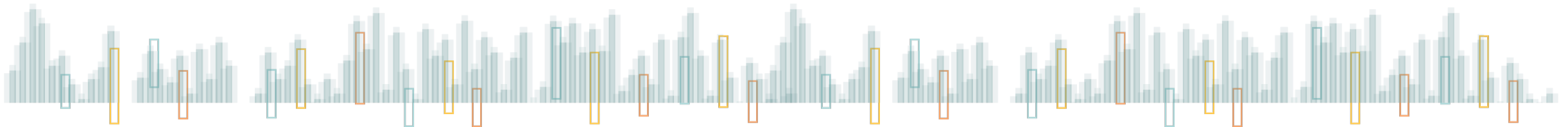




OFRI Values & Beliefs

February 2025



Research purpose

- Gauge Oregonians' values and beliefs related to forests
- Explore Oregonians' knowledge of key forest-related facts
- Assess opinions about and awareness of forest management issues in Oregon
- Benchmark attitudes over time



Methodology

- Hybrid survey of N=800 Oregon residents
- Conducted January 30–February 6, 2025; 16 minutes to complete
- Quotas were set by age, gender, region, education and ethnicity to ensure a representative sample
- Margin of error $\pm 3.5\%$
- Due to rounding, some totals may differ by ± 1 from the sum of separate responses

