



PUBLIC OPINION STRATEGIES

Wisconsin Statewide Survey



**500 Likely Voters
March 3-5, 2019**

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#19075

TURNING QUESTIONS INTO ANSWERS



Methodology

Public Opinion Strategies presents the key findings from a statewide survey of 500 likely voters in Wisconsin. The survey was conducted March 3-5, 2019 and has a margin of error of $\pm 4.38\%$.

Gene Ulm was the primary researcher and pollster on the project. Brian O'Bannon was the project director and Michael Lopez provided analytical assistance.

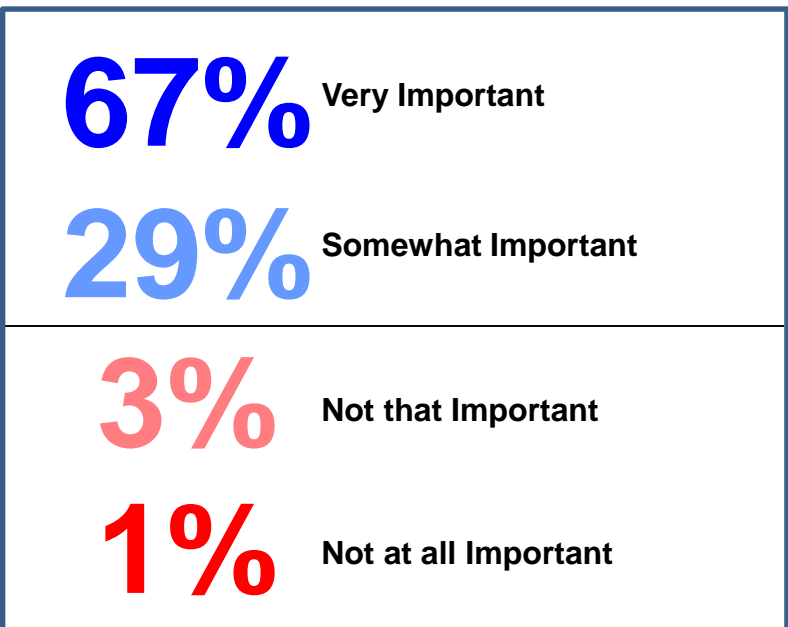


Over nine-in-ten voters think Wisconsin's infrastructure and public transportation are important to economic development and job growth; two-thirds say it's very important.

How important are Wisconsin's roads, bridges, and public transportation to economic development and job growth? Are they...

96% Total Important

4% Total Not Important



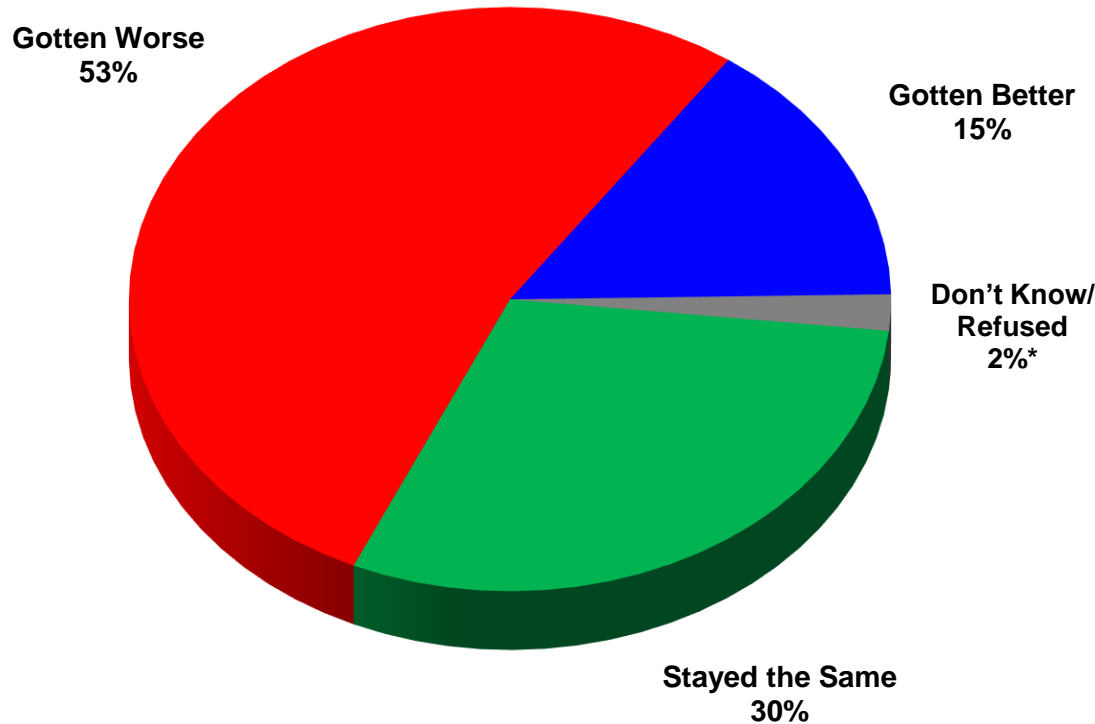
	Total Important	Total Not Important
Milwaukee	95%	4%
Non-Milwaukee DMA*	98%	2%
Madison	97%	2%
Green Bay/Appleton	94%	6%
Wausau/Rhineland	95%	5%
Northern	94%	6%
La Crosse/Eau Claire	100%	-

