



Methodology: Marquette Law School Poll

Wisconsin poll, May 20-21, 2026

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Survey description

The Marquette Law School Poll is the most extensive statewide polling project in Wisconsin history. The survey was conducted May 20-21, 2026, interviewing 454 Wisconsin adults, with a margin of error of +/-5.5 percentage points. For registered voters the sample size is 429 with a margin of error of +/-5.6 percentage points.

The survey was conducted with a sample selected from the SSRS Opinion Panel, a sample drawn from postal addresses across the state and invited to take part in surveys online. The interview was conducted online with all respondents. Full details of the methodology are contained in the methodology statement at the link below.

The partisan makeup of the sample is 33% Republican, 31% Democratic and 36% independent. In all polls conducted in 2025 and 2026, the combined samples were 36% Republican, 32% Democratic and 32% independent.

The survey is a sample of adults living in Wisconsin.

The sample is weighted to reflect demographic benchmarks of Wisconsin adults, the 2020 presidential election result and partisanship. More details are presented in the detailed methodology below.

Target Population

The target population for this poll was adults ages 18 or older in Wisconsin. Our sampling approach ensured that we obtained a representative sample of the target population via a full probability design.

SSRS Opinion Panel

SSRS Opinion Panel members are recruited randomly based on nationally representative ABS (Address Based Sample) design (including Hawaii and Alaska). ABS respondents are

randomly sampled by Marketing Systems Group (MSG) through the U.S. Postal Service's Computerized Delivery Sequence File (CDS), a regularly-updated listing of all known addresses in the U.S. For the SSRS Opinion Panel, known business addresses are excluded from the sample frame.

SSRS also has some panelists who were recruited via our now-defunct Telephone Omnibus survey platform. The SSRS Omnibus survey was a nationally representative (including Hawaii and Alaska) bilingual telephone survey designed to meet standards of quality associated with custom research studies. Additionally, SSRS has recruited some panelists from prepaid cell phone sample, which often helps increase the amount of harder-to-reach demographics.

All sample drawn from the SSRS Opinion Panel for this survey were adults ages 18 or older who live in Wisconsin. All potential respondents were then screened for age and state of residence (confirming Wisconsin) prior to administering the survey.

AAPOR Transparency Initiative Information

The Marquette Law School Poll follows the guidelines for disclosure of the American Association for Public Opinion Research Transparency Initiative. For more information on the initiative see: [AAPOR Transparency](#)

1. The poll is sponsored by Marquette Law School.
2. The Marquette Law School Poll, under the direction of Prof. Charles Franklin, designed the survey instrument and performed all statistical analysis. The data collection was administered by SSRS of Glen Mills PA.
3. Funding for this study was provided by the Marquette Law School Alumni Annual Fund. Their support is gratefully acknowledged.
4. The full survey instrument for this study is available online at [Survey Instrument](#)
5. The population surveyed consists of adults living in Wisconsin.
6. The sampling frame is the SSRS Opinion panel of adults in Wisconsin. See below for full details.
7. Details of design and response rate are given below.
8. The sample was designed to be representative of the adult population of Wisconsin. The survey was conducted May 20-21, 2026, interviewing 454 Wisconsin adults, with a margin of error of +/-5.5 percentage points. The sample includes 429 registered voters with a margin of error of +/-5.6 percentage points.
9. The design effect for this survey is 1.19 which has been incorporated in the calculation of all reported margins of error.
10. Sampling error is only one of many potential sources of error and there may be other unmeasured error in this or any other public opinion poll.

11. The survey was administered in English only and was administered on the web. The data were collected May 20-21, 2026.
12. Results for all items in the survey, including the full instrument, topline results, crosstabs and this methodological report are be available online at [link](#)
13. For further information contact the survey director, Prof. Charles Franklin at Charles.franklin@marquette.edu
14. Further methodological details are included in the attached report from SSRS.