



Size of Land Holdings



Understanding the segments

Definition and size of segments

In order to better understand differences between and similarities among family forest owners by how much forest they own, owners were segmented into the following:

- 10-49 acres (72%), by far the largest segment. These owners together own about one in three acres (35%).
- 50-99 acres (15% of owners) – 23% of total acreage
- 100-499 acres (12%) – 37% of total acreage
- 500-999 acres (1%) — 5% of total acreage

Generally speaking, each of these groups matches the overall demographic and attitudinal profile of the general population of family forest owners. Moreover, the largest group — 10-49 acre owners, comprise most of the owners, and therefore more or less define the population. However, there are some interesting differences that may prove useful in a social marketing campaign.

Acquisition and tenure of forest

Irrespective of land size, family forest owners are most likely to say they acquired some or all of their forest through purchase (78% total). The larger the plot, however, the more likely they are to have inherited some of their lands — e.g., 26% who own 10-49 acres; 54% who own 500-999 acres.

Length of ownership also is clearly correlated to plot size — larger plots have had the same owner for the longest period of time, on average. For example, 42% who own 10-49 acres have owned the land for 25-plus years, compared to 62% who own 500-999 acres. This is perhaps not surprising, as owners of large plots tend to be older on average (see below).

For owners of larger plots, then, messages that appeal to legacy, continuity, and tradition may be especially effective.



Proximity to residence

Owners of smaller plots tend to have their primary residence on or within a mile of their forest (70% who own 10-49 acres), whereas only half of those who own 500-999 acres do (53%). In contrast owners of 500-999 acres are more than twice as likely as 10-49 acre owners to have a secondary residence on or near their land (24% versus 10%, respectively).

Since most owners — i.e., owners of 10-49 acres — live on or near their forest, campaign efforts should emphasize that better stewardship may result in a better day-to-day quality of life for owners. This will also likely appeal to the half of 500-999 acre owners who live on or near their land as well.

Demography

Across segments, the majority are male, most likely to be age 55 or older, unlikely to have a college degree, and report slightly above annual household incomes on average.

However, plot size clearly correlates with demography in a number of ways — the more land owners have, the older, more educated, and higher income they tend to be. For example:

- Age: 40% who own 10-49 acres are 65 or older; 49% who own 500-999 acres are 65 or older
- Education: 28% who own 10-49 acres have at least a college degree; 54% who own 500-999 acres do
- Income: 14% of 10-49 acre owners report incomes of at least \$100,000; 32% who own 500-999 acres do as well

Reasons for harvesting or removing trees

In all segments, over half the owners have at some time harvested or removed trees from their family forest, three in ten have done so in the past 5 years, and one in five used a professional forester for their most recent harvest.

Owners of larger plots are far more likely to have harvested or removed trees than owners of smaller plots (e.g., : 86% who own 500-999 acres versus 55% who own 10-49 acres), to have done so recently, and to have used a professional forester. Across regions, top reasons for harvesting/removing trees are fairly similar — trees were mature, to remove trees caused by a natural catastrophe, to improve quality of remaining trees, and because owners needed the wood for their own use — though none of these reasons are cited by a majority of owners.



Among owners of 500 or more acres, however, tree maturity (62%) is cited by a majority, and “to achieve objectives of my management plan” is considered important by nearly half (47% compared to 17% of the total).

Steps taken to manage lands

The incidence of those with green certification, conservation easements, cost-share programs, and even written management/stewardship plans is quite low, irrespective of plot size.

Low participation may reflect the desires and attitudes of the forest owners, but it may also be caused by less than optimal efforts at outreach by program administrators (e.g., only 24% in total have received advice or information about their forest in the past 5 years). Funding may also be an issue. Messaging should therefore seek to better educate owners regarding the advantages of taking these steps.

