

Oregonians Values & Forest Management

Presentation to Oregon Department of Forestry

By

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DHM Research

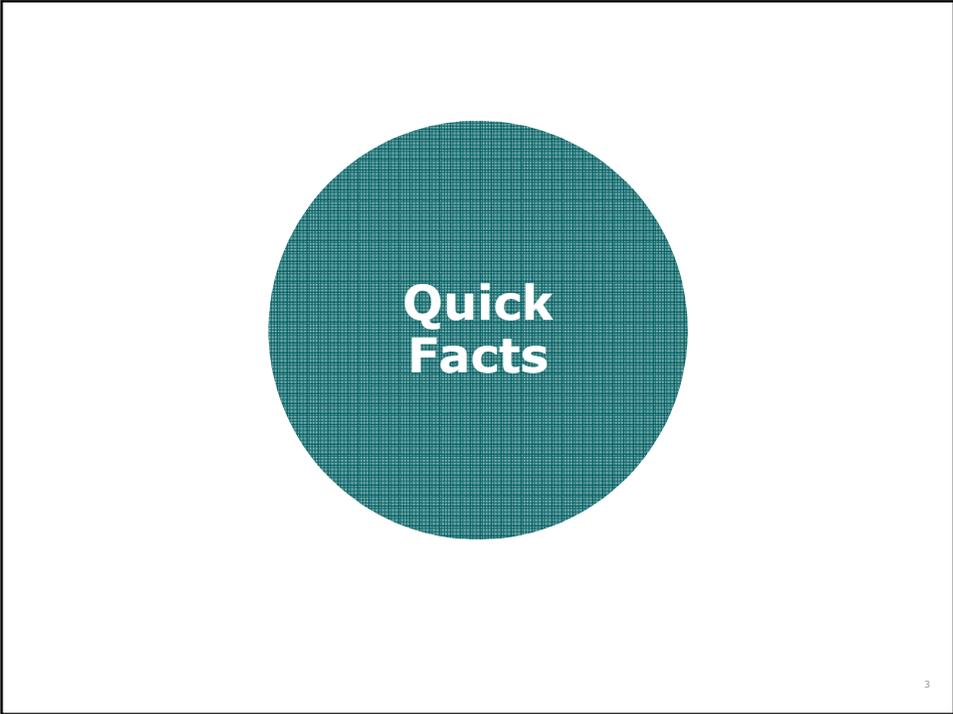
September 9, 2015



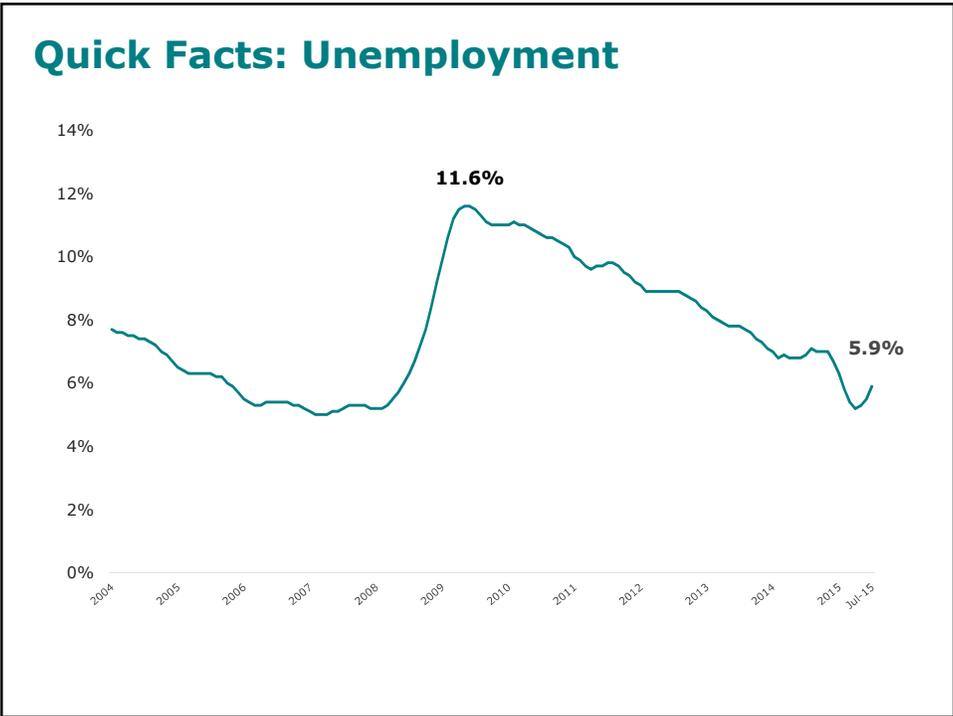
Presentation Topics

- 1.Quick Facts**
- 2.Oregon's Mood**
- 3.Knowledge & Awareness**
- 4.Values & Beliefs**
- 5.Forests Management**

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Quick Facts: Median Income

US \$52,000

OR \$50,000

