



Control of the Legislature: 2024 Election Preview

Michael Best Strategies

***** DISCLAIMER *****

- **SEC Rule 156 Applies:**

“Past performance does not guarantee future results”

- **Candidates matter:**

Quality candidates can outperform partisan lean (and vice versa)

- **Make up of the ballot:**

Coattails, Reverse coattails, Wave or Drag

- **Turnout/Enthusiasm:**

Only poll that really matters is Election Day!

15 LAWMAKERS HAVE ANNOUNCED THEY ARE NOT RETURNING TO THEIR CURRENT SEAT FOR '25-'26 SESSION

State
Representatives

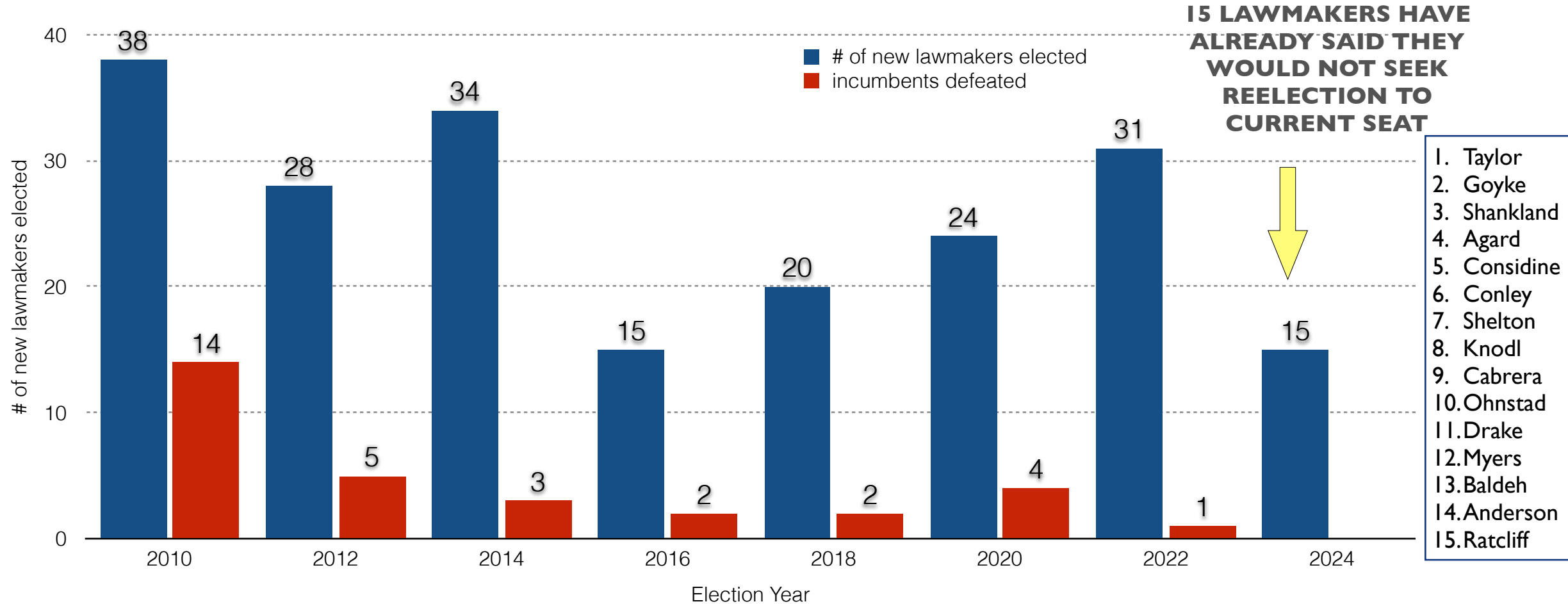


State
Senate



* Running for State Senate (or running for Assembly)

SIGNIFICANT LEGISLATIVE TURNOVER POSSIBLE IN 2024



GREATER POTENTIAL TURNOVER UNDER ACT 94

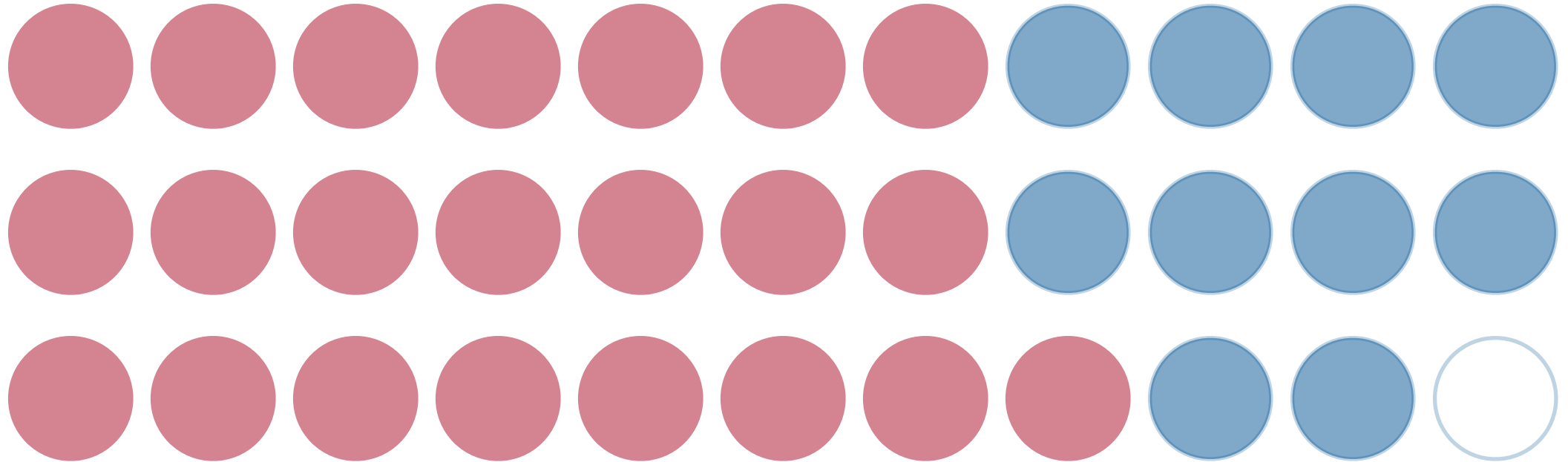
Act 94	#
6 Senate Pairs	7 incumbents out of a seat
7 Open Senate Seats	7 new lawmakers
15 Assembly Pairs	15 incumbents out of a seat
15 Open Assembly Seats	15 new lawmakers
POTENTIAL TOTAL OF NEW LAWMAKERS	44

