

MARQUETTE UNIVERSITY
LAW SCHOOL POLL

July 22-27, 2026



The topics of the day

- Methodology of the poll
- Democratic primary
- Evers endorsement
- Sources of support

The methodology

- The survey was conducted July 22-27, 2026, interviewing 407 Wisconsin Democratic primary voters, with a margin of error of +/-6.6 percentage points.
- Interviews were attempted with all Democratic primary respondents from the July 8-16 poll, with a 59% success (reinterview) rate, as well as an additional fresh sample.
- The sample includes 254 respondents who were previously interviewed in the survey of July 8-16, 2026, and 153 new respondents.

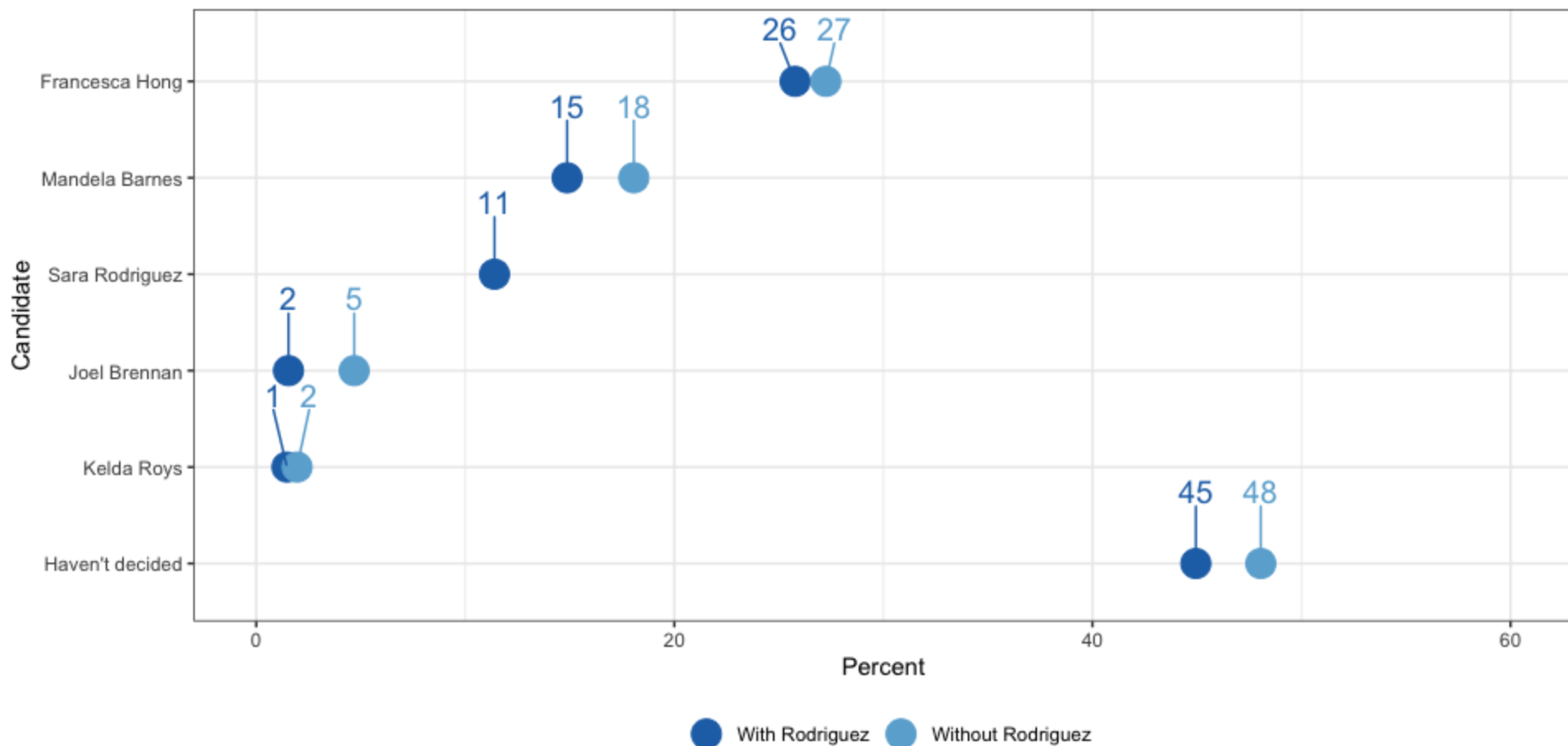
Partisan makeup

- The partisan makeup of the sample of Democratic primary voters is 4% Republican, 36% independent (including those who lean to a party), and 59% Democratic. Wisconsin has open primaries in which any voter can participate.

Primaries

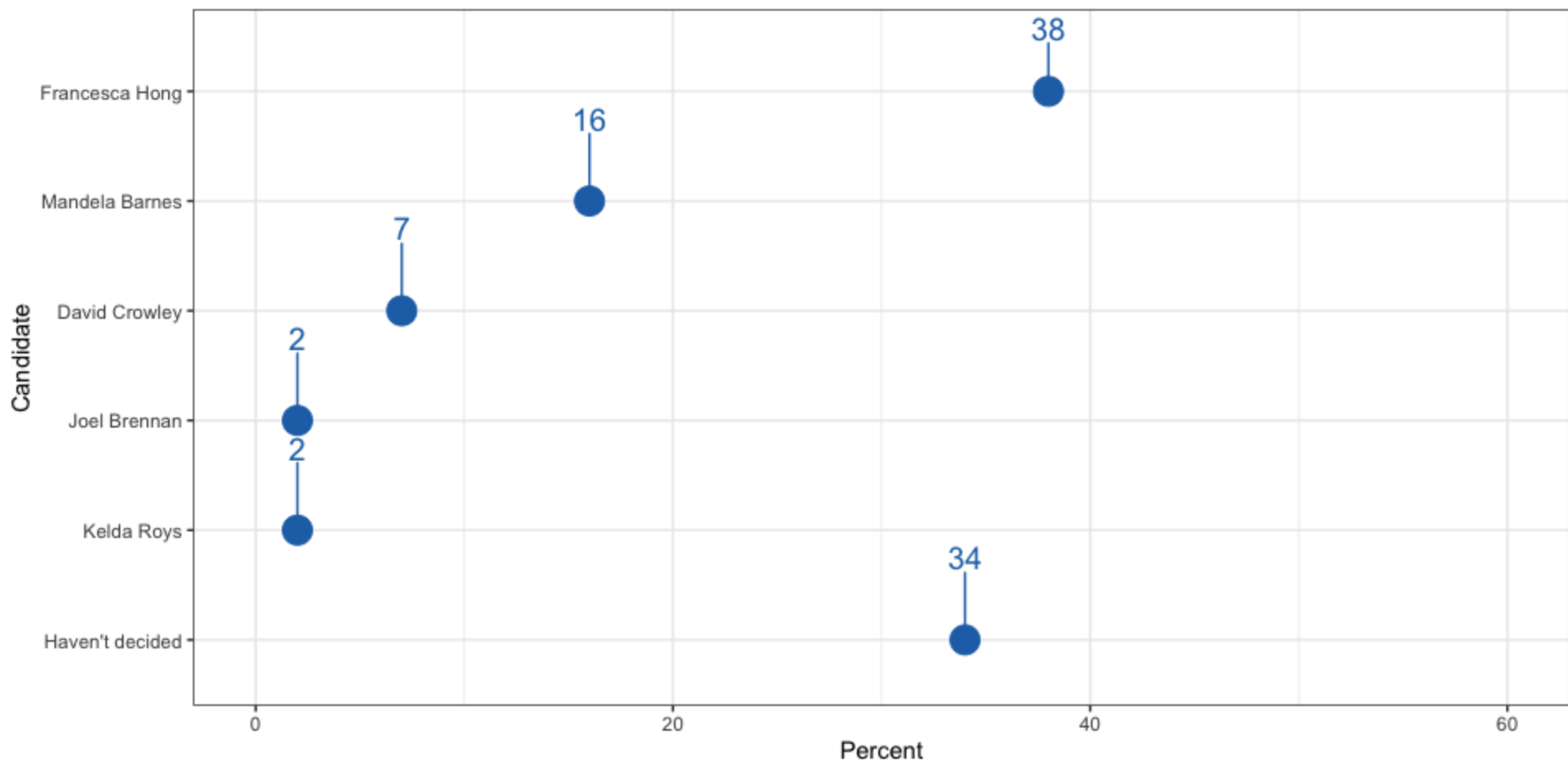
Democratic primary choice, July 8-16 survey

