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Profiles of Family Forest Owners

Summaries of attitudinal segments and other groups based on 2018 National Woodland Owner Survey

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Abstract

Many researchers have identified and described different segments of family forest owners. This report describes one segmentation scheme that has been developed and used by the Tools for Engaging Landowners (TELE) program using National Woodland Owner Survey data. TELE divides landowners into four broad groups based on their reasons for owning land. Because this segmentation scheme focuses on motivations, it is a particularly useful grouping strategy for designing communications with landowners. The first part of the paper describes the current (2018) TELE segments and shows how they differ from earlier iterations. TELE has also developed summary descriptions of landowners based on other demographic and situational variables that commonly affect their response to forestry practices and programs. These are listed and outlined in the second part of the paper, with detailed tables included in the appendixes.

Keywords: Tools for Engaging Landowners Effectively, private forest owners, outreach, segmentation

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Cover: Family forest owners have different expectations from their wooded land. The Tools for Engaging Landowners (TELE) program divides landowners into four broad groups based on their reasons for owning land: Woodland Retreat owners, Multi-use owners, Supplemental Income owners, and Uninvolved owners. Photo credits: (top row) USDA Forest Service photo; (bottom row, left to right) Licensed photo by Vadim Kashtanov/Adobe Stock image; USDA Forest Service photo by Lance Cheung; Licensed photo by Seventyfour/Adobe Stock image; Licensed photo by Ali Efe/Adobe Stock images.

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INTRODUCTION

There is a long and robust tradition of segmenting family forest owners based on demographic, attitudinal, or behavioral variables (i.e., Dayer et al. 2014, Finley and Kittredge 2006, Khanal et al. 2017, Ross-Davis and Broussard 2007). This finer-grained understanding of landowners can be very useful for developing tailored programs for engaging landowners. However, this benefit is often not realized because natural resource professionals do not know about these segments or do not understand how to use them effectively.

The Tools for Engaging Landowners (TELE) program (see box) has created a landowner segmentation scheme that is explicitly designed to inform the development of better outreach programs and messages. TELE divides family forest owners into four groups based on their reasons for owning woods: Woodland Retreat owners, Multi-use owners, Supplemental Income owners, and Uninvolved owners. Research shows that these four landowner segments have different expectations from their wooded land and, therefore, respond differently to outreach messages and programs (Butler et al. 2007). To guide practitioners, the TELE program has developed detailed descriptions—or profiles—of family forest owners who fall into each of these groups, henceforth called the TELE segments. This report documents how the TELE segmentation has evolved, the characteristics of the four TELE segments, and how resource professionals can use these data to improve the development and marketing of outreach programs.

The TELE segments are a useful starting point for understanding family forest owners' attitudes toward their land. However, their decisions and actions are also determined by other situational variables (such as parcel size and prior management actions) and demographic variables (such as gender and age), and these variables can be useful for identifying the best prospects for specific programs. To help practitioners segment and target family forest owners in different (and overlapping) ways, TELE has also summarized National Woodland Owner Survey (NWOS) data to create descriptions—or profiles—of landowner groups defined by selected ownership attributes. The second part of this report outlines these additional landowner segments, and detailed data tables are presented in [Appendix 1](#).

Tools for Engaging Landowners (TELE)

The Tools for Engaging Landowners (TELE) program was launched in 2008 by the Sustaining Family Forest Initiative, a program of the Yale School of Forestry and Environmental Studies. Its mission was to improve landowner outreach programs through use of landowner data and social marketing techniques. The TELE methodology has been refined over the years, but the program remains rooted in landowner data. The fundamental premise of the program is that practitioners can reach and influence family forest owners more effectively and efficiently by identifying their core audience and tailoring their programs and messages to the needs, values, and circumstances of that group. For more details on the program, see <https://www.engaginglandowners.org>.

PART 1: THE TELE ATTITUDINAL SEGMENTS

History of the Segmentation Scheme

The attitudinal segments (later named TELE segments) were first developed in 2007 (Butler et al. 2007) using data from the 2006 wave of the National Woodland Owner Survey (NWOS; see sidebar). This segmentation was part of an exploratory data analysis that drew heavily from social marketing tools and ideas and aimed to identify predictors of landowner engagement and action. The original TELE segmentation was based on two sets of NWOS items—family forest owners’ reasons for owning land and their future plans for the land. The 2006 NWOS listed 12 possible reasons for owning wooded land, and respondents were asked to rate the importance of each reason on a 7-point Likert scale. Their responses to items assessing future plans were subjected to a principal component analysis, and the first four components were used in the segmentation analysis (Table 1). A k-means cluster analysis yielded a stable four-segment solution that was detailed and characterized as the four TELE landowner types:

- Woodland Retreat owners—those who value wooded land for amenities and quality of life
- Working the Land owners—those who value woodland amenities but also want to earn income from their land
- Supplemental Income owners—those who see woods primarily as a financial asset
- Ready to Sell owners—those who place low importance on financial and amenity values of woods

The analysis was repeated with the next wave of NWOS data in 2013, with two main differences: (1) the segments were based solely on reasons for owning land, and (2) importance ratings for ownership objectives used a 5-point Likert scale. This simplified model yielded essentially the same clusters, thus confirming the validity and robustness of the four-segment solution. Because the cluster analysis was based solely on reasons for owning land in this iteration, the name for “Ready to Sell” owners was changed to “Uninvolved” owners (Table 1).

National Woodland Owner Survey (NWOS)

The National Woodland Owner Survey (NWOS) is the largest survey of woodland owners in the United States. The sample frame for the survey is derived from Forest Inventory and Analysis (FIA) program sample points, as well as additional points, using an area-based sample design that results in inclusion probabilities proportional to size of forest holdings (Butler et al. 2021). If a forested point is determined to be privately owned, it is included in the NWOS sample. Survey implementation includes a four-wave mailing approach where ownerships are sent a postcard introducing the survey, followed by the survey packet (see example at https://www.familyforestresearchcenter.org/wp-content/uploads/2025/05/NWOS_2018.pdf), followed by a thank you/reminder postcard, and finally another follow-up survey (Dillman et al. 2014). Phone interviews with randomly selected nonrespondents were conducted to assess nonresponse bias.

Table 1.—Descriptions of TELE segment evolution over time, showing changes in methods and segment distribution for 2006 to 2018 National Woodland Owner data

	2006	2013	2018
Method	Principal component analysis and k-means clustering	Heuristic that uses Likert ratings on ownership objectives	Heuristic that uses Likert ratings on ownership objectives and includes investment as a financial objective
Distribution of segments (Percent of family forest owners with 10+ acres in each segment ^a	40% Woodland Retreat 22% Working the Land 15% Supplemental Income 23% Ready to Sell ^b	44% Woodland Retreat 24% Working the Land 17% Supplemental Income 15% Uninvolved	30% Woodland Retreat 42% Multi-use 15% Supplemental Income 12% Uninvolved

^a The 2006 analysis used family forest owners with 10-999 acres.

^b The name for Ready to Sell owners was changed to Uninvolved owners in 2013.

Other segmentation schemes have validated the basic premise of the TELE attitudinal segments, i.e., the relative value that family forest owners assign to amenity and financial benefits of their woods is an important differentiator and predictor of management behaviors (e.g., Dayer et al. 2014, Finley and Kittredge 2006, Khanal et al. 2017, Ross-Davis and Broussard 2007). These segments also have intuitive appeal and practical relevance. From the start, descriptions of these landowner groups were incorporated into TELE workshops and other resources designed to help practitioners to reach and engage family forest owners more effectively. It immediately became apparent that these segments intuitively make sense to practitioners. TELE workshop participants were usually able to categorize family forest owners that they knew into one of these groups and were often able to say which segments were dominant in their local region. Moreover, the differences in the attitudes and behaviors of two of the most prevalent segments, Woodland Retreat and Working the Land, were explored and validated through a series of focus group studies (Center for Nonprofit Strategies 2014).

The Current Segmentation

In 2018, we chose to further simplify and refine the segmentation based on insights derived from qualitative and quantitative landowner research, discussions with practitioners, and our experience with more than 50 landowner outreach projects. The 2018 segment profiles use an a-priori segmentation heuristic. The segmentation heuristic is based on seven ownership objectives that have the highest vector loadings on the two principal components identified in earlier analyses: value assigned to woodland amenities, and value assigned to financial gains from woods. Landowners rated each ownership objective on a 5-point Likert scale where 5 indicated “Very important” and 1 indicated “Not important.”

The goal of the segmentation heuristic is to distinguish among landowners based on the relative importance they assign to these two classes of objectives. The formulation of the heuristic was complicated by two imbalances in the data. First, there were five variables representing amenity values and just two representing financial values. Second, landowners’ ratings were not similarly distributed across these items. The responses for amenity objectives tended to be clustered toward the top of the scale. Therefore, we used the top rating scale value of 5 to better identify landowners who assigned more importance to amenity values relative to other landowners. Scale ratings for the financial objectives were more evenly distributed across the scale, allowing us to use the top two scale values as the cutoff. Using different cutoffs for the two categories of woodland values also helped balance the fact that we had data for only two financial values versus five amenity values.

The four attitudinal segments were identified as follows:

- Woodland Retreat owners gave the highest importance rating (5 on a five-point Likert scale) to at least one of the five listed amenity objectives (beauty, nature, privacy, hunting, and recreation). They gave lower importance ratings (1, 2, or 3) to both financial objectives (timber and investment).
- Multi-use owners gave a scale rating of 5 to at least one of the amenity objectives (beauty, nature, privacy, hunting, and recreation) and assigned some importance (scale rating 4 or 5) to at least one financial objective (timber or investment).
- Supplemental Income owners gave a scale rating of 4 or 5 to one or both financial objectives (harvesting timber and investment). In addition, they did not give a scale rating of 5 (very important) to any of the amenity objectives.
- Uninvolved owners include all other owners. These owners did not attach high importance (scale rating <5 on a scale of importance ranging from 1 to 5) to any of the amenity objectives and did not regard any of the financial objectives as important (scale rating <4 on a scale of importance ranging from 1 to 5).

We believe that this segmentation heuristic clarifies the TELE segments and increases their usefulness in the field. In the past, the segmentation heuristic emphasized timber income as the predominant financial value of woods. Our experience in the field suggests that relatively few family forest owners rely on timber income. At the same time, land has become more valuable in many parts of the country, and landowners are becoming more aware of the investment value of their land. This revised segmentation heuristic explicitly acknowledges that resale value of the land is an important financial reason for owning woods. As a result, some family forest owners who were previously categorized as Woodland Retreat owners because they rated amenity reasons highly but did not want to generate timber income are now rated as Multi-use owners because they place importance on the investment value of their land.

In practical terms, the changes in category result in the Multi-use owner category now being somewhat larger. It includes both those landowners who want to generate ongoing income from their woods and those who see their woodland as an appreciating asset that can be liquidated when needed. These landowners are, therefore, likely to pay attention to how specific programs or activities will affect the resale value of their land. The Woodland Retreat owner category is now smaller and more homogeneous, consisting of people who are mostly concerned about the lifestyle, esthetic, or conservation value of their woods ([Table 1](#)).

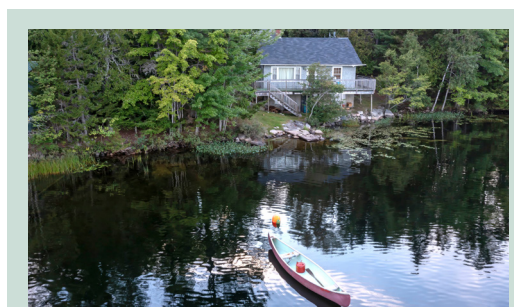
Description of the 2018 TELE Segments

We provide descriptions of the TELE segments and present comparative data to show how they differ from each other. Data from various sections of the NWOS are reported to highlight the attributes of each TELE segment, including landowner characteristics, parcel characteristics, reasons for owning land, concerns about their woods, activities on their land, management activities, recreation, methods of receiving information and advice, topic of information and advice, and attitudes about their woodland ([Table 2](#)). Where applicable, qualitative data from focus groups and interviews with landowners is used to further clarify or elaborate on the beliefs and attitudes of these different groups of family forest owners.

Data reported here are from the 2018 cycle of the NWOS, which includes data collected in 2017 and 2018. There were 9,518 survey responses with an overall cooperation rate of 40 percent (Butler et al. 2021). Segmentation includes all family forest ownerships with 10+ acres of wooded land (n = 8,639).

Woodland Retreat owners

Woodland Retreat landowners own their woodland primarily for its beauty, conservation¹, and recreational value ([Table 3](#)). Many of these family forest owners place high value on nature and animals and appreciate the ecological benefits of woods. Woodland Retreat landowners make up 30 percent of woodland owners in the United States and own 24 percent of woodland. Sixty-eight percent of Woodland Retreat landowners live on their woodland ([Table 2](#)).



Woodland Retreat landowners enjoy the beauty, conservation, and recreational value of their land. Licensed photo by Zenstratus/Adobe Stock images.

¹ Conservation refers to the following attributes: protect water resources, protect or improve wildlife habitat, protect nature or biological diversity.

These family forest owners typically endorse no- or low-impact uses of woods. They enjoy family-focused recreational activities, especially hiking and hunting ([Table 6](#)). They are more likely to cut trees for personal use and/or collect nontimber forest products from their woods. They are interested in keeping their woods healthy, beautiful, and good for wildlife. They want their woodland to stay wooded, and they are the least likely segment to say they plan to transfer land in the next 5 years ([Table 8](#)). Their main concerns include passing their land on to heirs and trespassing ([Table 4](#)).

On the face of it, Woodland Retreat owners have strong motivations for taking stewardship actions—their strong stewardship ethic, their wish to preserve natural beauty and protect wildlife, and their own enjoyment of woodland recreation. However, Woodland Retreat landowners have some of the lowest rates of active land management behaviors such as having a management plan, utilizing consulting foresters, or using cost-share programs ([Table 7](#)). Barriers to management for this segment include a lack of knowledge about what actions to take and whom to contact for forestry services. Qualitative research also shows that Woodland Retreat owners may believe that woods manage themselves and that minimizing human activity and interference is the best way to promote woodland health. Woodland Retreat owners also tend to have smaller parcels of land ([Table 2](#)), which make some land management activities less practical or more expensive. Finally, the cost of undertaking woodland improvement projects can be a barrier as these family forest owners are less likely to know about cost-share and other programs, and some may not qualify for these programs because of smaller parcel sizes.

