



Attitudes and Behaviors Regarding Timber Harvesting



Understanding the segments

Definition and size of segments

In order to better understand who harvests timber on their land and why, the survey sample was divided into two broad types of forest owners:

1. Owners who have ever harvested veneer logs, sawlogs, and/or pulpwood (Harvesters). Slightly less than half of family forest owners comprise this group (44%) and together own 122 million acres (59%).
2. Owners who have *never* harvested veneer logs, sawlogs, and/or pulpwood. Over half of owners fall into this category (56%), which represents 84 million acres (41%).

Generally speaking, each of these groups matches the overall demographic and attitudinal profile of the general population of family forest owners. However, there are some interesting differences that may prove useful in a social marketing campaign

Size of holdings

Harvesters tend to own bigger plots of land than non-harvesters (i.e., 20% of harvesters own 100-plus acres versus just 7% of non-harvesters), indicating, as expected, that owners of larger plots are more likely to manage their land for timber or at least sell timber from time to time. Still, it is worth noting that the majority of 10-49 acre plot owners (55%) harvest some form of timber (including firewood) from their land.

Non-harvesters who plan to harvest in the future, however, own land plots similar in size to harvesters (15% own 100 or more acres), suggesting they acquired the land with commercial use in mind, at least to some extent, even if they have not acted on it yet.

Demography

In general, the segments are fairly similar demographically. 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.

Given that people who say they have no plans to harvest are those who are most likely to conduct a harvest without the proper planning — often to quickly raise funds



— it is worth focusing here on non-harvesters who say they have no plans to harvest timber in the next 5 years: Over half are retired (54%), one in three are age 65 and older (36%), and two in three do not have a college degree (67%). [Income is no different than any other segment.] This group may be the most susceptible to harvesting timber “on the fly,” simply for the money and without adequate planning. This group should therefore not be ignored in any outreach campaign.

Reasons for harvesting or removing trees

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.

Harvesters are most likely to say they have removed trees from their woodland because the “trees were mature” (59%), possibly indicating they are following a harvesting plan, although it may just be that they were told by a logger that the trees were mature. However, a fairly high number — 29% — say they removed trees because they “needed the money,” perhaps raising a red flag that some owners may be cutting heavier than would be considered sustainable because of financial urgency.

Steps taken to manage lands

Though harvesters are somewhat more likely to have taken concrete steps to manage and conserve their forest, a key finding from the survey is that, across segments, the incidence of those with green certification, conservation easements, cost-share programs, and even written management/stewardship plans is quite low. This may reflect the desires and attitudes of the forest owners.

But low participation 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; only 31% of harvesters have). Funding may also be an issue. Messaging should therefore seek to better educate owners regarding the advantages of taking these steps.

The longer people own their land, the more likely they are to harvest or remove timber. Whereas the majority of harvesters (58%) have owned their land for at least 25 years, only one in three non-harvesters (35%) have owned their land for as long.



Findings with implications for messaging

Reasons for owning forest

Even among harvesters and non-harvesters planning to harvest, only a minority say the “production of sawlogs, pulpwood, or other timber products” is an important reason they own their forest (33% and 42%, respectively). Rather, across segments, when asked to name “important” reasons for owning their forest, only non-commercial reasons are cited by majorities of owners:

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

Also worth noting is the fact that a majority of owners say they use the land for recreation or hunting for themselves, family or friends (54%). No other activity is cited by the majority of owners.

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* harvesters; e.g., “maintaining your land’s beauty, health, value to heirs, and commercial worth will all be achieved with sound, sustainable land management practices.” This is a VERY important take home message. Traditional approaches have to be adjusted to better meet the expectations/desires of the owners. Landowners may not object to harvesting, but it needs to be presented in the proper light.

Concerns regarding restriction on forest use

Over half of owners 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 harvesters (60%). Relatively few, however, express concern that they will face regulations that restrict harvests (29% in total, 35% of harvesters).

Again, the implication here is that owners — harvesters and would-be harvesters alike — are more concerned about legacy issues than harvesting, so this theme



should be stressed in communications efforts. This is particularly germane since 23% of owners are between 65 and 74 years of age and an additional 18% are over 75. Indications are that broad-scale intergenerational shifts are likely to happen soon.

