



Pre-Election Update
Michael Best Strategies
September 2024 Edition



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Certainty is Good in Politics



✓ **Democrat Tony Evers will be the Governor for the next legislative session.**



✓ **Republicans will control the state Senate albeit with a smaller majority.**



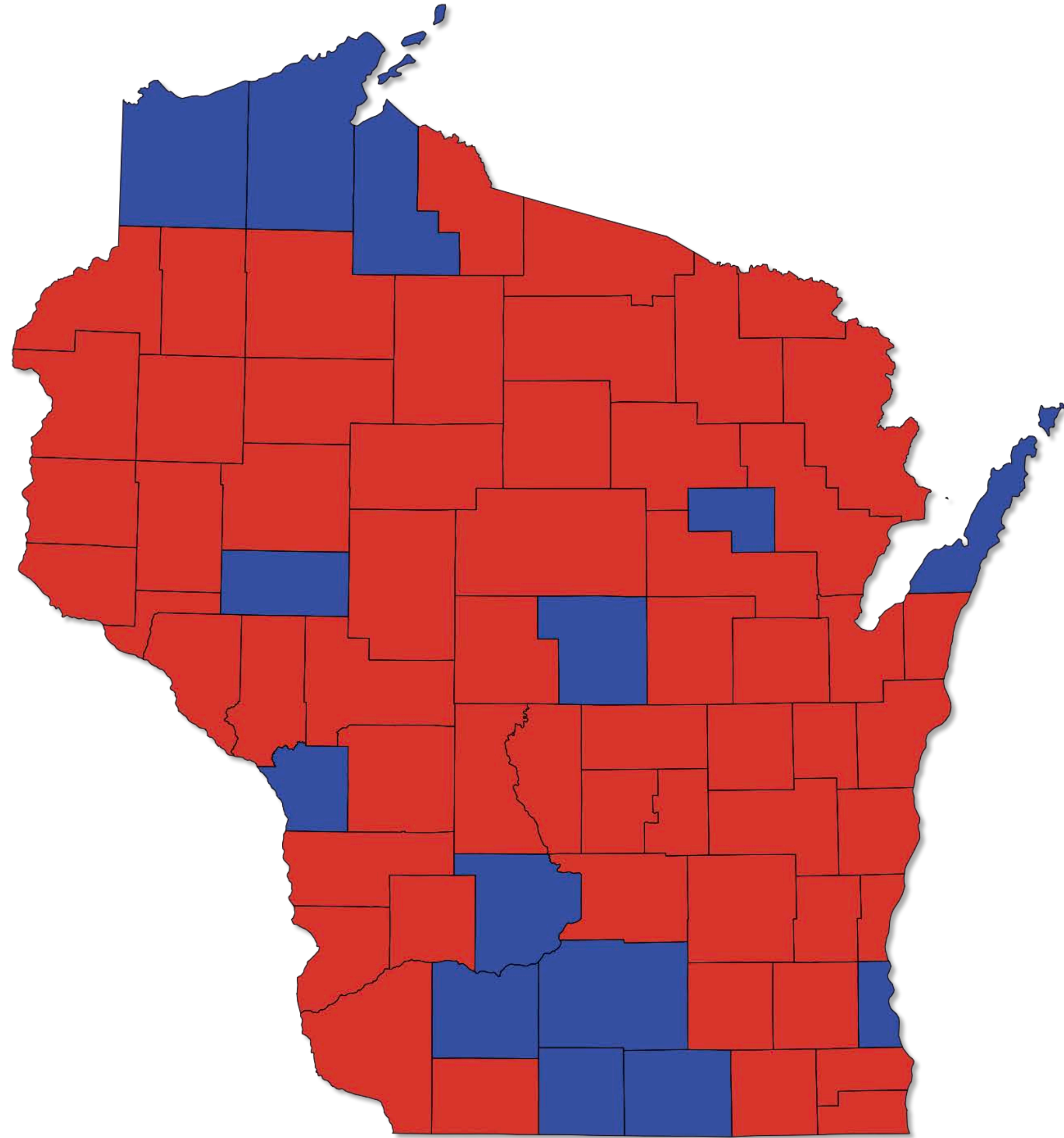
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✓ **The Assembly is a toss-up based on the new maps.**

CONTROL OF THE WHITE HOUSE



2020 PRESIDENTIAL ELECTION RESULTS



Joe Biden	1,630,866	49.45%
Donald Trump	1,610,184	48.82%

MOST UNUSUAL PRESIDENTIAL ELECTION IN MODERN HISTORY

June 27



Earliest general election debate ever

July 13



Assassination attempt on former Pres. Trump

July 21



Pres. Biden drops out of race

July 23



VP Harris secures enough delegates to win nomination

TRUMP VS. HARRIS WISCONSIN POLLING AVERAGES

FROM 538 & REALCLEAR POLLING

538



Harris +1.8%

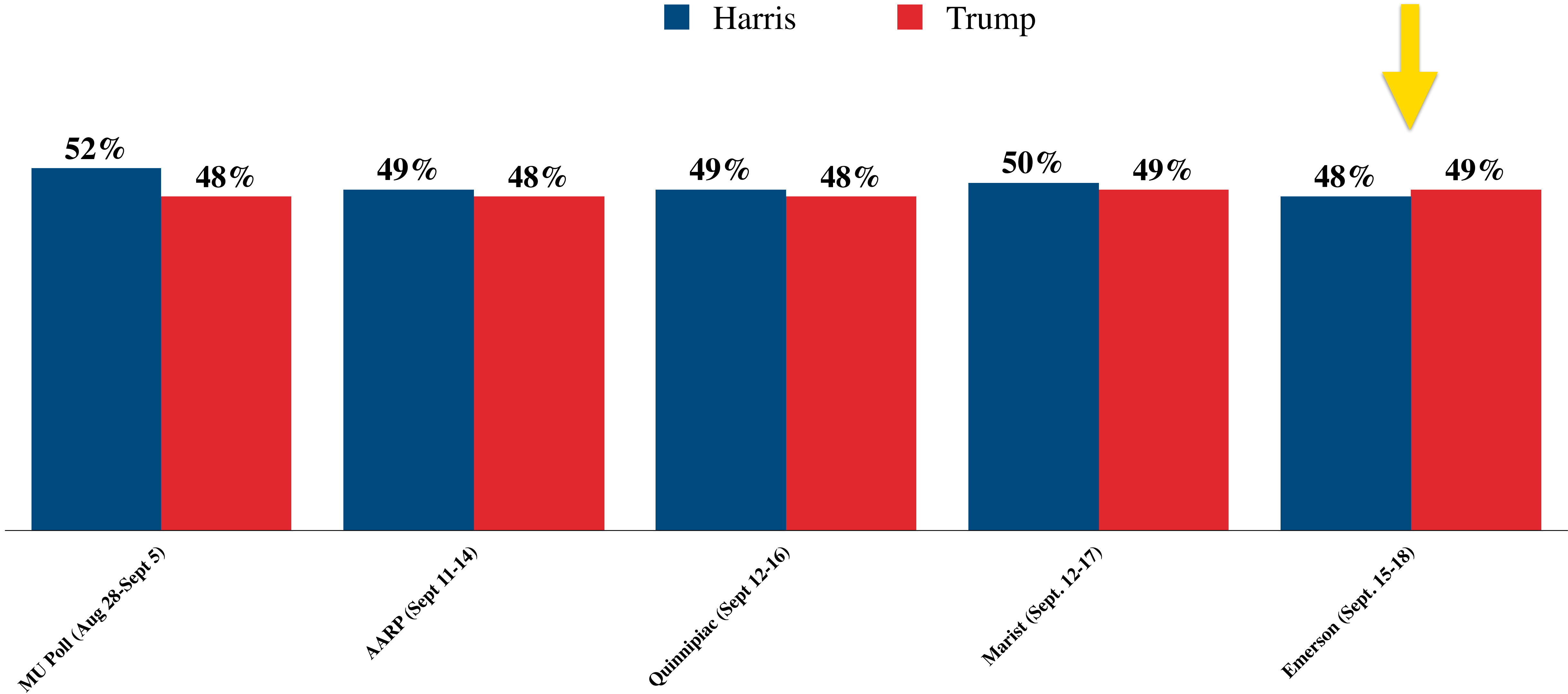
RealClear Polling



Harris +1.2%

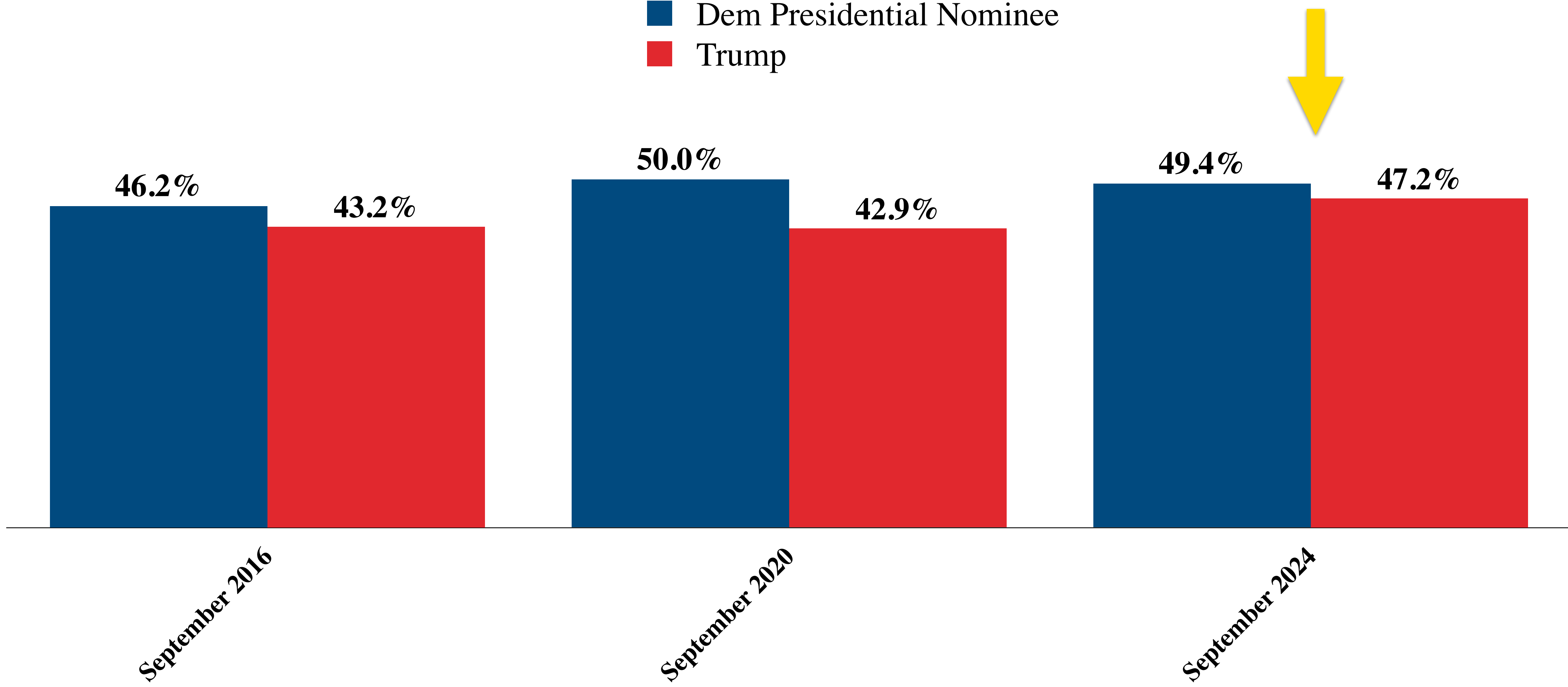
GENERAL ELECTION TRUMP-HARRIS MATCHUP

■ Harris ■ Trump



RCP NATIONAL POLLING AVERAGES IN SEPT. PRIOR TO PRES. ELECTION (2016-2024)

■ Dem Presidential Nominee
■ Trump



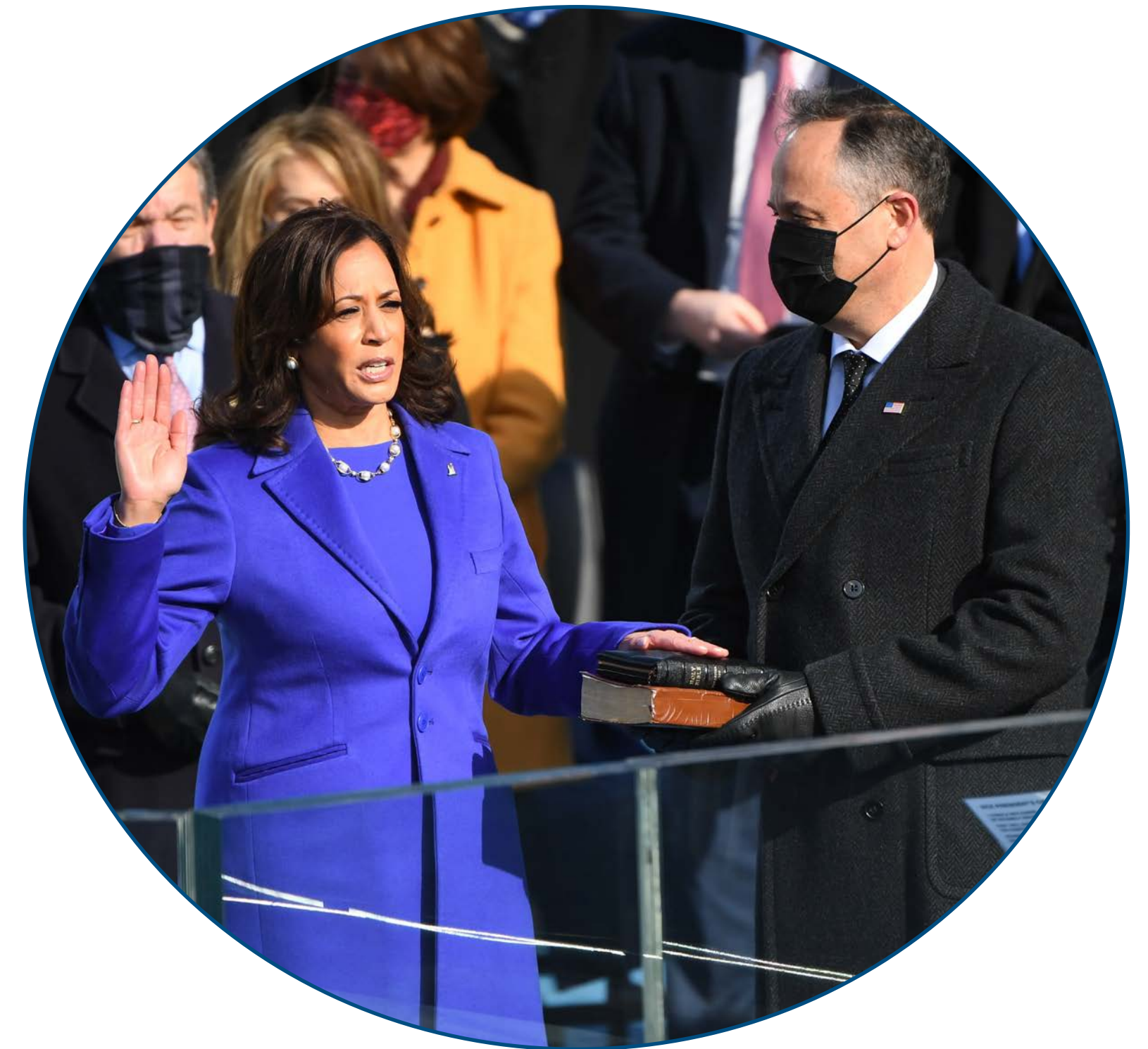
For Trump to Win

- **Focus needs to be on the economy/ inflation and immigration/border.**
- **Tie VP Harris to Biden and the past four years. “Are you better off than you were four years ago?”**
- **Extreme message discipline!!!**

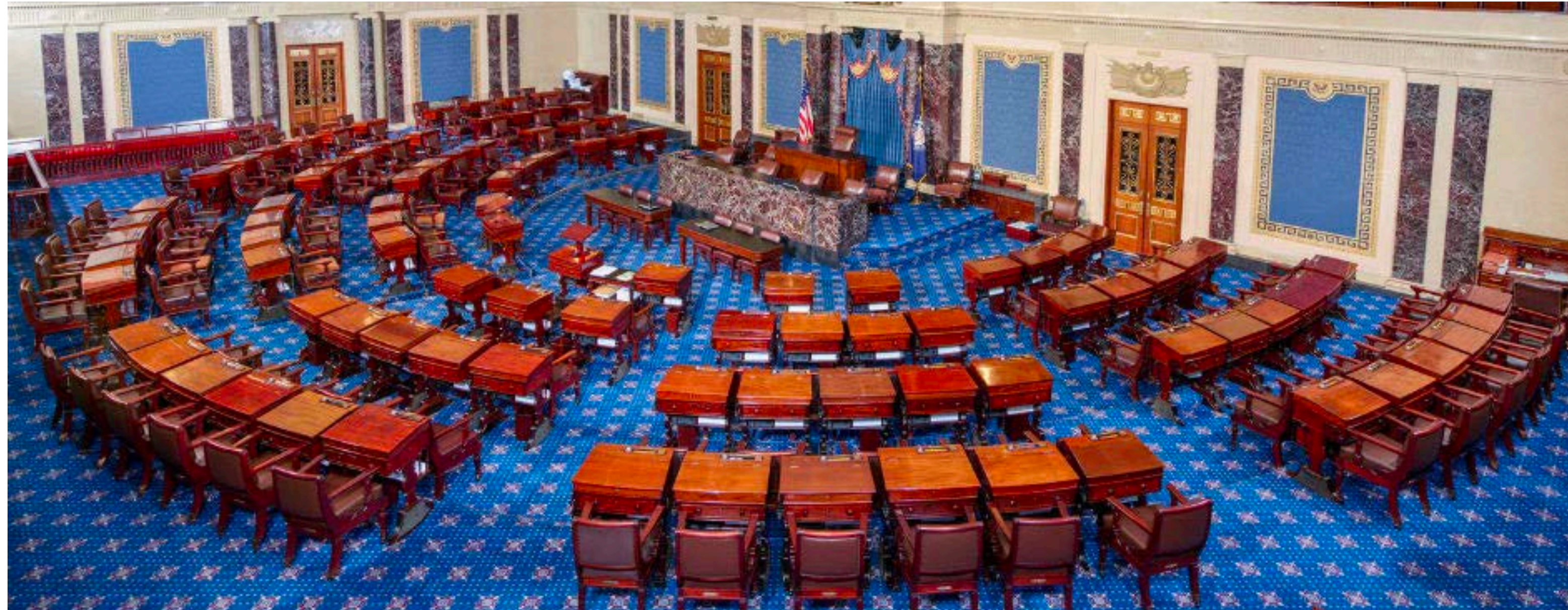


For Harris to Win

- **Focus needs to be on Trump and abortion.**
- **Neutralize the economy/inflation and immigration/border as major drawbacks.**
- **Stay positive.**

