

Uninvolved Owners

Orientation to their Woods

- Uninvolved landowners tend not to care about woods and assign low importance to their financial, recreational, and aesthetic benefits
- These landowners are the most likely of all the landowner segments to be willing to sell their land and are less likely to want to see it stay woodland

Landowner Prevalence

- Uninvolved landowners comprise 14% of woodland owners in the United States and own 13% 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

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

Main Barriers to Good Stewardship

- Lack the interest and/or knowledge to improve and manage their woods



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 (the highest likelihood of all the segments)
- These landowners tend to be older than other segments and are most likely to sell their woodland

TOOLS FOR ENGAGING LANDOWNERS EFFECTIVELY