

OFRI Post-test Statewide Survey

For the Oregon Board of Forestry Public Meeting

November 7, 2018



Measuring Public Perceptions

OFRI Post-Test Statewide Survey

Bonus! DHM Research Monthly Survey Findings

Measuring Public Perceptions



OFRI Post-Test Statewide Survey

To keep in mind when thinking about results:

- Methodological changes implemented this year include:
 - Switch from phone to online data collection
 - New ads
 - Two additional counties included (Deschutes and Morrow) to reflect a slightly different media buy

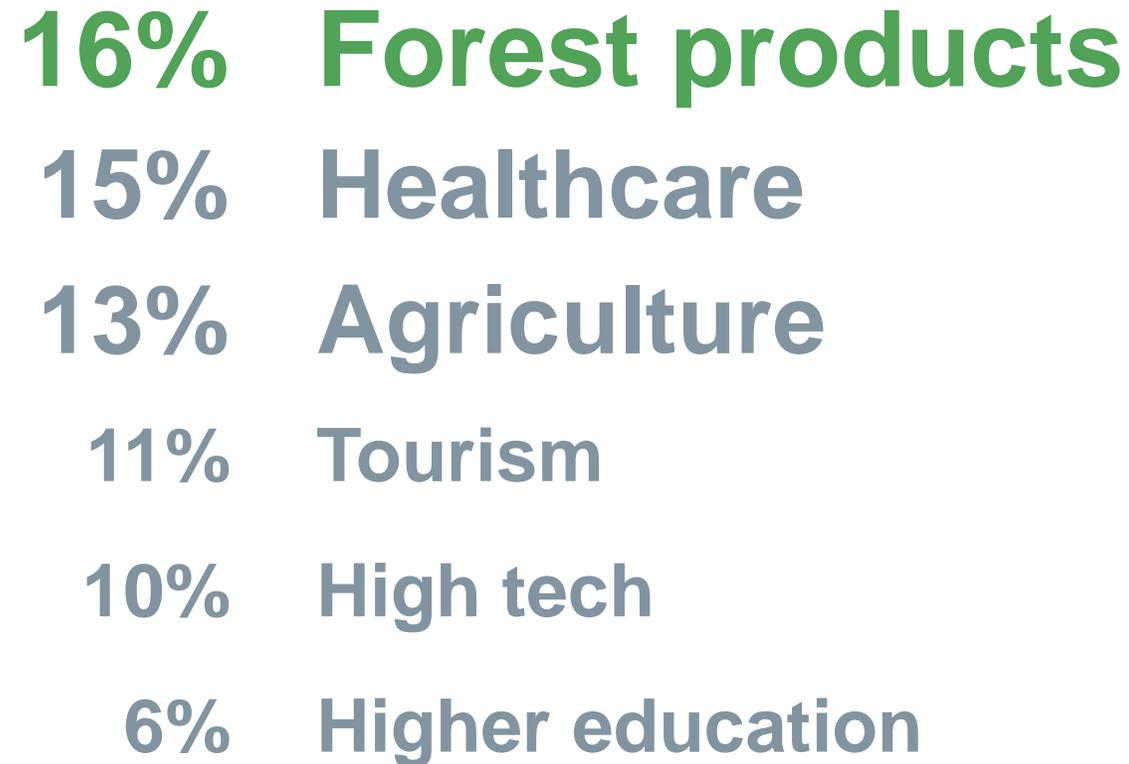
- Interpret benchmarking results with caution given methodological changes

Methodology

- Online survey of 531 Oregonians in the state's four media markets
 - Oregonians living in Umatilla, Wallowa, Malheur counties not included
- Survey conducted May 31–June 7, 2018
- Quotas and weighting by age, gender, education, and area of state ensure representative sample
- Margin of error $\pm 4.3\%$

