



PERCEPTION INSIGHT

opinion research for strategic communications

September 28, 2024

TO: Texas Campaign for Mothers
FROM: Marc DelSignore

RE: Texas GOP Primary Voter Survey Key Findings

These results are from a survey conducted August 31 – September 4, 2024, among N=601 Texas GOP primary voters. Live operator interviews were conducted on both cell phones (n=256) and landline phones (n=56) with the remaining interviews conducted via SMS text-to-online surveys (n=289). The margin of error for all N=601 interviews is +/-3.9% at the 95% confidence level.

- ***While a substantial majority of GOP primary voters identify as “pro-life” (69%) and even more generally oppose abortion (73%), similar majorities favor abortion exemptions.*** At the outset of the survey majorities of GOP primary voters are in favor of abortion when the life of the mother is in danger (87%), in cases of rape or incest (75%), and when there are fatal fetal abnormalities (68%).
- ***Initially, 62% of GOP primary voters say they favor the current Texas abortion law, but after hearing more about the current abortion law’s restrictions, three in four GOP primary voters (75%) favor modifying the current Texas abortion law.*** This substantial majority (75%) supports modifying the law to allow abortion exemptions in cases of rape, incest, and fatal fetal abnormalities and eliminating severe penalties for doctors and other medical providers for treating women with pregnancy complications.
- ***By more than a two-to-one margin, GOP primary voters would be more likely to support state legislators who vote to modify the current abortion law to add the exemptions and eliminate the severe penalties for doctors after learning about the current law’s provisions (55% more likely / 24% less likely / 21% undecided / unsure).***