

THREE REGION SUMMARY OF FAMILY FOREST OWNERS

VALUES, MOTIVATIONS AND BARRIERS OF FAMILY FOREST OWNERS TO IMPLEMENTING FOREST PRACTICES
RESEARCH FROM THE AMERICAN FOREST FOUNDATION



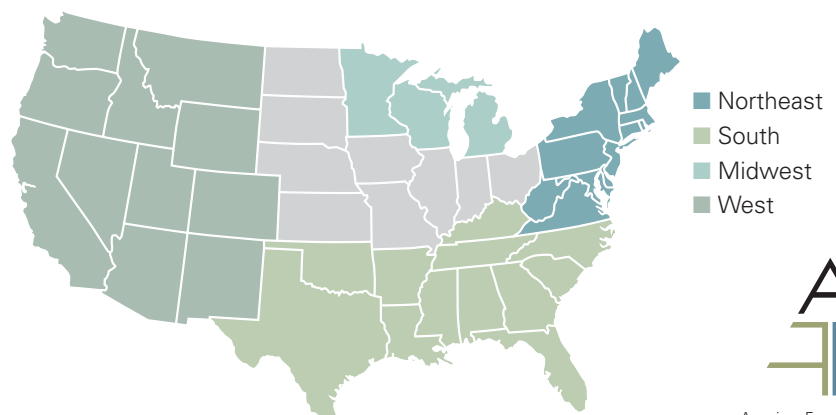
ORIGINS OF THE DATA

From 2015-2018, AFF, in partnership with outside research firms, conducted a series of spatial assessments and attitudinal studies with family forest owners across four regions of the U.S. — Northeast, South, West and Midwest. Each study received 1,100 to 1,700 responses and focused on key regional issues —biodiversity and wood supply in the South, wildlife habitat in the Northeast and Midwest, and wildfire in the West.

AFF synthesizes the information from the regions into one summary to assess trends across the U.S. on landowner motivations, current actions and challenges to engagement and impact. Data points from the West were not included in the attitudinal comparisons, as the questions asked of landowners in the Western study varied too significantly than those asked of other regions and were not comparable. In some cases, not all responses were offered to each region, in these cases, a bar line is not shown. Demographic information was also compared to the National Woodland Owner Survey, a reoccurring survey conducted by the U.S. Forest Service of all forest owners nationwide in order to showcase regional nuances.

KEY FINDINGS

- Western family forest owners own the largest average acreage of forestland, while those in the South have owned their land for almost twice as long as other regions.
- Landowners in the Midwest are more likely to live on or count their property as their primary residence.
- Across the South, Northeast and Midwest, family landowners have a strong desire to maintain their land into the future with an average 86% agreeing or strongly agreeing they want their lands to stay wooded.
- Landowners across the U.S. are very interested in protecting and improving the health of their lands with an average of 83% of landowners naming forest health priorities such as protecting and improving wildlife habitat, protecting nature and biodiversity, and protecting water resources as primary reasons for ownership.
- Landowners in the South had more uncertainty about what activities to do on their land and concerns about doing the wrong thing compared to other regions.
- Landowners in the Northeast view themselves as the most trusted source of information compared to other regions.
- Landowners in the South are more likely than those of other regions to intend to create a forest management plan in the next 12 months.



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DEMOGRAPHICS OF FAMILY FOREST OWNERS ACROSS THE U.S.

	AGE (years)	ACREAGE	YEARS OWNED	PRIMARY RESIDENCE?
Northeast	N/A	160	27	N/A
South	65	233.5	48.5	48%
Midwest	61	39.5	23.4	85.5%
West	65	656	24	60%
NWOS**	61.7	47.1	25	58.5%

*Mean survey responses data
**National Woodland Owner Survey conducted by the U.S. Forest Service