CONTROL OF THE STATE SENATE



CURRENT CONTROL OF THE STATE SENATE

22 GOP - 10 DEM (1 VACANT)



 = Republican held seat

 = Democratic held seat

ODD NUMBER DISTRICTS NOT UP IN 2024

12 GOP - 5 DEM



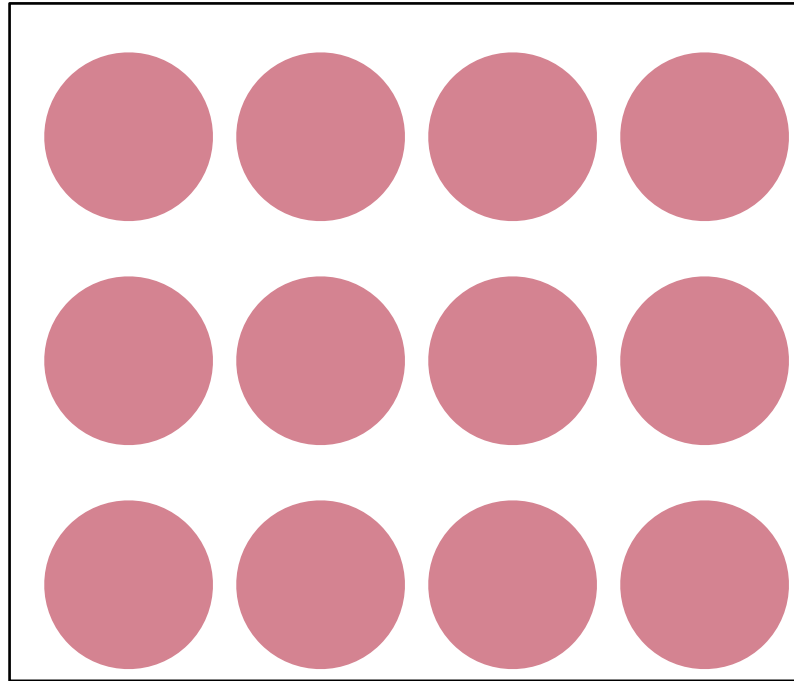
EVEN NUMBERED DISTRICTS UP IN 2024

10 GOP - 6 DEM



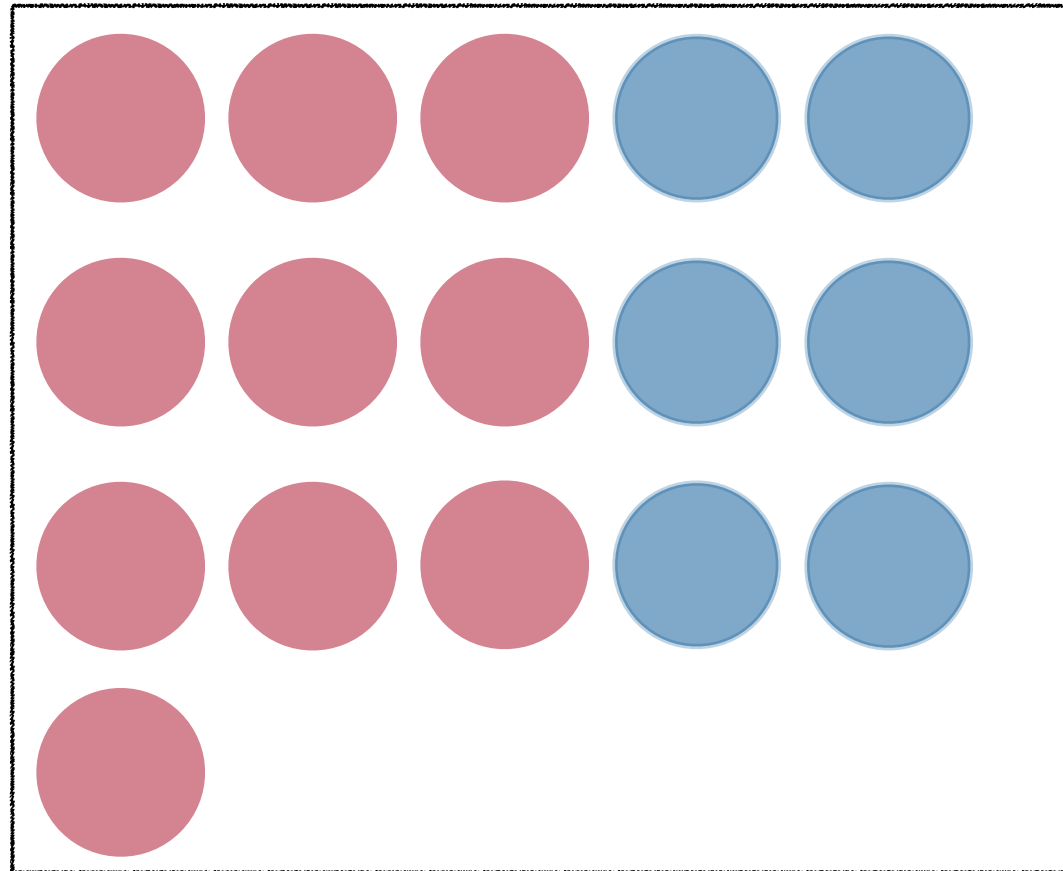
17 SEATS NEEDED TO CONTROL STATE SENATE

12 GOP

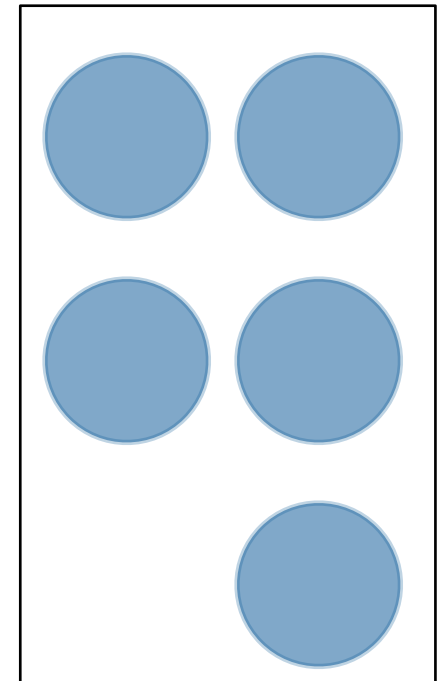


NEED 5 MORE FOR MAJORITY

16 SEATS UP FOR ELECTION IN 2024



5 DEM



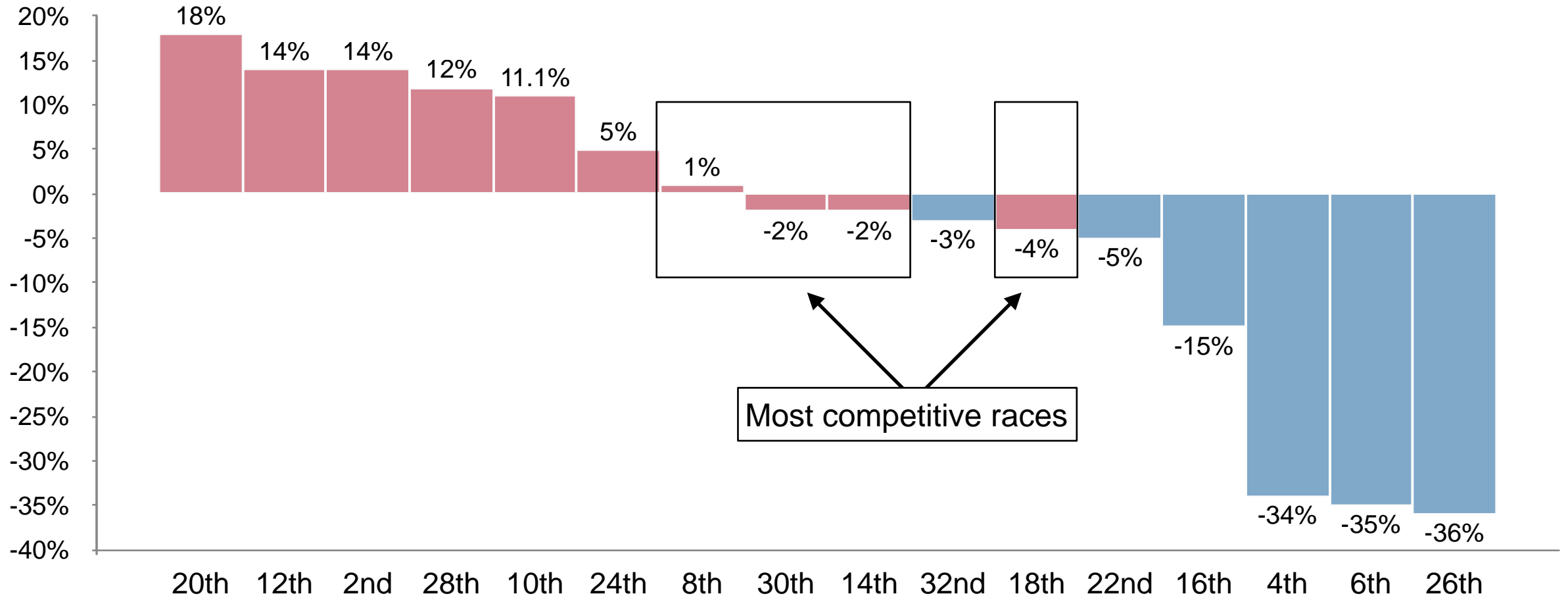
NEED 12 MORE FOR MAJORITY

 = Republican held seat

 = Democratic held seat

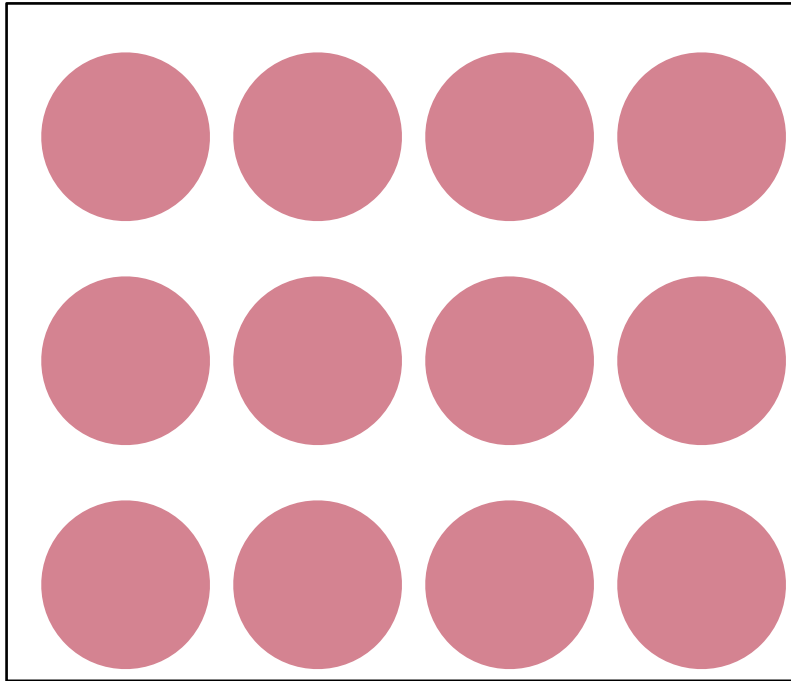
COMPETITIVE SEATS

2022 TOP OF THE TICKET PARTISAN PERFORMANCE



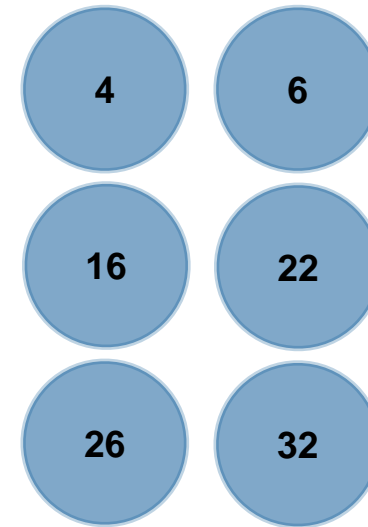
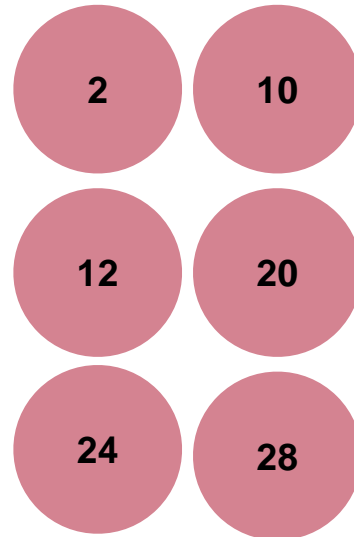
FOUR SENATE RACES TO WATCH

12 GOP

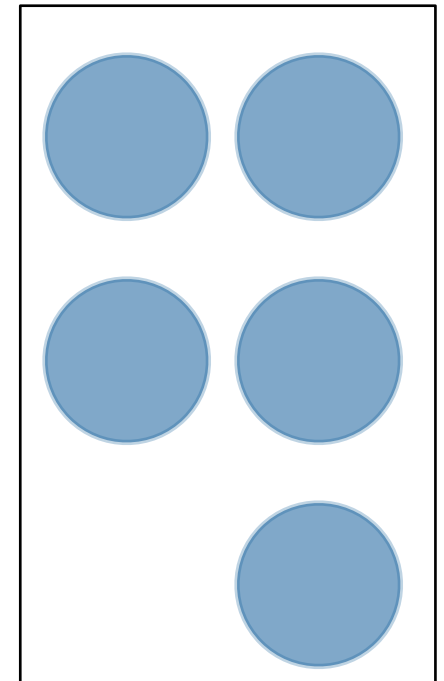


NEED 5 MORE FOR MAJORITY

16 SEATS UP FOR ELECTION IN 2024

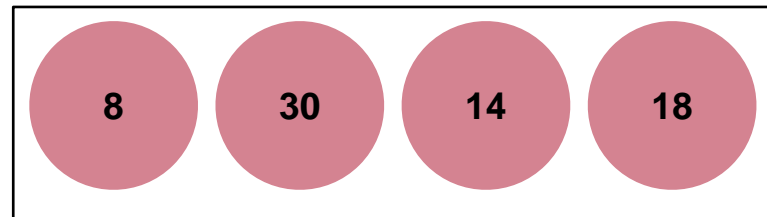


5 DEM



NEED 12 MORE FOR MAJORITY

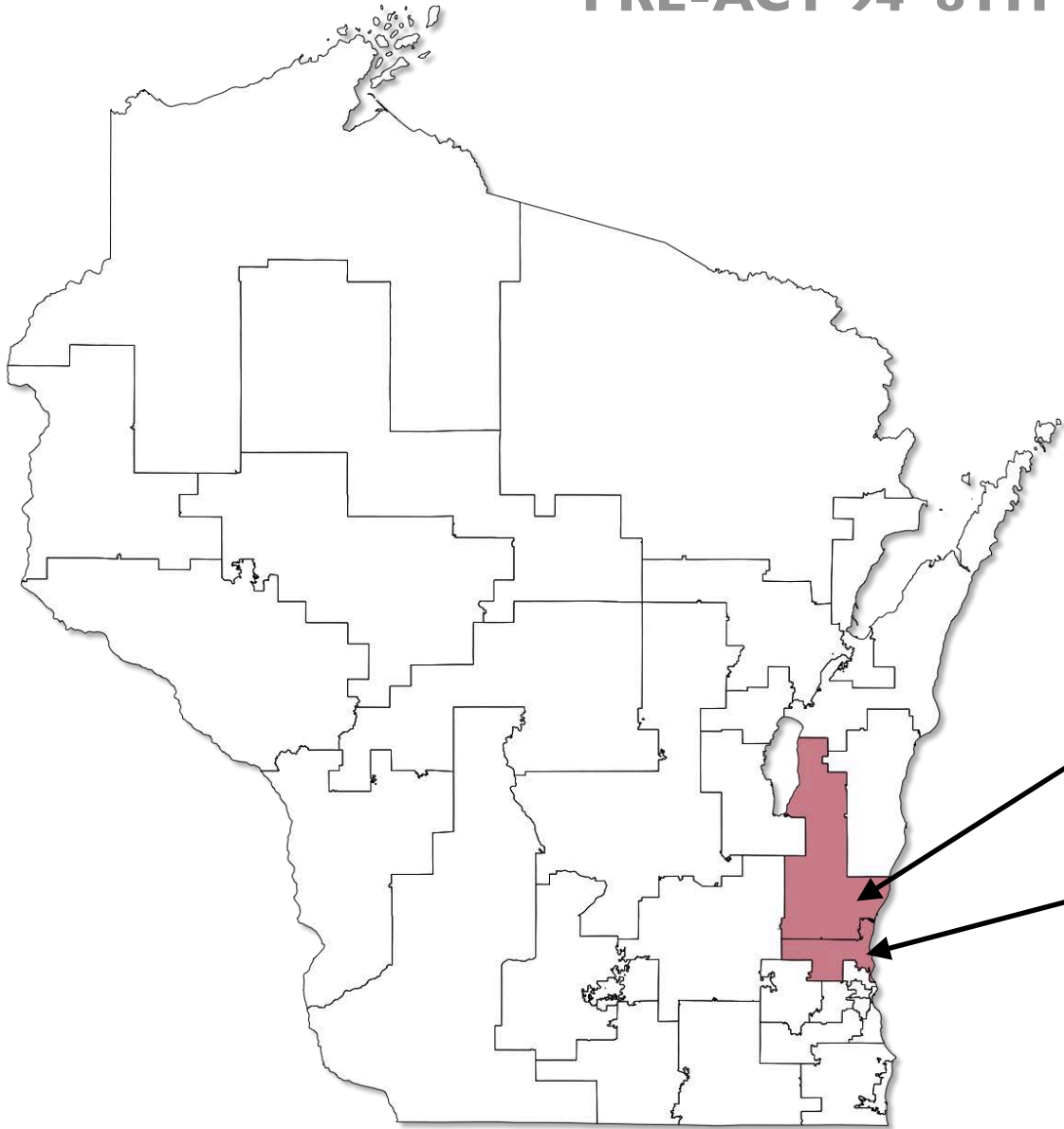
?



