Consumer Sentiment on the Supreme Court Decision to Overturn Roe vs. Wade & Implications for Companies

Consumer Navigator

July 2022
Understanding consumer behavior is more important than ever yet has never been more difficult. Dentsu Navigator was started in 2020 as a monthly US consumer survey tracking consumer sentiment towards the changing situation. We have since recognized that there are a number of consumer-led topic marketers to understand and navigate in this world of change and evolved our thought leadership offering.

Each month, our strategists survey US consumers about the cultural trends, social issues, and emerging industry innovations of our day. From gaming, sports and retail to health, politics and sustainability, we uncover actionable insights on a range of topics and industries that help marketers make smarter business decisions, stay competitive, and connect more authentically with consumers.

Crafted and conducted by dentsu, the survey is distributed each month through Toluna, an online research panel, among a random sample of respondents, 18-years-of-age or older and residing in the United States. While our surveys are typically distributed among 1,000 respondents, this survey in particular was distributed among 700 respondents. The survey garners an equal number of male and female respondents and controls for nationally representative weighting across race and ethnicity (using the latest publicly available U.S. Census numbers).
On Friday June 24th, 2022, the Supreme Court of the United States (SCOTUS) issued its opinion in the *Dobbs v. Jackson Women’s Health Organization* case stating that the Constitution does not confer the right to abortion. This decision overturned both *Roe v. Wade* (1973) and *Planned Parenthood v. Casey* (1992), thus deferring to State legislators whether restrictions on one’s right to obtain an abortion will be placed within their jurisdiction.

While we recognize that SCOTUS’ decision on June 24th pertained to the *Dobbs v. Jackson* case, we have referred to it as ‘the overturning of Roe v. Wade’ in both the survey questionnaire and following report. The reason being, this is how most media outlets have referred to the decision and, therefore, how most consumers have heard about it. Nonetheless, we want to reassure the reader that the questionnaire clearly articulated to respondents that they were providing feedback on the SCOTUS’ decision that the Constitution does not confer the right to abortion.

This study does not aim to provide any form of legal advice to individuals or organizations as they navigate the complex and still dynamic regulatory environment set in motion by this event. It rather attempts to capture U.S. consumers’ sentiment towards SCOTUS’ decision and assess whether U.S. consumers expect brands to take a position or any specific action in response to the decision.
The SCOTUS decision is complicated – and Americans see shades of grey.

Our survey finds that 53% of Americans feel negatively about the SCOTUS decision to overturn Roe v Wade, with 40% feeling ‘very negatively’. However, the share of those who feel negatively about personal data being accessed to prosecute those seeking or aiding an abortion rises to 66%, with 50% feeling ‘very negatively’.

Between the two sides of the issue, there is a disconnect in how people are thinking about the core issues Roe v. Wade represents.

Those against the SCOTUS decision to overturn Roe v. Wade are 54 percentage points more likely to think of the case as a matter of reproductive rights than those for the cases’ overturning (84% vs. 30%). They are also 41 points more likely to think of it as a matter of personal liberty (73% vs. 32%) and 26 points more likely to think of it as a matter of privacy (61% vs. 35%).

Americans are concerned about the rollback of a broader set of rights.

Our survey finds that 76% of respondents are concerned that the SCOTUS decision to overturn Roe v. Wade is indicative that additional human rights achieved in the past 50 years are under threat and will be rolled back. Younger generations and women are most concerned by this prospect.

Consumers expect brands to contribute by donating to organizations.

A majority of consumers tell us they want brands to get involved in supporting reproductive rights. Consumers do support brand messages, but they most strongly support brands donating to local childcare and family planning centers, orgs. working to protect abortion rights and providing aid to people seeking abortions.
Consumers are more likely to support brands standing up for reproductive rights, less likely to express backlash against them.

Our survey finds that over half of Americans want brands to speak up in support of reproductive rights. 53% say they would be more likely to purchase brands that do so compared to just 19% who would be less likely. At the same time, 38% said they would be less likely to purchase brands supporting the SCOTUS decision to overturn Roe v. Wade.

Workers are concerned, want companies to prioritize childcare benefits, family leave, reproductive health of their employees.

Our survey finds that 73% of Americans are concerned that the overturning of Roe v. Wade will have a negative impact on women’s progress in the workplace. Employees support their companies taking external action in response to the SCOTUS decision, but also seek reassurance that their companies are investing in access to healthcare needs with internal action.

