



2014 Election Results

- Wisconsin -

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Election Results Summary

- Republicans swept both top-of-the-ticket elections in 2014, winning the races for governor and attorney general.
- The Wisconsin U.S. House delegation will remain 5-3 in favor of Republicans.
- Glenn Grothman was elected to the U.S. House to replace retiring Congressman Tom Petri in the 6th CD.
- Republicans will control the state Senate 19-14, adding one seat to their current 18-15 majority.
- Republicans picked up three seats in the state Assembly. They now control the lower house 63-36.

Bottom line: For the third consecutive legislative session, the **GOP will control all branches of state government.** This is rare as Wisconsin has a tendency towards divided government.

WRA Success Rate

2014 Elections

Congress: 100%

State Senate: 94%

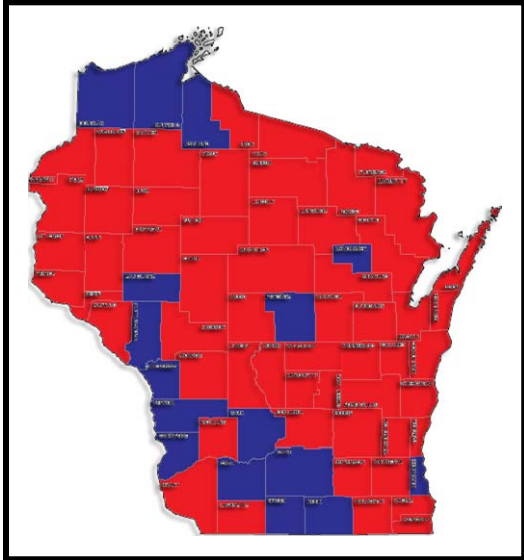
State Assembly: 91%

New Legislators

- **Senate:** Devin LeMahieu (R9)
Steve Nass (R11)
Janis Ringhand (R15)
Howard Marklein (R17)
Roger Roth (R19)
Van Wanggaard (R21)
Janet Bewley (D25)
- **Assembly:**

Joel Kitchens (R1)	Dave Steffen (R4)
David Bowen (D10)	Jonathan Brostoff (D19)
Janel Brandtjen (R22)	Terry Katsma (R26)
Tyler Vorpagel (R27)	Adam Jarchow (R28)
Cody Horlacher (R33)	Mark Spreitzer (D45)
Todd Novak (R51)	Mike Rohkaste (R55)
Amanda Stuck (D57)	Bob Gannon (R58)
Jesse Kremer (R59)	Robert Brooks (R60)
Nancy Vandermeer (R70)	Beth Meyers (D74)
Romaine Quinn (R75)	Lisa Subeck (D78)
Dave Considine (D81)	Dave Heaton (R85)
James Edming (R87)	John Macco (R88)
Scott Allen (R97)	
- Glenn Grothman (R) replaces Tom Petri (R).
- Brad Schimel (R) replaces J.B. Van Hollen (R).

Wisconsin Gubernatorial Election Results



2010

2010: Walker (R): 1,128,941 (52%)
 Barrett (D): 1,004,303 (47%)
 Other: 25,526 (1%)
 Winning margin: 124,638



2014

2014: Walker (R): 1,252,750 (52%)
 Burke (D): 1,115,943 (47%)
 Other: 27,270 (1%)
 Winning margin: 136,807

