



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**

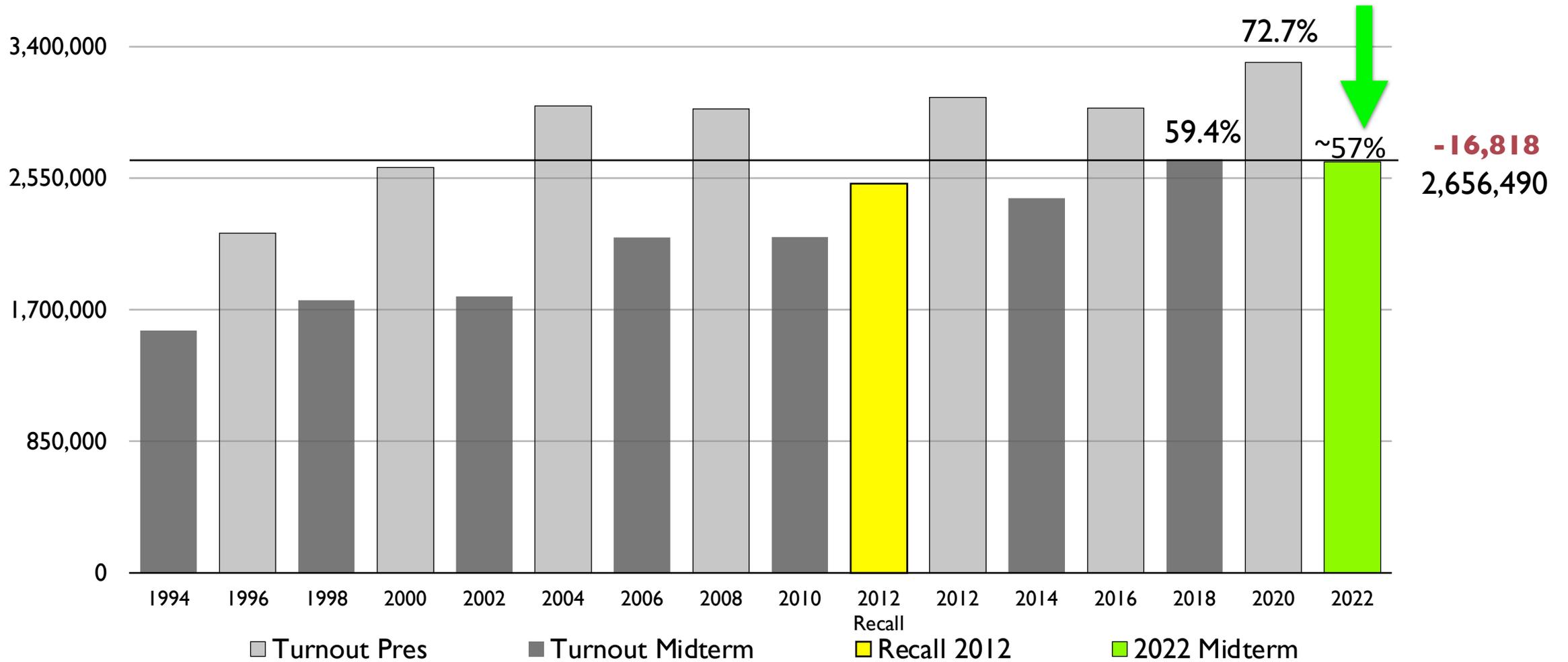
POLITICAL ENVIRONMENT HEADING INTO ELECTION DAY

TOP ISSUES IN WISCONSIN

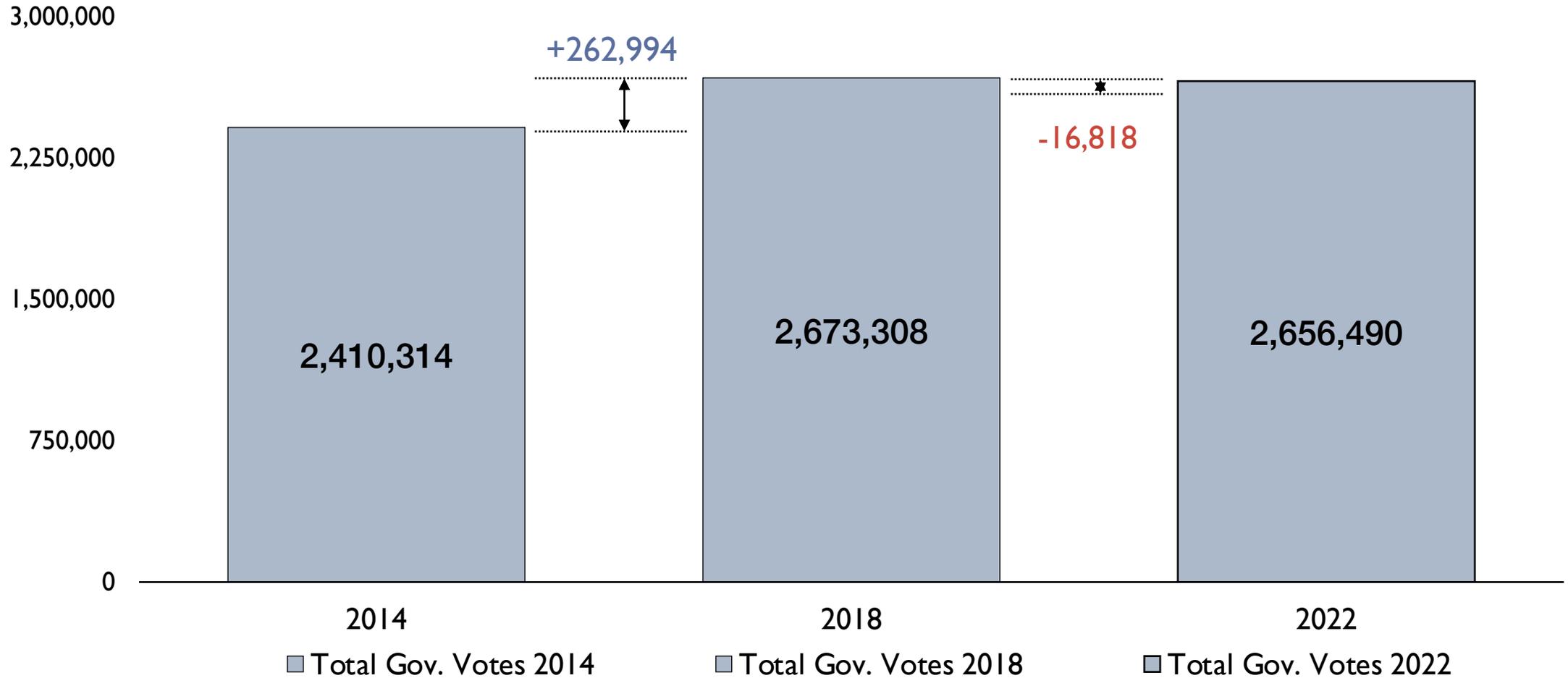
All voters	GOP	Dem	Independent
Inflation	Accurate Vote Count	Abortion Policy	Inflation
Public Schools	Inflation	Gun Violence	Public Schools
Crime	Crime	Public Schools	Crime