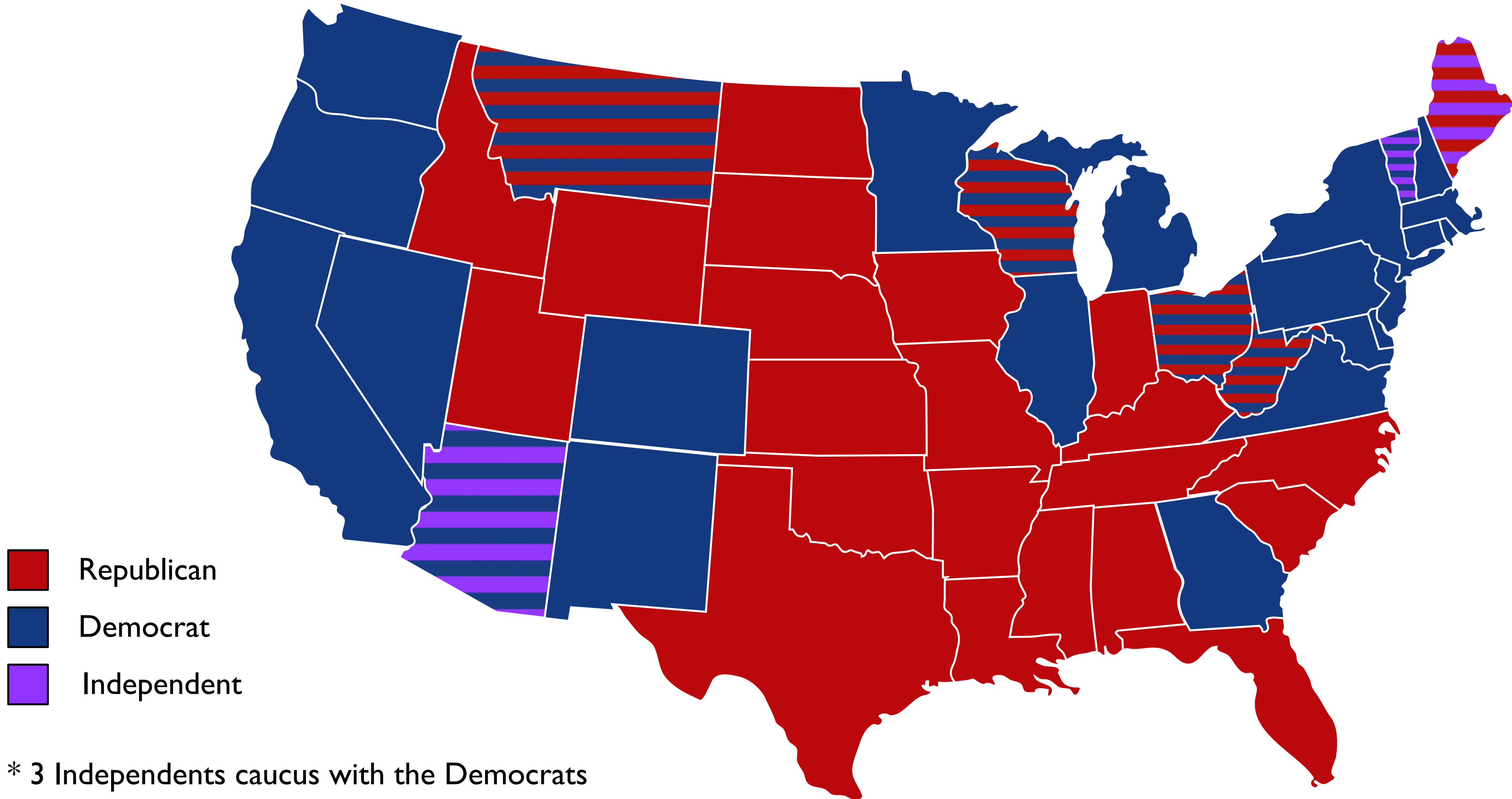


CONTROL OF THE US SENATE



CURRENT CONTROL OF THE U.S. SENATE

51 DEM* | **49 GOP**



PATH TO RETAIN/GAIN MAJORITY BASED ON THESE RACES



Sen. John Tester (D-MT)
GOP Lean



Sen. Tammy Baldwin (D-WI)
DEM Lean



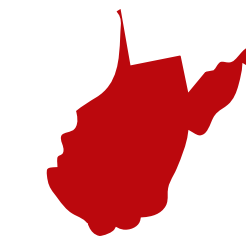
Open Michigan Seat
Dem Lean



Sen. Bob Casey (D-PA)
DEM Lean



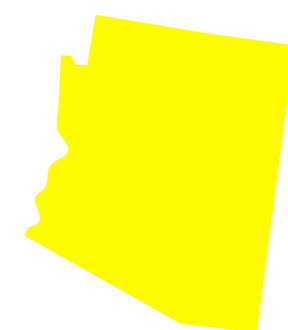
Sen. Jacky Rosen (D-NV)
DEM Lean



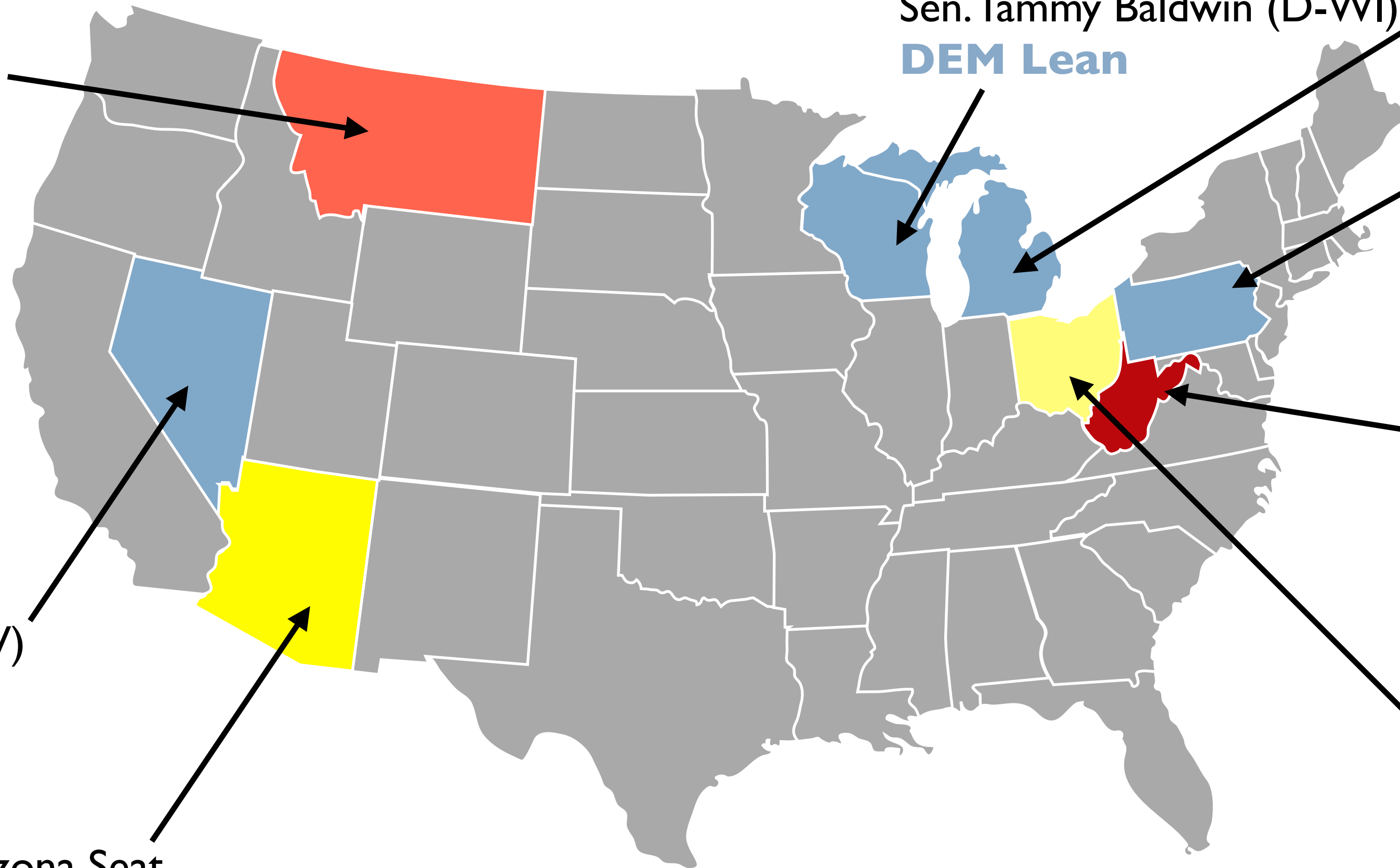
Open West Virginia
GOP Pick Up



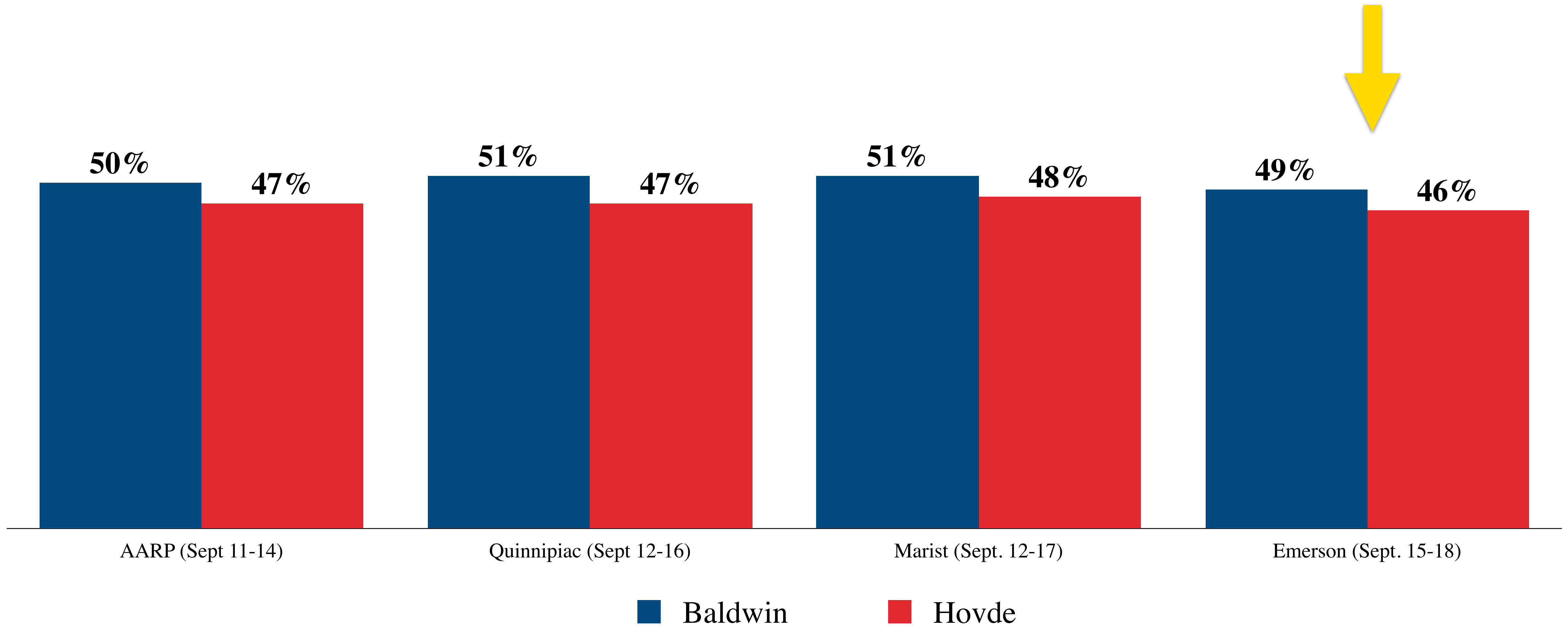
Sen. Sherrod Brown (D-OH)
Toss up



Open Arizona Seat
Toss Up



LATEST POLLS OF US SENATE RACE BALDWIN-HOVDE MATCHUP



For Baldwin to Win

- **Focus on Hovde being a carpetbagger.**
- **Neutralize the economy/inflation and immigration/border.**
- **Overwhelm Hovde with spending.**



- **He needs EVERY Trump voter.**
- **Focus on economy/inflation and immigration/border.**
- **Trump needs to win Wisconsin.**





NOT ALL COUNTIES COUNT THE SAME IN STATEWIDE RACES



WHERE THE VOTES COME FROM

% of 2012 Vote	County	% of 2016 Vote	% of 2020 Vote
16.1%	MILWAUKEE	14.8%	13.9%
9.9%	DANE	10.4%	10.5%
7.9%	WAUKESHA	8.0%	8.1%
4.2%	BROWN	4.3%	4.3%
3.4%	RACINE	3.2%	3.2%
3.1%	OUTAGAMIE	3.2%	3.2%
2.9%	WINNEBAGO	2.9%	2.9%
2.6%	WASHINGTON	2.6%	2.6%
2.6%	KENOSHA	2.6%	2.6%
2.6%	ROCK	2.6%	2.6%
2.3%	MARATHON	2.3%	2.3%
2.1%	LA CROSSE	2.1%	2.1%
2.0%	SHEBOYGAN	2.0%	2.0%
1.8%	EAU CLAIRE	1.8%	1.8%
1.8%	OZAUKEE	1.8%	1.8%
1.7%	FOND DU LAC	1.7%	1.7%
1.7%	WALWORTH	1.7%	1.7%
1.5%	ST. CROIX	1.6%	1.7%
1.4%	JEFFERSON	1.4%	1.4%
1.4%	DODGE	1.4%	1.4%
1.4%	MANITOWOC	1.4%	1.4%
1.3%	PORTAGE	1.3%	1.3%

