



PUBLIC OPINION
STRATEGIES

turning questions into answers

I-94 East-West
ECON Connect



I-94 East-West Corridor Benchmark

500 Voters in Milwaukee/Waukesha Counties

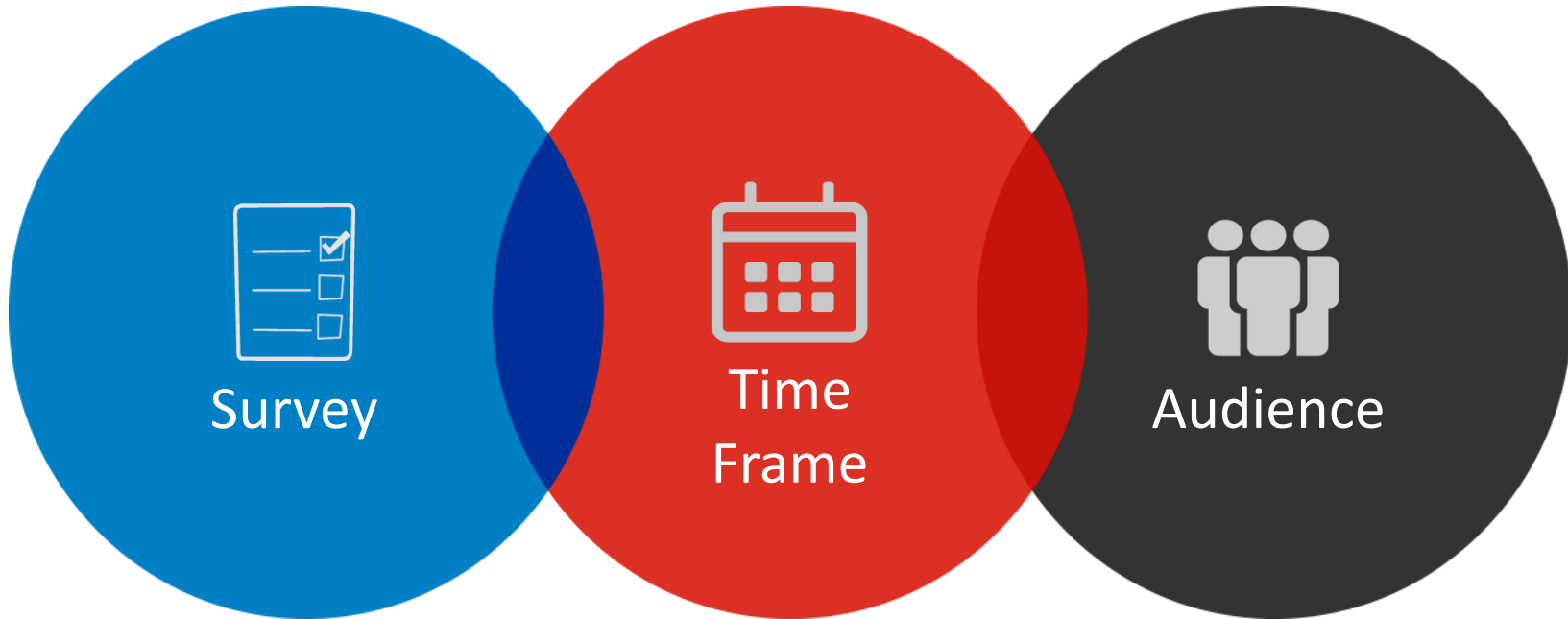
April 6-8, 2021

PREPARED BY:

