



## **Election 2022 | Recap**

Bill McCoshen, Partner  
Michael Best Strategies

- **58% think state on Wrong Track**
- **Gov. Evers -2% Favorable | -1% Job Approval**
- **Michels had split favorability**
- **Among likely voters: 48% Evers - 48% Michels**

- **Johnson -3% Favorable**
- **Barnes -4% Favorable**
- **-13% Job Approval Biden**
- **-14% Favorability of Trump**
- **Among likely voters: 50% Johnson - 48% Barnes**

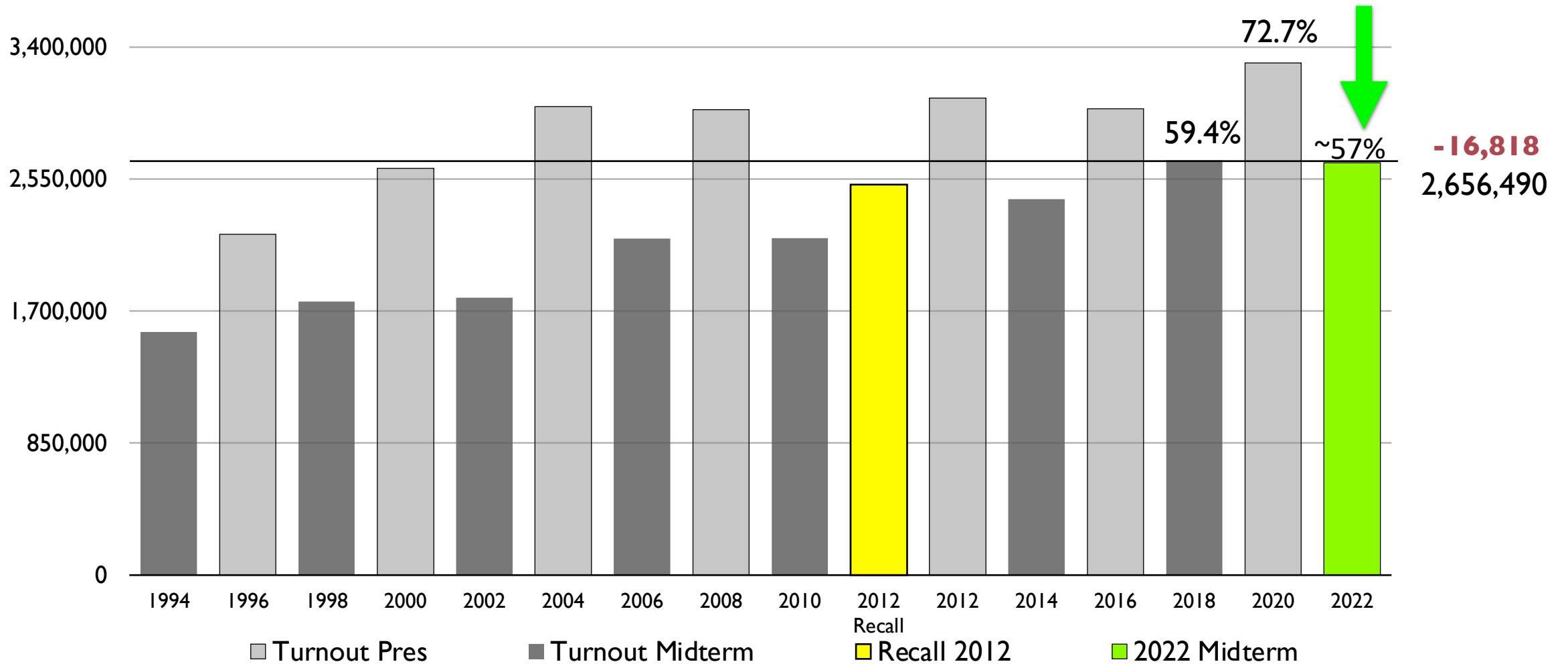
# POLITICAL ENVIRONMENT HEADING INTO ELECTION DAY

## TOP ISSUES IN WISCONSIN

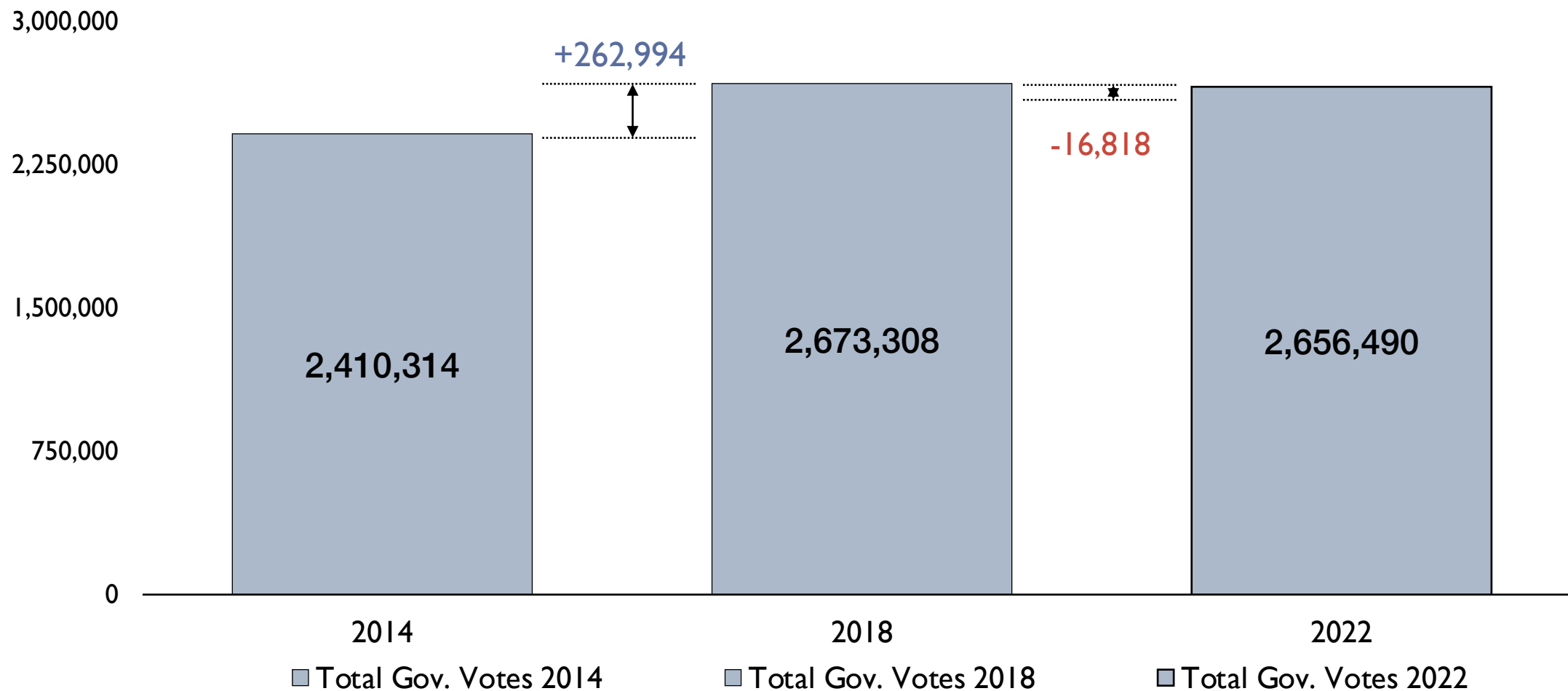
All voters	GOP	Dem	Independent
Inflation	Accurate Vote Count	Abortion Policy	Inflation
Public Schools	Inflation	Gun Violence	Public Schools
Crime	Crime	Public Schools	Crime

