

# Understanding and Reaching Family Forest Owners: Lessons from Social Marketing Research

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International Symposium on Society and Resource Management  
Burlington, VT      June 10-14, 2008

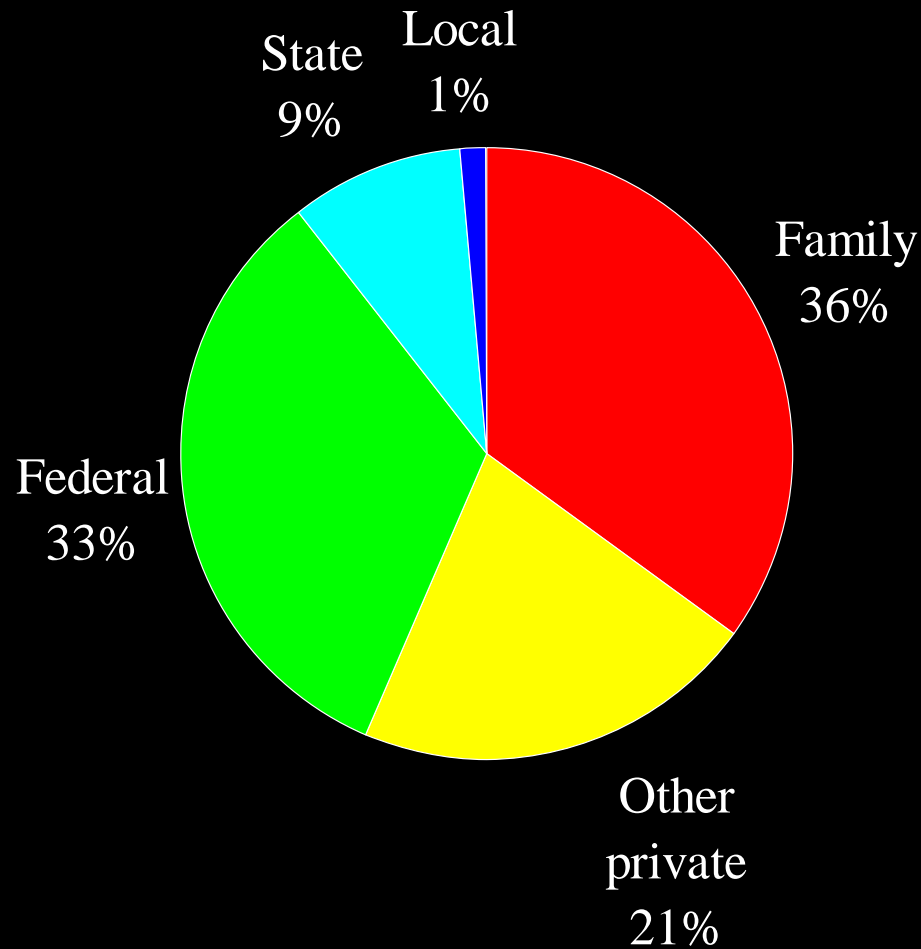
# Pop Quiz

According to 1,000 likely voters: who owns most of the forests in the U.S.?

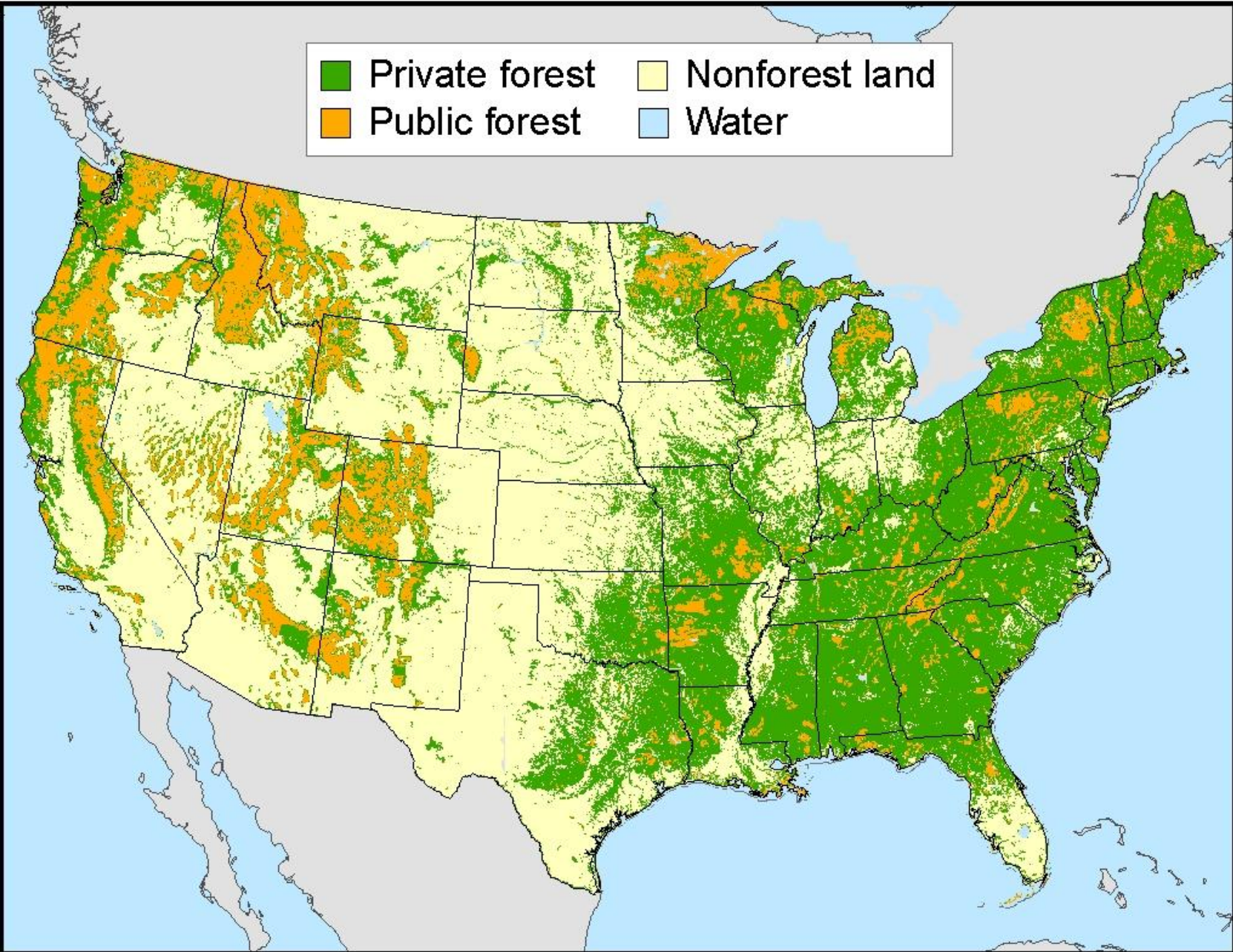
- A. U.S. Government
- B. Forest industry
- C. Family forest owners