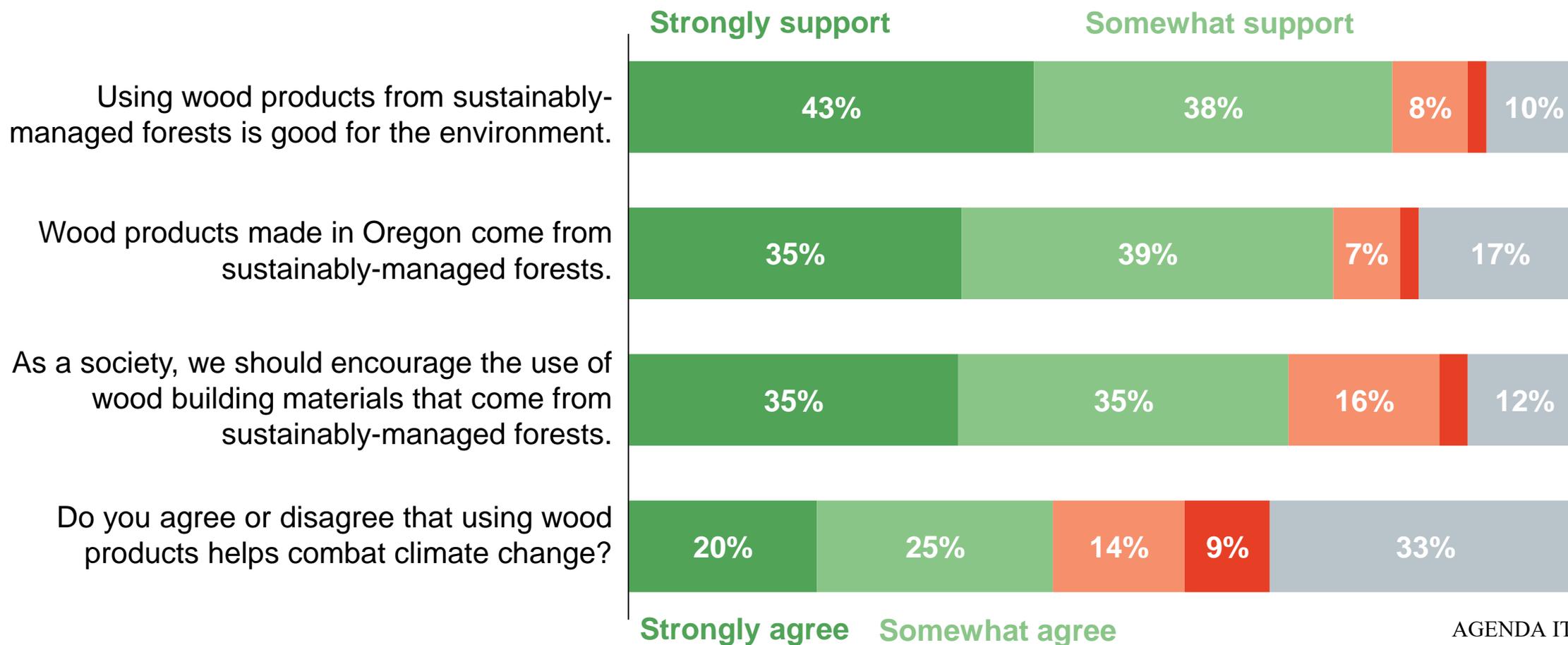
Perceptions of Industry Importance

Statewide, Oregonians identify forest products as one of the most important industries in their area of the state