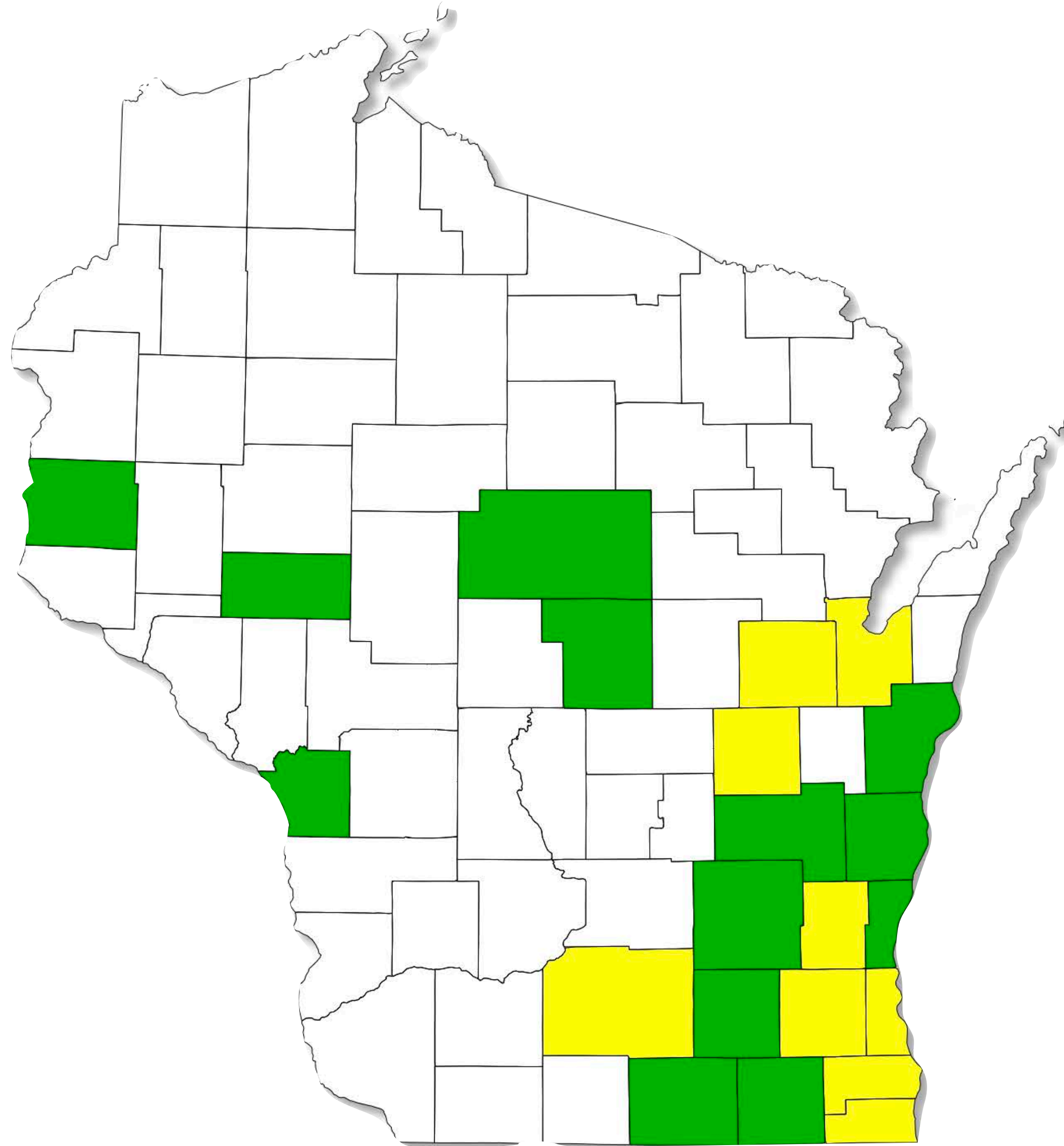
8 Counties =
50% of the vote

9 Counties =
51.3% of the vote

22 Counties =
75.8% of the vote

22 Counties =
74.5% of the vote

WHERE THE VOTES COME FROM



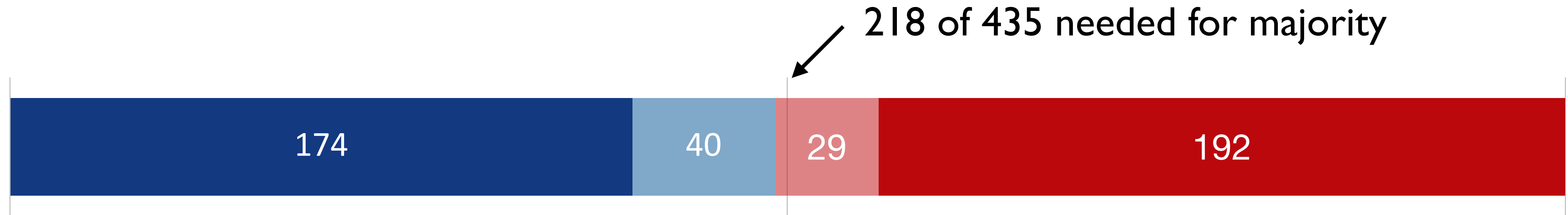
~50% of the vote

~75% of the vote

CONTROL OF THE U.S. HOUSE OF REPRESENTATIVES



LATEST COOK POLITICAL REPORT RATINGS



214

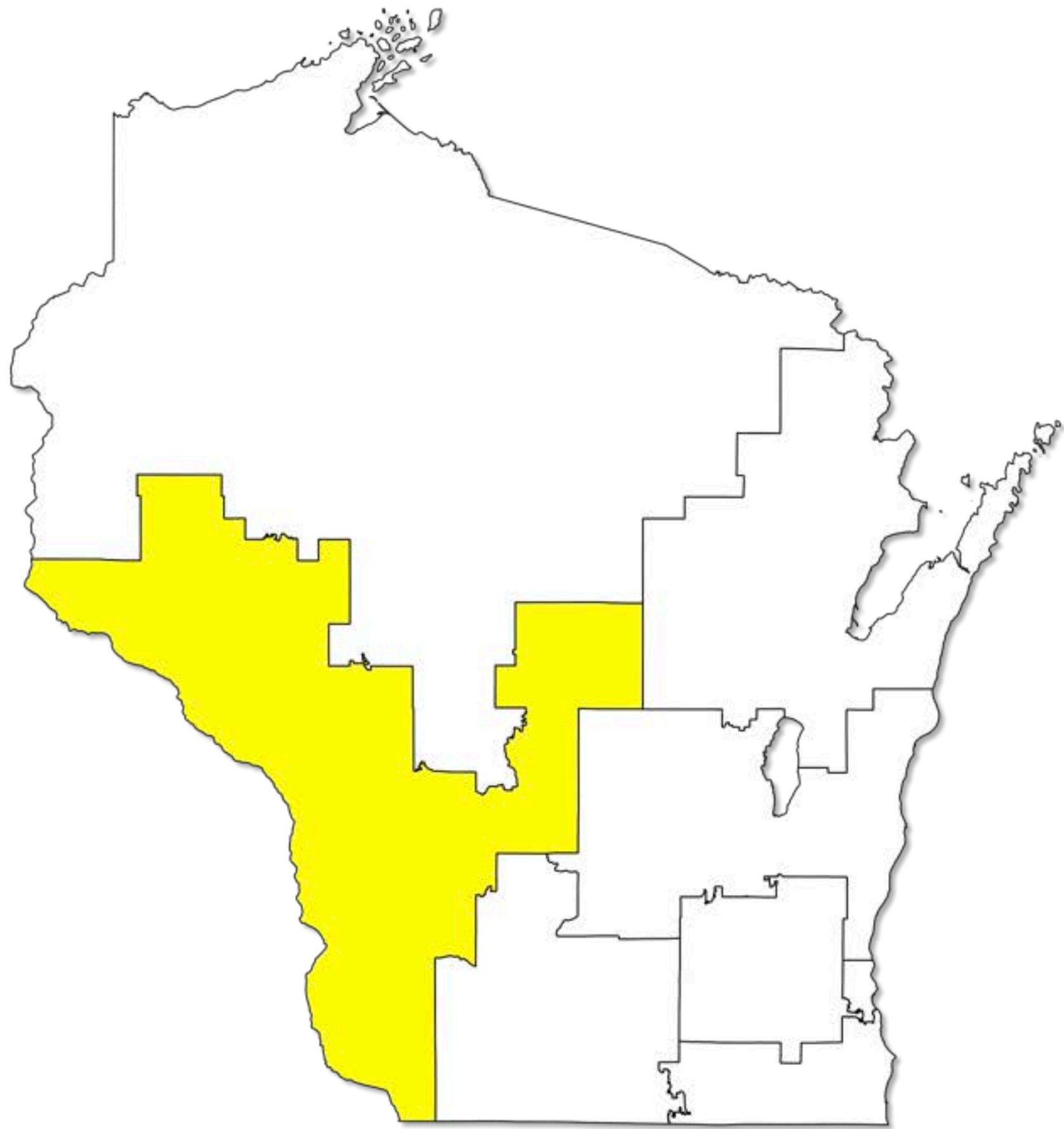
221

DEMOCRATS | 40 Competitive SEATS

REPUBLICANS | 29 Competitive SEATS

Democrats need to win all their competitive seats and pick up 4 GOP

If Republicans win all their competitive races they are at 221



- First elected in 2022
- First ran for Congress in 2020
- Retired Navy SEAL
- Lives in Prairie du Chien with his wife Sarah Jane. They have four children and nine grandchildren.



- Small business owner and former Evers appointee to the WEDC Board.
- Non profit leader and former campaign staffer.
- Won 3-way primary with 50.5% of vote

3RD CD ELECTORAL HISTORY

2022 3rd CD ELECTION



51.8%
48.1%



How other candidates performed in 3rd CD

2022 Election

2020 Election



49.1%
49.6%

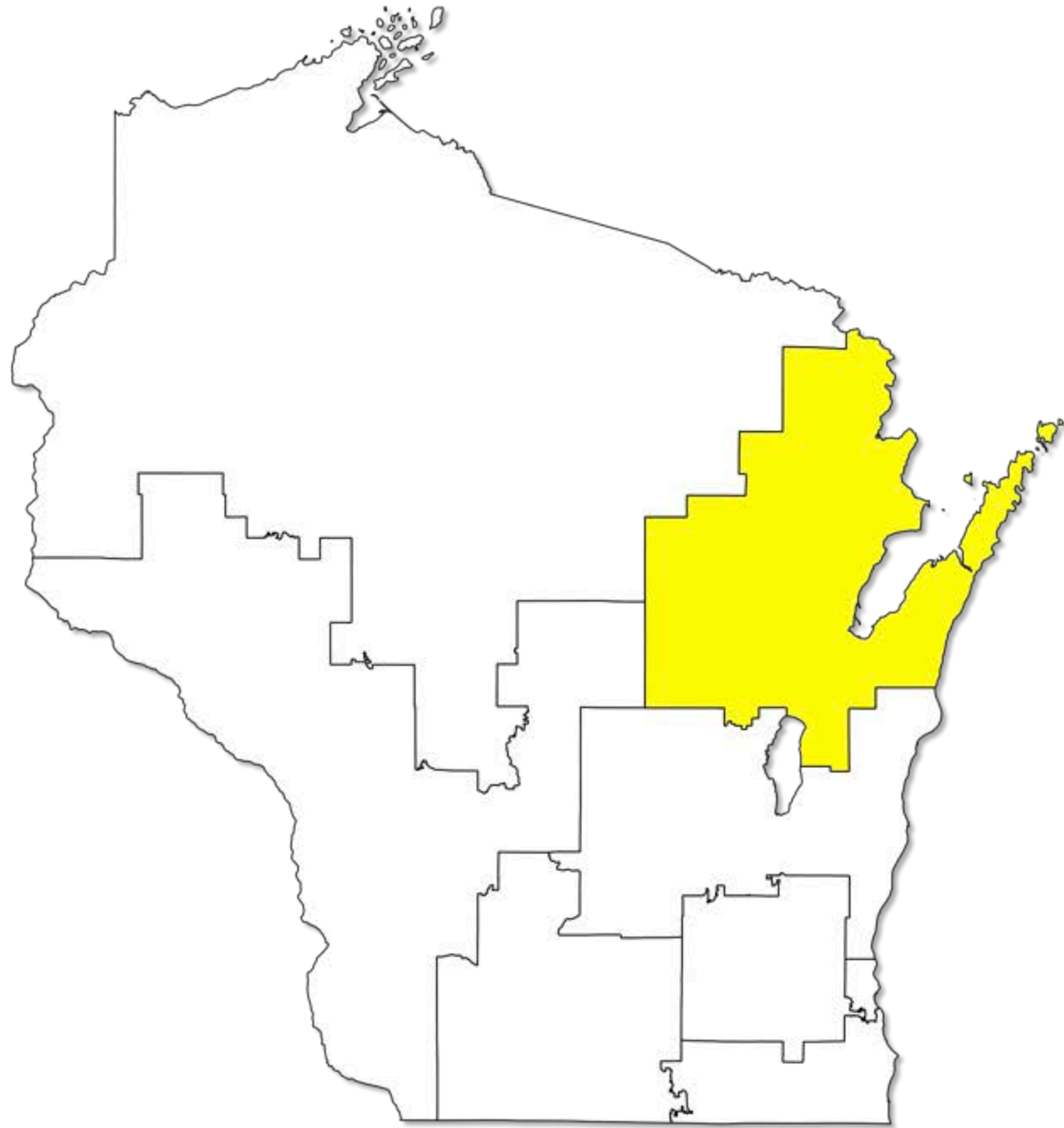


52.8%
47.1%



51.5%
46.8%





- Small Business Owner; Dino Stop
- Endorsed by former President Trump
- Won 3-way primary with 43.5% of the vote



- OB-GYN
- Ran unsuccessfully for State Assembly in 2022 vs. Rep. Macco
- One of three doctors who joined AG Kaul in challenging Wisconsin's 1849 Abortion Ban

8TH CD ELECTORAL HISTORY

2022 8th CD ELECTION



72.2%
26.1%

2
3rd party candidates

How other candidates performed in 8th CD

2022 Election

2020 Election



55.9%	58.8%	57.0%
42.9%	41.0%	41.5%



CONTROL OF THE LEGISLATURE

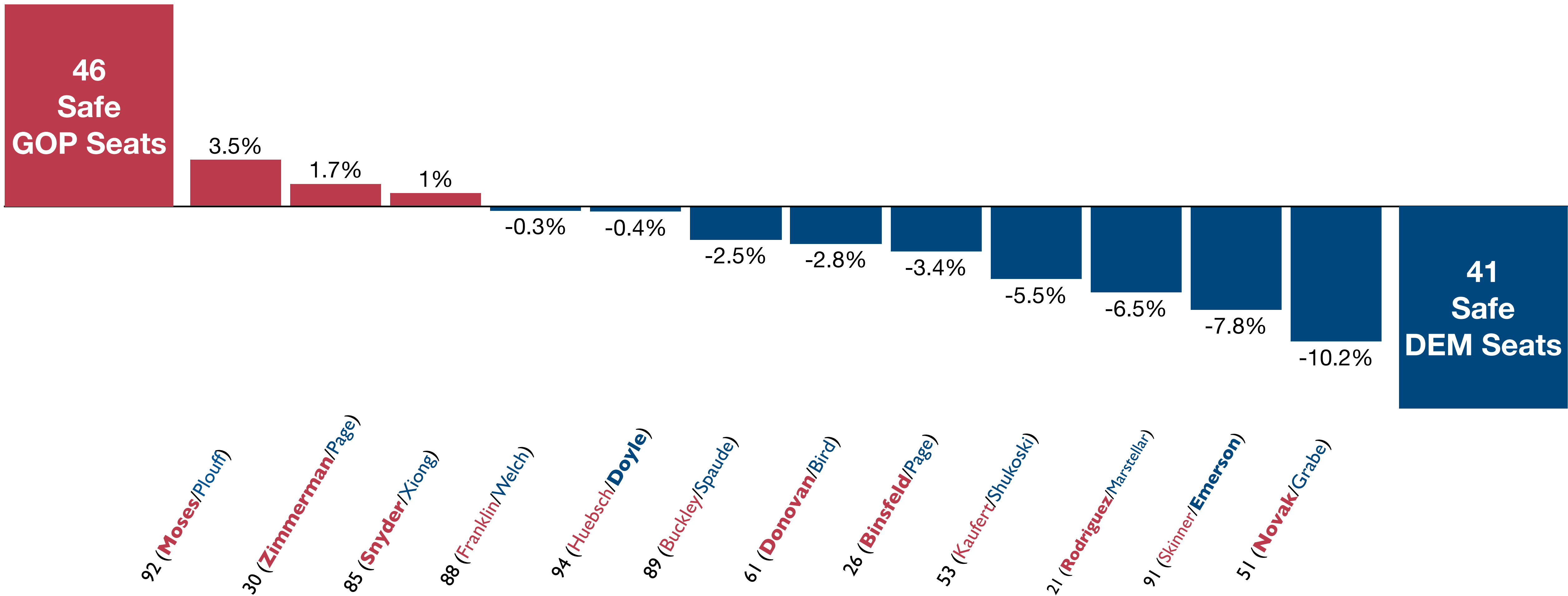


CONTROL OF THE STATE ASSEMBLY



THE 12 “MOST COMPETITIVE” ASSEMBLY SEATS

FOR MAJORITY | **GOP NEEDS TO HOLD 4** OR **DEMOCRATS NEED TO GAIN 9**





41 "SAFE" DEM SEATS= DEMS +6

CURRENTLY AT 35 - 2 TARGET SEATS -1 GOP-DEM SWAP + 9 PICKUPS

73rd Assembly District
Rep. Angie Sapik (R)
Not seeking re-election
61% DEM

93rd Assembly District
Rep. Warren Petryk (R)
Not seeking re-election
56% DEM

96th Assembly District
Rep. Loren Oldenburg (R)
56% DEM

40th Assembly District
Rep. Kevin Petersen (R)
Drawn into 57th
55% DEM

50th Assembly District
Tony Kurtz (R)
Drawn into 41st AD
60% DEM

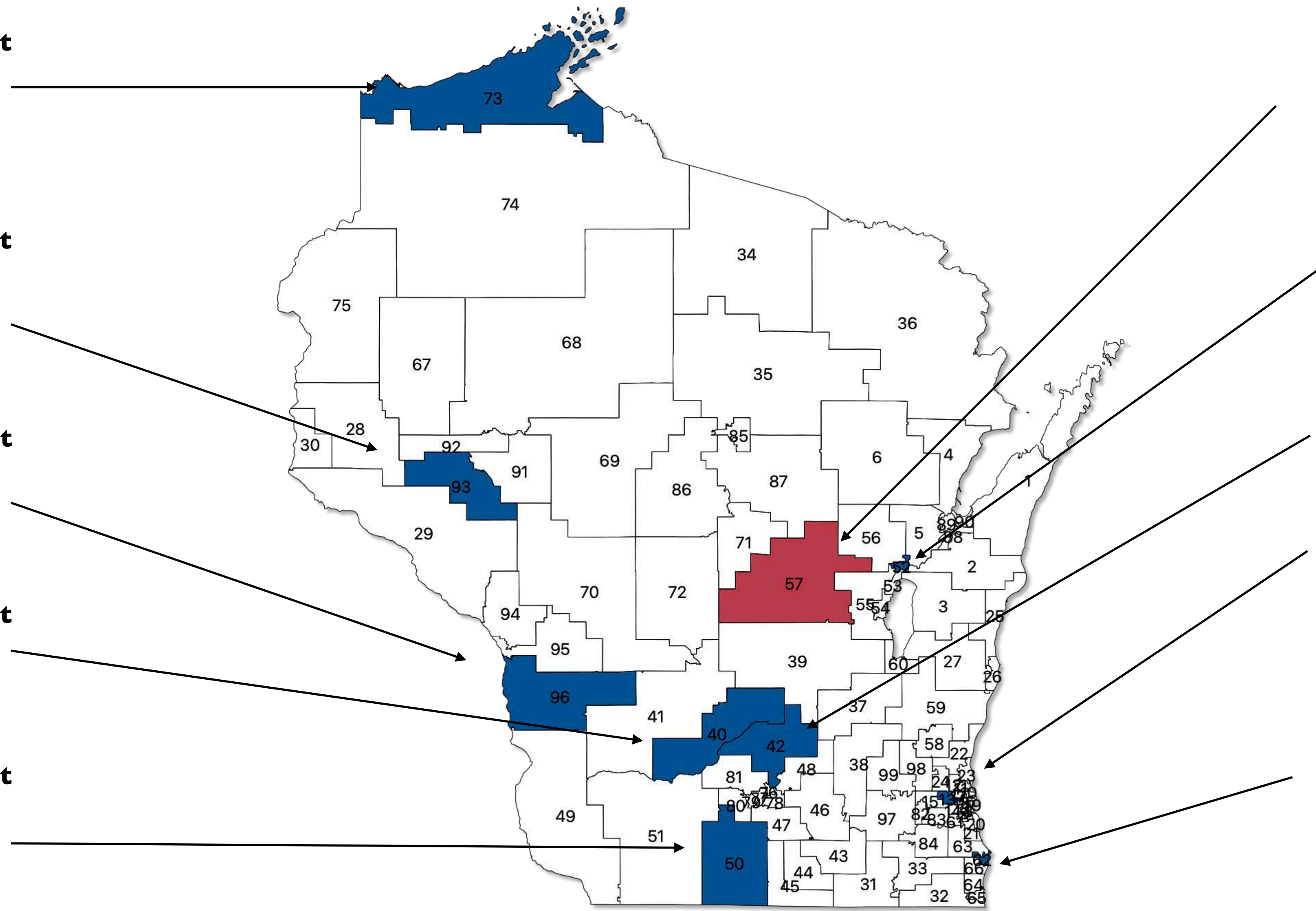
57th Assembly District
Rep. Lee Snodgrass (D)
Drawn into 52nd AD
67% GOP

52nd Assembly District
Rep. Jerry O'Connor (R)
Drawn into 60th AD
57% DEM

42nd Assembly District
Rep. Jon Plumer (R)
Not seeking re-election
59% DEM

13th Assembly District
Rep. Tom Michalski (R)
Paired with DEM Rep. Vining
58% DEM

