

Public Opinion Strategies



 PUBLIC OPINION STRATEGIES

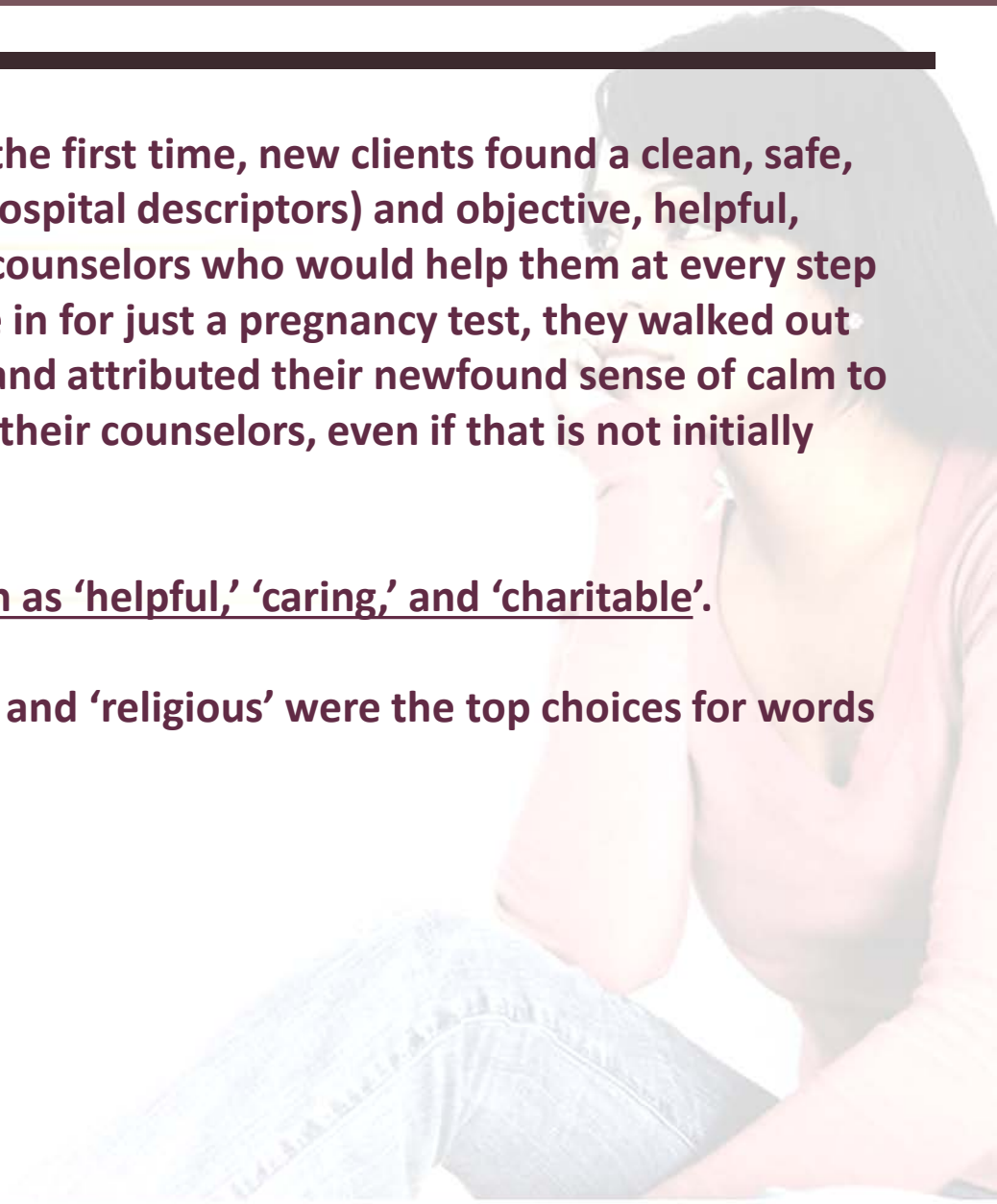
Presented by
Gene Ulm, Partner

Methodologies

- We first conducted a **three-day qualboard** (online discussion board) among nineteen **previous Third Box clients**. Respondents logged on twice daily over the three-day period to answer questions regarding their experience with Third Box to help the organization better understand what past clients think about Third Box and to learn more about clients' experience with the organization.
- Next, we conducted **four three-day qualboards among prospective Third Box clients**. The four qualboards were conducted in New York, Miami and Chicago. The New York qualboards were conducted among nineteen women with annual incomes under \$45K, and among twenty-two women with annual incomes over \$45K. The Miami and Chicago qualboards were conducted among twenty-one and twenty women, respectively. Respondents logged on twice daily over the three-day period to answer questions regarding their opinions on pregnancy centers, key components of an ideal pregnancy clinic, as well as their overall thoughts and feelings on how they might wish to deal with an unplanned pregnancy, and what they would seek from a clinic offering to help with their dilemma. Results from these qualboards were used to draft and were quantified in our multi-metro online study.
- Finally, Public Opinion Strategies conducted an **online study** of 2404 women, aged 18-35, with 400 each in Washington, DC; New York City; San Francisco; Los Angeles; Chicago; and Miami. The survey was conducted September 25 – October 8, 2013, and has a margin of error of plus or minus 2% (4.9% in each metro area).

What We Learned from Third Box's Clients:

- ❑ Upon entering a Third Box facility for the first time, new clients found a clean, safe, comfortable environment (powerful hospital descriptors) and objective, helpful, knowledgeable, and non-judgmental counselors who would help them at every step of the way. While they may have gone in for just a pregnancy test, they walked out ready to face their situation head-on and attributed their newfound sense of calm to the caring and on-going support from their counselors, even if that is not initially what they thought they wanted.
- ❑ At first blush, Third Box's brand is seen as 'helpful,' 'caring,' and 'charitable'.
- ❑ 'Misleading,' 'dishonest,' 'judgmental' and 'religious' were the top choices for words that LEAST describe Third Box.



What We Learned from Prospective Third Box's Clients:

How would they feel?

- **Stressed-out**
- **Confused**
- **Nervous**
- **Annoyed**
- **Freaking-out**
- **Shock**

What are their biggest concerns?

- **Finances**
- **Futures**
- **Relationships**
- **School**
- **Careers**
- **What will my friends and family say?**

What would they do next?

- ✓ **Take a pregnancy test to confirm**
- ✓ **Tell their best friend**
- ✓ **Tell their boyfriend**
- ✓ **Tell their mother or other close family member (sister)**
- ✓ **Make a doctor's appointment**

What are they looking for?

- ✓ **Pregnancy information**
- ✓ **Abortion information and counseling services**
- ✓ **Medical information**
- ✓ **Financial support**
- ✓ **Costs of procedures**

How would they find it?

