

Uninvolved Owners

Orientation to their Woods

- Uninvolved landowners assign low importance to the financial, recreational, and aesthetic benefits of their woods. As a result, they tend not to pay much attention to looking after their woods.

Landowner Prevalence

- Uninvolved landowners comprise 9% of woodland owners in the United States and own 12% of woodland

Interests

- Ways to minimize land maintenance and management costs
- Estate planning and land transfer

Current Stewardship Behaviors

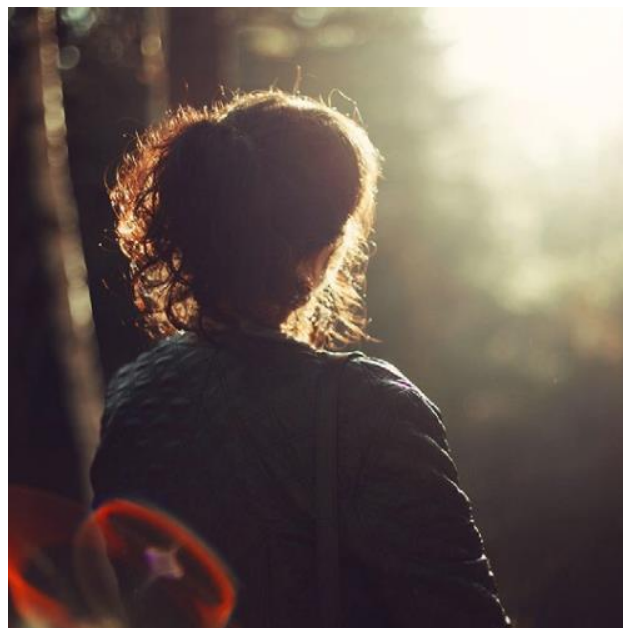
- Along with Woodland Retreat landowners, Uninvolved landowners are the least likely to have a management plan or participate in a cost-share program
- They are also least likely to have taken any actions to improve their land

Main Motivations for Stewardship Action

- Want to reduce taxes and land management hassles
- Want to minimize problems on the land (e.g. vandalism, trespassing)
- Many are in a “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 -they are the least likely to have transferred or sold their land in the past 5 years

Main Barriers to Good Stewardship

- Don't interact much with their woods
- Lack the interest and/or knowledge to improve and manage their woods
- Not interested in receiving help or advice



How to Reach this Segment

- Uninvolved landowners are not an easy target for conservation or woodland management campaigns
- Messages should identify direct financial benefits, preferably without too much effort expended on their part
- May be more receptive to incentives and programs that benefit both farms and woods
- Can be reached by direct mail and traditional channels to reach farming community

Demographic and Situational Factors

- Many Uninvolved landowners do not live on their woodland, but 1 in 3 of these landowners have a farm and grazing is the most likely activity they have done on their land in the past 5 years.
- These landowners tend to have smaller parcels of woodland than other segments
- These landowners tend to be older and less educated than other segments of landowners