



TRACKING SURVEY RESULTS

2023 Wisconsin Supreme Court Race

Last Updated: March 15, 2023

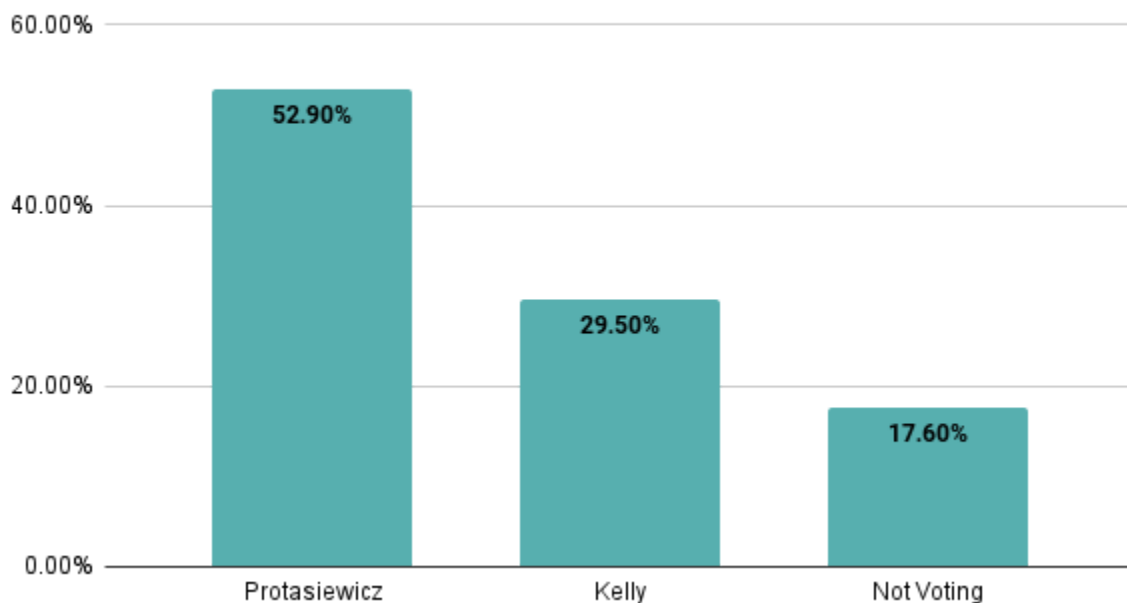
TOPLINES

If the Wisconsin Supreme Court election were held today, which candidate would you vote for?

White women are currently choosing Protasiewicz (52.9%) over Kelly (29.5%) by 23.4pp with 17.6% still reporting 'not voting' in the upcoming April election

- Non-college white women are behind those (46.5%) with a four year degree (63.7%) in their support for Protasiewicz by 17.2pp
- 18-34 year old white women currently support Protasiewicz at 48.2% compared to 35-54 year olds at 52.5% and 55+ with the highest support at 54.3%

