



Data collected from a survey of 500 likely voters in Wisconsin, conducted June 23-24, 2013.



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PUBLIC OPINION STRATEGIES

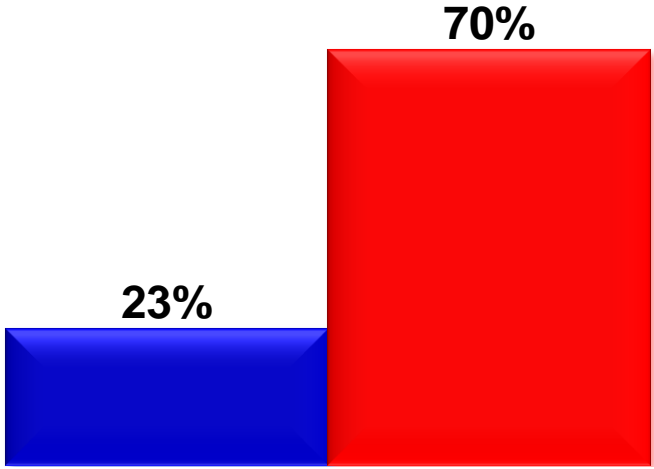
METHODOLOGY

- **Public Opinion Strategies presents the key findings from a statewide survey of 500 likely voters in Wisconsin. The survey was conducted June 23-24, 2013, and has a margin of error of +/- 4.38%.**
- **Gene Ulm was the pollster and primary researcher on the project. Trip Mullen was the project director and Emily Sanders provided analytical assistance.**

A strong majority of voters in Wisconsin support the Governor signing a law preventing the regulation of food choices.

“There is a proposal that, if signed by the Governor, would stop Wisconsin’s cities, towns and counties from regulating portions or banning foods or beverages if the municipality thought they were too fattening, contained too many calories, were served in too large of portions or any other nutritional criteria. From what you know, should Wisconsin cities, towns and counties be allowed to pass laws that regulate or ban certain types of food or should the Governor sign this new law preventing them from doing so?”

