



PAX AMERICANA INSTITUTE'S Wisconsin Gubernatorial Showcase 2010



A Product of PAI's Political Analysis Division

Pax Americana Institute is the first think tank in the state of Wisconsin to spend considerable time on alerting you, the voters, about the 2010 gubernatorial election. In this Candidate Showcase, PAI examines the candidates, primary dates, general election dates, and voting polls and will provide readers with links to each candidate's website. As a non-partisan foundation, Pax Americana Institute will not try to persuade you to support one candidate over another. Rather, our goal is to provide the voters with information about all of the candidates who are vying for the state's highest political office in 2010. It is the hope of all of us at Pax Americana Institute that you find this Showcase enlightening, engaging and useful as you make your decision about whom to make the next Governor of America's Dairy land.

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<u>October 15, 2010: Marquette University.</u>
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WISCONSIN ELECTION INFORMATION, 2010

State Party Conventions, 2010.

The Democratic and Republican Party state conventions are rapidly approaching. The convention is usually the venue in which the state party gets together to create its platform and rally around its candidates for governor, Congress State Senate and State Assembly. Neither party will know which candidate will get the nomination for governor until the primary in September. The convention allows voters from around the state to come together to support their party, its platform and its candidates.

2010 Republican State Convention:

May 21-23, 2010, Hyatt Regency Hotel, Milwaukee, WI.

2010 Democratic State Convention.

June 11-13, 2010, The Madison Marriott Hotel, Madison, WI.

Primary Election: September 14, 2010.

This primary is “open,” meaning that voters select one party for which to vote and then may only vote for their chosen party’s candidates. When registering, Wisconsin does not require voters to affiliate with a political party. Thus any registered voter can vote in any one party’s primary. This format makes it possible for voters favoring one party to “crossover” into another party’s primary, impacting who that party ultimately chooses as their final candidate (e.g. Republicans voting in the Democrat primary to select a lesser-appealing Democrat to compete against.

The 2010 Wisconsin gubernatorial primary came as little surprise to political pundits, as the two party endorsed candidates, Scott Walker, and Tom Barrett, easily defeated their challengers, Mark Neumann, and Tim John. The real surprise came in the Republican race for Lt. Governor, as Rebecca Kleefisch, a former news anchor, and wife of Wisconsin State Representative, Joe Kleefisch, soundly defeated four other Republicans, including the party endorsed candidate, Superior Mayor, Dave Ross. Conversely, in the Democratic primary for Lt. Governor, Assembly Majority Leader, Thomas Nelson coasted to an easy victory over Sen. Spencer Coggs, James Schneider, and Henry Sanders.

State election officials were expecting a record high voter turnout for the 2010 elections, twenty-eight percent, or 1.2 million voters. Much to their dismay however, voter turnout in the 2010 primary election was an abysmal 19%, or 850,000 voters. While the Wisconsin voter turnout was slightly higher than the national average, it was well below expectation. *The Milwaukee Journal Sentinel*, the state's most circulated newspaper, notes that that Republican turnout trumped that of their Democratic counterparts. Roughly 614,000 citizens voted in the Republican primary for governor. That number equates to nearly fourteen percent of the voting age population. The high turnout in the Republican primary was the result of a myriad of factors, mainly: a competitive primary between two superb candidates, Scott Walker and Mark Neumann; an utter disdain with the Democratic Party leadership, and an amplified euphoria brought about by the rise of the Tea Party Patriots. The final vote totals in both the gubernatorial, and Lt. Governor primaries will be listed below.

Primary Vote Totals (Compiled by: OurCampaigns.com)

Democratic Primary, governor, 2010:

Tom Barrett: 210,972, 90.5%

Tim John: 22,268, 9.5%

Total votes: 233,185

Democratic Primary, Lt. Governor, 2010:

Thomas Nelson: 107,029, 51%

Spencer Coggs: 43,535, 21%

James Schneider: 37,269, 17%

Henry Sanders: 19,297, 9%

Total votes: 207,130

Republican Primary, governor, 2010:

Scott Walker: 360,032, 58%

Mark Neumann: 237,870, 38.7%

Scott Paterick: 16,609, 2.7%

Total votes: 614,511

Republican Primary, Lt. Governor, 2010:

Rebecca Kleefisch: 256,242, 46%

Brett Davis: 139,115, 25%

Dave Ross: 80,370, 14%

Robert Gerald Lorge: 52,176, 9%

Nick Vogegeli: 21,076, 3%

Total votes: 549,002

General Election: November 2, 2010.

In the general election, voters may vote for candidates from any party. Aside from the gubernatorial race, Wisconsin also has a United States Senate election, and several highly competitive United States House of Representatives elections.

Democratic Ticket WI Governor, 2010

Tom Barrett, Mayor of Milwaukee.

Hometown: Milwaukee, WI.

Family: Wife and four children

Education: BA Economics, UW-Madison. Juris Doctorate, UW-Madison.

Political Experience: WI State Assembly, 1984-1988, State Senate, 1989-1992, U.S. House of Representatives, 1993-2003, Mayor of Milwaukee, 2004-2010.

Platform Issues:

- Create thousands of green jobs, by investing more state money into green technology;
- Cut taxes for businesses that create new jobs in Wisconsin;
- Implement a top to bottom review of the state's economic development toolkit; and
- Create greater incentives for venture capital companies to invest money in Wisconsin.



Tom Barrett was elected Mayor of Milwaukee in 2004, defeating fellow Democrat Marvin Pratt 54% to 46%. Barrett was reelected in 2008 with 79% of the vote. Prior to his service as the Mayor of Milwaukee, Barrett served in the Wisconsin State Assembly (1984-1989), Wisconsin State Senate (1989-1993), and most notably the United States House of Representatives from 1993-2003. When Wisconsin lost one Congressional seat in 2002, three Milwaukee metropolitan area districts were condensed to two. To avoid a direct challenge to a fellow sitting Democrat, Barrett elected to run for governor as one of three Democrats seeking the party's nomination. Barrett eventually finished second in the primary with 34%, losing to current governor Jim Doyle's 38%. Dane County Executive Kathleen Falk finished third with 27%.

Tom Barrett announced in August of 2009 that he would not seek reelection as Mayor of Milwaukee in 2010, leading many to believe that he was going to run for governor. Barrett, like most other Democrats, were awaiting Governor Doyle's decision whether to seek a third term. When Doyle ruled out a third term, speculation tagged Barrett as a potential nominee. However, few expected him to be the Democratic candidate; that distinction was supposed to go to Lt. Governor Barbara Lawton. As expected, in late September, Lawton announced that she was a candidate for governor, but later withdrew citing family reasons. Many within the state Democratic Party tried to convince centrist U.S. Representative Ron Kind to run for governor.

Kind stated that he liked his current job and planned on staying in Congress. With the state Democratic Party in need of a candidate, Barrett announced his intention to run for Governor on November 15, 2009. Barrett currently only has one challenger in the Democratic primary – high school student Jared Christiansen. Barrett easily defeated his Democratic challenger Tim John, in the September 14, 2010, ninety percent to nine percent. Now, after an effortless primary victory, Tom Barrett and his running mate, former Assembly Majority Leader, Thomas Nelson (D-Kaukauna), square off against Milwaukee County Executive, Scott Walker, and his running mate, Rebecca Kleefisch, in the general election, scheduled for November 2, 2010.

For more information on Barrett and his candidacy visit his website:

<http://www.barrettforwisconsin.com/>

Thomas Nelson, Assembly Majority Leader



Hometown: Kaukauna, WI.