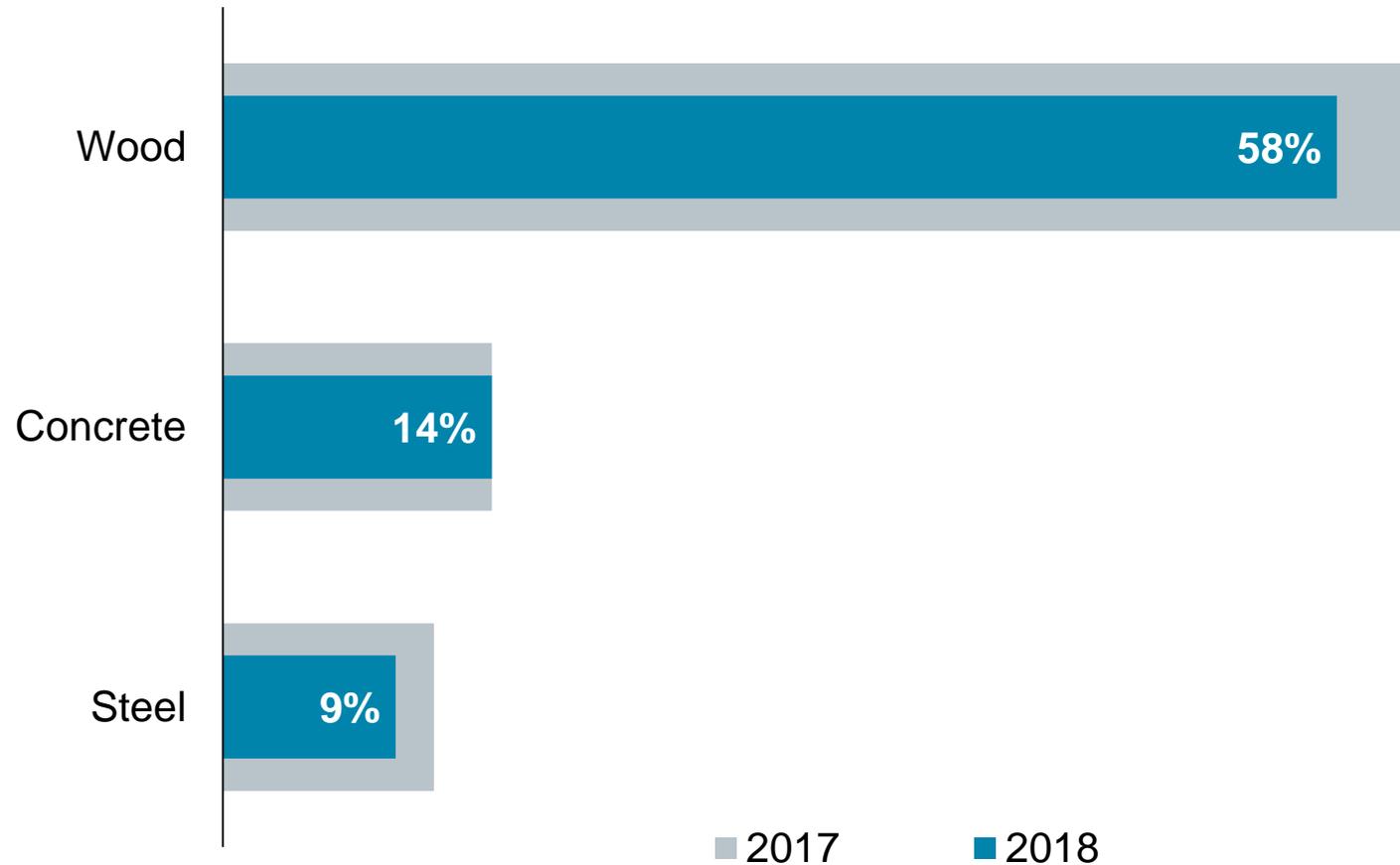


Attitudes About Wood Products

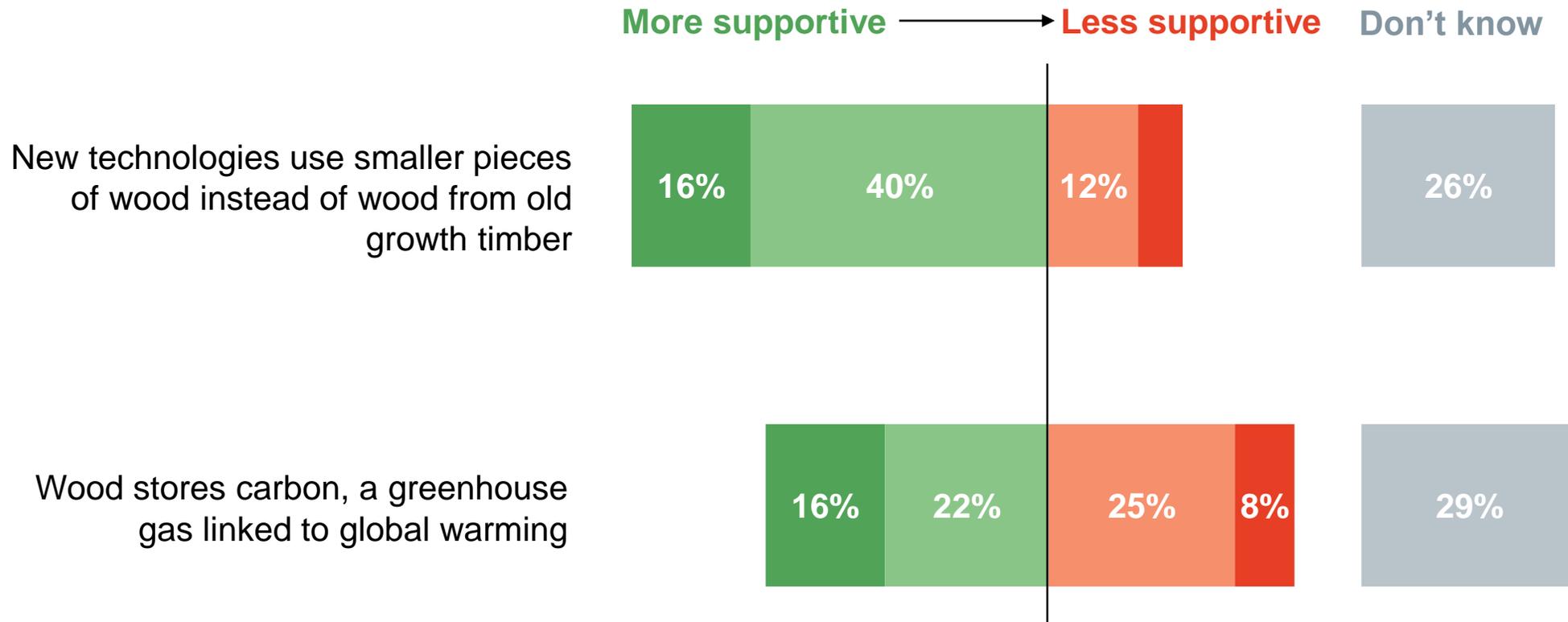
Most Oregonians strongly agree that wood products from sustainably-managed forests are good for the environment



