



The People Have Spoken: Using Forest and Firewood National Polling Data to Promote Forest Health

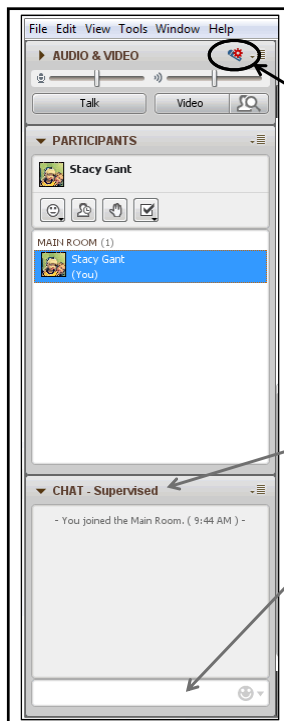
January 25, 2017 1:00-2:00 pm (Eastern Time)

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Orientation



1. Audio Setup Wizard – Allows you to ensure your audio is set up properly.
2. Chat - If the chat says “Supervised,” be aware that the presenter/moderator can see all messages, even those marked private.

Webinar sponsored by:

SREF Forest Health and Invasive Species Program

Dr. David Coyle

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AND

Firewood Outreach Coordinating Initiative

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<http://www.dontmovefirewood.org/>

 @dntmovefirewood



The Nature Conservancy 



Public Attitudes About Firewood and Forest Pests

Prepared for SREF Webinar Series

Survey Conducted July 31-August 7, 2016

Presentation by Leigh Greenwood

Fairbank, Maslin, Mauldin, Metz & Associates - FM3
PUBLIC OPINION RESEARCH & STRATEGY

The Nature Conservancy 

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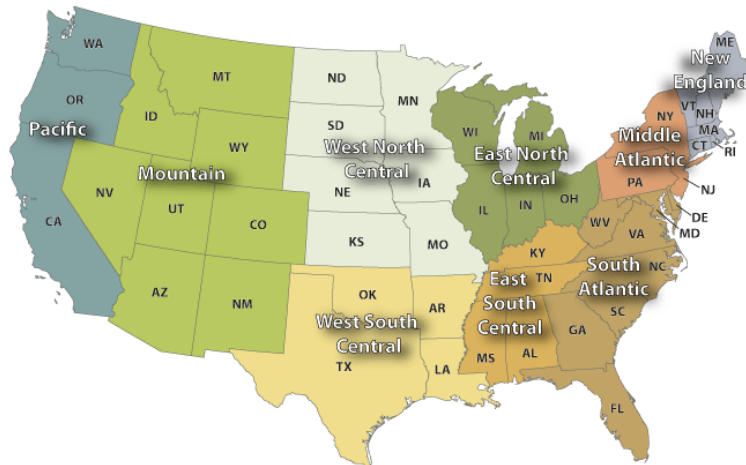
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Methodology

- 1,223 telephone interviews with American voters
- Conducted July 31-August 10, 2016 and via landline and cell phones
- Margin of error of +/-4.7% at the 95% confidence interval for National, more for regional results
- Due to rounding, some (most!) percentages do not add up to exactly 100%
- Selected comparisons to nationwide surveys conducted in 2005, 2007, 2008, 2010, and 2016

