

PUBLIC OPINION STUDY RESULTS
SASKATCHEWAN FORESTRY SURVEY
May 1985

Prepared for: Canadian Forestry Service
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EXECUTIVE SUMMARY

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The study was undertaken in mid-April 1985. 500 people were randomly selected from the province as a whole and a telephone interview was conducted. In addition, 100 interviews were conducted in the forest "fringe" area and 100 in the tree belt (essentially the Northern Administration District).

Saskatchewan residents were basically very content with their province, however there was a high degree of concern about unemployment and the economy in general. Forestry ranked overall in their minds as being important, but not quite as important as several other key economic sectors.

People either didn't think there were laws to regulate the forestry industry or they really didn't know. Those that did know, expressed little satisfaction with those regulations. While respondents were not necessarily aware of any job creation programs in the forest industry, they were definitely in favor of such programs being used.

Opinions were quite "soft" on the kind of job the provincial government was doing in looking after the forest. When respondents were asked who should pay for looking after the forest, more than half felt that it should be a combination of governments and industries. Respondents also felt that the best use of the forest was a combination of recreation, trapping and industrial.

Saskatchewan residents were not frequent users of the forested area, but when they did it was mainly for recreational pursuits.

A professional forester was seen as the most credible source of information about forestry and forest management issues. In descending rank of believability, other sources were as follows: a representative of the Saskatchewan Forestry Association, a locally elected official from a northern community, a scientist from a university, the minister of Parks and Renewable Resources, the manager of a pulp and paper mill, a government civil servant, news media reporters and a labour union leader.

Most respondents felt the use of chemicals in forest management was a bad idea for a number of reasons. However, when given more information about how the chemicals might be used by professionals in a controlled situation, their opinions began to shift in favor.

The majority of respondents felt carelessness was the most common cause of forest fires and they were largely in support of the idea of introducing forest management education to the school curriculum. They were almost all unaware of the fact Prince Albert is the 1985 Forestry Capital of Canada.

A solid majority of respondents agreed that Saskatchewan must reforest to ensure long term viability of the resource. But they didn't agree that logging companies were the best people to judge the level of reforestation.

Respondents definitely supported the concept that government needs to get tougher with forestry companies through more stringent environmental controls although they were confused about whether or not chemicals were being used extensively in Saskatchewan forests. There were strong feelings that Saskatchewan had benefitted from the logging and pulp companies.

A majority believed that the news media exaggerate forest management issues.

Most respondents believed the forest industry would be with us indefinitely and they believed even more strongly that man would need to help nature with reforestation.

There was not solid support for the concept that the taxpayers should pay the cost of improving forests. But a slight majority agreed that Canada was a world leader in forest exports. Respondents were also overwhelmingly in favor of the conversion of forest lands to uses such as provincial parks.

OBJECTIVES

Under the terms of a standing offer agreement with Canadian Forestry Service, Parry Martens Public Relations undertook a public attitude study of Saskatchewan residents towards forests and the forest industry. The study was completed during April of 1985 and was part of the public information process for the Canada Saskatchewan Forest Resource Development Agreement.

Essentially, there were three objectives to be accomplished:

- 1) Determine the level of awareness held by the general population of Saskatchewan about the forests and the forest industry in the province.
- 2) Determine any significant differences in attitude held by various geographical areas of the province, namely urban, rural, tree belt and a forest fringe area.
- 3) Acquire bench mark data against which future attitudinal study results could be measured.

METHODOLOGY

Questionnaire

Because of the similarity in the questionnaire design to that of one completed previously in the Province of Manitoba under the Canada/Manitoba Forest Renewal Agreement it was not felt necessary to incur additional costs to pretest the questionnaire for Saskatchewan, since clarity and comprehension were already assured. Field work was undertaken immediately upon approval of the questionnaire. It was found the average length of the interview was approximately 15 minutes, and up to 20 minutes where there was a high degree of interest shown by the respondent in the subject matter. No major problems were encountered by interviewers in completing the telephone calls.

Sample

The sample was drawn in four lots, classified as urban, rural, tree belt and forest fringe, in order that comparisons could be made of attitudes held in various geographic areas in the province.

Urban was described as the 10 cities in Saskatchewan, rural was all other areas of the province. The forest fringe was delineated on a provincial map and was roughly a narrow band just on the edge of the forested part of the province, stretching from the Manitoba border to the Alberta border. The tree belt was exclusively northern Saskatchewan, an area most commonly referred to as the Northern Administration District.

The sample was drawn from Saskatchewan telephone directories in proportion to the general adult population. A total of 500 interviews were completed. An additional 100 interviews were conducted in each of the forest fringe and tree belt geographic areas in order that results from these two areas could be compared against provincial results as a whole in cross tabular analysis. In fact, then, a total of 700 interviews were completed in undertaking this study.

The sample sizes of the forest fringe and tree belt areas were enhanced for crosstabular purposes by including those responses from the provincial population drawn in the general provincial sample. Analysis was based on the provincial sample (n=500), forest fringe (n=168) and the tree belt (n=106).

Field Work

Field work was conducted by 12 trained interviewers following accepted practice, with call-back procedures and alternative numbers. All calls were made under supervision, using Regina and Saskatoon as a base to minimize long distance toll charges. Seven hundred useable interviews were completed between April 15th and 22nd, 1985. Same day call-back verification on a selection of these was undertaken. Refusals and terminations were minimal due to a high level of interest in the subject.