 = Republican held seat

 = Democratic held seat

PRE-ACT 94 8TH AND 20TH SENATE DISTRICTS



Sen. Duey Stroebel
20th Senate District
69.6% Republican seat

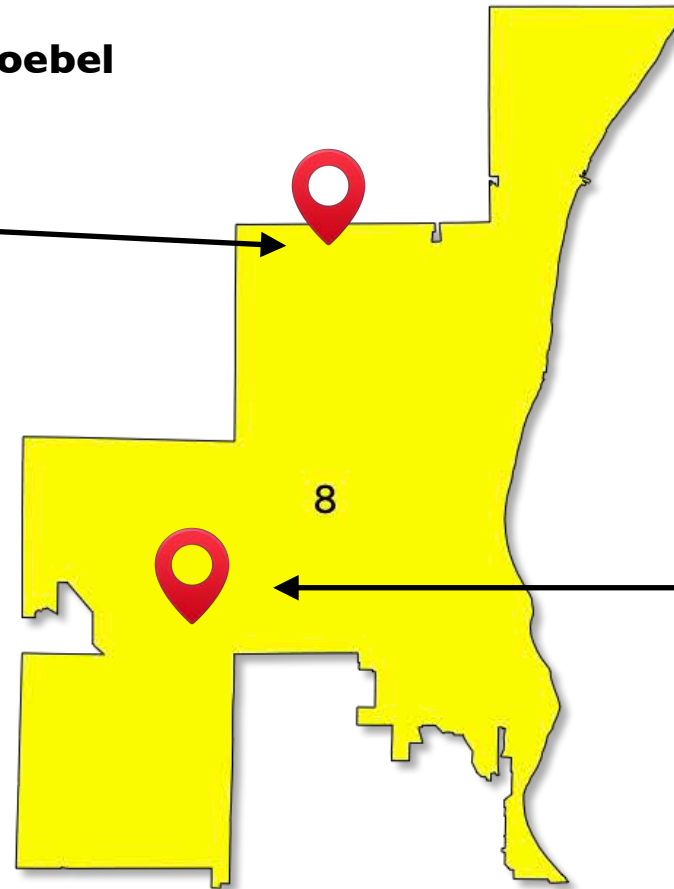


Sen. Dan Knodl
8th Senate District
55.6% Republican seat


UNDER ACT 94 MAP PAIRED IN 8TH SD
51% REPUBLICAN LEAN SEAT

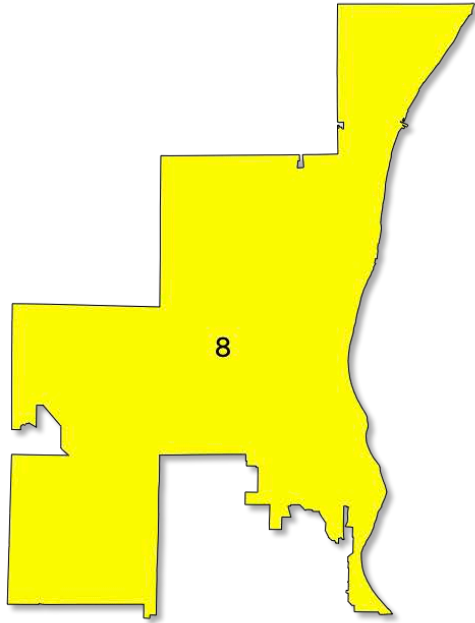


Sen. Duey Stroebel



Sen. Dan Knodl

 =where lawmaker lives



Notes about the 8th Senate District







- Sen. Knodl is not running for re-election and endorsed Sen. Stroebel
- Only 18% of the new 8th SD was previously represented by Sen. Stroebel
- Potential Democratic candidate is Jodi Habush Sinykin who ran in the 2023 Special Election for the 8th SD and lost 49.8% to 50.1% to Knodl.
- Incumbent Assembly Reps. Include; GOPs Brandtjen and Melotik and DEM Andraca