## 2022 MIDTERM TURNOUT COMPARISON

SLIGHTLY LESS THAN 2018

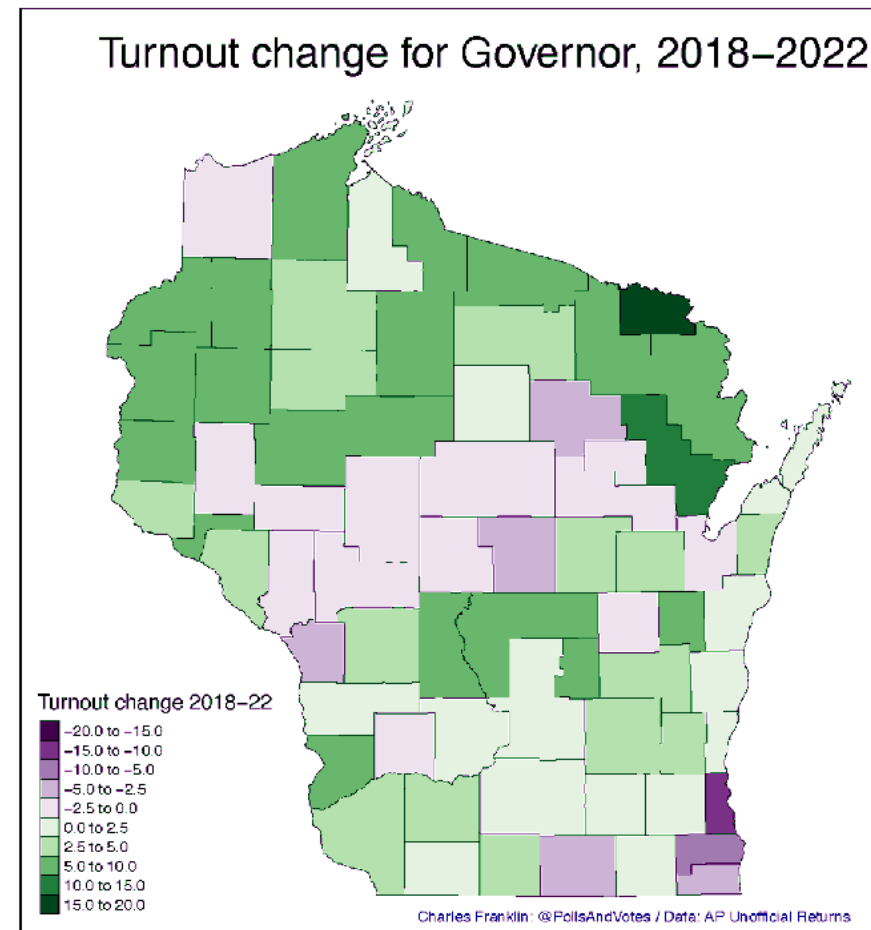


## COMPARING TURNOUT IN LAST 3 GOV RACES



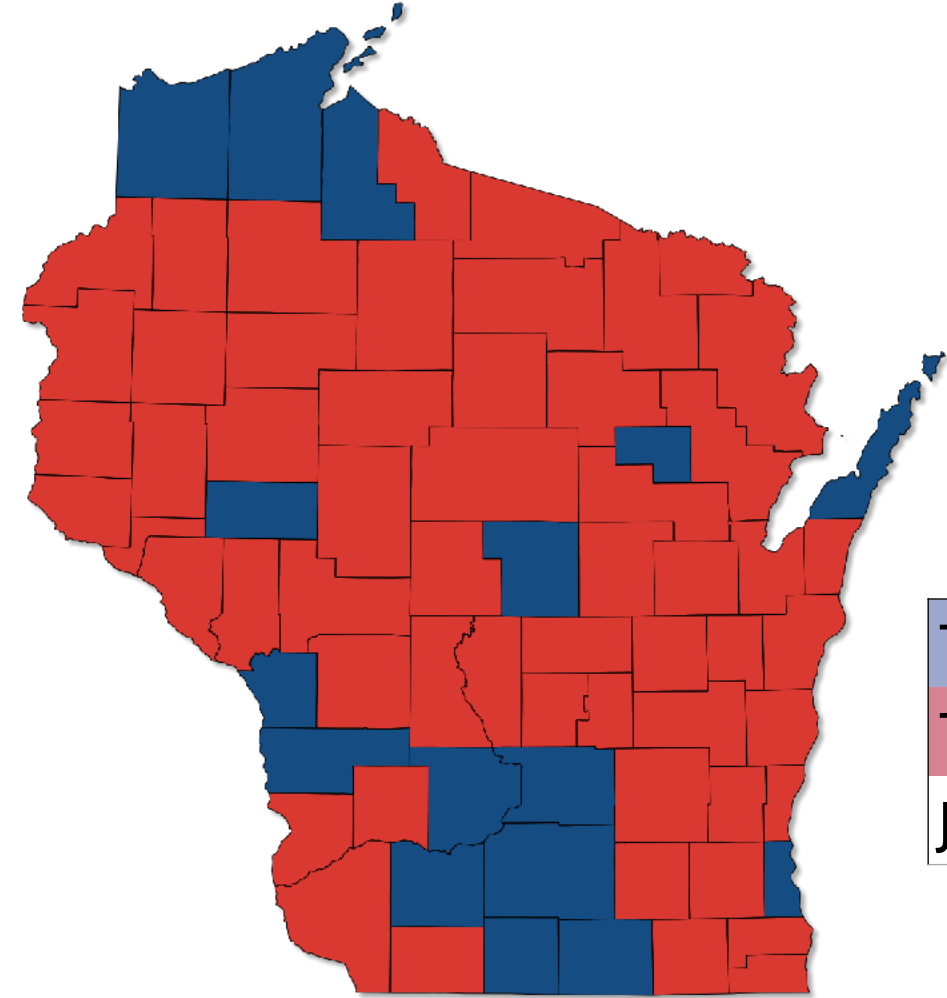
# BIGGEST GAINS & LOSSES IN VOTE TOTALS (GOV.) TOP 10- BOTTOM 10

COUNTY	2022-2018
DANE	6,410
ST. CROIX	3,969
WASHINGTON	3,484
WAUKESHA	2,796
OUTAGAMIE	2,688
OCONTO	1,946
POLK	1,842
BARRON	1,565
FOND DU LAC	1,532
CHIPPEWA	1,426
EAU CLAIRE	(372)
MARATHON	(374)
WINNEBAGO	(1,041)
PORTAGE	(1,190)
BROWN	(1,464)
LA CROSSE	(1,912)
KENOSHA	(2,001)
ROCK	(3,090)
RACINE	(5,662)
MILWAUKEE	(46,988)
<b>TOTAL</b>	<b>(16,818)</b>



## GOVERNOR EVERS WINS RE-ELECTION

51% EVERS | 48% MICHELS

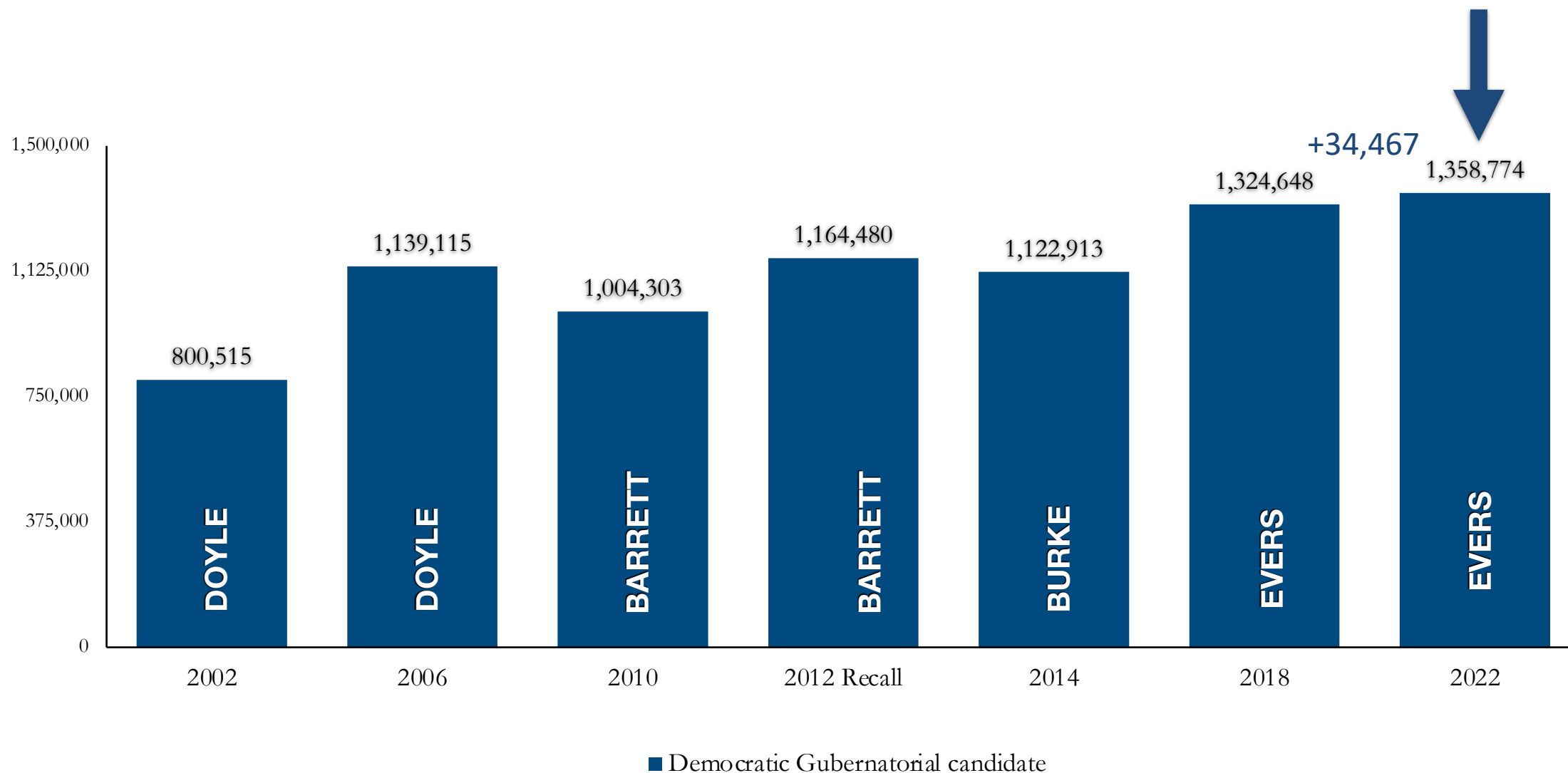


Tony Evers	1,358,774	51.1%
Tim Michels	1,268,535	47.8%
Joan Ellis Bedinger	27,198	1%

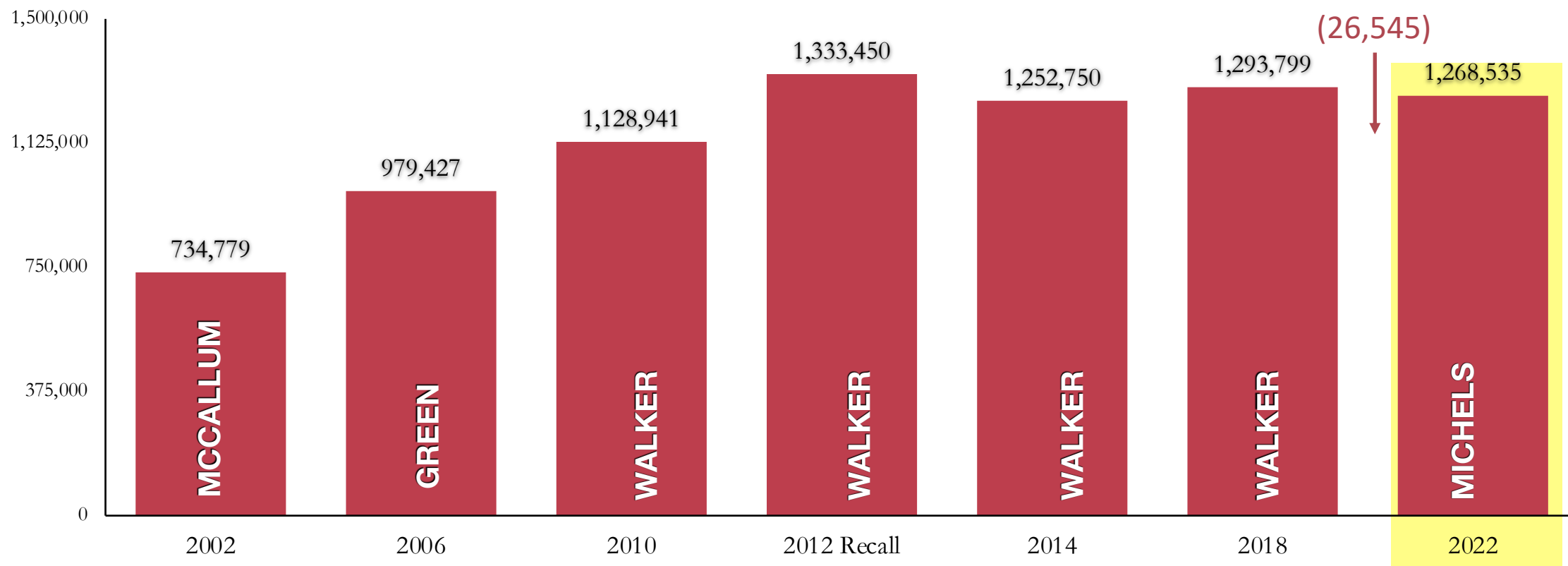
\*First time since 1990 that Governor was re-elected of a different party than incumbent president's party