62nd Assembly District
Rep. Bob Wittke (R)
Drawn into 63rd AD
61% DEM



MOST COMPETITIVE ASSEMBLY SEATS

GOP NEEDS TO HOLD 4 OF THESE | DEMOCRATS NEED 9 FOR THE MAJORITY



Rep. Shannon Zimmerman (R)
30th Assembly District
51% GOP



Rep. Clint Moses (R)
92nd Assembly District
52% GOP



Rep. Jodi Emerson (D)
91st Assembly District
53% DEM



Rep. Steve Doyle (D)
94th Assembly District
50-50 seat



Rep. Todd Novak (R)
51st Assembly District
54% DEM

85th AD
OPEN
51% GOP

89th AD
OPEN
51% DEM

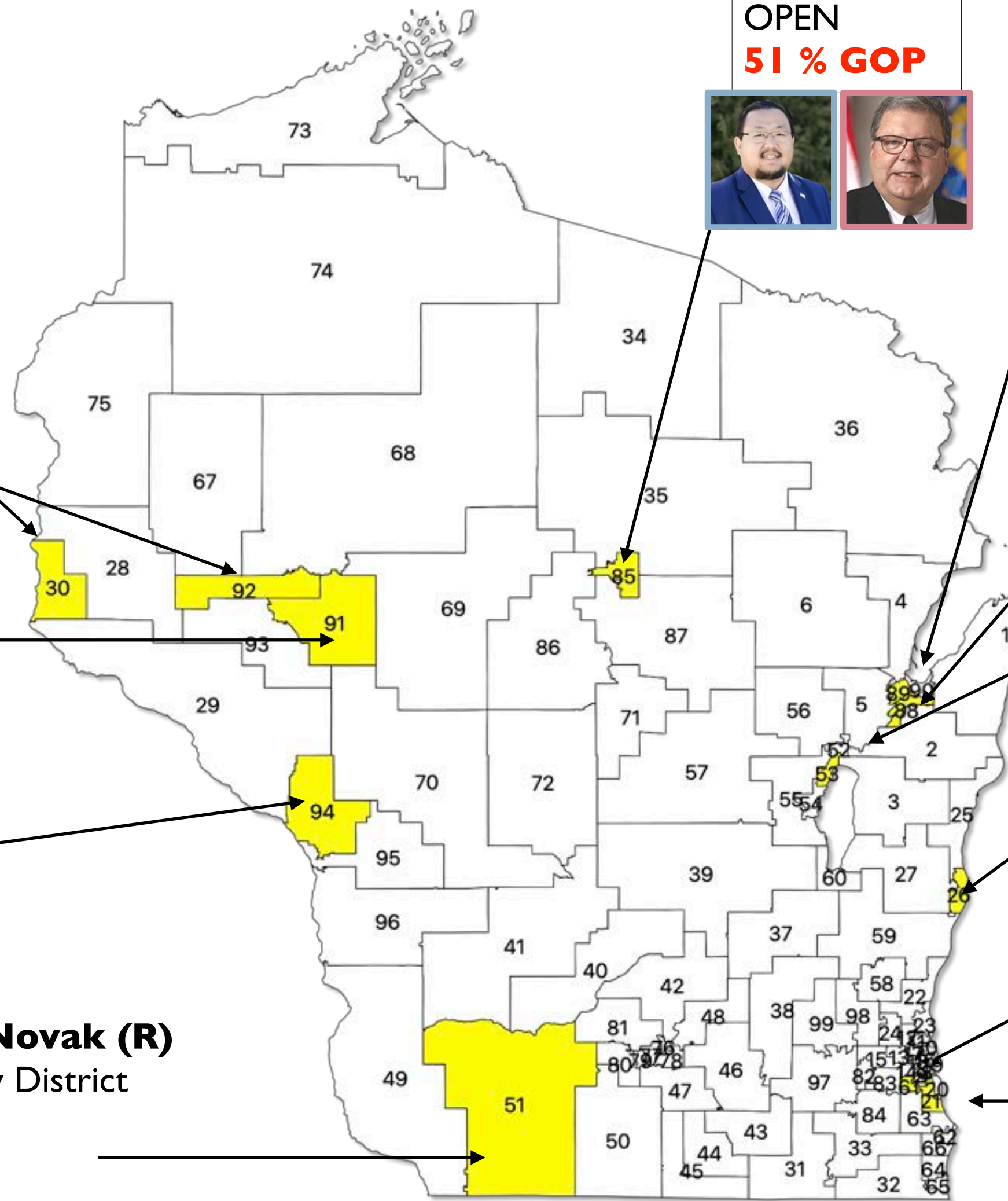
88th AD
OPEN
50.5% GOP

53rd AD
OPEN
52% DEM

26th AD
OPEN
52% DEM

61st AD
OPEN
51% DEM

Rep. Jessie Rodriguez (R)
21st Assembly District
53% DEM



92



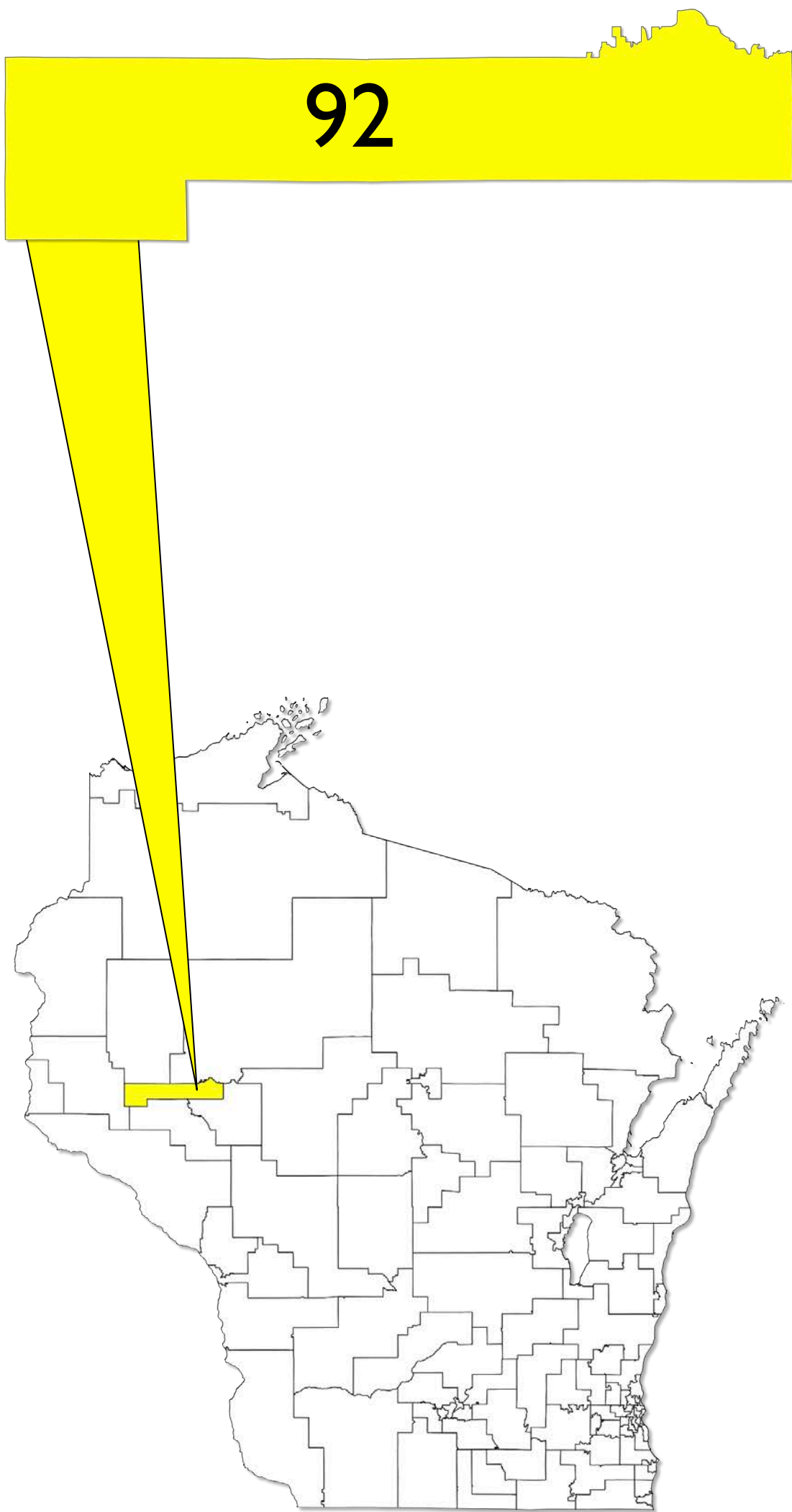
**State Representative
Clint Moses
(R-Menomonie)**

- First elected to Assembly in 2020
- Chair of the Assembly Health Committee
- Owner/operator of Red Cedar Chiropractic

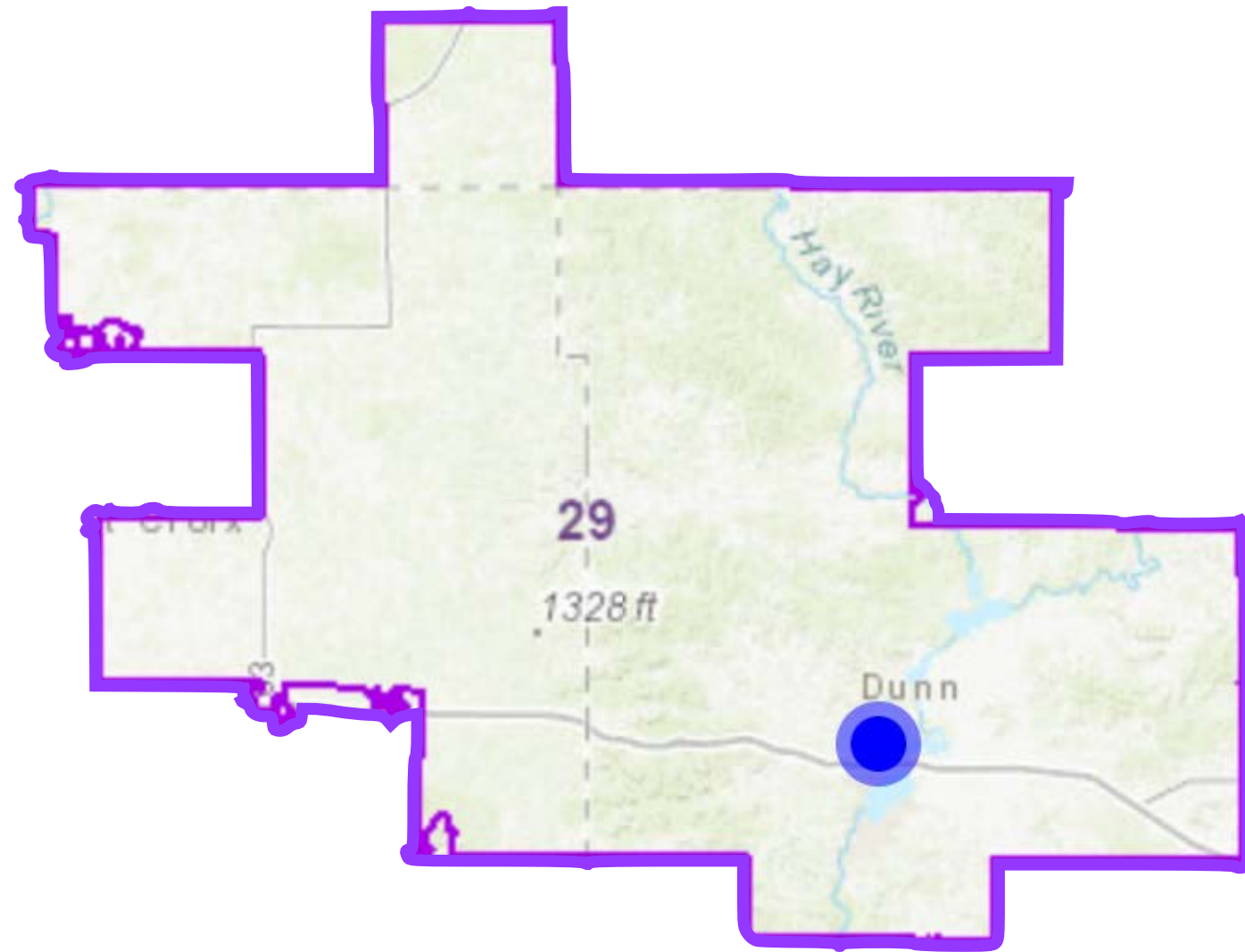


**Joe Plouff
(D-Menomonie)**

- Served four terms in Assembly (1997-2005), losing re-election in 2004
- Previously served on the Menomonie City Council and Dunn County Board of Supervisors
- US Army veteran



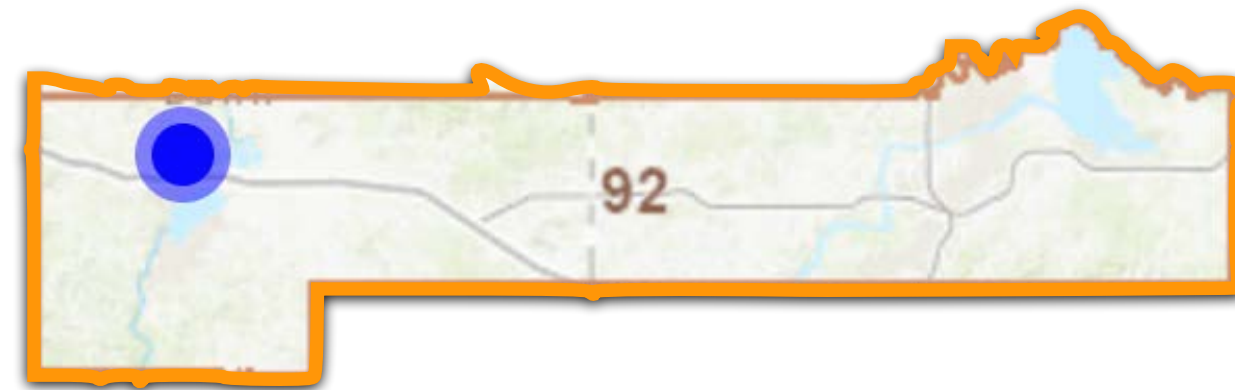
Old 29th



Historic District Performance

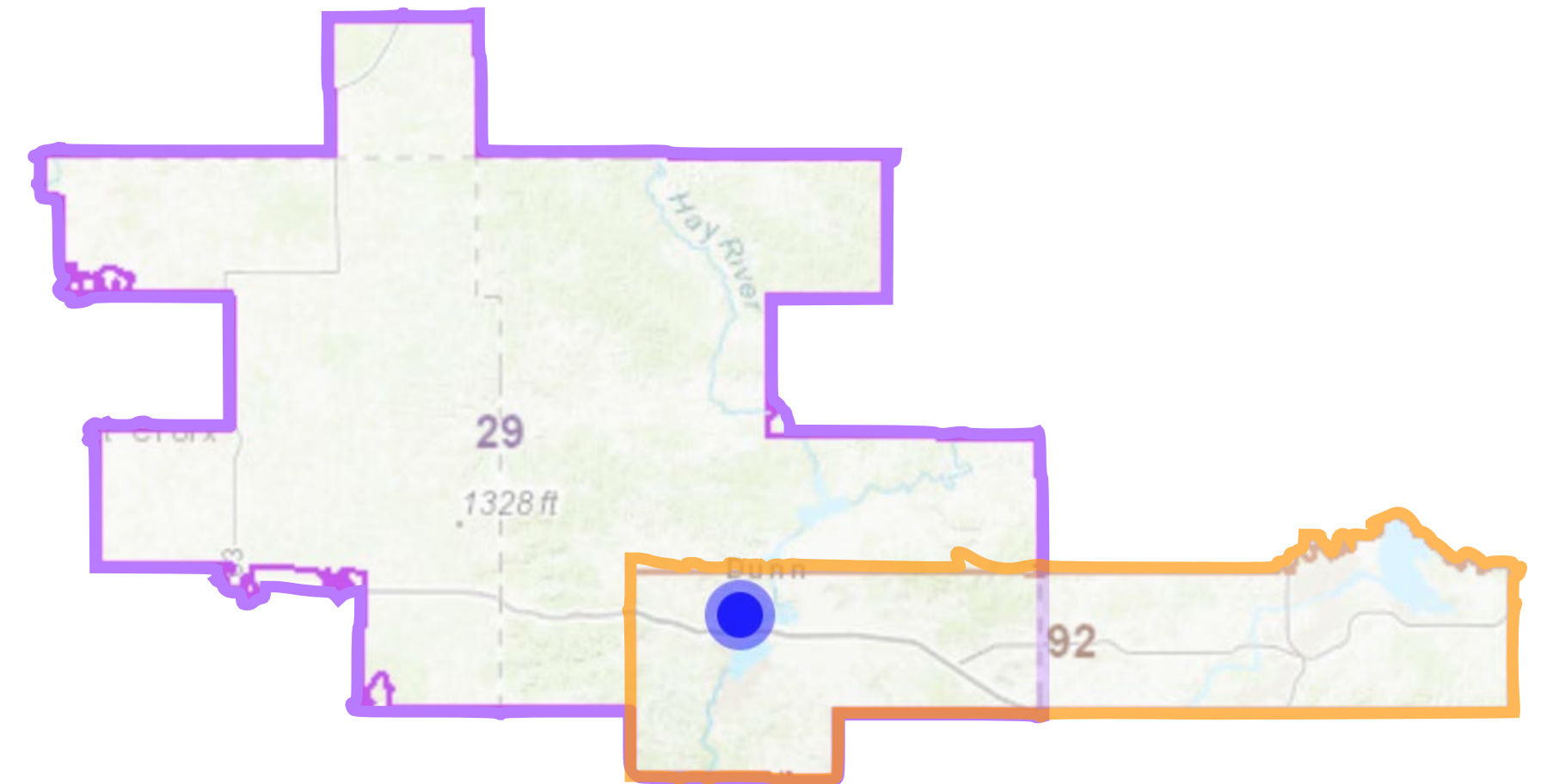
GOV '22	US Sen '22	PRES '20
56.8%	60.2%	58.3%
41.9%	39.7%	39.7%

New 92nd



Historic District Performance on new map

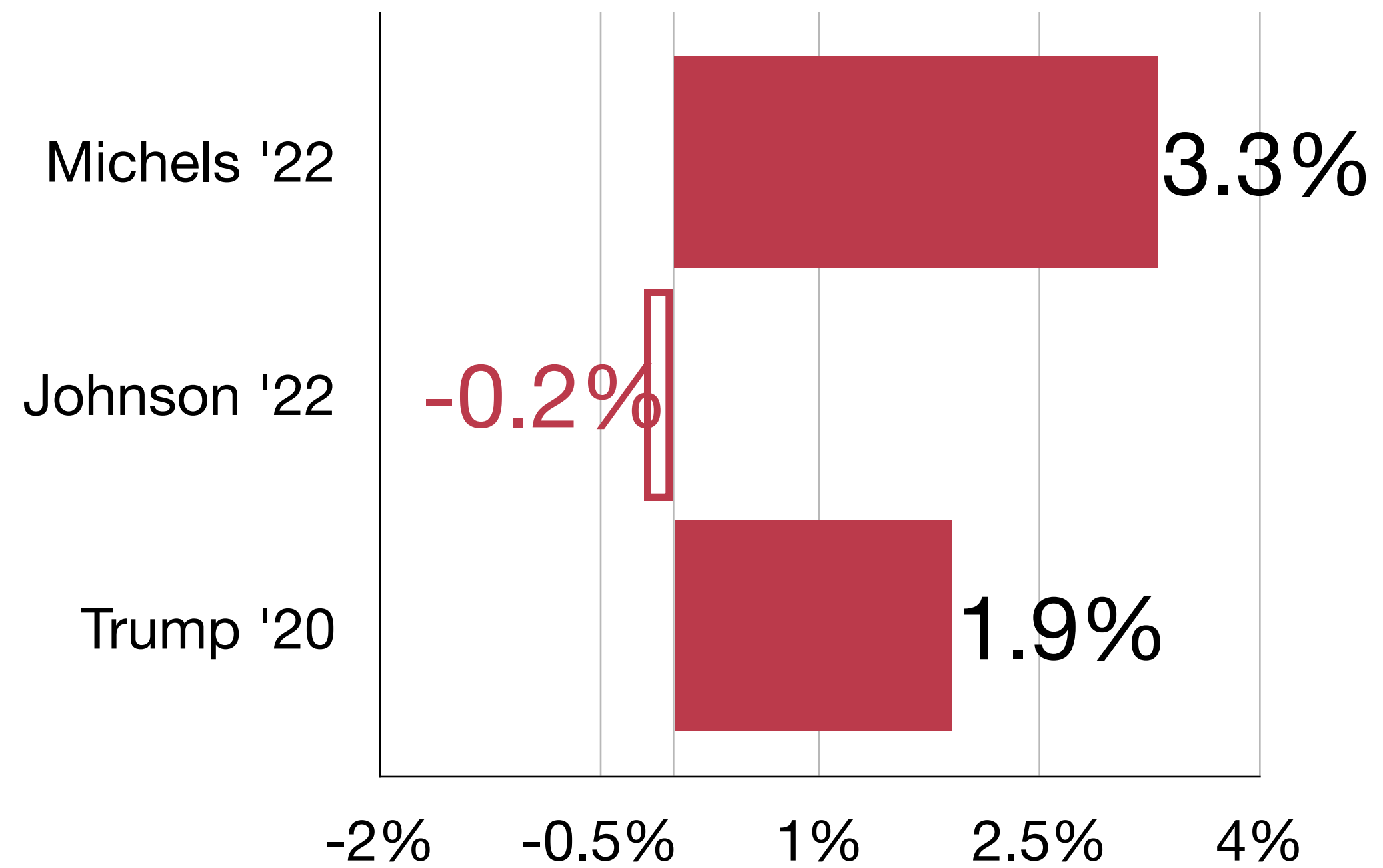
GOV '22	US Sen '22	PRES '20
49.3%	52.8%	51.3%
49.4%	47.0%	46.5%