Findings with implications for messaging

Reasons for owning forest

“Important” reasons for owning forest vary somewhat by amount of land owned, but half or more owners of *all* plot sizes agree the following “non-commercial” reasons are important:

- To enjoy beauty or scenery (71% overall)
- For privacy (64%)
- Part of my home/vacation home (63%)
- To pass land on to my children/heirs (62%)
- To protect nature and biologic diversity (57%)

These reasons are more commonly cited by owners of smaller properties than owners of larger properties. In fact, larger property owners are more likely to mention monetary considerations. For example, 500-999 acre owners say:

- For land investment (63% versus 41% of 10-49 acre owners)
- For production of sawlogs, pulpwood, or other timber products (58% versus 14%, respectively)

These findings have implications for communications efforts: We know family forest owners own land for beauty, privacy, legacy, etc. purposes, and therefore these are the important “buttons” to push in outreach efforts to all owners, *including* those



who own the land to harvest or for investment purposes (particularly those with large plots); e.g., “maintaining your land’s beauty, health, value to heirs, and commercial worth will all be achieved with sound, sustainable land management practices.”

Concerns regarding restriction on forest use

Over half of owners, in all regions except the Mountain states, say they are concerned they will be restricted or unable to keep their land intact for their children/heirs (56%). This is particularly true among 500-999 acre owners, who are older and particularly likely to have themselves inherited their land (66%). Other top concerns include high property taxes (54%), trespassing/poaching (50%), and misuse of land/vandalism (48%).

These concerns tend to be fairly common across land size, with the exception that owners of 500-999 acres are more likely than owners of smaller plots to be concerned about regulations that restrict harvests (42%). This is what one might expect of the segment most likely to harvest their trees.

Sources of information

Only about one in four family forest owners (24%) have received advice or information about their forest in the past 5 years. However, this varies considerably by plot size — e.g., while 59% of 500-999 acre owners have received advice, only 20% of 10-49 acre owners have.

Messaging efforts, therefore need to focus on smaller plot owners when trying to encourage them to seek advice.

Though there seems to be no prevalent source of forest management information for 10-49 acre family forest owners, state foresters reach more than any other source (8%). But this is still extremely low. However, a larger proportion of small plot owners — 38% — say “talking with a forester or other natural resource professional” *would be* a useful way to learn about managing their forests. These owners also express interest in learning through publications/books/pamphlets (42%), which is a promising avenue for a social marketing campaign.

The landowners of larger parcels are more likely to indicate that personal contact of all forms is the most useful source of information for them (professionals, landowners, associations). For example, 62% of the largest plot owners say “talking with a forester etc” would be useful, far higher percentage than any other segment.



Size of the Segments

Base: Owners of 10-999 acres of woodland.



How many acres of woodland do you own in the following regions of [STATE]? (Q2)



Owner Demography

Base: Owners of 10-999 acres of woodland.

	Woodland Acreage				
	Total	10-49	50-99	100-499	500-999
	%	%	%	%	%
Sex					
Unweighted base	7025	2186	1532	2754	553
Men	84	83	86	86	84
Women	16	17	14	14	16
Age					
Unweighted base	6267	1919	1344	2501	503
<25	0	0	0	0	0
25-34	1	1	1	1	2
35-44	8	9	8	6	4
45-54	22	23	20	17	18
55-64	27	26	29	29	28
65-74	23	23	24	25	23
75+	18	17	18	22	26
Education					
Unweighted base	7637	2417	1667	2962	591
Less than 12th grade	11	11	11	8	6
High school graduate or GED	29	29	30	25	18
Some college	20	21	18	17	16
Associate or technical degree	10	10	10	8	7
Bachelors degree	17	16	19	23	32
Graduate degree	13	12	13	18	22
Employment					
Unweighted base	6690	2134	1456	2613	487
Not retired	46	46	48	46	49
Retired	54	54	52	54	51

Continues...



Owner Demography (Cont'd.)

Base: Owners of 10-999 acres of woodland.

	<u>Total</u>	<u>Woodland Acreage</u>			
		<u>10-49</u>	<u>50-99</u>	<u>100-499</u>	<u>500-999</u>
	%	%	%	%	%
Annual Household Income					
Unweighted base	5461	1658	1190	2177	436
<\$25,000	18	19	18	13	8
\$25,000 - \$49,000	32	33	34	29	26
\$50,000 - \$99,000	34	34	31	36	34
\$100,000 - \$199,999	12	11	13	15	17
\$200,000+	3	3	3	7	15
Race/Ethnicity					
Unweighted base	6458	1973	1395	2565	525
White	93	93	94	95	94
Indian	2	3	2	2	1
Black	1	1	1	1	0
Asian	1	1	0	0	1
Hispanic	1	1	0	1	0
Hawaiian	0	0	0	0	0
Other	1	1	0	1	1
Disabilities					
Unweighted base	6114	1867	1324	2431	492
Limited mobility	19	19	18	20	19
Blind	9	9	9	9	6



Length of Ownership

Base: Owners of 10-999 acres of woodland.

