



Election Results

- Wisconsin -

Joe Murray

Director of Political and Governmental Affairs

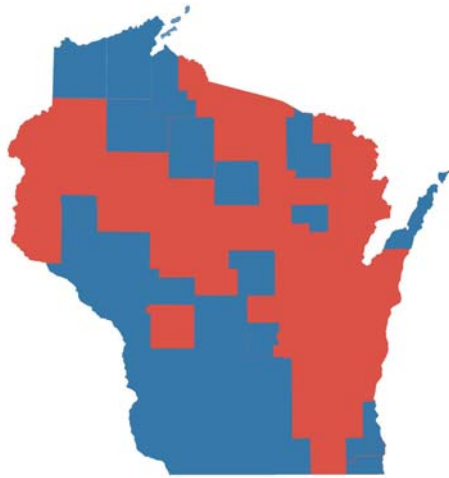


Election Results Summary

- Republicans swept both top-of-the-ticket races in 2016, winning Wisconsin for Donald Trump and reelecting Ron Johnson to the U.S. Senate.
- The Wisconsin U.S. House delegation will remain 5-3 in favor of Republicans. Every incumbent won, and Mike Gallagher (R-Green Bay) replaced GOP Rep. Reid Ribble in the 8th CD.
- Republicans retained control of the State Senate (20-13). Going into November 8, Republicans controlled the Senate 19-14.
- Republicans retained and expanded control of the State Assembly by one seat. They now control the lower house 64-35.
- Bottom line: Republicans retain full control of the congressional delegation and the Wisconsin legislature.



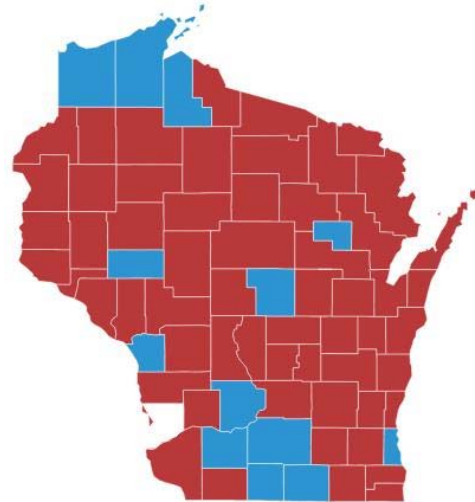
Election Results



2012 Presidential Map

2012: Obama (D): 1,620,985 (52.78%)
Romney (R): 1,410,966 (45.94%)
Other: 39,483 (1.28%)

Total vote 2012: 3,071,434 (70.14%)



2016 Presidential Map

2016: Clinton (D): 1,377,588 (47%)
Trump (R): 1,404,376 (48%)
Other: 136,990 (4.7%)