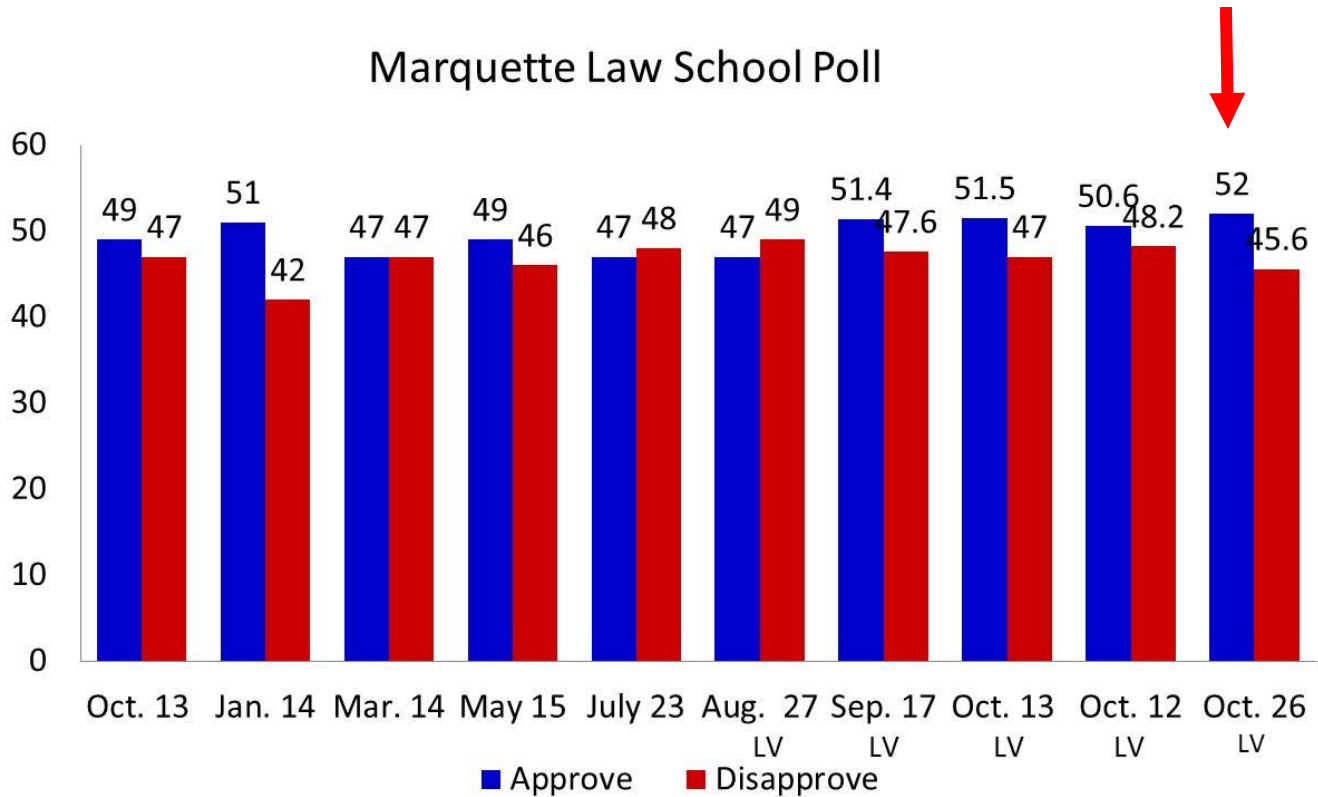
Total Vote 2010: 2,158,770 (49.7%)

Total Vote 2014: 2,395,963 (54.5%)

Comments

- **\$96,946:** Combined total dollar contributions to Scott Walker in 2013-14 from RPAC/Direct Giver.
- **56:** Walker carried 56 of the state's 72 counties in 2014; He won 59 in 2010.
- **2006:** Wisconsin Democrats have only won a real majority of voters in a midterm election once since 1982: Jim Doyle in 2006.
- **Turnout:** The 2014 election produced the largest midterm turnout since 1962: **54.5% voted.**
- **52%:** Walkers "job approval" rating on 10/26/14 and his winning percentage.
- **WI Gubernatorial Races:** Since statehood, incumbent governors running for re-election won in 35 of 48 races, or 74 percent.
- **73%:** Republicans have **controlled the Wisconsin governor's mansion** for 73 percent of the time since 1846. Walker's win is consistent with this historical trend.
- **Gender:** Wisconsin has **never elected a woman for governor.** Only nine of 303 gubernatorial candidates across 74 elections since statehood were women (2.6%).

