

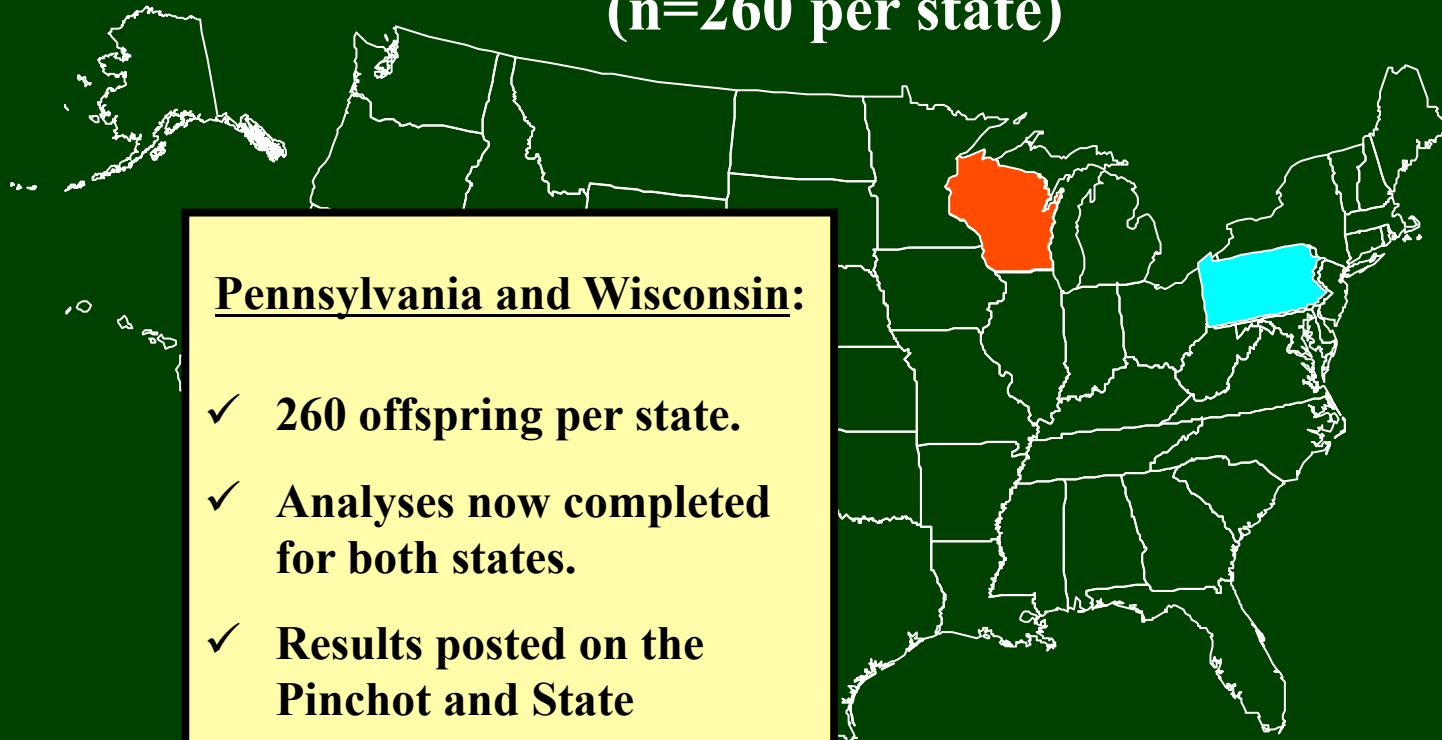


*Wisconsin and Pennsylvania Forestland Owner
Offspring Study Results for 2007-2008*

What the Next Generation of Landowners Think

Presented by:
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“Drill-down” offspring interviews
(n=260 per state)



