

Supplemental Income Owners

Orientation to their Woods

- Supplemental Income owners own woodland primarily for timber income and investment

Landowner Prevalence

- Supplemental Income landowners comprise 15% of woodland owners in the United States and own 19% of woodland

Interests

- Timber markets and harvesting for sale
- Holding their land as an investment
- Passing land on to heirs

Current Stewardship Behaviors

- Most likely to cut trees for sale
- Most likely to have sold or transferred land in the past and most likely to do so in the next 5 years
- Most likely to have worked with a forester, typically for timber sales

Main Motivations for Stewardship Action

- Maximizing financial benefit from woodland
- Protecting the long-term income generation capacity and financial value of their land
- These landowners are concerned about high taxes

Main Barriers to Good Stewardship

- These landowners don't do many activities on their land that don't create a profit
- These landowners often need to be convinced that stewardship behaviors are cost-effective, at least in the long run; altruistic or environmental reasons for stewardship are a harder sell



How to Reach this Segment

- Show how management actions will protect the land's long-term health and productivity, create new income opportunities, or improve the land's resale value
- Engage in programs that reduce cost of ownership (e.g., through tax rebates)
- Appeal to their wish to pass healthy and productive lands to their heirs
- These landowners are the most keyed to the forest industry and "forestry" community, including landowner associations, trade publications, and events

Demographic and Situational Factors

- Many Supplemental Income landowners do not live on their woodland
- These landowners often have the largest plot sizes and make the most income from their wooded land
- These landowners are most likely to sell their woodland if offered a reasonable price