

A hand is shown pointing at a tablet that displays the homepage of The Atlantic website. The website content is partially visible, showing various article thumbnails and headlines. The background is a dark red circular gradient.

Leqer

IN COLLABORATION WITH

The Atlantic

BIRTH CONTROL & ABORTIONS

Sept 24-26, 2021

METHODOLOGY

METHODOLOGY

Leger, the largest Canadian-owned polling and marketing research firm, in collaboration with The Atlantic, conducted this Web survey with a representative sample of **1,001 Americans**, over the age of 18, selected from LEO's (Leger Opinion) representative panel. Data collection took place from **September 24th, 2021 to September 26th, 2021**, via Computer-Assisted Web Interviewing technology (CAWI). Using 2010 U.S. Census reference variables, the American data was then analyzed and weighted by our statisticians according to gender, age, region, race/ethnicity, household size and education level in order to render a representative sample of the general population.

A margin of error cannot be associated with a non-probability sample in a panel survey. For comparison purposes, a probability sample of this size would have a margin of **±3.09%, 19 times out of 20**. The results presented in this study comply with the public opinion research standards and disclosure requirements of CRIC (the Canadian Research and Insights Council) and the global ESOMAR network. Leger is a founding member of CRIC and is actively involved in raising quality standards in the survey industry. President Jean-Marc Léger is a member of the CRIC's Board of Directors and the Canadian representative of ESOMAR.

Leger is the polling firm that has presented the most accurate data, on average, over the last ten years in Canada. During the last federal election in 2019, Leger was once again the most accurate firm in the country. This accuracy is attributed to the quality of the LEO panel and rigorous application of methodological rules by Leger's 600 employees, including 200 professionals in Leger's eight offices across Canada (Montreal, Toronto, Quebec City, Winnipeg, Calgary, Edmonton and Vancouver) and in the United States (Philadelphia).

Poll aggregator 338Canada.com gave Leger the highest rating among all polling firms in Canada for the accuracy of its studies. See <https://338canada.com/pollster-ratings.htm>

METHODOLOGY

Notes on Reading this Report

The numbers presented have been rounded. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.

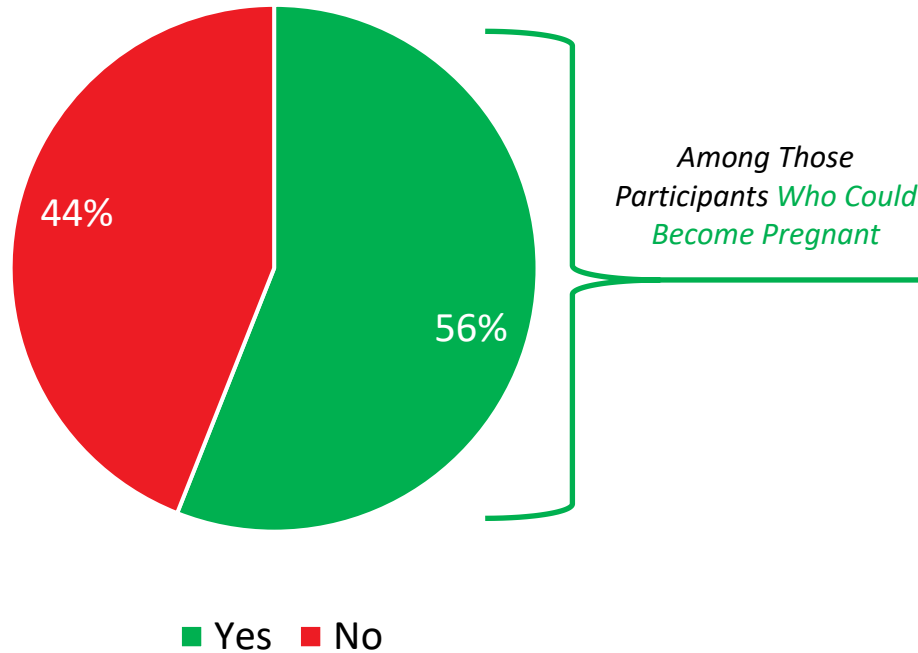
In this report, data in bold **red** characters indicate a significantly lower proportion than Total. Conversely, data in bold **green** characters indicate a significantly higher proportion than Total.

A more detailed methodology is presented in the appendix.

