

CENTERLINE

National Survey

- N = 800 Registered Voters
- Conducted via Mixed Mode
- Sept 16-20, 2024
- moe = +/- 3%

CLOSER LOOK AT MATERNAL HEALTH

*Prepared by Alex Lundry, Redbud Consulting, Sept 2024
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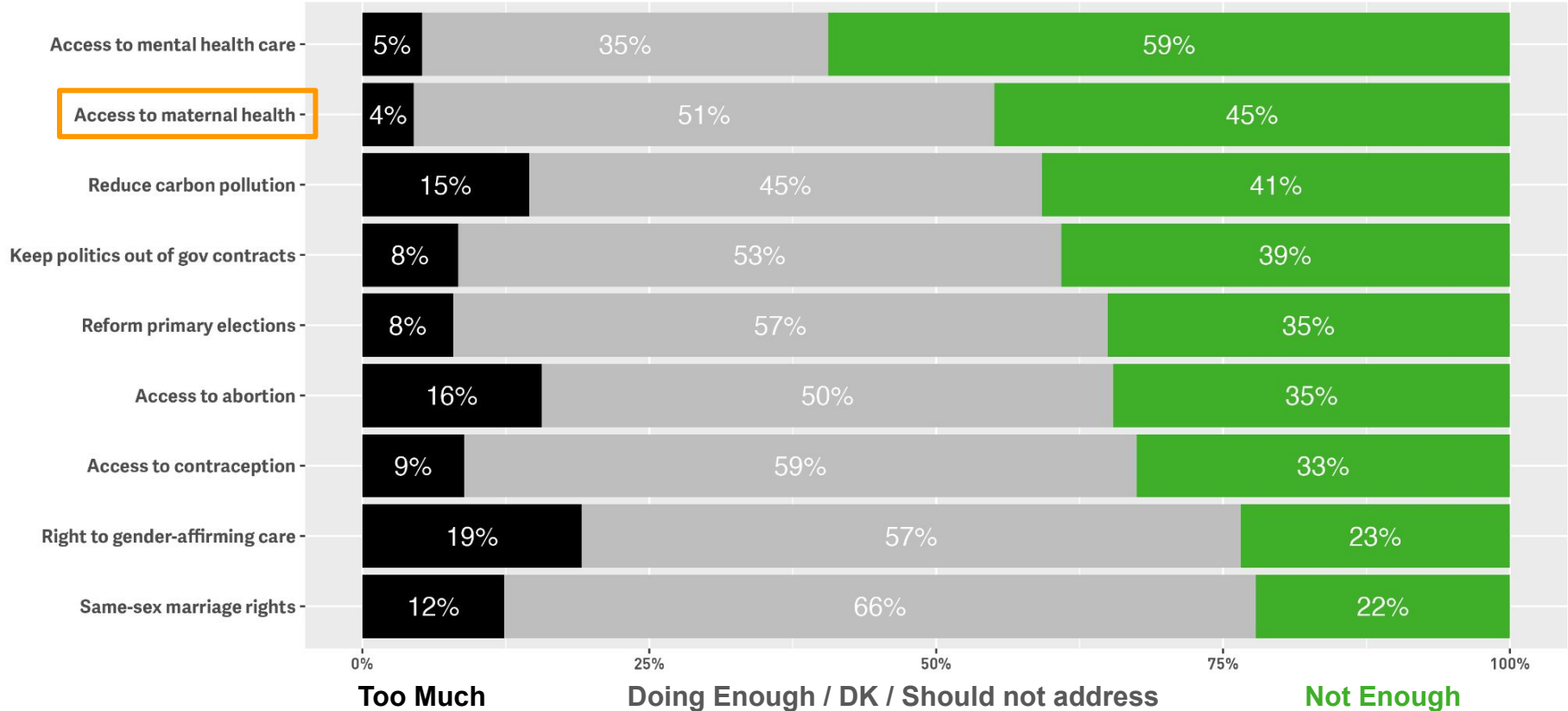
- Voters Want More Gov \$ Spent on Maternal Health
- Support Even Faced With Taxes and Service Cuts.
- Pro-life & Network Effects are Powerful Messages
- Men Just as Supportive as Women
- Support across all key demographic groups.
- States Across the Country Want More Done Here

