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Ancient Forest Presentation - June 4, 1993

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TO
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ANCIENT FOREST PRESENTATION

June 4, 1993

STRATEGIC OVERVIEW

Core Attitudes: Polarization and Balance

- Attitudes are polarized in the region. Voters overall split between protecting old growth forests and timber jobs (41 percent and 43 percent respectively). In Oregon, voters place more priority on protecting timber jobs (51 percent to 39 percent), while Washington voters place the higher priority on protecting the old growth forests (43 percent to 36 percent).
- However, overall, voters see this as a false choice. They know there is more at stake than owls. Moreover, only 15 percent attribute the loss of timber jobs to too stringent environmental laws. Voters place more blame on the industry's policies and economic practices of the past. One-quarter blame overcutting by timber companies, followed by politics and poor management by federal agencies (23 percent), and export of raw logs to Japan (18 percent).
- Voters expect additional timber job losses (55 percent), but they will accept that in return for a sustainable, diversified economy, and environment.
- Voters seek a balanced solution, view Clinton as likely to be on the side of balance, and assume his plan will be balanced.

Support for President Clinton's Plan

- Without additional information, 46 percent of voters favor the plan and only 24 percent are hard core opponents or believe it will cost jobs.
- Upon explanation, support surges to 79 percent (37 percent strongly favor) and holds at 68 percent under tough attack. Voters favor a plan that balances the interests of loggers, fishermen, the forests, and communities; that puts management of forests back in the hands of scientists; and that includes economic transition and retraining of workers.

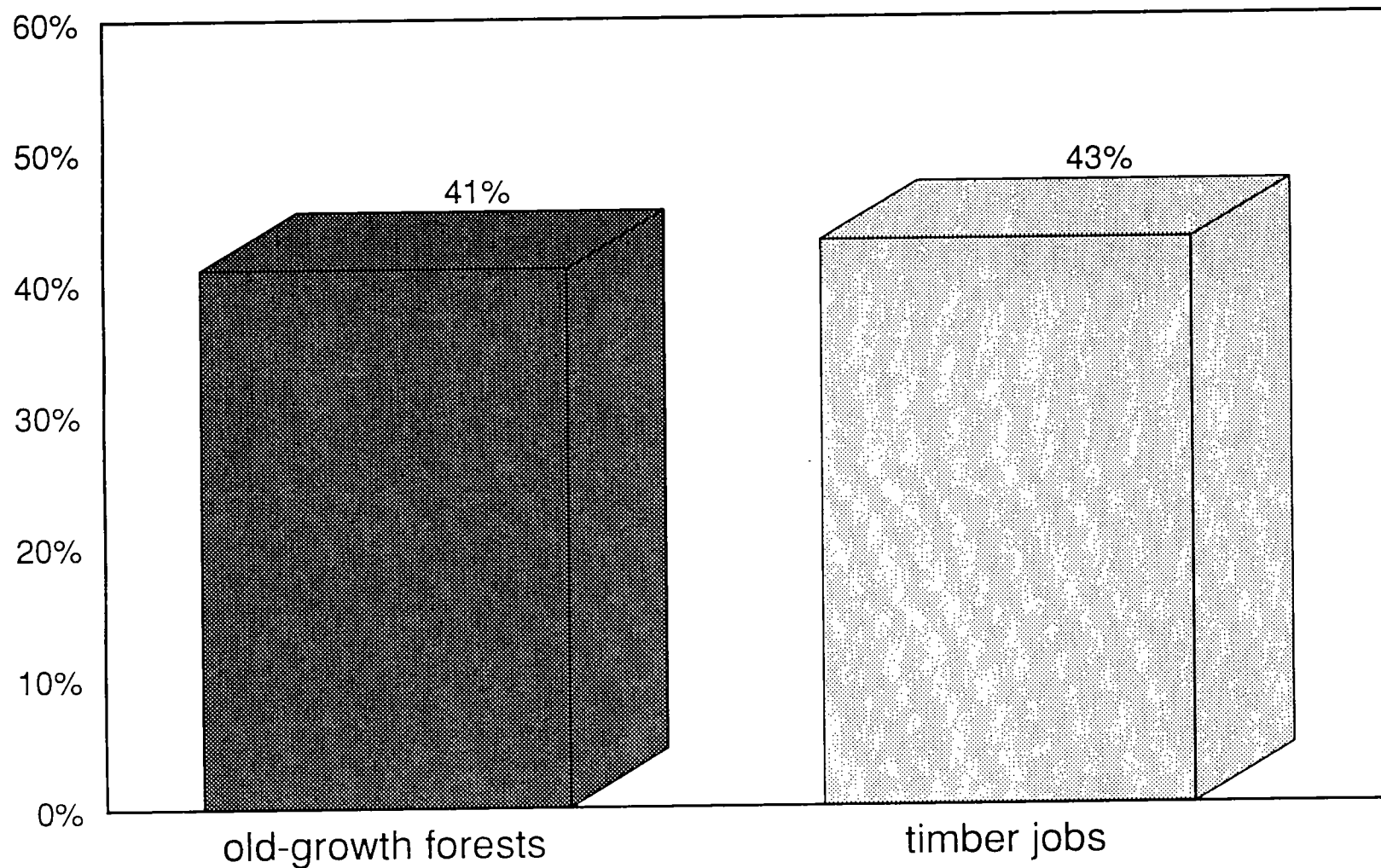
- Initially, two-thirds of Clinton voters imagine they support the President's plan and Perot voters split. After the plan has been described and attacked, 81 percent of Clinton voters support the plan and 60 percent of Perot voters agree.

Sustainable Economy and Economic Transition

- Voters want to protect the environment and develop a sustainable economy. They respond strongly to an economic argument from the President that talks about a sustainable economy and economic transition. Voters find most convincing (75 percent convincing, 31 percent very convincing) an argument from President Clinton that we can't go back to the timber cut boom of the past, but to provide a sustainable harvest, long-term jobs, and economic transition assistance and programs. By a 4 to 1 margin this argument also makes them feel personally more favorable to Clinton.

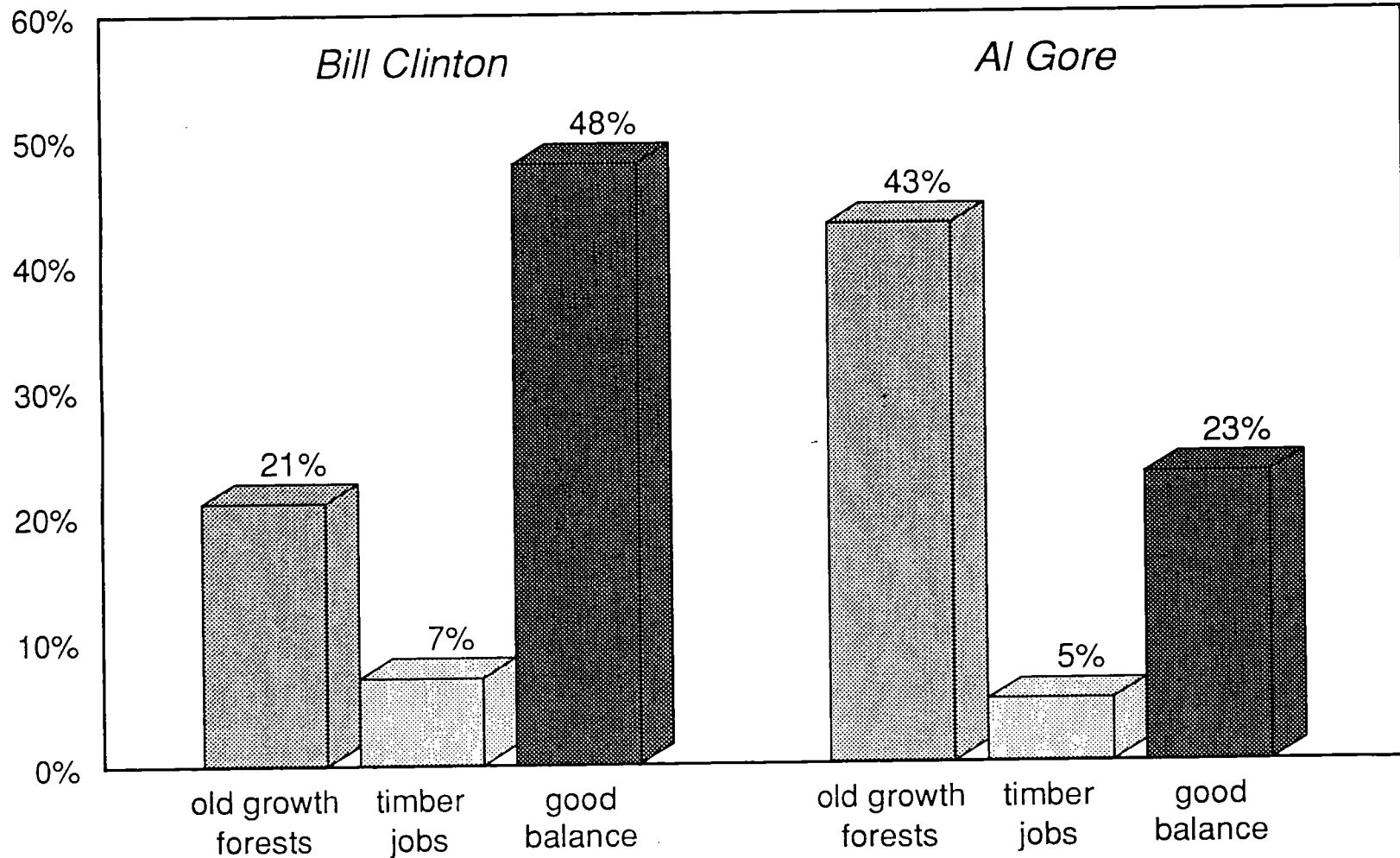
Attitudes on Forest Issues Are Polarized in the Region