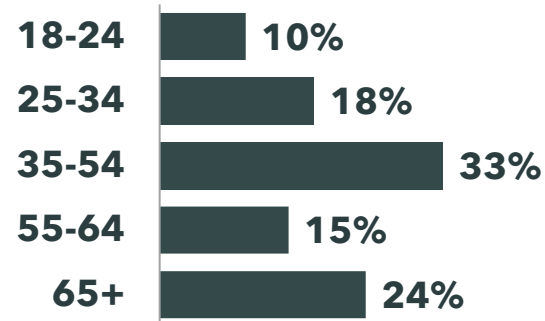


Demographics

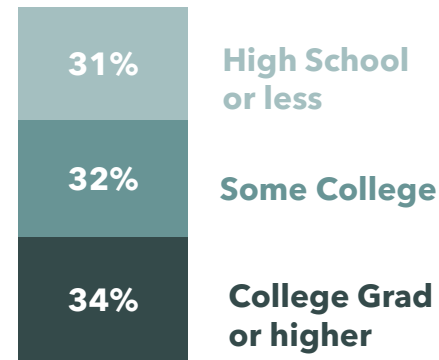


Demographic Snapshot

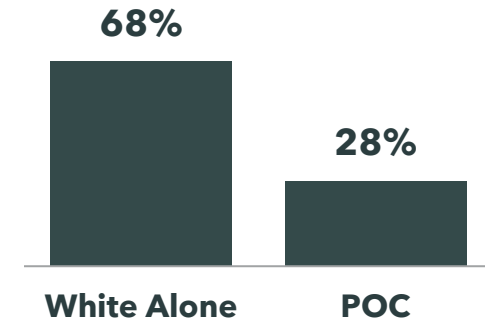
AGE



EDUCATION

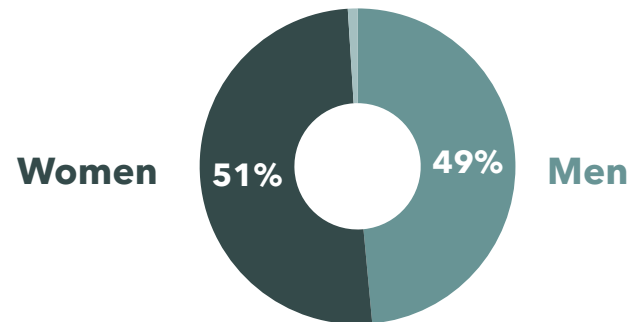


RACE / ETHNICITY

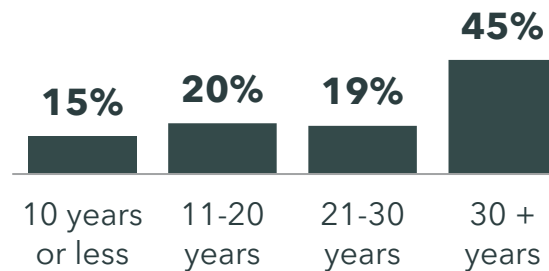


**Note: POC definition & individual category %s in notes*

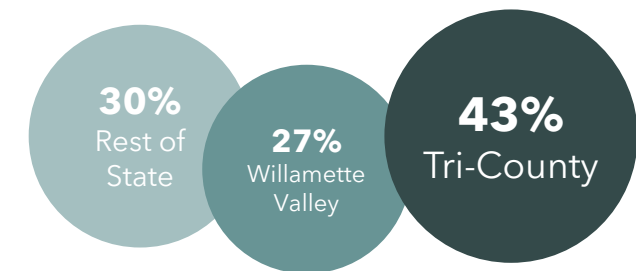
GENDER



YEARS IN OREGON



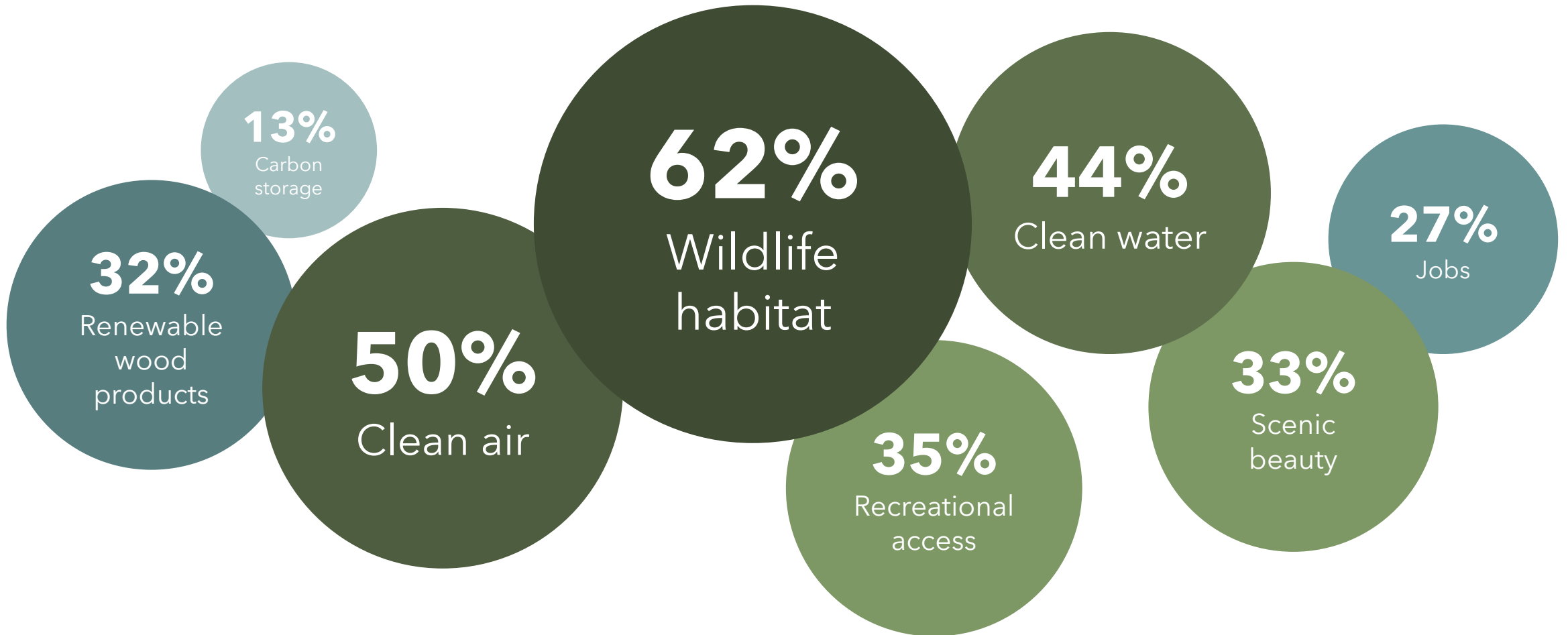
AREA



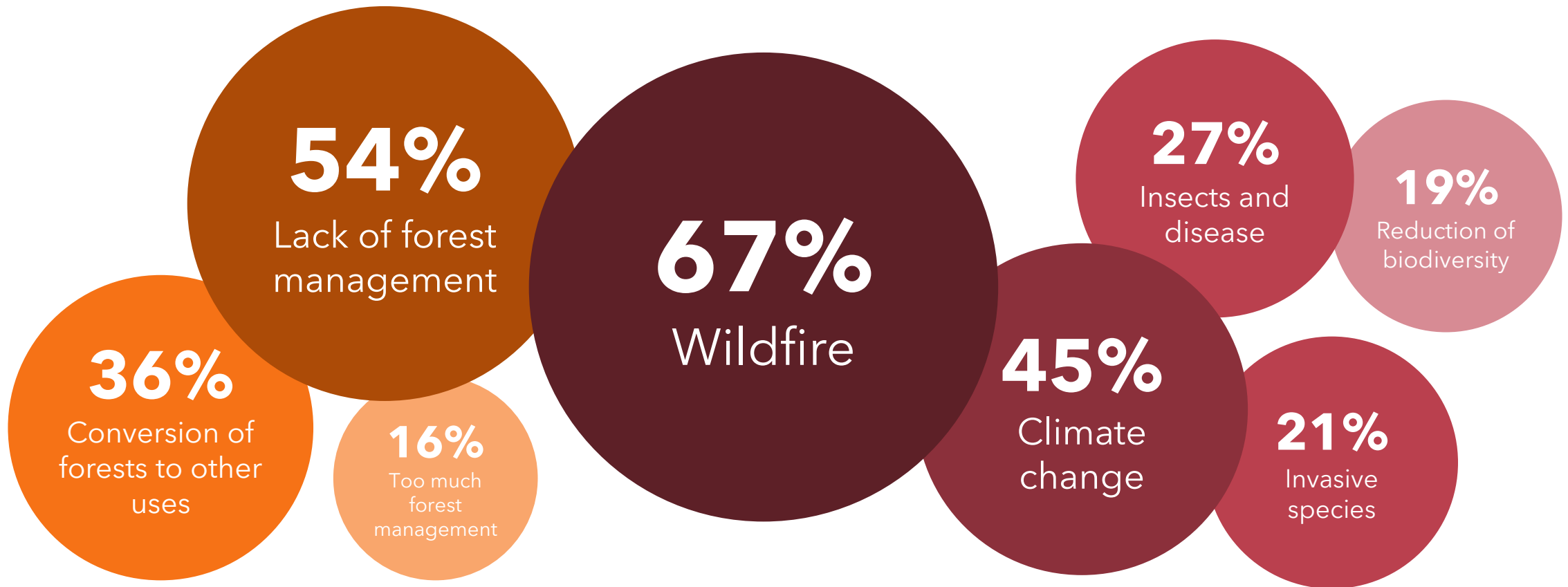
Overall sentiments



Oregonians value most the benefits forests have for wildlife habitat, clean air, and clean water.

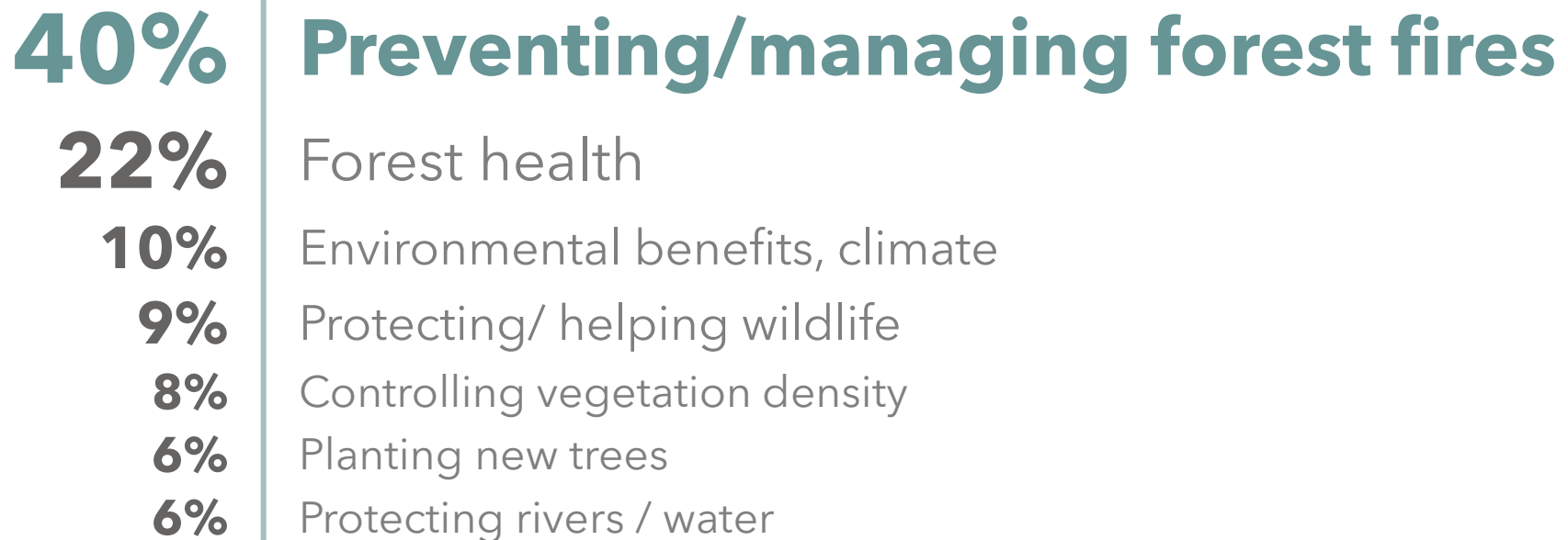


Oregonians perceive a lack of forest management (including logging), climate change, and wildfires as the biggest threats to the state's forests.



Oregonians feel that the major benefits of forest management include preventing and managing forest fires, as well as maintaining forest health.

“What do you feel are the major benefits of forest management?”