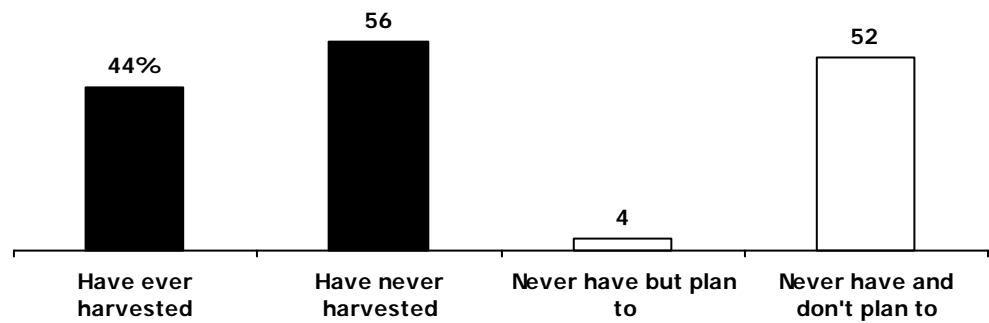
Sources of information

Though there seems to be no prevalent source of forest management information for family forest owners, state foresters reach more owners than any other source (10%). But this is still extremely low. Moreover, owners are most likely to say "talking with a forester or other natural resource professional" would be a useful way to learn about managing their forests (42% overall; 66% of non-harvesters planning to harvest). Owners also express interest in learning through publications/books/pamphlets (43%), which is a promising avenue for a social marketing campaign. It is interesting that those planning to harvest are more likely than all others to say that most sources of information would be useful.



Size of the Segments

Base: Owners of 10-999 acres of woodland.



Size of Holdings

Base: Owners of 10-999 acres of woodland.

	Ever Harvested Timber				
	Total	Yes	No		
			Total	Plan to	No Plans
Unweighted base	8081	4381	3099	298	2781
	%	%	%	%	%
10 to 49 acres	72	60	80	60	81
50 to 99	15	20	13	25	12
100 to 499	12	19	7	15	6
500 to 999	1	1	0	0	0

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



Owner Demography

Base: Owners of 10-999 acres of woodland.

	Ever Harvested Timber				
	Total	Yes	No		
			Total	Plan to	No Plans
	%	%	%	%	%
Sex					
Unweighted base	7025	3902	2602	262	2306
Men	84	87	83	91	82
Women	16	13	17	9	18
Age					
Unweighted base	6267	3527	2233	250	1962
<25	0	0	0	0	0
25-34	1	1	1	1	1
35-44	8	7	9	5	9
45-54	22	21	24	32	23
55-64	27	25	31	31	31
65-74	23	26	19	18	20
75+	18	21	15	11	16
Education					
Unweighted base	7637	4177	2926	284	2610
Less than 12th grade	11	11	10	2	11
High school graduate or GED	29	32	26	21	26
Some college	20	19	20	19	20
Associate or technical degree	10	10	10	15	10
Bachelors degree	17	17	18	23	18
Graduate degree	13	12	15	19	15
Employment					
Unweighted base	6690	3667	2524	241	2256
Not retired	46	45	47	53	46
Retired	54	55	53	47	54

Continues...



Owner Demography (Cont'd.)

Base: Owners of 10-999 acres of woodland.

	Ever Harvested Timber				
	Total	Yes	No		
			Total	Plan to	No Plans
	%	%	%	%	%
Annual Household Income					
Unweighted base	5461	3097	1928	228	1684
<\$25,000	18	20	16	7	17
\$25,000 - \$49,000	32	34	31	30	31
\$50,000 - \$99,000	34	32	35	46	34
\$100,000 - \$199,999	12	11	14	12	14
\$200,000+	3	2	4	4	4
Race/Ethnicity					
Unweighted base	6458	3642	2301	261	2018
White	93	94	93	91	93
Indian	2	3	2	7	2
Black	1	2	1	0	1
Hispanic	1	1	1	0	1
Asian	1	0	1	0	1
Hawaiian	0	0	0	0	1
Other	1	1	1	1	1
Disabilities					
Unweighted base	6114	3461	2174	245	1910
Blind	9	10	7	7	7
Limited mobility	19	22	19	13	19



Length of Ownership

Base: Owners of 10-999 acres of woodland.