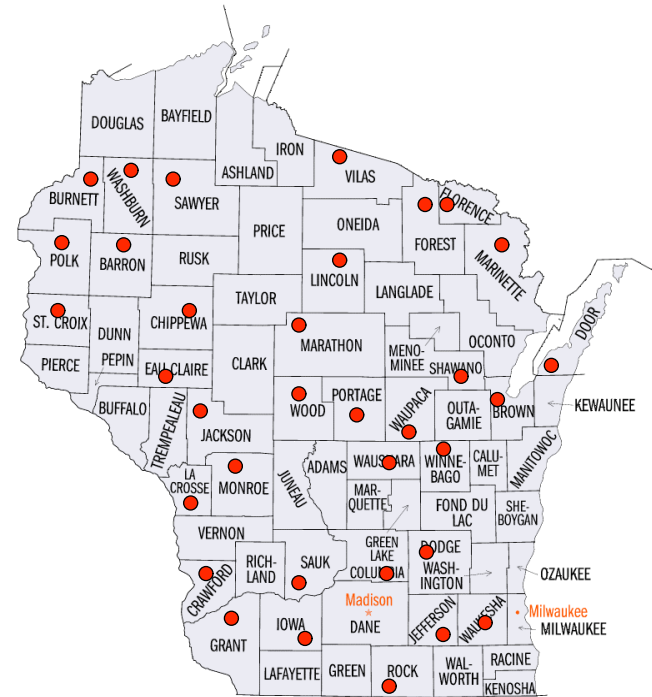
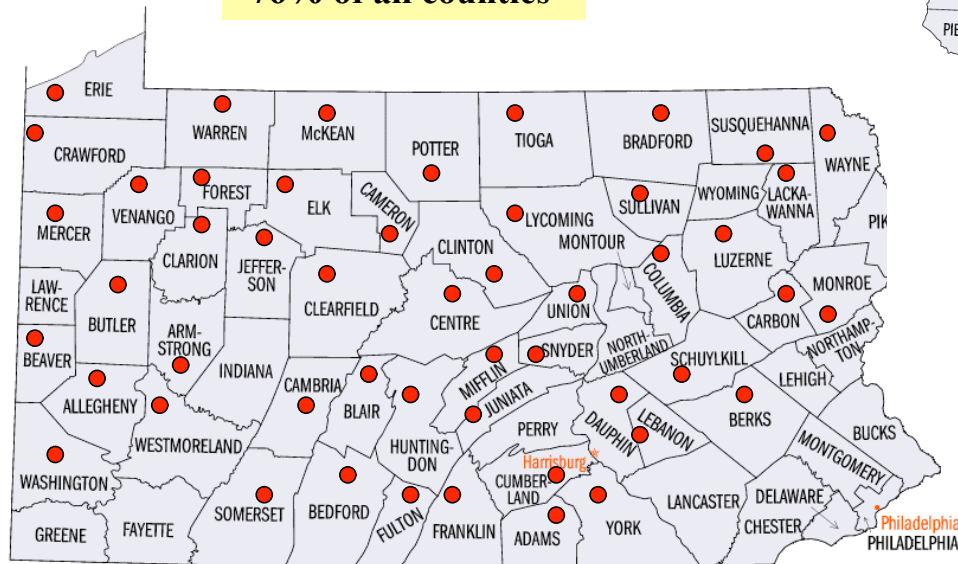
Pennsylvania and Wisconsin:

- ✓ 260 offspring per state.
- ✓ Analyses now completed for both states.
- ✓ Results posted on the Pinchot and State websites.

WI & PA Offspring Survey Results 2007

**Forestland locations of offspring interviewed
(n = 260 per state)**

76% of all counties



46% of all counties



WI & PA Offspring Survey Results 2007

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- **Over 500 *landowners*** in each state initially contacted to ascertain whether they had children
- **For PA - 40%** of landowners with children *declined* to allow their offspring to be interviewed.
- **For WI - only 10%** of landowners with children *declined* to allow their offspring to be interviewed.

Protocol used

- *Landowner contacted;*
- *Permission obtained from NIPF parents to interview their offspring;*
- *Offspring contacted to set up interview time;*
- *Telephone interviews conducted with offspring.*

Five key categories:

- **Demographics**: typical demographic questions
- **Affiliations**: questions regarding memberships and organization affiliations for both offspring and parents
- **Perceptions**: questions regarding offspring perceptions on why the family owns forestland; what's happening around the family forestland; what the parents consider the most valuable characteristics of owning the forests.
- **Forest management**: questions regarding offspring involvement in the management of the family forests; offspring views on management of the forests; offspring awareness of programs to assist forestland owners, etc.
- **Decision-making**: questions regarding what the offspring think will happen to the family forests in the future and what role they think they will play, if any.

