



Wisconsin Statewide

*Data collected from a survey of 600 likely voters in the state of Wisconsin
conducted May 30 – June 1, 2017.*

#17191



PUBLIC OPINION STRATEGIES

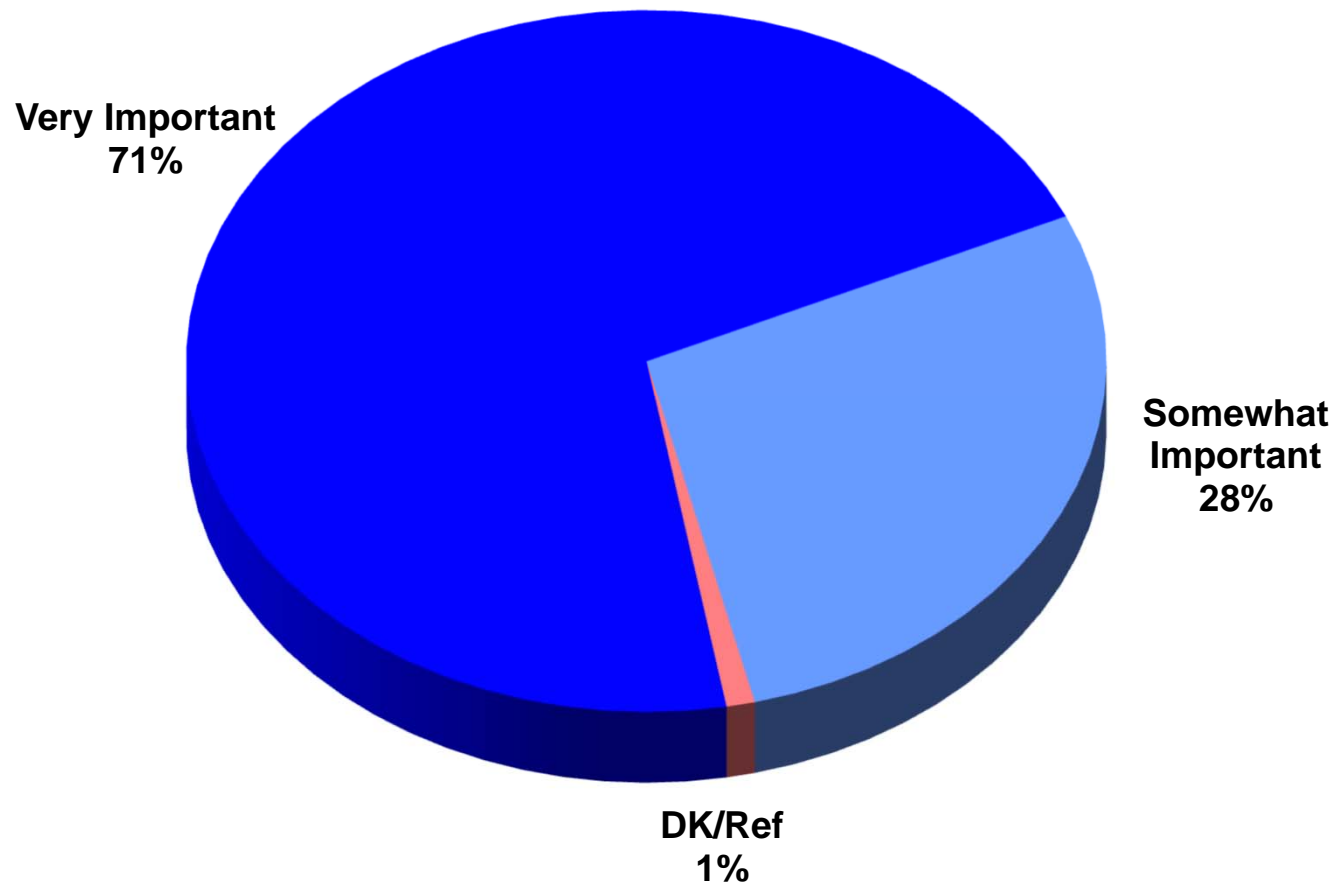
**Gene Ulm
Partner**

Methodology

- **Public Opinion Strategies presents the key findings of a statewide survey in Wisconsin.**
- **The survey was completed May 30 – June 1, 2017, among 600 likely voters and has a margin of error of $\pm 4.0\%$.**
- **Gene Ulm was the principal researcher on this project. Caitlin Reed was the project director and Tori Miller provided analytical assistance.**

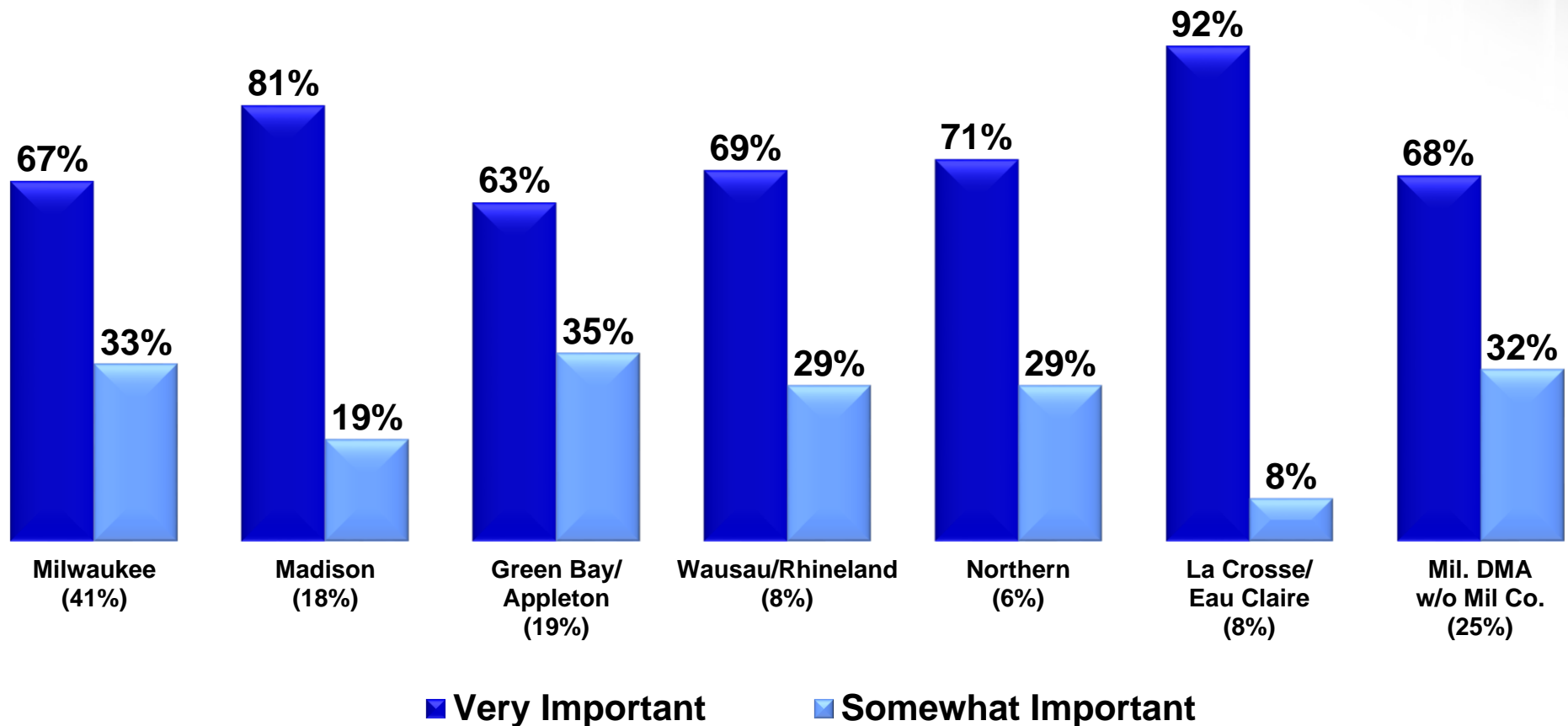
The importance of transportation on economic growth is a universal opinion

