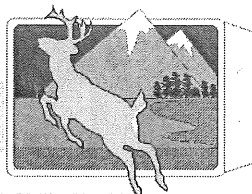


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Responsive Management



February 17, 2005

Ms. Michelle Wilson
Iowa Department of Natural Resources
Conservation and Recreation Division
502 East 9th Street
Wallace State Office Building
Des Moines, IA 50319

Dear Ms. Wilson:

This letter is in reference to the Request for Proposal from the Iowa Department of Natural Resources for research on outdoor recreation use patterns and needs for Iowa's Statewide Comprehensive Outdoor Recreation Plan (SCORP). Responsive Management has considerable experience in conducting outdoor recreation research, including SCORP surveys and reports, for numerous outdoor recreation and natural resource agencies and organizations. This proposal details Responsive Management's capability to conduct qualitative focus group research, conduct quantitative survey research, and provide recommendations for strategic planning efforts.

Responsive Management was established 17 years ago to assist natural resource and outdoor recreation agencies and organizations better understand and work with their constituents and manage the needs of their organization. We have conducted more than 1,000 studies and projects exclusively on outdoor recreation, hunting, fishing, and natural resources. I believe we could do an excellent job for the Iowa Department of Natural Resources on this project for three key reasons: Experience, Client Service, and Credibility.

Experience.

Responsive Management has more experience than any other firm in conducting survey research, conducting focus group research, and providing recommendations for strategic planning on outdoor recreation and natural resource issues for state agencies and private organizations. Furthermore, we are familiar with SCORP, having previously conducted studies in other states. Our expertise and resources will allow us to bring a wealth of knowledge and experience to this SCORP study of Iowa residents' outdoor recreation use patterns and needs for the Iowa Department of Natural Resources. This solid foundation of experience and background

includes recommendations and comments on the quality of our work from numerous outdoor recreation and natural resource professionals.

Credibility.

We conduct textbook-quality research in accordance with the highest standards of the Council of American Survey Research Organizations, and we have high credibility among outdoor recreation and natural resource professionals. We have been conducting participation, interest, attitude and opinion research for outdoor recreation and natural resource organizations for 17 years. Responsive Management maintains its own in-house telephone bank for quality control. We have a rigorous calling methodology and consistently high response rates. The more you examine our methods, the more you will see the methodologies we use are of the highest quality.

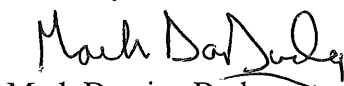
A few years ago, in a "survey of surveys" by Fly Tackle Dealer Magazine, Responsive Management's annual "Fishing Motivation Study" was considered the best and most credible survey of all surveys reviewed. In another instance, the Governor's office in Idaho challenged a telephone survey conducted by Responsive Management after the Governor had asked for the resignation of the Idaho Department of Fish and Game Commissioners. After scrutinizing our methodology, the Governor's office deemed the telephone survey accurate, valid, and reliable. Based on the results of the survey, as well as other work Responsive Management was doing in cooperation with the U.S. Fish and Wildlife Service, the Governor reinstated the Commissioners. Finally, Responsive Management's methodology and findings again withstood scrutiny when a telephone survey that we conducted for the Vermont Department of Fish and Wildlife was used in an affidavit in the U.S. District Court, District of Vermont. In this court case, our survey research was found to be sound, reliable, and credible.

In a survey we conducted for the American Sportfishing Association, we estimated the total fishing population in the U.S. to be 50,196,588. The U.S. Fish and Wildlife Service's National Survey of Fishing, Hunting and Wildlife-Associated Recreation estimated the number of anglers aged 6 or older to be 50,054,000. The cost of this U.S. Fish and Wildlife Service Survey was more than \$10 million, more than 350 times the cost of Responsive Management's study. Although the National Survey provided state-specific information, we believe the accuracy of the national numbers estimated by Responsive Management for the American Sportfishing Association before the Federal numbers were released is proof of our sound methodology.

Within the past few years, Responsive Management's survey research has been featured in *Newsweek*, *The Washington Post*, *The Washington Times*, *The Wall Street Journal*, *The Orlando Sentinel*, *The New York Times*, CNN's *Crossfire*, and the front page of *USA Today*.

Once again, thank you for your interest in the possibility of having Responsive Management conduct research about outdoor recreation use patterns and needs for the Iowa Department of Natural Resources' SCORP efforts.

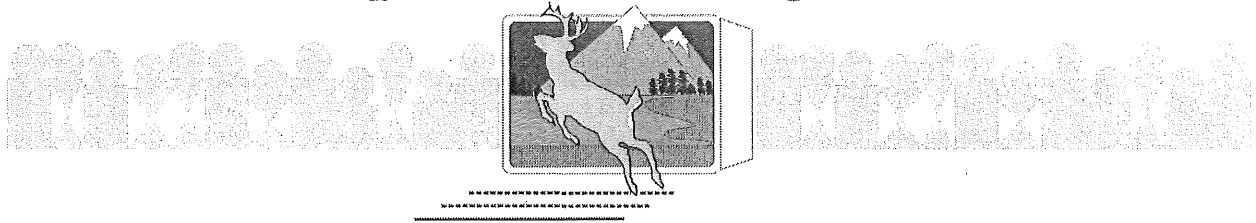
Sincerely,



Mark Damian Duda
Executive Director

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Responsive Management



Iowa Residents' Outdoor Recreation Use Patterns and Needs

Proposal for the SCORP Survey and Report

February 2005

Submitted by Responsive Management

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Attached Separately

- Report: Delaware Residents' Outdoor Recreation Use Patterns and Needs: SCORP Survey and Report
- Report: A Recreation Study for the City of Austin and Travis County, Texas
- Booklet: Texas Parks and Wildlife for the 21st Century: An Overview of the Texas Tech University Studies in Conservation and Recreation for the Coming Decades

"His work demonstrates the highest standards of professionalism and the volume of work is truly prolific. Responsive Management has become one of the foremost and highly respected survey and research companies in the United States with respect to fisheries, wildlife, natural resources and outdoor recreation The quality of work directed by Duda has become a benchmark of comparison for others doing similar work in the field of wildlife management."

-Bruce Lemmert, President, Virginia Wildlife Society

PURPOSE AND SCOPE

The purpose of this proposal is to outline specific proposed services, costs, and the timeline for designing and conducting qualitative research, designing and conducting a quantitative telephone survey, and writing a report for the Iowa Department of Natural Resources (IDNR) regarding outdoor recreation in Iowa. We would very much like to assist the IDNR in determining Iowa residents' outdoor recreation use patterns and needs, which will guide the development of a plan for meeting the recreational demands of and creating new recreational opportunities for residents as part of the Statewide Comprehensive Outdoor Recreation Plan (SCORP).

For this project, Responsive Management will conduct focus groups and a telephone survey and analyze the data. Specifically, Responsive Management will:

- 1) Conduct focus groups to obtain qualitative data about Iowa residents' outdoor recreation use, needs, and experiences. In addition to insightful information about Iowa residents' outdoor recreation uses and needs, the focus group data, in conjunction with the input and expertise of the IDNR and the SCORP committee, will help guide the design of the telephone survey instrument.
- 2) Design and conduct a telephone survey to obtain quantitative data about current outdoor recreation activities of Iowa residents and their future outdoor recreation needs and additional outdoor recreation issues about which the IDNR would like to obtain information as outlined in the email attachment accompanying the request for proposal, as well as any issues identified in the focus groups. Responsive Management will complete 1,000 surveys of Iowa residents 18 years of age and older.
- 3) Write a report based on the results of the focus groups and telephone survey. The report will discuss the focus group and survey results, including residents' existing patterns of outdoor recreation, latent interest in outdoor recreation opportunities, and their future outdoor recreation needs.

The "Timeline and Cost" section of this proposal identifies the proposed schedule and cost.

"His firm is recognized as the leading social science research firm in the nation that works in the natural resources arena."

-Dr. Steve L. McMullin, Associate Professor, Virginia Tech

PROPOSED METHODOLOGY AND OVERALL APPROACH

TASK 1: Conduct Focus Groups to Obtain Qualitative Data on Iowa Residents' Outdoor Recreation Use Patterns, Needs, and Experiences

Focus groups are an important first step in any research project regarding opinions, attitudes, product testing, or evaluation. Focus group sessions entail an in-depth, structured discussion with a small group of participants (8 to 12) about select subjects. In a focus group, there are no preconceived notions about or response options for how people feel or what they like or dislike, and a more valid quantitative survey instrument can be developed based on the focus group discussions.

The use of focus groups is an accepted research technique for qualitative explorations of attitudes, opinions, perceptions, motivations, constraints, participation, and behaviors. These focus groups will provide Responsive Management's researchers with insights, new hypotheses, and understanding of residents' outdoor recreation participation and use patterns, needs, and experiences through the process of interaction. A trained moderator will lead the focus groups through a discussion outline and will look for new insights into why individuals feel the way they do about outdoor recreation activities and opportunities in Iowa. The focus groups will be recorded on audio tape for further analysis.

Responsive Management will work with the IDNR and the SCORP committee to identify strategic locations for conducting the focus groups. Currently, it is anticipated that seven or eight informal focus groups will be conducted at IDNR facilities. The focus groups will be conducted prior to the development and administration of the telephone survey.

Discussion Guide

These focus groups will be conducted using a discussion guide. The discussion guide allows for consistency in data collection and keeps the discussion focused. Responsive Management will develop the discussion guide based on our extensive experience in and previous knowledge of outdoor recreation issues, as well as through any input that may be provided by the IDNR and the SCORP committee.

“In addition to an impeccable research record with numerous wildlife management agencies, including our own, Responsive Management has a history of thorough data collection and analysis, the ability to maintain a research schedule and budget, as well as the ability to consistently produce legally and statistically defensible research documents”

-Wyoming Game and Fish Department

Focus Group Moderation

The focus group methodology that Responsive Management will employ is to have a moderator conduct an approximately 2-hour discussion on focus group participants' outdoor recreation experiences, including participation, needs, and the factors that affected their experiences. The role of the moderator is to keep the discussion within design parameters without exerting a strong influence on the discussion content. In this sense, focus groups are non-directive group discussions and expose spontaneous attitudes of small groups.

Mark Damian Duda, Executive Director of Responsive Management, Steven J. Bissell, Ph.D., or Andrea M. Criscione will be the moderator for these focus groups. They have moderated more focus groups by far on attitudes toward outdoor recreation and natural resource issues than anyone else in the nation over the past 20 years. Responsive Management, because of our extensive experience in conducting qualitative research on attitudes toward these subjects, can provide the IDNR with comprehensive, in-depth insight and analysis. This insight is invaluable in the overall assessment of outdoor recreation needs, as well as the design of the telephone survey instrument and the development of a plan to meet the future outdoor recreation needs of residents.

Sample Group Acquisition

A commonly encountered question about qualitative techniques and focus groups is one of sample size. Most qualitative techniques, such as the focus groups in this proposed study, call for small sample sizes. The conclusions rest on face validity and rely on the depth of analysis rather than breadth of analysis. Focus group research, as does all qualitative research, sacrifices reliability or the ability to replicate results for the sake of increased validity. For these focus groups, Responsive Management will recruit the sample based on agreed upon specifications. Once the specifications have been chosen, Responsive Management will recruit individuals based on the specifications.

"The extensive Future of Fishing study conducted by Responsive Management provided the basis for the formation of RBFF and was the impetus for the strategies we employed to increase fishing participation. Sound research provides a firm foundation on which to grow, and RBFF's successful programs and marketing efforts would not have been possible without it."

-Bruce Matthews, President, Recreational Boating and Fishing Foundation

TASK 2: Develop and Pretest Initial Quantitative Telephone Survey Instrument

Questionnaire Design and Pretesting

For this project, Responsive Management will design the telephone survey based on the focus groups, as well as through meetings and discussions with the IDNR staff and the SCORP committee, and our extensive experience with outdoor recreation surveys. A list of recreation issues that the IDNR and the SCORP committee are currently interested in researching is provided below. This list can be edited and expanded based on IDNR staff input and focus group discussions. This design process will ensure that the survey instrument meets the exact needs of the IDNR. Responsive Management will then pretest the survey instrument and make any necessary revisions for logic and flow, wording, and clarification. After approval of the final survey instrument, the telephone interviews will begin.

Recreation Issues

- ✓ Sufficient Acres (Land Acquisition)
 - Lands
 - waters
- ✓ Vision (Planning, Large-Scale)
- ✓ Clean Water
- ✓ Sustainability
 - alternate energy
- ✓ Commercial Uses of Public Lands
 - commercial ops. adjacent landowners see on how to use IDNR properties
 - concession ops. to pursue properties
 - elimination of rec. ops. for conversion of land for commercial activities
- ✓ Invasive Species
- ✓ Threatened and Endangered Species and the Impacts of Development for Recreation on NR Areas
- ✓ User Awareness and Education of Recreational Opportunities
- ✓ Historical/Pre-historical
 - Requirements
 - Restoration
 - Impacts to recreational uses because of historical sites or uses
- ✓ Health
 - positive (people/ecology): fitness, educational awareness of NRs
- ✓ Health (continued)
 - negative (people/ecology): perceptions of bad/good health risks
- ✓ Compatibility of Uses
 - recreation
 - competing (may not be recreational)
 - compatible to the resource
- ✓ Impacts of Overuse
- ✓ Support
- ✓ Recreational Opportunities Near Home
- ✓ Infrastructure
 - roads and trails
 - shelters and playgrounds
- ✓ Availability (Adequate Supply of Opportunities That People Want)
- ✓ Statewide Connections
 - trails to lands and water
 - trails to communities and NRs
- ✓ Partnerships/Partner Roles
- ✓ ADA
- ✓ Responsibility/Responsiveness of an Agency (Maintain Resources for Recreational Opportunities into Perpetuity)
- ✓ Insufficient Resources to Properly Manage and Restore Natural Environments

"On behalf of the entire staff at The Conservation Fund, I would like to extend my sincerest thanks to you and your wonderful team at Responsive Management for the work on our survey. Your professionalism and diligent work was truly outstanding. Your brilliant team's expertise shined through in every step of the survey process, delighting not only myself, but also our staff and in turn our partners.

"I personally sincerely appreciated working with you and your impressive staff. There were many late nights when I was thankful to be working with such a competent and hard-working team. My expectations were considerably surpassed. The meaningful work that you and your staff put in to the survey allowed for our July Real Estate Summit to be a great success. In addition, your presentation at the Summit allowed for all of our staff to properly understand the results and how we need to interpret our partners' needs in order to plan for the future of The Conservation Fund. Your candor, critical thoughts, and vast expertise have allowed for us to move forward on a firm foundation.

"Thank you again and the best wishes to you and your team at Responsive Management for the future."

-Meg McCants, The Conservation Fund

Questionnaire Programming Language 4.1

Responsive Management will design the telephone survey using Questionnaire Programming Language 4.1 (QPL), which is a comprehensive system for computer-assisted telephone interviewing that provides complete capabilities for designing, administering, and managing telephone-based research operations. The survey instrument will be programmed to automatically skip, code, and/or substitute phrases in the survey based upon previous responses, as necessary for the logic and flow of the interview. Additionally, QPL can automatically check data upon entry for inconsistencies to ensure the integrity of the data collection. Any respondent-specific data provided to Responsive Management can be programmed to appear to the interviewer as part of the text of any question or as a branching control or skip pattern. This feature enhances the flow of the interview and enables the interviewer to validate information or to ask follow-up questions only of those to which the question would apply.

TASK 3: Administer Quantitative Telephone Survey

Responsive Management proposes two options for administering the telephone survey. For the first option, Responsive Management will interview a total of 474 Iowa residents 18 years of age and older, which will meet the IDNR's criteria for a sampling error that is at most plus or minus 4.5%. For the second option, Responsive Management proposes a sample size of 1,000 Iowa residents for a sampling error that is at most plus or minus 3.1%.

For the survey, telephones will be used as the preferred sampling medium because of the universality of telephone ownership; Responsive Management's telephone interviewing procedures are discussed below. Random digit dialing, also discussed below, will be used to ensure that each Iowa resident has an equal chance of being selected.

Telephone Interviewing Procedures and Facilities

High-quality data collection is critical to survey research. Responsive Management maintains its own centrally located, in-house telephone interviewing facilities. These facilities are staffed by professional interviewers with experience conducting computer-assisted telephone interviews on outdoor recreation issues, working under the close supervision of the Responsive Management professional staff. Because Responsive Management specializes in researching outdoor

"On behalf of the Freshwater Fisheries Division of the South Carolina Department of Natural Resources, I would like to thank Responsive Management for the outstanding job that they did on the recently completed survey of licensed anglers fishing in South Carolina. Under your innovative guidance, we were able to ascertain public opinion on many fishery management issues. Your competence in assisting our staff to develop the survey in the most cost-effective manner was extremely important in these times of restricted funding. I was especially pleased with your staff's ability to work with colloquial names of places and species during the survey. In past surveys with other firms, many errors in data analysis occurred due to lack of training of the interviewers. Our requests for additional cross referencing of data were handled promptly.

"The product you provided fulfilled our needs, and will play a major role in taking our department into the twenty-first century. It provides the catalyst for the department to recognize and adapt to change to meet the needs of our constituents.

"I want to sincerely thank you and your staff for producing a most informative document. The professional quality of the work, coupled with the personal approach of your organization, made the project most enjoyable to facilitate. I can think of no one that I would rather have do future surveys than Responsive Management."

-David Allen, Fisheries Biologist, South Carolina Department of Natural Resources

recreation and natural resource issues, our interviewers conduct surveys *only* on these issues and understand the nuances involved in conducting the interviews.

To ensure that the data collected are of the highest quality, Responsive Management's interviewers have been trained according to the standards of the Council of American Survey Research Organizations through lectures, role playing, and video training. The Survey Center Managers will conduct in-depth project briefings with the interviewing staff prior to their working on this project. Interviewers will be instructed on survey goals and objectives, type of study, handling of survey questions, interview length, termination points and qualifiers for participation, reading of interviewer instructions, reading of survey, reviewing of skip patterns, and probing and clarifying techniques necessary for specific questions on the survey instrument.

Through use of the computer-assisted interviewing facilities, the survey data will be entered into the computer as the interview is being conducted, thereby eliminating any potential subsequent data-entry errors. After the interviews are obtained, the Survey Center Managers and/or statisticians will check each completed survey to check for clarity, understanding, completeness, and format. The Survey Center Managers will monitor the telephone workstations without the interviewers' knowledge of which interviews will be monitored. This allows the Survey Center Managers to maintain strict quality control over the data collection process.

Contact Procedures

Interviews will be conducted Monday through Friday from 9:00 a.m. to 9:00 p.m., Saturday from 10:00 a.m. to 4:00 p.m., and Sunday 3:00 p.m. to 9:00 p.m., local time. A five-callback design will be used to maintain the representativeness of the sample, avoid bias toward people easy-to-reach by telephone, and provide an equal opportunity for all to participate. The five-callback system uses a total of at least four subsequent calls, often as many as eight, to each not-answered number selected in the original sample. Subsequent calls will be placed at different times of the day and different days of the week. In addition, respondents who decline to participate because of inconvenience will be called again to encourage their participation or to set an appointment for their participation. Converting refusals into completed interviews is an important part of Responsive Management's contact plan to help minimize nonresponse.

“Responsive Management is one of the top research firms in the nation when it comes to our market and the shooting and hunting industry. During the research phase of this project, [they] conducted both qualitative and quantitative research. . . . Needless to say, we learned a great deal in this process, and we are now better able to target our efforts and our resources.”

-J. Dart, [former] Executive Director, Safari Club International
(currently President and CEO of Rocky Mountain Elk Foundation)

Use of Random Digit Dialing

The Random Digit Dialing telephone survey methodology is the best and most accurate methodology available for gathering data representative of the general population. Random Digit Dialing is used for many purposes, including political polling, where accurate survey results are vital and results are subject to “verification.”

Response Rates

It is important to recognize that different organizations use different methods to calculate “response rates,” and sometimes these methods can be used to distort an organization’s effectiveness in implementing a survey. The reason that some firms obfuscate response rates is that response rate is a direct indication of a research organization’s effectiveness and diligence in designing and implementing a survey. A low response rate is often a sign of poor survey design and/or implementation.

Generally speaking, a response rate is the ratio of all people who responded to all people who chose not to respond. Playing with the concept of what it means to “choose not to respond” is where the trouble with distorted response rates lies. For instance, “double-screening” potential respondents by asking them if they would like to participate in a survey and then later calling only those who said that they would participate and recording the rate at which these people responded misrepresents the actual response rate. Such a method leads to seemingly high response rates. Responsive Management does not double screen and counts numbers with answering machines for which a person cannot be contacted as someone who chose not to respond to the survey. This is reasonable as some people “screen” calls. To not count calls to answering machines for which a person could not be contacted as part of the denominator in the response rate equation does not result in an accurate calculation of the response rate.

Response rates are vitally important, because the level of error for and the meaning of every finding in a study are inextricably linked to the response rate. It may be that some organizations do not avail themselves of the many well-researched, accepted methods to ensure high response rates (see *Mail and Internet Surveys: The Tailored Design Method (2nd Edition)*; by Don A. Dillman; John Wiley & Sons, Inc.; 2000).

"Mark Damian Duda is one of the nation's foremost researchers on public attitudes toward the environment."

-Orlando Sentinel and Associated Press

In Responsive Management's analysis, the response rate will be calculated by dividing the number of completed interviews by the number of all eligible telephone numbers that were attempted. An eligible number is a number that is a working telephone number in a residence with someone with whom we can speak (e.g., not hearing disabled) and who meets whatever pre-set criteria were called for in the study. Therefore, the only numbers that will not be included in the response rate will be business or government office numbers, deaf/language-barrier calls, non-eligible respondents, and bad or disconnected numbers. This method of calculating response rate meets the standards of the Council of American Survey Research Organizations.

