

# TOOLS FOR ENGAGING LANDOWNERS EFFECTIVELY

# Woodland Owner Profile

50+ Acres

Kentucky

## Introduction

Across the United States, landowners with 50+ acres of land constitute 30% of the landowner population, and they collectively own almost three-quarters of the land in the 10+ acre parcel category. It can be useful to compare the attitudes of these landowners of larger ownerships (50+ acres) with those owning smaller parcels (less than 50 acres).

Owners of larger tracts of woods often have a family tradition of land ownership. They are more likely to be Working the Land or Supplemental Income type owners, thus take an active role on their land and more often see their woods for both the amenity values and as a financial asset or investment. Although in some states, the majority are Woodland Retreat type owners who are mostly motivated by the amenity value of their land. Larger plots are more likely to be associated with regular timber harvests, employment of foresters, and participation in government programs. In most states, a large proportion has farms or ranches associated with their woodlands. These landowners generally face the same concerns as those with smaller woodlands, including property taxes, protecting the land from outside forces like trespassing or insects/disease, and keeping the land intact for future generations.

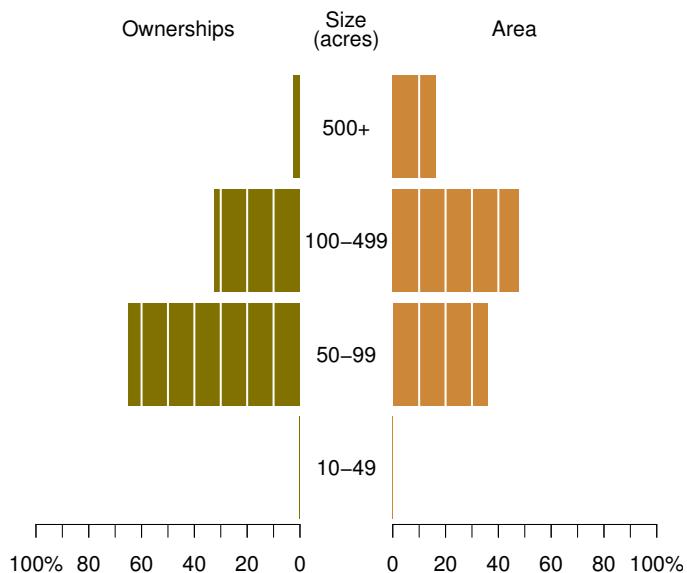
## Basic Statistics

### Number and Acreage

- Estimated number of ownerships in this group: **53,000**.
- This group constitutes **34%** of total family woodland owners in this geography with 10+ acres.
- Total acreage covered by these ownerships: **6,163,000 acres**.
- This is **72%** of the total acres held in wooded acreage of 10+ acres.

### 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.



### Land Tenure

- Average land tenure is **23.3 years**.
- 18%** have owned this land for less than 10 years.

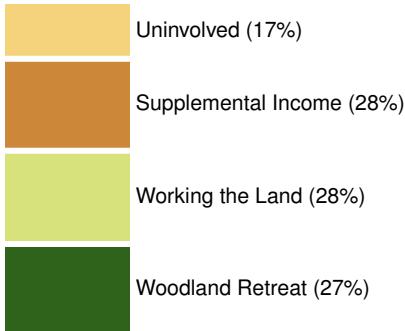
### Percent of landowners that say their woods are

- Part of their home: **63%**
- Part of cabin or vacation home: **12%**
- Part of their farm or ranch: **45%**