"How important are Wisconsin's roads, bridges, and public transportation to economic development and growth?"



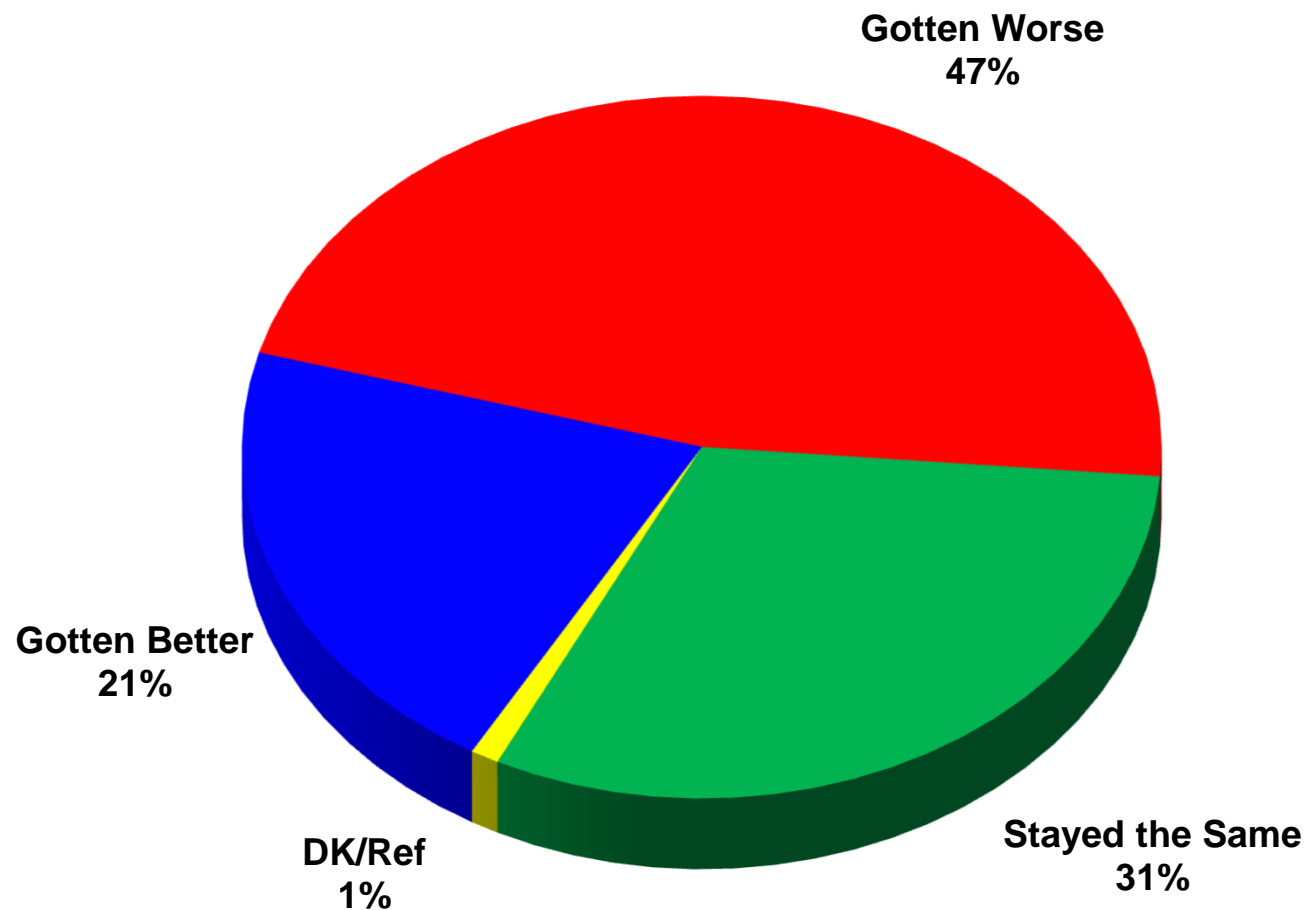
The importance of transportation to the economy is felt across the state

