

Introduction

Working the Land owners are best described as pragmatic individuals who have a strong and multi-faceted interest in their land. The financial and amenity benefits of woodland are equally valuable, and they try to use land in ways that balance different objectives. They tend to embrace a traditional philosophy of valuing the land, working it respectfully, and using it to the fullest. They tend to be outdoorsy people who enjoy working and playing on their land, have an emotional attachment to their woods, and derive enormous satisfaction from owning woodland. Many are quite knowledgeable about their land and feel confident of their ability to manage it well.

However, some of these landowners tend to have fixed ideas about what is good for their woods. They may mistrust authority and expertise, or anyone who is promoting a particular ideology or interest. Communications with these landowners should recognize their independence and reflect their right to use their land as they see fit.

Basic Statistics

Number and Acreage

- Estimated number of ownerships in this group: **60,000**.
- This group constitutes **33%** of total family woodland owners in this geography with 10+ acres.
- Total acreage covered by these ownerships: **3,331,000 acres**.
- This is **37%** of the total acres held in wooded acreage of 10+ acres.

Land Tenure

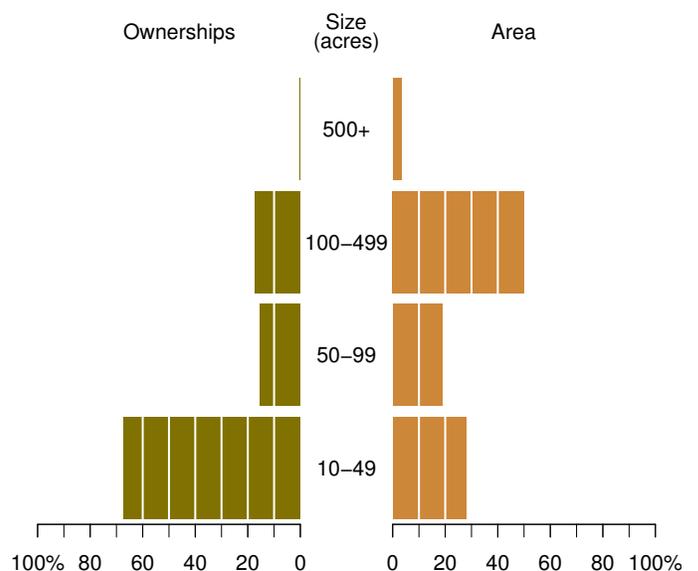
- Average land tenure is **25.1 years**.
- **17%** have owned this land for less than 10 years.

Percent of landowners that say their woods are

- Part of their home: **65%**
- Part of cabin or vacation home: **29%**
- Part of their farm or ranch: **41%**

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.

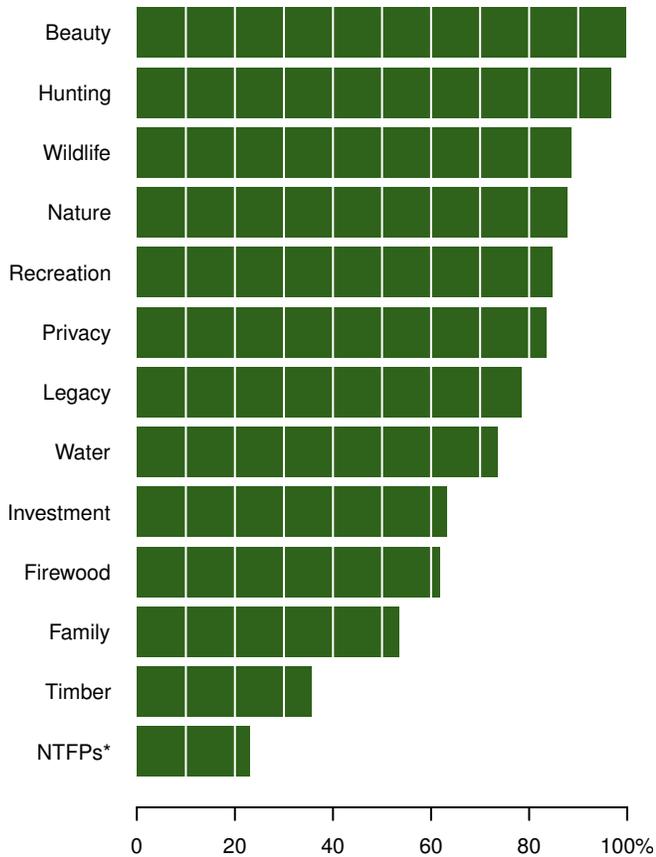


Landowner Attitudes

86% 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

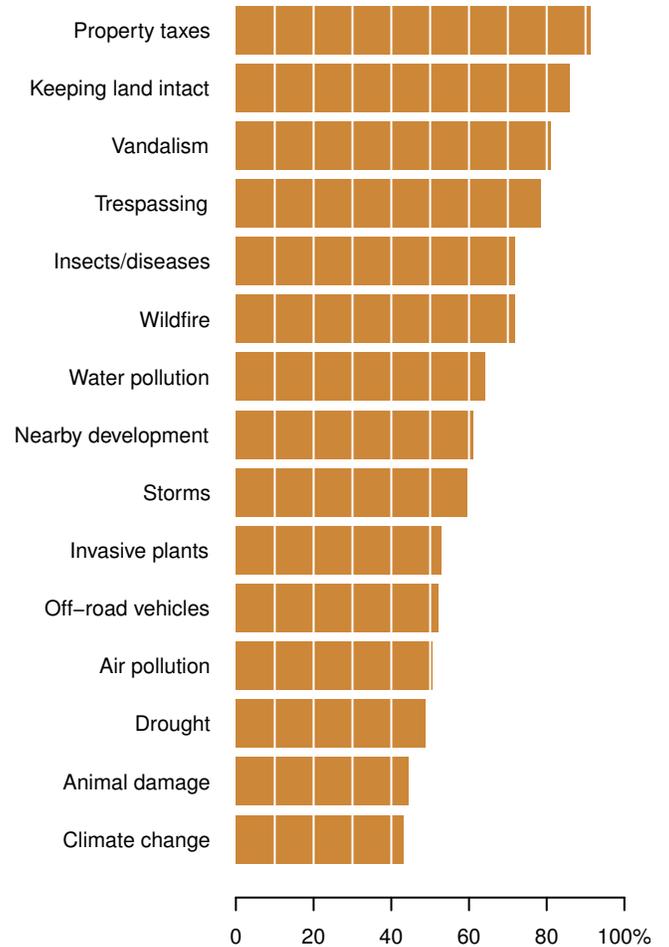
The percentage of landowners in this group who cited each of these reasons for owning land as important or very important to them.