## TONY EVERS CAPTURES THE MOST VOTES OF ANY CANDIDATE FOR GOVERNOR (AGAIN)

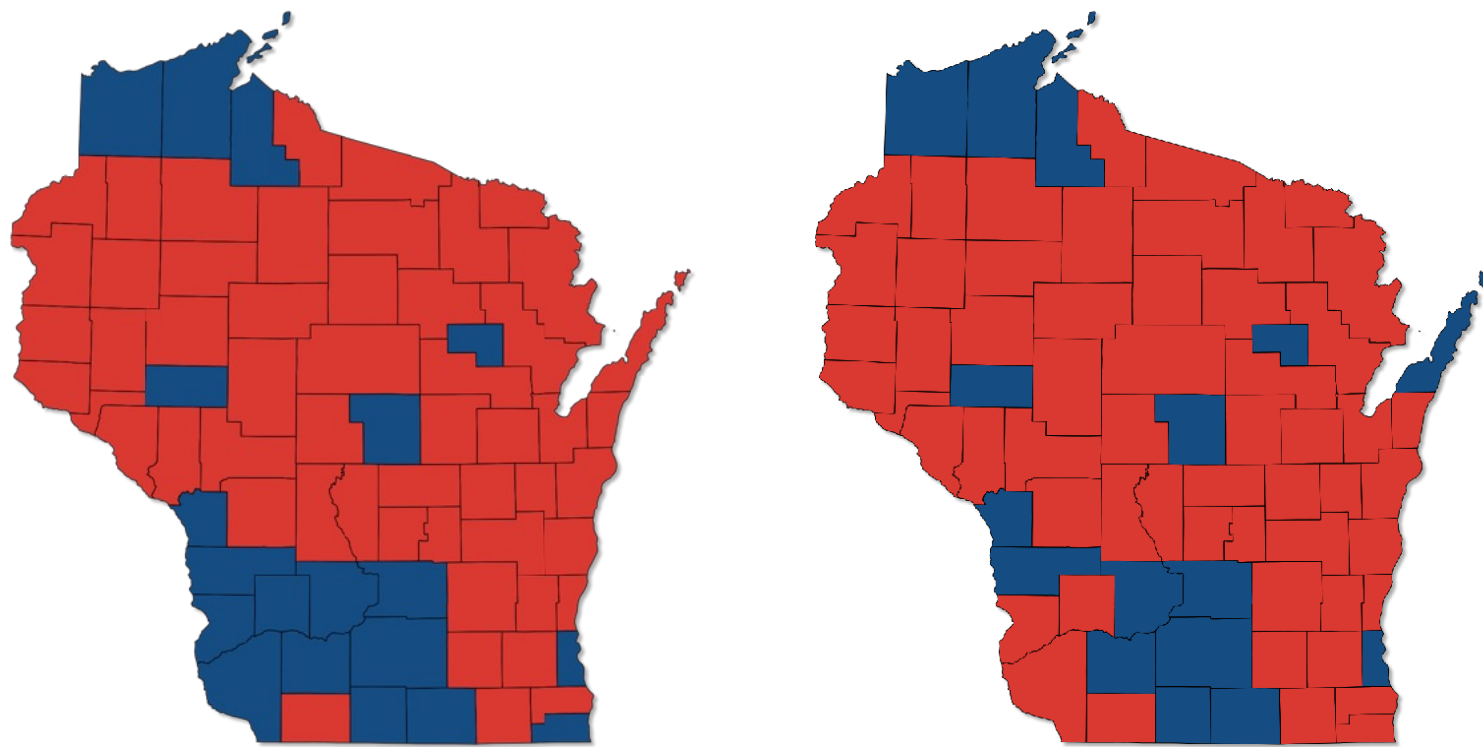


WALKER '18 > MICHELS '22 > WALKER '14



■ Republican Gubernatorial candidate

## EVERS TRIPLES MARGIN OF VICTORY



	2018	2022
<b>Evers Votes</b>	<b>1,324,307 (49.5%)</b>	<b>1,358,774 (51.1%)</b>
GOP votes	1,295,080(48.4%)	1,268,535 (47.8%)
<b>Margin</b>	<b>29,227</b>	<b>90,239</b>

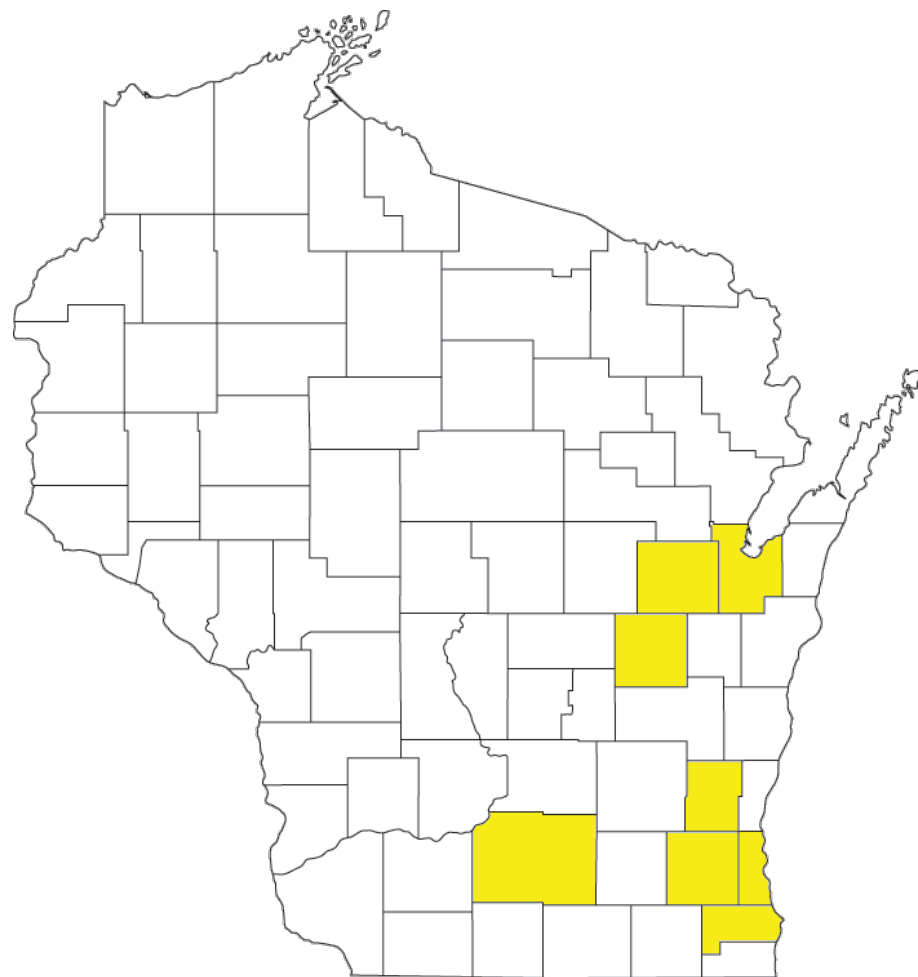
## Democrats

- **Roll up big margins in Dane and Milwaukee County**

## Republicans

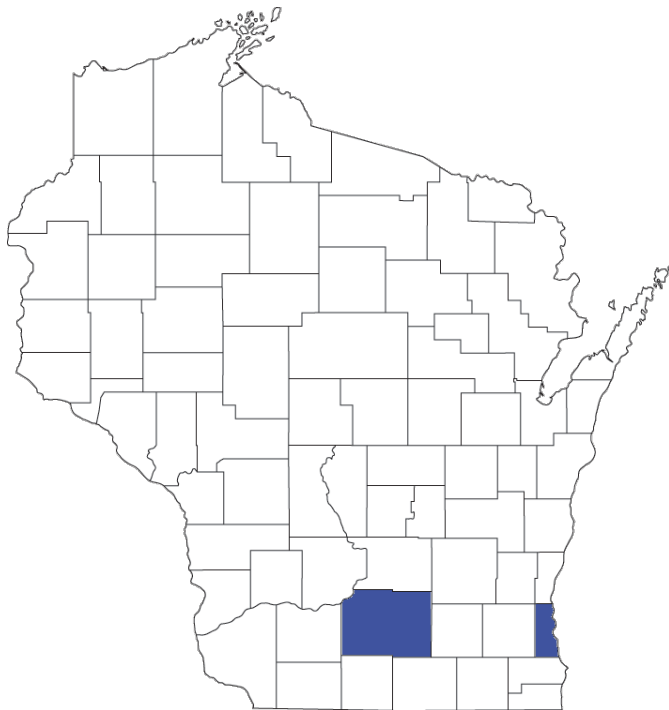
- **Roll up big margins in WOW and BOW Counties plus Racine**