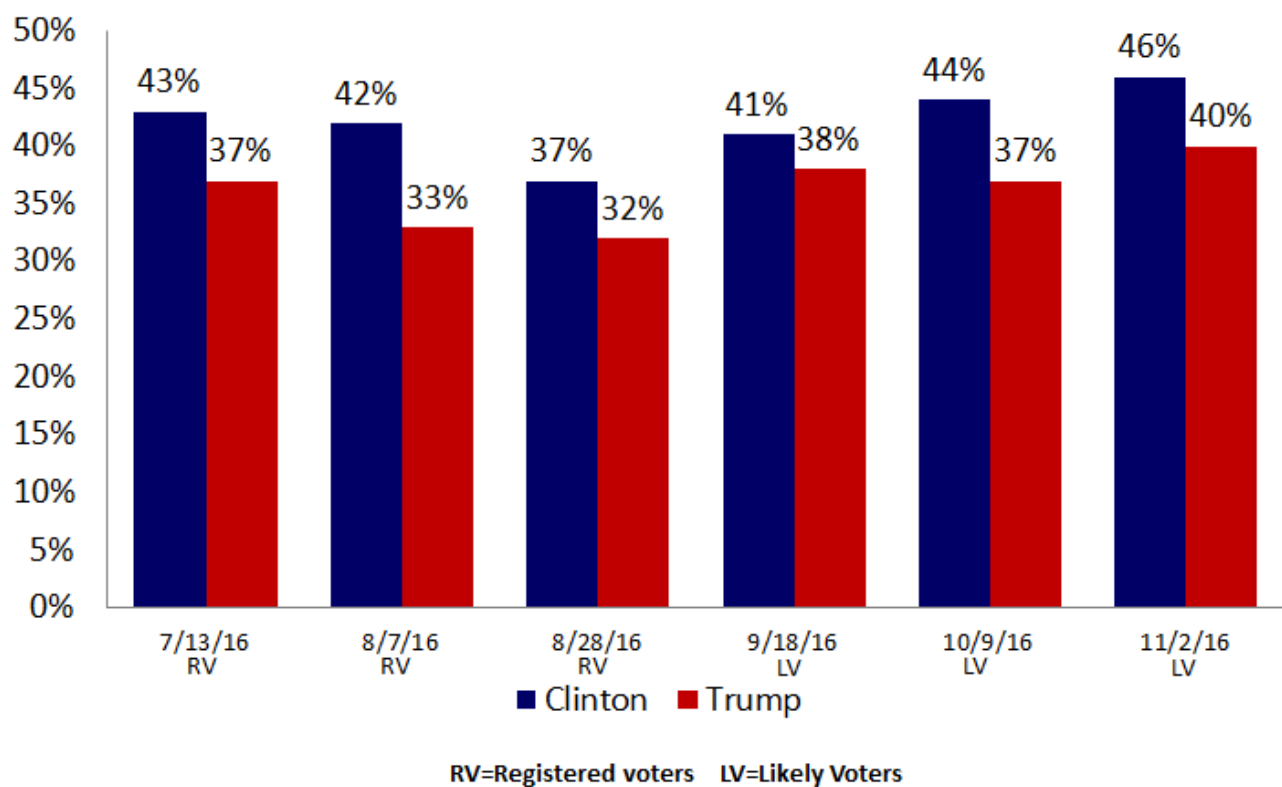
Total vote 2016: 2,918,954 (66.23%)

Trump over Clinton: 26,788

Comments

- **243,397:** Fewer number of votes Clinton received in 2016 vs. Obama in 2012.
- Democrats have carried Wisconsin in presidential elections **7 times in a row, until 2016**. Last GOP winners: Reagan, 1984; Trump, 2016.
- Wisconsin seriously contested in **8** of the last **9** presidential elections.

Marquette Polls



Comments

- Marquette University Law School poll tested Clinton-Trump 13 times since August, 2015, and Clinton led all 13.
- Clinton maintained a lead in every Marquette poll heading into the November 8 election.
- Trump only reached the 40% mark once, in the last Marquette poll.

