



# **Family Forest Owners and Sustainable Forestry: A Prime Prospect Analysis**



## An Attitudinal Segmentation of Family Forest Owners

Family Forest owners may share many attitudinal and demographic characteristics, but they have varying reasons for owning their land and differing levels of engagement with it. Understanding the variety of family forest owners is critical to crafting a well-focused and effective communications program that speaks to different kinds of people with different motivations.

To identify how 10-999 acre family-forest owners “cluster” with regard to their land-related attitudes and goals, a number of multivariate, hierarchical cluster analyses were performed on the NWOS dataset. A four-segment solution produced the most coherent segments, statistically and in terms of face validity, and they are profiled on the following pages.

The four segments are:

1. Woodland Retreat owners
2. Supplemental Income owners
3. Ready to Sell? owners
4. Working the Land owners

The variables used in the segmentation were:

- Important reasons for owning the land (question 9 of the NWOS)
- Concerns regarding restrictions on woodland use (question 21)
- Future plans for the land (question 23)

See the technical appendix for a detailed explanation of the segmentation method.



## Woodland Retreat Owners

### *Summary*

Woodland Retreat Owners own their land for the sake of beauty, privacy, conservation, and for legacy giving. They are particularly likely to have purchased the land themselves (relatively small plots in general), and to live on it. Commercial use of the land, including harvesting, is less common in this segment, but is still practiced by half. Demographically, they are similar to other 10-999 acre owners — they are white males, older (many are retired), and generally are not college educated. Three in four own their land in either the Northeast (24%), North Central (24%), or South Central (23%).

### *Overview*

This is the largest segment and comprises four in ten 10-999 acre owners (40%); i.e., about 1,660,000 owners. Together they own 27% of privately held land on 10-999 acre plots, or approximately 62,500,000 acres.

Of the four segments, they are the most likely to own small plots (81% own 10-49 acres versus 72% of the total) and they have owned their land for the shortest period of time (63% versus 54%, respectively, have owned their land for less than 25 years). Most have their primary residence (73%), and 17% have a secondary residence, within a mile of their land.

Most purchased their land (82%) and they are among the segments most likely to have done so. One in four (23%) inherited their land. Relatively few have thus far transferred some of their land to others (23%).

### *Demography*

In general, the segments are fairly similar demographically. Across segments, the majority is white (93%), male (84%), age 55 or older (68%), and do not have a college degree (70%). Slightly over half are retired (54%). The median income is about \$50,000. Woodland Retreat owners are fairly average in these respects.



### *Reasons for owning land*

Woodland Retreat owners, like most 10-999 acre owners, are particularly likely to cite non-commercial reasons for owning their land, but more so:

- To enjoy beauty or scenery (90% versus 71% of all 10-999 acre owners)
- For privacy (81% versus 64%, respectively)
- Part of my home/vacation home (74% versus 63%)
- To protect nature and biologic diversity (70% versus 57%)
- To pass land on to their children/heirs (60% and 62%)

They are among the least likely to cite commercial reasons:

- For land investment (26% versus 43% of all 10-999 acre owners)
- For production of sawlogs, pulpwood or other timber products (0% versus 20%, respectively)
- For production of firewood/biofuel (energy) (6% versus 18%)

In addition, over half say that in the past five years they have used the land for recreation or hunting for themselves, family, and/or friends (61%). Nearly half have posted land to restrict public access (44%). Few (4%) have leased or collected money for use of their woodland by others in the past five years.

Virtually all (94%) say they and/or their spouses are the primary decision-makers regarding land usage.

### *Harvesting*

Only about half of Woodland Retreat owners have harvested or removed trees from their woodland (47%), making them the least likely segment to have done so. Among those who have, fewer than half (43%) have done so in the past five years. Still, many Woodland Retreat owners have harvested trees, and they are the least likely to have used a professional forester. Moreover, they are most likely to have removed firewood.

One in four (24%) have removed non-timber forest products from their woodland.

### *Future plans*

Woodland Retreat owners do not have big plans for their land over the next five years — “minimum activity to maintain woodland” (43%) and “no plans at this time” (36%) are the most commonly cited plans. They are less likely than the other segments to say they plan to harvest sawlogs or pulpwood (4%).



*Concerns regarding restrictions on woodland use*

Woodland Retreat owners share many of the concerns of other owners:

- Keeping land intact for my children/heirs (56% and 56% of all 10-999 acre owners)
- High property taxes (53% and 54%, respectively)
- Trespassing or poaching (53% versus 50%)
- Misuse of woodland, such as vandalism or dumping (50% versus 48%)
- Development of nearby lands (45% versus 38%)

*Concerns regarding woodland health*

In general, Woodland Retreat owners are among the least likely to say they are concerned about a variety of woodland health-related issues, but they are among the most concerned about air and water pollution (49% versus 43% of the total). Half also say they are concerned about fire (51%) and/or insects or plant diseases (50%).

*Steps taken to manage lands*

Across segments, the incidence of those with green certification (2%), conservation easements (11%), cost-share programs (9%), and even written management/stewardship plans (8%) is quite low. In fact, Woodland Retreat owners are among the least likely to have done any of these.

*Sources of information and outreach*

Only about one in four 10-999 acre owners have received advice or information about their forest in the past 5 years, and Woodland Retreat owners are among the least likely (19%).

Though there seems to be no prevalent source of forest management information for family forest owners, state foresters reach more Woodland Retreat owners, however few, than any other source (9%).

Like other owners, Woodland Retreat owners are most likely to say literature — publications, books, or pamphlets (48%) and newsletters, magazines, or newspapers (39%) — and personally talking with a forester or other appropriate professional would be useful. These owners are most likely to say the Internet would be useful (28% versus 23% of the total).



*Implications for messaging*

Besides going through trade media and associations, messaging efforts to reach Woodland Retreat owners should make use of media and other outreach avenues that effectively reach older (many retired), rural, white males.

If the goal is to encourage better, more sustainable land management, the message should be that maintaining privacy, beauty, and natural diversity is best accomplished through knowledgeable stewardship (including certification, easements, cost-share programs, etc.). It also helps keep the land intact and in good health for legacy giving. Commercial motivators, such as harvesting and investment, should be downplayed but not absent from any such messaging.

Few Woodland Retreat Owners say they have met with state foresters or other people who can help them, indicating that outreach efforts should be increased. This coupled with publications distributed by professionals and available in local establishments – pamphlets, books, newsletters – should form the beginnings of an outreach campaign.



## Supplemental Income Owners

### *Summary*

Supplemental Income Owners own the largest plots of woodland and are the most likely to have inherited it. They are particularly likely to say they own their land for land investment purposes and for the production of timber products.

Legacy giving is also an important reason for them; indeed, legacy ownership seems to be top of mind to this segment — they are likely to have inherited the land themselves and to expect passing it on to heirs.

They are concerned about insect and plant diseases, and the possibility of fire on their land. They are the most likely to have a cost-share program in place, but still are unlikely to have taken concrete steps like certification, easements, etc. Demographically, they are similar to other 10-999 acre owners — they are white males, older (many are retired), and generally are not college educated. Unlike other segments, however, two thirds own their land in the South (66%), either in the South Central (39%) or Southeast (27%) states.

### *Overview*

This is the smallest segment and comprises 15% of 10-999 acre owners; i.e., about 600,000 owners. Together they own 22% of privately held land on 10-999 acre plots, or approximately 46,000,000 acres.

Of the four segments, they are the most likely to own large plots (22% own 100 or more acres versus 13% of the total). About half have owned their land for 25 or more years, which is average. Most have their primary residence (63%) and 15% have a secondary residence within a mile of their land. Nearly half have a farm/ranch on the land (45%).

Most purchased their land (74%), but owners in this segment are the most likely to have inherited at least some of their land (38%). One in three (32%) have given some of their land away — they are the most likely to have done so.



### *Demography*

In general, the segments are fairly similar demographically. Across segments, the majority are white (93%), male (84%), age 55 or older (68%), and do not have a college degree (70%). Slightly over half are retired (54%). The median income is about \$50,000. Supplemental Income owners are fairly average in these respects.

### *Reasons for owning land*

Supplemental Income owners are relatively likely to cite commercial reasons for owning their land:

- For land investment (76% versus 43% of all 10-999 acre owners)
- For production of sawlogs, pulpwood or other timber products (49% versus 20%, respectively)
- Part of my farm/ranch (49% versus 43%)

Legacy giving is also important to Supplemental Income owners as well (79% versus 60% of the total).

While a majority of the segment cites a number of non-commercial reasons as well, they are less likely than other segments, with the exception of the Ready to Sell?? segment, to do so:

- To enjoy beauty or scenery (70%)
- For privacy (61%)
- Part of my home/vacation home (58%)
- To protect nature and biologic diversity (54%)

About one in ten (8%) have leased or collected money for use of their woodland by others in the past five years, more than the other segments except the Working the Land segment. Most (86%) say they and/or their spouses are the primary decision-makers regarding land usage.

### *Harvesting*

The majority of Supplemental Income owners have ever harvested or removed trees from any of their woodland (70%), putting them among the segments most likely to have done so. Among those who have, half (48%) have done so in the past five years. They are most likely to have removed sawlogs. The top reason for removing trees — because “they were mature” (57%). One in five (19%) have ever removed non-timber forest products from their woodland.



### *Future plans*

Like owners in other segments, Supplemental Income owners do not have big plans for their land over the next five years — “minimum activity to maintain woodland” (37%) and “no plans at this time” (27%) are the most commonly cited plans. They are, however, the most likely to say they plan to harvest sawlogs or pulpwood (22% compared to 12% of the total).

### *Concerns regarding restrictions on woodland use*

Supplemental Income owners share many of the concerns of other owners, often more so:

- Keeping land intact for my children/heirs (66% and 56% of all 10-999 acre owners)
- High property taxes (61% and 54%, respectively)
- Trespassing or poaching (54% versus 50%)
- Misuse of woodland, such as vandalism or dumping (53% versus 48%)
- Regulations that restrict harvests (43% versus 29%)

### *Concerns regarding woodland health*

In general, Supplemental Income owners are among the most likely to say they are concerned about a variety of woodland health-related issues, likely because they consider their land to be a significant investment and revenue generator:

- Insects or plant diseases (68% versus 55% of all 10-999 acre owners)
- Fire (61% versus 53%, respectively)
- Air and water pollution (43% and 43%)
- Wind and ice storms (48% versus 39%)

### *Steps taken to manage lands*

Across segments, the incidence of those with green certification (2%), conservation easements (11%), cost-share programs (9%), and even written management/stewardship plans (8%) is quite low.

Supplemental Income owners, however, are more likely than most other owners — though still unlikely — to have a cost-share program in place (17%) and a written management/stewardship plan (13%).



*Sources of information and outreach*

Only about one in four 10-999 acre owners have received advice or information about their forest in the past 5 years, but Supplemental Income owners are among the most likely (34%).

Though there seems to be no prevalent source of forest management information for family forest owners, state foresters (14%) and private consultants such as a forester or wildlife biologist (13%) reach more Supplemental Income owners, however few, than any other sources.

Like other owners, Supplemental Income owners are most likely to say literature — publications, books, or pamphlets (42%) and newsletters, magazines, or newspapers (38%) — and personally talking with a forester or other appropriate professional (47%) or other owners (32%) would be useful.

*Implications for messaging*

Besides going through trade media and associations, messaging efforts to reach Supplemental Income owners should make use of media and other outreach avenues that effectively reach older (many retired), rural, white males.

If the goal is to encourage better, more sustainable land management, the message should be that both investment/commercial interests and the maintenance of privacy, beauty, and natural diversity are best accomplished through knowledgeable land stewardship (including certification, easements, cost-share programs, etc.). It also helps keep the land intact and in good health for legacy giving, a prime concern of this segment. Messaging should also stress that good management will reduce the risk of insect/plant diseases and fire.

Few say they have met with state foresters or other people who can help them, indicating that outreach efforts should be increased. This coupled with publications distributed by professionals and available in local establishments – pamphlets, books, newsletters – should form the beginnings of an outreach campaign.



## Ready to Sell? Owners

### *Summary*

Ready to Sell? Owners show the least amount of engagement with their land. They are less likely than other groups to offer important reasons for owning their land, to have future plans for it, or to have concerns about its health or restrictions on its use. Moreover, they show little interest in learning how to better manage their land. They are the least likely segment to live within a mile of their land (though most do). Demographically, they are the oldest group but are otherwise similar to other 10-999 acre owners — they are white males and generally are not college educated. What most distinguishes this segment from the others is their lack of interest in and plans regarding their land. They are most likely to live in the South Central states (28%), followed by the North Central (22%), Southeast (20%), and Northeast states (19%).

### *Overview*

This segment comprises 23% of 10-999 acre owners; i.e., about 960,000 owners. Together they own 23% of privately held land on 10-999 acre plots, or approximately 47,000,000 acres.

Like the other segments, they are most likely to own small plots (72% own 10-49 acres). About half have owned their land for 25 or more years, which is average. They are least likely to have a residence within a mile of their land — only half say their primary residence (52%) or farm/ranch (46%) is there.

Most purchased their land (71%), but owners in this segment are among the most likely to have inherited at least some of their land (33%). One in four (26%) have given some of their land away.

### *Demography*

In general, the segments are fairly similar demographically. Across segments, the majority are white (93%), male (84%), age 55 or older (68%), and do not have a college degree (70%). Slightly over half are retired (54%). The median income is about \$50,000. Ready to Sell? owners, however, tend to be older than average (78% versus 68% of the total are age 55 or older).



### *Reasons for owning land*

Compared to the other segments, Ready to Sell? owners are unlikely to cite *any* important reason for owning their land, indicating they have less interest in the land than other owners. In fact, no reason is cited by a majority of Ready to Sell? owners. The top reasons are:

- To pass land on to children/heirs (33%)
- For land investment (32%)

This is the only segment in which fewer than half say they have used their land in the past five years for recreational purposes (38%).

About one in twenty (5%) have leased or collected money for use of their woodland by others in the past five years.

Most (90%) say they and/or their spouses are the primary decision-makers regarding land usage.

### *Harvesting*

The majority of Ready to Sell? owners have at some time harvested or removed trees from any of their woodland (61%), but fewer than half (42%) have done so in the past five years. They are most likely to have removed sawlogs.

About one in five (22%) have ever removed non-timber forest products from their woodland.

### *Future plans*

Like owners in other segments, Ready to Sell? owners do not have big plans for their land over the next five years — “minimum activity to maintain woodland” (28%) and “no plans at this time” (35%) are the most commonly cited plans. They are, however, the most likely to say they plan to sell some of their land (9% compared to 6% of the total).



*Concerns regarding restrictions on woodland use*

Ready to Sell? owners share few of the concerns of other owners. In fact, none of the items asked about are of concern to the majority, which is unique among the segments. Most commonly cited concerns include:

- High property taxes (39% and 54%, respectively)
- Keeping land intact for my children/heirs (38% versus 56% of all 10-999 acre owners)
- Misuse of woodland, such as vandalism or dumping (37% versus 48%)

*Concerns regarding woodland health*

Again, Ready to Sell? owners are the least likely to say they are concerned about a variety of woodland health-related issues. Top concerns include:

- Fire (49% versus 53% of all 10-999 acre owners)
- Insects or plant diseases (44% versus 55%, respectively)

*Steps taken to manage lands*

Across segments, the incidence of those with green certification (2%), conservation easements (11%), cost-share programs (9%), and even written management/stewardship plans (8%) is quite low. Ready to Sell? owners are about average in this regard – they do no worse than more engaged and interested segments.

*Sources of information and outreach*

Only about one in four 10-999 acre owners have received advice or information about their forest in the past 5 years, and Ready to Sell? owners are no different (22%).

Though there seems to be no prevalent source of forest management information for family forest owners, state foresters (11%) reach more Ready to Sell? owners, however few, than any other source.

Like other owners, these owners are most likely to say literature — publications, books, or pamphlets (27%) and newsletters, magazines, or newspapers (22%) — and personally talking with a forester or other appropriate professional (30%) would be useful. They are less likely than other segments, however, to find most of the asked about information sources of any use.



*Implications for messaging*

This will be a difficult segment to reach given their lack of proximity and engagement with their land. But besides going through trade media and associations, messaging efforts to reach Ready to Sell? owners should make use of media and other outreach avenues that effectively reach older (many retired), rural, white males.

If the goal is to encourage better, more sustainable land management, the message should be that there are resources to help them better manage their lands without their having to get particularly involved. Getting help makes sense for them if, given their advanced age, they want to maximize the value of their investment to pass on to heirs or to sell.

Few say they have met with state foresters or other people who can help them, indicating that outreach efforts should be increased. This coupled with publications distributed by professionals and available in local establishments – pamphlets, books, newsletters – should form the beginnings of an outreach campaign.



## Working the Land Owners

### *Summary*

Working the Land Owners get the most out of their land. They are somewhat more likely than other segments to own larger plots and are among the most likely to have purchased the land themselves. They are the youngest segment, the most likely to be working, the least educated, and report the lowest incomes on average. This segment is the most likely to own land in the North (54%; 28% in the North Central and 26% in the Northeastern states).

Compared to other segments, they cite a wide variety of reasons for owning their land — commercial, conservation, and recreational. They are the most likely to have harvested trees in the past five years and have definite plans for their land over the next five years. They are not more likely than other owners to have taken concrete steps such as certification or cost-share programs. However, they are also the most worried about a range of potential restrictions on the use of their land.

### *Overview*

This segment comprises 22% of 10-999 acre owners; i.e., about 890,000 owners. Together they own 25% of privately held land on 10-999 acre plots, or approximately 51,000,000 acres.

