



## Wisconsin Political Update



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# Elections on the horizon

June 5th

- Gubernatorial Recall
- State Senate Recalls

August 14th

- United States Senate GOP Primary

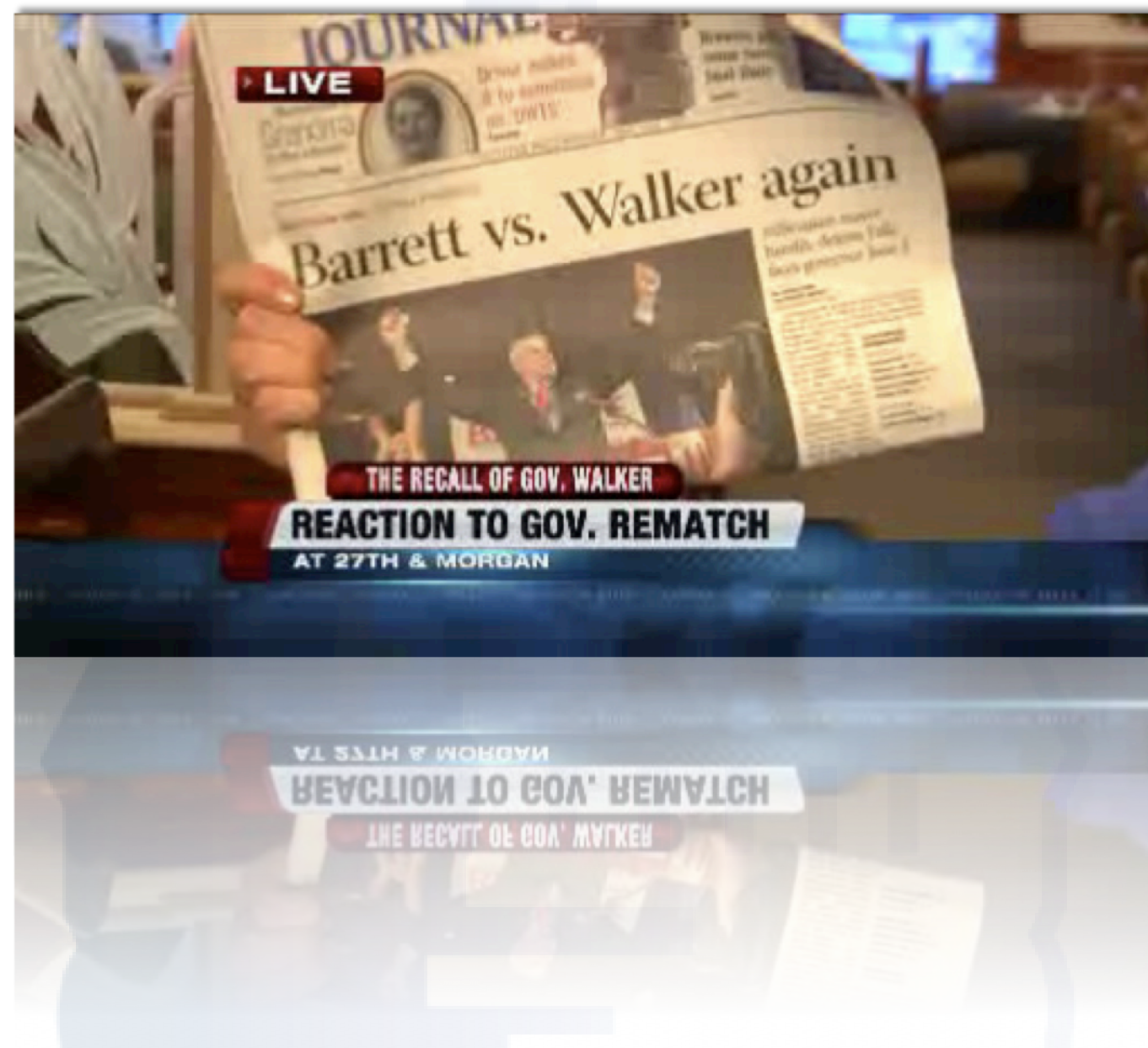
November 6th

- Presidential Election
- Control of State Legislature
- United States Senate
- US Congress



# 2012 Gubernatorial Recall

# Barrett vs. Walker again



# Walker won the 2010 election by 104,312 votes and captures the largest GOP Gov. vote total ever



## 2010 Election Stats:

**Scott Walker (52%)**

1,124,456 votes

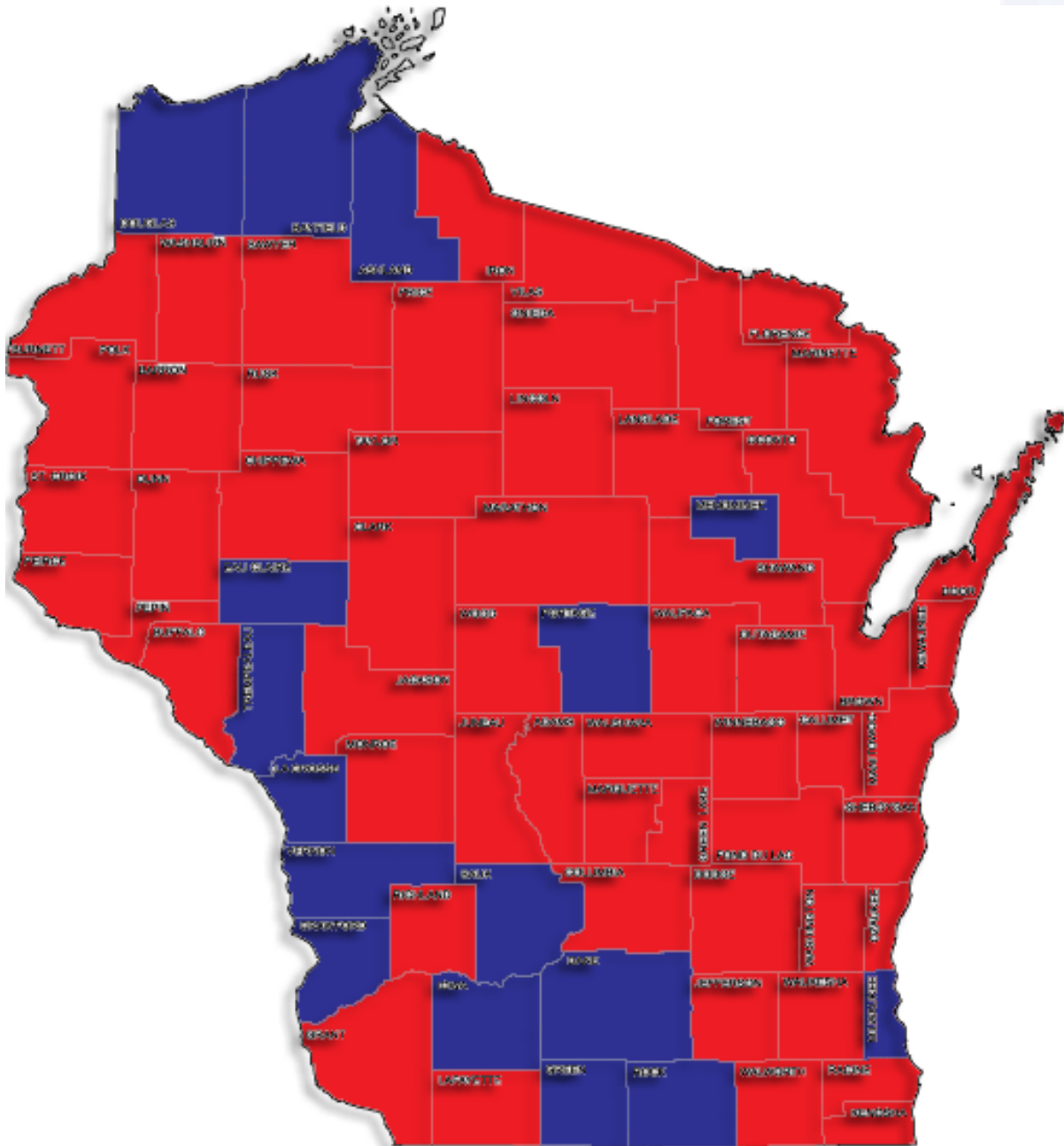
Thompson '94 had previous record of 1.054 million votes