		GOP	IND	DEM
Support Regulations	23%	11%	22%	33%
Support New Law	70%	84%	70%	58%

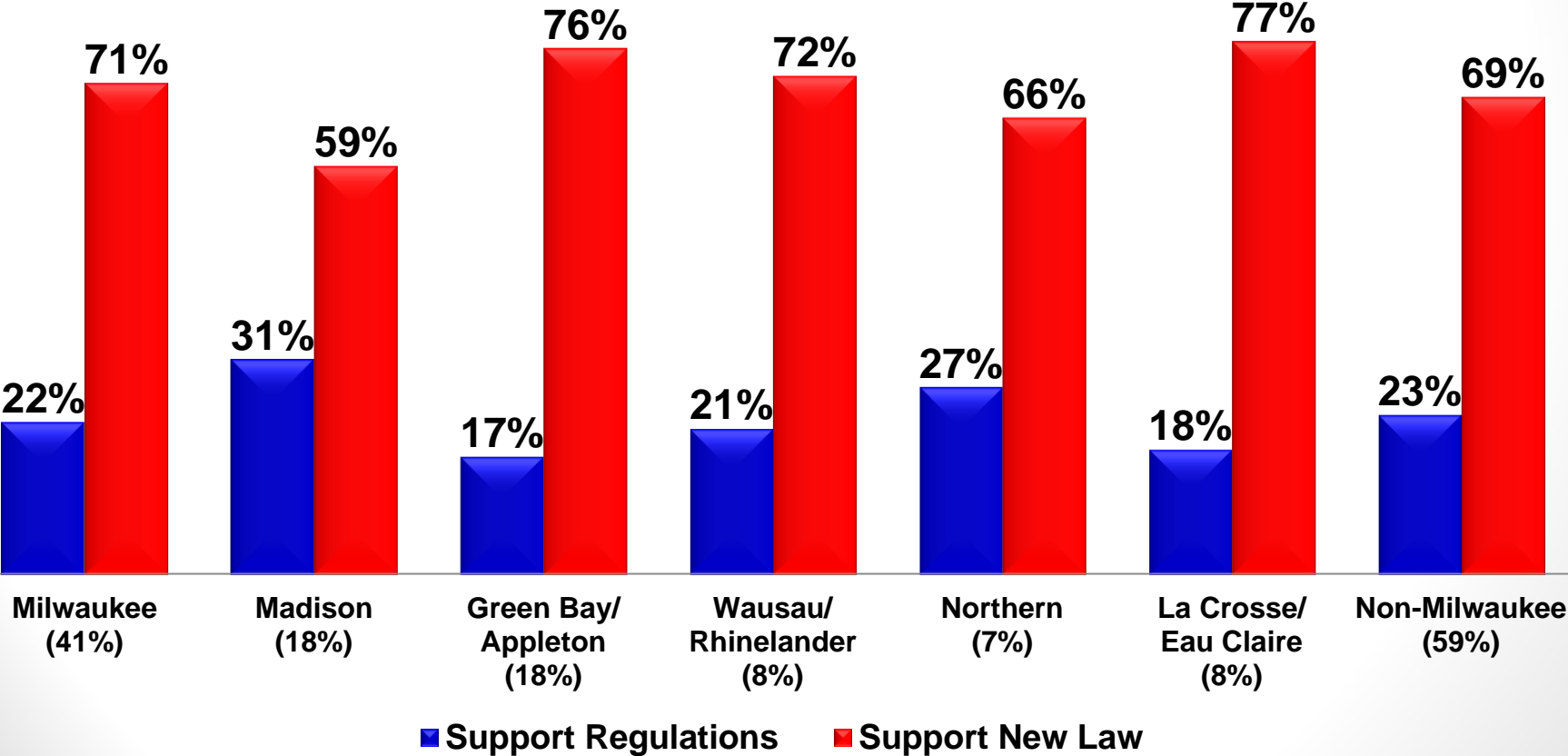


	Strongly	Somewhat
Support City/County/Town Regulations	12%	11%
Support New Law to Prevent Regulation	56%	14%



Support for the new law against food regulations garners majority support statewide.

Initial Ballot by Region/DMA



Messaging:

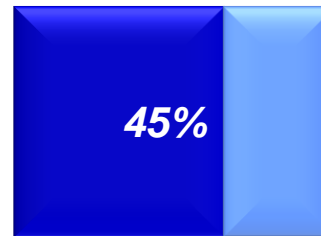
- A majority support statewide, uniform laws over local control.
- Wisconsin voters want the right to choose what they eat or drink, instead of local cities, towns and counties choosing for them.
- Wisconsin voters want cities, towns and counties focusing on improving the job situation, not regulating what people eat.
- Wisconsin food is regulated a lot already (FDA, USDA, etc).
- Eating healthy: education, not regulation.
- We bump support up another five points.

Consumer rights and fears of more government regulations are the top reasons for support of the law against food regulations.

“Now I am going to read several facts about the proposal and after I read each one, please tell me if that makes you more likely to support the proposal, more likely to oppose the proposal or if it makes no difference in how you feel.”

Ranked by % Much More Likely Support

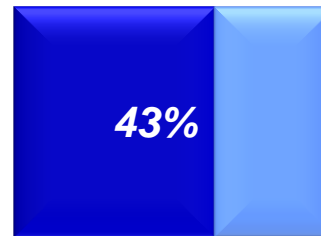
This law should be passed to protect consumers' right to choose what they eat or drink and stop local towns, cities and counties from choosing for them.



69%

GOP	IND	DEM
62%	46%	31%

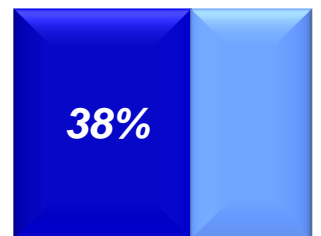
This law should be passed because local cities, towns and counties should be focusing on helping businesses be successful and improve the local job situation rather than trying to regulate what we eat.



69%

GOP	IND	DEM
57%	41%	33%

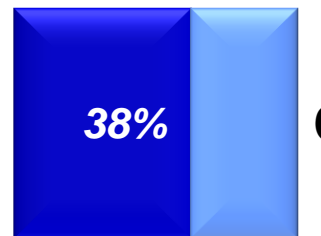
This law should be passed because the food and beverage industry is already heavily regulated by numerous federal and state government agencies; including, the FDA, USDA, state Departments of Health Services, Agriculture and Trade & Consumer Protection. We don't need more local government regulation.



64%

GOP	IND	DEM
48%	35%	33%

This law should be passed because the way to help people become healthier is educating them how to eat healthy rather than local municipalities trying to force them eat or drink less or none of certain foods.



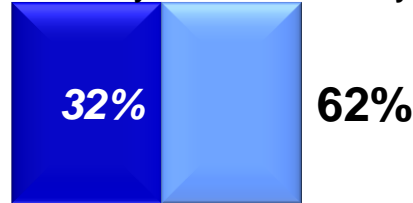
61%

GOP	IND	DEM
47%	39%	31%

Others cite a level playing field for all businesses and New York City's failed, unconstitutional soft-drink ban.