## 8 COUNTIES ACCOUNT FOR >50% OF VOTE TOTAL



**Milwaukee, Dane, Waukesha, Brown, Racine,  
Outagamie, Winnebago & Washington**

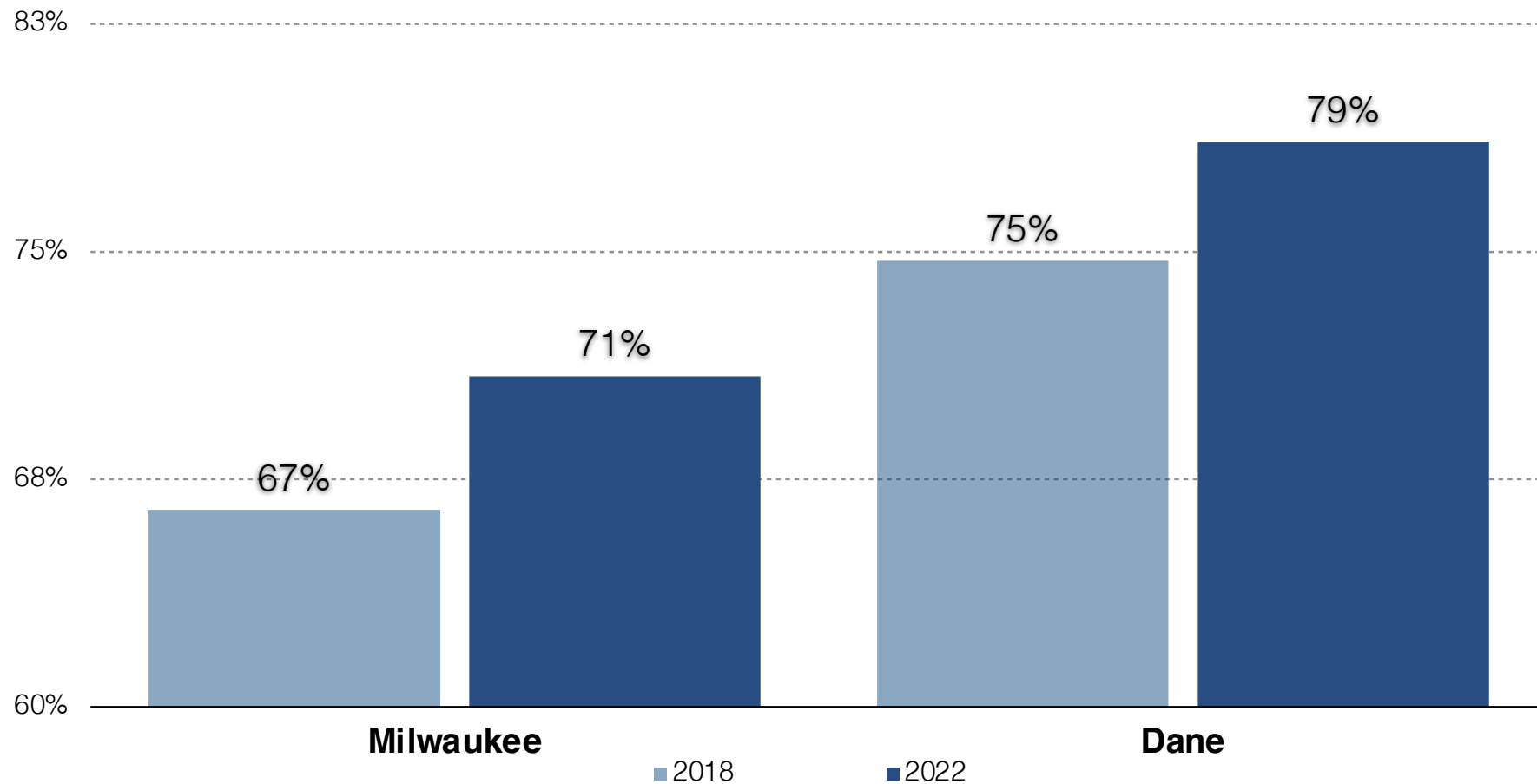
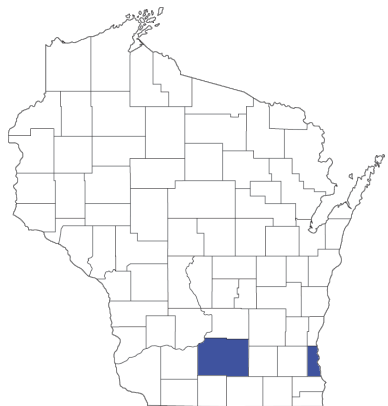
## MILWAUKEE & DANE COUNTY



Milwaukee & Dane

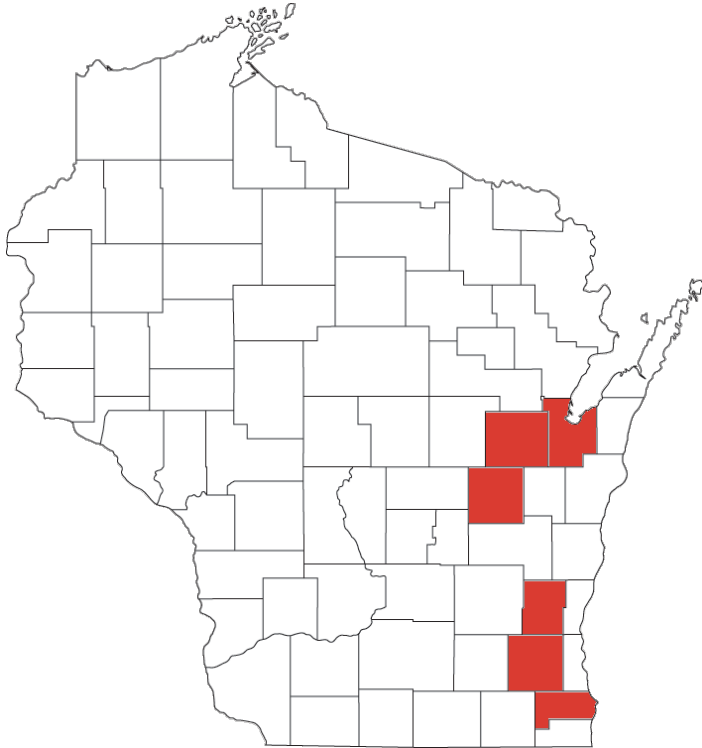
- **24.5% of the total votes** (26% in 2018)
- **46,998 less votes than '18 in Milwaukee**
- **Dane produced 6,410 more votes than 2018**
- **Evers received 322,879 more votes than Michels in Dane and Milwaukee.**  
**+33,964 higher margin than over Walker in 2018**
- **Michels received 33,490 votes less in these counties than Walker 2018**

## EVERS INCREASES HIS MARGIN BY 4% IN BOTH MILWAUKEE & DANE



## NEXT 6 COUNTIES

(WHERE REPUBLICANS NORMALLY START TO CATCH UP)



**Waukesha, Brown, Racine,  
Outagamie, Winnebago &  
Washington**

- Only **801 more votes** produced in these counties in 2022 than 2018.
- Michels won all of these counties.
- However, Michels underperformed Walker '18 by 18,429 votes in these counties
- **Evers received 24,518 more votes in these counties than he did in 2018**
- Michel's margin over Evers was only +89,675 in these counties:
  - Walker '18 was +132,889 in these counties
  - Walker '14 was +175,018 in these counties



- After top 8 vote producing counties **Evers leads Michels by 233,204 votes**
- Michels wins 49 of remaining 64 counties, but **only gains back 142,965 votes**

## TOP 10 COUNTY GAINS & LOSSES

COUNTY	Evers 22-18
DANE	16,525
WAUKESHA	16,433
OZAUKEE	4,710
WASHINGTON	3,995
OUTAGAMIE	3,282
BROWN	2,163
ST. CROIX	1,826
SHEBOYGAN	1,524
EAU CLAIRE	1,295
WALWORTH	1,175
RICHLAND	(269)
DODGE	(312)
SAUK	(345)
DUNN	(368)
DOUGLAS	(428)
GRANT	(431)
ROCK	(1,925)
RACINE	(2,257)
KENOSHA	(2,305)
MILWAUKEE	(16,051)
TOTAL	+31,102



COUNTY	Michels 22-Walker18
ST. CROIX	2,860
DODGE	1,912
OCONTO	1,873
FOND DU LAC	1,701
POLK	1,682
BARRON	1,591
KENOSHA	1,556
CHIPPEWA	1,293
MARINETTE	1,248
GRANT	1,092
EAU CLAIRE	(999)
MARATHON	(1,026)
WINNEBAGO	(1,126)
LA CROSSE	(1,212)
RACINE	(2,411)
BROWN	(2,438)
OZAUKEE	(3,242)
DANE	(6,906)
WAUKESHA	(12,487)
MILWAUKEE	(26,584)
TOTAL	(26,545)

## COMPARING JOHNSON/MICHELS VOTE TOTALS

MICHELS RECEIVED 68,824 LESS THAN JOHNSON

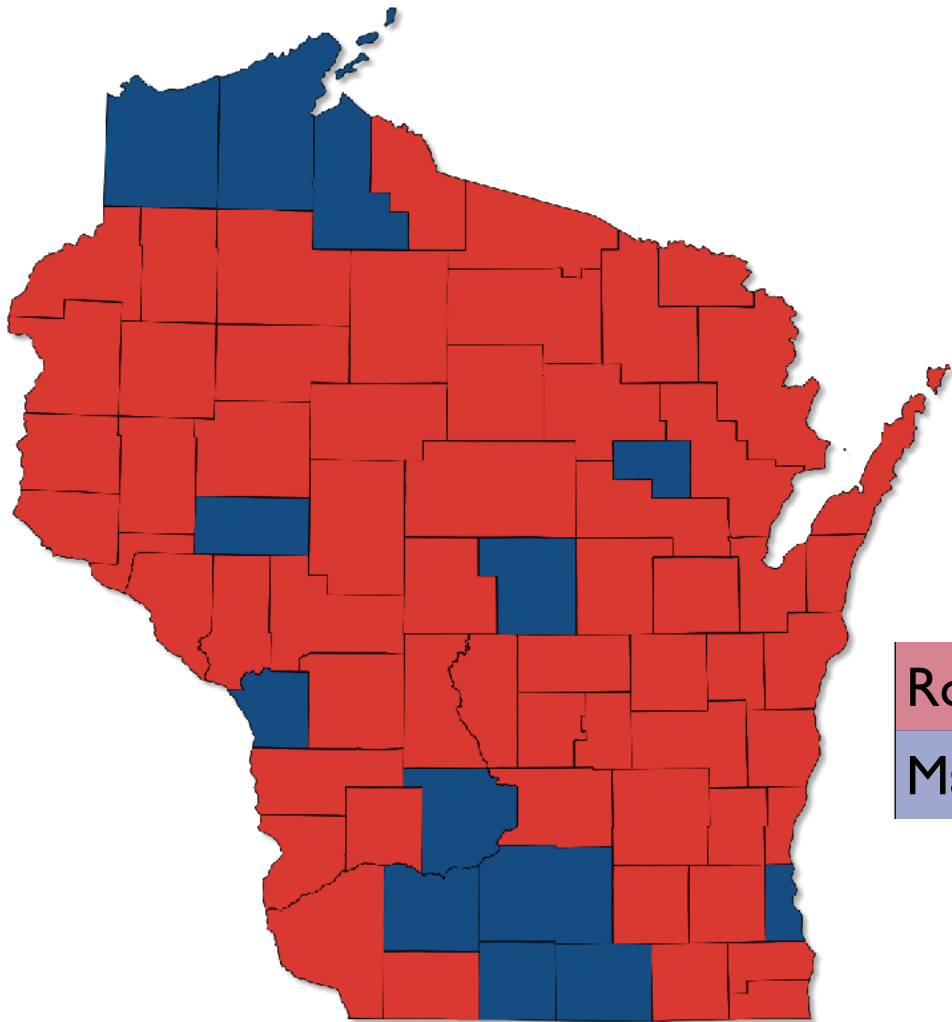
COUNTY	Tim Michels	Ron Johnson	Difference (Michels-Johnson)
MILWAUKEE	97,472	103,667	(6,195)
WAUKESHA	134,199	140,142	(5,943)
DANE	62,264	68,194	(5,930)
BROWN	58,982	62,219	(3,237)
OUTAGAMIE	45,601	47,805	(2,204)
WINNEBAGO	37,241	39,371	(2,130)
LA CROSSE	22,324	24,412	(2,088)
ROCK	26,721	28,757	(2,036)
RACINE	42,324	44,185	(1,861)
MARATHON	35,859	37,525	(1,666)

