

The Conservation Awareness Index

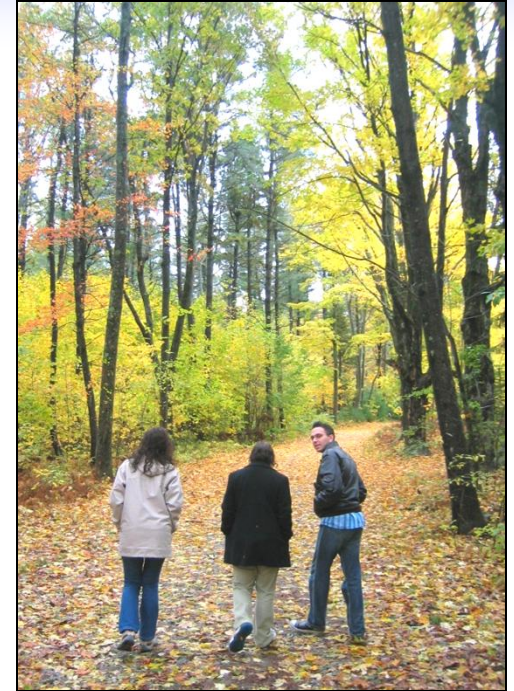
Estimating Landowner Awareness and their
Preparedness to Act

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Background

Landowner demographics, attitudes & behavior

- 1 in 3 are 65 yrs or older
- 1 in 5 will sell/transfer land in next 5yrs
- Primary objectives: Privacy, beauty, nature, part of home
- Landowner decision cycle



Promoting management plans is inadequate

- <5% U.S. landowners
- 15% eligible MA landowners
- \$11.4 million invested in Forest Stewardship program in 2008

QuickTime™ and a
DMS® decompressor
are needed to see this picture.

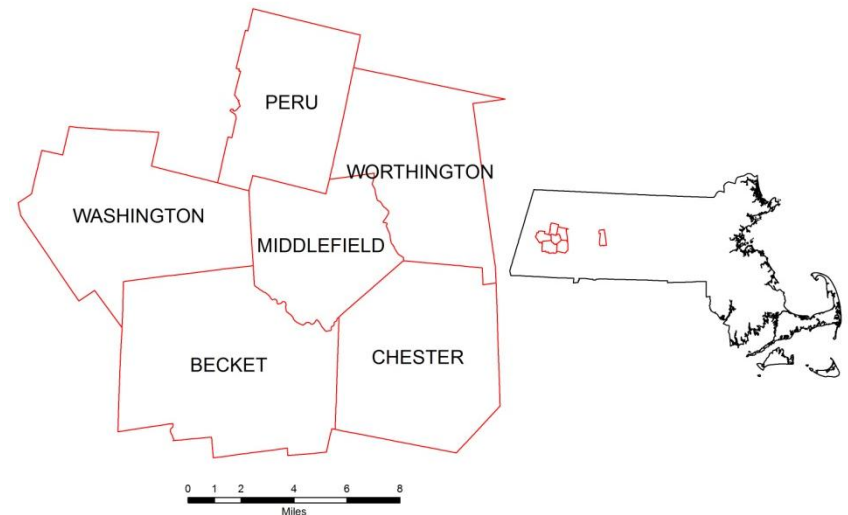
CAI Development

Project Goals

- Generate novel data
- Measure awareness across time and space
- Improve outreach, inform policy
- Increase informed decision-making

Instrument Development

- Define “conservation awareness”
- Construct instrument
- Pilot test instrument
- Explore implications, applications



The CAI Instrument

Woodland Owner Questionnaire

SECTION 1: Chapter 61

1. How much would you say you know about the Massachusetts' Chapter 61 current use programs (61A and 61B)? Circle a number from the scale below:

<i>Not heard of</i>	<i>Nothing at all</i>	<i>Some</i>	<i>Quite a lot</i>	<i>A great deal</i>
1	2	3	4	5

2. Please indicate whether the following statements are true or false by circling T or F. If you do not know, circle Don't know:

A. Chapter 61 programs permanently limit development on my land. T F Don't know

B. My town has the right of first refusal on Chapter 61 land that is being developed for houses. T F Don't know

C. Chapter 61B prohibits commercial harvesting of trees on my land. T F Don't know

D. Chapter 61 programs reduce my property taxes. T F Don't know

3. Have you or someone you know had experience with any Chapter 61 program? Circle Yes or No in the boxes below. If you do not know, circle Don't know:

A. I have considered enrolling in a Chapter 61 program. Yes No Don't know

B. I am or have been enrolled in a Chapter 61 program. Yes No Don't know

C. Someone I know has considered enrolling in a Chapter 61 program. Yes No Don't know

D. Someone I know is or has been enrolled in a Chapter 61 program. Yes No Don't know

4. Do you know a State Service Forester? Check Yes or No and provide any additional information that you can:

___ Yes: Specify their name(s): _____

___ No: How would you find out about one: _____

SECTION 2: Conservation Restrictions

5. How much would you say you know about Conservation Restrictions? Circle a number from the scale below:

<i>Not heard of</i>	<i>Nothing at all</i>	<i>Some</i>	<i>Quite a lot</i>	<i>A great deal</i>
1	2	3	4	5

