



Regional Differences



Understanding the segments

Definition and size of segments

In order to better understand differences between and similarities among family forest owners in different parts of the country, owners were segmented according to region:

1. Northeast (Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Vermont). One in five family forest owners live in the Northeast (21%) and together own 39.5 million acres (19%)
2. North Central (Indiana, Illinois, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin); 22% of family forest owners; 41.5 million acres (20%).
3. Southeast (Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, and West Virginia); 18% of family forest owners; 39.7 million acres (19%).
4. South Central (Alabama, Arkansas, Kentucky, Louisiana, Mississippi, Oklahoma, Tennessee, and Texas); 27% of family forest owners; 60.5 million acres (29%)
5. Mountain (Arizona, Colorado, Idaho, New Mexico, Montana, Nevada, Utah, and Wyoming); 4% of family forest owners; 13.2 million acres (6%)
6. Pacific (California, Oregon, and Washington); 7% of family forest owners; 13.2 million acres (6%).

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 in the Mountain states, however, are more likely to own 100+ acres (23%). Still, a solid majority own fewer than 50 acres (65%). While the majority of owners in all regions purchased the land themselves (78%), at least one in three in the Southeastern and South Central states (38% and 35%, 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 in the Mountain states, however, distinguish themselves in several ways. Not only do they tend to own the largest plots of land, they are the youngest on average (42% are under age 55 compared to 31% on average), better educated (45% have at least a bachelor's degree compared to 30% on average), and wealthier (32% report household incomes of at least \$100,000 compared to 15% on average). Moreover, they are the least likely to have their primary residence on the land (40% versus 68%, respectively) and the *most* likely to have a secondary residence there (22% versus 13%). Social marketing efforts should take these demographic differences into account.

Pacific state owners, while generally average demographically, are somewhat more likely to have a college education (38% versus 30%) and are the most likely to be retired (66% versus 54% 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 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.

Owners in the Pacific states are most likely to have ever harvested (73%); those in the Mountain states are the least likely (49%). Social marketing efforts might want to focus on Mountain state owners, even if they are the least likely to harvest: they own the largest plots yet were the least likely to use a professional harvester for their last harvest (9% compared to 20% on average).

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.

Reasons vary by region. In the Northeast, North Central, Southeast, and South Central tree maturity is the top reason (47%, 49%, and 40%, respectively). In the Mountain states, however, improving quality of remaining trees is the most oft-cited (34%), while needing wood for personal use is the top reason in the Pacific states (43%). "Price was right" is also most likely to be considered important in the Pacific states (22%).



Steps taken to manage lands

Across regions, the incidence of those with green certification, conservation easements, cost-share programs, and even written management/stewardship plans is quite low. One exception: conservation easements are markedly more common in the Pacific (24%), South Central (22%), and Mountain states (16%) than in other regions (4%-6%).

Low participation may reflect the desires and attitudes of the forest 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 forest 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 forest

Across regions, only a minority say the “production of sawlogs, pulpwood, or other timber products” is an important reason they own their forest (20% on average). Those in the Southeast and South Central are more likely to cite this as a reason (25% and 27%, respectively); owners in the Mountain states are particularly unlikely (only 6%).

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

Beauty (85%), privacy (83%), and part of home/vacation home (80%) are particularly likely to be cited by Pacific state owners.



Also worth noting:

- Land investment, while not a top reason, is cited by a large number of owners in the Southeast (53%), South Central (50%), and Mountain states (47%).
- Southcentral and mountain state owners are by far the most likely to lease or collect money for forest use by others (32% in Mountain states and 28% in South Central states). One in four Pacific states owners (26%) do this as well.
- A majority of owners say they use the land for recreation or hunting for themselves, family or friends (54%), particularly in the North Central states (68%). No other activity is cited by the majority of owners.

These findings have implications for communications efforts: We know family forest owners cite the following reasons for owning land- beauty, privacy, legacy, etc., 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 (particularly those in the South and Mountain states); 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

Over half of owners, in all regions except the Mountain states, 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 in the South, where owners were particularly likely to have inherited their land, and the Pacific states. Other top concerns include high property taxes (54%), trespassing/poaching (50%), and misuse of land/vandalism (48%).