Walker Job Approval



Source: Marquette Law School (2014)



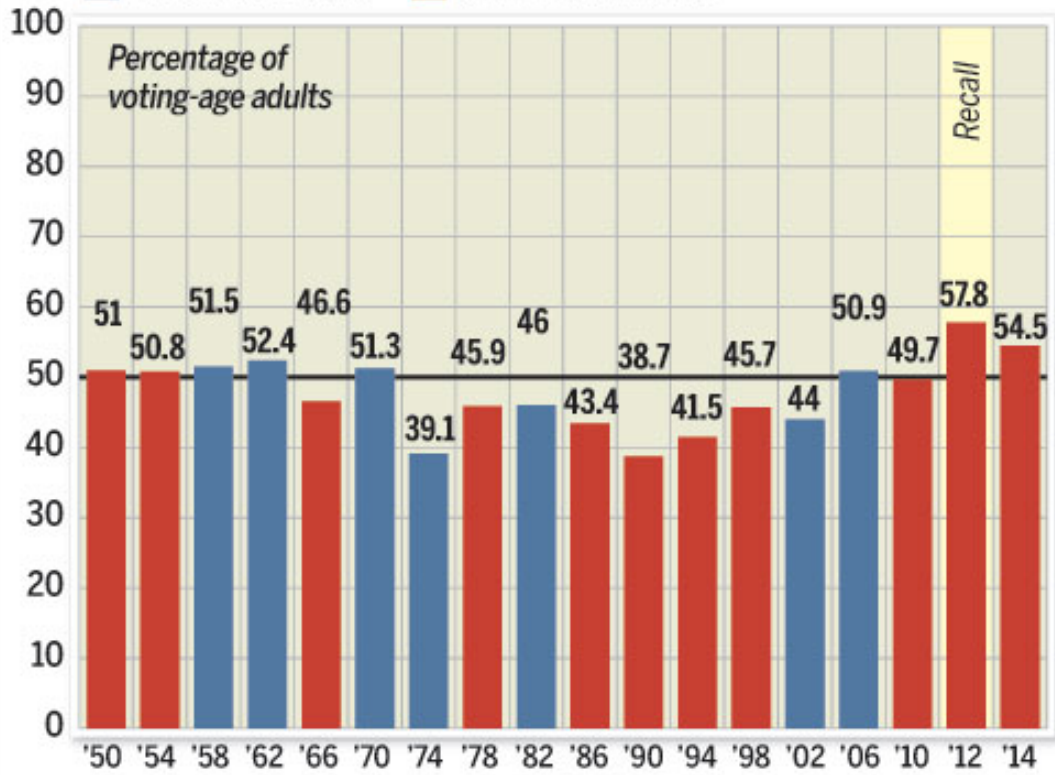
- Pollsters say a **candidate's job approval** number is the best indicator of their final election performance. Walker was at **52** percent approval on 10/26/14. He received **52** percent of the vote on November 4.

Historic midterm turnout

Tuesday's election produced the biggest midterm turnout in Wisconsin since at least 1950. Preliminary figures suggest it was the highest or second highest turnout in the country.

Wisconsin historical turnout for midterm governor's races

■ DEMOCRAT WINS ■ REPUBLICAN WINS



Sources: AP; Government Accountability Board; Wisconsin Blue Book

Journal Sentinel

- Wisconsin continues to **lead the country** in overall voter turnout.

Wisconsin Gubernatorial Election Comparisons 2010 vs. 2014

Walker 2010 vs. Walker 2014

Walker 2010: 1,128,941
Walker 2014: 1,252,750
+123,809 (11%): Walker vote total over 2010.

Barrett 2010 vs. Burke 2014

Barrett 2010: 1,004,303
Burke 2014: 1,115,943
+ 111,640 (11%): Burke vote total over Barrett in 2010.

Comments:

- **240,837:** Total vote increase in 2014 over 2010 midterm.
- **Recall 2012:** Remains the highest percent voter turnout in non-presidential election year: **57.8%**.
- Burke **failed** to overcome GOP midterm enthusiasm with greater emphasis on Democratic turnout in 2014.

