



**BADGER  
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**Free Markets ■ Opportunity ■ Prosperity**

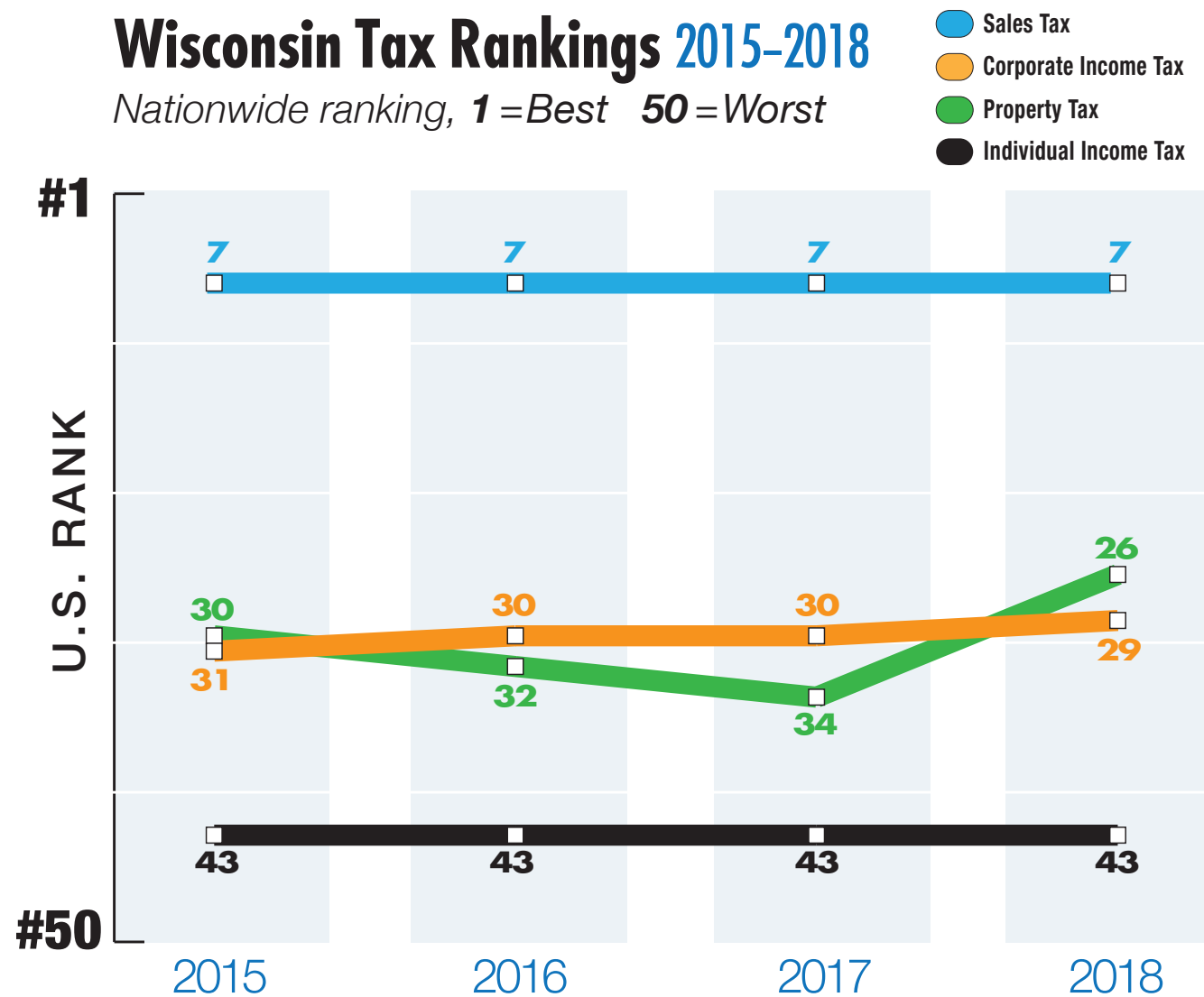
# Wisconsin Trends



# TAXES

## Wisconsin Tax Rankings 2015-2018

Nationwide ranking, 1 = Best 50 = Worst





# FEDERALISM

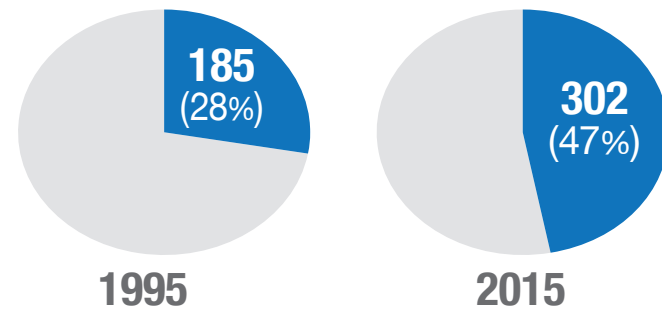
## Growth of Grants-in-aid in U.S.



## Federal Funding of DPI 1995-2015

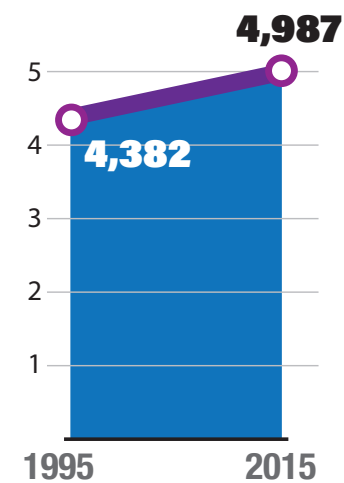
Department of Public Instruction  
FTE employees