Marion Co \$47,000

Wheeler Co \$38,000

Prineville \$25,000

Quick Facts: Children

**47% of households
have children**

**24% of households have
school age children**

Quick Facts: Education

30% have a 4-year degree

25% have a high school degree

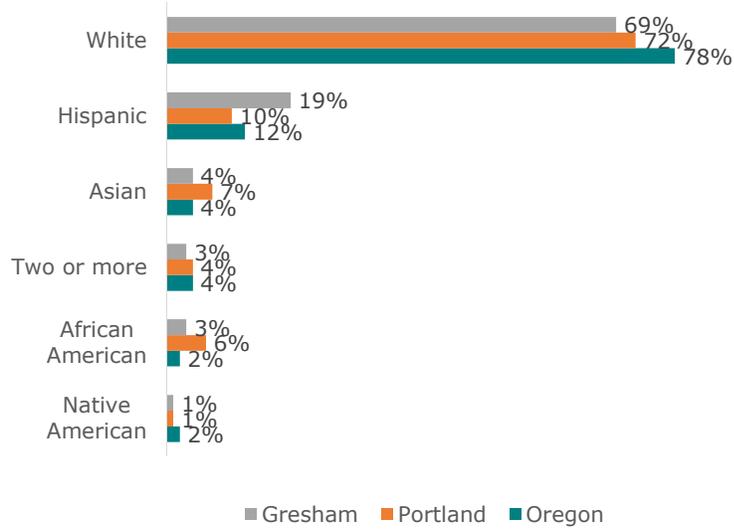
10% have less than high degree

Quick Facts: Education

32% of Oregonians born after 1990

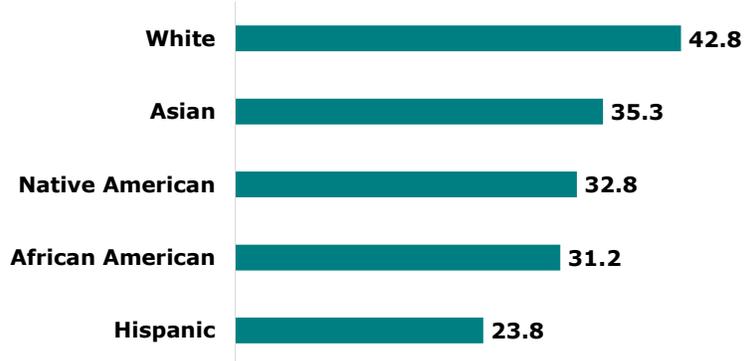
51% of Oregonians are native born, 17-points lower than the national average

