



Interest in Legacy Transfer of Forest Land



Understanding the segments

Definition and size of segments

In order to better understand the characteristics and motivations of family forest owners who are concerned about transferring land to family members for legacy purposes, we divided the survey sample into three broad segments:

1. Have given land to children/other family (Q4b)

About one in ten family forest owners comprise this group (8%) and together own 15 million acres (7%).

2. Plan to give land to children/other family (and may already have done so)

- Own land to pass it on to children/other heirs (Q9 punch 1 or 2)
- OR Concern for keeping land intact for children/other heirs (Q21, punch 1 or 2)
- OR Plan in next 5 years to give some/all forest to family/heirs (Q23)

Most owners fall into this group (72%), which represents 154 million acres (75%).

3. Have not and do not plan to give land to children/heirs (do not meet definition for segments 1 or 2)

About one in four owners comprise this group (24%) and together own 46 million acres (22%).

It is encouraging to see that so many owners say they are interested in transferring their land to children or other family. The fact that the majority of owners express interest in legacy giving provides clear messaging direction for a social marketing campaign.

Size of holdings

Few differences exist between segments – most own fewer than 50 acres (73% of givers, 69% of those planning to give, 73% of those not planning to give). None of the segments are more likely than the others to own larger plots.



Demography

The segments are fairly similar demographically — the majority are male, most likely to be age 55 or older, unlikely to have a college degree, and report slightly above annual household incomes on average. Given that those planning to give land to family comprise the bulk of all family forest owners, their demography is virtually identical to the total population of owners.

Legacy givers, however, are typically somewhat older (64% are age 65+), lower income (64% report lower than \$50,000 household incomes), more female (22% are women compared to 16% of all owners), and less educated (75% do not have a college degree) than the average family forest owner. This is perhaps not surprising — those who have already passed on land to family are likely to be older (i.e., in the process of transferring assets in general) — and older Americans are more likely to be women (they live longer than men), less likely to have gone to college, and more likely to be retired and therefore living on limited incomes. Many of the differences we observe between givers, those planning to give, and those not planning to give are best explained by these demographic differences.

Owners not planning to transfer land to family tend to be a little better educated and wealthier than average. They are less likely to have inherited the land from family than the other segments (20%), which may explain in part why they have not considered legacy giving themselves.

Harvesting or removing trees

Across regions, top reasons for harvesting/removing trees are fairly similar — trees were mature, to remove trees caused by a natural catastrophe, to improve quality of remaining trees, and because owners needed the wood for their own use — though none of these reasons are cited by a majority of owners.

There are few notable differences between segments. However, owners with no plans of legacy transfers are particularly likely to cite “needed the money” as an important reason (30% versus 21% of those planning to transfer land to family). Legacy givers are more likely to have removed or harvested trees from their land than other segments, and are therefore more likely to have harvested a variety of timber products as well. This is likely explained in part by the fact that they have owned the land for a longer period of time — 60% have owned their land for 25-plus years, whereas of the majority of owners in the other segments have owned the land for fewer than 25 years — and have therefore had more time to harvest timber from it.



Steps taken to manage lands

Across segments, the incidence of those with green certification, conservation easements, cost-share programs, and even written management/stewardship plans is quite low. Whether owners have transferred or are planning to transfer land to family does not seem to be a factor in taking such steps.

Messaging efforts might therefore focus on how taking such steps helps ensure the land keeps its beauty and value for younger family generations.

Findings with implications for messaging

Reasons for owning forest

Owners planning to transfer land to family cite a variety of “important” reasons they own their land — besides legacy giving — including:

- To enjoy beauty or scenery (76% total)
- For privacy (70%)
- Part of my home/vacation home (65%)
- To protect nature and biologic diversity (60%)

Also worth noting is the fact that those *not* planning to transfer land to family are also relatively less likely to cite *any* important reasons — even including land investment (32%) — for owning their land, implying they comprise a type of owner with relatively vague ideas of what to do with and how to care for their forest. These owners may therefore be prone to selling timber or land without proper planning, and should therefore be considered an important target in any social marketing campaign.

Regardless of their reasons for owning forestland, 23% of owners are between 65 and 74 years of age and an additional 18% are over 75. Indications are that broad-scale intergenerational shifts are likely to happen soon.



