

**Public Awareness and Opinion about Unwanted Pregnancy
- Survey Findings -**

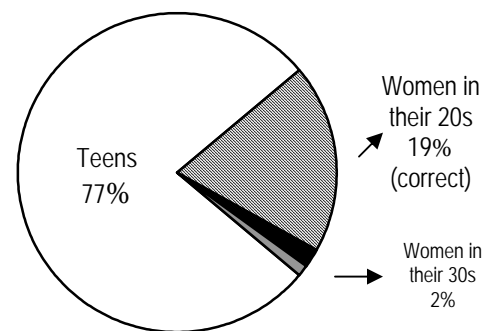
Americans strongly support the goal of reducing unwanted pregnancies in the U.S.

Seven in ten (69%) Americans favor the goal of reducing unwanted pregnancies in the U.S.¹

Americans underestimate the extent of the unplanned pregnancy problem among people in their 20s and 30s.

- Only one in five (19%) Americans know that women in their 20s have the greatest number of unplanned pregnancies.² (Figure One)

FIGURE ONE
From what you know, which age group has the highest number of unplanned pregnancies in the US?



Americans tend to overestimate how much of the problem is attributable to teens.

- 77% of Americans assume that teens have the highest number of unplanned pregnancies.³ (Figure One)
- Similarly, three quarters of Americans (78%) overestimate the number of teen abortions.⁴
- Only 15% of Americans know that teens, rather than older women, are the group most likely to have used an effective method of contraception the last time they had sex.⁵

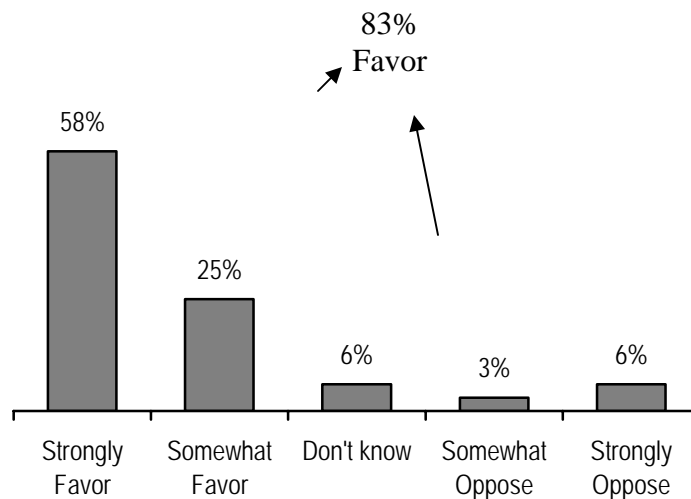
Americans most often site the well-being of children as the main reason to support reducing unwanted pregnancy.

- When asked the single most important reason for reducing teen and unwanted pregnancy, Americans most frequently say “because children who grow up wanted have a better future” and that if the occurrence of such pregnancies is reduced, “more children are likely to grow up living with both a mother and a father.”⁶

Americans strongly support the National Campaign’s three core strategies for reducing teen and unwanted pregnancy—education, personal responsibility, and responsible use of contraception. They also strongly support an organization using these three strategies to reduce teen and unwanted pregnancy.

- Large majorities support the National Campaign’s three primary strategies:
 - education (90%),⁷
 - personal responsibility (87%),⁸ and
 - responsible use of contraception (82%).⁹
- After learning about these strategies, 83% favor an organization dedicated to reducing the number of unwanted pregnancies in the US.¹⁰ (Figure Two)

FIGURE TWO
 Having heard these three strategies, please tell me whether you would favor or oppose an organization that uses these strategies to try to reduce the number of unwanted pregnancies in the US?



Public Strategies, Inc. is a national strategic consulting firm, based in Austin, Texas, that brings the focus and discipline of a campaign to the issues facing its clients.

The Glover Park Group specializes in using research to drive creative solutions for the challenges of corporations, foundations, and non-profit organizations.

Methodology

The findings are based on two telephone surveys with Americans aged 18 and older and provide a nationally representative sample of this group. The surveys were conducted by the Glover Park Group and Public Strategies Inc. for the National Campaign with support from the William and Flora Hewlett Foundation

1. Conducted 3/14-15/07; surveyed 1,002 adults; margin of error +/-3%
2. Conducted 3/29/07 – 4/9/07; surveyed 933 adults; margin of error +/-3%

¹ Question Wording: Please tell me whether you favor or oppose the goal of reducing the number of unwanted pregnancies in the United States.

² Question Wording: From what you know, which age group has the highest number of unplanned pregnancies in the United States? Would you say... teens, women in their 20s, or women in their 30s?

³ Question Wording: From what you know, which age group has the highest number of unplanned pregnancies in the United States?

⁴ Question Wording: From what you know, of all abortions performed in the United States each year, what percentage do you think are to teens? Would you say... 20 percent or less, about one third, about half, about three quarters, 90% or more?

⁵ Question Wording: Who is most likely to have used an effective method of contraception the last time they had sex? Would you say... teens, women in their 20s, or women in their 30s?

⁶ Question Wording: In your view, which of the following is the SINGLE MOST IMPORTANT reason for reducing teen pregnancy and unwanted pregnancy: because children who grow up wanted have a better future, because more children are likely to grow up living with both a father and a mother, because it will strengthen a culture of personal responsibility, because it will decrease the number of abortions, because it will give women more control over their lives and future

⁷ Question Wording: I'm going to read you a list of strategies that have been proposed to reduce the number of unwanted pregnancies in the United States. After each, please tell me if you favor or oppose the strategy to reduce the number of unwanted pregnancies in the United States: Providing *more education* to teens, parents, and young adults in their 20s and 30s that encourages them to take sex and pregnancy seriously, includes extensive information about contraception, and stresses personal responsibility and respectful relationships. Do you favor or oppose this strategy to reduce the number of unwanted pregnancies in the United States?

⁸ Question Wording: I'm going to read you a list of strategies that have been proposed to reduce the number of unwanted pregnancies in the United States. After each, please tell me if you favor or oppose the strategy to reduce the number of unwanted pregnancies in the United States: Strengthening a culture of *personal responsibility* regarding sex, getting pregnant, and bringing children into the world, as well as strengthening the practice of always using contraception when you aren't ready to have a baby. Do you favor or oppose this strategy to reduce the number of unwanted pregnancies in the United States?

⁹ Question Wording: I'm going to read you a list of strategies that have been proposed to reduce the number of unwanted pregnancies in the United States. After each, please tell me if you favor or oppose the strategy to reduce the number of unwanted pregnancies in the United States: supporting responsible policies that will *increase the use of contraception* - particularly by those who cannot afford it and by those at greatest risk for having an unwanted pregnancy. Do you favor or oppose this strategy to reduce the number of unwanted pregnancies in the United States.

¹⁰ Question Wording: Having heard these strategies, please tell me whether you would favor or oppose an organization that uses these strategies to try and reduce the number of unwanted pregnancies in the United States.