Southeast Conference
Timber Industry
Communications Update

Willis Lyford, Porcaro Communications
September 18, 2013
No forests were harmed to make this table.
Distinctive furniture handmade from salvaged urban trees.

urban hardwoods

SEATTLE
2101 1st Ave
(206) 443-8099

SAN FRANCISCO
434 Post St
(415) 397-9563

LOS ANGELES
741 N. La Cienega Blvd
(424) 204-9802
Public Opinion Survey Overview

- Dittman Research fielded September 3–5, 2013
- Live interviewer telephone survey of 600 Alaskan residents age 18 or older
  - 400 interviews fielded statewide
  - 200 additional interviews (oversample) in Southeast
- 80% landline, 20% cellphones
- Representative sample by age, sex, geography, party affiliation
- Interviews averaged 18 minutes in length
- Margin of error for total sample is ±4.9% at 95% confidence interval
Alaska’s current economy...

- **Very strongly right direction**: 20%
- **Somewhat strongly right direction**: 49%
- **Somewhat strongly wrong direction**: 13%
- **Very strongly wrong direction**: 8%
- **Unsure**: 10%

<table>
<thead>
<tr>
<th></th>
<th>Very strongly right direction</th>
<th>Somewhat strongly right direction</th>
<th>Somewhat strongly wrong direction</th>
<th>Very strongly wrong direction</th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Southeast</td>
<td>19%</td>
<td>47%</td>
<td>11%</td>
<td>12%</td>
<td>11%</td>
</tr>
<tr>
<td>Other Alaska</td>
<td>20%</td>
<td>49%</td>
<td>13%</td>
<td>7%</td>
<td>11%</td>
</tr>
</tbody>
</table>
“…most important issue facing you and your family?”

[Top Mentions - Statewide]
- Cost of energy: 9%
- Cost of living: 8%
- Gasoline prices: 4%
- Jobs, unemployment: 13%
- Health insurance, health care: 7%
- Obamacare: 2%
- Education: 7%
- Economy: 5%
- Personal finances: 5%

21%

[Top Mentions - Southeast]
- Cost of living: 13%
- Cost of energy: 4%
- Gasoline prices: 2%
- Jobs, unemployment: 14%
- Health insurance, health care: 6%
- Obamacare: 3%
- Economy: 7%
- Gov’t interference - Obama, Feds: 5%
- Protecting environment: 5%

19%
### Favorability

#### Lisa Murkowski
- Very favorable: 24%
- Somewhat favorable: 39%
- Somewhat unfavorable: 15%
- Very unfavorable: 9%
- Unsure: 13%
- Net Favorability: 39%

#### Mark Begich
- Very favorable: 17%
- Somewhat favorable: 37%
- Somewhat unfavorable: 13%
- Very unfavorable: 17%
- Unsure: 16%
- Net Favorability: 24%

#### Don Young
- Very favorable: 19%
- Somewhat favorable: 32%
- Somewhat unfavorable: 13%
- Very unfavorable: 18%
- Unsure: 18%
- Net Favorability: 20%

#### Sean Parnell
- Very favorable: 15%
- Somewhat favorable: 31%
- Somewhat unfavorable: 14%
- Very unfavorable: 20%
- Unsure: 20%
- Net Favorability: 12%

#### The Federal Government
- Very favorable: 6%
- Somewhat favorable: 39%
- Somewhat unfavorable: 25%
- Very unfavorable: 23%
- Unsure: 7%
- Net Favorability: (3%)

#### Barack Obama
- Very favorable: 16%
- Somewhat favorable: 22%
- Somewhat unfavorable: 17%
- Very unfavorable: 40%
- Unsure: 5%
- Net Favorability: (19%)
Alaska Industry Favorability

