

**MISSISSIPPI STATE  
UNIVERSITY.**

**Natural Resource Enterprises  
Landowner Survey**



**I. GENERAL INFORMATION**

**A. Do you visit the NRE website (www.naturalresources.msstate.edu)? (Check one.)**

Yes  No (If no, go to Question 5.)

**1. How often do you visit the website? (Check one.)**

Daily  Weekly  Monthly  Annually

**2. Which sections do you use most often?**

- Business resources
- Demonstration areas
- Events
- Wildlife management
- Other; specify: \_\_\_\_\_

**3. Is there information not included on the website that you would like to read more about?**

**(Check one.)**

Yes  No

If yes, list specific topics of interest:

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**4. Have you viewed any of the instructional videos we offer on our website?**

Yes  No

**5. Do you use the printed resource notebook, CD-ROM, and/or USB flash drive that you received at the workshop?**

Yes  No (If no, go to Question B at the end of page 2.)

**a. How often do you use the resource materials? (Check one.)**

- Daily
- Weekly
- Monthly
- Annually

The Natural Resource Enterprises Program and Mississippi State University Cooperative Extension Service would like to learn about your past experience(s) while attending our landowner workshop(s). Your responses will remain strictly confidential and only be used to improve our educational events and offerings in the future. Please complete the survey; place in the postage-paid envelope provided; and send to:

**Daryl Jones**  
**Department of Wildlife, Fisheries and Aquaculture**  
**Box 9690**  
**Mississippi State, MS, 39762**

Please mail the questionnaire back to us in the postage-paid envelope provided by August 16, 2021 to receive your free gift, a compact binocular. The Natural Resource Enterprises Program staff appreciates your participation in this confidential survey.

**b. Which sections do you refer to most often? (Check all that apply.)**

- Agritourism
- Bed & breakfast
- Bird-watching
- Business planning
- Cost-share programs
- Fee-hunting/fishing
- Liability/legal
- Marketing
- Timber management
- Trail riding
- Wildlife management
- Wildlife foods
- Other; specify: \_\_\_\_\_

**B. Do you own land?**

- Yes (If yes, go to Section II on page 3)  No (If no, go to Section VIII on page 18.)

**II. LANDOWNERSHIP AND USES**

**A. What land uses are presently conducted on your land? (Check all that apply.)**

- Farming (i.e., agricultural crops, poultry, vegetables, orchard, syrup, hay and/or aquaculture)
- Ranching (i.e., beef cattle and/or dairy)
- Forestry
- Fee-based recreation (i.e., fee-hunting, fee-fishing, wildlife watching and/or agritourism)
- Personal recreation (i.e., hunting, fishing and/or a get-away)
- Other; specify: \_\_\_\_\_

**B. How many total acres do you currently own? \_\_\_\_\_ acres**

Indicate the state and counties where you own land.

<u>State</u>	<u>County</u>
_____	_____
_____	_____
_____	_____
_____	_____

**C. Report the number of acres that you own in the following categories:**

<u>Category</u>	<u>Description</u>	<u>Acres</u>
<b>Agricultural</b>	row crops, rice, pasture and range land, fallow fields, orchards and aquaculture ponds	
<b>Forested</b>	standing timber of any size and type (i.e., pine, hardwood and/or mixed pine-hardwood trees)	
<b>Other</b>	all land not included in the agricultural or forested categories	

**1. Agricultural Land**

For agricultural lands reported above, estimate number of acres in each category listed below:

*Estimated*

<u>Category</u>	<u>Acres</u>
Row crops and rice	
Pasture and range lands	
Vegetable crops	
Orchards	
Fallow fields (unmanaged fields)	
Fish ponds for aquaculture	
Other; specify:	

2. Forested Land

For forested acres reported, estimate number of acres in the following categories or timber type:

Estimated

Category	Description	Acres	Age of Stand
Cutover	recently harvested; not replanted		
Planted pines	pine plantations; pines planted, but not in the traditional plantation style (scattered pines)		<input type="checkbox"/> 0-15 years <input type="checkbox"/> 16-30 years <input type="checkbox"/> 31-45 years <input type="checkbox"/> 46-60 years <input type="checkbox"/> >60 years
Natural pines and conifers	mostly natural pines, spruce, fir, and other conifers		<input type="checkbox"/> 0-15 years <input type="checkbox"/> 16-30 years <input type="checkbox"/> 31-45 years <input type="checkbox"/> 46-60 years <input type="checkbox"/> >60 years
Upland hardwoods	mostly hardwood trees including oak, hickory, beech, maple, and hemlock trees on predominately upland sites		<input type="checkbox"/> 0-15 years <input type="checkbox"/> 16-30 years <input type="checkbox"/> 31-45 years <input type="checkbox"/> 46-60 years <input type="checkbox"/> >60 years
Bottomland hardwoods	hardwood trees on bottomland sites/wetland forest		<input type="checkbox"/> 0-15 years <input type="checkbox"/> 16-30 years <input type="checkbox"/> 31-45 years <input type="checkbox"/> 46-60 years <input type="checkbox"/> >60 years
Mixed pine-hardwoods	varying amounts of both pines and hardwood trees		<input type="checkbox"/> 0-15 years <input type="checkbox"/> 16-30 years <input type="checkbox"/> 31-45 years <input type="checkbox"/> 46-60 years <input type="checkbox"/> >60 years

3. Other Land Uses

For land reported as other acres, estimate the number of acres in the following categories:

Estimated

Category	Description	Acres
Constructed ponds or lakes	Do not include aquaculture ponds.	
Flooded fields/wetlands without timber	sloughs, brakes, beaver ponds, lakes, or major stream	
Other; specify:		

D. Since attending the workshop(s), indicate land management practices and activities that you have implemented on your land. (Check all that apply.)

- Animal damage control management; specify: \_\_\_\_\_
- Application of herbicide for control of unwanted vegetation
- Christmas tree plantings
- Currently planning to implement practices, but have not had time since attending workshop
- Disking
- Moist-soil management for waterfowl or other wildlife
- Mowing
- Planting corn, pumpkins, or other crops associated with farm tours
- Pond management (i.e., pond construction, fertilizing, liming, weed control and/or fish stocking)
- Prescribed burning in forests or fields
- Timber thinning
- Tree plantings
- Vegetable production
- Wetland restoration (i.e., plantings in wet soils, levee or berm construction/maintenance for flooding areas)
- Wildlife supplemental plantings or food plots
- Other; specify: \_\_\_\_\_

E. Please indicate the number of acres of land you have implemented land management practices on.

\_\_\_\_\_ acres

F. If you are not performing any land management practices on your land, what are the reasons? (Check all that apply.)

- Currently planning to implement practices, but have not had time since attending workshop
- Do not own/have access to the required equipment
- Expense of practices
- Interferes with my farming and forestry activities
- Involved in government cost-share programs that prevent practices
- Land does not need any management practices performed
- Need more information before implementing practices
- No time to perform land management practices
- Physically unable to perform land management practices
- Other; specify: \_\_\_\_\_

**G. Which land management practices would you like to be more knowledgeable about?**

(Check all that apply.)

- Animal damage control management; specify: \_\_\_\_\_
- Application of herbicide for control of unwanted vegetation
- Christmas tree plantings
- Disking
- Moist-soil management for waterfowl or other wildlife
- Mowing
- Planting corn, pumpkins, or other crops associated with farm tours
- Pond management (i.e., pond construction, fertilizing, liming, weed control and/or fish stocking)
- Prescribed burning in forests or fields
- Timber thinning
- Tree plantings
- Vegetable production
- Wetland restoration (i.e., plantings in wet soils, levee or berm construction/maintenance for flooding areas)
- Wildlife supplemental plantings or food plots
- Other; specify: \_\_\_\_\_

**H. Have you requested or received assistance from land management professionals or biologists for your land management activities? (Check one.)**

- Yes  No (If no, go to Section III on page 7.)
- Do not know who to contact (If so, go to Section III on page 7.)

