

**Wisconsin Supreme
Court Survey**
March 2025



Methodology

Voters

Global Strategy Group conducted a multi-channel (phone + text-to-web) survey of **800 2025 likely voters** in Wisconsin between February 20 and 24, 2025.

Margin of error

The margin of error at the 95% confidence level is +/- 3.5%.

The margin of error on sub-samples is greater.

This survey was preceded by four online focus groups among **Wisconsin 2025 likely voters** between January 28 and January 29, 2025. The voters were a mix of soft Democrats and independents.



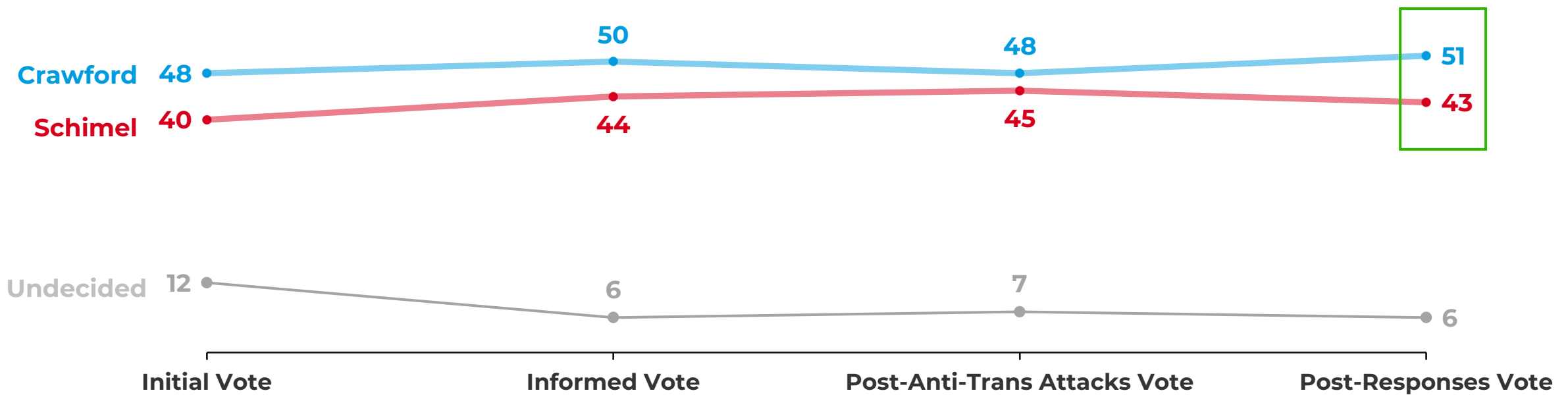
The Race for Supreme Court

Survey Structure



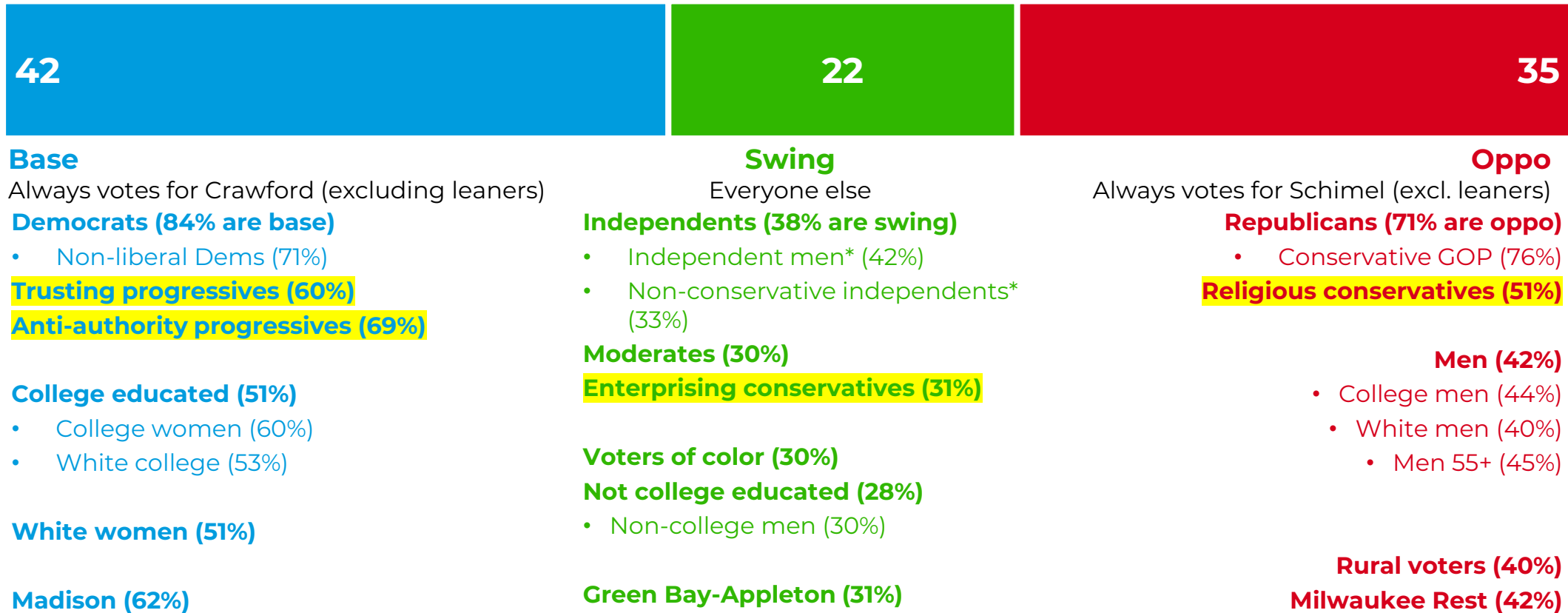
Basic bios tighten race; anti-trans attacks then do some damage, but responses put Crawford in a better position than she started

