



GfK NOP
Roper Public Affairs

Family Forest Owners: An In-depth Profile

Prepared for:

The Sustaining Family Forests Initiative
Yale School of Forestry & Environmental Studies
205 Prospect Street
New Haven, CT 06511 USA

May, 2006

GfK NOP
75 Ninth Avenue, 5th Floor
New York, NY 10011
USA

Tel 212/240-5300
Fax 212/240-5353
www.gfkamerica.com



Table of Contents

Introduction	3
General Characteristics Summary and Population Sizing	7
Size of Land Holdings	13
Key Findings	14
Tables	18
Regional Differences	40
Key Findings	41
Tables	46
Differences by Home Proximity to Forest Land	68
Key Findings	69
Tables	73
Attitudes and Behaviors Regarding Timber Harvesting	95
Key Findings	96
Tables	100
Interest in Protecting Land From Development	120
Key Findings	121
Tables	126
Interest in Legacy Transfer of Forest Land	149
Key Findings	150
Tables	154
Owners With Green Certification	176
Key Findings	177
Tables	179
Engagement/Interest Segmentation	201
Key Findings	202
Tables	208
Family Forest Owners & Sustainable Forestry: A Prime Prospect Analysis	231
An Attitudinal Segmentation of Family Forest Owners	232
Woodland Retreat Owners	233
Supplemental Income Owners	237
Ready to Sell? Owners	241
Working the Land Owners	245
Prime Prospect Segmentation	249
Attitudinal Segmentation Tables	252
Prime Prospect Segmentation Tables	276
Attitudinal Segments Within Prime Prospects Tables	299
Attitudinal Segments Within Potential Defectors Tables	322
Media Preferences of Family Forest Owners	346
Media Preference Tables	350
Technical Appendix	361