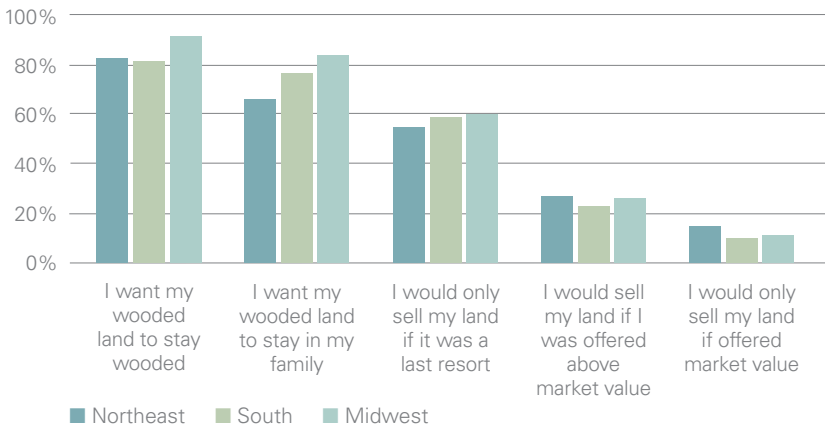
GENDER

		
Northeast	19%	77%
South	23.3%	74%
Midwest	29.6%	70.4%
West	28%	69%
NWOS	15.9%	84.1%

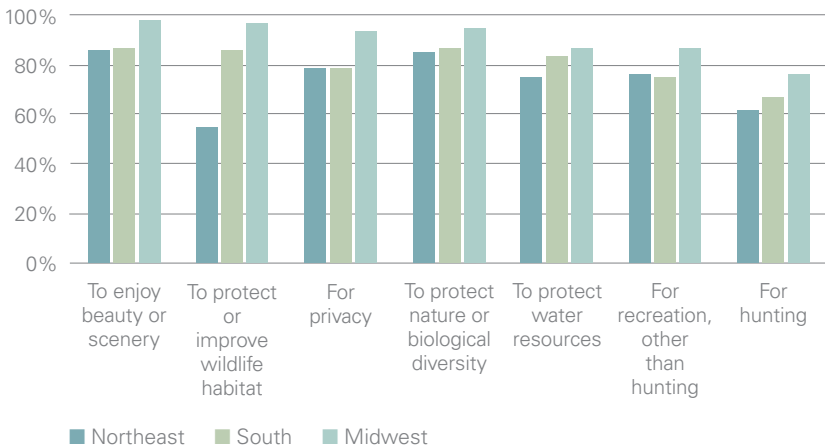


VALUES AND MOTIVATIONS

PRIORITIES FOR LANDOWNERS



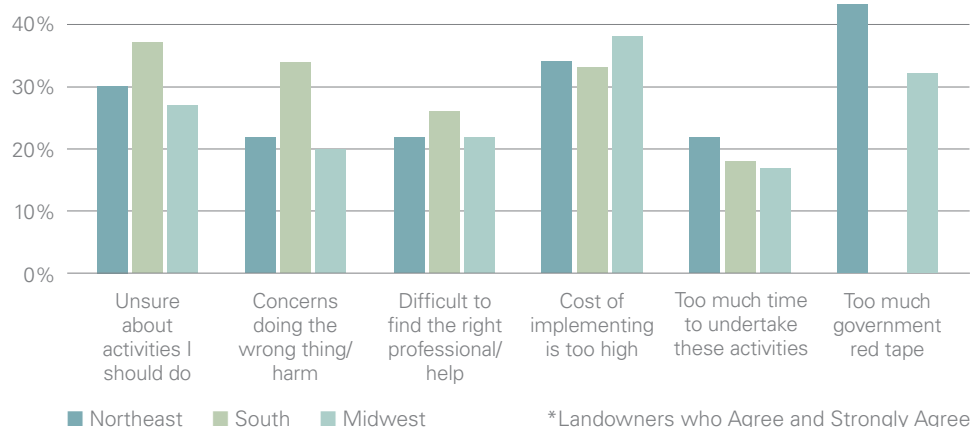
REASONS FOR LAND OWNERSHIP



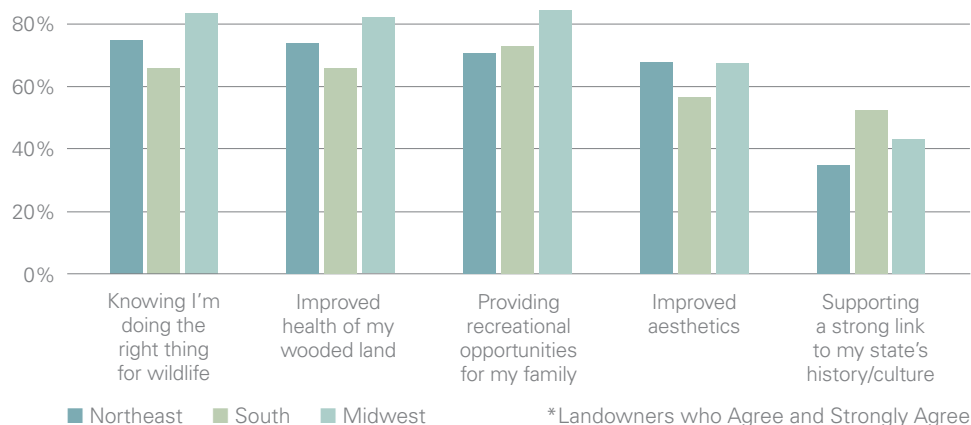
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BARRIERS, BENEFITS AND TRUSTED SOURCES

