

Marathon County Public Opinion Poll

KEY FINDINGS - WINTER 2004

The public appreciates the fact that we need to build the new line.

- 74%** agree we need more power lines to meet the growing demand for energy.
- 84%** agree that we need new lines to bring electricity to local utilities.

The public sees the benefits of building the new line.

- 83%** believe that transmission lines benefit the community by ensuring a reliable supply of energy.
- 78%** believe transmission lines help keep jobs in communities by ensuring energy for businesses.
- 51%** believe transmission lines help keep energy costs down.
- 82%** believe transmission lines help ensure that critical services such as hospitals and nursing homes have energy when they need it.

The public supports building the new line.

- 63%** support construction of the new line.
- 72%** support construction of the line when informed that the PSC has concluded that the project is needed, that the cost is appropriate and that counties will receive compensation.
- 72%** would prefer the line be built on public rather than private land.



METHODOLOGY

The survey results are based on data collected from a random sample of residents in Marathon County. Professional interviewers completed interviews with a base sample of 200 individuals 18 years or older. The sample consisted of telephone numbers randomly generated to accurately represent all households with working phones. The results of this study are an accurate reflection of the attitudes of all residents in Marathon County within a sampling error of plus or minus 7 percent. The survey was conducted January 28-31, 2004.