Top 10

TOTAL	1,265,846	1,334,670	(68,824)
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## SENATOR JOHNSON WINS RE-ELECTION

50.5% JOHNSON | 49.5% BARNES



Ron Johnson	1,336,869	50.5%
Mandela Barnes	1,310,412	49.5%

## COMPARING EVERS/BARNES VOTE TOTALS

BARNES RECEIVED 48,113 LESS THAN EVERS

COUNTY	Tony Evers	Mandela Barnes	Difference (Barnes - Evers)
WAUKESHA	88,554	83,398	(5,156)
DANE	236,497	231,735	(4,762)
BROWN	53,882	51,417	(2,465)
MILWAUKEE	246,332	243,912	(2,420)
ROCK	37,754	36,023	(1,731)
WINNEBAGO	36,512	34,860	(1,652)
OUTAGAMIE	39,569	37,921	(1,648)
EAU CLAIRE	28,057	26,524	(1,533)
LA CROSSE	32,117	30,693	(1,424)
MARATHON	25,159	23,904	(1,255)

Top 10

TOTAL	1,355,409	1,307,296	(48,113)
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## GOP CAPTURES ONE HOUSE SEAT

Cong. Tiffany  
Re-elected with  
62% of vote



Derrick Van Orden  
Elected to Congress  
With 52% of vote



Cong. Pocan  
Re-elected with  
71% of vote



Cong. Gallagher  
Re-elected with  
73% of vote



Cong. Grothman  
was unopposed



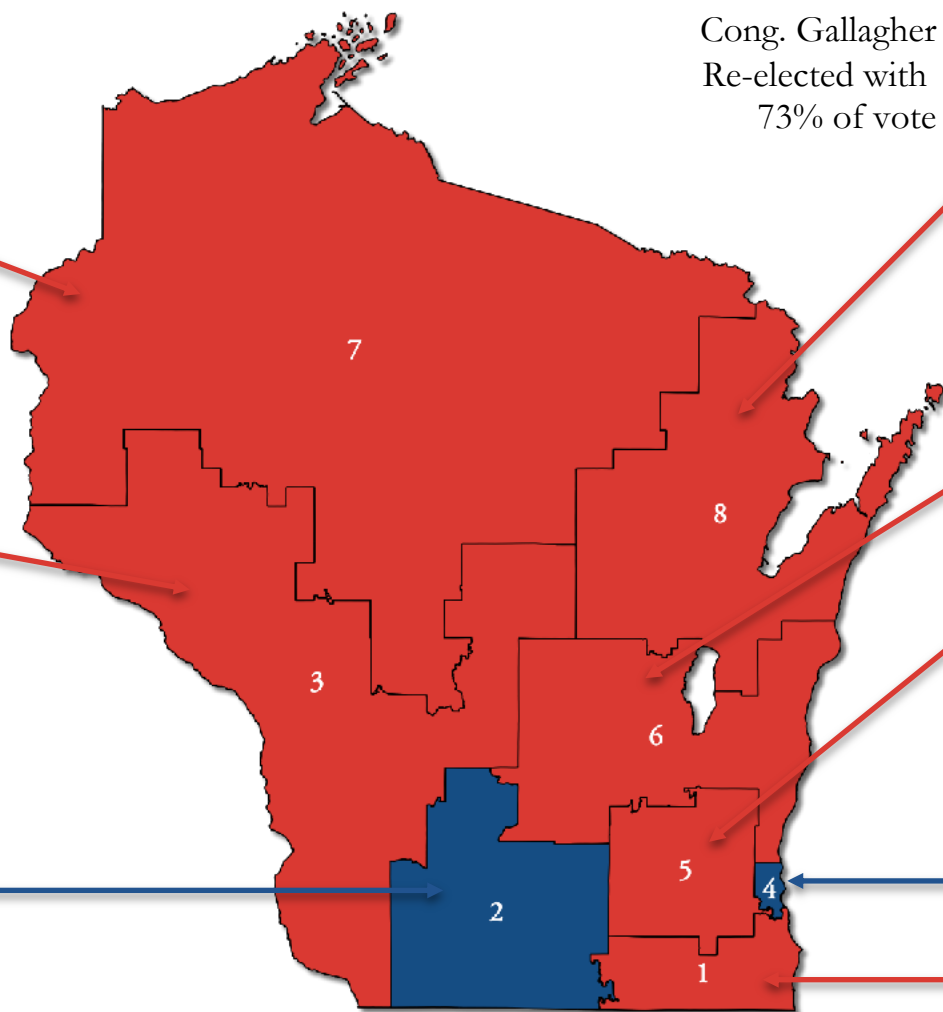
Cong. Fitzgerald  
re-elected with  
65% of vote



Cong. Moore  
re-elected with  
75% of vote



Cong. Steil  
re-elected with  
55% of vote



## CONGRESSIONAL RESULTS LARGELY ALIGN WITH 2020 PRESIDENTIAL VOTES

			Presidential 2020		Actual 2022		
District	Incumbent	Party ID	Trump	Biden	GOP	DEM	Difference Winner
WI-01	Bryan Steil	(R)	50.3	48.3	54.1	45.2	3.8%
WI-02	Mark Pocan	(D)	28.4	70.2	26.9	71.0%	0.8%
WI-03	OPEN	(D)	51.5	46.8	51.8%	48.2%	0.3%
WI-04	Gwen Moore	(D)	22.8	75.9	22.6%	75.4%	0.5%
WI-05	Scott Fitzgerald	(R)	60.8	37.9	64.4%	35.6%	3.6%
WI-06	Glenn Grothman	(R)	57.0	41.4	Uncontested		
WI-07	Tom Tiffany	(R)	59.2	39.3	61.9%	38.1%	2.5%
WI-08	Mike Gallagher	(R)	57.0	41.5	73.5%	16.0%	16%

1. Incumbency
2. Money – huge advantage over their challengers
3. Organization – competed in all 72 counties
4. Message – successfully defined their opponents and drove up their negatives. Evers team also micro-targeted Gen Z on the abortion issue to spike turnout on campuses to near Presidential levels



