

TO: Planned Parenthood Action Fund  
FROM: Global Strategy Group  
DATE: December 14, 2016  
RE: **Planned Parenthood and abortion rights in Nevada**

---

Our research during the course of Nevada's US Senate race in 2016 affirmed that Nevada is strongly pro-choice and positive feelings for Planned Parenthood extend to every corner of the state. A post-election survey revealed that the most potent attack leveled against Republican Joe Heck criticized him for his anti-choice positions and votes to defund Planned Parenthood. Our on-going research also reveals that Planned Parenthood's political and advocacy organizations' messaging holding Heck accountable for his record was very effective in eroding his standing on women's issues. Moving forward, elected officials in Nevada who take anti-choice positions generally, and vote to defund Planned Parenthood specifically, do so at their own risk.

- **Protecting a woman's right to choose is a major priority for most Nevadans:** In our post-election survey of Nevadans who voted in the election, a majority (65%) say that protecting a woman's right to choose should be a major priority for the state's congressional delegation. This includes most Democrats (88%) and Independents (64%) along with a significant number of Republicans (40%).
- **Planned Parenthood is popular throughout Nevada:** Most Nevadans rate Planned Parenthood favorably (55% favorable/31% unfavorable). These positive feelings extended to whites (52% fav/37% unfav) and Hispanics (56% fav/19% unfav), as well as in both the Las Vegas (55% fav/30% unfav) and Reno (56% fav/32% unfav) media markets. It is not a surprise that most Democrats view Planned Parenthood favorably (79% fav/8% unfav), but commanding majorities of Independents (57% fav/29% unfav) and the persuadable swing targets in the US Senate race also rate it favorably (64% fav/17% unfav).
- **Heck's opposition to choice and Planned Parenthood was the strongest negative against him:** In our post-election survey, voters said Heck's anti-choice position and votes to defund Planned Parenthood were, by far, the most convincing reason to vote against him. Nearly two-thirds (62%) rated this a convincing reason to vote against Heck, including 46% who rated it a "very convincing" reason. This was easily the strongest of five arguments tested in the survey, beating the second-place argument by 9 points.

*Joe Heck joined Washington Republicans and voted 10 times to defund Planned Parenthood. And, he's voted against a woman's right to choose – even in the case of rape or incest.*

- **Planned Parenthood's attacks markedly eroded Heck's standing on women's issues:** In June, opinion was relatively mixed on whether Heck was "out of touch on issues effecting Nevada women" (only +7 describes well). By the end of the campaign in October, Planned Parenthood's political and advocacy organizations' messaging that held him accountable for his anti-choice and defunding policies dramatically increased the belief that he was out-of-touch on women's issues (+20 describes well).

#### **ABOUT THIS RESEARCH**

*The data above comes from surveys conducted by Global Strategy Group among 800 likely November 2016 voters in Nevada on June 6-16; September 9-18; October 13-19. And, a survey conducted among 800 November 2016 voters in Nevada between November 8-14, 2016. The results for each survey have a margin of error of +/-3.5% and care has been taken to ensure the geographic and demographic divisions of the electorate are properly represented based on past voter turnout statistics.*