	<u>Total</u>	<u>Yes</u>	<u>Ever Harvested Timber</u>		
			<u>No</u>		
			<u>Total</u>	<u>Plan to</u>	<u>No Plans</u>
Unweighted base	5500 %	3072 %	1987 %	225 %	1742 %
0-9 years	18	12	24	23	24
10-24 years	36	30	40	35	41
25-49 years	38	48	30	41	30
50+ years	7	10	5	1	5

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.

	<u>Total</u>	<u>Yes</u>	<u>Ever Harvested Timber</u>		
			<u>No</u>		
			<u>Total</u>	<u>Plan to</u>	<u>No Plans</u>
Unweighted base	7860 %	4269 %	3030 %	290 %	2701 %
Primary residence	68	72	65	62	65
Farm/ranch	38	45	34	40	34
Secondary residence	13	12	14	19	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)



How Received Woodland

Base: Owners of 10-999 acres of woodland.

	<u>Total</u>	<u>Yes</u>	<u>Ever Harvested Timber</u>		
			<u>No</u>		
			<u>Total</u>	<u>Plan to</u>	<u>No Plans</u>
Unweighted base	6480 %	3651 %	2301 %	261 %	2015 %
Bought the land	78	78	77	84	77
Received the land as a gift	4	4	5	3	5
Inherited the land	29	32	27	29	27

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

From Whom Received Woodland

Base: Owners of 10-999 acres of woodland.

	<u>Total</u>	<u>Yes</u>	<u>Ever Harvested Timber</u>		
			<u>No</u>		
			<u>Total</u>	<u>Plan to</u>	<u>No Plans</u>
Unweighted base	6354 %	3591 %	2253 %	256 %	1973 %
Other individuals	56	53	59	61	59
My parents, spouse, or other family members	45	51	41	46	41
Land investor/developer	4	4	5	2	5
A forestry company	1	1	0	1	0

From who did you get your woodland? (Q3b)



Key Decision Makers for Woodland Usage

Base: Owners of 10-999 acres of woodland.

	Ever Harvested Timber				
	<u>Total</u>	<u>Yes</u>	<u>No</u>		
			<u>Total</u>	<u>Plan to</u>	<u>No Plans</u>
Unweighted base	7906 %	4294 %	3055 %	292 %	
Me and/or my spouse	91	90	91	91	91
My children, parents, or other relatives	9	11	8	10	8
My land manager or forester	4	6	2	8	2
My business partner	1	2	1	3	1
My logging contractor	1	2	0	1	0
Other	9	11	2	2	2

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.

	Ever Harvested Timber				
	<u>Total</u>	<u>Yes</u>	<u>No</u>		
			<u>Total</u>	<u>Plan to</u>	<u>No Plans</u>
Unweighted base	7593	4116	2942	283	2623
	%	%	%	%	%
To enjoy beauty or scenery	71	65	74	70	75
For privacy	64	61	67	64	67
To pass land on to my children/heirs	62	63	62	63	62
Part of my home or vacation home	63	60	64	63	64
To protect nature and biologic diversity	57	51	60	58	60
For hunting or fishing	39	42	37	45	36
For land investment	43	45	40	60	39
Part of my farm or ranch	43	47	42	46	41
For recreation other than hunting/fishing	36	33	36	42	36
For production of sawlogs, pulpwood or other timber products	20	33	11	42	8
For production of firewood/biofuel (energy)	18	23	14	22	14
For cultivation/collection of NTFP	10	12	9	13	9

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



Types of Products Harvested

Base: Have ever harvested/removed trees from woodland.