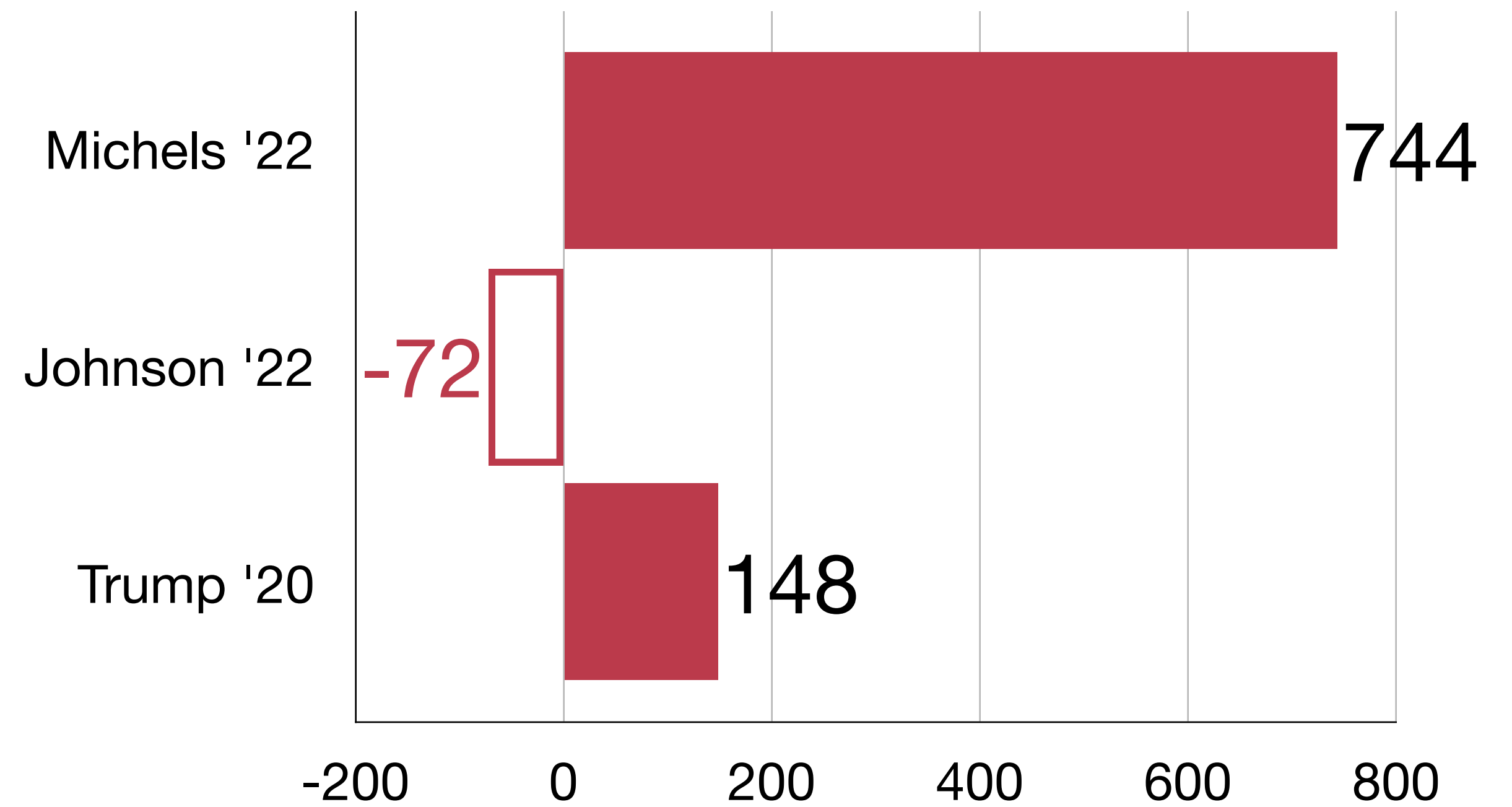
57% of the district is new for Rep. Moses. Menomonee sat on the eastern end of the old 29th, but sits on the western side of the new 92nd.

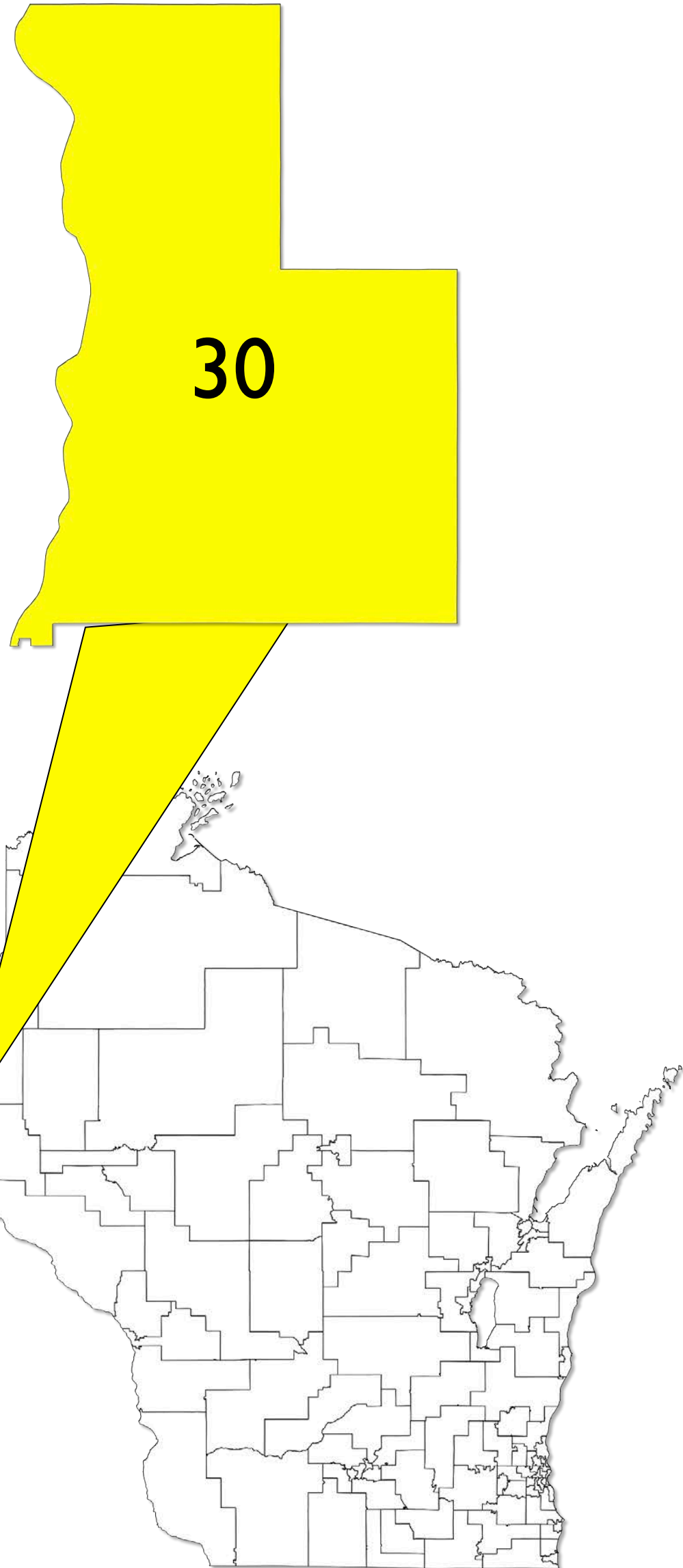


X % more than GOP at Top



X Votes more than GOP at Top





State Representative
Shannon Zimmerman
(R-River Falls)

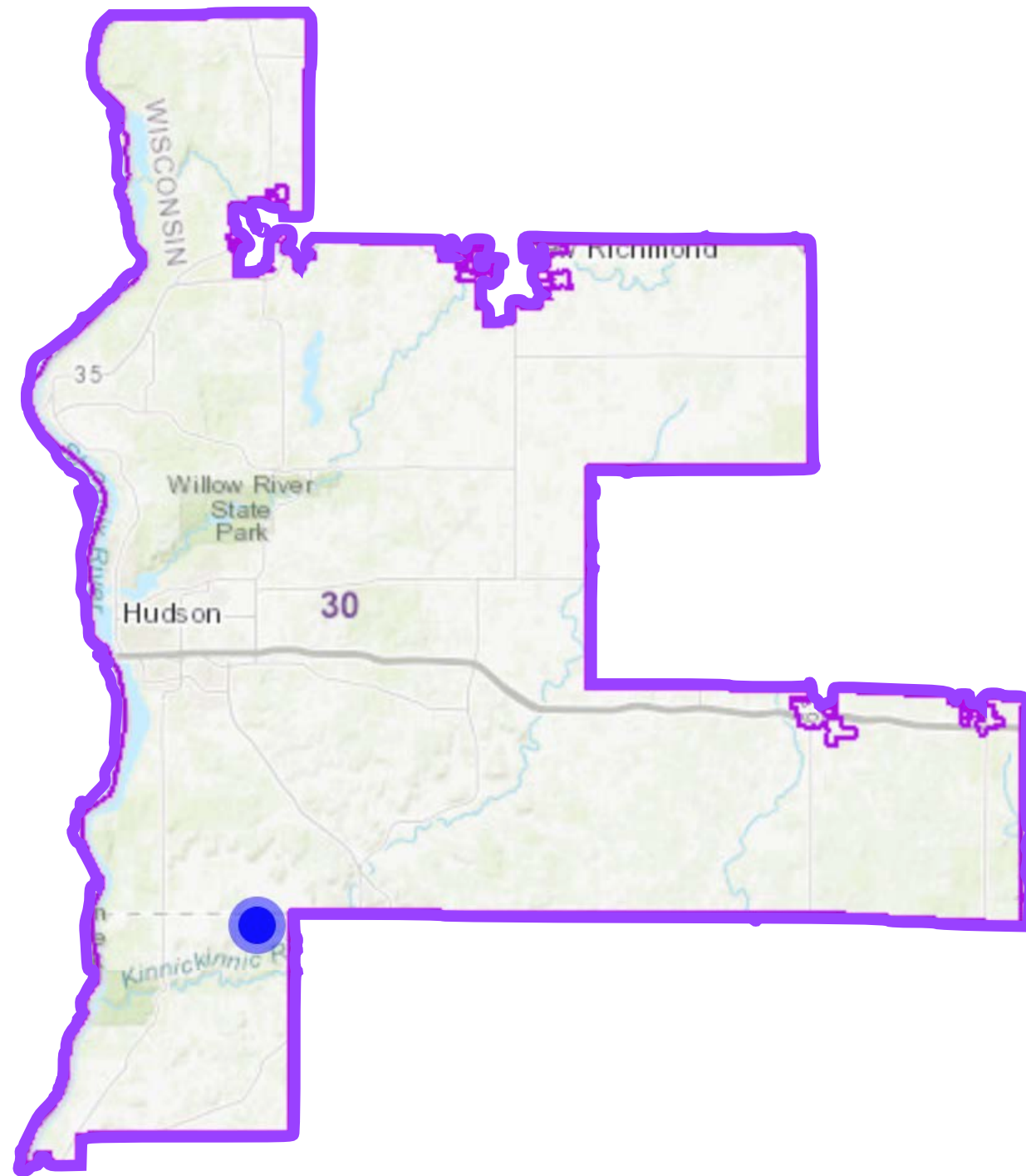
- First elected to Assembly in 2016
- Member of Joint Finance Committee
- Founder and CEO of Sajan, Inc., a cloud-based information technology and localization company



Allison Haskins Page
(D-River Falls)

- Retired in February as CEO of Western Wisconsin Health
- Previously served on River Falls school board

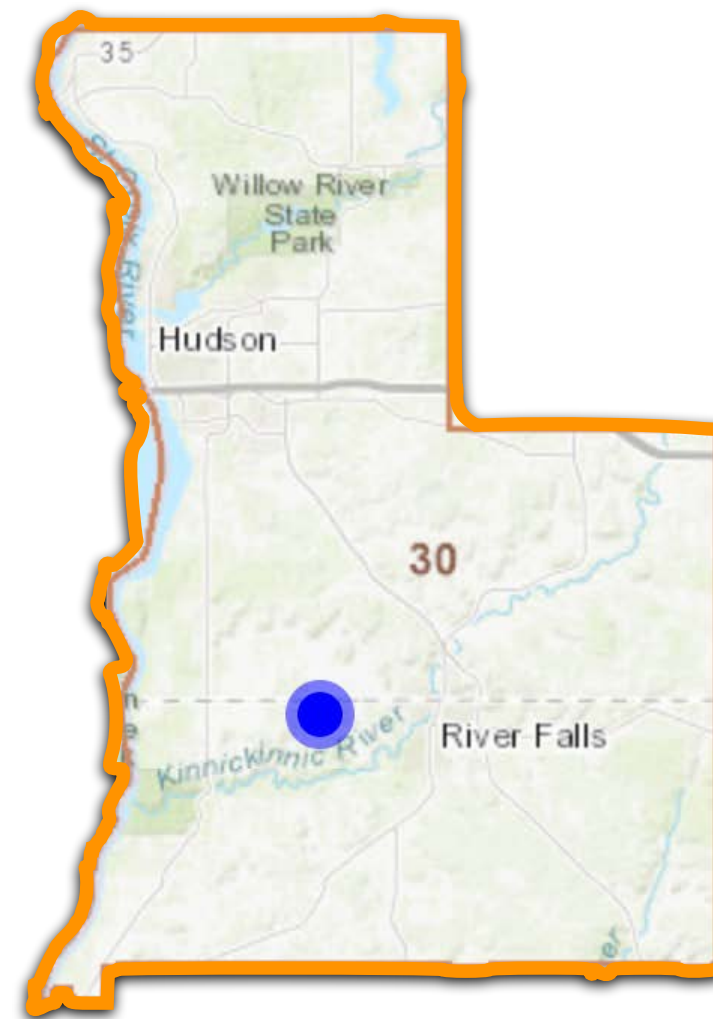
Old 30th



Historic District Performance

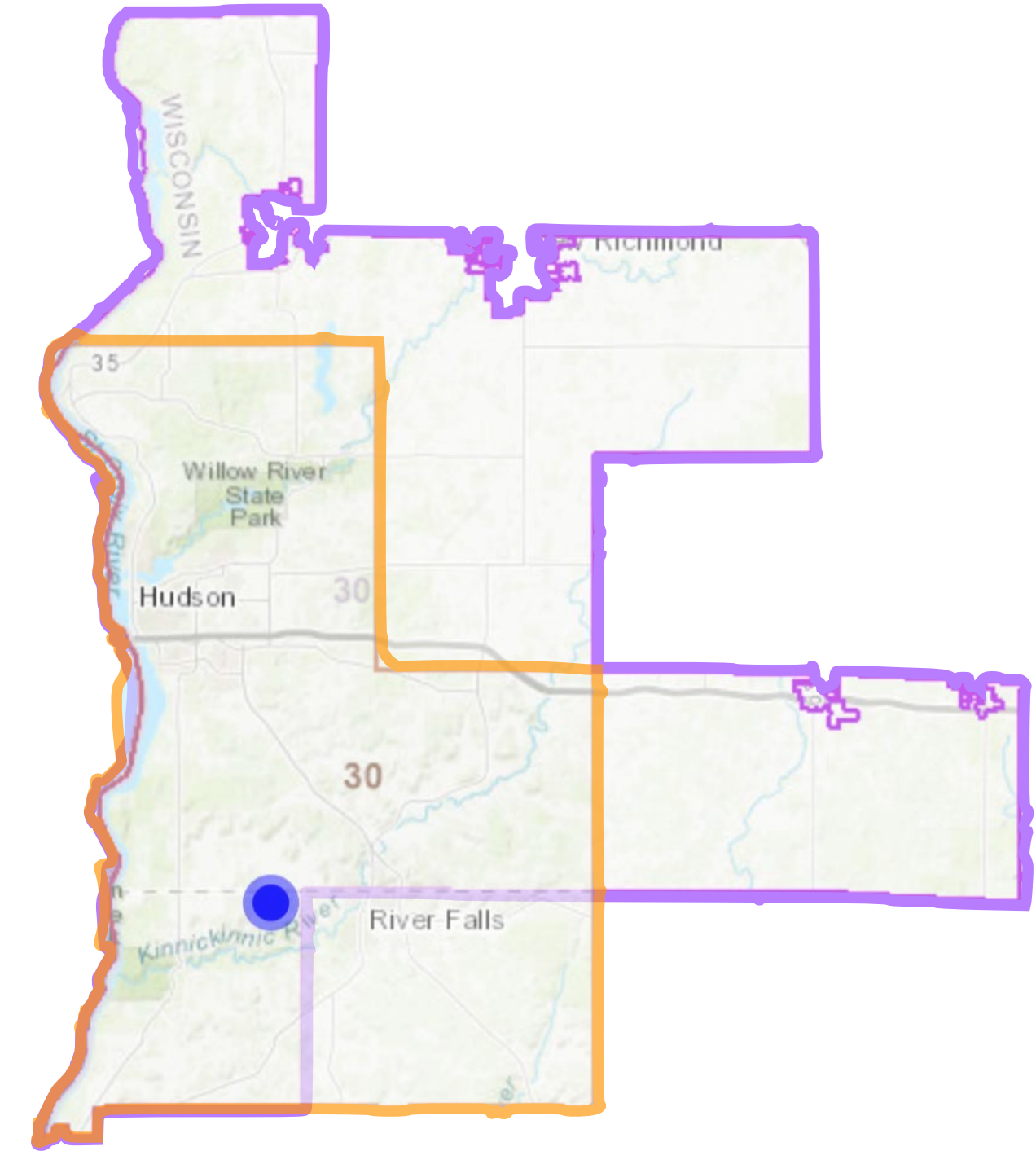
GOV '22	US Sen '22	PRES '20
54.5%	56.9%	50.2%
44.4%	42.9%	47.5%

New 30th



Historic District Performance on new map

GOV '22	US Sen '22	PRES '20
49.6%	51.8%	49.3%
49.3%	48.0%	48.2%



Under the new maps, Rep. Zimmerman picks up the remainder of the city of River Falls, making 25% of the district new for him.