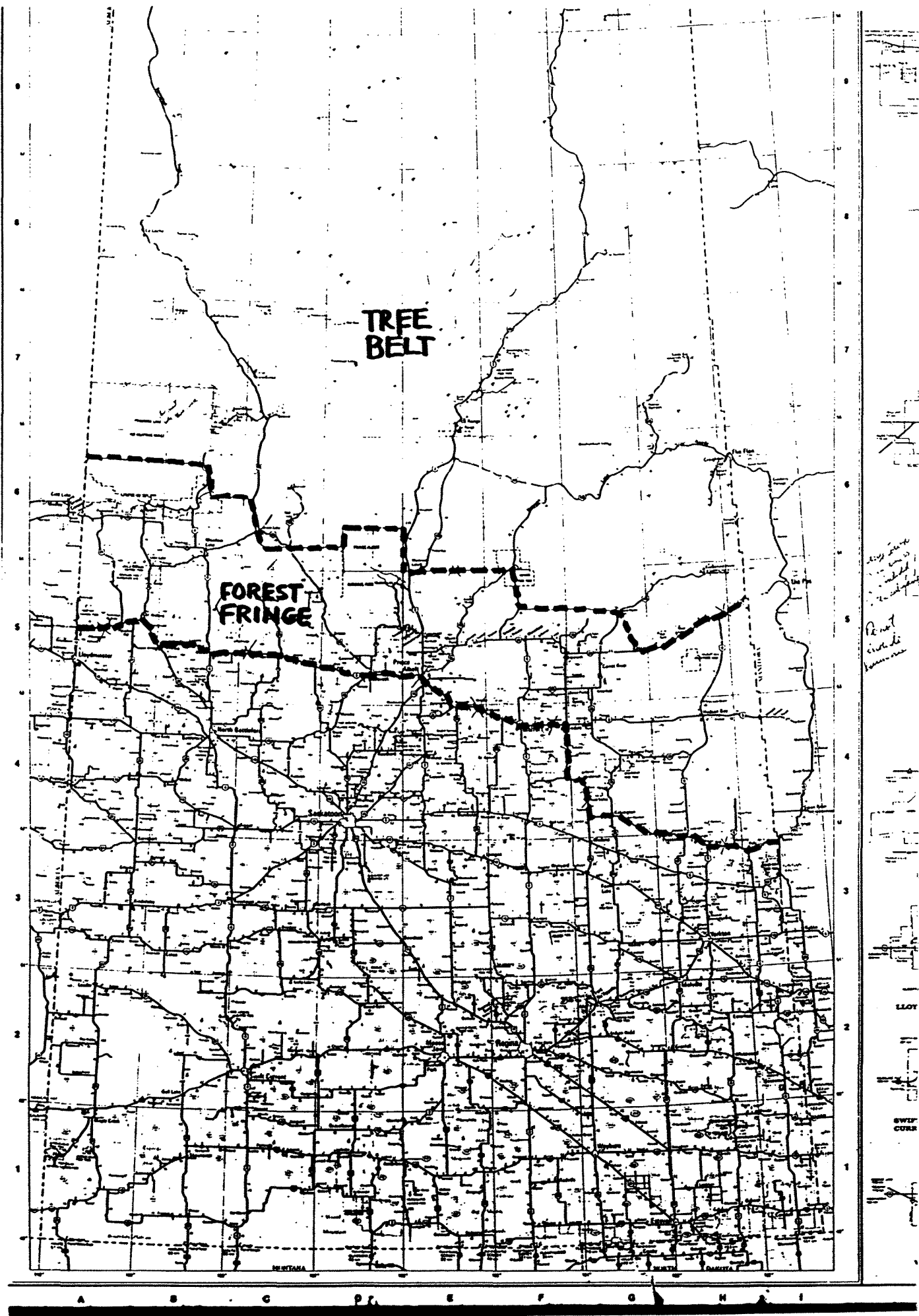
Validity of Results

The sampling procedures and the sampling size offer a set of data which

by all standards can be considered accurate. Statistically, the responses are valid within a plus/minus range of two to five percent, 95 times out of 100. Strong responses (i.e. 95 percent "yes", 5 percent "no") can be considered valid within two or three percent while less decisive responses would range up to four or five percent.

The data provides stable research material for interpretive analysis and as such must be considered quality decision-making information.

SAMPLE AREAS



SAMPLE CHARACTERISTICS

SAMPLE CHARACTERISTICS

The largest population bloc was those aged 45 and over, making up 42.4 percent of the total sample. The single largest group was those aged 55 and over, accounting for over 1/4 of all respondents. This is indicative of Saskatchewan's aging population. There were some definite indications of where the age groups resided. Younger people tended to be urban and tree belt residents while older people tended to be rural residents.

58.6 percent of respondents were female and 41.4 percent were male.

Saskatchewan respondents were well educated, 63.8 percent having completed at least high school or better. Results were consistent across all geographical areas, with the exception of the forest fringe where education levels tended to be somewhat higher.

Just over 25 percent of respondents were in the professional or managerial category, just under 25 percent were homemakers and about 12 percent were farmers. Urban areas showed a higher number of professional and management people, whereas rural areas predictably showed a much higher percentage of farmers. Surprisingly, the tree belt area showed above average professional and management respondents.

About 47 percent of respondents earned under \$40,000 annual family income. Slightly over 15 percent were above this figure and about one quarter of respondents either refused or did not know their income.

1. a) For the purposes of classification, which of the following age groups should I check you in?

	<u>Overall Percent</u>	<u>Urban</u>	<u>Rural</u>	<u>Fringe</u>	<u>Tree</u>
17-24	16.6	20.4	13.3	14.9	21.7
25-34	24.4	26.1	23.0	27.4	33.0
35-44	16.6	17.0	16.3	13.1	24.5
45-55	17.0	18.3	15.9	16.1	12.3
55+	25.4	18.3	31.5	28.6	8.5

- b) Sex

	<u>Overall Percent</u>	<u>Urban</u>	<u>Rural</u>	<u>Fringe</u>	<u>Tree</u>
Male	41.4	43.9	39.3	38.1	51.9
Female	58.6	56.1	60.7	61.9	48.1

18. Finally, I'd like to ask you a few questions for statistical purposes only. Which of the following best describes your educational background?

	<u>Overall Percent</u>	<u>Urban</u>	<u>Rural</u>	<u>Fringe</u>	<u>Tree</u>
None	.6	.9	.4	1.8	.9
Some Elem	4.2	3.0	5.2	8.3	9.4
Elem	7.6	4.3	10.4	7.1	11.3
Some High	23.2	21.3	24.8	17.3	17.0
High	31.8	29.6	33.7	36.3	33.0
Some College	17.0	18.7	15.6	16.7	4.7
Univ	9.6	10.4	8.9	8.9	18.9
Postgrad	5.4	10.4	1.1	3.6	4.7
Ref	.6	1.3	---	---	---

19. What is your occupation?

	<u>Overall Percent</u>	<u>Urban</u>	<u>Rural</u>	<u>Fringe</u>	<u>Tree</u>
Prof-Tech	19.0	28.3	11.1	17.9	27.4
Mgr	6.6	9.1	4.4	8.3	8.5
Clerk	5.4	6.5	4.4	3.0	4.7
Labour	7.8	12.2	4.1	9.5	11.3
Farmer	11.8	1.7	20.4	14.9	2.8
Service	3.0	1.7	4.1	.6	4.7
Student	6.0	8.3	4.1	4.8	7.5
Homemaker	24.6	17.0	31.1	26.8	21.7
Ret-Unemp	15.4	14.3	16.3	14.3	7.5
Ref	.4	.9	---	---	3.8

20. And what is the total yearly income for all members of your household? Is it less than...

	<u>Overall Percent</u>	<u>Urban</u>	<u>Rural</u>	<u>Fringe</u>	<u>Tree</u>
\$10,000	16.6	15.7	17.4	17.3	7.5
\$20,000	15.2	13.9	16.3	20.2	14.2
\$30,000	14.6	14.8	14.4	19.0	13.2
\$40,000	13.2	13.9	12.6	13.1	19.8
\$50,000	7.0	10.9	3.7	6.0	4.7
\$75,000	6.2	8.7	4.1	4.2	3.8
Greater than \$75,000	2.4	2.6	2.2	1.8	1.9
DK	14.2	10.4	17.4	9.5	20.8
Ref	10.6	9.1	11.9	8.9	14.2

PROVINCIAL OUTLOOK

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Generally speaking, Saskatchewan residents were quite content with their province as a place to live. 86.6 percent replied that it was either an excellent or a good province in which to live. These results indicate a good deal of contentment, especially compared to results when a similar question was asked in earlier surveys taken in 1981 and 1982. The most positive view of the province came from those who live in the forest fringe belt, the least positive from those in the tree belt.

There was little doubt as to the most important problem facing Saskatchewan - it was unemployment. That was the opinion of 48.4 percent of respondents. Some factor of the economy was stated as the most important problem by a further 17.2 percent. Therefore two out of three respondents showed concern about the province's economy as the major problem from their standpoint. Those showing the most concern about unemployment were people in urban areas. Those with the least concern about unemployment lived in rural areas.

2. All things considered, would you say that Saskatchewan is an excellent, a good, a fair, or a poor province in which to live?

	<u>Overall Percent</u>	<u>Urban</u>	<u>Rural</u>	<u>Fringe</u>	<u>Tree</u>
Excellent	30.8	27.8	33.3	33.3	34.0
Good	55.8	55.2	56.3	57.1	42.5
Fair	12.0	14.8	9.6	8.3	21.7
Poor	1.4	2.2	.7	1.2	1.9

3. What do think is the single most important problem facing the province of Saskatchewan today?

	<u>Overall Percent</u>	<u>Urban</u>	<u>Rural</u>	<u>Fringe</u>	<u>Tree</u>
Economy	10.0	6.5	13.0	9.5	12.3
Unemployment	48.4	58.7	39.6	44.6	43.3
Deficit	2.6	3.9	1.5	.6	.9
Inflation	4.6	4.8	4.4	4.2	4.7
No Problems	.6	.9	.4	1.2	3.8
Too Many	3.6	1.7	5.2	1.8	—
DK	12.4	8.7	15.6	14.3	17.0
Other	17.8	14.8	20.4	23.8	17.9

INDUSTRY RANKING

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In order to determine how respondents placed the importance of forestry in the top of mind awareness, respondents were asked to rate a number of key industry sectors by the degree of impact on the economy.

Forestry ranked next to last.