These concerns tend to be fairly common across regions. One exception: Mountain states owners are notably less concerned about most possible restrictions. This is perhaps because they are less likely than owners in other regions to live on the land and are therefore less concerned about land usage generally.

Sources of information

Only about one in four family forest owners have received advice or information about their forest in the past 5 years. While they have the largest plots and are the most likely to say they own their land for investment purposes, owners in the Mountain states are the least likely to have received advice (18%). Those in the Pacific states are the most likely (35%).



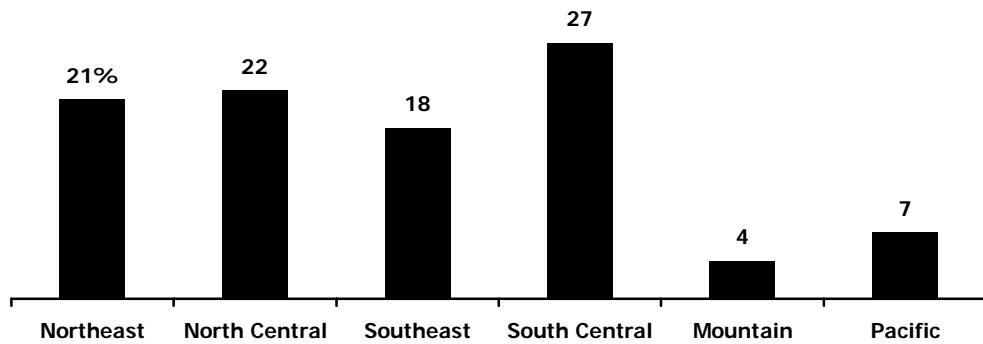
Though there seems to be no prevalent source of forest management information for family forest owners, state foresters reach more owners than any other source (10%). But this is still extremely low. Moreover, owners are most likely to say “talking with a forester or other natural resource professional”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

Unfortunately, Mountain state owners are the least receptive to advice and show the least interest toward sources of advice. Given that they own relatively large plots, these owners should be a special focus of any social marketing effort.



Size of the Segments

Base: Owners of 10-999 acres of woodland.



Size of Holdings

Base: Owners of 10-999 acres of woodland.

	Total	North		South		West	
		NE	NC	SE	SC	Mountain	Pacific
Unweighted base	8081	1236	3375	1708	1275	269	218
	%	%	%	%	%	%	%
10 to 49 acres	72	74	74	73	69	65	78
50 to 99	15	16	16	14	17	12	11
100 to 499	12	10	10	12	13	20	9
500 to 999	1	0	0	1	1	3	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.

	<u>Total</u>	<u>North</u>		<u>South</u>		<u>West</u>	
		<u>NE</u>	<u>NC</u>	<u>SE</u>	<u>SC</u>	<u>Mountain</u>	<u>Pacific</u>
	%	%	%	%	%	%	%
Sex							
Unweighted base	7025	1057	2980	1461	1099	236	192
Men	84	88	87	79	83	81	78
Women	16	12	13	21	17	19	22
Age							
Unweighted base	6267	978	2686	1289	961	185	168
<25	0	0	0	0	0	0	0
25-34	1	1	2	1	1	1	1
35-44	8	8	12	7	7	8	2
45-54	22	24	23	19	20	33	18
55-64	27	22	25	26	30	27	42
65-74	23	24	22	27	24	18	12
75+	18	19	15	20	17	12	25
Education							
Unweighted base	7637	1168	3198	1585	1218	260	208
Less than 12th grade	11	10	11	13	12	8	3
High school graduate or GED	29	32	37	29	24	21	16
Some college	20	16	18	18	24	20	25
Associate or technical degree	10	11	9	11	9	6	17
Bachelors degree	17	16	15	16	18	29	21
Graduate degree	13	15	11	13	13	16	17
Employment							
Unweighted base	6690	1048	2790	1412	1056	203	181
Not retired	46	48	53	40	45	54	34
Retired	54	52	47	60	55	46	66

Continues...



Owner Demography (Cont'd.)

Base: Owners of 10-999 acres of woodland.