A majority consider wood products better for the environment than concrete or steel

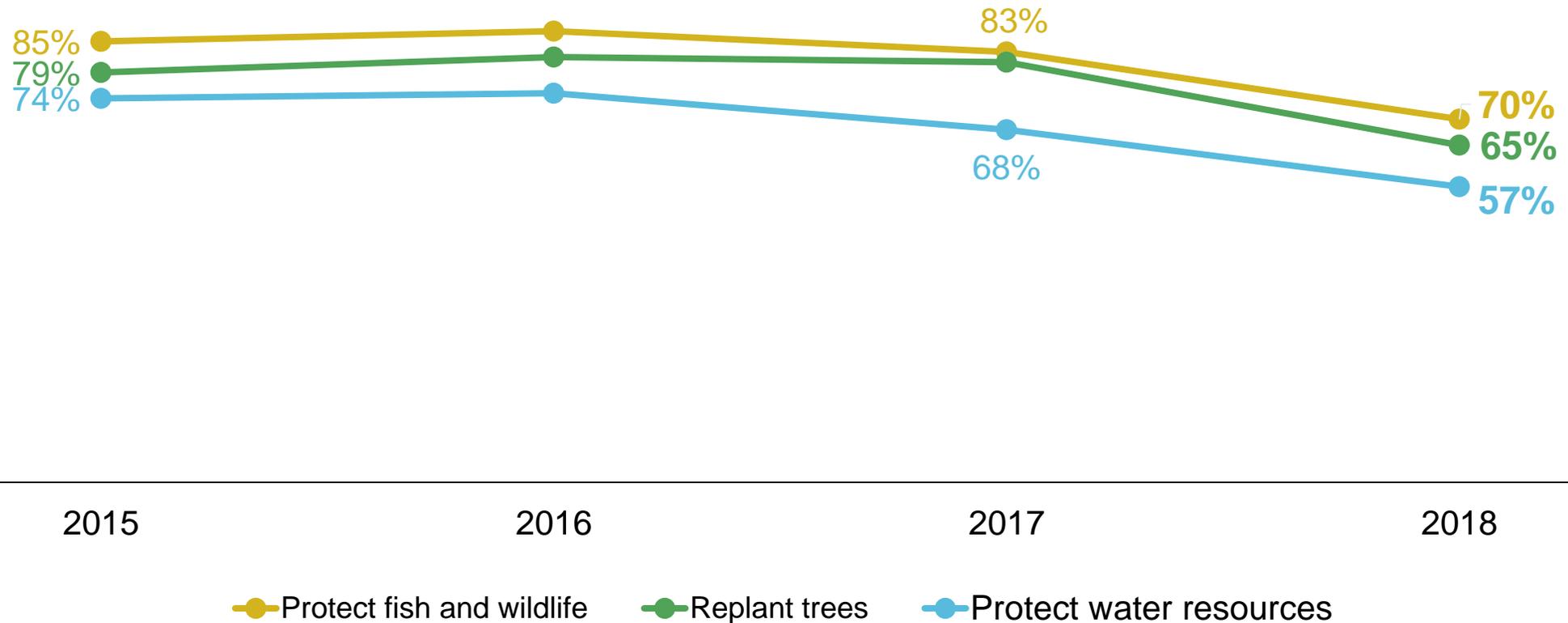


The “*wood stores carbon*” message leaves Oregonians uncertain whether they support using wood products

