



Wisconsin Political Outlook



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After the Primary it is a quick sprint to Election Day



All New Leaders at the Same Time for the First Time since 2011



All 3 not seeking re-election

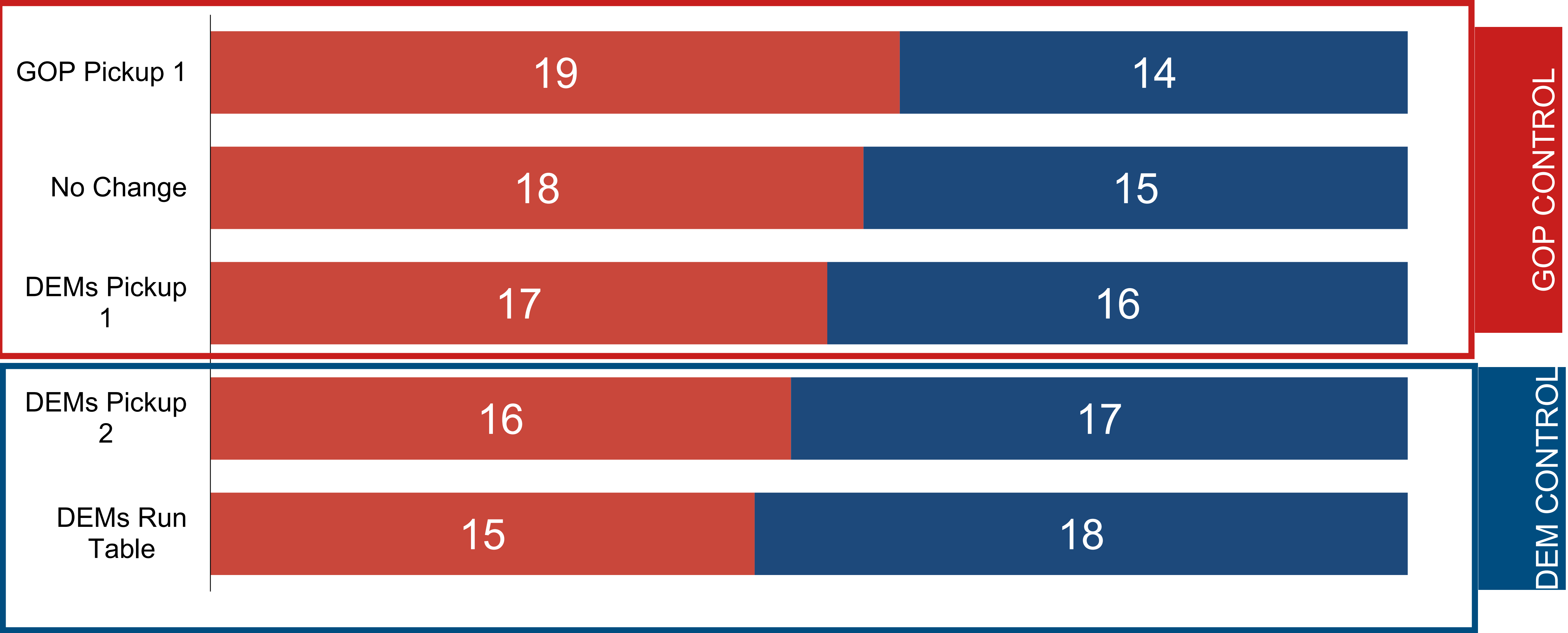


New Gov, Speaker, Sen. Leader

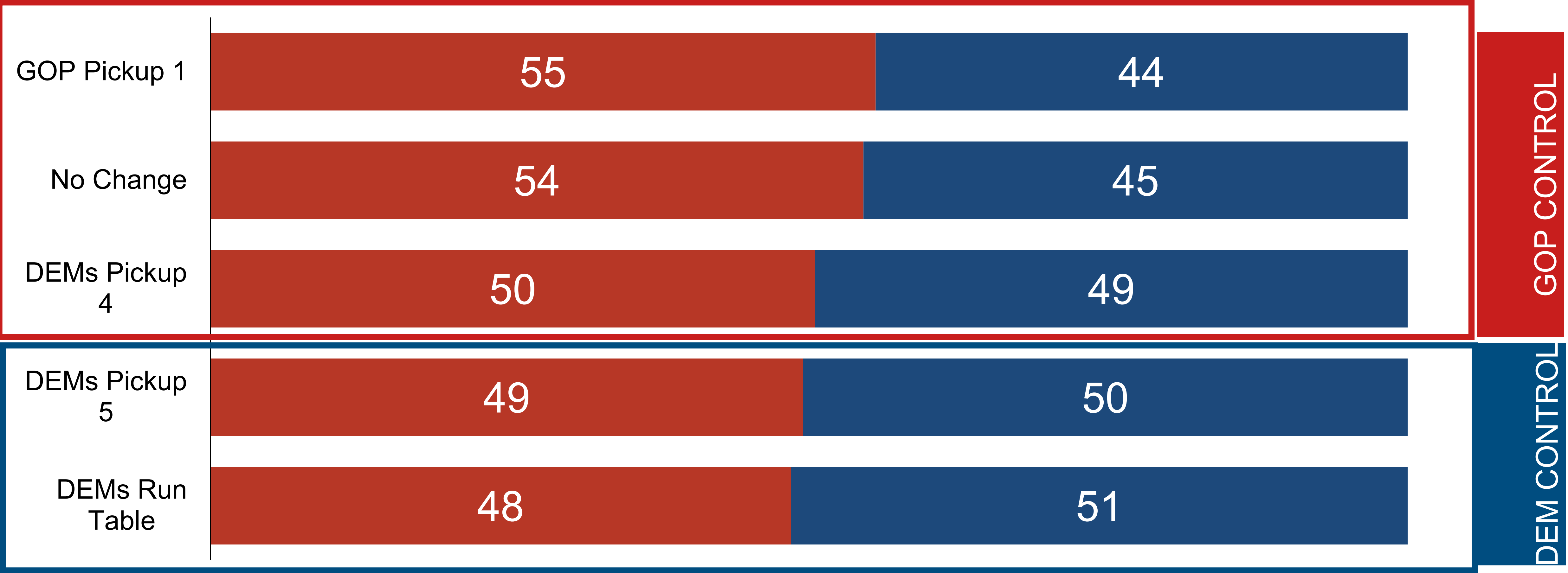
Potential 2026 Election Outcomes

Governor	Assembly	Senate
Democrat	Republican	Democrat
Republican	Republican	Democrat
Democrat	Democrat	Democrat
Democrat	Republican	Republican
Republican	Republican	Republican
Republican	Democrat	Democrat

Potential 2026 Election Outcomes (State Senate)



Potential 2026 Election Outcomes (State Assembly)



