



Marquette Law School Poll Methodology Statement

July 22-27, 2026

The Marquette Law School Poll is the most extensive statewide polling project in Wisconsin history. The survey was conducted July 22-27, 2026, interviewing 407 Wisconsin registered voters who say they are voting, or have voted, in the Democratic primary, with a margin of error of ± 6.6 percentage points. The sample includes 254 respondents interviewed in the July 8-16, 2026 survey and 153 new respondents.

The survey is a hybrid sample of 176 respondents selected from the Wisconsin voter registration list, and 231 registered voters selected from the SSRS Opinion Panel, a sample drawn from postal addresses across the state and invited to take part in surveys online. Full details of the methodology are contained in the methodology statement at the link below.

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.

The entire questionnaire, methodology statement, full results and breakdowns by demographic groups are available at law.marquette.edu/poll/results-and-data

The survey is a sample of registered voters who say they will vote, or have already voted, in the Democratic primary in Wisconsin.

The sample is weighted to reflect demographic benchmarks of Wisconsin registered voters, 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 who are currently registered to vote in Wisconsin or plan to register and who say they will vote in the Democratic primary on August 11. 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.

The SSRS Opinion Panel is a multi-mode panel. Internet households participate via web while all non-internet households (including those who have internet but are unwilling to take surveys online) participate via phone.

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, state of residence (confirming Wisconsin), and voter registration prior to administering the survey.

Registration-Based Samples

Registration-based samples were procured from L2, one of the major providers of high-quality voter list samples. The sample frame was split into 90 strata based on presence of an email address, a high connect telephone number, or both, crossed by inferred party ID, DMA regions, and likely or not likely a Trump voter. The sample and completes obtained per strata is in the Appendix.

All telephone sample was dialed up to a maximum of two attempts.

SMS outreach was used to complement the phone sample by converting some of the possible phone sample to complete the study via the web.

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 registered voters living in Wisconsin who say they will vote, or have already voted, in the August 11 Democratic primary.

6. The sampling frame is a hybrid of SSRS Opinion panel respondents and a RBS sample of registered voters 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 registered voter population of Wisconsin. The survey was conducted July 22-27, 2026, interviewing 407 Wisconsin registered voters who say they are voting, or have voted, in the Democratic primary, with a margin of error of +/-6.6 percentage points. The sample includes 254 respondents interviewed in the July 8-16, 2026 survey and 153 new respondents.
9. The survey is a hybrid sample of 176 respondents selected from the Wisconsin voter registration list, and 231 registered voters selected from the SSRS Opinion Panel, a sample drawn from postal addresses across the state and invited to take part in surveys online.
10. 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.
11. The design effect for this survey is 1.36 which has been incorporated in the calculation of all reported margins of error.
12. 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.
13. The survey was administered in English only and was administered on the web and by telephone. The data were collected July 22-27, 2026.
14. Results for all items in the survey, including the full instrument, topline results, crosstabs and this methodological report are be available online at [link](#)
15. For further information contact the survey director, Prof. Charles Franklin at Charles.franklin@marquette.edu