By DMA/Region



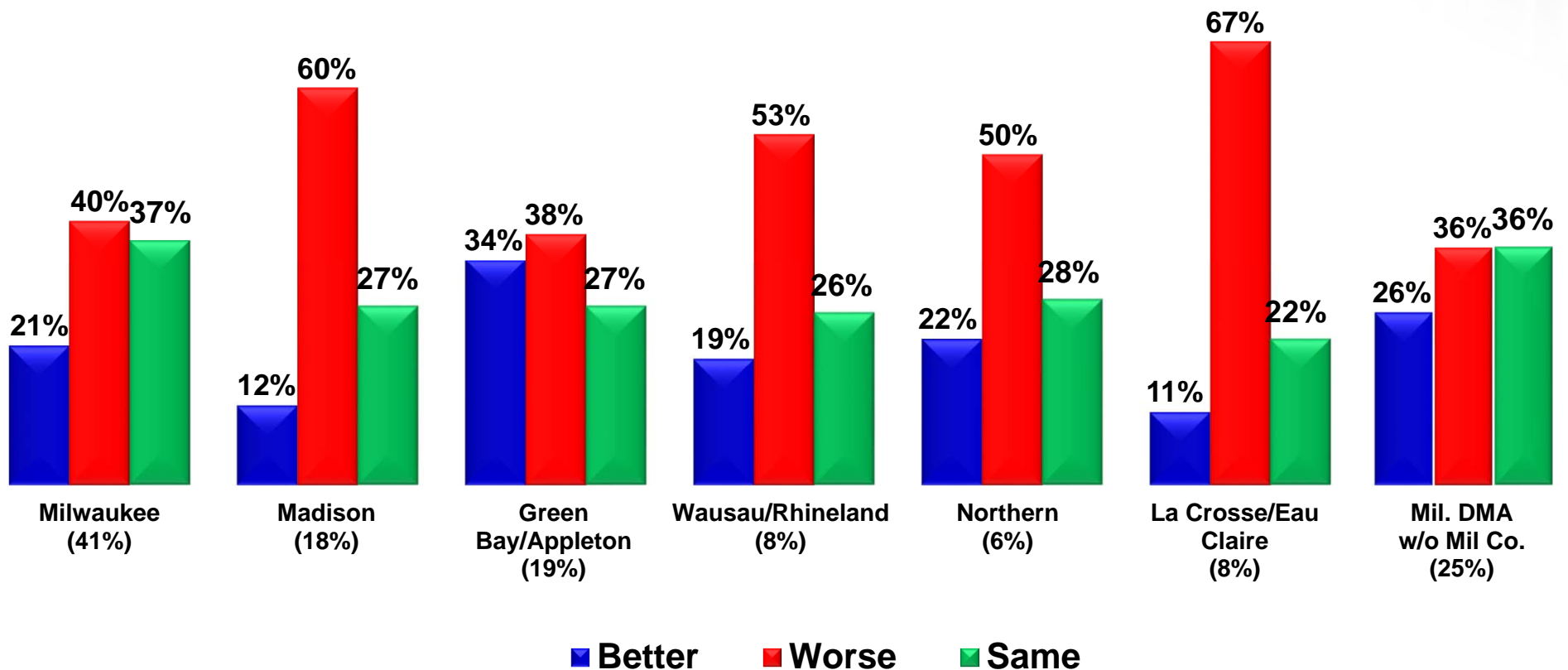
By a two-to-one margin, roads have gotten worse

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



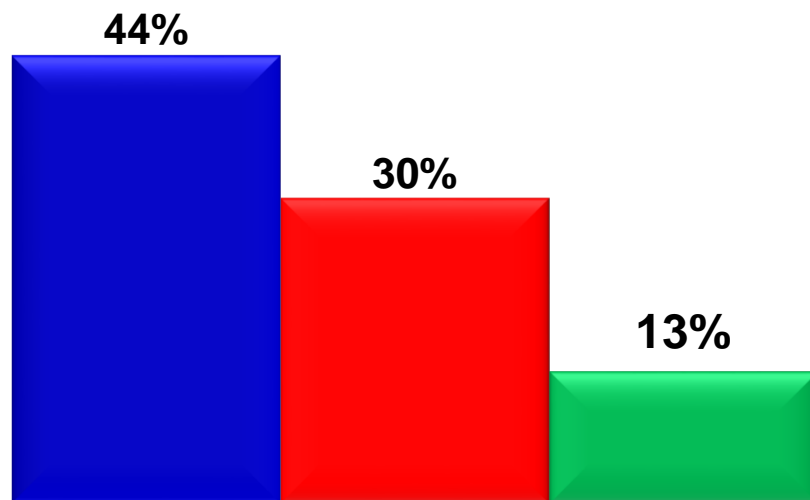
Voters in every DMA believe roads have gotten worse

By DMA/Region



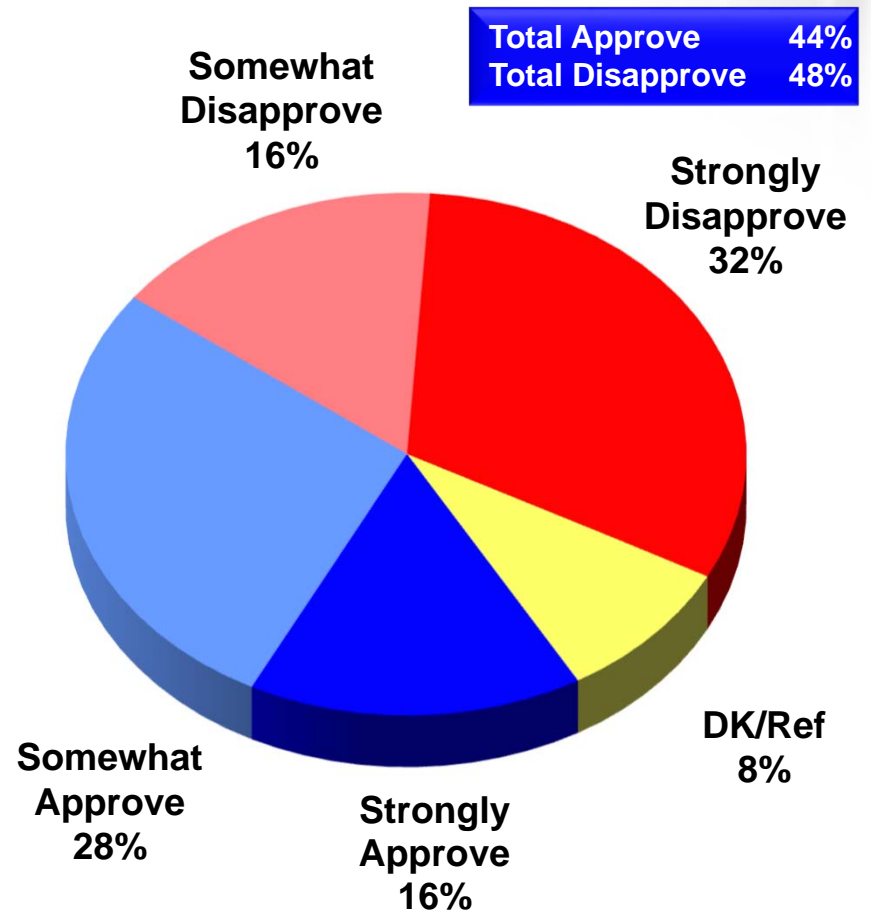
Voters feel the blame lies mostly with the Governor

"And, who do you think is most to blame for Wisconsin's roads getting worse?"