White Women's Vote Choice | Week of March 6

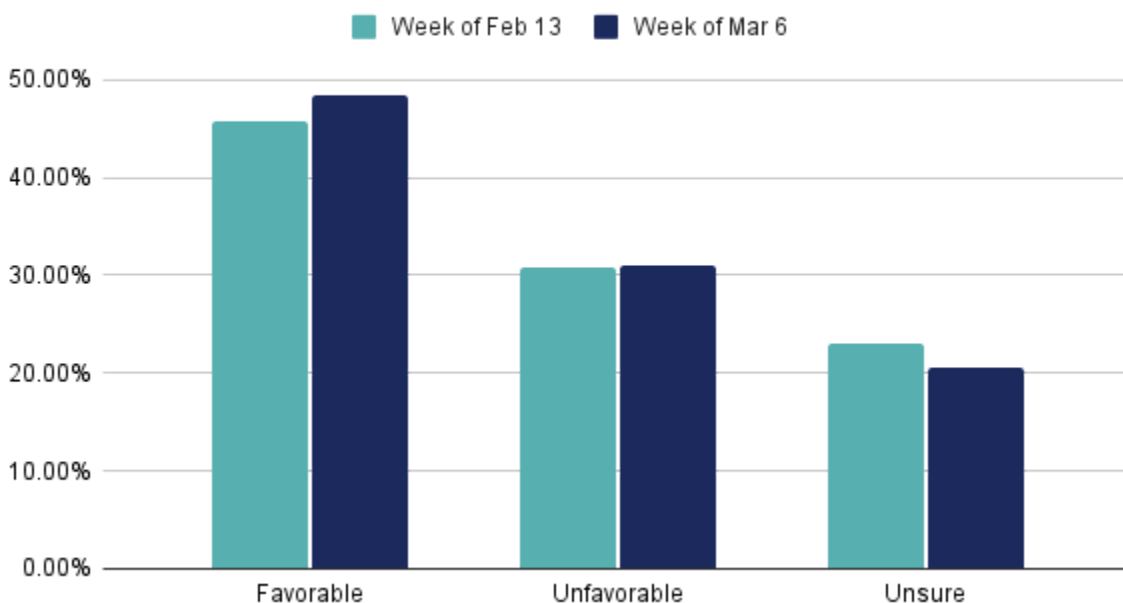


Do you have a favorable or unfavorable opinion of Janet Protasiewicz?

White women's favorability of Protasiewicz is lower than their vote choice for her (48.4%) with no significant change (+2.6pp) since the pre-primary election survey (*results within margin of error*)

- Non-college white women haven't shifted their favorability but those with a four year degree increased their favorability by +7.7pp since the pre-primary election survey

White Women's Favorability of Protasiewicz

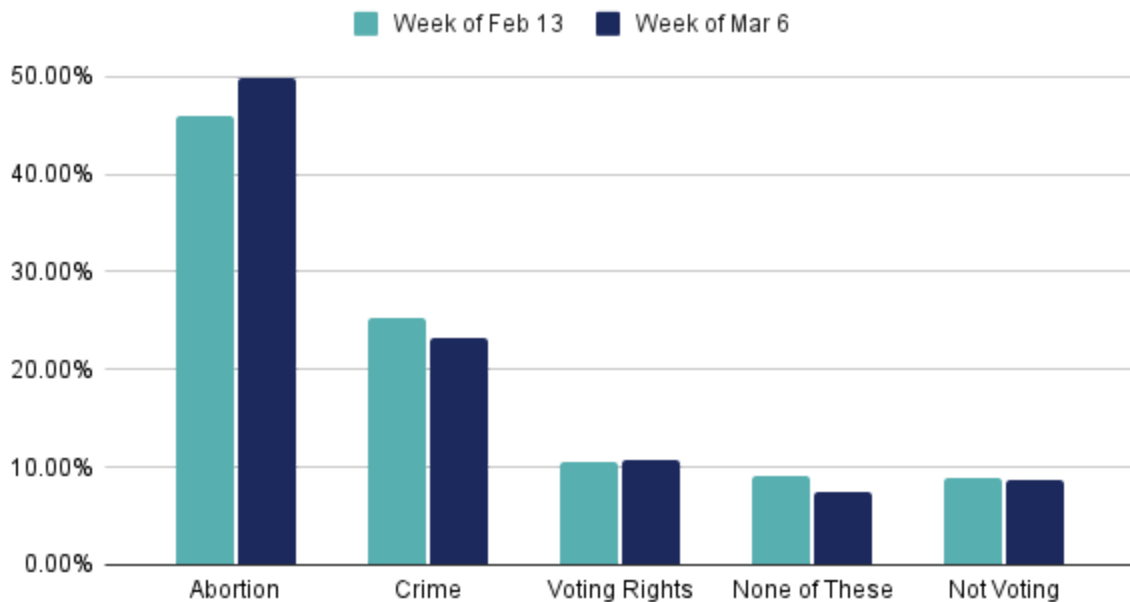


Which issue is motivating your vote in the Supreme Court race the most this year?

