



Abortion Dialogue Academy  
[www.abortiondialogueacademy.org](http://www.abortiondialogueacademy.org)

## Data Report

*(Abridged Version)*

**In July 2020 we will be publishing a comprehensive report of all the data we have collected from 2013-present.**

### Conversations: 26% Minds Changed

This data was collected by 12 student volunteers at the University of Nebraska in Omaha from August of 2019 to March of 2020. During that time range our volunteers surveyed 1,113 people. Of the people surveyed, 985 (88%) were pro-choice<sup>1</sup> and 128 (12%) were pro-life<sup>2</sup>. Of the 985 pro-choice people surveyed, 712 (72%) of them agreed to listen to our volunteer present our pro-life argument after the survey. The volunteers presented Version 7<sup>3</sup> of our argument. At the end of the conversation, the volunteers asked the pro-choice person if “After hearing our argument, do they now think abortion should be illegal in all circumstances?” Only pro-choice people who clearly agreed that abortion should be illegal in all circumstances were counted as a changed mind<sup>4</sup>. In total, 190 (26%) of the pro-choice people changed their mind at the end of the conversation, 481 (68%) did not say that they changed their mind by the end of the conversation and 41 (6%) people left the conversation before hearing the full argument. If you remove the 41 people who did not hear the full argument from the data, the conversion percentage increases to 28%.

### Terms:

<sup>1</sup>Pro-Choice: People were asked which of the following circumstances they thought abortion should be legal in; 1) sex-selective abortion, 2) down-syndrome, 3) teen mother, 4) poverty and 5) rape. A pro-choice person was defined as someone who said that abortion should be legal in one or more of

the circumstances on the survey. It's important to note that we do not ask people how they personally identify (ie - "pro-choice" or "pro-life").

<sup>2</sup>*Pro-Life*: People were asked which of the following circumstances they thought abortion should be legal in; 1) sex-selective abortion, 2) down-syndrome, 3) teen mother, 4) poverty and 5) rape. A pro-life person was defined as someone who said that abortion should be illegal in all five circumstances. Once again, it's important to note that this definition does not take into account how the people surveyed might personally identify. We do not ask people how they identify (ie - "pro-choice" or "pro-life").

<sup>3</sup>*Version 7*: Since 2013, ADA has published 7 versions of our pro-life apologetics training. In our comprehensive report we will discuss in detail our data from previous versions of our training.

<sup>4</sup>*Changed mind*: To be counted as a "changed mind" the person must meet 2 criteria's: 1) When initially surveyed the person must be "pro-choice" meaning that they said abortion should be legal in one or more circumstances. 2) After hearing our argument, the pro-choice person must say that they now think abortion should be illegal in all circumstances. It's important to note that we ONLY count people who become completely pro-life in our "changed minds" statistic. For example, someone who says they were "strongly challenged by our arguments but need to think about it more" or someone who supports abortion in fewer cases after hearing our arguments does NOT count as a changed mind.