
**FINDINGS OF THE AFFORESTATION SURVEY
FOR LANDOWNERS IN SOUTH-WESTERN
AND SOUTH-CENTRAL ONTARIO**

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Canadian Forest Service

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**H A R D Y
S T E V E N S O N
A N D A S S O C I A T E S**

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Introduction

The Canadian Forest Service (CFS) is currently undertaking an initiative aimed at testing rural land owners' level of interest in participating in afforestation in Ontario. The initiative is known as "*Feasibility Assessment of Afforestation for Carbon Sequestration*" (FAACS). This project is one of five pilots across Canada.

According to the workplan for FAACS, the primary goals of the project are:

- To test land owners' interest and potential participation in afforestation;
- To produce the best afforestation scenarios and management options possible in order to provide meaningful information upon which informed policy decisions may be made;
- To produce and provide information on carbon sequestration and program delivery costs by developing potential afforestation scenarios;
- To share data and develop methodologies and other information with other provincial and national level initiatives.

As part of the first year of this two-year project, CFS commissioned a telephone survey of rural landowners in South-western and South-central Ontario to determine their interest in afforestation. Specifically, this survey was intended to gauge interest in a potential pilot program on tree planting for rural landowners, as well as to solicit baseline information about current and anticipated future tree planting activities, and types and sizes of land holdings they owned.

Descriptions of respondents' current and anticipated future tree planting activities, types and sizes of land holdings they owned and interest in a potential pilot program are provided in the following sections. In addition, statistically significant relationships between tree planting (past and future) and interest in the program are reported.¹

The following sections are contained in this report:²

Section 2: Overview of Findings – A summary of the key findings from each of the subsequent sections

Section 3: The Respondents – An overview of the respondents, their land, and their behaviours and attitudes

Section 4: Past and Future Tree Planting Practices – A description of landowners' past practices and expected future practices related to tree planting

¹ If a relationship is not reported (e.g., those who were professionals were more likely to plant in the future), that means that no statistically significant relationship exists between those two questions.

² This report has a companion document which describes findings regarding rural land-owners from Eastern Ontario.

Section 5: Pilot Tree Planting Program – A description of landowners’ potential interest in the pilot program on tree planting

Appendix A: Methodology – A description of the methodology used to design the survey, select the survey sample, and collect and analyze the data.

Appendix B: Survey Questions – A list of the questions asked via the telephone survey – these questions are referenced in the main text of the report.

Overview of Findings

A total of **249** rural landowners in South-Central and South-Western Ontario participated in this telephone survey. These rural landowners own a minimum of 10 acres of land.

Based on the results of the survey, we have identified the key findings listed below. These findings have been generalized to reflect the larger landowner population based on our observations from this sample. The subsequent sections of this report provide the detailed results that support these findings.

The Respondents

Rural landowners in South-Central and South-Western Ontario come from diverse occupational backgrounds

Approximately 3 in 10 respondents identify themselves as farmers, an additional 20% as professionals, and nearly 20% as retired. They are experienced workers, with most survey participants reporting having more than 10 years in their occupations, and having an average income of \$58,000 per year, just slightly higher than the average household income for the province (\$54,300/year). Additionally, respondents in South-Western and South-Central Ontario reported being 55 years old on average.

Most landowners own land serving a variety of purposes

On average, respondents owned 100 acres.³ Nearly 90% indicated they had woods on their property and nearly two-thirds have farm land. In addition nearly half have aquatic areas such as wetlands or streams. Nearly 4 in 10 indicated they had pasture or grazing land, and nearly the same amount responded they had idle land.

Many landowners have owned their land for at least a generation

Nearly half of respondents have owned their land for 19 years or longer, with average length of ownership being 20 years. Conversely, less than one in ten respondents had purchased their land within the last 3 years.

³ Overall this converts into approximately 10K hectares (249*100)/2.47 acres/hectare) which is about the size of Windsor or the former City of North York, Ontario.

Landowners' farmland consists primarily of good / high productivity land.

Over 75% of respondents reported having good / high productivity land, with an average acreage of 64 acres. Comparatively, the average acreage of medium or poor / low productivity land was 16 and 24 acres respectively.

Past and Future Planting Activities

Landowners plant trees primarily for aesthetic and environmental reasons.

When asked their reasons for planting trees within the past 12 years, respondents' top responses were: (1) aesthetics, (2) conservation and wildlife habitat, (3) shelterbelts, and (4) improving soil and water quality. The top reasons for intending to plant within the next 5 years were similar, with the exception that reducing the rate of climate change was more important than improving soil and water quality.

Most landowners do not plant trees when their land is already covered in trees, or it is being used for other purposes.

The most common reason for not planting in the past 12 years was that respondents already had enough land covered in trees. Similarly, almost half of respondents provided the same rationale for why they weren't planning to plant in the next 5 years. Respondents also reported that they had not planted when their land was being used for other purposes, such as farming, or held as wetlands.

Financial incentives are most popular / desirable for encouraging landowners to plant, while technical assistance with planting and other tasks are less popular incentives

Almost half of respondents felt that (a) a reduction in property tax or (b) income tax would be very important in encouraging them to plant in the future. Nonetheless, only 20% of respondents who had planted in the past 12 years had received a grant or subsidy.

Conversely, nearly half of respondents felt that technical assistance with site preparation, planting, and maintenance are "not at all important" as incentives.

Landowners who are most likely to be interested in planting are professionals, have purchased their land within the past 8 years, and are likely to plant only small acreages

Landowners who are professionals are more likely to plant in the future than those who practice in other professions.⁴ One-third of respondents who are either somewhat or very

⁴ This is based on a "phi" statistic which measures essentially the association between two variables or questions, such as interest in tree planting, and occupation or duration of land ownership. It can be interpreted like a categorical level correlation coefficient.

likely to plant in the next 5 years are professionals, even though they make up just over 20% of the total sample.

As well, over 50% of respondents who reported being very interested in planting also purchased their land within the past 8 years. However, the latter relationship was not statistically significant.

Interest in a Pilot Tree Planting Program

Most landowners are at least somewhat interested in participating in a pilot program for planting trees

Almost one-third of respondents were very interested in a pilot program, while another one-third was not at all interested. Those who were not at all interested cited their main reason for not being interested as “enough of their land is covered in trees”.

Landowners who intend to plant in the future are also likely to participate in a pilot program

Landowners who plan to plant in the future are also likely to be the same landowners who are interested in a pilot tree planting program⁵.

Landowners are likely to participate in a pilot program if they believe in planting for aesthetic and environmental reasons.

In addition to sharing past and future behaviour related to tree planting, respondents also reported on their attitudes related to tree planting. There was a strong statistical relationship between attitudes that supported aesthetic and environmental reasons for planting trees and an interest in the pilot program⁶.

Incentives appear to be more important in encouraging participation in the pilot program than in encouraging people to plant of their own

Compared to incentives for encouraging future planting, almost 50% or more of respondents who were interested in the pilot program reported that all incentives, with the exception of technical assistance with planting, monitoring, and caring for the trees,

⁵ Chi square, or χ^2 is another measure of association between two sets of variables where respondents indicate what category they fit in (e.g., question that asks respondent what occupation they fit under; one category is neither higher or lower than another category of occupation). In this case, $\chi^2=45.57$, $p<.001$.

⁶ $\chi^2 = 27.28$, $p < 0.01$

would be very important in encouraging them to participate. Again, financial incentives were identified as most important, with over three-quarters of those respondents choosing income tax credits and a reduction in property tax as very important incentives.

Similarly, when asked about selling carbon credits as part of the pilot program, over 50% of respondents expressed an interest.

Woodlot / forestry associations and Conservation Authorities are most trusted to deliver a pilot program

Of all the potential groups to deliver a pilot program, respondents reported having the most confidence in woodlot / forestry associations and Conservation Authorities. Respondents had the least confidence in large industries to deliver the program.

A majority of landowners are unwilling to lease their land

When asked whether they would be willing to lease their land for 20 years for use as a tree plantation that would be established, maintained and owned by someone else, more than 75% of respondents responded that they would not.

Implications and Follow-up

In short, these results paint a picture of landowners who have owned their land for a long time, and who come from various occupational backgrounds. Financially, on average, they are nearly identical to the rest of the province. Most own wooded land, and not surprisingly for South-western and Central Ontario, their farmland is highly productive.

They are not active in tree planting, either now or likely to be in the future. They mostly do not plant because they already have areas covered with crops or trees. Those who have planted have planted small acreages (e.g., 1-2 acres), and do so mostly for aesthetic or environmental reasons. They are not likely to plant for production reasons (eg, maple syrup or firewood). These findings suggest that future efforts might look at rural landowners with smaller proportions of wooded land, and examine their interest in planting.

Those who are likely to plant in the future are more likely to be professionals, although they do not intend to plant large acreages. Those already intending to plant also tend to be most interested in the proposed pilot program. In contrast to their lack of interest in production reasons for past planting, they want financial incentives, such as property tax credits, if they are to plant in the future. This was true whether they intended to plant on their own, or would be interested in planting through the proposed pilot program.

In addition, those who are most interested in the pilot program showed the strongest agreement with planting for environmental and aesthetic reasons. This finding suggests that future efforts at afforestation should stress the link between contributing to environmental protection. In other words, future initiatives should tap into existing pro-environmental attitudes and link tree planting efforts to contributing to the larger socially-desirable goal of environmental protection.