Appealing to their stewardship ethic can be effective with these owners, especially if these appeals are coupled with specific data or examples to show how active management is beneficial for woods. Because many of these landowners are new to forest management, it may be helpful to give them specific, easy, low-cost actions to achieve their objectives (e.g., attracting wildlife) and connect them with service providers and programs to help them implement woodland projects. These family forest owners prefer to get help and information from talking to experts, written material, or having a forester visit their land ([Table 9](#)).

Multi-use owners

Multi-use family forest owners value the aesthetic and recreational benefits of woodland but also see woods as a financial asset. They make up 42 percent of woodland owners in the United States and own 49 percent of forest land.

Multi-use owners tend to invest substantial time and energy in their land. Their common activities on their wooded land include improving wildlife habitat, creating and maintaining trails and roads on their woodland, and all types of recreation (including hunting) ([Tables 5 and 6](#)).

They are also interested in the financial aspects of their wooded land, such as getting financial assistance for improving or maintaining their land, reducing taxes and cost of land ownership, and understanding timber markets and other ways to earn income from woods ([Table 9](#)). These family forest owners are more likely than other groups to have taken active



Multi-use owners value the beauty, recreational benefits, and financial assets of their property. Licensed photo by LoweStock/Adobe Stock images.

steps to improve their woodland. Although program participation numbers are generally low for all family forest owners, this group is more likely than others to participate in a cost-share program, have a management plan, or be enrolled in a tax program ([Table 7](#)). These landowners are most concerned about taxes ([Table 4](#)).

To reach this segment of family forest owners, it is important to appreciate their outdoorsy lifestyle, their traditional values, and their knowledge of their woods. Multi-use landowners actively seek information on land management, and most like getting information through multiple channels, including talking with an expert, the internet, and direct mail ([Table 9](#)). However, focus group studies showed that this group of family forest owners is most likely to be independent-minded, cautious, and skeptical. Therefore, it is especially important that natural resource professionals give this group needed information without appearing to drive or constrain their choices and decisions.

Supplemental Income owners

Supplemental Income owners own woodland primarily for timber income and investment ([Table 3](#)). They comprise 15 percent of woodland owners in the United States and own 19 percent of woodland. Less than half of the Supplemental Income landowners live on their woodland ([Table 2](#)). These family forest owners often have larger parcels, and almost a quarter of them (24 percent) say they rely on their woods for some part of their annual income (versus 17 percent of all landowners) ([Table 2](#)). However, it is important to note that the proportion of income derived from wooded land is small (<20 percent) for most landowners, including this group ([Table 2](#)). Supplemental Income owners are most concerned about taxes on their wooded land ([Table 4](#)).



Supplemental Income owners use their property as an investment and source of income.
Licensed photo by Elena Berd/Adobe Stock images.

The interests and activities of Supplemental Income owners include planning and conducting commercial harvests, holding their land as an investment, and passing land on to heirs ([Table 3](#)). Of all the segments, the Supplemental Income owners are the most likely to cut trees for sale ([Table 5](#)) and most likely to have worked with a forester on their land ([Table 7](#)). They are also the most likely segment to say they have sold or transferred land in the past 5 years or they plan to do so in the next 5 years (Tables 2 and 8). In addition, these landowners are more willing than other groups to sell their woodland if offered a reasonable price ([Table 8](#)).

Based on their interest in enhancing financial benefit from woodland and protecting the long-term income-generation capacity and financial value of their land, it is likely that these landowners would be most open to management activities that are cost effective, at least in the long run. Therefore, messages focusing on the land's long-term health and productivity, creating new income opportunities, reducing cost of ownership, or improving the land's resale value will likely resonate well with this group.

Uninvolved owners

Uninvolved owners assign low importance to financial, recreational, and aesthetic benefits of their woods ([Table 3](#)). As a result, they tend not to pay much attention to looking after their woods. Uninvolved landowners comprise 12 percent of woodland owners in the United States and own 9 percent of woodland. Many Uninvolved landowners do not live on their woodland, but forty percent of these family forest owners have a farm and are the most likely segment of landowners to graze animals on their wooded land in the past 5 years (Tables 2 and 5). These landowners tend to have smaller sizes of forest holdings than other segments, and they tend to be older than other segments of family forest owners ([Table 2](#)).



Uninvolved owners tend to do little with their land.
Licensed photo by Trong Nguyen/Adobe Stock images.

Along with Woodland Retreat owners, Uninvolved landowners are the least likely to have a management plan or participate in a cost-share program, and they are least likely to have taken any actions to improve their land ([Table 7](#)). They are also less likely than other groups to have sold or transferred land in the past 5 years ([Table 2](#)). It is possible that they want to keep their land in the family and may be in a “holding pattern” until they can figure out what to do with their land or pass it on to their heirs. This suggests that uninvolved owners may be interested in ways to minimize land maintenance and management costs and prevent current and future problems (such as trespassing or fire). Uninvolved owners are most concerned about trespassing and taxes on their wooded land ([Table 4](#)). Based on these concerns, they may be interested in estate planning and land transfer services.

Due to their lack of knowledge and lack of interest in learning more, Uninvolved owners are not an easy target for woodland owner outreach programs. They may, however, be open to messages that emphasize direct benefits for relatively little investment of time, effort, or money on their part. The Uninvolved owners who have farms attached to their woods may be more receptive to incentives and programs that benefit both farms and woods and may be reachable via traditional farming channels such as the Farm Bureau and the Soil and Water Conservation District (SWCD).

Table 2.—Ownership characteristics of family forest owners (FFOs) with 10+ acres by attitudinal segment group. Standard errors are in parentheses.

Item	Unit	Woodland Retreat	Multi-use	Supplemental Income	Uninvolved
Percentage of landowners	Percent of all woodland owners in the United States	30	42	15	12
Percentage of acres	Percentage of woodland acres in the United States	24	49	19	9
Income from woodland	Percent FFOs earning income from their woodlands	10.7 (0.1)	18.9 (0.2)	23.9 (0.2)	14.8 (0.2)
Owner age	Mean (years)	64.2 (0.4)	63.5 (0.4)	66.3 (0.6)	68.6 (0.8)
Gender	Percent of ownerships where primary owner is male	74.0 (0.2)	75.7 (0.2)	79.7 (0.2)	74.3 (0.3)
Gender	Percent of ownerships where primary owner is female	26.0 (0.2)	24.3 (0.2)	20.3 (0.2)	25.7 (0.3)
Race/ethnicity	Percent FFOs nonwhite	5.4 (0.1)	7.4 (0.1)	6.7 (0.2)	3.8 (0.1)
Size of forest holdings	Mean (acres)	53.4 (1.4)	78.4 (1.9)	85.1 (4.6)	50.9 (2.6)
Land tenure	Mean (years)	23.8 (0.5)	22.9 (0.5)	25.3 (0.8)	28.3 (1.0)
Has a cabin on wooded land	Percent FFOs	18.5 (0.1)	19.0 (0.1)	8.6 (0.1)	8.2 (0.1)
Has a farm on or near wooded land	Percent FFOs	24.7 (0.2)	29.5 (0.1)	36.6 (0.2)	40.6 (0.3)
Has their home on wooded land	Percent FFOs	68.0 (0.2)	63.0 (0.1)	47.4 (0.3)	58.6 (0.3)
Has sold or given away land in the past 5 years	Percent FFOs	14.4 (0.1)	16.6 (0.1)	18.7 (0.2)	12.7 (0.2)

Table 3.—Ownership objectives of family forest owners (FFOs) with 10+ acres by attitudinal segment group. Standard errors are in parentheses.

Item	Unit	Woodland Retreat	Multi-use	Supplemental Income	Uninvolved
Percentage of landowners	Percent of all woodland owners in the United States	30	42	15	12
Percentage of acres	Percentage of woodland acres in the United States	24	49	19	9
Objective					
To enjoy beauty or scenery	Percent FFOs who rate this as important or very important	93.9 (0.2)	91.8 (0.2)	54.1 (0.2)	48.2 (0.3)
Protect water resources	Percent FFOs who rate this as important or very important	71.3 (0.2)	76.4 (0.2)	48.7 (0.3)	32.4 (0.3)
Protect or improve wildlife habitat	Percent FFOs who rate this as important or very important	85.8 (0.2)	87.6 (0.2)	53.6 (0.3)	45.5 (0.3)
Protect nature or biological diversity	Percent FFOs who rate this as important or very important	81.0 (0.3)	82.8 (0.2)	44.6 (0.3)	41.0 (0.3)
Privacy	Percent FFOs who rate this as important or very important	78.7 (0.2)	87.6 (0.2)	47.2 (0.3)	26.6 (0.3)
Pass land to my children or other heirs	Percent FFOs who rate this as important or very important	58.6 (0.2)	70.2 (0.2)	58.8 (0.3)	43.8 (0.3)
To raise my family	Percent FFOs who rate this as important or very important	48.6 (0.2)	55.1 (0.2)	32.3 (0.3)	26.4 (0.3)
Recreation, other than hunting)	Percent FFOs who rate this as important or very important	52.5 (0.2)	61.5 (0.2)	25.0 (0.2)	19.4 (0.2)
Hunting	Percent FFOs who rate this as important or very important	42.4 (0.2)	57.3 (0.2)	33.1 (0.2)	26.6 (0.3)
Firewood	Percent FFOs who rate this as important or very important	18.3 (0.2)	26.1 (0.2)	18.8 (0.1)	12.0 (0.2)
Nontimber forest products	Percent FFOs who rate this as important or very important	7.8 (0.1)	10.7 (0.1)	6.2 (0.1)	1.6 (0.0)
Land investment	Percent FFOs who rate this as important or very important	0.0 (0.0)	90.9 (0.3)	85.2 (0.3)	0.0 (0.0)
Timber products, such as logs or pulpwood	Percent FFOs who rate this as important or very important	0.0 (0.0)	35.0 (0.1)	43.4 (0.3)	0.0 (0.0)

Table 4.—Concerns of family forest owners (FFOs) with 10+ acres by attitudinal segment group. Standard errors are in parentheses.

Item	Unit	Woodland Retreat	Multi-use	Supplemental Income	Uninvolved
Percentage of landowners	Percent of all woodland owners in the United States	30	42	15	12
Percentage of acres	Percentage of woodland acres in the United States	24	49	19	9
Concerns					
Air pollution	Percent of FFOs who say this is of concern or great concern	51.7 (0.3)	56.0 (0.2)	36.6 (0.3)	30.8 (0.3)
Animal damage	Percent of FFOs who say this is of concern or great concern	20.4 (0.2)	27.5 (0.1)	19.9 (0.2)	15.6 (0.2)
Climate change	Percent of FFOs who say this is of concern or great concern	45.9 (0.2)	43.7 (0.2)	30.7 (0.3)	23.3 (0.3)
Development	Percent of FFOs who say this is of concern or great concern	52.2 (0.3)	52.3 (0.2)	34.2 (0.3)	23.7 (0.2)
Dumping	Percent of FFOs who say this is of concern or great concern	70.8 (0.2)	78.6 (0.2)	64.6 (0.4)	56.6 (0.3)
Wildfire	Percent of FFOs who say this is of concern or great concern	60.0 (0.3)	66.0 (0.2)	51.4 (0.3)	41.6 (0.4)
Government regulations	Percent of FFOs who say this is of concern or great concern	62.5 (0.3)	70.5 (0.2)	61.0 (0.4)	55.5 (0.4)
Passing land to heirs	Percent of FFOs who say this is of concern or great concern	78.6 (0.3)	80.4 (0.2)	58.3 (0.3)	61.0 (0.3)
Insect/disease damage	Percent of FFOs who say this is of concern or great concern	68.6 (0.3)	72.0 (0.2)	55.5 (0.3)	49.5 (0.4)
Invasive plants	Percent of FFOs who say this is of concern or great concern	54.3 (0.2)	54.5 (0.2)	35.2 (0.3)	32.0 (0.3)
Damage/noise from off road vehicles	Percent of FFOs who say this is of concern or great concern	35.8 (0.2)	36.9 (0.2)	23.4 (0.2)	17.7 (0.2)
Storm damage	Percent of FFOs who say this is of concern or great concern	39.2 (0.2)	51.4 (0.2)	33.8 (0.3)	21.3 (0.3)
Taxes	Percent of FFOs who say this is of concern or great concern	73.8 (0.3)	83.7 (0.2)	74.7 (0.4)	67.2 (0.4)
Trespassing	Percent of FFOs who say this is of concern or great concern	75.2 (0.2)	82.5 (0.2)	68.0 (0.3)	62.1 (0.4)
Lack of water	Percent of FFOs who say this is of concern or great concern	46.9 (0.2)	51.2 (0.2)	33.2 (0.3)	29.5 (0.3)
Water pollution	Percent of FFOs who say this is of concern or great concern	61.2 (0.2)	67.1 (0.2)	47.6 (0.3)	37.4 (0.3)

Table 5.—Activities done in the past 5 years by family forest owners (FFOs) with 10+ acres by attitudinal segment group. Standard errors are in parentheses.