Concerns regarding restriction on forest use

As a rule, owners planning to transfer land to family are more concerned about land usage restrictions than other owners, due presumably to the fact that they want to keep land long-term and maintain its value for the next generation. As a result, there are a number of “buttons” to push in social marketing efforts:

- Keeping land intact for my children/heirs (80%)
- High property taxes (59%)
- Trespassing/poaching (56%)
- Misuse of forest, such as vandalism or dumping (55%)

Concerns regarding forest health

Again, owners planning to transfer land to family register more concern about a variety of forest health issues than do other owners. Top concerns (and “buttons to push”) among interested users are:

- Insects or plant diseases (59%)
- Fire (59%)
- Air and water pollution (48%)

Sources of information regarding forest

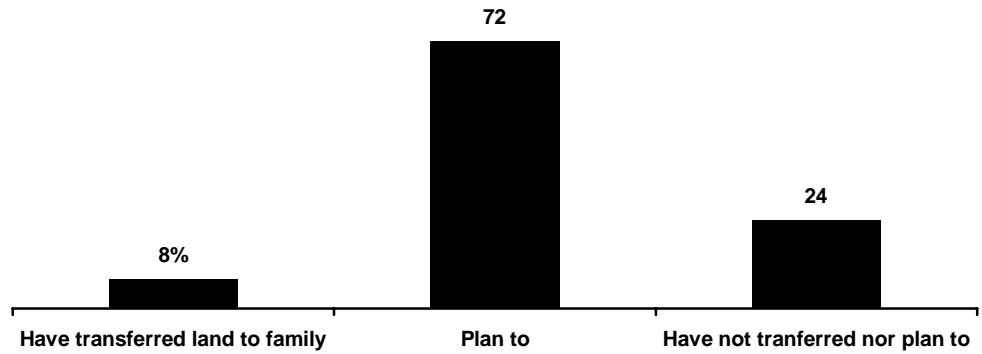
Only one in four owners who plan to give land to family have received advice or information about their forest in the past 5 years, which is perhaps surprising given their relatively high levels of concerns regarding their forest. This may be due, in part, to imperfect outreach efforts.

Though there seems to be no prevalent source of forest management information for family forest owners, state agency foresters reach more owners than any other source (11% of owners planning to transfer land to family). Moreover, nearly half of such owners say “talking with a forester or other natural resource professional” would be a useful way to learn about managing their forests (44%). They also express interest in learning through publications/books/pamphlets (44%), which is a promising avenue for a social marketing campaign.



Size of the Segments

Base: Owners of 10-999 acres of woodland.



Size of Holdings

Base: Owners of 10-999 acres of woodland.

	Land Transfer to Family			
	Total	Have done	Plan to	Have not, no plans
Unweighted base	8081	524	4261	1466
	%	%	%	%
10 to 49 acres	72	73	69	73
50 to 99	15	14	17	16
100 to 499	12	12	13	11
500 to 999	1	1	1	1

How many acres of woodland do you own in the following regions of [STATE]? (Q1)



Owner Demography

Base: Owners of 10-999 acres of woodland.

	Land Transfer to Family			
	Total	Have done	Plan to	Have not, no plans
	%	%	%	%
Sex				
Unweighted base	7025	474	3743	1324
Men	84	78	85	89
Women	16	22	15	11
Age				
Unweighted base	6267	507	4078	1411
<25	0	0	0	0
25-34	1	0	1	1
35-44	8	4	9	9
45-54	22	9	23	28
55-64	27	24	27	30
65-74	23	35	23	22
75+	18	29	17	10
Education				
Unweighted base	7637	505	4065	1400
Less than 12th grade	11	14	9	4
High school graduate or GED	29	31	28	22
Some college	20	19	21	18
Associate or technical degree	10	11	10	10
Bachelors degree	17	14	18	23
Graduate degree	13	12	13	23
Annual Household Income				
Unweighted base	6267	507	4078	1411
<\$25,000	18	27	18	13
\$25,000 - \$49,000	32	37	32	28
\$50,000 - \$99,000	34	27	34	38
\$100,000 - \$199,999	12	7	12	17
\$200,000+	3	1	4	4

Continues...