## Landowner Attitudes

### SFFI Segmentation

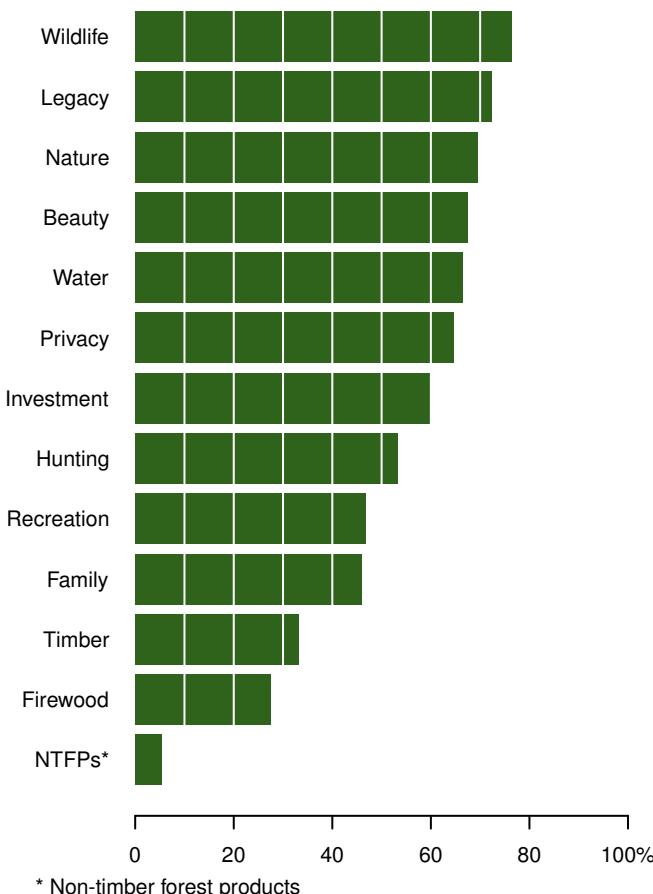
Shows how the landowners in this group are distributed among the SFFI attitudinal segments.



**92%** of the landowners are classified as Prime Prospects. This means they have good stewardship attitudes but are not highly engaged in managing their land.