Mixture of questions:

- ✓ required *yes/no*
- ✓ were *open-ended*, with responses then grouped
- ✓ required *ranking* (1 to 5) of specific choices
- ✓ allowed for *multiple answers*

Survey analysis included:

- ✓ *Gender analysis* (do males and females think differently?)
- ✓ *Age analysis*, and . . . for the first time
- ✓ *Sibling analysis* . . . where Shakespeare and forestry unite
(double, double, toil, and trouble!)

Study also includes new segments for analysis:

- Larger (>100 acres) vs smaller acreage ownership
- Lands were originally inherited vs purchased
- Offspring raised (or not) on family forestland
- Family lands are (are not) in state's forestry program
- Offspring are (are not) members of environmental/forestry organizations

Let's see what the kids said . . .



Demographics



Demographics: Pennsylvania Offspring Study

<u>Gender:</u>	Males = 50%	<u>Acres represented:</u>	10-49 acres = 20%
	Females = 50 %		50-99 acres = 23%
			100-499 acres = 46%
			500-1000 = 7%
<u>Age:</u>	<20 yrs = 7% (19)	<u># of years forestland owned:</u>	10-30 years = 28%
	20-40 yrs = 53% (138)		31-50 years = 32%
	41-60 yrs = 38% (100)		50+ years = 34%
	60+yrs = 1% (3)		
	<u># of families where multiple siblings interviewed:</u>		72 families



Demographics: Wisconsin Offspring Study

<u>Gender:</u>	Males = 59%	<u>Acres represented:</u>	10-49 acres = 29%
	Females = 41 %		50-99 acres = 29%
			100-499 acres = 31%

<u>Age:</u>	20-40 yrs = 50%	<u># of years forestland owned:</u>	10-30 years = 32%
	41-60 yrs = 41%		31-50 years = 28%
			50+ years = 33%

of families where multiple siblings interviewed: 87 families



Offspring line-up . . .

- professionals (vs blue collar workers).
- earn more than \$50,000 per year.
- were not raised on family forestland.
- live out-of-state or not near the family forestland.
- won't live on the family forests in the future.

WI	PA
43%	58%
65%	69%
66%	60%
76%	73%
66%	48%



Affiliations



Are offspring and their parents members of forestry and/or environmental organizations?

PA	Offspring	Parents
<i>Overall</i>	31%	63%
<u><i>If yes, which?:</i></u>		
<i>% forestry</i>	38%	70%
<i>% environmental</i>	72%	43%

WI	Offspring	Parents
<i>Overall</i>	23%	49%
<u><i>If yes, which?:</i></u>		
<i>% forestry</i>	29%	66%
<i>% environmental</i>	58%	32%



Who do offspring donate money to annually (ie what's really important to them)?

PA - 77% of offspring do donate annually

WI - 74% of offspring do donate annually

church = 58%
health = 34%
environmental = 27%

church = 65%
health = 32%
environmental = 15%



forestry? = 5%!



forestry? = 3%!



Perceptions



Reasons that parent(s) currently own the land:

PA <i>Top of the list:</i>	Home/legacy	65%
	Personal use	36%
<i>Bottom of the list:</i>	Investment	25%
	Stewardship	22%
	"It's mine"	3%

WI <i>Top of the list:</i>	Personal use	62%
	Home/legacy	52%
<i>Bottom of the list:</i>	Investment	21%
	Stewardship	16%
	"It's mine"	6%



Forest Management

According to the kids - What do their parents manage land for?

PA <i>Top 4</i>	stewardship	(45%)
	fish/wildlife	(43%)
	personal use	(40%)
	income	(40%)

WI <i>Top 3</i>	fish/wildlife	(57%)
	personal use	(49%)
	income	(38%)



stewardship – 13%

PA	Males		Females	
<i>Top 3 challenges faced by parents</i>	labor	(46%)	labor	(55%)
	taxes	(27%)	time	(25%)
	time	(18%)	dev. pressure	(19%)

Have parents had to deal with challenges in maintaining the family forest?