Owner Demography (Cont'd.)

Base: Owners of 10-999 acres of woodland.

	<u>Land Transfer to Family</u>			
	<u>Total</u>	<u>Have done</u>	<u>Plan to</u>	<u>Have not, no plans</u>
	%	%	%	%
Employment				
Unweighted base	6690	467	3748	1267
Not retired	46	31	48	57
Retired	54	69	52	43
Race/Ethnicity				
Unweighted base	6458	519	4190	1440
White	93	94	93	93
Indian	2	5	2	3
Black	1	2	1	1
Hispanic	1	1	0	0
Asian	1	0	0	2
Hawaiian	0	0	0	0
Other	1	0	1	0
Disabilities				
Unweighted base	6114	490	3998	1375
Limited mobility	9	13	9	7
Blind	19	34	21	11



Length of Ownership

Base: Owners of 10-999 acres of woodland.

	Total	Land Transfer to Family		
		Have done	Plan to	Have not, no plans
Unweighted base	5500	429	3561	1304
	%	%	%	%
0-9 years	18	10	20	17
10-24 years	36	20	35	41
25-49 years	38	59	38	38
50+ years	7	11	7	4

In what year did you first get woodland in [STATE]? (Q3c)

Residences Within One Mile of Woodland

Base: Owners of 10-999 acres of woodland.

	Total	Land Transfer to Family		
		Have done	Plan to	Have not, no plans
Unweighted base	7860	495	4187	1441
	%	%	%	%
Primary residence	68	75	67	66
Farm/ranch	38	39	37	32
Secondary residence	13	10	16	13

For the purposes of this survey, a farm or ranch is a place where, in most years, \$1,000 or more is earned from the sale of crops (other than forest products) or animals. Do you own a farm or ranch that is within one (1) mile of any of the woodland that you own in [STATE]? (Q6)

Is your home (primary residence) within one (1) mile of any of the woodland that you own in [STATE]? (Q7a)

Do you have a vacation home or cabin within one (1) mile of any of the woodland that you own in [STATE]? (Q7b)



How Received Woodland

Base: Owners of 10-999 acres of woodland.

	<u>Total</u>	<u>Land Transfer to Family</u>		<u>Have not, no plans</u>
		<u>Have done</u>	<u>Plan to</u>	
Unweighted base	6480	523	4193	1458
	%	%	%	%
Bought the land	78	80	75	85
Inherited the land	29	33	32	20
Received the land as a gift	4	5	4	4

How did you get your woodland in [STATE]? (Q3a)

From Whom Received Woodland

Base: Owners of 10-999 acres of woodland.

	<u>Total</u>	<u>Land Transfer to Family</u>		<u>Have not, no plans</u>
		<u>Have done</u>	<u>Plan to</u>	
Unweighted base	6354	516	4124	1435
	%	%	%	%
Other individuals	56	59	52	65
My parents, spouse, or other family members	45	51	49	35
Land investor/developer	4	4	5	5
A forestry company	1	0	1	1

From who did you get your woodland? (Q3b)



Key Decision Makers for Woodland Usage

Base: Owners of 10-999 acres of woodland.

	Land Transfer to Family			
	Total	Have done	Plan to	Have not, no plans
Unweighted base	7906	519	4220	1458
	%	%	%	%
Me and/or my spouse	91	93	89	92
My children, parents, or other relatives	9	20	11	5
My land manager or forester	4	4	4	4
My business partner	1	0	1	1
My logging contractor	1	2	1	1
Other	9	10	9	7

Who makes most of the decisions, such as whether or not to harvest trees, for your woodland in [STATE]? (Q14)



Important Reasons for Owning Woodland (Top 3 Box)

Base: Owners of 10-999 acres of woodland.

