



# Owners With Green Certification



## ***Understanding the segments***

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### **Definition and size of segments**

In order to better understand the characteristics and motivations of family forest owners who have gone through the process of getting green certification for some or all of their forest, we divided the survey sample into two broad segments:

4. Have green certification. Only one in fifty owners fall into this group (2%) and together own 6.7 million acres (3%).
5. Do not have green certification. Virtually all owners (98%) fall into this group, and together own 199.9 million acres (97%).

Unfortunately, so few owners without certification say they are *planning* to get certification (1%), that they would not make a valuable target for outreach efforts. The fact that so few owners have green certification or plan to get it may simply reflect the inclinations of owners and prevailing economic incentives, but it may also be due to under-funding or insufficient outreach by organizations that offer certification.

### **General observations**

Analysis of the cross-tabs revealed few surprises, and confirmed what we know about owners with green certified land. For example, they are likely to own relatively large plots, they are more likely to use their land in a variety of ways (including, of course, harvesting), they express more concerns about usage restrictions and forest health, and are more likely to have received advice their forest from a variety of sources. Two interesting findings, however, stand out:

1. Owners with green certification are more likely than other owners to have a conservation easement (20%), a cost-share program (37%), and/or a written management/stewardship plan (48%). Perhaps the way to boost green certification rates, therefore, is to target owners with conservation easements and cost-share programs in an effort to convince them to take the “next step.”
2. Owners with green certification are three times more likely than other owners to say they are planning to buy more forest in the next 5 years (21% versus 7%, respectively). While this is probably due in large part to the fact that owners with certification are managing their land for income generation,



and may be looking to expand their business, it also suggests that the land they acquire will be well cared for.

### **Harvesting or removing trees**

Across regions, top reasons for harvesting/removing trees are fairly similar — trees were mature, to remove trees caused by a natural catastrophe, to improve quality of remaining trees, and because owners needed the wood for their own use — though none of these reasons are cited by a majority of owners.

Those with green certification are particularly likely to cite these reasons with the exception of “needed wood for own use.” A majority also cite “to achieve objectives in my management plan.”




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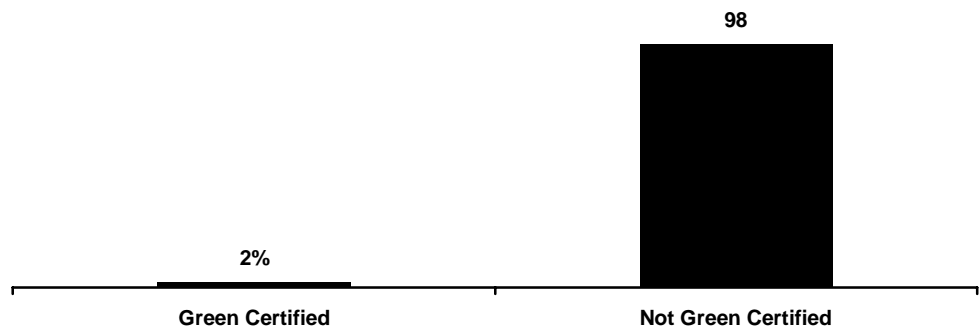


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### Size of the Segments

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*Base: Owners of 10-999 acres of woodland.*




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### Size of Holdings

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*Base: Owners of 10-999 acres of woodland.*

	Total	Green Certified	
		Yes	No
Unweighted base	8081	228	7616
	%	%	%
10 to 49 acres	72	50	73
50 to 99	15	25	15
100 to 499	12	22	11
500 to 999	1	3	1

*How many acres of woodland do you own in the following regions of [STATE]? (Q1)*



