



Differences by Home Proximity to Forest Land



Understanding the segments

Definition and size of segments

In order to better understand differences between owners who do and do not have a residence within a mile of their forestland, owners were segmented as follows:

1. Primary residence, farm/ranch, or secondary residence is within one mile of their woodland: Most (80%) owners of 10-999 forest land acres fall into this segment, which represents 159,731,299 acres and 77% of the land. This segment was further divided according to type of residence:
 - 1a. Primary residence: 68%; 125,590,981 acres; 61% of the land.
 - 1b. Farm/ranch: 38%; 88,051,778 acres; 43% of family forestland.
 - 1c. Secondary/vacation residence: 13%; 38,419,569 acres; 19% of the land.

2. Do not have any residence within one mile of their woodland: 20% of family forest owners; 46,861,619 acres; 23% of the land.

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 and acquisition of holdings

Most family forest owners, irrespective of region, tend to own relatively small plots (overall, 72% own 10-49 acres, whereas only 13% own 100 or more). Owners with vacation homes within a mile of their woodland are, however, somewhat more likely to own larger plots (19% own 10-499 acres compared to 12%, on average).

While the majority of owners in all regions purchased the land themselves (78%), about one in three with a proximate farm/ranch or *no* proximate residence (33% and 34%, respectively), inherited the land.



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.

Owners with vacation homes or no residence within a mile of their land have achieved higher education levels (40% and 43%, respectively, have at least a college degree versus 30% on average) and report higher incomes (24% of both segments report incomes of \$100,000-plus, compared to 15% on average).

Reasons for harvesting or removing trees

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

Time spent on or near the land seems to drive propensity to harvest. The most likely to have harvested are those near their land full-time (farm/ranch is 66%, primary residence is 63%).

Those with a vacation home or no proximate residence are the least likely (56% and 52%, respectively). A social marketing campaign should incorporate messaging geared to helping remote owners understand the benefits of strategic harvesting.

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, those without a proximate residence are least likely to mention most reasons. Still, about four in ten (38%) harvested trees because they were mature, indicating planning among nearly half of such owners. At the same time, these owners are the most likely to say they removed/harvested trees because “the price is right” (18% versus 11% total), suggesting they may be particularly prone to selling trees without proper planning.



Steps taken to manage lands

Across segment, the incidence of those with green certification, conservation easements, cost-share programs, and even written management/stewardship plans is quite low.

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

Findings with implications for messaging

Reasons for owning woodland

In all regions, when asked to name “important” reasons for owning their woodland, mostly 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%)

As a rule, owners in all segments agree on these reasons, with the notable exception of those with no proximate residence. They are markedly less likely to cite the above reasons. This segment is the most likely to say they own the land for investment purposes (54%); they are also the most likely to say timber production is an important reason (25%). They are also twice as likely to say they plan, in the next 5 years, to sell some or all of their woodland (14% versus 6% on average). Still, a majority, though less likely than other segments, do find beauty/scenery (61%) and legacy issues (59%) important.

Also worth noting: Owners with a proximate vacation home are particularly likely to say hunting/fishing (52%) and other types of recreation (52%) are important reasons for owning their woodland. Fewer than half of owners in other segments agree. Seven in ten of this group also say in the past 5 years they have used their land for recreation or hunting, compared to 54% on average.



These findings have implications for communications efforts: We know family forest owners own land for beauty, privacy, legacy, etc. purposes, and therefore these are the important “buttons” to push in outreach efforts to all owners, *including* those who own the land to harvest or for investment purposes; e.g., “maintaining your land’s beauty, health, value to heirs, and commercial worth will all be achieved with sound, sustainable land management practices.”

However, owners without a proximate residence do appear to be less engaged with their land, which is not surprising. With this group, appeal to the benefits of sustainable stewardship to investment value should be key.

Concerns regarding restriction on woodland 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 owners with a proximate farm/ranch or vacation home (60% and 62%, respectively). Other top concerns include high property taxes (54%), and trespassing/poaching (50%).