	<u>Total</u>	<u>North</u>		<u>South</u>		<u>West</u>	
		<u>NE</u>	<u>NC</u>	<u>SE</u>	<u>SC</u>	<u>Mountain</u>	<u>Pacific</u>
	%	%	%	%	%	%	%
Annual Household Income							
Unweighted base	5461	831	2378	1108	832	156	156
<\$25,000	18	19	17	20	19	9	19
\$25,000 - \$49,000	32	35	37	30	33	25	19
\$50,000 - \$99,000	34	31	33	34	33	33	48
\$100,000 - \$199,999	12	12	11	12	11	27	12
\$200,000+	3	3	3	4	3	5	3
Race/Ethnicity							
Unweighted base	6458	1012	2771	1339	987	181	168
White	93	94	92	89	96	93	95
Indian	2	2	2	4	3	1	3
Black	1	0	0	3	2	0	0
Asian	1	0	0	1	0	6	2
Hispanic	1	1	0	1	0	1	0
Hawaiian	0	0	0	1	0	0	0
Other	1	1	1	0	0	0	3
Disabilities							
Unweighted base	6114	949	2615	1255	949	178	168
Limited mobility	19	18	16	22	21	18	20
Blind	9	8	7	9	13	6	8



Length of Ownership

Base: Owners of 10-999 acres of woodland.

	<u>Total</u>	<u>North</u>		<u>South</u>		<u>West</u>	
		<u>NE</u>	<u>NC</u>	<u>SE</u>	<u>SC</u>	<u>Mountain</u>	<u>Pacific</u>
Unweighted base	5500	883	2414	1080	808	154	161
	%	%	%	%	%	%	%
0-9 years	18	14	21	15	22	24	19
10-24 years	36	39	37	39	31	32	34
25-49 years	38	41	35	39	39	33	39
50+ years	7	7	7	8	8	11	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>North</u>		<u>South</u>		<u>West</u>	
		<u>NE</u>	<u>NC</u>	<u>SE</u>	<u>SC</u>	<u>Mountain</u>	<u>Pacific</u>
Unweighted base	7860	1203	3294	1652	1233	265	213
	%	%	%	%	%	%	%
Primary residence	68	76	70	64	65	40	72
Farm/ranch	38	32	45	38	43	41	21
Secondary residence	13	14	14	11	11	22	15

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>North</u>		<u>South</u>		<u>West</u>	
		<u>NE</u>	<u>NC</u>	<u>SE</u>	<u>SC</u>	<u>Mountain</u>	<u>Pacific</u>
Unweighted base	6480	1016	2764	1353	983	185	179
	%	%	%	%	%	%	%
Bought the land	78	77	85	70	76	86	80
Inherited the land	29	25	20	38	35	26	17
Received the land as a gift	4	5	3	6	3	1	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>North</u>		<u>South</u>		<u>West</u>	
		<u>NE</u>	<u>NC</u>	<u>SE</u>	<u>SC</u>	<u>Mountain</u>	<u>Pacific</u>
Unweighted base	6354	996	2703	1324	976	181	174
	%	%	%	%	%	%	%
Other individuals	56	60	65	47	50	57	63
My parents, spouse, or other family members	45	42	40	55	50	42	33
Land investor/developer	4	2	3	7	5	12	5
A forestry company	1	1	0	1	0	2	1

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>North</u>		<u>South</u>		<u>West</u>	
		<u>NE</u>	<u>NC</u>	<u>SE</u>	<u>SC</u>	<u>Mountain</u>	<u>Pacific</u>
Unweighted base	7906	1208	3325	1653	1251	259	210
	%	%	%	%	%	%	%
Me and/or my spouse	91	90	90	88	92	97	94
My children, parents, or other relatives	9	9	7	11	8	10	15
My land manager or forester	4	5	3	6	4	0	0
My business partner	1	2	1	1	1	1	1
My logging contractor	1	2	1	1	1	0	0
Other	9	2	2	2	23	14	17

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.

