



Key Findings from a Survey of Wisconsin Voters

March 2023

Methodology

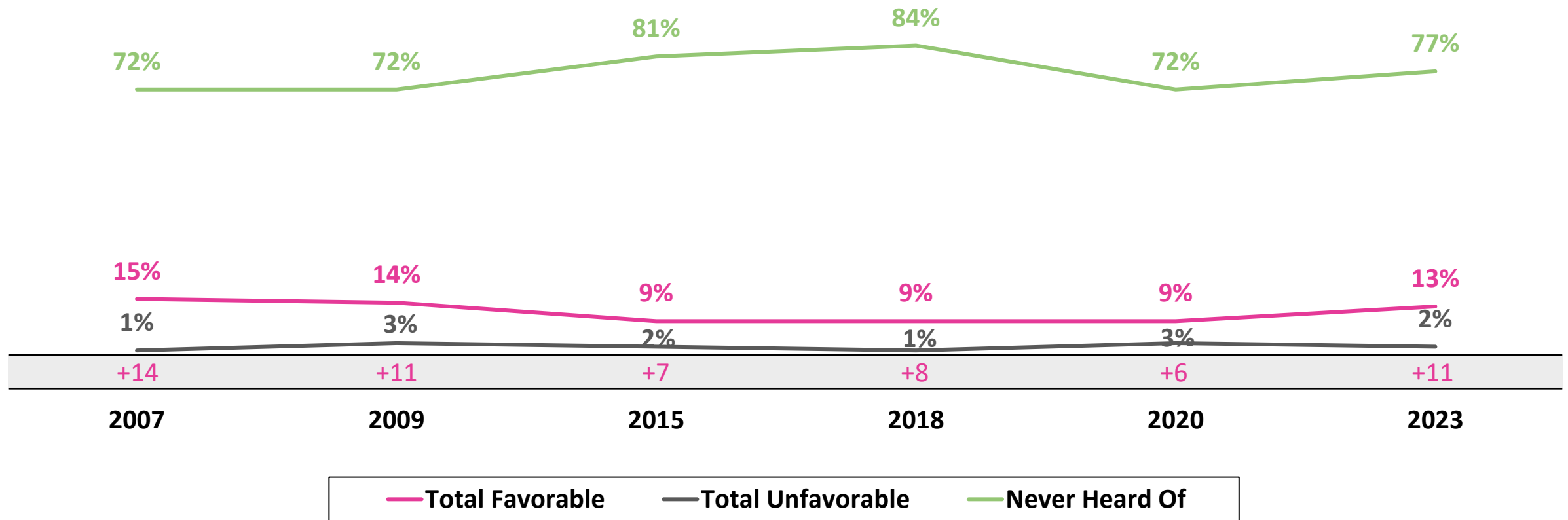
The bipartisan research team of New Bridge Strategy (R) and FM3 Research (D) conducted a survey among N=500 voters in Wisconsin via online interviews and live telephone interviews (both cellphones and landlines).

Interviews were conducted March 16-21, 2023, and were distributed proportionally throughout the state. Quotas were also set for key demographic sub-groups, such as gender and age.

The credibility interval (analogous to margin of error) is $\pm 4.38\%$ for the overall sample. The credibility interval will vary for sub-groups.

The Knowles-Nelson Stewardship Program is still mostly unknown to Wisconsin voters.

The Knowles Nelson Stewardship Program



After I mention each one, please tell me if you have a favorable, neutral or unfavorable opinion of that individual or institution.