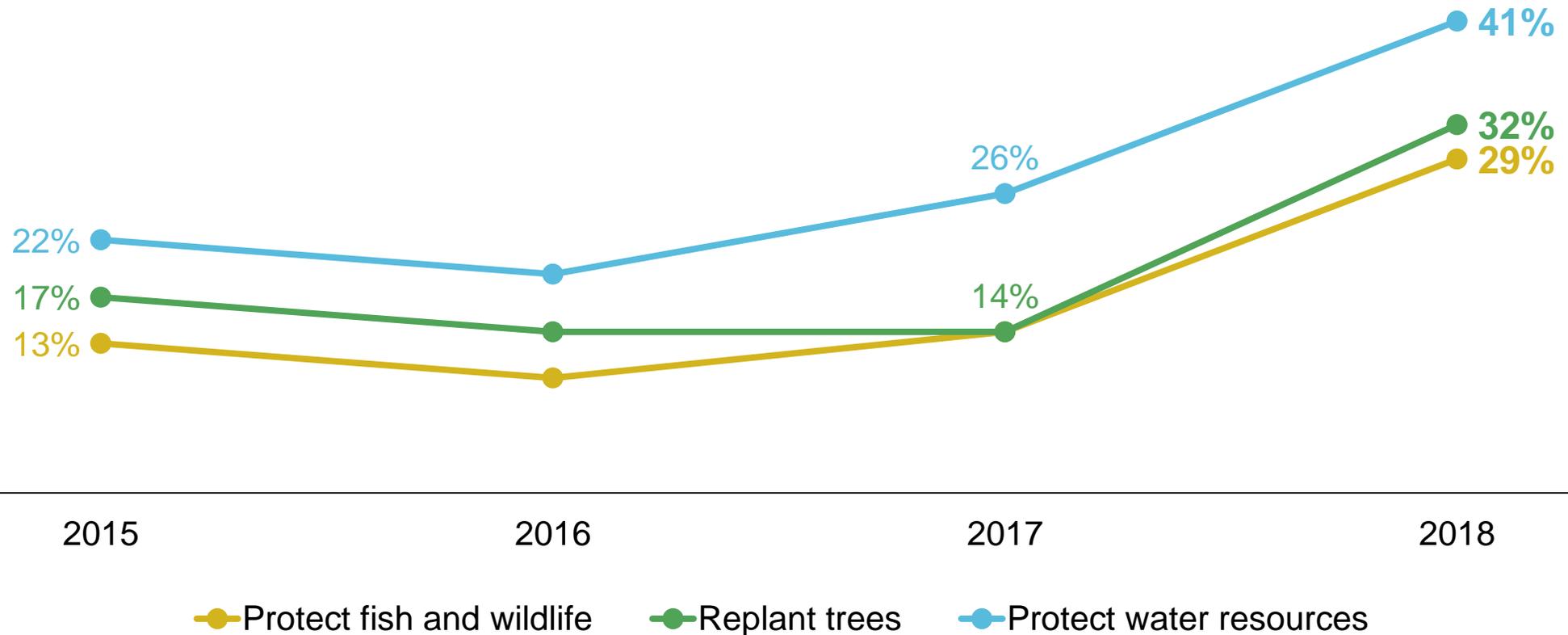


Perceptions of Oregon Forestry Practices

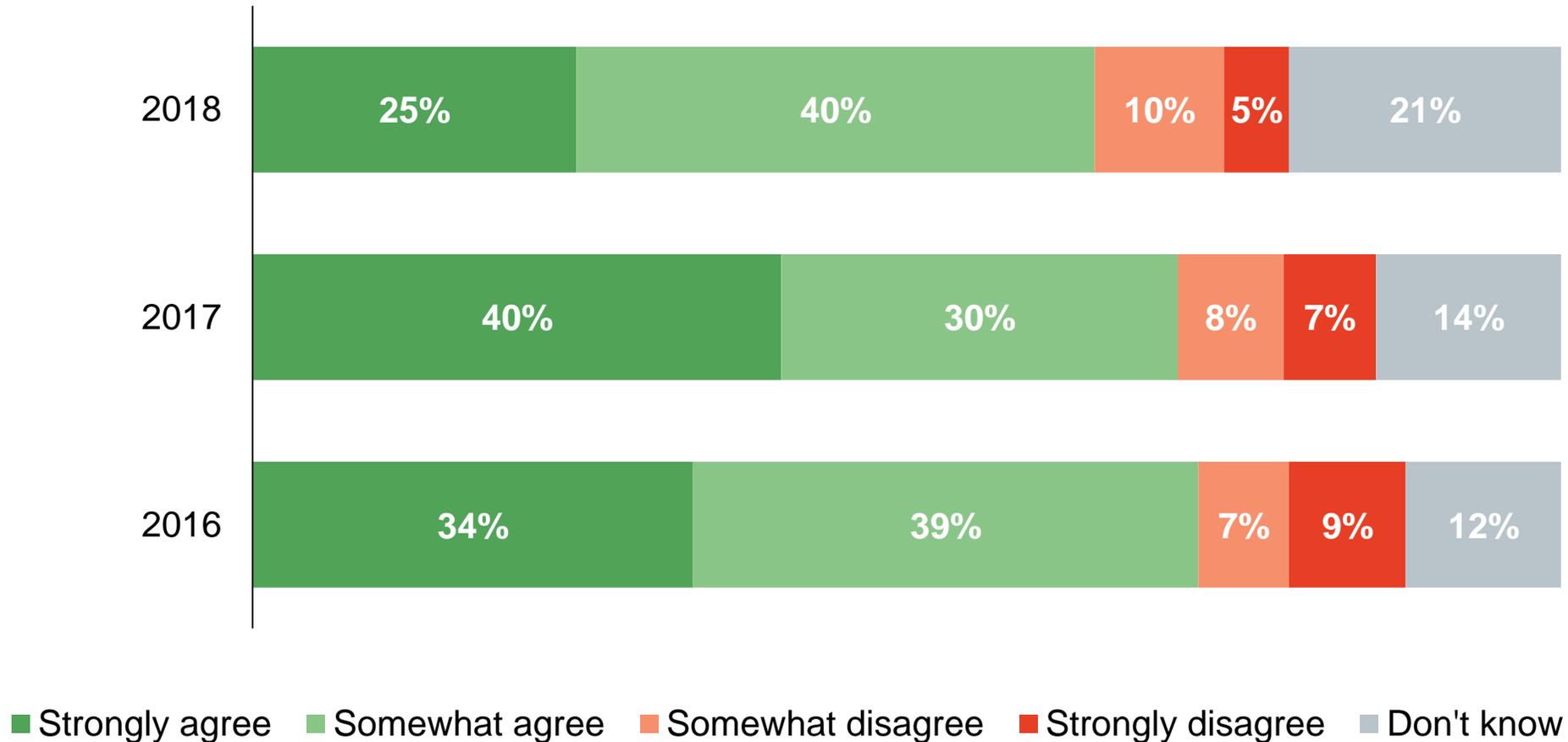
Awareness of regulatory protections looks lower this year, perhaps due to online methodology



At least three in ten Oregonians indicate they are uncertain about protections when given the option—via the online format—to do so

