



STATE NAVIGATE POLL BRIEFING • FOLLOW-UP

WISCONSIN

2026 DEMOCRATIC PRIMARIES - FOLLOW-UP POLL

GOVERNOR Hong, Crowley, Roys, Brennan • (Barnes, Rodriguez & Hughes withdrew)

TREASURER Yee Leng Xiong, Dylan Helmenstine

Follow-up likely-voter survey of the August 11, 2026 statewide Democratic primaries

AT A GLANCE



PRIMARY DATE

August 11, 2026



FIELD DATES

Aug 3 - Aug 6, 2026



SAMPLE SIZE

n = 1,473 LV



MARGIN OF ERROR

±2.3 pts

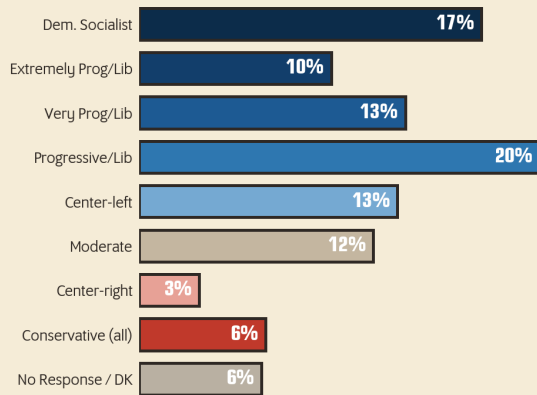
Wisconsin statewide Democratic primaries - modeled to the likely-voter electorate

METHODOLOGY

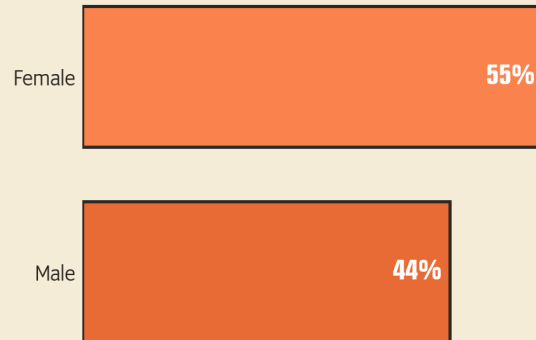
State Navigate surveyed 1,473 likely Democratic primary voters across Wisconsin from Aug. 3-6, 2026. This sample includes 539 respondents who previously responded to the State Navigate survey conducted July 23-26. The survey was conducted via text-to-web, with voters being sent a text message by AllianceForge that directed them to an online survey hosted on the SurveyMonkey platform. The sample was drawn from a voter file provided by i360 and weighted by gender, age, race, education, race-by-region, voter registration date, and region, with benchmarks derived from the voter file and historical turnout. This survey carries a margin of error of ±2.3 points. This survey was designed and conducted by the State Navigate Polling Team, and was not sponsored by any candidate or candidate's committee.

STATE DNA - SURVEY DEMOGRAPHICS

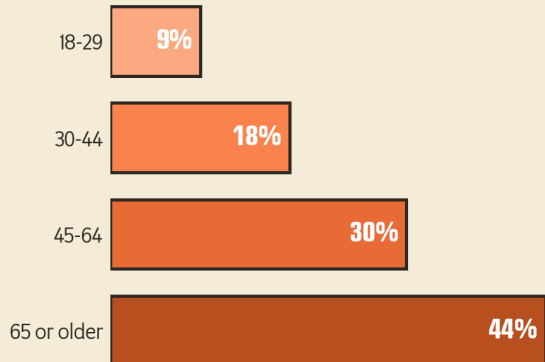
IDEOLOGICAL SELF-ID



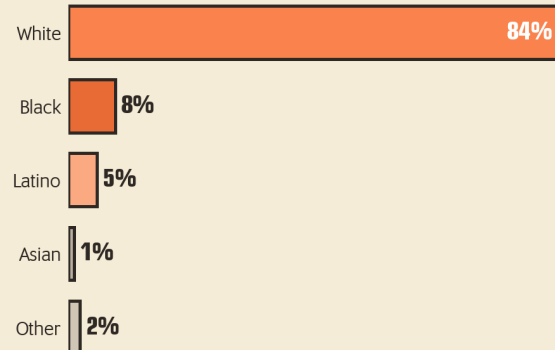
GENDER



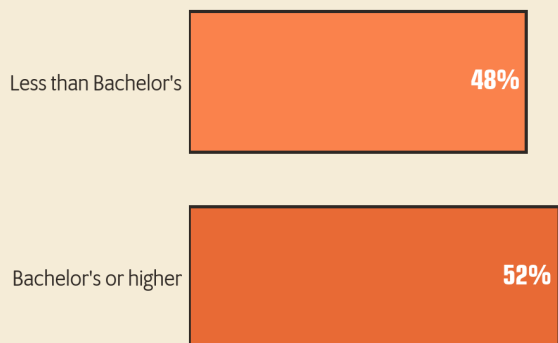
AGE



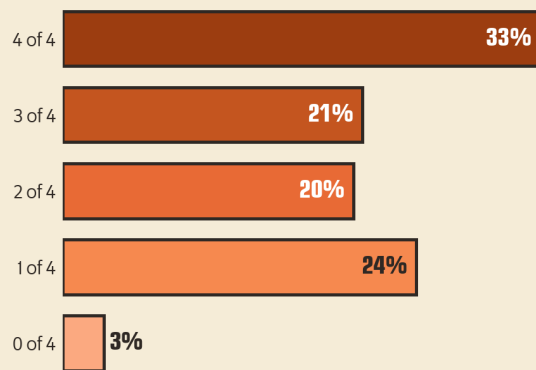
RACE / ETHNICITY



EDUCATION



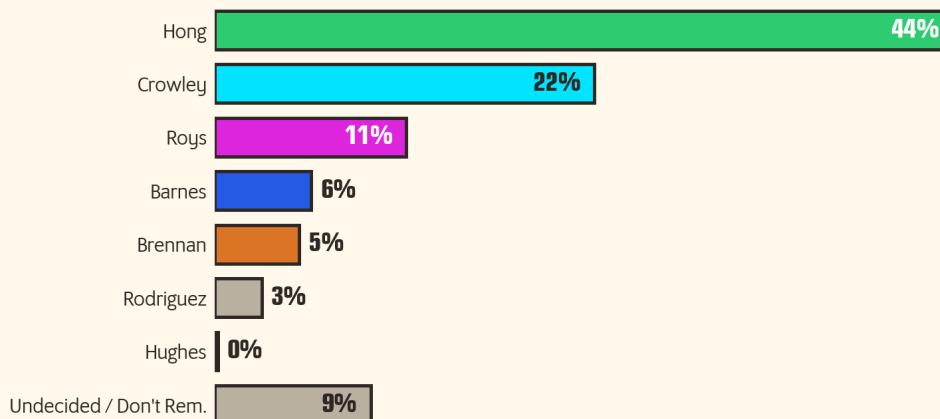
PRIMARY VOTING HISTORY (LAST 4)



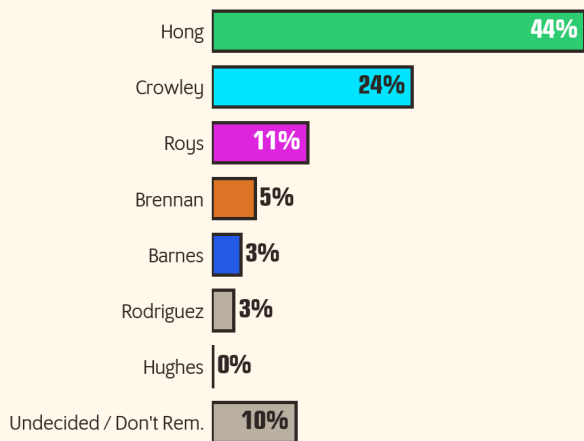
THE SNAPSHOT - GOVERNOR PRIMARY

This is the poll's main topline - the named-ballot horserace with undecided leaners pushed to the candidate they favor. Below left, a further withdrawn-candidate push additionally reallocates not-yet-voted supporters of the candidates who have left the race (Barnes, Rodriguez, or Hughes) to their next stated preference.

