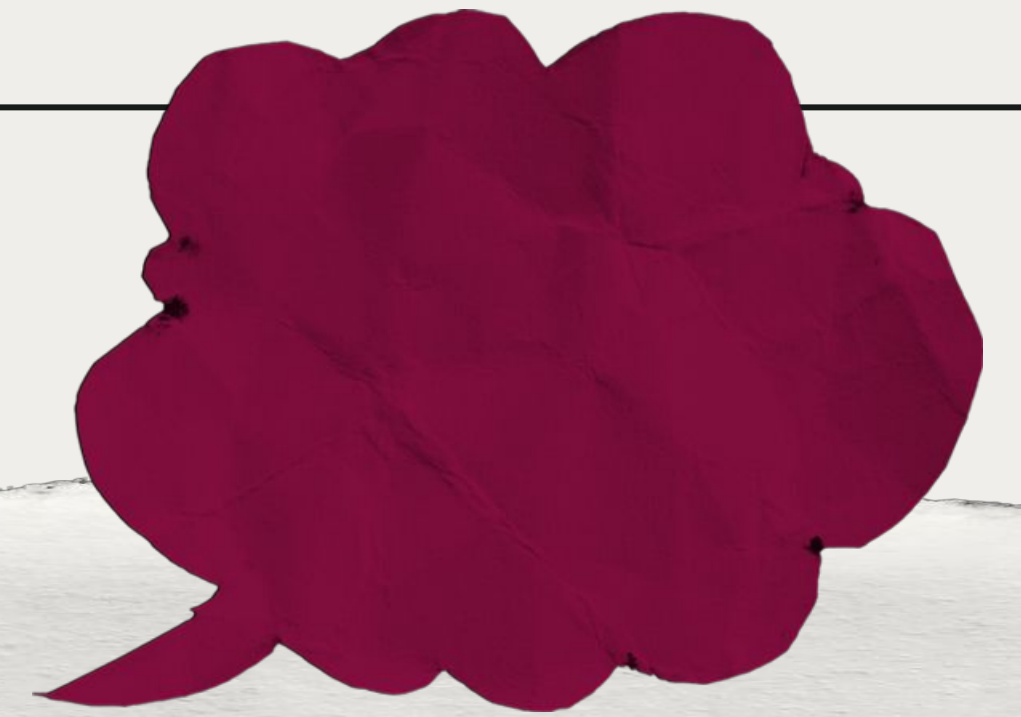
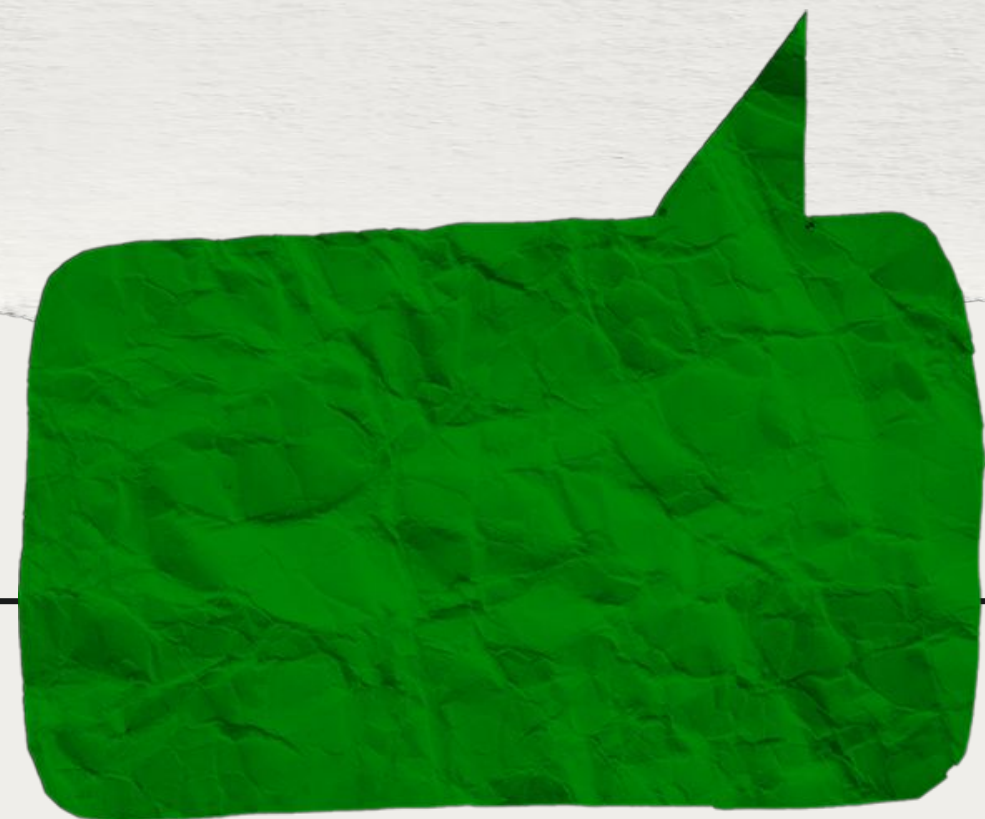

