

Woodland Retreat Owners

Orientation to their Woods

- Woodland Retreat landowners own their woodland primarily for its beauty, conservation, and recreational value
- Many of these landowners love nature and animals and appreciate ecological benefits of woods

Landowner Prevalence

- Woodland Retreat landowners make up 45% of woodland owners in the United States and own 33% of woodland

Interests

- Land improvement such as trails, ponds, and streams
- Keeping their woods healthy, beautiful, and good for wildlife
- How to choose reliable loggers and other service providers
- Financial assistance for improving or maintaining their land

Current Stewardship Behaviors

- Despite their stewardship orientation, Woodland Retreat landowners have some of the lowest rates of active land management behaviors such as having a management plan, consulting foresters, or using cost share programs

Main Motivations for Stewardship Action

- Stewardship ethic
- Natural beauty and wildlife protection
- Enjoyment of woods with family members, including walking, hiking, camping, and fishing



Main Barriers to Good Stewardship

- Lack of knowledge about what actions to take
- Perception that woods manage themselves—many Woodland Retreat landowners believe minimal human activity and interference is the best way to promote woodland health
- Many have small parcels of land, making some land management activities less practical or more expensive
- Financial constraints

How to Reach this Segment

- Give them specific, easy, low-cost actions to achieve their objectives (e.g. attracting wildlife)
- Challenge their belief that woods are best left alone
- Help them understand the ecological significance of all woods (even small parcels)
- Appeal to their sense of responsibility and stewardship

Demographic and Situational Factors

- The education level of this segment is higher than in other segments
- Most Woodland Retreat landowners live on their woodland

TOOLS FOR ENGAGING LANDOWNERS EFFECTIVELY