Among Democratic primary voters



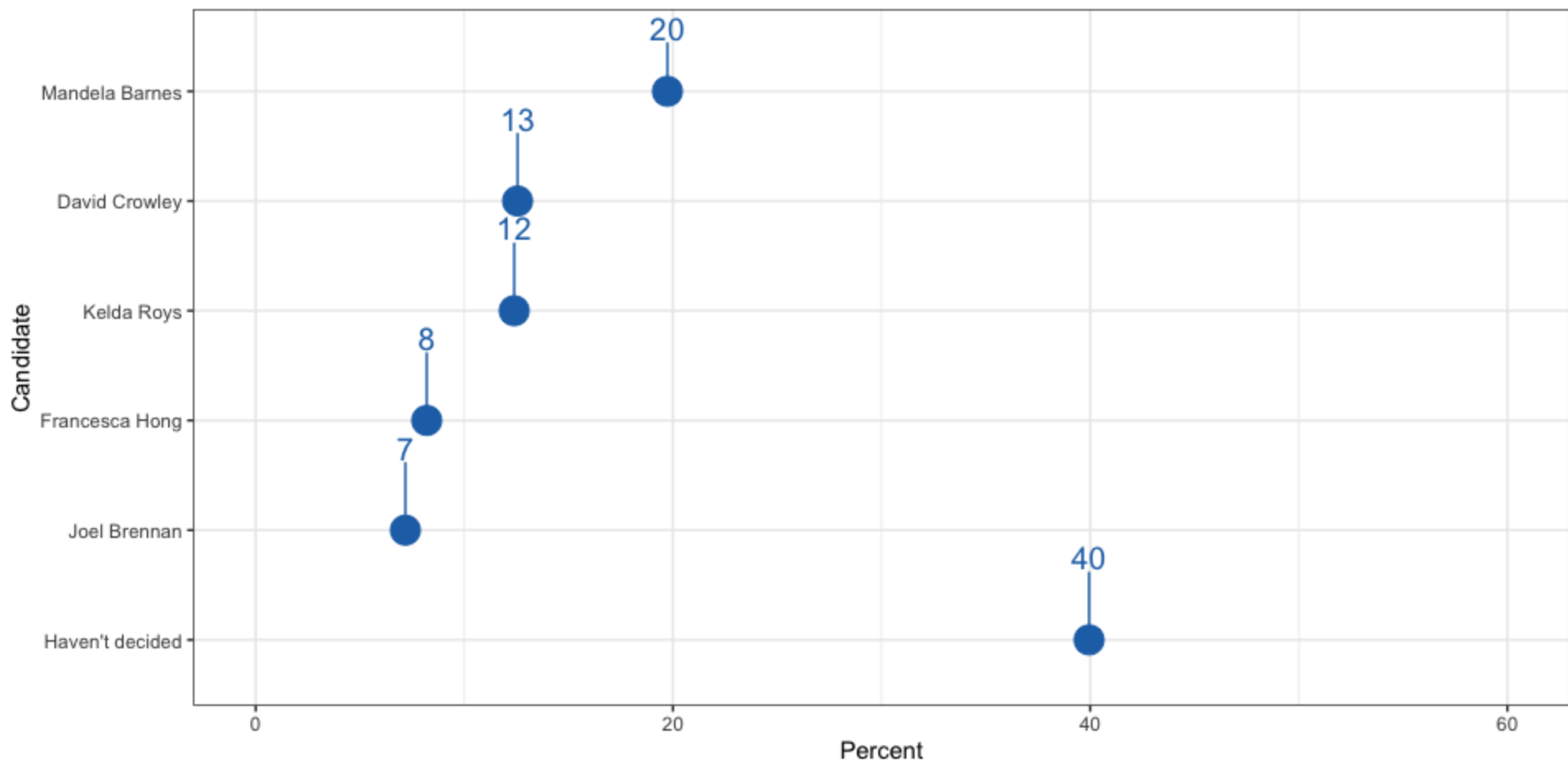
Democratic primary choice, July 22-27 survey