*Non-Milwaukee DMA is the Milwaukee DMA without Milwaukee County

More voters think Wisconsin's roads have gotten WORSE in the last five years.

And, over the past 5 years, do you believe Wisconsin's roads have...

Gotten Better	15%
Gotten Worse	53%
Stayed the Same	30%



	Gotten Better	Gotten Worse	Stayed the Same
Milwaukee	17%	48%	34%
Non-Milwaukee DMA**	22%	44%	33%
Madison	7%	75%	17%
Green Bay/Appleton	20%	53%	27%
Wausau/Rhineland	14%	46%	40%
Northern	19%	35%	46%
La Crosse/Eau Claire	10%	59%	28%

*Denotes rounding

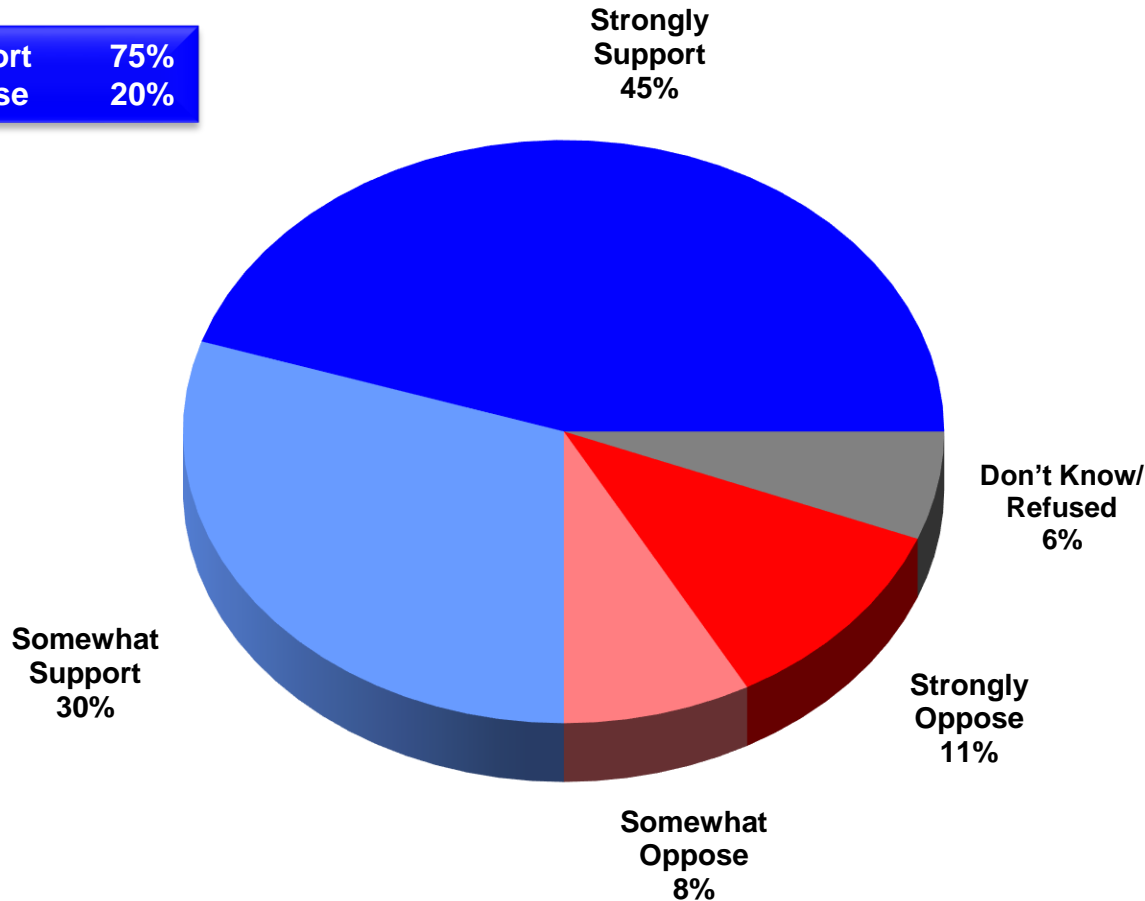
**Non-Milwaukee DMA is the Milwaukee DMA without Milwaukee County

Three-quarters of voters support increasing the state's transportation fund to make local and statewide improvements.