The actual ranking was as follows: agriculture, construction, oil, mining, tourism, forestry and commercial fishing. Agriculture was obviously the unanimous choice of almost 100 percent as being either very important or important. The first six sectors were separated by minor percentage points, with commercial fishing well behind the leaders.

In the tree belt, respondents' scores were generally lower overall for all of the industrial sectors, with the exclusion of commercial fishing. In the forest fringe area forestry was not significantly higher than the over-all provincial average. Given the preoccupation with unemployment, any industry sector that supplied jobs ranked very highly in its importance to the economy.

4. I'm going to read you a list of industries in Saskatchewan and I would like you to tell me how important you think each one is to the province's economy. Please rate each of them as either very important, somewhat important, not too important or not important at all.

Importance of Mining Industry

	<u>Overall Percent</u>	<u>Urban</u>	<u>Rural</u>	<u>Fringe</u>	<u>Tree</u>
Very Important	57.4	60.9	54.4	53.6	42.5
Some Important	33.8	31.3	35.9	38.7	40.6
Not Important	5.2	3.5	6.7	3.0	11.3
Not Important At All	.6	1.3	—	1.8	3.8
DK	3.0	3.0	3.0	3.0	1.9

Importance of Agriculture

Very Important	96.2	92.6	99.3	95.8	75.5
Some Important	3.4	6.5	.7	4.2	16.0
Not Important	—	—	—	—	3.8
Not Important At All	—	—	—	—	1.9
DK	.4	.9	—	—	2.8

Importance of Tourism

Very Important	41.4	43.9	39.3	44.6	48.1
Some Important	48.8	46.5	50.7	47.6	38.7
Not Important	7.8	8.3	7.4	7.1	9.4
Not Important At All	.6	.4	.7	.6	.9
DK	1.4	.9	1.9	—	2.8

Importance of Forestry

	<u>Overall Percent</u>	<u>Urban</u>	<u>Rural</u>	<u>Fringe</u>	<u>Tree</u>
NA	.2	.4	----	----	----
Very Important	51.6	51.7	51.5	65.5	58.5
Some Important	37.4	37.4	37.4	28.0	31.1
Not Important	7.6	8.7	6.7	4.2	6.6
Not Important At All	.4	----	.7	.6	.9
DK	2.8	1.7	3.7	1.8	2.8

Importance of Oil

Very Important	59.0	54.3	63.0	54.2	38.7
Some Important	32.6	36.5	29.3	30.4	38.7
Not Important	6.6	7.0	6.3	12.5	11.3
Not Important At All	.4	----	.4	.6	5.7
DK	1.6	2.2	1.1	2.4	5.7

Importance of Construction

Very Important	59.4	57.8	32.6	60.1	34.9
Some Important	33.2	33.9	32.6	33.9	46.2
Not Important	5.4	6.1	4.8	4.8	11.3
Not Important At All	.2	.4	----	----	2.8
DK	1.8	1.7	1.9	1.2	4.7

Importance of Commercial Fishing

NA	.4	.4	.4	----	----
Very Important	10.4	13.0	8.1	22.6	38.7
Some Important	27.8	21.3	33.3	37.5	28.3
Not Important	35.6	32.6	38.1	26.8	25.5
Not Important At All	19.2	27.0	12.6	8.9	3.8
DK	6.6	5.7	7.4	4.2	3.8

FORESTRY REGULATION

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Most Saskatchewan respondents didn't believe there were any laws to regulate the forestry business in the province. Almost three out of four respondents stated either no, there were no laws to regulate, or they did not know of any laws.

Support and satisfaction for laws as they are now was weak. Only 10 percent of all respondents expressed any degree of satisfaction for the status quo. This is a very small base of support.

That support was strongest in the tree belt and the forest fringe. It was weakest in the urban area. In both the tree and the fringe belts, well over half the respondents' stated yes, there are laws to regulate forestry. Levels of satisfaction with the existing regulations tended to be higher in both the tree and fringe belt. Conversely, so did the level of dissatisfaction as compared to the province as a whole. Opinions in urban and rural areas were very soft on this subject likely due to their lack of information.

5. a) We would now like to have your comments on some specifics to do with the forest business, including the areas of logging, pulp and paper, and recreational use. Do you know if laws exist to regulate the forestry business in Saskatchewan?

	<u>Overall Percent</u>	<u>Urban</u>	<u>Rural</u>	<u>Fringe</u>	<u>Tree</u>
Yes	27.8	22.2	32.6	51.2	56.6
No	44.6	46.1	43.3	33.9	28.3
DK	27.6	31.7	24.1	14.9	15.1

5. b) How satisfied are you with these laws?

	<u>Overall Percent</u>	<u>Urban</u>	<u>Rural</u>	<u>Fringe</u>	<u>Tree</u>
NA	72.6	77.8	68.1	50.0	43.4
Complete Satis.	3.4	2.6	4.1	6.0	7.5
Some Satis.	7.2	6.1	8.1	20.8	20.8
Some Dissatis.	3.4	2.2	4.4	10.1	16.0
Complete Dissatis.	1.8	.9	2.6	7.1	8.5
DK	11.6	10.4	12.6	6.0	8.5

FORESTRY JOB CREATION

FORESTRY JOB CREATION

There was little awareness by respondents of any job creation programs in the forest industry. Well over 90 percent either said no, there are no programs or said they did not know.

Those in urban and rural areas were least knowledgeable. However, there was stronger awareness in the tree belt and the forest fringe. Awareness was particularly strong in the tree belt where one out of three said yes, they were aware of job creation programs.

The support for job creation programs was overwhelming. Eighty-six percent of all respondents thought it was a good idea. The strongest support in favor of job creation programs came from those in urban areas.

6. a) Are you currently aware of any government sponsored job creation programs in Saskatchewan's forest industry?

	<u>Overall Percent</u>	<u>Urban</u>	<u>Rural</u>	<u>Fringe</u>	<u>Tree</u>
Yes	7.4	7.0	7.8	19.6	32.1
No	83.2	86.1	80.7	73.2	62.3
DK	9.2	6.5	11.5	7.1	5.7

6. b) In fact, there are number of job creation programs for the forest industry in Saskatchewan. Do you think these programs are a good idea or bad idea?

	<u>Overall Percent</u>	<u>Urban</u>	<u>Rural</u>	<u>Fringe</u>	<u>Tree</u>
Good Idea	86.0	92.2	80.7	88.1	88.7
Bad Idea	4.0	2.2	5.6	3.6	4.7
DK	10.0	5.7	13.7	8.3	6.6

FOREST MANAGEMENT RESPONSIBILITY

FOREST MANAGEMENT RESPONSIBILITY

Respondents were told that the Province of Saskatchewan is responsible for reforestation and for looking after the forest. When asked to rate the government on the kind of job it's doing, respondents tended to be lukewarm in their response. Only about one in four said a good job. About one in three said a fair job and one quarter did not know.

When the numbers from the forest fringe and the tree belt were analysed, the results were quite firm and were consistent between the two groups. Over 60 percent in both areas gave a fair to poor rating on the government's forest management. A number of people were undecided or not sure and they resided mainly in rural areas.

Respondents were then asked who they felt should be paying the costs of reforestation and forest management. Responses here were quite strong. Well over half feel it should be some combination of provincial and federal governments and forest industries. There was also a significant group of almost 20 percent who felt it should be a combination of just the provincial and federal governments. Only a minor group of under four percent felt it should be the provincial government alone.

There tended to be a significant group of about 15 percent who felt reforestation should be paid for exclusively by logging and pulp companies, a result that tended to be consistent through each of the four areas. The most support for combination of government and industry came from the forest fringe belt. The numbers were quite firm in response to this question, there were very few people who were undecided.

7. In Saskatchewan, the provincial government is responsible for reforestation and for looking after the forests for long-term benefits.