Among Democratic primary voters



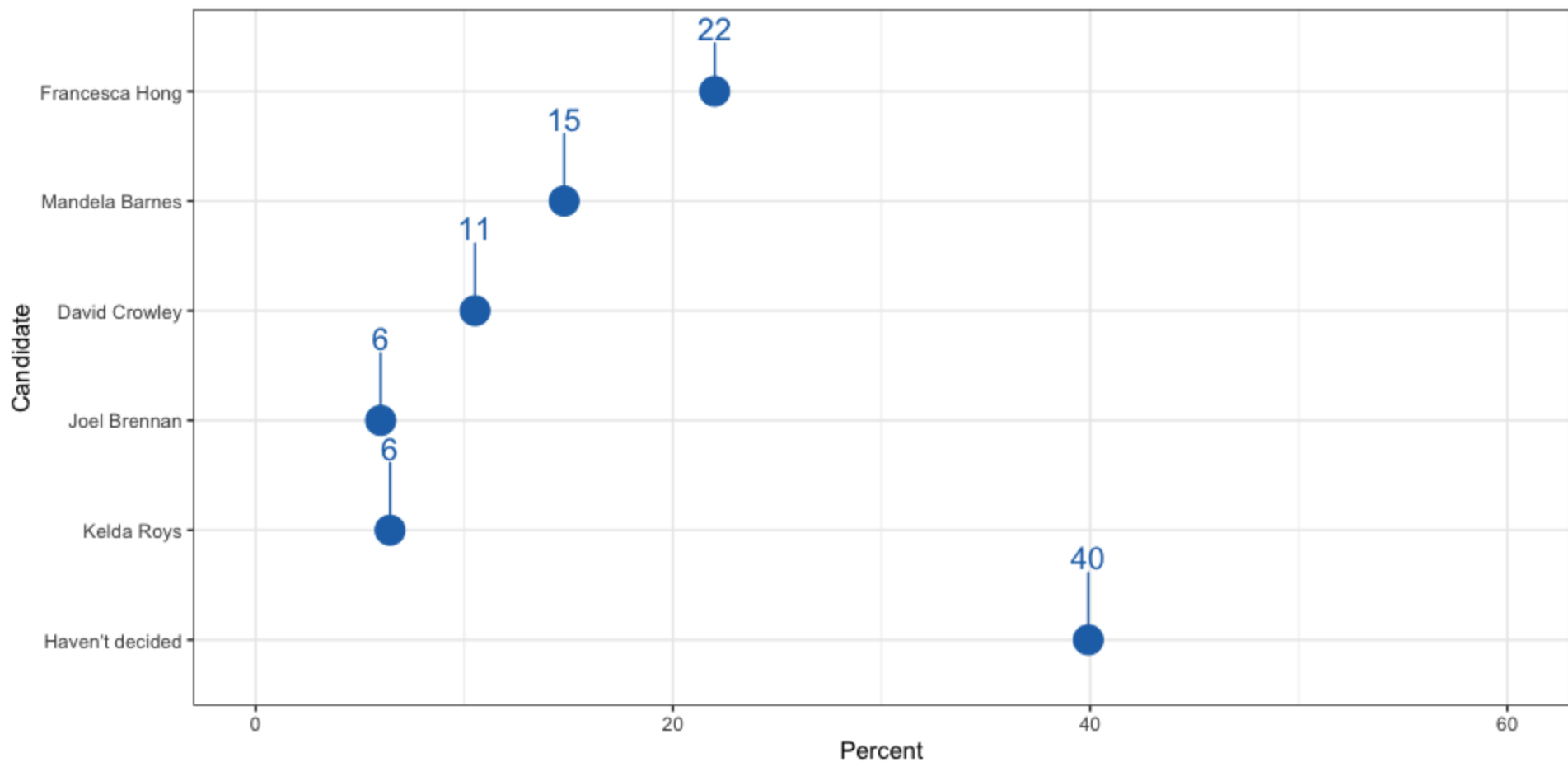
Democratic primary 2nd choice

Among Democratic primary voters



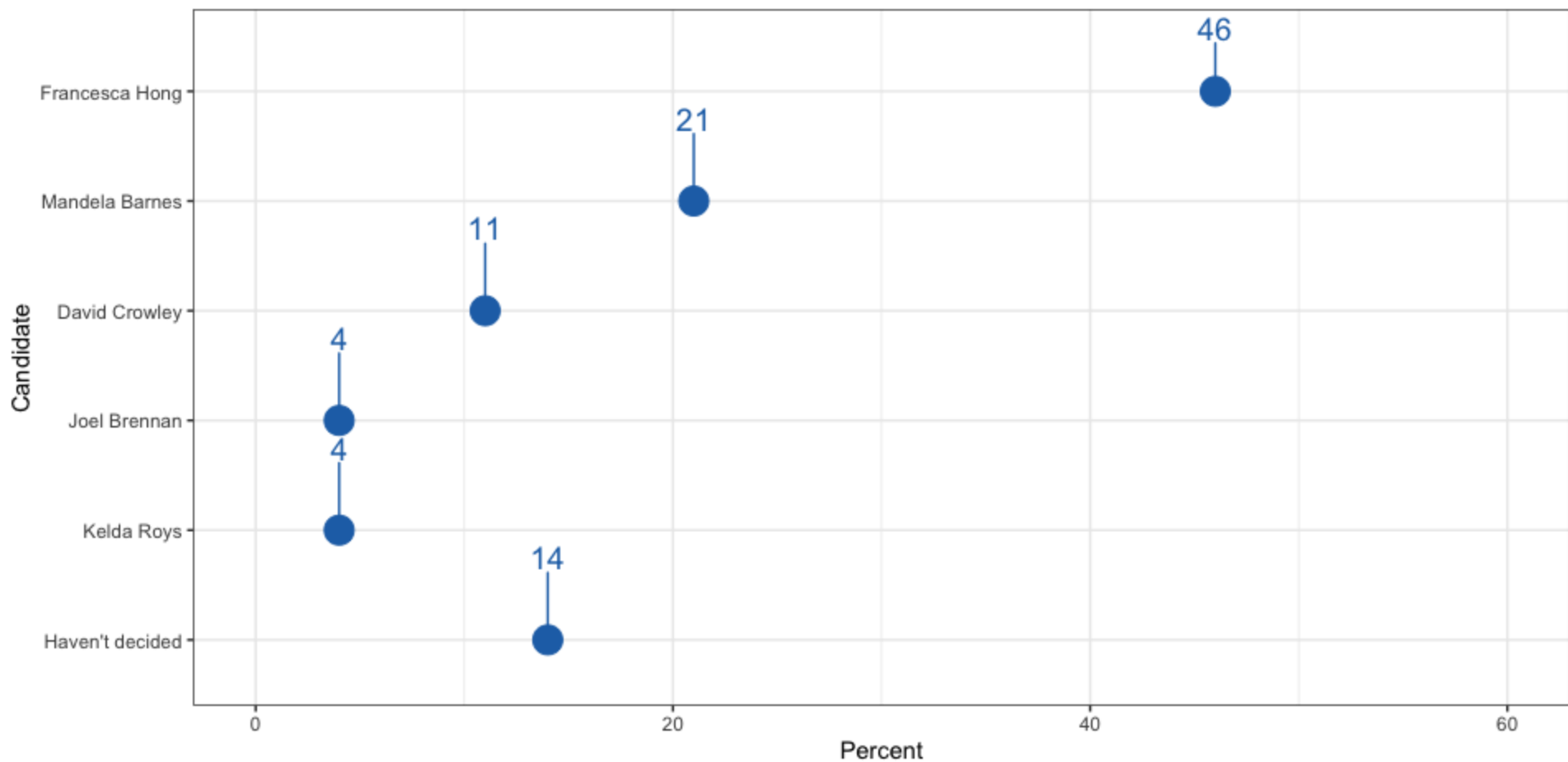