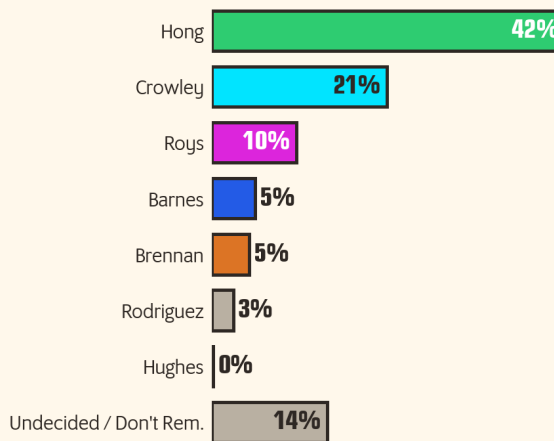
WITH LEANERS



WITH LEANERS AND WITHDRAWN-CANDIDATE PUSH



BEFORE LEANER PUSH



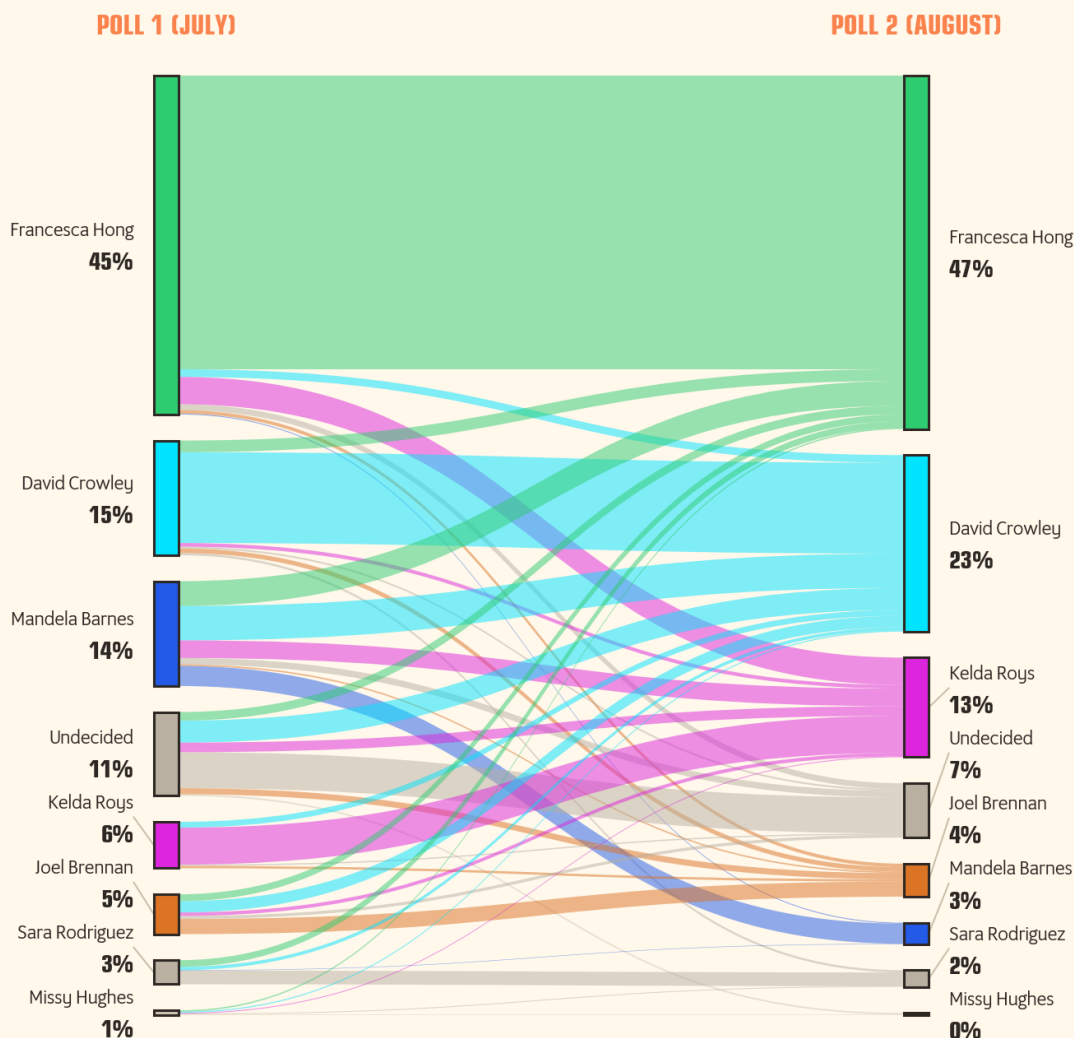
22% OF THE BALLOT IS ALREADY IN

Among likely voters who have already cast their ballot:

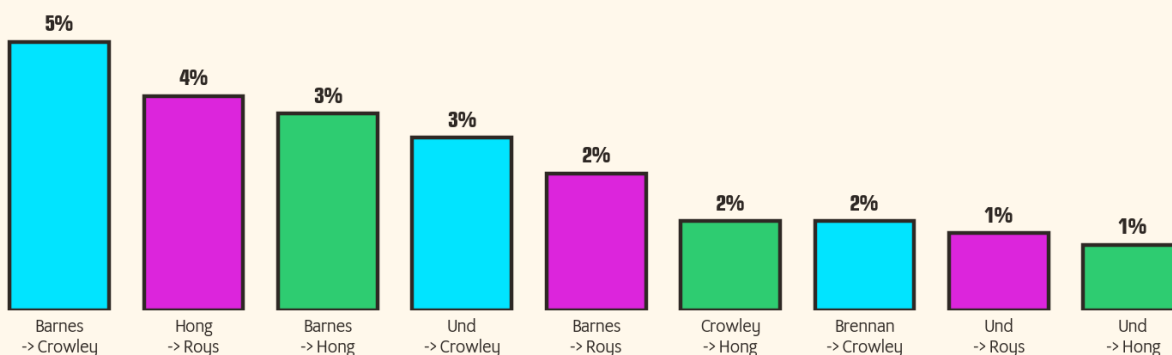
HONG	CROWLEY	BARNES	RODRIGUEZ	ROYS	BRENNAN	HUGHES	DON'T REM.
48%	14%	13%	10%	8%	5%	0%	3%

RECONTACT SAMPLE MOVEMENT • POLL 1 -> POLL 2

Among the 539 respondents who took both our July and August surveys - the recontact sample - the Sankey shows how each voter's choice, after pushing leakers and prompting voters whose candidate has withdrawn to select another option, shifted between waves; ribbons are colored by their new (Poll 2) choice.

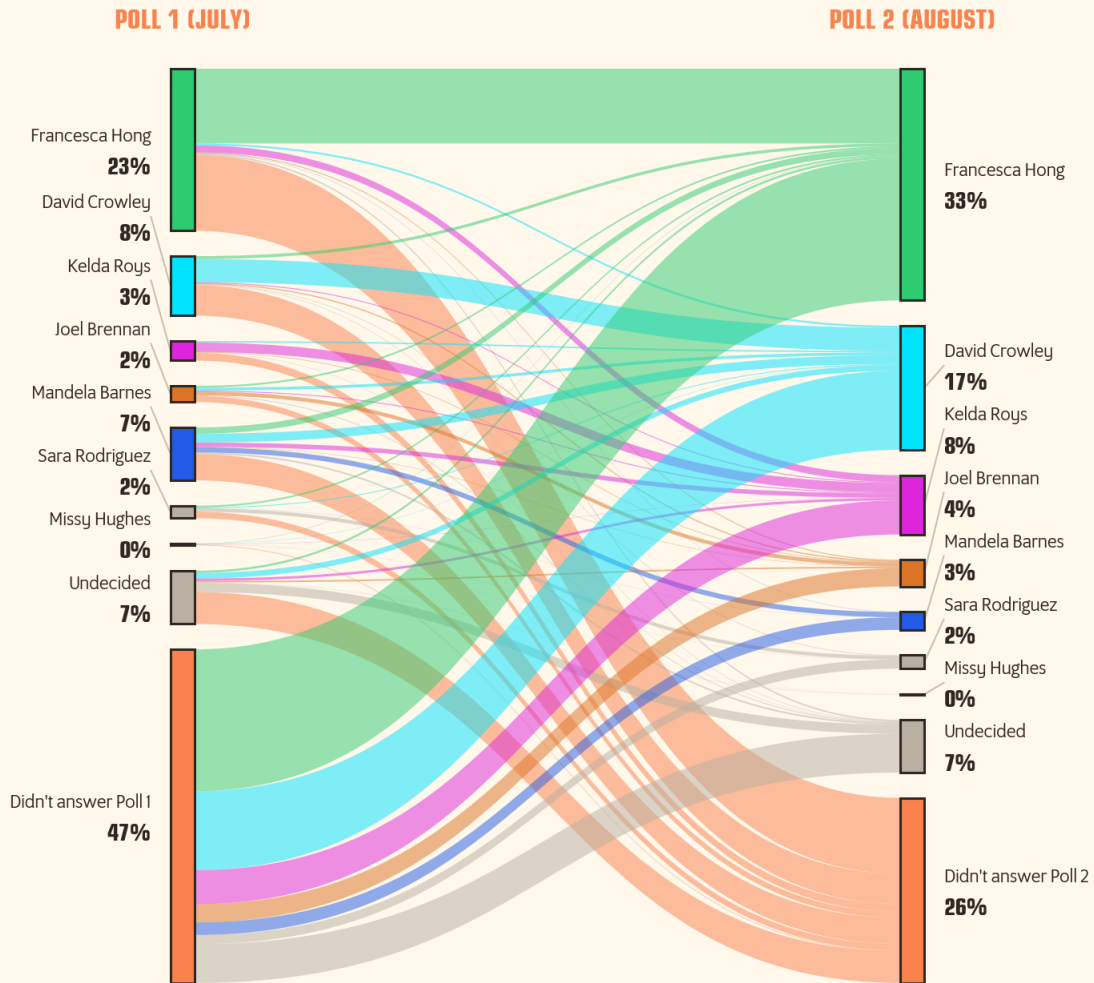


TOP OLD -> NEW MOVEMENTS • % OF RECONTACT SAMPLE (TO CANDIDATES STILL RUNNING)