The younger workforce is taking stock of company responses.

According to Gallup, as of March 2021 Gen Z and Millennials made up 46% of the full-time US workforce – and that share will only grow. Against this backdrop, it is important companies meet the needs of the new workforce. Our survey finds Gen Z is most concerned that the SCOTUS decision to overturn Roe v. Wade will have negative repercussions for women in the workplace and Millennials are most likely to say that a company’s investment in childcare, family leave and reproductive healthcare is important to them when considering job opportunities. The two generations are also most likely to consider moving due to restrictive abortion laws in their state.
The abortion debate in America is often framed as a binary between “pro-life” and “pro-choice.” However, the reality is rarely so absolute.

New data from a Pew Research Institute study, *American’s Abortion Quandary*, fielded in May of this year, illustrates the nuances of the issue and provides a view into American sentiment on the legality of abortion that sets a foundation for our survey’s findings.

While we focused on public attitudes about the recent Supreme Court decision to overturn Roe v. Wade, our survey reflects nuances in consumer sentiment as well: For example, 53% of Americans feel more negatively than positively about the SCOTUS decision to overturn Roe v. Wade, yet when asked about the idea of personal data being accessed to prosecute those seeking an abortion, the share that feels negatively rises to 66%.
When it comes to the legality of abortion, Americans see shades of grey

A new Pew Research Center survey explores in detail the nuances of the public’s attitudes on abortion. We wanted to include this data as we feel it provides a foundation through which to interpret our findings, though they focus explicitly on the SCOTUS decision to overturn Roe v. Wade.

Source: Pew Research Center, American’s Abortion Quandary, May 2022
The Supreme Court decision to overturn Roe v. Wade overtook America’s news cycle

A majority of Americans are aware of the decision to overturn Roe v. Wade, and just over half are following the ruling closely.

**Awareness of the Supreme Court decision in Dobbs to overturn Roe v. Wade**

- 84% are aware of and following the Supreme Court decision
- 54% are fully aware and following closely
- 30% are aware and following some details
- 13% are heard of it, but not following
- 3% had not heard of it

*dentsu Consumer Navigator – SCOTUS Decision 2022*
Over half of Americans feel negatively about Roe v. Wade being overturned, with 40% feeling ‘very negatively’.

Sentiment about the Supreme Court decision to overturn Roe v. Wade:
- Very negative: 40%
- Somewhat negative: 13%
- Somewhat positive: 21%
- Very positive: 26%

Feel negatively about the decision to overturn Roe v. Wade: 53%

When asked how they feel about the gov’t accessing personal data to prosecute abortion cases, those who feel negatively rises to 2 in 3.

Sentiment about law enforcement accessing personal data to prosecute those seeking or aiding an abortion:
- Very negative: 50%
- Somewhat negative: 16%
- Somewhat positive: 16%
- Very positive: 19%

Feel negatively about personal data being accessed under these circumstances: 66%
To Americans, Roe v. Wade is a case about human rights, reproductive rights and personal liberty.

When asked what they associate with Roe v. Wade, consumers told us the case is about human rights, reproductive rights and personal liberty, with half or more Americans choosing each option. For many, the case is also about privacy.

What do consumers associate with Roe v. Wade as a case?
Both those for & against the SCOTUS decision to overturn Roe v. Wade are likely to see it as a matter of human rights

Those who feel positively about the overturning of Roe v. Wade are most likely to say it’s a matter of human rights, and 81% of those on the other side of the debate agree. In such a polarized nation, it is important to find commonalities in language to foster productive discourse. There are sizable gaps between how those for and against Roe v. Wade see the issue, with reproductive rights and personal liberty among the largest.

**What do consumers associate with Roe v. Wade as a case?**

- Reproductive rights: Feel negatively about overturning 84%, Feel positively about overturning 30%, 54 pt gap
- Human rights: Feel negatively about overturning 81%, Feel positively about overturning 28%, 28 pt gap
- Personal liberty: Feel negatively about overturning 73%, Feel positively about overturning 41%, 32 pt gap
- Privacy: Feel negatively about overturning 61%, Feel positively about overturning 35%, 26 pt gap
- Politics: Feel negatively about overturning 41%, Feel positively about overturning 39%, 2 pt gap
- Religion: Feel negatively about overturning 29%, Feel positively about overturning 36%, 7 pt gap
- Autonomy: Feel negatively about overturning 39%, Feel positively about overturning 22%, 17 pt gap
- None of the above: Feel negatively about overturning 4%, Feel positively about overturning 9%
Americans are concerned that this is just the start of a broader rights rollback that will undo the hard-won progress of the last 50 years.
Younger Americans and women are especially likely to express concern.