Like the other segments, most own small plots (65% own 10-49 acres), but they are among the most likely to own larger plots (35% own 50+ acres compared to 28% of the total). Slightly more than half have owned their land for fewer than 25 years (54%). They are the most likely to have a residence within a mile of their land — 80% have a primary residence and 45% have a farm/ranch there.

Most purchased their land (83%), and they are among the most likely to have done so. Relatively few (26%) inherited some or all of their land. About one in five (22%) have given some of their land away.

### *Demography*

In general, the segments are fairly similar demographically. Across segments, the majority are white (93%), male (84%), age 55 or older (68%), and do not have a college degree (70%). Slightly over half are retired (54%). The median income is about \$50,000.

Working the Land owners, however, distinguish themselves in several ways. They are the youngest segment (nearly half — 43% — are younger than 55), the most likely to be working (56%), the least educated (23% compared 30% of the total have a



college degree or more), and report the lowest incomes on average (54% report incomes below \$50,000).

*Reasons for owning land*

Compared to the other segments, Working the Land owners have a wide variety of reasons for owning their land, and a majority cite most items asked about as "important", whether they own land for commercial, recreational, or conservation purposes. This segment appears to be "closest to the land," the segment that uses it the most and appreciates its many uses. A majority say the following are important reasons:

Non-commercial:

- To enjoy beauty or scenery (87%)
- For privacy (86%)
- Part of my home/vacation home (81%)
- To protect nature and biologic diversity (76%)
- To pass land on to their children/heirs (76%)

Recreation:

- For hunting/fishing (72%)
- Other recreation (68%)

Commercial:

- Part of my farm/ranch (59%)
- For land investment (57%)
- For production of firewood/biofuel (energy) (54%)

About one in six (16%) have leased or collected money for use of their woodland by others in the past five years.

Most (92%) say they and/or their spouses are the primary decision-makers regarding land usage.



### *Harvesting*

The majority of Working the Land owners have at some time harvested or removed trees from any of their woodland (71%), and more than half (56%) have done so in the past five years, making them the segment most likely to have recently harvested trees. They are most likely to have removed sawlogs and firewood. One in three (34%) have ever removed non-timber forest products from their woodland; they are the segment most likely to have done so.

### *Future plans*

Unlike owners in other segments, Ready to Sell? owners have definite plans for their land over the next five years. Though "minimum activity to maintain woodland" (49%) is among the most commonly cited plans, they are most likely to say they plan to harvest firewood (52% compared to 27% of the total). Compared to other segments, they are likely to be planning to harvest sawlogs or pulpwood (19% versus 12%, respectively) and collect NTFPs (15% versus 7%). Relatively few say they have "no plans at this time" for their land (18% versus 31%).

### *Concerns regarding restrictions on woodland use*

Working the Land owners share the concerns of other owners, only more so. In fact, they are the most-worried segment on most items asked about. The majority cite the following:

- Keeping land intact for my children/heirs (66% versus 56% of all 10-999 acre owners)
- High property taxes (63% and 54%, respectively)
- Trespassing or poaching (63% versus 50%)
- Misuse of woodland, such as vandalism or dumping (56% versus 48%)

### *Concerns regarding woodland health*

Again, Working the Land owners are the most likely to say they are concerned about a variety of woodland health-related issues. Top concerns include:

- Insects or plant diseases (66% versus 55% of all 10-999 acre owners)
- Fire (55% versus 53%, respectively)
- Air and water pollution (49% versus 43%)
- Wind and ice storms (49% versus 39%)



*Steps taken to manage lands*

Across segments, the incidence of those with green certification (2%), conservation easements (11%), cost-share programs (9%), and even written management/stewardship plans (8%) is quite low.

Working the Land owners are no exception — even a segment this engaged is unlikely to have taken such steps to secure the value and beauty of their investment and surroundings.

*Sources of information and outreach*

Only about one in four 10-999 acre owners have received advice or information about their forest in the past 5 years, and Working the Land owners are no different (29%).

Though there seems to be no prevalent source of forest management information for family forest owners, state foresters (13%) reach more Working the Land owners, however few, than any other source.

Like other owners, these owners are most likely to say literature — publications, books, or pamphlets (50%) and newsletters, magazines, or newspapers (44%) — and personally talking with a forester or other appropriate professional (53%) would be useful. Moreover, they are more likely than other segments to find most of the asked about information sources useful.

*Implications for messaging*

This segment seems likely to be receptive to messaging efforts on a variety of fronts. Besides going through trade media and associations, efforts to reach Working the Land owners should make use of media and other outreach avenues that effectively reach older (many retired), rural, lower income, less educated, white males.

Since the segment is particularly engaged with the land — they live there, appreciate it's beauty, consider it an investment, harvest trees, and use it for recreation — they will likely appreciate the need to more sustainably manage their woodlands. Messaging therefore should focus on the holistic benefits of good land stewardship.

Few say they have met with state foresters or other people who can help them, indicating that outreach efforts should be increased. This coupled with publications distributed by professionals and available in local establishments — pamphlets, books, newsletters — should form the beginnings of an outreach campaign.



## Prime Prospect Segmentation

In addition to the attitudinal segmentation described in the previous section, NWOS respondents were segmented using a multivariate “Prime Prospect” discriminant function analysis.

A Prime Prospect analysis essentially divides respondents into 4 groups that can be profiled by demographic, behavioral, and attitudinal variables available in the dataset. The four groups are:

- Loyals (15% of NWOS respondents): Owners who are currently practicing good land stewardship and show a strong interest in continuing to do so. This segment was identified *a priori* according specific actions and attitudes reported by respondents (defined in detail in the Technical Appendix). They are most likely to own land in the South (48%, particularly South Central, 31%), but a sizable number are in the North as well.
- Prime Prospects (28%): Those not currently practicing good land stewardship but who indicate they would like to and share certain predictive demographic and attitudinal variables with Loyals. They are as likely to be found in the North (48%) as the South (45%).
- Write-offs (13%): Persons not performing the desired behaviors and who have no interest or intention of doing so. This segment was identified *a priori* according specific actions and attitudes reported by respondents (defined in detail in the Technical Appendix). They too are as likely to be found in the North (45%) as the South (46%).
- Potential Defectors (44%): Those currently performing some of the desired behaviors, but who indicate they are losing interest in it or otherwise face obstacles, and share certain predictive demographic and attitudinal variables with Write-offs. Like Prime Prospects and Write-offs, they are as likely to be found in the North (44%) as the South (43%).

The size of each segment is important. We estimate from our analysis that 15% of the population will reliably practice good land stewardship (Loyals) and that 13% will not (Write-offs). When prioritizing communications efforts, relatively little time and resources should be devoted to these segments.



We have also learned that Potential Defectors outnumber Prime Prospects (44% and 28%) and that we might expect to see a decline in good stewardship practices if outreach efforts are not forthcoming and successful.

How to target Prime Prospects and Potential Defectors? As we learned in our attitudinal segmentation, family forest owners have varying reasons for owning their land and different plans for it. Profiling the Prime Prospect segments by the attitudinal segments helps us understand whom to prioritize as our outreach targets and what messaging is appropriate.

	Loyals		Write-offs		Prime Prospects		Potential Defectors	
	Owners	Land	Owners	Land	Owners	Land	Owners	Land
	%	%	%	%	%	%	%	%
Woodland Retreat	25	19	31	22	42	32	48	38
Supplemental Income	25	35	8	11	17	25	11	16
Ready to Sell?	19	15	61	67	3	4	27	32
Working the Land	31	31	--	--	38	39	14	14
Total	100	100	100	100	100	100	100	100

As we can see in the table above, most Prime Prospects fall into the Woodland Retreat (32%) and Working the Land (38%) segments. Potential Defectors are most likely to fall into the Woodland Retreat segment, followed by the Ready to Sell? segment.

	Loyals		Write-offs		Prime Prospects		Potential Defectors	
	Owners	Land	Owners	Land	Owners	Land	Owners	Land
	%	%	%	%	%	%	%	%
Woodland Retreat	4	5	4	2	12	9	21	14
Supplemental Income	4	9	1	1	5	7	5	6
Ready to Sell?	3	4	8	6	1	1	12	12
Working the Land	5	8	0	0	11	11	6	5
Total	15	26	13	9	29	28	44	37

Looked at in a more strategic way, in the above table we see that Woodland Retreat owners are most likely to populate the Prime Prospect (12% of owners, 9% of the land) and Potential Defector (21% and 14%, respectively) segments — 33% of all owners and 23% of the land.



Assuming we would want to target both Prime Prospects and Potential Defectors, we might start with messaging that would appeal to Woodland Retreat owners. That is, if the goal is to encourage better, more sustainable land management, the message should be that maintaining privacy, beauty, and natural diversity is best accomplished through knowledgeable stewardship (including certification, easements, cost-share programs, etc.). It also helps keep the land intact and in good health for legacy giving. Commercial motivators, such as harvesting and investment, could be downplayed but not necessarily absent from any such messaging. The next priority would be to target Working the Land owners (17% of owners, 16% of the land), followed by Ready to Sell? owners (12% and 12%, respectively) and then Supplemental Income owners (5% and 5%).

Of course, well-crafted messaging could be effective across attitudinal segments given that they share many of the same demographic, behavioral, and attitudinal characteristics.



# Tables: Attitudinal Segments




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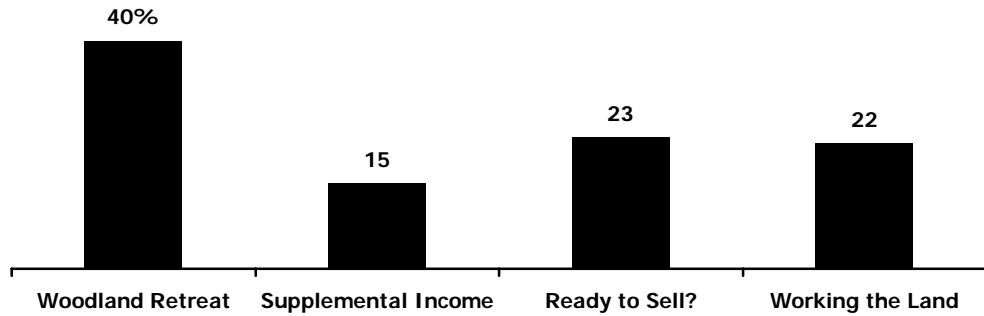


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### Size of the Segments

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*Base: Owners of 10-999 acres of woodland.*




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### Size of Holdings

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*Base: Owners of 10-999 acres of woodland.*

	Total	Attitudinal Segments			Working the Land
		Woodland Retreat	Supplemental Income	Ready to Sell?	
	%	%	%	%	%
10 to 49 acres	72	81	59	72	65
50 to 99	15	12	19	15	21
100 to 499	12	7	20	12	14
500 to 999	1	0	2	1	1

How many acres of woodland do you own in the following regions of [STATE]? (Q1)




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### Region by Attitudinal Segments

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*Base: Owners of 10-999 acres of woodland.*

	Attitudinal Segments				
		Woodland	Supplemental		Working the
	<u>Total</u>	<u>Retreat</u>	<u>Income</u>	<u>Ready to Sell?</u>	<u>Land</u>
	%	%	%	%	%
<b><u>North</u></b>	<b><u>44</u></b>	<b><u>48</u></b>	<b><u>28</u></b>	<b><u>41</u></b>	<b><u>54</u></b>
Northeast	22	24	13	19	26
North Central	22	24	15	22	28
<b><u>South</u></b>	<b><u>45</u></b>	<b><u>38</u></b>	<b><u>66</u></b>	<b><u>49</u></b>	<b><u>36</u></b>
Southeast	18	15	27	20	12
South Central	27	23	39	28	24
<b><u>West</u></b>	<b><u>11</u></b>	<b><u>14</u></b>	<b><u>6</u></b>	<b><u>10</u></b>	<b><u>10</u></b>
Mountain	4	5	1	6	3
Pacific	7	9	5	5	7

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### Attitudinal Segments by Region

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*Base: Owners of 10-999 acres of woodland.*

	<u>North</u>		<u>South</u>		<u>West</u>	
	<u>NE</u>	<u>NC</u>	<u>SE</u>	<u>SC</u>	<u>Mountain</u>	<u>Pacific</u>
Woodland Retreat	40	39	30	30	45	44
Supplemental Income	8	9	19	19	3	9
Ready to Sell?	18	20	23	22	29	14
Working the Land	23	24	13	17	15	18



## Owner Demography

*Base: Owners of 10-999 acres of woodland.*

	Attitudinal Segments				
	<u>Total</u>	Woodland	Supplemental		Working the
		%	<u>Retreat</u>	<u>Income</u>	<u>Ready to Sell?</u>
<b>Sex</b>					
Men	84	82	89	84	89
Women	16	18	11	16	11
<b>Age</b>					
<25	0	0	0	0	0
25-34	1	2	2	0	1
35-44	8	11	7	4	12
45-54	22	26	25	16	30
55-64	27	27	29	28	27
65-74	23	21	24	28	19
75+	18	14	13	22	10
<b>Education</b>					
Less than 12th grade	11	9	12	11	10
High school graduate or GED	29	25	27	30	33
Some college	20	19	18	20	21
Associate or technical degree	10	11	11	6	12
Bachelors degree	17	20	19	17	15
Graduate degree	13	15	13	16	8
<b>Employment</b>					
Not retired	44	51	49	40	56
Retired	54	49	51	60	44

Continues...



**Owner Demography (Cont'd.)**

*Base: Owners of 10-999 acres of woodland.*

	Attitudinal Segments				
	<u>Total</u>	Woodland	Supplemental	Working the	
		<u>Retreat</u>	<u>Income</u>	<u>Ready to Sell?</u>	<u>Land</u>
	%	%	%	%	%
<b>Annual Household Income</b>					
<\$25,000	18	14	11	16	22
\$25,000 - \$49,000	32	30	33	33	32
\$50,000 - \$99,000	34	36	40	32	35
\$100,000 - \$199,999	12	15	12	14	10
\$200,000+	3	5	4	4	1
<b>Race/Ethnicity</b>					
White	93	94	93	93	94
Indian	2	3	2	1	4
Black	1	0	2	1	1
Asian	1	0	0	2	0
Hispanic	1	0	0	1	1
Hawaiian	0	0	0	1	0
Other	1	2	0	0	1
<b>Disabilities</b>					
Limited mobility	19	21	20	16	15
Blind	9	7	5	9	12



### Length of Ownership

Base: Owners of 10-999 acres of woodland.

	Attitudinal Segments				
		Woodland	Supplemental		Working the
	<u>Total</u>	<u>Retreat</u>	<u>Income</u>	<u>Ready to Sell?</u>	<u>Land</u>
	%	%	%	%	%
0-9 years	18	22	20	13	19
10-24 years	36	41	31	36	35
25-49 years	38	32	43	42	39
50+ years	7	5	6	9	8

In what year did you first get woodland in [STATE]? (Q3c)

### Residences Within One Mile of Woodland

Base: Owners of 10-999 acres of woodland.

	Attitudinal Segments				
		Woodland	Supplemental		Working the
	<u>Total</u>	<u>Retreat</u>	<u>Income</u>	<u>Ready to Sell?</u>	<u>Land</u>
	%	%	%	%	%
Primary residence	68	73	63	52	80
Farm/ranch	38	29	45	46	45
Secondary residence	13	17	15	6	15

For the purposes of this survey, a farm or ranch is a place where, in most years, \$1,000 or more is earned from the sale of crops (other than forest products) or animals. Do you own a farm or ranch that is within one (1) mile of any of the woodland that you own in [STATE]? (Q6)

Is your home (primary residence) within one (1) mile of any of the woodland that you own in [STATE]? (Q7a)

Do you have a vacation home or cabin within one (1) mile of any of the woodland that you own in [STATE]? (Q7b)




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### How Received Woodland

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*Base: Owners of 10-999 acres of woodland.*

	Attitudinal Segments				
		Woodland	Supplemental	Working the	
	<u>Total</u> %	<u>Retreat</u> %	<u>Income</u> %	<u>Ready to Sell?</u> %	<u>Land</u> %
Bought the land	78	82	74	71	83
Inherited the land	29	23	38	33	26
Received the land as a gift	4	4	7	6	3

*How did you get your woodland in [STATE]? (Q3a)*

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### From Whom Received Woodland

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*Base: Owners of 10-999 acres of woodland.*

	Attitudinal Segments				
		Woodland	Supplemental	Working the	
	<u>Total</u> %	<u>Retreat</u> %	<u>Income</u> %	<u>Ready to Sell?</u> %	<u>Land</u> %
Other individuals	56	62	51	51	59
My parents, spouse, or other family members	45	36	57	53	44
Land investor/developer	4	6	3	4	4
A forestry company	1	0	3	0	0

*From who did you get your woodland? (Q3b)*



### Key Decision Makers for Woodland Usage

Base: Owners of 10-999 acres of woodland.

