



Badger Poll™ #26, Release #3  
University of Wisconsin Survey Center  
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Questions about Poll content and results can be directed to:  
Professor Katherine Cramer Walsh, Department of Political Science (cell: 608.347.8528)

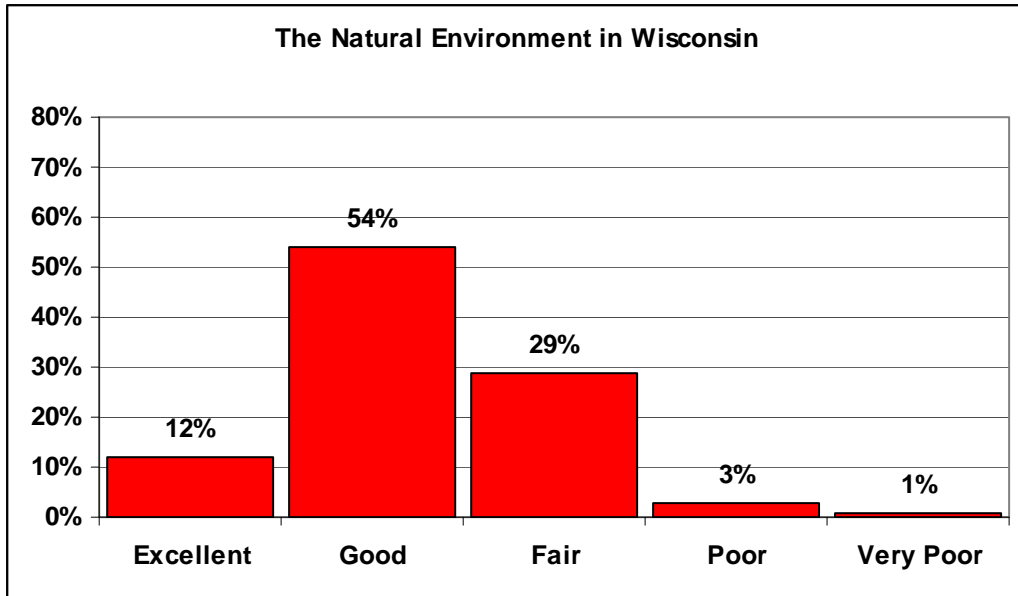
## **WISCONSINITES' OPINIONS ON SOME ENVIRONMENTAL ISSUES**

The spring 2008 Badger Poll asked Wisconsin residents about a variety of environmental issues. The major results are shown below with additional results and analysis on the following pages.

- **66%** of Wisconsinites rate the natural environment of the state as excellent or good.
- **48%** said the state government is currently doing either extremely well or quite well protecting the environment of Wisconsin. However, a slim majority want the state to do more to protect the environment.
- Looking at the issue of global warming and climate change, 40% of residents think that the amount of fossil fuels used in Wisconsin are either extremely or quite problematic.
- Most Wisconsinites currently do not believe that climate change will be extremely problematic (only 18%). Nearly one-third believe climate change will not be problematic at all or only slightly problematic in the state.
- **61%** of residents favored having the state require higher emission standards for automobiles.
- **87%** favored requiring power providers to produce more electricity through renewable sources such as wind and solar energy.
- **77%** of Badger State residents favor the state requiring all communities in Wisconsin to have water conservation programs.
- **43%** thought that declining water levels in Wisconsin's lakes, rivers and ground water was either extremely or quite problematic and 23% thought local communities without water conservation programs were extremely or quite problematic.

## Rating the Natural Environment in Wisconsin

Findings from the latest Badger Poll show that nearly two in three Wisconsinites rate the natural environment in the state as either excellent or good, only 4% said it as poor or very poor. This view is consistent across all the key sub-groups in the state from the 54% of respondents in Milwaukee County who rated the environment is excellent or good to the 71% of residents in western Wisconsin (along the Mississippi and St. Croix Rivers) who responded similarly. See the appendix for tables on all questions and break downs by key sub-groups.



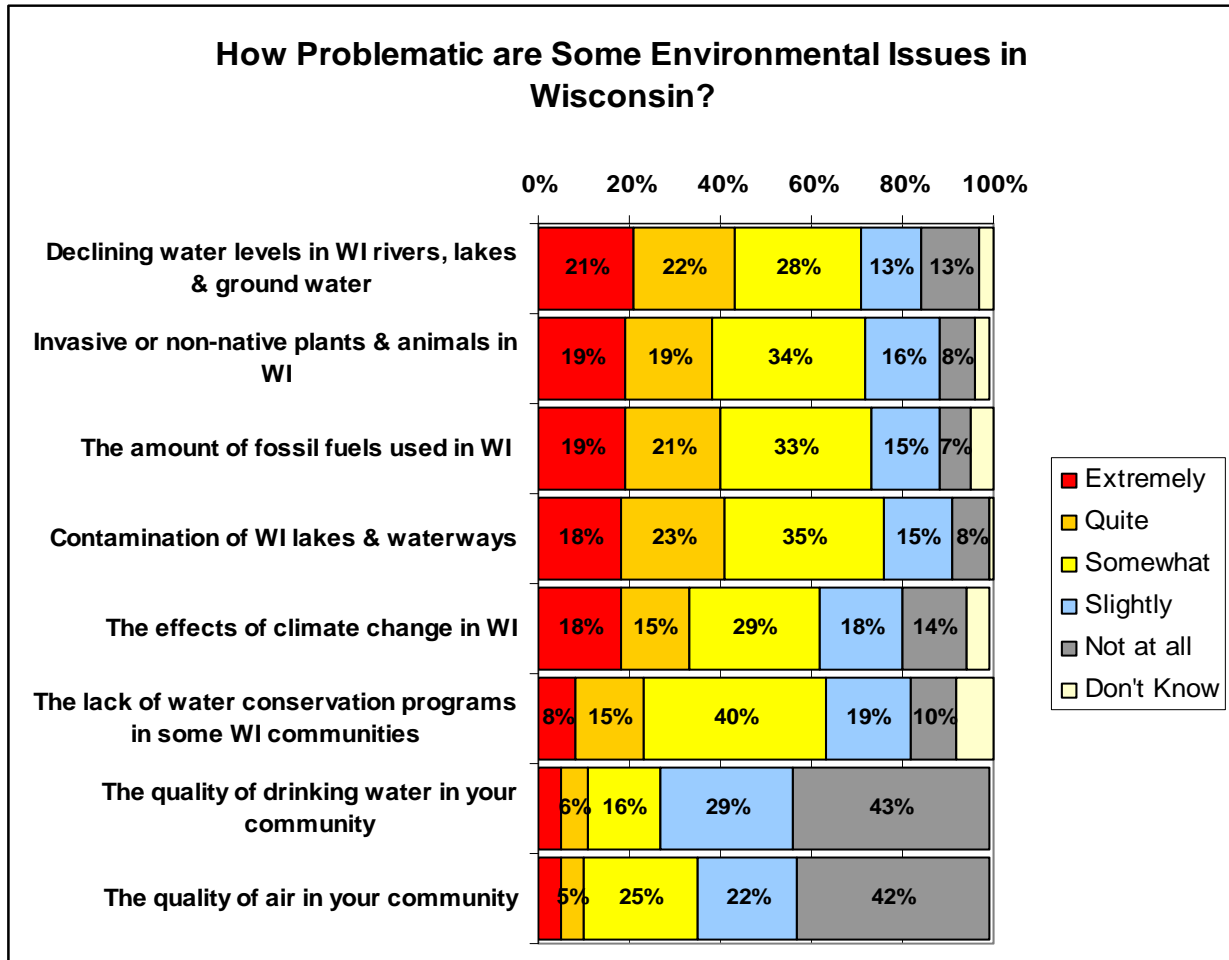
## Rating the State of Wisconsin on Protecting the Environment

When asked how well the state government protects the environment in the state, Wisconsinites were not as positive as they were about the actual environment. Less than one-half said that the state is protecting the environment either extremely well or quite well. Another 41% thought that the state was doing somewhat well. Another 41% thought that the state was doing somewhat well. Another 41% thought that the state was doing somewhat well.

