

*Pennsylvania Forestland Owner Offspring Study Results:
What Does the Next Generation Think?*

Presented by:

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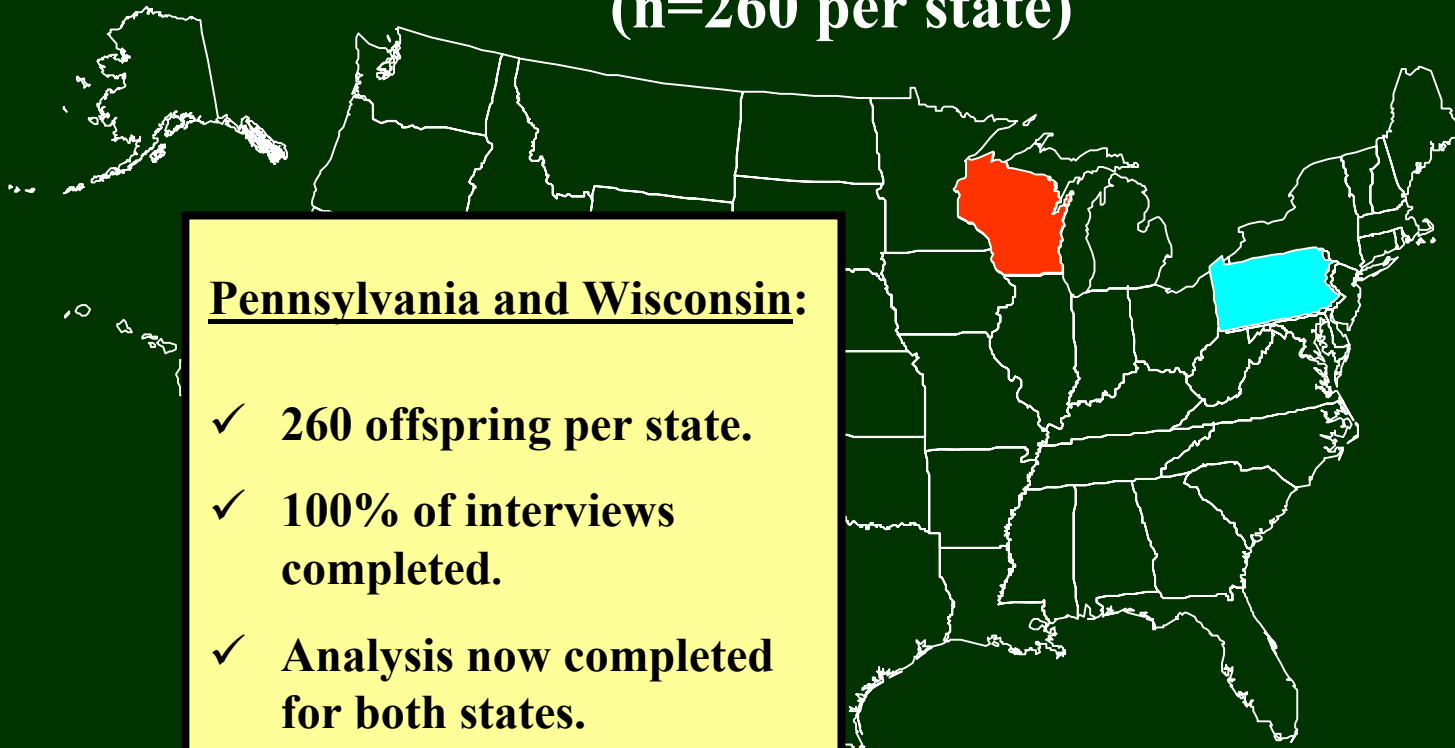
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A project conducted for the
Pennsylvania Department of Conservation & Natural Resources
(DCNR)
Bureau of Forestry

