

Wisconsin Petroleum Marketers & Convenience Store Association: Don't blame retailers for high gasoline prices!

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Madison, WI (June 21, 2022) – Blaming gas station owners for high gas prices is ridiculous. Wisconsin's retail motor fuels market is one the most competitive marketplaces in the country.

Retailers are required by state law to post their prices on big signs where a one penny difference can decide whether a retailer gets business or not.

According to AAA, the average price of a gallon of gas in Wisconsin is \$4.828, 14 cents per gallon lower than the national average of \$4.968.

A myriad of factors impacts the price consumers pay at the pump, including: the cost of crude oil; federal/state taxes; boutique fuel requirements; and credit card swipe fees which remain the highest expense after labor for gas station owners.