



Paid for by Friends of Scott Walker, John Hiller, Treasurer

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For Further Information:  
414-298-2006

## **Doyle Extremely Vulnerable Walker has Commanding lead in Primary**

### **First Comprehensive Poll Results Give Walker Boost Heading into Republican Convention**

[Wauwatosa, Wisc...] The most recent poll in the Wisconsin Governor's race shows that incumbent Governor Jim Doyle (D) is more vulnerable now than former Governor Scott McCallum (R) ever was and that Republican Gubernatorial Candidate Scott Walker has a commanding lead in the Republican Primary.

"The survey yields many positive results for Scott Walker's campaign for Governor," said Brian Tringali, of the nationally-respected polling firm the Tarrance Group. "First, the sitting Governor is among one of the most vulnerable in the nation. Second, Scott Walker holds a strong lead among Republican primary voters against his most likely GOP opponent. Third, voters (especially Republican primary voters) are particularly focused on the main issue that Walker is identified with – property taxes. If the election were held today, Scott Walker would win his primary handily."

Walker's only known Primary opponent is Congressman Mark Green (R-Green Bay), who after spending two years touring the county Republican meeting circuit gearing up for the race, transferred more than one million dollars in federal funds to a state campaign account in January. Both candidates have conducted statewide mailings and have been aggressively courting voters for months. Green's campaign already has several full time staff and Walker will be hiring his first full time staff later this year.

Only 35% of Wisconsin voters think that Jim Doyle deserves to be re-elected. Almost half (49%) of the Wisconsin electorate is already committed to a new person. In the Republican Primary, Walker captures 39% of the statewide vote and Congressman Green garners just 25%.

"We know this race will be about leadership on the issues that matter, not who has the most money or lead in the polls right now," said John Hiller, the campaign's treasurer. "However going into the convention, this information lets us know the campaign is on the right track, and it also warns us to be prepared for more attacks from Jim Doyle and his allies who need to knock Scott down a peg or two soon before it's too late for them."

The State Republican Party holds its annual convention in Sheboygan May 6-7.

The Tarrance Group conducted a random sample telephone survey of 600 likely voters April 18-21, the margin of error for the general election voter study is  $\pm 4.1\%$  and the margin of error for the GOP primary voter study is  $\pm 4.8\%$  in 95 out of 100 cases. The Tarrance Group has previously polled for Governor Tommy Thompson and President George W. Bush.

For more information, visit [www.ScottWalker.org](http://www.ScottWalker.org).

201 N Union Street, Suite 410  
Alexandria, Virginia 22314  
(703) 684-6688  
(703) 834-8256 FAX

**THE TARRANCE GROUP**  
www.tarrance.com

## MEMORANDUM

**TO: FRIENDS OF SCOTT WALKER CAMPAIGN**

**FROM: BRIAN C. TRINGALI**  
**B.J. MARTINO**  
**NINA VERGHESE**

**RE: FINDINGS FROM LATEST SURVEY OF WISCONSIN VOTERS**

**DATE: APRIL 25, 2005**

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The Tarrance Group is pleased to present the following findings from our latest survey of the Wisconsin electorate. The Friends of Scott Walker campaign commissioned The Tarrance Group to conduct a telephone survey of N=600 registered “likely” voters from across the state of Wisconsin. An additional n=200 “likely” Republican primary voters were interviewed to bring the GOP primary voter sample up to N=423. For a random sample of this type, the margin of error for the general election voter study is  $\pm 4.1\%$  and the margin of error for the GOP primary voter study is  $\pm 4.8\%$  in 95 out of 100 cases. Responses to the survey were gathered April 18-21, 2005.

The survey yields many positive results for Scott Walker’s campaign for Governor. First, **the sitting Governor is among one of the most vulnerable in the nation.** Indeed, Doyle’s current standing is even worse than the previous Governor’s position, who was defeated. Second, Scott Walker holds a strong lead among Republican primary voters against his most likely GOP opponent. Third, voters (especially Republican primary voters) are particularly focused on the main issue that Walker is identified with – property taxes.

**If the election were held today, Scott Walker would win his primary handily.** Governor Doyle has a chance to be defeated by any candidate coming out of the GOP primary contest, but Walker seems uniquely suited to beat the Democrat incumbent because of his credibility on property taxes. It would not be surprising to see Governor Doyle and his surrogates come after the Milwaukee County Executive early in the process, given his relative strength in both the primary and general election contests.

Our conclusions are based on the following findings from this latest survey of the Wisconsin general and primary electorates:

- A plurality of voters continues to think the state is off on the wrong track. Thirty-eight percent (38%) of all voters think things in Wisconsin are headed in the right direction, but 47% think things are off on the wrong track.

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- The biggest single issue among voters remains property taxes. Twenty-five percent (25%) of the general electorate and 34% of the Republican electorate pick this issue as their biggest concern. Obviously, the Governor is aware of this fact but only Scott Walker has a history of cutting property taxes.
- Less than half of the voters approve of the job that incumbent Governor Jim Doyle has done in office. Forty-one percent (41%) of Wisconsin voters disapprove of Doyle's performance. That alone, would put him on the vulnerability list for the Democrat national committees.
- Only 35% of Wisconsin voters think that Jim Doyle deserves to be re-elected. Almost half (49%) of the Wisconsin electorate is already committed to a new person. This re-elect score makes Jim Doyle one of the most vulnerable Governors in the country today.
- As the Milwaukee County Executive, Walker's name ID and favorable rating is extremely high in the most expensive media market in the state. This affords Scott Walker the opportunity to expend resources elsewhere in the state, whereas any opponent must exhaust resources in the Milwaukee media market.
- The Republican primary contest is not even close. Scott Walker leads his likely GOP opponent by 14 points. If the election were held today, Walker captures 39% of the vote and Congressman Green garners just 25%. With nearly half of the Republican primary vote coming out of the Milwaukee media market, it would be difficult for any primary opponent to deal with Walker's popularity in the region.

### **Republican Primary Ballot**

Scott Walker	39%
Undecided	36%
Mark Green	25%

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