How Well Does the State Government Protect the Environment in Wisconsin?	
Extremely Well	6%
Quite Well	42%
Somewhat Well	41%
Not Too Well	8%
Not at All Well	2%
Don't Know	1%
Refused	<1%
<b>(N = 521)</b>	

## Problematic Environmental Issues in Wisconsin

The most recent Badger Poll asked residents how problematic they think eight environmental issues are to the people in Wisconsin. The chart below shows the results ranked from the issue with the most respondents who said extremely problematic to the least number of extremely problematic. See the appendix for tables with break downs by key sub-groups or respondents.



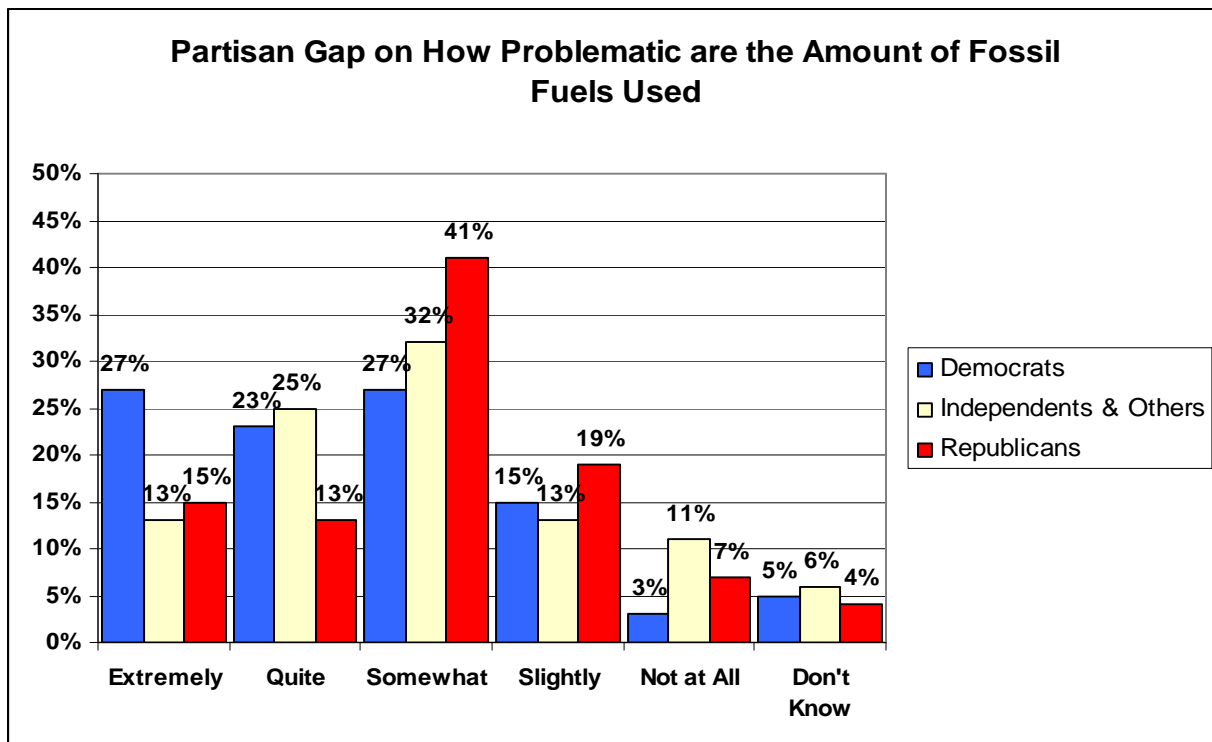
Of the eight issues that were asked about the one that received most extremely problematic mentions was the declining water level in Wisconsin's rivers, lakes and ground water (21% of all respondents). Another 22% said that that issue was quite problematic. Only 13% said that declining water levels were not at all problematic. Looking across the state of Wisconsin, residents in Milwaukee County and the northeastern region (including the Fox Valley, Green Bay, and Door County) were the most likely to say that declining water levels were either extremely or quite problematic -- a majority in both regions. That compares to only about one-third of respondents in northern and western Wisconsin who thought that declining water levels were extremely or quite problematic. For a definition of the regions used in the Badger Poll see the Appendix.

About 40% of respondents statewide said that three other issues were extremely or quite problematic – contamination of lakes and waterways (41%), the amount of fossil fuels used in

the state to make electricity and power automobiles (40%) and the presence of invasive or non-native plants and animals (38%). For each of these three issues fewer than ten percent of all respondents said that they were not at all problematic. Respondents in the three southern most regions of the state were the most likely to say that contamination in lakes and waterways was extremely or quite problematic (48% Milwaukee County, 48% in the rest of southeast Wisconsin, and 49% in south central Wisconsin). Not surprisingly, these are the areas of the state with the most development and highest concentrations of population. About one-third of respondents from the two most rural regions of the state -- north central and western Wisconsin -- thought that water contamination was extremely or quite problematic.

When it comes to non-native plants and animals in Wisconsin, a majority of respondents in the northeast region of Wisconsin (Fox Valley, Green Bay, Door County) said that these invasive species were extremely or quite problematic. There was also a statistically significant gender gap. 24% of men said invasive species were extremely problematic, but only 15% of women thought the same.

40% of state residents thought that the amount of fossil fuels used in Wisconsin to make electricity and power automobiles was either extremely or quite problematic, while 33% thought it was somewhat problematic, 15% thought it was only slightly problematic, and 7% said it was not at all problematic. The chart below shows that on this issue there is a statistically significant partisan gap with 50% of Democrats saying it is either extremely or quite problematic, while 55% of independents and 60% of Republicans said it was only somewhat or slightly problematic.



The three environmental issues that received the lowest number of extremely problematic mentions were the fact that some local communities in the state lack water conservation programs (only 8% said that was extremely problematic) and the quality of the drinking water and the air in the respondents' communities (both only had 5% say they are extremely problematic).