Gene Ulm, Partner

#210089

Methodology



Survey

Time
Frame

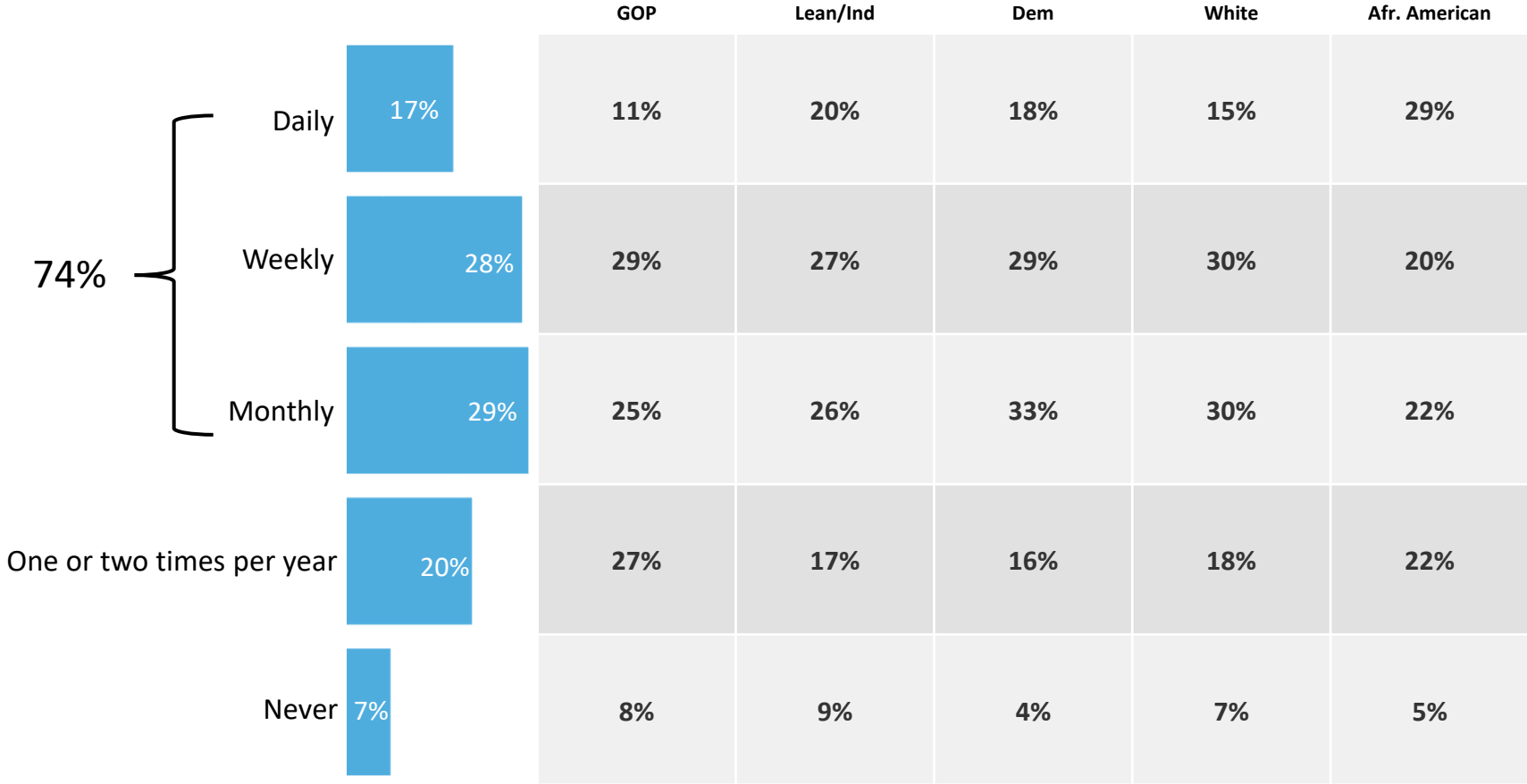
Audience

- Public Opinion Strategies presents the key findings from a survey in Milwaukee and Waukesha Counties.
- Chris Andrews was the Project Director. Aminah Al-Jaber provided analytical assistance.
- The survey was conducted April 6-8, 2021.
- The survey was conducted among N=500 voters in Milwaukee/Waukesha Counties.
- The margin of error for a sample size of N=500 is $\pm 4.38\%$.

Over seven-in-ten voters travel I-94 at least once a month.

