



PREPARED FOR:

**OREGON FOREST RESOURCES INSTITUTE
2015 Forest Values and Beliefs Online Survey**

March 2015

**PREPARED BY:
DHM RESEARCH**

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1. | INTRODUCTION AND METHODOLOGY

DHM Research conducted an online survey of residents in the state of Oregon on behalf of the Oregon Forest Resources Institute (OFRI). The objective of the survey was to gauge Oregonians' opinions about a number forest management issues in Oregon including clearcutting and chemical use.

Research Design: Between February 27 and March 3, 2015, DHM Research conducted an online survey of Oregon residents. The online survey consisted of 38 questions and included a total of 603 adults. Respondents were invited to participate through a professionally maintained panel. Demographic quotas were set by gender, age, and area of state to ensure a representative sample. Below are the counties which were included in each region of the state.

- **Metro Region:** Multnomah, Washington, Clackamas, and Columbia counties.
- **Western Oregon:** Lane, Marion, Linn, Yamhill, Polk, Benton, Coos, Lincoln, Clatsop, Tillamook, and Curry counties.
- **Eastern Oregon:** Jackson, Douglas, Deschutes, Josephine, Umatilla, Klamath, Malheur, Union, Wasco, Hood River, Jefferson, Baker, Crook, Morrow, Grant, Harney, Lake, Wallowa, Gilliam, Sherman, and Wheeler counties.

Statement of Limitations: Any sampling of opinions or attitudes is subject to a margin of error. The margin of error is a standard statistical calculation that represents differences between the sample and total population at a confidence interval, or probability, calculated to be 95%. This means that there is a 95% probability that the sample taken for this study would fall within the stated margins of error if compared with the results achieved from surveying the entire population. The margin of error for a sample of 600 is +/-4.0%

DHM Research: DHM Research has been providing opinion research and consultation throughout the Pacific Northwest and other regions of the United States for over three decades. The firm is non-partisan and independent and specializes in research projects to support public policy-making. www.dhmresearch.com

2. | SUMMARY & OBSERVATIONS

A large majority of Oregonians agreed that wood products coming from sustainably managed forests are part of the solution to global climate change.

Independent certification was seen as an important part of this process.

- Overall, two statements on wood products showed high overall agreement among residents, well over 50%:
 - When wood products come from sustainably managed forests, they are part of the solution to global climate change (73% agree).
 - Innovative engineered wood products use smaller pieces of wood glued together to create posts, beams and panels. That makes me more positive about the use of wood (60% agree).
- 80% of Oregonians felt independent certification was important.
 - Notably, more residents felt this was very (43%) important than somewhat (37%) important, indicating strong opinions about certification.

While, generally, the practice of clearcutting was not seen as acceptable to Oregonians, there was some indication that residents believed the state should allow some clearcutting on private forestlands.

- One in four (25%) residents felt that clearcutting in Oregon's private forests is an acceptable practice.
- However, after rating reasons to allow clearcutting, half (50%) of residents believed the state should allow some clearcutting on private forestland.
 - 29% did not know how to answer this question, leaving opposition to clearcutting on private forestland at 22%.
- *Cables lifting logs leading to a reduction in soil disturbance and the existence of laws requiring landowners to leave trees in certain areas and requiring replanting within two seasons* were seen as the best reasons to allow some clearcutting.
 - Unprompted, the top benefits of clearcutting that residents identified were creating opportunities for new growth in Oregon's forests and wild fire prevention.
 - Largest drawbacks mentioned were the loss of aesthetic beauty, the loss of wildlife habitat, soil erosion, and the loss of trees, vegetation, and ecosystem

Protecting streams and fish and localized application were seen as the best reasons to allow herbicide use in private forests.

- Overall, two statements stood out as the best reasons to allow herbicide use on Oregon's private forestland:
 - It is illegal to spray herbicides in or near streams, where they might affect vegetation or insects that are food sources for fish (67% good reason).
 - Herbicides may not be applied if the wind might carry them onto neighboring property (60% good reason).
- Less than half of residents agreed that the *legal use of herbicides protecting young trees and promoting healthy growth and low toxicity to people animals and fish* were good reason to allow herbicide use.

The video on stream buffers was seen as informative and extension foresters were seen as credible sources.

- Seven in ten respondents found the video to be informative (69%) and the extension foresters to be credible (73%).
 - When asked what new information was learned by watching the video, half mentioned specific information about stream buffers: specific size of buffers, fish habitat protection, and that there are laws requiring stream buffers.
- Nearly half (48%) said they would be interested in similar videos on forest management topics.
 - Suggested topics for future videos included loggings effect of wildlife and fish, and laws around reforestation and replanting.

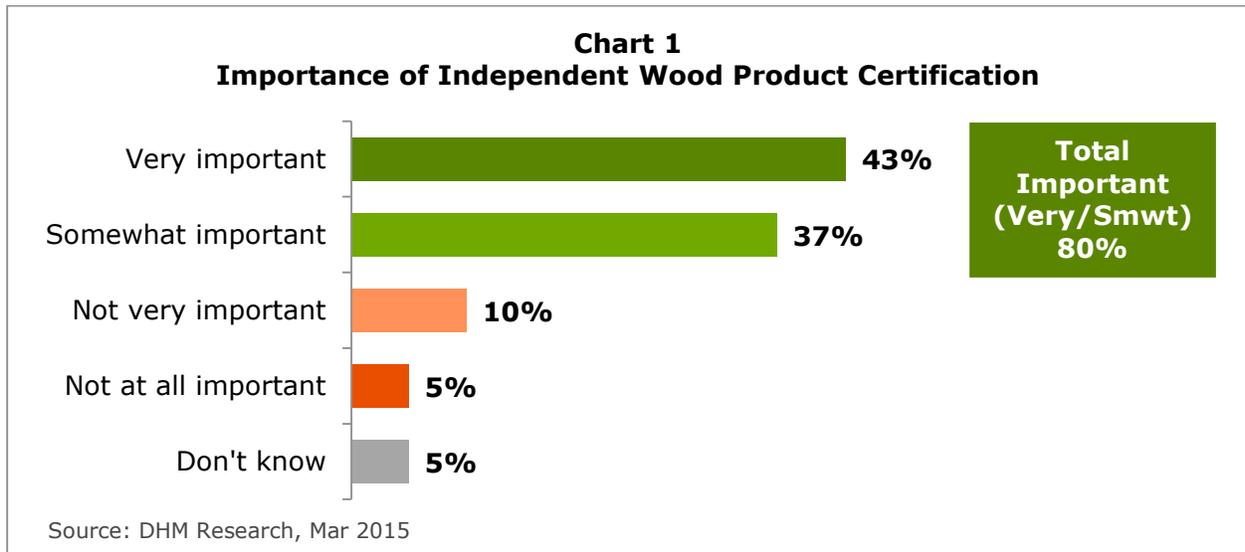
Oregonians showed moderate awareness of the Keep Oregon Green Association and were most likely to have heard of them through television.

- Four in ten (41%) said they had heard of Keep Oregon Green prior to the survey.
 - Top sources of awareness included television (51%), newspaper (29%), radio (25%), and billboards (22%).
- Asked unprompted what the primary mission of the organization is, top responses were: sustainable forest management, keeping Oregon green (planting/replanting), and maximizing the use of renewable, recyclable, and sustainable materials and products.
- Overall, one in three (34%) respondents said that they would be willing to support wildfire prevention efforts by purchasing a Smokey Bear license plate for their vehicle. Four in ten (41%) were not interested and 26% remained undecided.