- ✓ **The Internet/Google**
- ✓ **Recommendations from friends and family**
- ✓ **Recommendations from own doctors**
- ✓ **Reviews online**
- ✓ **In-network (insurance)**
- ✓ **COSTS ARE KEY**
- ✓ **Comfort and understanding**
- ✓ **Non-judgmental**

Demographics of the multi-metro online study

- ❑ Of the 2404 women we surveyed for this study, **50%** are age 25-30, **43%** are age 18-24, and **7%** are age 31-35.
- ❑ Forty-five percent (**45%**) of respondents identify as white/Caucasian, while **24%** say they are Hispanic or of Latino origin; **18%** are African-American, and **12%** are Asian.
- ❑ Nearly half (**47%**) of respondents are employed, with **20%** being salaried employees and **27%** being paid an hourly wage. Twenty-three (**23%**) percent of the women say they are students, with **9%** being part-time students. One-in-ten (**10%**) say they are stay-at-home moms, while **9%** are unemployed and looking for work.
- ❑ Fifty-six (**56%**) percent of respondents say they are single. Nearly a quarter (**24%**) say they are married, with **18%** being unmarried but living with their partner.
- ❑ Most of the women (**42%**) have taken some college courses, with **40%** having completed college or some level of graduate coursework, and just **18%** having a high school or less education.



REGIONAL FINDINGS

“If you were in an unplanned pregnancy, would you initially feel more inclined to **continue** the pregnancy, or **terminate** the pregnancy?”

Answer	Total*	SF Total^	SF City	SF Sub	LA Total^	LA City	LA Sub	MIA Total^	MIA City	MIA Sub
<i>Would Continue Pregnancy</i>	54%	40%	31%	48%	60%	52%	68%	55%	53%	57%
<i>Would Terminate Pregnancy</i>	21%	29%	35%	22%	16%	20%	13%	17%	20%	15%
<i>Unsure</i>	25%	32%	34%	29%	24%	28%	20%	28%	27%	28%

^Margin of Error (each total region, n=400): $\pm 4.90\%$

*Margin of Error (national, n=2404): $\pm 1.99\%$

“If you were in an unplanned pregnancy, would you initially feel more inclined to **continue** the pregnancy, or **terminate** the pregnancy?”

Answer	Total*	CHI Total^	CHI City	CHI Sub	DC Total^	DC City	DC Sub	NY Total^	NY City	NY Sub
<i>Would Continue Pregnancy</i>	54%	60%	52%	67%	61%	58%	64%	49%	48%	49%
<i>Would Terminate Pregnancy</i>	21%	20%	24%	16%	21%	27%	15%	22%	18%	25%
<i>Unsure</i>	25%	21%	24%	18%	18%	15%	21%	30%	33%	26%

^Margin of Error (each total region, n=400): $\pm 4.90\%$

*Margin of Error (national, n=2404): $\pm 1.99\%$

Top Five Features by Metro, Ranked by % 8-10

New York	Chicago	DC	San Francisco	Los Angeles	Miami
<i>Treats each woman with respect and dignity (80%)</i>	<i>Is truthful (88%)</i>	<i>Is clean and sanitary (87%)</i>	<i>Is clean and sanitary (94%)</i>	<i>Is clean and sanitary (85%)</i>	<i>Is clean and sanitary (85%)</i>
<i>Is truthful (78%)</i>	<i>Has a knowledgeable staff (87%)</i>	<i>Treats each woman with respect and dignity (87%)</i>	<i>Is honest (92%)</i>	<i>Treats each woman with dignity and respect (84%)</i>	<i>Is clean like a nice doctor's office (83%)</i>
<i>Is clean like a nice doctor's office (78%)</i>	<i>Treats each woman with respect and dignity (87%)</i>	<i>Has reliable medical information (86%)</i>	<i>Has a knowledgeable staff (92%)</i>	<i>Has a professional environment (84%)</i>	<i>Treats each woman with dignity and respect (83%)</i>
<i>Has a doctor you are comfortable with (78%)</i>	<i>Is clean and sanitary (86%)</i>	<i>Is honest (86%)</i>	<i>Treats each woman with dignity and respect (91%)</i>	<i>Is clean like a nice doctor's office (83%)</i>	<i>Is truthful (82%)</i>
<i>Is clean and sanitary (78%)</i>	<i>Is honest (86%)</i>	<i>Has a knowledgeable staff (85%)</i>	<i>Has a doctor you are comfortable with (90%)</i>	<i>Is honest (82%)</i>	<i>Has a doctor you are comfortable with (82%)</i>

San Francisco – Findings

- ❑ San Francisco City had mixed results in the survey with **34%** of the women polled saying they were unsure and **35%** saying they would terminate the pregnancy.
- ❑ **29%** of the women surveyed in the San Francisco suburbs would be unsure of their decision in an unintended pregnancy.
- ❑ **94%** of the women surveyed in San Francisco selected “Is clean and sanitary” as the top priority for a clinic.



Los Angeles– Findings

- ❑ The Los Angeles Suburbs had the highest percentage, **68%**, of women who would continue the pregnancy.
- ❑ **28%** of the women surveyed in Los Angeles City felt they would be unsure of their decision, compared with **20%** of the women living in the LA suburbs who were unsure of their decision.
- ❑ **85%** of the women polled in Los Angeles selected “Is clean and sanitary” as the top priority for a clinic.



Chicago– Findings

- ❑ The Chicago suburbs had the second highest response, **67%**, of women who would continue their unintended pregnancies and **18%** stated, they were unsure of their decision.
- ❑ Chicago City was lower with **52%** of the women surveyed, stating they would continue their pregnancies and **24%** stating they would terminate the pregnancy and **24%** stating they were unsure of their decision.
- ❑ **88%** of the women surveyed in Chicago selected “Is truthful” as the top priority for a clinic.



Washington DC/Baltimore– Findings

- ❑ **64%** of the women polled in the Washington DC/Baltimore suburbs stated they would continue their pregnancy and **21%** were unsure of their decision in an unintended pregnancy.
- ❑ **In Washington DC/Baltimore City, 58%** stated they would continue their unintended pregnancy and **15%** were unsure of their decision.
- ❑ **87%** of the women polled in Washington DC/Baltimore selected “Is clean and sanitary” as the top priority for a clinic.