These concerns tend to be fairly common across segments. One exception: Owners without a proximate residence are notably less concerned about most possible restrictions with a few important exceptions. They are, along with those with proximate vacation home, more likely to be concerned about misuse of their woodland such as vandalism or dumping (56% and 56%, respectively) and tree theft (36% and 32%). These concerns are perhaps not surprising to see among people not on their land full-time, those unable to keep a constant eye on it.

Sources of information regarding woodland

Only about one in four family forest owners have received advice or information about their woodland in the past 5 years, and there are no notable differences across segments.

Though there seems to be no prevalent source of woodland 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 woodlands (42%). Owners also express interest in learning through publications/books/pamphlets (43%), which is a promising avenue for a social marketing campaign.



Size of the Segments

Base: Owners of 10-999 acres of woodland.

	Home proximity to woodland					
	<u>Total</u>	<u>Total</u>	W/in 1 mile			<u>Not</u>
			<u>ranch</u>	<u>residence</u>	<u>home</u>	
Unweighted base	7860 %	6225 %	3296 %	4695 %	1435 %	1635 %
Primary residence	68	83	79	100	35	0
Farm/ranch	38	48	100	45	28	0
Secondary residence	13	16	10	7	100	0

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)

Size of Holdings

Base: Owners of 10-999 acres of woodland.

	Home proximity to woodland					
	<u>Total</u>	<u>Total</u>	W/in 1 mile			<u>Not</u>
			<u>ranch</u>	<u>residence</u>	<u>home</u>	
Unweighted base	8081 %	6317 %	3296 %	4766 %	1463 %	1677 %
10 to 49 acres	72	73	68	75	58	70
50 to 99	15	15	17	15	22	16
100 to 499	12	11	14	10	19	13
500 to 999	1	1	1	1	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.

	Home proximity to woodland					
	W/in 1 mile					
	<u>Total</u>	<u>Total</u>	<u>Farm/ ranch</u>	<u>Primary residence</u>	<u>Vacation home</u>	<u>Not</u>
	%	%	%	%	%	%
Sex						
Unweighted base	7025	5506	2872	4138	1329	1468
Men	84	85	87	84	89	79
Women	16	15	13	16	11	21
Age						
Unweighted base	6267	4894	2439	3623	1243	1321
<25	0	0	0	0	0	0
25-34	1	1	1	1	1	1
35-44	8	9	8	10	6	6
45-54	22	23	21	24	23	20
55-64	27	27	25	27	31	29
65-74	23	23	26	21	24	24
75+	18	17	19	17	14	21
Education						
Unweighted base	7637	6012	3121	4545	1411	1571
Less than 12th grade	11	11	12	12	7	8
High school graduate or GED	29	31	33	32	23	19
Some college	20	20	20	20	19	21
Associate or technical degree	10	10	8	11	10	9
Bachelors degree	17	16	15	15	21	23
Graduate degree	13	12	11	10	19	20
Employment						
Unweighted base	6690	5260	2647	3945	1264	1381
Not retired	46	48	48	49	46	42
Retired	54	52	52	51	54	58

Continues...



Owner Demography (Cont'd.)

Base: Owners of 10-999 acres of woodland.

	Home proximity to woodland					
	W/in 1 mile					
	<u>Total</u>	<u>Total</u>	<u>Farm/ ranch</u>	<u>Primary residence</u>	<u>Vacation home</u>	<u>Not</u>
	%	%	%	%	%	%
Annual Household Income						
Unweighted base	5461	4298	2144	3195	1097	1118
<\$25,000	18	20	19	23	8	13
\$25,000 - \$49,000	32	33	35	33	30	29
\$50,000 - \$99,000	34	34	33	33	38	34
\$100,000 - \$199,999	12	10	10	9	18	20
\$200,000+	3	3	4	2	6	4
Race/Ethnicity						
Unweighted base	6458	5024	2509	3722	1268	1373
White	93	94	95	94	93	90
Indian	2	3	2	3	2	2
Black	1	1	0	1	1	2
Asian	1	0	0	0	0	3
Hispanic	1	1	1	1	0	1
Hawaiian	0	0	0	0	0	1
Other	1	1	0	1	2	1
Disabilities						
Unweighted base	6113	4773	2377	3535	1213	1290
Limited mobility	19	20	20	20	18	17
Blind	9	9	10	10	10	9



Length of Ownership

Base: Owners of 10-999 acres of woodland.