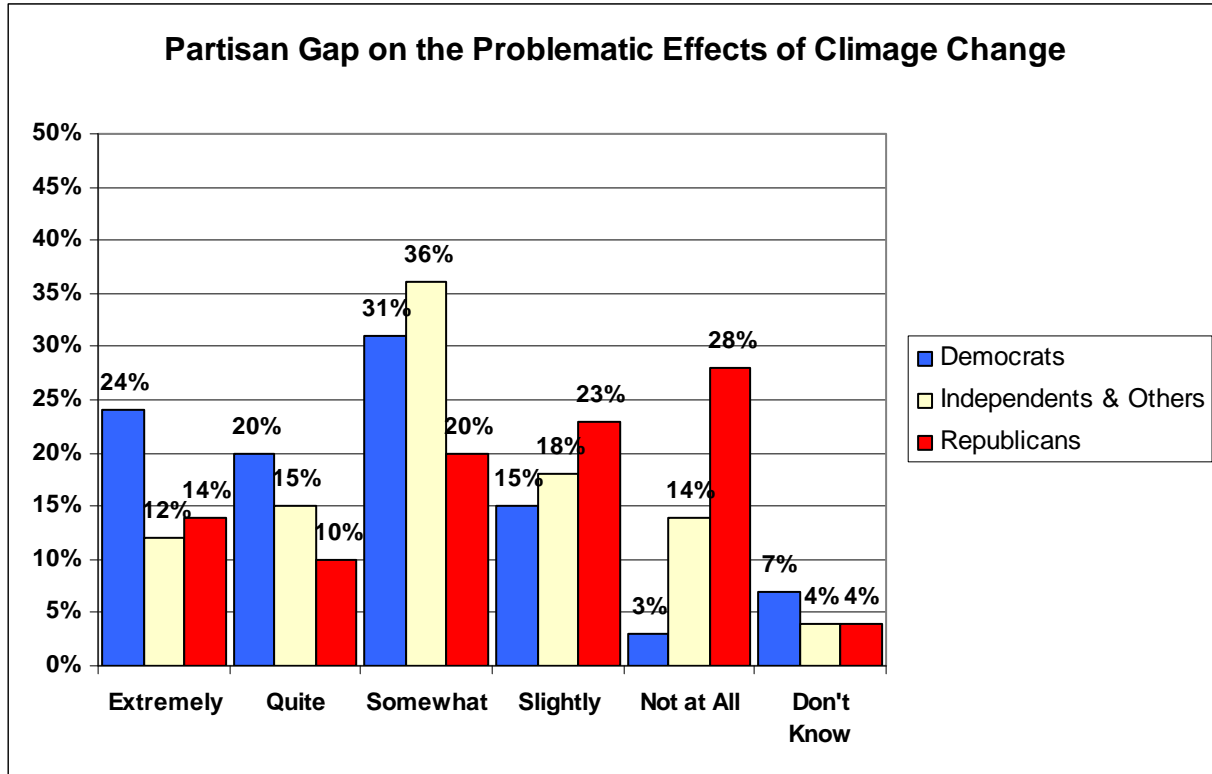
On the issue of communities that lack water conservation programs, respondents from two regions of the state were the most likely to say that the lack of such programs was extremely or quite problematic – south eastern (Kenosha, Racine, and the Milwaukee suburbs) and north eastern Wisconsin (the Fox Valley and Green Bay areas). 27% of respondents in both of these regions said the lack of water conservation programs was extremely or quite problematic, while less than 10% said it was not at all problematic.

When it comes to the quality of drinking water in their local communities, respondents from Milwaukee county and the rest of south eastern Wisconsin were the least likely to say that drinking water quality was not at all problematic (see the table in the appendix). In fact, 48% of those from Milwaukee County said the quality of their drinking water was at least somewhat problematic (or worse) and 43% of those respondents from the rest of south eastern Wisconsin felt their drinking water quality was at least somewhat problematic.

Over 40% of respondents statewide said that the quality of the air in their local community was not at all problematic and that is a good thing. There are differences though across the regions of the state. Only 32% of respondents from south eastern Wisconsin said their air quality was not at all problematic, while 46% said that it was at least somewhat problematic.

The latest Badger Poll also asked respondents how problematic they felt climate changes such as the greenhouse effect or global warming would be for Wisconsin. 18% of Badger State residents thought that the effects of climate change will be extremely problematic in Wisconsin. Nearly the same amount (14%) said that the effects would be not at all problematic. While the largest proportion of respondents said they thought the effects would be somewhere in between – 29% said somewhat problematic. On this issue there are statistically significant gaps in opinion between men and women as well as between Democrats and Republicans (see the table below and the chart on the next page).

<b>Gender Gap on Climate Change</b>		
	Men	Women
Extremely Problematic	16%	19%
Quite Problematic	9%	21%
Somewhat Problematic	26%	33%
Slightly Problematic	22%	14%
Not at All Problematic	20%	9%
Don't Know	6%	4%
Refused	1%	0%
	<b>(N = 218)</b>	<b>(N = 303)</b>



### What More Should the State do to Protect the Environment?

When asked whether the state government should do more or less to protect the environment in the state one-half of Wisconsinites said the state should do more, while only 5% said the state should do less than it is doing now. 44% said they thought the state was currently doing about the right amount of work protecting the environment. There are significant differences between different men and women as well as between partisans about whether the state should do more, see the table below (also see the appendix).

	Should the State do More, do Less or does it Currently do About the Right Amount of Work?			
	Do More	Right Amount	Do Less	(N)
Men	42%	51%	6%	(218)
Women	58%	37%	4%	(303)
Democrats	56%	40%	2%	(185)
Independents & Others	50%	45%	4%	(204)
Republicans	39%	49%	9%	(127)

## Opposition and Support for Four Environmental Policies

In addition to the eight environmental issues, the Badger Poll asked residents whether they favored or opposed four broad environmental policies. The table below shows that large majorities of Wisconsinites favor three of the four policies. The policy receiving the most favorable responses (87%) was having the state require electricity providers to produce specific amounts of power through renewable sources such as wind and solar energy. Large majorities of all key sub-groups favored this proposal (see the appendix for tables with break downs with key sub-groups).

Wisconsinites' Support and Opposition to Four Environmental Policies							
	Strongly Favor	Somewhat Favor	Neither (vol.)	Somewhat Oppose	Strongly Oppose	Don't Know	Refused
Requiring Electricity Providers to Produce Specific Amounts of Power Through Renewable Sources	50%	37%	<1%	9%	4%	<1%	--
Requiring All Communities to Have Water Conservation Programs	25%	52%	1%	17%	5%	<1%	--
Requiring Higher Automobile Emissions Standards	22%	38%	<1%	24%	15%	<1%	--
Tax Coal, Gasoline, Natural Gas, and Oil to Encourage Residents to Use Less	10%	24%	<1%	27%	37%	2%	<1%

(N = 521, for all four questions)

More than three-quarters of residents also favored the state government to require all communities in Wisconsin to have water conservation programs. Majorities of respondents across all of the key sub-groups favored this requirement as well.

When it comes to having the state require higher automobile emissions standards, 61% of respondents statewide favored this policy. While a sizable proportion of all respondents favored this there are some significant differences between some of the key sub-groups. Women were much more likely to say they favored requiring higher emissions standards (68%) than men (53%). Also, there was a partisan gap with 72% of Democrats favoring this policy and 58% of independents favoring it, while Republicans were nearly split on favoring and opposing this policy.

The last of the four policies asked about was taxing fossil fuels in order to encourage state residents to use less. This policy was the only one which most Wisconsinites opposed (64%). Only 34% favored such a tax. This is not that surprising given that in the same poll, over 90% of respondents said that the price of gasoline is extremely or quite problematic for Wisconsinites.