Generally speaking, how would you rate the government as far as looking after the forests? Would you say it is doing:

	<u>Overall Percent</u>	<u>Urban</u>	<u>Rural</u>	<u>Fringe</u>	<u>Tree</u>
Excellent	2.4	2.2	2.6	4.8	3.8
Good	25.8	25.7	25.9	25.6	29.2
Fair	35.4	40.0	31.5	42.9	41.5
Poor	10.8	11.7	10.0	18.5	18.9
DK	25.6	20.4	30.0	8.3	6.6

8. Who do you think should pay most of the costs for forest management?

	<u>Overall Percent</u>	<u>Urban</u>	<u>Rural</u>	<u>Fringe</u>	<u>Tree</u>
Log & Pulp	14.2	15.2	13.3	14.3	17.9
Non-Profit (SFA)	.6	.9	.4	—	—
Prov.	3.8	5.7	2.2	2.4	1.9
Fed.	1.8	3.5	.4	—	.9
Combo-Prov.&Fed.	18.8	23.0	15.2	19.6	17.0
Combo-All	53.2	46.5	58.9	56.5	46.2
DK	6.8	4.8	8.5	6.5	15.1
Other Combo	.8	.4	1.1	.6	.9

FOREST USAGE

FOREST USAGE

The majority of Saskatchewan residents felt that the forests are of most value when they are used to serve a number of needs, including industrial uses, tourism, recreation, and fishing and trapping. Almost two out of three respondents felt that a combination usage derived the most value from the forest resource. Responses were very strong to this question and very few people were undecided. One significant fact stood out, however. There were definitely two solid blocs of opinion about the use of forests. Approximately 19 percent said it should be strictly tourism and recreation, and approximately 12 percent said it should be used for logging and pulp.

Support for tourism as a forest usage was weakest in the forest fringe belt, followed by the tree belt. Support for logging and pulp usage was also weakest in the tree belt, but support for fishing and trapping was significantly strong in the tree belt. Over 30 percent of respondents in the tree belt felt that best use of the forest was for fishing, trapping and wild rice growing.

Overall use of the forest by Saskatchewan residents was not as common as has been the case in other provinces. Well over half of the respondents had not visited the northern forest area at all in the past 12 months. The most common reason for a visit to the forest was for recreation or leisure. Overall, respondents tended to be infrequent users of the forest area since under 30 percent of respondents had only used the forest five times or less in the past year. Forest usage and frequency was higher in the forest fringe belt and much higher in the tree belt. Obviously, the closer people were to the forested area the more frequent their use of it.

9. Some people have said that forests are of most value to the people of Saskatchewan when they are used for logging and pulp. Others have said the forests are most valuable when used strictly for trapping, fishing and wild rice growing. Still others have said the forests are of most value when left in their natural state and used only for tourism and recreation. Which one of these views is closer to your own?

	<u>Overall Percent</u>	<u>Urban</u>	<u>Rural</u>	<u>Fringe</u>	<u>Tree</u>
Log & Pulp	11.8	10.0	13.3	13.7	6.6
Fish-Trap	3.4	1.3	5.2	7.1	30.2
Tourism	19.2	21.7	17.0	13.1	13.2
All	63.4	65.7	61.5	64.3	49.1
DK	2.0	1.3	2.6	1.8	.9
None	.2	----	.4	----	----

10. a) In the past twelve months have you visited or made any use of the northern forested area in this province either for recreation and leisure or to earn your livelihood?

	<u>Overall Percent</u>	<u>Urban</u>	<u>Rural</u>	<u>Fringe</u>	<u>Tree</u>
Yes	43.8	46.1	41.9	67.9	85.8
No	56.0	53.9	57.8	31.0	12.3
DK	.2	----	.4	1.2	1.9

b) What is your primary reason for using Saskatchewan's forests?

	<u>Overall Percent</u>	<u>Urban</u>	<u>Rural</u>	<u>Fringe</u>	<u>Tree</u>
NA	56.2	53.9	58.1	32.1	14.2
Camp	7.0	9.1	5.2	4.8	4.7
Log	1.0	—	1.9	4.2	4.7
Pulp	—	—	—	.6	.9
Hunt	1.0	1.7	.4	3.6	8.5
Rec	28.4	31.3	25.9	47.6	52.8
Fish	2.4	.9	3.7	3.0	2.8
Trap	.2	—	.4	.6	4.7
DK	.4	—	.7	.6	—
Other	3.4	3.0	3.7	3.0	6.6

c) How many times would this have been?

	<u>Overall Percent</u>	<u>Urban</u>	<u>Rural</u>	<u>Fringe</u>	<u>Tree</u>
NA	56.6	54.3	58.5	32.1	14.2
1 or 2	17.8	17.4	18.1	7.7	5.7
3-5	11.6	14.8	8.9	12.5	7.5
6-9	4.6	3.5	5.6	8.9	6.6
10+	9.0	9.1	8.9	37.5	63.2
Seldom	.4	.9	—	1.2	2.8

SOURCES OF INFORMATION

SOURCES OF INFORMATION

To help identify those spokespersons who are perceived to have the most credibility when discussing forestry and forest management issues, a question was included to test the believability of certain types of spokespersons. Without doubt, a professional forester was perceived to be the most credible and the most respected source of information on forestry and forest management. One other person stood out as a credible source as well. That person was the locally elected official from a northern community who was seen by 84.8 percent as having either very much or some credibility and respect. This was a strong response.

The perception ranking, in descending order of credibility, was as follows: professional forester, someone from the Saskatchewan Forestry Association, a locally elected official from a northern community, a university scientist, the minister of Parks and Renewable Resources, the manager of a pulp mill, a government civil servant, news media reporters, and a labour union leader.

Those in the tree belt tended to be somewhat skeptical of professional foresters and scientists, compared to the provincial average. However, the percentage of people who said "none" is very small. The strongest support for the credibility of a locally elected official from the north came from rural respondents, the weakest support was from urban respondents.

11. Following is a list of persons and organizations that might be a source of information about forestry and forest management. Please tell me whether you would have respect and confidence in their public statements. Please answer using these categories: very much, some, not much, or none at all.

Respect Civil Servant

	<u>Overall Percent</u>	<u>Urban</u>	<u>Rural</u>	<u>Fringe</u>	<u>Tree</u>
NA	.2	----	.4	.6	----
Very Much	10.2	14.3	6.7	9.5	11.3
Some	38.6	37.0	40.0	48.2	35.8
Not Much	28.4	28.3	28.5	22.0	32.1
None	14.4	14.8	14.1	9.5	17.9
DK	8.2	5.7	10.4	10.1	2.8

Respect Reporter

	<u>Overall Percent</u>	<u>Urban</u>	<u>Rural</u>	<u>Fringe</u>	<u>Tree</u>
NA	.2	----	.4	.6	----
Very Much	8.4	10.0	7.0	10.7	9.4
Some	37.2	29.1	35.6	42.9	32.1
Not Much	35.2	35.7	34.8	25.0	40.6
None	13.2	11.7	14.4	16.1	17.0
DK	5.8	3.5	7.8	6.5	.9

Respect Scientist

	<u>Overall Percent</u>	<u>Urban</u>	<u>Rural</u>	<u>Fringe</u>	<u>Tree</u>
NA	.2	----	.4	.6	----
Very Much	48.2	53.9	43.3	46.4	32.1
Some	34.8	29.1	39.6	35.7	45.3
Not Much	9.0	10.0	8.1	7.1	13.2
None	3.6	4.3	3.0	3.6	7.5
DK	4.2	2.6	5.6	6.5	1.9

Respect Forester

	<u>Overall Percent</u>	<u>Urban</u>	<u>Rural</u>	<u>Fringe</u>	<u>Tree</u>
NA	.2	----	.4	.6	.9
Very Much	78.8	83.5	74.8	75.0	71.7
Some	16.6	13.0	19.6	18.5	17.9
Not Much	1.6	2.2	1.1	.6	1.9
None	.6	.4	.7	1.2	5.7
DK	2.2	.9	.7	4.2	1.9

Respect Labour Leader

	<u>Overall Percent</u>	<u>Urban</u>	<u>Rural</u>	<u>Fringe</u>	<u>Tree</u>
NA	.2	----	.4	.6	----
Very Much	3.2	3.5	3.0	7.1	4.7
Some	27.2	28.7	25.9	35.1	23.6
Not Much	28.0	36.1	21.1	19.0	25.5
None	31.8	26.5	36.3	30.4	33.0
DK	9.6	5.2	13.3	7.7	13.2

