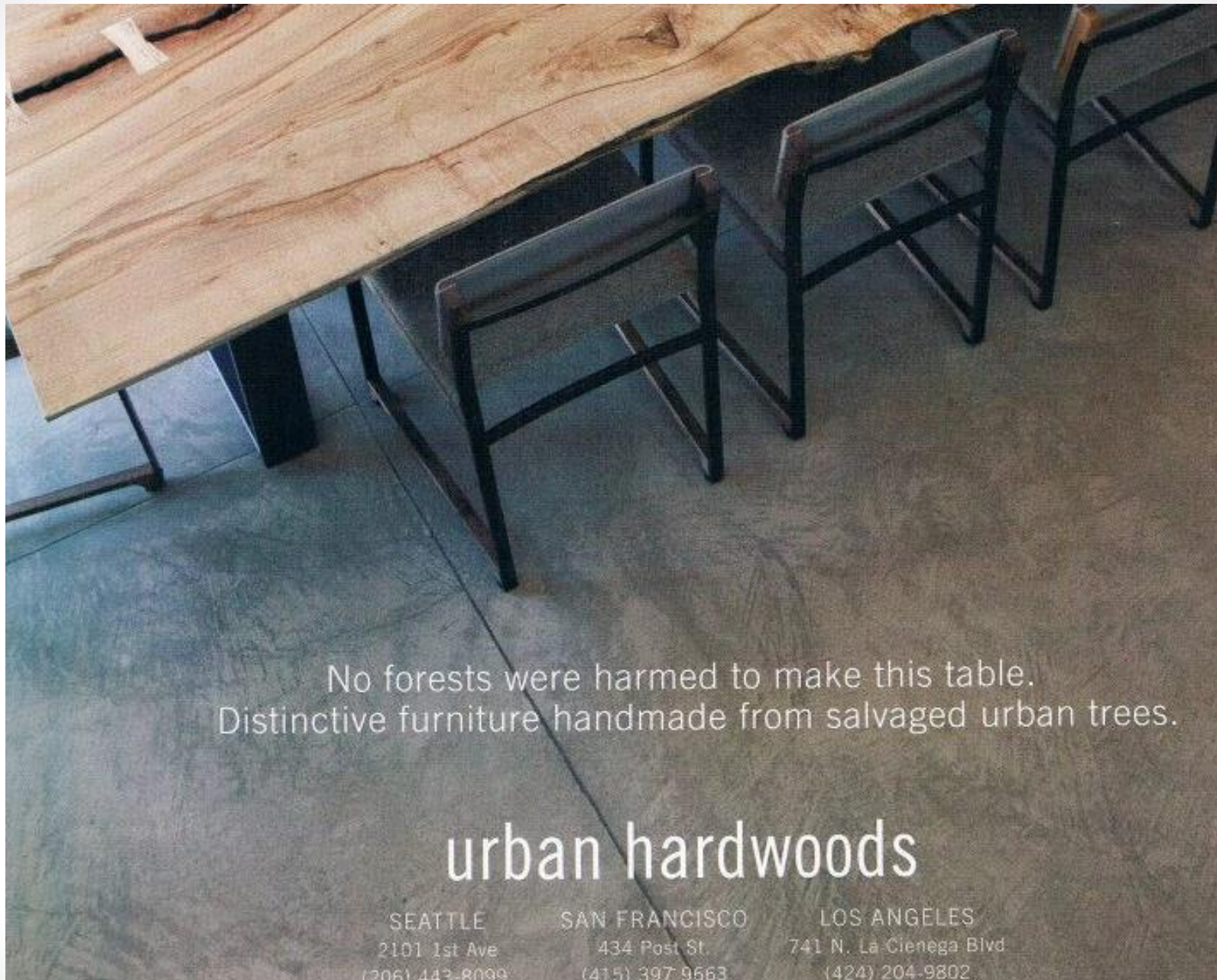


Southeast Conference Timber Industry Communications Update

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

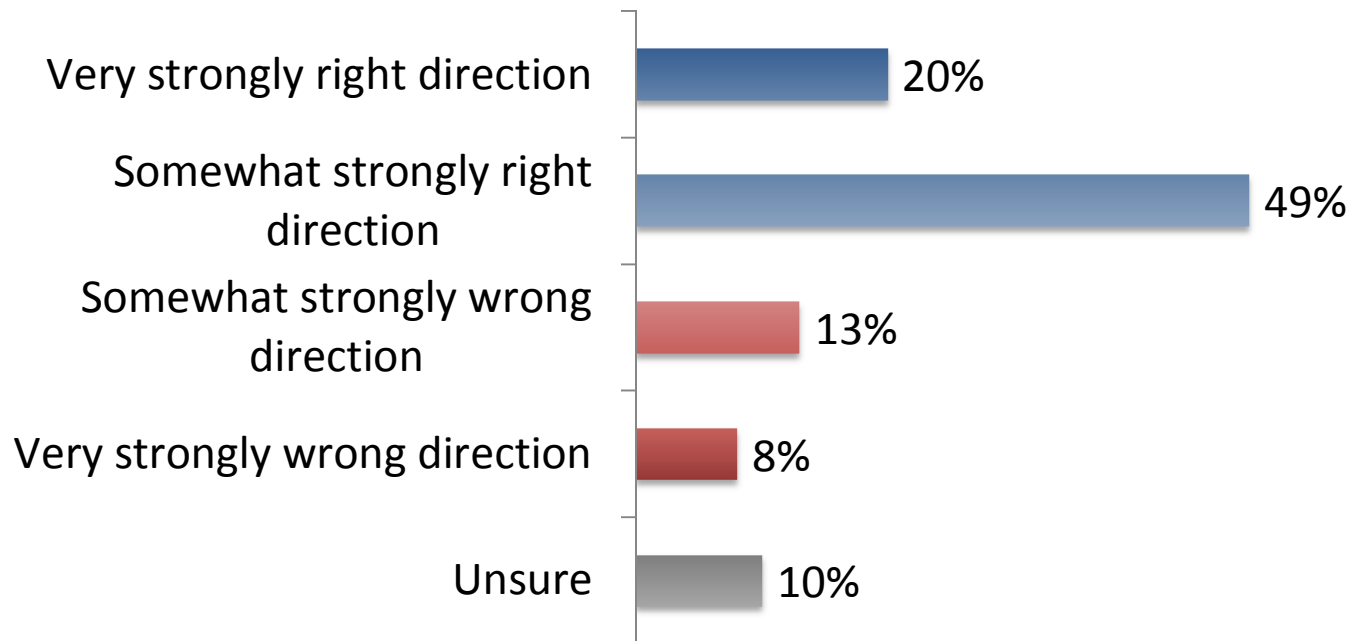
SAN FRANCISCO
434 Post St.
(415) 397-9563