**APPENDIX:**

		<b>How Would You Rate the Natural Environment in the State of Wisconsin Today?</b>							
		Excellent	Good	Fair	Poor	Very Poor	Don't Know	Refused	(N)
<b>Overall</b>		<b>12%</b>	<b>54%</b>	<b>29%</b>	<b>3%</b>	<b>1%</b>	<b>&lt;1%</b>	<b>--</b>	<b>(521)</b>
Gender	Men	11%	56%	28%	4%	<1%	<1%	--	(218)
	Women	12%	52%	31%	2%	2%	<1%	--	(303)
Party ID	Democrats	14%	53%	27%	4%	1%	<1%	--	(185)
	Independents & Others	11%	53%	31%	4%	<1%	<1%	--	(204)
	Republicans	10%	55%	30%	2%	3%	--	--	(127)
Age	18-29*	11%	56%	25%	4%	4%	--	--	(28)
	30-44	14%	46%	37%	2%	1%	--	--	(91)
	45-59	12%	57%	25%	4%	--	1%	--	(191)
	60 plus	10%	57%	29%	3%	1%	--	--	(211)
Education	Never attended college	8%	60%	25%	4%	2%	1%	--	(224)
	Some college	17%	48%	32%	3%	--	--	--	(136)
	College graduate	12%	51%	33%	2%	2%	<1%	--	(160)
Region	Milwaukee County*	4%	50%	38%	4%	2%	2%	--	(47)
	SE WI, w/o Milw. Co.	10%	54%	27%	3%	4%	1%	--	(92)
	SC WI, Madison Area	10%	53%	30%	7%	--	--	--	(94)
	NE WI, Fox Valley	14%	56%	27%	1%	2%	--	--	(96)
	NC Wisconsin	15%	52%	30%	2%	--	--	--	(82)
	Western & NW WI	14%	57%	28%	1%	--	--	--	(110)

(\*Caution should be taken when interpreting the findings of subgroups with smaller numbers of respondents due to the potential for larger variation. Data are not weighted by region. Geographical regional subgroups presented here are subgroups of the larger statewide representative RDD sample.)



**How Well Does the State Government Protect the Environment in Wisconsin?**

		Extremely	Quite	Somewhat	Not too	Not at all	Don't Know	Refused	(N)
<b>Overall</b>		<b>6%</b>	<b>42%</b>	<b>41%</b>	<b>8%</b>	<b>2%</b>	<b>1%</b>	<b>&lt;1%</b>	<b>(521)</b>
Gender	Men	10%	42%	37%	10%	<1%	1%	<1%	(218)
	Women	3%	42%	46%	6%	3%	--	--	(303)
Party ID	Democrats	7%	41%	43%	7%	2%	--	--	(185)
	Independents & Others	5%	40%	43%	10%	2%	<1%	--	(204)
	Republicans	5%	44%	40%	6%	3%	1%	1%	(127)
Age	18-29*	8%	50%	33%	4%	4%	--	--	(28)
	30-44	3%	38%	49%	9%	1%	--	--	(91)
	45-59	8%	38%	42%	9%	1%	1%	1%	(191)
	60 plus	7%	42%	40%	8%	2%	1%	--	(211)
Education	Never attended college	7%	41%	41%	8%	2%	1%	--	(224)
	Some college	5%	48%	37%	9%	1%	--	--	(136)
	College graduate	6%	36%	48%	6%	3%	<1%	1%	(160)
Region	Milwaukee County*	8%	31%	48%	13%	--	--	--	(47)
	SE WI, w/o Milw. Co.	3%	46%	37%	6%	7%	1%	--	(92)
	SC WI, Madison Area	11%	30%	52%	6%	1%	--	--	(94)
	NE WI, Fox Valley	5%	43%	42%	7%	2%	--	1%	(96)
	NC Wisconsin	6%	55%	29%	9%	1%	--	--	(82)
	Western & NW WI	7%	42%	41%	8%	--	2%	--	(110)

(\*Caution should be taken when interpreting the findings of subgroups with smaller numbers of respondents due to the potential for larger variation. Data are not weighted by region. Geographical regional subgroups presented here are subgroups of the larger statewide representative RDD sample.)

<b>When it comes to Protecting the Environment, Should the Sate of Wisconsin do More, do Less or does it Currently do About the Right Amount of Work?</b>							
		Should Do More	About Right Amount	Should Less	Don't Know	Refused	(N)
<b>Overall</b>		<b>50%</b>	<b>44%</b>	<b>5%</b>	<b>1%</b>	<b>&lt;1%</b>	<b>(521)</b>
Voters	Registered voters	51%	42%	5%	1%	<1%	(472)
	Likely voters	50%	45%	4%	1%	--	(345)
Gender	Men	42%	51%	6%	1%	<1%	(218)
	Women	58%	37%	4%	1%	--	(303)
Party ID	Democrats	56%	40%	2%	1%	1%	(185)
	Independents & Others	50%	45%	4%	1%	--	(204)
	Republicans	39%	49%	9%	3%	<1%	(127)
Age	18-29*	57%	39%	4%	--	--	(28)
	30-44	48%	44%	8%	--	<1%	(91)
	45-59	48%	44%	4%	3%	1%	(191)
	60 plus	47%	48%	2%	3%	--	(211)
Education	Never attended college	46%	48%	4%	2%	<1%	(224)
	Some college	52%	44%	3%	1%	--	(136)
	College graduate	54%	38%	7%	1%	<1%	(160)
Region	Milwaukee County*	52%	36%	10%	2%	--	(47)
	SE WI, without Milw. Co.	57%	37%	4%	1%	1%	(92)
	SC WI, Madison area	56%	44%	--	--	--	(94)
	NE WI, Fox Valley	54%	43%	1%	1%	1%	(96)
	NC Wisconsin	38%	53%	6%	3%	--	(82)
	Western & NW WI	42%	47%	10%	1%	--	(110)

(\*Caution should be taken when interpreting the findings of subgroups with smaller numbers of respondents due to the potential for larger variation. Data are not weighted by region. Geographical regional subgroups presented here are subgroups of the larger statewide representative RDD sample.)

		How Problematic is the Quality of the Air in Your Community?							(N)
		Extremely	Quite	Somewhat	Slightly	Not at all	Don't Know	Refused	
<b>Overall</b>		<b>5%</b>	<b>5%</b>	<b>25%</b>	<b>22%</b>	<b>42%</b>	<b>&lt;1%</b>	<b>--</b>	<b>(521)</b>
Gender	Men	4%	3%	21%	22%	49%	--	--	(218)
	Women	5%	7%	29%	23%	36%	<1%	--	(303)
Party ID	Democrats	3%	6%	27%	24%	39%	--	--	(185)
	Independents & Others	4%	5%	28%	28%	35%	<1%	--	(204)
	Republicans	8%	3%	21%	15%	53%	--	--	(127)
Age	18-29*	9%	--	21%	21%	49%	--	--	(28)
	30-44	5%	2%	28%	18%	47%	--	--	(91)
	45-59	3%	6%	26%	23%	42%	--	--	(191)
	60 plus	4%	12%	25%	27%	31%	1%	--	(211)
Education	Never attended college	6%	4%	26%	23%	41%	<%	--	(224)
	Some college	3%	7%	29%	21%	40%	--	--	(136)
	College graduate	5%	4%	21%	23%	47%	--	--	(160)
Region	Milwaukee County*	4%	11%	33%	29%	23%	--	--	(47)
	SE WI, w/o Milw. Co.	8%	3%	32%	27%	30%	--	--	(92)
	SC WI, Madison Area	6%	5%	20%	22%	46%	1%	--	(94)
	NE WI, Fox Valley	9%	6%	26%	16%	43%	--	--	(96)
	NC Wisconsin	1%	2%	25%	19%	53%	--	--	(82)
	Western & NW WI	--	3%	20%	26%	51%	--	--	(110)

(\*Caution should be taken when interpreting the findings of subgroups with smaller numbers of respondents due to the potential for larger variation. Data are not weighted by region. Geographical regional subgroups presented here are subgroups of the larger statewide representative RDD sample.)