Democratic primary how undecided lean

Among Democratic primary voters



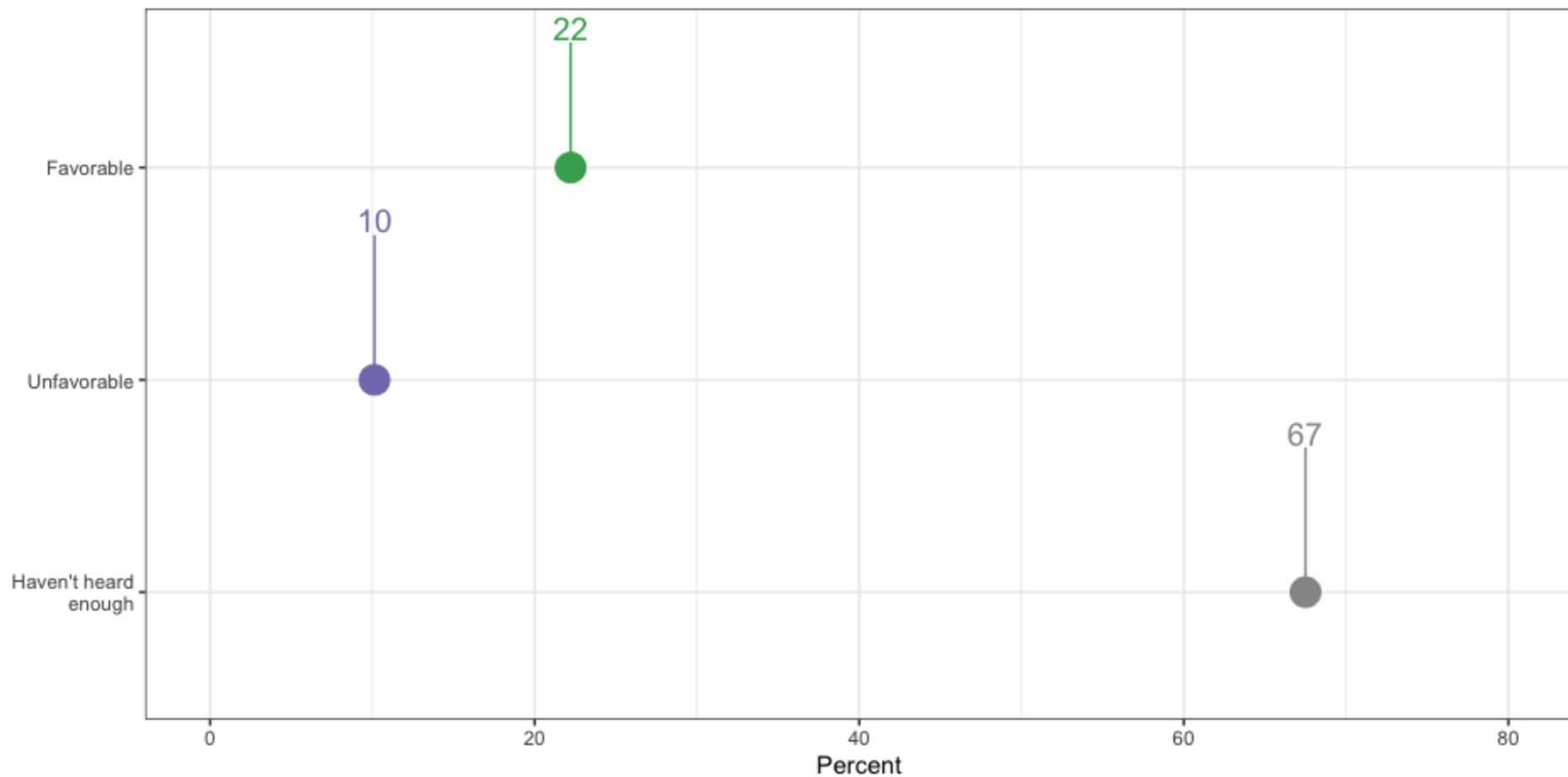
Democratic primary choice including leaners