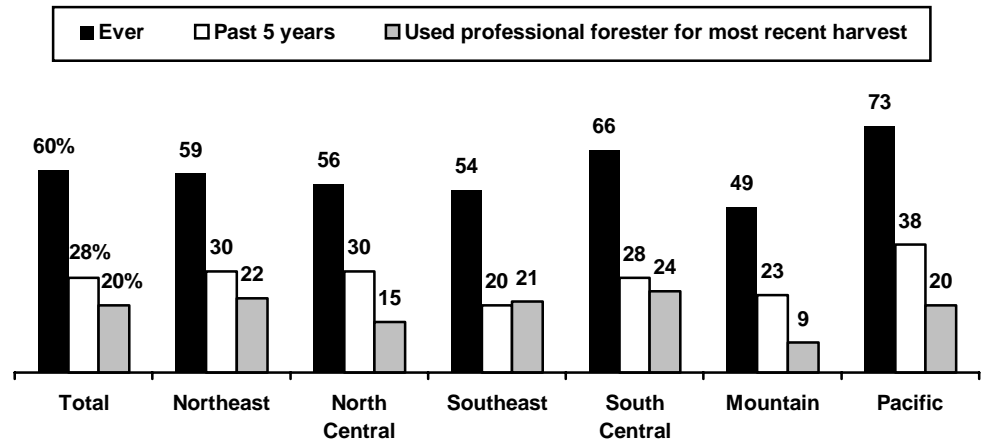
	Total	North		South		West	
		NE	NC	SE	SC	Mountain	Pacific
Unweighted base	7593	1139	3200	1608	1202	247	197
	%	%	%	%	%	%	%
To enjoy beauty or scenery	71	74	70	66	69	68	85
For privacy	64	70	60	63	60	57	83
Part of my home or vacation home	63	66	60	62	60	47	80
To pass land on to my children/heirs	62	54	55	67	69	61	67
To protect nature and biologic diversity	57	57	58	57	57	54	53
Part of my farm or ranch	43	38	42	44	46	35	57
For land investment	43	31	36	53	50	47	40
For hunting or fishing	39	40	51	33	39	29	22
For recreation other than hunting/fishing	36	40	42	30	31	41	35
For production of sawlogs, pulpwood or other timber products	20	15	15	25	27	6	14
For production of firewood/biofuel (energy)	18	22	20	11	17	17	22
For cultivation/collection of NTFP	10	8	11	12	12	6	11

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	North		South		West	
		NE	NC	SE	SC	Mountain	Pacific
Unweighted base	7874	1208	3305	1641	1243	266	211
	%	%	%	%	%	%	%
Sawlogs	35	39	31	33	40	14	28
Firewood	26	34	31	16	19	21	42
Pulpwood	17	10	11	27	24	3	10
Veneer logs	8	13	10	4	8	2	1
Other	10	4	3	2	21	16	20

What types of products were harvested? (Q15a)



Why Trees Were Removed/Harvested

Base: Have ever harvested/removed trees from woodland.

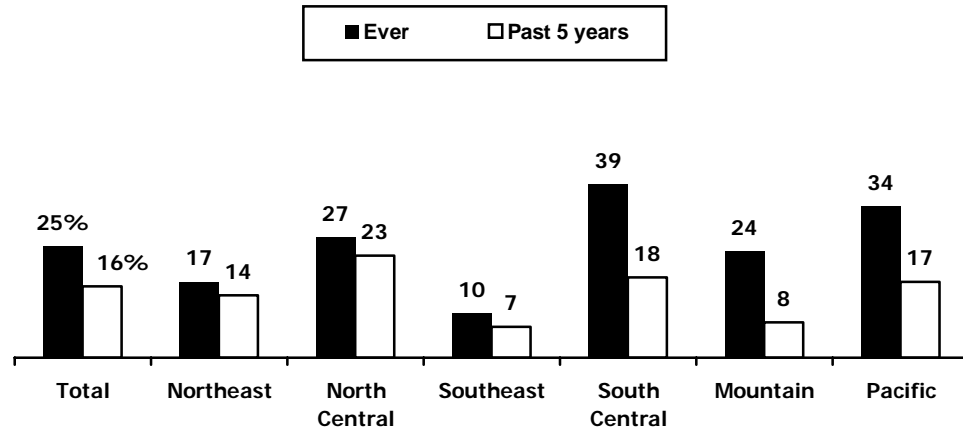
	<u>Total</u> %	<u>North</u>		<u>South</u>		<u>West</u>	
		<u>NE</u> %	<u>NC</u> %	<u>SE</u> %	<u>SC</u> %	<u>Mountain</u> %	<u>Pacific</u> %
Trees were mature	40	47	49	40	36	22	21
To remove trees damaged by a natural catastrophe	36	48	41	25	28	23	42
To improve quality of remaining trees	30	30	40	28	23	34	33
Needed wood for own use	28	39	33	16	18	28	43
Needed the money	19	20	14	25	21	6	18
To achieve objectives in my management plan	17	19	17	14	16	11	22
Price was right	11	11	8	14	14	5	10
To clear land for conversion to another use	10	7	9	11	13	7	17
To improve hunting opportunities	5	8	11	2	2	2	0
To improve scenic and recreational opportunities	5	7	6	3	5	2	5
Other	30	28	19	31	39	34	30

