

How we are collecting data about forest owners

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Basic data about forest owners from Metla

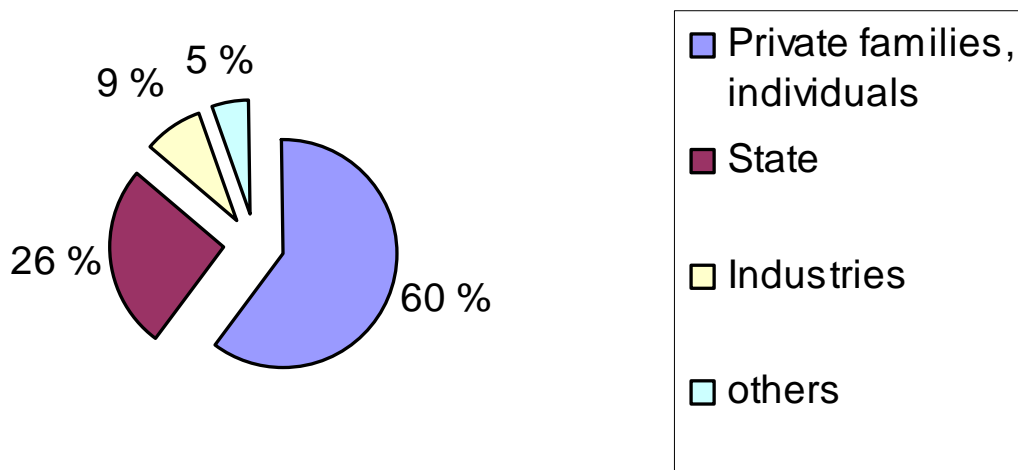
Metla - Forest Research Institut

- A large research about forest owners every 10 years
 - Mostly geo-demographic data
 - Medium size, medium age, occupation
 - Where do they live and where is their forests
- The newest research is just near to come out
 - Now more data about consumer behaviour => helping us to make better product and service
 - **New data in red on the dias**
- We are cooperating with Metla during preparation, analysing and implementation



Non-industrial private forests

FOREST OWNERSHIP percent of productive forest land



Private forests

- 67 % of growing stock
- 68 % of annual increment
- 85 % of commercial fellings

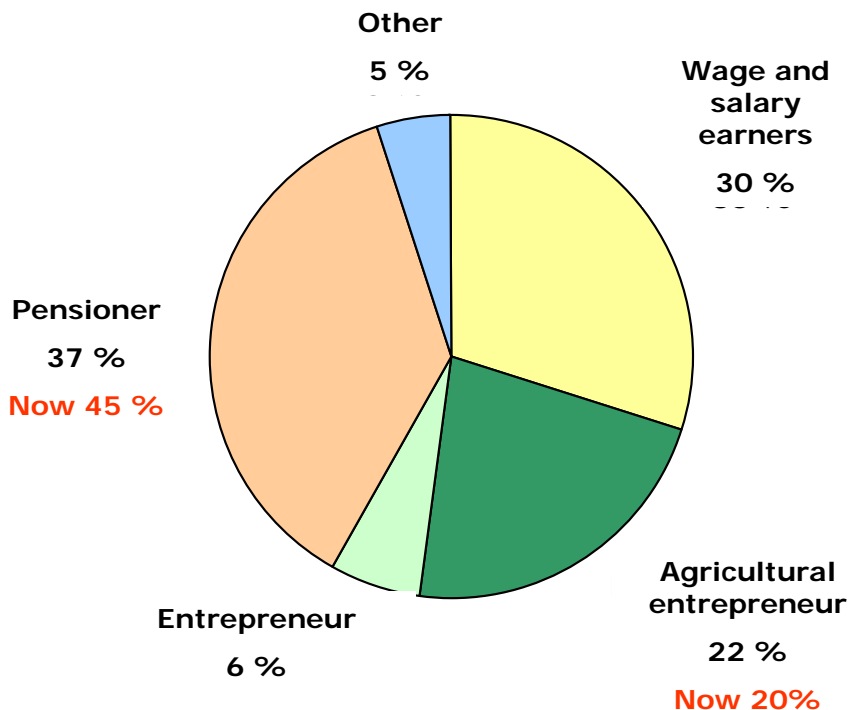
New:

