

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***

“Make Abortion History will lead to the enactment of strong pro-life laws and state constitutional amendments.”

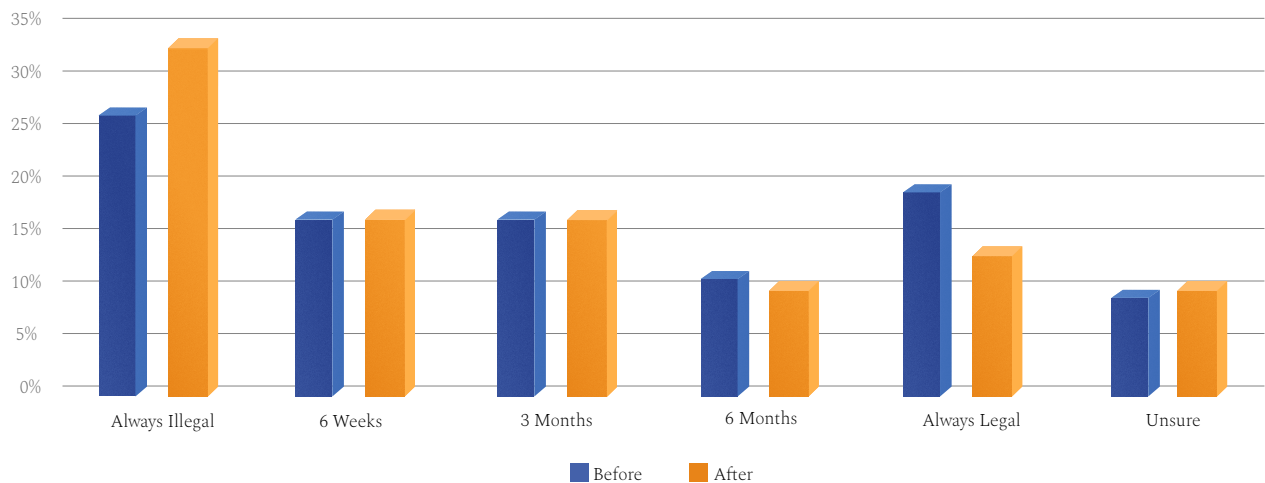
– **Kristan Hawkins, *Students for Life of America***

EXECUTIVE SUMMARY

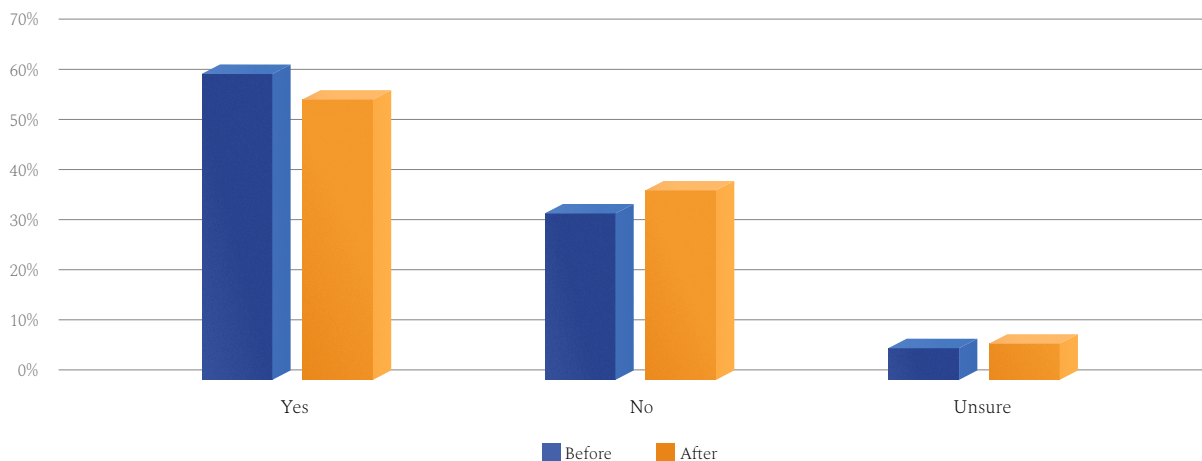
Make Abortion History is a strategic initiative to end legal abortion. It combines targeted media and in-person outreach to shift overall voting populations.

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%). **There was an overall net shift of + 13.2% in favor of the pro-life view.**

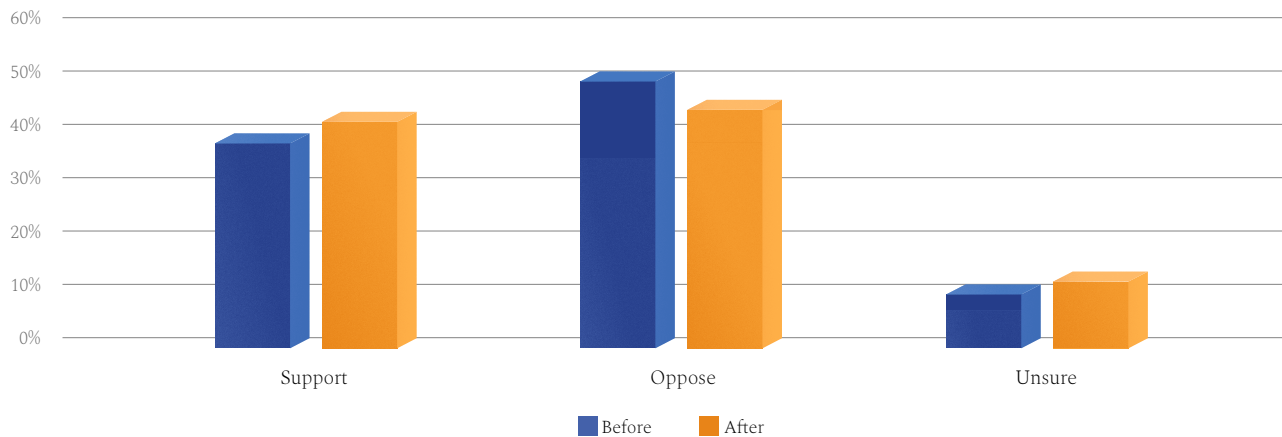


2. Perception: After the campaign, perception of abortion as a constitutional right dropped by 5.4%. The view that it is not a constitutional right grew by 4.1%. **There was an overall net shift of + 8.2%.**



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%. **There was an overall shift of + 10% 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, costing \$24.50 per conversion in paid media.
- **Six Months Later:** We conducted one final poll months after the effort ended to see if the pro-life gains would stick. Initially, we found a net shift of +13.2% toward the pro-life position. Six months later, that had risen to a total shift in the margins of +17.2% compared to the first poll prior to the campaign. On perception, the initial shift of + 8.2% had risen to a shift of + 11.4%. And on policy, the initial shift of + 10% had risen to + 11.8%. Even with no further messaging, our gains either held or increased.

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. Go to CreatedEqual.org to learn more and support this effort!