*paid by federal government*



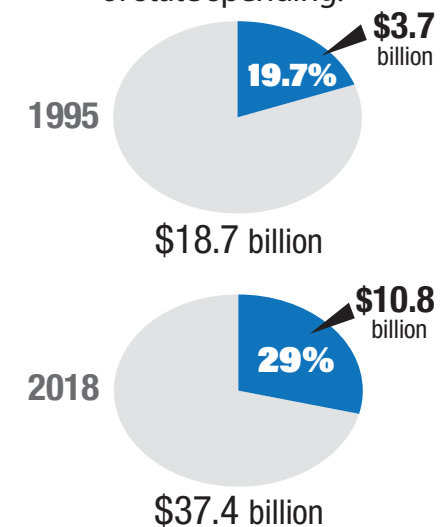
## Federalization of Wisconsin State Government

State workers\* paid by feds:



\*Measured as Full-Time Equivalents

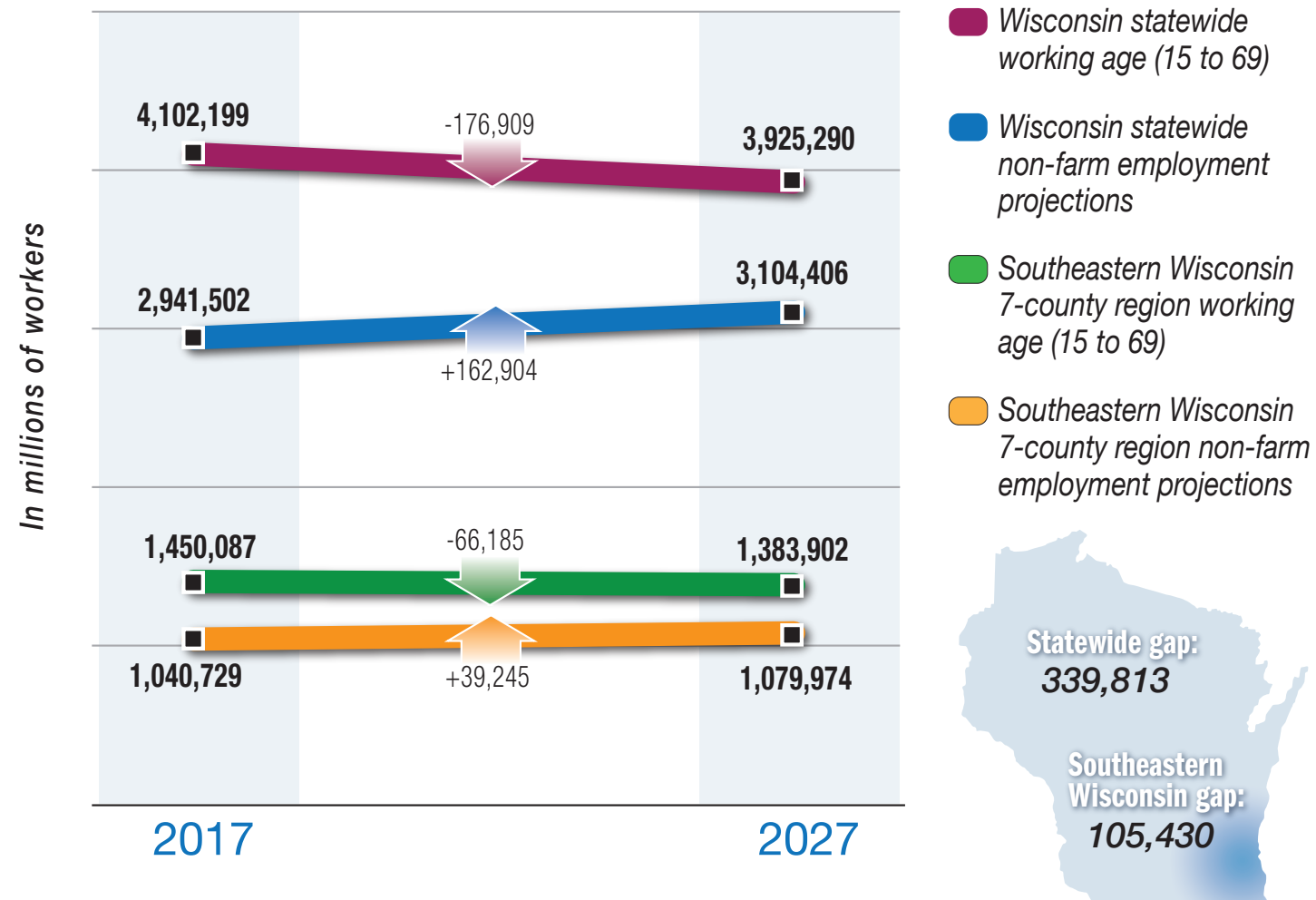
Federal revenue as a %  
of state spending:





# WORKFORCE

## Workforce Squeeze



Source: Metropolitan Milwaukee Association of Commerce, EMSI, BLS and U.S. Census