Governor's Race

Hong had led by double digits in almost every DEM Primary Poll Since July

Pollster	Crowley	Hong	Difference 1st vs. 2nd
State Navigate (8/3-6)	22%	44%	Hong +22
PPP (Crowley, 8/4-5)	24%	42%	Hong +18
MU Law School Poll 7/22-27/2026	7%	38%	Hong +22
State Navigate (7/23- 26/2026)	15%	44%	Hong +29
PPP (Crowley, 7/20-22)	14%	35%	Hong +20
Wedgewood Polls 7/18- 20/2026	9%	38%	Hong +8
Impact Research (Barnes, 7/18-20)	11%	39%	Hong +13
MU Law School Poll 7/8- 16/2026		26%	Hong +11

A wild Month in the Democratic Gubernatorial Primary

6-22-26	Missy Hughes first candidate to suspend campaign, endorse Rodriguez
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7-7-26	Rodriguez announces \$1M ad buy
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7-8-26	David Crowley suspends campaign, endorses Rodriguez
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7/9-10/26	Major Unions endorse Rodriguez
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7/12/26	Rodriguez sends Sun. night press release that she fired her campaign manager
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7/17/26	Rodriguez ends her campaign for Governor
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7/18/26	David Crowley re-enters race for Governor with Gov. Evers endorsement
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7/30/26	Mandela Barnes ends campaign for Governor
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Hong has 3 weeks of straight negative media, including national media

M I L W A U K E E JOURNAL SENTINEL

Francesca Hong's past social media posts come under scrutiny

Hong reverses stance on defunding police, claims about racism

As Hong walks back tweets, Crowley takes aim at Thanksgiving posts

Hong's plan to end Milwaukee voucher programs diverges from opponents

CNN HeadlineNews

Wisconsin democratic socialist pressed on 'defund the police' questions

Voters debate candidate's 'cancel Thanksgiving' comments

THE HILL

Francesca Hong defends call to 'cancel Thanksgiving,'
but says 'views can evolve'

Francesca Hong says Thanksgiving is her favorite holiday: 'I don't want
to cancel it'

Hong wildly outspent on media advertising, 17-to-1



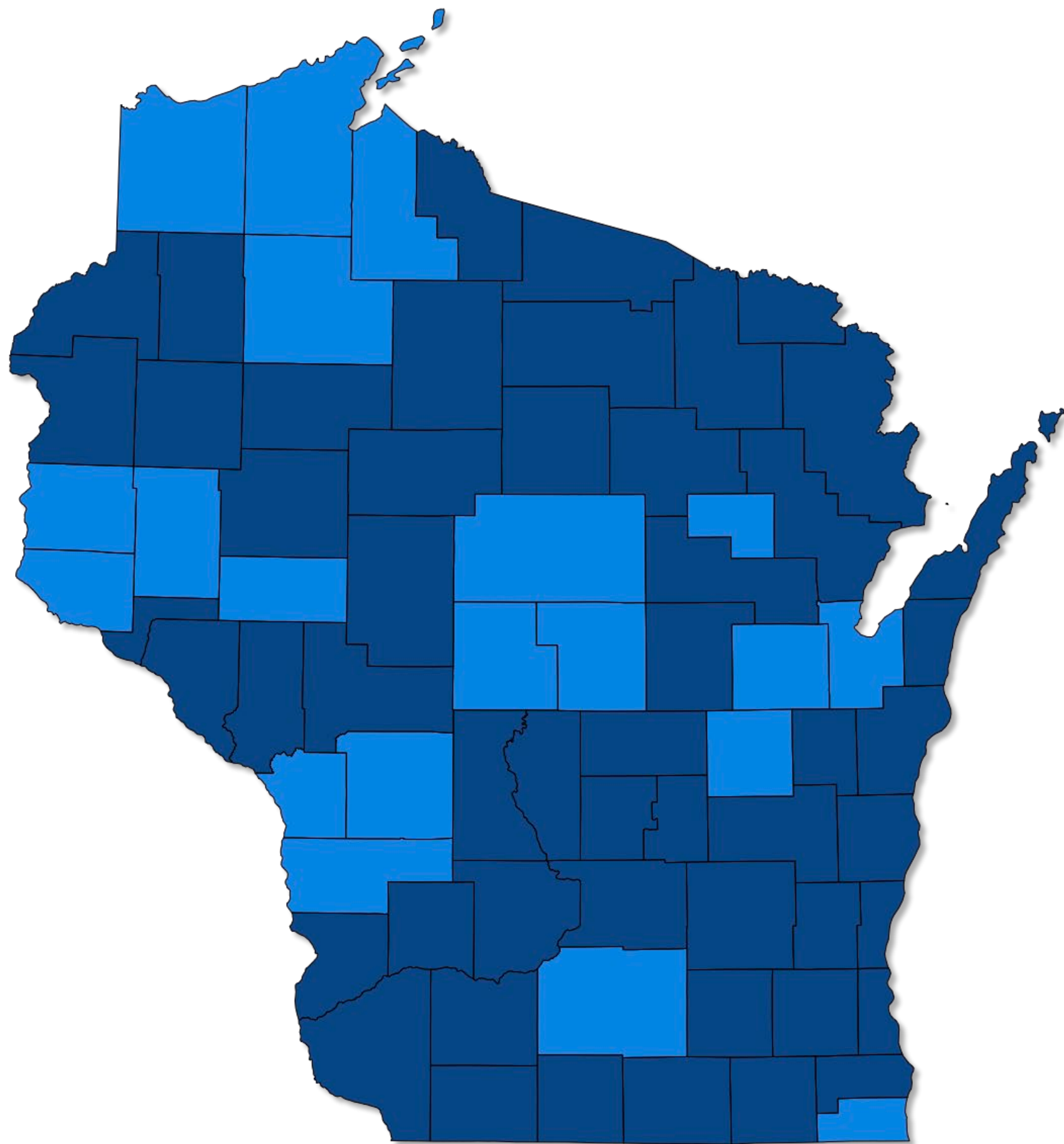
Benefitting Crowley/Anti-Hong

RGA Ads against/for Hong	\$3.6 million
Pro-Crowley Media spend	\$3.3 million
Crowley campaign	\$900,000
Total media spend	\$7.8 Million

Benefitting Hong

Broadcast advertising	\$0
Streaming ads	\$100,000
Digital ads	\$135,000
3 rd party digital ads	\$219,000
Total media spend	\$454,00

