



Interest in Protecting Land From Development



Understanding the segments

Definition and size of segments

In order to better understand who is interested in protecting their land from development and why, the survey sample was divided into two broad types of forest owners:

1. Owners interested in protecting their land from development. Since no question in the NWOS specifically addresses this question, we defined this group as people meeting the following criteria:
 - a. Have conservation easement for one or more of the following reasons: to prevent conversion of forest to another use, splitting of forest into smaller land holdings, harvesting of trees
 - b. OR Plan to get conservation easement
 - c. OR Do not have or plan to get conservation easement, but say "Yes" to two or more of the following:
 - Own land to enjoy beauty or scenery
 - To protect nature and biologic diversity
 - For privacy
 - Concern about development of nearby lands
 - Concern about keeping land intact for children/other heirs
 - Plan to leave land as is
 - Plan minimal activity to maintain forest
 - Give some or all of my land to children/heirs
 - AND "No" to:
 - Plan to divide all/part of my forest and sell the subdivisions
 - Convert to a different use

About seven in ten family forest owners comprise this group (70%) and together own 145 million acres (70%).

This group was further divided into two groups, based on level of commitment:

- 1a. Owners who have a conservation easement for one or more of the following reasons: to prevent conversion of forest to another use, splitting of forest into smaller land holdings, harvesting of trees. About 3% of owners fall into this group, which represents 9.8 million acres (5%).
- 1b. Owners planning to get a conservation easement. Few owners fall into this group (3%), suggesting that owners who don't currently have an



easement are unlikely to do so in the future. This may be due to owner preference, but could also be indicative of lack of awareness of the easement option (and perhaps inadequate outreach on the part of organizations promoting easements).

2. Owners not interested in protecting their forest from development. This group comprises all owners who don't meet the criteria for the first group. About three in ten owners fall into this category (30%), which represents 62 million acres (30%).

It is encouraging to see that so many owners appear to be interested [we don't actually have a question that they answered directly] in saving their land from development. The 59% of interested owners who do not have an easement or plans to acquire one should be targeted for education about easements and other conservation options for their land. This could prevent such owners from making rash decisions about their land (e.g., to raise funds) or from passing it on to heirs less sympathetic to conservation.

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

On average, owners with an easement own larger plots of land than other owners (38% own 50+ acres versus 28% of owners in total). The higher # of easements on larger plots is most likely due to the nature of easements themselves – buyers of easements usually want to protect large areas; there are legal fees involved, etc. There are *no* differences between holdings of *all* interested owners and non-interested owners, however.

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. Interested owners are slightly younger on average than non-interested owners, and report slightly higher household incomes. This is particularly true of easement owners.



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.

There are few notable differences between segments. Note, however, that owners not interested in protecting their land are relatively unlikely to cite “improving quality of remaining trees” (31% versus 45% of those interested in protecting their land) or “to remove trees damaged by a natural catastrophe (27% versus 40%, respectively).

As might be expected, interested owners are more likely than non-interested owners to remove trees to improve their lands — e.g., “to improve quality of remaining trees” (24% versus 17%, respectively) and “to remove trees damaged by a natural catastrophe” (27% versus 19%). Non-interested owners, however, are twice as likely to remove trees “because the price was right” (12% versus 6% of interested owners).

Steps taken to manage lands

Though owners with easements are somewhat more likely than other owners to have taken concrete steps to manage and conserve their forest, the 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. In fact there is little difference at all between interested and non-interested owners. This may simply reflect the desires and attitudes of the forest owners.

But low participation may also be caused by less than optimal efforts at outreach (e.g., only 24% have received advice or information about their forest in the past 5 years; only 28% of interested owners have). 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

By definition, interested owners cite a variety of “important” reasons they own their land, including:

- To enjoy beauty or scenery (83% total)
- For privacy (77%)
- Part of my home/vacation home (70%)
- To protect nature and biologic diversity (70%)
- To pass land on to my children/heirs (66%)

Also worth noting is the fact that a majority of interested owners say they use the land for recreation or hunting for themselves (63%). No other activity is cited by the majority of interested owners.

Non-interested owners are far less likely to cite any of these reasons, due in part to the segment definitions (i.e., they could not qualify as “interested” if they cited certain reasons).

But it is interesting to observe that interested owners are not less likely than non-interested owners to say “land investment” is an important reason for owning their land (40% versus 37%, respectively). Indeed, owners with easements are the *most* likely to say they own their land for timber production (32%). The indication here is that owners most interested in protecting land from development tend to be the most interested in using their land for harvesting or other commercial uses.

