

The Sustaining Family Forests Initiative

Tools for Engaging Landowners Effectively

Lessons from Social Marketing Research

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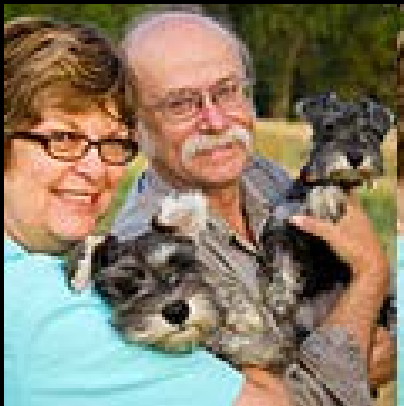
Geoff Feinberg, Roper Public Affairs & Media

Judy Langer, Langer Qualitative



Who are the 4.2 million people who own 200 million acres of America's forests???

Woodland Retreat



Supplemental Income



Working the Land



Uninvolved



Woodland Retreat Owners



Key Motivations

Stewardship ethic

Natural beauty and wildlife protection

Enjoyment of woods with family members (hiking, camping, fishing)

Owners:	40%
Land:	35%



Messages that Appeal to Woodland Retreat Owners

Healthy Woods

Wildlife

Conservation

Recreation

Protect their land for the future



Working the Land Owners



Key Motivations

Preserving ecological health and financial value of land

An ethic of respectful and judicious land use

Recreation, including hunting

Owners:	30%
Land:	37%



Messages that Appeal to Working the Land Owners

Healthy Woods

Financial Benefits

Recreation

Getting value for timber

Harvests that leave the land in
good shape



Supplemental Income Owners



Key Motivations

Financial, either timber income or investment

Keeping land intact for heirs

Reducing taxes and other liabilities

Owners:	8%
Land:	12%



Messages that Appeal to Supplemental Income Owners

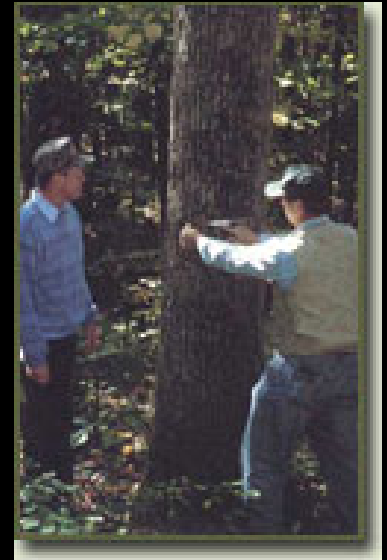
Financial benefits

Good land management practices

Invest in professional advice

Cost-share and other incentive programs

Profit from the land – maximize value for future generations



Uninvolved Owners



Owners:	22%
Land:	16%

Key Motivations

?????

Investment value of land

Reducing taxes and land-management hassles

Keeping land intact for heirs



Messages that May Appeal to Uninvolved Owners

???????

Programs aimed at farm and forest

Financial benefit with little
investment of time or attention



Sustaining Family Forests Initiative

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Introduction to Global Warming's Six Americas

