



## *Pennsylvania Forestland Owner Offspring Study Results:*

### *What Does the Next Generation Think?*

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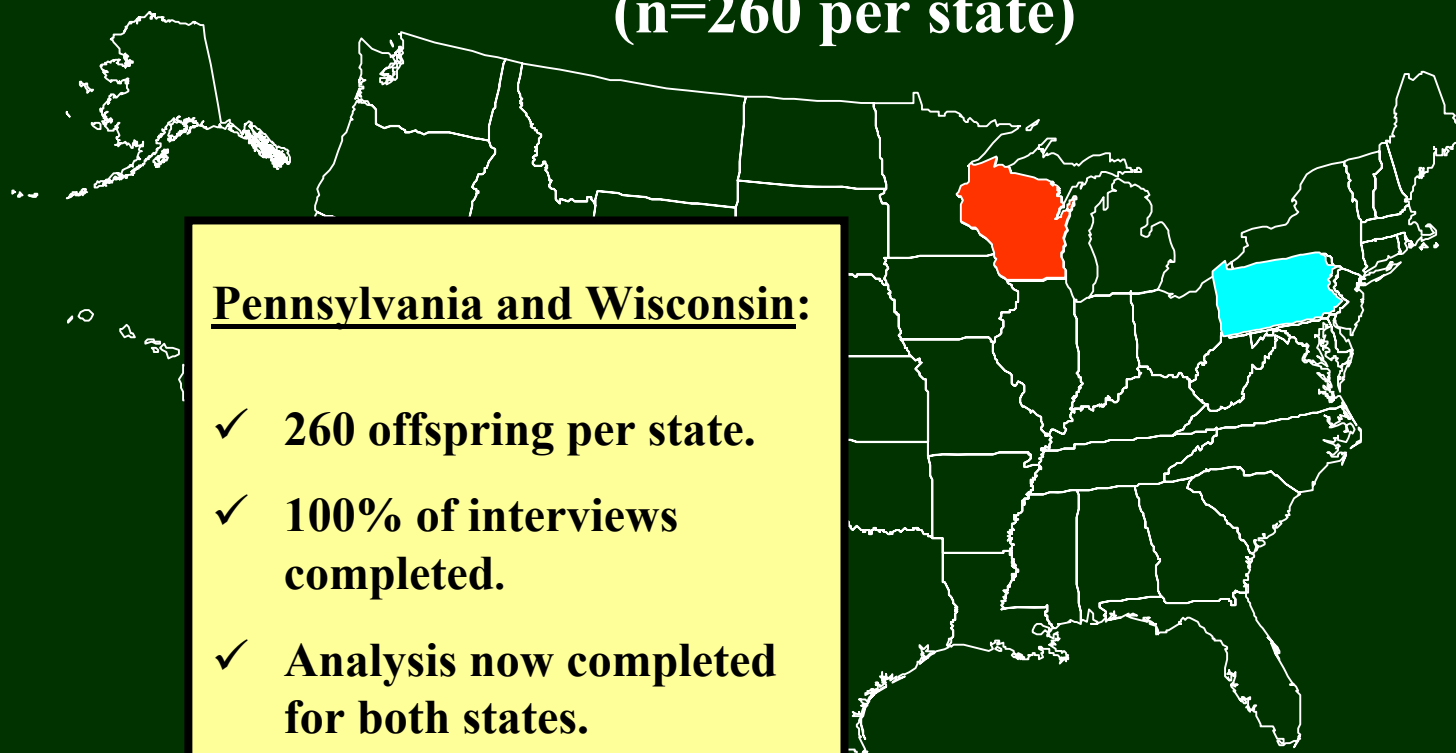


**A project conducted for the  
Pennsylvania Department of Conservation & Natural Resources  
(DCNR)  
Bureau of Forestry**