Item	Unit	Woodland Retreat	Multi-use	Supplemental Income	Uninvolved
Percentage of landowners	Percent of all woodland owners in the United States	30	42	15	12
Percentage of acres	Percentage of woodland acres in the United States	24	49	19	9
Activity					
No activities	Percent FFOs	22.2 (0.2)	21.0 (0.1)	34 (0.3)	34.5 (0.3)
Cutting trees for sale	Percent FFOs	10.1 (0.1)	18.8 (0.1)	22.9 (0.2)	10.3 (0.1)
Cutting trees for personal use	Percent FFOs	40.2 (0.2)	37.0 (0.2)	21.8 (0.2)	33.2 (0.3)
Grazing	Percent FFOs	12.4 (0.1)	14.5 (0.1)	16.4 (0.2)	19.5 (0.2)
Insects/disease management	Percent FFOs	8.6 (0.1)	6.6 (0.1)	4.8 (0.1)	3.0 (0.1)
Invasive plant management	Percent FFOs	26.6 (0.2)	24.1 (0.1)	12.2 (0.2)	13.0 (0.2)
Collecting nontimber forest products	Percent FFOs	27.4 (0.2)	22.0 (0.1)	11.6 (0.2)	13.0 (0.2)
Reducing fire hazards	Percent FFOs	14.7 (0.2)	14.5 (0.1)	9.7 (0.2)	4.8 (0.1)
Creating/maintaining roads	Percent FFOs	11.4 (0.1)	13.0 (0.1)	8.5 (0.1)	6.2 (0.1)
Creating/maintaining trails	Percent FFOs	22.7 (0.1)	26.8 (0.1)	13.6 (0.2)	9.7 (0.2)
Creating/maintaining wildlife habitat	Percent FFOs	26.3 (0.2)	27.3 (0.1)	12.6 (0.1)	11.4 (0.2)
Leases land	Percent FFOs	7.3 (0.1)	10.1 (0.1)	17.0 (0.2)	10.4 (0.2)

Table 6.—Recreation in the past 5 years by family forest owners (FFOs) with 10+ acres by attitudinal segment group. Standard errors are in parentheses.

Item	Unit	Woodland Retreat	Multi-use	Supplemental Income	Uninvolved
Percentage of landowners	Percent of all woodland owners in the United States	30	42	15	12
Percentage of acres	Percentage of woodland acres in the United States	24	49	19	9
Recreation type					
Biking	Percent FFOs	6.5 (0.1)	6.4 (0.1)	2.4 (0.1)	2.3 (0.1)
Camping	Percent FFOs	20.0 (0.1)	17.2 (0.1)	11.2 (0.2)	11.2 (0.2)
Fishing	Percent FFOs	20.8 (0.1)	24.8 (0.1)	17.5 (0.2)	16.3 (0.2)
Hiking	Percent FFOs	67.8 (0.2)	59.9 (0.2)	36.0 (0.3)	43.2 (0.3)
Horseback riding	Percent FFOs	9.9 (0.1)	12.2 (0.1)	6.3 (0.1)	6.0 (0.1)
Hunting	Percent FFOs	67.7 (0.2)	72.8 (0.1)	65.4 (0.2)	73.2 (0.3)
Riding off road vehicles	Percent FFOs	28.1 (0.2)	35.9 (0.1)	20.3 (0.2)	21.0 (0.2)
	Percent FFOs	10.0 (0.1)	7.2 (0.1)	2.6 (0.1)	3.2 (0.1)
No recreation on the land	Percent FFOs	8.3 (0.1)	8.4 (0.1)	22.8 (0.2)	16.3 (0.2)

Table 7.—Assistance and program participation by FFOs with 10+ acres by attitudinal segment group. Standard errors are in parentheses.

Item	Unit	Woodland Retreat	Multi-use	Supplemental Income	Uninvolved
Percentage of landowners	Percent of all woodland owners in the United States	30	42	15	12
Percentage of acres	Percentage of woodland acres in the United States	24	49	19	9
Assistance					
Used a forester	Percent FFOs	16.1 (0.1)	25.1 (0.1)	28.5 (0.2)	13.7 (0.2)
Received advice in the past 5 years	Percent FFOs	15.6 (0.1)	21.9 (0.1)	18.8 (0.2)	7.4 (0.1)
Has a management plan	Percent FFOs	9.8 (0.1)	13.0 (0.1)	11.0 (0.2)	5.5 (0.2)
Enrolled in a tax program	Percent FFOs	17.2 (0.1)	19.0 (0.1)	16.2 (0.2)	13.4 (0.2)
Enrolled in a cost share program in the past 5 years	Percent FFOs	2.8 (0.1)	4.7 (0.0)	3.8 (0.1)	2.3 (0.1)
Land is part of an easement	Percent FFOs	3.8 (0.1)	2.4 (0.0)	4.1 (0.1)	0.8 (0.0)
Has green certified land	Percent FFOs	1.4 (0.0)	2.9 (0.0)	1.7 (0.0)	1.2 (0.0)
Enrolled in a carbon program	Percent FFOs	0.4 (0.0)	0.1 (0.0)	0.1 (0.0)	0.0 (0.0)

Table 8.—Future plans and attitudes about their woodlands of FFOs with 10+ acres by attitudinal segment group. Standard errors are in parentheses.

Item	Unit	Woodland Retreat	Multi-use	Supplemental Income	Uninvolved
Percentage of landowners	Percent of all woodland owners in the United States	30	42	15	12
Percentage of acres	Percentage of woodland acres in the United States	24	49	19	9
Future Plan and Attitude					
Plans to transfer land in the next 5 years	Percent FFOs	10.6 (0.1)	15.5 (0.1)	22.9 (0.3)	16.8 (0.2)
Wants their land to stay wooded	Percent FFOs who agree or strongly agree	94.8 (0.2)	90.6 (0.3)	74.0 (0.4)	78.2 (0.4)
Would sell if offered a reasonable price	Percent FFOs who agree or strongly agree	18.2 (0.2)	26.1 (0.2)	35.7 (0.3)	24.1 (0.3)
Strong emotional attachment to wooded land	Percent FFOs who agree or strongly agree	82.4 (0.3)	76.5 (0.2)	55.8 (0.3)	57.5 (0.4)
Believes woods help the community	Percent FFOs who agree or strongly agree	65.9 (0.2)	66.8 (0.2)	50.3 (0.3)	41.4 (0.3)
Has green certified land	Percent FFOs	1.4 (0.0)	2.9 (0.0)	1.7 (0.0)	1.2 (0.0)
Enrolled in a carbon program	Percent FFOs	0.4 (0.0)	0.1 (0.0)	0.1 (0.0)	0.0 (0.0)

Table 9.—Informational needs of family forest owners with 10+ acres by attitudinal segment group. Standard errors are in parentheses.

Item	Unit	Woodland Retreat	Multi-use	Supplemental Income	Uninvolved
Percentage of landowners	Percent of all woodland owners in the United States	30	42	15	12
Percentage of acres	Percentage of woodland acres in the United States	24	49	19	9
Informational needs					
Knows their woods well	Percent FFOs	85.3 (0.3)	83.0 (0.2)	71.0 (0.3)	67.7 (0.4)
Wants to know their woods better	Percent FFOs	52.3 (0.2)	52.0 (0.2)	41.6 (0.3)	32.0 (0.3)
Wants info/advice about tax programs	Percent FFOs	49.8 (0.2)	56.9 (0.2)	43.6 (0.2)	41.9 (0.3)
Wants info/advice about no topics	Percent FFOs	38.8 (0.2)	30.0 (0.2)	37.0 (0.3)	47.4 (0.3)
Wants info/advice on cost share programs	Percent FFOs	26.5 (0.2)	28.8 (0.1)	18.9 (0.2)	21.0 (0.2)
Wants info/advice about timber harvesting	Percent FFOs	9.5 (0.1)	23.8 (0.1)	30.3 (0.2)	8.3 (0.1)
Wants info/advice from written material	Percent FFOs	58.2 (0.2)	56.3 (0.2)	47.8 (0.3)	46.4 (0.3)
Wants info/advice from talking to a neighbor	Percent FFOs	4.3 (0.1)	5.3 (0.1)	3.3 (0.1)	2.8 (0.1)
Wants info/advice through the internet	Percent FFOs	26.7 (0.2)	23.8 (0.1)	20.8 (0.2)	15.2 (0.2)
Wants info/advice through email	Percent FFOs	24.6 (0.2)	22.2 (0.1)	18.1 (0.2)	16.6 (0.2)
Wants info/advice from someone visiting their land	Percent FFOs	23.8 (0.1)	23.2 (0.1)	17.6 (0.2)	12 (0.2)
Wants info/advice from attending a conference	Percent FFOs	16.1 (0.1)	13.9 (0.1)	9.3 (0.1)	7.7 (0.1)
Wants info/advice from talking to an expert	Percent FFOs	34.9 (0.2)	33.0 (0.1)	26.3 (0.2)	21.1 (0.2)
Does not want info/advice	Percent FFOs	18.4 (0.2)	19.1 (0.1)	25.8 (0.3)	34.8 (0.3)

Table 10.—Definitions and general descriptions of profiles of family forest owners (FFOs) in the United States. Profiles of each segment for various geographies can be found online ([see Appendix 2](#)), with the file names for each landowner segment listed in the column Online File Name. The ‘XX’ in the file name is a place holder for the specific geography you will find online file (e.g., TELE_ALL_10+_XX is listed in the Online File Name, but online you will find TELE_ALL_10+_US, TELE_ALL_10+_AL, TELE_ALL_10+_ME, etc)

Landowner Segment	Definition	General Description	Online File Name
All Family Landowners with 10+ Acres	FFOs with 10+ acres of wooded land	This profile provides an overview of US FFOs, especially highlighting some of the attitudes and values that they share.	TELE_ALL_10+_XX
All Family Landowners with 50+ Acres	FFOs with 50+ acres of wooded land	FFOs with 50+ acres of land constitute 30% of the landowner population; yet they collectively own almost three-quarters of the land in the 10+ acre parcel category. They typically have higher rates of participation in forestry programs and activities.	TELE_ALL_50+_XX
Female Owners	FFOs with 10+ acres of woodland, and where the primary owner is female	Nationally, 24% of family forest ownerships have a woman as the primary landowner. Women FFOs are even more likely than men to own their woods primarily for woodland amenities. They are less likely to actively manage their woods or participate in forestry programs.	TELE_FEMALE_XX
Minority Owners	FFOs with 10+ acres of woodland, and where the primary owner is minority (non-white)	Minority (non-white) FFOs own only 6% of family-owned woodland. Their land holdings tend to be smaller than average. They are less likely than other FFOs to actively manage their woods or participate in forestry programs. They are also more likely to have acquired their woods within the last decade.	TELE_MINORITY_XX
Income Generated From Woods	FFOs with 10+ acres of woodland, who rely on some income from their woods	Overall, 17% of FFOs say they rely on some income from their woods, although this income is usually small (usually less than 5-10% of their total income). Many of these FFOs are farmers or ranchers who also own woodlands, and most fall into the Supplemental Income or Multi-use TELE segments.	TELE_INCOME_XX
Non-resident	FFOs with 10+ acres of woodland and whose primary residence is more than 1 mile away from their woods	Over 38% of family-owned wooded parcels are located more than 1 mile from the owner's home. Many of these absentee landowners live some distance from their woods and don't see them regularly. It can therefore be harder to reach these FFOs and engage them in forestry practices.	TELE_NONRESIDENT
Farmers or Ranchers	FFOs with 10+ acres of woodland who have a farm or ranch attached to their wooded land	One-third of America's FFOs are also farmers or ranchers. Some of them enjoy and appreciate their woods; to others, woodland is just unproductive land because it can't be tilled. These FFOs are more likely to take actions that benefit both the farm/ranch and woodland (e.g., reducing invasive plants) and may be more receptive to messages that emphasize the health of their entire land holding. Family tradition is often very important to them, as is keeping land in the family.	TELE_FARMER_XX
Second Home Owners	FFOs with 10+ acres of woodland who have a cabin or vacation home on their wooded land	Second home owners are those who own woods as part of a cabin or vacation home. Compared with the general FFO population, this group is wealthier and is more likely to have received advice and done activities on their land.	TELE_SECOND_HOME_XX
New Owners (<10 Years)	FFOs with 10+ acres of woodland who have acquired their land in the past 10 years	Eighteen percent of FFOs fit this category. They may have grown up in their woods and have strong ties to them. Other new owners tend to be recent retirees or families that are drawn to a rural lifestyle.	TELE_NEW_XX
Legacy Owners	FFOs with 10+ acres of woodland who think it is important or very important to pass their land on to children or heirs	Sixty-two percent of FFOs fall into this group. Messages that focus on building a legacy of good stewardship and keeping the land intact for future generations are likely to resonate with this group.	TELE_LEGACY_XX
Aesthetic-focused Owners	FFOs with 10+ acres of woodland who cite beauty and privacy as very important reasons for owning their woods	One-third of FFOs are focused on aesthetic reasons for owning their land. For a large majority of this group, the woods are part of their home, and they have a strong emotional attachment to them.	TELE_AESTHETIC_XX

continued on next page

Table 10 (continued).—Definitions and general descriptions of profiles of family forest owners (FFOs) in the United States. Profiles of each segment for various geographies can be found online ([see Appendix 2](#)), with the file names for each landowner segment listed in the column Online File Name. The ‘XX’ in the file name is a place holder for the specific geography you will find online file (e.g., TELE_ALL_10+_XX is listed in the Online File Name, but online you will find TELE_ALL_10+_US, TELE_ALL_10+_AL, TELE_ALL_10+_ME, etc)