Which is the most important to protect?



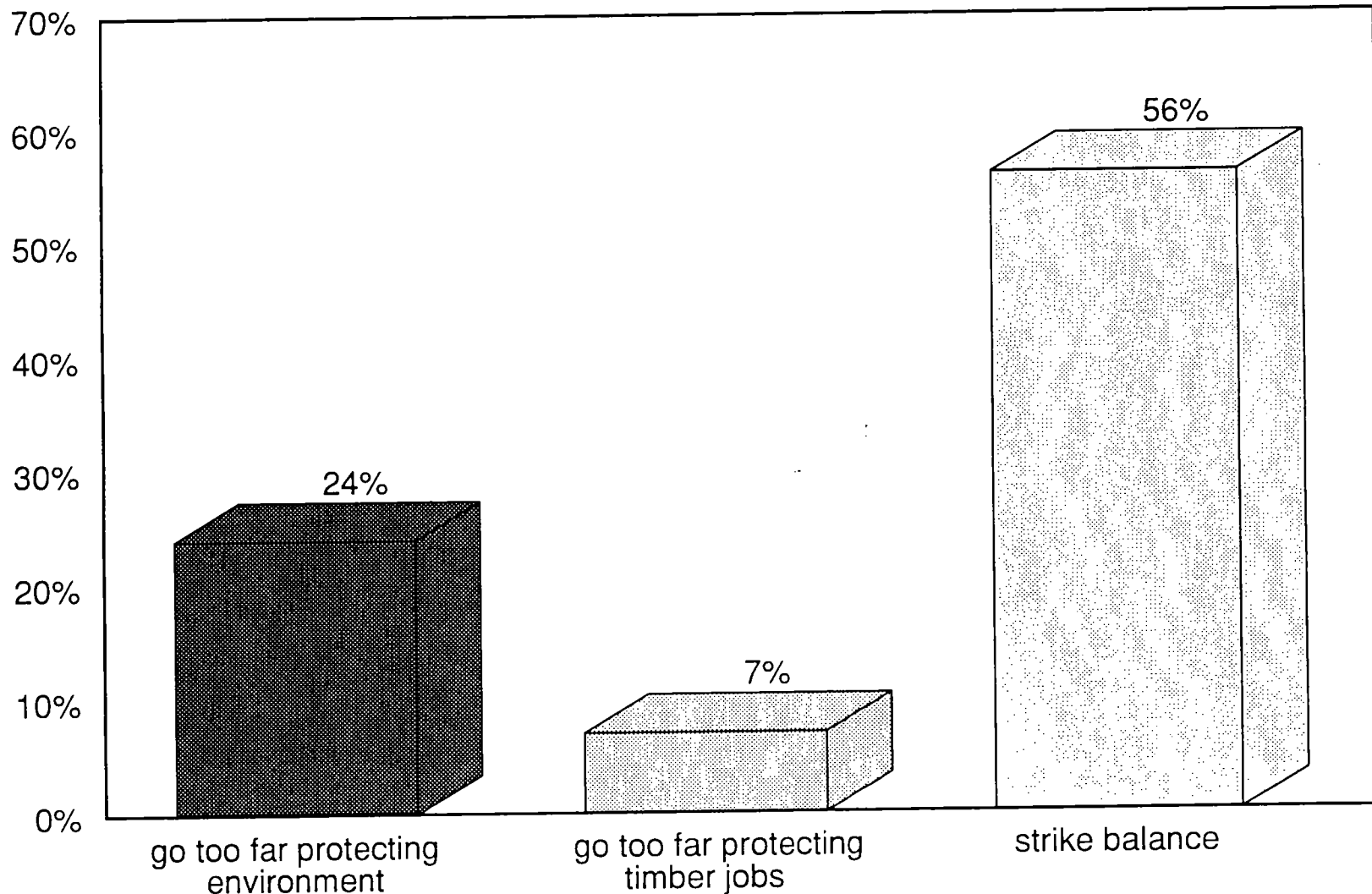
Clinton Is Perceived to be Balanced/ Gore Pro-Environment

Which does Bill Clinton/Al put more priority on?



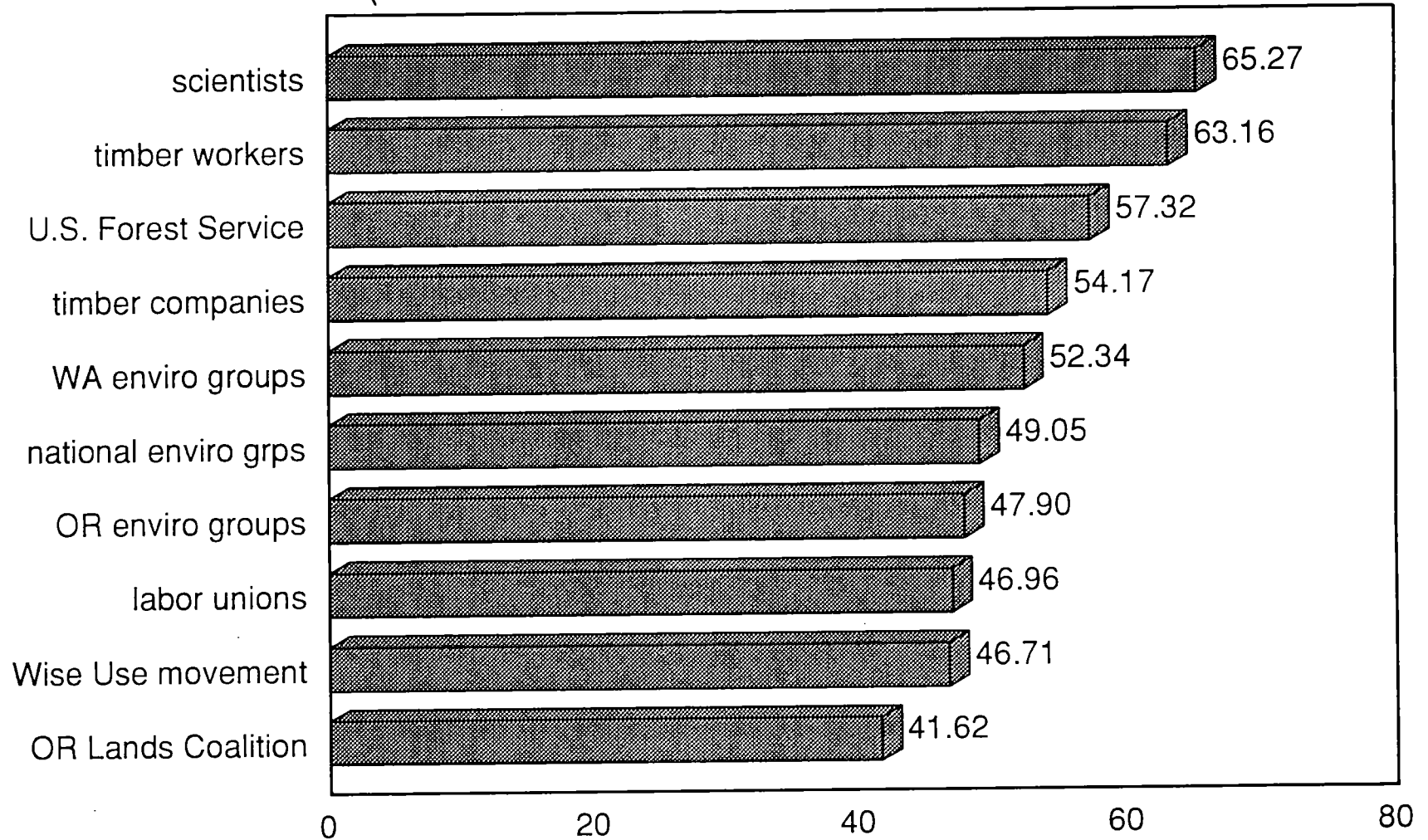
Voters See Clinton's Plan as Striking a Balance

Bill Clinton's forest management plan will...