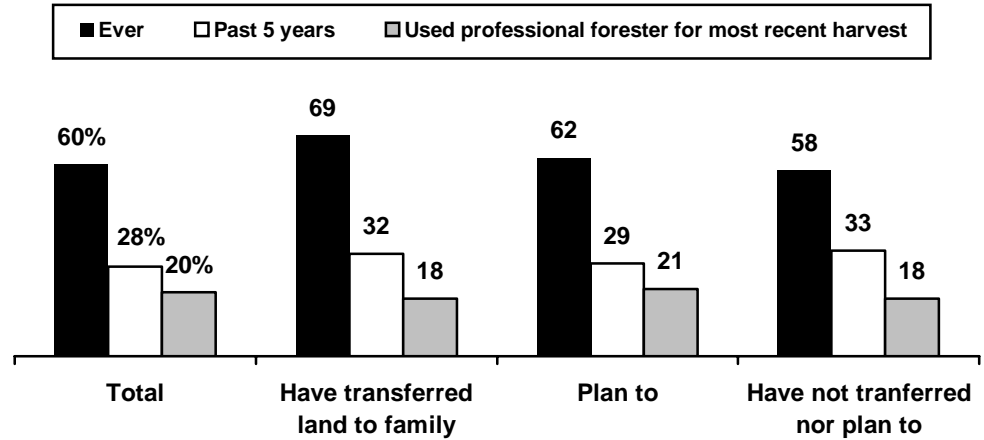
	<u>Total</u>	<u>Land Transfer to Family</u>		<u>Have not, no plans</u>
		<u>Have done</u>	<u>Plan to</u>	
Unweighted base	7593	484	4261	1466
	%	%	%	%
To enjoy beauty or scenery	71	73	76	62
For privacy	64	64	70	53
Part of my home or vacation home	63	63	65	51
To pass land on to my children/heirs	62	75	83	0
To protect nature and biologic diversity	57	54	60	45
Part of my farm or ranch	43	44	50	26
For land investment	43	38	44	32
For hunting or fishing	39	39	43	26
For recreation other than hunting/fishing	36	27	41	28
For production of sawlogs, pulpwood or other timber products	20	23	22	13
For production of firewood/biofuel (energy)	18	23	16	11
For cultivation/collection of NTFP	10	9	12	5

People own woodland for many reasons. How important are the following as reasons for why you own woodland in [STATE]? (Q9)



Proportion Who Have Harvested or Removed Trees From Woodland

Base: Owners of 10-999 acres of woodland.



Have trees ever been harvested or removed from any of the woodland that you own in [STATE] since you have owned it? (Q15)

During the most recent harvest, did a professional forester help plan, mark, or contract the harvest? (Q15c)

Types of Products Harvested

Base: Have ever harvested/removed trees from woodland.

	Total	Land Transfer to Family		
		Have done	Plan to	Have not, no plans
Unweighted base	7874	511	4175	1443
	%	%	%	%
Sawlogs	35	42	37	33
Firewood	26	35	27	30
Pulpwood	17	22	21	16
Veneer logs	8	11	9	7
Other	10	11	10	9

What types of products were harvested? (Q15a)



Why Trees Were Removed/Harvested

Base: Have ever harvested/removed trees from woodland.

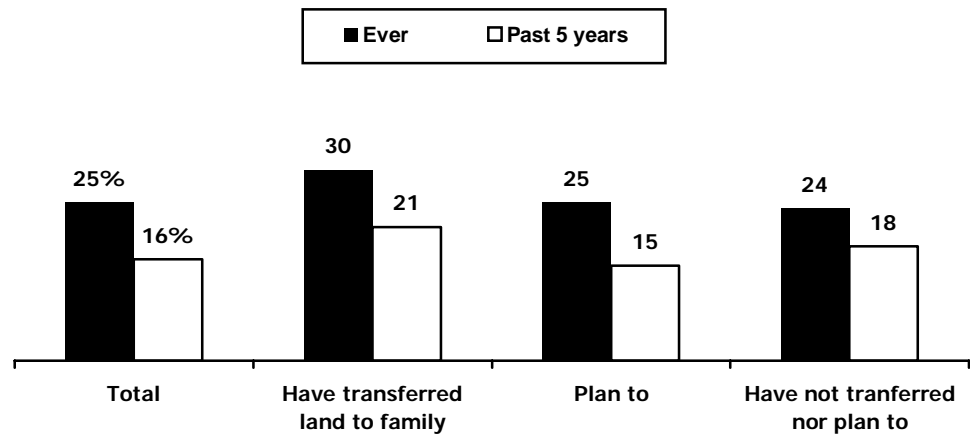
	<u>Total</u>	<u>Land Transfer to Family</u>	
		<u>Have done</u>	<u>Have not,</u> <u>no plans</u>
	<u>%</u>	<u>%</u>	<u>%</u>
Trees were mature	40	47	41
To remove trees damaged by a natural catastrophe	36	41	48
To improve quality of remaining trees	30	37	29
Needed wood for own use	28	36	32
Needed the money	19	24	30
To achieve objectives in my management plan	17	16	24
Price was right	11	14	17
To clear land for conversion to another use	10	11	13
To improve hunting opportunities	5	5	5
To improve scenic and recreational opportunities	5	3	9
Other	30	36	29