Respect SFA Rep

	<u>Overall Percent</u>	<u>Urban</u>	<u>Rural</u>	<u>Fringe</u>	<u>Tree</u>
NA	.2	----	.4	.6	----
Very Much	56.2	56.1	56.3	48.8	45.3
Some	33.8	33.5	34.1	39.9	38.7
Not Much	3.8	3.9	3.7	4.2	6.6
None	.8	1.3	.4	.6	5.7
DK	5.2	5.2	5.2	6.0	3.8

Respect Mgr-Pulp & Paper

	<u>Overall Percent</u>	<u>Urban</u>	<u>Rural</u>	<u>Fringe</u>	<u>Tree</u>
NA	.2	----	.4	.6	----
Very Much	23.6	19.6	27.0	30.4	20.8
Some	39.4	45.2	34.4	38.1	36.8
Not Much	22.8	22.2	23.3	18.5	24.5
None	10.4	10.9	10.0	6.0	16.0
DK	3.6	2.2	4.8	6.5	1.9

Respect Minister

	<u>Overall Percent</u>	<u>Urban</u>	<u>Rural</u>	<u>Fringe</u>	<u>Tree</u>
NA	.2	----	.4	.6	----
Very Much	42.2	43.9	40.7	44.6	44.3
Some	40.2	37.4	42.6	38.1	36.8
Not Much	9.0	8.3	9.6	8.9	12.3
None	5.6	8.3	3.3	3.6	4.7
DK	2.8	2.2	3.3	4.2	1.9

Respect Local Official

	<u>Overall Percent</u>	<u>Urban</u>	<u>Rural</u>	<u>Fringe</u>	<u>Tree</u>
NA	.2	----	.4	.6	----
Very Much	41.2	31.3	49.6	41.1	45.3
Some	43.6	48.3	39.6	42.9	38.7
Not Much	7.4	11.3	4.1	4.8	12.3
None	4.6	8.3	1.5	6.0	2.8
DK	3.0	.9	4.8	4.8	.9

CHEMICALS

CHEMICALS

Because of the current issue surrounding the use of chemicals as a forest management tool, it was felt important to determine public attitudes towards this practice. 54.4 percent felt the use of chemicals in forest management was a bad idea. 24 percent said it was a good idea and 21 percent said they didn't know. Respondents were then asked why they had responded as they did. Their reasons were varied ranging from "people using it are knowledgeable" for a good idea, to "health problems, hazards" for bad idea. (See Appendix A)

Those who had replied bad idea or don't know, were then given specific information in a subsequent question immediately following. They were asked to agree or disagree with the statement that controlled use of chemicals by a professional forester to make the forest more productive is a good idea. Opinions then began to shift. Fully half the respondents agreed with the statement. This emerging pattern of agreement was consistent through all areas.

There remained a large bloc in the province overall opposed to the use of chemicals under any circumstances. 18.8 percent of respondents were opposed which was a significant body of opinion. The opposition was largely centered in the tree belt where almost 35 percent of respondents disagreed with the use of chemicals, followed by the forest fringe belt where 26.2 percent were opposed.

12. a) Do you think the use of chemicals in forest management is a good idea or a bad idea?

	<u>Overall Percent</u>	<u>Urban</u>	<u>Rural</u>	<u>Fringe</u>	<u>Tree</u>
Good Idea	24.2	22.6	25.6	16.1	6.6
Bad Idea	54.4	52.6	55.9	63.7	71.7
DK	21.4	24.8	18.5	20.2	21.7

13. Some people say that controlled use of chemicals such as pesticides, insecticides, herbicides, fertilizers, and fire retardants to help in forest management is a good idea when used by a forest professional to make it more productive. Would you agree or disagree with this statement?

	<u>Overall Percent</u>	<u>Urban</u>	<u>Rural</u>	<u>Fringe</u>	<u>Tree</u>
NA	24.4	23.9	24.8	16.1	9.4
Agree	49.8	53.0	47.0	47.6	50.0
Disagree	18.8	16.5	20.7	26.2	34.9
DK	7.0	6.5	7.4	10.1	5.7

FOREST FIRES/GENERAL

FOREST FIRES

Most of the survey respondents cited carelessness as the most common cause of forest fires in Saskatchewan. That was the opinion of one in three people. The next most noted reason was lightning, followed by campers and campfire, dryness and smokers. Carelessness ranked high on the list likely due to the extensive public service announcements used in media for the past number of years.

Responses to this question were firm, and the numbers were quite hard.

People in the tree belt diverged from the responses in the rest of the province on this question. There was no doubt in their minds that lightning was the most common cause of forest fires. Well over half the respondents (51.9 percent) noted lightning as the most common cause of forest fires. Results from the forest fringe tended to be consistent with the provincial average. Arson as a cause of forest fires was higher in the tree belt, compared to the rest of the province.

GENERAL

There was wide support for the introduction of forestry education to the school curriculum. Over three quarters of respondents agreed with this concept even though they knew that there was an extra cost involved. There was some opposition to the idea, however. Slightly more than 20 percent disagreed either strongly or somewhat with the idea of introducing forestry education to the schools.

Support was strongest in the tree belt and slightly above average in the fringe. Support for the concept was weakest in urban areas.

It was virtually unknown that Prince Albert has been named the 1985 forestry capital of Canada. Nine out of 10 people were not aware at all of this fact. Awareness was much higher in the fringe, where 20.8 percent of respondents said yes and in the tree belt where just over 12 percent said yes. This compares to the provincial average of 7.2 percent.

14. From your knowledge, what is the most common cause of forest fires in Saskatchewan?

	<u>Overall Percent</u>	<u>Urban</u>	<u>Rural</u>	<u>Fringe</u>	<u>Tree</u>
NA	.2	—	.4	—	1.9
Campfires	11.0	17.8	5.2	27.4	9.4
Lightening	26.4	24.8	27.8	29.2	51.9
Dryness	9.2	11.3	7.4	3.6	3.8
Smokers	6.8	5.2	8.1	6.0	3.8
Campers	11.4	9.6	13.0	7.7	6.6
Carelessness	32.4	27.4	36.7	17.3	16.0
Arson	.8	.9	.7	3.6	4.7
DK	1.2	2.2	.4	2.4	.9
Other	.6	.9	.4	3.0	.9

15. Some people have suggested it would be worth the extra costs to introduce forestry education courses in the school curriculum. Would you agree or disagree with this statement, and is that strongly or somewhat?

	<u>Overall Percent</u>	<u>Urban</u>	<u>Rural</u>	<u>Fringe</u>	<u>Tree</u>
Strong Agree	38.6	35.2	41.5	40.5	63.2
Some Agree	36.6	33.9	38.9	39.9	23.6
Some Disagree	13.2	15.7	11.1	11.9	6.6
Strong Disagree	9.0	12.6	5.9	6.0	2.8
DK	2.6	2.6	2.6	1.8	3.8

16. Are you aware that Prince Albert, Saskatchewan has been given the honorary title of the 1985 Forestry Capital of Canada?

	<u>Overall Percent</u>	<u>Urban</u>	<u>Rural</u>	<u>Fringe</u>	<u>Tree</u>
Yes	7.2	6.5	7.8	20.8	12.3
No	91.8	93.0	90.7	78.6	87.7
DK	1.0	.4	1.5	.6	——

ATTITUDE PROFILES

ATTITUDE PROFILES

In order to draw certain conclusions about the attitudes held by the general population of Saskatchewan, a series of statements were read one by one to respondents and they were then asked to agree or disagree with the statement. From these results certain conclusions can be drawn about the attitudes held.

A solid majority disagreed that Saskatchewan's forests have unlimited potential without reforestation. 70 percent of respondents disagreed with this statement. In fact, almost 45 percent strongly disagreed with it. The disagreement was strongest in the tree belt, followed by urban areas.