with

**Funding provided by the US Forest Service
and the State of Pennsylvania**

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



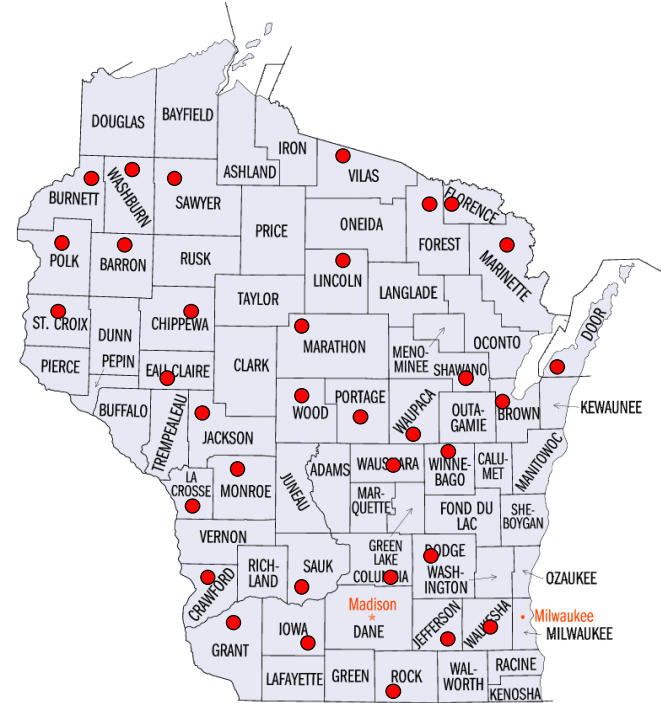
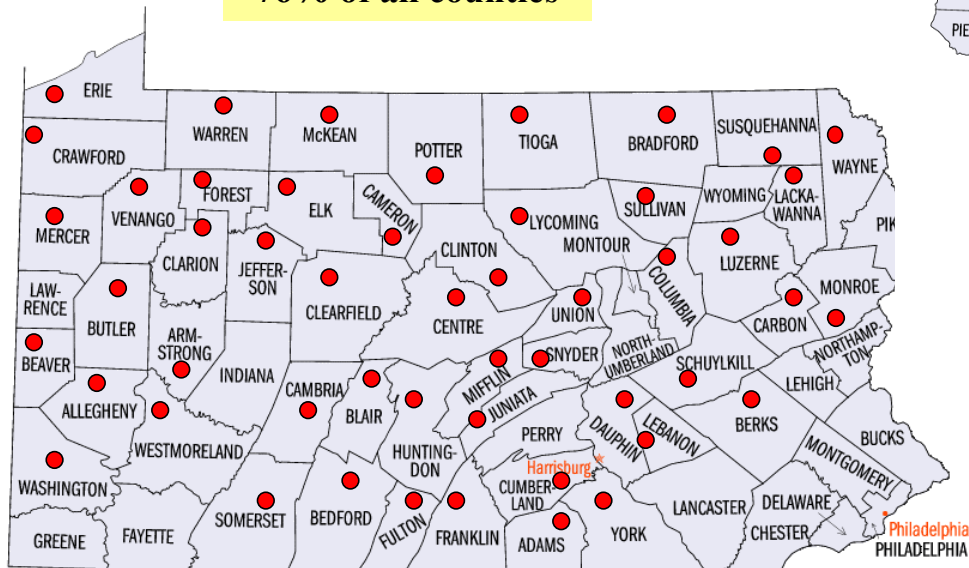
Pennsylvania and Wisconsin:

- ✓ 260 offspring per state.
- ✓ 100% of interviews completed.
- ✓ Analysis now completed for both states.

Pennsylvania Offspring Survey Results 2007

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

76% of all counties



46% of all counties

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 *Clean & Green 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)		

of families where multiple siblings interviewed: 72 families

Pennsylvania 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

58%

69%

60%

73%

48%



Affiliations

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

	<i>Offspring</i>	<i>Parents</i>	<i>Siblings</i>
<i>% Yes</i>	31%	63%	21%
<u><i>If yes, which?:</i></u>			
<i>% forestry</i>	38%	70%	37%
<i>% environmental</i>	72%	43%	63%

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

Overall — 77% of offspring do donate annually

But where?

church = 58%

health = 34%

education/children = 30%

environmental = 27%



forestry? = 5%!



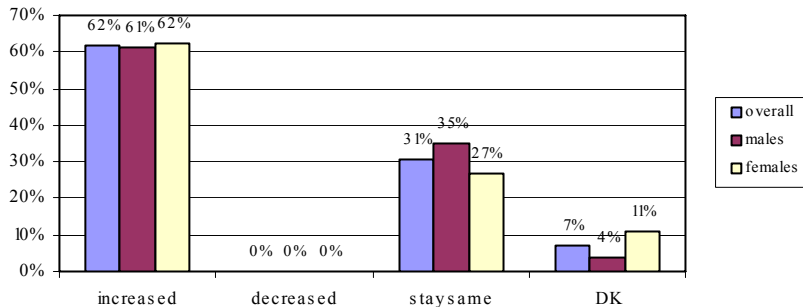
Perceptions

Reasons that parent(s) currently own the land:

<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%

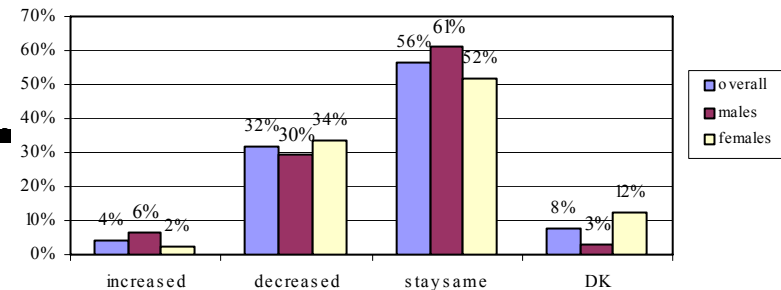
Pennsylvania 2007 Study: Offspring Perceptions

Real estate development around family forestland over last 5 years?
(% by gender) **23%**

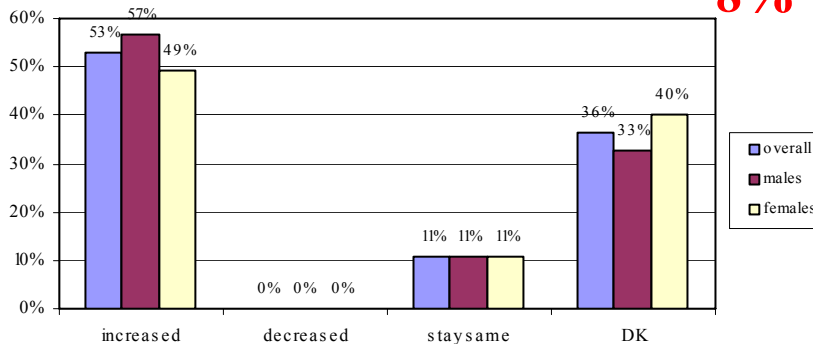


% of sibling disagreement

Amount of forestland around family forestland in last 5 years?
(% by gender) **38%**



Property taxes around family forestland over last 5 years?
(% by gender) **8%**





Forest Management

Are offspring *satisfied with management* of family forests?

