



Public Support for Planned Parenthood & Reproductive Health Care

— JULY 2024



Methodology

This poll was conducted between June 26-27, 2024 among a sample of 2,205 adults. The interviews were conducted online and the data were weighted to approximate a target sample of adults based on age, gender, race, educational attainment, region, gender by age, and race by educational attainment. Results from the full survey have a margin of error of plus or minus 2 percentage points.

Key Takeaways: Support for Planned Parenthood

1 Adults overwhelmingly support and trust Planned Parenthood and support the organization's mission.

- More than three-fourths of adults (77%) have a favorable view of Planned Parenthood.
- Three-fourths of adults (74%) say they trust Planned Parenthood.
- After learning about Planned Parenthood's mission, 82% of adults express support for the organization.

2 People believe Planned Parenthood has a positive impact on communities.

- Eight in ten adults (79%) think Planned Parenthood has a positive impact on the communities it serves.
- Three-fourths (74%) would be concerned if Planned Parenthood didn't exist anymore.
- One third (32%) of adults have a close friend or loved one who has received care from a Planned Parenthood health center.

3 Planned Parenthood is a trusted source for information and people rely on the organization to learn about sexual and reproductive health.

- More than three-fourths of adults (77%) trust Planned Parenthood to provide honest information.
- Nearly a third of adults (31%) have learned about sexual and reproductive health from a Planned Parenthood source, such as a website or sex education program.

Key Takeaways: Support for Reproductive Health Care & Sex Ed

1

Adults show overwhelming support for access to reproductive health care and sex education.

- Nearly all adults (96%) agree it's important for people of all incomes to have access to reproductive health care.
- Nine in ten adults (91%) think it's important for young people to have access to age-appropriate sex education that covers a wide range of topics, including more than half (56%) who think it's *very important*.

2

Adults overwhelmingly support the federal government providing funding for reproductive health care, including funding specifically for Planned Parenthood.

- Nine in ten adults (91%) think it's important for the federal government to provide funding for people with low-incomes to access reproductive health care.
- When asked specifically about government funding for Planned Parenthood health centers to provide services such as cancer screenings and birth control for people with lower incomes, 82% of adults think this funding should be provided.

3

Adults think it's important for companies or brands to speak out in support of reproductive health care and rights.

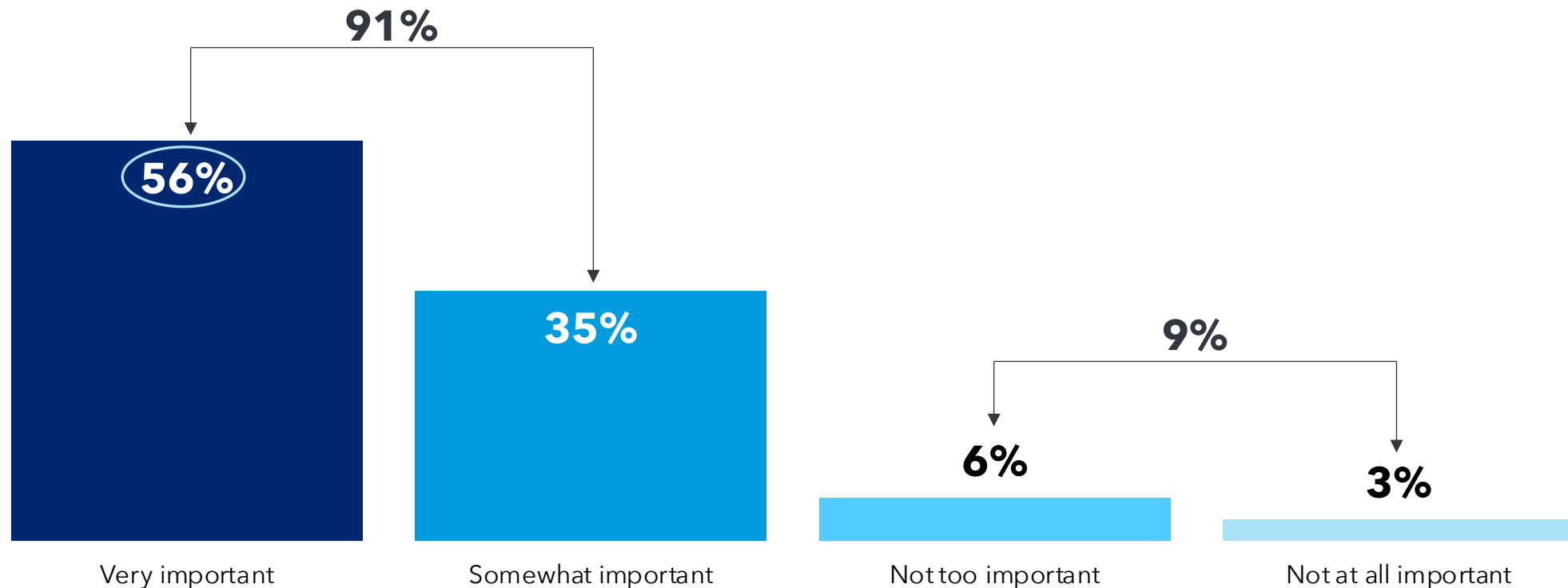
- Three-fourths of adults (76%) think it's important for companies or brands to voice their support for reproductive health and rights, including abortion access.

Sentiment on Reproductive Health

SENTIMENT ON REPRODUCTIVE HEALTH

A strong majority of adults think it is important for young people to have access to age-appropriate sex education that covers a wide range of topics, including more than half (56%) who think it is *very important*.

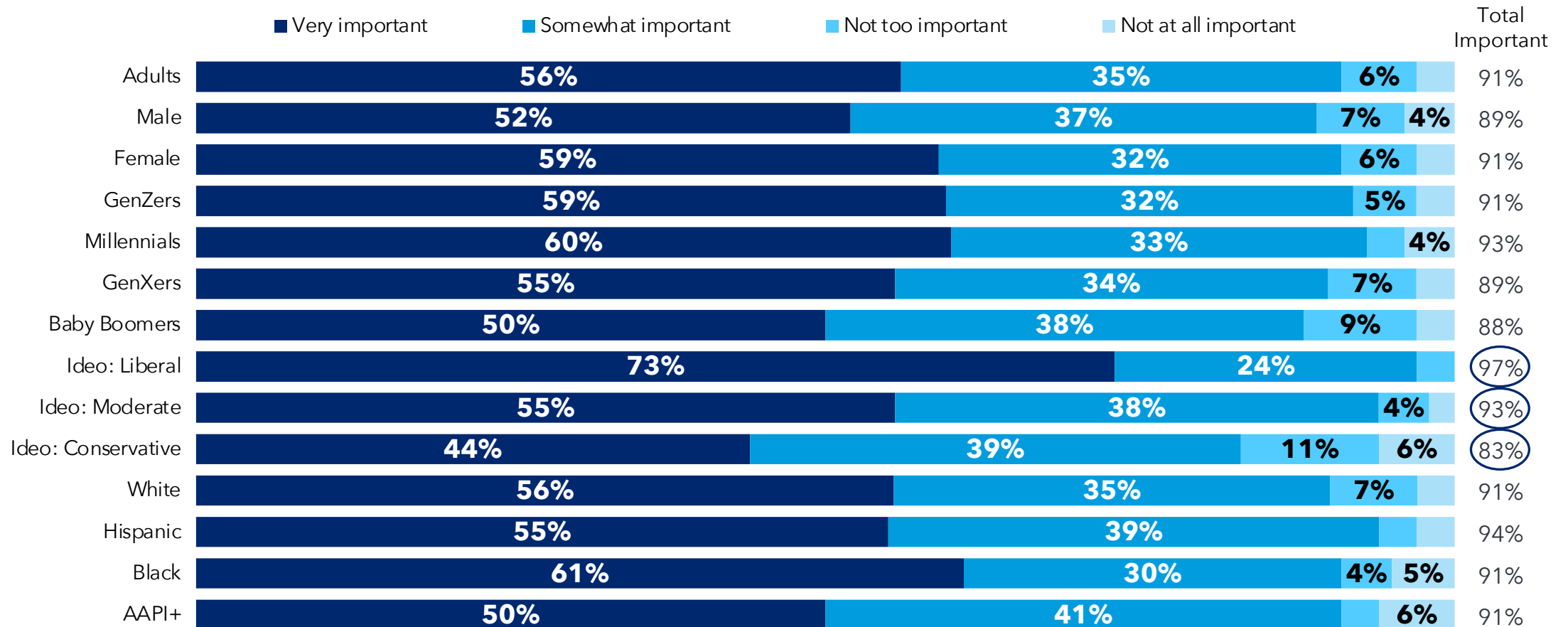
How important, if at all, do you think it is that young people have access to sex education that is age-appropriate and covers a wide range of topics?



SENTIMENT ON REPRODUCTIVE HEALTH

Adults across ideological groups agree it is important for young people to have access to sex education that is age appropriate and covers a wide range of topics.

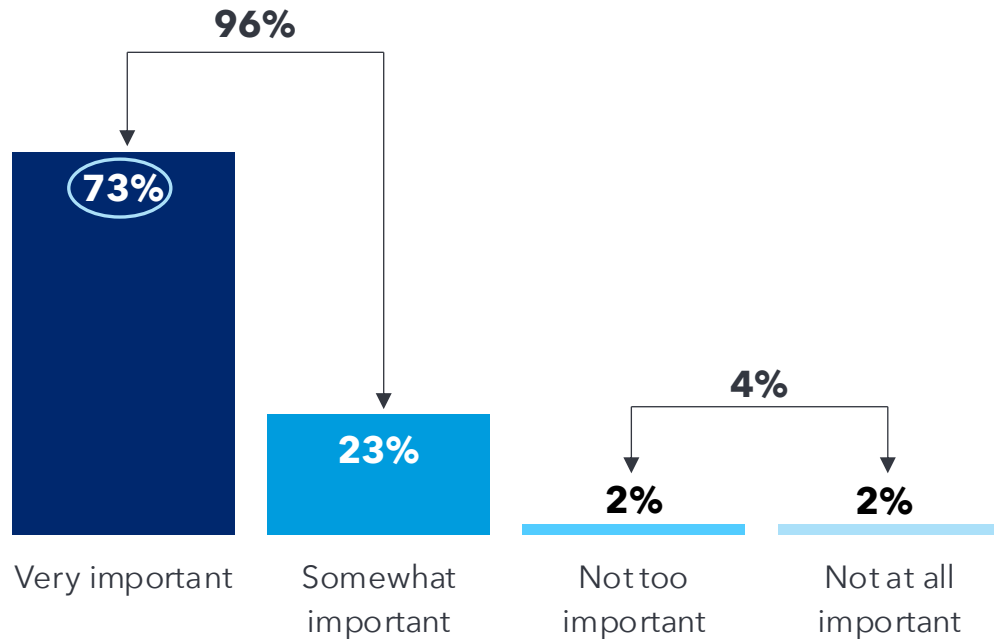
How important, if at all, do you think it is that young people have access to sex education that is age-appropriate and covers a wide range of topics?