TASK 4: Analyze Focus Group and Telephone Survey Data

Analysis of Focus Groups

Analyses of the focus groups will be conducted through observation of the focus group discussions and reviews of the audio tapes. Thus the analyses are performed in three iterations: 1) the actual focus group observation, 2) review of audio tapes, and 3) the development of the final report.

Analysis of Telephone Survey

All telephone survey data will be processed and analyzed using SPSS/11.5 for Windows software and proprietary software developed by Responsive Management. Data processing and analysis will include coding, cleaning of data, preparation of straight tabulations, computer processing with cross tabulations, and preparation of study printouts. Responsive Management will create graphs to correspond with each question for easy review and visual display of survey data. All data will be available in both hard copy and on diskette or CD in SPSS or Excel formats.

Responsive Management will provide a wide variety of statistical methods that are tailored to the purposes of this study. Descriptive analyses will be used to examine the characteristics of the sample, while inferential statistics will be used to project these analyses to make statements about the population as a whole. Non-parametric analyses will be performed on data that are entirely categorical (e.g., gender) or entirely ordinal (e.g., increasing levels of support of a statement). Parametric analyses will be performed on interval data (e.g., age). Univariate

"It is quite an understatement to say that I couldn't have done it without you all! From our very first conversations about survey design, timeline, budget, and data handling, you were attentive to my concerns as a graduate student and a newly initiated human dimensions researcher. Your professionalism and expertise made me feel quite confident about our partnership and about the quality of data. Furthermore, you included me in every aspect of the process and made me feel that my comments were valued

"Upon my visit to Responsive Management HQ, it became quite clear to me why your firm is so highly praised throughout the field of human dimensions research. It was an absolute delight to see you guys in action. . . .

"A world of thanks. "

-Salinda Daley, Graduate Student, North Carolina State University

procedures will be used to examine relationships and differences among individuals on a single characteristic. Multivariate procedures will examine these same relationships and differences among individuals using multiple characteristics.

This project will have two stages of statistical analysis. The first stage will be the descriptive analysis. This is the stage where attitudes, perceptions, opinions, and characteristics will be described and summarized in graphs and tables. The exact method used to summarize the data will be dependent on the characteristics of the data (i.e., whether the data are categorical, ordinal, or interval). Categorical and ordinal data typically will be summarized as percents and sometimes in the form of measures of central tendency using medians and modes. Interval data typically will be summarized in the form of central tendency using the mean.

The second stage of analysis will be the inferential analysis. This stage analyzes the relationships and differences among attitudes, perceptions, opinions, and characteristics being measured in the study. Selection of the type of statistical tests to be used will begin by deciding whether the data are best analyzed by examining differences (e.g., analysis of variance) or by examining relationships (e.g., Pearson product-moment correlation). Within these two broad categories of differences and relationships are a multitude of statistical tests. The best one for each situation will be selected depending on whether the analysis is descriptive or inferential, whether the data are parametric or non-parametric, and whether the analysis is univariate or multivariate. In special cases, unique or less common analyses will be applied to clarify results that may otherwise be difficult to interpret.

Statistical analyses will identify significant findings. Chi-square tests will be used to determine if significant differences exist between responses for key questions. Chi-square tests resulting in $p < 0.05$ are considered statistically significant. The findings of this study will be reported at the 95% confidence level for both sample size options discussed on page 5 of this proposal. For the first option ($n=474$), the sampling error will be at most plus or minus 4.5% for the entire sample. This means that if the entire survey were conducted 100 times using the same methodology, response percentages would be accurate to within 4.5 percentage points 95 times out of 100 for the total sample. For the second option ($n=1,000$), the sampling error will be at most plus or

"Aloha! Two reasons for this letter. First is to say thank you very much for all the great work you did on the freshwater fishing marketing study. We never imagined that the results would be that positive. Your expertise in asking the focus group questions and writing the surveys has given us a wealth of information. The opportunities provided for both the supporters of freshwater fishing and the environmentalists to work together is wonderful."

-Lynn McCrory, President, Kauai Economic Development Board

minus 3.1%, meaning that response percentages would be accurate to within 3.1 percentage points 95 times out of 100 for the total sample. The equation used to calculate the sample error for both options is shown below.

$$B = \left(\sqrt{\frac{\frac{N_p(.25)}{N_s} - .25}{N_p - 1}} \right) (1.96)$$

Where: B = maximum sampling error (as decimal)

N_p = population size (e.g., total number of residents)

N_s = sample size

Derived from formula: p. 206 in Dillman, D. A. 2000. *Mail and Internet Surveys*. John Wiley & Sons, NY.

Note: This is a simplified version of the formula that calculates the maximum sampling error using a 50:50 split (the most conservative calculation because a 50:50 split would give maximum variation).

Non-parametric Analysis to Assess Differences Among Responses by Demographic, Geographic, and Attitudinal Characteristics

Non-parametric analyses are invaluable for identifying subgroups within the general population that have particular opinions on and participate in or are interested in participating in various outdoor recreation activities. This type of analysis can identify the socio-demographic characteristics of participants for every single recreation activity. In short, non-parametric analyses allow for targeted planning and messaging in the development of an action plan for creating outdoor recreational opportunities and meeting the outdoor recreational needs of Iowa residents based on specific opinions, interests, or characteristics that a particular subgroup within the general population has.

As part of this study, a non-parametric analysis will examine how various responses relate to demographic, geographic, and attitudinal characteristics as well as the responses to all other questions. Responses for all questions will be tested by means of “z-scores” for relationships to

"I would recommend Mark Duda to anyone wishing to assess public views. His style was interactive in the development of the instrument as well as during the assessment of the results. His knowledge and experience nationwide were tremendously helpful in framing the questions on the survey, and provided a basis to further understand not only what our citizens thought about our performance and what our priorities should be, but how it compared on a national level. Mark provided a professional presentation to our Wildlife Commission, and answered their queries from a technical expertise concerning the survey and what it meant that would have been difficult to manage on our own. I have utilized his graphs which he provided in Microsoft Power Point to develop programs for training of employees and presentations to public groups. In the final analysis of his services I would say that when it becomes time to do another assessment, Mark will be the first one contacted to see if he can do the work. I'd hire him again."

-John Bredehoft, Chief of Law Enforcement, Colorado Division of Wildlife

specific characteristics of outdoor recreation use patterns and needs. A z-score is a statistical test that provides a value indicating how strongly two variables are related. Responsive Management possesses proprietary software that allows z-scores to be run on *all* questions based on *all* available demographic, geographic, and attitudinal characteristic variables. No other survey research firm can provide this extensive level of statistical analysis on all the variables within the study. In short, Responsive Management's method joins the simplicity of easy-to-read, summarized results with the power of knowing that these results are the product of the exploration of *every possible pair of variables* in a study.

The z-scores will be shown in tabulations that have identified all the statistically significant variables and ranked them according to the strength of the correlation. Often, research firms will run "generic" cross-tabulations on all variables but will not take the additional step to determine if these cross-tabulations are statistically significant nor to place those significant variables in order by the strength of the correlation.

Samples of how z-score tabulations will appear in the report start on page 13 of this proposal, taken from the report, *Public Opinion on Fish and Wildlife Management Issues and the Reputation and Credibility of Fish and Wildlife Agencies in the Northeast United States: Massachusetts, Including Cross-Tabulations* conducted for the Northeast Conservation Information and Education Association (NCIEA). The non-parametric analysis for the NCIEA study entailed over 1.1 million calculations. The first tabulation shows the characteristics associated with the response that the respondent "took a trip of at least a mile to view wildlife in the past 12 months." The following explains how to read a z-score table using the sample tables from the NCIEA study. In the first tabulation, respondents who had participated in hiking in the past 12 months (with a z-score of + 6.32) were statistically more likely to have taken a trip of at least a mile to view wildlife in the past 12 months than were respondents who had not participated in hiking in the past 12 months. Similarly, in the second tabulation (starting on page 15 of this proposal), having participated in freshwater fishing in the past 12 months is positively associated with being male (with a z-score of + 4.07)—this means that those who participated in freshwater fishing in the past 12 months are more likely to be male than female.

"The admonition to 'Know Thyself' was never more true than when it is applied to business. And helping us define our Bowhunting Market and who we are has recently been masterfully done for us by Mark Damian Duda and the folks at Responsive Management. In my 34 years in the Archery industry, I have never seen such a complete and understandable marketing research exercise than what they have just completed for us. Mark has long been recognized as the leader in definitive research when it comes to our outdoor field, and he is a joy to work with, as are his entire staff. We can recommend Responsive Management in the highest possible terms."

-Dick Lattimer, President/CEO, The Archery Manufacturers & Merchants Organization

The asterisks in the z-score table show the strength of the correlation. Those z-scores that have a value of 3.30 or greater have three asterisks—three asterisks indicate that the relationship is so strong that it would happen by chance only 1 out of 1,000 times. Those z-scores that have a value of 2.58 to 3.29 have two asterisks—two asterisks indicate that the relationship is so strong that it would happen by chance only 1 out of 100 times. Finally, those z-scores that have a value of 1.96 to 2.57 have one asterisk—one asterisk indicates that the relationship is so strong that it would happen by chance only 5 out of 100 times.

"Responsive Management provided extraordinary services to my research project, which involved a large-scale telephone survey about cultural diversity and attitudes toward marine animals in Los Angeles. This was a challenging project, involving a lengthy survey that needed to be translated into several languages, and required a complex sampling strategy. Mark provided invaluable guidance in refining my survey instrument, structuring the sampling design, and working out the survey's logistics. And his friendly, knowledgeable and professional staff worked closely with me before, during and after the survey was completed. I would recommend Responsive Management to anyone planning a survey or focus group about wildlife and wildlife management."

-Dr. Jennifer Wolch, Professor Co-Director, University of South California

Sample Z-Score Tabulations

Took trip of at least a mile to view wildlife in the past 12 months.	Z-SCORE
He/she or a member of his/her household went out to observe wildlife in last 5 years in Massachusetts.	8.38***
Participated in wildlife viewing within mile of home in the past 12 months.	6.74***
Participated in hiking in the past 12 months.	6.32***
Visited state/national park in the past 12 months.	6.31***
Participated in freshwater fishing in the past 12 months.	6.11***
Participated in camping in the past 12 months.	5.94***
Participated in biking in the past 12 months.	5.78***
Participated in canoeing/kayaking in the past 12 months.	5.67***
Is likely to contact the Massachusetts Division of Fisheries and Wildlife for information/assistance in future.	5.46***
Participated in birdwatching in the past 12 months.	5.37***
Looks to magazines for info. on fish/wildlife, hunting/angling, wildlife watching, other forms of outdoor recreation.	4.28***
Has contacted the Massachusetts Division of Fisheries and Wildlife for information/assistance.	4.14***
Participated in saltwater fishing in the past 12 months.	3.98***
Participated in hunting in the past 12 months.	3.97***
Considers himself/herself a hunter.	3.9***
Agrees that there are black bear in Massachusetts.	3.84***
He/she or a member of his/her household went hunting in last 5 years in Massachusetts.	3.64***
Participated in motorboating in the past 12 months.	3.59***
Thinks biologist from USFWS is very/somewhat credible as source of info. on fish/wildlife and outdoor recreation.	3.55***
Has attended educational program dealing with fish/wildlife, e.g., hunter safety class or lecture at state park.	3.51***
Knew a great deal or moderate amount about the Massachusetts Division of Fisheries and Wildlife before survey.	3.51***
Considers himself/herself an angler/fisherman.	3.4***
Thinks biologist from State Dept. of Environmental Protection is very/somewhat credible as source of info. on fish/wildlife and outdoor recreation.	3.37***
Approves of regulated trapping.	2.96**
Looks to Internet (other than Agency Web site) for info. on fish/wildlife, hunting/angling, wildlife watching, other forms of outdoor recreation.	2.91**
Heard a great deal or a moderate amount about CWD in the past year.	2.87**
Thinks the Massachusetts Division of Fisheries and Wildlife is doing an excellent/good job of providing recreational fishing opportunities.	2.71**

Characteristics most strongly associated with response: took trip of at least a mile to view wildlife in the past 12 months.




Strength of correlation increases moving up the table.

"Mark Damian Duda is one of the nation's most respected researchers on natural resource issues"

-Steve Pennaz, Executive Director, North American Fisherman, North American Outdoor Group, Inc.

Thinks professor of environmental science/biology at University of Massachusetts is very/somewhat credible as source of info. on fish/wildlife and outdoor recreation.	2.71**
Participated in trapping in the past 12 months.	2.69**
Agrees the staff at the Massachusetts Division of Fisheries and Wildlife really cares about fish and wildlife.	2.62**
Thinks Massachusetts Environmental Police Officer is very/somewhat credible as source of info. on fish/wildlife and outdoor recreation.	2.6**
Thinks the Massachusetts Division of Fisheries and Wildlife is doing an excellent/good job of providing hunting opportunities.	2.6**
Agrees the Massachusetts Division of Fisheries and Wildlife effectively balances the interests of anglers, hunters, conservation groups, and the general public.	2.51*
Looks to newspaper for info. on fish/wildlife, hunting/angling, wildlife watching, other forms of outdoor recreation.	2.47*
Agrees can make significant difference in protecting fish/wildlife habitat.	2.43*
Agrees the Massachusetts Division of Fisheries and Wildlife is funded from a variety of sources, including general state tax revenues, excise taxes on hunting and fishing equipment, a portion of the existing tax on motorboat fuel, and hunting and fishing license fees.	2.42*
Thinks fishing license fees are about the right price in Massachusetts.	2.37*
Agrees that there are mountain lions in Massachusetts.	2.33*
Thinks the Massachusetts Division of Fisheries and Wildlife is doing an excellent/good job of protecting citizens against diseases from animals.	2.19*
Thinks the Massachusetts Division of Fisheries and Wildlife is doing an excellent/good job of providing opportunities for general public to view wildlife.	2.17*
Looks to direct mail for info. on fish/wildlife, hunting/angling, wildlife watching, other forms of outdoor recreation.	2.14*
Thinks spokesperson from the American Society for the Prevention of Cruelty to Animals is very/somewhat credible as source of info. on fish/wildlife and outdoor recreation.	2.09*
Looks to Agency Web site for info. on fish/wildlife, hunting/angling, wildlife watching, other forms of outdoor recreation.	2.04*
Thinks the Massachusetts Division of Fisheries and Wildlife is doing an excellent/good job of providing educational programs regarding fish/wildlife.	2.03*
He/she or a member of his/her household went fishing in last 5 years in Massachusetts.	1.98*
Approves of legal hunting.	1.97*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	



 Strength of correlation increases moving up the table.

"There is no doubt that the Commission received the best and most cost-effective survey product available. You and your staff did an outstanding job preparing and conducting the survey and presenting the results I would especially like to thank you for working with staff to develop the fine product that we now cite and use nearly every day. We use the survey results as a touchstone for many discussions and subsequent management decisions. We are quite pleased with the survey product and we look forward to working with Responsive Management in the future."

-Peter A. Colangelo (retired), Executive Director, Pennsylvania Fish and Boat Commission

Participated in freshwater fishing in the past 12 months.	Z-SCORE
Considers himself/herself an angler/fisherman.	10.41***
Considers himself/herself a hunter.	7.76***
Participated in hunting in the past 12 months.	7.75***
Participated in saltwater fishing in the past 12 months.	7.14***
He/she or a member of his/her household went fishing in last 5 years in Massachusetts.	7.05***
Participated in canoeing/kayaking in the past 12 months.	6.94***
Thinks fishing license fees are about the right price in Massachusetts.	6.92***
Participated in motorboating in the past 12 months.	6.25***
Took trip of at least a mile to view wildlife in the past 12 months.	6.11***
Participated in camping in the past 12 months.	5.94***
Has contacted the Massachusetts Division of Fisheries and Wildlife for information/assistance.	5.58***
He/she or a member of his/her household went hunting in last 5 years in Massachusetts.	5.39***
Thinks hunting license fees are about the right price in Massachusetts.	4.94***
Participated in wildlife viewing within mile of home in the past 12 months.	4.81***
He/she or a member of his/her household went out to observe wildlife in last 5 years in Massachusetts.	4.15***
Is male.	4.07***
Thinks the Massachusetts Division of Fisheries and Wildlife is doing an excellent/good job of providing recreational fishing opportunities.	3.96***
Is likely to contact the Massachusetts Division of Fisheries and Wildlife for information/assistance in future.	3.94***
Participated in biking in the past 12 months.	3.87***
Approves of regulated trapping.	3.75***
Visited state/national park in the past 12 months.	3.73***
Participated in hiking in the past 12 months.	3.7***
Thinks hunting license fees are too high in Massachusetts.	3.61***
Looks to Agency Web site for info. on fish/wildlife, hunting/angling, wildlife watching, other forms of outdoor recreation.	3.38***
Thinks the Massachusetts Division of Fisheries and Wildlife is doing an excellent/good job of providing hunting opportunities.	3.34***
Thinks fishing license fees are too high in Massachusetts.	3.19**
Thinks Massachusetts Environmental Police Officer is very/somewhat credible as source of info. on fish/wildlife and outdoor recreation.	3.16**
Approves of legal hunting.	3.07**
Thinks providing opportunities for hunting is important program for the Massachusetts Division of Fisheries and Wildlife.	2.76**
Approves of legal recreational fishing.	2.69**


Characteristics most strongly associated with response: participated in freshwater fishing in the past 12 months.

Strength of correlation increases moving up the table.

"I regard Mark Duda as an exceptional blend of intelligence, resourcefulness and professional competence. His leadership of the Responsive Management program has been distinguished and innovative. He has clearly made this a model program for the wildlife management field. Under his guidance, Responsive Management has been an outstanding source of information, ideas, and techniques helping to foster important and needed change."

-Dr. Steve Kellert, Professor, Yale University

Thinks the Massachusetts Division of Fisheries and Wildlife is doing a fair/poor job of restoring native fish/wildlife species to state.	2.55*
Participated in trapping in the past 12 months.	2.49*
Agrees that there are black bear in Massachusetts.	2.48*
Would support increases in user fees, e.g., hunting/fishing licenses, if it meant more opportunities for these activities.	2.45*
Named correct state agency that is most responsible for managing and protecting fish and wildlife in Massachusetts.	2.42*
Believes it is important that people have the opportunity to fish in Massachusetts.	2.41*
Thinks the Massachusetts Division of Fisheries and Wildlife is doing an excellent/good job of providing educational programs regarding fish/wildlife.	2.41*
Looks to Internet (other than Agency Web site) for info. on fish/wildlife, hunting/angling, wildlife watching, other forms of outdoor recreation.	2.39*
Participated in birdwatching in the past 12 months.	2.33*
Is younger than 46 (median).	2.33*
Thinks the Massachusetts Division of Fisheries and Wildlife is doing a fair/poor job of protecting endangered species.	2.29*
Would oppose increases in user fees, e.g., hunting/fishing licenses, to cover costs of protecting/managing fish/wildlife.	2.28*
Is satisfied with the Massachusetts Division of Fisheries and Wildlife as a governmental agency.	2.27*
Would support use of general state tax revenues to provide information on fish/wildlife matters.	2.19*
Thinks managing fish populations is important program for the Massachusetts Division of Fisheries and Wildlife.	2.14*
Before the survey, heard of the Massachusetts Division of Fisheries and Wildlife's magazine, MASS Wildlife, from a source other than the Division Web site.	2.09*
Looks to direct mail for info. on fish/wildlife, hunting/angling, wildlife watching, other forms of outdoor recreation.	2.09*
Agrees the staff at the Massachusetts Division of Fisheries and Wildlife really cares about fish and wildlife.	2.09*
Thinks biologist from USFWS is very/somewhat credible as source of info. on fish/wildlife and outdoor recreation.	2.07*
Thinks the Massachusetts Division of Fisheries and Wildlife is doing an excellent/good job of enforcing fish and game laws.	2.04*
Thinks the Massachusetts Division of Fisheries and Wildlife is doing a fair/poor job of providing hunting opportunities.	2.03*
Thinks the Massachusetts Division of Fisheries and Wildlife is doing a fair/poor job of protecting/preserving wildlife habitat.	2.01*
Named chronic wasting disease as an animal disease of concern in Massachusetts.	1.97*
Thinks professor of environmental science/biology at University of Massachusetts is not at all credible as source of info. on fish/wildlife and outdoor recreation.	1.97*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	


 Strength of correlation increases moving up the table.

"I personally sincerely appreciated working with you and your very professional and talented staff. I thought it was going to be difficult managing a project that was half done, but your assistance and guidance helped me catch up right away. Thank you again for a sensational job. Please relay my personal best to everyone at Responsive Management."

-Hardy Pearce, Biological Resource Division, Department of Interior

Task 5: Produce Final Report of Focus Groups and Telephone Survey Results

The report will have utility for direct application to the needs of the IDNR and SCORP planning for the future outdoor recreational needs of Iowa residents. The report, and its companion presentation (discussed on page 21 of this proposal), will be a thorough analysis and synthesis of all the available research about Iowa residents' outdoor recreation use patterns, needs, and attitudes. The report will remain a useful tool throughout the development of an action plan for creating outdoor recreational opportunities and meeting the outdoor recreational needs of Iowa residents.

