



TO: Interested Parties
FROM: Seth Wimer, Political Director and Zack Roday, Communications Director
RE: Wisconsin AG Race
DATE: September 28, 2018

ANALYSIS

Less than six weeks to Election Day, Wisconsin Attorney General Brad Schimel is well-positioned to win re-election to a second four-year term. The Marquette University Law School Poll and a RAGA internal poll show Brad Schimel with a **seven-point** and a **three-point** lead among **likely voters**, respectively.

Brad Schimel is going to win this race for **three key reasons**.

1. The composition of his numbers reflects Schimel's bipartisan accomplishments in office.
 - a. MU Law Poll
 - i. Schimel is +8 with Independents
 - ii. Schimel is TIED with female voters
 - iii. Schimel is pulling 11% of the Dem vote
 - b. RAGA poll
 - i. generic ballot has Independent voters closely divided, 31% to 29% - but on the name ballot Schimel is +13 with Independents
 - ii. Schimel is just -9 among female voters
 - iii. Schimel is pulling 7% of the Dem vote
2. Due to the composition of Schimel's numbers, Kaul cannot simply rely on the top of the ticket or the generic ballot. There are no coattails for Kaul and worse, he is virtually unknown.
 - a. MU Law Poll – hard name ID is 12% - 7% fave/5% unfave
 - b. RAGA poll – hard name ID is 9% - 7% fave/2% unfave
3. Schimel has not maxxed out the Scott Walker or the Donald Trump vote. Despite being near 50 percent in repeated polls, he still has significant room to grow on the ballot. [note: this data is from the RAGA internal poll]
 - a. Schimel getting 89% of Walker voters / Kaul getting 93% of Evers voters. Generic AG ballot among Walker voters is 95% Republican – Schimel has 6 points to grow. Generic AG ballot among Evers voters is 93% Dem – Kaul has no growth among this group.
 - b. Schimel is getting 83% of voters who approve of Trump versus Kaul getting 91% of voters who disapprove of Trump.
 - c. Schimel is getting 81% of Republicans while the generic ballot has the Republican AG getting 87%. Kaul is getting 88% of Democrats which is the same number as the Democrat generic ballot.

CONCLUSION

Brad Schimel is poised to win this race because he will have the resources to share his positive record with voters and polling indicates they will be receptive to his bipartisan record of accomplishments on key safety issues.