



Roper Public Affairs

# Media Preferences of Family Forest Owners



## Profiling the Family Forest Demographic in the Mediamark Database for Social Marketing Purposes

To further our understanding of Family Forest owners, we mined the Mediamark (MRI) database. MRI offers comprehensive information on American demography, lifestyle, personal values, product usage and exposure to all forms of advertising media. It conducts more than 26,000 personal interviews with consumers annually throughout the continental United States and is the leading U.S. supplier of multimedia audience research. It provides information to magazines, television, radio, Internet and other media, leading national advertisers and over 450 advertising agencies - including 90 of the top 100 in the United States. Mediamark's national syndicated data are widely used by these companies as the basis for the majority of the media and marketing plans that are written for advertised brands in the United States.

While MRI does not specifically identify owners of 10-999 acres of woodland, it does allow us to profile Americans who closely fit their demographic — i.e., older white men (age 55+) who own 3 or more acres of land. We compared this demographic target with all other Americans on a number of questions pertaining to media usage, advertising effectiveness, personal values, among other topics.

The findings provide guidance on how to reach family forest owners, and what to say to them, in any future social marketing campaign.

### Reaching the target population

Of the four media measured, two — newspapers and television — emerge as the most promising avenues through which to promote the family forest initiative with story placement and advertising.

#### *Newspapers*

Stories and advertisements placed in newspapers are particularly likely to be read, absorbed, and trusted.

- The target population includes many heavy newspaper readers. Half (50%) fall in the top two quintiles of newspaper readership compared to just 35% of the general population.
- 56% (vs. 43% of the general population) read a newspaper daily and 62% (vs. 53% of the GP) read one on Sunday.
- Solid majorities agree that newspapers “keep [them] up to date” (73%) and “are a good source of learning” (70%). Newspapers tie with television as the “media trusted the most” (31%).
- The target population also has the nicest things to say, compared to other media, about advertising placed in newspapers: 58% agree that newspaper advertising “provides me with useful information about new products and services.” Few say such ads have “no credibility” (10%) or are “all alike” (16%).



### *Television*

Many in the target population are heavy TV viewers. Though television is unlikely to be a key advertising outlet for the initiative, it should be an important focus of story placement efforts.

- Nearly half of the target (45%) fall in the top two (“heavy”) quintiles of TV viewership, compared to just 26% of the general population.
- Solid majorities agree that TV “keeps me up to date” (78%), “is a good source of learning” (74%), and “gives me good ideas” (69%). Television ties with newspapers as the “media trusted the most” (30%).
- About half (52%) agree television advertising “provides me with useful information about new products and services.”
- Caution: the target is also most likely to say television advertisements have “no credibility” (37%) or are “all alike” (31%).

### Also to consider:

- This population is less likely than other Americans to be heavy magazine readers (28% versus 42%, respectively) or radio listeners (29% and 48%, respectively).
- The Internet is the advertising medium least likely to provide the target with “useful information about new products and services” (12% agree with the statement).
- Seven in ten (69%) agree that they “don’t make purchase decisions based on advertising.”

### Other avenues to reach the target:

- The target, compared to the general population, is likely to be involved with civic groups, particularly religious (11%), veterans (10%), charitable (9%), and fraternal organizations (7%). This suggests a proclivity to “get involved” and might mean the target would be receptive to the initiative’s message, particularly if it is pitched as a community effort and disseminated through one of these types of organizations.

### **The message**

Messages should not come from someone easily labeled as “environmentalist,” “tree hugging,” and the like. A conservative icon might be an effective celebrity spokesman.

- Not only is this population older, white, and male, it is also (predictably) more conservative than the general population (44% versus 37%, respectively, consider themselves either “very” or “somewhat conservative”). Moreover, they are likely to say traditional values such as respecting ancestors, duty, and “saving face” are very important to them.



Environmentalism and social involvement are useful “buttons” to push, so long as they are done in the *right way*.

- This population does possess strong environmentalist impulses. About two in three say they are willing to pay more for a product that is environmentally safe (65%), that they are willing to give up convenience in return for a product that is environmentally safe (65%), and that helping to preserve nature is very important to them (63%). Six in ten (62%) also say working for the welfare of society is very important to them.

Messages that tout the prospect for increased financial security might be particularly effective.

- This population feels less confident than the general public about their financial status and prospects. Only 21% say they are better off now than they were 12 months ago (compared to 30% of the general public). Looking ahead, only 22% predict they will be better off in 12 months; the general public is nearly twice as likely to make the same assessment (41%).

This population is cautious and more likely to be followers than leaders. Messages should therefore emphasize, if possible, becoming part of a venerable tradition rather than forging a new solution.

- Nearly half say they “often seek the advice of others before making a purchase” (46%), four in ten “usually like to wait until other people have tried things before I try them myself” (41% versus 32% of the general public), only 38% say they “like to lead others” (compared to 46% of the general public), and a mere 19% say “I’m always one of the first of my friends to try new products or services.”