The Respondents

Respondents to this survey were asked a series of questions about demographic characteristics, the amount and types of land they own, and their general views about owning land. Their responses are reported below.

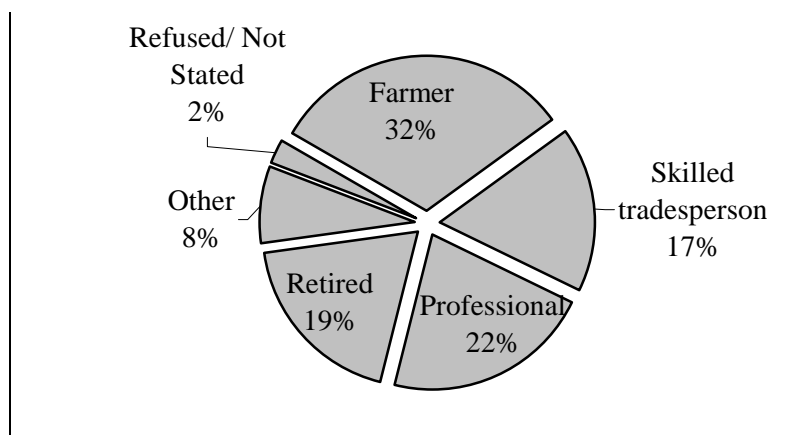
Profile of Respondents

A total of **249** respondents replied to the survey. They told interviewers about their occupation, the length of time in that occupation, as well as their average household income and age.

Occupation (Questions 2G and 3G)

Nearly one-third of respondents reported their occupation was farming (Figure 1). Another one-fifth answered that their occupation was “professional,” such as teacher, lawyer, or engineer. Furthermore, an additional 20% of the respondents were retired.

Figure 1 - Occupation of Respondents



In addition, respondents have extensive experience in their occupations. One-quarter have been in their occupation between 10 and 19 years; another nearly 20% have between 20 and 29 years in their occupations (Table 1).

Table 1 – Numbers of Years in Occupation

Length of Time	% of Respondents
Less than 10 years	14%
10-19	25
20-29	18
30-39	14
40+	8
Refused / Don't Know / Not Stated	21
	n = 249

Household Income (Questions 4G and 5G)

Overall, respondents reported an average household income of nearly \$58,000. Almost two-thirds of the respondents obtained little if any of their income from farming activities (Table 2). Conversely, almost one-fifth (16%) of respondents reported that all or most of their income is derived from the land they own. An additional 12% of respondents reported that about half is derived from the land.

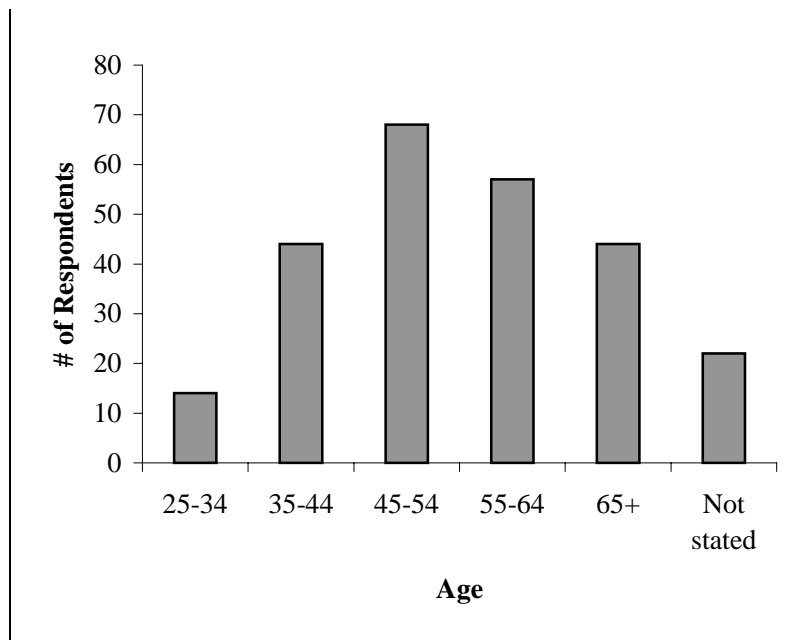
Table 2 – Household Income

Income	% of Respondents
Under \$10,000	1%
Under \$20,000	4
Under \$30,000	9
Under \$40,000	12
Under \$50,000	8
Under \$60,000	9
Under \$70,000	4
Under \$80,000	3
Under \$90,000	2
Under \$100,000	6
Under \$150,000	4
\$150,000 and over	3
Refused/ Don't Know/ Not Stated	33
	n = 249

Age of Respondents (Question 1G)

On average, respondents in South-Western and South-Central Ontario were 55 years old, with the largest proportion falling between 45 and 64 years (Figure 2).

Figure 2 - Age of Respondents



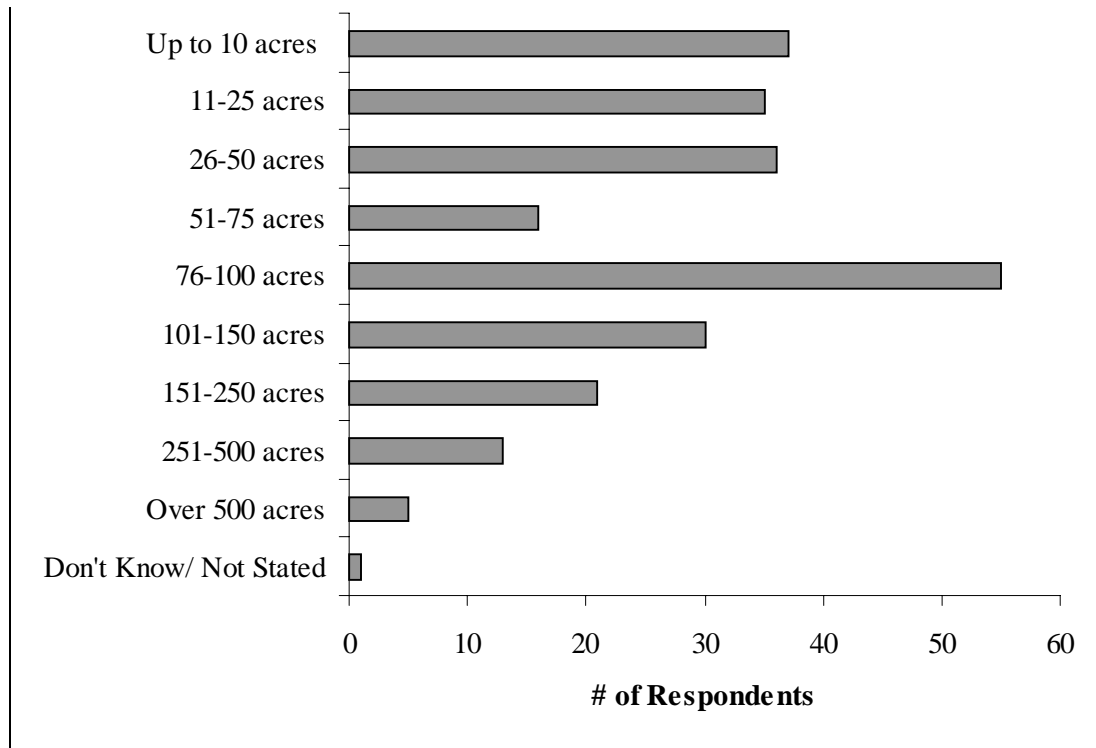
Profile of Land Ownership

In addition to questions about respondents' demographic characteristics, respondents answered several questions about how much land they own and what they do with that land.

Amount of Land Owned (Question 6S)

Respondents indicated the size of land they owned. All respondents of this survey owned, as a minimum, more than 10 acres of rural land. On average, respondents owned just over 100 acres, with the largest proportion owning 76-100 acres (Figure 3). However, when those landowners with over 500 acres ($n = 5$) are excluded from the sample, the average amount of land owned drops to 91 acres. Similarly, when landowners with over 250 acres ($n = 18$) are excluded, the average equals 75 acres.

Figure 3 - Amount of Land Owned



Length of Time Owned (Question 5S)

Respondents also indicated in what year they purchased their land. On average, respondents have owned their land for 20 years (Table 3).

Table 3 - Number of Years Land Owned

Length of Time	% of Respondents
Less than 3 years	7%
4-8	15
9-13	13
14-18	15
19-23	13
24-33	16
34-43	10
More than 44	6
Don't Know/ Not Stated	4
	n = 249
Average length of ownership	20 years

Amount of Land in Various Uses (Questions 2L to 6L)

All 249 respondents were asked about the types of land uses on their property – wooded, farm fields, open for grazing/ pasture, idle land, and areas with water (Table 4). Nearly nine in ten respondents reported having land at least partially covered with woodlots. Of those respondents, the average numbers of acres of wooded land equalled over 50 acres. Almost one-quarter of respondents with woodlots produced products or provided services from the trees, with the most common product being firewood.

Over six in ten respondents reported having farmed land within their property, with the average farmed land equal to over 80 acres. Of those 153 respondents with farmed land, over one-third described their operation as a grain farm. Almost four in ten respondents indicated that they had land left open as pasture or grazing land. On average, respondents with open pasture or grazing land reported having over 30 acres as pasture or grazing land.