Attorney General Results



Brad Schimel (R)



Susan Happ (D)

2014 General

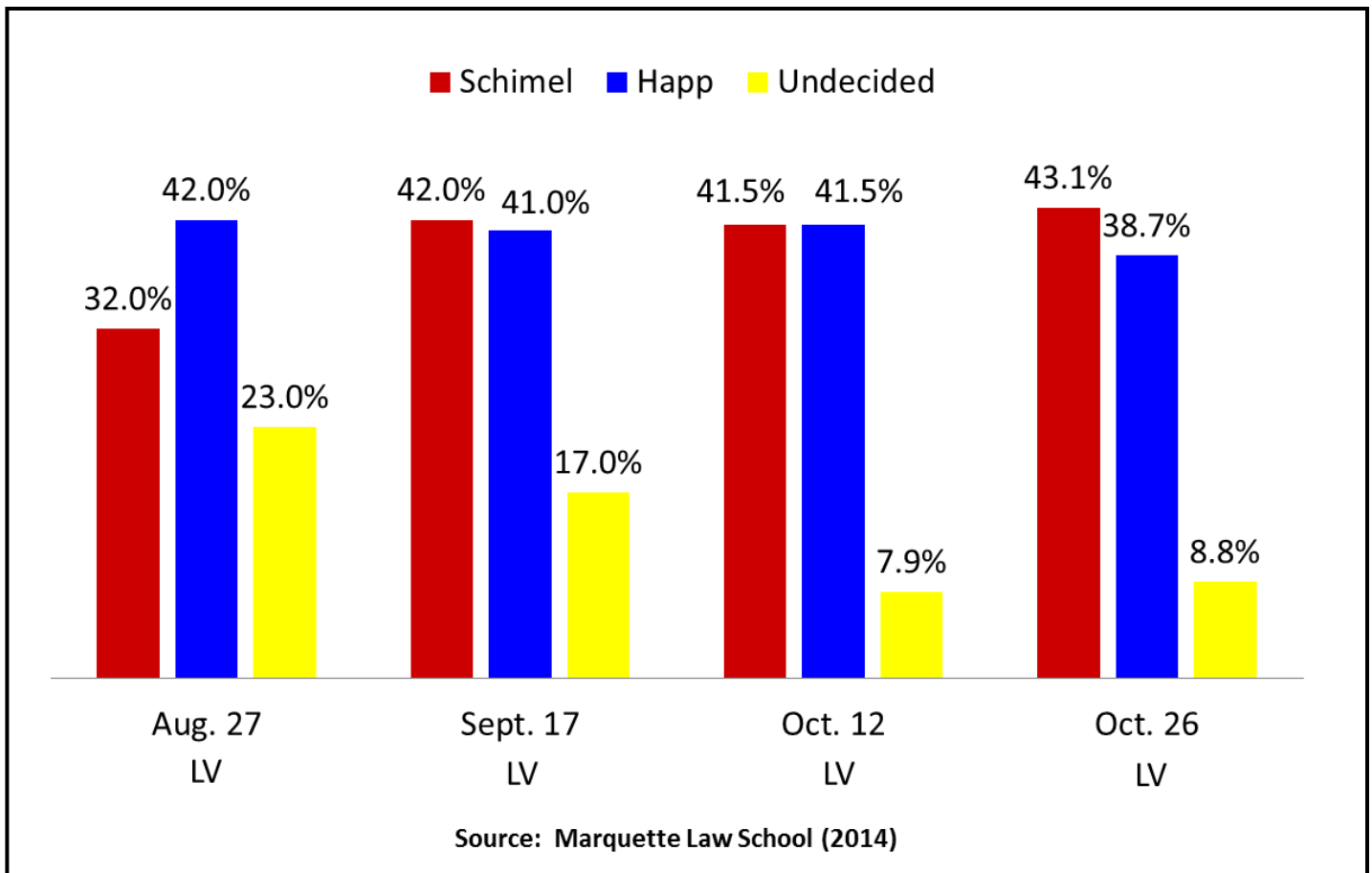
Brad Schimel (R):	1,205,165 (52%)
Susan Happ (D):	1,060,425 (45%)
Other:	71,215 (3%)

Schimel over Happ: 144,740

Comments:

