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FOR IMMEDIATE RELEASE

June 30, 1993

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**Poll Shows Clinton Northwest Forest Plan a Winner,
Voters Blame Timber Industry, Not Environmental Laws, for Job Losses,
70% Oppose Suspending Environmental Law**

WASHINGTON, DC -- President Clinton's Northwest forest management plan could be overwhelmingly popular with voters in Oregon and Washington, in spite of the recent criticisms from Speaker Foley and other participants in the long running debate, according to a poll released today.

The poll, conducted by Americans for the Ancient Forests, found that support for a plan that follows the outlines of the President's promises surges to 79% once the plan is described, and holds at 68% even after voters are given tough arguments against the proposal. The poll of 600 Washington and Oregon voters was conducted May 31-June 1 by Mellman-Lazarus-Lake.

But the poll also shows that the President must avoid some of the pitfalls of the past in order to develop broad public support. For instance, 70% of voters reject suspending environmental laws or shielding the Clinton plan from law suits in order to increase logging and timber jobs, something Congress has done nine times in nine years.

Bob Chlopak, director of Americans for the Ancient Forests, said: "Voters want the President to break with the illegal practices of the past. They expect the plan to be legal, and they overwhelmingly oppose any attempt to put government agencies above the law."

The poll found that voters have a very sophisticated understanding of Northwest forest issues and clearly reject the jobs versus environment tradeoff argued by pro-timber advocates. Voters blame the loss of timber jobs on overcutting by timber companies (25%), politics and mismanagement by federal agencies (23%), and raw log exports (18%). Despite the long running campaign by timber and labor interests to blame job losses on too stringent environmental laws, only 15% of voters cite this as the major reason. Similarly, voters overwhelmingly reject the premise of the labor-industry argument -- "that we can't afford to lose 15,000 jobs to save the spotted owl." Only 17% believe the argument; 17% found it exaggerated, 27% said the issue was much more

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complicated, and 35 % said that this view was shortsighted and that we should develop a long term sustainable plan instead.

Voters are eager to move forward with an economic transition and reject the notion that more timber should be cut to make up for past timber job losses. Only 12 % want to expand cutting to make up for lost jobs, while 55 % say it is more important to have a plan that sustains economic growth, diversifies the economy and provides an economic transition for the future.

Support for the President's plan cuts across a number of constituencies. Even after attack, 51 % of timber households support the Clinton plan, as do 60 % of Perot voters. Opposition to the plan never rises above one-quarter of voters, and is strongest among Republican/Bush voters. The most popular parts of the Clinton plan, according to the poll, are that it balances the interests of loggers, fishermen, the forests and communities; that it puts management of the forests back in the hands of the scientists; and that it includes programs to promote an economic transition and retraining of workers.

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[Note: The poll was conducted before any press reports on Option 9. Questions concerning a Clinton plan were based on a description modeled on the President's public statements and direction to the forest team.]

**MELLMAN-LAZARUS-LAKE**

RESEARCH-BASED STRATEGY

M E M O R A N D U M

TO: Bob Chlopak

FROM: Celinda Lake and Alysia Snell

RE: Survey of Oregon and Washington Voters

DATE: June 23, 1993

Strategic Overview

- Voters expect Bill Clinton's plan on the Northwest forest issue to be balanced and they are predisposed to like the plan. They believe it will balance the needs of the environment, industry, and labor and resolve an issue that has long paralyzed the region.
- Attitudes are polarized in the region, with voters split between protecting old-growth forests and protecting timber jobs (41 percent to 43 percent respectively), when the issue is presented as a simple choice. Clinton voters place a higher priority on protecting the old-growth forests (53 percent to 31 percent for timber jobs), while Perot voters place a slightly higher priority on protecting timber jobs (42 percent to 38 percent old-growth forests). However, support for Clinton's plan goes beyond this polarization as voters respond to real solutions to a major regional economic and environmental problem. Even after attack two-thirds of voters support Clinton's plan after it has been described.
- Voters in this region have a sophisticated understanding of the forest industry and its problems. Nearly half of the voters blame lost timber jobs on overcutting and poor management by the timber companies (25 percent) and on the politics and poor management of federal agencies (23 percent). An additional 18 percent blame raw log exports. Only 15 percent blame too stringent environmental policies, ranking it fourth among job loss factors.