95% yes! but . . .

. . . 30% of offspring didn't know if parents had a written forest management plan

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

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

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

	% yes
overall	48%
males	45%
females	51%

What challenges?

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

Knowledge of C&G program?

Yes & No!

		<i>% yes</i>	<i>% don't know</i>
Family lands <u>listed</u>:			
	<i>overall</i>	35%	
	<i>males</i>	33%	41%
	<i>females</i>	37%	44%
<u>If in the C&G</u> – are you familiar with C&G obligations?			
	<i><20 yrs</i>	0%	
	<i>20-40 yrs</i>	71%	
	<i>41-60 yrs</i>	82%	

Have parents discussed future plans with offspring?:

2007
Pennsylvania
study

Overall	75%
Male Offspring	77%
Female Offspring	73%

% of families with siblings who disagreed with each other

22%

Age & *gender* appear factors for parents discussing future of family forestlands for *younger* offspring.

Have parents discussed?

	% yes	
	<i>males</i>	<i>females</i>
<i><20 yrs old</i>	29%	83%
<i>20-40 yrs old</i>	75%	65%
<i>41-60 yrs old</i>	85%	82%

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

**2007
Pennsylvania
study**

Overall	53%
Male Offspring	44%
Female Offspring	63%

... but offspring who are members of associations more likely to be involved

% of families with siblings who disagreed with each other

43%

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

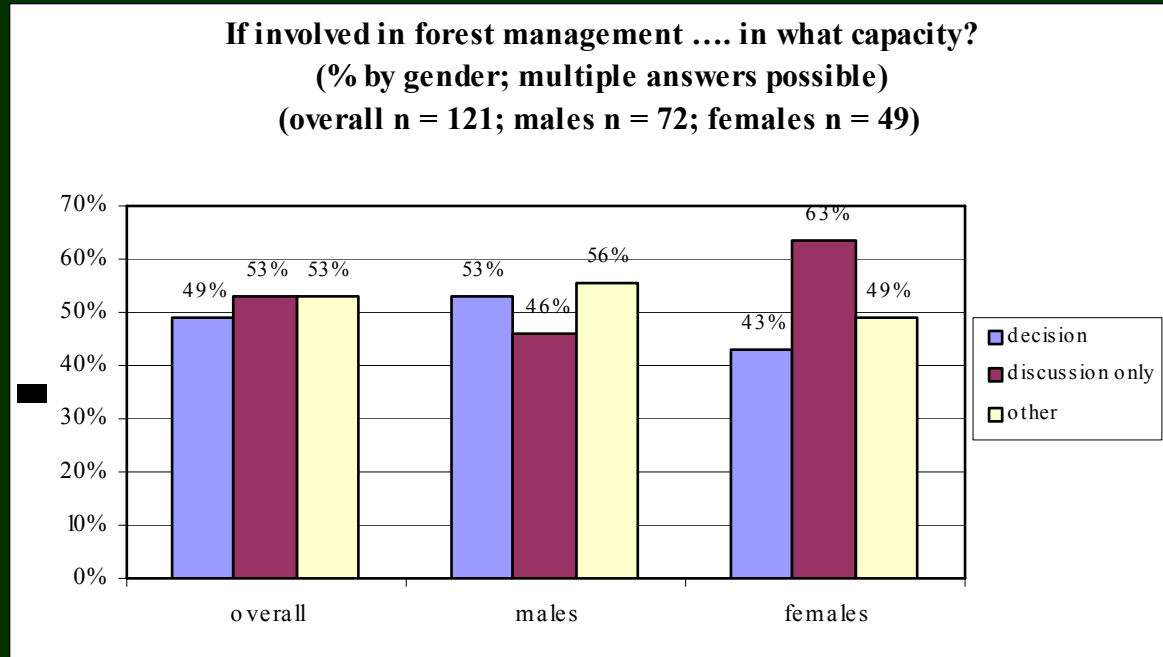
2007
Pennsylvania
study

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%



Offspring from purchased lands and members of associations more likely to be in decision-making role.