2022 MIDTERM TURNOUT COMPARISON

SLIGHTLY LESS THAN 2018



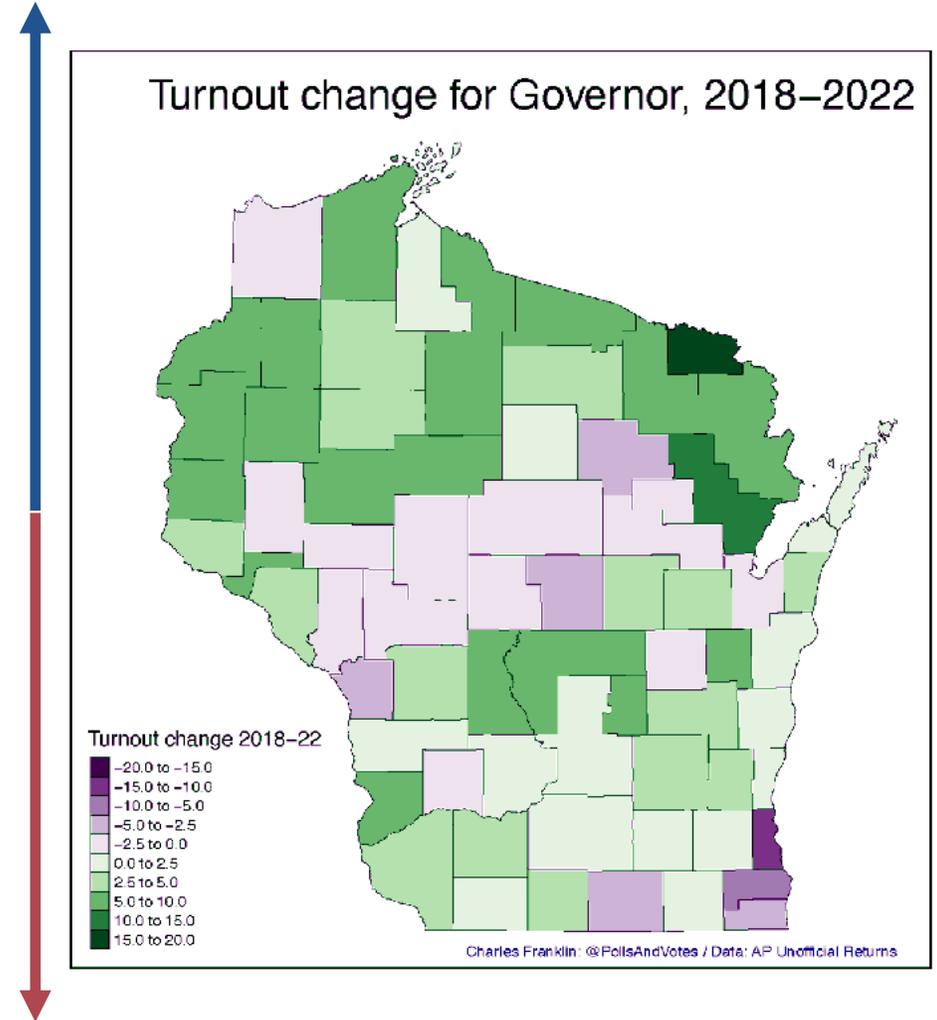
COMPARING TURNOUT IN LAST 3 GOV RACES



BIGGEST GAINS & LOSSES IN VOTE TOTALS (GOV.)

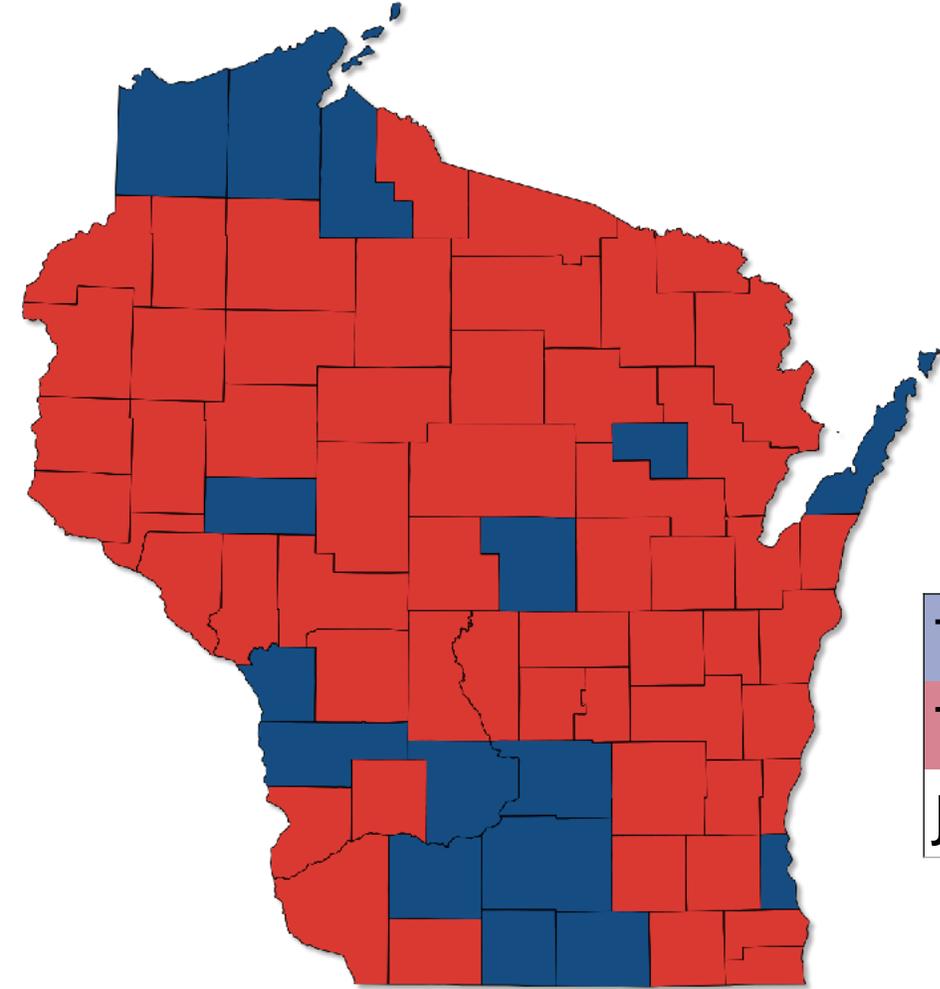
TOP 10- BOTTOM 10

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)
TOTAL	(16,818)