	<u>Total</u> %	<u>Attitudinal Segments</u>			<u>Working the</u> <u>Land</u> %
		<u>Woodland</u> <u>Retreat</u> %	<u>Supplemental</u> <u>Income</u> %	<u>Ready to Sell?</u> %	
Me and/or my spouse	91	94	86	90	92
My children, parents, or other relatives	9	8	11	10	10
My land manager or forester	4	1	8	5	4
My business partner	1	1	1	2	2
My logging contractor	1	0	3	1	2
Other	9	7	10	11	8

Who makes most of the decisions, such as whether or not to harvest trees, for your woodland in [STATE]? (Q14)



### Important Reasons for Owning Woodland (Top 3 Box)

*Base: Owners of 10-999 acres of woodland.*

	<u>Total</u> %	<u>Attitudinal Segments</u>			<u>Working the</u> <u>Land</u> %
		<u>Woodland</u> <u>Retreat</u> %	<u>Supplemental</u> <u>Income</u> %	<u>Ready to Sell?</u> %	
To enjoy beauty or scenery	71	90	70	21	87
For privacy	64	81	61	14	86
Part of my home or vacation home	63	74	58	25	81
To pass land on to my children/heirs	62	60	79	33	76
To protect nature and biologic diversity	57	70	54	17	76
Part of my farm or ranch	43	36	49	26	59
For land investment	43	26	76	32	57
For hunting or fishing	39	32	48	11	72
For recreation other than hunting/fishing	36	42	20	3	68
For production of sawlogs, pulpwood or other timber products	20	0	49	19	33
For production of firewood/biofuel (energy)	18	6	8	9	54
For cultivation/collection of NTFP	10	3	6	5	30

*People own woodland for many reasons. How important are the following as reasons for why you own woodland in [STATE]? (Q9)*

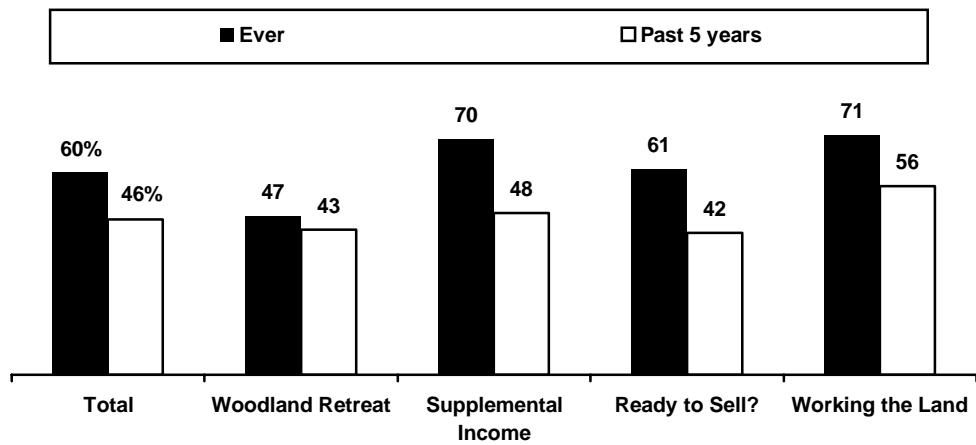


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### Proportion Who Have Harvested or Removed Trees From Woodland

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*Bases: Owners of 10-999 acres of woodland (ever); Owners who have ever harvested (past 5 years).*



*Have trees ever been harvested or removed from any of the woodland that you own in [STATE] since you have owned it? (Q15)*

*During the most recent harvest, did a professional forester help plan, mark, or contract the harvest? (Q15c)*

*Have trees been harvested or removed in the last 5 years? (Q15d)*



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### Types of Products Harvested

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*Base: Owners of 10-999 acres of woodland.*

	<u>Total</u> %	<u>Attitudinal Segments</u>			<u>Working the</u> <u>Land</u> %
		<u>Woodland</u> <u>Retreat</u> %	<u>Supplemental</u> <u>Income</u> %	<u>Ready to Sell?</u> %	
Sawlogs	58	43	70	62	63
Firewood	44	46	27	36	63
Pulpwood	28	19	46	28	28
Veneer logs	14	8	18	15	19
Other	16	17	13	18	12

*What types of products were harvested? (Q15a)*



### Why Trees Were Removed/Harvested

*Base: Owners of 10-999 acres of woodland.*

	Attitudinal Segments				
		Woodland	Supplemental		Working the
	<u>Total</u> %	<u>Retreat</u> %	<u>Income</u> %	<u>Ready to Sell?</u> %	<u>Land</u> %
Trees were mature	40	27	57	42	44
To remove trees damaged by a natural catastrophe	36	37	38	26	49
To improve quality of remaining trees	30	33	25	24	41
Needed wood for own use	28	29	14	22	43
Needed the money	19	13	23	18	23
To achieve objectives in my management plan	17	13	24	17	22
Price was right	11	7	22	14	9
To clear land for conversion to another use	10	10	5	14	11
To improve hunting opportunities	5	5	5	1	11
To improve scenic and recreational opportunities	5	9	1	2	7
Other	30	31	25	31	26

*Why were trees harvested or removed? (Q15b)*

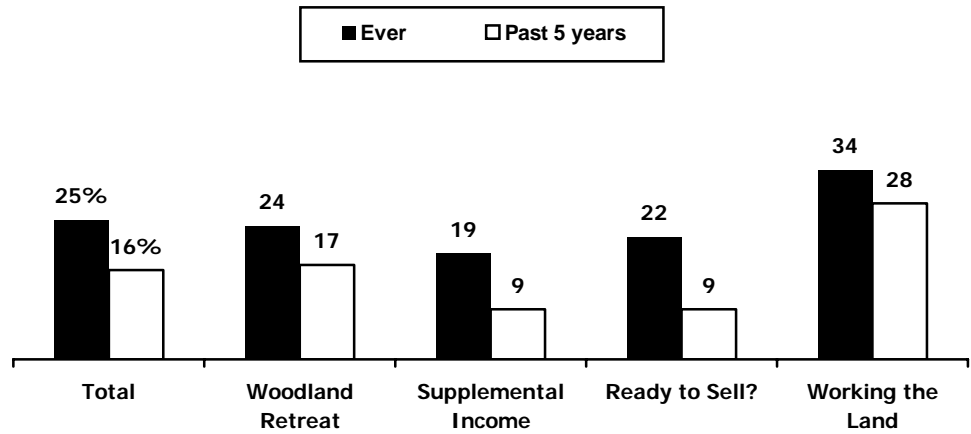


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### Proportion Who Have Collected NTFPs From Woodland

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Base: Owners of 10-999 acres of woodland.



*Non-timber forest products are products other than logs, pulpwood, firewood, posts, or poles that are collected from woodland. Non-timber forest products include edibles... medicinal and dietary supplements... decorative, floral, or craft products... items of cultural or religious importance... Have non-timber forest products been collected from any of the woodland that you own in [STATE] since you have owned it? (Q16)*

*Have any of these products been collected in the last 5 years? (Q16c)*



**Additional Activities on Woodland**

*Base: Owners of 10-999 acres of woodland.*

	<u>Total</u>	<u>Attitudinal Segments</u>			<u>Working the</u>
		<u>Woodland</u>	<u>Supplemental</u>	<u>Ready to Sell?</u>	
	<u>%</u>	<u>Retreat</u>	<u>Income</u>	<u>Land</u>	<u>%</u>
		<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Recreation or hunting by me, my family, or friends	54	61	58	38	74
Posted land to restrict public access	40	44	40	33	49
Built or performed maintenance on roads or rails	26	29	29	14	36
Planted trees	22	24	22	13	32
Reduced fire hazard	16	18	19	10	22
Wildlife habitat/fisheries improvement projects	13	13	14	7	26
Recreation or hunting by the general public with my permission	11	10	9	14	16
Applied herbicides, pesticides, or fertilizers	10	11	11	7	14
Prepared land for new trees - "site prep"	8	6	13	8	11

*In the last 5 years, have any of the following activities occurred on any of the woodland that you own in [STATE]? (Q18)*



**Plans for Woodland Over the Next 5 Years**

*Base: Owners of 10-999 acres of woodland.*

	<u>Total</u>	<u>Attitudinal Segments</u>			<u>Working the</u>
		<u>Woodland</u>	<u>Supplemental</u>	<u>Ready to Sell?</u>	
	<u>%</u>	<u>Retreat</u>	<u>Income</u>	<u>Ready to Sell?</u>	<u>Land</u>
		<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Minimum activity to maintain woodland	37	43	37	28	49
No plans at this time	31	36	27	35	18
Harvest firewood	27	25	16	20	52
Leave as is - no activity	16	15	19	19	10
Give some or all of my woodland to my children/heirs	13	13	17	8	15
Harvest sawlogs or pulpwood	12	4	22	14	19
Buy more woodland	7	8	9	3	11
Collect non-timber forest products	7	7	6	3	15
Sell some or all of my woodland	6	5	8	9	2
Convert some or all of my woodland to another use	3	4	3	3	4
Convert another land use to woodland	2	2	3	1	3
Divide all or part of my woodland and sell the subdivisions	2	1	1	3	1
Other	4	3	5	4	4

*What are your plans for your woodland in [STATE] in the next five years? (Q23)*



**Concerns Regarding Restrictions on Woodland Use (Top 3 Box)**

*Base: Owners of 10-999 acres of woodland.*

	<u>Total</u>	<u>Attitudinal Segments</u>			
		<u>Woodland</u>	<u>Supplemental</u>	<u>Ready to Sell?</u>	<u>Working the</u>
	<u>%</u>	<u>Retreat</u>	<u>Income</u>	<u>%</u>	<u>Land</u>
		<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Keeping land intact for my children/heirs	56	56	66	38	66
High property taxes	54	53	61	39	63
Trespassing or poaching	50	53	54	31	63
Misuse of woodland, such as vandalism or dumping	48	50	53	37	56
Development of nearby lands	38	45	33	24	46
Damage or noise from motorized vehicles	31	39	23	14	38
Lawsuits	29	27	31	22	40
People stealing my trees	29	26	36	24	36
Regulations that restrict harvests	29	20	43	24	39
Dealing with endangered species	25	26	27	14	30

*Sometimes people are not able to use their woodland as they want. Below are some issues affecting some people's ability to use and enjoy their woodland. Please indicate your level of concern... (Q21)*



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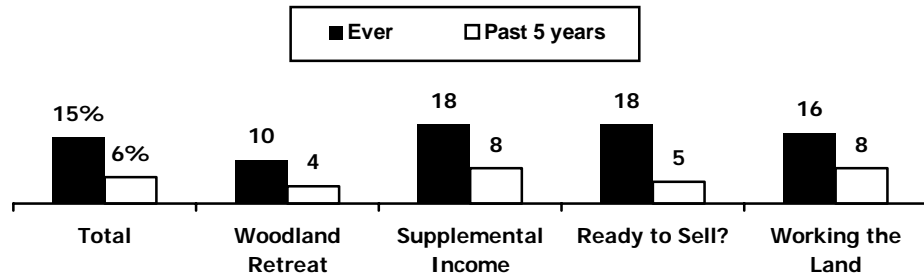
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### Leasing and Collecting Money for Use of Woodland by Others

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Base: Owners of 10-999 acres of woodland.



Have you ever leased or collected money (other than from logging) for allowing people to use the woodland that you own in [STATE]? (Q10)

Have you leased or collected money for allowing people to use the woodland that you own in [STATE] in the last 5 years? (Q10)



## Steps Taken to Manage and Conserve Woodland

*Base: Owners of 10-999 acres of woodland.*

	Total	Attitudinal Segments			
		Woodland Retreat	Supplemental Income	Ready to Sell?	Working the Land
<b>Green Certification</b>					
Have heard of it	17	14	22	18	18
Some lands are certified	2	2	4	1	2
No lands are certified	98	98	96	99	98
Planning to do it	0	0	1	0	1
<b>Conservation Easement</b>					
Have one	11	10	13	11	11
Do not	89	90	87	89	89
Planning to get one	1	1	1	1	1
<b>Cost-Share Program</b>					
Ever had one	9	5	17	9	11
Never had one	91	95	83	94	89
<b>Written Management/Stewardship Plan</b>					
Have one	8	5	13	8	11
Do not	92	95	87	92	89

*Is there a conservation easement on any of the woodland that you own in [STATE]? (Q11)*

*... Is any or your woodland in [STATE] currently Green Certified (Q12)*

*Have you ever used a state or federal sponsored cost-share program to help you manage your woodland in [STATE]? (Q13)*

*Do you have a written management or stewardship plan for any of the woodland that you own in [STATE]? (Q17)*



### Top Concerns Regarding Woodland Health (Top 3 Box)

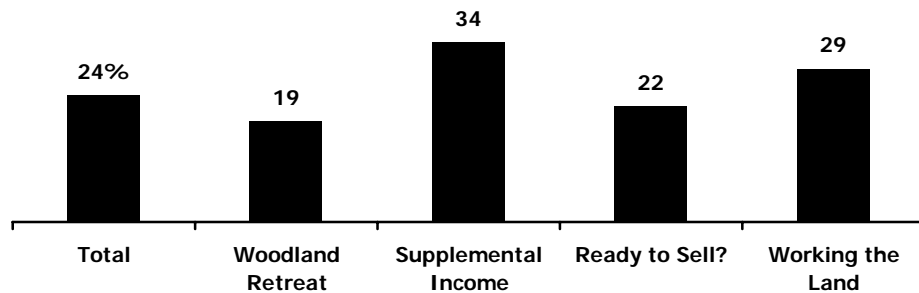
Base: Owners of 10-999 acres of woodland.

	Total %	Attitudinal Segments			
		Woodland Retreat %	Supplemental Income %	Ready to Sell? %	Working the Land %
Insects or plant diseases	55	50	68	44	66
Fire	53	51	61	49	55
Air and water pollution	43	49	43	24	49
Wind and ice storms	39	34	48	30	49
Undesirable plants	33	35	35	21	41
Lack of new trees	25	23	26	17	33
Wild animals, such as deer	18	13	19	14	23
Domestic animals, such as cattle	10	9	11	7	15

There are many things that can affect the health of woodlands. Below are issues that are affecting the health of some woodland. Please indicate your level of concern... (Q22)

### Proportion Who Have Received Advice or Information About Woodlands in Past 5 Years

Base: Owners of 10-999 acres of woodland.



In the last 5 years, have you received advice or information about the woodland that you own in [STATE]? (Q19)



**Sources of Advice/Information Regarding Woodlands in Past 5 Years**

*Base: Have sought advice/information in past 5 years.*

	<u>Total</u> %	<u>Attitudinal Segments</u>			
		<u>Woodland</u> <u>Retreat</u> %	<u>Supplemental</u> <u>Income</u> %	<u>Ready to Sell?</u> %	<u>Working the</u> <u>Land</u> %
Forest Management Division forester	10	9	14	11	13
Private consultant, such as a forester or wildlife biologist	7	4	13	7	9
Natural Resource Conservation Service, Soil and Water Conservation District, or Farm Service Agency employee	4	4	6	3	7
Logging contractor	4	2	6	4	6
Other forest landowner, neighbor, or friend	4	4	7	3	5
Extension forester or other university employee	4	3	4	3	6
Forester from a company that produces forest products	2	1	5	2	3
Other state employee	1	1	1	1	1
Employee of a non-profit group	0	1	0	0	0
Don't remembers	1	0	1	0	0
Other	1	0	1	1	1

*Who did you get the advice or information from? (Q19)*



**“Useful” Information Sources for Woodland Management (Top 3 Box)**

*Base: Owners of 10-999 acres of woodland.*

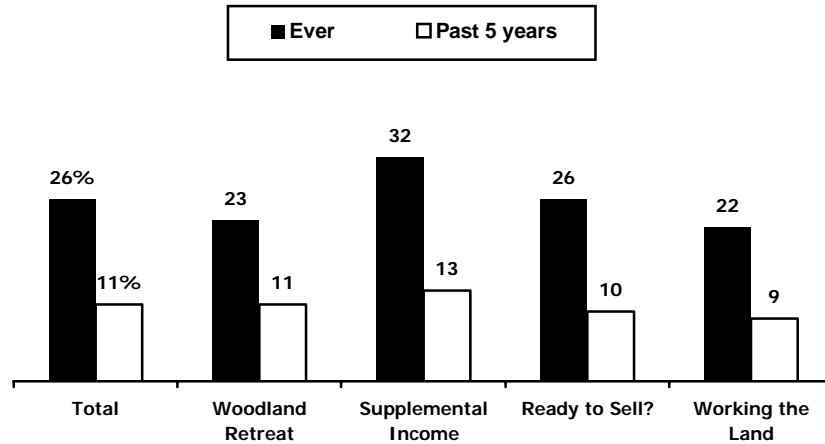
	<u>Total</u>	<u>Attitudinal Segments</u>			<u>Working the</u>
		<u>Woodland</u>	<u>Supplemental</u>	<u>Ready to Sell?</u>	
	<u>%</u>	<u>Retreat</u>	<u>Income</u>	<u>%</u>	<u>Land</u>
		<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Publications, books, or pamphlets	43	48	42	27	50
Talking with a forester or other natural resource professional	42	40	47	30	53
Newsletter, magazines, or newspapers	37	39	38	22	44
Video tapes for home viewing	25	27	26	14	32
Talking with other woodland owners	24	20	32	13	36
Internet/Web	23	28	18	15	22
Television or radio programs	21	23	20	12	25
Visiting other woodlands or field trips	18	16	20	9	30
Conferences, workshops, or video conferences	13	12	17	7	17
Talking with a logging contractor	12	6	17	9	20
Membership in a land owner organization	9	7	12	8	13

*There are many different ways to learn about managing woodlands – what to do and how to do it. How useful would the following ways of learning about managing your woodlands be for you? (Q20)*



### Proportion Who Have Sold or Given Away Woodland

Base: Owners of 10-999 acres of woodland.



How many times have you sold or given away woodland in [STATE]? (Q4a)  
 Have you sold or given away woodland in [STATE] in the last 5 years? (Q4c)

### Recipients of Sold or Donated Woodland

Base: Owners of 10-999 acres of woodland.