Crowley won the Democratic Primary by 3,800 votes



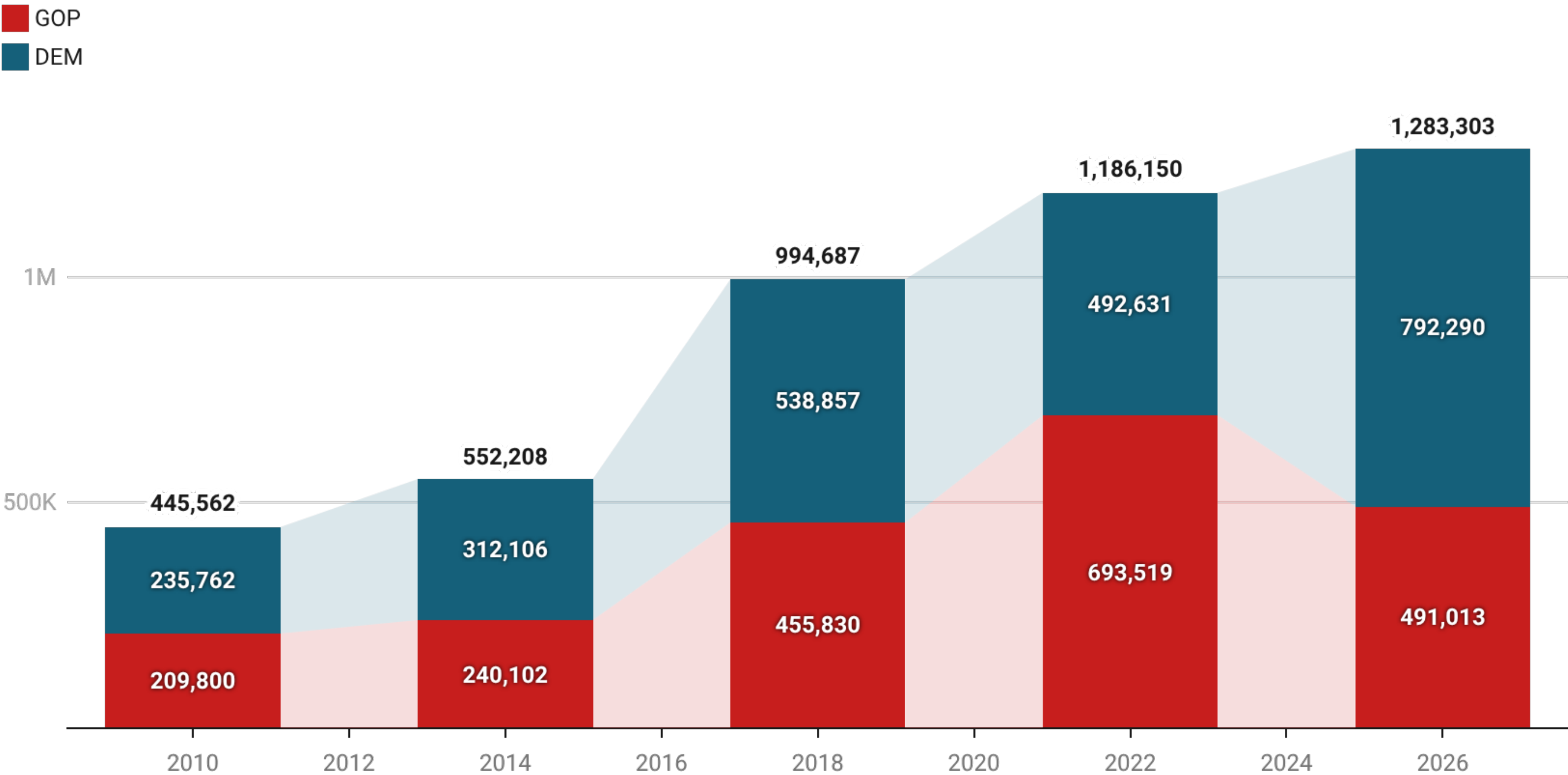
Democratic Gubernatorial Primary

Candidate	Votes	Percentage
David Crowley	315,308	39.8%
Francesca Hong	311,512	39.3%
Kelda Roys	59,443	7.5%
Joel Brennan	37,135	4.7%
Sara Rodriguez	32,688	4.1%
Mandela Barnes	32,415	4.1%
Missy Hughes	3,237	0.4%

Table: Michael Best Strategies • Created with Datawrapper

Highest turnout in state history for a Gubernatorial Primary

Historic Wisconsin Gubernatorial Primary Turnout



And then there were two...



**Milwaukee County Executive
David Crowley**

Platform:

- Repeal Act 10
- Expand childcare funding
- Increase affordable housing investment
- Expand healthcare and mental health access
- Expand apprenticeships and workforce programs



**7th CD Congressman
Tom Tiffany**

Platform:

- Reduce property taxes, repeal 400-year property tax
- Cut income taxes and eliminate tax on tips
- Reduce utility costs
- Expand school choice
- Audit all state agencies

General Election Match Ups within the Margin of Error

General Election Matchups

Poll	Dates	Crowley	Tiffany	Undecided	Difference
MU Law School	8/12-20	49	44	7	Crowley +5
League of American Voters	8/14-18	47	43	10	Crowley +4
Badger Battleground	8/12-13	48	44	8	Crowley +4

Created with Datawrapper

Wisconsin's last two gubernatorial elections decided by less than 100k



▼	Republican Gubernatorial candidate	Democratic Gubernatorial candidate	Vote Margin	
2022	1,268,535	1,358,774	90,239	
2018	1,293,799	1,324,648	30,849	
2014	1,252,750	1,122,913	-129,837	
2012 Recall	1,333,450	1,164,480	-168,970	
2010	1,128,941	1,004,303	-124,638	