**59 Counties**

**Tom Barrett (47%)**

1,001,82 votes

13 counties



**In the Top 10 vote producing counties,  
Walker did better than Green '06 by 72,496 votes, while Barrett  
under-performed Doyle '06 by 37,680 votes**

	Barrett	Walker	Doyle	Green	Barrett-Doyle	Walker-Green
Milwaukee	208,565	127,828	199,561	118,989	+9,004	+8,839
Dane	149,652	68,217	149,628	58,285	+24	+9,932
Waukesha	52,222	133,274	61,310	112,051	9,088	+21,223
Brown	37,546	49,562	45,031	46,985	7,485	+2,577
Racine	31,325	40,808	34,965	35,285	3,640	+5,523
Outagamie	29,183	35,654	34,960	32,629	5,777	+3,025
Winnebago	27,138	33,044	32,763	30,628	5,625	+2,416
Rock	27,423	23,810	33,768	20,150	6,345	+3,660
Washington	14,275	44,219	17,214	35,247	2,939	+8,972
Marathon	20,026	28,514	25,835	22,185	5,809	+6,329
Total	597,355	584,930	635,035	512,434	-37,680	+72,496

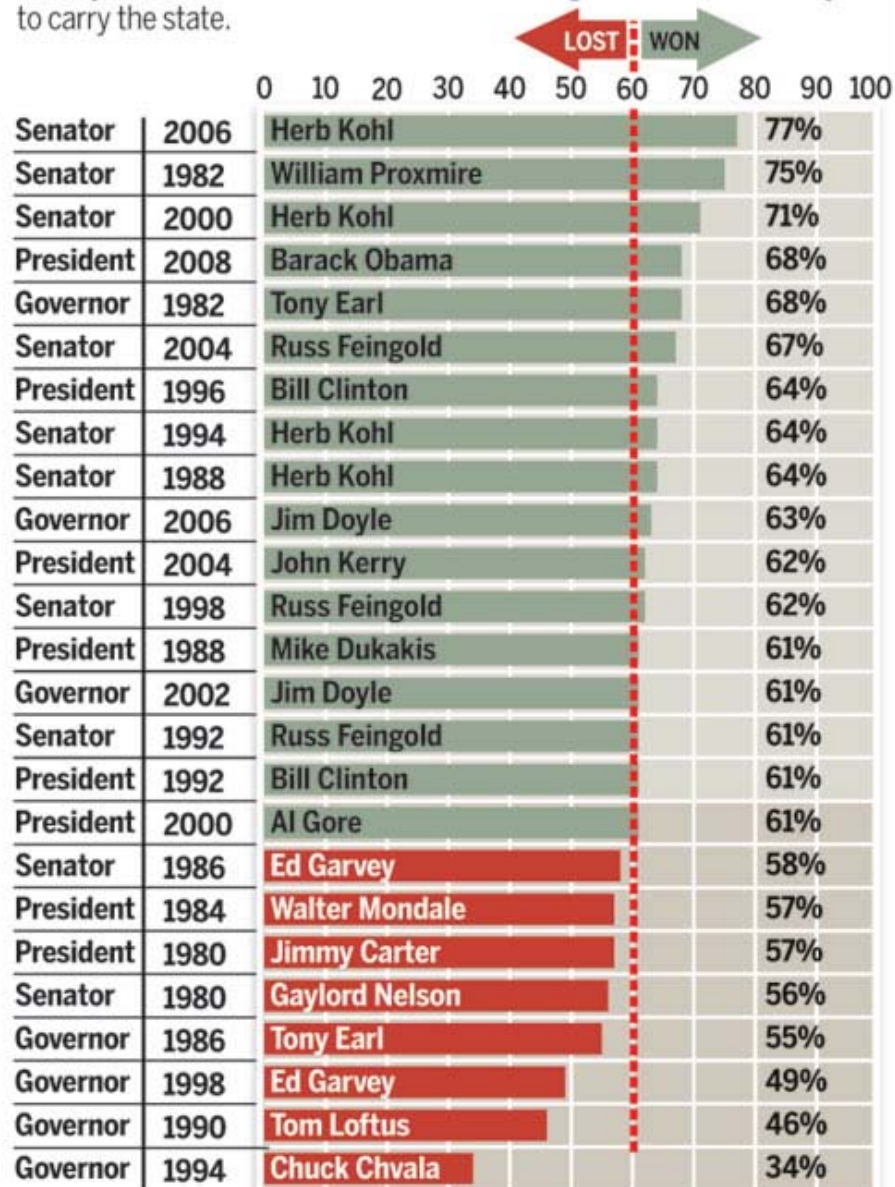


# Importance of Milwaukee County

“No Democrat has won statewide without winning 60% of the vote in Milwaukee County”

## The 60 percent rule

History tells us that Democrats need to win big in Milwaukee County to carry the state.



▪ Democrats who pass the 60% test are now 17-0 **17-1**.

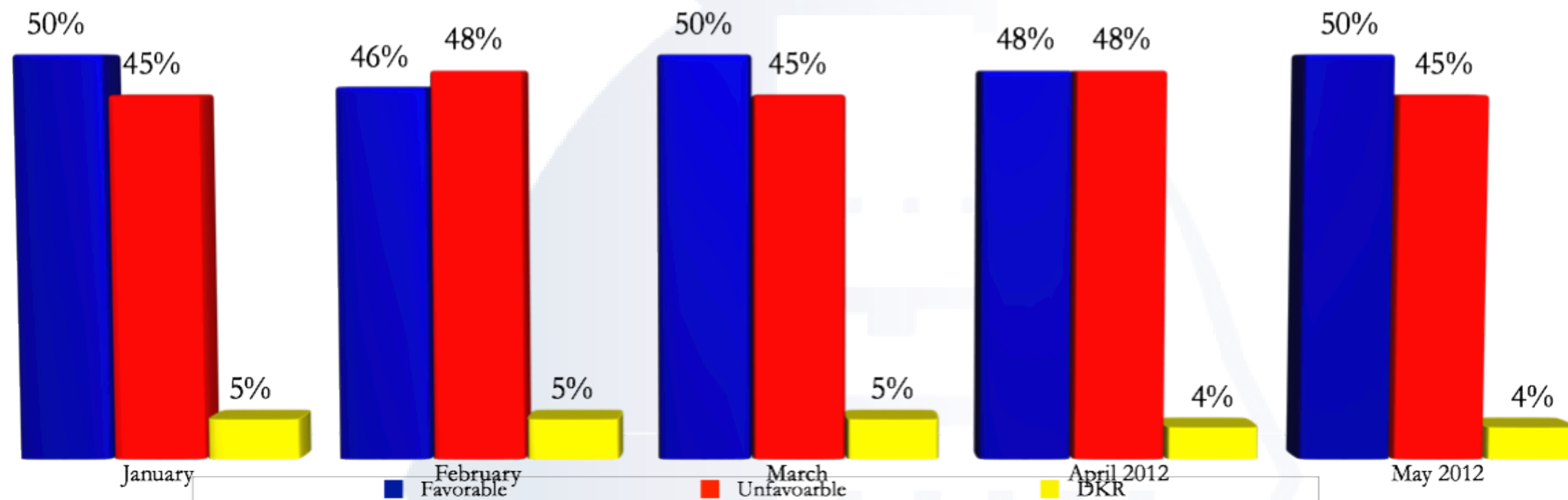
▪ Democrats who fail are 0-8.

