

## Introduction

People who reported having done only one or no activities to protect and improve their woods are considered to have 'low engagement'. This group represents nearly one-third of all woodland owners in the United States.

Since these people have not interacted with professionals and are seemingly not active in managing their land, it is difficult to generalize about their attitudes towards management. Judging by their behavior (or lack thereof), one might conclude that these landowners are accidental or unwilling owners of forestland. Attitudes will vary a great deal within this group. Most are Woodland Retreat types, and may believe that the best way to take care of their woodland is to leave it alone, let nature take its course. In some cases, these landowners may be farmers who have woodland attached to their farm, or the land may have been inherited.

Most often, the barrier to management for this group is a lack of knowledge about the benefits of active stewardship, and where and how to get professional advice. They also may not have the time or motivation to act, may not perceive a value to their woodland, or may perceive restrictions on land use rights.

## Basic Statistics

### Number and Acreage

- Estimated number of ownerships in this group: **1,676,000**.
- This group constitutes **42%** of total family woodland owners in this geography with 10+ acres.
- Total acreage covered by these ownerships: **73,001,000 acres**.
- This is **28%** of the total acres held in wooded acreage of 10+ acres.

### Land Tenure

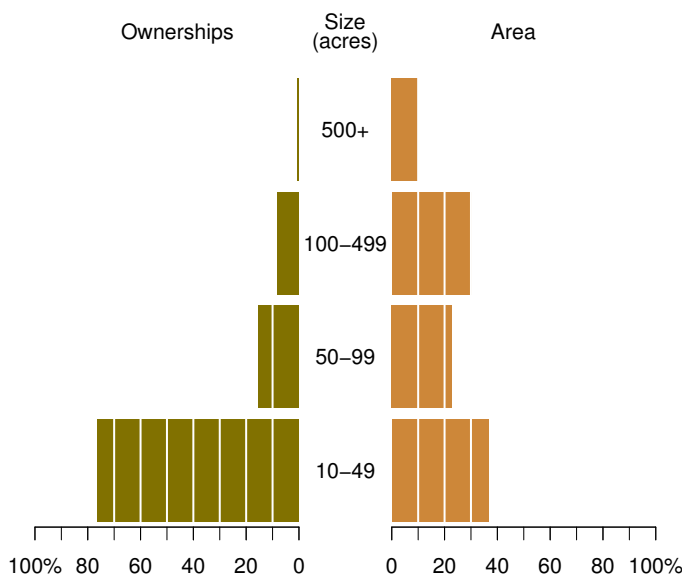
- Average land tenure is **23.3 years**.
- **20%** have owned this land for less than 10 years.

### Percent of landowners that say their woods are

- Part of their home: **57%**
- Part of cabin or vacation home: **11%**
- Part of their farm or ranch: **28%**

### Size of Holdings

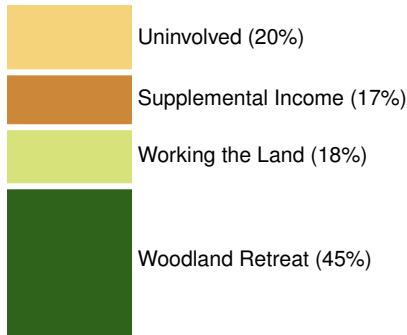
The bars on the left show the proportion of woodland owners in this group who own land parcels of specified sizes. The bars on the right show how the wooded acreage held by this group of landowners is distributed among the specified parcel sizes.



