

MARQUETTE UNIVERSITY
LAW SCHOOL POLL

July 8-16, 2026



The topics of the day

- Methodology of the poll
- Primaries!
- November matchups
- Vote for legislature
- Candidate and party ideology
- State issues
- National issues

The methodology

- The survey was conducted July 8-16, 2026, interviewing 838 Wisconsin registered voters, with a margin of error of +/-4.5 percentage points.
- The sample size for Republican primary voters is 399, with a margin of error of 6.5.
- The sample size for Democratic primary voters is 430, with a margin of error of 6.1.

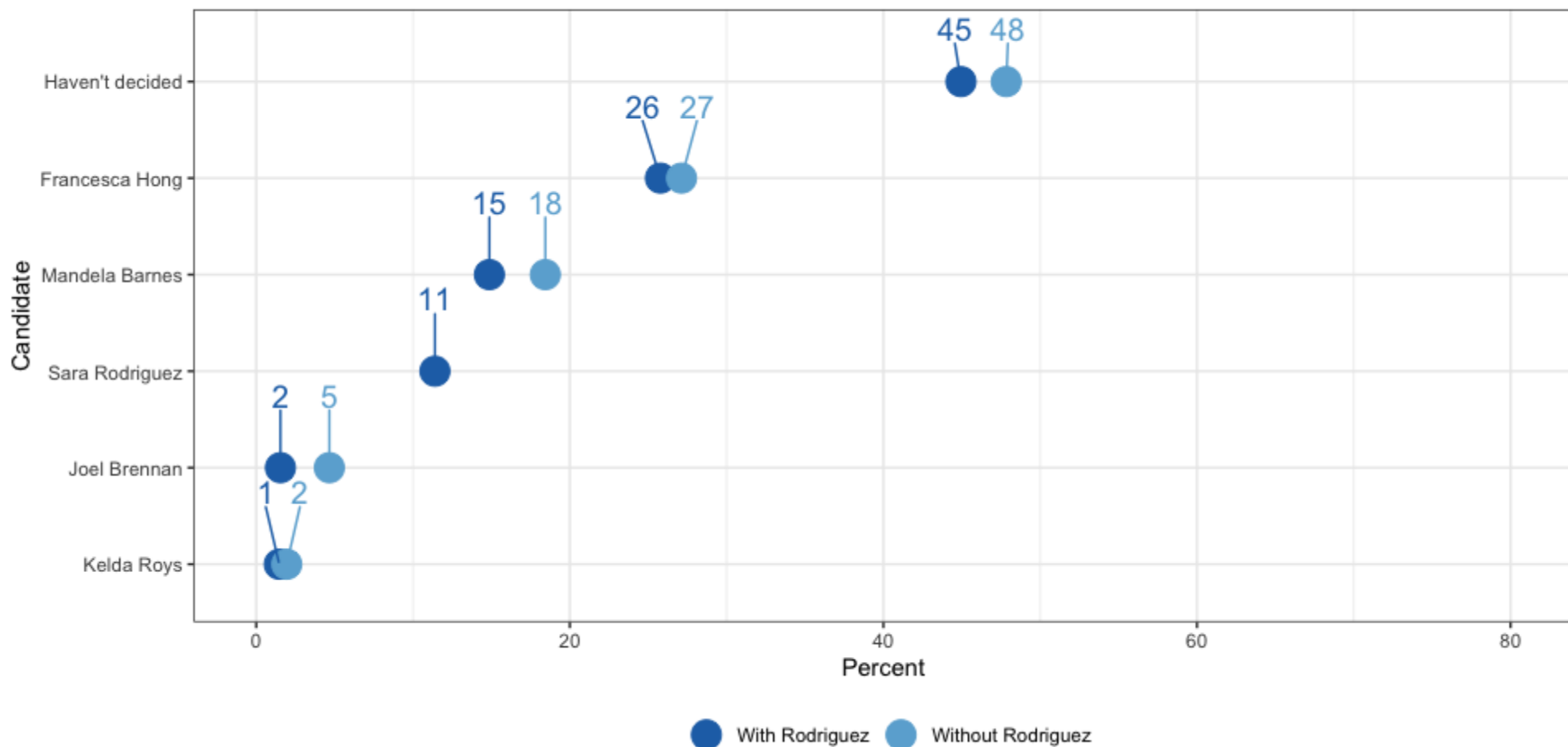
Partisan makeup

- The partisan makeup of the sample is 36% Republican, 32% Democratic and 33% independent.
- When independents who lean to a party are counted as partisans the sample is 46% Republican, 42% Democratic and 13% independent.
- In all polls conducted in 2025 and 2026, the combined samples were 36% Republican, 32% Democratic and 32% independent. Counting independents who lean to a party as partisans, 46% Republican, 42% Democratic and 13% independent.

