

# 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**

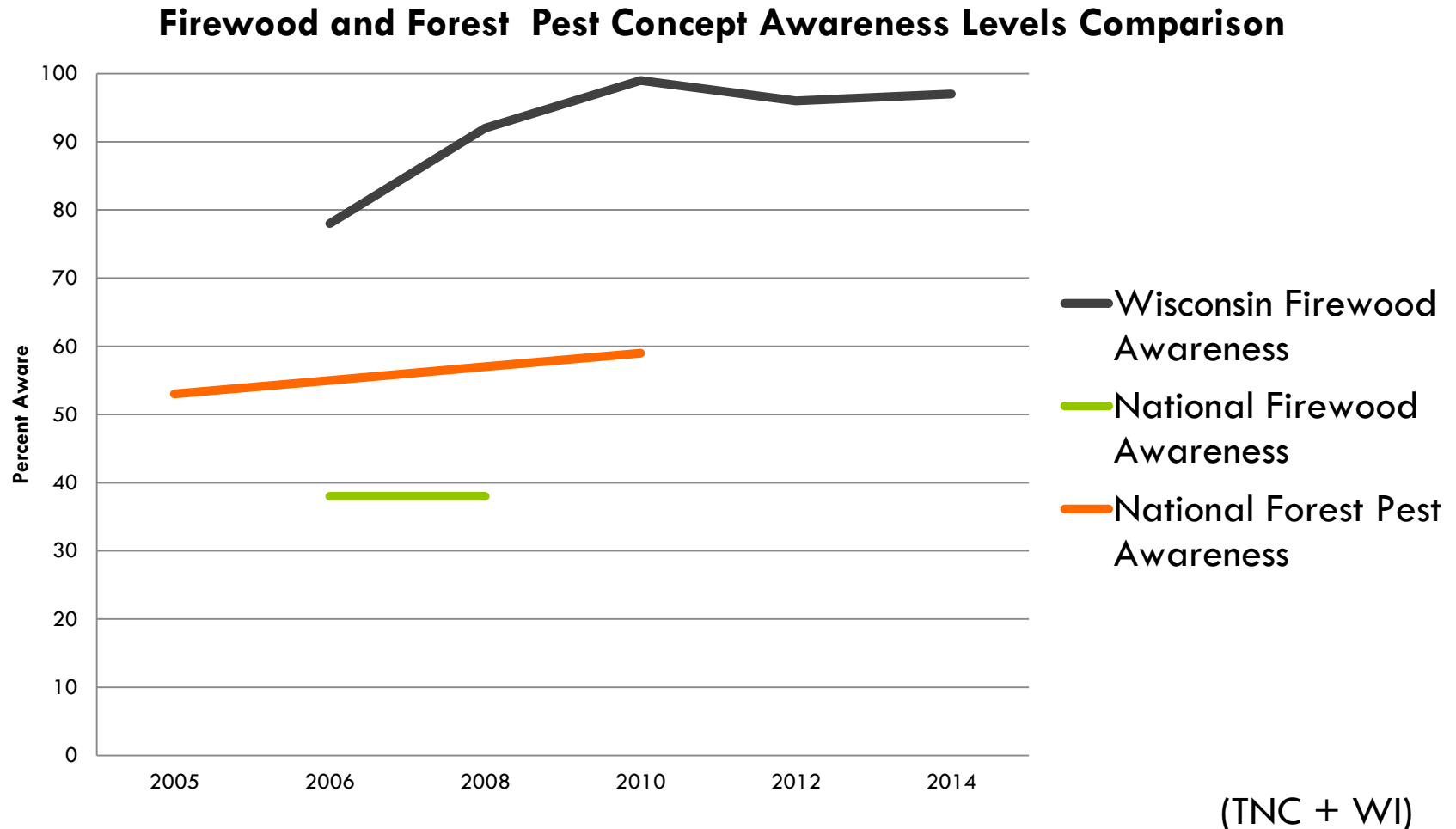
# The Nature Conservancy's Research

- 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