Quick Facts: Race

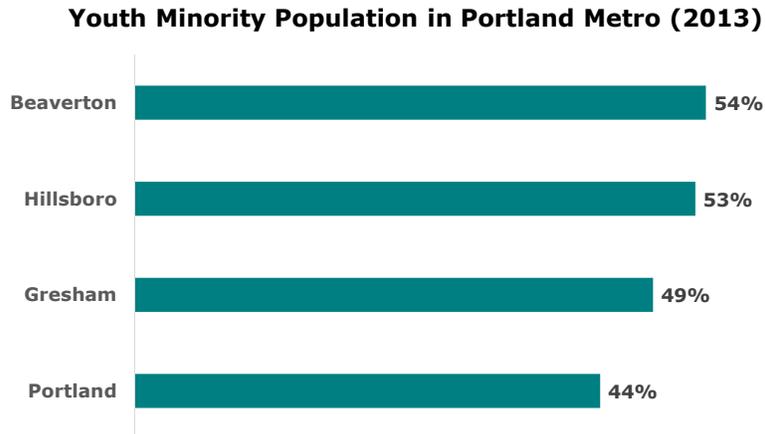


Quick Facts: Race

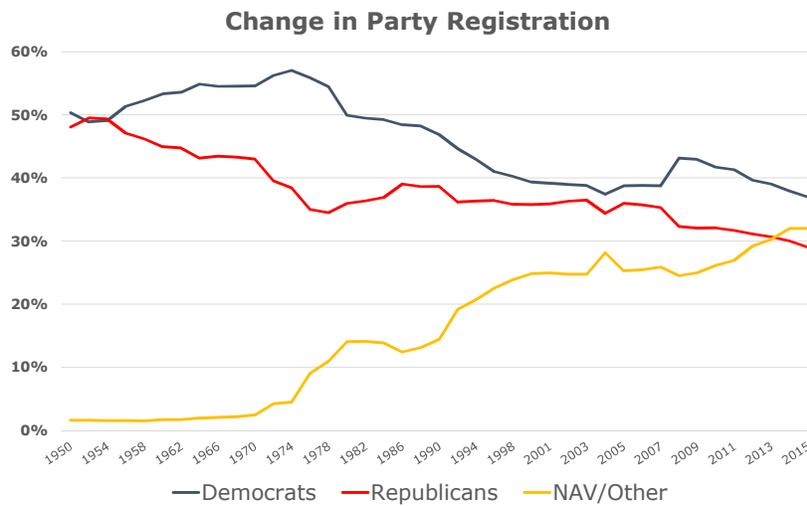
Median Age by Race in Oregon



Quick Facts: Race



Quick Facts: Party Registration

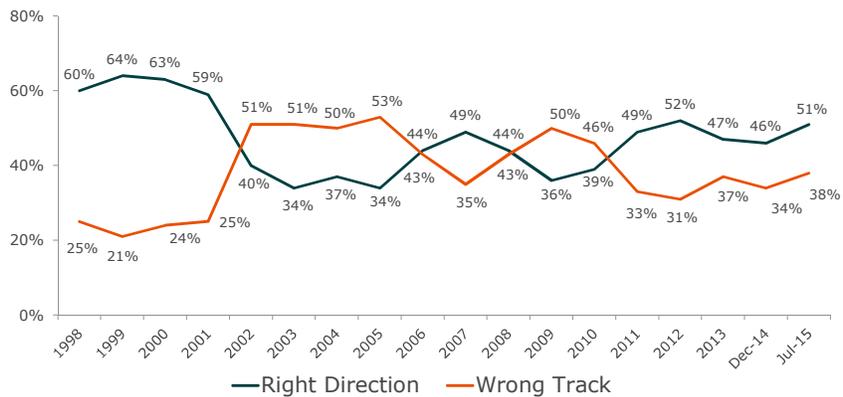


Oregon's Mood

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General Mood: Oregon

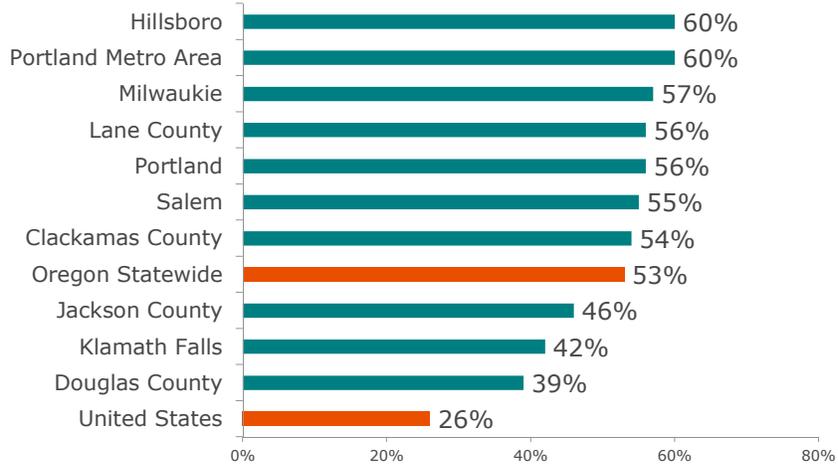
All things considered, do you feel things in Oregon are headed in the right direction, or are they off on the wrong track?



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General Mood: Oregon

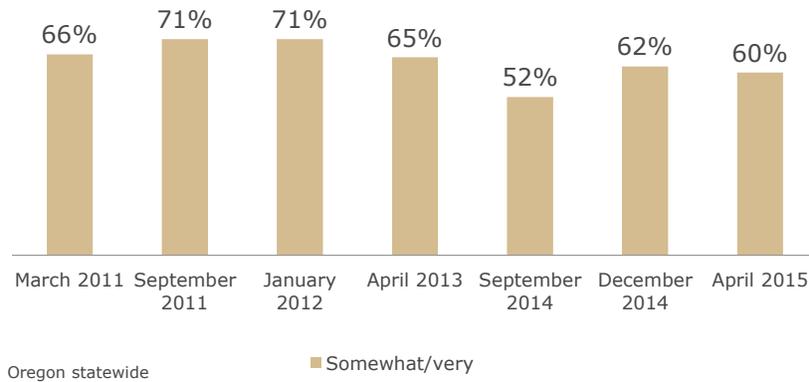
Right Direction by Community 2014-2015



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General Mood: Oregon