Why were trees harvested or removed? (Q15b)



Proportion Who Have Collected NTFPs From Woodland

Base: Owners of 10-999 acres of woodland.



Non-timber forest products are products other than logs, pulpwood, firewood, posts, or poles that are collected from woodland. Non-timber forest products include edibles... medicinal and dietary supplements... decorative, floral, or craft products... items of cultural or religious importance... Have non-timber forest products been collected from any of the woodland that you own in [STATE] since you have owned it? (Q16)

Have any of these products been collected in the last 5 years? (Q16c)



Types of NTFPs Collected

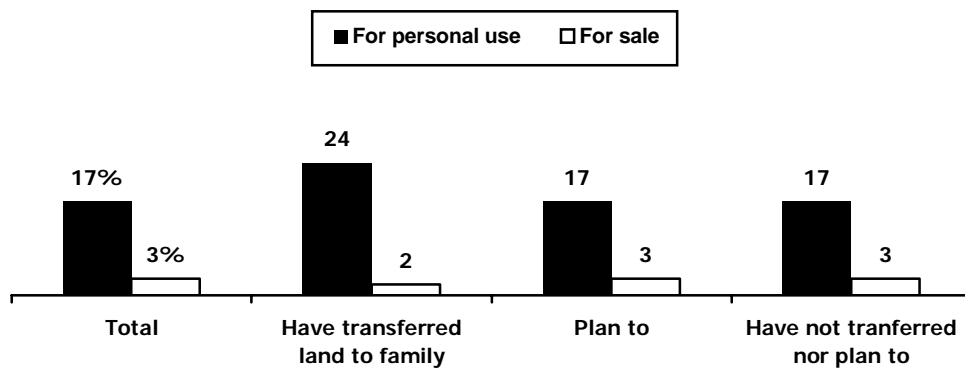
Base: Have ever collected NTFP from owned woodland.

	Total	Land Transfer to Family		Have not, no plans
		Have done	Plan to	
Unweighted base	6142 %	494 %	3953 %	1406 %
Edibles	13	18	12	14
Decorative, floral, or craft products	8	10	9	9
Medicinal and dietary supplements	3	2	3	4
Items of cultural or religious importance	1	0	1	1
Other	10	9	10	7

What types of products were collected? (Q16)

Reason Why NTFPs Were Collected

Base: Owners of 10-999 acres of woodland.



Why were these products collected? (Q16b)



Additional Activities on Woodland

Base: Owners of 10-999 acres of woodland.

	<u>Total</u>	<u>Land Transfer to Family</u>		<u>Have not, no plans</u>
		<u>Have done</u>	<u>Plan to</u>	
Unweighted base	7569	524	4261	1466
	%	%	%	%
Recreation or hunting by me, my family, or friends	54	61	60	50
Posted land to restrict public access	40	31	39	35
Built or performed maintenance on roads or trails	26	27	27	24
Planted trees	22	19	22	22
Reduced fire hazard	16	13	17	10
Wildlife habitat/fisheries improvement projects	13	10	14	12
Recreation or hunting by the general public with my permission	11	14	13	15
Applied herbicides, pesticides, or fertilizers	10	8	11	8
Prepared land for new trees - "site prep"	8	6	7	7

In the last 5 years, have any of the following activities occurred on any of the woodland that you own in [STATE]? (Q18)



Plans for Woodland Over the Next 5 Years

Base: Owners of 10-999 acres of woodland.

