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# **Forestry Tasmania**

## **Image and Branding**

### **Research Report**

**Prepared by**





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## Summary of the Results

This report presents the results of a survey conducted in July 2010 that follows previous surveys conducted in September 2009, March 2009 and August 2008; direct comparisons are made between all three surveys where applicable. On each occasion, 600 Tasmanian adults were interviewed by telephone. The first part of all four surveys related to awareness of Forestry Tasmania and its functions, perceptions of Forestry Tasmania as a good corporate citizen and perceptions of Forestry Tasmania's practices. The results of the four surveys are compared in this report.

The current survey also introduced some new topics, including the positive and negative issues associated with Forestry Tasmania as well as identifying the best outcomes to resolve the forest debate between environmental groups and the Forest Industry.

### AWARENESS OF FORESTRY TASMANIA AND ITS FUNCTIONS

#### *Its Responsibilities and Functions*

Nearly half (47%) of respondents correctly identified that Forestry Tasmania has the responsibility of "managing State forests". However, the percentage of respondents mentioning this remains equal lowest of the four survey periods. Less than one third (29%) of respondents indicated Forestry Tasmania is responsible for "managing all Tasmania's forests, 18% thought it was responsible for "only managing forests available for timber production", while 7% were "unsure".

Overall, it appears that there is a general misconception about the role of Forestry Tasmania, with more than half (53%) of respondents unable to identify its core responsibility.

The two principal functions of Forestry Tasmania mentioned by respondents were "sustainable forest management" (55%) and "wood production, e.g. sawlogs, pulpwood, craftwood, firewood" (45%). Respondents in this round were more likely to indicate these two principal functions of Forestry Tasmania, compared to previous survey periods.

### FORESTRY TASMANIA AS A GOOD CORPORATE CITIZEN

#### *Rating Forestry Tasmania*

Forestry Tasmania scored 4.5 out of 7 on a 7 point scale, where 1 was very poor and 7 was excellent (compared to 4.7 in September 2009 and 4.6 in March 2009 and 4.5 in August 2008. After observing an upward trend during the previous rounds, Forestry Tasmania's average rating as "a good corporate citizen" has slipped since September and remains equal lowest since the first survey was conducted in August 2008. However, despite this, the percentage of respondents giving Forestry Tasmania a score of 5, 6 or 7 out of 7 remains high at 62%.

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### *Attributes of Forestry Tasmania*

Also using a 7-point scale, Forestry Tasmania was given ratings for 9 attributes ranging from the highest score of 5.0 out of 7 for “creates jobs in rural areas” to the lowest score of 4.1 for “achieves positive financial returns”.

The average scores for all 9 attributes were higher in the current round, compared to March 2009 and September 2009, however similar to August 2008. Since March and September 2009, the average agreement for “achieves positive financial returns” has increased considerably, which may, in part, be due to Tasmania’s strong economic growth.

**TABLE S1 – ATTRIBUTE RATINGS**

<b>Agreement that Forestry Tasmania...</b>	<b>August 2008 Max=7</b>	<b>March 2009 Max=7</b>	<b>September 2009 Max=7</b>	<b>July 2010 Max=7</b>
Creates jobs in rural areas	4.7	4.4	4.8	5.0
Makes a major contribution to Tasmanian Tourism	-	4.1	4.6	4.6
Manages forests for this and future generations	4.5	4.3	4.5	4.6
Is a respected organisation	4.5	4.2	4.4	4.4
Manages forests for optimum community benefit	4.3	3.9	4.4	4.4
Adheres to international best practice for sustainable forest management	4.5	3.8	4.0	4.4
Is environmentally responsible	4.3	4.1	4.3	4.3
Is trustworthy	4.2	3.9	4.1	4.2
Achieves positive financial returns	4.2	3.2	3.6	4.1

### *Areas of Focus*

More than half (59%) of respondents indicated that they wanted Forestry Tasmania to concentrate on “managing forests for the next generation”, with a significantly higher percentage of those in the South of the State more likely to indicate this (65%), compared to 49% of those in the North West and West and 57% from the North and North East. Just over one fifth (22%) of respondents stated they want Forestry Tasmania to “reduce Tasmania’s carbon footprint”, while 16% indicated “create more jobs”.

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## PUBLIC UNDERSTANDING OF FORESTRY IN TASMANIA

### *The Proportion of Old Growth Forest that is Protected*

Just under half (47%) of those interviewed believe (correctly) that about 80% of old growth forest in Tasmania is protected. However, more than one third (35%) believe that less than half of old growth forest is protected.

### *Sources of Information about Forestry Tasmania*

Similar to the previous round, "Radio and TV" and "Newspapers" were, by far, the most commonly mentioned sources of information about Forestry Tasmania (72% and 66%, respectively). Other sources mentioned frequently by respondents were "word of mouth - friends" (32%) and "Forestry Tasmania" (22%). Since the previous round, a higher percentage of respondents are getting their information from "environmental groups (16%, compared to 8% in September 2009).

A second issue is the extent to which people consider their sources of information to be credible. Although "radio and TV" and "newspapers" were most often mentioned as sources of information about Forestry Tasmania, no more than one in 10 respondents considered such sources as "very reliable". Of those respondents who stated "Forestry Industry spokesperson" and "Forestry Tasmania" as their source of information, 22% each considered them to be "very reliable" sources.

## TELEVISION SERIES "GOING BUSH"

### *Topics Respondents Would Like to See Covered – Unprompted*

Respondents were asked (unprompted) what topics they would like to see covered in the television series "Going Bush". Nearly one fifth (19%) of respondents indicated "sustainable forestry action/ future", 13% mentioned "general forest management", 12% said "tourism/ recreational activities". One in ten respondents each stated "environmental practices/ action" and "maintain/ protect old growth forests."

### *Topics Respondents Would Like to See Covered – Prompted*

Once prompted, more than three quarters (76%) of respondents indicated that they would like to see "endangered species" covered in "Going Bush", followed by "environmental practices", which was mentioned by more than two thirds (69%) of respondents .

## CONTACT WITH FORESTRY TASMANIA

### *Last Time in Contact With Forestry Tasmania*

42% of respondents indicated they have "never contacted Forestry Tasmania", while one quarter (25%) said that it was "more than a year ago" since they last had contact with Forestry Tasmania. One fifth of respondents (20%) stated that it was "less than 3 months ago", 6% indicated "3 months, but less than 6 months", while 8% said "6 months, but less than 12 months."

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### *Type of Contact*

When asked how respondents made contact with Forestry Tasmania, the majority (80%) indicated “in person”. One in 10 respondents said “by telephone”, 5% “via email”, while 6% were “unsure”.

### *Satisfaction with the Outcome of the Contact*

When asked how satisfied respondents were with the contact they had with Forestry Tasmania, more than three quarters (78%) were “very satisfied” or “satisfied”. 11% were “neither satisfied nor dissatisfied”, while just 5% said they were “dissatisfied” or “very dissatisfied”.

