

# 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

**16% Forest products**

**15% Healthcare**

**13% Agriculture**

**11% Tourism**

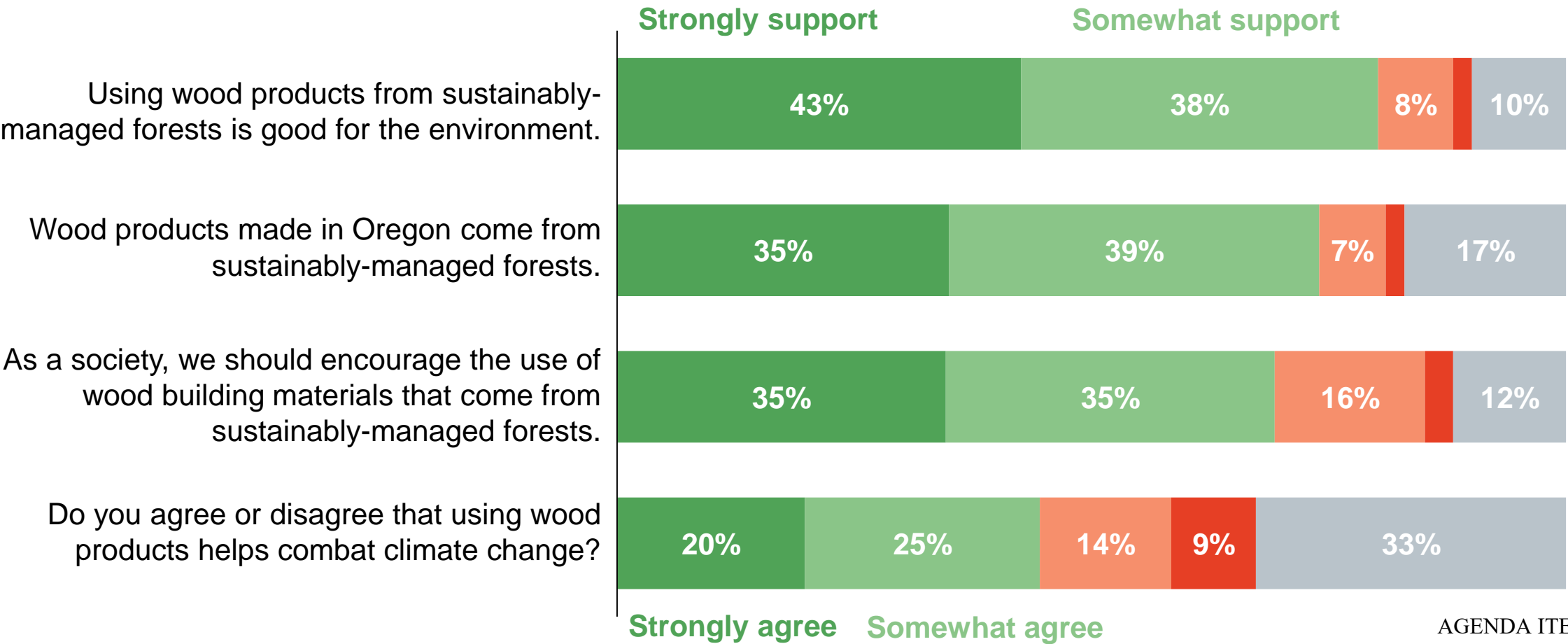
**10% High tech**

**6% Higher education**

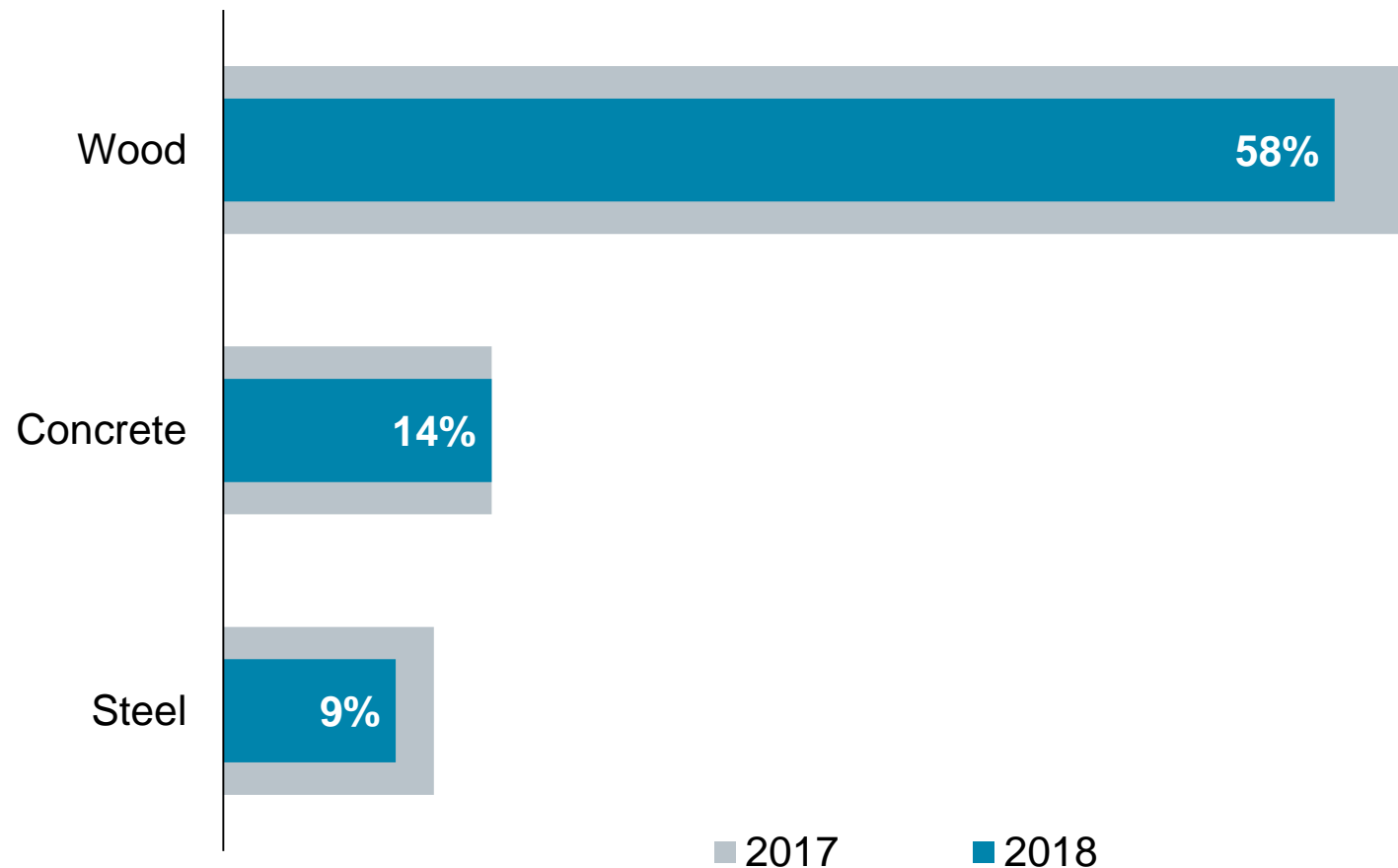
# Attitudes About Wood Products