Reasons for offspring *not involved* in the management of family forests, but wish to be:

<u><i>Top 3 overall</i></u>	<i>it's not mine</i>	48%
	proximity to forest	46%
	no time	20%

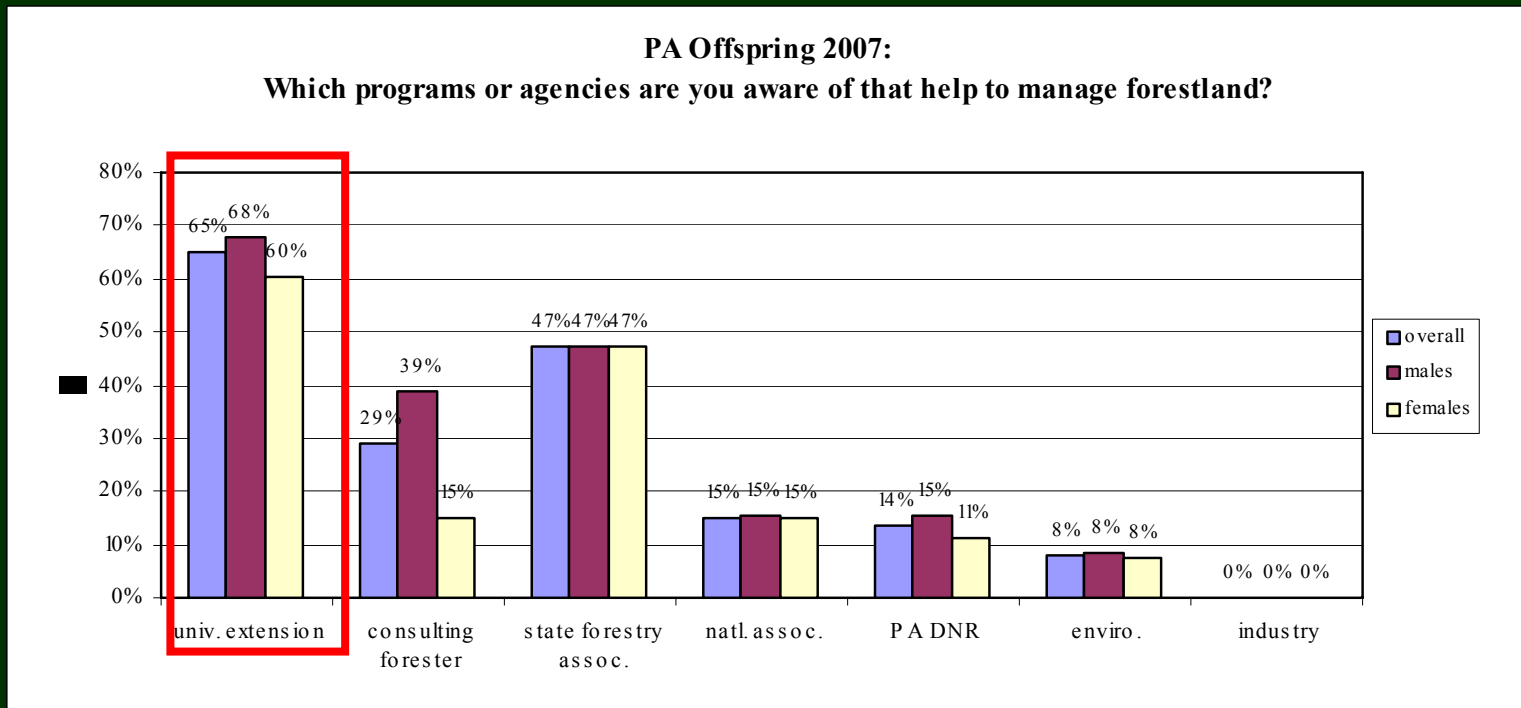
No difference by gender, but offspring <20 years old were more likely to state “no time”.

Are PA offspring aware of programs/agencies to help private landowners to manage forestlands?

- Almost half said NO, but females particularly not in the know (57% vs 38% for males);
- age seemed a significant factor, especially for females.

	% aware	
	males	females
<20 yrs old	29%	25%
20-40 yrs old	64%	39%
41-60 yrs old	64%	56%

If offspring aware, which programs?



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

According to the kids, who do they and their parents consult with for information?

	<i>% parents</i>	<i>% kids</i>
<i>University/extension</i>	48%	52%
<i>Consulting foresters</i>	32%	40%
<i>State forestry association</i>	30%	33%
<i>National associations</i>	8%	7%
<i>PA DCNR</i>	10%	14%

Offspring not raised on forestland, not in C & G, and non-members of environmental or forestry organizations were more likely to consult with university/extension.



