

2014 ABCFP Public Opinion Poll Results

Table of Contents

Introduction 3
Restricting the Practice of Forestry to RPFs & RFTs 3
Quality of Forest Resources Management in BC 4
Quality of BC Forest Management Then and Now 6
Trustworthiness of Resource Professionals 7
Public Awareness 9
Perceived Job Performance 10
Decision-Making When Faced With a Conflict between Interests 11
Summary 12

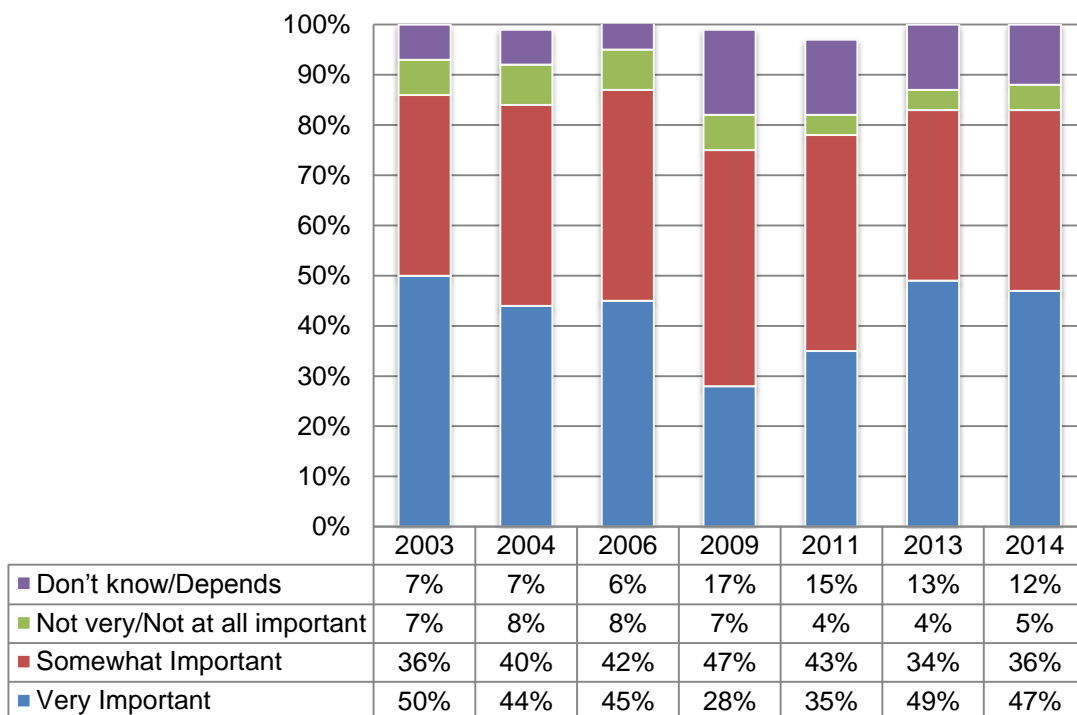
Introduction

The ABCFP Public Opinion Poll is conducted regularly so we can gauge how BC adults view forest professionals and forestry management. Results may also be also used to inform future strategic planning by the association. The poll was conducted in November 2014 and 500 BC residents responded. Results are considered to be 95% accurate (by +/- 4.33%, 95 times out of 100). That means that we can be 95% sure that the results garnered from this survey are accurate within 4.33%.

Restricting the Practice of Forestry to RPFs & RFTs

The majority of BC residents (83%) think that it is important to have the practice of forestry restricted to Registered Professional Foresters and Registered Forest Technologists. This result is virtually unchanged from 2013 and represents the highest percentage of BC residents who feel this way since 2006.