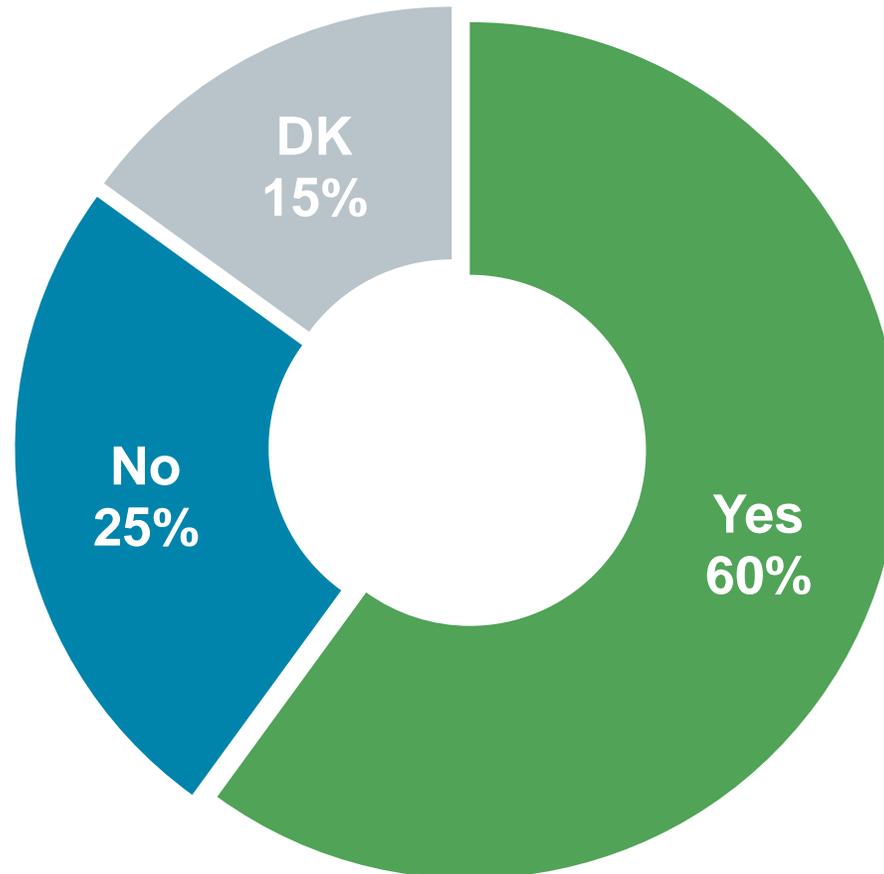


Six in ten agree the State of Oregon does a good job enforcing forest protection laws; decline may reflect methodology



Bonus! DHM Research Monthly Survey Findings (Paid For By DHM Research)

Do you think the weather we had this summer—with the heat and the smoke—represents a new normal for our climate?