6 Headlines

GOVERNMENT ACTION

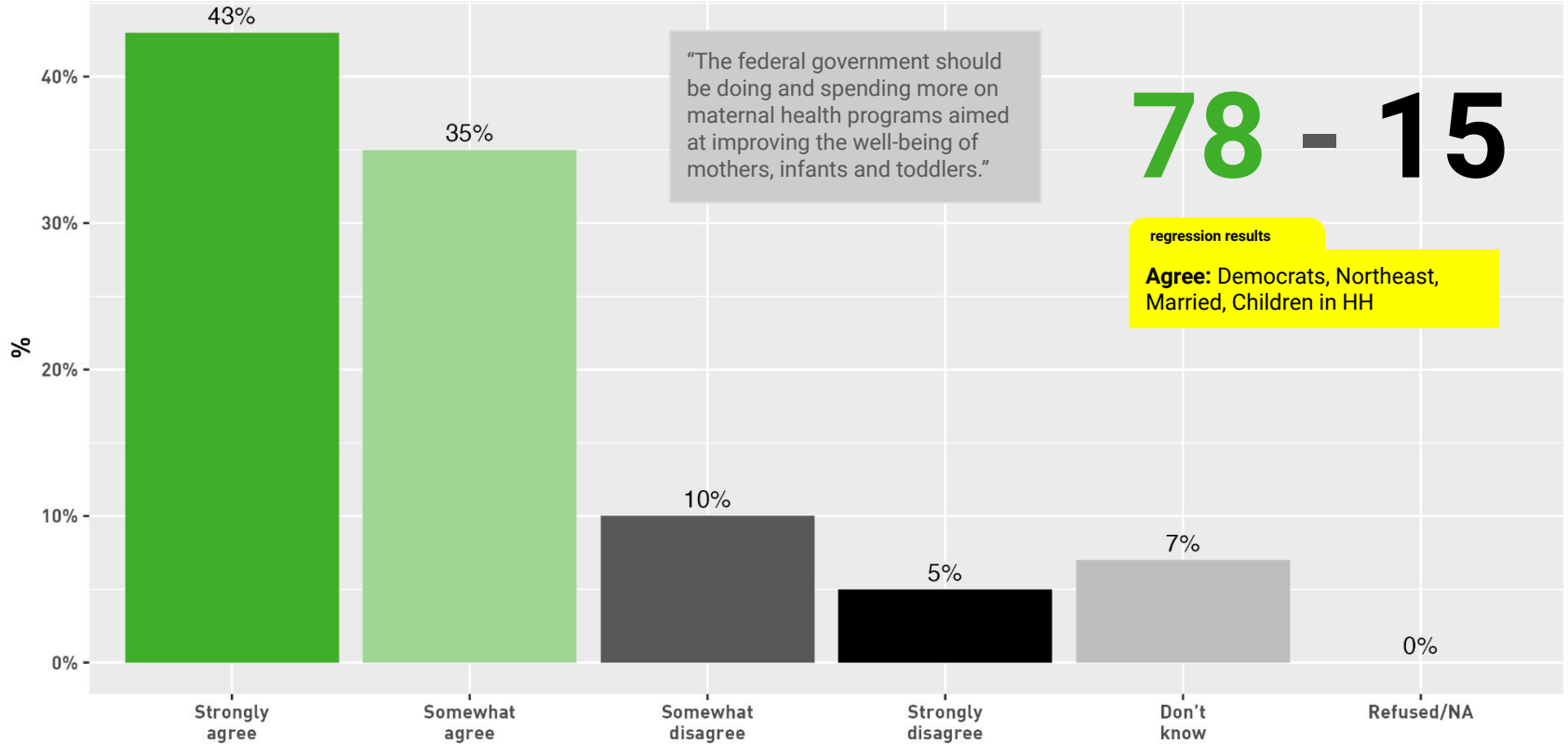
Here are a few issues facing the country. For each, please indicate whether you think elected officials in your state are...doing too much on this issue, doing enough on the issue, not doing enough on the issue, or they should not be addressing the issue.

Voters are most interested in more government action on mental health, maternal health and clean energy.