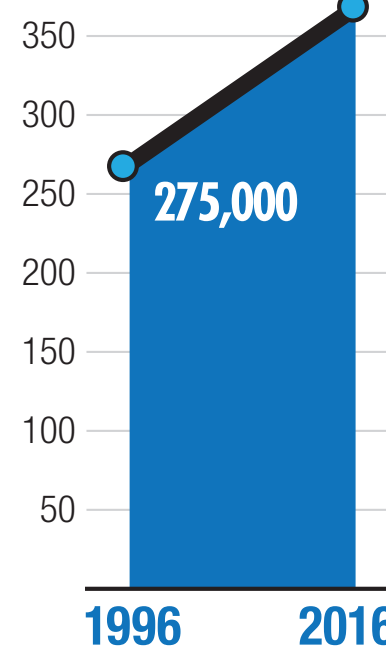


# LICENSURE

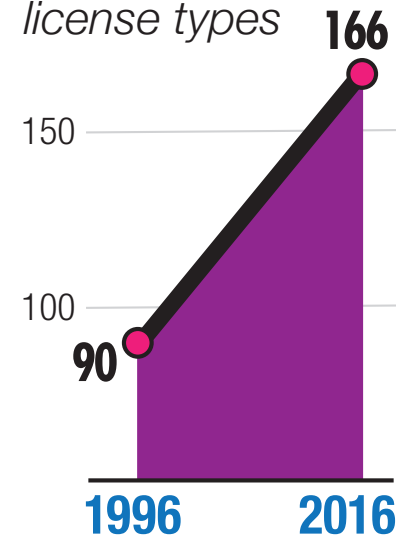
## Wisconsin Licensure 20-Year Growth

*License holders*

*In thousands*



*Number of license types*



Source: Department of Safety and Professional Services

## Wisconsin Occupational Licensing BY THE NUMBERS

**18.4%**

*Wisconsin workers  
who need licenses*

Source: Occupational Licensing:  
A Framework for Policymakers, July 2015

**66**

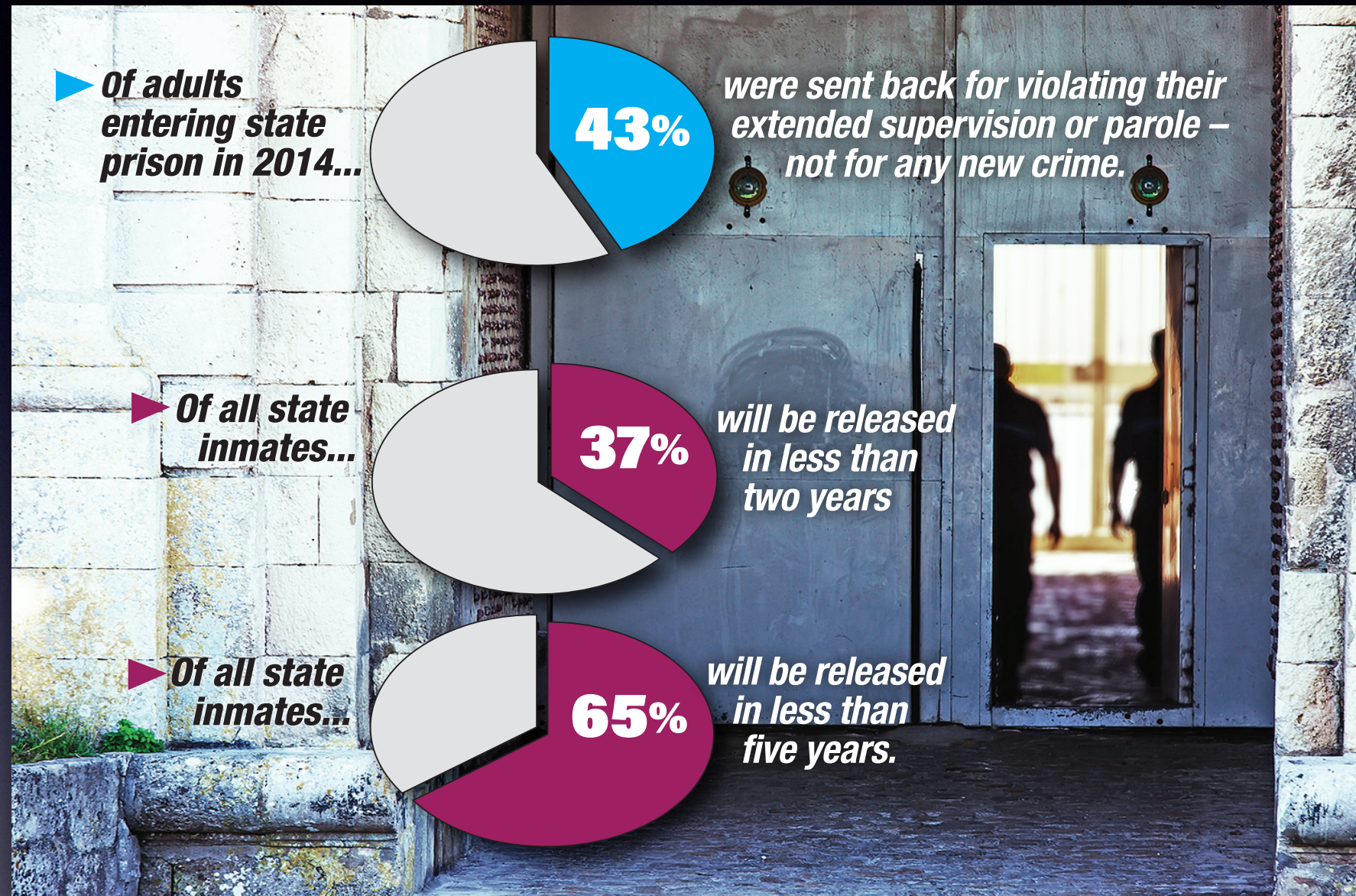
*Licensing boards  
and councils  
in Wisconsin*