Family: Single

Education: Little Chute High School, (Valedictorian), B.A., Carleton College (Northfield, MN); Masters Degree in Public Administration, Princeton University.

Political Experience: Wisconsin State Assembly, 2004-present, Assembly Majority Leader, 2009-January 2010.

Platform Issues:

- A colossal increase in infrastructure spending, which Nelson contends will lead to the creation of thousands of new jobs. In addition to increasing infrastructure spending, Nelson is advocating for further investment into job-training programs, especially in the trade industries.
- Affordable, government run health care for every Wisconsinite. During his time in the state legislature, Thomas Nelson was a leading advocate for government run health care. His campaign website notes that Health Care is one of Rep. Nelson's top priorities if he is elected Lt. Governor.
- Drastic increases in state aid and spending for public education. Nelson has promised to increase spending for the state's K-12 system as well as the University of Wisconsin system.

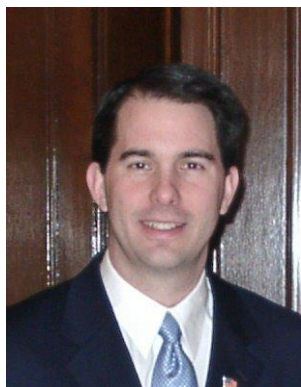
Thomas Nelson was elected to the State Assembly in 2004, after defeating one-term incumbent, Becky Weber. In that election, the worst for Democrats in state history, Thomas Nelson was the only Democrat to defeat an incumbent Republican. Nelson's victory is attributed to his ravenous work ethic, visiting 20,000 homes in the fifth district, and standing firm against the visceral and polemical harangues issued by the Republican Party of Wisconsin. Nelson was easily reelected in 2006 and 2008, garnering sixty percent of the vote in each election. Thomas Nelson's victory in 2004 was stunning not only because he defeated an incumbent Democrat, but also because the fifth assembly district, encompassing much of rural Outagamie County, is considered to be one of the most conservative districts in the state. In fact, the district is so

heavily Republican that the Democratic Party was unsuccessful in fielding a candidate to replace Nelson. Since his election in 2004, Nelson has gained a reputation as a policy wonk, and a staunch advocate of the Doyle agenda. As a result, the Democratic caucus elected the taciturn Nelson to the position of Majority Leader, in 2009. In the auspices of Thomas Nelson, the Wisconsin State Assembly, in 2009, implemented a statewide smoking ban, repealed the Qualified Economic Offer, and passed tuition increases for the UW System. Thomas Nelson became the youngest legislator in Wisconsin history ever elected to the position of Majority Leader, he was 33 years old.

Thomas Nelson graduated first in his class at Little Chute High School, and graduated with high honors from Carleton College in Northfield, Minnesota, and Princeton University, where he received his Masters Degree in Public Administration. Thomas Nelson is an active member of Christ the King Lutheran Church, in Combined Locks, Wisconsin, the Nichols historical society, the Seymour historical society, and, the Democratic Party of Wisconsin. Nelson's Fox River Valley background poses a significant advantage for the Democrats in the 2010 general election. Nelson, despite being a liberal Democrat, was revered by many in the conservative fifth assembly district, due to his penchant for senior citizen issues, and his willingness to author important pieces of legislation. The Republican Party, conversely, has nominated two candidates from the suburban Milwaukee area, both of whom lack experience when it comes to dealing with senior citizen and agricultural issues. Nelson's two greatest advantages in this campaign are his relative youth; 33 years of age, and his Fox River Valley background. With just two months left before the general election, expect Thomas Nelson to canvass the state selling his and Tom Barrett's platform for more government, job creation, and higher taxes. The Democratic Party is going to rely heavily on Nelson's oratorical abilities, and youthful vigor to sell their message to Wisconsinites.

For more information on Nelson and his candidacy, visit his website:

<http://www.tomnelsonforwi.com/>



Scott Walker, Milwaukee County Executive.

Hometown: Milwaukee, WI.

Family: Wife and Two Children.

Education: Attended Marquette University, but did not graduate.

Political Experience: Wisconsin State Assembly, 14th district, 1993-2002, Milwaukee County Executive, 2002-present, Candidate for Governor, 2006, dropped out of race in order to give Rep. Mark Green full party support.

Platform Issues:

- Cut taxes;
- Implement fiscal policies that encourage job growth and investment;
- Implement GAAP (General Accepted Accounting Principles), to balance the state budget;
- End the process of using segregated funds for projects other than their intended purpose;
- Promote school choice by creating more charter schools and virtual schools; and
- Promote consumer choice in health care. Scott is pro-life, pro second amendment, and opposes same sex marriage.

Scott Walker is the frontrunner in the 2010 Wisconsin gubernatorial debate. He has been campaigning consistently for Governor since he dropped out of the 2006 Republican Primary. Scott Walker served Wisconsin's 14th District in the State Assembly from 1992-2003 and has been Milwaukee County Executive since 2003. During his tenure in the State Legislature, Walker was the Chairman of the Committee on Corrections and the Courts and served on the Health Committee, the Census and Redistricting Committee, the Committee of Financial Institutions, and lastly, the Committee on Housing.

Walker was one of the most effective policymakers in the state during his nine years in the assembly. Walker's career in the State Legislature is most remembered for his authorship of the state's Truth In Sentencing Act, which abolished early release from prison on parole. Walker's strong anti-crime position was praised by many in the state, earning him high marks with Wisconsin law enforcement agencies. In 2002, Walker won a special election for Milwaukee County Executive, by defeating James Ryan 55% to 45%. Two years later, Walker won the seat outright when he defeated David Reimer, 57% to 43%. Walker's first term as County Executive was focused on cutting waste in Milwaukee County, cutting taxes, and reducing crime. Milwaukee County, under Walker's leadership balanced its budget, cut property taxes, reduced crime, and was envied by other counties across the nation. All of this success allowed Walker to coast to an easy reelection victory over popular State Senate Lena Taylor (D-Milwaukee). Walker announced in 2008 that he was running for Governor of Wisconsin in 2010, an office he had essentially been campaigning for since 2006.

As aforementioned, Walker ran for Governor in 2006 but dropped out of the race when he was unable to gain much traction in the G.O.P primary against popular Congressman Mark Green. Walker dropped out of the gubernatorial race in 2006 to ensure that the Republican Party put its full backing behind Mark Green. Since Mr. Walker's announcement, he has been canvassing the state, spreading his message and raising copious amounts of money. Walker is considered "the chosen one" by many within the state Republican Party. A vast majority of the state's county Republican chapters have already endorsed Walker, and the Wisconsin Federation of College Republicans is also strongly behind Walker, except for a select few who support Neumann.

Walker was able to raise \$1.1 million in the first six months of 2009, an impressive feat for any candidate. Unlike Neumann, Walker is a career politician who brings little private sector experience and does not have experience in creating jobs. Walker is the frontrunner in the 2010 Wisconsin gubernatorial election. Many national pundits have already predicted that Walker will defeat Tom Barrett in the 2010 election by a significant margin. Walker has one thing going for him that no other Republican candidate has had in years; he is from Milwaukee County. Walker will be able to take votes away from Barrett in this hypercritical county, which could easily propel Walker to victory in 2010. As aforementioned, Scott Walker soundly defeated both Mark Neumann and Scott Paterick, in the 2010 Wisconsin gubernatorial primary. Scott Walker, in this much anticipated race, garnered a whopping fifty-eight percent of the vote, compared to just thirty-eight and two percent for Neumann and Paterick, respectively.

For more information about Walker and his campaign, visit his website:

<http://www.scottwalker.org/>

Rebecca Kleefisch, former television news anchor



Hometown: Oconomowoc, Wisconsin.

