

## Introduction

A small percentage of landowners have a management plan for their woods. Having a management plan suggests that a landowner has some goals for his or her woods and are open to consulting professionals to help realize them. In general, landowners who have a management plan take a more active approach to land management. They are more likely to fall into the Working the Land landowner segment, although in some states they are mostly Woodland Retreat types. These ownerships are associated with timber harvests, employment of foresters, and participation in government programs.

Many of these landowners have worked with a natural resource professional in the past, so they have a high potential to become ambassadors to less engaged landowners. Also, there is still ample opportunity to engage with these landowners, especially since they may be willing to take on more challenging steps on their land.

## Basic Statistics

### Number and Acreage

- Estimated number of ownerships in this group: **59,000**.
- This group constitutes **13%** of total family woodland owners in this geography with 10+ acres.
- Total acreage covered by these ownerships: **7,533,000 acres**.
- This is **21%** of the total acres held in wooded acreage of 10+ acres.

### Land Tenure

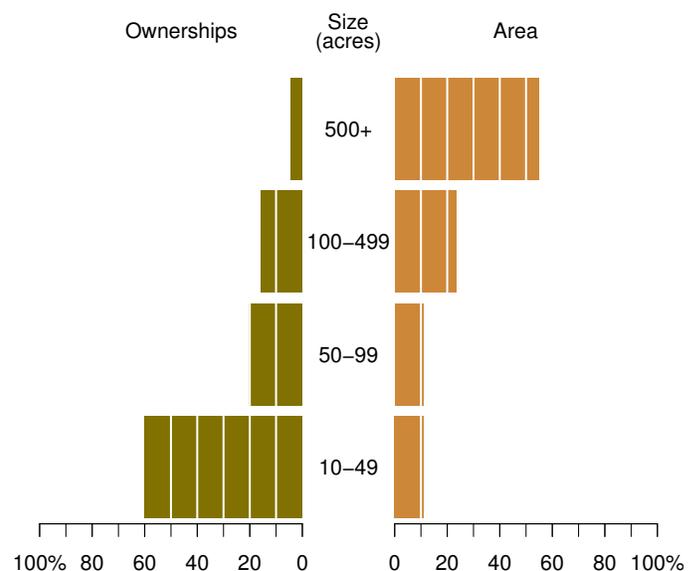
- Average land tenure is **25.9 years**.
- **10%** have owned this land for less than 10 years.

### Percent of landowners that say their woods are

- Part of their home: **78%**
- Part of cabin or vacation home: **15%**
- Part of their farm or ranch: **34%**

### Size of Holdings

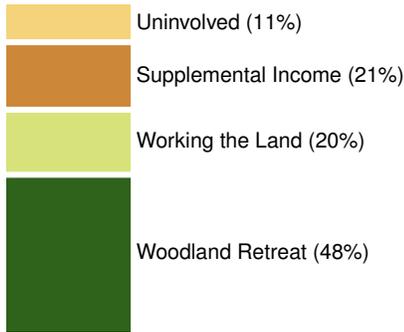
The bars on the left show the proportion of woodland owners in this group who own land parcels of specified sizes. The bars on the right show how the wooded acreage held by this group of landowners is distributed among the specified parcel sizes.