Do you support or oppose increasing the State of Wisconsin transportation fund if the new money was used only to improve local roads, bridges, state highways and reduce commute times, vehicle repair costs, and improve pavement quality statewide?



Total Support 75%
Total Oppose 20%

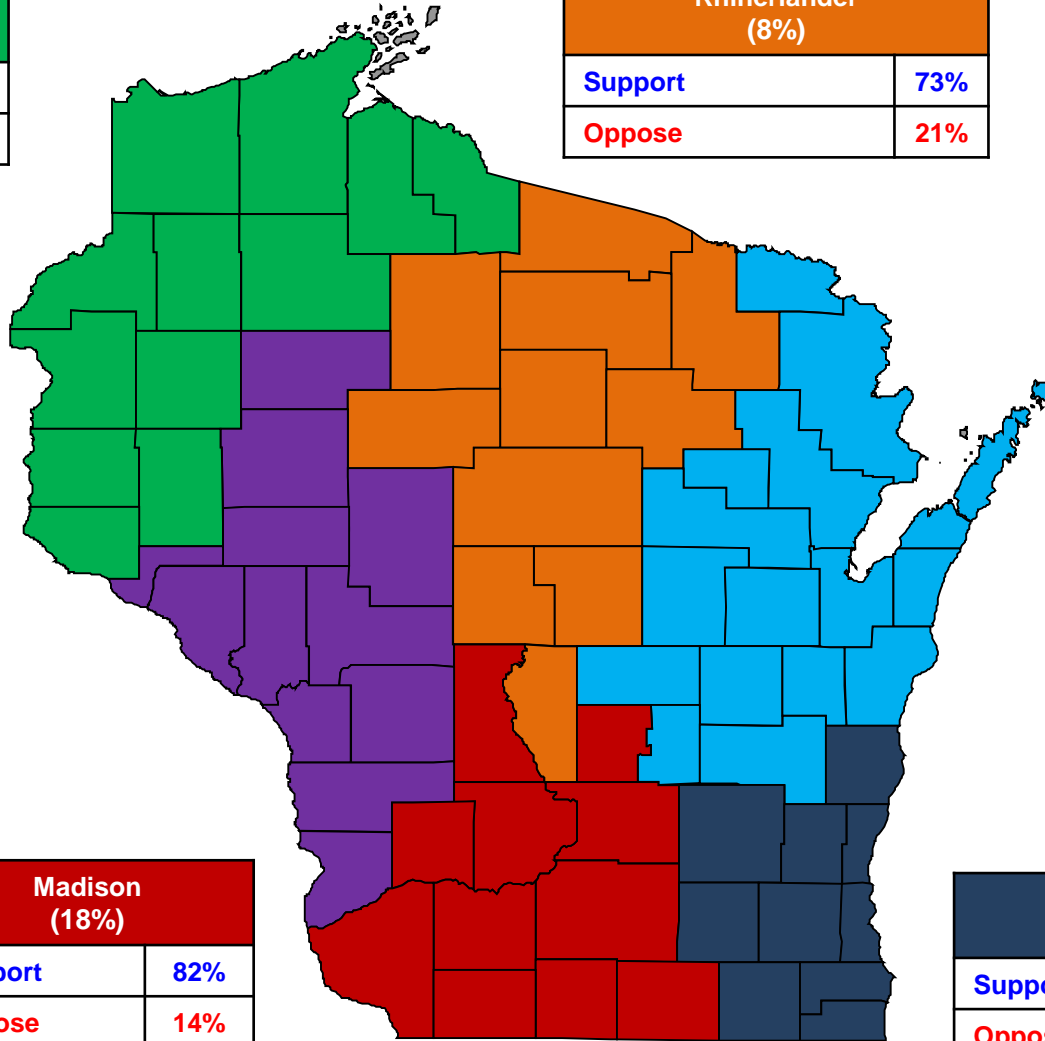


Transportation Fund Initial by DMA/Region



Northern (7%)	
Support	65%
Oppose	25%

Wausau/ Rhinerlander (8%)	
Support	73%
Oppose	21%



Green Bay/ Appleton (19%)	
Support	80%
Oppose	16%

La Crosse/ Eau Claire (8%)	