Wisconsin Presidential Election Comparisons 2012 vs. 2016



Obama 2012 vs. Clinton 2016

Clinton 2016: 1,377,588

Obama 2012: 1,620,985

-243,397 (17%) Obama out performs Clinton

Romney 2012 vs. Trump 2016

Trump 2016: 1,404,376

Romney 2012: 1,410,966

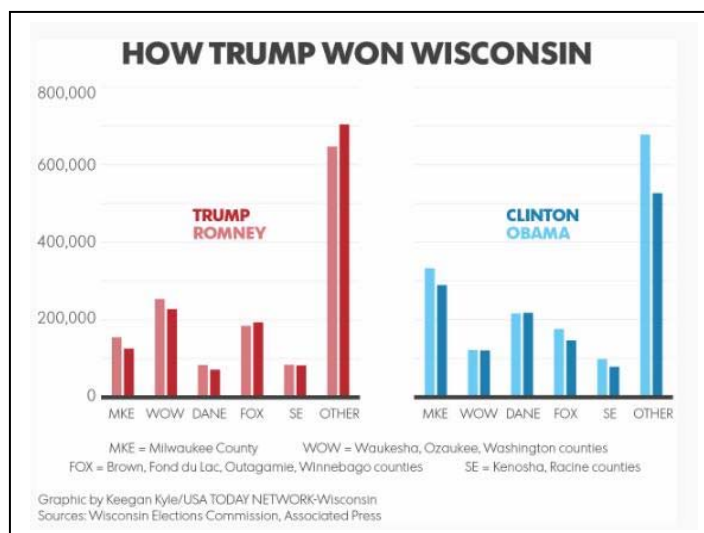
-6,590 (.05) Romney out performs Trump

Trump 2016 vs. Bush 2004

Bush 2004: 1,478,120

Trump 2016: 1,404,376

-73,744 (.05%) Bush outperforms Romney



Comments

- Bush **2004** remains the GOP high-water mark in Wisconsin.
- Obama **2008** remains the top vote-getter for Dems in Wisconsin.

U.S. Senate



Ron Johnson (R)

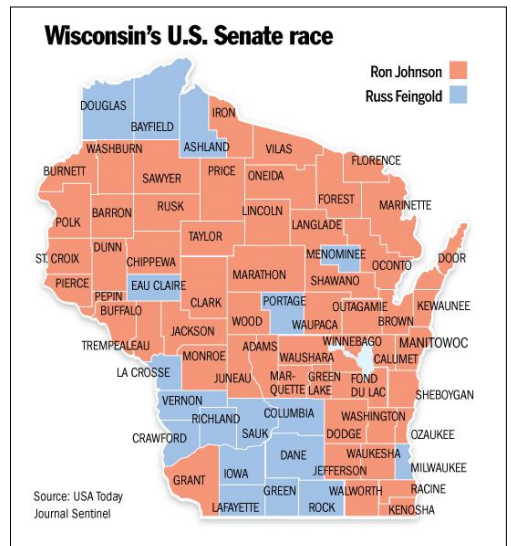


Russ Feingold (D)

2016 General

Russ Feingold (D): 1,376,317 (47%)
Ron Johnson (R): 1,474,796 (50%)
Other: 87,035 (3%)