**I. If yes, which resource professionals or individuals have assisted you? (Check all that apply.)**

- Consultants
- Extension Service staff
- MSU NRE Program staff
- Natural Resource Conservation Service (NRCS)
- State game and fish agency
- Other; specify: \_\_\_\_\_

**III. Governmental Cost-Share Assistance Programs**

**A. Are you familiar with governmental cost-share assistance programs available in your state/county?**

- (Check one.)  
 Yes  No

**B. Would you like to receive information about cost-share assistance programs?**

- Yes (If yes, go to Question C.)  No (If no, go to Section IV page 8.)

**C. Have you received financial assistance through government cost-share programs on your land?**

- (Check one.)  
 Yes  No (If no, go to Section IV on page 8.)

**D. In what conservation assistance programs have you participated in or are you currently enrolled?**

Indicate the number of acres enrolled in selected programs.

Program	Acres Enrolled
Conservation Reserve Program (CRP)	
Wildlife Habitat Incentives Program (WHIP)	
Environmental Quality Incentives Program (EQIP)	
Forest Stewardship Program	
Conservation Stewardship Program (CStP)	
Grasslands Reserve Program (GRP)	
Wetlands Reserve Easement Program (WRP; WRE)	
Other; specify:	

**E. How much financial assistance did you receive in program cost-share assistance last year? (Check one.)**

- \$1 - \$1,000
- \$1,001 - \$5,000
- \$5,001 - \$10,000
- \$10,001 - \$15,000
- \$15,001 - \$20,000
- \$20,001 - \$30,000
- Greater than \$30,000

**F. Are you interested in receiving information about programs that you do not currently participate?**

- Yes  No

**IV. Revenues**

**A. Do you personally enjoy recreating on your land? (Check one.)**

- Yes  No (If no, go to Question C.)

**B. What activities do you enjoy on your land? (Check all that apply.)**

- Beauty of the land (i.e., aesthetic value)
- Fishing
- Hunting
- Improving the value of the land
- Viewing wildlife
- Working the land (i.e., mowing, disking, prescribed burning, farming and/or forestry practices)
- Other; specify: \_\_\_\_\_

**C. Since attending the NRE workshop, have you started an outdoor recreational enterprise on your land or leased your land for recreation? (Check one.)**

- Yes (If yes, check all that apply.)  No (If no, go to Section V on page 11.)

- Agritourism (i.e., corn maze, bonfire parties and/or pumpkin patches)
- Bed and breakfast
- Bird-watching
- Christmas trees
- Fee-fishing
- Fee-hunting and/or outfitter business
- Heritage tours (i.e., antebellum house or structures, water mill and/or cotton gin)
- Horse-trail riding
- Hunting lease
- Nature trails
- Vegetable growing or u-pick operation
- Wildlife-watching other than birds; list wildlife species of interest to your clients:  
\_\_\_\_\_
- Wood mizer mill
- Zip line
- Other; specify: \_\_\_\_\_

**D. If you lease your land for hunting or operate a fee-hunting outfitter business on your property, which wildlife species are pursued? (Check all that apply.)**

- Deer
- Mourning dove
- Pen-released quail
- Quail
- Rabbit
- Squirrel
- Turkey
- Waterfowl
- Other; specify: \_\_\_\_\_

**E. Of your total acreage, how many acres do you operate your NRE on (hunting outfitter, hunting lease, agritourism, angling, etc.)? \_\_\_\_\_ acres**

**F. Do you cooperate with another landowner(s) to join land together for the purpose of operating a recreational enterprise? (Check one.)**

- Yes  No (If no, go to Question G.)

**a. If so, to how many acres from your partner do you have access? \_\_\_\_\_ acres**

**b. Do you lease land from a third party for your recreational enterprise?**

- Yes  No

**c. If yes, how many acres do you lease? \_\_\_\_\_ acres**

**G. What is your reason(s) for starting an enterprise?(Check all that apply.)**

- Help retain ownership of family-owned land
- Hobby or activity for my personal enjoyment
- Income potential
- Improve aesthetics on my land
- Improve land management and conservation on my land
- Improve number and quality of wildlife and fish on my land
- Improve recreational potential of my land for profit
- Improve recreational potential on my land for my personal enjoyment
- Other; specify: \_\_\_\_\_

**H. In securing capital to support your enterprise, which sources were used to secure financial resources. (Check all that apply.)**