	Ever Harvested Timber				
	<u>Total</u>	<u>Yes</u>	<u>No</u>		
			<u>Total</u>	<u>Plan to</u>	<u>No Plans</u>
	%	%	%	%	%
Unweighted base	7874	4381	3099	298	2761
Sawlogs	35	85	0	0	0
Firewood	26	38	12	8	13
Pulpwood	17	42	0	0	0
Veneer logs	8	25	0	0	0
Other	10	10	3	2	3

What types of products were harvested? (Q15a)

Why Trees Were Removed/Harvested

Base: Have ever harvested/removed trees from woodland.

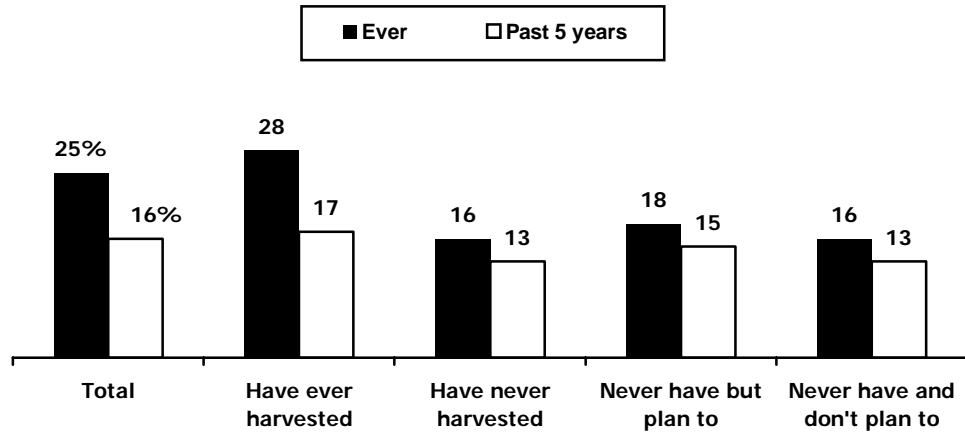
	Ever Harvested Timber				
	<u>Total</u>	<u>Yes</u>	<u>No</u>		
			<u>Total</u>	<u>Plan to</u>	<u>No Plans</u>
	%	%	%	%	%
Trees were mature	40	59	8	46	7
To improve quality of remaining trees	36	44	28	38	28
To remove trees damaged by a natural catastrophe	30	30	39	56	39
Needed wood for own use	28	27	36	55	36
To achieve objectives in my management plan	19	29	2	7	2
Needed the money	17	23	5	11	5
Price was right	11	17	2	6	2
To improve hunting opportunities	10	12	11	14	11
To clear land for conversion to another use	5	6	5	5	5
To improve scenic and recreational opportunities	5	5	6	2	6
Other	30	30	8	5	8

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: Have ever collected NTFP from owned woodland.

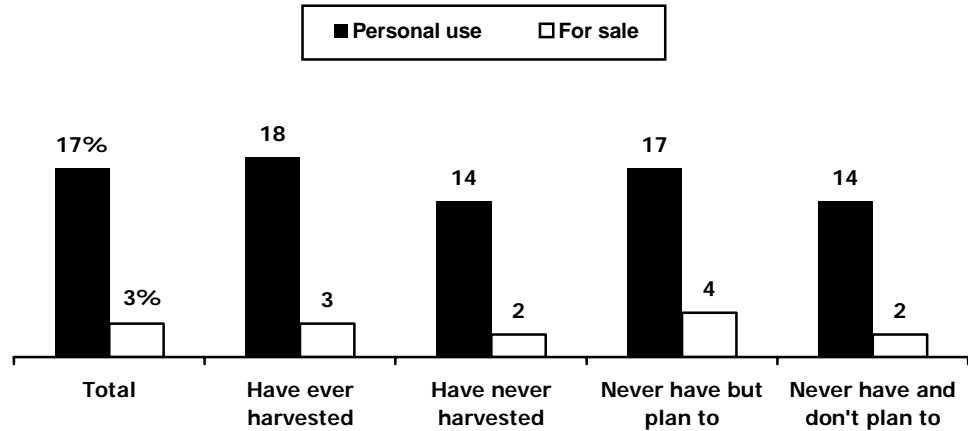
	Ever Harvested Timber				
	Total	Yes	No		
			Total	Plan to	No Plans
Unweighted base	6142	3518	2168	249	1899
	%	%	%	%	%
Edibles	13	12	11	13	11
Decorative, floral, or craft products	8	8	7	8	8
Medicinal and dietary supplements	3	3	2	4	2
Items of cultural or religious importance	1	0	1	0	1
Other	10	12	1	0	1

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.