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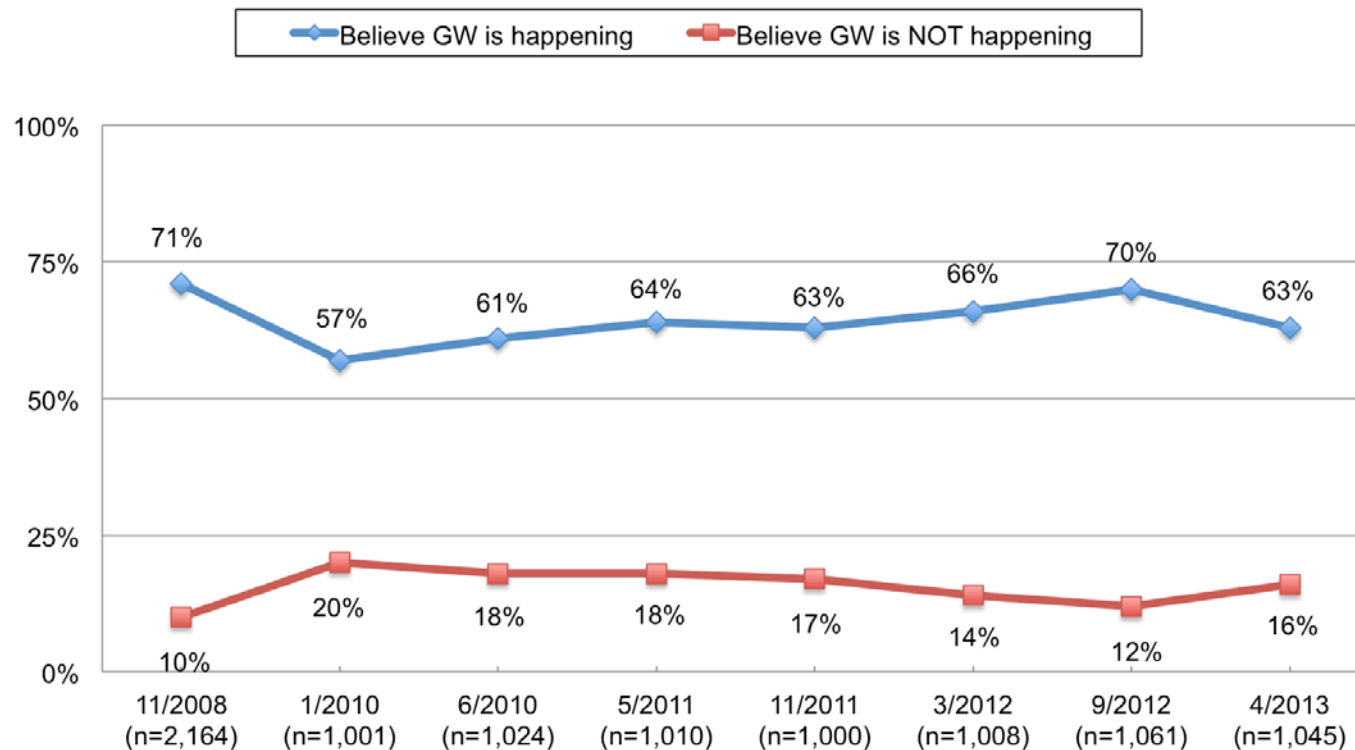
Connie Roser-Renouf, PhD, Center for Climate Change Communication, GMU

Mission of the YPCCC

- 1. To conduct research on public climate knowledge, risk perceptions, decision-making and behavior**
- 2. To design and test new strategies to engage the public in climate science and solutions**
- 3. To empower educators and communicators with the knowledge and tools they need to more effectively engage their audiences**

Perceived Reality of Global Warming

Majority of Americans Believe Global Warming Is Happening - Decrease From Fall 2012 -



Do you think global warming is happening?

Base: Americans 18+.