GOVERNOR EVERS WINS RE-ELECTION

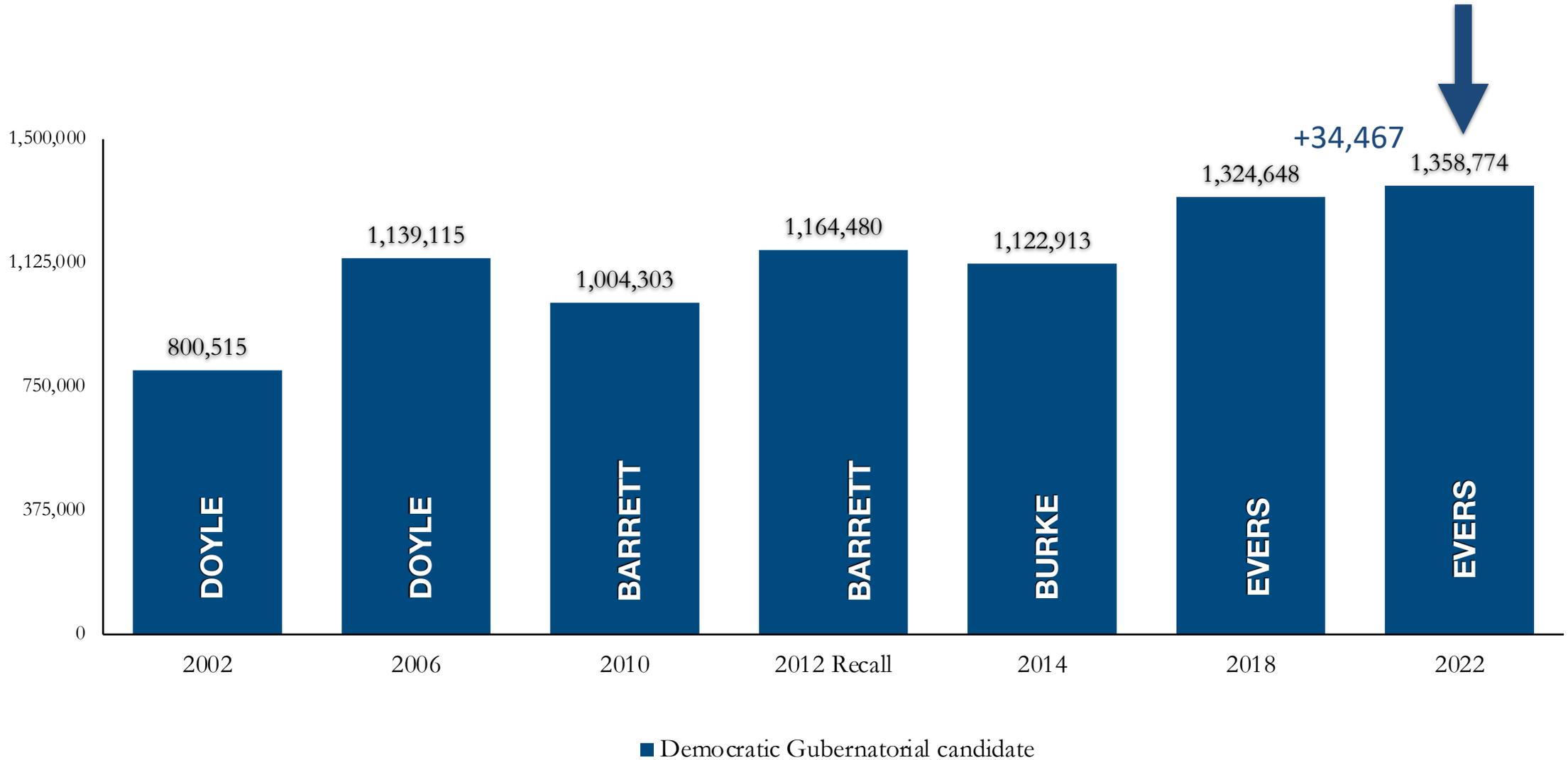
51% EVERS | 48% MICHELS



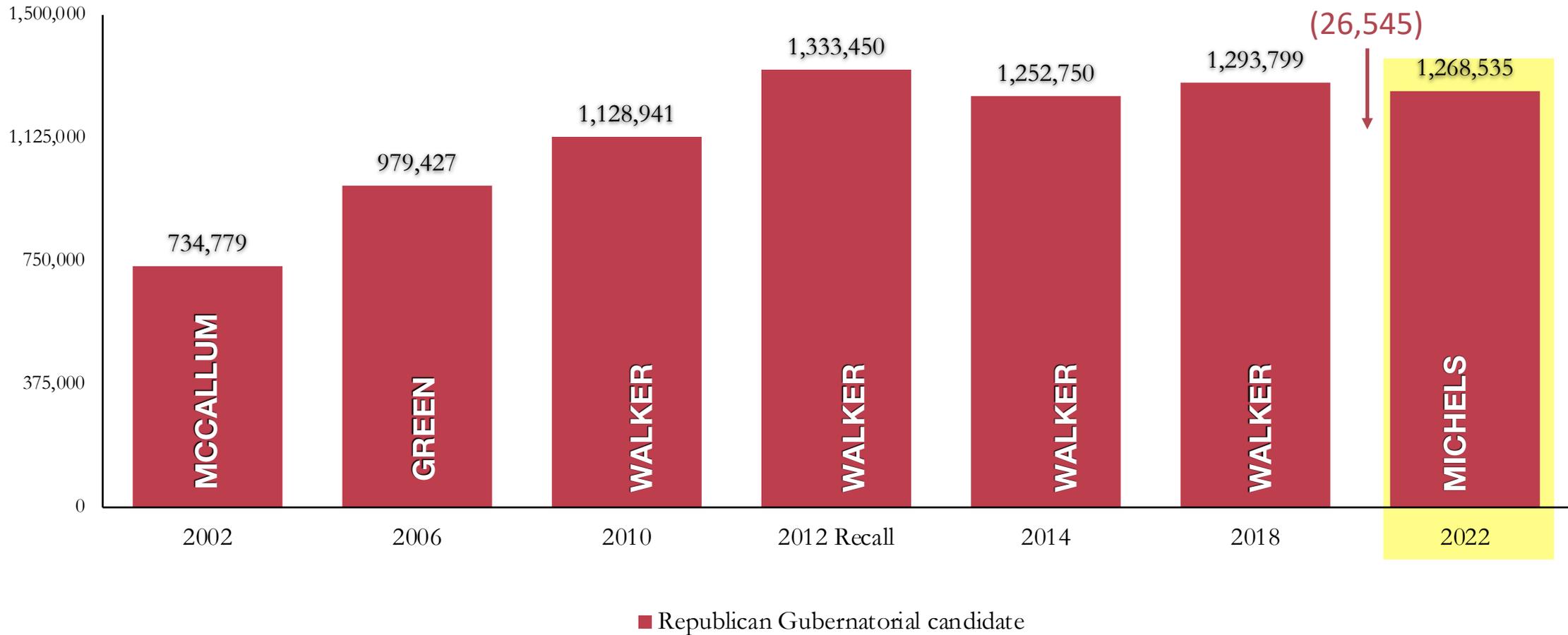
Tony Evers	1,358,774	51.1%
Tim Michels	1,268,535	47.8%
Joan Ellis Bedinger	27,198	1%

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

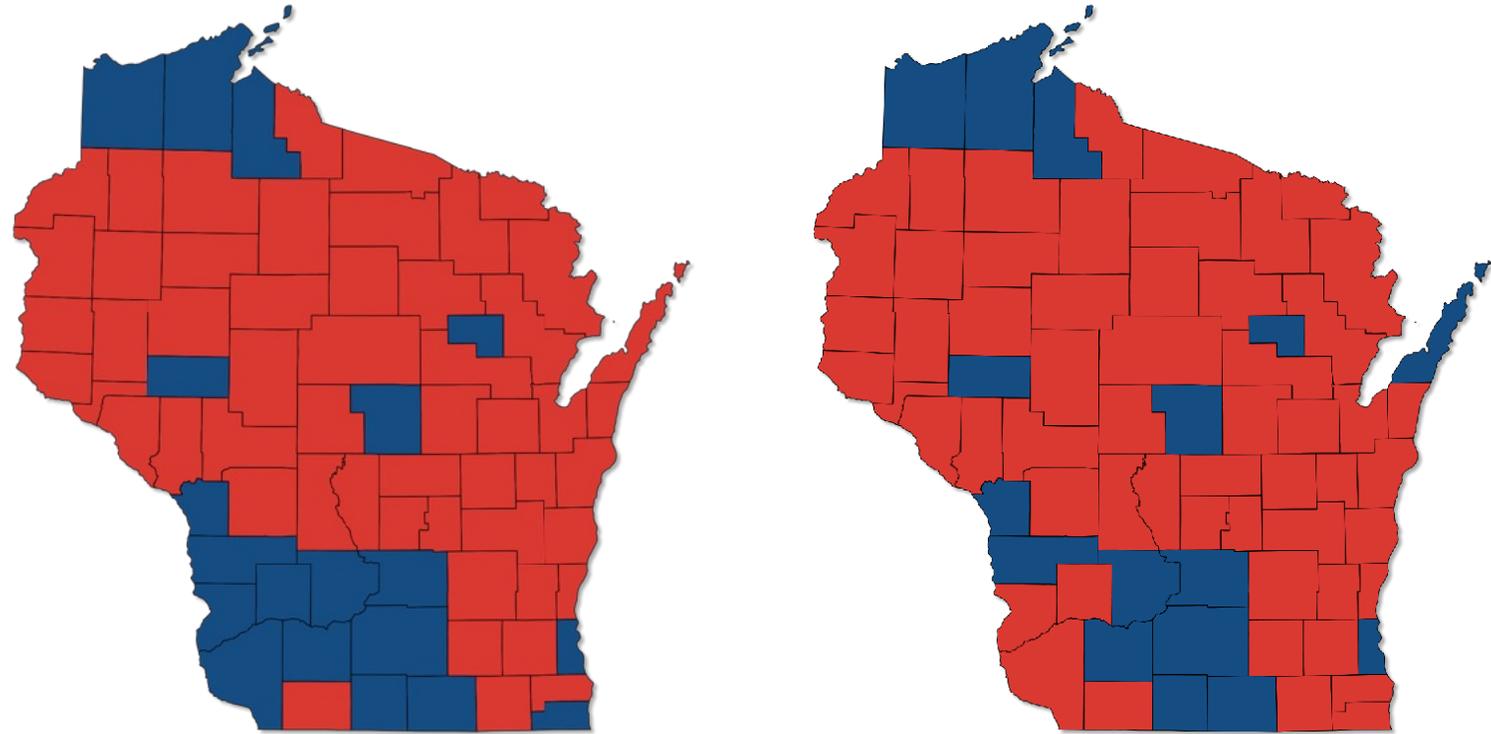
TONY EVERS CAPTURES THE MOST VOTES OF ANY CANDIDATE FOR GOVERNOR (AGAIN)