How worried are you about your personal financial situation?



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Knowledge & Awareness

- 50%** Cannot name the three branches of government
- 50%+** Cannot name the source of their drinking water supply
- 60%+** Cannot name the candidates for governor or senator

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Knowledge & Awareness



“I am not aware of any information about the water source. I am a super-focused, single mother and business owner. That’s all I have time for.”

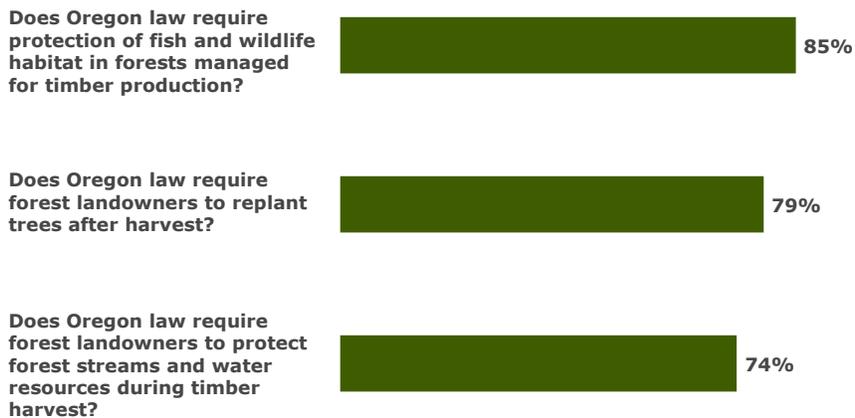


“It’s one of those things that I don’t think about. I mean, I go and turn the faucet on, it’s there. I go to my refrigerator, get water out of it. I never really think about it. That makes me feel good.”