▪ If GOP wins Milwaukee County, then it's a wipeout!

Governor | 2010 | **Tom Barrett** | 62%

## Walker's favorability remains divided, but back to a +5% net favorable

Now I would like to read you the names of individuals or groups mentioned in the news recently. For each one, please tell me whether you have heard of the person and whether you have favorable or unfavorable impression of the person.

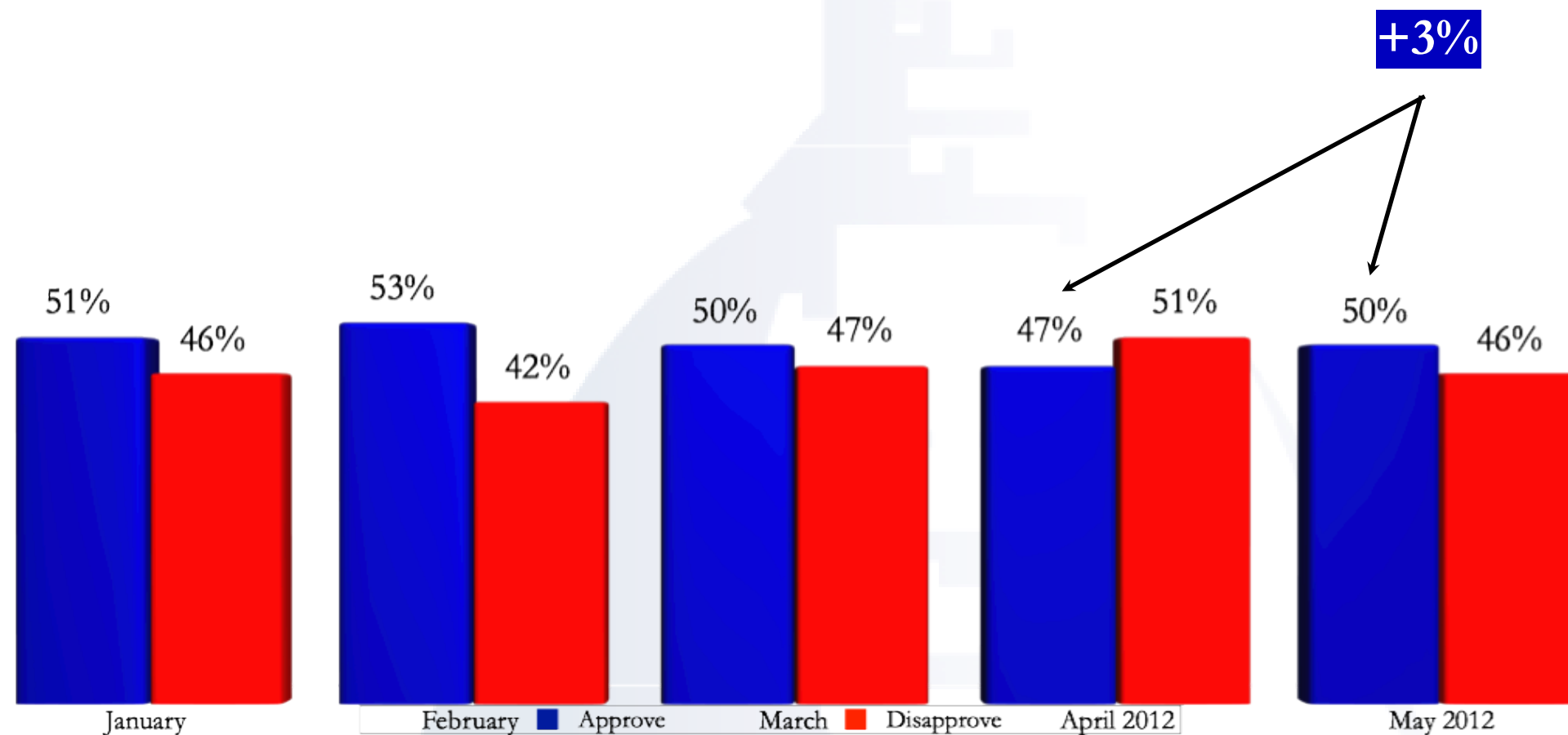




# Governor Walker's Job Approval is also divided, but now a slight net positive

## Governor Walker Job Approval:

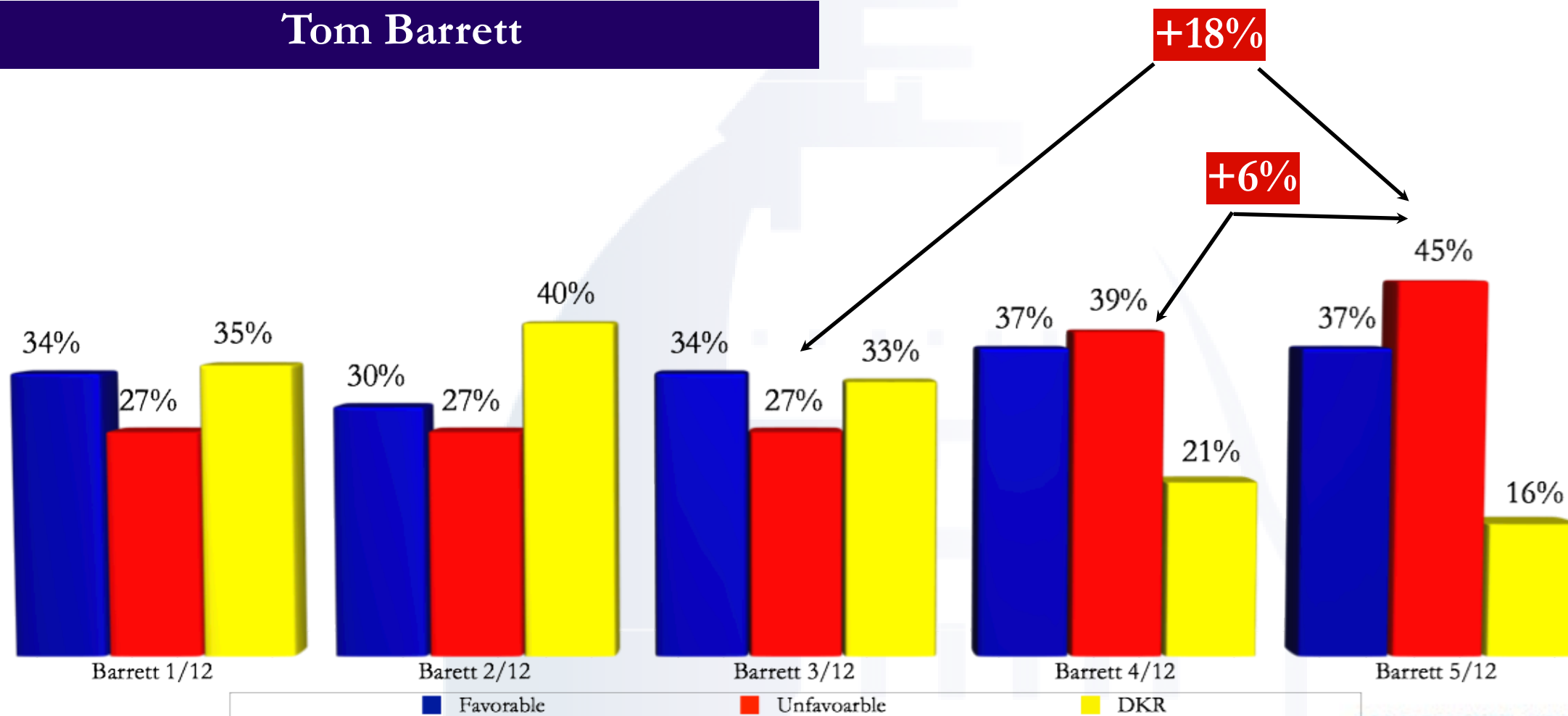
Overall do you approve of the way Scott Walker is handling his job as Governor?



