



Engagement/Interest Segmentation



Understanding the segments

Definition and size of segments

In order to get a better sense of how family forest owners approach the management of their lands, we built (a priori) segments intended to stratify owners along two dimensions:

- Engagement: Are owners engaged in appropriate (active?) land stewardship practices or not?
- Interest: How interested are owners in practicing good land stewardship?

Based on the data available in the NWOS survey, we operationalized these two dimensions as follows:

Engagement

“High Engagement” owners have done two or more of the following, “Moderate Engagement” owners have done one, and “No Engagement” owners have done none of the following:

- Have conservation easement
- Have lands currently green certified (weight = 2x)
- Used a cost share program in past 5 years
- Harvested trees using a professional forester
- Have a written management or stewardship plan
- Received advice in past 5 years

Interest

“High Interest” owners have done three or more of the following, “Moderate Interest” owners have done one or two, and “No Interest” owners have done none of the following:

- Own land to protect nature and biologic diversity
- Own land for cultivation/collection of non-timber forest products
- Own land for production of firewood or biofuel
- Own land for production of sawlogs, pulpwood, other timber products
- Own land for hunting or fishing
- Own land for recreation other than hunting or fishing
- Plan to get a conservation easement
- Plan to get green certification
- Plan to harvest sawlogs or pulpwood



Based on these definitions, we created a total of 9 owner segments:

	% of Family	
	Forest Owners	% of Land
High Engagement/High Interest	7	13
High Engagement/Medium Interest	6	11
High Engagement/No Interest	1	2
Medium Engagement/High Interest	7	10
Medium Engagement/Medium Interest	11	11
Medium Engagement/No Interest	4	3
No Engagement/High Interest	18	17
No Engagement/Medium Interest	31	24
No Engagement/No Interest	15	10

In assessing the results of our segmentation, bear in mind that the segmentation is preliminary and will be revised with a more sophisticated multivariate analysis in the near future. Nevertheless, based on this early attempt, there is good reason to believe a social marketing campaign will reach people inclined to better manage their lands. This optimism is based on the size of segments that would seem receptive to messaging efforts:

- No Engagement/High Interest (18% of owners, 17% of land)

As well as:

- No Engagement/Medium Interest (31% of owners, 24% of land)
- Medium Engagement/High Interest (7% of owners, 10% of land)

Together, these segments comprise over half of owners (56%) and half of family forest acreage (51%).

For the purposes of the current analysis, we examined four very different segments:

1. **High Engagement/High Interest** — Owners engaged in appropriate (active?) land stewardship practices who show interest in continuing to do so. This segment represents “loyal stewards,” more or less ideal family forest owners in terms of management practices.
2. **High Engagement/No Interest** — Owners engaged in appropriate (active?) land stewardship practices but who show little or no interest in it. This segment might be considered “vulnerable” because lack of interest may result in less engagement in the future.



3. **No Engagement/High Interest** — Owners not currently engaged in appropriate (active?) land stewardship practices but who show interest in doing so. This segment might be considered “prime prospects” for any messaging efforts.
4. **No Engagement/No Interest** — Owners not currently engaged in appropriate (active?) land stewardship practices and who show little or no interest in doing so. This segment is the least likely to be swayed by a social marketing campaign, and should therefore be considered “long term prospects” at best.

Size of holdings

There is a clear relationship between plot size and engagement: High Engagement owners are relatively likely to own 50-plus acres (52% of High Engagement/High Interest owners and 45% of High Engagement/No Interest owners), whereas No Engagement owners are likely to own fewer than 50 acres (71% of No Engagement/High Interest owners and 84% of No Engagement/No Interest owners).

This may have to do with the fact that appropriate land stewardship is most common among owners who have commercial interest in their land, and that such owners typically own relatively large plots.

However, this does not mean that messaging efforts aimed at smaller plot owners would be unsuccessful; a plurality (half) of High Engagement/High Interest owners (48%) own fewer than 50 acres, demonstrating that small plot owners are also interested in appropriate land management practices.

Tenure, acquisition, and residence proximity

No Engagement/High Interest owners have owned their land for less time, on average, than have other owners. In fact, one in five (21%) have owned their land for less than 10 years.