Vote Movement



Swing voters tend to be independents, moderates, and voters of color

Vote Targets



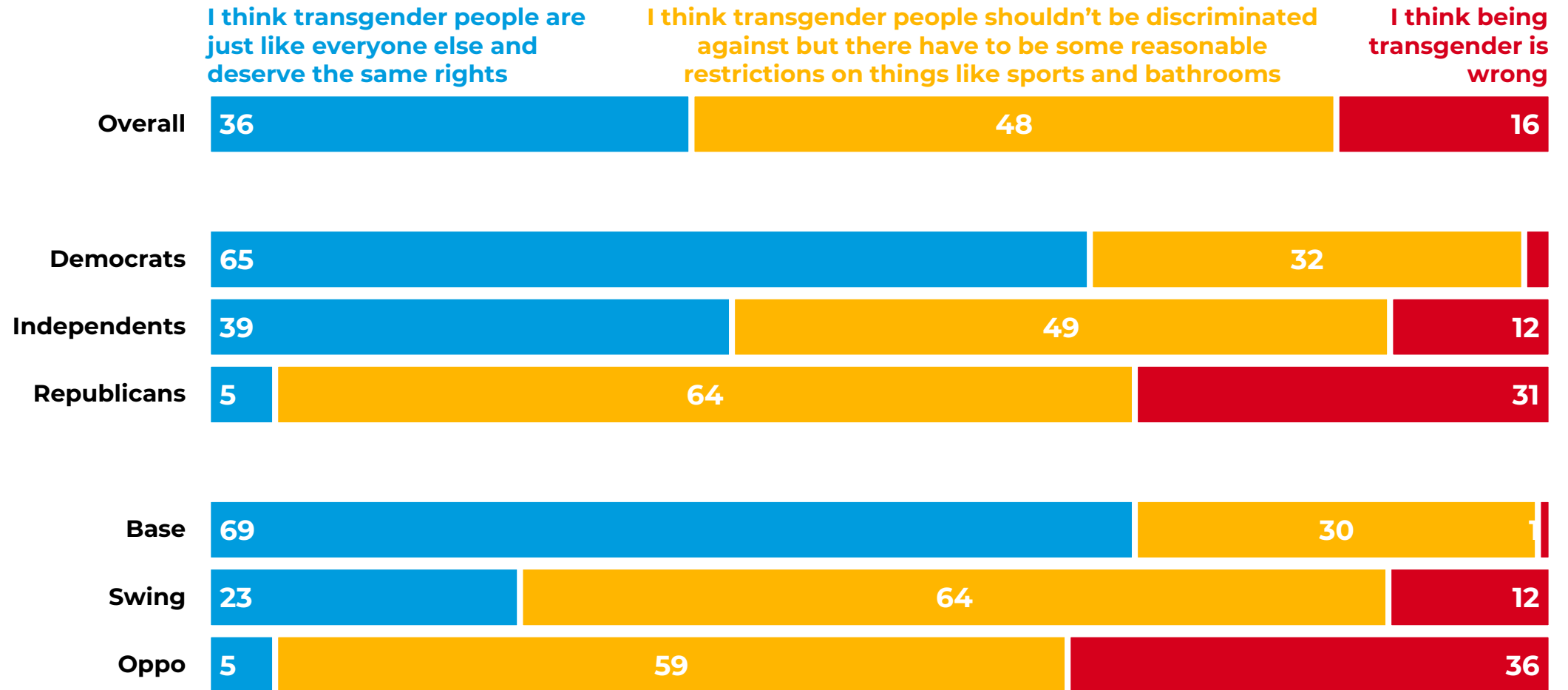
Among **Swing** voters, about half become consistent Crawford or Schimel voters once introduced to the candidates, while the other half swing during the trans back and forth.



