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**New Poll Confirms Majority of Wisconsin Citizens Oppose the Oil Franchise Tax**

*Consumers believe the fee is a hidden tax that will cost them at the pump  
while doing nothing to tax windfall profits*

*Madison, Wis. (April 16, 2009)* – A poll released today shows that a broad majority of Wisconsin citizens oppose the proposed Oil Franchise Tax. By a margin of two to one, citizens oppose the fee that was intended to tax windfall profits of major oil corporations.

Even more telling, nearly 90 percent of voters believe that the proposed oil franchise tax will get passed on to consumers at the pump.

“Wisconsin citizens are tired of the smokescreen politics that take money from their pockets while at the same time inferring that someone else will be paying the bill,” says Matt Hauser, President of the Wisconsin Petroleum Marketers and Convenience Store Association. “This poll clearly shows that consumers are too smart to fall for those tired bait and switch tactics.”

Last week Ben Brockwell, Director of the Oil Price Information Service, said the proposed tax may also have other unintended consequences, including potential supply shortages in the state which could lead to even higher prices at the pump. “It’s just bad public policy.”

- more -

New poll – add one

“We believe there are more feasible, straightforward ways to raise funds to ensure our highways and infrastructure are protected,” continued Hauser. “Mr. Brockwell noted that a more reliable funding mechanism, like an increase to the gas tax, may be the best approach until the state determines the best long-term options for funding our roads.”

The survey, released by the Wisconsin Petroleum Marketers and Convenience Store Association (WPMCA), was conducted March 10-15, 2009 among 600 Wisconsin voters. The poll was conducted by Fairbank, Maslin, Maullin & Associates and had a +/- 4.0% margin of error.

*The majority of gas stations and convenience stores in Wisconsin are locally-owned independent gas and convenience stores. WPMCA represents over 2,000 independent petroleum marketers, convenience store owners, truck stop and travel plaza operators, automotive oil change outlets and other automotive service providers throughout Wisconsin. These companies sell over 80 percent of the motor fuel and nearly all of the farm fuel and heating oil sold in Wisconsin.*

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