Source: DSPS



# PRISONS

## Wisconsin Prisoners



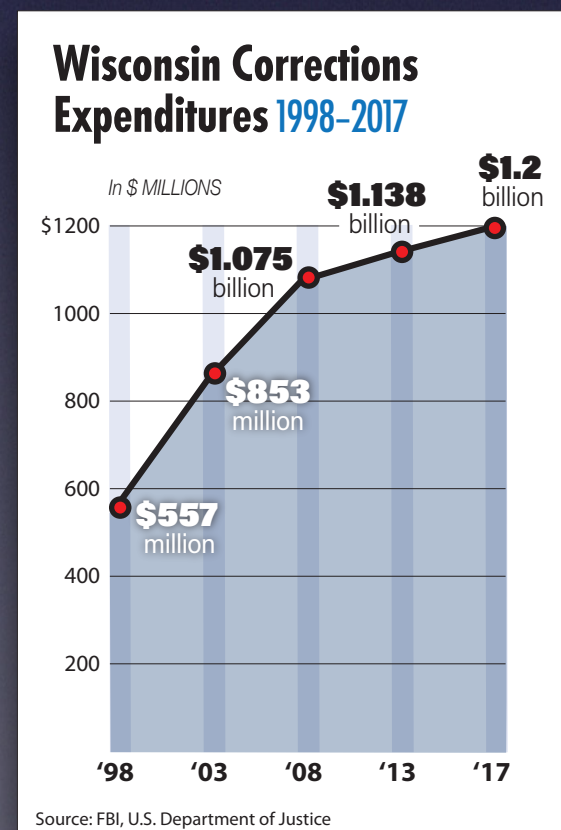
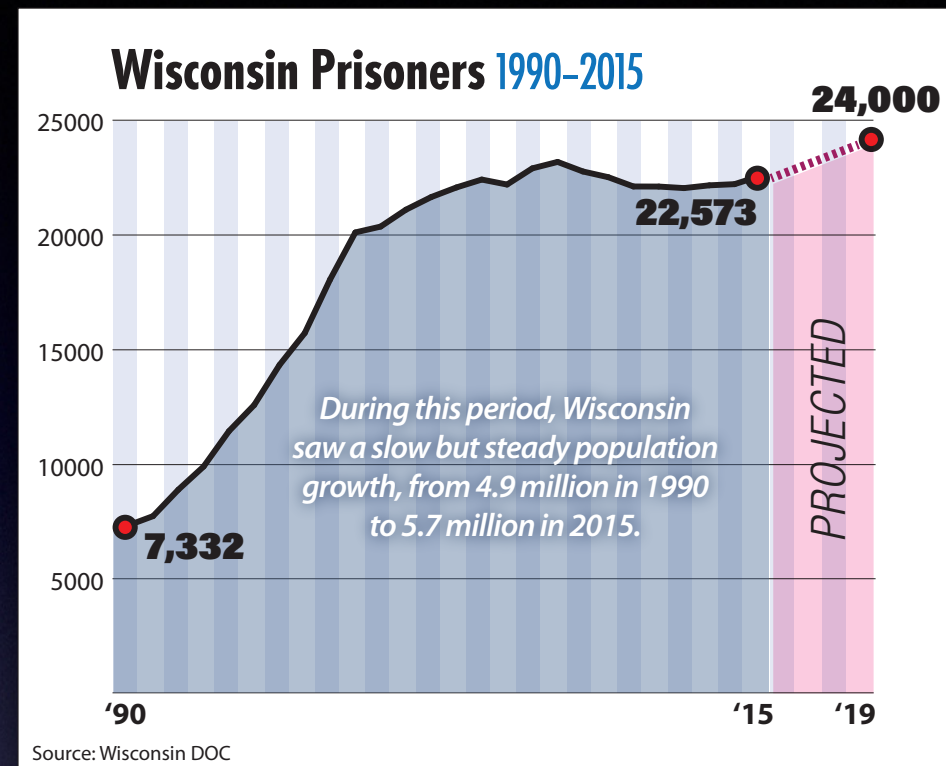
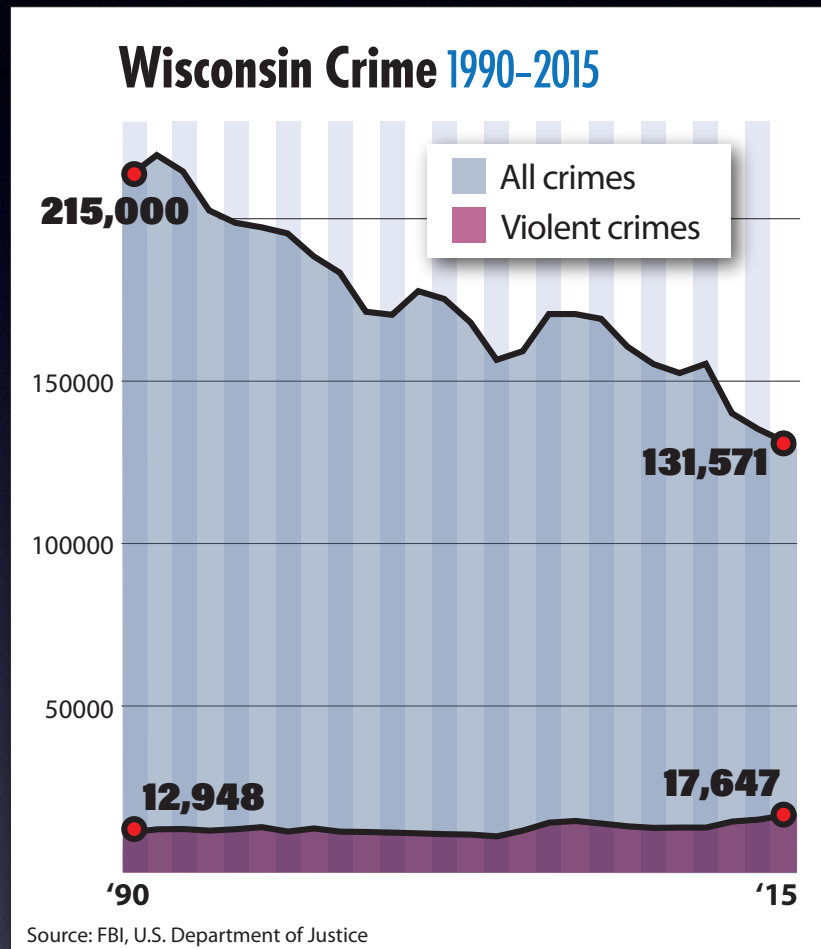
Source: Unlocking Potential