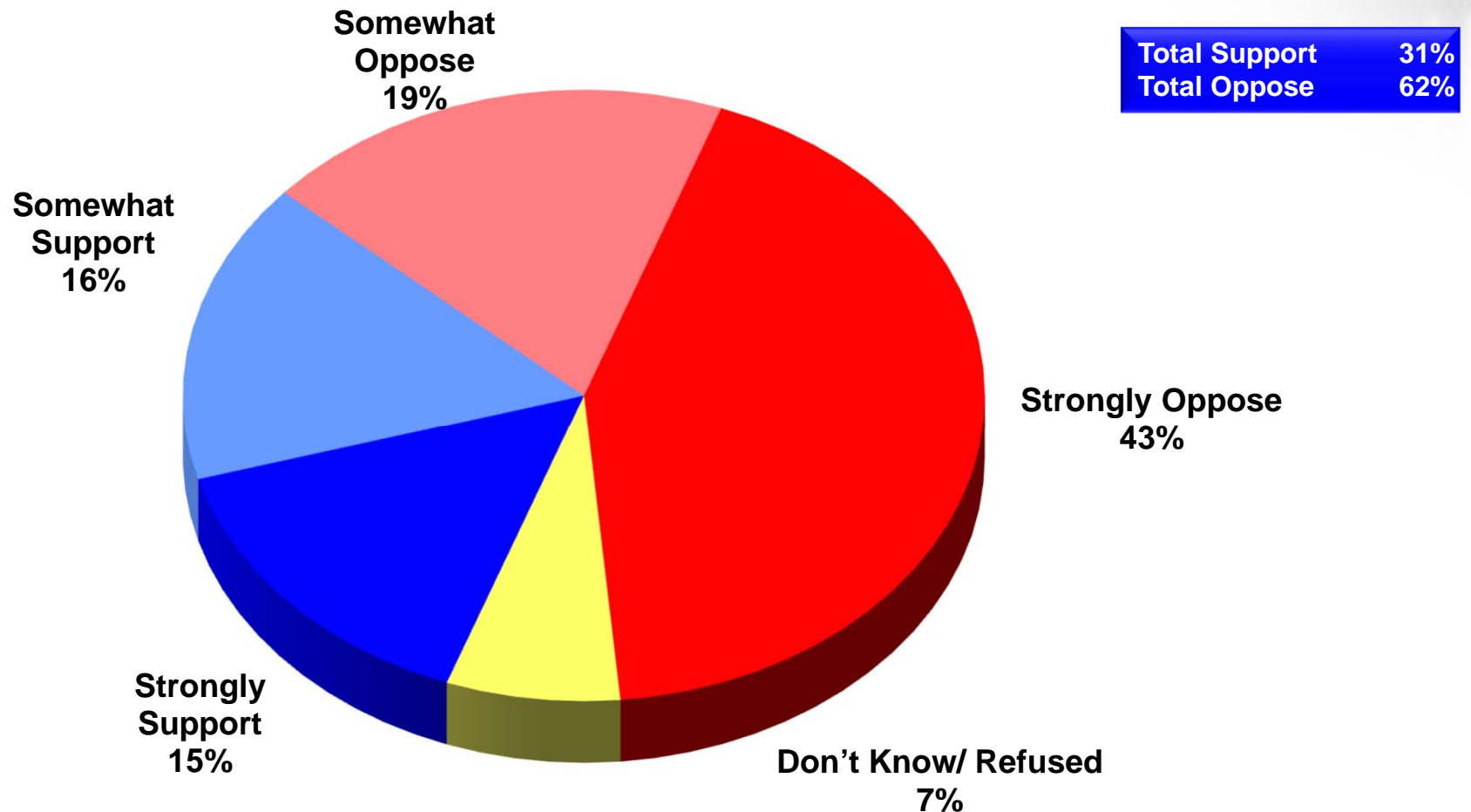
■ Governor Scott Walker
■ The State Legislature
■ Local Governments

"And, do you approve or disapprove of how Governor Scott Walker is handling transportation issues here in Wisconsin?"