There was a strong body of opinion that tended to agree with the statement and felt that the forest had unlimited potential even without reforestation. People had made up their mind on this issue and opinions were very strong.

Respondents also did not agree with the statement that logging companies were the best judge of the level of reforestation. Over 55 percent did not agree. On the other hand, there was some agreement with the statement. About 39 percent felt companies were in fact in the best position. This attitude was held most strongly in the fringe.

There was very strong support for the idea that government needs to get tough with forest companies through more stringent environmental controls. Nine out of 10 people in the province agreed with the statement.

The attitude was consistent through all areas of the province, but slightly stronger in the tree belt and slightly weaker in the fringe.

People were confused as to whether or not chemicals were now being used extensively in Saskatchewan forests. There were no firm opinions one way or the other, the largest response was don't know. Slightly more people agreed than disagreed, but the numbers were very soft.

Again, tree belt respondents diverged from the provincial average on this question. 40.6 percent disagreed with the statement that chemicals were being used extensively. This compared to the provincial average of 19.6 percent.

Respondents had a deepseated feeling that Saskatchewan had benefitted from logging and pulp companies. There was virtually no agreement with the statement that Saskatchewan would be better off without logging and pulp companies. 84.2 percent of respondents, in fact, disagreed with the statement. Opinions were very strong on this question, with fringe respondents being slightly more in disagreement and tree belt respondents being slightly less in disagreement.

News media were seen to exaggerate forest management issues.

Almost half the respondents agreed although there was a large body of opinion that did not know for sure.

Responses were somewhat varied in different areas of the province.

Over 60 percent of respondents in the fringe believed media exaggerate forest issues, closely followed by tree belt respondents where 58.5 percent agreed with the statement. These results reinforced the earlier responses which showed news reporters were not seen as very credible sources of information.

Opinions were strong on whether or not the forest products industry was considered a "sunset" industry. Most respondents believed that the forest products industry would be with us indefinitely. While two out of three respondents were confident of the future of the industry, there was a significant group, about one in four, who were not necessarily optimistic about the future.

Those in the fringe were the largest group who believed the industry will eventually disappear. The "softest" opinions were held by those in the tree belt, while those in urban areas were the most optimistic of all. 75.6 percent of respondents in urban areas disagreed with the statement.

There was absolutely unquestioned support of the concept that man needs to help Nature with reforestation. 95.8 percent of respondents agreed with the statement. In fact, there is essentially no opposition to this concept. One area was just slightly above the overall average in support and that was the fringe.

Opinions were sharply divided on who should pay for the costs of reforestation. Almost half of the respondents agreed it should be the taxpayer, but there was a body of opinion almost as large that disagreed with this. And while opinions may have been divided, the numbers were definitely not "soft". The forest fringe area was somewhat higher in disagreement with this issue than the provincial average.

Most people agreed that Canada is a world leader in the export of forest products, but there tended to be a lack of certainty in response to the question. Almost half the respondents agreed, but about 40 percent did not know. Respondents in the tree belt showed no uncertainty, three people out of four agreed with the statement. The forest fringe were the next most positive group and well above the provincial average.

People are overwhelmingly in favor of converting forest lands to uses such as provincial parks. 87.6 percent agreed with this idea, with only 10 percent opposed. Support for the concept was solid, opinions were not soft at all. There was a consistent response through all areas of the province to this question, in fact it was somewhat higher in the fringe and tree belt areas.

17. Now I'm going to read you some statements that people have made about forestry and forest management. Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of these statements.

A) Saskatchewan forests have unlimited potential even without reforestation.

	<u>Overall Percent</u>	<u>Urban</u>	<u>Rural</u>	<u>Fringe</u>	<u>Tree</u>
Strong Agree	7.4	5.7	8.9	7.1	1.9
Some Agree	17.2	13.5	20.4	16.1	15.1
Some Disagree	25.4	27.4	23.7	25.0	25.5
Strong Disagree	44.8	49.6	40.7	48.8	55.7
DK	4.8	3.5	5.9	3.0	1.9

B) Logging companies are in the best position to say what level of reforestation is required.

	<u>Overall Percent</u>	<u>Urban</u>	<u>Rural</u>	<u>Fringe</u>	<u>Tree</u>
Strong Agree	13.2	10.4	15.6	19.6	5.7
Some Agree	26.0	26.1	25.9	28.6	30.2
Some Disagree	23.8	25.7	22.2	21.4	38.7
Strong Disagree	31.6	34.8	28.9	26.8	23.6
DK	5.4	3.0	7.4	3.6	1.9

- C) Governments need to get tough with forest companies through more stringent environmental controls.

	<u>Overall Percent</u>	<u>Urban</u>	<u>Rural</u>	<u>Fringe</u>	<u>Tree</u>
Strong Agree	59.0	62.6	55.9	58.3	58.5
Some Agree	30.6	28.3	32.6	27.4	34.9
Some Disagree	4.0	3.5	4.4	6.0	.9
Strong Disagree	1.2	.9	1.5	3.0	3.8
DK	5.2	4.8	5.6	5.4	1.9

- D) Chemicals and pesticides are used extensively in Saskatchewan forests.

	<u>Overall Percent</u>	<u>Urban</u>	<u>Rural</u>	<u>Fringe</u>	<u>Tree</u>
Strong Agree	8.6	5.2	11.5	7.7	2.8
Some Agree	17.4	19.1	15.9	17.9	17.0
Some Disagree	10.0	6.5	13.0	26.2	19.8
Strong Disagree	9.6	10.4	8.9	19.0	20.8
DK	54.0	57.8	50.7	29.2	39.6

E) Saskatchewan would be better off without the logging and pulp companies.

	<u>Overall Percent</u>	<u>Urban</u>	<u>Rural</u>	<u>Fringe</u>	<u>Tree</u>
Strong Agree	2.8	1.7	3.7	4.8	6.6
Some Agree	7.0	6.5	5.9	3.6	9.4
Some Disagree	31.6	32.6	30.7	24.4	37.7
Strong Disagree	52.6	52.2	53.0	64.3	40.6
DK	6.0	6.1	5.9	2.4	5.7

F) News media exaggerate forest management issues.

	<u>Overall Percent</u>	<u>Urban</u>	<u>Rural</u>	<u>Fringe</u>	<u>Tree</u>
Strong Agree	17.4	20.4	14.8	20.8	14.2
Some Agree	30.4	26.1	34.1	39.9	40.6
Some Disagree	17.8	19.6	16.3	15.5	17.9
Strong Disagree	6.4	8.3	4.8	10.1	8.5
DK	27.6	24.8	30.0	13.7	18.9

- G) In this electronic age, the forest products industry will eventually disappear.

	<u>Overall Percent</u>	<u>Urban</u>	<u>Rural</u>	<u>Fringe</u>	<u>Tree</u>
Strong Agree	11.0	8.3	13.3	13.1	12.3
Some Agree	13.2	8.7	17.0	18.5	16.0
Some Disagree	24.4	26.5	22.6	26.2	23.6
Strong Disagree	44.2	49.1	40.0	38.1	36.8
DK	7.2	7.4	7.0	4.2	11.3

- H) Man needs to help with Nature's methods of reforestation.

	<u>Overall Percent</u>	<u>Urban</u>	<u>Rural</u>	<u>Fringe</u>	<u>Tree</u>
Strong Agree	78.0	80.4	75.9	84.5	85.8
Some Agree	17.8	16.1	19.3	14.3	12.3
Some Disagree	1.4	.4	2.2	1.2	.9
Strong Disagree	1.2	1.3	1.1	—	.9
DK	1.0	.4	1.5	—	—

- I) Taxpayers should pay the cost of improving the forests.

	<u>Overall Percent</u>	<u>Urban</u>	<u>Rural</u>	<u>Fringe</u>	<u>Tree</u>
Strong Agree	6.8	10.0	4.1	9.5	11.3
Some Agree	43.0	41.3	44.4	31.5	37.7
Some Disagree	19.6	22.2	17.4	19.6	17.9
Strong Disagree	26.8	22.6	30.4	34.5	28.3
DK	3.0	2.2	3.7	4.8	4.7

J) Canada is a world leader in the export of forest products.

