



TO: Interested Parties  
 FROM: Erik Iverson, Moore Information Group  
 RE: Oregon Voter Survey Results: Wild and Scenic Rivers System

**The results of a recent survey conducted by Moore Information Group show that Oregon voters widely support a plan to designate an additional 4,000 river miles in Oregon under the Wild and Scenic Rivers system on public lands.**

Specifically, after hearing “Oregon is home to roughly 111,000 miles of river, of which about 1,900 miles are designated as part of the federal Wild and Scenic Rivers system,” 65% of Oregon voters support and just 20% oppose the plan. The remaining 15% are unsure today.

Support is widespread throughout the state, with majorities supportive in all five Congressional Districts.

	Total support	Don't know	Total oppose	Net support
<b>All voters statewide</b>	65%	15%	20%	<b>+45%</b>
<b>Party Registration</b>				
Republicans	43%	18%	38%	<b>+5%</b>
Democrats	83%	13%	4%	<b>+79%</b>
NA/others	62%	15%	23%	<b>+39%</b>
<b>Congressional</b>				
CD-01	70%	17%	13%	<b>+57%</b>
CD-02	62%	14%	23%	<b>+39%</b>
CD-03	79%	13%	8%	<b>+71%</b>
CD-04	56%	9%	35%	<b>+21%</b>
CD-05	57%	23%	21%	<b>+36%</b>
<b>Self-Descriptions</b>				
Hikers/rafters	69%	13%	17%	<b>+52%</b>
Private property	62%	15%	23%	<b>+39%</b>
Gun owners	56%	11%	32%	<b>+24%</b>
Off road users/boaters	56%	13%	31%	<b>+25%</b>
Small business owners	55%	13%	32%	<b>+23%</b>

The survey also tested four messages of support for the designation plan that included information about how the designation plan would impact issues such as fire prevention, economic activity and local control; **all four messages motivated majorities of voters to say they are more likely to support the plan after hearing each. Support is widespread among voters statewide and among voters in all Congressional Districts.**

Although all messages were received positively, the top two messages, both in terms of overall support and the percentages saying they are “much more” likely to support the plan after hearing each are:

- **“The designation allows local forest managers to continue to implement fire prevention measures, fight wildfires and protect our private property”** (81% total more likely, 42% much more likely, 9% total less likely, to support the plan after hearing this message statewide)
- **“Oregon’s outdoor recreation industry supports 172,000 jobs and generates \$16.4 billion in economic activity, boosting local economies and creating jobs in our rural communities. This designation means more jobs and economic development”** (77% total more likely, 41% much more likely, 14% total less likely).

The table below shows results overall, and by Congressional District for each of the four messages.

Ranked by % All Voters Much More Likely to Support After Hearing Message	Much more likely	Total more likely	Don't know	Total less likely	Net more likely
The designation allows local forest managers to continue to implement fire prevention measures, fight wildfires and protect our private property.					
<b>All voters statewide</b>	42%	81%	9%	9%	<b>+72%</b>
<b>CD-01</b>	45%	79%	16%	5%	<b>+74%</b>
<b>CD-02</b>	37%	83%	5%	13%	<b>+70%</b>
<b>CD-03</b>	44%	87%	4%	9%	<b>+78%</b>
<b>CD-04</b>	45%	75%	12%	13%	<b>+62%</b>
<b>CD-05</b>	41%	83%	10%	7%	<b>+76%</b>
Oregon’s outdoor recreation industry supports 172,000 jobs and generates \$16.4 billion in economic activity, boosting local economies and creating jobs in our rural communities. This designation means more jobs and economic development.					
<b>All voters statewide</b>	41%	77%	9%	14%	<b>+63%</b>
<b>CD-01</b>	40%	71%	17%	12%	<b>+59%</b>
<b>CD-02</b>	36%	74%	7%	19%	<b>+55%</b>
<b>CD-03</b>	44%	85%	5%	9%	<b>+76%</b>
<b>CD-04</b>	44%	81%	5%	15%	<b>+66%</b>
<b>CD-05</b>	40%	76%	9%	14%	<b>+62%</b>
This plan is the result of public input from hunters, anglers, small business owners, and others around the state. And it will be implemented through a transparent legislative process that includes public input and scrutiny.					
<b>All voters statewide</b>	34%	71%	12%	17%	<b>+54%</b>
<b>CD-01</b>	36%	69%	17%	15%	<b>+54%</b>
<b>CD-02</b>	31%	68%	9%	22%	<b>+46%</b>
<b>CD-03</b>	36%	79%	10%	12%	<b>+67%</b>
<b>CD-04</b>	36%	74%	8%	18%	<b>+56%</b>
<b>CD-05</b>	31%	67%	14%	19%	<b>+48%</b>

Ranked by % All Voters Much More Likely to Support After Hearing Message	Much more likely	Total more likely	Don't know	Total less likely	Net more likely
This common-sense, targeted plan applies to only about 3.6% of Oregon's river lands, it protects private property rights and preserves local control over land use decisions.					
<b>All voters statewide</b>	28%	70%	11%	19%	<b>+51%</b>
<b>CD-01</b>	25%	67%	17%	16%	<b>+51%</b>
<b>CD-02</b>	27%	72%	9%	19%	<b>+53%</b>
<b>CD-03</b>	34%	73%	7%	20%	<b>+53%</b>
<b>CD-04</b>	32%	65%	7%	28%	<b>+37%</b>
<b>CD-05</b>	23%	72%	14%	14%	<b>+58%</b>

**Survey Methodology.** This survey was conducted by telephone using live interviewers and P2P text-to-online methodology, January 12-14, 2021. The margin of error is plus minus 4% at the 95% confidence level.