3. | KEY FINDINGS

3.1 | Wood Products

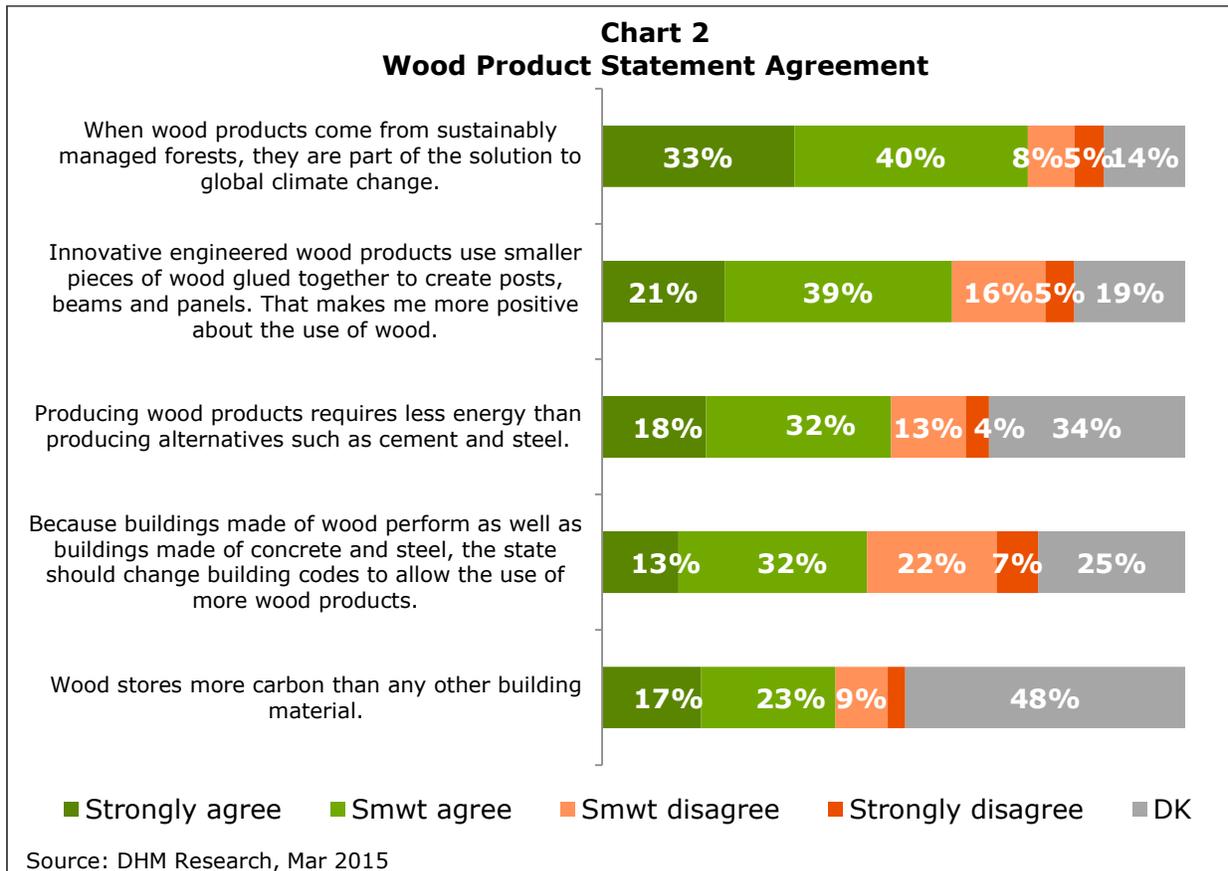
The survey asked respondents to indicate how important it was to them that an independent organization certify that wood products had come from a well-managed forest (Q2).



Overall, eight in ten (80%) felt it was important that that an independent organization certify that wood products come from a well-managed forest. More residents felt this was very important (43%) than somewhat important (37%) indicating strong sentiments regarding this point.

Demographic Differences: Wood product certification was viewed as important across all demographic subgroups (74-84%). However, residents ages 35-54 (86%) were more likely than those older (74%) to find certification important.

Residents were shown several statements about wood products and were asked to indicate their agreement with each (Q3-7).



Agreement was highest with the statement naming sustainable wood products as a part of the solution to global climate change (73% very and somewhat agree) and the assertion that engineered wood products have led to positive sentiments about the use of wood (60%). Disagreement was greatest with the statement saying that the state should change building codes to allow for the use of more wood products (29% disagree).

High levels of uncertainty were seen with the statements referring to the production of wood products requiring less energy than alternatives (34% don't know) and wood storing more carbon than other building material (48%).

Demographic Differences: Several differences in overall (very and somewhat) favorability ratings were seen among demographic subgroups:

When wood products come from sustainably managed forests, they are part of the solution to global climate change: Western Oregon residents (81%) were more likely to agree with his statement than residents from other areas of the state (Metro Region: 71%; Eastern Oregon: 67%). Agreement was similar across all other demographic subgroups.

Innovative engineered wood products use smaller pieces of wood glued together to create posts, beams and panels. That makes me more positive about the use of wood: Men (65%) were more likely than women (55%) to agree. Older residents, ages 55 and older (73%) were also more likely to agree than those younger (18-34: 49%; 35-54: 57%).

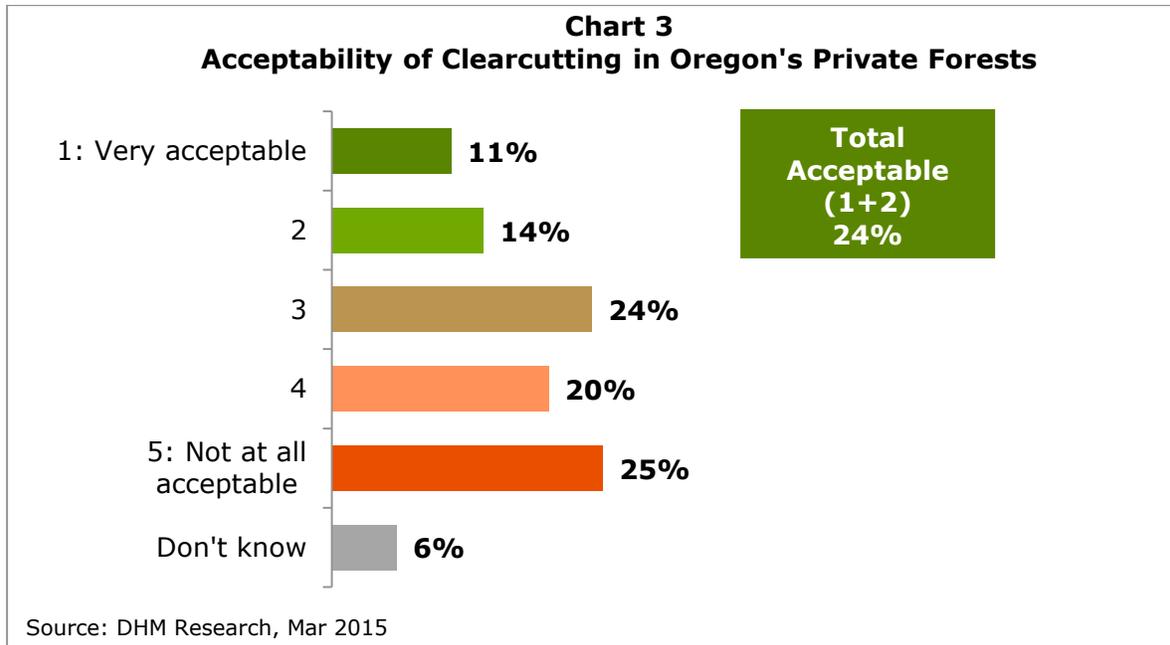
Producing wood products requires less energy than producing alternatives such as cement and steel: Western and Eastern Oregon residents (53-56%) showed higher agreement with this statement than those from the Metro Region (42%). Men (54%) were also more likely to agree than women, (45%) as were residents ages 55 and older (53%) when compared to those ages 18-34 (43%). While overall, 'don't know' responses were high across all demographic subgroups, women (40%) were more likely than men (27%) to not know how to answer this question.