Decision-making

Clear majority wish to own family forest when transfer time occurs

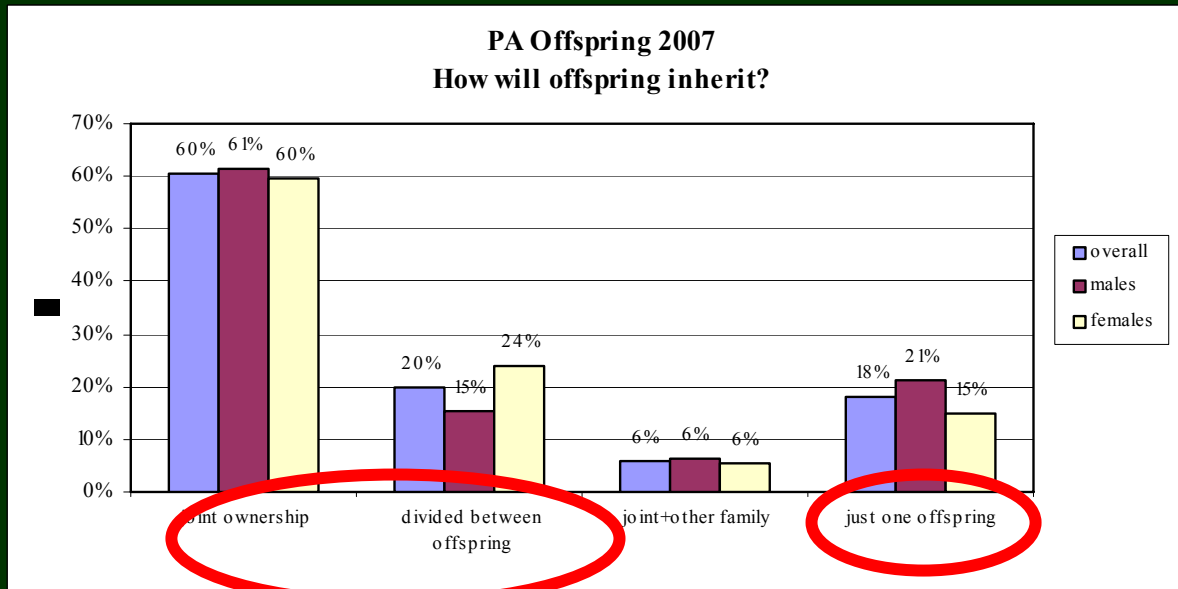
2007
Pennsylvania
study

Male Offspring	95%
Female Offspring	79%

% of families with siblings who disagreed with each other

36%

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



% of families with siblings who disagreed with each other

13%



... offspring of parents with forest >100 acres had the highest expectation that land would be *inherited jointly*.

**Home/family legacy a top reason
to own the land . . . 72%!**

**2007
Pennsylvania
study**

Male Offspring	66%
Female Offspring	78%

True for all offspring segments

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

26%

Reasons to own the family forestland:

- Home/legacy most often noted by offspring who had inherited the land
- Love of land - most often noted by offspring from lands that had been purchased.

Income generation off the land was important for the majority of all subgroups.

**2007
Pennsylvania
study**

Males Offspring	67%
Females Offspring	65%

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

49%

Where will income come from?
*It's pretty clear! **Timber** - 78%*
(although males lead the way).

2007
Pennsylvania
study

Male Offspring	91%
Female Offspring	65%

This was especially true for offspring from
members of forestry or environmental associations!

% of families with siblings
who disagreed with each other

10%

Benefits to owning the land?

**2007
Pennsylvania
study**

Male Offspring

- Income – 42%
- It's mine – 32%
- Personal use – 52%
- Home/legacy – 46%

Female Offspring

- Income – 35%
- It's mine – 22%
- Personal use – 36%
- Love of land – 53%

Stewardship ranked last overall – 25%

Benefits to owning the family forestland:

- Home/legacy - most often noted by offspring from lands that had been inherited and with lands not listed with the C & G program.
- Stewardship -most often noted by members of environmental or forestry organization.

Have you <u>discussed</u> <u>future land ownership</u> with your . . .	Male Offspring	Female Offspring	<u>Disagree among siblings</u>
Spouse	79%	80%	24%
Siblings	47%	55%	43%
Children	46%	55%	n/a

On closer look:

- Offspring who are members of environmental or forestry organizations communicate more to children.
- Offspring with C & G lands and are members of forestry/environmental organizations communicate more with their siblings.

