

MEMORANDUM

To: Interested Parties
 From: Alicia Downs, Meredith King, TargetPoint Consulting
 Date: August 30, 2022
 Re: Same-sex Marriage – Survey Findings in Wisconsin

TargetPoint Consulting conducted a statewide survey in Wisconsin among 600 registered voters from August 24-28 to gauge public opinion about same-sex marriage and support for the Respect for Marriage Act (RMA). The survey indicates that a majority of Wisconsin voters agree that same-sex marriage should be legal and key voting blocs are more likely to support a Senator who votes yes on the RMA.

Wisconsin Voters Support Valid and Legal Same Sex Marriage

Almost 7 in 10 Wisconsin voters believe same-sex marriages should be recognized as valid by the law. And 71% of voters agree that the current law of the land, legal same-sex marriage, should remain in place.

Should Same-Sex Marriage be Legally Valid?		Should Same Sex Marriage Law Remain in Place?		Likelihood to Support a Senator Who Votes for RMA?		
Yes	No	Yes	No	More Likely	No Impact*	Less Likely
68%	23%	71%	20%	43%	35%	22%

- **Key finding:** More than half (54%) of Wisconsin Republicans believe that same-sex marriages should be legally valid, and 56% believe these marriages should remain in place.
- **Key finding:** A strong majority of independent voters (66%) believe that same-sex marriages should be legally valid, and 71% believe these marriages should remain in place.

Almost half (43%) of all Wisconsin voters are more likely to support a Senator who votes for the Respect for Marriage Act. 78% of Wisconsin voters are more likely to support a Senator who vote for the RMA or report no negative impact on their vote. Further, nearly a third of voters are *much more* likely to support a Senator in support of RMA while only 13% of Wisconsin voters would be *much less likely* to vote for a Senator in support of RMA.

- **Key finding:** 66% of Wisconsin Republicans said they were more likely to support a Senator who votes for the RMA or that it would have no negative impact on their vote.

Key Voting Blocs are Major Supporters of Same-Sex Marriage and the Respect for Marriage Act

Young and middle-aged voters, including young conservatives, are the most supportive of same-sex marriage and the RMA.

- 77% of young voters think that marriages between same-sex couples should be recognized by the law as valid, including 65% of Republicans under 45, 92% of Democrats under 45, and 72% of Independents under 45.

- **60% of Republicans under 45 believe the legalization of same-sex marriage should remain in place,** while only 27% believe it should be repealed.
- 53% of young voters are more likely to support a Senator who votes for RMA. – change to young voters
- Intuitively, young Democrats are leading the charge, but **54% of Independents under the age of 45 would also support a Senator who votes for RMA as well.**
- 43% of suburban voters, including 53% of suburban women are more likely to support a Senator who votes for RMA.

Strong Families and Strong Communities is a Key Message for Wisconsin Voters

78% of voters agree and 56% of voters strongly agree:

Strong families and lasting relationships strengthen communities and marriage is a fundamental freedom deeply rooted in the history and traditions of our country. American citizens should have the freedom to marry the person they love.

7 in 10 Republicans agree that the Respect for Marriage act maintains the status quo and no religious leader would be forced to consecrate a marriage against their beliefs.

A total of 600 interviews were conducted among registered voters statewide in Wisconsin. Interviews were conducted August 24-28, 2022 with a margin of error of +/- 4.0%. The survey was conducted using web-based interviews and was weighted to reflect statewide demographics including gender, age, race, education and 2020 Presidential vote.

**Total "no impact" responses also include "don't know" responses.*