2015 Small Acreage Landowner Survey

Why do this?

- Need: Information to guide our educational efforts
  - Who is out there?
  - What educational information do they want?
  - How do they want to consume the information?

WY NRCS Conservation Innovation Grant

Who is out there?

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Any opinions, findings, conclusions, or recommendations expressed in this publication are those of the author(s) and do not necessarily reflect the views of the U.S. Department of Agriculture.
5-160 acres: Approx. 35-37,000 landowners

How do survey respondents compare to total population? (Acres owned)

Q1. How many acres of land do you own/manage in Wyoming? (Deeded) N=1,176

5-160 acres:
Own approx. 1,258,500 acres in WY

2013 Assessor’s data, N=37,230

2016-2018

Q25. What is your age?
Q1. How many acres of land do you own/manage in Wyoming?

Q2. How many years have you owned or managed your property?

Q3. In what county(s) in Wyoming is your property located?

Q4. Do you reside on any of the property?
Q7. If you answered yes, what best describes your previous land management experience?

- Farming or ranching experience
- Experience managing land (2 acres or more) in the country
- College training in land management
- Career in land/natural resource management
- Other (please specify)

52% Farming or ranching experience
29% Experience managing land (2 acres or more) in the country
12% College training in land management
7% Career in land/natural resource management
2% Other (please specify)

Q8. Thinking back to when you purchased your land, how important were each of the following reasons for buying?

(0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%)

- Your enjoyment of privacy
- Enjoy aesthetic values (beauty of nature)
- Enjoy wildlife on your property
- Protecting natural resources on the land
- Rural lifestyle for children/grandchildren
- Space to keep your animals
- Lack of regulations on land use
- Increased land investment value
- Room to store stuff
- Means for generating income
- Ability to develop property and sell

Q17. In 5 years do you see yourself...

0% Still on your property
10% Passing your property on to a relative
20% Purchasing more land
30% Selling the property
40% Ability to develop property and sell
50% Means for generating income
60% Room to store stuff
70% Lack of regulations on land use
80% Increased land investment value
90% Space to keep your animals
100% Rural lifestyle for children/grandchildren

Q18. Do you have the following on or near your property?

- A private water well
- A stream or creek
- A river
- A lake
- A pond
- An active irrigation canal or ditch owned by others
- An active irrigation canal or ditch AND you own water rights for irrigation
Q19. Which of the following would be most likely to keep you from implementing needed land management practices?

- Lack of available equipment
- Lack of time
- Lack of knowledge
- Lack of skills
- Reproductive interference
- Lack of management

Q21. In the space provided please indicate the peak number of animals on your land during the year. (% with >0)

- Aquaculture (fishery, turtle, etc.)
- Chickens
- Cattle or calves
- Sheep or goats
- Other poultry (pheasants, ducks, etc.)
- Bees (hives)
- Llamas or alpacas

Q22. From which of the following do you obtain the majority of your annual income?

- Agricultural production
- Mineral or natural resource extraction
- Investment income
- Service, retail, trade or finance industries
- Construction and manufacturing employment
- Local, state, or federal government employment
- Retirement

Q26. What is your highest level of education?

- Did not complete high school
- High school diploma
- Some college, but not a four-year degree
- Bachelor's degree
- Graduate degree
- Technical school
Q27. What proportion of your household’s total annual income usually comes from activities generated from your property?

- None
- 1-10%
- 11-25%
- 26-50%
- 51-75%
- More than 75%

Q24. Do you gross $1,000 a year or more in agricultural income off your land?

- Yes
- No

What educational information is desired?

- Weed control
- Landscaping
- Growing vegetables, fruit
- Creating habitat for wildlife
- Managing pests
- Wildlife damage prevention
- Reducing soil erosion
- Managing grazing
- Wind protection/windbreaks
- Irrigation
- Animal health and nutrition
- Increase soil health or quality
- Snow control
- Growing native plants
- Growing hay
- Raising poultry
- Dealing with difficult neighbors
- Business management
- Alternative energy
- Forest management
- Using a high tunnel or greenhouse to grow edibles
- Beekeeping

Q9. What land management activities are you currently doing, plan to do, or want more information on?

- % 'Am doing'
Q9. What land management activities are you currently doing, plan to do, or want more information on?