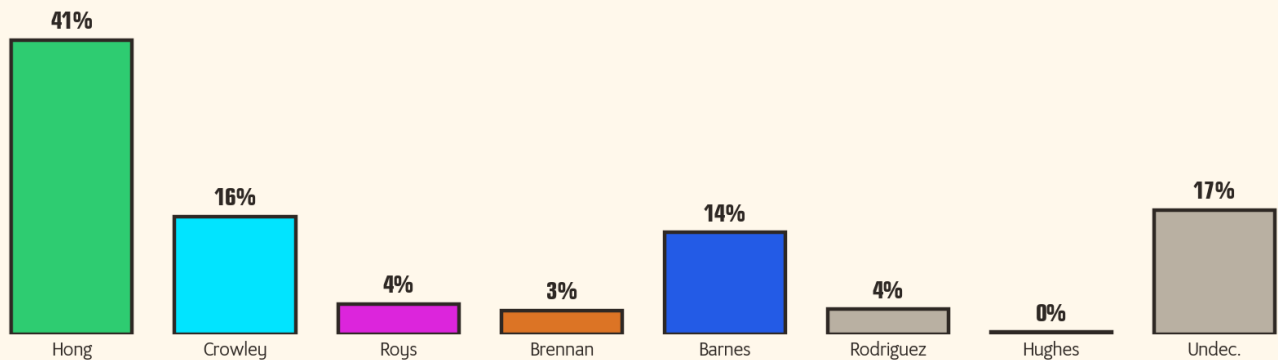


EVERY RESPONDENT • POLL 1 <-> POLL 2

This Sankey includes every respondent across both waves - not just the recontact sample - so voters who took only one survey flow to or from the orange "Didn't answer" nodes. The diagram reflects voters' choice after pushing leaners and prompting respondents whose first-choice candidate has withdrawn to select another option.



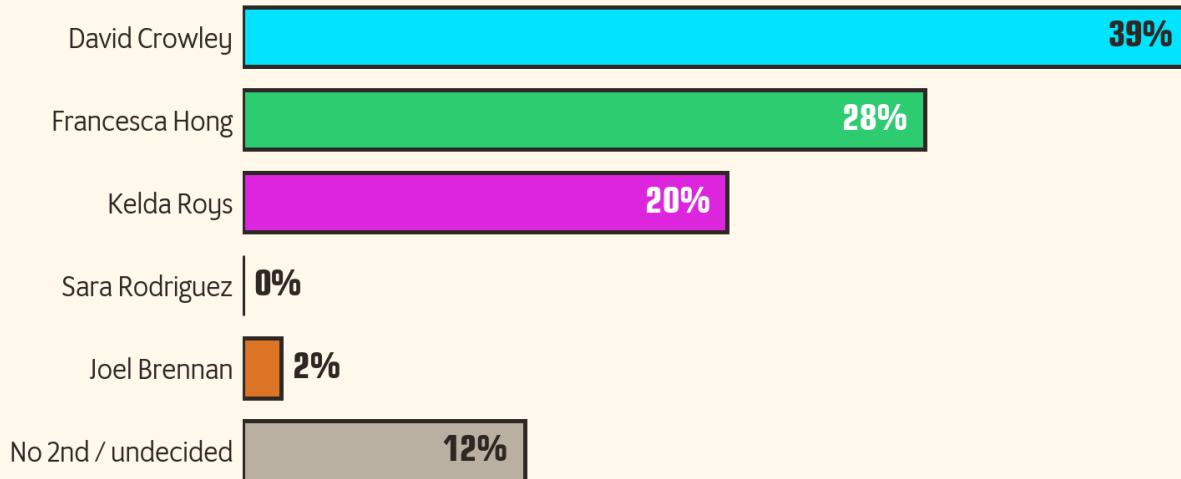
VOTE CHOICE AMONG 1ST POLL VOTERS WHO DIDN'T RETURN • 48% OF POLL-1 DROPPED OUT



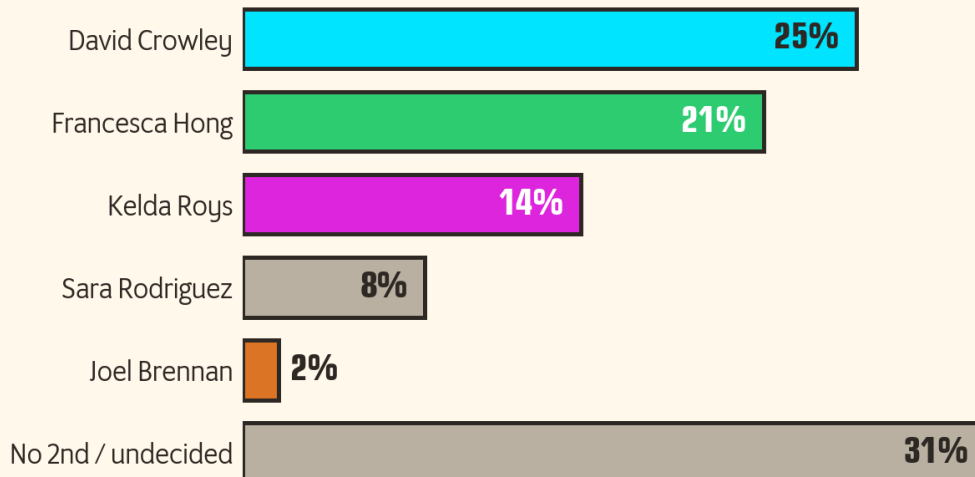
WHERE BARNES VOTERS WENT

Mandela Barnes has withdrawn. Among voters who told us in July that they planned to vote for Barnes - excluding those who had already cast a Barnes ballot before he left the race - we can line up where they actually stand now against the second choice they named back then.

POLL 2 • ACTUAL CURRENT CHOICE (AUGUST)



POLL 1 • STATED 2ND CHOICE (JULY)



46%

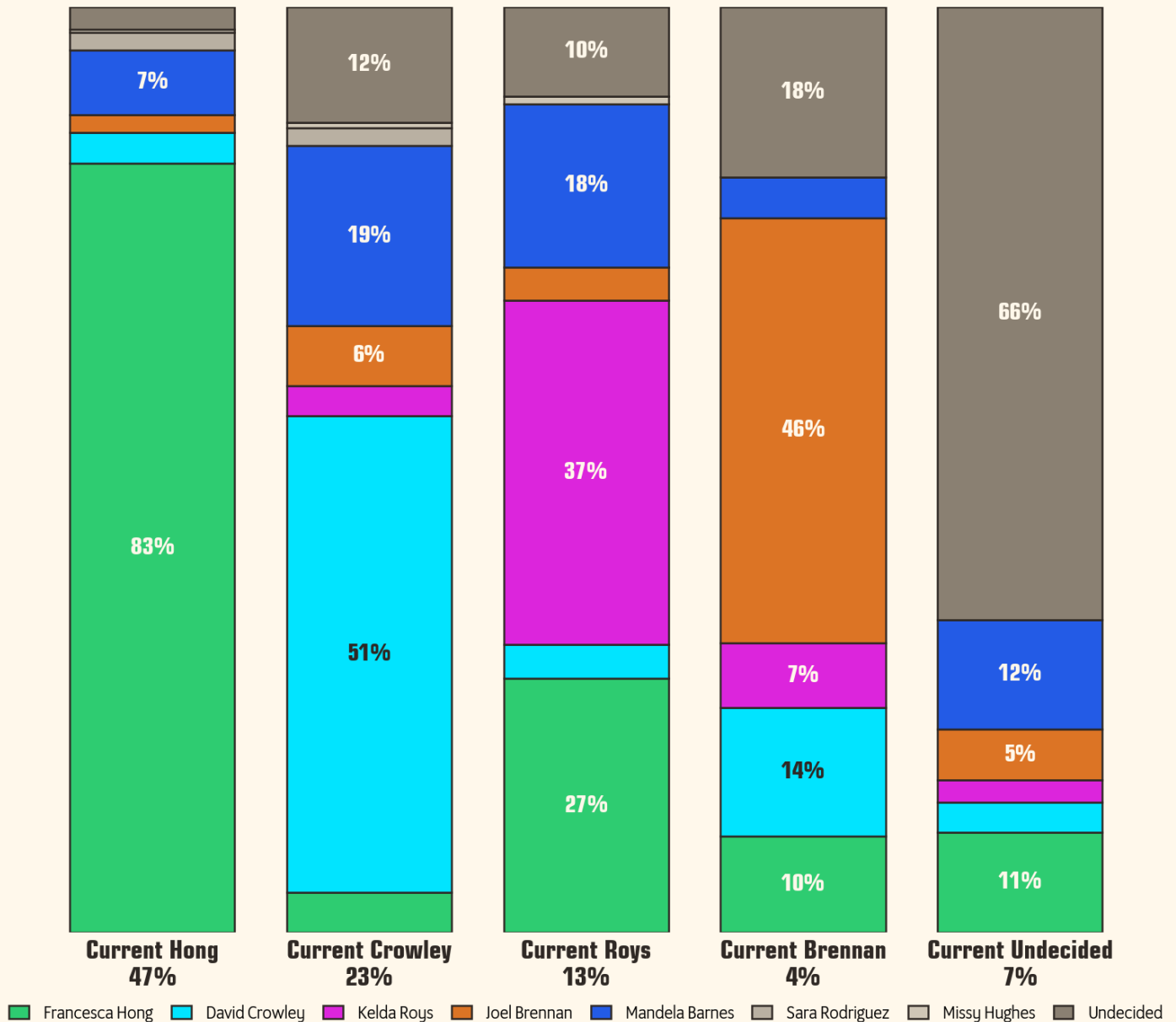
OF THOSE WITH A STATED 2ND CHOICE WENT TO IT

Counting only Barnes voters who actually named a second choice, 46% landed on it. Separately, the 27% who named no second choice (or were undecided) now split Crowley 37% / Hong 29% / Roys 8% / Brennan 6%.