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 $\pm 4.9\%$ at 95% confidence interval

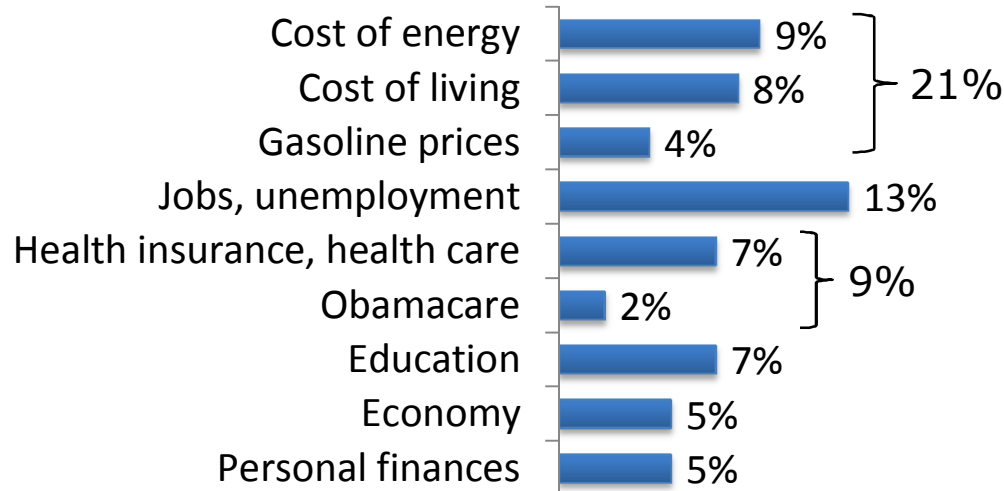
Alaska's current economy...



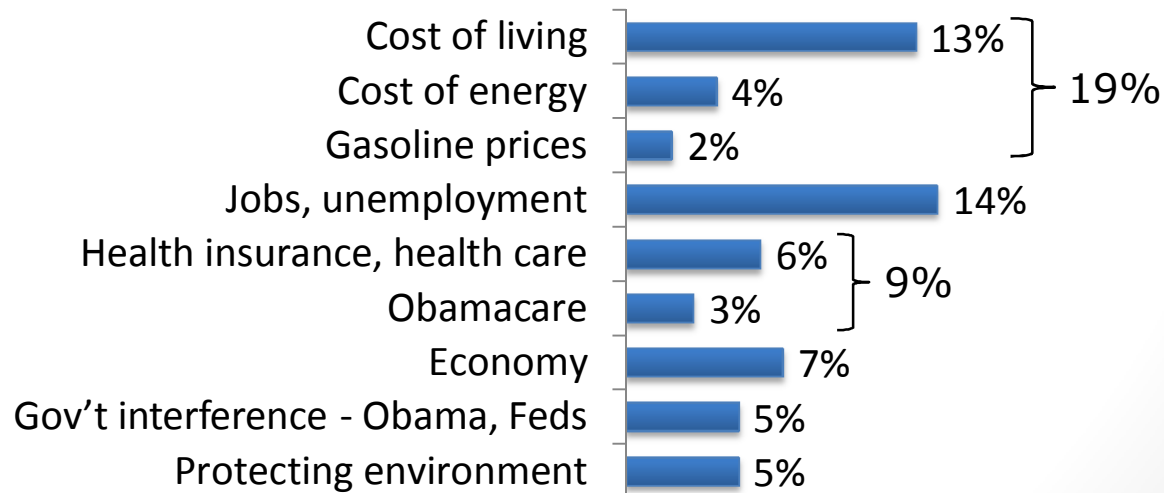
	Very strongly right direction	Somewhat strongly right direction	Somewhat strongly wrong direction	Very strongly wrong direction	Unsure
Southeast	19%	47%	11%	12%	11%
Other Alaska	20%	49%	13%	7%	11%

"...most important issue facing you and your family?"

[Top Mentions - Statewide]