Miami– Findings

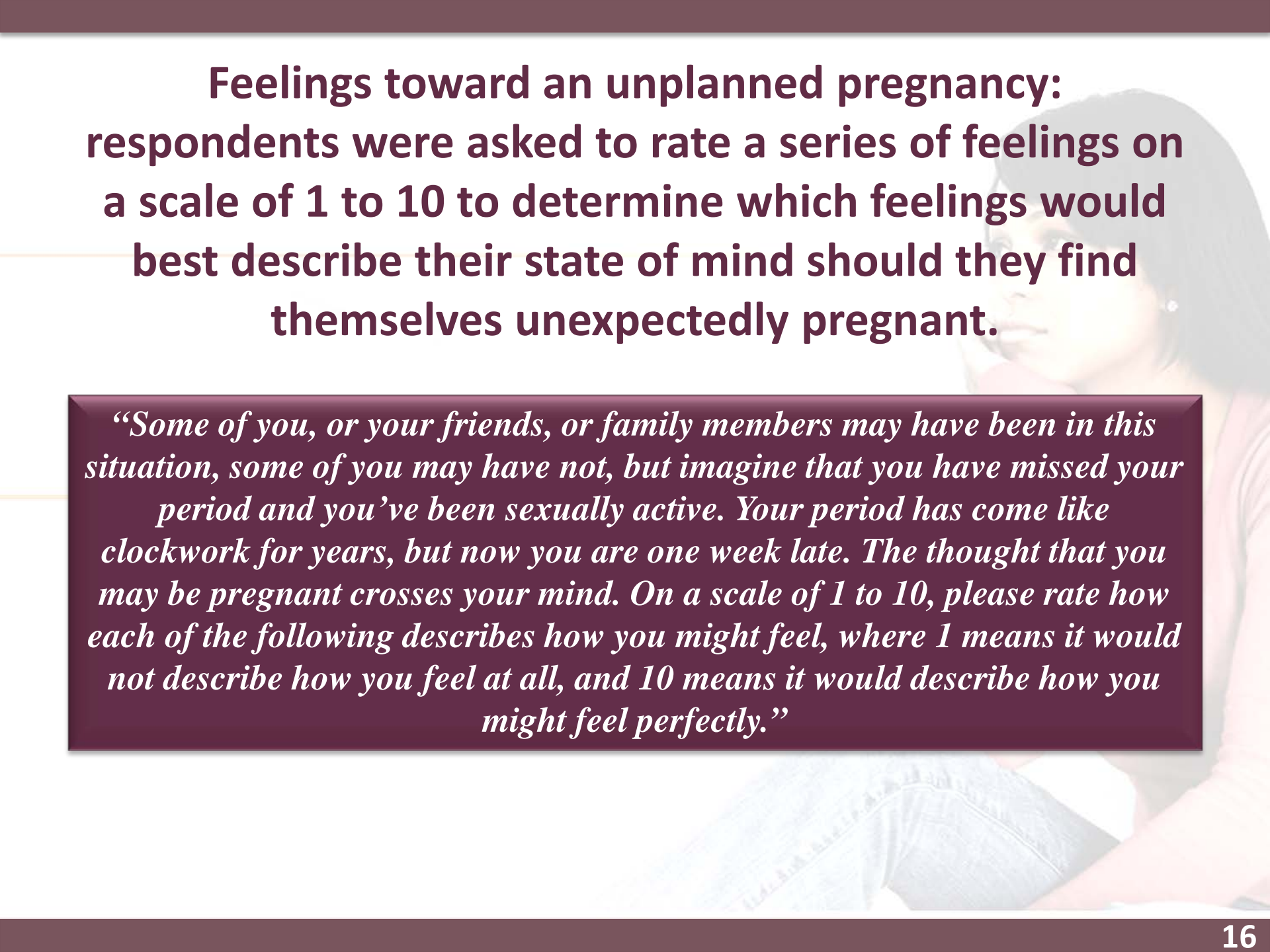
- ❑ **57%** of women surveyed in the Miami suburbs, stated they would continue their unintended pregnancy and **28%** of the women, stated they were unsure of what they would do in an unintended pregnancy.
- ❑ **53%** of the women surveyed in City of Miami stated they would continue an unintended pregnancy, with **27%** stating they were unsure what they would do in an unintended pregnancy.
- ❑ **85%** of the women surveyed in Miami selected “Is clean and sanitary”, as the top priority for a clinic.



New York– Findings

- ❑ **30%** of the women surveyed in New York, stated they were unsure of what they would do in an unintended pregnancy.
- ❑ **25%** of the women surveyed in the New York suburbs stated they would terminate an unintended pregnancy.
- ❑ **80%** of the women surveyed in New York selected “Is treats each woman with respect and dignity”, as the top priority for a clinic.



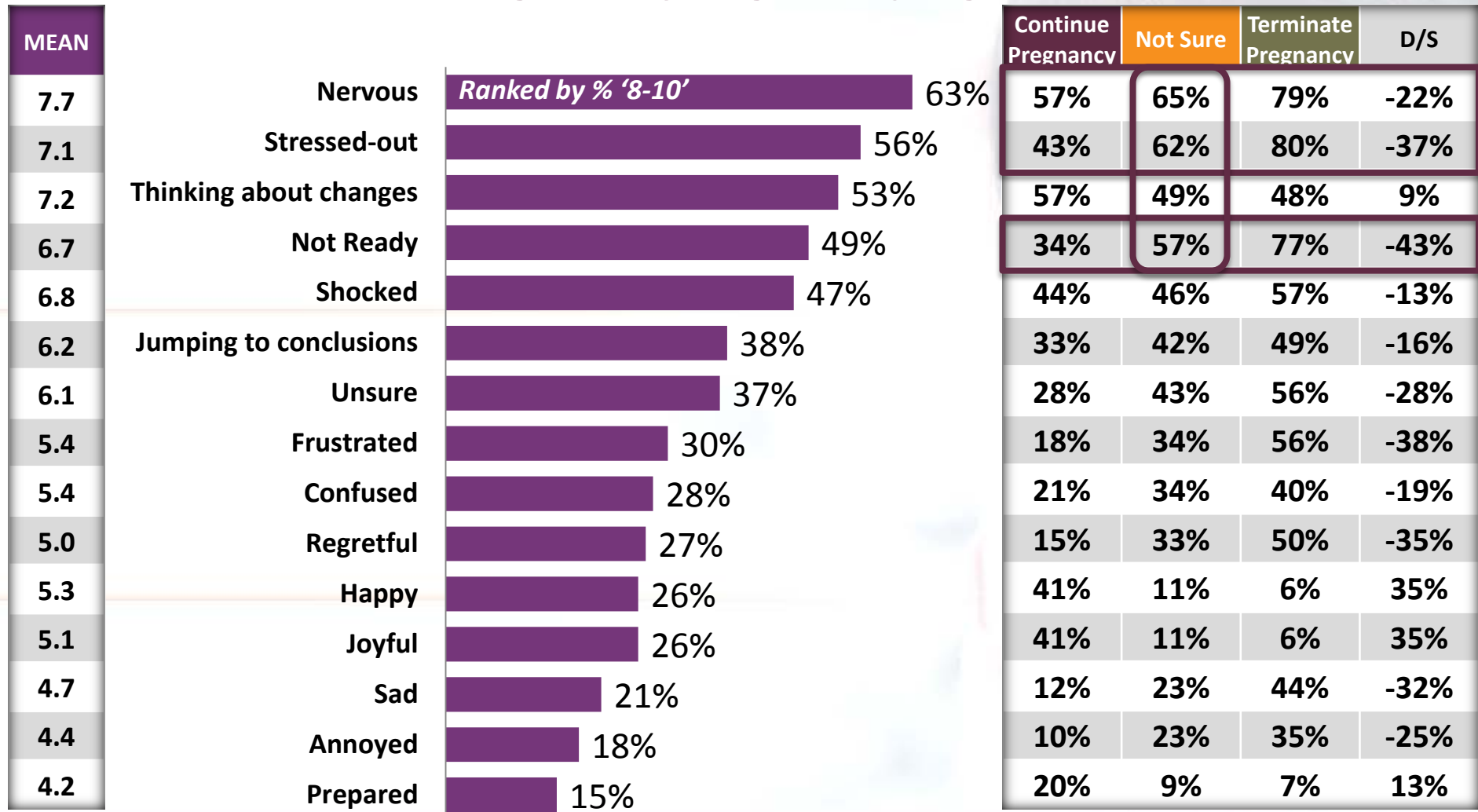
A woman with dark hair is sitting on a bed, looking thoughtfully to the side. She is wearing a light-colored top and blue jeans. The background is a soft, out-of-focus indoor setting.