	Total	Yes	Ever Harvested Timber		
			No		
			Total	Plan to	No Plans
Unweighted base	7569 %	4160 %	2854 %	283 %	2532 %
Recreation or hunting by me, my family, or friends	54	59	51	65	50
Posted land to restrict public access	40	41	40	44	39
Built or performed maintenance on roads or trails	26	28	25	30	25
Planted trees	22	23	22	18	22
Wildlife habitat/fisheries improvement projects	13	16	10	15	10
Reduced fire hazard	16	17	16	17	16
Recreation or hunting by the general public with my permission	11	15	9	18	8
Prepared land for new trees - "site prep"	8	12	5	10	5
Applied herbicides, pesticides, or fertilizers	10	11	10	13	9

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.

	Ever Harvested Timber				
	Total	Yes	No		
			Total	Plan to	No Plans
Unweighted base	7928	4320	3059	298	2761
	%	%	%	%	%
Minimum activity to maintain woodland	37	38	37	39	37
Harvest firewood	27	32	21	45	20
No plans at this time	31	28	36	8	38
Harvest sawlogs or pulpwood	12	21	5	100	0
Give some or all of my woodland to my children/heirs	13	15	11	15	11
Leave as is - no activity	16	15	18	2	19
Buy more woodland	7	9	6	19	6
Collect non-timber forest products	7	9	5	10	4
Sell some or all of my woodland	6	6	5	13	5
Convert some or all of my woodland to another use	3	3	3	5	3
Convert another land use to woodland	2	3	1	4	1
Divide all or part of my woodland and sell the subdivisions	2	2	1	1	1
Other	4	4	4	2	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.

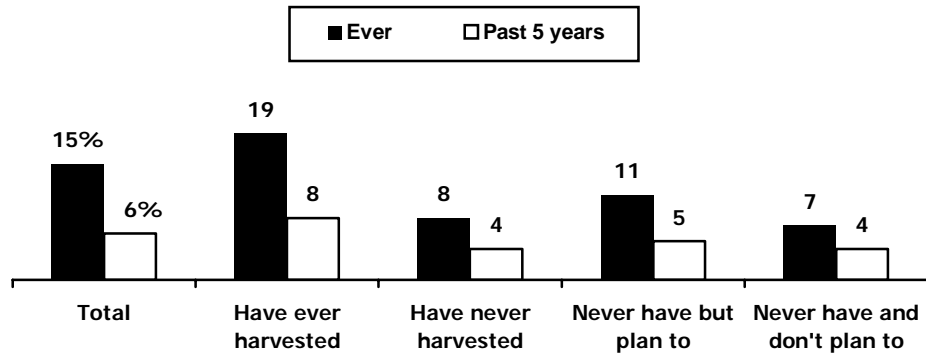
	Ever Harvested Timber				
	<u>Total</u>	<u>Yes</u>	<u>No</u>		
			<u>Total</u>	<u>Plan to</u>	<u>No Plans</u>
Unweighted base	6104 %	3423 %	2197 %	255 %	1934 %
Keeping land intact for my children/heirs	56	60	54	47	54
High property taxes	54	55	53	55	53
Trespassing or poaching	50	49	52	63	52
Misuse of woodland, such as vandalism or dumping	48	47	49	63	48
Development of nearby lands	38	35	41	43	41
Regulations that restrict harvests	29	35	24	45	22
Lawsuits	29	30	28	32	27
People stealing my trees	29	26	31	38	31
Damage or noise from motorized vehicles	31	28	34	33	34
Dealing with endangered species	25	24	25	23	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)



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: Have ever leased or collected money from others for use of woodland.