Because buildings made of wood perform as well as buildings made of concrete and steel, the state should change building codes to allow the use of more wood products: Western and Eastern Oregon residents (49-52%) showed higher agreement with this statement than those from the Metro Region (40%). Men (51%) were also more likely to agree than women (41%).

Wood stores more carbon than any other building material: Men (48%) were more likely than women (31%) to agree. While uncertainty was high across all demographic subgroups, women (60%) were more likely than men (37%) to not know how to answer this question.

3.2 | Clearcutting

Shifting to the topic of clearcutting, respondents were asked to rate how acceptable they felt the practice of clearcutting is in Oregon's private forests (Q18).



One in four residents found the practice of clearcutting in Oregon's forests acceptable (ratings 1 + 2). Nearly twice as many Oregonians (45%) found the practice to be unacceptable (ratings 4+5). It's worth noting that this question was asked without supplying a working definition of clearcutting or any contextual information, and as such, answers are largely based on respondents' preconceived notions of clearcutting practices.

Demographic Differences: There were very few demographic subgroup differences with regards to respondents' notions of the acceptability of clearcutting in Oregon's private forests. The only statistically significant difference was seen between long-term residents (Lived in Oregon 31 years or longer) and those who have lived in the state for 10 years or less (27% vs. 17% respectively). There were not demographic subgroup differences in those who found the practice of clearcutting unacceptable.

Respondents were asked to set aside their personal feelings about clearcutting and identify what they felt was the most important benefit clearcutting provides (Q19).

**Table 1
Most Important Benefit of Clearcutting**

| Response Category | N=499 |
|------------------------------------|--------------|
| New tree growth; reforestation | 15% |
| Wild fire prevention | 15% |
| Increased revenue and job creation | 12% |
| Lumber | 11% |
| Clears old/damaged trees | 6% |
| All other responses | 3% or less |
| Don't know/No benefit | 24% |

Top benefits of clearcutting identified by residents included creating opportunities for new growth in Oregon's forests (15%) and wild fire prevention (15%). Other benefits identified in the survey included increased revenue and job creation and an increase in the stock of lumber. All of these benefits, with the exception of reforestation, were also mentioned in the qualitative groups held prior to this survey.

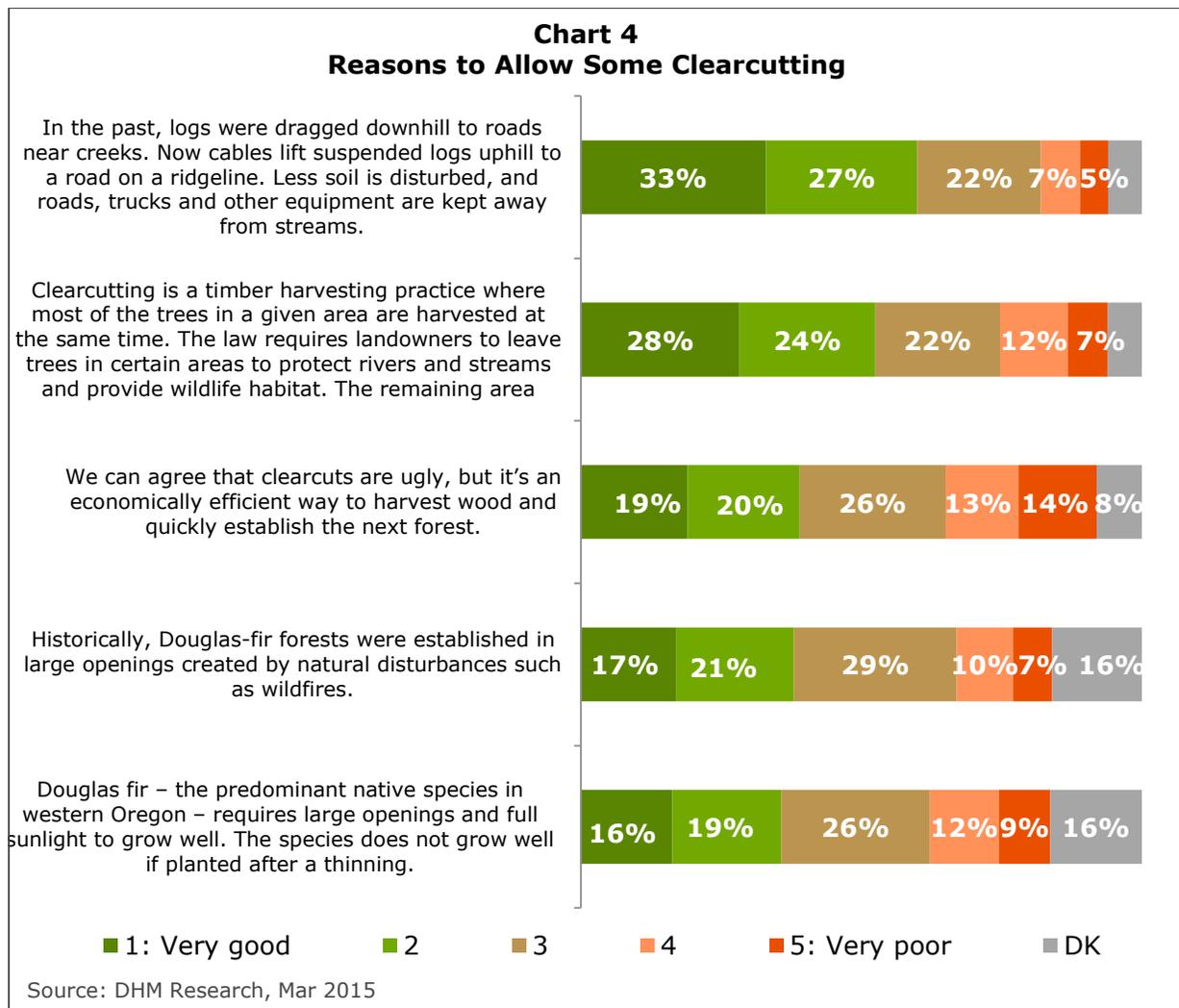
Conversely, respondents were asked to identify the biggest drawback of clearcutting (Q20).

**Table 2
Biggest Drawback of Clearcutting**

| Response Category | N=492 |
|--|--------------|
| Loss of beauty | 28% |
| Loss of wildlife | 26% |
| Soil erosion: water impacts, mudslides, runoff | 22% |
| Loss of forest, vegetation, ecosystem | 15% |
| Loss of CO2 sink to clean oxygen | 6% |
| Need for replanting; time for regrowth | 5% |
| Wrong message for public | 4% |
| All other responses | 1% or less |
| Unsure/don't know | 8% |

The largest drawbacks mentioned by respondents included the loss of aesthetic beauty (28%), the loss of wildlife habitat (26%), soil erosion (22%), and the loss of trees, vegetation, and ecosystem (15%). Again, these were all common themes identified through prior qualitative research.

Next, respondents were presented with several statements about the practice of clearcutting and were asked to indicate whether they felt each was a good or poor reason to allow some clearcutting of Oregon’s private forestlands (Q21-25).