**with**

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

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



### **Pennsylvania and Wisconsin:**

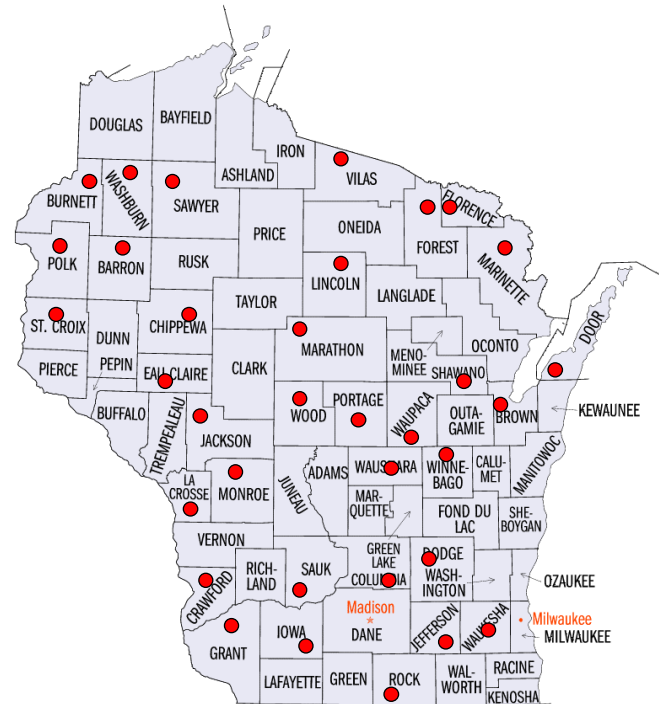
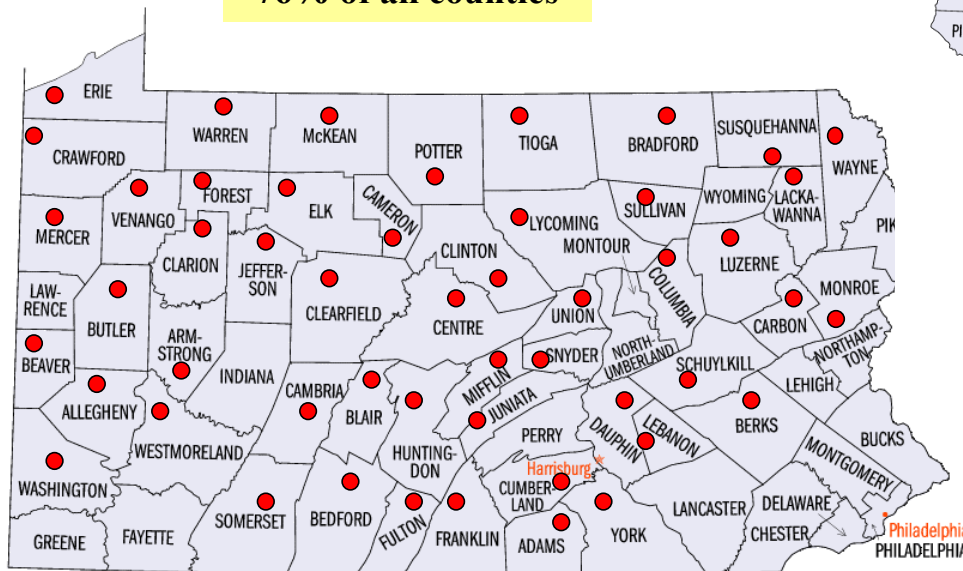
- ✓ 260 offspring per state.
- ✓ 100% of interviews completed.
- ✓ Analysis now completed for both states.

# Pennsylvania Offspring Survey Results 2007

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*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><i>Gender:</i></u>	Males = 50%	<u><i>Acres represented:</i></u>	10-49 acres = 20%
	Females = 50 %		50-99 acres = 23%

100-499 acres = 46%

500-1000 = 7%

<u><i>Age:</i></u>	<20 yrs = 7% (19)	<u><i># of years forestland owned:</i></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:**

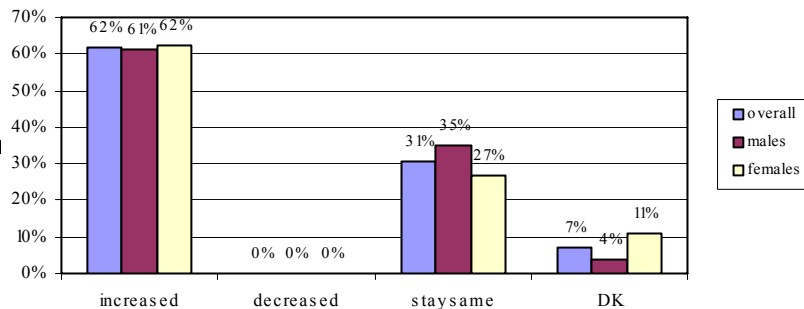
<b><i>Top of the list:</i></b>	<b>Home/legacy</b>	<b>65%</b>
	<b>Personal use</b>	<b>36%</b>
<b><i>Bottom of the list:</i></b>	<b>Investment</b>	<b>25%</b>
	<b>Stewardship</b>	<b>22%</b>
	<b>“It’s mine”</b>	<b>3%</b>