WHO MAKES UP TODAY'S SUPPORT

Among the recontact sample (voters in both waves), each bar shows what each candidate's current support - after pushing leaners and prompting respondents whose first-choice candidate has withdrawn to select another option - was made of a wave earlier, i.e., where today's backers stood in July. Segments are colored by the voter's prior (Poll 1) preference.

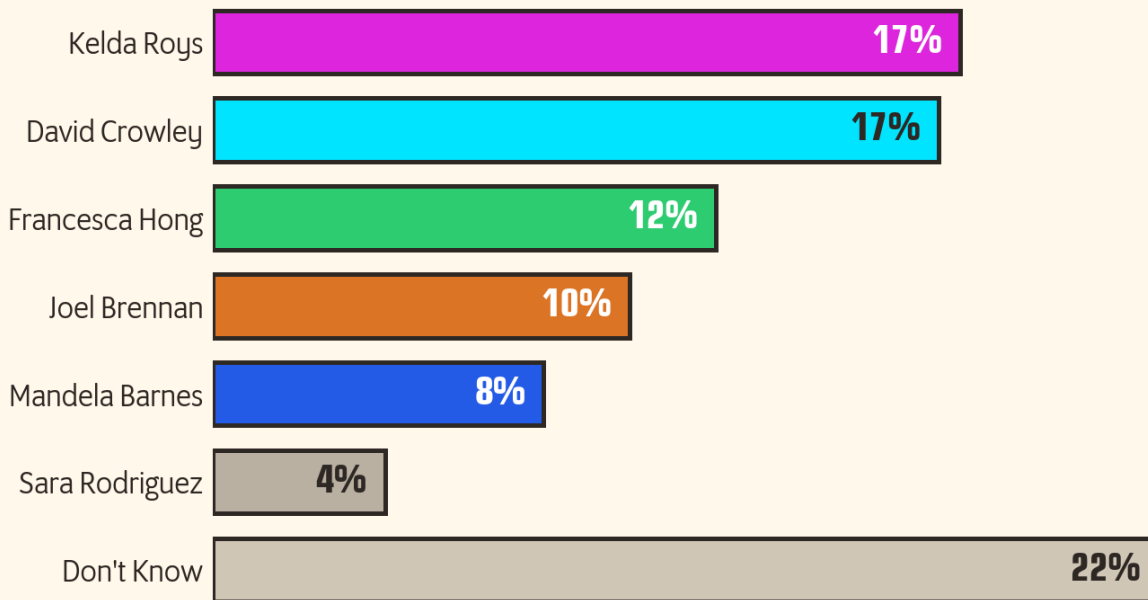
PRIOR (JULY) PREFERENCE OF EACH CANDIDATE'S CURRENT SUPPORT - RECONTACT SAMPLE



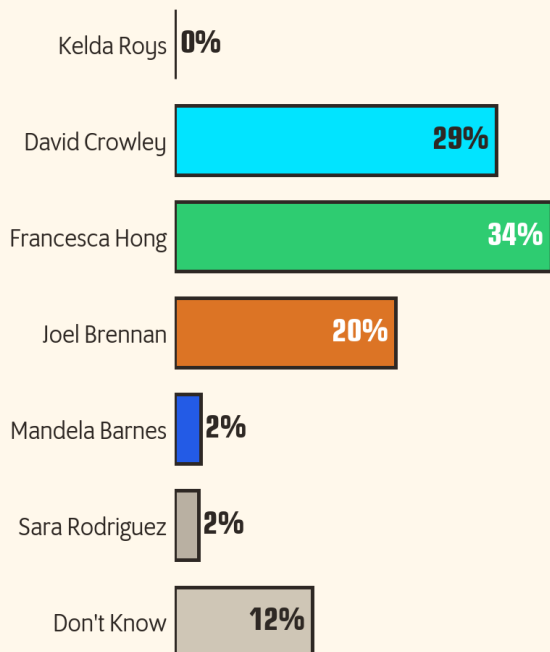
Crowley's current support is the most rebuilt - only about half (51%) backed him last wave, with big blocs from former Barnes voters and prior undecideds. Hong's is the most stable, 83% of it already with her in July.

THE SNAPSHOT - SECOND CHOICE

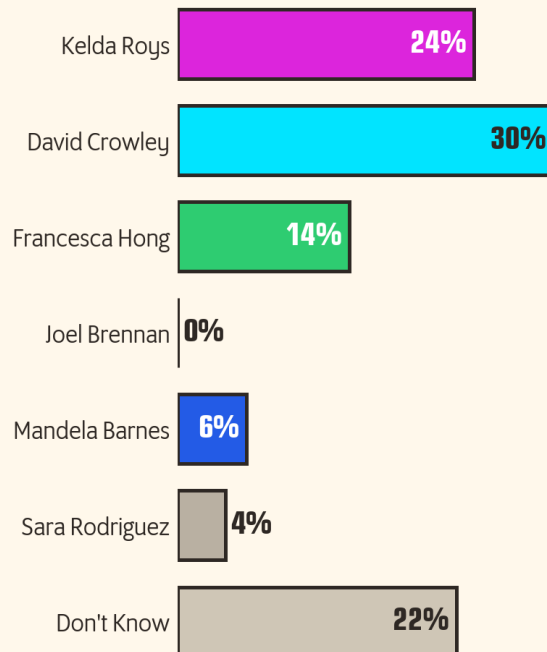
LATEST SECOND CHOICE - ALL LIKELY VOTERS (N = 1,674)



AMONG ROYS VOTERS (N = 193)



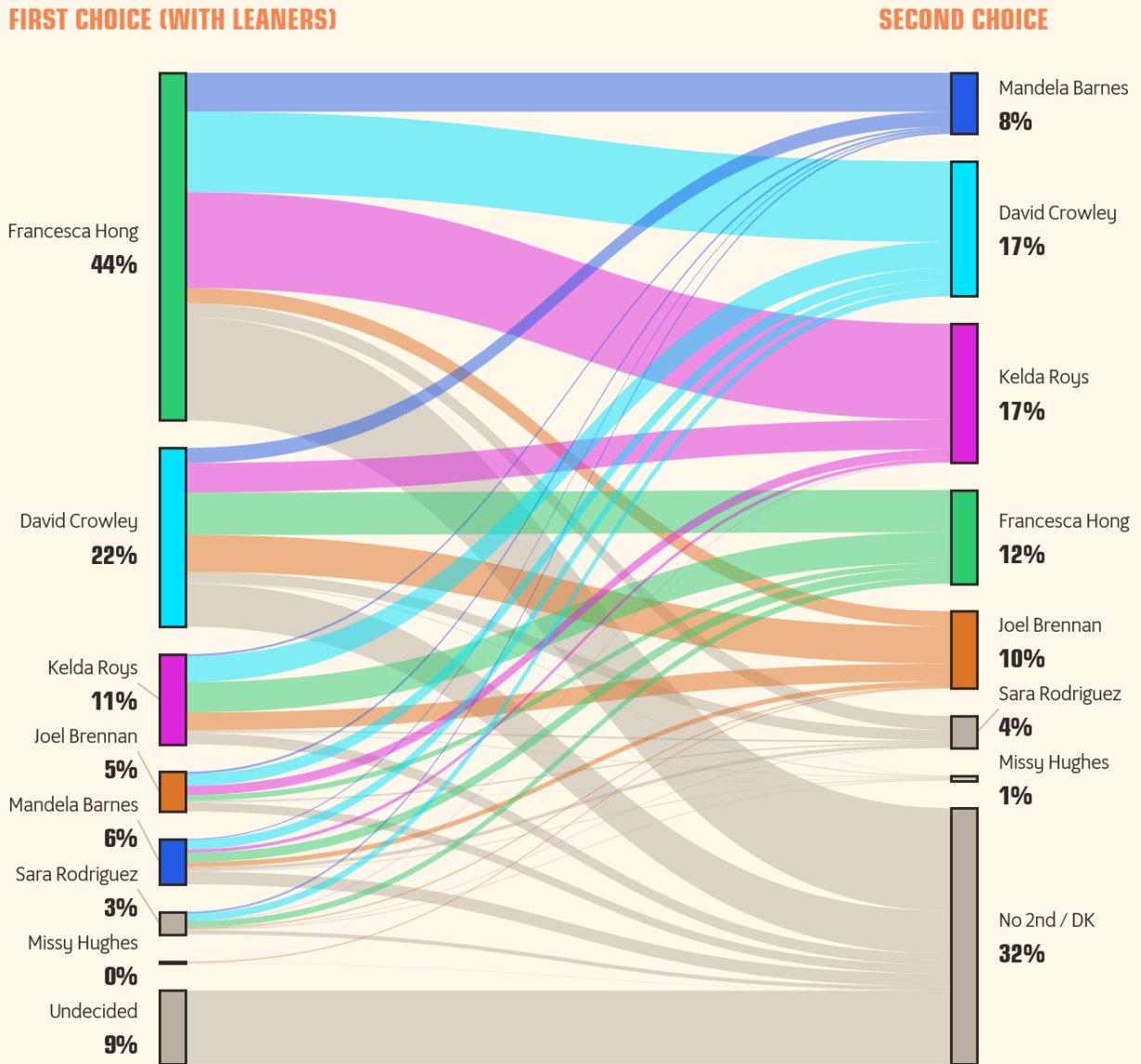
AMONG BRENNAN VOTERS (N = 96)



Roys' backers split to Hong (34%) and Crowley (29%), while Brennan's lean Crowley (30%) and Roys (24%) - a reminder that a narrowing field would scramble, not settle, the race.