	Home proximity to woodland					
	W/in 1 mile					
	<u>Total</u>	<u>Total</u>	<u>Farm/ ranch</u>	<u>Primary residence</u>	<u>Vacation home</u>	<u>Not</u>
Unweighted base	5500 %	4381 %	2174 %	3275 %	1111 %	1078 %
0-9 years	18	18	17	18	19	20
10-24 years	36	36	32	34	40	36
25-49 years	38	38	42	39	36	38
50+ years	7	8	10	9	5	6

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

How Received Woodland

Base: Owners of 10-999 acres of woodland.

	Home proximity to woodland					
	W/in 1 mile					
	<u>Total</u>	<u>Total</u>	<u>Farm/ ranch</u>	<u>Primary residence</u>	<u>Vacation home</u>	<u>Not</u>
Unweighted base	6480 %	5041 %	2522 %	3726 %	1267 %	1377 %
Bought the land	78	81	78	83	81	66
Inherited the land	29	27	33	25	29	34
Received the land as a gift	4	4	3	4	5	5

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



From Whom Received Woodland

Base: Owners of 10-999 acres of woodland.

	Home proximity to woodland					
	<u>Total</u>	<u>Total</u>	<u>W/in 1 mile</u>			<u>Not</u>
			<u>ranch</u>	<u>residence</u>	<u>home</u>	
Unweighted base	6354	4947	2478	3659	1243	1350
	%	%	%	%	%	%
Other individuals	56	59	54	61	61	47
My parents, spouse, or other family members	45	44	53	43	42	48
Land investor/developer	4	4	3	5	4	5
A forestry company	1	1	0	1	2	1

From who did you get your woodland? (Q3b)

Key Decision Makers for Woodland Usage

Base: Owners of 10-999 acres of woodland.

	Home proximity to woodland					
	<u>Total</u>	<u>Total</u>	<u>W/in 1 mile</u>			<u>Not</u>
			<u>ranch</u>	<u>residence</u>	<u>home</u>	
Unweighted base	7906	6202	3226	4684	1446	1639
	%	%	%	%	%	%
Me and/or my spouse	91	92	89	93	91	87
My children, parents, or other relatives	9	9	9	8	13	10
My land manager or forester	4	3	4	3	5	5
My business partner	1	1	2	1	2	2
My logging contractor	1	1	2	1	1	1
Other	9	7	8	7	8	16

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.