Table 4 - Types and Amounts of Land Owned by Respondents in Different Uses

Type of Land Use	% of Respondents With Type of Land Use	Average Acreage	Range of Acreage
Blocks of trees	86%	52 acres	1-8000 acres
Farm	61	81	2-850
Pasture/grazing	39	32	1-300
Idle land	38	18	1-225
Wetlands, streams, or aquatic areas	58	10	1-400
n = 249			

Almost four in ten respondents reported having land left open as idle land, with an average area of over 18 acres. Finally, almost six in ten respondents reported having wetlands, streams, or other aquatic areas on their land. The average amount of land owned in this form was equal to almost 10 acres.

Productivity of Land (Question 1L)

Of those who owned land that could be or was used to produce crops, respondents were asked to identify what level of productivity that land might be (Table 5). They rated the land in terms of good or high productivity (Class 1 or 2 farmland); medium productivity (Class 3 or 4 farmland) and low productivity (Class 5 or higher farmland).

Almost 75% of respondents reported owning some land that they would classify as good or high productivity; the average amount of acres of good or high productivity land that these respondents reported was equal to 64 acres. While over half of respondents reported owning medium and low productivity land, the average acreage owned was considerably lower than good / high productivity land, at 16 and 24 acres respectively.

Table 5 - Productivity of land used for crops

Productivity Level	% of Respondents	Average Acreage
Good or high productivity	75%	64 acres
Medium productivity	53	16
Poor or low productivity	60	24
	n = 249	

Attitudes and Behaviours (Question 1A)

In addition to asking survey participants about the amounts and types of land they had, they responded to various questions regarding their attitudes and behaviours for planting trees on their land (Table 6). Respondents were asked to indicate their level of agreement or disagreement to 19 statements about why they might plant trees. The subject matter of the statements includes such ideas as planting trees for environmental reasons, for participating in outdoor activities, and as an investment. Similar research in Michigan showed that these types of reasons for owning land are important to land owners there (Erickson, et. al 2002)

Also included in these 19 statements were general questions about their civic-mindedness, since this variable is often related to people's participation in environmental decision making and environmental protection programs (Dahl, 1961). Finally, two statements related specifically to their views about carbon sequestering.

Based on the average responses, rated on a 4 point scale (where 1 equals strongly disagree and 4 equals strongly agree), respondents were most interested in tree planting on their land because of its aesthetic and environmental benefits. Survey participants' mean responses to six of the seven statements on environmental and aesthetic aspects of tree planting were all above 3 (Table 6). The overall average for these seven items was 3.3, suggesting that respondents agreed to strongly-agreed with environmental and aesthetic reasons as reasons to plant trees.

Table 6 – Level of Agreement with Reasons for Planting Trees

Attitudinal and Behavioural Statements	Average Level of Agreement *
Aesthetic / Environment	
It is important to plant trees that are native to my area	3.6
Woodlots are peaceful places for solitary walks and personal reflection	3.5
My property is important as a place for my heirs	3.4
Planting trees is a good way for me to encourage desirable wildlife on my property	3.4
Planting trees allows me to participate in outdoor activities such as cross-country skiing or hiking on my property	3.0
Planting trees enhances the spiritual value of my land	3.0
Planting trees on my property helps me to better enjoy the view from my house	2.9
Community Service	
I enjoy participating in activities that benefit my neighbours	3.1
I am interested in volunteering my time for community services.	2.9
I would be better motivated to plant trees on my land if I were recognized and praised by my neighbours.	1.9
Funding	
If other people, companies or organizations received funding to plant trees, I would expect to receive funding too	3.2
Water Quality	
Planting trees helps me to improve water quality on my property	3.1
Enhancement of Property Value	
Planting trees enhances my property value	2.9
Investment	
Planting trees offers a retirement savings plan for the future	2.7
I would sell all or part of my land to a housing developer for the right price	1.7
Carbon Sequestration	
Reducing the effects of climate change and global warming is a key reason for why I would plant trees on my property.	2.5
Selling carbon credits is an important reason to plant trees.	2.3
Fast-Growing Species	
I prefer planting species of trees that are naturally fast-growing.	2.4
Hunting / Trapping	
Planting trees improves my land for hunting or trapping.	2.3

* Scale: 1 = strongly disagree and 4 = strongly agree

Respondents also indicated they enjoyed participating in activities with their neighbours (mean = 3.2 out of 4). On the other hand, they were less interested in the economic aspects of planting trees, such as to enhance the value of their property (mean = 2.9 out of 4). Similarly, respondents somewhat disagreed about selling their property to developers for “the right price” (mean = 1.7 out of 4).

Past and Future Tree Planting Practices

In addition to asking respondents about their land, respondents answered questions about tree planting practices on their lands. They responded to questions regarding both past practices and anticipated future activities. These responses are described below.

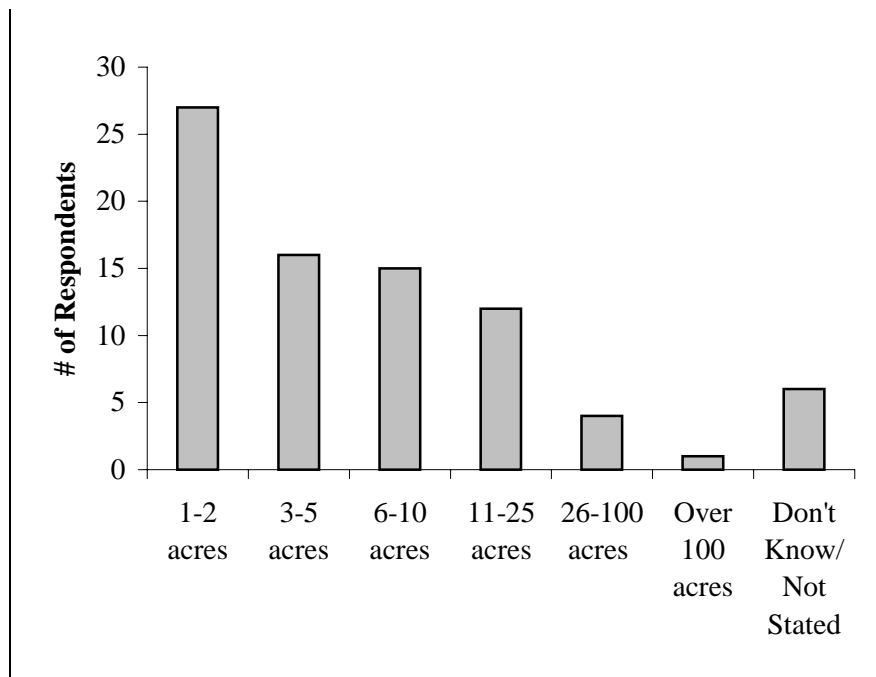
Planting During the Past 12 Years (Question 7L and 10Lb)

Respondents were asked whether, during the past 12 years, they had planted blocks of trees on areas that had been bare of forest cover before 1990. One-third of all respondents (n = 81) reported that they had planted trees in the last 12 years. Of those who planted, approximately 20% (n = 16) reported receiving a grant or subsidy.

Number of Acres Planted in the Past 12 Years (Question 9L)

Of the 81 respondents who had planted trees in the past 12 years, the average number of acres planted during that period was equal to just over 11 acres (Figure 4). The majority of respondents had planted fewer than 5 acres.

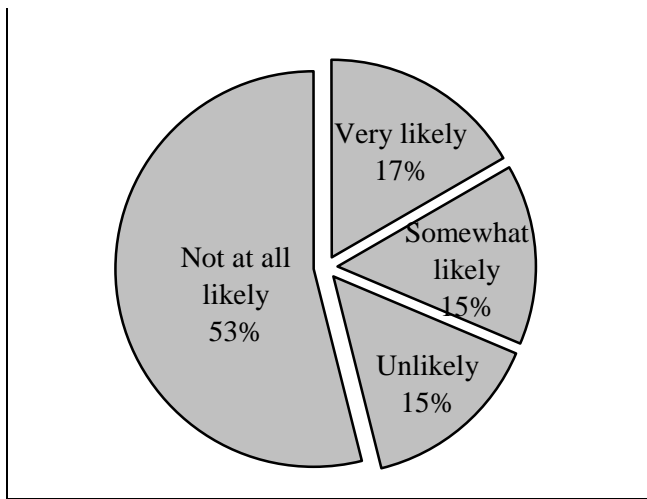
Figure 4 - Number of Acres Planted in Past 12 Years



Planting in the Next 5 Years (Question 1F)

In addition to asking survey participants about their past planting, the interviewers asked them whether they intended to plant in the future. This question was directed at those respondents with land left open. Of these 102 respondents, over half (n = 55) indicated they were not at all likely to plant in the next five years (Figure 5). Furthermore, combining this finding with the finding related to past planting, the percentage who have idle land are less likely to plant in the next five years than they have been in the past. As described in the next section those who intend to plant in the future are most likely to plant for aesthetic or environmental reasons. Perhaps they are less likely to plant in the next five years because they are already satisfied with the aesthetic appearance of their land.

Figure 5 - Likelihood of Planting Trees in Next 5 Years



However, to be consistent with other surveys being conducted, only those who had land that they classified as idle were asked about their future intentions to plant. Therefore, it may be that land owners without idle land but with other land uses, such as sparse woods, or farmland, are more likely to plant. The responses of these landowners were not captured here.