WALKER '18 > MICHELS '22 > WALKER '14



EVERS TRIPLES MARGIN OF VICTORY



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

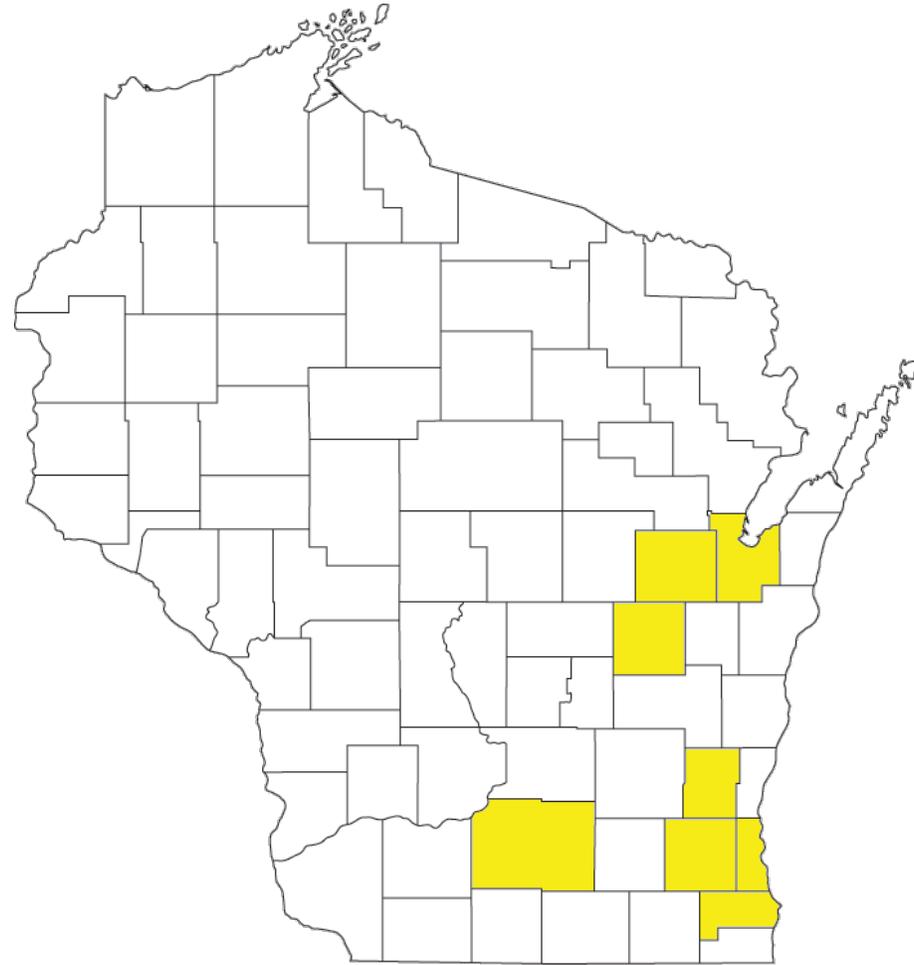
Democrats

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

Republicans

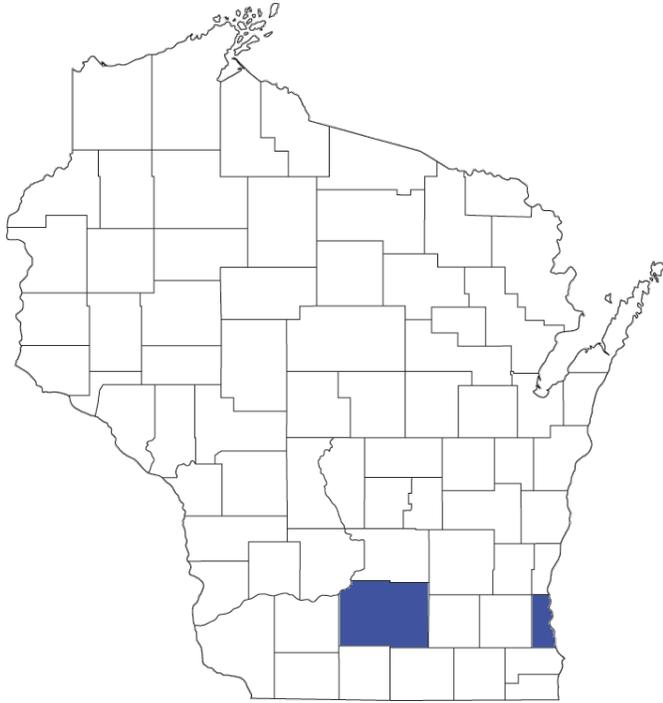
- **Roll up big margins in WOW and BOW Counties plus Racine**