These findings have implications for communications efforts: these people own land for beauty, privacy, legacy, etc. purposes, and therefore these are the important “buttons” to push in outreach efforts; 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

Across the board, interested owners register more concern regarding land usage restrictions than do non-interested owners, due presumably to their greater engagement with their land. Top concerns (and “buttons to push”), besides those used to define the segment, among interested users are:

- High property taxes (58%)
- Trespassing/poaching (57%)
- Misuse of forest, such as vandalism or dumping (53%)
- Development of nearby lands (50%)

Concerns regarding forest health

Again, interested owners register more concern about a variety of forest health issues than do non-interested owners. Top concerns (and “buttons to push”) among interested users are:

- Insects or plant diseases (58%)
- Fire (56%)
- Air and water pollution (49%)

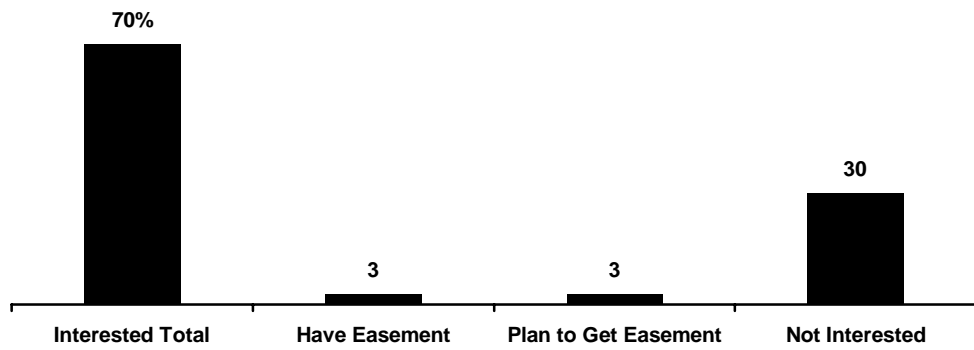
Sources of information

Owners who qualify in our segmentation as interested in protecting their land from development are no more or less likely to receive advice from a variety of sources than non-interested owners, which is likely due, in part, to imperfect outreach efforts. Though there seems to be no prevalent source of forest management information for family forest owners, state agency foresters reach more owners than any other source (13% of interested owners). Moreover, half of interested owners say “talking with a forester or other natural resource professional” would be a useful way to learn about managing their forests (47%). Interested owners also express interest in learning through publications/books/pamphlets (50%), 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>Interested in Protecting Land</u>			
		<u>Total</u>	<u>Interested</u>		<u>Not Int.</u>
			<u>Have</u>	<u>Plan to get</u>	
		<u>easement</u>	<u>ease.</u>		
Unweighted base	8081	3417	352	1552	1289
	%	%	%	%	%
10 to 49 acres	72	71	62	70	71
50 to 99	15	16	18	14	16
100 to 499	12	12	18	15	12
500 to 999	1	1	2	1	1

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.

	Interested in Protecting Land				
	<u>Total</u>	<u>Interested</u>		<u>Not Int.</u>	
		<u>Total</u>	<u>Have</u>		<u>Plan to get</u>
	<u>%</u>	<u>%</u>	<u>easement</u>	<u>ease.</u>	<u>%</u>
Sex					
Unweighted base	7025	3037	319	1411	1136
Men	84	87	89	83	88
Women	16	13	11	17	12
Age					
Unweighted base	6267	3305	305	1457	1228
<25	0	0	0	0	0
25-34	1	2	1	2	1
35-44	8	10	6	9	8
45-54	22	27	28	28	20
55-64	27	28	31	22	31
65-74	23	22	22	24	22
75+	18	11	12	14	18
Education					
Unweighted base	7637	3290	339	1476	1217
Less than 12th grade	11	7	7	5	8
High school graduate or GED	29	26	15	23	25
Some college	20	20	16	19	22
Associate or technical degree	10	11	9	10	11
Bachelors degree	17	20	25	21	21
Graduate degree	13	16	27	21	13
Employment					
Unweighted base	6690	3039	297	1374	1112
Not retired	46	56	54	52	44
Retired	54	44	46	48	56

Continues...



Owner Demography (Cont'd.)

Base: Owners of 10-999 acres of woodland.