**Owner Demography**

*Base: Owners of 10-999 acres of woodland.*

	<u>Total</u>	<u>Green Certified</u>	
		<u>Yes</u>	<u>No</u>
	%	%	%
<b>Sex</b>			
Unweighted base	7025	202	6461
Men	84	95	84
Women	16	5	16
<b>Age</b>			
Unweighted base	6267	201	5686
<25	0	0	0
25-34	1	4	1
35-44	8	5	8
45-54	22	25	22
55-64	27	31	28
65-74	23	16	24
75+	18	19	17
<b>Education</b>			
Unweighted base	7637	220	7029
Less than 12th grade	11	6	11
High school graduate or GED	29	24	29
Some college	20	15	20
Associate or technical degree	10	9	10
Bachelors degree	17	26	17
Graduate degree	13	20	13
<b>Annual Household Income</b>			
Unweighted base	5461	178	4965
<\$25,000	18	23	18
\$25,000 - \$49,000	32	23	32
\$50,000 - \$99,000	34	34	34
\$100,000 - \$199,999	12	17	12
\$200,000+	3	3	4

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**Owner Demography (Cont'd.)**

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*Base: Owners of 10-999 acres of woodland.*

	<u>Total</u>	<u>Green Certified</u>	
		<u>Yes</u>	<u>No</u>
	%	%	%
<b>Employment</b>			
Unweighted base	6690	196	6154
Not retired	46	55	46
Retired	54	45	54
<b>Race/Ethnicity</b>			
Unweighted base	6458	207	5835
White	93	98	93
Indian	2	3	3
Black	1	1	1
Hispanic	1	0	1
Asian	1	0	1
Hawaiian	0	0	0
Other	1	1	1
<b>Disabilities</b>			
Unweighted base	6114	195	5552
Limited mobility	19	17	19
Blind	9	13	9



### Length of Ownership

Base: Owners of 10-999 acres of woodland.

	<u>Total</u>	<u>Green Certified</u>	
		<u>Yes</u>	<u>No</u>
Unweighted base	5500	184	4995
	%	%	%
0-9 years	18	18	18
10-24 years	36	35	36
25-49 years	38	45	38
50+ years	7	2	8

In what year did you first get woodland in [STATE]? (Q3c)

### Residences Within One Mile of Woodland

Base: Owners of 10-999 acres of woodland.

	<u>Total</u>	<u>Green Certified</u>	
		<u>Yes</u>	<u>No</u>
Unweighted base	7860	221	7225
	%	%	%
Primary residence	68	66	68
Farm/ranch	38	31	38
Secondary residence	13	22	13

For the purposes of this survey, a farm or ranch is a place where, in most years, \$1,000 or more is earned from the sale of crops (other than forest products) or animals. Do you own a farm or ranch that is within one (1) mile of any of the woodland that you own in [STATE]? (Q6)

Is your home (primary residence) within one (1) mile of any of the woodland that you own in [STATE]? (Q7a)

Do you have a vacation home or cabin within one (1) mile of any of the woodland that you own in [STATE]? (Q7b)



### How Received Woodland

Base: Owners of 10-999 acres of woodland.

	<u>Total</u>	<u>Green Certified</u>	
		<u>Yes</u>	<u>No</u>
Unweighted base	6480	202	5865
	%	%	%
Bought the land	78	79	78
Inherited the land	29	34	28
Received the land as a gift	4	10	4

How did you get your woodland in [STATE]? (Q3a)

### From Whom Received Woodland

Base: Owners of 10-999 acres of woodland.

	<u>Total</u>	<u>Green Certified</u>	
		<u>Yes</u>	<u>No</u>
Unweighted base	6354	200	5764
	%	%	%
Other individuals	56	63	57
My parents, spouse, or other family members	45	50	45
Land investor/developer	4	2	5
A forestry company	1	1	1

From who did you get your woodland? (Q3b)



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### Key Decision Makers for Woodland Usage

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*Base: Owners of 10-999 acres of woodland.*

	<u>Total</u>	<u>Green Certified</u>	
		<u>Yes</u>	<u>No</u>
Unweighted base	7906	227	7307
	%	%	%
Me and/or my spouse	91	85	94
My children, parents, or other relatives	9	9	9
My land manager or forester	4	16	3
My business partner	1	4	1
My logging contractor	1	2	1
Other	9	5	10

*Who makes most of the decisions, such as whether or not to harvest trees, for your woodland in [STATE]? (Q14)*