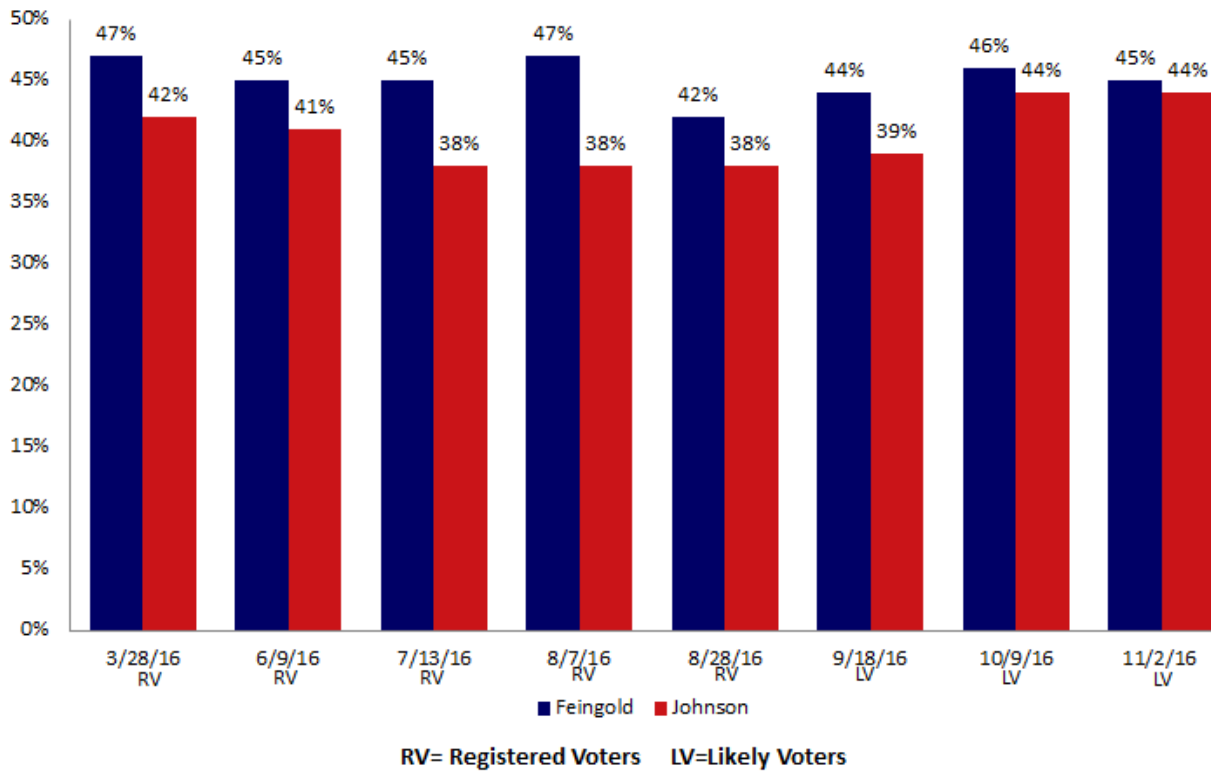
Johnson over Feingold: 98,478 votes



Comments

- Feingold failed to win a rare Senate rematch with Johnson, which has not happened anywhere in the U.S. in 82 years.
- Wisconsin U.S. Senate and presidential results the same in **16 of 18** cycles since 1914. Splits in 1968 (Nixon-Nelson) and 1940 (Roosevelt-LaFollette).
- **1,271:** Feingold under-performed Clinton margin on Nov. 8.
- **70,419:** Johnson over-performed Trump margin on Nov. 8.
- **The last Republican to win a Senate race in a presidential year was Bob Kasten in 1980.** Before that, Alexander Wiley in 1956 and Joe McCarthy in 1952.

Marquette Polls



Comments

- Feingold, for the most part, maintained a **consistent lead** over Johnson from March to November 8.

8th Congressional District



Mike Gallagher (R)

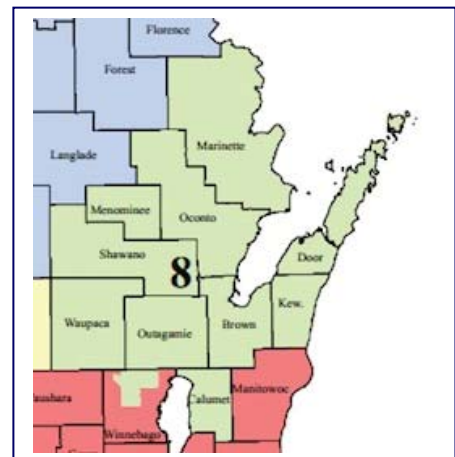


Tom Nelson (D)

Mike Gallagher (R) 227,732 (63%)

Tom Nelson (D) 135,648 (37%)

Gallagher over Nelson: 92,084 votes



Comments

- The 2016 race in the 8th CD was the most expensive congressional race in Wisconsin history: Approximately **\$8.4 million**; \$4.75 million by third parties.
- The 8th CD was one of the top-targeted seats in the country.
- Donald Trump ran very strong in the Fox Valley and helped Gallagher run up the score in the 8th CD.
- The Wisconsin congressional delegation remains 5-3 in favor of GOP.

Wisconsin Legislature

Pre-Election 2016

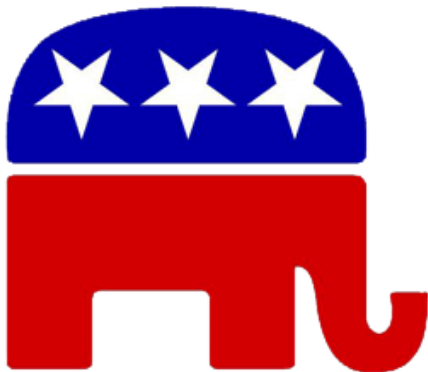
	Democrats	Republicans	Independent/Vacant
Senate	14	19	
Assembly	36	63	