# Landowner Attitudes

## SFFI Segmentation

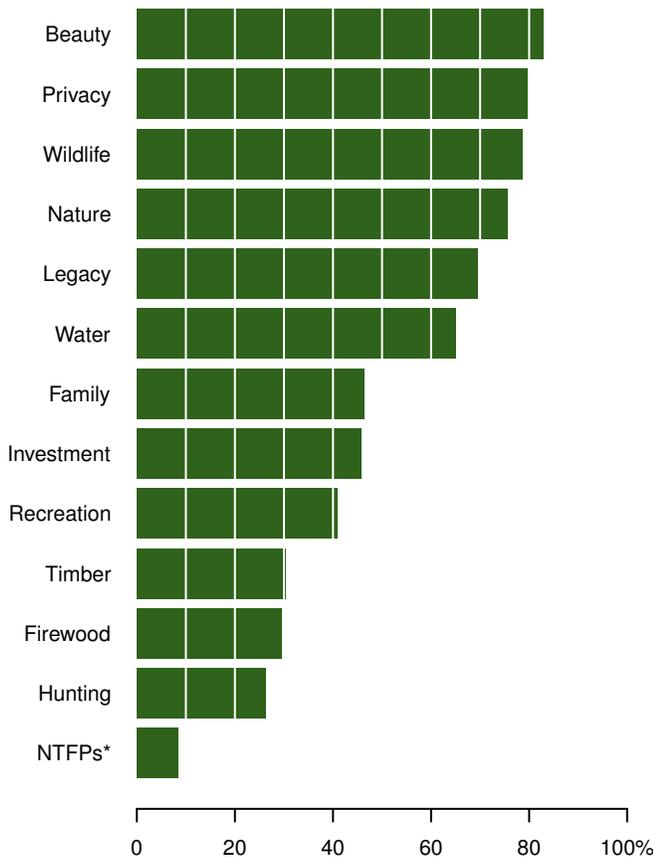
Shows how the landowners in this group are distributed among the SFFI attitudinal segments.



54% of the landowners are classified as Prime Prospects. This means they have good stewardship attitudes but are not highly engaged in managing their land.

## Reasons for Owning Woods

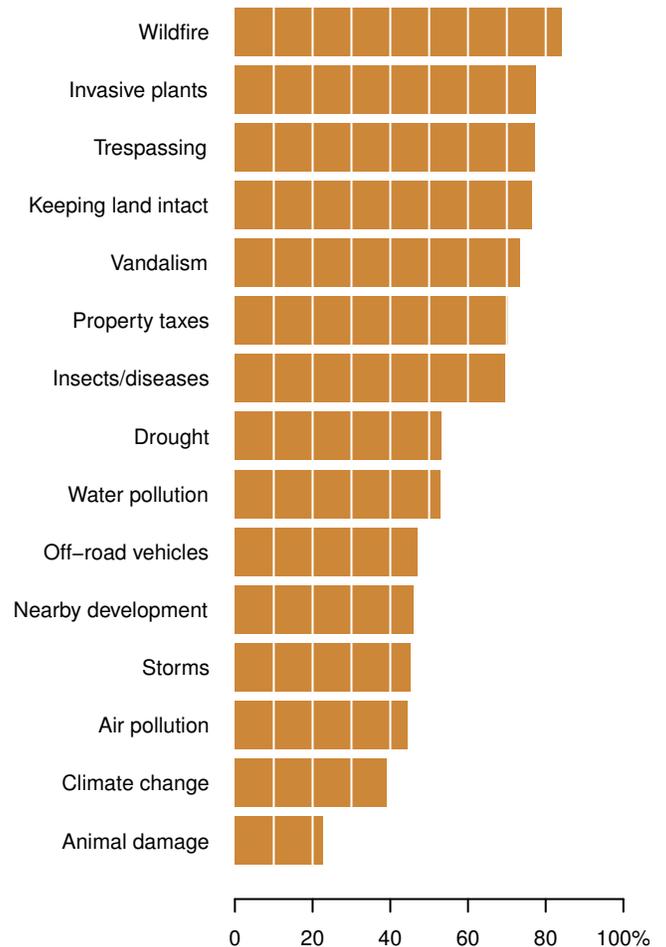
The percentage of landowners in this group who cited each of these reasons for owning land as important or very important to them.



\* Non-timber forest products

## Landowner Concerns

The percentage of landowners in this group who said they are concerned or greatly concerned about each of these factors.