**Feelings toward an unplanned pregnancy:
respondents were asked to rate a series of feelings on
a scale of 1 to 10 to determine which feelings would
best describe their state of mind should they find
themselves unexpectedly pregnant.**

“Some of you, or your friends, or family members may have been in this situation, some of you may have not, but imagine that you have missed your period and you’ve been sexually active. Your period has come like clockwork for years, but now you are one week late. The thought that you may be pregnant crosses your mind. On a scale of 1 to 10, please rate how each of the following describes how you might feel, where 1 means it would not describe how you feel at all, and 10 means it would describe how you might feel perfectly.”

How Do They Feel?

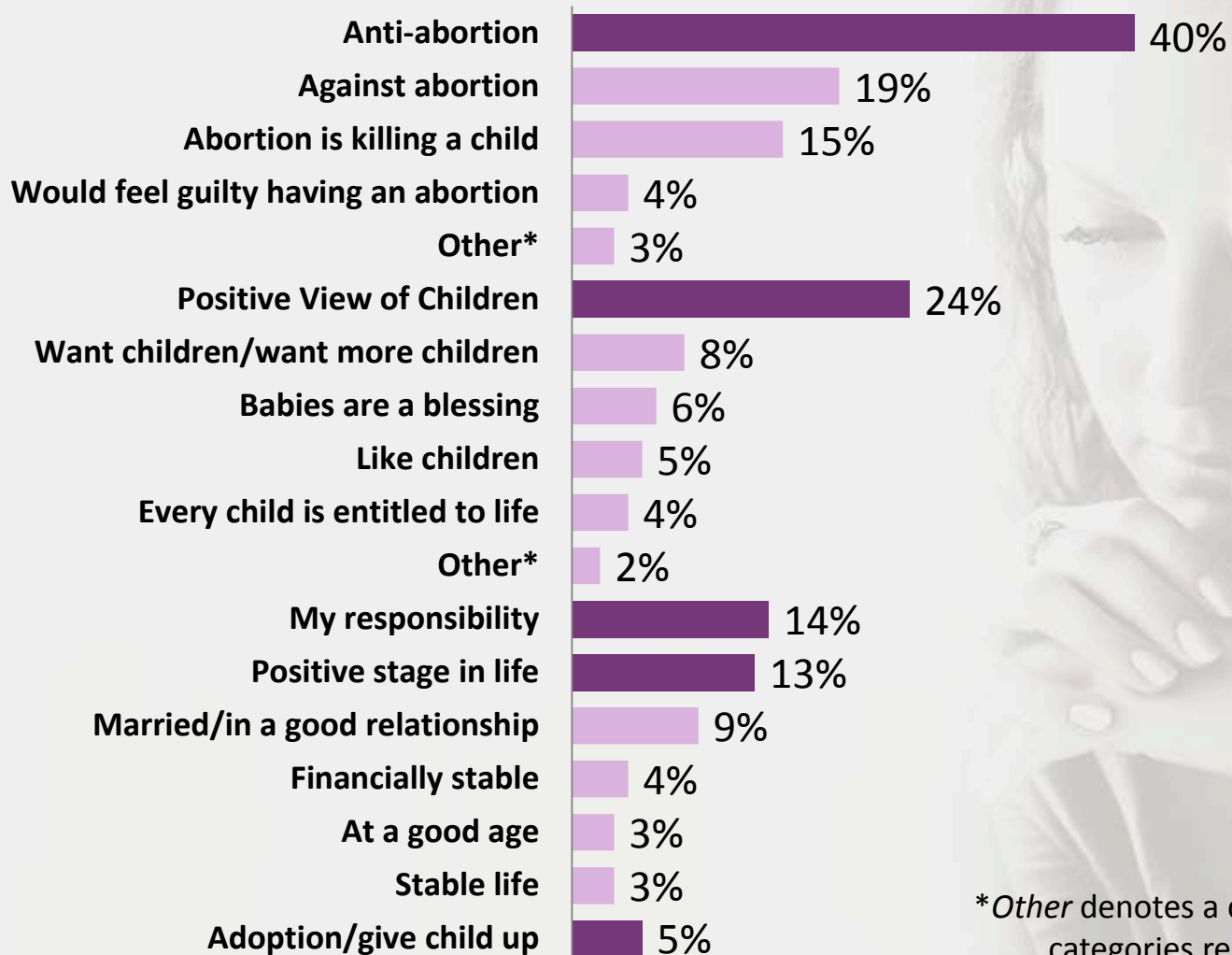
Factors driving feelings: respondents said they would most likely feel nervous, stressed-out, and would be thinking about changes if they thought they might be pregnant.



Why continue?

Abortion is morally wrong.

“What are some of the reasons you would initially feel more inclined to **CONTINUE** the pregnancy?”



*Other denotes a conglomeration of categories receiving 2% or less.

Why continue?