**Important Reasons for Owning Woodland (Top 3 Box)**

*Base: Owners of 10-999 acres of woodland.*

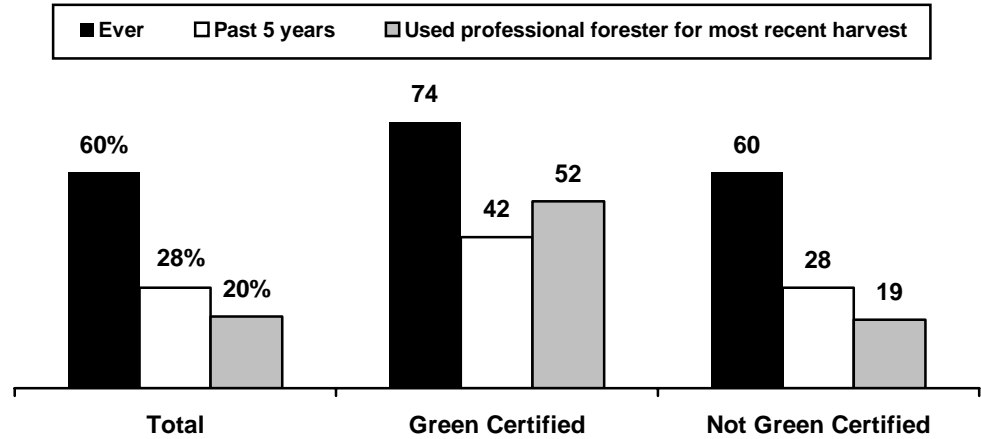
	<u>Total</u>	<u>Green Certified</u>	
		<u>Yes</u>	<u>No</u>
Unweighted base	7593	221	7000
	%	%	%
To enjoy beauty or scenery	71	76	71
For privacy	64	67	64
Part of my home or vacation home	63	51	63
To pass land on to my children/heirs	62	61	62
To protect nature and biologic diversity	57	64	57
Part of my farm or ranch	43	40	43
For land investment	43	45	42
For hunting or fishing	39	42	39
For recreation other than hunting/fishing	36	41	36
For production of sawlogs, pulpwood or other timber products	20	40	19
For production of firewood/biofuel (energy)	18	16	18
For cultivation/collection of NTFP	10	7	11

*People own woodland for many reasons. How important are the following as reasons for why you own woodland in [STATE]? (Q9)*



### Proportion Who Have Harvested or Removed Trees From Woodland

Base: Owners of 10-999 acres of woodland.



Have trees ever been harvested or removed from any of the woodland that you own in [STATE] since you have owned it? (Q15)

During the most recent harvest, did a professional forester help plan, mark, or contract the harvest? (Q15c)

### Types of Products Harvested

Base: Have ever harvested/removed trees from woodland.

	Total	Green Certified	
		Yes	No
Unweighted base	7874	225	7241
	%	%	%
Sawlogs	35	55	34
Firewood	26	34	26
Pulpwood	17	23	17
Veneer logs	8	24	8
Other	10	5	10

What types of products were harvested? (Q15a)



### Why Trees Were Removed/Harvested

*Base: Have ever harvested/removed trees from woodland.*

	<u>Total</u>	<u>Green Certified</u>	
		<u>Yes</u>	<u>No</u>
	%	%	%
Trees were mature	40	55	39
To remove trees damaged by a natural catastrophe	36	67	34
To improve quality of remaining trees	30	40	30
Needed wood for own use	28	22	28
Needed the money	19	18	19
To achieve objectives in my management plan	17	57	16
Price was right	11	11	11
To clear land for conversion to another use	10	6	11
To improve hunting opportunities	5	10	5
To improve scenic and recreational opportunities	5	6	5
Other	30	19	31

