Transform Wisconsin
Dane County
August 2013 Survey Findings

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TURNING QUESTIONS INTO ANSWERS
Public Opinion Strategies recently completed a survey of 300 adults in Dane County.

The survey was conducted August 3 – August 5, 2013. The poll has a margin of error of ±5.66% in 95 out of 100 cases.
TOBACCO POLICY
Overall, voters are concerned about youth tobacco use.

“Now, turning to some issues, first, how concerned are you about smoking and other tobacco use among young people in Wisconsin?”

- 73% Concerned
- 31% Very Concerned
- 26% Not Concerned
Investing in tobacco prevention and cessation programs is very popular with support extending across all major subgroups.

“Next, do you support or oppose the legislature preserving funding for tobacco prevention and cessation programs to prevent kids from smoking and to provide help for smokers who want to quit?”

% Total Support: By Key Groups

<table>
<thead>
<tr>
<th>Group</th>
<th>Support</th>
<th>Oppose</th>
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</thead>
<tbody>
<tr>
<td>Total</td>
<td>87%</td>
<td>10%</td>
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<tr>
<td>By Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Men</td>
<td>87%</td>
<td></td>
</tr>
<tr>
<td>Women</td>
<td>88%</td>
<td></td>
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<tr>
<td>By Party</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Democrats</td>
<td>91%</td>
<td></td>
</tr>
<tr>
<td>Independents</td>
<td>86%</td>
<td></td>
</tr>
<tr>
<td>Republicans</td>
<td>79%</td>
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<tr>
<td>By Age</td>
<td></td>
<td></td>
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<tr>
<td>18-44 Years Old</td>
<td>88%</td>
<td></td>
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<tr>
<td>45-54 Years Old</td>
<td>85%</td>
<td></td>
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<tr>
<td>55-64 Years Old</td>
<td>87%</td>
<td></td>
</tr>
<tr>
<td>65+ Years Old</td>
<td>88%</td>
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Majorities of voters endorse tobacco-free recreational areas and smoke-free public housing.

“There are a number of proposals our state policymakers might consider to reduce tobacco use in Wisconsin. I am going to read a list of proposals. For each proposal, please tell me if you favor or oppose that proposal.”

“Creating tobacco-free parks, beaches, and fairgrounds.”

- **% Total Favor**: 50% Strongly
- **% Total Oppose**: 15% Strongly

“Requiring taxpayer-subsidized housing to be smoke-free.”

- **% Total Favor**: 32% Strongly
- **% Total Oppose**: 24% Strongly
TURNING QUESTIONS INTO ANSWERS

PUBLIC OPINION STRATEGIES

OBESITY ISSUES
Universally, voters see childhood obesity as a serious problem.

“First, how serious of a problem do you think childhood obesity is in Wisconsin?”

<table>
<thead>
<tr>
<th>Serious</th>
<th>Very Serious</th>
<th>Not Serious</th>
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<tbody>
<tr>
<td>93%</td>
<td>42%</td>
<td>6%</td>
</tr>
</tbody>
</table>

% Total Serious: By Key Groups

- **Men**: 92%
- **Women**: 93%

- **Democrats**: 94%
- **Independents**: 95%
- **Republicans**: 79%
Voters believe schools and local health departments should play a role in reducing and preventing obesity.

“Now, I’m going to read you a list of different groups and organizations in your local community, and please tell me if you feel that group should have a MAJOR role, MINOR role, or NO role at all in reducing and preventing childhood obesity.”

Parents
- 99% Major Role
- 1% Minor Role

Local K-12 Schools
- 62% Major Role
- 32% Minor Role

Your Local Public Health Department
- 61% Major Role
- 32% Minor Role

Community health groups like the American Cancer Society & the American Heart Association
- 61% Major Role
- 32% Minor Role
The following health proposals receive near consensus support from voters...

“Next, I am going to read a list of proposals regarding childhood obesity in Wisconsin. For each proposal, please tell me if you favor or oppose that proposal.”

**Ranked by % Total Favor**

- **95%**
  - “Taking steps to ensure kids can safely walk and bike to school such as hiring crossing guards and expanding sidewalks.”

- **94%**
  - “Keeping school gyms and athletic facilities open and available for public use during non-school hours.”

- **90%**
  - “Requiring that the ease of walking, biking and running be considered when making decisions about community zoning and planning.”

- **88%**
  - “Require 60 minutes of daily physical activity for kids during the school day.”

- **85%**
  - “Require schools and state and local governments to buy and serve some locally grown Wisconsin fruit and vegetables.”
Voters agree daily physical activity will help academic performance in schools.

Next, please tell me if you agree or disagree with the following statements:

“Ensuring kids have daily physical activity in schools will help improve their academic performance”

- **Total Agree:** 77% Strongly
- **Total Disagree:** 4%

**% Total Agree: By Gender & Party**

- Men: 91%
- Women: 96%
- Democrats: 97%
- Independents: 91%
- Republicans: 93%

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And, they express willingness to pay more for locally grown fruits and vegetables in schools.

Next, please tell me if you agree or disagree with the following statements:

“I would pay more to ensure locally grown Wisconsin fruits and vegetables are served in our schools.”

% Total Agree: By Gender & Party

- Men: 76%
- Women: 85%
- Democrats: 90%
- Independents: 77%
- Republicans: 56%