Most purchased their land (85%), acquiring it from “other individuals,” i.e., real estate brokers rather than family (62%). Other segments are more likely to have acquired their land from family.

No Engagement/High Interest owners are particularly likely to say their primary residence is on the land (75%) and that they are the key decision-maker regarding land usage (94%).



Demography

The segments are fairly similar demographically — the majority are male, most likely to be age 55 or older, unlikely to have a college degree, and report slightly higher annual household incomes on average.

No Engagement/High Interest owners — the chief target of any future messaging efforts — do distinguish themselves in important ways, however. They tend to be younger (65% are below age 65, compared to 58% of the total), less educated (79% versus 70%, respectively, do not have a college degree), and report somewhat lower incomes (56% versus 50% say their household income is below \$50,000). These differences may explain, in part, why such owners have not become more engaged with their land — they may have the right goals in mind, but perhaps less wherewithal to implement them than other owners.

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.

Generally speaking, No Engagement/High Interest owners cite reasons in the same order as High Engagement/High Interest owners, but in smaller proportions, the exception being that No Engagement/High Interest owners are much less likely to say achieving management plan objectives is important (11% versus 53%).

Summing up, No Engagement/High Interest tend to be lower income, less educated, and younger family forest owners who live on their land, which they acquired more recently than most other owners.



Findings with implications for messaging

Reasons for owning forest land

No Engagement/High Interest owners, like High Engagement/High Interest owners, cite a variety of “important” reasons (besides those used to define this segment) they own their land including:

- To enjoy beauty or scenery (87%)
- For privacy (81%)
- Part of my home/vacation home (74%)
- To pass land on to children/heirs (72%)

Messaging efforts should therefore stress how appropriate stewardship practices can preserve the land’s integrity, value, and recreational potential.

No Interest owners cite these reasons far less frequently (sometimes due to the segment definitions), which is presumably due, in part, to the fact that they show less overall commitment to the land.

Activities

No Engagement/High Interest owners are likely to say they have done the following on their forest:

- Recreation/hunting (68%)
- Harvested or removed trees (57%)
- Posted land to restrict public access (45%)

Compared to High Engagement/High Interest owners, however, they are unlikely to have performed activities that would suggest intensive management (e.g., prepared land for new trees, application of herbicides/pesticides/fertilizers, etc.).



Concerns regarding restriction on forest use

As a rule, No Engagement/High Interest owners are more concerned about land usage restrictions than other owners, likely due in part to the fact that they have less experience with their land than other owners (i.e., due to the relatively short tenure and lack of experience with stewardship). As a result, there are a number of “buttons” to push in social marketing efforts:

- Keeping land intact for my children/heirs (63%)
- High property taxes (66%)
- Trespassing/poaching (66%)
- Misuse of forest, such as vandalism or dumping (63%)

Concerns regarding forest health

No Engagement/High Interest owners, like High Engagement/High Interest owners, register more concern about a variety of forest health issues than do No Interest owners. Top concerns (and “buttons to push”) among them are:

- Insects or plant diseases (65%)
- Fire (57%)
- Air and water pollution (53%)

Sources of information

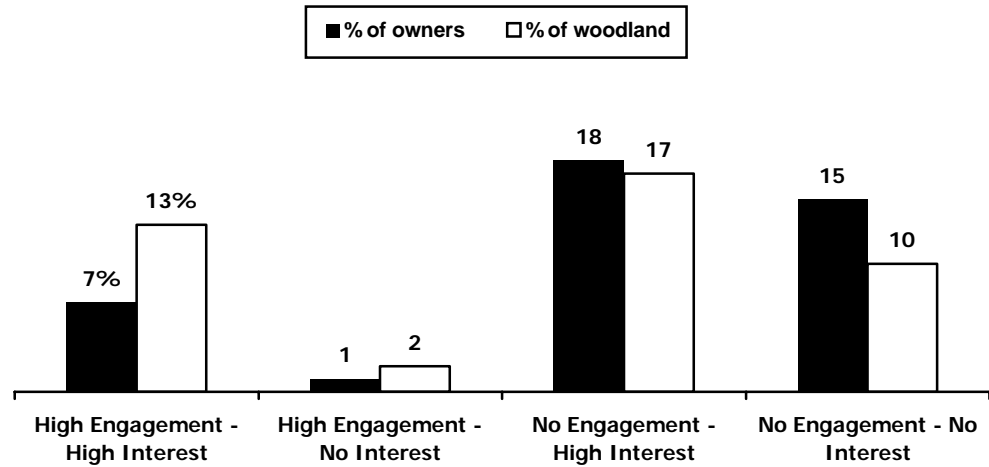
By definition, No Engagement/High Interest have not sought or received information about their forest in the past 5 years.