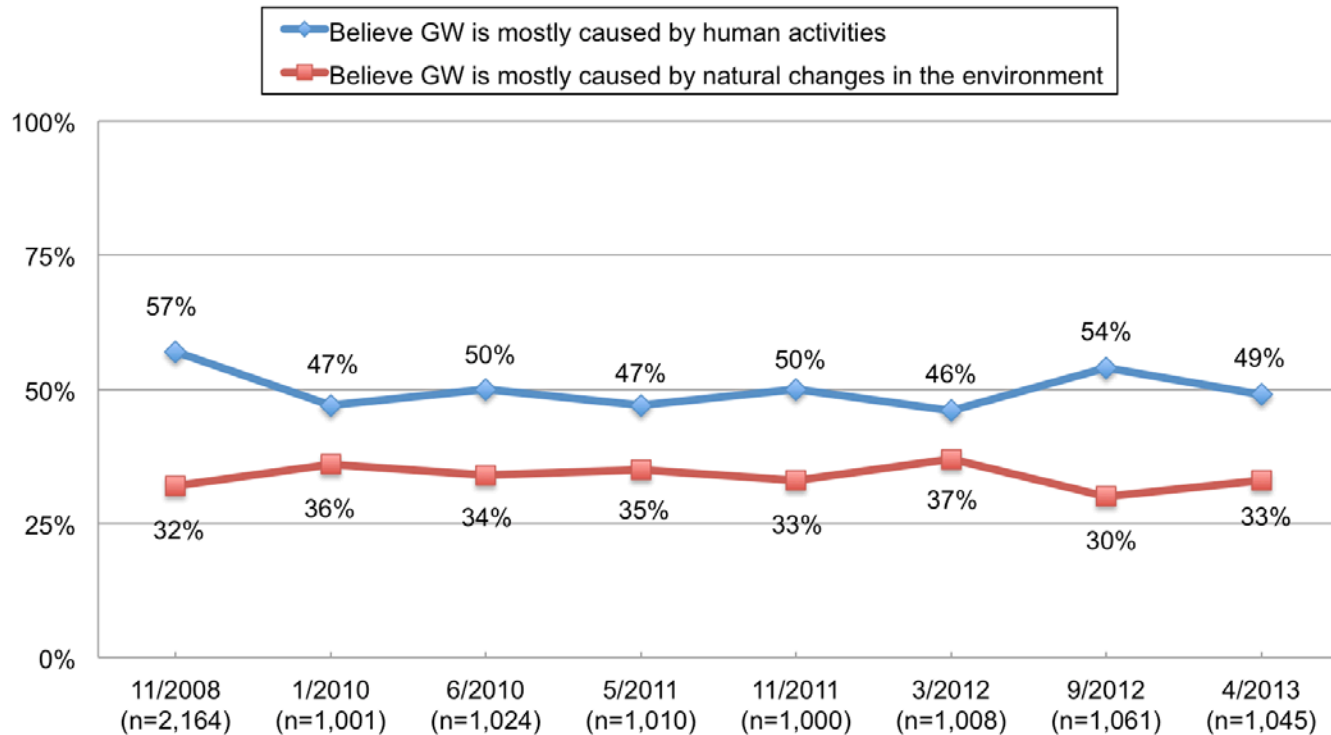


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Center for Climate Change Communication

Perceived Cause

Half of Americans Believe Global Warming Is Human Caused

- Belief in Human-Caused Global Warming Down Slightly Since Fall 2012 -



Assuming global warming is happening, do you think it is...

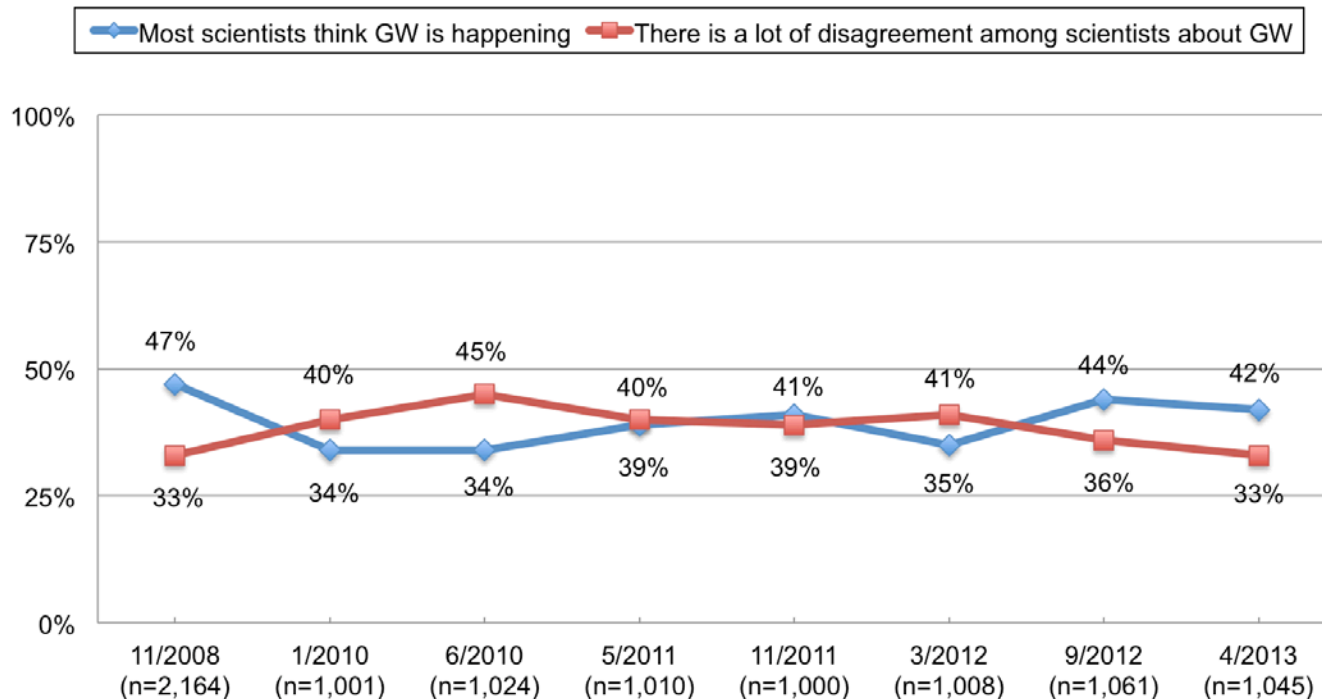
Base: Americans 18+.



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Perceived Agreement Among Scientists

About Four in Ten Americans Believe Most Scientists Think Global Warming Is Happening