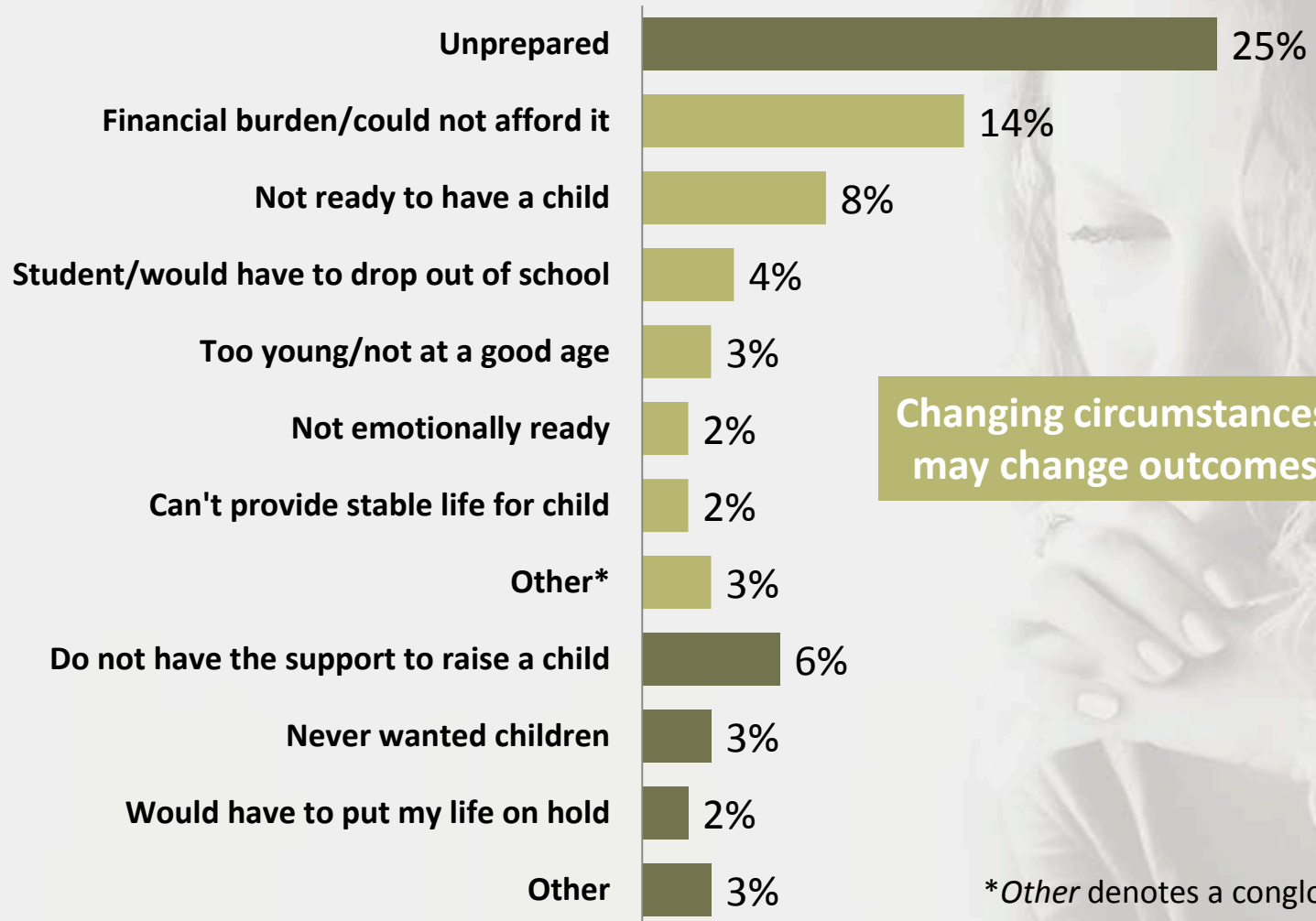
Word cloud: a visual representation of word frequency in a given text.



Why terminate?

Emotionally and financially unprepared.

“What are some of the reasons you would initially feel more inclined to TERMINATE the pregnancy?”

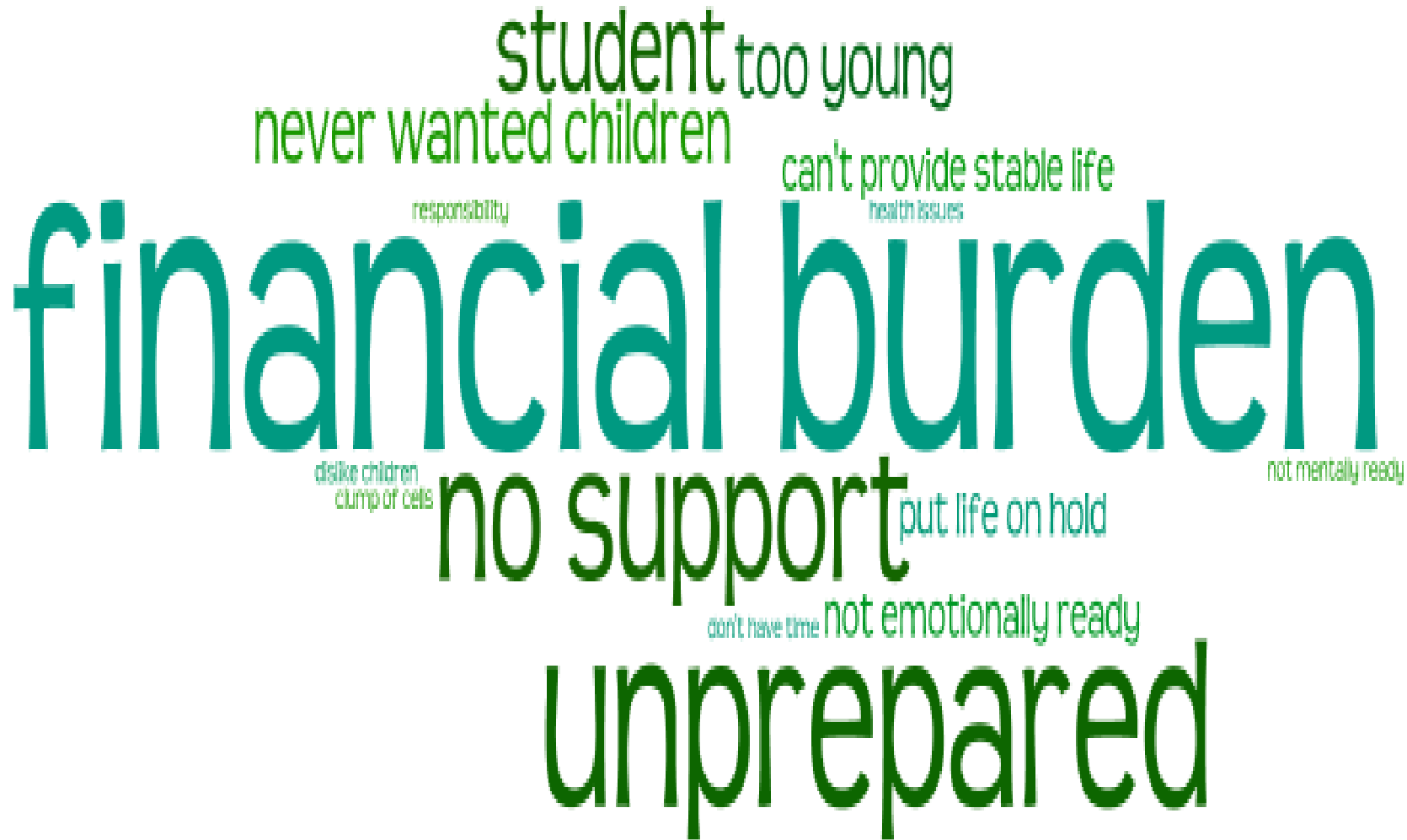


**Changing circumstances
may change outcomes.**

**Other denotes a conglomeration of categories receiving 1% or less.*

Why terminate?