Post-Election 2016

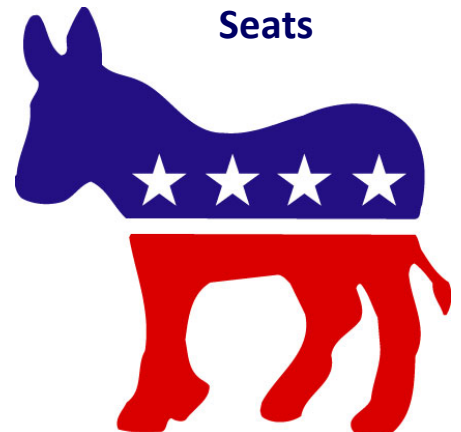
	Democrats	Republicans	Independent/Vacant
Senate	13	20	
Assembly	35	64	



+2 Red
Seats



-2 Blue
Seats



State Senate

2016	14 Democrats	19 Republicans
2017	13 Democrats	20 Republicans

2016 Senate Party Switches:

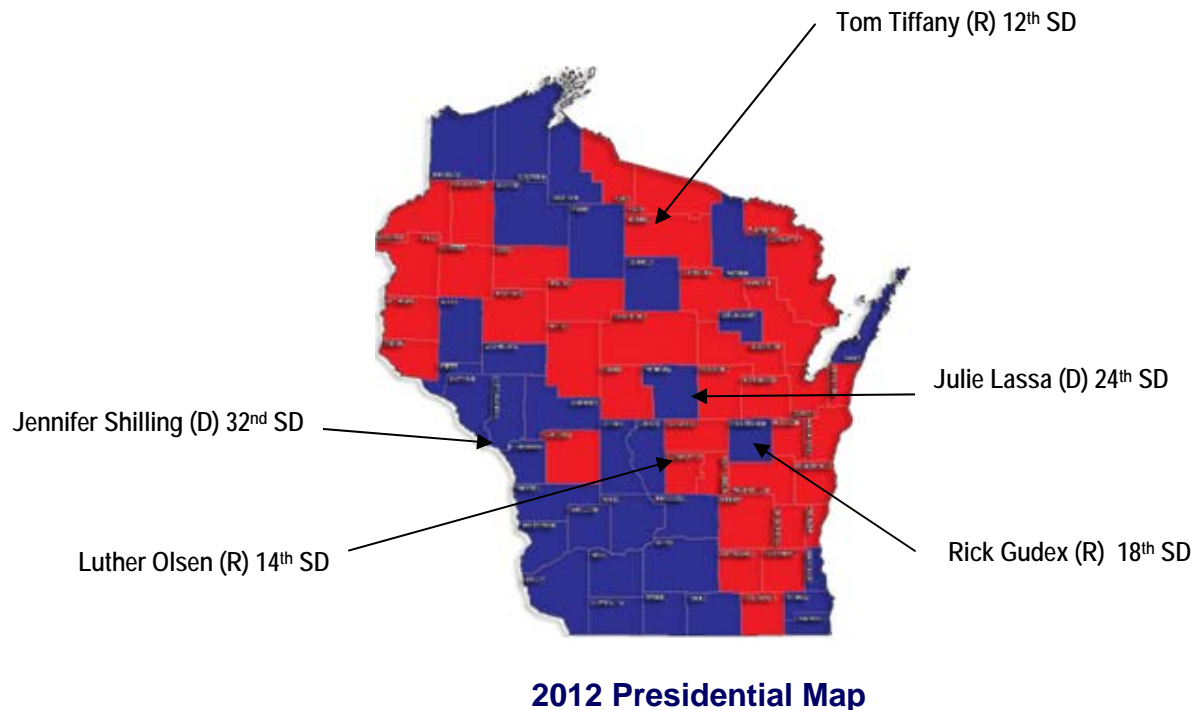
24th Senate District

Julie Lassa (D)	41,083 (48%)
Patrick Testin (R)	45,136 (52%)

Comments

- There will be **3 new members** in the 33-member State Senate: Pat Testin (R), LaTonya Johnson (D), Dan Feyen (R).
- From 1993-2012, the State Senate switched control **nine times**.
- The 18th Senate District has changed hands **four times** in eight years: Hopper 2008, King 2011, Gudex 2012, Feyen in 2016.
- The 2016 net shift: +1 for Republicans