	Woodland Acreage				
	<u>Total</u>	<u>10-49</u>	<u>50-99</u>	<u>100-499</u>	<u>500-999</u>
Unweighted base	5500	1717	1187	2158	438
	%	%	%	%	%
0-9 years	18	21	14	13	10
10-24 years	36	37	34	34	28
25-49 years	38	36	44	41	47
50+ years	7	6	8	12	15

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.

	Woodland Acreage				
	<u>Total</u>	<u>10-49</u>	<u>50-99</u>	<u>100-499</u>	<u>500-999</u>
Unweighted base	7860	2479	1738	3037	606
	%	%	%	%	%
Primary residence	68	70	64	57	53
Farm/ranch	38	36	42	46	51
Secondary residence	13	10	18	21	24

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.

	Woodland Acreage				
	<u>Total</u>	<u>10-49</u>	<u>50-99</u>	<u>100-499</u>	<u>500-999</u>
Unweighted base	6480	1978	1396	2578	528
	%	%	%	%	%
Bought the land	78	79	75	75	74
Inherited the land	29	26	32	37	54
Received the land as a gift	4	4	3	6	7

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

From Whom Received Woodland

Base: Owners of 10-999 acres of woodland.

	Woodland Acreage				
	<u>Total</u>	<u>10-49</u>	<u>50-99</u>	<u>100-499</u>	<u>500-999</u>
Unweighted base	6354	1934	1373	2525	522
	%	%	%	%	%
Other individuals	56	56	55	56	58
My parents, spouse, or other family members	45	42	50	55	64
Land investor/developer	4	5	2	3	3
A forestry company	1	0	1	2	4

From who did you get your woodland? (Q3b)



Key Decision Makers for Woodland Usage

Base: Owners of 10-999 acres of woodland.

	Woodland Acreage				
	<u>Total</u>	<u>10-49</u>	<u>50-99</u>	<u>100-499</u>	<u>500-999</u>
Unweighted base	7906	2499	1739	3059	609
	%	%	%	%	%
Me and/or my spouse	91	92	89	87	84
My children, parents, or other relatives	9	8	11	14	18
My land manager or forester	4	2	6	9	18
My business partner	1	1	2	3	3
My logging contractor	1	1	2	2	4
Other	9	9	9	12	13

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.

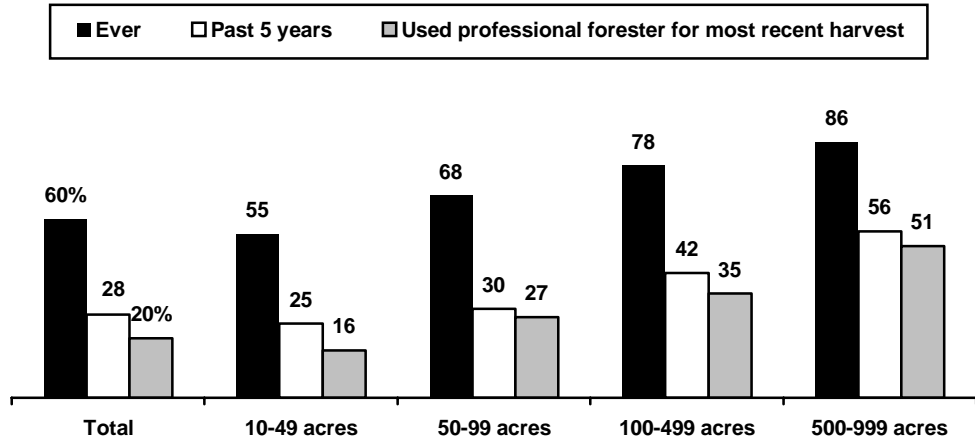
	Woodland Acreage				
	<u>Total</u>	<u>10-49</u>	<u>50-99</u>	<u>100-499</u>	<u>500-999</u>
Unweighted base	7593	2371	1694	2947	581
	%	%	%	%	%
To enjoy beauty or scenery	71	72	70	65	61
For privacy	64	66	62	58	50
Part of my home or vacation home	63	66	56	54	54
To pass land on to my children/heirs	62	61	63	65	67
To protect nature and biologic diversity	57	57	59	54	53
Part of my farm or ranch	43	42	44	52	54
For land investment	43	41	45	50	63
For hunting or fishing	39	35	48	51	52
For recreation other than hunting/fishing	36	35	39	38	35
For production of sawlogs, pulpwood or other timber products	20	14	28	38	58
For production of firewood/biofuel (energy)	18	17	22	17	13
For cultivation/collection of NTFP	10	10	12	12	11