But nearly half of such owners say “talking with a forester or other natural resource professional” would be a useful way to learn about managing their forests (44%). They also express interest in learning through publications/books/pamphlets (49%) and newsletters/magazines/newspapers (43%), which is a promising avenue for a social marketing campaign.



Size of the Segments

Base: Owners of 10-999 acres of woodland.



Size of Holdings

Base: Owners of 10-999 acres of woodland.

	<u>Total</u>	<u>High Engagement</u>		<u>No Engagement</u>	
		<u>High Interest</u>	<u>No Interest</u>	<u>High Interest</u>	<u>No Interest</u>
Unweighted base	8081	1126	124	836	1568
	%	%	%	%	%
10 to 49 acres	72	48	55	71	84
50 to 99	15	23	23	17	10
100 to 499	12	26	21	11	5
500 to 999	1	3	1	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.

	<u>Total</u>	<u>High Engagement</u>		<u>No Engagement</u>	
		High		High	
		<u>Interest</u>	<u>No Interest</u>	<u>Interest</u>	<u>No Interest</u>
	%	%	%	%	%
Sex					
Unweighted base	7025	1002	108	1405	565
Men	84	86	83	85	77
Women	16	14	17	15	23
Age					
Unweighted base	6267	934	98	1241	477
<25	0	0	0	0	0
25-34	1	0	0	2	0
35-44	8	13	3	14	5
45-54	22	30	11	24	15
55-64	27	28	22	25	26
65-74	23	19	30	24	27
75+	18	10	30	11	26
Education					
Unweighted base	7637	1077	115	1508	610
Less than 12th grade	11	5	8	9	14
High school graduate or GED	29	22	32	39	30
Some college	20	19	18	20	23
Associate or technical degree	10	10	5	11	8
Bachelors degree	17	25	17	13	14
Graduate degree	13	20	20	8	11
Annual Household Income					
Unweighted base	5461	847	90	1109	380
<\$25,000	18	12	18	18	27
\$25,000 - \$49,000	32	31	27	38	27
\$50,000 - \$99,000	34	36	38	34	33
\$100,000 - \$199,999	12	16	14	9	10
\$200,000+	3	5	1	1	2

Continues...



Owner Demography (Cont'd.)

Base: Owners of 10-999 acres of woodland.

	<u>Total</u>	<u>High Engagement</u>		<u>No Engagement</u>	
		<u>High Interest</u>	<u>No Interest</u>	<u>High Interest</u>	<u>No Interest</u>
	%	%	%	%	%
Employment					
Unweighted base	6690	950	108	1302	538
Not retired	46	58	44	54	35
Retired	54	42	56	46	65
Race/Ethnicity					
Unweighted base					
White	93	95	95	93	93
Indian	2	3	1	5	1
Black	1	0	0	1	1
Hispanic	1	0	0	1	1
Asian	1	0	0	0	3
Hawaiian	0	0	0	0	1
Other	1	1	0	0	0
Disabilities					
Unweighted base	6114	922	98	1212	452
Limited mobility	9	6	4	10	8
Blind	19	12	14	17	19



Length of Ownership

Base: Owners of 10-999 acres of woodland.

	<u>Total</u>	<u>High Engagement</u>		<u>No Engagement</u>	
		High		High	
		<u>Interest</u>	<u>No Interest</u>	<u>Interest</u>	<u>No Interest</u>
Unweighted base	5500	833	93	1089	394
	%	%	%	%	%
0-9 years	18	18	9	21	14
10-24 years	36	42	27	34	35
25-49 years	38	35	51	40	43
50+ years	7	4	11	6	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.