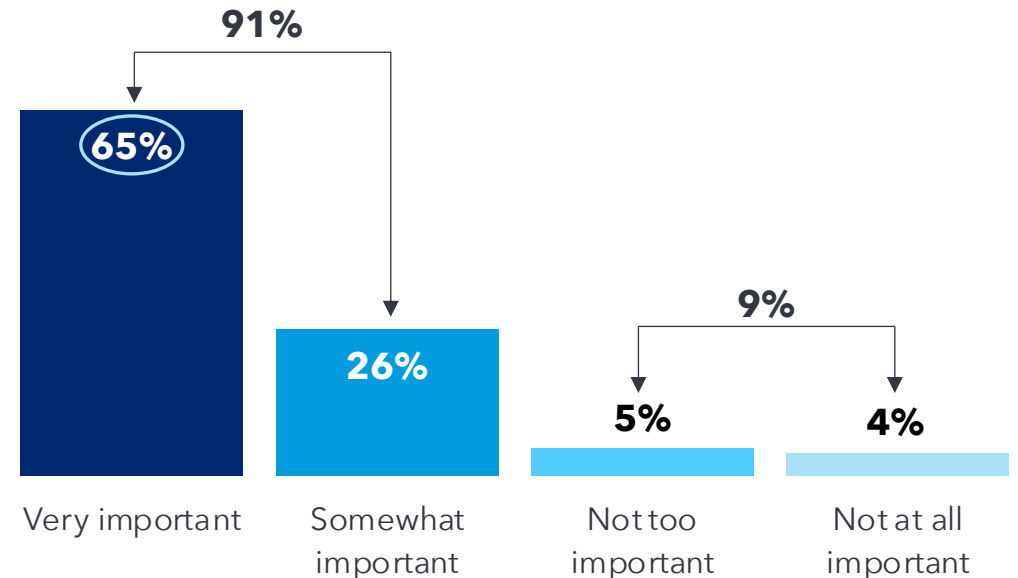
SENTIMENT ON REPRODUCTIVE HEALTH

Adults are in near unanimous agreement that access to reproductive health care is important (96%), and the strong majority believe federal government funding is important to ensure access for people with lower incomes (91%).

How important, if at all, do you think it is that people, regardless of income, have access to **reproductive health care**, such as birth control, STD testing and treatment, cancer screenings, and other family planning services?



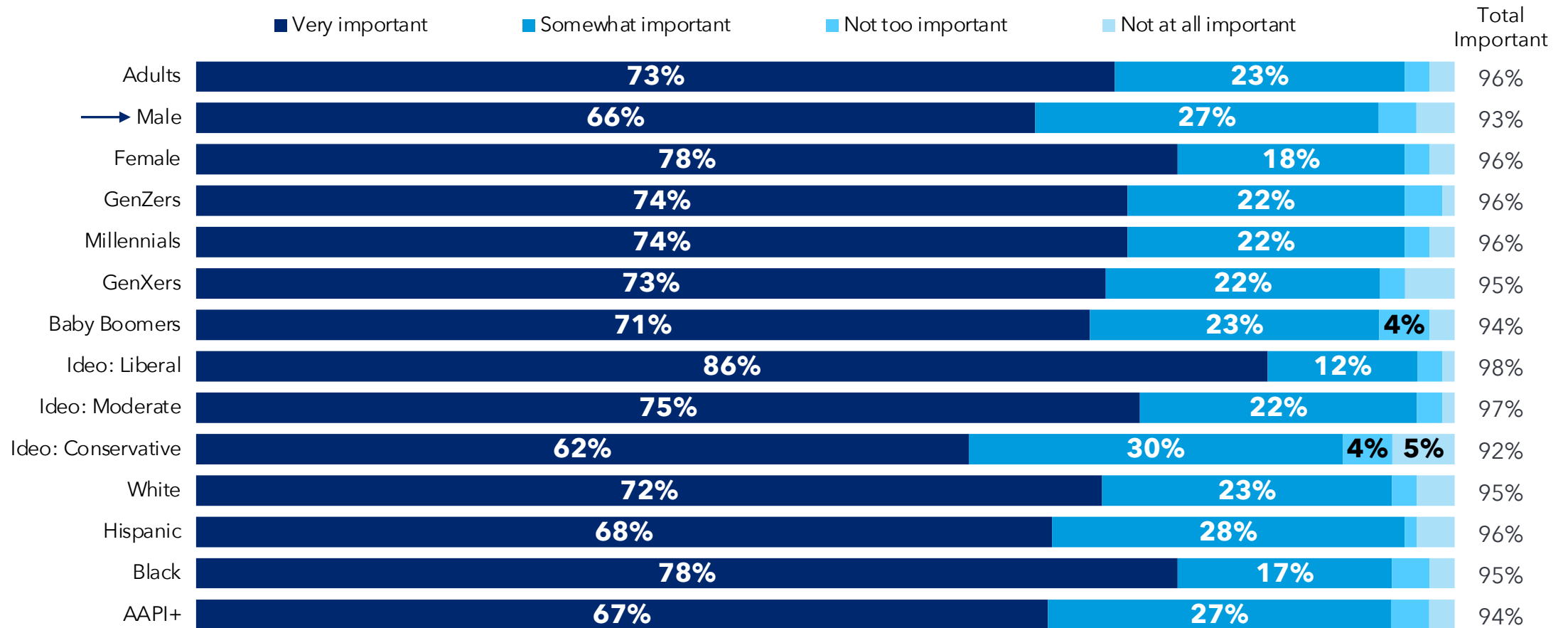
How important, if at all, is it that the **federal government** provides funding so that people with lower incomes can access reproductive health care, such as birth control, STD testing and treatment, cancer screenings, and other family planning services?



SENTIMENT ON REPRODUCTIVE HEALTH

An overwhelming majority of adults among tested demographics think reproductive health care access is important, including two-thirds of men (66%) who think this access is *very important*.

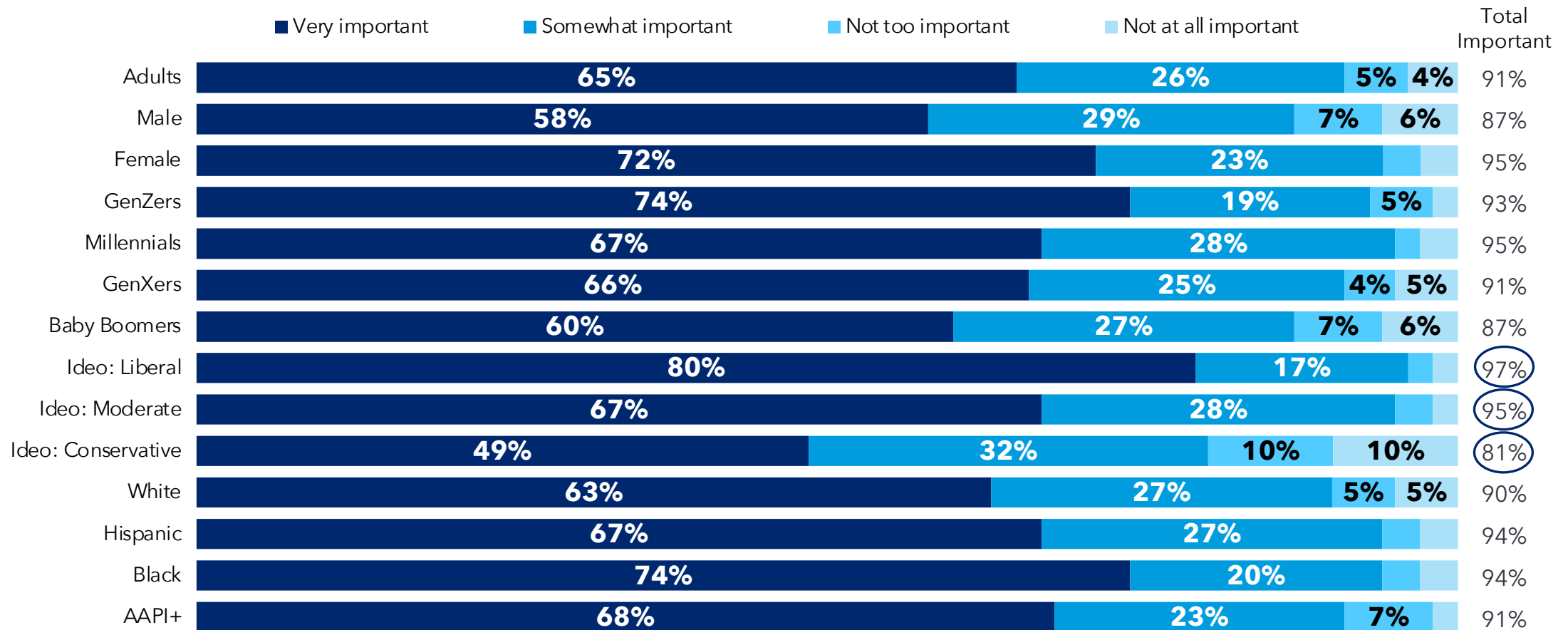
How important, if at all, do you think it is that people, regardless of income, have access to **reproductive health care**, such as birth control, STD testing and treatment, cancer screenings, and other family planning services?



SENTIMENT ON REPRODUCTIVE HEALTH

The majority of adults across ideological groups agree it is important for the federal government to provide funding to ensure reproductive health care access for people with lower incomes.