	Total	Attitudinal Segments			
		Woodland Retreat	Supplemental Income	Ready to Sell?	Working the Land
	%	%	%	%	%
Other individual(s)	12	13	15	12	11
My children or other family members	8	7	10	7	8
A forestry company	2	0	4	1	2
Land investor/developer	1	1	1	2	1

Who got the woodland you sold or gave away? (Q4b)



**Top Personal Interests/Activities Among Family Forest Owners**

*Base: Owners of 10-999 acres of woodland.*

	<u>Total</u>	<u>Attitudinal Segments</u>			<u>Land</u>
		<u>Woodland</u>	<u>Supplemental</u>	<u>Working the</u>	
	<u>%</u>	<u>Retreat</u>	<u>Income</u>	<u>Ready to Sell?</u>	<u>%</u>
		<u>%</u>	<u>%</u>	<u>%</u>	
Reading (general)	62	61	57	65	66
Home improvement	59	58	55	61	66
Cooking/food	56	55	52	56	58
Reading magazines	55	55	51	59	59
Gardening	53	52	49	54	59
Home furnishings/decorating	50	49	47	53	52
Electronics/computers	48	49	48	51	51
Cooking/gourmet	48	46	46	51	50
Crafts	46	48	42	50	49
Travel	45	47	44	44	48
Health/medical	44	41	43	44	45
Stereo/video	41	42	45	38	45
Outdoors	39	39	43	37	44
Consumer electronics	39	41	42	34	45
Fashion	39	36	37	42	39
Natural foods	38	35	37	40	39

*Source: Acxiom LifeTraits segmentation*



**Most Common Personix Segments Among the Family Forest Owner Population**

*Base: Owners of 10-999 acres of woodland.*

	<u>Total</u>	<u>Attitudinal Segments</u>			
		<u>Woodland</u>	<u>Supplemental</u>	<u>Ready to Sell?</u>	<u>Working the</u>
	<u>%</u>	<u>Retreat</u>	<u>Income</u>	<u>Ready to Sell?</u>	<u>Land</u>
		<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
The Greatest Generation	12	11	8	13	11
Country Comfort	5	6	5	4	8
Farmland Families	5	6	5	4	8
Country Ways	5	6	7	4	5
The Great Outdoors	5	7	4	3	5
Raisin' Grandkids	5	4	6	7	3
Rural Antiques	5	4	4	6	4
Platinum Oldies	4	5	7	3	5
Still Trucking	4	3	3	5	3
Rural Parents	3	2	4	4	5
Sitting Pretty	3	3	4	1	3
Leveraged Lifestyles	3	2	6	3	2
Established Elites	3	3	2	1	4
Full Steaming	3	2	4	2	2

*Source: Acxiom Personix segmentation*



# Tables: Prime Prospect Segments




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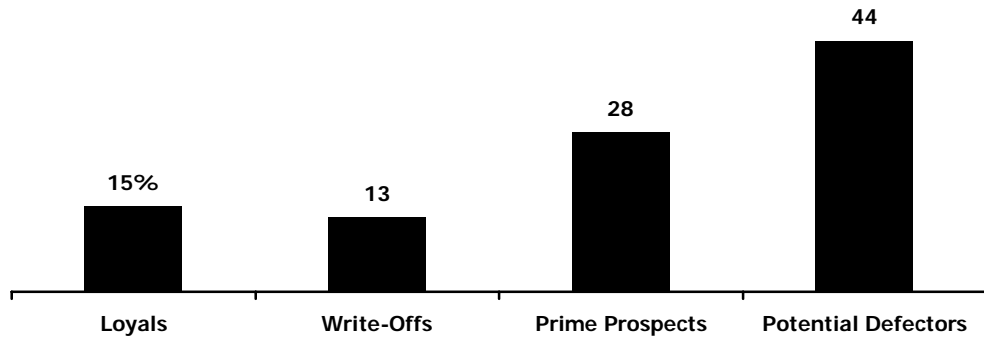


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### Size of the Segments

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*Base: Owners of 10-999 acres of woodland.*




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### Size of Holdings

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*Base: Owners of 10-999 acres of woodland.*

	<u>Total</u>	<u>Prime Prospect Segments</u>			
		<u>Loyals</u>	<u>Write-Offs</u>	<u>Prime Prospects</u>	<u>Potential Defectors</u>
	%	%	%	%	%
10 to 49 acres	72	51	83	70	77
50 to 99	15	23	11	18	14
100 to 499	12	24	6	12	9
500 to 999	1	3	0	0	0

*How many acres of woodland do you own in the following regions of [STATE]? (Q1)*



**Region by Prime Prospect Segments**

*Base: Owners of 10-999 acres of woodland.*

	Prime Prospect Segments				
	<u>Total</u>	<u>Loyals</u>	<u>Write-Offs</u>	<u>Prime Prospects</u>	<u>Potential Defectors</u>
	%	%	%	%	%
<u>North</u>	44	39	45	48	44
Northeast	22	22	23	21	22
North Central	22	17	22	27	23
<u>South</u>	45	48	46	45	43
Southeast	18	17	26	19	15
South Central	27	31	21	26	27
<u>West</u>	11	13	9	7	13
Mountain	4	2	7	5	4
Pacific	7	11	2	3	9

**Prime Prospect Segments by Region**

*Base: Owners of 10-999 acres of woodland.*

	<u>North</u>		<u>South</u>		<u>West</u>	
	<u>NE</u>	<u>NC</u>	<u>SE</u>	<u>SC</u>	<u>Mountain</u>	<u>Pacific</u>
Loyals	14	10	12	15	7	21
Write-Offs	13	12	16	9	19	3
Prime Prospects	25	31	26	25	29	10
Potential Defectors	39	40	33	40	37	53



## Owner Demography

*Base: Owners of 10-999 acres of woodland.*

	Prime Prospect Segments				
	<u>Total</u>	<u>Loyals</u>	<u>Write-Offs</u>	<u>Prime Prospects</u>	<u>Potential Defectors</u>
	%	%	%	%	%
<b>Sex</b>					
Men	84	86	83	85	85
Women	16	14	17	15	15
<b>Age</b>					
<25	0	0	0	0	0
25-34	1	1	1	2	1
35-44	8	9	6	13	7
45-54	22	27	24	27	22
55-64	27	31	26	29	27
65-74	23	20	25	21	24
75+	18	13	19	9	18
<b>Education</b>					
Less than 12th grade	11	5	14	10	11
High school graduate or GED	29	15	28	35	29
Some college	20	19	19	18	21
Associate or technical degree	10	10	8	13	9
Bachelors degree	17	27	16	16	17
Graduate degree	13	23	16	9	13
<b>Employment</b>					
Not retired	44	52	46	54	46
Retired	54	48	54	46	54

Continues...



**Owner Demography (Cont'd.)**

*Base: Owners of 10-999 acres of woodland.*

	Prime Prospect Segments				
	<u>Total</u>	<u>Loyals</u>	<u>Write-Offs</u>	<u>Prime Prospects</u>	<u>Potential Defectors</u>
	%	%	%	%	%
<b>Annual Household Income</b>					
<\$25,000	18	13	18	15	17
\$25,000 - \$49,000	32	26	28	39	31
\$50,000 - \$99,000	34	39	36	33	36
\$100,000 - \$199,999	12	16	14	10	13
\$200,000+	3	6	3	3	4
<b>Race/Ethnicity</b>					
White	93	96	92	93	94
Indian	2	2	1	5	2
Black	1	1	1	1	1
Asian	1	0	5	0	0
Hispanic	1	1	1	1	0
Hawaiian	0	0	1	0	0
Other	1	1	0	1	1
<b>Disabilities</b>					
Limited mobility	19	11	20	18	21
Blind	9	7	8	8	10



### Length of Ownership

Base: Owners of 10-999 acres of woodland.

	Prime Prospect Segments				
	<u>Total</u>	<u>Loyals</u>	<u>Write-Offs</u>	Prime	Potential
				<u>Prospects</u>	<u>Defectors</u>
	%	%	%	%	%
0-9 years	18	18	13	24	18
10-24 years	36	39	39	34	36
25-49 years	38	38	42	37	37
50+ years	7	5	5	5	9

In what year did you first get woodland in [STATE]? (Q3c)

### Residences Within One Mile of Woodland

Base: Owners of 10-999 acres of woodland.

	Prime Prospect Segments				
	<u>Total</u>	<u>Loyals</u>	<u>Write-Offs</u>	Prime	Potential
				<u>Prospects</u>	<u>Defectors</u>
	%	%	%	%	%
Primary residence	68	63	60	70	71
Farm/ranch	38	39	36	36	41
Secondary residence	13	18	8	17	12

For the purposes of this survey, a farm or ranch is a place where, in most years, \$1,000 or more is earned from the sale of crops (other than forest products) or animals. Do you own a farm or ranch that is within one (1) mile of any of the woodland that you own in [STATE]? (Q6)

Is your home (primary residence) within one (1) mile of any of the woodland that you own in [STATE]? (Q7a)

Do you have a vacation home or cabin within one (1) mile of any of the woodland that you own in [STATE]? (Q7b)



### How Received Woodland

Base: Owners of 10-999 acres of woodland.

	Prime Prospect Segments				
	<u>Total</u>	<u>Loyals</u>	<u>Write-Offs</u>	Prime	Potential
				<u>Prospects</u>	<u>Defectors</u>
%	%	%	%	%	
Bought the land	78	78	75	83	77
Inherited the land	29	33	23	26	29
Received the land as a gift	4	5	8	2	4

How did you get your woodland in [STATE]? (Q3a)

### From Whom Received Woodland

Base: Owners of 10-999 acres of woodland.

	Prime Prospect Segments				
	<u>Total</u>	<u>Loyals</u>	<u>Write-Offs</u>	Prime	Potential
				<u>Prospects</u>	<u>Defectors</u>
%	%	%	%	%	
Other individuals	56	57	51	62	56
My parents, spouse, or other family members	45	48	47	40	45
Land investor/developer	4	6	7	5	4
A forestry company	1	1	0	1	1

From who did you get your woodland? (Q3b)



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### Key Decision Makers for Woodland Usage

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*Base: Owners of 10-999 acres of woodland.*

	Prime Prospect Segments				
	<u>Total</u>	<u>Loyals</u>	<u>Write-Offs</u>	Prime	Potential
				<u>Prospects</u>	<u>Defectors</u>
%	%	%	%	%	
Me and/or my spouse	91	85	92	93	92
My children, parents, or other relatives	9	10	9	9	10
My land manager or forester	4	16	0	2	1
My business partner	1	3	1	2	1
My logging contractor	1	2	1	1	1
Other	9	19	2	6	9

*Who makes most of the decisions, such as whether or not to harvest trees, for your woodland in [STATE]? (Q14)*



**Important Reasons for Owning Woodland (Top 3 Box)**

*Base: Owners of 10-999 acres of woodland.*

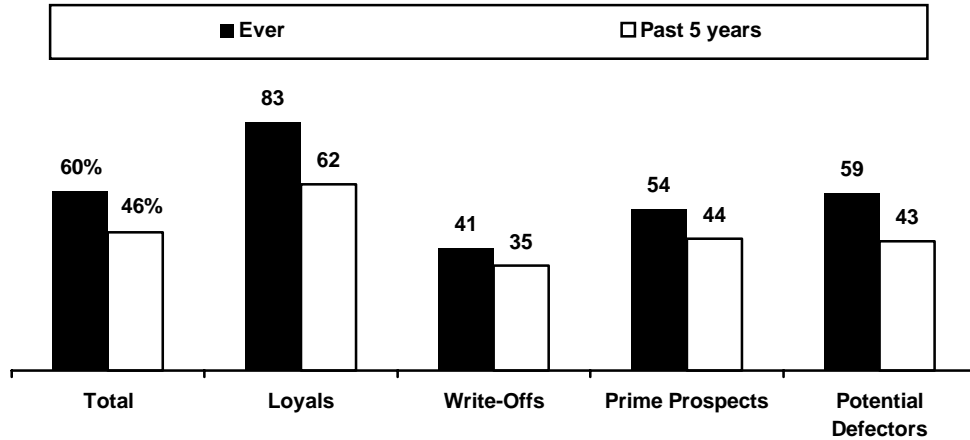
	<u>Total</u>	<u>Prime Prospect Segments</u>			
		<u>Loyals</u>	<u>Write-Offs</u>	<u>Prime Prospects</u>	<u>Potential Defectors</u>
	%	%	%	%	%
To enjoy beauty or scenery	71	76	35	90	66
For privacy	64	62	42	80	60
Part of my home or vacation home	63	56	45	70	62
To pass land on to my children/heirs	62	65	39	74	57
To protect nature and biologic diversity	57	66	0	94	46
Part of my farm or ranch	43	39	28	49	42
For land investment	43	46	34	53	36
For hunting or fishing	39	48	0	72	24
For recreation other than hunting/fishing	36	46	0	71	19
For production of sawlogs, pulpwood or other timber products	20	44	0	30	8
For production of firewood/biofuel (energy)	18	23	0	22	18
For cultivation/collection of NTFP	10	11	0	16	9

*People own woodland for many reasons. How important are the following as reasons for why you own woodland in [STATE]? (Q9)*



### Proportion Who Have Harvested or Removed Trees From Woodland

Bases: Owners of 10-999 acres of woodland (ever); Owners who have ever harvested (past 5 years).



Have trees ever been harvested or removed from any of the woodland that you own in [STATE] since you have owned it? (Q15)

During the most recent harvest, did a professional forester help plan, mark, or contract the harvest? (Q15c)

Have trees been harvested or removed in the last 5 years? (Q15d)

### Types of Products Harvested

Base: Owners of 10-999 acres of woodland.

	Total %	Prime Prospect Segments			
		Loyals %	Write-Offs %	Prime Prospects %	Potential Defectors %
Sawlogs	58	68	47	56	56
Firewood	44	43	44	43	47
Pulpwood	28	43	25	27	24
Veneer logs	14	21	14	15	10
Other	16	23	6	13	16

What types of products were harvested? (Q15a)



### Why Trees Were Removed/Harvested

Base: Owners of 10-999 acres of woodland.

	<u>Total</u>	<u>Prime Prospect Segments</u>			
		<u>Loyals</u>	<u>Write-Offs</u>	<u>Prime Prospects</u>	<u>Potential Defectors</u>
	%	%	%	%	%
Trees were mature	40	53	29	39	36
To remove trees damaged by a natural catastrophe	36	53	28	39	31
To improve quality of remaining trees	30	33	22	36	30
Needed wood for own use	28	21	26	28	32
Needed the money	19	22	20	18	17
To achieve objectives in my management plan	17	43	7	14	10
Price was right	11	13	7	11	12
To clear land for conversion to another use	10	9	20	8	10
To improve hunting opportunities	5	10	1	9	3
To improve scenic and recreational opportunities	5	7	6	6	5
Other	30	39	17	25	29

Why were trees harvested or removed? (Q15b)

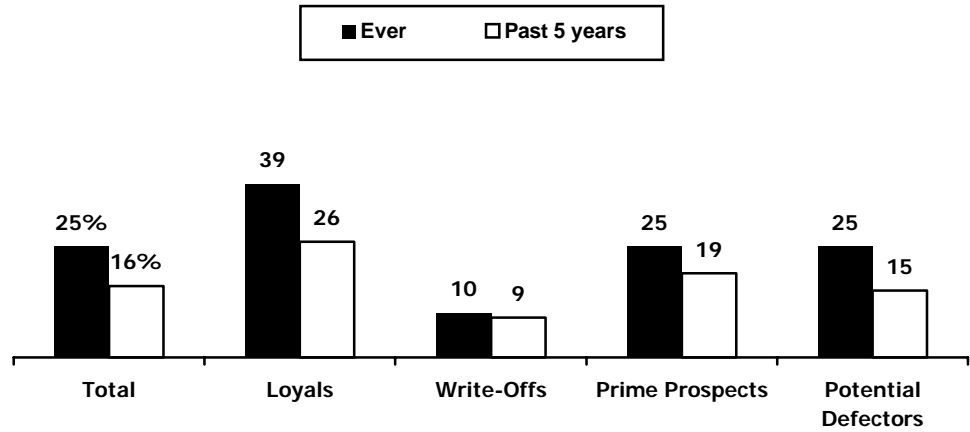


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### Proportion Who Have Collected NTFPs From Woodland

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Base: Owners of 10-999 acres of woodland.