The final report will include, but not be limited to, an executive summary, an introduction, focus group and survey methodology, survey graphs and tables, the survey instrument and results, non-parametric analyses results, and typed verbatim comments from the focus groups and from open-ended survey questions. The report will provide a complete package for the IDNR and the SCORP committee to determine how to meet the outdoor recreation needs of residents in the coming years. Responsive Management creates graphs and/or tables to correspond with each survey question and cross-tabulation. Samples of how results will appear in graphs and tables start on page 18 of this proposal, taken from the report, *Delaware Residents' Outdoor Recreation Use Patterns and Needs: SCORP Survey and Report* conducted for the Delaware Department of Natural Resources and Environmental Control, Division of Parks and Recreation.

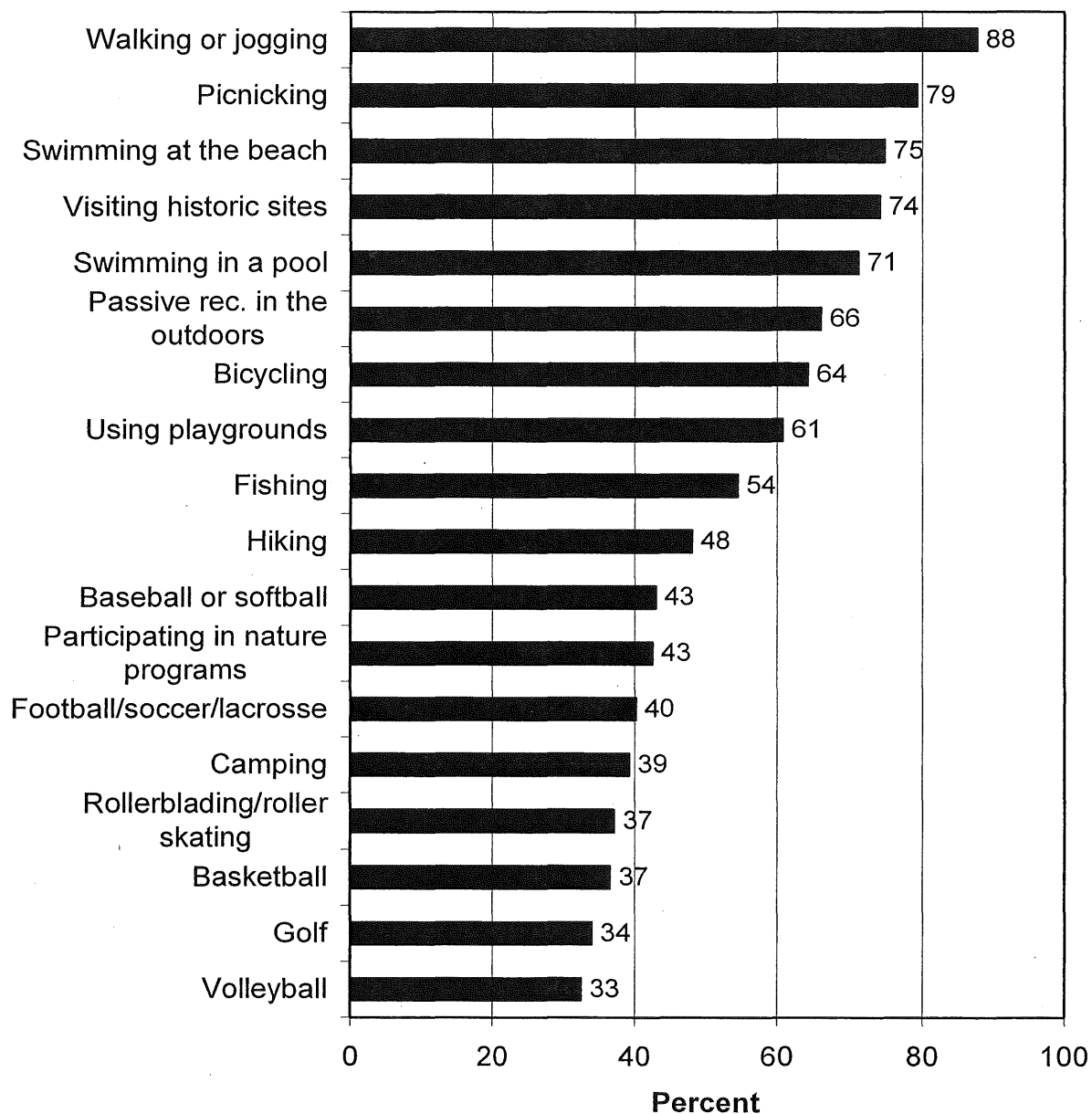
In addition to the written report, all data will be available in hard copy and on diskette or CD in SPSS or Excel format.

“On behalf of Ducks Unlimited, I wish to thank you and your team at Responsive Management for your outstanding work You and your staff were pleasant, easy to work with, and very professional The questions and analysis were right on target to address important issues in habitat conservation.”

-James K. Ringelman, Director of Conservation Programs, Ducks Unlimited Inc.

Sample Graphs

Percent of residents who expect one or more members of his/her household to participate in each of the following activities in Delaware during the next 12 months.

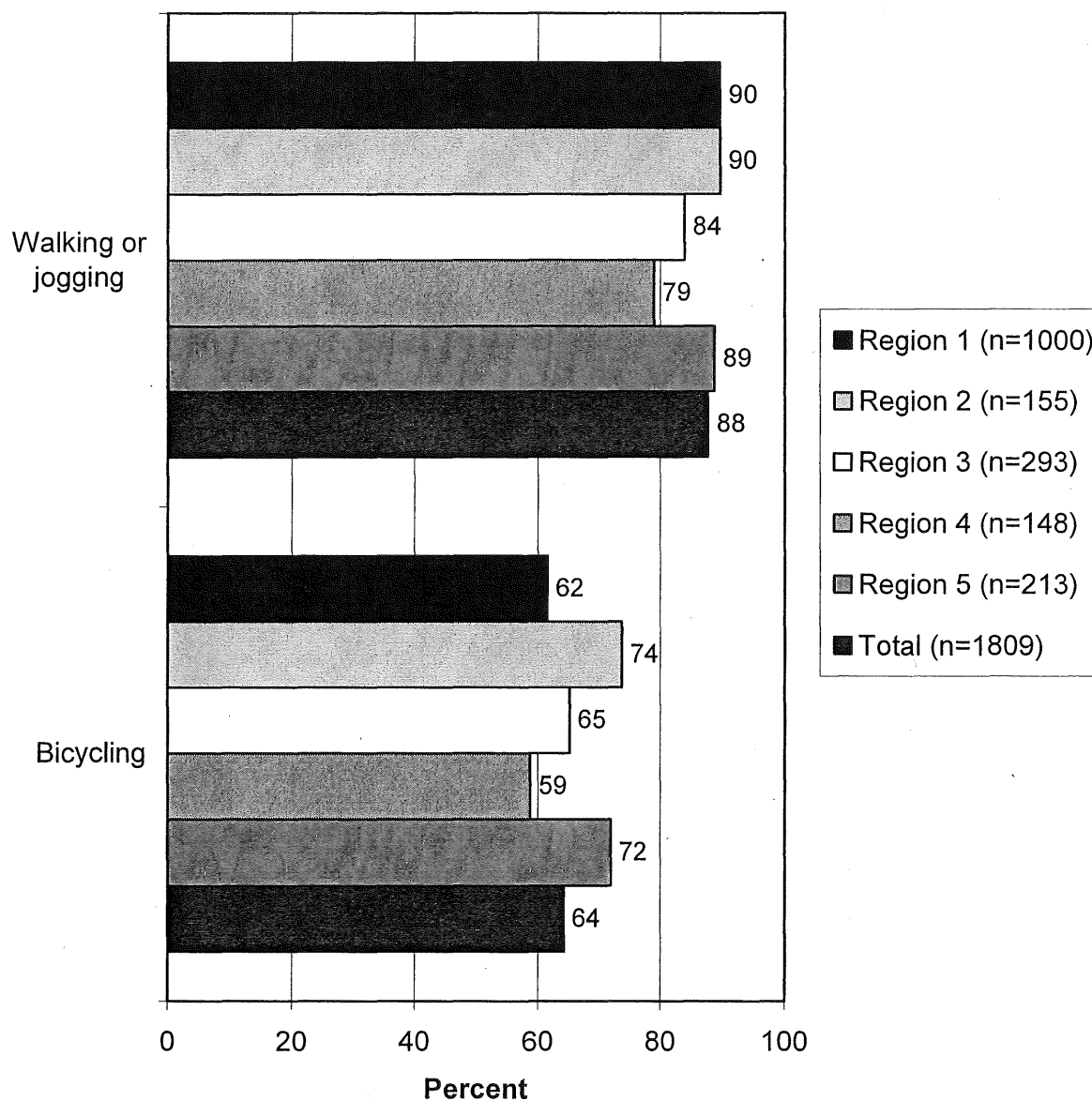


“Mark Duda, Executive Director of RM, has worked with the Florida Wildlife Federation on a number of projects and was our Conservation Educator of the Year for his work in applying an understanding of people to wildlife issues. I highly recommend his and Responsive Management’s abilities for work you have involving your constituency and wildlife issues, training workshops for your employees, or public opinion/attitude surveys.”

-Manley K. Fuller III, President, Florida Wildlife Federation

Percent of residents who expect one or more members of his/her household to participate in each of the following activities in Delaware during the next 12 months.

By Region for Selected Activities



"I want to take this opportunity to express my thanks for your outstanding work, resulting in the report, Vermont Residents' Attitudes Toward Program Priorities and Alternative Funding Mechanisms for the Vermont Fish and Wildlife Department. This is a very fine report that has already proved helpful in discussions about funding and marketing issues with my staff and the Administration. I know that it will prove to be of similar value in upcoming discussions with external constituents and legislators.

"This is the third time, I believe, that my Department has contracted for your services, and I am pleased to have been personally involved in each survey. I continue to be impressed by your candid and thoughtful input, personalized approach to customer needs, and professional approach to survey design, implementation, and reporting. In sum, you do great work that results in a product with high outreach and advocacy value."

-Ronald Regan, [former] Commissioner, Vermont Department of Fish and Wildlife

Sample Cross-Tabulation Table

Question: In which of those activities do you personally participate most often?

Cross Tabulated by

Question: Overall, how would you rate the facilities available to you in your community for participating in this activity? Would you say they are excellent, good, fair, or poor?

Activity in which Respondents Participate Most Often	Rating of Facilities in Community					
	Excellent	Good	<i>Excellent or Good Combined</i>	Fair	Poor	Don't know
Disc golf (n=3)	33	67	100	0	0	0
Golf (n=55)	38	45	83	9	4	4
Mountain biking (n=16)	6	69	75	6	19	0
Walking or jogging (n=551)	27	42	69	18	9	3
Baseball or softball (n=50)	26	42	68	22	6	4
Hiking (n=68)	22	46	68	21	12	0
Picnicking (n=25)	20	48	68	24	4	4
Participating in nature programs (n=3)	67	0	67	0	0	33
Swimming at the beach (n=82)	33	34	67	15	7	11
Passive recreation in the outdoors (n=46)	24	43	67	22	2	9
Camping (n=48)	17	48	65	19	8	8
Multiple sport participant (n=266)	22	42	64	19	12	5
Tennis (n=22)	14	50	64	27	9	0
Boating (by power boat) (n=33)	21	42	63	18	12	6
Fishing (n=92)	21	39	60	22	15	3
Horseback riding (n=10)	20	40	60	10	30	0
Visiting historic sites (n=27)	22	37	59	7	19	15
Using playgrounds (n=26)	15	42	57	31	12	0
Roller hockey (n=7)	0	57	57	14	29	0
Swimming in a pool (n=42)	19	33	52	14	24	10
Hunting (n=25)	8	44	52	16	28	4
Basketball (n=23)	13	35	48	9	39	4
Football/soccer/lacrosse (n=30)	17	30	47	13	37	3
Bicycling (n=71)	8	38	46	28	20	6
Volleyball (n=13)	8	38	46	38	15	0
Rollerblading/roller skating (n=9)	22	22	44	11	44	0
All-terrain vehicle use (n=9)	11	22	33	22	22	22
Boating (by canoe or kayak) (n=14)	0	29	29	29	36	7
Skateboarding (n=1)	0	0	0	0	100	0
Total (n=1667)	23	41	64	19	12	5

"I'd like to say a few things about our survey contractor, Responsive Management of Harrisonburg, Virginia.

"Responsive Management has grown to be the nation's premier survey research firm on fish, wildlife and natural resource issues.

"When we began to look for a survey contractor for the wolf survey, we knew we needed good information, and we needed it fast. We contacted the University. They couldn't meet our timeline. We contacted other potential contractors. They either couldn't do it the way we wanted, or couldn't meet our timeline. Responsive Management could. In fact, they have consistently been ahead of the timeline we were told was "simply unrealistic" by other survey researchers.

"Their timeliness and efficiency is only one thing we've been impressed with. They have been very cooperative, taking great pains to address the concerns of the Commission and staff in developing a set of survey questions from our objectives, then repeatedly refining those questions to reflect our comments. Their cooperation has been outstanding.

"From a technical standpoint, Responsive Management is simply the best. They have the best computer assisted telephone interviewing system. Their interviewers are the most thoroughly trained, according to industry standards. They only conduct surveys on wildlife and natural resource issues. They always pre-test their surveys, something no other survey contractor has ever done for us. Their sampling is the most painstaking. They produce reports from the perspective of an unbiased third party, with full statistical analysis.

"We're very happy with the work Responsive Management has done for us, and we're not alone. It was a pleasure to work with them on this survey."

-Walt Gasson, Planning Coordinator, Wyoming Game and Fish Department

Task 6: 1-Day Workshop to Present Findings

Responsive Management will present the findings in a 1-day workshop format at a location to be determined by the IDNR. The workshop format allows for stakeholders in the research to question Responsive Management staff and clarify any findings, as necessary. A PowerPoint presentation will accompany the report, thus allowing wide dissemination of the presentation, thereby vastly increasing the utility of the research.

"Thank you, Mark, for the tremendous effort you and your staff have provided us in developing our recreation plan. From the survey design through data analysis, you and your dedicated staff have graciously assisted us throughout the process and beyond your contractual obligation. I am proud to present these survey findings and am confident in their source and meaning.

"Mark, I want to extend a special thanks to Dr. Peter De Michele, who willingly provided me with much needed technical support. I appreciate his kindness, patience and most of all his sincerity in helping me understand and use the SPSS software. Also, it was a pleasure working with Alison Lanier. Whether by phone or e-mail, I came to expect a cheerful and responsive Alison at the other end graciously willing and able to assist me."

-Bob Ehemann, Division of Parks and Recreation, Delaware Department of Natural Resources and Environmental Control

TIMELINE AND COST

The cost for focus groups, the telephone survey, the analyses, the writing of the final report, and a 1-day workshop for the IDNR is shown below. Responsive Management remains open for other options that could be jointly developed in discussion with the IDNR and the SCORP committee.

TASK	TIMELINE	PRICING	
Task 1: Conduct Focus Groups to Obtain Qualitative Data on Iowa Residents' Outdoor Recreation Use Patterns, Needs, and Experiences	May – June 2005	(\$3,000 per focus group) (7 or 8 anticipated groups)	
		7 groups \$21,000	8 groups \$24,000
Task 2: Develop and Pretest Initial Quantitative Telephone Survey Instrument	July – August 2005	Option 1: n = 474	Option 2: n = 1,000
Task 3: Administer Quantitative Telephone Survey	September – November 2005	Sampling error = 4.5% \$20,000	Sampling error = 3.1% \$32,500
Tasks 4: Analyze Focus Group and Telephone Survey Data	December 2005 – January 2006	(The analysis of the survey and the final report are included in the survey costs above.)	
Task 5: Produce Final Report of Focus Groups and Telephone Survey Results			
Task 6: 1-Day Workshop to Present Findings of Focus Groups and Telephone Survey	February 2006		\$1,500
Travel (for coordination meeting, focus groups, and presentation)	Throughout project		\$4,000

"I am writing to extend my appreciation to you and your staff for the exemplary job you did with the development and production of Saving Lives and Preventing Boating-Related Accidents: An Assessment of State Recreational Boating Safety Needs for the . . . Aquatic Resources (Wallop-Breaux) Trust Fund. . . .

"The needs assessment has been very well received, and we anticipate utilizing the document as the primary educational tool for conveying our state resource needs to members of Congress and the Administration. The content, format and 'look' of the publication are first rate. . . .

"I want to take this opportunity to thank you personally for your commitment, involvement and contribution to NASBLA's research agenda over the last few years. You have been a part of some of our most exciting and significant trend analysis and policy development to date."

-Alvin Taylor, President, National Association of State Boating Law Administrators

RESPONSIVE MANAGEMENT EXPERIENCE AND EXPERTISE

No other firm has as much experience and working knowledge of conducting public opinion and participation survey research on outdoor recreation and natural resource issues than Responsive Management. Additionally, Responsive Management follows the highest standards in conducting public opinion polling to ensure accurate, unbiased results. No other firm in the country can offer the depth of statistical analyses offered in this proposal at this cost. The following is just a sampling of the extensive Responsive Management experience that is relevant to the SCORP needs of the IDNR.

Outdoor Recreation Studies

Responsive Management has considerable experience in survey research measuring public opinions on, attitudes toward, participation in, and interest in outdoor recreation activities for state agencies and sportsmen's and conservation organizations. Responsive Management has performed studies assessing recreation needs to assist with recreation funding, engineering, and logistical planning, including studies used for SCORP efforts in Delaware and Kansas.

Responsive Management has also conducted studies measuring outdoor recreation participation and interest to assist in the development of strategic plans and public relations campaigns for state fish and wildlife and natural resource agencies.

Additionally, Responsive Management routinely measures outdoor recreation participation and interest in many studies conducted on other issues, such as natural resource, hunting, fishing, wildlife, and conservation issues. Through the extensive research of outdoor recreation participation and interest, Responsive Management has developed an exceptional understanding of outdoor recreation use patterns and needs. The list below includes just a few of the hundreds of studies measuring outdoor recreation use patterns and needs that Responsive Management has conducted.

Delaware Residents' Outdoor Recreation Use Patterns and Needs: SCORP Survey and Report.

Telephone survey to assess Delaware residents' outdoor recreation patterns and their future outdoor recreation needs. The survey included representative samples from among the five planning regions (North New Castle County, South New Castle County, Kent County, East Sussex County, and West Sussex County) and from five municipalities (Milford, Seaford, Dover,

Newark, and Wilmington). The data were weighted so that the regional breakdown of the sample matched the regional breakdown of the actual population.

A Recreation Study for the City of Austin and Travis County, Texas. Telephone survey conducted in English and Spanish for the U.S. Army Corps of Engineers (USACE), Travis County, and the City of Austin to determine recreation needs, including assessing residents' "willingness to pay" for various recreation activities, demand for various types of recreation, and the economic benefits to be derived from recreation amenities, for the purpose of long-term indoor and outdoor recreation planning.

Texas Parks and Wildlife for the 21st Century: An Overview of the Texas Tech University Studies in Conservation and Recreation for the Coming Decades. A full-color booklet presenting the major findings, implications, and recommendations of the Texas Parks and Wildlife for the 21st Century was produced. The booklet was used and distributed by the Texas Parks and Wildlife Department and Texas Tech University for future planning and public relations efforts.

Texas Parks and Wildlife for the 21st Century. This study entailed focus groups and telephone surveys to determine opinions and attitudes of the general population, outdoor recreationists, anglers, boaters, hunters, landowners, and park users to assess the State's natural resource, cultural resource, and outdoor recreation needs.

Texas Parks and Wildlife for the 21st Century: Outdoor Recreation Survey. This project was a study of conservation and outdoor recreation issues in Texas that helped establish the foundation for the Texas Parks and Wildlife Department's future planning efforts. The study entailed telephone surveys with 6 different constituent groups as well as the general population. This report contains the results from the survey with outdoor recreationists.

Kansas Residents' Participation in, Opinions on, and Attitudes Toward Outdoor Recreation. Telephone survey regarding Kansas residents' participation in and opinions on outdoor recreation and their opinions on and use of facilities in Kansas.

Kansas Residents' Opinions and Attitudes Toward Alternative Funding. Survey of Kansas residents to assess their opinions on various funding mechanisms for wildlife- and parks-related programs in the state, as well as participation and interest in wildlife-related recreation.

Kansas Residents' Opinions on and Attitudes Toward the Programs and Activities of the Department of Wildlife and Parks. Telephone survey of Kansas residents to assess their opinions on and attitudes toward the programs and activities of the Department of Wildlife and Parks. Services that residents obtained from the DWP and their rating of those services were also assessed. The study was used to help guide the DWP in the future direction of its programs and activities.

Kansas Residents' Opinions on and Rating of the Kansas Department of Wildlife's Programs. Telephone survey to assess Kansas residents' participation in, opinions on, and attitudes toward various programs and activities of the Department. The study was conducted to help the Department match its programs with residents' needs.

Shooting Range Demand in Benton, Arkansas. This study assessed the demand for a state-of-the-art, indoor shooting range among residents in the Benton, Arkansas area. The study entailed a telephone survey to assess residents' participation in various outdoor recreation activities, attitudes toward and likelihood to patronize a new, indoor shooting range in Benton, Arkansas, and various services and amenities range users would like to see at an indoor shooting range.

South Carolina Department of Natural Resources Public Opinion Telephone Survey. Survey of South Carolina residents to gather information on their assessment of current Department program effectiveness, opinion of agency performance, support or opposition for various funding mechanisms, attitudes toward new programs, familiarity with the Department's magazine, and participation in outdoor recreation.

