

Young Consumers Want Accountability for Corporate Anti-Choice Donations: 5 Research Takeaways

A new survey¹ explores young consumers' attitudes toward companies donating to anti-choice PACs and political campaigns. The data shows more young people support legal abortion than a year ago, and that across demographics, a majority are concerned about the impact of corporate anti-choice donations.

1. A majority of young consumers are concerned by corporate anti-choice donations.

- After messaging, a majority would be concerned by a number of companies donating to PACs or candidates opposing the right to choose. They are most concerned about anti-choice donations from Disney, Nike (70% would be concerned about each), and Procter & Gamble (69% concerned).
- Messages detailing a range of potential impacts of donations are all effective with most young people. Both more progressive messaging (saying donations support legislation to make all abortion illegal) and moderate messaging (saying donations could put more limits on abortion) are effective with 80% and 79% respectively. Similarly, messages referencing SCOTUS (saying donations could support efforts to overturn Roe v. Wade) and Texas (saying donations could support state laws similar to S.B.8) are effective with 79% and 78% respectively.

2. Young consumers want companies to support progressive change and reproductive rights.

- Three-quarters (74%) agree companies should help push for social change, including LGBTQ rights, women's rights, and racial equity. The same share (74%) also agree companies should use their economic power to stop legislation that harms people's rights, including legislation that would restrict abortion rights.

3. Many young people are willing to take action to hold companies accountable for anti-choice donations.

- Fully half of young consumers (50%) are both pro-choice and willing to boycott companies whose donations do not support their abortion views.
- Young people who are Democrats are 13% more likely than Republicans to be very willing to boycott companies whose donations do not support their abortion views (40% of Democrats, compared to 27% of Republicans).
- A 71% majority would not consider applying for a job at a company that donates to candidates and PACs that oppose a woman's right to choose – a slight increase from last year.

4. Since last fall, more young consumers support legal abortion.

- A 72% majority believe abortion should be legal in all or most cases – a 5% increase from last fall. Only 9% of young people think abortion should be fully against the law – down 2%.
- Fully 70% have heard a lot or some about S.B.8 in Texas, and that share is highest among Latinx consumers.

5. Young consumers see a company's position on abortion as a bellwether for other issues.

- Most young consumers (65%) – and three-quarters (75%) of liberal young consumers – agree that a company that does not share their values on the issue of abortion probably does not share their values on other issues.
- Three-quarters (75%) are concerned by a message noting that many anti-choice PACs also support candidates who defend the January 6th Capitol attack, restrict access to voting, or work to overturn certified election results.

¹ GQR conducted an online survey of 1,600 young adult consumers (aged 18-44) with 200 oversamples each of Black, Latinx, and AAPI individuals. The survey was conducted from November 12-23, 2021. Because online surveys use opt-in, non-probability samples, this survey has no margin of error. If a survey of this size were fielded using a probability sample, the margin of error would be +/- 2.5%.