Trans Attitudes and Attacks

Independents, Republicans, men 55+, and white non-college are most likely to fall into the middle on transgender attitudes

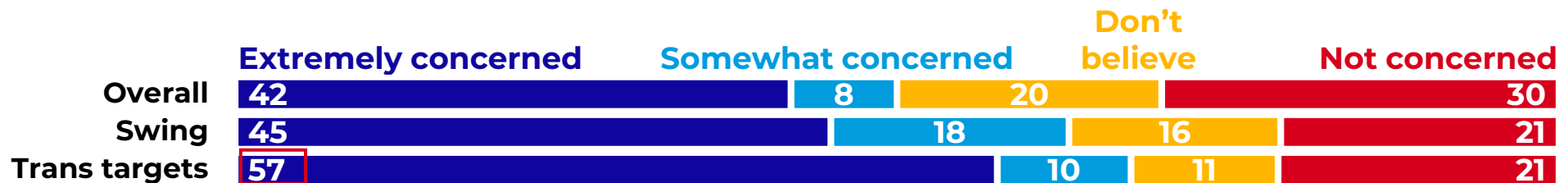
Which of the following do you agree with more, even if neither is exactly right?



Swing voters are most concerned about kids sharing bathrooms with trans teachers and accessing hormones; the least believable overall is an attack on sports

Susan Crawford Negatives

Susan Crawford would let children access hormones that permanently and irreversibly alter their bodies



Susan Crawford represented a group that demanded kids share bathrooms with transgender teachers



Susan Crawford would force biological men into women and girls' sports



Susan Crawford fought for and represented a major provider of child sex-changes and child puberty blockers

