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TO: Interested Parties
FROM: Jane Rayburn, Director – EMC Research
RE: Attitudes of Massachusetts Registered Voters
DATE: August 1, 2017

The following findings are from a telephone survey conducted June 20 – 29, 2017, of 1,020 randomly selected registered voters in the state of Massachusetts. The results have an overall margin of error of ±3.1 percentage points and were weighted in order to resemble demographics of registered voters in the state. The survey included both landlines and cell phones.

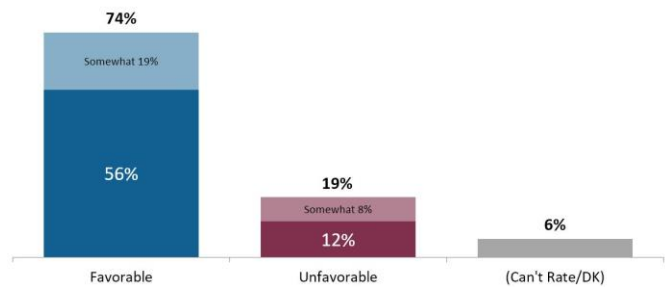
Executive Summary:

While harsh critics of Planned Parenthood have increased their rhetoric and a new Republican administration has begun crafting policy that threatens the organization, a strong majority of Massachusetts voters support Planned Parenthood. Voters feel the services provided by Planned Parenthood are important, and support the continued government funding of the organization. At a time when healthcare reforms are being discussed daily in the news, voters are solidly of the mind that they want to see existing healthcare access protected and reject efforts to reduce access, particularly for low-income families.

Key Findings:

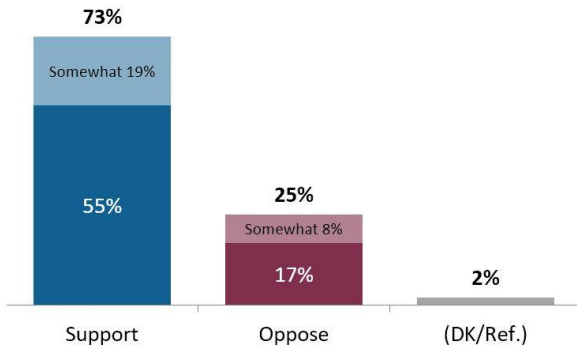
Massachusetts voters have a very favorable opinion of Planned Parenthood. Support for the organization continues to be strong, as politicians in Washington D.C. continue to attack Planned Parenthood, abortion rights, and access to reproductive health centers for women. Among registered voters, opinions toward the organization are very favorable (74% favorable; 56% *strongly favorable*). Strongly favorable opinions toward Planned Parenthood have increased by 5 percentage points in the past year, as voters solidify their support behind the organization in this contentious political climate (June 2016: 74% favorable; 51% *strongly favorable*).

Favorability Rating of Planned Parenthood



Voters favor candidates who support Planned Parenthood in Massachusetts. Seventy-eight percent (78%) of registered voters indicate that they want their candidate to support Planned Parenthood, with 23% saying that a candidate “must support Planned Parenthood” to earn their vote.

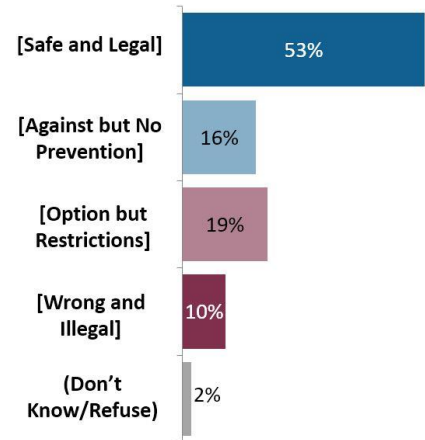
Government Funding for Planned Parenthood



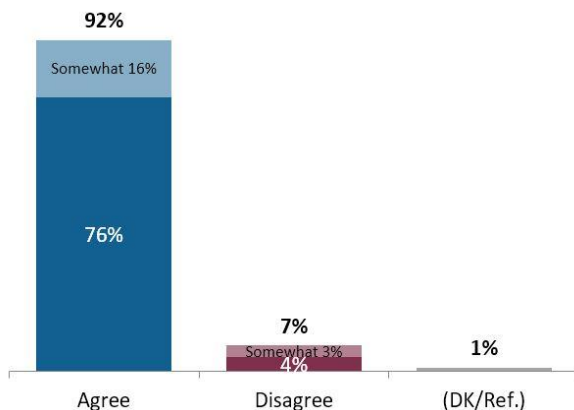
Voters support government funding for Planned Parenthood, in their efforts to provide reliable and safe family planning services – particularly for low-income families. Nearly three-quarter (73%) of Massachusetts voters support government funding for Planned Parenthood. This includes a majority (55%) who strongly support this funding. This is backed by a real awareness among voters of the services provided by Planned Parenthood, as 85% indicate they are either very or somewhat aware that the organization provides a wide variety of preventative health services.

On the issue of abortion, a majority (53%) indicate that they believe the procedure should be “safe and legal.” A further 16% of voters say that while they are personally against abortion, but do not believe government should prevent a woman from making medical decisions for herself in consultation with her doctor. Support for the legality of abortion is strong, at 70% overall. Within this strong majority of voters we find a diverse coalition of Democrats, Unenrolled, and some Republican voters, as well as voters who are moderate or conservative in ideology.

Opinions on Abortion Legality



Birth Control as a Preventative Health Service



Access to affordable contraceptives is considered extremely important to Massachusetts voters, as 92% either strongly or somewhat agree that birth control methods are a basic, preventative health service that should be affordable for everyone. Intensity behind this opinion is formidable, with 76% indicating that they strongly agree contraceptives should be affordable. There is also strong support for a birth control guarantee as law, as 81% of voters either strongly or somewhat support the passage of a law in the Massachusetts legislature guaranteeing insurance coverage for birth control at no additional cost to patients.