8TH SENATE DISTRICT

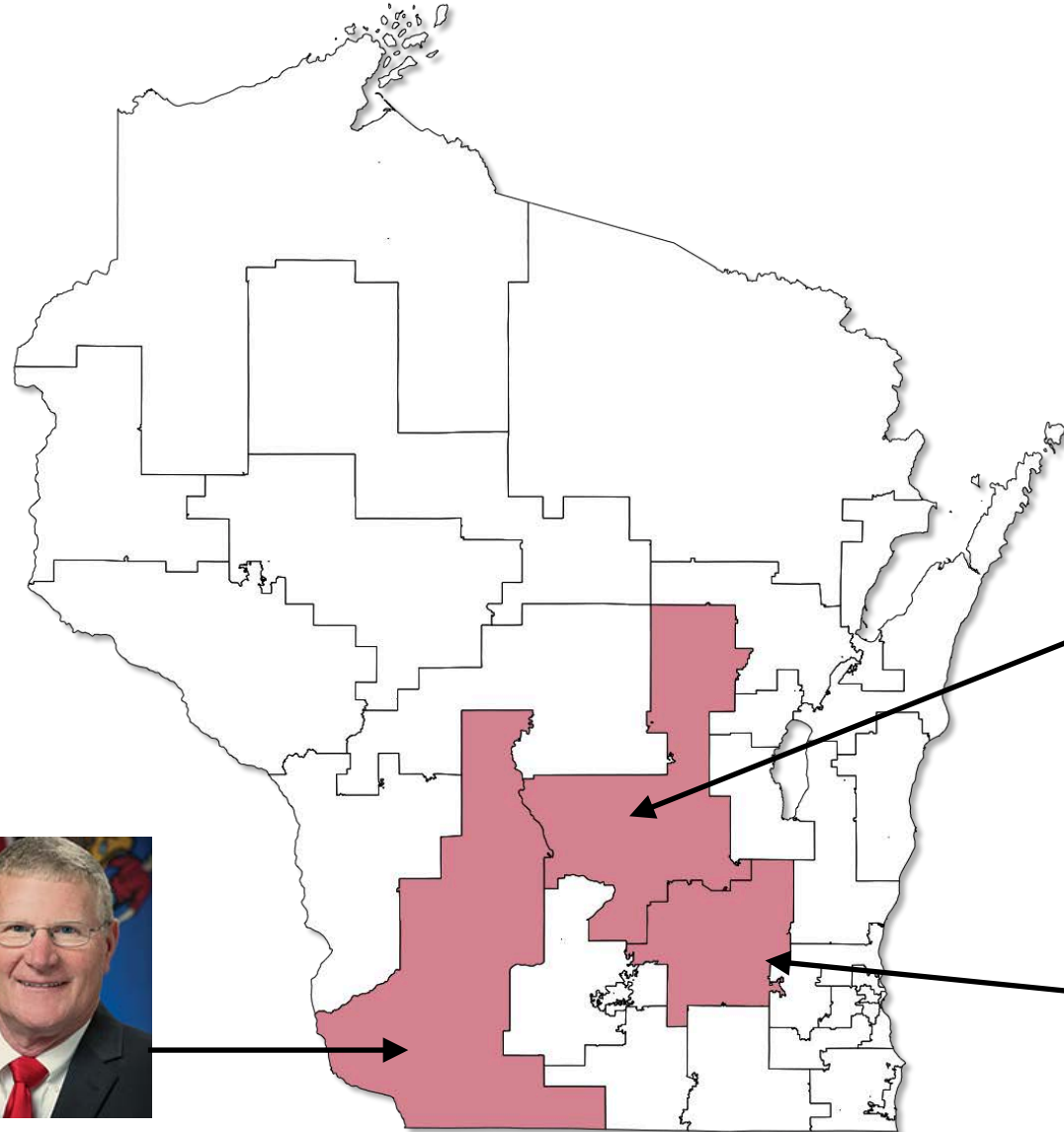
Open Seat

51% GOP seat

Historic District Performance

		
48.6%	48.9%	51.3%
50.6%	49.5%	48.5%
		

BIG CHANGES FOR 13TH, 14TH AND 17TH SENATE DISTRICTS



Sen. Howard Marklein
17th Senate District
58.9% Republican seat



Sen. Joan Ballweg
14th Senate District
63.3% Republican seat



Sen. John Jagler
13th Senate District
59.7% Republican seat

UNDER ACT 94: 13TH, 14TH AND 17TH SENATE DISTRICTS

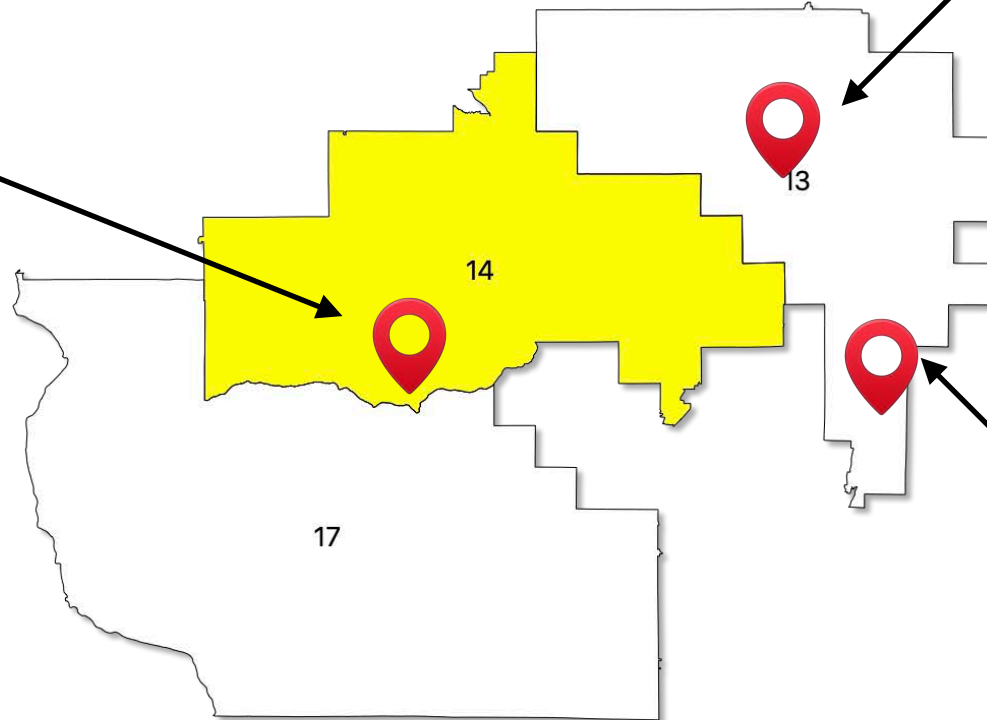
Up in 2026

Sen. Howard Marklein
17th Senate District
Moved into 14th



Sen. Joan Ballweg
14th Senate District
Moved into 13th


Up in 2024

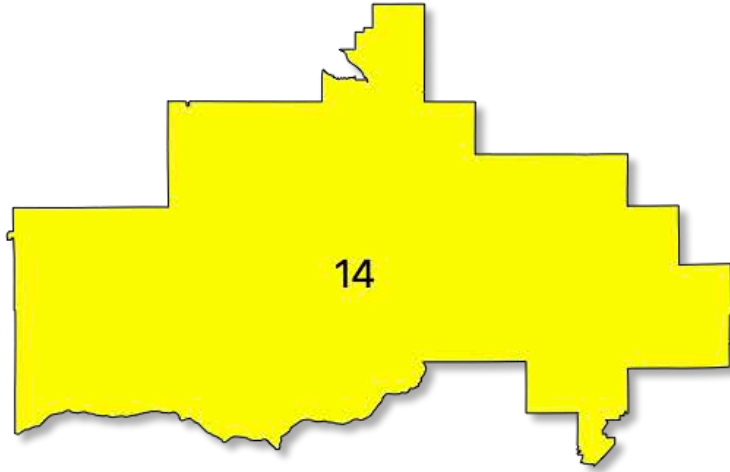


Up in 2026

Sen. John Jagler
13th Senate District
Stays in 13th



 =where lawmaker lives



14TH SENATE DISTRICT

Open Seat

52% DEM seat

Historic District Performance

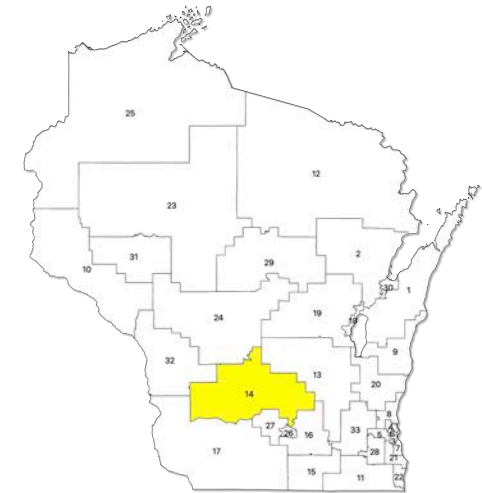


44.4%	47.2%	47.7%
54.5%	51.2%	52.1%

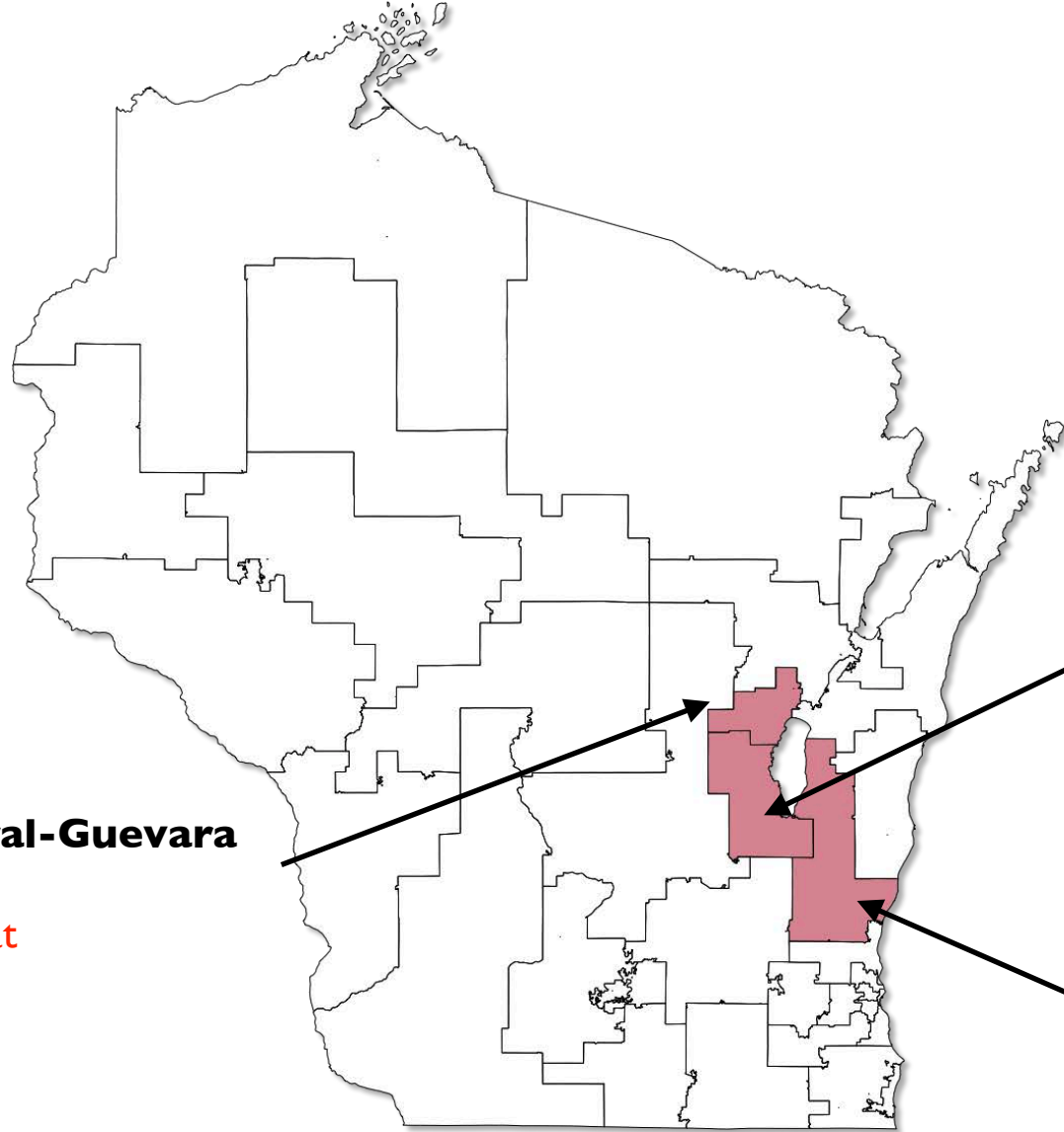


Notes about the 14th Senate District

- 1 incumbent Democratic lawmaker in new 14th SD, Considine (retiring)
- 3 Assembly GOP; Kurtz, Plumer and Penterman (paired)
- Sen. Ballweg moving to new 14th SD to run
- +14% shift to DEM
- Only 1/3 of new 14th SD was part of old 14th SD
- DEM Sarah Keyeski, Lodi mental health counselor is running



SIGNIFICANT CHANGES TO 18TH, 19TH & 20TH



Sen. Rachel Cabral-Guevara
19th Senate District
52.7% Republican seat

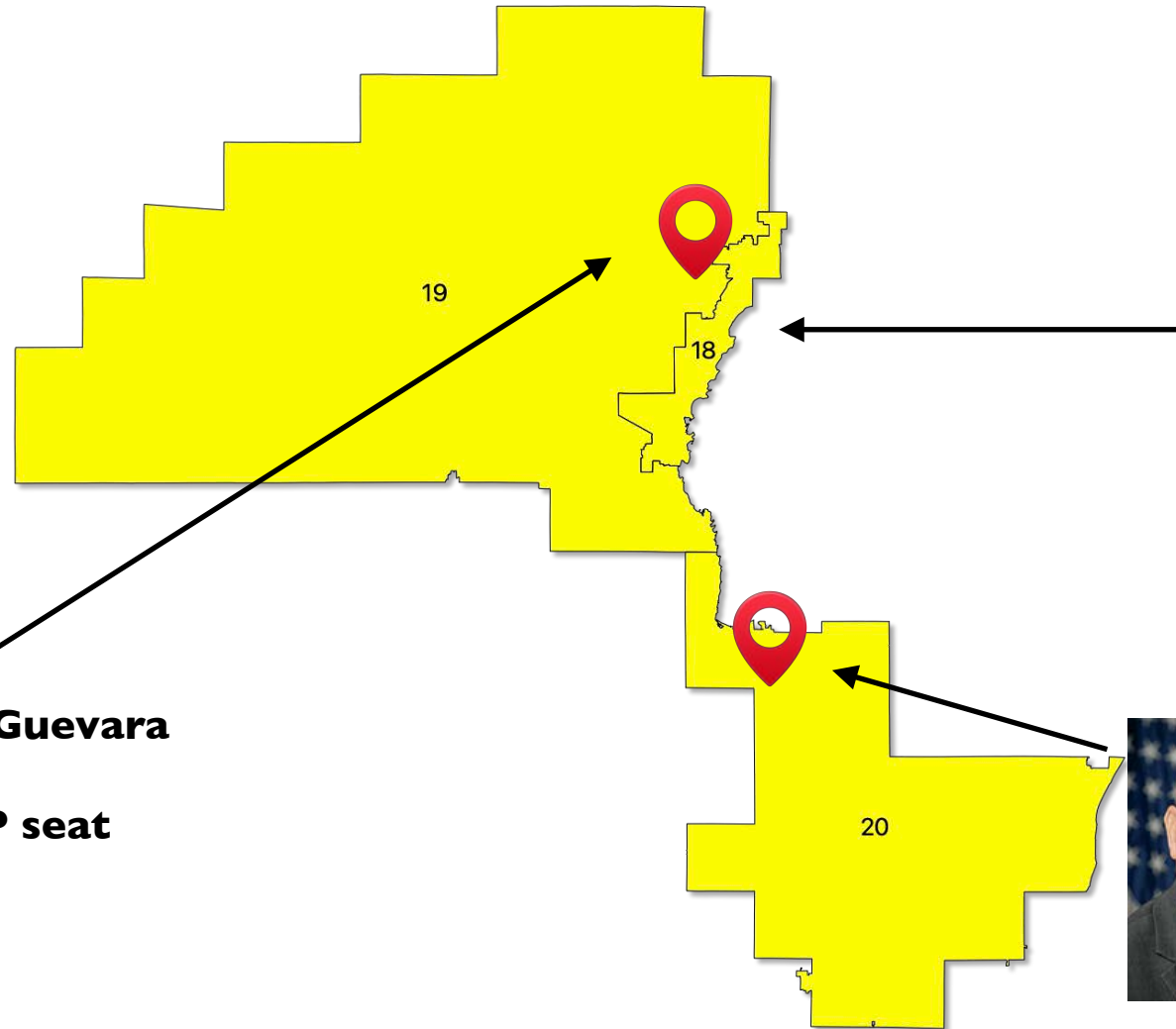


Sen. Dan Feyen
18th Senate District
58.3% Republican seat



Sen. Duey Stroebel
20th Senate District
69.6% Republican seat

18TH SD BECOMES OPEN SEAT UNDER ACT 94



**18th Senate District
OPEN SEAT**

Up in 2024


Up in 2024

Sen. Dan Feyen
18th Senate District
Moved to 20th SD

Up in 2026

Sen. Rachel Cabral-Guevara
19th Senate District
Becomes 64.7% GOP seat

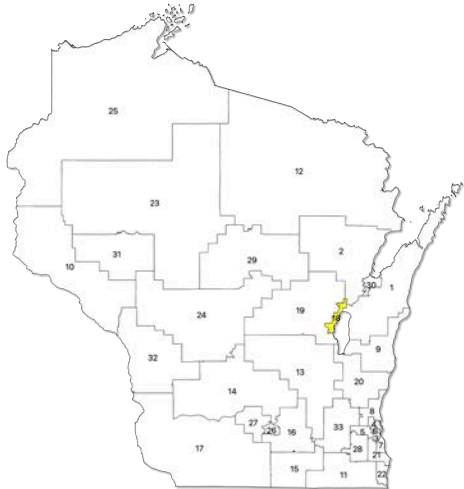
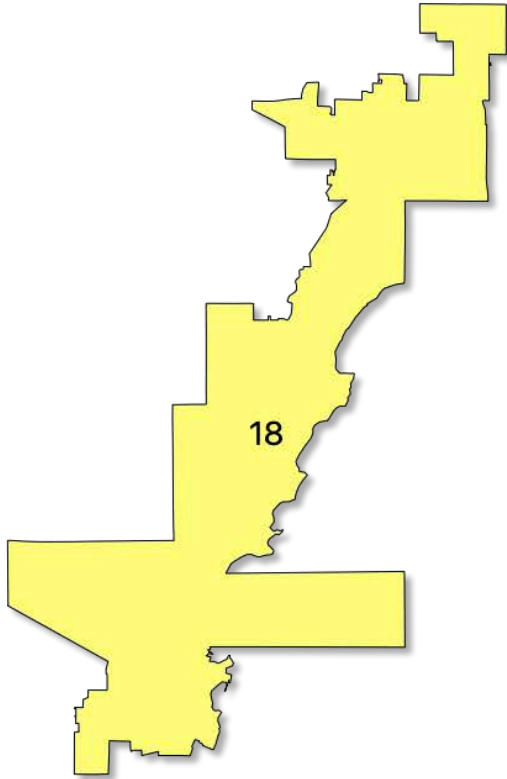


 =where lawmaker lives

18TH SENATE DISTRICT

Open Seat







54% DEM seat



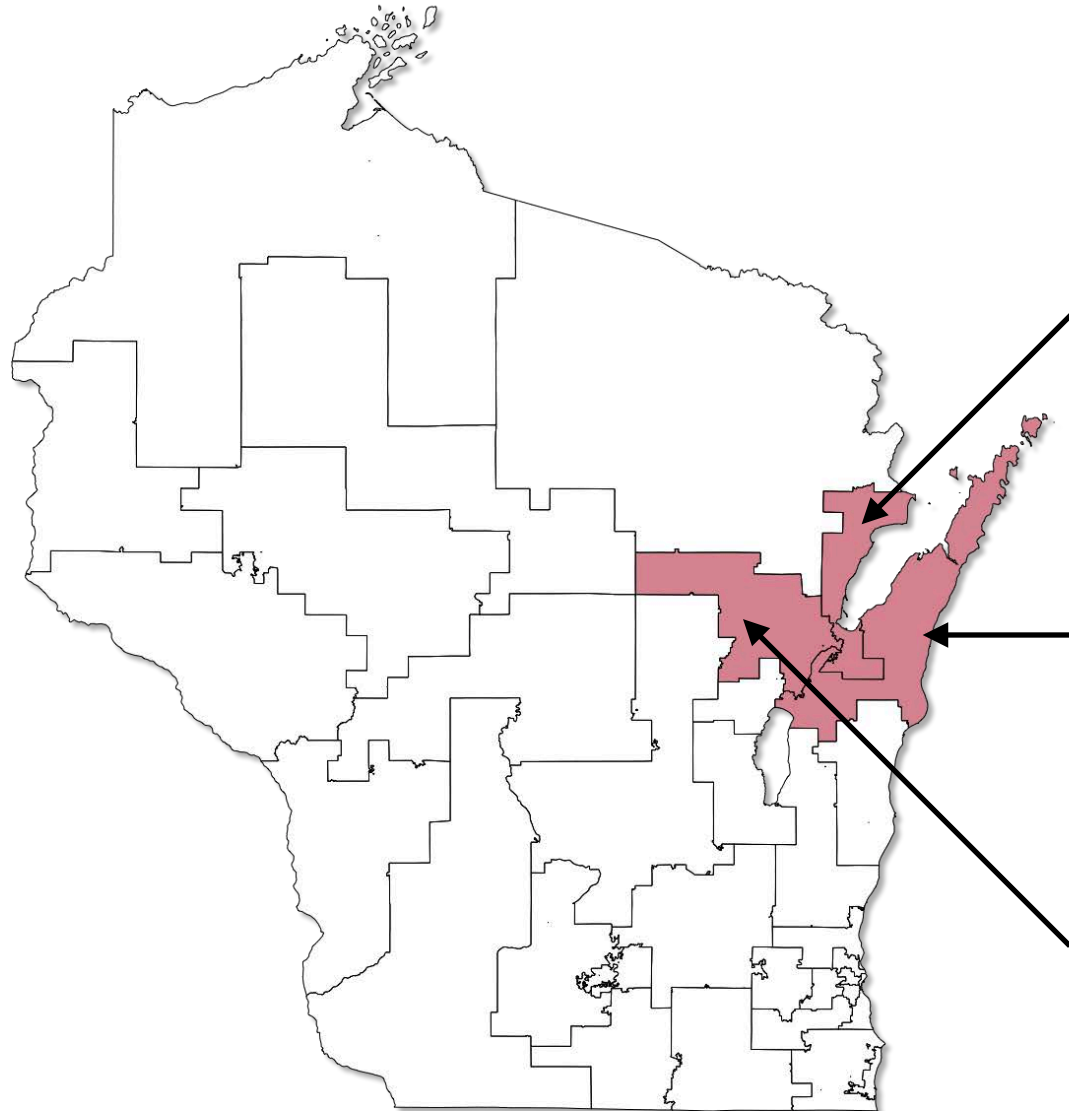
Notes about the 18th Senate District

- Contains significant portions of the 19th SD but gains a large portion of the city of Oshkosh.
- Open seat
- Assembly Reps in the new 18th include Democratic Reps Lee Snodgrass and Lori Palmeri. 53rd AD is Open.