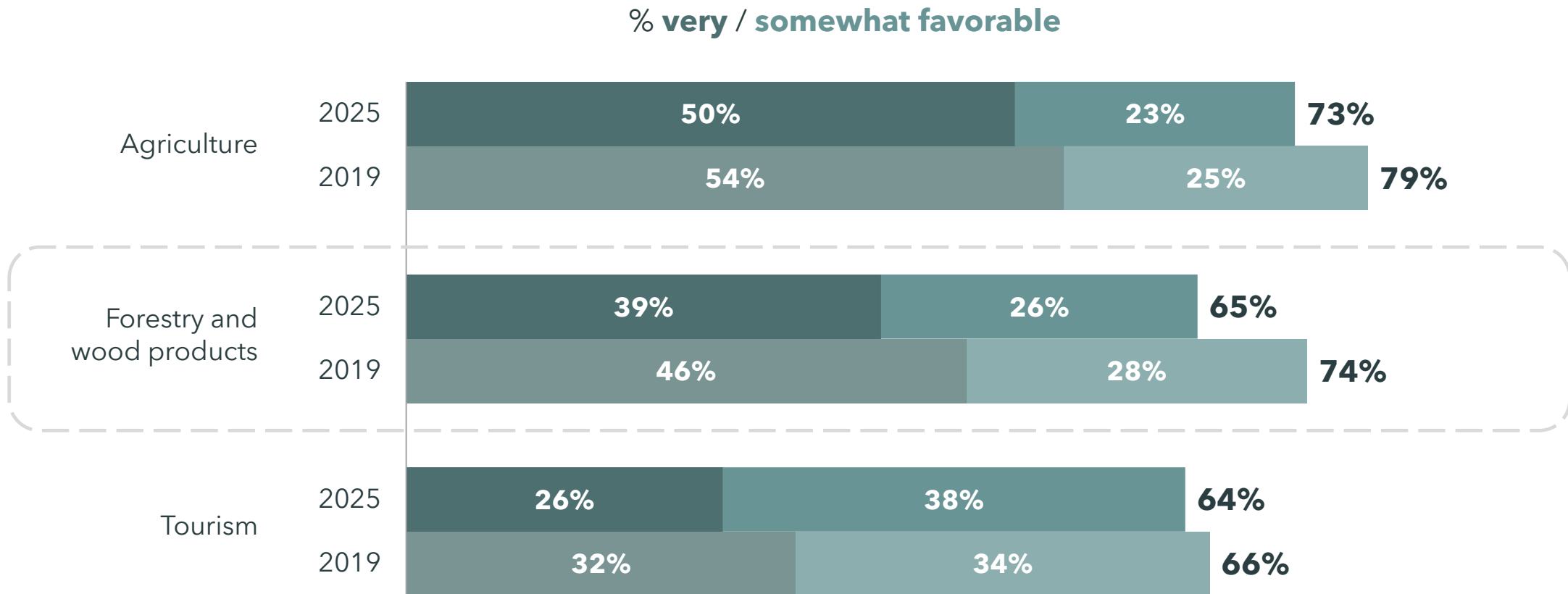


Nearly one in five Oregonians see no downside to forest management, although excessive logging is the most commonly-cited potential negative.

“ What do you feel are the potential negatives of forest management?



Oregonians largely hold a favorable impression of the forestry and wood products industry, but favorability has dropped compared to 2019.



Oregonians with favorable impressions of the industry cite economic benefits and that the industry does well at managing forests.

“ Why do you have a favorable impression of the forestry and wood products industry?

19%

Jobs

15%

Local/regional economic prosperity

13%

Creates better managed forest resources

11%

Wood products are a renewable resource

10%

Wood products are essential

9%

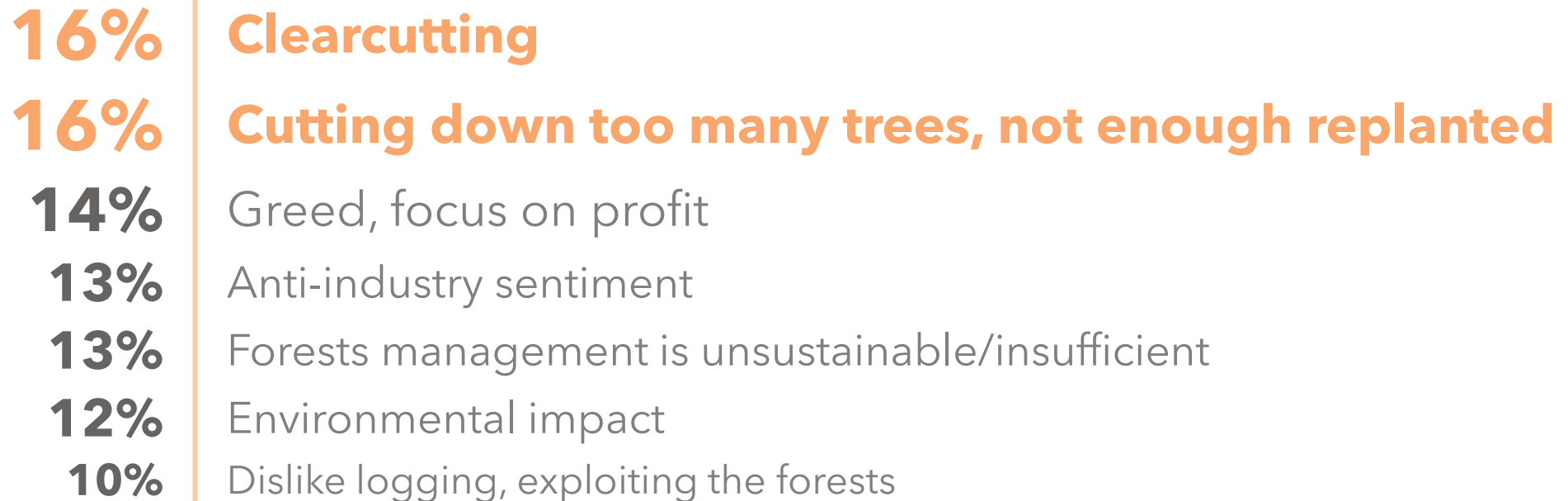
Environmental benefit

8%

Reduced risk of wildfires

Oregonians with unfavorable impressions point to clearcutting, insufficient replanting, and greed.

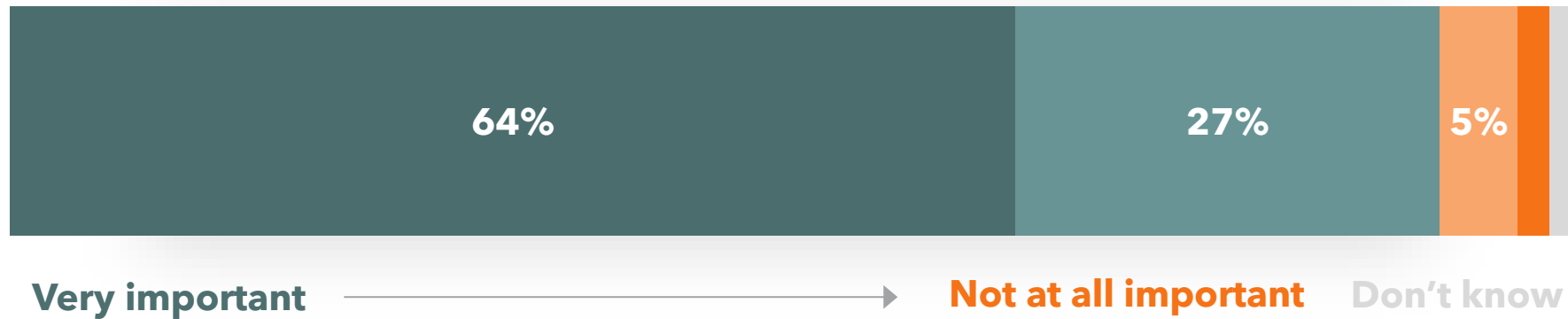
“ Why do you have an unfavorable impression of the forestry and wood products industry?



A strong majority of Oregonians believe forestry, logging, and forest products are important to Oregon's economic well-being.

91%

Think forestry, logging, and forest products are **very/somewhat** important to the economic well-being of Oregon.