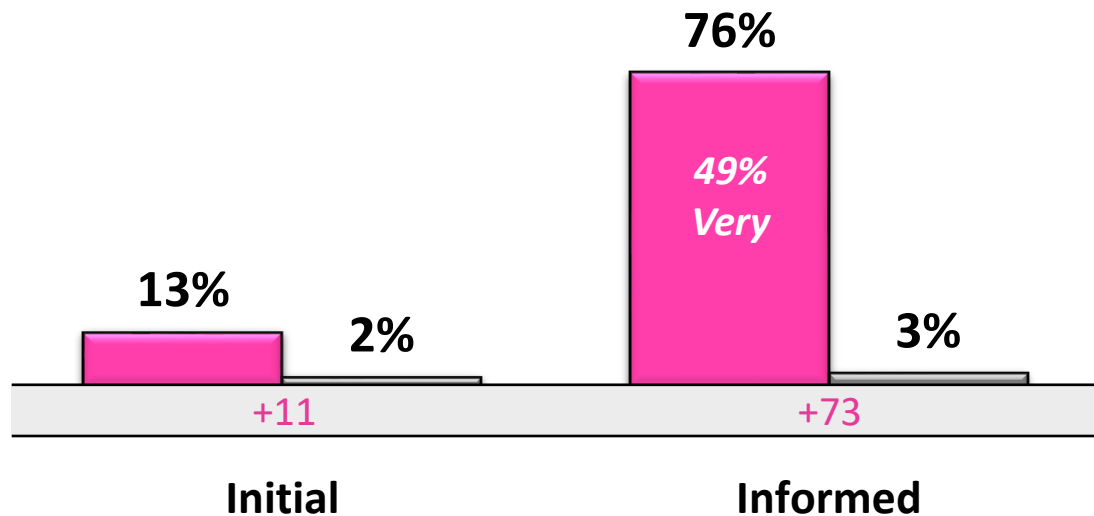
Respondents were provided with a brief explanation of the Stewardship Program...

The next questions deal more specifically with the Knowles - Nelson Stewardship Program established in 1989 and renewed four times over the last couple of decades. It is a state program that protects natural areas, water quality, wildlife habitat, and parks and provides public access for outdoor recreation through voluntary agreements with willing landowners. Through the Stewardship program, the state has protected important natural areas, wildlife habitat, and parks in every county in Wisconsin.

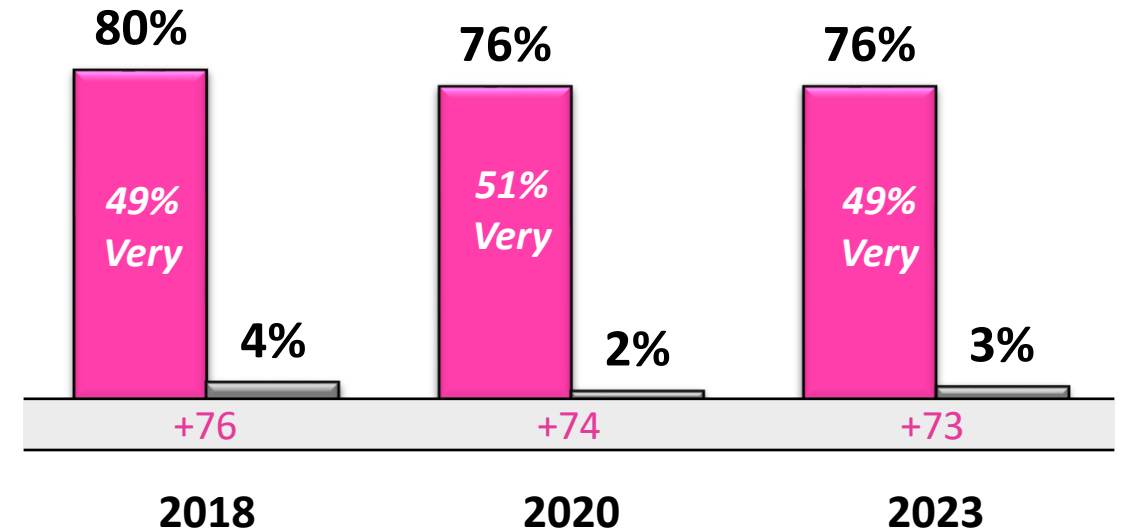
After hearing more information, voters become very favorable toward the Knowles-Nelson Stewardship Program.