- Bank loan
- Business partner
- Cash (out-of-pocket, personal funds)
- Family and friends

**I. Indicate the revenues collected annually from your outdoor recreational enterprise. (Check one.)**

- \$0 - \$1,000
- \$1,001 - \$10,000
- \$10,001 - \$25,000
- \$25,001 - \$50,000
- \$50,001 - \$75,000
- \$75,001 - \$100,000
- \$100,001 - \$125,000
- \$125,001 - \$150,000
- Greater than \$150,000

**J. How many years have you operated your enterprise for clients?**

\_\_\_\_\_ years

**K. Are the revenues that you collect from your enterprise or leasing activities meeting your expectations?**

(Check one.)

- Yes
- No
- Somewhat

**L. Do you accommodate guests for overnight stays on your property affiliated with your enterprise?**

(Check one.)

- Yes
- No

**L. Did you construct or renovate existing structures on your property for overnight guest accommodations associated with your enterprise? (Check one.)**

- Yes
- No

**M. Did you construct or renovate existing structures on your property for auxiliary buildings, such as bathrooms, pavilions, shooting facilities, etc. to support your enterprise? (Check one.)**

- Yes
- No

**N. Indicate your construction costs or capital outlay in providing overnight accommodations and auxiliary buildings for your natural resource enterprise. (Check one.)**

- \$0 - \$1,000
- \$1,001 - \$10,000
- \$10,001 - \$30,000
- \$30,001 - \$50,000
- \$50,001 - \$75,000
- \$75,001 - \$100,000
- Greater than \$100,000

**V. EXPENDITURES FOR LAND MANAGEMENT AND ENTERPRISE OPERATIONS**

**A. Have you purchased equipment to assist with your land management activities? (If Yes, check all that apply. If No, skip to Question B)**

- ATV
- Clipper/bush hog
- Disk
- Seed spreader
- Sprayer
- Tractor
- Vehicle (i.e., work truck)
- Other; specify: \_\_\_\_\_

**1. Estimate the amount of money spent on equipment listed above to the nearest thousand dollars. \$ \_\_\_\_\_**

**2. What percentage of time is equipment used in association with your outdoor recreational enterprise? \_\_\_\_\_ %**

**B. What supplies have you purchased for your land management practices? (Check all that apply. If none, skip to Question C on page 12.)**

- Building materials (i.e., lumber, nails, etc.)
- Fencing
- Fertilizer
- Fuel
- Herbicides
- Lime
- Posted signage
- Seed
- Trees
- Other; specify: \_\_\_\_\_

**1. Estimate the amount of money spent annually on supplies listed above (Question B). \$ \_\_\_\_\_**

**2. What percentage of this estimated amount was associated with your outdoor recreational enterprise? \_\_\_\_\_ %**

**C. What amenities currently exist on your property? (Check all that apply. If none, skip to Question D.)**

- Barn/stables
- Boats, boating motors, fishing gear
- Dog kennels
- Electricity
- Grill/cooking instruments/cooking facilities
- Hunting stands and equipment
- Lodging (i.e., cabins, houses, etc.)
- Restroom facilities
- Road construction and maintenance
- Storage building
- Water (i.e., well water, water association, etc.)
- Other; specify: \_\_\_\_\_

**1. Estimate the amount of money spent on amenities listed above (Question C).**

\$ \_\_\_\_\_

**2. What percentage of use of amenities is associated with your outdoor recreational enterprise?**

\_\_\_\_\_ %

**D. Have you incurred business-related expenses associated with your outdoor recreational enterprise?**

**(Check one.)**

- Yes  No

Estimate your annual business-related expenses.