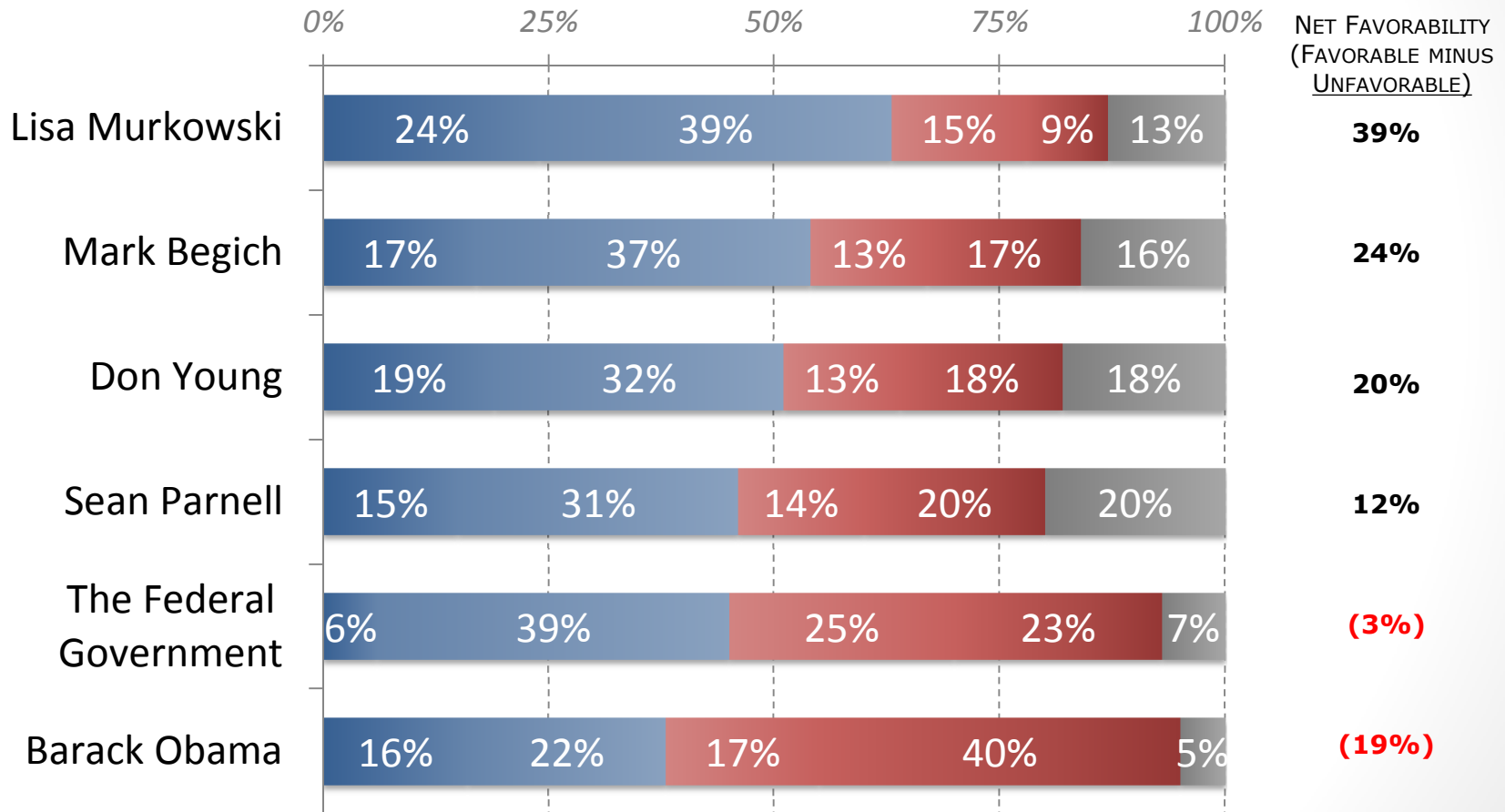


[Top Mentions - Southeast]



Favorability

■ Very favorable
 ■ Somewhat favorable
 ■ Somewhat unfavorable
 ■ Very unfavorable
 ■ Unsure