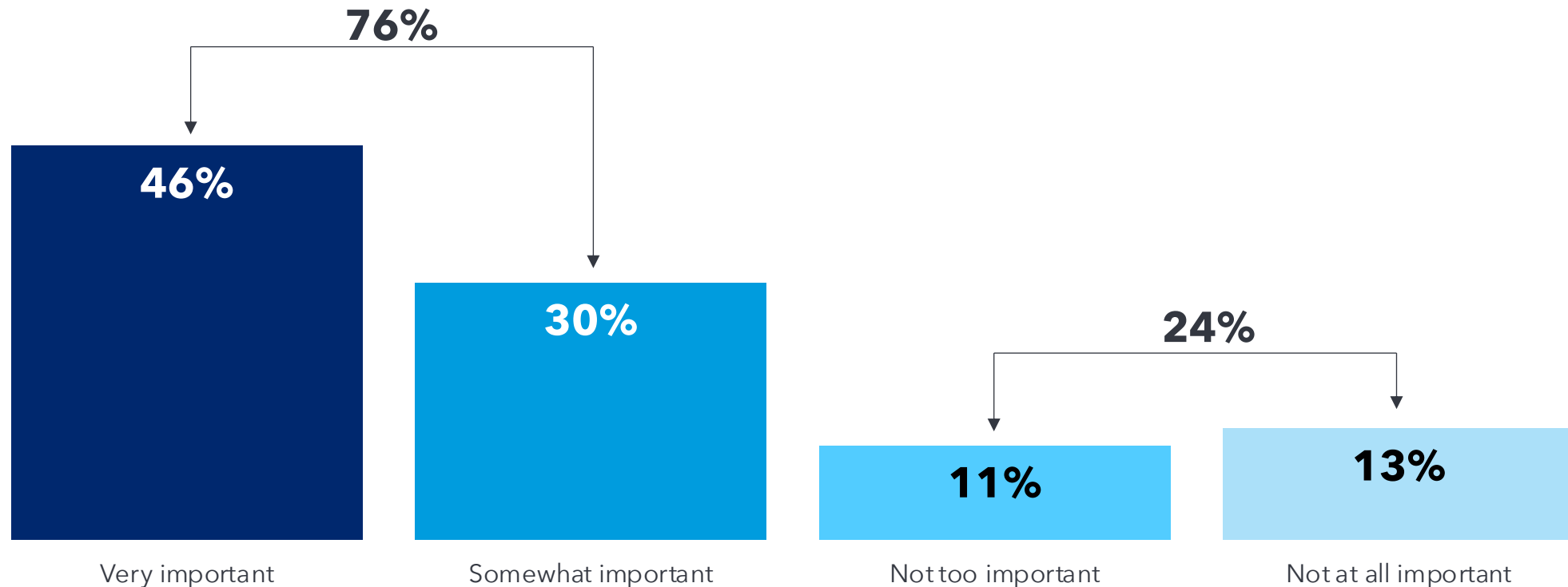
How important, if at all, is it that the **federal government** provides funding so that people with lower incomes can access reproductive health care, such as birth control, STD testing and treatment, cancer screenings, and other family planning services?



SENTIMENT ON REPRODUCTIVE HEALTH

Three-fourths of adults (76%) think it's important for companies or brands to voice their support for reproductive health and rights, including abortion access.

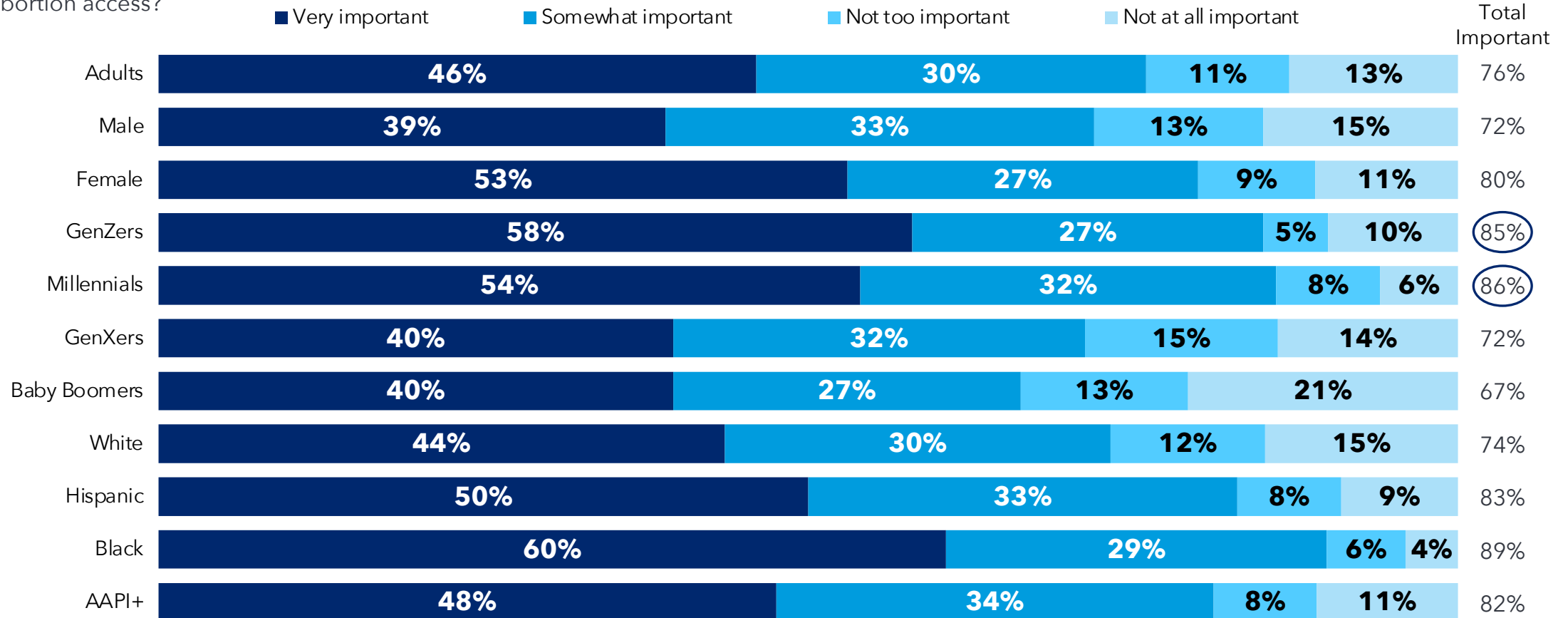
How important, if at all, do you think it is for companies or brands to speak out or take a stance **supporting reproductive health and rights**, including abortion access?



SENTIMENT ON REPRODUCTIVE HEALTH

A strong majority of GenZers (85%) and Millennials (86%) as well as older generations like GenXers (72%) and Baby Boomers (67%) agree on the importance of companies to openly support reproductive health and rights, suggesting the stance could attract the attention of younger generations without alienating others.

How important, if at all, do you think it is for companies or brands to speak out or take a stance **supporting reproductive health and rights**, including abortion access?

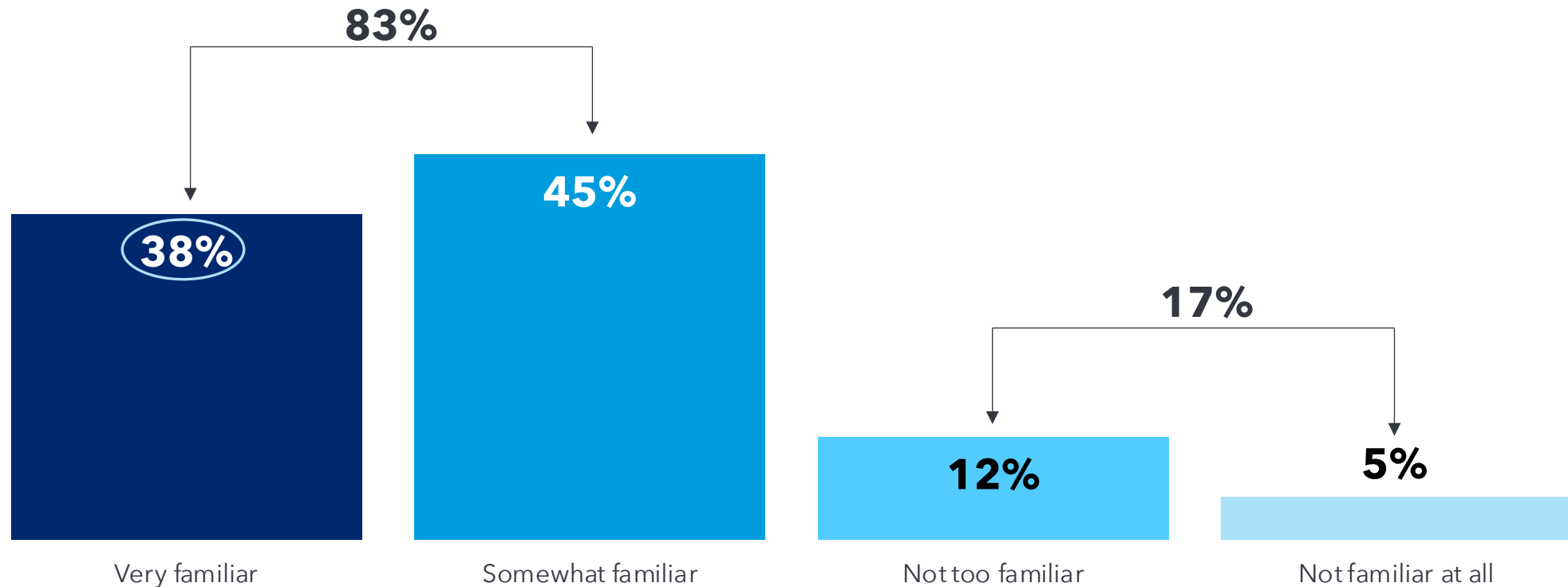


Planned Parenthood

PLANNED PARENTHOOD DEEP-DIVE

A majority of adults (83%) are familiar with Planned Parenthood with more than one-third (38%) who say they are *very familiar*.