8 COUNTIES ACCOUNT FOR >50% OF VOTE TOTAL



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

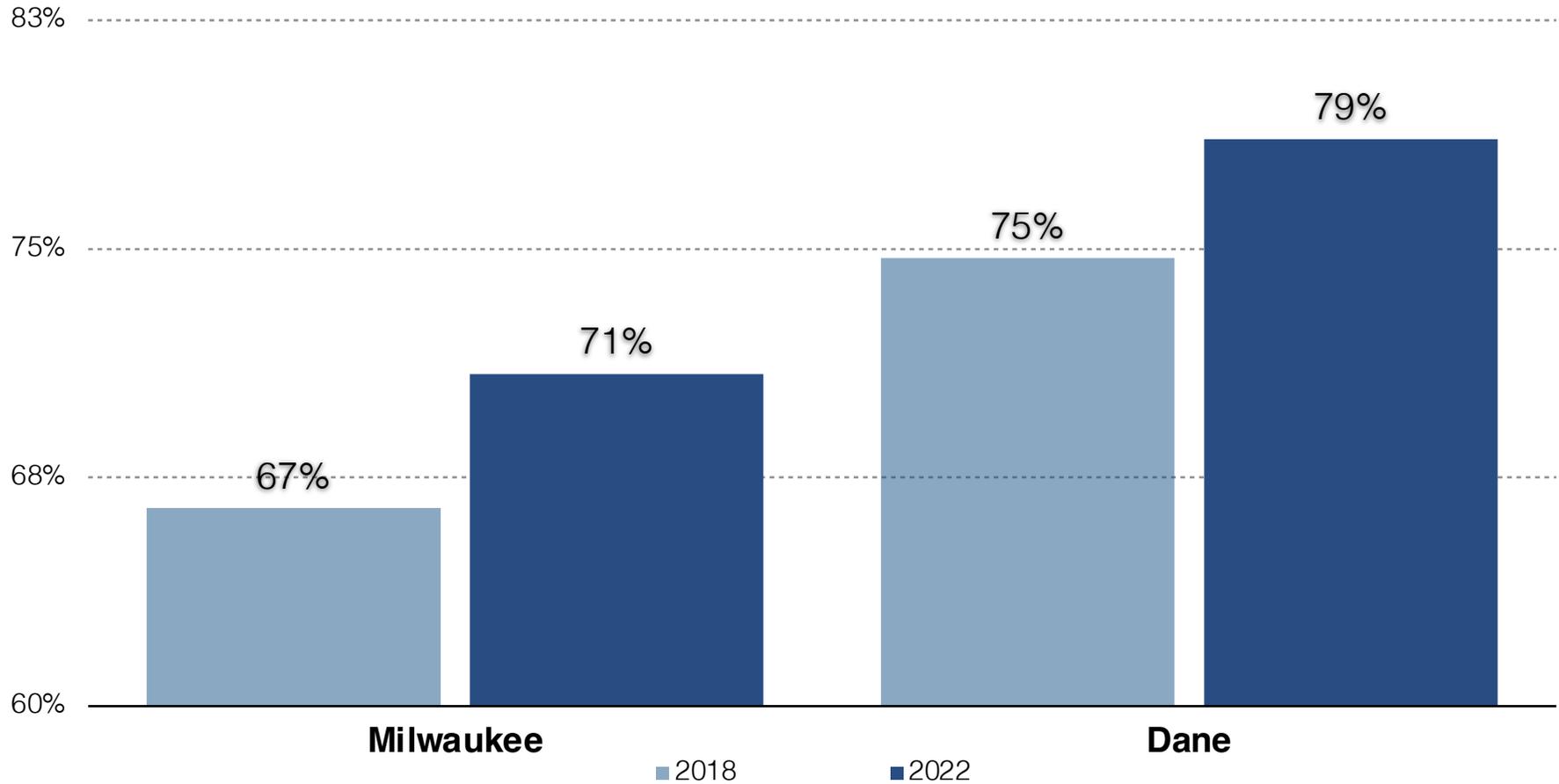
MILWAUKEE & DANE COUNTY



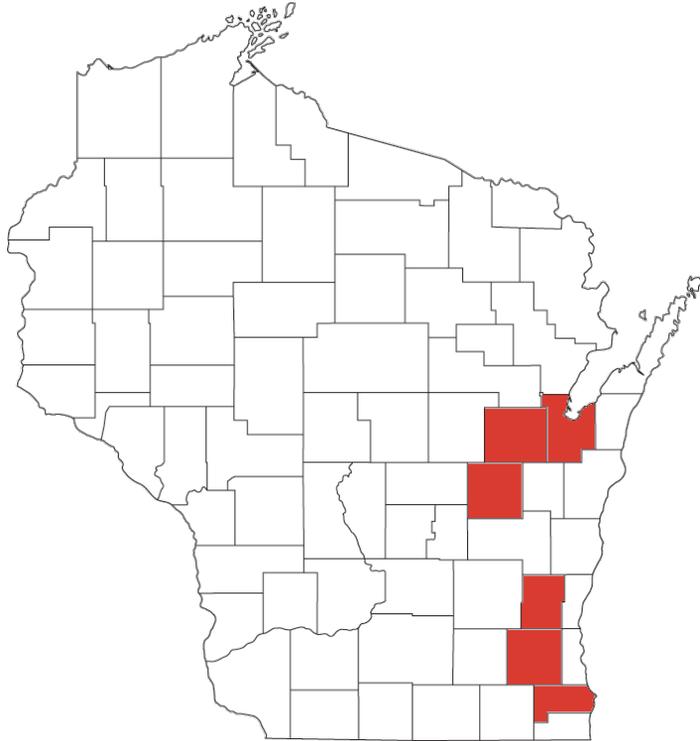
Milwaukee & Dane

- **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

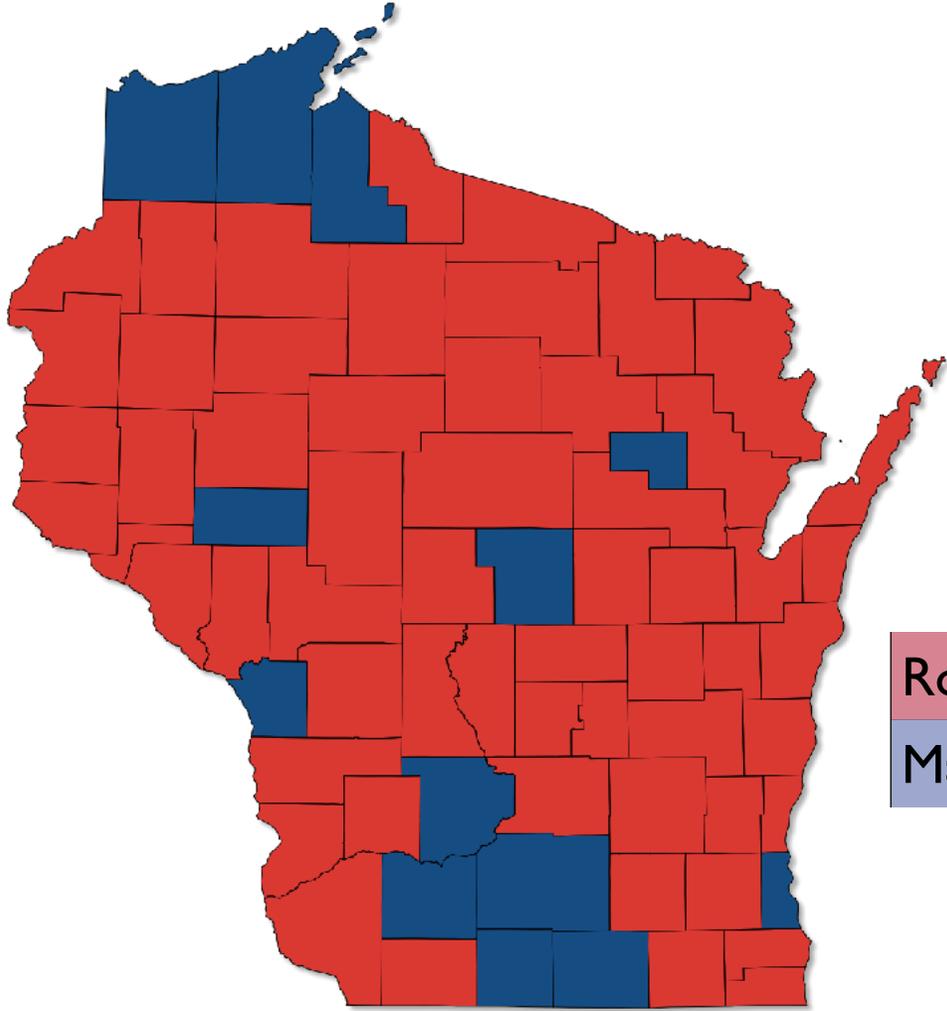
COUNTY	Tim Michels	Ron Johnson	Difference (Michels-Johnson)
MILWAUKEE	97,472	103,667	(6,195)
WAUKESHA	134,199	140,142	(5,943)
DANE	62,264	68,194	(5,930)
BROWN	58,982	62,219	(3,237)
OUTAGAMIE	45,601	47,805	(2,204)
WINNEBAGO	37,241	39,371	(2,130)
LA CROSSE	22,324	24,412	(2,088)
ROCK	26,721	28,757	(2,036)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

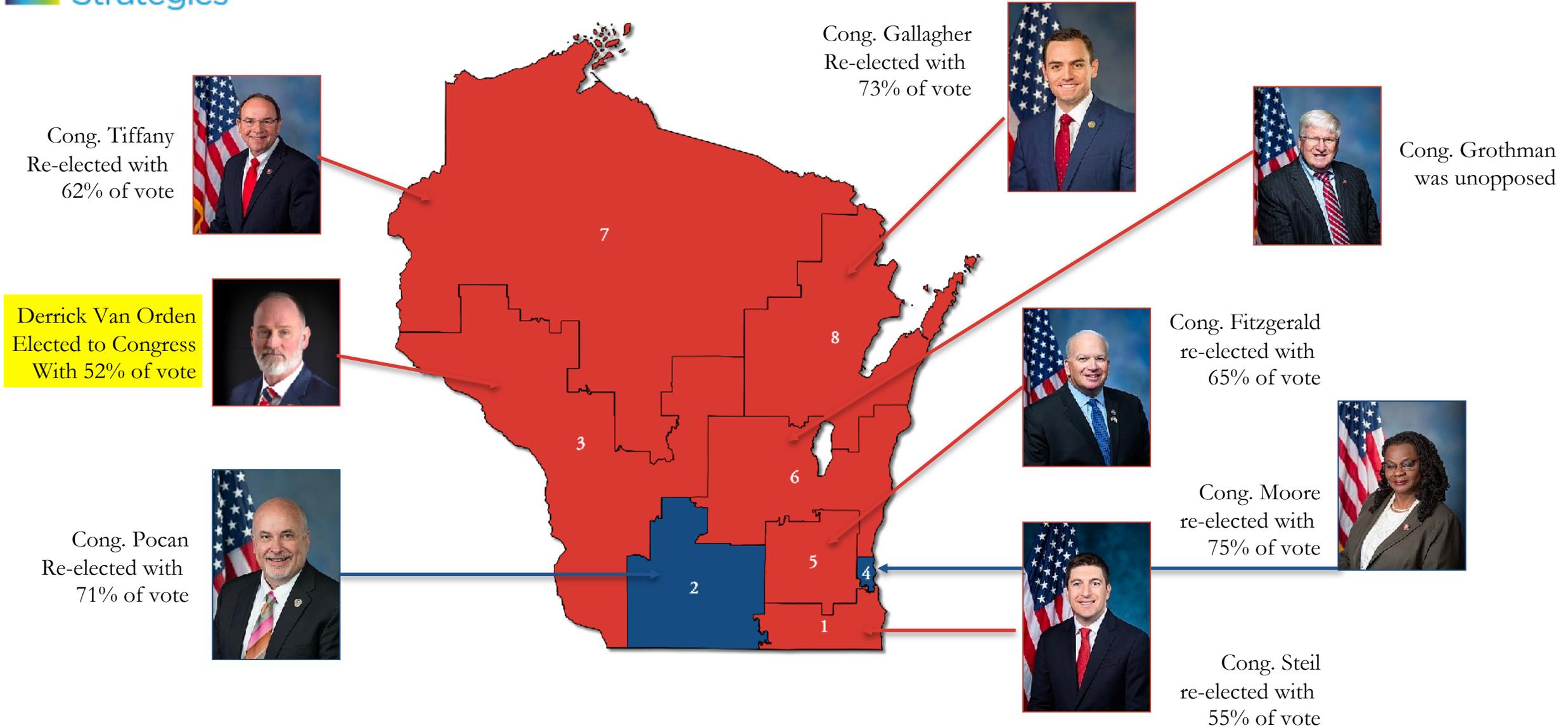
BARNES RECEIVED 48,113 LESS THAN EVERS

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



CONGRESSIONAL RESULTS LARGELY ALIGN WITH 2020 PRESIDENTIAL VOTES

District	Incumbent	Party ID	Presidential 2020		Actual 2022		Difference Winner
			Trump	Biden	GOP	DEM	
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