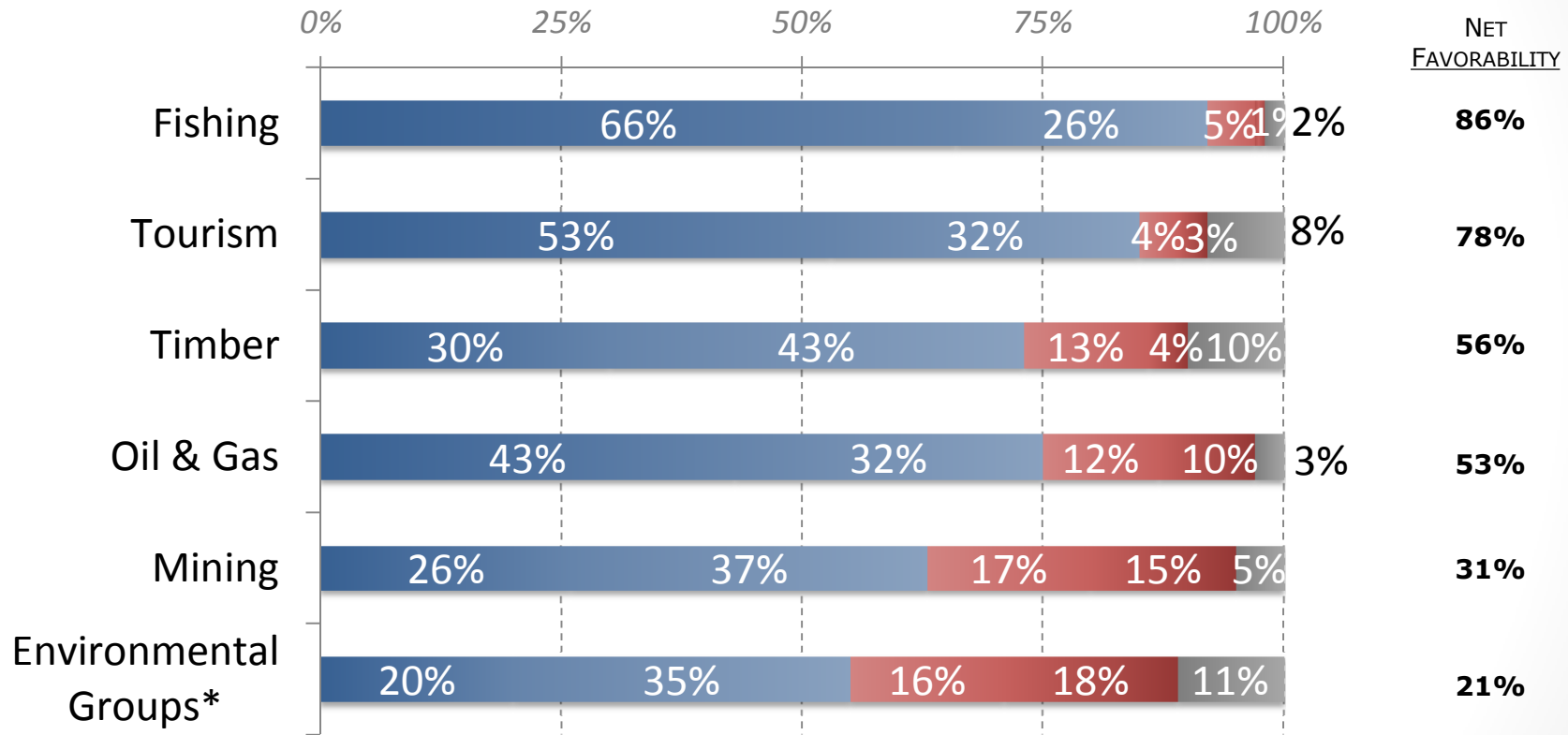






Alaska Industry Favorability

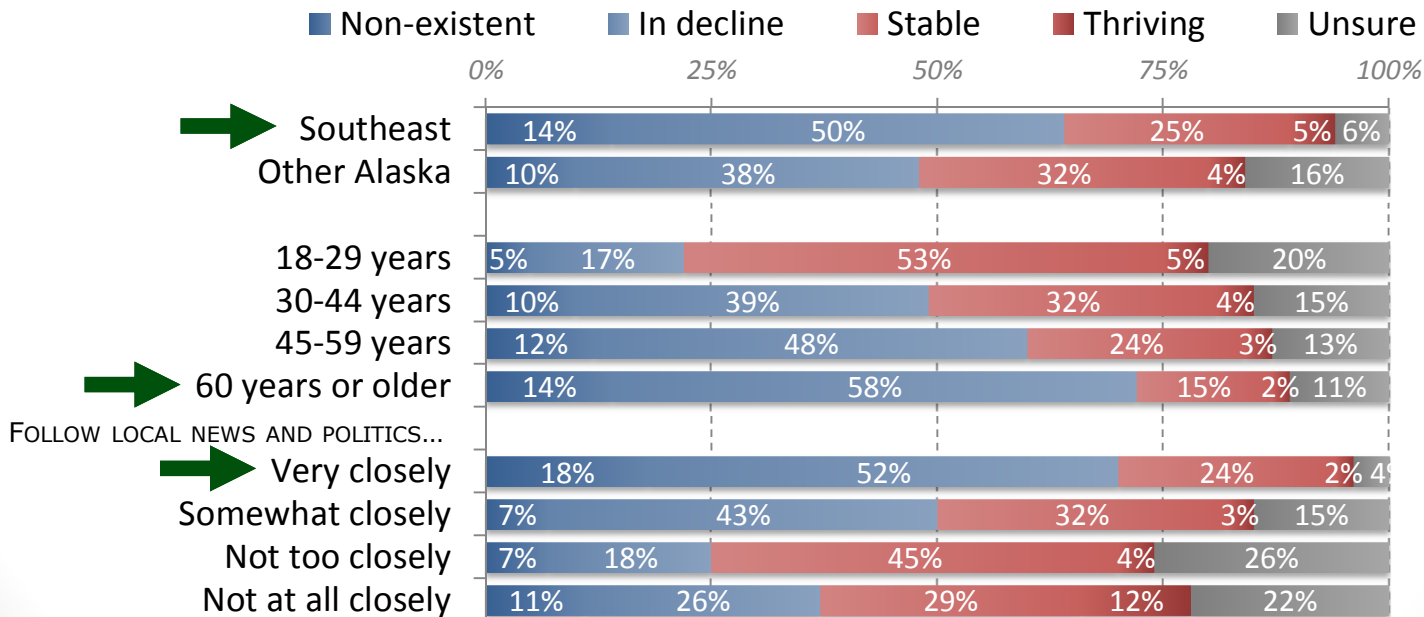
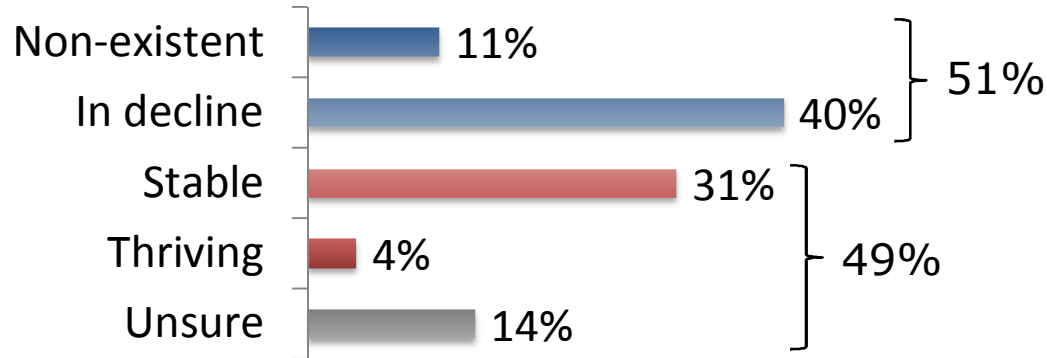
■ Very favorable
 ■ Somewhat favorable
 ■ Somewhat unfavorable
 ■ Very unfavorable
 ■ Unsure



* "Environmental groups" was asked in previous battery of questions but on same scale