- Evers got stronger
- GOP majorities got stronger

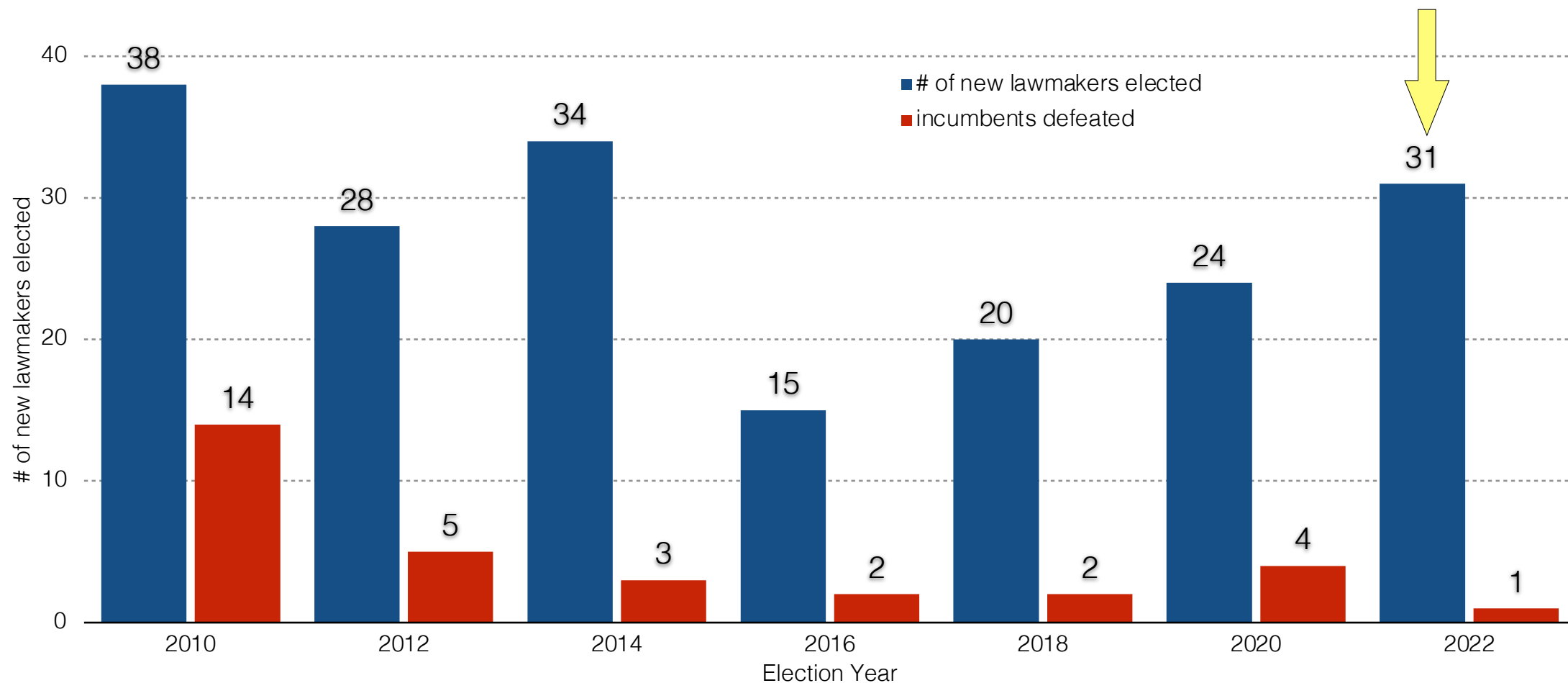
# Historic Legislative Turnover



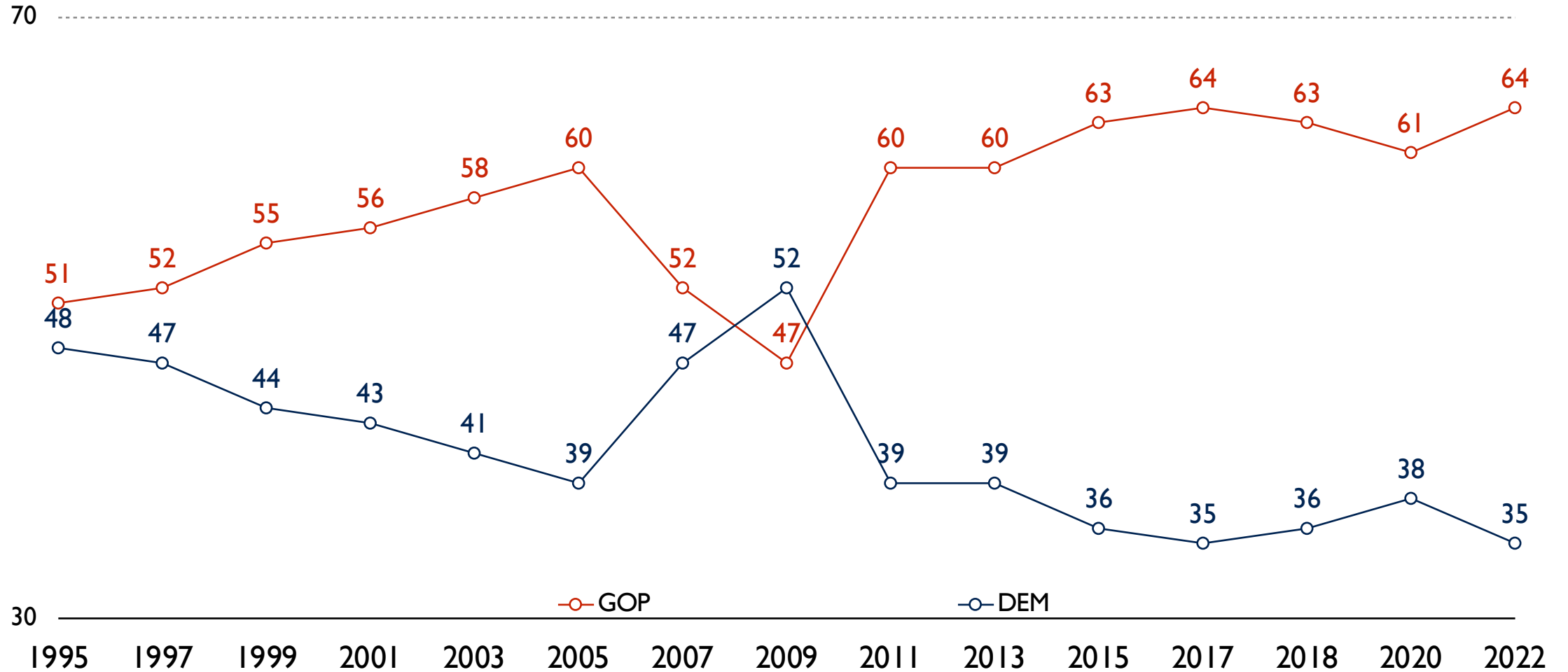
## 31 LAWMAKERS NEWLY ELECTED LAWMAKERS

### 1 INCUMBENT DEFEATED\*

\*Inc. Rep. Don Vruwink (D-Milton) currently represents 43rd AD, because of redistricting ran for re-election in 33rd AD, which was a GOP leaning seat