# Forest Ownership in the United States, 2006



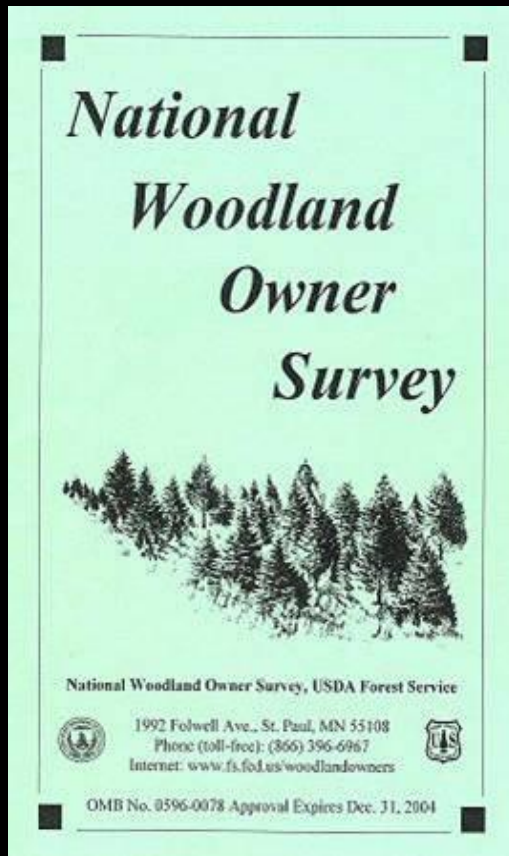
■ Private forest    ■ Nonforest land  
■ Public forest    ■ Water



**Who are the  
family forest  
owners?**

# National Woodland Owner Survey

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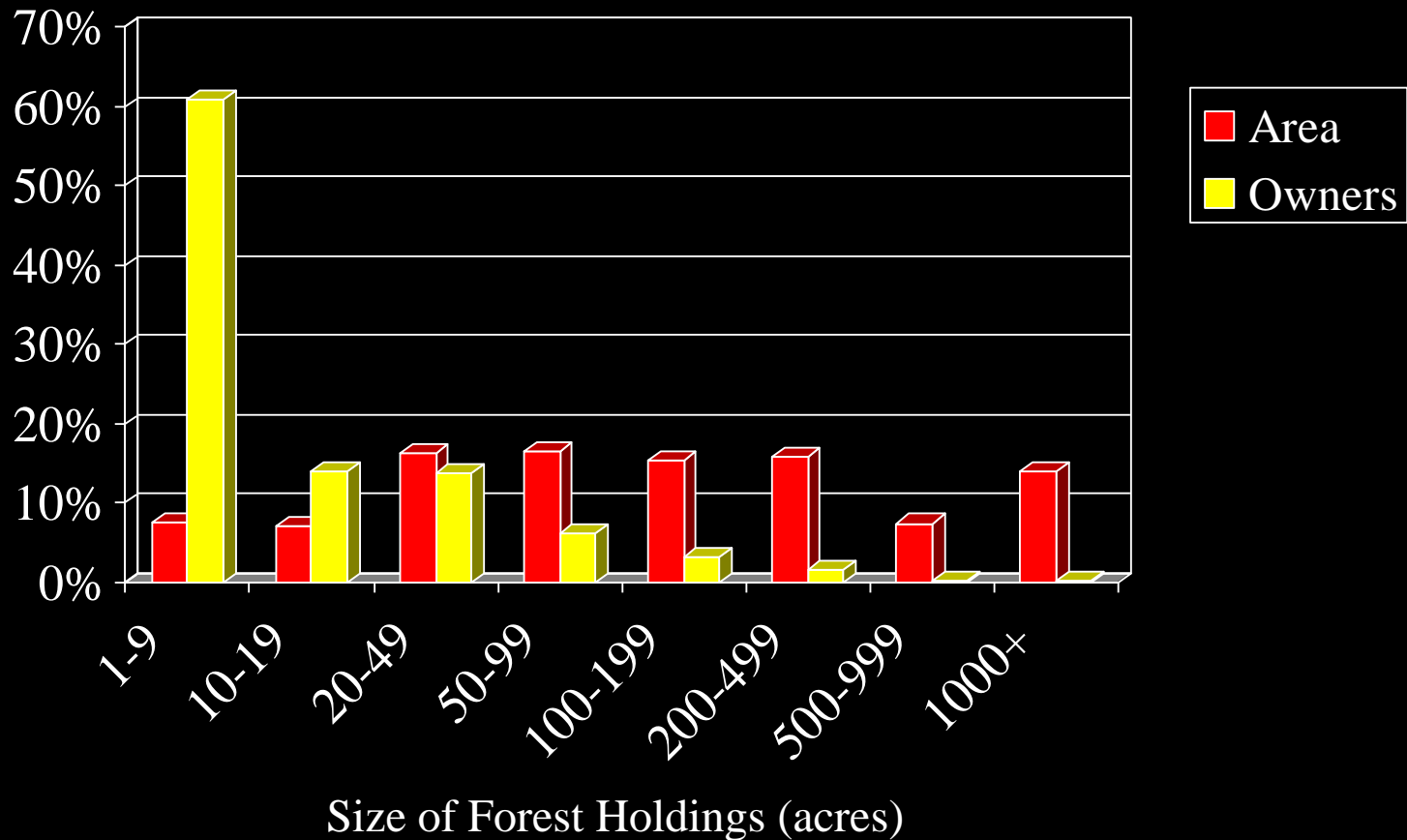