	Interested in Protecting Land				
	<u>Total</u>	<u>Interested</u>		<u>Not Int.</u>	
		<u>Total</u>	<u>Have</u>		<u>Plan to get</u>
	<u>%</u>	<u>%</u>	<u>easement</u>	<u>ease.</u>	<u>%</u>
Annual Household Income					
Unweighted base	5461	2931	275	1307	1064
<\$25,000	18	13	13	11	17
\$25,000 - \$49,000	32	31	26	31	32
\$50,000 - \$99,000	34	38	33	39	33
\$100,000 - \$199,999	12	14	17	16	14
\$200,000+	3	4	10	3	3
Race/Ethnicity					
Unweighted base	6458	3360	314	1484	1270
White	93	94	96	93	94
Indian	2	3	3	2	3
Black	1	1	2	2	1
Hispanic	1	0	0	0	1
Asian	1	0	0	1	1
Hawaiian	0	0	0	0	1
Other	1	1	1	2	0
Disabilities					
Unweighted base	6114	3243	305	1417	1214
Blind	9	8	6	7	8
Limited mobility	19	17	17	16	19



Length of Ownership

Base: Owners of 10-999 acres of woodland.

	<u>Total</u>	<u>Interested in Protecting Land</u>			
		<u>Total</u>	<u>Interested</u>		<u>Not Int.</u>
			<u>Have</u>	<u>Plan to get</u>	
		<u>easement</u>	<u>ease.</u>		
Unweighted base	5500	2963	267	1323	1059
	%	%	%	%	%
0-9 years	18	20	19	15	19
10-24 years	36	41	49	44	35
25-49 years	38	33	26	35	40
50+ years	7	6	5	6	7

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

Residences Within One Mile of Woodland

Base: Owners of 10-999 acres of woodland.

	<u>Total</u>	<u>Interested in Protecting Land</u>			
		<u>Total</u>	<u>Interested</u>		<u>Not Int.</u>
			<u>Have</u>	<u>Plan to get</u>	
		<u>easement</u>	<u>ease.</u>		
Unweighted base	7860	3363	340	1514	1278
	%	%	%	%	%
Primary residence	68	72	71	67	56
Farm/ranch	38	34	36	35	41
Secondary residence	13	17	18	16	13

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>Interested in Protecting Land</u>			
		<u>Total</u>	<u>Interested</u>		<u>Not Int.</u>
			<u>Have</u>	<u>Plan to get</u>	
		<u>easement</u>	<u>ease.</u>		
Unweighted base	6480	3377	313	1512	1267
	%	%	%	%	%
Bought the land	78	80	74	81	73
Received the land as a gift	4	4	3	5	6
Inherited the land	29	27	35	26	31

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>Interested in Protecting Land</u>			
		<u>Total</u>	<u>Interested</u>		<u>Not Int.</u>
			<u>Have</u>	<u>Plan to get</u>	
		<u>easement</u>	<u>ease.</u>		
Unweighted base	6354	3334	308	1485	1251
	%	%	%	%	%
Other individuals	56	59	57	61	51
My parents, spouse, or other family members	45	42	41	41	51
Land investor/developer	4	5	11	4	6
A forestry company	1	1	1	1	1

From who did you get your woodland? (Q3b)



Key Decision Makers for Woodland Usage

Base: Owners of 10-999 acres of woodland.

	Interested in Protecting Land				
		Interested			
		Have	Plan to get		
	<u>Total</u>	<u>Total</u>	<u>easement</u>	<u>ease.</u>	<u>Not Int.</u>
Unweighted base	7906	3412	344	1547	1288
	%	%	%	%	%
Me and/or my spouse	91	93	88	91	93
My children, parents, or other relatives	9	10	6	10	9
My land manager or forester	4	4	9	7	5
My business partner	1	1	3	2	1
My logging contractor	1	1	1	1	2
Other	9	8	8	2	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.