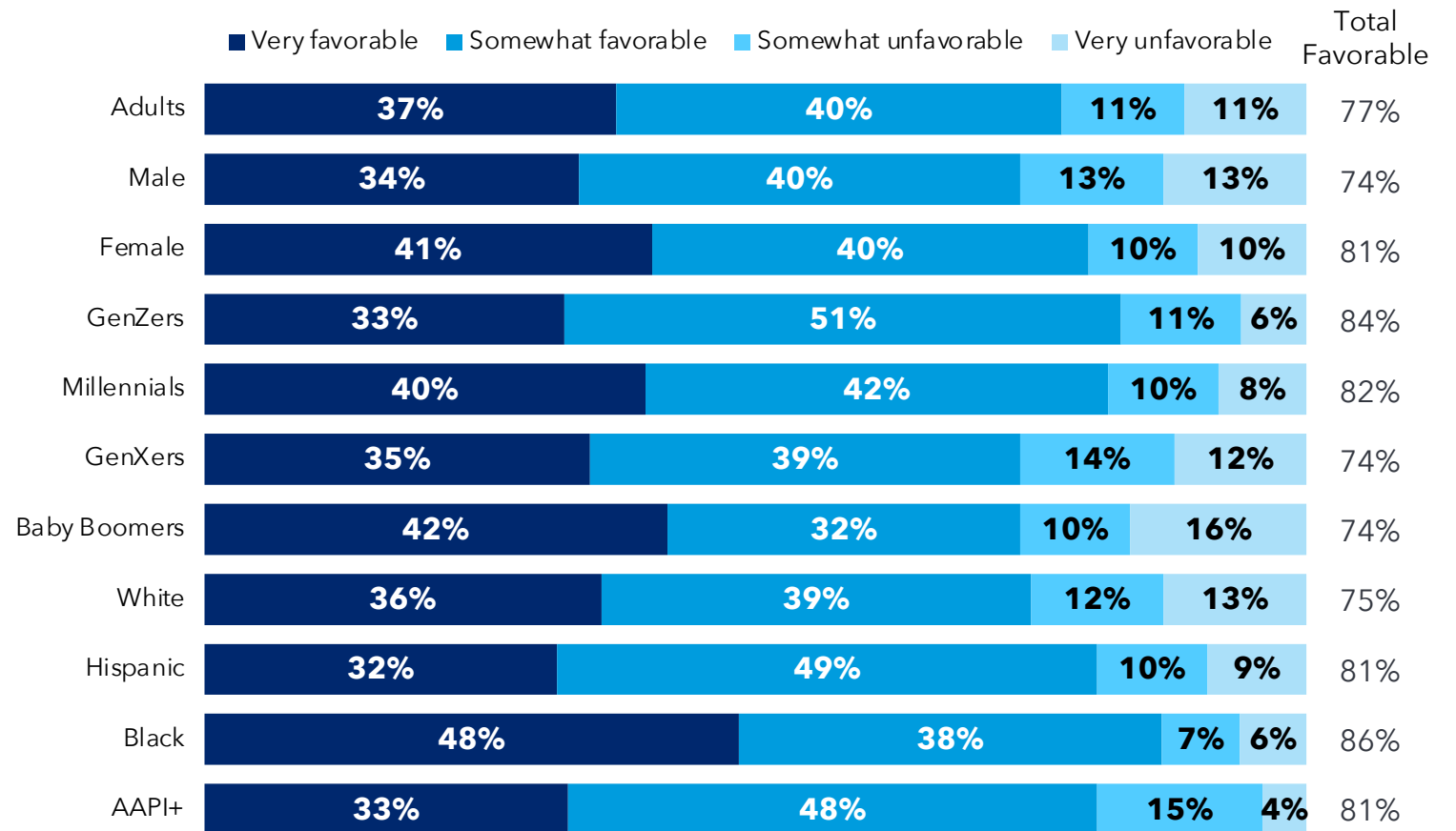
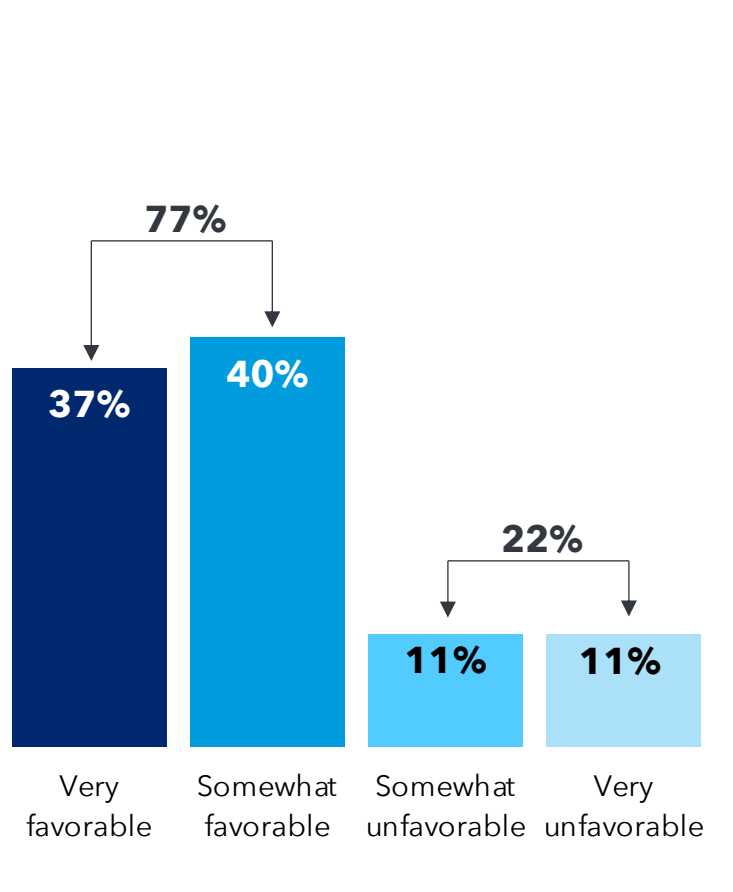
How **familiar** are you, if at all, with **Planned Parenthood**?



PLANNED PARENTHOOD DEEP-DIVE

More than three-fourths of adults (77%) and a majority of adults across tested demographics have a favorable impression of Planned Parenthood.

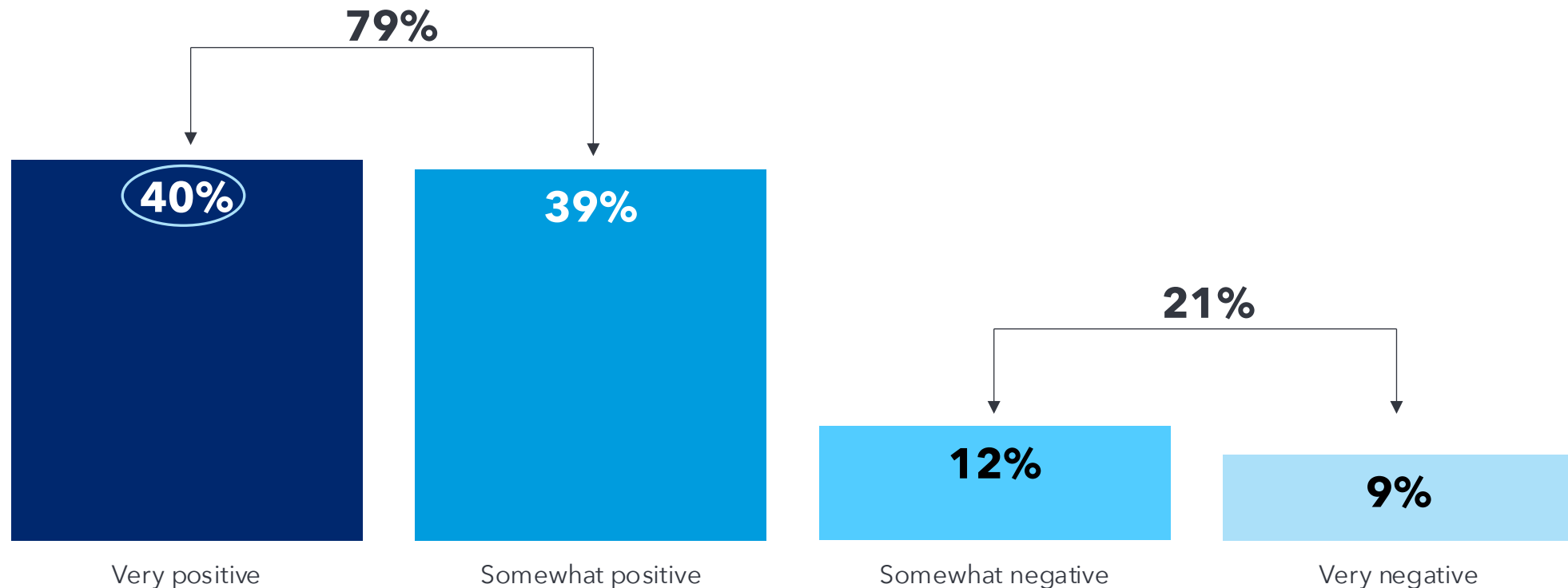
Do you have a **favorable** or **unfavorable** impression of Planned Parenthood?



PLANNED PARENTHOOD DEEP-DIVE

Eight-in-ten adults (79%) think Planned Parenthood has a positive impact on the communities they serve, including two-fifths (40%) who think this impact is very positive.

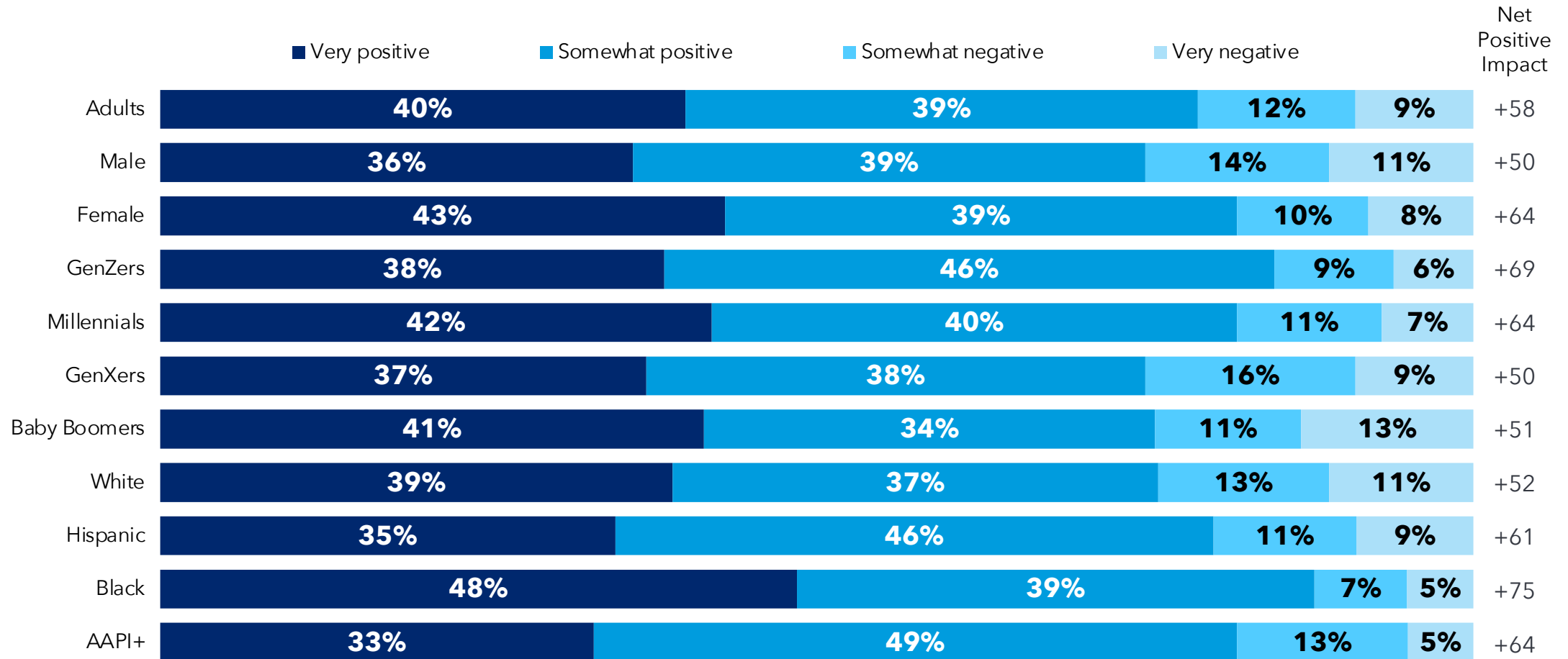
Do you think Planned Parenthood has a **positive** or **negative** impact on the communities they serve?