Table: Michael Best Strategies • Created with Datawrapper

Race to Control the Legislature

18 Lawmakers not seeking re-election to their current seats in 2026

Members of State Assembly



Members of State Senate



15 Republicans
3 Democrats*

** All 3 Democrats are running for higher office*

1 Incumbent Lawmaker defeated so far

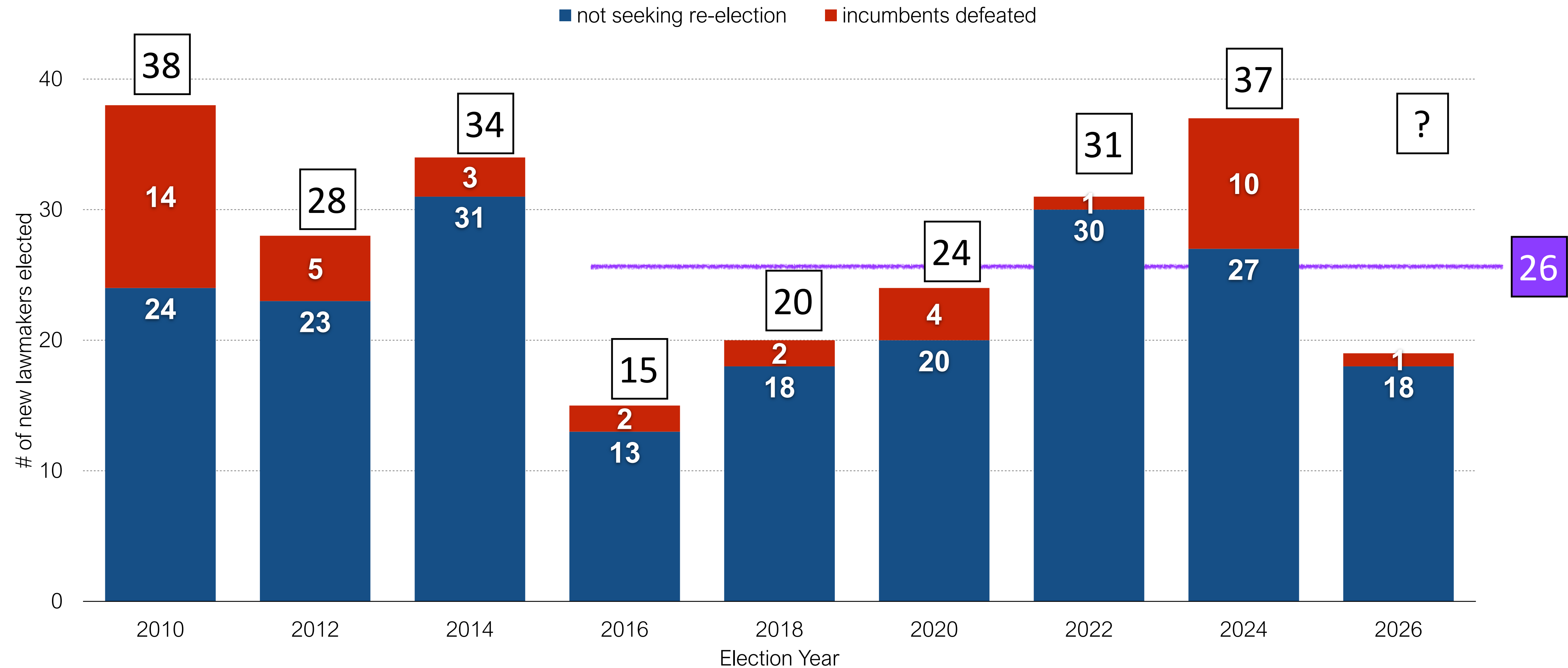
Members of State Assembly



1 Democrat

Members of State Senate

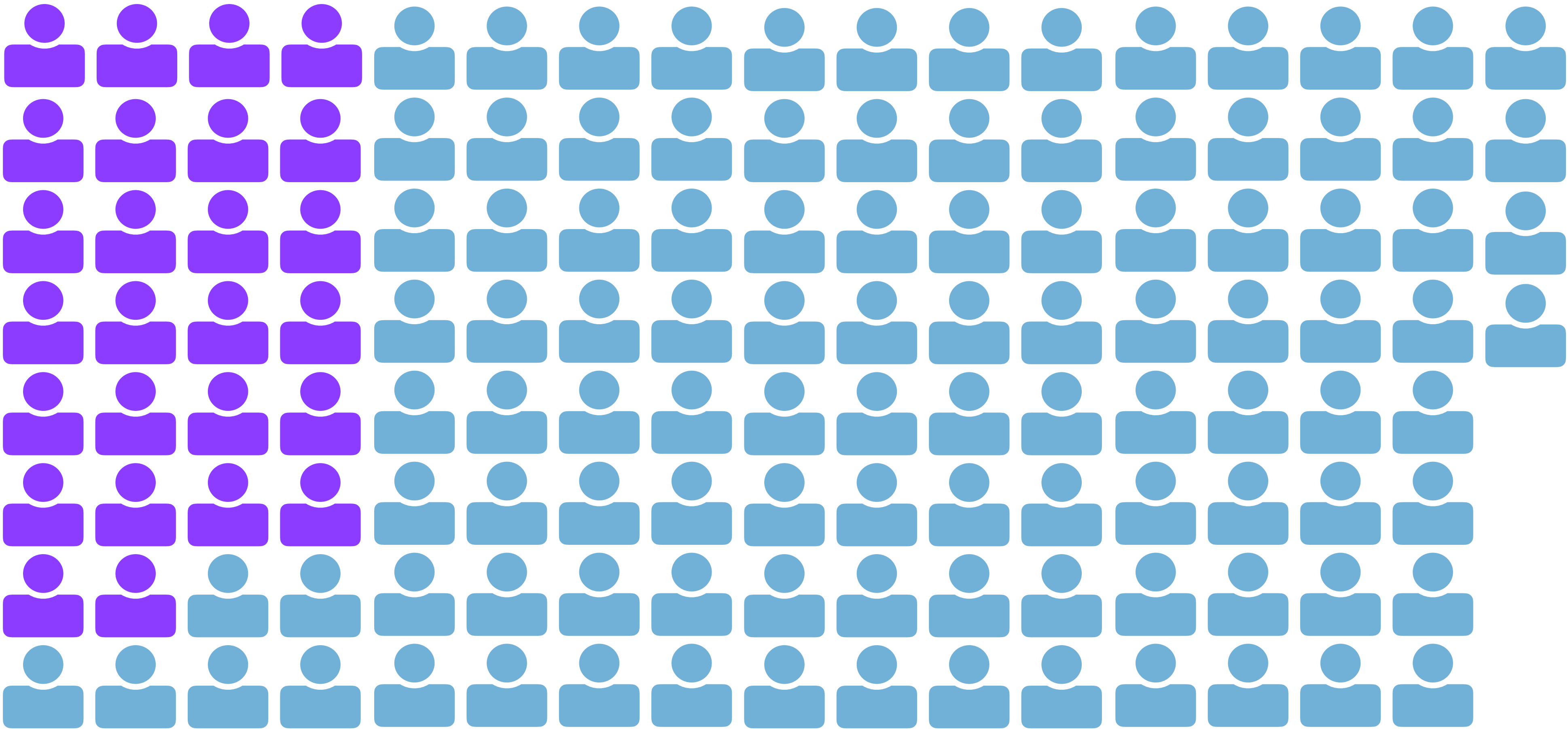
On Average 26 New Lawmakers Elected Every Election Since 2016