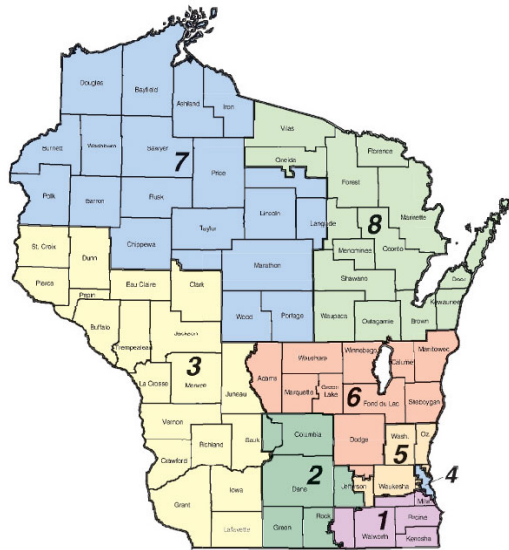
- **\$50,521:** Combined total dollar contributions to Brad Schimel from RPAC/Direct Giver. Figure includes \$5,000 Greater Milwaukee Board PAC contribution.
- **59,158:** Fewer total votes in attorney general race than gubernatorial election in 2014.
- **Schimel margin:** Brad Schimel's margin of victory over Happ was greater than Walker's over Burke.

Schimel - Happ



- **Happ's Temporary Lead:** Susan Happ led in only one Marquette poll, right after her surprise win in the August 12 primary election. Happ's **controversial real estate deal** stopped her momentum.
- **Midterm Momentum:** Schimel either led or tied Happ from September through the November 4 election.
- **National Trend:** In 2014, 27 Republican candidates for attorney general won, the most in American history.

Wisconsin Congressional Delegation



3 Democrats

5 Republicans



Pocan
CD 2



Moore
CD 4



Kind
CD 3



Duffy
CD 7



Grothman
CD 6



Ribble
CD 8



Ryan
CD 1



Sensenbrenner
CD 5

WRA/NAR 2014: Total number of congressional races: **8**
WRA involved in: **8**
Total number of wins: **8**
Winning percent: **100%**

No Big Change: The Wisconsin U.S. House delegation will **remain 5-3**, with a GOP advantage.

New Member: Glenn Grothman (R) is replacing congressman Tom Petri, who is retiring after 35 years in the House from the 6th CD.

Longest Serving Member: Congressman Jim Sensenbrenner is the most senior member at 36 years of service.

6th Congressional District



Glenn Grothman (R)

Mark Harris (D)

Glenn Grothman (R)	169,625 (57%)
Mark Harris (D)	122,146 (41%)
Grothman over Harris:	47,479 votes



Comments:

- Tom Petri was the second most senior member of the Wisconsin delegation at **35 years**.
- Grothman served **21 years** in the Wisconsin legislature before his election to the U.S. House.
- Grothman won a three-way GOP primary in August.

Wisconsin Legislature

Pre-Election 2014

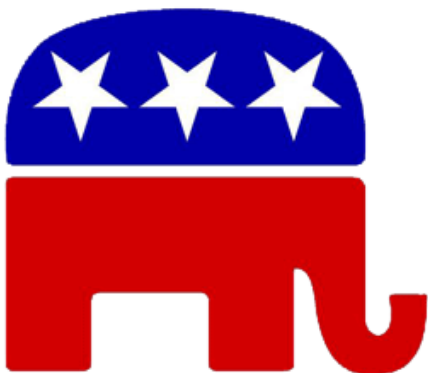
	Democrats	Republicans	Independent/Vacant
Senate	14	17	1
Assembly	39	60	0

Post-Election 2014

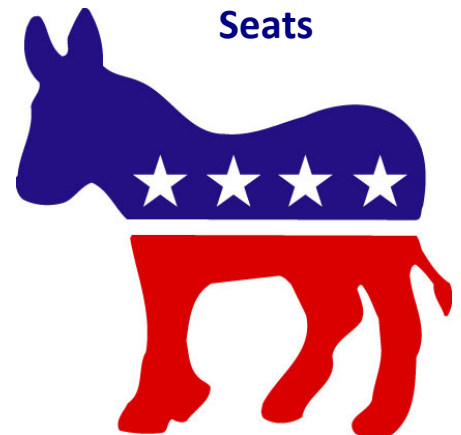
	Democrats	Republicans	Independent/Vacant
Senate	14	19	0
Assembly	36	63	0