Knowles-Nelson Stewardship Program

2023



Informed Trend



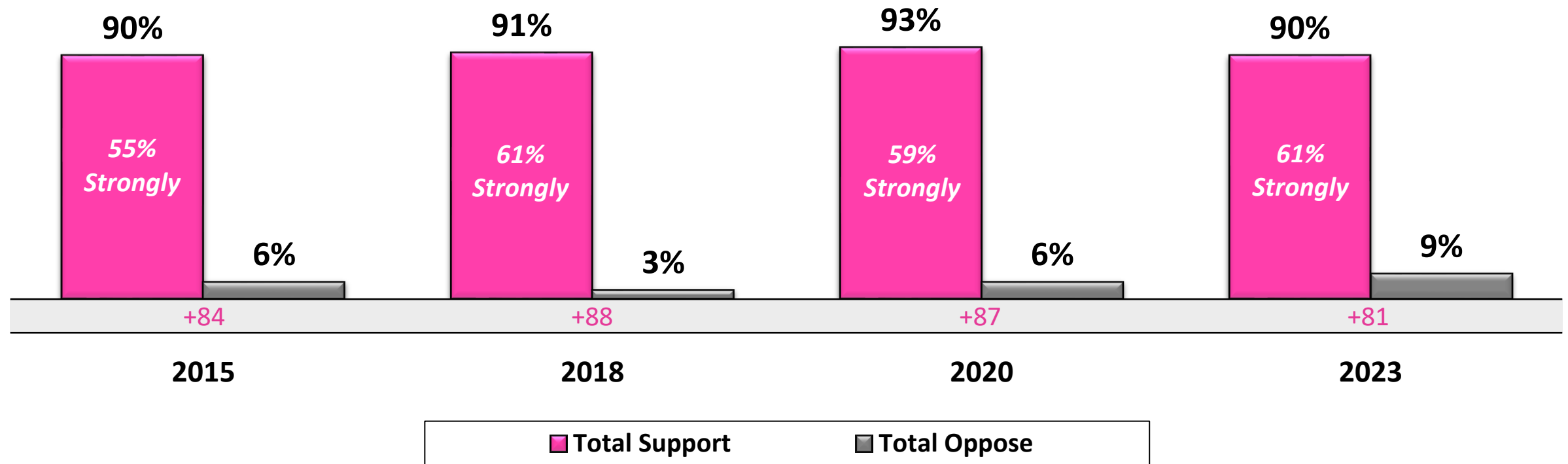
■ Total Favorable ■ Total Unfavorable

■ Total Favorable ■ Total Unfavorable

Having heard this information, would you now say you have a favorable, neutral or unfavorable opinion of the Knowles -Nelson Stewardship Program?

Nine of ten Badger State voters continue to support the State Legislature dedicating public funding for conservation.

In general, would you support or oppose the State Legislature continuing to dedicate public funding for land, water, and wildlife conservation in Wisconsin?



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Two thirds say that even with other challenges facing Wisconsin, we should continue to invest in protecting and preserving natural areas, clean water, and wildlife habitat.

Even with other challenges facing Wisconsin, protecting natural areas, clean water, and wildlife habitat is still essential to our quality of life, and we should continue to invest in protecting and preserving them.

68%

...OR...

The way things are going right now, we need to cut back our investments in protecting natural areas, clean water, and wildlife habitat – instead, we should focus on schools, job creation, addressing the cost of living, and fighting crime.

27%

Now, stepping back for a moment, I'd like to read you two statements about this issue. I'd like you to tell me which comes closer to your opinion