	<u>Land Transfer to Family</u>			
	<u>Total</u>	<u>Have done</u>	<u>Plan to</u>	<u>Have not, no plans</u>
Unweighted base	7928	508	4261	1466
	%	%	%	%
Minimum activity to maintain woodland	37	36	39	42
No plans at this time	31	24	32	30
Harvest firewood	27	31	30	33
Leave as is - no activity	16	13	15	17
Give some or all of my woodland to my children/heirs	13	33	20	0
Harvest sawlogs or pulpwood	12	21	13	15
Buy more woodland	7	7	9	9
Collect non-timber forest products	7	7	7	9
Sell some or all of my woodland	6	7	4	11
Convert some or all of my woodland to another use	3	4	4	4
Convert another land use to woodland	2	2	2	2
Divide all or part of my woodland and sell the subdivisions	2	2	2	2
Other	4	1	4	3

What are your plans for your woodland in [STATE] in the next five years? (Q23)



Concerns Regarding Restrictions on Woodland Use (Top 3 Box)

Base: Owners of 10-999 acres of woodland.

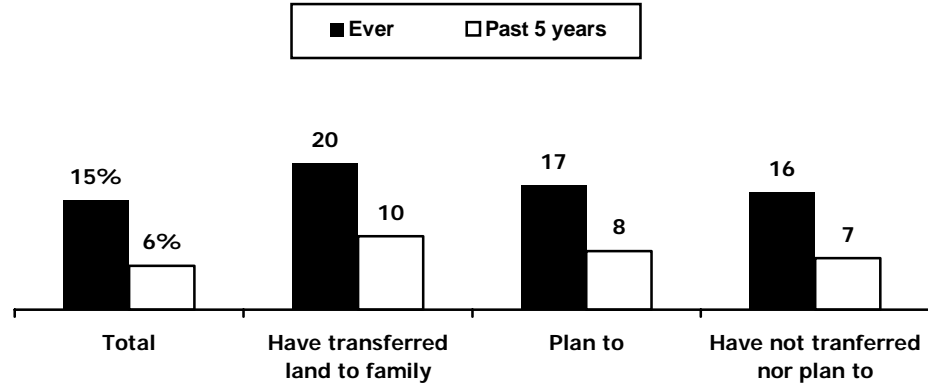
	<u>Total</u>	<u>Land Transfer to Family</u>		<u>Have not, no plans</u>
		<u>Have done</u>	<u>Plan to</u>	
Unweighted base	6104	480	4261	1466
	%	%	%	%
Keeping land intact for my children/heirs	56	59	80	0
High property taxes	54	54	59	40
Trespassing or poaching	50	42	56	38
Misuse of woodland, such as vandalism or dumping	48	41	55	33
Development of nearby lands	38	32	42	31
Damage or noise from motorized vehicles	31	29	33	26
Lawsuits	29	22	34	18
People stealing my trees	29	24	34	16
Regulations that restrict harvests	29	31	33	16
Dealing with endangered species	25	26	28	16

Sometimes people are not able to use their woodland as they want. Below are some issues affecting some people's ability to use and enjoy their woodland. Please indicate your level of concern... (Q21)



Leasing and Collecting Money for Use of Woodland by Others

Base: Owners of 10-999 acres of woodland.



Have you ever leased or collected money (other than from logging) for allowing people to use the woodland that you own in [STATE]? (Q10)

Have you leased or collected money for allowing people to use the woodland that you own in [STATE] in the last 5 years? (Q10)

Use of Woodland by Others

Base: Have ever leased or collected money from others for use of woodland.

	Land Transfer to Family			
	Total	Have done	Plan to	Have not, no plans
Unweighted base	7688	499	4061	1410
	%	%	%	%
Hunting	4	5	4	4
To graze/pasture livestock	3	4	4	3
Timber production	1	2	1	2
Recreation (other than hunting)	1	2	1	1
To cultivate/collect non-forest timber products	1	1	1	1

What did they use it for? (Q10a)



Steps Taken to Manage and Conserve Woodland

Base: Owners of 10-999 acres of woodland.