MATERNAL HEALTH - FED FUNDING

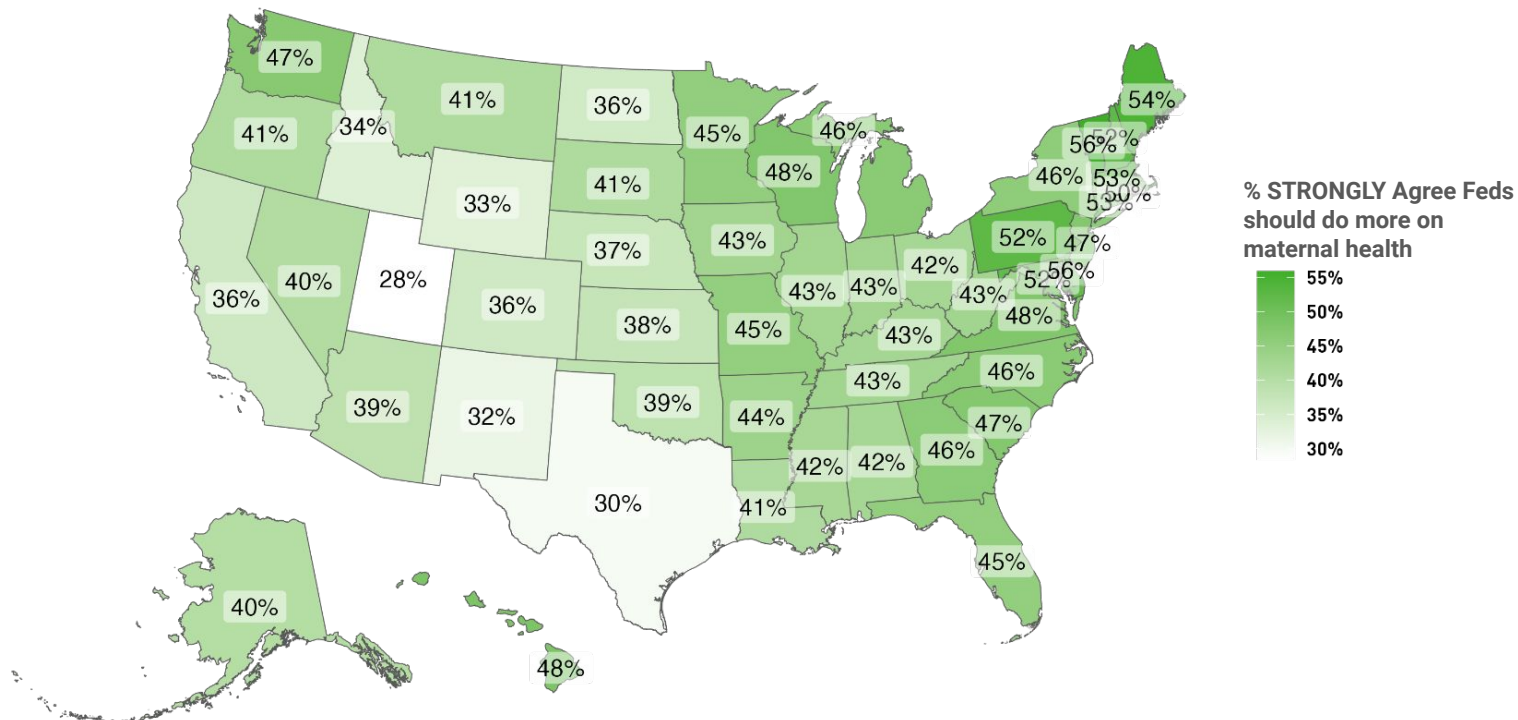
Nearly 8 out of 10 voters would like to see the federal government doing more on maternal health, with 4 out of 10 strongly agreeing.



Do you agree or disagree with the following statement? “The federal government should be doing and spending more on maternal health programs aimed at improving the well-being of mothers, infants and toddlers.”

STRONGLY AGREE: FEDS MATERNAL HEALTH

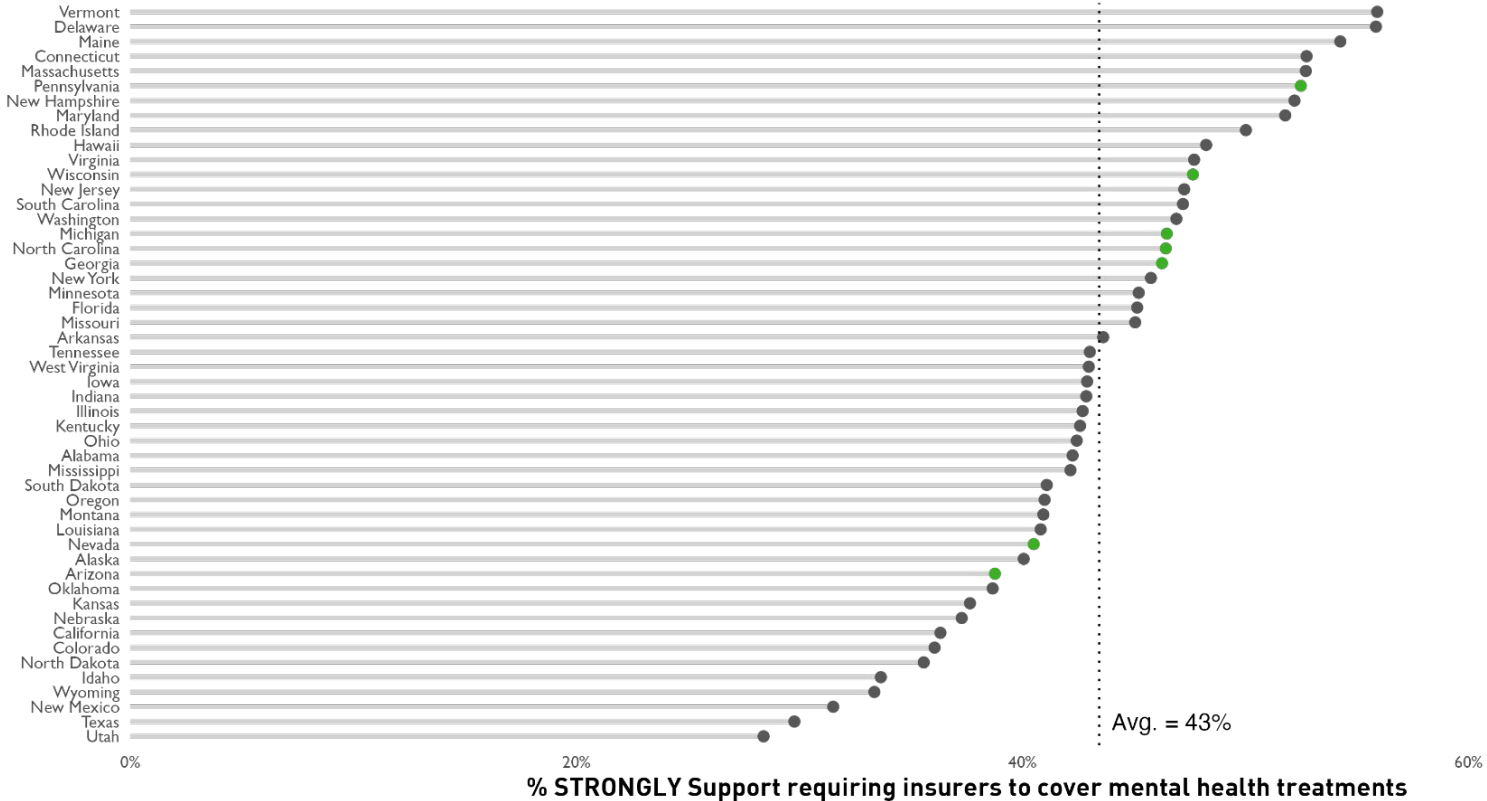
Support is high across the country, but especially strong on the East Coast, stretching down into many Southern states.