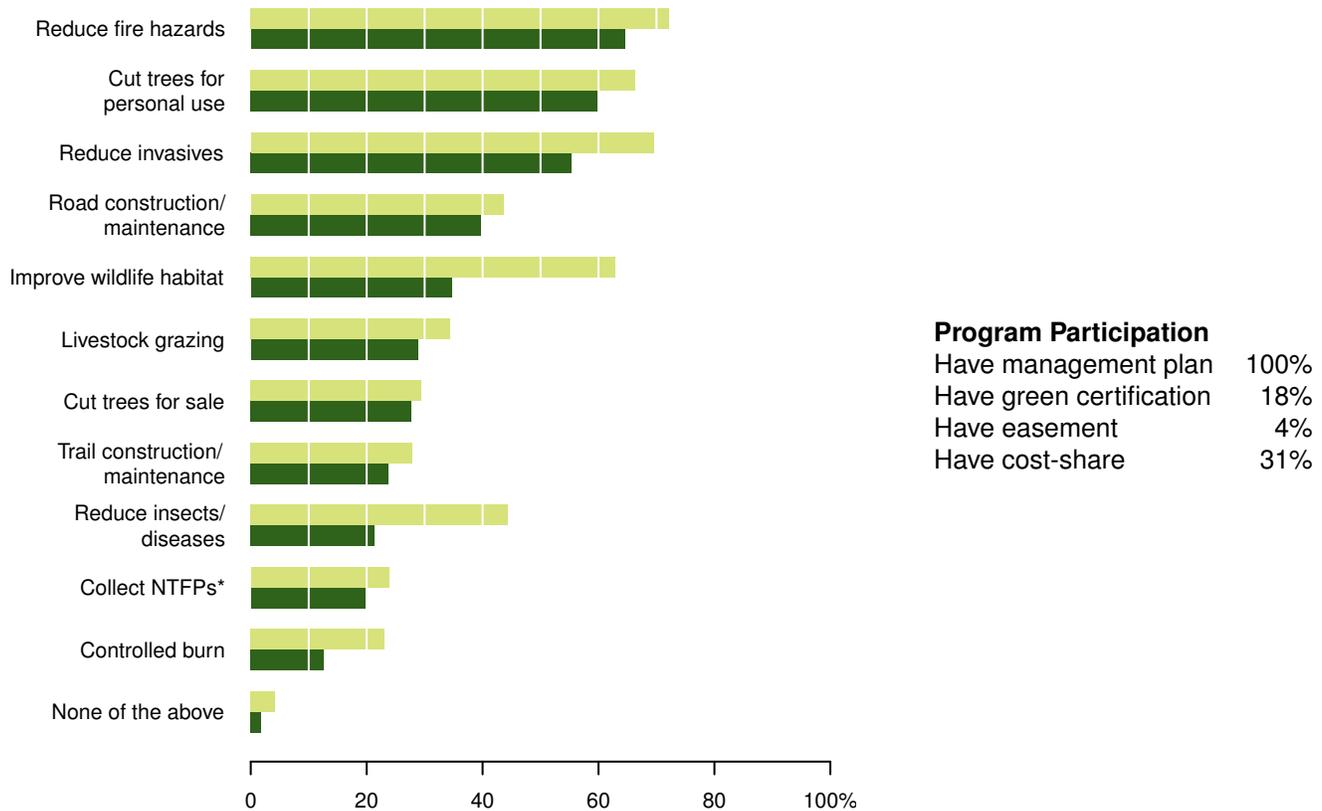


## Activities on the Land

SFFI classifies **46%** of the landowners in this group as highly engaged. This means that they have reported doing several activities to protect and improve their woods.

### Past and Future Activities

The dark green bars show the proportion of woodland owners in this group that have done each of these activities in the past five years. The light green bars show the proportion who say they are likely or extremely likely to do that activity in the next five years.



\* Non-timber forest products

## Advice

**60%** of the landowners in this group have received advice or information about care, management or protection of their woodland in the past five years.

### Sources of Advice

The proportion of landowners that said they have received advice from each of these sources in the past five years.

State or local government employee	36%
Federal government employee	24%
Private consultant	32%
Another landowner	9%
Family member or friend	12%
Other	9%

### Preferred Modes

The proportion of landowners who said that they would prefer to receive advice or information in the following ways.

Talk to someone	47%
Have someone visit my land	44%
Written materials/ publications	54%
Internet	27%
Conference/Workshop	31%
Don't want any advice/information	8%