A “word of mouth” campaign might not work particularly well with the target.

- Relatively few say “people often come to me for advice before making a purchase” (31% versus 39% of the general public).



# Media Preference Tables



**Media Usage**

*Base: Americans age 18+.*

	Age 55+, white, male, and own <u>3+ acres</u> %	All Other <u>Americans</u> %	<u>Diff.</u> pts.
<b>Magazines I+II</b>	<b>28</b>	<b>42</b>	<b>-14</b>
Magazines I (Heavy)	10	22	-12
Magazines II	18	20	-2
Magazines III	23	21	2
<b>Magazines IV+V</b>	<b>49</b>	<b>37</b>	<b>12</b>
Magazines IV	23	20	3
Magazines V (Light)	27	17	10
<b>Newspaper I+II</b>	<b>50</b>	<b>35</b>	<b>15</b>
Newspaper I (Heavy)	20	18	2
Newspaper II	30	17	13
Newspaper III	14	21	-7
<b>Newspaper IV+V</b>	<b>35</b>	<b>44</b>	<b>-9</b>
Newspaper IV	16	23	-7
Newspaper V (Light)	19	22	-3
<b>Radio I+II</b>	<b>29</b>	<b>48</b>	<b>-19</b>
Radio I (Heavy)	13	24	-11
Radio II	16	24	-8
Radio III	19	21	-2
<b>Radio IV+V</b>	<b>52</b>	<b>31</b>	<b>21</b>
Radio IV	19	21	-2
Radio V (Light)	33	11	22
<b>TV I+II</b>	<b>45</b>	<b>26</b>	<b>19</b>
TV (total) I (Heavy)	23	11	12
TV (total) II	22	15	7
TV (total) III	20	22	-2
<b>TV IV+V</b>	<b>36</b>	<b>52</b>	<b>-16</b>
TV (total) IV	19	23	-4
TV (total) V (Light)	17	29	-12



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## Newspaper Readership

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*Base: Americans age 18+.*

	Age 55+, white, male, and own <u>3+ acres</u>	All Other <u>Americans</u>	<u>Diff.</u>
	%	%	pts.
Read any Sunday newspaper	62	53	9
Read any daily newspaper	56	43	13
Read any one Sunday newspaper	55	44	11



**Opinions About Various Media**  
**- % agree strongly/somewhat with statement -**

*Base: Americans age 18+.*

	Age 55+, white, male, and own <u>3+ acres</u> %	All Other <u>Americans</u> %	<u>Diff.</u> pts.
<b>A good source of learning</b>			
TV	74	63	11
Newspapers	70	65	5
Magazines	64	63	1
Internet	48	69	-21
Radio	40	33	7
<b>Keeps me informed/up to date</b>			
TV	78	73	5
Newspapers	73	71	2
Radio	51	63	-12
Magazines	30	32	-2
Internet	25	42	-17
<b>Gives me good ideas</b>			
Magazines	69	69	--
TV	59	51	8
Newspapers	34	30	4
Internet	27	51	-24
Radio	21	25	-4

*For each of the following statements, please check off which media you think it describes — TV, radio, internet, magazines, newspapers. You can check off as many as you'd like. For example, if you think the statement describes all of them, check off all five. (69X)*



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Medium Trust Most

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*Base: Americans age 18+.*

	Age 55+, white, male, and own <u>3+ acres</u>	All Other <u>Americans</u>	<u>Diff.</u>
	%	%	pts.
Newspapers	31	30	1
TV	30	33	-3
Magazines	16	9	7
Radio	15	14	1
Internet	8	14	-5

*The one I trust most (pick one)... (69Y-0)*



**Advertising Effectiveness in Various Media  
- % agree strongly/somewhat with statement -**

*Base: Americans age 18+.*

	Age 55+, white, male, and own <u>3+ acres</u> %	All Other <u>Americans</u> %	<u>Diff.</u> pts.
<b>Advertising on [MEDIUM] provides me with meaningful information about the product use of other consumers</b>			
Newspapers	44	38	6
TV	37	35	2
Magazines	35	37	-2
Radio	27	29	-2
Internet	12	17	-5
<b>Advertising on [MEDIUM] provides me with useful information about new products and services</b>			
Newspapers	58	49	9
Magazines	53	51	2
TV	52	54	-2
Radio	36	39	-3
Internet	19	21	-2
<b>For me, advertising on [MEDIUM] has no credibility</b>			
TV	37	29	8
Internet	31	35	-4
Radio	20	21	-1
Magazines	13	14	-1
Newspapers	10	10	--
<b>For me, all ads on [MEDIUM] are alike</b>			
TV	31	24	7
Internet	25	33	-8
Radio	20	21	-1
Magazines	18	20	-2
Newspapers	16	14	2