PLANNED PARENTHOOD DEEP-DIVE

Across tested demographics, adults have a positive sentiment toward Planned Parenthood with a net positive impact of at least +50 among these groups.

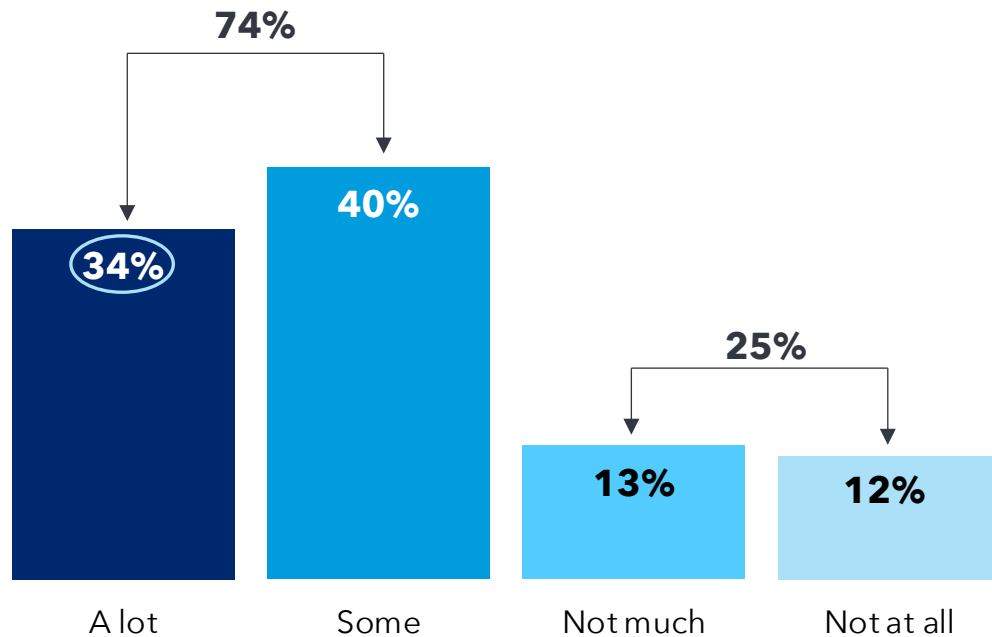
Do you think Planned Parenthood has a **positive** or **negative** impact on the communities they serve?



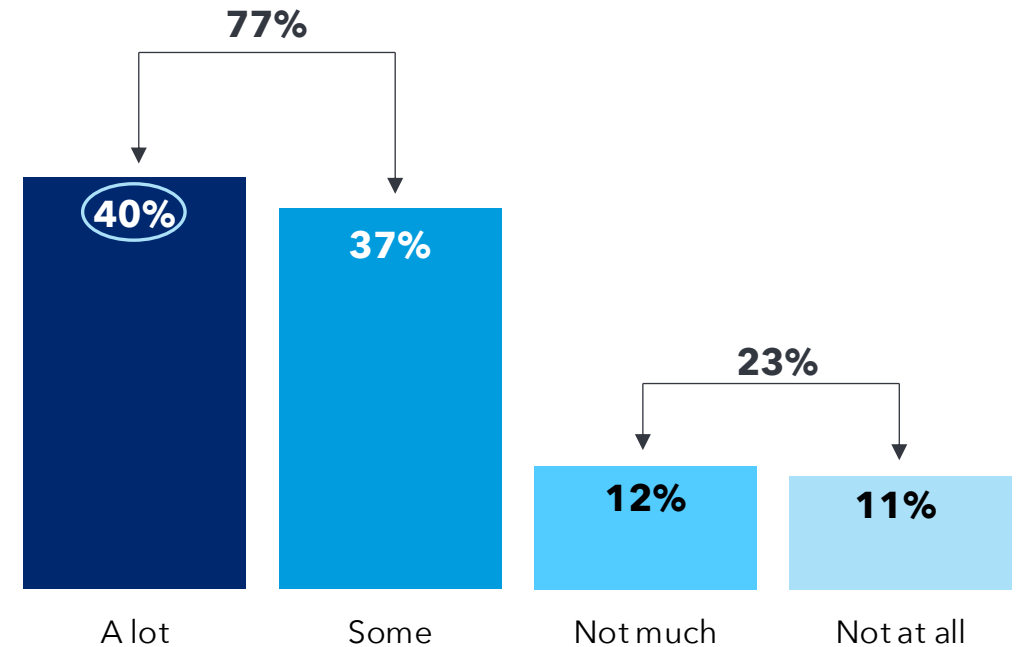
PLANNED PARENTHOOD DEEP-DIVE

Adults show significant trust in Planned Parenthood (74%) and their ability to provide honest information (77%), including at least one-third (34%+) of adults who have *a lot* of trust in the organization as a resource.

How much do you **trust** Planned Parenthood?



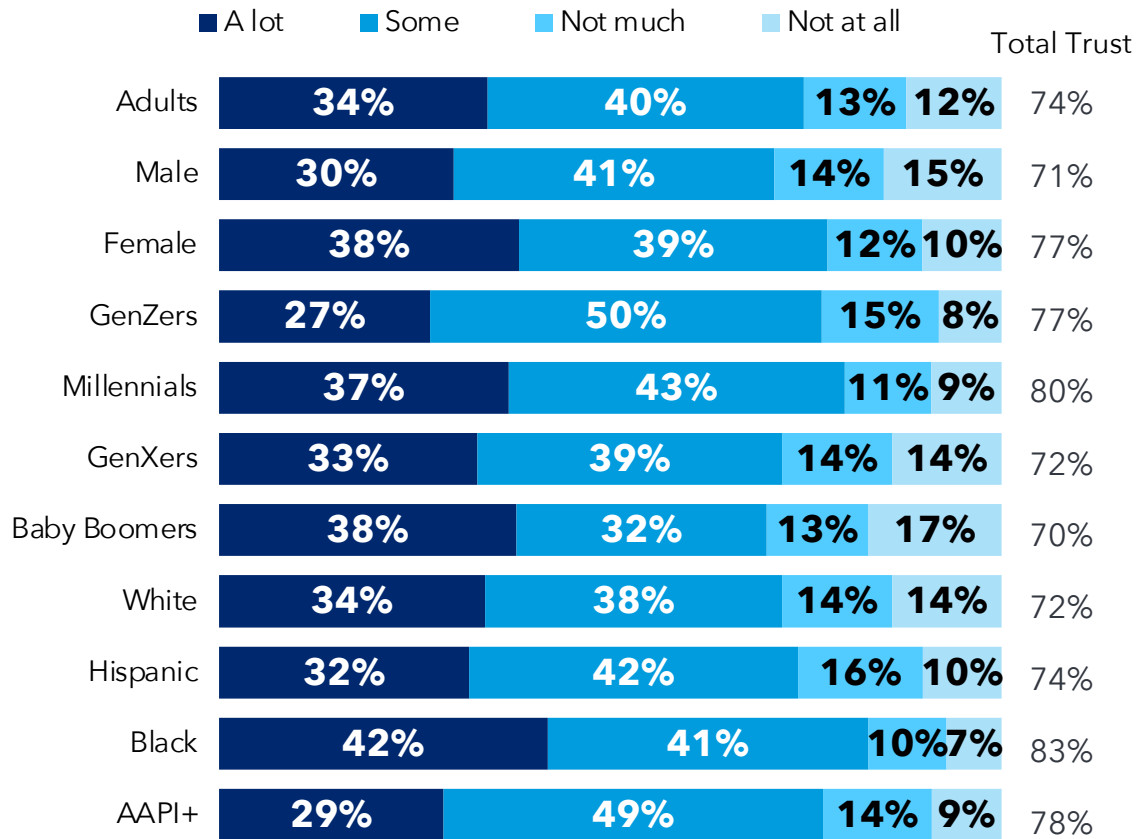
More specifically, how much do you **trust** Planned Parenthood to provide **honest information**?



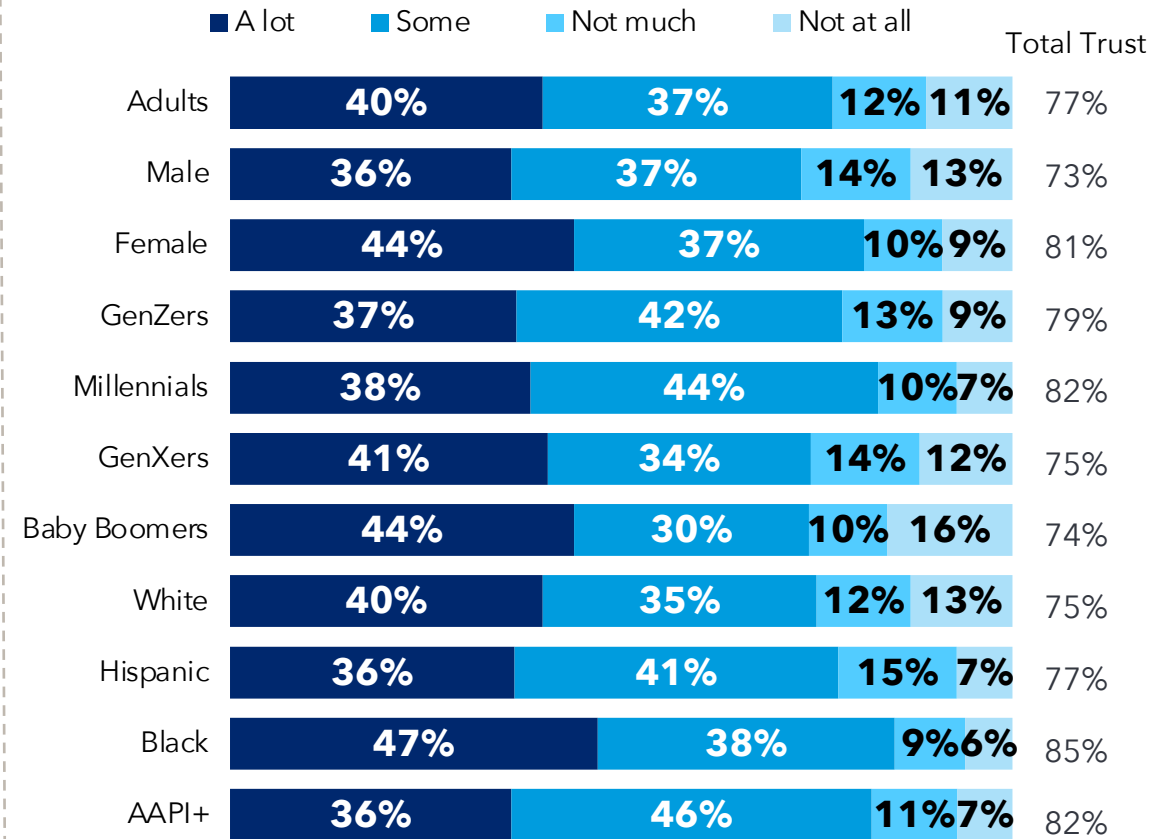
PLANNED PARENTHOOD DEEP-DIVE

A majority of adults across tested demographics voice trust in Planned Parenthood to provide honest information and in the organization itself, suggesting high reliability and perceived integrity.