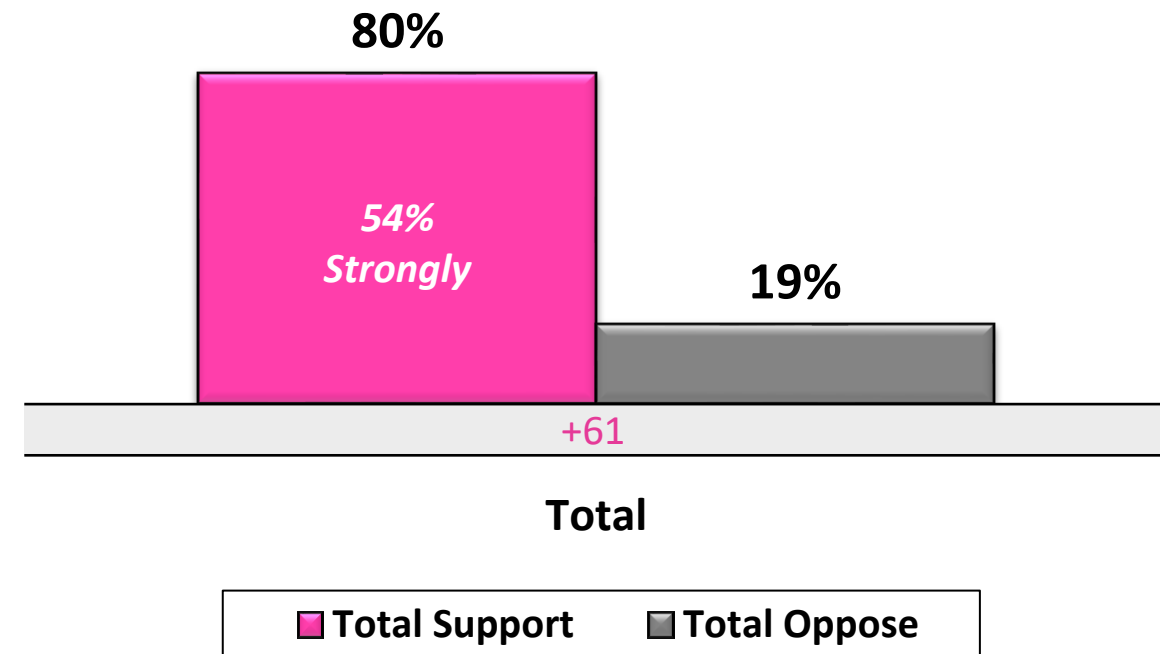
Eight of ten voters support investing \$1 billion of the surplus into natural climate solutions. More than half support it strongly.

On a slightly different topic –

Some people have proposed that Wisconsin should invest one billion dollars of its current seven billion dollar state surplus over the next ten years surplus into conservation projects that are also natural climate solutions. These are actions that reduce emissions and increase carbon storage in forests, farms, grasslands and wetlands, such as:

- *Conserving and replanting forests;*
- *Conserving and restoring wetlands that protect against floods and storms; and*
- *Reducing the loss of natural areas, planting trees, and providing parks in communities.*

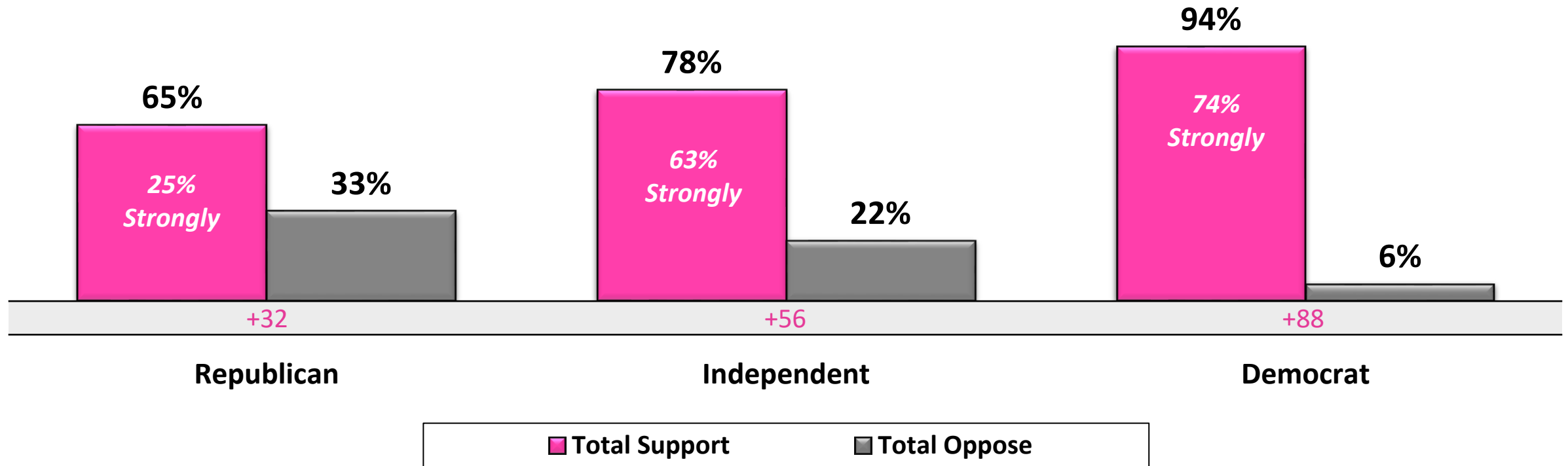
Is that something you would support or oppose?