(If Yes) What, if anything, can we as Oregonians do about this?

“You can't control Mother Nature. As people are allowed to build in fire-vulnerable areas, there will be less open, green areas and more environmental damage to our green and open spaces.”

“We need to all work to using clean energy and mitigating our driving and contribution to CO2 emissions.”

“Learn to live with it. Thin the forests.”

“Vote for leaders who believe in climate action!”

“Active management of our forest public and private lands to thin the forests (not clear cut) to reduce fuel loads.”

“We need to fight fires. Not contain them. We need to log the forest like the old days. We need a New Governor...”

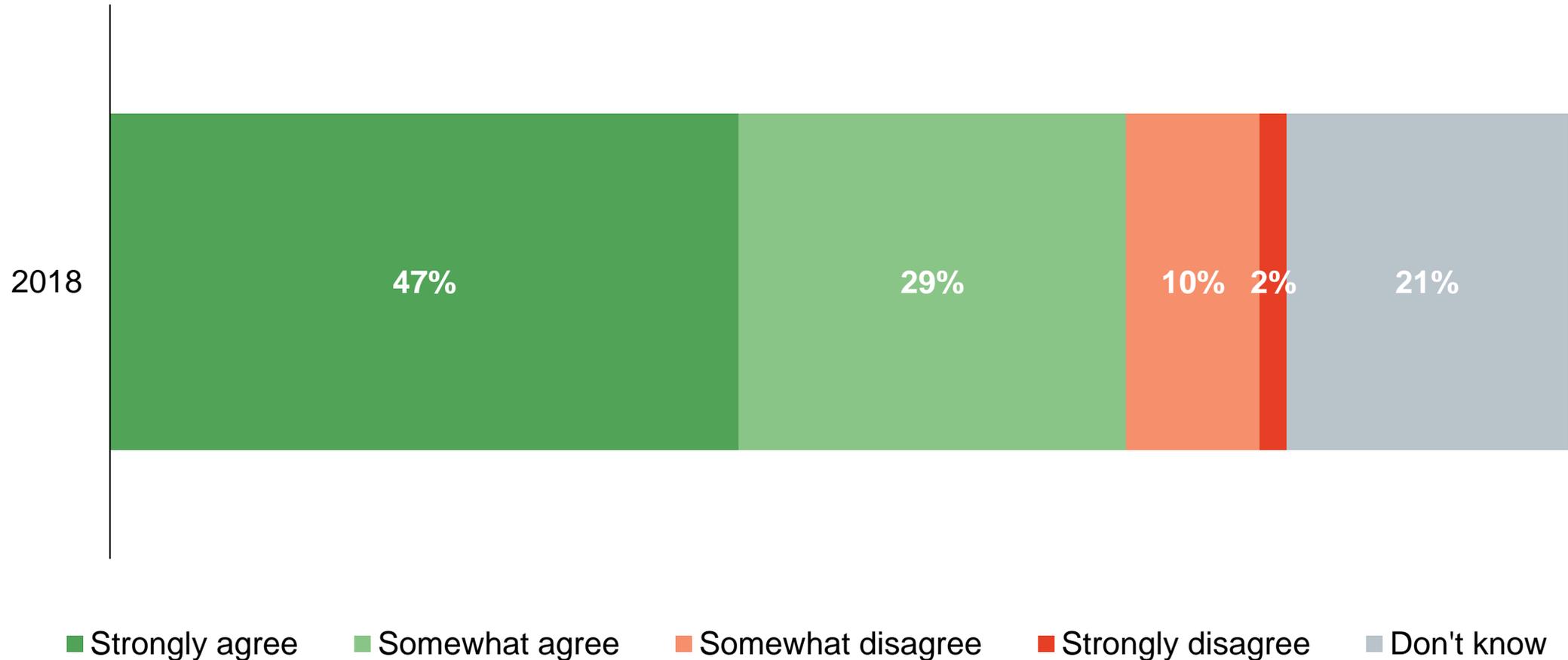
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“Work to combat global climate change. Do a better job reducing fuel loading in the forests. Limit smoking to closed cars to reduce smoking related fires on the highways.”