Number of Acres Intending to Plant (Question 4F)

The 32 respondents who are intending to plant within the next 5 years reported 6.8 acres as the average number of acres they intend to plant.

Reasons for Planting (Question 10L and 5F)

Those survey participants who had planted trees in the past 12 years (n = 81) or intended to plant in the future (n = 33) were asked about why they planted or intended to plant (Table 7).

For those who had planted in the past (n = 81), the most common reason for planting was to improve the aesthetics of their property, with over 4 in 10 respondents indicating this response.

Three other reasons were also quite common for those survey respondents who had planted in the past: (1) planting to provide wildlife habitat, (2) planting to provide shelterbelts or wind protection, and (3) planting to improve soil and water quality. For each of these reasons, one-quarter to one-third of respondents mentioned these as important.

These reasons appear consistent with the findings in the section on “Attitudes and Behaviours” above, where the highest mean scores for planting trees revolved around aesthetics and the environment. Those who planted in the past were less likely to indicate that production oriented reasons, such as planting trees for fire wood or to harvest Christmas trees were important.

Table 7 – Reasons for Planting Trees in the Past and the Future

Reasons for Planting	% of Respondents	
	During Past 12 Years	Within Next 5 Years
Aesthetics	41%	31%
Conservation and wildlife habitat	32	41
Shelterbelts (wind protection)	27	28
Improve water and soil quality	25	19
Offers a place for recreation and solitude	23	19
Reduce rate of climate change/global warming	9	25
Recreation	9	16
Firewood	6	6
Commercial wood supply	5	9
Christmas trees	4	3
Sugar bush / maple syrup	4	3
	n = 81	n = 32

A slightly different pattern of the important reasons to plant emerges for those 32 respondents who intended to plant in the future. For these respondents, the most

important reason to plant was to provide wildlife habitat, with over 4 in 10 mentioning this reason. The next three most common reasons were, respectively: for aesthetics (just under 1/3 of respondents), for shelterbelts/ windbreaks (just over 1/4 of respondents) and to reduce global warming (1/4 of respondents). Similar to those who planted trees in the past, production reasons, such as for firewood or maple syrup, were not common reasons for planting.

Reasons for Not Planting (Question 8L and 2F)

The 66% of survey participants (n = 165) who did not plant trees were asked to identify the reasons why had they not planted trees. For those who had not planted in the last 12 years, the most common response to this question was that their land was already covered with trees, followed by the response that the land was already being used for other purposes (Table 8).

For those who did not intend to plant in the future, the most common reason for not planting is that their land was already covered with trees. The next most common reasons for not planning to plant in the future were that it takes too much time/ effort and that the landowner did not have the land with the right kinds of space or soil productivity.

Table 8 – Reasons for Not Planting Trees in the Past and the Future

Reasons for Not Planting	% of Respondents	
	During Past 12 Years	Within Next 5 Years
Enough of my land is already covered in trees	36%	49 %
Land was being used for other purposes	30	9
Too much time or effort to plant/other priorities	18	16
Not enough space / right kinds of soil productivity	15	11
Too much time or effort to care for	7	4
Planting trees is too costly / no funding to plant	7	6
Not sure which types of trees would be best	3	3
Not sure how to select best place to plant	1	1
Don't Know/ Not Stated	8	11
	n = 165	n = 70

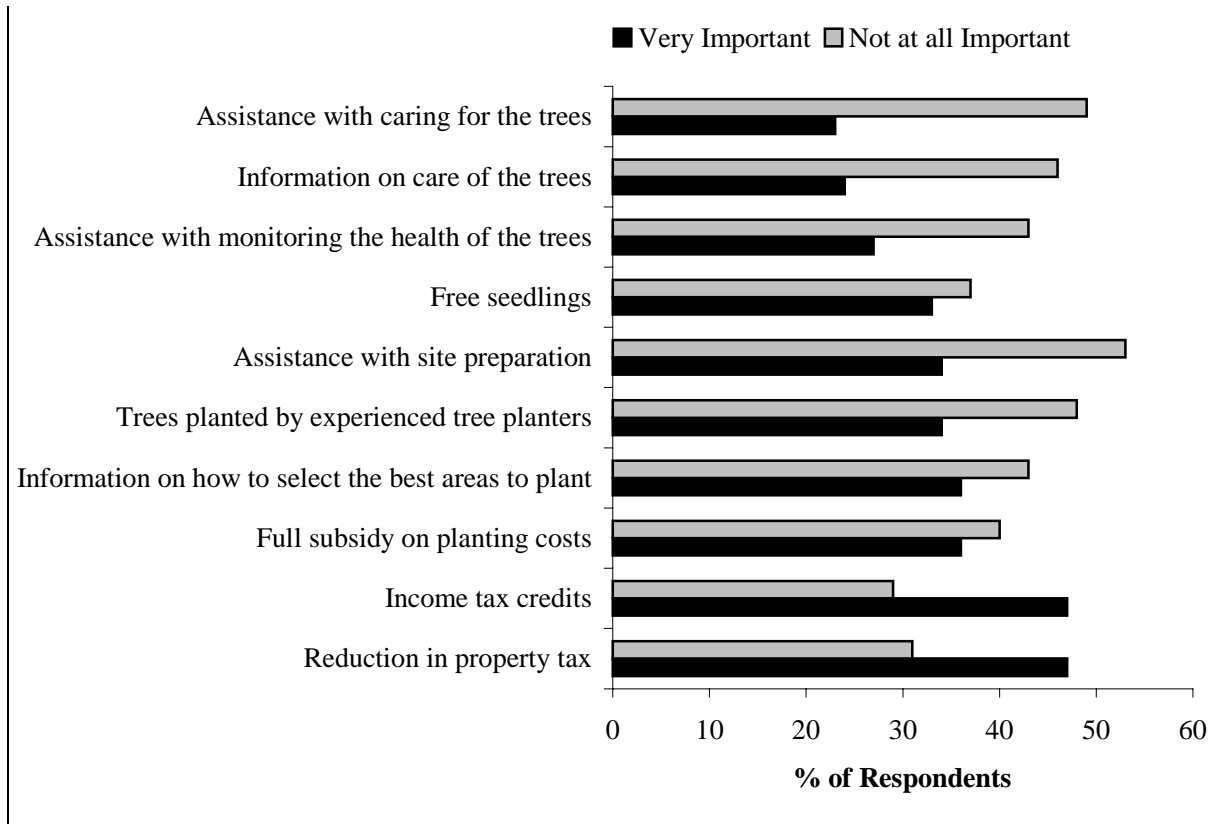
Incentives to Encourage Planting (Question 3F)

Given that a large proportion of the sample did not indicate they were likely to plant trees in the future, another question asked those respondents (n = 70) what types of incentives might encourage them to plant trees.

In contrast to their attitudes towards planting trees, which focused around environmental and aesthetic reasons, land owners were most interested in the financial incentives that might be provided (Figure 6). Nearly five in ten respondents indicated that reducing property tax and getting income tax credits would encourage them to plant. Nearly 4 in 10 would like to see subsidies on planting costs as well as information on how to select the best areas to plant.

Technical assistance with caring for the trees and with site preparation were the least likely incentives to encourage tree planting.

Figure 6 - Importance of Incentives to Encourage Planting



Tree Planting Program

As described above, a major purpose of this telephone survey was to better understand whether rural landowners would be interested in participating in a tree planting program specifically geared to them. The last section of this report describes their levels of interest in such a program.

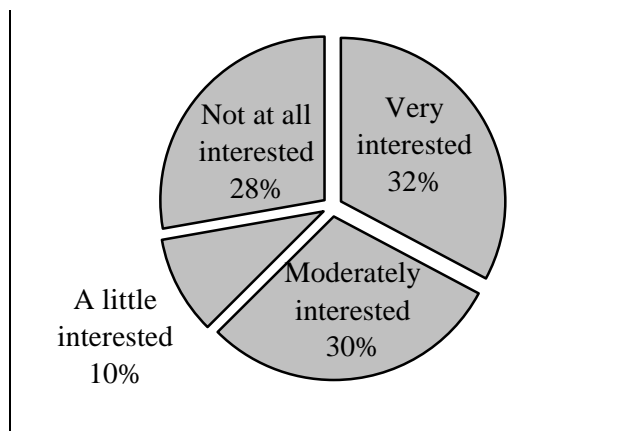
Interest in Tree Planting Program (Question 1P)

Respondents who had land left open (n = 101) were asked whether they would be interested in participating in a program for planting trees. During the phone interview, this program was described as follows:

The purpose of the program would be to help reduce the effects of climate change by promoting tree planting on private property across Canada. By planting trees on rural land, such a program would help to achieve Canada's targets to reduce greenhouse gas emissions as part of the Kyoto Protocol. At the same time, the program would aim to meet the objectives of landowners.

Survey participants were first asked their level of interest in a potential tree planting program. As shown in Figure 7, one-third of respondents were very interested in such a program, and another nearly 1/3 were moderately interested. However, nearly 1/3 were also not at all interested.

Figure 7 - Interest in Tree Planting Program



These findings are consistent with the results of the question which asked respondents whether they would be more inclined to plant trees if they discovered that the net profit of planting trees (Question 8P) was equal to the net profit of agricultural crops. Nearly two-thirds of respondents (n = 249) reported being inclined to plant trees if they received a net profit.