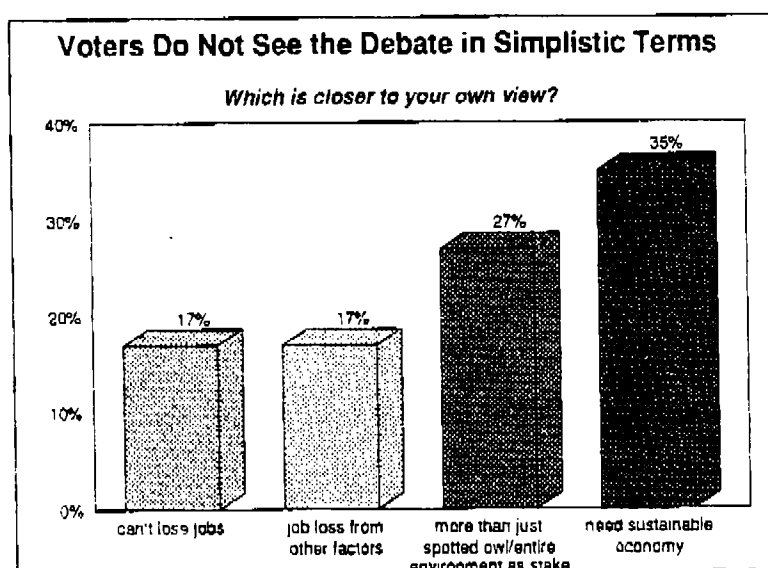
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- Additionally, voters see a dialogue about spotted owls versus jobs as a false choice. They realize there is more at stake than an owl or a tree and they expect there to be more job losses in the timber industry. They believe that it is more important to have a long-term plan which sustains economic growth, diversifies the economy, and provides an economic transition for timber workers. Voters do not accept the industry's argument that logging needs to be expanded to make-up for the jobs lost in the past.
 - Without information, nearly half of voters initially favor the President's plan (46 percent) and only one-quarter are hard core opponents or believe it will cost jobs. Even 42 percent of timber households initially support the plan (29 percent oppose).
 - After hearing a description of the plan, support surges to 79 percent (37 percent strongly favor) and holds at 68 percent under tough attack. Eighty-three percent of Clinton voters and 63 percent of Perot voters favor the plan after attack. Even half of timber households favor the plan after hearing the opposition. Voters favor most the elements of the plan that balance 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.
 - In terms of the environmental side of the debate, voters believe it is particularly important that the plan protect their quality of life and the quality of the region's water.

Jobs and the Economy

Voters realize this issue is not a simple trade-off between forests and jobs. Long-term economic growth and a sustainable economy are foremost in voters' minds. They recognize that jobs have been lost; they acknowledge that in order to survive in the long-term, they must diversify their economic base while they can. Over a third (35 percent) believe that people who say we can't protect the owl if it means a loss of 15,000 jobs are shortsighted and that instead of destroying the forests we need a sustainable economy and environment. Even 32 percent of timber households agree this view is shortsighted. An additional 27 percent say that the owl is just one sign of the damage to entire forests, watersheds, fish, and other species. In fact only 17 percent say that the opponents are right and we can't afford to lose 15,000 jobs in the middle of a recession.

Voters blame the policies and poor management practices of timber companies (25 percent) and federal agencies (23 percent) for the lost timber jobs. An additional 18 percent blame the export of raw logs to Japan. Few place the blame on stringent environmental laws (15 percent), ranking it fourth among job loss factors. Even one-third of timber households blame the politics of federal agencies for the job losses in their industry. Only 21 percent of timber households blame too stringent environmental laws for timber loss.

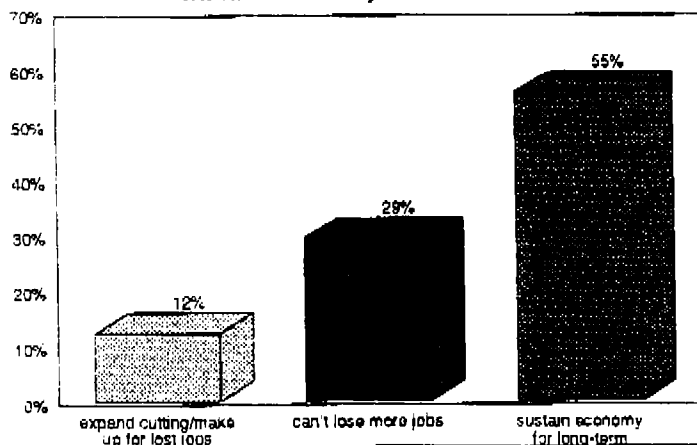
Most importantly, voters do not buy the industry's claim that more cutting is needed to make-up for the jobs lost in the past. Voters have a sophisticated understanding of the timber industry and they understand why the jobs have been lost and where the jobs have gone. Voters are more forward looking and recognize the need to balance job losses against a sustainable, diversified economy and protecting the environment. Over half (55 percent) agree that while some jobs may be lost in the short-term, it is more important to have a plan which sustains and diversifies the economy for the long-term. An additional 29 percent say that the jobs lost in the past are due more to the economic



downturn and exporting of raw logs than to environmental laws and while the jobs lost can't be recovered, no more can be lost. Only 12 percent agree with the statement that 19,000 jobs have been lost and an additional 15,000 jobs will be lost if no further cutting is allowed and therefore we need to expand cutting to make up for jobs lost in the past. Furthermore, only 21 percent of those voters who place the higher priority on timber jobs agree with this statement, while 43 percent agree with the need to diversify and sustain the economy.

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

Which is closer to your own view?



