



Date: Friday, Oct. 3, 2025
Subject: Badger Battleground Poll Results
From: Platform Communications
To: Interested Parties

Tiffany, Barnes hold leads in primaries for Wisconsin governor; many remain undecided
Republicans have narrow edge in generic governor race as nearly half of Wisconsin voters identify as MAGA supporters. Voters nearly unanimous in concern about increasing political violence

Platform Communications recently commissioned its latest Badger Battleground Poll to survey the political landscape in the state of Wisconsin. The poll surveyed **500** likely General Election voters using live telephone interviews on a combination of landlines and cell phones and was in the field **Sept. 28-30**. It revealed leads for U.S. Rep Tom Tiffany and former Lt. Gov. Mandela Barnes in each of their parties' primaries for Wisconsin governor, among other political dynamics headed into 2026.

Tiffany had the support of **30 percent** of poll respondents in the Republican primary, with the nearest prospective candidate, Eric Hovde, garnering **14 percent** from voters, while **34 percent** of the Republican electorate remained undecided. The poll also included candidate and Washington County Executive Josh Schoemann, and prospective candidates Tim Michels and Mary Felzkowski. Just more than **10 percent** of voters favored "none of these" candidates, and the poll was conducted before news that former Gov. Tommy Thompson was also considering a run.

In the Democratic primary, Barnes opens as a potential candidate with the highest marks among poll respondents, with **16 percent** saying they would support him in a primary, while declared candidate Lt. Gov. Sara Rodriguez is in second at **8 percent**. Nearly **38 percent** of Democrats remain undecided in the race. Also included in the poll were declared candidates Milwaukee County Executive David Crowley, State Rep. Francesca Hong, State Sen. Kelda Roys, ex-WEDC CEO Missy Hughes, and prospective candidates Attorney General Josh Kaul, and former Democratic Party of Wisconsin Chairman Ben Wikler.

(All candidate numbers include Tiffany 30 percent, Hovde 14 percent, Michels 9 percent, Schoemann 4 percent, and Felzkowski 1 percent for the Republicans. For the Democrats, it includes Barnes 16 percent, Rodriguez 8 percent, Crowley 7 percent, Kaul 7 percent, Hong 4 percent, Roys 4 percent, Hughes 2 percent, and Wikler 1 percent.)

The Wisconsin electorate remains closely divided, with a shift toward the GOP ahead of a mid-term election year that could still create challenges for Republicans, as often happens to the party holding the White House. Republicans hold a narrow **43-40** lead on the generic Gubernatorial ballot in the state's first open gubernatorial race since 2010. The Republican Party is viewed net favorably (**48 percent favorable-44 percent unfavorable**) while the Democratic Party is viewed unfavorably by a solid majority of voters (**37 percent favorable-54 percent unfavorable**).

President Trump holds a **48 percent favorable-48 percent unfavorable** rating, while Gov. Evers sits at **47 percent favorable-44 percent unfavorable**. When asked if they personally considered themselves supporters of the MAGA movement, **46 percent** of voters said they identified as MAGA.

There is near-unanimous agreement that the increase we have seen in political violence is concerning. **95 percent** of voters say they are concerned about the rise in political violence, and **79 percent** say they are "very concerned." This sentiment is remarkably consistent across race, political party, age, and ideology.

Generic Gubernatorial Ballot

	Republican	Democrat
All Voters	43%	40%
Republicans	93%	2%
Democrats	1%	95%
Independents	33%	25%
Working Class	46%	36%
Middle Class	42%	42%

Republican Gubernatorial Primary

	Tom Tiffany	Eric Hovde	Tim Michels	Josh Schoemann	Mary Felzkowski	None of These	Undecided
All Republicans	30%	14%	9%	4%	1%	9%	34%
Moderates	23%	19%	10%	10%	0%	16%	23%
Somewhat Conservative	29%	12%	7%	2%	0%	10%	41%
Very Conservative	34%	13%	10%	1%	1%	6%	35%
Working Class	22%	13%	12%	2%	0%	10%	40%
Middle Class	36%	13%	7%	4%	1%	9%	30%

Democratic Gubernatorial Primary

	Barnes	Rodriguez	Crowley	Kaul	Hong	Roys	Hughes	Wikler	None of These	Und
All Dem	16%	8%	7%	7%	4%	4%	2%	1%	12%	38%
Very Lib	23%	8%	10%	8%	5%	8%	5%	3%	5%	28%
Somewhat Lib	11%	11%	8%	5%	3%	8%	0%	0%	21%	34%
Moderate	16%	8%	5%	9%	6%	0%	2%	2%	14%	39%
Working Class	20%	5%	3%	9%	3%	0%	5%	2%	17%	36%
Mid. Class	14%	11%	10%	6%	6%	6%	0%	1%	11%	36%

Image Ratings (All Voters)

	Total Fav / Unfav (net image)	Very Fav / Unfav (net image)
Republican Party	48% / 44% (+4%)	25% / 36% (-11%)
Tony Evers	47% / 44% (+3%)	29% / 34% (-5%)
Donald Trump	48% / 48% (0%)	33% / 43% (-10%)
Democratic Party	37% / 54% (-17%)	14% / 38% (-24%)

Image Ratings (Independent Voters)

	Total Fav / Unfav (net image)	Very Fav / Unfav (net image)
Republican Party	42% / 39% (+3%)	13% / 26% (-13%)
Tony Evers	40% / 45% (-5%)	20% / 28% (-8%)
Donald Trump	44% / 47% (-3%)	25% / 38% (-13%)
Democratic Party	26% / 57% (-31%)	4% / 37% (-33%)

Job Approvals (All Voters)

	Total Approve / Disapprove	Strongly Approve / Disapprove
Tony Evers	52% / 42% (+10%)	25% / 32% (-7%)
Donald Trump	49% / 48% (+1%)	32% / 43% (-11%)
Wisconsin Legislature	38% / 45% (-7%)	6% / 21% (-15%)

Job Approvals (Independent Voters)

	Total Approve / Disapprove	Strongly Approve / Disapprove
Tony Evers	51% / 39% (+12%)	16% / 22% (-6%)
Donald Trump	46% / 51% (-5%)	22% / 39% (-17%)
Wisconsin Legislature	31% / 46% (-15%)	4% / 23% (-19%)

Most Important Issue Facing State

Economy	18%
Education	12%
Taxes	9%
Crime and Homelessness	9%
Healthcare/Insurance	7%
Miscellaneous	32%
Not Sure	13%

Which Party Is More Controlled by Extremists?

	Democratic	Republican
All Voters	44%	39%
Republicans	87%	4%
Democrats	6%	86%
Independents	36%	31%
Working Class	46%	37%
Middle Class	43%	40%

Are You a MAGA Supporter?

	Yes
All Voters	46%
Republicans	88%
Democrats	6%
Independents	43%
Working Class	50%
Middle Class	44%