State-level estimates calculated via Multi-level Regression & Post-stratification

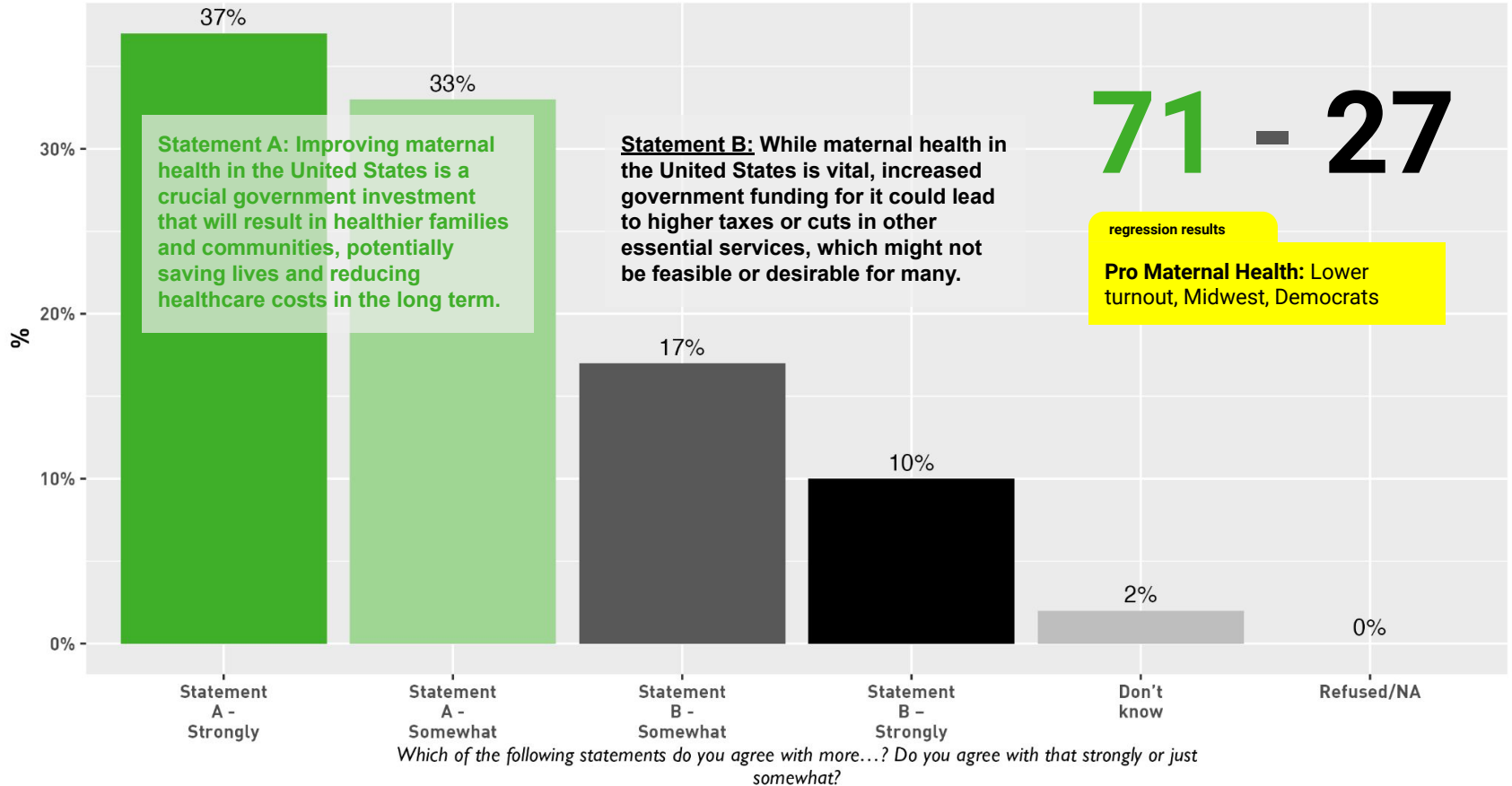
STRONGLY AGREE: FEDS MATERNAL HEALTH

Support is very high in key swing states, especially Pennsylvania