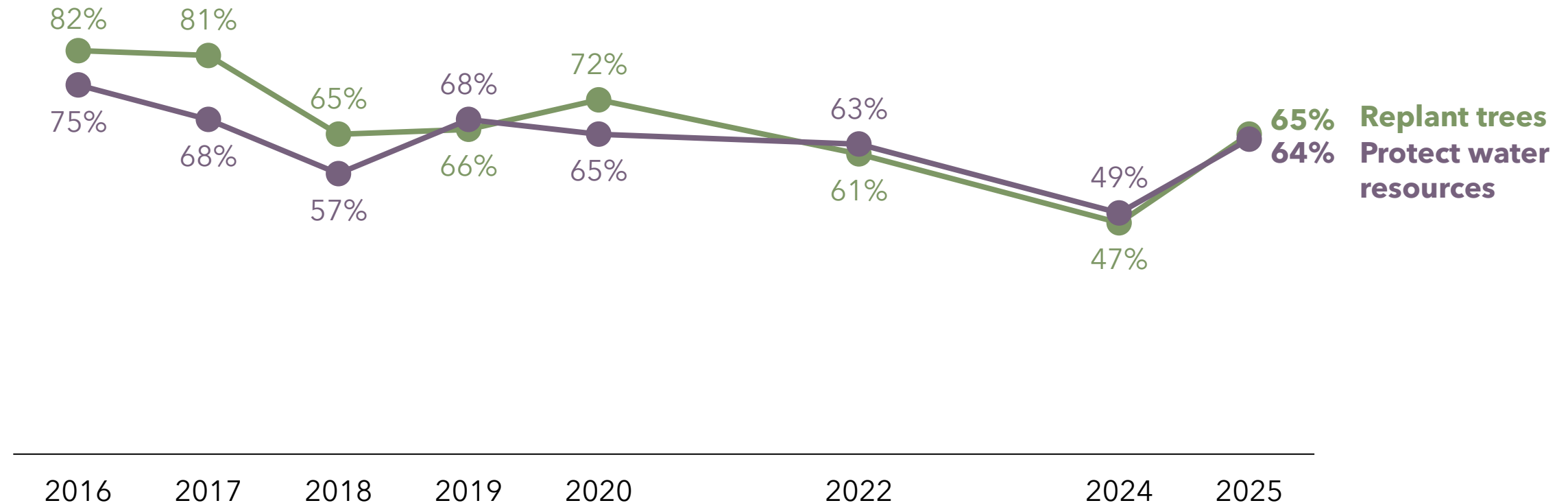


Forestry knowledge



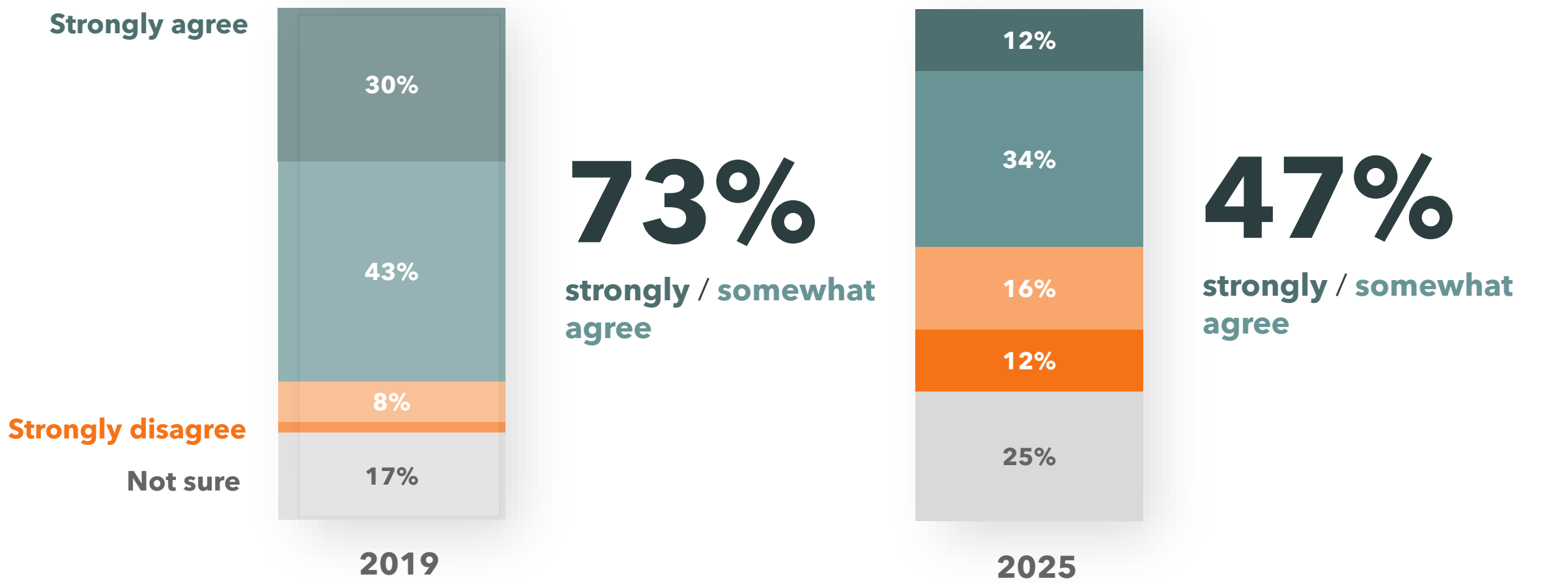
Over six in ten are aware of Oregon laws around replanting trees and protecting water resources.

Percentage of "Yes" responses



**Changes over time may reflect changes in question wording, methodology, and/or real changes in attitudes.*

About half of Oregonians believe that the State of Oregon enforces forest protection laws well, a dip from the nearly 3 in 4 who held this view in 2019.



A majority of Oregonians are not aware that most of the forestland in the state is owned by the federal government.

57%

Are **incorrect** or
unsure

Correct

43%

Incorrect

28%

Not sure

29%

43%

Know most forestland
in Oregon is owned
by **the federal
government**

About a third of Oregonians think that most of Oregon's timber supply comes from private forestland.