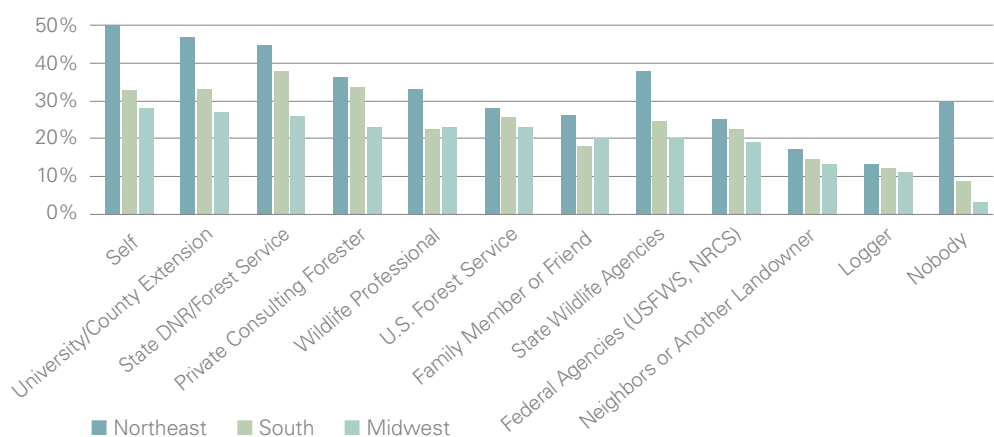
BARRIERS TO MANAGING FOR WILDLIFE



BENEFITS TO MANAGING FOR WILDLIFE



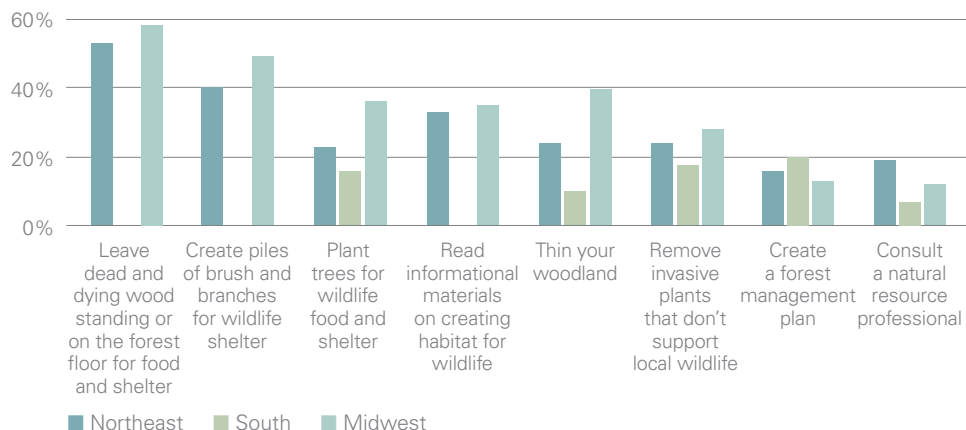
TRUSTED SOURCES FOR RELIABLE INFORMATION