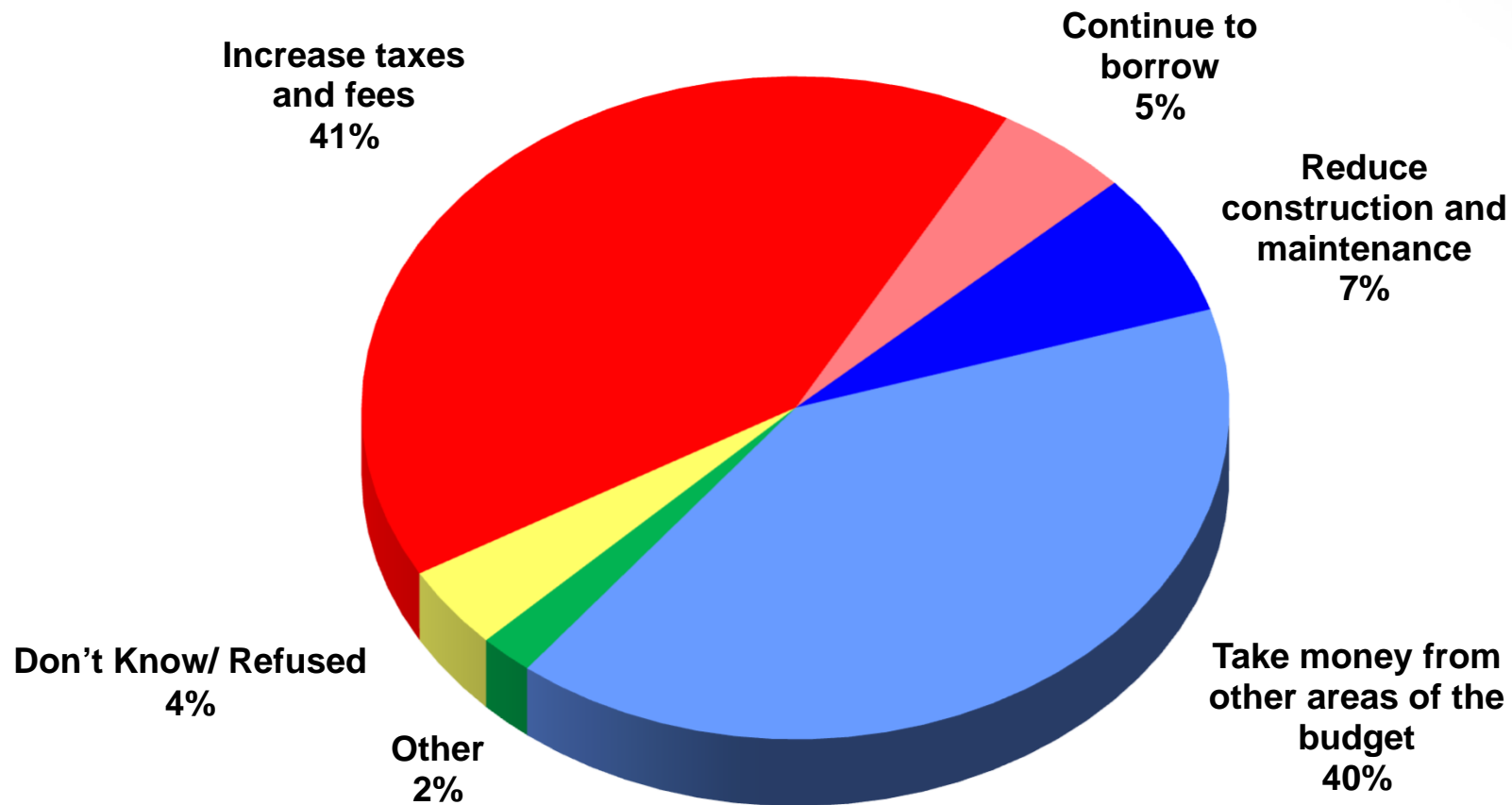
There is a strong opposition to construction delays in the Milwaukee area

"Governor Scott Walker has said that he'd like to delay highway re-construction in the Milwaukee area, including the Zoo Interchange, instead of raising the revenue necessary to complete the projects. Do you support or oppose his position?"



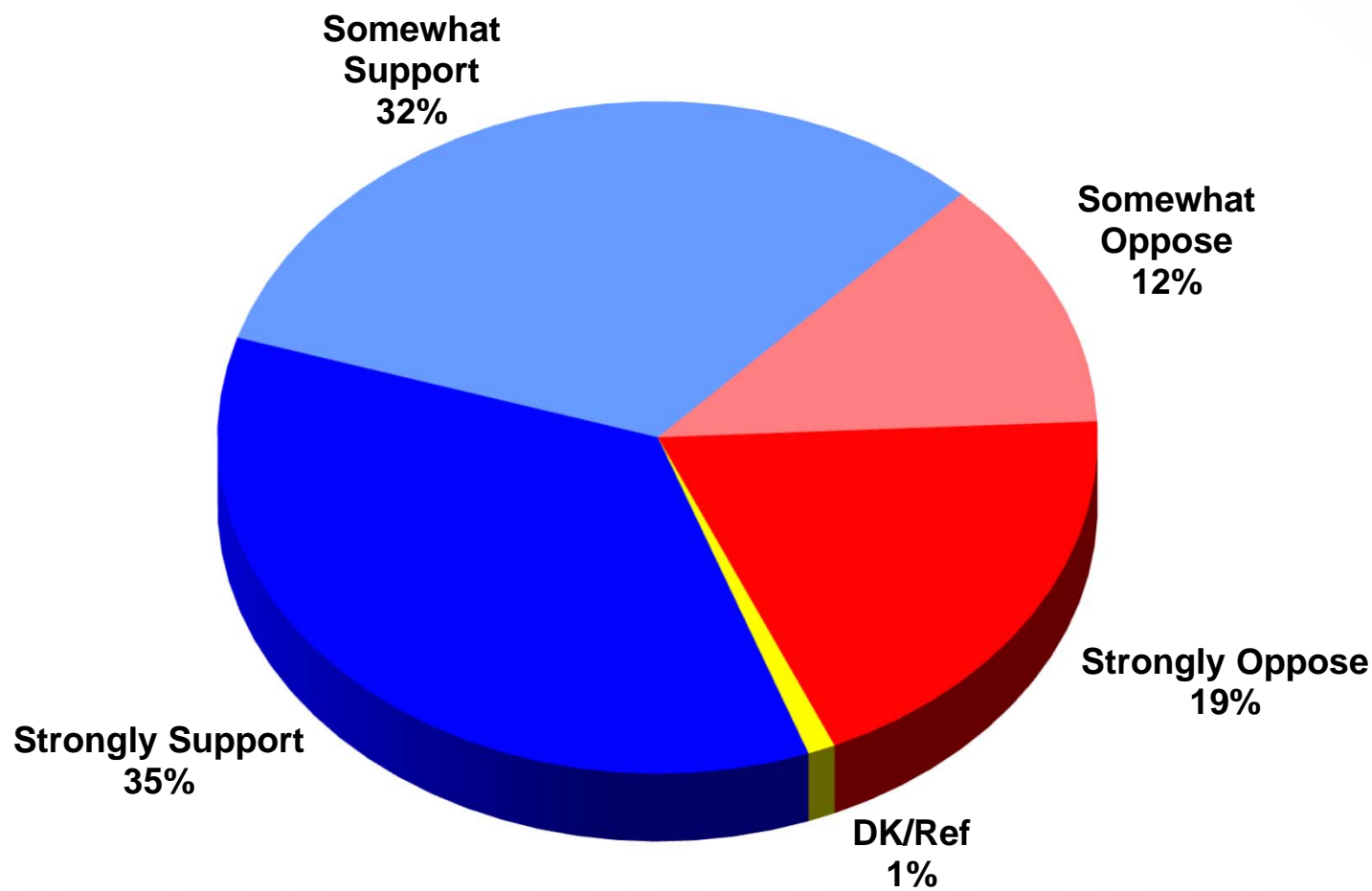
Transportation funding: New taxes & fees, or from elsewhere in the budget, are strongly preferred over more borrowing

"In the last two state budgets, Wisconsin borrowed a total of over one point 5 billion dollars to fund transportation and road projects. Which one of the following do you think the state should do to fund transportation projects?"