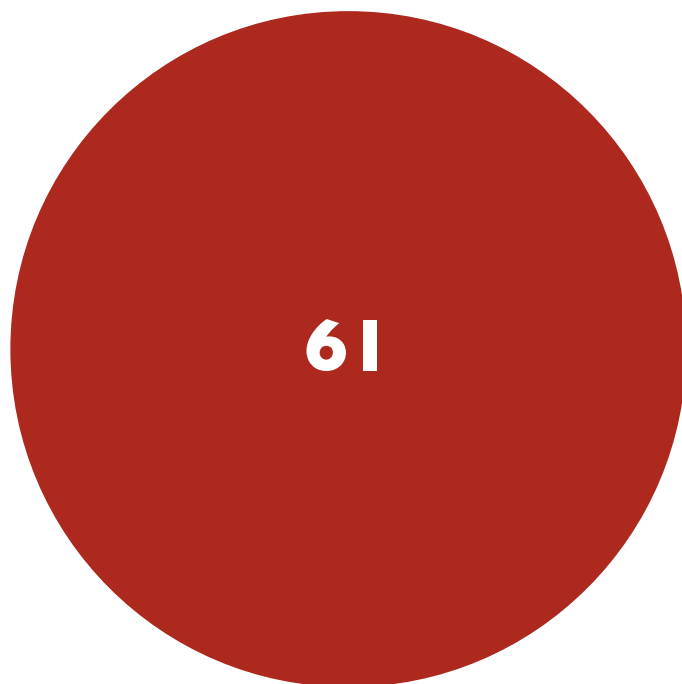


## ASSEMBLY REPUBLICANS PICK UP 3 SEATS HAVE A 64-35 MAJORITY

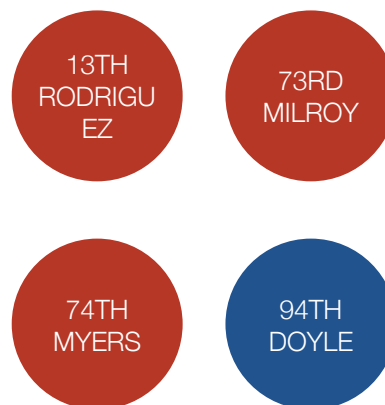


## ASSEMBLY REPUBLICANS PICK UP 3 SEATS

Republicans protected all  
of their currently held seats



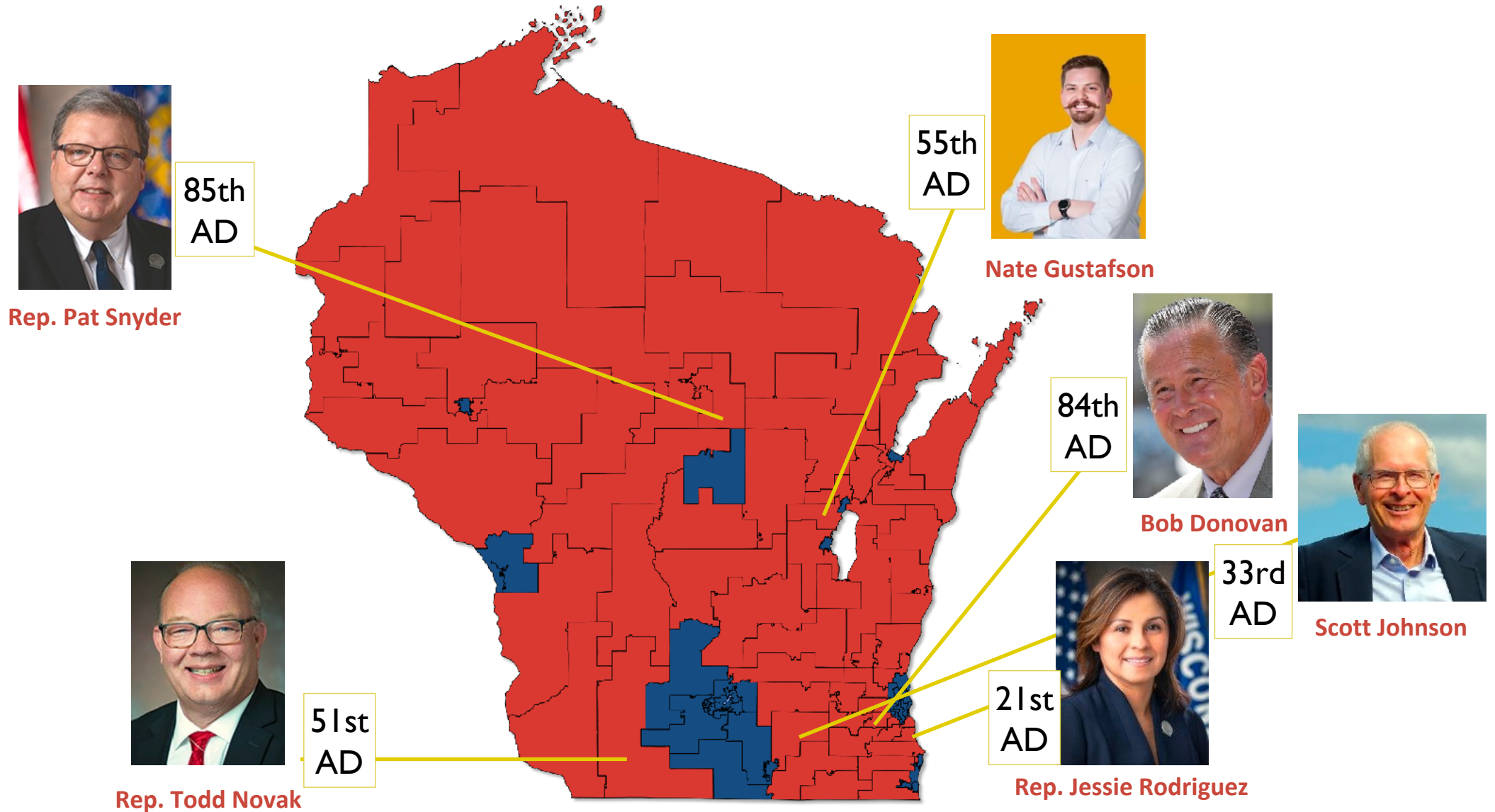
Picked up 3 GOP  
leaning seats



Did not capture any targeted  
DEM leaning seats



## REPUBLICANS PROTECTED ALL INCUMBENT SEATS



## REPUBLICANS PICKED UP 3 OF 4 DEMOCRAT HELD GOP LEANING SEATS



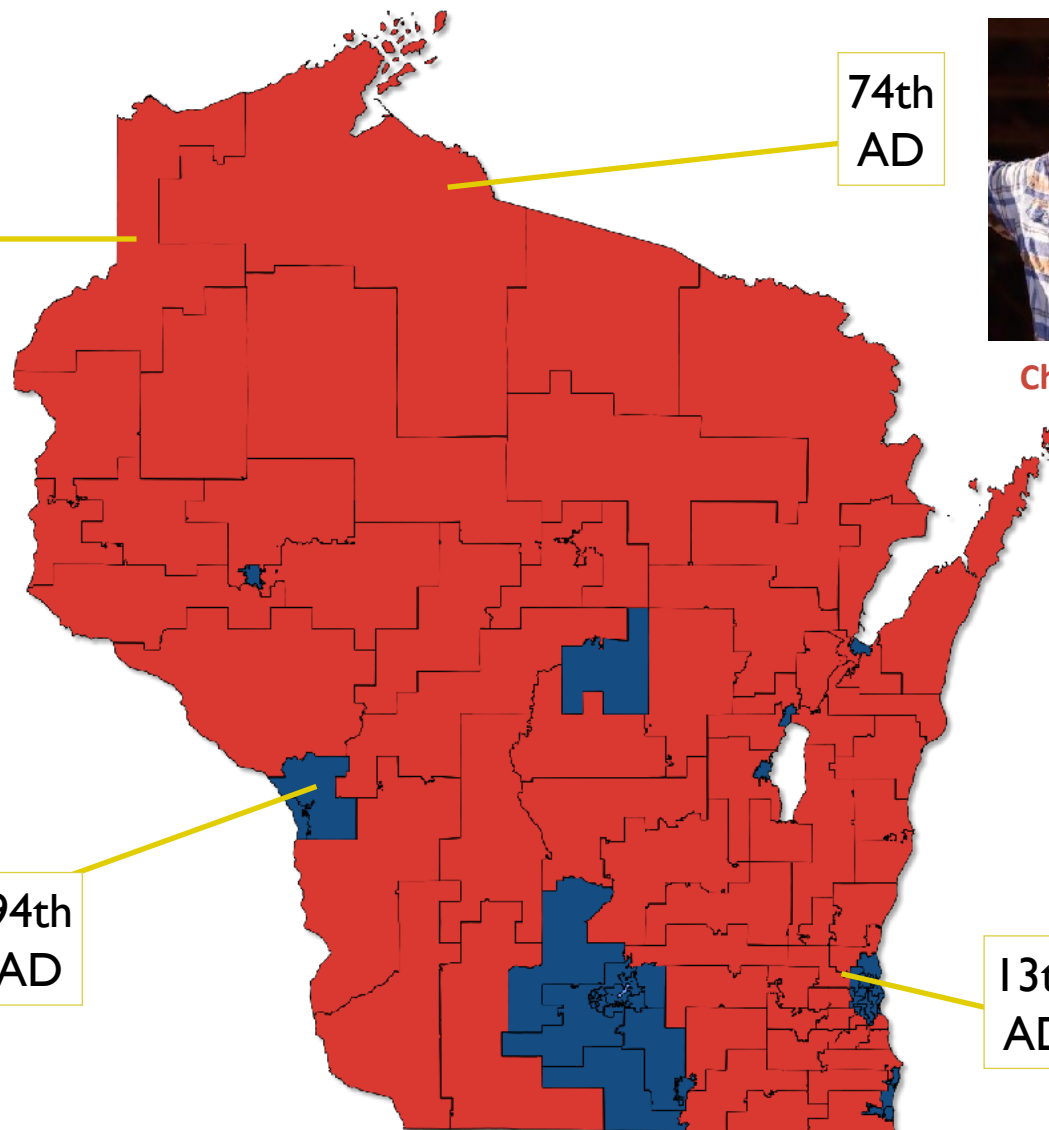
**Angie Sapik**

73rd  
AD



**Rep. Steve Doyle**

94th  
AD



74th  
AD



**Chanz Green**

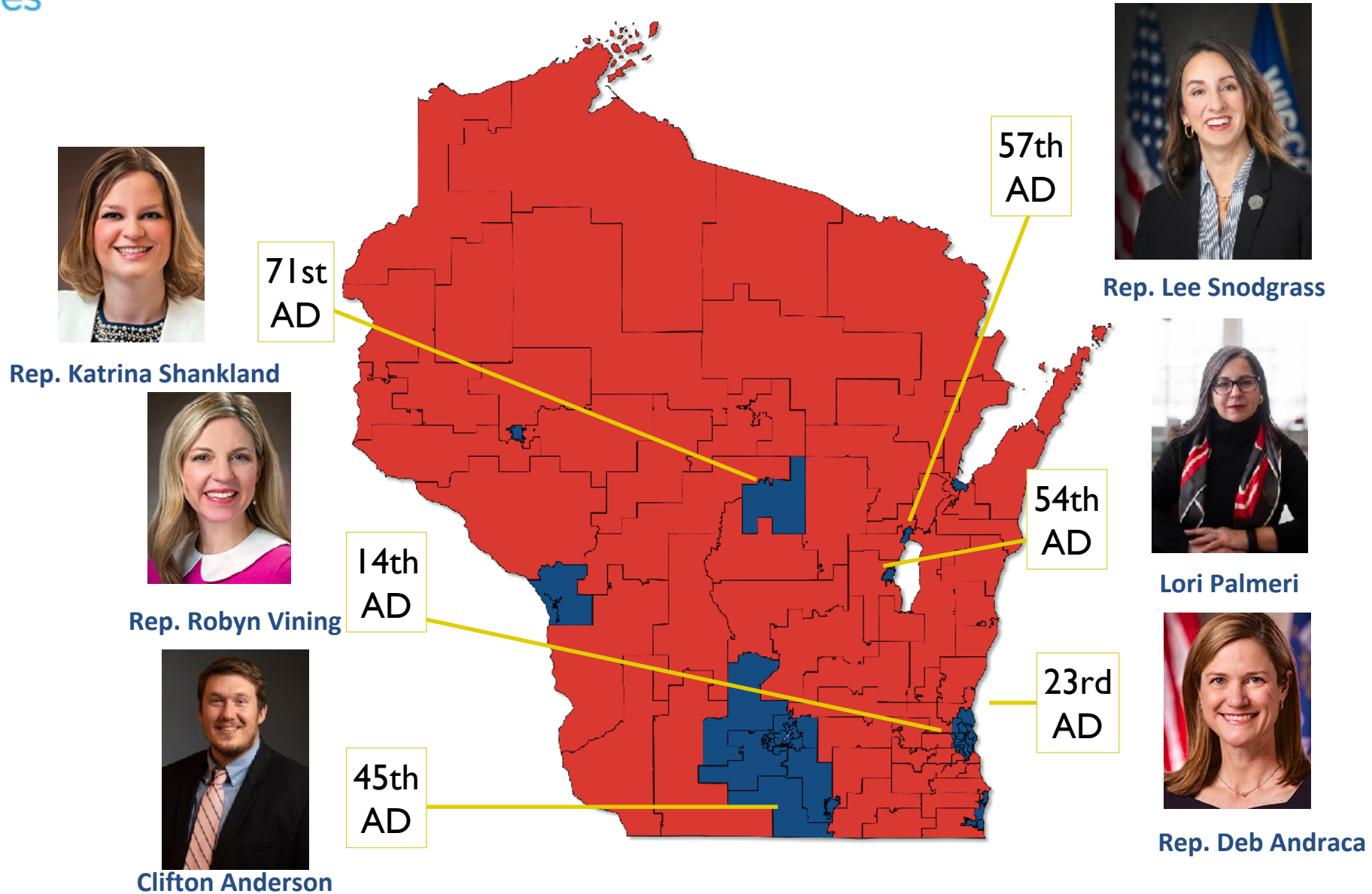
13th  
AD



**Tom Michalski**



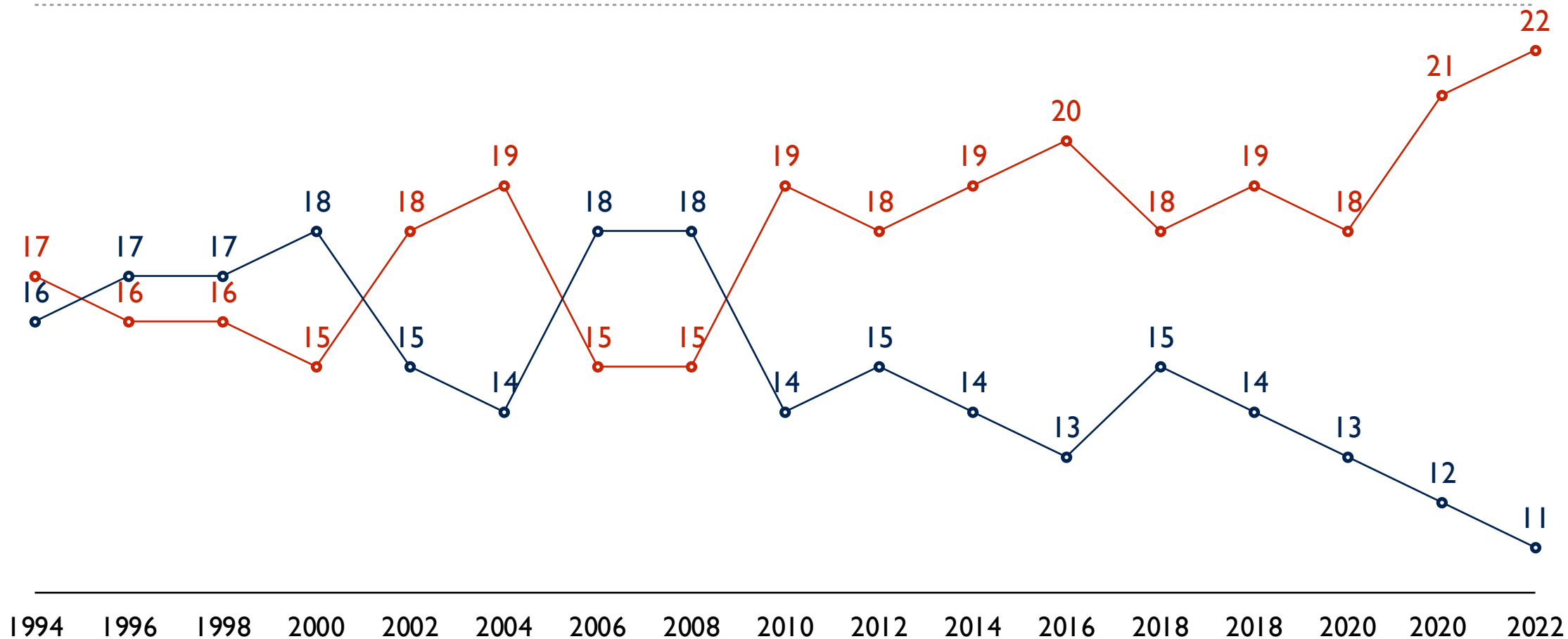
## DEMOCRATS PROTECTED ALL OF THEIR LEAN DEM SEATS





## REPUBLICANS PICK UP 1 SEAT WILL HAVE A 22-11 MAJORITY

*\*Effective Dec. 1*



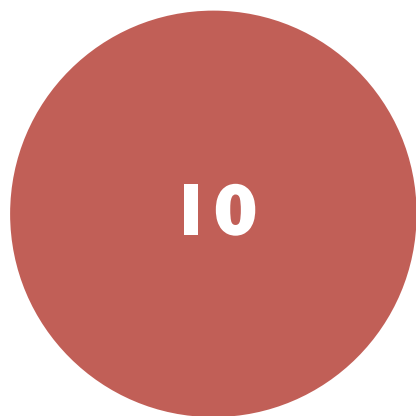
## SENATOR ALBERTA DARLING (R-RIVER HILLS) ANNOUNCES RETIREMENT

- Announced retirement Nov. 23
- First elected to Senate in 1992
- Longest serving woman co-chair of JFC
- Survived recall attempt in 2011