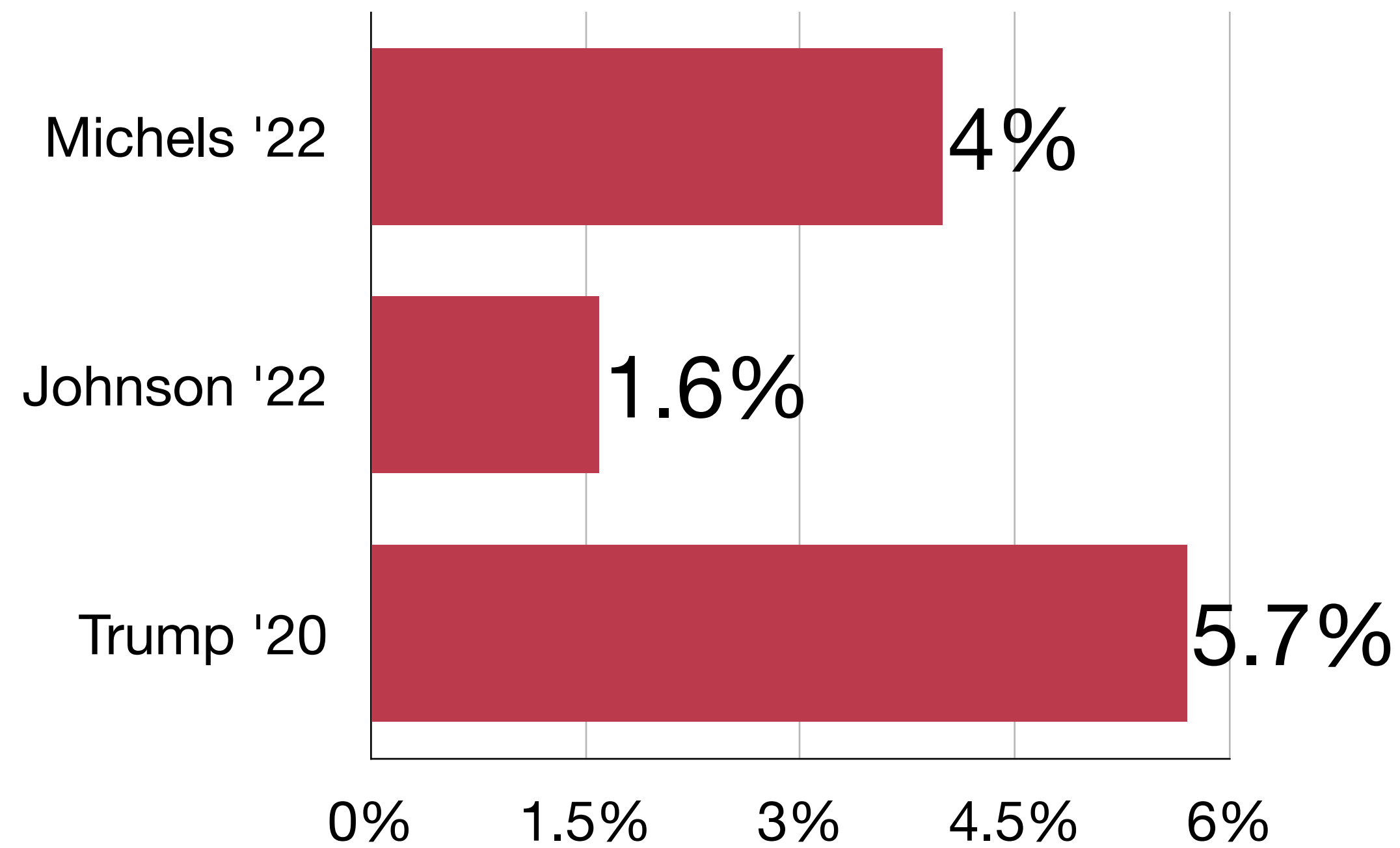


30TH ASSEMBLY DISTRICT

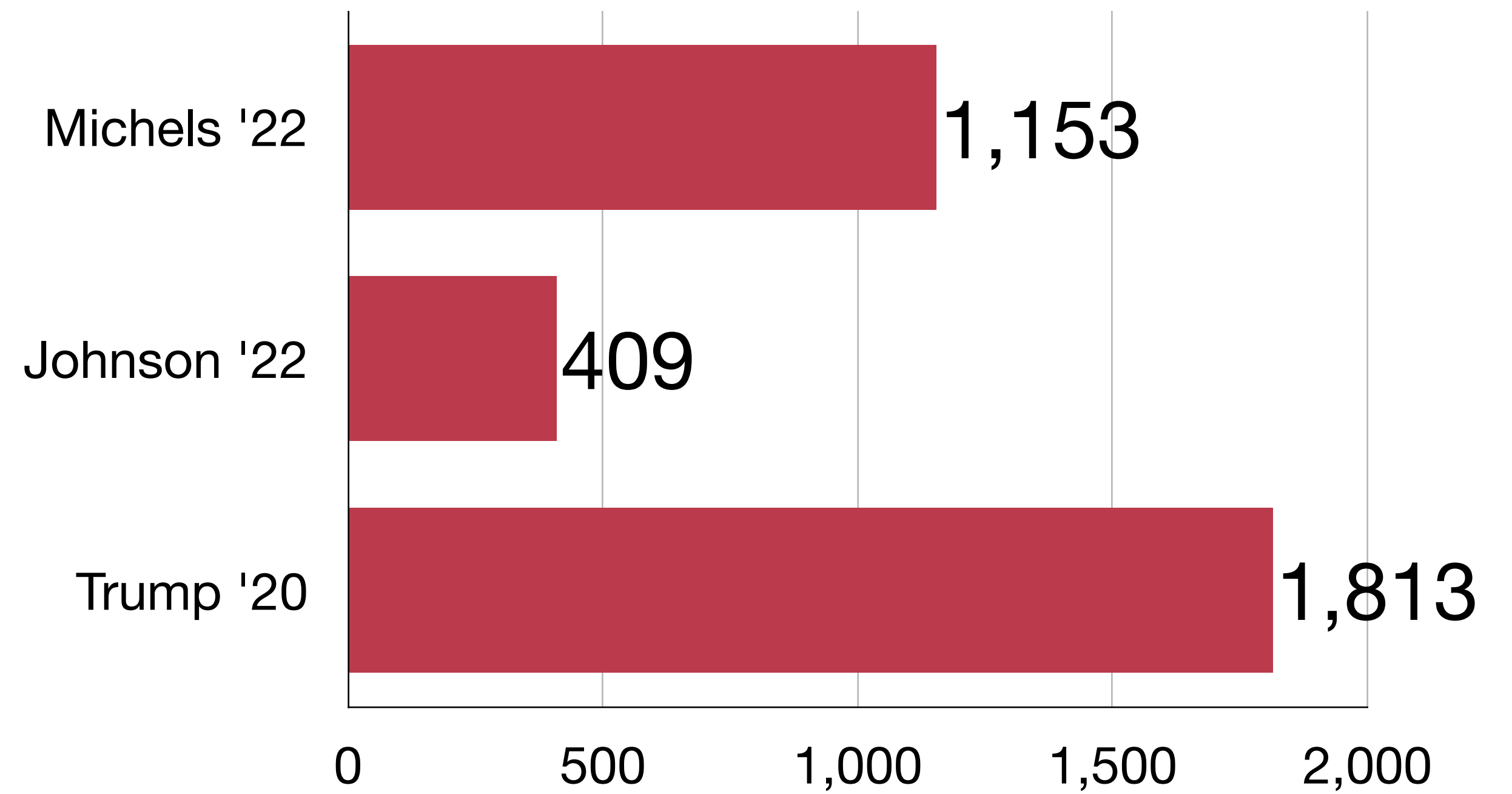
Rep. Shannon Zimmerman (R- River Falls) - Inc.

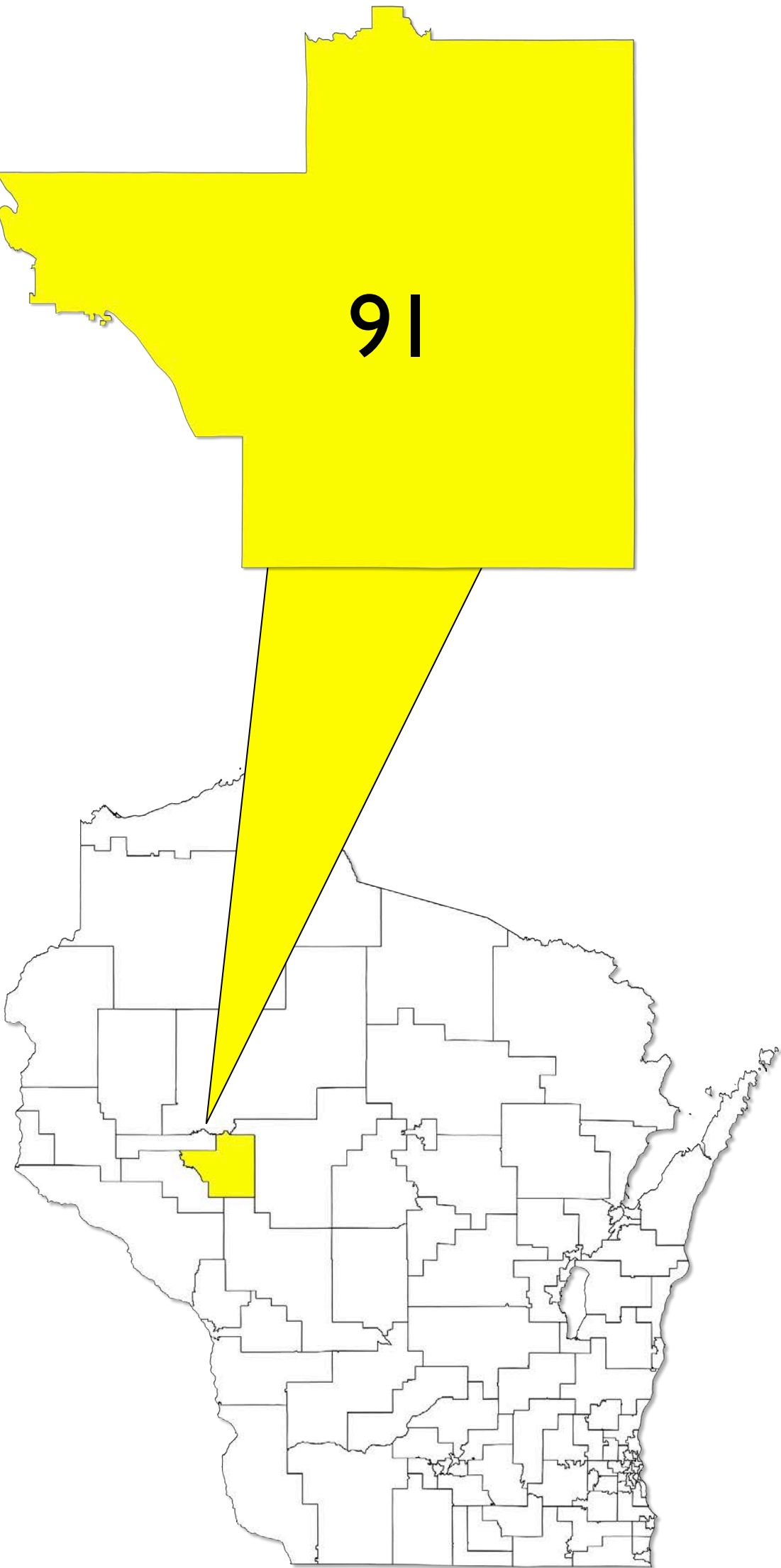
51% GOP seat

X % more than GOP at Top



X Votes more than GOP at Top





Michele Skinner
(R-Altoona)

- Worked in broadcast TV for 20 years including in Eau Claire, Atlanta, and Minneapolis
- Elected to Eau Claire County Board in 2024
- Attended UW-Eau Claire, B.A. in journalism from UW-Madison



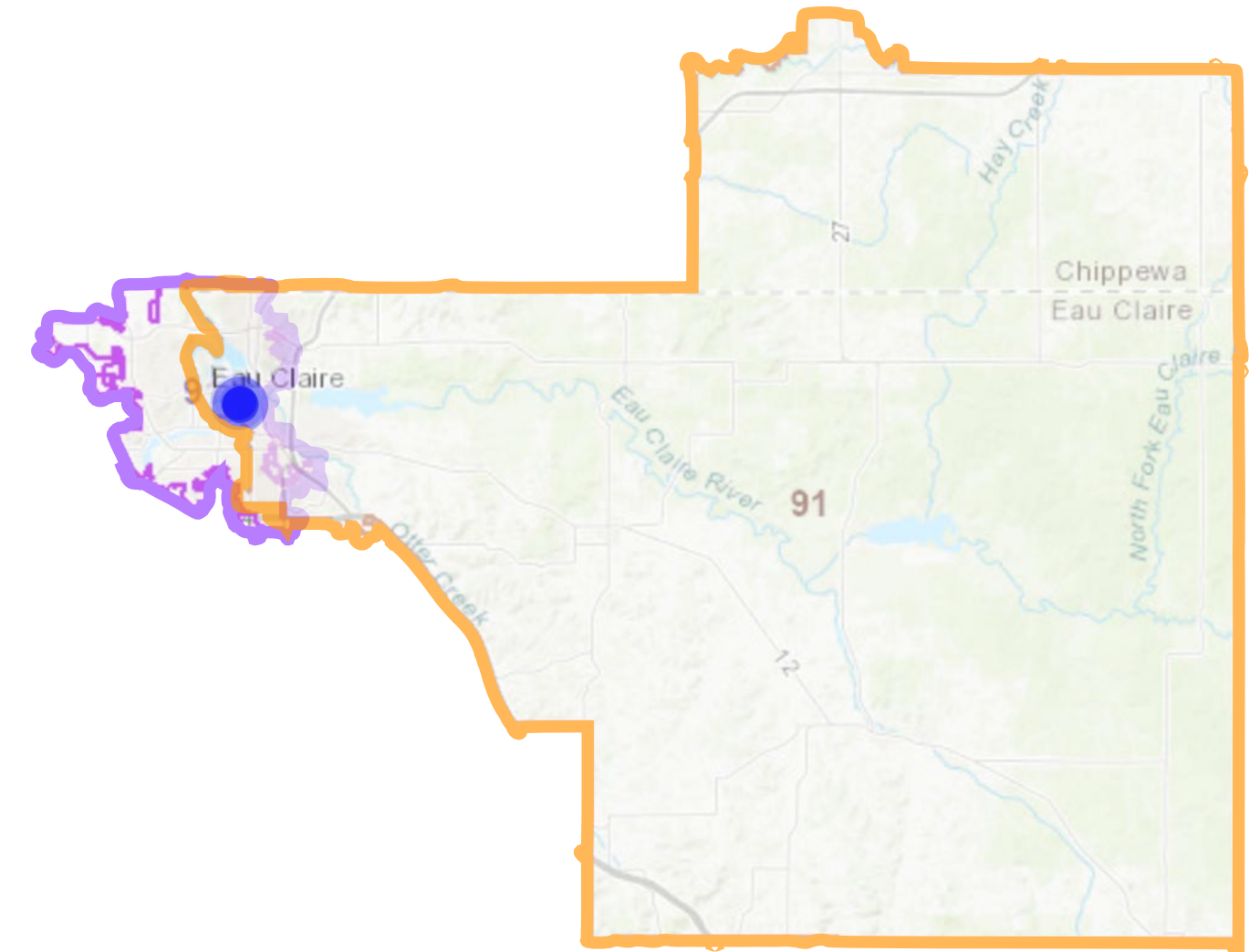
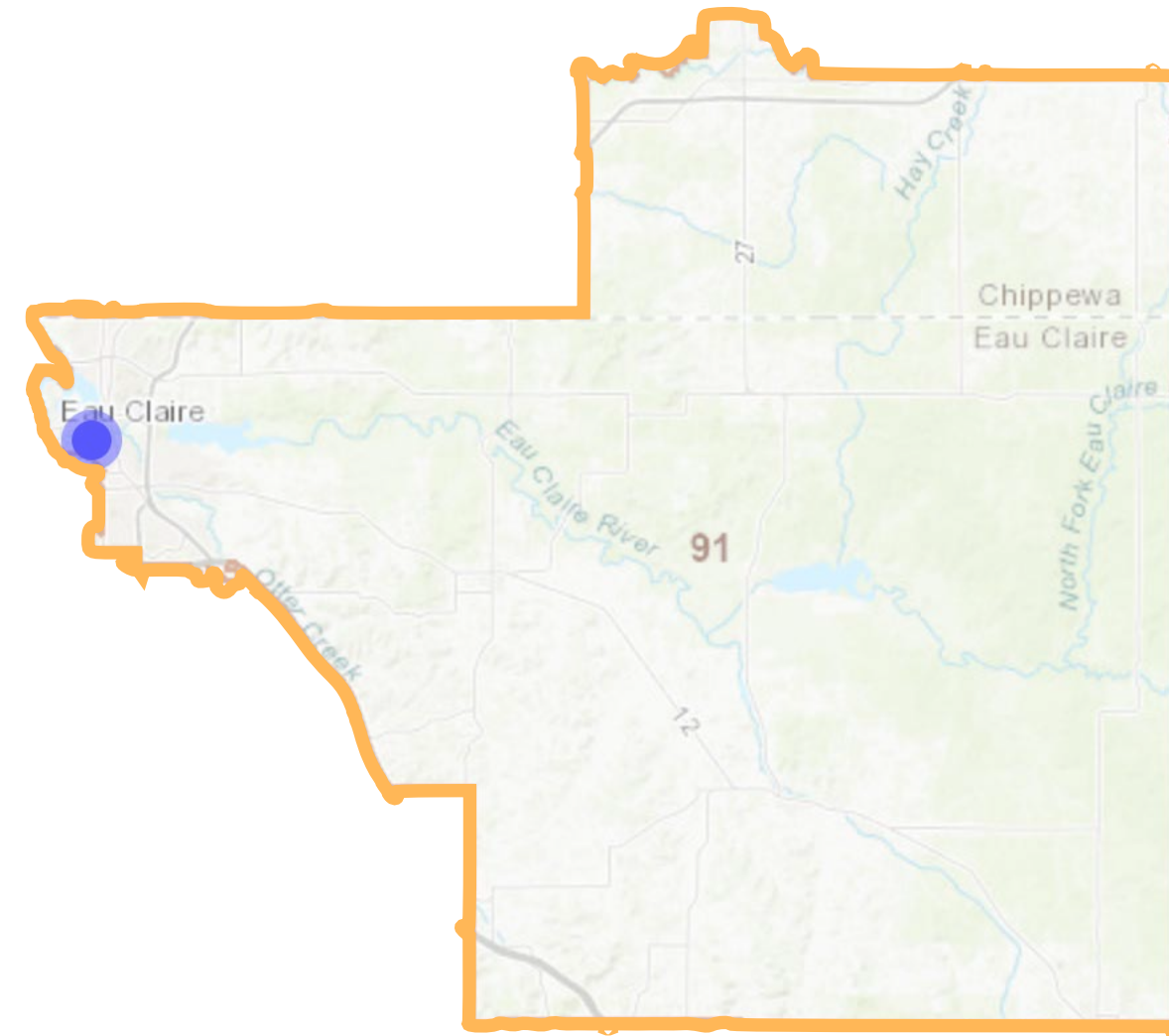
State Representative
Jodi Emerson
(D-Eau Claire)

- First elected to Assembly in 2018
- Ranking member on Committee on Colleges and Universities
- Vice Chair of Speaker's Task Force on Human Trafficking