## POSITIVES AND NEGATIVES OF FORESTRY TASMANIA

### *The Best Outcomes that Forestry Tasmania Delivers*

The three best outcomes Forestry Tasmania delivers mentioned by respondents were “conserve/ manage state forests”, (21%), “jobs/ employment” (20%), and “sustainable forestry management/ future planning” (19%). Other outcomes mentioned frequently by respondents were “recreation/ tourism” (12%), “protecting Tasmanian forests for future generations” and “maintaining a healthy timber industry” (9% each), while 8% said “replanting/ regrowth of trees.”

### *Forestry Tasmania Weaknesses*

“Clearfelling/ logging/ destruction” was the key issue respondents had with Forestry Tasmania, as was mentioned by nearly one in fifth (18%) of respondents. Other things least liked about Forestry Tasmania mentioned by respondents were “burning off/ controlled burning” (12%), “logging of old growth forests” (10%) and “mistrust/ corruption/ bureaucracy” (9%).

## RESOLVING THE FOREST DEBATE

Two thirds (67%) of respondents indicated that “protecting old growth forests” was very important as a key outcome for resolving the debate between environmental groups and the Forest Industry. Other key outcomes that respondents felt were very important included “maintaining jobs” (55%), “increase jobs” (48%), “ending native forest harvesting” (42%), “more downstream processing” (38%) and “increase areas in reserve” (36%).

Key outcomes that respondents felt were not very important were “decrease areas in reserve” (42%), “less plantations” (24%), “more plantations” (14%) and “less regeneration burns (11%).

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## Section One – Introduction

### 1.1 Background

Forestry Tasmania frequently finds itself a subject of debate within the Tasmanian community. There appear to be a range of views amongst the wider public relating to Forestry Tasmania regarding its functions, policies, practices and its underlying corporate goals. Anecdotal evidence appears to suggest that there are a number of misperceptions about Forestry Tasmania, however, there is no clear picture about the extent of any such misperceptions and the effects they have on the public image of Forestry Tasmania as a good corporate citizen.

In 2008, Forestry Tasmania decided that it wished to obtain a more accurate picture of its image and its current standing amongst the Tasmanian population; it also wanted uncover the extent to which the understanding of its practices and policies within the community was good, or poor.

Quantitative research was requested that could be used as a baseline against which changes in Forestry Tasmania's image could be tracked over time. A fourth survey has now been conducted in July 2010, which tests for changes in knowledge and awareness of the work of Forestry Tasmania.

### 1.2 Purpose of the Research

The purpose of the research was to provide Forestry Tasmania with reliable information about the views the Tasmanian population has of Forestry Tasmania and their awareness of its practices and policies.

### 1.3 Research Objectives

More specifically, the objectives of the current round of research have been to,

- Determine the Tasmanian adult population's awareness of Forestry Tasmania, its functions and responsibilities,
- Identify the overall view that the Tasmanian public have of Forestry Tasmania in terms of it being regarded as "a good corporate citizen",
- Assess the levels of knowledge and also levels of misperception about Forestry Tasmania's activities and practices,
- Discover the extent to which the general public have a good understanding of forestry in Tasmania,
- Compare the results of the July 2010 survey with the results obtained in, September 2009, March 2009 and August 2008,
- Test the public's awareness of the "Going Bush" TV series,
- Find out where people get information about Forestry Tasmania and the credibility they attach to their sources of information,

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- Discover whether respondents have had contact with Forestry Tasmania,
  - Identify the positives and negatives of Forestry Tasmania,
  - Identify the best outcomes to resolve the forest debate between environmental groups and the Forest Industry, and
  - Segment all of the above by key demographic variables so as to identify significant differences between groups with respect to any of the issues raised during the research.

#### **1.4 The Research Methods**

In order to answer these questions, data were obtained in July 2010 by administering a structured questionnaire by telephone to a representative sample of Tasmanian adults. In all, 600 Tasmanian adults were interviewed on the 19<sup>th</sup> and 20<sup>th</sup> of July 2010. The questionnaire is reproduced as Appendix B to this report.

Responses were obtained from a randomly drawn sample of Tasmanian adults from all parts of the State. To ensure that the sample was representative, age, gender and regional quotas were imposed. Data were also collected on other demographic variables including income group, household situation, employment status and council area of the respondent.

A summary of the demographic information from the September survey is provided in Appendix A to this report.

#### **1.5 Reporting the Results**

A formal reporting style consisting of text, tables and charts, has been used in this current volume.

Within the body of the formal report, any significant differences between the views of different groups are reported. Where people have been asked to rate the organisations, attention has been paid both to the average score and the distribution of scores, since, the former may indicate either general agreement or significant disparities between members of the community.

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## Section Two – Awareness of Forestry Tasmania and Its Functions

### 2.1 Awareness of Forestry Tasmania

A screening question was,

*Have you heard of an organisation called Forestry Tasmania?*

All 600 respondents said that they had heard of Forestry Tasmania.

### 2.2 Its Responsibilities and Functions

They were asked,

*Which of the following does Forestry Tasmania have responsibility for? Is it “managing all of Tasmania’s forests”, “managing State forests” or “only managing forests available for timber production”*

**Table 1 – Responsibility of Forestry Tasmania  
(Percentage of respondents)**

Forestry Tasmania is responsible for...	August 2008 %	March 2009 %	September 2009 %	July 2010 %
Managing all Tasmania’s forests	30	30	31	29
Managing State forests	51	47	49	47
Only managing forests available for timber production	13	16	14	18
Unsure	6	8	6	7

Nearly half (47%) of respondents correctly identified that Forestry Tasmania has the responsibility of “managing State forests”. However, the percentage of respondents mentioning this remains equal lowest of the four survey periods.

Less than one third (29%) of respondents indicated Forestry Tasmania is responsible for “managing all Tasmania’s forests”, 18% thought it was responsible for “only managing forests available for timber production”, while 7% were “unsure”.

Male respondents were significantly more likely than females to indicate Forestry Tasmania is responsible for “managing State forests” (53%, compared to 41% of females).

Overall, it appears that there is a general misconception about the role of Forestry Tasmania, with more than half (53%) of respondents unable to identify its core responsibility.

An unprompted question asked people to name the principal functions of Forestry Tasmania within the areas it was responsible for.

**Table 2 – The Principal Functions of Forestry Tasmania  
(Percentage of respondents\*)**

Principal Functions of Forestry Tasmania	August 2008 n=600	March 2009 n=600	September 2009 n=600	July 2010 n=600
Sustainable forest management	46	45	50	55
Wood production (e.g. sawlogs, pulpwood, craftwood, firewood)	38	43	43	45
Forest conservation	30	23	33	22
Regeneration of native forests	28	22	24	21
Recreation and Tourism	9	11	13	9
Scientific research	3	3	4	3
Public access to Forest Practices plans	2	2	4	3
Fire fighting	4	3	4	3
The Community Assist Program	1	1	1	1
Plantation Forests	-	-	-	2
Biomass	1	1	2	1
Provide employment	-	-	-	1
Protection of animals/ wildlife	-	-	-	1
Other	26	15	16	8

\* Percentages sum to more than 100% because multiple functions could be mentioned.