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.

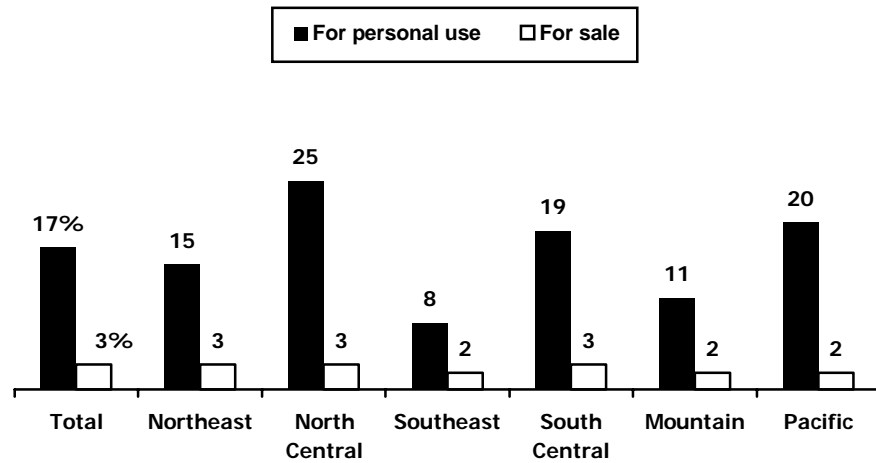
	Total	North		South		West	
		NE	NC	SE	SC	Mountain	Pacific
Unweighted base	6142	969	2681	1258	884	179	171
	%	%	%	%	%	%	%
Edibles	13	12	22	7	11	7	12
Decorative, floral, or craft products	8	7	12	6	7	6	10
Medicinal and dietary supplements	3	1	4	1	3	2	3
Items of cultural or religious importance	1	0	1	0	0	1	2
Other	10	1	1	0	28	16	20

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>North</u>		<u>South</u>		<u>West</u>	
		<u>NE</u>	<u>NC</u>	<u>SE</u>	<u>SC</u>	<u>Mountain</u>	<u>Pacific</u>
Unweighted base	7569	1191	3168	1616	1169	223	202
	%	%	%	%	%	%	%
Recreation or hunting by me, my family, or friends	54	58	68	45	50	59	34
Posted land to restrict public access	40	41	39	35	38	53	53
Built or performed maintenance on roads or trails	26	26	28	22	21	27	44
Planted trees	22	18	25	18	20	22	41
Reduced fire hazard	16	7	12	15	15	38	54
Wildlife habitat/fisheries improvement projects	13	9	15	10	17	12	14
Recreation or hunting by the general public with my permission	11	18	15	7	5	13	9
Applied herbicides, pesticides, or fertilizers	10	4	9	9	13	9	25
Prepared land for new trees - "site prep"	8	3	8	10	10	8	16

