



DATA REPORT: 2019-2020

ABORTION DIALOGUE ACADEMY

PURPOSE OF THIS REPORT:

We advertise that “28% of pro-choice people change their mind on abortion” after a 10 minute conversation with one of ADA’s volunteers. The goal of this report is to outline how we collect and calculate our statistics.”



TABLE OF CONTENTS

PART 1: METHODOLOGY ----- **3-4**

How did we collect this data?

PART 2: DEMOGRAPHICS ----- **5-6**

How did people respond to the survey?

PART 3: CONVICTIONS ----- **7**

Who was the easiest to persuade?

PART 4: EXPERIENCE ----- **8-9**

Does personal experience matter?

PART 5: REJECTION RATE ----- **10**

Who was unwilling to talk to us?

PART 6: PAST DATA ----- **11-12**

How has our program improved?



PART 1: METHODOLOGY

HOW DID WE COLLECT THIS DATA?

1,114

STUDENTS WERE SURVYED

at random by 14 ADA volunteers on the University of Nebraska in Omaha's campus from August 2019- March 2020.

STUDENTS WERE ASKED 7 SURVEY QUESTIONS:

5

SURVEY QUESTIONS ON CIRCUMSTANCES:

Students were asked if abortion should be legal in the following circumstances: sex-selective, down syndrome, teen mother, poverty and rape.

2

SURVEY QUESTIONS ON PERSONAL EXPERIENCE:

Students were asked if "someone close to them" had either 1) been sexually assaulted or 2) had an abortion.

STUDENTS WERE CATEGORIZED AS EITHER:

PRO-LIFE

OR

PRO-CHOICE

Said abortion should be **illegal** in all 5 circumstances on the survey

Said abortion should be **legal** in 1 or more circumstances on the survey

Note: Classification was based on how the student answered the survey, NOT how they personally identified. Students were NOT asked if they considered themselves "pro-choice" or "pro-life."

CONVERSATION OUTCOMES:

After the survey, ADA volunteers asked if the student would be willing to hear ADA's pro-life argument. Volunteers recorded one of 5 possible outcomes.

ALREADY PRO-LIFE

- The student said abortion should not be legal in all five circumstances on the survey.

SURVEY ONLY

- The student said abortion should be legal in 1 or more circumstances on the survey, but declined a conversation with an ADA volunteer.

PARTIAL CONVERSATION

- The student said abortion should be legal in 1 or more circumstances, but their conversation with an ADA volunteer was ended before the volunteer presented ADA's entire pro-life argument.

NO CHANGE

- The student said abortion should be legal in 1 or more circumstances and at the end of the conversation still believed abortion should be legal in 1 or more circumstances.

MIND CHANGED

- The student said abortion should be legal in 1 or more circumstances on the survey, but at the end of the conversation when asked by an ADA volunteer "Would you say you've come to the same conclusion as me that abortion should be illegal in every circumstance?" - they agreed that abortion should be illegal in every circumstance.

WHY STATISTICAL SIGNIFICANCE MATTERS?

In this report we use a p-value of 0.05 to test for statistical significance.

Testing for statistical significance allows us to ensure that any findings from our data are "real" and not just caused by chance. For example, if there is a 5% difference between Group A and Group B, we can test the statistical significance of that 5% and determine if it reflects a real 5% difference between the groups, or if it was caused by random chance and is therefore meaningless.

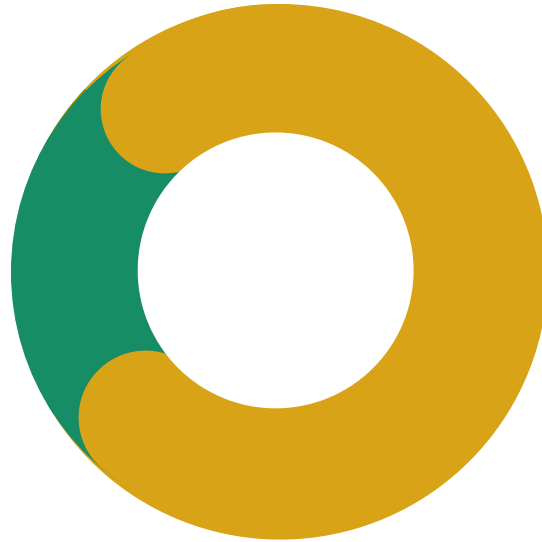
All figures in this report are rounded to the nearest percentage.