The two principal functions of Forestry Tasmania, mentioned by respondents were “sustainable forest management” (55%) and “wood production, e.g. sawlogs, pulpwood, craftwood, firewood” (45%). Respondents in this round were more likely to indicate these two principal functions of Forestry Tasmania, compared to previous survey periods.

Across the four surveys, respondents indicated that the principal function of Forestry Tasmania is “sustainable forest management”.

Male respondents were significantly more likely than females to indicate “sustainable forest management” as a principal function of Forestry Tasmania (62%, compared to 49% of females).

## Section Three – Forestry Tasmania as a Good Corporate Citizen

### 3.1 Rating Forestry Tasmania

People were asked about Forestry Tasmania’s reputation for being “a good corporate citizen”. A good corporate citizen was defined as a company that conducts its business in an ethical and responsible way, meets its environmental obligations and strives to contribute to the community. They were then asked to give Forestry Tasmania a score out of 7 where 1 was poor and 7 was excellent.

Table 3 shows the overall rating as an average (mean) score out of 7. It also shows the percentage of respondents that gave a score of 5, 6 or 7 and the percentage who gave a score of 1, 2 or 3; July 2010 results are compared with September 2009, March 2009 and August 2008.

**Table 3 – Forestry Tasmania as a Good Corporate Citizen  
(Average score and percentage of entire sample scoring 5 or more, or less than 4 out of 7)**

Score	August 2008	March 2009	September 2009	July 2010
Average score max = 7	4.5	4.6	4.7	4.5
% scoring 5, 6 or 7 out of 7	57%	59%	63%	62%
% scoring 1, 2 or 3 out of 7	26%	24%	22%	21%

After observing an upward trend during the previous rounds, Forestry Tasmania’s average rating as “a good corporate citizen” has slipped since September 2009 (4.5 out of 7, compared to 4.7 out of 7 in September 2009) and remains equal lowest since the first survey was conducted in August 2008. However, despite this, the percentage of respondents giving Forestry Tasmania a score of 5, 6 or 7 out of 7 remains high at 62%.

**Table 4 – Rating of Forestry Tasmania as a Good Corporate Citizen in July 2010 (Average mean score and percentage scoring 5 or more, or less than 4 out of 7 for each sub group)**

Sub Group	Average score Max=7	% scoring 5,6 or 7 out of 7	% scoring 1, 2 or 3 out of 7
Tasmania	4.5	62	21
<i>Region</i>			
South	4.3	56	25
North and North East	4.6	65	18
North West and West	4.9	71	14
<i>Age Group</i>			
18-24 years	4.8	70	9
25-34 years	4.7	66	12
35-44 years	4.3	54	27
45-54 years	4.3	59	26
55-69 years	4.5	63	24
70 years or over	4.8	68	16
<i>Gender</i>			
Male	4.5	62	21
Female	4.5	63	21

Forestry Tasmania was rated as “a good corporate citizen” by a higher percentage of respondents in the North West and West of the State, and least in the South. Those aged 18-24 years and 70 years and over were more likely to rate Forestry Tasmania as “a good corporate citizen”, compared to other age groups.

### 3.2 Attributes of Forestry Tasmania

Participants were read a series of positive statements about Forestry Tasmania and asked to indicate the extent to which they agreed or disagreed with each using a 7-point scale in which 1 represented “strongly disagree” and 7 represented “strongly agree”.

**Table 5 – The Strength of Agreement with Statements about Forestry Tasmania’s Attributes (Average mean score)\***

Agreement that Forestry Tasmania...	August 2008 Max=7	March 2009 Max=7	September 2009 Max=7	July 2010 Max=7
Creates jobs in rural areas	4.7	4.4	4.8	5.0
Makes a major contribution to Tasmanian Tourism	-	4.1	4.6	4.6
Manages forests for this and future generations	4.5	4.3	4.5	4.6
Is a respected organisation	4.5	4.2	4.4	4.4
Manages forests for optimum community benefit	4.3	3.9	4.4	4.4
Adheres to international best practice for sustainable forest management	4.5	3.8	4.0	4.4
Is environmentally responsible	4.3	4.1	4.3	4.3
Is trustworthy	4.2	3.9	4.1	4.2
Achieves positive financial returns	4.2	3.2	3.6	4.1

In the current round, the average agreement scores for the nine positive attribute statements ranged from 5.0 out of 7 for “creates jobs in rural areas” to 4.1 for “achieves positive financial returns”.

Tracking respondents’ average agreement that Forestry Tasmania “creates jobs in rural areas” over the four survey periods show an upward trend.

The average scores for all 9 attributes were higher in the current round, compared to March 2009 and September 2009, however similar to August 2008. Since March and September 2009, the average agreement for “achieves positive financial returns” has increased considerably, which may, in part, be due to Tasmanian’s strong economic growth.

In Table 6, the scores for each of the 9 attributes have been averaged for major demographic sub groups.

**Table 6 – The Strength of Agreement with Statements about Forestry Tasmania’s Attributes by Demographic Group in July 2010  
(Average score out of 7)\***

Forestry Tasmania	State	Region			Gender		Age Group					
		South	North and North East	North West and West	Male	Female	18-24	25-34	35-44	45-54	55-69	70+
Creates jobs in rural areas	5.0	4.9	5.2	5.0	5.0	5.0	5.4	5.6	4.8	4.6	4.9	4.9
Makes a major contribution to Tasmanian Tourism	4.6	4.5	4.7	4.8	4.5	4.7	5.0	4.9	4.3	4.3	4.6	4.8
Manages forests for this and future generations	4.6	4.5	4.8	4.7	4.7	4.6	5.4	4.9	4.4	4.4	4.6	4.5
Is a respected organisation	4.4	4.2	4.6	4.7	4.5	4.4	5.1	4.7	4.2	4.2	4.3	4.5
Manages forests for optimum community benefit	4.4	4.2	4.6	4.6	4.4	4.4	5.2	4.6	4.2	4.1	4.2	4.2
Adheres to international best practice for sustainable forest management*	4.4	4.2	4.4	4.6	4.4	4.3	5.0	4.5	4.4	4.0	4.3	4.4
Is environmentally responsible	4.3	4.1	4.4	4.6	4.3	4.3	5.1	4.5	4.0	3.9	4.3	4.5
Is trustworthy	4.2	4.1	4.2	4.5	4.3	4.1	4.9	4.4	3.8	3.9	4.2	4.4
Achieves positive financial returns*	4.1	4.0	4.3	4.2	4.0	4.3	5.2	4.7	3.9	3.8	3.9	3.9
Average of 9 elements	4.4	4.3	4.6	4.6	4.5	4.5	5.1	4.8	4.2	4.1	4.4	4.5

\*A proportion of respondents felt they were unable to give a score because they did not know. This “don’t know” percentage was particularly high with respect to “adheres to international best practice” and “achieves positive financial returns”.