# Since Barrett entered the Governor's race his unfavorable rating has grown 18%, from a +7% net favorable to -8% net unfavorable

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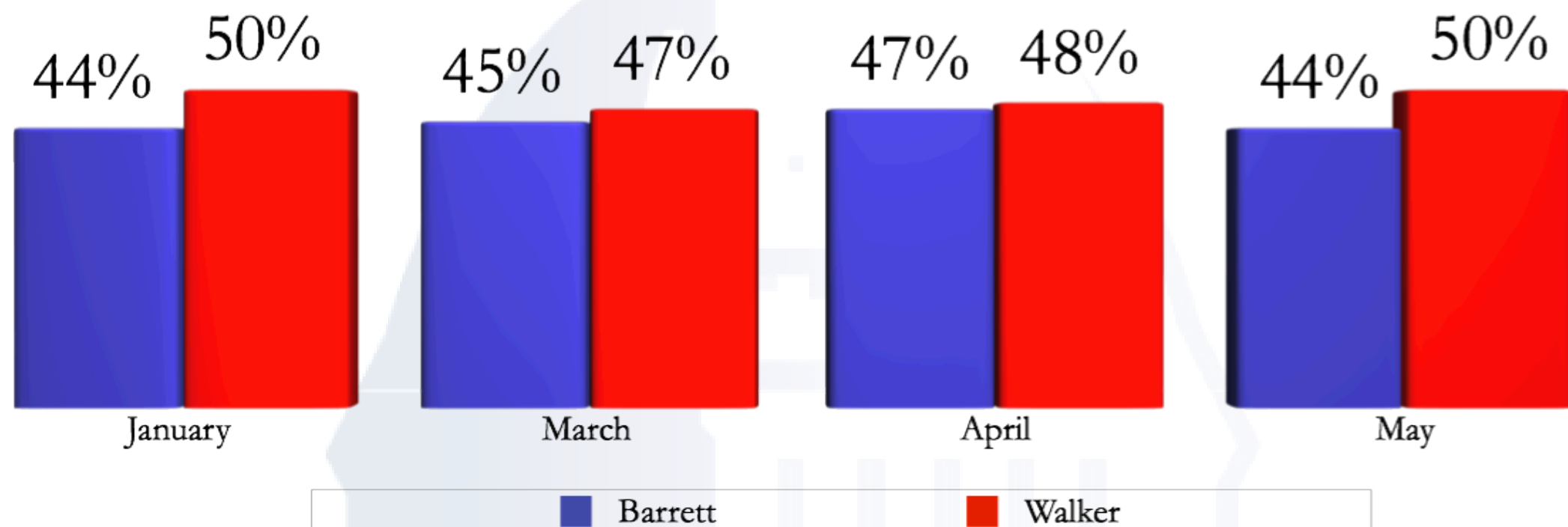
## Tom Barrett



# Walker has a 6% advantage over Barrett with likely voters three weeks out from Election Day

Ballot test Walker v. Barrett:

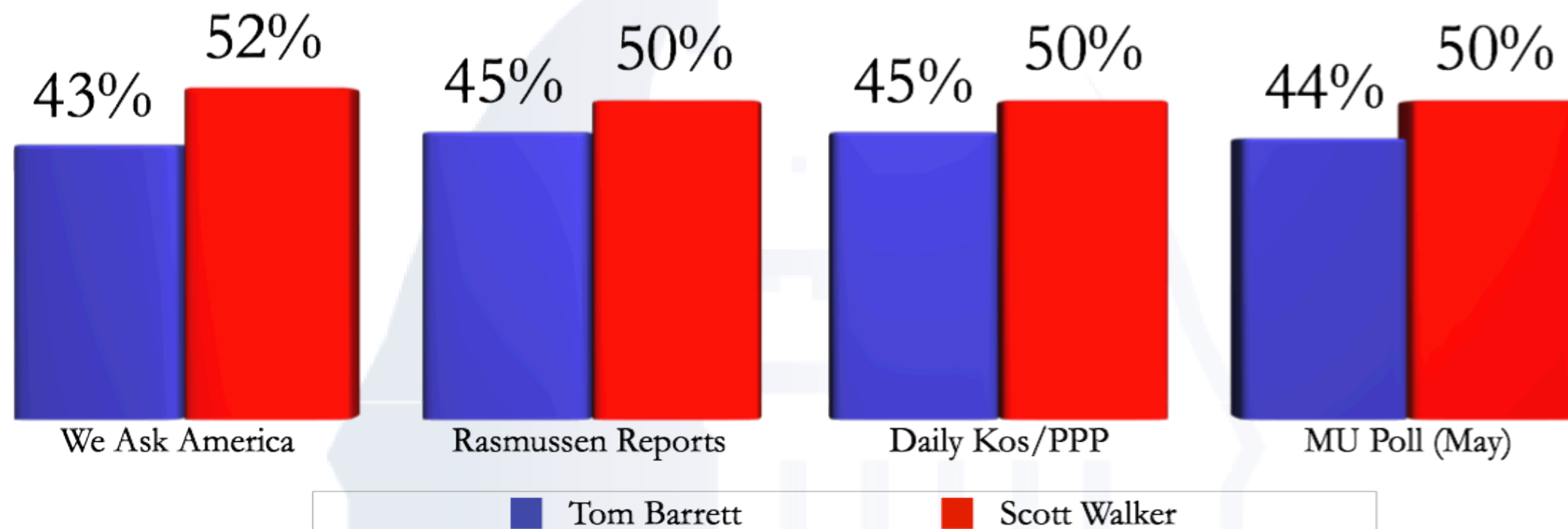
Who would vote for in recall election: Republican Scott Walker or Democrat Tom Barrett?



All polls released last week had Governor Walker at 50% with a lead outside of the margin of error.

