

# MAKE ABORTION HISTORY

Summer 2025  
Executive Summary

**“This is the right way to win. I would like to see  
*Make Abortion History* duplicated in every state.”**

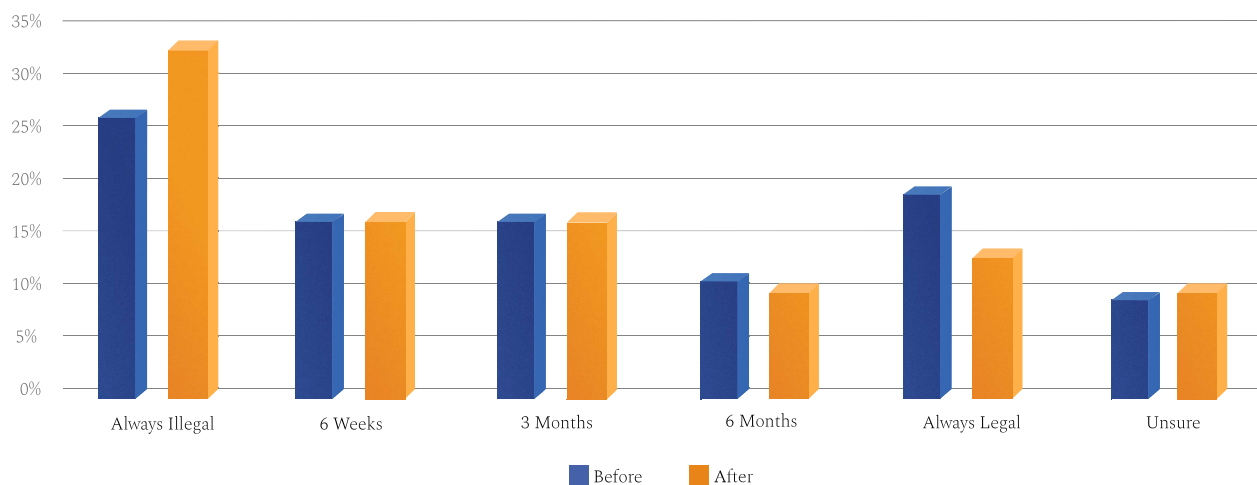
**– Abby Johnson, *And Then There Were None***

# EXECUTIVE SUMMARY

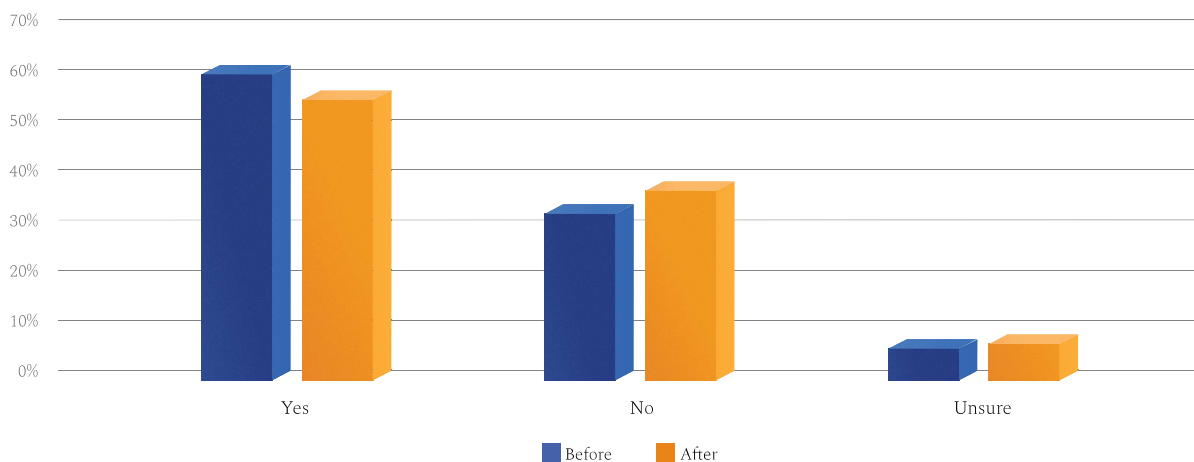
Make Abortion History is a strategic initiative to end legal abortion. It combines targeted media and in-person outreach to shift overall voting populations.