6. Please indicate whether the following statements are true or false by circling T or F. If you do not know, circle Don't know:

A. Conservation Restrictions permanently limit development on my land. T F Don't know

B. Conservation Restrictions must apply to my entire property. T F Don't know

C. Conservation Restrictions require public access to my land. T F Don't know

D. Land trusts hold Conservation Restrictions on private land. T F Don't know

7. Have you or someone you know had experience with Conservation Restrictions? Circle Yes or No in the boxes below. If you do not know, circle Don't know:

A. I have considered a Conservation Restriction for my land. Yes No Don't know

B. I have a Conservation Restriction on my land. Yes No Don't know

C. Someone I know has considered a Conservation Restriction for their land. Yes No Don't know

D. Someone I know has a Conservation Restriction on their land. Yes No Don't know

8. Do you know a local land trust? Check Yes or No and provide any additional information that you can:

___ Yes: Specify their name(s): _____

___ No: How would you find out about one: _____

SECTION 3: Timber Harvesting

9. How much would you say you know about the process of selling timber? Circle a number from the scale below:

<i>Not heard of</i>	<i>Nothing at all</i>	<i>Some</i>	<i>Quite a lot</i>	<i>A great deal</i>
1	2	3	4	5

10. Please indicate whether the following statements are true or false by circling T or F. If you do not know, circle Don't know:

A. A forester can trim and bring them out of the woods. T F Don't know

B. It's my legal responsibility that timber harvests on my land meet all environmental regulations. T F Don't know

C. Loggers are required to have a license on commercial timber harvests. T F Don't know

D. A State Service Forester will give me free advice about my land. T F Don't know

one you know had experience with selling timber? Circle Yes or No in the boxes below. If you do not know, circle Don't know:

A. I have considered selling timber from my land. Yes No Don't know

B. I am or have been enrolled in a Chapter 61 program. Yes No Don't know

C. Someone I know has considered selling timber from their land. Yes No Don't know

D. Someone I know is or has been enrolled in a Chapter 61 program. Yes No Don't know

11. Have you or someone you know had experience with selling timber? Circle Yes or No in the boxes below. If you do not know, circle Don't know:

A. I have considered selling timber from my land. Yes No Don't know

B. I am or have been enrolled in a Chapter 61 program. Yes No Don't know

C. Someone I know has considered selling timber from their land. Yes No Don't know

D. Someone I know is or has been enrolled in a Chapter 61 program. Yes No Don't know

12. Do you know a State Service Forester? Check Yes or No and provide any additional information that you can:

___ Yes: Specify their name(s): _____

___ No: How would you find out about one: _____

SECTION 4: Background Information

17. How many acres of woodland do you own in Massachusetts? _____

18. In what year did you personally get/buy/inherit your woodland in Massachusetts? _____

19. How far do you live from your Massachusetts woodland? Please circle an option below:

A. I live on it. B. Less than 10 miles away. C. 10-100 miles away. D. More than 100 miles away.

20. What is the main reason that you own woodland in Massachusetts? _____

21. Please indicate your age by circling an option below:

A. Under 30 B. 30-50 C. 51-65 D. 66-80 E. Over 80

22. Please indicate the highest level of education you have completed by circling an option below:

A. Some high school B. High school C. Some college D. College graduate E. Education beyond college

23. Please indicate your gender by circling an option below:

A. Female B. Male

- Thank you for your participation -

Consumer Confidence Index

4 Subject categories

- Current use property tax reduction programs (CUPT)
- Conservation easements (CE)
- Timber harvesting (TH)
- Estate planning (EP)

4 Question types per category

- Familiarity
- Knowledge
- Experience (first & second hand)
- Acquaintance with information resources

7 Demographic questions

- Age, gender, education, objectives

Results

CAI varies among individuals within samples
CAI is different between samples } = **Instrument validation**

Among random landowners . . .

Familiarity was moderate to low: “Some”

Knowledge tended to be low: “Don’t know”

Little **experience**, more second-hand than first-hand

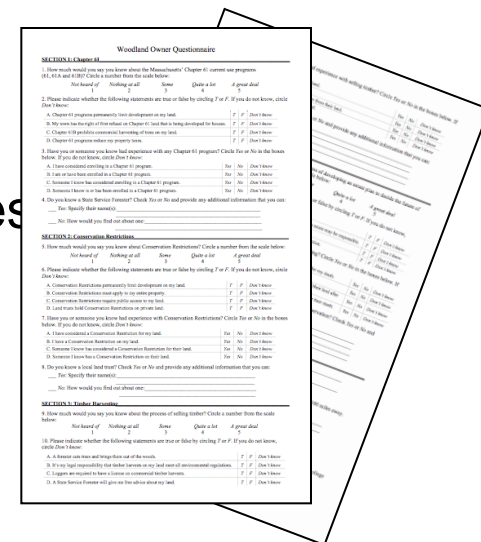
Low acquaintance with **information resources**

Landowner characteristics related to CAI . . .

Distance, level of education, ownership objectives

Land characteristics related to CAI . . .

Acreage, tenure, location



Implications

Effective research tool

- Measures & characterizes landowner awareness
- Compatible with complex decision-making process

Guide outreach design

- Information gaps
- Landowner segments
- Strategies



Spatial, temporal patterns

Evaluate outreach programming