	<u>Total</u>	<u>High Engagement</u>		<u>No Engagement</u>	
		High		High	
		<u>Interest</u>	<u>No Interest</u>	<u>Interest</u>	<u>No Interest</u>
Unweighted base	7860	1107	115	1541	641
	%	%	%	%	%
Primary residence	68	69	58	75	64
Farm/ranch	38	48	42	38	35
Secondary residence	13	19	8	14	6

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>High Engagement</u>		<u>No Engagement</u>	
		High		High	
		<u>Interest</u>	<u>No Interest</u>	<u>Interest</u>	<u>No Interest</u>
Unweighted base	6480	961	103	1268	517
	%	%	%	%	%
Bought the land	78	76	69	85	73
Inherited the land	29	34	33	24	25
Received the land as a gift	4	6	2	2	10

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>High Engagement</u>		<u>No Engagement</u>	
		High		High	
		<u>Interest</u>	<u>No Interest</u>	<u>Interest</u>	<u>No Interest</u>
Unweighted base	6354	949	101	1246	496
	%	%	%	%	%
Other individuals	56	56	40	62	49
My parents, spouse, or other family members	45	49	55	41	52
Land investor/developer	4	4	6	4	6
A forestry company	1	1	4	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>High Engagement</u>		<u>No Engagement</u>	
		<u>High Interest</u>	<u>No Interest</u>	<u>High Interest</u>	<u>No Interest</u>
Unweighted base	7906 %	1105 %	121 %	1547 %	662 %
Me and/or my spouse	91	83	78	94	91
My children, parents, or other relatives	9	10	11	10	8
My land manager or forester	4	22	14	1	0
My business partner	1	4	2	2	1
My logging contractor	1	4	4	1	1
Other	9	12	10	7	14

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.

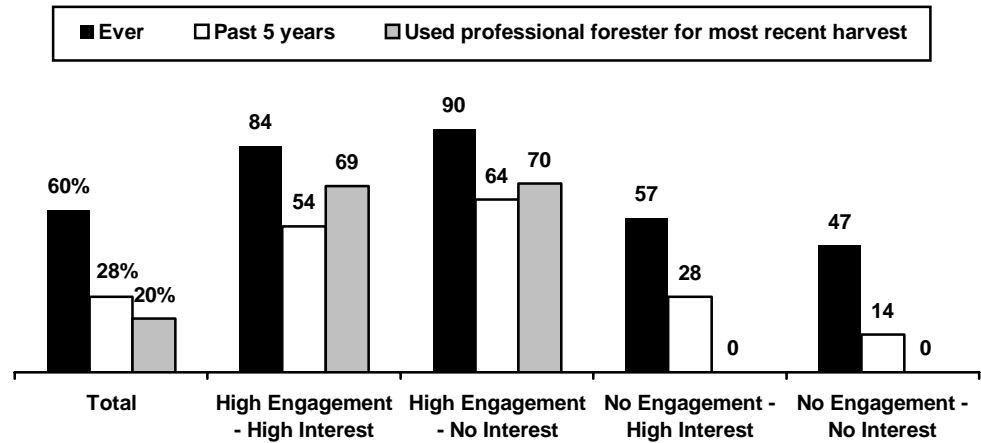
	<u>Total</u>	<u>High Engagement</u>		<u>No Engagement</u>	
		<u>Interest</u>	<u>No Interest</u>	<u>Interest</u>	<u>No Interest</u>
Unweighted base	7593	1104	104	1540	542
	%	%	%	%	%
To enjoy beauty or scenery	71	85	25	87	37
For privacy	64	72	30	81	44
Part of my home or vacation home	63	63	35	74	49
To pass land on to my children/heirs	62	67	39	72	44
To protect nature and biologic diversity	57	81	0	83	0
Part of my farm or ranch	43	57	32	53	33
For land investment	43	52	29	54	32
For hunting or fishing	39	70	0	76	0
For recreation other than hunting/fishing	36	64	0	73	0
For production of sawlogs, pulpwood or other timber products	20	55	0	31	0
For production of firewood/biofuel (energy)	18	35	0	43	0
For cultivation/collection of NTFP	10	19	0	28	0

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)

Types of Products Harvested

Base: Have ever harvested/removed trees from woodland.