**How Problematic is the Quality of the Drinking Water in Your Community?**

		Extremely	Quite	Somewhat	Slightly	Not at all	Don't Know	Refused	(N)
<b>Overall</b>		<b>6%</b>	<b>6%</b>	<b>16%</b>	<b>29%</b>	<b>43%</b>	<b>&lt;1%</b>	<b>--</b>	<b>(521)</b>
Gender	Men	3%	6%	13%	28%	50%	--	--	(218)
	Women	8%	6%	19%	31%	36%	<1%	--	(303)
Party ID	Democrats	5%	6%	14%	36%	38%	--	--	(185)
	Independents & Others	3%	8%	17%	22%	49%	1%	--	(204)
	Republicans	9%	2%	14%	32%	43%	--	--	(127)
Age	18-29*	9%	3%	16%	42%	30%	--	--	(28)
	30-44	4%	2%	12%	32%	50%	--	--	(91)
	45-59	4%	6%	18%	25%	46%	--	--	(191)
	60 plus	6%	13%	18%	18%	44%	1%	--	(211)
Education	Never attended college	8%	5%	16%	28%	42%	1%	--	(224)
	Some college	3%	7%	16%	34%	40%	--	--	(136)
	College graduate	4%	6%	16%	27%	47%	--	--	(160)
Region	Milwaukee County*	2%	8%	10%	29%	51%	--	--	(47)
	SE WI, w/o Milw. Co.	9%	8%	29%	22%	32%	--	--	(92)
	SC WI, Madison Area	6%	5%	18%	30%	39%	1%	--	(94)
	NE WI, Fox Valley	9%	5%	15%	39%	32%	--	--	(96)
	NC Wisconsin	3%	7%	11%	20%	59%	--	--	(82)
	Western & NW WI	1%	6%	11%	32%	50%	--	--	(110)

(\*Caution should be taken when interpreting the findings of subgroups with smaller numbers of respondents due to the potential for larger variation. Data are not weighted by region. Geographical regional subgroups presented here are subgroups of the larger statewide representative RDD sample.)

How Problematic is Contamination of Wisconsin's Lakes and Waterways?									
		Extremely	Quite	Somewhat	Slightly	Not at all	Don't Know	Refused	(N)
<b>Overall</b>		<b>18%</b>	<b>23%</b>	<b>35%</b>	<b>15%</b>	<b>8%</b>	<b>1%</b>	<b>--</b>	<b>(521)</b>
Gender	Men	15%	22%	36%	16%	11%	--	--	(218)
	Women	21%	25%	34%	13%	5%	2%	--	(303)
Party ID	Democrats	19%	21%	34%	16%	8%	2%	--	(185)
	Independents & Others	20%	29%	31%	12%	7%	1%	--	(204)
	Republicans	14%	18%	43%	17%	8%	--	--	(127)
Age	18-29*	17%	32%	35%	6%	10%	--	--	(28)
	30-44	23%	17%	34%	19%	7%	--	--	(91)
	45-59	14%	22%	36%	19%	8%	1%	--	(191)
	60 plus	18%	25%	35%	12%	7%	3%	--	(211)
Education	Never attended college	24%	16%	30%	18%	10%	1%	--	(224)
	Some college	16%	25%	37%	14%	7%	1%	--	(136)
	College graduate	12%	33%	40%	10%	4%	1%	--	(160)
Region	Milwaukee County*	13%	35%	36%	14%	--	2%	--	(47)
	SE WI, w/o Milw. Co.	21%	27%	37%	9%	6%	--	--	(92)
	SC WI, Madison Area	25%	24%	30%	12%	8%	1%	--	(94)
	NE WI, Fox Valley	23%	16%	41%	17%	3%	--	--	(96)
	NC Wisconsin	14%	21%	27%	19%	19%	--	--	(82)
	Western & NW WI	9%	24%	38%	17%	9%	3%	--	(110)

(\*Caution should be taken when interpreting the findings of subgroups with smaller numbers of respondents due to the potential for larger variation. Data are not weighted by region. Geographical regional subgroups presented here are subgroups of the larger statewide representative RDD sample.)

**How Problematic is the Lack of Water Conservation Programs in Some Wisconsin Communities?**

		Extremely	Quite	Somewhat	Slightly	Not at all	Don't Know	Refused	(N)
<b>Overall</b>		<b>8%</b>	<b>15%</b>	<b>40%</b>	<b>19%</b>	<b>10%</b>	<b>8%</b>	<b>&lt;1%</b>	<b>(521)</b>
Gender	Men	7%	11%	38%	23%	11%	9%	<1%	(218)
	Women	8%	19%	41%	16%	8%	8%	--	(303)
Party ID	Democrats	9%	19%	40%	19%	9%	4%	--	(185)
	Independents & Others	7%	16%	42%	14%	12%	9%	--	(204)
	Republicans	8%	9%	37%	27%	9%	9%	1%	(127)
Age	18-29*	6%	9%	45%	25%	3%	12%	--	(28)
	30-44	10%	13%	42%	21%	13%	1%	--	(91)
	45-59	7%	17%	38%	18%	10%	9%	1%	(191)
	60 plus	8%	20%	33%	15%	12%	12%	--	(211)
Education	Never attended college	7%	15%	34%	24%	9%	11%	--	(224)
	Some college	9%	13%	41%	16%	14%	7%	--	(136)
	College graduate	8%	16%	45%	17%	7%	6%	1%	(160)
Region	Milwaukee County*	8%	6%	51%	21%	12%	2%	--	(47)
	SE WI, w/o Milw. Co.	4%	23%	43%	13%	9%	7%	--	(92)
	SC WI, Madison Area	9%	11%	39%	22%	8%	10%	--	(94)
	NE WI, Fox Valley	11%	16%	43%	15%	6%	8%	1%	(96)
	NC Wisconsin	6%	15%	33%	18%	17%	10%	--	(82)
	Western & NW WI	8%	14%	30%	27%	9%	12%	--	(110)

(\*Caution should be taken when interpreting the findings of subgroups with smaller numbers of respondents due to the potential for larger variation. Data are not weighted by region. Geographical regional subgroups presented here are subgroups of the larger statewide representative RDD sample.)