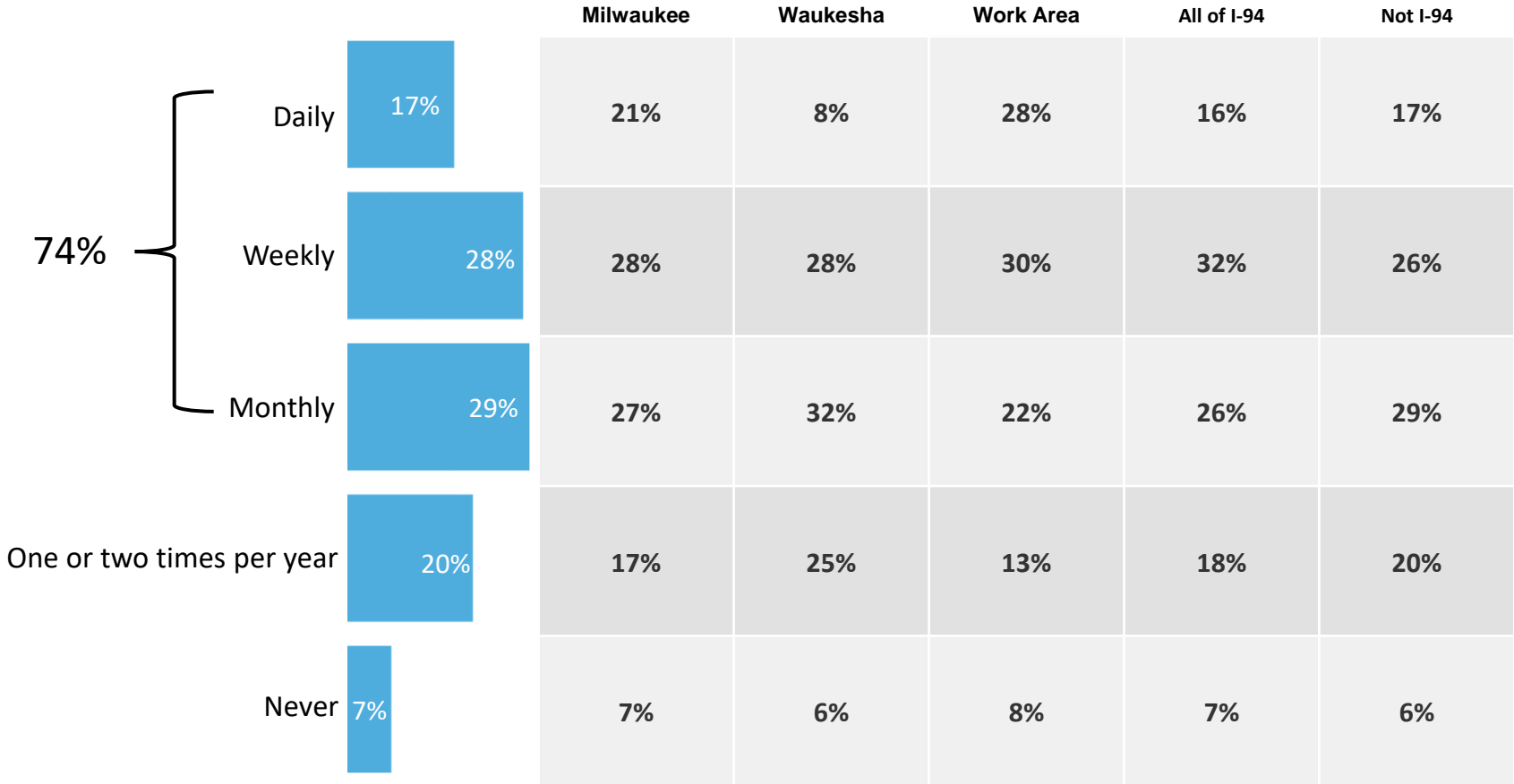


How often would you say you travel on Interstate Ninety-Four by the Stadium between the Marquette and Zoo interchanges?