Support	69%
Oppose	20%

Non-Milwaukee DMA* (25%)	
Support	74%
Oppose	21%

Madison (18%)	
Support	82%
Oppose	14%

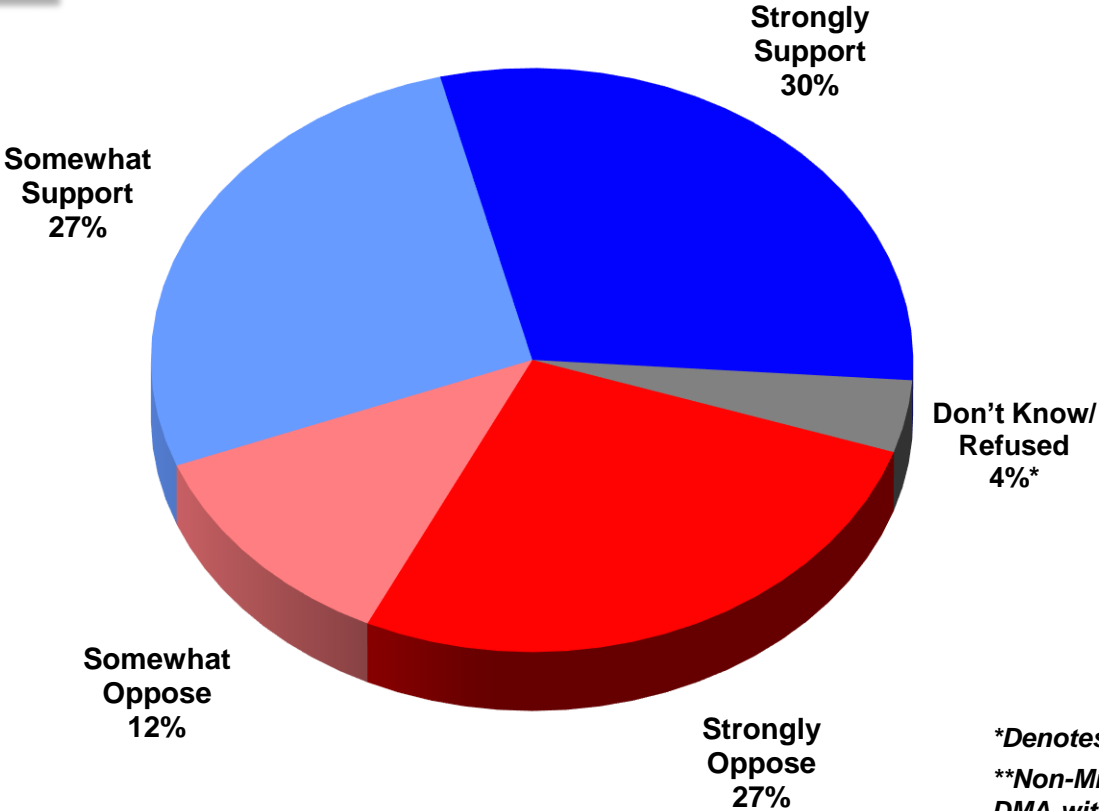
Milwaukee (40%)	
Support	72%
Oppose	23%

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Nearly six-in-ten voters would be willing to pay an extra four dollars a month to create an immediate solution to fix the roads.

And, would you support or oppose a proposal that would cost you an extra four dollars a month if it meant creating an immediate solution to fix our roads?