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

Base: Owners of 10-999 acres of woodland.



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.

	Woodland Acreage				
	Total	10-49	50-99	100-499	500-999
Unweighted base	7874	2482	1712	3062	618
	%	%	%	%	%
Sawlogs	35	28	46	58	66
Firewood	26	25	28	29	29
Pulpwood	17	13	24	32	48
Veneer logs	8	6	12	16	22
Other	10	9	9	11	12

What types of products were harvested? (Q15a)



Why Trees Were Removed/Harvested

Base: Owners of 10-999 acres of woodland.

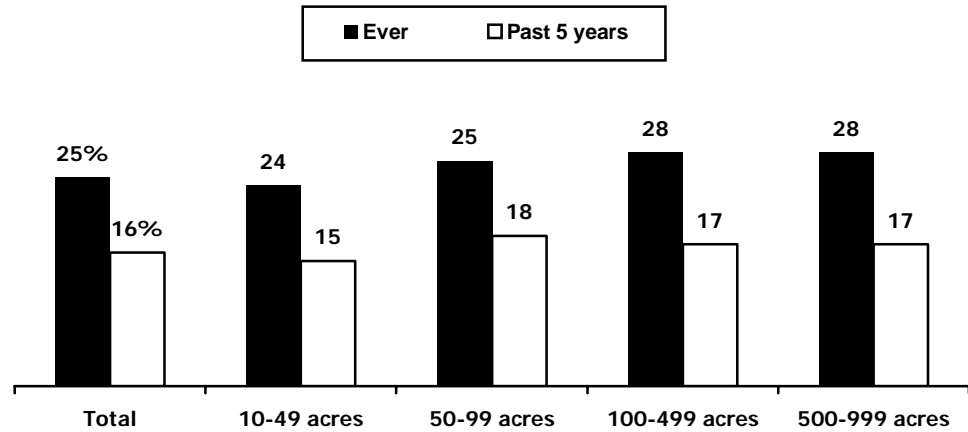
	Woodland Acreage				
	<u>Total</u>	<u>10-49</u>	<u>50-99</u>	<u>100-499</u>	<u>500-999</u>
	%	%	%	%	%
Trees were mature	40	34	49	54	62
To remove trees damaged by a natural catastrophe	36	34	36	41	49
To improve quality of remaining trees	30	30	28	31	35
Needed wood for own use	28	30	25	23	20
Needed the money	19	18	21	23	29
To achieve objectives in my management plan	17	12	22	30	47
Price was right	11	10	13	17	27
To clear land for conversion to another use	10	12	9	8	12
To improve hunting opportunities	5	4	6	9	12
To improve scenic and recreational opportunities	5	6	5	4	7
Other	30	30	29	31	27

Why were trees harvested or removed? (Q15b)



Proportion Who Have Collected NTFPs From Woodland

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)

Types of NTFPs Collected

Base: Owners of 10-999 acres of woodland.