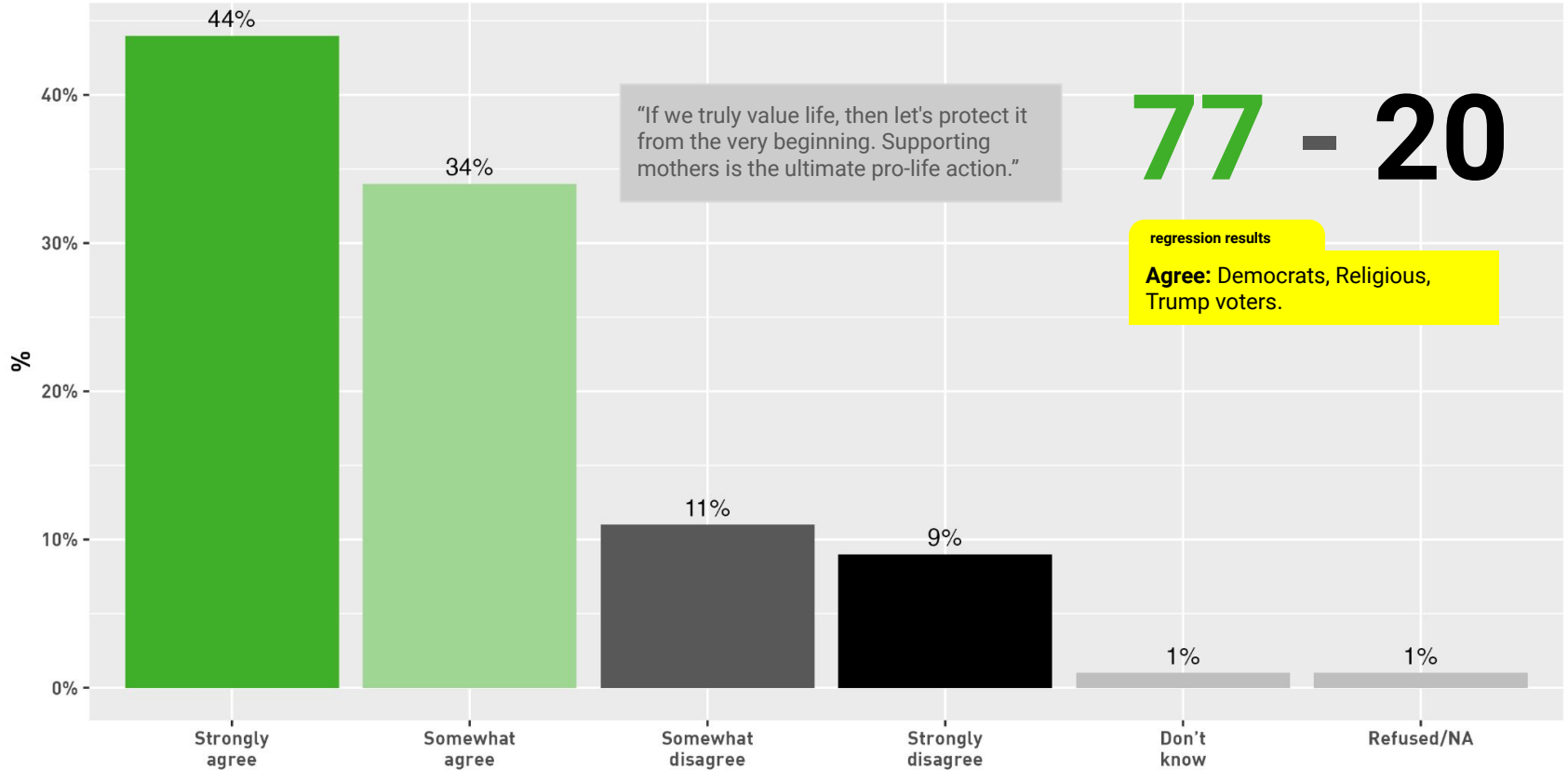
MATERNAL HEALTH - TAX & SPEND IMPACT

Even when we remind voters that funding maternal health programs could lead to higher taxes or cuts in services, it still has 70% support.