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Average scores are generally:

- Lower in the South of the State,
- Higher amongst those under 25 years of age.

Average agreement was very similar in the North West and West of the State, when compared with the North and North East (both regions achieving an overall average agreement score of 4.6 out of 7), while agreement from Southern respondents was slightly lower, at 4.3 out of 7.

Younger respondents aged under 35 years were generally more likely to agree with the positive statements, regarding Forestry Tasmania, while agreement was very similar between the two gender groups (both with an overall average agreement score of 4.5 out of 7).

### 3.3 Areas of Focus

In order to gain an understanding of the areas deemed most important by respondents, we asked;

*Would you prefer Forestry Tasmania to:*

*Make bigger profits,*

*Create more jobs,*

*Manage forests for the next generation, or*

*Reduce Tasmania's carbon footprint.*

The order in which these alternatives were presented to respondents was rotated.

**Table 7 – Areas in which Respondents would Prefer Forestry Tasmania to Focus  
(Percentage of respondents)**

Preferred Option	August 2008 n=600	March 2009 n=600	September 2009 n=600	July 2010 n=600
Make bigger profits	44	8	2	2
Create more jobs	55	27	20	16
Manage forests for the next generation	89	53	45	59
Reduce Tasmania's carbon footprint	-	30	21	22
All of the Above	44	6	12	-
Unsure	-	-	-	1

More than half (59%) of respondents indicated that they wanted Forestry Tasmania to concentrate on “managing forests for the next generation”, with a significantly higher percentage of those in the South of the State more likely to indicate this (65%), compared to 49% of those in the North West and West and 57% from the North and North East.

Just over one fifth (22%) of respondents stated they want Forestry Tasmania to “reduce Tasmania's carbon footprint”, while 16% indicated “create more jobs”. Respondents in the North West and West of the State were more likely than those in the South to indicate “create more jobs” (24%, compared to 12% of those in the South).

Just 2% of respondents mentioned they want Forestry Tasmania to “make bigger profits”, which has steadied since the previous round, but significantly lower than August 2008 results in which 44% of respondents cited this as an area they would like Forestry Tasmania to concentrate on.

Over the four survey periods, there has been a continuing decline in the percentage of respondents indicating that Forestry Tasmania should focus on “create more jobs.”

Female respondents were more like than males to state “reduce Tasmania's carbon footprint” (28%, compared to 16% of males).

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## Section Four – Public Understanding of Forestry in Tasmania

### 4.1 The Proportion of Old Growth Forest that is Protected

Just under half (47%) of those interviewed believe (correctly) that about 80% of old growth forest in Tasmania is protected. However, more than one third (35%) believe that less than half of old growth forest is protected.

**Table 8 – Belief Regarding the Proportion of Old Growth Forest in Tasmania that is Protected (Percentage of respondents)**

Percentage of Old Growth Forest that is Protected	September 2009 n=600	June 2010 n=600
Less than a half	31	35
About 80%	49	47
All of it	8	8
Unsure	12	10

Respondents from the South of the State were more likely than other regions to believe that “less than half” of old growth forest in Tasmania is protected (38% compared to 34% of those in the North and North East, and 28% of those in the North West and West).

Respondents in the North West and West of the State were more likely than other regions to correctly identify that “about 80%” of old growth forest in Tasmania is protected (52%, compared to 46% each of those in the North and North East and South).

Males were more likely than females to say “about 80%” (52% compared to 43% of females).

## 4.2 Sources of Information about Forestry Tasmania

Respondents were asked where they got most of their information about Forestry Tasmania. A list of 8 possible sources of information were read out, however, additional categories have been added where necessary.

**Table 9 – Where People Get Most of Their Information About Forestry Tasmania (Percentage of respondents)\***

<b>Most Common Source of Information for The Individual</b>	<b>September 2009 n=600</b>	<b>July 2010- n=600</b>
<b>Radio and TV</b>	66	72
<b>Newspapers</b>	60	66
<b>Word of mouth – friends</b>	30	32
<b>Forestry Tasmania</b>	12	22
<b>Environmental Groups</b>	8	16
<b>Forestry Industry spokesperson</b>	8	15
<b>The Government</b>	7	14
<b>My children</b>	6	7
Internet	-	3
Spending time in forests/ bushwalking	-	1
Other	10	1
Unsure/ it varies	2	2

\* sources in bold were read out to respondents

Similar to the previous round, “Radio and TV” and “Newspapers” were, by far, the most commonly mentioned sources of information about Forestry Tasmania (72% and 66%, respectively). Other sources mentioned frequently by respondents were “word of mouth- friends” (32%) and “Forestry Tasmania” (22%). Since the previous round, a higher percentage of respondents are getting their information from “environmental groups (16%, compared to 8% in September 2009).

Females were more likely than their male counterparts to mention “radio and TV” (76%, compared to 67% of males).

A second issue is the extent to which people consider their sources of information to be credible. They were asked how credible the source was that they got most of their information from.

Although “radio and TV” and “newspapers” were most often mentioned as sources of information about Forestry Tasmania, no more than one in 10 respondents considered such sources as “very reliable”.

**Table 10 – Reliability of the Source From Which Respondents Get Most of Their Information About Forestry Tasmania – Segmented by Perceived Reliability (Percentage of each information source)**

Source of Information	Reliability According to Respondents											
	Very Reliable		Quite Reliable		It Varies		Quite Unreliable		Very Unreliable		Unsure	
	09'	10'	09'	10'	09'	10'	09'	10'	09'	10'	09'	10'
Forestry Industry spokesperson	40	22	42	35	11	40	7	1	-	1	-	1
Forestry Tasmania	41	22	38	31	16	38	3	5	0	2	1	2
Word of Mouth – friends	29	19	44	30	17	44	6	5	2	-	1	2
My children	32	11	46	30	11	55	8	2	0	-	3	2
Environmental Groups	23	10	44	32	21	51	8	3	2	1	2	2
Radio and TV	15	10	46	32	29	51	7	5	2	1	2	1
Newspapers	13	10	44	31	31	48	9	7	2	1	1	2
The Government	38	10	38	35	13	49	8	2	3	1	3	2
Internet	-	7	-	21	-	71	-	-	-	-	-	-
Spending time in forests/ bushwalking	-	44	-	33	-	22	-	-	-	-	-	-

Of those respondents who stated “Forestry Industry spokesperson” and “Forestry Tasmania” as their source of information, 22% each considered them to be “very reliable” sources.

**Table 11 – Where People Would like to get Their Information About Forestry Tasmania (Percentage of respondents)**

Where people would like to get their information from	September 2009 n=600	July 2010 n=600
Newspaper inserts	21	40
Television Advertising	21	31
Electronic newsletter/ online	6	23
Through letter box	8	21
Going Bush TV series	7	21
Commercial radio	6	19
Free DVD	4	13
Supermarket/shopping centres	1	6
Other	16	11
Unsure	10	7

When asked where respondents would like to get their information about Forestry Tasmania, “newspaper inserts” (40%) and “television advertising” (31%) were the most commonly mentioned sources (compared to just 21% each in the previous round). Since the previous round, there has been a considerable increase in the percentage of respondents mentioning “electronic newsletter/ online” (23%, compared 6% in September 09) “through letter box” and “Going Bush TV series” (21% each, compared to 8% and 7% in September 2009).

