



THE CENTER FOR ABSENTEE LANDOWNERS

Top 10 Reasons Why You Should Market Conservation To Absentee Landowners

In the spring of 2007, absentee landowners in four Great Lakes Basin counties were surveyed about their knowledge of and interest in conservation programs and practices. Results of the survey clearly show that absentee landowners provide a significant outreach opportunity for natural resources agencies. Here's why..... * Data represents results from Manitowoc County, WI, only

10

70% of absentee landowners have at least some college education. In general, people with higher education are open to educational outreach and willing to seek knowledge about new topics.

9

Absentee landowners typically have little, if any, agricultural background. Since 63% of survey respondents have never been a farmer, it can be assumed their knowledge of on-farm natural resources programs and practices is limited.

8

Absentee landowners have a very low enrollment rate in state & federal conservation programs. Two-thirds of absentee landowners have never had land enrolled in a conservation program, indicating a need for more information.

7

Absentee landowners indicated that recreation or wildlife influenced their decision-making a great deal. Recreation, wildlife & the environment are motivating factors in decisions that absentee landowners make regarding their land.

6

A majority of absentee landowners indicated they rent their land to a local farmer instead of a family member or friend. This suggests that absentee landowners view the relationship with their farm operator as a business relationship, rather than personal.

5

Most absentee landowners indicated they would feel comfortable encouraging their operator to use certain conservation practices. This finding presents an entry point for those working with absentee landowners on conservation issues.

4

Absentee landowners prefer to receive information by mail or through one-on-one contacts. The Center for Absentee Landowners is a source of expertise and marketing information for agencies wanting to reach out to absentee landowners.

3

Absentee landowners have very little knowledge about conservation agencies. Based on the survey, natural resources agencies are not where the majority of landowners go for information regarding their land. This presents a unique challenge and opportunity for outreach.

2

A majority of absentee landowners do not rely on their land as an important source of income. Based on this finding, financial constraints most likely are not a significant barrier to absentee landowners who want to install conservation.

1

Absentee landowners indicate that wildlife, soil & water are their Top 3 topics of interest related to their land. Clearly, these landowners have a strong interest in implementing conservation on their land. They simply need the knowledge and opportunity to pursue conservation.