<table>
<thead>
<tr>
<th>Industry</th>
<th>Very favorable</th>
<th>Somewhat favorable</th>
<th>Somewhat unfavorable</th>
<th>Very unfavorable</th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fishing</td>
<td>66%</td>
<td>26%</td>
<td>5%</td>
<td>2%</td>
<td>86%</td>
</tr>
<tr>
<td>Tourism</td>
<td>53%</td>
<td>32%</td>
<td>4%</td>
<td>8%</td>
<td>78%</td>
</tr>
<tr>
<td>Timber</td>
<td>30%</td>
<td>43%</td>
<td>13%</td>
<td>10%</td>
<td>56%</td>
</tr>
<tr>
<td>Oil &amp; Gas</td>
<td>43%</td>
<td>32%</td>
<td>12%</td>
<td>10%</td>
<td>53%</td>
</tr>
<tr>
<td>Mining</td>
<td>26%</td>
<td>37%</td>
<td>17%</td>
<td>15%</td>
<td>5%</td>
</tr>
<tr>
<td>Environmental</td>
<td>20%</td>
<td>35%</td>
<td>16%</td>
<td>18%</td>
<td>11%</td>
</tr>
</tbody>
</table>

* “Environmental groups” was asked in previous battery of questions but on same scale.
Condition of Alaska’s timber industry

“As far as you know, is Alaska’s timber industry thriving, stable, in decline, or non-existent?”

<table>
<thead>
<tr>
<th>Condition</th>
<th>Southeast</th>
<th>Other Alaska</th>
<th>18-29 years</th>
<th>30-44 years</th>
<th>45-59 years</th>
<th>60 years or older</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-existent</td>
<td>14%</td>
<td>10%</td>
<td>5%</td>
<td>10%</td>
<td>12%</td>
<td>14%</td>
</tr>
<tr>
<td>In decline</td>
<td>50%</td>
<td>38%</td>
<td>53%</td>
<td>39%</td>
<td>48%</td>
<td>58%</td>
</tr>
<tr>
<td>Stable</td>
<td>25%</td>
<td>32%</td>
<td>32%</td>
<td>32%</td>
<td>24%</td>
<td>15%</td>
</tr>
<tr>
<td>Thriving</td>
<td>5%</td>
<td>4%</td>
<td>5%</td>
<td>4%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Unsure</td>
<td>6%</td>
<td>16%</td>
<td>20%</td>
<td>15%</td>
<td>13%</td>
<td>11%</td>
</tr>
</tbody>
</table>

Awareness of industry’s condition greatest in Southeast and increases with age and engagedness.
"Support or oppose the timber industry in Southeast Alaska?"

<table>
<thead>
<tr>
<th>Opinion</th>
<th>Strongly support</th>
<th>Somewhat support</th>
<th>Somewhat oppose</th>
<th>Strongly oppose</th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support</td>
<td>29%</td>
<td>43%</td>
<td>12%</td>
<td>5%</td>
<td>11%</td>
</tr>
<tr>
<td>Oppose</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Demographics</th>
<th>Strongly support</th>
<th>Somewhat support</th>
<th>Somewhat oppose</th>
<th>Strongly oppose</th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Southeast</td>
<td>44%</td>
<td>32%</td>
<td>9%</td>
<td>9%</td>
<td>6%</td>
</tr>
<tr>
<td>Other Alaska</td>
<td>26%</td>
<td>45%</td>
<td>12%</td>
<td>5%</td>
<td>12%</td>
</tr>
<tr>
<td>18-29 years</td>
<td>16%</td>
<td>48%</td>
<td>18%</td>
<td>5%</td>
<td>13%</td>
</tr>
<tr>
<td>30-44 years</td>
<td>30%</td>
<td>44%</td>
<td>9%</td>
<td>6%</td>
<td>11%</td>
</tr>
<tr>
<td>45-59 years</td>
<td>32%</td>
<td>41%</td>
<td>12%</td>
<td>3%</td>
<td>12%</td>
</tr>
<tr>
<td>60 years or older</td>
<td>35%</td>
<td>40%</td>
<td>9%</td>
<td>7%</td>
<td>9%</td>
</tr>
<tr>
<td>Democrat</td>
<td>25%</td>
<td>40%</td>
<td>11%</td>
<td>6%</td>
<td>18%</td>
</tr>
<tr>
<td>Republican</td>
<td>44%</td>
<td>42%</td>
<td>13%</td>
<td>6%</td>
<td>13%</td>
</tr>
<tr>
<td>Non-Partisan</td>
<td>18%</td>
<td>50%</td>
<td>13%</td>
<td>6%</td>
<td>7%</td>
</tr>
<tr>
<td>Undeclared</td>
<td>23%</td>
<td>44%</td>
<td>18%</td>
<td>7%</td>
<td>8%</td>
</tr>
<tr>
<td>Other</td>
<td>33%</td>
<td>41%</td>
<td>14%</td>
<td>2%</td>
<td>10%</td>
</tr>
<tr>
<td>Not registered</td>
<td>32%</td>
<td>40%</td>
<td>6%</td>
<td>20%</td>
<td></td>
</tr>
</tbody>
</table>