## Pennsylvania 2007 Study: Offspring Perceptions

**Real estate development** around family forestland over last 5 years?

(% by gender)

**23%**

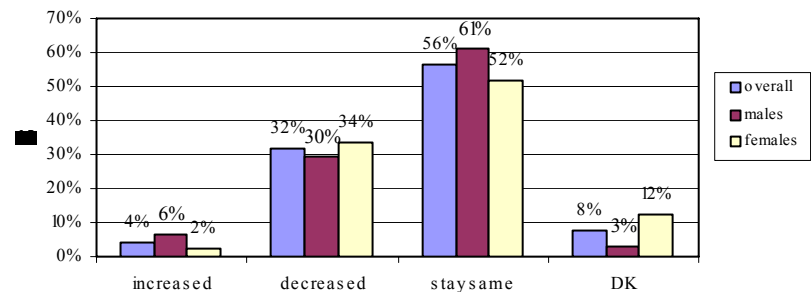


**% of sibling disagreement**

**Amount of forestland** around family forestland in last 5 years?

(% by gender)

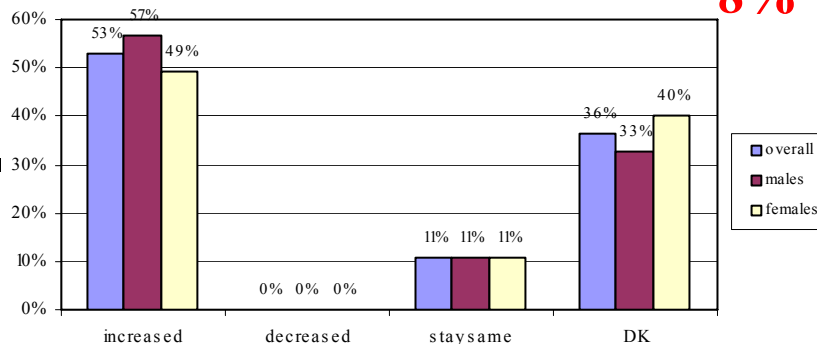
**38%**



**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?**

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



## **Knowledge of C&G program?**

***Yes & No!***

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



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>&lt;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**

<b>Overall</b>	53%
<b>Male Offspring</b>	44%
<b>Female Offspring</b>	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%