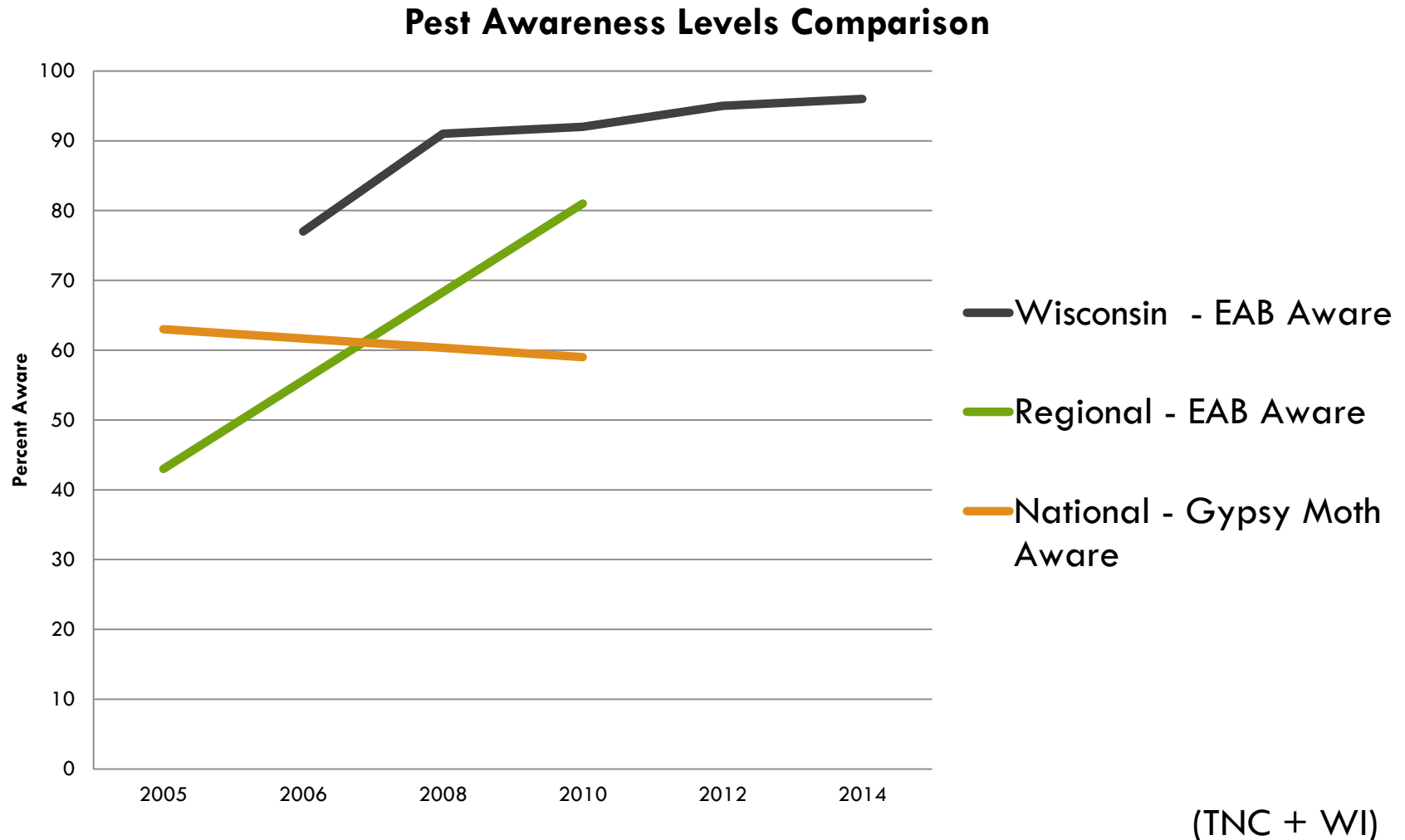
# Wisconsin's Research

- Mailed out survey research packets to Wisconsin campers: 2006, 2008, 2010, 2014
- 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

