



PUBLIC OPINION STRATEGIES

MEMORANDUM

TO: CRAIG THOMPSON, EXECUTIVE DIRECTOR, TRANSPORTATION DEVELOPMENT ASSOCIATION

FROM: GENE ULM—PUBLIC OPINION STRATEGIES

SUBJECT: RECENT SURVEY DATA

DATE: JUNE 12, 2017

Public Opinion Strategies recently completed a survey of 600 likely voters in Wisconsin. The survey was conducted May 30 – June 1, 2017 and has a margin of error of $\pm 4.0\%$. The survey includes 240 cell phone interviews. The memorandum below reviews the key findings of the poll.

- **Transportation and road issues in specific are IMPORTANT to Wisconsin voters.** Ninety-nine percent (!) of the voters believe Wisconsin's roads, bridges and public transportation are very or somewhat important to economic development and job growth.
- **And Wisconsin's roads are getting WORSE.** Nearly half (47%) believe Wisconsin's roads have gotten WORSE; only 21% believe they have gotten better.
- **Walker's handling of transportation issues is underwater.** Governor Walker's handling of transportation issues is 44% approve – 47% disapprove.
- **Given voters' intensity on this issue, voters' voice strong opposition to construction delays.** Given Wisconsin's intensity on this issue, it is not surprising to see voters opposing the delay of highway reconstruction in the Milwaukee area; including, the Zoo Interchange by a two-to-one margin (62%-31%). 67% of voters in the Milwaukee DMA oppose reconstruction delays with 50% strongly opposing
- **They also voice strong opposition to using debt to fund road construction.** Wisconsin voters support only two sources of money for transportation and road projects:
 - Increase taxes and fees (41%)
 - Take money from other areas in the budget (40%)

In contrast, only five percent believed the state should borrow money and seven percent thought

maintenance and construction should be reduced.

As we also see in the responses to multiple other questions, Wisconsin voters strongly and repeatedly oppose increased debt to fund road construction.

- **Voters support the proposal that would cost them an extra \$4 a month by a large margin.** A substantial 76% of voters support the proposal, while 21% oppose it.
- **Underscoring the above, throughout this survey, Wisconsin voters expressed a strong rejection of increased debt for road construction.** Several examples:
 - 83% we should use a pay-as-you go system/12% we should borrow more money.
 - 67% Raise the new revenue that is necessary to fund all projects that have already been approved/12% say that we should pay for projects, maintenance, repair and expansions by borrowing more money.
- **Road construction funding: Support for a local option.** A super-majority (67%) support allowing counties or local governments, if approved by the voters in a referendum, to raise the sales tax by a half percent for a fixed period of time, solely for the use on road and bridge repair and maintenance.
- **There continues to be support for Wisconsin’s prevailing wage laws (actual question wording), including in every DMA:**

“As you may know, Wisconsin currently has prevailing wage laws that require companies that receive contracts from state and local government to pay prevailing wages to their private sector employees. Prevailing wages are defined as the hourly wage and benefits paid to workers, laborers and mechanics within a particular geographic area for a specific type of work, for example, a crane operator in Milwaukee County.”

60%	Support
31%	Oppose
8%	Don’t Know
1%	Refused

Please do not hesitate to call with any questions.