Among Democratic primary voters



Favorability to David Crowley

Among Democratic primary voters



Heard about Evers' endorsement

Among Democratic primary voters

Heard

Yes, have heard

No, have not heard

0

20

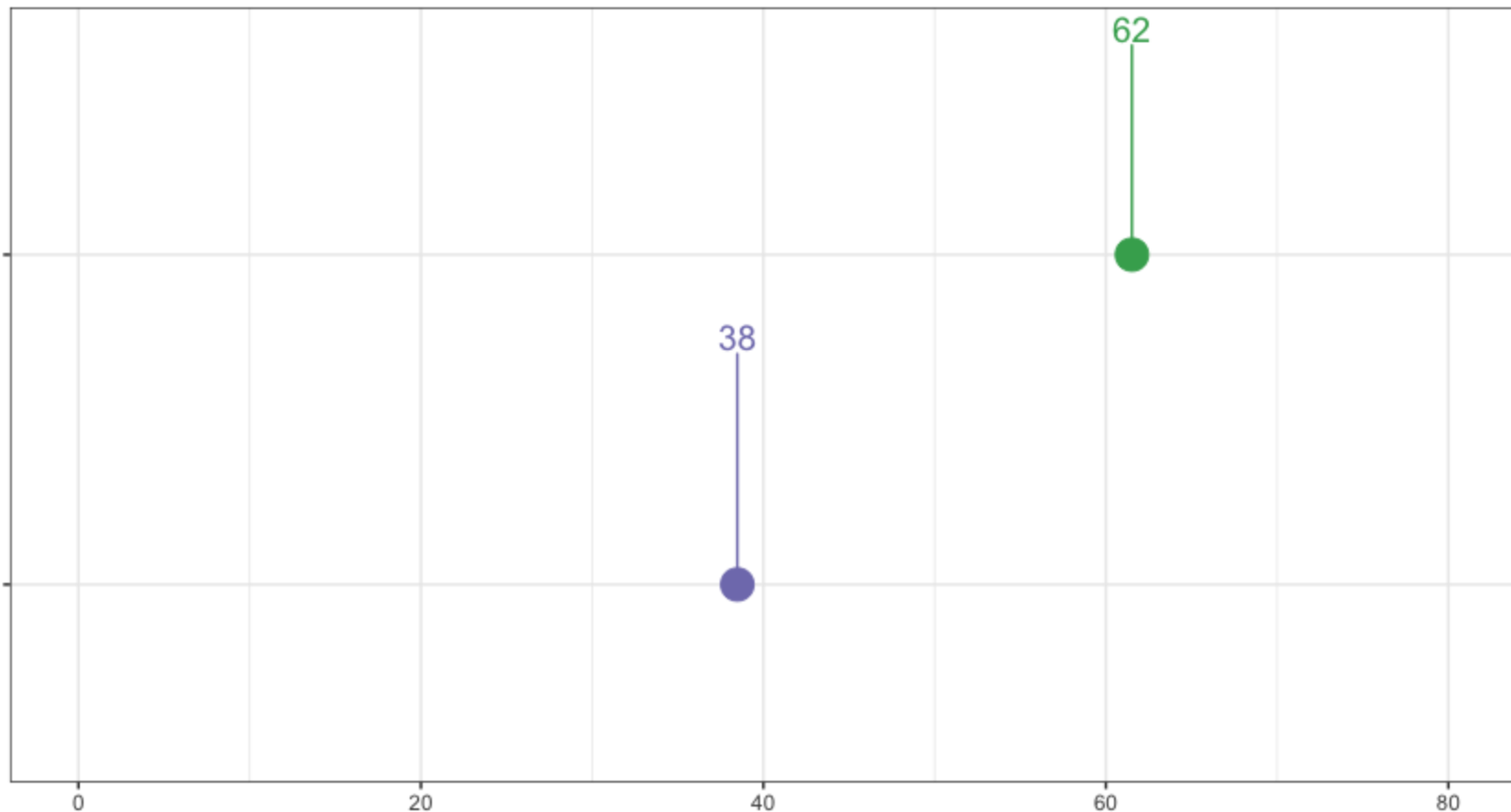
Percent

60

80

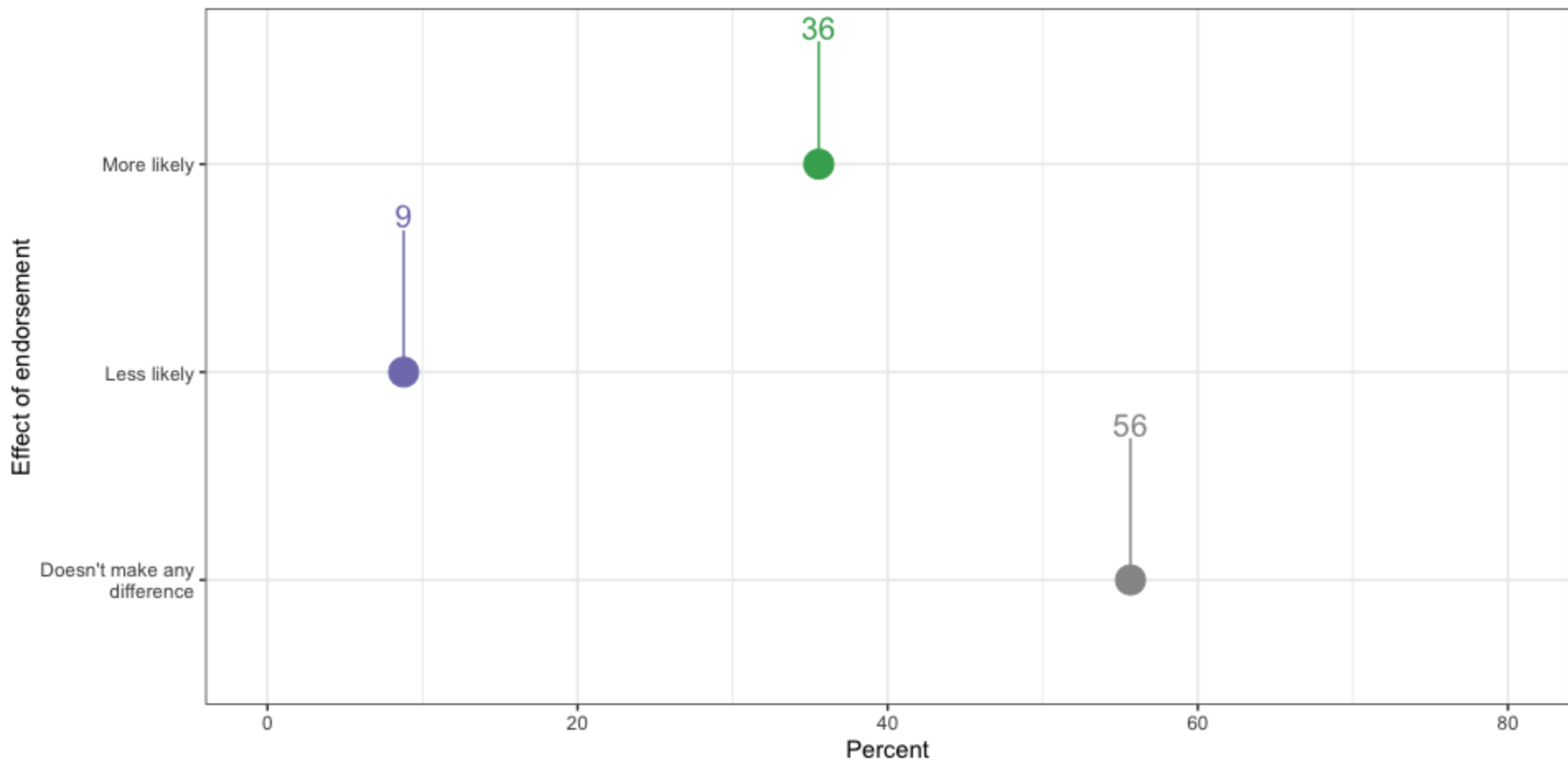
38

62



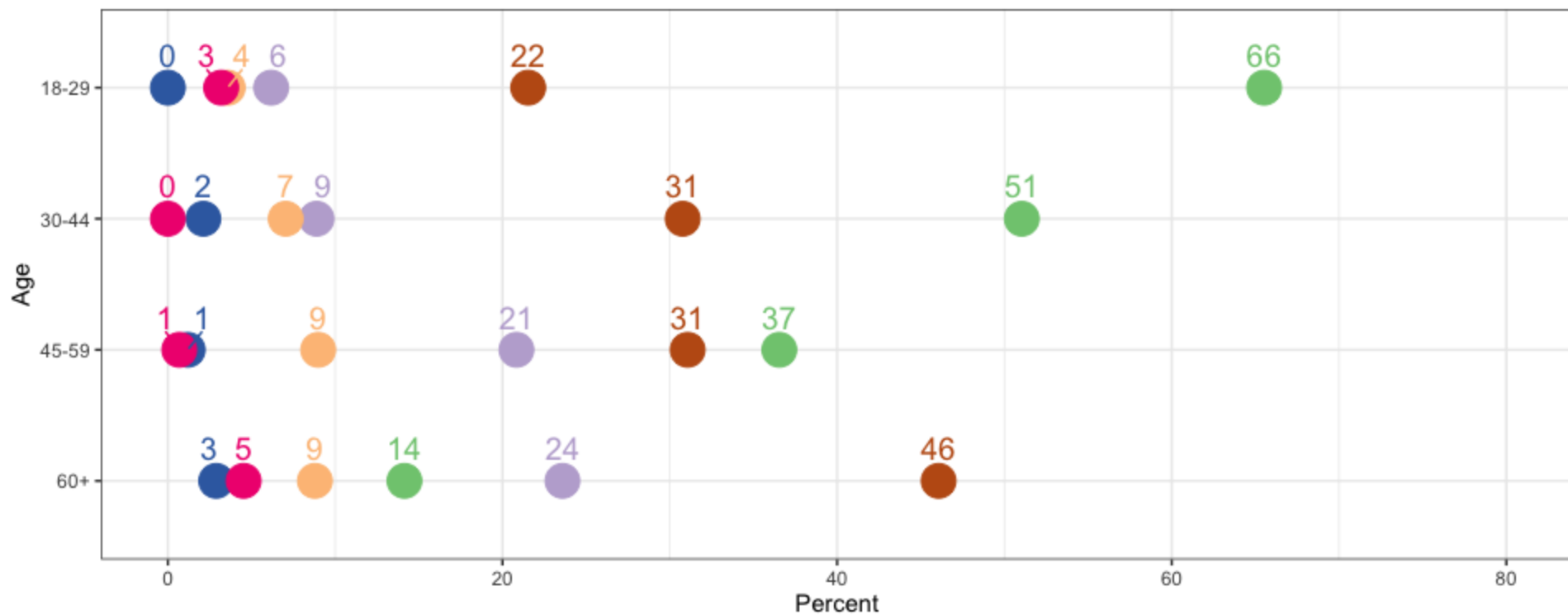
Effect of Evers' endorsement

