

TOOLS FOR ENGAGING LANDOWNERS EFFECTIVELY

Woodland Owner Profile

Active Managers
U.S. Pacific Coast

www.engaginglandowners.org

2018

Introduction

TELE classifies landowners as active managers if they have done 4 or more of the management activities listed on the NWOS survey within the past five years. Active managers 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 Multi-use landowner segment, meaning they value their woods 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 the potential to become ambassadors to help reach 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 management actions (e.g. green certification or conservation easements).

Basic Statistics

Number and Acreage

- Estimated number of ownerships in this group: **43,000**.
- This group constitutes **27%** of total family woodland owners in this geography with 10+ acres.
- Total acreage covered by these ownerships: **4,577,000 acres**.
- This is **41%** of the total acres held in wooded acreage of 10+ acres.

Land Tenure

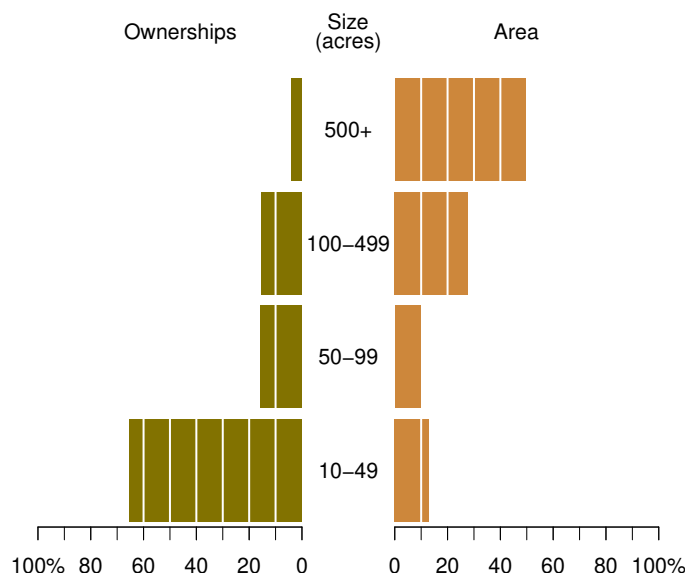
- Average land tenure is **20 years**.
- **36%** have owned this land for less than 10 years.

Percent of landowners that say their woods are

- Part of their home: **76%**
- Part of cabin or vacation home: **20%**
- Part of their farm or ranch: **22%**

Size of Holdings

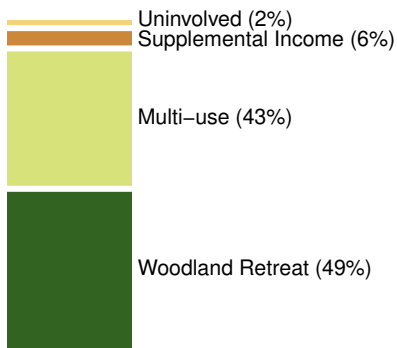
The bars on the left show the proportion of woodland owners in this group who own land parcels of specified sizes. The bars on the right show how the wooded acreage held by this group of landowners is distributed among the specified parcel sizes.



Landowner Attitudes

TELE Segmentation

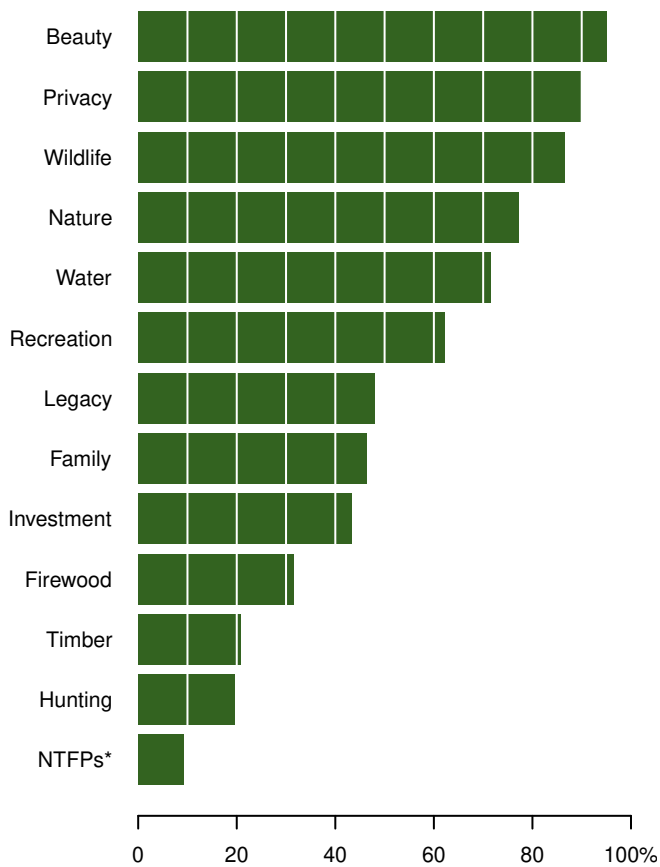
Shows how the landowners in this group are distributed among the TELE attitudinal segments.