Americans and Wildlife Diversity: Public Opinions Toward Wildlife Diversity. Project to better understand participation in and attitudes toward wildlife recreation activities and attitudes toward wildlife diversity funding among outdoor recreationists. Included an in-depth literature review and focus groups of outdoor recreationists to assess preferences and attitudes toward wildlife diversity funding through the Teaming with Wildlife project.

Arkansas Residents' Opinions on and Participation in Outdoor Recreation and Their Perceptions of the Arkansas Game and Fish Commission. Telephone survey of Arkansas residents to assess their opinions on and participation in outdoor recreation, as well as their perceptions of the Arkansas Game and Fish Commission. The study included trends analysis based on a previous survey.

The Public and Wildlife Management in Georgia. Survey gauging public perceptions of the Division and its programs, participation in wildlife-related recreation, and public priorities for fish and wildlife management.

The Public and Wildlife Management in Georgia. Follow-up survey gauging public perceptions of the Division and its programs, participation in wildlife-related recreation, and public priorities for fish and wildlife management.

Virginia Residents' Attitudes Toward Nonconsumptive Wildlife-Related Recreation. Study to assess Virginia residents' participation in primary residential and nonresidential wildlife watching programs and public priorities for nongame and nonconsumptive programs.

The Attitudes of Washington Residents Regarding Alternative Funding for the State Parks and Recreation Commission/Washington State Residents' Attitudes Toward State Parks. The purpose of this study was to identify Washington State residents' opinions on the Washington State Parks and Recreation Commission and attitudes toward various funding strategies for the Washington State Parks system. The study entailed a telephone survey of Washington State residents.

New Hampshire Residents' Attitudes Toward Use of Public Land and Land Management Techniques. Study to determine residents' opinions on habitat protection; timbering and forestry

management; hunting, fishing, recreation, and other outdoor recreation. The study also assessed support for or opposition to specific land management techniques.

Economic Impact Analysis of Nonconsumptive Wildlife-Related Recreation in Arizona. This project, a partnership between Responsive Management and Southwick Associates, assessed the economic contributions of watchable wildlife recreation in Arizona statewide, by county, and by specific types of activity. Survey data were produced by Responsive Management, and economic analyses were conducted by Southwick Associates.

Strategic Planning Studies

Although much of Responsive Management's public opinion and attitude research is used by clients as an aid in planning agency programs and funding, Responsive Management has conducted numerous studies specifically to assist with strategic planning, message development, and public relations campaigns.

An example of Responsive Management's strategic planning studies with recommendations includes research for the Recreational Boating and Fishing Foundation's efforts to increase interest in fishing and boating (please see in Appendix B the article from *American Demographics* that highlights Responsive Management's role in this effort). Perhaps one of the most successful marketing efforts within the fish and wildlife management community has been the STEP OUTSIDE® program. Responsive Management assisted in this effort with a message testing project that included focus groups and survey research. In addition to the strategic planning studies specifically for outdoor recreation listed above, some of the many other studies conducted by Responsive Management to assist with strategic planning, message development, and public relations campaigns are listed below.

Anglers' and Boaters' Attitudes Toward Various Messages that Communicate the Benefits of Fishing and Boating: Results of a Series of Nationwide Focus Groups. This focus group report documents the findings of four focus groups conducted with lapsed anglers and lapsed boaters that helped identify core messages that best communicate the benefits of recreational boating and fishing and aquatic stewardship. This study was conducted for the Recreational Boating and Fishing Foundation. (See Appendix B for more information on this study.)

Hunters', Sport Shooters', Archers', and Anglers' Attitudes Toward Messages Encouraging Them to Recruit Others into Their Sport. Study to assess the attitudes and perceptions of outdoor sportsmen and women toward various messages encouraging participation in the STEP OUTSIDE® program. The study entailed three focus groups and a telephone survey to assess the

motivations for and constraints against participation in the STEP OUTSIDE® program by known hunters, anglers, gun shooters, and archers. Several different messages were tested to assess how well each message was received by the sportsmen and women and how well each message motivates them to take action to introduce others to the traditional outdoor sports of hunting, fishing, shooting, and archery. The goal of the study was to obtain information to allow the National Shooting Sports Foundation to design effective marketing strategies and communication programs to promote the STEP OUTSIDE® program.

Focus on the Woman: Recruitment and Retention Strategies and Tactics for Women Involved in Outdoor Recreation. This project identifies perceived and actual barriers experienced by women, and potential incentives that may be used to recruit and retain their involvement in outdoor recreation with the goal of increasing license revenues and sportsmen's numbers. The study includes an analysis of primary and secondary market research data, focus groups and a telephone survey. This study is being conducted in cooperation with the National Wild Turkey Federation under a Multi-state Conservation Grant.

A Marketing Plan for the South Carolina Department of Natural Resources, Fisheries Section. A literature review of research about residents' and anglers' attitudes toward natural and aquatic resources and outdoor recreation. The study provided the Department with a strategic market direction for the next 10 years.

Direction for the Decade: The Attitudes of Agency Staff, Stakeholders, and the General Public Regarding the Strategic Direction of the Georgia Department of Natural Resources. Focus groups, mail surveys and a general population telephone survey conducted to better understand employees', stakeholders' and the Georgia publics' priorities for natural, cultural and environmental directions for the Georgia Department of Natural Resources.

Direction for the Decade: The Attitudes of Georgia Residents, Wildlife Resources Division Staff, and Conservation Organizations Regarding the Future of the Georgia Wildlife Resources Division. The purpose of this study was to provide the Georgia Wildlife Resources Division a comprehensive overview of the wildlife values and priorities of WRD employees, stakeholders, and Georgia residents for WRD programmatic efforts.

Hunters' and Anglers' Attitudes Toward Boating Safety, the Use of Personal Flotation Devices, and Various Messages that Communicate the Benefits of Wearing Personal Flotation Devices: Focus Group Results. This study entailed focus groups with sportsmen regarding boating safety and the use of personal flotation devices.

Delaware Biodiversity Education Market Inventory and Needs Assessment. This study entails a market inventory to identify and assess the Delaware Department of Natural Resources and Environmental Control's current biodiversity education efforts and a telephone survey of the general population to assess the need for and interest in biodiversity education.

Needs Assessment for Environmental Education in Florida: Florida Environmental Educators', Scientists', and Natural Resource Administrators' Attitudes Toward Environmental Education in Florida. This study entailed focus groups, literature reviews, telephone surveys, and

development of messages and public outreach strategies to target audiences to enhance environmental education programs in Florida.

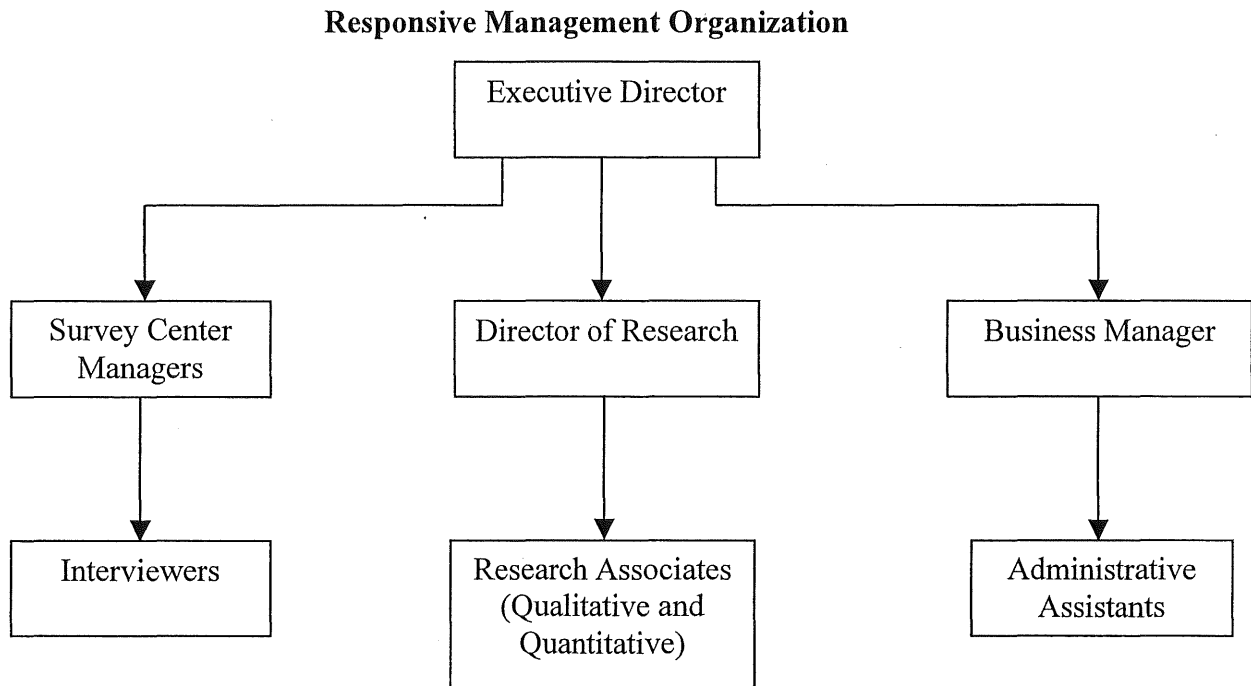
Factors Related to Hunting Participation in Pennsylvania. This report summarizes the major findings and implications of a study on Pennsylvania licensed hunters' participation in hunting, their motivations for and satisfaction with hunting, and their knowledge of and ratings of the Pennsylvania Game Commission's programs. This project was supported by the Hunting Heritage Partnership, a grant program of the National Shooting Sports Foundation, Inc.

The Future of Hunting and the Shooting Sports: Research Strategies to Increase Participation and Retention. This study identifies specific recommendations and strategies to recruit and retain hunters and sport shooters and to better understand the factors related to hunting and sport shooting initiation, participation, retention, and approval among U. S. residents. The project provides research-based information along with programmatic strategies to state fish and wildlife agencies, industry, non-government organizations and federal agencies. Methodologies include a major literature review, focus groups and an extensive telephone survey of hunters, shooters and the general population. This study is being conducted in cooperation with the National Shooting Sports Foundation under a Multi-state Conservation Grant.

Marketing and Communication Strategies for the US Fish and Wildlife Service, Chesapeake Bay Field Office. This report presents marketing and communications strategies and recommendations for the United States Fish and Wildlife Service, Chesapeake Bay Field Office. The purpose of this study was to provide recommendations to the CBFO to help increase awareness of the organization as well as to assist the CBFO in differentiating itself from the numerous other federal, state, and local organizations that conduct research, education, and outreach on conservation issues related to the Chesapeake Bay and watershed.

Public Awareness of, and Attitudes Toward the Izaak Walton League of America: Research Implications and Communication Strategies for Increasing Public Awareness of the League. This project involved the overall development and implementation of a comprehensive communication plan for the Izaak Walton League of America. The project entailed a literature review, focus groups, and a telephone survey that developed messages that allowed the League to match strategy and tactics with its target audiences through a full range of communication and development tools.

RESPONSIVE MANAGEMENT ORGANIZATIONAL CHART AND CONTACTS



For further information about Responsive Management or to discuss available services, please contact:

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Also, please visit our Website at www.responsivemanagement.com.

STAFF RESUMES

Responsive Management consists of an Executive Director, a Director of Research, Statisticians, Survey Center Managers, Qualitative Research Associates, Quantitative Research Associates, and 65 professional interviewers who conduct surveys and research only on wildlife and natural resource issues.

Mark Damian Duda

Mark Damian Duda is Executive Director of Responsive Management, an organization developed to help wildlife and natural resource organizations and agencies better understand and work with their constituents and customers. He has directed more than 600 surveys and 500 focus groups on wildlife, outdoor recreation, and natural resource issues, and he is the author of four books about wildlife. His research has been featured on CNN and in *The New York Times*, *The Wall Street Journal*, and on the front page of *USA Today*.

He has been named Conservation Educator of the Year by both the Florida Wildlife Federation and National Wildlife Federation and was the recipient of the 1995 Conservation Achievement Award from the Western Association of Fish and Wildlife Agencies. He was named the Wildlife Professional of the Year for 2000 by the Virginia Wildlife Society. He also received an award from the Potomac Ducks Unlimited Chapter for his contributions as a researcher and writer, and he received the Conservation Achievement Award in Communications from Ducks Unlimited. He holds a Master's degree from Yale University in natural resource policy and planning. Because Mark founded Responsive Management, he has been intimately involved in all the studies discussed within this proposal, and his pertinent experience, therefore, is not repeated here. Mark has been with Responsive Management for 17 years.

Peter E. De Michele, Ph.D.

Peter De Michele, Director of Research, is a graduate of the University of Virginia (B.A., 1990, M.Ed., 1995; Ph.D., 2000). He earned concentrations in the supporting areas of Research Methods and statistics during his graduate studies. Peter has published several articles, including peer-reviewed, quantitative research in the *Journal of Athletic Behavior*, and has co-authored a book on the psychology of sports and outdoor recreation. He is a former Modern Pentathlete who competed in the 1987 U.S. Olympic Festival.

Peter's experience at Responsive Management includes numerous studies pertaining to outdoor recreation and natural resource issues, including *Delaware Residents' Outdoor Recreation Use Patterns and Needs: SCORP Survey and Report*; *A Recreation Study for the City of Austin and Travis County, Texas*; *An Analysis of the Georgia Department of Natural Resources' Outreach Efforts to Increase Fishing License Sales Using the Water Works Wonders Campaign Materials*, which included a hierarchical linear regression analysis of various media messages; and a Ducks Unlimited Conservation Marketing Initiative, which included an in-depth examination of a marketing campaign and an analysis of message effectiveness.

One of Peter's major accomplishments at Responsive Management was the development of proprietary software to facilitate full z-score analyses of data as part of the successful STEP OUTSIDE® program and the message testing performed as part of that project. Several different messages were tested to assess how well each message was received by the sportsmen and women and how well each message motivated them to take action to introduce others to traditional wildlife-related outdoor sports. Peter has been with Responsive Management for 4 years.

Martin Jones

Martin Jones is a Research Associate with Responsive Management. He holds a Master's degree in geography from the University of Vermont and a Bachelor's degree as a double major in English and geography from James Madison University. Prior to joining Responsive Management, Martin headed the technical writing department for a major engineering firm in Northern Virginia that did extensive wetlands and land-use research.

While at Responsive Management, Martin has written more than 100 studies on outdoor recreation and natural resource issues, hunting, fishing, wildlife conservation, funding, and media messaging. These numerous reports include *Delaware Residents' Outdoor Recreation Use Patterns and Needs: SCORP Survey and Report*, *A Recreation Study for the City of Austin and Travis County, Texas*, *Media and Messages Encouraging the Use of Personal Flotation Devices*, for BOATUS; *An Analysis of the Georgia Department of Natural Resources' Outreach Efforts to Increase Fishing License Sales Using the Water Works Wonders Campaign Materials*, which included a direct comparison of various media messages; studies of land use and land conservation for the Washington Department of Fish and Wildlife, the Conservation Fund, and the Congressional Sportsmen's Foundation; as well as many proprietary studies for major

conservation organizations such as Ducks Unlimited, the Izaak Walton League, and the Rocky Mountain Elk Foundation. Martin has been with Responsive Management for 4 years.

Steven J. Bissell, Ph.D.

Steven Bissell is a Qualitative Research Analyst for Responsive Management. He has worked for more than 25 years as a human dimension in natural resource researcher, Wildlife Conservation Officer, nongame and endangered species biologist, and land-use planner. His work experience includes direct work in outreach and communications as the Head of Environmental Education for the Colorado Division of Wildlife. Dr. Bissell received his Ph.D. from the University of Colorado.

His work has included *Factors Related to Hunting and Fishing Participation Among the Nation's Youth*, which included analyses of strategies for hunter and angler recruitment and retention; *A Programmatic Evaluation of the North American Wetlands Conservation Act (NAWCA) in the United States and Canada*; and *Public Attitudes Toward Alternative Funding Mechanisms for the Vermont Department of Fish and Wildlife*. Dr. Bissell has worked with Responsive Management for 10 years.

Alison J. Lanier

Alison Lanier is the Business Manager for Responsive Management. She performs all administrative duties; maintains all databases, accounts, and payroll; conducts business planning; and coordinates focus group projects. Alison received her Bachelor's degree in international business from James Madison University. Although Alison's primary duties relate to her position as Business Manager, she also coordinates focus group projects, including the very important task of focus group recruitment. Alison has been with Responsive Management for 7 years.

Chad Craun

Chad Craun is a Research Associate with Responsive Management with expertise in quantitative analyses. Chad received his Bachelor's degree from Virginia Tech in statistics with a minor in economics.

At Responsive Management, Chad has conducted extensive analyses of data as part of many studies concerning outdoor recreation and natural resource issues. Studies Chad has worked on

include *Opinions of the General Population, Hunters, and Anglers on Funding for Wildlife Management in Wyoming*, which examined opinions of several stakeholder groups regarding funding for wildlife management and conservation; *Direction for the Decade: The Attitudes of Agency Staff, Stakeholders, and the General Public Regarding the Strategic Direction of the Georgia Department of Natural Resources*, which included the development of a survey instrument to elicit data regarding recreation participation and interest; *Public Opinion on Fish and Wildlife Management Issues and the Reputation and Credibility of Fish and Wildlife Agencies in the Southeastern United States*, which entailed the development of questions to elicit data regarding attitudes toward these agencies, as well as the analyses of these data; and a proprietary study for a major conservation organization, which included a regression analysis on membership fees to assess, among other factors, the effect of membership cost on propensity to join and/or support the organization. Chad has been with Responsive Management for 1 year.

Andrea M. Criscione

Andrea Criscione is a Research Associate with Responsive Management. She holds a Bachelor's degree in sociology from Bridgewater College and a Master's degree in English from Virginia Tech, with a concentration in communication studies. Prior to joining Responsive Management, Andrea worked in corporate communications implementing public relations and marketing efforts for WVPT Public Television in Harrisonburg, Virginia.

Since joining Responsive Management, Andrea has worked on *Direction for the Decade: The Attitudes of Agency Staff, Stakeholders, and the General Public Regarding the Strategic Direction of the Georgia Department of Natural Resources; Factors Related to Hunting Participation in Pennsylvania*, which included recommendations for communications and promotional materials to retain hunting license buyers; and an inventory of and needs assessment for biodiversity education programs of the Delaware Department of Natural Resources and Environmental Control. In addition to managing projects and writing and editing reports, Andrea also creates survey instruments and conducts focus groups. Andrea has been with Responsive Management for 1 year.

Timothy L. Winegord

Tim Winegord joined Responsive Management in 2003 and is a Survey Center Manager with the firm. Tim is a retired Army First Sergeant with a background in the Nuclear, Chemical and Biological fields.

Tim has managed the survey portion of Responsive Management's studies since joining the firm, including several surveys designed to collect outdoor recreation and natural resource data. These studies include *Direction for the Decade: The Attitudes of Agency Staff, Stakeholders, and the General Public Regarding the Strategic Direction of the Georgia Department of Natural Resources*; *Opinions of the General Population, Hunters, and Anglers on Funding for Wildlife Management in Wyoming*; and *Public Opinion on Fish and Wildlife Management Issues and the Reputation and Credibility of Fish and Wildlife Agencies in the Southeastern United States*, which included questions about participation in outdoor recreation activities, as well as attitudes toward fish, wildlife, and natural resource issues.

James B. Herrick, Ph.D.

James Herrick is a Quantitative Research Consultant to Responsive Management. He received his Ph.D. in environmental microbiology from Cornell University and has Bachelor's and Master's degrees in botany and ecology from Brigham Young University. His main research interest is the effect of pollutants and agricultural practices on natural terrestrial ecosystems. Dr. Herrick was previously a postdoctoral researcher at the Los Alamos National Laboratory and has been a researcher and consultant for the Bureau of Land Management and for the government of Saudi Arabia. He is the author of numerous peer-reviewed papers and book chapters in the areas of environmental microbiology and environmental health. He is also a reviewer for the National Institutes of Health, Division of Research Grants; *Molecular Ecology*; and *The Journal of Microbiological Methods*. Dr. Herrick has worked with Responsive Management for 10 years.

Interviewers

Responsive Management maintains a full-service, computer-assisted telephone and mail survey center with 65 professional interviewers who conduct surveys only on natural resource and outdoor recreation issues.

APPENDIX A: CLIENT COMMENTS

"Attached is a report entitled, Americans and Wildlife Diversity, that was produced for the Association's Fish and Wildlife Diversity Initiative. It is an excellent summary of the information available on public opinion, attitudes, interest and participation in, and funding for wildlife viewing and wildlife diversity programs

"Mark Damian Duda and Kira Young with Responsive Management did an outstanding job pulling this information together. I believe it will greatly assist both the Association and its Fish and Wildlife Diversity Funding Initiative and your own agency as it works toward building support for stronger wildlife diversity and watchable wildlife programs."

-Naomi Edelson, Wildlife Diversity Director, International Association of Fish and Wildlife Agencies

"Since delivery of the reports, we've been shipping copies out fast and furiously, and I've given multiple presentations on the findings. It's really good stuff, and I'm amazed at how detailed the reports are

"We recently received funding for next year, and there's some money for a follow-up survey. . . .[T]hanks again to you and your staff!"

-Chris Edmonston, Vice President, BoatUS

"You did an outstanding job putting the assessment together, as well as presenting the results. This information will be invaluable as we proceed with the National Marine Sanctuary (NMS) Revenue Enhancement Initiative.

"Thanks again for a spectacular job."