	Land Transfer to Family			
	Total	Have done	Plan to	Have not, no plans
	%	%	%	%
Green Certification				
Unweighted base	7616	492	4003	1404
Have heard of it	17	22	16	19
Some lands are certified	2	2	3	2
No lands are certified	98	98	97	98
Planning to do it	*	2	*	1
Conservation Easement				
Unweighted base	7677	497	4053	1411
Have one	11	13	13	11
Do not	89	87	87	89
Planning to get one	1	--	1	2
Cost-Share Program				
Unweighted base	7608	490	4022	1399
Ever had one	9	8	10	10
Never had one	91	92	90	90
Written Management/Stewardship Plan				
Unweighted base	7675	492	4063	1428
Have one	8	8	8	11
Do not	92	92	92	89

Is there a conservation easement on any of the woodland that you own in [STATE]? (Q11)

... Is any or your woodland in [STATE] currently Green Certified (Q12)

Have you ever used a state or federal sponsored cost-share program to help you manage your woodland in [STATE]? (Q13)

Do you have a written management or stewardship plan for any of the woodland that you own in [STATE]? (Q17)



Top Concerns Regarding Woodland Health (Top 3 Box)

Base: Owners of 10-999 acres of woodland.

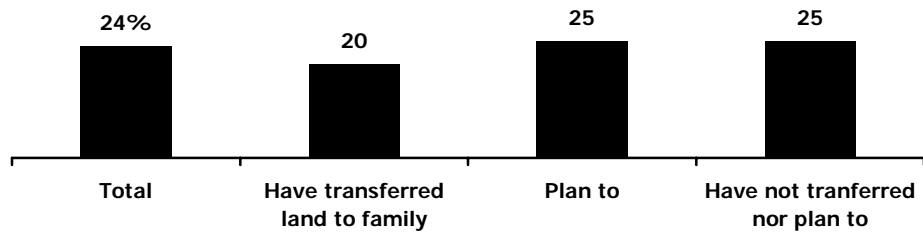
	<u>Total</u>	<u>Land Transfer to Family</u>		<u>Have not, no plans</u>
		<u>Have done</u>	<u>Plan to</u>	
Unweighted base	6033	470	4081	1448
	%	%	%	%
Insects or plant diseases	55	58	59	44
Fire	53	48	59	40
Air and water pollution	43	41	48	32
Wind and ice storms	39	46	44	27
Undesirable plants	33	33	36	26
Lack of new trees	25	20	28	16
Wild animals, such as deer	18	18	19	13
Domestic animals, such as cattle	10	7	12	6

There are many things that can affect the health of woodlands. Below are issues that are affecting the health of some woodland. Please indicate your level of concern... (Q22)



Proportion Who Have Received Advice or Information About Woodlands in Past 5 Years

Base: Owners of 10-999 acres of woodland.



In the last 5 years, have you received advice or information about the woodland that you own in [STATE]? (Q19)

Sources of Advice/Information Regarding Woodlands in Past 5 Years

Base: Have sought advice/information in past 5 years.

	Total	Land Transfer to Family		
		Have done	Plan to	Have not, no plans
Unweighted base	7875 %	512 %	4181 %	1446 %
Forest Management Division forester	10	10	11	12
Private consultant, such as a forester or wildlife biologist	7	9	8	9
Natural Resource Conservation Service, Soil and Water Conservation District, or Farm Service Agency employee	4	5	5	5
Logging contractor	4	6	4	4
Other forest landowner, neighbor, or friend	4	6	5	4
Extension forester or other university employee	4	3	4	5
Forester from a company that produces forest products	2	1	3	2
Other state employee	1	2	1	2
Employee of a non-profit group	0	0	0	1

Who did you get the advice or information from? (Q19)



“Useful” Information Sources for Woodland Management (Top 3 Box)

Base: Owners of 10-999 acres of woodland.