Primaries

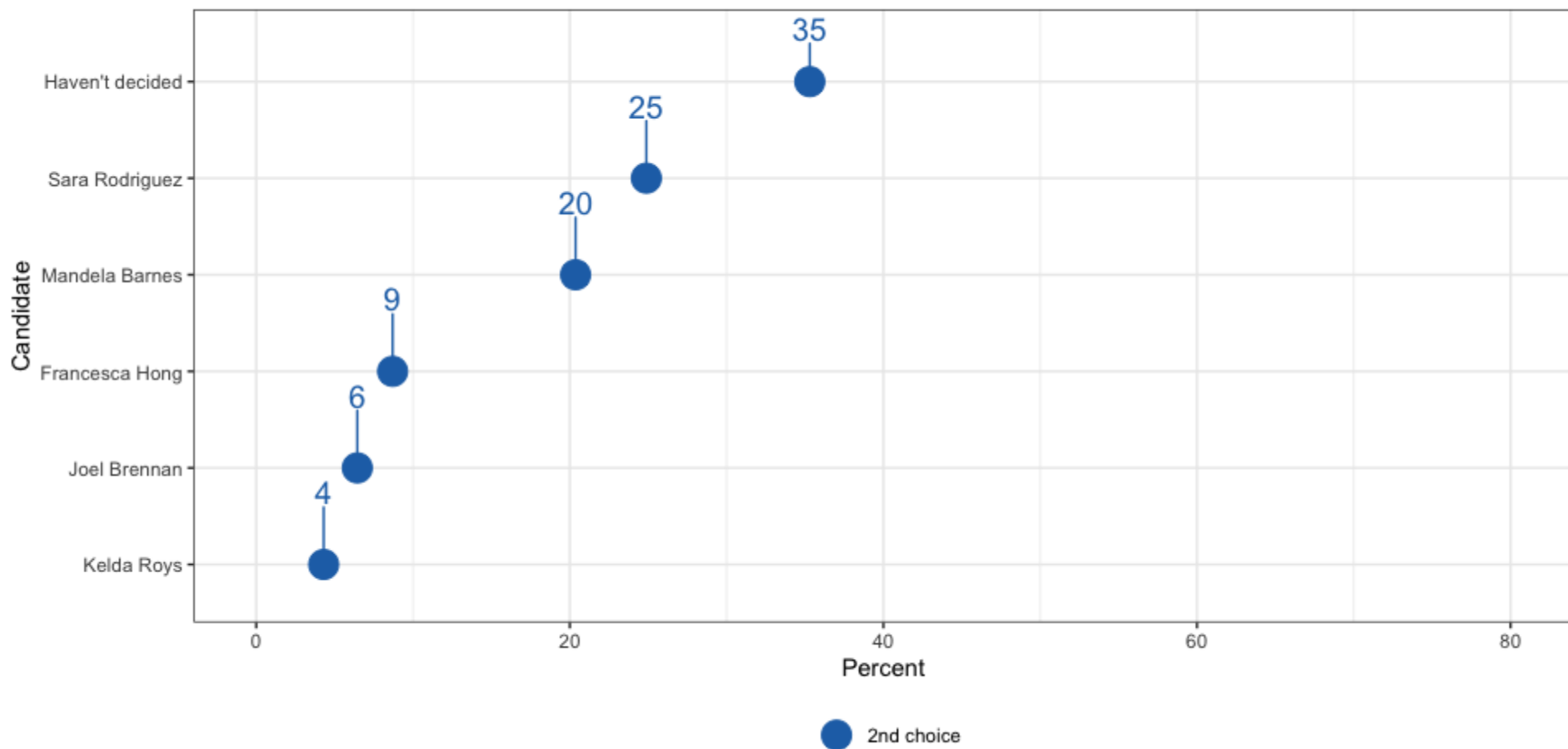
Democratic primary choice

Among Democratic primary voters



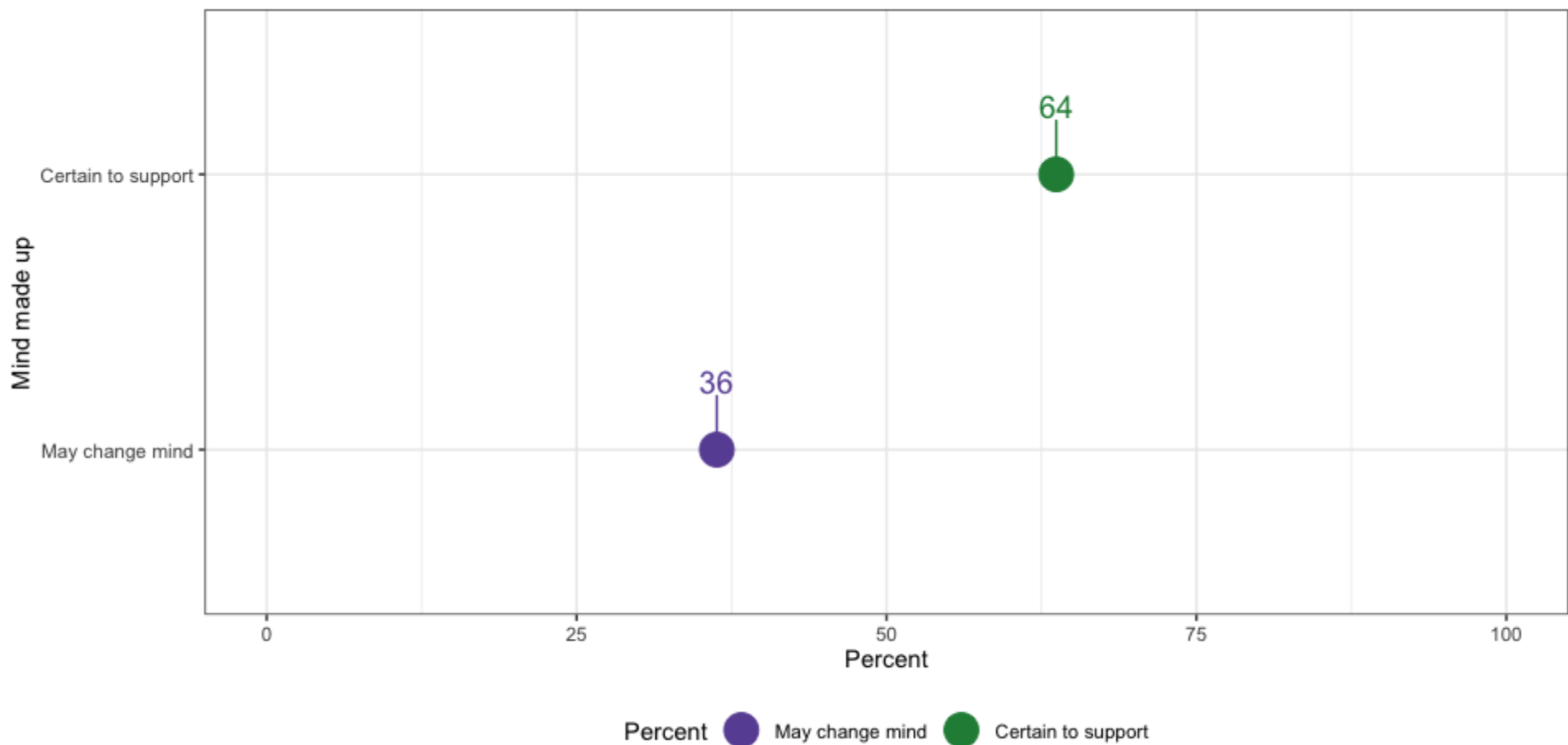
Democratic primary 2nd choice

Among Democratic primary voters



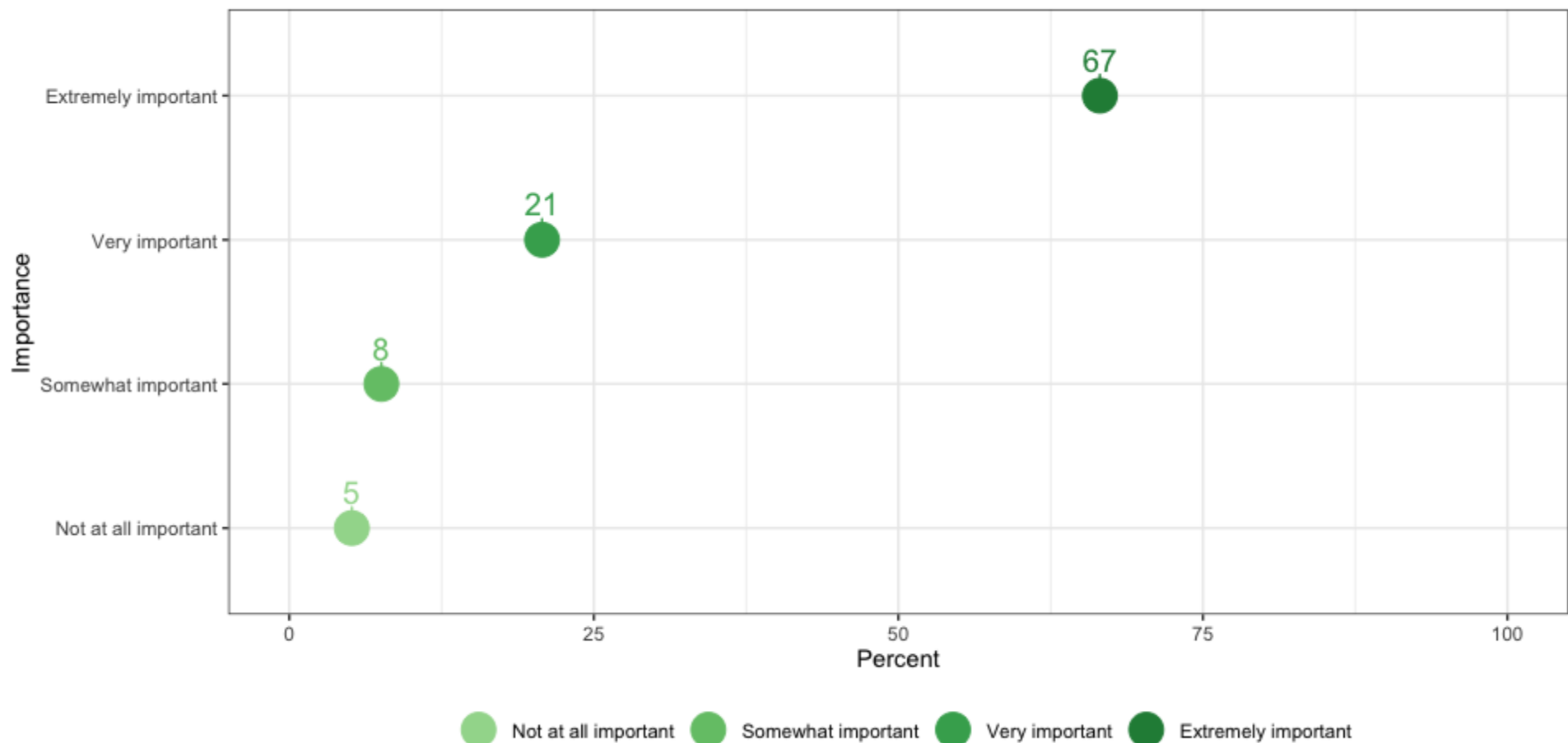
Democratic primary mind made up or might change

Among Democratic primary voters



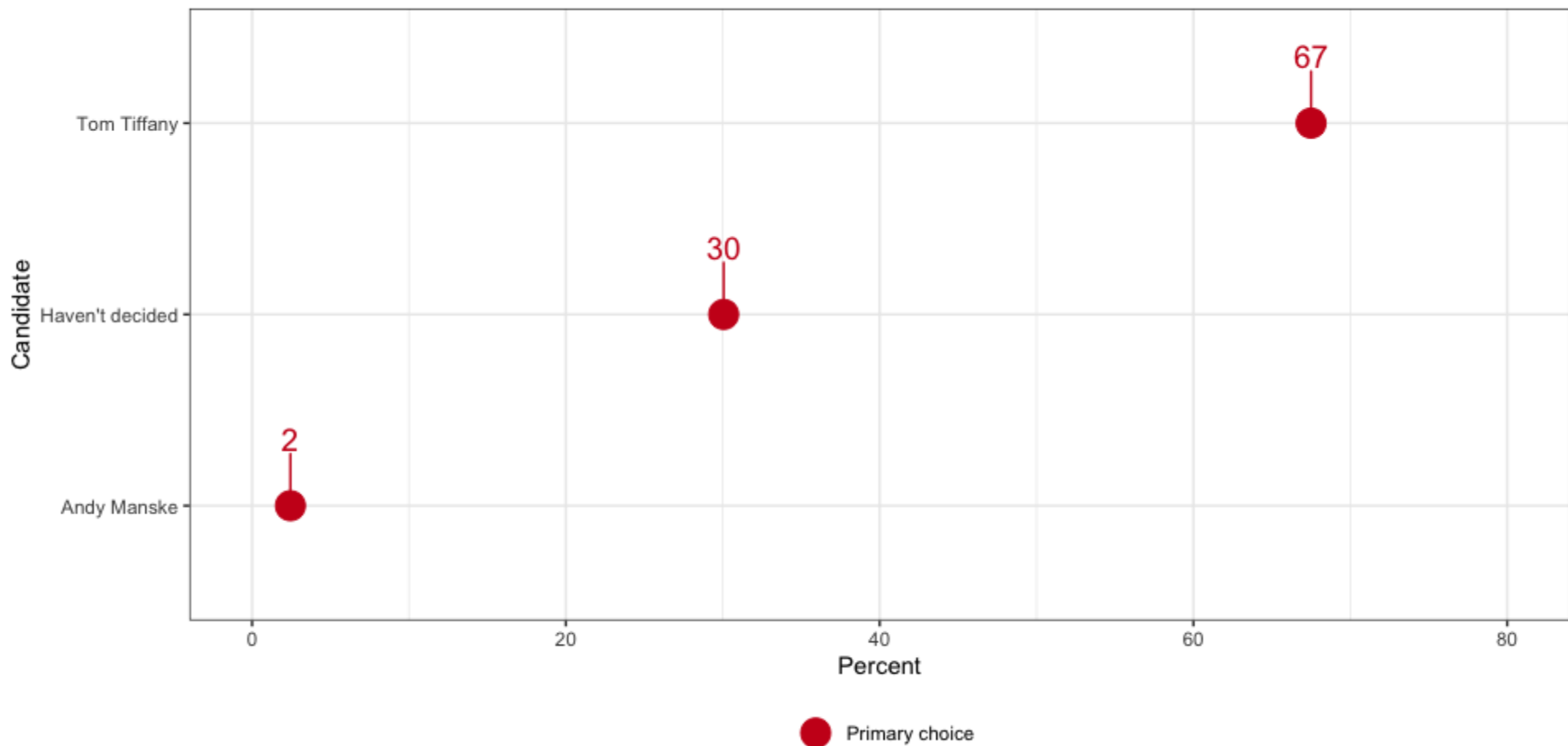
Democratic primary important to win in November