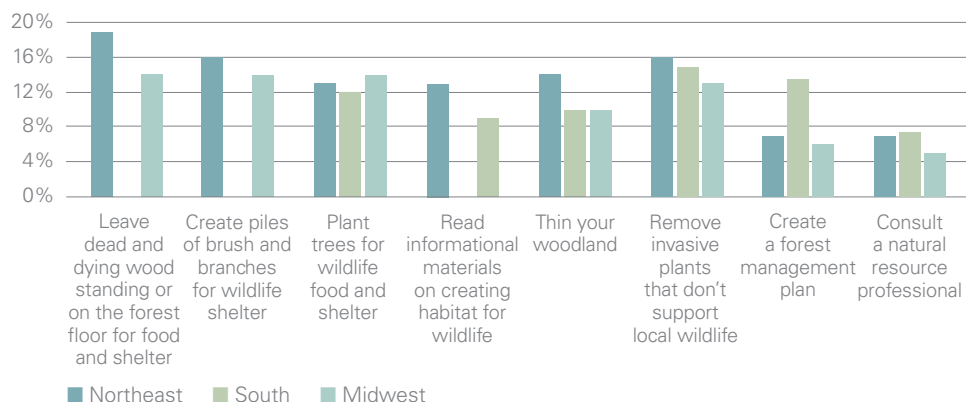
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ACTIVITIES

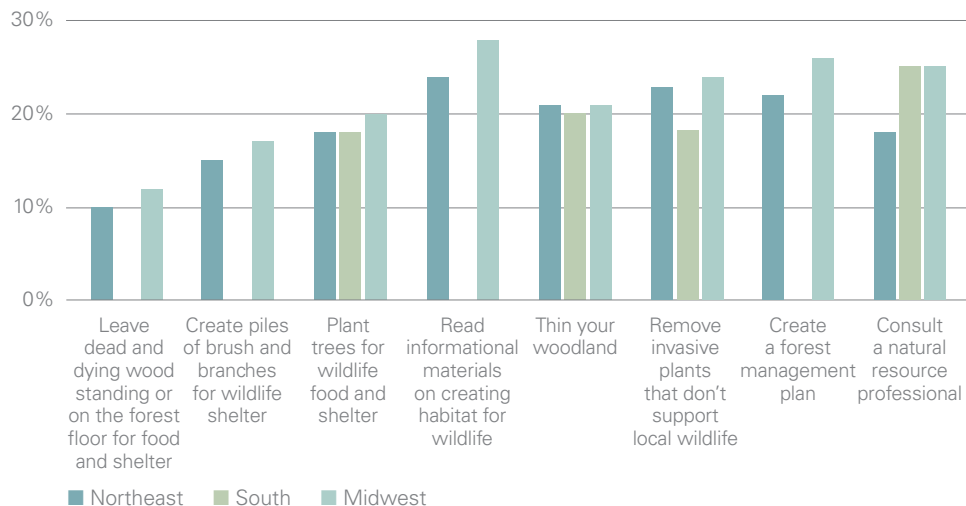
ALREADY DONE IN THE LAST 12 MONTHS



DEFINITELY WILL IN THE NEXT 12 MONTHS



CONSIDERING IN THE NEXT 12 MONTHS



ABOUT THE AMERICAN

FOREST FOUNDATION

The American Forest Foundation (AFF) is a national conservation non-profit that focuses on private and family-owned U.S. forests, helping landowners to protect and improve the clean water, wildlife habitat, carbon storage, and sustainable wood supplies that come from these lands.

AFF deliver measurable positive conservation impact by leveraging its expertise of family forest owner needs, collaborating across a diverse array of partners, and developing innovative solutions to the barriers that landowners face to caring for their land.

METHODOLOGY

FULL REGIONAL REPORTS:

Northeast: Hidden in Plain Sight: Family-owned woodlands are key to protecting and improving wildlife habitats in the Northeastern U.S.

South: Southern Wildlife At Risk: Family Forest Owners Offer a Solution

Midwest: Family Forests: Contributing to the Resilience of Rural Communities in the Upper Midwest

West: Western Water Threatened by Wildfire: It's Not Just a Public Lands Issue

Paper surveys mailed to landowners in each of the four regions

FOUR REGIONS

Northeast: CT, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VA, VT, WV

South: AL, AR, FL, GA, KY, LA, MS, NC, OK, SC, TN, TX

Midwest: MI, MN, WI

West: AZ, CA, CO, ID, MT, NV, NM, OR, UT, WA, WY

RESPONSES

Northeast: 1,454 out of 20,000; 8.7%

South: 1,370 out of 20,000; 6.9%

Midwest: 1,125 out of 12,500; 9.0%

West: 1,767 returned surveys

SAMPLING ERROR

South: ± 2.78 at 95% confidence

Midwest: ± 2.99 at 95% confidence

West: ± 2.33 at the 95% confidence interval



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