MATERNAL HEALTH - PRO-LIFE FRAME

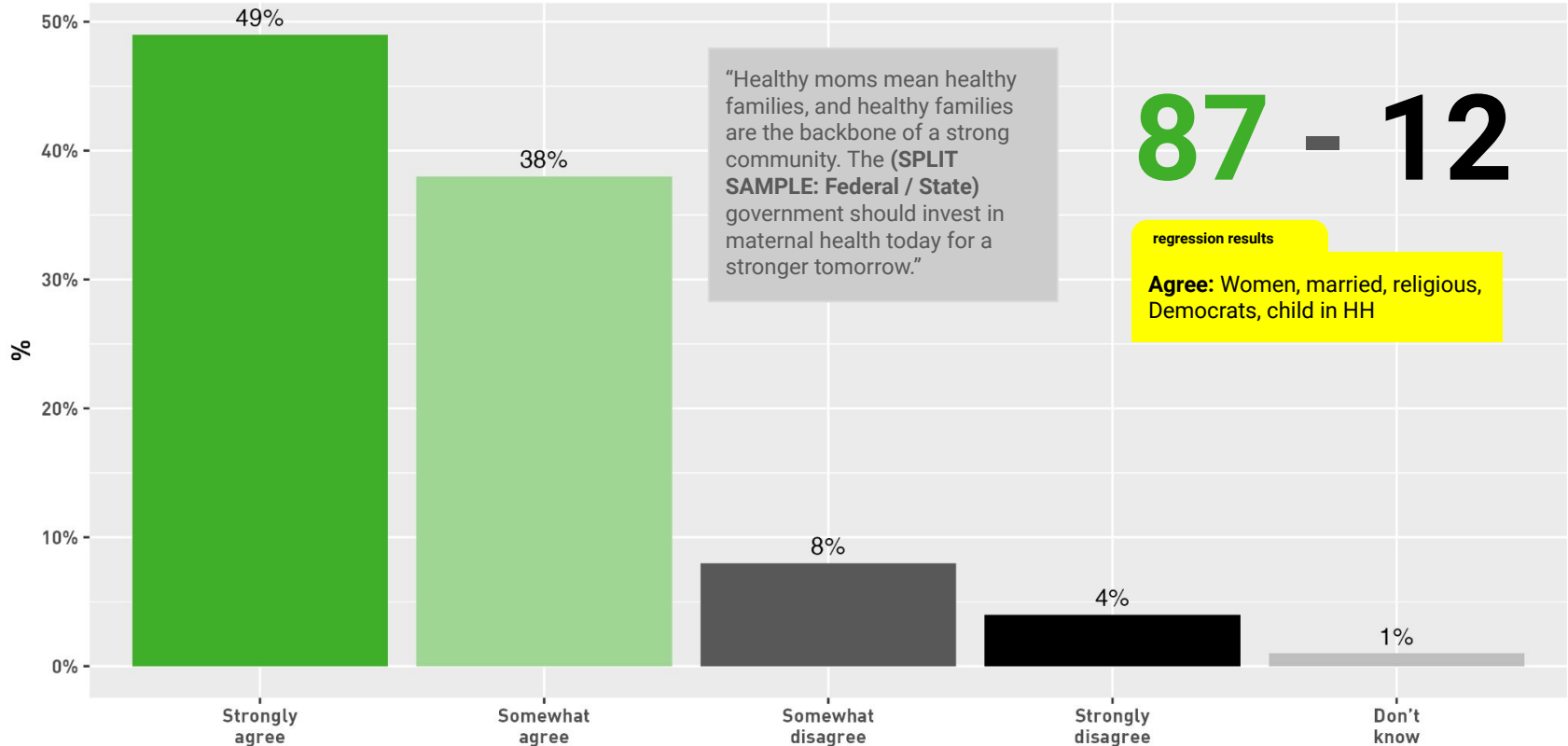
A pro-life frame around maternal health programs sees support get as high as 78% with almost half strongly agreeing.



Do you agree or disagree with the following statement? "If we truly value life, then let's protect it from the very beginning. Supporting mothers is the ultimate pro-life action."

MATERNAL HEALTH - NETWORK EFFECTS

Focusing on the exponential impact of funding maternal health increases support to almost 90%.



“Healthy moms mean healthy families, and healthy families are the backbone of a strong community. The (SPLIT SAMPLE: Federal / State) government should invest in maternal health today for a stronger tomorrow.”

