

To: Interested Parties

From: Global Strategy Group

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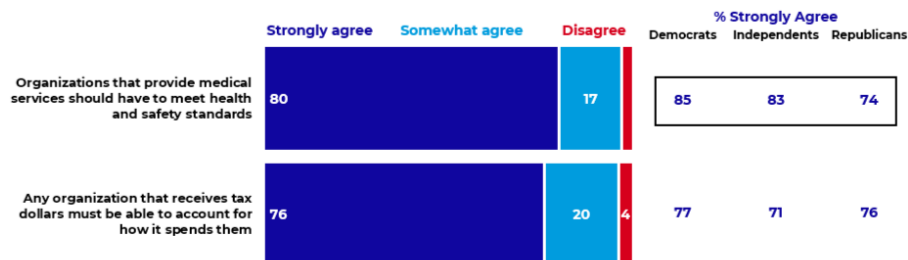
Re: NEW POLL FINDINGS: Voters Oppose Crisis Pregnancy Centers and Want to See Increased Regulations

As so-called “crisis pregnancy centers” fly under the radar in states across the country despite their harmful and deceptive practices, a new poll conducted by Global Strategy Group sought to provide some answers to the questions many are wondering about: What do voters know about these organizations? How do their feelings change once they are aware of them? How would voters view an elected official who takes action against crisis pregnancy centers?

The below memo details our findings from this research.

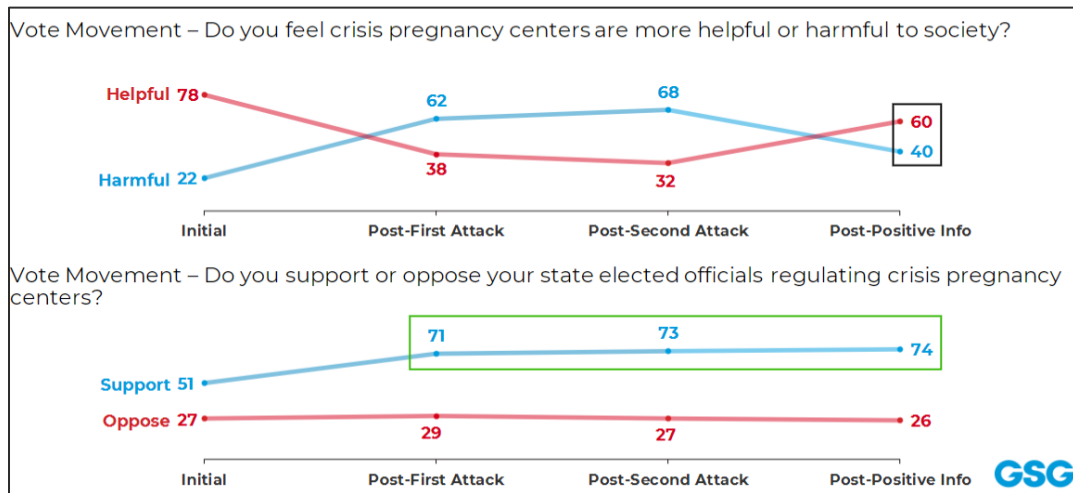
Key Findings

- Voters know little to nothing about crisis pregnancy centers.** Qualitative research showed few had heard of CPCs, let alone could provide any concrete details about these organizations.
- However, they want to see elected officials regulate these unlicensed clinics.** Even before learning anything about these deceptive centers, half of voters in target states (51%) support having elected officials “regulate” crisis pregnancy centers. This remains true across partisan lines: 46% of non-conservative independents and Republicans and 53% of *conservative* independents and Republicans support regulations absent any persuasion.
- Support is even stronger when it comes to holding these unlicensed clinics to the same health and safety standards as everyone else.** Notably, voters also feel strongly (96% agree) that “any organization that receives tax dollars must be able to account for how it spends them.”



- As voters learn more, they develop highly negative perceptions of these unlicensed clinics and support for regulations grows.** After just one paragraph of information exposing crisis pregnancy centers’ deceptive practices around privacy or their lack of medical standards, 62% of voters believe crisis pregnancy centers are harmful to society, and 75% find CPCs’ deceptive practices around privacy – e.g., telling patients that they are “HIPAA compliant” when they are not – to be concerning. A full 71% support regulating these centers. This support never wanes, not even in the

face of positive information about crisis pregnancy centers. Notably, even when people believe there is some merit to these centers existing, they overwhelmingly want to see them regulated.



- Elected officials who take action on these unlicensed clinics benefit.** As it stands, most voters don't have particularly positive feelings about the elected officials in their state. Only 53 percent say their elected officials "care about people like me," and only 16% feel that way strongly. However, when voters hear their elected officials are taking action against CPCs, they are significantly more favorable.

	% Very Well			% Total Well		
	Without Elected Officials Taking Action	When Elected Officials Take Action	Change	Without Elected Officials Taking Action	When Elected Officials Take Action	Change
Working to keep us safe	22	38	+16	64	78	+14
Proactive	19	34	+15	59	78	+19
Trustworthy	17	29	+12	55	74	+19
Looks out for the best interests of the people	17	34	+17	58	77	+19
Cares about people like me	16	30	+14	53	71	+18

ABOUT THIS RESEARCH

Global Strategy Group conducted a three-day online journal with swing voters between February 19 and February 21, 2024, followed by a survey of 1,000 registered voters in Arizona, California, Connecticut, Idaho, Louisiana, Minnesota, New Jersey, New York, Pennsylvania, Tennessee, Vermont, and Washington between March 28 and April 3, 2024. The survey has a confidence interval of +/- 3.1%. The confidence interval on sub-samples is greater. Care has been taken to ensure the geographic and demographic divisions of the population of likely general election voters are properly represented.