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>North</u>		<u>South</u>		<u>West</u>	
		<u>NE</u>	<u>NC</u>	<u>SE</u>	<u>SC</u>	<u>Mountain</u>	<u>Pacific</u>
Unweighted base	7928 %	1217 %	3339 %	1640 %	1255 %	264 %	213 %
Minimum activity to maintain woodland	37	40	45	31	31	36	47
No plans at this time	31	29	26	33	35	44	21
Harvest firewood	27	35	37	16	17	27	45
Leave as is - no activity	16	15	14	16	19	15	13
Give some or all of my woodland to my children/heirs	13	13	12	16	14	7	15
Harvest sawlogs or pulpwood	12	13	13	11	13	7	10
Buy more woodland	7	8	9	7	6	5	7
Collect non-timber forest products	7	7	11	3	6	2	7
Sell some or all of my woodland	6	6	4	7	6	3	12
Convert some or all of my woodland to another use	3	3	2	2	4	5	8
Convert another land use to woodland	2	1	3	3	2	1	2
Divide all or part of my woodland and sell the subdivisions	2	2	1	2	2	1	3
Other	4	3	3	3	5	2	7

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.

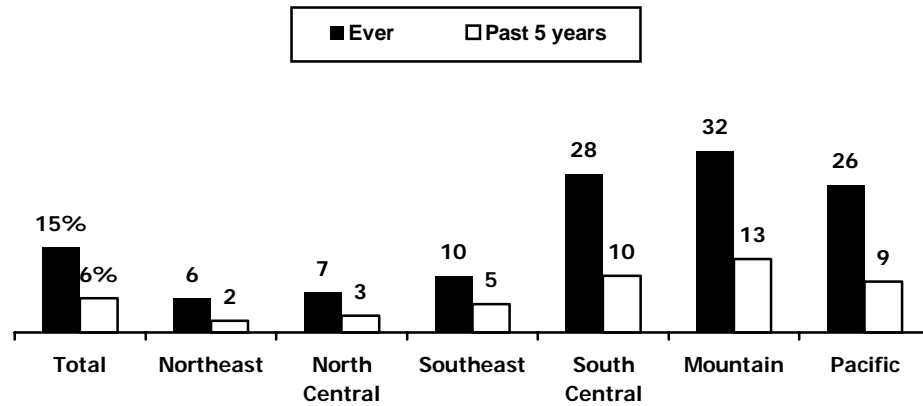
	<u>Total</u>	<u>North</u>		<u>South</u>		<u>West</u>	
		<u>NE</u>	<u>NC</u>	<u>SE</u>	<u>SC</u>	<u>Mountain</u>	<u>Pacific</u>
Unweighted base	6104	941	2632	1273	911	177	170
	%	%	%	%	%	%	%
Keeping land intact for my children/heirs	56	54	51	58	62	40	66
High property taxes	54	59	50	59	51	37	60
Trespassing or poaching	50	47	55	49	51	36	52
Misuse of woodland, such as vandalism or dumping	48	47	48	51	47	37	54
Development of nearby lands	38	38	39	41	34	31	52
Damage or noise from motorized vehicles	31	34	30	32	29	16	40
Lawsuits	29	28	28	24	32	27	35
People stealing my trees	29	29	27	27	30	21	38
Regulations that restrict harvests	29	26	25	27	32	20	42
Dealing with endangered species	25	21	22	26	26	21	45

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	North		South		West	
		NE	NC	SE	SC	Mountain	Pacific
Unweighted base	7688	1180	3208	1607	1229	255	209
	%	%	%	%	%	%	%
Hunting	4	3	2	6	4	4	1
To graze/pasture livestock	3	1	2	2	4	17	6
Timber production	1	0	1	2	3	1	0
Recreation (other than hunting)	1	1	1	1	1	1	0
To cultivate/collect non-forest timber products	1	0	0	1	1	0	1

What did they use it for? (Q10a)



Steps Taken to Manage and Conserve Woodland

Base: Owners of 10-999 acres of woodland.

	Total	North		South		West	
		NE	NC	SE	SC	Mountain	Pacific
Green Certification							
Unweighted base	7616	1166	3187	1583	1219	255	206
Have heard of it	17	26	13	14	14	11	21
Some lands are certified	2	3	1	1	2	1	3
No lands are certified	98	97	99	99	98	99	97
Planning to do it	0	1	0	0	0	0	0
Conservation Easement							
Unweighted base	7677	1179	3198	1608	1223	258	211
Have one	11	6	4	5	22	16	24
Do not	89	94	96	95	78	84	76
Planning to get one	1	2	1	2	0	1	0
Cost-Share Program							
Unweighted base	7608	1159	3185	1589	1214	257	204
Ever had one	9	7	8	12	9	9	10
Never had one	91	93	92	88	91	91	90
Written Management/Stewardship Plan							
Unweighted base	7675	1189	3229	1593	1200	257	207
Have one	8	10	7	7	6	7	11
Do not	92	90	93	93	94	93	89