Abortion in America

STORIES IGNITING A MOVEMENT



Research briefing



November 2025

Who we are



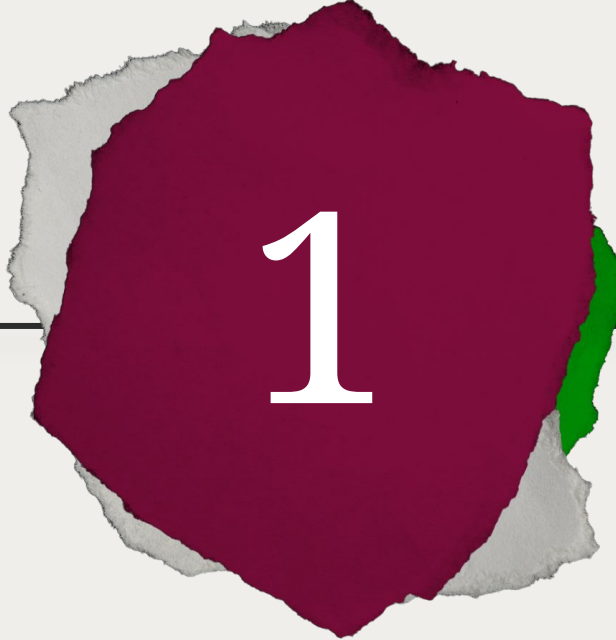
Abortion in America

Abortion in America

STORIES IGNITING A MOVEMENT

Abortion in America is a national effort to lift up the experiences of people affected by post-*Roe* abortion bans and other restrictive laws.

Our core priorities:



1

**Documenting and
sharing personal
testimonials**



2

**Supporting
storytellers**



3

**Driving change through
grassroots organizing,
strategic partnerships,
and litigation through
Amplify Legal**

We know personal stories are powerful.

To maximize their impact, we set out to learn more about which stories resonate and why.

Our work with Impact Research

We teamed up with Impact to design a national survey and qualitative research that could help us:

- Understand the impact personal abortion stories have on increasing the urgency around protecting abortion rights
- Check our assumptions about demographics who are generally “with us” but don’t rank abortion as a top-tier issue — in this case, Gen Z men and white, conservative women under 50
- Gain more insights into what messengers and stories are most impactful among these audiences so we can iterate and target more effectively

The new abortion messengers

A look at new research on how audiences respond to our storytellers.

What we studied:

Our study combined national polling with in-depth conversations to capture both data and lived experience.

- **National Survey: June 2025**

- 800 likely 2026 voters nationwide
- Oversamples: 200 Gen Z men, 100 white Republican pro-choice women
- Measured awareness, salience, and swing audiences

- **Focus Groups + Online Discussion: August 2025**

- Two focus groups: Gen Z men and white swing-voter pro-choice women under 50
- Online conversation with voters holding softer abortion views
- Explored how people react in real time to personal stories

- **Integrated Findings**

- By combining quantitative and qualitative insights, we captured both the numbers and the nuance: not just where voters stand, but what moves them when they hear personal experiences.