WI	Males		Females	
<i>Top 3 challenges faced by parents</i>	labor	(35%)	labor	(35%)
	time	(27%)	dev. pressure	(29%)
	taxes	(21%)	taxes	(27%)

Have parents discussed future plans with offspring?

	Pennsylvania (% yes)
Overall	75%
Male Offspring	77%
Female Offspring	73%

	Wisconsin (% yes)
Overall	75%
Male Offspring	81%
Female Offspring	65%

% of families with siblings who disagreed with each other

22%

% of families with siblings who disagreed with each other

31%



WI & PA Offspring Survey Results 2007

For both states, more than half of offspring interviewed had not been involved with the management of the family forests!

% not involved . . .	Pennsylvania
Male Offspring	44%
Female Offspring	63%

% not involved . . .	Wisconsin
Male Offspring	51%
Female Offspring	70%

% of families with siblings who disagreed with each other
43%

% of families with siblings who disagreed with each other
33%

PA

The majority of offspring, if currently not involved - wish to be!

Pennsylvania

Male Offspring	66%
Female Offspring	54%

... kids raised on the family forest most likely to wish to be involved.

% of families with siblings who disagreed with each other

56%



WI

For majority of offspring, if currently not involved - don't wish to be!

Wisconsin

Male Offspring	53%
Female Offspring	56%

... but kids from MFL-listed lands do wish to be!

% of families with siblings who disagreed with each other

54%



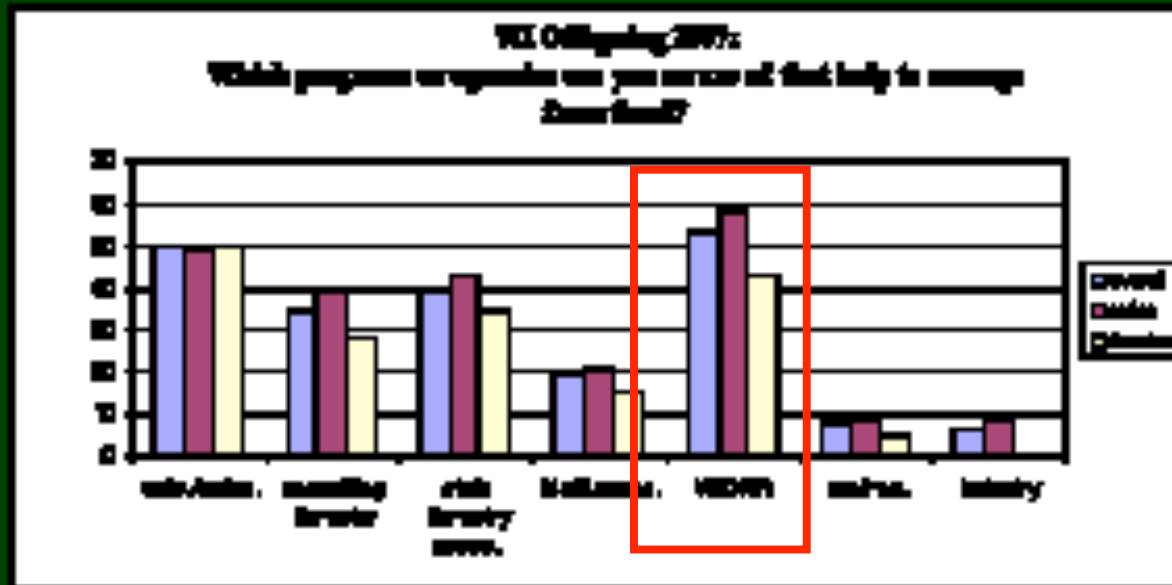
If offspring aware, which programs?



It's pretty clear – university/extension plays a central role.



If offspring aware, which programs?