*Please read the following statements and check the box that most closely reflects your opinion. (697)*



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**Group Membership**

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*Base: Americans age 18+.*

	Age 55+, white, male, and own <u>3+ acres</u>	All Other <u>Americans</u>	<u>Diff.</u>
	%	%	pts.
Religious clubs	11	7	4
Veterans clubs	10	3	7
Charitable Organizations	9	6	3
Church Board	9	6	3
Fraternal orders	7	4	3

*Which of the following organizations or clubs are you a member of? (653-0)*

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**Desire to "Buy Green"**  
**- % agree mostly/somewhat with statement -**

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*Base: Americans age 18+.*

	Age 55+, white, male, and own <u>3+ acres</u>	All Other <u>Americans</u>	<u>Diff.</u>
	%	%	pts.
I am willing to pay more for a product that is environmentally safe	65	55	10
I am willing to give up convenience in return for a product that is environmentally safe	65	54	11

*We are interested in your attitudes about a number of buying and style issues. There are no right or wrong answers. Please indicate how much you agree or disagree with each of the following statements by checking the box that comes closest to how you feel. (698)*




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**Importance of Word-of-Mouth When Making Purchase Decisions**  
- % agree mostly/somewhat with statement -

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Base: Americans age 18+.

	Age 55+, white, male, and own <u>3+ acres</u>	All Other <u>Americans</u>	<u>Diff.</u>
	%	%	pts.
My spouse has a significant impact on the brands I choose	55	50	5
I often seek the advice of others before making a purchase	46	42	4
People often come to me for advice before making a purchase	31	39	-8

*We are interested in your attitudes about a number of buying and style issues. There are no right or wrong answers. Please indicate how much you agree or disagree with each of the following statements by checking the box that comes closest to how you feel. (698)*

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**Leading Vs. Following When Trying New Things**  
- % agree mostly/somewhat with statement -

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Base: Americans age 18+.

	Age 55+, white, male, and own <u>3+ acres</u>	All Other <u>Americans</u>	<u>Diff.</u>
	%	%	pts.
I usually like to wait until other people have tried things before I try them myself	41	32	9
I'm always one of the first of my friends to try new products or services	19	27	-8

*We are interested in your attitudes about a number of buying and style issues. There are no right or wrong answers. Please indicate how much you agree or disagree with each of the following statements by checking the box that comes closest to how you feel. (698)*




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**Personal Values**  
- % say value is of high importance to them (6 or 7 on 7-point scale) -

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Base: Americans age 18+.

	Age 55+, white, male, and own <u>3+ acres</u> %	All Other <u>Americans</u> %	<u>Diff.</u> pts.
Learning: Continuing to learn throughout my life	87	89	-2
Respecting ancestors: Showing respect to those who came before us	84	83	1
Enjoying life: Doing things because I like them	83	89	-6
Freedom: Having freedom of action and thought	83	85	-2
Duty: Fulfilling obligations to family, community and country	83	87	-4
Public image: Protecting my reputation, saving face	65	58	7
Helping to preserve nature	63	64	-1
Social responsibility: Working for the welfare of society	62	58	4
Being in tune with nature: Fitting into nature	57	58	1

Please rate on a scale of 1 to 7, with "1" meaning not at all important and "7" meaning extremely important. For each personal value, please circle the number that best describes how important, if at all, it is to you as a guiding principle in your life. You should mark values that are of average importance to you towards the middle of the scale. (69N)



### Political Orientation

Base: Americans age 18+.

	Age 55+, white, male, and own 3+ acres %	All Other Americans %	Diff. pts.
<b>Conservative</b>	<b>49</b>	<b>37</b>	<b>8</b>
Very conservative	18	15	3
Somewhat conservative	31	22	9
Middle of the road	28	32	-4
<b>Liberal</b>	<b>9</b>	<b>14</b>	<b>-5</b>
Somewhat Liberal	7	11	-4
Very Liberal	2	4	-2

In terms of your political outlook, do you usually think of yourself as... (652-0)

### Whether Financially Better or Worse Off Than 12 Months Ago

Base: Americans age 18+.

	Age 55+, white, male, and own 3+ acres %	All Other Americans %	Diff. pts.
Better now	21	30	-9
About the same	58	51	7
Worse now	21	19	2

Thinking of the last 12 months, do you believe that you or your household are better off or worse off financially than you were one year ago? (69M-0)



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**Whether Predict Will be Financially Better or Worse Off  
12 Months From Now**

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*Base: Americans age 18+.*

	Age 55+, white, male, and own <u>3+ acres</u>	All Other <u>Americans</u>	<u>Diff.</u>
	%	%	pts.
Better now	22	41	-19
About the same	64	50	14
Worse	15	9	6

*Thinking of the next 12 months, do you think you and your household will be better off or worse off financially one year from now? (69M-0)*