Conducted by the U.S. Forest Service, Forest Inventory and Analysis program

To better understand:

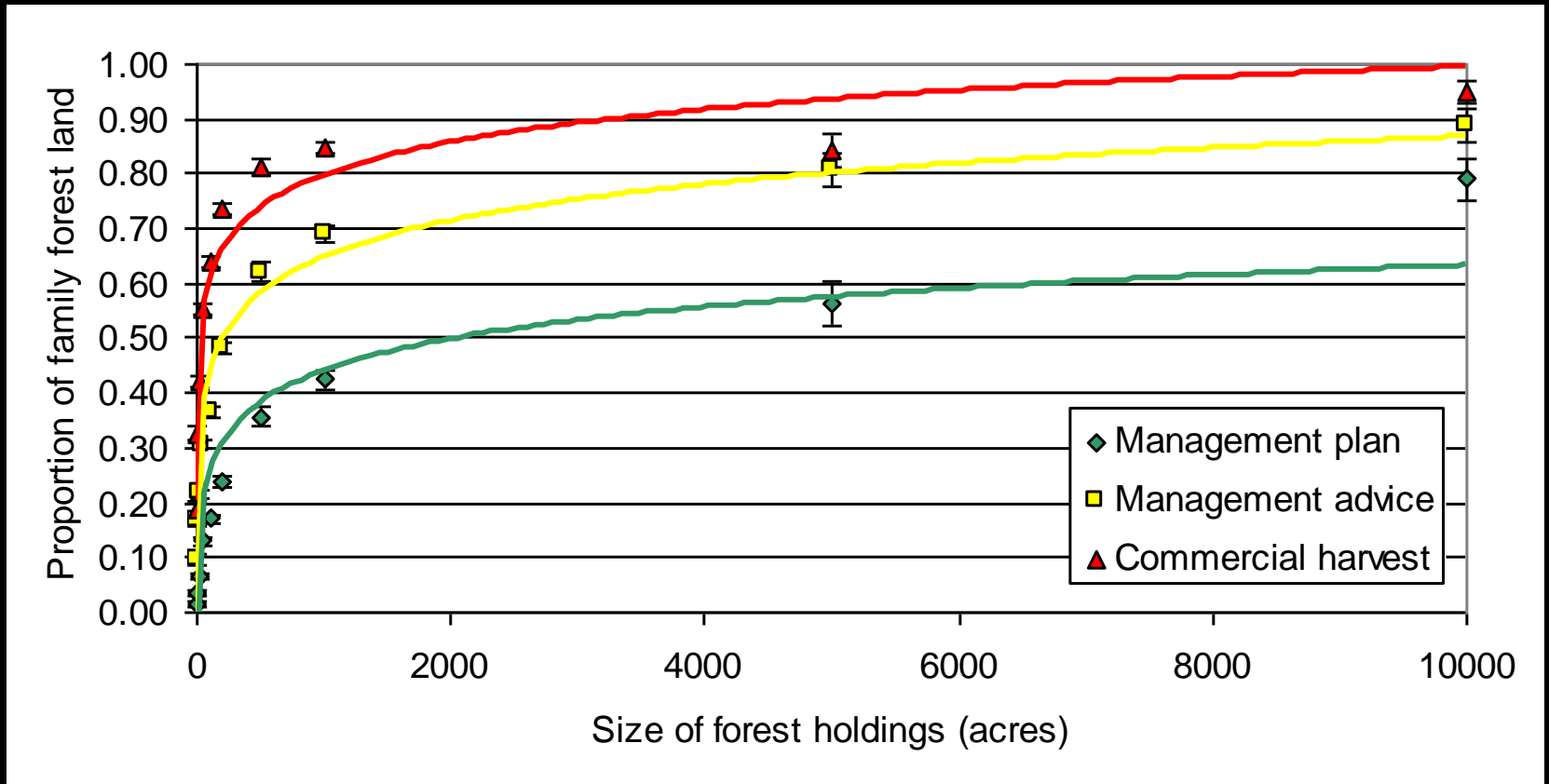
- Who the landowners are
- Why they own land
- How they have used it
- How they intend to use it

