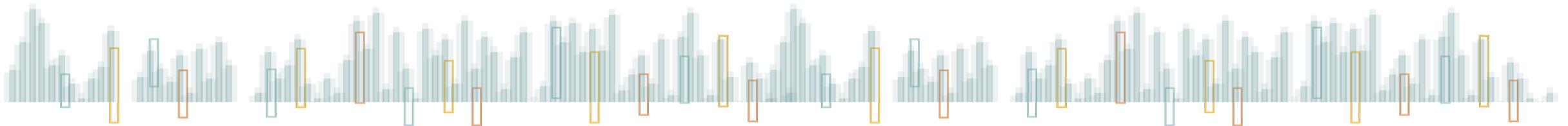




# OFRI Values & Beliefs

Presentation to ODF 2026



# About OFRI



- The Oregon Forest Resources Institute (OFRI) is a state agency
- Mission : The Oregon Forest Resources Institute supports the forest sector and the stewardship of natural resources by advancing Oregonians' understanding of the social, environmental and economic benefits of our forests
- Funded by a portion of the forest products harvest tax (not from the General Fund)
- 13-member board of directors



Oregon Forest  
Resources Institute

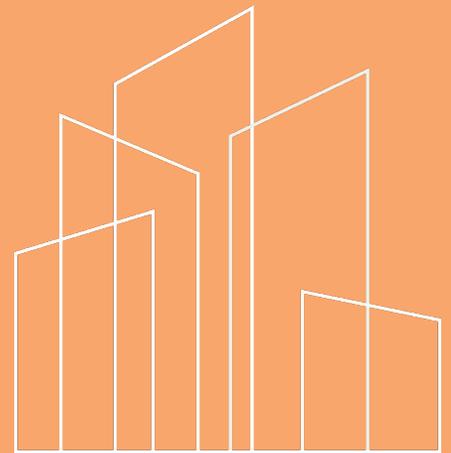
- Public education is one of OFRI's three core educational programs (K-12, Landowner)
- OFRI conducts annual public awareness research of varying complexity
- **Values and Beliefs** is OFRI's most extensive research project, every five (5) years
- DHM Research has conducted this research for OFRI since 2004. (5x)

# Research purpose

- Gauge Oregonians' values and beliefs related to forests
- Explore Oregonians' knowledge of key forest-related facts
- Assess opinions about and awareness of forest management issues in Oregon
- Benchmark attitudes over time



# Methodology/ Demographics



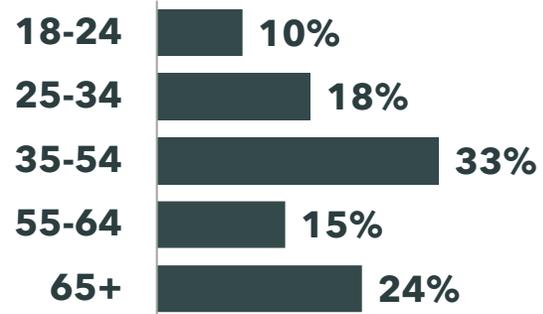
# Methodology

- Hybrid survey of N=800 Oregon residents
- Conducted January 30-February 6, 2025; 16 minutes to complete
- Quotas were set by age, gender, region, education and ethnicity to ensure a representative sample
- Margin of error  $\pm 3.5\%$
- Due to rounding, some totals may differ by  $\pm 1$  from the sum of separate responses