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# PRISONS

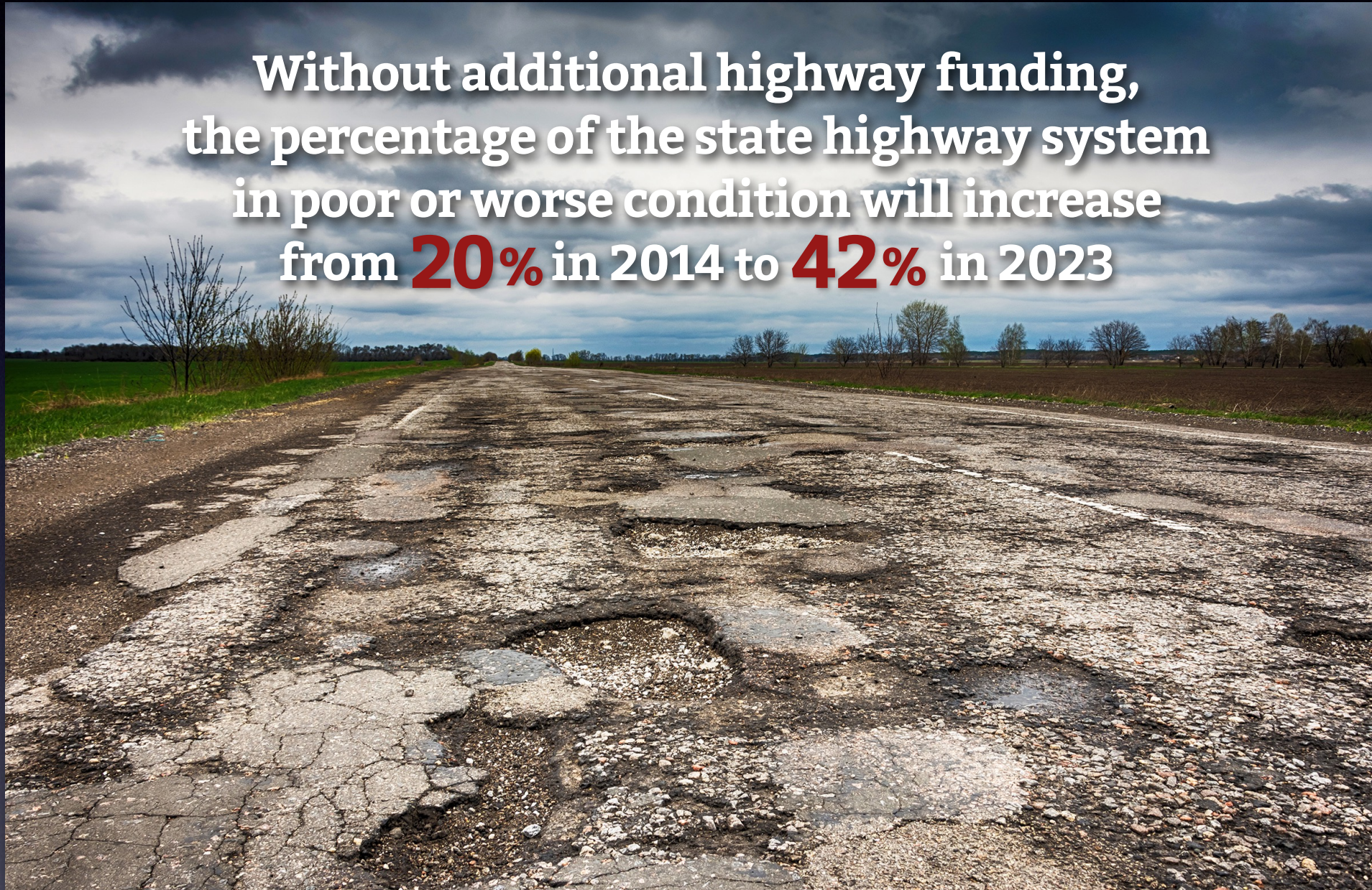




# TRANSPORTATION

*According to Wisconsin Transportation and Finance Policy Commission in 2013...*

**Without additional highway funding,  
the percentage of the state highway system  
in poor or worse condition will increase  
from **20%** in 2014 to **42%** in 2023**



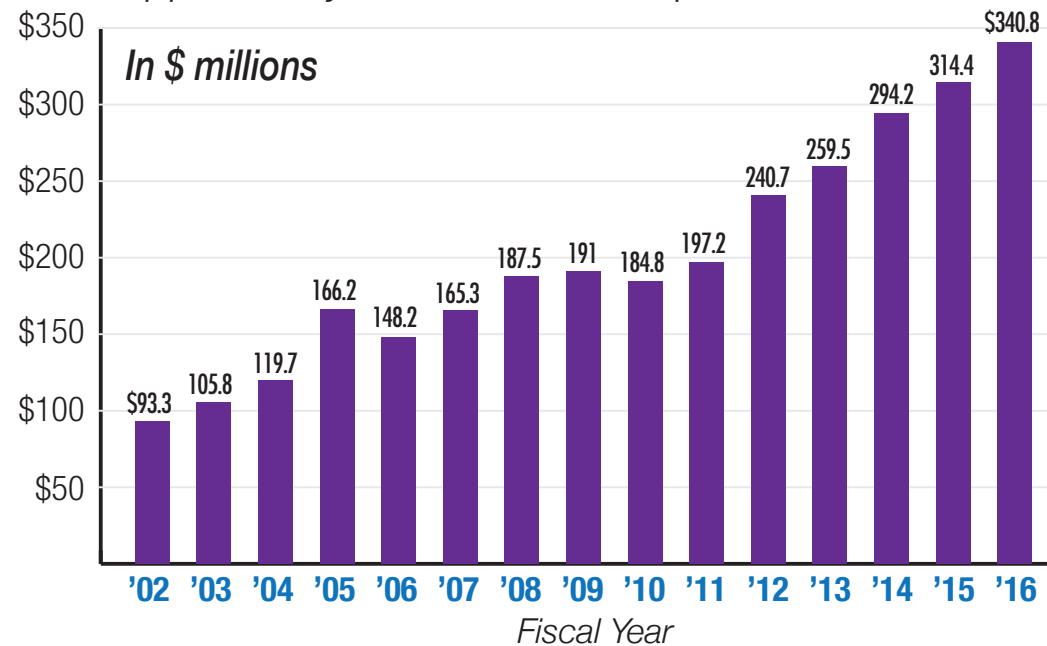
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# TRANSPORTATION