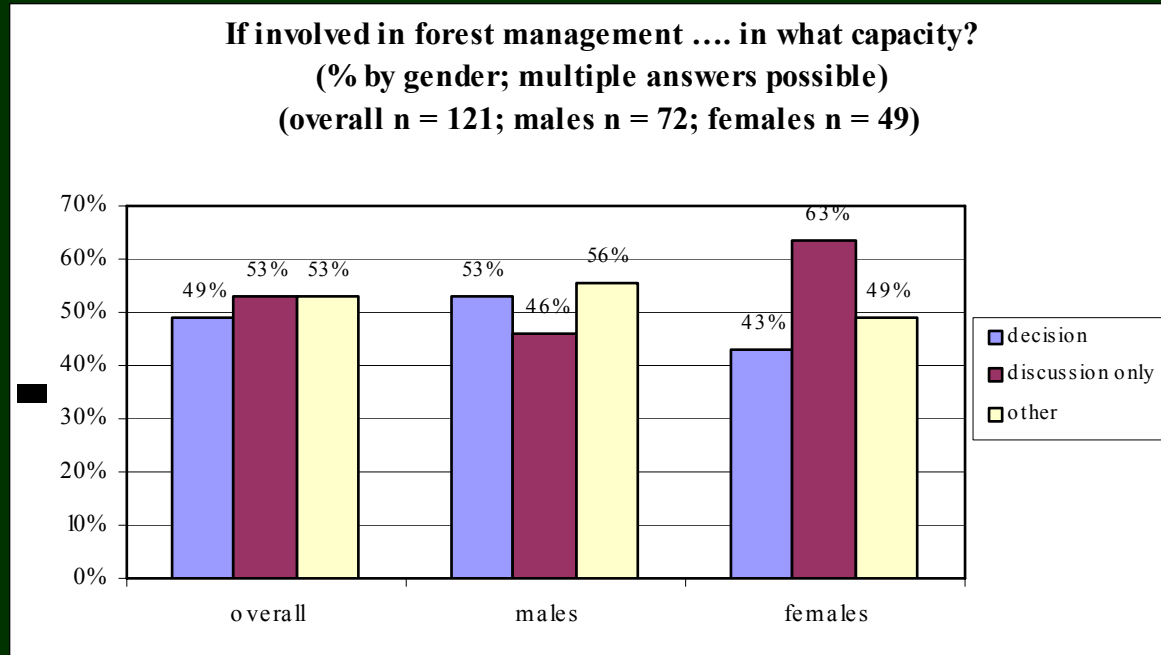
Female Offspring

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”.