Total Support 57%
Total Oppose 39%



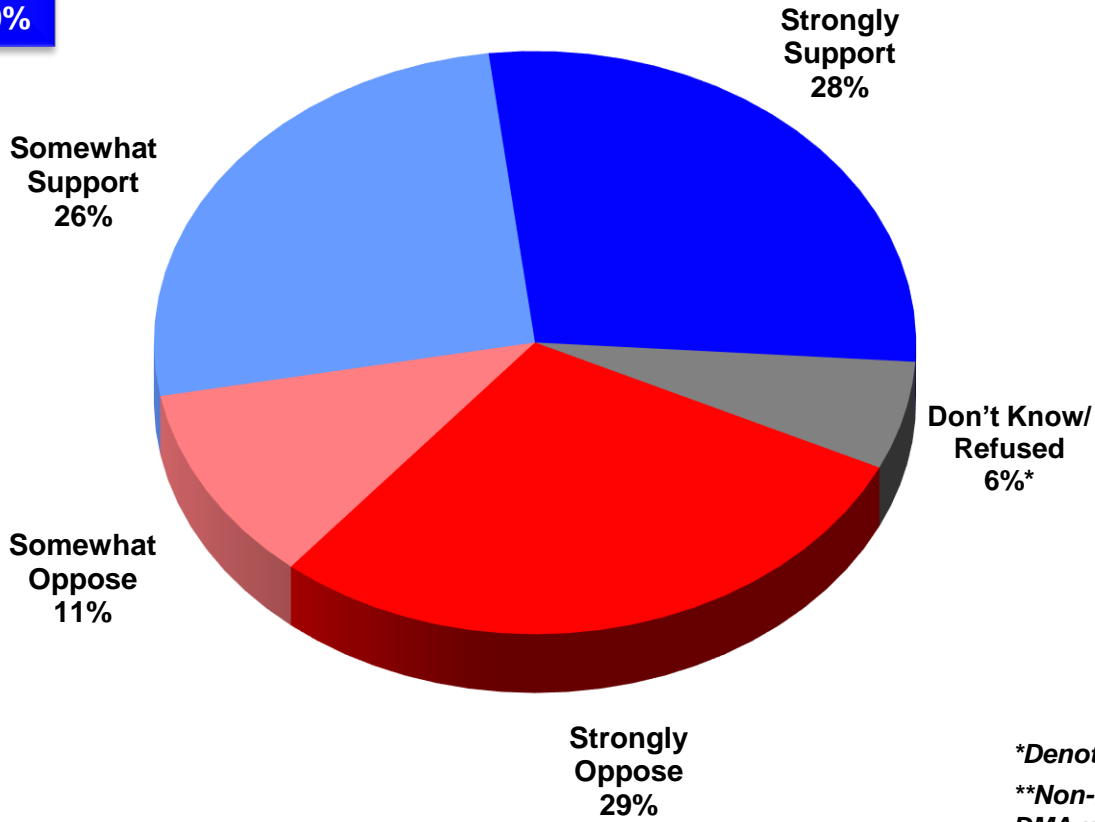
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Over half of voters would support increasing the gas tax by eight cents if it included repealing the minimum markup charged at the pump.

And, would you support or oppose increasing the gas tax by eight cents per gallon if the increase was offset by repealing the state mandated minimum markup that retailers and wholesalers charge at the pump?



Total Support 54%
Total Oppose 40%



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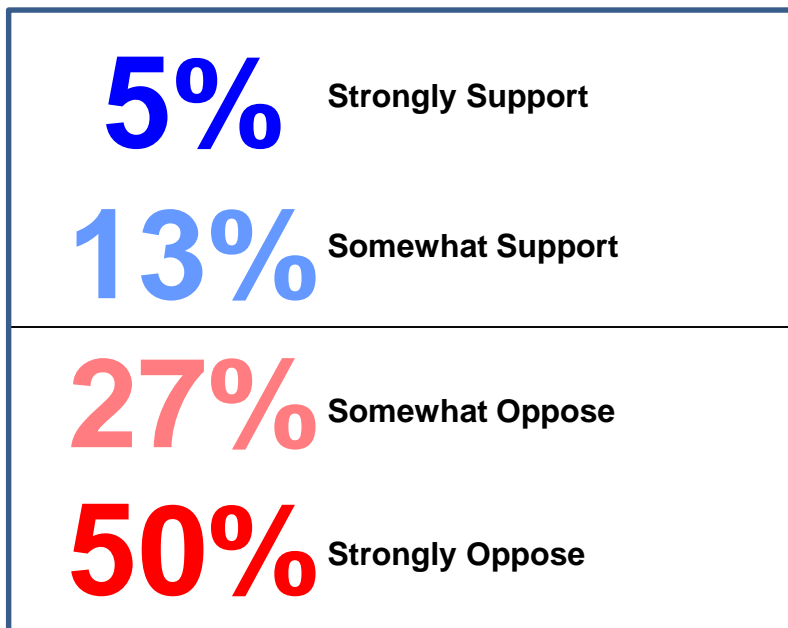
Three-quarters of voters oppose the minimum markup law mandated by the state with the knowledge that none of that money goes to fixing roads and bridges.

As you may know, the State of Wisconsin mandated minimum markup law requires retailers and wholesalers to markup the cost of a gallon of gas by 9.18 percent. None of that money goes to fix our roads and bridges.

Do you support or oppose the state mandated minimum markup law?



18% Total Support
76% Total Oppose



	Support	Oppose
Milwaukee	18%	75%
Non-Milwaukee DMA*	21%	73%
Madison	16%	80%
Green Bay/ Appleton	19%	76%
Wausau/ Rhinelander	23%	77%
Northern	25%	68%
La Crosse/ Eau Claire	12%	81%

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