Among Democratic primary voters



Republican primary

Among Republican primary voters



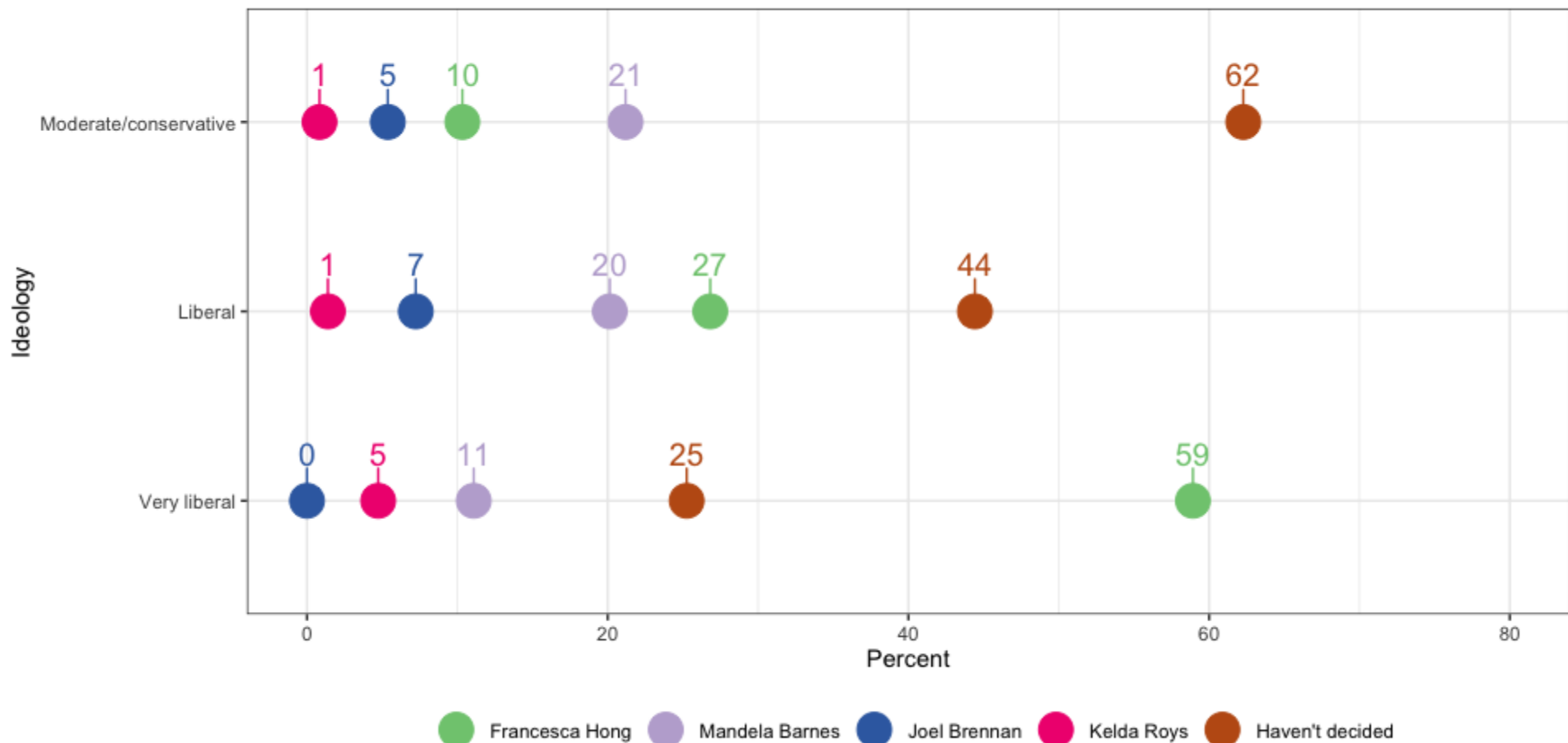
Democratic vote by ideology

Among Democratic primary voters



Democratic vote by ideology without Rodriguez

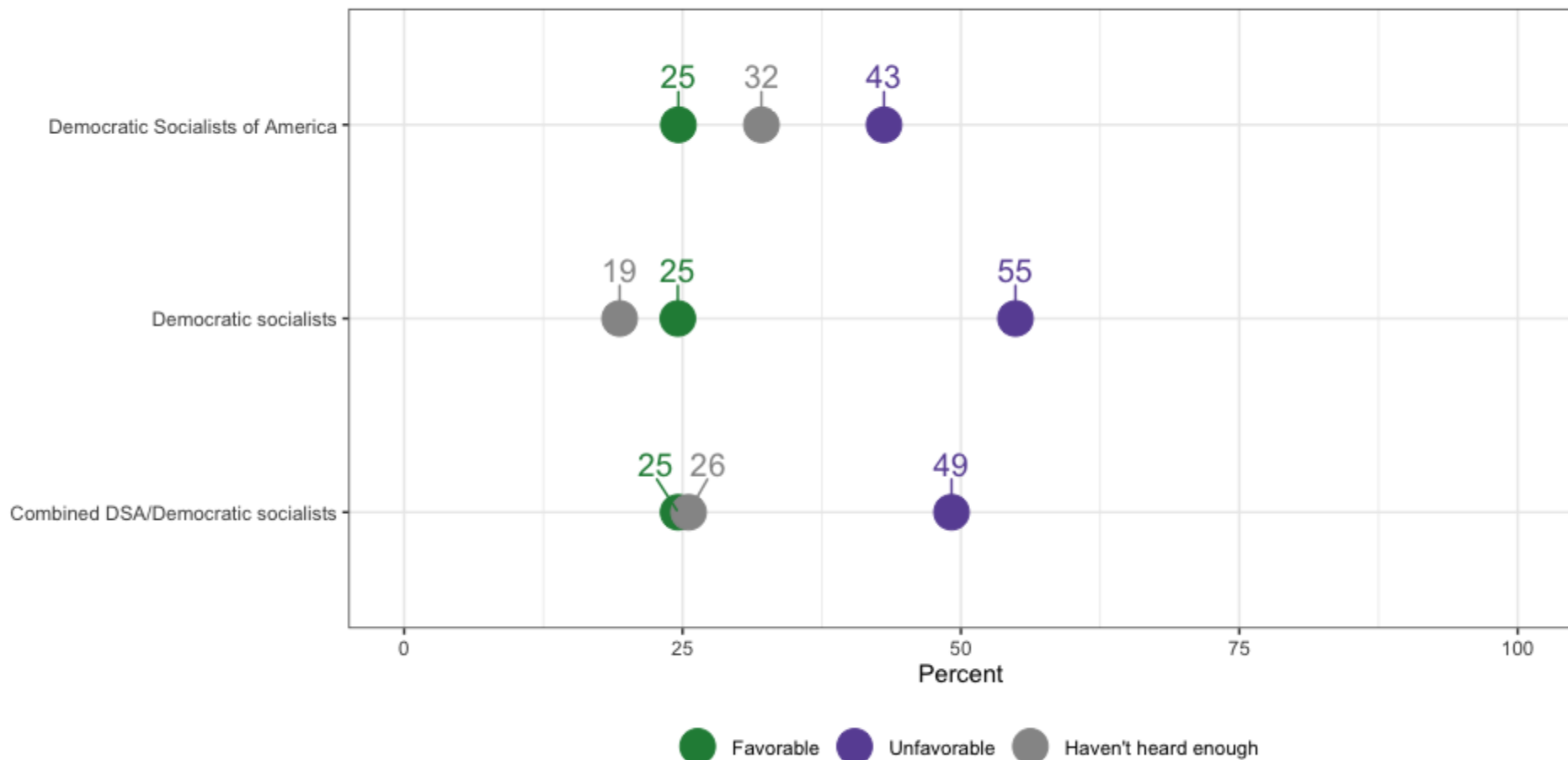
Among Democratic primary voters



Favorability to democratic socialists

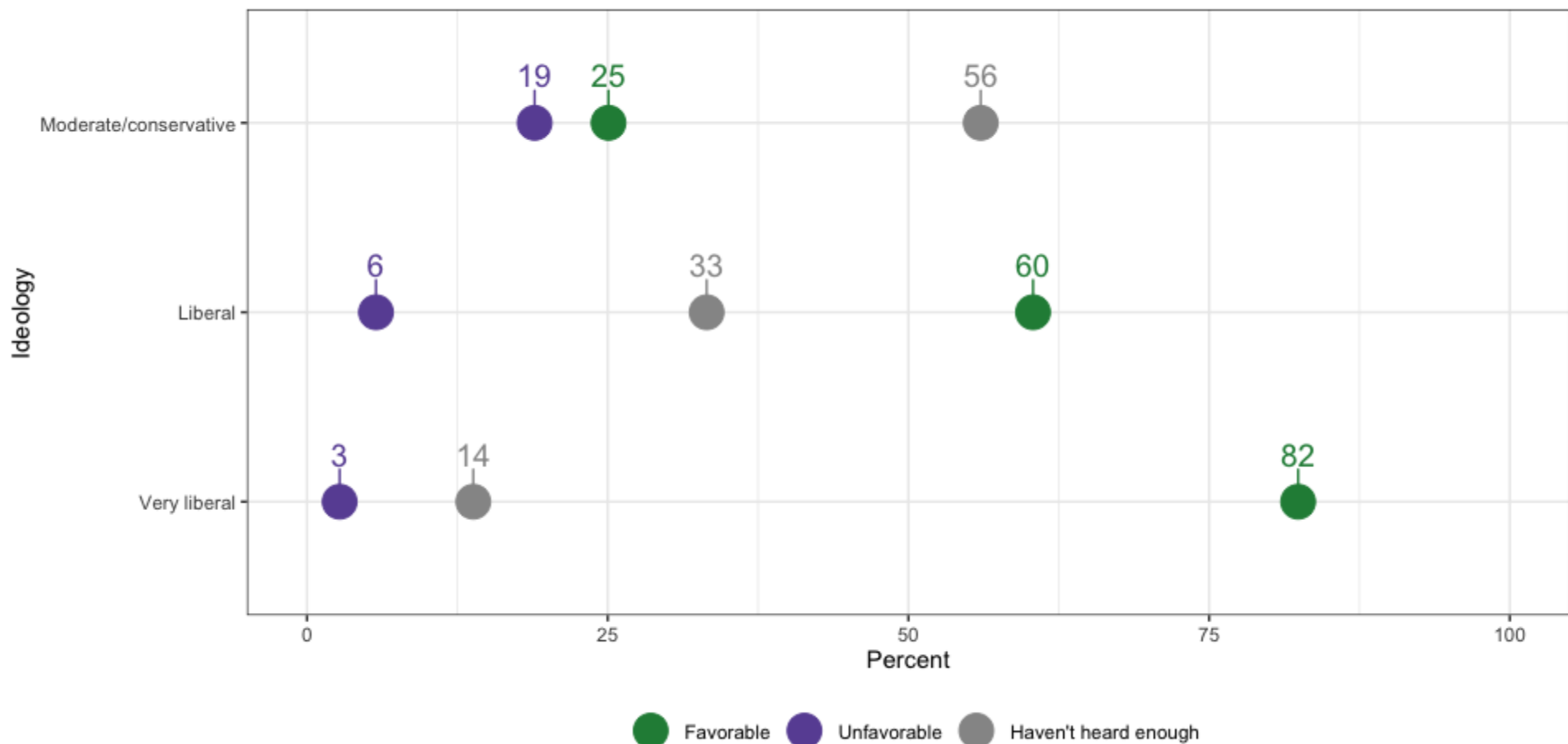
Among registered voters

Candidate



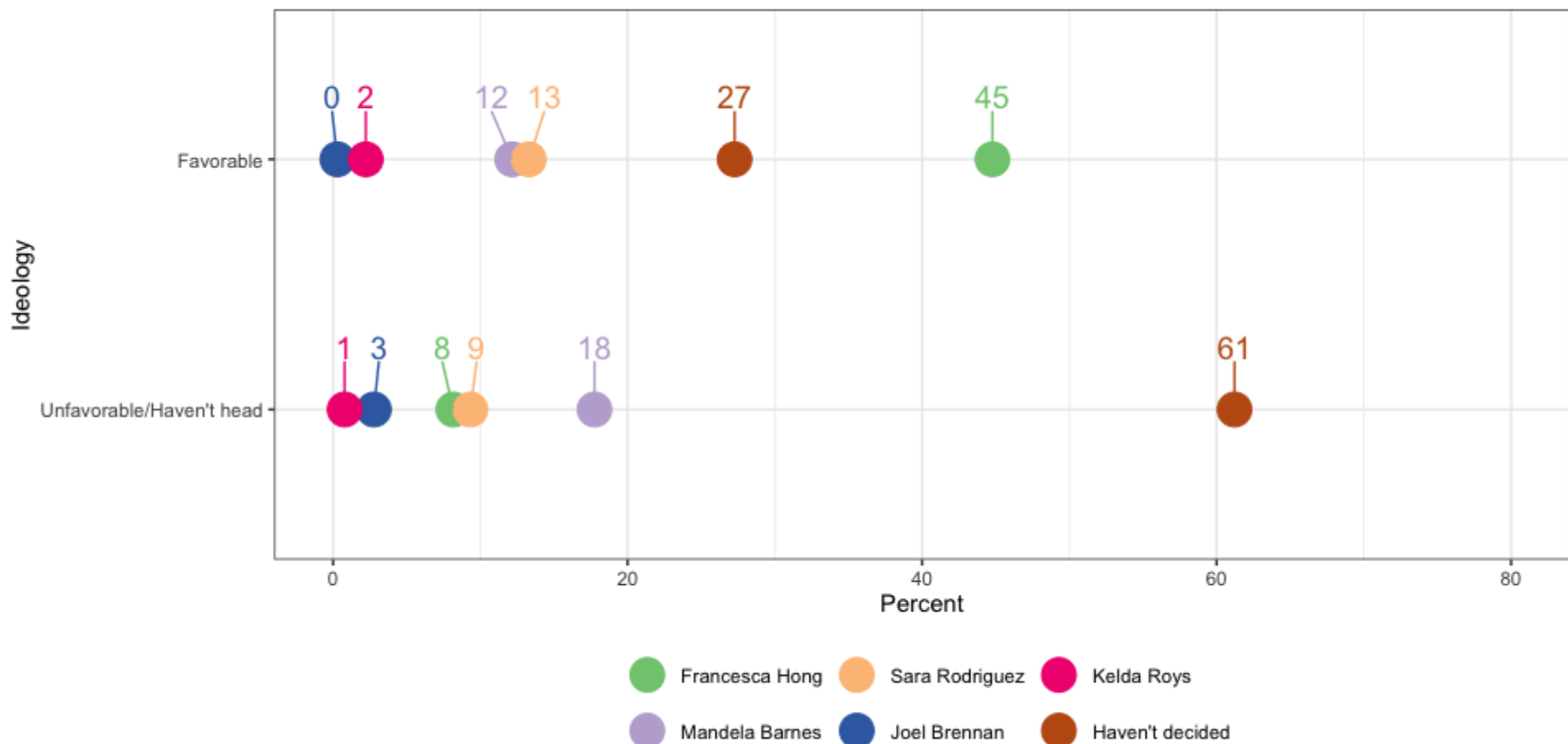
Favorability to democratic socialists by ideology