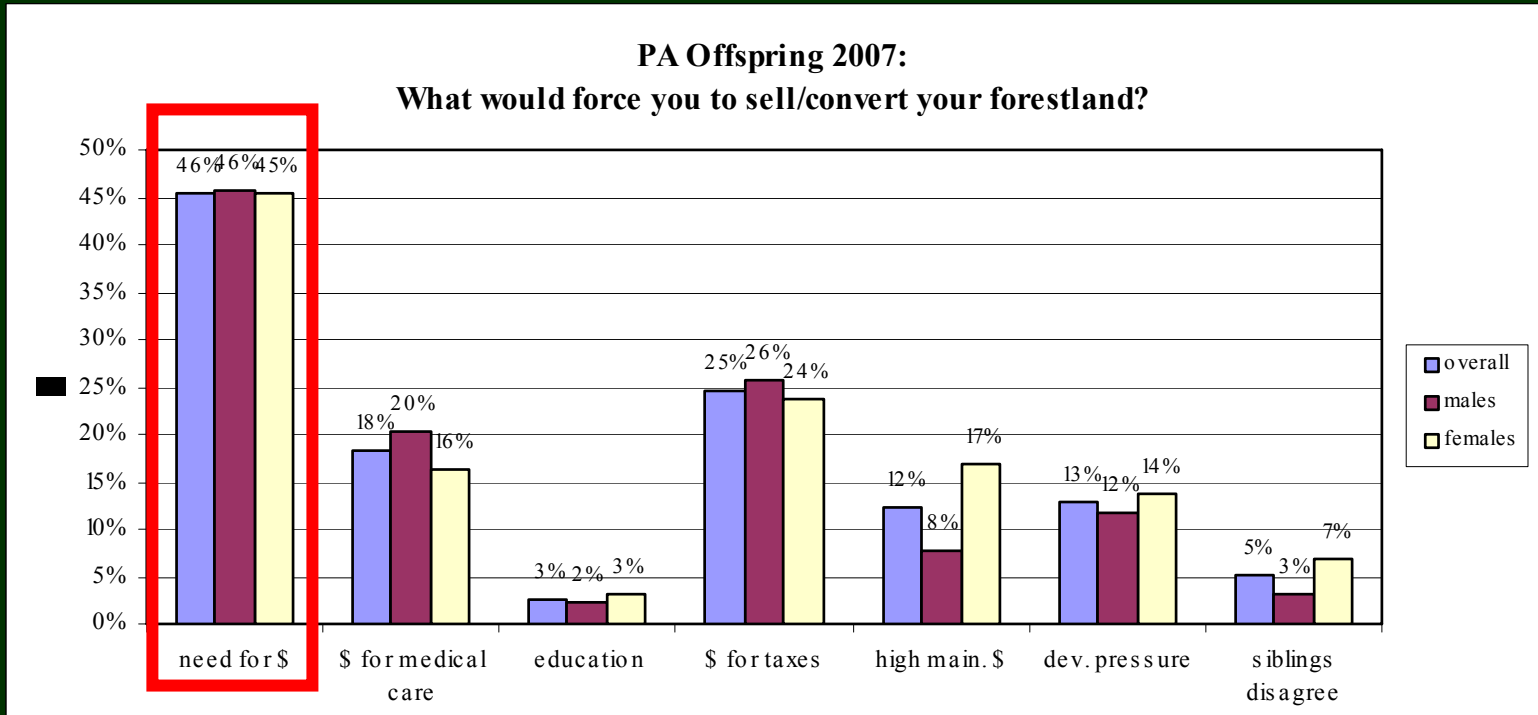
Offspring: <u>top three challenges</u> to owning the land?	<u>2007</u> Pennsylvania study	
Male Offspring	<ul style="list-style-type: none"> • Time to manage • Taxes • Maintenance costs 	<p>49%</p> <p>48%</p> <p>27%</p>
Female Offspring	<ul style="list-style-type: none"> • Time to manage • Taxes • Maintenance costs 	<p>59%</p> <p>35%</p> <p>32%</p>

% of families with siblings who disagreed with each other	38%
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On closer look:

- Members of forestry or environmental organizations worry more about encroaching development.
- Offspring raised on the family forest worry more about labor/time to manage and taxes, and those not raised on the land worry more about proximity.

What conditions would force you to sell?



% of families with siblings who disagreed with each other

61%

On closer look at *force conditions (overall)*:

- Need for *cash* (unanticipated) = 46%
- \$ for *taxes* = 25%
- \$ for *medical expenses* = 18%

Concerns about an unexpected *need for money*; *taxes*, and *maintenance* costs decreased with age, while concern over *medical expenses* increased.



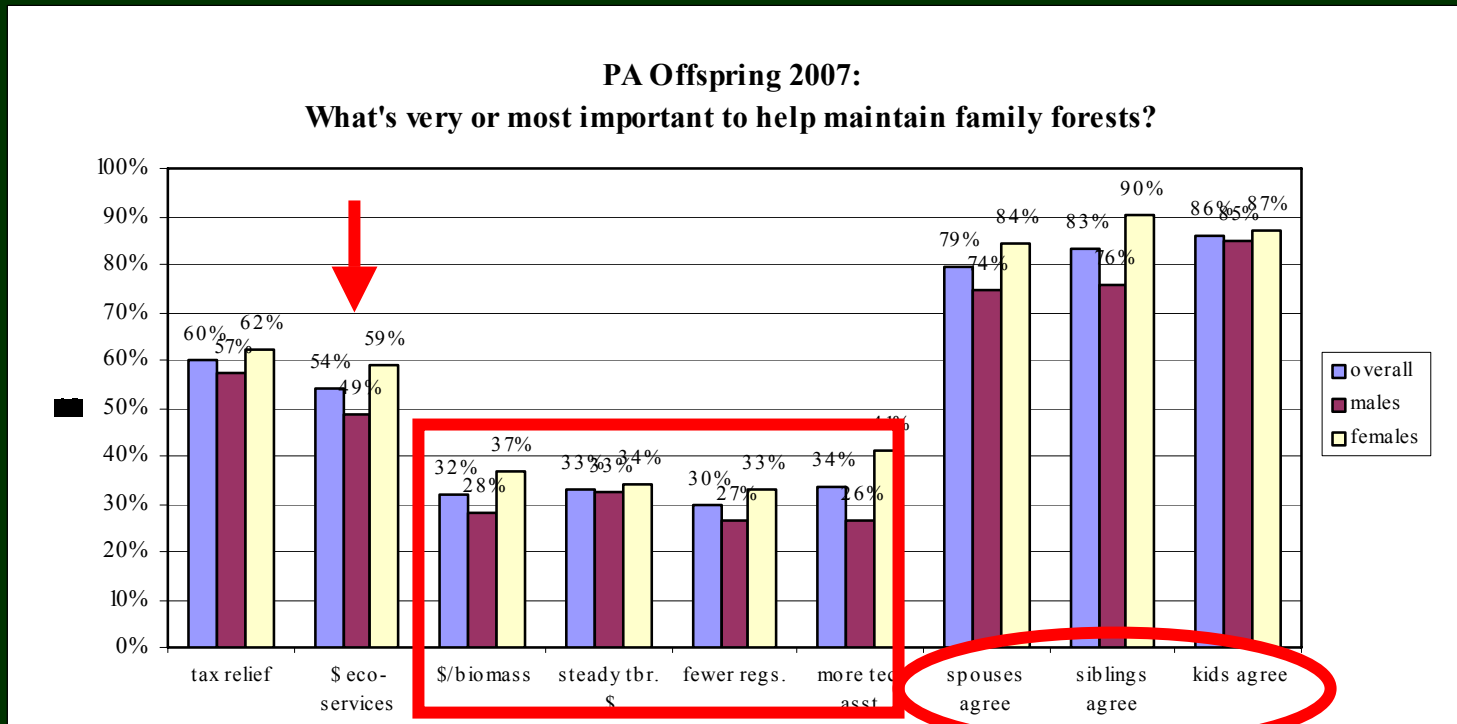
**What's important to help keep
the land in family hands?**