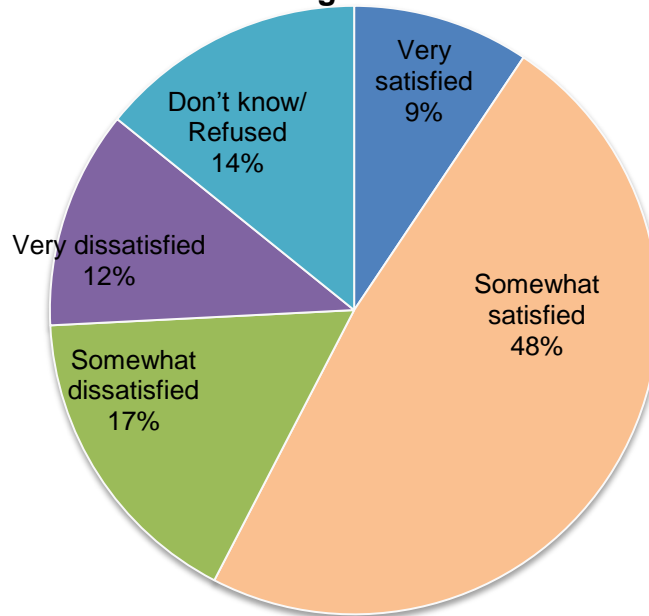
Importance of Restricting the Practice of Forestry to RPFs and RFTs



Quality of Forest Resources Management in BC

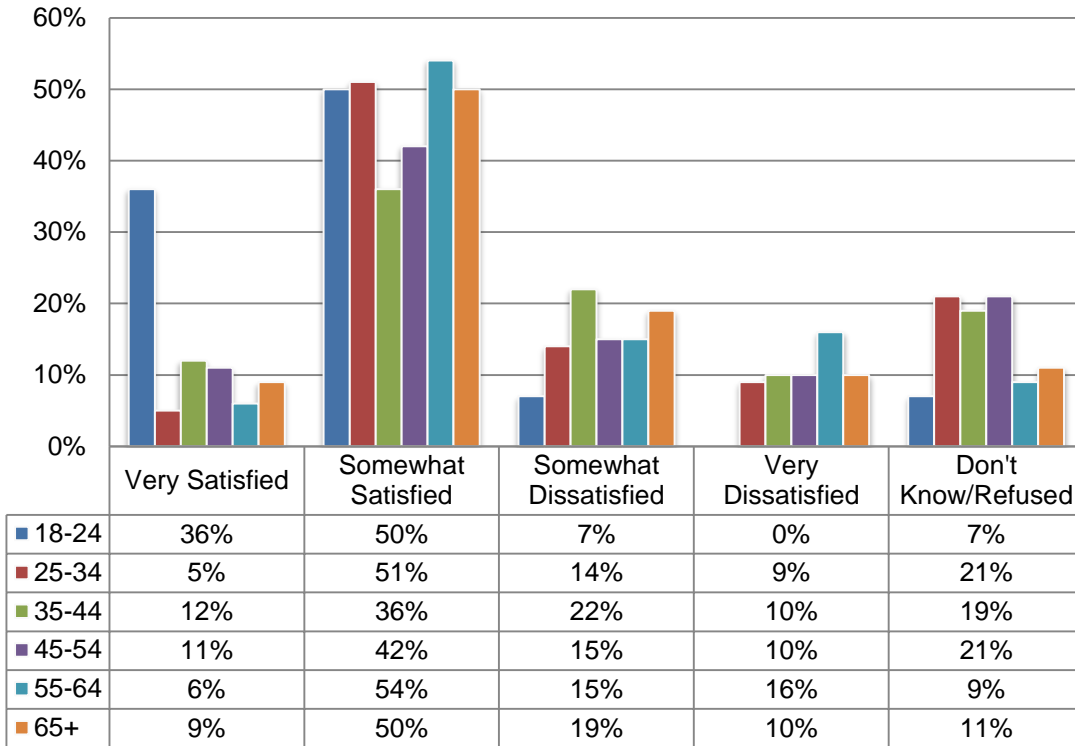
Over half of British Columbians (57%) are satisfied (somewhat satisfied 48% and very satisfied 9%) with the quality of forest resources management in BC today. The level of satisfaction continued its upward trend since 2009 and is slightly higher than the 2013 results.

Overall Satisfaction with the Quality of Forest Resources Management



On the converse, 29% of British Columbians are dissatisfied (somewhat dissatisfied 17% and very dissatisfied 12%). Although these results are 4% lower than 2013, there is still room for improvement. Respondents aged 18 to 24 are most likely to report being somewhat or very satisfied with forest resource management in BC (86%) while those aged 35 to 44 are most likely to be somewhat or very dissatisfied (32%).