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Knowledge & Awareness

Knowledge of Oregon’s Forest Management Laws



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OregonForestLaws.org



Knowledge & Awareness

How many cents out of every dollar the state spends do you feel is **wasted**?

\$0.44

How many cents out of every dollar the state spends do you feel **benefits your daily life**?

\$0.30

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Most Important Issues

K-12 public education
Jobs & the economy
Taxes and government spending
Roads and transportation
Crime and public safety
Environmental protection
Poverty and homelessness
Income inequality and minimum wage
Abortion, same sex marriage, presidential elections

Most Important Values

Family and friends
Community and neighborliness
Environment, scenery, climate
Opportunity
Trust, transparency and civic engagement



**Forest
Management**

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Forest Values: "Balance"

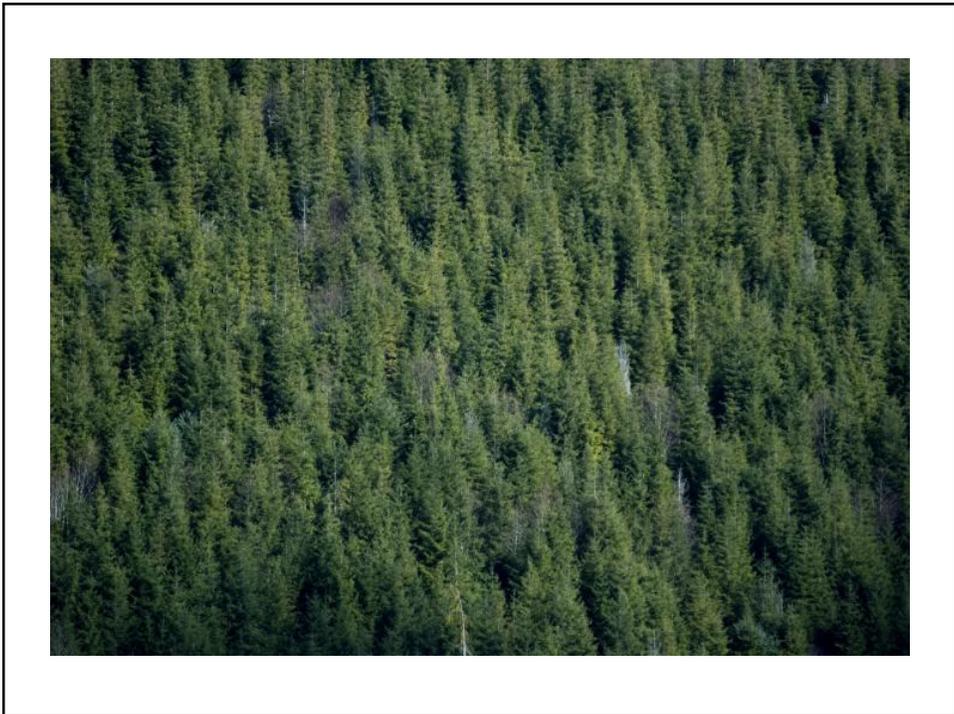
Do you agree or disagree that we need a balanced approach to logging in Oregon?



Forest Values: "Balance"

What does a balanced approach to logging mean to you?