Family: Husband, State Representative Joel Kleefisch (R-38th district), and two daughters.

Education: B.A. in Journalism from the University of Wisconsin-Madison.

Political Experience: None.

Platform Issues:

- Reduce the state's business and corporate tax rates in order to ensure that businesses remain in Wisconsin. Furthermore, Kleefisch is a staunch advocate of increased funding for entrepreneurs and small businesses.
- When it comes to fiscal policy, Rebecca is a fervent supporter of across-the-board tax and spending cuts. Rebecca, if elected, is committed to working with the governor and the state

legislature to balance the state budget. In addition, Kleefisch, much like Scott Walker, would fight ravenously for the passage of a balanced budget amendment.

- Rebecca has penned a comprehensive plan for education reform, which includes: Merit pay for teachers, expanded school choice, the reimplementing of the Qualified Economic Offer, and breaking up the Milwaukee School District into several smaller districts.

Rebecca Kleefisch, the little known political outsider, and Tea Party favorite, shocked the political establishment, by soundly defeating several more experienced candidates, including the G.O.P endorsed candidate, Superior Mayor, Dave Ross, in the Republican Lt. Governor primary. Kleefisch's victory is attributed to her support from the Tea Party, her youth; 34 years old, and most importantly, her outsider status. Each of Kleefisch's opponents; Brett Davis, Dave Ross, Robert Gerald Lorge, and Nick Vogegeli had held political office prior to their run for Lt. Governor. The electorates disdain for politics-as-usual, and establishment candidates played a major role in Kleefisch's victory in the Republican primary. Upon graduating from the University of Wisconsin-Madison in 1997, Mrs. Kleefisch served as an intern at WISN television in Milwaukee. As a result of that internship, Kleefisch was hired as a television news anchor in Rockford, Illinois, and in 1999, she landed a job as a network anchor, with WISN. During her tenure at WISN, 1999-2003, Kleefisch is best remembered for reporting on stories pertaining mainly to politics and business. In 2003, after the birth of her first child, Ella, Kleefisch left WISN news, to become a stay-at-home mother. After the birth of her second daughter, Violet, Kleefisch began a career as a marketing, public relations, and media contractor. Despite lacking political experience, Kleefisch is married to Scott Kleefisch, one of the most highly respected members of the Wisconsin State Legislature. Kleefisch, upon announcing her bid for Lt. Governor, became a favorite of the Tea Party Patriots, due to her support for a balanced budget, tax cuts, the second amendment, traditional marriage, and her opposition to abortion.

Rebecca Kleefisch poses several advantages for the Republican Party in the 2010 general election. First, unlike any of the other candidates, Walker, Barrett, and Nelson, Kleefisch lacks any prior political experience. Kleefisch's outsider status bodes well for the Republican Party in this largely anti-incumbent political climate. Second, Kleefisch is youthful, attractive, a superb orator, and possesses an effervescent and jovial personality. Lastly, Kleefisch is a household name in the WISN viewing area, which includes the entirety of Wisconsin's southeastern border, the hotbed of liberalism. Many within the Republican Party and conservative moving were supporting Brett Davis and Dave Ross, due to the fact that they do not reside in the Milwaukee area. With the election of Rebecca Kleefisch, the Republican Party has two Milwaukee area candidates on their ticket. As aforementioned, the election of Thomas Nelson on the Democratic ticket, poses an enormous advantage in Northeastern Wisconsin, a must win demographic for both parties. Being that the Republican Party lacks a candidate from northern Wisconsin it is imperative that they spend copious time and money in that part of the state. Both Kleefisch and Nelson were superb choices by their respective parties. In the waning months before the election, it is expected that Kleefisch will play the same role as her Democratic Party counterpart, Thomas Nelson; party spokesman. Gubernatorial candidates often leave it to their running mate to travel the state and stump for their respective party and agenda. Both Kleefisch and Nelson are well suited for this arduous task.

For more information on Rebecca and her campaign, visit her website:

<http://www.rebeccaforreal.com/>



James James, Salesman and former construction company owner.

Hometown: Spring Green, WI.

Family: Wife and four children.

Education: BA Marketing, UW-Whitewater.

Political Experience: None.

Platform Issues:

- No new legislation or spending until the state's budget is balanced,
- Eliminate pet projects and pork barrel spending.



In December of 2009, James James, of Markesan, Wisconsin announced his candidacy for Governor of Wisconsin. James has served as a salesman for a Madison telecommunications company for the past eight years, and is the former owner/operator of a construction company. James wants to see Wisconsin return to its “common sense” principles and will fight to ensure that bipartisanship becomes a reality. The only issue that James is running on is fiscal responsibility. On his website, he argues that he will not propose any new legislation or spend any money until Wisconsin has a budget surplus. James, like most independent candidates does not have the resources of the major party candidates, thus hampering his ability to sell his message to the voters of Wisconsin.

For more on James's campaign, visit his website:

<http://www.jamesjamesforgovernor.com/index.php>

James Dean Langer, former Germantown Village Board Member.



Hometown: Germantown, WI.

Family: Married

Education: NA

Political Experience: Germantown Village Board

Platform Issues:

- Working with welfare recipients to wane them off of the welfare system entirely.
- Work with health care providers to develop a program that provides healthcare to those currently lacking insurance.
- Langer, if elected, would travel the state with the State Superintendent of Public Instruction, Tony Evers, to assess the needs and wants of each school district. Comprehensive education reform is one of

James Dean Langer's top priorities, if elected governor.

James Dean Langer was a late entry into the Wisconsin gubernatorial race, but has been traveling the state vigorously. Langer has been working vociferously in the last few months, to collect the 2,500 signatures needed to be placed on the ballot for November's general election. Since the onset of his campaign, Langer has made small towns and rural communities the focal point of his campaign. Very little is known about Langer, being that his website fails to provide any biographical information. The seminal issue in the campaign for James Langer is education reform. As noted, Langer, if elected, would travel the state with the Superintendent of Public Instruction, to assess the wants and needs of each school district. No other candidate currently in the race has committed to such an endeavor. Langer lacks the organizational structure, staff and financial resources required to be a successful and viable candidate for governor.

For more on Langer's campaign, visit his website:

<http://www.jimlangerforgovernor.com/>

Gubernatorial Polls:

Public Policy Polling, located in Raleigh, North Carolina, recently conducted polls pertaining to the Wisconsin gubernatorial election. The results of the head-to-head polls will be listed here, whereas, the rest of the information can be found at the organization's website. In this poll, voters were given the choice of three combinations; Barrett vs. Tommy Thompson, Barrett vs. Neumann, and Barrett vs. Walker. Against Tommy Thompson, Barrett had a lead; 46% to 41%. Against Neumann, Barrett had a very small lead; 41% to 49% with a small percentage of those surveyed telling pollsters that they are still undecided. The 20% of undecided voters at this point are leaning towards Scott Walker's campaign. Many of these voters are independents who lean Republican, but may have voted for Obama in 2008, because they felt that he had a better plan for economic growth. In a race between Barrett and Walker, the election is tied 40% to 40%. In order to understand these numbers in greater detail, it is important to look at other statistics and factors.

First off, the independent voters are the reason why the race between Walker and Barrett is tied. Currently, according to the PPR poll, Walker leads Barrett among independent voters 43% to 28%. This poll surveyed a very small percentage of Wisconsin voters: 767. The margin of error for this poll is +/-3.5%. The other important factor to look at when interpreting these numbers is favourability with voters. For Tom Barrett, his favourability rating was 31%, unfavorability was 21%, and 48% were unsure. For Neumann, his favourability rating is 16%, his unfavorability rating is 27%, and 57% were unsure. For Walker, his favourability rating was 30%, his unfavorability was 25%, and 44% were unsure.