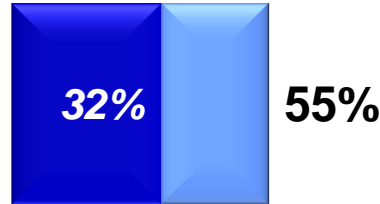
Passing this law would create a level playing field where every Wisconsin convenience store, grocer, restaurant and food seller follows the same regulations statewide.

Ranked by % Much More Likely Support



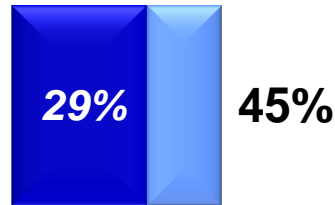
GOP	IND	DEM
43%	30%	25%

This law should be passed because it will save some local grocers, restaurants and food sellers millions of dollars in trying to follow a patchwork of regulations created by every town, city and county's individual laws.



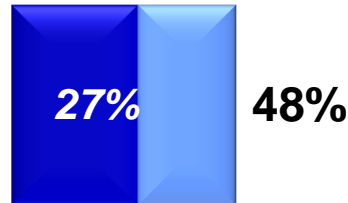
43%	32%	24%
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This law should be passed because New York City banned super-size soft drinks but the courts threw it out, saying it was unconstitutional. Madison and other municipalities are thinking about similar laws that could be declared unconstitutional as well.



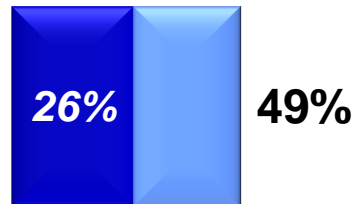
41%	29%	21%
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This law should be passed because there is no scientific evidence showing that regulating what people eat and drink will lead to improved health.



40%	21%	22%
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This law should be passed because it won't affect the ability of schools or school districts to serve healthier food.

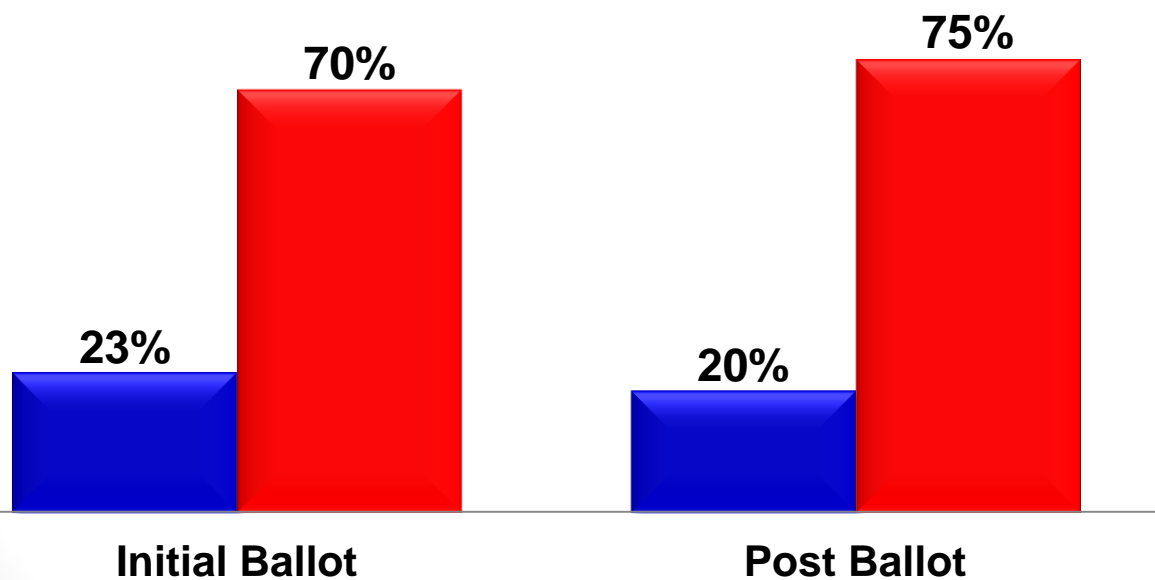


34%	27%	20%
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After hearing more about the law, even more Wisconsin voters throw their support behind it.

“And now that you know a little more, should Wisconsin cities, towns and counties be allowed to pass laws that regulate or ban certain types of food or should the Governor sign this new law preventing them from doing so?”

		GOP	IND	DEM
Support Regulations	20%	8%	17%	33%
Support New Law	75%	89%	78%	60%



■ Support Regulations ■ Support New Law

Top Groups Movers	%
La Crosse/Eau Claire	14%
Strong DEM	12%
DEM Men	12%
Age 65+	11%
HS or Less	11%
Northern DMA	10%
All Respondents	6%





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