*Estimated*

Category	Amount (\$)
Accountant fees	
Attorney fees	
Consulting fees	
Income tax assistance	
Insurance premiums	
Marketing and Advertising (i.e., websites, flyers, etc.)	
Payroll (i.e., housekeeping, cooks, guides, etc.)	
Real estate commissions	
Repairs and maintenance fees (i.e., equipment, housing, etc.)	
Utility fees	
Other; specify:	

**VI. OPERATING YOUR ENTERPRISE**

**A. Do you have a written business plan for your recreational enterprise? (Check one.)**

- Yes  No

**B. Do you have a marketing plan for your enterprise? (Check one.)**

- Yes  No

**C. What is your target market? (Check all that apply.)**

- Adults
- Anglers
- Children's groups (i.e., school groups, scouts and/or youth groups)
- Families
- General public
- Hunters
- Local customers
- Out-of-town/out-of-state customers
- Wildlife-watchers
- Other; specify: \_\_\_\_\_

**D. Do you advertise your enterprise in any way? (Check one.)**

- Yes  No (If no, go to Question M on page 14.)

**E. What types of advertising do you use? (Check all that apply.)**

- Billboards
- Direct mail (i.e., letters, postcards and/or other mailed materials)
- Newsletters
- Newspaper ads
- Online marketing (i.e., Adwords, banner ads, etc.)
- Posters/flyers
- Press releases
- Radio
- Television ads
- Website
- Word-of-mouth
- Other; specify: \_\_\_\_\_

**F. Do you have standard colors, fonts and/or images that you use on printed, promotional material or a website to create a brand to distinguish your business from others? (Check one.)**

- Yes  No

**G. Do you have a logo? (Check one.)**

- Yes  No

H. If you have printed materials (i.e., brochures, business cards, letterhead, postcards, etc.) are they in color or black and white? (Check one.)

- Color
- Black and white only
- Both (depends on the nature of the printed materials)

I. Do you survey your customers about their experience at your enterprise? (Check one.)

- Yes
- No

J. Do you keep a customer mailing list? (Check one.)

- Yes
- No

K. Approximately, how much did you spend on marketing on an annual basis?

\$ \_\_\_\_\_

L. On what types of advertising do you spend most of your marketing dollars?

Indicate the percent (%) of your marketing budget that each type represents.

*Estimated*

Category	Percentage (%)
Billboards	
Direct mail (i.e., letters, postcards and/or other mailed materials)	
Newsletter	
Newspaper ads	
Online marketing (i.e., Adwords, banner ads, etc.)	
Posters/flyers	
Press releases	
Radio ads	
Television ads	
Website(s)	
Other; specify:	

M. Approximately, how many customers/clients patronized your enterprise last year?

\_\_\_\_\_ number of customers/clients

N. What percentage of repeat customers do you have each year? (Check one.)

- 0 - 25%
- 26 - 50%
- 51 - 75%
- 76 - 100%

O. Would you like to learn more about advertising and marketing? (Check one.)

- Yes
- No (If no, go to Section VII on page 16.)

P. Which topics would you like to learn more about? (Check all that apply.)

- Billboards
- Direct mail (i.e., letters, postcards and/or other mailed materials)
- Newsletters
- Newspaper ads
- Online marketing (i.e., Adwords, banner ads, etc.)
- Posters/flyers
- Press releases
- Radio
- Television ads
- Website
- Other; specify: \_\_\_\_\_

**VII. LANDOWNER INFORMATION NEEDS**

**A. What species of wildlife are you interested in managing on your property and would like more information about? (Check all that apply.)**

- Deer
- Fish; specify types of fish:
- Mourning dove
- Nongame species (i.e. songbirds, butterflies, etc.)
- Quail
- Rabbit
- Squirrel
- Turkey
- Waterfowl
- Other; specify: \_\_\_\_\_

**B. Are you concerned about accident liability with allowing access to your property? (Check one.)**

- Yes  No

**C. What methods do you use to protect yourself and your business from potential liability concerns? (Check all that apply.)**

- Attorney to review leasing agreements
- Careful selection of clients
- Incorporation of business as a limited liability corporation (LLC)
- Liability or event insurance
- Liability waivers for customers
- Posted and enforced rules for clients using land
- Regular safety checks on the land
- Written leases with clients
- Other; specify: \_\_\_\_\_

**D. If NRE offered a more advanced workshop on topics of interest in operating an enterprise, would you attend such a workshop? (Check one.)**

- Yes  No

**E. How is information best delivered to you? Rank from best to least effective method on a scale from "1" to "5" with 1 being the best method and 5 being the least preferred method of your choice.**