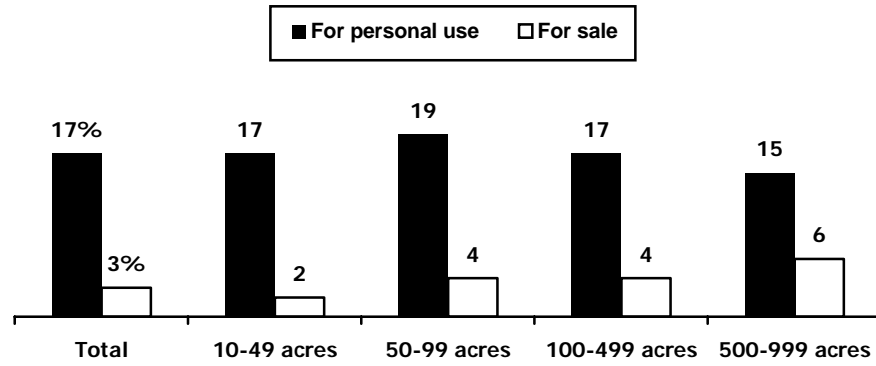
	Woodland Acreage				
	Total	10-49	50-99	100-499	500-999
Unweighted base	6142	1866	1339	2440	497
	%	%	%	%	%
Edibles	13	12	16	12	12
Decorative, floral, or craft products	8	8	10	8	8
Medicinal and dietary supplements	3	2	4	3	4
Items of cultural or religious importance	1	1	0	1	1
Other	10	10	10	12	12

What types of products were collected? (Q16)



Reason Why NTFPs Were Collected

Base: Owners of 10-999 acres of woodland.



Why were these products collected? (Q16b)



Additional Activities on Woodland

Base: Owners of 10-999 acres of woodland.

	Woodland Acreage				
	<u>Total</u>	<u>10-49</u>	<u>50-99</u>	<u>100-499</u>	<u>500-999</u>
Unweighted base	7569	2360	1649	2958	602
	%	%	%	%	%
Recreation or hunting by me, my family, or friends	54	51	60	63	68
Posted land to restrict public access	40	37	40	55	64
Built or performed maintenance on roads or trails	26	21	32	39	55
Planted trees	22	21	22	26	42
Reduced fire hazard	16	16	16	21	34
Wildlife habitat/fisheries improvement projects	13	11	16	23	31
Recreation or hunting by the general public with my permission	11	10	12	16	21
Applied herbicides, pesticides, or fertilizers	10	10	10	13	28
Prepared land for new trees - "site prep"	8	7	10	14	25

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.

	Woodland Acreage				
	<u>Total</u>	<u>10-49</u>	<u>50-99</u>	<u>100-499</u>	<u>500-999</u>
Unweighted base	7928	2501	1740	3071	616
	%	%	%	%	%
Minimum activity to maintain woodland	37	36	38	42	40
No plans at this time	31	33	27	23	18
Harvest firewood	27	26	31	28	24
Leave as is - no activity	16	17	16	11	10
Give some or all of my woodland to my children/heirs	13	13	15	15	25
Harvest sawlogs or pulpwood	12	9	18	25	40
Buy more woodland	7	6	8	11	15
Collect non-timber forest products	7	6	9	8	7
Sell some or all of my woodland	6	6	5	8	9
Convert some or all of my woodland to another use	3	3	3	4	4
Convert another land use to woodland	2	2	2	3	3
Divide all or part of my woodland and sell the subdivisions	2	2	1	2	3
Other	4	4	3	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.

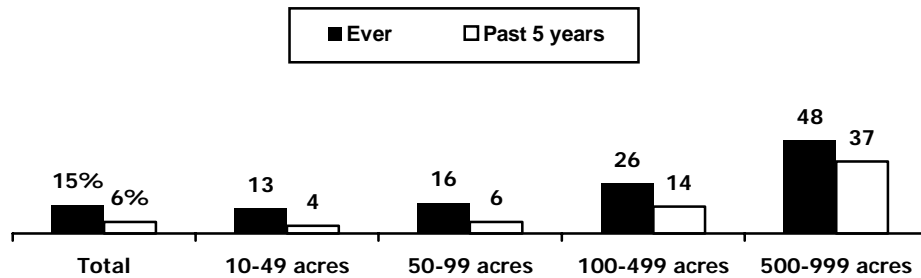
	Woodland Acreage				
	<u>Total</u>	<u>10-49</u>	<u>50-99</u>	<u>100-499</u>	<u>500-999</u>
Unweighted base	6104	1848	1339	2421	496
	%	%	%	%	%
Keeping land intact for my children/heirs	56	55	59	62	66
High property taxes	54	53	55	56	60
Trespassing or poaching	50	48	55	56	58
Misuse of woodland, such as vandalism or dumping	48	46	52	52	47
Development of nearby lands	38	39	38	33	33
Damage or noise from motorized vehicles	31	32	29	27	22
Lawsuits	29	27	33	34	37
People stealing my trees	29	27	33	31	29
Regulations that restrict harvests	29	27	33	33	42
Dealing with endangered species	25	24	25	27	33

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)



Leasing and Collecting Money for Use of Woodland by Others

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)

Use of Woodland by Others

Base: Owners of 10-999 acres of woodland.