PART 2: DEMOGRAPHICS

HOW DID PEOPLE RESPOND TO THE SURVEY?

PRO-LIFE
21%



PRO-CHOICE
79%



Pro-choice students were further classified by how they answered the survey:

"MUSHY" 21%
■ Think abortion should only be legal in:
■ - rape

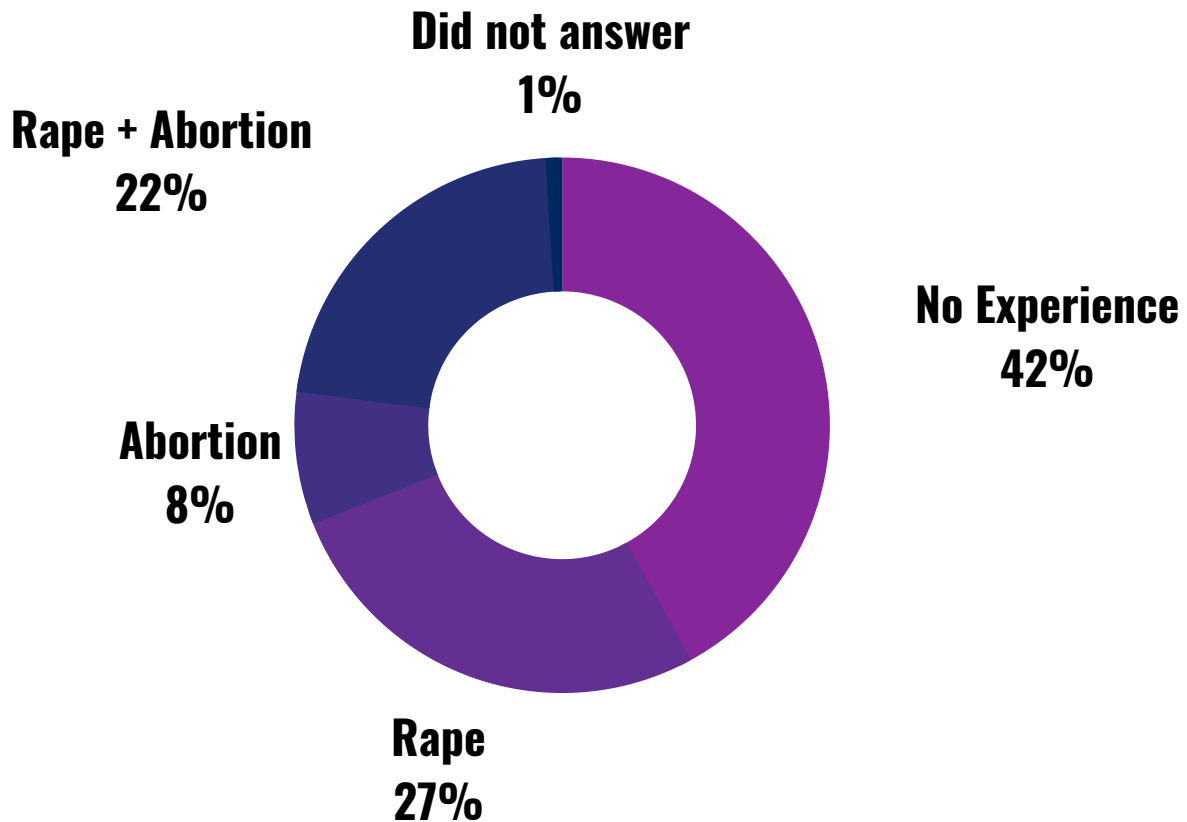
"MODERATE" 39%
■ Think abortion should only be legal in:
■ - teen mother, poverty and rape (28%)
■ - teen mother, rape (6%)
■ - poverty, rape (6%)

"EXTREME" 32%
■ Think abortion should be legal in:
■ - all circumstances (21%)
■ - all circumstances except sex-selective (9%)
■ - all circumstances except Down Syndrome (1%)

"OTHER" 8%
■ Aggregate of all remaining opinions
■ - less than 1% of people held each opinion in this category



Students were also classified by how they answered the "personal experience" questions on the survey.