	Total	High Engagement		No Engagement	
		High Interest	No Interest	High Interest	No Interest
Unweighted base	7874	1112	121	1538	656
	%	%	%	%	%
Sawlogs	35	62	65	32	22
Firewood	26	40	23	31	18
Pulpwood	17	36	26	12	11
Veneer logs	8	22	19	9	5
Other	10	10	12	8	13

What types of products were harvested? (Q15a)



Why Trees Were Removed/Harvested

Base: Have ever harvested/removed trees from woodland.

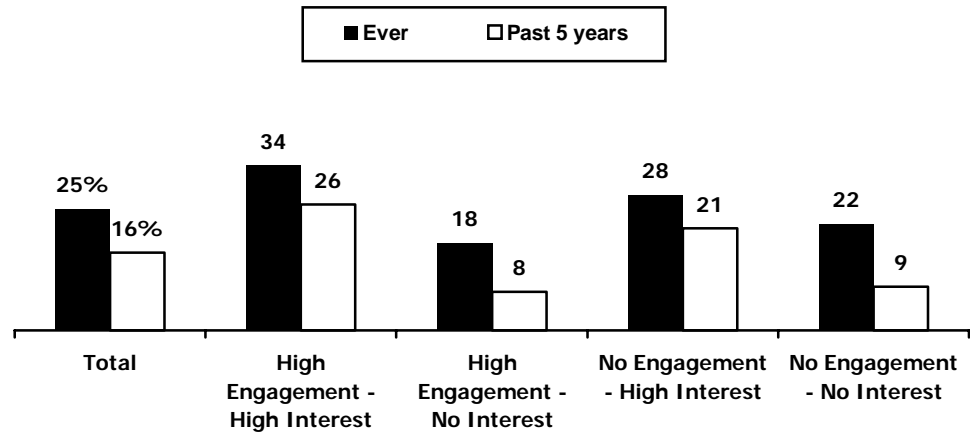
	<u>Total</u>	<u>High Engagement</u>		<u>No Engagement</u>	
		High		High	
		<u>Interest</u>	<u>No Interest</u>	<u>Interest</u>	<u>No Interest</u>
	%	%	%	%	%
Trees were mature	40	65	54	40	27
To remove trees damaged by a natural catastrophe	36	58	30	41	19
To improve quality of remaining trees	30	38	25	39	20
Needed wood for own use	28	28	20	41	26
Needed the money	19	25	18	19	17
To achieve objectives in my management plan	17	53	20	11	8
Price was right	11	17	23	10	4
To clear land for conversion to another use	10	9	1	7	15
To improve hunting opportunities	5	15	1	8	0
To improve scenic and recreational opportunities	5	7	1	3	5
Other	30	35	33	29	39

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

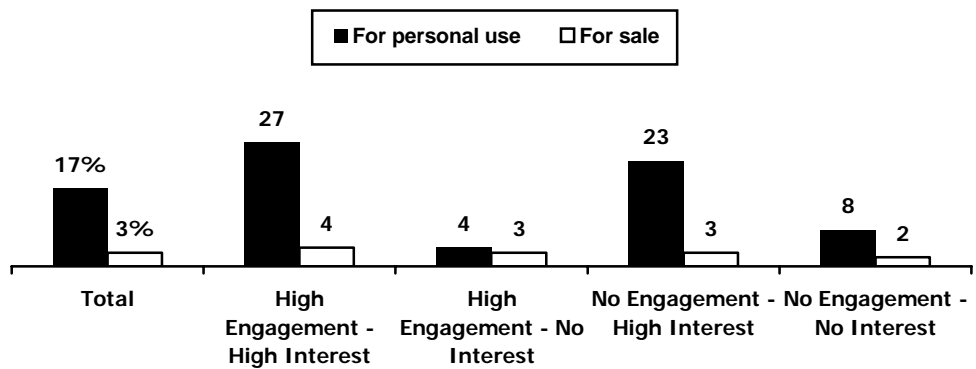
Base: Have ever collected NTFP from owned woodland.

	Total	High Engagement		No Engagement	
		High Interest	No Interest	High Interest	No Interest
Unweighted base	6142	931	99	1204	464
	%	%	%	%	%
Edibles	13	19	8	17	5
Decorative, floral, or craft products	8	16	3	11	3
Medicinal and dietary supplements	3	7	0	3	1
Items of cultural or religious importance	1	0	0	0	0
Other	10	10	6	8	14

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.