	Woodland Acreage				
	Total	10-49	50-99	100-499	500-999
Unweighted base	7688	2431	1680	2979	598
	%	%	%	%	%
Hunting	4	2	5	11	31
To graze/pasture livestock	3	2	4	5	16
Timber production	1	1	1	2	4
Recreation (other than hunting)	1	1	1	2	5
To cultivate/collect non-forest timber products	1	1	1	2	4

What did they use it for? (Q10a)



Steps Taken to Manage and Conserve Woodland

Base: Owners of 10-999 acres of woodland.

	Woodland Acreage				
	Total	10-49	50-99	100-499	500-999
Green Certification					
Unweighted base	7616	2414	1683	2938	581
Have heard of it	17	15	19	24	35
Some lands are certified	2	1	3	4	7
No lands are certified	98	99	97	96	93
Planning to do it	0	0	1	1	2
Conservation Easement					
Unweighted base	7677	2427	1687	2969	594
Have one	11	10	13	16	19
Do not	89	90	87	84	81
Planning to get one	1	1	1	3	4
Cost-Share Program					
Unweighted base	7608	2400	1675	2946	587
Ever had one	9	6	13	22	40
Never had one	91	94	87	78	60
Written Management/Stewardship Plan					
Unweighted base	7675	2430	1684	2965	596
Have one	8	5	11	17	34
Do not	92	95	89	83	66

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)

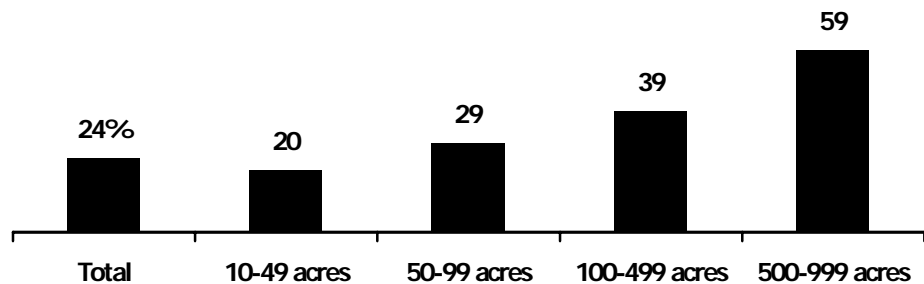
Base: Owners of 10-999 acres of woodland.

	Woodland Acreage				
	Total	10-49	50-99	100-499	500-999
Unweighted base	6033	1835	1313	2387	498
	%	%	%	%	%
Insects or plant diseases	55	52	59	61	73
Fire	53	53	53	57	68
Air and water pollution	43	44	44	37	32
Wind and ice storms	39	39	40	39	42
Undesirable plants	33	34	33	33	37
Lack of new trees	25	25	26	20	18
Wild animals, such as deer	18	17	18	17	16
Domestic animals, such as cattle	10	10	11	9	8

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.

	Woodland Acreage				
	Total	10-49	50-99	100-499	500-999
Unweighted base	7875	2484	1726	3046	619
	%	%	%	%	%
Forest Management Division forester	10	8	13	19	33
Private consultant, such as a forester or wildlife biologist	7	5	10	16	30
Natural Resource Conservation Service, Soil and Water Conservation District, or Farm Service Agency employee	4	4	5	7	17
Logging contractor	4	3	6	6	12
Other forest landowner, neighbor, or friend	4	3	5	7	13
Extension forester or other university employee	4	3	5	6	12
Forester from a company that produces forest products	2	2	3	6	13
Other state employee	1	1	1	2	4
Employee of a non-profit group	0	0	0	1	1
Other	1	1	1	1	0
Don't remember	1	1	0	1	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.