Key findings

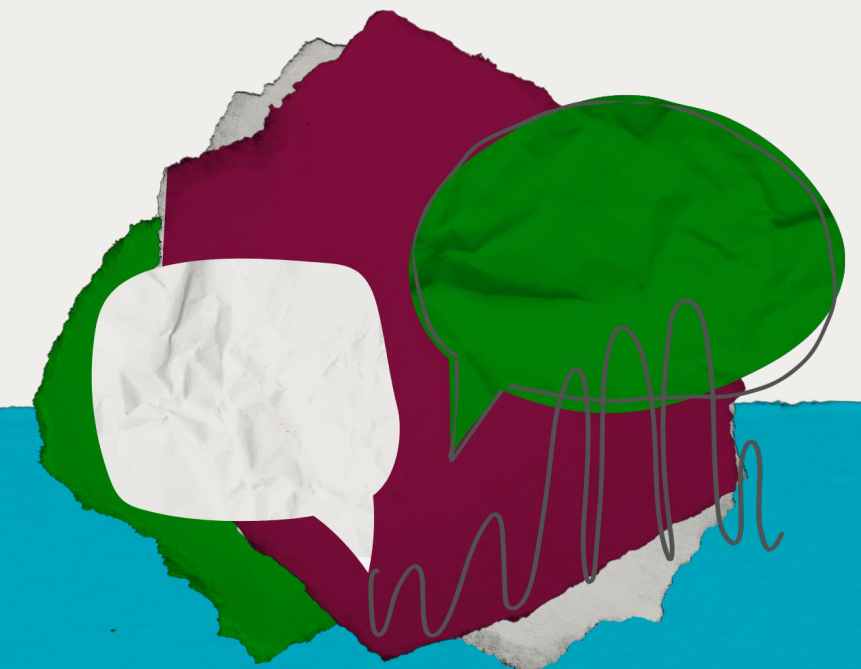
Abortion remains a defining issue for Americans—especially when they hear directly from people harmed by abortion bans.



Personal stories are the key to people understanding that abortion restrictions are real and affecting people right now.



Gen Z men are moved by personal stories about pregnancy and reproductive health.



People feel more connected to stories told by those directly affected by abortion—not by politicians.

The power of stories

Which messages and messengers resonated most with audiences?

“As a mother, I felt like the state was telling me that I could not make the safest or best choice, not only for myself, but for my child.”

— Ashley

The most effective story we tested

- Empathy was overwhelming across groups. Even those with softer abortion views said they could see themselves or someone they love in this situation.
- **89% of white women and 57% of Gen Z men said this video got their attention.** Nearly all white women said they would stop scrolling to watch the whole video on social media.
- Viewers empathized: “In scenarios like this, I 100% support abortions. If it helps save the mother or the other twin, then I am all for it.”



Click to watch video

"I want people to understand that even the choice to be induced and naturally deliver is still considered an abortion."

— Megan

A relatable, credible story

- Viewers connected with Megan's honesty about changing her perspective and navigating complications that arose after 20 weeks.
- **44% said it got their attention; over one-third of Gen Z men said it raised their concerns about restrictions.**
- One viewer noted: "I think it stuck with me that before this happened, she wasn't aware that it could happen."



[Click to watch video](#)

"I don't wish this on my enemy. What happened to Porsha was devastating."

— Hope

A male voice that broke through

- Male viewers especially felt represented, saying they rarely hear men's voices on abortion. They were eager to learn more about about Hope's story and Porsha's experience.
- **79% of Gen Z men and 89% of white women said they would watch the whole video.**
- "I was feeling more invested as a man, watching that video. I sometimes forget that men also go through the pain and suffering emotionally," said one participant.
- One viewer noted: "I feel really bad for that man. Nobody should have to lose their wife over something that could've been prevented."



Click to watch video

“When I found out I was pregnant,
I was eight weeks pregnant already.”

— **DakotaRei**

Real talk from a new generation

- Participants said their video “felt like someone I’d see on TikTok” — natural, unpolished, and real.
- Gen Z men found them relatable and appreciated how they showed the barriers created by six-week bans.
- “It just shows how broken the system is,” said one Gen Z man. “It’s not feasible to know you’re pregnant that early and get an appointment in time. It’s a broken system, and it’s very unfair and very upsetting.”