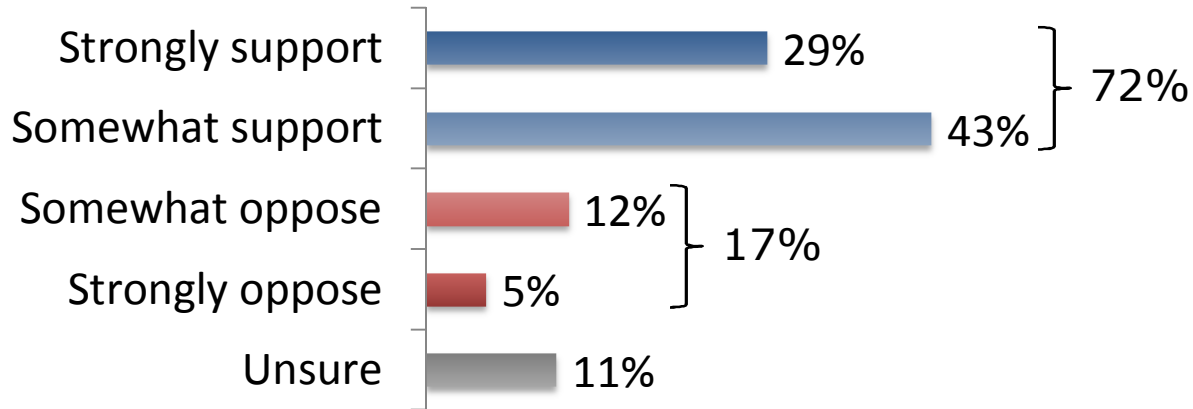
Condition of Alaska's timber industry

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

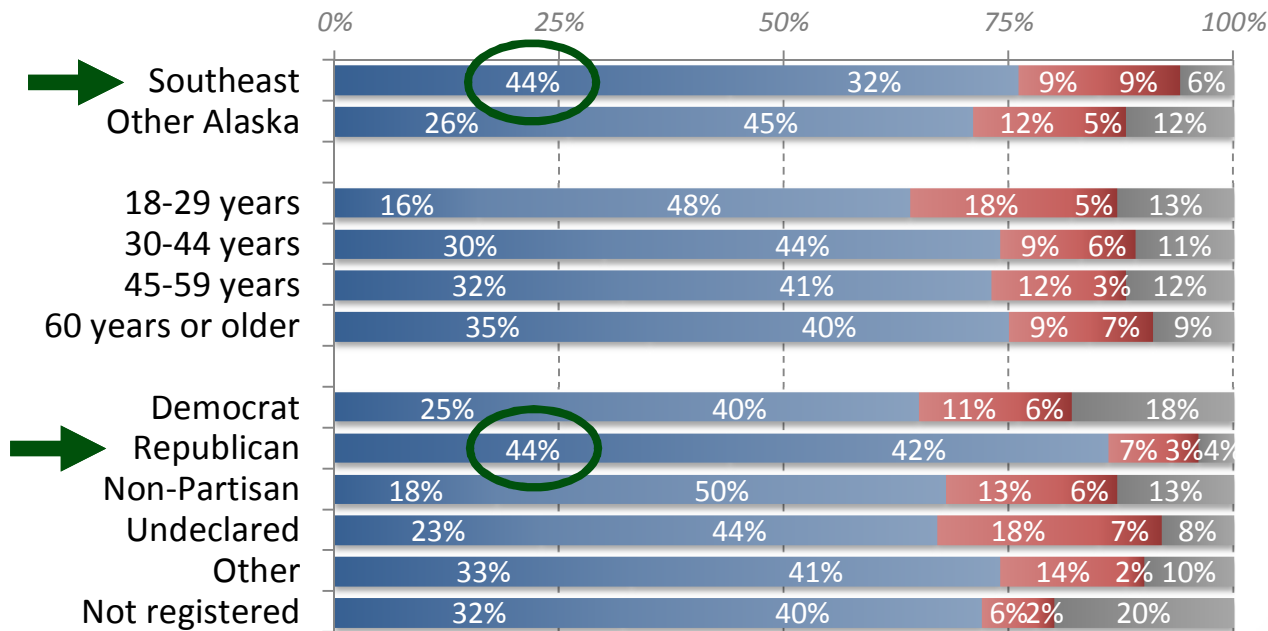


Awareness of industry's condition greatest in Southeast and increases with age and engagedness

“Support or oppose the timber industry in Southeast Alaska?”



■ Strongly support ■ Somewhat support ■ Somewhat oppose ■ Strongly oppose ■ Unsure