Here's a hint. . .



Guess what I'm doing, daddy??

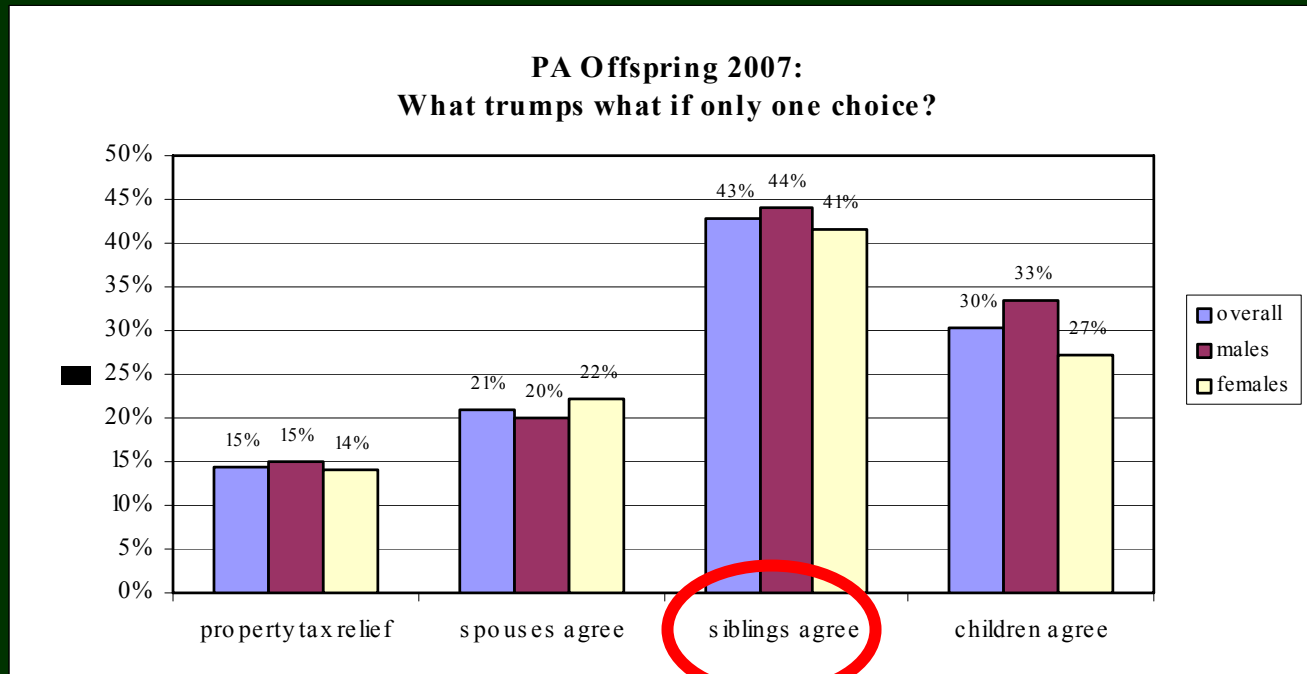
What's important to help keep the land in family hands?



On closer look:

- Offspring with forestland in C & G program were more desiring of tax relief, and most valued opinions of their children.
- Offspring raised on the forestlands most valued opinions of their spouses.

But . . . when asked what trumps what . . .



Offspring from non-C & G listed lands were most concerned about siblings agreeing and offspring from inherited lands and members of organizations were most concerned about children agreeing

In Review: Siblings most in agreement on ($\leq 10\%$ disagree):

- ✓ ... how the *family forests were obtained*.
- ✓ ... parents' membership in organizations, and type of organization.
- ✓ ... what's happened with property taxes and land prices surrounding the family forests.
- ✓ ... knowing whether the family forests are listed with the C & G program.
- ✓ ... being satisfied with the current management of the family forests.
- ✓ ... knowing what will happen to the land at time of transfer.
- ✓ ... if income desired, where it will come from.