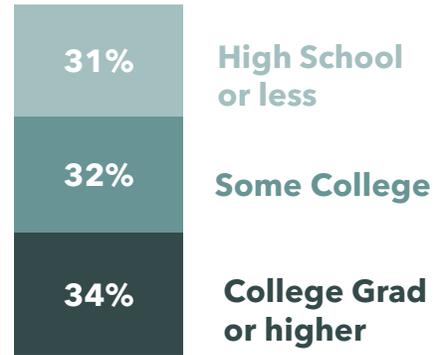


# Demographic Snapshot

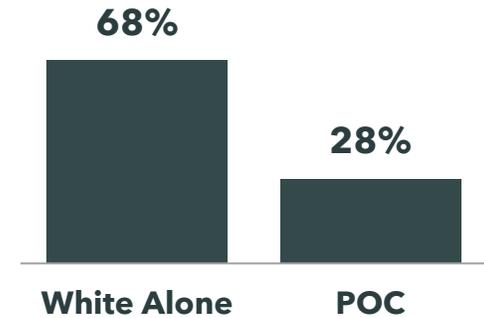
## AGE



## EDUCATION

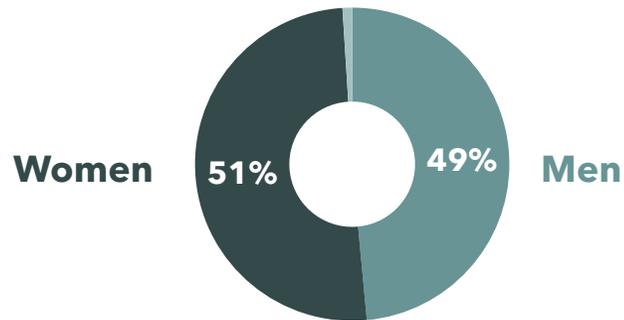


## RACE / ETHNICITY

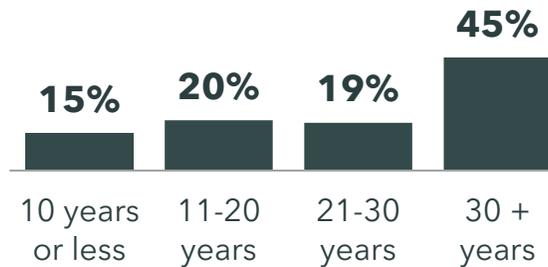


*\*Note: POC definition & individual category %s in notes*

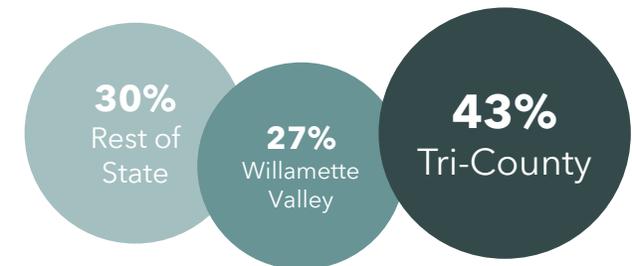
## GENDER



## YEARS IN OREGON



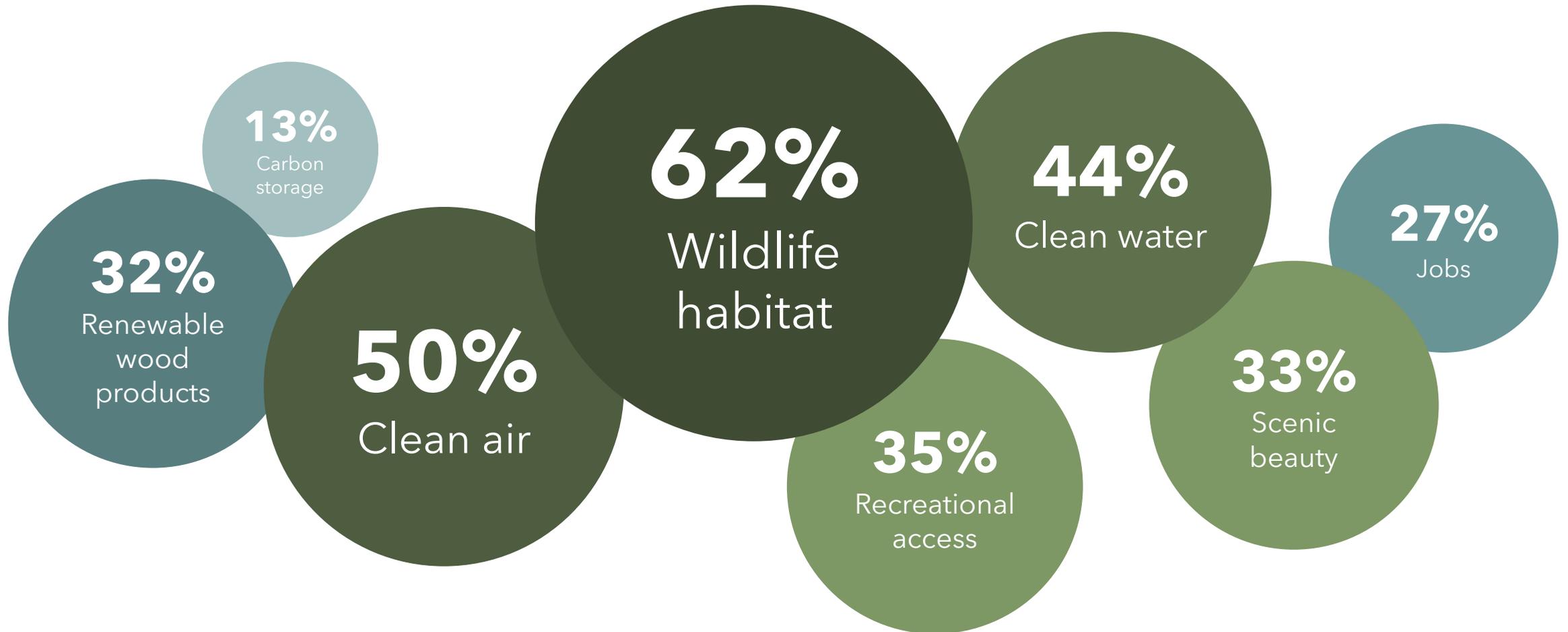
## AREA



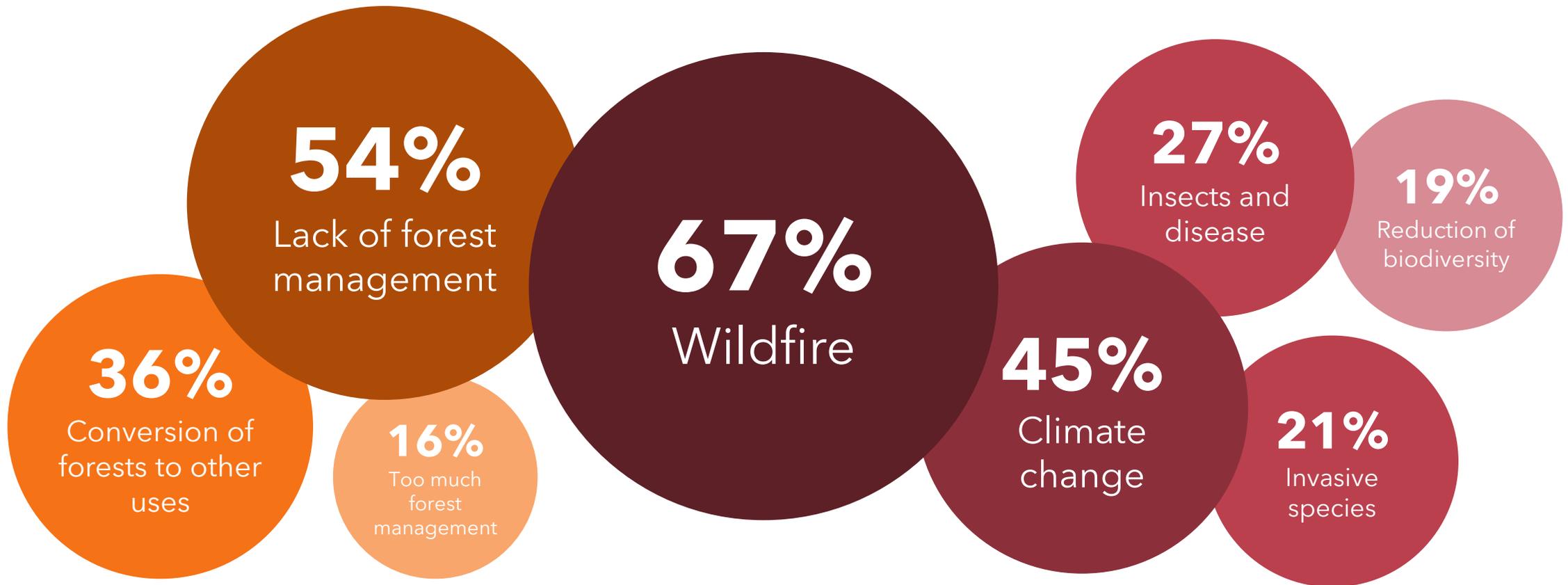
# Overall sentiments



# Oregonians value most the benefits forests have for wildlife habitat, clean air, and clean water.

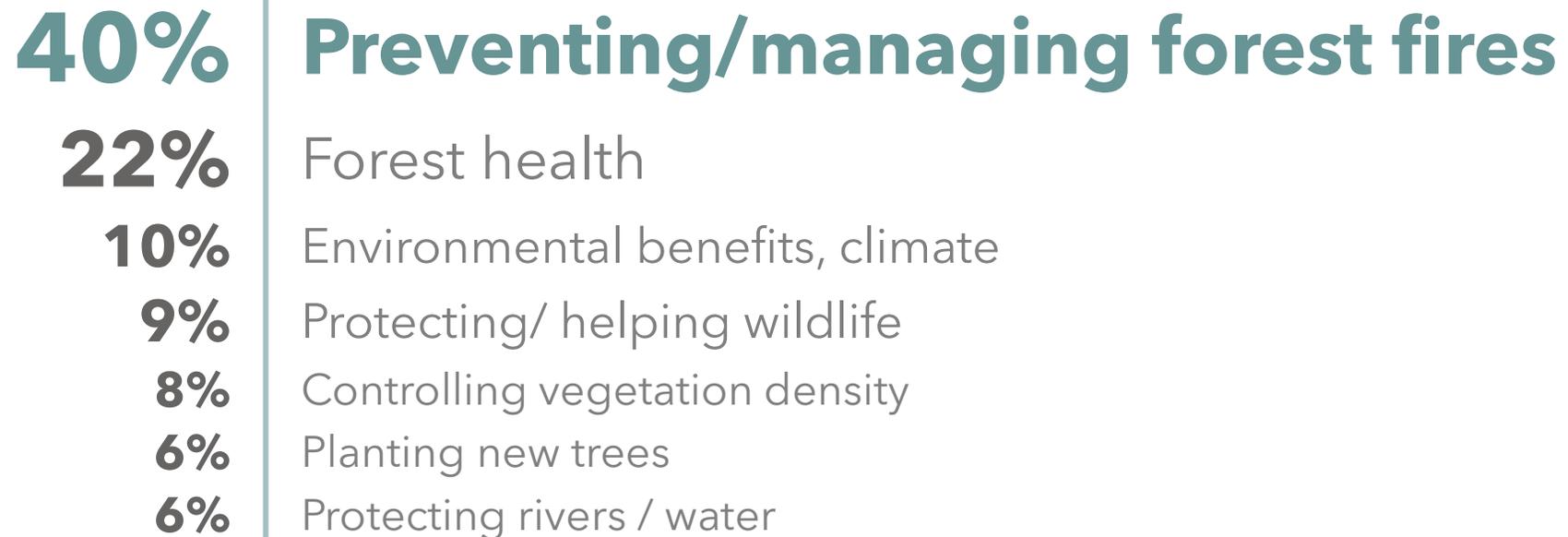


# Oregonians perceive a lack of forest management (including logging), climate change, and wildfires as the biggest threats to the state's forests.