"ABORTION" 8% ■ They knew someone who had an abortion

"RAPE" 27% ■ They knew someone who had been sexually assaulted

"RAPE + ABORTION" 22% ■ They knew someone who had an abortion AND someone who had been sexually assaulted



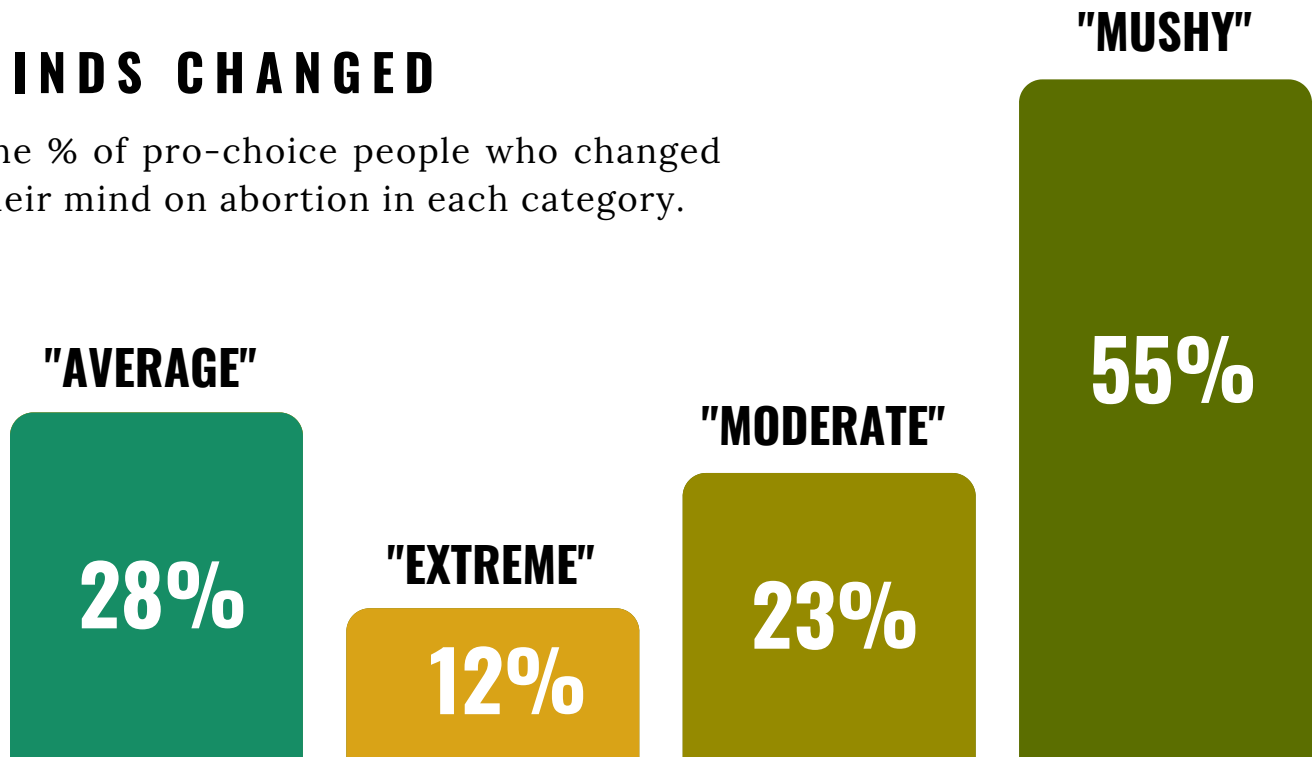
PART 3: CONVICTIONS

WHO WAS THE EASIEST TO PERSUADE?

The "strength" of a student's pro-choice conviction had a statistically significant impact on the outcome of the conversation. Students who were "less pro-choice" at the beginning of the conversation were statistically easier to persuade.

MINDS CHANGED

The % of pro-choice people who changed their mind on abortion in each category.