Broad support across all demographics.

Strongest support among Southeast residents and Republicans.
"Why do you support/oppose timber?"

[Statewide Results]

**Comments in Support**
- Jobs/employment: 28%
- Supports economy: 12%
- It's renewable: 6%
- Support as long as it's managed properly: 5%
- Need timber products: 5%
- It's done sustainably/well managed: 4%
- Generally support - non-specific: 4%
- Personal experience: 3%
- Abundance of timber: 3%
- Pro-resource development: 3%
- Management necessary - fires, beetle kill, etc: 2%
- Diverse economy: 2%
- Unsure: 5%

**Comments in Opposition**
- Hurts wildlife, habitat, fish, environment: 6%
- Poor practices - not done sustainably: 6%
- Don't like cutting trees, looks bad: 2%
- Generally oppose - non-specific: 1%
- Expensive, subsidized: 1%
- Miscellaneous: 2%

33% in Southeast
“Do you mostly support or oppose the timber harvesting that is taking place in other parts of the United States?”

Support 68%
Oppose 17%
Unsure 15%

Support/Oppose Timber in Lower 48

<table>
<thead>
<tr>
<th>Support/ Oppose Alaska’s Timber Industry</th>
<th>Support</th>
<th>Oppose</th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly support</td>
<td>86%</td>
<td>2%</td>
<td>12%</td>
</tr>
<tr>
<td>Somewhat support</td>
<td>81%</td>
<td>9%</td>
<td>10%</td>
</tr>
<tr>
<td>Somewhat oppose</td>
<td>31%</td>
<td>53%</td>
<td>16%</td>
</tr>
<tr>
<td>Strongly oppose</td>
<td>39%</td>
<td>55%</td>
<td>6%</td>
</tr>
<tr>
<td>Unsure</td>
<td>22%</td>
<td>27%</td>
<td>51%</td>
</tr>
</tbody>
</table>

“Not in my backyard”
Economic Impact

“How important would you say the timber industry is for job creation and local economies in Southeast Alaska?”

- Very important: 40%
- Somewhat important: 43%
- Not too important: 9%
- Not at all important: 1%
- Unsure: 7%

Local economic importance...

<table>
<thead>
<tr>
<th>Support/Oppose Alaska’s Timber Industry</th>
<th>Very important</th>
<th>Somewhat important</th>
<th>Not too important</th>
<th>Not at all important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly support</td>
<td>77%</td>
<td>19%</td>
<td>2%</td>
<td>0%</td>
</tr>
<tr>
<td>Somewhat support</td>
<td>32%</td>
<td>57%</td>
<td>5%</td>
<td>1%</td>
</tr>
<tr>
<td>Somewhat oppose</td>
<td>18%</td>
<td>56%</td>
<td>14%</td>
<td>1%</td>
</tr>
<tr>
<td>Strongly oppose</td>
<td>10%</td>
<td>36%</td>
<td>34%</td>
<td>19%</td>
</tr>
<tr>
<td>Unsure</td>
<td>17%</td>
<td>36%</td>
<td>19%</td>
<td>0%</td>
</tr>
</tbody>
</table>
Agree/Disagree