**How Problematic are Declining Water Levels in Wisconsin's Rivers, Lakes, and Ground Water?**

		Extremely	Quite	Somewhat	Slightly	Not at all	Don't Know	Refused	(N)
<b>Overall</b>		<b>21%</b>	<b>22%</b>	<b>28%</b>	<b>13%</b>	<b>13%</b>	<b>3%</b>	<b>&lt;1%</b>	<b>(521)</b>
Gender	Men	21%	19%	28%	14%	16%	2%	<1%	(218)
	Women	21%	24%	28%	11%	11%	5%	--	(303)
Party ID	Democrats	25%	26%	18%	16%	10%	4%	--	(185)
	Independents & Others	15%	25%	33%	11%	12%	4%	--	(204)
	Republicans	22%	13%	34%	11%	18%	1%	1%	(127)
Age	18-29*	19%	26%	25%	12%	15%	3%	--	(28)
	30-44	18%	15%	30%	18%	16%	3%	--	(91)
	45-59	24%	22%	30%	9%	10%	4%	--	(191)
	60 plus	23%	23%	26%	13%	11%	3%	1%	(211)
Education	Never attended college	25%	15%	26%	18%	14%	2%	--	(224)
	Some college	18%	26%	29%	9%	13%	5%	--	(136)
	College graduate	20%	26%	30%	8%	11%	4%	1%	(160)
Region	Milwaukee County*	26%	30%	21%	15%	6%	2%	--	(47)
	SE WI, w/o Milw. Co.	10%	23%	35%	7%	20%	5%	--	(92)
	SC WI, Madison Area	24%	21%	24%	13%	14%	4%	--	(94)
	NE WI, Fox Valley	32%	23%	30%	6%	7%	1%	--	(96)
	NC Wisconsin	17%	19%	25%	15%	18%	5%	1%	(82)
	Western & NW WI	19%	15%	30%	21%	12%	3%	--	(110)

(\*Caution should be taken when interpreting the findings of subgroups with smaller numbers of respondents due to the potential for larger variation. Data are not weighted by region. Geographical regional subgroups presented here are subgroups of the larger statewide representative RDD sample.)

**How Problematic are Invasive or Non-native Plants and Animals in Wisconsin?**

		Extremely	Quite	Somewhat	Slightly	Not at all	Don't Know	Refused	(N)
<b>Overall</b>		<b>19%</b>	<b>19%</b>	<b>34%</b>	<b>16%</b>	<b>8%</b>	<b>3%</b>	<b>&lt;1%</b>	<b>(521)</b>
Gender	Men	24%	20%	33%	13%	8%	2%	<1%	(218)
	Women	15%	18%	35%	19%	8%	5%	--	(303)
Party ID	Democrats	20%	23%	28%	21%	6%	2%	--	(185)
	Independents & Others	18%	20%	34%	13%	9%	6%	--	(204)
	Republicans	21%	13%	39%	14%	11%	1%	1%	(127)
Age	18-29*	17%	9%	44%	17%	10%	3%	--	(28)
	30-44	18%	22%	33%	19%	8%	--	--	(91)
	45-59	20%	24%	34%	14%	5%	3%	<1%	(191)
	60 plus	23%	18%	26%	15%	10%	8%	--	(211)
Education	Never attended college	23%	14%	28%	21%	10%	4%	--	(224)
	Some college	15%	18%	46%	11%	6%	4%	--	(136)
	College graduate	19%	26%	30%	14%	8%	2%	1%	(160)
Region	Milwaukee County*	8%	9%	44%	31%	2%	6%	--	(47)
	SE WI, w/o Milw. Co.	13%	23%	38%	16%	7%	2%	--	(92)
	SC WI, Madison Area	22%	21%	26%	18%	8%	4%	--	(94)
	NE WI, Fox Valley	33%	21%	32%	8%	5%	1%	1%	(96)
	NC Wisconsin	16%	15%	39%	12%	12%	6%	--	(82)
	Western & NW WI	14%	18%	28%	21%	14%	4%	--	(110)

(\*Caution should be taken when interpreting the findings of subgroups with smaller numbers of respondents due to the potential for larger variation. Data are not weighted by region. Geographical regional subgroups presented here are subgroups of the larger statewide representative RDD sample.)



**How Problematic is the Amount of Fossil Fuels Used in Wisconsin to Make Electricity & Power Automobiles?**

		Extremely	Quite	Somewhat	Slightly	Not at all	Don't Know	Refused	(N)
<b>Overall</b>		<b>19%</b>	<b>21%</b>	<b>33%</b>	<b>15%</b>	<b>7%</b>	<b>5%</b>	<b>&lt;1%</b>	<b>(521)</b>
Gender	Men	21%	19%	33%	18%	8%	<1%	<1%	(218)
	Women	17%	22%	33%	12%	6%	10%	--	(303)
Party ID	Democrats	27%	23%	27%	15%	3%	5%	--	(185)
	Independents & Others	13%	25%	32%	13%	11%	6%	--	(204)
	Republicans	15%	13%	41%	19%	7%	4%	1%	(127)
Age	18-29*	27%	19%	32%	17%	2%	3%	--	(28)
	30-44	15%	25%	35%	14%	9%	2%	--	(91)
	45-59	19%	15%	37%	14%	7%	7%	1%	(191)
	60 plus	16%	23%	28%	16%	8%	9%	--	(211)
Education	Never attended college	21%	16%	32%	20%	4%	7%	--	(224)
	Some college	19%	21%	34%	12%	8%	6%	--	(136)
	College graduate	16%	27%	32%	12%	9%	3%	1%	(160)
Region	Milwaukee County*	18%	12%	44%	22%	2%	2%	--	(47)
	SE WI, w/o Milw. Co.	13%	30%	34%	11%	6%	6%	--	(92)
	SC WI, Madison Area	19%	29%	19%	21%	4%	7%	--	(94)
	NE WI, Fox Valley	30%	16%	38%	7%	6%	1%	1%	(96)
	NC Wisconsin	18%	20%	30%	13%	12%	7%	--	(82)
	Western & NW WI	12%	14%	36%	20%	10%	8%	--	(110)

(\*Caution should be taken when interpreting the findings of subgroups with smaller numbers of respondents due to the potential for larger variation. Data are not weighted by region. Geographical regional subgroups presented here are subgroups of the larger statewide representative RDD sample.)

**How Problematic Will the Effects of Climate Change Such as the Greenhouse Effect or Global Warming be in Wisconsin?**

		Extremely	Quite	Somewhat	Slightly	Not at all	Don't Know	Refused	(N)
<b>Overall</b>		<b>18%</b>	<b>15%</b>	<b>29%</b>	<b>18%</b>	<b>14%</b>	<b>5%</b>	<b>1%</b>	<b>(521)</b>
Gender	Men	16%	9%	26%	22%	20%	6%	1%	(218)
	Women	19%	21%	33%	14%	9%	4%	--	(303)
Party ID	Democrats	24%	20%	31%	15%	3%	7%	--	(185)
	Independents & Others	12%	15%	36%	18%	14%	4%	--	(204)
	Republicans	14%	10%	20%	23%	28%	4%	1%	(127)
Age	18-29*	23%	15%	35%	14%	9%	4%	--	(28)
	30-44	13%	14%	35%	20%	15%	3%	--	(91)
	45-59	18%	15%	25%	17%	18%	6%	1%	(191)
	60 plus	18%	18%	22%	22%	13%	5%	2%	(211)
Education	Never attended college	24%	10%	29%	21%	12%	4%	--	(224)
	Some college	9%	19%	36%	17%	12%	7%	--	(136)
	College graduate	18%	19%	24%	15%	18%	5%	1%	(160)
Region	Milwaukee County*	6%	8%	45%	17%	14%	10%	--	(47)
	SE WI, w/o Milw. Co.	18%	16%	24%	17%	22%	2%	1%	(92)
	SC WI, Madison Area	28%	16%	24%	17%	7%	7%	--	(94)
	NE WI, Fox Valley	17%	23%	26%	17%	10%	6%	1%	(96)
	NC Wisconsin	13%	13%	35%	19%	17%	2%	1%	(82)
	Western & NW WI	17%	12%	29%	24%	16%	2%	--	(110)

(\*Caution should be taken when interpreting the findings of subgroups with smaller numbers of respondents due to the potential for larger variation. Data are not weighted by region. Geographical regional subgroups presented here are subgroups of the larger statewide representative RDD sample.)

