

Communicating to Communities of Color on a SCOTUS Vacancy.

Coalition Briefing
August 14, 2018



Methods.

National survey of n = 1,800 adults who do not want Roe v. Wade overturned, including;

- N = 600 Black adults
- N = 600 Latinx adults
- N = 600 API adults

Conducted July 20 through August 1, 2018

Online using YouGov



Feelings and impact of the political climate.

	Black respondents	Latinx respondents	API respondents
Things in the country are heading off on the wrong track	88%	75%	75%
The political situation right now around race and immigration has had a negative impact on my physical or mental health	43%	45%	43%

Still motivated to take action.

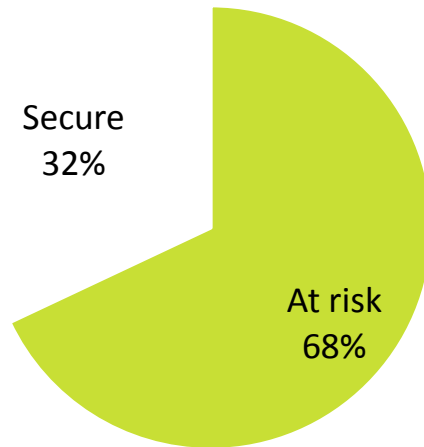
Among respondents who say the country is heading off on the wrong track.

	Black	Latinx	API
I feel determined to help change things	34%	26%	29%
I feel hopeless about trying to change things	21%	21%	22%
I feel determined and hopeless at different times	39%	39%	41%
I'm not interested in changing things	6%	14%	7%

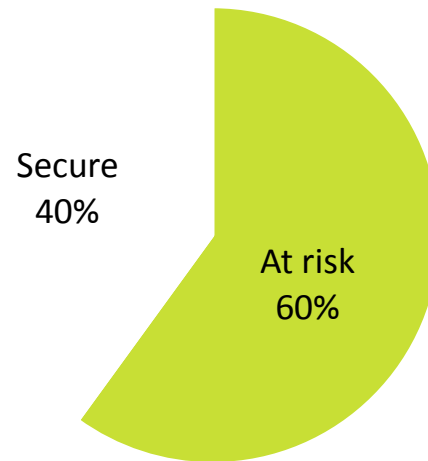
A sense abortion rights and access are at risk.

What is your impression: The right to have an abortion in our country...

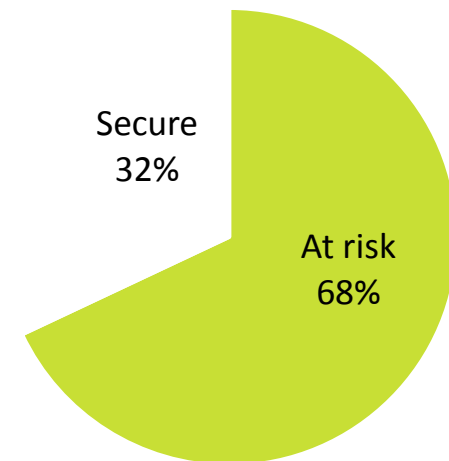
Black



Latinx



API



Being able to afford and find abortion care in our country is becoming harder.

49%

43%

53%

Lack of knowledge.

	Black	Latinx	API
In all states	32%	30%	50%
In some states	36%	31%	30%
It is not legal in any state	3%	7%	3%
I'm not sure	29%	33%	17%

How much do you feel the Supreme Court's rulings affect your life and the life of your loved ones?

	Black	Latinx	API
A lot	38%	29%	30%
Some	37%	33%	39%
Not too much	17%	22%	25%
Not at all	9%	16%	6%

How much do you feel you know about the purpose of the Supreme Court and what it does? It's okay if you're not sure.

	Black	Latinx	API
A lot	22%	22%	31%
Some	37%	30%	39%
Not too much	22%	22%	13%
Not sure	19%	26%	17%

Assumptions tend to be correct.

		Black respondents	Latinx respondents	API respondents
Let's say President Trump's nominee gets approved. Do you think the Supreme Court will be mostly...	Conservative	51%	46%	65%
	Liberal	8%	7%	4%

Let's say Judge Kavanaugh becomes a new Justice on the Supreme Court. What is your sense...How likely is it that the Supreme Court would ...