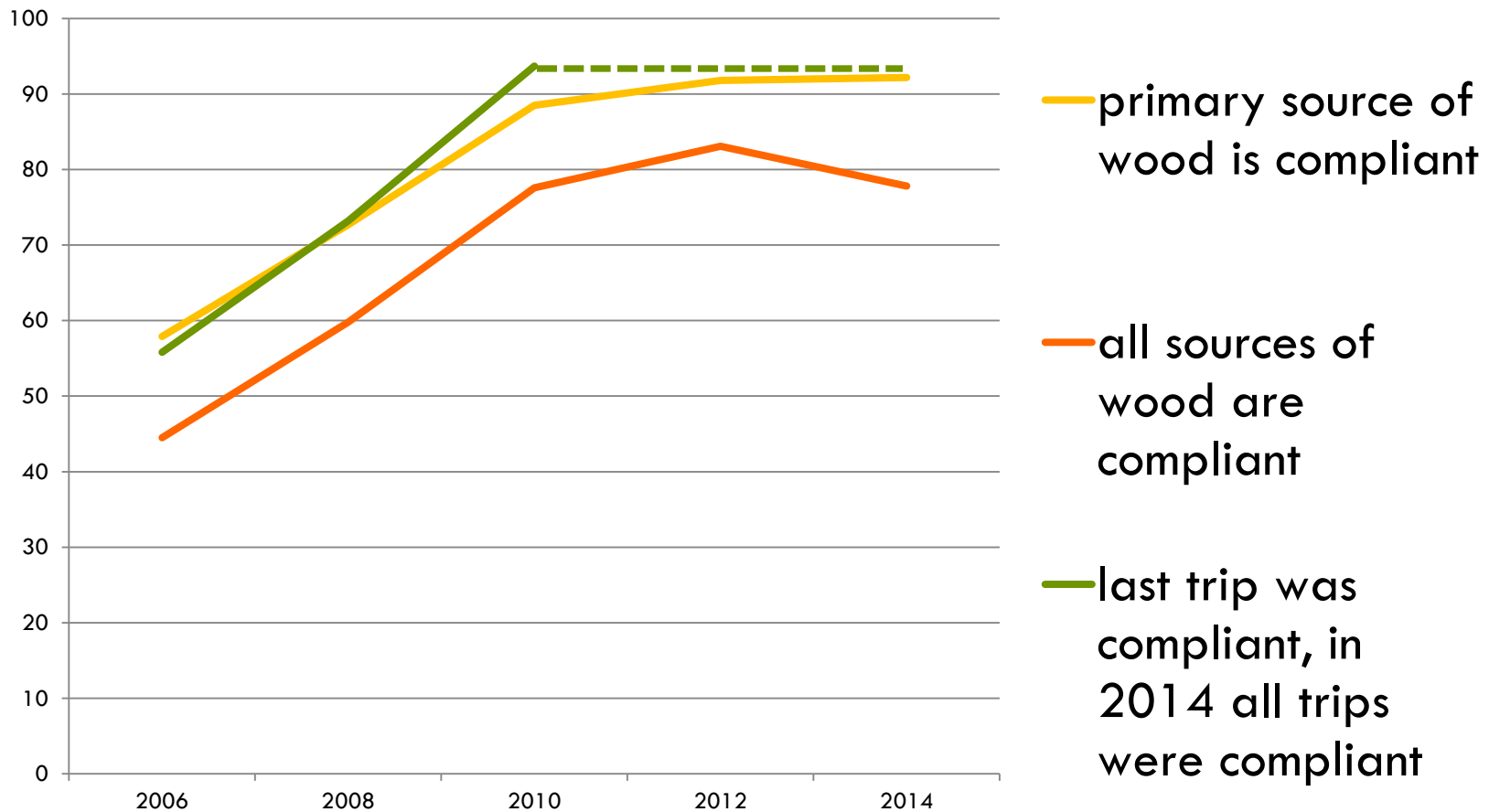
# Wisconsin Campers are informed



# Wisconsin Campers know their pests

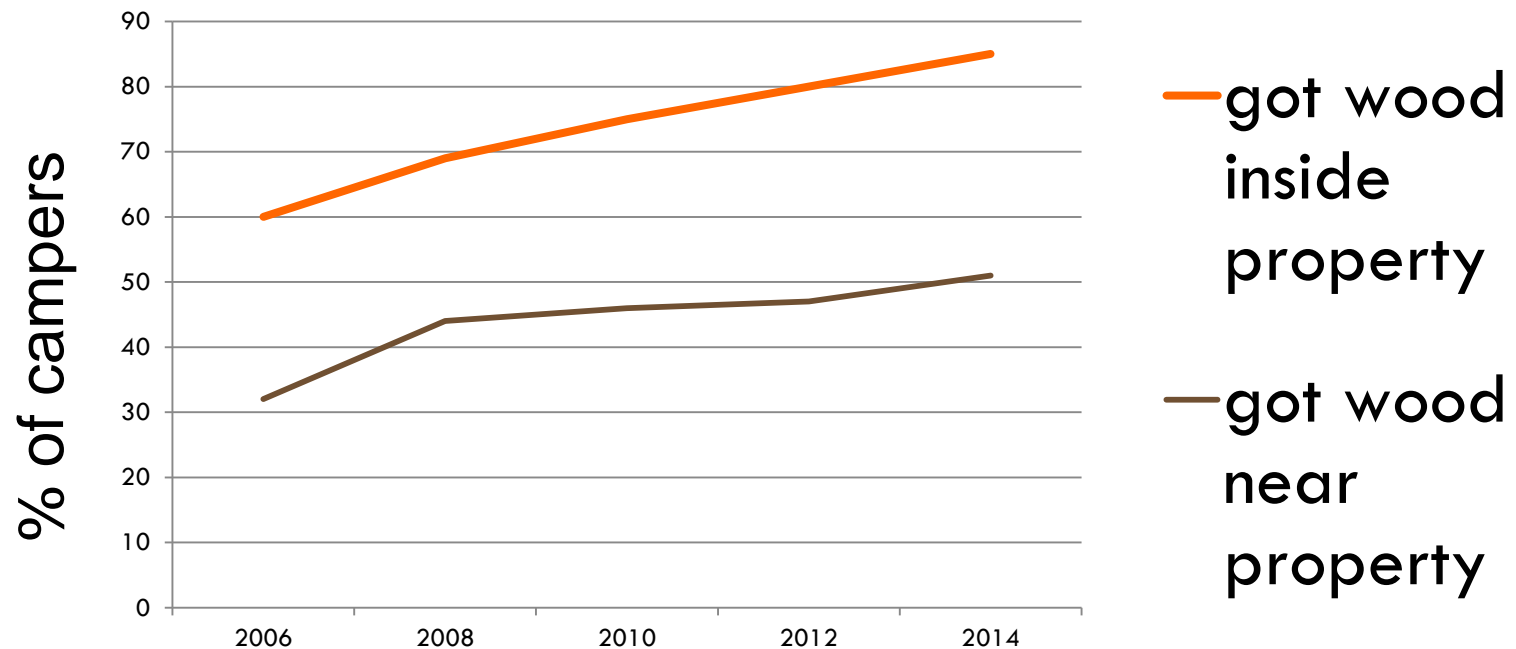


# High Awareness = High Compliance



(WI)