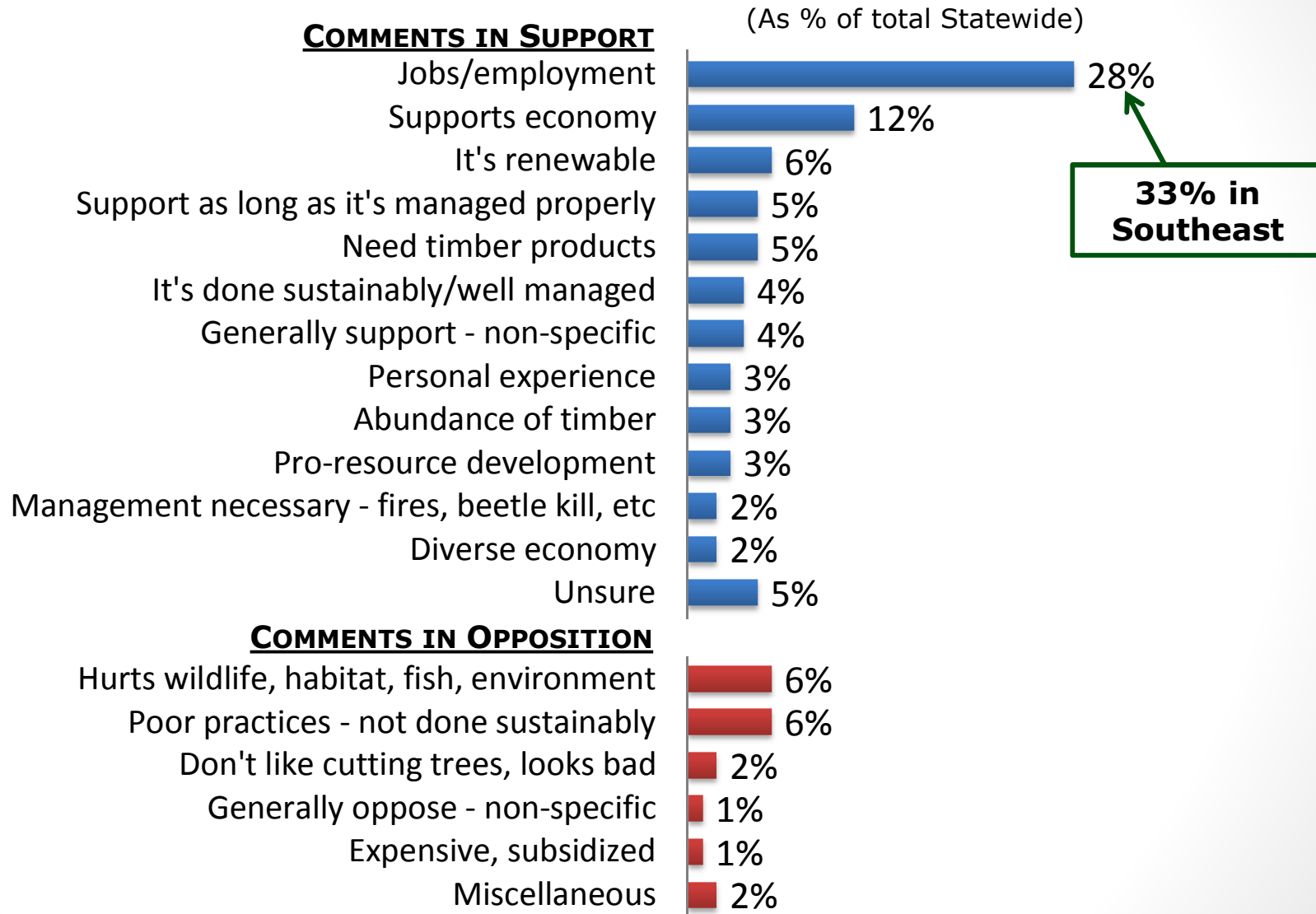


Broad support across all demographics.

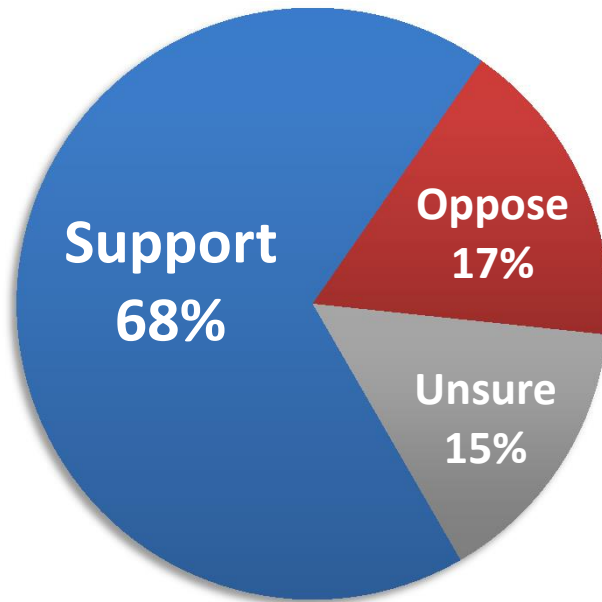
Strongest support among Southeast residents and Republicans.

“Why do you support/oppose timber?”

[Statewide Results]



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



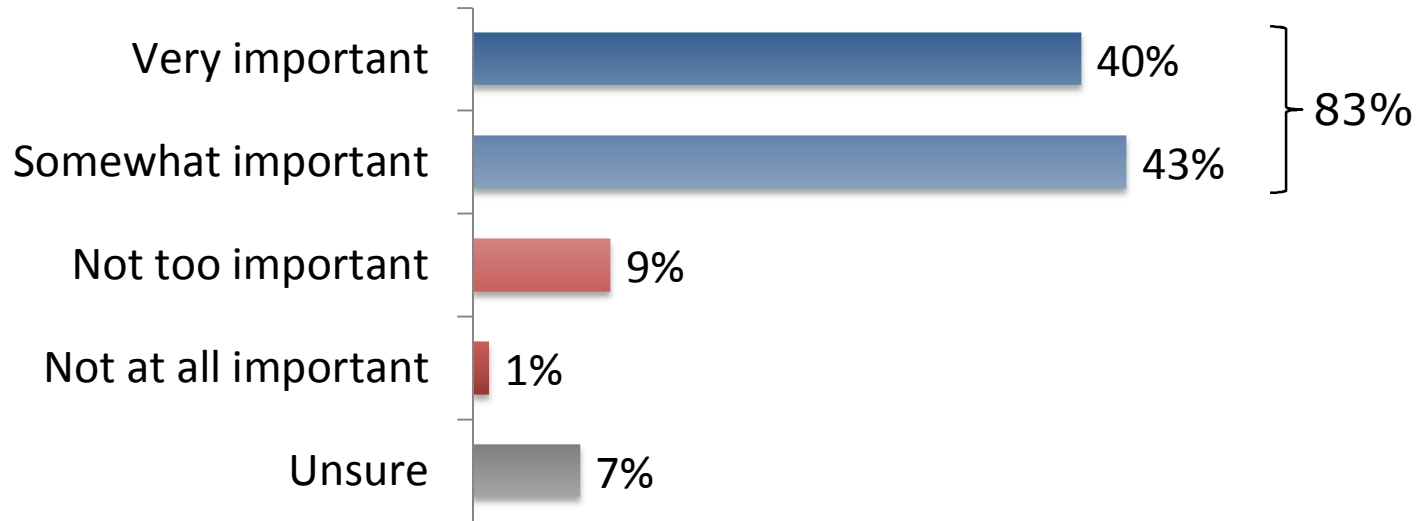
Support/Oppose Timber in Lower 48

	Support	Oppose	Unsure
Support/ Oppose Alaska's Timber Industry			
Strongly support	86%	2%	12%
Somewhat support	81%	9%	10%
Somewhat oppose	31%	53%	16%
Strongly oppose	39%	55%	6%
Unsure	22%	27%	51%

"Not in my backyard"