Cables lifting logs leading to a reduction in soil disturbance (60% ratings 1+2) and the existence of laws requiring landowners to leave trees in certain areas and requiring replanting within two seasons (52%) were seen as the best reasons to allow some clearcutting. All other statements were seen as a good reason to allow clear cutting by 36-39% of residents. Clearcutting being economically efficient was viewed as the poorest reason to allow some clearcutting (27% ratings 4+5).

Demographic Differences: Several differences in overall good ratings (ratings 1 + 2) were seen among demographic subgroups:

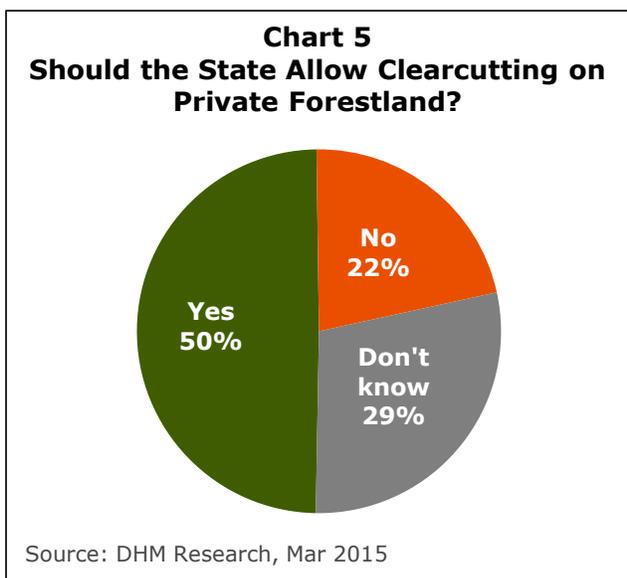
In the past, logs were dragged downhill to roads near creeks. Now cables lift suspended logs uphill to a road on a ridgeline. Less soil is disturbed, and roads, trucks and other equipment are kept away from streams: This statement was more likely to be seen as a good reason to allow some clearcutting by residents ages 55 and older (70%) as compared to those younger respondents (18-34: 49%; 35-54: 59%) a trend paralleled by the longest term residents when compared to those who have lived in the state for fewer years (31 years or longer: 72% vs. 30 years or less 50-56%).

Clearcutting is a timber harvesting practice where most of the trees in a given area are harvested at the same time. The law requires landowners to leave trees in certain areas to protect rivers and streams and provide wildlife habitat. The remaining area is then reforested within two planting seasons with young trees: Residents ages 35 and older (55%) were more likely than those ages 18-34 (45%) to find this statement to be a convincing reason to allow some clearcutting. Those who have lived in the state more than 30 years (63%) were also more likely than less tenured residents (40-49%) to find this to be a good reason.

We can agree that clearcuts are ugly, but it's an economically efficient way to harvest wood and quickly establish the next forest: Men (44%) were more likely than women (35%) to feel that this is a good reason to allow some clearcutting, as were the longest term residents as compared to those who have lived in the state 10 years or less (31 years or longer: 46% vs. 30 years or less 35%).

Historically, Douglas-fir forests were established in large openings created by natural disturbances such as wildfires: Residents ages 55 and older (48%) were more likely to find this statement convincing than those younger respondents (32-33%).

Douglas fir – the predominant native species in western Oregon – requires large openings and full sunlight to grow well. The species does not grow well if planted after a thinning: This statement was found as a good reason to allow some clearcutting consistently across most demographic subgroups with the exception of those ages 55 and older (42%), as compared to residents ages 35-54 (30%).



Finally, after reading several statements on clearcutting, respondents were asked if they felt the State of Oregon should allow some clearcutting on private forestlands (Q26).

Overall, half (50%) agreed that the state should allow some clearcutting on private forestlands. Additionally, three in ten (29%) did not know how to answer this question, leaving opposition to allowing clearcutting on private forestlands at 22%.

Demographic Differences: Men (56%) were more likely than women (43%) to agree that the state should allow some clearcutting on private forestland. Residents

ages 35 and older (54-55%) as well as those living in the state more than 30 years (59%) were also more likely to agree than those ages 18-34 (38%) and those residing in Oregon fewer years (41-48%).

Table 3
Why Do You Say That (Agree)?

| Response Category | N=230 |
|--|------------|
| Private land – owner entitled | 35% |
| More beneficial, needed, benefits | 29% |
| Okay if responsibly done (replanting is done, not visible to public, etc.) | 18% |
| Creates jobs; supports the economy | 9% |
| Fire prevention | 5% |
| All other responses | 1% or less |

Those who agree that Oregon should allow some clearcutting on private forestland do so primarily because they felt private landowners are entitled to do what they want with their land (35%), that there are benefits to clearcutting (29%), and they support clearcutting as long as it is done in a responsible manner (18%).

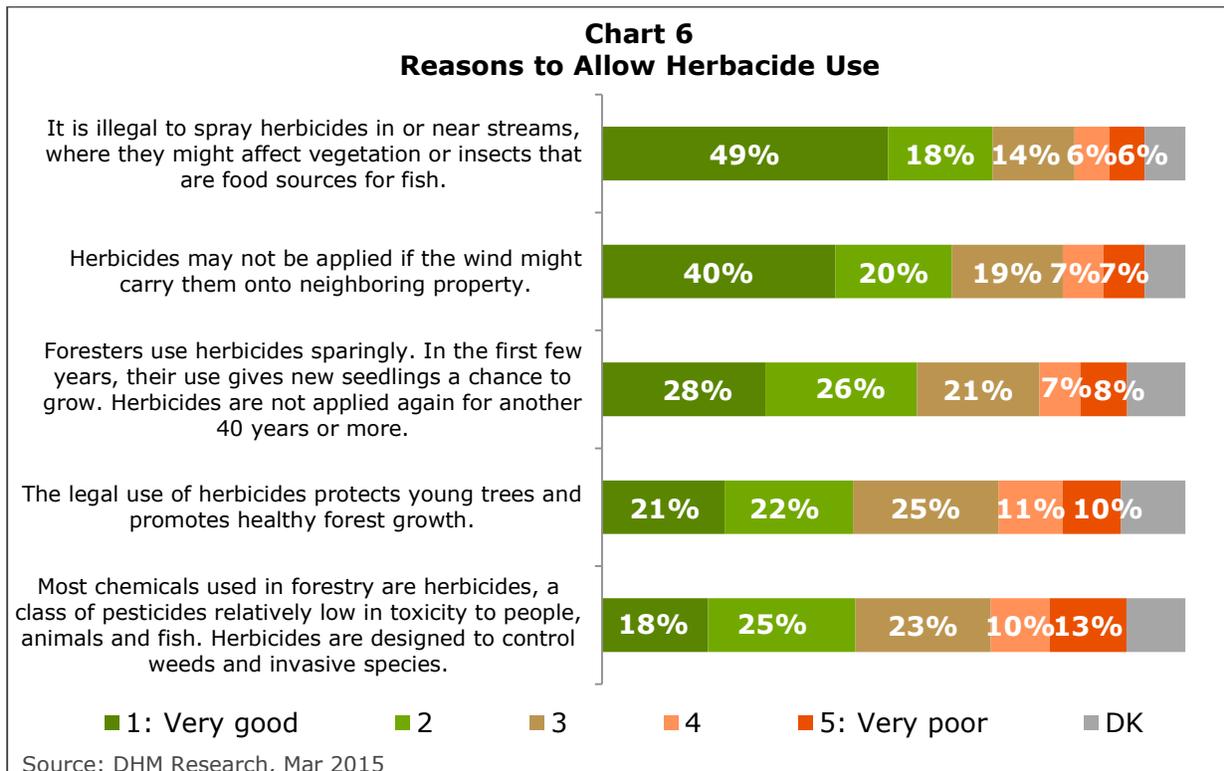
Table 4
Why Do You Say That (Disagree/Don't know)?

| Response Category | N=232 |
|--|------------|
| We need trees, destroys wildlife, water/air quality | 14% |
| Too prevalent, just don't like it | 12% |
| Greedy, there are better options | 10% |
| Ugly | 5% |
| It should not be decimated whether public or private | 5% |
| Conservation more important than goods | 2% |
| All other responses | 1% or less |
| Don't know/need more information | 38% |

Those who did not agree that the state should allow clearcutting did so on the basis that they believe trees are needed and clearcutting destroys wildlife habitat as well as water and air quality (14%), the view that clearcutting is too prevalent (12%), and the belief that there are better options available (10%). Notably, four in ten (38%) said they needed more information before they could agree, suggesting an opportunity for public education.