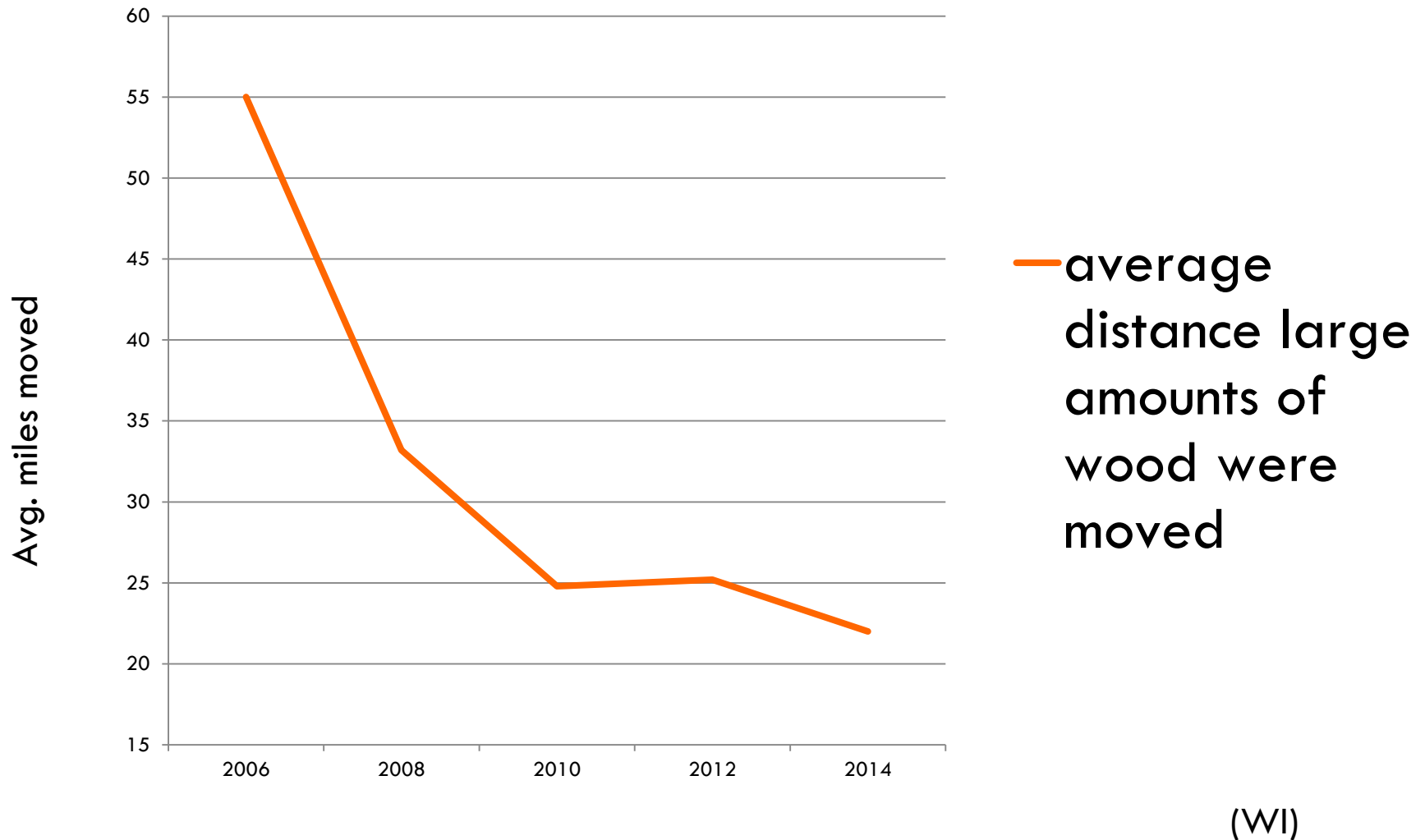
# Change in where wood is obtained



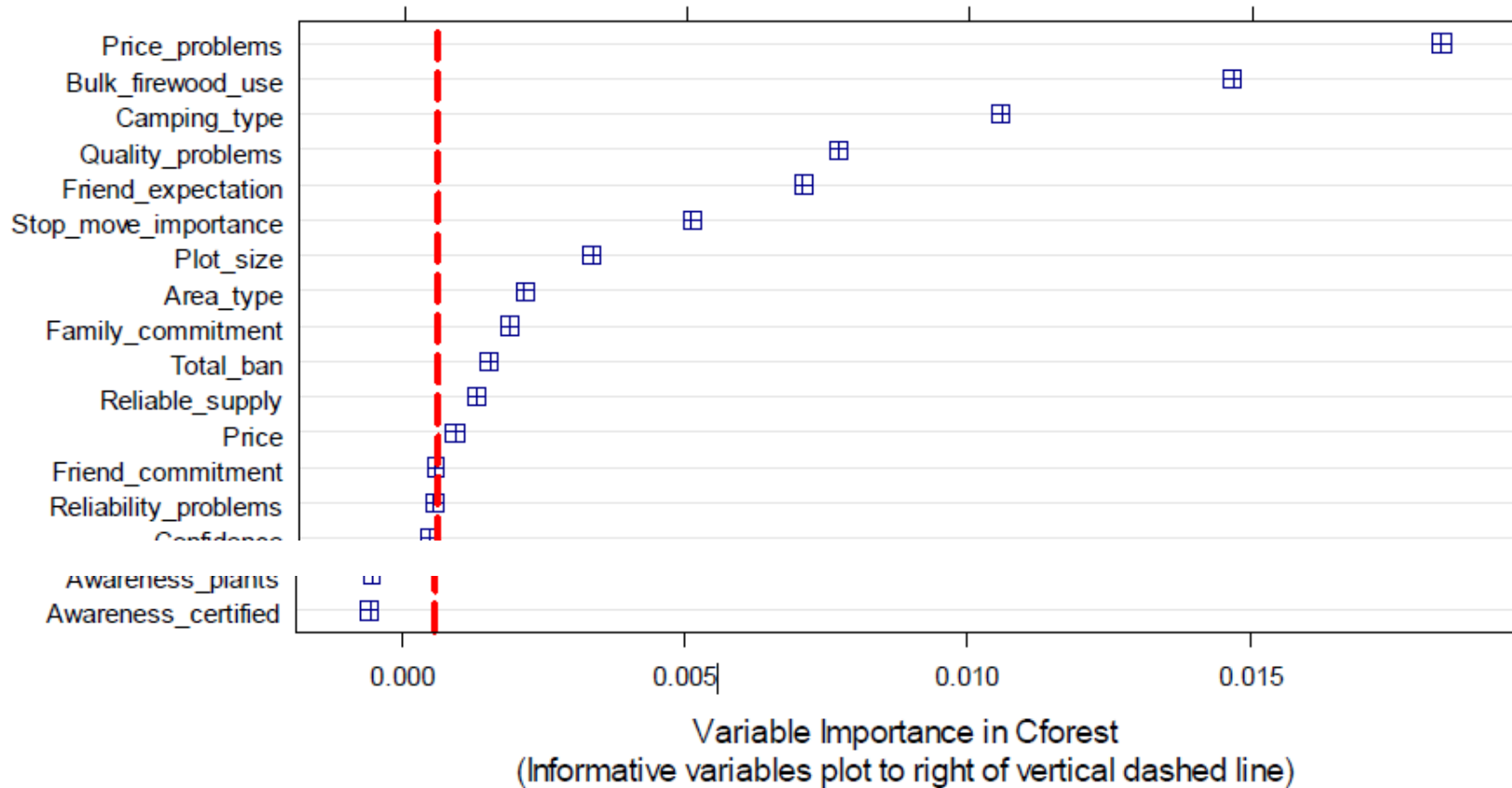
- Amount of firewood used/trip has stayed constant at 4-6 bundles



# High Compliance = Less Distance



# Predictive Variables in Firewood Compliance



(WI)

# 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.

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# Predictive Variables in Firewood Compliance