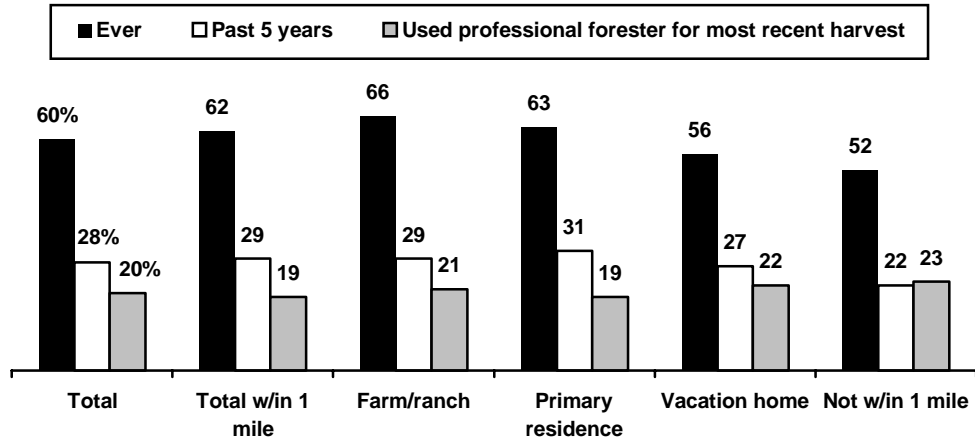
	Home proximity to woodland						
	<u>Total</u>	<u>W/in 1 mile</u>					<u>Not</u>
		<u>Total</u>	<u>Farm/ ranch</u>	<u>Primary residence</u>	<u>Vacation home</u>	<u>home</u>	
Unweighted base	7538 %	5989 %	3104 %	4523 %	1422 %	1540 %	
To enjoy beauty or scenery	71	73	63	75	79	61	
For privacy	64	69	58	73	71	43	
Part of my home or vacation home	63	71	58	77	69	26	
To pass land on to my children/heirs	62	62	63	63	61	59	
To protect nature and biologic diversity	57	59	55	61	59	48	
Part of my farm or ranch	43	50	71	51	35	14	
For land investment	43	40	42	40	39	54	
For hunting or fishing	39	40	42	40	52	35	
For recreation other than hunting/fishing	36	37	32	37	52	31	
For production of sawlogs, pulpwood or other timber products	20	18	24	18	16	25	
For production of firewood/biofuel (energy)	18	20	22	22	14	9	
For cultivation/collection of NTFP	10	11	15	11	10	7	

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	Home proximity to woodland					Not
		Total	W/in 1 mile			Total	
			Farm/ ranch	Primary residence	Vacation home		
Unweighted base	7874	6185	3232	4665	1443	1626	
	%	%	%	%	%	%	
Sawlogs	35	37	43	38	29	26	
Firewood	26	30	30	32	26	12	
Pulpwood	17	17	16	17	17	18	
Veneer logs	8	9	12	9	9	5	
Other	10	8	9	8	8	14	

What types of products were harvested? (Q15a)



Why Trees Were Removed/Harvested

Base: Have ever harvested/removed trees from woodland.

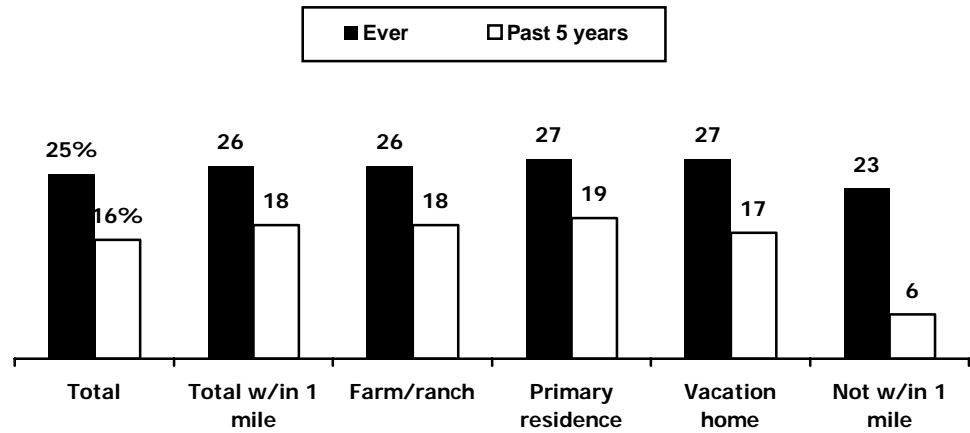
	Home proximity to woodland						
	<u>Total</u> %	W/in 1 mile					<u>Not</u> %
		<u>Total</u> %	<u>Farm/ ranch</u> %	<u>Primary residence</u> %	<u>Vacation home</u> %		
Trees were mature	40	40	45	40	40	38	
To remove trees damaged by a natural catastrophe	36	38	33	39	44	26	
To improve quality of remaining trees	30	33	31	34	35	18	
Needed wood for own use	28	31	29	35	28	12	
Needed the money	19	20	22	22	13	15	
To achieve objectives in my management plan	17	16	17	15	21	19	
Price was right	11	10	13	10	8	18	
To clear land for conversion to another use	10	12	12	11	12	4	
To improve hunting opportunities	5	5	5	5	12	5	
To improve scenic and recreational opportunities	5	6	4	5	11	3	
Other	30	28	27	28	26	41	