72%
AGREE: I am concerned that the overturning of Roe v. Wade is indicative that additional human rights achieved in the past 50 years are under threat and will be rolled back.

Agreement by Gender & Generation:
- Women: 75%
- Men: 69%
- Gen Z: 83%
- Millennials: 76%
- Gen X: 68%
- Boomers: 65%
IMPLICATIONS FOR MARKETERS

• **The overturning of Roe v. Wade does not put the legality of abortion to rest – it will be a central issue in American society.** Our survey finds that most Americans are following the decision to overturn Roe v. Wade closely. This indicates consumers will be invested in following the aftermath of the ruling as well, as states enact their own laws. The legality of abortion will continue to be a top issue as Americans grapple with the impact of the ruling over the coming months and years.

• **There are ways to reframe the conversation and foster discussion.** As with many controversial topics, the two sides of the debate are concerned with different issues. To foster discussion, we need to find common ground. Our survey finds that Americans as a whole view Roe v. Wade mainly as a case about human rights and reproductive rights, and those on both sides of the aisle see it as a matter of human rights.

• **Americans fear for a broader rights roll back.** Following Justice Clarence Thomas’ comments that legal challenges to contraception and same-sex marriage rights may be on the table, our survey finds that consumers express concern for a broader rights rollback. Given today’s social climate, marketers should take steps now to align on their values and start acting in service of key social issues that matter to their company, employees and consumers.
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Brands Are Expected To Speak & Act Out

Our survey finds that a majority of American consumers want brands to speak out in response to the SCOTUS decision. Speaking out in favor of reproductive rights garners the most support. Our survey also finds that consumers want to see brands take both external and internal action in response to the ruling.

Several companies and brands across industries have taken clear stances in favor of abortion rights in the weeks following the SCOTUS decision in Dobbs to overturn Roe v. Wade. Some have done so through public statements, while others have announced changes to company health policies, a sign that internal policy has become a crucial part of branding.
Over half of Americans want brands to speak up for the right to choose

While older generation are most likely to want brands to stay silent on the issue, 84% of Gen Z and Millennials, respectively, expect brands to engage on either side of the issue. Among that share, 62% of Millennials and 57% of Gen Z want brands to speak up for the right to choose. Our survey finds 59% of women want brands to speak up for the right to choose.

Should brands engage with the ongoing public conversation about reproductive health?

- Yes, in support of pregnant people’s right to choose: 55%
- Yes, in support of the Supreme Court’s decision: 18%
- No, stay out of it: 27%

Sentiment by Gender & Generation:

<table>
<thead>
<tr>
<th>Gender</th>
<th>Yes, in support of pregnant people’s right to choose</th>
<th>Yes, in support of the Supreme Court’s decision</th>
<th>No, stay out of it</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women</td>
<td>59%</td>
<td>51%</td>
<td>29%</td>
</tr>
<tr>
<td>Men</td>
<td>12%</td>
<td>24%</td>
<td>25%</td>
</tr>
<tr>
<td>Gen Z</td>
<td>16%</td>
<td>27%</td>
<td>24%</td>
</tr>
<tr>
<td>Millennials</td>
<td>16%</td>
<td>22%</td>
<td>27%</td>
</tr>
<tr>
<td>Gen X</td>
<td>33%</td>
<td>13%</td>
<td>22%</td>
</tr>
<tr>
<td>Boomers</td>
<td>40%</td>
<td>14%</td>
<td>14%</td>
</tr>
</tbody>
</table>

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Consumers are more likely to feel favorable about brands supporting the right to choose versus brands supporting the Supreme Court decision.

Our survey finds that they are also less likely to feel unfavorable about brands supporting the right to choose versus brands supporting the Supreme Court decision.