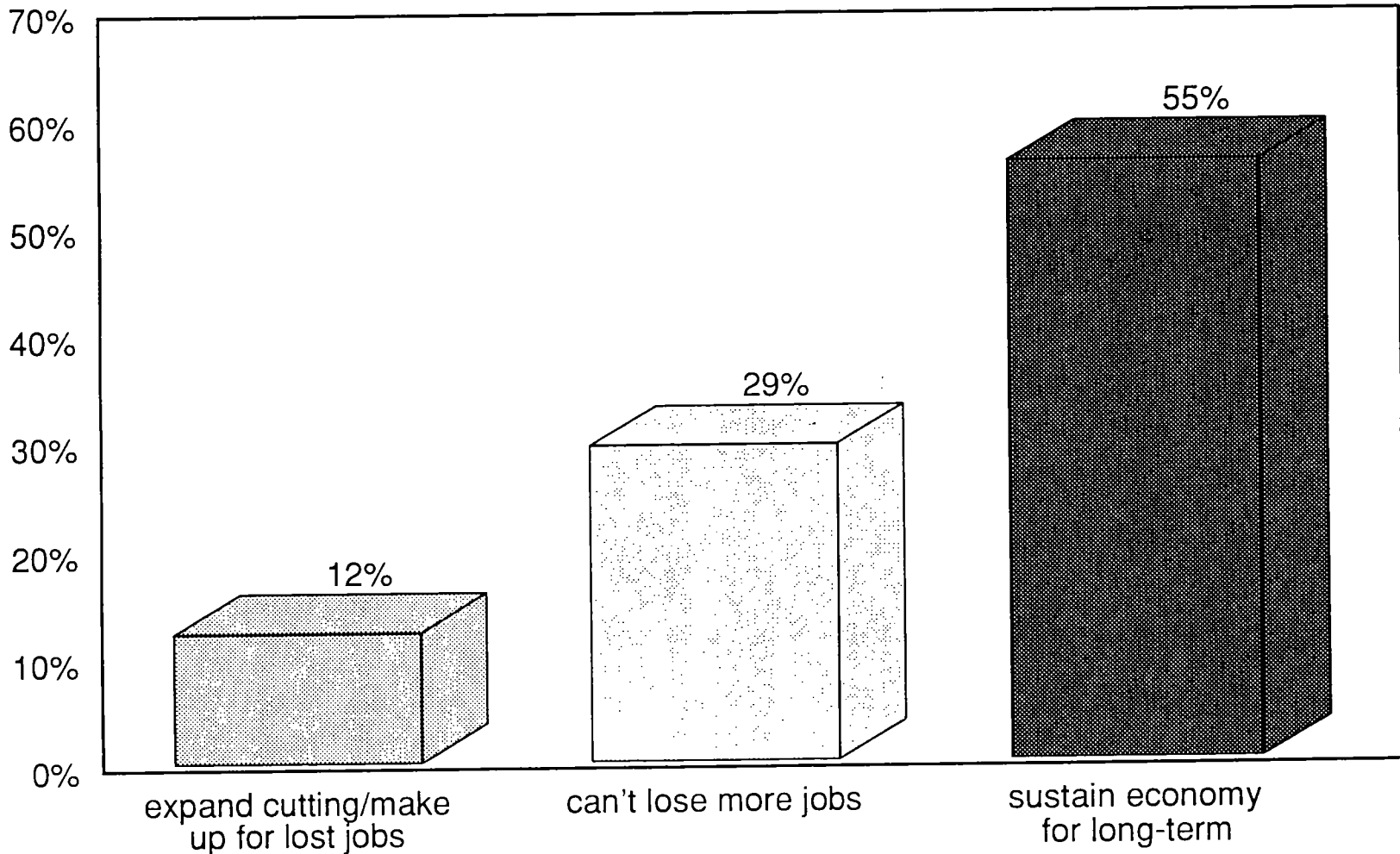
Favorability of Actors in the Debate

(mean score on a 0 to 100 scale)



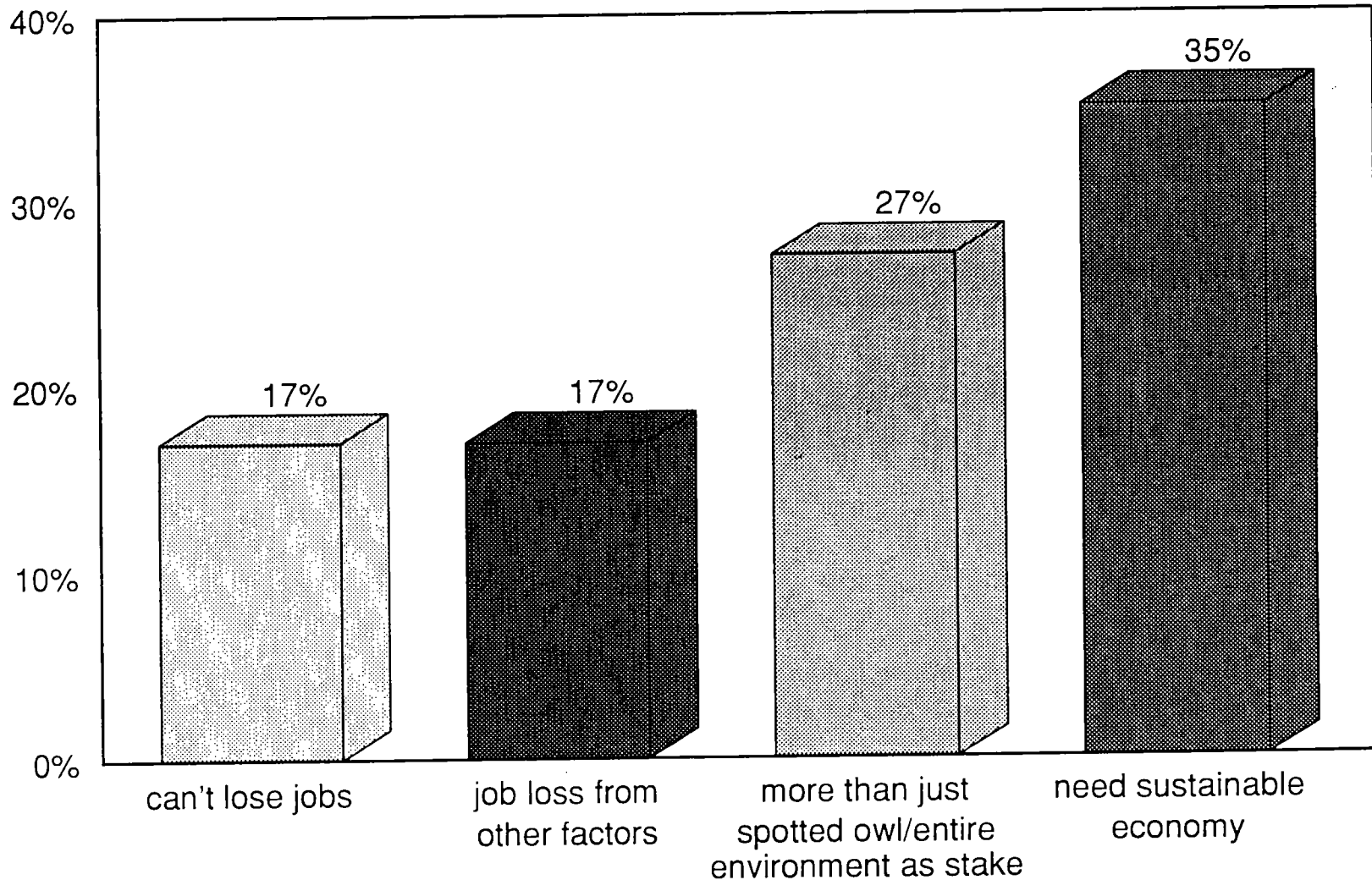
Sustained Economic Growth Is More Important Than Short-term Job Considerations

Which is closer to your own view?