# Size Matters: Size of Family Forest Holdings in the United States, 2006



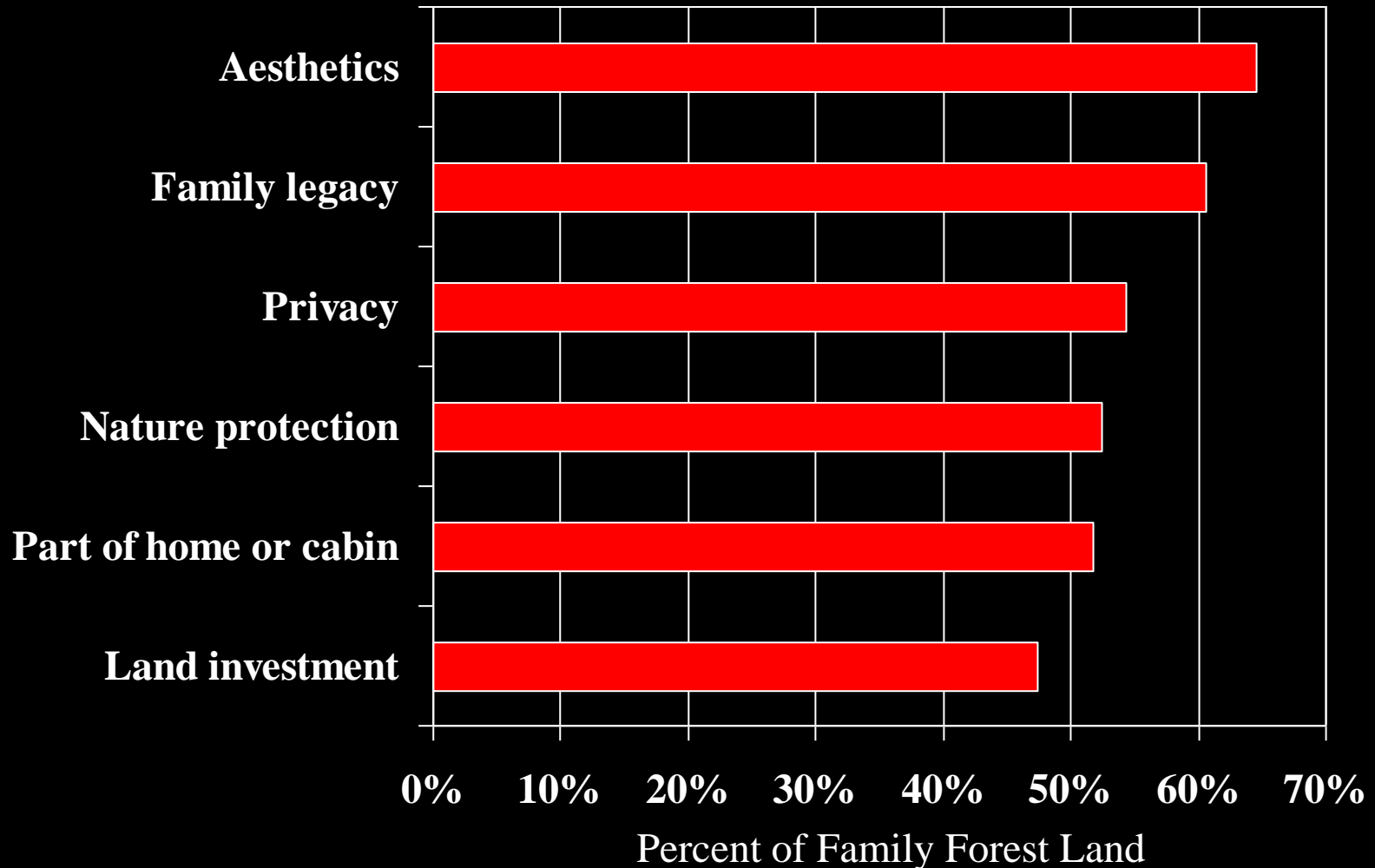


# Correlations between Size of Holdings and Management Practices



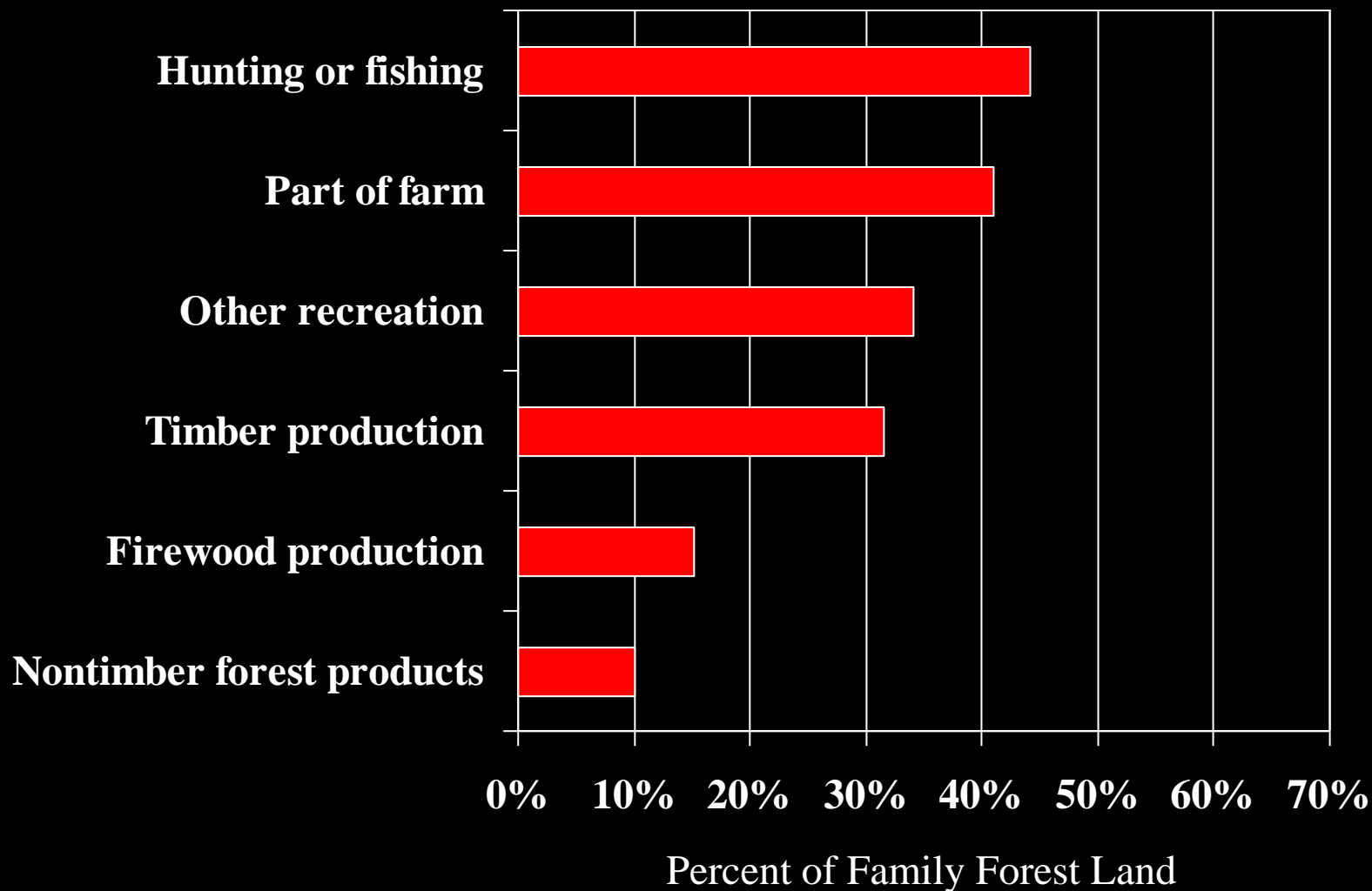
# Family Forest Ownership Objectives

## United States, 2006



# Family Forest Ownership Objectives (continued)

## United States, 2006



# Management of Family Forests

## United States, 2006

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- **Timber harvesting**  
58% of family forestland
- **Forest management plan**  
18% of family forestland
- **Management advice**  
