

The Pro-Life Advantage for Candidates

Being pro-life gives a candidate an advantage among voters:

▪ A **2006** post-election poll by The Polling Company found that 36% of the voters said abortion affected the way they voted. Twenty-three percent voted for candidates who oppose abortion while 13% voted for candidates who support abortion, giving pro-life candidates a 10% advantage for pro-life candidates.

▪ A **2004** Wirthlin Worldwide post-election poll found that 42% of the voters said abortion affected the way they voted. Twenty-four percent voted for George W. Bush while 15% voted for John Kerry, giving President Bush a 9% advantage on the abortion issue.

Eight percent said abortion was the “most important” issue in their voting. Six percent voted for George W. Bush while 2% voted for John Kerry— a 4% advantage for President Bush.

▪ A **2002** Zogby International post-election poll conducted in nine states with hotly contested Senate races found that 41% of the voters said the abortion issue affected their vote. Twenty-three percent voted for the pro-life candidate while 16% voted for the pro-abortion candidate-- a 7% advantage for the pro-life candidate.

▪ A **2002** CBS/New York Times poll (November 20-24) found that abortion tied for second place as the biggest vote-getter for Republican U.S. House candidates. Six percent of those voting for Republican U.S. candidates cited abortion as the most important issue in deciding their vote while zero percent of those who voted for Democratic U.S. House candidates cited abortion as the reason.

▪ A **2000** Wirthlin Worldwide post-election poll found that 42% of the voters said that abortion affected their vote. Twenty-three percent voted for pro-life candidates and 19% voted for pro-abortion candidates – a 4% advantage for pro-life candidates in general.

▪ A **1998** Wirthlin Worldwide post-election poll found that 22% of all voters said abortion affected the way they voted. Thirteen percent voted for candidates who oppose abortion while 9% voted for candidates who favor abortion, giving pro-life candidates a 4% advantage.

36% abortion “affected” their vote
23% voted for candidates who oppose abortion
13% voted for candidates who support abortion
10% **advantage for candidates who oppose abortion**

42% abortion “affected” their vote
24% voted for George W. Bush
15% voted for John Kerry
9% **advantage for George W. Bush**

8% abortion is “most important” issue
6% voted for George W. Bush
2% voted for John Kerry
4% **advantage for George W. Bush**

41% abortion affected their vote
23% voted for pro-life candidates
16% voted for pro-abortion candidates
7% **advantage for pro-life candidates**

6% voted for Republican House candidates because of abortion

0% voted for Democratic House candidates because of abortion

42% abortion affected their vote
23% voted for pro-life candidates
19% voted for pro-abortion candidates
4% **advantage for pro-life candidates**

22% abortion affected their vote
13% voted for pro-life candidates
9% voted for pro-abortion candidates
4% **advantage for pro-life candidates**

Post-election polling reveals that being pro-life gives a candidate a clear advantage among voters. In fact, since 1980, every pro-life presidential candidate has shown a *significant* net gain among voters who place primary emphasis on abortion in deciding for whom to vote.