## Debt Service Payments

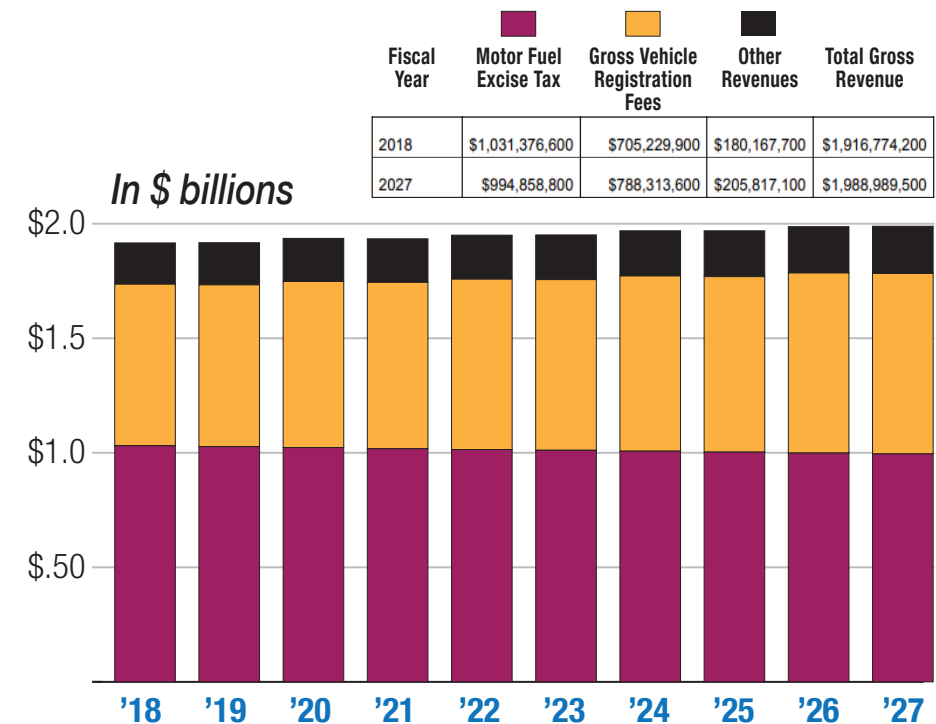
*Supported by Wisconsin's transportation fund*



Source: Wisconsin Transportation and Finance Policy Commission

## Transportation Revenue Projection

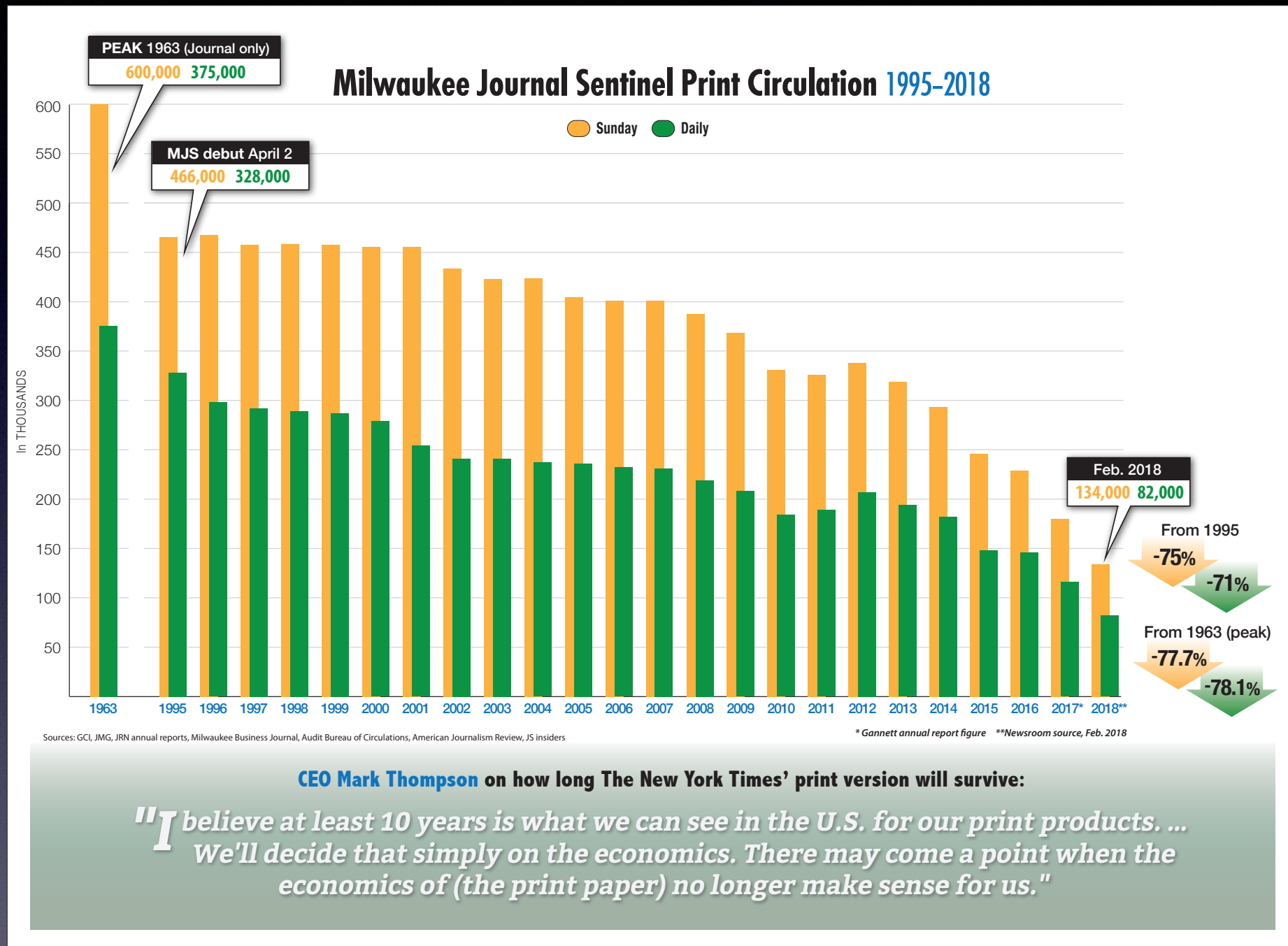
Traditional transportation revenues are projected to grow by 3.8%.



