



GS STRATEGY GROUP

TO: OREGON FOREST INDUSTRIES COUNCIL

FROM: DAN LAVEY, GALLATIN PUBLIC AFFAIRS AND ROBERT JONES, GSSG

RE: SURVEY RESEARCH OF OREGON COASTAL VOTERS

DATE: 05.15.18

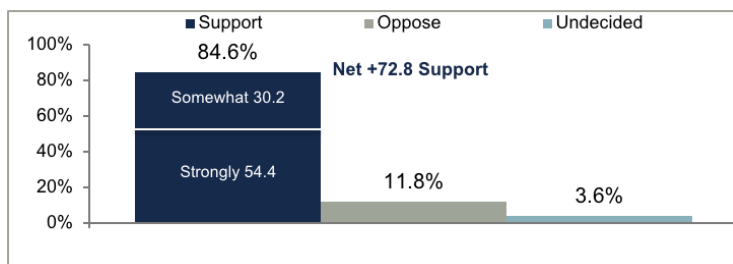
GS Strategy Group conducted a survey on behalf of OFIC from February 10-13, 2018 among 500 likely voters in Clatsop, Coos, Curry, Lincoln and Tillamook Counties with additional interviews in Reedsport and Florence. The poll produced a margin of error of +/- 4.38% at the 95% confidence level. Below are some key findings from that research.

COASTAL VOTERS BLEND RURAL OREGON'S CONSERVATIVE LEANINGS WITH A HISTORICAL DESIRE TO PROTECT THE ENVIRONMENT AND SUPPORT THE TIMBER INDUSTRY

Many of Oregon's coastal counties strongly supported President Trump's election in 2016 and those that didn't are still decidedly more conservative than the rest of the state. Those same voters, however, rate themselves very highly in their desire to protect the environment and even choose protecting the environment (42%) over creating local jobs (40%).

85% OF COASTAL VOTERS SUPPORT LOGGING IN OREGON'S FORESTS, WITH ONLY 12% OPPOSED

Voters across all demographics (gender, age and geography), as well as vote behavior (party registration and ideology) strongly support logging in Oregon's forests and a plurality (29%) identified the timber industry as the most important to their local area.



Party		
Dem	Indy	GOP
74.8	89.1	93.2
19.8	7.9	5.1
5.4	3.0	1.7
+55.0	+81.2	+88.1

Most Important Industry

What is the one most important industry to your area's local economy?

	Overall
Logging/lumber/timber/wood products	29.2
Tourism/hospitality/recreation	25.4
Fishing	18.8
Forestry	4.6
Agriculture/farming	4.2
Dairy/dairy farming	3.0
Other	9.0
DK/Refused	5.8

SUPPORT FOR LOGGING COMES FROM A BALANCE OF BENEFITS FOR BOTH THE ECONOMY AND THE HEALTH OF OREGON'S FORESTS

While the small group opposed to logging in Oregon's forests is solely focused on the environmental impact, our supporters take a balanced approach towards logging that matches the overall politics of Oregon's coastal voters. Among the 85% who support logging, about half cite economic and job related reasons as the main reason for their position, but the other half point to issues of forest maintenance, fire suppression and the renewable nature of timber.

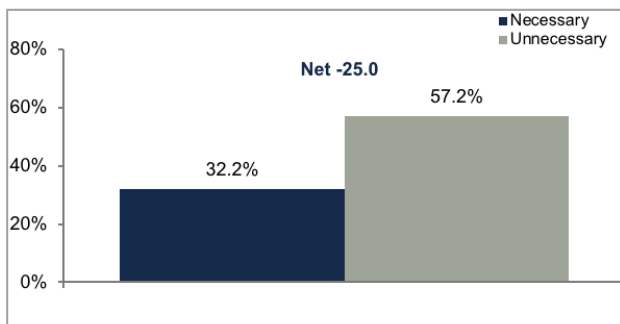
OFIC MUST IDENTIFY, ENGAGE AND RECRUIT SUPPORTERS FROM THESE AREAS WITH A COMBINED ECONOMIC AND HEALTHY FORESTS MESSAGE TO PREPARE FOR FUTURE ATTEMPTS TO BAN AERIAL PESTICIDES

Despite all of the support for logging and understanding about the important role the timber industry plays in both growing the coastal economy and maintaining Oregon's forests, voters are very susceptible to the idea of banning aerial pesticides. Even when given context about the limited usage from both a chronological and geographic perspective, they are unmoved in their skepticism about the process. Underlining the difficulty of this conversation, voters who have immediate family employed in the timber industry or are employed themselves oppose aerial pesticides at the same rate as voters overall.

Necessary vs. Unnecessary

In Oregon, many timber companies spray aerial pesticides to help forests grow. Knowing this, which of the following statements do you agree with more?

- Aerial spraying of pesticides is necessary to manage the health of our forests and help young trees grow, which prevents forest fires and supports one of Oregon's most important industries
- Aerial spraying of pesticides is unnecessary to manage the health of our forests and puts our communities and environment at risk by spreading harmful chemicals through our air and water



In Context: Good vs. Bad

The pesticides used on forestlands are only used in the first few years to give newly planted trees a better chance of surviving and growing into mature, larger trees. After the first year, no more pesticides are used. Knowing this, which of the following statements do you agree with more?

- Aerial spraying of pesticides is a good practice if it helps trees grow into mature forests
- Aerial spraying of pesticides is bad because it puts the environment at risk by spreading harmful chemicals through our air and water