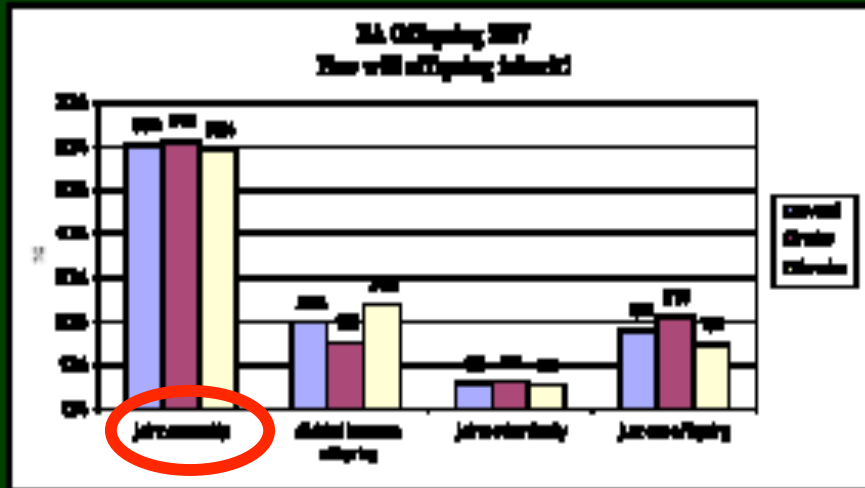
DNR plays a central role.



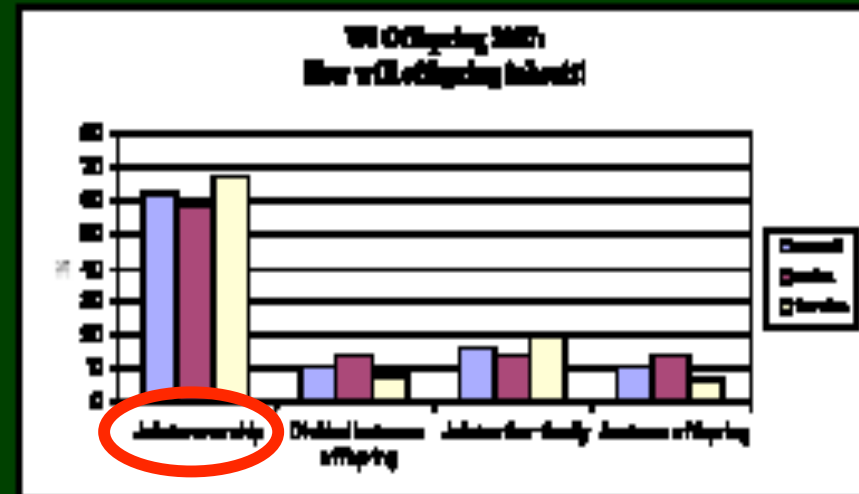
Decision-making



WI & PA Offspring Survey Results 2007



87% of offspring plan to inherit the land, but how???