WHERE SECOND CHOICES GO

How first-choice support (with leaners) flows to each voter's stated second choice. Ribbons are colored by the second-choice candidate; voters with no first choice flow in from the undecided pool.

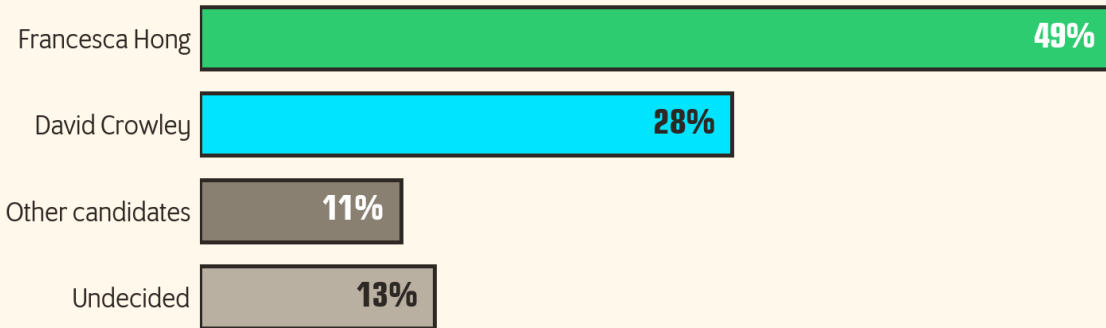


The 'No 2nd / DK' pool is the single largest destination, and Hong's large first-choice base feeds it disproportionately - a sign her support is the most locked-in, with fewer backup preferences to give.

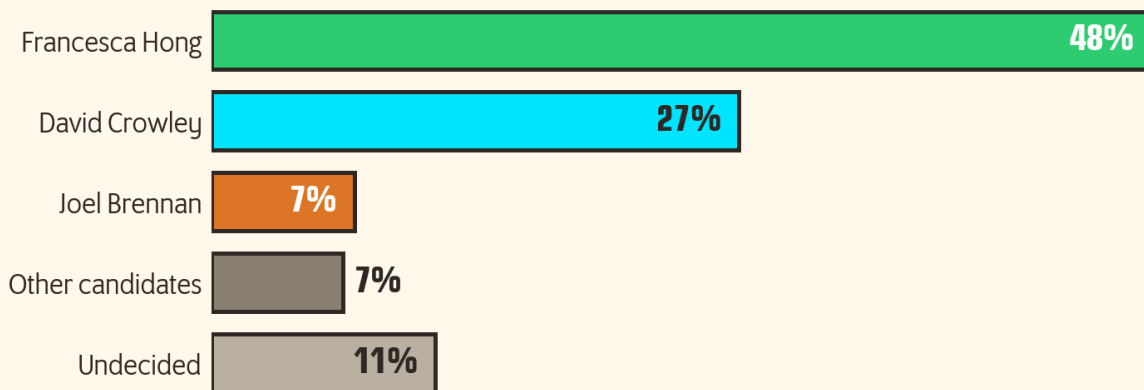
IF THE FIELD NARROWS FURTHER

Each scenario drops only the candidate(s) named in its header and moves their voters to their latest stated second choice; everyone else - including already-cast ballots for the withdrawn candidates and the undecided - stays put. Voters whose next choice is not in the matchup are shown as "Other candidates," separate from the truly undecided.

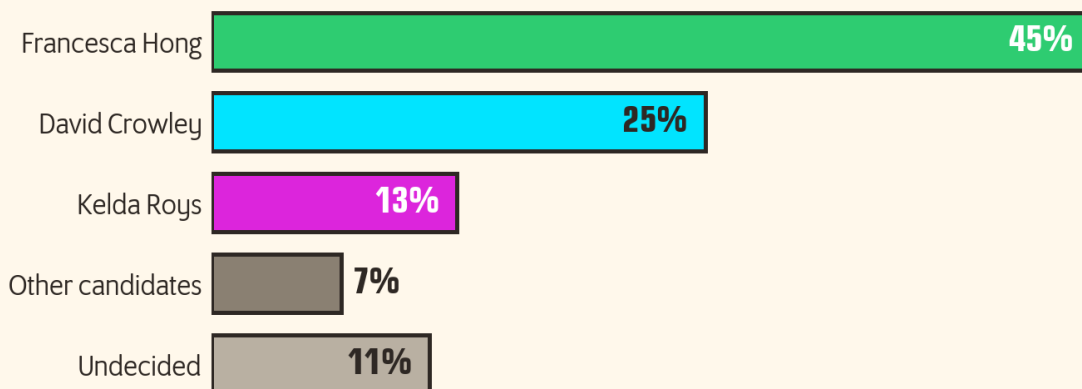
1. HONG VS CROWLEY (ROYS & BRENNAN VOTERS REALLOCATED)



2. HONG VS CROWLEY VS BRENNAN (ROYS VOTERS REALLOCATED)



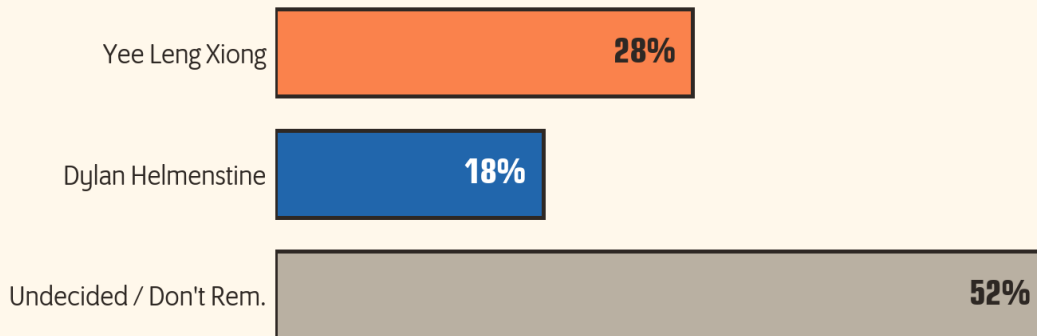
3. HONG VS CROWLEY VS ROYS (BRENNAN VOTERS REALLOCATED)



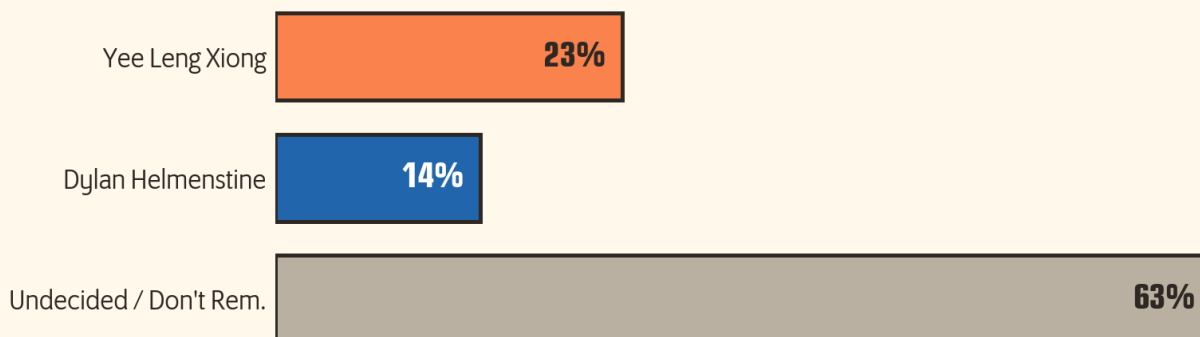
Hong's lead holds and grows as the field narrows; even head-to-head with Crowley she sits above 50% of the decided vote.