Among Democratic primary voters



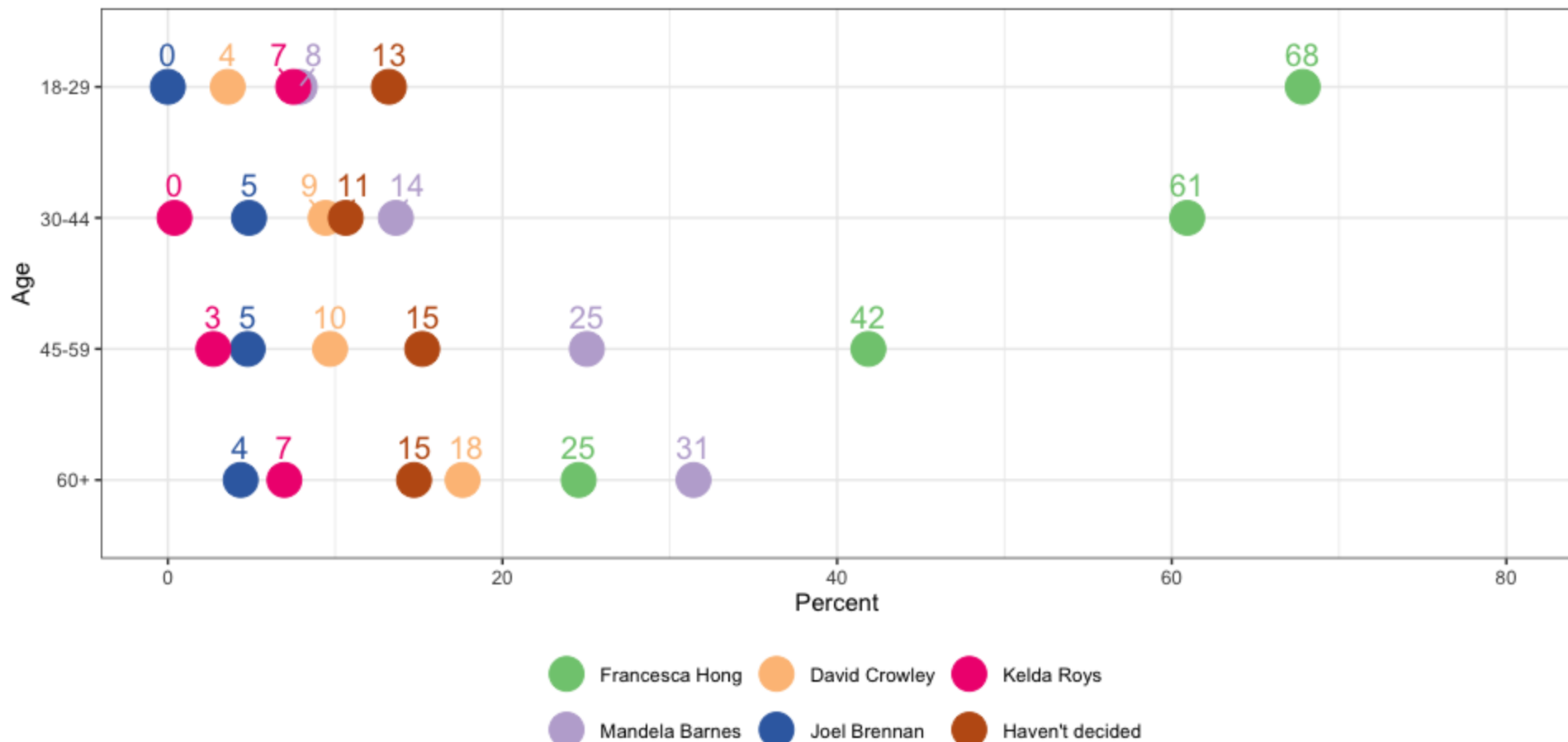
Democratic vote by age

Among Democratic primary voters



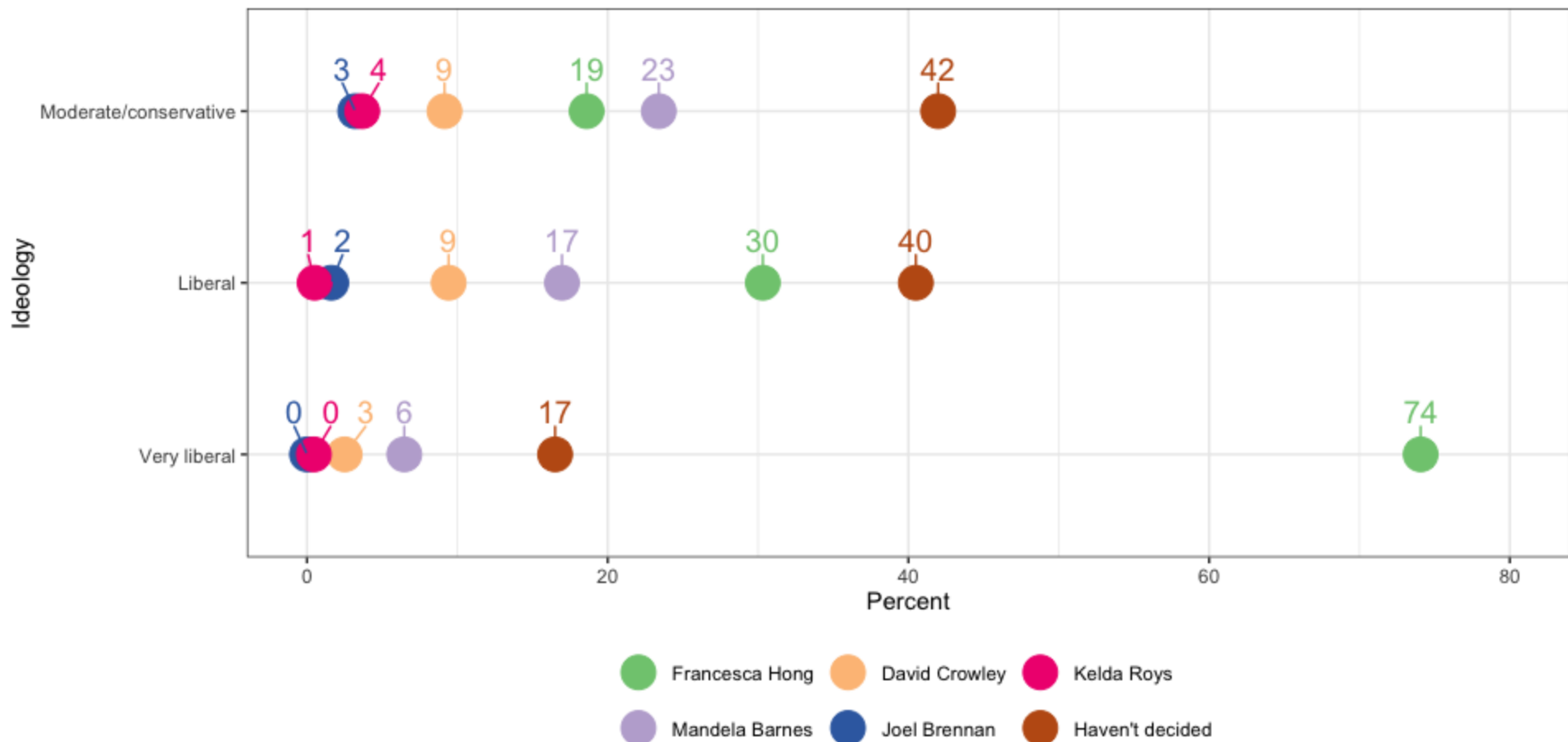
Democratic vote including leaners by age