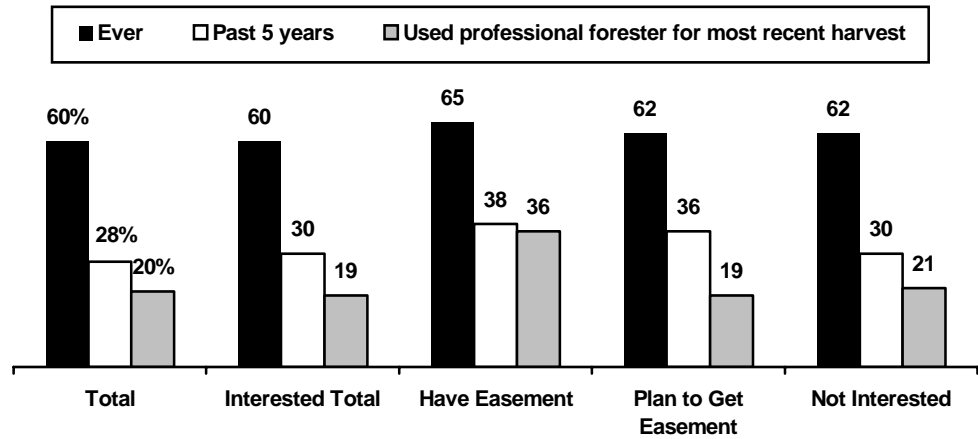
	<u>Total</u>	<u>Interested in Protecting Land</u>				<u>Not Int.</u>
		<u>Interested</u>		<u>Plan to get</u>		
		<u>Have</u>	<u>easement</u>			
	<u>Total</u>	<u>Total</u>	<u>easement</u>	<u>ease.</u>	<u>Not Int.</u>	
	%	%	%	%	%	
Unweighted base	7593	3388	328	1493	1284	
To enjoy beauty or scenery	71	83	80	80	45	
For privacy	64	77	65	65	36	
To pass land on to my children/heirs	62	66	61	57	39	
Part of my home or vacation home	63	70	65	59	45	
To protect nature and biologic diversity	57	70	72	65	21	
For hunting or fishing	39	41	44	36	27	
For land investment	43	40	39	40	37	
Part of my farm or ranch	43	49	37	51	30	
For recreation other than hunting/fishing	36	44	45	40	20	
For production of sawlogs, pulpwood or other timber products	20	17	32	16	23	
For production of firewood/biofuel (energy)	18	17	20	16	10	
For cultivation/collection of NTFP	10	12	9	11	6	

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.

	<u>Total</u>	<u>Interested in Protecting Land</u>			
		<u>Total</u>	<u>Interested</u>		<u>Not Int.</u>
			<u>Have easement</u>	<u>Plan to get ease.</u>	
Unweighted base	7874 %	3354 %	345 %	1506 %	1278 %
Sawlogs	35	34	36	37	37
Firewood	26	29	34	36	28
Pulpwood	17	17	24	17	21
Veneer logs	8	7	10	8	11
Other	10	10	9	4	13

What types of products were harvested? (Q15a)



Why Trees Were Removed/Harvested

Base: Have ever harvested/removed trees from woodland.

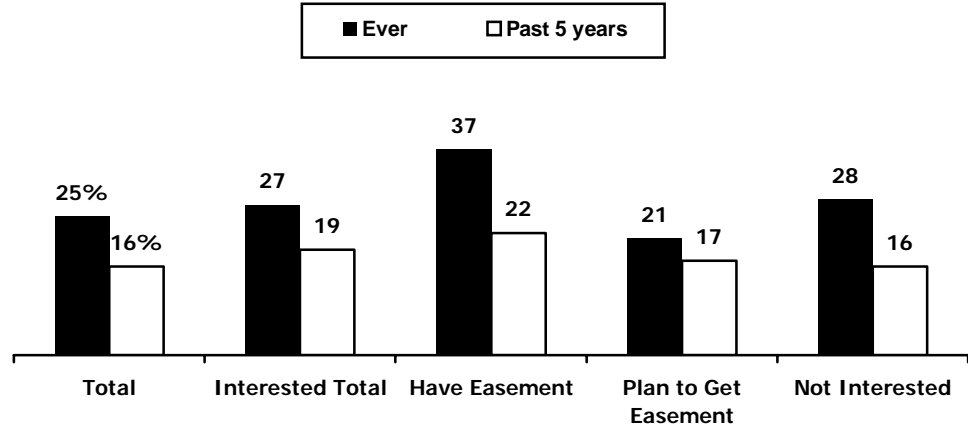
	<u>Total</u> %	<u>Interested in Protecting Land</u>			<u>Not Int.</u> %
		<u>Interested</u>		<u>Not Int.</u> %	
		<u>Have</u> <u>easement</u> %	<u>Plan to get</u> <u>ease.</u> %		
Trees were mature	40	42	49	46	45
To improve quality of remaining trees	36	45	52	48	31
To remove trees damaged by a natural catastrophe	30	40	38	38	27
Needed wood for own use	28	32	29	37	28
To achieve objectives in my management plan	19	17	26	17	20
Needed the money	17	21	41	21	19
Price was right	11	10	9	11	19
To improve hunting opportunities	10	12	8	12	14
To clear land for conversion to another use	5	8	9	8	3
To improve scenic and recreational opportunities	5	7	10	9	4
Other	30	33	33	37	32

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.