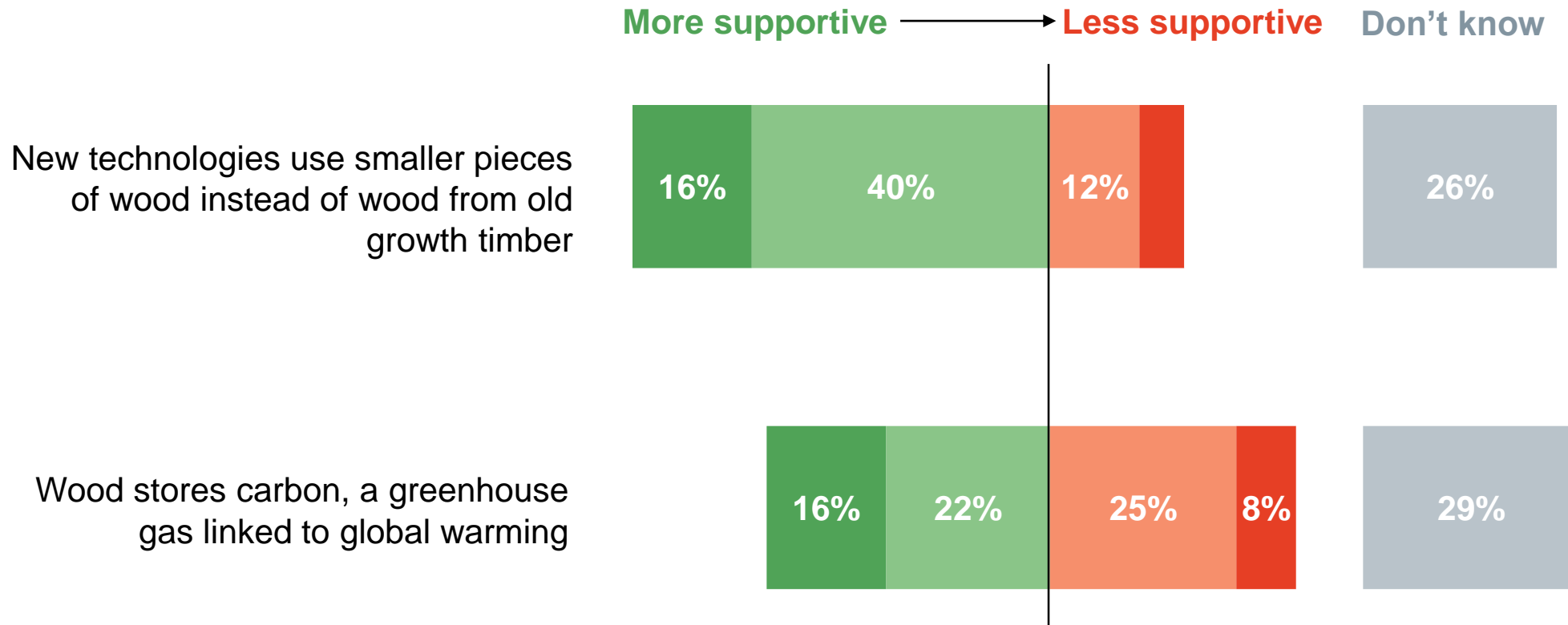
# Most Oregonians strongly agree that wood products from sustainably-managed forests are good for the environment