How much do you **trust** Planned Parenthood?



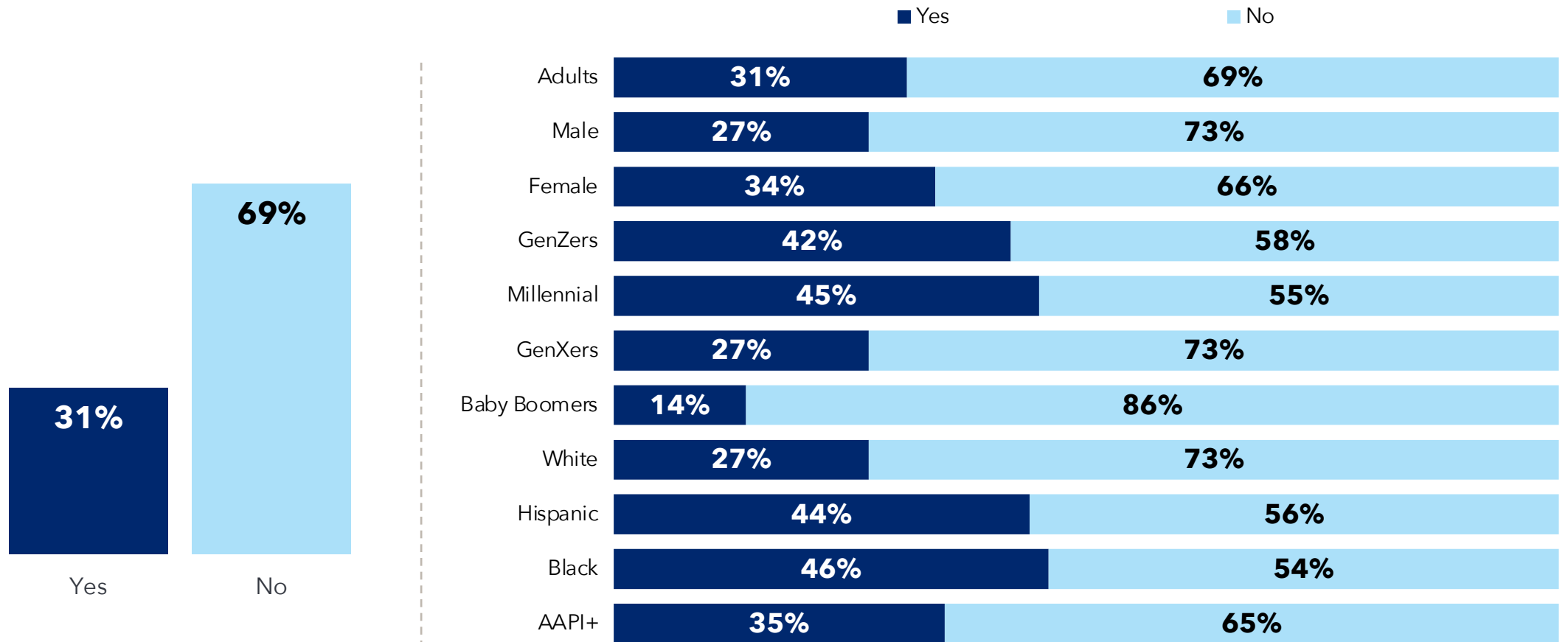
More specifically, how much do you **trust** Planned Parenthood to provide **honest information**?



PLANNED PARENTHOOD DEEP-DIVE

A notable proportion of adults across tested demographics have learned about sexual and reproductive health from a Planned Parenthood source, indicating the importance of Planned Parenthood to ensure access to health education.

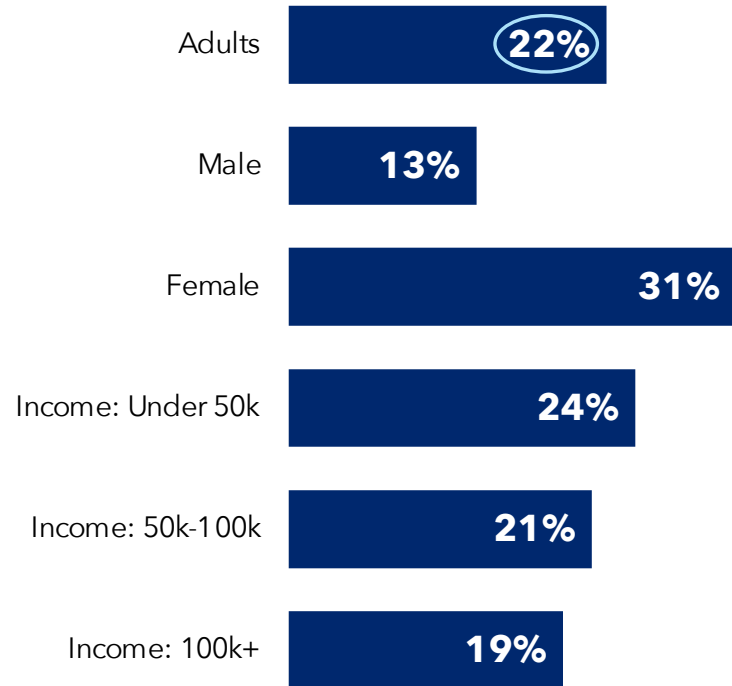
Have you **ever** learned about sexual and reproductive health from a Planned Parenthood source, like Planned Parenthood's website or sex education programs?



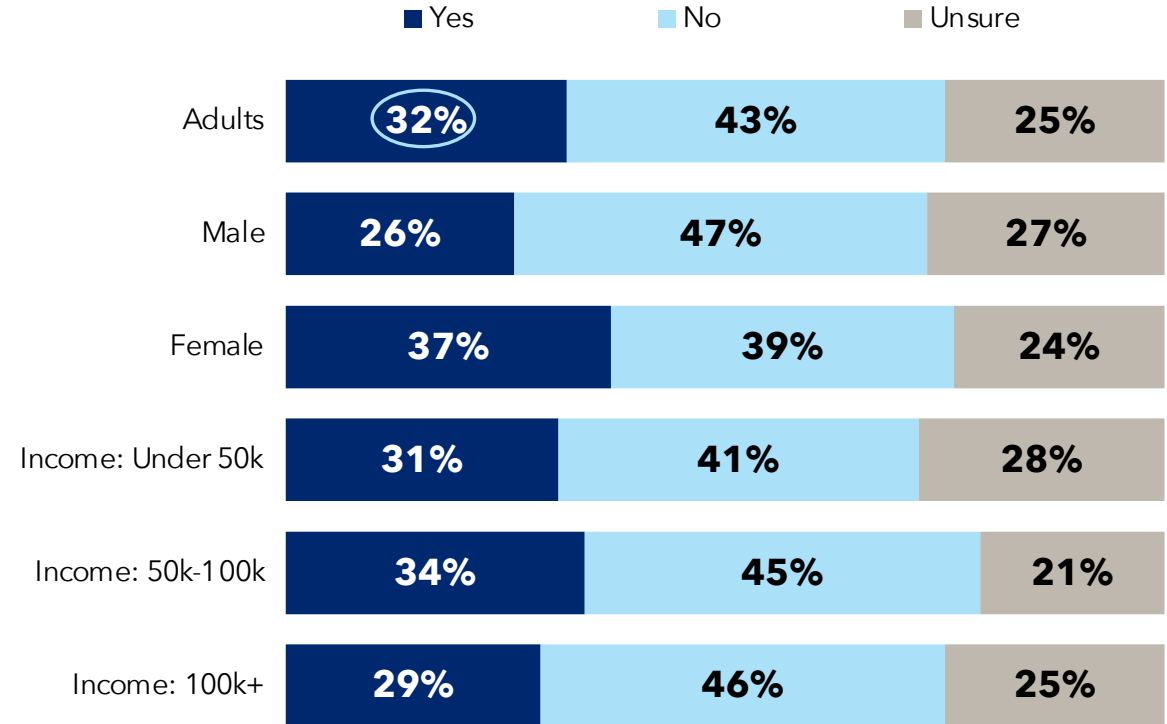
PLANNED PARENTHOOD DEEP-DIVE

One-fifth of adults (22%) have received health care from a Planned Parenthood health center, while one-third (32%) have a close friend or loved one who has received care from this resource.

Have you **ever** received any type of health care from a Planned Parenthood health center?*



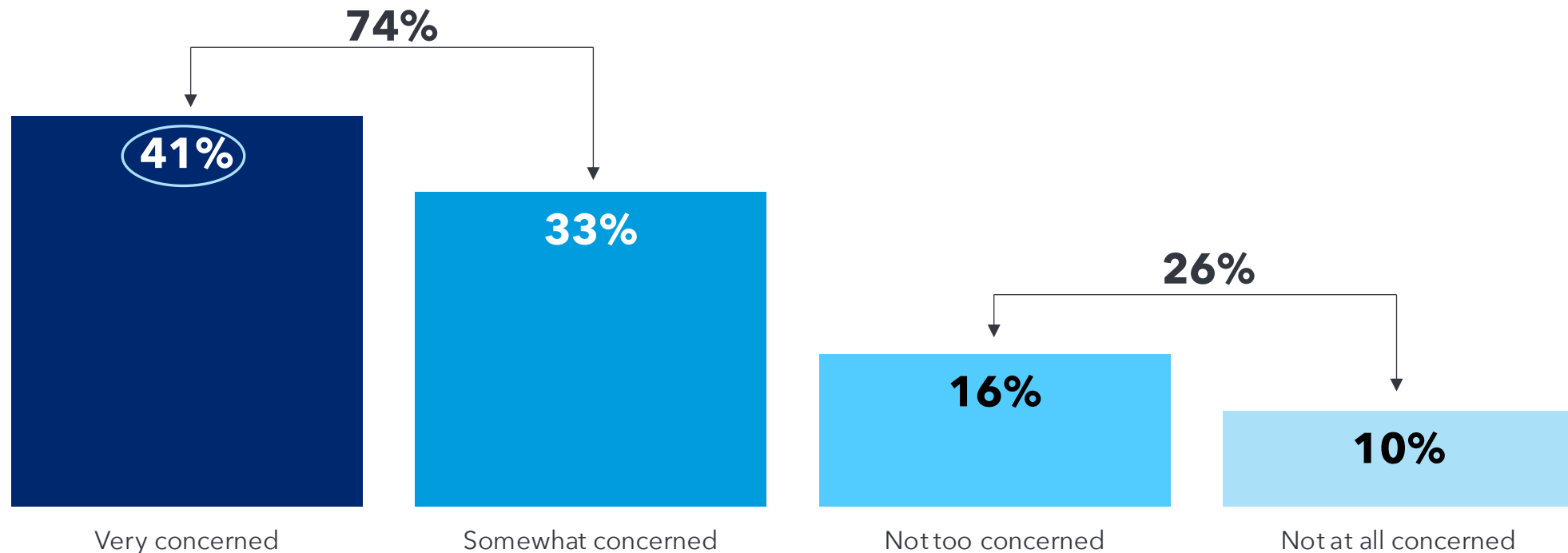
Do you have a close family member or friend who has **ever** received any type of health care from a Planned Parenthood health center?