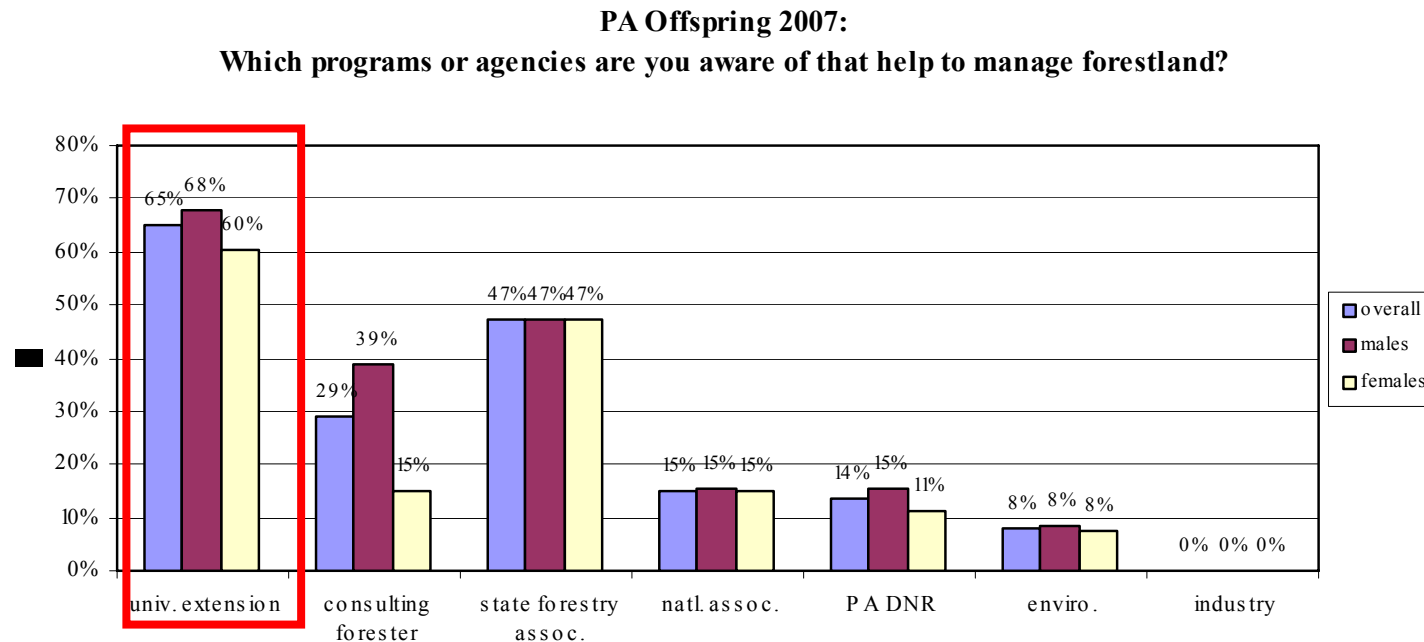


## Are PA offspring aware of programs/agencies to help private landowners to manage forestlands?

- 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

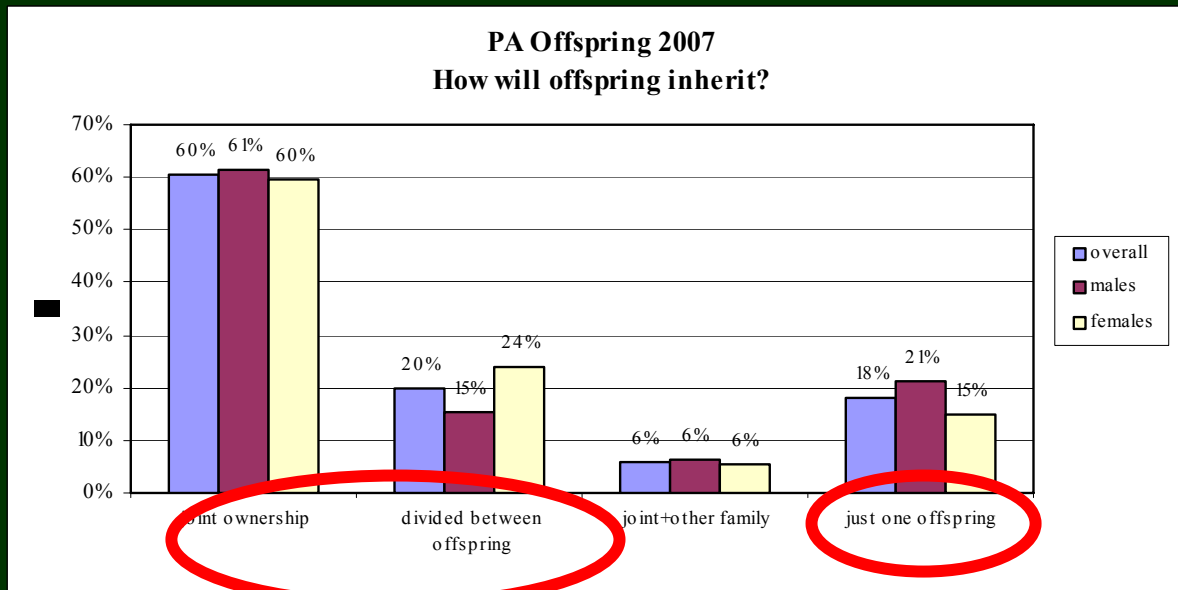
2007  
Pennsylvania  
study

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**

<b>Male Offspring</b>	<b>91%</b>
<b>Female Offspring</b>	<b>65%</b>

**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?**

	<b><u>2007</u> Pennsylvania study</b>
<b>Male Offspring</b>	<ul style="list-style-type: none"><li>• Income — 42%</li><li>• It's mine — 32%</li><li>• Personal use — 52%</li><li>• Home/legacy — 46%</li></ul>
<b>Female Offspring</b>	<ul style="list-style-type: none"><li>• Income — 35%</li><li>• It's mine — 22%</li><li>• Personal use — 36%</li><li>• Love of land — 53%</li></ul>

**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</u> <u>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"><li>• Time to manage</li><li>• Taxes</li><li>• Maintenance costs</li></ul>	49%	48%
Female Offspring	<ul style="list-style-type: none"><li>• Time to manage</li><li>• Taxes</li><li>• Maintenance costs</li></ul>	59%	35%
		27%	32%