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

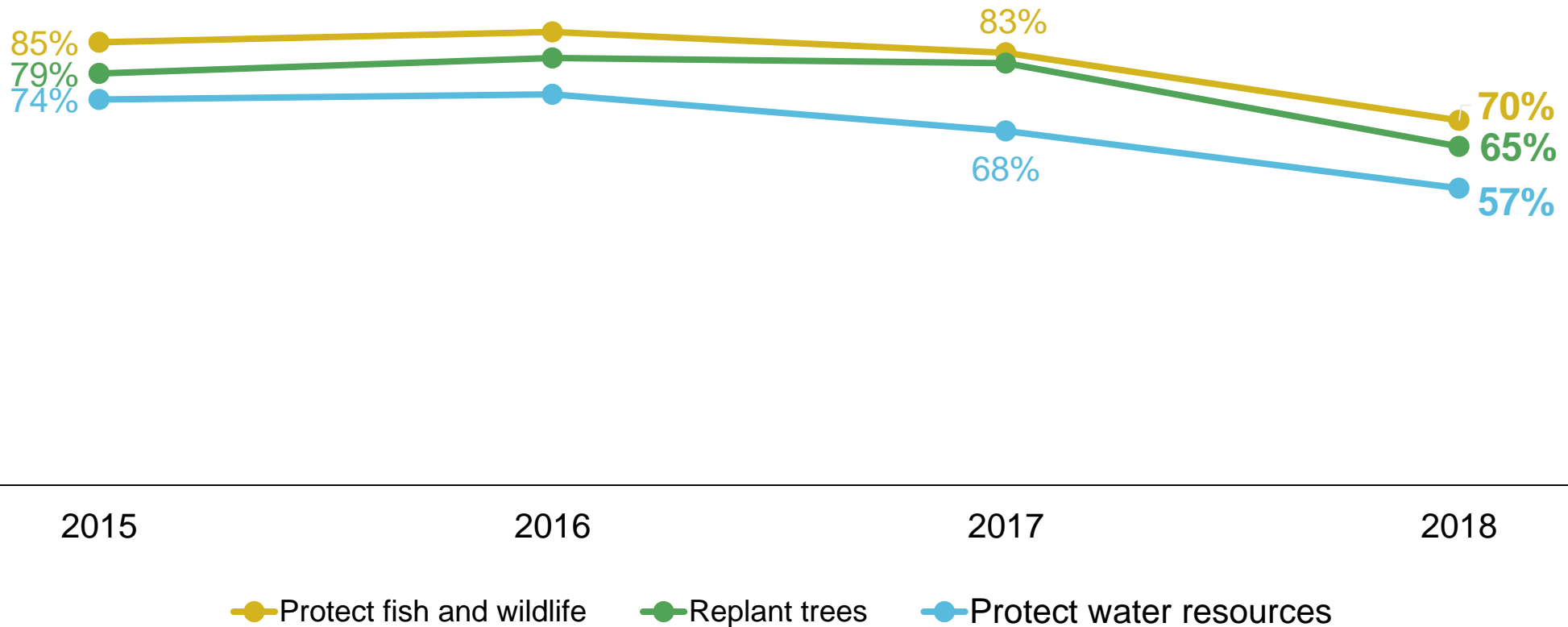


# The “*wood stores carbon*” message leaves