

TO: GOP Candidates
FR: SBA Pro-Life America President Marjorie Dannenfelser
RE: The Winning Abortion Message for Republicans in the Midterms
DATE: August 18, 2026

SUMMARY: Massachusetts just became the 12th state in the country to allow elective abortion throughout pregnancy even when the mother and baby are healthy. Only seven other countries in the world, including Communist China and Vietnam, have laws that extreme. Democrats like to avoid the details of their abortion agenda, but these laws make their extreme position undeniably clear – and voters oppose it by overwhelming margins. Our message testing in swing races this cycle shows that going on offense to call out Democrats’ extremism on late-term abortion moves the margin 4-5 points towards the pro-life candidate. Pro-life candidates should be relentlessly pressing their opponents over their support for these barbaric, late procedures.

Your opponent is likely on the record supporting similar or identical laws. Elective abortion through all trimesters is the mainstream position of Democratic elected officials and politicians, even though less than half of their voters support such a view. Nearly every single Democrat in Congress has co-sponsored or voted for legislation that would legalize late-term elective abortion in every state. Even many “moderate” candidates in swing states – like David Crowley in Wisconsin, or Sherrod Brown in Ohio – are on record directly supporting elective abortion in the fifth month of pregnancy or later.

Voters hate this. In our message testing this cycle, every top-performing message highlights the Democratic candidate’s support for late-term elective abortion.

In the races we’ve tested so far, such messages move the overall margin towards the pro-life candidate by between 4.4 and 5.0 points, compared to baseline support in a control group.

- The messages call out candidates for supporting legislation to force all states to allow painful, late-term abortions even in the 7th, 8th, and 9th month of pregnancy – even when the baby is perfectly healthy, all organs are formed, and the baby can see, hear, suck her thumb, feel pain, and survive outside the womb. At this point in pregnancy moms are encouraged to sing to their child as the babies can recognize their mother’s voice.

In 2024, a shift of 4 points towards Republicans would have meant a 57-seat majority in the Senate; a shift this large towards Democrats would have lost the House and the presidency.

Across cycles we’ve consistently found strong effects when pointing out that the baby can feel the pain of these later abortions. This happens at least by the early stages of the second trimester, if not earlier. We’ve also had success pairing the attack with a message highlighting the pro-life candidate’s support for reasonable gestational limits with exceptions, or for programs to help mothers in need.

So far this cycle, this contrast has moved voters between 5.3 and 6.6 points. Our top-performing message in a test of Hispanic Texans, also a late-term attack, moved voters 3.7 points in House races and 6.6 points in the Senate.

These results match our experience during our 6 million (and counting) visits to voters' homes across this cycle and the last. "Normie" voters, including persuadable Democrats, are generally shocked and outraged to learn that *anyone* supports elective abortion late into the second and third trimesters.

You don't have to take our word for it. As The New York Times reported in 2022, the Democratic Party's [own poll testing shows](#) that their message only works if they "keep the conversation broad" and "avoid a discussion over the details about gestational week limits." As a leading Democrat pollster said at the time: "Debating weeks is not where we want to be."

Public polling tells a similar story. Very few people agree with a no-limits position on abortion.

- [May 2023, Gallup](#): Americans say that abortion should **generally be illegal** in the second trimester by an 18-point margin. In the third trimester, that margin grows to **48 points**, with 70% saying it should be illegal and 22% saying it should be legal. Less than half of Democrats say that abortion should generally be legal in the third trimester.
- [February 2024, YouGov](#): A plurality (42%) of Americans support a national abortion limit no later than 16 weeks, with exceptions. Only 34% (28% of independents) would consider such a law "a ban on abortion." At 24 weeks, support increases to 54%. Only 16% of Americans want a national abortion law that legalizes all abortions. Only 13% say they would rather leave the issue to the states.
- [May 2024, GenNext/Marist](#): Only 23% support allowing abortion at any time during a pregnancy, while 76% would limit it to the first 24 weeks or earlier – a 53-point margin. Voters would limit abortion to 16 weeks or earlier, 62%-38%. Every subgroup would limit abortions by 16 weeks or earlier except for Democrats, who are split 44%-55%.
- [May 2024, YouGov](#): Americans support nationally "**banning non-emergency abortions in the third trimester of pregnancy**" by a 28-point margin – 56% to 28%.
- [July 2026, McLaughlin & Associates](#): 52% of general election voters say abortion should not be legal, or only legal in cases of rape, incest, or to save the mother's life. An additional 24% say that abortion should only be legal up to a certain point; the majority of these voters would limit abortion after 15 weeks or earlier. Only 18% say abortion should be legal for any reason, at any time.
- [July 2026, The Economist/YouGov](#): 43% say abortion should never be allowed or should only be legal in circumstances "such as when the life of the mother is in danger." Another 30% say they support abortion limits "such as for minors or late-term abortions." Only 27% say there should be no limits on abortion.

Democrats have grown overconfident on this issue and think that by keeping the conversation vague they can avoid discussing the extreme implications of their no-limits position. As we see more states like

Massachusetts having to *implement* these views, pro-life candidates should be aggressive about bringing the conversation back to the grotesque – and unpopular – specifics of their actual policies.