<i>Black respondents</i>	Likely	50-50 chances	Likely / 50-50
Side with President Trump over immigrants' rights	60%	27%	87%
Side with white people over people of color	59%	25%	84%
Side with President Trump in ways that give the President more power	57%	26%	83%
Restrict women's access to abortion	52%	34%	86%
Restrict the rights of women, people of color, immigrants, and LGBTQ people	51%	29%	80%
Restrict people's access to health care	49%	32%	81%
Overturn <i>Roe v. Wade</i> , the decision that established a constitutional right to abortion	40%	43%	83%

<i>Latinx respondents</i>	Likely	50-50 chances	Likely / 50-50
Side with President Trump over immigrants' rights	55%	28%	83%
Side with President Trump in ways that give the President more power	50%	28%	78%
Restrict women's access to abortion	46%	35%	81%
Side with white people over people of color	45%	30%	75%
Restrict the rights of women, people of color, immigrants, and LGBTQ people	42%	33%	75%
Restrict people's access to health care	42%	33%	75%
Overtune <i>Roe v. Wade</i> , the decision that established a constitutional right to abortion	36%	42%	78%

<i>API respondents</i>	Likely	50-50 chances	Likely / 50-50
Side with President Trump over immigrants' rights	61%	24%	85%
Restrict women's access to abortion	58%	24%	82%
Side with President Trump in ways that give the President more power	53%	27%	80%
Side with white people over people of color	49%	28%	77%
Restrict the rights of women, people of color, immigrants, and LGBTQ people	47%	29%	77%
Restrict people's access to health care	45%	31%	76%
Overtune <i>Roe v. Wade</i> , the decision that established a constitutional right to abortion	43%	35%	78%

“Access” is stronger than “*Roe v. Wade*.”

*To you personally, how important is it that a new Supreme Court justice rule to uphold [SPLIT A: the *Roe v. Wade* decision / SPLIT B: a woman’s access to safe, legal abortion]?*

		Black	Latinx	API
“Uphold the <i>Roe v. Wade</i> decision”	Total important	72%	67%	81%
	Very important	45%	35%	46%
“Uphold a woman’s access to safe, legal abortion”	Total important	85%	73%	83%
	Very important	58%	41%	53%



Connecting SCOTUS to issues people care about personally.

The top issues respondents care most about include:

- Racism and racial justice;
- Civil rights;
- Access to clean water;
- Access to quality, affordable health care; and
- A criminal system that is fair and just.

*Here are some issues that the Supreme Court could make decisions on in the near future.
How important, if at all, is each of these issues to you personally?*

Connecting SCOTUS to issues people care about personally.

Our goal with this section is to identify which issues respondents care about most at a personal level. Communities of color find all of these issues important – but some rise to the top in terms of being “extremely” important.

Here are some issues that the Supreme Court could make decisions on in the near future. How important, if at all, is each of these issues to you *personally*?

% Saying “extremely important”	Black	Latinx	API
Racism and racial justice	80%	61%	53%
Civil rights	79%	60%	55%
Access to clean water	78%	70%	66%
A criminal system that is fair and just	78%	61%	56%
Over-policing of black and brown people	76%	49%	38%
Access to quality, affordable health care	76%	63%	63%
Voting rights	71%	56%	51%
Job opportunities that pay a livable wage	70%	56%	49%
Access to quality public schools	68%	57%	49%
Gun violence	67%	60%	56%
Access to affordable housing	66%	50%	42%
Income inequality	66%	49%	44%
Women’s equality	64%	54%	52%
Access to affordable childcare	58%	49%	41%
Immigrant families being separated	51%	56%	42%
Families separated by mass incarceration	51%	46%	37%
Reproductive rights	47%	44%	41%
Access to affordable birth control	47%	45%	39%
Immigrant rights	42%	49%	42%
Access to affordable, legal abortion care	41%	39%	37%
Deportation of immigrants	39%	46%	37%
Marriage equality	35%	41%	43%
LGBTQ rights	28%	33%	33%



Connecting Kavanaugh's record to personal lives.

The aspects that feel most relevant – signaling a negative impact on their lives – include Kavanaugh:

- Believing the President should have more power;
- Believing the President can be above the law;
- Siding with bosses over workers; and
- Arguing that a boss' religious views should override an individual's right to birth control.

Here are some facts about Judge Kavanaugh's record and views. Is this a sign that Judge Kavanaugh would have a positive effect on you or your loved ones, a negative effect, or no effect on you or your loved ones?



Connecting Kavanaugh's record to personal lives.

Here are some facts about Judge Kavanaugh's record and views. Is this a sign that Judge Kavanaugh would have a positive effect on you or your loved ones, a negative effect, or no effect on you or your loved ones?

Percent "negative" effect on me / loved ones	Black	Latinx	API
Judge Kavanaugh believes that the President should be given more power to do what he wants.	66%	58%	63%
Judge Kavanaugh believes that the President can be above the law.	66%	57%	65%
In many cases, Judge Kavanaugh has sided with bosses and against workers who have been discriminated against on the job.	65%	56%	63%
Judge Kavanaugh has argued that a boss's religious views should override an individual's right to insurance coverage for birth control.	60%	55%	60%
Judge Kavanaugh has ruled in past cases to restrict women's access to abortion.	55%	47%	55%
Judge Kavanaugh recently used his power to allow the Trump Administration to block a young immigrant woman in U.S. custody from getting an abortion.	54%	50%	51%



Messaging on action against Kavanaugh.

Broader messages about civil rights, freedoms, and opportunities no matter our race rise to the top – although all messages perform well.