Reasons for Not Participating in Program (Question 4P)

Respondents who reported that they were not at all interested (n = 28) in participating in this program were asked to explain why. As Table 9 shows, just over half indicated they were not interested because their land was already covered with trees. Furthermore, nearly 20% indicated their land was either used for other purposes or that planting required too much time or effort.

Table 9 – Reasons to Not Participate In the Program

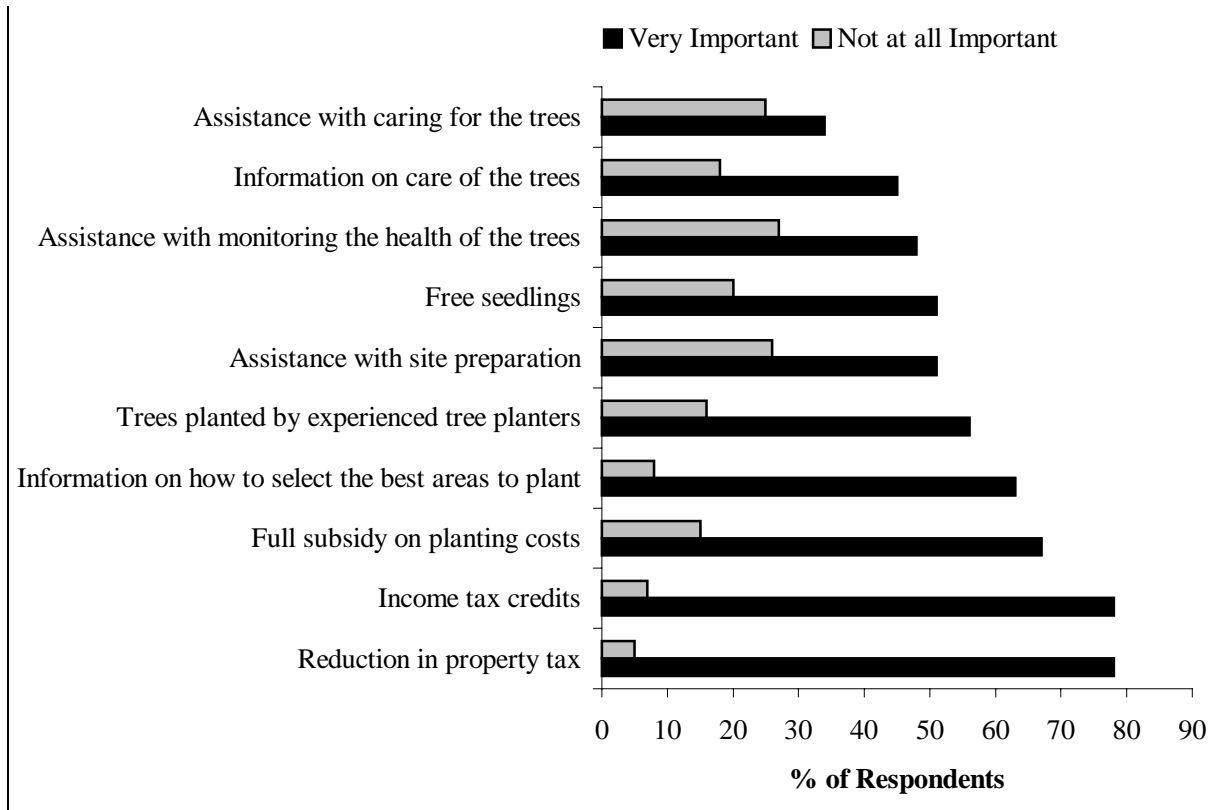
Reasons	% of Respondents
Enough of my land is already covered in trees	54%
Land was being used for other purposes	18
Too much time or effort to plant/other priorities	18
Not enough space/ right kinds of soil productivity	14
Too much time or effort to care for	7
Planting trees is too costly / no funding to plant	4
Don't Know/ Not Stated	18
	n = 28

Incentives to Encourage Participation in a Tree Planting Program (Question 2P)

Those respondents who were at least a little interested in a pilot program (n = 73) were asked about incentives that would encourage their participation in the program (Figure 8). Over three-quarters of respondents wanted reduced property taxes or income tax credits to entice their participation. Two-thirds mentioned a full subsidy on planting costs to encourage their participation; similarly, nearly two-thirds mentioned free seedlings as a very important incentive. Only one-third felt that technical assistance with monitoring the health of the trees was a very important incentive.

Similar to incentives for encouraging future planting, approximately one-quarter of respondents felt that technical assistance with site preparation and caring for the trees, as well as trees planted by experienced planters, were not at all important.

Figure 8 - Importance of Incentives to Encourage Participation in Pilot Program



Number of Acres to Plant as Part of Program (Question 3P)

Those respondents who had idle or open land and were at least a little interested in the pilot program were asked how many acres of land at various levels of productivity they would consider planting (Table 10). Regardless of productivity level, approximately one-third of respondents indicated they had an average of about 3 acres of land they would consider planting as part of the pilot program.

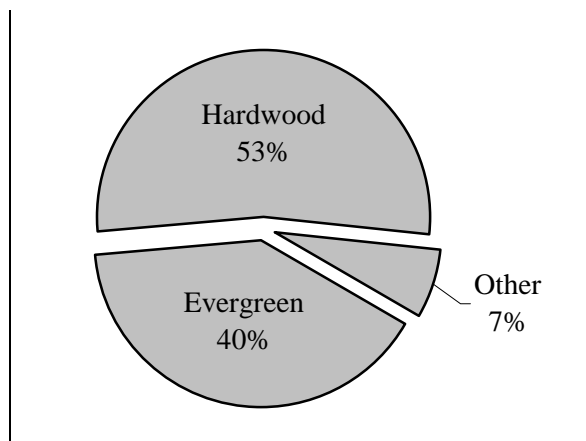
As mentioned above, respondents have on average 18 acres of idle land. Combining the findings regarding average amount of idle land, and the average amount available for planting as part of the program suggests that survey participants are interested in planting only a small portion of their idle land. Perhaps respondents are interested in leaving their land idle or not covering it fully with trees. Indeed, extensive research has shown that people prefer savannah like landscapes (Kaplan and Kaplan,1989;Kaplan et.al,1998).

Table 10 - Productivity of Land Available for Planting as Part of a Pilot Program

Productivity Level	% of Respondents	Average Acreage	Range of Acreage
Good or high productivity	34%	3.2 acres	1-40 acres
Medium productivity	33	3.1	1-40
Poor or low productivity	34	3.7	1-50
	n = 73		

When asked about preference for planting certain species of trees (Question 6P), nearly 7 in 10 respondents (n = 249) indicated that they did have a preference. Of those who did have a preference, a slightly greater number indicated a preference for hardwood species (Figure 9). Of the 7% who mentioned “other” one person said their preference was to plant both evergreens and hardwoods. Several others mentioned specific species of either softwoods (Christmas trees, white or red pines, conifers, spruce, pine). The remaining respondents who indicated “other” (n=4) said either “fruit trees,” or “white ash” or “anything besides cedar.”

Figure 9 - Preference for Species of Tree to Plant



Confidence in Organization to Deliver Pilot Program (Question 5P)

Administration of this program may be more or less effective depending upon who operates the program. Respondents were asked their level of confidence in organizations that could potentially deliver the program. Woodlot owner associations and conservation authorities received respondents’ highest mean scores of confidence, while governments at all levels received medium levels of confidence, and industry received the lowest levels of confidence (Table 11).

Table 11 - Confidence in Different Organizations to Deliver the Pilot Program

Organization	Average Level of Confidence*
Woodlot or forestry associations	3.2
Conservation Authorities and other delivery agencies	3.1
Non-governmental organizations	2.7
Small private sector operations	2.5
Provincial Government or its agencies	2.4
Municipal Government or its agencies	2.3
Federal Government or its agencies	2.3
Large industries	1.9
	n = 114

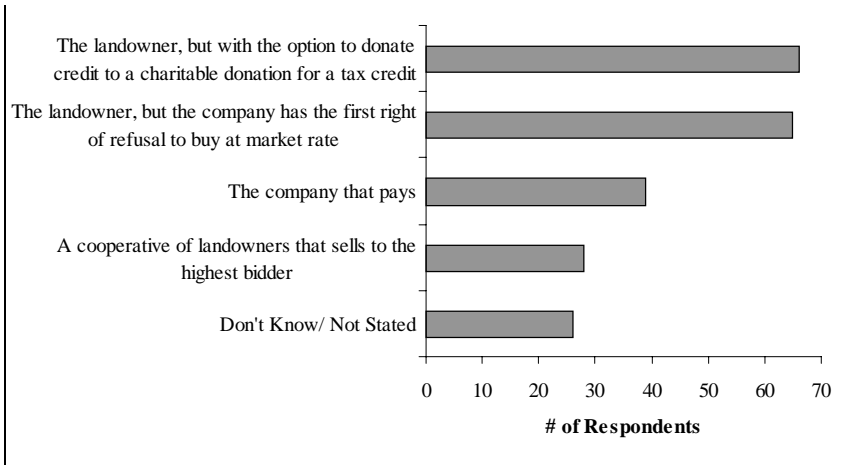
* Scale: 1 = no confidence and 4 = a lot of confidence

Interest in Selling Carbon Credits (Question 7P)

Respondents were asked about their interest in selling carbon credits to industry as part of the pilot program. Over half (57%) of respondents reported being interested in selling carbon credits as part of a pilot program (n = 224).