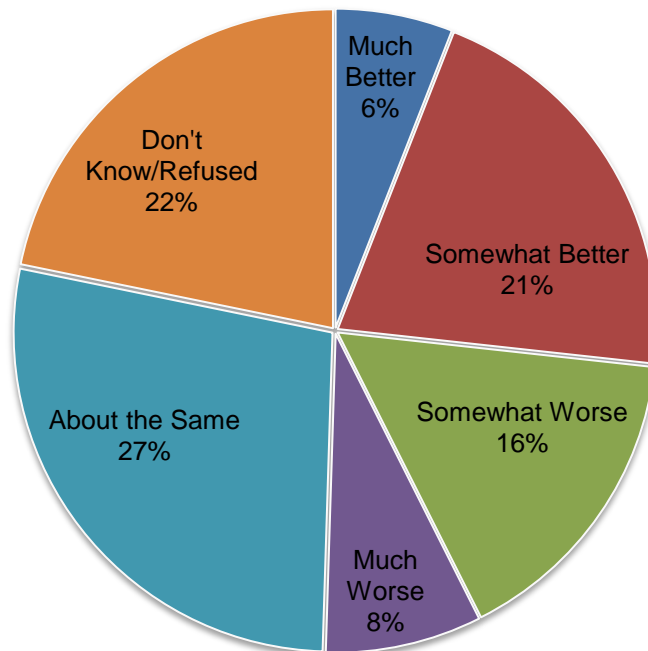
Satisfaction with the Quality of Forest Resources Management by Age



Quality of BC Forest Management Then and Now

Twenty-seven percent of respondents feel the quality of forest resource management in BC has remained the same in the past five years while smaller percentages of respondents feel that the quality of forest resource management in BC has increased (21%) or decreased (16%). These results indicate that the overall perception of the quality of forest resource management in BC is fairly neutral.