# Landowner Attitudes

## SFFI Segmentation

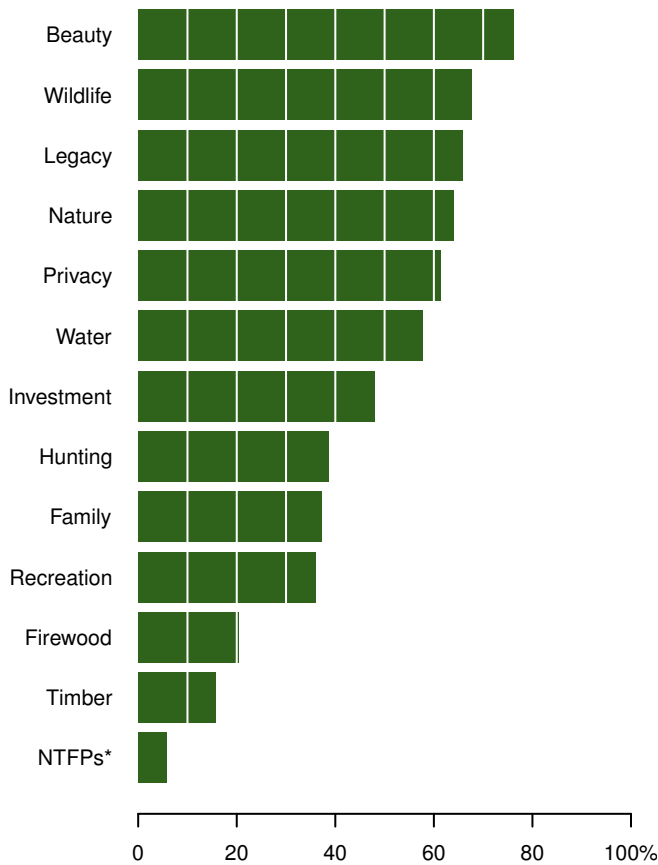
Shows how the landowners in this group are distributed among the SFFI attitudinal segments.



95% 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

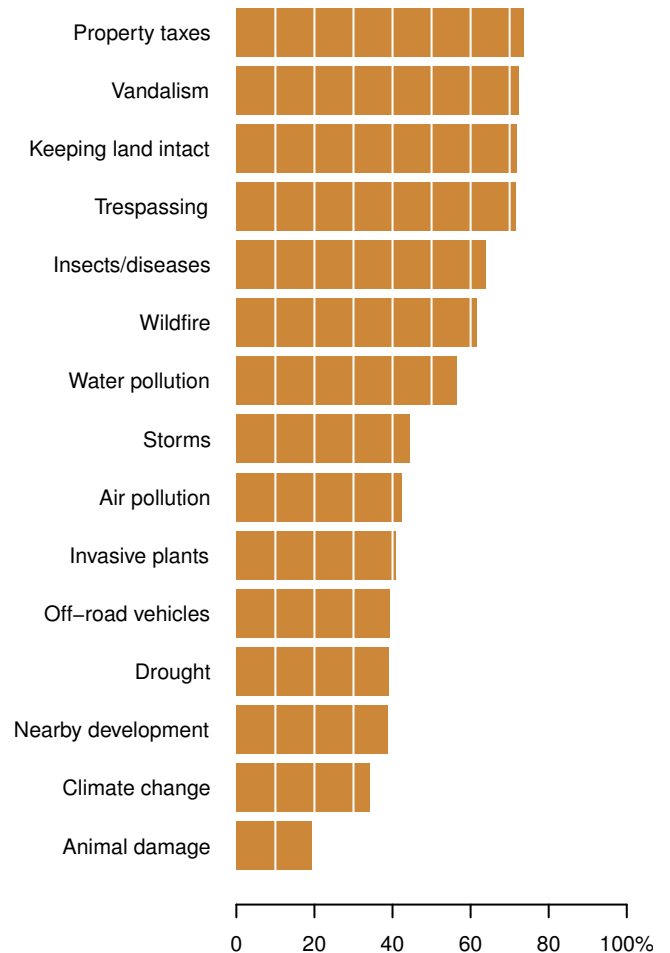
The percentage of landowners in this group who cited each of these reasons for owning land as important or very important to them.



\* 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.