Respondents were also asked who should own the carbon credits if industries provide the funding to plant trees on private properties (Figure 10). A majority of respondents (59%) indicated that the landowner should own the credits, and either have option to donate the credit to a charitable donation for a tax credit, or the company should have the first right of refusal to buy the credits at market rate.

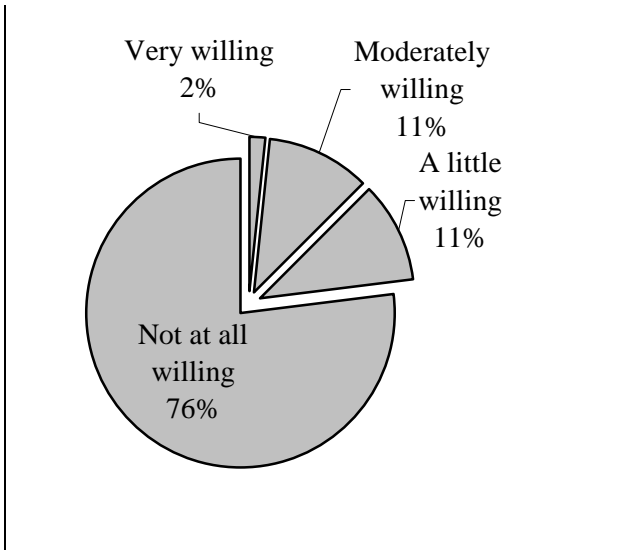
Figure 10 – Ownership of Carbon Credits



Willingness to Lease Open or Idle Land for 20 Years (Question 9P)

Another aspect of the economics of the program was whether survey respondents would be willing to lease their land over 20 years to grow trees. More than three-quarters of respondents indicated they were *not at all* willing to lease their land. (Figure 11)

Figure 11 - Willingness to Lease Land for 20 Years



Of those who were at least a little willing to lease their land (n=26), approximately one-third indicated they would lease their good or high productivity land for on average about \$100 per acre (Table 12).

Table 12 – Average Price Per Acre and Average Acreage of Land Considered for Lease

Productivity Level	# of Respondents	Average \$ per Acre*	Average Acreage*
Good or high productivity	8	\$98 (\$0-500)	45 acres (3-150)
Medium productivity	9	\$61 (\$0-500)	34 (1-97)
Poor or low productivity	6	\$30 (\$0-250)	5 (5-10)
	n = 26		

* Range of responses shown in brackets

Appendix A - Methodology

Purpose of the survey

The purpose of this survey was to gather information on rural land owners' interest and potential participation in a proposed tree planting or afforestation initiative.

Developing the survey questions

Environics Research Group ("Environics") previously developed a survey instrument for a related survey of landowners across Canada. HSA used this survey as a basis for this study, and then identified questions specific to afforestation. CFS and EOMF prepared additional questions related to FAACS in order to identify more detailed information related to this program.

HSA worked with CFS and EOMF to revise the wording and ordering of the questions to ensure that the survey was clear and easy to understand. HSA also identified and calculated statistical tests to determine relationships among variables that focused on characteristics of the wood lots that participants' owned, land owners' interest in afforestation, and specifically an afforestation effort that would address carbon sequestering, as well as their motivations for owning land.

Determining the survey population

Two surveys were conducted for this project – one that covered land owners in South-central and South-western Ontario, and one for land owners in Eastern Ontario. (The results from Eastern Ontario are available in a companion report). We used the following methodology to draw the survey sample:

1. Identify the boundaries of South-western and South-central Ontario
2. Determine the counties within the survey area that have the potential for afforestation
3. Prepare a list of rural landowners within counties that have the potential for afforestation
4. Randomly choose landowners within these areas

These three steps are explained in detail below.

1. Identify the boundaries of south-western and south-central Ontario

The basis for defining the boundaries of south-western and south-central Ontario was the survey districts that Environics Research Group used in conducting a similar survey of landowners in 2000. These survey districts are shown in Figure 9. Using similar districts will allow some level of comparative analysis between the Environics survey results and the results of the surveys currently underway for the Canadian Forest Service and the Eastern Ontario Model Forest.

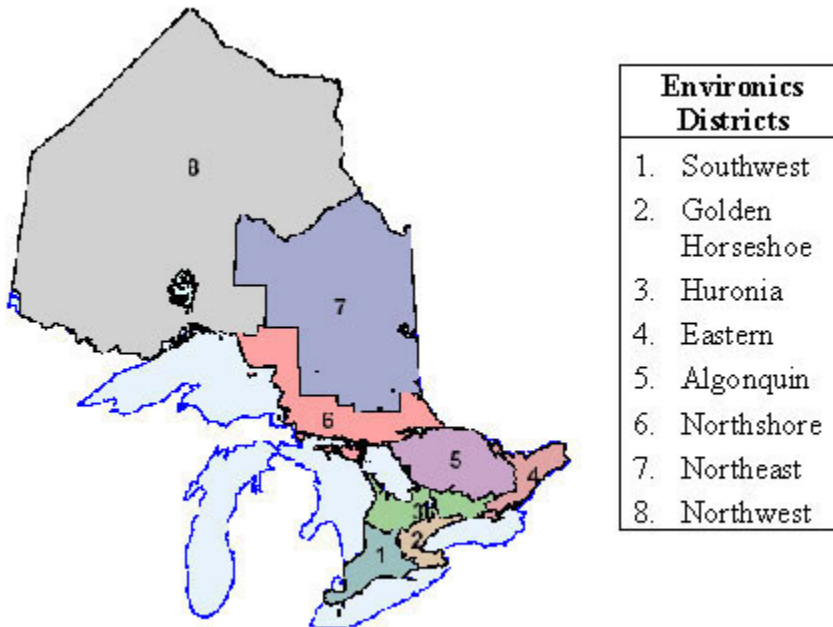


Figure 12: Map of Environics Survey Districts

For the purposes of this survey, we used the same districts for South-western Ontario as those used by Environics, shown on Figure 1 as District 1. We defined South-central Ontario as a combination of districts identified by Environics as Golden Horseshoe, Huronia, and Algonquin (districts 2, 3, and 5 respectively). Manitoulin Island, which is part of the district entitled Northshore (district 6), was also included as part of South-central Ontario.

2. Determine the counties within each survey area that have the potential for afforestation

We identified those counties that have the potential for afforestation by using a map prepared by the Ministry of Natural Resources in 2000 entitled “Afforestation Potential for Southern Ontario”. This map indicates areas with high potential for afforestation, such as abandoned fields or pastures, in red. Areas with low potential for afforestation,

including croplands, are shown in yellow. It also shows other classes of land that have limited potential for afforestation, including areas that are already forested, wetlands, bedrock and sand, and developed lands

For the purposes of this survey, we defined counties with a high potential for afforestation as those with a minimum of one-quarter of the landmass identified as abandoned fields or pastures. The counties that met this criterion within South-western and South-central Ontario are listed below.

- Dufferin
- Grey
- Haldimand
- Manitoulin Island
- Peterborough
- Simcoe
- Wellington

3. Prepare a list of rural landowners within counties that have the potential for afforestation

Based on the information collected during the first two steps of this methodology, we proceeded to use entries from the phone directory to identify rural landowners within the appropriate counties listed above. We identified approximately 8500 potential survey respondents within South-Central and South-Western Ontario.

4. Randomly choose landowners within these areas

Once the potential survey respondents were identified, we randomly chose a sample of 249 to survey. This number was chosen as it provided 95% confidence level.

Administering the survey

Data were collected through the telephone, during an interview which lasted about 20 minutes. Approximately 650 respondents refused to participate or did not meet the requirements of the survey (i.e., owning a minimum of 10 acres of land).

Before the survey was administered to all 249 participants, we conducted a “trial” with 5 participants. As a result of the pilot, we adjusted the questionnaire to delete or modify confusing questions.

Data analysis

Most questions on the survey asked respondents to reply to either yes-no questions, give numbers (e.g., numbers of acres), or react to statements to indicate their level of interest or degree of agreement. The emphasis of the analysis was to examine those who planted in the past, those who were most likely to plant in the future and those who were most interested in the potential pilot program.

The data were analyzed using the statistical software, Statistical Package for the Social Sciences. The majority of the analysis consisted of producing frequency distributions and calculating means and ranges for the responses. In some cases we also compared sub-groupings to see if there were differences across the groups. For example, we looked at whether those who had planted in the past were significantly related to those who intended to plant in the future. In examining those who were interested in tree planting or the carbon sequestering program, cross tabs and t-tests were also calculated. In cases where we examined the relationships between two questions (e.g., length of ownership and likelihood of planting), we have reported only those relationships which are statistically significant ($p \leq .05$). Those relationships which are not statistically significant would not be presented in the description of the results.

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Appendix B – Survey Questions

Background

The telephone survey consisted of five major sections. First in the survey were questions regarding the property that respondents owned, such as numbers of acres and types of productivity of the land. Respondents were then asked several questions about their past planting practices, including how much land they had planted, and reasons for planting. In the third section of the telephone survey respondents were asked about their intentions to plant in the future. This section included questions about their future likelihood of planting, reasons for planting or not planting and incentives that might entice them to plant.