87 - 12

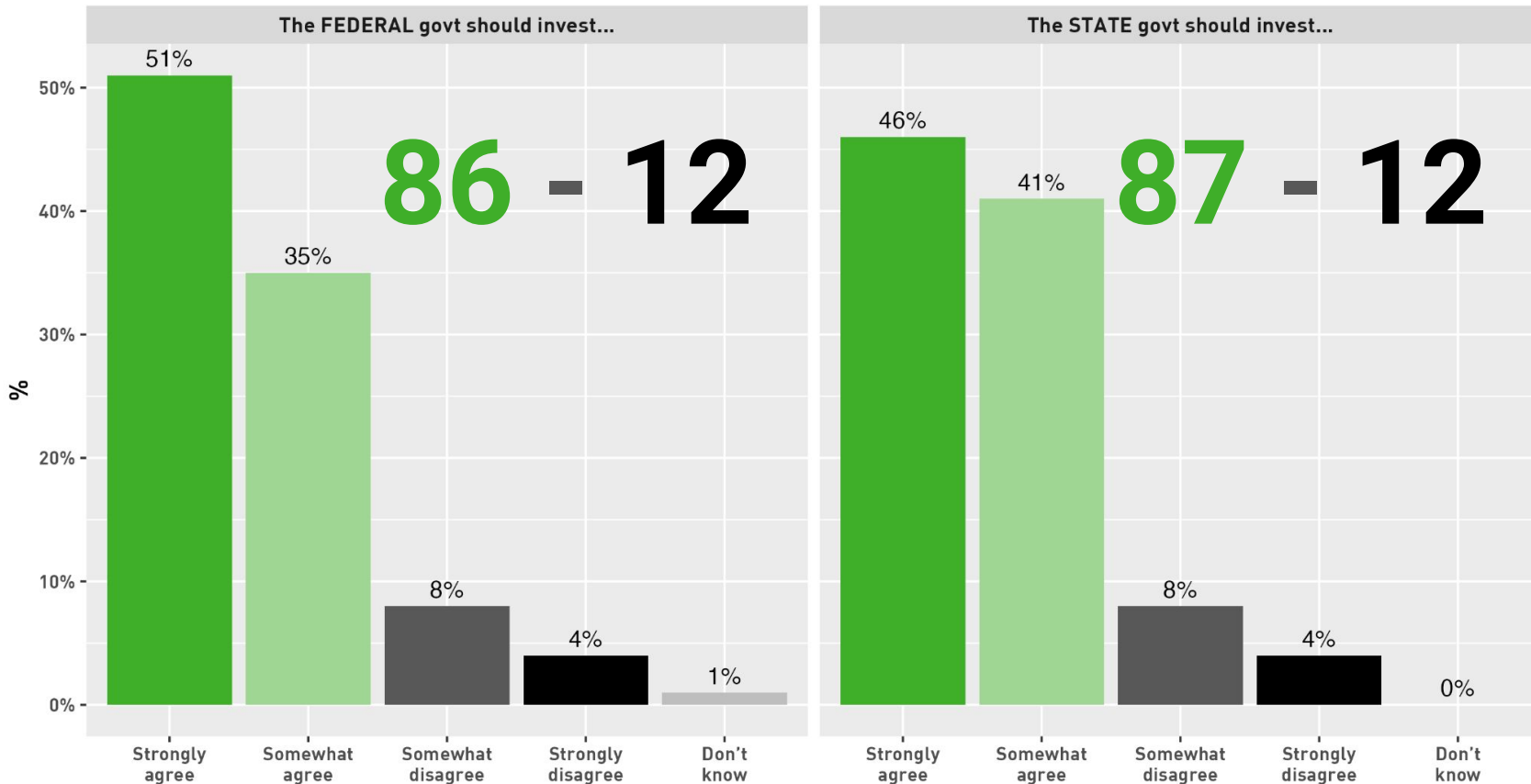
regression results
Agree: Women, married, religious, Democrats, child in HH

Do you agree or disagree with the following statement? “Healthy moms mean healthy families, and healthy families are the backbone of a strong community. The (SPLIT SAMPLE: Federal / State) government should invest in maternal health today for a stronger tomorrow.”

MATERNAL HEALTH - FEDS VS STATE

SPLIT SAMPLE
experiment

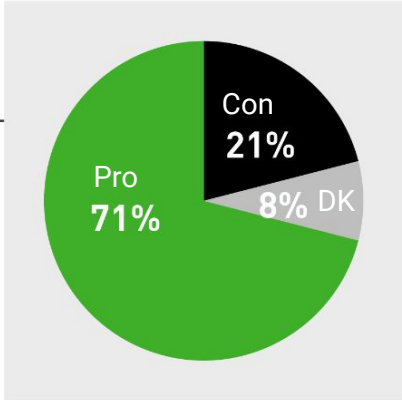
There are minimal differences between federal and state action on maternal health.



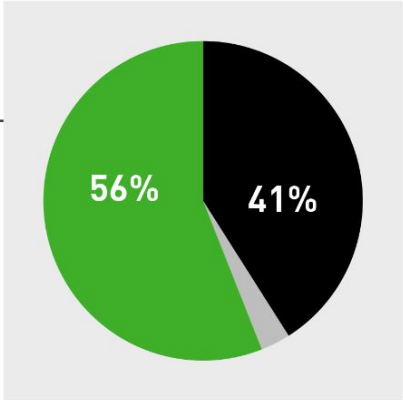
REPUBLICAN SUPPORT FOR MATERNAL HEALTH

There is strong Republican support for government funded maternal health programs regardless of how the question is framed.