3.3 | Chemical Use

Next, respondents were shown several statements about the use of herbicides and were asked to indicate whether they felt each was a good or poor reason to allow some herbicide usage in Oregon's private forestlands (Q28-32).



Two statements stood out above all others as the best reasons to allow herbicide use on Oregon's private forestland:

- It is illegal to spray herbicides in or near streams, where they might affect vegetation or insects that are food sources for fish (67%, ratings 1 + 2).
- Herbicides may not be applied if the wind might carry them onto neighboring property (60% good reason).

More than half (54%) considered the statement on sparing herbicide use to be a good justification to allow herbicide use while just over four in ten (44%) felt that protecting trees and promoting healthy growth and the low toxicity of the chemicals used to be good reasons.

Demographic Differences: Several differences in overall good ratings (ratings 1 + 2) were seen among demographic subgroups:

It is illegal to spray herbicides in or near streams, where they might affect vegetation or insects that are food sources for fish: Women (72%) were more likely than men (63%) to find this to be a good reason to allow herbicide use in Oregon's private forests. Residents ages 55 and older (80%) were more likely than those younger respondents (56-63%) to believe that this was a good reason, as were those who have lived in the state for more than 30 years (75%) when compared to Oregon residents of 30 years or less (59-65%).

Herbicides may not be applied if the wind might carry them onto neighboring property: Again, women (65%) were more likely than men (56%) to find wind restrictions to be a good reason to allow herbicide use in Oregon's private forests. Residents ages 55 and older (72%) were more likely than those younger (52-56%) to feel this was a good reason, as were those who have lived in the state for more than 30 years (67%) as compared to Oregon residents of 11-30 years (52-55%).

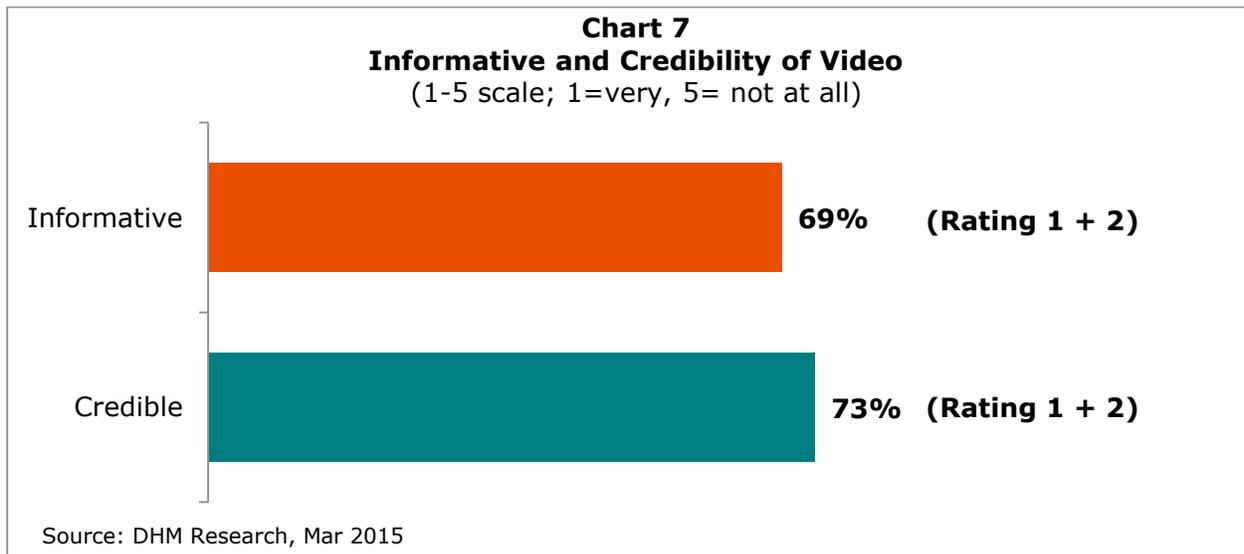
Foresters use herbicides sparingly. In the first few years, their use gives new seedlings a chance to grow. Herbicides are not applied again for another 40 years or more: Residents of Western Oregon (60%) were more likely than those from the Metro Region (49%) to find this reason convincing. Older residents, ages 55 and older (62%) were also more likely to find this to be a good reason to allow herbicide use than those younger populations (48-51%).

The legal use of herbicides protects young trees and promotes healthy forest growth: Western Oregon residents (50%) were more likely than those from the Metro Region (40%) to find this reason convincing. Older residents, ages 55 and older (49%), as well as those who have lived in Oregon more than 30 years (53%) were more likely to find this to be a good reason to allow herbicide use than those ages 18-34 (36%) and those less tenured residents (36-38%).

Most chemicals used in forestry are herbicides, a class of pesticides relatively low in toxicity to people, animals and fish. Herbicides are designed to control weeds and invasive species: Residents ages 55 and older (54%) and those living in the state for more than 30 years (51%) were also more likely than younger residents (34-42%) and those who have lived in Oregon 11-30 years (37%) to find this to be a convincing statement.

3.4 | Fish Habitat (Video)

Respondents were shown a short video on the protection of fish habitats. The survey respondents were required to watch the entire video before being able to continue to the next page in the survey. First, respondents were asked to rate how informative the video was, and how credible they found the two extension foresters who were speaking in the video (Q12-13). The chart below displays the percentage of respondents who gave top ratings (rating 1 + 2) to each.



Overall, a strong majority of respondents found the video to be informative, rating it either a 1 (35%) or 2 (34%) on a 5-point scale. Just less than one in ten (8%) felt the video was not informative (ratings 4 +5).