For more polling information on the Wisconsin gubernatorial election visit their website:

http://www.publicpolicypolling.com/pdf/PPP_Release_WI_1127.pdf

January 26, 2010, Rasmussen Poll.

On January 26, 2010, Rasmussen Polling Company released its newest poll on the Wisconsin gubernatorial election. In that poll, Scott Walker led Tom Barrett 48% to 38%, with 12% of the voter's undecided and 2% supporting another candidate. Moreover, former Congressman Mark Neumann also finds himself ahead of Barrett, but by a much narrower margin; 42% to 38%. In the race between Barrett and Neumann, 13% of voters are undecided, and 7% support another candidate. Both Neumann and Walker lead by a wide margin among non-affiliated/independent voters. Barrett's inability to gain traction with this important voting demographic could ultimately lead to his demise in November. Barrett has a favourability rating of 19%, and an unfavorability rating of 17%. In contrast, Mark Neumann's favourability rating is 11%, and his unfavorability rating is 10%. Scott Walker has the highest favourability rating; 29%. Walker's

high favorability rating is due largely to the fact that he has been campaigning for governor since 2006, when he dropped out of the G.O.P primary. Neumann and Barrett are relatively unknown by much of the electorate, whereas Scott Walker is becoming a household name. Since 2002, Barrett has been Mayor of Milwaukee, and Neumann has been out of politics since 1999. It appears from these two polls that Wisconsin's next governor is going to be a Republican. Things can change drastically however in the next ten months. It is too early to tell what the outcome of the election is going to be, but if the polls are any indication, it is going to be a bad year for state Democrats.

For more information on the Wisconsin gubernatorial election, visit the Rasmussen website:

http://www.rasmussenreports.com/public_content/politics/elections2/election_2010/election_2010_governor_elections/wisconsin/election_2010_wisconsin_governor

February 23, 2010 Rasmussen Poll.

On February 23, 2010, Rasmussen Polling Company released its most recent poll on the 2010 Wisconsin gubernatorial race. The differences between the January and February polls are minimal, but some of the numbers did change. The one thing that did not change is the predicted outcome. In both polls, the Republican candidates; Walker and Neumann were defeating Tom Barrett. Neumann's lead over Barrett was lower in the February poll than it was in much. In fact, Rasmussen notes that Neumann only leads Barrett 44% to 42%. Last month, Neumann was defeating Barrett 42% to 38%. What explains this change? First off, Neumann's campaign has not been as active in February as it was in January. Second, Barrett's name recognition and favorability ratings are continuing to increase as he begins campaigning. Third, many Republicans see Scott Walker as the front runner, thus are hesitant to support Neumann's campaign.

In the race between Walker and Barrett, the percentages remain almost identical as last month. In the most recent poll, Walker leads Barrett, 49% to 40%. Last month, Walker posted a 48% to 38% lead. As the reader can see Walker's lead only decreased by one point. Walker has raised copious amounts of money the last two months, thus increasing his name recognition and stature. The February Rasmussen poll, much like the January poll, indicates that Scott Walker is clearly the front runner in the 2010 Wisconsin gubernatorial election. Ten percent of voters are still unsure of whom they are going to vote for.

The favorability ratings of each of the three major candidates; Barrett, Neumann and Walker have remained constant over the past month. Tom Barrett is viewed favorably by 22% of Wisconsinites, and is viewed unfavorably by 18%. In contrast, Scott Walker is viewed favorably by 32% of Wisconsin voters, and unfavorably by just 14%. Lastly, Mark Neumann's

favorability rating is at a meager 18%, and his unfavorability rating is at 14%. Moreover, Governor Jim Doyle's approval rating increased slightly since the previous poll was conducted. As of February 23, 2010, Governor Doyle's approval rating was an abysmal 40%, a four percent increase from January.

The February 23, 2010 Rasmussen poll had a very small sample size; 500 likely voters. Likely voters and registered voters are very different. Likely voters have a greater tendency not to actually vote on Election Day, thus making them a bad choice for phone surveys. The best people to survey are those who are registered to vote. As a result of their decision to survey only likely voters, the results may not accurately reflect the outcome of the election in November of 2010. The margin of error for the February 2010 Rasmussen poll is much higher than the two previous polls; +/- 4.5%. This relatively high margin of error could also change the outcome of the election in November 2010. If political scientists learned anything from the 2004 presidential election, it was that pre election and exit polls should not be accepted as political gospel. If you recall, in 2004, most pre election and exit polls were predicting a landslide victory for Senator John Kerry. Both sets of polls were grossly inaccurate, as George W. Bush narrowly defeated Senator Kerry.

The general election is nine months away, and anything can happen between now and then. These polls should not be taken as gospel truth. In fact, the high margin of error, coupled with the fact that Rasmussen polled likely, not registered voters forces political scientists to question the validity of the poll. One thing we can say is that if the election were held today, it appears as though Scott Walker would win the gubernatorial election. Stay tuned for more polls as they become available.

For more information on the Wisconsin gubernatorial election, visit the Rasmussen website:

http://www.rasmussenreports.com/public_content/politics/elections2/election_2010/election_2010_governor_elections/wisconsin/election_2010_wisconsin_governor

March 12, 2010, Wisconsin Policy Research Institute Poll.

The Wisconsin Policy Research Institute, a non-profit, non-partisan think tank located in Hartland, has released its latest Wisconsin gubernatorial poll. The poll finds that roughly one third of Wisconsinites are still undecided in the 2010 Wisconsin gubernatorial race. However, in head to head matchups Walker leads Neumann in the Republican Primary by 19 points; 46% to 27%. Moreover, in a head to head matchup between Walker and Democratic frontrunner Tom Barrett, Walker leads 36% to 32%. The head to head matchup between Neumann and Barrett is tied at 34% a piece. The Wisconsin Policy Research Institute attributes Scott Walker's success

in the G.O.P primarily to his success in the Milwaukee media market. Neumann currently has supremacy over the state television and radio markets, due to his willingness to spend copious amounts of money on advertising. When it comes to the total number of commercials, both radio and television, Walker is at an enormous disadvantage state wide. Neumann's supremacy of the airwaves is attributed to the large personal wealth he amassed in the private sector. He has said that he will spend a great deal of his personal wealth to win the Republican Primary and the 2010 gubernatorial race. Walker leads Neumann 60% to 19% in the Milwaukee media market, but the two are split at 50% in the state wide market. The battle between Walker and Neumann is shaping up to be one of the most interesting and most highly watched gubernatorial primaries in state history. With eight months to go before the election, anything is possible. If the election were held today, Scott Walker would be elected as the next governor of Wisconsin.

The Wisconsin Policy Research Institute poll was conducted by phone with live interviewers from March 7-9, 2010. 600 likely voters were randomly selected for this poll, making it highly unreliable. As we stated in the February poll, likely voters are always a sketchy group to interview, because they are less likely to vote than registered voters. Had they surveyed registered voters this poll would have greater legitimacy, and would provide a better indication of the actual outcome in November's election. This poll has a margin of error of +/- 4%. Pax Americana Institute will keep you posted as more gubernatorial polls are released. We hope that you make PAI your main source for Wisconsin gubernatorial election coverage.

For More information on this poll, visit the Wisconsin Policy Research Institute's website:
<http://www.wpri.org/polls/March2010/March2010Poll.html>

March 29, 2010 Wisconsin Policy Research Institute Poll.

