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**To:** Interested Parties  
**From:** Alex Lundry, Redbud Consulting  
**Re:** Centerline Liberties National Issues Survey - Maternal Health  
**Date:** October 2024

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The following key findings and data come from Centerline Liberties' recent national survey of 800 registered voters conducted September 12-16, 2024 via mixed mode methodology (cell phones, landlines, online and text-to-web). The survey has a margin of error of +/- 3%.

The survey covered a number of topics; this memo focuses on data collected regarding federal funding of maternal health initiatives.

### **KEY FINDINGS**

1. **Nearly half of registered voters want more done on maternal health.** Fully 45% of voters say that the government is not doing enough when it comes to *“expanding access to maternal health care.”* Meanwhile only 4% say it is doing too much, and fewer than a third (31%) are satisfied with their current efforts.
2. **8 out of 10 voters want the Federal government spending more here.** 78% agree that *“The federal government should be doing and spending more on maternal health programs aimed at improving the well-being of mothers, infants and toddlers.”* Unsurprisingly, this is especially the case among married respondents and those with children in the household. And this is a cross-partisan issue, with 71% of both Republicans and Independents agreeing (as well as 89% of Democrats).
3. **Support holds even in the face of taxes and service cuts.** When offered the ability to choose between two competing statements on government support for maternal health initiatives, an overwhelming number of voters remain supportive. Specifically, 71% agree that *“Improving maternal health in the United States is a crucial government investment that will result in healthier families and communities, potentially saving lives and reducing healthcare costs in the long term.”* This includes a majority of Republicans (56%) and more than two-thirds of Independents (67%).

Only 27% preferred, *“While maternal health in the United States is vital, increased government funding for it could lead to higher taxes or cuts in other essential services, which might not be feasible or desirable for many.”*

4. **Pro-life messaging frames are especially powerful.** 78% agree that *“If we truly value life, then let's protect it from the very beginning. Supporting mothers is the ultimate pro-life action.”* Moreover, this gets agreement from an incredible 84% of Republicans.

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5. **The “network effects” of maternal health also make a compelling message.** 87% of registered voters agree that *“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.”* (82% among R’s, 95% for D’s and 82% of Independents). There was no meaningful difference in support between those that were asked about the federal government and the state government.
  6. **Net positive support across all key demographic groups:** Looking at a composite score across each of our questions focused on maternal health, we found there is net support for government funded maternal health programs among every key demographic investigated. This includes Trump voters, at +37, Republican Men at +36, people with no children in the household (+47) and 65+ senior voters at +43.
  7. **Men are just as supportive of maternal health programs as women:** Interestingly, there are no statistically significant differences between men and women respondents to our key measures of support for maternal health programs. 79% of men (and 67% of Republican men) agree the feds should be doing and spending more, as do 77% of women. Similarly, 70% of men and 71% of women preferred our pro-maternal health statement to its alternative.
  8. **Three-quarters of swing voters support maternal health initiatives:** 75% of undecideds on the presidential ballot and 76% of undecideds on the generic congressional ballots believe that “improving maternal health in the US is a crucial government investment” even when weighed against “higher taxes or cuts in other essential services.”
  9. **States across the country strongly agree the feds should do more.** Modeling of state-level estimates indicate that on average about 40% of RVs in each state strongly agree that *“The federal government should be doing and spending more on maternal health programs aimed at improving the well-being of mothers, infants and toddlers.”* This shows the issue to have remarkable appeal across the country, including key swing states like Pennsylvania, Wisconsin and Michigan.