Voters in Milwaukee and the work area are taking I-94 more often than those in Waukesha.

How often would you say you travel on Interstate Ninety-Four by the Stadium between the Marquette and Zoo interchanges?



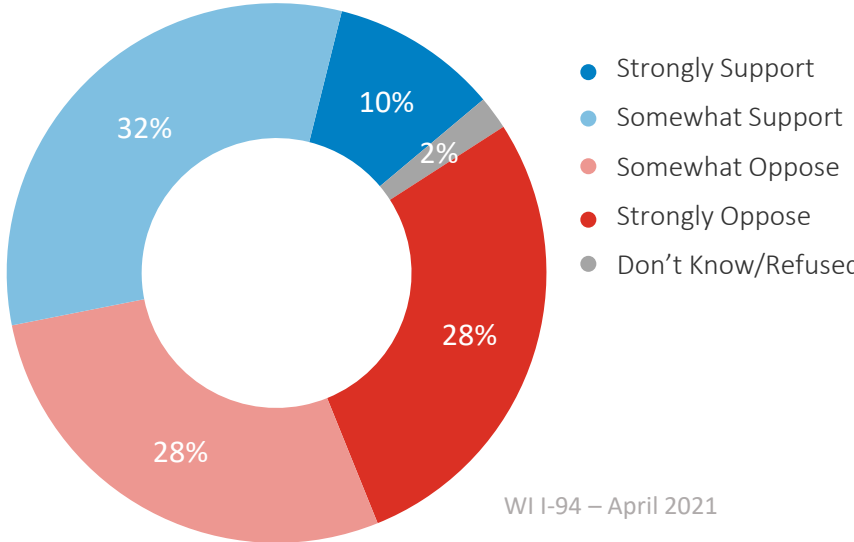
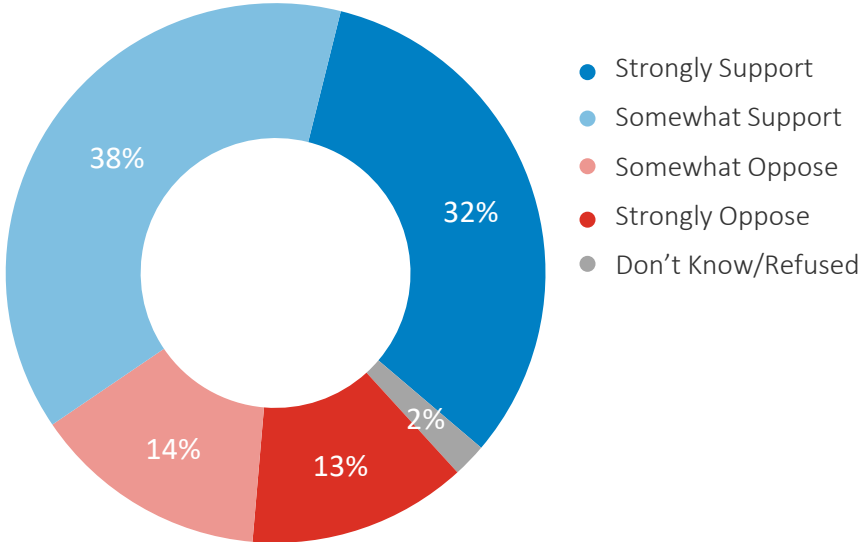
Over seven-in-ten voters support the one-billion-dollar plan to improve I-94 while a majority opposes an \$850 million dollar option.

Investing one billion dollars to improve Interstate Ninety-Four near the Stadium between the Marquette and Zoo interchanges; including, rebuilding the freeway and bridges, adding a lane in each direction to ease congestion, modifying interchange access to improve safety and traffic flow and reconstructing affected local streets.

Investing \$850 million dollars to improve Interstate Ninety-four near the stadium between the Marquette and Zoo interchanges; including, rebuilding the freeway and bridges, modifying interchange access to improve safety and traffic flow and reconstructing affected local streets. However, this plan WOULD NOT add a lane in each direction to ease congestion and WOULD NOT have ALL of the traffic flow and safety benefits related to the additional capacity and reduced congestion.