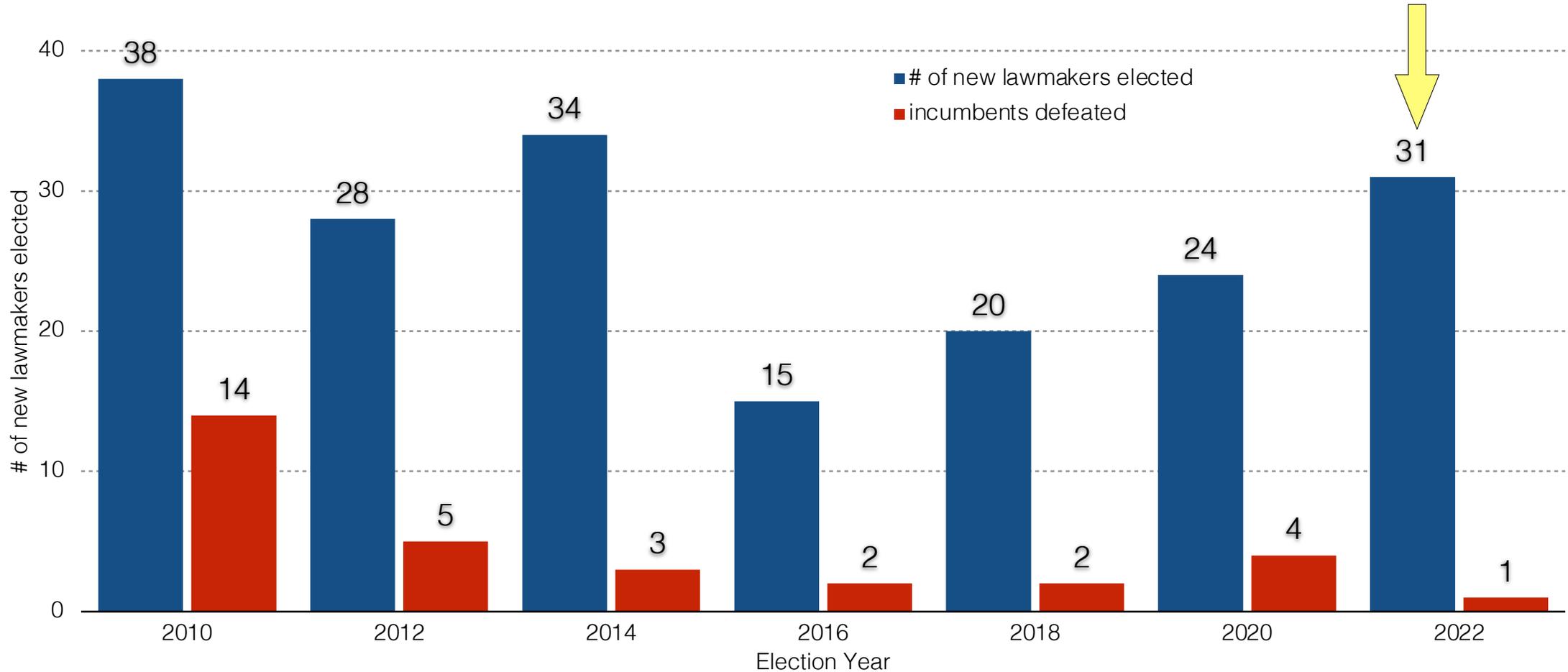
- **Evers got stronger**
- **GOP majorities got stronger**