Impact of a brand publicly supporting the right to choose on consumer opinion:
- 56% would feel more favorable
- 19% would feel less favorable
- 25% it would not impact my opinion

Impact of a brand publicly supporting the Supreme Court decision on consumer opinion:
- 40% would feel more favorable
- 34% would feel less favorable
- 25% it would not impact my opinion
Consumers are more likely to purchase brands supporting the right to choose versus brands supporting the Supreme Court decision

Our survey finds that they are also less likely to reduce purchases of brands supporting the right to choose versus brands supporting the Supreme Court decision.

**Impact of a brand publicly supporting the right to choose on purchase intent**

- 53%: I would be more likely to purchase
- 19%: I would be less likely to purchase
- 28%: It would not impact my decision

**Impact of a brand publicly supporting the Supreme Court decision on purchase intent**

- 34%: I would be more likely to purchase
- 38%: I would be less likely to purchase
- 28%: It would not impact my decision
Of brand actions, donations garner the most support from consumers

Consumers most strongly support brands donating to fund childcare and family planning centers in local communities, expressing a desire to improve aid to those having children. Making a statement in support of Roe v. Wade is supported by a majority of Americans, but lower in priority, indicating brands need to back up messaging with action. Our survey finds 48% of consumers are opposed brands staying silent on the issue.

Support or opposition for brands taking the following actions in response to the overturning of Roe v. Wade

- Donate money to fund childcare and family planning centers in local communities: 50% Strongly support, 32% Somewhat support, 10% Somewhat oppose, 8% Strongly oppose
- Donate money to organizations working to protect Roe v. Wade: 41% Strongly support, 26% Somewhat support, 15% Somewhat oppose, 17% Strongly oppose
- Donate money to provide aid to people seeking abortions: 40% Strongly support, 27% Somewhat support, 16% Somewhat oppose, 17% Strongly oppose
- Reimburse employees for travel costs to obtain an abortion in another state: 40% Strongly support, 29% Somewhat support, 16% Somewhat oppose, 16% Strongly oppose
- Make a statement in support of Roe v. Wade: 37% Strongly support, 31% Somewhat support, 15% Somewhat oppose, 16% Strongly oppose
- Fund the legal fees of employees who are arrested while demonstrating: 34% Strongly support, 30% Somewhat support, 17% Somewhat oppose, 18% Strongly oppose
- Move their business out of states that are restricting abortion access: 34% Strongly support, 32% Somewhat support, 17% Somewhat oppose, 17% Strongly oppose
- Stay silent on the ruling about Roe v. Wade: 20% Strongly support, 32% Somewhat support, 26% Somewhat oppose, 22% Strongly oppose
Generations show varying levels of support for brand actions

All generations support brands donating to fund local childcare and family planning centers. Millennials are also most supportive of brands making statements in support of Roe v. Wade and donating to organizations dedicated to protecting reproductive rights.

% who express **any support** for brands taking the following actions in response to the overturning of Roe v. Wade

- Donate money to fund childcare and family planning centers in local communities
- Reimburse employees for travel costs to obtain an abortion in another state
- Donate money to provide aid to people seeking abortions
- Move their business out of states that are restricting abortion access
- Fund the legal fees of employees who are arrested while demonstrating
- Make a statement in support of Roe v. Wade
- Donate money to organizations working to protect Roe v. Wade
- Stay silent on the ruling about Roe v. Wade

**Generations:**
- Gen Z
- Millennials
- Gen X
- Boomers

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Men and women express similar levels of support for brand actions

However, women are less likely to support a brand staying silent in response to Roe v. Wade being overturned.

% who express **any support** for brands taking the following actions in response to the overturning of Roe v. Wade

<table>
<thead>
<tr>
<th>Action</th>
<th>Women</th>
<th>Men</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donate money to fund childcare and family planning centers in local communities</td>
<td>83%</td>
<td>81%</td>
</tr>
<tr>
<td>Donate money to provide aid to people seeking abortions</td>
<td>70%</td>
<td>64%</td>
</tr>
<tr>
<td>Reimburse employees for travel costs to obtain an abortion in another state</td>
<td>69%</td>
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</tr>
<tr>
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<td>69%</td>
<td>66%</td>
</tr>
<tr>
<td>Make a statement in support of Roe v. Wade</td>
<td>66%</td>
<td>67%</td>
</tr>
<tr>
<td>Move their business out of states that are restricting abortion access</td>
<td>65%</td>
<td>65%</td>
</tr>
<tr>
<td>Fund the legal fees of employees who are arrested while demonstrating</td>
<td>47%</td>
<td>58%</td>
</tr>
<tr>
<td>Stay silent on the ruling about Roe v. Wade</td>
<td>47%</td>
<td>58%</td>
</tr>
</tbody>
</table>
Should other human and civil rights be rolled back by SCOTUS, American consumers expect brands to step up

Millennials are especially likely to hold an expectation that it’s brand’s responsibility to help safeguard civil rights.