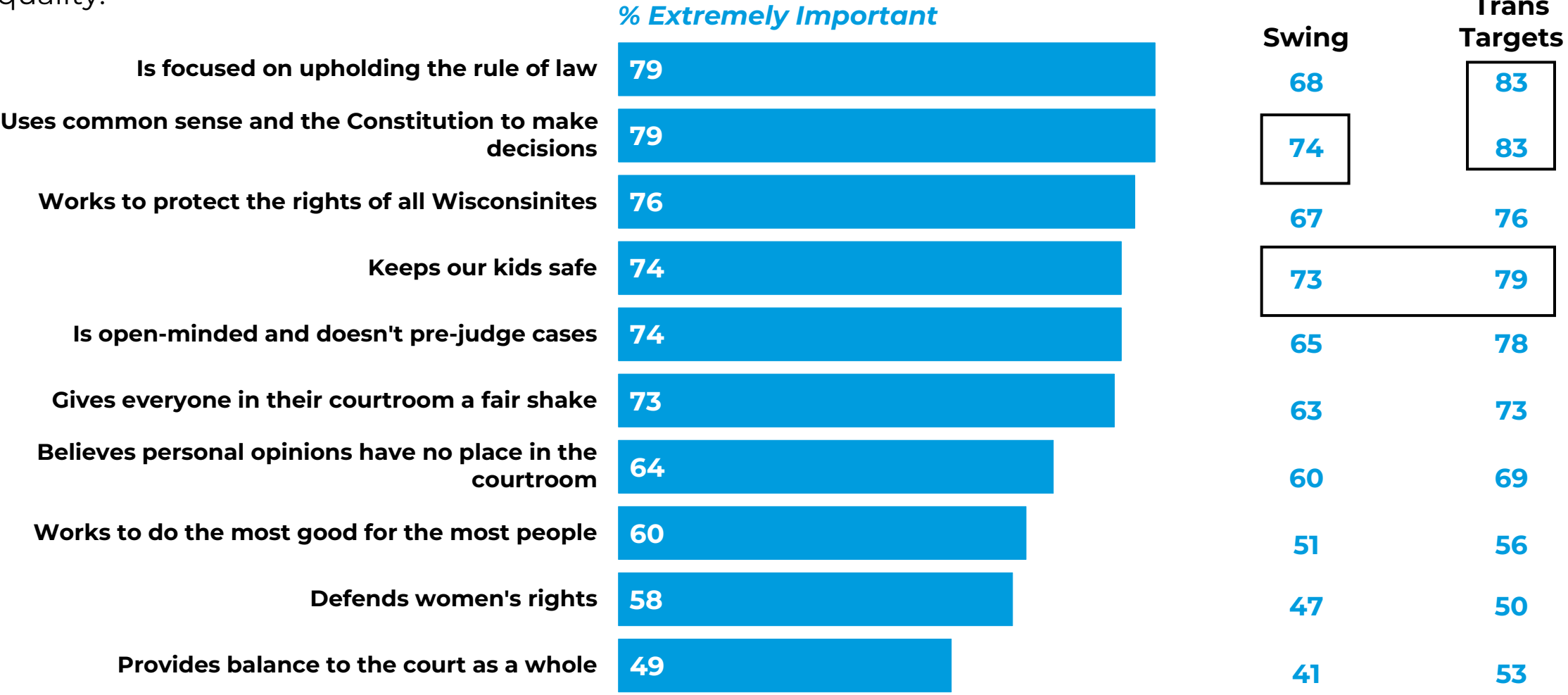




Messaging

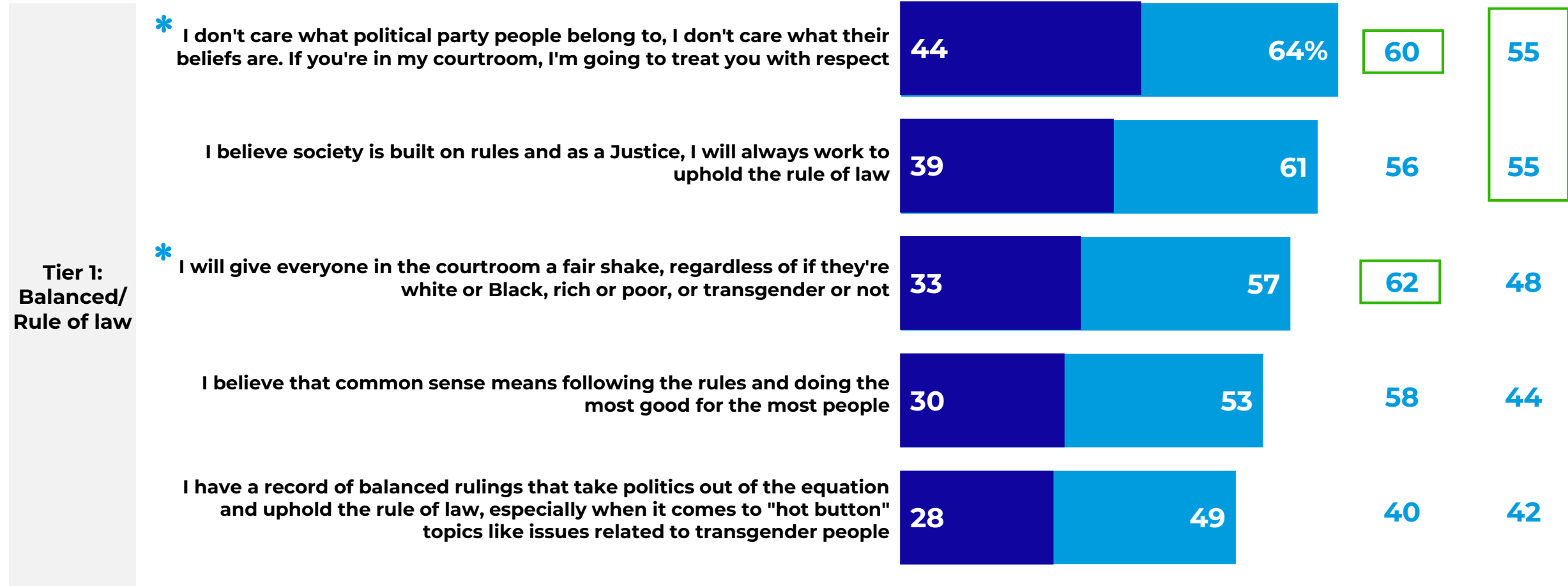
Using common sense and the Constitution to make decisions and keeping kids safe stand out as particularly important to our targets