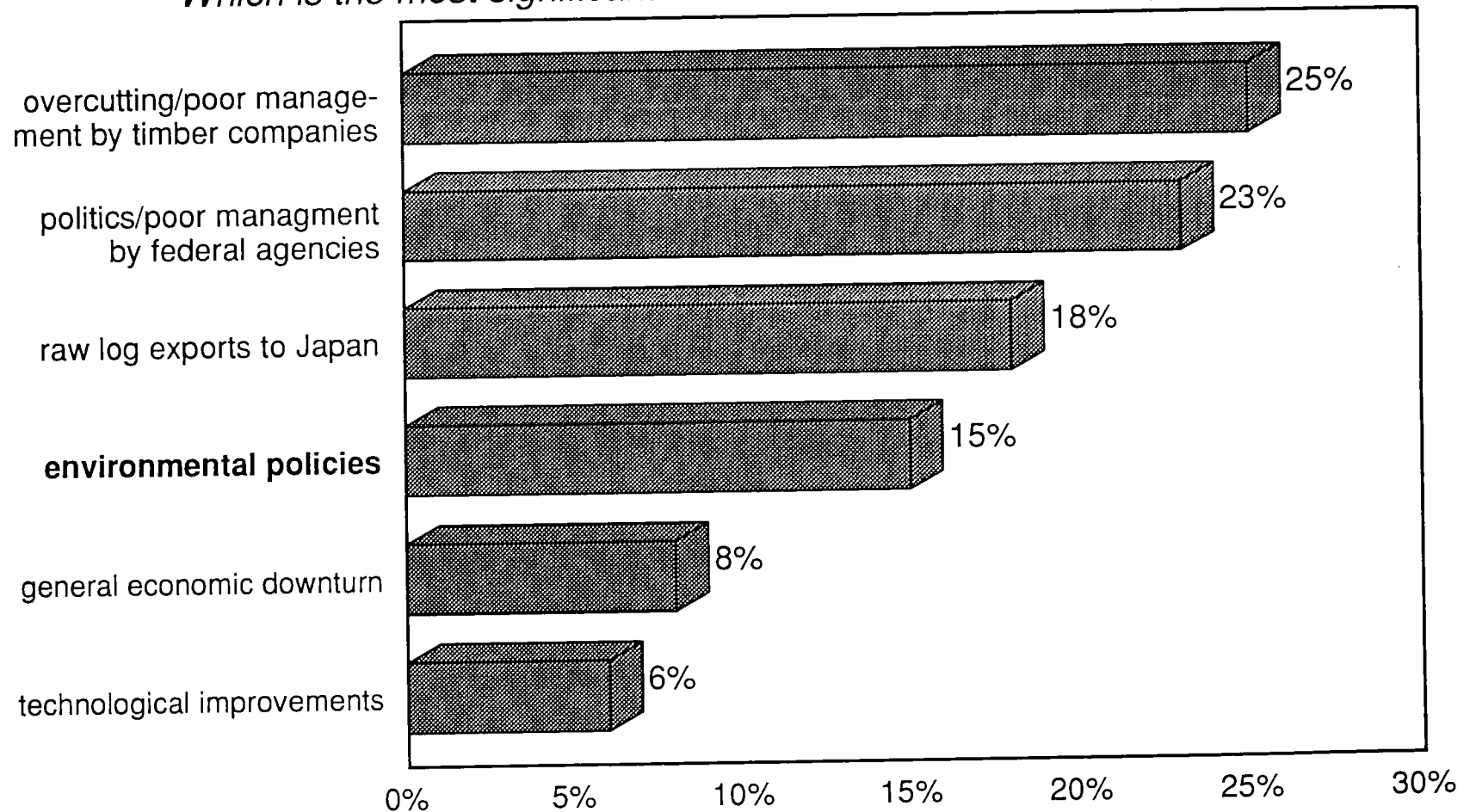
Voters Do Not See the Debate in Simplistic Terms

Which is closer to your own view?



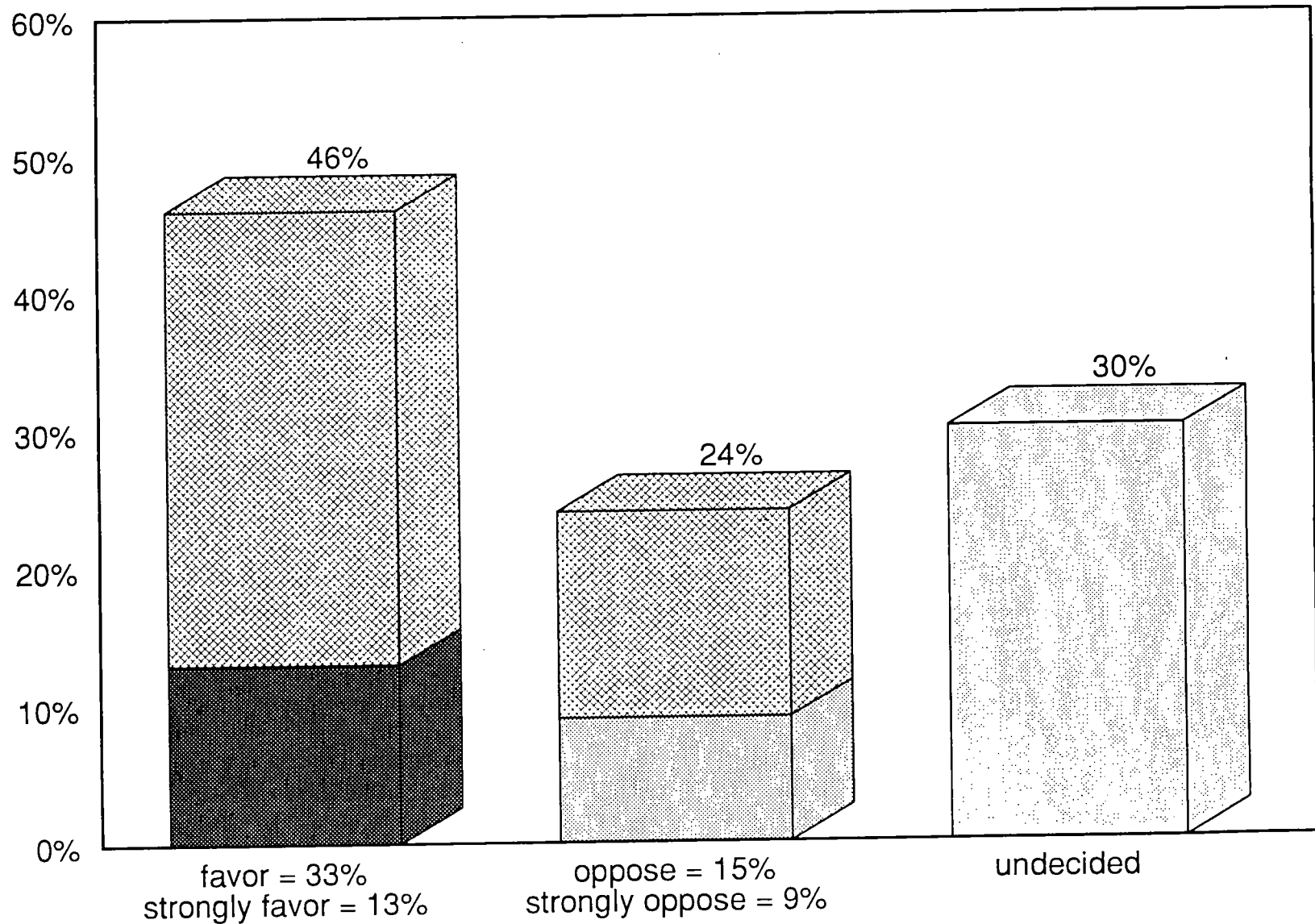
Voters Think Timber Companies and Federal Agencies Are the Most to Blame for the Loss of Timber Jobs

Which is the most significant reason for the loss of timber jobs?