67%

Are **incorrect** or
unsure

Correct

33%

Incorrect

31%

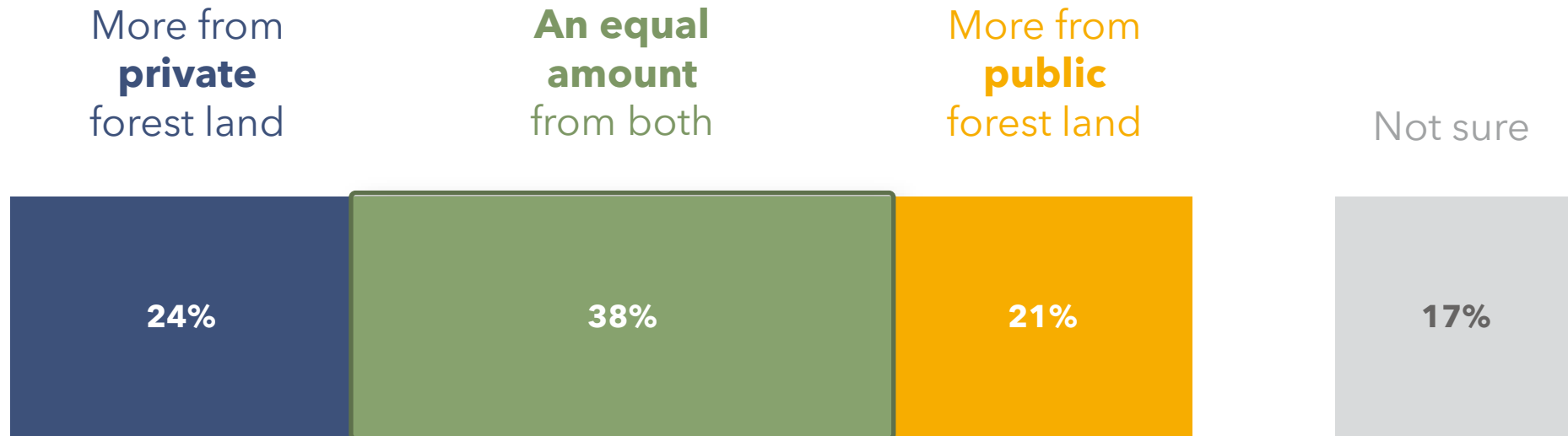
Not sure

36%

33%

Know most of
Oregon's timber
supply comes from
private forestland

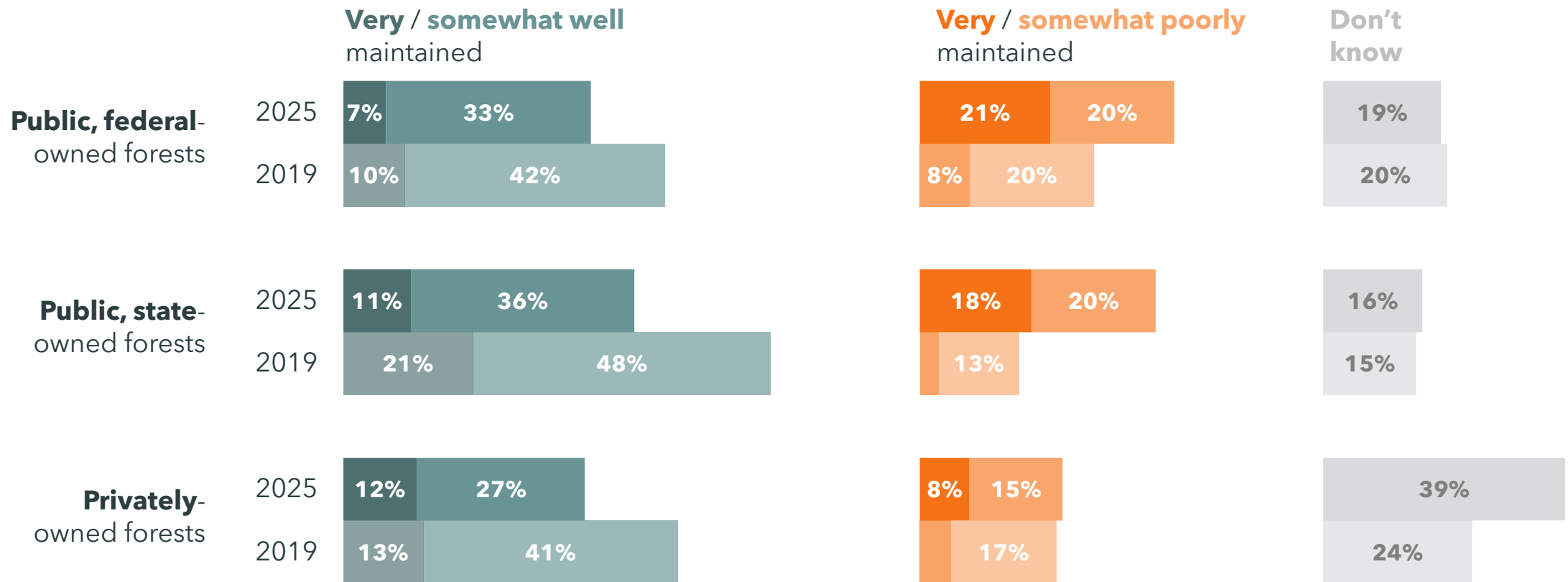
About four in ten Oregonians prefer for the state's wood products to come equally from private and public forestland.



Forest management

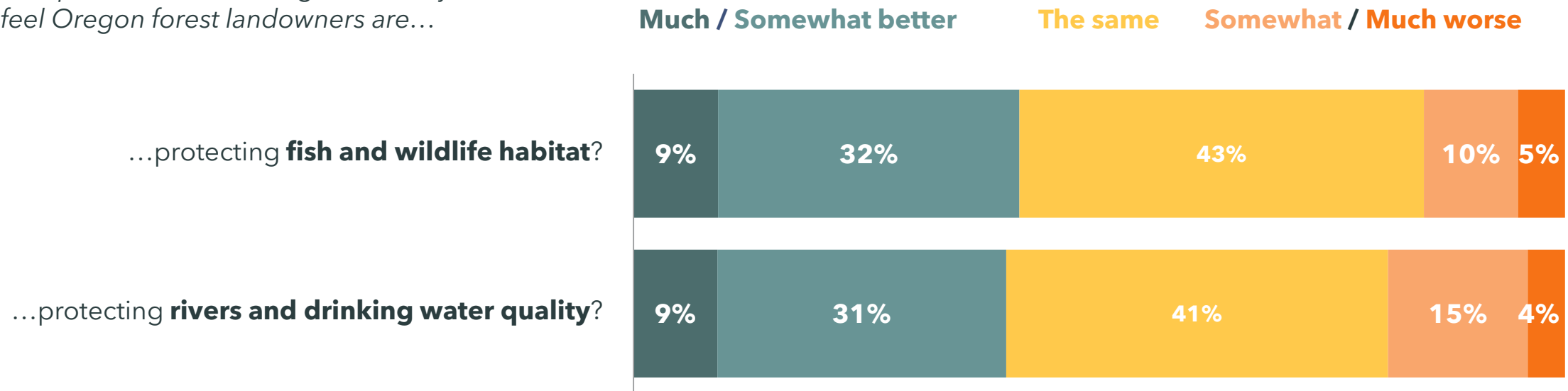


Oregonians increasingly believe public forests are very poorly managed and are not sure about how well private forests are managed.



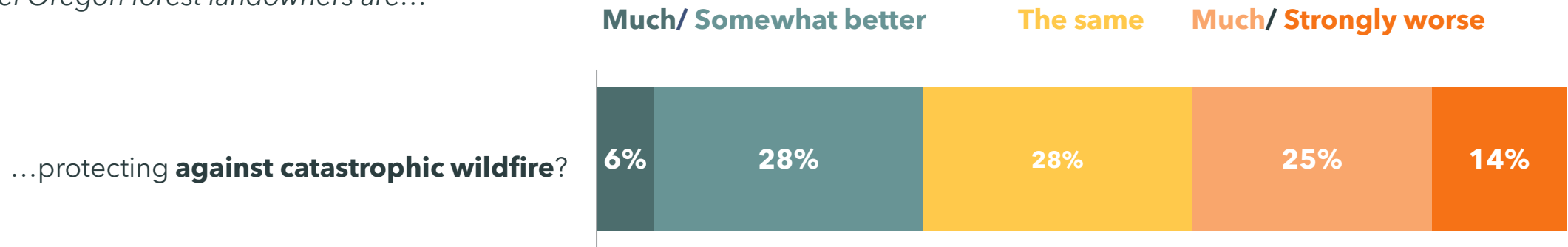
Oregonians believe that Oregon forest landowners are protecting wildlife habitat and water source quality the same or better than they were a decade ago.

Compared to a decade ago, how do you feel Oregon forest landowners are...

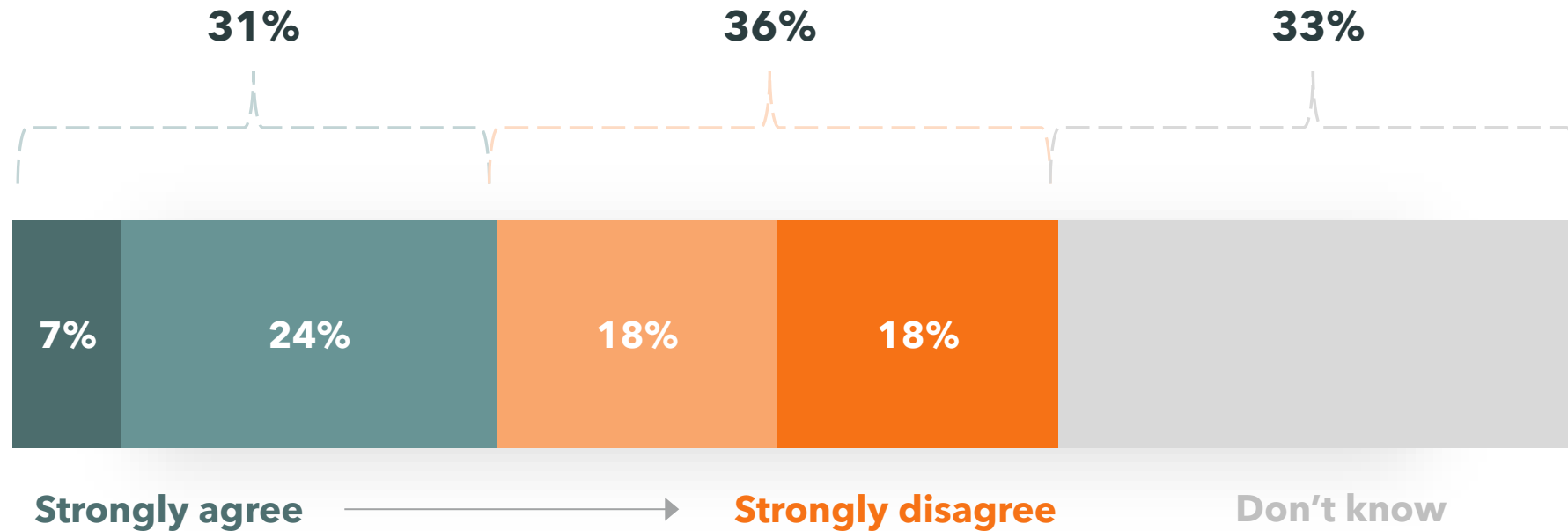


Oregonians feel Oregon forest landowners are doing worse at protecting against catastrophic wildfires compared to a decade ago.