Census Divisions

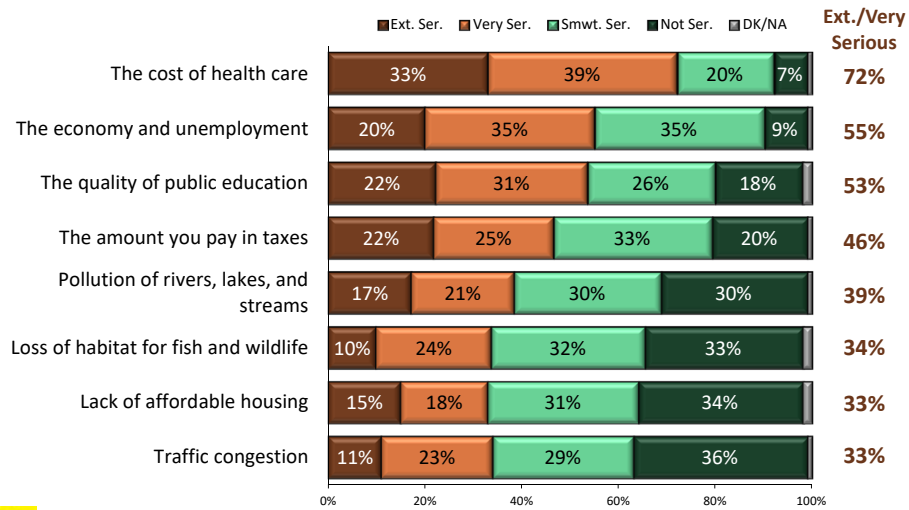
U.S. Census Divisions



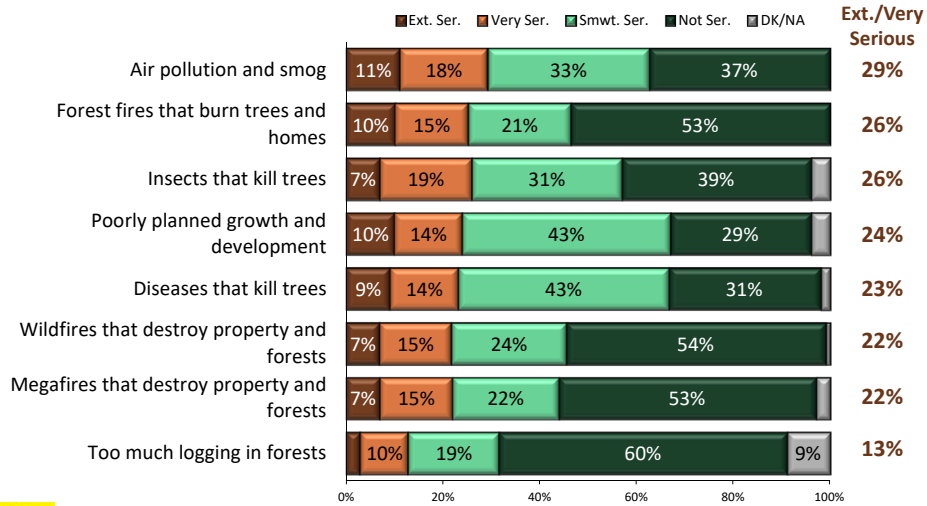


Issue Context

Economic issues are seen as more serious than environmental concerns.



Comparatively, issues affecting American forests are seen as less serious, when ranked.



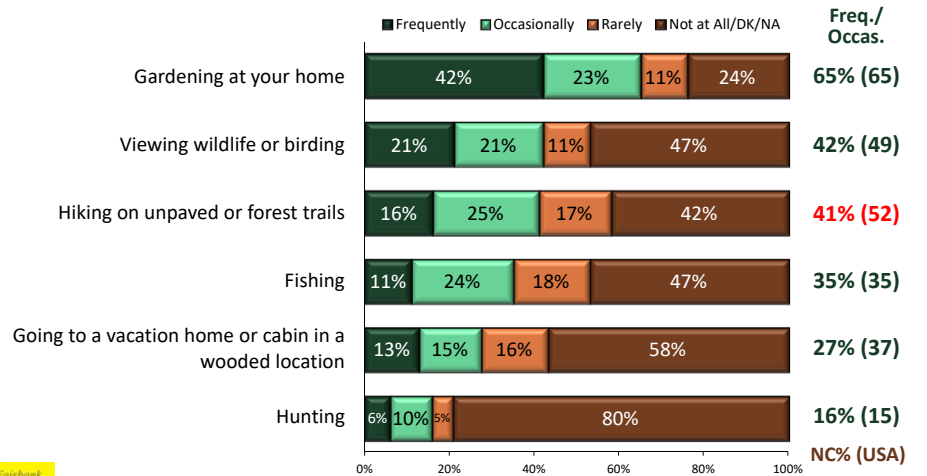
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Q1. I'm going to read you a list of issues, and I'd like you to tell me how serious a problem you think each one is in your area. Please tell me whether you think it is an extremely serious problem, a very serious problem, a somewhat serious problem, or not a serious problem. Split Sample

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Not many voters hunt, fish, or hike more than just occasionally.