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

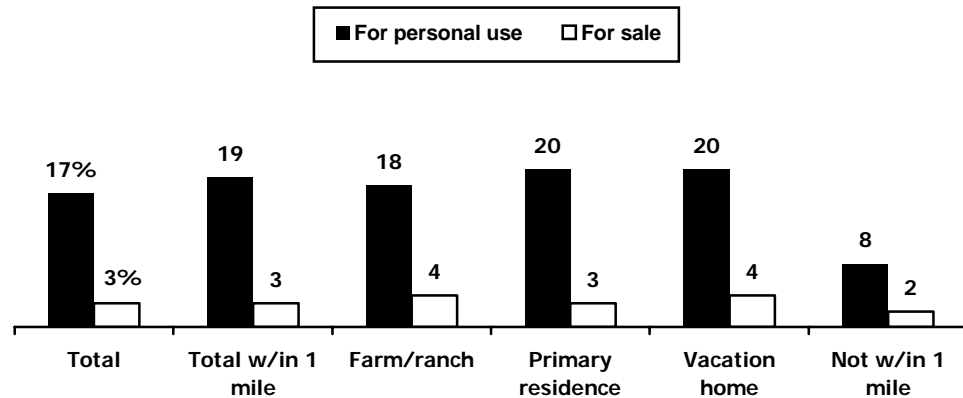
Base: Have ever collected NTFP from owned woodland.

	Total	Home proximity to woodland					Not
		Total	W/in 1 mile			Not	
			Farm/ ranch	Primary residence	Vacation home		
Unweighted base	6142	4780	2359	3517	1228	1309	
	%	%	%	%	%	%	
Edibles	13	15	14	16	16	6	
Decorative, floral, or craft products	8	9	7	10	11	3	
Medicinal and dietary supplements	3	3	4	3	4	0	
Items of cultural or religious importance	1	1	0	1	1	0	
Other	10	8	9	8	7	16	

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.

	Home proximity to woodland					
	<u>Total</u>	<u>W/in 1 mile</u>				
		<u>Total</u>	<u>Farm/ ranch</u>	<u>Primary residence</u>	<u>Vacation home</u>	<u>Not</u>
	%	%	%	%	%	%
Unweighted base	7569	5915	3053	4442	1404	1576
Recreation or hunting by me, my family, or friends	54	58	58	59	70	40
Posted land to restrict public access	40	42	41	41	55	33
Built or performed maintenance on roads or trails	26	28	23	28	39	18
Planted trees	22	24	20	25	25	16
Reduced fire hazard	16	18	15	19	23	10
Wildlife habitat/fisheries improvement projects	13	15	14	15	18	7
Recreation or hunting by the general public with my permission	11	12	14	12	13	5
Applied herbicides, pesticides, or fertilizers	10	12	11	12	13	7
Prepared land for new trees - "site prep"	8	8	8	9	7	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.