Landowner Segment	Definition	General Description	Online File Name
Conservation-focused Owners	FFOs with 10+ acres of woodland who cite protecting nature, water, and wildlife as very important reasons for owning their woods	Fifty-seven percent of FFOs own their land for conservation reasons. These family forest owners have a strong emotional attachment to their woods and want them to stay wooded.	TELE_CONSERVATION_XX
Recreation-focused Owners	FFOs with 10+ acres of woodland who cite hunting and recreation as very important reasons for owning their woods	Twenty-two percent of FFOs are focused on recreational reasons for owning their land. These owners are more likely than other family forest owners to have a cabin or vacation house in their woods and to have enjoyed different types of recreational activities on their land.	TELE_RECREATION_XX
Received Advice	FFOs with 10+ acres of woodland who have received information or advice about the care, management, or protection of their woods in the past 5 years	Only 18% of FFOs have received advice for managing their woods. These landowners tend to have larger parcels of land and account for 36% of family woodlands. Compared with other landowners, they are more likely to be actively managing their land; to say they know their land well; and to want to learn more about managing their land.	TELE_ADVICE_XX
Management Plan	FFOs with 10+ acres of woodland who have a management plan	Only 11% of FFOs have a management plan, and they account for 24% of family-owned wooded acres. These landowners take a more active approach to land management, and are more likely to conduct timber harvests, employ foresters, and participate in government programs.	TELE_PLAN_XX
Have Easement	FFOs with 10+ acres of woodland who have an easement	Only 3% of FFOs hold a conservation easement and they account for 6% of family-owned wooded acres. These landowners have a strong stewardship ethic and want to keep their land intact. They are likely to be open to more stewardship activities and could help engage other family forest owners in conservation.	TELE_EASEMENT_XX
Plan to Harvest in the Future	FFOs with 10+ acres of woodland who plan to harvest in the next 5 years	Nationally, about 17% of family forest owners are planning to harvest timber for sale within the next 5 years. The vast majority of these family forest owners are Supplemental Income or Multi-use owners.	TELE_FUTURE_CUT
Harvested in the Past 5 Years	FFOs with 10+ acres of woodland who have harvested in the past 5 years	Nationally, about 16% of family forest owners have harvested timber in the past 5 years. Most of these people own larger tracts of land and have owned the land for at least a decade.	TELE_PAST_CUT_XX
Active Managers	FFOs with 10+ acres of woodland who have done four or more activities on their wooded land in the past 5 years	About a fifth of FFOs (19%) are classified as active managers and they account for 31% of family-owned wooded acres. Active managers are more likely than others to received advice from professionals and to have management plans. They are also more likely to have harvested timber, employed a forester, and participated in a government program.	TELE_ACTIVE_XX
Inactive Owners	FFOs with 10+ acres of woodland who have done no activities on their wooded land in the past 5 years	Twenty-eight percent of FFOs are classified as inactive landowners. These landowners tend to have smaller holdings and account for 17% of family-owned woodland acreage.	TELE_INACTIVE_XX

PART 2: ADDITIONAL TELE PROFILES

Outreach programs often are designed to reach specific groups of landowners based on demographic characteristics or certain aspects of their land. For example, a chainsaw safety workshop might specifically target women family forest owners; a cost-share program might be directed at family forest owners with 50+ acres; or a land trust might determine that the best prospects in their area are absentee family forest owners. To meet this need, the TELE program has summarized NWOS data to develop descriptive profiles for commonly targeted groups of family forest owners. A sample descriptive profile is shown in Figure 1, and [Table 10](#) outlines the specific landowner segments for which profiles have been developed. Brief descriptions of these landowner segments appear in [Table 10](#), and detailed 2018 NWOS data for these groups can be found in Tables 11 through 15 in [Appendix 1](#). All profiles are available online in [Appendix 2](#). TELE works primarily with family forest owners who have at least 10 acres of wooded land, so the subgroups shown in Figure 1 and profiles in Appendix 2 are drawn from that basic population, unless otherwise stated.

CONCLUSIONS

The National Woodland Owner survey is a robust and rich source of information about family forest owners. However, few practitioners have the time or capacity to dive into the data and identify key attributes of the family forest owners that they wish to target. The summary profiles developed by the TELE program fill this gap between the research and practitioner communities. The profiles provide a snapshot of a specific group of family forest owners by summarizing key statistics for that landowner segment in an accessible and appealing format.

All the profiles described in this paper are available at <https://www.engaginglandowners.org/landowner-data> as well as in [Appendix 2](#). The website also contains summary data profiles for family forest owners in different states and regions of the country. Finally, where sample sizes permit, profiles were developed for specific landowner segments (e.g., women family forest owners or family forest owners with larger parcels) by state or region. We believe that these profiles are a useful resource to help practitioners design and implement affective and targeted outreach programs.

TOOLS FOR ENGAGING LANDOWNERS EFFECTIVELY

Woodland Owner Profile

Multi-use Owners
United States

www.engaginglandowners.org

2018

Introduction

Multi-use 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 to them, 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.

Nationally, they are the largest group of landowners. 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 appreciate their knowledge of their land, 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: **1,567,000.**
- This group constitutes **42%** of total family woodland owners in this geography with 10+ acres.
- Total acreage covered by these ownerships: **122,881,000 acres.**
- This is **49%** of the total acres held in wooded acreage of 10+ acres.

Land Tenure

- Average land tenure is **23 years.**
- **19%** 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: **19%**
- Part of their farm or ranch: **29%**

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.

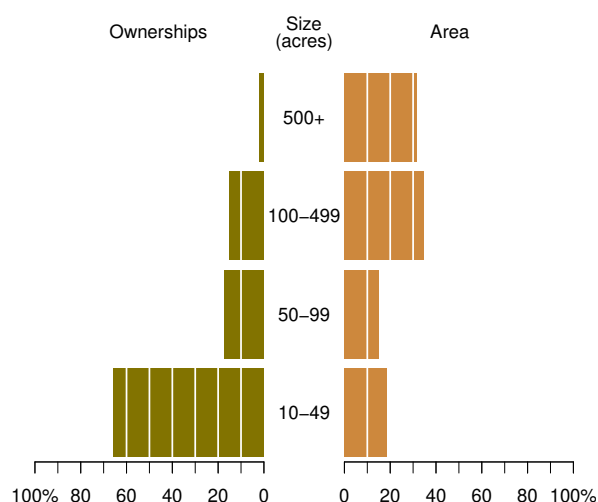


Figure 1.—Example of a profile summary page. This profile describes female forest owners with 10+ acres of land in the United States. This profile and others can be found online in Appendix 2 and at <https://www.engaginglandowners.org/landowner-data/find-profiles?region=97>.

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APPENDIX 1

Summary Tables

Additional characteristics and attitudes of landowner groups not detailed in the main text are presented in Tables 11 through 15. Data are derived from the 2018 National Woodland Owner Survey.

Table 11.—Characteristics of family forest owners (FFOs) with 50+ acres, FFOs with 10+ acres, women FFOs, and minority FFOs. Unless specified, profiles are for FFOs with 10+ acres of land. Standard errors are in parentheses.

Item	Unit	FFOs 50+ Acres	FFOs 10+ Acres	Women FFOs	Minority FFOs
Ownership Characteristics					
Income from woodland	Percent FFOs earning income from their woodlands	2.6 (0.8)	1.3 (0.7)	1.0 (0.8)	2.0 (0.1)
Owner age	Mean (years)	66.5 (0.8)	64.8 (0.8)	65.9 (0.9)	60.0 (1.0)
Size of forest holdings	Mean (acres)	176.4 (1.1)	68.6 (1.0)	57.4 (1.1)	60.0 (20.0)
Land tenure	Mean (years)	25.5 (0.8)	24.2 (0.9)	24.0 (1.0)	20.0 (2.0)
Gender	Percent of ownerships where primary owner is male	79.2 (0.5)	75.7 (0.5)	0.0 (0.0)	70.0 (0.2)
Race/ethnicity	Percent FFOs non-white	5.4 (0.5)	6.3 (0.5)	7.1 (0.6)	100.0 (0.0)
Has a cabin on wooded land	Percent FFOs	23.0 (0.5)	16.0 (0.5)	13.8 (0.6)	20.0 (0.2)
Has a farm on or near wooded land	Percent FFOs	37.5 (0.5)	30.4 (0.5)	28.4 (0.7)	20.0 (0.1)
Has their home on wooded land	Percent FFOs	54.3 (0.5)	61.6 (0.6)	60.9 (0.7)	50.0 (0.2)
Has sold or given away land in the past 5 years	Percent FFOs	19.9 (0.5)	15.8 (0.5)	13.5 (0.6)	10.0 (0.1)
Objectives for Owning Land					
To enjoy beauty or scenery	Percent FFOs who rate this as important or very important	79.6 (0.6)	81.4 (0.6)	82.1 (0.7)	80.0 (0.3)
To protect water resources	Percent FFOs who rate this as important or very important	65.2 (0.6)	65.3 (0.6)	69.0 (0.7)	70.0 (0.4)
To protect or improve wildlife habitat	Percent FFOs who rate this as important or very important	79.2 (0.6)	76.8 (0.6)	76.2 (0.7)	80.0 (0.5)
To protect nature or biological diversity	Percent FFOs who rate this as important or very important	70.3 (0.6)	71.3 (0.6)	76.5 (0.8)	80.0 (0.4)
For privacy	Percent FFOs who rate this as important or very important	69.2 (0.6)	71.4 (0.6)	68.9 (0.7)	70.0 (0.4)
To pass land to my children or other heirs	Percent FFOs who rate this as important or very important	67.4 (0.6)	61.8 (0.6)	61.7 (0.7)	70.0 (0.3)
To raise my family	Percent FFOs who rate this as important or very important	43.9 (0.6)	46.2 (0.6)	44.0 (0.7)	50.0 (0.4)
For recreation, other than hunting)	Percent FFOs who rate this as important or very important	52.5 (0.6)	48.1 (0.6)	41.2 (0.7)	40.0 (0.3)
For hunting	Percent FFOs who rate this as important or very important	58.0 (0.6)	45.4 (0.6)	31.6 (0.6)	50.0 (0.3)
For firewood	Percent FFOs who rate this as important or very important	21.3 (0.5)	20.9 (0.5)	18.0 (0.6)	20.0 (0.2)
For nontimber forest products	Percent FFOs who rate this as important or very important	7.4 (0.5)	8.0 (0.5)	8.8 (0.6)	10.0 (0.2)
For land investment	Percent FFOs who rate this as important or very important	56.3 (0.6)	51.6 (0.6)	51.2 (0.7)	60.0 (0.4)
For timber products, such as logs or pulpwood	Percent FFOs who rate this as important or very important	34.9 (0.5)	21.5 (0.5)	16.8 (0.6)	30.0 (0.2)
Concerns for their woods					
Air pollution	Percent of FFOs who say this is of concern or great concern	42.5 (0.6)	48.7 (0.6)	52.8 (0.7)	70.0 (0.4)
Animal damage	Percent of FFOs who say this is of concern or great concern	25.5 (0.5)	22.8 (0.5)	22.5 (0.7)	40.0 (0.3)

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Table 11 (continued).—Characteristics of family forest owners (FFOs) with 50+ acres, FFOs with 10+ acres, women FFOs, and minority FFOs. Unless specified, profiles are for FFOs with 10+ acres of land. Standard errors are in parentheses.

Item	Unit	FFOs 50+ Acres	FFOs 10+ Acres	Women FFOs	Minority FFOs
Climate change	Percent of FFOs who say this is of concern or great concern	36.4 (0.6)	39.9 (0.6)	47.5 (0.7)	60.0 (0.3)
Development	Percent of FFOs who say this is of concern or great concern	43.5 (0.6)	46.1 (0.6)	49.9 (0.7)	60.0 (0.4)
Dumping	Percent of FFOs who say this is of concern or great concern	70.9 (0.6)	71.4 (0.6)	70.4 (0.7)	90.0 (0.3)
Wildfire	Percent of FFOs who say this is of concern or great concern	61.6 (0.6)	59.0 (0.6)	63.7 (0.7)	80.0 (0.4)
Government regulations	Percent of FFOs who say this is of concern or great concern	67.4 (0.6)	64.8 (0.6)	59.9 (0.7)	70.0 (0.3)
Passing land to heirs	Percent of FFOs who say this is of concern or great concern	78.0 (0.6)	74.1 (0.6)	74.1 (0.7)	80.0 (0.4)
Insect/disease damage	Percent of FFOs who say this is of concern or great concern	66.1 (0.6)	65.8 (0.6)	64.2 (0.7)	70.0 (0.4)
Invasive plants	Percent of FFOs who say this is of concern or great concern	49.5 (0.6)	48.8 (0.6)	49.3 (0.7)	60.0 (0.5)
Damage/noise from off road vehicles	Percent of FFOs who say this is of concern or great concern	32.4 (0.6)	32.2 (0.6)	33.6 (0.7)	40.0 (0.3)
Storm damage	Percent of FFOs who say this is of concern or great concern	43.0 (0.6)	41.4 (0.6)	46.7 (0.7)	50.0 (0.3)
Taxes	Percent of FFOs who say this is of concern or great concern	78.5 (0.6)	77.3 (0.6)	73.0 (0.7)	90.0 (0.2)
Trespassing	Percent of FFOs who say this is of concern or great concern	78.7 (0.6)	75.6 (0.6)	74.7 (0.7)	90.0 (0.3)
Lack of water	Percent of FFOs who say this is of concern or great concern	45.8 (0.6)	44.5 (0.6)	51.4 (0.7)	60.0 (0.4)
Water pollution	Percent of FFOs who say this is of concern or great concern	55.4 (0.6)	58.8 (0.6)	60.2 (0.7)	80.0 (0.3)
Activities on the land in past 5 years					
No activities	Percent FFOs	17.8 (0.5)	25.0 (0.5)	29.4 (0.6)	40.0 (0.2)
Cutting trees for sale	Percent FFOs	26.1 (0.5)	15.8 (0.5)	14.1 (0.6)	10.0 (0.1)
Cutting trees for personal use	Percent FFOs	34.6 (0.5)	35.2 (0.6)	30.8 (0.7)	30.0 (0.1)
Grazing	Percent FFOs	19.4 (0.5)	14.8 (0.5)	15.9 (0.6)	10.0 (0.1)
Insects/disease management	Percent FFOs	6.1 (0.5)	6.5 (0.5)	7.5 (0.6)	6.0 (0.1)
Invasive plant management	Percent FFOs	24.1 (0.5)	21.7 (0.5)	21.7 (0.7)	10.0 (0.1)
Collecting nontimber forest products	Percent FFOs	20.0 (0.5)	20.9 (0.5)	19.5 (0.6)	20.0 (0.1)
Reducing fire hazards	Percent FFOs	13.7 (0.5)	12.7 (0.5)	12.2 (0.6)	10.0 (0.1)
Creating/maintaining roads	Percent FFOs	16.8 (0.5)	11.0 (0.5)	10.6 (0.6)	10.0 (0.1)
Creating/maintaining trails	Percent FFOs	28.3 (0.5)	21.5 (0.5)	13.5 (0.6)	10.0 (0.1)
Creating/maintaining wildlife habitat	Percent FFOs	31.6 (0.5)	22.8 (0.5)	15.6 (0.6)	10.0 (0.1)
Leases land	Percent FFOs	18.3 (0.5)	10.4 (0.5)	11.3 (0.6)	10.0 (0.0)
Assistance and program participation					
Has used a forester	Percent FFOs	33.2 (0.5)	21.5 (0.5)	20.6 (0.7)	20.0 (0.1)
Has gotten advice in the past 5 years	Percent FFOs	28.7 (0.5)	17.8 (0.5)	15.6 (0.6)	10.0 (0.1)
Has a management plan	Percent FFOs	19.8 (0.5)	10.8 (0.5)	8.8 (0.5)	8.0 (0.0)
Is enrolled in a tax program	Percent FFOs	24.9 (0.5)	17.3 (0.5)	13.4 (0.6)	8.0 (0.0)
Enrolled in a cost share program in the past 5 years	Percent FFOs	8.2 (0.4)	3.7 (0.4)	2.8 (0.5)	4.0 (0.0)
Has green certified land	Percent FFOs	4.1 (0.4)	2.1 (0.4)	1.2 (0.4)	2.0 (0.0)
Land is part of an easement	Percent FFOs	4.4 (0.4)	2.9 (0.4)	2.3 (0.5)	4.0 (0.0)
Has enrolled in a carbon program	Percent FFOs	0.2 (0.3)	0.2 (0.3)	0.1 (0.3)	0.0 (0.0)

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Table 11 (continued).—Characteristics of family forest owners (FFOs) with 50+ acres, FFOs with 10+ acres, women FFOs, and minority FFOs. Unless specified, profiles are for FFOs with 10+ acres of land. Standard errors are in parentheses.