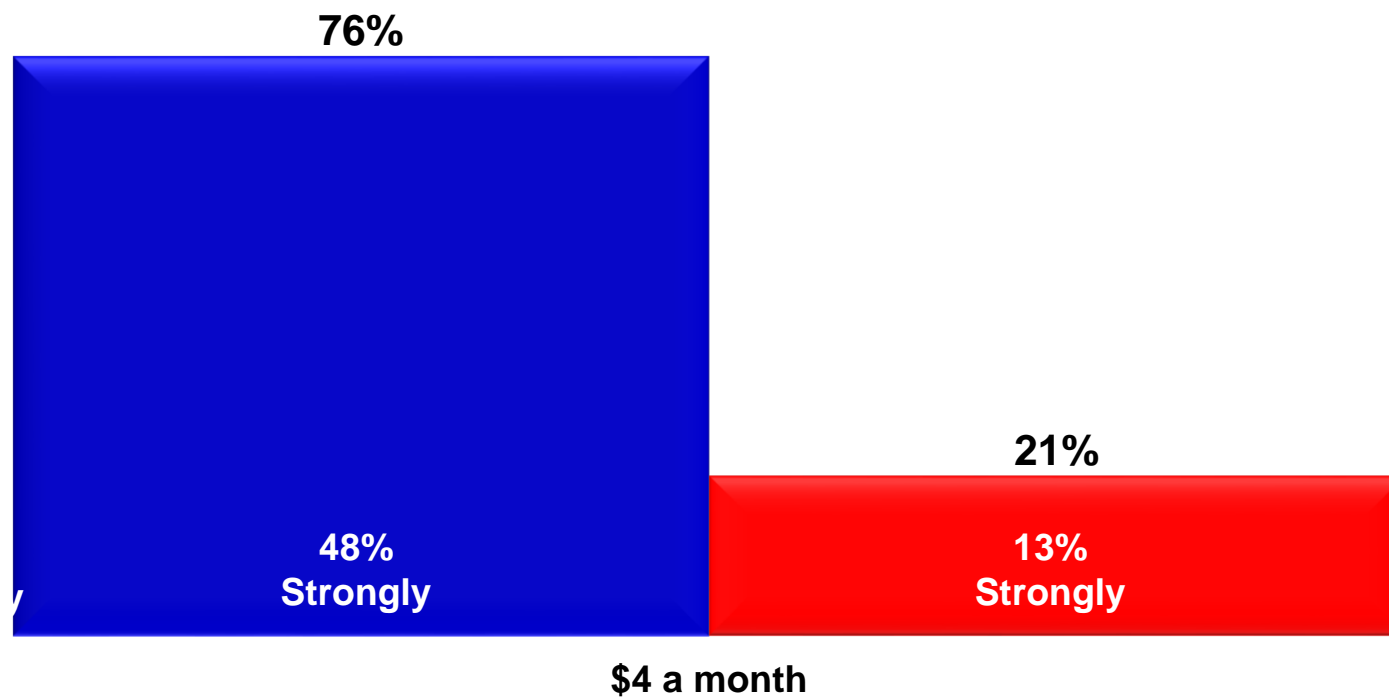
Transportation funding: Local option receives strong support

"Please tell me if you support or oppose this proposal. Allowing counties or local governments, if approved by local voters in a referendum, to raise the sales tax by a half percent for a fixed period of time, solely for use on road and bridge repair and maintenance."



Transportation funding: Voters support an extra \$4 a month for an immediate solution

"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?"