Is there a conservation easement on any of the woodland that you own in [STATE]? (Q11)

... Is any or your woodland in [STATE] currently Green Certified (Q12)

Have you ever used a state or federal sponsored cost-share program to help you manage your woodland in [STATE]? (Q13)

Do you have a written management or stewardship plan for any of the woodland that you own in [STATE]? (Q17)



Top Concerns Regarding Woodland Health (Top 3 Box)

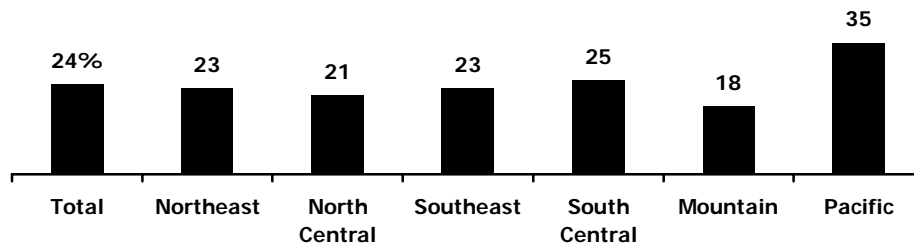
Base: Owners of 10-999 acres of woodland.

	Total	North		South		West	
		NE	NC	SE	SC	Mountain	Pacific
Unweighted base	6033	935	2594	1256	910	176	162
	%	%	%	%	%	%	%
Insects or plant diseases	55	44	50	62	61	57	60
Fire	53	43	41	61	61	62	70
Air and water pollution	43	45	39	49	46	19	43
Wind and ice storms	39	35	32	44	51	21	31
Undesirable plants	33	27	34	32	33	30	57
Lack of new trees	25	22	24	22	30	23	24
Wild animals, such as deer	18	22	18	20	15	7	13
Domestic animals, such as cattle	10	7	13	9	10	6	16

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>North</u>		<u>South</u>		<u>West</u>	
		<u>NE</u>	<u>NC</u>	<u>SE</u>	<u>SC</u>	<u>Mountain</u>	<u>Pacific</u>
Unweighted base	7875 %	1205 %	3301 %	1646 %	1247 %	264 %	212 %
Forest Management Division forester	10	7	11	11	10	12	17
Private consultant, such as a forester or wildlife biologist	7	9	5	7	8	2	7
Natural Resource Conservation Service, Soil and Water Conservation District, or Farm Service Agency employee	4	3	5	3	5	4	8
Logging contractor	4	4	4	4	4	2	6
Other forest landowner, neighbor, or friend	4	4	3	3	4	1	9
Extension forester or other university employee	4	3	4	3	2	1	10
Forester from a company that produces forest products	2	3	2	3	3	1	4
Other state employee	1	1	1	1	1	2	2
Employee of a non-profit group	0	1	0	0	1	0	1
Other	1	1	0	1	1	1	2

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.