Even if there are 26 new lawmakers... That means 106 are returning

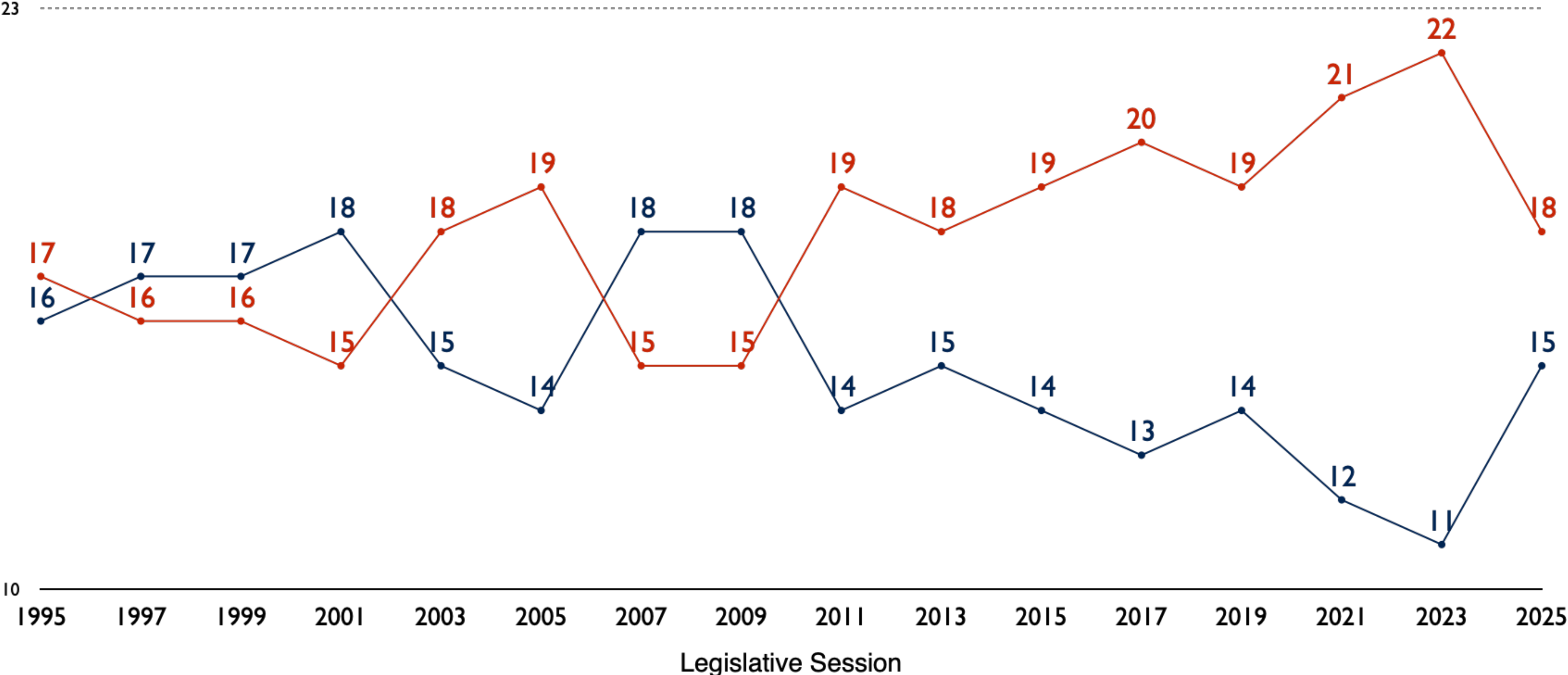
26

106



In Senate Republicans have 18-15 Majority

Narrowest majority since 2013



Half the Senate (16) are not up this cycle

6 Republicans and 10 Democrats

Republicans



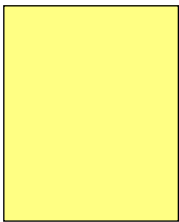
Democrats



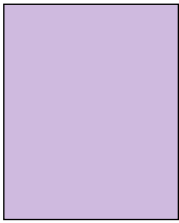
17 are up this cycle
12 Republicans and 5 Democrats

Republicans

Democrats



Not seeking re-election



Competitive seat

The four most competitive State Senate Seats



31st Senate District

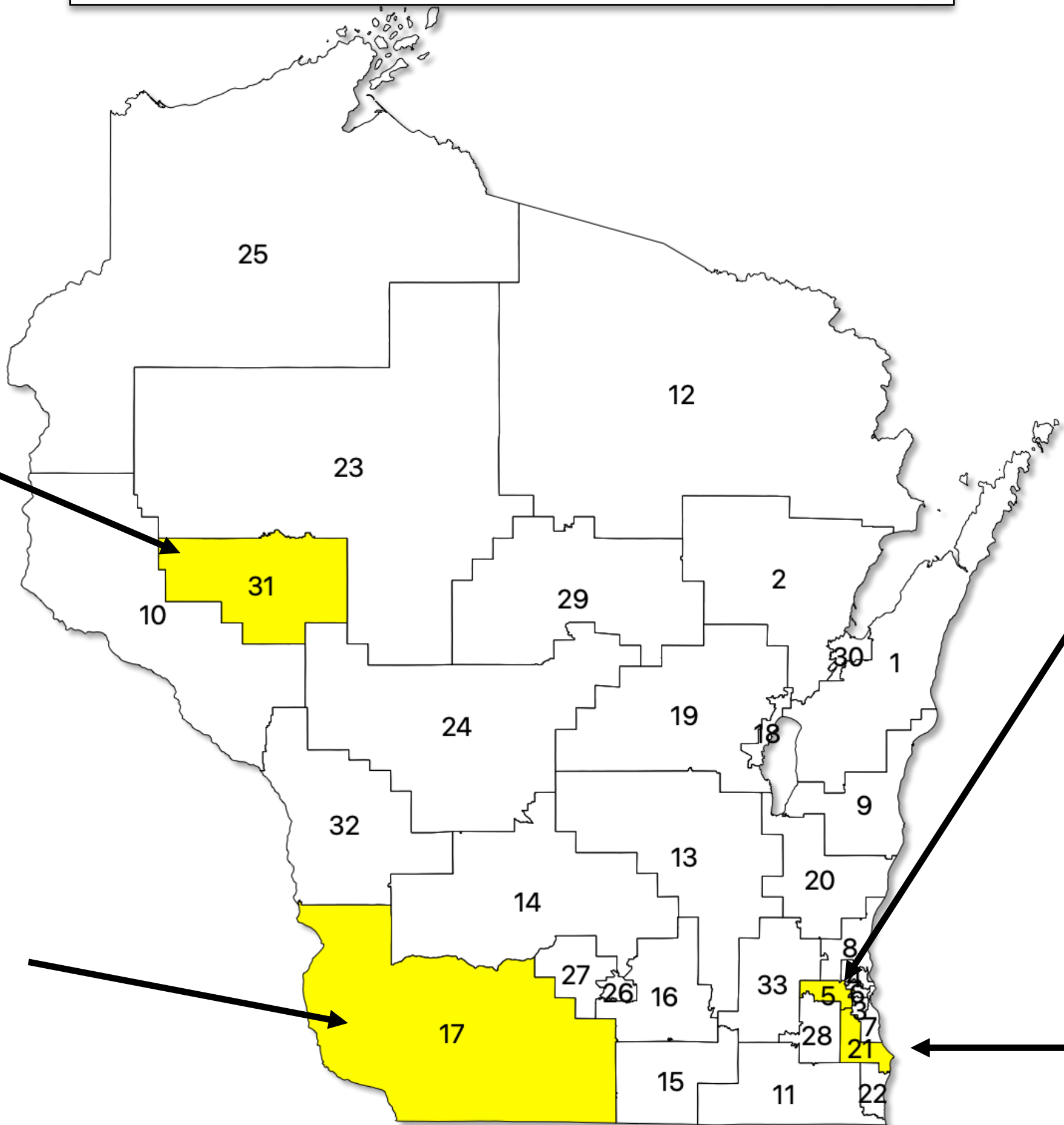
Sen. Jeff Smith (D-Brunswick) *inc.*
Michelle Skinner (R-Altoona)



17th Senate District

Sen. Howard Marklein (R-Spring Green) *inc.*
Rep. Jenna Jacobson (D-Oregon)

DEMs need to win 3 to gain majority
GOP need to win 2 to retain majority



OPEN SEAT



5th Senate District

Mike Roberts (R-Pewaukee)
Rep. Robyn Vining (D-Brookfield)