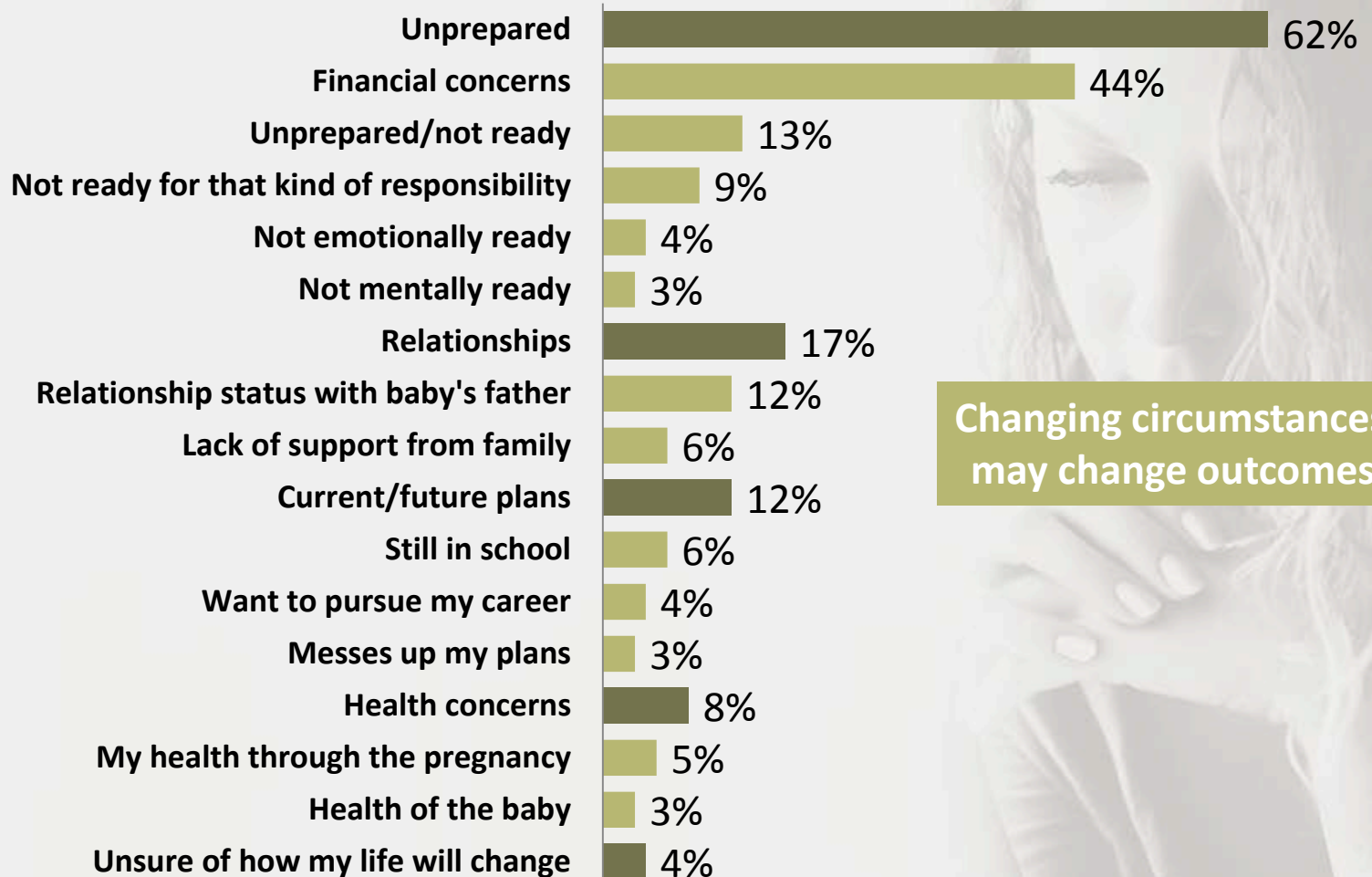
Word cloud: a visual representation of word frequency in a given text.



career

Worries about continuing the pregnancy: *Financially and emotionally unprepared.*

“Please write how you would complete the following sentence: If I had one hesitation in continuing the pregnancy it would be...How would you complete that sentence?”



Changing circumstances
may change outcomes.

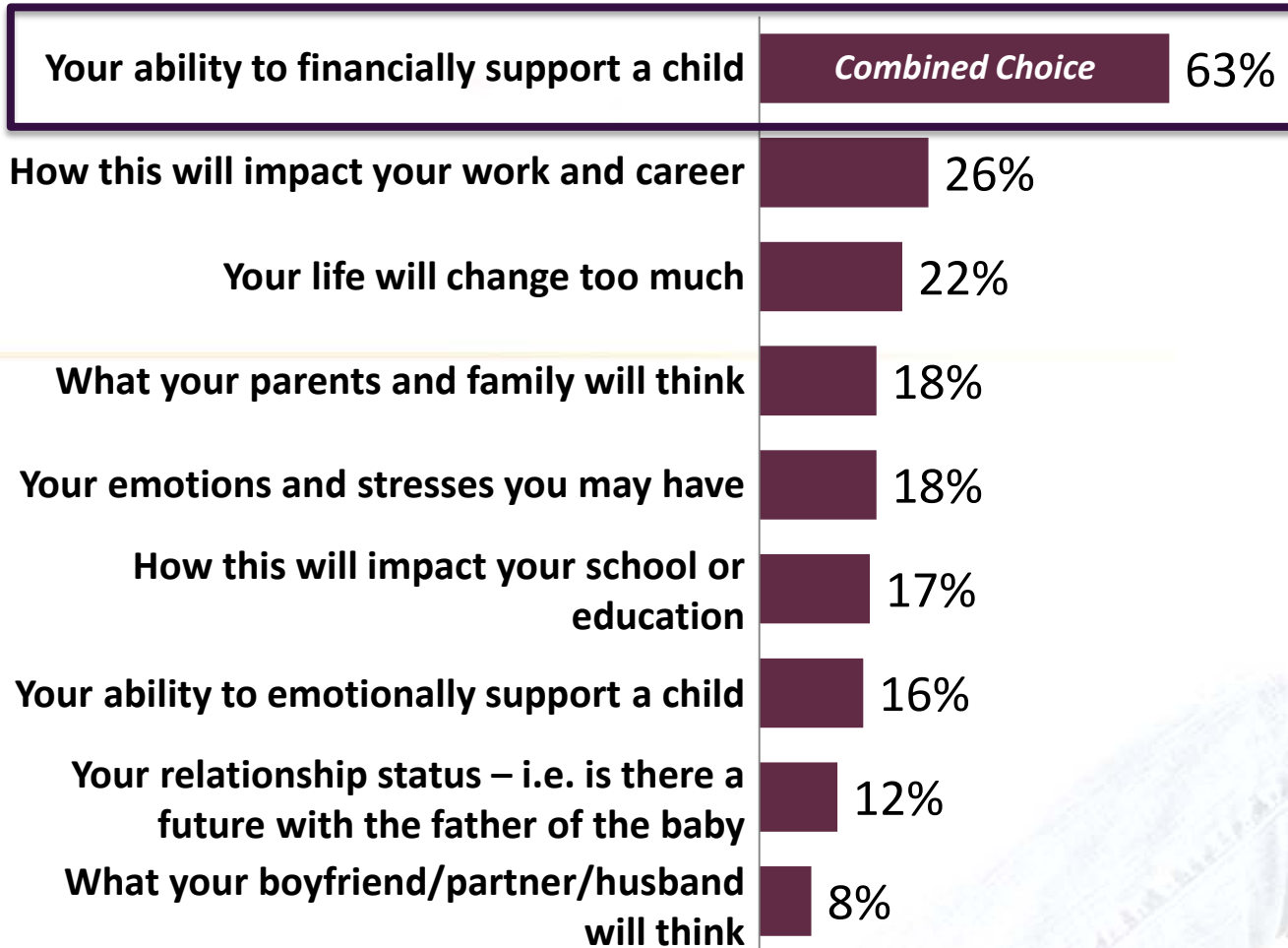
Worries about continuing the pregnancy:

Word cloud: visual representation of text frequency



Worries about continuing the pregnancy: it's about money.