*Why were trees harvested or removed? (Q15b)*



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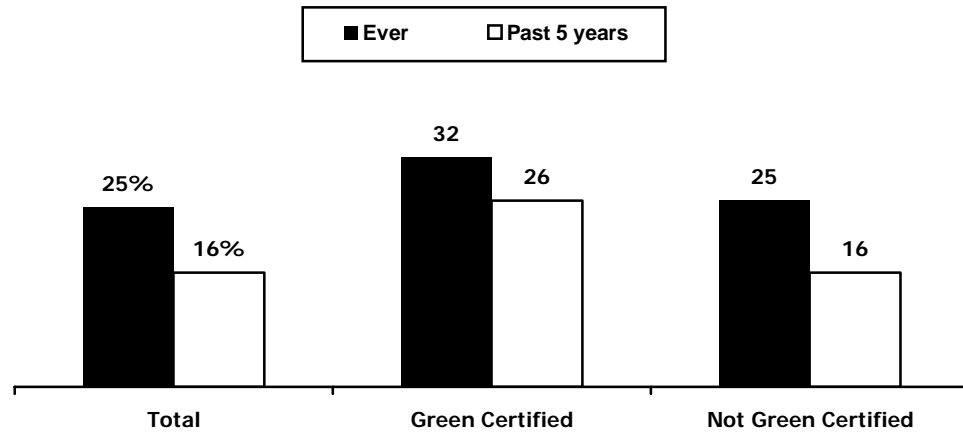
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### Proportion Who Have Collected NTFPs From Woodland

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Base: Owners of 10-999 acres of woodland.



*Non-timber forest products are products other than logs, pulpwood, firewood, posts, or poles that are collected from woodland. Non-timber forest products include edibles... medicinal and dietary supplements... decorative, floral, or craft products... items of cultural or religious importance... Have non-timber forest products been collected from any of the woodland that you own in [STATE] since you have owned it? (Q16)*

*Have any of these products been collected in the last 5 years? (Q16c)*



### Types of NTFPs Collected

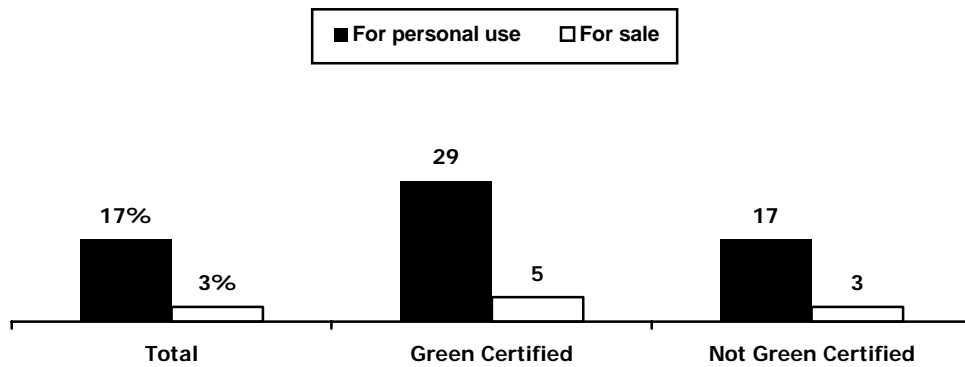
Base: Have ever collected NTFP from owned woodland.

	Total	Green Certified	
		Yes	No
Unweighted base	6142	195	5565
	%	%	%
Edibles	13	24	13
Decorative, floral, or craft products	8	14	8
Medicinal and dietary supplements	3	7	2
Items of cultural or religious importance	1	4	0
Other	10	11	10

What types of products were collected? (Q16)

### Reason Why NTFPs Were Collected

Base: Owners of 10-999 acres of woodland.



Why were these products collected? (Q16b)



**Additional Activities on Woodland**

*Base: Owners of 10-999 acres of woodland.*

	<u>Total</u>	<u>Green Certified</u>	
		<u>Yes</u>	<u>No</u>
Unweighted base	7569	226	6900
	%	%	%
Recreation or hunting by me, my family, or friends	54	62	54
Posted land to restrict public access	40	37	41
Built or performed maintenance on roads or trails	26	42	26
Planted trees	22	38	22
Reduced fire hazard	16	29	17
Wildlife habitat/fisheries improvement projects	13	23	13
Recreation or hunting by the general public with my permission	11	16	11
Applied herbicides, pesticides, or fertilizers	10	17	10
Prepared land for new trees - "site prep"	8	20	8