After each, please tell me, with all other things being equal, whether you think it's important that Justices have that quality.



Show Crawford will be fair, respectful, and direct to everyone

Trust Justice on Transgender Policy - Statements



Show a level of fierce protectiveness of kids' safety

Trust Justice on Transgender Policy - Statements

Tier 2:
Protect
Kids/Girls

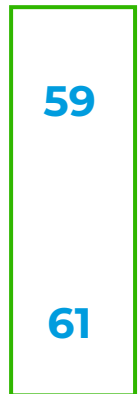
* I have experience taking on sex offenders and child abusers, and will always look out for the safety of our kids

% Much More Trustful/ % Total More Trustful



Total More Trustful

Swing



Trans
Targets



* As a mother, I've always been fiercely protective of girls like my daughter, who deserve the same chances in life as boys



I have a record of standing up for abortion rights, including defending Planned Parenthood, and will prioritize protecting women and girls

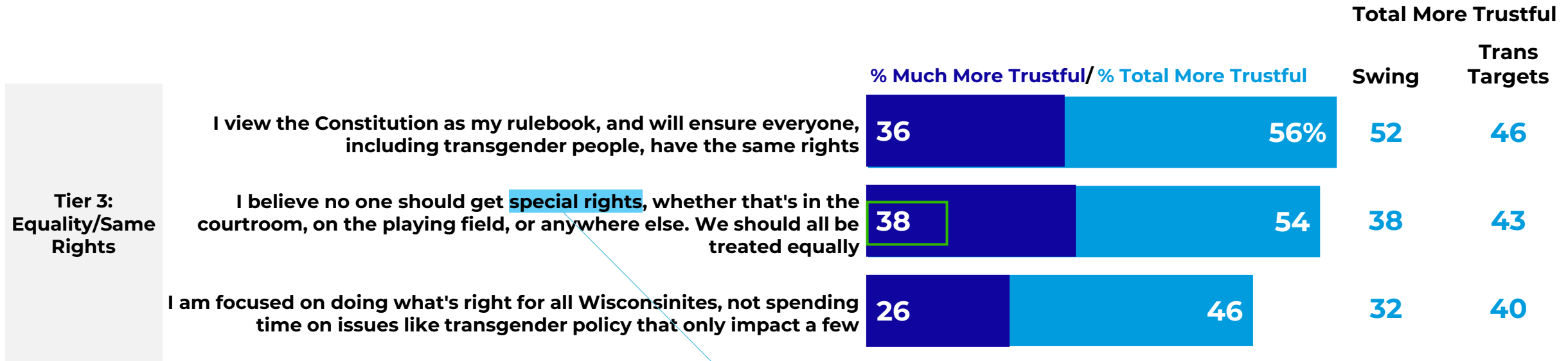


As a former competitive college athlete, I deeply care about ensuring fairness and safety in girls' sports



While a focus on equality does relatively worse with key targets, calling out “special rights” drives an intense response with some