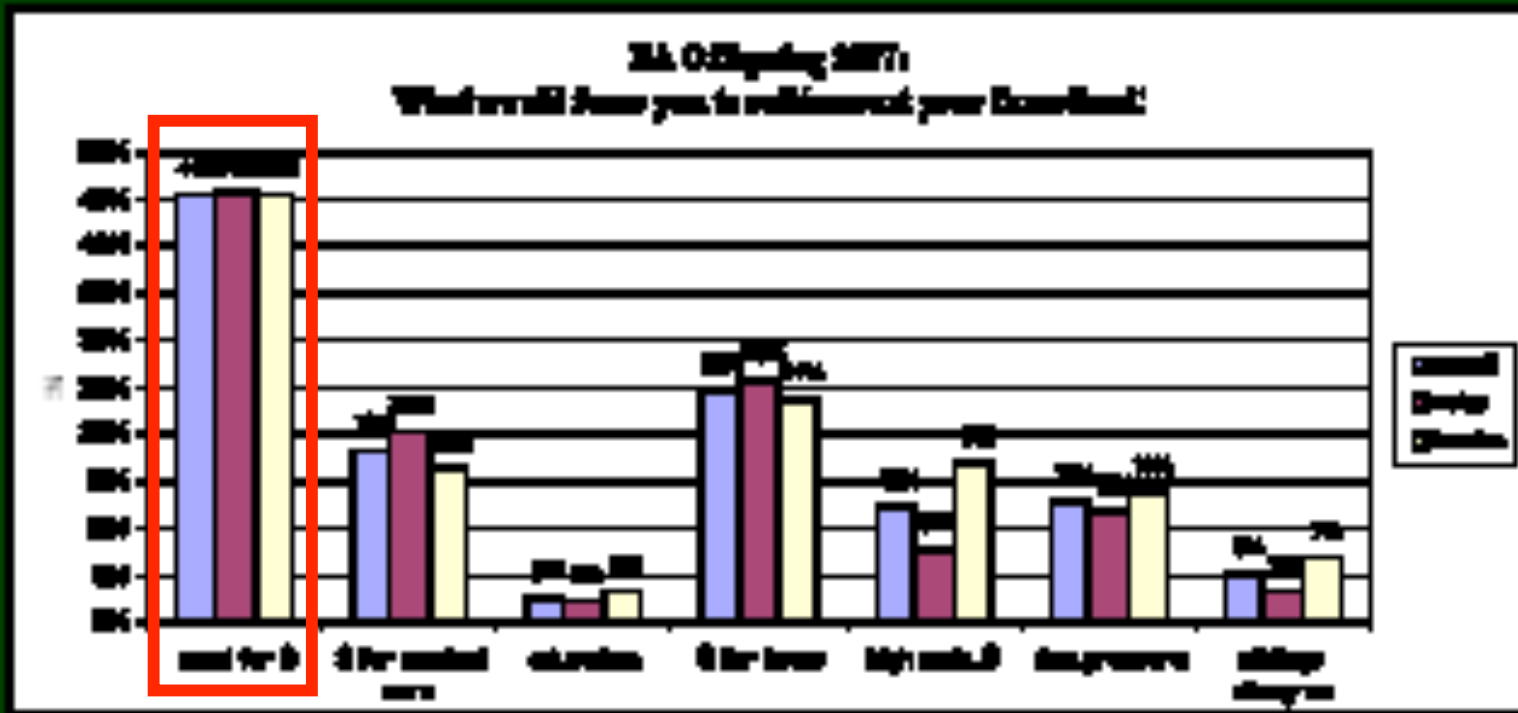
Income generation off the land . . .
. . . how important is it?

<i>Expect land to generate income</i>	<u>PA</u>	<u>WI</u>
Males Offspring	67%	56%
Females Offspring	65%	38%
% of families with siblings who disagreed with each other	49%	40%



PA