Ballot test Walker v. Barrett:

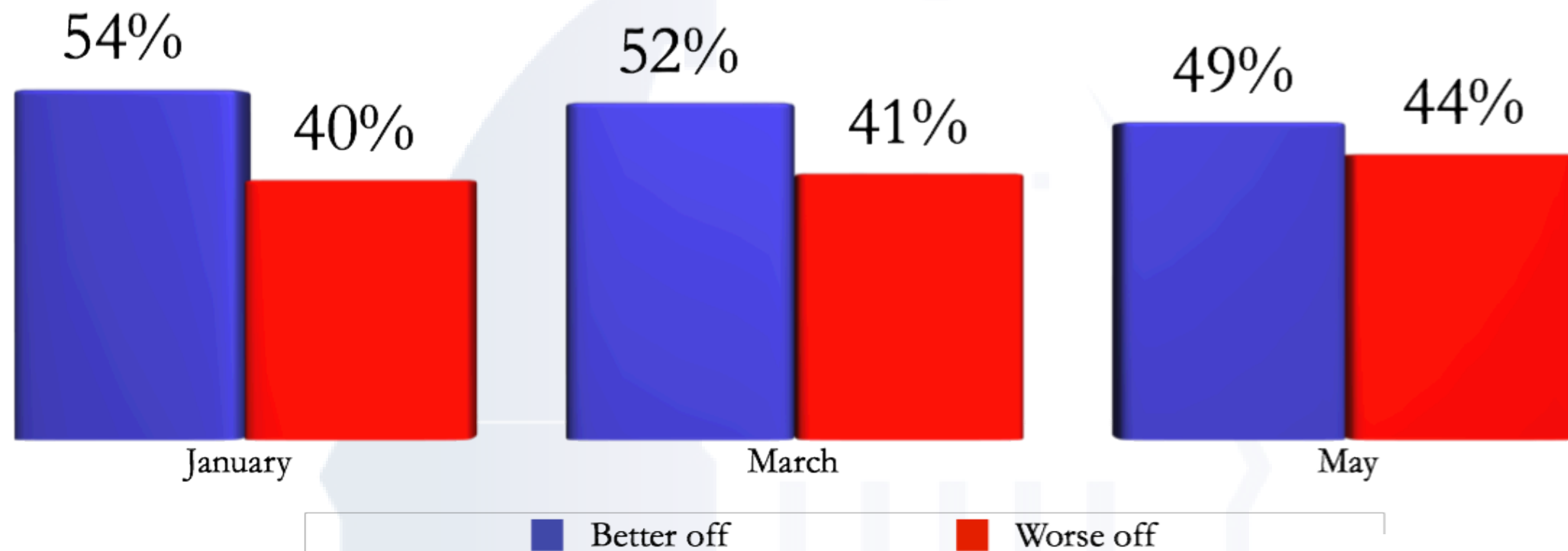
Who would vote for in recall election: Republican Scott Walker or Democrat Tom Barrett?



# Nearly half still believe Wisconsin will be better off in the long run because of the changes made in past year, but the margin has tightened

## Better off/Worse off:

Thinking about all the changes in state government over the past year, do you think Wisconsin is better off in the long run because of these changes or worse off in the long run?





# Keys to Victory

**M**essage

**O**rganization

**M**oney

# MESSAGE

- JOBS
- COLLECTIVE BARGAINING
- BALANCED BUDGET

# ORGANIZATION

## **Barrett:**

- Public Employee Unions
- Democrats
- 700,000 primary voters May 8th

## **Walker:**

- Taxpayers
- Tea Party/GOP
- 670,000 primary voters May 8th

# MONEY

- Walker raised \$25 million
- Barrett raised \$2 million

# MONEY



<b>Scott Walker</b>	<b>Tom Barrett</b>
Money Raised <b>\$13.2 Million</b>	Money Raised <b>\$831,500</b>
Cash on Hand <b>\$4.9 million</b>	Cash on Hand <b>\$475,000</b>

**\$25 million total**



# Prediction

Walker wins

52-48

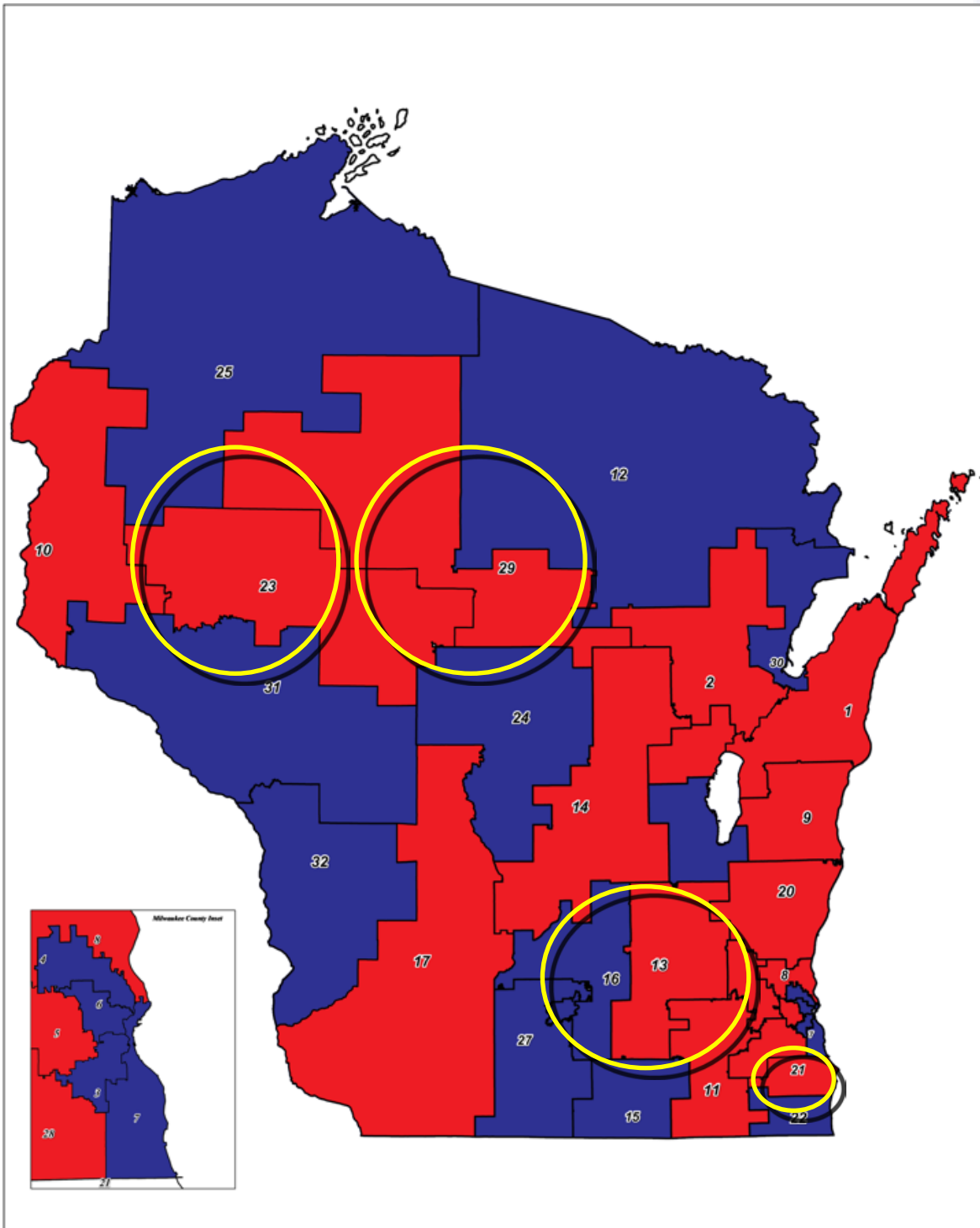


# State Senate Recall

# State Senate Recall 2.0

## Points of Note:

- After 2010 Elections Senate Republicans had a 19-14 majority
- After 2011 Recall Elections, the Republican majority was lessened to its current level of 17-16.
- There are 4 recall elections on the ballot June 5th



# 13th Senate District



- Senate Majority Leader Scott Fitzgerald has not faced a serious election challenge since being elected to the State Senate in 1994. His opponent is Lori Compas, the organizer of the recall campaign against him and owner of her own writing and photography business.