Competitive State Senate Districts



Comments

- 16 of 33 Senate Districts were up for re-election
- 5 of 16 were competitive
- State Senate GOP was aided by strong boost from Trump and Johnson
- Partisan makeup of 16 Senate districts:
 - Dems: high end 83.2%; low end 52.1%
 - GOP: High end 67.6%; low end 52.1%

State Senate Five



Jennifer Shilling (D) – SD 32

McCain 2008: 39%
Walker 2010: 51%
Romney 2012: 41.3%
Walker 2014: 47.4%
Partisan Average: 43.5% GOP
District Classification: **Strong Dem**

WIN



Tom Tiffany (R) – SD 12

McCain 2008: 48%
Walker 2010: 59%
Romney 2012: 53%
Walker 2014: 60%
Partisan Average: 52.8% GOP
District Classification: **Lean GOP**

WIN



Julie Lassa (D) – SD 24

McCain 2008: 41%
Walker 2010: 53%
Romney 2012: 46.8%
Walker 2014: 53%
Partisan Average: 46.9% GOP
District Classification: **Lean Dem**

LOST



Luther Olsen (R) – SD 14

McCain 2008: 48%
Walker 2010: 59%
Romney 2012: 50.6%
Walker 2014: 58.1%
Partisan Average: 52.8% GOP
District Classification: **Lean GOP**

WIN



Rick Gudex (R) – SD 18 (Open)

McCain 2008: 48%
Walker 2010: 58%
Romney 2012: 49.9%
Walker 2014: 57%
Partisan Average: 52.6% GOP
District Classification: **Lean GOP**

HELD

State Assembly

2016	35 Democrats	64 Republicans	
2014	36 Democrats	63 Republicans	
2012	39 Democrats	60 Republicans	
2010	39 Democrats	59 Republicans	1 Independent

2016 Assembly Switches

92nd Assembly District

Treig Pronschinske (R):	13,604 (52%)
Chris Danou (D):	12,551 (48%)

Comments

- Going into the November 2016 elections, **Republicans** controlled the Assembly **63-36**. Republicans now control the lower house **64-35**.
- There will be **9 new members** in the state Assembly.
- **Republicans defeated one Democrat incumbent:** Chris Danou
- The net shift: +1 for Republicans