*In the last 5 years, have any of the following activities occurred on any of the woodland that you own in [STATE]? (Q18)*



**Plans for Woodland Over the Next 5 Years**

*Base: Owners of 10-999 acres of woodland.*

	<u>Total</u>	<u>Green Certified</u>	
		<u>Yes</u>	<u>No</u>
Unweighted base	7928	228	7291
	%	%	%
Minimum activity to maintain woodland	37	38	38
No plans at this time	31	26	30
Harvest firewood	27	42	27
Leave as is - no activity	16	14	16
Give some or all of my woodland to my children/heirs	13	6	13
Harvest sawlogs or pulpwood	12	19	12
Buy more woodland	7	21	7
Collect non-timber forest products	7	14	7
Sell some or all of my woodland	6	4	6
Convert some or all of my woodland to another use	3	1	3
Convert another land use to woodland	2	3	2
Divide all or part of my woodland and sell the subdivisions	2	1	2
Other	4	11	4

*What are your plans for your woodland in [STATE] in the next five years? (Q23)*



**Concerns Regarding Restrictions on Woodland Use (Top 3 Box)**

*Base: Owners of 10-999 acres of woodland.*

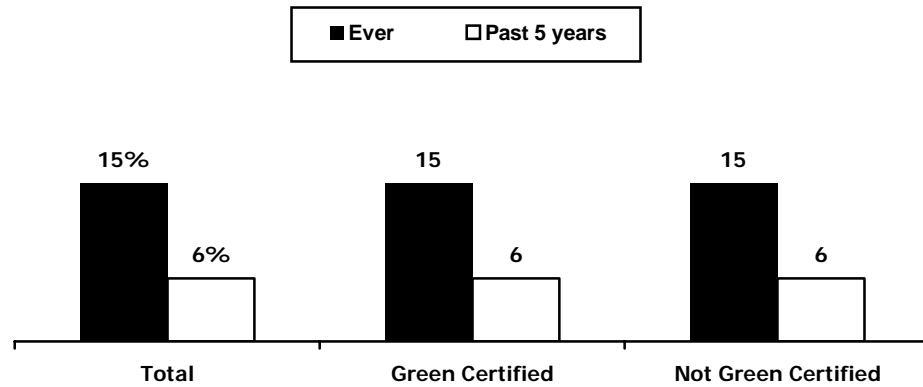
	<u>Total</u>	<u>Green Certified</u>	
		<u>Yes</u>	<u>No</u>
Unweighted base	6104	199	5544
	%	%	%
Keeping land intact for my children/heirs	56	63	56
High property taxes	54	60	54
Trespassing or poaching	50	51	51
Misuse of woodland, such as vandalism or dumping	48	52	49
Development of nearby lands	38	49	38
Damage or noise from motorized vehicles	31	39	31
Lawsuits	29	18	30
People stealing my trees	29	32	28
Regulations that restrict harvests	29	31	29
Dealing with endangered species	25	33	25

*Sometimes people are not able to use their woodland as they want. Below are some issues affecting some people's ability to use and enjoy their woodland. Please indicate your level of concern... (Q21)*



### Leasing and Collecting Money for Use of Woodland by Others

Base: Owners of 10-999 acres of woodland.



Have you ever leased or collected money (other than from logging) for allowing people to use the woodland that you own in [STATE]? (Q10)

Have you leased or collected money for allowing people to use the woodland that you own in [STATE] in the last 5 years? (Q10)

### Use of Woodland by Others

Base: Have ever leased or collected money from others for use of woodland.

	Total	Green Certified	
		Yes	No
Unweighted base	7688	227	7298
	%	%	%
Hunting	4	9	4
To graze/pasture livestock	3	4	3
Timber production	1	1	1
Recreation (other than hunting)	1	1	1
To cultivate/collect non-forest timber products	1	1	1

What did they use it for? (Q10a)



### Steps Taken to Manage and Conserve Woodland

Base: Owners of 10-999 acres of woodland.