Historic District Performance

		
42.8%	44.6%	45.7%
55.9%	53.1%	54.1%
		

CURRENT GREEN BAY AREA STATE SENATORS



Sen. Eric Wimberger
30th Senate District
57.2% Republican seat



Sen. Andre Jacque
1st Senate District
58.8% Republican seat



Sen. Rob Cowles
2nd Senate District
61.4% Republican seat

ALL THREE DRAWN INTO 30TH SD



Sen. Eric Wimberger
30th Senate District
Stays in 30th

Up in 2024



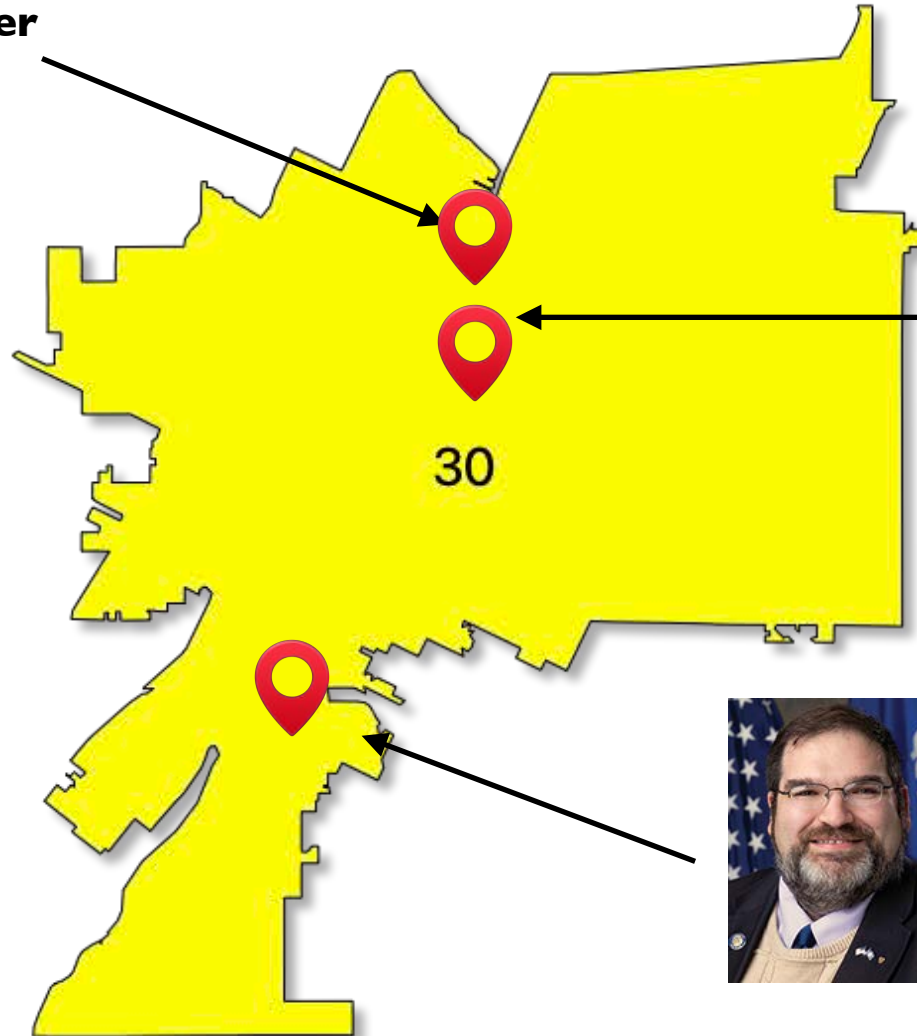
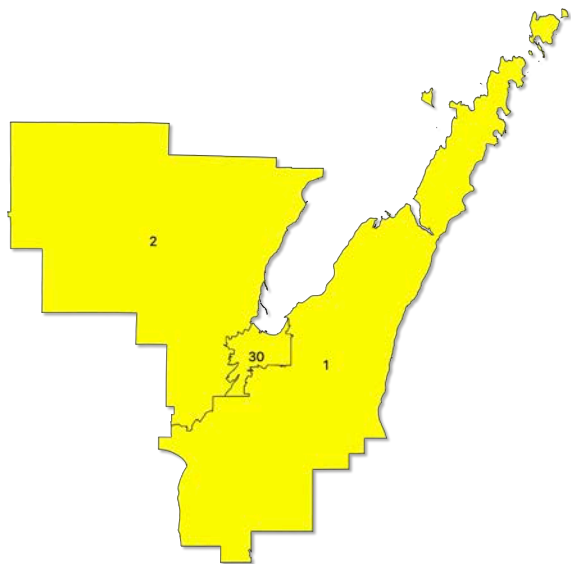
Sen. Rob Cowles
2nd Senate District
Moved into 30th SD


Up in 2024



Sen. Andre Jacque
1st Senate District
Moved into 30th SD

Up in 2026

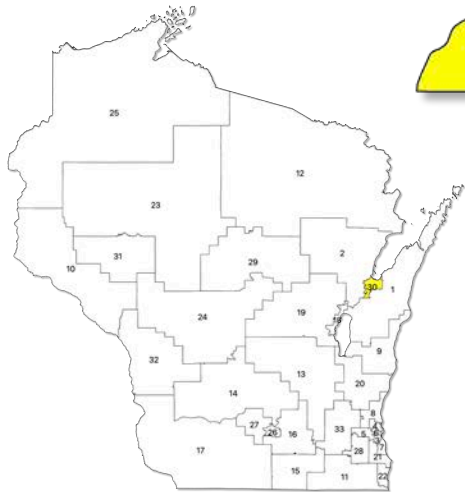
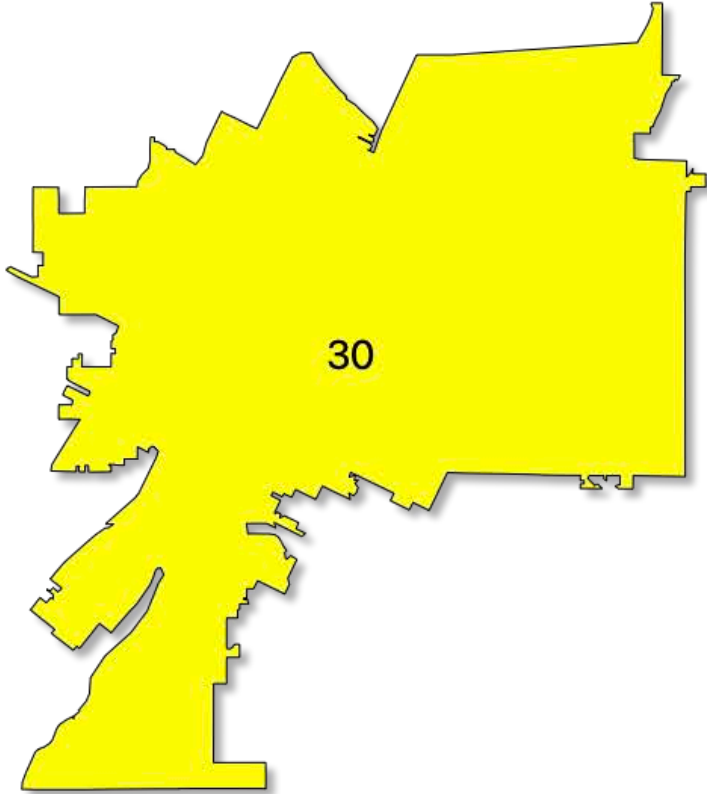


 =where lawmaker lives

30TH SENATE DISTRICT

Open Seat







52% DEM seat



Notes about the 30th Senate District

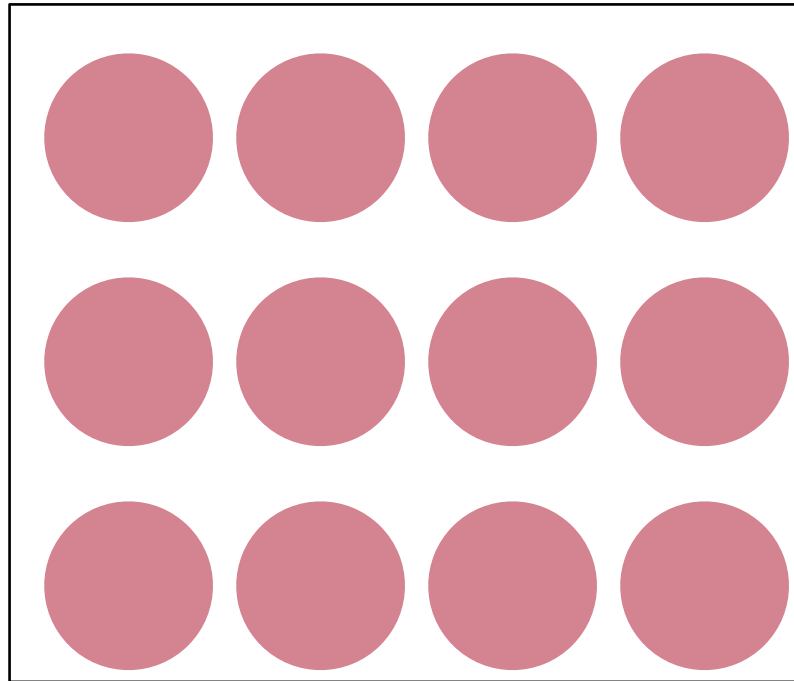
- The 30th is 7 points more Democratic under the new lines.
- The new map now has 3 Assembly seats without an incumbent (89th and 88th) and the 90th AD is represented by Democrat Rep. Kristina Shelton who is not running for re-election.
- Sen. Cowles is running for the 2nd SD, Sen. Wimberger for the 30th SD, and Sen. Jacque is running for the the 8th Congressional District.

Historic District Performance

		
45.7%	47.4%	48.7%
53.0%	50.6%	51.0%
		

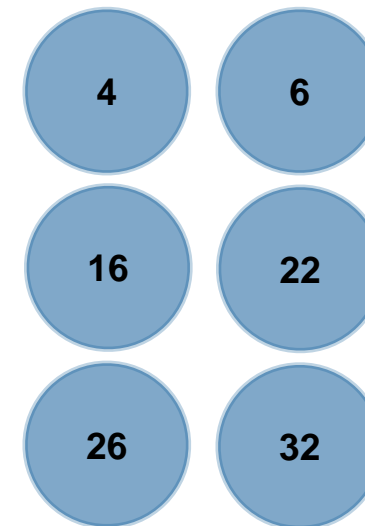
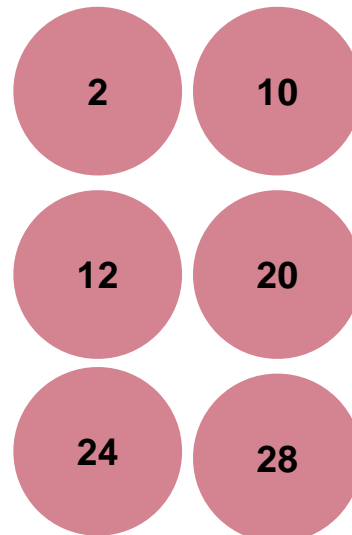
DEMOCRATS CAN TIGHTEN MAJORITY, BUT WILL NOT TAKE IN 2024