-Karen M. Brubeck, Contract Program Specialist, National Oceanic and Atmospheric Administration

"Responsive Management provides the opportunity and mechanism for focusing our resource management efforts where they are both wanted and needed. The public opinion workshop clearly and concisely introduces attendees to the processes of understanding public expectations of the agency, problems to avoid in implementing the processes and the benefits derived from addressing those expectations. The subsequent availability of Responsive Management staff to advise on specified public opinion projects is a bonus. I definitely recommend the Public Opinion Workshop to all public resource managers."

-Virginia Vail, Director, Fisheries Management, Florida Department of Environmental Protection

"I'd like to thank you for doing such a fine job facilitating the two sessions on marketing at our recent Aquatic Resource Education Workshop. Your introductory session, in particular, gave our state colleagues excellent information on how to design education programs to achieve their objectives. Your insights have been a big help to both our own staff and the state coordinators."

-Libby Hopkins, Aquatic Education Specialist, Federal Aid, U.S. Fish and Wildlife Service

"The Colorado Division of Wildlife has used the C.I.P., Change Module, and Marketing Module and found them to be quality products that address real needs of our agency. We have also appreciated the eagerness to help shown by the Responsive Management staff. The Responsive Management Program has helped us to become substantially better prepared to deal with the changing attitudes, beliefs and opinions of our constituents."

-Perry Olson, (Retired) Director, Colorado Division of Wildlife

"My compliments on a great presentation at the Watchable Wildlife Conference. Your tie to history and changes in technology were great in getting one to think of new ways to view this great challenge. Coming from one with a wildlife background, your comments were very credible and moved everyone to begin thinking of the human side of the coin. This is very critical as many of us have a biological background and tend to view the world from a different perspective than many of our visitors."

-John T. Drake, Director, U.S. Forest Service Region 1, Wilderness, Recreation and Heritage Program

"Responsive Management has been helpful in getting our telephone surveys started after we attended their well presented training session. We have called upon them for technical advise many times When I call the RM office I feel like I am talking to friends, yet, they are well organized and professional. I am very pleased with the sponsorship arrangement."

-Steve Miller, Ohio Division of Wildlife

"The Marketing workshop led by Mark Duda excelled in all aspects. There was just the right mix of lecture and discussion, written material and graphics, seriousness and humor. Presentation of information was enhanced by the use of multi-media-slides, overheads and videos all helped get the message across."

"Mark's enthusiasm for the material was captivating. The importance of Responsive Management principles hit you between the eyes, and plans to incorporate Responsive Management into ongoing operations automatically began to form. Discussion among participants was encouraged and everyone's contribution was explicitly noted as important."

"Humor scattered throughout the workshop made for a fun, rewarding two days. Expectations on the value of spending two days away from the "real work" were well exceeded. We'll be back for more."

-Dave Narver, Director, Recreational Fisheries Branch, British Columbia Ministry of Environment

-Cindy Brown, Planning Coordinator, Recreational Fisheries Branch, British Columbia Ministry of Environment

"In surveying the Kansas public's attitudes about endangered species, we were dealing with a volatile issue. It is also one of the most important issues for wildlife management in Kansas. The review by RM of our survey instrument and subsequent endorsement provided a degree of credibility needed for this publicity sensitive project. In fact, the results, which demonstrated overwhelming support for our endangered species protection efforts, have yet to be met with any serious challenges. I'd give major credit to the helpful and critical review we received from Responsive Management. Thanks!"

-Ken Brunson, Nongame Program Coordinator, Kansas Department of Wildlife & Parks

"Congratulations! You folks did a great job on your new publication designed to inform Congress on the needs of a nationwide nongame program."

-Terry Johnson, Nongame Program Manager, Georgia Department of Natural Resources, Wildlife Resources Division

"Responsive Management has been very "responsive" to the needs of the Maryland Wildlife Division on many levels. We particularly were interested in having RM do our "watchable wildlife" survey because of their extensive experience in social surveying, particularly concerning attitudes, perceptions, knowledge and activities involving wildlife."

-Edith Thompson, Urban Wildlife Planner, Maryland Department of Natural Resources

"Mark Duda gave one of two presentations on a marketing approach to wildlife management to a major Ministry of Natural Resources staff workshop. Mark's presentation was excellent and its influence on workshop discussions was obvious."

-Margaret McLaren, Wildlife Policy Branch, Ontario Ministry of Natural Resources

"I wanted to take this time and express our gratitude to you for your extensive participation in the Information and Education sessions at the Southeast Association of Fish and Wildlife Agencies Conference. Not only have I heard compliments regarding your presentation, but I've heard from several people who appreciated the fact that you were available for the duration of the seminars. That kind of support makes our work all that much worthwhile."

-Jeff Curtis, Education Coordinator, Virginia Game and Inland Fisheries

"Thanks for an outstanding presentation at the Northeast Fish and Wildlife Conference held in New Hampshire You really made an impression on the group. The fact that there was standing room only speaks well of your reputation. Your session was the best attended."

-Judy Cummings, Chief, Information and Education, New Hampshire Fish and Game Department

"Responsive Management is a terrific, long overdue marketing analysis tool that will enable natural resource organizations to broaden their focus and to increase their understanding of the diverse clientele groups they serve. A contemporary business approach by these people-oriented agencies will increase their effectiveness and efficiency in addressing the needs of their customers."

-Dr. Joe Schaefer, Professor, Wildlife and Range Sciences, University of Florida

"The Responsive Management Program provides natural resource organizations a framework and many of the tools for successfully meeting future and many of the daily demands placed upon them. The Idaho Department of Fish and Game personnel have found the training, materials, and instructors to be of the highest quality, and perhaps most importantly, directly applicable to our business."

-Stan T. Allen, (Former) Interstate Resource Data Manager, Idaho Department of Fish and Game

"Effective fish and wildlife agencies stay in touch with the citizens they serve, know what they want, and tailor programs to meet those needs. Responsive Management provides the tools and the expertise to facilitate two-way communication with our customers. RM's training sessions, consulting services and library of survey questions and literature is an invaluable resource for the agency that recognizes the need to manage people as much as wildlife."

-Dr. Steve L. McMullin, Associate Professor, Virginia Tech

"The marketing workshops were a success. I have heard many good comments from participants of both sessions. I have been at two meetings since the workshops where the people were thinking and talking about "markets" and were using many of the terms presented at the workshops.

"Enclosed are the evaluation summary and the comment sheets for the second session. As in the first session, the vast majority enjoyed the course, believed they will use the information, learned a great deal about marketing and thought you did an excellent job.

"I want to thank you personally for your efforts. You did an outstanding job of presenting ideas and concepts which are new to many of us."

-Tom Wasson, Planning Coordinator, Ohio Division of Wildlife; and President, Organization of Wildlife Planners

"This most recent survey for the Theodore Roosevelt Conservation Alliance on hunter attitudes toward National Forests is outstanding work and will undoubtedly prove to be extremely valuable in our efforts to promote sound stewardship of the National Forest System."

-Paul Hansen, Executive Director, The Izaak Walton League of America

"I am writing to extend my appreciation to you and your staff for the exemplary job you did with the development and production of Saving Lives and Preventing Boating-Related Accidents: An Assessment of State Recreational Boating Safety Needs for the. . . Aquatic Resources (Wallop-Breaux) Trust Fund. . . .

"The needs assessment has been very well received, and we anticipate utilizing the document as the primary educational tool for conveying our state resource needs to members of Congress and the Administration. The content, format and 'look' of the publication are first rate. . . .

"I want to take this opportunity to thank you personally for your commitment, involvement and contribution to NASBLA's research agenda over the last few years. You have been a part of some of our most exciting and significant trend analysis and policy development to date."

-Alvin Taylor, President, National Association of State Boating Law Administrators

"We would like to express our gratitude, on behalf of the Colorado Division of Wildlife, for your excellent efforts in collecting the data for our human dimensions study about resident hunters' preferences for funding various wildlife programs. Your expertise contributed to a thorough and credible study. The results have been very useful and have reinforced our agency's broad-based funding approach to wildlife management."

-Colorado Division of Wildlife

"Thank you, Mark! Thus far, we are all in agreement that this is an excellent product and appears to have positively hit the target for our expectations.

"We are most appreciative of the diligent and professional manner that you and your team approached this project—it will be integral to the efforts we make on black bear management in Maryland from this point forward.

"Thanks again."

-Paul Peditto, Wildlife and Heritage Director, Maryland Department of Natural Resources

"This is a very impressive report. Once again Responsive Management has exceeded our expectations.

"I can't get over how in-depth the report is."

-Frank Briganti, Research Manager, National Shooting Sports Foundation

"On behalf of the staff of our Department, I would like to extend my sincere appreciation to you [Mark Duda] and Kira Young for your gracious professionalism and assistance with the Responsive Management Survey in our agency. I feel this process worked extremely well and our interaction was truly beneficial to the development, implementation and evaluation of this survey. . . . We deeply appreciate the support and enthusiasm that each of you gave to this effort."

-Larry D. Cartee, (former) Assistant Executive Director, South Carolina Wildlife and Marine Resources Department

"If there is anyone who can predict the future of our industry, he's it."

-Florida Outdoor Writers Association

"Thank you for meeting with my staff and me and reviewing the results of Georgia's first Responsive Management survey I especially appreciate the outstanding report and newsletter that you prepared and provided to us."

-David Waller, Director, Georgia Department of Natural Resources, Wildlife Resources Division

"The Washington Department of Fish and Wildlife (WDFW) would like to thank you [Mark Duda], Kira, and the rest of your staff for the revised Survey of Eastern Washington Upland Bird Hunters. The revised report was excellent and will help WDFW manage upland birds based on good science. We appreciate your taking all of our comments on the draft report into consideration. Comparing results based on place of residence will be very useful to WDFW. The revised figures were clear and distinct We look forward to working with you again. Again, thank you for a detailed final report."

-Tom McCall, Planning Biologist, Washington Department of Fish and Wildlife

"I just wanted to get back to you to say thank you for the outstanding job you did on the recent opinion survey on deer, moose and bear management in New Hampshire. You did an outstanding job at preparing and conducting the survey, as well as presenting the results at our May Commission meeting. As you heard from members of the Commission and audience, interest in the survey results are high, and will be an important piece of the puzzle when

developing our new 5-10 year management plans for these species. Our next challenge will be to integrate this information into a proactive strategy for big game populations in New Hampshire.

"Thanks again for the highly professional job."

-James J. DiStefano, Executive Director, New Hampshire Fish and Game Department

"On behalf of the West Virginia Division of Natural Resources, I want to commend you for your authorship of the excellent West Virginia Viewing Guide. Your professionalism, knowledge of wildlife and West Virginia served to make this a publication that we are not only proud of, but will enhance the image of our state. Because of your commitment to seeing that only the best would be acceptable for our state's guide, we have a publication that I believe to be the best in the series.

"We are all appreciative of your efforts in producing the West Virginia Viewing Guide. You can count on our enthusiastic support for all of your future endeavors."

-Bernard F. Dowler, Chief of Wildlife Resources Section, West Virginia Division of Natural Resources

"I want to take this opportunity to thank you for your outstanding work on behalf of the Wildlife Division of the Vermont Fish and Wildlife Department. I greatly appreciated your candid counsel in the design of the survey and the enthusiasm you brought to the project. Your final report was very well done, and the extra effort you made to present the findings to myself and other Department staff was very valuable. Vermont Residents' Opinions and Attitudes Toward Species Management will prove to be a good first step for some of the planning that awaits us in the coming months."

-Ronald J. Regan, [former] Commissioner, Vermont Department of Fish and Wildlife

"Just a short note to let you know that I received Illinois Resident's Opinions and Attitudes Regarding Trapping, Fur Hunting and Furbearer Management. Excellent job! I'm excited at the opportunities that exist for developing a focused, efficient educational program based on the results of this survey."

-Bob Bluett, Furbearer Program Manager, Illinois Department of Conservation

"Responsive Management [is] one of the most respected research firms in our industry."

-Gary Bogner, President, Safari Club International

"On behalf of the New Hampshire Fish and Game Department, I would like to thank you and your staff for the outstanding job done in completing the New Hampshire Freshwater Angler Survey. The survey results are already in use by the Inland Fisheries Division staff when making fisheries management decisions and in developing work plans for fisheries research programs.

"... I greatly appreciate all your efforts and I look forward to working with you and your staff in the future."

-Stephen G. Perry, Chief, New Hampshire Fish and Game, Inland Fisheries Division

"I want to thank you for your efforts in assessing public knowledge, attitudes, and opinions regarding grizzly bear reintroduction to the Bitterroot Mountains of central Idaho. The professional rigor in the design, implementation and analysis of the random telephone survey

was outstanding. I particularly valued and appreciated the close working relationship we had in developing this project and the prompt completion of the final report. We were quite pleased with every aspect of the job by Responsive Management."

-John Weaver, Team Leader Bitterroot Grizzly Bear EIS, U.S. Fish and Wildlife Service

"Mark, thank you and to all the agencies and organizations working on behalf of the Florida panther."

-Jerrie Lindsey, Grants Administrator, Florida Advisory Council on Environmental Education

"I've read through your outstanding report, Florida Wildlife Viewing Guide Marketing Plan, and I'd like to pass along my congratulations Thanks again for your superb work, and it looks like we are preparing ourselves very nicely for huge sales in Florida."

-Bill Schneider, Publisher, Falcon Press Publishing Company, Inc.

"I am more and more impressed with Responsive Management's work and cannot see anyone else assisting us."

-Allen A. Elser, Commissioner, Vermont Department of Fish and Wildlife

"This is just a short note to thank you [Mark Duda] and Kira for the outstanding service you provided in the recent survey effort. You delivered a product that precisely fit our needs—and in a time frame that allows us to begin using the information immediately. I truly appreciate your dedication and professionalism. It's not an exaggeration to say that you exceeded my expectations."

-Rob Manes, Assistant Secretary, Kansas Department of Wildlife and Parks

"Job well done. The past 6-month effort has done much to begin the resolution of the deer hunting controversy here in Maryland. . . .

"I appreciate your timeliness and professionalism in carrying out this job. Your presentation certainly helped us put our best foot forward."

-Josh Sandt, Director, Maryland Department of Natural Resources, Wildlife Division

"I thank you from the bottom of my heart for your excellent presentation at the Ecosystem Seminar Series. I now know why Mike Boylan strongly recommended you as a speaker."

-Jim Clark, Office of Training and Education, U.S. Fish and Wildlife Service

"I wanted to take the chance to thank you for your survey work on this project. It was, of course, great stuff. The insights we gained through your research allowed us to put together what I think is a very effective education effort

"Thanks once again for your efforts. I look forward to more exceptional work on many more projects."

-David J. Case, President, DJ Case & Associates

"You did an outstanding job putting the document together; it is an outstanding publication! . . . I look forward to working with you in the future when we need a "first rate" job on an important issue."

-Herb Doig, Assistant Commissioner, Natural Resources, New York State Department of Environmental Conservation

"I was most pleased with the presentation Mark Duda gave at our Utah Wildlife Fair. His presentation was timely, entertaining, professional and most importantly influential to the listening audience. I have found this to be consistent with everything that comes out of Responsive Management."

-Tim Provan, Past Director, Utah Division of Wildlife Resources

"Your abilities also gave my staff confidence that the Responsive Management program is in good hands at the National level. We look forward to conducting another marketing workshop this fall with your assistance."

-Pat Graham, Director, Montana Department of Fish, Wildlife and Parks

"Our biologists and natural resource managers spend their professional lives implementing management programs designed to effect change. We regard natural change as normal. However, as professional natural resource managers, we do not as easily accept or embrace changes in our operating environment."

"Responsive Management has been a catalyst to help recognize and adapt to change for the Department. Responsive Management has resulted in meaningful strategic direction and a renewed commitment to our employees and customers."

-K.L. Cool, Executive Director, Michigan Department of Natural Resources

"I want to personally thank you for the substantial contribution to our successful staff conference in Corpus Christi. Your talk on Responsive Management: Integrating the Public into the Resource Management Equation was very timely, and well received The staff really got a lot out of your presentation and the session."

-Rudolph Rosen, (Former) Director, Oregon Department of Fish and Wildlife

"Most of you have heard of the. . . Western Association of Fish and Wildlife Agencies' Responsive Management Program. It is a kind of program that we are going to have to undertake, implement, and support if we are going to survive in a world with fewer outdoor sportsmen and more resource issues."

-Don MacLauchlan, International Resource Director, International Association of Fish and Wildlife Agencies

"In short, public involvement is going to become the way we do business. The entire management of the agency is going to become more responsive to the needs of our constituents In fact, a new program, developed over the last four years by the Western Association of Fish and Wildlife Agencies and now ready for implementation, is called just

that—Responsive Management. It's a concept and a program which we heartily endorse, and one that's going to help us greatly as we learn to cope with the future."

-Don McCormick, (Former) Commissioner, Kentucky Department of Fish and Wildlife Resources

"Last May we called upon Mark Duda, the Executive Director of Responsive Management, to review and comment on an atypical survey instrument that we had designed to test public attitudes toward several name changes that were being proposed for our Nongame section and incorporated some unique survey techniques.

"Mark went to considerable trouble doing literature research and making personal contacts with individuals in private industry who specialize in customer attitude surveys, to assure that our chosen techniques were appropriate and would accomplish our objectives. The constructive, timely comments he provided were invaluable in restructuring our survey.

"Where we were hesitant, as a result of Mark's input, we are now confident the survey will produce quality information upon which to base this important management decision."

-Bob Hasenyager, Assistant Director, Utah Division of Wildlife Resources

"The timely, thorough stakeholder survey Responsive Management provided for the subcommittee considering new options for the National Survey of Fishing, Hunting and Wildlife-Associated Recreation got our activities off on the right foot. Thanks for the quick-turn-around, quality work! I'm always impressed with your objectivity and with the thoroughness of your analyses; this project demonstrated both admirably. Thanks, too, for your patience with a client who didn't articulate their needs very well!"

-Spence Amend, (Former) Management Assistance Team, U.S. Fish and Wildlife Service

"Responsive Management's services have been instrumental in helping identify the priority needs of the many users of the National Survey of Fishing, Hunting and Wildlife-Associated Recreation. RM effectively and efficiently polled the Survey's State, Federal, and non-governmental users throughout the U.S. RM analyzed the results and presented them in a meaningful and timely manner so that planners had the information necessary to develop options for meeting future data needs. RM has been a professional, experienced, and knowledgeable contributor to the Survey Planning Project."

-Sylvia Cabrera, U.S. Fish and Wildlife Service

"Thank you for speaking at the Perspectives in Urban Ecology Symposium Participants ranked you and Dr. David Goode, the keynote speaker who is Director of the London Ecology Unit, the two top speakers and ranked human dimensions research as the highest subject area of interest for all presentations."

-Betsy Webb, Curator of Zoology, Denver Museum of Natural History

"Thank you for taking part in the Watchable Wildlife training session Your presentation on defining constituencies was very well received and was one of the highlights of the course."

-Lynn Engdahl, Manager, Phoenix Training Center, Bureau of Land Management

"We receive many, many compliments on A Bridge to the Future; it has been received well by members of Congress, industry representatives, and state and federal fish and wildlife agencies."

"I greatly appreciate the high quality expertise Mark Duda and Responsive Management offer. Mark has constantly offered good ideas, concise thinking and provided me a forum to brainstorm new approaches to aid in our wildlife conservation initiatives."

-Naomi Edelson, Wildlife Diversity Director, International Association of Fish and Wildlife Agencies

"We appreciate your participation in the panel discussion during the ACI conference Many of the panelists and the audience remarked that the discussion left them better prepared to cope with the complications that erupt frequently in our line of work. Your well-prepared demeanor seemed to serve as a catalyst for the scenario's progress, and I am grateful for that."

-Henry Cabbage, Public Information Director, Florida Game and Fresh Water Fish Commission

"Just a note to let you know how much I appreciated your presentation at our Wildlife Officer Recruit Academy. Your presentation was excellent."

-Captain Wayne King, Regional Law Enforcement Supervisor, Florida Game and Fresh Water Fish Commission

"I learned a great deal about my own personal beliefs and attitudes and further, how difficult it is for one individual to change, let alone an entire agency. After now attending all RM training, the Change workshop strikes me as providing the most important information for organizations to grasp. It is also the most difficult."

-Stan T. Allen, (Former) Interstate Resource Data Manager, Idaho Department of Fish and Game

"Mark assisted me with the planning and development of two statewide turkey hunter surveys. The surveys involved measuring elements of turkey hunter satisfaction, hunter attitudes and hunter harvest. Mark's knowledge and experience with opinion surveys and questionnaire design saved me time and effort. In addition to being professionally capable, he was enthusiastic and took time away from his own work to help me out."

-Neil Eicholz, Coordinator, Wild Turkey Management, Florida Game and Fresh Water Fish Commission

"Thanks for sticking around and giving us such a terrific seminar Your talk educated and inspired many graduate students and faculty who will integrate your messages into their work."

-Dr. Joe Schaefer, Professor, Wildlife and Range Sciences, University of Florida

"You bring a unique combination of personal effectiveness and important information You do an excellent job."

-Dr. Larry Harris, Professor, Wildlife and Range Sciences, University of Florida

"When Minnesota put \$7,000 into the project, it seemed like a long shot. But now I think it's the best money the state's ever spent."

-Bruce Hawkinson, Principal Planner, Minnesota Division of Fish and Wildlife

"I am very impressed with the in depth work your firm has done and can offer."

-Bevan Killpack, U.S. Forest Service

"I wanted to take a few minutes to let you know how much I enjoyed the Responsive Management training session in Tucson. I have to admit I was a little reluctant when I first saw the workshop agenda. But, I think you did a marvelous job of mixing work, social, and free time to make it a most enjoyable time and learning experience for all participants."