I am going to read you a list of recreational activities. Please tell me how often you participate in each activity: frequently, occasionally, rarely, or not at all?



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Q25.

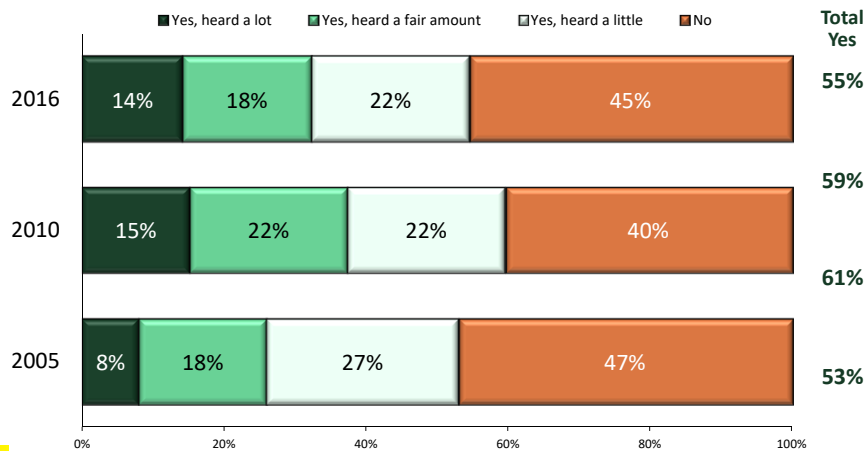
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Forest Pests

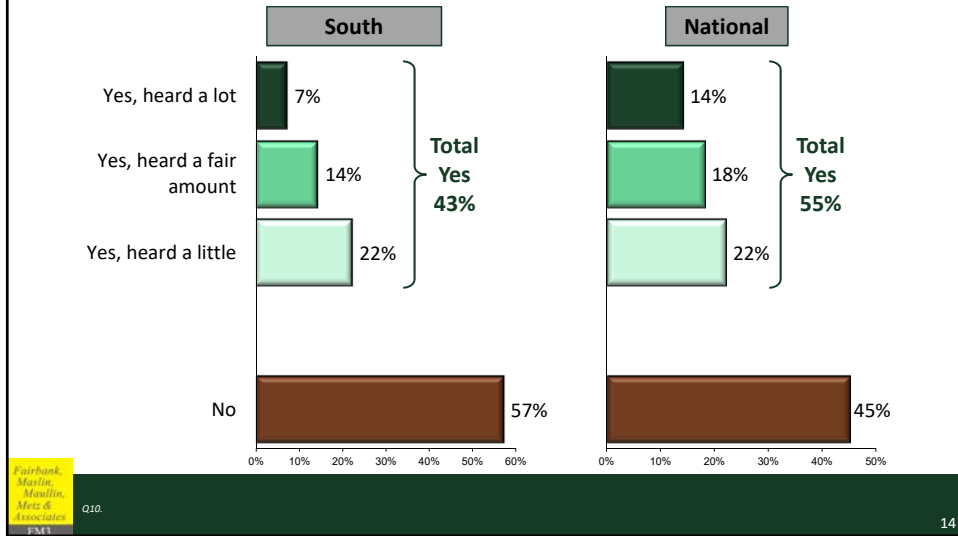
Familiarity with the concepts of forest pests has largely held steady over the last decade.

In different places across the country, there have been problems with non-native insects and diseases infesting or killing large numbers of trees. Have you heard anything about this issue?

