

## 4 UNDERSTANDING YOUR AUDIENCE

### 4.3 The TELE Landowner Types

Early analyses of NWOS data by the Sustaining Family Forests Initiative (SFFI) showed that how woodland owners orient to the amenities and financial benefits of owning woodland plays an important role in their land use patterns, motivations, and decision-making. Based on this data, and subsequent focus group research, SFFI has identified four types of landowners. People who fall within a particular landowner

segment will all tend to have a similar orientation to land ownership and will likely have more similar responses to offers and messages.

The table below describes the four TELE landowner types. Data profiles of the TELE types are also available on the [TELE website](#).<sup>5</sup>

#### COMPARING THE TELE SEGMENTS

	 <b>Woodland Retreat Owners</b>	 <b>Working the Land</b>	 <b>Supplemental Income</b>	 <b>Uninvolved</b>
<b>Orientation to Woodland</b>	<p>Own woodland primarily for its beauty, and conservation and recreational value</p> <p>Many love nature and animals and appreciate ecological benefits of woods</p>	<p>Tend to be pragmatic; value aesthetic and recreational benefits of woodland but also see woods as a financial asset</p>	<p>Tend to own land primarily for timber income and investment</p>	<p>Tend not to care about woods; assign low importance to their financial, recreational, and aesthetic benefits</p> <p>More likely than the other segments to be willing to sell their land and less likely to want to see it stay woodland</p>
<b>Want Information About</b>	<p>Land improvement (trails, ponds, streams, etc.)</p> <p>Keeping the woods healthy, beautiful, and good for wildlife</p> <p>How to find reliable loggers and other service providers</p> <p>Financial assistance for improving or maintaining their land</p>	<p>Timber market trends and rates</p> <p>How to choose reliable loggers and other service providers</p> <p>Protecting woods from natural and human threats</p> <p>Entrepreneurial activities, such as cultivating non-timber forest products to garner extra income</p> <p>How to improve wildlife habitat</p> <p>Financial assistance for improving or maintaining their land</p>	<p>Timber markets</p> <p>Government programs, especially tax incentives and cost-share programs</p> <p>How to protect their legacy; estate transfer issues</p> <p>How to maintain the long-term health and value of the land</p> <p>Emerging threats and invasive species</p>	<p>Ways to minimize land maintenance and management costs</p> <p>Estate planning and land transfer</p>

5. [www.engaginglandowners.org/landowner-data/landowner-segments](http://www.engaginglandowners.org/landowner-data/landowner-segments)

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	Woodland Retreat Owners	Working the Land	Supplemental Income	Uninvolved
Current Stewardship Behaviors	Despite their stewardship orientation, they have some of the lowest rates of active land management behaviors, such as having a management plan, consulting foresters, or using cost-share programs	The most likely segment to participate in a cost-share program (19%) or have a management plan (21%)  More likely to have taken active steps to improve wildlife habitat	Second most likely of all segments to participate in cost-share programs and have management plans (but still small proportions)  Most likely to have worked with a forester, typically for timber sales	Along with Woodland Retreat Owners, least likely to have a management plan or participate in a cost-share program
Main Motivators of Stewardship Actions	Stewardship ethic  Natural beauty and wildlife protection  Enjoyment of woods with family members, e.g., walking, hiking, camping, and fishing	Maximizing ongoing returns from woods without damaging the land ecologically or financially  Ethic of respectful and judicious land use  Enjoyment of recreation on land (including hunting); also enjoyment of tending their woods	Want to maximize financial benefit from woodland  Concerned with long-term health of land (mainly to ensure it stays financially productive)  Want to keep land intact for heirs	Want to reduce taxes and land management hassles  Want to minimize problems on the land (e.g., vandalism, trespassing)  Many in holding pattern until they can figure out what to do with the land or pass it on to the next generation  Want to keep land intact for heirs
Main Barriers to Good Stewardship	Lack of knowledge about what actions to take  Perception that woods manage themselves—many believe minimal human activity and interference is best way to promote woodland health  Many have small parcels of land, making some land management activities less practical or more expensive  Financial constraints	Fixed ideas about what is good for woods; feel they know best  Mistrust of outside authority and expertise (e.g., fearful of getting swindled by loggers and consultants)  Wary of any limitations imposed on them (big barrier to participation in conservation easements or even tax relief or cost-share programs)	Skeptical of most programs that impose restrictions on land use; might try to work around program requirements or do the minimum necessary  Need to be convinced that stewardship behaviors are cost effective, at least in the long run; altruistic or environmental reasons are a harder sell	Lack interest in improving or managing their woods and/or the knowledge to do so

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	Woodland Retreat Owners	Working the Land	Supplemental Income	Uninvolved
How to Reach This Segment	<p>Give them specific, easy, low-cost actions to achieve their objectives (e.g., attracting wildlife)</p> <p>Challenge their belief that woods are best left alone</p> <p>Help them understand the ecological significance of all woods (even small parcels)</p> <p>Appeal to their sense of responsibility and stewardship</p>	<p>Affirm their outdoorsy lifestyle and traditional values</p> <p>Give them information but don't tell them what to do—accept their independence and cautiousness</p> <p>They actively seek information on land management; most like getting information through word of mouth, relevant publications, and direct mail</p>	<p>Emphasize ways to enhance financial gains or maintain land value for future generations</p> <p>Ready to learn more about land management—especially if it yields immediate or long-term financial benefits</p> <p>Most keyed to the forest industry and “forestry” community, including landowner associations, trade publications, and events</p>	<p>Not an easy target for conservation or woodland management campaigns</p> <p>Messages should identify direct financial benefits, preferably without too much effort on their part</p> <p>May be more receptive to incentives and programs that benefit both farms and woods</p> <p>Can be reached by direct mail and traditional channels used to reach farming community</p>
Demographic and Situational Factors	<p>Education level is higher than other segments</p> <p>Most live on their woodland</p>	<p>Most live on their woodland</p>	<p>Many do not live on their woodland</p> <p>Have the largest plot sizes</p>	<p>Many do not live on their woodland</p> <p>Tend to be older than other segments</p> <p>Most likely to have a farm (1 in 3)</p> <p>Most likely to sell their woodland</p>