If you have questions about the data presented in this report, please contact Simon Jaworski, President at the following e-mail address: sjaworski@leger360.com

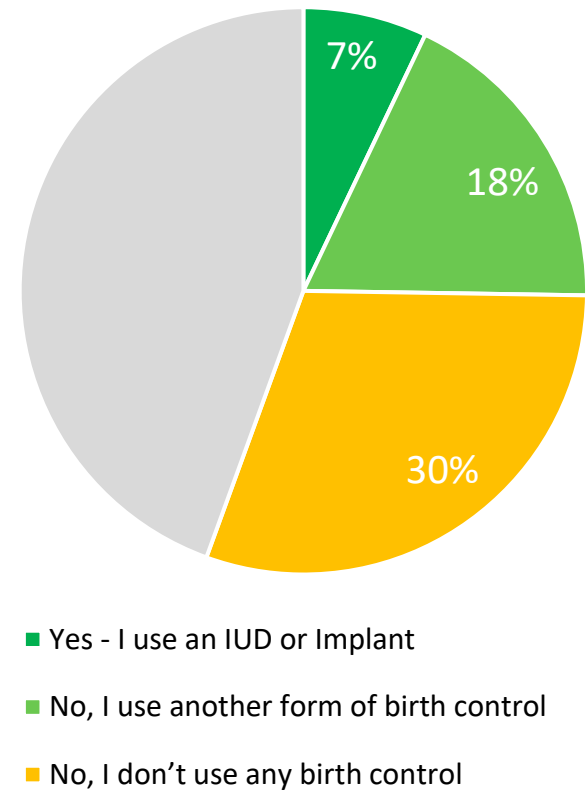
Participants Who Could Become Pregnant

Do You Have A Uterus, And Are You Currently Between The Ages Of 15 And 45?
(Asked of U.S. adults, Aged 18-45, n=316)



ATL1: Do you have a uterus, and are you currently between the ages of 15 and 45?

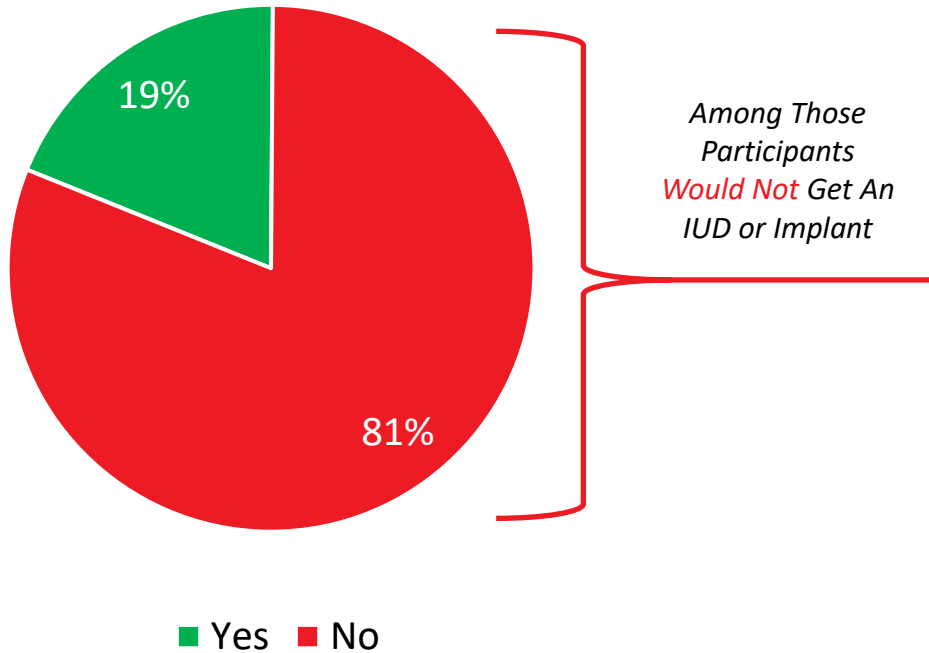
IUD Or Implant Birth Control Use
(Participants Who Could Become Pregnant, n=195)