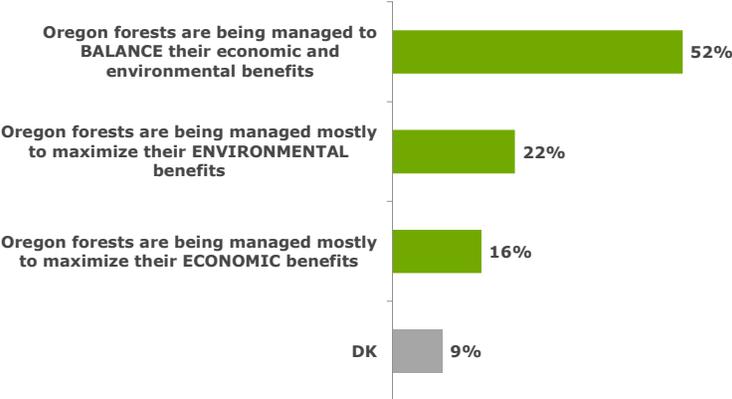






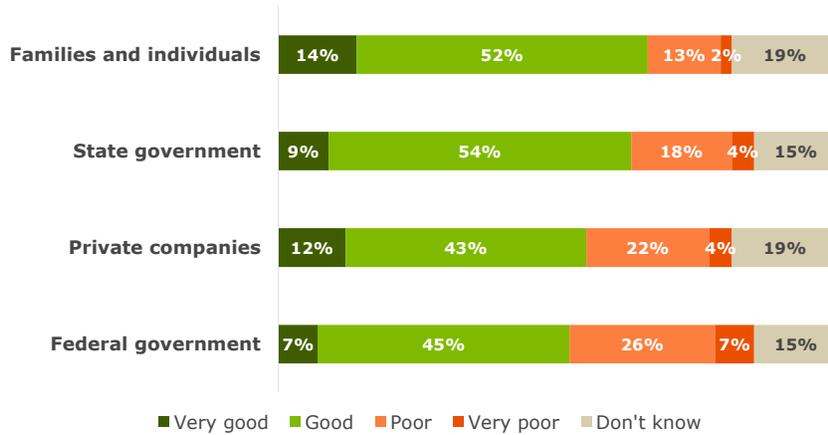
Forest Values: "Balance"

How are Oregon's Forests Being Managed?



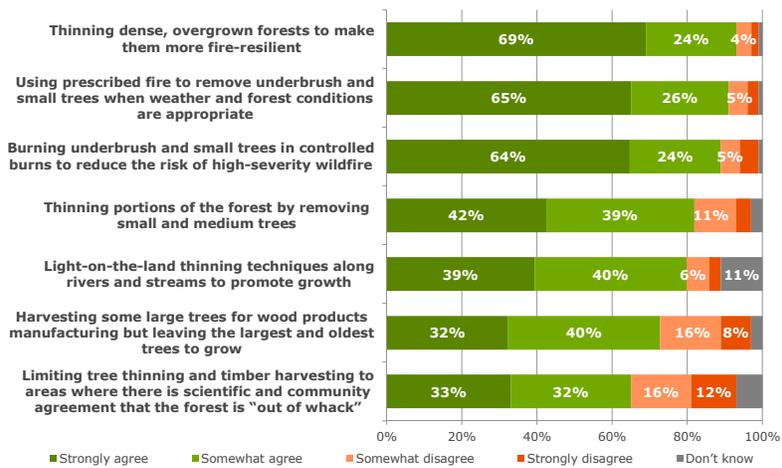
Forest Values: "Balance"

How are Oregon's Forests Being Managed?



Forest Values: "Balance"

Management of Deschutes National Forest



Forest Values: "Balance"

Forest Experts or Public Decision-making?

Forest restoration should place the **highest value on the expertise of professional forest managers** and their judgment in decision-making



Forest restoration should place the **highest value on public involvement** and public values in decision-making



Don't know 6%



Josephine Co. Sheriff



Madras Elementary Teacher



Portland Architect



Bend Retirees



Cave Junction Mill Worker



Douglas County Social Worker

Oregon State University Research



Attributes

- Academic/researcher
- Woman
- Young
- Native Oregonian
- History of camping, hiking, recreating in Oregon forests
- "Mimic natural cycles"
- Balance: protecting wildlife habitat, providing jobs (timber and recreation), sustainable

Q&A

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