Core Attitudes: Polarization and Balance

Voters' attitudes are polarized in the region. They initially split between placing priority on protecting the old-growth forests and protecting timber jobs (41 percent to 43 percent). Importantly, Democrats and Independents favor protecting old-growth forests (52 percent favor to 32 percent oppose) and (41 percent favor to 34 percent oppose) respectively.

President Clinton enters this debate with voters believing he is on the side of moderation and balance. More than any other actor in this debate, voters see the President as striking a good balance between old-growth forests and timber jobs (48 percent good balance). Even 40 percent of the voters who place a greater priority on protecting timber jobs believe that Clinton represents a good balance between these two issues. Additionally, 56 percent believe his forest management plan will strike the right balance between the environment and timber jobs. Timber households are also slightly more likely to believe the plan will strike a balance (44 percent) than go too far protecting the environment (42 percent). Voters believe his plan will move this debate away from the polarized attitudes that have characterized the issue, and they respond to Clinton's plan because they see it as a real solution to a complex problem.

President Clinton's Northwest Forest Plan

Without additional information, 46 percent of voters favor the plan and 24 percent oppose it. Clinton voters come out in strong support of his plan (67 percent), while Perot voters are split (33 percent favor, 30 percent oppose). Importantly, 42 percent of timber households initially support the plan (and 29 percent oppose the plan).

Voters are looking for a plan that will create a sustainable economy with a long-term focus on jobs that will still maintain their quality of life. Importantly, voters measure whether or not the plan is good in broader terms than board feet and timber jobs. Nineteen percent of voters see breaking the gridlock as the most important reason for supporting President Clinton's Forest Management Plan. Following close behind, 17 percent say implementing economic transition programs to create new long-term jobs, and 12 percent say protecting watersheds and maintaining the quality of drinking water is most important.

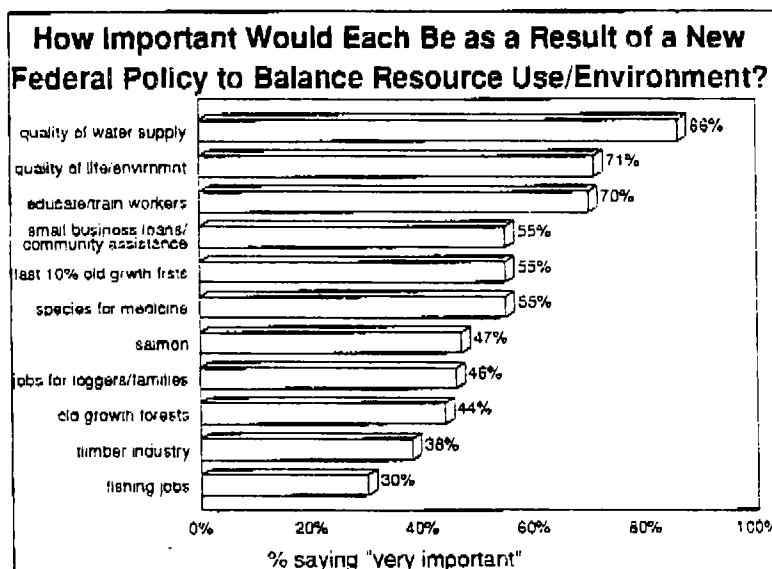
After voters hear a detailed description of the plan, support surges to 79 percent (37 percent strongly) (see Appendix). This includes 94 percent of Clinton supporters, 80 percent of Perot supporters, and 57 percent of Bush supporters. Timber households also liked what they heard, increasing their support to 65 percent. Voters are most likely to recall that the plan will balance the interests of loggers, fishermen, the forests and communities; that it includes funding to retrain workers; and that it puts the management of the forests back in the hands of the scientists who do it best.

Voters do not want to play politics with this issue. They place their trust in the scientists (mean of 65.27 degrees on a feeling thermometer from 1 to 100) for the management of the forests and strongly favor a plan that replaces special interests and politics with scientific management.

Support holds at 67 percent even under tough attack for losing jobs, locking up more land, and destroying the long-term economic health of the Northwest. Half of timber households (51 percent) continue to support the plan even after hearing these attacks.

First and foremost, this debate needs to be argued on economic grounds. A plan that protects old-growth can still make an important economic contribution when the argument emphasizes its economic transition and diversification components. Providing education and job training to displaced workers is very important to 70 percent of the voters, while providing loans to small businesses and assistance to communities to help create jobs is very important to 55 percent (38 percent somewhat important). A sustainable economy is what voters want this plan to accomplish.

In the long run, we will be able to engage in a broader and more robust environmental argument that goes beyond owls and salmon and speaks to voters' very salient concerns about quality of life and quality of the water supply. Voters most want to protect their quality of water and life. A whopping 86 percent say protecting the quality of the water supply is a very important result of the plan, while 70 percent say that protecting the quality of life and environment is very important.



This survey was conducted by Mellman - Lazarus - Lake, Inc., using professional interviewers May 31st to June 1st. The survey consisted of 600 registered voters in the states of Washington and Oregon. The margin of error on this survey is +/-4.0 percent.

Appendix

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.