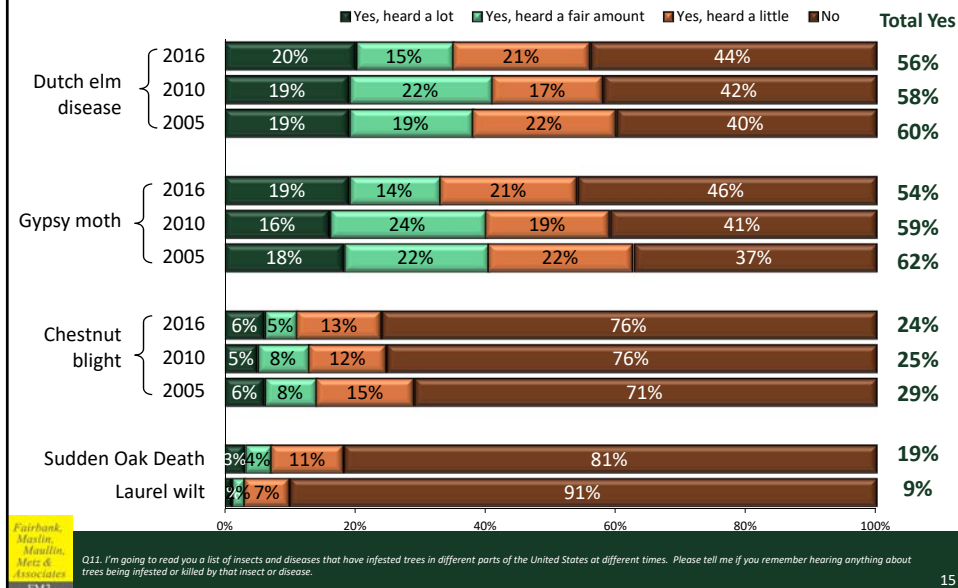


Southerners are less likely to have heard "a lot" about forest pests.

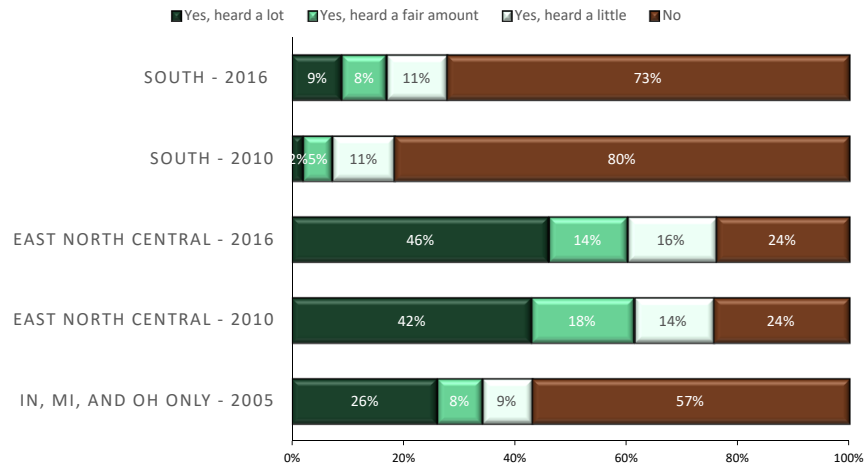
In different places across the country, there have been problems with non-native insects and diseases infesting or killing large numbers of trees. Have you heard anything about this issue?



Familiarity with some individual pests has largely held steady over the last few years.