	<u>Total</u>	<u>High Engagement</u>		<u>No Engagement</u>	
		<u>High Interest</u>	<u>No Interest</u>	<u>High Interest</u>	<u>No Interest</u>
Unweighted base	7569 %	1091 %	120 %	1459 %	632 %
Recreation or hunting by me, my family, or friends	54	69	30	68	30
Posted land to restrict public access	40	53	32	45	23
Built or performed maintenance on roads or trails	26	48	14	31	11
Planted trees	22	47	27	25	13
Reduced fire hazard	16	29	14	17	9
Wildlife habitat/fisheries improvement projects	13	38	16	16	4
Recreation or hunting by the general public with my permission	11	19	17	13	8
Applied herbicides, pesticides, or fertilizers	10	21	11	11	8
Prepared land for new trees - "site prep"	8	26	19	7	2

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>High Engagement</u>		<u>No Engagement</u>	
		<u>High Interest</u>	<u>No Interest</u>	<u>High Interest</u>	<u>No Interest</u>
Unweighted base	7928 %	1115 %	121 %	1548 %	653 %
Minimum activity to maintain woodland	37	56	40	44	21
No plans at this time	31	16	32	25	40
Harvest firewood	27	44	17	40	11
Leave as is - no activity	16	5	22	14	27
Give some or all of my woodland to my children/heirs	13	16	5	16	11
Harvest sawlogs or pulpwood	12	38	0	20	0
Buy more woodland	7	18	5	9	1
Collect non-timber forest products	7	14	1	11	2
Sell some or all of my woodland	6	6	10	6	6
Convert some or all of my woodland to another use	3	3	3	3	3
Convert another land use to woodland	2	7	1	2	0
Divide all or part of my woodland and sell the subdivisions	2	1	3	0	2
Other	4	5	10	2	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.

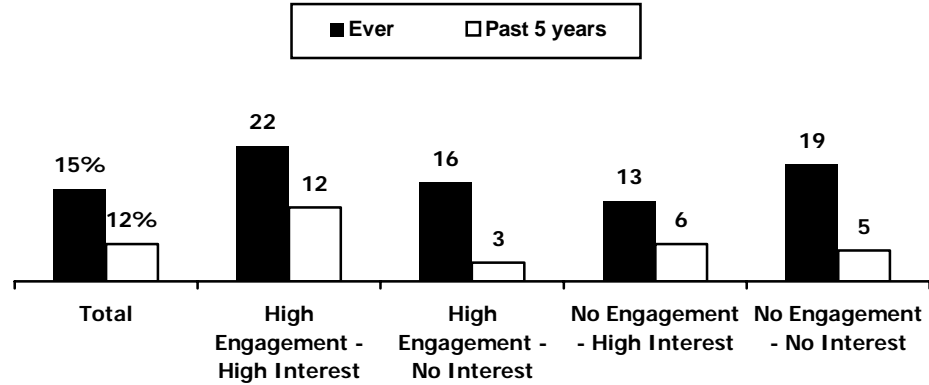
	<u>Total</u>	<u>High Engagement</u>		<u>No Engagement</u>	
		<u>High Interest</u>	<u>No Interest</u>	<u>High Interest</u>	<u>No Interest</u>
Unweighted base	6104 %	937 %	89 %	1220 %	437 %
Keeping land intact for my children/heirs	56	58	46	63	43
High property taxes	54	58	44	66	48
Trespassing or poaching	50	61	30	66	31
Misuse of woodland, such as vandalism or dumping	48	52	36	63	28
Development of nearby lands	38	53	25	47	21
Damage or noise from motorized vehicles	31	32	18	41	20
Lawsuits	29	31	20	40	24
People stealing my trees	29	27	26	42	19
Regulations that restrict harvests	29	37	35	39	21
Dealing with endangered species	25	32	18	32	15

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	High Engagement		No Engagement	
		High Interest	No Interest	High Interest	No Interest
Unweighted base	7688	1089	116	1512	623
	%	%	%	%	%
Hunting	4	9	7	3	1
To graze/pasture livestock	3	3	2	2	4
Timber production	1	2	1	0	1
Recreation (other than hunting)	1	2	2	0	1
To cultivate/collect non-forest timber products	1	1	1	2	0

What did they use it for? (Q10a)



Steps Taken to Manage and Conserve Woodland

Base: Owners of 10-999 acres of woodland.