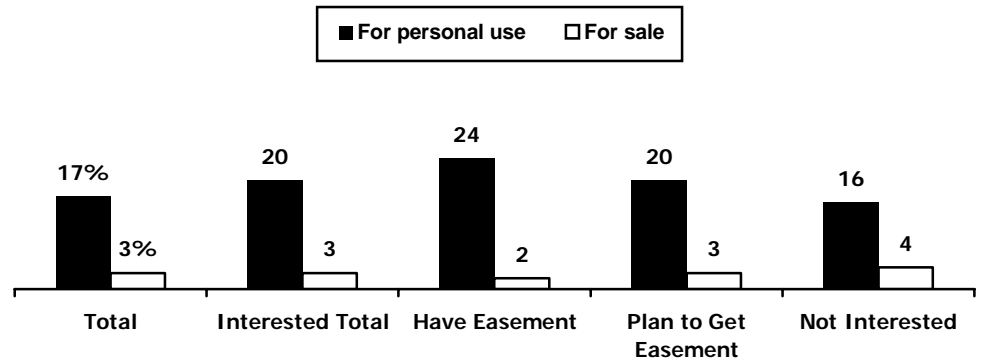
	<u>Total</u>	<u>Interested in Protecting Land</u>			
		<u>Total</u>	<u>Interested</u>		<u>Not Int.</u>
			<u>Have easement</u>	<u>Plan to get ease.</u>	
Unweighted base	6142	3173	291	1462	1202
	%	%	%	%	%
Edibles	13	17	25	16	9
Decorative, floral, or craft products	8	10	13	10	6
NTFPs	25	27	37	21	28
Medicinal and dietary supplements	3	3	5	4	3
Items of cultural or religious importance	1	1	4	0	0
Other	10	9	9	1	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.

	Interested in Protecting Land				
	Total	Interested		Not Int.	
		Total	Have easement		Plan to get ease.
Unweighted base	7569 %	3417 %	343 %	1544 %	1289 %
Recreation or hunting by me, my family, or friends	54	63	53	68	51
Posted land to restrict public access	40	45	43	49	28
Built or performed maintenance on roads or trails	26	31	46	28	19
Planted trees	22	27	37	26	15
Wildlife habitat/fisheries improvement projects	13	17	24	13	10
Reduced fire hazard	16	17	30	15	13
Recreation or hunting by the general public with my permission	11	13	14	21	15
Prepared land for new trees - "site prep"	8	8	22	6	7
Applied herbicides, pesticides, or fertilizers	10	11	14	8	10

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.

	Interested in Protecting Land				
	Total	Interested		Not Int.	
		Total	Have easement		Plan to get ease.
	%	%	%	%	%
Unweighted base	7928	3417	349	1530	1289
Minimum activity to maintain woodland	37	50	58	48	23
Harvest firewood	27	34	31	39	28
No plans at this time	31	33	22	20	24
Harvest sawlogs or pulpwood	12	12	15	14	20
Give some or all of my woodland to my children/heirs	13	16	9	18	6
Leave as is - no activity	16	12	8	11	22
Buy more woodland	7	11	11	12	7
Collect non-timber forest products	7	9	15	10	5
Sell some or all of my woodland	6	4	11	7	12
Convert some or all of my woodland to another use	3	1	2	4	8
Convert another land use to woodland	2	3	2	4	2
Divide all or part of my woodland and sell the subdivisions	2	1	0	2	4
Other	4	4	4	5	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.