In Review: Siblings least in agreement on ($\geq 55\%$ disagree):

- ✓ ... whether forestland near *urban/rural* setting.
- ✓ ... wishing to be involved in the management of the forest.
- ✓ ... siblings involved in management of the forest
- ✓ ... thinking parents deal with challenges in managing forests.
- ✓ ... determining what condition(s) would force offspring to have to sell or fragment the family forest.
- ✓ ... timber prices important to maintain family forest.
- ✓ ... what condition most important to maintain family forest.

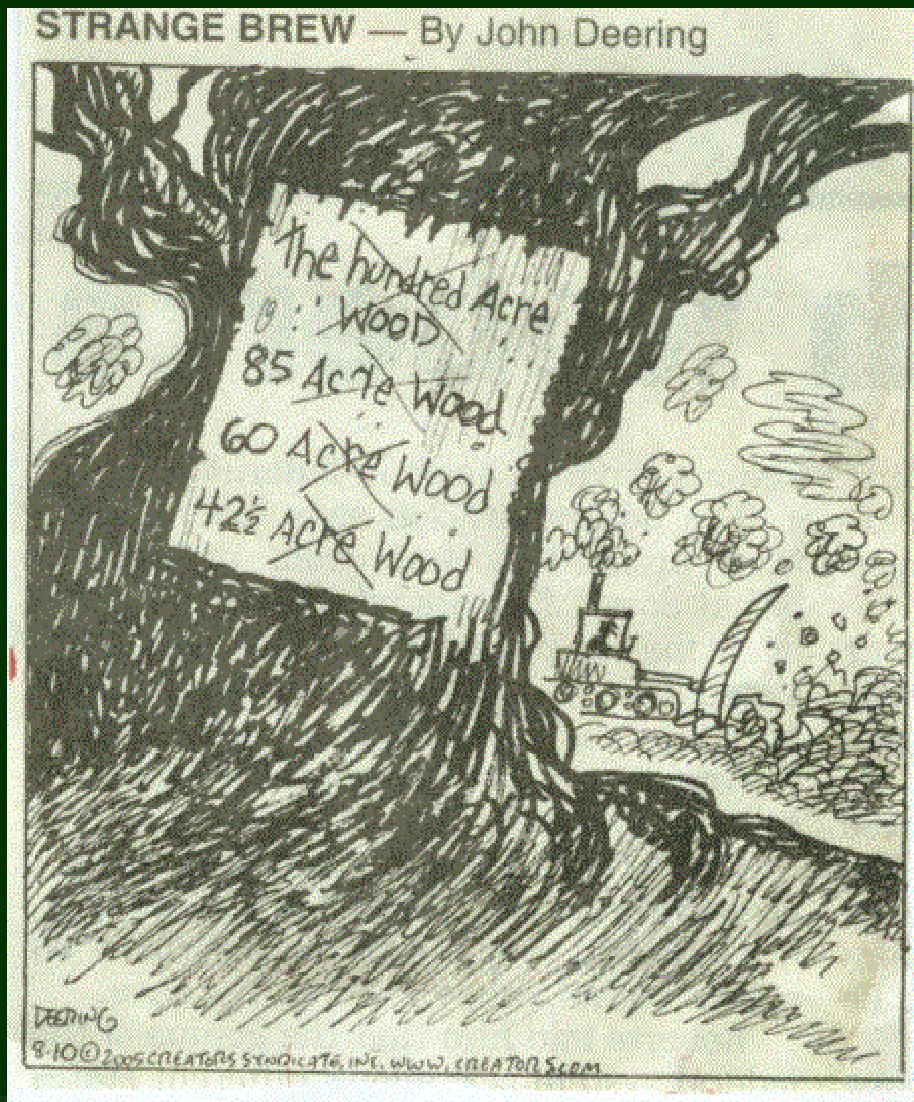
So, do Pennsylvania offspring reflect a national trend?

Don't bet the forest on it !

Here's what WI offspring look like . . .

Differences in Offspring Thinking between Pennsylvania and Wisconsin:

	PA	WI
• <u>More</u> belong to <u>environmental</u> organizations	72%	58%
• <u>Fewer</u> are involved in <u>decision-making roles</u> if they are involved in the management of the family forest (especially female offspring)	49%	59%
• <u>More</u> want to be <u>involved right now</u> in the management of the family forest if not currently involved	59%	45%
• <u>Fewer</u> view " <u>personal use</u> " as a key reason for owning the family forest	23%	41%
• <u>Fewer</u> use their <u>state DNR</u> as a go-to source for information and assistancebut <u>more</u> use <u>state forestry organizations</u>	14% 33%	38% 8%
• <u>More</u> believe <u>parents</u> manage for stewardship	45%	13%
• <u>More</u> want <u>income</u> off the land	66%	48%



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

Perhaps *policy and outreach adjustments* from two venues:

- **Message**
- **Messenger**

Guess what I'm doing, daddy??



Just counting carbon banks!
Way cool, huh???

- Ecosystem services (carbon banking) is new kid on the block ... and *offspring are interested!!* Less labor, more money.
- Pushing a '*green*' message may work well for both genders in Pennsylvania. But both will also require an *income* approach.
- With so many offspring assuming joint ownership, messaging needs to be with *family as a unit*, not the individual landowner.

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