## Section Five – Televisions Series “Going Bush”

### 5.1 Topics Respondents Would Like to See Covered – Unprompted

Respondents were asked;

*Southern Cross produces a television series called “Going Bush”. It looks at all aspects of forestry.*

*What topics would you like to see covered in the TV Series “Going Bush”?*

Respondents were asked this question unprompted.

**Table 12 – Topics Respondents Would Like to See Covered on “Going Bush”  
(Number and percentage of respondents)\*<sup>+</sup>**

Topics	Number	Percentage
Sustainable forestry action/ future	111	19
General forest management	79	13
Tourism/ recreational activities	73	12
Environmental practices/ action	57	10
Maintain/ protect old growth forests	61	10
More about Forestry Tasmania/ workers	45	7
Wildlife/ endangered species	43	7
Honest/ unbiased forest reports	41	7
More information on trees/ forests	39	7
Walking trails/ 4WD tracks/ access to parks	30	5
Forestry harvesting	28	5
More for family/ community	24	4
Forestry jobs/ job creation	17	3
Positive things Forestry Tasmania does/ promotion	15	3
History of forests/ Forestry Tasmania	12	2
Negative comment	12	2
Timber/ woodchips production	11	2
Bushfire/ Burn off management	9	2
Never watched it/ have not seen it	53	9
Not interested	7	1
Don't know	117	20
Other	50	8

\* Topics mentioned by less than 1% of respondents were categorised as “other”

+ Percentages do not sum to 100%, as respondents were able to give multiple responses

When asked what topics they would like to see on “Going Bush”, nearly one fifth (19%) of respondents indicated “sustainable forestry action/ future”, 13% mentioned “general forest management”, 12% said “tourism/ recreational activities”. One in ten respondents each stated “environmental practices/ action” and “maintain/ protect old growth forests.”

Nearly one in ten respondents indicated they had “never watched it/ have not seen it” (9%), while one fifth did not know what topics they would like to see covered in “Going Bush”.

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## 5.2 Topics Respondents Would Like to See Covered – Prompted

Respondents were asked;

*I am now going to read out several topics that could be covered in the “Going Bush” television series.*

*Which of these would you like to see covered?*

Respondents were asked this question prompted.

**Table 13 – Topics Respondents Would Like to See Covered on “Going Bush”  
(Number and percentage of respondents)\***

Topics	Number	Percentage
Endangered species	457	76
Environmental Practices	415	69
Recreational activities	380	63
Giant trees	370	62
Forest research	368	61
Commercial tourism ventures	338	56
Forestry harvesting	311	52
None of the above	27	5

\*Percentages do not sum to 100%, as respondents were able to give multiple responses

Once prompted, more than three quarters (76%) of respondents indicated that they would like to see “endangered species” covered in “Going Bush”, followed by “environmental practices”, which was mentioned by more than two thirds (69%) of respondents. Other topics mentioned frequently by respondents were “recreational activities” (63%) “giant trees” (62%) and “forest research” (61%).

Topics mentioned less frequently were “commercial tourism ventures” (56%) and “forestry harvesting” (52%). Just 5% of respondents indicated they did not want to see any of the prompted topics.

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## Section Six – Contact with Forestry Tasmania

### 6.1 Last Time in Contact With Forestry Tasmania

Respondents were asked;

*When, if at all, was the last time you were in contact with Forestry Tasmania or a Forestry Tasmania employee?*

**Table 14 – Last Time in Contact With Forestry Tasmania  
(Number and Percentage of respondents)**

Last Contact	Number	Percentage N=600
Less than 3 months ago	120	20
3 months but less than 6 months	34	6
6 months but less than 12 months	47	8
More than a year ago	149	25
Never contact Forestry Tasmania	250	42

42% of respondents indicated they have “never contacted Forestry Tasmania”, while one quarter (25%) said that it was “more than a year ago” since they last had contact with Forestry Tasmania. One fifth of respondents (20%) stated that it was “less than 3 months ago”, 6% indicated “3 months, but less than 6 months”, while 8% said “6 months, but less than 12 months.”

### 6.2 Type of Contact

The 350 respondents who indicated that they had been in contact with Forestry Tasmania, were asked;

*How were you in contact with Forestry Tasmania on this occasion? Was it....*

**Table 15 – Type of Contact with Forestry Tasmania  
(Number and percentage of respondents who had been  
in contact with Forestry Tasmania)**

Type of contact	Number	Percentage n=350
In person	279	80
By telephone	34	10
Via email	17	5
Unsure	19	6

When asked how respondents made contact with Forestry Tasmania, the majority (80%) indicated “in person”. One in 10 respondents said “by telephone”, 5% “via email”, while 6% were “unsure”.

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### 6.3 Satisfaction with the Outcome of the Contact

The 350 respondents who indicated that they had been in contact with Forestry Tasmania, were then asked;

*And how satisfied were you with the outcome? Were you....*

**Table 16 – Satisfaction with Outcome  
(Number and percentage of respondents who had been  
in contact with Forestry Tasmania)**

Type of contact	Number	Percentage n=350
Very satisfied	116	33
Satisfied	158	45
Neither satisfied nor dissatisfied	40	11
Dissatisfied	9	3
Very dissatisfied	8	2
Unsure	20	6

When asked how satisfied respondents were with the contact they had with Forestry Tasmania, more than three quarters (78%) were “very satisfied” or “satisfied”. 11% were “neither satisfied nor dissatisfied”, while just 5% said they were “dissatisfied” or “very dissatisfied”. 6% of respondents said they were “unsure”.

## Section Seven – Positives and Negatives of Forestry Tasmania

### 7.1 The Best Outcomes that Forestry Tasmania Delivers

Respondents were asked;

*What do you consider to be the best outcomes that Forestry Tasmania delivers?*

**Table 17 – Best Outcomes Forestry Tasmania Delivers  
(Number and percentage of respondents)**

Best outcomes	Number	Percentage n=600
Conserve/ manage state forests	128	21
Jobs/ employment	119	20
Sustainable forestry management/ future planning	115	19
Recreation/ tourism	72	12
Protecting Tasmanian forests for future generations	52	9
Maintaining a healthy timber industry	56	9
Replanting/ regrowth of trees	46	8
Negative comment	33	6
Maintain healthy ecology	30	5
Source of income for Tasmania	23	4
Protecting wildlife	18	3
Assisting/ involved with community	16	3
Education and research into sustainable practices	13	2
Reducing carbon footprint	11	2
Positive comment	11	2
Bushfire/ burn off management	9	2
Paths/ trails	7	1
Other	17	3
No / nothing	41	7
Don't know/ undecided	62	10

\*Percentages do not sum too 100%, as respondents were able to give multiple responses

The three best outcomes Forestry Tasmania delivers mentioned by respondents were “conserve/ manage state forests”, (21%), “jobs/ employment” (20%), and “sustainable forestry management/ future planning” (19%). Other outcomes mentioned frequently by respondents were “recreation/ tourism” (12%), “protecting Tasmanian forests for future generations” and “maintaining a healthy timber industry” (9% each), while 8% said “replanting/ regrowth of trees.”