37% of family forestland



# Demographics of Family Forest Owners

## United States, 2006

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Age: 44% 65 or older

Occupation: 52% retired

Gender: 84% male

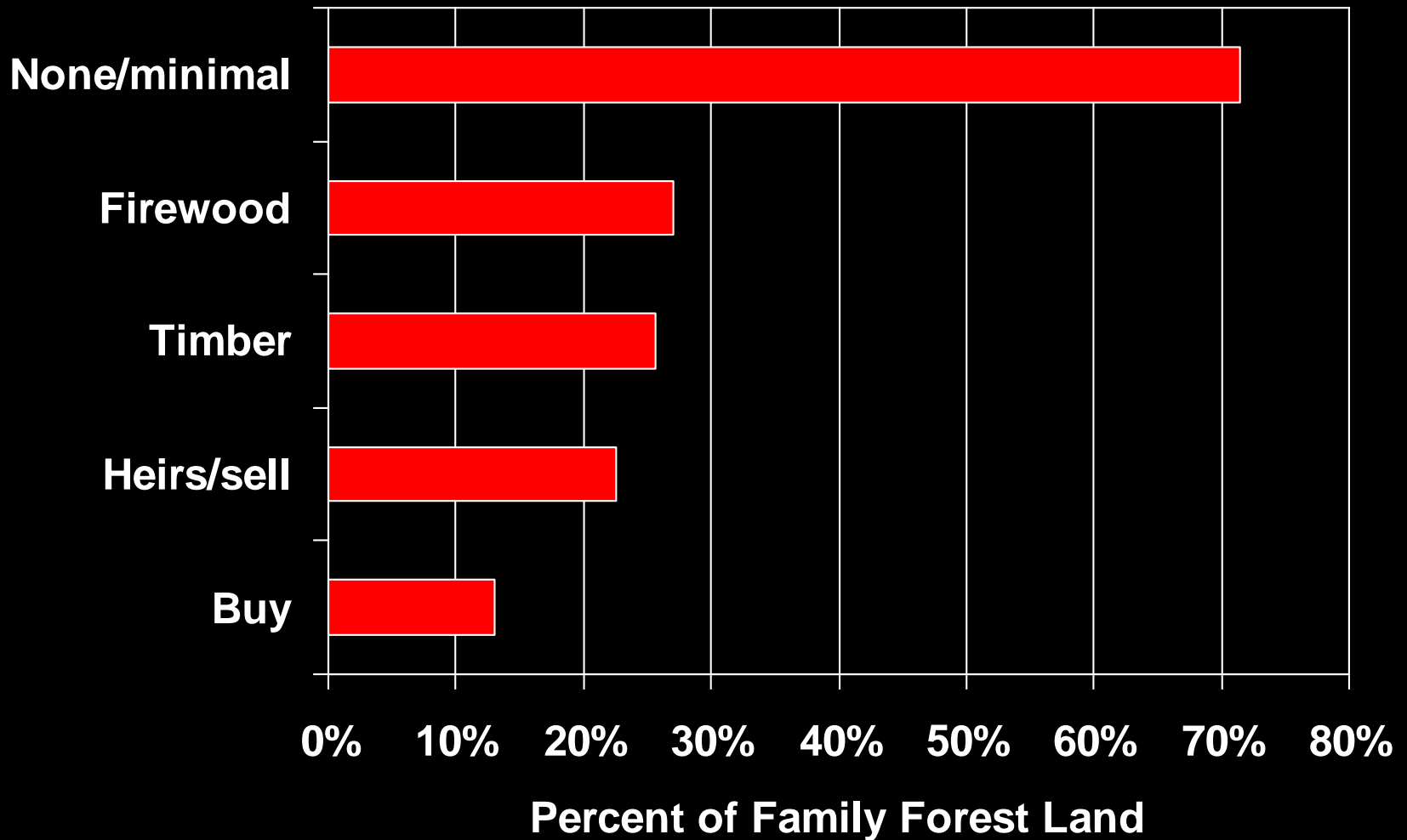
Race: 96% white

Education: 41% college degree

Income: 27% \$100,000 or greater



# Plans for the next 5 years? United States, 2006



# Pop Quiz

# Who is this?



- A. Woodsy Owl
- B. Smokey Bear
- C. Connie Fir
- D. Santa Claus



# Social Marketing

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**Selling ideas, not products**