- 75-80 % owns less than 50 hectares
- 20 -25 % of owners rules 55-60 % of private forests
- Owner's Forest property is situated in different places in Finland
- 64 % of owners lives in the same municipality

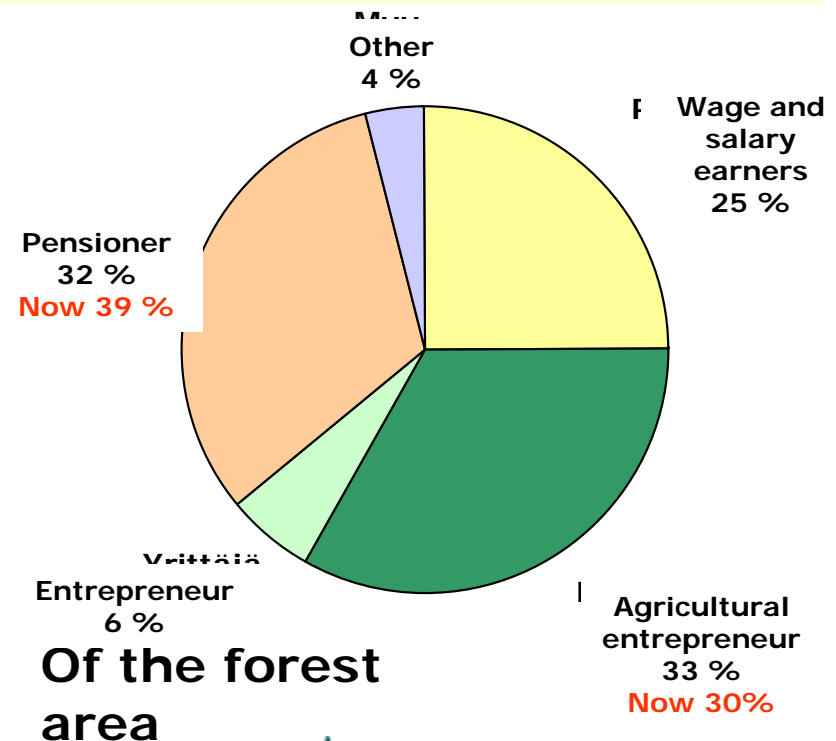


Proportions of occupational groups

- Proportion of pensioners growing
- The post-war age group is 38 % of number of forest owner
- People become forest owners later and later in life
- Medium age is 60
- new forest owners are more educated



Of the number of forest owners



Of the forest area

Source: Finnish Forest Research Institute's notices 852, 2002

Targets forest owners have set on their forest

With many targets

- Regular income and work opportunities
- Financial security
- Immaterial targets as important
 - Outdoor recreation
 - Landscape- and nature conservation
 - Other produce of the forest (mushrooms, berries, game)

Living off the forest

- Regular income and work opportunities
- Profitability

Recreational users

- Immaterial points of view
 - Outdoor recreation
 - Landscape- and nature conservation
 - Other produce of the forest (mushrooms, berries, game)
- Living environment

Emphasizing financial security

- Financial security brought by the forest, also the welfare of the forest
- The forest as an investment

*Source:
Finnish Forest Research Institute's
notices 852*



More data by our own

- **Quality system requires to collect feedback**
- **We have the speicial way for different target groups and customers**
- **Forest owners**
 - **We are interviewing by pohne the forest owners, who have used the services**
 - **How did they find the service**
 - **How we could make it better, are missing something..**
 - **After courses they fill in the feedback form**

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More data by our own

- We are making or buying small researchs and studies for product development or
 - In University, in high schools, commercial research institutes
 - collectign data or in the omnibus researhs
 - For example how forest owners are usein web ans e-services
- We are testing the new services before launching
- We are developing the database of customers and the CRM-system



Forest owner groups

- **Farmers – professionals engaged in forestry**
 - High demands on the proficiency of services
 - Active users of the internet: forms, mts, assignments ?
 - Large frequency in the use of services
- **Wage and salary earners / town residents – occasional additional income , regular recreation**
 - Large requirement and high demands for service, used to paying
 - High level of education, do not know the basics of forestry
 - In a hurry, one-stop-shop
 - Users of the internet
- **Pensioners – financial security**
 - Requirement of service increasing – services liable to charges a novelty, inheritance- and investment guidance.
 - Traditional services and channels – the next generation still present?

