

Research Note 2005: 2

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Values, Attitudes, and Perceptions of
Forest Industry Constituency Groups

In a research bulletin published by the MSU Forest and Wildlife Research Center, Dr. Stephen Grado and other researchers at MSU reported on the results of a survey that identified forestry issues of concern for Mississippi constituency groups. A survey was done to identify the values, attitudes and perceptions of constituents regarding forestry and the forest industry in Mississippi. The constituency groups included: teachers, public agencies, loggers, nonindustrial private forest landowners, conservation/environmental groups, bankers and legislators. These groups were chosen after literature review and with knowledge of current industry relations in the state.

The results of the study identified issues of concern for forestry. Items of concern and preferred communications techniques and media for each constituency group were identified by the survey. For example, most teachers (94%) thought it would be beneficial to tell the forestry story to students. Overall, teachers desired "Field Trips" (73%), "Videos" (71%) and "Educational Materials" (66%) to tell the forest industry story to students. One important fact that was identified is the low awareness of the Sustainable Forestry Initiative (SFI) by many groups. Of the groups studied, 5% of loggers were unaware of SFI while the percentage unaware for all the other groups ranged between 55% and 97%.

To view the entire publication [click here](http://www.cfr.msstate.edu/fwrc/values.pdf) (<http://www.cfr.msstate.edu/fwrc/values.pdf>). For questions about this research contact Dr. Grado at the Department of Forestry at Box 9681, Mississippi State, MS 39762. The complete citation is:

Grado, S.C., Measells, R.B., Habig, L.M., L.M. Capella. 2002. Values, attitudes, and perceptions of forest industry constituency groups. Forest and Wildlife Research Center, Bulletin FO211, Mississippi State University. 19 pp.

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