THE SNAPSHOT - TREASURER PRIMARY

THE HORSERACE - WITH LEANERS



BEFORE PUSHING UNDECIDEDS



21% OF THE BALLOT IS ALREADY IN

Among likely voters who have already cast their treasurer ballot:

XIONG

51%

HELMENSTINE

22%

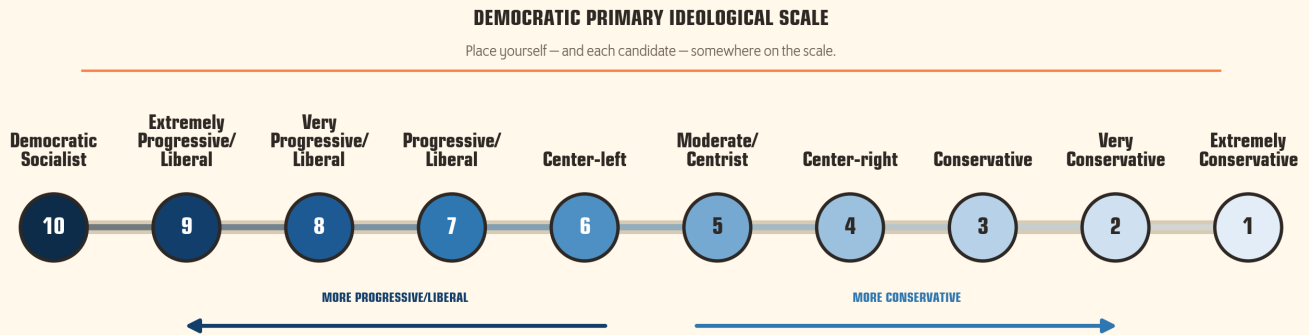
DON'T REM.

28%

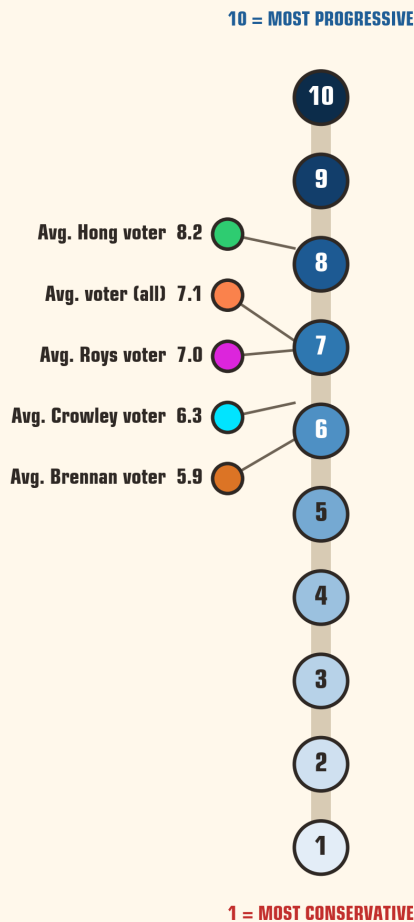
The treasurer primary remains wide open: 52% are still undecided even with leaners, with Xiong ahead of Helmenstine.

WHERE THE FIELD SITS - IDEOLOGY SCALE

THE SELF-PLACEMENT SCALE



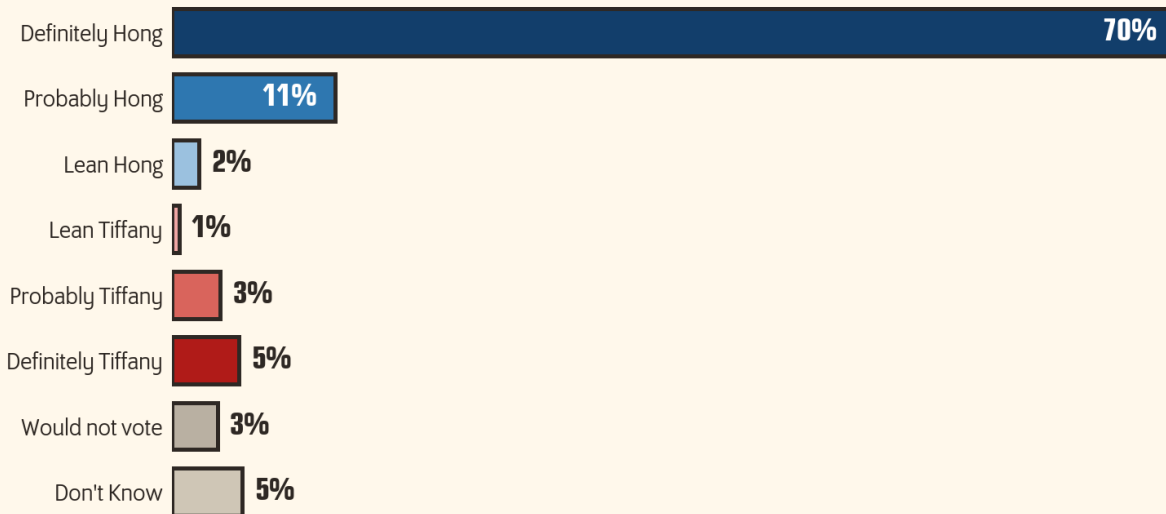
CANDIDATE'S AVERAGE VOTER - SELF-PLACEMENT (1-10)



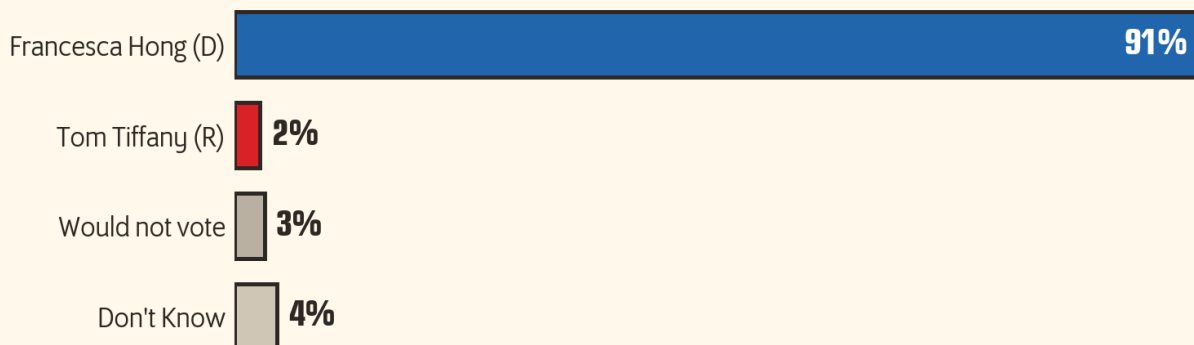
THE SNAPSHOT - GOVERNOR GENERAL ELECTION

Near the end of the survey, Democratic primary voters were asked how they would vote in the November general election for Governor if the candidates were Democrat Francesca Hong and Republican Tom Tiffany.

NOVEMBER GENERAL - DETAILED SUPPORT (WITH LEANERS)