	<u>Total</u>	<u>High Engagement</u>		<u>No Engagement</u>	
		High		High	
		<u>Interest</u>	<u>No Interest</u>	<u>Interest</u>	<u>No Interest</u>
	%	%	%	%	%
Green Certification					
Unweighted base	7616	1057	115	1513	625
Have heard of it	17	40	25	14	12
Some lands are certified	2	13	9	--	--
No lands are certified	98	87	91	100	100
Planning to do it	*	2	--	1	--
Conservation Easement					
Unweighted base	7677	1087	115	1520	619
Have one	11	20	17	6	12
Do not	89	80	83	94	88
Planning to get one	1	5	--	1	--
Cost-Share Program					
Unweighted base	7608	1075	115	1499	610
Ever had one	9	43	27	4	2
Never had one	91	57	73	96	98
Written Management/Stewardship Plan					
Unweighted base	7675	1079	110	1508	624
Have one	8	49	26	--	--
Do not	92	51	74	100	100

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.

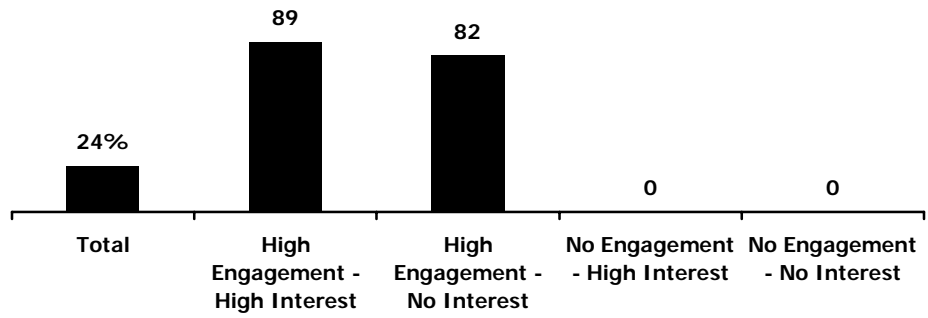
	<u>Total</u>	<u>High Engagement</u>		<u>No Engagement</u>	
		<u>High Interest</u>	<u>No Interest</u>	<u>High Interest</u>	<u>No Interest</u>
Unweighted base	6033	940	85	1216	410
	%	%	%	%	%
Insects or plant diseases	55	72	48	65	39
Fire	53	54	48	57	42
Air and water pollution	43	48	25	53	26
Wind and ice storms	39	49	37	45	26
Undesirable plants	33	40	18	40	21
Lack of new trees	25	26	19	35	14
Wild animals, such as deer	18	20	10	22	16
Domestic animals, such as cattle	10	11	6	15	5

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>High Engagement</u>		<u>No Engagement</u>	
		<u>High Interest</u>	<u>No Interest</u>	<u>High Interest</u>	<u>No Interest</u>
Unweighted base	7875 %	1123 %	122 %	1534 %	637 %
Forest Management Division forester	10	43	26	0	0
Private consultant, such as a forester or wildlife biologist	7	38	25	0	0
Natural Resource Conservation Service, Soil and Water Conservation District, or Farm Service Agency employee	4	22	16	0	0
Logging contractor	4	17	10	0	0
Other forest landowner, neighbor, or friend	4	18	3	0	0
Extension forester or other university employee	4	18	5	0	0
Forester from a company that produces forest products	2	14	9	0	0
Other state employee	1	5	4	0	0
Employee of a non-profit group	0	2	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.