Another section of the survey asked respondents specifically about their interest in a pilot program that would encourage tree planting as a way to help Canada achieve its commitments to reducing global warming. Similar to the questions on intentions to plant in the future, this segment included questions about reasons for being or not interested in the program, as well as types and amounts of land that might be planted. This section also included questions regarding the economic aspects of trees as providers of carbon credits. Another section of the telephone survey asked respondents about their general reasons for owning their property and miscellaneous demographic questions, such as profession.

The Questions

- 1S **Hello, my name is _____ and I am calling from Hardy Stevenson and Associates on behalf of the Canadian Forest Service. We are talking to landowners in Ontario regarding planting trees to reduce the effects of climate change. This survey will take approximately 20 minutes to complete. Our results will be used to help develop a planting program to benefit rural landowners and the country. Is this a good time to speak with you?**
- 01 - Yes
02 - No (ASK IF ANOTHER TIME IS BETTER)
- 2S Do you or does someone in your household own rural land, that is, land outside a town or village?
- 01 - Yes
02 - No TERMINATE INTERVIEW
- 3S Does this land consist of ten acres or more, or of 4 hectares or more?
- 01 - Yes
02 - No TERMINATE INTERVIEW

4S a) Are you one of the people responsible for making the long-term management decisions regarding this land?

- 01 – Yes, own and manage day-to-day
- 02 – Yes, own but rent most/all of it
- 03 – No, don't make decisions

For all the questions I'm about to ask you, please remember that we also want to know about what's happening on land that you own but rent out to someone else, even if you're not the person making the decisions about how the rented land is managed

b) May I please speak with one of the people responsible for making the long-term management decisions on the land?

- 01 – Yes
- 02 – No
- 03 – No, decision-maker not at this number

c) Would you mind giving me his or her first name and telephone number?

- 01 – SPECIFY _____
- 02 – No

5S In what year did you first become the owner of your land? (If more than one land holding, ask about the **property that is over 10 acres or 4 hectares that the respondent has owned the longest**)

- 01 – SPECIFY ACTUAL YEAR _____

6S How many acres [hectares] in total of rural property do you own?

- 01 – SPECIFY _____ acres
- 02 – SPECIFY _____ hectares

1L If you were to rate the soil productivity of the land you own, in terms of its ability to produce crops that are traditionally grown in your area, how many acres [hectares] would be classified as ...

a) good or high productivity? (example, Class 1 or 2 farmland)

- 01 – none
- 02 – SPECIFY _____ acres
- 03 – SPECIFY _____ hectares
- 04 - SPECIFY _____ %

b) medium productivity (example, Class 3 or 4 farmland)

- 01 – none
- 02 – SPECIFY _____ acres
- 03 – SPECIFY _____ hectares
- 04 - SPECIFY _____ %

c) poor or low productivity (example, Class 5 or higher farmland)

- 01 – none
- 02 – SPECIFY _____ acres
- 03 – SPECIFY _____ hectares
- 04 - SPECIFY _____ %

2L

a) Currently, is any of the land that you own or rent to others covered with woodlots or blocks of trees? [NOTE – includes sugar bushes and plantations that are not Christmas trees]

- 01 – Yes
- 02 – No land covered with blocks of trees?

b) Are the trees on your land used to produce / sell any products or provide any services?

- 01 - Yes
- 02 - No

c) What products or services do you provide?

- 01 - Maple syrup
- 02 - Firewood
- 03 - Lumber
- 04 - Fruit and nuts
- 05 - Medicines
- 06 - Crafts
- 07 - Tours
- 08 - Trails
- 09 - Education
- 98 - Other (specify) _____

d) How many acres [hectares] are covered with blocks of trees?

- 01 – SPECIFY _____ acres
- 02 – SPECIFY _____ hectares
- 03 - SPECIFY _____ percentage of land

- 3L a) Currently, is any of your land being farmed? 01 – Yes
02 – No
- b) Which of the following commodity groups best describes the farm operation on your property?
01 – beef
02 – hogs, veal, mutton or lamb
03 – dairy
04 – grain (includes oil seed)
05 – forage
06 – horticulture
VOLUNTEERED
98 – Other SPECIFY _____
07 – N/A, do not farm
08 – land is rented out to someone else
- c) In total, how many acres [hectares] are used to produce commodities? [NOTE – Remember this includes Christmas trees and apple orchards]
01 – SPECIFY _____ acres
02 – SPECIFY _____ hectares
03 - SPECIFY _____ percentage of land
- 4L a) Currently, is any of your land left open as pasture or grazing land? 01 – Yes
02 – No
- b) How many acres [hectares] are left open as pasture or grazing land?
01 – SPECIFY _____ acres
02 – SPECIFY _____ hectares
03 - SPECIFY _____ percentage of land
- 5L a) Not counting any wetland you might own, is any of your land left open as idle land? 01 – Yes
02 – No
- b) Not counting wetlands, how many acres [hectares] of your land are left open as idle land?
01 – SPECIFY _____ acres
02 – SPECIFY _____ hectares
03 - SPECIFY _____ percentage of land

- 6L a) Currently, are there any wetlands, streams, or other aquatic areas on your land? 01 – Yes
02 – No
- b) How many acres [hectares] are wetlands, streams, or other aquatic areas? 01 – SPECIFY _____ acres
02 – SPECIFY _____ hectares
03 - SPECIFY _____ percentage of land
- 7L During the past 12 years, did you plant blocks of trees on areas that had been bare of forest cover before 1990? 01 – Yes
02 – No
- 8L a) For what reasons did you NOT plant trees during the past 12 years? 01 - Too much time or effort to plant/ other priorities
02 - Too much time or effort to care for
03 - Not sure how to select best place to plant
04 - Not sure which types of trees would be best
05 - Enough of my land is already covered in trees
06 - Not enough space/ right kinds of soil productivity
07 - Planting trees is too costly / did not receive funding to plant
08 - Land was being used for other purposes ... (SPECIFY the purpose)
- 9L How many acres [hectares] in total did you plant during the past 12 years? 01 – SPECIFY _____ acres
02 – SPECIFY _____ hectares

10L a) Why did you plant these trees?

- 01 – Aesthetics – like the look of trees
- 02 – Christmas trees
- 03 – Commercial wood supply
- 04 – Conservation and wildlife habitat
- 05 – Firewood
- 06 – Improve water and soil quality
- 07 – Recreation
- 08 – Reduce rate of climate change / global warming
- 09 – Shelterbelts (wind protection)
- 10 – Sugar bush / maple syrup
- 11 - Offers a place for recreation and solitude
- 98 – Other SPECIFY _____

b) Did you receive a grant or subsidy to plant the trees or did you pay for them out of your own pocket?

- 01 – grant or subsidy
- 02 – paid out-of-pocket
- VOLUNTEERED
- 03 – combination
- 04 - don't know
- 98 – Other SPECIFY _____

I'd now like to ask you a series of questions about FUTURE ACTIVITIES related to planting trees on your property. For these questions please keep in mind that trees take many years to grow and that you may not be able to use the planted land for other purposes for many years. However, these trees could be used to generate revenue in the future from the sale of wood and other commodities.

1F Within the NEXT five years, how likely are you to plant blocks of trees on land that has been bare of trees since 1990 (based on the following scale: *not at all likely, unlikely, somewhat likely, very likely*)?

- 01 – Not at all likely
- 02 – Unlikely
- 03 - Somewhat likely
- 04 - Very likely

2F What is the main reason you are NOT likely to plant trees within the NEXT five years?

- 01 - Too much time or effort to plant/ other priorities
- 02 - Too much time or effort to care for
- 03 - Not sure how to select best place to plant
- 04 - Not sure which types of trees would be best
- 05 - Enough of my land is already covered in trees
- 06 - Not enough space/ right kinds of soil productivity
- 07 - Planting trees is too costly / did not receive funding to plant
- 08 - Land is being used for other purposes ... (SPECIFY the purpose _____)
- 98 - Other SPECIFY _____

3F I'm going to read a list of types of support or incentives that could be offered to you to plant trees on your property. For each support or incentive, please tell me whether it would be *not important*, *somewhat important*, or *very important* in encouraging you to plant.

- 01 - Free seedlings
- 02 - Full subsidy on planting costs
- 03 - Information on how to select the best areas to plant
- 04 - Trees planted by experienced tree planters
- 05 - Assistance with site preparation (for example, plowing)
- 06 - Information on care of the trees (weeding and thinning, protecting from insects, fire)
- 07 - Assistance with caring for the trees
- 08 - Reduction in property tax
- 09 - Income tax credits
- 10 - Assistance with monitoring the health of the trees
- VOLUNTEERED
- 98 - Other SPECIFY _____

4F Approximately how many acres [hectares] are you planning to plant within the NEXT five years?

- 01 – SPECIFY _____ acres
- 02 – SPECIFY _____ hectares
- VOLUNTEERED
- 03 – None

5F What is your main reason you are considering planting trees in this area within the NEXT five years?