Some pests show noticeable changes by region and year, such as emerald ash borer

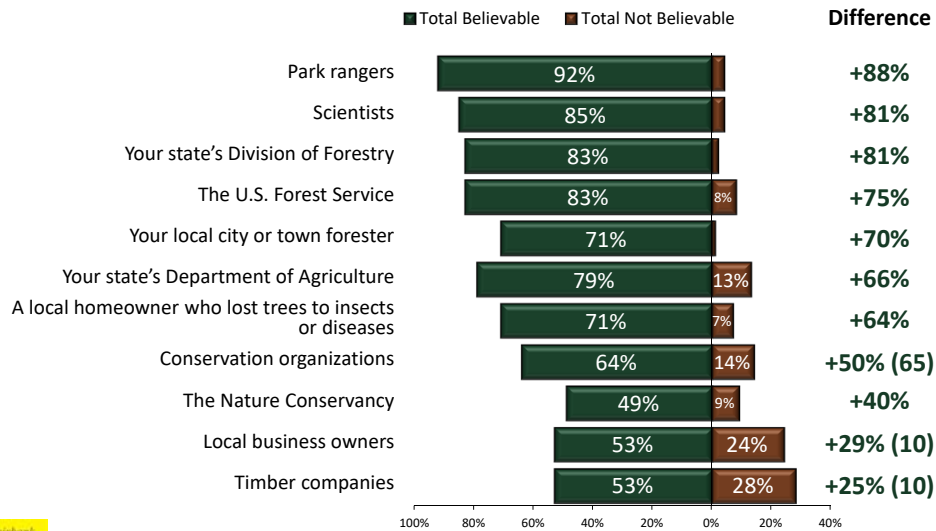


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I'm going to read you a list of insects and diseases that have infested trees in different parts of the United States and at different times. For each one, please tell me if you remember hearing anything about trees being infested or killed by that insect or disease

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Those who work in and with forests directly are among the most believable messengers.



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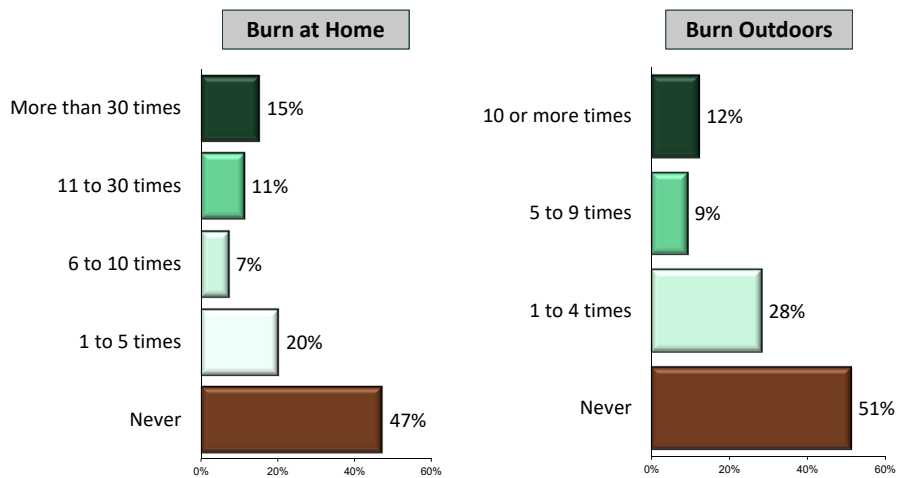
Q13. I'm going to read the names of some people and organizations that might speak out about issues relating to forest health. Please tell me whether you would consider that person or organization a believable source of information about forest issues. If you have never heard of the person or organization, or have no opinion about it, please tell me that too. Split Sample

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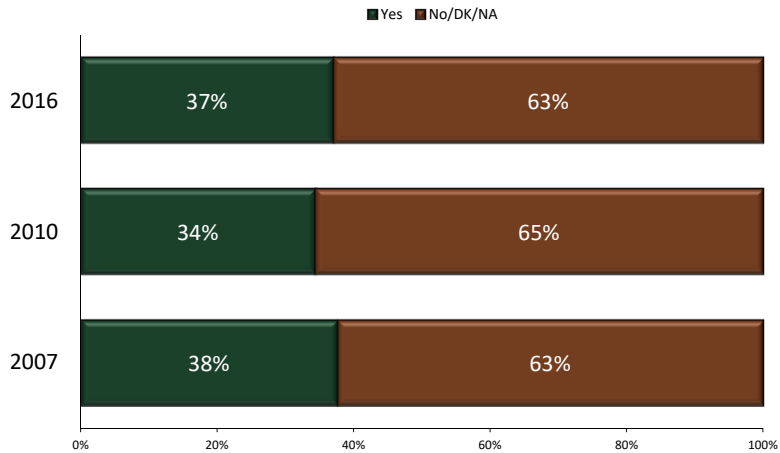
Firewood

There are many variations in where and how often the public uses firewood.