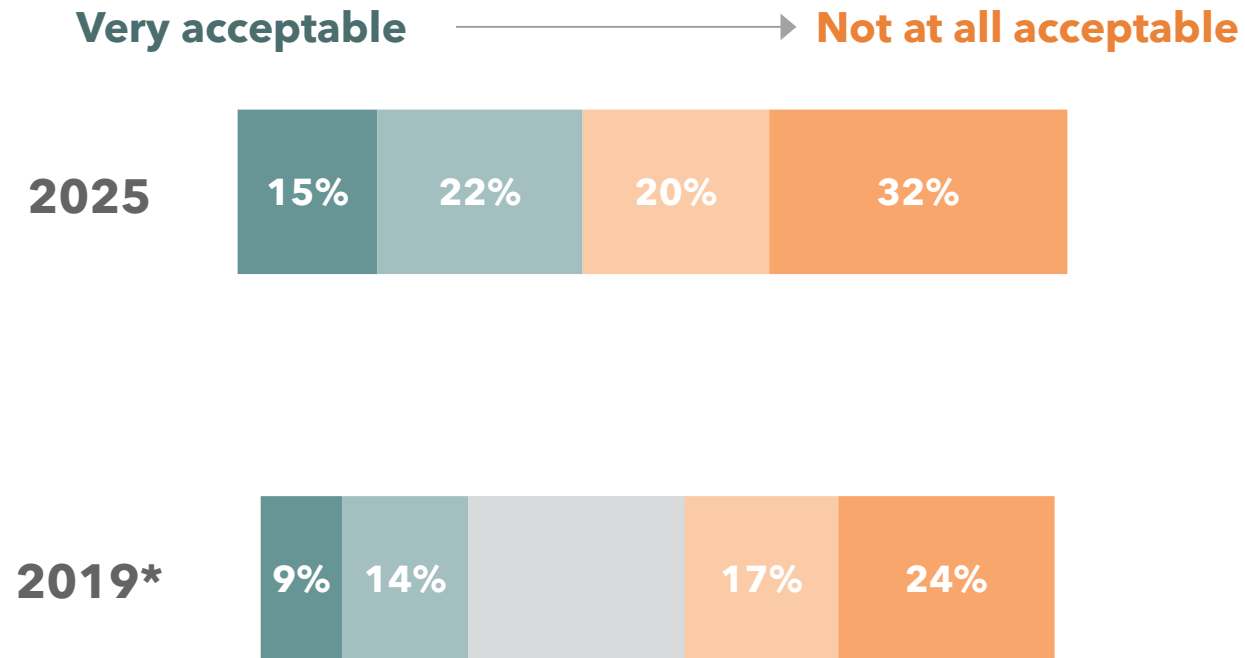
Compared to a decade ago, how do you feel Oregon forest landowners are...



Oregonians are split, or unsure, as to whether whether current regulations on private forestlands are working to protect their forest values.

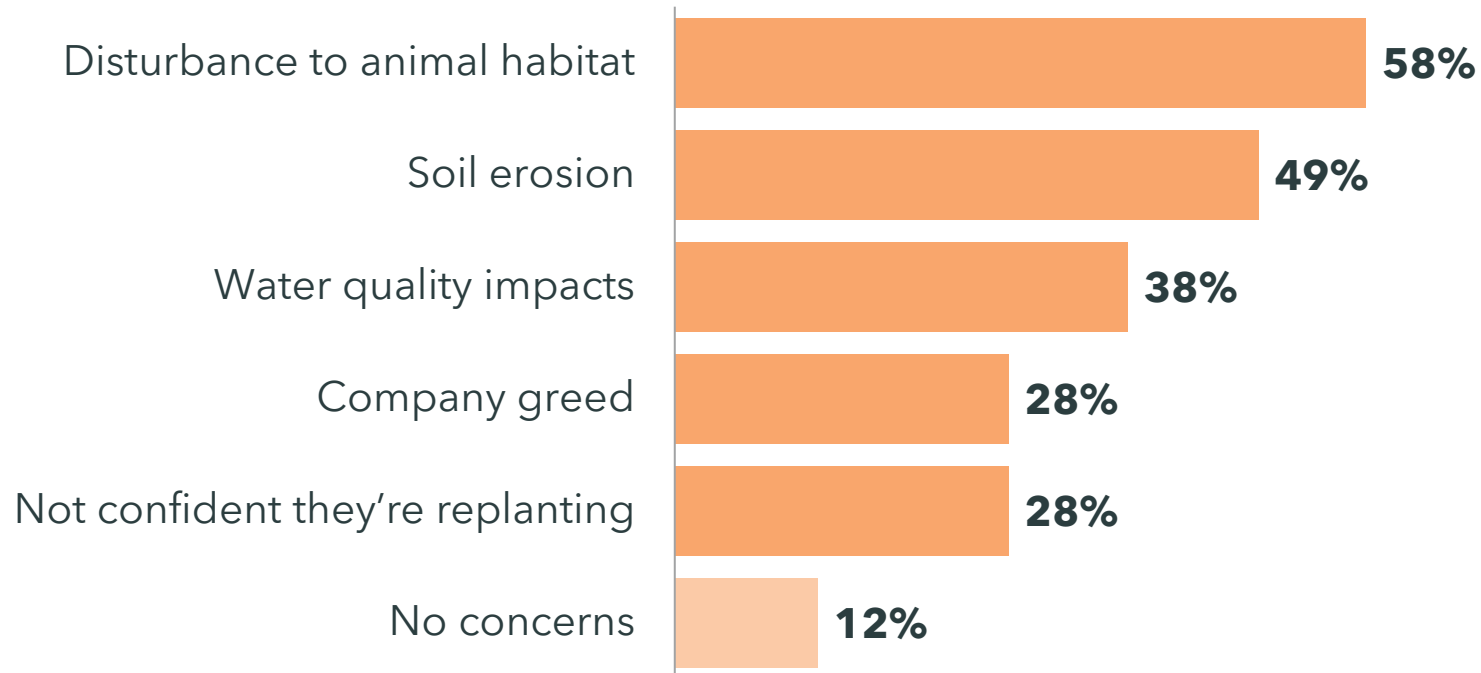


Most Oregonians dislike clearcutting. They appear to be more divided than in 2019, with more finding it either very acceptable or not at all acceptable.



The top concerns Oregonians have with clearcutting are disturbances to animal habitats, soil erosion, and water quality impacts.

Top 5 Ranked Concerns of Clearcutting*
(Combined 1st-3rd rankings)

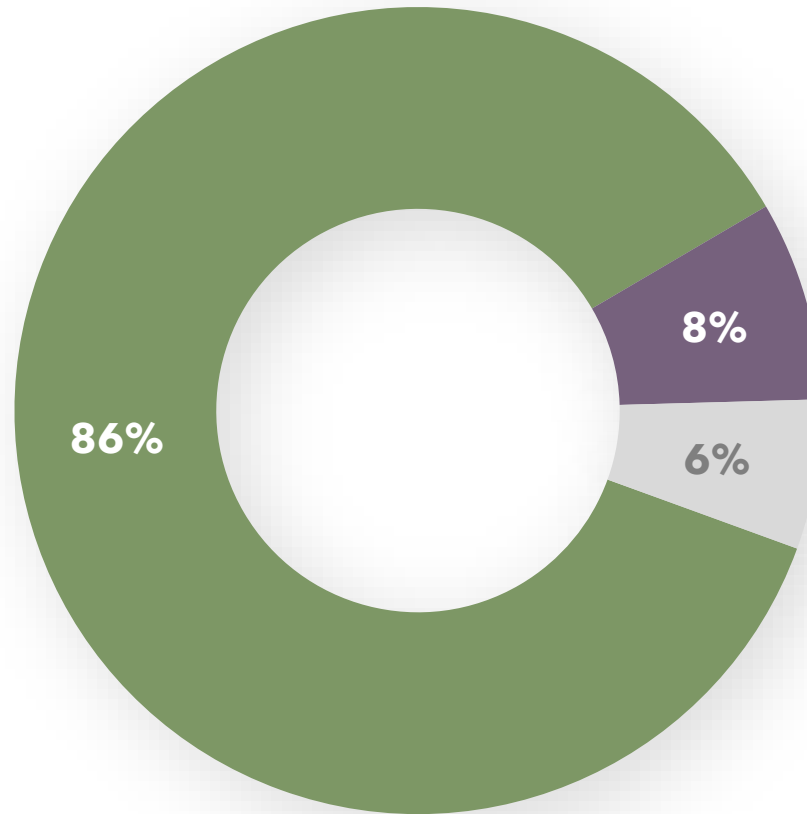


Wildfires



Over 8 in 10 Oregonians would prefer to remove some trees and vegetation to reduce the risk of catastrophic wildfires, rather than leaving forests alone.