Item	Unit	FFOs 50+ Acres	FFOs 10+ Acres	Women FFOs	Minority FFOs
Informational needs					
Wants info/advice about tax programs	Percent FFOs	54.8 (0.5)	50.9 (0.6)	43.9 (0.7)	40.0 (0.2)
Wants info/advice about no topics	Percent FFOs	27.2 (0.5)	35.8 (0.6)	43.0 (0.7)	40.0 (0.2)
Wants info/advice on cost share programs	Percent FFOs	32.2 (0.5)	25.7 (0.5)	22.6 (0.7)	30.0 (0.1)
Wants info/advice about timber harvesting	Percent FFOs	30.9 (0.5)	18.6 (0.5)	13.2 (0.6)	20.0 (0.1)
Woods Knowledge					
Knows their woods well	Percent FFOs	84.9 (0.6)	80.0 (0.6)	67.2 (0.7)	60.0 (0.4)
Wants to know their woods better	Percent FFOs	50.3 (0.6)	48.1 (0.6)	45.2 (0.7)	60.0 (0.4)
Future plans					
Plans to transfer land in the next 5 years	Percent FFOs	16.9 (0.5)	15.3 (0.5)	14.6 (0.6)	20.0 (0.2)
Wants their land to stay wooded	Percent FFOs	87.4 (0.6)	87.8 (0.6)	88.7 (0.7)	80.0 (0.3)
Would sell if offered a reasonable price	Percent FFOs	24.3 (0.5)	24.9 (0.6)	21.4 (0.7)	40.0 (0.3)
Strong emotional attachment to wooded land	Percent FFOs	78.7 (0.1)	72.8 (0.1)	77.3 (0.3)	66.5 (0.3)
Believes their woods help the community	Percent FFOs	64.4 (0.6)	60.9 (0.6)	58.5 (0.7)	60.0 (0.3)

Table 12.—Characteristics of FFOs who are absentee FFOs, farmers/ranchers, second home owners, and new owners. Unless specified, profiles are for FFOs with 10+ acres of land. Standard errors are in parentheses.

Item	Unit	Absentee FFOs	Farmers or Ranchers	Second home owners	New Owners
Ownership Characteristics					
Income from woodland	Percent FFOs earning income from their woodlands	1.3 (0.0)	2.2 (0.0)	1.0 (0.0)	1.0 (0.0)
Owner age	Mean (years)	65.5 (0.2)	65.6 (0.2)	60.0 (0.2)	57.7 (0.3)
Size of forest holdings	Mean (acres)	86.7 (5.0)	92.8 (8.0)	100.0 (20.0)	62.5 (5.5)
Land tenure	Mean (years)	21.3 (0.2)	25.2 (0.2)	20.0 (0.4)	5.2 (0.0)
Gender	Percent of ownerships where primary owner is male	75.0 (0.0)	77.3 (0.0)	80.0 (0.0)	72.2 (0.0)
Race/ethnicity	Percent FFOs non-white	8.3 (0.0)	3.8 (0.0)	8.0 (0.0)	6.6 (0.0)
Has a cabin on wooded land	Percent FFOs	26.3 (0.0)	14.0 (0.0)	100.0 (0.0)	15.4 (0.0)
Has a farm on or near wooded land	Percent FFOs	23.4 (0.0)	100.0 (0.0)	30.0 (0.0)	28.9 (0.1)
Has their home on wooded land	Percent FFOs	0.0 (0.0)	70.2 (0.0)	40.0 (0.1)	48.6 (0.1)
Has sold or given away land in the past 5 years	Percent FFOs	13.3 (0.0)	15.4 (0.0)	20.0 (0.0)	6.2 (0.0)
Objectives for Owning Land					
To enjoy beauty or scenery	Percent FFOs who rate this as important or very important	74.5 (0.0)	76.8 (0.1)	90.0 (0.1)	85.5 (0.1)
To protect water resources	Percent FFOs who rate this as important or very important	60.0 (0.0)	67.1 (0.1)	70.0 (0.1)	67.7 (0.1)
To protect or improve wildlife habitat	Percent FFOs who rate this as important or very important	72.6 (0.0)	75.7 (0.1)	80.0 (0.1)	81.7 (0.1)
To protect nature or biological diversity	Percent FFOs who rate this as important or very important	65.6 (0.0)	71.0 (0.1)	80.0 (0.1)	73.4 (0.1)
For privacy	Percent FFOs who rate this as important or very important	57.5 (0.1)	64.4 (0.1)	80.0 (0.1)	70.0 (0.1)
To pass land to my children or other heirs	Percent FFOs who rate this as important or very important	58.3 (0.0)	65.8 (0.1)	60.0 (0.1)	61.4 (0.1)
To raise my family	Percent FFOs who rate this as important or very important	22.0 (0.0)	50.2 (0.1)	40.0 (0.1)	38.7 (0.1)
For recreation, other than hunting)	Percent FFOs who rate this as important or very important	47.7 (0.0)	44.7 (0.0)	70.0 (0.1)	52.4 (0.1)
For hunting	Percent FFOs who rate this as important or very important	47.9 (0.0)	49.8 (0.0)	50.0 (0.1)	44.5 (0.1)
For firewood	Percent FFOs who rate this as important or very important	12.1 (0.0)	24.2 (0.0)	20.0 (0.0)	17.0 (0.0)
For nontimber forest products	Percent FFOs who rate this as important or very important	5.6 (0.0)	6.9 (0.0)	6.0 (0.0)	7.6 (0.0)
For land investment	Percent FFOs who rate this as important or very important	55.7 (0.0)	51.0 (0.1)	50.0 (0.1)	53.9 (0.1)
For timber products, such as logs or pulpwood	Percent FFOs who rate this as important or very important	23.8 (0.0)	25.5 (0.0)	20.0 (0.0)	16.6 (0.0)
Concerns for their woods					
Air pollution	Percent of FFOs who say this is of concern or great concern	44.2 (0.0)	47.1 (0.1)	50.0 (0.1)	50.1 (0.1)
Animal damage	Percent of FFOs who say this is of concern or great concern	22.8 (0.0)	26.7 (0.0)	30.0 (0.0)	23.2 (0.1)
Climate change	Percent of FFOs who say this is of concern or great concern	39.2 (0.0)	39.3 (0.0)	40.0 (0.1)	41.8 (0.1)
Development	Percent of FFOs who say this is of concern or great concern	39.4 (0.0)	41.9 (0.1)	50.0 (0.1)	49.9 (0.1)

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Table 12.(continued)—Characteristics of FFOs who are absentee FFOs, farmers/ranchers, second home owners, and new owners. Unless specified, profiles are for FFOs with 10+ acres of land. Standard errors are in parentheses.

Item	Unit	Absentee FFOs	Farmers or Ranchers	Second home owners	New Owners
Dumping	Percent of FFOs who say this is of concern or great concern	70.3 (0.0)	68.5 (0.1)	70.0 (0.1)	72.5 (0.1)
Wildfire	Percent of FFOs who say this is of concern or great concern	61.0 (0.0)	51.1 (0.1)	70.0 (0.1)	61.4 (0.1)
Government regulations	Percent of FFOs who say this is of concern or great concern	59.3 (0.0)	67.3 (0.1)	70.0 (0.1)	58.6 (0.1)
Passing land to heirs	Percent of FFOs who say this is of concern or great concern	71.9 (0.0)	78.7 (0.1)	80.0 (0.1)	76.5 (0.1)
Insect/disease damage	Percent of FFOs who say this is of concern or great concern	61.3 (0.0)	64.5 (0.1)	70.0 (0.1)	67.2 (0.1)
Invasive plants	Percent of FFOs who say this is of concern or great concern	44.3 (0.0)	52.0 (0.1)	50.0 (0.1)	50.0 (0.1)
Damage/noise from off road vehicles	Percent of FFOs who say this is of concern or great concern	31.1 (0.0)	30.2 (0.0)	40.0 (0.1)	33.1 (0.1)
Storm damage	Percent of FFOs who say this is of concern or great concern	36.8 (0.0)	39.2 (0.0)	50.0 (0.1)	37.1 (0.1)
Taxes	Percent of FFOs who say this is of concern or great concern	72.1 (0.1)	78.5 (0.1)	80.0 (0.1)	75.6 (0.1)
Trespassing	Percent of FFOs who say this is of concern or great concern	75.1 (0.1)	74.4 (0.1)	80.0 (0.1)	78.5 (0.1)
Lack of water	Percent of FFOs who say this is of concern or great concern	42.4 (0.0)	45.9 (0.0)	50.0 (0.1)	48.0 (0.1)
Water pollution	Percent of FFOs who say this is of concern or great concern	53.4 (0.0)	55.2 (0.0)	60.0 (0.1)	60.7 (0.1)
Activities on the land in past 5 years					
No activities	Percent FFOs	35.2 (0.0)	18.6 (0.0)	20.0 (0.0)	22.9 (0.0)
Cutting trees for sale	Percent FFOs	15.0 (0.0)	20.5 (0.0)	20.0 (0.0)	14.1 (0.0)
Cutting trees for personal use	Percent FFOs	20.0 (0.0)	37.3 (0.0)	40.0 (0.1)	32.3 (0.1)
Grazing	Percent FFOs	13.1 (0.0)	28.4 (0.0)	10.0 (0.0)	14.1 (0.0)
Insects/disease management	Percent FFOs	4.0 (0.0)	5.4 (0.0)	10.0 (0.0)	6.9 (0.0)
Invasive plant management	Percent FFOs	17.0 (0.0)	23.9 (0.0)	30.0 (0.0)	24.1 (0.1)
Collecting nontimber forest products	Percent FFOs	12.1 (0.0)	21.2 (0.0)	20.0 (0.0)	17.7 (0.0)
Reducing fire hazards	Percent FFOs	10.8 (0.0)	8.0 (0.0)	20.0 (0.0)	16.6 (0.0)
Creating/maintaining roads	Percent FFOs	12.3 (0.0)	10.0 (0.0)	20.0 (0.0)	15.1 (0.0)
Creating/maintaining trails	Percent FFOs	19.6 (0.0)	19.8 (0.0)	30.0 (0.0)	25.5 (0.0)
Creating/maintaining wildlife habitat	Percent FFOs	21.0 (0.0)	23.8 (0.0)	30.0 (0.0)	26.6 (0.0)
Leases land	Percent FFOs	13.7 (0.0)	16.0 (0.0)	10.0 (0.0)	7.0 (0.0)
Assistance and program participation					
Has used a forester	Percent FFOs	22.9 (0.0)	22.8 (0.0)	30.0 (0.0)	15.3 (0.0)
Has gotten advice in the past 5 years	Percent FFOs	20.8 (0.0)	18.2 (0.0)	20.0 (0.0)	20.0 (0.0)
Has a management plan	Percent FFOs	11.6 (0.0)	10.3 (0.0)	10.0 (0.0)	10.3 (0.0)
Is enrolled in a tax program	Percent FFOs	16.3 (0.0)	16.9 (0.0)	20.0 (0.0)	15.8 (0.0)
Enrolled in a cost share program in the past 5 years	Percent FFOs	3.9 (0.0)	5.4 (0.0)	6.0 (0.0)	3.7 (0.0)
Has green certified land	Percent FFOs	2.3 (0.0)	1.8 (0.0)	3.0 (0.0)	1.5 (0.0)
Land is part of an easement	Percent FFOs	2.9 (0.0)	2.9 (0.0)	3.0 (0.0)	1.9 (0.0)
Has enrolled in a carbon program	Percent FFOs	0.4 (0.0)	0.1 (0.0)	0.1 (0.0)	0.5 (0.0)

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Table 12.(continued)—Characteristics of FFOs who are absentee FFOs, farmers/ranchers, second home owners, and new owners. Unless specified, profiles are for FFOs with 10+ acres of land. Standard errors are in parentheses.