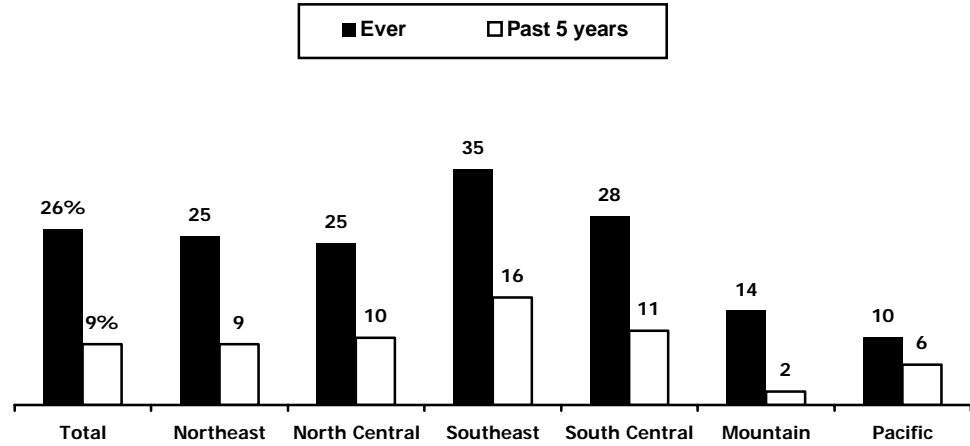
	<u>Total</u>	<u>North</u>		<u>South</u>		<u>West</u>	
		<u>NE</u>	<u>NC</u>	<u>SE</u>	<u>SC</u>	<u>Mountain</u>	<u>Pacific</u>
Unweighted base	5902 %	916 %	2563 %	1195 %	892 %	173 %	163 %
Publications, books, or pamphlets	43	44	42	39	45	36	52
Talking with a forester or other natural resource professional	42	45	40	43	42	33	40
Newsletter, magazines, or newspapers	37	37	38	33	39	28	37
Video tapes for home viewing	25	27	27	22	24	15	25
Talking with other woodland owners	24	26	21	22	27	17	30
Internet/Web	23	26	19	22	21	21	29
Television or radio programs	21	23	19	22	21	13	25
Visiting other woodlands or field trips	18	19	16	16	18	15	28
Conferences, workshops, or video conferences	13	15	12	12	12	7	18
Talking with a logging contractor	12	13	11	10	14	7	17
Membership in a land owner organization	9	13	8	9	10	5	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.

	Total	North		South		West	
		NE	NC	SE	SC	Mountain	Pacific
Unweighted base	6399	1002	2747	1311	977	184	178
	%	%	%	%	%	%	%
Other individual(s)	12	11	12	12	15	11	6
My children or other family members	8	9	8	13	7	4	3
A forestry company	2	2	1	2	1	0	0
Land investor/developer	1	1	1	3	1	0	0

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>North</u>		<u>South</u>		<u>West</u>	
		<u>NE</u>	<u>NC</u>	<u>SE</u>	<u>SC</u>	<u>Mountain</u>	<u>Pacific</u>
Unweighted base	6263	998	2707	1299	903	182	174
	%	%	%	%	%	%	%
Reading (general)	62	55	70	67	57	60	57
Home improvement	59	55	69	64	54	57	47
Cooking/food	56	49	64	63	51	56	45
Reading magazines	55	49	65	62	50	55	52
Gardening	53	49	64	58	48	53	37
Home furnishings/decorating	50	43	58	55	48	50	38
Electronics/computers	48	46	55	52	41	55	48
Cooking/gourmet	48	43	53	56	45	48	37
Crafts	46	42	56	50	41	49	39
Travel	45	43	59	38	40	54	37
Health/medical	44	37	50	51	41	44	37
Stereo/video	41	39	48	45	36	42	38
Consumer electronics	39	37	50	36	33	49	37
Outdoors	39	38	46	42	33	44	37
Fashion	39	33	43	45	36	43	38
Natural foods	38	31	44	44	37	37	29

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>North</u>		<u>South</u>		<u>West</u>	
		<u>NE</u>	<u>NC</u>	<u>SE</u>	<u>SC</u>	<u>Mountain</u>	<u>Pacific</u>
Unweighted base	5726	853	2545	1231	775	172	150
	%	%	%	%	%	%	%
The Greatest Generation	12	11	14	10	11	13	15
Country Comfort	5	6	6	4	7	5	3
Farmland Families	5	5	8	5	4	4	4
Country Ways	5	5	4	5	6	8	6
The Great Outdoors	5	4	6	7	4	3	2
Raisin' Grandkids	5	9	3	6	4	2	2
Rural Antiques	5	4	5	8	4	1	3
Platinum Oldies	4	4	5	3	6	4	2
Still Truckin'	4	7	3	4	3	4	2
Rural Parents	3	2	3	2	5	3	0
Sitting Pretty	3	1	5	2	2	6	2
Leveraged Lifestyles	3	2	2	2	5	1	2
Established Elites	3	3	2	3	2	0	7
Full Steaming	3	3	1	3	2	1	6

Source: Acxiom Personix segmentation