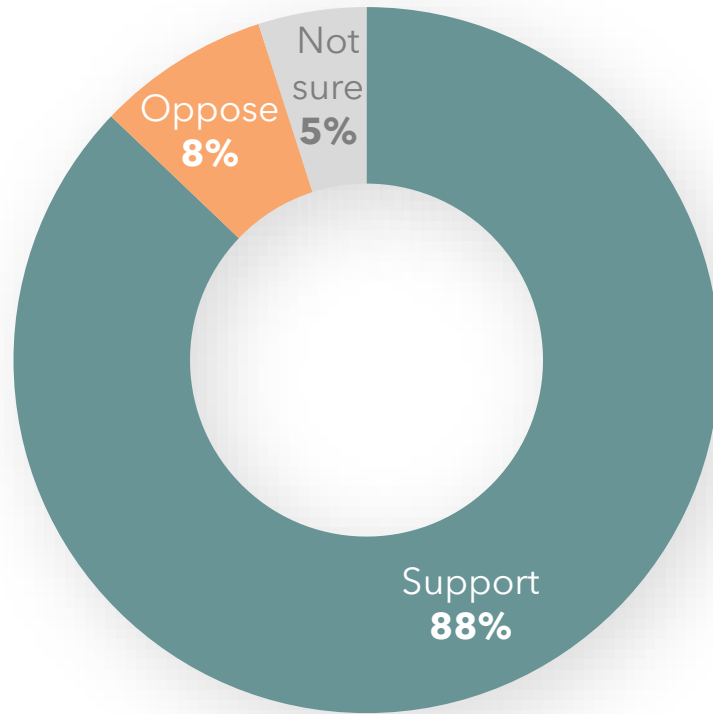
We should **cut and remove** some trees and other vegetation to reduce the risk of catastrophic wildfire.



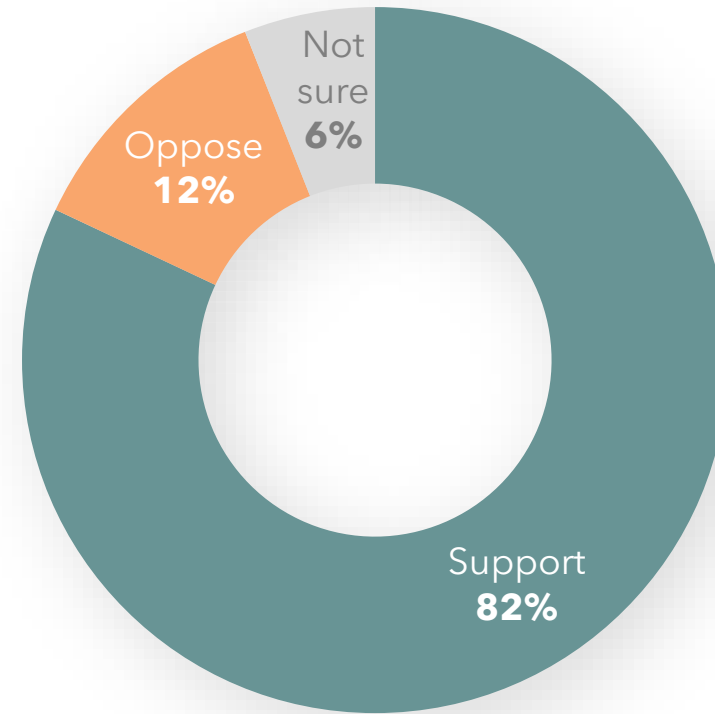
We should **leave forests alone**, even if that increases their risk of catastrophic wildfire.

Not sure

Most Oregonians support using prescribed fires and allowing trees burned by wildfires to be logged if they retain economic value.

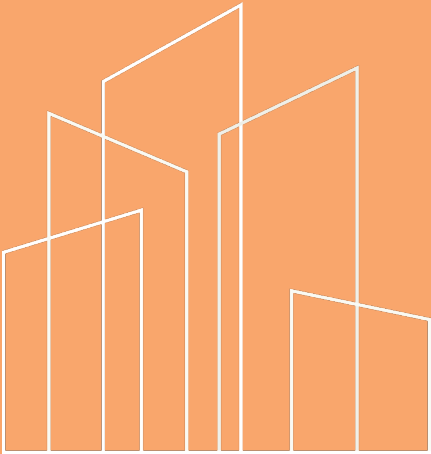


Using **prescribed fire**
to reduce wildfire

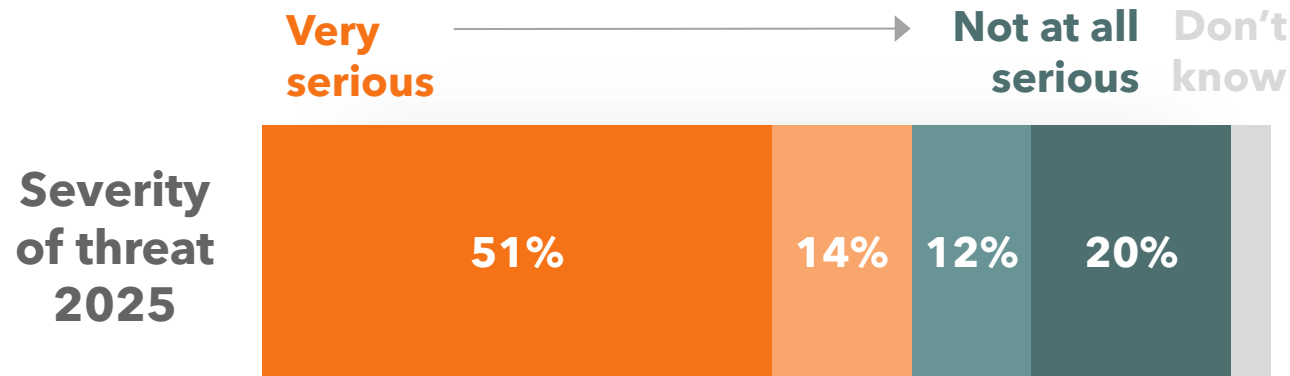


Logging trees
burned by wildfire

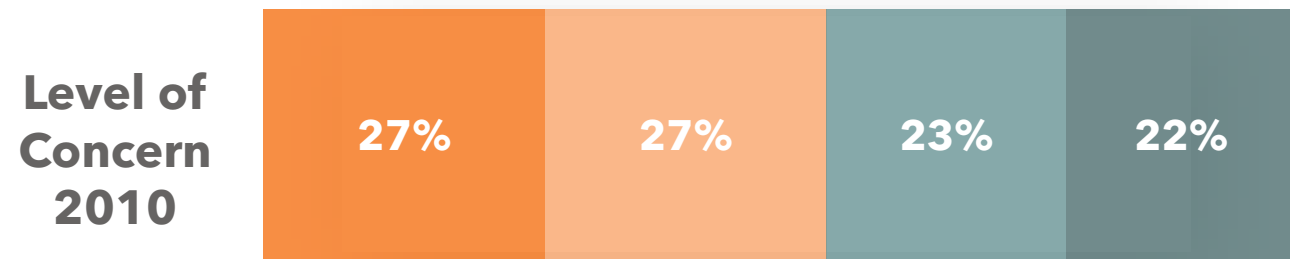
Carbon



Nearly 2 out of 3 Oregonians believe that global climate change is a serious threat to the health of Oregon's forests.