-Stephen R. Wilson, Chief, Information and Education Section, Arkansas Game and Fish Commission

"I think the quality of the workshop I took was very high. It gave me a new perspective and has helped me focus on what I need to do to be effective at my job. I enjoyed working with Responsive Management—everyone was great!"

-Claire Tyrpak, Share with Wildlife Coordinator, New Mexico Department of Game & Fish

"The marketing workshop was a well structured event. Instructors were knowledgeable and open-minded, and there was plenty of opportunity for group interactions. Workshop contents are being put to use back on the job."

-Bruce Halstead, U.S. Fish and Wildlife Service, Coastal California FRO

"Our personnel were quite impressed with the quality of presentations. The marketing workshop had particular applicability to our current activities. We took advantage of the workshop to begin development of a marketing plan for a license fee increase."

-Bill Goodnight, Idaho Fish and Game Department

"The Georgia Game and Fish Division was extremely pleased with the high quality products produced by Responsive Management Services. Mark and his staff worked closely with us from the early planning stages of our two surveys through the interpretation of survey results. They were very competent, courteous and comfortable for our staff to work with."

-Ron Odom, Georgia Department of Natural Resources, Wildlife Resources Division

"Working with Responsive Management on A Bridge to the Future was pure pleasure. The report was better than I envisioned and completed sooner than I anticipated. What's more, I believe it will be pivotal in finally securing funding for the Fish and Wildlife Conservation Act. I couldn't be more pleased!"

-Doug Crowe, (Former) Special Assistant to the Director, U.S. Fish and Wildlife Service

"The Colorado Division of Wildlife staff participated in the "change" module workshop in June 1991 and were so impressed that we committed to train all of our supervisors. So far 116 employees have attended and evaluations are consistently in the "very good" to "excellent" range. Many have commented that this is the best training they have received, and some

employees who have not yet participated have remarked on the positive changes in styles of those who have."

-Jim Lipscomb, Colorado Division of Wildlife

"The Responding to Change Workshop was a real asset for our management team here in the Montana Department of Fish, Wildlife and Parks. We identified issues for action (change) and were able to get a better handle on our agency management styles.

"We offered this training for employees and conducted numerous regional sessions of this workshop over the last two years with approximately 200 employees participating.

"The Responsive Management Change Workshop was used by our agency as a "springboard" for developing strategic direction for the next five years. This effort has led to changes in our budget request process as part of implementing strategies for change. In summary, the Responsive Management Process has been instrumental in allowing our agency to manage for change."

-Dwight Guynn, former Planning Coordinator, Montana Department of Fish, Wildlife and Parks (currently with the Management Assistance Team, U.S. Fish and Wildlife Service)

"I enjoy your articles in FTTN and find the topics timely and interesting, as well as useful in my business. It has become my habit to turn to your article first."

-Mark Swisher, Ashland Fly Shop Guide Services

"I've just finished reviewing A Bridge to the Future. What a spectacular and useful document! I want to commend you for the tremendous job you did in writing the publication . . . I know you put a tremendous amount of effort into this publication—it shows!"

-Jay D. Hair, (Former) President, National Wildlife Federation

"You did a bang-up job on the survey and in presenting the results to our Commission yesterday. Many Thanks!"

-Don McKenzie, Arkansas Game and Fish Commission

"I want to congratulate you, your speakers, and your staff for a great job. That training was wonderful, especially the way it was set up with day one on data and day two on the use of data in developing strategies, programs, answering questions, etc.

"Your support staff is great. No glitches, and fast workers. Give them my thanks."

-Jim Maetzold, Natural Resources Conservation Service

"Just a quick note of thanks for hosting such a great workshop. It really was jam packed with a lot of useful and interesting information. I wish you could go on the road and present this information regionally . . . hint, hint. Please relay thanks to your staff for a smooth running event, and to the presenters for their excellent effort."

-Linda Sikorowski, Human Dimensions Specialists, State of Colorado, Department of Natural Resources

"The workshop Responsive Management just held was outstanding. You and your staff put together a "Cadillac" event!"

-Julie Morin, Environmental Information & Outreach Specialist, U.S. Fish and Wildlife Service

"I just wanted to thank you again for making your presentation to the Commissioners at the Southeastern Conference. The presentation contained lots of facts that will be beneficial to all who attended. I probably benefited from the information more than anyone. As usual, you did a great job. I never cease to be amazed at how productive and energetic you are."

-Victor J. Heller, Assistant Executive Director, Florida Game and Fresh Water Fish Commission

"Responsive Management is one of the nation's most respected research firms in the area of public opinion about wildlife."

-Laury Parramore, U.S. Fish and Wildlife Service Public Affairs News Release

"I really enjoyed the workshop concerning fishing participation. Thanks for your time in leading a very informative workshop. Also, please thank your staff for all their help."

-Greg Power, Fisheries Division, North Dakota Game and Fish Department

"The book is FANTASTIC! It will be very useful!"

-Dr. Shari Dann, Professor, Michigan State University

"I wanted to take a minute to let you know how much I enjoyed the recent workshops in Annapolis. You did such a fine job putting the conference together. The speakers and topic selections were excellent and timely."

-Alison Kenward, Wildlife Programs Branch, State of California, Department of Fish and Game

"We would like to thank you and your staff for your professionalism and hard work on the Future of Fishing study. We are pleased with the results of this study as well as the way in which they are presented in the study's final report."

"The interest and anticipation that have been expressed in the final report echo the importance of this study to state fish and wildlife agencies across the country Thank you again for your efforts."

-Bob Miles, Resource Director, International Association of Fish and Wildlife Agencies

-Ron Leathers, Resource Coordinator, International Association of Fish and Wildlife Agencies

"On behalf of the West Virginia Division of Natural Resources, I want to commend you for your authorship of the excellent West Virginia Viewing Guide. Your professionalism, knowledge of wildlife and West Virginia served to make this a publication that we are not only proud of, but will enhance the image of our state. Because of your commitment to seeing that only the best would be acceptable for our state's guide, we have a publication that I believe to be one of the best in the series."

"You can count on our enthusiastic support for all of your future endeavors."

-Bernard F. Dowler, Chief of Wildlife Resources Section, West Virginia Division of Natural Resources

"Over the past years, the Potomac Valley Chapter of Ducks Unlimited have honored certain outdoor writers for their contribution to the understanding and appreciation of the sustainable use of renewable resources. The Chapter has made this award only three times in the past

"It is my pleasure to inform you the Chapter has voted to have you receive this recognition at our 18th Annual Dinner & Reception."

-Stephen S. Boynton, The Potomac Valley Chapter of Ducks Unlimited Inc.

"Thanks for doing a bang-up job at the Conservation Planning Workshop last week. I've had much positive feedback on your presentation from other participants. Personally, I was impressed that you could come in cold, pick up the PowerPoint package and then present such a detailed, data-packed talk an hour or so later.

"Thanks again for sharing your expertise."

-John Slown, U.S. Fish and Wildlife Service

"Special thanks go out to the staff of Responsive Management, especially Bill for going the extra mile in pretesting our biennial trends survey and making improvements to it and Vicki for accommodating our special requests for analysis, graphs and report format. This report is being used more than any of the previous years."

-Jeff Casper, Arizona Game and Fish Department

"The motorboat access survey report has been distributed within the Department and has received many accolades. It has been very well-received by our law enforcement officers. We have needed this type of document for some time, and we really appreciate the great job you and your staff did."

-Chris Burkett, Wyoming Game and Fish Department

"This book [Wildlife and the American Mind] is the most incredible compilation of research on hunting and fishing that I have ever found. Both as a sportsman and as a writer, I am floored. Please pass on my congratulations and gratitude to the others there at Responsive Management."

-John C. Street, freelance outdoor writer

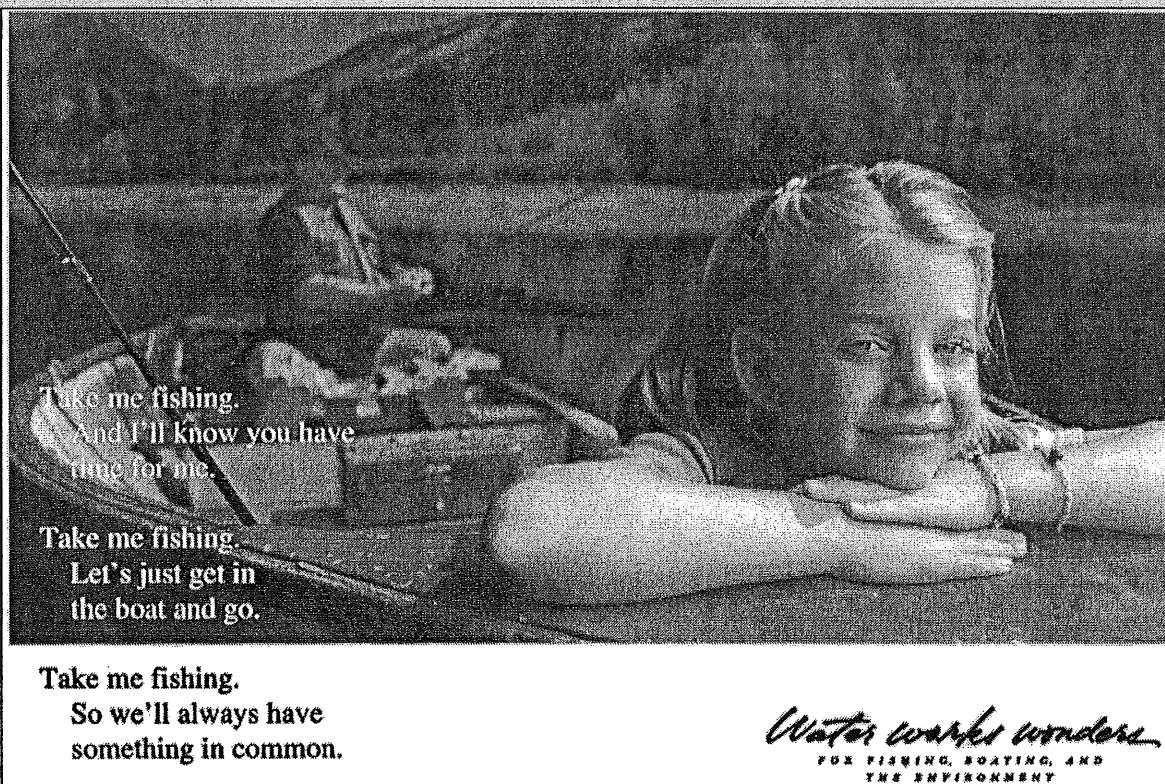
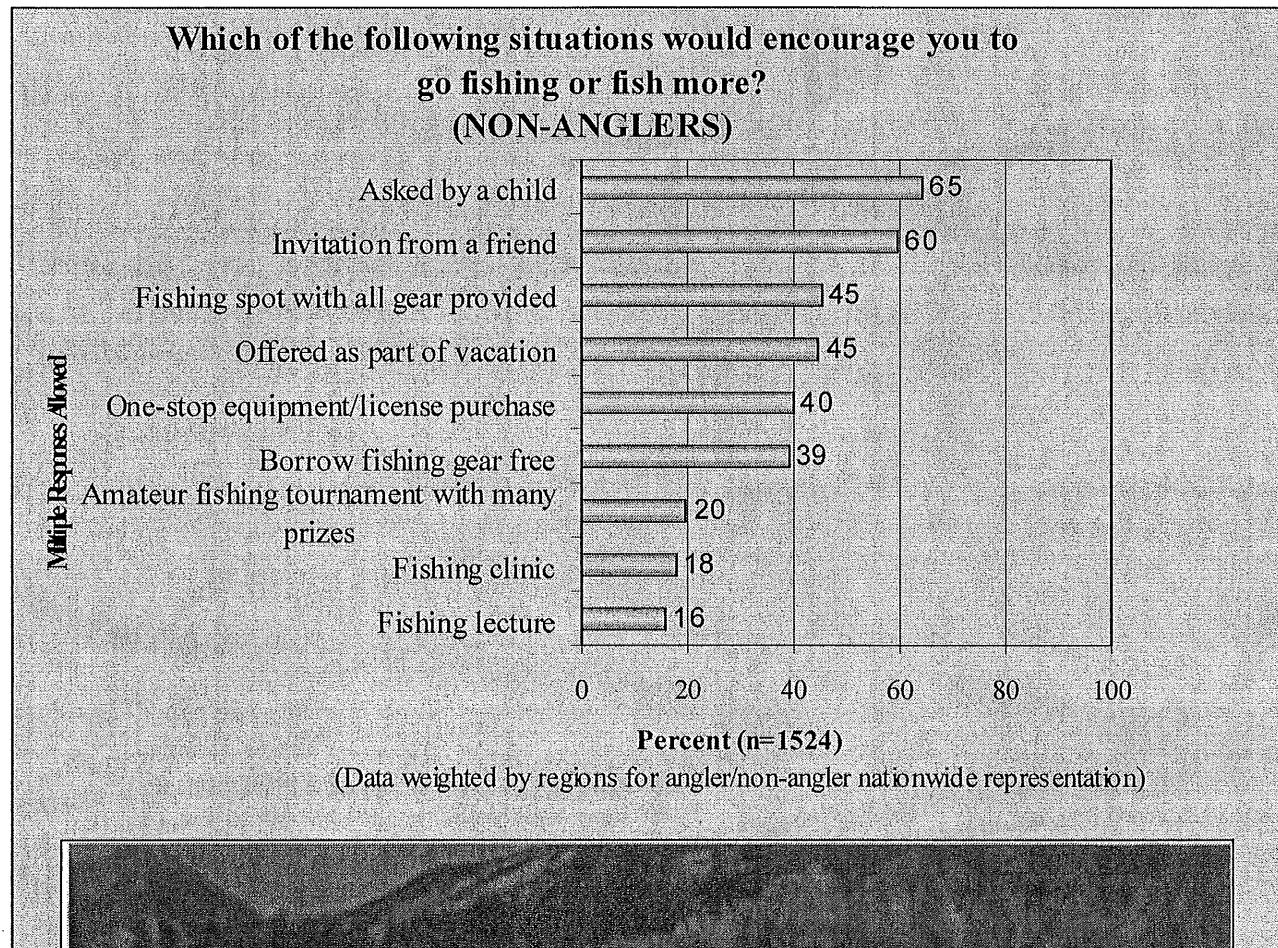
"I have known Mark Duda and Responsive Management for several years, but had the opportunity to work collaboratively with him and his staff over the past two years on a major project for the Commonwealth of Virginia. I have been impressed by the work of the whole Responsive Management organization. They produce good work and lots of it. Mark and his staff have done a lot to promote sound market-based research for natural resource management agencies."

-Dr. Brett Wright, Director, Center for Recreation Resources Policy, George Mason University

"I would like to commend Responsive Management for conducting this study [The Future of Fishing] in a competent and highly professional manner."

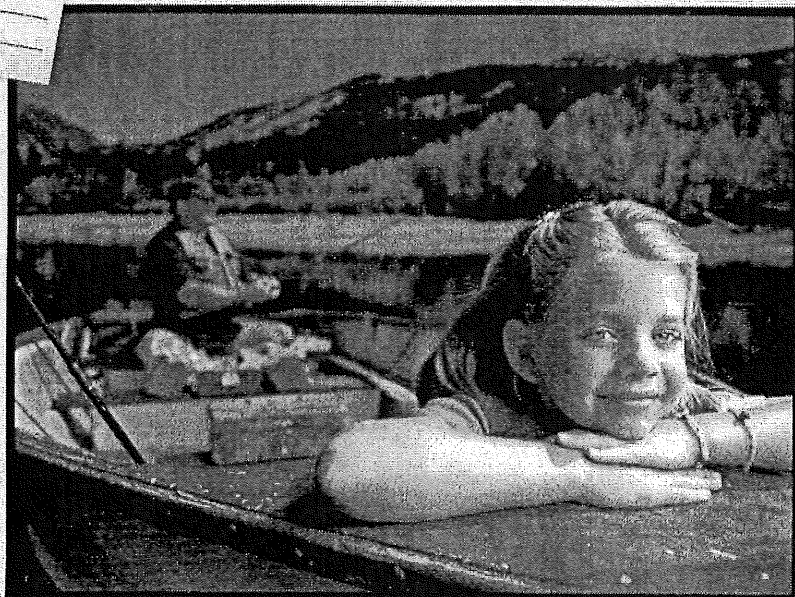
-R. Max Peterson, Executive Vice President, International Association of Fish and Wildlife Agencies

APPENDIX B: RECREATIONAL BOATING AND FISHING FOUNDATION MESSAGE DEVELOPMENT



RESPONSIVE MANAGEMENT MESSAGING RESEARCH HIGHLIGHTED IN *AMERICAN DEMOGRAPHICS* ARTICLE

Route:

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The "Water Works Wonders" ad campaign appeals to those who say they want more time to relax and connect with friends and family.

A New Angle

The Recreational Boating and Fishing Foundation aims to reel in more anglers. Will the lure of the simpler pleasures hook them?

I t evokes images of Huck Finn, of Andy and Opie ambling down to the pond, and of stoic Midwestern geezers biding their retirement in a lazily drifting boat. It is one of those sepia-hazy, dew-appointed pastimes of that "simpler America" that fewer and fewer people can remember, of a rural republic vs. a global empire. At very least, it is something your dad used to do.

Fishing seems an anachronism in this one-button Internet-access, multitasking world, where cell phones and laptops enable work's creeping encroachment into leisure hours, and where two kids in every classroom are diagnosed with Attention Deficit Disorder. Who, after all, has time for such lazy, uncomplicated, Zen leisure between 70-hour work-weeks, two careers per household, and children coming of age? How does such a rustic notion strike a chord with a largely urban, techno-centric population

buffeted by dog-eat-dog lifestyles accessorized by the latest, hottest, hippest? And yet, the irony of this setup is that it may provide an inarguable, self-sustaining rationale for the pitch of the new ad campaign for the Recreational Boating & Fishing Foundation (RBFF), in spite of the difficult waters the organization is attempting to navigate.

A nonprofit consortium of industry associations and government agencies, the RBFF raised a few eyebrows this spring with its "Water Works Wonders" campaign. Introduced on big-ticket national media, such as CBS's NCAA tournament coverage, the TV component of the campaign offers richly photographed, idyllic images of people of all sizes and colors idling in each other's heartfelt company. Different voices, young and old, bid, "Take me fishing...and make me feel 16 again," or "...because my wedding will be sooner than you think."

At first blush, it is an evocative, heart-massaging campaign, its peaceful images and lyrical copy a welcome oasis on cluttered adscape of noisy product pitches. This is not mere happenstance. The RBFF, which did not respond to interview requests, took up its charge three years ago with an exhaustive battery of research into why people fish and why they don't do so more often. The number of active anglers decreased from 35.6 million people aged 16 and older, to 33.2 million between 1991 and 1996, according to the Department of the Interior. While not a precipitous decline, it is ominous when compared with a 20 percent growth in the angling population through the 1980s.

In its own series of regional telephone surveys conducted by Responsive Management, a research firm based in Harrisonburg, Virginia, the foundation discovered that 55 percent of past anglers cited time constraints as the reason they had curtailed fishing. Of those, 69 percent cited work obligations as the locus of their time constraints. So at least among those who'd fished before, the point of disconnect almost informs the lure of angling. That is, amid our hectic schedules, we are primed for a much-needed respite, if only we can find the time and impetus.

Further research supported the notion of fishing as disconnection with our vocational lives in favor of reconnection with the private. According to Responsive Management's data and a 1980 U.S. Fish and Wildlife Service study, 35 percent of anglers in 1999 cited relaxation as their reason for fishing, vs. 14 percent in 1980. Thirty-three percent cited

BY MATTHEW GRIMM

democritic

"being with family and friends" in 1999, vs. 19 percent in 1980. Meanwhile, the traditional sporting or utilitarian purposes for angling declined proportionally. Only 7 percent of anglers cited sporting as their reason for fishing in 1999, vs. 20 percent in 1980, while those who angled to catch fresh fish declined from 28 percent in 1980, to 5 percent in 1999.

And so we see some social validation of the comic stereotype of the fisherman dropping his line to crack a beer, jaw with buddies, or simply, in the Buddhist interpretation, push off from cognitive business. As a result, receptive ears might well be fielding the pitch.

"One of the most common tensions of our time is the contrast between living in this upgradeable society, where everything is faster and faster, and a sense of, as I've called it, 'Stop-the-World-I-Want-to-Get-Off,'" says Myra Stark, senior vice president and director of knowledge management at Saatchi & Saatchi, New York.

Stark sees fishing as a pastime that can easily fall under the aegis of a broader middle-class trend toward a more deliberate, simpler existence. Witting or unwitting apostles of Thoreau, these citizens have come to re-examine their lifestyles from three

This latter-day Waldensian notion began in the early 1990s as a fringe, green-tinted rejection of the Babylonian couture of the 1980s. Though not all embracing Thoreau's pure asceticism, many adherents of voluntary simplicity have basically bowed out of the rat race, and taken to lower-paying jobs in exchange for less stressful, less consumptive, and more eco-friendly lifestyles. By 1997, the Trends Research Institute in Rhinebeck, New York found that 12 percent to 15 percent of Americans were practicing voluntary simplicity, qualified as actively reducing their families' consumption and expense, and separating quality of life from material goods. "These are very strong trends in this country, and fishing fits in with them perfectly," says Stark.

The foundation's own research would seem to bear this out. In a block of regional studies, 62 percent to 69 percent of non-anglers said they would be encouraged to fish if asked to do so by a child, while 58 percent to 65 percent said they would respond positively if invited by a friend. Meanwhile, at least 80 percent of past anglers in all regions said they would go fishing more often if invited by a child or a friend.

vacations that require less autonomous action. The RBFF would seem to be fighting the age wave of the Baby Boom, as it grows the 55- to 64-year-old group by some 47 percent over the next decade.