	<u>Overall Percent</u>	<u>Urban</u>	<u>Rural</u>	<u>Fringe</u>	<u>Tree</u>
Strong Agree	23.2	27.0	20.0	28.6	39.6
Some Agree	26.2	26.5	25.9	30.4	38.7
Some Disagree	7.8	7.8	7.8	6.5	3.8
Strong Disagree	4.0	2.2	5.6	4.2	.9
DK	38.8	36.5	40.7	30.4	17.0

K) It's okay to convert forest lands to other uses such as provincial parks.

	<u>Overall Percent</u>	<u>Urban</u>	<u>Rural</u>	<u>Fringe</u>	<u>Tree</u>
Strong Agree	37.8	37.0	38.5	45.2	44.3
Some Agree	49.8	49.6	50.0	44.6	45.3
Some Disagree	5.4	5.2	5.6	4.8	4.7
Strong Disagree	5.0	6.5	3.7	4.2	5.7
DK	2.0	1.7	2.2	1.2	—

APPENDIX A

CODED COMMENTS

3. What do you think is the single most important problem facing the province of Saskatchewan today?

OTHER

- Government (22)
- Agriculture (6)
- Weather (4)
- Alcohol (3)
- Pollution (3)
- Management of resources (2)
- P.C. government (2)
- Interest rates (2)
- Price of gas (2)
- Farming costs (2)
- Drought (2)
- New budget (2)
- Crime (2)
- Housing (2)
- Water (2)
- Promoting tourism
- Not enough love
- Dust
- Pay more attention to Northern Saskatchewan
- Making changes - don't know if they will work
- Too many people on Welfare
- Farming, grain isn't worth enough
- Environment

OTHER

- Pig prices are too low
- Attitude - apathy
- Government levels of taxation
- Low return (money) on farm produce
- Farmers in trouble
- Farmers need more benefits
- Farmers (2)
- Farming - everything is so expensive, don't got money for what we sell
- Too many poor farmers
- The given power to minority is a problem
- Downfall in farmer
- Lack of an industrial base
- Taxing old cars, compensation for handicapped
- Too many communists
- Agriculture needs improvements
- Difference in income between farmers and wage earners
- Farming, low wheat prices
- Social aspect of government
- Better drinking water
- Need more industry!
- Drinking water problem - poor lakes
- Marketing system in comparison with other provinces
- Taxes are a disgrace
- Grasshoppers
- Taxes

OTHER

- Agricultural costs
- Government spending too much money
- P.C. government in Regina
- Attitude and confidence in the province
- Unemployment and taxes
- Environment problems
- High taxes
- Agriculture situation
- Not doing enough for agriculture
- Lack of rain
- Low commodity prices
- Price of grain
- Rising taxes
- Indian problem
- Roads
- Controversy over Uranium mining
- Treaty rights
- Priorities - government
- Drugs
- Government should get out of business
- Pollution in lakes - Forestry, cutting down trees and not replanting
- Welfare - unwed mothers
- Our government
- Drug and sexual abuse
- Not enough for produce

OTHER

- Low agriculture prices - Rail line abandonment
- Uncertainty of young people's future
- Problems that farmers have
- Not enough money
- No problems in Saskatchewan
- Low initial price for grain
- Too much government
- Poor politics
- Road conditions
- Forest fires
- Agriculture and education
- Farmer - so low grain prices
- Lack of lakes and forests in South
- Grain prices

10. What is your primary purpose for using Saskatchewan's forests?

OTHER

- P.A. pump
- Revegetating
- Lumbering
- Geologist
- Sport fishing and trapping
- Taxi driver
- Forestry
- Work in hospital
- Recreation and leisure - Forester husband
- Enjoyment
- Firewood employment
- Business
- Working
- Commercial photography
- Hunting and camping
- Business trip
- Camping and fishing (2)
- Visiting (2)
- Camping, hunting and fishing
- Camping, recreation and leisure and fishing
- Camping, logging and fishing
- Wind erosion and beauty
- Preserve wildlife
- Visiting relations
- Hunting, recreation and leisure
- Logging, recreation and leisure

CODED COMMENTS

12. (V35) Do you think the use of chemicals in forest management a good idea or a bad idea?

0 - No response/no answer

1 - Refused

Good Idea

2 - Doesn't hurt wildlife/anyone

3 - Used properly/within reason

4 - Control weeds/pests

5 - Preserve, protect plants/trees/animals

6 - Other: people using it are knowledgeable, control infestation, benefits, cheapest way, it helps and they need to do it, if it can do good it's better to do that than nothing, work is done faster, good idea, just think it helps forest, necessary to let industry grow, for control of problems to help economy, don't know

Bad Idea

7 - Dangerous/kills wildlife/bush/forest

8 - Not natural/leave to Mother nature/leave alone

9 - Possible side effects/long term effects

10 - Health problems/hazards

11 - Human error/something could go wrong

12 - Other: more and more powerful chemicals to kill immune bugs, they're bad, polluting too much, too many chemicals, not enough public awareness, as a last resort, more harm than good, public awareness, till they know more about chemicals, previous incidents, brush kill, might get into the water, destroying too much, don't need it, when using chemicals they have to go further in the bush to pick berries, acid rain, bad idea, don't like the idea of chemicals, humans use the forest for recreation, rather put a work program to cut saplings than use chemicals, depends on use, contamination, it's their business - vitally interested

- 13 - Don't know: side effects
- 14 - Bad idea: don't know
- 15 - Don't know: depends on chemicals

14.(V37) From your knowledge, what is the most common cause of forest fires in Saskatchewan?

- 0 - No answer, no response
- 1 - Carelessness with fire, campfires
- 2 - Lightening, storms
- 3 - Dryness/heat
- 4 - Carelessness of smokers, cigarettes
- 5 - Neglect of campers, hunters
- 6 - Carelessness, negligence/careless people
- 7 - Arson
- 8 - Don't know
- 9 - Other: native people's stupidity, starting fires in restricted areas, careless fires by teen parties, brush burning, beer bottle and sun/glass bottles lying around campfires

APPENDIX B

QUESTIONNAIRE

Questionnaire

SASKATCHEWAN FORESTRY SURVEY

Telephone No.: _____ Survey No.: _____ (1)
 Interviewer No.: _____ (2) Area: _____ (3)

PARRY MARTENS PUBLIC RELATIONS INC.

Good morning/afternoon/evening, my name is _____ and I'm with Western Opinion Services. We would appreciate your opinion and would like your views on the forests in Saskatchewan. Could you please take a few minutes to answer some confidential questions?

1. (a) For the purposes of classification, which of the following age groups should I check you in? (READ LIST)

1 16 or under (THANK AND TERMINATE)
2 17 - 24
3 25 - 34
4 35 - 44 (4)
5 45 - 55
6 55+

- (b) Sex (BY OBSERVATION)

1 Male (5)
2 Female

2. All things considered, would you say that Saskatchewan is an excellent, a good, a fair, or a poor province in which to live?

1 Excellent 3 Fair (6)
2 Good 4 Poor

3. What do you think is the single most important problem facing the Province of Saskatchewan today? (DO NOT READ LIST - CHECK ONE RESPONSE ONLY. IF OTHER, RECORD RESPONSE VERBATIM.)

1 Economy
2 Unemployment
3 Deficit (7)
4 Inflation/Cost of Living
5 No Problems
6 So Many Can't Decide
7 Don't Know
8 Other (RECORD RESPONSE VERBATIM) _____

4. I'm going to read you a list of industries in Saskatchewan and I would like you to tell me how important you think each one is to the Province's economy. Please rate each of them as either very important, somewhat important, not too important or not important at all.