Old 91st



New 91st



Historic District Performance

GOV '22	US Sen '22	PRES '20
33.0%	35.9%	36.4%
65.8%	63.9%	61.5%

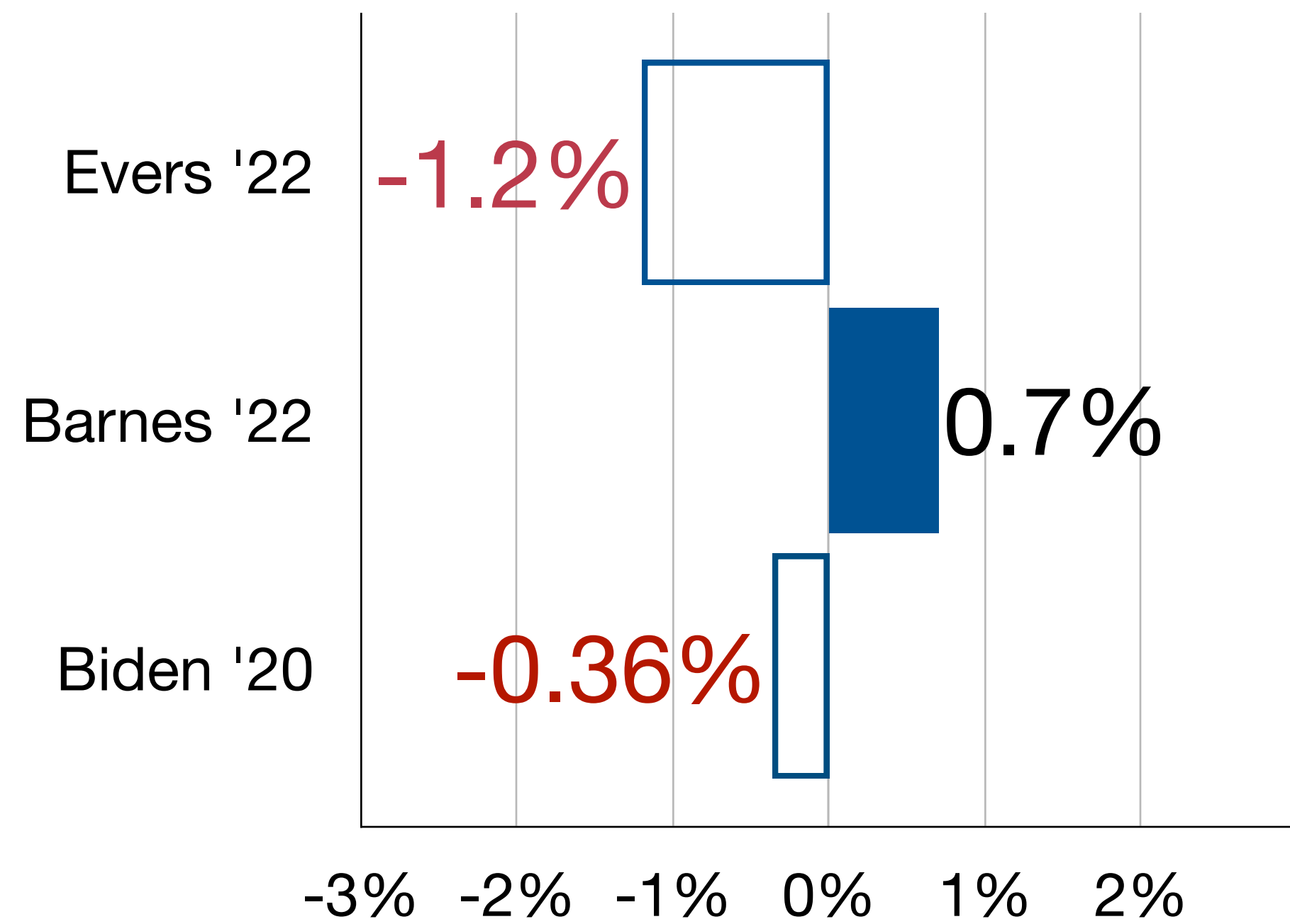
Historic District Performance on new map

GOV '22	US Sen '22	PRES '20
43.4%	47.2%	45.9%
55.3%	52.6%	51.9%

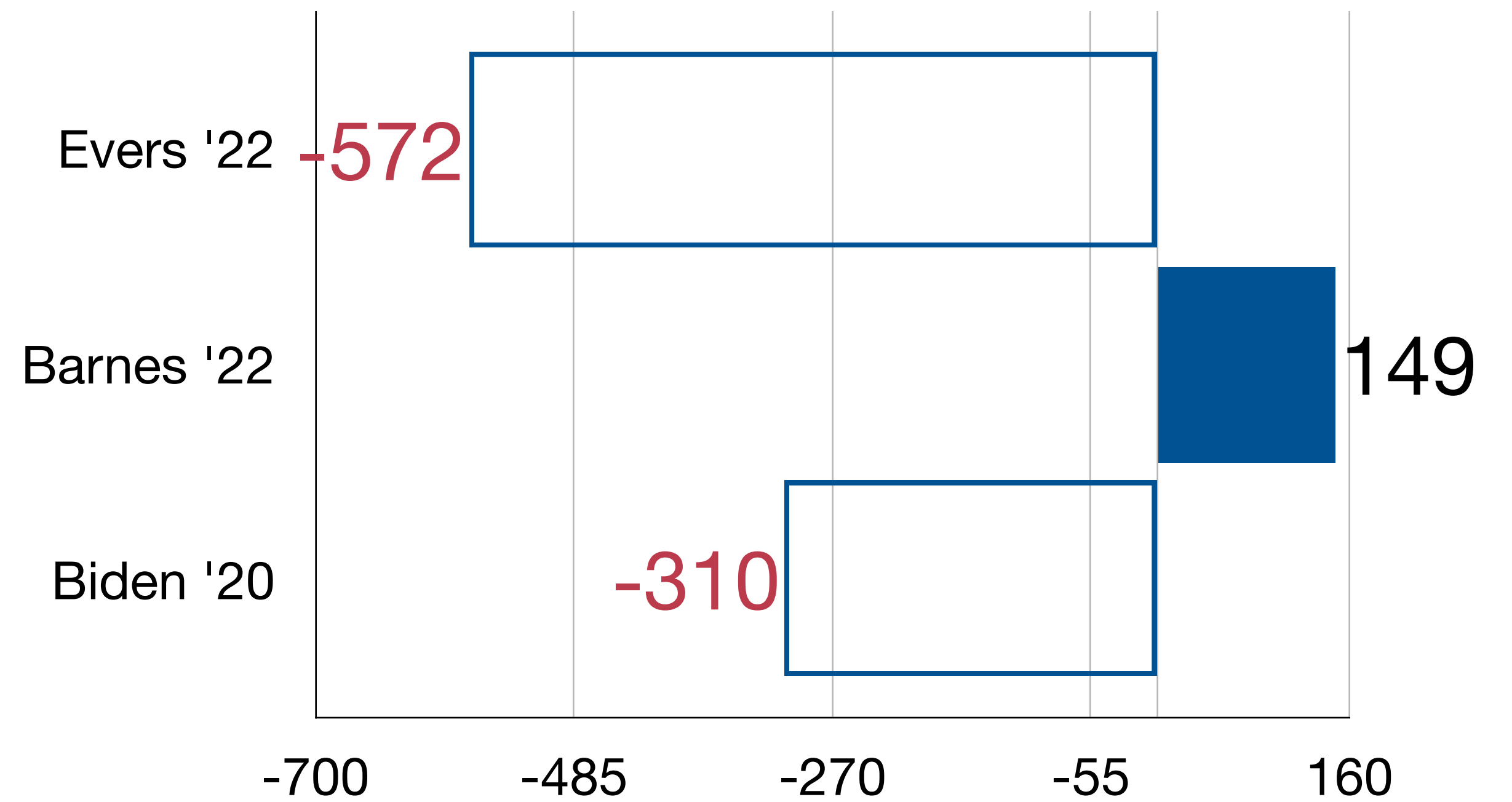
Under the new maps, Rep. Emerson loses the western wards of Eau Claire and picks up the city of Augusta, as well as several other villages and townships, making 60% of the district new for her.



X % more than DEM at Top

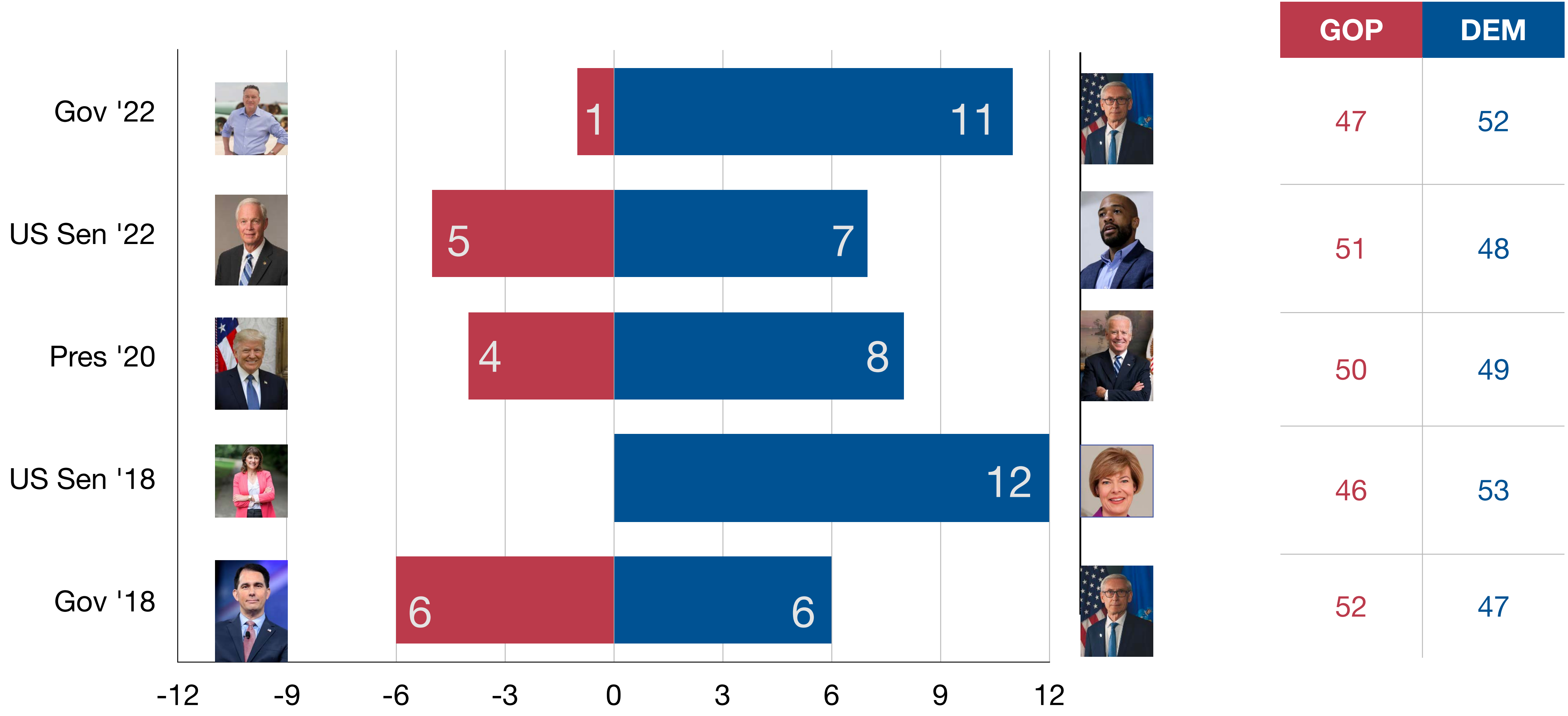


X Votes more than DEM at Top



PATHS TO THE MAJORITY

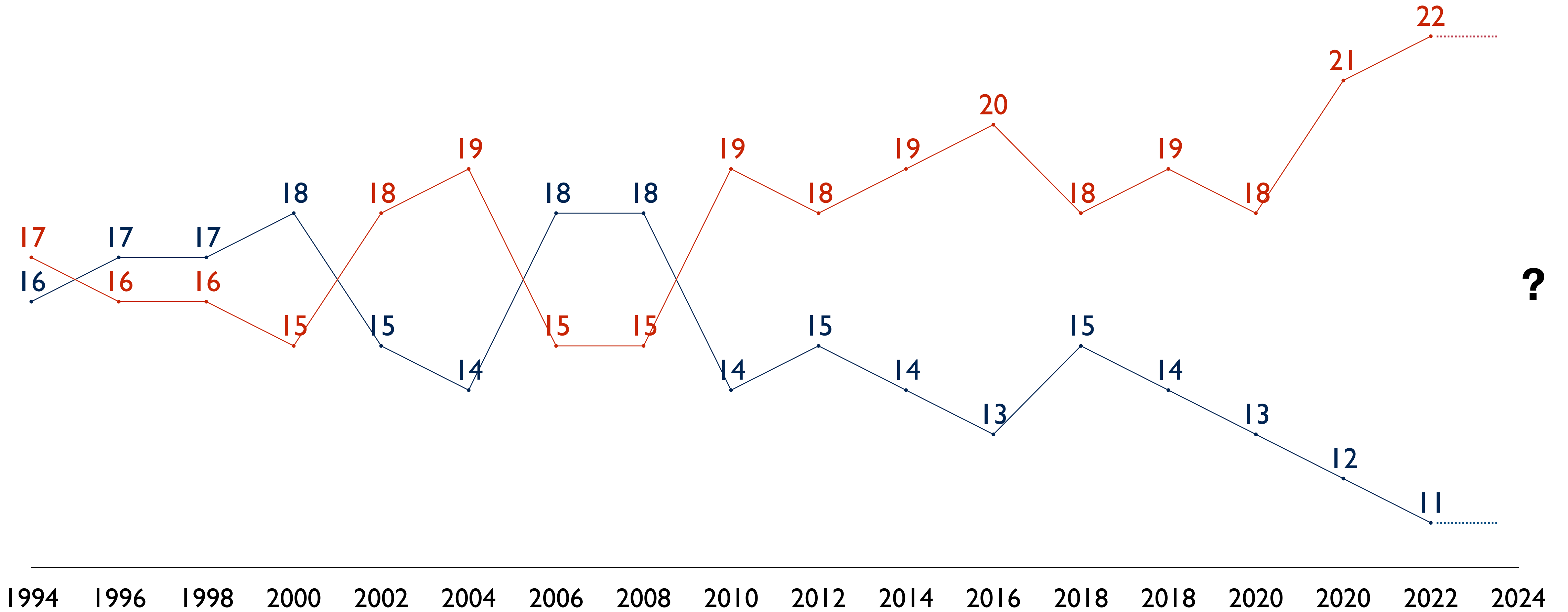
GOP NEEDS TO HOLD 4 OF THESE | DEMOCRATS NEED 9 FOR THE MAJORITY



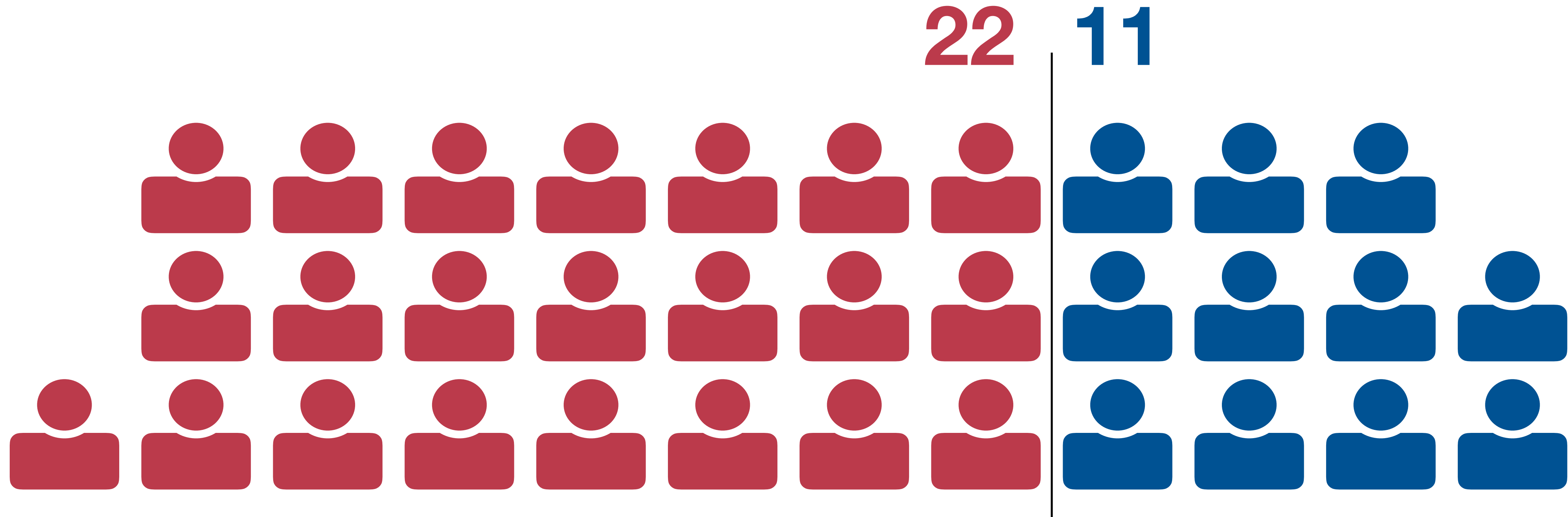
CONTROL OF THE STATE SENATE



GOP HAVE BEEN IN MAJORITY FOR 20 OF LAST 30 YEARS



CURRENTLY REPUBLICANS HAVE A 22-11 SUPER MAJORITY IN THE STATE SENATE

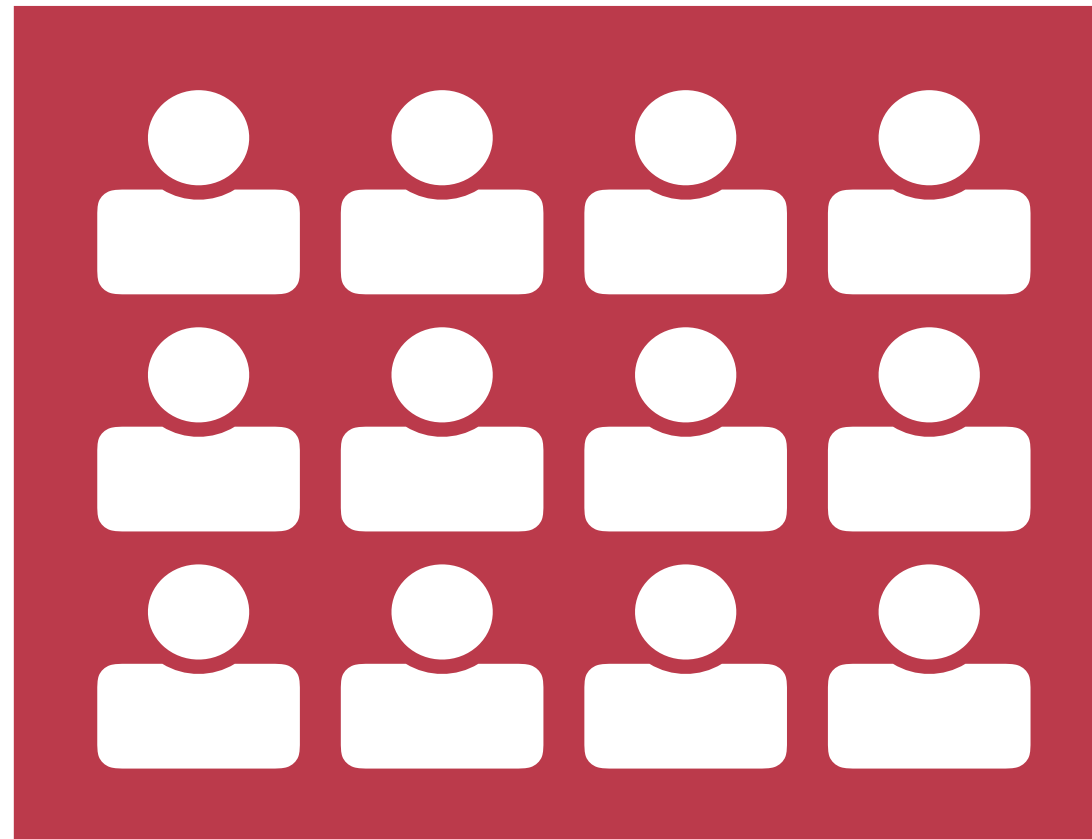


 = Republican held seat

 = Democratic held seat

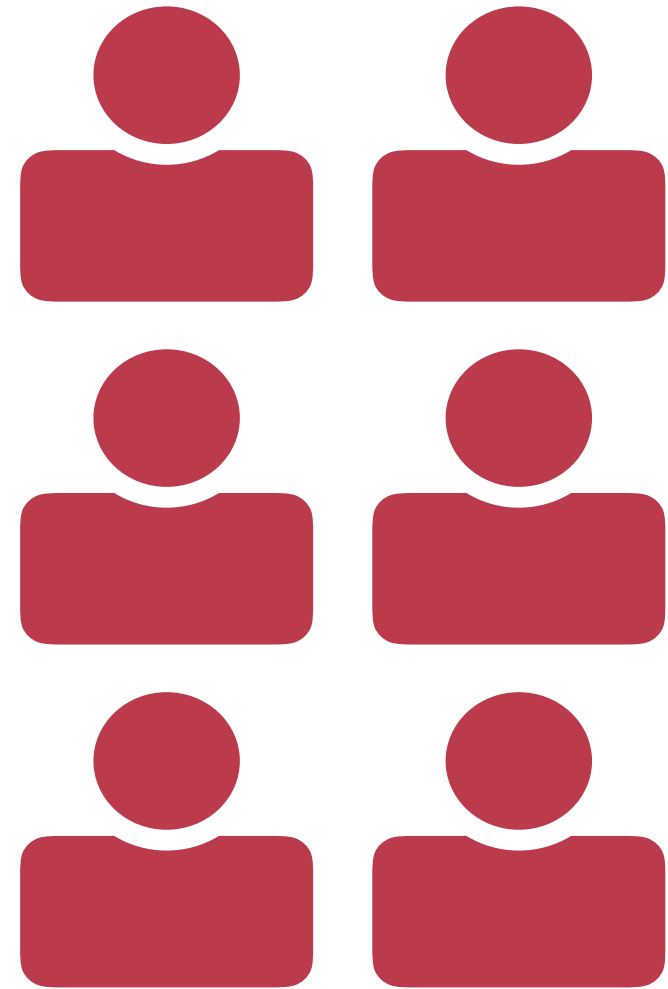
16 OF 33 SENATE SEATS ON NOVEMBER BALLOT