+4 Red
Seats



-4 Blue
Seats

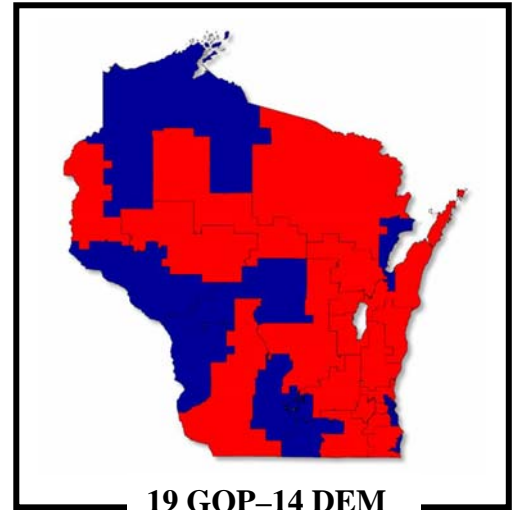


State Senate Districts

Total number of races:	17
WRA involved in:	16
Total wins:	15
Winning percent:	94%

Wins included:

1. Frank Lasee (R)
3. Tim Carpenter (D)
5. Leah Vukmir (R)
7. Chris Larson (D)
9. Devin LeMahieu (R)
11. Steve Nass (R)
13. Scott Fitzgerald (R)
17. Howard Marklein (R)
19. Roger Roth (R)
21. Van Wanggaard (R)
23. Terry Moulton (R)
27. Jon Erpenbach (D)
29. Jerry Petrowski (R)
31. Kathleen Vinehout (D)
33. Paul Farrow (R)



Losses include:

15. Brian Fitzgerald (R)

Stayed out:

25. Janet Bewely (D)

Comments

- The net shift: **+1** for the Republicans: **2012** 18-15 Republicans **2014** 19-14 Republicans
- There will be **7** new members in the 33-member state Senate (**21%**).
- **“Six Seat Strategy”**: Democrats targeted six seats to win back a Senate majority. They lost all six: 1st, 9th, 17th, 19th, 23rd, 29th.
- This will be the first time in **12 years** that either Democrats or Republicans have held a majority for longer than four years in the state Senate.
- **21st SD (Racine)**: This will be the sixth time in five election cycles (including the 2012 recall) the 21st Senate District has flipped party control.

