



Date: Aug. 14, 2026
Subject: Badger Battleground Poll Results
From: Platform Communications
To: Interested Parties

Executive Summary

Platform Communications recently completed its latest bipartisan Badger Battleground Poll to survey the political landscape in the state of Wisconsin. The poll surveyed **500** likely General Election voters, with an additional **50-voter** oversample in battleground State Assembly districts, using live telephone interviews on a combination of landlines and cell phones. This survey was in the field **Aug. 12-13**, immediately after the conclusion of the highly contentious Democratic Gubernatorial Primary.

At this initial stage, Milwaukee County Executive David Crowley leads Congressman Tom Tiffany by a narrow **48-44** margin on the Gubernatorial ballot, including a **42-30** lead among independent voters and a **54-35** lead in the Battleground Assembly Districts.

David Crowley holds a favorable-unfavorable margin of **43 percent favorable to 26 percent unfavorable**. However, only **20 percent** have a “very favorable” opinion of him, versus **19 percent** “very unfavorable,” indicating some of his favorability is tied to the current wave of positive media coverage following his primary win.

Tom Tiffany registered with **38 percent** of participants viewing him favorably and **43 percent** viewing him unfavorably. **24 percent** have a “very favorable” opinion of him while **37 percent** have a “very unfavorable” opinion of him.

The generic legislative level reflected in part the national environment, with a generic Democrat leading a generic Republican **47-44**. Both parties enjoy near-universal support among those who identify with that party. Outgoing Gov. Tony Evers is viewed positively, with **49 percent** viewing him favorably, though only **27 percent** view him “very favorably.” On a national level, **56 percent** of poll respondents viewed President Trump unfavorably.

We see a Wisconsin electorate that is pessimistic about the direction of the state, with a **51 percent** majority saying things are going in the wrong direction. However, voters are more pessimistic in their view of the direction of the country, with a **61 percent** majority saying the country is on the wrong track. In both cases, independent voters are even more likely to say things are going in the wrong direction than the electorate at-large.

Gubernatorial Ballot

	Tom Tiffany	David Crowley
All Voters	44%	48%
Republicans	97%	2%
Democrats	1%	97%
Independents	30%	42%
Less than College	52%	38%
College Graduate	35%	58%
Battleground AD	35%	54%

Generic Assembly Ballot

	Republican	Democrat
All Voters	44%	47%
Republicans	96%	1%
Democrats	1%	97%
Independents	32%	41%
Less than College	51%	37%
College Graduate	36%	58%
Battleground AD	39%	52%

Image Ratings (All Voters)

	Total Fav / Unfav (net image)	Very Fav / Unfav (net image)
David Crowley	43% / 26% (+17%)	20% / 19% (+1%)
Tony Evers	49% / 42% (+7%)	27% / 30% (-3%)
Tom Tiffany	38% / 43% (-5%)	24% / 37% (-13%)
Donald Trump	41% / 56% (-15%)	31% / 53% (-22%)

Image Ratings (Independent Voters)

	Total Fav / Unfav (net image)	Very Fav / Unfav (net image)
David Crowley	29% / 21% (+8%)	11% / 15% (-4%)
Tony Evers	37% / 46% (-9%)	13% / 27% (-14%)
Tom Tiffany	28% / 43% (-15%)	12% / 30% (-18%)
Donald Trump	30% / 66% (-36%)	13% / 58% (-45%)

Right Track/Wrong Track (Country)

	Right Track	Wrong Track
All Voters	33%	61%
Republicans	71%	20%
Democrats	2%	95%
Independents	22%	72%
Less than College	39%	56%
College Graduate	27%	68%
Battleground AD	30%	66%

Right Track/Wrong Track (State of Wisconsin)

	Right Track	Wrong Track
All Voters	35%	51%
Republicans	30%	59%
Democrats	41%	42%
Independents	33%	53%
Less than College	33%	53%
College Graduate	37%	49%
Battleground AD	34%	53%