OPEN SEAT

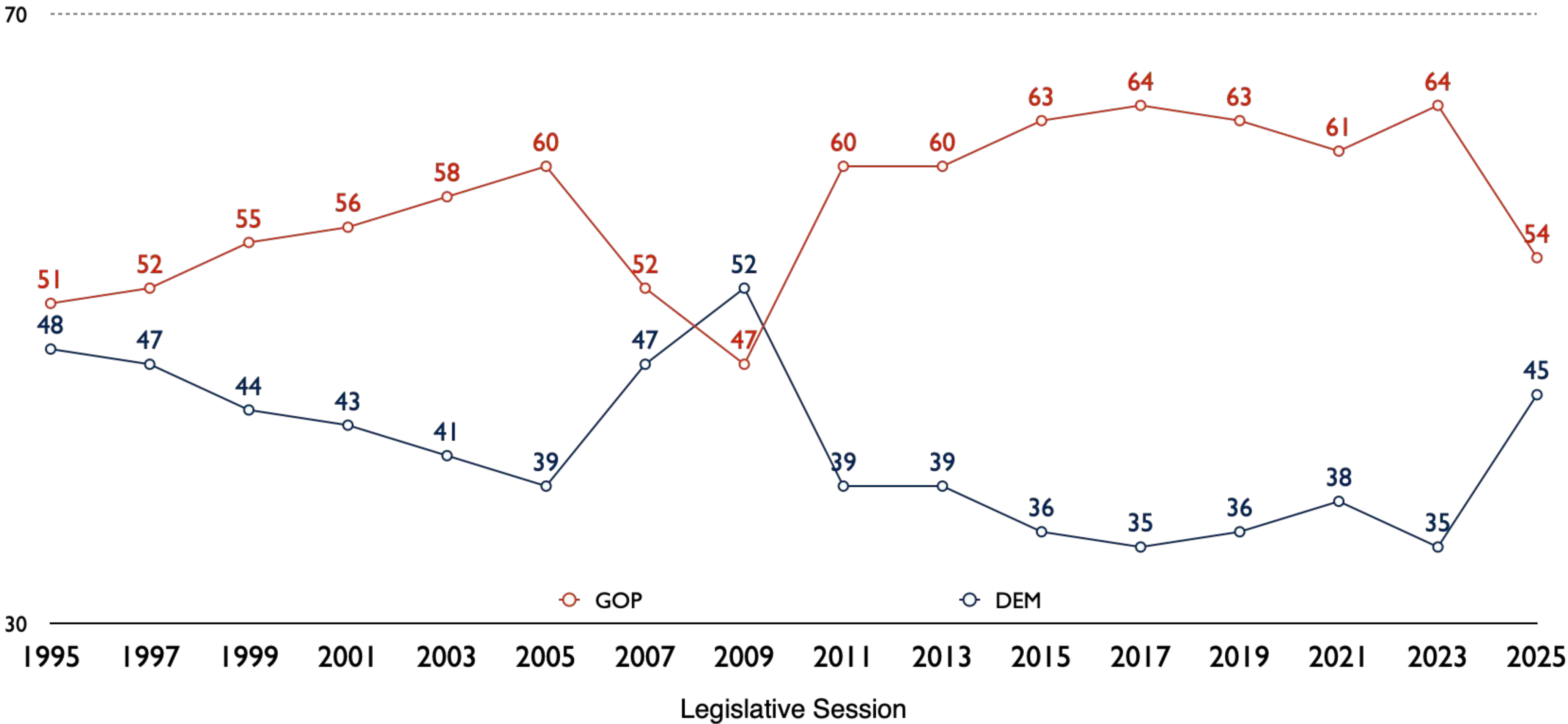


21st Senate District

Jim Croft (R-Racine)
Trevor Jung (D-Racine)

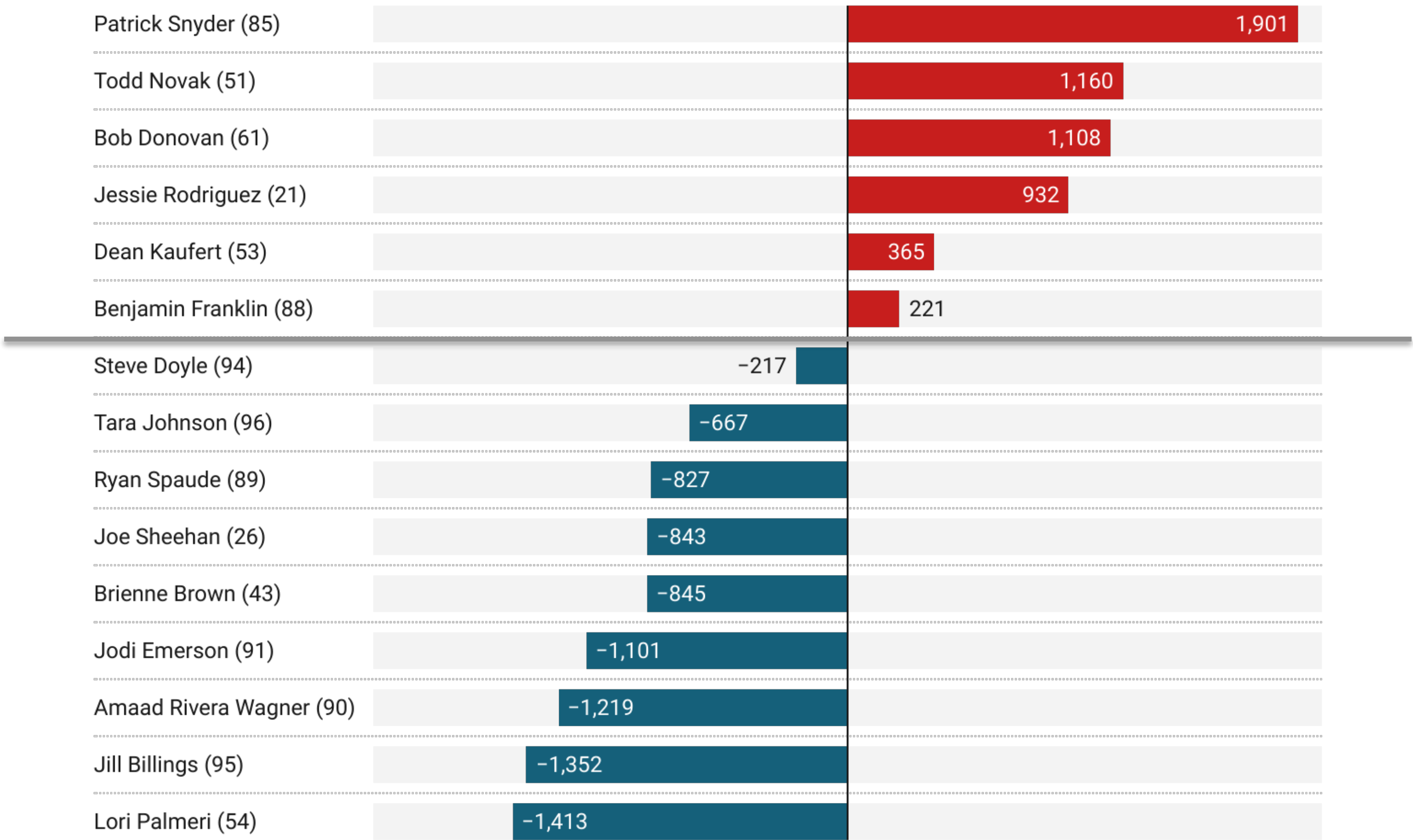
In Assembly Republicans have 54-45 Majority