Among Democratic registered voters



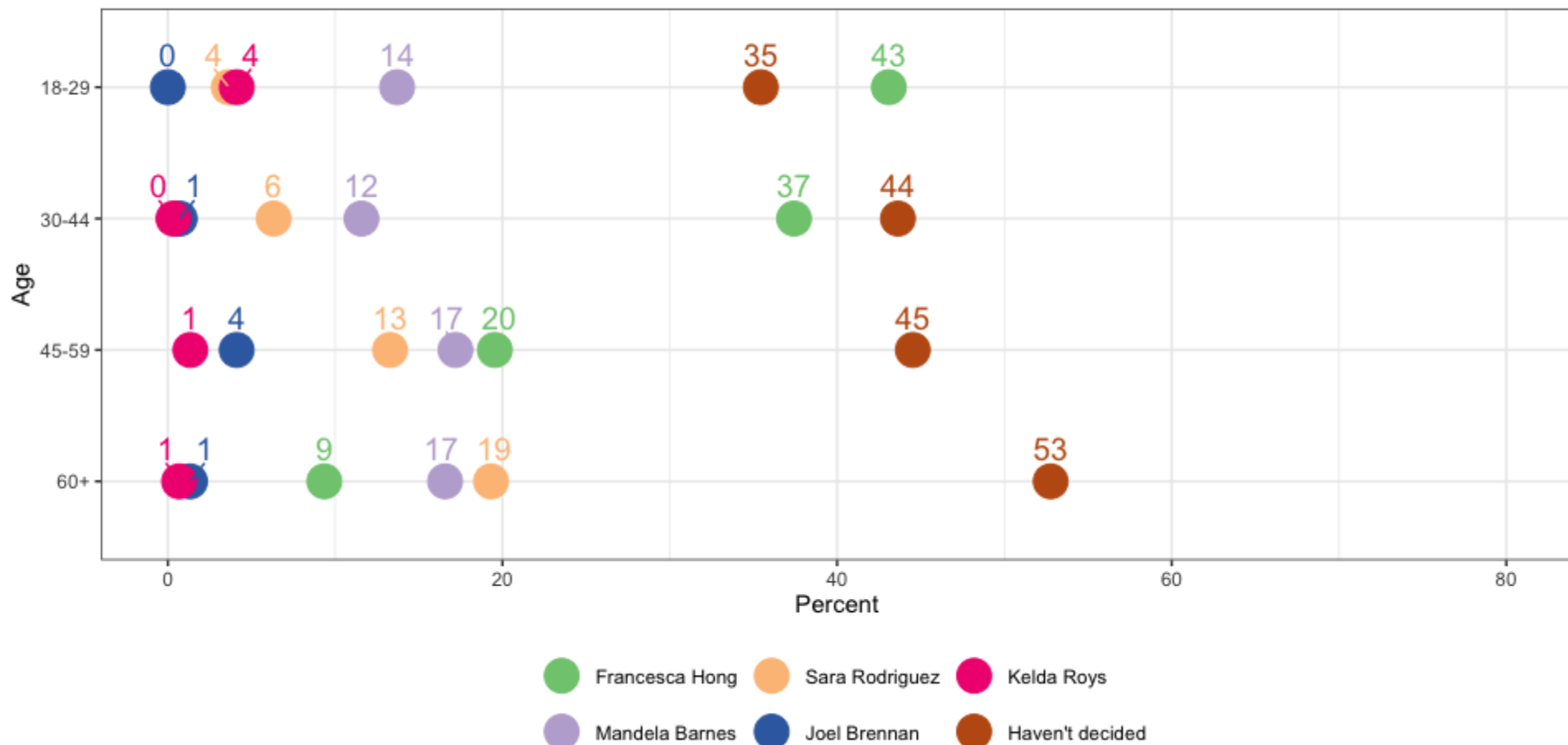
Democratic vote by democratic socialist favorability

