

TO: California Oak Foundation

FROM: Ben Tulchin
Fairbank, Maslin, Maullin & Associates

DATE: August 10, 2000

RE: California statewide survey results

***CALIFORNIA VOTERS DEMAND THAT
THE STATE PROTECT NATIVE OAK TREES***

A recent statewide survey of likely California voters found overwhelming support for the state to spend resources to protect native oak trees. Furthermore, support cuts across age, gender, partisan, and geographic lines as strong majorities of all voter subgroups share this sentiment.

The survey initially asked voters whether they would support or oppose the state spending money to protect oak forests. The results found that voters are nearly unanimous in their opinion in support of the state directing money for these purposes as nearly nine out of ten voters (77 percent) feel this way, with exactly half *strongly* in agreement. Few voters oppose this notion (17 percent), with the remaining undecided (6 percent).

With voters in near unanimity, it comes as no surprise that voters of different demographic subgroups strongly agree with one another in their support for the state devoting resources to protect oak forests. Specifically, while voters of different ideology often times disagree on core issues, particularly about the environment, this issue witnesses liberals, moderates, and conservatives on the same page with overwhelming majorities in support and only token opposition.

Support for State Spending Resources to Protect Native Oak Trees

Most of the lands leading to Yosemite are grasslands, oak woodlands and forests. Would you favor or oppose the state spending resources to protect native oak tree woodlands and oak forests?

	<u>Total</u>	<u>Liberal</u>	<u>Moderate</u>	<u>Conservative</u>
Support	77%	83%	81%	70%
Oppose	17%	13%	12%	22%
(Don't know)	6%	4%	7%	8%

When voters are given more information about the issue, particularly the threat posed to oak trees, the margin of support increases even more. Notably, intense support goes up significantly while the little opposition there is initially shrinks even more. There is also strong support in the Central Valley, home to many of the oak forests in question.

Support for State Spending Resources to Protect Native Oak Trees (Informed)

Let me tell you a little bit more about this issue. California currently does not protect oak forests. Oak trees are a critical factor in delivering safe, clean drinking water, preventing erosion and flooding, and providing wildlife habitat. The state has lost more than one million acres of oak forests in the past fifty years and may lose another two hundred and fifty thousand within the next decade due to uncontrolled growth and development and conversion of land for corporate agriculture.

	<u>Total</u>	<u>LA Co.</u>	<u>LA Area</u>	<u>Bay Area</u>	<u>San Diego</u>	<u>Sac.</u>	<u>Central Valley</u>
Support	79%	83%	80%	79%	81%	79%	68%
Oppose	14%	7%	15%	13%	12%	18%	22%
(Don't know)	7%	10%	5%	8%	7%	3%	10%

Overall, these results are a clear signal on the part of voters that they want the state to devote resources to protect native California oak trees.

Methodology: From July 23 to 30, 2000, Fairbank, Maslin, Maullin & Associates conducted a telephone survey among 600 likely voters in California. The margin of error for the entire sample is +/- 4.0 percent. The margin of error for subgroups within the general sample will be higher.

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