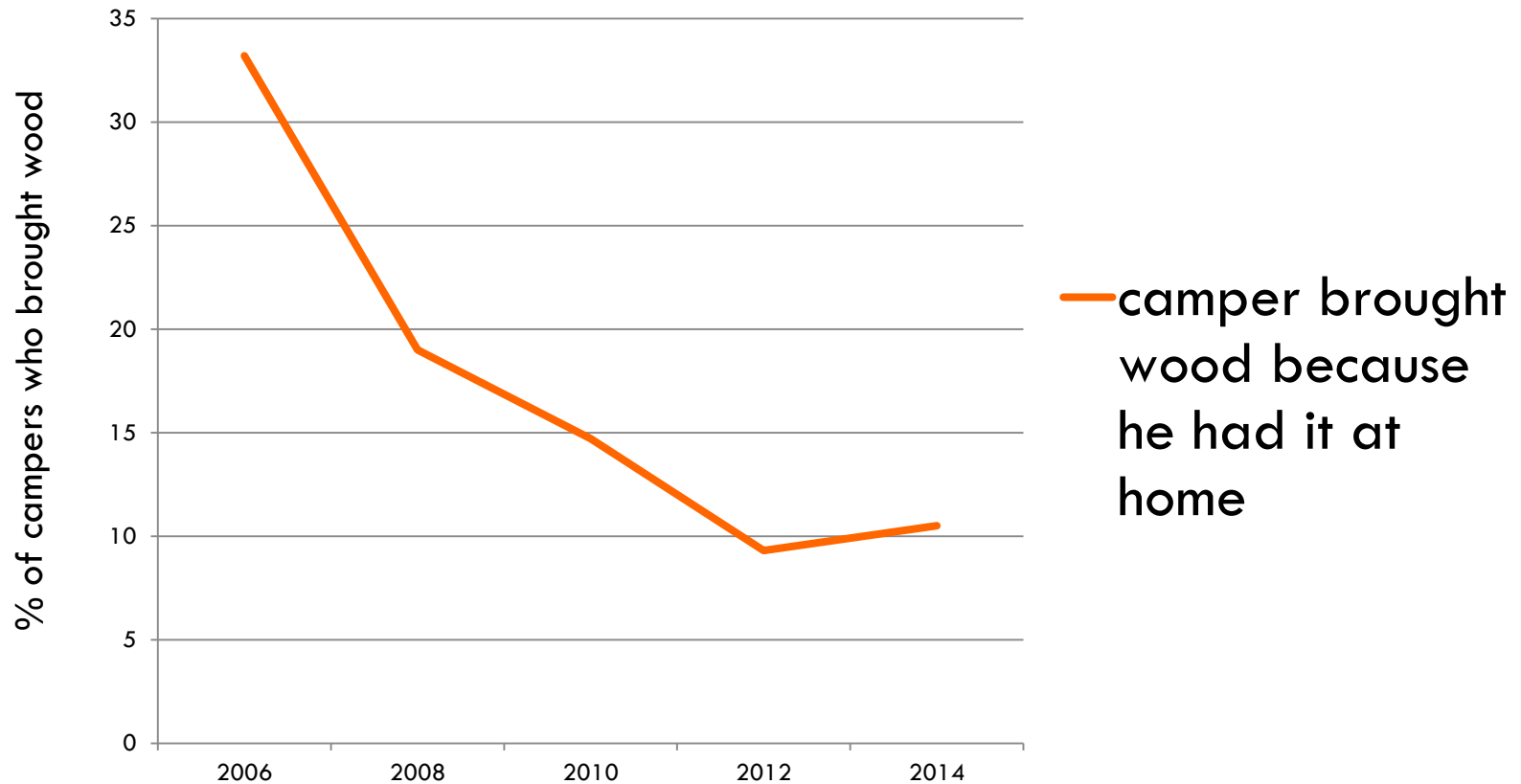
## 12. The actual price of firewood.



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# Second Toughest Variable



(WI)

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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**