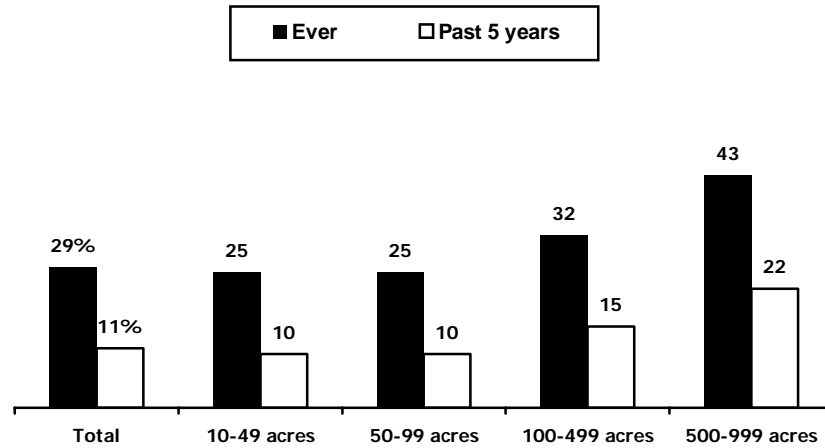
	Woodland Acreage				
	<u>Total</u>	<u>10-49</u>	<u>50-99</u>	<u>100-499</u>	<u>500-999</u>
Unweighted base	5902	1809	1270	2342	481
	%	%	%	%	%
Publications, books, or pamphlets	43	42	45	47	47
Talking with a forester or other natural resource professional	42	38	48	53	62
Newsletter, magazines, or newspapers	37	35	39	40	45
Video tapes for home viewing	25	24	27	27	27
Talking with other woodland owners	24	22	29	32	40
Internet/Web	23	23	20	22	21
Television or radio programs	21	21	20	21	23
Visiting other woodlands or field trips	18	16	21	24	30
Conferences, workshops, or video conferences	13	12	15	17	20
Talking with a logging contractor	12	10	15	18	20
Membership in a land owner organization	9	8	11	16	24

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.

	Woodland Acreage				
	Total	10-49	50-99	100-499	500-999
Unweighted base	6399	1956	1383	2539	521
	%	%	%	%	%
Other individual(s)	12	11	12	18	25
My children or other family members	8	9	7	8	9
A forestry company	2	1	2	3	3
Land investor/developer	1	1	1	3	2

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.

	Woodland Acreage				
	Total	10-49	50-99	100-499	500-999
Unweighted base	6263	1892	1361	2497	513
	%	%	%	%	%
Reading (general)	62	62	62	59	53
Home improvement	59	60	60	56	50
Cooking/food	56	56	56	53	46
Reading magazines	55	56	57	54	49
Gardening	53	53	55	50	47
Home furnishings/decorating	50	50	51	48	45
Electronics/computers	48	48	48	48	39
Cooking/gourmet	48	48	48	46	42
Crafts	46	46	50	43	43
Travel	45	46	43	41	36
Health/medical	44	45	43	41	34
Stereo/video	41	42	41	39	27
Consumer electronics	39	40	36	36	26
Outdoors	39	40	39	37	26
Fashion	39	39	38	38	33
Natural foods	38	39	36	36	31

Source: Acxiom LifeTraits segmentation



Most Common Personix Segments Among the Family Forest Owner Population

Base: Owners of 10-999 acres of woodland.

	Woodland Acreage				
	<u>Total</u>	<u>10-49</u>	<u>50-99</u>	<u>100-499</u>	<u>500-999</u>
Unweighted base	5726	1748	1244	2277	457
	%	%	%	%	%
The Greatest Generation	12	11	13	14	12
Country Comfort	5	6	5	5	4
Farmland Families	5	6	5	5	4
Country Ways	5	6	4	5	4
The Great Outdoors	5	5	5	5	4
Raisin' Grandkids	5	5	5	4	6
Rural Antiques	5	4	7	5	7
Platinum Oldies	4	4	6	5	4
Still Trucking	4	3	4	6	7
Rural Parents	3	3	4	3	4
Sitting Pretty	3	3	3	2	2
Leveraged Lifestyles	3	3	2	3	4
Established Elites	3	3	2	2	1
Full Steaming	3	3	1	3	3

Source: Acxiom Personix segmentation