

## Introduction

Landowners who are highly engaged are those who reported doing 4 or more activities to protect and improve their woods. Highly engaged landowners are very likely to have talked to or met with professionals in the past five years, and will likely have a plan for how they will manage their land in the future. These landowners are much more likely to fall into the Working the Land landowner segment, meaning they value their woods highly for both amenity and financial reasons. These ownerships are associated with timber harvests, employment of foresters, and participation in government programs.

Since many of the landowners in this group are already implementing a range of management and conservation practices on their land, these people have a high potential to become ambassadors to less engaged landowners. They may be willing to share their experiences and identify other landowners who are interested in meeting with a professional. Those who don't have management plans could likely be persuaded to get them and systematize their efforts. These landowners may also be willing to take on more challenging steps (e.g. green certification or conservation easement).

## Basic Statistics

### Number and Acreage

- Estimated number of ownerships in this group: **337,000**.
- This group constitutes **8%** of total family woodland owners in this geography with 10+ acres.
- Total acreage covered by these ownerships: **56,191,000 acres**.
- This is **21%** of the total acres held in wooded acreage of 10+ acres.

### Land Tenure

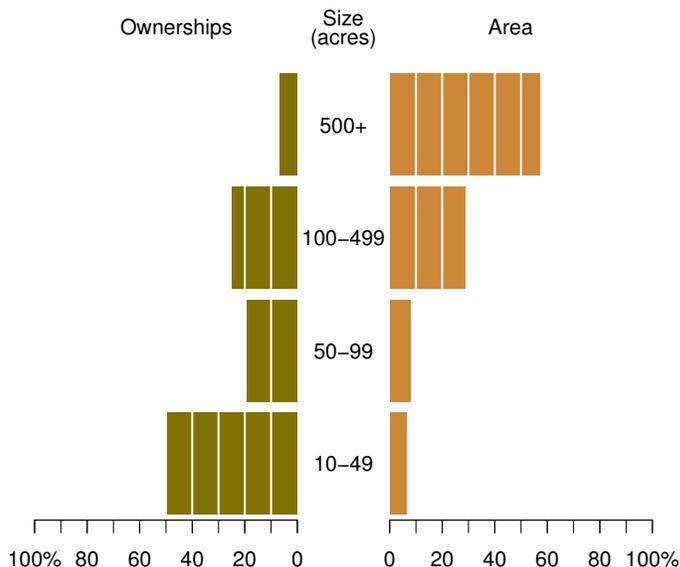
- Average land tenure is **23.3 years**.
- **15%** have owned this land for less than 10 years.

### Percent of landowners that say their woods are

- Part of their home: **65%**
- Part of cabin or vacation home: **25%**
- Part of their farm or ranch: **33%**

### Size of Holdings

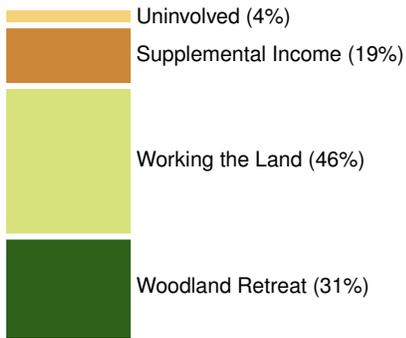
The bars on the left show the proportion of woodland owners in this group who own land parcels of specified sizes. The bars on the right show how the wooded acreage held by this group of landowners is distributed among the specified parcel sizes.