What conditions would force you to sell?





WI

What conditions would force you to sell?





**What's important to help keep
the land in family hands?**



Here's a hint. . .



Guess what I'm doing, daddy??



PA

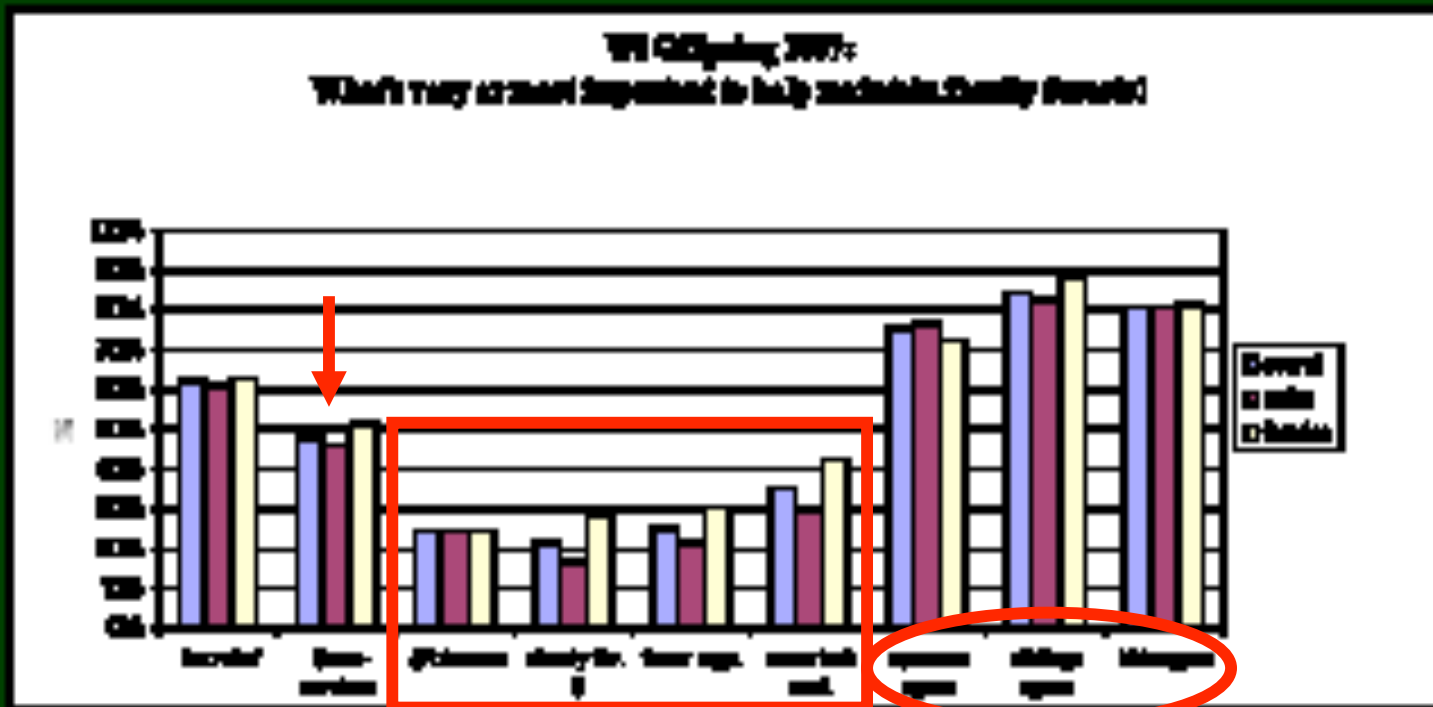
What's important to help keep the land in family hands?





