vote for Obama, with 37% much more likely; 19% were more likely to vote for Romney, with 15% much more likely.

### Likelihood of voting for Obama/Romney based on his position on federal funding for Planned Parenthood health centers



- Subgroups that were most enthusiastic about voting for Obama because of his position on federal funding for Planned Parenthood include Africans Americans (71%), Latinos (60%), unmarried women (57%), younger women (55%), voters from large metropolitan regions (53%), and post-graduates (50%), among other groups.