

## MEMORANDUM

**To:** Scott Manley, WMC  
**From:** Wes Anderson  
**Date:** March 2025  
**On:** Wisconsin Supreme Court Race: A Dead Heat with a Clear Path for Schimel

Our brand-new poll shows that the Wisconsin Supreme Court race between Brad Schimel and Susan Crawford is locked in a tie, with both candidates receiving 47% of the vote and 5% of voters remaining undecided. However, the broader political environment, the issues the voters are focused on, and Schimel's positioning suggest that he has a clear path to victory.

### Methodology

This Wisconsin statewide survey, conducted by OnMessage Inc., includes 600 likely voters stratified by geography, was fielded March 9-10 via text-to-web interviews, and has a margin of error of  $\pm 4.0\%$ .

### Key Supreme Court Race Findings:

- **Wisconsin Supreme Court Ballot:** 47% Schimel / 47% Crawford / 5% Undecided
- **Brad Schimel Image:** 45% Favorable / 46% Unfavorable
- **Susan Crawford Image:** 45% Favorable / 43% Unfavorable

### Crime and Public Safety: The Defining Issue of the Race

When asked what the top issue is in deciding their vote for Wisconsin Supreme Court, a majority of voters prioritize crime and public safety:

- **37%** say "fighting to uphold the rule of law"
- **20%** say "reducing crime and keeping violent criminals off the streets"
- **19%** say "ensuring that abortion is available and accessible in Wisconsin"

With **over half of voters (57%)** identifying crime and public safety as their most important issue, this election will be decided by whom voters trust to keep them safe. Brad Schimel has a proven record of being tough on crime, while Susan Crawford has a clear and indisputable history of **releasing criminals early from prison**.

Schimel is in a strong position to consolidate undecided voters who prioritize law and order. His record stands in stark contrast to Crawford's leniency on crime, giving him a key advantage in the final weeks of the race.

## Wisconsin Superintendent Race: High Undecideds Create an Opportunity

The polling also finds that the race for Wisconsin Superintendent remains wide-open, with a **high number of undecided voters (38%)**.

- **Brittany Kinser Image:** 23% Favorable / 16% Unfavorable
- **Jill Underly Image:** 28% Favorable / 25% Unfavorable
- **Superintendent Ballot:** 30% Kinser / 33% Underly / 38% Undecided

While Underly holds a slight lead, her higher unfavorable ratings and low support—sitting at just 33% as an incumbent—put her in a vulnerable position, especially with a large number of undecided voters still up for grabs. This creates a clear opportunity for Kinser to define herself positively and consolidate support among those undecided voters.

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