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