



To: *Interested Parties*
From: *Stand Up America*
Date: *June 10, 2024*
Re: *The Supreme Court and the 2024 Election*

Blue Rose Research, on behalf of Stand Up America, conducted a two-phase research project to assess the impact of focusing on the Supreme Court and its potential future composition as a strategy to sway voters against Donald Trump and toward Joe Biden in the upcoming election. The research involved testing Supreme Court-related messaging on a sample of 6,176 registered voters online from May 7th to 9th. A follow-up survey was conducted to identify specific Supreme Court issues that could dissuade people from supporting Trump, with 917 respondents participating between May 15th and 16th.

The message testing revealed that highlighting the significance of the Supreme Court in this election has the power to sway voters towards supporting Biden and ultimately securing victory in the election. In fact, **each message tested resulted in a shift of over 2.4 percentage points towards Biden, with the most effective message leading to a significant 3.1 percentage point increase in support for Biden.**

The top performing message was:

In 2025 when the next president takes office, four of the nine Supreme Court justices will be in their 70s and could retire or die. That means Donald Trump could ensure MAGA control of the Court for decades to come, which could have a huge impact on upcoming cases concerning abortion, marriage equality, gun safety, and the climate crisis. We need to vote this year to prevent Donald Trump from picking more MAGA justices who will threaten our fundamental freedoms for decades to come.

After hearing this message, all voters moved toward Biden by 3.1 percentage points. Voters with the lowest turnout scores (a score under 20) moved toward Biden by a whopping 5.5 ppts. Voters 18-34 moved by 4 ppts, Black voters and moderates moved by 4.3 ppts, and Hispanic voters moved by 4.4 ppts.

Movement Toward Biden After Initial Message Treatment

Treatment	Content	Biden Trump Vote Choice	POTUS SCOTUS Connection
Future + Other Issues	In 2025 when the next president takes office, four of the nine Supreme Court justices will be in their 70s and could retire or die. That means Donald Trump could ensure MAGA control of the Court for decades to come, which could have a huge impact on upcoming cases concerning abortion, marriage equality, gun safety, and the climate crisis. We need to vote this year to prevent Donald Trump from picking more MAGA justices who will threaten our fundamental freedoms for decades to come.	3.1%	2.8%
Past + Reprto	Donald Trump brags that he personally selected three of the Supreme Court justices that "killed Roe v. Wade." Now, one in three women live in states where they cannot access abortion care when they need it. We need to vote this year to prevent Donald Trump from picking more MAGA justices who will threaten our fundamental freedoms for decades to come.	2.8%	2.2%
Future + Reprto	In 2025 when the next president takes office, four of the nine Supreme Court justices will be in their 70s and could retire or die. That means Donald Trump could ensure MAGA control of the Court for decades to come, threatening our access to abortion care and further undermining Americans' access to life-saving health care and treatments like IVF. We need to vote this year to prevent Donald Trump from picking more MAGA justices who will threaten our fundamental freedoms for decades to come.	2.7%	2.3%
Past + Reprto + Future	Donald Trump brags that he personally selected three of the Supreme Court justices that "killed Roe v. Wade." Now, one in three women live in states where they cannot access abortion care when they need it. In 2025 when the next president takes office, four of the nine justices on the Court will be in their 70s and could retire or die. We need to vote this year to prevent Donald Trump from picking more MAGA justices who will threaten our fundamental freedoms for decades to come.	2.4%	2.1%
Past + Future	Donald Trump brags that he personally selected three of the Supreme Court justices that "killed Roe v. Wade." In 2025 when the next president takes office, four of the nine justices on the Court will be in their 70s and could retire or die. We need to vote this year to prevent Donald Trump from picking more MAGA justices who will threaten our fundamental freedoms for decades to come.	2.4%	2.4%

In the second phase, voters were asked what issue most convinced them to vote for Biden as it relates to the Supreme Court, and presented them with messaging about the impact of the Supreme Court on five different issues. Across all demographic groups, the largest number said abortion, with gun safety coming in second. Black voters ranked gun safety almost on par with abortion when it comes to their concern about the Supreme Court, and AAPI voters were even more likely to rank abortion first than the average registered voter.

Most Persuasive Issues That Could Come Before the Supreme Court

Treatment	Content	% Picked Most Persuasive
Abortion Care	One in three women live in states where they're forced to choose between heartbreaking and dangerous options. Kate Cox, a pregnant mom in Texas, was devastated to learn there was no chance her baby would survive, but extreme MAGA judges blocked her from getting the care she needed. If Donald Trump appoints more MAGA justices to the Supreme Court, they would keep this horrific system intact, and further undermine Americans' access to life-saving health care and treatments like IVF.	57%
Gun Safety	Americans should be able to live without fear of gun violence at school, at work, and at home. The vast majority of Americans want action on gun safety, but the Supreme Court continues to side with the NRA and strike down common sense restrictions passed by states and cities. If Donald Trump appoints more MAGA justices to the Supreme Court, they could block future federal and state action on gun safety and further endanger our lives, our families, and our communities.	50%
Voting Rights/Money in politics	The Supreme Court has undermined our democracy and our freedom to vote. They gutted the Voting Rights Act and let MAGA state lawmakers create barriers to the ballot box, particularly for communities of color and young voters. And they've allowed unlimited, secret spending in our elections by billionaires and corporations. If Donald Trump appoints more MAGA justices, they will escalate their partisan attacks on our right to vote and choose our leaders.	48%
Marriage Equality	70% of Americans support marriage equality for gay and lesbian Americans, but extremists on the Supreme Court have signaled that they want to reverse historic rulings on the freedom to marry and enable discrimination against LGBTQ individuals and families. If Donald Trump appoints more MAGA justices to the Supreme Court, decades of progress for LGBTQ Americans could be reversed.	40%
Siding with Big Corporations	Again and again, MAGA justices on the Supreme Court are siding with big corporations over workers and our environment. They've weakened critical environmental rules protecting our air and water and made it more difficult for workers to organize. If Donald Trump appoints more MAGA justices to the Supreme Court, they will block climate action and gut protections for workers.	38%