Source: Transportation Fund Solvency Report



# MEDIA

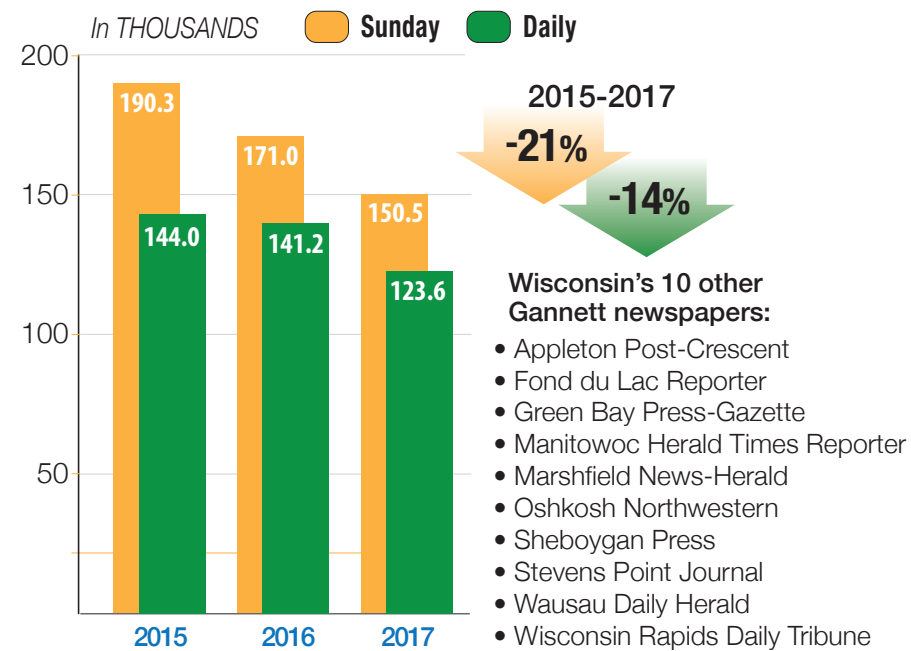




# MEDIA

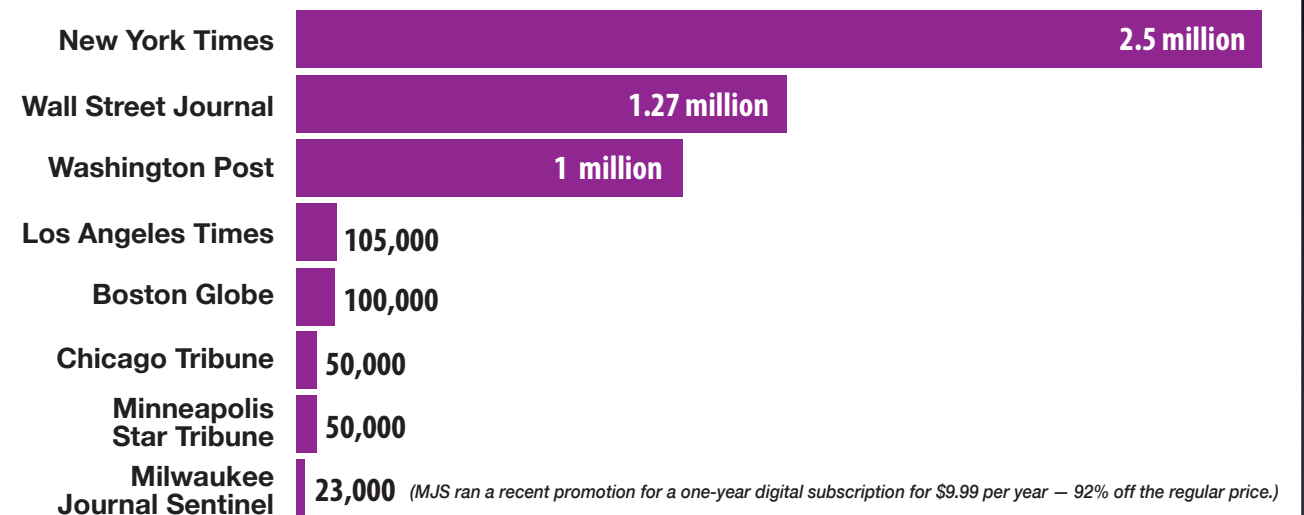
## Gannett Wisconsin Print Circulation

(Excluding the Milwaukee Journal Sentinel)