The March 29, 2010 Wisconsin Policy Research Institute poll reveals that over the past month voters have drastically altered their opinions of the leading candidates from both parties. In the March 12, 2010 poll, Scott Walker led Tom Barrett by a slim four point margin, and Mark Neumann and Tom Barrett were tied at 34%. In the past month, the tide has begun to slowly but surely shift in Mark Neumann's direction. Neumann's recent surge can be attributed to his supremacy of the state airwaves. Neumann has run four television commercials to Walker's one, thus giving him greater name recognition. Neumann's willingness to spend some of his personal fortune has also greatly impacted his recent success. Personal wealth has been one of the major pitfalls hampering Scott Walker's campaign. Moreover, Mark Neumann has spent millions of dollars of his own money to fund his campaign and to pay for media advertisements. As a result, Neumann has spent less time soliciting monetary donations or support from county party chapters. The March 29, 2010 poll reveals a surge in popularity for both Walker and Neumann. The poll notes that 57% of those surveyed have a favorable opinion of Scott Walker, whereas 53% have a favorable opinion of Mark Neumann, This is a significant jump for Neumann, who

earlier in the campaign had the lowest favourability rating of the three major candidates; Walker, Barrett and Neumann. Moreover, among Independents Neumann leads Barrett by 17% whereas Walker only leads Barrett by 12%. Independent voters will remain the focal point for the Republican Party in the 2010 gubernatorial election. Independent support for the Republican Party is evidenced by the victories of Scott Brown in Massachusetts, Chris Christie in New Jersey and Bob McDonnell in Virginia. As aforementioned, Independents will be the focal point in the 2010 gubernatorial election. The party with the highest percentage of independent votes will be victorious in November.

The previous Wisconsin Policy Research polls provided more information than the March 29, 2010 poll. This poll does not examine Barrett's approval rating, it does not provide support among the electorate as a whole, and most importantly, it fails to provide the margin of error or the total number of citizens surveyed. The failure to examine Mayor Barrett's approval rating shows that the poll is concerned only with the Republican Party and Independent voters. Thus, the poll fails to paint an accurate picture of the electorate as a whole. Second, the poll fails to provide any statistics on the head to head matchups between Barrett and Walker, or Barrett and Neumann. The poll only examines the percentages of support among independents, not the electorate as a whole. The decision to include only independents in this poll is problematic because it fails to paint an accurate picture of the electorate as a whole. Lastly, by not having a margin of error listed, the poll is viewed as illegitimate and lacking credibility. Not only does the poll fail to list the margin of error, they also fail to list the sample size and the demographic of those surveyed. While this poll provides a good indication of how independents are going to vote in the 2010 gubernatorial election, it neglects much of the electorate. If one wants to predict the outcome of the 2010 Wisconsin gubernatorial election, this is not the best poll to examine.

Website information is unavailable at this time.

April 23, 2010, Rasmussen Research Poll.

The April 23rd Rasmussen poll indicates that in a race against Tom Barrett, either Mark Neumann or Scott Walker would receive 46% of the vote. In last month's poll, Neumann's percentage of the vote against Barrett was just 39%. Moreover, Scott Walker's margin over Tom Barrett has dropped from 10 percent in January, to two percent in the most recent poll. Walker's decline has been attributed to his unwillingness to court non-Republican voters, his failure to fill the airwaves with television commercials, and his belief that he already has the Republican nomination wrapped up.

Rasmussen reports that Neumann's recent surge in the polls can be attributed to three factors. First, Neumann has increased his name recognition with Republican voters. This can be attributed to his series of "Mark on Main Street" visits, which differ significantly in style from the Lincoln Day dinners or county party caucuses that Walker has recently attended. Rasmussen

reports that among Republicans, Neumann defeats Tom Barrett by 88%. Conversely, Scott Walker is defeating Tom Barrett among Republican voters by 81%.

Second, Neumann's favorable image with conservatives and Republicans is improving rapidly. Very recently, Neumann's favorability rating among conservatives was in the low twenty percentile range. Currently, Neumann's favorability among conservatives and Republicans is roughly 50%. In fact, Rasmussen finds that the favorability ratings for Walker and Neumann among conservatives and Republicans are identical. Walker's favorability ratings have remained rather constant in the past four months, but Neumann's have increased significantly. Neumann's surge in popularity can be attributed to his travels around the state and his willingness to discuss his positions on critical policy issues.

Third, Mark Neumann has seen a significant increase in support from those 65 years of age and older. While Scott Walker is working to court the typically unreliable demographic—college students—Neumann is reaching out to senior citizens. Though Walker's youth-based strategy has helped him in raising copious amounts of money in increments of \$20 and below, and though the Walker campaign's successful social networking strategy has resonated well with many young voters, Neumann has relied more heavily on interpersonal communication with senior citizens, business owners, and independents. Neumann now carries a 9% lead over Mr. Walker with those 65 years of age and older.

As all of these statistics show, the 2010 Republican gubernatorial primary is going to be much closer than many political analysts initially predicted. Many predict that next month, at the RPW (Republican Party of Wisconsin) state convention in Walker's hometown of Milwaukee, the party will officially endorse Scott Walker. If the party does officially endorse Walker, Neumann might drop out of the GOP primary. But, much to the chagrin of many Walker supporters and Republican leaders, Neumann arguably has more support from Republican voters than Scott Walker does.

Like any poll, the April 23rd Rasmussen poll should not be considered gospel truth. Small sample sizes, coupled with the survey methods, often make polls highly inaccurate. In order to conduct this poll, Rasmussen surveyed 500 likely Wisconsin voters. This small sample size forces us to question the accuracy and legitimacy of the poll. In order for a survey to be deemed an accurate representation of voter behavior, the sample size should be roughly 1,500. Moreover, in this poll, Rasmussen does not indicate the age, gender, income or political party affiliation of those surveyed. Having access to this information allows political scientists to more accurately predict the outcome of the election. A second potential flaw of this poll is its margin of error of 4.5%. The low sample size, coupled with a correspondingly high margin of error, makes this poll slightly less accurate than others that were released earlier this year. If this poll is accurate, it is likely that the next governor of Wisconsin will be a Republican—perhaps Mark Neumann. The only thing that is certain, though, is that it is far too early to tell who the next governor of the Badger state is going to be.

May 27, 2010, Rasmussen Research Poll.

On May 27, 2010, Rasmussen released their latest poll on the 2010 Wisconsin gubernatorial race. Rasmussen released the poll just five days after the conclusion 2010 Republican Party of Wisconsin state convention. The convention was a huge success for the Scott Walker campaign, as he received the endorsement of the state party, by a resounding margin; 91%, to just 9% for this opponent Mark Neumann. Prior to the convention however, Mark Neumann announced that he would decline the party's nomination. Neumann argued that solving Wisconsin's myriad of problems, and serving the people is more important than his party's endorsement for governor. Moreover, Neumann realized that his chances of receiving the party's nomination was minimal at best, as the vast majority of party leaders, and county party chairman are staunch supporters of Scott Walker's campaign. After scrupulously examining the May 27, 2010 Rasmussen poll, it appears that Scott Walker received a small post convention boost.