Here are reasons some people are taking action against having Judge Kavanaugh as the next Supreme Court justice. Taking action could mean things like talking to people about the issue, signing a petition, or contacting your Senator. Does each of these make you want to take action, or not?

Messaging on action against Kavanaugh.

Percent "definitely" makes me want to take action	Black	Lat.	API
Supreme Court justices have lifetime appointments to the court. Judge Kavanaugh would be ruling against people's civil rights for decades to come.	51%	39%	38%
The Supreme Court must have justices that uphold the rights, freedoms, and opportunities for everyone, no matter our race or ethnicity or where we come from.	50%	43%	44%
The Supreme Court must have justices that uphold workers' rights, including protecting workers from sexual harassment.	50%	40%	43%
The Supreme Court will make decisions that affect abortion access, health care access, immigrant justice, and the opportunities for people to be financially stable and live free, safe, and healthy lives.	46%	40%	42%
The Supreme Court will decide whether we will all have the power, freedom, and opportunity to control our own bodies and our life's path.	45%	37%	35%
SPLIT A: Judge Kavanaugh would turn the balance of the Supreme Court against women's rights and access to abortion.	44%	38%	35%
If Judge Kavanaugh is the next Supreme Court justice, women could be sent to jail if they have an abortion or miscarriage.	43%	39%	38%
SPLIT B: Judge Kavanaugh would turn the balance of the Supreme Court against a woman's right and access to abortion.	42%	36%	37%

Opposing forces.

The Supreme Court will likely be more conservative with a new Justice. Would you be concerned that the Supreme Court might side with any of these groups? Choose the two that concern you most.

% Chose as one of top	Black	Latinx	API
President Trump and his administration	63%	50%	58%
Police and law enforcement	40%	16%	12%
People with conservative religious beliefs	23%	26%	35%
Bosses and employers	16%	17%	18%
Health insurance companies	16%	15%	18%
Immigration officials	8%	19%	15%
It would not concern me if the Supreme Court sided with these groups	12%	21%	17%

Movement on likelihood to act.

Your senators will be voting on Judge Kavanaugh. How likely, if at all, are you to contact your senator to voice your opinion on their vote? (This could be by email, phone, or petition).

	Black Pre	Latinx Pre	API Pre	Black Δ	Latinx Δ	API Δ
Very likely	13%	13%	14%	+ 9	+ 11	+ 5
Somewhat likely	10%	11%	15%	+ 5	+ 8	+ 3
Chances are 50-50	28%	26%	22%	+ 2	- 1	+ 1
Not too likely	21%	22%	20%	- 6	- 10	- 2
Not at all likely	29%	29%	29%	- 11	- 8	- 6

Talking to friends / family is important.

After hearing more, how likely are you to do any of these things around whether or not Judge Kavanaugh should be on the Supreme Court?

% Very likely (At the end of the survey)	Black	Latinx	API
Talk to friends / family	42%	36%	33%
Share info on social media	26%	25%	19%
Contact Senator	22%	24%	19%

The biggest barrier is the easiest to overcome.

When it comes to taking political action around the Supreme Court nomination, are any of these statements true for you, or not?

% True for me	Black	Latinx	API
I need information about what to do	47%	43%	48%
I don't like confrontation	39%	34%	50%
I feel like I would not make difference	36%	33%	43%
My Senator would not listen to me	30%	26%	28%
I don't know enough about what the Supreme Court does	22%	26%	18%
My senator already thinks like I do	17%	20%	30%
I don't have time right now	17%	23%	22%
The Supreme Court does not affect me personally	16%	16%	12%

But the real barriers are awareness and knowledge.

How much attention will you pay to news about a new Supreme Court confirmation hearing?

	Black	Latinx	API
A lot	34%	29%	34%
Some	40%	36%	42%
Not too much	27%	35%	25%

Overall recommendations.

1. Connect to Trump (e.g., Kavanaugh's record on Presidential power, investigations).
2. Connect to broader issues COC care about personally (e.g., racial justice, clean water, criminal system, health care).
3. Use broad messaging on civil rights, everyone's rights and freedoms no matter our race or ethnicity or where we come from.

4. On abortion and RJ, talk about “access,” contextualize “abortion access” in other issues (health care access, immigrant justice, etc.), talk about criminalization, and opportunities to live free, safe, healthy lives.
5. On abortion, talk about “turning the balance of the court against women’s rights and having access to abortion.”
6. On abortion, connect to Kavanaugh’s record on a boss’ religious views overriding individuals’ right to birth control and restricting women’s access to abortion.

7. Use this opportunity to educate the community on the status and threats to abortion access.

8. On taking action:

- Give specific details about what to do, what to say, when to do it.
- Give a range of options / channels to act (e.g., petition, email, text, and phone).
- Persuasion should be focused on why it will make a difference. Give reminders (e.g., the Affordable Care Act was not repealed because of phone calls, etc.).
- Communicate why it is important to contact Senators even if they live in a Blue state and even if they live in a Red state.
- Encourage talking and sharing information with family and friends.