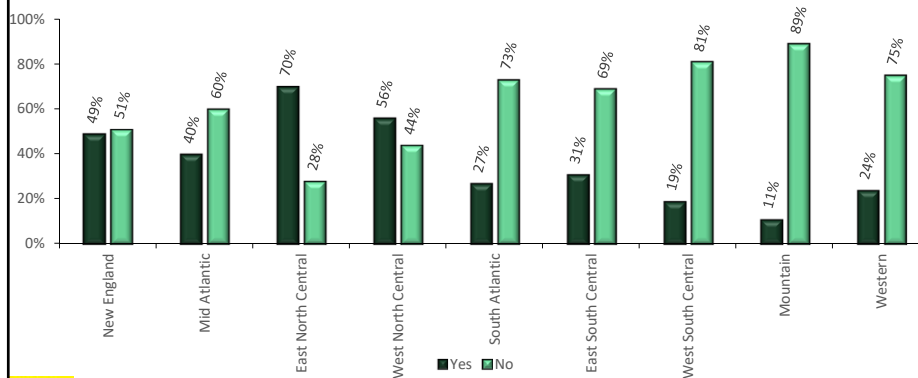
Nearly two in five have heard they should not move firewood.

Have you ever seen, heard, or read any information urging the public not to move firewood from place to place?



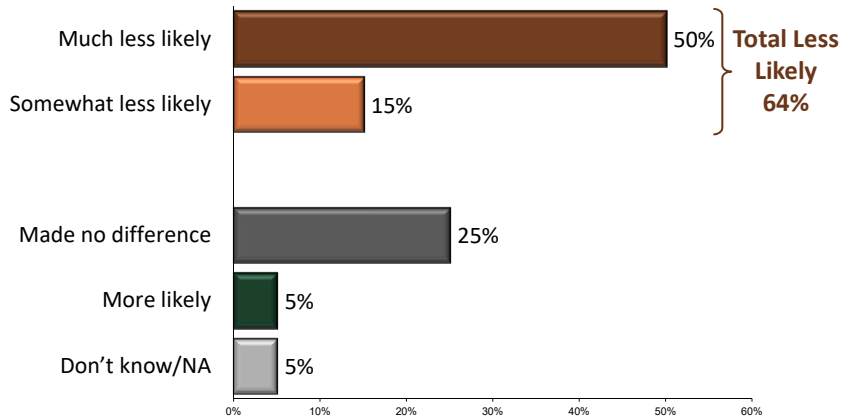
There is a huge amount of regional variation for who has heard the message.

Heard Not to Move Firewood by Census Division



Having heard information on the problem make people *less* likely to move firewood.

Asked Only of Those Who Have Seen or Heard Not to Move Firewood



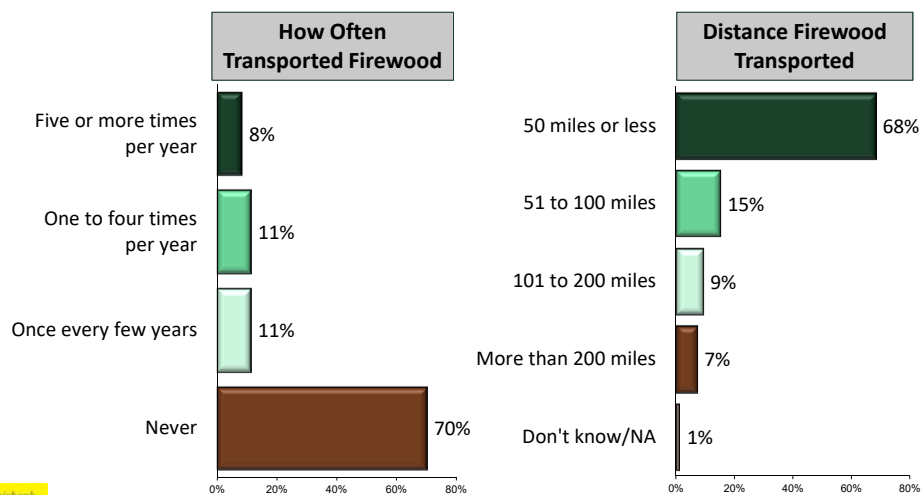
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Q20. Did the information you saw or heard make you less likely to move firewood from place to place, or did they make no difference the way you handle firewood?

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Few admit to moving firewood, and fewer still to moving it more than 100 miles.