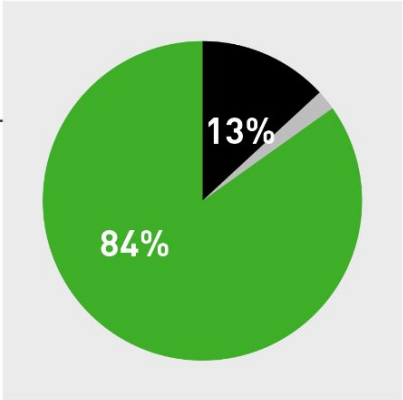
Fed Gov Should Do More



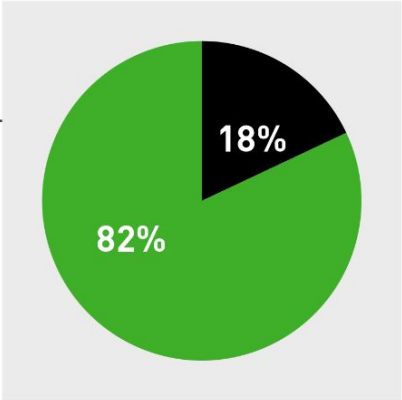
Crucial Gov Investment



Pro-Life Frame

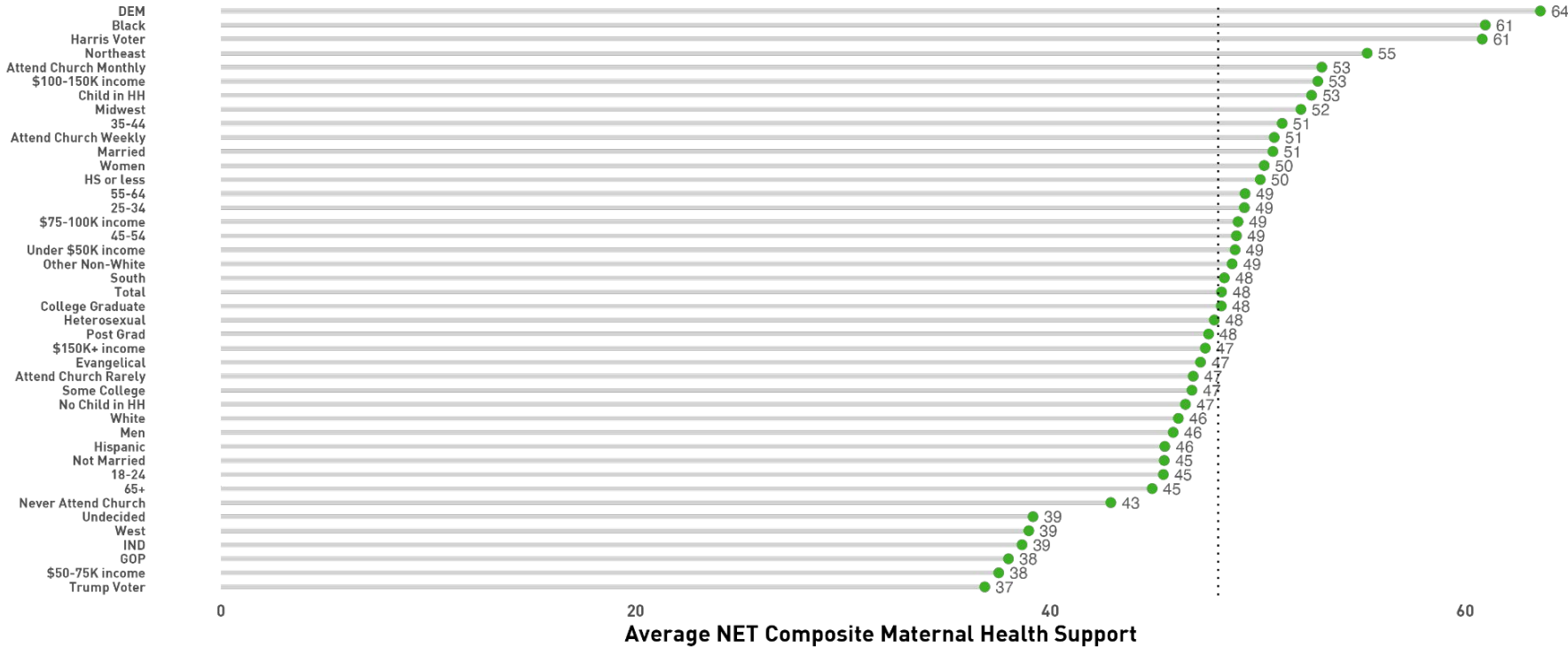


Network Effects

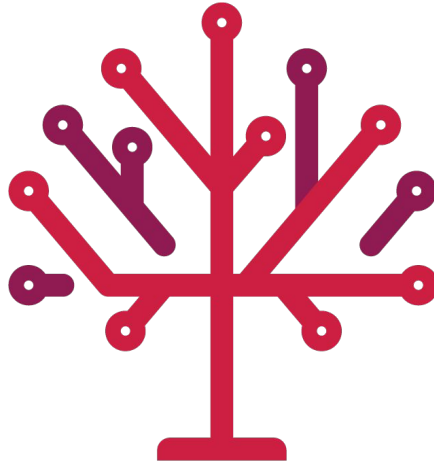


MATERNAL HEALTH: COMPOSITE SUPPORT BY DEMOS

Regardless of party, income, gender, race, region and many more, there is very strong support for government expansion of maternal health programs.



For key demos, this shows average net support for government backed maternal health initiatives based on a composite score made up of all relevant survey questions.



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