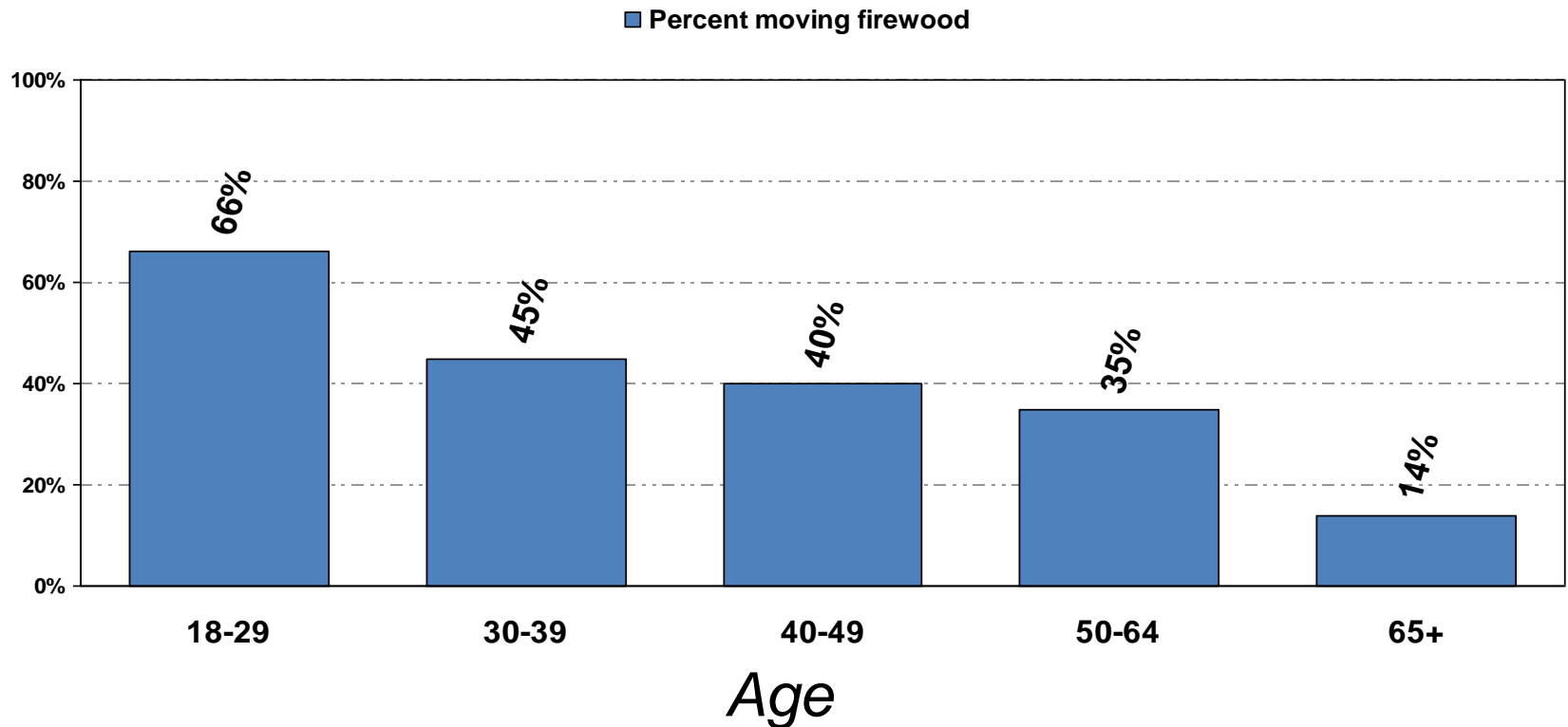


TO LEARN MORE ABOUT FIREWOOD REGULATIONS AND  
RECOMMENDATIONS IN YOUR AREA, VISIT [DONTMOVEFIREWOOD.ORG/MAP](https://DONTMOVEFIREWOOD.ORG/MAP)



# Tell your friends...

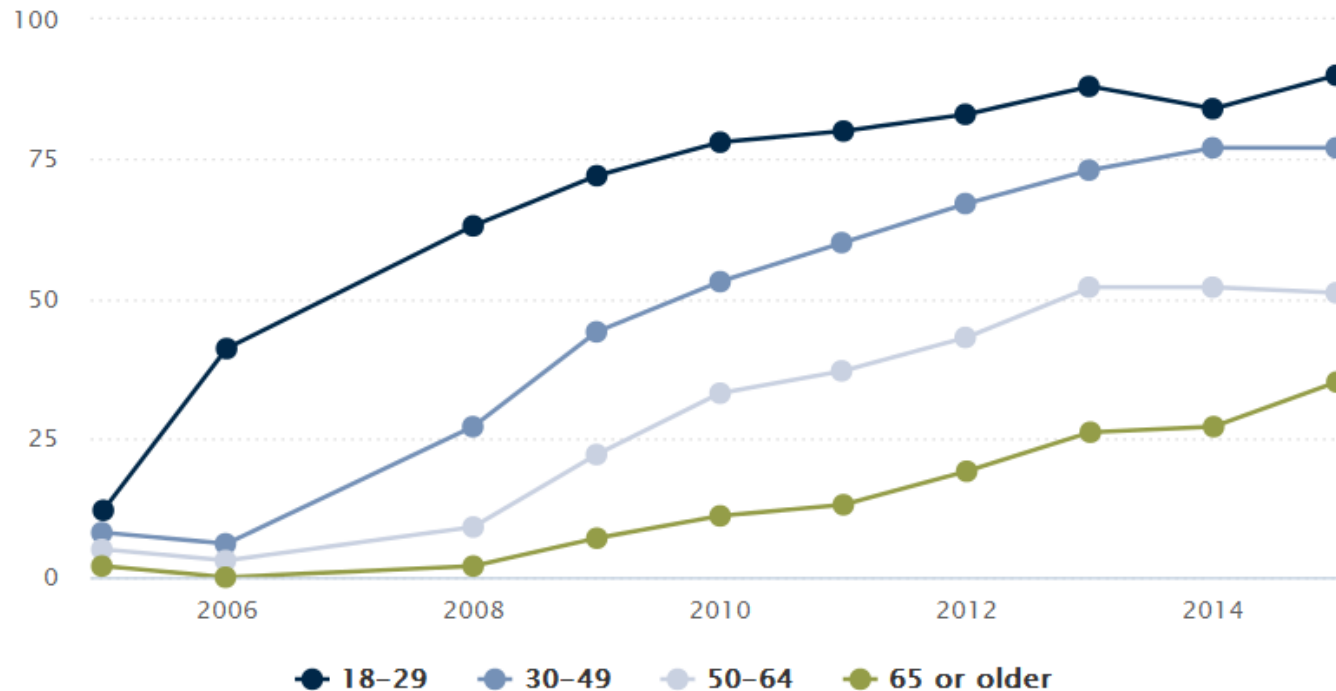
## Younger Firewood Users Move Firewood More Often