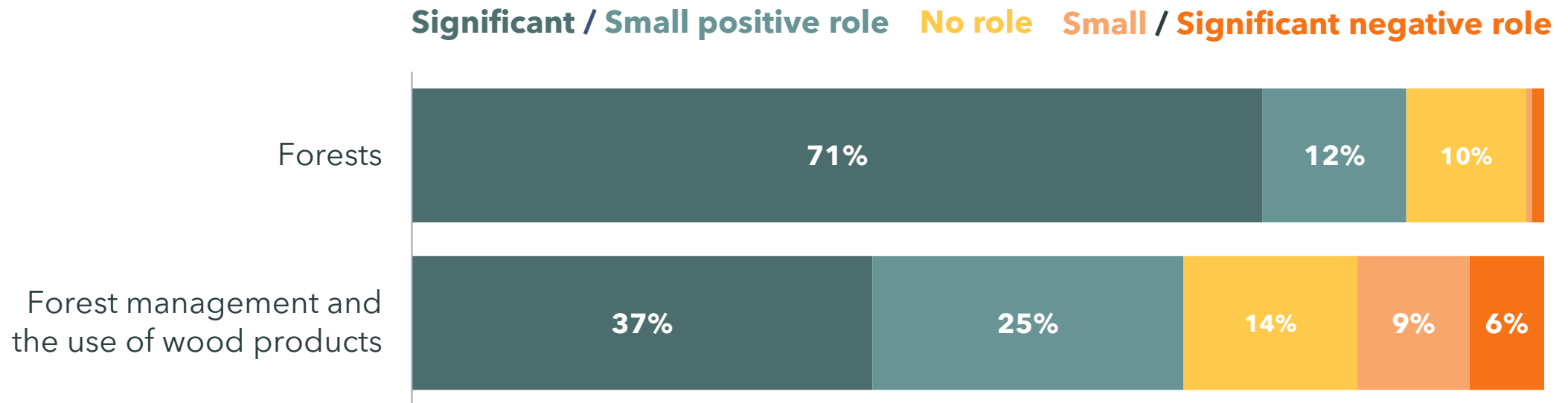
Believe that global climate change is a **very/somewhat** serious threat to the health of Oregon's forests.



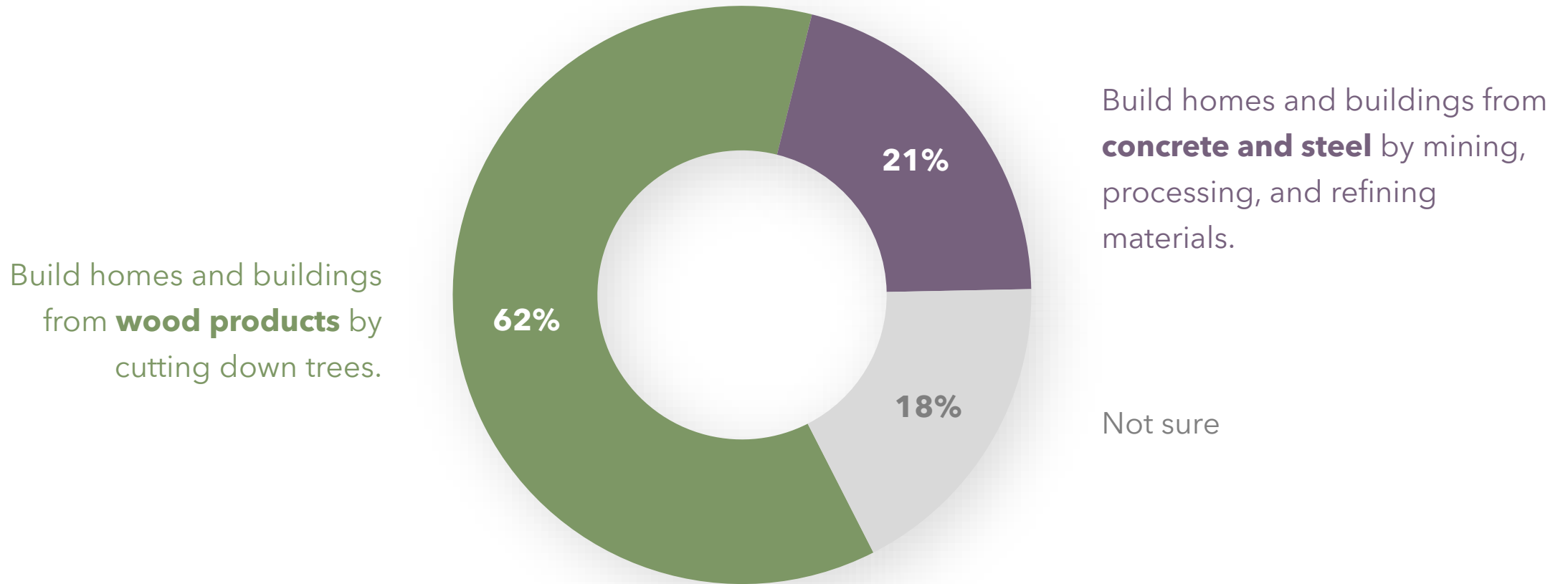
Are **very/somewhat** concerned about the potential for global climate change to affect Oregon's forests.

Oregonians view forests as having a bigger role in the solution to climate change than forest management and wood products.

Role of Forests and Forest Management in the Solution to Climate Change

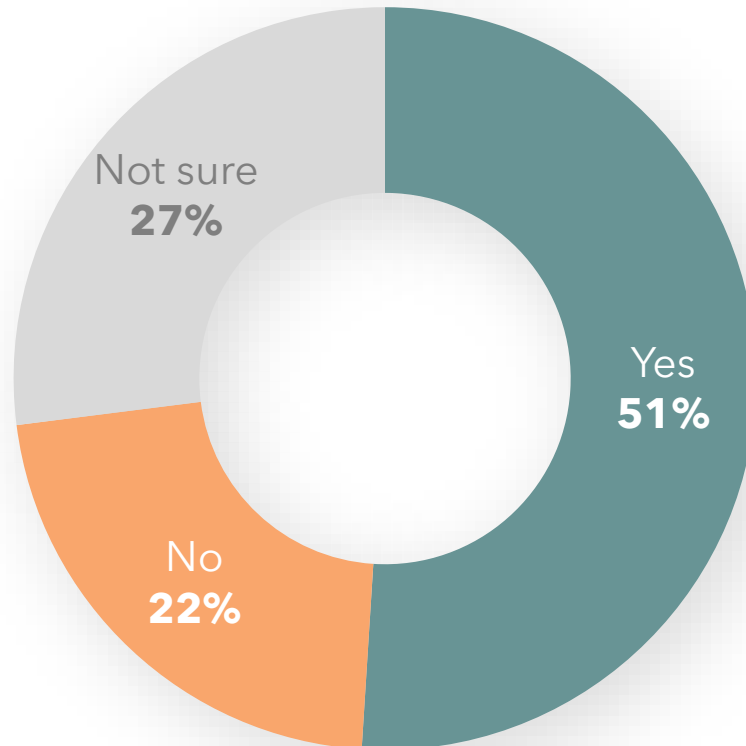


6 in 10 Oregonians believe that homes and buildings should be made of wood rather than concrete and steel products.



Half of Oregonians believe the positive impact of growing and using wood products outweigh the negatives, while over a quarter are unsure.

Do the positive impacts of growing and using wood products outweigh the negative impacts of logging and manufacturing?





Michelle Neiss

mneiss@dhmresearch.com

Anna Feldman

afeldman@dhmresearch.com