Historic Legislative Turnover

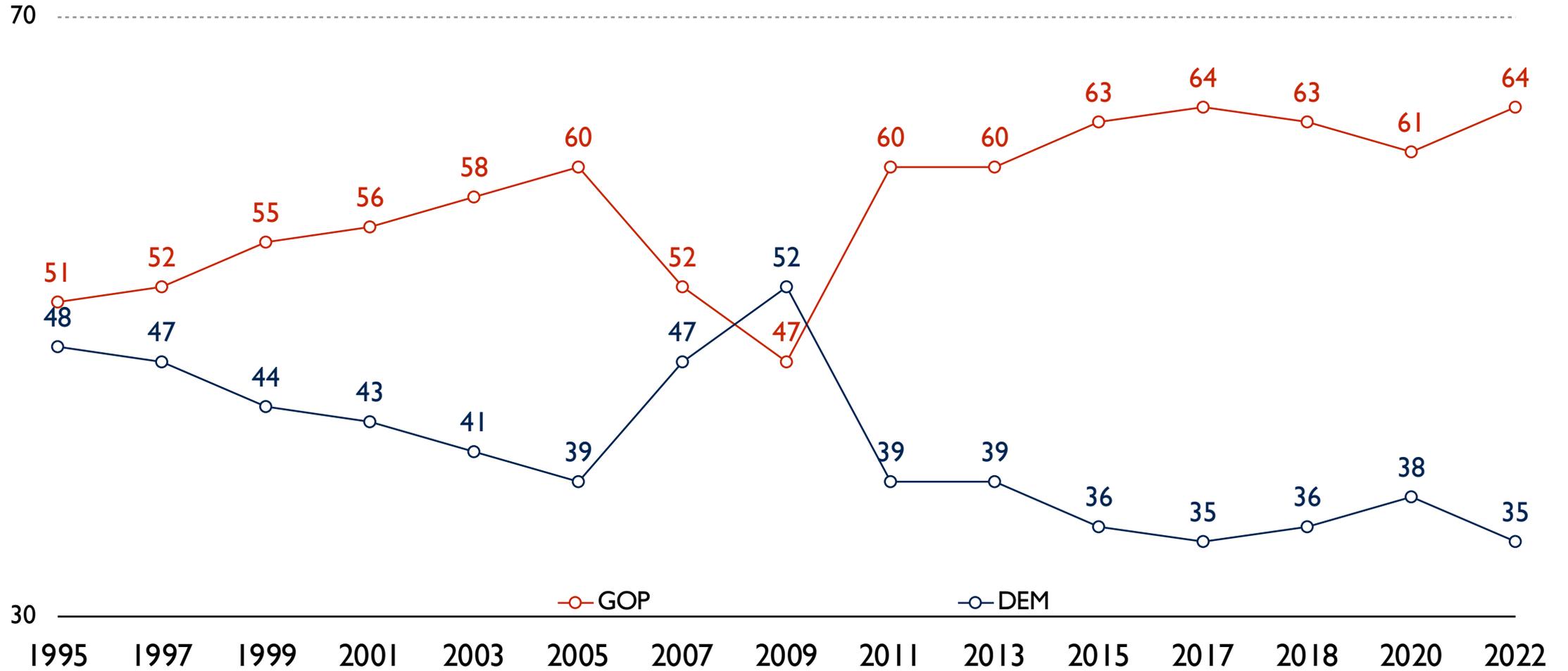


31 LAWMAKERS NEWLY ELECTED LAWMAKERS 1 INCUMBENT DEFEATED*

*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

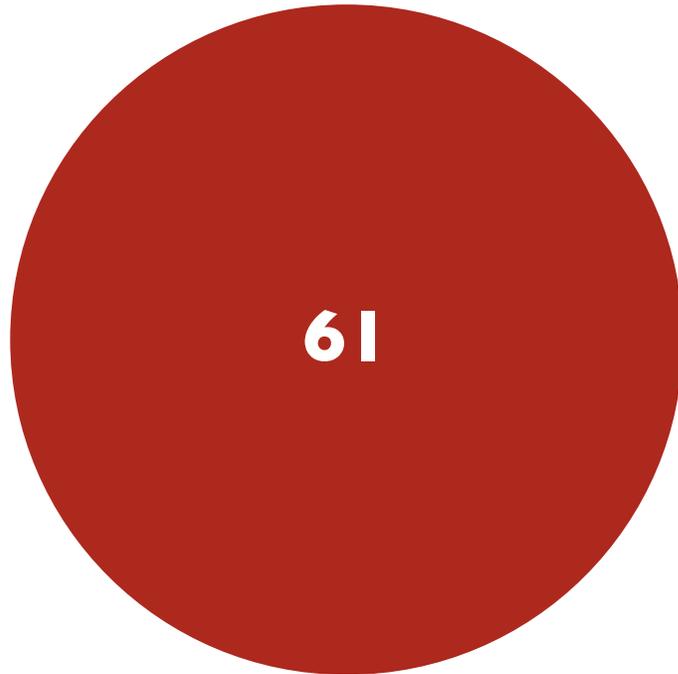


ASSEMBLY REPUBLICANS PICK UP 3 SEATS HAVE A 64-35 MAJORITY



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



85th
AD

Rep. Pat Snyder



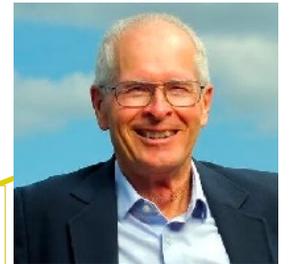
55th
AD

Nate Gustafson



84th
AD

Bob Donovan



33rd
AD

Scott Johnson



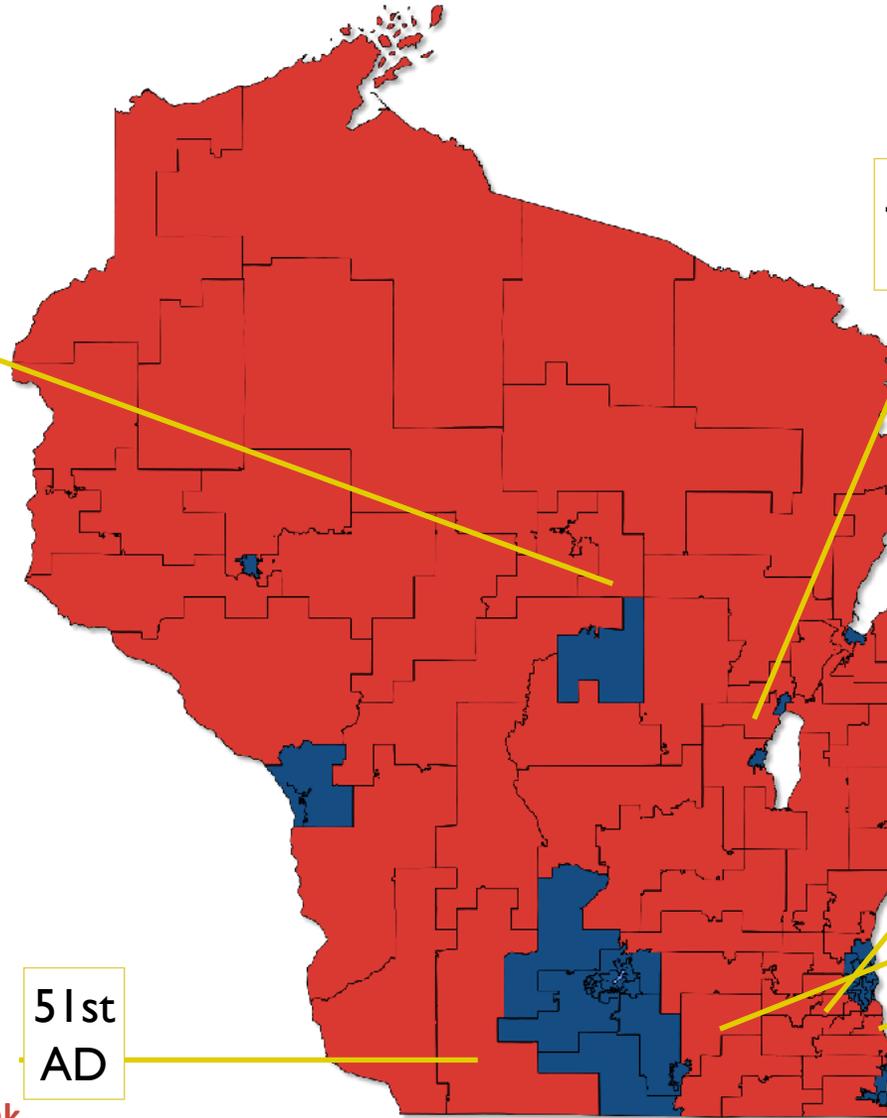
51st
AD

Rep. Todd Novak



21st
AD

Rep. Jessie Rodriguez

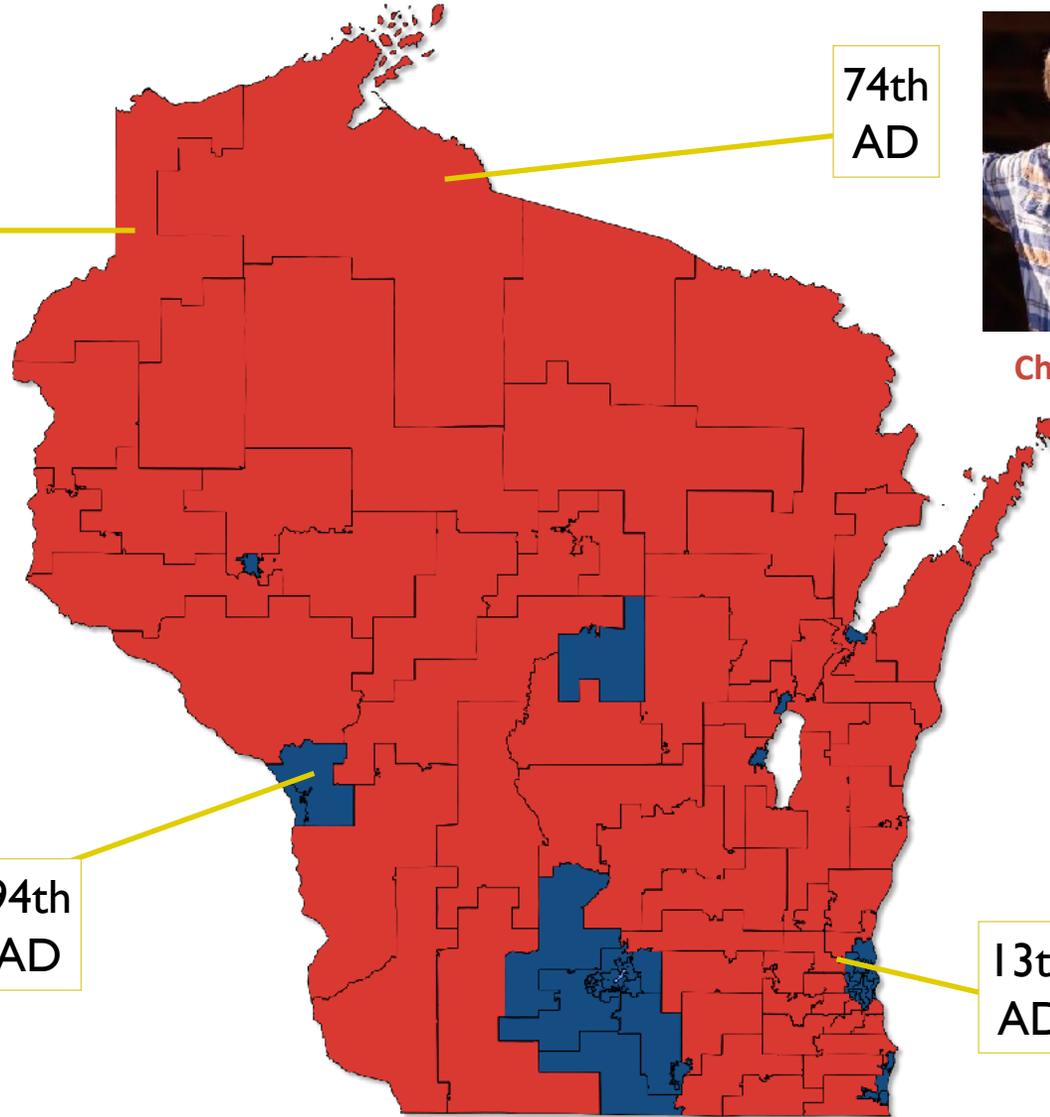


REPUBLICANS PICKED UP 3 OF 4 DEMOCRAT HELD GOP LEANING SEATS



Angie Sapik

73rd
AD



74th
AD



Chanz Green

94th
AD



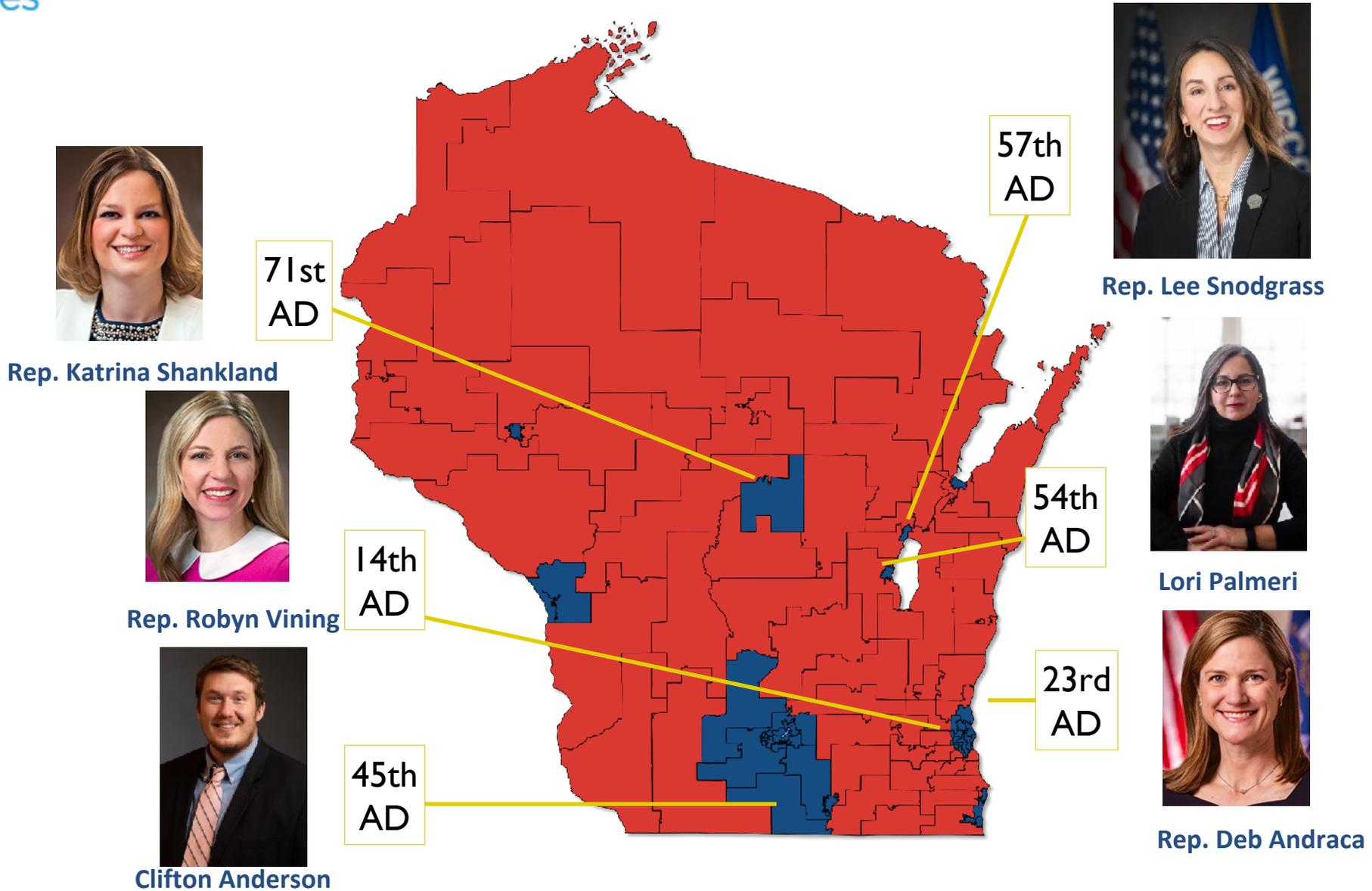
Rep. Steve Doyle