Economic Impact

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

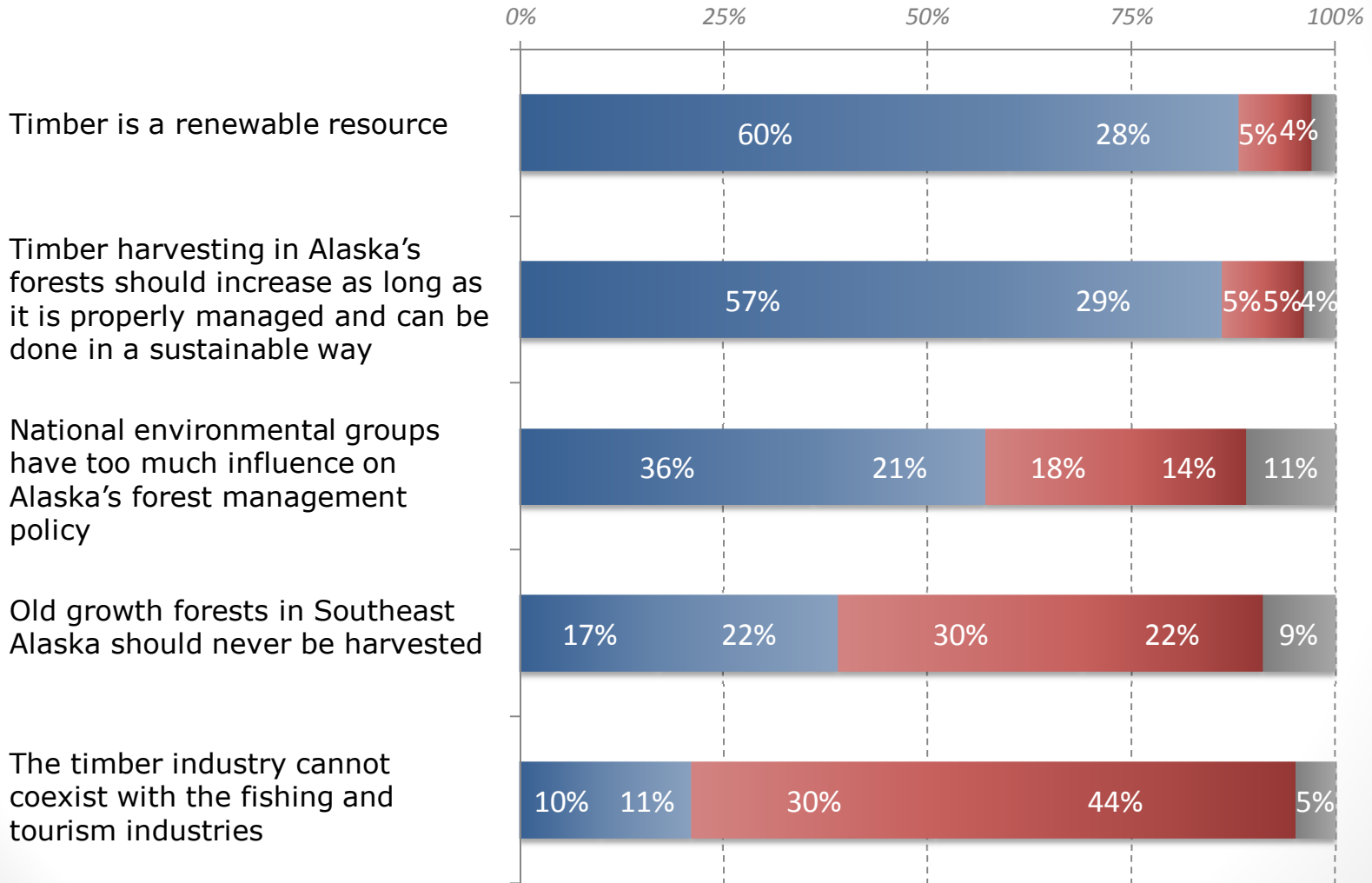


Local economic importance...

	Very important	Somewhat important	Not too important	Not at all important
Support/ Oppose Alaska's Timber Industry				
Strongly support	77%	19%	2%	0%
Somewhat support	32%	57%	5%	1%
Somewhat oppose	18%	56%	14%	1%
Strongly oppose	10%	36%	34%	19%
Unsure	17%	36%	19%	0%