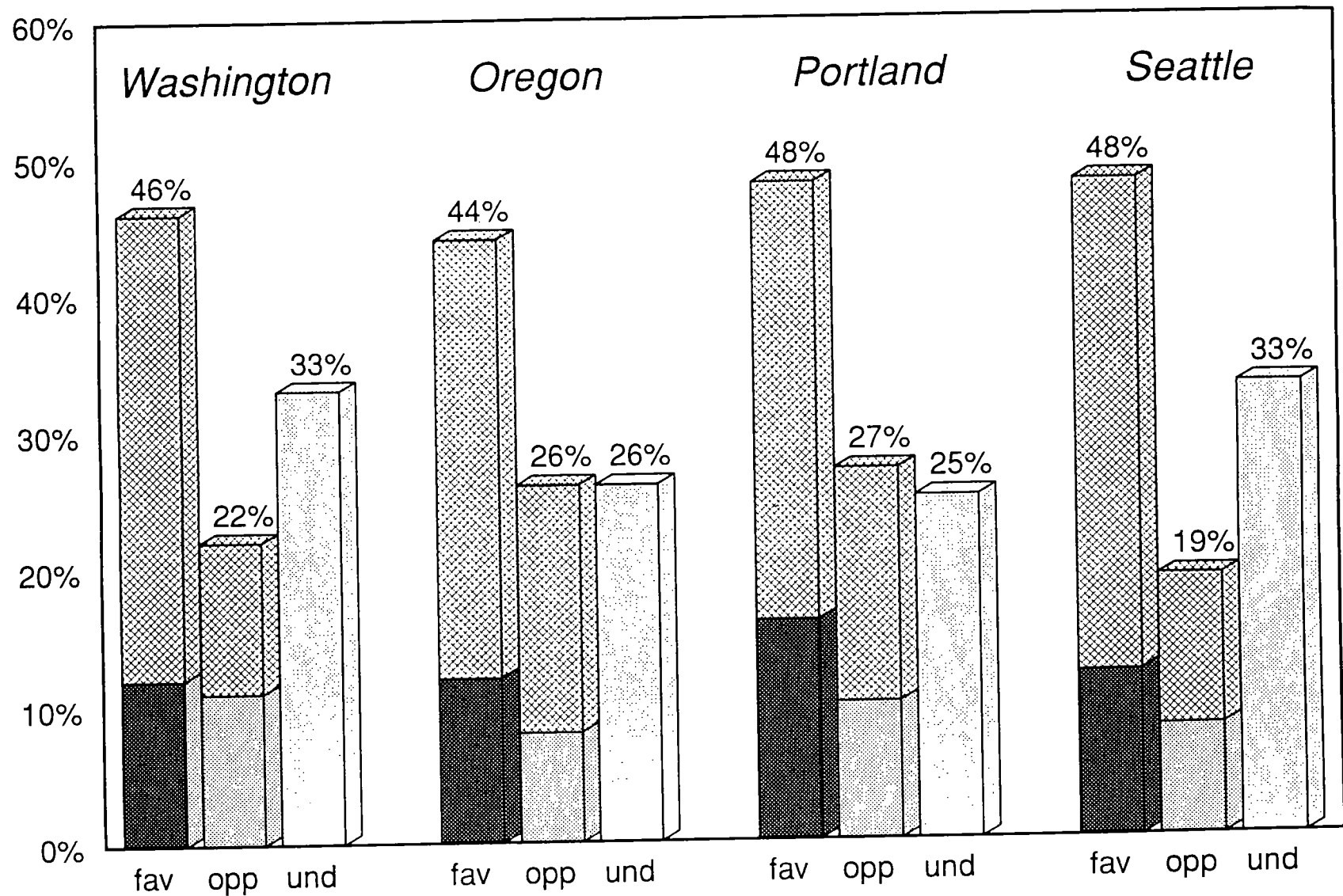


Only 15% Blame Too Stringent Policies

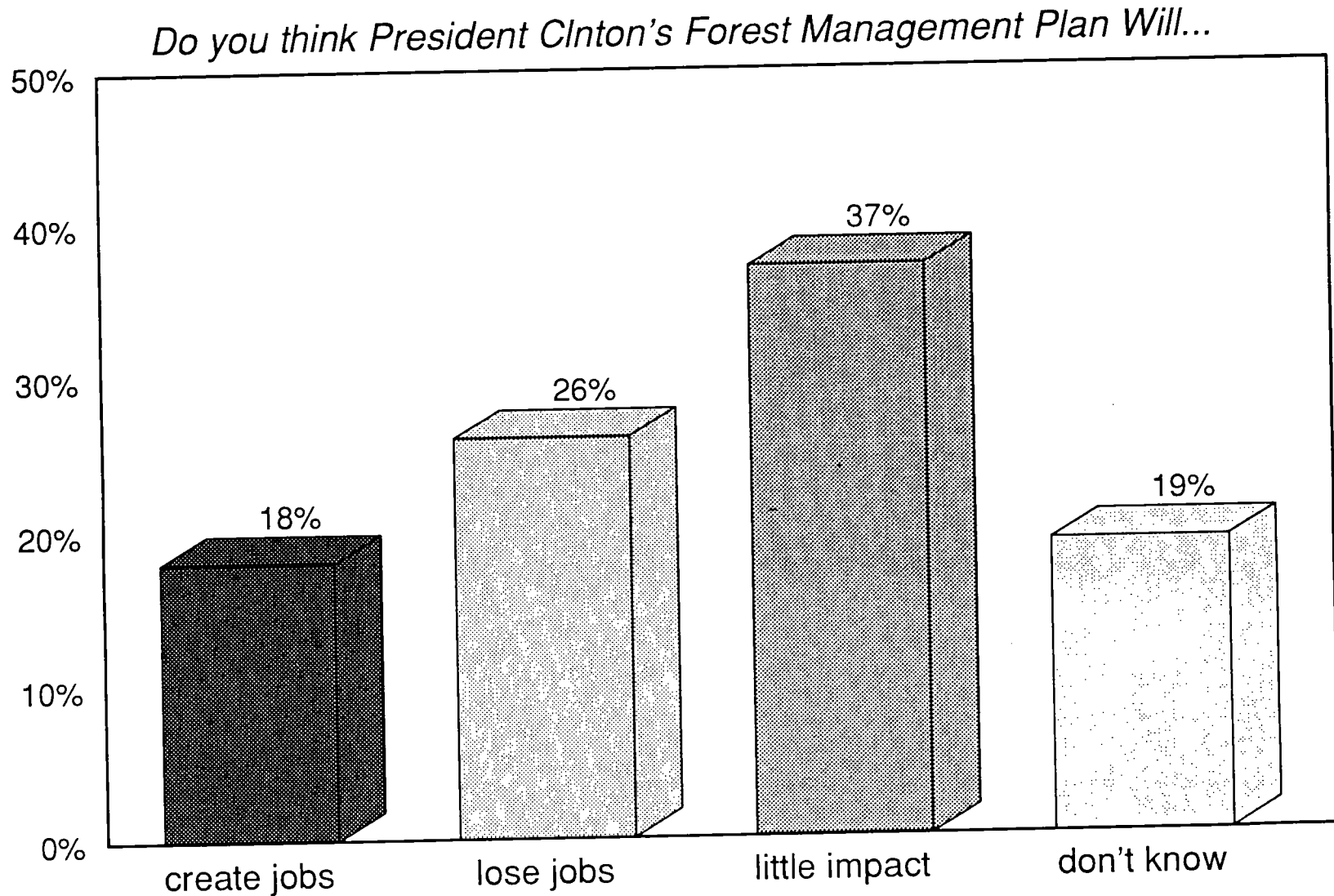
Voters Initially Support Clinton's Plan



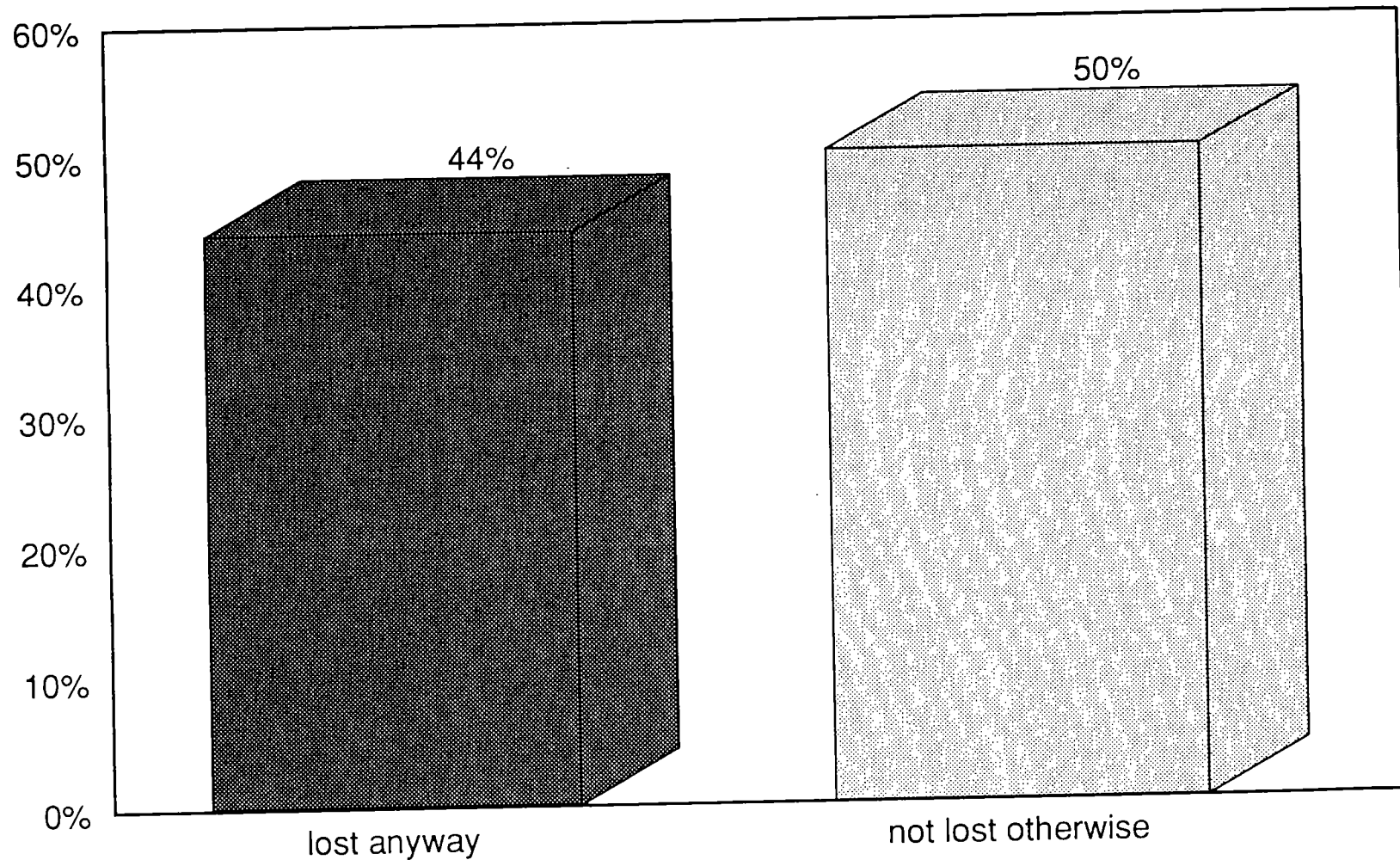
Support Is Consistent Across the Region



Most Voters do not Expect Clinton's Plan to Cost Jobs

