WISCONSIN INSTITUTE FOR LAW & LIBERTY

To: Interested Parties
From: Wisconsin Institute for Law & Liberty
Date: September 12, 2024
Subject: Broad Electoral Support for Equality Amendment

The Wisconsin Institute for Law & Liberty (WILL), in partnership with Platform Communications, conducted a statewide survey to assess Wisconsinites' support for an amendment to the Wisconsin constitution that prohibits the government from discriminating on the basis of race, sex, ethnicity or national origin. The survey was conducted from August 17-19, 2024, among 600 likely Wisconsin voters, with a margin of error of +/-4.0 percentage points at a 95% confidence level.

The survey sample shows a fairly even partisan split, with 37.5% identifying as Republican, 38.2% as Democrat, and 20.5% as Independent. Ideologically, 23% of respondents identify as liberal (15.2% very liberal, 7.8% somewhat liberal), 33.8% as moderate, and 37.7% as conservative (12.2% somewhat conservative, 25.5% very conservative).

Question:

The Wisconsin Legislature is considering a constitutional amendment that would prohibit the government from discriminating against or granting preferential treatment based on race, sex, ethnicity, or national origin. Would you support or oppose this amendment?

Results:

- **Support:** 61.3% (50.5% Strongly Support)
- **Oppose:** 25% (20.5% Strongly Oppose)
- **Don't Know:** 13.8%

Key Takeaways:

1. **Broad Bipartisan Support:** The issue enjoys significant backing across party lines, with stronger support from Democrats (65%) and Independents (60%) than from Republicans (59%).

2. **Geographic Endorsement:** There is strong regional support in both the Madison (65%) and Milwaukee (62.7%) media markets, with

3. **Growth Potential:** With only 25% opposed and support from less than 60% of Republicans, a modest advertising campaign could increase overall support.

4. **Wide Demographic Appeal:** The equality amendment has broad support across all racial and demographic groups, reflecting trends seen in other national polls. A recent Marquette Law Poll showed that over 70% of Wisconsin voters agreed with the U.S. Supreme Court's decision to end affirmative action in college admissions, indicating alignment with the amendment's principles.

The Bottom Line:

There is clear, broad-based support for the amendment across various demographics, suggesting a strong foundation to build upon. However, the data also indicates that to maximize the amendment's potential, a well-crafted messaging strategy that resonates across the political spectrum and diverse regions of the state is essential.

Given the competitive landscape, there is a risk that opponents or alternative voices—particularly from the left—might attempt to reshape or co-opt the narrative to align with their own agendas. This underscores the urgency of being a first mover in defining the message and framing the conversation in a way that highlights the amendment's benefits and appeals to a wide audience.

Proactively setting the tone and controlling the narrative early will be critical to preventing misinterpretations and ensuring the message connects effectively with the broad support already in place. To achieve this, targeted communication efforts should emphasize the bipartisan appeal and the positive impact of the amendment, reinforcing its alignment with widely shared values across the state.

This poll was conducted ahead of a Presidential Election, so it's important to consider the type of election when interpreting the results. Non-presidential elections typically have lower turnout and may reflect a different partisan balance."