Oregonians uncertain whether they support using wood products

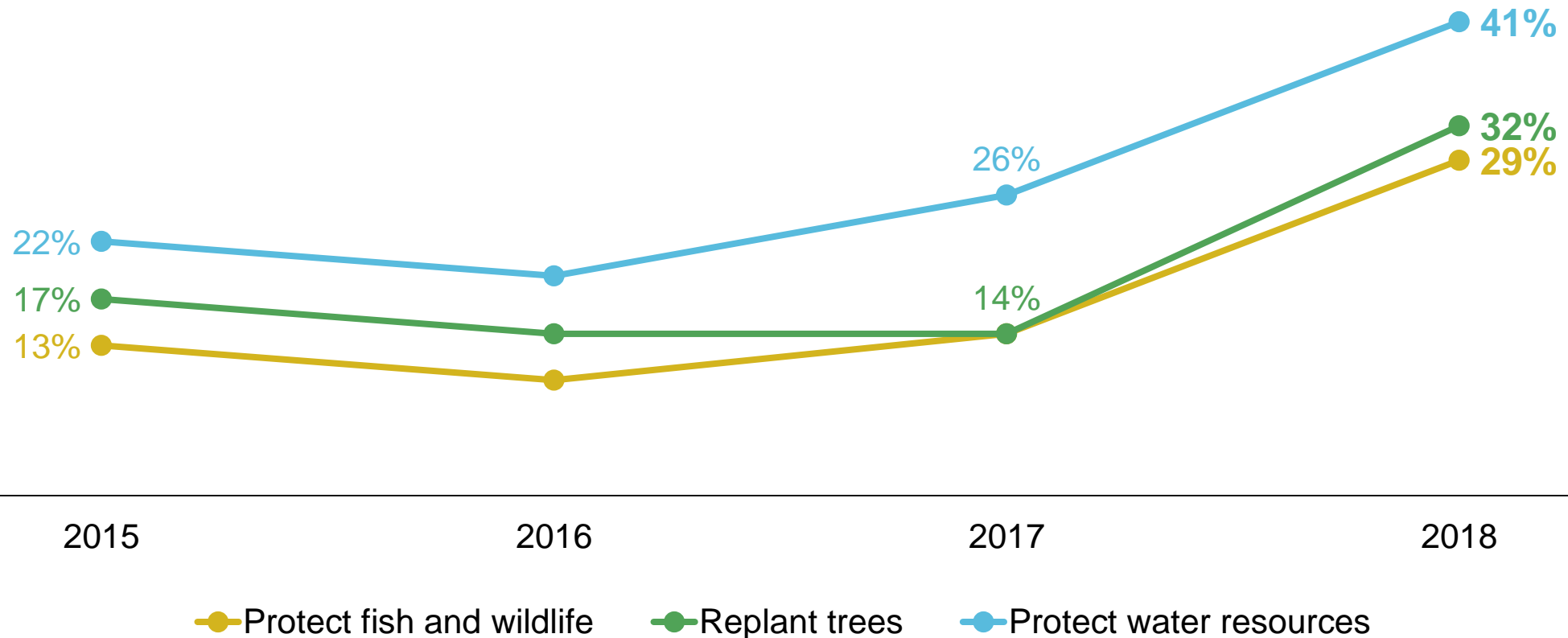


# Perceptions of Oregon Forestry Practices