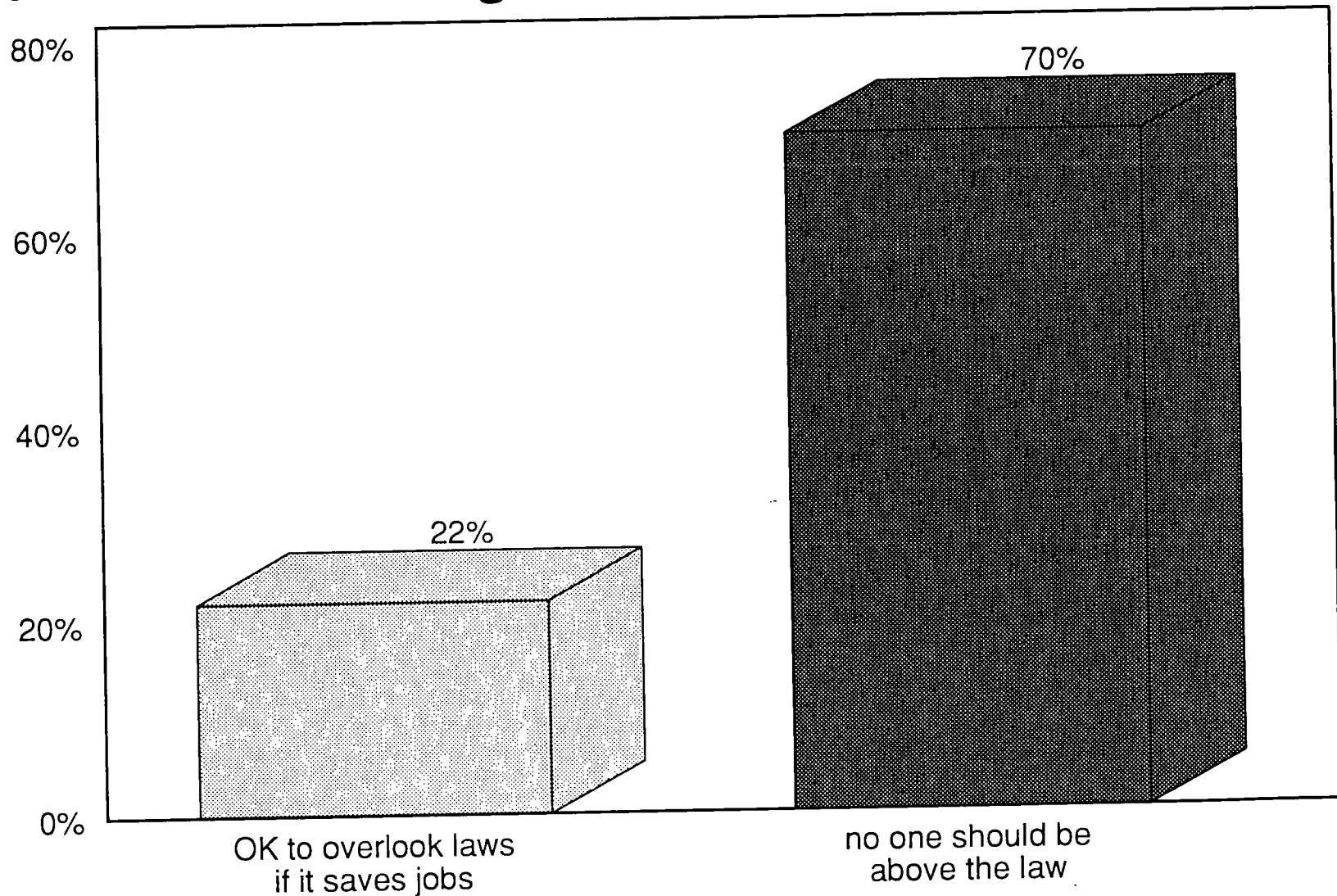


Over 4 in 10 Who Think the Plan Will Lose Jobs Believe these Jobs Would Have Been Lost Anyway



Note: only 26% of population

Most Voters Put Greater Emphasis on Following the Law and Doing What Scientists Recommend