**Examples:**

- **Anti-smoking**
- **Mothers Against Drunk Driving**
- **Smokey Bear**



# Sustaining Family Forests Initiative

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A collaboration among government, industry, conservation, certifications, landowner, and academics organizations

Our goal is to conduct social marketing research:

- That will serve as a wide-ranging resource
- To aid in the development of outreach and services

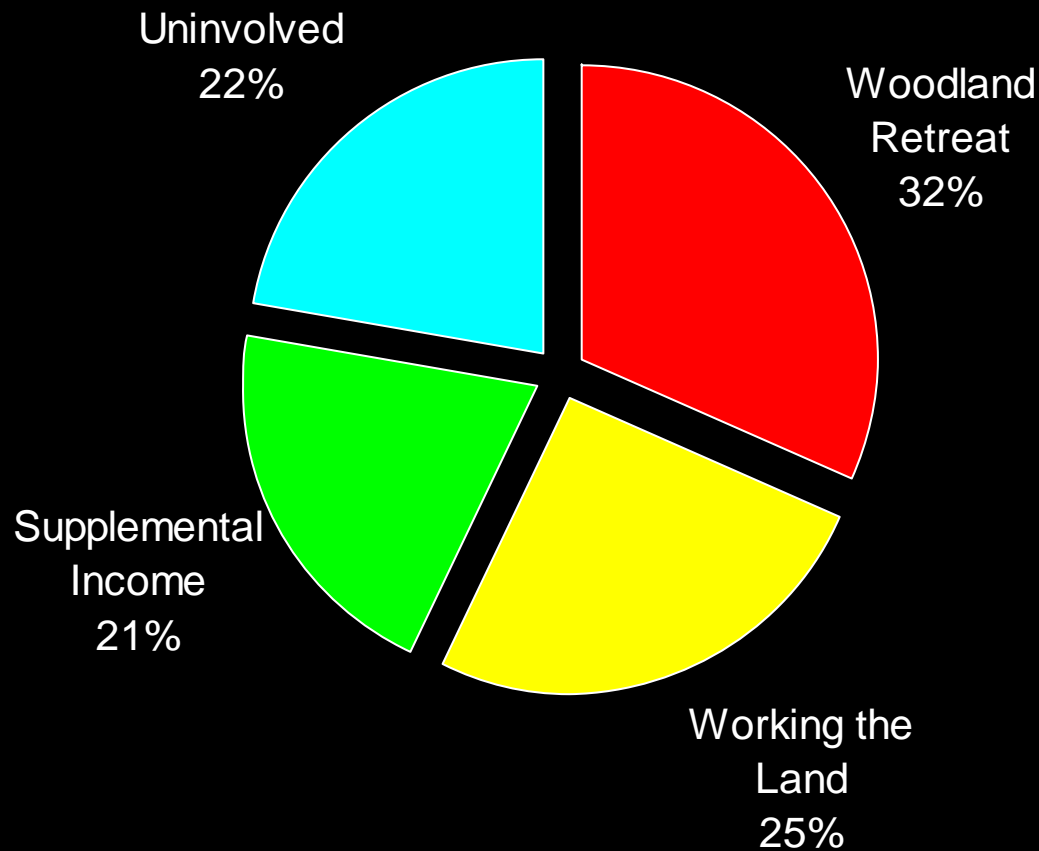
# Attitudinal Segmentation

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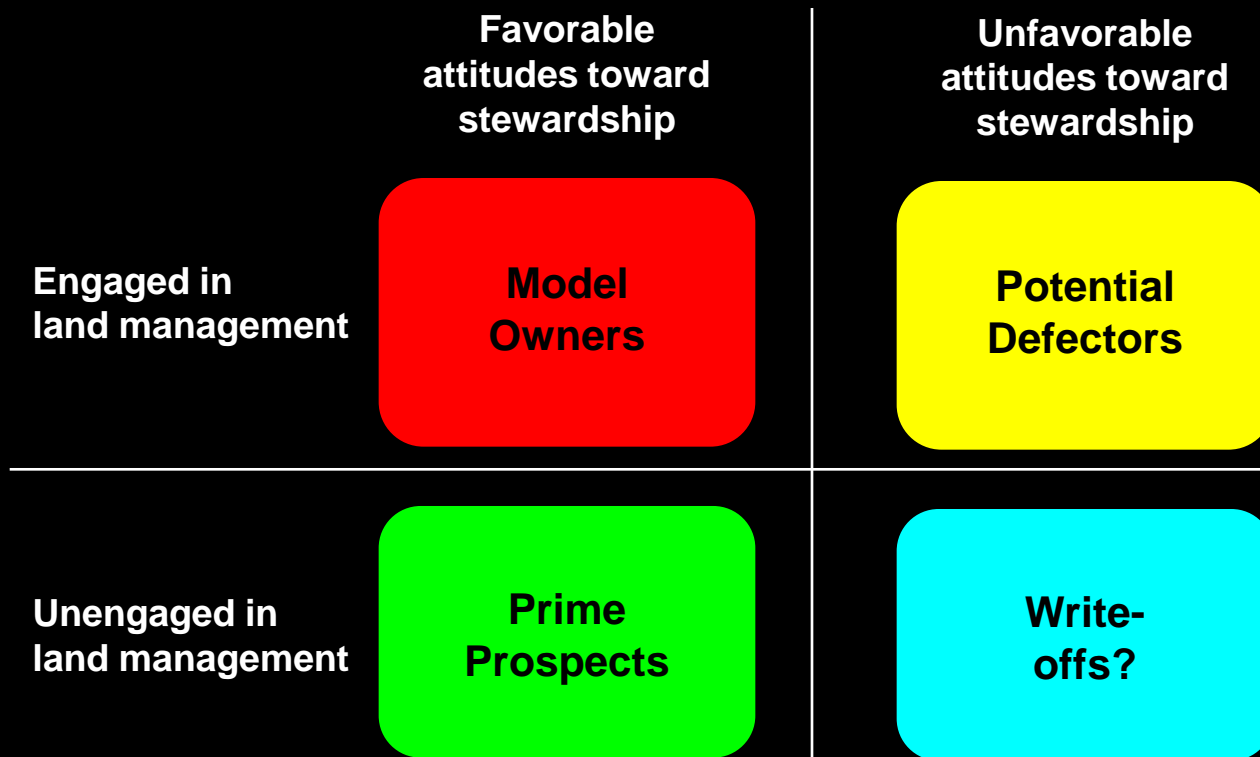
- Woodland retreat
- Supplemental income
- Working the land
- Uninvolved