(If Yes) What, if anything, can we as Oregonians do about this?

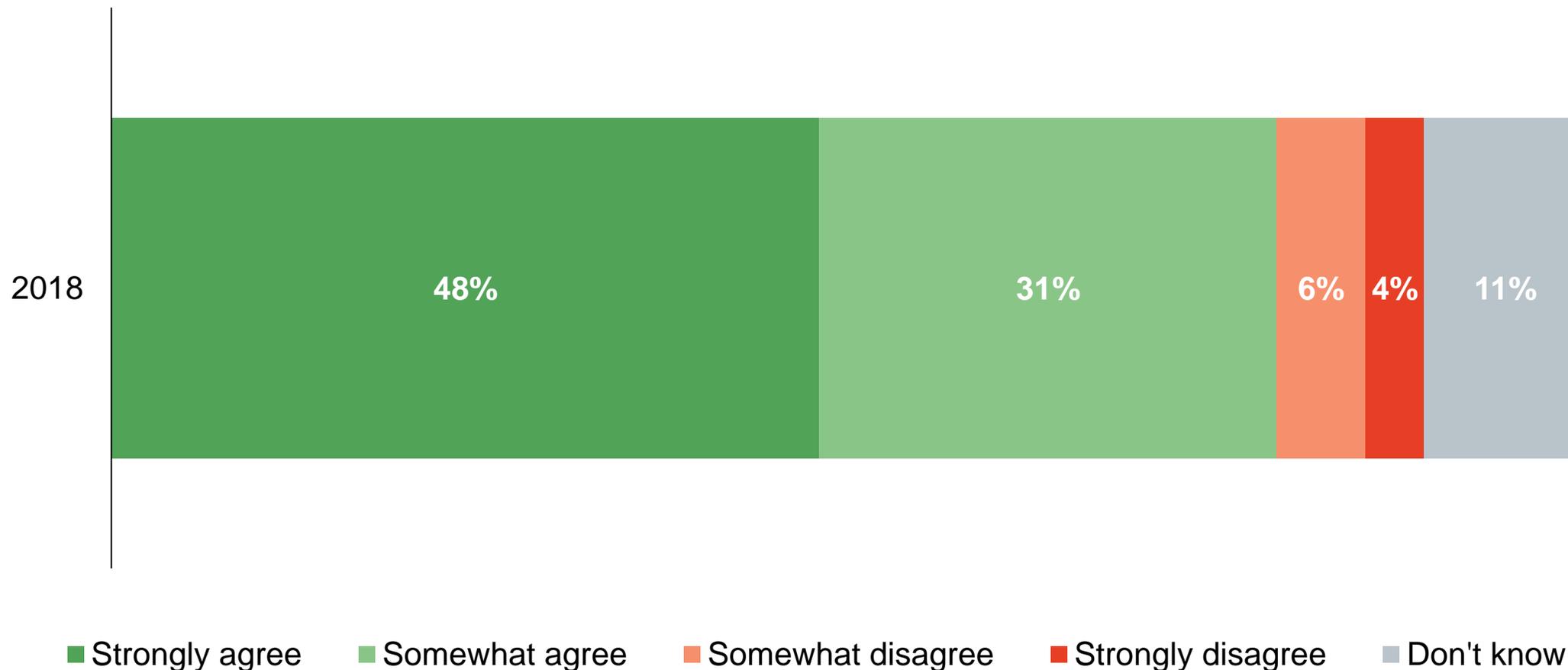
Response Category	n=317
Educate public about forest fire prevention	14%
Reduce emissions, greenhouse gases	14%
Improve forestry practices	14%
Fight climate change	14%
Clean energy, energy efficiency	12%
Forest thinning, logging	12%
Vote, change leadership, influence politicians	10%
Adjust to new weather patterns	10%
Conservation, environment	9%
Drive less, drive electric cars	8%
Allocate more state resources to fighting wildfires	7%
Regulate outdoor activities	4%
Recycle more, reduce plastics	4%
Brush clearing	4%
Clean energy incentives	4%
Create fire breaks, retainers	3%
Nothing, not much	11%
All other responses	2% or less
Don't know	2%

Lack of thinning or harvesting in dense, overcrowded forest stands can threaten fish and wildlife habitat by making the stands vulnerable to unusually hot, destructive fires.



■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree ■ Don't know

Dense, overstocked forests in eastern and southern interior Oregon should be thinned to reduce the risk of severe wildfire.





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