Quality of Forest Management Compared to Five Years Ago

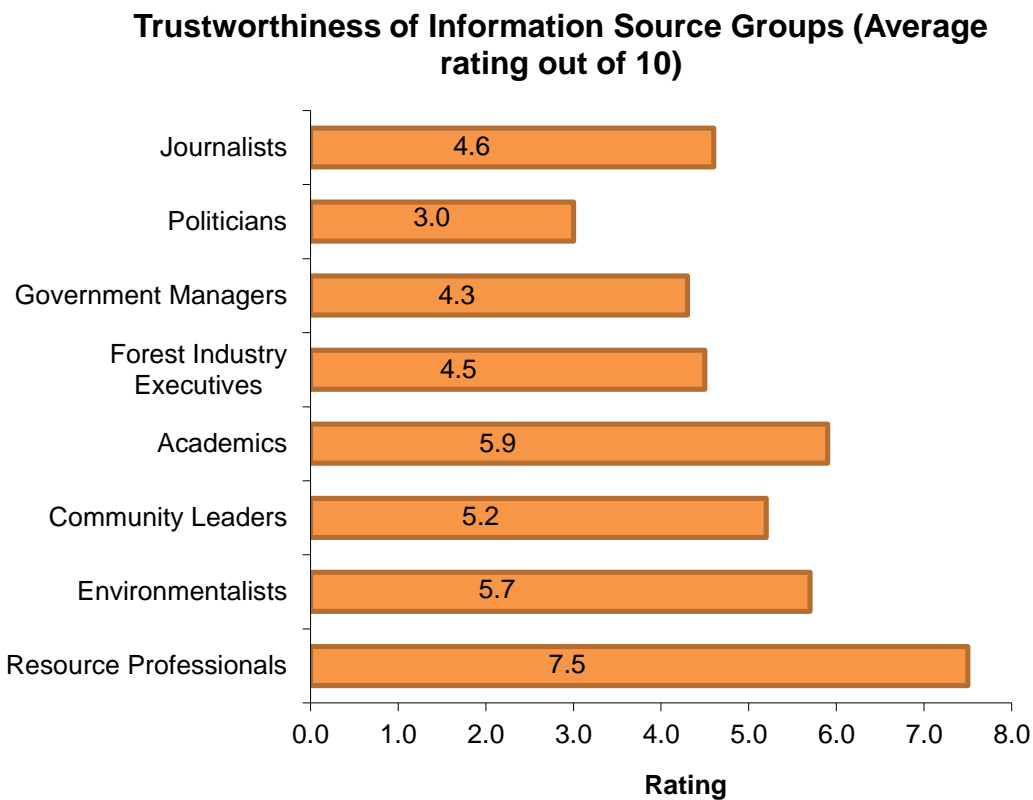


Residents ages 25 to 34 are most likely to perceive an improvement in the quality of forest management while residents ages 65 and older are most likely to perceive a decline.

Trustworthiness of Resource Professionals

Resource professionals (including Foresters, Forest Technologists, Biologists, Engineers, Geoscientists and Agrolgists) are the most trusted source of information about BC's forest resources (scoring at rating of 7.5 out 10). This result is consistent with all public opinion polling since 2006. Academics (5.9) and environmentalists (5.7) are the next most trusted groups.

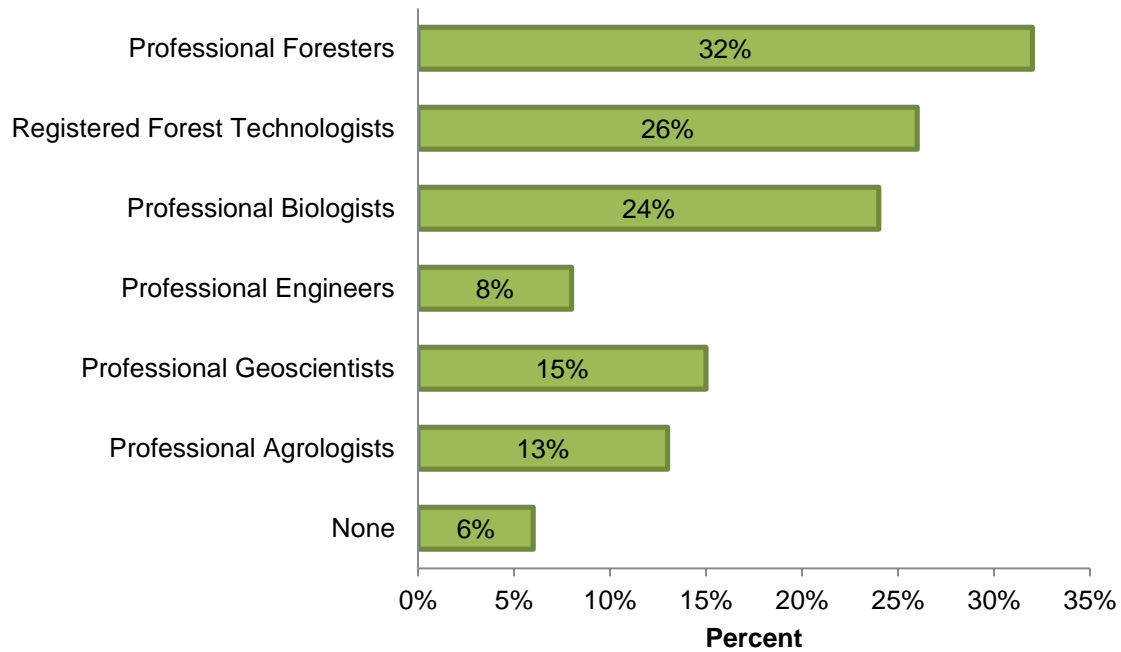
There was no significant difference in the rating of resource professionals was found when comparing residents living in urban versus rural areas; between men and women; or between people of different ages.



Within the group of resource professionals, 32% of respondents reported that Registered Professionals Foresters were perceived as the most trusted. Registered Forest Technologists (at 26%) are second and Biologists (at 24%) were in third place.

The trustworthiness level of Registered Professional Foresters increased 4% since 2011 and 10% since 2006. Levels of trustworthiness for Registered Forest Technologists have seen a more dramatic increase since 2006 – moving from 12% to 26%.