12 GOP

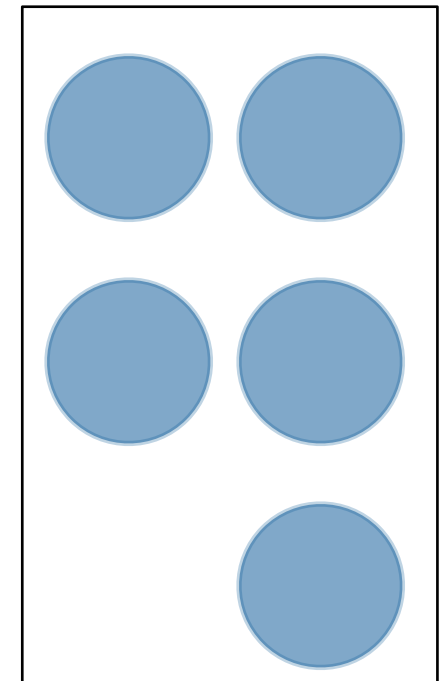


NEED 5 MORE FOR MAJORITY

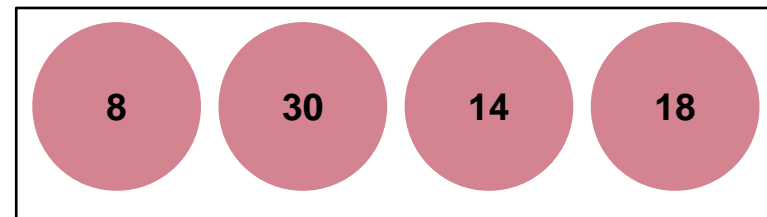
16 SEATS UP FOR ELECTION IN 2024



5 DEM



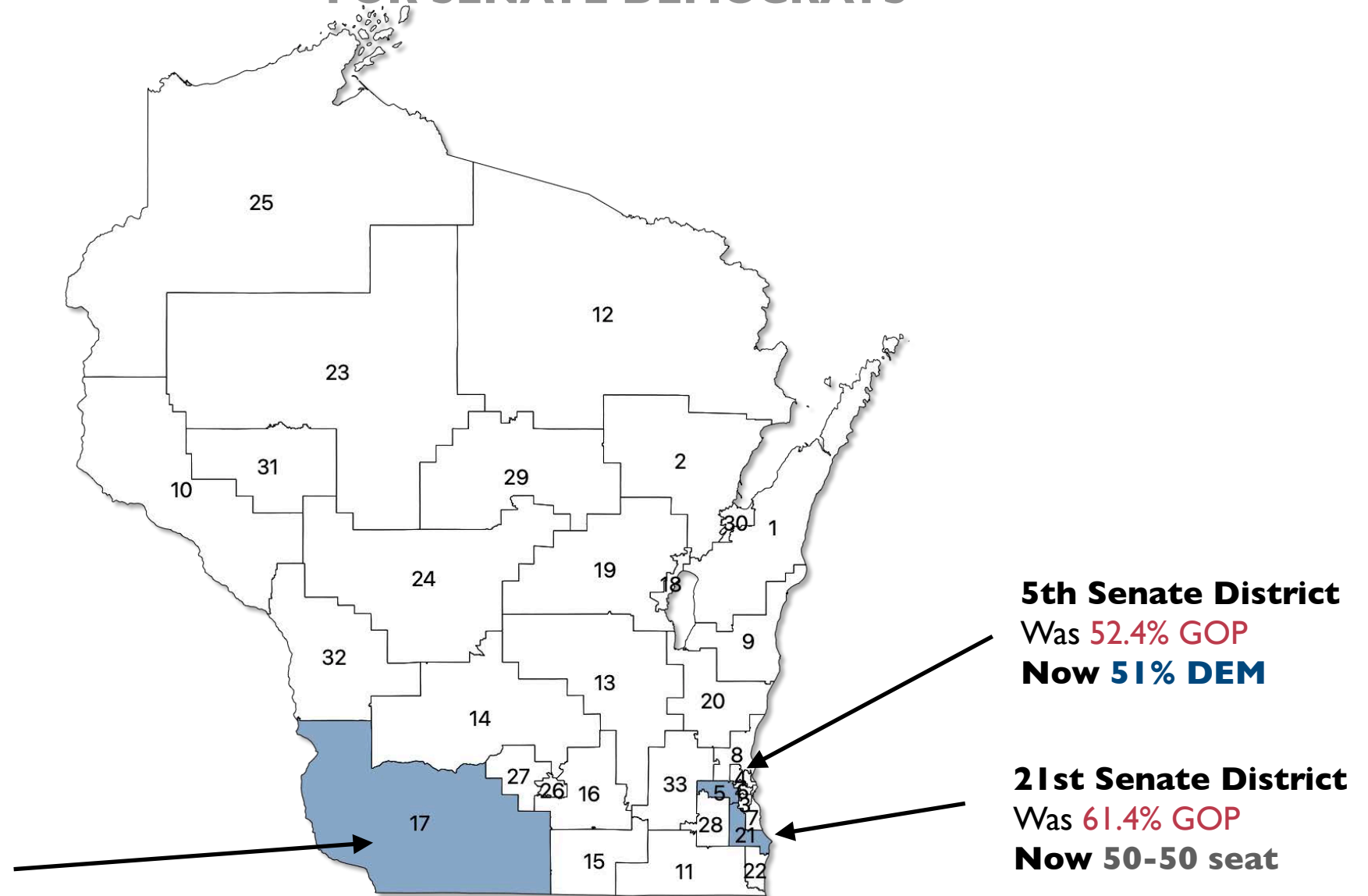
NEED 12 MORE FOR MAJORITY



● = Republican held seat

● = Democratic held seat

WILL NEED TO BE A 2 ELECTION STRATEGY FOR SENATE DEMOCRATS

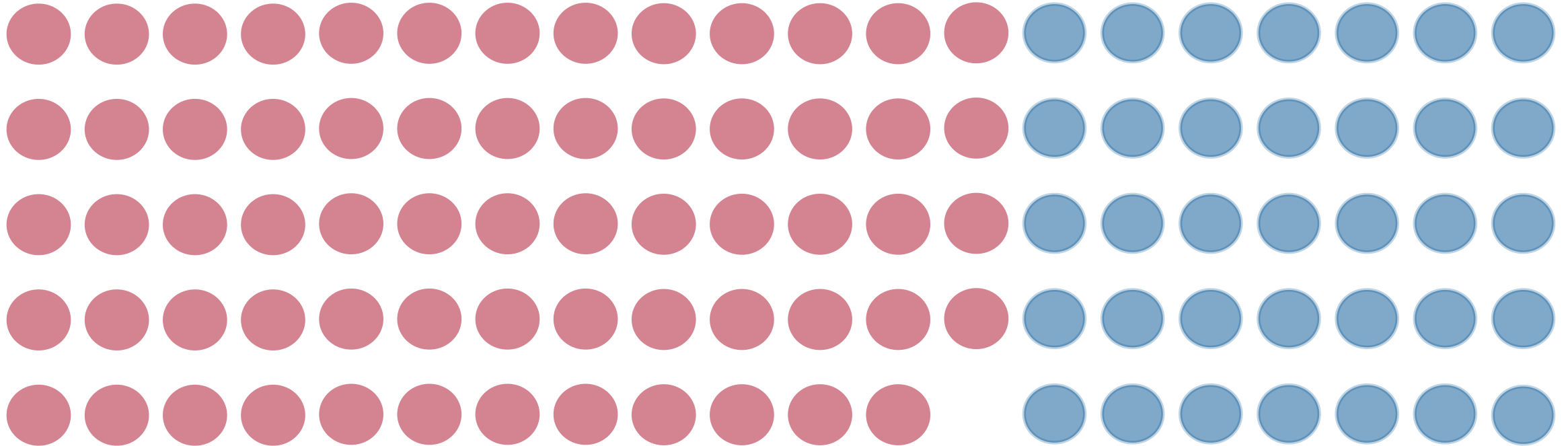


CONTROL OF THE STATE ASSEMBLY



CURRENT CONTROL OF THE STATE SENATE

64 GOP - 35 DEM

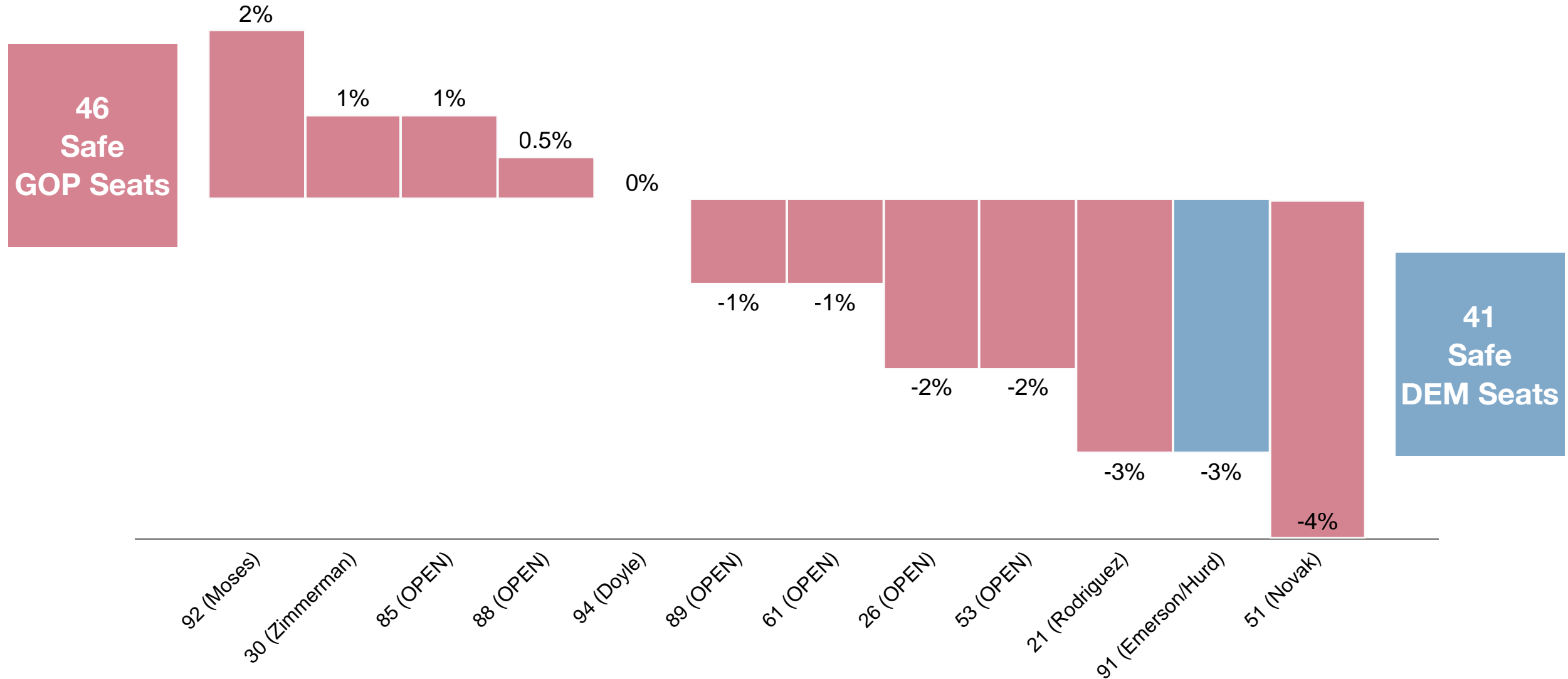


● = Republican held seat

● = Democratic held seat

12 MOST COMPETITIVE ASSEMBLY SEATS

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



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)
Rep. Karen Hurd (R)
Paired 91st Assembly District
53% DEM



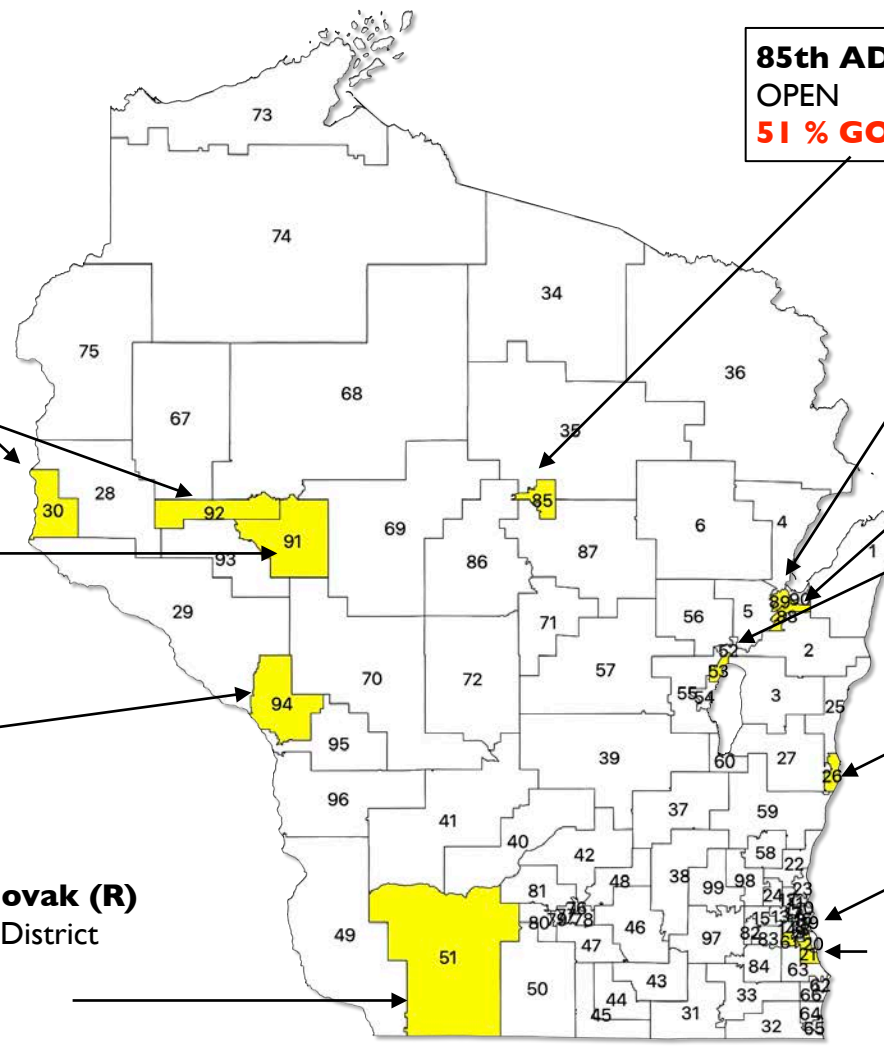
Rep. Steve Doyle (D)
94th Assembly District
50-50 seat

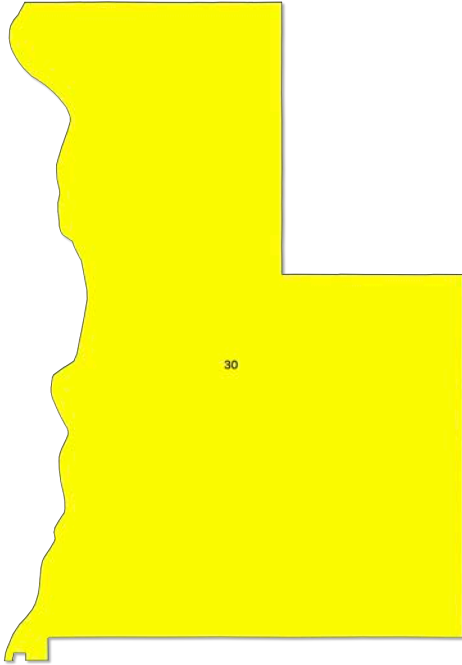


Rep. Todd Novak (R)
51st Assembly District
54% DEM



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





Notes about the 30th Assembly







- This district is about 5% more Democratic under the new map.
- Represented by Joint Finance Committee Vice Chair Shannon Zimmerman

30TH ASSEMBLY DISTRICT

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

51% GOP seat

Historic District Performance

		
49.6%	49.3%	51.8%
49.3%	48.2%	48.0%
		

Incumbent

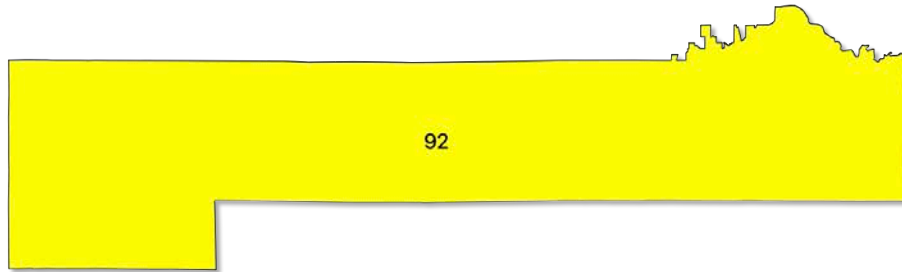


Rep. Shannon Zimmerman (R)
30th Assembly District
51.4% GOP

92ND ASSEMBLY DISTRICT

Rep. Clint Moses, R-Menomonie







52% GOP seat




Notes about the 92nd Assembly

- Rep. Moses is moved into the 92nd from the 25th under the Act 94 maps. About 60% of the district is new to Rep. Moses.
- The 92nd is +8% more Democratic than the 29th was.