# Landowner Attitudes

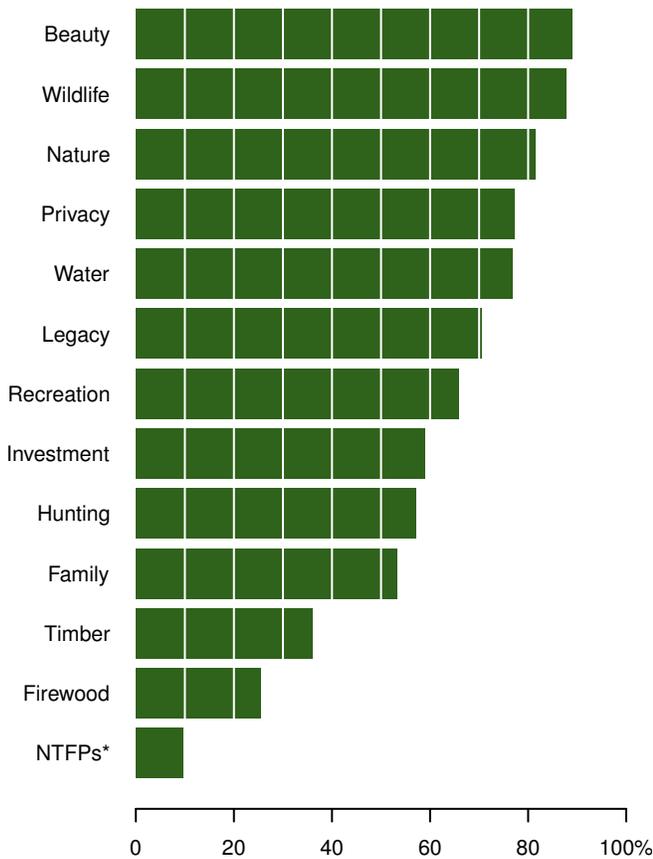
## SFFI Segmentation

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



## Reasons for Owning Woods

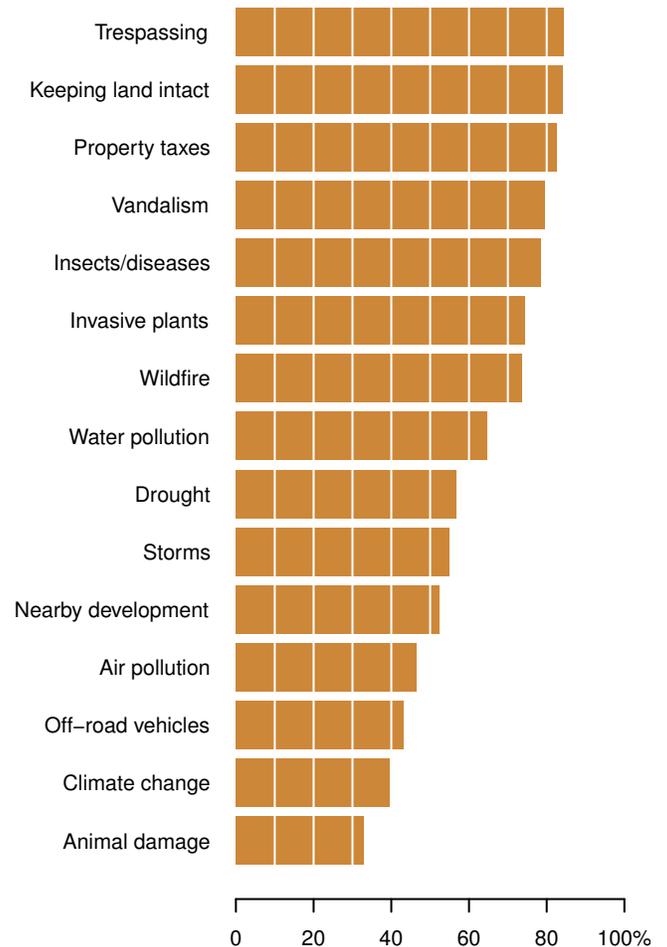
The percentage of landowners in this group who cited each of these reasons for owning land as important or very important to them.



\* 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.