74% AGREE: “I believe that brands have a responsibility to help safeguard the human and civil rights that have been achieved over the past 50 years”
IMPLICATIONS FOR MARKETERS

• **A majority of consumer favor brands standing up for reproductive rights.** Our survey finds that Americans feel more favorably about brands supporting reproductive rights than supporting the SCOTUS decision in Dobbs. We also find that consumers express little backlash against brands supporting reproductive rights, and that there is significantly more backlash awaiting brands that support the SCOTUS decision to overturn Roe v. Wade.

• **Americans most support brands making monetary donations.** Donations garnered the most support from consumers when asked what actions brands could take in response to the SCOTUS ruling. Donating to local childcare services was the most supported option (America is a country without national childcare benefits or family leave), indicating that consumers want to see greater investment in support for those who have children. Donations to aid those seeking abortions and organizations protecting abortion access also garnered support.

• **Actions speak louder than marketing.** As a brand, it has become increasingly important to make sure that what you speak up for becomes part of your brand and your brand values. You can’t say one thing on the outside to customers and to investors and do something completely different on the inside. Our survey shows that consumers want words, but they also want action.
Employees Are Seeking Reassurance & Support

The Supreme Court’s opinion in Dobbs to overturn Roe v. Wade and eliminate the constitutional right to an abortion has put pressure on employers to lead in reproductive rights, like how they’ve had to step up on mental health and diversity over the past few years.

In what is still a tight job market, we’ve seen in other cases that companies have a hard time attracting and retaining talent if they don’t speak out publicly on issues workers believe are important. Our survey suggests the same on the SCOTUS decision. Employees are seeking reassurance that their access to reproductive healthcare, emotional and financial wellbeing will be a priority.
American workers are concerned that the ramifications of Roe v. Wade being overturned will extend into the workplace.

73% agree: “I am concerned that the overturning of Roe v. Wade will have a negative impact on women's progress in the workplace.”

Agreement by Gender & Generation:
- Women: 74%
- Men: 73%
- Gen Z: 86%
- Millennials: 80%
- Gen X: 81%
- Boomers: 61%
Employees are more likely to want to work for companies supporting the right to choose versus companies supporting the Supreme Court decision.

Our survey finds that they are also more likely to not want to work at companies supporting the Supreme Court decision versus companies supporting the right to choose.

**Impact of a company publicly supporting the right to choose on willingness to work there**

- I would be more willing to work there: 51%
- I would be less willing to work there: 21%
- It would not impact my decision: 28%

**Impact of a company publicly supporting the Supreme Court decision on willingness to work there**

- I would be more willing to work there: 34%
- I would be less willing to work there: 40%
- It would not impact my decision: 26%
Employees want to see their companies take similar actions as brands overall

Employees support their employer taking the same actions that they want to see from brands. They place slightly more priority on their employers donating money to aid people seeking abortions and making a statement in support of Roe v. Wade.

<table>
<thead>
<tr>
<th>Support or opposition for employers taking the following actions in response to the overturning of Roe v. Wade</th>
<th>Strongly support</th>
<th>Somewhat support</th>
<th>Somewhat oppose</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Donate money to fund childcare and family planning centers in local communities</td>
<td>51%</td>
<td>32%</td>
<td>10%</td>
<td>8%</td>
</tr>
<tr>
<td>Donate money to provide aid to people seeking abortions</td>
<td>41%</td>
<td>26%</td>
<td>15%</td>
<td>18%</td>
</tr>
<tr>
<td>Donate money to organizations working to protect Roe v. Wade</td>
<td>40%</td>
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<td>18%</td>
</tr>
<tr>
<td>Make a statement in support of Roe v. Wade</td>
<td>39%</td>
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<tr>
<td>Reimburse employees for travel costs to obtain an abortion in another state</td>
<td>38%</td>
<td>27%</td>
<td>15%</td>
<td>19%</td>
</tr>
<tr>
<td>Fund the legal fees of employees who are arrested while demonstrating</td>
<td>35%</td>
<td>29%</td>
<td>15%</td>
<td>20%</td>
</tr>
<tr>
<td>Move their business out of states that are restricting abortion access</td>
<td>34%</td>
<td>30%</td>
<td>17%</td>
<td>19%</td>
</tr>
<tr>
<td>Stay silent on the ruling about Roe v. Wade</td>
<td>22%</td>
<td>30%</td>
<td>25%</td>
<td>23%</td>
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Generations show varying levels of support for employer responses