WHY DO THESE FINDINGS MATTER?

They allow us to take into account factors outside of our control.

We anticipate that the demographics of campuses will vary based on the political climate of that area and university. "Pro-choice" conviction is outside of our volunteer's control, but it impacts their "perceived success." By taking into account "who they're talking to" we can accurately compare and contrast the success of our program at various locations, despite any demographic changes.



PART 4: EXPERIENCE

DOES PERSONAL EXPERIENCE MATTER?

"Does knowing a rape victim influence the outcome of the conversation?"

NO: There was no statistical difference in the frequency of minds changed between people who knew someone who had been sexually assaulted and people who did not. Both groups were equally likely to change their mind, regardless of any personal experience.

"Does knowing a post-abortive person influence the outcome of the conversation?"

SOMETIMES: Knowing someone who was post-abortive statistically impacted the conversation for some groups of pro-choice students but not others.

"MUSHY" ■ No statistical difference. There was no statistical difference in the frequency of minds changed between "Mushy" pro-choice people who knew a post-abortive person and those that did not.

"MODERATE" ■ Statistical difference. There was a statistically significant difference in the frequency of minds changed between "Moderate" pro-choice people who knew a post-abortive person and those that did not.

Moderate, Average: 23% changed mind

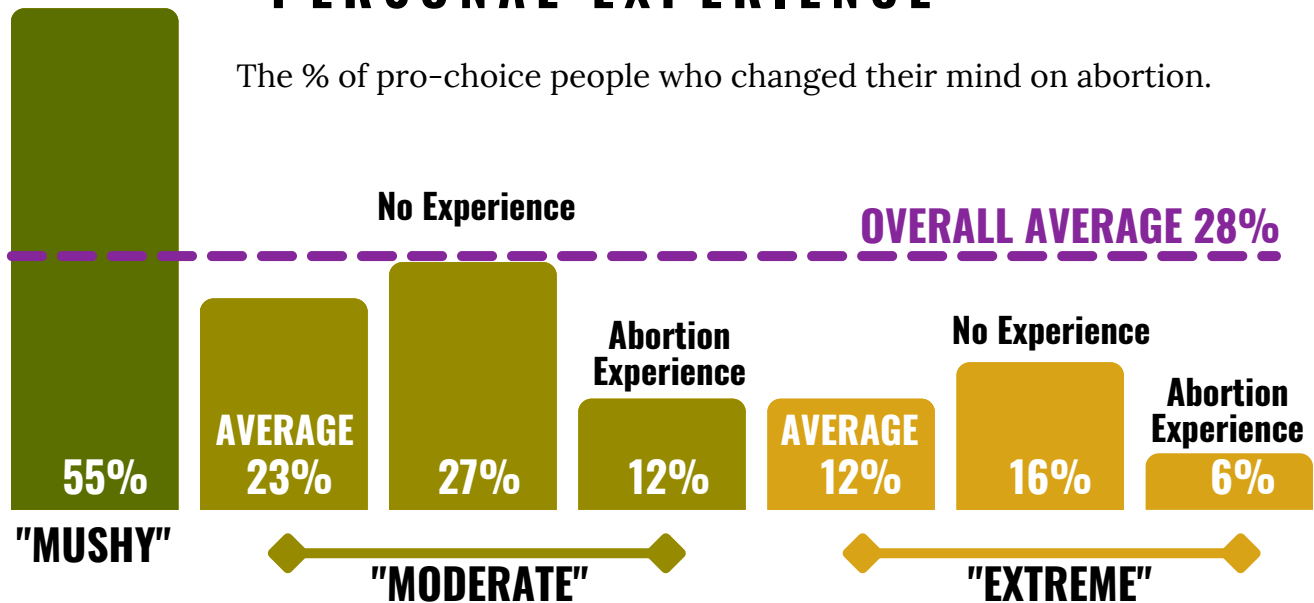
Moderate, No Experience: 27% changed mind

Moderate, Abortion Experience: 12% changed mind

"EXTREME" ■ Possible statistical difference. The difference in the frequency of minds changed between "Extreme" pro-choice people who knew a post-abortive person and those that did not barely failed our statistical significance test. We will need to collect more data before we can say anything definitive about this group.