*Non-timber forest products are products other than logs, pulpwood, firewood, posts, or poles that are collected from woodland. Non-timber forest products include edibles... medicinal and dietary supplements... decorative, floral, or craft products... items of cultural or religious importance... Have non-timber forest products been collected from any of the woodland that you own in [STATE] since you have owned it? (Q16)*

*Have any of these products been collected in the last 5 years? (Q16c)*



**Additional Activities on Woodland**

*Base: Owners of 10-999 acres of woodland.*

	<u>Total</u> %	<u>Prime Prospect Segments</u>			
		<u>Loyals</u> %	<u>Write-Offs</u> %	<u>Prime Prospects</u> %	<u>Potential Defectors</u> %
Recreation or hunting by me, my family, or friends	54	63	39	67	52
Posted land to restrict public access	40	51	26	46	42
Built or performed maintenance on roads or rails	26	45	12	31	22
Planted trees	22	42	13	23	19
Reduced fire hazard	16	27	8	19	16
Wildlife habitat/fisheries improvement projects	13	31	2	19	10
Recreation or hunting by the general public with my permission	11	15	9	12	10
Applied herbicides, pesticides, or fertilizers	10	20	5	11	8
Prepared land for new trees - "site prep"	8	25	1	6	7

*In the last 5 years, have any of the following activities occurred on any of the woodland that you own in [STATE]? (Q18)*



**Plans for Woodland Over the Next 5 Years**

*Base: Owners of 10-999 acres of woodland.*

	<u>Total</u>	<u>Prime Prospect Segments</u>			
		<u>Loyals</u>	<u>Write-Offs</u>	<u>Prime Prospects</u>	<u>Potential Defectors</u>
	%	%	%	%	%
Minimum activity to maintain woodland	37	51	27	44	38
No plans at this time	31	17	40	30	33
Harvest firewood	27	36	15	31	28
Leave as is - no activity	16	7	24	16	15
Give some or all of my woodland to my children/heirs	13	12	9	15	12
Harvest sawlogs or pulpwood	12	26	7	12	9
Buy more woodland	7	14	2	10	6
Collect non-timber forest products	7	11	3	9	7
Sell some or all of my woodland	6	7	7	4	6
Convert some or all of my woodland to another use	3	3	5	2	4
Convert another land use to woodland	2	5	0	3	1
Divide all or part of my woodland and sell the subdivisions	2	2	3	1	2
Other	4	6	3	3	4

*What are your plans for your woodland in [STATE] in the next five years? (Q23)*



**Concerns Regarding Restrictions on Woodland Use (Top 3 Box)**

*Base: Owners of 10-999 acres of woodland.*

	Prime Prospect Segments				
	<u>Total</u>	<u>Loyals</u>	<u>Write-Offs</u>	Prime	Potential
				<u>Prospects</u>	<u>Defectors</u>
	%	%	%	%	%
Keeping land intact for my children/heirs	56	59	42	65	53
High property taxes	54	54	46	60	50
Trespassing or poaching	50	58	32	66	44
Misuse of woodland, such as vandalism or dumping	48	57	35	61	43
Development of nearby lands	38	47	21	45	37
Damage or noise from motorized vehicles	31	32	17	41	27
Lawsuits	29	28	21	36	27
People stealing my trees	29	29	25	36	25
Regulations that restrict harvests	29	32	15	34	28
Dealing with endangered species	25	27	11	32	23

*Sometimes people are not able to use their woodland as they want. Below are some issues affecting some people's ability to use and enjoy their woodland. Please indicate your level of concern... (Q21)*



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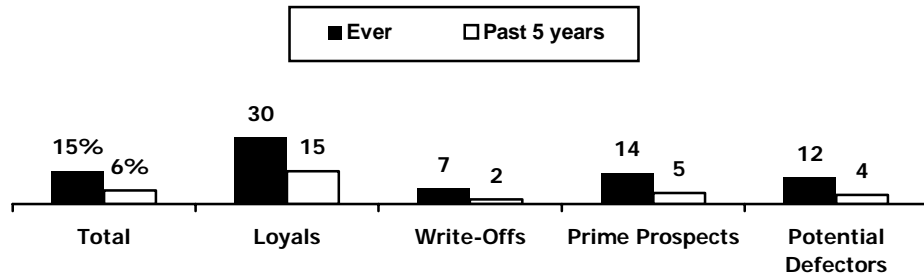
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### Leasing and Collecting Money for Use of Woodland by Others

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Base: Owners of 10-999 acres of woodland.



Have you ever leased or collected money (other than from logging) for allowing people to use the woodland that you own in [STATE]? (Q10)

Have you leased or collected money for allowing people to use the woodland that you own in [STATE] in the last 5 years? (Q10)



### Steps Taken to Manage and Conserve Woodland

Base: Owners of 10-999 acres of woodland.

	Total	Prime Prospect Segments			
		Loyals	Write-Offs	Prime Prospects	Potential Defectors
<b>Green Certification</b>					
Have heard of it	17	34	12	14	14
Some lands are certified	2	11	0	0	1
No lands are certified	98	89	100	100	99
Planning to do it	0	1	0	0	1
<b>Conservation Easement</b>					
Have one	11	34	0	7	9
Do not	89	66	100	93	91
Planning to get one	1	3	0	1	1
<b>Cost-Share Program</b>					
Ever had one	9	31	2	5	5
Never had one	91	66	98	95	95
<b>Written Management/Stewardship Plan</b>					
Have one	8	43	0	2	3
Do not	92	57	100	98	97

Is there a conservation easement on any of the woodland that you own in [STATE]? (Q11)

... Is any or your woodland in [STATE] currently Green Certified (Q12)

Have you ever used a state or federal sponsored cost-share program to help you manage your woodland in [STATE]? (Q13)

Do you have a written management or stewardship plan for any of the woodland that you own in [STATE]? (Q17)



### Top Concerns Regarding Woodland Health (Top 3 Box)

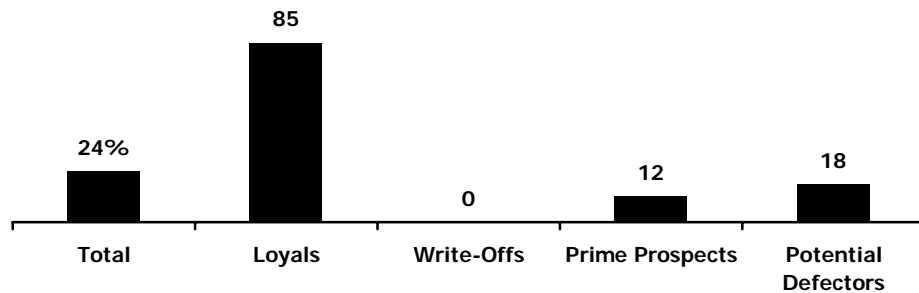
Base: Owners of 10-999 acres of woodland.

	Total %	Prime Prospect Segments			
		Loyals %	Write-Offs %	Prime Prospects %	Potential Defectors %
Insects or plant diseases	55	71	36	65	46
Fire	53	59	40	59	50
Air and water pollution	43	45	24	55	40
Wind and ice storms	39	46	25	46	34
Undesirable plants	33	38	18	41	31
Lack of new trees	25	25	14	32	22
Wild animals, such as deer	18	18	14	19	15
Domestic animals, such as cattle	10	9	5	12	9

There are many things that can affect the health of woodlands. Below are issues that are affecting the health of some woodland. Please indicate your level of concern... (Q22)

### Proportion Who Have Received Advice or Information About Woodlands in Past 5 Years

Base: Owners of 10-999 acres of woodland.



In the last 5 years, have you received advice or information about the woodland that you own in [STATE]? (Q19)



**Sources of Advice/Information Regarding Woodlands in Past 5 Years**

*Base: Have sought advice/information in past 5 years.*

	<u>Total</u>	<u>Prime Prospect Segments</u>			
		<u>Loyals</u>	<u>Write-Offs</u>	<u>Prime Prospects</u>	<u>Potential Defectors</u>
	%	%	%	%	%
Forest Management Division forester	10	43	0	4	7
Private consultant, such as a forester or wildlife biologist	7	35	0	2	3
Natural Resource Conservation Service, Soil and Water Conservation District, or Farm Service Agency employee	4	17	0	2	3
Logging contractor	4	15	0	1	3
Other forest landowner, neighbor, or friend	4	16	0	3	2
Extension forester or other university employee	4	15	0	2	2
Forester from a company that produces forest products	2	11	0	1	1
Other state employee	1	5	0	0	1
Employee of a non-profit group	0	2	0	0	0
Don't remembers	1	1	0	0	1
Other	1	3	0	0	1

*Who did you get the advice or information from? (Q19)*



**“Useful” Information Sources for Woodland Management (Top 3 Box)**

*Base: Owners of 10-999 acres of woodland.*

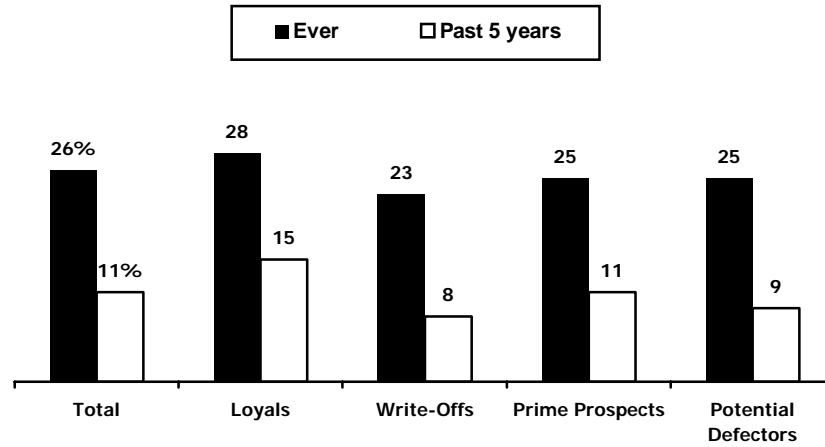
	<u>Total</u>	<u>Prime Prospect Segments</u>			
		<u>Loyals</u>	<u>Write-Offs</u>	<u>Prime Prospects</u>	<u>Potential Defectors</u>
	%	%	%	%	%
Publications, books, or pamphlets	43	57	20	54	38
Talking with a forester or other natural resource professional	42	70	14	49	34
Newsletter, magazines, or newspapers	37	45	19	47	32
Video tapes for home viewing	25	29	10	35	22
Talking with other woodland owners	24	43	6	32	18
Internet/Web	23	28	11	26	21
Television or radio programs	21	19	10	30	18
Visiting other woodlands or field trips	18	31	4	25	14
Conferences, workshops, or video conferences	13	24	2	15	10
Talking with a logging contractor	12	22	4	12	9
Membership in a land owner organization	9	19	5	10	7

*There are many different ways to learn about managing woodlands – what to do and how to do it. How useful would the following ways of learning about managing your woodlands be for you? (Q20)*



### Proportion Who Have Sold or Given Away Woodland

Base: Owners of 10-999 acres of woodland.



How many times have you sold or given away woodland in [STATE]? (Q4a)

Have you sold or given away woodland in [STATE] in the last 5 years? (Q4c)

### Recipients of Sold or Donated Woodland

Base: Owners of 10-999 acres of woodland.

	Prime Prospect Segments				
	Total	Loyals	Write-Offs	Prime Prospects	Potential Defectors
	%	%	%	%	%
Other individual(s)	12	15	10	12	12
My children or other family members	8	7	10	8	8
A forestry company	2	3	0	2	1
Land investor/developer	1	1	1	0	1

Who got the woodland you sold or gave away? (Q4b)



**Top Personal Interests/Activities Among Family Forest Owners**

*Base: Owners of 10-999 acres of woodland.*

	Prime Prospect Segments				
	<u>Total</u>	<u>Loyals</u>	<u>Write-Offs</u>	Prime	Potential
				<u>Prospects</u>	<u>Defectors</u>
	%	%	%	%	%
Reading (general)	62	58	61	65	62
Home improvement	59	56	61	62	60
Cooking/food	56	51	57	58	56
Reading magazines	55	50	57	58	57
Gardening	53	50	55	57	53
Home furnishings/decorating	50	46	55	52	50
Electronics/computers	48	47	51	51	50
Cooking/gourmet	48	46	52	49	48
Crafts	46	43	52	48	48
Travel	45	41	45	47	47
Health/medical	44	37	45	45	44
Stereo/video	41	39	40	43	43
Outdoors	39	36	39	42	41
Consumer electronics	39	39	33	45	40
Fashion	39	35	43	38	39
Natural foods	38	33	40	39	38

*Source: Acxiom LifeTraits segmentation*



**Most Common Personix Segments Among the Family Forest Owner Population**

*Base: Owners of 10-999 acres of woodland.*

	Prime Prospect Segments				
	<u>Total</u>	<u>Loyals</u>	<u>Write-Offs</u>	<u>Prime Prospects</u>	<u>Potential Defectors</u>
	%	%	%	%	%
The Greatest Generation	12	8	12	8	14
Country Comfort	5	6	4	6	6
Farmland Families	5	7	5	6	5
Country Ways	5	4	8	5	5
The Great Outdoors	5	4	6	6	5
Raisin' Grandkids	5	6	5	4	5
Rural Antiques	5	2	6	5	4
Platinum Oldies	4	5	4	6	4
Still Trucking	4	3	3	3	4
Rural Parents	3	3	3	3	3
Sitting Pretty	3	5	3	3	2
Leveraged Lifestyles	3	3	2	3	3
Established Elites	3	3	2	3	2
Full Steaming	3	3	2	2	3

*Source: Acxiom Personix segmentation*

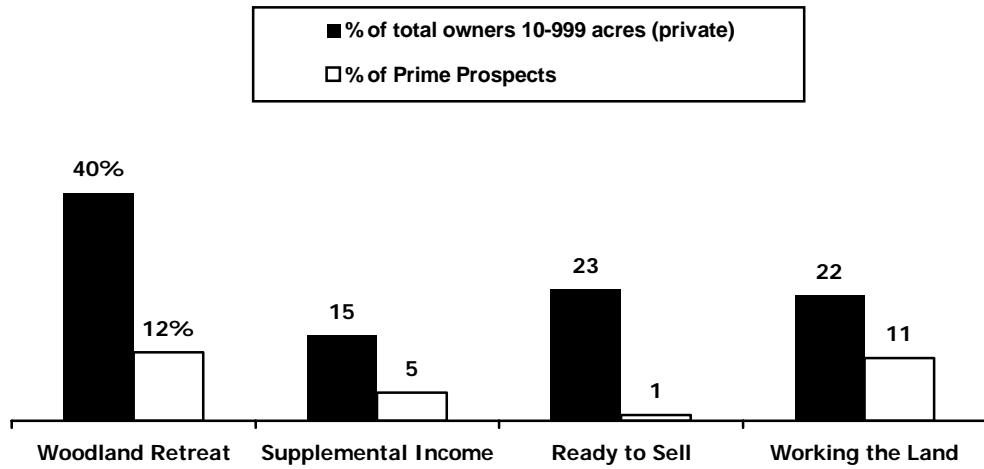


# Tables: Attitudinal Segments Within Prime Prospects



### Size of the Segments

Base: Owners of 10-999 acres of woodland.



### Size of Holdings

Base: Owners of 10-999 acres of woodland.

	Total %	Prime Prospects				
		Total %	Woodland Retreat %	Supp. Income %	Ready to Sell? %	Working the Land %
10 to 49 acres	72	70	78	62	64	65
50 to 99	15	18	14	19	19	21
100 to 499	12	12	7	18	16	13
500 to 999	1	0	0	1	0	1

How many acres of woodland do you own in the following regions of [STATE]? (Q1)




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**Prime Prospects x Attitudinal Segments (by Region)**

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*Base: Owners of 10-999 acres of woodland.*

	Prime Prospects					
		Woodland	Supp.	Ready to	Working	
	<u>Total</u>	<u>Total</u>	<u>Retreat</u>	<u>Income</u>	<u>Sell?</u>	<u>the Land</u>
	%	%	%	%	%	%
<u>North</u>	<u>44</u>	<u>48</u>	<u>52</u>	<u>28</u>	<u>51</u>	<u>52</u>
Northeast	22	21	23	11	23	23
North Central	22	27	29	17	27	29
<u>South</u>	<u>45</u>	<u>45</u>	<u>39</u>	<u>67</u>	<u>45</u>	<u>41</u>
Southeast	18	19	17	32	24	12
South Central	27	26	22	35	21	29
<u>West</u>	<u>11</u>	<u>7</u>	<u>9</u>	<u>5</u>	<u>4</u>	<u>7</u>
Mountain	4	5	7	1	4	4
Pacific	7	3	2	4	0	3



## Owner Demography

*Base: Owners of 10-999 acres of woodland.*

	Prime Prospects					
	<u>Total</u>	<u>Total</u>	<u>Woodland Retreat</u>	<u>Supp. Income</u>	<u>Ready to Sell?</u>	<u>Working the Land</u>
	%	%	%	%	%	%
<b>Sex</b>						
Men	84	85	83	86	81	87
Women	16	15	17	14	19	13
<b>Age</b>						
<25	0	0	0	0	0	0
25-34	1	2	2	1	0	2
35-44	8	13	16	7	7	14
45-54	22	27	29	16	13	27
55-64	27	29	30	28	23	30
65-74	23	21	16	29	31	19
75+	18	9	6	19	21	8
<b>Education</b>						
Less than 12th grade	11	10	8	14	12	9
High school graduate or GED	29	35	30	34	41	41
Some college	20	18	17	18	12	20
Associate or technical degree	10	13	12	15	16	12
Bachelors degree	17	16	19	16	9	12
Graduate degree	13	9	13	4	8	6
<b>Employment</b>						
Not retired	44	54	58	40	39	56
Retired	54	46	42	60	61	44

Continues...



**Owner Demography (Cont'd.)**

*Base: Owners of 10-999 acres of woodland.*

	Prime Prospects					
	<u>Total</u>	<u>Total</u>	<u>Woodland</u>	<u>Supp.</u>	<u>Ready to</u>	<u>Working</u>
	%	%	<u>Retreat</u>	<u>Income</u>	<u>Sell?</u>	<u>the Land</u>
<b>Annual Household Income</b>						
<\$25,000	18	15	10	9	25	22
\$25,000 - \$49,000	32	39	36	39	30	36
\$50,000 - \$99,000	34	33	32	37	7	35
\$100,000 - \$199,999	12	10	13	12	22	6
\$200,000+	3	3	8	2	2	1
<b>Race/Ethnicity</b>						
White	93	93	94	89	88	94
Indian	2	5	4	5	0	6
Black	1	1	0	1	0	2
Asian	1	0	0	0	0	0
Hispanic	1	1	1	0	0	1
Hawaiian	0	0	0	0	0	0
Other	1	1	2	0	0	0
<b>Disabilities</b>						
Limited mobility	19	18	17	20	19	17
Blind	9	8	5	7	1	12



### Length of Ownership

Base: Owners of 10-999 acres of woodland.