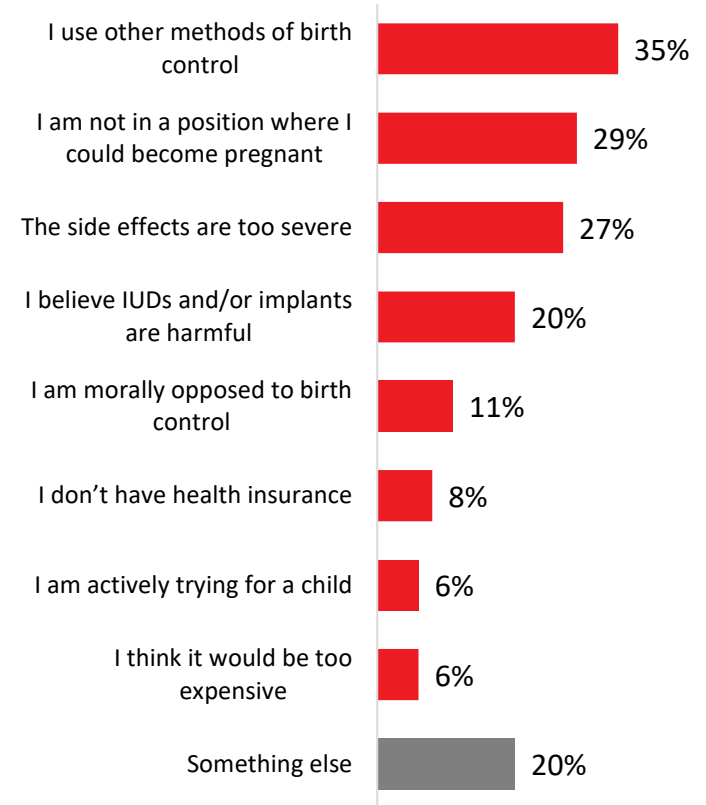
ATL2: Do you currently use an IUD or implant for birth control?

IUD or Implant Consideration

If Abortion Is Further Restricted In Your State, Would You Consider Getting An IUD Or Implant?
 (Participants Who Could Become Pregnant, n=195)



Why They Would Not Get An IUD Or Implant
 (Participants Who *Would Not* Get An IUD or Implant, n=132)

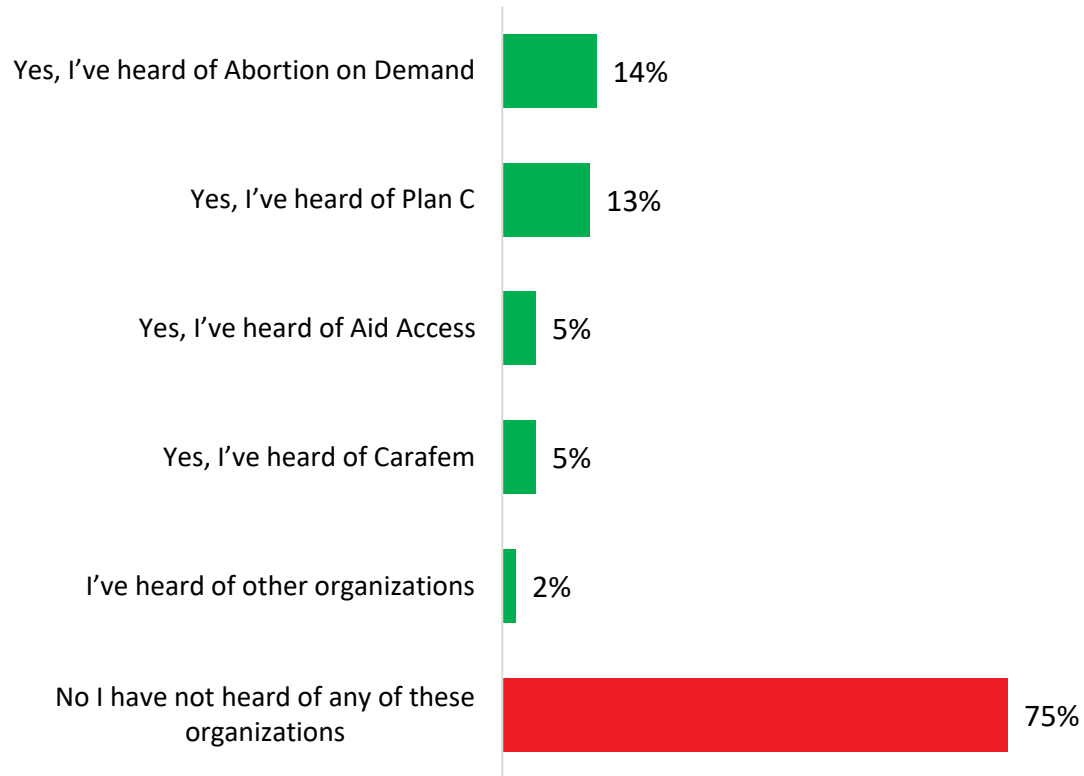


ATL3: If abortion is further restricted in your state, would you consider getting an IUD or implant?