Abortion as a motivating issue rose by 3.9pp for white women overall (49.8%) while crime dropped by 2pp to 23.2% (*results within margin of error*)

- Four year degree holding white women report abortion as their top motivating issue by 10.6pp more than those without a four year degree
- Over fifty seven percent of 35-54 year old white women report abortion as the motivating issue driving their vote this election—which is 11.3pp more than 18-34 year olds and 9.7pp more than 55+ year olds

White Women's Issue Motivations

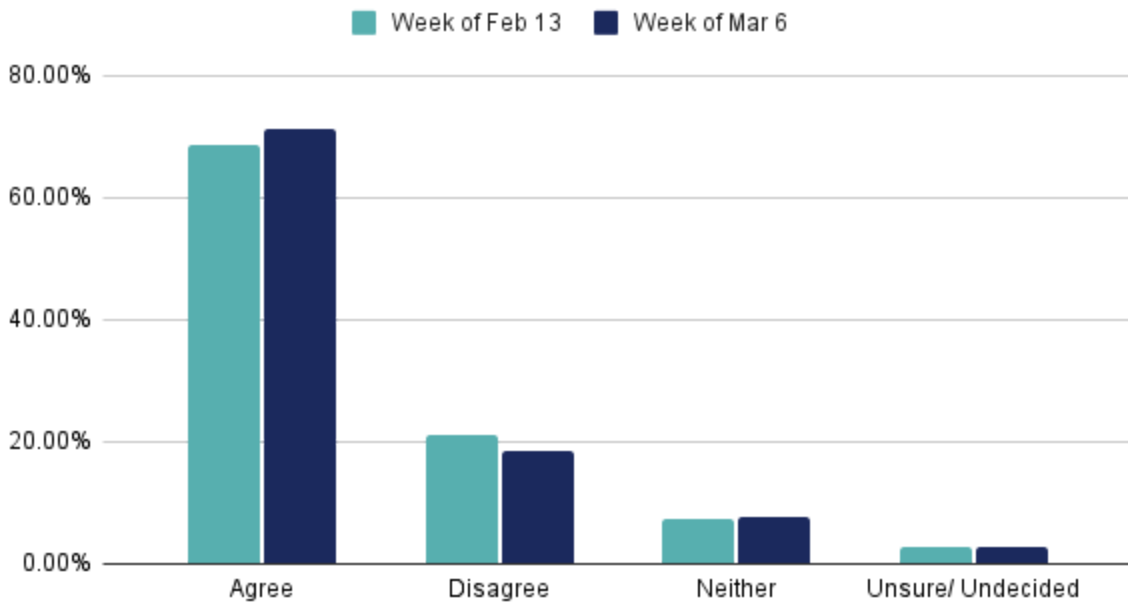


To what extent do you agree or disagree with the following statement: My public officials should take action to ensure all women have the freedom to make their own decisions about abortion.

White women overwhelmingly agree (71.1%) that their public officials should take action to protect abortion which is a 2.4pp increase since the pre-primary election survey (results within margin of error)

- Those without four year degrees increased agreement by 1.9pp since the last survey (67.5%) and those with a four year degree increased their agreement by 3.4pp (77.1%)
- 18-34 year old white women are the most likely to agree at 77%—however, this notably high support has not impacted their reported vote choice or issue motivation to the degree we would expect