[Click to watch video](#)

"Never in my wildest dreams did I think [the abortion ban] was going to translate into delayed emergency care, miscarriages being misdiagnosed or overlooked, doctors feeling too terrified to treat an ectopic pregnancy."

— **Dr. Dennard**

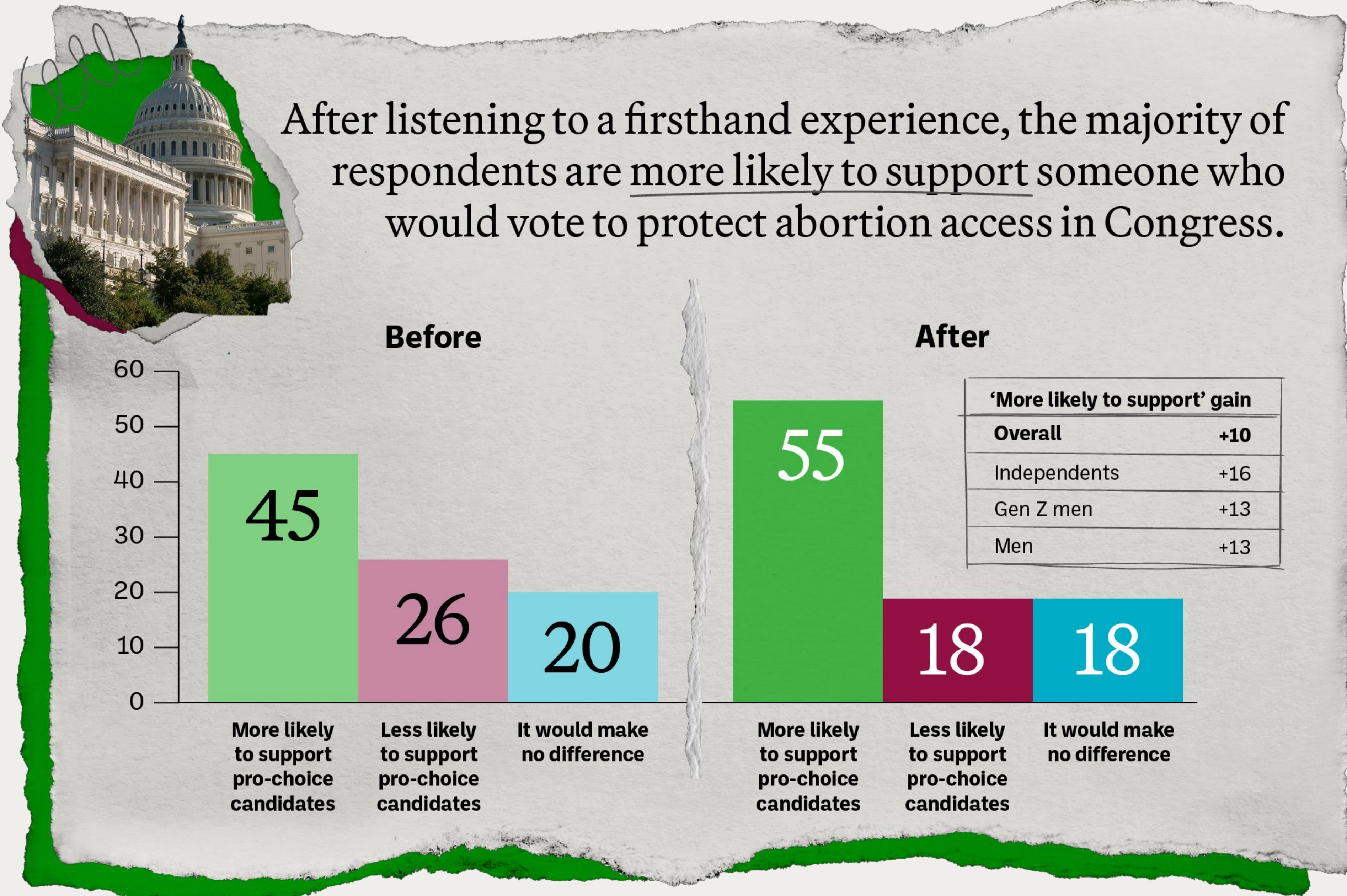
A trusted voice, poised for even greater impact

- Participants valued hearing directly from a doctor; a perspective they said they rarely hear on this issue.
- One viewer noted: "It's coming from a professional in the subject, so it is an interesting take that's humanized and really lets us know how she felt about the topic and the law in place."