	Total	Ever Harvested Timber			
		Yes	No		
			Total	Plan to	No Plans
Unweighted base	7688	4173	2979	287	2656
	%	%	%	%	%
Hunting	4	6	2	5	2
To graze/pasture livestock	3	3	3	5	3
Timber production	1	3	1	0	1
Recreation (other than hunting)	1	1	1	0	1
To cultivate/collect non-forest timber products	1	1	1	1	1

What did they use it for? (Q10a)



Steps Taken to Manage and Conserve Woodland

Base: Owners of 10-999 acres of woodland.

	Total	Yes	Ever Harvested Timber		
			Total	Plan to	No Plans
Green Certification					
Unweighted base	7616	4116	2974	286	2650
Have heard of it	17	22	12	12	12
Some lands are certified	2	3	1	2	1
No lands are certified	98	97	99	98	99
Planning to do it	*	1	0	2	0
Conservation Easement					
Unweighted base	7677	4173	2975	286	2652
Have one	11	13	4	4	5
Do not	89	87	96	96	95
Planning to get one	1	1	1	4	1
Cost-Share Program					
Unweighted base	7608	4135	2952	285	2632
Ever had one	9	14	6	14	5
Never had one	91	86	94	86	95
Written Management/Stewardship Plan					
Unweighted base	7675	4174	2971	291	2645
Have one	8	11	5	14	5
Do not	92	89	95	86	95

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)

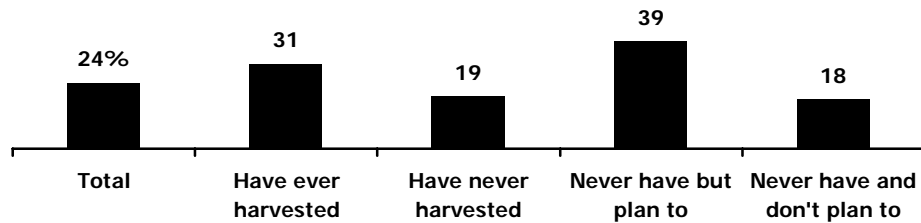
Base: Owners of 10-999 acres of woodland.

	Total	Yes	Ever Harvested Timber		
			No		
			Total	Plan to	No Plans
Unweighted base	6033 %	3401 %	2169 %	256 %	1904 %
Insects or plant diseases	55	58	52	65	51
Fire	53	53	53	54	53
Air and water pollution	43	40	46	47	46
Wind and ice storms	39	43	36	43	36
Undesirable plants	33	33	35	39	35
Lack of new trees	25	25	25	25	25
Wild animals, such as deer	18	20	17	13	17
Domestic animals, such as cattle	10	9	12	5	12

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.

	Ever Harvested Timber				
	<u>Total</u>	<u>Yes</u>	<u>No</u>		
			<u>Total</u>	<u>Plan to</u>	<u>No Plans</u>
Unweighted base	7875	4290	3043	295	2710
	%	%	%	%	%
Forest Management Division forester	10	13	8	19	7
Private consultant, such as a forester or wildlife biologist	7	12	3	14	3
Natural Resource Conservation Service, Soil and Water Conservation District, or Farm Service Agency employee	4	6	4	7	4
Logging contractor	4	7	1	8	1
Extension forester or other university employee	4	5	3	8	2
Other forest landowner, neighbor, or friend	4	5	3	8	2
Forester from a company that produces forest products	2	4	1	4	1
Other state employee	1	1	1	1	1
Employee of a non-profit group	0	0	1	0	1
Other	1	0	1	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.