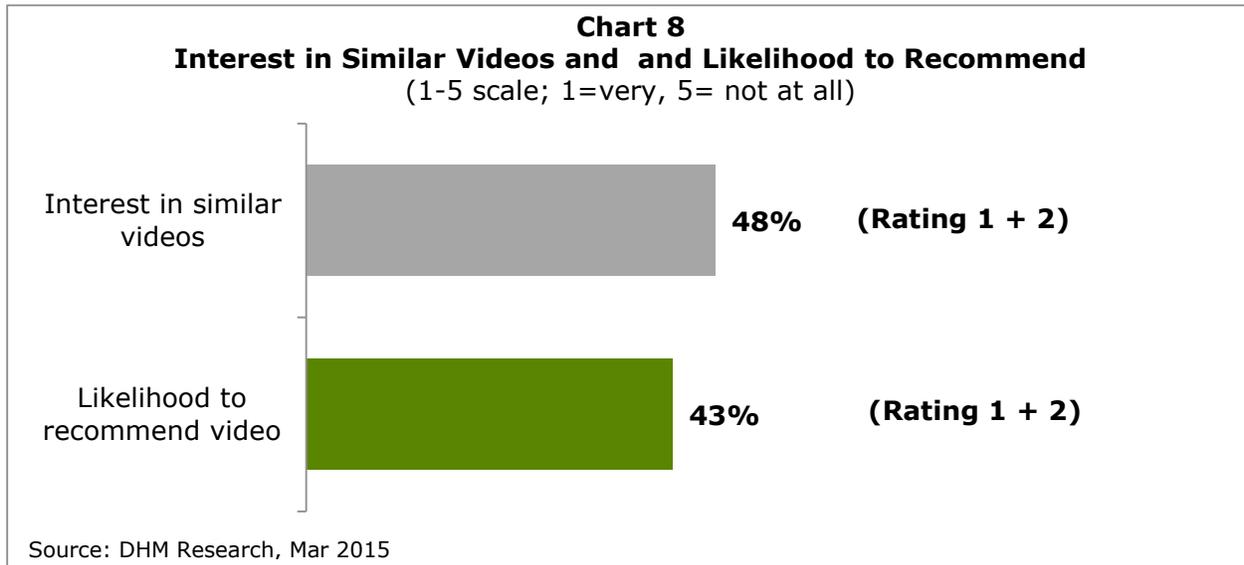
Demographic Differences: Residents of Western Oregon (76%) found the video to be more informative than those from other areas of the state (Metro: 67%; Eastern Oregon: 65%). Women (75%) were also more likely than men (62%) to find the video informative.

Three in four (73%) residents found the extension foresters who were speaking in the video to be credible. Again, less than one in ten (ratings 4+5: 9%) did not feel the foresters were a credible source.

Demographic Differences: Western Oregon residents (82%) were more likely to find the foresters credible than those from other areas of the state (Metro: 72%; Eastern Oregon: 64%). Women (80%) were also more likely than men (66%) to view them as a credible

source, as were residents ages 55 and older (77%) when compared to those ages 18-34 (66%).

Next, the survey asked participants to gauge their interest in watching similar videos on other forest management topics and the likelihood that they would recommend the video to others (Q14-15).



Half (48%) of respondents expressed an interest (ratings 1 + 2) in watching similar videos on other forest management topics, while one in four (26%) showed little-to-no interest (ratings 4 + 5).

Demographic Differences: Interest in similar videos was consistent across demographic subgroups with the exception of women (52%) who showed more interest than men (44%). While not statistically significant, residents of Eastern and Western Oregon (51-52%) tended to show slightly higher interest than those from the Metro Region (43%)

Four in ten respondents (43%) said they were likely to recommend this video to others, while one in four (25%) responded that they were not likely to recommend the video (ratings 4 + 5).

Demographic Differences: Again, likelihood to recommend was consistent across demographic subgroups with the exception of age. Residents ages 35 and older (44-48%) were more likely to recommend this video to other than those who were younger (34%).

When asked, unprompted, what new information was learned from the video, the majority of respondents mentioned topics relating to stream buffers. Those specifically mentioned include: fish habitat protection, laws requiring buffers, the required size of stream buffers.

Table 5
New Information Learned from the Video

| Response Category | N=477 |
|--|--------------|
| Stream buffers: fish habitat protection, it's the law, size of | 51% |
| Fish life necessities | 10% |
| Oregon has a plan for managing forest resource | 6% |
| Maintaining water ways | 4% |
| Everything is connected | 3% |
| All of it was new information | 1% |
| Not much; already knew what was said | 27% |
| Other responses | 1% or less |

In terms of additional topics on forest practices in Oregon, respondents were most interested in viewing videos focusing on logging's effect on fish and wildlife (12%) and the laws regulating reforestation and replanting (10%). Other topics mentioned included: information on land used for logging (7%), the science behind forest management and sustainability practices (6%), and the benefits of clearcutting (6%).

Table 6
Additional Topics on Forest Practices in Oregon

| Response Category | N=434 |
|--|--------------|
| Logging effect on: wildlife, fish | 12% |
| Reforestation, replanting and laws | 10% |
| Logging land sales process, state requirements, process, etc. | 7% |
| Best sustainability practices, forest management, science behind | 6% |
| Benefits of clear cutting: why necessary, thinning vs. clear cutting | 6% |
| How to get involved in forest practices | 4% |
| Fire prevention & management | 3% |
| Old growth forests: how maintained, how much is left | 2% |
| Other responses | 1% or less |
| Don't know | 41% |

3.5 | Keep Oregon Green

Respondents were shown the Keep Oregon Green Logo, and were asked, unprompted, what they thought the primary mission of the organization is.

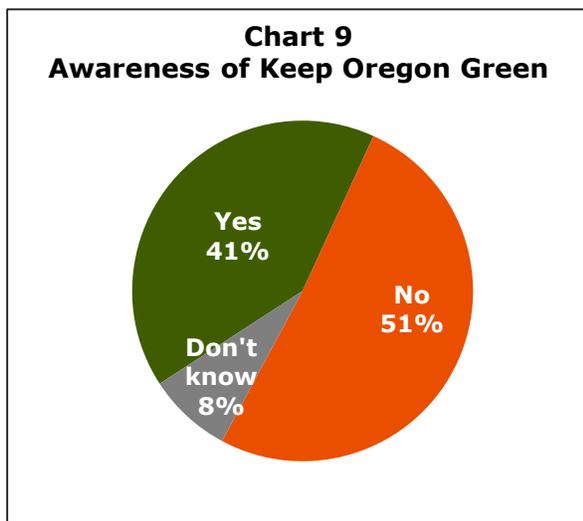


Top mentions included sustainable forest management (23%), keeping and replanting trees (19%), and maximizing the use of renewable and sustainable materials and products (14%). No other mission areas were identified by more than 10% of respondents.

Table 7
What would you say is the primary mission of the Keep Oregon Green Association?

| Response Category | N=527 |
|---|------------|
| Sustainable forest management | 23% |
| Keep Oregon green with trees; replant trees | 19% |
| Maximize use of renewable/recycled/sustainable materials & products | 14% |
| Keep Oregon clean/beautiful | 7% |
| Prevent forest fires | 6% |
| Reduce our carbon footprint | 2% |
| Other responses | 1% or less |
| Don't know/None/Nefarious | 22% |

To gauge awareness of the Keep Oregon Green Association, respondents were asked if they had heard of the organization prior to the survey (Q9).



Prior to the survey, four in ten (41%) residents said they had heard of the Keep Oregon Green Organization, while half (51%) had not.

Demographic Differences: Awareness of the organization was greater among those in Eastern Oregon (51%) as compared to Metro Region residents (36%). Those ages 35 and older (44-46%) were also more aware than those who were younger (34%) as were those who have lived in Oregon more than 10 years (11-30 years: 39-46%; 31 years or longer: 51%) when compared to those who have lived in the state 10 years or less (21%).

Those who were aware of Keep Oregon Green were asked unprompted where they had heard of them (Q10).

Table 8
Where did you hear of Keep Oregon Green?