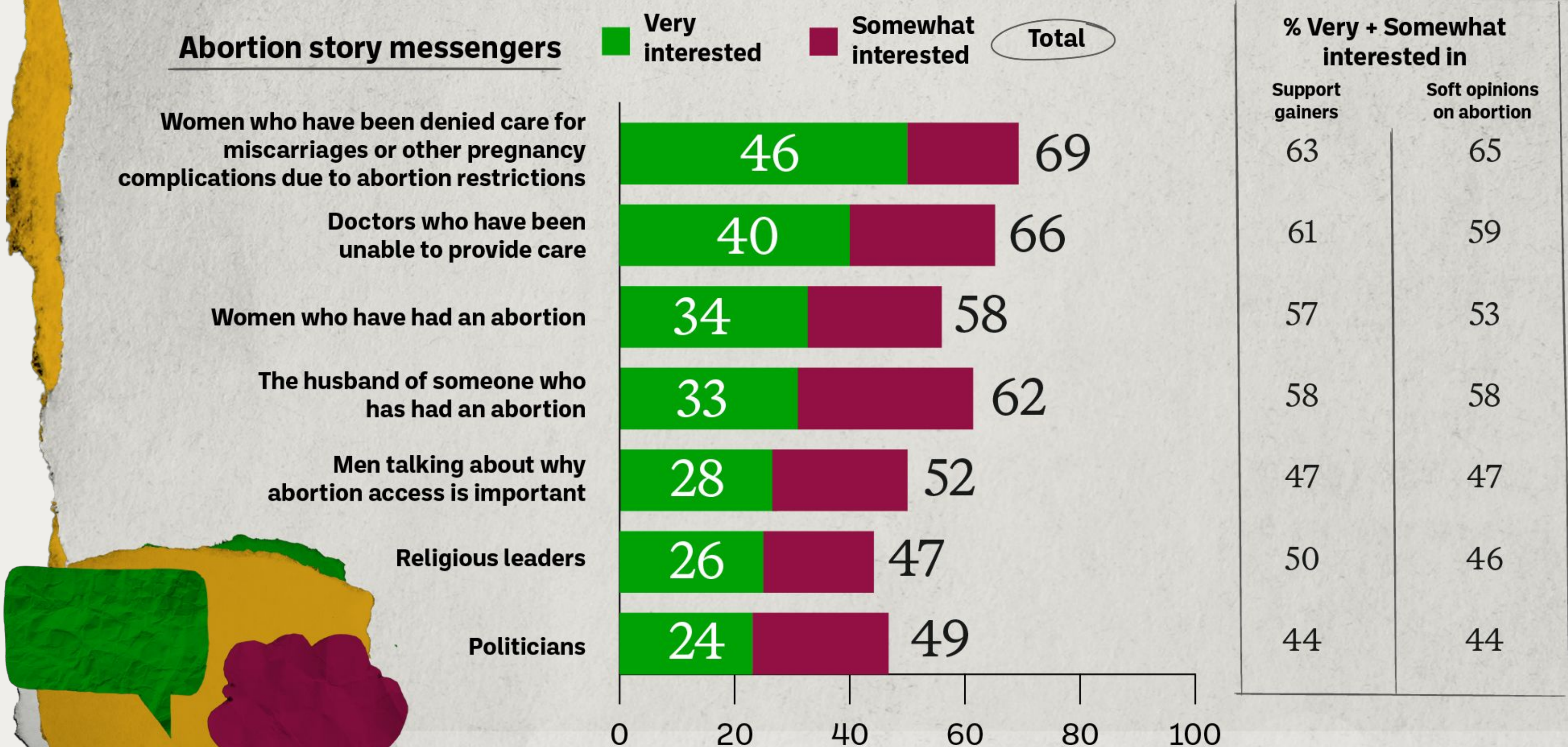
Click to watch video

General takeaways



General takeaways

When it comes to messengers, voters are most interested to hear from people who have been personally impacted by abortion bans.



From action to insight

What's next?