Item	Unit	Absentee FFOs	Farmers or Ranchers	Second home owners	New Owners
Informational needs					
Wants info/advice about tax programs	Percent FFOs	46.0 (0.0)	52.4 (0.0)	60.0 (0.0)	54.2 (0.1)
Wants info/advice about no topics	Percent FFOs	38.5 (0.0)	31.5 (0.0)	30.0 (0.0)	33.1 (0.1)
Wants info/advice on cost share programs	Percent FFOs	24.2 (0.0)	28.3 (0.0)	30.0 (0.0)	30.3 (0.1)
Wants info/advice about timber harvesting	Percent FFOs	19.1 (0.0)	23.6 (0.0)	20.0 (0.0)	14.9 (0.0)
Woods Knowledge					
Knows their woods well	Percent FFOs	72.6 (0.0)	82.1 (0.1)	80.0 (0.1)	73.4 (0.1)
Wants to know their woods better	Percent FFOs	48.6 (0.0)	46.9 (0.0)	60.0 (0.1)	56.8 (0.1)
Future plans					
Plans to transfer land in the next 5 years	Percent FFOs	18.2 (0.0)	15.4 (0.0)	10.0 (0.0)	8.6 (0.0)
Wants their land to stay wooded	Percent FFOs	84.2 (0.0)	86.0 (0.1)	90.0 (0.1)	88.7 (0.1)
Would sell if offered a reasonable price	Percent FFOs	31.5 (0.0)	18.8 (0.0)	20.0 (0.0)	23.4 (0.0)
Strong emotional attachment to wooded land	Percent FFOs	68.6 (0.0)	75.1 (0.1)	81.6 (0.1)	71.1 (0.1)
Believes their woods help the community	Percent FFOs	54.5 (0.0)	64.5 (0.1)	70.0 (0.1)	64.4 (0.1)

Table 13.—Characteristics of family forest owners (FFOs) who are legacy-oriented FFOs, aesthetic-oriented FFOs, conservation-oriented FFOs, and recreation-oriented FFOs. Unless specified, profiles are for FFOs with 10+ acres of land. Standard errors are in parentheses.

Item	Unit	Legacy-oriented owners	Aesthetic-oriented owners	Conservation-oriented owners	Recreation-oriented owners
Ownership Characteristics					
Income from woodland	Percent FFOs earning income from their woodlands	1.5 (0.0)	1.1 (0.0)	1.2 (0.0)	1.5 (0.1)
Owner age	Mean (years)	65.1 (0.1)	63 (0.2)	64.4 (0.1)	60.5 (0.4)
Size of forest holdings	Mean (acres)	77.7 (3.0)	63.8 (3.7)	68.5 (2.0)	96.0 (18.4)
Land tenure	Mean (years)	25.1 (0.1)	22.6 (0.3)	23.8 (0.2)	22.6 (0.6)
Gender	Percent of ownerships where primary owner is male	75.7 (0.0)	73.8 (0.0)	74.0 (0.0)	86.6 (0.0)
Race/ethnicity	Percent FFOs non-white	7.3 (0.0)	6.9 (0.0)	6.8 (0.0)	7.0 (0.0)
Has a cabin on wooded land	Percent FFOs	16.4 (0.0)	17.0 (0.0)	17.8 (0.0)	25.5 (0.0)
Has a farm on or near wooded land	Percent FFOs	32.4 (0.0)	24.6 (0.0)	30.1 (0.0)	30.0 (0.1)
Has their home on wooded land	Percent FFOs	63.6 (0.0)	72.3 (0.0)	65.1 (0.0)	59.1 (0.1)
Has sold or given away land in the past 5 years	Percent FFOs	16.6 (0.0)	13.9 (0.0)	15.9 (0.0)	15.2 (0.0)
Objectives for Owning Land					
To enjoy beauty or scenery	Percent FFOs who rate this as important or very important	85.1 (0.0)	100.0 (0.0)	96.3 (0.0)	95.6 (0.1)
To protect water resources	Percent FFOs who rate this as important or very important	71.4 (0.0)	80.6 (0.1)	100.0 (0.0)	78.1 (0.1)
To protect or improve wildlife habitat	Percent FFOs who rate this as important or very important	82.2 (0.0)	91.7 (0.1)	100.0 (0.0)	93.6 (0.1)
To protect nature or biological diversity	Percent FFOs who rate this as important or very important	76.1 (0.0)	87.5 (0.1)	100.0 (0.0)	82.6 (0.1)
For privacy	Percent FFOs who rate this as important or very important	78.4 (0.0)	100.0 (0.0)	82.4 (0.0)	90.3 (0.1)
To pass land to my children or other heirs	Percent FFOs who rate this as important or very important	100.0 (0.0)	67.7 (0.0)	67.5 (0.0)	81.4 (0.1)
To raise my family	Percent FFOs who rate this as important or very important	61.8 (0.0)	58.9 (0.1)	52.6 (0.0)	63.7 (0.1)
For recreation, other than hunting	Percent FFOs who rate this as important or very important	54.8 (0.0)	67.1 (0.1)	57.9 (0.0)	100.0 (0.0)
For hunting	Percent FFOs who rate this as important or very important	54.0 (0.0)	49.0 (0.0)	50.1 (0.0)	100.0 (0.0)
For firewood	Percent FFOs who rate this as important or very important	25.7 (0.0)	27.3 (0.0)	24.0 (0.0)	34.7 (0.1)
For nontimber forest products	Percent FFOs who rate this as important or very important	10.9 (0.0)	13.5 (0.0)	11.2 (0.0)	20.3 (0.0)
For land investment	Percent FFOs who rate this as important or very important	56.0 (0.0)	58.8 (0.1)	55.5 (0.0)	58.2 (0.1)
For timber products, such as logs or pulpwood	Percent FFOs who rate this as important or very important	25.9 (0.0)	20.2 (0.0)	22.6 (0.0)	30.6 (0.0)
Concerns for their woods					
Air pollution	Percent of FFOs who say this is of concern or great concern	51.8 (0.0)	59.9 (0.1)	61.8 (0.0)	50.2 (0.1)
Animal damage	Percent of FFOs who say this is of concern or great concern	25.8 (0.0)	28.2 (0.0)	26.9 (0.0)	34.8 (0.1)
Climate change	Percent of FFOs who say this is of concern or great concern	41.3 (0.0)	49.6 (0.0)	51.3 (0.0)	43.3 (0.1)
Development	Percent of FFOs who say this is of concern or great concern	48.8 (0.0)	62.0 (0.1)	54.4 (0.0)	59.8 (0.1)
Dumping	Percent of FFOs who say this is of concern or great concern	75.8 (0.0)	78.6 (0.1)	77.4 (0.0)	81.1 (0.1)

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Table 13. (continued)—Characteristics of family forest owners (FFOs) who are legacy-oriented FFOs, aesthetic-oriented FFOs, conservation-oriented FFOs, and recreation-oriented FFOs. Unless specified, profiles are for FFOs with 10+ acres of land. Standard errors are in parentheses.

Item	Unit	Legacy-oriented owners	Aesthetic-oriented owners	Conservation-oriented owners	Recreation-oriented owners
Wildfire	Percent of FFOs who say this is of concern or great concern	62.4 (0.0)	67.6 (0.1)	65.2 (0.0)	65.6 (0.1)
Government regulations	Percent of FFOs who say this is of concern or great concern	69.6 (0.0)	72.2 (0.1)	65.9 (0.0)	80.4 (0.1)
Passing land to heirs	Percent of FFOs who say this is of concern or great concern	86.2 (0.0)	81.2 (0.1)	82.6 (0.0)	86.5 (0.1)
Insect/disease damage	Percent of FFOs who say this is of concern or great concern	70.6 (0.0)	74.2 (0.1)	73.6 (0.0)	75.1 (0.1)
Invasive plants	Percent of FFOs who say this is of concern or great concern	52.4 (0.0)	59.9 (0.1)	56.0 (0.0)	62.4 (0.1)
Damage/noise from off road vehicles	Percent of FFOs who say this is of concern or great concern	34.2 (0.0)	41.3 (0.0)	37.8 (0.0)	38.8 (0.1)
Storm damage	Percent of FFOs who say this is of concern or great concern	45.7 (0.0)	52.6 (0.1)	48.0 (0.0)	47.5 (0.1)
Taxes	Percent of FFOs who say this is of concern or great concern	80.5 (0.0)	84.2 (0.1)	79.7 (0.0)	84.6 (0.1)
Trespassing	Percent of FFOs who say this is of concern or great concern	79.9 (0.0)	83.5 (0.1)	80.3 (0.0)	87.1 (0.1)
Lack of water	Percent of FFOs who say this is of concern or great concern	47.9 (0.0)	53.0 (0.1)	53.3 (0.0)	49.5 (0.1)
Water pollution	Percent of FFOs who say this is of concern or great concern	62.0 (0.0)	69.7 (0.1)	69.5 (0.0)	67.0 (0.1)
Activities on the land in past 5 years					
No activities	Percent FFOs	23.4 (0.0)	17.7 (0.0)	21.8 (0.0)	13.9 (0.0)
Cutting trees for sale	Percent FFOs	17.6 (0.0)	14.3 (0.0)	15.6 (0.0)	18.8 (0.0)
Cutting trees for personal use	Percent FFOs	35.4 (0.0)	44.5 (0.0)	36.6 (0.0)	51.9 (0.1)
Grazing	Percent FFOs	16.4 (0.0)	12.2 (0.0)	14.1 (0.0)	14.2 (0.0)
Insects/disease management	Percent FFOs	6.9 (0.0)	9.1 (0.0)	7.8 (0.0)	7.7 (0.0)
Invasive plant management	Percent FFOs	21.1 (0.0)	27.5 (0.0)	23.7 (0.0)	26.1 (0.1)
Collecting non-timber forest products	Percent FFOs	21.0 (0.0)	29 (0.0)	24.4 (0.0)	32.7 (0.1)
Reducing fire hazards	Percent FFOs	11.7 (0.0)	18.3 (0.0)	15.0 (0.0)	14.3 (0.0)
Creating/maintaining roads	Percent FFOs	11.6 (0.0)	13.3 (0.0)	12.5 (0.0)	15.1 (0.0)
Creating/maintaining trails	Percent FFOs	21.2 (0.0)	28.5 (0.0)	24.2 (0.0)	40.6 (0.1)
Creating/maintaining wildlife habitat	Percent FFOs	24.7 (0.0)	27.8 (0.0)	26.9 (0.0)	46.4 (0.1)
Leases land	Percent FFOs	10.8 (0.0)	7.5 (0.0)	8.6 (0.0)	10.2 (0.0)
Assistance and program participation					
Has used a forester	Percent FFOs	22.9 (0.0)	21.1 (0.0)	21.9 (0.0)	25.4 (0.1)
Has gotten advice in the past 5 years	Percent FFOs	17.6 (0.0)	19.3 (0.0)	20.0 (0.0)	22.2 (0.0)
Has a management plan	Percent FFOs	11.1 (0.0)	11.6 (0.0)	12.6 (0.0)	11.6 (0.0)
Is enrolled in a tax program	Percent FFOs	18.1 (0.0)	19.2 (0.0)	18.9 (0.0)	17.9 (0.0)
Enrolled in a cost share program in the past 5 years	Percent FFOs	4.2 (0.0)	3.8 (0.0)	4.5 (0.0)	5.8 (0.0)
Has green certified land	Percent FFOs	2.8 (0.0)	2.5 (0.0)	2.5 (0.0)	3.2 (0.0)
Land is part of an easement	Percent FFOs	3.4 (0.0)	3.1 (0.0)	3.1 (0.0)	3.7 (0.0)
Has enrolled in a carbon program	Percent FFOs	0.3 (0.0)	0.0 (0.0)	0.2 (0.0)	0.2 (0.0)
Informational needs					
Wants info/advice about tax programs	Percent FFOs	52.0 (0.0)	59.7 (0.0)	53.1 (0.0)	60.6 (0.1)
Wants info/advice about no topics	Percent FFOs	34.8 (0.0)	29.8 (0.0)	33.6 (0.0)	27.0 (0.1)
Wants info/advice on cost share programs	Percent FFOs	25.8 (0.0)	30.1 (0.0)	28.4 (0.0)	30.9 (0.0)
Wants info/advice about timber harvesting	Percent FFOs	20.5 (0.0)	17.9 (0.0)	17.5 (0.0)	23.0 (0.0)

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Table 13. (continued)—Characteristics of family forest owners (FFOs) who are legacy-oriented FFOs, aesthetic-oriented FFOs, conservation-oriented FFOs, and recreation-oriented FFOs. Unless specified, profiles are for FFOs with 10+ acres of land. Standard errors are in parentheses.

Item	Unit	Legacy-oriented owners	Aesthetic-oriented owners	Conservation-oriented owners	Recreation-oriented owners
Woods Knowledge					
Knows their woods well	Percent FFOs	83.3 (0.0)	85.6 (0.1)	82.8 (0.0)	91.4 (0.1)
Wants to know their woods better	Percent FFOs	48.5 (0.0)	56.9 (0.0)	55.5 (0.0)	57.3 (0.1)
Future plans					
Plans to transfer land in the next 5 years	Percent FFOs	13.1 (0.0)	14.0 (0.0)	14.1 (0.0)	14.6 (0.0)
Wants their land to stay wooded	Percent FFOs	90.5 (0.0)	94.7 (0.1)	93.5 (0.0)	93.3 (0.1)
Would sell if offered a reasonable price	Percent FFOs	17.7 (0.0)	22.1 (0.0)	21.4 (0.0)	23.1 (0.1)
Strong emotional attachment to wooded land	Percent FFOs	79.1 (0.0)	84.0 (0.1)	80.7 (0.0)	82.5 (0.1)
Believes their woods help the community	Percent FFOs	63.7 (0.0)	71.6 (0.1)	72.3 (0.0)	66.2 (0.1)

Table 14.—Characteristics of family forest owners (FFOs) who are income-generating FFOs, have harvested trees for sale in the past 5 years, and will harvest trees for sale in the next 5 years. Unless specified, profiles are for FFOs with 10+ acres of land. Standard errors are in parentheses.