White Women's Attitudes on Abortion

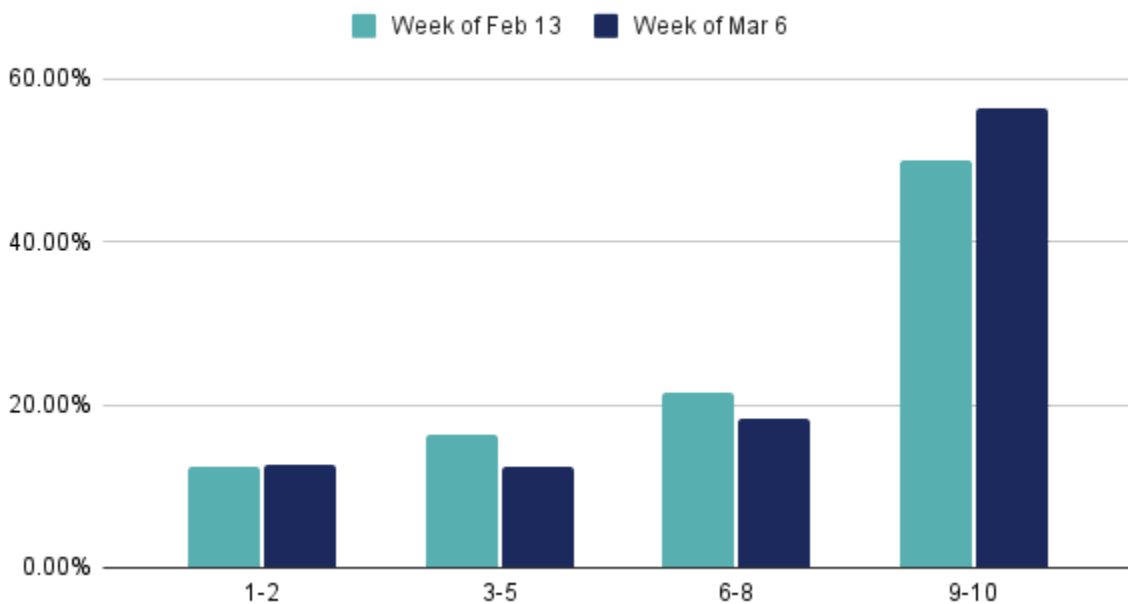


Please tell me how motivated you are to vote in the Wisconsin Supreme Court election, using a scale from one to ten, on which a "ten" means that you are extremely motivated to vote in the election and a "one" means that you are not motivated at all. You may choose any number from one to ten.

White women have increased their motivation to vote in the April election by 6.6pp since before the primary election

- Only 27.4% of 18-34 year olds report '9-10' as their vote motivation, which follows historical trends with this demographic in a low-salience, down ballot race

White Women's Vote Motivation



METHODOLOGY

TARGETING

A randomly selected sample of 1,445 One For All Committee target audience will receive three survey waves—pre (Feb 13), mid (Mar 6), and post-treatment (Apr 3). The target universe will be selected based on the following targeting criteria:

- Women
- White
- Live in Wisconsin
- Moderate (weak D, moderate, weak R)

SURVEY QUESTIONS

Wave One Questions | Fielded Week of February 13

- If the Wisconsin Supreme Court election were held today, which candidate would you vote for? [RANDOMIZE LIST]
 - Jennifer Dorow
 - Daniel Kelly
 - Everett Mitchell
 - Janet Protasiewicz
 - N/A - Not Voting
- Please tell me how motivated you are to vote in the Wisconsin Supreme Court election, using a scale from one to ten, on which a “ten” means that you are extremely motivated to vote in the election and a “one” means that you are not motivated at all. You may choose any number from one to ten.
- To what extent do you agree or disagree with the following statement: My public officials should take action to ensure all women have the freedom to make their own decisions about abortion.
 - Strongly agree
 - Somewhat agree
 - Neither
 - Somewhat disagree
 - Strongly disagree
- Do you have a favorable or unfavorable opinion of Janet Protasiewicz?
 - Very Favorable
 - Somewhat Favorable
 - Somewhat Unfavorable
 - Very Unfavorable
- Which issue is motivating your vote in the Supreme Court race the most this year?

- Crime
- Abortion
- Voting Rights
- N/A - Not Voting
- None of These

Wave Two Questions | Fielded Week of March 6

- If the Wisconsin Supreme Court election were held today, which candidate would you vote for? [RANDOMIZE LIST]
 - Daniel Kelly
 - Janet Protasiewicz
 - N/A - Not Voting
- Please tell me how motivated you are to vote in the Wisconsin Supreme Court election, using a scale from one to ten, on which a “ten” means that you are extremely motivated to vote in the election and a “one” means that you are not motivated at all. You may choose any number from one to ten.
- To what extent do you agree or disagree with the following statement: My public officials should take action to ensure all women have the freedom to make their own decisions about abortion.
 - Strongly agree
 - Somewhat agree
 - Neither
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 - Very Favorable
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- Which issue is motivating your vote in the Supreme Court race the most this year?
 - Crime
 - Abortion
 - Voting Rights
 - N/A - Not Voting
 - None of These

Questions? Reach out to Kristin Wheeler, kristin@oneforallcommittee.org