# Oregonians feel that the major benefits of forest management include preventing and managing forest fires, as well as maintaining forest health.

“ What do you feel are the major benefits of forest management?



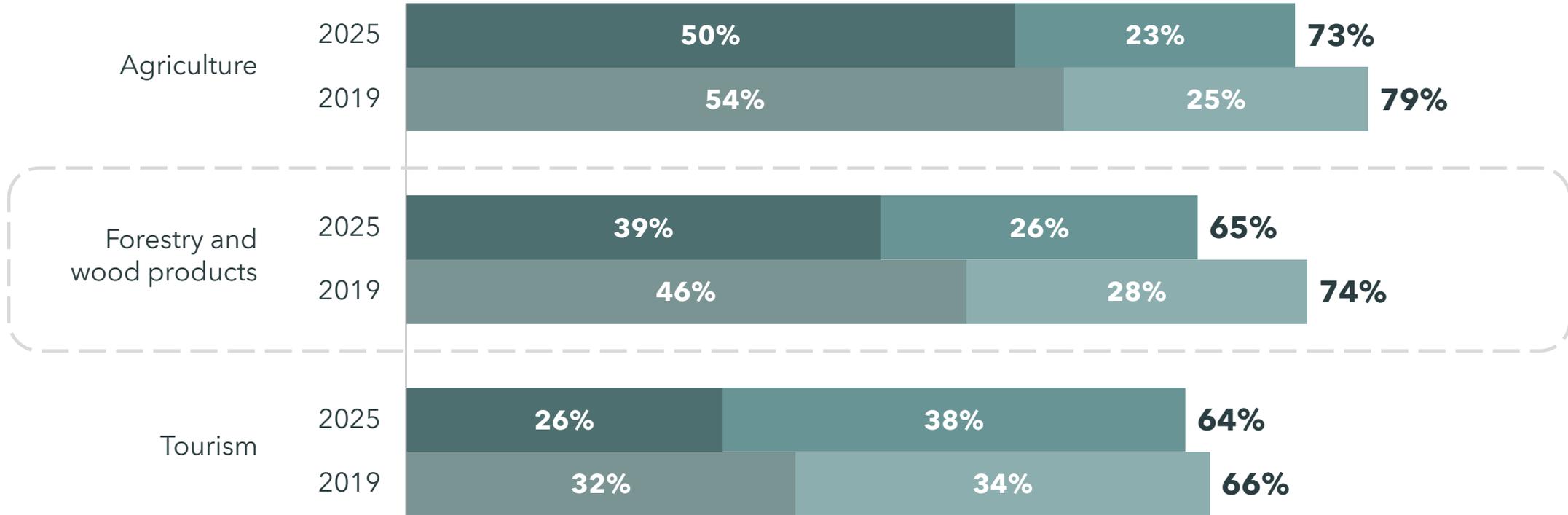
# Nearly one in five Oregonians see no downside to forest management, although excessive logging is the most commonly-cited potential negative.

“ What do you feel are the potential negatives of forest management?



# Oregonians largely hold a favorable impression of the forestry and wood products industry, but favorability has dropped compared to 2019.

% very / somewhat favorable



# Oregonians with favorable impressions of the industry cite economic benefits and that the industry does well at managing forests.

“ Why do you have a favorable impression of the forestry and wood products industry?

