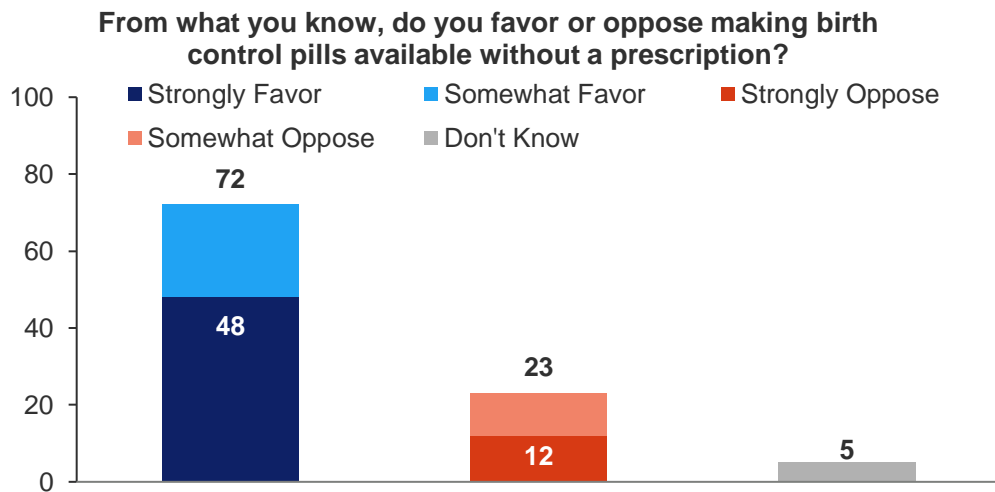


May 5, 2023

To: Interested Parties
Fr: Impact Research
Re: Voters Support Making Birth Control Pills Available Over the Counter

Voters across the demographic and partisan spectrum support making the pill available over the counter (OTC). Support is resilient, and after offering additional positives and negatives attacking it, support holds at 69%.

- Oral birth control pills are viewed favorably and support is high for making the pill available OTC.** Nearly eight-in-ten voters have a favorable view of birth control pills (79% favorable / 15% unfavorable) and more than 7-in-10 voters (72%) favor making the pill available OTC with a near-majority strongly favoring (48%) OTC birth control, while just 23% oppose it.



This is not a partisan issue: majorities of Democrats, Independents, and Republicans view the pill favorably and favor making it available OTC. Strong majorities across crucial groups also support OTC birth control pills, including suburban women (74% favor / 20% oppose), Black women (77% favor / 16% oppose), Hispanic women (81% favor / 15% oppose), and voters in states where there have been efforts to restrict contraceptive access (71% favor / 24% oppose).

- Only 7% of voters oppose OTC birth control but WOULD support if there are age restrictions.** Opponents of making the pill available OTC are more likely to say that they do not support making it available OTC under any circumstances (56%) rather than making it available with age restrictions (32%).

Findings are based on a survey conducted April 12-18, 2023 among N=1000 likely 2024 voters, with oversamples of N=300 in Key States, N=200 Suburban Women, N=100 Black Women, and N=100 Hispanic Women. The margin of error overall is +/- 3.1%; for subgroups it varies and is higher.

- **The most powerful arguments in support of making the pill available OTC are that it will prevent unintended pregnancies, especially in teens, and that in a post-Dobbs world it is more important than ever to avoid unintended pregnancy.** The pill as a tool in helping reduce unintended pregnancies, especially teen pregnancies, and allowing women to make their own healthcare decisions, is most convincing to voters, as is raising the stakes for doing this by reminding voters that post-Dobbs it is even more important to prevent unintended pregnancy.
- **A strong majority of voters still favor OTC birth control after both positive and negative messaging.** After hearing messaging in favor of and against making the pill available OTC, there is little change in voters' views. A strong majority still favor the proposal (69% favor / 27% oppose), with those who strongly favor it (41%) outnumbering the total who oppose.

Recommendations

- Drive the importance of making the pill available over the counter as a way of making contraception more widely available. Making contraceptives more available is personally important to a strong majority of voters. Voters are also incredibly favorable towards the pill and support for making it OTC starts high and remains high after messaging for and against.
- Frame the pill as a tool for helping people make their own healthcare decisions and for preventing unintended pregnancies. These messages were most effective overall and among Independents. A secondary message can focus on safety and effectiveness and include endorsements from the medical community.
- Do not cede ground on age restrictions. For some opponents, age restrictions soften their concerns, but age is not a barrier for voters supporting this. Explicitly push back on age restriction arguments by focusing on the reduction of unintended pregnancies, particularly unintended teen pregnancies.
- Call out opponents for being the same ones taking away abortion rights. There is enormous energy against abortion restrictions and making it clear that those against making the pill available OTC are the same that want to ban abortion makes the motives of the opponents very clear.

