

Multi-Use Owners

Orientation to their Woods

- Multi-use landowners love their woods and value their aesthetic and recreational benefits. But they are also pragmatic and recognize that their land is a valuable financial asset.

Landowner Prevalence

- Multi-use owners make up 42% of woodland owners in the United States and own 49% of woodland

Interests

- Protecting woods from natural and human threats
- Improving wildlife habitat
- Creating trails and roads on their woodland
- Financial assistance for improving or maintaining their land
- Ways to reduce taxes and cost of land ownership
- Rates and trends for timber markets and others ways to earn income from woods.

Current Stewardship Behaviors

- This is the most likely segment to participate in a cost share program (5%), have a management plan (13%), or be enrolled in a tax program (19%)
- These landowners are more likely to have taken active steps to improve their woodland

Main Motivations for Stewardship Action

- Maximizing ongoing returns from woods without damaging the land ecologically or financially
- Ethic of respectful and judicious land use
- Enjoy recreation on land (including hunting) and enjoy tending their woods
- Believe their woodland provides benefits to their community



Main Barriers to Good Stewardship

- These landowners know a lot about their wooded land and want to know more
- They mistrust outside authority and expertise. They may also give more credence to traditional beliefs and peer practices than to science-based “expert” recommendations.
- They are wary of government regulation and resistant to any programs that might impose limitations on how they can use their land.

How to Reach this Segment

- Affirm their outdoorsy lifestyle and traditional values
- Give them information but don’t tell them what to do—accept their independence and cautiousness
- Multi-use landowners actively seek information on land management; most like getting information through talking with an expert, the internet, and direct mail

Demographic and Situational Factors

- Multi-use owners tend to be slightly younger than other segments of landowners and own their land for a shorter time