ATL4r3: Why would you not get an IUD or implant?

Awareness Of The Following Organizations

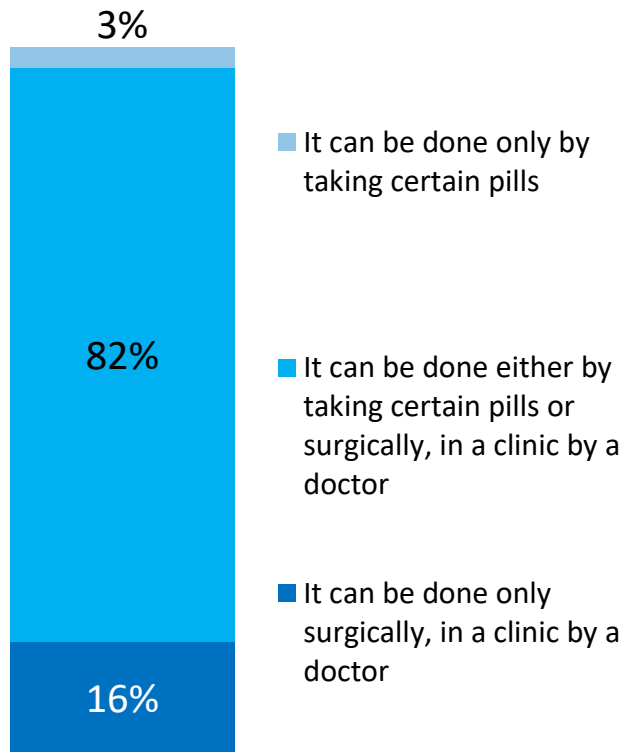
Organizations Participants Have Heard Of
(U.S. adults, n=810)



ATL5r96: Without looking it up, have you heard of the organizations Aid Access, Plan C, Carafem, or Abortion on Demand?

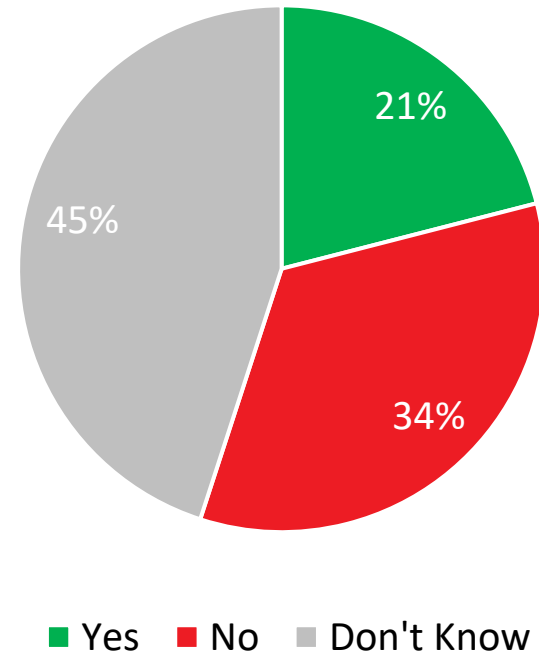
Knowledge of Abortion Methods

Methods of Abortion
(U.S. adults, n=810)



ATL6: What are the different ways an abortion can be performed?

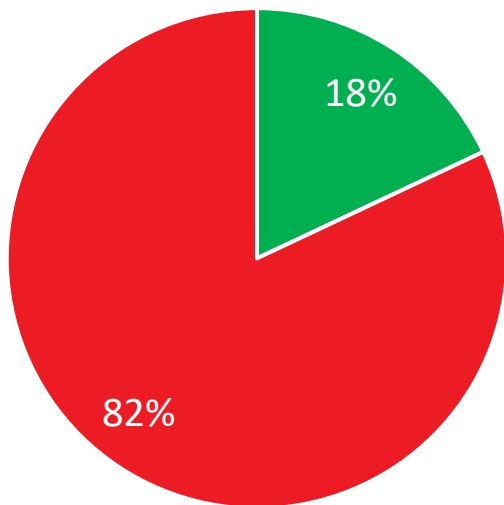
Awareness of If Their State Has Laws Restricting Abortion to Certain Situations/Trimesters
(U.S. adults, n=810)



ATL9: Do you know if you your state has laws restricting abortion to certain situations or trimesters?