% 'Want more info on'

0% 5% 10% 15% 20% 25% 30% 35% 40% 45%

Alternative energy
Increase soil health or quality
Growing native plants
Managing pests
Using a high tunnel or greenhouse to grow edibles
Wind control
Creating habitat for wildlife
Wind protection/windbreaks
Wildlife damage prevention
Reducing soil erosion
Snow control
Bee keeping
Animal health and nutrition
Irrigation
Landscaping
Growing vegetables/out
Dealing with difficult neighbor
Forest management
Growing hay
Managing grazing
Business management
Raising poultry

Q15. Are you interested in...

% of all possible, including blanks

0% 5% 10% 15% 20% 25% 30% 35% 40% 45%

Learning more about pollinators (bees, etc)
Planting flowers in your existing landscape for pollinators
Creating pollinator habitat by planting a part of a field with flowers and grasses (even if it looks a bit "messy")
Not interested

Q16. Are you interested in...

% of all possible, including blanks

0.00% 5.00% 10.00% 15.00% 20.00% 25.00% 30.00% 35.00% 40.00% 45.00% 50.00%

Growing organic produce for your family to eat
Growing organic produce or other crops for sale
Learning about cover crops (crops sown on previously tilled land to reduce erosion, increase soil fertility, etc.)
Not interested

On what topic related to living on your land would you most like more/better information on?
How do they want to consume information?

Q11. Which of the following sources would you be most likely to use to obtain information regarding land management?

% answers that were 'Likely' or 'Very likely'

<table>
<thead>
<tr>
<th>Source</th>
<th>30-49</th>
<th>50-69</th>
<th>70+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet</td>
<td>80%</td>
<td>70%</td>
<td>60%</td>
</tr>
<tr>
<td>Printed materials</td>
<td>70%</td>
<td>60%</td>
<td>50%</td>
</tr>
<tr>
<td>Workshop/class</td>
<td>60%</td>
<td>50%</td>
<td>40%</td>
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<tr>
<td>One on one</td>
<td>50%</td>
<td>40%</td>
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<tr>
<td>Radio</td>
<td>40%</td>
<td>30%</td>
<td>20%</td>
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<tr>
<td>TV</td>
<td>30%</td>
<td>20%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Q12. Which of the following internet sources would you be most likely to use to obtain information regarding land management?

% of folks who answered 'Likely' or 'Very likely', of those who gave any answer at all

<table>
<thead>
<tr>
<th>Source</th>
<th>30-49</th>
<th>50-69</th>
<th>70+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google or other search engine</td>
<td>80%</td>
<td>70%</td>
<td>60%</td>
</tr>
<tr>
<td>Social media (Facebook, etc.)</td>
<td>70%</td>
<td>60%</td>
<td>50%</td>
</tr>
<tr>
<td>Video site (YouTube, etc.)</td>
<td>60%</td>
<td>50%</td>
<td>40%</td>
</tr>
<tr>
<td>Smartphone/tablet app</td>
<td>50%</td>
<td>40%</td>
<td>30%</td>
</tr>
<tr>
<td>Webinar</td>
<td>40%</td>
<td>30%</td>
<td>20%</td>
</tr>
</tbody>
</table>

Q13. Which of the following print materials would you be most likely to use to obtain information regarding land management?

% answered 'Likely' or 'Definitely will use', out of those who provided any answer

<table>
<thead>
<tr>
<th>Source</th>
<th>30-49</th>
<th>50-69</th>
<th>70+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Magazine</td>
<td>80%</td>
<td>70%</td>
<td>60%</td>
</tr>
<tr>
<td>Newspaper</td>
<td>70%</td>
<td>60%</td>
<td>50%</td>
</tr>
<tr>
<td>Newsletter</td>
<td>60%</td>
<td>50%</td>
<td>40%</td>
</tr>
<tr>
<td>1 – 5 Page Article (Bulletins, etc.)</td>
<td>50%</td>
<td>40%</td>
<td>30%</td>
</tr>
<tr>
<td>Trade Papers (The Fence Post, etc.)</td>
<td>40%</td>
<td>30%</td>
<td>20%</td>
</tr>
</tbody>
</table>
Q14. What is the best time for you to attend a workshop or educational activity?

- Morning: 8-12
- Afternoon: 1-5
- Evening: 6-9

Would not attend

In-state mailing address

Out-of-state mailing address

- Morning: 8-12
- Afternoon: 1-5
- Evening: 6-9

Would not attend

In-state mailing address

Out-of-state mailing address