WI

What's important to helping to keep the land in family hands?





WI & PA Offspring Survey Results 2007

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Where WI and PA offspring <u>most</u> agree . . .	WI	PA
Expect to <i>inherit</i> the family forestlands. . .	87%	87%
. . . and expect to have to manage <i>jointly</i> with siblings.	61%	60%
Wish to <i>own</i> the family forestland.	89%	87%
Rank ' <i>siblings agree</i> ' as the most important condition to maintain family forests.	45%	43%
Rank ' <i>payment for ecosystem services</i> ' as a most important financial tool.	48%	54%
Rank ' <i>labor/time to manage</i> ' as the top challenge to owning the family forest.	57%	54%
Rank ' <i>stewardship</i> ' as a reason for offspring to own the family forest (ranked second to last in both states).	24%	26%
Donate annually to <i>church</i> organization. . .	65%	58%
. . . and not <i>forestry</i> organizations.	3%	5%



Where WI & PA offspring most disagree . . .

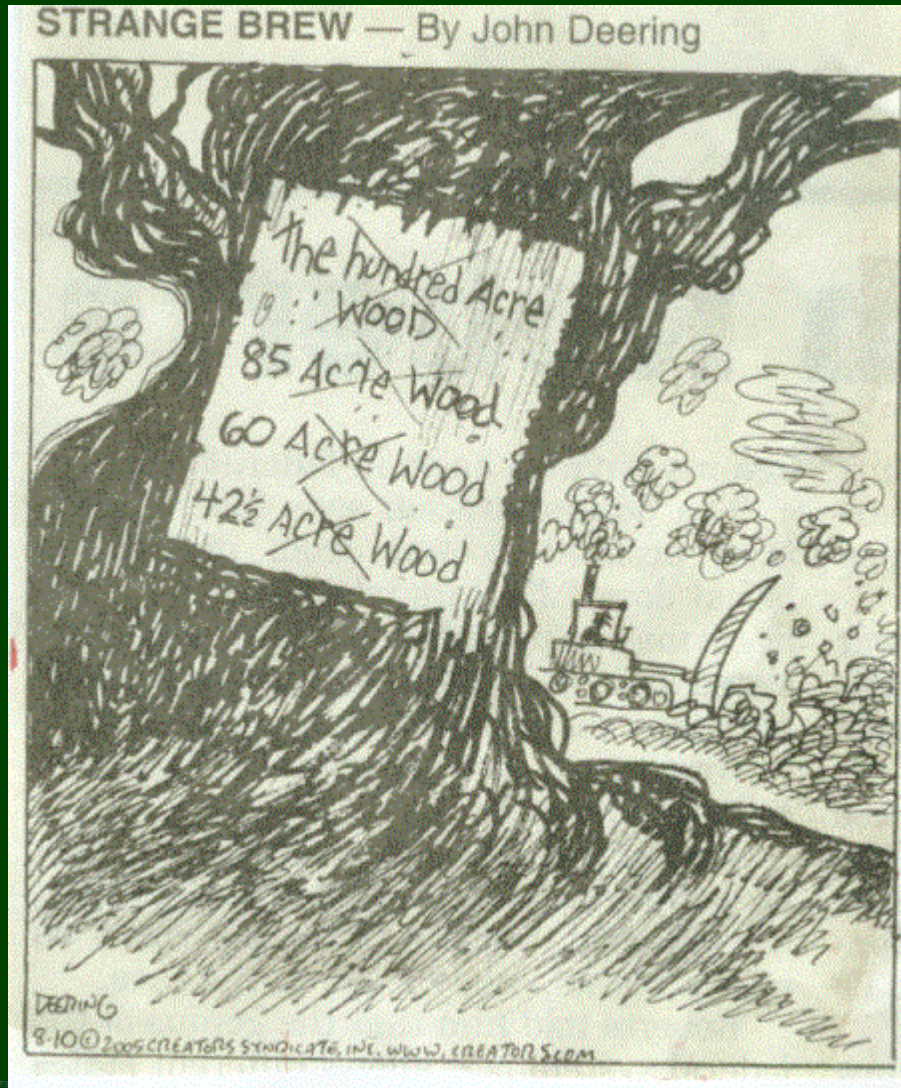
	WI	PA
If a member, belong to <i>environmental organizations</i> .	58%	72%
Are involved in <i>decision-making roles</i> if they are involved in the management of the family forest.	59%	49%
<i>Want to be involved right now</i> in the management of the family forest if not currently involved.	45%	59%
View ' <i>personal use</i> ' as a key reason for owning the family forest.	41%	23%
Use their <i>state DNR</i> as a go-to source for information.	38%	14%
Use <i>state forestry organizations</i> as a go-to source for information.	8%	33%
Believe parents manage the family forests for <i>stewardship</i> reasons.	13%	45%
<i>Want income</i> off the land.	48%	66%



WI & PA Offspring Survey Results 2007

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Where <u>siblings</u> in same family <u>disagree</u> with each other: (where ~50% or more families)	WI n = 87	PA n = 72
If <i>not involved</i> in the management of the family forestlands, <i>would like to be</i> .	54%	56%
Believe that <i>parents deal with challenges</i> in managing the family forests.		61%
Agree on <i>how the land will be transferred</i> to the offspring (joint ownership, divided between offspring, etc.)	52%	
Agree on what condition would <i>force offspring to sell</i> the family forestland.	53%	61%
Agree that <i>'\$ for biomass'</i> is an important financial tool in managing the family forests.	51%	47%
Agree that <i>'steady timber prices'</i> is an important financial tool in managing the family forests.		52%
Agree on what is <i>important</i> to help maintain forestlands in family hands. (ie 'tax relief'; 'siblings agree')		61%
Desire <i>'income'</i> off the land.		49%



So, if not this . . .
. . . then what??



Here's something to think about . . .

**Over the next five years, ~ 42 million acres of
family forestland will transition to heirs . . .**

*. . . PA and WI represent 2.3 million
of those acres to be in transition . . .*



What we learned . . .

- Offspring are *not alike*
- Males and females really do *think differently*
- Offspring view *go-to sources for information* very differently between states . . . even in the same geographic region.



- Ecosystem service (carbon banking) is new kid on the block ... and *offspring are interested!!* Less labor, more money.
- Pushing a '*green*' message works *best with female offspring*. Males offspring require *income* approach.
- *Stewardship* may play well with parents, but does not resonate well with the kids. *Verbiage needs to change!*
- With so many offspring assuming joint ownership, messaging needs to be with *family as a unit*, not the individual.
- Costs for *medical care* on minds of all offspring. Do unique partnerships await??



Guess what I'm doing, daddy??



**Just counting carbon credits!
Way cool, huh???**



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