Applying what we learn



1

**Continue to collect
a diverse range of
stories from all
types of storytellers**



2

**Work with partners
to hone messages
and lift up
messenger**

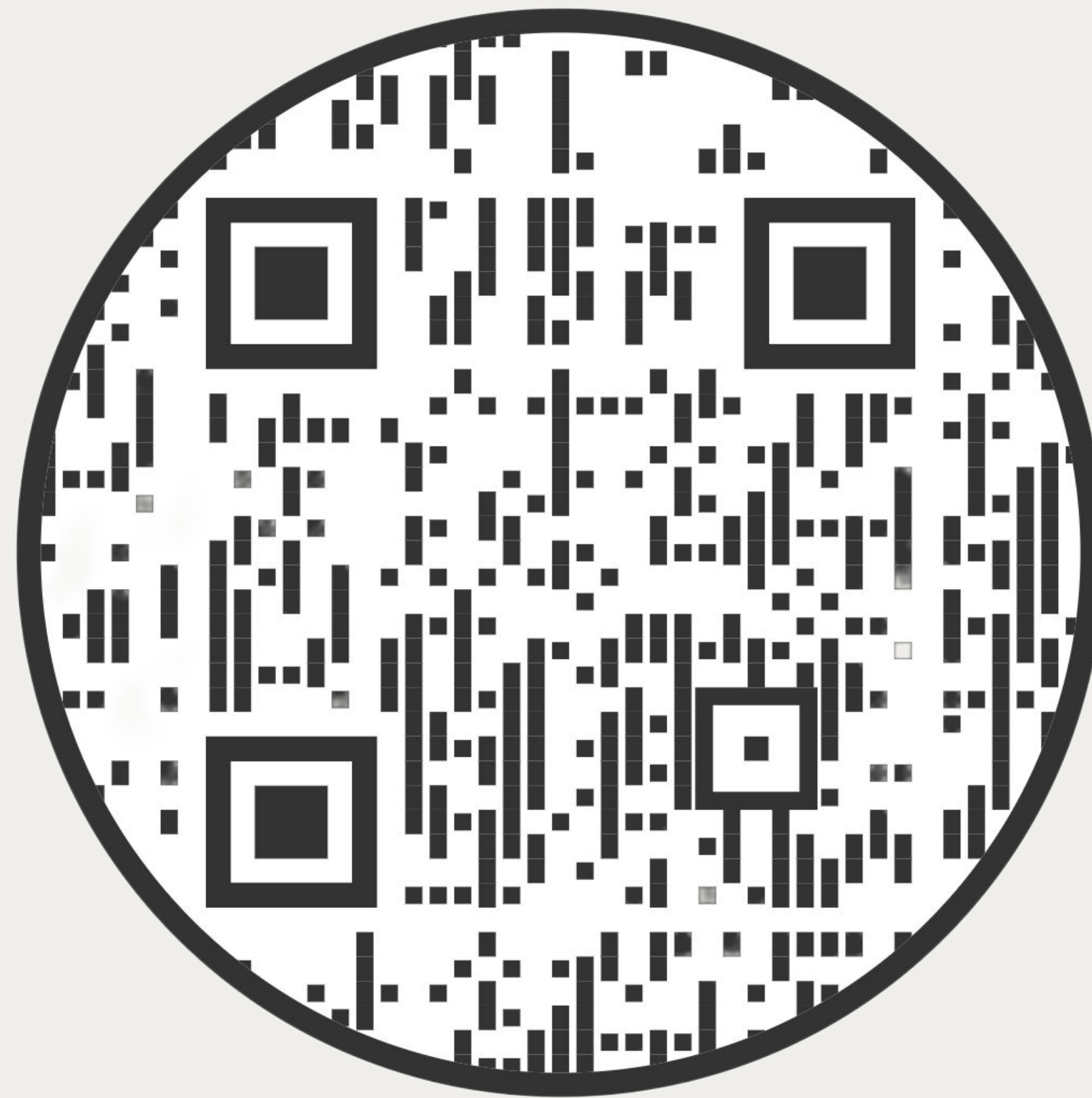


3

**Experiment with new
formats, platforms,
and partners to get
these stories in front
of new audiences**