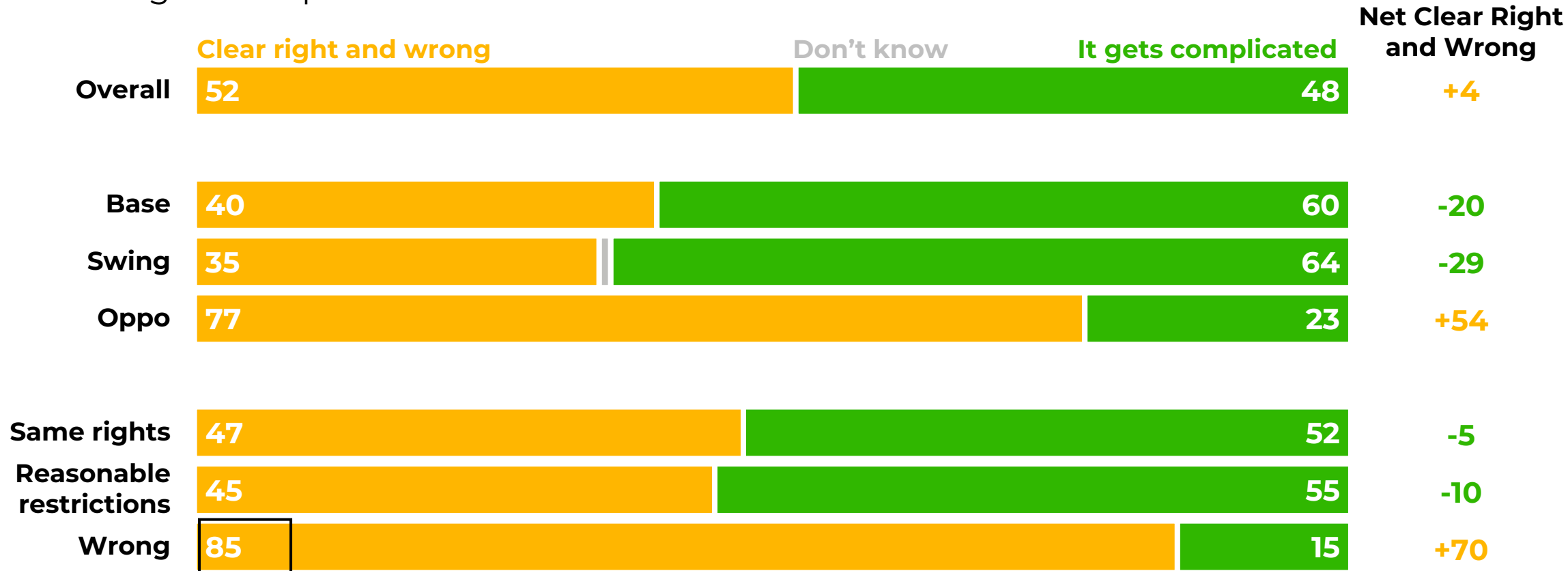
Trust Justice on Transgender Policy - Statements



In trying to appeal to **Enterprising Conservatives**, who believe that minorities want special rights – using this same language may be an effective hook. Although this statement falls to the bottom with Swing and Trans targets, this statement is top four with Enterprising Conservatives (50% more trustful)

There may be some risk in talking about “right and wrong” in the context of transgender people and the issues affecting them

When it comes to issues around transgender people, would you say: there's a clear right and wrong or that it gets complicated?



Thus, it's no surprise that when we talk about Crawford protecting kids, it's a slam dunk; contrast also powerful

Crawford Responses – Top Testing (% Total Convincing)

Overall	Swing	Trans Targets
50	52	38
47	37	33
47	36	32
43	36	29
43	34	25
43	33	29

[PROTECTS KIDS] As a mom, Susan Crawford has always been deeply protective of her son and daughter, and as a prosecutor and judge, she has protected all of our kids. Crawford took on sex offenders and child abusers who preyed on children and, as our next justice, she will always keep all of our kids safe.

[CONSTITUTION AS A RULEBOOK] Susan Crawford has a long record of balanced rulings that reflect her core belief: the Constitution is our rulebook. If issues around transgender people come to her court, they will get the same treatment. It's about playing by our constitutional rules - not politics.

[CONTRASTING RECORDS] As a prosecutor, Susan Crawford defended reproductive freedom and abortion rights and put sex offenders and child abusers behind bars. As Attorney General, Schimel tested only 9 of over 6,000 rape kits - allowing violent criminals to walk free - and even handed out a plea deal to a man with thousands of files of child pornography. In a world where politicians say one thing and do another, Susan Crawford has proven she's more likely to protect our kids.

[ALL OF US] Schimel and his allies are so laser-focused on this one, narrow issue at the expense of looking out for all of us. As Justice, Susan Crawford will use common sense and the Constitution to do whatever helps the most people. With her record of defending rights and improving public safety, she's looking out for us all.