	Total	Green Certified	
		Yes	No
	%	%	%
<b>Green Certification</b>			
Unweighted base	7616	228	7388
Have heard of it	17	100	15
Some lands are certified	2	100	--
No lands are certified	98	--	100
Planning to do it	*	*	*
<b>Conservation Easement</b>			
Unweighted base	7677	227	7287
Have one	11	20	11
Do not	89	80	89
Planning to get one	1	2	1
<b>Cost-Share Program</b>			
Unweighted base	7608	224	7251
Ever had one	9	37	8
Never had one	91	63	92
<b>Written Management/Stewardship Plan</b>			
Unweighted base	7675	210	7088
Have one	8	48	7
Do not	92	52	93

*Is there a conservation easement on any of the woodland that you own in [STATE]? (Q11)*

*... Is any or your woodland in [STATE] currently Green Certified (Q12)*

*Have you ever used a state or federal sponsored cost-share program to help you manage your woodland in [STATE]? (Q13)*

*Do you have a written management or stewardship plan for any of the woodland that you own in [STATE]? (Q17)*



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### Top Concerns Regarding Woodland Health (Top 3 Box)

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*Base: Owners of 10-999 acres of woodland.*

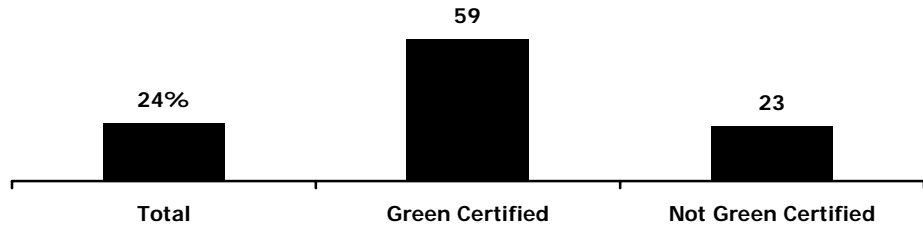
	<u>Total</u>	<u>Green Certified</u>	
		<u>Yes</u>	<u>No</u>
Unweighted base	6033	199	5488
	%	%	%
Insects or plant diseases	55	72	54
Fire	53	64	53
Air and water pollution	43	51	43
Wind and ice storms	39	52	39
Undesirable plants	33	32	33
Lack of new trees	25	25	25
Wild animals, such as deer	18	19	17
Domestic animals, such as cattle	10	8	10

*There are many things that can affect the health of woodlands. Below are issues that are affecting the health of some woodland. Please indicate your level of concern... (Q22)*



**Proportion Who Have Received Advice or Information About Woodlands in Past 5 Years**

*Base: Owners of 10-999 acres of woodland.*



*In the last 5 years, have you received advice or information about the woodland that you own in [STATE]? (Q19)*

**Sources of Advice/Information Regarding Woodlands in Past 5 Years**

*Base: Have sought advice/information in past 5 years.*

	Total	Green Certified	
		Yes	No
Unweighted base	7875 %	224 %	7259 %
Forest Management Division forester	10	43	9
Private consultant, such as a forester or wildlife biologist	7	26	6
Natural Resource Conservation Service, Soil and Water Conservation District, or Farm Service Agency employee	4	12	4
Logging contractor	4	8	4
Other forest landowner, neighbor, or friend	4	19	4
Extension forester or other university employee	4	15	3
Forester from a company that produces forest products	2	11	2
Other state employee	1	3	1
Employee of a non-profit group	0	1	0