- 01 – Aesthetics – like the look of trees
- 02 – Christmas trees
- 03 – Commercial wood supply
- 04 – Conservation and wildlife habitat
- 05 – Firewood
- 06 – Improve water and soil quality
- 07 – Recreation
- 08 – Reduce rate of climate change / global warming
- 09 – Shelterbelts (wind protection)
- 10 – Sugar bush / maple syrup
- 11 - Offers a place for recreation and solitude
- 98 – Other SPECIFY _____

I'd like to ask you a series of questions concerning a potential program to promote tree planting on rural land. The purpose of the program would be to help reduce the effects of climate change by promoting tree planting on private property across Canada. As you are likely aware, greenhouse gases are a major contributor to climate change. As trees grow, they absorb some greenhouse gases from the atmosphere. By planting trees on rural land, such a program would help to achieve Canada's targets to reduce greenhouse gas emissions as part of the Kyoto Protocol. At the same time, the program would aim to meet the objectives of landowners.

1P How interested would you be in participating in such a program (based on the following scale: *not at all interested, a little interested, moderately interested, very interested*)?

- 01 - Not at all interested
- 02 - A little interested
- 03 - Moderately interested
- 04 - Very interested

2P What types of support or incentives would encourage you to plant trees on your property as part of this program? For each response I'm going to read out, please indicate whether it would be *not important*, *somewhat important*, or *very important*?

- 01 - Free seedlings
- 02 - Full subsidy on planting costs
- 03 - Information on how to select the best areas to plant
- 04 - Trees planted by experienced tree planters
- 05 - Assistance with site preparation (for example, plowing)
- 06 - Information on care of the trees (weeding and thinning, protecting from insects, fire)
- 07 - Assistance with caring for the trees
- 08 - Reduction in property tax
- 09 - Income tax credits
- 10 - Assistance with monitoring the health of the trees
- VOLUNTEERED
- 98 - Other SPECIFY _____

Earlier I asked you about the productivity of your land. I'd like you to think about the productivity of your open or idle land.

3P As part of this program, how many acres [hectares] of trees would you consider planting on your open land that is ...

a) high productivity?

- 01 - none
- 02 - SPECIFY _____ acres
- 03 - SPECIFY _____ hectares
- 04 - SPECIFY _____ %

b) medium productivity?

- 01 - none
- 02 - SPECIFY _____ acres
- 03 - SPECIFY _____ hectares
- 04 - SPECIFY _____ %

c) low productivity?

- 01 – none
- 02 – SPECIFY _____ acres
- 03 – SPECIFY _____ hectares
- 04 - SPECIFY _____%

4P What are the reasons that you would not consider planting trees on your property as part of this proposed program?

- 01 - Too much time or effort to plant/ other priorities
- 02 - Too much time or effort to care for
- 03 - Not sure how to select best place to plant
- 04 - Not sure which types of trees would be best
- 05 - Enough of my land is already covered in trees
- 06 - Not enough space/ right kinds of soil productivity
- 07 - Planting trees is too costly / did not receive funding to plant
- 08 - Land is being used for other purposes ... (SPECIFY the purpose _____)
- 98 - Other SPECIFY _____

5P How much confidence do you have in the following organizations to deliver this pilot program? Please answer each question using the following scale: *No confidence, Not much confidence, Some confidence, A lot of confidence*

- 01 - Non-governmental organizations
- 02 - Woodlot or forestry associations
- 03 - Conservation Authorities and other delivery agencies
- 04 - Large industries
- 05 - Small private sector operations
- 06 - Provincial Government or its agencies
- 07 - Municipal Government or its agencies
- 08 - Federal Government or its agencies

6P a) If you were to plant trees on your property, would you have a preference for the type of trees to plant?

01 - yes

02 - no

b) What type of trees would you prefer to plant?

01 - Evergreens

02 - Hardwood

03 - Other SPECIFY _____

As part of the Kyoto Protocol, companies must reduce their emissions of greenhouse gases. Companies can also buy credits from other organizations and even individuals that are helping to reduce greenhouse gases. Under the Kyoto Protocol, planted trees will be worth money as carbon credits for industries trying to meet their carbon reduction targets.

7P a) If trees were planted on your property as part of this planting program, would you be interested in selling your carbon credits?

01 - yes

02 - no

As part of this program, industries might provide the funding to plant trees on private properties.

b) If a company paid you to plant trees on your property, who should then own the carbon credits?

01 - The company that pays

02 - The landowner, but the company has the first right of refusal to buy at market rate

03 - A cooperative of landowners that sells to the highest bidder

04 - The landowner, but with the option to donate credit to a charitable donation for a tax credit

98 - Other (specify) _____

8P If, over time, you discovered that the net profit of planting trees was equal to the net profit of agricultural crops, which would you be more inclined to plant?

01 - crops

02 - trees

9P

a) How willing would you be to lease your open or idle land for 20 years, so that it could be used as a tree plantation where the trees themselves would be established, maintained and owned by someone other than yourself and then harvested at the end of the 20-year period?

- 01 - Not at all willing
- 02 - A little willing
- 03 - Moderately willing
- 04 - Very willing

b) What type of land would you be willing to lease as part of such a program?

- 01 - good productivity
- 02 - medium productivity
- 03 - low productivity

What is the MINIMUM amount of annual rent per acre [hectare] that you would require before you would consider leasing ...

c) Your high productivity land?

- 01 – SPECIFY \$ _____ per acre
- 02 – SPECIFY \$ _____ per hectare
- VOLUNTEERED
- 03 - None

d) Your medium productivity land?

- 01 – SPECIFY \$ _____ per acre
- 02 – SPECIFY \$ _____ per hectare
- VOLUNTEERED
- 03 - None

e) Your low productivity land?

- 01 – SPECIFY \$ _____ per acre
- 02 – SPECIFY \$ _____ per hectare
- VOLUNTEERED
- 03 - None

How many acres [hectares] in total, of your land would you consider leasing at this annual price for ...?

f) High productivity land

- 01 – SPECIFY _____ acres in total
- 02 – SPECIFY _____ hectares in total

g) Medium productivity land

01 – SPECIFY _____ acres in total
02 – SPECIFY _____ hectares in total

h) Low productivity land

01 – SPECIFY _____ acres in total
02 – SPECIFY _____ hectares in total

10P Which of the following is most likely to happen if, at the end of the 20 years, there was no possibility of extending the annual payments ...?

01 - you would likely harvest or clear the trees
02 - you would not likely harvest or clear the trees

1A **I would now like to ask you some general questions about planting trees and owning wooded property. For each of following statements please tell me if you *strongly agree, somewhat agree, somewhat disagree or strongly disagree.***

- a) It is important to plant trees that are native to my area.
- b) My property is important as a place for my heirs.
- c) Planting trees does not enhance my property value.
- d) If other people, companies or organizations received funding to plant trees, I would expect to receive funding too.
- e) Planting trees on my property helps me to better enjoy the view from my house.
- f) Planting trees is a good way for me to encourage desirable wildlife on my property.
- g) Woodlots are peaceful places for solitary walks and personal reflection.
- h) Planting trees allows me to participate in outdoor activities such as cross-country skiing or hiking on my property.
- i) Selling carbon credits is an important reason to plant trees.
- j) Planting trees improves my land for hunting or trapping.
- k) Planting trees enhances the spiritual value of my land.
- l) Planting trees offers a retirement savings plan for the future.
- m) I have no preference for planting species of trees that are naturally fast-growing.
- n) Planting trees helps me to improve water quality on my property.
- o) Reducing the effects of climate change and global warming is not a key reason for why I would plant trees on my property.
- p) I have no interest in volunteering my time for community services.
- q) I enjoy participating in activities that benefit my neighbours.
- r) I would be better motivated to plant trees on my land if I were to be recognized and praised by my neighbours.
- s) I would sell all or part of my land to a housing developer for the right price.

Finally, I'd like to ask you some questions about you and your household. Please be assured that all your responses will be kept entirely anonymous and absolutely confidential. Answering any or all of these questions is optional, but your assistance will greatly help us in understanding the results.

- 1G What year were you born? 01 – SPECIFY _____
- 2G What is your present occupation? [IF MORE THAN ONE, the job that generates the most income] 01 – Farmer (e.g. someone whose gross annual farm receipts are \$7,000 or more)
02 – Skilled tradesperson (e.g. welder, plumber, electrician)
03 – Professional (e.g. teacher, engineer, lawyer)
04 – Retired
NOTE: if retired farmer, code as farmer
98 – Other SPECIFY _____
- 3G For how many years have you had this occupation? 01 - number of years _____
- 4G a) For statistical purposes only, we need information about your income. Please stop me when you hear the category in which your household falls.
01 – Under \$10,000
02 - Under \$20,000
03 – Under \$30,000
04 – Under \$40,000
05 – Under \$50,000
06 – Under \$60,000
07 – Under \$70,000
08 – Under \$80,000
09 – Under \$90,000
10 – Under \$100,000
11 – Between \$100,001 and \$150,000
12 - Over \$150,000

b) Approximately, what proportion of your total household income is derived from the land or the farm that you own?

- 01 – all or most of it
- 02 – about half
- 03 – none or hardly any
- VOLUNTEERED
- 98 – Other SPECIFY _____

The Canadian Forest Service is intending to conduct a follow-up survey with landowners who have expressed an interest in participating in a pilot planting program. The purpose of this survey would be to learn more about what landowners' needs and interests are regarding such a program.

5G a) Would you be willing to take part in a follow-up mail survey on this topic?

- 01 – yes
- 02 – no

b) SPECIFY _____ NAME AND ADDRESS