	Interested in Protecting Land				
	Total	Interested		Not Int.	
		Total	Have easement		Plan to get ease.
	%	%	%	%	%
Unweighted base	6104	3417	288	1457	1289
Keeping land intact for my children/heirs	56	66	67	55	30
High property taxes	54	58	49	50	42
Trespassing or poaching	50	57	51	54	34
Misuse of woodland, such as vandalism or dumping	48	53	46	50	38
Development of nearby lands	38	50	53	44	13
Regulations that restrict harvests	29	30	23	26	24
Lawsuits	29	32	25	27	22
People stealing my trees	29	32	31	31	21
Damage or noise from motorized vehicles	31	38	31	32	15
Dealing with endangered species	25	28	29	27	17

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	Interested in Protecting Land			Not Int.
		Total	Interested		
			Have easement	Plan to get ease.	
Unweighted base	7688	3385	347	1533	1281
	%	%	%	%	%
Hunting	4	4	9	5	5
To graze/pasture livestock	3	3	3	2	3
Timber production	1	1	5	1	1
Recreation (other than hunting)	1	1	1	1	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.

	Interested in Protecting Land				
	Total	Interested			
		Have easement	Plan to get ease.	Not Int.	
Green Certification					
Unweighted base	7616	3356	340	1513	1257
Have heard of it	17	19	28	23	15
Some lands are certified	2	3	9	3	1
No lands are certified	98	97	91	97	99
Planning to do it	*	1	1	1	0
Conservation Easement					
Unweighted base	7677	3417	352	1552	1289
Have one	11	14	100	0	13
Do not	89	86	0	100	87
Planning to get one	1	2	0	100	0
Cost-Share Program					
Unweighted base	7608	3366	340	1516	1273
Ever had one	9	11	23	13	8
Never had one	91	89	77	87	92
Written Management/Stewardship Plan					
Unweighted base	7675	3287	320	1493	1255
Have one	8	9	24	12	8
Do not	92	91	76	88	92

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.

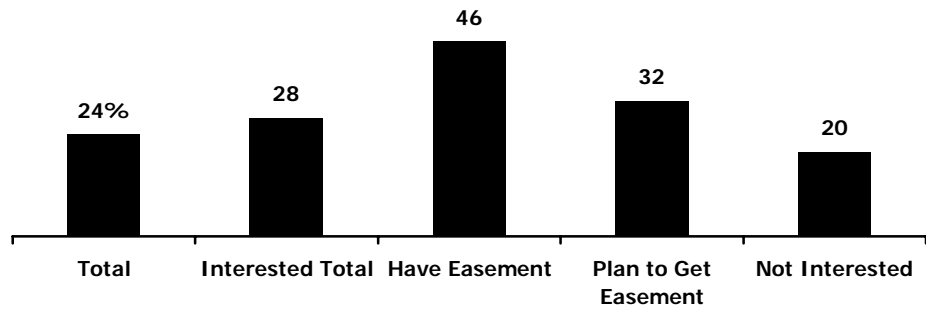
	<u>Total</u>	<u>Interested in Protecting Land</u>			
		<u>Total</u>	<u>Interested</u>		<u>Not Int.</u>
			<u>Have</u>	<u>Plan to get</u>	
		<u>easement</u>	<u>ease.</u>		
Unweighted base	6033	3366	285	1444	1270
	%	%	%	%	%
Insects or plant diseases	55	58	59	56	42
Fire	53	56	49	51	42
Air and water pollution	43	49	47	45	26
Wind and ice storms	39	41	36	39	31
Undesirable plants	33	37	39	33	24
Lack of new trees	25	26	27	23	15
Wild animals, such as deer	18	17	28	15	9
Domestic animals, such as cattle	10	11	13	11	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.

	Interested in Protecting Land				
	<u>Total</u>	<u>Interested</u>		<u>Not Int.</u>	
		<u>Total</u>	<u>Have</u>		<u>Plan to get</u>
		<u>easement</u>	<u>ease.</u>		
Unweighted base	7875 %	3371 %	349 %	1515 %	1274 %
Forest Management Division forester	10	13	23	15	9
Private consultant, such as a forester or wildlife biologist	7	9	17	11	8
Natural Resource Conservation Service, Soil and Water Conservation District, or Farm Service Agency employee	4	6	15	7	4
Logging contractor	4	4	9	5	5
Extension forester or other university employee	4	5	14	6	2
Other forest landowner, neighbor, or friend	4	6	14	5	5
Forester from a company that produces forest products	2	3	7	2	3
Other state employee	1	1	1	1	1
Employee of a non-profit group	0	1	1	0	0
Other	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.