MINDS CHANGED WITH PERSONAL EXPERIENCE

The % of pro-choice people who changed their mind on abortion.



WHY DO WE SEE THESE RESULTS?

It's reasonable to expect more resistance to our arguments if changing your mind includes disagreeing with a close friend's choice to have an abortion. But why do we see this phenomenon with some pro-choice students and not others?

"Mushy" pro-choice students only support abortion in the case of rape but because rape accounts for less than 1% of abortions, their post-abortive friend most likely did not have an abortion for that reason. Because they already disagree with their friend's abortion, changing (or not changing) their mind has no impact on their view of their friend, which is why personal experience has no statistical impact on this group.

WHY DO THESE FINDINGS MATTER?

They allow us to take into account factors outside of our control.

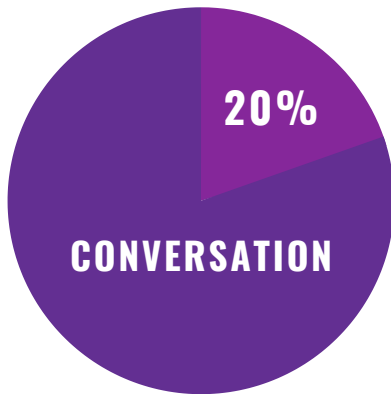
Like Pro-choice "conviction", "personal experience" is outside of our volunteer's control, but it impacts their "perceived success." By taking into account "who we're talking to" we can accurately compare and contrast the success of our program at various locations, despite any demographic changes.



PART 5: REJECTION RATE

WHO WAS UNWILLING TO TALK TO US?

1,114 STUDENTS WERE SURVYED
882 OF THEM WERE PRO-CHOICE



20% OF THE PRO-CHOICE STUDENTS REJECTED A CONVERSATION

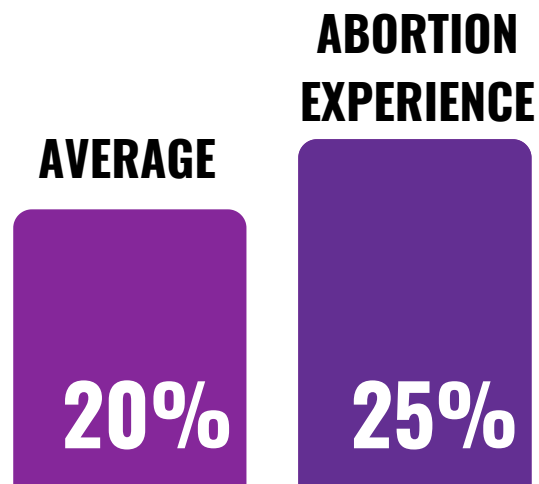
Pro-Choice conviction had no statistical impact on conversation rejection. "Extreme" pro-choice advocates were just as likely to talk to our volunteers as "Moderate" ones. "Mushy" pro-choice people were slightly more likely to engage our volunteers in conversation than their more pro-choice counterparts.

PEOPLE WHO KNEW A POST-ABORTIVE PERSON WERE STATISTICALLY LESS WILLING TO TALK TO OUR VOLUNTEERS

Personal experience with abortion had a statistically significant impact on conversation rejection. People who knew a post-abortive person were more likely to decline a conversation with one of our volunteers after the survey than students who did not know a post-abortive person. On the other hand, personal experience with rape had no statistical impact on conversation rejection.

REJECTION RATE

The % of Pro-choice people who were unwilling to have a conversation with our volunteers.