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

**38%**

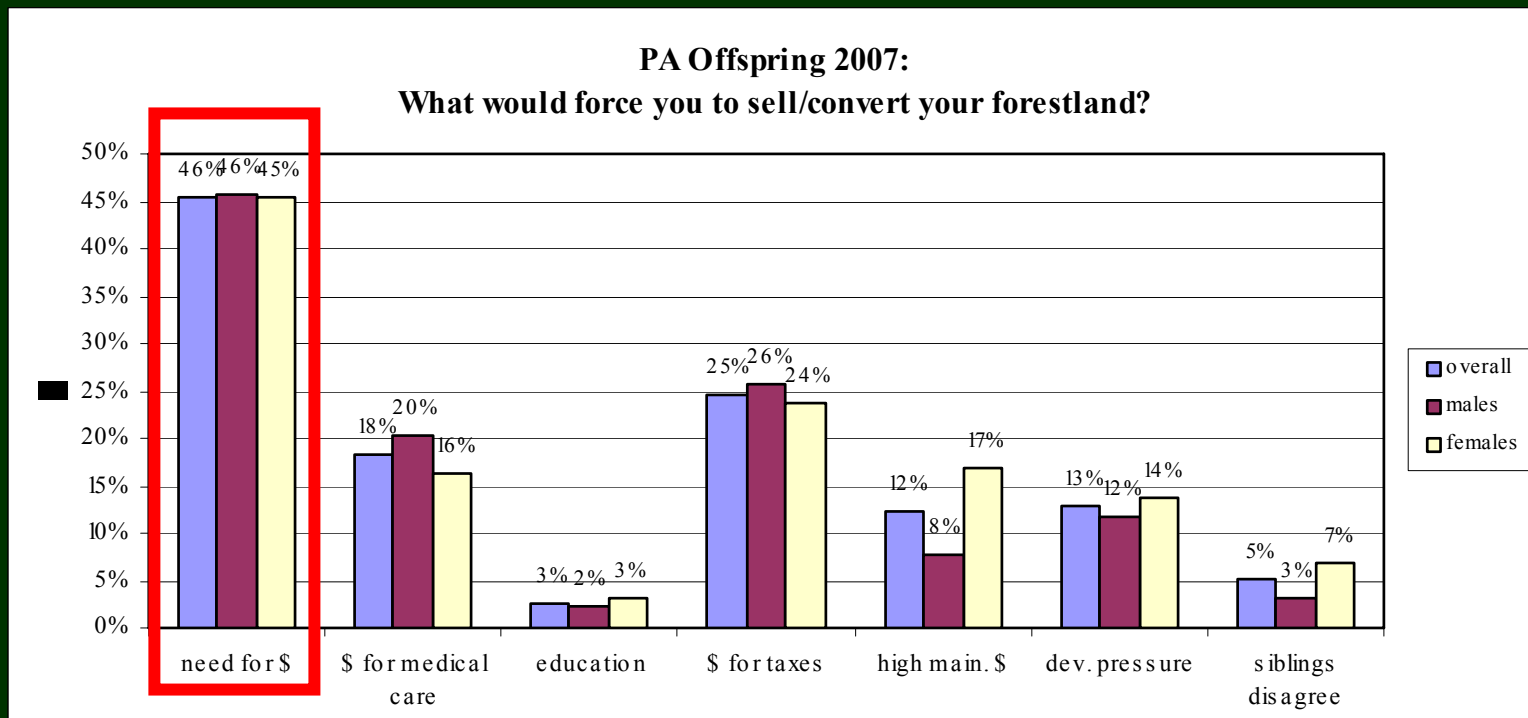


## **On closer look:**

- 