In last month's Rasmussen poll, Walker had just a two percentage point lead over his Democratic opponent; Tom Barrett. This month however, following the Republican state convention and his party's endorsement, Walker leads Barrett by seven points; 48% to 41%. Political analysts conclude that Walker's slight increase is a result of his party's endorsement, not his policy position, nor voter outreach. Conversely, Mark Neumann is defeating Tom Barrett in a head to head matchup by a meager two points; 44% to 42%, with 8% percent undecided. It appears, from the aforementioned data, that Neumann also received a slight jump following the Republican Convention. In last month's Rasmussen poll, Neumann and Barrett, in a head-to-head matchup were tied at 46% respectively. This author contends that Neumann's increased support is a direct result of his campaign style, which relies heavily on reaching out to independents, undecided voters, and disenfranchised Democrats. Also, as mentioned, the Republican convention had a slight impact on Neumann's recent poll numbers, but his post-convention bounce was not as significant as that of his G.O.P challenger, Scott Walker. Rumor has it that if Mark Neumann loses to Scott Walker in the primary election, on September 14, 2010, that he will run as an independent conservative. This rumor has not yet been confirmed by the Neumann campaign, and is pure speculation at this point. If Neumann were to run as an independent or an Independent Conservative, it is likely that Barrett would become the next Governor of Wisconsin. Tom Barrett has one major advantage in this race; he does not have a formidable primary opponent. As a result, the vast majority of the money raised will go to his campaign, not that of another Democrat. In contrast, on the Republican side, donations have been split between Walker and Neumann, thus creating a lack of unanimity and fraction among members of the electorate. With the Democratic Party's state convention rapidly approaching (June 11-13), it will be interesting to see if Barrett also receives a post-convention bounce, when the June Rasmussen poll is released. It is expected that Barrett's polling numbers will increase after the convention, but it is highly unlikely that he will come out of the convention as the front runner in this race. It appears that the only way Scott Walker can lose the election is if Mark Neumann runs as an independent, and the chances of that happening are slim to none.

This poll, much like the one conducted on April 23, 2010 had a very small sample size; 500 likely voters. As noted in our analysis of the April 23, 2010 poll, in order for a poll to be considered accurate it must survey at least 1,500 likely or registered voters. Moreover, polls that survey registered voters are often more accurate than those that rely solely on likely voters.

Rasmussen, in each of the polls conducted on the Wisconsin gubernatorial election, since January 2010, has relied extensively on likely voters, not registered voters. Another fallacy of all of the Rasmussen polls released thus far is that they do not provide a breakdown of the age group, gender, income status, or party affiliation of those surveyed. Rasmussen's heavy reliance on landline phone surveys tells us that the vast majority of those who responded were either senior citizens, who are less likely to own or use cell phones, or females, as polling data shows that they are more likely to answer their home phone and respond to election polls, than their husbands. Had Rasmussen relied on cell phones, not landline phones, the results probably would have been much different. Those who respond to cell phone polls tend to be members of the millennial generation, a more liberal voting bloc, and those who do not own a landline phone, also a demographic that tends to be more liberal than conservative in their voting patterns. Conversely, senior citizens, who rely more heavily on landline phones, as aforementioned, tend to vote Republican more frequently than millennials or those of a lower socioeconomic status. Lastly, the May 27, 2010 Rasmussen poll, much like the other polls they have released on the Wisconsin gubernatorial race, has a relatively high margin of error; +/-4.5%. In order for a poll to be considered accurate, it should have a margin of error of +/-3-3.5%. The diminutive sample size, coupled with a high margin of error makes the May 27, 2010 slightly less accurate than others that were released earlier this year. The Wisconsin gubernatorial race is far from over. With six months until the general election, anything can happen. PAI will keep you informed as new polls are released.

For more information on the Wisconsin gubernatorial election, visit the Rasmussen website:

http://www.rasmussenreports.com/public_content/politics/elections/election_2010/election_2010_governor_elections/wisconsin/election_2010_wisconsin_governor

June 23, 2010 Rasmussen Poll

On June 23, 2010, one week following the conclusion of the Democratic state convention, Rasmussen polling released its latest poll on the Wisconsin gubernatorial election. Milwaukee Mayor Tom Barrett, the front runner in the Democratic primary, unlike his Republican challengers, did not receive a post-convention bounce. In fact, both Scott Walker and Mark Neumann increased their leads over Mayor Barrett in this month's poll. Tom Barrett's campaign anticipated a drastic amplification in its polling numbers following the convention, due to the fact that Barrett lacks a formidable challenger, and statewide Democrats are strongly backing his bid for the state's highest office.

After vigilantly and scrupulously examining the intricacies of the June 23, 2010, poll, this author contends that the "Doyle factor" is finally in effect. With Jim Doyle's reign as governor nearing its closing stages, Wisconsinites are becoming more chagrined with his administration and the state Democratic Party. As a result, Tom Barrett has witnessed a decline in his polling numbers in the last two months. Furthermore, Republicans Scott Walker and Mark Neumann both of whom have made job creation, limited government and tax cuts the focal point of the campaign, have seen an exponential increase in their polling numbers since March 2010. Despite a

precipitous downturn in Barrett's polling numbers, his campaign asserts that there is still hope for victory, as the G.O.P electorate is divided. Rather than spending their copious financial resources in the general election, Mark Neumann and Scott Walker are using this money to viscerally attack one another in what is shaping up to be one of the most highly anticipated and ruthless political primaries in state history. Many of Wisconsin's leading political analysts and pundits contend that Barrett is in better shape than both Walker and Neumann because he will enter the general election unscathed. No matter who wins, Walker or Neumann, the November 2, 2010, general election will be one for the ages. If this month's Rasmussen poll is any indication of the outcome of the general election, a Republican will win the general election by a very small margin. This author concludes, after examining this poll as well as the April and May polls, that the Republican candidate will win by a margin of 3-5%, (+/-2% margin of error).

The June 2010 Rasmussen poll, as aforementioned, shows both Mark Neumann and Scott Walker defeating Tom Barret in November's general election. Walker, the candidate endorsed by the G.O.P at its convention last month, has increased his lead over Tom Barrett by one point, now 49% to 41%. In last month's poll, as noted, Walker was defeating Barrett 48% to 41%. As the reader can see, Barrett's percentage of the vote is identical to last month's total, which indicates that he did not receive a post-convention bounce.

Conversely, Mark Neumann, the "underdog" in the gubernatorial race has seen the most significant increase in his polling numbers in the past several months. In the March 2010 Rasmussen poll, Neumann was defeating Barrett by a meager 2 points; 44% to 42%, with a 4.5% margin of error. Furthermore, in April 2010, Rasmussen and the Wisconsin Policy Research Institute both concluded that Neumann and Barrett were statistically tied in a head-to-head-matchup, 46% to 46%, with a 4.5% margin of error in both polls. The June 2010 Rasmussen poll shows Mark Neumann leading Tom Barrett by 8 points in the most recent Rasmussen poll, 47% to 39%. This is Neumann's widest margin of victory thus far. As the reader can see, Walker and Neumann are both defeating Barrett by eight percentage points. Neumann's increased polling numbers does not bode well for Walker supporters, as it shows that the two of them are essentially tied in a head-to-head matchup in the G.O.P primary. Neumann has slowly, but surely whittled his way back into this race, and appears poised to make the Republican primary much closer than most analysts had predicted. In both races, Walker vs. Barrett, and Neumann vs. Barrett, seven percent of voters are undecided, and three percent support another candidate. The June Rasmussen poll shows that the Republican Primary and the general election will be decided by a very small percentage of the vote.