PART 6: PAST DATA

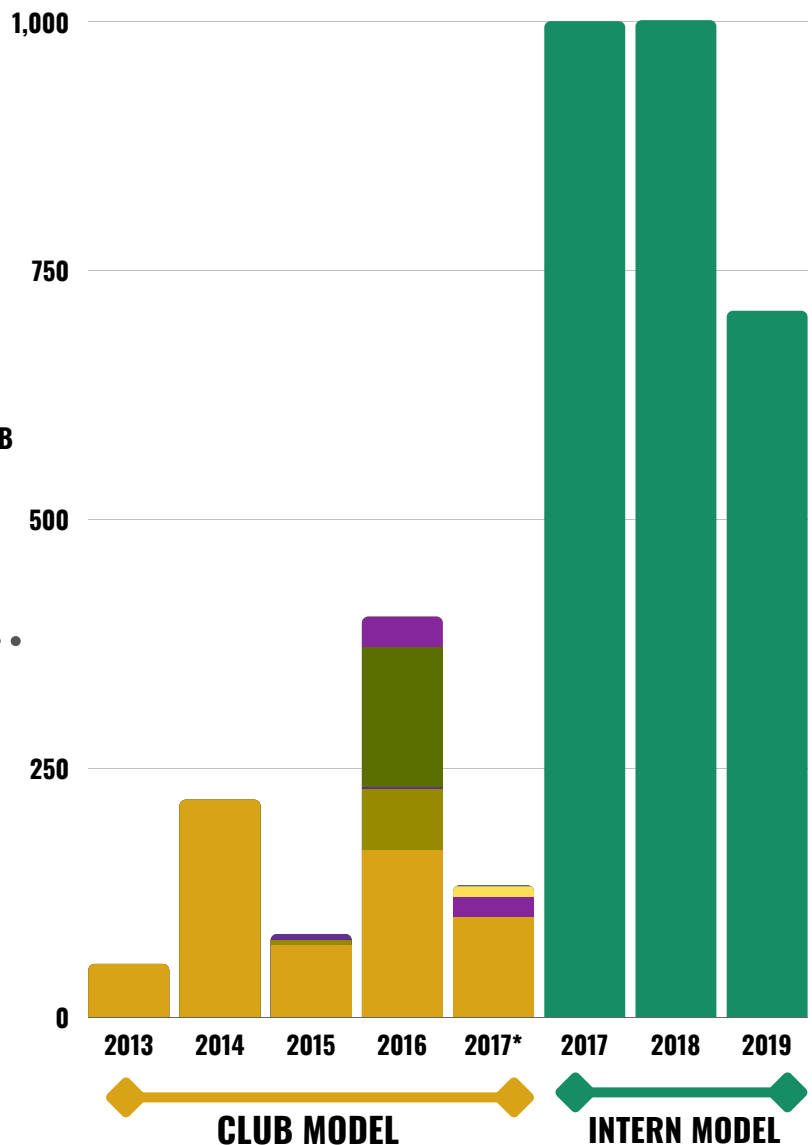
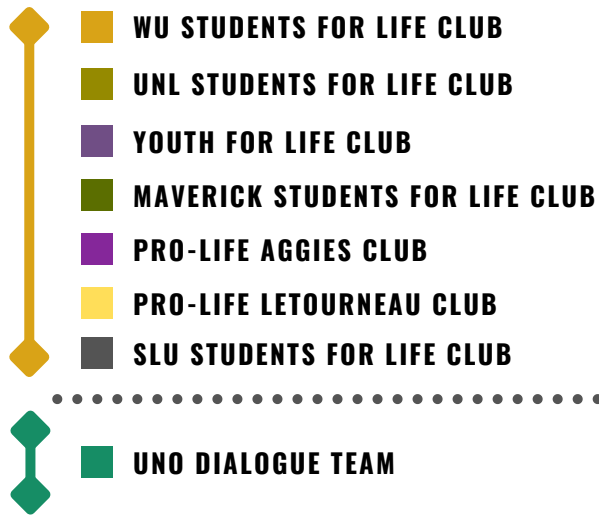
HOW HAS OUR PROGRAM IMPROVED?

Club Model: From 2013-2017 ADA distributed our apologetics content through a "club model" where we would sell our program to pro-life clubs on college campuses. This program was discontinued in 2018 due to poor performance.

Intern Model: From 2017-present ADA distributes our apologetics content through an "intern model" where we hire a local student to work as ADA's intern who teaches our pro-life apologetics to other student volunteers.