Item	Unit	Income-generating FFOs	FFOs who have harvested in the past	FFOs who will harvest in the future
Ownership Characteristics				
Income from woodland	Percent FFOs earning income from their woodlands	7.6 (0.2)	2.6 (0.1)	2.4 (0.1)
Owner age	Mean (years)	67.1 (0.3)	64.8 (0.3)	65.3 (0.3)
Size of forest holdings	Mean (acres)	160.6 (30.0)	131.0 (20.0)	129.2 (30.0)
Land tenure	Mean (years)	26.9 (0.5)	25.4 (0.4)	25.9 (0.5)
Gender	Percent of ownerships where primary owner is male	82.7 (0.0)	78.2 (0.0)	80.9 (0.0)
Race/ethnicity	Percent FFOs non-white	7.1 (0.0)	4.0 (0.0)	5.9 (0.0)
Has a cabin on wooded land	Percent FFOs	16.5 (0.0)	17.2 (0.0)	15.3 (0.0)
Has a farm on or near wooded land	Percent FFOs	54.3 (0.0)	39.6 (0.0)	37.3 (0.0)
Has their home on wooded land	Percent FFOs	63.4 (0.0)	63.1 (0.0)	62.2 (0.1)
Has sold or given away land in the past 5 years	Percent FFOs	20.7 (0.0)	20.2 (0.0)	22.3 (0.0)
Objectives for Owning Land				
To enjoy beauty or scenery	Percent FFOs who rate this as important or very important	74.7 (0.1)	78.2 (0.1)	78.7 (0.1)
To protect water resources	Percent FFOs who rate this as important or very important	63.5 (0.1)	66.4 (0.1)	66.1 (0.1)
To protect or improve wildlife habitat	Percent FFOs who rate this as important or very important	74.2 (0.1)	77.6 (0.1)	76.2 (0.1)
To protect nature or biological diversity	Percent FFOs who rate this as important or very important	62.7 (0.1)	68.5 (0.1)	72.1 (0.1)
For privacy	Percent FFOs who rate this as important or very important	66.1 (0.1)	68.2 (0.1)	69.7 (0.1)
To pass land to my children or other heirs	Percent FFOs who rate this as important or very important	65.0 (0.1)	69.0 (0.1)	66.1 (0.1)
To raise my family	Percent FFOs who rate this as important or very important	47.1 (0.1)	50.8 (0.1)	45.1 (0.1)
For recreation, other than hunting)	Percent FFOs who rate this as important or very important	46.8 (0.1)	48.8 (0.1)	49.1 (0.1)
For hunting	Percent FFOs who rate this as important or very important	53.9 (0.1)	55.1 (0.1)	52.7 (0.1)
For firewood	Percent FFOs who rate this as important or very important	27.5 (0.0)	27.4 (0.0)	26.1 (0.0)
For non-timber forest products	Percent FFOs who rate this as important or very important	9.1 (0.0)	8.7 (0.0)	8.5 (0.0)
For land investment	Percent FFOs who rate this as important or very important	58.0 (0.1)	58.0 (0.1)	62.9 (0.1)
For timber products, such as logs or pulpwood	Percent FFOs who rate this as important or very important	42.8 (0.1)	49.5 (0.1)	53.9 (0.1)
Concerns for their woods				
Air pollution	Percent of FFOs who say this is of concern or great concern	43.1 (0.1)	43.6 (0.1)	49.6 (0.1)
Animal damage	Percent of FFOs who say this is of concern or great concern	26.1 (0.0)	25.3 (0.0)	25.7 (0.0)
Climate change	Percent of FFOs who say this is of concern or great concern	35.3 (0.1)	37.8 (0.1)	41.1 (0.1)
Development	Percent of FFOs who say this is of concern or great concern	42.9 (0.1)	40.7 (0.1)	45.3 (0.1)
Dumping	Percent of FFOs who say this is of concern or great concern	68.7 (0.1)	71.9 (0.1)	74.5 (0.1)

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Table 14. (continued)—Characteristics of family forest owners (FFOs) who are income-generating FFOs, have harvested trees for sale in the past 5 years, and will harvest trees for sale in the next 5 years. Unless specified, profiles are for FFOs with 10+ acres of land. Standard errors are in parentheses.

Item	Unit	Income-generating FFOs	FFOs who have harvested in the past	FFOs who will harvest in the future
Wildfire	Percent of FFOs who say this is of concern or great concern	58.3 (0.1)	58.0 (0.1)	60.0 (0.1)
Government regulations	Percent of FFOs who say this is of concern or great concern	69.1 (0.1)	64.5 (0.1)	68.6 (0.1)
Passing land to heirs	Percent of FFOs who say this is of concern or great concern	75.4 (0.1)	76.4 (0.1)	77.2 (0.1)
Insect/disease damage	Percent of FFOs who say this is of concern or great concern	65.2 (0.1)	67.0 (0.1)	74.3 (0.1)
Invasive plants	Percent of FFOs who say this is of concern or great concern	52.5 (0.1)	50.8 (0.1)	49.9 (0.1)
Damage/noise from off road vehicles	Percent of FFOs who say this is of concern or great concern	31.5 (0.1)	30.7 (0.0)	32.1 (0.1)
Storm damage	Percent of FFOs who say this is of concern or great concern	43.3 (0.1)	45.0 (0.1)	49.6 (0.1)
Taxes	Percent of FFOs who say this is of concern or great concern	77.5 (0.1)	77.6 (0.1)	82.1 (0.1)
Trespassing	Percent of FFOs who say this is of concern or great concern	74.9 (0.1)	75.4 (0.1)	79.3 (0.1)
Lack of water	Percent of FFOs who say this is of concern or great concern	45.7 (0.1)	41.5 (0.1)	45.5 (0.1)
Water pollution	Percent of FFOs who say this is of concern or great concern	53.7 (0.1)	56.0 (0.1)	59.7 (0.1)
Activities on the land in past 5 years				
No activities	Percent FFOs	11.8 (0.0)	0.0 (0.0)	19.9 (0.0)
Cutting trees for sale	Percent FFOs	37.8 (0.0)	100.0 (0.0)	37.0 (0.0)
Cutting trees for personal use	Percent FFOs	38.1 (0.0)	42.6 (0.0)	35.7 (0.0)
Grazing	Percent FFOs	26.9 (0.0)	13.1 (0.0)	14.7 (0.0)
Insects/disease management	Percent FFOs	8.9 (0.0)	8.3 (0.0)	6.5 (0.0)
Invasive plant management	Percent FFOs	29.1 (0.0)	22.9 (0.0)	23.4 (0.0)

Table 15.—Characteristics of family forest owners (FFOs) who have received advice in the past 5 years, have a management plan, have an easement on their woodland, are active managers, and are inactive managers. Unless specified, profiles are for FFOs with 10+ acres of land. Standard errors are in parentheses.

Item	Unit	FFOs who have received advice	FFOs with a management plan	FFOs with an easement	Active Managers	Inactive Managers
Ownership Characteristics						
Income from woodland	Percent FFOs earning income from their woodlands	2.4 (0.1)	2.6 (0.1)	2.3 (0.4)	2.2 (0.1)	1.2 (0.0)
Owner age	Mean (years)	64.3 (0.2)	65.2 (0.3)	66.3 (1.0)	61.4 (0.3)	67.1 (0.2)
Size of forest holdings	Mean (acres)	137.4 (20.0)	154.0 (40.0)	133.0 (100.0)	111.9 (20.0)	57.7 (4.0)
Land tenure	Mean (years)	23.0 (0.3)	24.1 (0.6)	26.3 (2.0)	21.9 (0.3)	25.8 (0.3)
Gender	Percent of ownerships where primary owner is male	78.6 (0.0)	80.2 (0.0)	80.5 (0.2)	78.1 (0.0)	76.3 (0.0)
Race/ethnicity	Percent FFOs non-white	4.8 (0.0)	4.8 (0.0)	7.8 (0.1)	3.7 (0.0)	5.8 (0.0)
Has a cabin on wooded land	Percent FFOs	21.6 (0.0)	21.2 (0.0)	18.6 (0.1)	24.2 (0.0)	14.2 (0.0)
Has a farm on or near wooded land	Percent FFOs	31.1 (0.0)	28.9 (0.1)	30.7 (0.2)	30.9 (0.0)	33.0 (0.0)
Has their home on wooded land	Percent FFOs	54.9 (0.0)	58.5 (0.1)	63.1 (0.2)	71.3 (0.0)	62.1 (0.0)
Has sold or given away land in the past 5 years	Percent FFOs	17.4 (0.0)	18.0 (0.0)	31.0 (0.2)	15.9 (0.0)	18.7 (0.0)
Objectives for Owning Land						
To enjoy beauty or scenery	Percent FFOs who rate this as important or very important	87.2 (0.1)	85.3 (0.1)	82.3 (0.3)	91.5 (0.1)	79.2 (0.1)
To protect water resources	Percent FFOs who rate this as important or very important	71.2 (0.1)	72.5 (0.1)	68.8 (0.3)	72.2 (0.1)	63.3 (0.1)
To protect or improve wildlife habitat	Percent FFOs who rate this as important or very important	83.6 (0.1)	86.5 (0.1)	83.7 (0.4)	87.6 (0.1)	74.3 (0.1)
To protect nature or biological diversity	Percent FFOs who rate this as important or very important	78.0 (0.1)	80.7 (0.1)	73.4 (0.3)	80.5 (0.1)	68.4 (0.1)
For privacy	Percent FFOs who rate this as important or very important	73.8 (0.1)	75.8 (0.1)	70.9 (0.4)	83.2 (0.1)	70.5 (0.1)
To pass land to my children or other heirs	Percent FFOs who rate this as important or very important	61.1 (0.1)	63.4 (0.1)	72.4 (0.4)	61.8 (0.1)	65.0 (0.1)
To raise my family	Percent FFOs who rate this as important or very important	41.3 (0.0)	45.3 (0.1)	44.5 (0.3)	52.2 (0.1)	47.3 (0.1)
For recreation, other than hunting)	Percent FFOs who rate this as important or very important	56.3 (0.1)	56.7 (0.1)	51.9 (0.3)	67.2 (0.1)	42.4 (0.1)
For hunting	Percent FFOs who rate this as important or very important	52.1 (0.1)	50.6 (0.1)	44.9 (0.2)	57.8 (0.1)	44.6 (0.1)
For nontimber forest products	Percent FFOs who rate this as important or very important	10.1 (0.0)	9.8 (0.0)	6.2 (0.1)	12.6 (0.0)	4.7 (0.0)
For firewood	Percent FFOs who rate this as important or very important	23.3 (0.0)	24.8 (0.0)	30.1 (0.3)	31.2 (0.1)	18.3 (0.0)
For land investment	Percent FFOs who rate this as important or very important	57.8 (0.1)	56.7 (0.1)	51.3 (0.3)	53.3 (0.1)	51.9 (0.1)
For timber products, such as logs or pulpwood	Percent FFOs who rate this as important or very important	38.7 (0.0)	40.4 (0.1)	25.0 (0.1)	24.6 (0.0)	21.2 (0.0)
Concerns for their woods						
Air pollution	Percent of FFOs who say this is of concern or great concern	46.8 (0.1)	43.8 (0.1)	50.4 (0.3)	51.6 (0.1)	49.1 (0.1)
Animal damage	Percent of FFOs who say this is of concern or great concern	28.5 (0.0)	24.6 (0.0)	20.3 (0.1)	25.7 (0.0)	19.2 (0.0)
Climate change	Percent of FFOs who say this is of concern or great concern	44.3 (0.1)	43.0 (0.1)	46.7 (0.3)	42.8 (0.1)	36.0 (0.1)
Development	Percent of FFOs who say this is of concern or great concern	52.0 (0.1)	47.0 (0.1)	52.0 (0.3)	55.4 (0.1)	40.7 (0.1)

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Table 15 (continued).—Characteristics of family forest owners (FFOs) who have received advice in the past 5 years, have a management plan, have an easement on their woodland, are active managers, and are inactive managers. Unless specified, profiles are for FFOs with 10+ acres of land. Standard errors are in parentheses.

