The Conservation Awareness Index

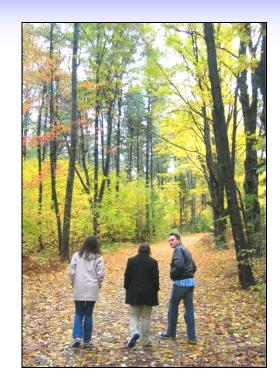
Estimating Landowner Awareness and their Preparedness to Act

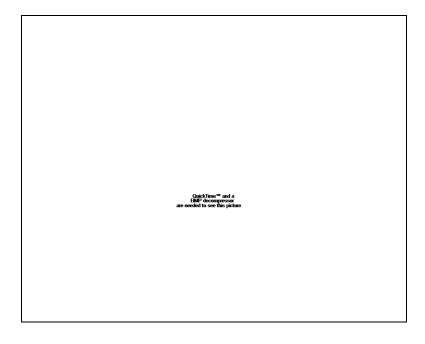
Tyler Van Fleet, David Kittredge, Brett Butler, Paul Catanzaro UMass Amherst, Department of Environmental Conservation Tyler.VanFleet@gmail.com

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

CAI Development

Project Goals

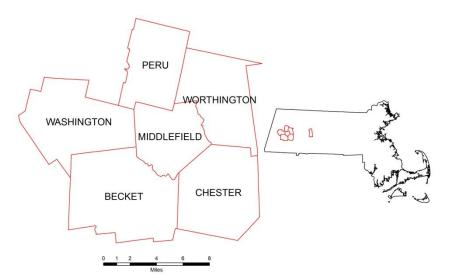
- Generate novel data
- Measure awareness across time and space
- Improve outreach, inform policy
- Increase informed decision-making

Instrument Development

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







The CAI Instrument

Woodland Owner Questionnaire				7
SECTION 1: Chapter 61				
 How much would you say you know about the Massachusetts' Chapter 61 curre (61, 61A and 61B)? Circle a number from the scale below: 	nt us	e prog	rams	
Not heard of Nothing at all Some Quite a lot		4 gree	at deal	
 Please indicate whether the following statements are true or false by circling T- Doe't know: 	or F. 1	5 If you	do not know, circle	
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 hous	es.	T F	Don't know	
C. Chapter 61B prohibits commercial harvesting of trees on my land.		7 F	Don't know	
D. Chapter 61 programs reduce my property taxes.		7 F	Don't know	
 Have you or someone you know had experience with any Chapter 61 program? below. If you do not know, circle Dow't know: 	Circl	e Yes	or No in the boxes	
A. I have considered enrolling in a Chapter 61 program.		No	Dos't know	
3. I am or have been enrolled in a Chapter 61 program.	Yer	No	Dos't know	
C. Someone I know has considered enrolling in a Chapter 61 program. D. Someone I know is or has been enrolled in a Chapter 61 program.	Yes	No	Don't know Don't know	
 Do you know a State Service Forester? Check Yes or No and provide any additi Yes: Specify their name(s): 	00411	ntern	ation that you can:	
No: How would you find out about one:				-
SECTION 2: Conservation Restrictions				
				one you know had e
 How much would you say you know about Conservation Restrictions? Circle a Not heard of Nothing at all Some Quite a lot 				le Don't know:
Not heard of Nothing at all Some Quite a lot 1 2 3 4		5	at deal	elling timber from my l
6. Please indicate whether the following statements are true or false by circling T	or F. 1	fyou	do not know, circle	iom my land.
Don't know:				is considered selling tin
A. Conservation Restrictions permanently limit development on my land.	7	F		is sold timber from their
B. Conservation Restrictions must apply to my entire property. C. Conservation Restrictions require public access to my land.	7	1	Don't know Don't know	ivate forester? Check
D. Land trusts hold Conservation Restrictions on private land.	7		Dos't know	cir name(s):
7. Have you or someone you know had experience with Conservation Restrictions below. If you do not know, circle Don's know:	n Cin	ile Ye	s or No in the boxes	d you find out about
A. I have considered a Conservation Restriction for my land.	Yes	No	Don't know	Planning
B. I have a Conservation Restriction on my land.	Yes	No	Don't know	you say you know a
C. Someone I know has considered a Conservation Restriction for their land.	Yes	No	Don't know	eath? Circle a numb
D. Someone I know has a Conservation Restriction on their land.		No	Don't know	1 Notking at
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				help either avoid or re-
SECTION 3: Timber Harvesting				owners benefit from est
9. How much would you say you know about the process of selling timber? Circle	a pu	nber i	from the scale	professionals are know
below: Not heard of Notking at all Some Quite a lot 1 2 3 4		t grea	t deal	one you know had e le Don't know:
10. Please indicate whether the following statements are true or false by circling T circle Don't know:	or F.	If yo	a do not know,	eveloping an estate pla- cestate plan to decide th
A. A forester cuts trees and brings them out of the woods.		7	F Dos't know	is considered developin
B. It's my legal responsibility that timber harvests on my land meet all environmental regul	ations.	7	F Don't know	is developed an estate p
C. Loggers are required to have a license on commercial timber harvests.		7		state planning profe
D. A State Service Forester will give me free advice about my land.		7	F Don't know	I information that yo
				teir name(s) and pro
			No: How	would you find out about
			SECTION 5: B	ackground Information
			17. How many as	cres of woodland do you
			18. In what year	did you personally get/bu
			19. How far do y	ou live from your Massa
			A. I live on it	t. B. Less than 10 mile

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	as sold timber from their land. Yes	No	D	on T	know
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	professionals are knowledgeable about land conservation.	T		-	se't know
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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,



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

Woodland Owner Question	aire
SECTION 1: Chapter 61. 1. How much would you say you know about the Massachusetts' Chapter	6: current use programs
(61, 61A and 613)? Circle a number from the scale below: Not heard of Nothing at all Some Qui	enter Arrestated
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D. Someone I know is or has been enrolled in a Chepter 61 program.	Tax No Don't linese
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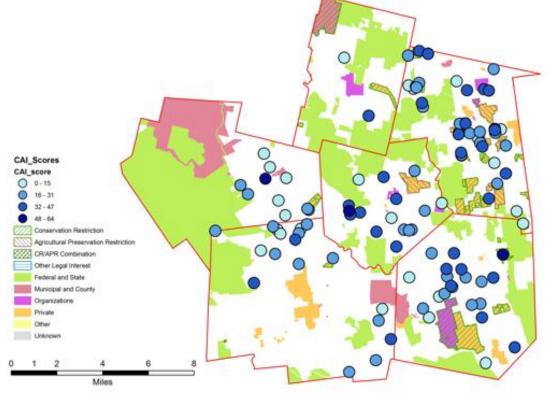
Implications

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