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?**



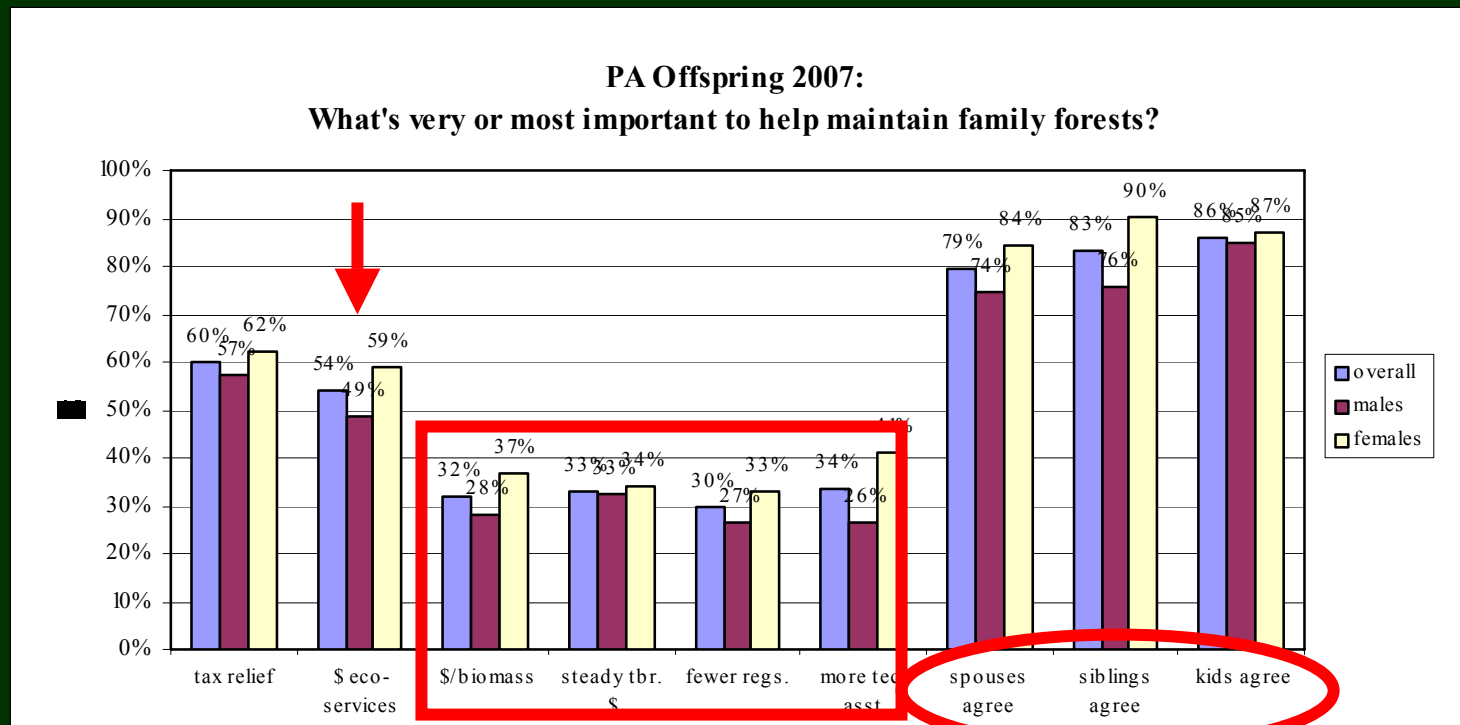
*Here's a hint. . .*



Guess what I'm doing, daddy??