Narrowest majority since losing majority in 2008



15 Most Competitive Assembly Seats decided Majority in 2024

Assembly Republicans have 54-45 Majority



**GOP need
to win
2 of 15
to retain
majority**

**DEMs need
to win
14 of 15
to gain
majority**

Top Targeted Republican-Held Seats

85th AD
Rep. Pat Snyder (R-Weston)

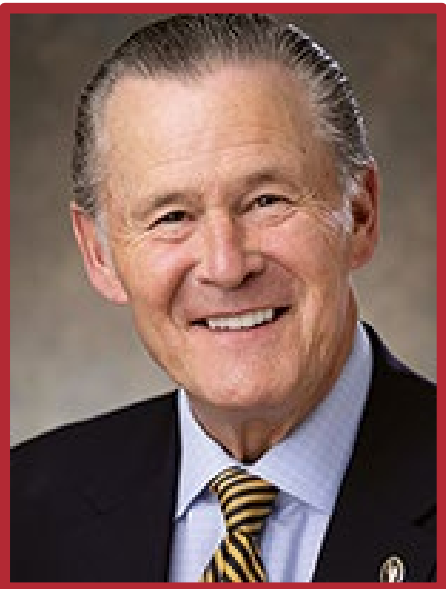


51st AD
Rep. Todd Novak (R-Dodgeville)



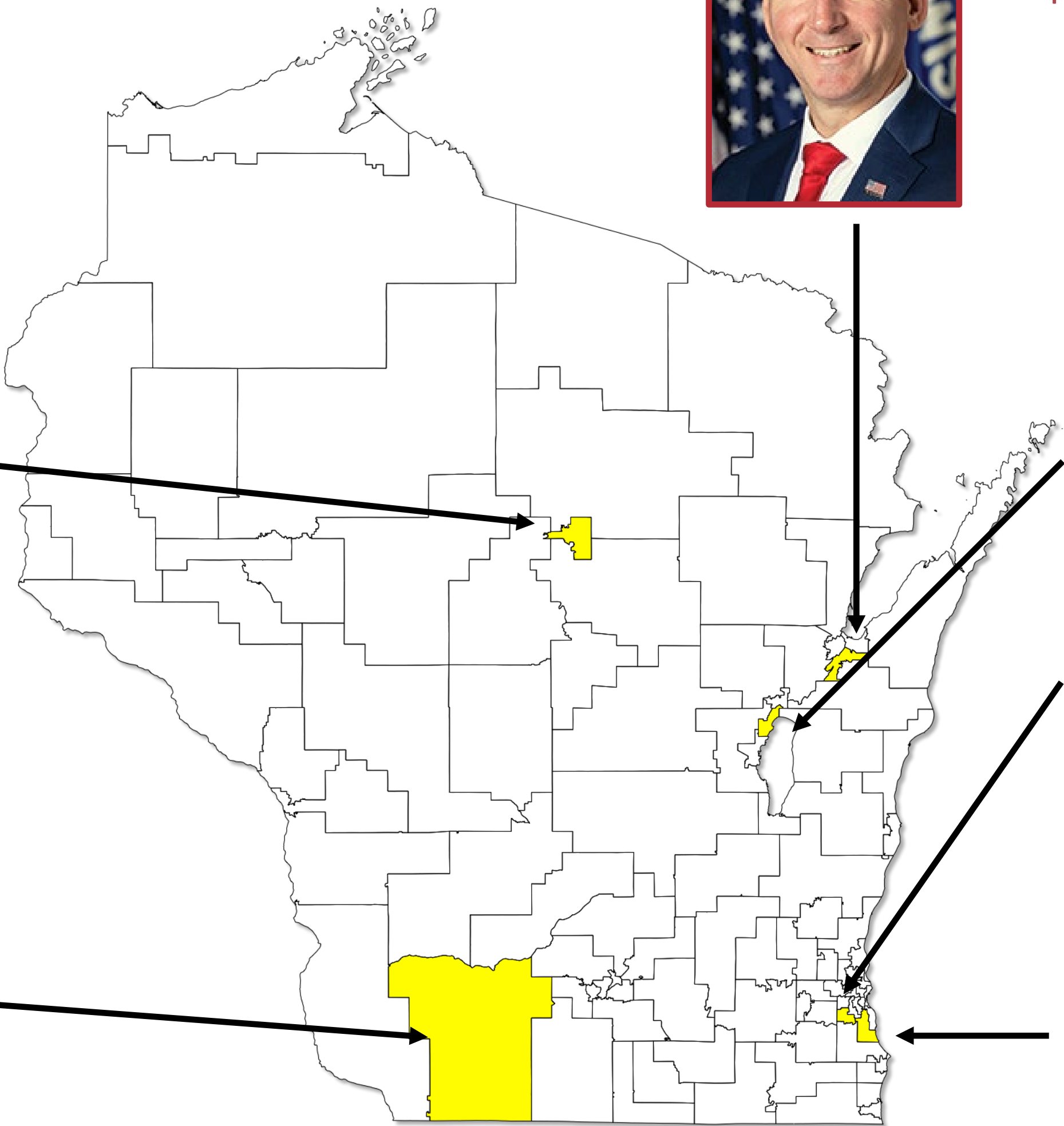
88th AD
Rep. Ben Franklin (R-De Pere)

53rd AD
OPEN
Rep. Dean Kaufert (R-Neenah) incumbent



61st AD
Rep. Bob Donovan (R-Franklin)

21st AD
OPEN
Rep. Jessie Rodriguez (R-Oak Creek) incumbent



Top Targeted Democrat-Held Seats



91st AD
Rep. Jodi Emerson (D-Eau Claire)