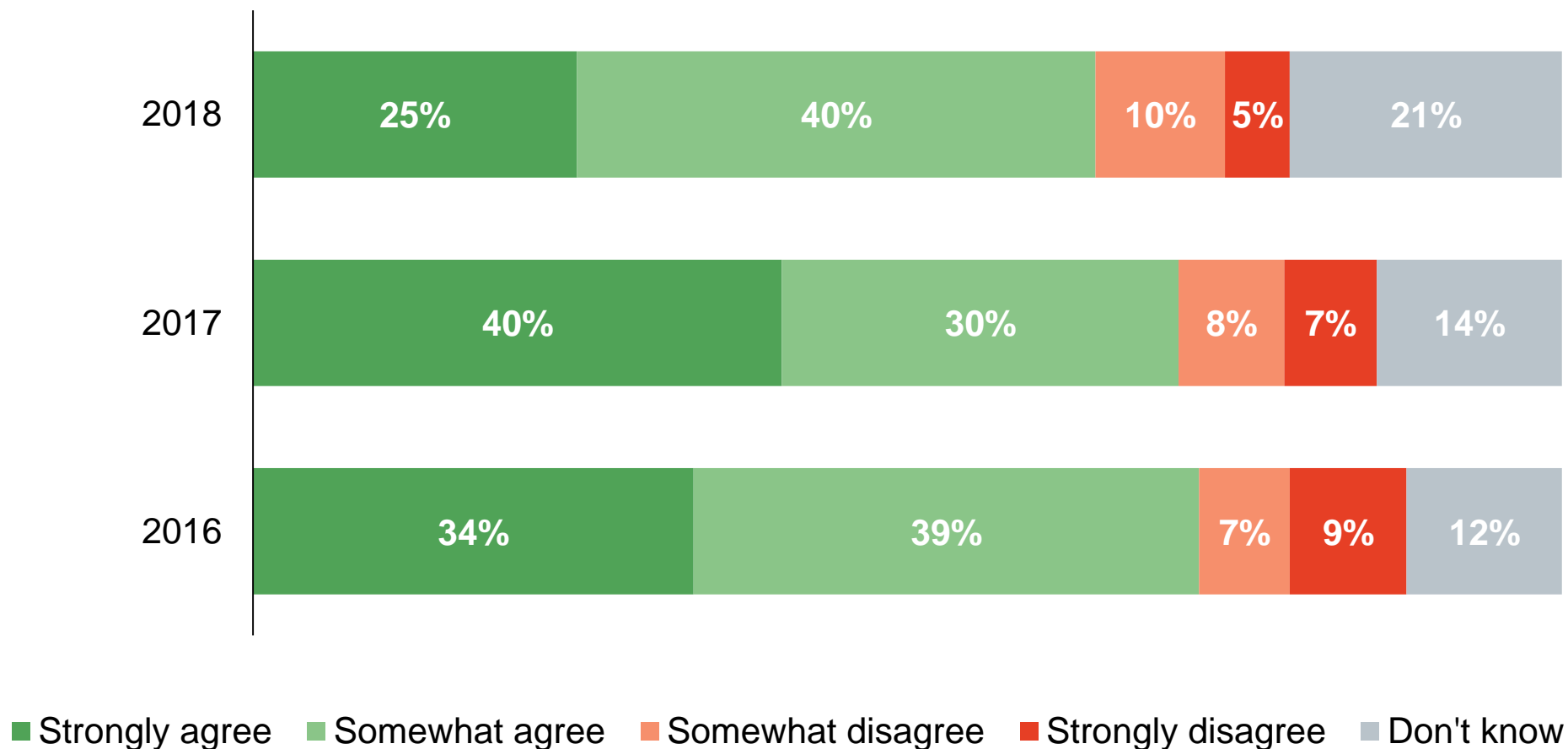
## Awareness of regulatory protections looks lower this year, perhaps due to online methodology