Trustworthiness of Resource Professionals



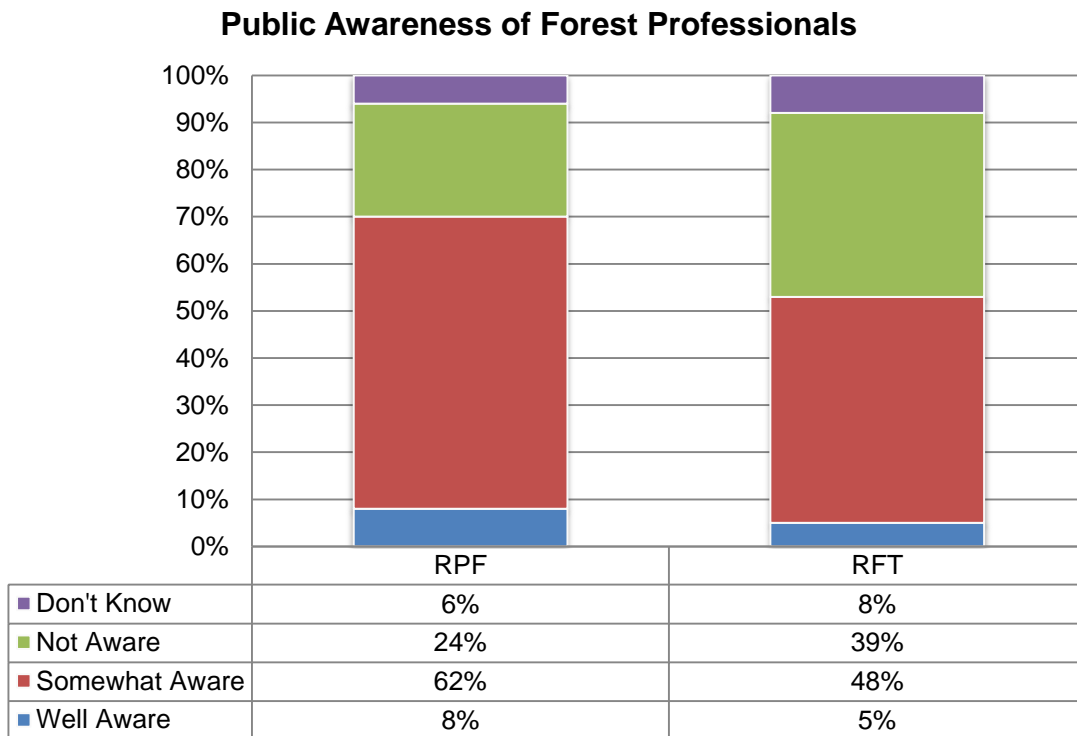
Public Awareness

Seventy percent of BC residents are aware (well aware and somewhat aware) of what a Registered Forest Professional (RPF) is. This result is somewhat lower than the 75% awareness reported in 2011 but slightly higher than the 67% reported in 2013.

The level of awareness for Registered Forest Technologists is 53% – slightly higher than reported in 2011 (52%) but a bit lower than reported in 2013 (56%).