One in ten respondents did not know or were “undecided”, while 7% said Forestry Tasmania does not deliver any “best” outcomes.

## 7.2 What Respondents Least Liked About Forestry Tasmania

Respondents were asked;

*And what do you least like about Forestry Tasmania?*

**Table 18 – What Respondents Least Liked About Forestry Tasmania  
(Number and percentage of respondents)**

Least Like about Forestry Tasmania	Number	Percentage n=600
Clearfelling/ logging/ destruction	107	18
Burning off/ controlled burning	70	12
Logging of old growth forests	60	10
Mistrust/ corruption/ bureaucracy	51	9
Positive comments/ no complaints	35	6
Poor image/ reputation/ communication	32	5
Not putting Tasmania first/ financial mismanagement	29	5
Use of chemicals/ poisons	27	5
Environmental/ pollution concerns	24	4
Exporting of woodchips/ Tasmanian timber	23	4
Review logging/ timber production	18	3
Threat to local wildlife	18	3
Negative comments about Forestry management	17	3
Not replacing/ protecting enough trees	16	3
Gunns mention	13	2
Poor future planning/ sustainable	13	2
Log trucks on public roads	13	2
Proposed Pulp Mill	12	2
Other	78	13
No/ nothing	73	12
Don't know/ undecided	85	14

\* Topics mentioned by less than 2% of respondents were categorised as "other"

"Clearfelling/ logging/ destruction" was the key issue respondents had with Forestry Tasmania, as was mentioned by nearly one in fifth (18%) of respondents. Other things least liked about Forestry Tasmania mentioned by respondents were "burning off/ controlled burning" (12%), "logging of old growth forests" (10%) and "mistrust/ corruption/ bureaucracy" (9%).

## Section Eight – Resolving the Forest Debate

Respondents were read,

*The forest industry is currently talking with environmental groups with the intention of resolving the forest debate.*

They were then asked;

*How important do you see each of the following as key outcomes from these discussions?*

Respondents rated each key outcome out of 5 where 1 is “not important” and 5 is “very important”.

**Table 19 – Importance of Key Outcomes to Come from Discussions with Environmental Groups  
(Percentage of respondents)**

	5. Very important	4.	3.	2.	1. Not very important
Protecting old growth forests	67	19	8	3	3
Maintaining jobs	55	24	14	5	2
Increase jobs	48	25	18	6	4
Ending native forest harvesting	42	21	20	9	8
More downstream processing	38	25	25	7	5
Increase areas in reserve	36	24	22	11	7
Less regeneration burns	31	23	24	11	11
More plantations	27	24	23	12	14
Less plantations	18	15	25	17	24
Decrease areas in reserve	12	13	16	18	42

Two thirds (67%) of respondents indicated that “protecting old growth forests” was very important as a key outcome for resolving the debate between environmental groups and the Forest Industry. Other key outcomes that respondents felt were very important included “maintaining jobs” (55%), “increase jobs” (48%), “ending native forest harvesting” (42%), “more downstream processing” (38%) and “increase areas in reserve” (36%).

Key outcomes that respondents felt were not very important were “decrease areas in reserve” (42%), “less plantations” (24%), “more plantations” (14%) and “less regeneration burns (11%).

## Appendix A – Demographics of the Sample

**Table 20 – Demographic Information  
(Percentage of each sub group)\***

<b>Group</b>	<b>Number</b>	<b>Percentage</b>
<i>Region of Tasmania</i>		
South	299	50
North and North East	168	28
North West and West	133	22
<i>Age Group</i>		
18-24 years	66	11
25-34 years	89	15
35-44 years	109	18
45-54 years	114	19
55-69 years	132	22
70 years or over	90	15
<i>Gender</i>		
Male	282	47
Female	318	53
<i>Employment Status</i>		
Employed full time/self employed	242	40
Employed part time	108	18
Engaged in home duties	39	7
Retired or on a pension	176	29
Unemployed	6	1
A student	27	5
Declined to answer	2	0
<i>Household Situation</i>		
Single, never married	53	9
Couple with no children	49	8
Family no children over 16 years	152	25
Family with a child over 16 at home	97	16
Married no children at home	163	27
Widowed	37	6
Sole parent	14	2
Separated or divorced	34	6
Declined to answer	2	0
<i>Annual Household Income</i>		
Under \$20,000	86	14
\$20,000 and under \$40,000	105	18
\$40,000 and under \$60,000	100	17
\$60,000 and under \$80,000	99	16
\$80,000 and over	154	26
Decline to answer	56	9

\*Percentages may not sum to 100, due to rounding.

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## Appendix B – Tasmania’s Social and Economic Issues

Polling was undertaken between the 8<sup>th</sup> and 12<sup>th</sup> May 2010. **1000 adult Tasmanian residents were interviewed.**

Without prompting, respondents were asked:

*What do you consider to be the main social and economic problems facing Tasmanians at the present time?*

Responses to this question in the past have allowed for the development of more than 30 categories. These have been reported using a time series so that the number of people giving answers falling into each category can be compared with the previous survey.

In recent surveys, additional coding categories have been added to reflect either new issues or the need to distinguish between issues that were otherwise “lumped together” in a broad class. One example of this is that of the former “health issues,” which has been divided into “hospitals” and “GP issues”.