13th
AD



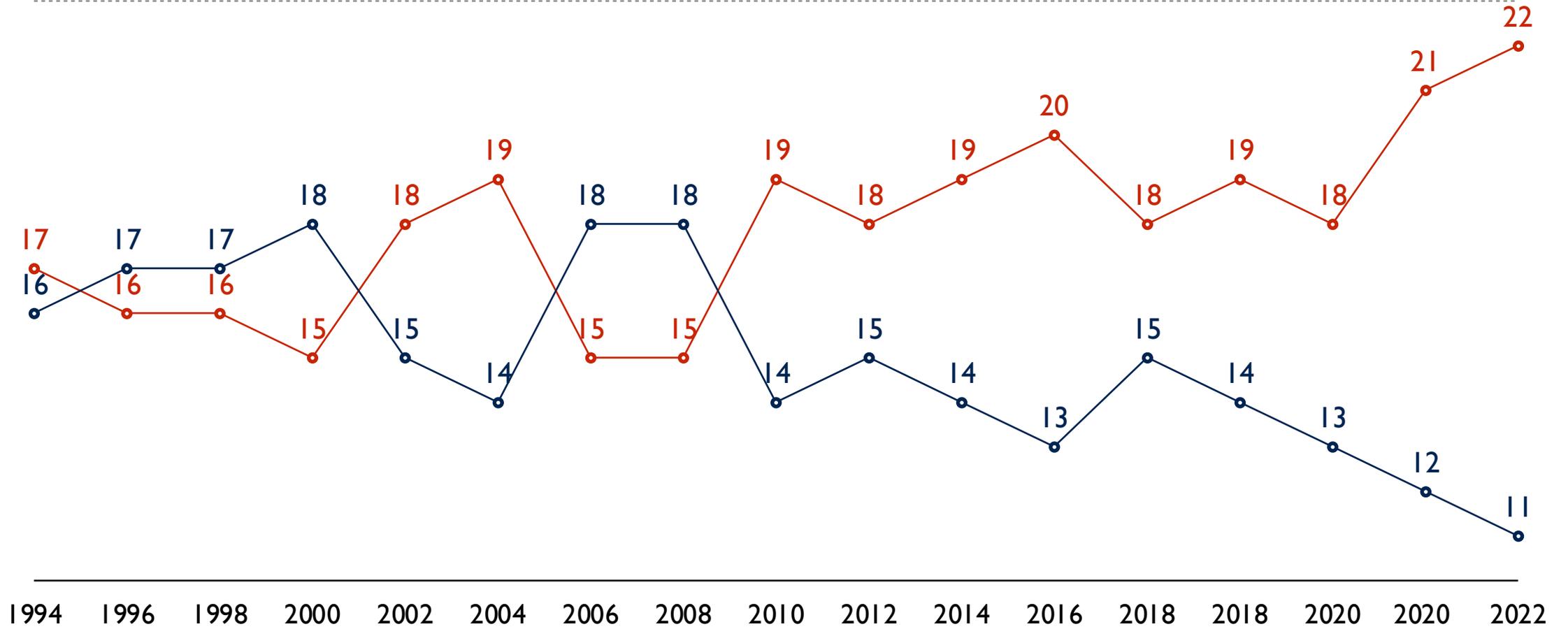
Tom Michalski

DEMOCRATS PROTECTED ALL OF THEIR LEAN DEM SEATS



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

**Effective Dec. 1*



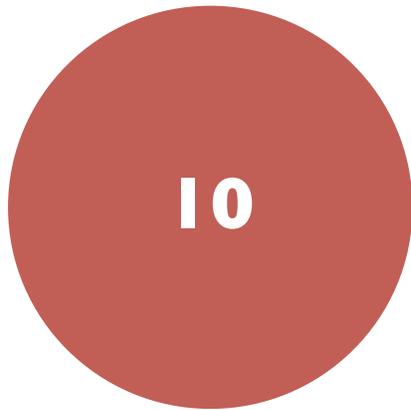
SENATOR ALBERTA DARLING (R-RIVER HILLS) ANNOUNCES RETIREMENT

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

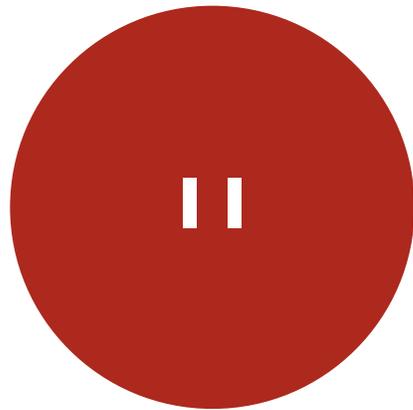


PATH TO THE VETO PROOF MAJORITY

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



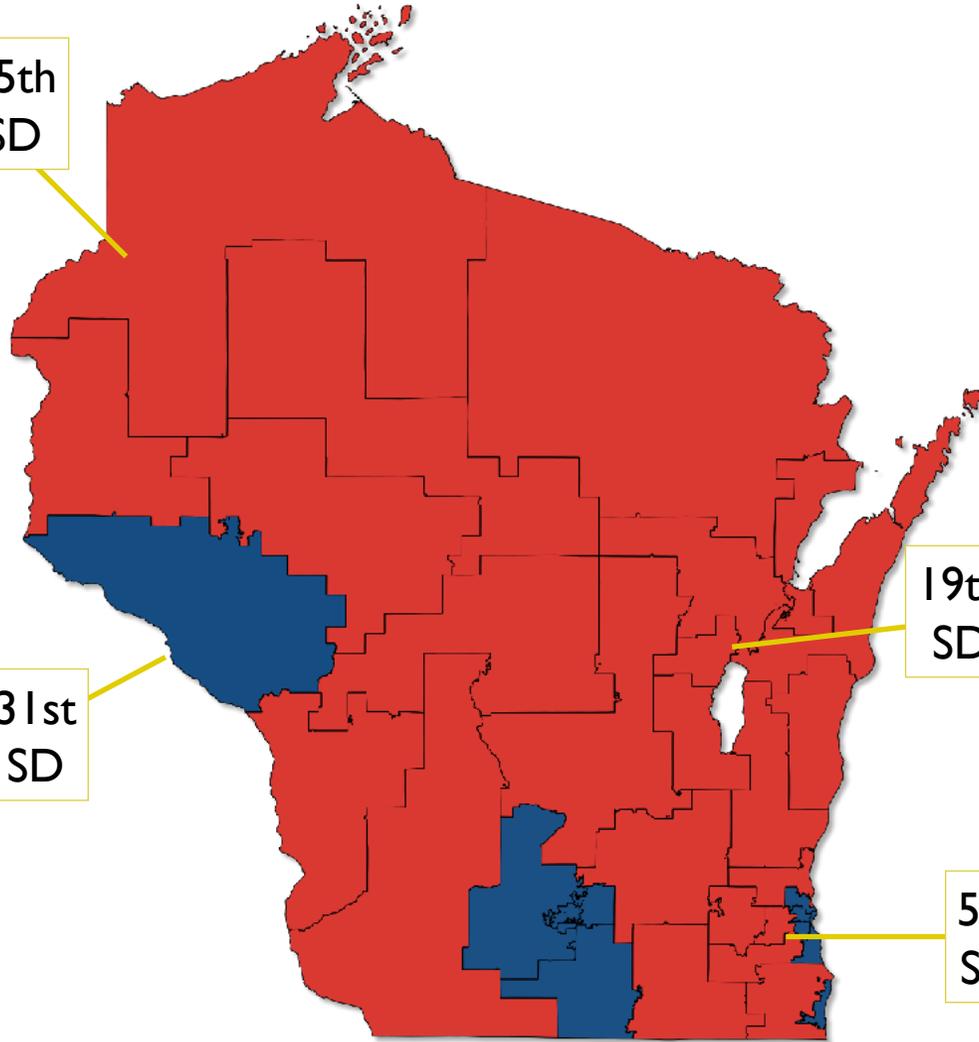
Romaine Quinn

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

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

Justice Roggensack is not seeking re-election

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

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Questions