*Who did you get the advice or information from? (Q19)*



**“Useful” Information Sources for Woodland Management (Top 3 Box)**

*Base: Owners of 10-999 acres of woodland.*

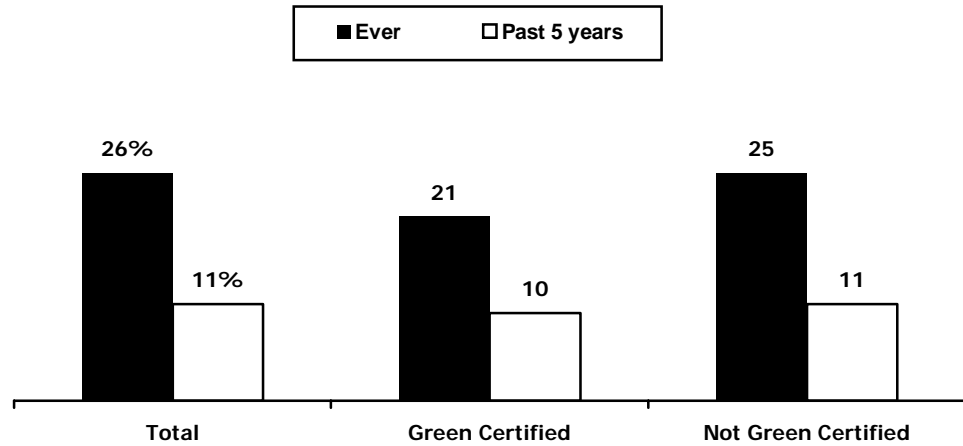
	<u>Total</u>	<u>Green Certified</u>	
		<u>Yes</u>	<u>No</u>
Unweighted base	5902	196	5374
	%	%	%
Publications, books, or pamphlets	43	58	42
Talking with a forester or other natural resource professional	42	68	41
Newsletter, magazines, or newspapers	37	48	36
Video tapes for home viewing	25	21	25
Talking with other woodland owners	24	47	24
Internet/Web	23	23	22
Television or radio programs	21	14	21
Visiting other woodlands or field trips	18	25	18
Conferences, workshops, or video conferences	13	24	13
Talking with a logging contractor	12	18	12
Membership in a land owner organization	9	25	9

*There are many different ways to learn about managing woodlands – what to do and how to do it. How useful would the following ways of learning about managing your woodlands be for you? (Q20)*



### Proportion Who Have Sold or Given Away Woodland

Base: Owners of 10-999 acres of woodland.



How many times have you sold or given away woodland in [STATE]? (Q4a)

Have you sold or given away woodland in [STATE] in the last 5 years? (Q4c)

### Recipients of Sold or Donated Woodland

Base: Have ever sold or given away woodland.

	Total	Green Certified	
		Yes	No
Unweighted base	6399	204	5797
	%	%	%
Other individual(s)	12	9	12
My children or other family members	8	6	9
A forestry company	2	3	1
Land investor/developer	1	2	1

Who got the woodland you sold or gave away? (Q4b)



**Top Personal Interests/Activities Among Family Forest Owners**

*Base: Owners of 10-999 acres of woodland.*

	<u>Total</u>	<u>Green Certified</u>	
		<u>Yes</u>	<u>No</u>
Unweighted base	6263	201	5639
	%	%	%
Reading (general)	62	60	62
Home improvement	59	58	60
Cooking/food	56	54	56
Reading magazines	55	56	56
Gardening	53	56	53
Home furnishings/decorating	50	49	50
Electronics/computers	48	53	49
Cooking/gourmet	48	51	48
Crafts	46	55	47
Travel	45	54	45
Health/medical	44	42	44
Stereo/video	41	46	42
Consumer electronics	39	45	40
Outdoors	39	51	39
Fashion	39	39	39
Natural foods	38	38	39

*Source: Acxiom LifeTraits segmentation*




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**Most Common Personix Segments Among the Family Forest Owner Population**

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*Base: Owners of 10-999 acres of woodland.*

	<u>Total</u>	<u>Green Certified</u>	
		<u>Yes</u>	<u>No</u>
Unweighted base	5726	175	5164
	%	%	%
The Greatest Generation	12	20	11
Country Comfort	5	4	5
Farmland Families	5	4	6
Country Ways	5	1	5
The Great Outdoors	5	2	5
Raisin' Grandkids	5	1	5
Rural Antiques	5	5	4
Platinum Oldies	4	6	5
Still Trucking	4	3	5
Rural Parents	3	3	3
Sitting Pretty	3	2	3
Leveraged Lifestyles	3	9	2
Established Elites	3	3	2
Full Steaming	3	2	3

*Source: Acxiom Personix segmentation*