Historic District Performance

		
49.3%	51.3%	52.8%
49.4%	46.5%	47%
		

Incumbent

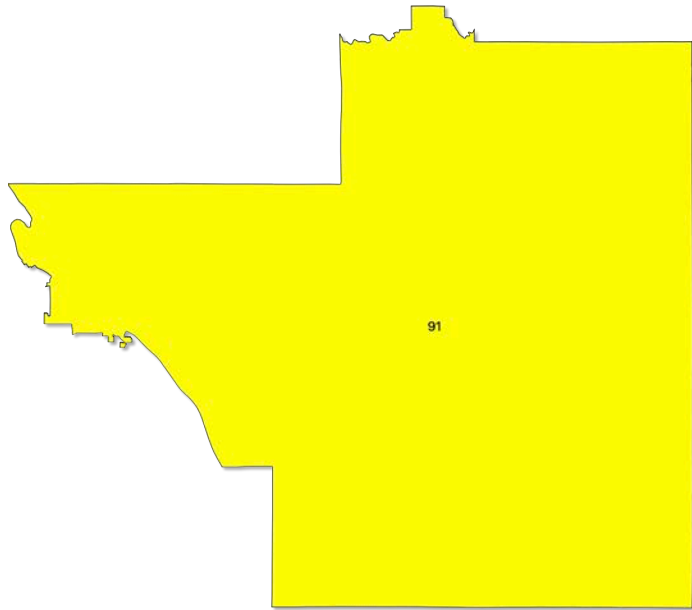


Rep. Clint Moses (R)
92nd Assembly District
52.0% GOP

91ST ASSEMBLY DISTRICT

Rep. Jodi Emerson, D-Eau Claire & Rep. Karen Hurd, R-Fall Creek







53% DEM seat



Notes about the 91st Assembly

- The majority of Rep. Hurd's old district is drawn into the new 91st, however it is not the most Republican parts of the district. Rep. Hurd has said she will move to the open 69th AD.
- Rep. Emerson's seat gets more competitive, moving +10% more GOP

Historic District Performance

		
43.4%	45.9%	47.2%
55.3%	51.9%	52.6%
		

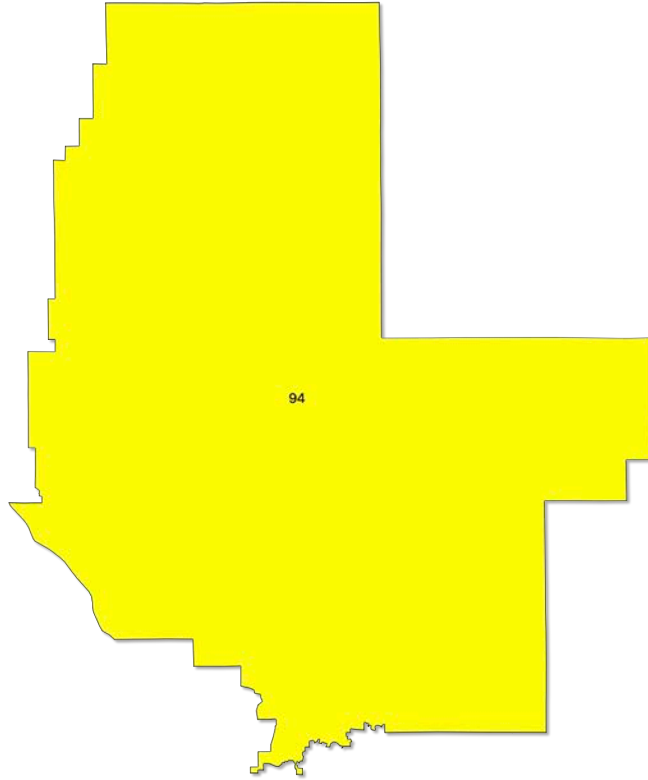
Incumbent



Rep. Jodi Emerson (D)

Rep. Karen Hurd (R)

Paired 91st Assembly District



Notes about the 94th Assembly







- The 94th AD continues to be a 50-50 seat under the new map, which has worked well for Rep. Doyle in previous elections.

94TH ASSEMBLY DISTRICT

Rep. Steve Doyle, D-Onalaska

50 -50 Seat

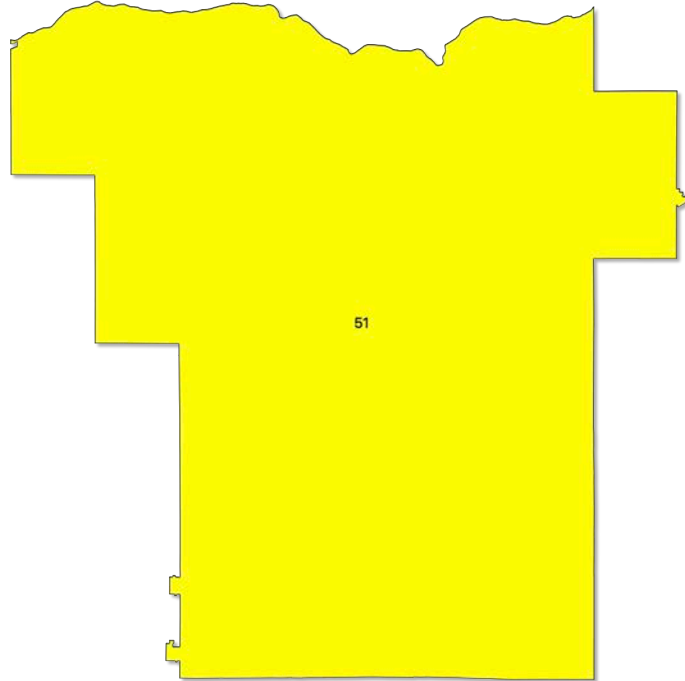
Historic District Performance

		
47.4%	49.1%	51.4%
51.3%	49.1%	48.4%
		

Incumbent



Rep. Steve Doyle (D)
94th Assembly District
53.6% GOP



Notes about the 51st Assembly







- Under the new map this is a lean Democratic seat.
- Rep. Novak has historically over performed Republicans on the top of the ticket in his district and will need to again this cycle.

51ST ASSEMBLY DISTRICT

Rep. Todd Novak, R-Dodgeville

54% DEM seat

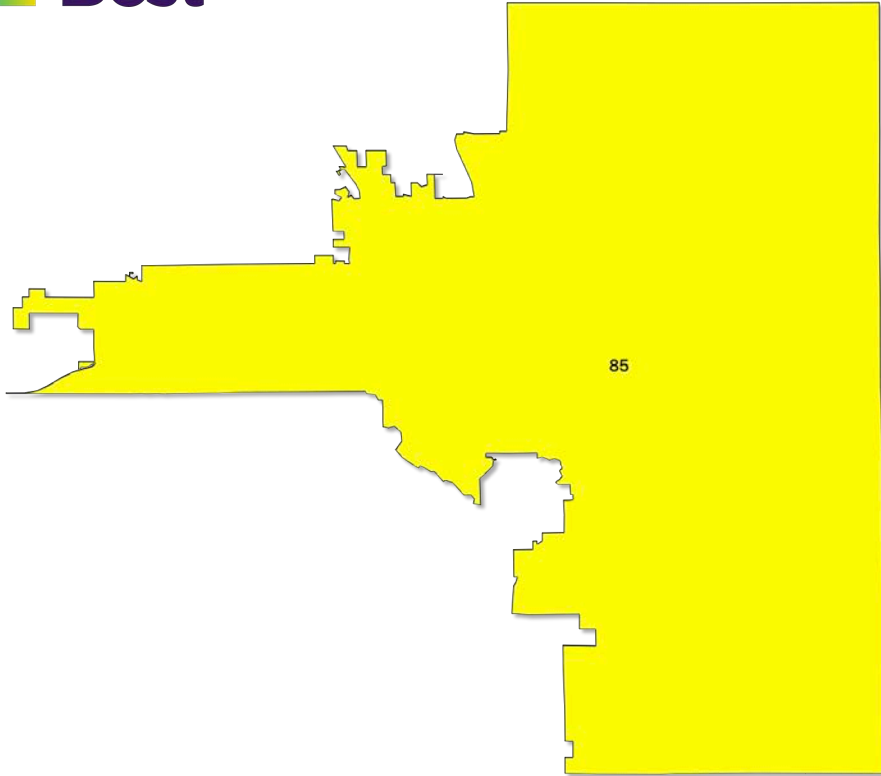
Historic District Performance

		
42.3%	45%	46%
56.6%	53.4%	53.8%
		

Incumbent



Rep. Todd Novak (R)
51st Assembly District
54.0% DEM



Notes about the 85th Assembly







- Previously represented by Rep. Pat Snyder who got drawn into the 87th AD, a safe 63% GOP seat .
- This is a competitive seat that is now open.

85TH ASSEMBLY DISTRICT

Open

51% GOP seat

Historic District Performance

		
48.8%	49.2%	51.7%
49.9%	48.7%	48.1%
		

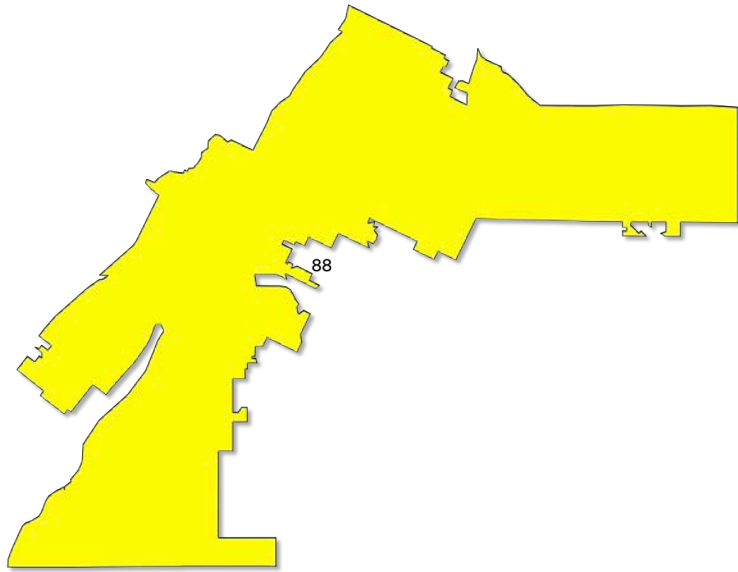
Incumbent

85th AD
OPEN
50.8% GOP

88TH ASSEMBLY DISTRICT

Open







50.5% GOP seat



Notes about the 88th Assembly

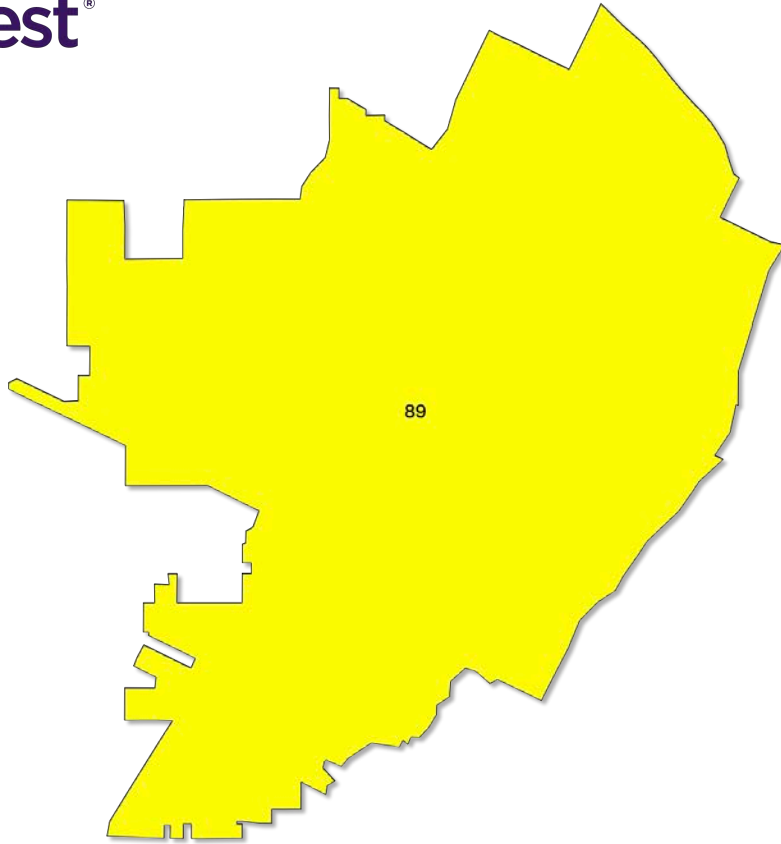
- This seat was formerly represented by Rep. John Macco who was drawn into a neighboring district.
- This seat has gotten +5% more Democratic under the new map.