**19%**

## **Jobs**

**15%**

Local/regional economic prosperity

**13%**

Creates better managed forest resources

**11%**

Wood products are a renewable resource

**10%**

Wood products are essential

**9%**

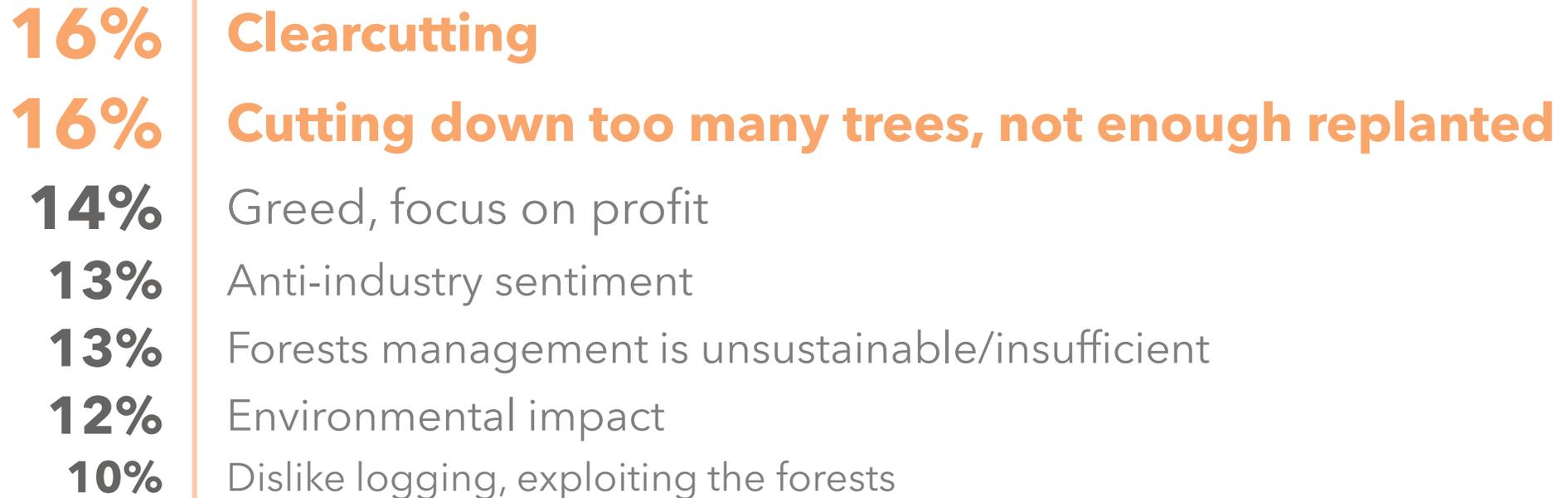
Environmental benefit

**8%**

Reduced risk of wildfires

# Oregonians with unfavorable impressions point to clearcutting, insufficient replanting, and greed.

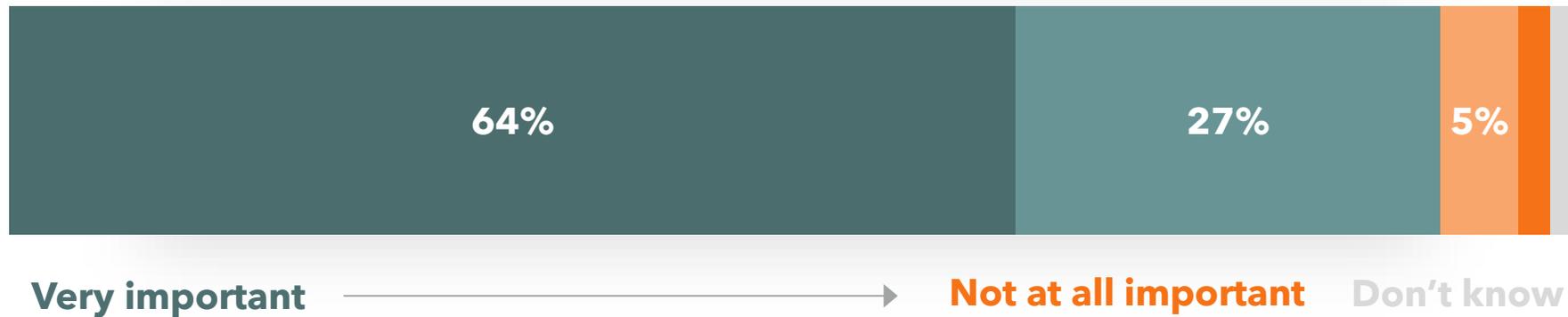
“ Why do you have an unfavorable impression of the forestry and wood products industry?



# A strong majority of Oregonians believe forestry, logging, and forest products are important to Oregon's economic well-being.

**91%**

Think forestry, logging, and forest products are **very/somewhat** important to the economic well-being of Oregon.

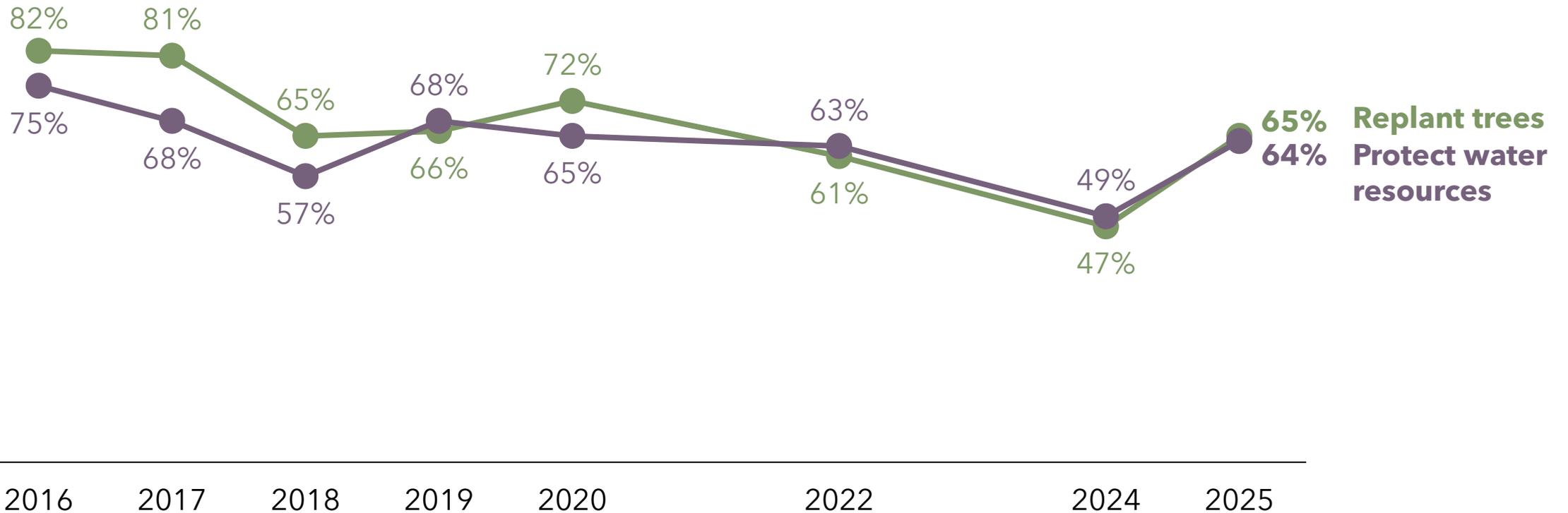


# Forestry knowledge



# Over six in ten are aware of Oregon laws around replanting trees and protecting water resources.

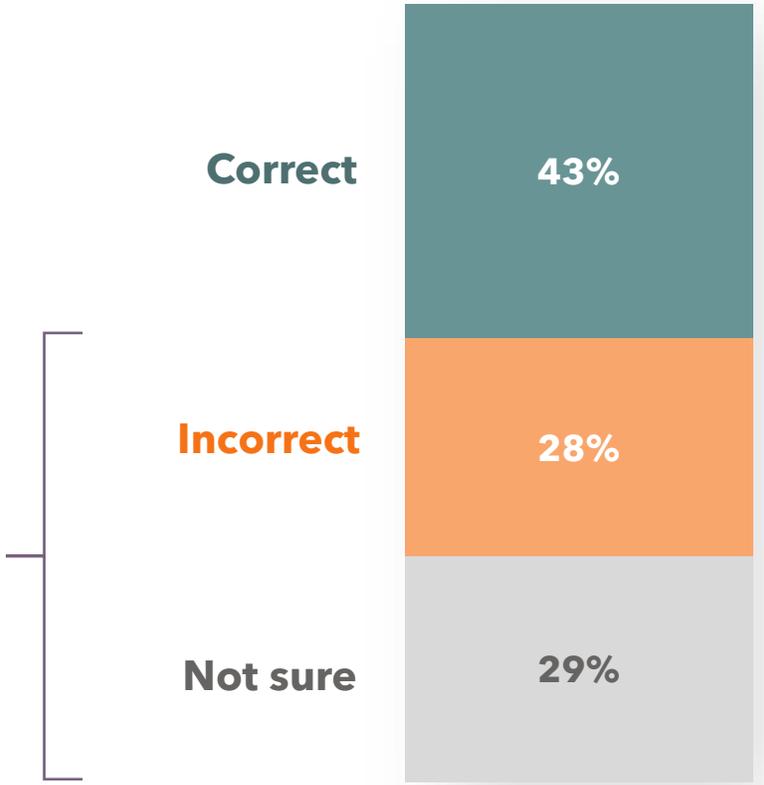
Percentage of "Yes" responses



*\*Changes over time may reflect changes in question wording, methodology, and/or real changes in attitudes.*