AMONG DEMOCRATS & DEMOCRATIC-LEANING INDEPENDENTS - 88% OF THE SAMPLE

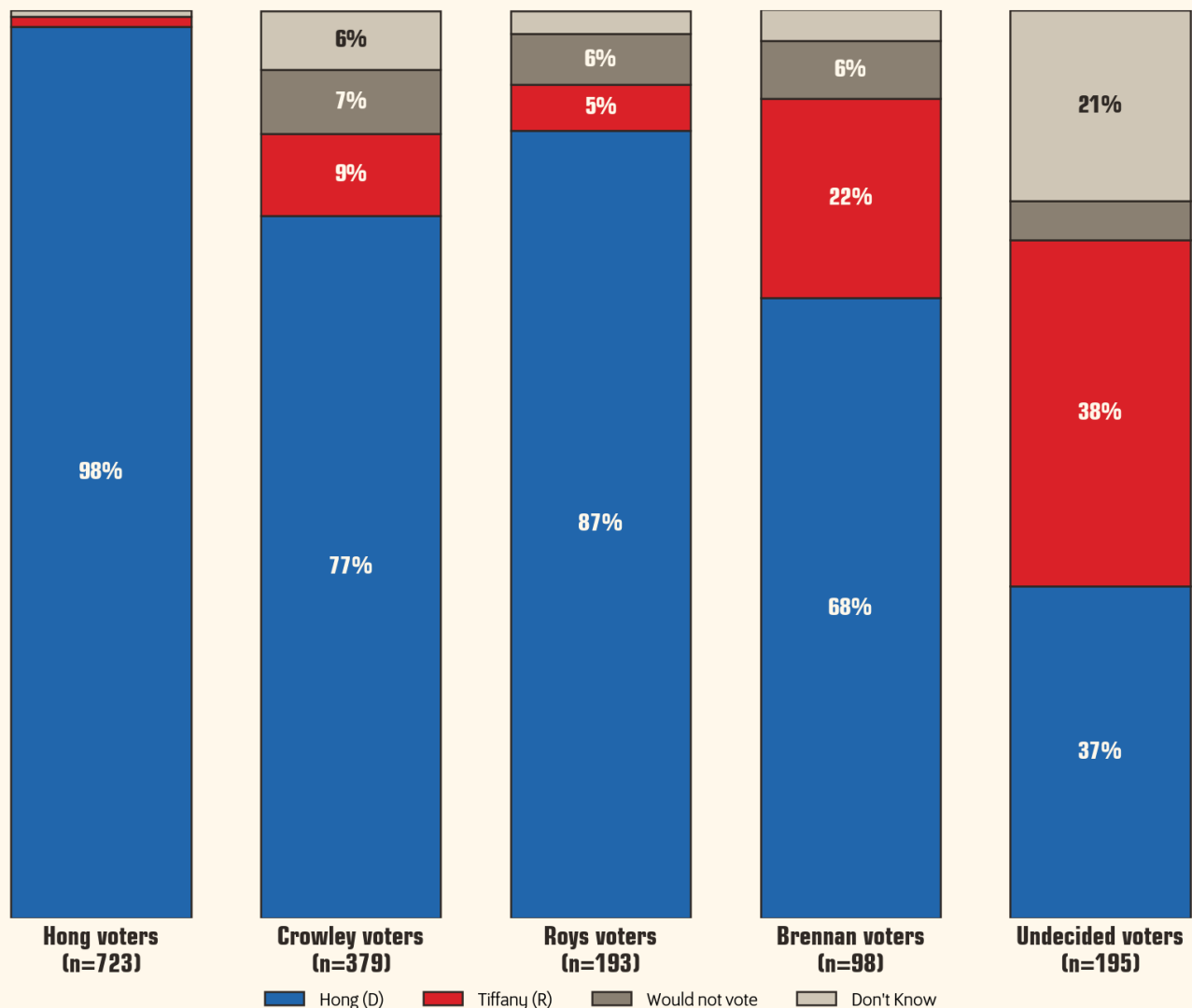


Across the full primary electorate Hong leads Tiffany 83% to 9%; among Democrats and Democratic-leaning independents, she leads 91% to 2%. This is a primary-voter sample, not a general-election sample, so it overstates the eventual Democratic margin - but it shows near-total consolidation behind the Democratic line.

GENERAL ELECTION BY PRIMARY SUPPORT

A crosstab of the November general-election question: each bar is the supporters of one primary candidate - after pushing leaners and prompting those whose first-choice candidate has withdrawn to select another option - colored by how they say they would vote in a Hong-vs-Tiffany general election. It shows which candidates' backers are most and least locked in behind the Democratic line.

NOVEMBER GENERAL VOTE, BY CURRENT PRIMARY SUPPORT



Hong's own primary voters are almost unanimously with her in the general; Brennan's backers are the likeliest to cross to Tiffany, and current undecideds are the only group that splits.

TEAM NOTES & ANALYSIS

The following analysis from the State Navigate polling team addresses the biggest questions hanging over this wave.

CHAZ NUTTYCOMBE • ON MICHIGAN'S PRIMARY POLLING ERROR

Michigan polling error? Maybe. No one knows.

At the top of our team notes, we'd like to address the elephant in the room: the Michigan primary for US Senate, where polls overestimated arch-progressive Abdul El-Sayed by a 12-point margin. Political observers have started to wonder in the days since the contest whether or not a similar polling error could occur in Wisconsin. To which we reply: maybe. In early findings, the error in Michigan seems to be due to multiple factors, including, but potentially not limited to: El-Sayed voters being more eager to answer polls, non-response biases among lower-income voters, underweighting voters above the age of 65, and inaccurately capturing rural voters. But to be clear, it is impossible to weight this survey (or any of the recent ones) out of the possibility that Hong's voters are just more eager to answer surveys. The average statewide, nonpresidential primary polling error is 13 points; in the 2016 Democratic primaries for President, polls underestimated Bernie Sanders by 12 points in Wisconsin and 21 points in Michigan. Both of these states are incredibly hard to poll (especially in primaries) due to the poorly structured voter file, which is due to both of these midwestern states letting their local-level election authorities act like vassals, having open primaries in a state with no party registration, and not recording which party primary voters are participating in. No one can truly say that they can give you the demographics of previous Democratic primary electorates in either of these states with at least a 95% confidence interval, especially on age demographics. This is due, again, to the voter file being incredibly poor: many voters in Wisconsin have a birth year of 1800, and we don't believe in vampires. These generally are newer voters who skew very young; about half of voters who we polled with a birth year of 1800 say they are in the 18-29 age bracket. Thus, if you were to simply take the voter file's birth year data, you'll get a Democratic primary electorate that is majority 65+ and has less than 2% of voters under the age of 30. Absentee requests for the Wisconsin primary (which includes requests for Republican ballots) are 5-6% 18-34. Given that this age group has been notorious for voting late/on Election Day, we find it hard to imagine a Wisconsin Democratic primary electorate that is <8% 18-29. Maybe it is; we don't know for sure due to the ridiculousness that is the Wisconsin voter file.

CHAZ NUTTYCOMBE • ON WEIGHTING DECISIONS

We changed our poll weights – Michigan's why.

Given what we do know about why polls were off in Michigan, we've significantly updated our weights in this survey. In our age weights, 18-29s have been decreased from 18% to 9%, 30-44s have been decreased from 23% to 18%, 45-64s have been increased from 25% to 30%, and voters 65+ have been increased from 34% to 44%. In our racial weights, the Black and White share of our weighting have increased by 1% each, while the Latino, Asian/Pacific Islander, Two or More, and Other have each been decreased by 0.5-1%. Our non-college share of the electorate has increased by 2%, and our college-educated share has thus decreased by 2%. Our regional weights now reflect the average primary composition to a T, and we've also added regional race weighting to try to get as accurate a picture as possible in each subregion. As noted above, even with these weights, there's no guarantee it can prevent a potential over-response bias among Hong voters. There's also no guarantee that what happened in Michigan happens in Wisconsin; we could underestimate or overestimate Hong's support, as goes the same for every candidate in the race.

TEAM NOTES & ANALYSIS

MARY RADCLIFFE • ON VOTER PROPENSITY

The highest propensity voters are the least likely to support Hong

The more often a candidate votes, the less likely they are to say they're supporting Hong next week. Among voters who have participated in all 4 of the last 4 primaries, Hong leads by just 8 percentage points, with 34% compared to 26% for Crowley, 16% for Roys, and no other candidate in double digits. For voters that have participated in 3 of the last 4 primaries, her lead widens to 15. Among voters who have participated in 1 or 2 of the last 4 primaries, she leads by 32, and among voters who haven't shown up to any of the last 4 primaries, she leads by 50 percentage points, with 62% to Crowley's 12%. This is perhaps another reason to believe her lead here is inflated; while there is always some churn in the electorate, Hong's strongest support is among those with the least practice at the voting booth.

MARY RADCLIFFE • ON INCOME

Hong is weakest with the lowest-income voters and strongest with the highest

Hong is weakest with the lowest income voters in our poll, and strongest with the highest income voters. Voters that make less than \$30,000 per year favor Hong over Crowley by 18 percentage points, 41% to 23%. This group is also the most likely to say they plan to vote for Barnes (12%), perhaps indicating less attention being paid to the race among lower income voters. On the other end of the spectrum, voters earning over \$150,000 per year are the most supportive of Hong; she's ahead 28 percentage points with high income voters, getting 49% to Crowley's 21%. In every other income bracket, Hong leads by between 21 and 23 percentage points.

MARY RADCLIFFE • ON VOTE CERTAINTY

Hong's voters are the most locked in

Among voters who have yet to vote and have a choice in the governor's race, Hong's voters are clearly the most locked in. 67% of Hong voters say they will definitely support their candidate, while 29% say they will probably support her and the rest just lean her way. Among all other candidates, just 44% of voters say they are definite about their choice, while 46% say they will "probably" support them. In a race that has been very fluid in the final weeks, it seems that for voters that aren't choosing Hong, many are keeping their options open.

MICHAEL FOLEY • ON AREA CODES

We called phones from different area codes - and the 414 is the closest

As we noted in our last poll, Hong performs best among those we contacted with an area code outside Wisconsin - most likely younger transplants. She leads with these voters by 36 points (54-18%) over Crowley. Hong also leads with respondents from every other area code. Like in last month's poll, the closest area code is the 414, which these days mainly covers Milwaukee County. Hong only leads 414-voters by 4 points, 35-31%, over Crowley. In contrast, Hong leads the Milwaukee-suburban 262 by 26 points, 45-19% over Crowley. The 414/262 split can partially be explained by age: because the 414 was the historic area code for Southeast Wisconsin before being split in the late 1990s, many older Milwaukee suburban residents likely still have cell phones with 414 area codes, while younger suburban residents are more likely to have started with a 262 number.

TEAM NOTES & ANALYSIS

MICHAEL FOLEY • ON REGIONALITY

Region matters - but Hong leads in all 10 regions

We categorized the counties the voter file says our respondents reside into 10 regions: Milwaukee (County only), the Milwaukee-suburban WOW counties, the outer Milwaukee TV market (including Kenosha and Racine counties), the Green Bay-Appleton core BOW counties, the outer Green Bay TV market, Dane County, the rest of the Madison TV market, La Crosse-Eau Claire, Central & Northwoods (mainly the Wausau-Rhinelanders TV market) and the Duluth & Minneapolis-St. Paul TV markets. Hong leads in every region. Crowley performs best in Milwaukee County, where he's at 31% - but still trails Hong by 11. The closest region is the Outer Green Bay TV market, where Hong only leads by 8 points, 35-27%. Unsurprisingly, Hong's best region is Dane County, where she's up 57-19% over Crowley.