	Home proximity to woodland						
	<u>Total</u>	<u>W/in 1 mile</u>					<u>Not</u>
		<u>Total</u>	<u>ranch</u>	<u>residence</u>	<u>home</u>		
Unweighted base	7928 %	6219 %	3248 %	4694 %	1448 %	1646 %	
Minimum activity to maintain woodland	37	40	39	39	46	29	
No plans at this time	31	30	32	30	26	33	
Harvest firewood	27	31	29	33	34	14	
Leave as is - no activity	16	15	14	15	16	19	
Give some or all of my woodland to my children/heirs	13	13	13	13	17	12	
Harvest sawlogs or pulpwood	12	12	14	13	13	12	
Buy more woodland	7	7	6	7	12	7	
Collect non-timber forest products	7	8	7	8	10	2	
Sell some or all of my woodland	6	4	3	4	5	14	
Convert some or all of my woodland to another use	3	3	3	4	2	4	
Convert another land use to woodland	2	2	3	2	2	1	
Divide all or part of my woodland and sell the subdivisions	2	1	1	1	2	2	
Other	4	3	3	3	3	6	

What are your plans for your woodland in [STATE] in the next five years? (Q23)



Concerns Regarding Restrictions on Woodland Use (Top 3 Box)

Base: Owners of 10-999 acres of woodland.

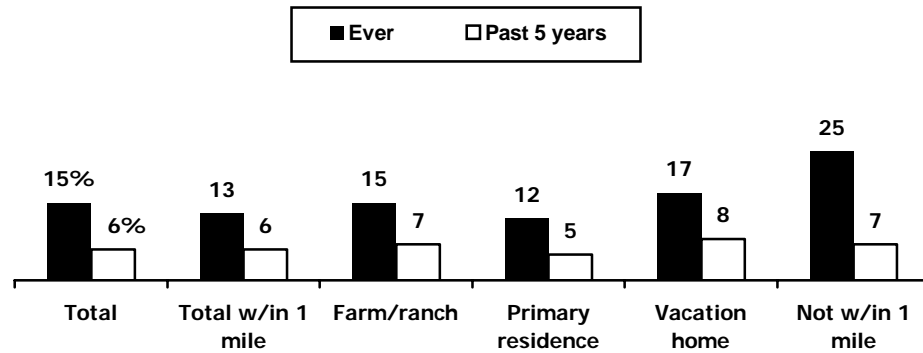
	Home proximity to woodland					
	Total	Total	W/in 1 mile			Not
			Farm/ ranch	Primary residence	Vacation home	
Unweighted base	6104 %	4763 %	2370 %	3527 %	1217 %	1294 %
Keeping land intact for my children/heirs	56	58	60	57	62	51
High property taxes	54	56	55	57	54	47
Trespassing or poaching	50	50	50	50	55	53
Misuse of woodland, such as vandalism or dumping	48	46	44	44	56	56
Development of nearby lands	38	40	36	41	39	31
Damage or noise from motorized vehicles	31	32	27	33	35	27
Lawsuits	29	30	34	29	34	25
People stealing my trees	29	26	26	25	32	36
Regulations that restrict harvests	29	30	35	29	31	24
Dealing with endangered species	25	25	24	24	28	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.

	Home proximity to woodland						
	Total	W/in 1 mile					Not
		Total	Farm/ ranch	Primary residence	Vacation home		
Unweighted base	7688	6045	3141	4568	1411	1584	
	%	%	%	%	%	%	
Hunting	4	3	4	3	5	5	
To graze/pasture livestock	3	3	3	2	5	5	
Timber production	1	1	1	1	1	3	
Recreation (other than hunting)	1	1	1	1	2	1	
To cultivate/collect non-forest timber products	1	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.

	Home proximity to woodland					
	W/in 1 mile					
	Total	Total	Farm/ ranch	Primary residence	Vacation home	Not
Green Certification						
Unweighted base	7616	5986	3103	4538	1392	1574
Have heard of it	17	17	17	16	22	16
Some lands are certified	2	2	2	2	3	2
No lands are certified	98	98	98	98	97	98
Planning to do it	*	1	0	1	1	0
Conservation Easement						
Unweighted base	7677	6036	3137	4562	1409	1583
Have one	11	10	10	10	11	16
Do not	89	90	90	90	89	84
Planning to get one	1	1	1	1	2	2
Cost-Share Program						
Unweighted base	7608	5989	3112	4528	1398	1567
Ever had one	9	9	10	8	12	9
Never had one	91	91	90	92	88	91
Written Management/Stewardship Plan						
Unweighted base	7675	6050	3156	4577	1410	1573
Have one	8	7	8	7	10	8
Do not	92	93	92	93	90	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.