[RULES/NO PERSONAL OPINIONS] As a former college athlete, Susan Crawford personally believes there should be rules and guidelines to keep women's sports fair and safe. But she also knows personal opinions have no place in the courtroom. As a Supreme Court Justice, she'll remain impartial and judge each case based on common sense and the Constitution.

[PRIVACY/DON'T WRITE LAWS] Susan Crawford said she personally believes government should not get involved in Wisconsin families' private health care decisions. But as a justice, it is her job to uphold the rule of law - not write it. If a case came before her, she would rule on this issue the same way she rules on anything else: impartially, based on common sense and the Constitution.

Passing the buck about who writes the laws and trying to stay out of the issue is less effective

Crawford Responses – Bottom Testing (% Total Convincing)

Overall	Swing	Trans Targets	
45	31	30	[FOCUS] While Brad Schimel is spending his time thinking about niche transgender issues, Susan Crawford is focused on the issues that affect us all: public safety and upholding our rights. As Justice, Crawford will focus on the things that matter most, like protecting our freedoms, and not be distracted by the hot topic of the day.
45	31	32	[PRIVACY/NO PERSONAL OPINIONS] Susan Crawford said she personally believes government should not get involved in Wisconsin families' private health care decisions. But she also believes personal opinions have no place in the courtroom. As a Supreme Court Justice, she'll remain impartial and judge each case based on common sense and the Constitution.
45	30	32	[DISTRACTION AND PIVOT - LYING] Schimel and his friends are trying to divide and distract us by lying about Susan Crawford's positions on transgender issues. The facts are clear: Susan Crawford has a clear record of making balanced, impartial judgments and protecting our kids. If Schimel's lying on this, what else is he lying about?
44	28	29	[RULES/DON'T WRITE LAWS] As a former college athlete, Susan Crawford believes there should be rules and guidelines to keep women's sports fair and safe. But as a justice, it is her job to uphold the rule of law - not write it. If a case came before her, she would rule on this issue the same way she rules on anything else: impartially, based on common sense and the Constitution.
42	28	26	[DISTRACTION AND PIVOT] Schimel and his friends are trying to divide and distract us by making up outrageous claims about Susan Crawford's positions on transgender issues. Talk is cheap and the facts are clear though: Susan Crawford has a clear record of making balanced, impartial judgments and protecting our kids.



Conclusions and Recommendations

Core Messaging Theme: Protecting Kids

Voters want a Justice who will protect kids, and leaning into advocacy for girls helps build trust in Crawford on transgender policy.

- **The Why:** As a mother, Crawford has always been fiercely protective of girls like her daughter who deserve the same chances in life as boys.
- **Proof:** Crawford has a long record of taking on sex offenders and child abusers to protect kids.
- **Why Does it Work:** Calling attention to fairness for girls corrects misconceptions about Crawford caused by anti-trans attacks.
- **Words/phrases to use:** Keeping kids safe; Fiercely/deeply protective; All deserve the same chances

explicit mention of girls/daughters

[PROTECTS KIDS] As a mom, Susan Crawford has always been deeply protective of her son and daughter and as a prosecutor and judge, she has protected all of our kids. Crawford took on sex offenders and child abusers who preyed on children and, as our next justice, she will always keep all of our kids safe.

leans into 'mama bear' feelings

pivots to talking about 'all' our kids

specific proof of her taking on predators, dispelling the notion that she would just let predators into locker rooms

Other Ideas Worth Exploring

There are other compelling themes that could be useful to work in elsewhere and that are worth iterating on further, including:

- 1. Rules.** Voters want a Justice who will uphold the rule of law, especially via the Constitution, and reject politics. This theme effectively brings voters back to shared values like respect, fairness, and abiding by the rules no matter someone's background or politics.
- 2. Contrasting Records.** Putting up Crawford's record against Schimel helps overcome Schimel's attacks regarding hypothetical situations dealing with transgender youth and forces voters to recognize the reality of what each has actually done to protect kids. This also provides an easy segue to pivot to other issues we're stronger on – like reproductive rights.

Divide and Distract. While we saw in focus groups that there may be power in trying to minimize the issue, this approach did not do very well, especially compared to our other recommended approaches. While this shouldn't be completely off the table for future races, since we've seen it be helpful elsewhere, we'd want to iterate on it further before recommending to a candidate like Crawford

Thank You

New York

Washington, DC

Hartford

Chicago

Denver

Seattle