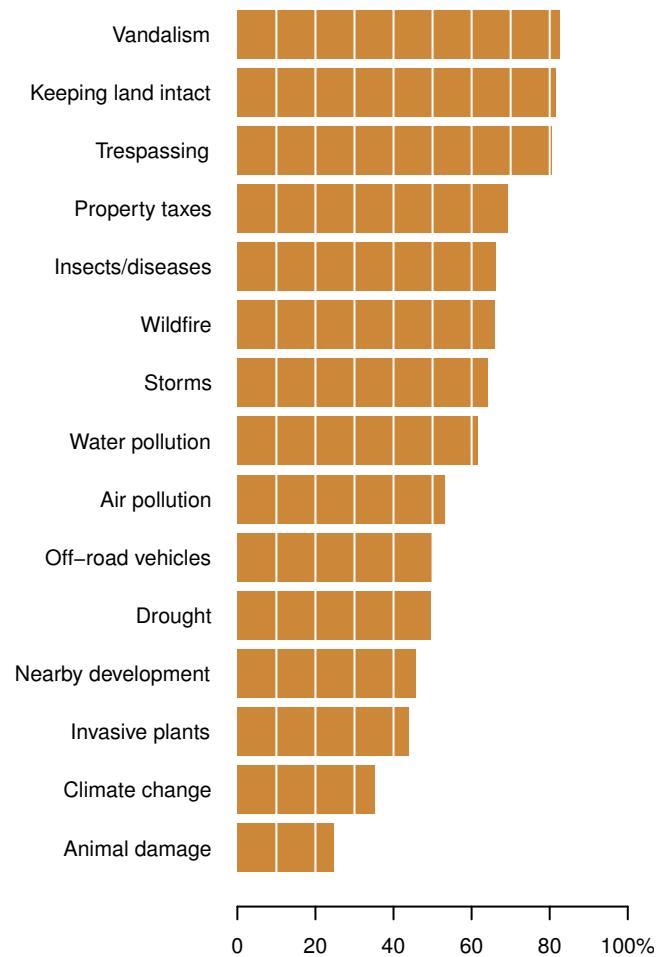
### Reasons for Owning Woods

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



### Landowner Concerns

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

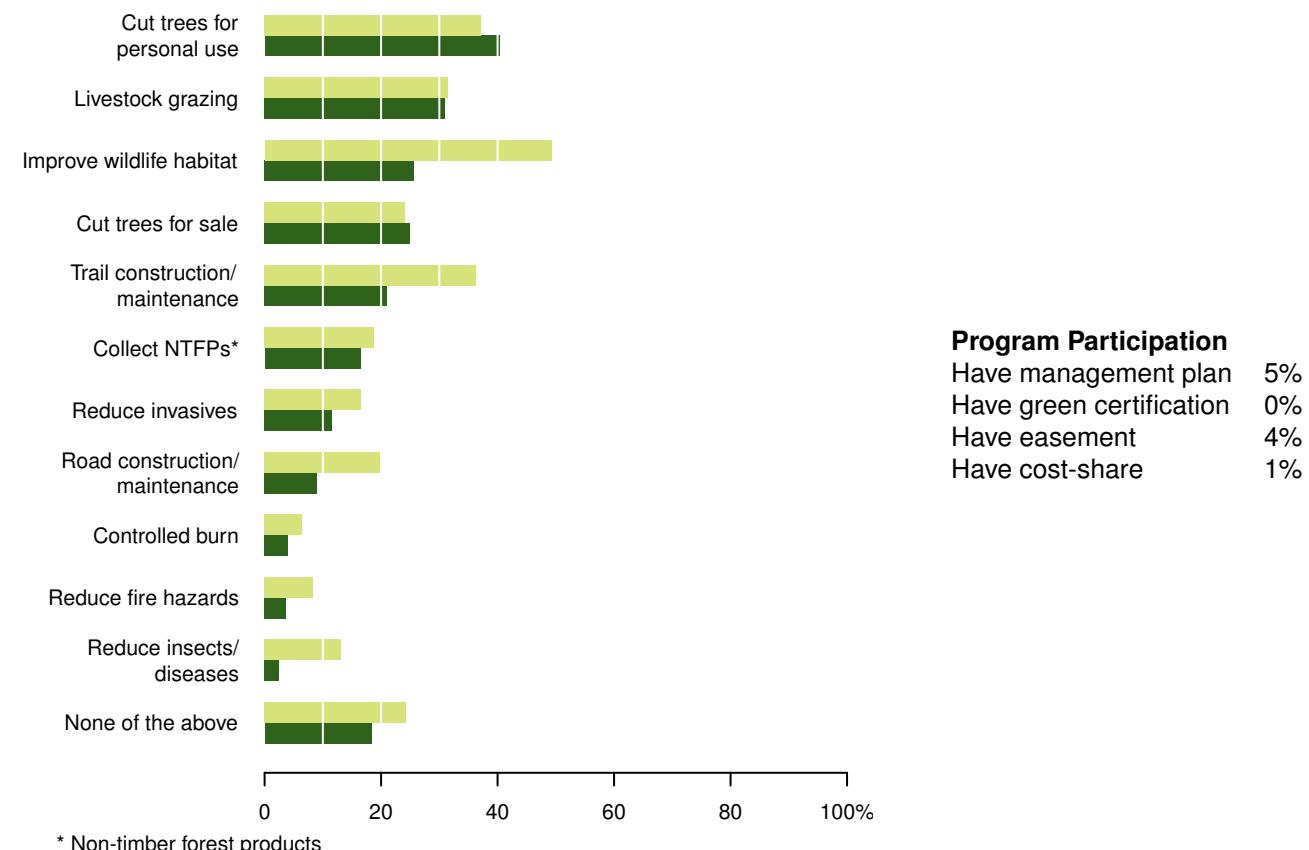


## Activities on the Land

SFFI classifies 4% 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	5%
Have green certification	0%
Have easement	4%
Have cost-share	1%

## Advice

16% 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	13%
Federal government employee	1%
Private consultant	3%
Another landowner	1%
Family member or friend	4%
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	32%
Have someone visit my land	26%
Written materials/ publications	52%
Internet	24%
Conference/Workshop	16%
Don't want any advice/information	22%

## Future Plans

**77%** 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.  
**26%** say they would sell their land if offered the right price.

## Demographics

Average age: **60.1 years**      White: **94%** Non-White: **6%**  
39% have a college education or higher      Male: **89%** Female: **11%**  
19% have an annual income of \$100,000 or higher  
45% have an annual income of less than \$49,000  
14% rely on their woods for at least 5% of their income



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 159 families and individuals that own 10 or more acres of woodland in Kentucky 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).