Among Democratic primary voters



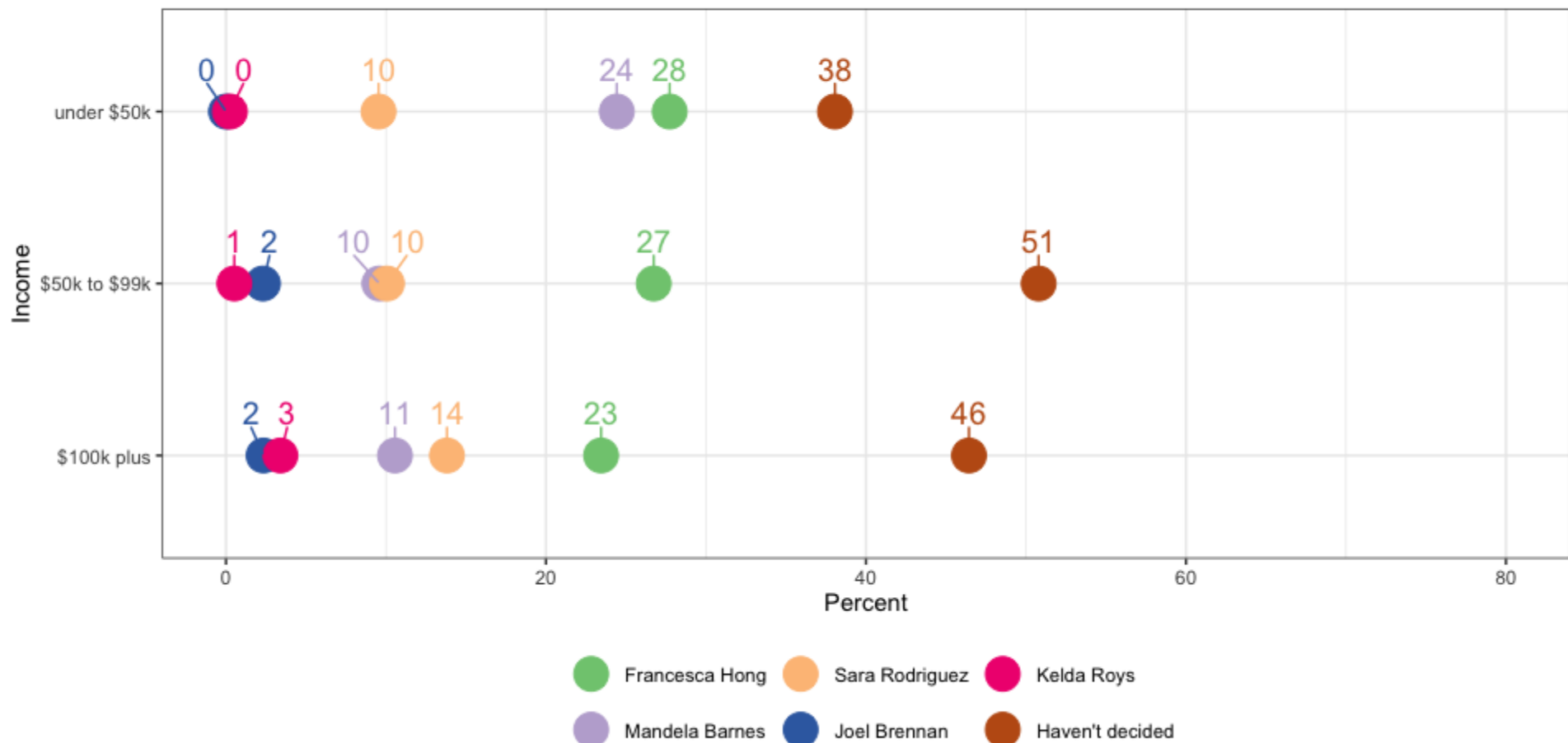
Democratic vote by age

Among Democratic primary voters



Democratic vote by income

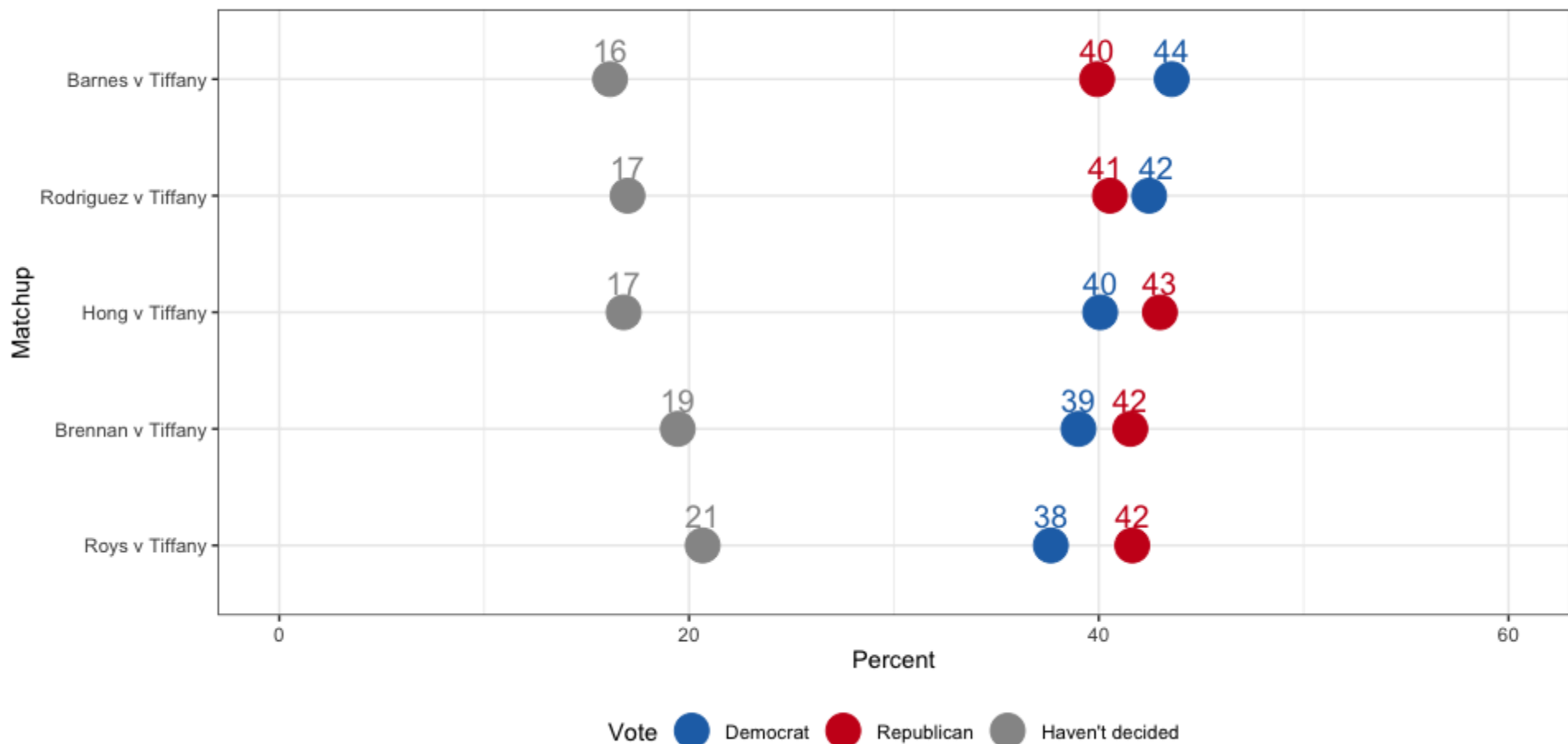
Among Democratic primary voters



November matchups

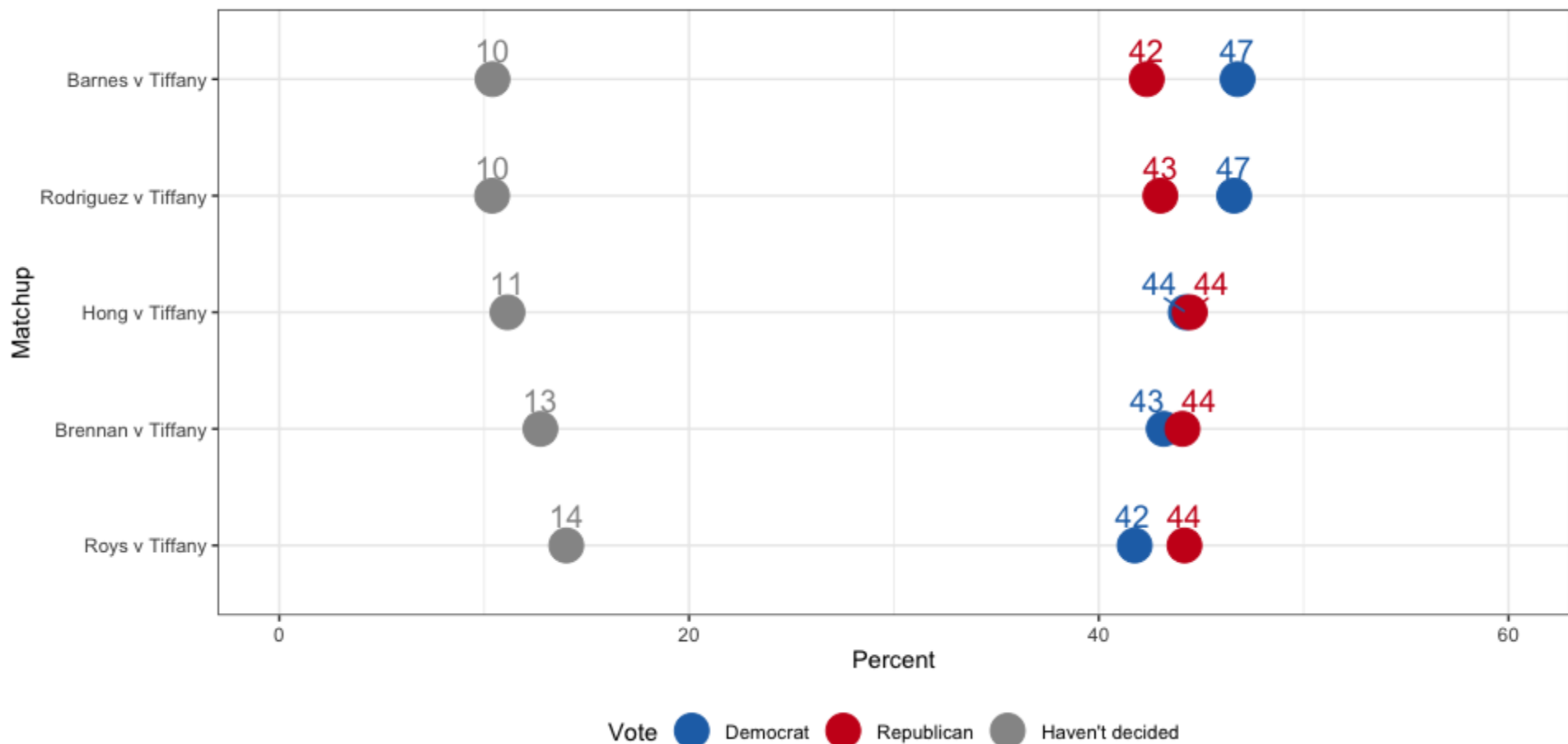
November election matchups

Among registered voters



November election matchup among likely voters

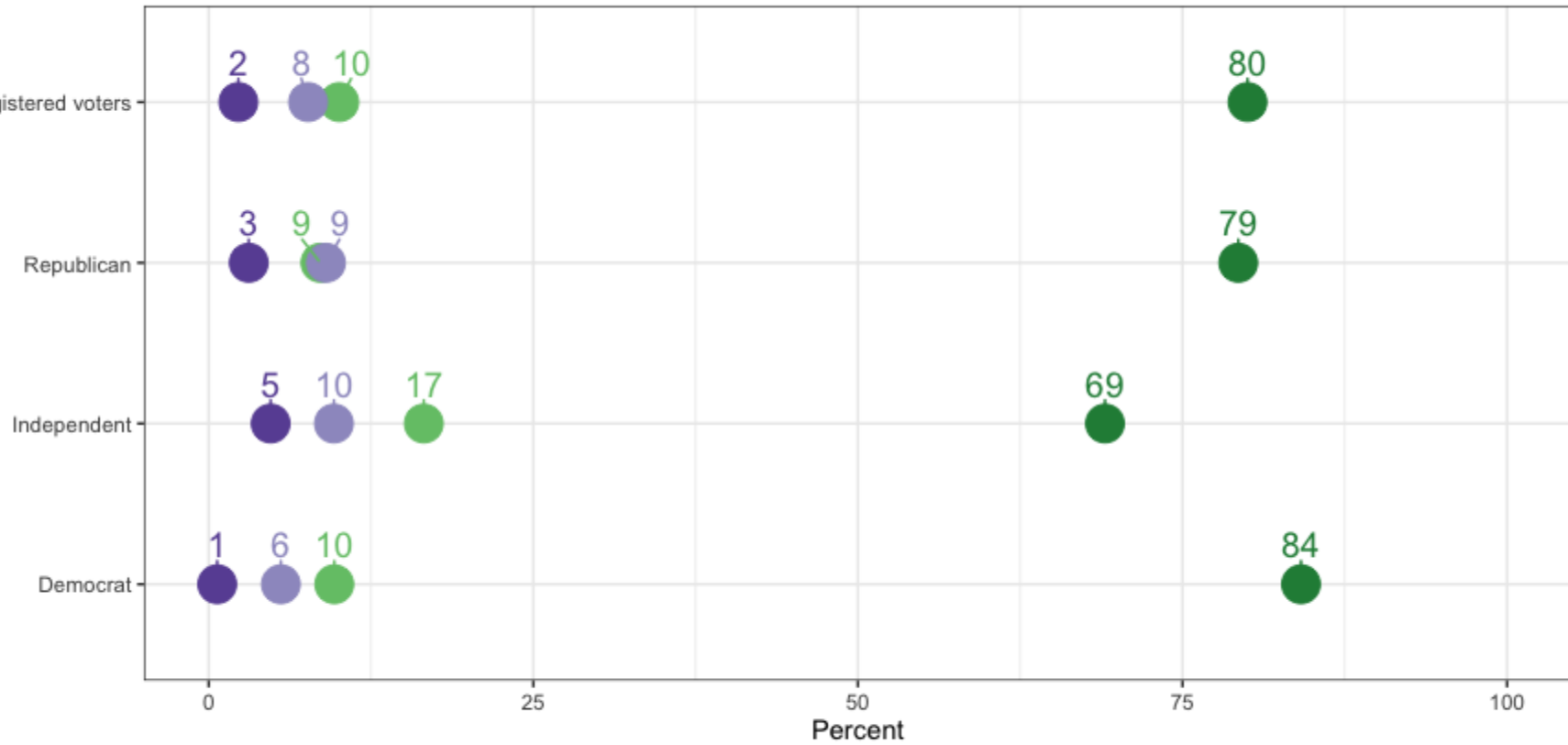
Among likely voters



Likely to vote in November by party identification

Among registered voters

Party ID



Likely to vote Absolutely certain Very likely 50-50 Will not vote

Candidate and party ideology

Ideology of respondent and of candidates

Among registered voters

Who	Ideology					
	Very conservative	Conservative	Moderate	Liberal	Very liberal	Haven't heard enough
Self-placement	13	26	33	17	12	NA
Tiffany	29	37	6	1	1	26
Brennan	0	1	7	15	5	71
Roys	0	0	6	16	9	69
Rodriguez	0	1	9	24	11	55
Barnes	0	2	9	29	24	36
Hong	0	1	4	17	34	45

Marquette Law School Poll, Wisconsin survey, July 8-16, 2026

Question: In general, would you describe your political views as...

Perception of party ideology by respondent ideology

Among registered voters

Respondent ideology	Party ideology			
	Too conservative	Too moderate	Too liberal	About right for me

Republican party

Among all registered voters	51	10	8	30
Very conservative	1	26	22	52
Conservative	12	19	12	57
Moderate	61	5	6	27
Liberal	94	3	2	1
Very liberal	98	1	1	0

Democratic party

Among all registered voters	6	16	52	26
Very conservative	1	3	94	2
Conservative	1	1	88	9
Moderate	8	7	47	37
Liberal	5	42	12	42
Very liberal	17	48	4	31

Marquette Law School Poll, Wisconsin survey, July 8-16, 2026

Question: As far as you are concerned, is the Republican party in Wisconsin (too conservative), too moderate, or (too liberal) or is it about right for you?

Question: As far as you are concerned, is the Democratic party in Wisconsin (too conservative), too moderate, or (too liberal) or is it about right for you?

Perception of change in party ideology by respondent ideology

Among registered voters

Respondent ideology	Change in party ideology			
	More conservative	More moderate	More liberal	Hasn't changed much

Republican party

Among all registered voters	54	13	8	25
Very conservative	15	23	21	41
Conservative	27	24	13	35
Moderate	57	12	4	26
Liberal	85	3	1	11
Very liberal	96	0	1	3

Democratic party

Among all registered voters	4	17	54	24
Very conservative	3	0	92	5
Conservative	3	3	86	7
Moderate	3	20	43	33
Liberal	6	31	22	41
Very liberal	6	39	24	31

Marquette Law School Poll, Wisconsin survey, July 8-16, 2026

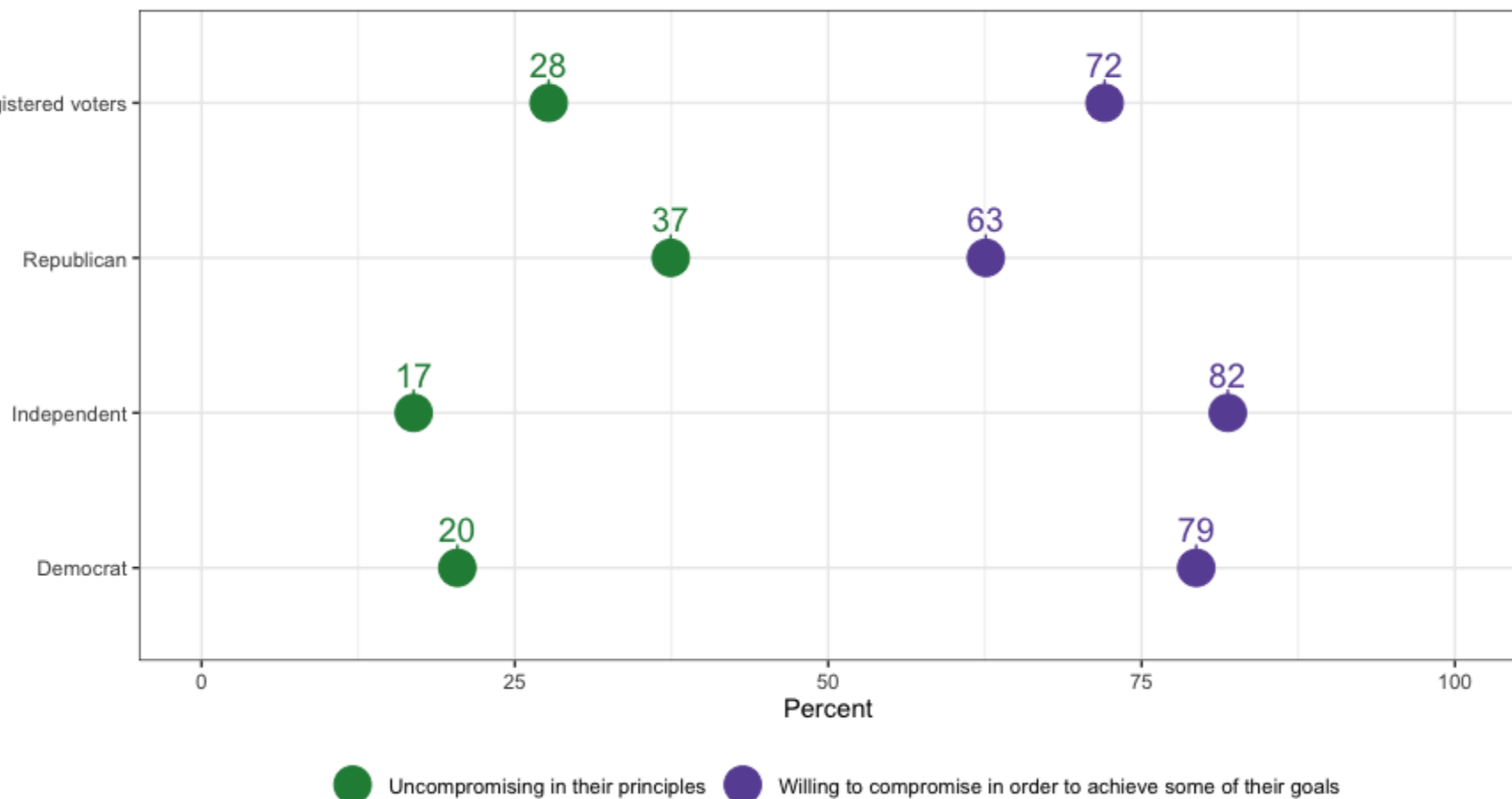
Question: Over the last 10 years, would you say the Republican party in Wisconsin has become (more conservative), more moderate, or (more liberal), or hasn't it changed much at all?

Question: Over the last 10 years, would you say the Democratic party in Wisconsin has become (more conservative), more moderate, or (more liberal), or hasn't it changed much at all?