(ROTATE LIST)	<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Too Important</u>	<u>Not Important At All</u>	<u>Don't Know</u>
Mining Industry	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u> (8)
Agriculture Industry	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u> (9)
Tourism Industry	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u> (10)
Forest Industry	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u> (11)
Oil Industry	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u> (12)
Construction Industry	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u> (13)
Commercial Fishing	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u> (14)

5. (a) We would now like to have your comments on some specifics to do with the forest business, including the areas of logging, pulp and paper, and recreational use. Do you know if laws exist to regulate the forestry business in Saskatchewan? (CHECK RESPONSE)

- 1 Yes (Go to Ques. 5b)
2 No (Go to Ques. 6) (15)
3 Don't Know (Go to Ques. 6)

- (b) How satisfied are you with these laws? (READ LIST. CHECK RESPONSE)

Are you?

- 1 Completely Satisfied
2 Somewhat Satisfied
3 Somewhat Dissatisfied (16)
4 Completely Dissatisfied
(DON'T READ) 5 Don't Know

6. (a) Are you currently aware of any government-sponsored job creation programs in Saskatchewan's forest industry?

- 1 Yes
2 No (17)
3 Don't Know

(b) In fact, there are a number of job creation programs for the forest industry in Saskatchewan. Do you think these programs are a good idea or a bad idea?

- 1 Good Idea
- 2 Bad Idea (18)
- 3 Don't Know

7. In Saskatchewan, the provincial government is responsible for reforestation and for looking after the forests for long-term benefits. Generally speaking, how would you rate the government as far as looking after the forests? Would you say it is doing:

- 1 An Excellent Job
- 2 A Good Job (19)
- 3 A Fair Job
- 4 A Poor Job
- (DON'T READ) 5 Don't Know

8. Who do you think should pay most of the costs for forest management?
(READ LIST) (CHECK RESPONSE)

- 1 Logging and Pulp Companies
- 2 Non-Profit Groups (Sask. Forestry Assoc.)
- 3 Provincial Government (20)
- 4 Federal Government
- 5 A Combination of the Provincial and Federal Governments
- 6 A Combination of all of the Above
- (DON'T READ) 7 Don't Know

9. Some people have said that forests are of most value to the people of Saskatchewan when they are used for logging and pulp. Others have said the forests are most valuable when used strictly for trapping, fishing and wild rice growing. Still others have said the forests are of most value when left in their natural state and used only for tourism and recreation. Which one of these views is closer to your own? (READ LIST)

- 1 Logging and Pulp
- 2 Fishing, Trapping and Wild Rice
- 3 Tourism and Recreation (21)
- 4 Combination of all of These
- (DON'T READ) 5 Don't Know

10. (a) In the past twelve months, have you visited or made any use of the northern forested area in this province either for recreation and leisure or to earn your livelihood?

1 Yes (Go to Ques. 10b)

2 No (Go to Ques. 11)

(22)

3 Can't Recall/Don't Know (Go to Ques. 11)

- b) What is your primary purpose for using Saskatchewan's forests?

(DO NOT READ LIST. CHECK ONE RESPONSE.)

1 Camping

2 Logging and Lumbering

3 Pulp and Paper

4 Hunting

(23)

5 Recreation and Leisure (i.e. Cross Country Skiing, Hiking, etc.)

6 Sport Fishing

7 Trapping

8 Don't Know

9 Other (RECORD RESPONSE) _____

- (c) How many times would this have been? (DO NOT READ LIST.)

1 Once or Twice

4 Ten or more Times

2 Three to Five Times

5 Seldom

(24)

3 Six to Nine Times

6 Never

11. Following is a list of persons and organizations that might be a source of information about forestry and forest management. Please tell me whether you would have respect and confidence in their public statements. Please answer using these categories: Very much, Some, Not Much, or None At All. (READ LIST AND ROTATE.)

	Very Much	Some	Not Much	None At All	Don't Know	
a) A government civil servant	1	2	3	4	5	(25)
b) News media reporters	1	2	3	4	5	(26)
c) Scientist from a University	1	2	3	4	5	(27)
d) A professional forester	1	2	3	4	5	(28)
e) Labor union leader	1	2	3	4	5	(29)
f) A representative of the Saskatchewan Forestry Assoc.	1	2	3	4	5	(30)
g) Manager of a pulp and paper mill	1	2	3	4	5	(31)
h) The Minister of Parks and Renewable Resources	1	2	3	4	5	(32)
i) A locally elected official from a northern Saskatchewan community	1	2	3	4	5	(33)

12. (a) Do you think the use of the chemicals in forest management is a good idea or a bad idea?

1 Good Idea (Ask b. then Go to Ques. 14) (34)
2 Bad Idea (Ask b. then Go To Ques. 13)
3 Don't Know (Go To Ques. 13)

(b) Why do you say that? _____ (35)

13. Some people say that controlled use of chemicals such as pesticides, insecticides, herbicides, fertilizers and fire retardants to help in forest management is a good idea when used by a forest professional to make it more productive. Would you agree or disagree with this statement? (CHECK RESPONSE)

1 Agree
2 Disagree (36)
3 Don't Know

14. From your knowledge, what is the most common cause of forest fires in Saskatchewan?

_____ (37)

15. Some people have suggested it would be worth the extra costs to introduce forestry education courses in the school curriculum. Would you agree or disagree with this statement, and is that strongly or somewhat? (CHECK RESPONSE)

1 Strongly Agree
2 Somewhat Agree
3 Somewhat Disagree (38)
4 Strongly Disagree
5 Don't Know

16. Are you aware that Prince Albert, Saskatchewan has been given the honorary title of the 1985 Forestry Capital Of Canada? (CHECK RESPONSE)

1 Yes
2 No (39)
3 Don't Know

17. Now I'm going to read you some statements that people have made about forestry and forest management. Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of these statements. (READ LIST AND ROTATE)

	<u>AGREE</u>		<u>DISAGREE</u>		<u>DON'T KNOW</u>	
	Strongly	Somewhat	Somewhat	Strongly		
a) Saskatchewan forests have unlimited potential even without reforestation.	1	2	3	4	5	(40)
b) Logging companies are in the best position to say what level of reforestation is required.	1	2	3	4	5	(41)
c) Governments need to get tough with forest companies through more stringent environmental controls.	1	2	3	4	5	(42)
d) Chemicals and pesticides are used extensively in Saskatchewan forests.	1	2	3	4	5	(43)
e) Saskatchewan would be better off without the logging and pulp companies	1	2	3	4	5	(44)
f) News media exaggerate forest management issues.	1	2	3	4	5	(45)
g) In this electronic age, the forest products industry will eventually disappear.	1	2	3	4	5	(46)
h) Man needs to help with Nature's methods of reforestation.	1	2	3	4	5	(47)
i) Taxpayers should pay the cost of improving the forests.	1	2	3	4	5	(48)
j) Canada is a world leader in the export of forest products.	1	2	3	4	5	(49)
k) It's okay to convert forest lands to other uses such as provincial parks.	1	2	3	4	5	(50)

18. Finally, I'd like to ask you a few questions for statistical purposes only. Which of the following best describes your educational background? (READ LIST)

	No Formal Education	1	
	Some Elementary School	2	
	Completed Elementary School	3	
	Some Vocational or High School	4	
	Graduated from Vocational or High School	5	(51)
	Some College or University	6	
	Graduated from University	7	
	Post-Graduate Studies	8	
(DON'T READ)	Refused	9	

19. What is your occupation? (READ LIST)

	Professional/Technical	1	
	Manager/Owner	2	
	Clerk/Sales	3	
	Skilled Labour	4	
	Farmer	5	(52)
	Service Labour	6	
	Student	7	
	Homemaker	8	
	Retired/Unemployed	9	
(DON'T READ)	Refused	10	

20. And what is the total yearly income for all members of your household? Is it less than.....(READ DOWN LIST UNTIL RESPONDENT SAYS YES.)

	\$10,000 per year	1	
	\$20,000 per year	2	
	\$30,000 per year	3	
	\$40,000 per year	4	
	\$50,000 per year	5	(53)
	\$75,000 per year	6	
	Is it more than \$75,000 per year	7	
(DON'T READ)	Don't Know	8	
(DON'T READ)	Refused	9	

THANK YOU VERY MUCH FOR YOUR COOPERATION