NO PATH TO MAJORITY IN 2024 FOR DEMOCRATS

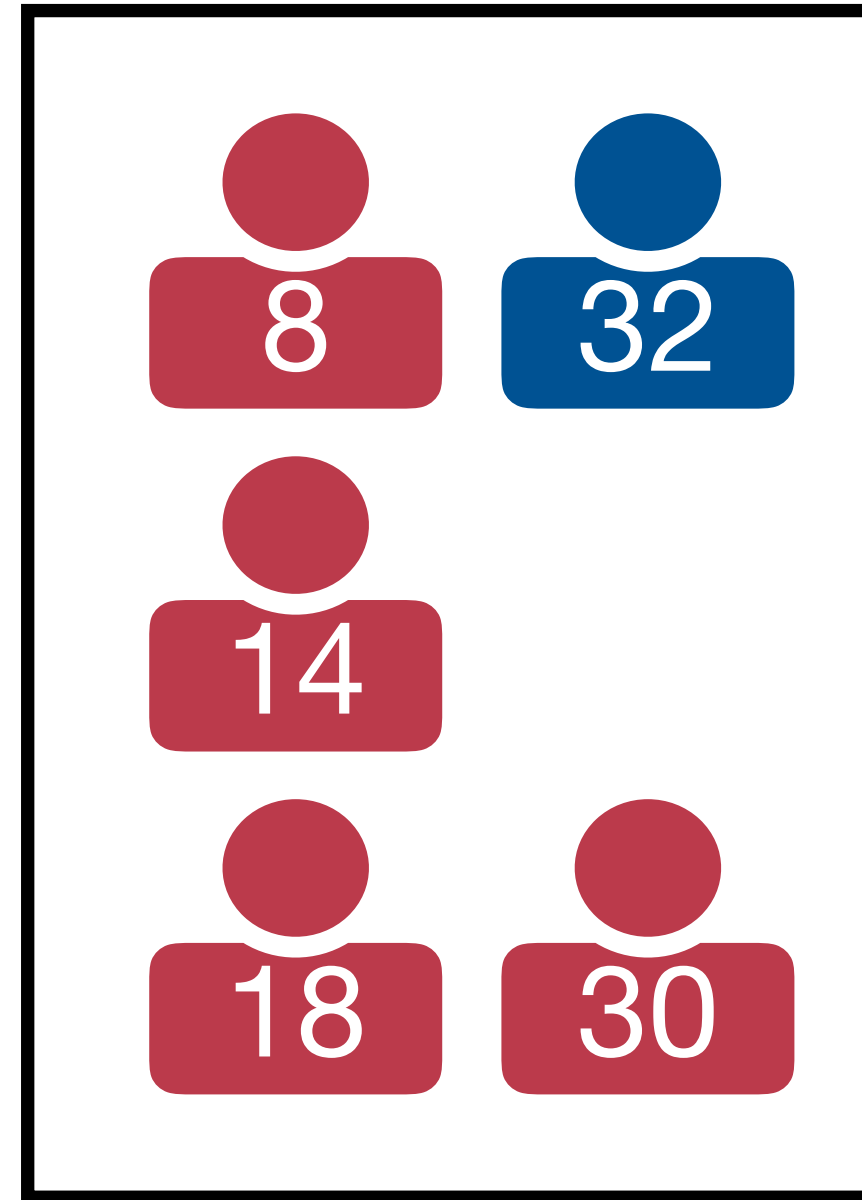


12 GOP Seats
not up in '24

18

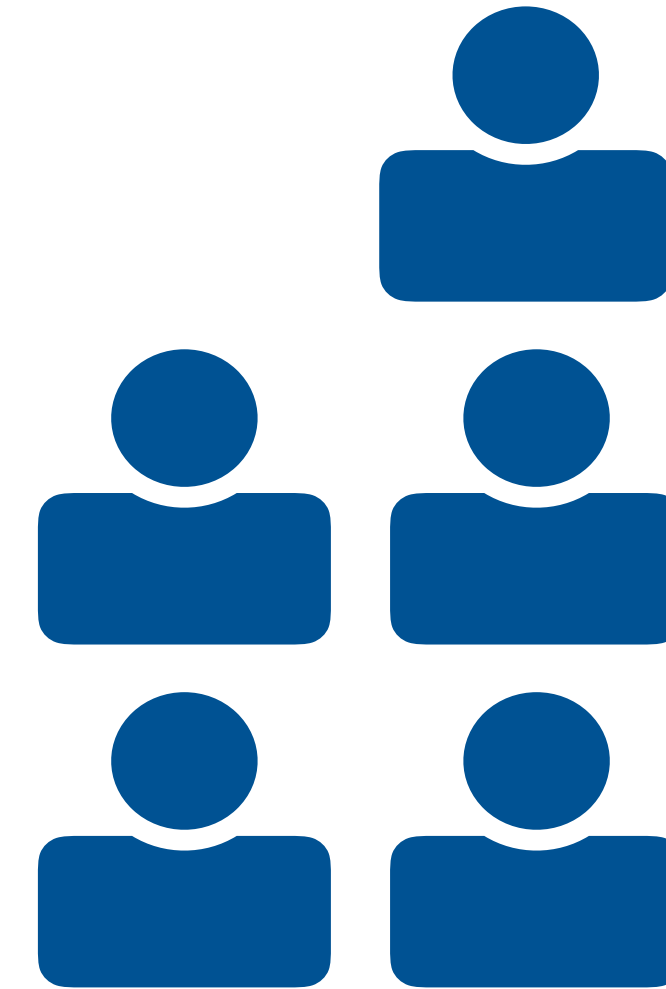


6 safe GOP
up in '24



5 competitive
seats

?



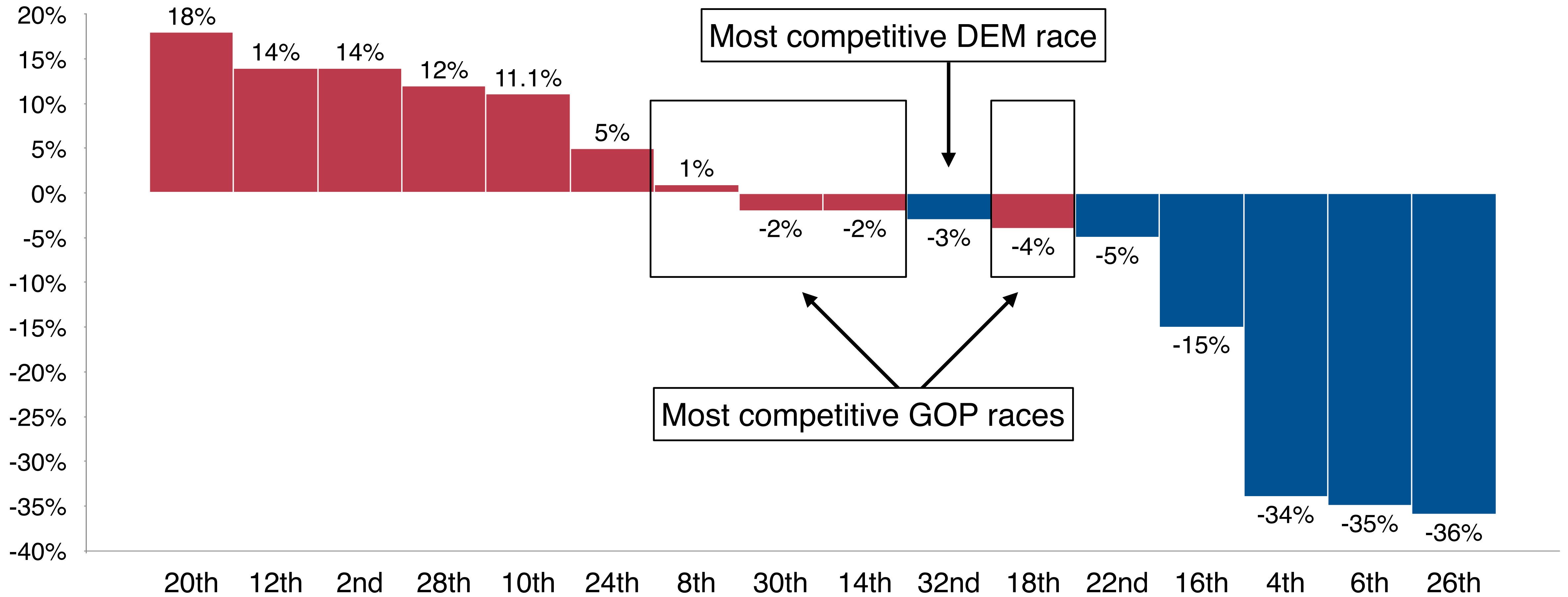
5 safe DEM
up in '24

10



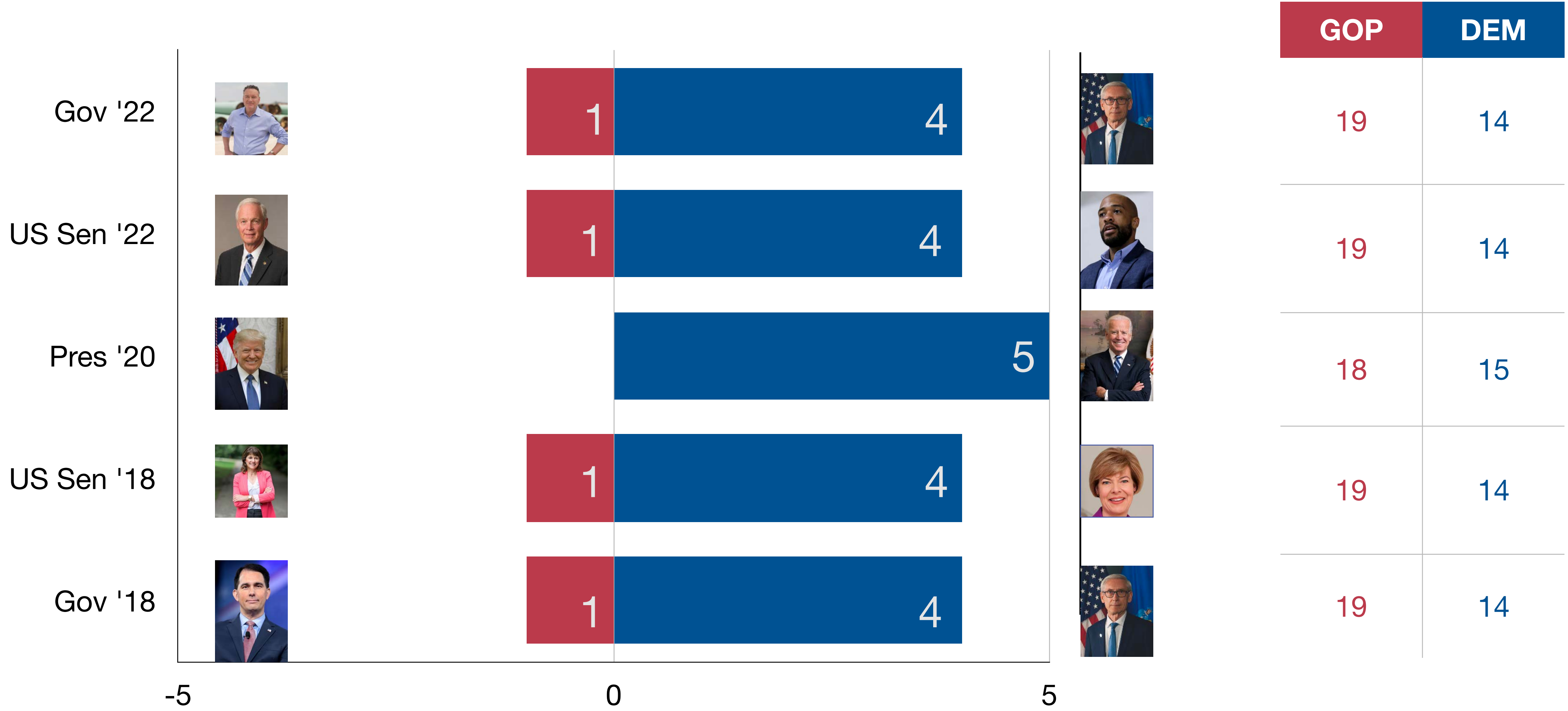
5 DEM Seats
not up in '24

ONLY 5 SEATS THAT ARE VERY COMPETITIVE



NO PATH TO MAJORITY IN 2024

DEMS NEED TO WIN 3 FOR FOR MAJORITY OPPORTUNITY IN 2026



WRAP UP

- **New Maps & Retirements = likely historic legislative turnover**
- **In the Senate, Democrats can narrow majority in '24, but no path to majority until '26, but that requires significant wins in '24.**
- **In Assembly, Democrats can significantly narrow majority and then it comes down to individual candidates and races.**

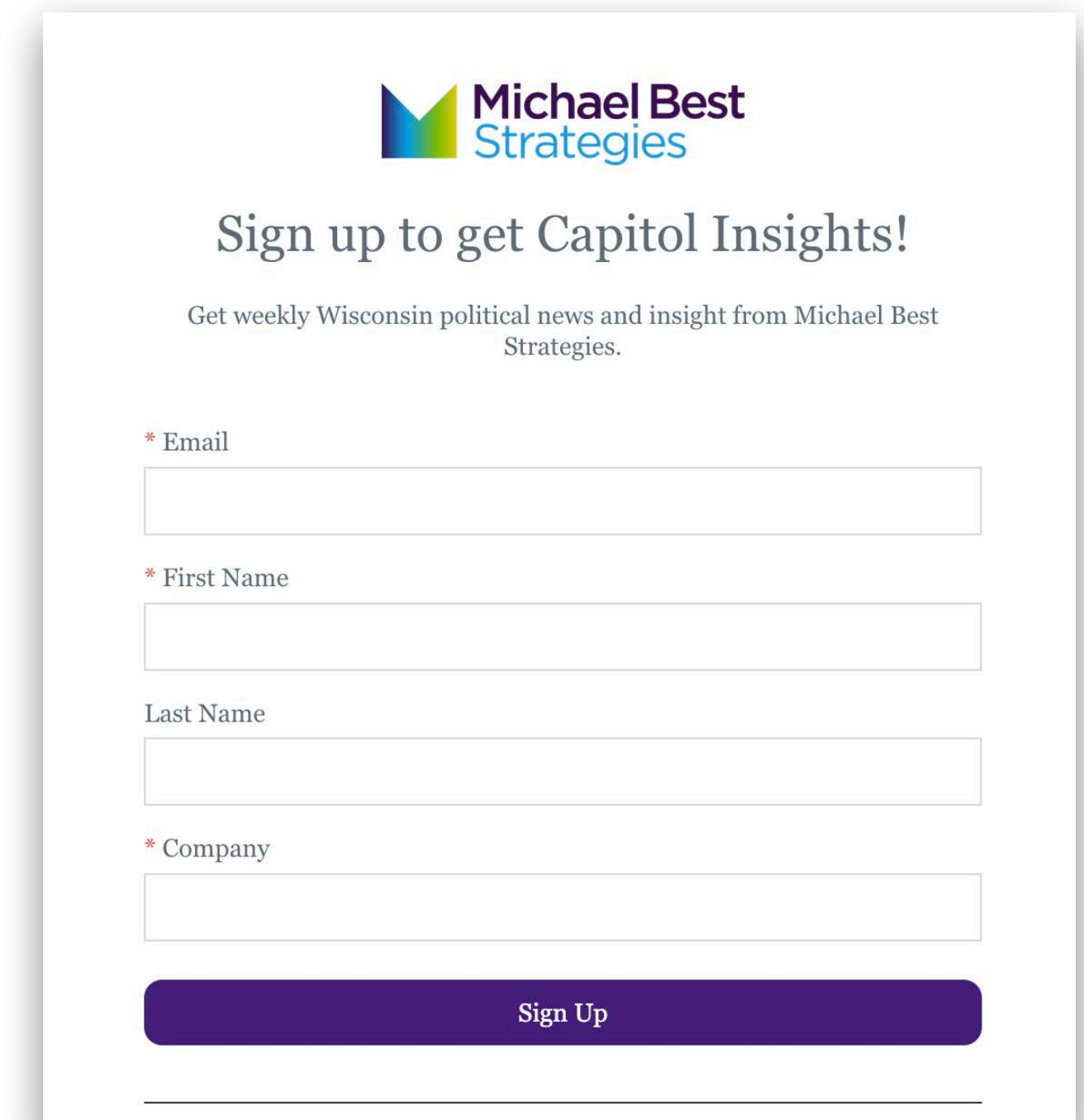
Predictions

- **President**
- **US Senate**
- **3rd CD**
- **8th CD**
- **State Senate**
- **State Assembly**



Questions ?

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