

# **What Does "Top Talent" Think about Working in States that Ban Abortion?**

## **Reactions to Texas' New Abortion Ban**

*August 31, 2021*

PerryUndem conducted a robust national survey on the topics of attracting and retaining top talent and social values. Commissioned by Tara Health Foundation with support from the Charles and Lynn Schusterman Family Philanthropies, the survey was conducted using YouGov's online panel among a national sample of n = 1,804 adults ages 18 to 64 with a college degree who are working full time or looking for full-time work. The purpose of the survey is to explore how "top talent" perceives the role of politics, social issues, and corporate values in their work and job choices. This research is especially relevant given the outsized [role](#) business plays among the most trusted institutions in society according to the recent [2021 Edelman Trust Barometer](#). Recent [commentary](#) on 'The Great Resignation' also underscores the priority workplace culture and values has for Millennials and Gen Z, among others.

This memo outlines key findings related to abortion bans, such as Texas SB 8, the recent six-week ban and "abortion bounty" bill. The Texas law is scheduled to go into effect September 1, 2021.

Data suggest:

- Large majorities of top talent support abortion access and consider the issue part of gender equity in the workplace;
- Two-thirds say the Texas ban would discourage them from working in the state;
- 64% say they would not apply for a job in a state that passed a ban like Texas';
- About half says they would consider moving out-of-state if their lawmakers passed a similar ban.

Following are more details. A full report on all of the findings will be released in late September.

## The college-educated workforce values abortion access and sees the issue as part of gender equity in the workplace.

Roughly eight in ten respondents (79%) do not want *Roe v. Wade* overturned. The same proportion (80%) feels access to abortion is an important part of women's rights and gender equity - 63% feel this strongly.

Respondents also connect abortion to other issues. Two-thirds (65%) would guess that states that protect abortion rights and access are more likely to have good health care, good-paying jobs, and a higher-quality of life v. those that ban or restrict abortion access (10%).

The survey asked respondents the following question:

*Let's say politicians in a state ban abortion or pass several restrictions on abortion access. What would that tell you about what it might be like to live in that state?*



Responses include:

- “Women are seen as inferior [in the state] and their access to health care does not matter. Women will probably be paid less than men there too.” - Texas woman
- “Less or more difficult to access care for women's health. [The state doesn't] view women equally. [There's] probably pay gap between genders [and they] don't care about women.” - California woman
- “I live in a state like this and living here is horrible. There is no desire to progress as a society because it is threatening to the people in power. I fear for my and my daughter's bodily autonomy and our civil rights, in general.” - Texas woman
- “The politicians in that state don't care about people, they care about power.” - Texas man
- “I have lived in that state. I won't move back.” - California woman
- “I'm a minority and a woman. I would fear for my civil rights and safety. Living in the state would be living in a racist, fascist environment.” - Washington, DC woman
- “It would tell me that I would likely not be welcomed in that state, because if they are this restrictive on abortion access, they will likely deny other rights to minorities.” - Ohio woman

- “It tells me that I am not likely to do business (or live) in that state. AND further, as a decision influencer in some cases, I would highly recommend that NO organization that I am affiliated with does business in that state - including meetings and conventions.” - Washington man

## Two-thirds of respondents say SB 8 would discourage them from taking a job in Texas.

Participants read the following description of the Texas ban:

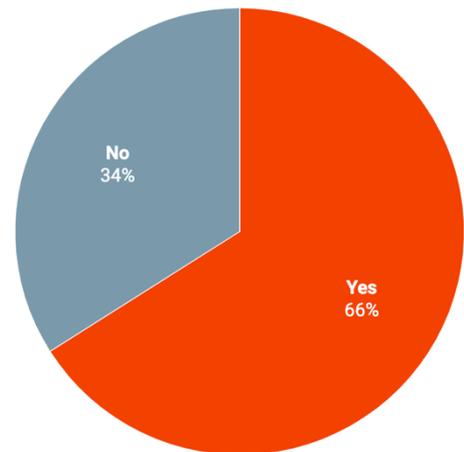
*Texas lawmakers recently passed a law that bans abortion after six weeks, which is before most women know they are pregnant. That means it'll be illegal for most people to get an abortion. This law also calls on people to report each other in order to enforce the law. People would get a reward for reporting anyone, like healthcare providers or friends, who help a person get an abortion.*

After the description, respondents were asked whether this law would discourage them from taking a job in Texas, or not. Two-thirds (66%) say this law would discourage them from taking a job in the state.

Majorities across segments say this law would discourage them from working in Texas:

- Women (74%)
- Men (58%)
- Gen Z (73%)
- Millennials (69%)
- Black employees (60%)
- Latino/a employees (64%)
- AAPI employees (62%)
- Recent graduates (67%)

**Would this law discourage you from taking a job in Texas, or not?**  
n = 1,689 respondents who do not live in Texas



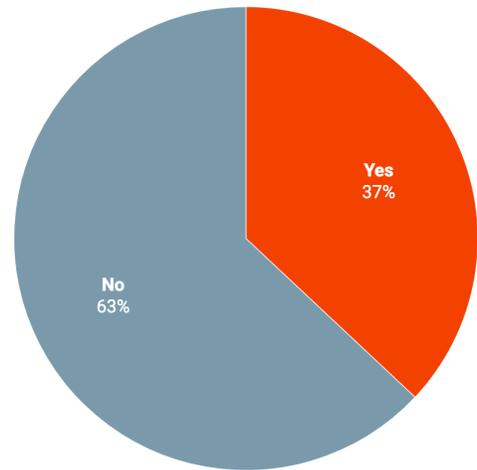
## **A majority of respondents would not apply for a job in a state that passed a ban like SB 8.**

Sixty-three percent of respondents say they would not apply for a job in a state that passed a ban similar to SB 8, including:

- Women (73%)
- Men (53%)
- Gen Z (68%)
- Millennials (66%)
- Black employees (66%)
- Latino/a employees (63%)
- AAPI employees (64%)
- Recent graduates (66%)

**Would you apply for a job in a state that passed a law like this Texas one?**

Total of n = 1,804 respondents



## **About half of respondents say they'd consider moving out-of-state if their lawmakers passed an abortion ban like SB 8.**

Forty-nine percent of respondents say they would think about moving out-of-state if a law like SB 8 passed in their state, including 41% of Texas women employees in the survey.

- Women (56%)
- Men (42%)
- Gen Z (56%)
- Millennials (53%)
- Black employees (37%)
- Latino/a employees (46%)
- AAPI employees (47%)
- Recent graduates (52%)
- Texas women (41%)

## **Top talent wants reproductive health care, including abortion access, included in corporate gender equity efforts.**

Roughly seven in ten respondents (69%) say access to reproductive health care, including abortion, should be part of the issues companies address when it comes to gender issues in the workplace.

## **More than half of respondents want their employers to speak publicly or give financial support to protect abortion access.**

More than half of respondents (55%) say they would want their employer to speak publicly about restrictive abortion policies or give corporate donations to non-profits that provide or protect access to abortion care if politicians in their state banned or restricted access to abortion.

We asked respondents how they would feel if they found out their company was making political contributions to candidates and elected officials who support abortion bans and restricting abortion access. By a margin of 50 points, respondents say these contributions would make them feel less positively (64%) toward their company vs. more positively (14%).