Item	Unit	FFOs who have received advice	FFOs with a management plan	FFOs with an easement	Active Managers	Inactive Managers
Dumping	Percent of FFOs who say this is of concern or great concern	71.1 (0.1)	68.5 (0.1)	71.7 (0.3)	74.3 (0.1)	68.4 (0.1)
Wildfire	Percent of FFOs who say this is of concern or great concern	59.5 (0.1)	57.2 (0.1)	54.9 (0.4)	57.1 (0.1)	59.5 (0.1)
Government regulations	Percent of FFOs who say this is of concern or great concern	63.0 (0.1)	61.0 (0.1)	60.2 (0.3)	69.4 (0.1)	64.1 (0.1)
Passing land to heirs	Percent of FFOs who say this is of concern or great concern	78.2 (0.1)	79.1 (0.1)	86.1 (0.4)	78.7 (0.1)	72.5 (0.1)
Insect/disease damage	Percent of FFOs who say this is of concern or great concern	68.7 (0.1)	69.5 (0.1)	71.3 (0.4)	69.9 (0.1)	62.8 (0.1)
Invasive plants	Percent of FFOs who say this is of concern or great concern	58.7 (0.1)	58.0 (0.1)	68.4 (0.4)	64.9 (0.1)	42.8 (0.1)
Damage/noise from off road vehicles	Percent of FFOs who say this is of concern or great concern	34.6 (0.0)	35.6 (0.1)	39.1 (0.3)	34.5 (0.1)	31.9 (0.1)
Storm damage	Percent of FFOs who say this is of concern or great concern	43.9 (0.1)	43.8 (0.1)	46.2 (0.3)	45.5 (0.1)	39.3 (0.1)
Taxes	Percent of FFOs who say this is of concern or great concern	75.1 (0.1)	77.0 (0.1)	83.5 (0.4)	81.2 (0.1)	77.1 (0.1)
Trespassing	Percent of FFOs who say this is of concern or great concern	75.0 (0.1)	75.1 (0.1)	73.5 (0.3)	78.2 (0.1)	73.2 (0.1)
Lack of water	Percent of FFOs who say this is of concern or great concern	46.8 (0.1)	45.1 (0.1)	49.5 (0.3)	50.3 (0.1)	44.0 (0.1)
Water pollution	Percent of FFOs who say this is of concern or great concern	55.7 (0.1)	56.6 (0.1)	63.0 (0.3)	64.3 (0.1)	54.9 (0.1)
Activities on the land in past 5 years						
No activities	Percent FFOs	11.4 (0.0)	10.8 (0.0)	19.1 (0.2)	0.0 (0.0)	0.0 (0.0)
Cutting trees for sale	Percent FFOs	32.1 (0.0)	34.2 (0.0)	21.9 (0.1)	28.5 (0.0)	18.0 (0.0)
Cutting trees for personal use	Percent FFOs	38.9 (0.0)	38.2 (0.1)	40.7 (0.2)	73.3 (0.0)	23.9 (0.0)
Grazing	Percent FFOs	12.0 (0.0)	10.2 (0.0)	12.4 (0.1)	25.1 (0.0)	17.2 (0.0)
Insects/disease management	Percent FFOs	11.8 (0.0)	9.2 (0.0)	9.8 (0.1)	22.3 (0.1)	2.0 (0.0)
Invasive plant management	Percent FFOs	38.8 (0.0)	35.9 (0.0)	35.4 (0.2)	66.7 (0.0)	4.8 (0.0)
Collecting nontimber forest products	Percent FFOs	24.7 (0.0)	25.7 (0.0)	23.8 (0.1)	54.7 (0.1)	9.4 (0.0)
Reducing fire hazards	Percent FFOs	23.2 (0.0)	20.9 (0.0)	15.4 (0.1)	42.3 (0.1)	3.2 (0.0)
Creating/maintaining roads	Percent FFOs	21.0 (0.0)	20.2 (0.0)	17.2 (0.1)	30.4 (0.0)	4.1 (0.0)
Creating/maintaining trails	Percent FFOs	32.7 (0.0)	33.5 (0.0)	26.6 (0.1)	55.3 (0.1)	8.5 (0.0)
Creating/maintaining wildlife habitat	Percent FFOs	40.0 (0.0)	44.4 (0.0)	28.2 (0.2)	66.8 (0.1)	6.8 (0.0)
Leases land	Percent FFOs	16.6 (0.0)	13.3 (0.0)	18.1 (0.2)	12.5 (0.0)	11.6 (0.0)
Assistance and program participation						
Has used a forester	Percent FFOs	42.9 (0.0)	52.9 (0.1)	31.4 (0.2)	28.3 (0.0)	20.4 (0.0)
Has gotten advice in the past 5 years	Percent FFOs	100.0 (0.0)	64.1 (0.1)	34.3 (0.2)	35.8 (0.0)	12.4 (0.0)
Has a management plan	Percent FFOs	39.1 (0.0)	100.0 (0.0)	25.7 (0.1)	20.9 (0.0)	7.3 (0.0)
Is enrolled in a tax program	Percent FFOs	35.3 (0.0)	56.8 (0.1)	36.2 (0.2)	23.7 (0.0)	15.6 (0.0)
Enrolled in a cost share program in the past 5 years	Percent FFOs	14.8 (0.0)	18.8 (0.0)	9.7 (0.0)	9.4 (0.0)	2.6 (0.0)
Has green certified land	Percent FFOs	6.1 (0.0)	9.4 (0.0)	3.7 (0.0)	4.7 (0.0)	1.8 (0.0)
Land is part of an easement	Percent FFOs	5.6 (0.0)	6.9 (0.0)	100.0 (0.0)	4.1 (0.0)	2.6 (0.0)
Has enrolled in a carbon program	Percent FFOs	0.2 (0.0)	0.3 (0.0)	0.1 (0.0)	0.2 (0.0)	0.0 (0.0)

continued on next page

Table 15 (continued).—Characteristics of family forest owners (FFOs) who have received advice in the past 5 years, have a management plan, have an easement on their woodland, are active managers, and are inactive managers. Unless specified, profiles are for FFOs with 10+ acres of land. Standard errors are in parentheses.

Item	Unit	FFOs who have received advice	FFOs with a management plan	FFOs with an easement	Active Managers	Inactive Managers
Informational needs						
Wants info/advice about tax programs	Percent FFOs	57.9 (0.0)	57.8 (0.1)	58.2 (0.2)	64.8 (0.0)	48.0 (0.0)
Wants info/advice about no topics	Percent FFOs	18.9 (0.0)	19.7 (0.0)	22.0 (0.1)	19.1 (0.0)	40.7 (0.0)
Wants info/advice on cost share programs	Percent FFOs	42.5 (0.0)	43.7 (0.1)	38.1 (0.2)	42.7 (0.1)	20.2 (0.0)
Wants info/advice about timber harvesting	Percent FFOs	34.8 (0.0)	37.3 (0.0)	24.9 (0.1)	24.8 (0.0)	15.0 (0.0)
Woods Knowledge						
Knows their woods well	Percent FFOs	86.7 (0.1)	87.6 (0.1)	85.5 (0.4)	88.7 (0.1)	81.0 (0.1)
Wants to know their woods better	Percent FFOs	62.7 (0.1)	58.0 (0.1)	56.5 (0.4)	63.7 (0.1)	38.4 (0.1)
Future plans						
Plans to transfer land in the next 5 years	Percent FFOs	15.1 (0.0)	12.7 (0.0)	20.2 (0.1)	10.8 (0.0)	16.9 (0.0)
Wants their land to stay wooded	Percent FFOs	91.3 (0.1)	92.1 (0.1)	96.5 (0.3)	93.2 (0.1)	86.4 (0.1)
Would sell if offered a reasonable price	Percent FFOs	23.1 (0.0)	20.8 (0.0)	25.3 (0.2)	17.3 (0.0)	24.6 (0.0)
Strong emotional attachment to wooded land	Percent FFOs	80.3 (0.1)	82.4 (0.1)	83.9 (0.4)	85.0 (0.1)	67.7 (0.1)
Believes their woods help the community	Percent FFOs	72.3 (0.1)	76.3 (0.1)	72.1 (0.4)	74.3 (0.1)	60.4 (0.1)

APPENDIX 2

Tools for Engaging Landowners Effectively (TELE) Woodland Owners Profiles

TELE profiles by geographic location and based on the National Woodland Owner Survey data are available in html format and can be accessed from the link found on the Treesearch landing page at <https://doi.org/10.2737/NRS-GTR-221>. See the following list of available profiles. For definitions and general descriptions of the family forest owners in the United States, see Table 10.

Main Folders

- TELE_ACTIVE
- TELE_ADVICE
- TELE_AESTHETIC
- TELE_ALL_10+
- TELE_ALL_50+
- TELE_CONSERVATION
- TELE_EASEMENT
- TELE_FARMER
- TELE_FEMALE
- TELE_FUTURE_CUT
- TELE_INACTIVE
- TELE_INCOME
- TELE_LEGACY
- TELE_MINORITY
- TELE_MULTI-USE
- TELE_NEW
- TELE_NONRESIDENT
- TELE_PAST_CUT
- TELE_PLAN
- TELE_RECREATION
- TELE_RETREAT
- TELE_SECOND_HOME
- TELE_SUPPLEMENTAL_INCOME
- TELE_UNINVOLVED

Subfolder Contents

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- TELE_ADVICE_SC.html
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TELE_AESTHETIC:

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- TELE_AESTHETIC_US_NORTH_CENTRAL.html
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- TELE_MULTI-USE_US_SOUTHEAST.html
- TELE_MULTI-USE_US_WEST.html
- TELE_MULTI-USE_US.html
- TELE_MULTI-USE_VA.html
- TELE_MULTI-USE_WY.html

TELE_NEW:

- TELE_NEW_TX.html
- TELE_NEW_US_NORTH_CENTRAL.html
- TELE_NEW_US_NORTH.html
- TELE_NEW_US_NORTHEAST.html
- TELE_NEW_US_PACIFIC_COAST.html
- TELE_NEW_US_ROCKY_MOUNTAIN.html

- TELE_NEW_US_SOUTH_CENTRAL.html
- TELE_NEW_US_SOUTH.html
- TELE_NEW_US_SOUTHEAST.html
- TELE_NEW_US_WEST.html
- TELE_NEW_US.html

TELE_NONRESIDENT:

- TELE_NONRESIDENT_AL.html
- TELE_NONRESIDENT_AR.html
- TELE_NONRESIDENT_CO.html
- TELE_NONRESIDENT_GA.html
- TELE_NONRESIDENT_MI.html
- TELE_NONRESIDENT_MN.html
- TELE_NONRESIDENT_MO.html
- TELE_NONRESIDENT_MS.html
- TELE_NONRESIDENT_OK.html
- TELE_NONRESIDENT_SC.html
- TELE_NONRESIDENT_TX_EAST.html
- TELE_NONRESIDENT_TX_WEST.html
- TELE_NONRESIDENT_TX.html
- TELE_NONRESIDENT_US_NORTH_CENTRAL.html
- TELE_NONRESIDENT_US_NORTH.html
- TELE_NONRESIDENT_US_NORTHEAST.html
- TELE_NONRESIDENT_US_PACIFIC_COAST.html
- TELE_NONRESIDENT_US_ROCKY_MOUNTAIN.html
- TELE_NONRESIDENT_US_SOUTH_CENTRAL.html
- TELE_NONRESIDENT_US_SOUTH.html
- TELE_NONRESIDENT_US_SOUTHEAST.html
- TELE_NONRESIDENT_US_WEST.html
- TELE_NONRESIDENT_US.html
- TELE_NONRESIDENT_UT.html
- TELE_NONRESIDENT_WY.html

TELE_PAST_CUT:

- TELE_PAST_CUT_AL.html
- TELE_PAST_CUT_GA.html
- TELE_PAST_CUT_MS.html
- TELE_PAST_CUT_NC.html
- TELE_PAST_CUT_SC.html

- TELE_PAST_CUT_TX.html
- TELE_PAST_CUT_US_NORTH_CENTRAL.html
- TELE_PAST_CUT_US_NORTH.html
- TELE_PAST_CUT_US_NORTHEAST.html
- TELE_PAST_CUT_US_PACIFIC_COAST.html
- TELE_PAST_CUT_US_ROCKY_MOUNTAIN.html
- TELE_PAST_CUT_US_SOUTH_CENTRAL.html
- TELE_PAST_CUT_US_SOUTH.html
- TELE_PAST_CUT_US_SOUTHEAST.html
- TELE_PAST_CUT_US_WEST.html
- TELE_PAST_CUT_US.html

TELE_PLAN:

- TELE_PLAN_NC.html
- TELE_PLAN_TX.html
- TELE_PLAN_US_NORTH_CENTRAL.html
- TELE_PLAN_US_NORTH.html
- TELE_PLAN_US_NORTHEAST.html
- TELE_PLAN_US_PACIFIC_COAST.html
- TELE_PLAN_US_ROCKY_MOUNTAIN.html
- TELE_PLAN_US_SOUTH_CENTRAL.html
- TELE_PLAN_US_SOUTH.html
- TELE_PLAN_US_SOUTHEAST.html
- TELE_PLAN_US_WEST.html
- TELE_PLAN_US.html

TELE_RECREATION:

- TELE_RECREATION_US_NORTH_CENTRAL.html
- TELE_RECREATION_US_NORTH.html
- TELE_RECREATION_US_NORTHEAST.html
- TELE_RECREATION_US_ROCKY_MOUNTAIN.html
- TELE_RECREATION_US_SOUTH_CENTRAL.html
- TELE_RECREATION_US_SOUTH.html
- TELE_RECREATION_US_SOUTHEAST.html
- TELE_RECREATION_US_WEST.html
- TELE_RECREATION_US.html

TELE_RETREAT:

- TELE_RETREAT_TX.html
- TELE_RETREAT_US_NORTH_CENTRAL.html
- TELE_RETREAT_US_NORTH.html
- TELE_RETREAT_US_NORTHEAST.html
- TELE_RETREAT_US_PACIFIC_COAST.html
- TELE_RETREAT_US_ROCKY_MOUNTAIN.html
- TELE_RETREAT_US_SOUTH_CENTRAL.html
- TELE_RETREAT_US_SOUTH.html
- TELE_RETREAT_US_SOUTHEAST.html
- TELE_RETREAT_US_WEST.html
- TELE_RETREAT_US.html

TELE_SECOND_HOME:

- TELE_SECOND_HOME_MI.html
- TELE_SECOND_HOME_TX.html
- TELE_SECOND_HOME_US_NORTH_CENTRAL.html
- TELE_SECOND_HOME_US_NORTH.html
- TELE_SECOND_HOME_US_NORTHEAST.html
- TELE_SECOND_HOME_US_PACIFIC_COAST.html
- TELE_SECOND_HOME_US_ROCKY_MOUNTAIN.html
- TELE_SECOND_HOME_US_SOUTH_CENTRAL.html
- TELE_SECOND_HOME_US_SOUTH.html
- TELE_SECOND_HOME_US_SOUTHEAST.html
- TELE_SECOND_HOME_US_WEST.html
- TELE_SECOND_HOME_US.html

TELE_SUPPLEMENTAL_INCOME:

- TELE_SUPPLEMENTAL_INCOME_TX.html
- TELE_SUPPLEMENTAL_INCOME_US_NORTH_CENTRAL.html
- TELE_SUPPLEMENTAL_INCOME_US_NORTH.html
- TELE_SUPPLEMENTAL_INCOME_US_NORTHEAST.html
- TELE_SUPPLEMENTAL_INCOME_US_ROCKY_MOUNTAIN.html
- TELE_SUPPLEMENTAL_INCOME_US_SOUTH_CENTRAL.html
- TELE_SUPPLEMENTAL_INCOME_US_SOUTH.html
- TELE_SUPPLEMENTAL_INCOME_US_SOUTHEAST.html
- TELE_SUPPLEMENTAL_INCOME_US_WEST.html
- TELE_SUPPLEMENTAL_INCOME_US.html

TELE_UNINVOLVED:

- [TELE_UNINVOLVED_US_NORTH_CENTRAL.html](#)
- [TELE_UNINVOLVED_US_NORTH.html](#)
- [TELE_UNINVOLVED_US_NORTHEAST.html](#)
- [TELE_UNINVOLVED_US_ROCKY_MOUNTAIN.html](#)
- [TELE_UNINVOLVED_US_SOUTH_CENTRAL.html](#)
- [TELE_UNINVOLVED_US_SOUTH.html](#)
- [TELE_UNINVOLVED_US_WEST.html](#)
- [TELE_UNINVOLVED_US.html](#)

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