# A majority of Oregonians are not aware that most of the forestland in the state is owned by the federal government.

**57%**  
Are **incorrect** or  
unsure

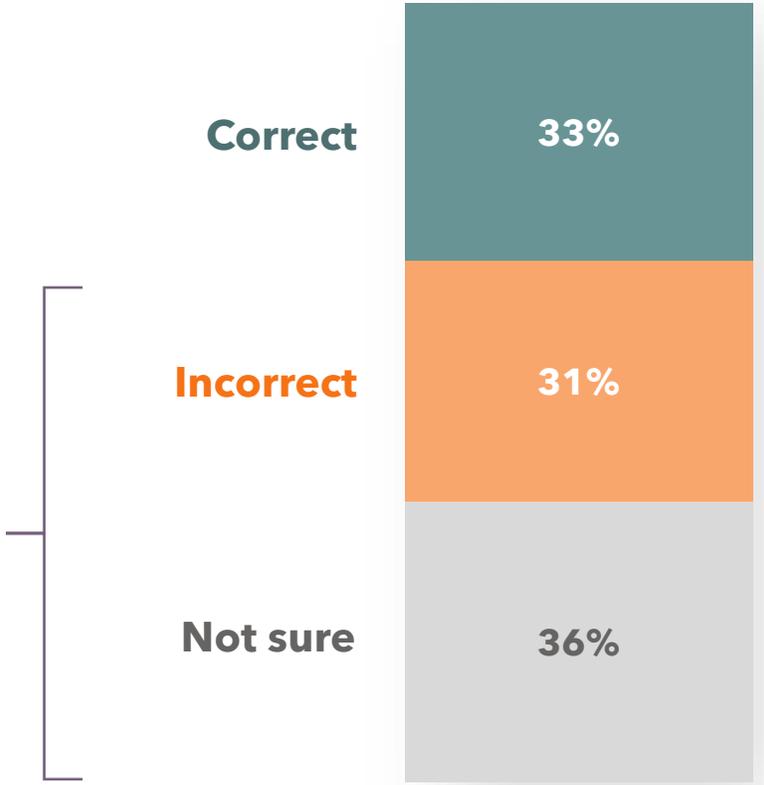


**43%**

Know most forestland in Oregon is owned by **the federal government**

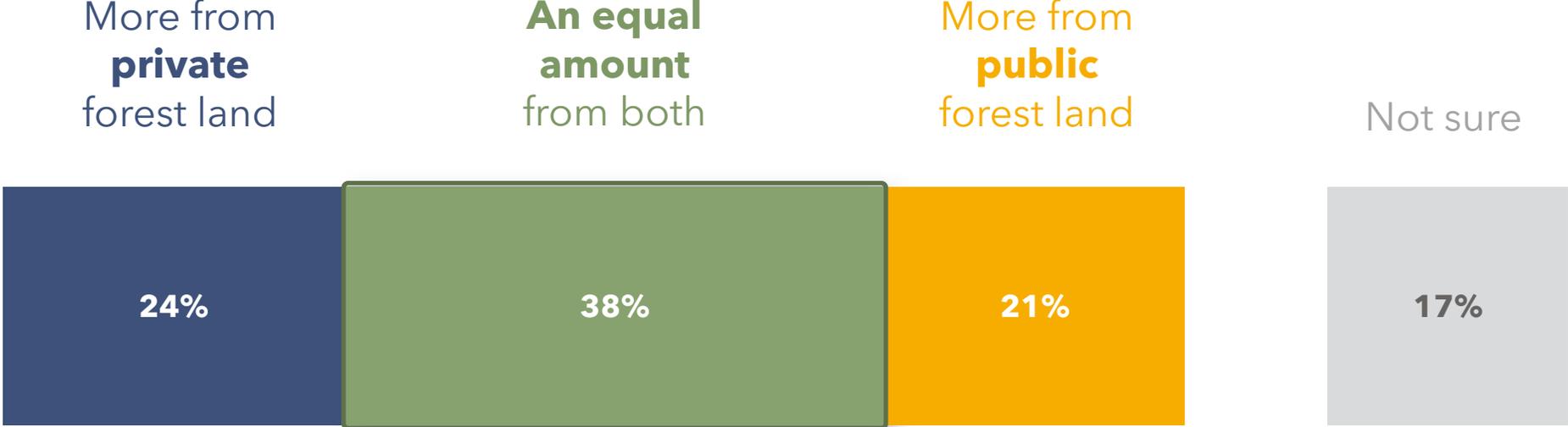
# About a third of Oregonians think that most of Oregon's timber supply comes from private forestland.

**67%**  
Are **incorrect** or  
unsure

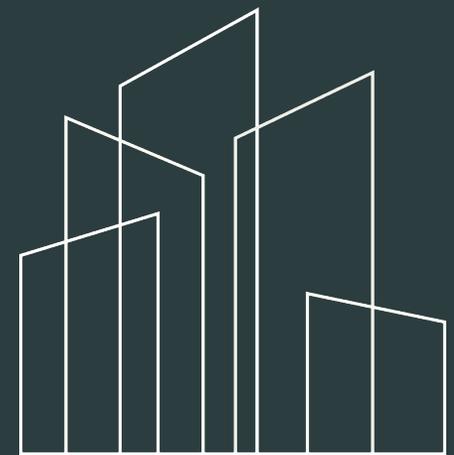


**33%**  
Know most of  
Oregon's timber  
supply comes from  
**private forestland**

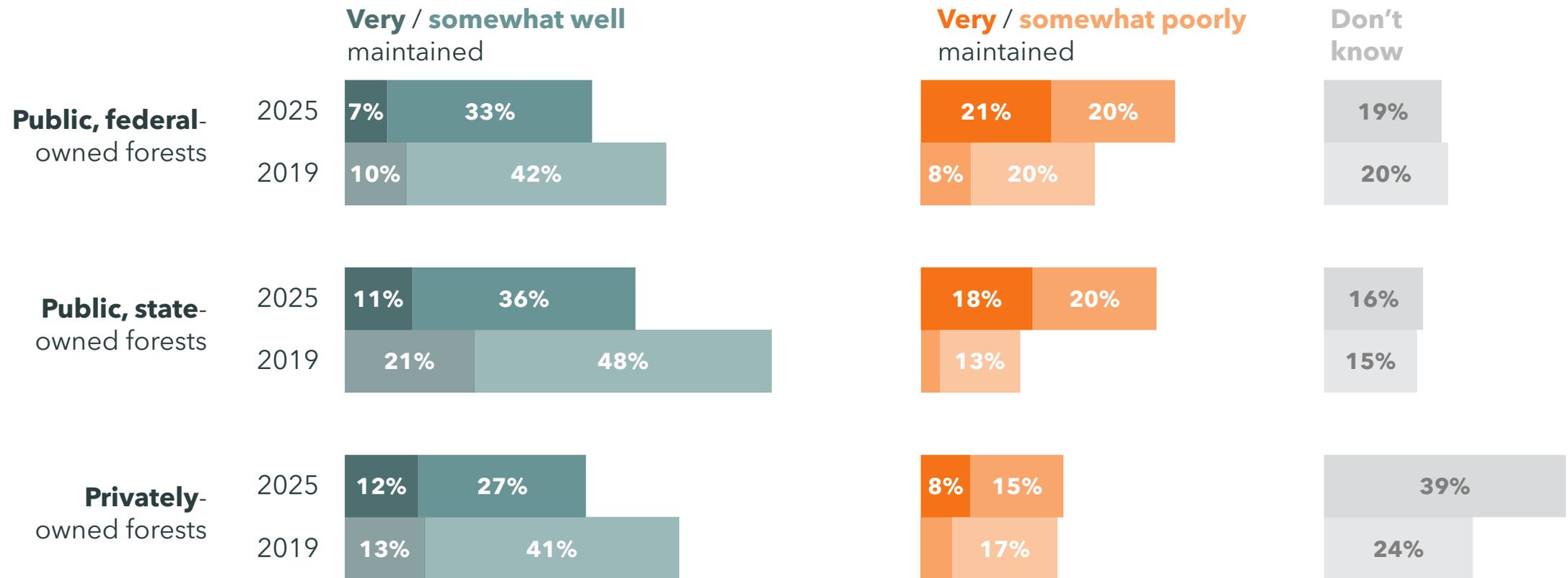
# About four in ten Oregonians prefer for the state's wood products to come equally from private and public forestland.



