

MEMORANDUM

TO: INTERESTED PARTIES
FROM: MATT GAMMON, SENIOR VICE PRESIDENT
SUBJECT: IMPORTANCE OF SUPREME COURT NOMINATION TO VOTERS
DATE: MARCH 2, 2016

The following memo highlights the key findings of a national survey conducted February 18-21, 2016. The survey found that both adults and voters believe that the Supreme Court will be an important factor in November’s upcoming election.

Overall Importance

When asked the question about how important the Supreme Court would be, fully 51% of adults feel it will be important, and 34% say “very important” to determining their vote.

As you may know Supreme Court Justice Antonin Scalia died recently and his replacement could cast the deciding vote on major issues ranging from abortion, to religious liberty, to gun rights, to immigration. The next president might end up nominating a replacement and fill other vacancies on the Court as they arise. Would you say that the Supreme Court will be an [ROTATE] important or unimportant [END ROTATE] factor in determining who you vote for in November's elections?

Category	Percentage
Very Important	34%
Somewhat Important	16%
Unsure (volunteered)	5%
Current President should appoint (volunteered)	3%
Somewhat Unimportant	13%
Very Unimportant	9%
Not likely to vote	21%

When asked of those who say they are likely to vote, the importance increases significantly.

Among Likely Voters

Category	Percentage
Very Important	43%
Somewhat Important	21%
Unsure (volunteered)	6%
Current President should appoint (volunteered)	4%
Somewhat Unimportant	16%
Very Unimportant	11%

Interestingly, while strong across many demographic categories, this issue takes on increased importance among regular churchgoers (at least once a week or more), with 71% saying the Supreme Court will be important to their vote.

Response by Church Attendance

Category	Percentage
Very Important	49%
Somewhat Important	22%
Unsure (volunteered)	7%
Current President should appoint (volunteered)	4%
Somewhat Unimportant	11%
Very Unimportant	7%

The issue is still important (59%) among those voters who never attend, with 37% saying that it is very important.

Response by those who Never Attend Church

Category	Percentage
Very Important	37%
Somewhat Important	22%
Unsure (volunteered)	4%
Current President should appoint (volunteered)	4%
Somewhat Unimportant	17%
Very Unimportant	17%

This issue also takes on increased importance among Republican voters, perhaps because of the busy nature of their primary election and an understanding of the importance of the Supreme Court to central national issues.

Response by Party

Republican	Percentage
Very Important	52%
Somewhat Important	19%
Unsure (volunteered)	3%
Current President should appoint (volunteered)	2%
Somewhat Unimportant	14%
Very Unimportant	11%

The issue is also important with Democratic voters as a majority (63%) point to its importance.

Democratic	Percentage
Very Important	39%
Somewhat Important	24%
Unsure (volunteered)	4%
Current President should appoint (volunteered)	6%
Somewhat Unimportant	16%
Very Unimportant	12%

Half of independent voters (50%) believe that this issue is important as well.

Independent	Percentage
Very Important	36%
Somewhat Important	14%
Unsure (volunteered)	11%

Current President should appoint (volunteered)	1%
Somewhat Unimportant	29%
Very Unimportant	9%

Methodology

WPA Opinion Research conducted a national study of n=1,000 adults nationwide. The final results for this survey were stratified based on gender, age, ethnicity, education, and geography. Respondents were contacted by phone via a live telephone operator interview February 18-21, 2016. The study has a sample size of n=1,000 adults with a margin of error equal to $\pm 3.1\%$.

About Wilson Perkins Allen Opinion Research

Since 1998, WPA Opinion Research has been a leading provider of political polling for campaigns from President to Governor and U.S. Senate to Mayor and City Council in all 50 states and several foreign countries. In the 2013-2014 election cycle, 83% of WPA clients won. WPA clients' win ratio has exceeded the standard by double digits for four straight political cycles.

WPA has been nationally recognized for providing cutting edge research to help our clients win. The American Association of Political Consultants (AAPC) awarded a “Pollie” to WPA for our Predictive Analytics and Adaptive Sampling techniques. The award highlighted these advanced methodologies which allowed us to buck national GOP polling trends and deliver industry-leading results.

In addition to our political and policy research, WPA has conducted market research for more than 110 fortune 500 corporations, donor research for more than 200 of the largest and most successful not-for-profit organizations around the country, and alumni research for dozens of colleges and universities.