	Prime Prospects					
		Woodland	Supp.	Ready to	Working	
	<u>Total</u> %	<u>Total</u> %	<u>Retreat</u> %	<u>Income</u> %	<u>Sell?</u> %	<u>the Land</u> %
0-9 years	18	24	35	17	14	20
10-24 years	36	34	36	26	37	33
25-49 years	38	37	27	48	34	41
50+ years	7	5	2	7	10	7

In what year did you first get woodland in [STATE]? (Q3c)

### Residences Within One Mile of Woodland

Base: Owners of 10-999 acres of woodland.

	Prime Prospects					
		Woodland	Supp.	Ready to	Working	
	<u>Total</u> %	<u>Total</u> %	<u>Retreat</u> %	<u>Income</u> %	<u>Sell?</u> %	<u>the Land</u> %
Primary residence	68	70	67	67	40	78
Farm/ranch	38	36	26	46	47	43
Secondary residence	13	17	19	17	8	14

For the purposes of this survey, a farm or ranch is a place where, in most years, \$1,000 or more is earned from the sale of crops (other than forest products) or animals. Do you own a farm or ranch that is within one (1) mile of any of the woodland that you own in [STATE]? (Q6)

Is your home (primary residence) within one (1) mile of any of the woodland that you own in [STATE]? (Q7a)

Do you have a vacation home or cabin within one (1) mile of any of the woodland that you own in [STATE]? (Q7b)




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### How Received Woodland

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*Base: Owners of 10-999 acres of woodland.*

	Prime Prospects					
		Woodland	Supp.	Ready to	Working	
	<u>Total</u> %	<u>Total</u> %	<u>Retreat</u> %	<u>Income</u> %	<u>Sell?</u> %	<u>the Land</u> %
Bought the land	78	83	87	76	59	82
Inherited the land	29	26	20	35	47	27
Received the land as a gift	4	2	2	2	0	3

*How did you get your woodland in [STATE]? (Q3a)*

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### From Whom Received Woodland

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*Base: Owners of 10-999 acres of woodland.*

	Prime Prospects					
		Woodland	Supp.	Ready to	Working	
	<u>Total</u> %	<u>Total</u> %	<u>Retreat</u> %	<u>Income</u> %	<u>Sell?</u> %	<u>the Land</u> %
Other individuals	56	62	67	55	51	61
My parents, spouse, or other family members	45	40	31	52	52	44
Land investor/developer	4	5	8	4	0	1
A forestry company	1	1	0	3	0	1

*From who did you get your woodland? (Q3b)*



### Key Decision Makers for Woodland Usage

Base: Owners of 10-999 acres of woodland.

	<u>Total</u> %	Prime Prospects				
		<u>Total</u> %	<u>Retreat</u> %	<u>Income</u> %	Ready to Sell? %	Working the Land %
Other individual(s)	12	12	13	14	28	10
My children or other family members	8	8	6	11	1	9
A forestry company	2	2	1	5	5	3
Land investor/developer	1	0	0	0	0	1
Transferred.Recent.1	11	11	12	14	19	10

Who makes most of the decisions, such as whether or not to harvest trees, for your woodland in [STATE]? (Q14)



**Important Reasons for Owning Woodland (Top 3 Box)**

*Base: Owners of 10-999 acres of woodland.*

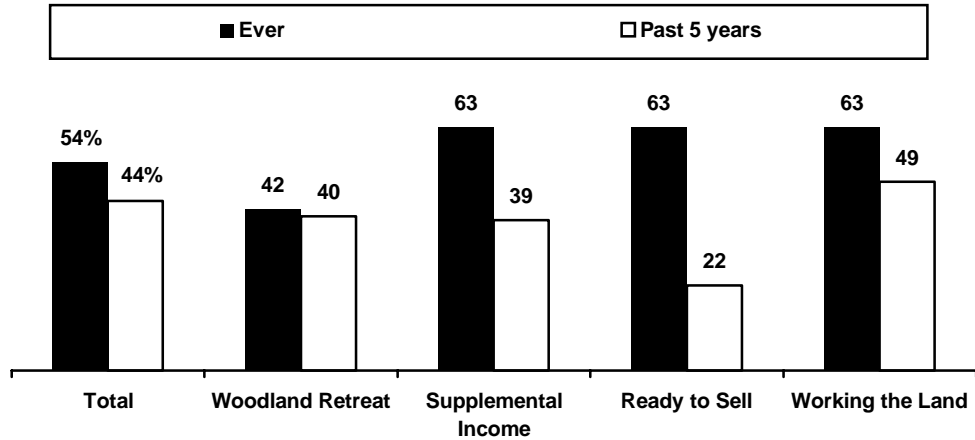
	<u>Total</u> %	Prime Prospects				
		<u>Total</u> %	<u>Retreat</u> %	<u>Income</u> %	Ready to Sell? %	Working the Land %
To enjoy beauty or scenery	71	90	97	78	17	93
For privacy	64	80	82	69	11	90
Part of my home or vacation home	63	70	69	61	17	82
To pass land on to my children/heirs	62	74	68	81	40	81
To protect nature and biologic diversity	57	94	100	84	69	96
Part of my farm or ranch	43	49	37	52	18	64
For land investment	43	53	29	81	32	69
For hunting or fishing	39	72	59	72	64	88
For recreation other than hunting/fishing	36	71	81	31	3	83
For production of sawlogs, pulpwood or other timber products	20	30	0	66	64	44
For production of firewood/biofuel (energy)	18	22	2	10	6	52
For cultivation/collection of NTFP	10	16	1	9	10	37

*People own woodland for many reasons. How important are the following as reasons for why you own woodland in [STATE]? (Q9)*



### Proportion Who Have Harvested or Removed Trees From Woodland

Bases: Owners of 10-999 acres of woodland (ever); Owners who have ever harvested (past 5 years).



Have trees ever been harvested or removed from any of the woodland that you own in [STATE] since you have owned it? (Q15)

During the most recent harvest, did a professional forester help plan, mark, or contract the harvest? (Q15c)

Have trees been harvested or removed in the last 5 years? (Q15d)

### Types of Products Harvested

Base: Owners of 10-999 acres of woodland.

	Total %	Prime Prospects				
		Total %	Woodland Retreat %	Supp. Income %	Ready to Sell? %	Working the Land %
Sawlogs	58	56	43	67	79	60
Firewood	44	43	37	24	40	56
Pulpwood	28	27	20	44	21	25
Veneer logs	14	15	6	20	34	18
Other	16	13	18	7	11	12

What types of products were harvested? (Q15a)



## Why Trees Were Removed/Harvested

*Base: Owners of 10-999 acres of woodland.*

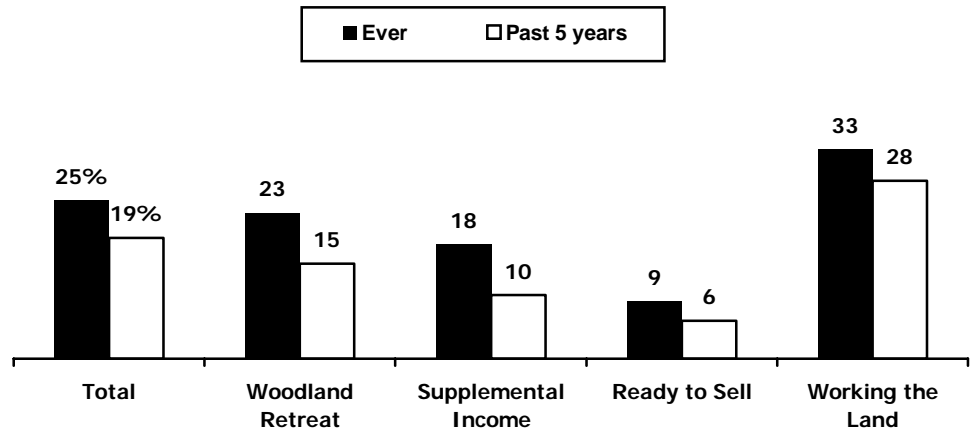
	<u>Total</u>	<u>Prime Prospects</u>				
		<u>Total</u>	<u>Woodland</u>	<u>Supp.</u>	<u>Ready to</u>	<u>Working</u>
	<u>%</u>	<u>%</u>	<u>Retreat</u>	<u>Income</u>	<u>Sell?</u>	<u>the Land</u>
			<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Trees were mature	40	39	28	46	66	43
To remove trees damaged by a natural catastrophe	36	39	35	33	36	46
To improve quality of remaining trees	30	36	34	23	38	42
Needed wood for own use	28	28	23	13	25	39
Needed the money	19	18	13	20	17	24
To achieve objectives in my management plan	17	14	13	11	14	15
Price was right	11	11	6	15	40	13
To clear land for conversion to another use	10	8	8	5	2	10
To improve hunting opportunities	5	9	10	4	0	12
To improve scenic and recreational opportunities	5	6	7	1	0	7
Other	30	25	34	18	22	21

*Why were trees harvested or removed? (Q15b)*



### Proportion Who Have Collected NTFPs From Woodland

Base: Prime Prospect owners of 10-999 acres of woodland.



Non-timber forest products are products other than logs, pulpwood, firewood, posts, or poles that are collected from woodland. Non-timber forest products include edibles... medicinal and dietary supplements... decorative, floral, or craft products... items of cultural or religious importance... Have non-timber forest products been collected from any of the woodland that you own in [STATE] since you have owned it? (Q16)

Have any of these products been collected in the last 5 years? (Q16c)



**Additional Activities on Woodland**

*Base: Owners of 10-999 acres of woodland.*

	<u>Total</u> %	<u>Prime Prospects</u>				
		<u>Total</u> %	<u>Retreat</u> %	<u>Income</u> %	<u>Ready to</u> <u>Sell?</u> %	<u>Working</u> <u>the Land</u> %
Recreation or hunting by me, my family, or friends	54	67	67	51	56	75
Posted land to restrict public access	40	46	44	40	48	51
Built or performed maintenance on roads or rails	26	31	34	21	20	34
Planted trees	22	23	23	16	13	26
Reduced fire hazard	16	19	18	16	4	20
Wildlife habitat/fisheries improvement projects	13	19	18	11	9	24
Recreation or hunting by the general public with my permission	11	12	9	12	29	11
Applied herbicides, pesticides, or fertilizers	10	11	10	6	10	16
Prepared land for new trees - "site prep"	8	6	5	7	3	7

*In the last 5 years, have any of the following activities occurred on any of the woodland that you own in [STATE]? (Q18)*



**Plans for Woodland Over the Next 5 Years**

*Base: Owners of 10-999 acres of woodland.*

	<u>Total</u> %	Prime Prospects				
		<u>Total</u> %	<u>Retreat</u> %	<u>Income</u> %	Ready to Sell? %	Working the Land %
Minimum activity to maintain woodland	37	44	48	30	27	46
No plans at this time	31	30	38	30	39	22
Harvest firewood	27	31	24	16	28	46
Leave as is - no activity	16	16	16	26	42	12
Give some or all of my woodland to my children/heirs	13	15	14	16	13	17
Harvest sawlogs or pulpwood	12	12	5	18	21	17
Buy more woodland	7	10	10	7	13	10
Collect non-timber forest products	7	9	5	6	3	16
Sell some or all of my woodland	6	4	2	8	21	2
Convert some or all of my woodland to another use	3	2	2	2	1	4
Convert another land use to woodland	2	3	3	2	0	2
Divide all or part of my woodland and sell the subdivisions	2	1	0	2	0	1
Other	4	3	3	3	4	2

*What are your plans for your woodland in [STATE] in the next five years? (Q23)*



**Concerns Regarding Restrictions on Woodland Use (Top 3 Box)**

*Base: Owners of 10-999 acres of woodland.*

	<u>Total</u> %	Prime Prospects				<u>Working the Land</u> %
		<u>Total</u> %	<u>Retreat</u> %	<u>Income</u> %	<u>Ready to Sell?</u> %	
Keeping land intact for my children/heirs	56	65	60	62	40	71
High property taxes	54	60	51	66	57	65
Trespassing or poaching	50	66	63	57	57	70
Misuse of woodland, such as vandalism or dumping	48	61	58	58	53	62
Development of nearby lands	38	45	53	32	21	43
Damage or noise from motorized vehicles	31	41	49	27	21	39
Lawsuits	29	36	32	32	27	42
People stealing my trees	29	36	29	38	40	41
Regulations that restrict harvests	29	34	23	48	49	36
Dealing with endangered species	25	32	30	28	34	30

*Sometimes people are not able to use their woodland as they want. Below are some issues affecting some people's ability to use and enjoy their woodland. Please indicate your level of concern... (Q21)*

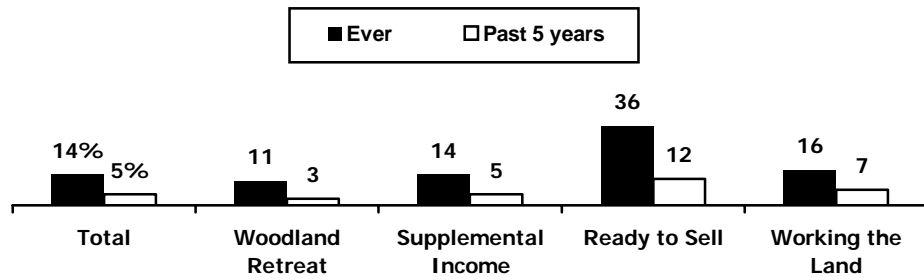


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### Leasing and Collecting Money for Use of Woodland by Others

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Base: Prime Prospect owners of 10-999 acres of woodland.



Have you ever leased or collected money (other than from logging) for allowing people to use the woodland that you own in [STATE]? (Q10)

Have you leased or collected money for allowing people to use the woodland that you own in [STATE] in the last 5 years? (Q10)



### Steps Taken to Manage and Conserve Woodland

Base: Owners of 10-999 acres of woodland.

	Total	Prime Prospects				
		Total	Woodland Retreat	Supp. Income	Ready to Sell?	Working the Land
<b>Green Certification</b>						
Have heard of it	17	14	12	22	13	14
Some lands are certified	20	0	0	0	0	0
No lands are certified	98	100	100	100	100	100
Planning to do it	0	0	0	0	0	1
<b>Conservation Easement</b>						
Have one	11	7	9	4	4	6
Do not	89	93	91	96	96	94
Planning to get one	1	1	2	0	0	1
<b>Cost-Share Program</b>						
Ever had one	9	5	4	10	3	4
Never had one	91	95	96	90	97	96
<b>Written Management/Stewardship Plan</b>						
Have one	8	2	1	3	0	2
Do not	92	98	99	97	100	98

Is there a conservation easement on any of the woodland that you own in [STATE]? (Q11)

... Is any or your woodland in [STATE] currently Green Certified (Q12)

Have you ever used a state or federal sponsored cost-share program to help you manage your woodland in [STATE]? (Q13)

Do you have a written management or stewardship plan for any of the woodland that you own in [STATE]? (Q17)



### Top Concerns Regarding Woodland Health (Top 3 Box)

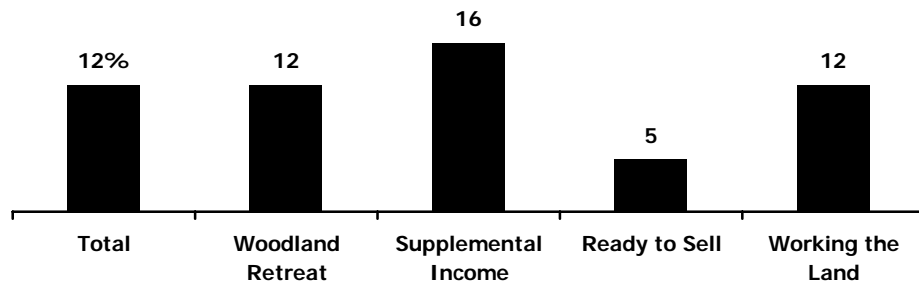
Base: Owners of 10-999 acres of woodland.

	Total %	Prime Prospects				
		Total %	Woodland	Supp.	Ready to	Working
			Retreat %	Income %	Sell? %	the Land %
Insects or plant diseases	55	65	57	69	55	71
Fire	53	59	56	64	42	58
Air and water pollution	43	55	60	42	25	55
Wind and ice storms	39	46	39	44	46	54
Undesirable plants	33	41	38	41	34	42
Lack of new trees	25	32	30	27	38	38
Wild animals, such as deer	18	19	15	20	16	23
Domestic animals, such as cattle	10	12	10	14	7	15

There are many things that can affect the health of woodlands. Below are issues that are affecting the health of some woodland. Please indicate your level of concern... (Q22)

### Proportion Who Have Received Advice or Information About Woodlands in Past 5 Years

Base: Prime Prospect owners of 10-999 acres of woodland.