MICHAEL FOLEY • ON WEIGHTING

Weighting matters - choose your own polling adventure

We stress tested our topline result by weighting for the worst case scenario for Hong - cratering youth voter turnout (7% 18-29; 14% 30-44), and increased senior (51%) and African-American (10%) voter turnout. Even in that unlikely scenario, Hong still leads 41-24%. We also stress tested by adding another weighting variable to the mix - modeled partisanship from our voter file vendor, i360. Even in the absurd scenario where modeled moderates and conservatives make up a combined 90% of the electorate, Hong still leads 35-20% when otherwise using our current weights, as undecideds increase from 10% to 18% (largely because our sample of modeled moderates and conservatives is more undecided and less likely to vote than liberals).

MICHAEL FOLEY • ON SAMPLING

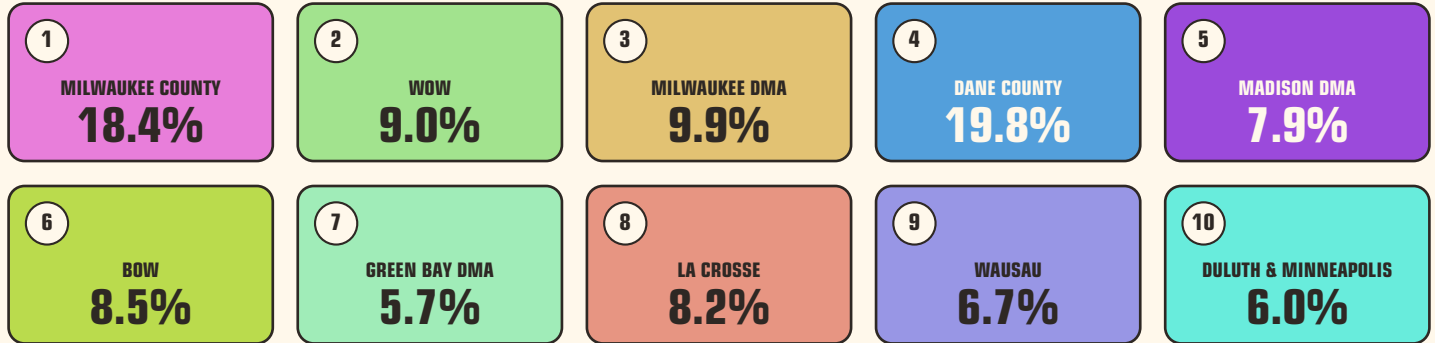
Sampling matters - recontact versus new

We recontacted all respondents who validly answered our July poll. We also sent text messages to about 42,000 new respondents. Despite deliberately trying to target harder-to-reach lower-income and rural voters on Wednesday, there was not much of a vote choice difference between both samples after weighting: 46% of the recontact sample support Hong, compared to 42% of the new sample. This is despite the new sample being a little bit more moderate: 7.0 on our ideology scale versus 7.3 for the recontact sample.

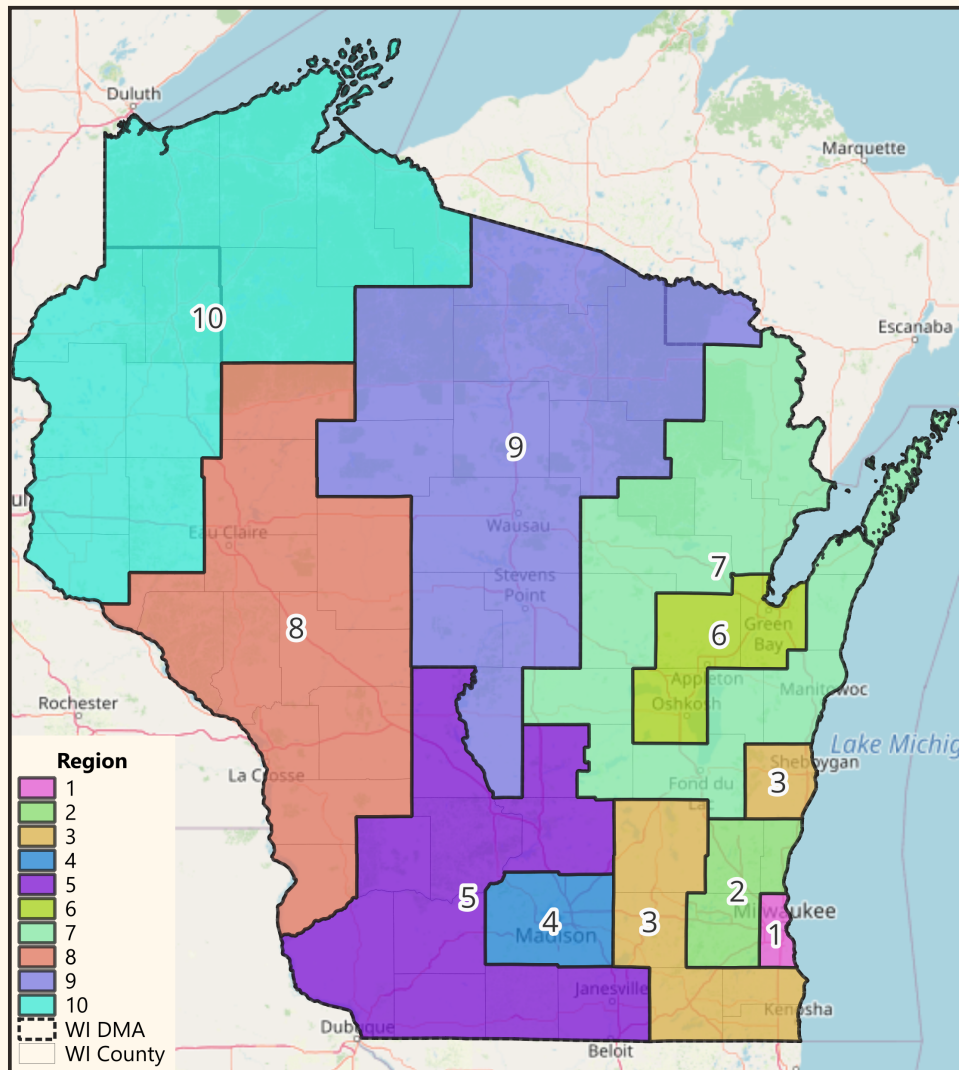
APPENDIX • REGIONS & WEIGHTS

State Navigate's ten Wisconsin analysis regions, numbered to match the map below. Cards show each region's share of the likely-voter sample.

REGION WEIGHTS • SHARE OF THE SAMPLE



WISCONSIN REGIONAL MAP



State Navigate is a nonpartisan, 501(c)(3) nonprofit organization dedicated to becoming a compass for state legislatures everywhere. Our bipartisan polling team consists of alumni of FiveThirtyEight, political scientists, and polling experts. Last year, State Navigate was the most accurate pollster in the country for the 2025 election cycle. To learn more about our poll sponsorship opportunities, [click here](#)! Public polling on state governance, especially state legislatures, is rare, so we try to make our polling as affordable as possible for sponsors to help fill this gap.

OUR POLLING TEAM

CHAZ NUTTYCOMBE

FOUNDER & EXECUTIVE DIRECTOR

Chaz was the Director of CNalysis.com, the only website dedicated to state legislative election forecasting. He has successfully forecasted thousands of state legislative elections since 2017 during his senior year in high school. Chaz leads the polling team and works with them on survey design, field work, weighting, and written analysis.

MICHAEL FOLEY

ELECTIONS COORDINATOR

Michael is an expert in GIS technology and has experience in coding and scraping technology. He is a graduate of Fordham University and the University of Chicago Law School. In our polling, Michael conducts fieldwork, setting up surveys and texts, and exports/designs crosstabs.

MARY RADCLIFFE

DATA MANAGER

Mary Radcliffe is a mathematician and data analyst from Pittsburgh. She earned a PhD in Mathematics from the University of California, San Diego in 2012. Mary has previously worked as a Teaching Professor at Carnegie Mellon University and Researcher at FiveThirtyEight. In our polling, Mary helps with survey design, keeps our polling operations ethical, creates topline, and writes analyses of results.

G. ELLIOTT MORRIS

POLLING COMMITTEE MEMBER

Elliott Morris is a data-driven journalist and author living in Washington, DC. He's the author of *STRENGTH IN NUMBERS: How Polls Work and Why We Need Them*. Elliott was most recently the Editorial Director of Data Analytics at ABC News, where he developed polling aggregation and election-forecasting models and managed the research and data visualization teams for ABC's data-journalism website FiveThirtyEight/538. In our polling, Elliott helps with survey design and writing weighting scripts.

NICHOLAS GOEDERT

POLLING COMMITTEE MEMBER

Nicholas / "Nick" is an assistant professor of Political Science at Virginia Tech with expertise focused on legislative elections and American politics. He is the author of *GROUND WAR: Courts, Commissions, and the Fight over Partisan Gerrymanders* (Oxford, 2022). He served as an expert witness in the Wisconsin redistricting case *Whitford v. Gill*. He holds a Ph.D. in Politics from Princeton and a J.D. from Georgetown Law. In our polling, Nick helps with survey design and gives academic feedback.

Your compass for state legislatures

PEACE OUT. THAT'S ALL.

