CHANGING THE MOVEMENT OF FIREWOOD BY CAMPERS:
A COMBINED RESEARCH OVERVIEW

Presented by Leigh Greenwood, Don’t Move Firewood Program Manager, The Nature Conservancy
Introduction

- The Nature Conservancy has done surveys in a national and regional scope
- Wisconsin has done surveys with close focus on their in-state campers
- Together, they present a good picture of national background awareness vs. a state with high intensity outreach and emerald ash borer impact
The Nature Conservancy’s Research

- Phone questionnaire surveys of registered voters across the USA or in given regions
  - Includes both cell phone and land lines
- 2005 (n=817), 2007 (n=800), 2010 (N=1400)
- General questions on forests, environmental values, and firewood
- Will be denoted as (TNC) on each slide
Wisconsin’s Research

- 600 each year, >62% return rate of surveys
- More focused questions:
  - camping habits
  - forest pests
  - firewood use habits
- Will be denoted as (WI) on each slide
Wisconsin Campers are informed

Firewood and Forest Pest Concept Awareness Levels Comparison

- Wisconsin Firewood Awareness
- National Firewood Awareness
- National Forest Pest Awareness

(TNC + WI)
Wisconsin Campers know their pests

Pest Awareness Levels Comparison

- Wisconsin - EAB Aware
- Regional - EAB Aware
- National - Gypsy Moth Aware

(TNC + WI)
High Awareness = High Compliance

- primary source of wood is compliant
- all sources of wood are compliant
- last trip was compliant, in 2014 all trips were compliant
Change in where wood is obtained

% of campers

got wood inside property
got wood near property

- Amount of firewood used/trip has stayed constant at 4-6 bundles

(WI)
High Compliance = Less Distance

average distance large amounts of wood were moved
Predictive Variables in Firewood Compliance

Variable Importance in Cforest
(Informative variables plot to right of vertical dashed line)
Predictive Variables in Firewood Compliance

1. Opinion that prices at or near campground are too high.
2. Whether you have a lot of wood at home: bulk firewood use.
3. What type of camping you do: tent, travel trailer, motor home/RV, cabin
4. Opinion that quality of firewood is low at or near the campground.
5. How strongly you think your friends want you to not move firewood.
Predictive Variables in Firewood Compliance

1. Opinion that prices at or near campground are too high.

2. Whether you have a lot of wood at home: bulk firewood use.

3. What type of camping you do: tent, travel trailer, motor home/RV, cabin

4. Opinion that quality of firewood is low at or near the campground.

5. How strongly you think your friends want you to not move firewood.
12. The actual price of firewood.
Predictive Variables in Firewood Compliance

1. Opinion that prices at or near campground are too high.
2. Whether you have a lot of wood at home: bulk firewood use.
3. What type of camping you do: tent, travel trailer, motor home/RV, cabin
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5. How strongly you think your friends want you to not move firewood.

(WI)
Second Toughest Variable

% of campers who brought wood

- camper brought wood because he had it at home
Predictive Variables in Firewood Compliance

1. Opinion that prices at or near campground are too high.
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3. What type of camping you do: tent, travel trailer, motor home/RV, cabin
4. Opinion that quality of firewood is low at or near the campground.
5. How strongly you think your friends want you to not move firewood.
Tell your friends...

FIREWOOD ALERT!

HELP STOP THE SPREAD OF INVASIVE PESTS & DISEASES.

Tree-killing invasive species like emerald ash borer and Asian longhorned beetle can’t move far on their own, but they can jump hundreds of miles when people move firewood. It doesn’t matter if the tree looked sickly, insect infested, or not - firewood from backyard trees, street trees, and forested lands is all best used as locally as possible.

TO PROTECT FUTURE GENERATIONS OF TREES:
- Do not bring firewood with you when you travel
- Burn firewood cut from your backyard or street trees on your own property
- Encourage family and friends not to move firewood

DON'T MOVE FIREWOOD.org

TO LEARN MORE ABOUT FIREWOOD REGULATIONS AND RECOMMENDATIONS IN YOUR AREA, VISIT DONTMOVEFIREWOOD.ORG/MAP
Tell your friends...

Younger Firewood Users Move Firewood More Often

(TNC)
Where are those friends now?

Among all American adults, % who use social networking sites, by age


PEW RESEARCH CENTER

(http://www.pewinternet.org)
Who do they trust on these issues?

- Park rangers: 57% Very Believ., 35% S.W. Believ., 8% Not Too/Not At All Believ., 14% DK/No Opin./NHO
- The U.S. Forest Service: 53% Very Believ., 38% S.W. Believ., 6% Not Too/Not At All Believ., 4% DK/No Opin./NHO
- A local homeowner who lost trees to insects or diseases: 47% Very Believ., 39% S.W. Believ., 8% Not Too/Not At All Believ., 6% DK/No Opin./NHO
- Conservation organizations: 45% Very Believ., 43% S.W. Believ., 9% Not Too/Not At All Believ., 4% DK/No Opin./NHO
- Scientists: 45% Very Believ., 43% S.W. Believ., 8% Not Too/Not At All Believ., 4% DK/No Opin./NHO
- Your local city or town forester: 41% Very Believ., 37% S.W. Believ., 8% Not Too/Not At All Believ., 5% DK/No Opin./NHO
- Gardeners: 41% Very Believ., 44% S.W. Believ., 10% Not Too/Not At All Believ., 5% DK/No Opin./NHO
- The Nature Conservancy: 39% Very Believ., 30% S.W. Believ., 7% Not Too/Not At All Believ., 24% DK/No Opin./NHO
- Outdoor recreation associations: 31% Very Believ., 39% S.W. Believ., 15% Not Too/Not At All Believ., 15% DK/No Opin./NHO
- Timber companies: 27% Very Believ., 37% S.W. Believ., 26% Not Too/Not At All Believ., 10% DK/No Opin./NHO
- Local business owners: 16% Very Believ., 36% S.W. Believ., 32% Not Too/Not At All Believ., 16% DK/No Opin./NHO
- Your congressional representative: 15% Very Believ., 28% S.W. Believ., 44% Not Too/Not At All Believ., 13% DK/No Opin./NHO
- Outdoor equipment suppliers: 14% Very Believ., 35% S.W. Believ., 36% Not Too/Not At All Believ., 15% DK/No Opin./NHO
For more information

- Contact Leigh at LGreenwood@tnc.org or find her here at the conference

- Contact Andrea Diss-Torrance at Andrea.DissTorrance@wisconsin.gov

- View Andrea’s webinar on the Don’t Move Firewood blog: http://www.dontmovefirewood.org/blog.html (was featured in October 2015)
Thank you! Any questions?