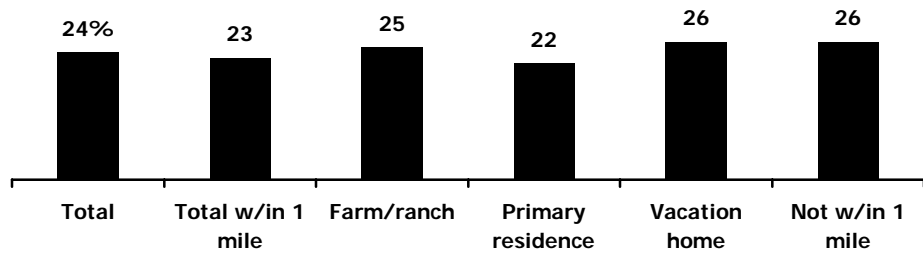
	Home proximity to woodland						
	Total	W/in 1 mile					Not
		Total	Farm/ ranch	Primary residence	Vacation home		
Unweighted base	5972 %	4694 %	2330 %	3474 %	1189 %	1232 %	
Insects or plant diseases	55	54	55	55	56	57	
Fire	53	52	48	52	55	59	
Air and water pollution	43	43	40	45	44	43	
Wind and ice storms	39	41	39	43	36	36	
Undesirable plants	33	34	34	35	34	30	
Lack of new trees	25	24	23	24	21	28	
Wild animals, such as deer	18	18	19	19	15	15	
Domestic animals, such as cattle	10	9	9	9	8	14	

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.

	Home proximity to woodland						
	<u>Total</u>	<u>W/in 1 mile</u>					<u>Not</u>
		<u>Total</u>	<u>Farm/ ranch</u>	<u>Primary residence</u>	<u>Vacation home</u>		
Unweighted base	7875 %	6183 %	3225 %	4661 %	1441 %	1637 %	
Forest Management Division forester	10	10	12	10	12	10	
Private consultant, such as a forester or wildlife biologist	7	6	7	6	9	9	
Natural Resource Conservation Service, Soil and Water Conservation District, or Farm Service Agency employee	4	4	6	4	3	4	
Logging contractor	4	4	4	4	4	4	
Other forest landowner, neighbor, or friend	4	4	4	4	5	5	
Extension forester or other university employee	4	4	4	4	5	2	
Forester from a company that produces forest products	2	2	2	2	3	4	
Other state employee	1	1	1	1	1	1	
Employee of a non-profit group	0	1	0	1	0	0	
Other	1	1	1	1	1	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.