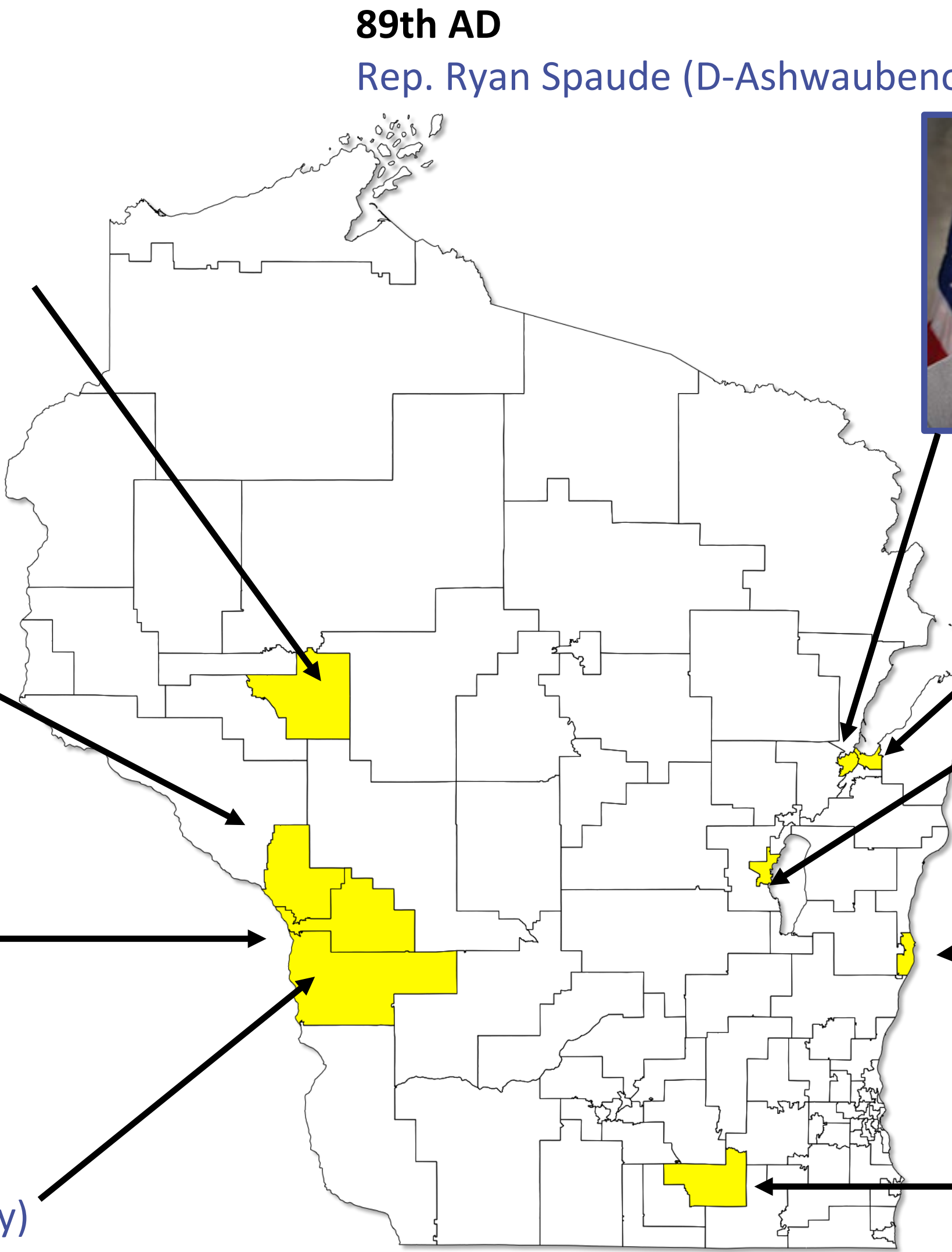
94th AD
Rep. Steve Doyle (D-Onalaska)



95th AD
Rep. Jill Billings (D-La Crosse)



96th AD
Rep. Tara Johnson (D-T. Of Shelby)



89th AD
Rep. Ryan Spaude (D-Ashwaubenon)



90th AD
Rep. Amaad Rivera-Wagner (D-Green Bay)



54th AD
Rep. Lori Palmeri (D-Oshkosh)



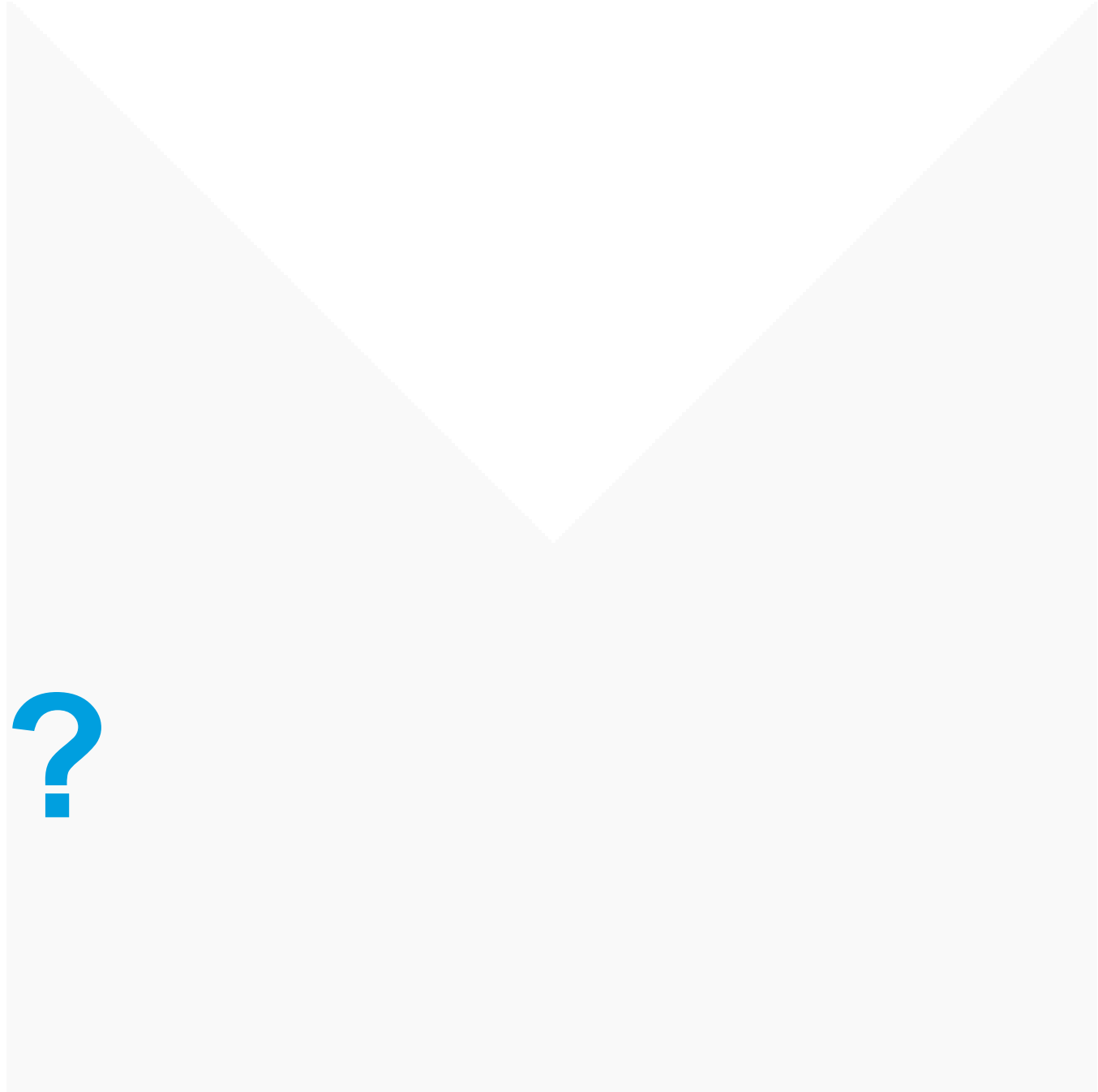
26th AD
Rep. Joe Sheehan (D-Sheboygan)



43rd AD
Rep. Brienne Brown (D-Whitewater)

Wrap

- New state leaders regardless of which party is in control
- Narrow control of the Legislature, regardless of November outcomes
- Despite all the big changes, overwhelming majority of lawmakers are returning
- Coalitions will be critical to getting things done



Questions?