- \_\_\_\_\_ Audio podcasts
- \_\_\_\_\_ Binder or digital version of educational materials
- \_\_\_\_\_ Videos or television
- \_\_\_\_\_ Website or online tutorials
- \_\_\_\_\_ Workshops

**F. What topics about operating or starting an enterprise or leasing your land for recreation interest you? (Check all that apply.)**

- Accounting
- Agritourism
- Agroforestry- growing agricultural crops on the same land that you grow timber
- Business plan development
- Conservation practices
- Estate planning
- Fee-hunting/fee-fishing
- Financial management
- Forest management
- Horse trail riding
- Increasing wildlife and fish on my land
- Legal and liability issues
- Marketing
- Pond and fisheries management
- Website development
- Other; specify: \_\_\_\_\_

**G. If you have not initiated an enterprise or do not lease land for recreation, please rank your top 5 reasons from the list below as to why you did not start an enterprise or lease land for recreation last year.**

Use "1" to represent the most important reason for not initiating a business through "5" being of lesser importance for not starting a business.

- \_\_\_\_\_ Do not live on or nearby my land
- \_\_\_\_\_ Financial gain is not worth while
- \_\_\_\_\_ Lack of financial capital to get started
- \_\_\_\_\_ Lack of knowledge about management of wildlife and fish
- \_\_\_\_\_ Lack of knowledge on business operations
- \_\_\_\_\_ Liability concerns
- \_\_\_\_\_ Not enough land available for desired enterprise
- \_\_\_\_\_ Not enough time to run enterprise
- \_\_\_\_\_ Not sure customers will come to my property
- \_\_\_\_\_ Not sure how to market the business
- \_\_\_\_\_ Only interested in personal or family recreation on the property
- \_\_\_\_\_ Planning to start an enterprise but have not had time since attending workshop
- \_\_\_\_\_ Other; specify: \_\_\_\_\_

VIII. PARTICIPANT INFORMATION

A. What is your gender? (Check one.)

- Female  Male

B. What is your age? (Check one.)

- 18 - 25 years  
 26 - 35 years  
 36 - 45 years  
 46 - 55 years  
 56 - 65 years  
 66 - 75 years  
 over 75 years

C. Please select your income level. (Check one.)

- \$0 - \$25,000  
 \$25,001 - \$50,000  
 \$50,001 - \$75,000  
 \$75,001 - \$100,000  
 \$100,001 - \$150,000  
 Greater than \$150,000

D. What is your race? (Check one.)

- African-American  
 American Indian  
 Asian-American  
 Caucasian  
 Hispanic-American  
 Other; specify: \_\_\_\_\_

E. Please select your educational level. (Check one.)

- High school graduate  
 Some college or 2-year degree  
 College graduate  
 Graduate degree earned

F. Is your permanent residence located on the land(s) you reported in this survey?

- Yes (If yes, go to Question H on page 19.)  
 No (If no, go to Question G.)  
 I don't own land (This concludes the survey.)

G. Approximately how many miles away is your residence from your property? \_\_\_\_\_ miles

H. Is your land near (within 10 miles) or adjacent to one of the areas listed below?

(Check all that apply.)

- National park  
 National forest  
 National wildlife refuge  
 Public-use lake  
 Public recreational area  
 Private hunting club not associated with your land  
 Private lake not associated with your land  
 River  
 State park  
 US interstate  
 Wildlife management area (state-owned lands)

Thank you for your time and effort in completing this survey. Please return your completed survey in the enclosed postage-paid envelope by November 6, 2017 to receive your free gift, a pair of Bushnell binoculars. We appreciate your participation.

Thank you for your participation in our survey! Your responses will remain strictly confidential and only be used to improve our educational events and offerings in the future. Please place your completed survey in the postage-paid envelope provided; and send to:

**Daryl Jones**  
**Department of Wildlife, Fisheries and Aquaculture**  
**Box 9690**  
**Mississippi State, MS, 39762**

Please mail the questionnaire back to us in the postage-paid envelope provided by August 16, 2021 to receive your free gift, a compact binocular. The Natural Resource Enterprises Program staff appreciates your participation in this confidential survey.