**Oppose or Favor the State of Wisconsin Requiring All Communities in the State to have Water Conservation Programs?**

		Favor	Neither (vol.)	Oppose	Don't Know	Refused	(N)
<b>Overall</b>		<b>77%</b>	<b>1%</b>	<b>22%</b>	<b>&lt;1%</b>	<b>--</b>	<b>(521)</b>
Voters	Registered voters	76%	<1%	23%	<1%	--	(472)
	Likely voters	75%	<1%	24%	<1%	--	(345)
Gender	Men	71%	--	29%	--	--	(218)
	Women	83%	1%	15%	1%	--	(303)
Party ID	Democrats	86%	--	13%	1%	--	(185)
	Independents & Others	75%	2%	23%	--	--	(204)
	Republicans	66%	--	34%	--	--	(127)
Age	18-29*	86%	3%	11%	--	--	(28)
	30-44	77%	--	23%	--	--	(91)
	45-59	73%	1%	26%	<1%	--	(191)
	60 plus	72%	--	27%	1%	--	(211)
Education	Never attended college	74%	--	25%	1%	--	(224)
	Some college	78%	3%	19%	--	--	(136)
	College graduate	80%	--	19%	1%	--	(160)
Region	Milwaukee County*	71%	--	29%	--	--	(47)
	SE WI, w/o Milw. Co.	79%	--	21%	--	--	(92)
	SC WI, Madison Area	79%	--	21%	--	--	(94)
	NE WI, Fox Valley	73%	--	27%	--	--	(96)
	NC Wisconsin	79%	5%	16%	--	--	(82)
	Western & NW WI	78%	--	21%	1%	--	(110)

(\*Caution should be taken when interpreting the findings of subgroups with smaller numbers of respondents due to the potential for larger variation. Data are not weighted by region. Geographical regional subgroups presented here are subgroups of the larger statewide representative RDD sample.)

**Oppose or Favor the State of Wisconsin Requiring Electricity Providers to Produce Specific Amounts of Power Through Renewable Sources?**

		Favor	Neither (vol.)	Oppose	Don't Know	Refused	(N)
<b>Overall</b>		<b>87%</b>	<b>&lt;1%</b>	<b>13%</b>	<b>&lt;1%</b>	<b>--</b>	<b>(521)</b>
Voters	Registered voters	86%	<1%	13%	<1%	--	(472)
	Likely voters	82%	<1%	17%	--	--	(345)
Gender	Men	82%	<1%	18%	--	--	(218)
	Women	92%	--	8%	<1%	--	(303)
Party ID	Democrats	94%	--	6%	--	--	(185)
	Independents & Others	86%	--	14%	--	--	(204)
	Republicans	80%	1%	19%	--	--	(127)
Age	18-29*	97%	--	3%	--	--	(28)
	30-44	86%	--	14%	--	--	(91)
	45-59	84%	1%	15%	--	--	(191)
	60 plus	81%	--	19%	--	--	(211)
Education	Never attended college	89%	1%	10%	--	--	(224)
	Some college	93%	--	7%	--	--	(136)
	College graduate	79%	--	21%	--	--	(160)
Region	Milwaukee County*	86%	--	14%	--	--	(47)
	SE WI, w/o Milw. Co.	80%	--	20%	--	--	(92)
	SC WI, Madison Area	91%	--	9%	--	--	(94)
	NE WI, Fox Valley	90%	--	10%	<1%	--	(96)
	NC Wisconsin	91%	1%	8%	--	--	(82)
	Western & NW WI	83%	--	17%	--	--	(110)

(\*Caution should be taken when interpreting the findings of subgroups with smaller numbers of respondents due to the potential for larger variation. Data are not weighted by region. Geographical regional subgroups presented here are subgroups of the larger statewide representative RDD sample.)

**Oppose or Favor the State of Wisconsin Taxing Coal, Gasoline, Natural Gas, and Oil to Encourage Residents to Use Less Fossil Fuels?**

		Favor	Neither (vol.)	Oppose	Don't Know	Refused	(N)
<b>Overall</b>		<b>34%</b>	<b>&lt;1%</b>	<b>64%</b>	<b>2%</b>	<b>&lt;1%</b>	<b>(521)</b>
Voters	Registered voters	33%	1%	65%	1%	--	(472)
	Likely voters	34%	1%	64%	1%	--	(345)
Gender	Men	27%	<1%	72%	<1%	<1%	(218)
	Women	41%	1%	56%	2%	--	(303)
Party ID	Democrats	41%	<1%	56%	2%	--	(185)
	Independents & Others	27%	<1%	70%	2%	--	(204)
	Republicans	35%	1%	64%	--	--	(127)
Age	18-29*	46%	--	54%	--	--	(28)
	30-44	33%	<1%	64%	3%	--	(91)
	45-59	27%	1%	69%	2%	--	(191)
	60 plus	32%	--	67%	1%	--	(211)
Education	Never attended college	33%	1%	64%	2%	--	(224)
	Some college	34%	--	65%	1%	--	(136)
	College graduate	36%	<1%	63%	1%	--	(160)
Region	Milwaukee County*	34%	--	64%	2%	--	(47)
	SE WI, w/o Milw. Co.	28%	--	71%	1%	--	(92)
	SC WI, Madison Area	31%	1%	66%	2%	--	(94)
	NE WI, Fox Valley	41%	--	59%	--	--	(96)
	NC Wisconsin	32%	1%	64%	3%	--	(82)
	Western & NW WI	38%	1%	60%	1%	--	(110)

(\*Caution should be taken when interpreting the findings of subgroups with smaller numbers of respondents due to the potential for larger variation. Data are not weighted by region. Geographical regional subgroups presented here are subgroups of the larger statewide representative RDD sample.)

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**Oppose or Favor the State of Wisconsin Requiring Higher Automobile Emissions Standard?**

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		Favor	Neither (vol.)	Oppose	Don't Know	Refused	(N)
<b>Overall</b>		<b>61%</b>	<b>&lt;1%</b>	<b>39%</b>	<b>&lt;1%</b>	<b>--</b>	<b>(521)</b>
Voters	Registered voters	61%	<1%	39%	<1%	--	(472)
	Likely voters	65%	<1%	35%	--	--	(345)
Gender	Men	53%	--	47%	--	--	(218)
	Women	68%	<1%	31%	<1%	--	(303)
Party ID	Democrats	72%	--	28%	--	--	(185)
	Independents & Others	58%	<1%	41%	<1%	--	(204)
	Republicans	51%	--	49%	--	--	(127)
Age	18-29*	56%	--	44%	--	--	(28)
	30-44	65%	--	35%	--	--	(91)
	45-59	63%	1%	36%	--	--	(191)
	60 plus	57%	--	42%	1%	--	(211)
Education	Never attended college	57%	--	42%	1%	--	(224)
	Some college	64%	1%	35%	--	--	(136)
	College graduate	62%	--	38%	--	--	(160)
Region	Milwaukee County*	53%	--	47%	--	--	(47)
	SE WI, w/o Milw. Co.	46%	--	53%	1%	--	(92)
	SC WI, Madison Area	64%	--	36%	--	--	(94)
	NE WI, Fox Valley	62%	--	38%	--	--	(96)
	NC Wisconsin	62%	--	38%	--	--	(82)
	Western & NW WI	73%	1%	26%	--	--	(110)

(\*Caution should be taken when interpreting the findings of subgroups with smaller numbers of respondents due to the potential for larger variation. Data are not weighted by region. Geographical regional subgroups presented here are subgroups of the larger statewide representative RDD sample.)