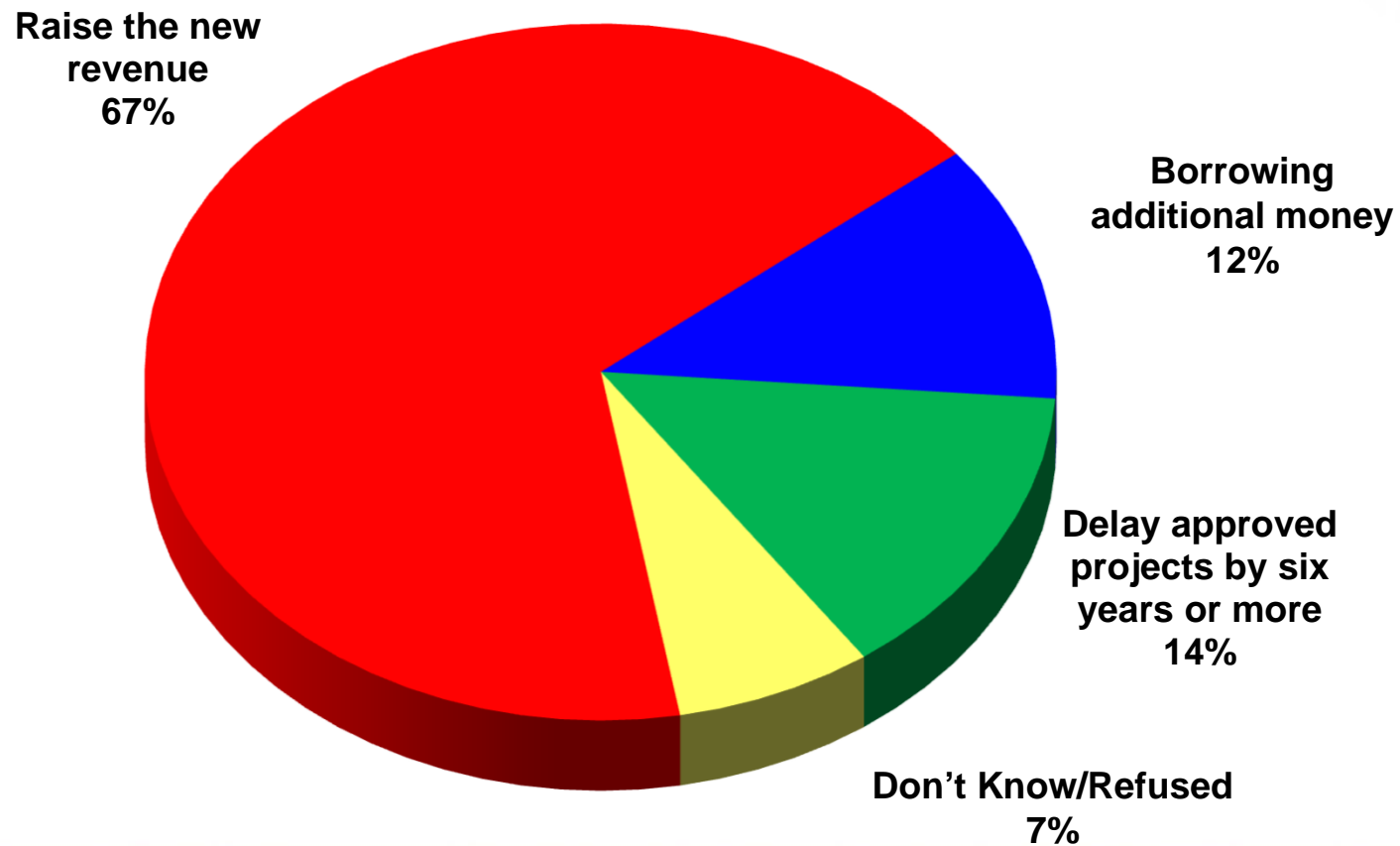


■ Total Support

■ Total Oppose

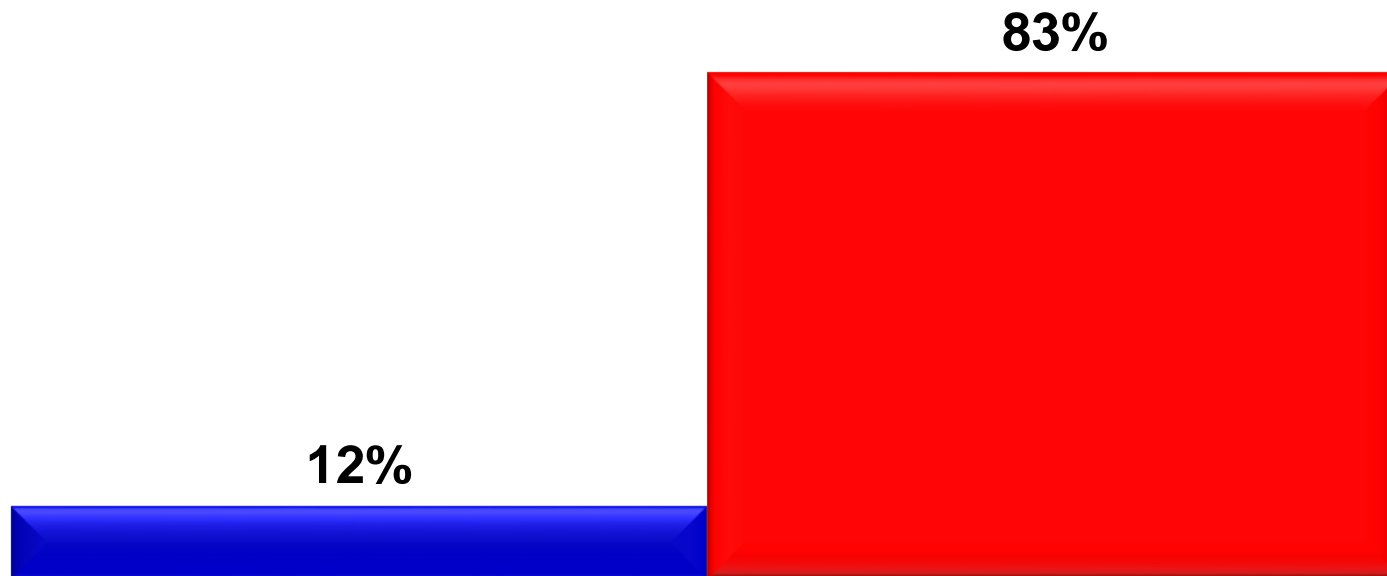
Transportation funding: New revenue (yes), borrowing and delays (no)

"What do you think are the best ways to meet Wisconsin's transportation funding needs?"



Transportation funding: Pay as you go (yes), borrow (no)