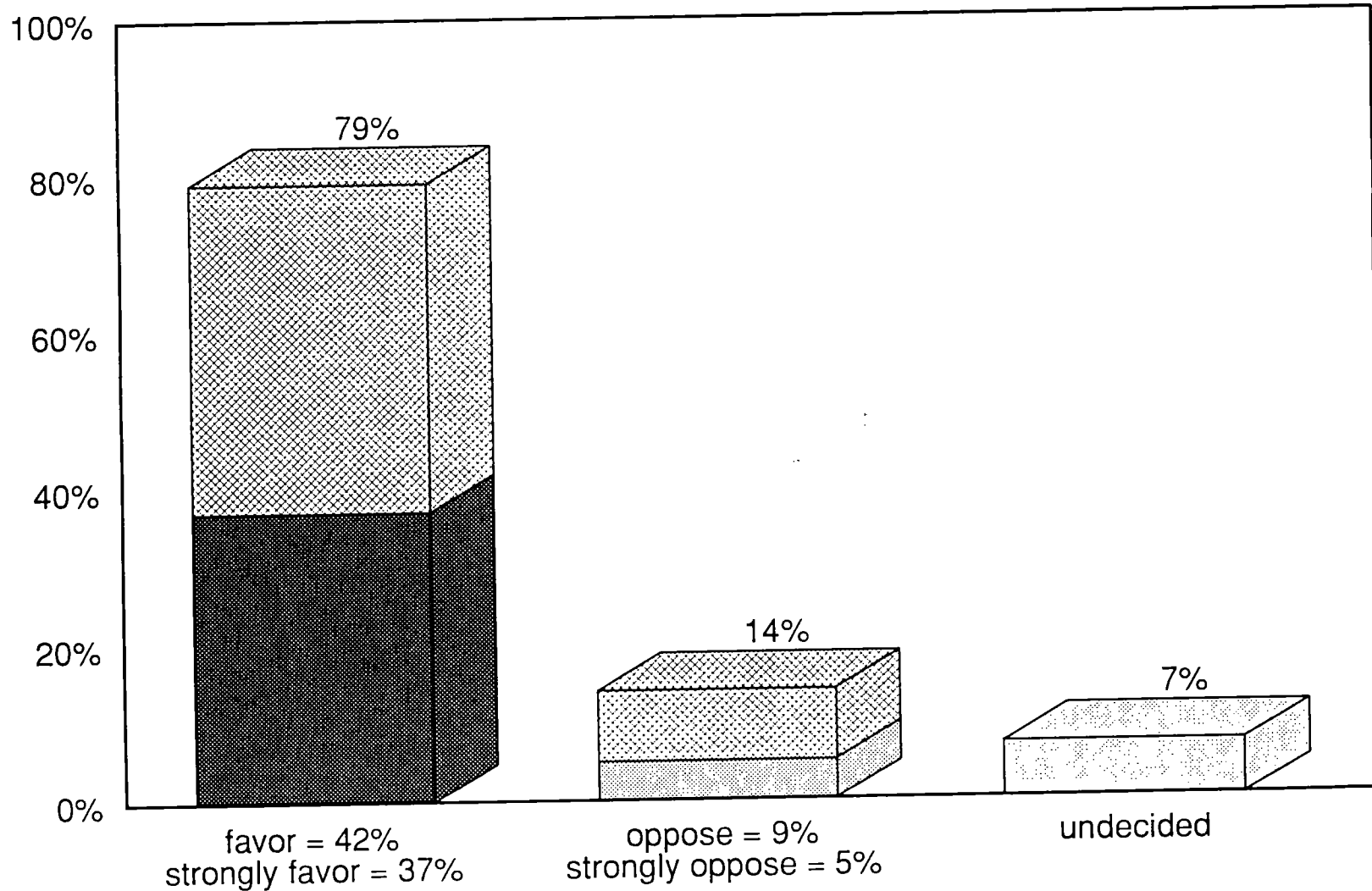


PLAN DESCRIPTION

President Clinton has made solving the Northwest's old growth forest crisis one of his top priorities. The President has promised a sustainable economic and environmental plan that will balance the interests of loggers, fishermen, the forests, and the communities. His plan will do three things: First, he will implement a scientifically sound, legally responsible plan that will end the gridlock, allow timber sales and logging to go forward, and improve forest management. To help put the economy on stronger footing, the President will provide loans to create new jobs in growing industries, like secondary wood manufacturers, as well as funding to retrain workers and assist communities. Further, the President will fund new jobs restoring damaged watersheds and salmon habitat. And, ~~he will remove subsidies~~ that promote exports of raw logs and jobs overseas. Second, the plan will use the ~~best available science~~ to manage the forests -- protecting old-growth forests and threatened wildlife, and opening up some other areas for cutting. The plan is designed to keep the entire forest healthy, and put the management of the forests back in the hands of the scientists who do it best. Finally, the plan will eliminate the conflicts among federal agencies that have contributed to gridlock in the past.

Don't mind, honest
A. L. Brown

Support Increases Dramatically After Voters Hear About the Plan



ATTACKS

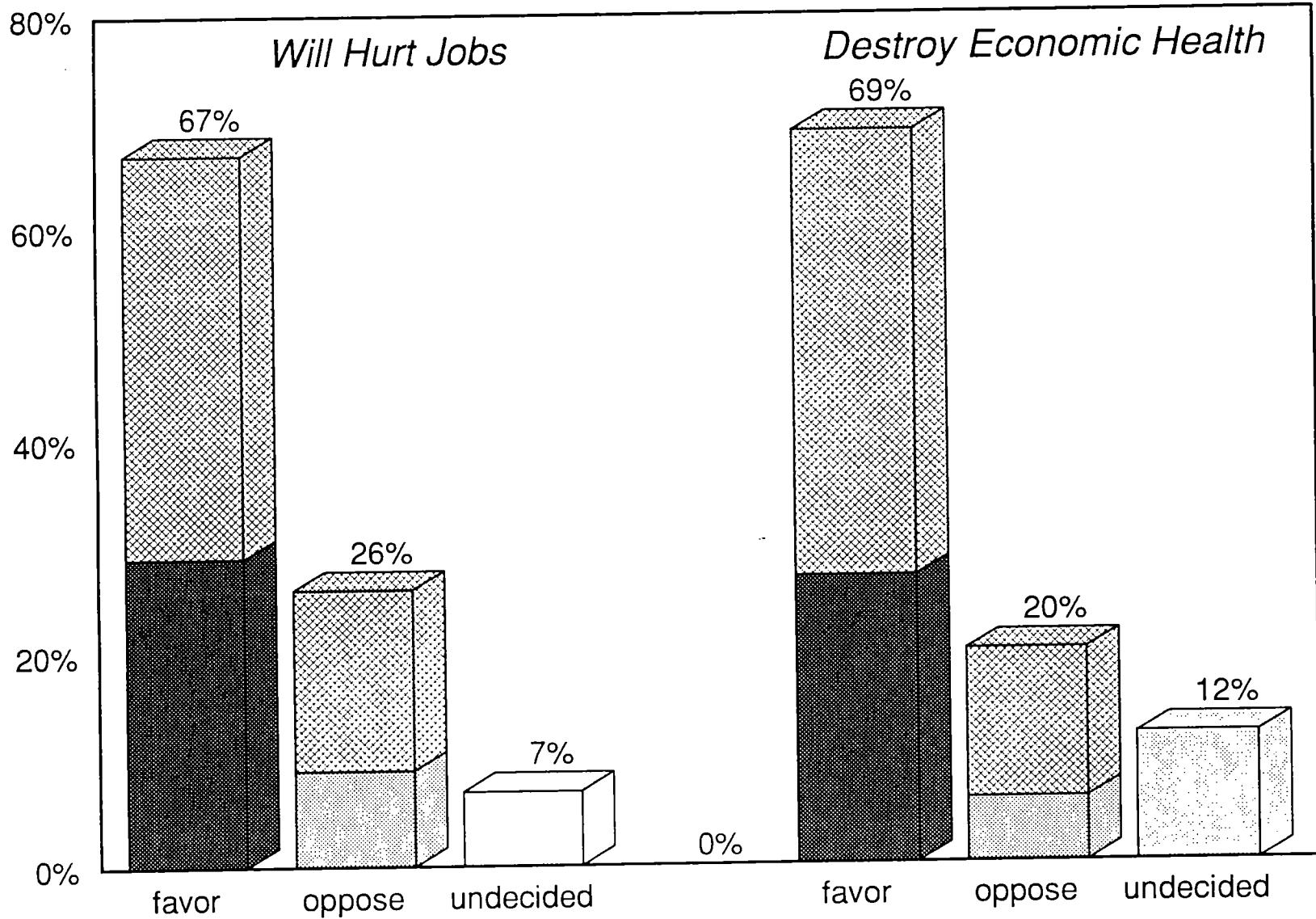
Now let me read you something that has been said about the plan.

We can't afford to set aside more land to protect trees. We have already lost 19,000 jobs and we will lose an additional 15,000 if this plan is enacted. We have enough wilderness and national parks, which include thousands of acres of old growth forest. We do not need to lock up more wilderness land.