		GOP	Lean/Ind	Dem
Support	71%	59%	73%	76%
Oppose	27%	41%	24%	23%

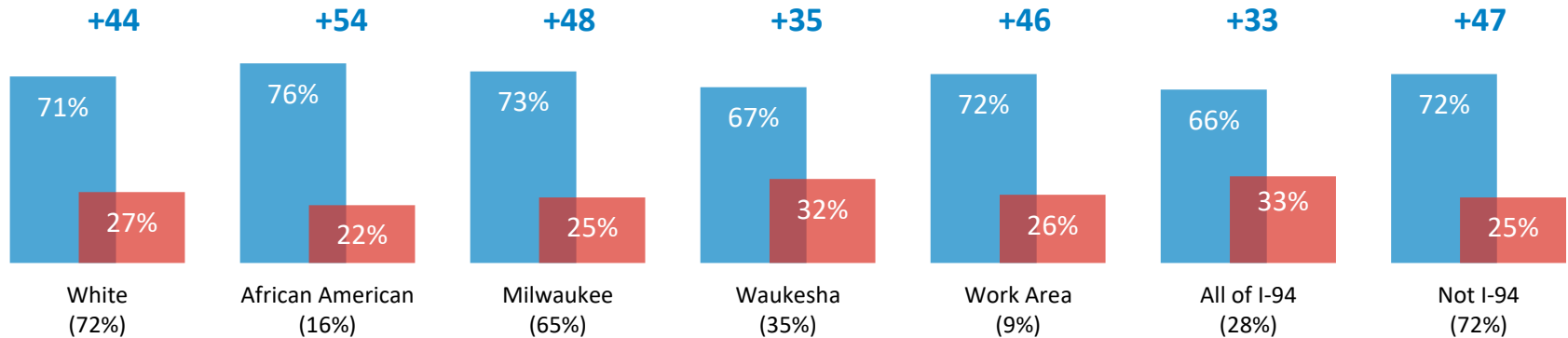
		GOP	Lean/Ind	Dem
Support	42%	29%	44%	45%
Oppose	56%	69%	54%	52%



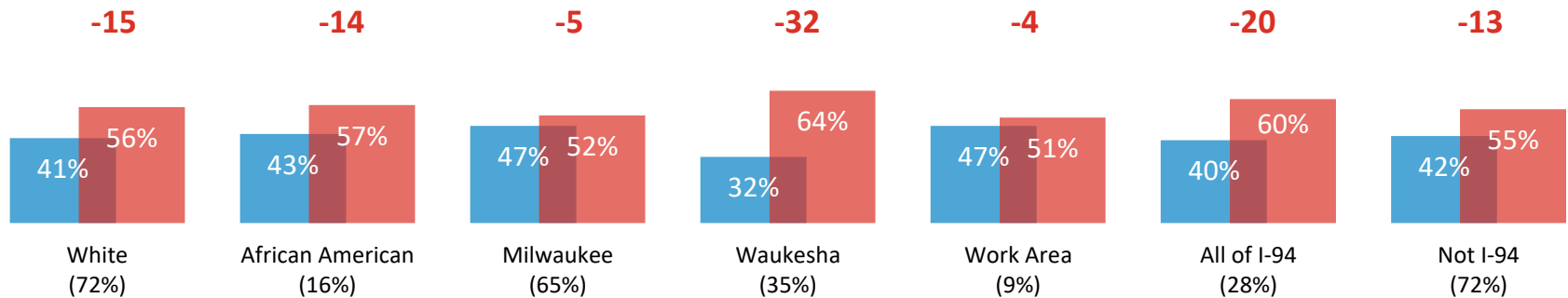
The one-billion-dollar plan has support across the key groups. The \$850 million dollar option is opposed by all key groups.

- Support
- Oppose

Adding a lane



Not adding a lane





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