Asked Only of Those Who Burn Firewood at Home or Outdoors



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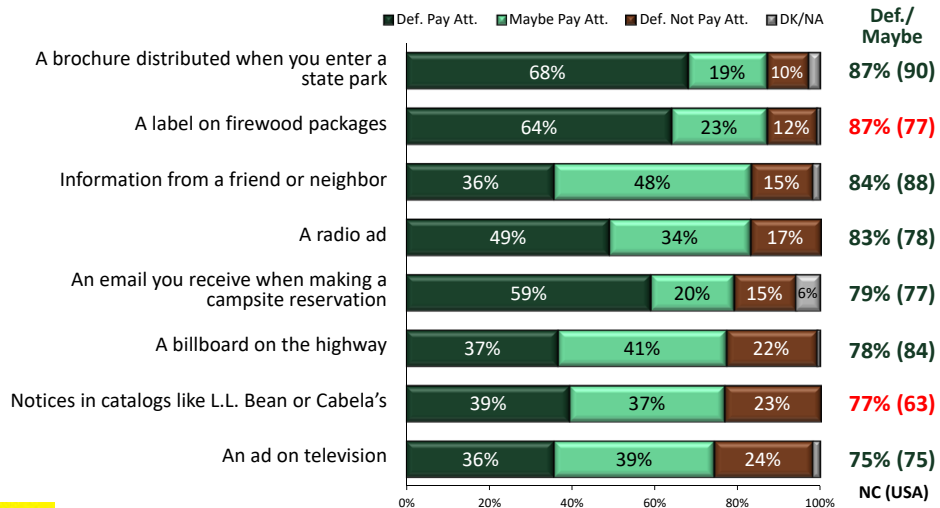
Q16. How often do you bring firewood from one location to use in another location – like bringing it from home to a campsite or vacation house, or from a vacation area back to your home?
Q17. When you use firewood you brought from another location, how far have you typically transported it?

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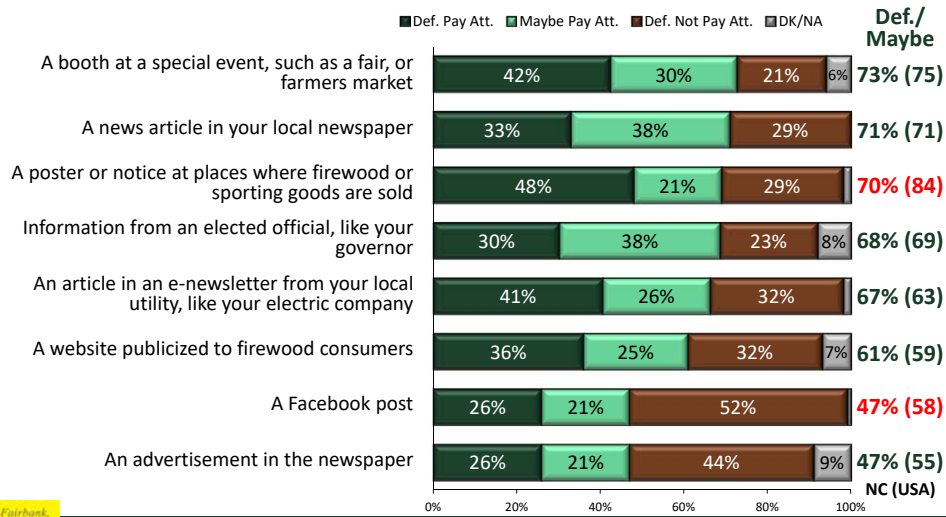


Get People to Listen

A brochure at park entry or label on wood packaging are most likely to catch attention.



Newspaper ads or Facebook posts are least likely to capture attention.