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





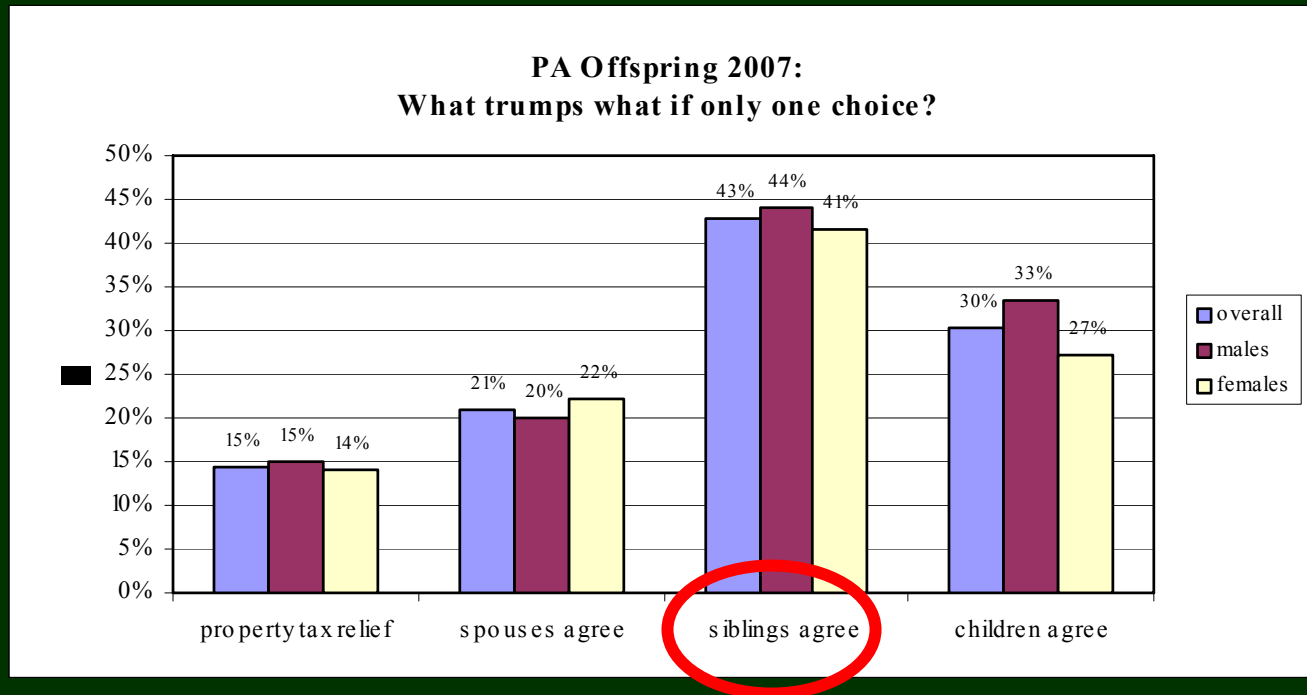
**On closer look:**

- 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?**

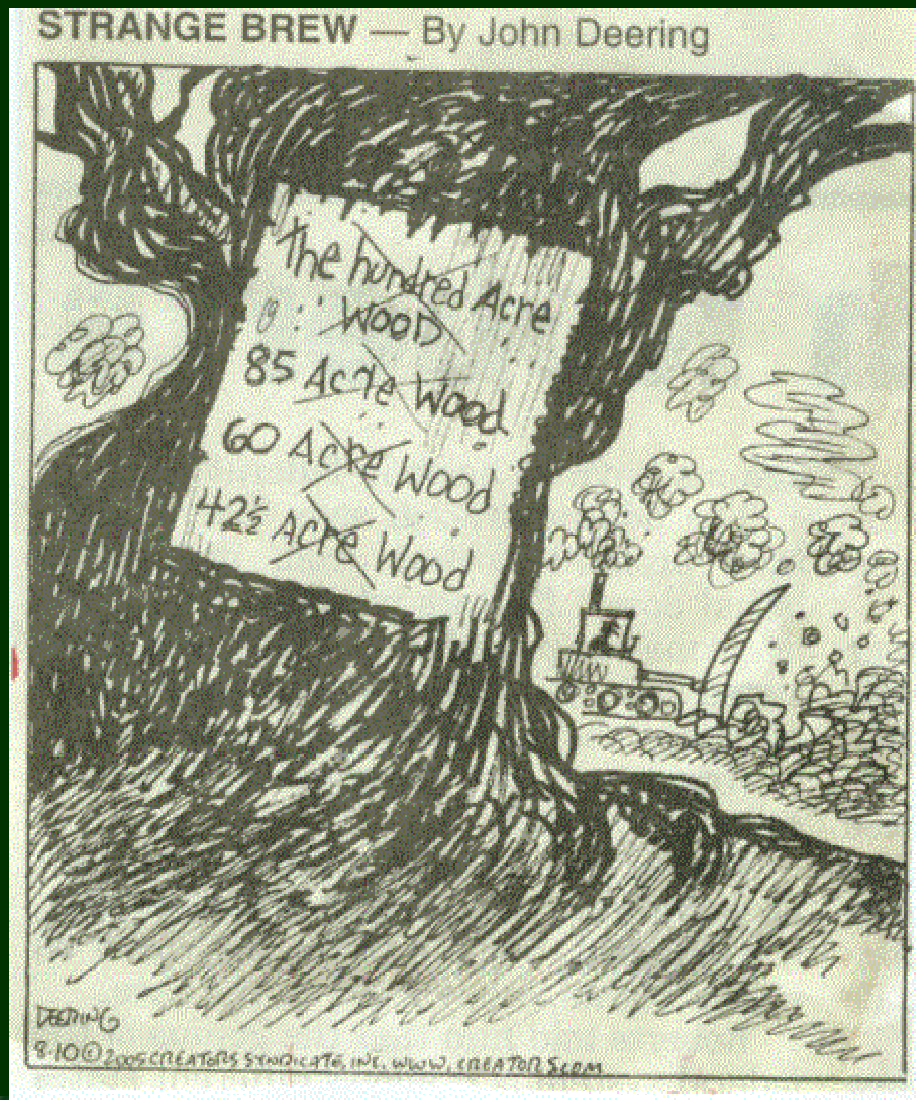
*Don't bet the forest on it !*

**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 assistance ... ..but <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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