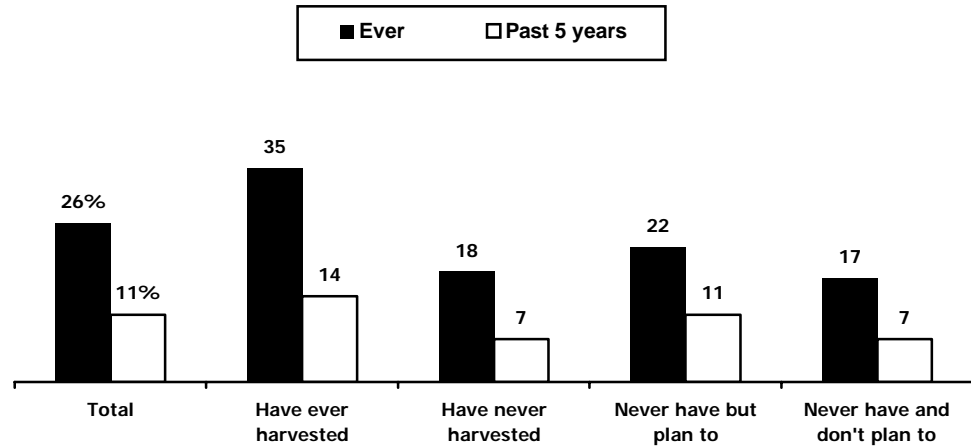
	Ever Harvested Timber				
	<u>Total</u>	<u>Yes</u>	<u>No</u>		
			<u>Total</u>	<u>Plan to</u>	<u>No Plans</u>
	%	%	%	%	%
Unweighted base	5902	3297	2153	246	1886
Talking with a forester or other natural resource professional	42	47	38	66	37
Publications, books, or pamphlets	43	41	45	60	44
Newsletter, magazines, or newspapers	37	35	38	48	37
Talking with other woodland owners	24	27	23	36	22
Video tapes for home viewing	25	23	26	31	25
Visiting other woodlands or field trips	18	20	17	30	16
Internet/Web	23	19	27	25	27
Television or radio programs	21	18	23	24	23
Talking with a logging contractor	12	16	9	22	8
Conferences, workshops, or video conferences	13	12	14	23	13
Membership in a land owner organization	9	12	8	20	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: Have ever sold or given away woodland.

	Total	Yes	Ever Harvested Timber		
			No		
			Total	Plan to	No Plans
Unweighted base	6399	3603	2284	258	2003
	%	%	%	%	%
Other individual(s)	12	17	8	15	8
My children or other family members	8	9	7	9	7
A forestry company	2	3	1	1	1
Land investor/developer	1	1	1	1	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.

	Ever Harvested Timber				
	<u>Total</u>	<u>Yes</u>	<u>No</u>		
			<u>Total</u>	<u>Plan to</u>	<u>No Plans</u>
	6263	3564	2213	256	1936
	%	%	%	%	%
Reading (general)	62	62	60	62	60
Home improvement	59	60	59	61	58
Cooking/food	56	56	55	60	55
Reading magazines	55	56	54	59	54
Gardening	53	54	53	54	53
Home furnishings/decorating	50	50	49	52	49
Electronics/computers	48	49	49	47	50
Cooking/gourmet	48	49	47	48	47
Crafts	46	47	47	50	47
Travel	45	44	48	46	48
Health/medical	44	45	42	47	42
Stereo/video	41	43	41	39	41
Consumer electronics	39	41	40	36	40
Outdoors	39	39	40	40	40
Fashion	39	40	38	41	38
Natural foods	38	39	36	42	36

Source: Acxiom LifeTraits segmentation



Most Common Personix Segments Among the Family Forest Owner Population

Base: Owners of 10-999 acres of woodland.

	Ever Harvested Timber				
	<u>Total</u>	<u>Yes</u>	<u>No</u>		
			<u>Total</u>	<u>Plan to</u>	<u>No Plans</u>
	5726 %	3266 %	2003 %	226 %	1760 %
The Greatest Generation	12	14	10	7	10
Country Comfort	5	6	4	4	4
Farmland Families	5	5	6	5	6
Country Ways	5	5	5	2	5
The Great Outdoors	5	5	6	7	6
Raisin' Grandkids	5	5	5	11	5
Rural Antiques	5	6	4	7	4
Platinum Oldies	4	5	4	4	4
Still Trucking	4	5	3	1	3
Rural Parents	3	4	2	1	2
Sitting Pretty	3	2	4	3	4
Leveraged Lifestyles	3	3	3	7	2
Established Elites	3	2	4	1	4
Full Steaming	3	2	3	3	2

Source: Acxiom Personix segmentation