Source: GCI annual reports

## Digital-only Subscriptions 2017-2018





# MEDIA

## How Americans Get Their News Today



**50%** from TV



**43%** from online



**25%** from radio



**18%** from print newspapers



**45%** often get news on their mobile devices



**55%** over age 50 get news on social media



**78%** under age 50 get news on social media

Source: Pew Research Center 2017 study



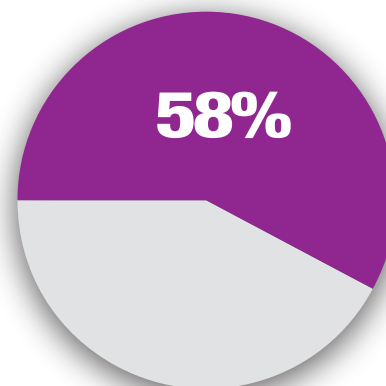
# SOCIALISM

## Socialism Poll 2014

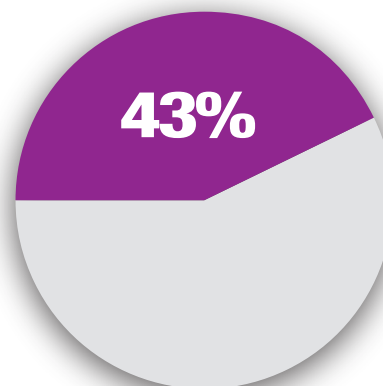
Attitudes among younger generations in the United States.

► *Would you say your opinion of Socialism is very favorable, mostly favorable, mostly unfavorable or very unfavorable?*

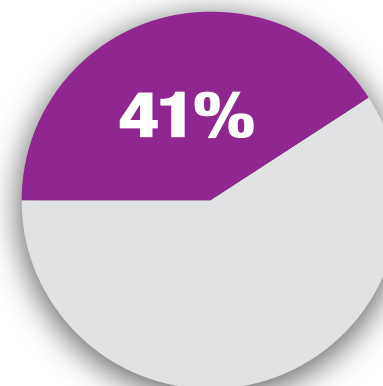
***Favorable responses***



18-24



25-34



35-44

Source: Reason-Rupe, Aug. 2014



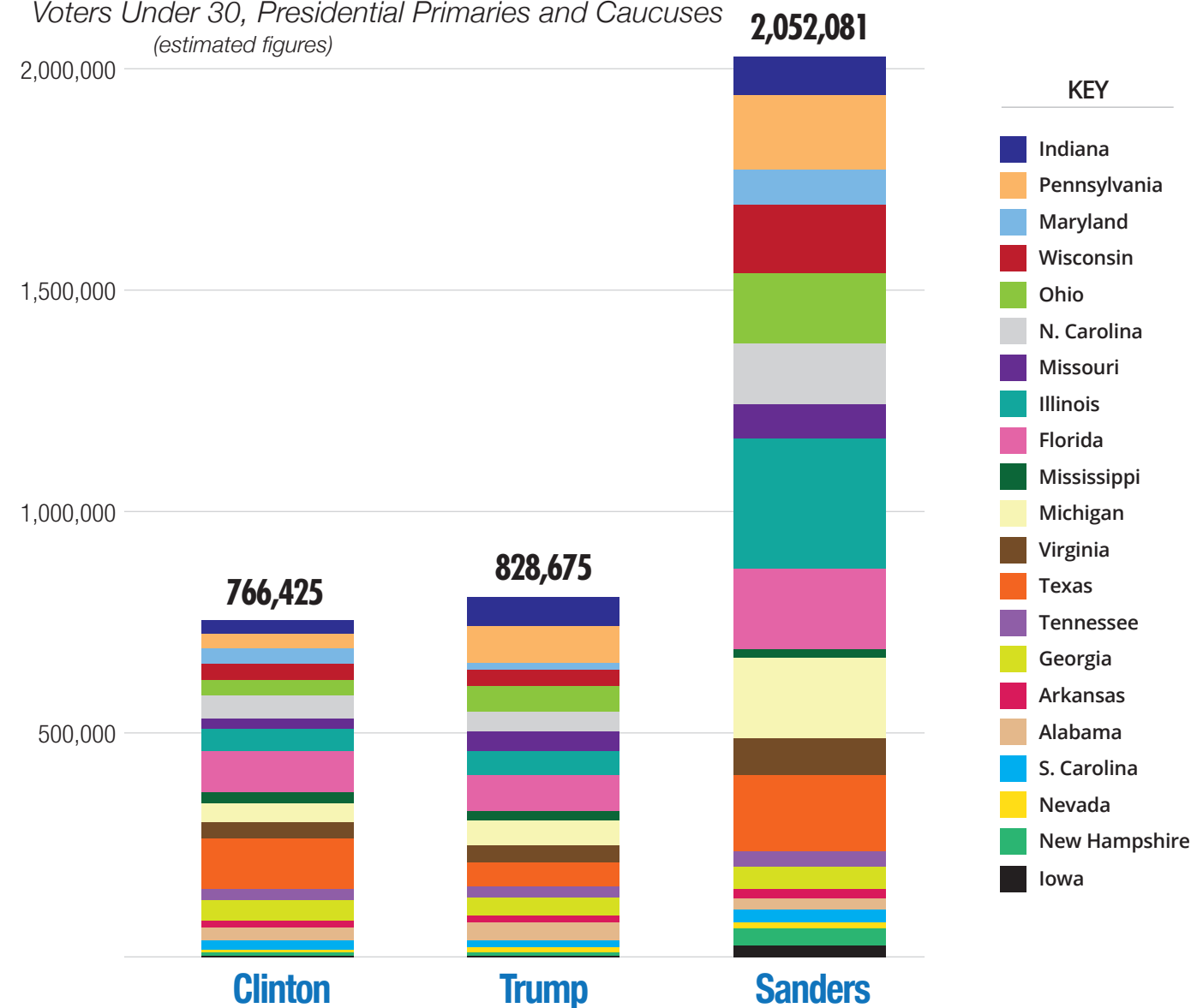
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# SOCIALISM

## Youth Voting 2016

Voters Under 30, Presidential Primaries and Caucuses  
(estimated figures)



Source: Estimates are based on CIRCLE analysis of vote tallies by state and Edison Research state exit/entrance polls.  
Only states with vote choice data for contests in both parties included.



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