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OPINION RESEARCH • STRATEGIC ANALYSIS

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TO: Interested Parties

FROM: Bob Moore and Hans Kaiser

RE: Americans are Comfortable in Their Use of Wood and Paper Products, but All Renewable Resources are Not Created Equal

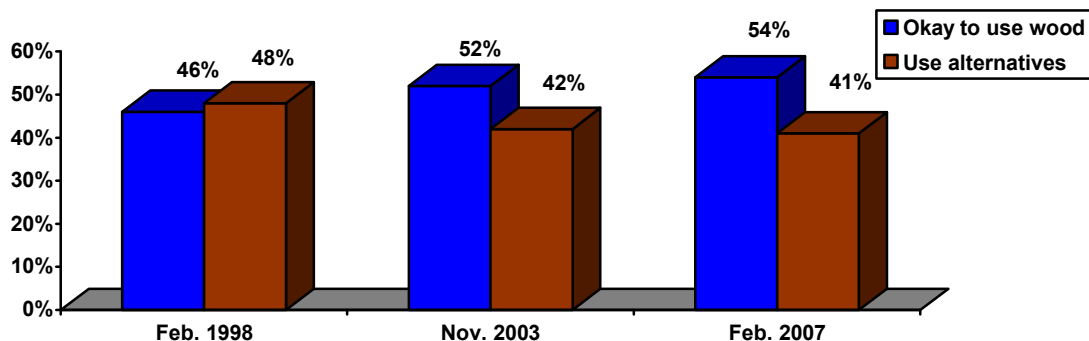
When it comes to consumption of natural resources, Americans have become increasingly comfortable with their usage of wood products in the last ten years. Our recent national survey shows the majority of Americans (54%) are comfortable in their usage of wood and paper products today, although a sizable minority (41%) prefers alternatives to wood and paper. These data are similar to those from a nationwide Moore Information poll conducted in November 2003. However, a February 1998 poll found that voters were divided on this question between wood and alternatives.

Use of Wood and Paper Products vs. Alternatives

"Thinking now about your use of wood and paper products, please tell me which of the following statements you agree with most.

It's okay to use wood and paper products because they come from a renewable, natural resource.

People should use alternatives to wood and paper products because we are depleting the forests."



There is a significant gender gap with regard to comfort with wood usage – women are evenly split on the question (47% okay/48% use alternatives) while men, by an almost two-to-one margin feel that wood and paper products are okay to use (61% okay/34% use alternatives).

Democrats are more likely to want to use alternatives (53%), while few Independents (37%) and even fewer Republicans (29%) feel this way. Somewhat surprising is that whether voters lived in an urban, suburban or rural setting had little bearing on how they respond to this question. Gender and party identification present the starkest differences of opinion.

Use of Wood and Paper Products vs. Alternatives:

Key Subgroups

	<i>Okay to use wood</i>	<i>Prefer alternatives</i>	<i>Net okay to use wood</i>
All voters	54%	41%	+13%
Men	61%	34%	+27%
Women	47%	48%	-1%
Republicans	68%	29%	+39%
Democrats	43%	53%	-10%
Independents	54%	37%	+17%
Pacific	51%	45%	+6%
Mountain/Plains	52%	42%	+10%
North Central	55%	38%	+17%
South	56%	39%	+17%
Northeast	57%	43%	+14%

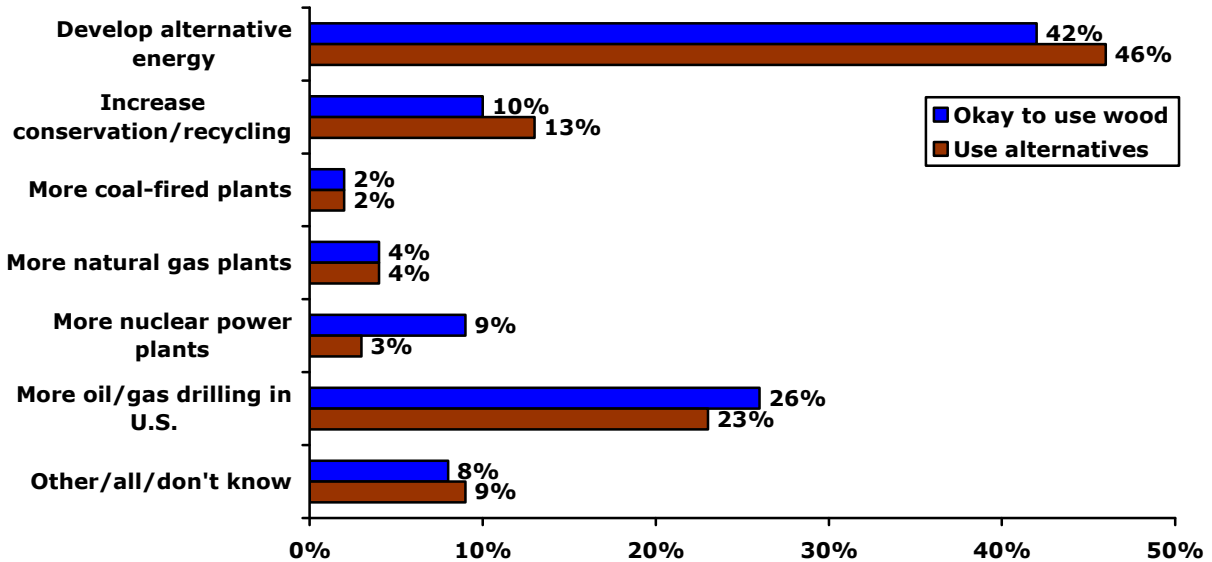
All Renewables Aren't Equal

In the same poll, we asked voters the best way to reduce our reliance on foreign oil. Reactions from voters who say it is okay to use wood products are not very different from those who say it is not okay to use wood products. Both groups nearly agree that developing alternative energy sources, like biodiesel and ethanol, is the best way to reduce our reliance on foreign oil (42% among voters who say it is okay to use wood/46% among voters who prefer to use alternatives to wood). When comparing sentiment on the use of renewable resources, it is clear that voters who prefer to use alternative energy sources draw a distinction between trees and crops. It could be inferred from these results that the life cycle of soybeans and corn make these a more acceptable resource to voters who prefer alternatives over wood, while the longer growth cycle of trees and the sense on their part that we are depleting our forests leads them to eschew use of wood and paper products.

Voters who support wood usage versus those that prefer alternatives to wood usage don't differ much on the remaining options for reducing reliance on foreign oil, with one exception: voters who favor wood usage are more likely to support nuclear power than those who would prefer to seek alternatives to wood usage.

**Reliance on Foreign Oil
(By sentiment on using wood/paper products vs. alternatives)**

"As you may know, the United States depends on foreign countries for oil. In your opinion, which of the following is the best way to reduce our reliance on foreign oil?"



Forest products industry efforts over the past ten years have helped increase public acceptance of wood and paper utilization. Still, there is a sizable portion of the population that does not view forests in the same way they view crops in the context of renewable resources.

These data are from a poll conducted among a representative sample of 800 registered voters, nationwide, by Moore Information, Inc. The potential sampling error is plus or minus 3% at the 95% confidence level. The interviews were conducted February 6-8, 2007. (Party affiliation of the sample is 36% Republican, 42% Democrat, 22% non-affiliated.)

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