

**TO:** Interested Parties

**FROM:** Planned Parenthood Federation of America

**SUBJECT:** New Research Confirms Overwhelming Support for Planned Parenthood: Nearly 8 in 10 Americans Feel Favorably Toward Planned Parenthood

**DATE:** August 15, 2024

New nationwide polling shows Americans overwhelmingly support Planned Parenthood and see it as a valuable resource in local communities. Americans across demographics and ideological views recognize the importance of Planned Parenthood and would be concerned about the loss of affordable reproductive health and preventive care services if Planned Parenthood went away. Below are key findings on public opinion about Planned Parenthood.

**Adults overwhelmingly support and trust Planned Parenthood and support the organization's mission.**

- More than three-fourths of Americans (77%) have a favorable view of Planned Parenthood, with the strongest support among women, adults under 35, and Black, Latino, and AAPI communities.
- After learning more about Planned Parenthood's mission to "ensure all people, regardless of income, can get high-quality sexual and reproductive health care, education, and the resources they need," more than 8 in 10 Americans (82%) say they support the organization with half (50%) indicating strong support. This support transcends ideology: 95% of liberals, nearly nine out of ten moderates (89%), and 6 out of 10 conservatives (61%) support Planned Parenthood.
- Three-fourths of adults (74%) say they trust Planned Parenthood, with trust rating highest among Black (83%), AAPI (78%), and Latino (74%) communities.

**A strong majority of Americans believe Planned Parenthood has a positive impact on communities.**

- Eight in ten adults (79%) say that Planned Parenthood makes a positive impact on the communities they serve, and three-fourths of adults (74%) would be concerned if Planned Parenthood didn't exist anymore.
- One third of adults (32%) have a close family member or friend who has received care from a Planned Parenthood health center.

**Many Americans trust Planned Parenthood as a source of reliable information and have turned to Planned Parenthood for sexual and reproductive health education.**

- More than three-fourths of adults (77%) say they trust Planned Parenthood to provide them with honest information.
- Nearly a third of adults (31%) have learned about sexual and reproductive health from a Planned Parenthood source, such as a website or sex education program.
- Young people, especially, have turned to Planned Parenthood for education about sexual and reproductive health. Over 4 in 10 Millennial (45%) and GenZ (42%) Americans have learned about sexual and reproductive health from a Planned Parenthood source compared to a quarter of GenX (27%) and 14% of Baby Boomers.

This poll was conducted between June 26-27, 2024 among a sample of 2,205 U.S. adults. Results from the full survey have a margin of error of plus or minus 2 percentage points. [Full report](#).