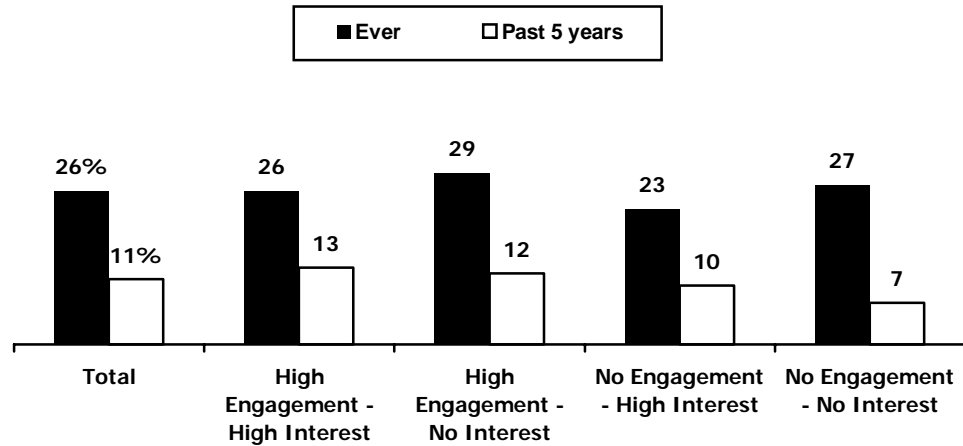
	<u>Total</u>	<u>High Engagement</u>		<u>No Engagement</u>	
		<u>High Interest</u>	<u>No Interest</u>	<u>High Interest</u>	<u>No Interest</u>
Unweighted base	5902	931	82	1191	405
	%	%	%	%	%
Publications, books, or pamphlets	43	64	34	49	19
Talking with a forester or other natural resource professional	42	78	50	44	12
Newsletter, magazines, or newspapers	37	52	18	43	16
Video tapes for home viewing	25	33	23	36	8
Talking with other woodland owners	24	50	11	27	6
Internet/Web	23	32	23	22	12
Television or radio programs	21	25	7	27	9
Visiting other woodlands or field trips	18	40	15	23	2
Conferences, workshops, or video conferences	13	28	8	14	3
Talking with a logging contractor	12	28	9	15	3
Membership in a land owner organization	9	27	3	11	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: 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	High Engagement		No Engagement	
		High Interest	No Interest	High Interest	No Interest
Unweighted base	6399	955	103	1257	500
	%	%	%	%	%
Other individual(s)	12	13	16	9	10
My children or other family members	8	7	7	10	10
A forestry company	2	3	2	2	1
Land investor/developer	1	2	0	0	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.

	<u>Total</u>	<u>High Engagement</u>		<u>No Engagement</u>	
		<u>High Interest</u>	<u>No Interest</u>	<u>High Interest</u>	<u>No Interest</u>
Unweighted base	6263	942	102	1211	486
	%	%	%	%	%
Reading (general)	62	63	59	63	60
Home improvement	59	62	59	62	58
Cooking/food	56	55	58	57	56
Reading magazines	55	55	58	58	57
Gardening	53	54	56	54	52
Home furnishings/decorating	50	50	51	52	51
Electronics/computers	48	51	49	47	43
Cooking/gourmet	48	48	56	49	52
Crafts	46	45	55	48	48
Travel	45	43	46	45	42
Health/medical	44	38	41	45	46
Stereo/video	41	42	42	42	39
Consumer electronics	39	41	41	41	35
Outdoors	39	44	42	41	30
Fashion	39	37	32	39	46
Natural foods	38	33	32	38	43

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>High Engagement</u>		<u>No Engagement</u>	
		<u>High Interest</u>	<u>No Interest</u>	<u>High Interest</u>	<u>No Interest</u>
Unweighted base	5726	866	94	1137	439
	%	%	%	%	%
The Greatest Generation	12	9	14	11	15
Country Comfort	5	5	6	6	3
Farmland Families	5	6	6	7	3
Country Ways	5	3	6	5	4
The Great Outdoors	5	7	1	5	3
Raisin' Grandkids	5	2	3	6	7
Rural Antiques	5	3	13	4	4
Platinum Oldies	4	7	13	5	4
Still Trucking	4	3	4	5	7
Rural Parents	3	2	3	5	3
Sitting Pretty	3	2	7	3	2
Leveraged Lifestyles	3	5	0	2	2
Established Elites	3	3	2	1	3
Full Steaming	3	2	0	3	3

Source: Acxiom Personix segmentation