Gen Z are most supportive of employers providing monetary assistance to employees who need to travel out of state to obtain an abortion (83%) and who are arrested while demonstrating (81%). Millennials are most supportive of employers donating to local childcare centers (87%). Boomers are least supportive of measures that impact businesses (employee legal fees 46%, move business 49%, employee travel fees 53%), however, they are supportive of donating to local childcare (77%) and orgs. protecting reproductive rights (65%).

% who express **any support** for employers taking the following actions in response to the overturning of Roe v. Wade

- **Reimburse employees for travel costs to obtain an abortion in another state**
  - Gen Z: 83%
  - Millennials: 82%
  - Gen X: 80%
  - Boomers: 77%
- **Donate money to fund childcare and family planning centers in local communities**
  - Gen Z: 60%
  - Millennials: 72%
  - Gen X: 70%
  - Boomers: 53%
- **Fund the legal fees of employees who are arrested while demonstrating**
  - Gen Z: 63%
  - Millennials: 73%
  - Gen X: 63%
  - Boomers: 46%
- **Move their business out of states that are restricting abortion access**
  - Gen Z: 46%
  - Millennials: 59%
  - Gen X: 52%
  - Boomers: 49%
- **Donate money to provide aid to people seeking abortions**
  - Gen Z: 77%
  - Millennials: 71%
  - Gen X: 63%
  - Boomers: 52%
- **Make a statement in support of Roe v. Wade**
  - Gen Z: 72%
  - Millennials: 71%
  - Gen X: 65%
  - Boomers: 61%
- **Donate money to organizations working to protect Roe v. Wade**
  - Gen Z: 65%
  - Millennials: 67%
  - Gen X: 61%
  - Boomers: 55%
- **Stay silent on the ruling about Roe v. Wade**
  - Gen Z: 49%
  - Millennials: 39%
  - Gen X: 52%
  - Boomers: 49%

Source: dentsu Consumer Navigator – SCOTUS Decision 2022
Men and women’s support for their employer responding to the overturning of Roe is similar to what they want to see from brands overall

% who express **any support** for employers taking the following actions in response to the overturning of Roe v. Wade

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<td>58%</td>
</tr>
</tbody>
</table>

Dentsu Consumer Navigator – SCOTUS Decision 2022
For employees, benefits that support families are a priority

Over half of employees tell us it is very important to them that their employer offers sufficient maternity leave, a benefits package that includes childcare and sufficient paternity leave. In a country without national childcare aid or family leave, these issues have been directly tied to conversations about reproductive health and access to abortion.

Importance to employees that employers invest in the following

<table>
<thead>
<tr>
<th>Benefits Offered</th>
<th>Very important</th>
<th>Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sufficient maternity leave</td>
<td>60%</td>
<td>26%</td>
</tr>
<tr>
<td>A benefits package that includes childcare</td>
<td>55%</td>
<td>29%</td>
</tr>
<tr>
<td>Sufficient paternity leave</td>
<td>53%</td>
<td>31%</td>
</tr>
<tr>
<td>Insurance that covers reproductive care (what is legal in your state)</td>
<td>47%</td>
<td>34%</td>
</tr>
<tr>
<td>An employee assistance program for reproductive care</td>
<td>43%</td>
<td>31%</td>
</tr>
<tr>
<td>Insurance that specifically covers abortion</td>
<td>37%</td>
<td>27%</td>
</tr>
</tbody>
</table>

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dentsu Consumer Navigator – SCOTUS Decision 2022
Those in the thick of family planning – Millennials – care most about benefits that cover childcare, reproductive health

A majority of all generations express that it is important to them the company they work for is investing in benefits that prioritize reproductive health and assist those expecting children. We do see that for Boomers and Gen X, importance of insurance that specifically covers abortion wanes, likely as it is generally no longer as relevant to their healthcare needs.