# Forest management

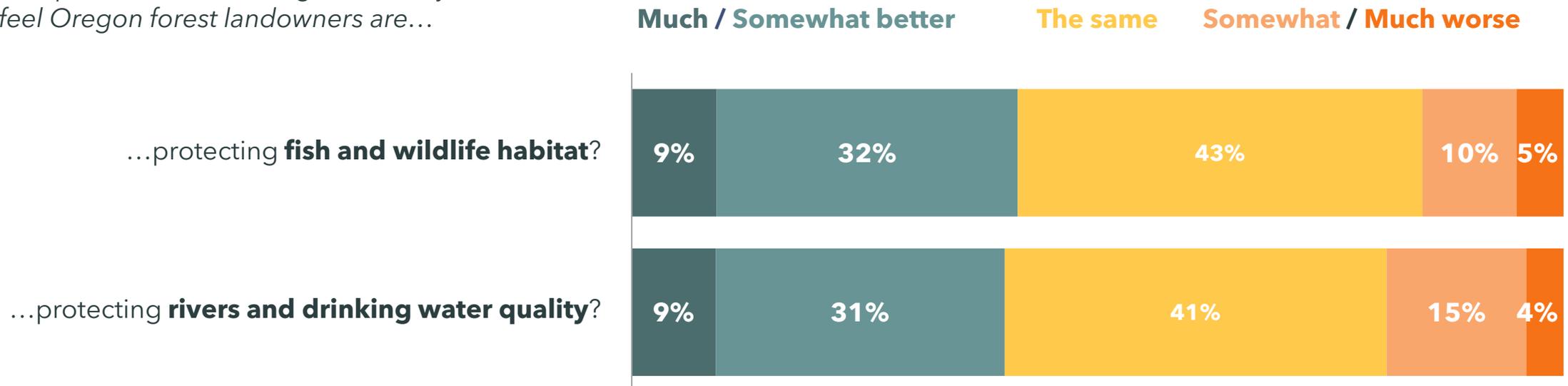


# Oregonians increasingly believe public forests are very poorly managed and are not sure about how well private forests are managed.



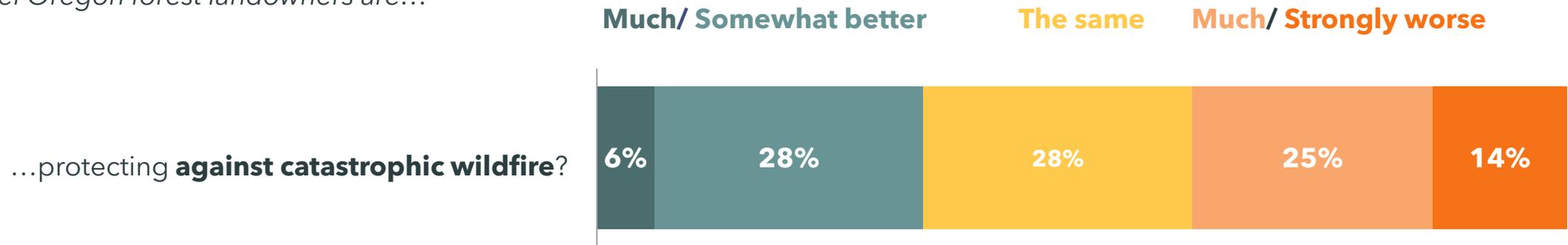
# Oregonians believe that Oregon forest landowners are protecting wildlife habitat and water source quality the same or better than they were a decade ago.

*Compared to a decade ago, how do you feel Oregon forest landowners are...*

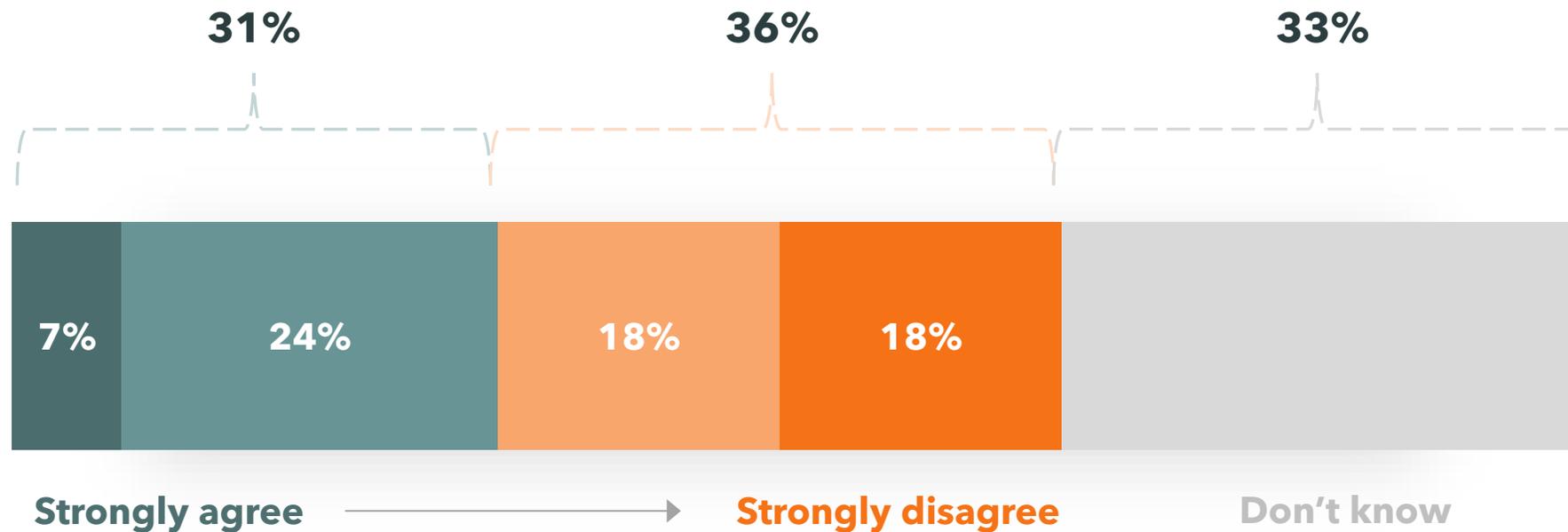


# Oregonians feel Oregon forest landowners are doing worse at protecting against catastrophic wildfires compared to a decade ago.