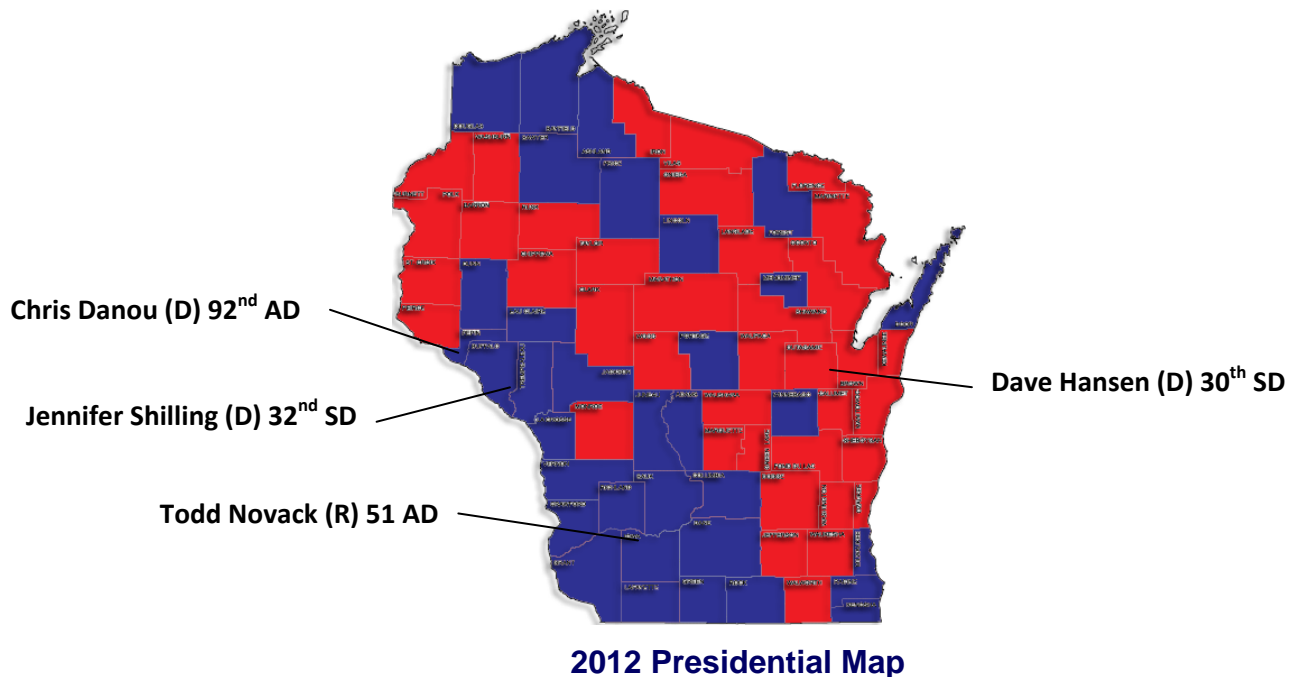
Close Legislative Races

- A shift of 1,776 votes in two Assembly Districts would have given Democrats 2 more seats:

Todd Novak (AD 51) won by 723 votes
Treig Pronschinske (AD 92) won by 1,053

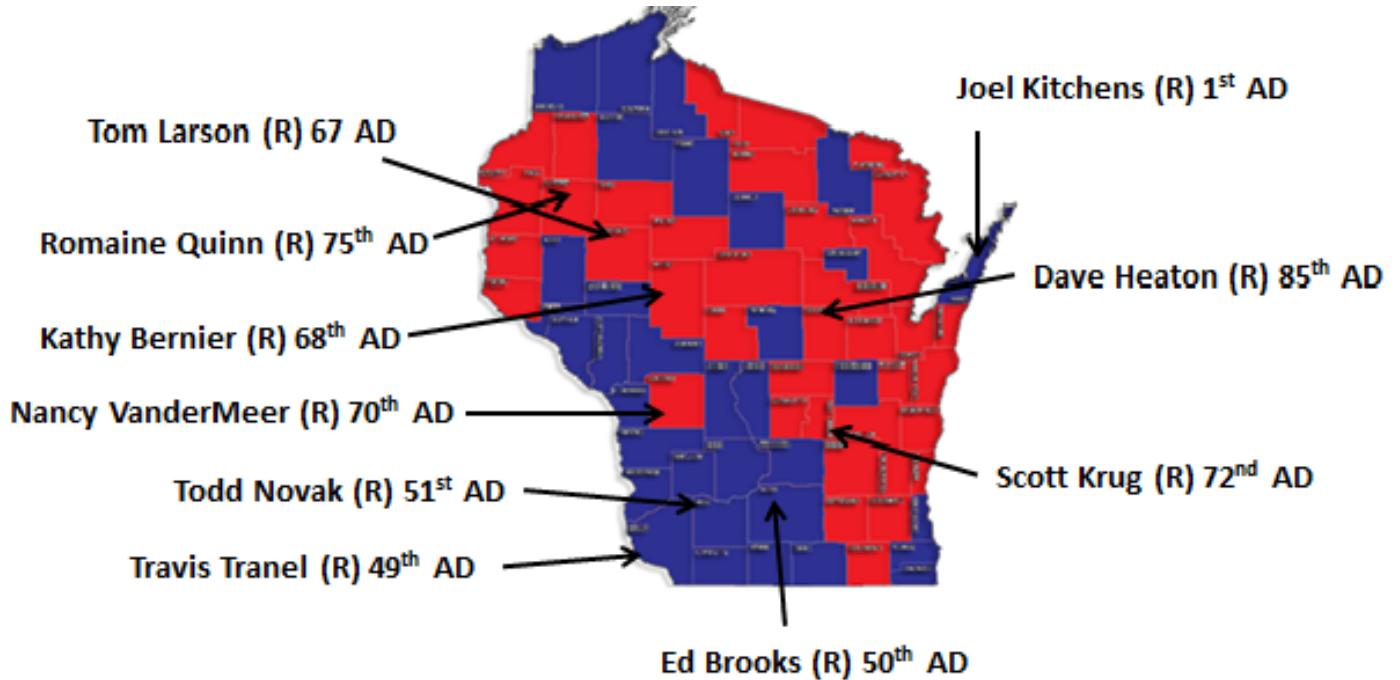
- A shift of 2,097 votes in two Senate Districts would have given Republicans 2 more seats:

Dave Hanson (SD 30) won by 2,039 votes
Jennifer Shilling (SD 32) won by 58 votes



Competitive State Assembly Districts

2012 Presidential Map



Comments

- 10 most potentially competitive assembly seats
- 5 of 10 incumbents in their first term: Kitchens, Heaton (retired), Novak, Quinn, VanderMeer
- Republicans held all 10 districts.

State Assembly 10



Joel Kitchens (R) – AD 1

McCain 2008: 43%
Walker 2010: 54%
Romney 2012: 50%
Walker 2014: 58%
Partisan Average: 50.7% GOP
District Classification: **Swing**

WIN



Kathy Bernier (R) – AD 68

McCain 2008: 44%
Walker 2010: 55%
Obama 2012: 52%
Walker 2014: 55%
Partisan Average: 48.8% GOP
District Classification: **Swing**

WIN



Travis Tranel (R) – AD 49

McCain 2008: 38%
Walker 2010: 53%
Romney 2012: 43%
Walker 2014: 50%
Partisan Average: 46.3% GOP
District Classification: **Lean Dem**

WIN



Nancy VanderMeer (R) – AD 70

McCain 2008: 44%
Walker 2010: 57%
Romney 2012: 51%
Walker 2014: 57%
Partisan Average: 51% GOP
District Classification: **Swing**

WIN



Ed Brooks (R) - AD 50

McCain 2008: 44%
Walker 2010: 56%
Obama 2012: 55%
Walker 2014: 54%
Partisan Average: 49.7% GOP
District Classification: **Swing**

WIN



Scott Krug (R) – AD 72

McCain 2008: 45%
Walker 2010: 56%
Romney 2012: 51%
Walker 2014: 56%
Partisan Average: 50.2% GOP
District Classification: **Swing**

WIN



Todd Novak (R) – AD 51

McCain 2008: 37%
Walker 2010: 50%
Obama 2012: 60%
Walker 2014: 48%
Partisan Average: 43.4% GOP
District Classification: **Strong Dem**

WIN



Romaine Quinn (R) – AD 75

McCain 2008: 47%
Walker 2010: 56%
Romney 2012: 52%
Walker 2014: 58%
Partisan Average: 51.8% GOP
District Classification: **Swing**

WIN



Tom Larson (R) – AD 67 (Open)

McCain 2008: 47%
Walker 2010: 58%
Romney 2012: 51%
Walker 2014: 57%
Partisan Average: 51.7% GOP
District Classification: **Swing**

HELD



Dave Heaton (R) – AD 85 (Open)

McCain 2008: 42%
Walker 2010: 54%
Obama 2012: 53%
Walker 2014: 55%
Partisan Average: 48% GOP
District Classification: **Swing**

HELD

WRA Success Rate 2016 Elections

Congress: 100% (9 wins)

State Senate: 94% (15 wins, 1 loss)

State Assembly: 97% (96 wins, 2 losses, 1 stayed out)

Comments

New legislators:

- **Senate:** Dave Craig (R28)
LaTonya Johnson (D6)
Dan Feyen (R18)
Patrick Testin (R24)
- **Assembly:** Rob Stafsholt (R29)
Shannon Zimmerman (R30)
Don Vruwink (D43)
Jimmy Anderson (D47)
Rob Summerfield (R67)
Treig Pronschinske (R92)
Patrick Snyder (R85)
Ron Tusler (R3)
Chuck Wichgers (R83)
- **Congress:** Mike Gallagher (R) replaces Reid Ribble (R).