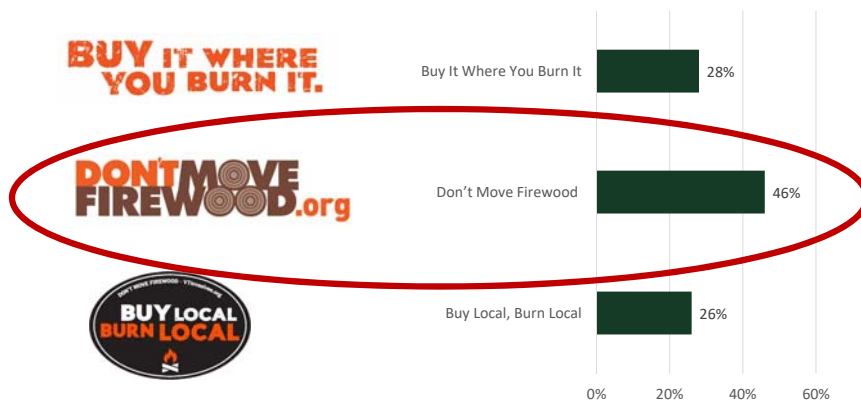


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Q24. I am going to read you a list of ways to present information about not moving firewood to the public. Please tell me whether you would definitely pay attention, maybe pay attention, or definitely not pay attention to information about not moving firewood if it were presented to you in that way. Split Sample

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When two candidates are allowed to split the vote, the slogan that PROFESSIONALS think is most effective is:

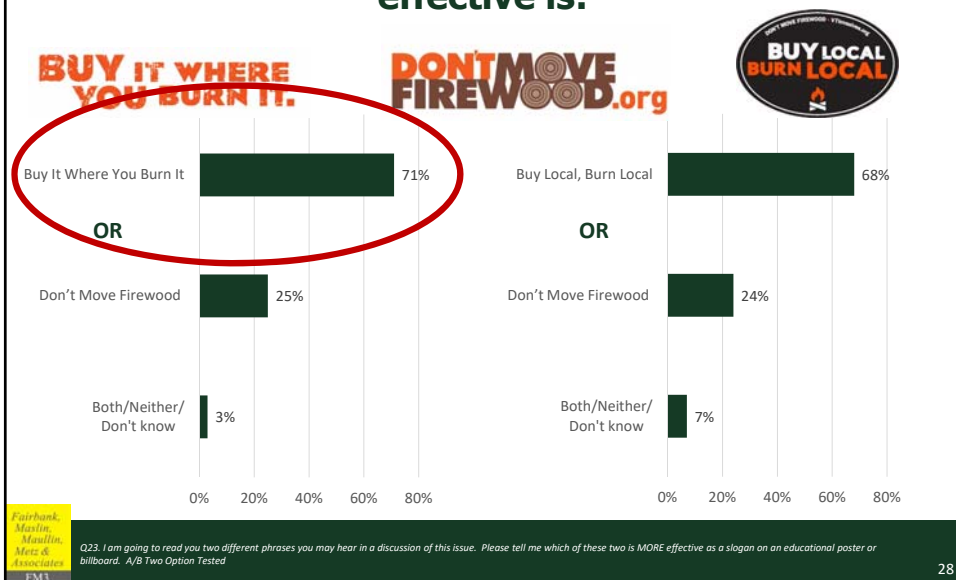


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DMF Website rebuild survey, actual numbers 15 to 25 to 14

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But when voted upon within a strict “two-party” system, the slogan the PUBLIC thinks is most effective is:



Messaging Basics

- Never stop. Outreach is a marathon, not a sprint.
- Reach them when/where the message makes sense:
 - When making a camping reservation or arriving at a park (i.e. emails, mailings, park ranger interactions)
 - At the point of sale of the firewood (i.e. bundle labels, retail area posters)
- Tell people exactly WHAT TO DO in short phrases.
 - **Buy It Where You Burn It** is “what to do” in some, but not all, situations. Tailor messages as needed.



Take Home Messages

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Take Home Messages

- Residents of the Southern states are somewhat less aware of forest pests, but have **shown significant growth in awareness** since EAB spread reached through the region.
- Providing information about pests and diseases leads people to say **they are less likely to move firewood.**
- **Outreach on firewood is CLEARLY WORKING to decrease the human behavior of transporting firewood long distances.**

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Take Home Messages

- The most-effective times and places to remind the public of the need to use local or heat treated firewood are **when they are already thinking about firewood or traveling.**
- **Buy It Where You Burn It** is the slogan the public likes the best. When it works in a given state, it is the best choice to headline outreach items.
- **Don't stop now.** Awareness demonstrably declines when outreach lessens.



Thank you!

Questions? Please contact Leigh at
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