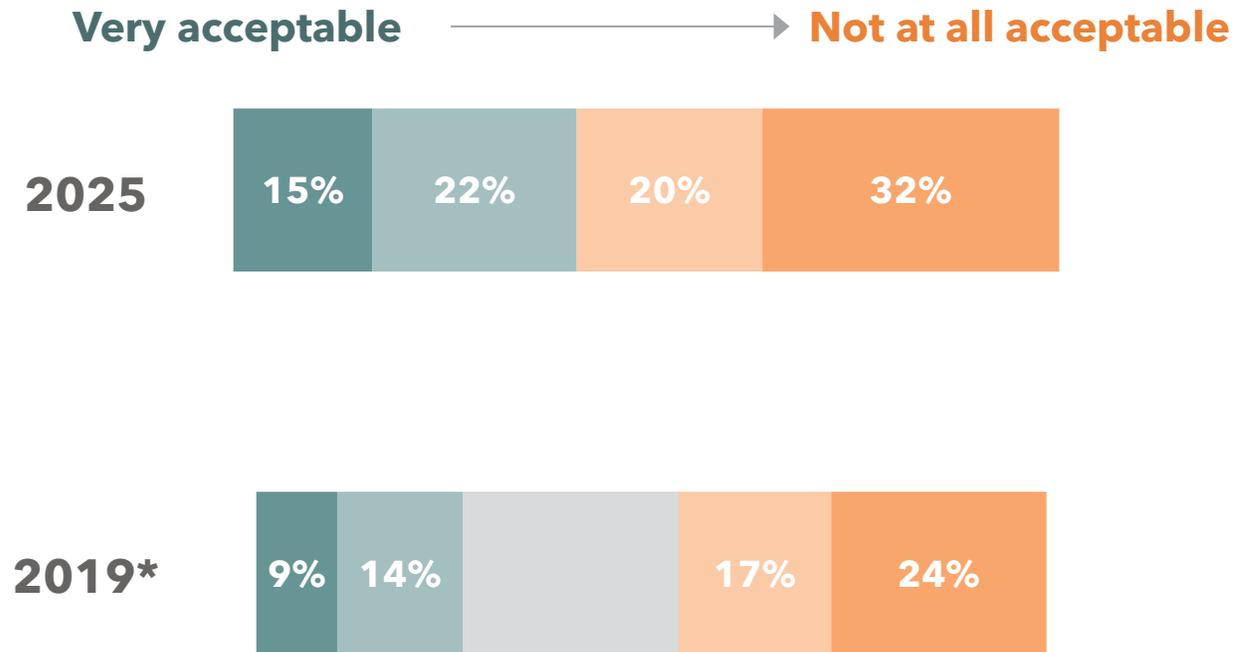
*Compared to a decade ago, how do you feel Oregon forest landowners are...*



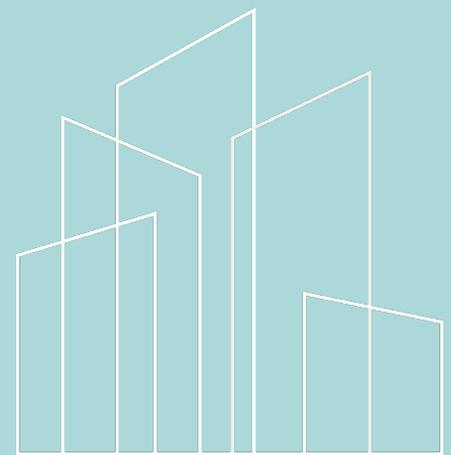
# Oregonians are split, or unsure, as to whether current regulations on private forestlands are working to protect their forest values.



# Most Oregonians dislike clearcutting. They appear to be more divided than in 2019, with more finding it either very acceptable or not at all acceptable.

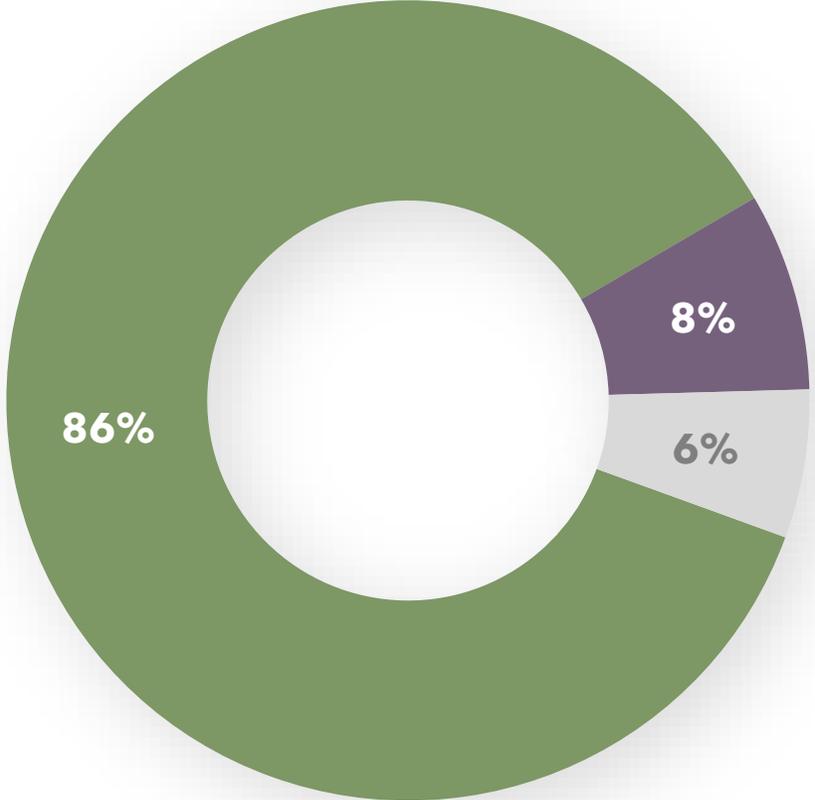


# Wildfires



# Over 8 in 10 Oregonians would prefer to remove some trees and vegetation to reduce the risk of catastrophic wildfires, rather than leaving forests alone.