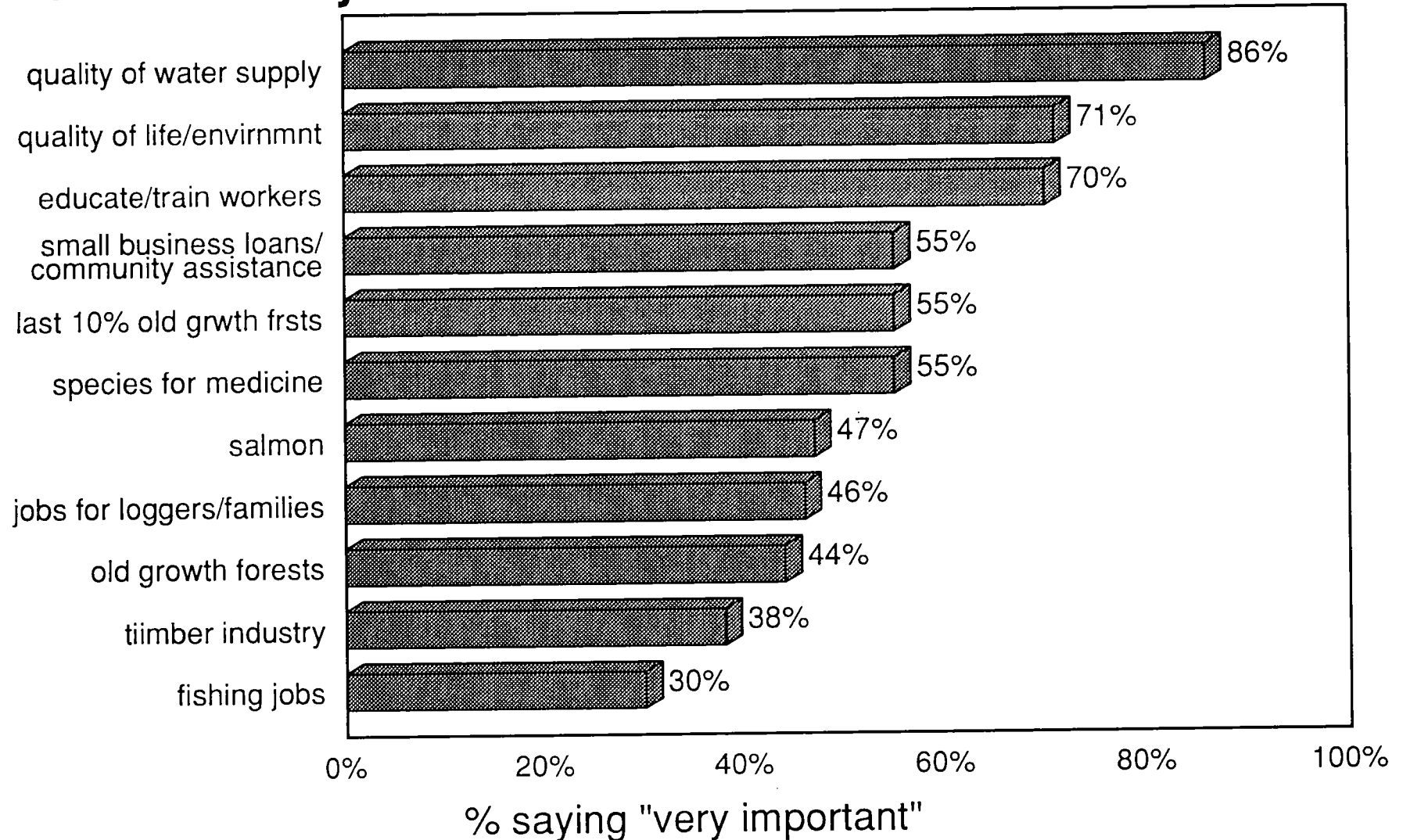
Now let me read you something that has been said about the plan.

We will end up destroying the long-term economic health of the Northwest if this plan is enacted and we have to protect every species. We can't afford to put critters and plants above the financial needs and concerns of workers and their families and communities, particularly in the middle of a recession.

Support Remains Solid Even After Negative Information



How Important Would Each Be as a Result of a New Federal Policy to Balance Resource Use/Environment?



CONVINCING ARGUMENTS

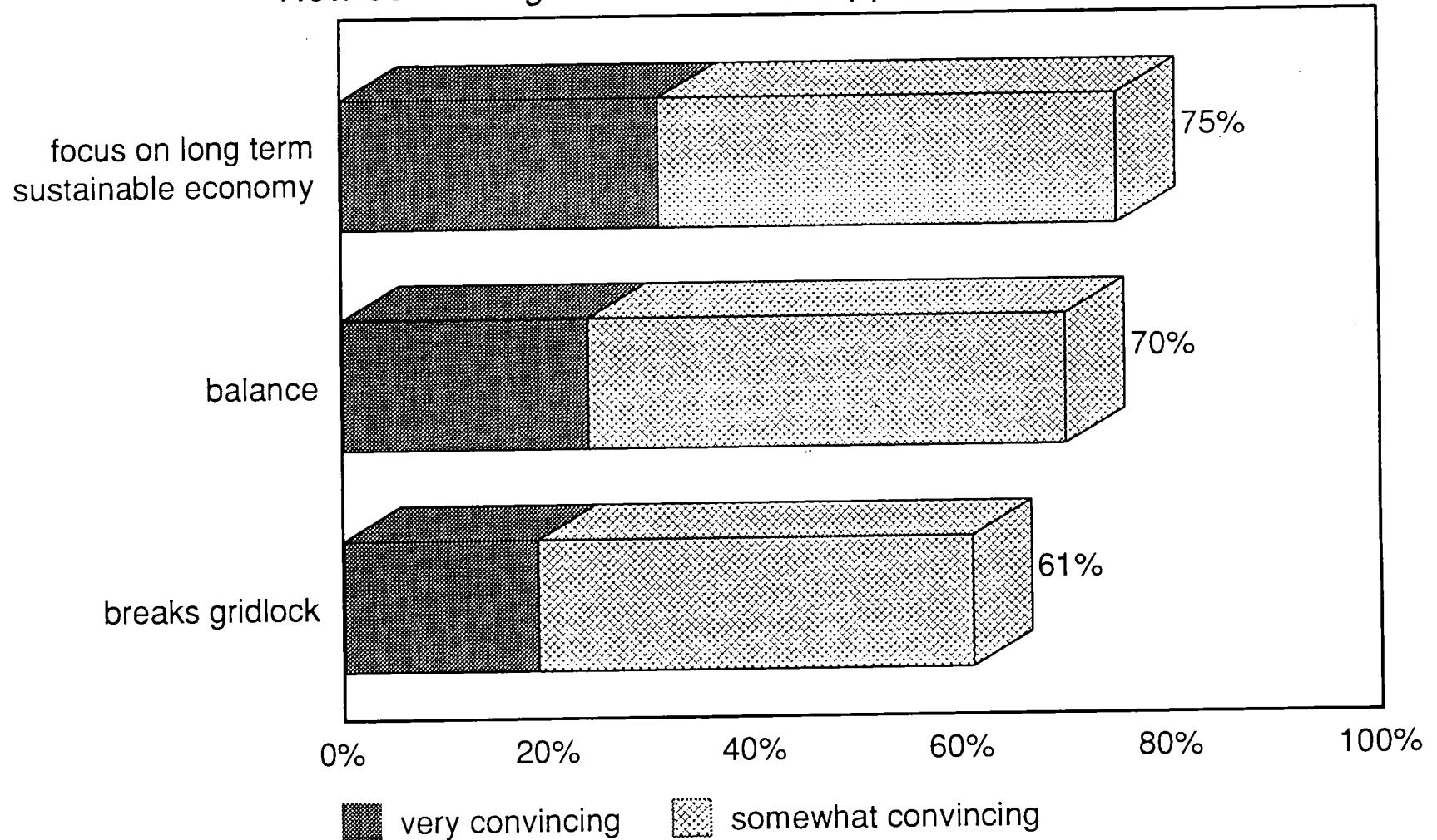
We can't go back to the huge timber cut boom of the past. We've been shortsighted in our overcutting and we're paying the price for past mistakes. Now what we need to do is provide a sustainable harvest and long term jobs for the future, make available incentives and loans to create new jobs, and provide retraining to displaced workers and assistance to communities. (75 percent convincing, 31 percent very convincing).

Some people in this debate want to save every tree; others want to cut every tree. This plan is balanced. We're going to continue cutting timber in these forests over the long-term, though we will cut less than in the past. And we are going to protect the last old growth forests and the key rivers and streams, but we're not going to lock up every acre. (70 percent convincing, 24 percent very convincing).

The best part of this plan is that it will break the gridlock and end the uncertainty that threatens loggers, communities, the forests, and fishermen. It will allow the timber sale program to go forward, create new and sustainable economic opportunities and help communities and put the management of the forests back in the hands of the scientists who do it best. (61 percent convincing, 19 percent very convincing).

Voters See the Importance of Focusing on Long Term Sustainable Economy and Striking a Balance

How convincing as a reason to support the plan?



Bill Clinton Is Best Served by the Long Term Sustainable Economy Argument

Does this statement make you more or less favorable towards Bill Clinton?

