Public Concern &
What Actions They Support

Results of TNC Nation-Wide Polls

Faith Campbell, CISP
• One-quarter to one-third of respondents had heard “a lot” or “something” about the issue.
• ~40% said they were “extremely” or “very” concerned about the threat.
Reason for Concern
not asked in 2016

• role of trees & forests in protecting clean air & water (77 – 90% of respondents)
• Essential to our quality of life (65 – 90%)
• Important in economy & provide jobs (68 – 80%)
Support Action to Counter Threat Policy or Social Actions

- 60-85% supported increasing funds for government agencies’ programs
- 85-91% supported establishing a nursery certification program
- 81% supported limiting types of plants that can be imported
- 73 – 88% supported industries adopting voluntary BMPs
Individual Actions

• 80-89% said they would clean their boots after hiking in an infested area
• 86 – 92% said they would buy plants from certified nurseries
  o 85% said would do so even if the plants cost 20% more
• 75 – 80% said they would buy firewood from suppliers near where they would use it