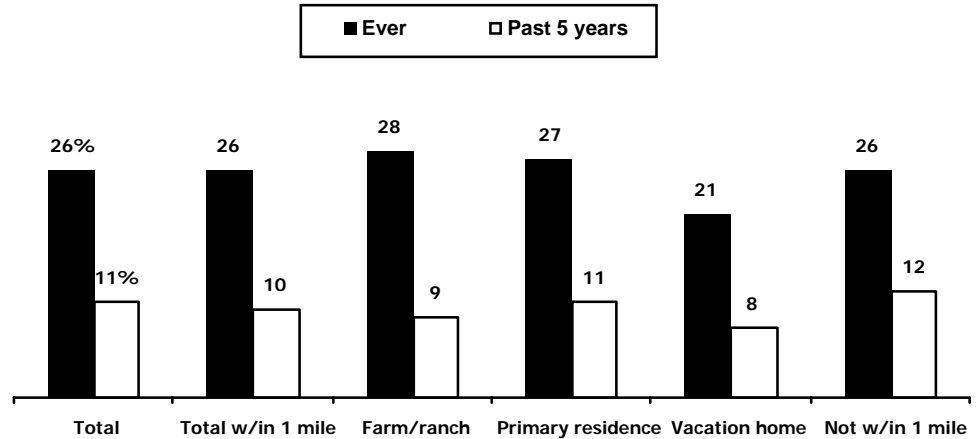
	Home proximity to woodland						
	Total	W/in 1 mile					Not
		Total	Farm/ ranch	Primary residence	Vacation home		
Unweighted base	5902 %	4609 %	2271 %	3414 %	1191 %	1253 %	
Publications, books, or pamphlets	43	43	39	42	53	44	
Talking with a forester or other natural resource professional	42	42	40	41	53	42	
Newsletter, magazines, or newspapers	37	37	34	37	43	34	
Video tapes for home viewing	25	25	23	24	31	25	
Talking with other woodland owners	24	24	24	24	28	24	
Internet/Web	23	22	19	21	27	24	
Television or radio programs	21	21	19	21	24	20	
Visiting other woodlands or field trips	18	19	19	19	22	17	
Conferences, workshops, or video conferences	13	13	13	12	16	13	
Talking with a logging contractor	12	12	12	12	12	13	
Membership in a land owner organization	9	9	9	8	15	12	

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.

	Home proximity to woodland						
	Total	W/in 1 mile					Not
		Total	Farm/ ranch	Primary residence	Vacation home		
Unweighted base	6399	4989	2496	3695	1254	1355	
	%	%	%	%	%	%	
Other individual(s)	12	12	12	13	14	11	
My children or other family members	8	9	9	9	6	7	
A forestry company	2	2	2	2	1	1	
Land investor/developer	1	1	2	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.

	Home proximity to woodland						
	<u>Total</u>	<u>W/in 1 mile</u>					<u>Not</u>
		<u>Total</u>	<u>ranch</u>	<u>residence</u>	<u>home</u>		
Unweighted base	6263	4852	2387	3562	1256	1349	
	%	%	%	%	%	%	
Reading (general)	62	63	62	64	64	59	
Home improvement	59	61	60	62	61	56	
Cooking/food	56	57	56	58	57	52	
Reading magazines	55	57	56	58	58	52	
Gardening	53	54	54	55	54	50	
Home furnishings/decorating	50	50	50	51	53	50	
Electronics/computers	48	49	46	48	55	47	
Cooking/gourmet	48	49	48	49	50	47	
Crafts	46	47	45	48	50	44	
Travel	45	46	45	46	45	41	
Health/medical	44	46	45	46	44	38	
Stereo/video	41	42	42	43	43	38	
Consumer electronics	39	40	39	41	41	37	
Outdoors	39	40	39	40	43	37	
Fashion	39	40	40	40	41	37	
Natural foods	38	39	39	39	38	35	

Source: Acxiom LifeTraits segmentation



Most Common Personix Segments Among the Family Forest Owner Population

Base: Owners of 10-999 acres of woodland.

	Home proximity to woodland						
	Total	W/in 1 mile					Not
		Total	Farm/ ranch	Primary residence	Vacation home		
	%	%	%	%	%	%	
Unweighted base	5726	4459	2197	3279	1159	1209	
The Greatest Generation	12	13	16	15	8	5	
Country Comfort	5	6	6	7	2	3	
Farmland Families	5	6	7	7	4	2	
Country Ways	5	5	6	5	4	5	
The Great Outdoors	5	6	5	7	5	2	
Raisin' Grandkids	5	4	4	4	6	8	
Rural Antiques	5	5	6	5	3	4	
Platinum Oldies	4	5	5	6	4	1	
Still Trucking	4	4	4	5	2	3	
Rural Parents	3	4	3	4	2	2	
Sitting Pretty	3	3	3	3	3	4	
Leveraged Lifestyles	3	2	3	2	3	4	
Established Elites	3	3	2	2	4	2	
Full Steaming	3	3	4	3	2	2	

Source: Acxiom Personix segmentation