**Table 1 – The Main Issues Identified Between May 2009 – 2010 by Tasmanian Householders**

**(Percentage of Respondents)\***

<b>Social and Economic Issues</b>	<b>May 2009</b>	<b>Aug. 2009</b>	<b>Nov. 2009</b>	<b>Feb. 2010</b>	<b>May 2010</b>
Unemployment	37	36	24	27	33
Health issues - hospitals	18	24	13	20	19
Education	13	16	17	18	15
Govt. performance - State	5	6	9	9	8
Health issues - GP services	6	8	7	7	8
Influenza and other health issues	10	9	6	8	7
Financial hardship	4	4	8	6	6
Activities for youth	5	4	6	6	6
Housing/rental costs	3	4	5	5	6
Lack of industry	2	4	2	5	6
Environmental issues	6	6	6	7	5
Alcohol and drugs	5	4	6	7	5
High cost of living	3	5	6	4	5
Govt. performance – Federal	2	2	5	3	5
Economic development needed	2	3	3	3	5
Law and order, crime	3	5	4	8	4
Aged persons issues	5	5	3	4	4
Govt. performance – Local	2	2	3	2	4
Pulp Mill issues	6	4	5	5	3
Roads/road infrastructure	3	5	4	4	3
Geographical isolation	2	1	3	4	3
Grocery prices	2	2	3	3	3
Lack of public transport	2	2	1	3	3
Welfare	1	2	2	2	3
Logging old growth forests	2	2	1	2	3
Unstable Government	-	-	-	-	3
Lack of population	1	2	2	3	2
Family issues	1	2	2	2	2
Gambling	1	1	2	2	2
Global Financial/Economic Crisis	12	5	4	1	2
Climate change/ Global warming	2	2	3	1	2
Homelessness	2	3	2	1	2
Low wages	1	2	2	1	2
Rise in interest rates	0	1	2	1	2
Lack of skilled labour	1	1	1	1	2
Forestry Issues	-	-	-	1	2
Gap between rich and poor	1	1	2	3	1
Negative attitudes	2	1	1	2	1
Tourism issues	1	2	2	1	1
Petrol costs	1	1	1	1	1
Immigrants/ Racial issues	-	-	-	1	1
Industrial relations/ workplace	0	1	1	0	1
State debt	1	1	0	0	1
Water issues	1	2	3	2	0
Road safety	1	6	1	2	0
Health issue – Swine Flu	1	1	1	0	0
Planning issues	0	1	1	0	0
Youth behaviour	1	1	-	1	-
Overpopulated	-	-	-	1	-
The Greens	1	-	1	-	-
Land Tax	-	-	1	-	-
Dental issues	1	0	0	0	-

\*Percentages will not sum to 100, due to multiple responses.

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Mention of “unemployment” as a main social or economic problem within Tasmania has increased (33%, compared to 27% in February 2010), however remains lower when compared to May and August 2009. Unemployment is again the most commonly mentioned issue.

“Health issues in relation to hospitals” has decreased marginally from 20% in February 2010 to 19% in the current round, but still remains within the top three issues facing Tasmanians.

“Education” is a concern for 15% of the respondents; decreasing from 18% in February 2010. “Health issues – GP services” was mentioned by 8% of respondents.

Mention of “unstable Government” has emerged as a new category, with 3% of respondents mentioning this as an issue facing Tasmanians in May 2010.

**21014 Forestry Tasmania  
Image Questionnaire  
FINAL**

1. Interview No.	2. Interviewer	3. Phone Number
4. Sex 1. Male 2. Female	5. Region 1. South 2. North & North East 3. West & North West	6. Date

Good morning/afternoon,

My name is ..... from the Tasmanian research firm EMRS. Today we are conducting a short survey about forestry in Tasmania. May I please speak to someone in the household who is over 18 years of age?

(REPEAT TO RELEVANT PERSON)

You will be eligible to win a free ticket of your choice to either the Tahune Air Walk or Tarkine Forest Adventures. The survey will only take about 8 minutes and all answers are confidential. Would you be kind enough to help me with this?

To enter the prize draw we will need to collect your full name and postal address at the end of the survey, would this be okay?

1. Firstly, have you heard of an organisation called Forestry Tasmania?	1. Yes 2. No - TERMINATE 3. Unsure - TERMINATE
2. Which of the following does Forestry Tasmania have responsibility for? Is it...  READ OUT 1 TO 3	1. Managing all Tasmania's forests 2. Managing State Forests 3. Only managing forests available for timber production 4. Unsure
3. Within the areas Forestry Tasmania is responsible for what are its principal functions?  DO NOT READ OUT THESE OPTIONS MULTIPLE RESPONSES EXPECTED PROBE WITH "ANYTHING ELSE"	1. Sustainable forest management 2. Regeneration of native forest 3. Recreation and tourism 4. Forest conservation 5. Wood production (e.g. sawlogs, pulpwood, craftwood, firewood) 6. Public access to Forest Practices Plans 7. Scientific Research 8. Community Assist program 9. Biomass 10. Firefighting 11. Other (specify)
3a. Other (specify)	RECORD COMMENTS

Now, I'd like to ask you a question about Forestry Tasmania's reputation as a good corporate citizen.

The expression "good corporate citizen" is used to describe a company that conducts its business in an ethical and responsible way, meets its environmental obligations and strives to contribute to the community.

4. Could you give Forestry Tasmania a score out of 7 for how well you think it behaves as a good corporate citizen in Tasmania? One is poor and 7 is excellent?	Poor							Excellent
	1	2	3	4	5	6	7	D/K

5. Now I'd like to ask you the same question on "good corporate citizen" for a few more companies. As I read out the name of each company I would like you to give it a score out of 7 for how well it behaves as a good corporate citizen in Tasmania. One is poor and 7 is excellent. What score out of 7 would you give?									
READ OUT AND ROTATE 1-10									
1	HYDRO TASMANIA	Poor							Excellent
		1	2	3	4	5	6	7	D/K
2	COMMONWEALTH BANK	Poor							Excellent
		1	2	3	4	5	6	7	D/K
3	MY STATE FINANCIAL	Poor							Excellent
		1	2	3	4	5	6	7	D/K
4	FEDERAL HOTELS	Poor							Excellent
		1	2	3	4	5	6	7	D/K
5	ANGLICARE	Poor							Excellent
		1	2	3	4	5	6	7	D/K
6	AURORA ENERGY	Poor							Excellent
		1	2	3	4	5	6	7	D/K
7	RACT	Poor							Excellent
		1	2	3	4	5	6	7	D/K
8	GUNNS LTD	Poor							Excellent
		1	2	3	4	5	6	7	D/K
9	WOOLWORTHS	Poor							Excellent
		1	2	3	4	5	6	7	D/K
10	THE WILDERNESS SOCIETY	Poor							Excellent
		1	2	3	4	5	6	7	D/K

<p><b>6. Still thinking only about Forestry Tasmania, I would now like to get your views on Forestry Tasmania's corporate behaviour. On a scale of 1 to 7, where 1 is Strongly Disagree and 7 is Strongly Agree, how strongly do you agree or disagree that Forestry Tasmania _____ ?</b></p> <p>READ OUT AND ROTATE 1-9</p>		
1	<b>Is a respected organisation</b>	<p>Strongly Disagree                      Strongly Agree</p> <p>1   2   3   4   5   6   7   D/K</p>
2	<b>Is environmentally responsible</b>	<p>Strongly Disagree                      Strongly Agree</p> <p>1   2   3   4   5   6   7   D/K</p>
3	<b>Is trustworthy</b>	<p>Strongly Disagree                      Strongly Agree</p> <p>1   2   3   4   5   6   7   D/K</p>
4	<b>Adheres to international best practice for sustainable forest management</b>	<p>Strongly Disagree                      Strongly Agree</p> <p>1   2   3   4   5   6   7   D/K</p>
5	<b>Achieves positive financial returns</b>	<p>Strongly Disagree                      Strongly Agree</p> <p>1   2   3   4   5   6   7   D/K</p>
6	<b>Creates jobs in rural areas</b>	<p>Strongly Disagree                      Strongly Agree</p> <p>1   2   3   4   5   6   7   D/K</p>
7	<b>Manages forests for this and future generations</b>	<p>Strongly Disagree                      Strongly Agree</p> <p>1   2   3   4   5   6   7   D/K</p>
8.	<b>Manages forests for optimum community benefit</b>	<p>Strongly Disagree                      Strongly Agree</p> <p>1   2   3   4   5   6   7   D/K</p>
9.	<b>Makes a major contribution to Tasmanian tourism</b>	<p>Strongly Disagree                      Strongly Agree</p> <p>1   2   3   4   5   6   7   D/K</p>

