

# Supplemental Income Owners

## Orientation to their Woods

- Supplemental Income owners tend to own land primarily for timber income and investment

## Landowner Prevalence

- Supplemental Income landowners comprise 16% of woodland owners in the United States and own 23% of woodland

## Interests

- Timber markets
- Government programs, especially tax incentives and cost share programs
- Protecting their legacy and estate transfer issues
- Maintaining the long term health and value of the land
- Emerging threats and invasive species

## Current Stewardship Behaviors

- Supplemental Income landowners are the second most likely of all segments to participate in cost share programs and to have management plans (but these are still small proportions of the segments)
- Most likely to have worked with a forester, typically for timber sales

## Main Motivations for Stewardship Action

- Maximizing financial benefit from woodland
- These landowners are concerned with the long-term health of their land (mainly to ensure it stays financially productive)
- Keeping land intact for heirs



## Main Barriers to Good Stewardship

- Supplemental Income landowners are skeptical of most programs that impose restrictions on land use; they might try to “work around” program requirements or do the minimum necessary
- 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

- Emphasize ways to enhance financial gains or maintain land value for future generations
- These landowners are often ready to learn more about land management-- especially if it yields immediate or long-term financial benefits
- They 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

**TOOLS FOR ENGAGING LANDOWNERS EFFECTIVELY**