Better to compromise or not by party identification

Among registered voters

Party ID

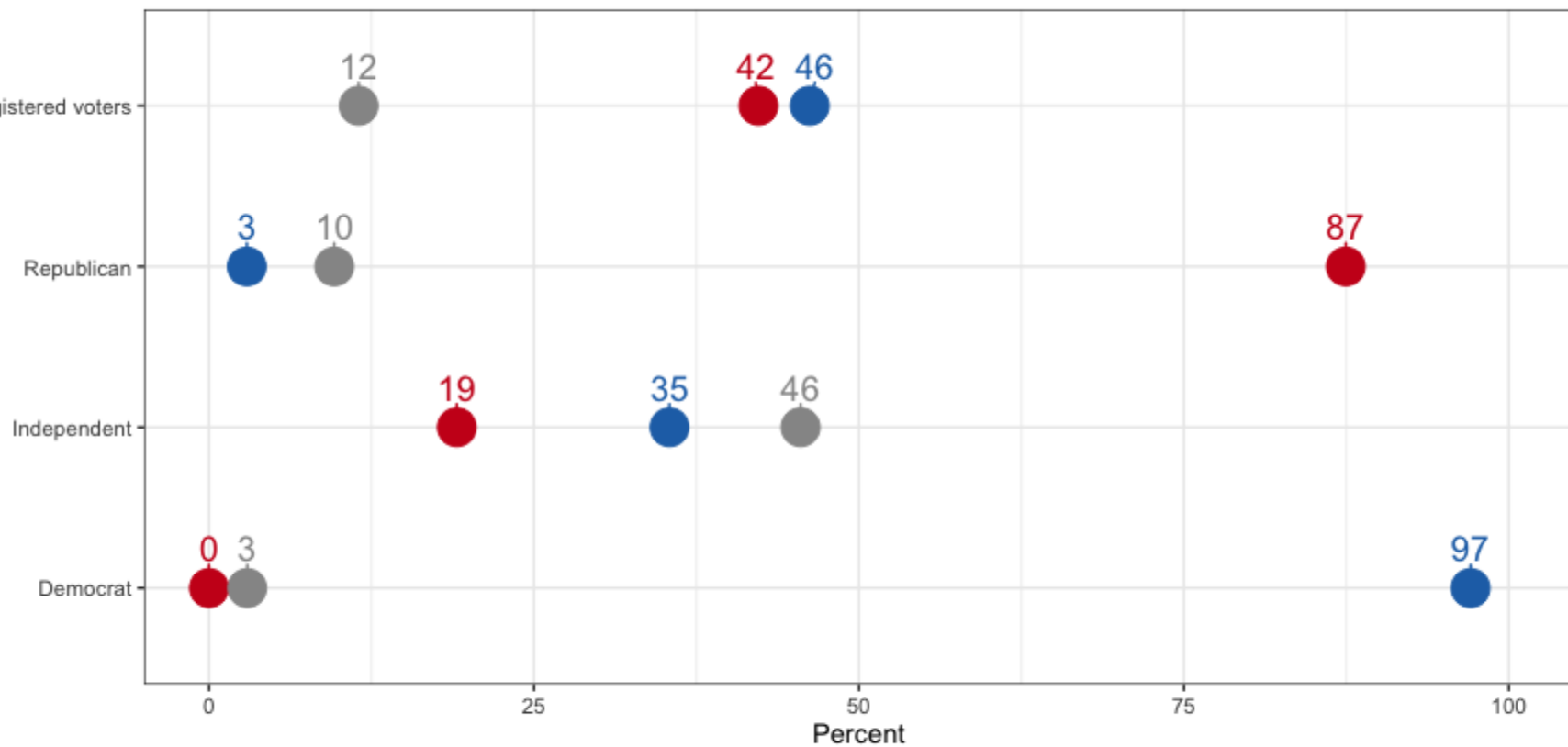


State issues

Vote for legislature by party identification

Among registered voters

Party ID



● Democratic candidate ● Republican candidate ● Haven't decided

Most important issue

Among registered voters

Issue	Percent most important	Percent 2nd most important
Inflation and the cost of living	42	20
Illegal immigration and border security	13	9
Health insurance	9	12
Property taxes	7	10
Jobs and the economy	7	16
Affordability of housing	6	12
Data centers	5	5
Public schools	4	5
Abortion policy	4	6
Crime in your community	3	4

Marquette Law School Poll, Wisconsin survey, July 8-16, 2026

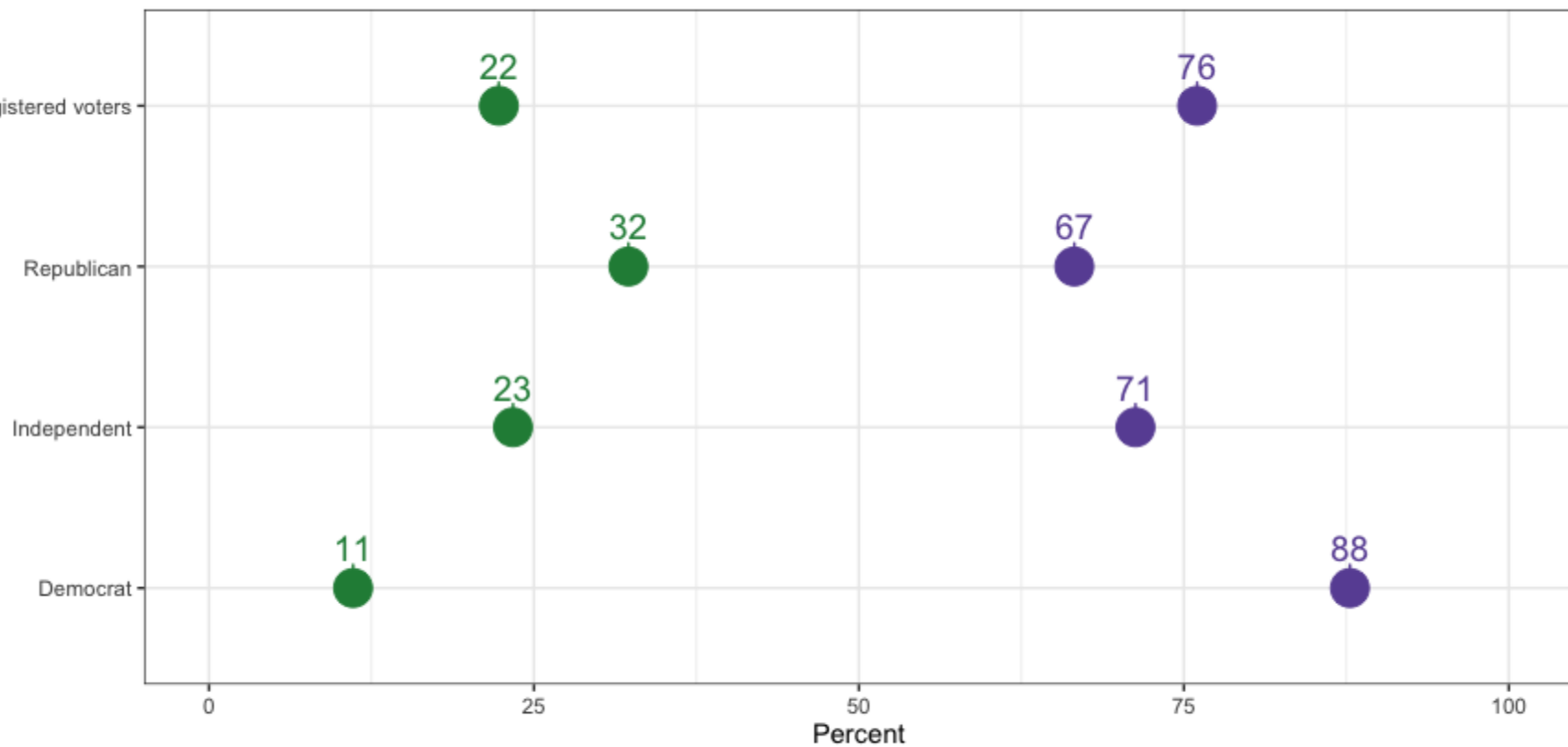
Question: Which one of the following issues matters MOST to you right now?

Question: And which is the second most important issue to you right now?