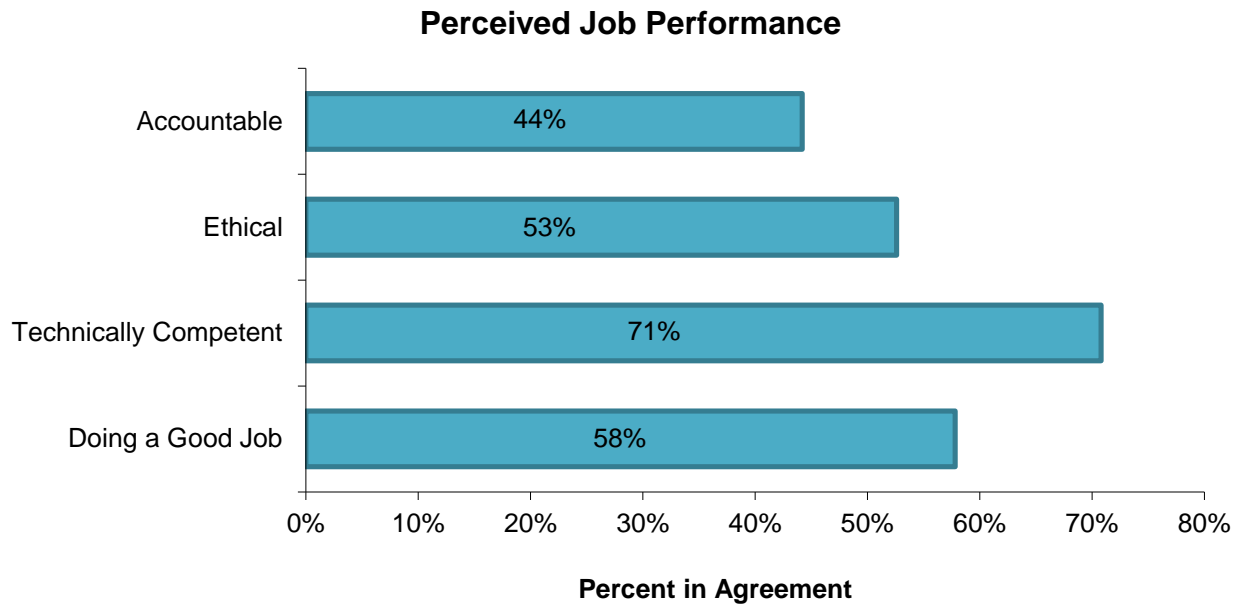
Although percentages of awareness are high, 24% of BC residents are not aware of what a Registered Professional Forester is and 39% of residents are not aware of what a Registered Forest Technologists is.

Of those who are aware of forest professionals, male residents of BC are more aware of RPFs and RFTs than females (80% RPF and 62% RFT for males compared to 62% RPF and 46% for females).



Perceived Job Performance

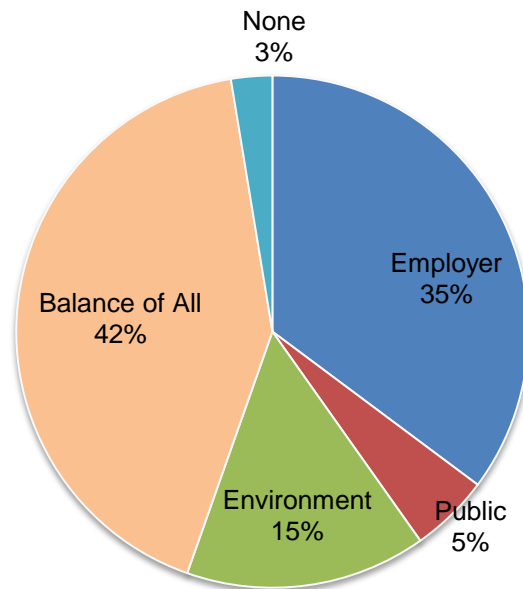
Several questions regarding the perceived job performance of Registered Professional Foresters and Registered Forest Technologists (collectively known as forest professionals) were asked. When asked if forest professionals are doing a good job of managing BC's forest resources, 58% of BC residents agreed (strongly and somewhat agreed). Seventy-one percent agree that forest professionals are technically competent, 53% feel that forest professionals are ethical in the forest resource management decisions they make and 44% feel that forest professionals are accountable for their actions.



Decision-Making When Faced With a Conflict between Interests

When asked how forest professionals would deal with decision-making when faced with a conflict between interests, close to half (42%) felt that forest professionals would choose to balance the needs of their employers, the public and the environment. Thirty-five of respondents felt that forest professionals would follow the directives of their employers, while 15% felt forest professionals would do what's best for the environment.

Decision-Making When Faced with Conflicting Interests



Summary

Overall, results indicate that BC residents are satisfied with the quality of forest resource management and feel that the quality has improved over the last five years.

The majority of BC residents feel that it is important to have the practice of forestry restricted to professional foresters and registered forest technologists. In addition, RPFs and RFTs are the most trusted sources for information regarding BC's forest resources.

Public awareness of RPFs and RFTs is up overall yet there is room for improvement. Younger people (those ages 18 to 54) and females are more likely to be unaware of what forest professionals are. It may be advantageous to target future public awareness activities to these groups.