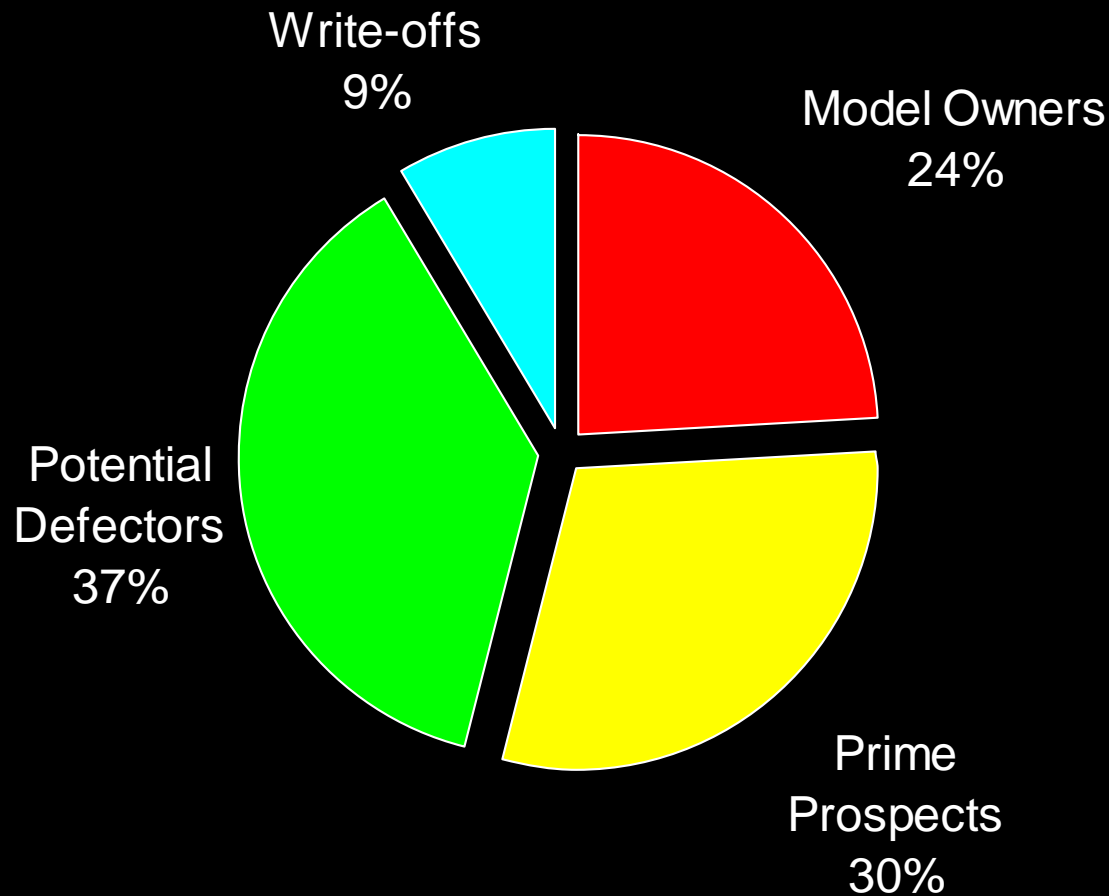
# Attitudinal Segmentation United States, 2006