Still, we should keep in mind that generational proclivities often re-map current age patterns. This Aquarian generation may be among the most amenable to the tug of nostalgia and voluntary simplicity, nor to mention heartfelt entreaties to quality moments with children and grandchildren. And beyond that, for better or worse, the looming recession could prove a catalyst for both the voluntary simplicity movement and relatively inexpensive leisure pursuits, such as fishing. The voluntary simplicity movement gained its footing amid the lean economic times of the early 1990s, when, as Trends Research Institute director Gerald Celente puts it, it qualified as "involuntary voluntary simplicity" for many families. And while it has held relatively steady since 1997, the southward trend of the economy and the latest tsunami of downsizing may usher more consumers, voluntarily or not, to simpler pleasures.

"It's like all these great songs you hear from the 1930s, about how 'The Best Things in Life Are Free,' and sentiments like that, because people couldn't afford the other things," says Celente. "These days, we're of a consumer mentality that, the more money you make, the more things you can buy, therefore the happier you are. But if you don't know if you're going to have a job next year, you're not going to go into debt as readily, and you're going to rethink what the best things in life are. [In such a context] things like [fishing] are only going to grow."

Indeed, disconnect may just be the most immediate utility of a gradual return to America's lakes and rivers. Who knows—as the Wall Street bubble continues to deflate, more anglers may, as they used to, look to their poles and lines to put food on the table. ■

For better or worse, the **looming recession** could prove a catalyst for relatively inexpensive leisure pursuits, such as fishing.

separate, yet often interconnected, paths: spirituality, nostalgia, and voluntary simplicity. Spirituality has cropped up less as a religion-specific phenomenon and more as a yearning for touchstones outside the mundane; a "spiritual individualism," Stark says, "a little bit of yoga, a little bit of religion, a little bit of communing with nature." Nostalgia's psychological engine is, as Stark defines it, "yearning for a simpler, better time." Both notions weave in with what is perhaps a more distinctive social/consumption wave called "voluntary simplicity."

But the big question is whether the RBFF can lure enough past and prospective anglers out of the rat race, especially monied Baby Boomers who will soon have more and more time on their hands. Fishing rates per age group peak at the 35- to 44-year-old range, with around 22 percent of that group active in the sport. Those in the 45- to 54-year-old category hold relatively steady: 20 percent of them still go fishing. The number drops to 15 percent of 55- to 64-year-olds, then 9 percent of those 65 and older, as they opt for more packaged, all-inclusive

APPENDIX C: RESPONSIVE MANAGEMENT PROJECTS

Understanding the Georgia Public's Perception of Water Issues and the Motivational Messages to Which They Will Respond. This study was conducted to determine the public's perception of water quality and quantity, as well as the message themes to which they would respond in a water conservation campaign. The study entailed focus groups and a telephone survey.

Floridians' Knowledge, Opinions, and Attitudes Toward Panther Habitat and Panther-Related Issues. This study entailed a survey of Florida residents to quantify their opinions on and attitudes toward panthers and panther reintroduction. The information was used to develop recommendations for creation of education strategies and informational messages to provide individuals with the knowledge necessary to make informed decisions and to inspire them to act on behalf of Florida's environment as it relates to panther habitat and the survival of the endangered Florida panther.

Industry Attitudes Toward Increasing Awareness of the Federal Aid in Sport Fish and Wildlife Restoration Programs. Report prepared as part of outreach for the Federal Aid in Sport Fish and Wildlife Restoration Program.

Public Attitudes Toward Nongame Wildlife in Arizona. A telephone survey conducted to assess Arizona residents' attitudes and behaviors toward nongame-related outdoor activities, values associated with wildlife, the economic impacts of wildlife viewing on a county-by-county basis, as well as residents' opinions on the importance and priorities of various Arizona Game and Fish Department programs and the performance of the Department.

Arizona Residents' Attitudes Toward Wildlife Possession and Use. Telephone survey to assess residents' attitudes toward wildlife possession and use.

Arizona Residents' and Permit Holders' Attitudes Toward Wildlife Possession and Use. Focus groups and survey to assess residents' and permit holders' attitudes toward wildlife possession and use.

Attitudes Toward the Use and Possession of Live Wildlife in Arizona: Focus Group Findings. Focus groups of commercial interests (e.g., pet store owners and managers) and non-commercial interests (e.g., wildlife rehabilitators and wildlife club members) regarding regulations pertaining to live wildlife use and possession.

Off-Highway Vehicle Use in Arizona: Issues and Attitudes: Focus Group Results. Four focus groups regarding off-highway vehicle use in Arizona.

Arkansas Deer Hunters' Opinions and Attitudes Toward Deer Management. Series of surveys of deer hunters in Arkansas regarding attitudes toward harvest, quality deer management, and season structure.

Arkansas Residents' Attitudes Toward a 1/8 of 1% Sales Tax Increase Referendum. Telephone survey regarding the support for or opposition to this ballot initiative.

Arkansas Residents' and Hunters' Opinions and Attitudes Toward Deer and Deer Management. Telephone survey of residents and hunters regarding opinions on, value of, and attitudes toward deer. The report was used to help formulate policy on deer management.

Arkansas Residents' Awareness of and Attitudes Toward Fish and Wildlife Management and the Arkansas Game and Fish Commission. Telephone survey of randomly selected Arkansas residents regarding fish and wildlife management, as well as their opinions regarding the Commission.

Arkansas Residents' Awareness of and Attitudes Toward Aquatic Activities and Resource Management. Telephone survey of Arkansas residents to assess their attitudes toward water quality, aquatic education, and aquatic resources. Also identified Arkansas residents' participation in aquatic resource-related recreation and assessed Arkansas anglers' opinions on fishing regulations, fishing quality, and satisfaction.

Arkansas Residents' Opinions on and Attitudes Toward Wetlands Conservation. Telephone survey of Arkansas residents regarding wetlands, wetland conservation, and development issues. The report was prepared for the Arkansas Water Resources and Wetlands Task Force.

Aroostook Band of Micmacs and Houlton Band of Maliseets Integrated Resources Management Plan Survey of Land Use and Natural Resource Priorities. Mail and telephone surveys to determine tribal values and priorities regarding land acquisition and natural resource use and management. The study pertained to current tribal lands and purchase of new tribal lands.

Public Attitudes Toward Alternative Management Policies for Winter Use and Bison in Yellowstone National Park. Study of three separate groups, national, regional and local, to assess attitudes on water use and bison in Yellowstone National Park. Responsive Management performed data collection services as part of the overall project.

Watching Wildlife. Book about techniques and gear for watching wildlife. The book also discusses places to watch wildlife.

West Virginia Wildlife Viewing Guide. Book about the best locations for viewing wildlife in the State of West Virginia, including directions to each site. The book also includes information about how best to watch wildlife and the ethics of wildlife watching.

Virginia Wildlife Viewing Guide. Book about the best locations for viewing wildlife in the Commonwealth of Virginia, including directions to each site. The book also includes information about how best to watch wildlife and the ethics of wildlife watching.

Wildlife and the American Mind: Public Opinion on and Attitudes Toward Fish and Wildlife Management. Compendium of research, including both Responsive Management research and research from other organizations, about fish and wildlife management. Written under a grant from the U.S. Fish and Wildlife Service.

Congressional Sportsmen's Foundation: Access to Federal Lands. A survey of all 50 state game agencies concerning available hunting lands and budgets for acquiring and leasing lands. The response rate was 100%. The data obtained from this research helped the Congress, federal and state agencies, and the hunting/conservation community make informed decisions to improve hunter access to federal public lands.

Indiana Residents' Attitudes Toward Wetlands. Telephone survey regarding opinions on wetlands and wildlife as part of the Indiana Wetlands Conservation Plan.

Public Opinion on and Attitudes Toward the Reintroduction of the Eastern Timber Wolf to Adirondack Park. Focus groups and telephone survey to assess public opinion on and attitudes toward the reintroduction of the eastern timber wolf to Adirondack Park, including interviews with residents of New England and residents specifically of New York State in and outside of Adirondack Park.

Urban Wildlife Program Planning: The Human Dimension. Chapter of book written in collaboration with J. Schaefer. Book is titled, *Perspectives in Urban Ecology*, edited by E.A. Webb and S.Q. Foster.

Northern Great Plains Landowner Survey. Survey of landowners in the Prairie Pothole region of the Great Plains of the U.S. to assess opinions on and attitudes toward conservation easements and other habitat topics.

North Dakota Residents' Attitudes Toward Property Rights. Statewide general population survey to determine North Dakota residents' attitudes and values regarding land use and property rights issues.

Ducks Unlimited Members' Attitudes Toward the Activities of Ducks Unlimited in Arkansas, Louisiana, Mississippi, West Tennessee, and East Texas. This study was conducted for Ducks Unlimited (DU) to determine DU members' attitudes toward the activities of DU in Arkansas, Louisiana, Mississippi, western Tennessee, and eastern Texas. The study entailed a telephone survey.

Florida Wildlife Viewing Guide Marketing Plan. Marketing plan for the Florida Wildlife Viewing Guide based on focus groups and a survey of wildlife viewers. The survey entailed in-person interviews and was administered at wildlife refuges and state parks in Florida. The survey focused on wildlife viewers' perceptions of the proposed book—what they liked and did not like, opinions on specific aspects of the guides such as the icons, and the likelihood that a respondent would purchase the guide. A marketing plan matching product, price, place, and promotion strategies was developed for the project manager.

Needs Assessment for Environmental Education in Florida: Florida Environmental Educators', Scientists', and Natural Resource Administrators' Attitudes Toward Environmental Education in Florida. Focus groups, literature reviews, telephone surveys, and development of messages and public outreach strategies to target audiences to enhance environmental education programs in Florida.

Needs Assessment for Environmental Education in Florida: Focus Group and Open-Ended Interviews. Focus groups and personal interviews for development of messages and public outreach strategies to target audiences to enhance environmental education programs in Florida.

Needs Assessment for Environmental Education in Florida: Floridians' and Tourists' Opinions and Attitudes Toward Environmental Issues and Environmental Education. Focus groups, literature reviews, telephone surveys, and development of messages and public outreach strategies to target audiences to enhance environmental education programs in Florida.

Needs Assessment for Environmental Education in Florida: Final Report. Focus groups, literature reviews, telephone surveys, and development of public outreach strategies to target audiences and development of messages to enhance environmental education programs in Florida.

Florida Department of Environmental Protection EcoVentures Teacher Survey. Survey of Florida teachers to assess their awareness of, attitudes toward, and use of EcoVentures.

Outreach and Education Strategies for the Division of Marine Resources, Florida Department of Environmental Protection. Telephone and mail surveys and employee focus groups to determine attitudes toward marine resources. Information was used to develop a comprehensive public outreach program as well as marine resource information and education materials.

Floridians and Wildlife: Sociological Implications for Wildlife Conservation in Florida. Study of the sociological implications for wildlife conservation.

Marketing Strategies for Florida's Nongame Wildlife Program. Study to evaluate attitudes and behaviors of Floridians regarding wildlife conservation and to gather information to facilitate development of a communication plan to further agency goals.

Floridians' Opinions on and Attitudes Toward Alligator Management in Florida. Survey of Floridians to assess public opinion on and attitudes toward alligator management and the nonconsumptive and consumptive value of alligators.

Floridians' Wildlife-Related Activities, Opinions, Knowledge, and Attitudes Toward Wildlife. Telephone survey of Floridians regarding wildlife and related issues.

Floridians' Wildlife-Related Activities, Opinions, Knowledge, and Attitudes Toward Wildlife: Update. Trends analysis and telephone survey of Floridians regarding wildlife and related issues. A major objective of the survey was to document and update data regarding public attitudes toward wildlife conservation.

Floridians' Opinions and Knowledge Levels Regarding Wildlife-Related Issues. Survey of Floridians and their awareness of and support for wildlife-related extension services.

Understanding the Georgia Public's Perception of Water Issues and the Motivational Messages To Which They Will Respond: Focus Group Findings. This study was conducted for the

Georgia Department of Natural Resources to determine the public's perception of water quality and quantity, as well as the message themes to which they will respond in a water conservation campaign. The study entailed focus groups and a telephone survey.

Understanding the Georgia Public's Perception of Water Issues and the Motivational Messages To Which They Will Respond: Final Report (short version). This study was conducted for the Georgia Department of Natural Resources to determine the public's perception of water quality and quantity, as well as the message themes to which they will respond in a water conservation campaign. The study entailed focus groups and a telephone survey.

Understanding the Georgia Public's Perception of Water Issues and the Motivational Messages To Which They Will Respond: Final Report (long version). This study was conducted for the Georgia Department of Natural Resources to determine the public's perception of water quality and quantity, as well as the message themes to which they will respond in a water conservation campaign. The study entailed focus groups and a telephone survey.

Understanding the Georgia Public's Perception of Water Issues and the Motivational Messages To Which They Will Respond: Vol. 1 - Telephone Survey Results. This study was conducted for the Georgia Department of Natural Resources to determine the public's perception of water quality and quantity, as well as the message themes to which they will respond in a water conservation campaign. The study entailed focus groups and a telephone survey.

Understanding the Georgia Public's Perception of Water Issues and the Motivational Messages To Which They Will Respond: Vol. 2 - Additional Telephone Survey Results. This study was conducted for the Georgia Department of Natural Resources to determine the public's perception of water quality and quantity, as well as the message themes to which they will respond in a water conservation campaign. The study entailed focus groups and a telephone survey.

The Public and Grizzly Bear Reintroduction in the Bitterroot Mountains of Central Idaho. Telephone survey carried out as part of an Environmental Impact Statement for proposed reintroduction of grizzly bears into the Bitterroot Mountains.

Public Attitudes Toward Fish and Wildlife Management in Indiana. Study to ascertain the opinions and attitudes of Indiana residents concerning fish and wildlife management in Indiana.

The IAFWA's Conservation Communication Team: Implications and Recommendations from a Quantitative Survey of State Fish and Wildlife Agency Directors and Information and Education Chiefs. A study regarding opinions on a new initiative, The Conservation Communication Team, which is proposed as a central communication office within the International that will serve the outreach and communication needs of the International and assist its member states in communicating national conservation issues to the public. The CCT is being designed to enhance and complement the existing communication work being done by the member states. The program is not intended to replace the I&E/communication function at any state agency, but to assist them in being even more effective communicators.

Stakeholder Survey on the National Survey of Fishing, Hunting and Wildlife-Associated Recreation. Mail survey of the stakeholders in the U.S. Fish and Wildlife Service's National Survey of Fishing, Hunting and Wildlife-Associated Recreation to determine the importance and use of the information. Entailed a study of users of the National Survey assessing opinions on eight different options for future national surveys. Stakeholder and user surveys were used by a subcommittee of the International Association of Fish and Wildlife Agencies to help direct the future of this multi-million dollar national survey.

International Association of Fish and Wildlife Agencies Hunting as a Choice Focus Groups. A nationwide series of focus groups on youth and hunting. In-depth explorations on hunting initiation, attitudes toward hunting, as well as reactions to messages on hunting as a choice.

Status of Wildlife Diversity and Nongame Programs Within State Fish and Wildlife Agencies in the United States. Analysis of the organization, structure, and programmatic elements of wildlife diversity programs in state fish and wildlife agencies nationwide. Analysis focused on use of volunteers, nontraditional constituents, and integration and current strategic positioning of nongame wildlife programs within state fish and wildlife agencies. Included telephone survey and review of state fish and wildlife agency operational and strategic plans.

Expanding the Reach and Resources of the North American Waterfowl Management Plan: Public Outreach Project-Corporate Focus Group Research. Focus groups on waterfowl, wetlands, and the North American Waterfowl Management Plan to assist efforts to increase the effectiveness of public outreach efforts specifically for corporate partners.

Expanding the Reach and Resources of the North American Waterfowl Management Plan: Public Outreach Project-Focus Group Research. Focus groups regarding Americans' attitudes toward, knowledge of, and opinions on waterfowl, wetlands, and the North American Waterfowl Management Plan to assist efforts to increase the effectiveness of public outreach efforts.

Expanding the Reach and Resources of the North American Waterfowl Management Plan: Public Outreach Project-Public Opinion Surveys. Telephone and mail surveys to assess Americans' attitudes toward, knowledge of, and opinions on waterfowl, wetlands, and the North American Waterfowl Management Plan to assist efforts to increase the effectiveness of public outreach efforts.

A Bridge to the Future: Wildlife Diversity Funding Initiative Booklet. Development of a 32-page full-color booklet, "A Bridge to the Future: The Wildlife Diversity Funding Initiative," to assist the International Association of Fish and Wildlife Agencies and the U.S. Fish and Wildlife Service familiarize Congress on the benefits and importance of the Teaming with Wildlife project.

Maryland Residents' Opinions on, Attitudes Toward, and Participation in Wildlife Watching. Telephone survey of Maryland residents to assess their opinions on, attitudes toward, participation rates, and special needs while watching, studying, and photographing wildlife.

Michigan Black Bear Survey. Survey of Michigan residents to assess their opinions on, attitudes toward, and awareness of black bears.

Mississippi Residents' Opinions of and Attitudes Toward State Fish and Wildlife Management. Study to assess the opinions and attitudes of Mississippi residents, hunters, and anglers toward fish, wildlife, and park management.

Montana Residents' Opinions and Attitudes Toward Montana Fish, Wildlife and Parks. A series of focus groups and a telephone survey of Montana residents to assist the Montana Fish, Wildlife, and Parks Department with its Program Outcomes Assessment Project.

Montana Residents' Opinions and Attitudes Toward Montana Fish, Wildlife and Parks: Cross Tabulations. Telephone survey of state residents to assist the Department with its Program Outcomes Assessment Project. Analysis included cross tabulations of selected issues.

Arkansas Residents' Attitudes Toward Wetlands. Telephone survey of Arkansas residents to assess opinions of wetlands and wetlands conservation.

Public Opinions and Attitudes Toward Reintroducing Grizzly Bears to the Selway-Bitterroot Wilderness Area of Idaho and Montana. Telephone survey of local, regional, and nationwide residents regarding knowledge of, support for, and attitudes toward grizzly bears and grizzly bear reintroduction in the Selway-Bitterroot Wilderness Area. Conducted for the Grizzly Bear Recovery Team, Missoula, Montana.

Washington State Residents' Attitudes Toward Grizzly Bears and Grizzly Bear Augmentation. Telephone survey of Washington residents regarding knowledge of, support for, and attitudes toward grizzly bears and grizzly bear augmentation.

Public Opinions and Attitudes Toward Reintroducing Grizzly Bears to the Selway-Bitterroot Wilderness Area of Idaho and Montana. Follow-up telephone survey and trends analysis regarding attitudes toward grizzly bears and grizzly bear reintroduction into Selway-Bitterroot Wilderness Area.

New Hampshire Residents' Opinions and Attitudes Toward Deer, Moose and Bear in New Hampshire. Telephone survey of New Hampshire residents to measure opinions on and attitudes toward big game management and related issues, specifically cultural carrying capacity regarding moose, bear, and deer.

New Hampshire School Teachers' Attitudes Toward Environmental Education. Survey of New Hampshire school teachers to assess their use of wildlife and environmental education tools and their attitudes toward teaching wildlife- and environmental-related coursework.

New Mexico Residents' Opinions Toward Mexican Wolf Reintroduction. Telephone survey of New Mexico residents to assess their opinions of wolves and wolf reintroduction in Arizona and New Mexico.

North Carolina Land Management Study. Data collection of land management practices and state program needs through surveys/interviews of landowners.

Washington Residents' Opinions on Grizzly Bear Recovery in the North Cascades Mountains. Telephone survey to identify socio-demographic factors related to knowledge of grizzly bear recovery in the North Cascades and attitudes toward recovery options.

Public Opinion on Fish and Wildlife Management Issues and the Reputation and Credibility of Fish and Wildlife Agencies in the Northeast United States. Study to determine public opinion on fish and wildlife management issues and regulations, the public's awareness of the state's fish and wildlife agency, their opinions on the agency's performance, and their knowledge of agency programs. Study entailed surveys in Connecticut, Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, Virginia, and West Virginia.

Farmer Attitudes Toward Wildlife Issues in Ohio. Telephone survey of farmers and other landowners in Ohio to determine opinions on and attitudes toward game populations, deer hunters and hunting, damage done by game, and deer killed on highways.

Oklahoma Licensed Hunters and Anglers: Opinions of Alternative Funding Mechanisms for the Oklahoma Department of Wildlife Conservation. Telephone survey of resident licensed hunters and anglers in Oklahoma regarding their opinion of several funding options to raise revenue necessary to maintain current levels of programs and services and to fund the Department's nongame wildlife program. Survey results were used to increase Department revenue.

Pennsylvania Hunter Survey. Telephone survey to assess Pennsylvania hunters' opinions on, knowledge of, and perceived priorities toward management and regulation of hunting in Pennsylvania.

Pennsylvania Residents' Opinions on and Attitudes Toward Nongame Wildlife. Telephone survey of Pennsylvanians to determine opinions on and attitudes toward fish and wildlife management, alternative funding issues, and wildlife diversity.

Regional Residents' Opinions on Management Issues at Point Reyes National Seashore. This study was conducted to provide information and assistance to Point Reyes National Seashore in the revision of the General Management Plan, Wilderness Management Plan, and Exotic Deer Management Plan.