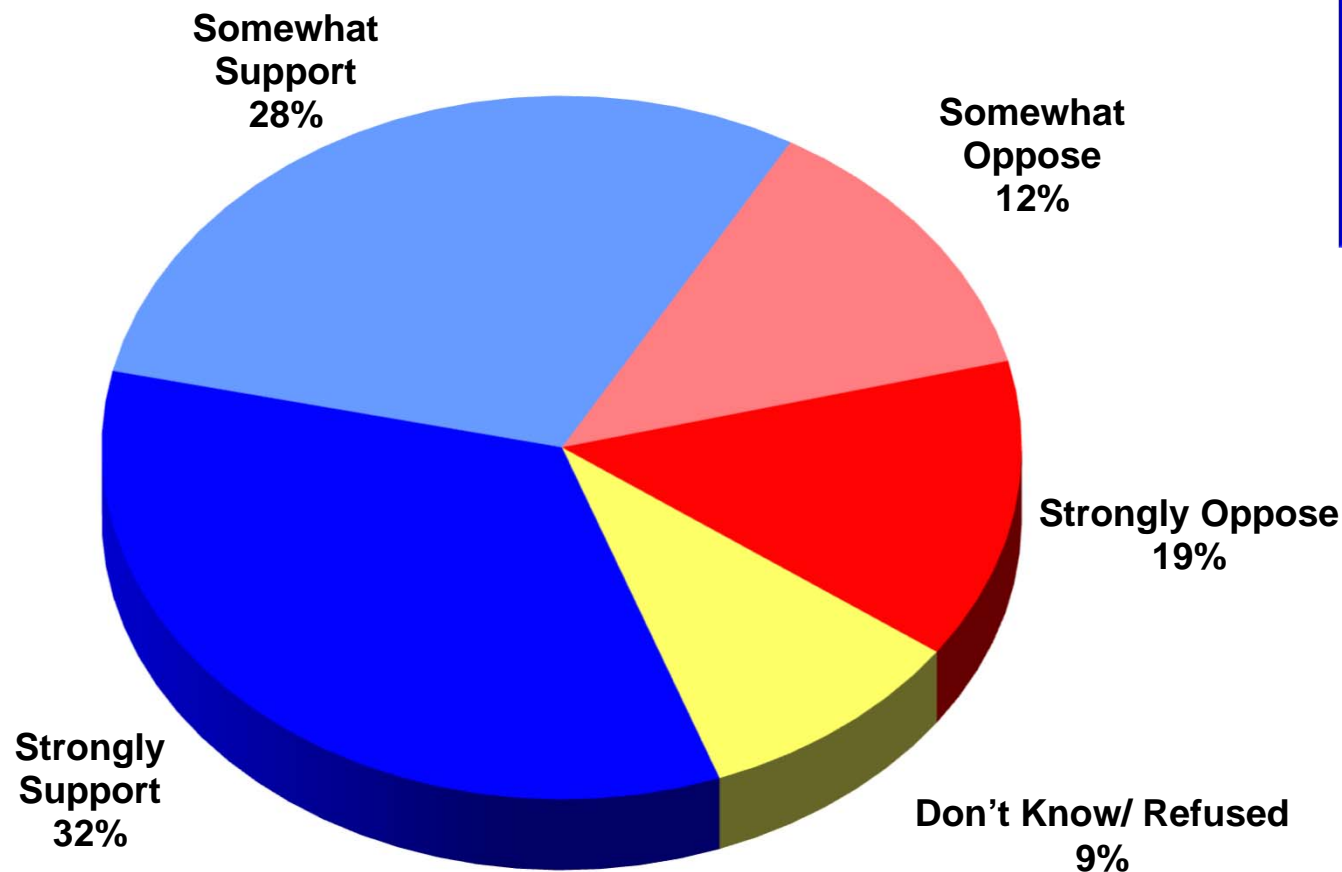
"Now, I'd like to read you two statements about transportation funding. After I read the statements, please tell me which comes closest to your own opinion."



- We should pay for transportation projects by borrowing more money
- We should use a pay-as-you-go system

Six-in-ten voters support prevailing wage, with an even split among GOPers, and a majority of soft GOPers

"Do you support or oppose prevailing wage laws in Wisconsin?"

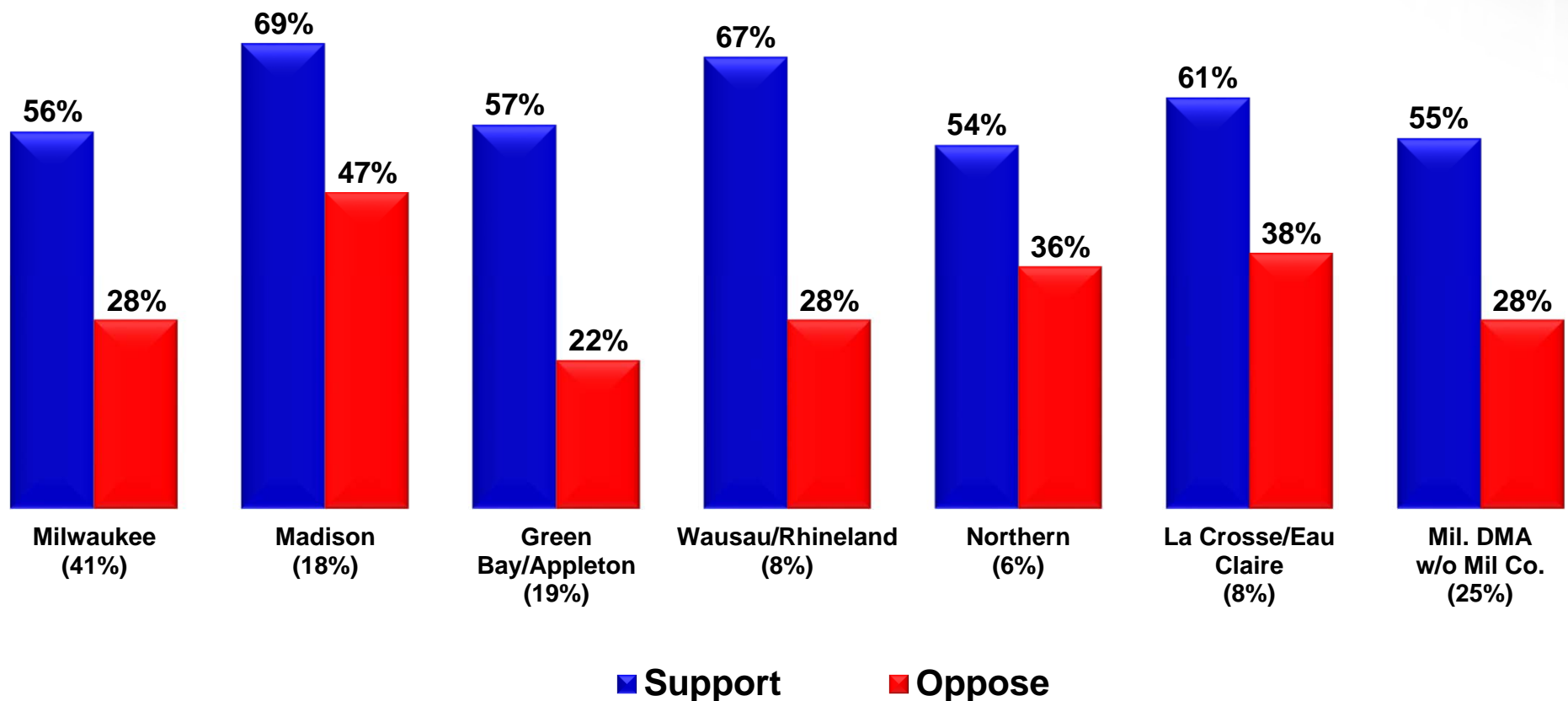


Total Support	60%
Total Oppose	31%
GOP Support	44%
GOP Oppose	45%
Soft GOP Support	52%
Soft GOP Oppose	37%

Voters in every DMA support prevailing wage

"Do you support or oppose prevailing wage laws in Wisconsin?"

By DMA/Region





PUBLIC OPINION STRATEGIES

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