PLANNED PARENTHOOD DEEP-DIVE

Three-fourths of adults (74%) would be concerned about the loss of affordable reproductive health and preventative care services through Planned Parenthood health centers, including two-fifths (41%) who would be very concerned.

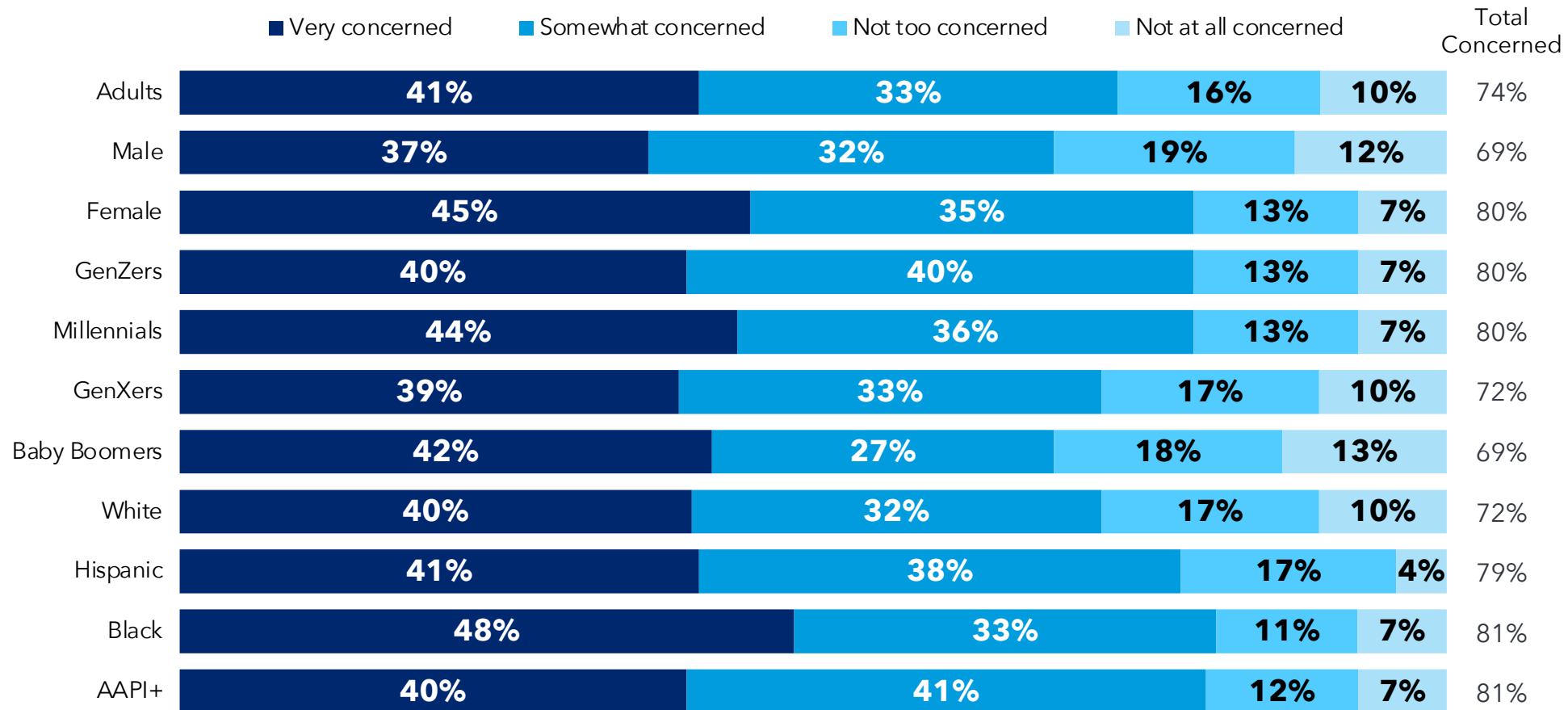
Suppose Planned Parenthood went away. How concerned would you be, if at all, about the loss of affordable reproductive health and preventive care services?



PLANNED PARENTHOOD DEEP-DIVE

Adults across tested demographics show concern when thinking about the loss of Planned Parenthood, including at least one-third (37%+) who show high levels of concern.

Suppose Planned Parenthood went away. How concerned would you be, if at all, about the loss of affordable reproductive health and preventive care services?



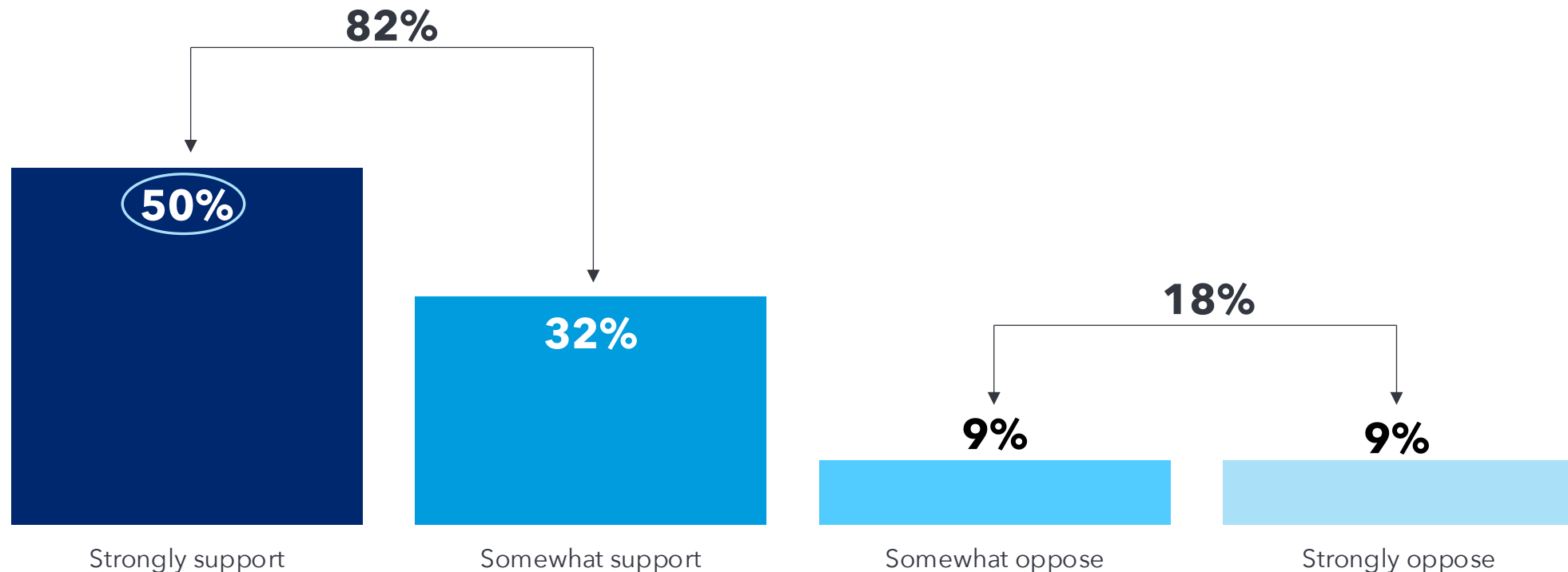
An overwhelming majority of liberal adults (91%) and over half of conservative adults (54%) say they would be concerned about the loss of Planned Parenthood.

Support for Planned Parenthood

SUPPORT FOR PLANNED PARENTHOOD

A majority of adults (82%) support Planned Parenthood and its mission of high-quality care, education, and resources, while half (50%) show *strong support* for these efforts.

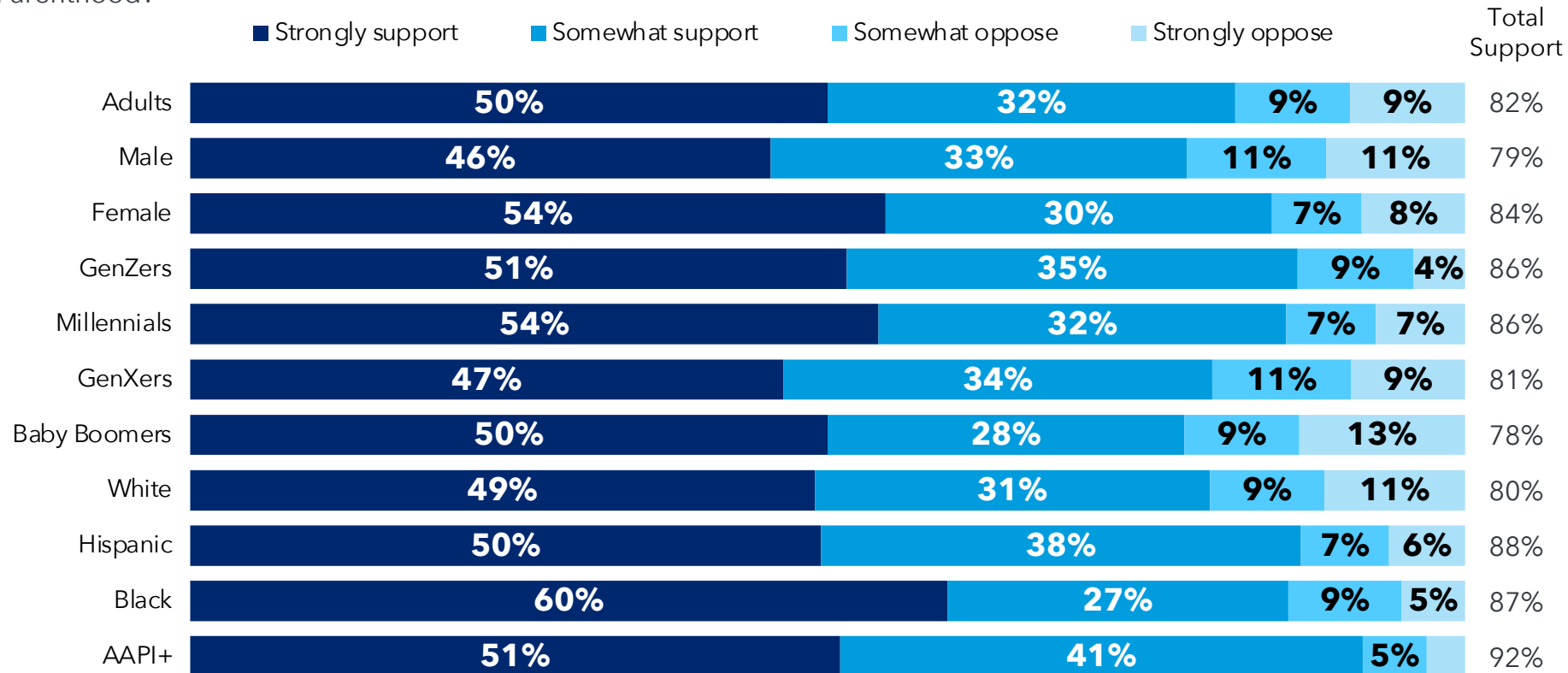
As you may know, Planned Parenthood's mission is to ensure all people, regardless of income, can get high-quality sexual and reproductive health care, education, and the resources they need. Planned Parenthood non-profit health centers across the U.S. provide affordable cancer screenings, birth control, regular check-ups, STD testing and treatment, abortion care, sex education, and more. Based on what you know, do you support or oppose Planned Parenthood?