Historic District Performance

		
47.7%	49.4%	50.8%
51.3%	48.7%	49%
		

Incumbent

88th AD
OPEN
50.4% GOP



Notes about the 89th Assembly







- Labelled the 89th, however this district contains a majority of the old 4th AD represented by GOP Rep. David Steffen. Steffen is paired with fellow GOP Rep. Elijah Behnke in the new 4th AD.
- This seat is +16% more Democratic

89TH ASSEMBLY DISTRICT

Open

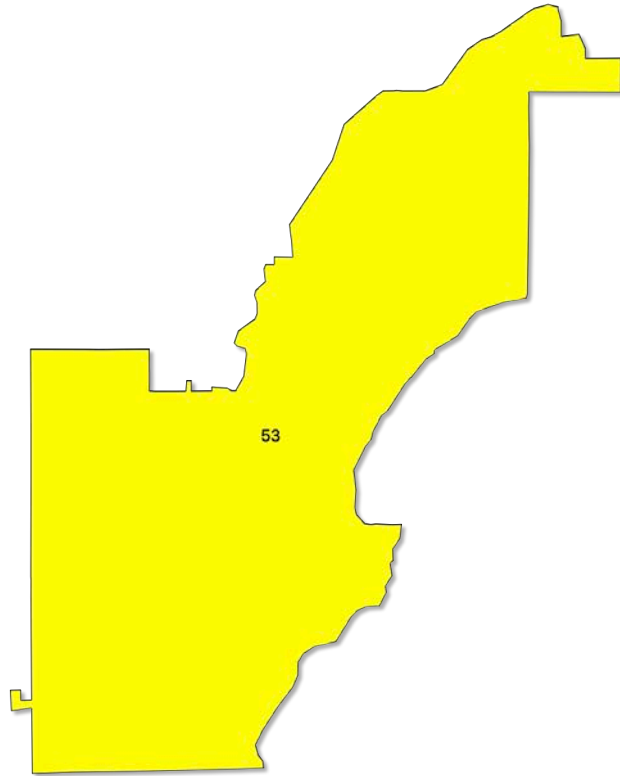
51% DEM seat

Historic District Performance

		
46.3%	48.6%	49.5%
52.2%	49.5%	50.3%
		

Incumbent

89th AD
OPEN
51% DEM



Notes about the 53rd Assembly







- This is an open seat with incumbent GOPs Rep. Michael Schraa paired with Rep. Nate Gustafson in the 55th AD.
- Under the Act 94 map, the 53rd becomes a lean Democratic seat

53RD ASSEMBLY DISTRICT

Open

52% DEM seat

Historic District Performance

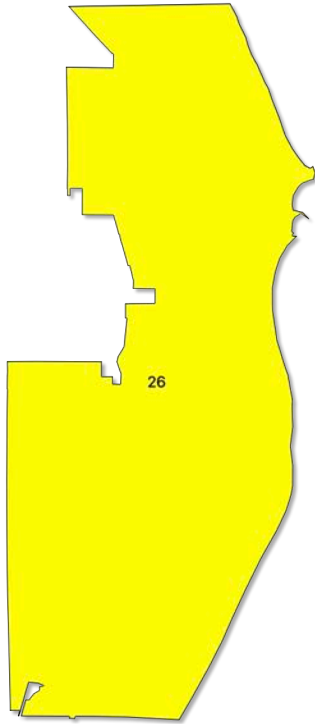
		
45%	46.6%	48%
53.4%	50.9%	51.7%
		

Incumbent







53rd AD
OPEN
52.0% DEM

Open

52% DEM seat



Historic District Performance

		
46.6%	47.2%	49.3%
52.1%	50.7%	50.4%
		

Incumbent

26th AD
OPEN
52% DEM

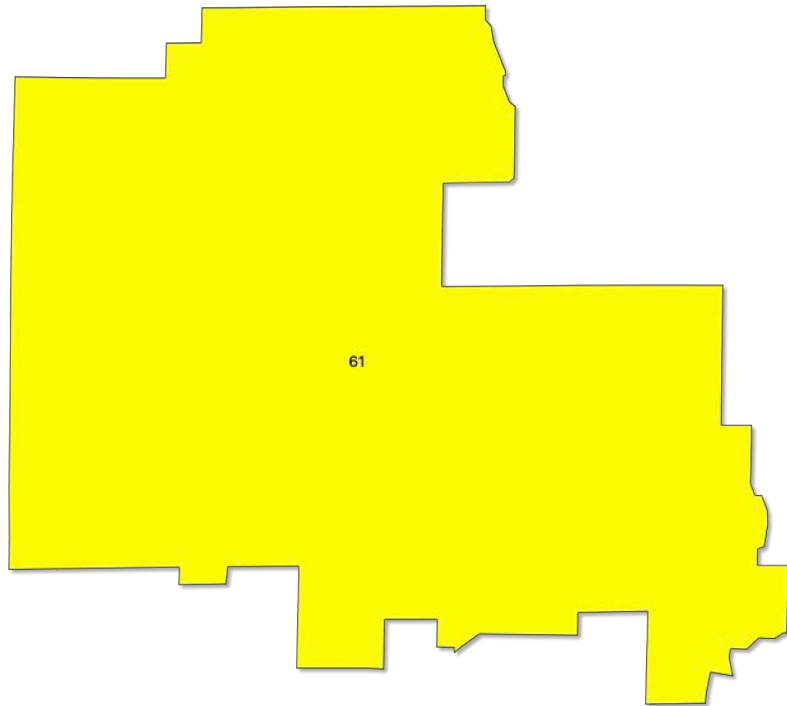
Notes about the 26th Assembly

- The 26th was represented by GOP JFC Vice Chair Terry Katsma who was drawn into the 27th AD.
- The district picks up most of the city of Sheboygan and becomes +12% more Democratic.

61ST ASSEMBLY DISTRICT

Open







51% DEM seat



Notes about the 61st Assembly

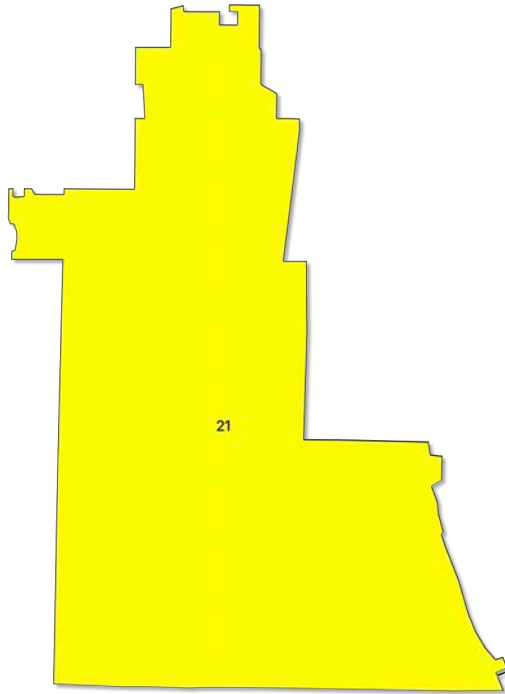
- The 61st spans from the Kenosha area to the SW suburbs of Milwaukee and becomes +13% more Democratic.
- Contains a majority of GOP Rep. Donovan's district, but re-labelled as GOP Rep. Nedweski's district. Nedweski is paired with Rep. August in 32nd. And Donovan is paired with DEM Rep. Riemer in 7th AD

Historic District Performance

		
46.7%	48.3%	49.5%
52.4%	50.2%	50.3%
		

Incumbent

61st AD
OPEN
51.0% DEM



Notes about the 21st Assembly







- Rep. Rodriguez has been in a competitive district for several elections, but the new Act 94 map makes her district +4% more Democratic. In her old district she won re-election with 54% in 2022.

21ST ASSEMBLY DISTRICT

Rep. Jessie Rodriguez, R-Oak Creek

53% DEM seat

Historic District Performance

		
44.8%	46.7%	47.2%
54.2%	51.4%	52.6%
		

Incumbent



Rep. Jessie Rodriguez (R)
21st Assembly District
53.0% DEM

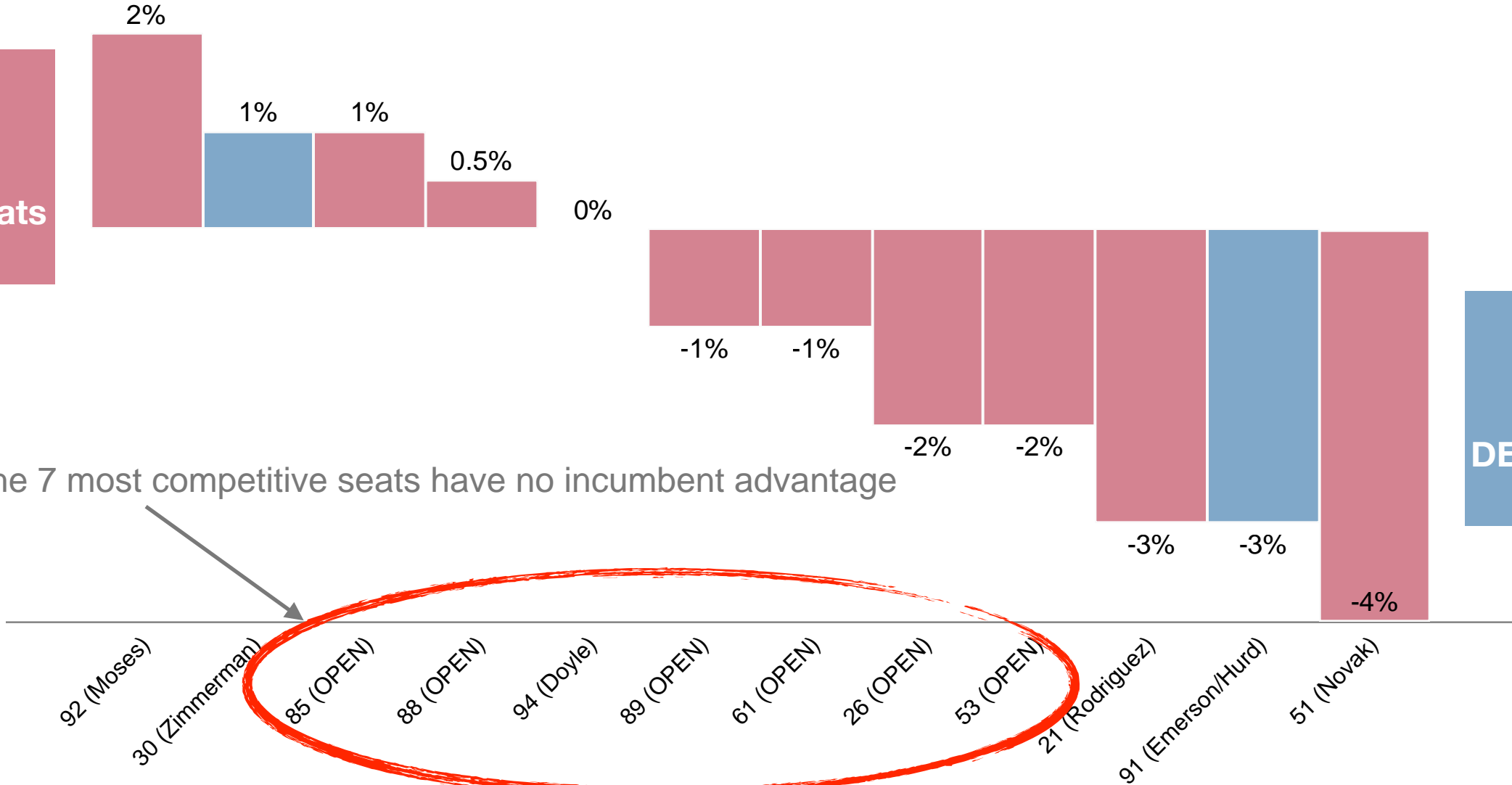
12 MOST COMPETITIVE ASSEMBLY SEATS

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

46
Safe
GOP Seats

41
Safe
DEM Seats

6 of the 7 most competitive seats have no incumbent advantage



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.**



Questions