“And thinking about your most immediate concerns, which of the following would describe the biggest concern to you personally...”



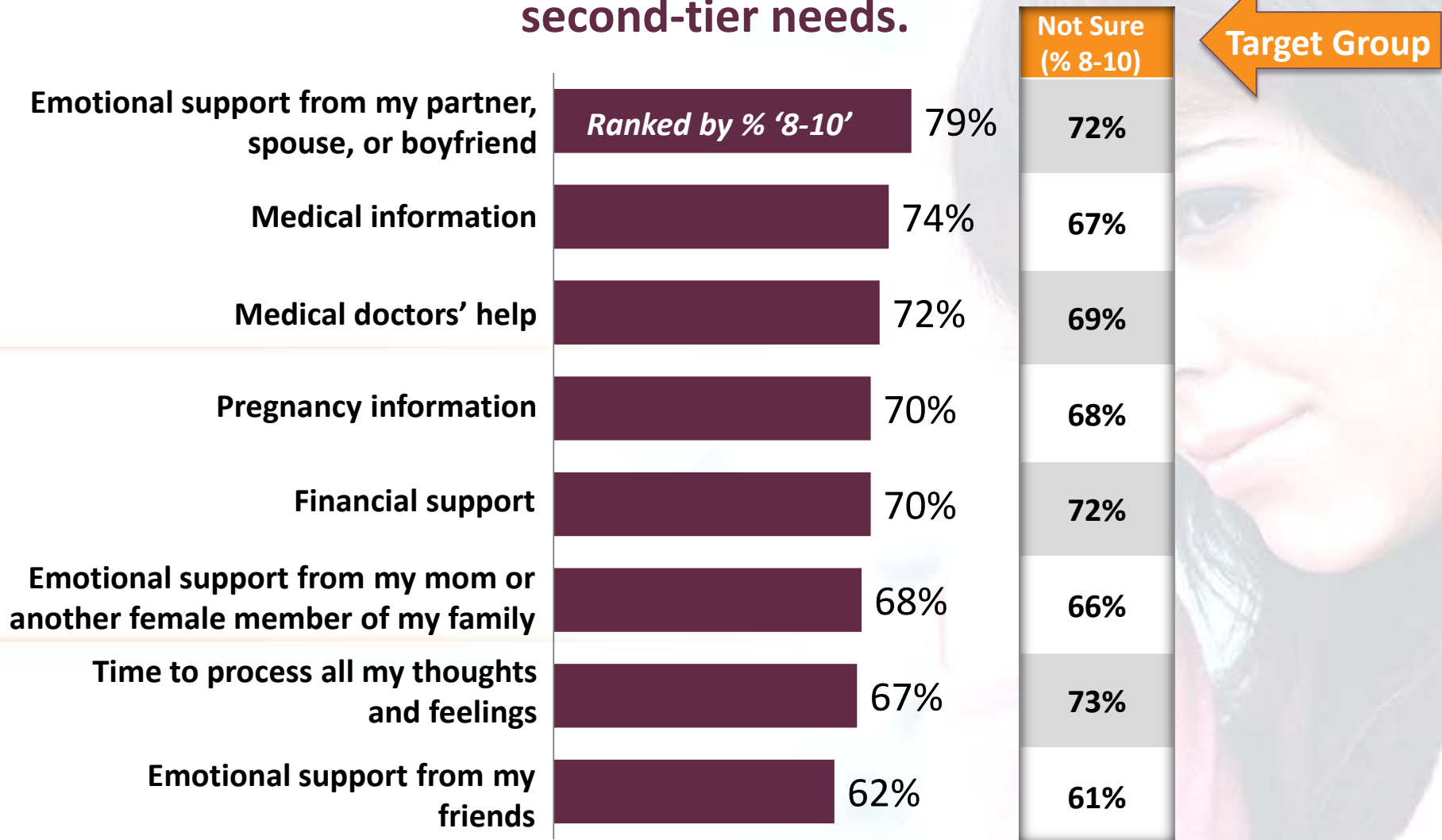
	Continue Pregnancy	Not Sure	Terminate Pregnancy
<i>Combined Choice</i>	66%	67%	52%
How this will impact your work and career	25%	26%	27%
Your life will change too much	18%	24%	31%
What your parents and family will think	20%	16%	16%
Your emotions and stresses you may have	19%	16%	18%
How this will impact your school or education	16%	14%	22%
Your ability to emotionally support a child	13%	18%	21%
Your relationship status – i.e. is there a future with the father of the baby	13%	13%	8%
What your boyfriend/partner/husband will think	10%	6%	5%

“Now, imagine you find yourself in an unplanned pregnancy. Below are some different things that you might seek in an unplanned pregnancy. On a scale of 1 to 10 please rate how important each of the following would be to you personally, where 1 means it is NOT IMPORTANT AT ALL to you personally and 10 means it is VERY IMPORTANT to you personally.”