SUPPORT FOR PLANNED PARENTHOOD

Adults show overwhelming support for Planned Parenthood’s mission across tested demographics, including at least nearly half of these adults (46%+) who *strongly support* the organization and services it offers.

As you may know, Planned Parenthood's mission is to ensure all people, regardless of income, can get high-quality sexual and reproductive health care, education, and the resources they need. Planned Parenthood non-profit health centers across the U.S. provide affordable cancer screenings, birth control, regular check-ups, STD testing and treatment, abortion care, sex education, and more. Based on what you know, do you support or oppose Planned Parenthood?



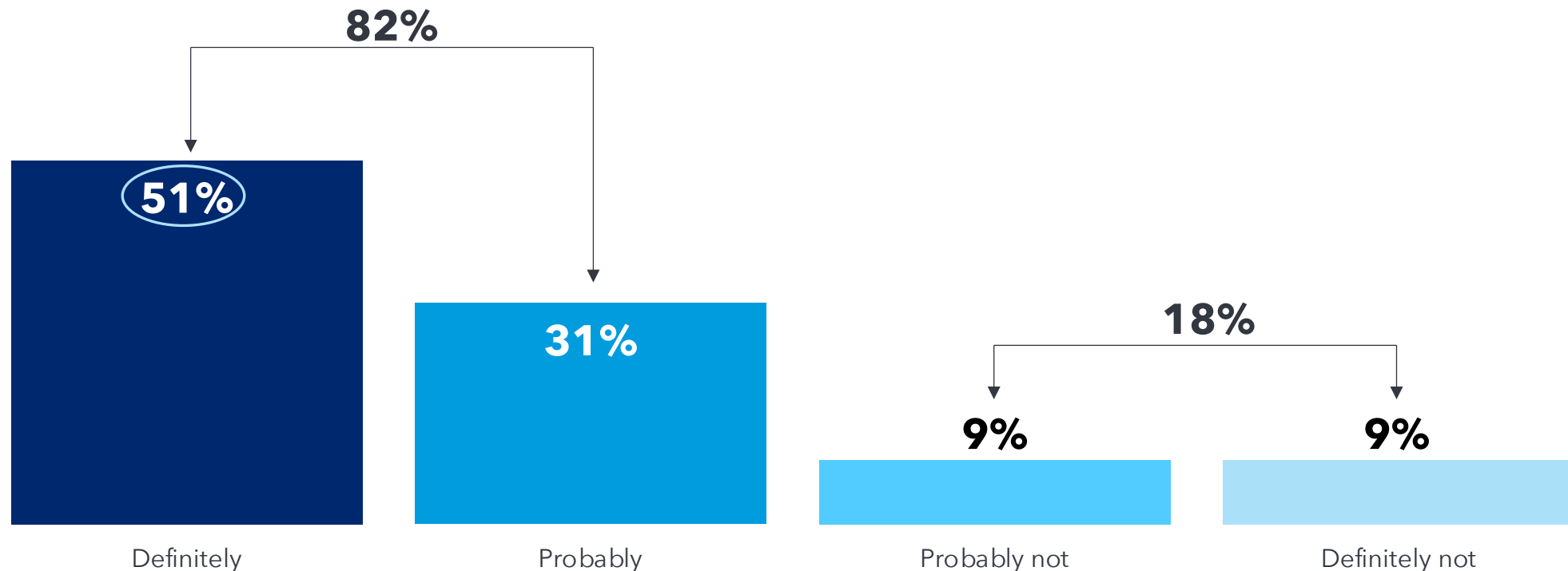
Conservative adults are significantly more likely to support (61%) than oppose (39%) Planned Parenthood.

Additionally, an overwhelming majority of liberal adults (95%) are in support of Planned Parenthood.

SUPPORT FOR PLANNED PARENTHOOD

Eight-in-ten adults (82%) think Planned Parenthood health centers should receive government funding to provide reproductive health care services to people with low-incomes, including half (51%) who *definitely* think this funding should be provided.

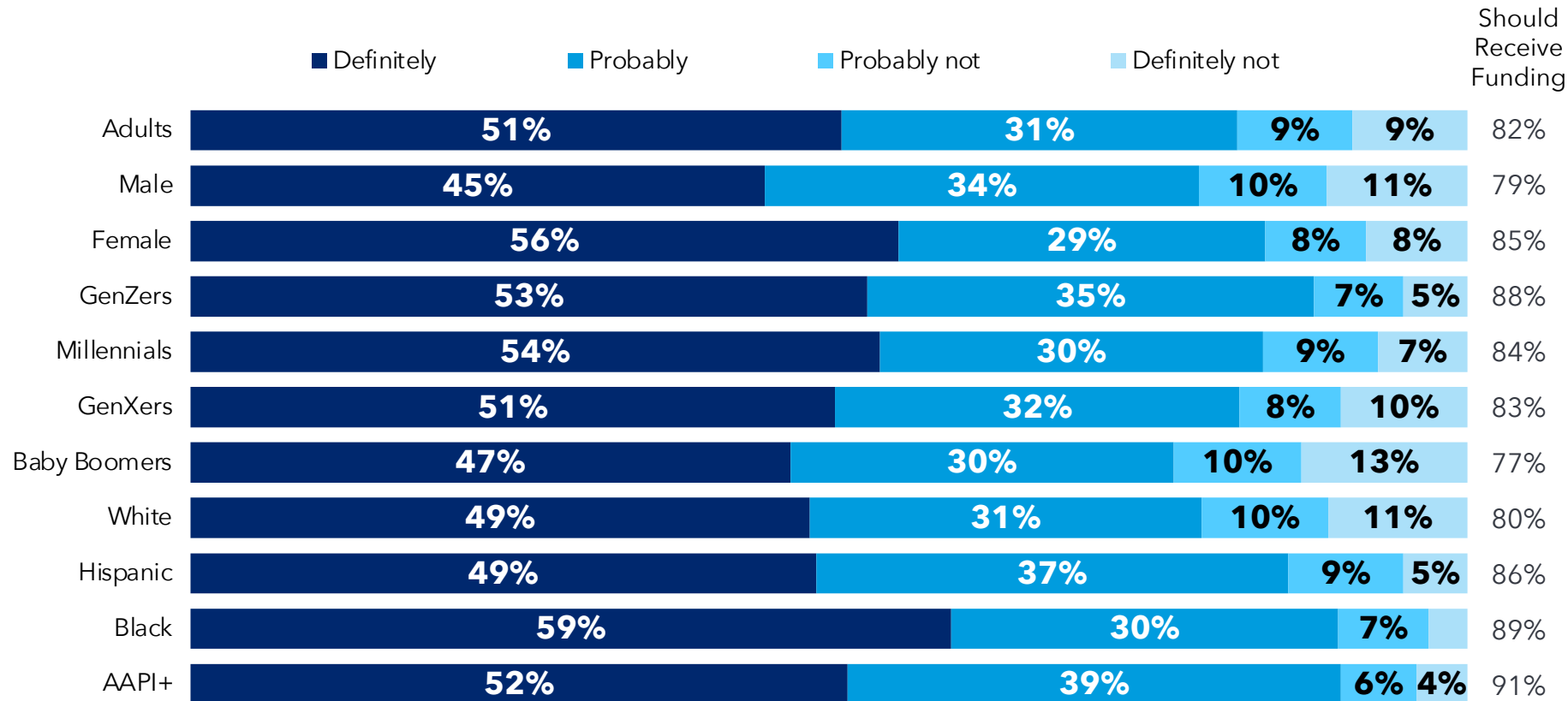
As you may know, Planned Parenthood health centers receive government funding to provide reproductive health services, such as cancer screenings, birth control, and STD testing and treatment, to people with low incomes. Based on what you know, should Planned Parenthood health centers receive government funding to provide reproductive health services to people with low incomes?



SUPPORT FOR PLANNED PARENTHOOD

A majority of adults across tested demographics show strong support for continued government funding for Planned Parenthood health centers to provide reproductive health services to people with low incomes, indicating the organization’s vital role in delivering affordable care.

As you may know, Planned Parenthood health centers receive government funding to provide reproductive health services, such as cancer screenings, birth control, and STD testing and treatment, to people with low incomes. Based on what you know, should Planned Parenthood health centers receive government funding to provide reproductive health services to people with low incomes?



Over six in ten conservative adults (61%) and an overwhelming majority of liberal adults (94%) think Planned Parenthood health centers should receive government funding to provide care to people with low-incomes.

SUPPORT FOR PLANNED PARENTHOOD

Approximately two-thirds of adults (61%) say they are likely to show support through action for Planned Parenthood's engagement in advocacy work to ensure care and education access.

As you may know, Planned Parenthood Federation of America, as well as local Planned Parenthood organizations, engage in advocacy work to ensure that everyone has access to the care and education they need. How likely would you be, if at all, to show support for Planned Parenthood – such as sharing posts on social media, signing a petition, contacting a public official, attending a rally, or going to a Planned Parenthood event?