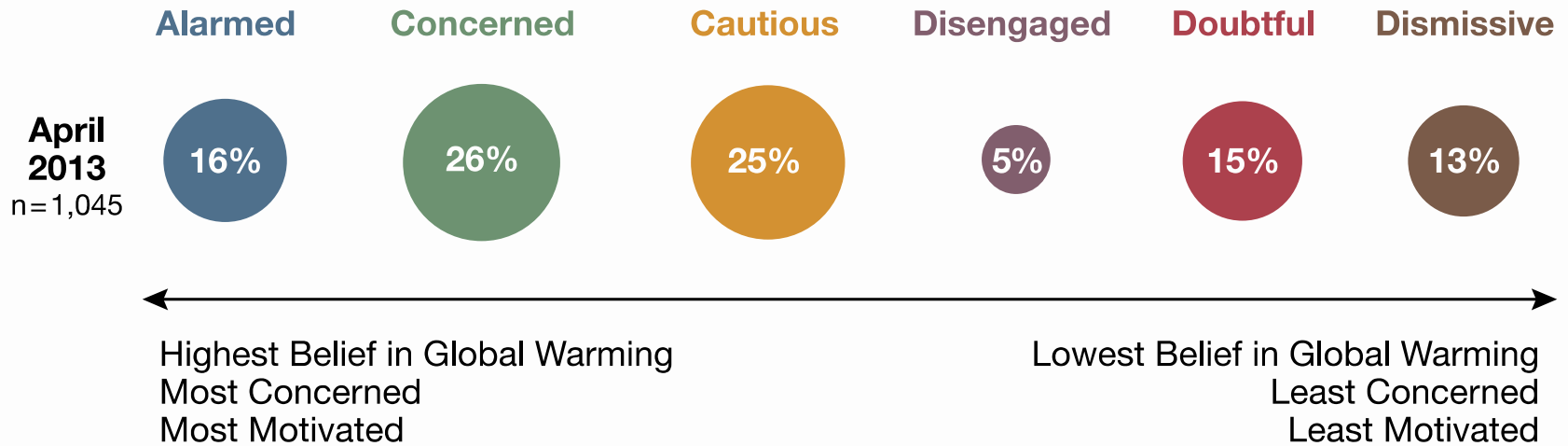
Which comes closest to your own view?

Base: Americans 18+.



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Global Warming's “Six Americas”



Proportion represented by area

Source: Yale / George Mason University



Global Warming's “Six Americas” (Cont'd.)



Alarmed (16%) Most engaged with the issue; convinced it is happening; it's human-caused; a serious and urgent threat. They have already made changes in their own lives and want to do more.

Likely to be women, middle-aged, college educated, moderate to liberal politically.



Concerned (26%) Also persuaded global warming is real, serious and requires policy intervention; but less involved and less likely to reduce their carbon footprint.

Closely resemble the American norm—ethnically and income wise—although with relatively stronger egalitarian values and a greater likelihood of being moderate politically.



Cautious (25%) Believe global warming is a problem, but not as firm in their beliefs; don't perceive it as a *personal* threat; feel little urgency to act.

Evenly divided between Democrats and Republicans, exhibit fairly low civic engagement and tend to hold traditional religious beliefs.

Global Warming's "Six Americas" (Cont'd.)



Disengaged (5%) Less focused on the issue and are most likely to say they could change their minds about it.

Demographically similar to the cautious but tend to be less educated, report lower incomes, and are more likely to be minority women.



Doubtful (15%) Split evenly between those who believe global warming is happening, those who don't, and those who don't know. The most likely to attribute climate change to natural causes, believe it will harm people only in the distant future if at all, and say that no further policy action is needed.

Older, white, better-educated Republican men with strong individualistic values.

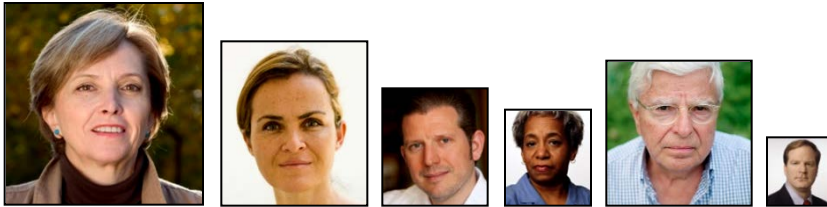


Dismissive (13%) Are in some sense like the alarmed: they are very actively engaged on the issue, but on the other side. Global warming is not happening and is not a threat. They strongly oppose a policy response.

They are typically male and politically conservative and active and hold firm traditional religious beliefs. Strongly individualistic and reject most government intervention.

How Might Climate Messaging Work With the Family Forest Typologies? (Preliminary Estimate)

Woodland Retreat



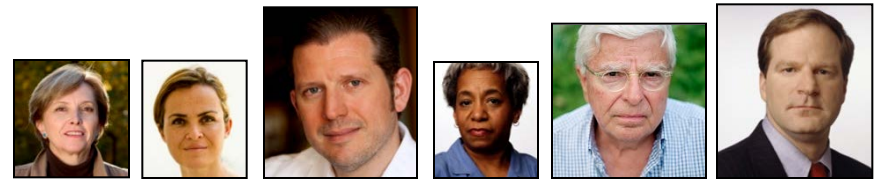
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**Thank you for
your time!**