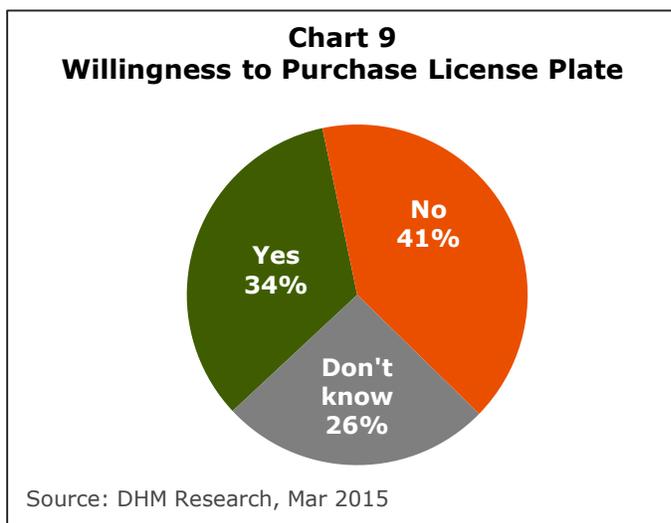
| Response Category | N=250 |
|---------------------|------------|
| Television | 52% |
| Newspaper | 29% |
| Radio | 25% |
| Billboard | 22% |
| Internet | 17% |
| Magazine | 6% |
| Facebook | 5% |
| Twitter | 2% |
| All other responses | 2% or less |
| Do not recall | 17% |

Half of those aware of Keep Oregon Green believe that they heard of the organization through television. Other top sources mentioned included newspapers (29%), radio (25%),

billboards (22%), and the internet (17%). Nearly two in ten (17%) could not identify where they had heard of Keep Oregon Green.

Demographic Differences: Residents ages 55 and older (41%) were more likely than those younger residents to recall hearing of Keep Oregon Green through the *newspaper*. Those ages 54 and younger (31-39%) were more likely than those older (11%) to cite *radio*, while residents ages 18-34 (32%) were more likely than those older (10-15%) to mention the *internet* as the site of their introduction to Keep Oregon Green.

Finally, without taking cost into consideration, respondents were asked if they would be willing to support wildfire prevention efforts by purchasing a Smokey Bear license plate for their vehicle (Q11).



Overall, one in three (34%) of respondents said that they would be willing to support wildfire prevention efforts by purchasing a Smokey Bear license plate for their vehicle. Four in ten (41%) were not interested and 26% remained undecided.

Demographic Differences: Women (38% and younger residents (38%) were more likely to say they would be willing to purchase the license plate than men (30%) and those ages 55 and older (26%).

4. | ANNOTATED QUESTIONNAIRE

OFRI FOREST VALUES & BELIEFS SURVEY FEBRUARY 2015, N=603 (STATEWIDE) GENERAL POPULATION -- ONLINE DHM RESEARCH

WARM UP

1. Do you feel things in the State of Oregon area are generally going in the right direction, or do you feel that things have gotten off on the wrong track?

| Response Category | N=603 |
|-------------------|-------|
| Right direction | 38% |
| Wrong track | 47% |
| Don't know | 15% |

WOOD PRODUCTS

2. How important is it to you that an independent organization certify that wood products come from a well-managed forest?

| Response Category | N=603 |
|----------------------|-------|
| Very important | 43% |
| Somewhat important | 37% |
| Not very important | 10% |
| Not at all important | 5% |
| Don't know | 5% |

Below are several statements about wood products. Please rate your level of agreement with each. **RANDOMIZE**

| Statements | Strongly agree | Smwt agree | Smwt disagree | Strongly disagree | Don't know |
|---|----------------|------------|---------------|-------------------|------------|
| 3. Producing wood products requires less energy than producing alternatives such as cement and steel. | 18% | 32% | 13% | 4% | 34% |
| 4. Wood stores more carbon than any other building material. | 17% | 23% | 9% | 3% | 48% |
| 5. When wood products come from sustainably managed forests, they are part of the solution to global climate change. | 33% | 40% | 8% | 5% | 14% |
| 6. Because buildings made of wood perform as well as buildings made of concrete and steel, the state should change building codes to allow the use of more wood products. | 13% | 32% | 22% | 7% | 25% |
| 7. Innovative engineered wood products use smaller pieces of wood glued together to create posts, beams and panels. That makes me more positive about the use of wood. | 21% | 39% | 16% | 5% | 19% |

KEEP OREGON GREEN

8. What would you say is the primary mission of the Keep Oregon Green Association? **(OPEN) [SHOW LOGO]**

| Response Category | N=527 |
|---|------------|
| Sustainable forest management | 23% |
| Keep Oregon green with trees; replant trees | 19% |
| Maximize use of renewable/recycled/sustainable materials & products | 14% |
| Keep Oregon clean/beautiful | 7% |
| Prevent forest fires | 6% |
| Reduce our carbon footprint | 2% |
| Other responses | 1% or less |
| Don't know/None/Nefarious | 22% |

9. Prior to this survey, have you heard of the Keep Oregon Green Association?

| Response Category | N=603 |
|-------------------|-------|
| Yes | 41% |
| No | 51% |
| Don't know | 8% |

10. **[IF YES]** Where did you hear of Keep Oregon Green? **CHECK ALL THAT APPLY**

| Response Category | N=250 |
|---------------------|------------|
| Television | 52% |
| Newspaper | 29% |
| Radio | 25% |
| Billboard | 22% |
| Internet | 17% |
| Magazine | 6% |
| Facebook | 5% |
| Twitter | 2% |
| All other responses | 2% or less |
| Do not recall | 17% |

11. Would you be willing to support wildfire prevention education efforts by purchasing a Smokey Bear license plate for your vehicle?

| Response Category | N=603 |
|-------------------|-------|
| Yes | 34% |
| No | 41% |
| Don't know | 26% |

FISH HABITAT (Video)

[SHOW VIDEO] Do not allow participants to advance until video has completed.

12. Overall, how informative was the video for you?

| Total Informative (1+2) | 1: Very informative | 2 | 3 | 4 | 5: Not informative at all | DK |
|-------------------------|---------------------|-----|-----|----|---------------------------|----|
| 69% | 35% | 34% | 21% | 5% | 4% | 1% |

13. How credible did you find the two extension foresters who were speaking in the video?

| Total Credible (1+2) | 1: Very credible | 2 | 3 | 4 | 5: Not credible at all | DK |
|----------------------|------------------|-----|-----|----|------------------------|----|
| 73% | 41% | 32% | 16% | 6% | 3% | 2% |

14. How interested would you be in watching similar videos on other forest management topics?

| Total Interested (1+2) | 1: Very much | 2 | 3 | 4 | 5: Not at all | DK |
|------------------------|--------------|-----|-----|-----|---------------|----|
| 48% | 21% | 27% | 24% | 14% | 12% | 3% |

15. How likely would you be to recommend the video to others?

| Total Likely (1+2) | 1: Very likely | 2 | 3 | 4 | 5: Not at all likely | DK |
|--------------------|----------------|-----|-----|-----|----------------------|----|
| 43% | 19% | 24% | 28% | 13% | 12% | 4% |

16. What, if any, new information did you learn from the video? **(OPEN)**

| Response Category | N=477 |
|--|------------|
| Stream buffers: fish habitat protection, it's the law, size of | 51% |
| Fish life necessities | 10% |
| Oregon has a plan for managing forest resource | 6% |
| Maintaining water ways | 4% |
| Everything is connected | 3% |
| All of it was new information | 1% |
| Not much; already knew what was said | 27% |
| Other responses | 1% or less |

17. What suggestions do you have for other video topics on forest practices in Oregon? **(OPEN)**

| Response Category | N=434 |
|--|------------|
| Logging effect on: wildlife, fish | 12% |
| Reforestation, replanting and laws | 10% |
| Logging land sales process, state requirements, process, etc. | 7% |
| Best sustainability practices, forest management, science behind | 6% |
| Benefits of clear cutting: why necessary, thinning vs. clear cutting | 6% |
| How to get involved in forest practices | 4% |
| Fire prevention & management | 3% |
| Old growth forests: how maintained, how much is left | 2% |
| Other responses | 1% or less |
| Don't know | 41% |