This poll, much like those conducted on May 27th and April 23rd, has a very small sample size; 500 likely voters. As noted in our analysis of the previous two month's polls, in order for a poll to be considered accurate it must survey at least 1,500 likely or registered voters. Moreover, polls that survey registered voters are often more accurate than those that rely solely on likely voters. Rasmussen, in each of the polls conducted on the Wisconsin gubernatorial election, since January 2010, has relied extensively on likely, not registered voters. Another fallacy of all of the Rasmussen polls released thus far is that they do not provide a breakdown of the age group, gender, income status, or party affiliation of those surveyed. Rasmussen's heavy reliance on landline phone surveys tells us that the vast majority of those who responded were either senior citizen, a demographic that is less likely to own or use cell phones, or females, as polling data shows that they are more likely to answer their home phone and respond to election polls, than

their husbands. Had Rasmussen relied on cell phones, not landline phones, the results probably would have been much different. Those who respond to cell phone polls tend to be members of the millennial generation, a more liberal voting bloc, and those who do not own a landline phone, also a demographic that tends to be more liberal than conservative in their voting patterns.

Conversely, senior citizens, who rely more heavily on landline phones, as aforementioned, tend to vote Republican more frequently than millennials or those of a lower socioeconomic status. Lastly, the May 27, 2010 Rasmussen poll, much like the other polls they have released on the Wisconsin gubernatorial race, has a relatively high margin of error; +/-4.5%. In order for a poll to be considered accurate, it should have a margin of error of +/-3-3.5%. With a relatively high margin of error, and a low-sample size there is a very good chance that this poll does not adequately represent the outcome of the election, or the views of the electorate. Had the sample size been larger it is likely that the results would have quite different. The Wisconsin gubernatorial race is far from over. With five months until the general election, anything can happen. PAI will keep you informed as new polls are released.

For more information on the Wisconsin gubernatorial election, visit the Rasmussen website:

http://www.rasmussenreports.com/public_content/politics/elections/election_2010/election_2010_governor_elections/wisconsin/election_2010_wisconsin_governor

July 30, 2010 Rasmussen Poll.

On July 30, 2010, Rasmussen Reports, the nation's largest and most lauded polling agency, released its latest Wisconsin gubernatorial poll. The July 2010 poll, much like each of the previous polls, shows strong support for the Republican candidates, especially G.O.P frontrunner, Scott Walker. Scott Walker, the favorite to win the governorship in November's general election, increased his margin of victory this month, by one percent, over Democratic frontrunner, Tom Barrett. Last month, Walker held a comfortable lead over Barret, 49% to 41%. Now, just one month later, Walker's lead remains intact, as he leads Barrett 50% to 43%. Scott Walker is the first and only candidate to have reached the fifty percent plateau, thus far in the Wisconsin gubernatorial race. With fifty percent of voters supporting his candidacy, it is statistically impossible for Scott Walker to lose in the general election. The only obstacle standing in the way of Walker and the governor's mansion is his G.O.P challenger, Mark Neumann. In the past month, Neumann has received panoply of national endorsements, including: The Republican Liberty Caucus, American Right to Life, The Council for Citizens Against Government Waste, Pro-Life America, and the stalwart conservative senator from Oklahoma, Dr. Tom Coburn, M.D. Despite these endorsements, Neumann's margin of victory has diminished significantly in the past month. The June 2010 Rasmussen poll showed Neumann leading Barrett by eight points, 47% to 38%. Mark Neumann, who lead Tom Barrett by eight points last month, currently trails Barrett in a head-to-head matchup, by one point; 45%

to 44%. Neumann's precipitous fall in the polls is a result of Walker's overwhelming fundraising advantage and the support he has received from the Republican Party of Wisconsin. Rasmussen reports that Independents and non-affiliated voters favor both Republican candidates over Barrett, by eight points. This poses a problem for Barrett and the Democrats, who have sought to make Independents the focal point of their campaign. Independents are unreceptive to the tax and spend message espoused by Tom Barrett and the liberal Democrats. For the fourth consecutive month, it appears as though the Republican Party will be victorious in the general election.

The June 23, 2010 Rasmussen Poll, unlike those conducted previously has a larger sample size; 750. As noted in our analysis of the June 23, 2010, a sample size of 500 likely voters hampers the ability of political scientists and policy scholars to accurately predict the outcome of the election. The July 30, 2010 poll, despite having a larger sample size, still lacks legitimacy. If a poll is to be considered an accurate indicator of an electoral outcome the sample size must exceed 1,500. None of the Wisconsin gubernatorial polls conducted by Rasmussen or the Wisconsin Policy Research Institute thus far, has had a sample size of over 750. A small sample size allows pollsters to judge the mood of the electorate, and their feelings on specific candidates, but as aforementioned, it will not accurately predict the outcome of the September 14, 2010 Republican Primary, nor the November 2, 2010 general election. Political Scientists use polls purely to gauge the mood of the electorate, and their views of particular candidates. It is hypercritical to note polls with sample sizes than 1,500 are purely speculative and lack standing and precision. In addition, the July 30, 2010 Rasmussen poll, much like the panoply of polls conducted previously, relies on likely, not registered voters. Likely voters have a much lower participation rate than those who are actually registered to vote prior to Election Day. The author recognizes that some citizens register to vote simply because they consider it their 'patriotic duty' but never intend to vote. This group however, comprises a trivial percentage of the electorate and is often not large enough to influence the electoral outcome. Lastly, the July 30, 2010 Rasmussen poll has a smaller margin of error than each of the previous polls. The margin of error for this poll, while still exorbitant; four percent, is still inferior to previously conducted polls. As aforesaid, an accurate poll has a margin of error of ± 3 percent. A diminutive sample size, coupled with a high margin of error equates to an inaccurate and unreliable poll. This poll is stellar for examining the mood of the electorate and the electorate's views of the individual candidates, but is an inferior indicator of the electoral outcome. As new polls and information on the election become available, PAI will keep you abreast.

For more information on the Wisconsin gubernatorial election, visit the Rasmussen website:

http://www.rasmussenreports.com/public_content/politics/elections/election_2010/election_2010_governor_elections/wisconsin/election_2010_wisconsin_governor

August 27, 2010 Rasmussen Poll.

On August 27, 2010 Rasmussen Reports released its latest poll on the Wisconsin gubernatorial race. This poll indicates that both Republican candidates are still defeating Democratic frontrunner, Tom Barrett, by a rather meager amount. This poll differs than the myriad of others conducted since January of 2010, in that Mark Neumann is the frontrunner. In a head-to-head matchup, Mark Neumann leads Tom Barrett 48% to 44%, with 3% of voters preferring another candidate. Conversely, Scott Walker, the Republican endorsed candidate, and the perennial frontrunner, leads Barrett in a head-to-head matchup, 47% to 44%, with 4% preferring another candidate. As aforesaid, for the first time since polling began in January 2010, Mark Neumann is the frontrunner in this hotly contested and highly anticipated race. Walker's percentage of the vote decreased by three points since last month's poll. The July 30, 2010 Rasmussen poll indicated that Scott Walker became the first candidate to reach the 50% threshold. Walker's decrease in the poll was precipitated by a poor performance in the three G.O.P gubernatorial debates, the electorates chagrin with establishment candidates, and his penchant for vitriolic and polemical attacks against his opponents' character. Conversely, Mark Neumann's release of a book detailing his agenda for Wisconsin economic growth, coupled with his strong performance in the Republican debates, and the endorsement of former Representative, and television pundit, Joe Scarborough, has allowed him to surge past both Walker and Barrett in the general election. As the reader can discern the Wisconsin gubernatorial election is poised to be one of the closest and most highly anticipated elections in 2010. Rasmussen has altered its classification of this race from leans Republican to tossup. Barrett's success in this race stems from the fact that Wisconsin, since 1984, has been a Democratic leaning state, and due to the fact that he lacks a credible primary challenger. For the fifth consecutive month, it appears as though the Republican Party is poised to win back the statehouse in November.