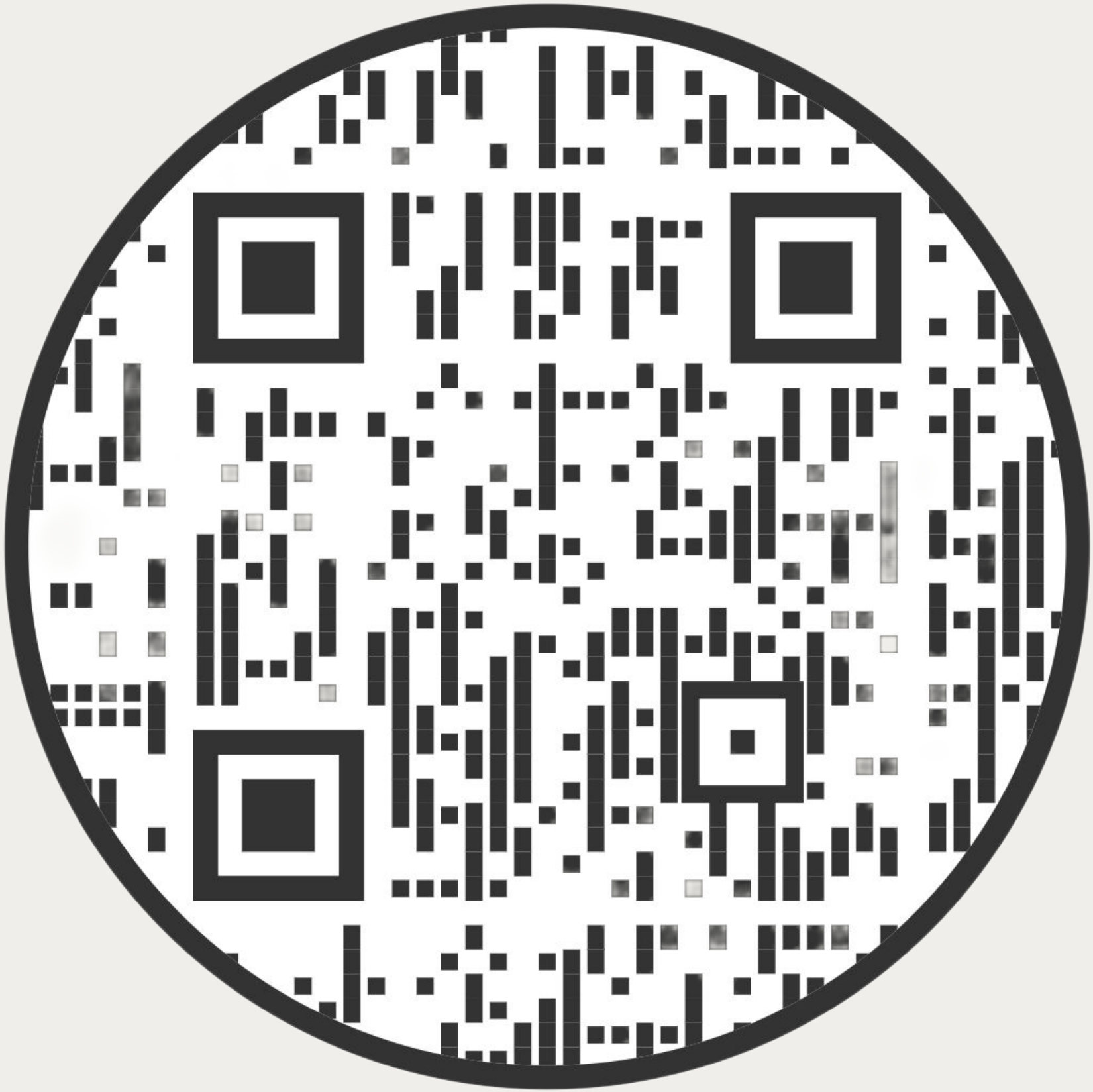
Share the research

FOR PARTNERS & DONORS:



Share the research

FOR STORYTELLERS:



What's next for Abortion in America?

Thanks to your support, we have a busy few months ahead of us.



1

Amplify Legal



2

**2026 Storytelling
Convening**



3

**Added resources
for storytellers**



4

Hiring and growing