Data centers by party identification

Among registered voters

Party ID



Data centers



Benefits outweigh costs

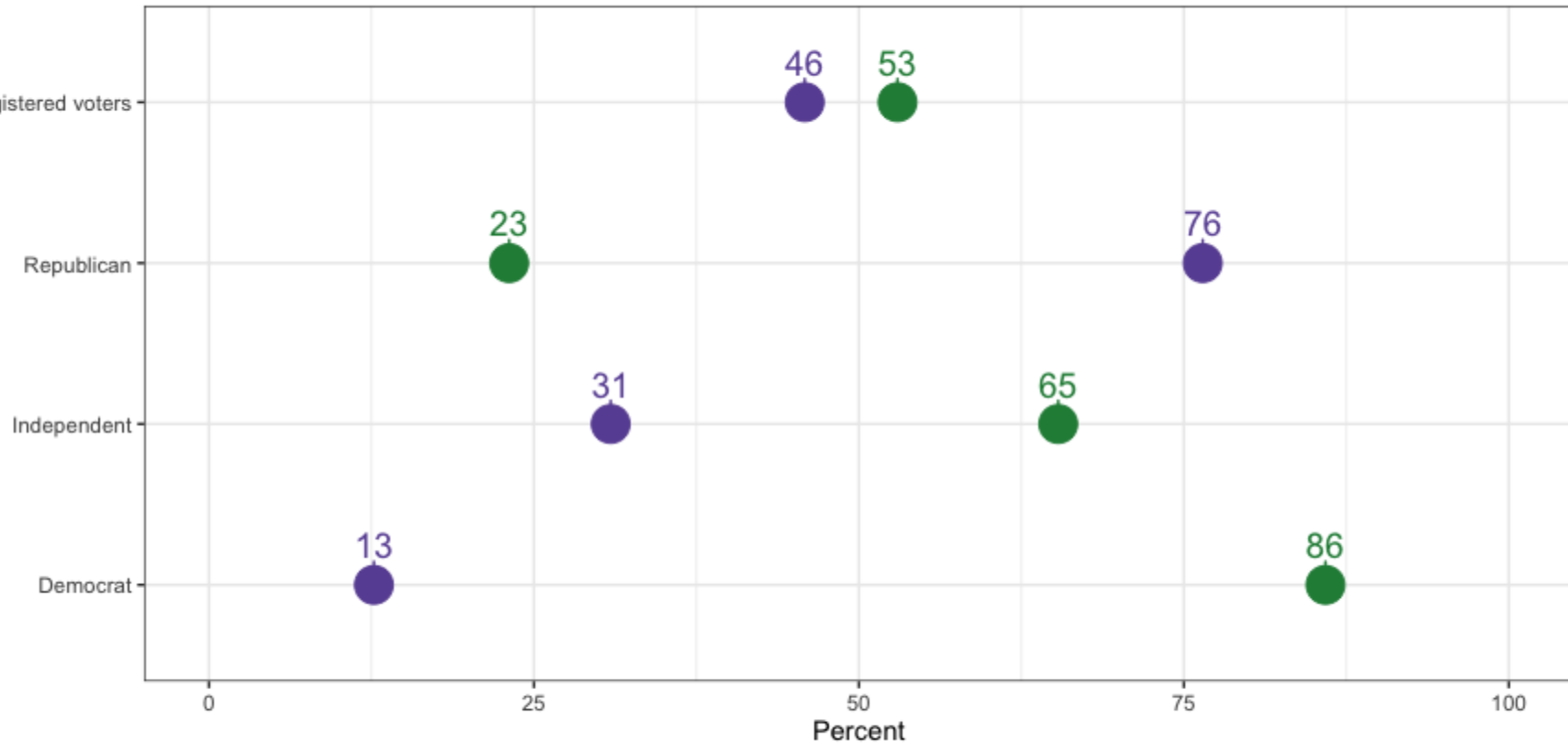


Costs outweigh benefits

Act 10 by party identification

Among registered voters

Party ID

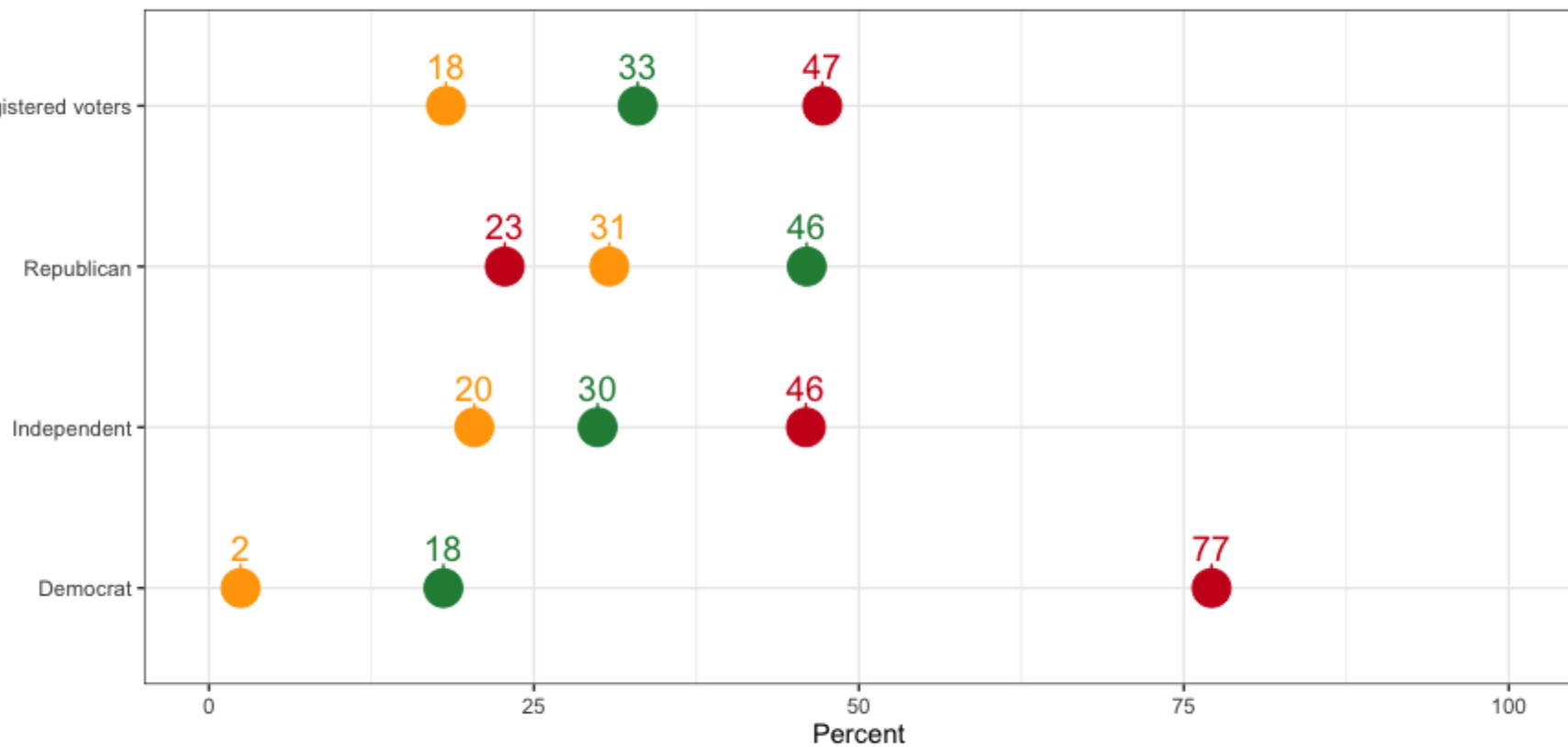


Act 10 ● Return collective bargaining ● Keep as it is now

School funding by party identification

Among registered voters

Party ID



School funding ● Enough ● More than needed ● Too little

Budget surplus bill by party identification

Among registered voters

Party ID

Among all registered voters

Republican

Independent

Democrat

0

25

50

75

100

Percent

Budget surplus bill



Should have passed the bill



Should have defeated the bill

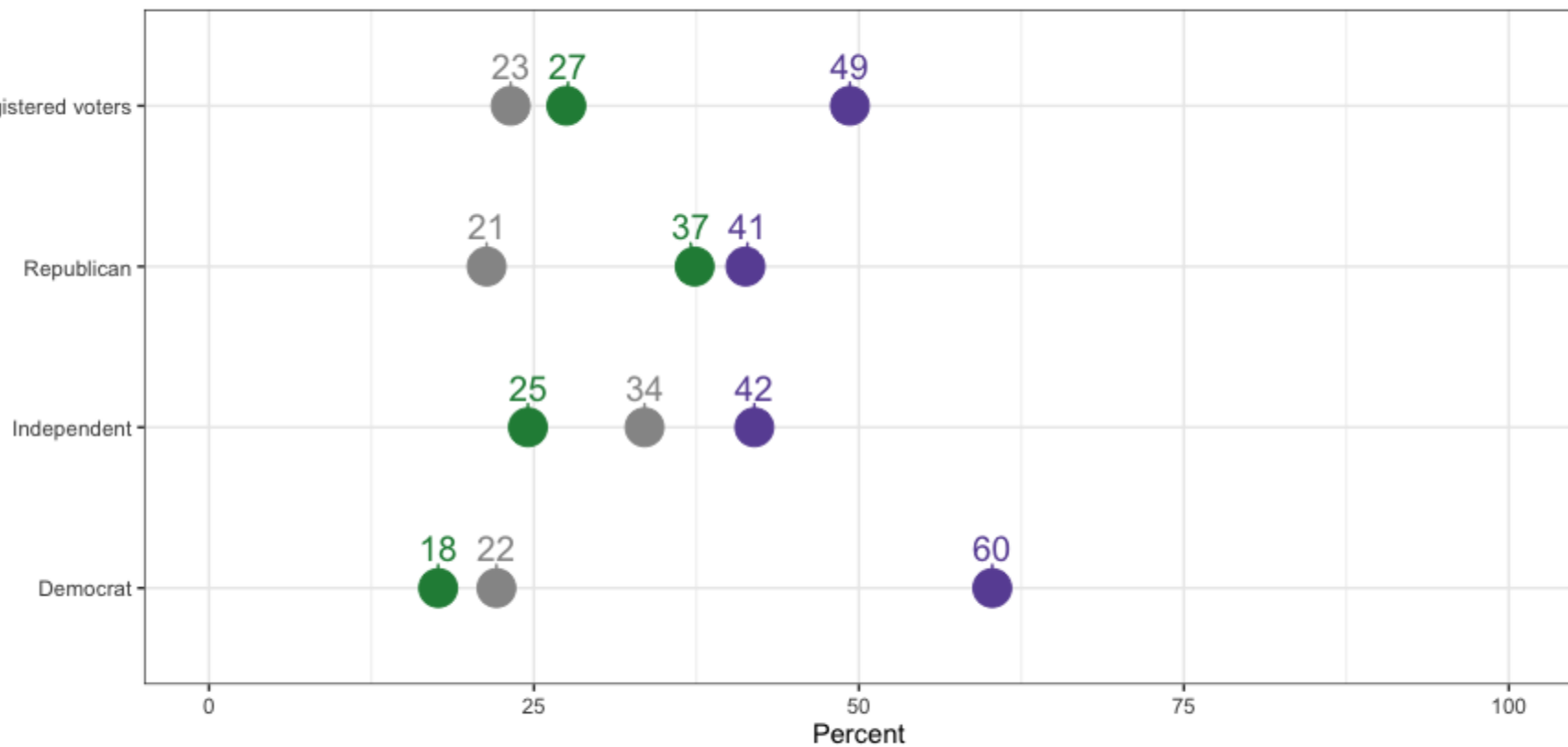


Don't know

Postpone budget surplus bill for fiscal concern by party identification

Among registered voters

Party ID



Postpone budget surplus bill



Better to delay



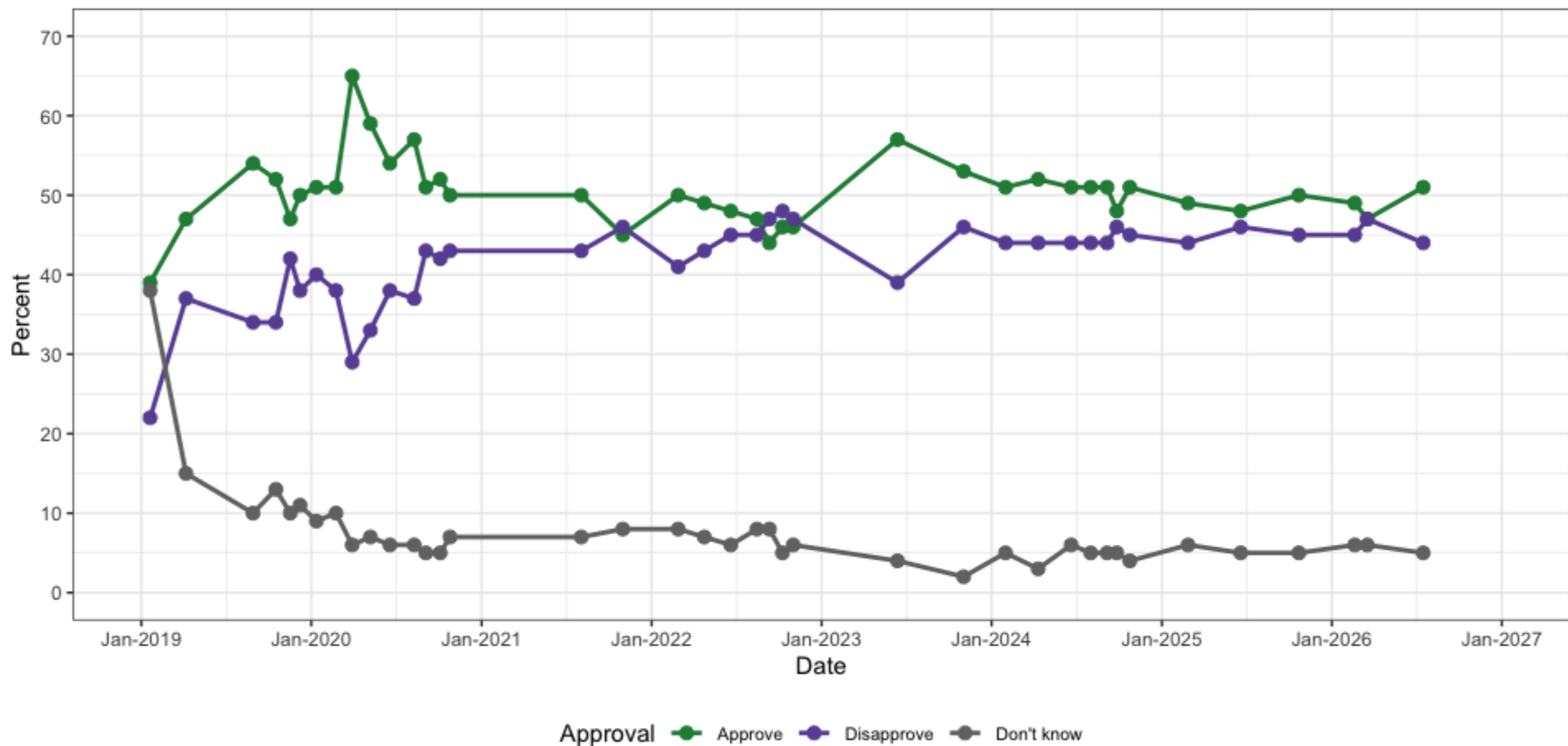
Better to pass now



Don't know

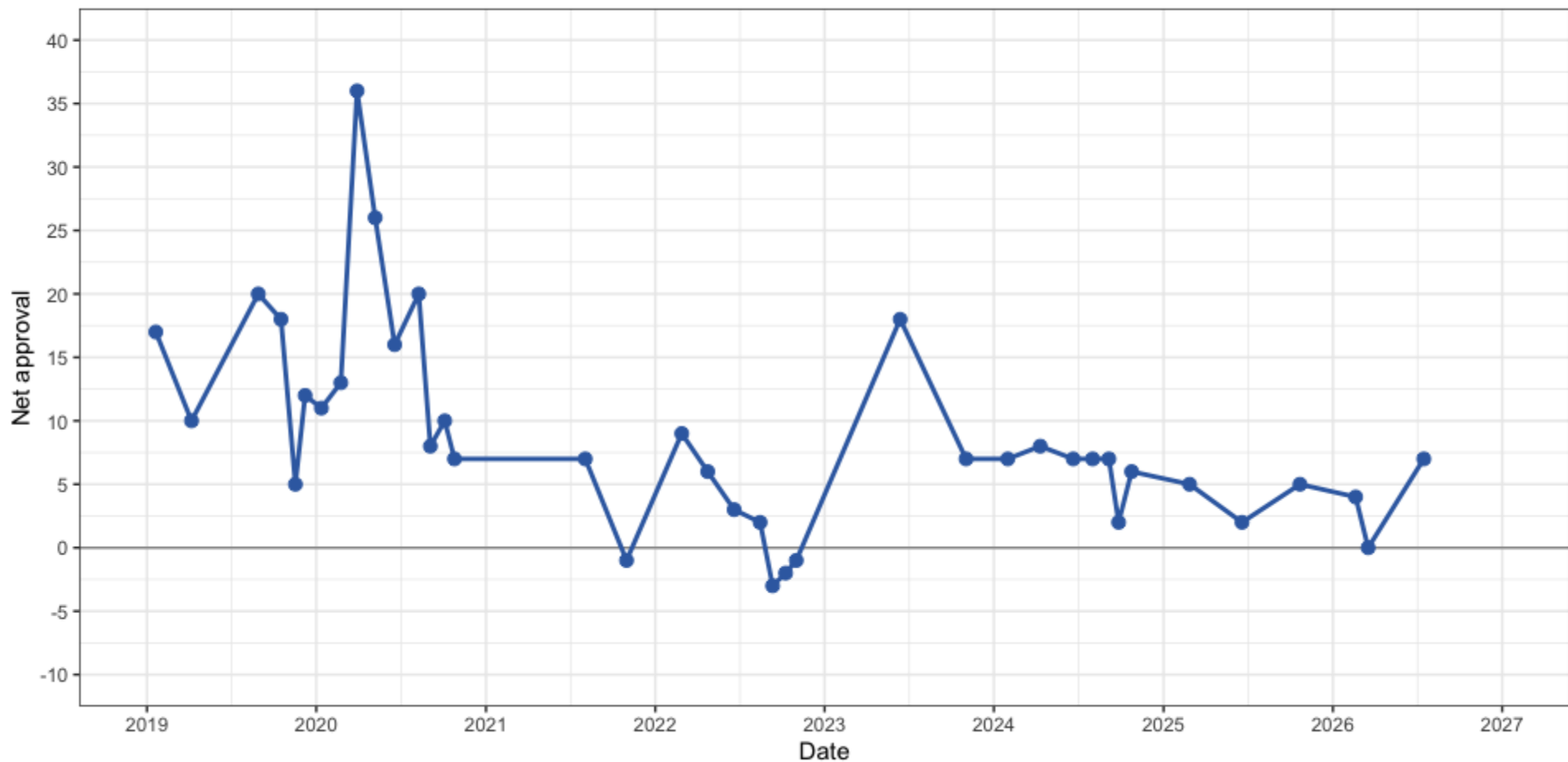
Evers job approval trend

Among Wisconsin registered voters



Evers net job approval trend

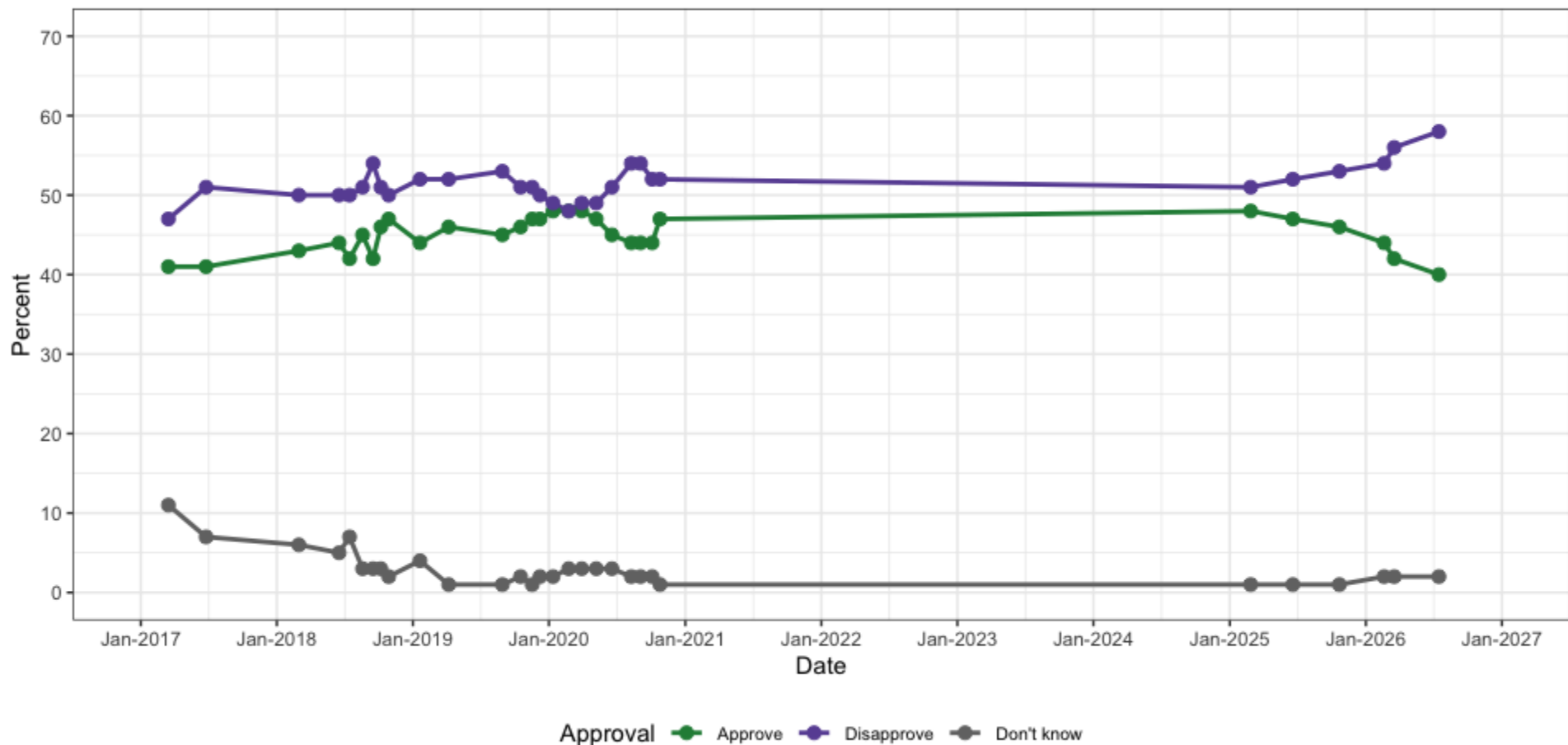
Among Wisconsin registered voters



National issues