- **Timber is a renewable resource**
  - Strongly agree: 60%
  - Somewhat agree: 28%
  - Somewhat disagree: 5%
  - Strongly disagree: 4%
  - Unsure: 4%

- **Timber harvesting in Alaska’s forests should increase as long as it is properly managed and can be done in a sustainable way**
  - Strongly agree: 57%
  - Somewhat agree: 29%
  - Somewhat disagree: 5%
  - Strongly disagree: 5%
  - Unsure: 4%

- **National environmental groups have too much influence on Alaska’s forest management policy**
  - Strongly agree: 36%
  - Somewhat agree: 21%
  - Somewhat disagree: 18%
  - Strongly disagree: 14%
  - Unsure: 11%

- **Old growth forests in Southeast Alaska should never be harvested**
  - Strongly agree: 17%
  - Somewhat agree: 22%
  - Somewhat disagree: 30%
  - Strongly disagree: 22%
  - Unsure: 9%

- **The timber industry cannot coexist with the fishing and tourism industries**
  - Strongly agree: 10%
  - Somewhat agree: 11%
  - Somewhat disagree: 30%
  - Strongly disagree: 44%
  - Unsure: 5%
Tying to ANWR

“...Do you believe the State of Alaska should be afforded more control in decisions like ANWR and forest management, or not?”

<table>
<thead>
<tr>
<th>Opinion of Alaska’s Timber Industry</th>
<th>More control</th>
<th>No</th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very favorable</td>
<td>82%</td>
<td>15%</td>
<td>3%</td>
</tr>
<tr>
<td>Somewhat favorable</td>
<td>72%</td>
<td>22%</td>
<td>6%</td>
</tr>
<tr>
<td>Somewhat unfavorable</td>
<td>49%</td>
<td>41%</td>
<td>10%</td>
</tr>
<tr>
<td>Very unfavorable</td>
<td>42%</td>
<td>55%</td>
<td>3%</td>
</tr>
<tr>
<td>Unsure</td>
<td>64%</td>
<td>27%</td>
<td>9%</td>
</tr>
</tbody>
</table>
“...Support or oppose efforts to establish 2 million acres of the Tongass as a State Forest managed by the State of Alaska?”

<table>
<thead>
<tr>
<th></th>
<th>Strongly support</th>
<th>Somewhat support</th>
<th>Somewhat oppose</th>
<th>Strongly oppose</th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly support</td>
<td>44%</td>
<td>26%</td>
<td>10%</td>
<td>12%</td>
<td>8%</td>
</tr>
<tr>
<td>Strongly support</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Somewhat support</td>
<td></td>
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<tr>
<td>Somewhat support</td>
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<tr>
<td>Somewhat oppose</td>
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</tr>
<tr>
<td>Somewhat oppose</td>
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</tr>
<tr>
<td>Strongly oppose</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Strongly oppose</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Unsure</td>
<td></td>
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</tr>
<tr>
<td>Unsure</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Democrat: 38% Strongly support, 60% Somewhat support, 35% Unsure
Republican: 40% Strongly support, 33% Somewhat support, 23% Unsure
Non-Partisan: 39% Strongly support, 23% Somewhat support, 7% Unsure
Undeclared: 55% Strongly support, 23% Somewhat support, 7% Unsure
Other: 39% Strongly support, 36% Somewhat support, 16% Unsure
Not registered: 39% Strongly support, 36% Somewhat support, 16% Unsure

Very conservative: 22% Strongly support, 5% Somewhat support, 7% Unsure
Somewhat conservative: 30% Strongly support, 12% Somewhat support, 5% Unsure
Moderate: 35% Strongly support, 11% Somewhat support, 9% Unsure
Somewhat liberal: 18% Strongly support, 15% Somewhat support, 8% Unsure
Very liberal: 25% Strongly support, 29% Somewhat support, 6% Unsure
Final Observations

- Politics has paralyzed the policy debate
- Roadless Rule = Jobless Rule
- SE Timber Industry the poster child for federal overreach