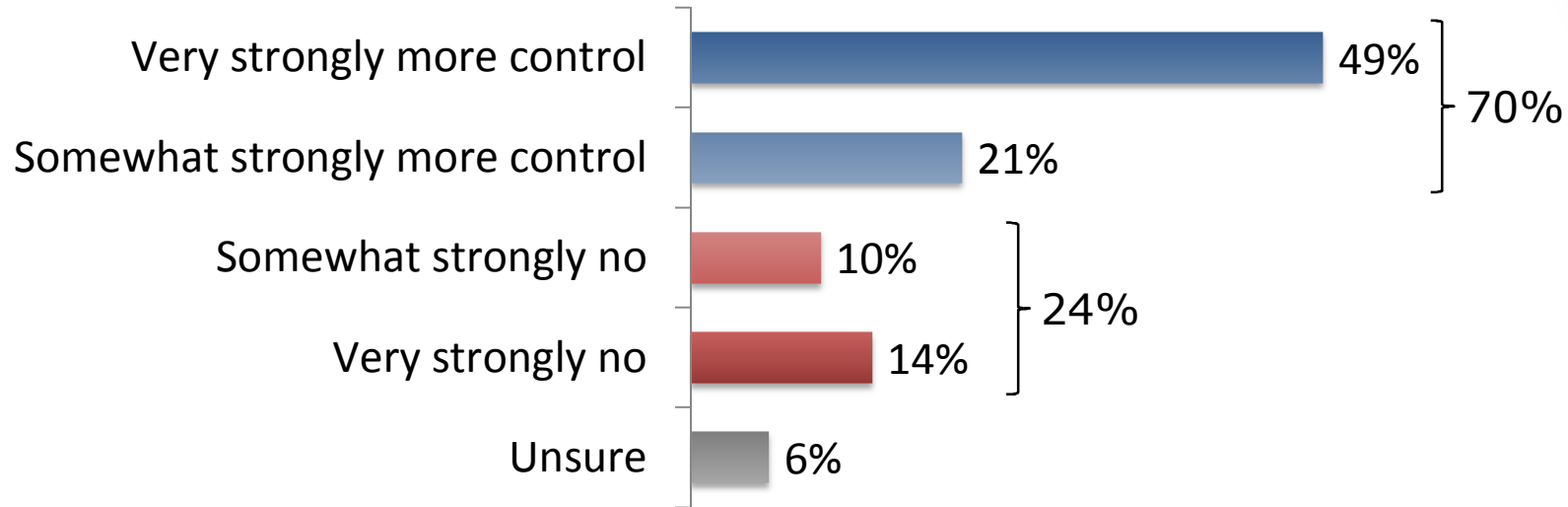
Agree/Disagree

■ Strongly agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Strongly disagree
 ■ Unsure



Tying to ANWR

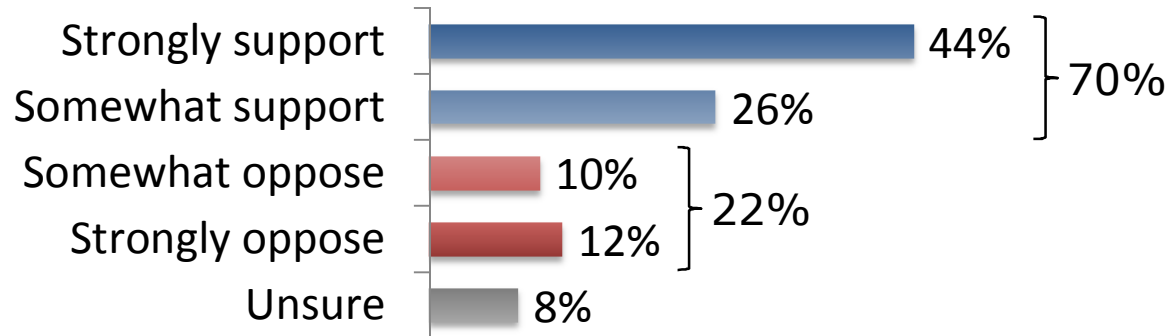
"...Do you believe the State of Alaska should be afforded more control in decisions like ANWR and forest management, or not?"



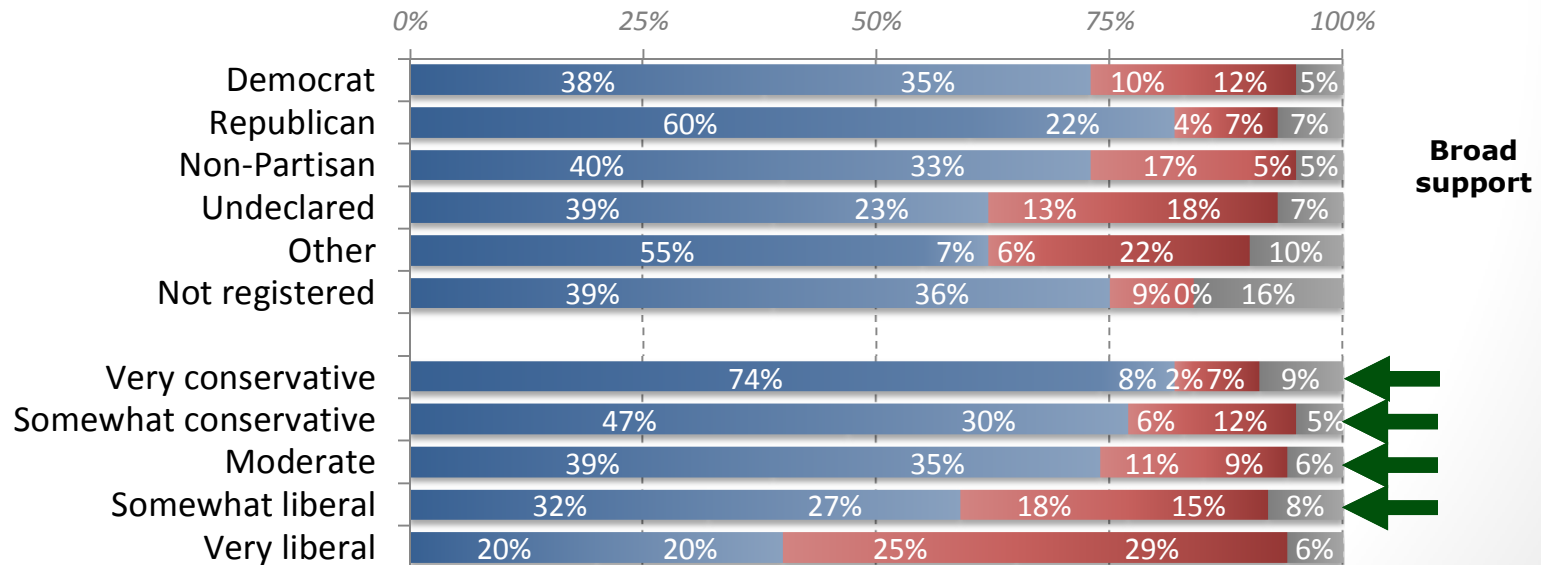
Opinion of Alaska's Timber Industry

	More control	No	Unsure
Very favorable	82%	15%	3%
Somewhat favorable	72%	22%	6%
Somewhat unfavorable	49%	41%	10%
Very unfavorable	42%	55%	3%
Unsure	64%	27%	9%

"...Support or oppose efforts to establish 2 million acres of the Tongass as a State Forest managed by the State of Alaska?"



■ Strongly support ■ Somewhat support ■ Somewhat oppose ■ Strongly oppose ■ Unsure



Final Observations

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