## By the Numbers:

- Walker got 62.3% of the vote in Fitzgerald's district in 2010.
- Obama got 47.8% of the vote in Fitzgerald's district in 2008.

## Latest Polling:

- Lori Compas (D): 40
- Scott Fitzgerald (R-inc): 54
- Undecided: 6

# 21st Senate District



The race in the 21st Senate district is a rematch of the 2010 election when then Republican candidate Van Wanggaard defeated incumbent Sen. John Lehman (D-Racine) in 2010 to capture the seat.

## By the Numbers:

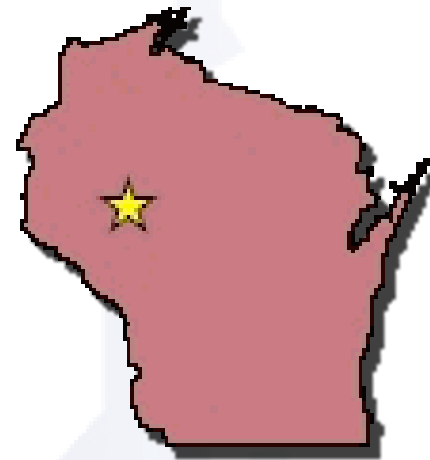
- Walker got 53.7% of the vote in Wanggaard's district in 2010.
- Obama got 55.3% of the vote in Wanggaard's district in 2008.

## Latest Polling:

- John Lehman (D): 46
- Van Wanggaard (R-inc): 48
- Undecided: 5



# 23rd Senate District



- The race in the 23rd Senate District has some interesting history, its a rematch of sorts of a 2008 State Assembly race. In 2008, then incumbent State Rep. Terry Moulton was defeated by political newcomer Kristen Dexter. Dexter lost her re-election bid in 2010 to Republican Kathy Bernier. Moulton made his political comeback in 2010 running for the State Senate and defeating Democratic incumbent Pat Kreitlow.

## By the Numbers:

- Walker got 55.5% of the vote in Moulton's district in 2010.
- Obama got 55.1% of the vote in Moulton's district in 2008.

## Latest Polling:

- Kristin Dexter (D): 41
- Terry Moulton (R-inc): 51
- Undecided: 8

# 29th Senate District



- In 2010, State Sen. Pam Galloway defeated Senate Majority Leader Russ Decker (D-Weston) in 2010 to gain her seat in the Senate. She unexpectedly resigned at the end of session, however she was already being recalled.
- Rep. Donna Seidel (D) Assistant Assembly Minority Leader Donna Seidel (D-Wausau) announced her candidacy for the seat while State. Sen. Galloway was still in office. Rep. Jerry Petrowski (R-Marathon) announced his candidacy subsequent to Sen. Galloway's resignation.

## By the Numbers:

- Walker got 56.9% of the vote in Galloway's district in 2010.
- Obama got 53.4% of the vote in Galloway's district in 2008

## Latest Polling:

- Donna Seidel (D): 37
- Jerry Petrowski (R): 51
- Undecided: 12

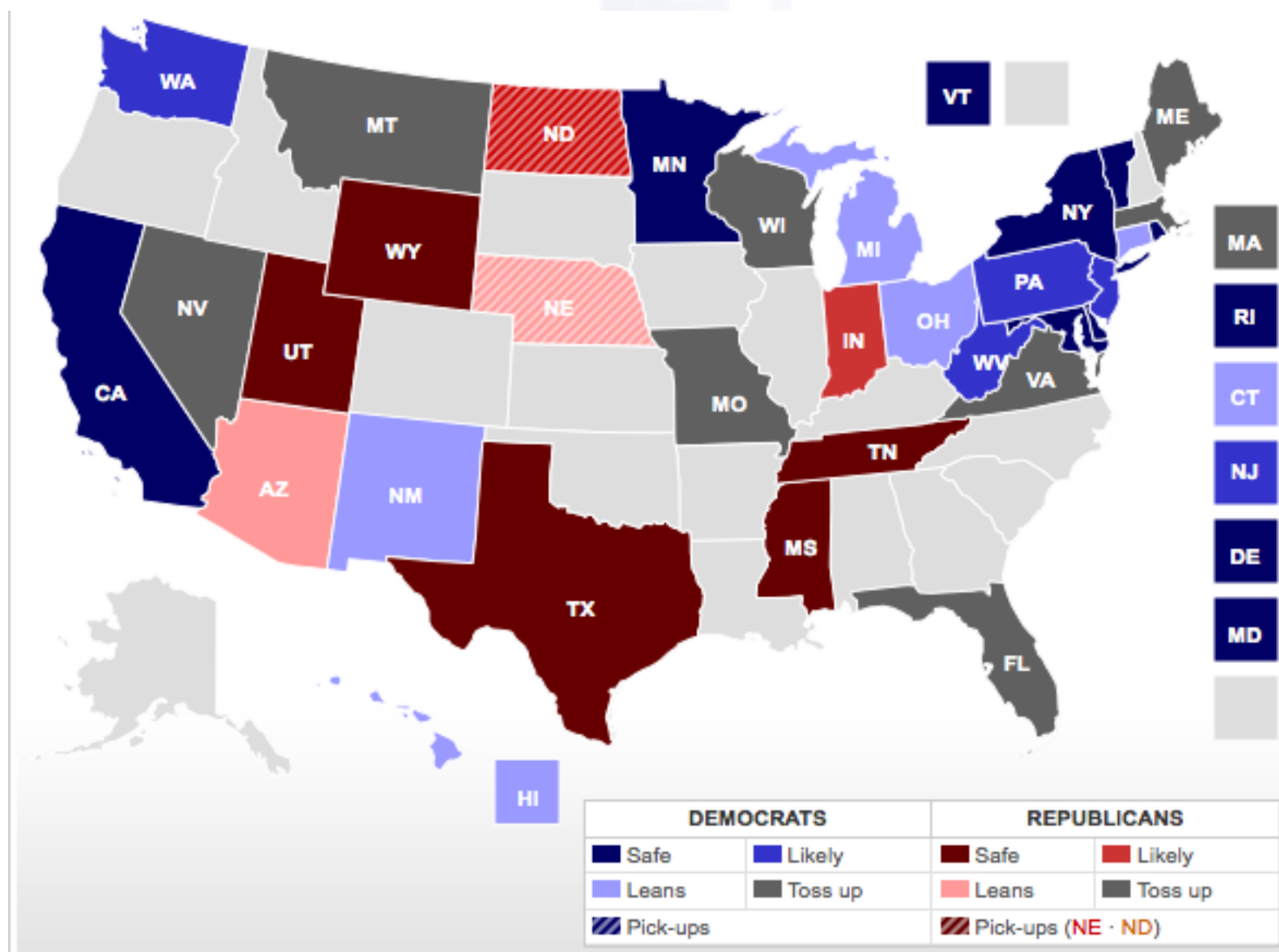
# Prediction

GOP retains State Senate, or recaptures Senate in November.