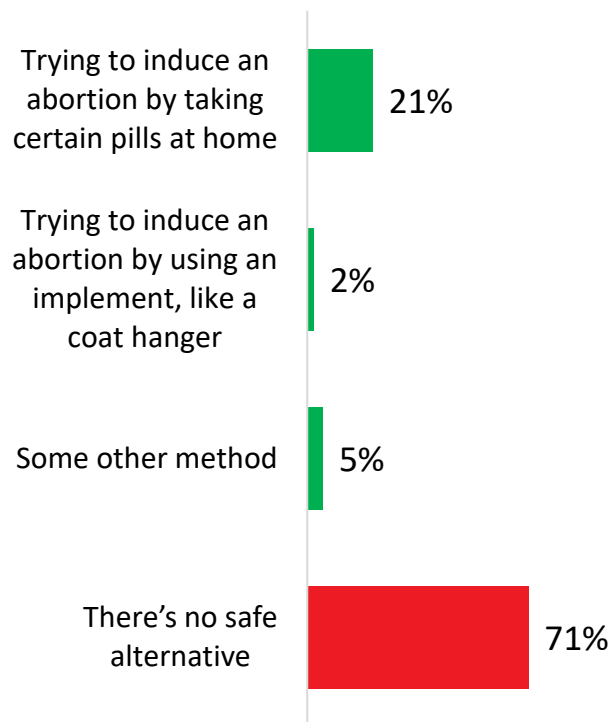
Knowledge of Back-Up Abortion Options

Awareness of Back-Up Options
(U.S. adults, n=810)



- Yes - I am aware of back-up options
- No - I am not aware of any back-up options

Safest Options For States Where Abortions Are Impossible
(U.S. adults, n=810)



ATL7: Are you aware of any back-up options for abortion in states or situations where a Planned Parenthood or other abortion clinic isn't available?

ATL8: In states where an abortion clinic is difficult or impossible to access, what's the safest option for pregnant women who decide to have an abortion anyway in the first trimester?

APPENDIX

DETAILED METHODOLOGY

Weighted and Unweighted Sample for The United States

The following tables present the demographic distribution of respondents according to gender, age, and region for The United States.

GENDER	Unweighted	Weighted
Male	489	485
Female	512	516

AGE	Unweighted	Weighted
Between 18 and 29	108	179
Between 30 and 39	196	214
Between 40 and 49	178	186
Between 50 and 64	293	250
65 or older	226	172

US REGION	Unweighted	Weighted
North East	197	179
Mid West	194	217
South	364	371
West	246	233

OUR CREDENTIALS



Leger is a member of the [Canadian Research Insights Council \(CRIC\)](#), the industry association for the market/survey/insights research industry.








Leger is a member of [ESOMAR](#) (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals. As such, Leger is committed to applying the [international ICC/ESOMAR](#) code of Market, Opinion and Social Research and Data Analytics.