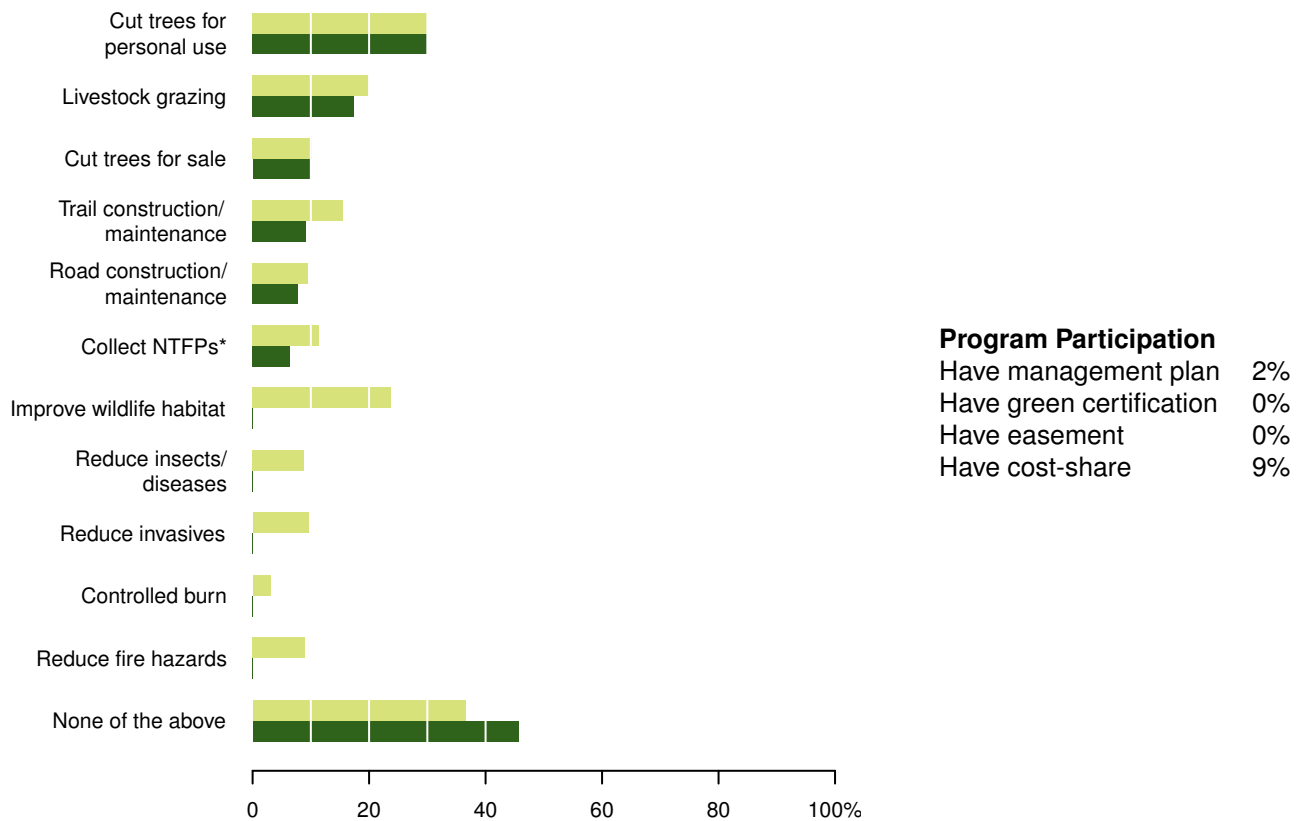


## Activities on the Land

SFFI classifies **0%** 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	2%
Have green certification	0%
Have easement	0%
Have cost-share	9%

\* Non-timber forest products

## Advice

**8%** 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	5%
Federal government employee	1%
Private consultant	1%
Another landowner	1%
Family member or friend	1%
Other	1%

### Preferred Modes

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

Talk to someone	25%
Have someone visit my land	22%
Written materials/ publications	56%
Internet	22%
Conference/Workshop	10%
Don't want any advice/information	26%

## Future Plans

**85%** of these landowners want their wooded land to stay wooded.

**16%** say they plan to sell or transfer their land in the next 5 years.

**25%** say they would sell their land if offered the right price.

## Demographics

Average age: **62.8 years**

**43%** have a college education or higher

**21%** have an annual income of \$100,000 or higher

**45%** have an annual income of less than \$49,000

**4%** rely on their woods for at least 5% of their income

White: **94%** Non-White: **6%**

Male: **74%** Female: **26%**



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 1,698 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).