64% 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

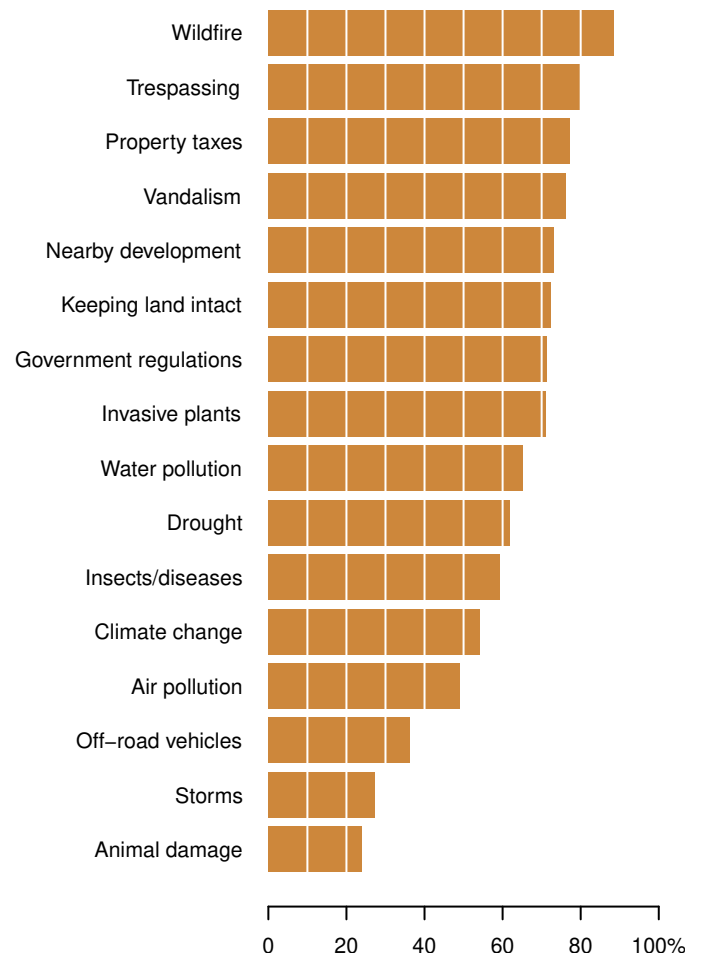
The percentage of landowners in this group who cited each of these reasons for owning land as important or very important to them.



* 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.