# Prime Prospects Segmentation



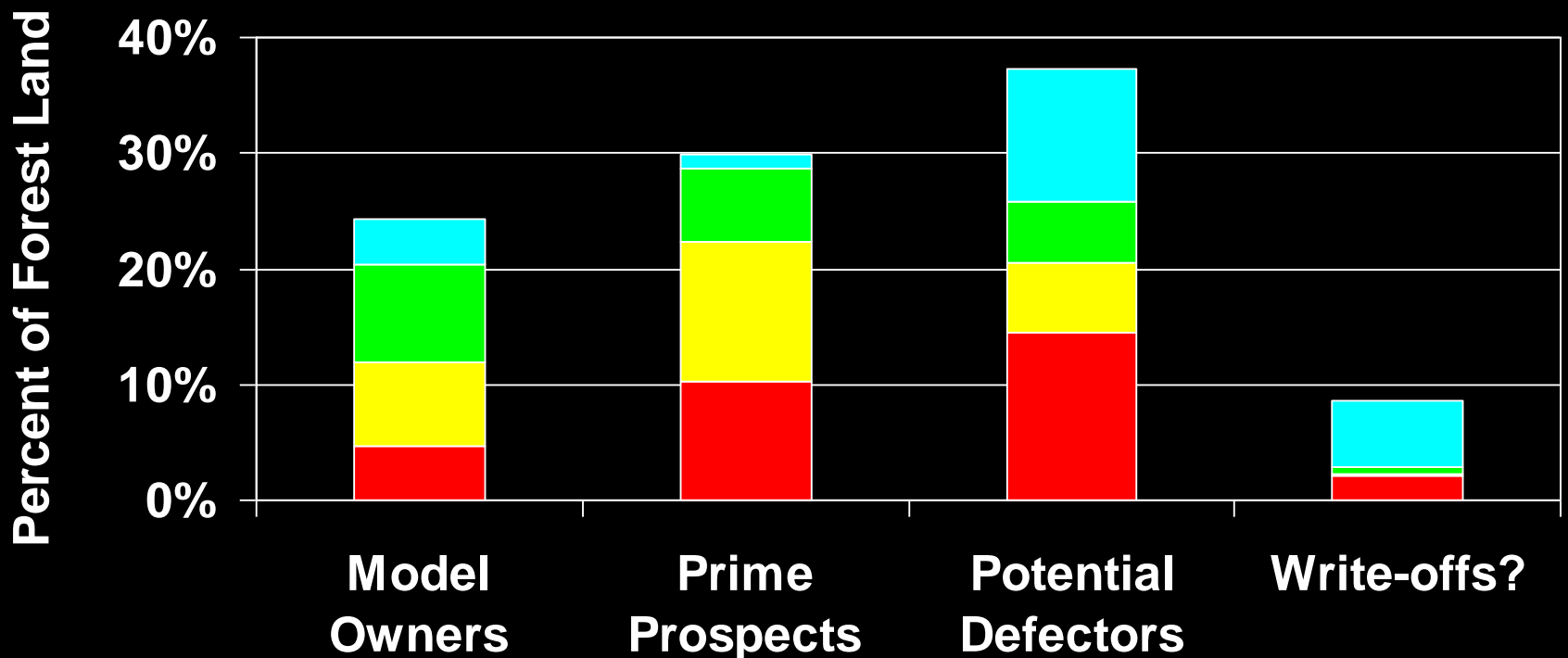
# Prime Prospects Segmentation United States, 2006



# Prime Prospects and Attitudinal Segmentations

## United States, 2006

Woodland Retreat      Working the Land  
Supplemental Income      Uninvolved



# Social Marketing: “Surround Sound” Communications

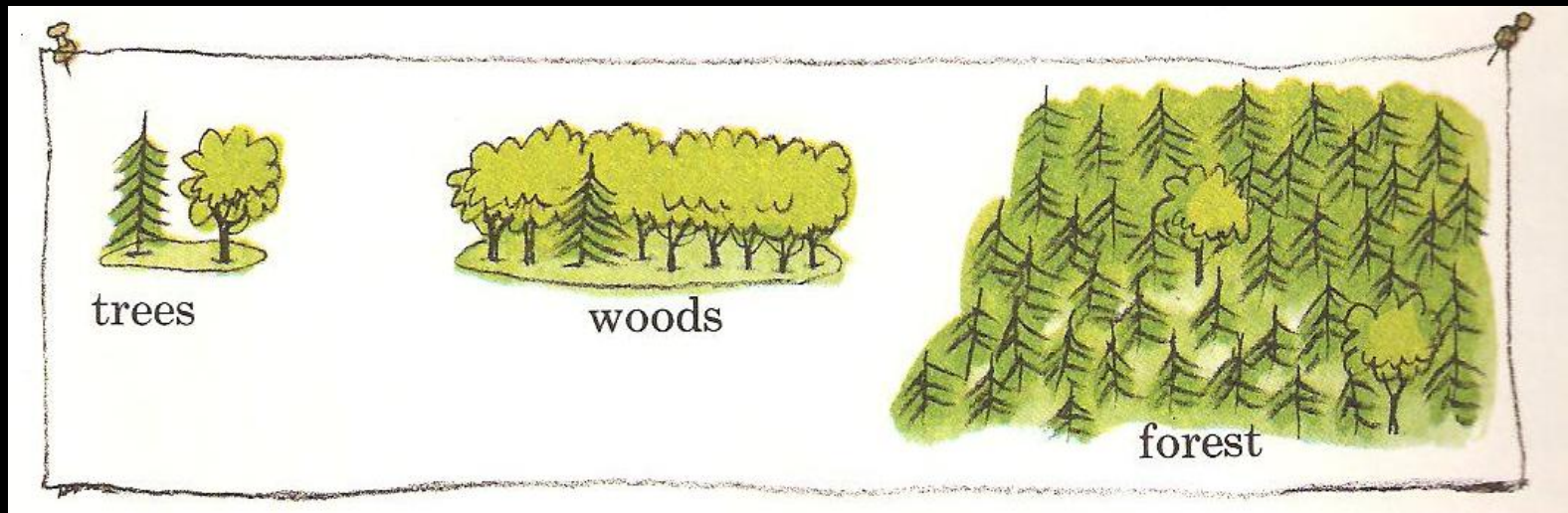




# Words Matter

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- Most forest owners don't own any forests



© Richard Scarry

- Need to use their terms, not ours

# Motivations

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- Deep love of the land
- Aesthetics
- Privacy
- Country living
- Family legacy
- “They’re not making any more of it”



# Forest Management

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- Active management is a good thing
- “Sustainability,” “stewardship,” and “management” are turn offs
- Mixed feelings about foresters and loggers



# General Communications

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- Peer to peer
- Mass media
  - Local papers
  - TV
  - Magazines
- Internet
- Civic organizations



# Message Testing

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- Positives
  - Love of the land
  - Multiple benefits
  - Owner responsibility
  - Options
- Negatives
  - Preachy
  - Jargon
  - Global issues



# Conclusions

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- Family forest owners rule!
- Size matters
- Beauty, legacy, and privacy
- Reaching beyond the choir
- They are a bunch of old guys

# Questions?

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[www.sustainingfamilyforests.org](http://www.sustainingfamilyforests.org)

[www.fia.fs.fed.us/nwos](http://www.fia.fs.fed.us/nwos)