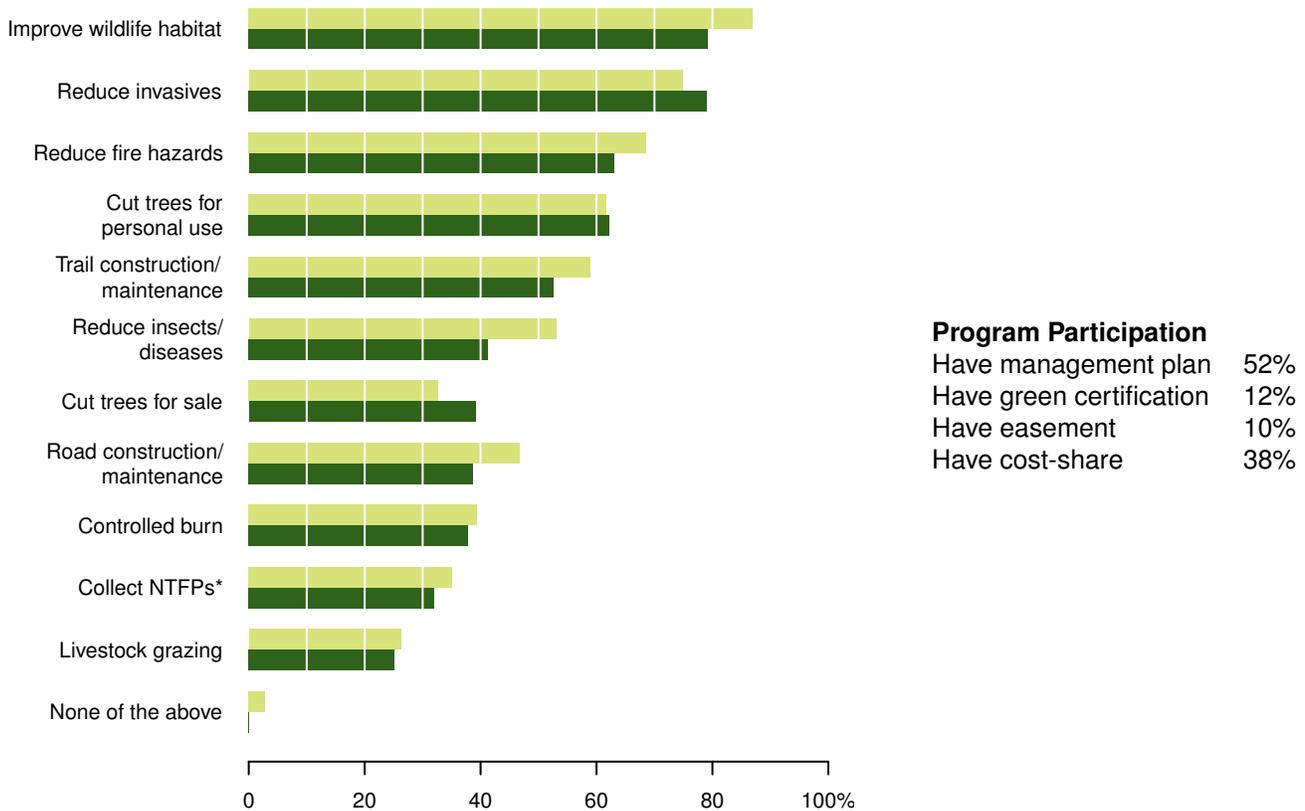


## Activities on the Land

SFFI classifies **100%** 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.



**Program Participation**

Have management plan	52%
Have green certification	12%
Have easement	10%
Have cost-share	38%

\* 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	35%
Federal government employee	18%
Private consultant	28%
Another landowner	19%
Family member or friend	17%
Other	2%

### 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	51%
Written materials/ publications	70%
Internet	36%
Conference/Workshop	33%
Don't want any advice/information	5%

## Future Plans

**89%** of these landowners want their wooded land to stay wooded.

**15%** say they plan to sell or transfer their land in the next 5 years.

**22%** say they would sell their land if offered the right price.

## Demographics

Average age: **60.7 years**

**65%** have a college education or higher

**37%** have an annual income of \$100,000 or higher

**32%** have an annual income of less than \$49,000

**21%** rely on their woods for at least 5% of their income

White: **97%** Non-White: **3%**

Male: **83%** Female: **17%**



These landowner profiles have been developed by the Sustaining Family Forests Initiative (SFFI), a collaboration between the Yale School of Forestry & Environmental Studies, the U.S. Forest Service, and the Center for Nonprofit Strategies. SFFI aims to gain and disseminate comprehensive knowledge about family forest owners throughout the United States. For more information about SFFI, visit [sffi.yale.edu](http://sffi.yale.edu). The profiles use data from the National Woodland Owner Survey (NWOS) conducted by the US Forest Service. The data in this specific summary are based on a sample of 1,058 families and individuals that own 10 or more acres of woodland in the United States collected between 2011 and 2013. For more information about the NWOS, visit [www.fia.fs.fed.us/nwos](http://www.fia.fs.fed.us/nwos).