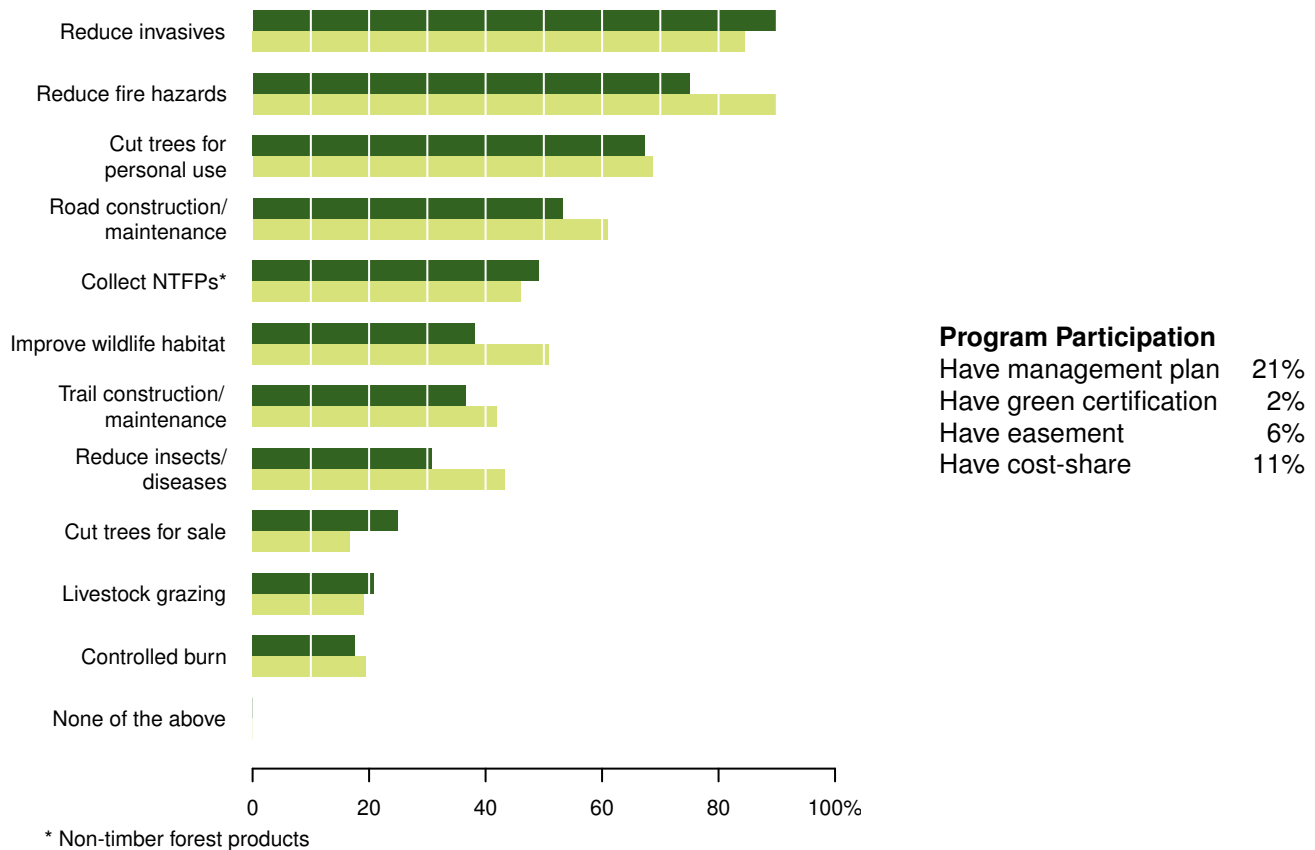


Activities on the Land

TELE classifies **100%** of the landowners in this group as active managers. This means that they have done at least four of the following activities on their land.

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.



Advice

49% 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	20%
Extension agent/forester	18%
Federal government employee	11%
Private consultant	29%
Another landowner	14%
Family member or friend	12%
Other	6%

Preferred Modes

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

Talk to someone	30%
Have someone visit my land	27%
Written materials/ publications	12%
Internet	9%
Email	3%
Conference/Workshop	19%
Other	5%

Knowledge and Values

96% of these landowners say they know their woodland very well.

78% of these landowners want to know more about their woodland.

87% of these landowners have a strong emotional attachment to their woodland.

83% of these landowners feel their woodland provides benefits to their community.

Future Plans

99% of these landowners want their wooded land to stay wooded.

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

18% say they would sell their land if offered the right price.

Demographics

Average age: **62 years**

73% have a college education or higher

13% rely on their woods for at least 5% of their income

Non-minority: **96%** Minority: **4%**

Male: **62%** Female: **38%**



These landowner profiles have been developed by the Tools for Engaging Landowners Effectively program (TELE), formerly known as the Sustaining Family Forests Initiative (SFFI). TELE is a collaboration between the USDA Forest Service and the Center for Nonprofit Strategies. TELE aims to gain and disseminate comprehensive knowledge about family forest owners throughout the United States. For more information about TELE, visit www.engaginglandowners.org. The profiles use data from the National Woodland Owner Survey (NWOS) conducted by the USDA Forest Service. The data in this specific summary are based on a sample of 205 families and individuals that own 10 or more acres of woodland in U.S. Pacific Coast collected between 2017 and 2018. For more information about the NWOS, visit www.fia.fs.fed.us/nwos.