In the last 5 years, have you received advice or information about the woodland that you own in [STATE]? (Q19)



**Sources of Advice/Information Regarding Woodlands in Past 5 Years**

*Base: Have sought advice/information in past 5 years.*

	<u>Total</u> %	<u>Prime Prospects</u>				
		<u>Total</u> %	<u>Retreat</u> %	<u>Income</u> %	<u>Ready to Sell?</u> %	<u>Working the Land</u> %
Forest Management Division forester	10	4	3	7	3	5
Private consultant, such as a forester or wildlife biologist	7	2	1	4	2	2
Natural Resource Conservation Service, Soil and Water Conservation District, or Farm Service Agency employee	4	2	3	1	0	2
Logging contractor	4	1	1	2	1	2
Other forest landowner, neighbor, or friend	4	3	4	2	0	2
Extension forester or other university employee	4	2	2	2	0	3
Forester from a company that produces forest products	2	1	2	1	0	1
Other state employee	1	0	0	0	0	0
Employee of a non-profit group	0	0	0	0	0	0
Don't remembers	1	0	0	1	0	0
Other	1	0	0	0	0	0

*Who did you get the advice or information from? (Q19)*



**“Useful” Information Sources for Woodland Management (Top 3 Box)**

*Base: Owners of 10-999 acres of woodland.*

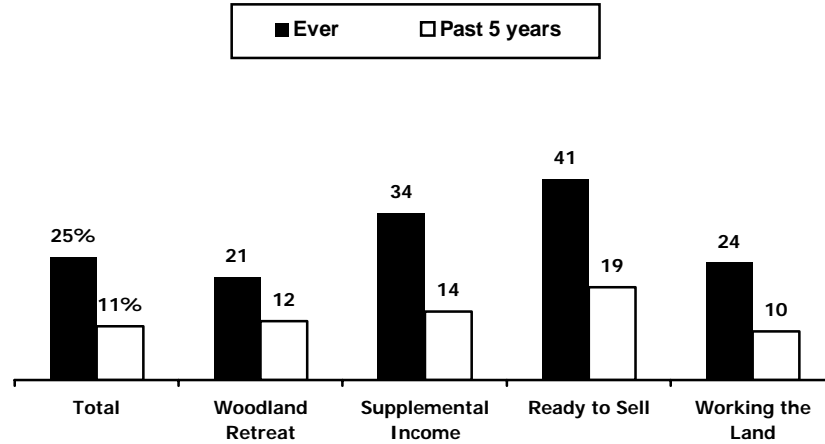
	<u>Total</u> %	Prime Prospects				
		<u>Total</u> %	<u>Retreat</u> %	<u>Income</u> %	Ready to Sell? %	Working the Land %
Publications, books, or pamphlets	43	54	61	43	47	51
Talking with a forester or other natural resource professional	42	49	52	45	24	48
Newsletter, magazines, or newspapers	37	47	48	40	36	46
Video tapes for home viewing	25	35	37	30	21	32
Talking with other woodland owners	24	32	29	33	12	34
Internet/Web	23	26	36	11	17	20
Television or radio programs	21	30	33	24	10	28
Visiting other woodlands or field trips	18	25	23	20	5	29
Conferences, workshops, or video conferences	13	15	15	17	4	15
Talking with a logging contractor	12	12	6	16	9	19
Membership in a land owner organization	9	10	8	12	7	13

*There are many different ways to learn about managing woodlands – what to do and how to do it. How useful would the following ways of learning about managing your woodlands be for you? (Q20)*



### Proportion Who Have Sold or Given Away Woodland

Base: Prime Prospect owners of 10-999 acres of woodland.



How many times have you sold or given away woodland in [STATE]? (Q4a)

Have you sold or given away woodland in [STATE] in the last 5 years? (Q4c)

### Recipients of Sold or Donated Woodland

Base: Owners of 10-999 acres of woodland.

	Prime Prospects					
	Total	Total	Woodland Retreat	Supp. Income	Ready to Sell?	Working the Land
	%	%	%	%	%	%
Other individual(s)	12	12	13	14	28	10
My children or other family members	8	8	6	11	1	9
A forestry company	2	2	1	5	5	3
Land investor/developer	1	0	0	0	0	1

Who got the woodland you sold or gave away? (Q4b)



**Top Personal Interests/Activities Among Family Forest Owners**

*Base: Owners of 10-999 acres of woodland.*

	<u>Total</u>	Prime Prospects				
		<u>Total</u>	<u>Retreat</u>	<u>Income</u>	<u>Ready to</u>	<u>Working</u>
	%	%	%	%	Sell?	<u>the Land</u>
					%	%
Reading (general)	62	65	63	65	60	67
Home improvement	59	62	59	60	59	67
Cooking/food	56	58	56	57	56	59
Reading magazines	55	58	56	60	54	59
Gardening	53	57	54	54	57	61
Home furnishings/decorating	50	52	50	54	53	53
Electronics/computers	48	51	55	52	33	49
Cooking/gourmet	48	49	48	50	52	49
Crafts	46	48	47	46	56	47
Travel	45	47	48	46	23	48
Health/medical	44	45	43	53	27	47
Stereo/video	41	43	44	49	31	42
Outdoors	39	42	44	47	23	42
Consumer electronics	39	45	45	48	20	45
Fashion	39	38	35	47	24	39
Natural foods	38	39	38	45	25	39

*Source: Acxiom LifeTraits segmentation*



**Most Common Personix Segments Among the Family Forest Owner Population**

*Base: Owners of 10-999 acres of woodland.*

	Prime Prospects					
		Woodland	Supp.	Ready to	Working	
	<u>Total</u> %	<u>Total</u> %	<u>Retreat</u> %	<u>Income</u> %	<u>Sell?</u> %	<u>the Land</u> %
The Greatest Generation	12	8	6	11	2	10
Country Comfort	5	6	6	5	1	7
Farmland Families	5	6	6	4	9	7
Country Ways	5	5	5	3	6	5
The Great Outdoors	5	6	6	5	1	5
Raisin' Grandkids	5	4	2	8	9	4
Rural Antiques	5	5	6	2	1	5
Platinum Oldies	4	6	4	9	14	8
Still Trucking	4	3	2	4	11	3
Rural Parents	3	3	2	7	3	3
Sitting Pretty	3	3	3	5	0	2
Leveraged Lifestyles	3	3	4	3	2	2
Established Elites	3	3	5	2	6	3
Full Steaming	3	2	3	4	0	2

*Source: Axiom Personix segmentation*

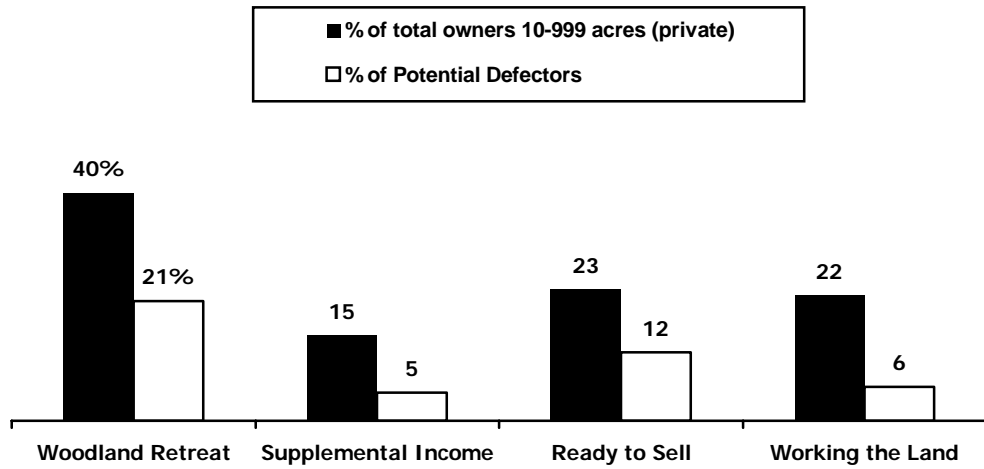


## **Tables: Attitudinal Segments Within Potential Defectors**



**Size of the Segments**

Base: Owners of 10-999 acres of woodland.



**Size of Holdings**

Base: Owners of 10-999 acres of woodland.

	Total	Potential Defectors				
		Total	Woodland Retreat	Supp. Income	Ready to Sell?	Working the Land
	%	%	%	%	%	%
10 to 49 acres	72	77	84	68	70	73
50 to 99	15	14	10	17	17	18
100 to 499	12	9	6	14	13	9
500 to 999	1	0	0	1	1	0

How many acres of woodland do you own in the following regions of [STATE]? (Q1)



**Potential Defectors x Attitudinal Segments (by Region)**

*Base: Owners of 10-999 acres of woodland.*

	Potential Defectors					
		Woodland	Supp.	Ready to	Working	
	<u>Total</u>	<u>Total</u>	<u>Retreat</u>	<u>Income</u>	<u>Sell?</u>	<u>the Land</u>
	%	%	%	%	%	
<u>North</u>	<u>44</u>	<u>44</u>	<u>46</u>	<u>32</u>	<u>43</u>	<u>57</u>
Northeast	22	22	23	13	20	27
North Central	22	23	23	18	23	30
<u>South</u>	<u>45</u>	<u>43</u>	<u>39</u>	<u>62</u>	<u>46</u>	<u>30</u>
Southeast	18	15	14	22	15	13
South Central	27	27	24	40	32	17
<u>West</u>	<u>11</u>	<u>13</u>	<u>16</u>	<u>6</u>	<u>11</u>	<u>14</u>
Mountain	4	4	4	1	5	4
Pacific	7	9	12	5	6	9



## Owner Demography

*Base: Owners of 10-999 acres of woodland.*

	Potential Defectors					
	<u>Total</u>	<u>Total</u>	<u>Woodland</u>	<u>Supp.</u>	<u>Ready to</u>	<u>Working</u>
	%	%	<u>Retreat</u>	<u>Income</u>	<u>Sell?</u>	<u>the Land</u>
<b>Sex</b>						
Men	84	85	82	96	84	92
Women	16	15	18	4	16	8
<b>Age</b>						
<25	0	0	0	0	0	0
25-34	1	1	2	0	1	2
35-44	8	7	8	9	5	7
45-54	22	22	22	31	15	30
55-64	27	27	27	23	29	25
65-74	23	24	24	23	30	20
75+	18	18	18	12	20	15
<b>Education</b>						
Less than 12th grade	11	11	11	12	8	15
High school graduate or GED	29	29	25	30	32	30
Some college	20	21	22	19	20	22
Associate or technical degree	10	9	10	13	6	10
Bachelors degree	17	17	18	14	19	15
Graduate degree	13	13	14	12	14	7
<b>Employment</b>						
Not retired	46	46	46	52	41	55
Retired	54	54	54	48	59	45

Continues...



**Owner Demography (Cont'd.)**

*Base: Owners of 10-999 acres of woodland.*

	Potential Defectors					
	<u>Total</u>	<u>Total</u>	Woodland <u>Retreat</u>	Supp. <u>Income</u>	Ready to <u>Sell?</u>	Working <u>the Land</u>
	%	%	%	%	%	%
<b>Annual Household Income</b>						
<\$25,000	18	17	17	13	14	21
\$25,000 - \$49,000	32	31	30	31	35	29
\$50,000 - \$99,000	34	36	35	46	32	33
\$100,000 - \$199,999	12	13	15	7	13	13
\$200,000+	3	4	4	2	5	2
<b>Race/Ethnicity</b>						
White	93	94	93	91	94	94
Indian	2	2	3	1	1	2
Black	1	1	0	5	2	1
Asian	1	0	0	0	0	0
Hispanic	1	0	0	0	0	0
Hawaiian	0	0	1	0	0	0
Other	1	1	2	0	0	1
<b>Disabilities</b>						
Limited mobility	19	21	24	28	18	12
Blind	9	10	9	4	10	12



### Length of Ownership

Base: Owners of 10-999 acres of woodland.

	Potential Defectors					
		Woodland	Supp.	Ready to	Working	
	<u>Total</u> %	<u>Total</u> %	<u>Retreat</u> %	<u>Income</u> %	<u>Sell?</u> %	<u>the Land</u> %
0-9 years	18	18	19	21	13	10
10-24 years	36	36	38	31	32	37
25-49 years	38	37	35	38	43	36
50+ years	7	9	7	6	11	10

In what year did you first get woodland in [STATE]? (Q3c)

### Residences Within One Mile of Woodland

Base: Owners of 10-999 acres of woodland.

	Potential Defectors					
		Woodland	Supp.	Ready to	Working	
	<u>Total</u> %	<u>Total</u> %	<u>Retreat</u> %	<u>Income</u> %	<u>Sell?</u> %	<u>the Land</u> %
Primary residence	68	71	77	70	55	85
Farm/ranch	38	41	32	49	50	48
Secondary residence	13	12	15	12	7	11

For the purposes of this survey, a farm or ranch is a place where, in most years, \$1,000 or more is earned from the sale of crops (other than forest products) or animals. Do you own a farm or ranch that is within one (1) mile of any of the woodland that you own in [STATE]? (Q6)

Is your home (primary residence) within one (1) mile of any of the woodland that you own in [STATE]? (Q7a)

Do you have a vacation home or cabin within one (1) mile of any of the woodland that you own in [STATE]? (Q7b)



### How Received Woodland

Base: Owners of 10-999 acres of woodland.

	Potential Defectors					
	<u>Total</u> %	<u>Total</u> %	<u>Woodland</u> <u>Retreat</u> %	<u>Supp.</u> <u>Income</u> %	<u>Ready to</u> <u>Sell?</u> %	<u>Working</u> <u>the Land</u> %
Bought the land	78	77	79	73	71	84
Inherited the land	29	29	26	35	34	21
Received the land as a gift	4	4	4	4	5	2

How did you get your woodland in [STATE]? (Q3a)

### From Whom Received Woodland

Base: Owners of 10-999 acres of woodland.

	Potential Defectors					
	<u>Total</u> %	<u>Total</u> %	<u>Woodland</u> <u>Retreat</u> %	<u>Supp.</u> <u>Income</u> %	<u>Ready to</u> <u>Sell?</u> %	<u>Working</u> <u>the Land</u> %
Other individuals	56	56	57	50	53	58
My parents, spouse, or other family members	45	45	39	52	54	41
Land investor/developer	4	4	5	1	2	6
A forestry company	1	1	1	3	1	0

From who did you get your woodland? (Q3b)



### Key Decision Makers for Woodland Usage

Base: Owners of 10-999 acres of woodland.

	<u>Total</u> %	<u>Potential Defectors</u>				
		<u>Total</u> %	<u>Woodland</u> <u>Retreat</u> %	<u>Supp.</u> <u>Income</u> %	<u>Ready to</u> <u>Sell?</u> %	<u>Working</u> <u>the Land</u> %
Me and/or my spouse	91	92	94	86	91	93
My children, parents, or other relatives	9	10	9	12	11	8
My land manager or forester	4	1	0	1	3	1
My business partner	1	1	1	1	1	1
My logging contractor	1	1	0	4	1	0
Other	9	9	5	8	15	3

Who makes most of the decisions, such as whether or not to harvest trees, for your woodland in [STATE]? (Q14)



### Important Reasons for Owning Woodland (Top 3 Box)

Base: Owners of 10-999 acres of woodland.

	<u>Total</u> %	<u>Potential Defectors</u>				
		<u>Total</u> %	<u>Woodland</u> <u>Retreat</u> %	<u>Supp.</u> <u>Income</u> %	<u>Ready to</u> <u>Sell?</u> %	<u>Working</u> <u>the Land</u> %
To enjoy beauty or scenery	71	66	87	64	25	74
For privacy	64	60	79	63	12	79
Part of my home or vacation home	63	62	75	58	26	77
To pass land on to my children/heirs	62	57	58	75	37	73
To protect nature and biologic diversity	57	46	62	31	21	49
Part of my farm or ranch	43	42	37	51	28	57
For land investment	43	36	25	75	30	45
For hunting or fishing	39	24	21	29	15	49
For recreation other than hunting/fishing	36	19	23	11	5	40
For production of sawlogs, pulpwood or other timber products	20	8	0	20	18	8
For production of firewood/biofuel (energy)	18	18	9	8	14	64
For cultivation/collection of NTFP	10	9	5	6	7	28

People own woodland for many reasons. How important are the following as reasons for why you own woodland in [STATE]? (Q9)

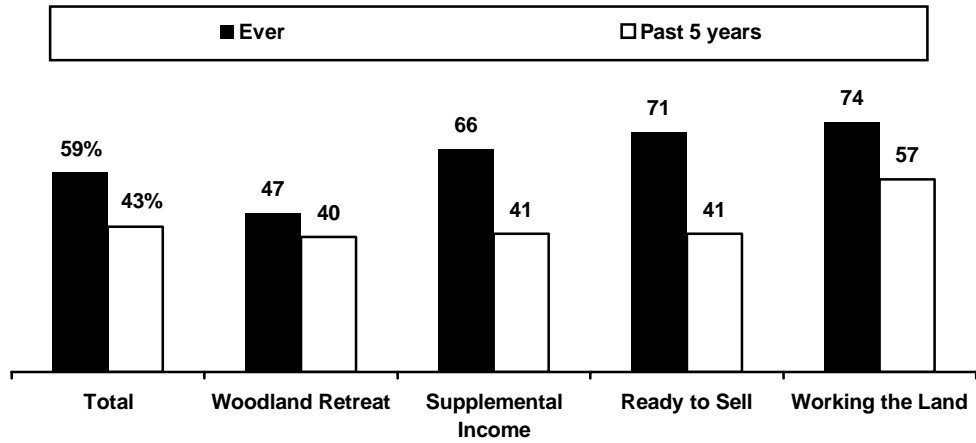


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### Proportion Who Have Harvested or Removed Trees From Woodland

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*Bases: Owners of 10-999 acres of woodland (ever); Owners who have ever harvested (past 5 years).*



*Have trees ever been harvested or removed from any of the woodland that you own in [STATE] since you have owned it? (Q15)*

*During the most recent harvest, did a professional forester help plan, mark, or contract the harvest? (Q15c)*

*Have trees been harvested or removed in the last 5 years? (Q15d)*



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### Types of Products Harvested

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*Base: Owners of 10-999 acres of woodland.*