# US Senate GOP Primary

Wisconsin is getting a lot of attention because we are a “toss-up” state with impact on control of the US Senate





## Control of the US Senate in play

- Currently Democrats have a 53-47 majority in the United States Senate.
- Currently the election map has 8 seats in the “toss-up” column, with DEMs controlling 46 and GOPs controlling 46 seats.
  - So either party needs to win 5 of the toss-up seats to retain or gain control.
- The 8 seats currently in play are: Florida (D), Maine (R), Massachusetts (R), Missouri (D), Montana (D), Nevada (R), Virginia (D), Wisconsin (D)
  - Wisconsin, Virginia and Maine are the only seats of the 8 who do not have an incumbent seeking re-election.

# The Candidates

## Democrat



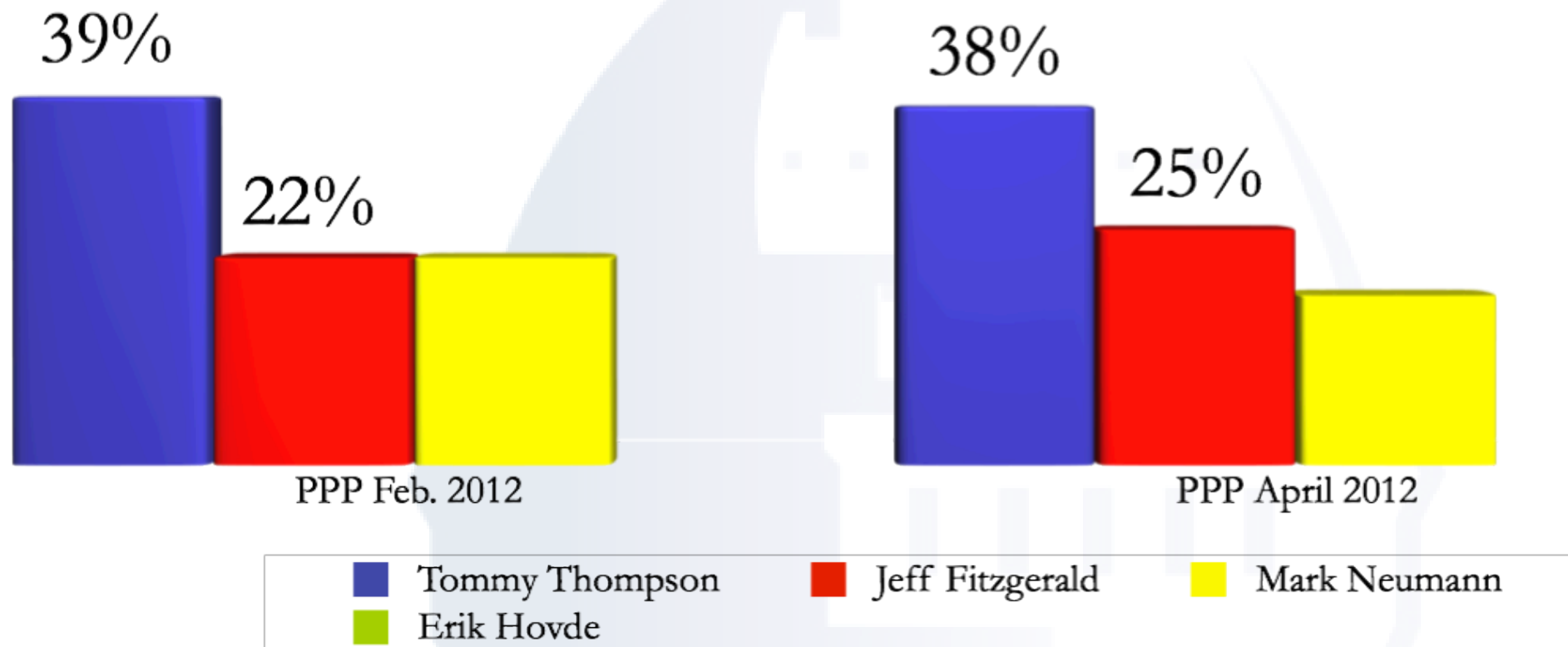
## Republicans



# In GOP Primary, Thompson maintains a significant lead

## Ballot test US Senate:

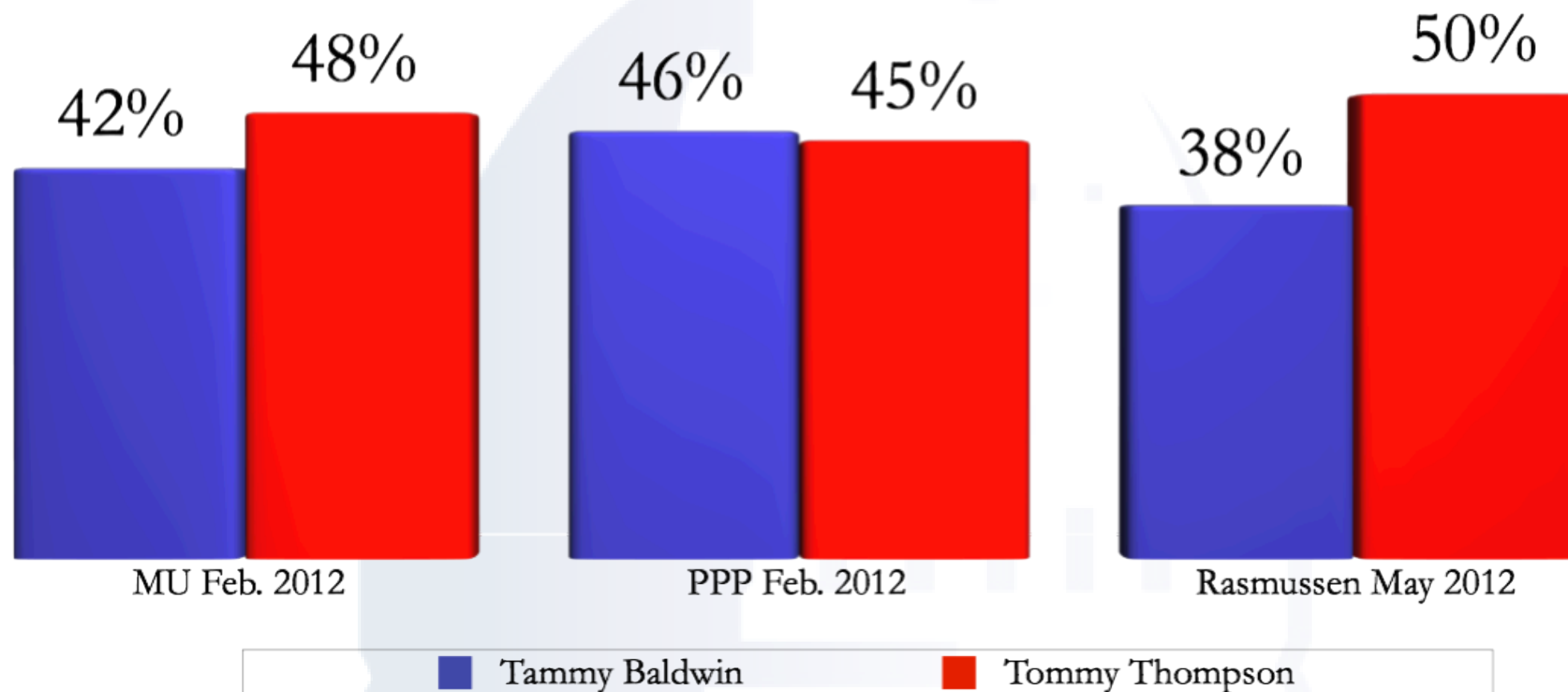
If the election for US Senate were today, whom would you vote for ....?