<p><b>7. Would you prefer Forestry Tasmania to concentrate on:</b></p> <p>READ OUT ALL 4 OPTIONS BUT ROTATE 1-4</p>	<ol style="list-style-type: none"> <li>1. Make bigger profits</li> <li>2. Create more jobs</li> <li>3. Manage forests for the next generation</li> <li>4. Reduce Tasmania's carbon footprint</li> </ol>
<p><b>8. Of all the old growth forests in Tasmania what proportion is protected? Is it...</b></p> <p>READ OUT OPTIONS 1-3</p>	<ol style="list-style-type: none"> <li>1. Less than half</li> <li>2. About 80 percent</li> <li>3. All of it</li> <li>4. Unsure</li> </ol>
<p><b>9. Where do you get most of your information about Forestry Tasmania from?</b></p> <p>READ OUT 1-8 AND ROTATE 1-8</p>	<ol style="list-style-type: none"> <li>1. Newspapers</li> <li>2. Radio and TV</li> <li>3. Forestry Tasmania</li> <li>4. Environmental groups</li> <li>5. The Government</li> <li>6. Forest Industry spokespeople</li> <li>7. Word of Mouth - friends</li> <li>8. Your children</li> <li>9. Other (specify)</li> <li>10. Unsure/it varies</li> </ol>
<p><b>10. How reliable do you regard your main source of information about Forestry Tasmania? Is it...</b></p>	<ol style="list-style-type: none"> <li>1. Very reliable</li> <li>2. Quite reliable</li> <li>3. It varies</li> <li>4. Quite unreliable</li> <li>5. Very unreliable</li> <li>6. Unsure</li> </ol>
<p><b>11. Where would you like to get your information about Forestry Tasmania from?</b></p> <p>READ OUT 1-8 AND ROTATE 1-8</p>	<ol style="list-style-type: none"> <li>1. Television advertising</li> <li>2. Going bush TV series</li> <li>3. Through letter box</li> <li>4. Electronic newsletter</li> <li>5. Newspaper inserts</li> <li>6. Commercial Radio</li> <li>7. Supermarket/Shopping Centres</li> <li>8. Free DVD</li> <li>9. Other (Specify)</li> <li>10. Unsure Don't know</li> </ol>
<p><b>12. Southern Cross produces a television series called "Going Bush". It looks at all aspects of forestry. What topics would you like to see covered in the TV series "Going Bush"?</b></p>	<p>RECORD COMMENTS</p>
<p><b>13. I am now going to read out several topics that could be covered in the "Going Bush" television series. Which of these would you like to see covered?</b></p> <p>READ OUT</p>	<ol style="list-style-type: none"> <li>1. Giant trees</li> <li>2. Forest research</li> <li>3. Environmental practices</li> <li>4. Forestry harvesting</li> <li>5. Commercial tourism ventures</li> <li>6. Endangered species</li> <li>7. Recreational activities</li> </ol>

**Contact with Forestry Tasmania**

<p><b>14. When, if at all, was the last time you were in contact with Forestry Tasmania or a Forestry Tasmania employee?</b></p>	<p>1. Less than 3 months ago                  2. 3 months but less than 6 months                  3. 6 months but less than 12 months                  4. More than a year ago                  5. Never contact Forestry Tasmania – GO TO 17</p>
<p><b>15. How were you in contact with Forestry Tasmania on this occasion? Was it...</b></p>	<p>1. By telephone                  2. In person                  3. Via email                  4. Unsure</p>
<p><b>16. And how satisfied were you with the outcome? Were you...</b></p>	<p>1. Very satisfied                  2. Satisfied                  3. Neither satisfied or dissatisfied                  4. Dissatisfied                  5. Very dissatisfied                  6. Unsure</p>
<p><b>17. What do you consider to be the best outcomes that Forestry Tasmania delivers?</b></p> <p>RECORD UP TO 3 RESPONSES</p>	<p>RECORD COMMENTS</p>
<p><b>18. And what do you least like about forestry Tasmania’s activities?</b></p> <p>RECORD UP TO 3 RESPONSES</p>	<p>RECORD COMMENTS</p>
<p><b>19. The forest industry is currently talking with environmental groups with the intention of resolving the forest debate. How important do you see each of the following as key outcomes from these discussions?</b></p> <p>RESPONDENT TO RATE EACH OUT OF 5 WHERE 1 IS “NOT IMPORTANT AT ALL” AND 5 IS “VERY IMPORTANT”.</p>	<p>1. Maintain jobs                  2. Increase jobs                  3. Increase areas in reserve                  4. Decrease areas in reserve                  5. More plantations                  6. Less plantations                  7. Protecting old growth forests                  8. Ending native forest harvesting                  9. Less regeneration burns                  10. More downstream processing</p>

**DEMOGRAPHICS**

<b>Finally, a couple of questions to make sure that we have a representative sample.</b>	
<b>20. What is the name of your local Council?</b>	
<b>21. Are you...</b>	<ol style="list-style-type: none"> <li>1. 18 to 24 years</li> <li>2. 25 to 34 years</li> <li>3. 35 to 44 years</li> <li>4. 45 to 54 years</li> <li>5. 55 to 69 years</li> <li>6. 70 years or over</li> </ol>
<b>22. Which of the following best describes your household?</b>	<ol style="list-style-type: none"> <li>1. Single, never married</li> <li>2. A couple with no children</li> <li>3. Family, no children over 16</li> <li>4. Family, children over 16 at home</li> <li>5. Married, no children at home</li> <li>6. Widowed</li> <li>7. Sole parent</li> <li>8. Separated or divorced</li> </ol>
<b>23. Would you describe yourself as being..</b>	<ol style="list-style-type: none"> <li>1. Employed full time or self employed</li> <li>2. Employed on a part time basis</li> <li>3. Engaged in home duties</li> <li>4. Retired or on a pension</li> <li>5. Unemployed</li> <li>6. A student</li> </ol>
<b>24. Is your combined annual household income...</b>	<ol style="list-style-type: none"> <li>1. Under \$20,000</li> <li>2. \$20,000 and under \$40,000</li> <li>3. \$40,000 and under \$60,000</li> <li>4. \$60,000 and under \$80,000</li> <li>5. \$80,000 and over</li> <li>6. Declined to answer</li> </ol>

Thank you for helping us. Just to remind you. My name is ..... and this survey has been carried out by EMRS on behalf of Forestry Tasmania. If you have any queries about this survey you can ring my supervisor on 62 111 222.