Natural Climate Solution Proposal

Funding conservation and natural climate solutions is widely supported across the political spectrum but is driven by Democrats.

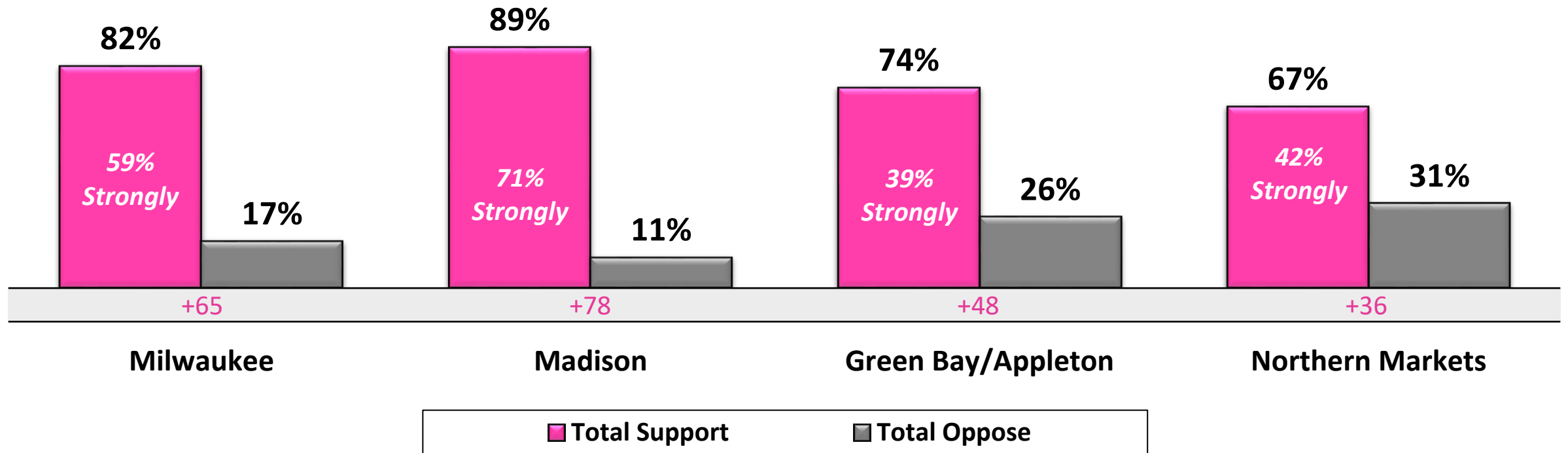
By Party



Natural Climate Solution Proposal

Two-thirds or more in every region of the state offer support for investing \$1 billion of the surplus into natural climate solutions.

By Media Market



Natural Climate Solution Proposal

Of the types of projects the Knowles-Nelson Stewardship program funds, voters are most supportive of protecting drinking water, water quality, and fish/wildlife.

| <i>% Extremely/Very Important</i> | |
|---|------------|
| Protecting sources of drinking water | 92% |
| Protecting water quality in rivers and streams | 84% |
| Protecting fish and wildlife habitat | 80% |
| Conserving habitat for disappearing pollinators like bees and monarch butterflies | 79% |
| Protecting wetlands that reduce the impacts of flooding and help to filter water | 74% |
| Planting trees and restoring forests | 73% |

| <i>% Extremely/Very Important</i> | |
|---|------------|
| Conserving natural areas | 73% |
| Providing more opportunities for children to explore and learn about nature | 67% |
| Preserving working forests | 66% |
| Conserving the lands, waters, and wildlife that are or will be most negatively affected by climate change | 61% |
| Conserving beaches and shoreline along Lake Michigan and Lake Superior | 60% |

Next, I am going to read you some types of projects that have been and could be completed through the Knowles Nelson Stewardship program. Recognizing that there may not be enough funding for all such projects, please tell me how important it would be to you that each project be funded.