# Thompson has had the largest leads over Baldwin

## Ballot test US Senate:

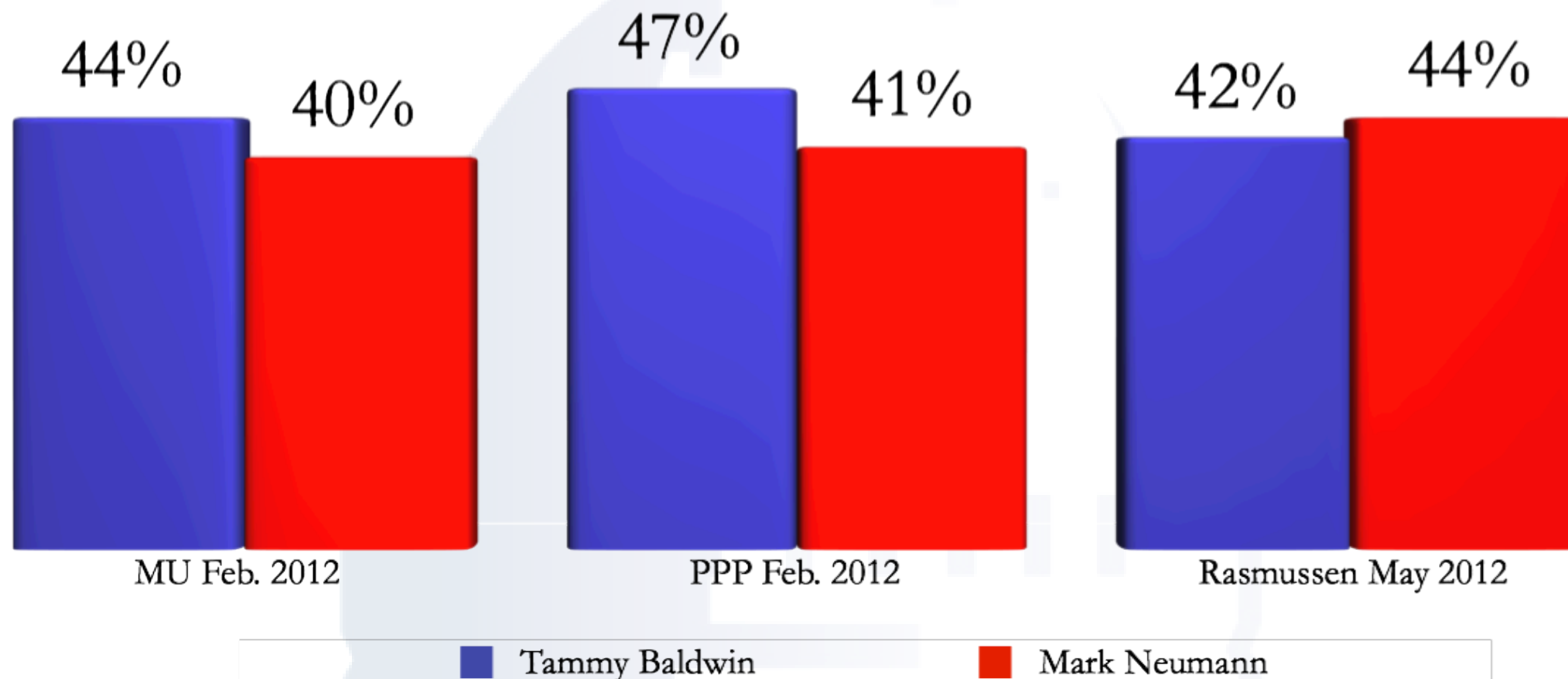
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## In latest polling, Neumann inches ahead of Baldwin

Ballot test US Senate:

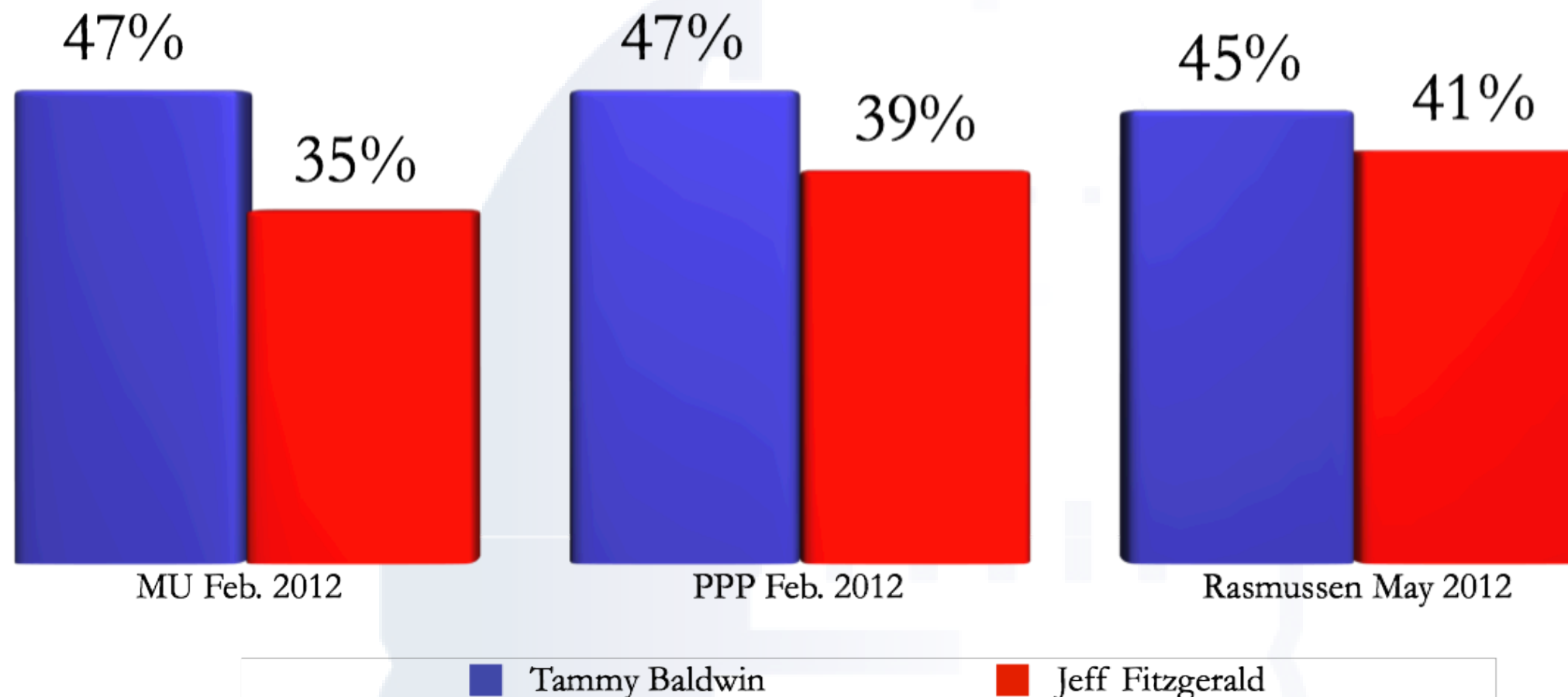
If the election for US Senate were today, whom would you vote for ....?



# Fitzgerald pulls within margin of error of Baldwin

Ballot test US Senate:

If the election for US Senate were today, whom would you vote for ....?



# Prediction

Tommy Thompson wins GOP primary and cruises to victory in November.

# US House