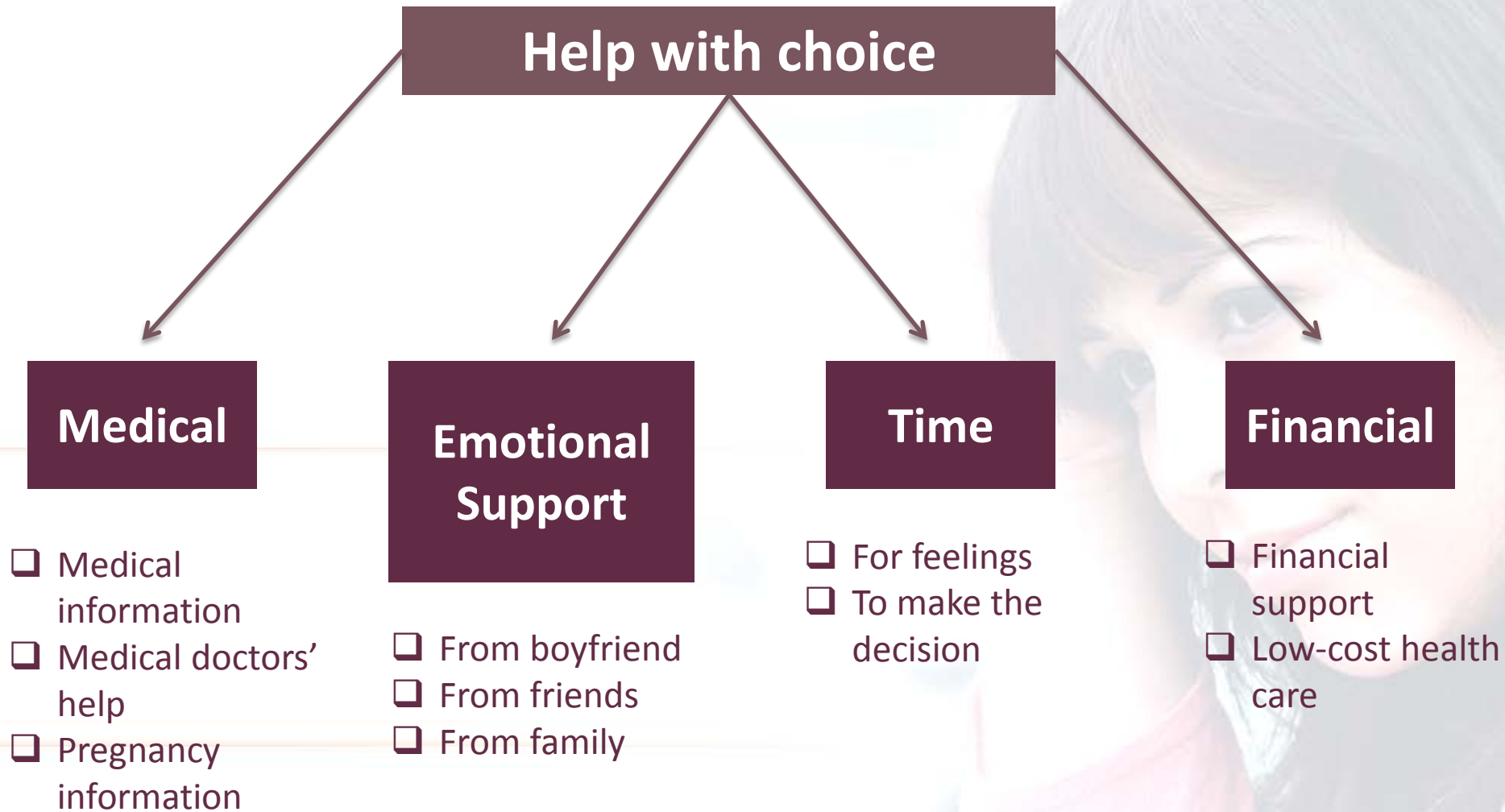
PREGNANCY NEEDS



Most important to respondents is emotional support from their significant other, spouse or boyfriend. Financial, medical, and pregnancy information and support from female family members are second-tier needs.



Pregnancy Needs



PREGNANCY CLINIC ATTRIBUTES

*“Now, imagine you have decided to go visit a clinic for women who are in unplanned pregnancy. Below are several features and descriptions of various clinics that serve women who are thinking about the potential of an unplanned pregnancy. On a scale of 1 to 10 please rate how important each of the following would be to you personally for a clinic for women in unplanned pregnancies to have, where 1 means it is **NOT IMPORTANT AT ALL** to you personally and 10 means it is **VERY IMPORTANT** to you personally.”*



Above all, respondents find most important that a clinic is clean and sanitary, treats patients with respect and dignity, has doctors women can feel comfortable with, and a knowledgeable medical staff.

TOP FIFTEEN MOST IMPORTANT ATTRIBUTES	MEAN	% '10'	% '8-10'	Not Sure (% 8-10)
Is clean and sanitary	9.1	70%	86%	82%
Treats each woman with respect and dignity	9.1	68%	85%	81%
Is honest	9.0	65%	84%	80%
Is truthful	9.0	64%	84%	79%
Is clean like a nice doctor's office	8.9	62%	84%	79%
Has a knowledgeable staff	8.9	61%	84%	78%
Has a doctor you are comfortable with	8.9	61%	83%	78%
Has reliable medical information	8.9	61%	82%	77%
Has medical professionals not just counselors	8.8	59%	81%	79%
Is understanding	8.8	59%	81%	78%
Has a good reputation	8.8	58%	83%	78%
Is caring	8.8	58%	80%	76%
Has a professional environment	8.8	57%	82%	76%
Is located in a safe area	8.8	54%	81%	76%
Is non-judgmental	8.7	60%	79%	78%

Top Five Features by Pregnancy Inclination, Ranked by % 8-10

Continue Pregnancy (54%)	Not Sure (25%)	Terminate Pregnancy (21%)
<i>Is clean and sanitary (87%)</i>	<i>Is clean and sanitary (82%)</i>	<i>Is clean and sanitary (89%)</i>
<i>Treats each woman with dignity and respect (86%)</i>	<i>Treats each woman with dignity and respect (81%)</i>	<i>Treats each women with dignity and respect (89%)</i>
<i>Is honest (85%)</i>	<i>Is honest (80%)</i>	<i>Believes it's your choice to make (88%)</i>
<i>Has a knowledgeable staff (85%)</i>	<i>Is clean like a nice doctor's office (79%)</i>	<i>Is truthful (88%)</i>
<i>Is truthful (85%)</i>	<i>Is truthful (79%)</i>	<i>Has reliable medical information (87%)</i>

When thinking about general clinic attributes, safety and a good reputation are most important to respondents, as well as recommendations from doctors and an easy-to-use website.

GENERAL ATTRIBUTES/LOGISTICS/CONVENIENCE/REPUTATION	% '8-10'	Not Sure (% 8-10)
Has a good reputation	83%	78%
Is located in a safe area	81%	76%
Has an easy to read and understandable website	70%	67%
Referred or recommended by your doctor	67%	63%
Has convenient and safe parking	66%	60%
Easy to find on Google or the web	64%	60%
Has easy on-line scheduling	62%	60%
Has counselors available 24/7 via an online chat to answer questions at any time	60%	57%
Has good reviews on Google, Yelp, and other internet sites	60%	56%
Recommended by your friends and family	56%	55%
Provides testimonials from previous clients or patients about their services	52%	49%
Accessible by mass transit; including, bus or rail lines	49%	48%
Has bilingual employees at its clinics	29%	27%
Has a bilingual website	25%	22%

Respondents are most interested in a doctor they are comfortable with and a knowledgeable and reliable staff. They also seek a clean and sanitary office.

STAFF	% '8-10'	Not Sure (%8-10)
Has a doctor you are comfortable with	83%	78%
Has a knowledgeable staff	84%	78%
Has medical professionals not just counselors	81%	79%
Has doctors and staff trained in all available pregnancy options	76%	75%
Has licensed counselors	73%	71%
Has female doctors	69%	68%
Has peer counselors that are down to earth and unbiased	67%	67%

MEDICAL ATTRIBUTES	% '8-10'	Not Sure (%8-10)
Is clean and sanitary	86%	82%
Is clean like a nice doctor's office	84%	79%
Has reliable medical information	82%	77%
Has a professional environment	82%	76%
Has staff or counselors who are good listeners	75%	71%
Is in your health care network	73%	71%
Is not over-crowded and has short wait times	72%	68%
Is less expensive than other clinics	61%	59%

Respondents are most concerned about a clinic treating them with the respect and dignity they deserve in such a situation, and put a high premium on truthfulness, honesty, and being non-judgmental.

<i>EMOTIONAL ATTRIBUTES</i>	% '8-10'	Not Sure (%8-10)
Treats each woman with respect and dignity	85%	81%
Is honest	84%	80%
Is truthful	84%	79%
Is understanding	81%	78%
Is caring	80%	76%
Is non-judgmental	79%	78%
Is unbiased	76%	76%
Feels like talking to your best friend	57%	56%
Feels like talking to your mom	47%	43%
Is opinionated	22%	18%