## SURVEY QUESTION WORDING

- ENV0 I have some questions for you about environmental issues in Wisconsin. How would you rate the condition of the natural environment in the state of Wisconsin today? Would you say it is very poor, poor, fair, good, or excellent?
- ENV02 Overall, how well does the state government protect the environment in Wisconsin? Would you say not at all well, not too well, somewhat well, quite well, or extremely well?
- ENV03 When it comes to protecting the environment, should the state of Wisconsin do more, do less, or does it currently do about the right amount of work?
- ENV04\_intro I'm going to read you a list of some environmental issues facing Wisconsin residents. As I read each issue, please tell me if you think each is not at all problematic, slightly problematic, somewhat problematic, quite problematic or extremely problematic.
- ENV04\_A How problematic is the quality of the air **in your community**? Would you say it is not at all problematic, slightly problematic, somewhat problematic, quite problematic, or extremely problematic?
- ENV04\_B How problematic is the quality of drinking water **in your community**? Would you say it is not at all problematic, slightly problematic, somewhat problematic, quite problematic, or extremely problematic?
- ENV04\_C How problematic is contamination of Wisconsin's lakes and waterways? (INT: IF NECESSARY "Is this not at all problematic, slightly problematic, moderately problematic, quite problematic, or extremely problematic?")
- ENV04\_D How problematic is the **lack** of water conservation programs in some Wisconsin communities? (INT: IF NECESSARY "Is this not at all problematic, slightly problematic, moderately problematic, quite problematic, or extremely problematic?")
- ENV04\_E How problematic are declining water levels in Wisconsin's rivers, lakes, and ground water? (INT: IF NECESSARY "Is this not at all problematic, slightly problematic, moderately problematic, quite problematic, or extremely problematic?")
- ENV04\_F How problematic are invasive or non-native plants and animals in Wisconsin? (INT: IF NECESSARY "Is this not at all problematic, slightly problematic, moderately problematic, quite problematic, or extremely problematic?")
- ENV04\_G How problematic is the amount of fossil fuels used in Wisconsin to make electricity and power automobiles? (INT: IF NECESSARY "Is this not at all problematic, slightly problematic, moderately problematic, quite problematic, or extremely problematic?")
- ENV04\_H How problematic will the effects of climate change such as the "greenhouse effect" or "global warming" be in Wisconsin? (INT: IF NECESSARY "Is this not at all problematic, slightly problematic, moderately problematic, quite problematic, or extremely problematic?")
- ENV05\_intro Next, I am going to read some specific environmental proposals. Please tell me how much you oppose or favor each.

- ENV05\_A The State of Wisconsin should **require** all communities in Wisconsin to have water conservation programs. Do you strongly oppose this, somewhat oppose this, somewhat favor this, or do you strongly favor this proposal?
- ENV05\_B The State of Wisconsin should **require** electricity providers to produce a specific amount of their power through renewable sources such as wind and solar power. Do you strongly oppose this, somewhat oppose this, somewhat favor this, or do you strongly favor this proposal?
- ENV05\_C The State of Wisconsin should tax coal, gasoline, natural gas and oil to encourage residents of the state use to less fossil fuels. Do you strongly oppose this, somewhat oppose this, somewhat favor this, or do you strongly favor this proposal?
- ENV05\_D The State of Wisconsin should **require** higher auto emissions standards for automobiles. Do you strongly oppose this, somewhat oppose this, somewhat favor this, or do you strongly favor this proposal?

### DEFINITION OF REGIONS

Region	Counties Included in Region
<b>Milwaukee County:</b>	only Milwaukee County
<b>SE WI, without Milwaukee County:</b>	Kenosha, Ozaukee, Racine, Walworth, Washington, Waukesha
<b>SC WI, Madison area:</b>	Columbia, Dane, Dodge, Green, Iowa, Jefferson, Lafayette, Rock, Sauk
<b>NE WI, Fox Valley &amp; Green Bay:</b>	Brown, Calumet, Door, Fond du Lac, Kewaunee, Manitowoc, Outagamie, Sheboygan, Winnebago
<b>North Central WI:</b>	Adams, Florence, Forest, Green Lake, Iron, Juneau, Langlade, Lincoln, Marathon, Marinette, Marquette, Menominee, Oconto, Oneida, Portage, Shawano, Vilas, Waupaca, Waushara, Wood
<b>Western &amp; North Western WI:</b>	Ashland, Barron, Bayfield, Buffalo, Burnett, Chippewa, Clark, Crawford, Douglas, Dunn, Eau Claire, Grant, Jackson, La Crosse, Monroe, Pepin, Pierce, Polk, Price, Richland, Rusk, Sawyer, St. Croix, Taylor, Trempealeau, Vernon, Washburn

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Data sources: (1) question asked to respondents "In which county do you live?", (2) question asked to respondents "What is your zip code?", and (3) the county that the telephone number is assigned to by SSI (by plurality of listed telephone numbers known to be in a county).



## HOW THE POLL WAS DONE

This BADGER POLL™ was conducted by the University of Wisconsin Survey Center as part of its ongoing program of research designed to benefit the research community and the people of Wisconsin. The Director of the poll operations is Chad J. Kniss, UW Survey Center. The Faculty Director of the Poll content is Professor Katherine Cramer Walsh, Department of Political Science, UW-Madison. The BADGER POLL™ is intended to be a "poll of record" for the state, investigating matters of concern to Wisconsinites including politics, culture, and their daily lives, adhering to the highest standards of polling methodology and rigorous independence.

Results shown here are based on 521 persons who were randomly chosen within households with working landline telephone numbers and interviewed between April 15 and April 24, 2008, inclusive. During this time period, the UWSC made just under 12,900 phone calls to 2,860 telephone numbers. Calls were made between 9AM and 9PM Monday through Friday and between 10AM and 5PM on Saturday and from 12 noon to 9PM on Sunday. All telephone numbers were randomly generated by computer. The UWSC made up to 10 attempts on each number in order to confirm if it was a residential number, select an eligible respondent and/or to convert first time refusals. Approximately 66% of the 521 interviews were completed in the first five days of calling.

Theoretically, results from this survey have a "margin of error" of a little over +/- 4%. This means that, had we asked every resident in Wisconsin, exactly these questions at the time the survey was conducted, there is only a one in twenty chance that the answers would differ by more than that in either direction from what we report here. There could be differences because of changes in question wording, events occurring in the meantime, or any of the practical difficulties involved in taking a scientific survey. Results based on subgroups are subject to a larger "margin of error". Results reported here are based on weighted data (weighted to reflect statewide gender and age groups).