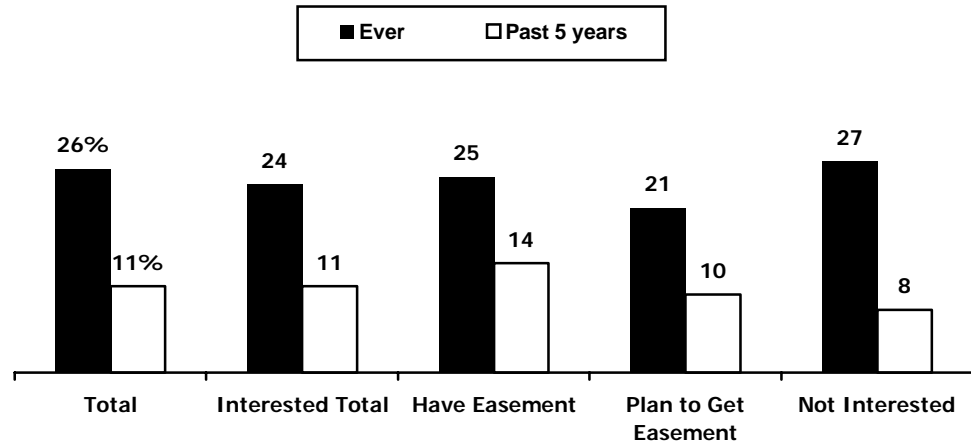
	<u>Total</u>	<u>Interested in Protecting Land</u>			
		<u>Interested</u>			<u>Not Int.</u>
		<u>Total</u>	<u>Have</u>	<u>Plan to get</u>	
			<u>easement</u>	<u>ease.</u>	
Unweighted base	5902 %	3290 %	284 %	1413 %	1245 %
Talking with a forester or other natural resource professional	42	47	59	54	29
Publications, books, or pamphlets	43	50	62	56	27
Newsletter, magazines, or newspapers	37	41	50	46	24
Talking with other woodland owners	24	28	41	31	14
Video tapes for home viewing	25	29	33	35	15
Visiting other woodlands or field trips	18	22	26	28	11
Internet/Web	23	25	36	28	16
Television or radio programs	21	25	23	27	13
Talking with a logging contractor	12	11	15	13	11
Conferences, workshops, or video conferences	13	16	31	20	8
Membership in a land owner organization	9	10	13	12	6

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.

	Interested in Protecting Land				
	Total	Interested		Not Int.	
		Have easement	Plan to get ease.		
Unweighted base	6399	3359	308	1491	1260
	%	%	%	%	%
Other individual(s)	12	13	9	10	13
My children or other family members	8	8	11	8	8
A forestry company	2	1	3	0	2
Land investor/developer	1	1	1	1	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>Interested in Protecting Land</u>			<u>Not Int.</u>
		<u>Interested</u>			
		<u>Have</u>	<u>Plan to get</u>		
	<u>Total</u>	<u>easement</u>	<u>ease.</u>		
	6263	3202	309	1482	1205
	%	%	%	%	%
Reading (general)	62	64	48	61	62
Home improvement	59	62	45	58	60
Cooking/food	56	58	40	55	54
Reading magazines	55	57	45	54	56
Gardening	53	56	41	53	52
Home furnishings/decorating	50	51	39	49	51
Electronics/computers	48	51	48	49	51
Cooking/gourmet	48	50	38	47	47
Crafts	46	49	35	46	45
Travel	45	48	33	44	45
Health/medical	44	43	29	42	44
Stereo/video	41	44	32	43	41
Consumer electronics	39	42	32	40	40
Outdoors	39	43	30	41	38
Fashion	39	37	29	36	41
Natural foods	38	38	25	37	39

Source: Acxiom LifeTraits segmentation



Most Common Personix Segments Among the Family Forest Owner Population

Base: Owners of 10-999 acres of woodland.

	Interested in Protecting Land				
	Total	Interested		Not Int.	
		Total	Have easement		Plan to get ease.
	5726 %	2959 %	281 %	1372 %	1075 %
The Greatest Generation	12	10	4	11	8
Country Comfort	5	7	10	5	3
Farmland Families	5	6	8	4	4
Country Ways	5	5	2	4	7
The Great Outdoors	5	7	1	5	5
Raisin' Grandkids	5	4	7	6	7
Rural Antiques	5	4	9	4	6
Platinum Oldies	4	5	5	4	3
Still Trucking	4	3	3	4	3
Rural Parents	3	3	3	3	3
Sitting Pretty	3	3	2	3	2
Leveraged Lifestyles	3	3	3	5	4
Established Elites	3	3	1	2	2
Full Steaming	3	1	1	3	3

Source: Acxiom Personix segmentation