	Potential Defectors					
		Woodland	Supp.	Ready to	Working	
	<u>Total</u>	<u>Total</u>	<u>Retreat</u>	<u>Income</u>	<u>Sell?</u>	<u>the Land</u>
	%	%	%	%	%	%
Removals	60	59	47	66	71	74
Sawlogs	58	56	42	75	64	56
Firewood	44	47	49	35	37	70
Pulpwood	28	24	17	36	27	19
Veneer logs	14	10	6	14	12	15
Other	16	16	16	10	21	7

*What types of products were harvested? (Q15a)*



### Why Trees Were Removed/Harvested

*Base: Owners of 10-999 acres of woodland.*

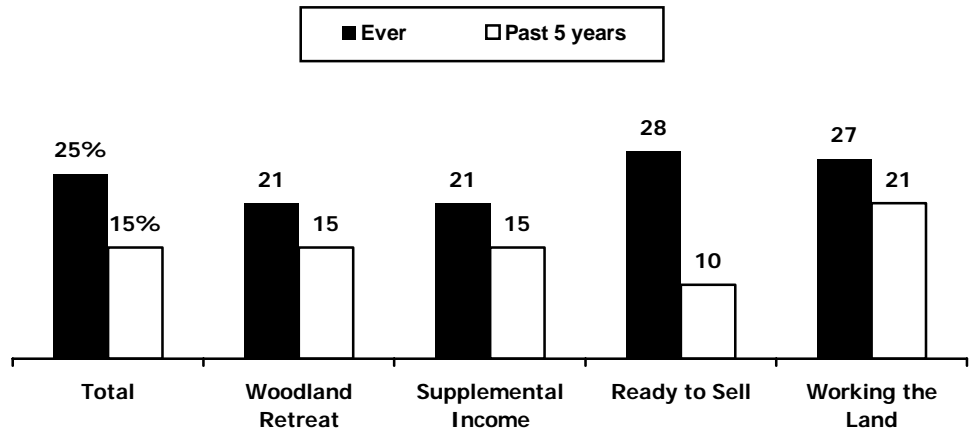
	<u>Total</u>	<u>Potential Defectors</u>				
		<u>Total</u>	<u>Woodland</u>	<u>Supp.</u>	<u>Ready to</u>	<u>Working</u>
	<u>%</u>	<u>%</u>	<u>Retreat</u>	<u>Income</u>	<u>Sell?</u>	<u>the Land</u>
			<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Trees were mature	40	36	24	59	43	35
To remove trees damaged by a natural catastrophe	36	31	32	30	22	44
To improve quality of remaining trees	30	30	33	21	23	47
Needed wood for own use	28	32	34	21	24	56
Needed the money	19	17	13	22	18	16
To achieve objectives in my management plan	17	10	9	13	12	8
Price was right	11	12	9	26	12	7
To clear land for conversion to another use	10	10	11	7	11	8
To improve hunting opportunities	5	3	2	2	2	5
To improve scenic and recreational opportunities	5	5	9	1	1	5
Other	30	29	25	29	38	21

*Why were trees harvested or removed? (Q15b)*



### Proportion Who Have Collected NTFPs From Woodland

Base: Potential Defector owners of 10-999 acres of woodland.



Non-timber forest products are products other than logs, pulpwood, firewood, posts, or poles that are collected from woodland. Non-timber forest products include edibles... medicinal and dietary supplements... decorative, floral, or craft products... items of cultural or religious importance... Have non-timber forest products been collected from any of the woodland that you own in [STATE] since you have owned it? (Q16)

Have any of these products been collected in the last 5 years? (Q16c)



**Additional Activities on Woodland**

*Base: Owners of 10-999 acres of woodland.*

	<u>Total</u> %	<u>Potential Defectors</u>				
		<u>Total</u> %	<u>Retreat</u> %	<u>Income</u> %	<u>Ready to</u> <u>Sell?</u> %	<u>Working</u> <u>the Land</u> %
Recreation or hunting by me, my family, or friends	54	52	55	64	40	60
Posted land to restrict public access	40	42	43	42	36	35
Built or performed maintenance on roads or rails	26	22	23	26	14	27
Planted trees	22	19	19	13	14	31
Reduced fire hazard	16	16	16	16	12	18
Wildlife habitat/fisheries improvement projects	13	10	8	9	10	14
Recreation or hunting by the general public with my permission	11	10	9	9	11	15
Applied herbicides, pesticides, or fertilizers	10	8	10	6	7	7
Prepared land for new trees - "site prep"	8	7	4	8	9	7

*In the last 5 years, have any of the following activities occurred on any of the woodland that you own in [STATE]? (Q18)*



**Plans for Woodland Over the Next 5 Years**

*Base: Owners of 10-999 acres of woodland.*

	<u>Total</u> %	Potential Defectors				
		<u>Total</u> %	<u>Woodland</u> <u>Retreat</u> %	<u>Supp.</u> <u>Income</u> %	<u>Ready to</u> <u>Sell?</u> %	<u>Working</u> <u>the Land</u> %
Minimum activity to maintain woodland	37	38	40	38	32	45
No plans at this time	31	33	35	29	36	18
Harvest firewood	27	28	27	17	21	55
Leave as is - no activity	16	15	14	17	19	10
Give some or all of my woodland to my children/heirs	13	12	14	17	8	13
Harvest sawlogs or pulpwood	12	9	3	18	15	15
Buy more woodland	7	6	7	8	3	8
Collect non-timber forest products	7	7	7	6	3	10
Sell some or all of my woodland	6	6	5	8	8	2
Convert some or all of my woodland to another use	3	4	5	4	2	3
Convert another land use to woodland	2	1	2	1	1	2
Divide all or part of my woodland and sell the subdivisions	2	2	2	1	3	1
Other	4	4	3	6	5	6

*What are your plans for your woodland in [STATE] in the next five years? (Q23)*



**Concerns Regarding Restrictions on Woodland Use (Top 3 Box)**

*Base: Owners of 10-999 acres of woodland.*

	<u>Total</u> %	<u>Potential Defectors</u>				<u>Working the Land</u> %
		<u>Total</u> %	<u>Retreat</u> %	<u>Income</u> %	<u>Ready to Sell?</u> %	
Keeping land intact for my children/heirs	56	53	55	69	38	59
High property taxes	54	50	51	62	38	60
Trespassing or poaching	50	44	47	48	31	52
Misuse of woodland, such as vandalism or dumping	48	43	44	44	37	50
Development of nearby lands	38	37	43	29	24	40
Damage or noise from motorized vehicles	31	27	34	20	15	28
Lawsuits	29	27	25	29	22	43
People stealing my trees	29	25	23	35	21	36
Regulations that restrict harvests	29	28	21	39	28	42
Dealing with endangered species	25	23	27	25	15	25

*Sometimes people are not able to use their woodland as they want. Below are some issues affecting some people's ability to use and enjoy their woodland. Please indicate your level of concern... (Q21)*

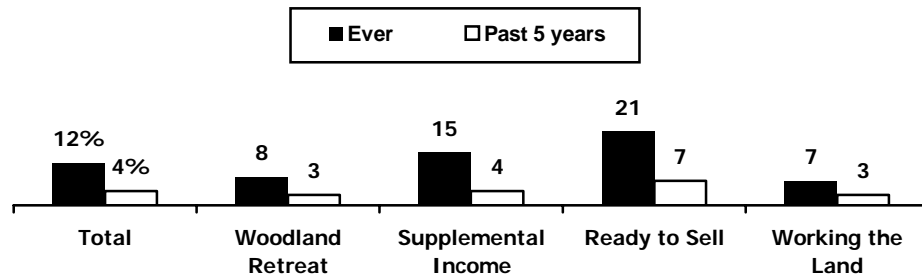


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### Leasing and Collecting Money for Use of Woodland by Others

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Base: Potential Defector owners of 10-999 acres of woodland.



Have you ever leased or collected money (other than from logging) for allowing people to use the woodland that you own in [STATE]? (Q10)

Have you leased or collected money for allowing people to use the woodland that you own in [STATE] in the last 5 years? (Q10)



### Steps Taken to Manage and Conserve Woodland

Base: Owners of 10-999 acres of woodland.

	Total	Potential Defectors				Working the Land
		Total	Woodland Retreat	Supp. Income	Ready to Sell?	
<b>Green Certification</b>						
Have heard of it	17	14	10	13	20	12
Some lands are certified	2	1	1	1	1	0
No lands are certified	98	99	99	99	99	100
Planning to do it	0	1	0	1	0	1
<b>Conservation Easement</b>						
Have one	11	9	6	10	15	4
Do not	89	91	94	90	85	96
Planning to get one	1	1	1	1	2	1
<b>Cost-Share Program</b>						
Ever had one	9	5	3	8	9	5
Never had one	91	95	97	92	91	95
<b>Written Management/Stewardship Plan</b>						
Have one	8	3	1	4	4	1
Do not	92	97	99	96	96	99

Is there a conservation easement on any of the woodland that you own in [STATE]? (Q11)

... Is any or your woodland in [STATE] currently Green Certified (Q12)

Have you ever used a state or federal sponsored cost-share program to help you manage your woodland in [STATE]? (Q13)

Do you have a written management or stewardship plan for any of the woodland that you own in [STATE]? (Q17)



### Top Concerns Regarding Woodland Health (Top 3 Box)

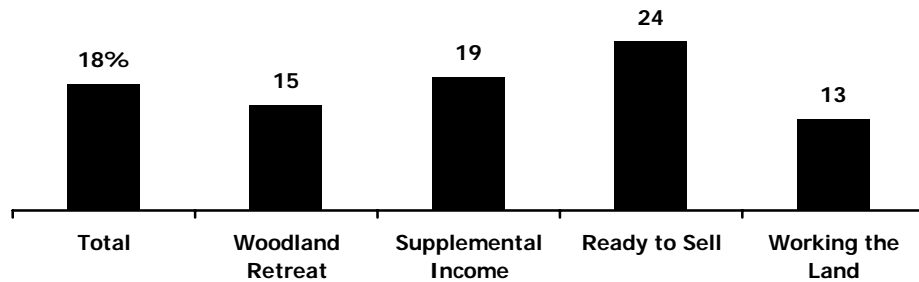
Base: Owners of 10-999 acres of woodland.

	Potential Defectors					
			Woodland	Supp.	Ready to	Working
	<u>Total</u>	<u>Total</u>	<u>Retreat</u>	<u>Income</u>	<u>Sell?</u>	<u>the Land</u>
	%	%	%	%	%	%
Insects or plant diseases	55	46	42	57	44	53
Fire	53	50	48	55	49	50
Air and water pollution	43	40	46	43	25	42
Wind and ice storms	39	34	31	46	29	41
Undesirable plants	33	31	35	34	19	38
Lack of new trees	25	22	22	23	15	28
Wild animals, such as deer	18	15	13	20	13	24
Domestic animals, such as cattle	10	9	9	10	7	18

There are many things that can affect the health of woodlands. Below are issues that are affecting the health of some woodland. Please indicate your level of concern... (Q22)

### Proportion Who Have Received Advice or Information About Woodlands in Past 5 Years

Base: Potential Defector owners of 10-999 acres of woodland.



In the last 5 years, have you received advice or information about the woodland that you own in [STATE]? (Q19)




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### Sources of Advice/Information Regarding Woodlands in Past 5 Years

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*Base: Have sought advice/information in past 5 years.*

	<u>Total</u> %	<u>Potential Defectors</u>				
		<u>Total</u> %	<u>Retreat</u> %	<u>Income</u> %	<u>Ready to</u> <u>Sell?</u> %	<u>Working</u> <u>the Land</u> %
Forest Management Division forester	10	7	7	6	10	4
Private consultant, such as a forester or wildlife biologist	7	3	2	4	5	1
Natural Resource Conservation Service, Soil and Water Conservation District, or Farm Service Agency employee	4	3	3	2	3	6
Logging contractor	4	3	2	6	3	2
Other forest landowner, neighbor, or friend	4	2	3	2	3	2
Extension forester or other university employee	4	2	2	2	3	1
Forester from a company that produces forest products	2	1	0	3	2	1
Other state employee	1	1	1	0	1	1
Employee of a non-profit group	0	0	1	1	0	0
Don't remember	1	1	0	2	1	0
Other	1	1	0	0	1	1

*Who did you get the advice or information from? (Q19)*



**“Useful” Information Sources for Woodland Management (Top 3 Box)**

*Base: Owners of 10-999 acres of woodland.*

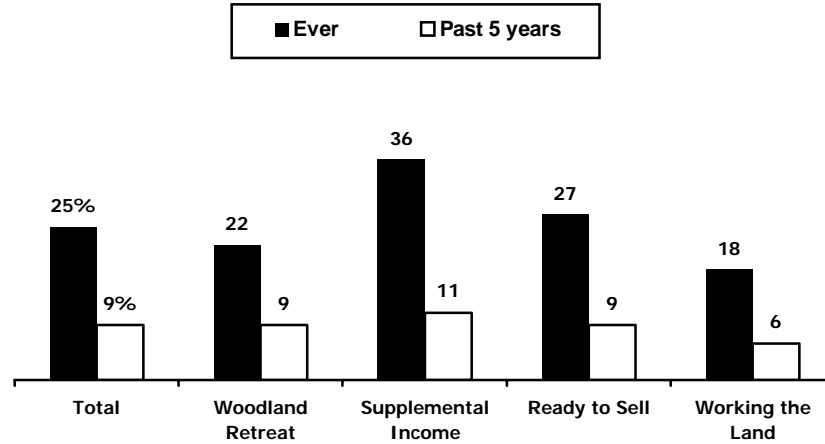
	<u>Total</u> %	<u>Potential Defectors</u>				
		<u>Total</u> %	<u>Retreat</u> %	<u>Income</u> %	<u>Ready to</u> <u>Sell?</u> %	<u>Working</u> <u>the Land</u> %
Publications, books, or pamphlets	43	38	41	37	31	40
Talking with a forester or other natural resource professional	42	34	33	36	33	42
Newsletter, magazines, or newspapers	37	32	33	37	24	38
Video tapes for home viewing	25	22	21	18	20	30
Talking with other woodland owners	24	18	16	24	15	23
Internet/Web	23	21	24	19	19	16
Television or radio programs	21	18	19	19	13	19
Visiting other woodlands or field trips	18	14	13	16	12	19
Conferences, workshops, or video conferences	13	10	10	10	9	15
Talking with a logging contractor	12	9	6	16	10	11
Membership in a land owner organization	9	7	6	8	8	4

*There are many different ways to learn about managing woodlands – what to do and how to do it. How useful would the following ways of learning about managing your woodlands be for you? (Q20)*



### Proportion Who Have Sold or Given Away Woodland

Base: Potential Defector owners of 10-999 acres of woodland.



How many times have you sold or given away woodland in [STATE]? (Q4a)

Have you sold or given away woodland in [STATE] in the last 5 years? (Q4c)

### Recipients of Sold or Donated Woodland

Base: Owners of 10-999 acres of woodland.

	Potential Defectors					
	Total	Total	Woodland Retreat	Supp. Income	Ready to Sell?	Working the Land
	%	%	%	%	%	%
Other individual(s)	12	12	12	18	12	11
My children or other family members	8	8	7	12	8	6
A forestry company	2	1	0	2	1	0
Land investor/developer	1	1	1	1	2	0
Transferred.Recent.1	11	9	9	11	9	6

Who got the woodland you sold or gave away? (Q4b)



**Top Personal Interests/Activities Among Family Forest Owners**

*Base: Owners of 10-999 acres of woodland.*

	<u>Total</u>	<u>Potential Defectors</u>				<u>Working</u>
		<u>Total</u>	<u>Woodland</u>	<u>Supp.</u>	<u>Ready to</u>	
	<u>%</u>	<u>%</u>	<u>Retreat</u>	<u>Income</u>	<u>Sell?</u>	<u>the Land</u>
			<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Reading (general)	62	62	63	54	65	61
Home improvement	59	60	60	54	59	64
Cooking/food	56	56	57	47	54	57
Reading magazines	55	57	57	47	59	57
Gardening	53	53	54	51	52	56
Home furnishings/decorating	50	50	49	38	50	49
Electronics/computers	48	50	51	42	49	55
Cooking/gourmet	48	48	46	39	50	50
Crafts	46	48	51	41	48	51
Travel	45	47	49	37	46	50
Health/medical	44	44	43	37	45	46
Stereo/video	41	43	45	41	37	52
Outdoors	39	41	42	37	37	53
Consumer electronics	39	40	44	36	36	43
Fashion	39	39	37	31	41	43
Natural foods	38	38	35	30	41	42

*Source: Acxiom LifeTraits segmentation*



**Most Common Personix Segments Among the Family Forest Owner Population**

*Base: Owners of 10-999 acres of woodland.*

	<u>Total</u>	<u>Potential Defectors</u>				<u>Working</u>
		<u>Total</u>	<u>Woodland</u>	<u>Supp.</u>	<u>Ready to</u>	
	<u>%</u>	<u>%</u>	<u>Retreat</u>	<u>Income</u>	<u>Sell?</u>	<u>the Land</u>
			<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
The Greatest Generation	12	14	16	9	14	16
Country Comfort	5	6	6	5	5	9
Farmland Families	5	5	5	3	4	7
Country Ways	5	5	5	11	3	4
The Great Outdoors	5	5	7	8	2	5
Raisin' Grandkids	5	5	4	2	7	3
Rural Antiques	5	4	2	6	6	3
Platinum Oldies	4	4	5	6	3	5
Still Trucking	4	4	4	1	5	3
Rural Parents	3	3	2	2	6	1
Sitting Pretty	3	2	3	1	0	2
Leveraged Lifestyles	3	3	1	8	6	2
Established Elites	3	2	1	1	1	4
Full Steaming	3	3	2	7	1	4

*Source: Axiom Personix segmentation*