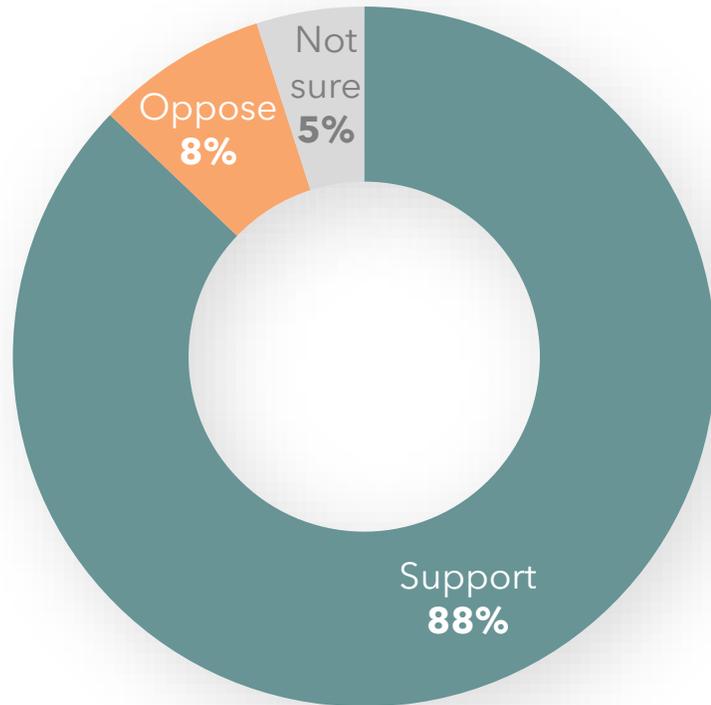
We should **cut and remove** some trees and other vegetation to reduce the risk of catastrophic wildfire.



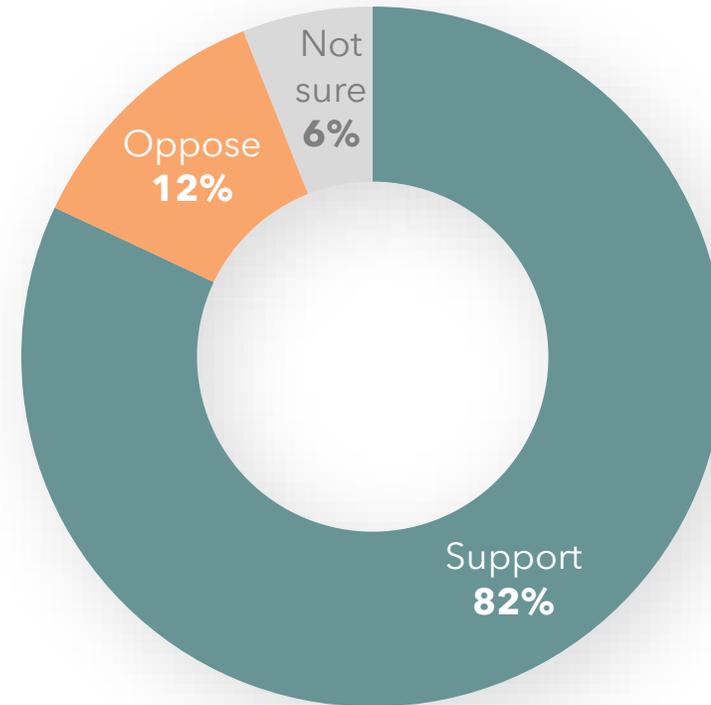
We should **leave forests alone**, even if that increases their risk of catastrophic wildfire.

Not sure

# Most Oregonians support using prescribed fires and allowing trees burned by wildfires to be logged if they retain economic value.



Using **prescribed fire** to reduce wildfire



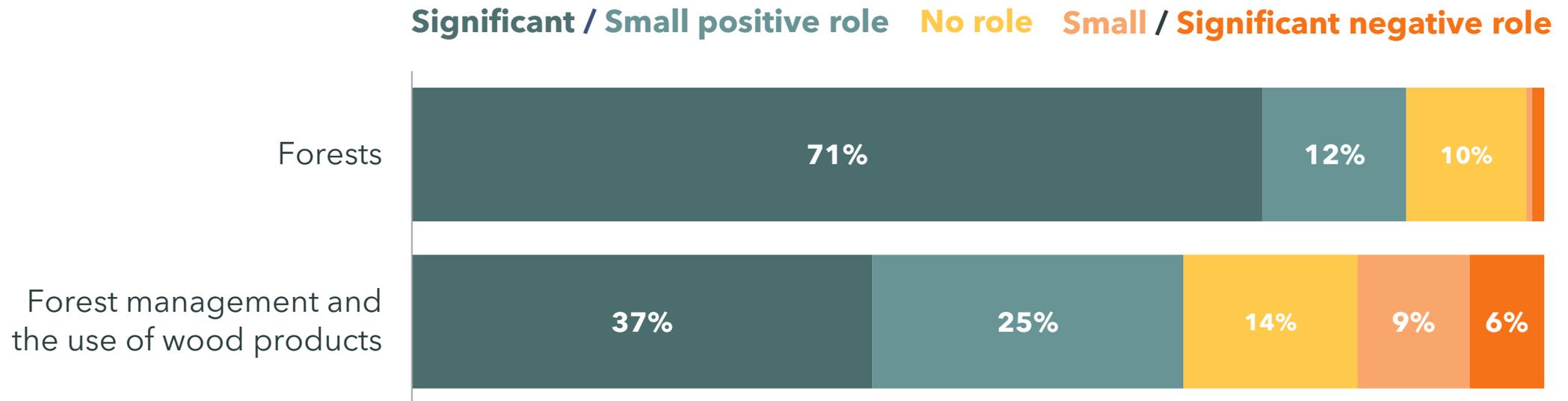
**Logging trees** burned by wildfire

# Carbon and wood products



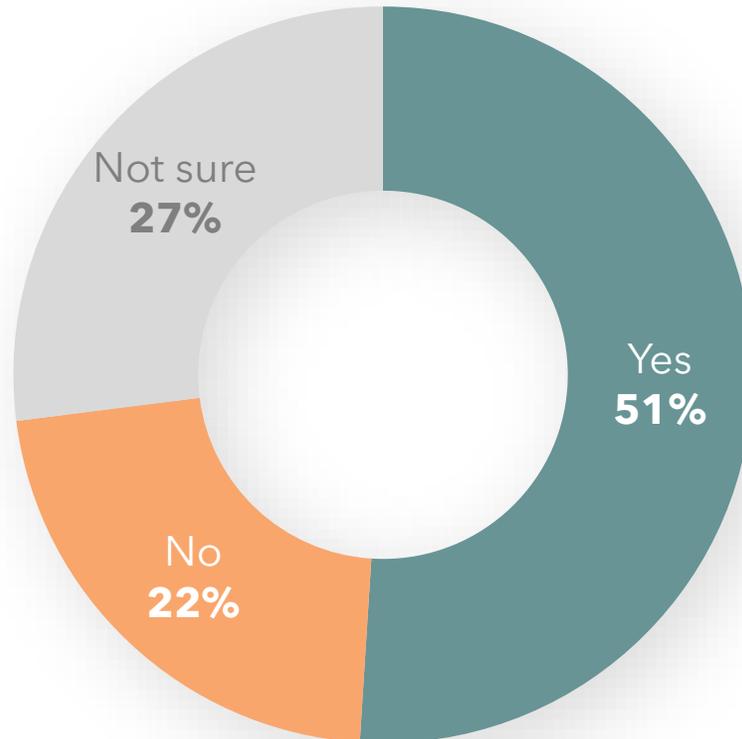
# Oregonians view forests as having a bigger role in the solution to climate change than forest management and wood products.

## Role of Forests and Forest Management in the Solution to Climate Change



# Half of Oregonians believe the positive impact of growing and using wood products outweigh the negatives, while over a quarter are unsure.

*Do the positive impacts of growing and using wood products outweigh the negative impacts of logging and manufacturing?*





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