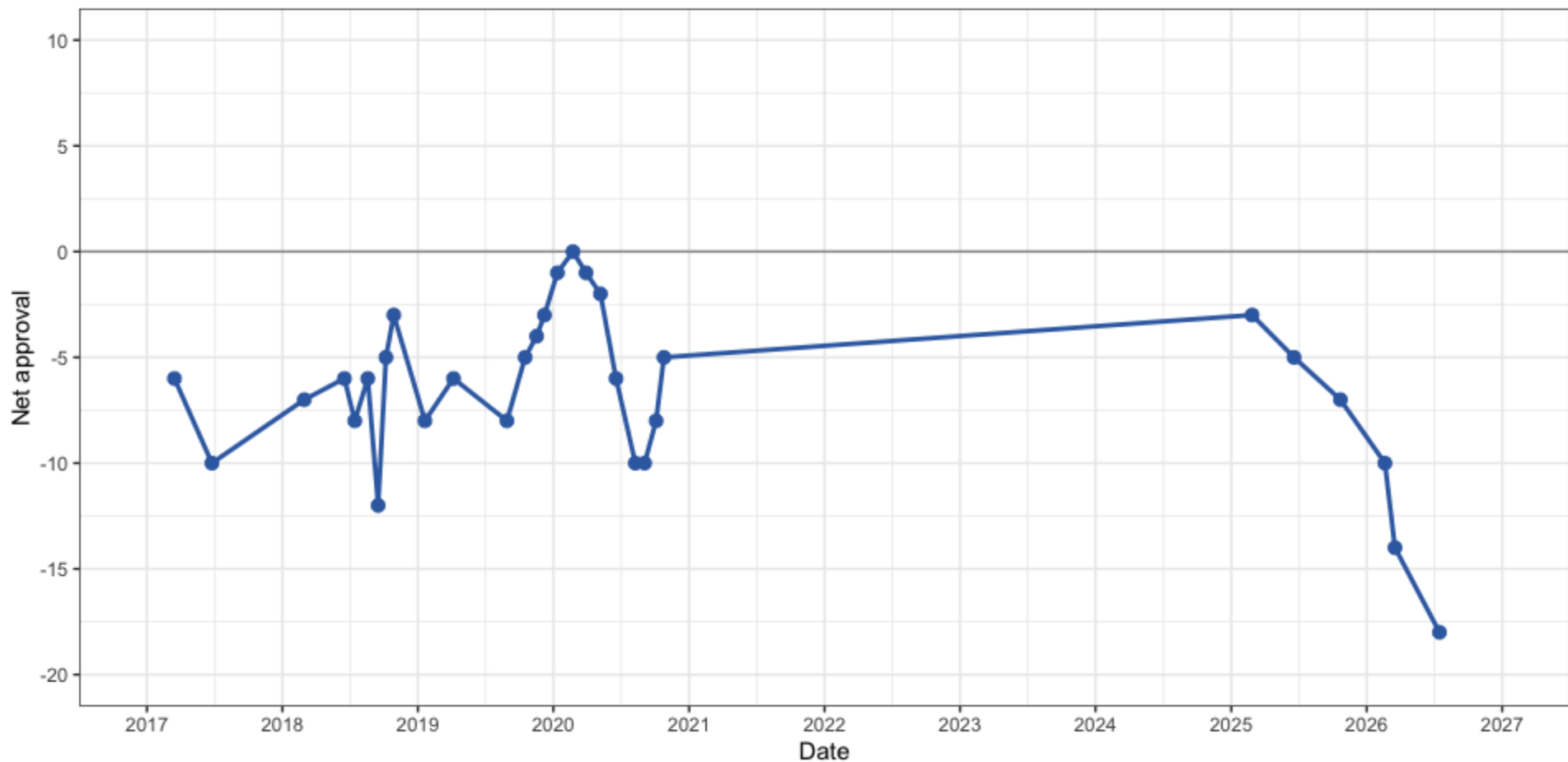
Trump job approval trend

Among Wisconsin registered voters



Trump net job approval trend

Among Wisconsin registered voters



Achieved goals in Iran war by party identification

Among registered voters

Party ID

Among all registered voters

Republican

Independent

Democrat

0

25

50

75

100

Percent

Achieved goals



Has achieved its goals



Has not achieved its goals

14

85

25

75

7

90

5

95

Is Iran war worth the cost by party identification

Among registered voters

Party ID

Among all registered voters

Republican

Independent

Democrat

0

25

50

75

100

Percent

Worth cost ● Worth the cost ● Not worth the cost

29

71

41

59

13

85

0

99

Control of Strait of Hormuz by party identification

Among registered voters

Party ID

Among all registered voters

Republican

Independent

Democrat

0

25

50

75

100

Percent

Control of Strait



More control



Less control



Hasn't been any change

22

28

49

25

30

45

17

22

56

11

21

68

The last word

Polls don't vote. People vote.
The election is in your hands.



But one more thing...

- We'll be back next Wednesday with a new poll
- Come join us on July 29 at 11:00
- Note the time: 11:00

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