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

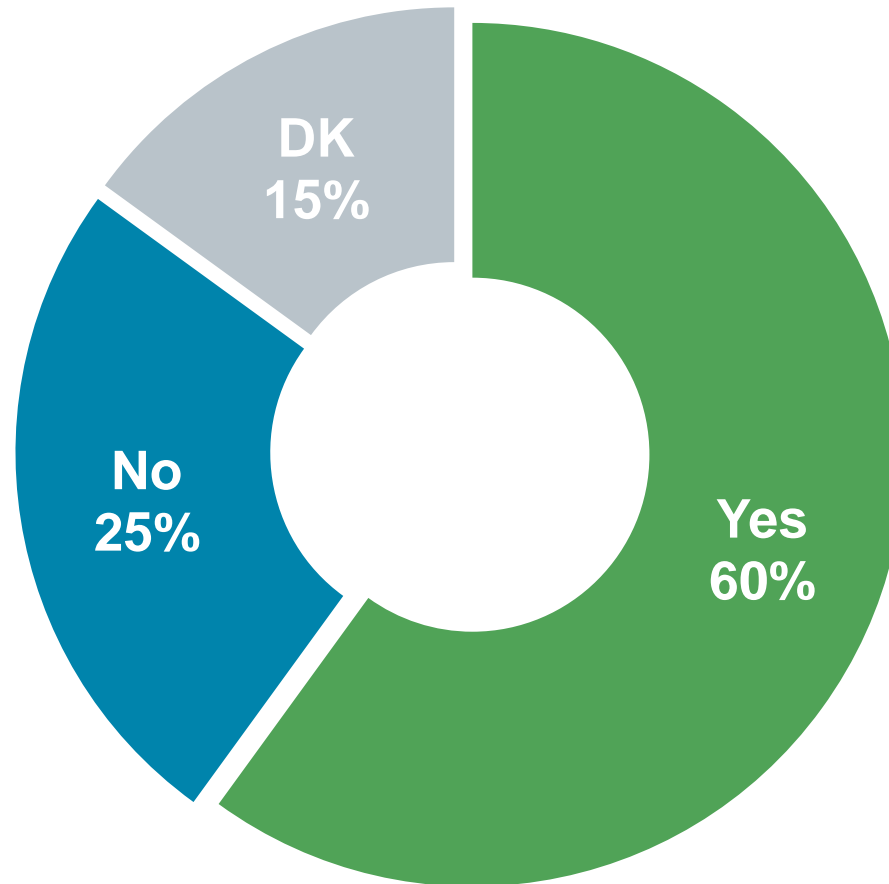


## Six in ten agree the State of Oregon does a good job enforcing forest protection laws; decline may reflect methodology



## 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...”**

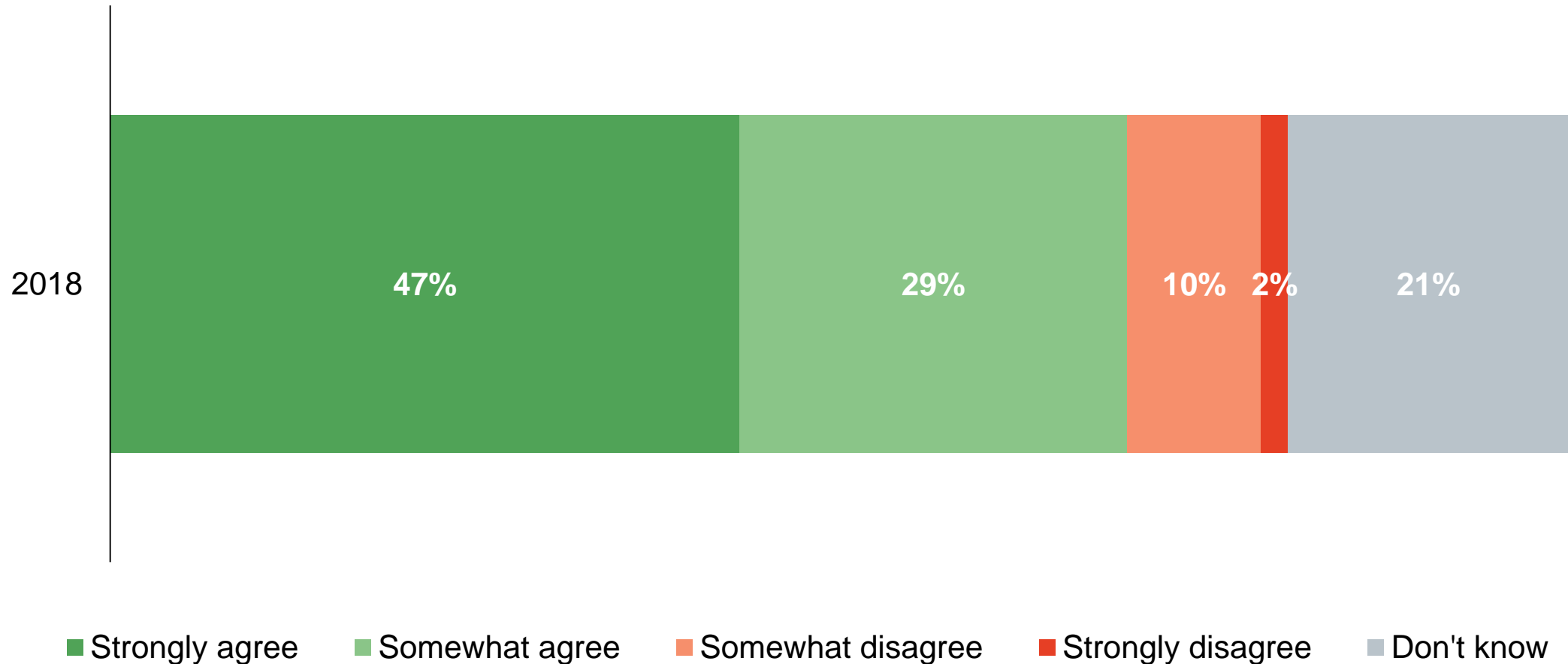
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**“Work to combat global climate change. Do a better job reducing fuel loading in the forests. Limit smoking to closed cars to reduce smoking related fires on the highways.”**