CONVERSATIONS

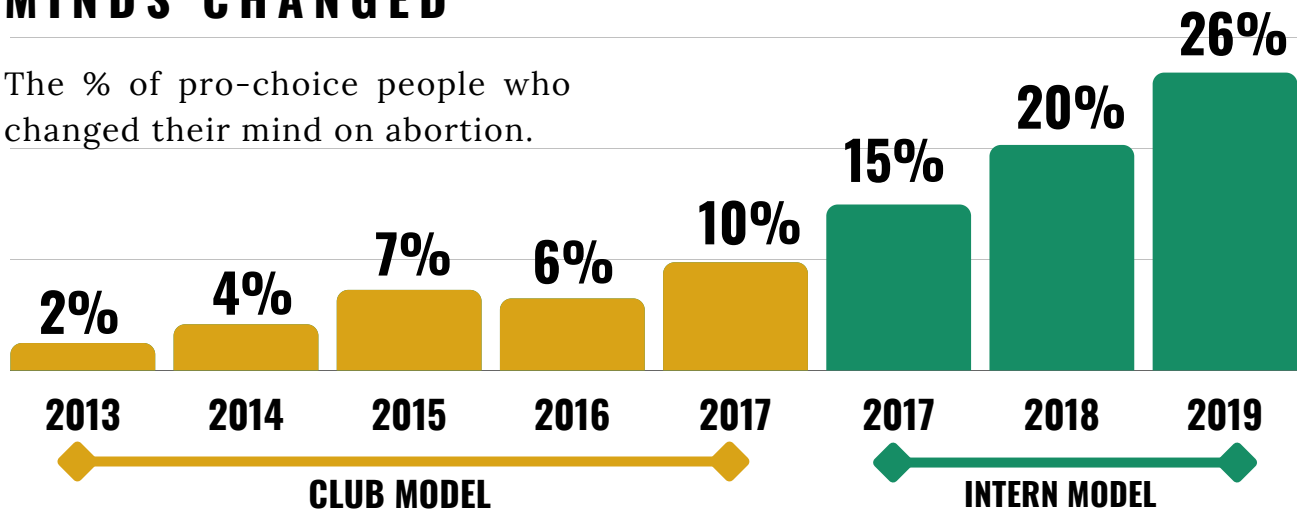
Total conversations produced by all volunteers during each year.



A year represents an academic year, not a calendar year. For example, "2015" refers to the "Fall 2015- Spring 2016" academic year. Our "Club Model" was discontinued mid-academic year during 2017 due to poor performance. Data from that year has been doubled to show projected totals if the program had not been discontinued. The 2019 academic year was cut short by 6 weeks due to school closures from COVID 19. The data from the 2019 academic year has not been modified.

MINDS CHANGED

The % of pro-choice people who changed their mind on abortion.



Historical Data Limitations:

- 2013-2015 had sample sizes of less than 200 conversations. Individual conversations could more easily skew persuasion % during these years.
- Volunteers counted already pro-life people in their total conversation count for the "Intern Model" in 2017, skewing the persuasion % down an unknown amount.
- Partial conversations, where volunteers did not finish the argument before the conversation was ended, were tracked in 2019. **When removed from the data, the persuasion % increased to 28% during the 2019 year.**
- "Club Model" data was collected across multiple campuses, without taking into account the demographics of that campus. The demographics of the pro-choice people on each campus could be influencing the persuasion %.
- Conversation outcomes were not properly standardized until 2017. In 2013 volunteers described, in their own words, the outcome of their conversation. To standardize this data, we used the description to categorize the conversation as either "no change" or "became pro-life." From 2014-2016 volunteers picked from 5 different outcomes, but were allowed to select multiple outcomes. To standardize the data we selected the "lesser" of the two outcomes if two were selected. From 2017 - present we use a binary categorization - someone either changed their mind or did not. In 2017 we also standardized how volunteers ask people if they changed their mind, making it clear that the person now thinks abortion should be illegal in all circumstances through all 9 months of pregnancy.

WHY DO THESE FINDINGS MATTER?

They allow us to improve our program.

The goal in collecting data is not to get a "perfect headcount" on minds changed. The goal is to get a standardized estimate, a good educated guess, of our effectiveness. Someone we thought was persuaded might flip back. Someone we thought was unmoved might become pro-life upon further reflection. Regardless of what happens in the weeks after the conversation - if more people agree that abortion should be illegal at the end of each conversation than they did in the previous year - then we know the changes we've made to our program are improvements.