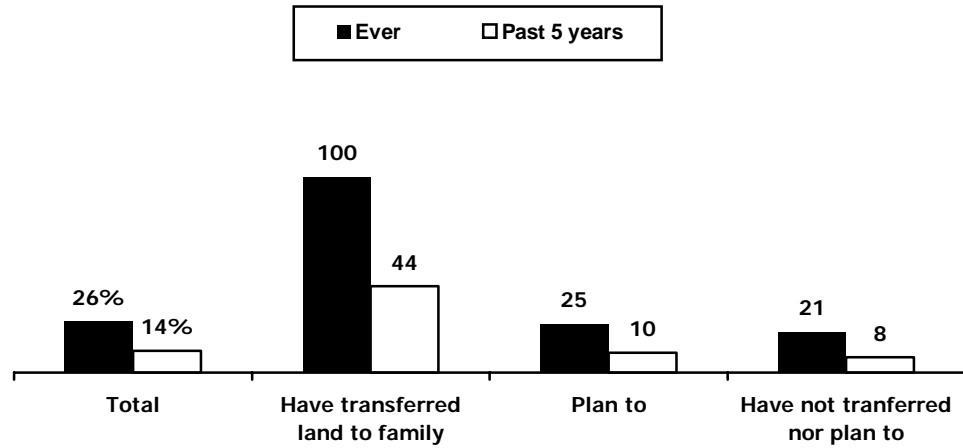
	<u>Total</u>	<u>Land Transfer to Family</u>		<u>Have not, no plans</u>
		<u>Have done</u>	<u>Plan to</u>	
Unweighted base	5902	459	3952	1407
	%	%	%	%
Publications, books, or pamphlets	43	33	45	39
Talking with a forester or other natural resource professional	42	37	44	38
Newsletter, magazines, or newspapers	37	31	38	33
Video tapes for home viewing	25	24	26	21
Talking with other woodland owners	24	23	27	17
Internet/Web	23	13	22	23
Television or radio programs	21	20	24	15
Visiting other woodlands or field trips	18	14	20	14
Conferences, workshops, or video conferences	13	10	14	10
Talking with a logging contractor	12	12	13	9
Membership in a land owner organization	9	10	10	10

There are many different ways to learn about managing woodlands – what to do and how to do it. How useful would the following ways of learning about managing your woodlands be for you? (Q20)



Proportion Who Have Sold or Given Away Woodland

Base: Owners of 10-999 acres of woodland.



How many times have you sold or given away woodland in [STATE]? (Q4a)

Have you sold or given away woodland in [STATE] in the last 5 years? (Q4c)

Recipients of Sold or Donated Woodland

Base: Have ever sold or given away woodland.

	Land Transfer to Family			
	Total	Have done	Plan to	Have not, no plans
Unweighted base	6399	524	4157	1466
	%	%	%	%
Other individual(s)	12	13	11	15
My children or other family members	8	100	9	0
A forestry company	2	1	2	1
Land investor/developer	1	2	1	1

Who got the woodland you sold or gave away? (Q4b)



Top Personal Interests/Activities Among Family Forest Owners

Base: Owners of 10-999 acres of woodland.

	<u>Total</u>	<u>Land Transfer to Family</u>		Have not, <u>no plans</u>
		<u>Have done</u>	<u>Plan to</u>	
Unweighted base	6263	503	4008	1415
	%	%	%	%
Reading (general)	62	71	63	62
Home improvement	59	68	60	60
Cooking/food	56	68	56	55
Reading magazines	55	68	57	55
Gardening	53	62	54	54
Home furnishings/decorating	50	59	51	50
Electronics/computers	48	54	50	51
Cooking/gourmet	48	57	49	48
Crafts	46	60	48	47
Travel	45	54	44	49
Health/medical	44	55	45	40
Stereo/video	41	51	43	40
Consumer electronics	39	48	41	39
Outdoors	39	45	41	39
Fashion	39	48	40	36
Natural foods	38	50	39	35

Source: Acxiom LifeTraits segmentation



Most Common Personix Segments Among the Family Forest Owner Population

Base: Owners of 10-999 acres of woodland.

	Land Transfer to Family			
	<u>Total</u>	<u>Have done</u>	<u>Plan to</u>	<u>Have not, no plans</u>
Unweighted base	5726	464	3669	1298
	%	%	%	%
The Greatest Generation	12	16	12	8
Country Comfort	5	3	6	5
Farmland Families	5	6	6	4
Country Ways	5	6	5	7
The Great Outdoors	5	5	4	5
Raisin' Grandkids	5	9	5	3
Rural Antiques	5	4	4	3
Platinum Oldies	4	8	5	6
Still Trucking	4	6	4	7
Rural Parents	3	3	3	3
Sitting Pretty	3	5	2	5
Leveraged Lifestyles	3	1	2	4
Established Elites	3	2	2	4
Full Steaming	3	2	3	2

Source: Acxiom Personix segmentation