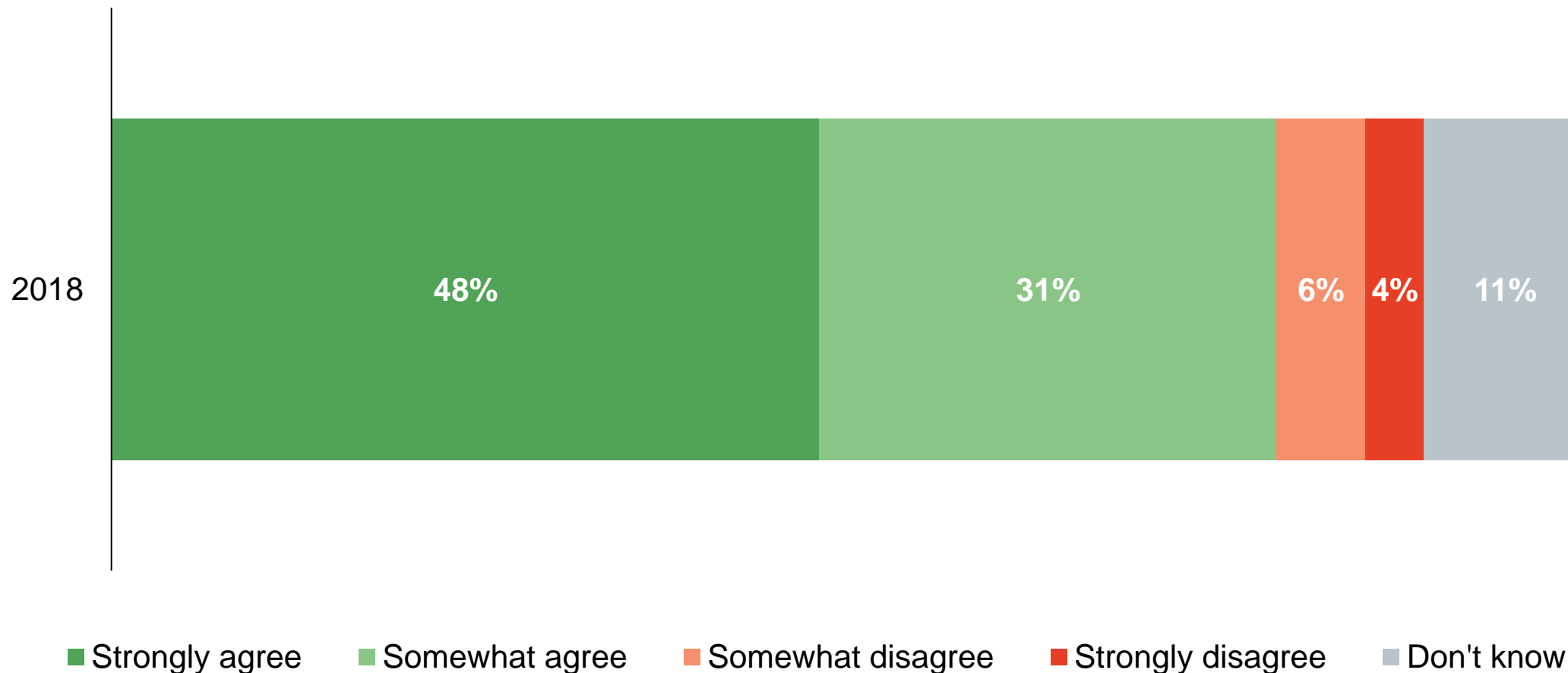
# (If Yes) What, if anything, can we as Oregonians do about this?

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.**



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





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