* 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.

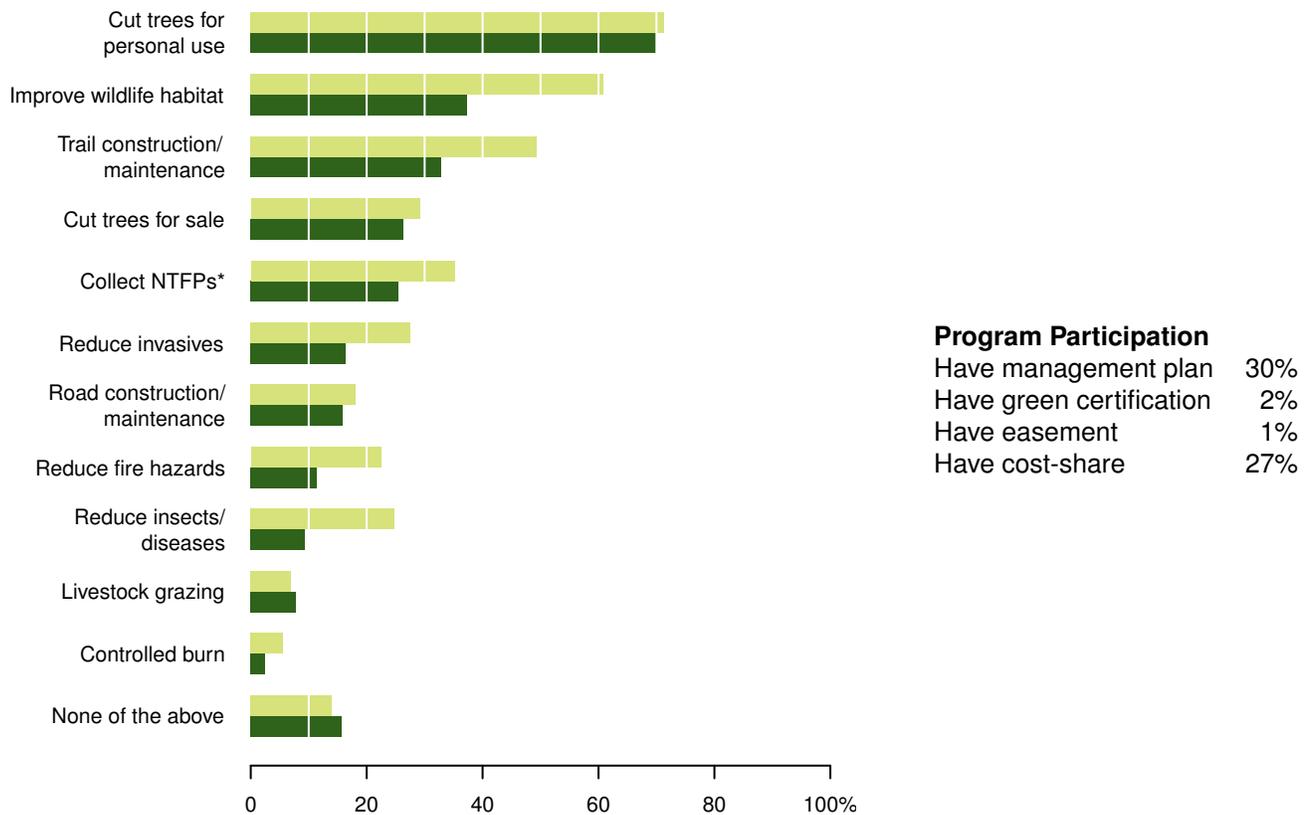


Activities on the Land

SFFI classifies **13%** 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	30%
Have green certification	2%
Have easement	1%
Have cost-share	27%

Advice

25% 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	14%
Federal government employee	3%
Private consultant	14%
Another landowner	5%
Family member or friend	9%
Other	0%

Preferred Modes

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

Talk to someone	41%
Have someone visit my land	35%
Written materials/ publications	65%
Internet	13%
Conference/Workshop	20%
Don't want any advice/information	11%

Future Plans

98% of these landowners want their wooded land to stay wooded.

12% say they plan to sell or transfer their land in the next 5 years.

13% say they would sell their land if offered the right price.

Demographics

Average age: **59.0 years**

42% have a college education or higher

16% have an annual income of \$100,000 or higher

38% have an annual income of less than \$49,000

10% rely on their woods for at least 5% of their income

White: **100%** Non-White: **0%**

Male: **87%** Female: **13%**



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. 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 122 families and individuals that own 10 or more acres of woodland in Wisconsin collected between 2011 and 2013. For more information about the NWOS, visit www.fia.fs.fed.us/nwos.