The August 27, 2010 poll, much like the July 30, 2010 had a sample size of 750 likely voters. The August 27, 2010 poll, despite having a larger sample size than polls conducted in previous months, still lacks legitimacy. If a poll is to be considered an accurate indicator of an electoral outcome the sample size must exceed 1,500. None of the Wisconsin gubernatorial polls conducted by Rasmussen or the Wisconsin Policy Research Institute thus far, has had a sample size of over 750. A small sample size allows pollsters to judge the mood of the electorate, and their feelings on specific candidates, but as aforementioned, it will not accurately predict the outcome of the September 14, 2010 Republican Primary, nor the November 2, 2010 general election. Political Scientists use polls purely to gauge the mood of the electorate, and their views of particular candidates. As the reader could see from this poll, voter opinions of the three major candidates has changed dramatically in the past month. The electorates view of candidates often fluctuates, due mainly to specific statements made by candidates, or their performance in debates. It is hypercritical to note polls with sample sizes than 1,500 are purely speculative and lack standing and precision. In addition, the August 27, 2010 Rasmussen poll, much like the panoply of polls conducted previously, relies on likely, not registered voters. Likely voters have

a much lower participation rate than those who are actually registered to vote prior to Election Day. The author recognizes that some citizens register to vote simply because they consider it their ‘patriotic duty’ but never intend to vote. This group however, comprises a trivial percentage of the electorate and is often not large enough to influence the electoral outcome. Lastly, the August 27, 2010 Rasmussen poll has a smaller margin of error than each of the previous polls. The margin of error for this poll, while still exorbitant; four percent, is still inferior to previously conducted polls. As aforesaid, an accurate poll has a margin of error of \pm 4 percent. A diminutive sample size, coupled with a high margin of error equates to an inaccurate and unreliable poll. This poll is excellent for examining the mood of the electorate and the electorate’s views of the individual candidates, but is an inferior indicator of the electoral outcome. As new polls and information on the election become available, PAI will keep you abreast.

General Election Polls:

September 19, 2010, Rasmussen Poll

In the first poll released since the primary election, Rasmussen finds that Republican gubernatorial candidate Scott Walker is defeating his Democratic counterpart, Tom Barrett, by eight points, fifty-one percent to forty-three percent. This is Walker’s largest lead in a head-to-head matchup since polling began last January. Now, with Mark Neumann out of the race, Walker’s percentage of the vote is expected to steadily increase. Despite the hostility between the two campaigns and their supporters, the vast majority of Neumann supporters are likely to support Scott Walker in the general election. In fact, Mark Neumann, in his concession speech urged his supporters to support Scott Walker in his bid to win back the governorship. The September 19, 2010 poll is the first Rasmussen poll to include “leaners.” Leaners, for those unfamiliar with this political vernacular are those who initially indicated no preference for either Scott Walker or Tom Barrett. Recently, however, many of those who were originally “leaners” have changed course, and now support Scott Walker. Rasmussen indicates that even with “leaners” excluded from the poll, Walker still leads Barrett by a comfortable margin, 50% to 43%. In every poll conducted since February 2010, Walker has garnered 46-50% of the vote, and defeated Tom Barrett in a head-to-head matchup. In last month’s poll, Scott Walker was only defeating Tom Barrett by one point, 47% to 46%, with Mark Neumann leading the pack at 48%. As aforementioned, Walker’s increased vote total is a direct result of the primary victory and the support of Mark Neumann supporters. As a result of Scott Walker’s commanding lead, Rasmussen has categorized this race as leans Republican. Since the onset of the campaign, most political pundits and polling firms considered it to be a statistical dead heat, or a toss-up. Now, with two months to go before the general election, it appears as though Scott Walker and Rebecca Kleefisch are poised to coast to an easy victory in the general election.

In addition to examining the head-to-head matchup, Rasmussen also examines the favorability and unfavorability ratings of the two candidates. Rasmussen finds that fifty-two percent of voters view Barrett favorably, whereas, forty-three percent have an unfavorable view of him. Conversely, fifty-eight percent of voters have a favorable opinion of Scott Walker, and just thirty-six percent have an unfavorable opinion of Scott Walker. From a purely numbers standpoint, it appears as though the Walker-Kleefisch ticket will be victorious on November 2, 2010. With that being said, the race is far from over, and in Wisconsin, the nation's preeminent swing state, anything can happen. Expect the general election to be one of, if not the most visceral gubernatorial election in state history. Both campaigns are going to spend copious amounts of money on polemical advertisements solely intended to denigrate the record of the opposition. If both candidates can refrain from negative attacks, their favorability ratings will increase, and voters will no longer loathe politics or political campaign advertisements.

The September 19, 2010 poll, much like those conducted on August 27, 2010, and July 30, 2010, had a paltry sample size; 750 likely voters. The September 19, 2010 poll, despite having a larger sample size than polls conducted in previous months, still lacks legitimacy. If a poll is to be considered an accurate indicator of an electoral outcome the sample size must exceed 1,500. None of the Wisconsin gubernatorial polls conducted by Rasmussen or the Wisconsin Policy Research Institute thus far, has had a sample size of over 750. A small sample size allows pollsters to judge the mood of the electorate, and their feelings on specific candidates, but as aforementioned, it will not accurately predict the outcome of the November 2, 2010, general election. Political Scientists use polls purely to gauge the mood of the electorate, and their views of particular candidates. The electorate's view of candidates often fluctuates, due mainly to specific statements made by candidates, the style of campaign they run, or their performance in debates.

It is hypercritical to reiterate that polls with sample sizes than 1,500 are purely speculative and lack standing and precision. In addition, the September 19, 2010 Rasmussen poll, much like the panoply of polls conducted previously, relies on likely, not registered voters. Likely voters have a much lower participation rate than those who are actually registered to vote prior to Election Day. The author recognizes that some citizens register to vote simply because they consider it their 'patriotic duty' but never intend to vote. This group however, comprises a trivial percentage of the electorate and is often not large enough to influence the electoral outcome. Lastly, the September 19, 2010 Rasmussen poll has a smaller margin of error than each of the previous polls. The margin of error for this poll, while still exorbitant; four percent, is still inferior to previously conducted polls. As aforesaid, an accurate poll has a margin of error of +/- 3 percent. A diminutive sample size, coupled with a high margin of error equates to an inaccurate and unreliable poll. This poll is excellent for examining the mood of the electorate and the electorate's views of the individual candidates, but is an inferior indicator of the electoral outcome. As new polls and information on the election become available, PAI will keep you abreast.

For more information on the Wisconsin gubernatorial election, visit the Rasmussen website:

http://www.rasmussenreports.com/public_content/politics/elections/election_2010/election_2010_governor_elections/wisconsin/election_2010_wisconsin_governor

Sources for 2010 Election Information:

www.paxamerica.org	The Midwest's only comprehensive conservative think tank and the leading source for the 2010 gubernatorial election. Midwestern Conservative Thought for the 21 st Century.
www.madison.com/wsj	The Wisconsin State Journal.
www.wispolitics.com	The leading website on Wisconsin Politics.
www.realclearpolitics.com	One of the nation's leading political website.
www.rasmussen.com	A leading conservative polling group.
www.politics1.com	A good general politics website, but is quite liberal.
www.gallup.com	Gallup is the nation's leading polling agency. Gallup election polls tend to be the most accurate in every election cycle.
www.jsonline.com	The Milwaukee Journal Sentinel is the state's largest and most read newspaper. With two candidates from Milwaukee running for governor, the paper is laden with stories about the election.

If you have additional inquiries, please feel free to reach PAI's policy analysis division at:
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