State Assembly Districts

Total number of races: 99

WRA involved in: 95

Total Wins: 86

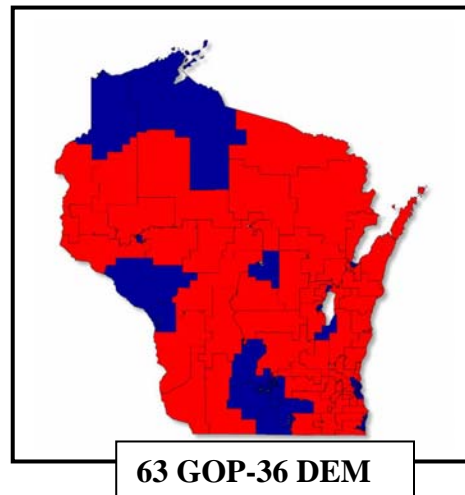
Winning Percent: 91%

- | | | |
|---------------------------|----------------------------|--------------------------------|
| 1. Joel Kitchens (R) | 34. Rob Swearingen (R) | 67. Thomas Larson (R) |
| 2. André Jacque (R) | 35. Mary Czaja (R) | 68. Kathleen Bernier (R) |
| 3. Al Ott (R) | 36. Jeff Mursau (R) | 69. Bob Kulp (R) |
| 4. Dave Steffen (R) | 37. John Jagler (R) | 70. Amy Sue Vruwink (D) |
| 5. Jim Steineke (R) | 38. Joel Kleefisch (R) | 71. Katrina Shankland (D) |
| 6. Gary Tauchen (R) | 39. Mark Born (R) | 72. Scott Krug (R) |
| 7. Daniel Riemer (D) | 40. Kevin Petersen (R) | 73. Nick Milroy (D) |
| 8. JoCasta Zamarripa (D) | 41. Joan Ballweg (R) | 74. Beth Meyers (D) |
| 9. Josh Zepnick (D) | 42. Keith Ripp (R) | 75. Stephen Smith (D) |
| *10. No Position | 43. Andy Jorgensen (D) | 76. Chris Taylor (D) |
| 11. Mandela Barnes (D) | 44. Debra Kolste (D) | 77. Terese Berceau (D) |
| 12. Fred Kessler (D) | 45. Mark Spreitzer (D) | *78. No Position |
| 13. Rob Hutton (R) | 46. Gary Hebl (D) | 79. Dianne Hesselbein (D) |
| 14. Dale Kooyenga (R) | 47. Robb Kahl (D) | 80. Sondy Pope-Roberts (D) |
| 15. Joe Sanfelippo (R) | 48. Melissa Sargent (D) | 81 Ashton Kirsch (R) |
| 16. Leon Young (D) | 49. Travis Tranel (R) | 82. Ken Skowronski (R) |
| 17. LaTonya Johnson (D) | 50. Ed Brooks (R) | 83. David Craig (R) |
| 18. Evan Goyke (D) | 51. Todd Novak (R) | 84. Mike Kuglitsch (R) |
| *19. No Position | 52. Jeremy Thiesfeldt (R) | 85. Mandy Wright (D) |
| 20. Christine Sinicki (D) | 53. Mike Schraa (R) | 86. John Spiros (R) |
| 21. Jessie Rodriguez (R) | 54. Gordon Hintz (D) | 87. James Edming (R) |
| 22. Janel Brandtjen (R) | 55. Mike Rohrkaste (R) | 88. John Macco (R) |
| 23. Jim Ott (R) | 56. Dave Murphy (R) | 89. John Nygren (R) |
| 24. Dan Knodl (R) | 57. Chris Klein (R) | 90. Eric Genrich (D) |
| 25. Paul Tittl (R) | 58. Bob Gannon (R) | 91. Dana Wachs (D) |
| 26. Terry Katsma (R) | 59. Jesse Kremer (R) | 92. Chris Danou (D) |
| 27. Tyler Vorpapel (R) | 60. Robert Brooks (R) | 93. Warren Petryk (R) |
| 28. Adam Jarchow (R) | 61. Samantha Kerkman (R) | 94. Steve Doyle (D) |
| 29. John Murtha (R) | 62. Thomas Weatherston (R) | 95. Jill Billings (D) |
| 30. Dean Knudson (R) | 63. Robin Vos (R) | 96. Lee Nerison (R) |
| 31. Amy Loudenbeck (R) | 64. Peter Barca (D) | 97. Scott Allen (R) |
| 32. Tyler August (R) | 65. Tod Ohnstad (D) | 98. Adam Neylon (R) |
| *33. No Position | 66. Cory Mason (D) | 99. Chris Kapenga (R) |

Note: Bolded names represent WRA loss.

*** = No position**

Comments



- **Getting Red:** Going into the November 2014 elections, Republicans controlled the Assembly 60-39. After November 4, Republicans control the Assembly 63-36.
- The net shift: **+3** for the Republicans:

<u>2012</u>	<u>2014</u>
60-39 Republicans	63-36 Republicans
- Republicans **successfully defended** all of their **60** seats.
- There are **25 new members** of the Assembly who will be seated in January 2015 (**25%**).
- Assembly Republicans **defeated 3 Democratic incumbents:** (AD 70) Vruwink; (AD 75) Smith; (AD 85) Wright.
- Republicans and Democrats **successfully defended all of their open seats:** 22 total; 15 Republicans, 7 Democrats.
- **1957:** The last time a Republican majority was this large in Wisconsin.