CLEARCUTTING

18. Overall, how acceptable do you find the practice of clearcutting in Oregon's private forests?

| Total Acceptable (1+2) | 1: Very acceptable | 2 | 3 | 4 | 5: Not at all acceptable | DK |
|------------------------|--------------------|-----|-----|-----|--------------------------|----|
| 24% | 11% | 14% | 24% | 20% | 25% | 6% |

19. Regardless of how you feel about clearcuts, what do you see as the most important benefit of clearcutting? **(OPEN)**

| Response Category | N=499 |
|--------------------------------------|------------|
| Wild fire prevention | 15% |
| New tree growth; reforestation | 15% |
| Increase revenue and adding jobs | 12% |
| Lumber | 11% |
| Clears old/damaged trees | 6% |
| Sustains the forest; renewal of soil | 3% |
| Clear area for wildlife habitat | 3% |
| Opens up new land for development | 1% |
| Other responses | 1% or less |
| Don't know/No benefit | 24% |

20. And what do you feel is the biggest drawback of clearcutting? (**OPEN**)

| Response Category | N=492 |
|---|------------|
| Loss of beauty | 28% |
| Loss of wildlife | 26% |
| Soil erosion: water impacts, mudslides, runoff | 22% |
| Losing forest trees, vegetation, ecosystem | 15% |
| Loss of CO2 (sink) to clean oxygen cycle: clean air for fish and people | 6% |
| Need for replanting; time for regrowth | 5% |
| Can send the wrong message to public – it’s a useful tool; no drawbacks when done responsibly | 4% |
| Other responses | 1% or less |
| Unsure/Don’t know | 8% |

Below are several statements about the practice of clearcutting. For each, indicate whether you feel it is a good reason or poor reason to allow some clearcutting of Oregon’s private forestlands. (**RANDOMIZE**)

| Statements | Total Good (1+2) | 1: Very good | 2 | 3 | 4 | 5: Very poor | Don’t know |
|--|------------------|--------------|-----|-----|-----|--------------|------------|
| 21. Douglas fir – the predominant native species in western Oregon – requires large openings and full sunlight to grow well. The species does not grow well if planted after a thinning. | 36% | 16% | 19% | 26% | 12% | 9% | 16% |
| 22. Clearcutting is a timber harvesting practice where most of the trees in a given area are harvested at the same time. The law requires landowners to leave trees in certain areas to protect rivers and streams and provide wildlife habitat. The remaining area is then reforested within two planting seasons with young trees. | 52% | 28% | 24% | 22% | 12% | 7% | 6% |
| 23. Historically, Douglas-fir forests were established in large openings created by natural disturbances such as wildfires. | 38% | 17% | 21% | 29% | 10% | 7% | 16% |
| 24. In the past, logs were dragged downhill to roads near creeks. Now cables lift suspended logs uphill to a road on a ridgeline. Less soil is disturbed, and roads, trucks and other equipment are kept away from streams. | 60% | 33% | 27% | 22% | 7% | 5% | 6% |

| | | | | | | | |
|---|-----|-----|-----|-----|-----|-----|----|
| 25. We can agree that clearcuts are ugly, but it's an economically efficient way to harvest wood and quickly establish the next forest. | 39% | 19% | 20% | 26% | 13% | 14% | 8% |
|---|-----|-----|-----|-----|-----|-----|----|

26. Do you agree, or disagree that the state of Oregon should allow some clearcutting on private forestlands?

| Response Category | N=603 |
|-------------------|-------|
| Yes | 50% |
| No | 22% |
| Don't know | 29% |

27A. Why do you say that? (**Agree**)

| Response Category | N=230 |
|--|------------|
| Private land – owner entitled | 35% |
| More beneficial, needed, benefits | 29% |
| Okay if responsibly done (replanting is done, not visible to public, etc.) | 18% |
| Creates jobs; supports the economy | 9% |
| Fire prevention | 5% |
| All other responses | 1% or less |

27B. Why do you say that? (**Disagree/Don't know**)

| Response Category | N=232 |
|--|------------|
| We need trees, destroys wildlife, water/air quality | 14% |
| Too prevalent, just don't like it | 12% |
| Greedy, there are better options | 10% |
| Ugly | 5% |
| It should not be decimated whether public or private | 5% |
| Conservation more important than goods | 2% |
| All other responses | 1% or less |
| Don't know/need more information | 38% |

CHEMICALS

Below are several statements about the practice of using herbicides. For each, indicate whether you feel it is a good or poor of a reason to allow herbicide use on Oregon's private forestlands. **(RANDOMIZE)**

| Statements | Total Good (1+2) | 1 Very good | 2 | 3 | 4 | 5 Very poor | Don't know |
|--|------------------|-------------|-----|-----|-----|-------------|------------|
| 28. Most chemicals used in forestry are herbicides, a class of pesticides relatively low in toxicity to people, animals and fish. Herbicides are designed to control weeds and invasive species. | 44% | 18% | 25% | 23% | 10% | 13% | 10% |
| 29. The legal use of herbicides protects young trees and promotes healthy forest growth. | 44% | 21% | 22% | 25% | 11% | 10% | 11% |
| 30. Foresters use herbicides sparingly. In the first few years, their use gives new seedlings a chance to grow. Herbicides are not applied again for another 40 years or more. | 54% | 28% | 26% | 21% | 7% | 8% | 10% |
| 31. It is illegal to spray herbicides in or near streams, where they might affect vegetation or insects that are food sources for fish. | 67% | 49% | 18% | 14% | 6% | 6% | 7% |
| 32. Herbicides may not be applied if the wind might carry them onto neighboring property. | 60% | 40% | 20% | 19% | 7% | 7% | 7% |

DEMOGRAPHICS

These last few questions are for statistical purposes only. Your responses are confidential and cannot identify you in any way.

33. How long have you lived in the state of Oregon?

| Response Category | N=603 |
|-------------------|-------|
| 0-5 years | 11% |
| 6-10 years | 9% |
| 11-20 years | 20% |
| 21-30 years | 19% |
| 30 or more years | 40% |

34. Is your total household income before taxes between...?

| Response Category | N=603 |
|----------------------------------|-------|
| Less than \$25,000 | 15% |
| \$25,000 to less than \$35,000 | 9% |
| \$35,000 to less than \$50,000 | 15% |
| \$50,000 to less than \$75,000 | 24% |
| \$75,000 to less than \$100,000 | 17% |
| \$100,000 to less than \$150,000 | 14% |
| More than \$150,000 | 6% |

35. Is your age between?

| Response Category | N=603 |
|-------------------|-------|
| 18-24 | 8% |
| 25-34 | 22% |
| 35-44 | 15% |
| 45-54 | 20% |
| 55-64 | 19% |
| 65+ | 17% |

36. In what area of the state do you live?

| Response Category | N=603 |
|---------------------|-------|
| Portland tri-County | 44% |
| Willamette Valley | 32% |
| Rest of State | 24% |

37. Please record your gender

| Response Category | N=603 |
|-------------------|-------|
| Male | 49% |
| Female | 51% |

38. Which of the following best describes your race or ethnicity? **(allow for multiple responses)**

| Response Category | N=603 |
|---------------------------------|-------|
| White/Caucasian | 88% |
| African American/Black | 1% |
| Hispanic/Latino | 2% |
| Asian/Pacific Islander | 6% |
| Native American/American Indian | 2% |
| Other | 1% |
| Refused | 1% |