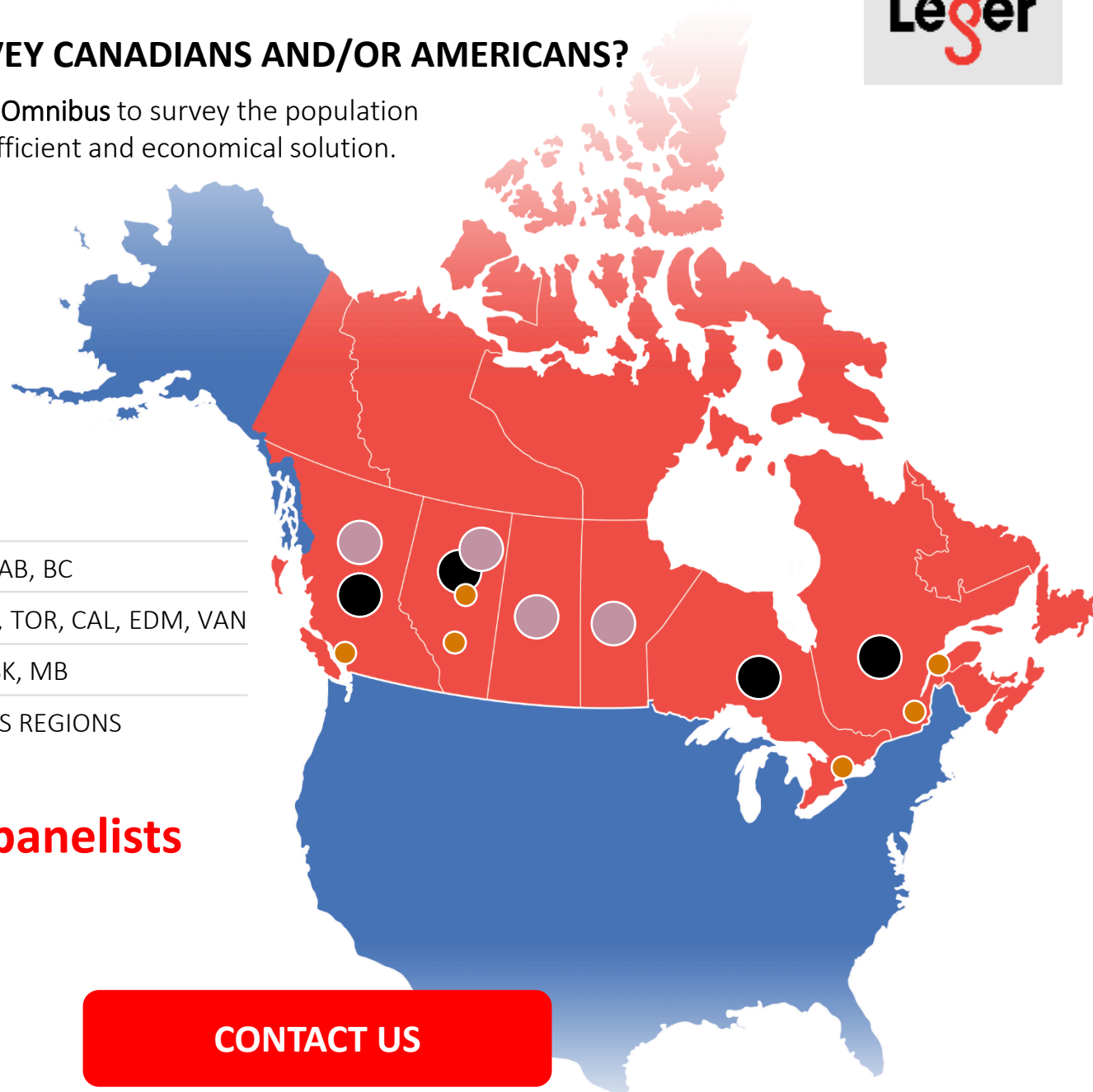
Leger is also a member of the [Insights Association](#), the American Association of Marketing Research Analytics.

WOULD YOU LIKE TO SURVEY CANADIANS AND/OR AMERICANS?

Add your question(s) to our weekly **Omnibus** to survey the population of your choice! It's a flexible, fast, efficient and economical solution.

OMNIBUS TYPE	n=	REGIONS
 NATIONAL	1,500	CANADA
 PROVINCIAL	1,000	QC, ON, AB, BC
 MUNICIPAL	500	QC, MTL, TOR, CAL, EDM, VAN
 WESTERN	1,500	BC, AB, SK, MB
 AMERICAN	1,000	4 CENSUS REGIONS

More than **400,000** panelists at your disposal



CONTACT US

OUR SERVICES

- **Leger**
Marketing research and polling
- **Leger Metrics**
Real-time VOC satisfaction measurement
- **Leger Analytics**
Data modeling and analysis
- **Legerweb**
Panel management
- **Leger Communities**
Online community management
- **Leger Digital**
Digital strategy and user experience
- **International Research**
Worldwide Independent Network (WIN)

600
EMPLOYEES



185
CONSULTANTS



8
OFFICES

CALGARY | EDMONTON | MONTREAL | PHILADELPHIA
QUEBEC CITY | TORONTO | VANCOUVER | WINNIPEG