## 2025 Pilot Campaign

- 1. Position:** Across regions reached by the effort, support for the pro-life view grew by 6.6%. Support for abortion at various pregnancy stages dropped by 7.6%, most of which was a loss to the most extreme pro-choice position (- 6.2%). **This is a net shift of + 14.2% in favor of the pro-life view.**

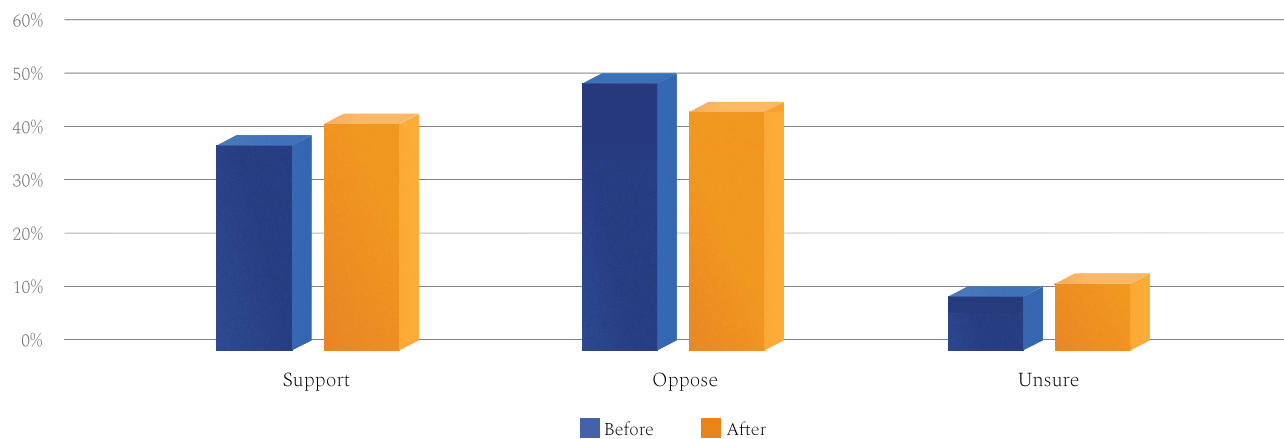


- 2. Perception:** After the campaign, perception of abortion as a constitutional right dropped by 5.4%. The view that it is not a constitutional right grew by 4.1%. **This is a total pro-life shift of + 9.5%.**



3. **Policy:** Support for amending the constitution to prohibit all elective abortion grew by 5%. Less restrictive positions dropped by an aggregated 1%. The view abortion should not be prohibited at all dropped by 6.2%. **This is an overall shift of + 12.2% in favor of pro-life policy.**

One often suggested policy step is banning abortion when the baby's heartbeat is detectable. Combining those who explicitly support a heartbeat law with those who support the more restrictive position of banning all elective abortion provides a possible picture of this initiative's support. Prior to Make Abortion History, this aggregate was 11% behind opposition to it. After the program, that margin closed to a gap within the margin of error (+2% pro-choice advantage with a  $\pm 3.8\%$  margin of error).



### ***Other Key Insights:***

- **Targeted Audience:** Make Abortion History targeted a likely persuadable audience. This comprised 17% of the voting population in the regions reached. The program converted 1 out of 5 people messaged.
- **Cost:** Concerning media, the program cost \$24.50 per conversion.
- **Persuasion Pipeline:** The Make Abortion History pilot program reached two regions. In both, video ads and graphics were delivered on streaming TV, social media, and other online venues. In one region, grassroots efforts (e.g., deep canvassing) were also employed. The ads-only approach seemed to be more effective with shifting pro-choice voters away from extreme pro-choice positions. Ads + Grassroots seemed to be more effective moving people to the fully pro-life position.

### ***What's Next?***

- The pilot program reached 62% of our conversion goal. Created Equal is refining the program to lower cost and increase conversions.
- Created Equal is seeking partners to support Make Abortion History financially and bring the program to their region or state.