(TNC)

# Where are those friends now?

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

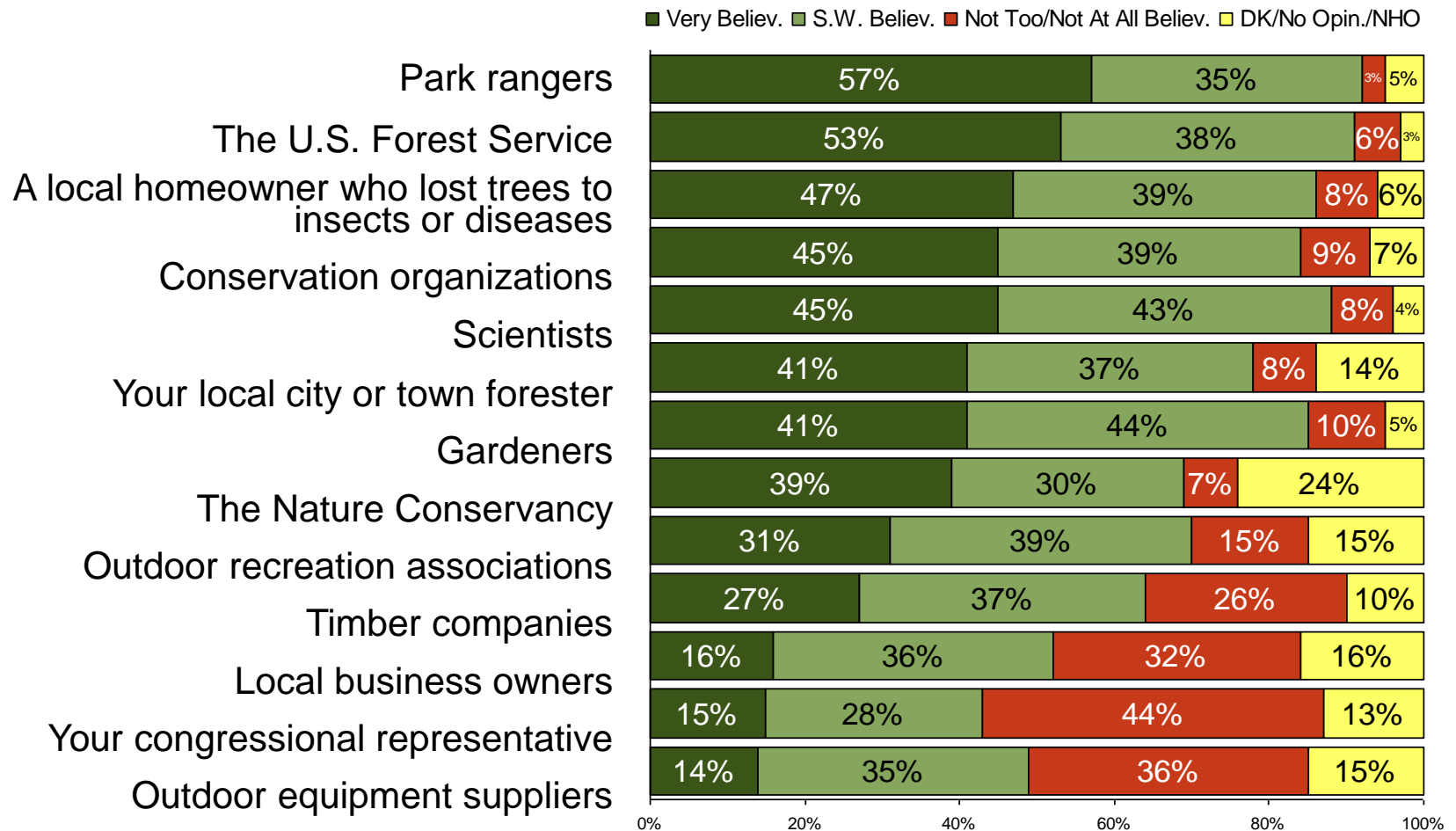


Source: Pew Research Center surveys, 2005-2006, 2008-2015. No data are available for 2007.

PEW RESEARCH CENTER

(<http://www.pewinternet.org>)

# Who do they trust on these issues?



(TNC)

# For more information

- Contact Leigh at [LGreenwood@tnc.org](mailto:LGreenwood@tnc.org) or find her here at the conference
- Contact Andrea Diss-Torrance at [Andrea.DissTorrance@wisconsin.gov](mailto: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?