Among Democratic primary voters



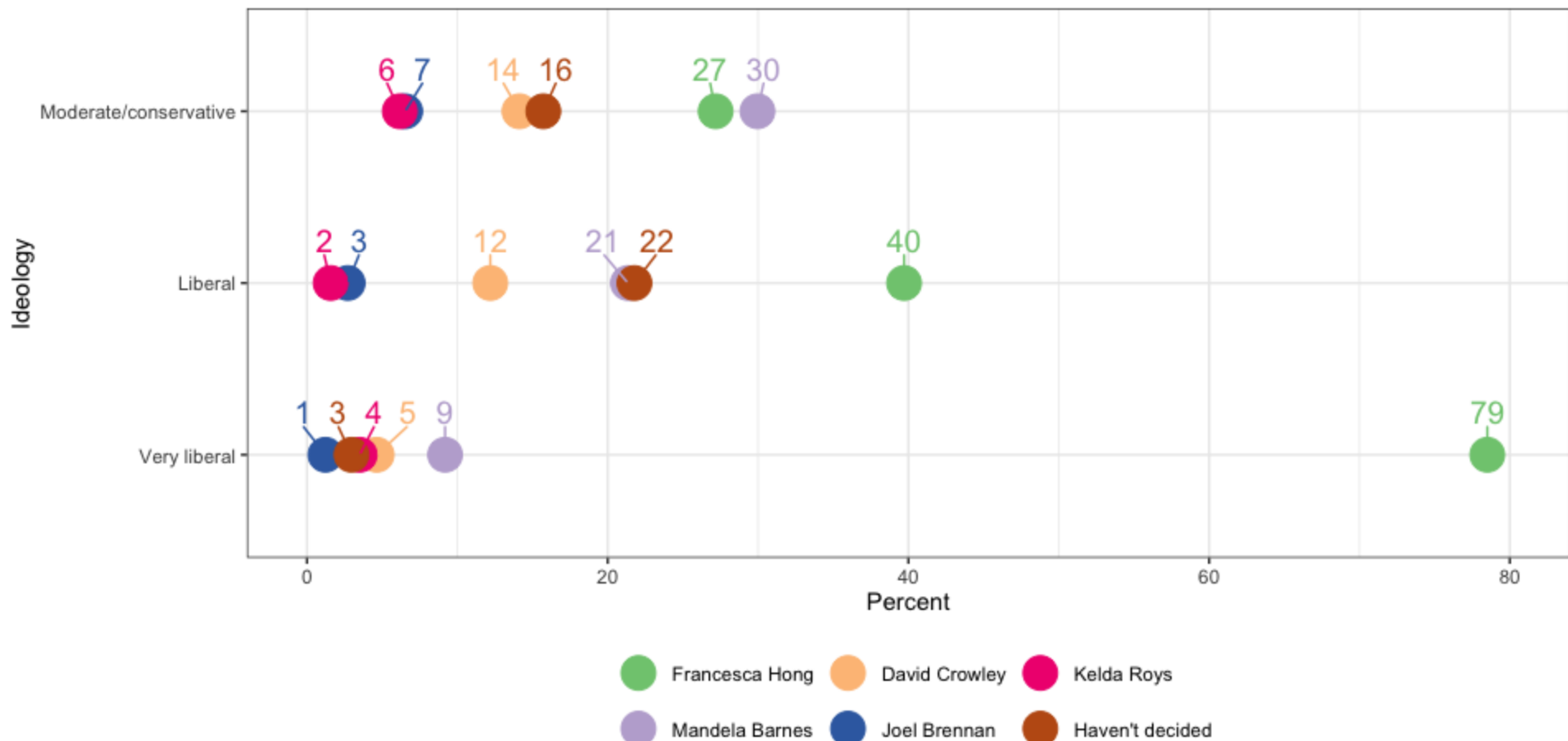
Democratic vote by ideology

Among Democratic primary voters



Democratic vote including leaners by ideology

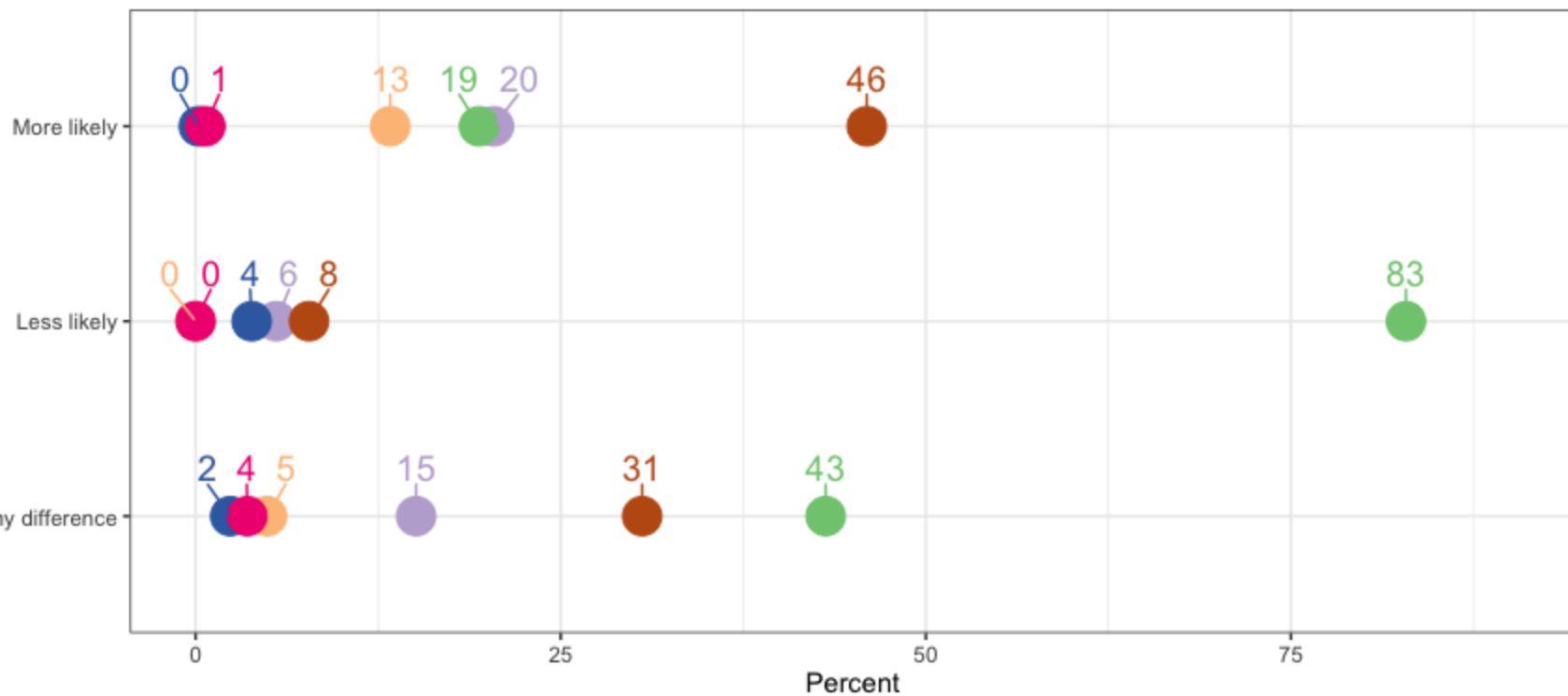
Among Democratic primary voters



Democratic vote by endorsement effect

Among Democratic primary voters

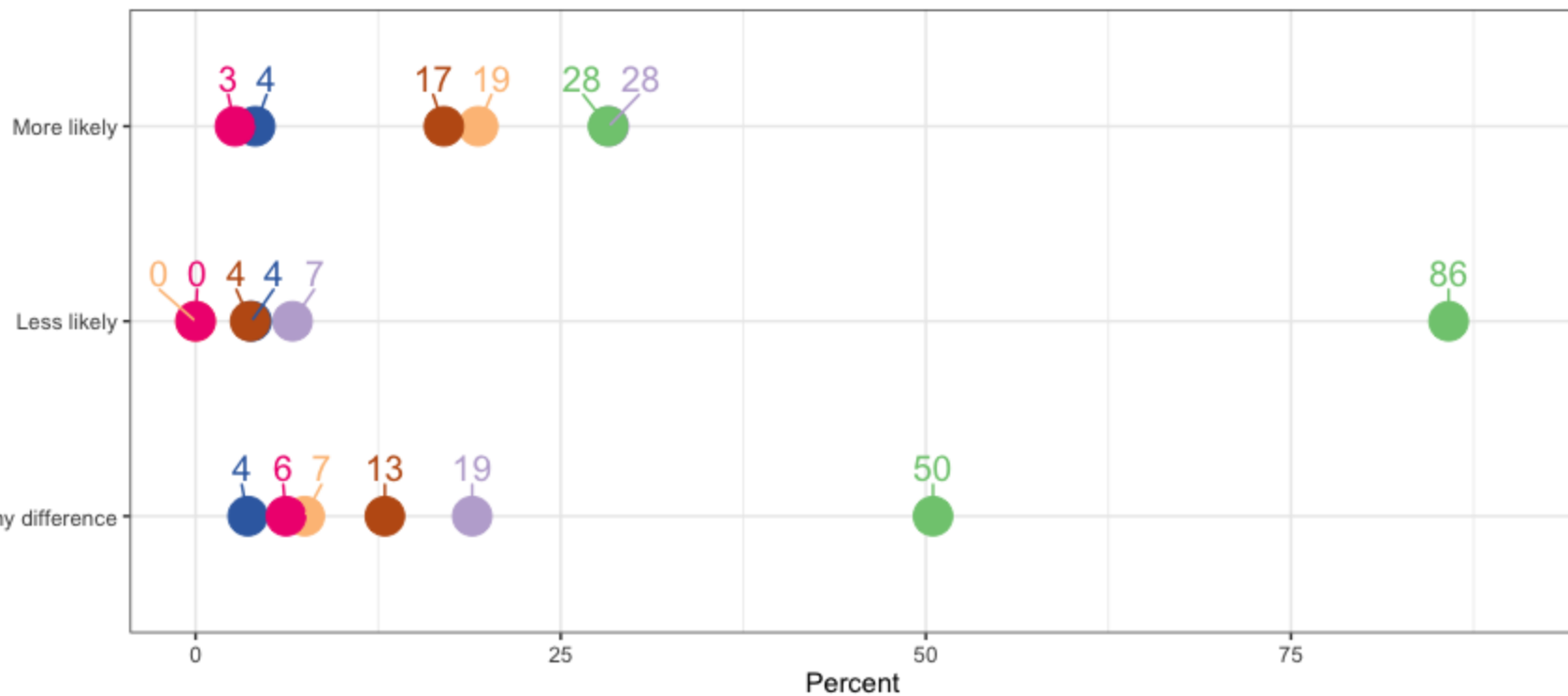
Endorsement effect



Democratic vote including leaners by endorsement effect

Among Democratic primary voters

Endorsement effect



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



But one more thing...

- We have a new poll coming out next Wednesday...
- But no. It isn't a Wisconsin poll, and it isn't in person
- Check our website for a new national poll on presidential approval, views of the economy, the Iran war and a variety of other issues.
- Thanks for coming today. Now go vote.

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