% who say the following are of any importance to them as employees of a company

- Sufficient paternity leave
- Benefits that include childcare
- Sufficient maternity leave
- Insurance that covers reproductive care
- Insurance that specifically covers abortion
- Employee assistance program for reproductive care

Gen Z | Millennials | Gen X | Boomers
--- | --- | --- | ---
Sufficient paternity leave | 83% | 85% | 87% | 79%
Benefits that include childcare | 80% | 90% | 75% | 76%
Sufficient maternity leave | 78% | 87% | 87% | 87%
Insurance that covers reproductive care | 76% | 78% | 73% | 72%
Insurance that specifically covers abortion | 73% | 72% | 62% | 48%
Employee assistance program for reproductive care | 68% | 70% | 62% | 62%

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Both men and women express that it is important the company they work for invests in reproductive healthcare and childcare benefits.

Women are more likely than men to say that the employer they work for offering an employee assistance program to help with reproductive care is important to them.
Almost 2 in 5 Americans are considering moving due to restrictive state abortion laws

Employers should take note that the younger workforce is driving this sentiment, with 56% of Millennials and 58% of Gen Z saying they are likely to move states. Older generations tend to be more established and less likely to consider moving.

37% report being likely to relocate due to state laws

Likelihood by Generation

- **Very likely**
  - Gen Z: 28%
  - Millennials: 33%
  - Gen X: 25%
  - Boomers: 65%

- **Likely**
  - Gen Z: 31%
  - Millennials: 26%
  - Gen X: 13%
  - Boomers: 10%

- **Somewhat likely**
  - Gen Z: 15%
  - Millennials: 12%
  - Gen X: 13%
  - Boomers: 9%

- **Not at all likely**
  - Gen Z: 6%
  - Millennials: 6%
  - Gen X: 1%
  - Boomers: 85%

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IMPLICATIONS FOR MARKETERS

• **Check-in with your employees, listen, and act.** This ruling has reshaped reproductive healthcare for many Americans. Now is the time for employers to be checking in with their employees. What employers are going to hear from employees, especially in states with new restrictive laws, may be drastically different today than just a few weeks ago.

• **Shift the conversation from politics to how you are caring for employees.** The most essential thing companies can do right now is ask, ‘How do we take care of our workforce?’ That includes ensuring employees have access to any healthcare service they need, including access to reproductive care coverage.

• **The next-gen workforce needs reassurance from employers.** It makes more sense for some brands to take a public stance on abortion rights than others. But even for those who don’t, internal company policy on the issue could affect their potential to hire competitively in the future. Younger generations especially expect reassurance and support and are likely to be a driving force in shaping company policies as they make up more and more of the workforce (Gen Z and Millennials were 46% of the US full-time workforce as of March 2021, according to [Gallup](#)).
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Closing Thoughts

The Supreme Court opinion in Dobbs v. Jackson Women’s Health Organization dramatically changes life for millions of people with capacity for pregnancy. Indeed, for many life has already changed, with trigger-laws in several states going into place following the decision.

The decision and its implications reverberate against the modern expectation for brands to lead on social issues. There is a recognition from consumers that company practices and what happens socially are not separate entities.

Our survey finds that Americans, as both consumers and employees, want companies to respond to the SCOTUS decision, most in favor of reaffirming reproductive rights externally and internally.

As companies navigate this complex issue, it is important they listen to their consumers and employees. Abortion is an issue that impacts everyone. Reproductive rights will continue to be a fierce topic of debate in the US, and it is likely that other human and civil rights will become cultural flashpoints as well in the coming months.
About this study

The survey is administered each month through Toluna, an online research panel. Conducted by dentsu, this survey is distributed among a random sample of 700 respondents, 18-years-of age or older and residing in the United States. The survey garners an equal number of male and female respondents and controls for nationally representative weighting across race and ethnicity (using the latest publicly available U.S. Census numbers).

About dentsu

Part of the dentsu group, dentsu international is made up of six leadership brands - Carat, dentsuX, iProspect, Isobar, dentsuMB, Merkle and supported by its specialist brands. Dentsu international helps clients to win, keep and grow their best customers and achieve meaningful progress for their businesses. With best in-class services and solutions in media, CXM, and creative, dentsu international operates in over 145 markets worldwide with more than 55,000 dedicated specialists.