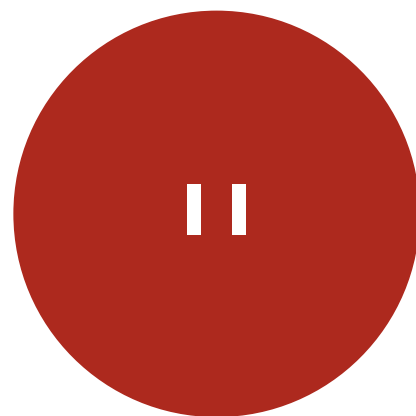


## PATH TO THE VETO PROOF MAJORITY

**Protect current seats (21)**



10 seats not up  
this cycle



11 seats up  
this cycle

**Pickup 1 GOP  
leaning seat**



## SENATE TARGETED RACES

REPUBLICANS DEFEND TWO AND PICK UP ONE



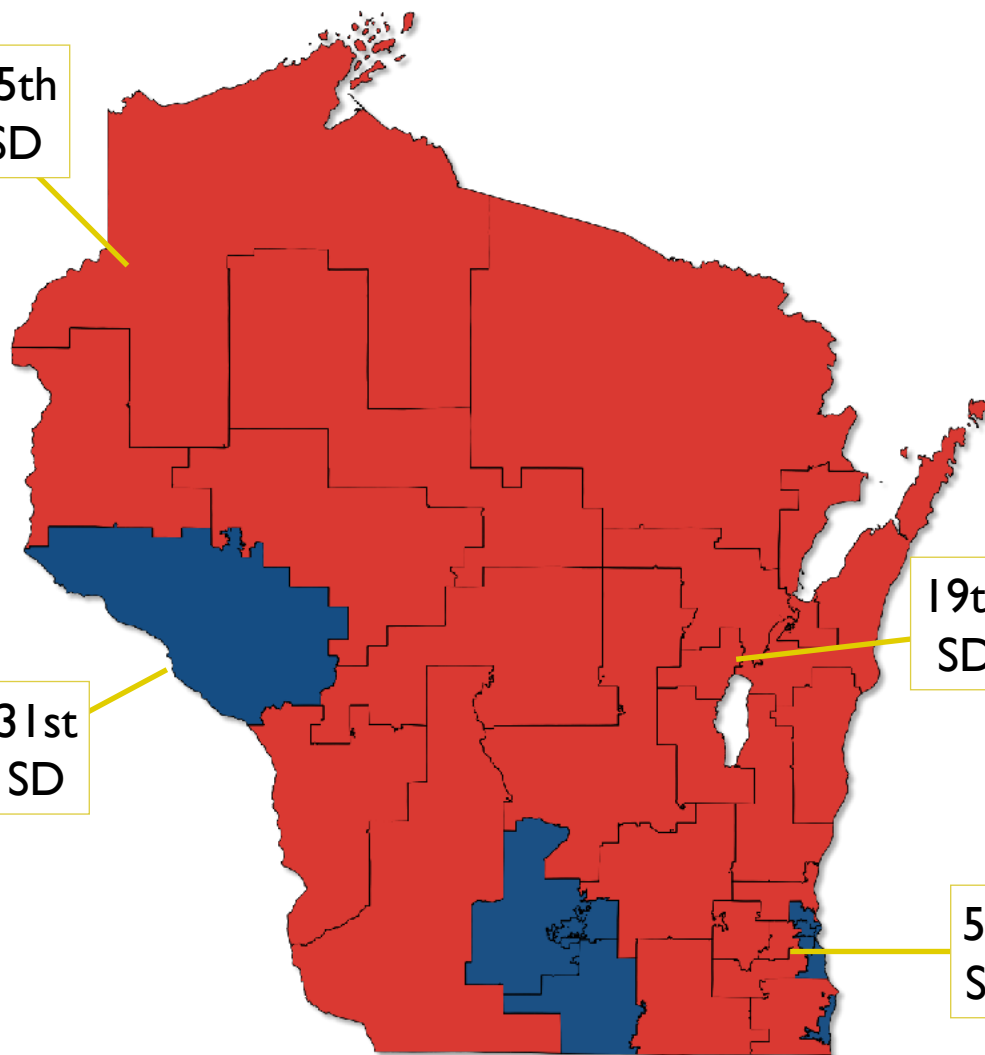
**Romaine Quinn**

25th  
SD



**Sen. Jeff Smith**

31st  
SD



19th  
SD



**Rachel  
Cabral-Guevara**

5th  
SD



**Rob Hutton**

# 12 OF THE LAST 18 SESSIONS HAVE HAD SPLIT PARTY CONTROL

Session	Governor	Assembly	Senate
1989-90	R	D	D
1991-92	R	D	D
1993-94	R	D	R
1995-96	R	R	R
1997-98	R	R	D
1999-00	R	R	D
2001-02	R	R	D
2003-04	D	R	R
2005-06	D	R	R
2007-08	D	R	D
2009-10	D	D	D
2011-12	R	R	R
2013-14	R	R	R
2015-16	R	R	R
2017-18	R	R	R
2019-20	D	R	R
2021-2022	D	R	R
2023-2024	D	R	R



## ASSEMBLY REPUBLICAN LEADERSHIP



Speaker Vos



Speaker  
Pro Tempore  
Petersen



Majority  
Leader  
August



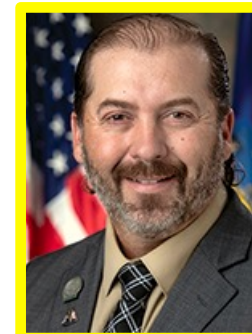
Asst. Majority  
Leader  
Plumer



Majority  
Caucus Chair  
Summerfield



Majority  
Caucus Vice Chair  
Duchow



Majority  
Caucus Sgt at Arms  
Pronschinske

## SENATE REPUBLICAN LEADERSHIP



Senate Pres.  
Kapenga



Majority Leader  
LeMahieu



President  
Pro Tempore  
Testin



Asst. Leader  
Feyen



Caucus Chair  
Wanggaard



Vice Chair  
Ballweg

## SENATE DEMOCRATIC LEADERSHIP



Minority Leader  
Melissa Agard



Asst. Minority Leader  
Jeff Smith



Minority Caucus Chair  
Chris Larson



Minority Caucus  
Vice Chair  
Dianne Hesselbein



## ASSEMBLY DEMOCRATIC LEADERSHIP



Minority Leader  
Greta Neubauer



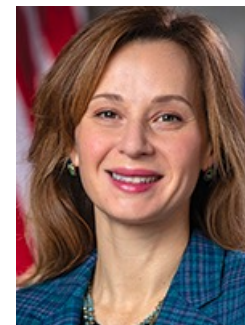
Asst. Minority Leader  
Kalan Haywood



Minority Caucus Chair  
Lisa Subeck



Minority Caucus  
Vice Chair  
Jill Billings

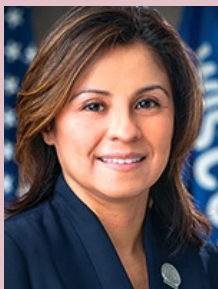


Minority Secretary  
Kristina Shelton



Minority  
Sgt at Arms  
Lee Snodgrass

# JOINT COMMITTEE ON FINANCE



# **126 DAYS**

**Until April 4th 2023 Election Day**

## CONSERVATIVES HAVE 4-3 MAJORITY ON SUPREME COURT

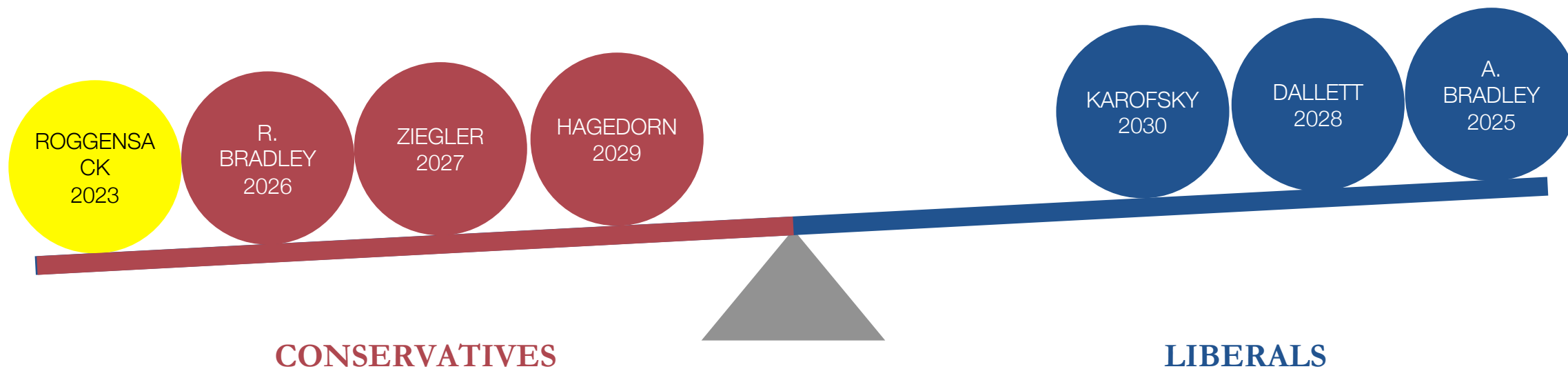
### CONSERVATIVE JUSTICE ROGGENSACK NOT SEEKING RE-ELECTION

						
<b>Chief Justice Annette Ziegler</b>	<b>Justice Pat Roggensack</b>	<b>Justice Ann Walsh Bradley</b>	<b>Justice Rebecca Bradley</b>	<b>Justice Rebecca Dallet</b>	<b>Justice Brian Hagedorn</b>	<b>Justice Jill Karofsky</b>
<b>Term expires 2027</b>	<b>Term expires 2023</b>	<b>Term expires 2025</b>	<b>Term expires 2026</b>	<b>Term Expires 2028</b>	<b>Term expires 2029</b>	<b>Term expires 2030</b>

Justice Roggensack is not seeking re-election

## BALANCE OF COURT WILL BE DECIDED IN APRIL

WILL ESTABLISH CONTROL FOR AT LEAST 2 YEARS



2023 Election Decides Control of Court

- If Liberals win, 2025 Election would be first opportunity for Conservatives to re-capture
- If Conservatives win, 2026 would be the next opportunity for change in control of court



## SUPREME COURT CANDIDATES

### LIBERALS



Dane Co.  
Circuit Court  
Judge  
Everett Mitchell



Milwaukee Co.  
Circuit Court  
Judge  
Janet Protasiewicz

### CONSERVATIVES



Former  
Supreme Court  
Justice  
Daniel Kelly



Waukesha  
Circuit Court  
Judge  
Jennifer Dorow

?

**Questions**