Anglers' and Boaters' Attitudes Toward Various Messages that Communicate the Benefits of Fishing and Boating: Results of a Series of Nationwide Focus Groups. Four focus groups with lapsed anglers and lapsed boaters to identify core messages that best communicate the benefits of recreational boating and fishing and aquatic stewardship.

South Carolina Department of Natural Resources Public Opinion Telephone Survey. Survey of South Carolina residents to gather information on their assessment of current Department program effectiveness, opinion of agency performance, support or opposition for various funding mechanisms, attitudes toward new programs, familiarity with the Department's magazine, and participation in outdoor recreation.

South Carolina Residents' Opinions and Attitudes Regarding Wildlife and Marine Resources Management. Telephone survey to gauge opinions and attitudes of adult South Carolina residents toward fish, wildlife, and marine resources management.

Tennessee Wildlife Resources Agency Outreach and Education Project: Employee Opinions on and Attitudes Toward Public Outreach Efforts. A study of Tennessee Wildlife Resources Agency employees' attitudes and the development of public outreach and information and education programs. Included implementation of an outreach plan developed by Responsive Management to enhance the Tennessee Wildlife Resources Agency's outreach efforts. Overall effort evaluated agency's communications programs and developed a comprehensive outreach initiative to enhance public image of the agency, enhance public knowledge of the agency, and educate Tennessee residents of the state's natural resources. Included focus groups of agency employees.

Tennessee Wildlife Resources Agency Outreach and Education Project: Outreach and Communications Strategies for the Tennessee Wildlife Resources Agency. A study of Tennessee residents' and Tennessee Wildlife Resources Agency employees' attitudes and the development of public outreach and information and education programs. Included implementation of an outreach plan developed by Responsive Management to enhance the Tennessee Wildlife Resources Agency's outreach efforts. Overall effort evaluated agency's communications programs and developed a comprehensive outreach initiative to enhance public image of the agency, enhance public knowledge of the agency, and educate Tennessee residents of the state's natural resources.

Tennessee Wildlife Resources Agency Outreach and Education Project: Tennessee Wildlife Resources Agency Employee Focus Groups on Agency Mission. A study of Tennessee Wildlife Resources Agency employees' attitudes and the development of public outreach and information and education programs. Included implementation of an outreach plan developed by Responsive Management to enhance the Tennessee Wildlife Resources Agency's outreach efforts. Overall effort evaluated agency's communications programs and developed a comprehensive outreach initiative to enhance public image of the agency, enhance public knowledge of the agency, and educate Tennessee residents of the state's natural resources. Included focus groups of agency employees.

State Fish and Wildlife Agency Wildlife Habitat and Recreation Lands Needs Assessment. Study conducted to assess state fish and wildlife agency habitat acquisition needs on a nationwide basis.

The Public and Fish and Wildlife Management: A Literature and Research Review. Synthesis of previous research on public opinions and attitudes toward fish and wildlife management.

Sport Fish and Wildlife Restoration Programs. Personal interviews and focus groups of key hunting and fishing industry personnel to increase the interest in and use of the "Federal Aid" logo by industry and develop recommendations to increase the use and visibility of the logo and program. Also included trends analysis and a literature review.

Sport Fish and Wildlife Restoration Programs: Literature Review. Literature review regarding the “Federal Aid” logo and the Sport Fish and Wildlife Restoration Program. Used to develop recommendations to increase the use and visibility of the logo and program.

Sport Fish and Wildlife Restoration Programs: Region II Trends Analysis. Study of key hunting and fishing industry personnel to increase the interest in and use of the “Federal Aid” logo by industry and develop recommendations to increase the use and visibility of the logo and program.

North American Wetlands Conservation Act. A programmatic evaluation of the North American Wetlands Conservation Act. A literature review and a “facts and figures” evaluation of past NAWCA-funded projects and economic activity generated by NAWCA. A qualitative evaluation using personal interviews, focus groups, and case studies of NAWCA-funded projects, as well as a telephone/mail/Internet survey of stakeholders and constituents.

San Diego County Residents' Attitudes Toward Mountain Lions. Assisted with the development of a survey instrument for the University of California—Davis. The survey was undertaken as part of a larger project in northern San Diego County, California, known as the Southern California Ecosystem Health Project, a cooperative effort managed by the Wildlife Health Center and the University of California—Davis that involved a study of the interactions between endangered peninsular bighorn sheep, deer, and mountain lions as one of six major study elements in the project. The survey focused on the mountain lion interactions in the geographic area around Anza Borrego State Park and Rancho Cuyamaca State Park and was aimed at understanding residents' attitudes in the area regarding the lions, animal ownership and confinement patterns, and opinions on depredation permits.

Attitudes Toward Wetlands and the Utah Lake Wetland Preserve: Public Opinion Survey Results Report. Telephone survey of state residents and Salt Lake County residents, selected sportsmen, educators, recreation specialists, and environmentalists to determine current public awareness of, knowledge levels of, opinions on, and attitudes toward issues associated with the Utah Lake Wetland Preserve Plan for the Central Utah Project.

Vermont Residents' Opinions and Attitudes Toward Alternative Funding Mechanisms for the Vermont Department of Fish and Wildlife. Telephone survey and focus groups of Vermont residents to measure opinions on and attitudes toward alternative funding for the Department, as well as to assess public priorities for Department programs.

Vermont Residents' Opinions and Attitudes Toward Species Management. Telephone survey of Vermont residents to assess their attitudes toward big game management issues, including deer, bear, and moose. Assessed cultural carrying capacity of big game in Vermont.

Public Attitudes Toward Alternative Funding Mechanisms for the Vermont Department of Fish and Wildlife: Focus Group Results. Focus groups of Vermont residents to measure opinions on and attitudes toward alternative funding for the Department, as well as to assess public priorities for Department programs.

Vermont Residents' Attitudes Toward Program Priorities and Alternative Funding Mechanisms for the Vermont Fish and Wildlife Department. Telephone survey and focus groups of Vermont residents to measure opinions on and attitudes toward alternative funding for the Department, as well as to assess public priorities for Department programs.

Virginia Landowners' Attitudes Toward Wildlife Management. Survey of Virginia landowners to assess their opinions on wildlife management, hunting access, and Department programs.

Virginia Residents' Attitudes Toward Fish and Wildlife Management in Virginia. Survey of Virginia residents to assess their opinions on and attitudes toward fish and wildlife programs, management, and program priorities of the Department of Game and Inland Fisheries.

Virginia Department of Game and Inland Fisheries HB 38 Constituent and Staff Study--House Bill 38 and Future Directions for the Department of Game and Inland Fisheries: Results of Constituent and Staff Studies and Recommendations for Future Action. Study to guide implementation of funding from Virginia State House Bill 38, including issue identification among Department employees, internal and external constituent inventories, and policy recommendations. The project incorporated employee scoping workshops, an employee survey, interviews with Department Board members, as well as multiple major surveys of the general population, anglers, nonconsumptive wildlife enthusiasts, landowners, hunters, and boaters. Conducted in cooperation with Virginia Tech University and George Mason University.

Incentives for and Challenges to Market-Based Wildlife Recreation on Private Lands in Virginia. Policy report on wildlife recreation on private lands.

Virginia Conservation Partnership: USDA Soil Conservation Service/Va. Division of Soil and Water Conservation/Va. Soil and Water Conservation Districts. Employee survey to gauge attitudes toward the working environment, management, compensation, future orientation, ethics, mission, and other topics as part of the Virginia Soil Conservation Partnership's effort to implement total quality management.

Private Landowners' and Hunters' Opinions about Washington State's Private Lands Wildlife Management Area Program. Telephone surveys of three groups (private landowners, hunters who have used a PLWMA, and hunters who live in the vicinity of an existing PLWMA) to determine opinions about private lands and public wildlife management, access for hunting and other outdoor recreational activities, and the PLWMA program itself.

West Virginians' Residents' Attitudes Toward the Land Acquisition Program and Fish and Wildlife Management. Telephone survey to assess public opinions and attitudes toward the Department of Natural Resources and fish and wildlife management programs, with an emphasis on the public lands program.

West Virginia 1998 Landowner Survey. Survey of West Virginia rural landowners to assess their attitudes toward hunter access, hunter pressure, deer harvest on private lands, crop damage, and hunter behavior. Assessed landowner interest in potential Division programs to increase hunting opportunities on private lands.

Public Use of Wildlife Resources in West Virginia. Telephone survey of Randolph County, West Virginia, residents to assess their use of wildlife and forest products.

Hunter Education Assessment-Directors. A project designed to review the national hunter education program and make recommendations for improvement. Entailed personal interviews with fish and wildlife agency directors.

Hunter Education Assessment-Hunter Education Coordinators. Project designed to review the national hunter education program and make recommendations for improvement. Entailed personal interviews with hunter education coordinators.

Hunter Education Assessment-Hunter Education Coordinators and Course Summaries. Project designed to review the national hunter education program and make recommendations for improvement. Entailed personal interviews with hunter education coordinators and assessments of courses.

Hunter Education Assessment-Non Agency Stakeholders. Project designed to review the national hunter education program and make recommendations for improvement. Entailed personal interviews with non-agency stakeholders.

Wyoming Residents' Attitudes Toward Wolves and Wolf Management. A study to assess Wyoming residents' opinions on wolves and wolf management in Wyoming. The data were used in the development of Wyoming's draft wolf management plan.

Public Opinion Regarding Wolves and Wolf Management in the Greater Yellowstone Area. A survey of Wyoming residents to assess their attitudes toward wolves and wolf management in the Greater Yellowstone Area.

Wyoming Residents' Attitudes Toward Wolf Management. A survey of Wyoming residents to assess their opinions regarding wolf management alternatives.

Preferences of Wyoming Hunters and Anglers Toward Alternative Mechanisms for Funding the Wyoming Game and Fish Department. A telephone survey to assess hunters' and anglers' opinions on funding options for the Wyoming Game and Fish Department.

Preferences of Wyoming Residents Toward Alternative Funding Mechanisms for the Wyoming Game and Fish Department. Five options for funding were presented in a telephone survey to assess residents' opinions on the funding options.

Public Attitudes Toward Grizzly Bear Management in Wyoming. A telephone survey to assess residents' attitudes toward and opinions on possible removal of the grizzly bear from the Endangered Species List.

Attitudes Toward Wildlife Management: Ballot Initiatives and a Proposed Sportsmen's Protection Fund. Telephone survey of NRA members who hunt, ex-members who hunt, hunters who have never been NRA members, and NRA members who do not hunt.

Youth and Hunting: A Literature Review. Study regarding the many issues surrounding youth hunting participation, including satisfaction with hunting, motivations for hunting, and barriers to hunting participation.

Wisconsin Teenagers' Opinions on and Attitudes Toward Hunting. Telephone survey of Wisconsin youth to assess attitudes toward hunting. This study complements a literature review of issues pertaining to youth and hunting participation.

Public Opinion on Management Options for Recreational Fishing (Early Run King Salmon Issues) on the Kenai and Kasilof Rivers in Alaska. Public opinion research on management options for the recreational fisheries on the Kenai and Kasilof Rivers for the Alaska Department of Fish and Game, Division of Sport Fish. The public opinion data assisted the Division of Sport Fish in formulating management strategies for the recreational fisheries on the Kenai and Kasilof Rivers. The study entailed four focus groups of various stakeholders and a public opinion poll from among the stakeholder groups.

Alaska Resident Hunting License Holders' Opinions on and Attitudes Toward Hunter Education. Survey of licensed Alaska hunters to assess their opinions on and attitudes toward hunting, hunter education, and hunting safety.

Anchorage Registered Voters' Knowledge of and Attitudes Toward Funding for Fish and Wildlife Management. Telephone survey of Anchorage registered voters to assess their support for, attitudes toward, and knowledge of funding for fish and wildlife management.

A Review of the Alliance for Coastal Technologies' Website. This study was conducted to determine the effectiveness of ACT's Website, which serves to meet the needs of researchers and industry representatives for unbiased, third-party information on coastal monitoring technologies and as a comprehensive data and information clearinghouse on coastal technologies. The study entailed telephone focus groups and personal interviews with academics and researchers, resource managers, and industry representatives. In addition, the statistical information on the number of visitors to the site, the frequency and length of visits, and the geographic location of visitors was reviewed.

American Sportfishing Association Fishing Motivation Study. Annual telephone survey of anglers nationwide on angling participation, satisfaction, and motivations. This research is used by the American Sportfishing Association, fishing tackle manufacturers, and fish and wildlife organizations to market and promote the benefits of fishing.

Fishing Motivation Study: Fly Fishing. Survey of fly fishermen to assess their participation, satisfaction, and motivations. This research is used by the American Sportfishing Association, fishing tackle manufacturers, and fish and wildlife organizations to market and promote the benefits of fishing.

Archery Manufacturers and Merchants Organization: Factors Related to Bowhunting Participation. Study of the needs and motivations of bowhunters, the recruitment of participants

into the sport, and participation of bowhunters in hunting of various species. The study entailed four focus groups and a national telephone survey.

Archery Manufacturers and Merchants Organization: Bowhunter Participation Focus Groups. Focus groups to obtain qualitative data related to bowhunters and bowhunting.

Federal Aid Outreach Survey, Region II: Arizona Anglers, Boaters, and Hunters; New Mexico Anglers, Boaters, and Hunters; Oklahoma Anglers, Boaters, and Hunters; Texas Anglers, Boaters, and Hunters and Passport Holders. Telephone surveys of random proportional samples of licensed anglers, hunters, and boaters regarding participation in outdoor activities and other issues.

Arizona Residents' Knowledge of, Opinions on, and Attitudes Toward the Arizona Game and Fish Department's Law Enforcement Activities. Mail survey regarding public opinion of the Department's law enforcement efforts; opinion of enforcement of off-highway fish and wildlife laws; attitudes toward increasing law enforcement efforts; source of residents' information on law enforcement; knowledge of and participation in Operation Game Thief; public perceptions of law enforcement officers; attitudes toward various law enforcement strategies; and knowledge of, participation in, and attitudes toward off-highway vehicle recreation and regulations.

Arizona Licensed Hunters' Opinions of a Deer Bonus Point System. Survey of Arizona hunting license holders to assess their attitudes toward a deer bonus point system. The study was used in formulating hunting regulations.

Arizona Residents' and Hunters' Attitudes Toward Predator Hunting Contests. Focus groups and telephone survey of Arizona residents and licensed hunters to assess their attitudes toward predator hunting contests.

Employee Attitudes Toward the Arizona Game and Fish Department's Annual Employee Survey: Focus Group Findings. Three focus groups with Department employees to obtain opinions on the employee survey.

Attitudes Toward and Awareness of the Arizona Game and Fish Department's Outreach Programs: Focus Group Results. Three focus groups to obtain qualitative data on awareness of and opinions on the Department's outreach efforts. The study was used to help improve the outreach programs.

Management Effectiveness in the Arizona Game and Fish Department. Mail survey to Department employees that explored staff satisfaction on a variety of issues, including pay, morale, internal communications, ethics, agency mission, and relationships with supervisors. The study included a trends comparison of the survey to a previous survey.

Arizona Boaters' Opinions on Boating and Boating Safety Issues on Arizona's Public Waters. Survey of registered boat owners to assess attitudes toward boating safety, satisfaction, and opinions on numerous boating issues.

Arizona Residents' Uses of the State's Wildlife Resources and Their Knowledge of and Attitudes Toward the Arizona Game and Fish Department. Telephone survey regarding residents' uses of wildlife resources, as well as their knowledge of and attitudes toward the Department. This study was part of a series of biennial surveys conducted in Arizona.

Arizona Residents' Opinions on the Arizona Game and Fish Department and Its Activities: Trends Survey and Trends Study Detailed Analyses. Telephone survey regarding opinions on the Arizona Game and Fish Department and its activities and programs. The study also included trends analysis for selected questions, based on biennial surveys conducted for the AGFD since 1992. The survey discussed seven specific activities: fishing, observing/feeding/identifying wildlife at home, boating, indirect enjoyment of wildlife, off-highway driving, hunting, and watching/feeding/photographing wildlife away from home.

Arizona Residents' Opinions on the Arizona Game and Fish Department and Its Activities: Telephone Survey and Trends Study Executive Summary. A summary of the results of a telephone survey regarding opinions on the Arizona Game and Fish Department and its activities and programs. The study also included trends analysis for selected questions, based on biennial surveys conducted for the AGFD since 1992. The survey discussed seven specific activities: fishing, observing/feeding/identifying wildlife at home, boating, indirect enjoyment of wildlife, off-highway driving, hunting, and watching/feeding/photographing wildlife away from home.

Arizona Residents' Opinions on the Arizona Game and Fish Department and Its Activities: Telephone Survey and Trends Study, Summary Analyses Supplemental Report. A summary of the results of a telephone survey, with supplemental analyses, regarding opinions on the Arizona Game and Fish Department and its activities and programs. The study also included trends analysis for selected questions, based on biennial surveys conducted for the AGFD since 1992. The survey discussed seven specific activities: fishing, observing/feeding/identifying wildlife at home, boating, indirect enjoyment of wildlife, off-highway driving, hunting, and watching/feeding/photographing wildlife away from home.

Arizona Residents' Opinions on the Arizona Game and Fish Department and Its Activities: Trends Survey and Trends Study Supplemental Report. A supplemental report for a telephone survey regarding opinions on the Arizona Game and Fish Department and its activities and programs. The study also included trends analysis for selected questions, based on biennial surveys conducted for the AGFD since 1992. The survey discussed seven specific activities: fishing, observing/feeding/identifying wildlife at home, boating, indirect enjoyment of wildlife, off-highway driving, hunting, and watching/feeding/photographing wildlife away from home.

Arkansas Deer Hunter Survey: Opinions on and Attitudes Toward Deer Hunting Regulations. Telephone survey of resident deer hunters on deer hunting regulations and overall deer management. The study was used to help formulate deer hunting regulations.

Saltwater Anglers' and Commercial Fishermen's Awareness of and Attitudes Toward the Atlantic Coastal Cooperative Statistics Program. A telephone survey and analysis of overall program awareness among stakeholders, their sources of information about the program, their

attitudes toward the program, and the messages and mediums that would best inform saltwater anglers and commercial fishermen about the ACCSP and its mission.

Public Attitudes Toward Wild Turkeys in Alabama and Pennsylvania. Telephone survey of Pennsylvania and Alabama residents regarding management of wild turkeys.

Demand for Hunter Education Among Non-Traditional Audiences in Colorado. Study to ascertain the need for hunter education among non-traditional audiences, including youth, female residents, minority residents, and urban residents.

Demand for Advanced Hunter Education in Colorado. Survey to provide information on the need for advanced hunter education among Colorado hunting license holders and graduates of standard hunting education courses.

Colorado Hunter Education Focus Group Report. This focus group research examined the effect that the elapsed time since taking a hunter education course has on hunter behavior. This study was the third in a series.

Colorado Hunters' Attitudes Toward Hunting License Fee Increases. Data collection services for a survey of licensed resident and non-resident elk and deer hunters to assess opinions of a potential license fee increase.

Colorado Hunters' Preferences for Wildlife Program Funding: Allocation of License Fees in Colorado. Data collection services as part of a survey of licensed Colorado hunters that identified hunters' attitudes toward the funding of various Colorado Division of Wildlife programs.

Attitudes of Connecticut's General Population, Minorities, Hunters, and Anglers Toward Wildlife, Fisheries, and Forestry Management. Telephone survey to assess attitudes of the general population and select groups regarding natural resource management.

Survey of Residents of the Pike Creek Watershed Regarding Attitudes Toward and Behaviors Affecting Water Quality. This study was conducted to determine the opinions on and behaviors affecting water quality among Delaware residents who live in the vicinity of Pike Creek. The study entailed a telephone survey.

Delaware National Estuarine Research Reserve Market Analysis of Coastal Training in Delaware. A market inventory of the Coastal Training Program, an initiative of the Delaware National Estuarine Research Reserve, entailing telephone and mail surveys and personal interviews with Department staff. The project will develop a statewide inventory of available coastal training services and the goals of those services, identify gaps and overlaps in various services, determine coastal issues that should be covered, and identify potential partners to provide coastal training. The assessment will be used to guide the formulation of a strategic plan for the future of the Coastal Training Program.

Delaware National Estuarine Research Reserve Needs Assessment for Coastal Training in Delaware. A needs assessment of the Coastal Training Program, an initiative of the Delaware National Estuarine Research Reserve, entailing telephone and mail surveys to obtain data about services and sectors not immediately associated with coastal/environmental training. This project is in conjunction with the market analysis for the Research Reserve. The assessment will be used to guide the formulation of a strategic plan for the future of the Coastal Training Program.

Implications of the Market Inventory and Needs Assessment of the Delaware National Estuarine Research Reserve. A follow-up report based on the Market Inventory and Needs Assessment that discusses the implications of the research and provides recommendations to the Delaware National Estuarine Research Reserve regarding the direction of coastal training.

Delaware Residents' Attitudes Toward and Behaviors that Affect Water Quality. This study assessed Delaware residents' attitudes toward the environment and water quality issues, as well as their behaviors that affect water quality. The telephone survey sample included residents of Delaware's five planning regions (North New Castle County, South New Castle County, Kent County, East Sussex County, and West Sussex County), and the data analyses provided results for the state as a whole as well as by planning region. A series of focus groups and a telephone survey were conducted.

Delaware Residents', Hunters', and Recreational and Commercial Anglers' Attitudes Toward Wildlife and Fisheries Management. Telephone survey of Delaware residents and selected groups concerning wildlife and fisheries management.

Evaluation of the Florida Department of Environmental Protection's Youth Fishing Program. Survey of youth participation in fishing, equipment purchase and consumption, and awareness of the Department.

Fishing Effort and Resource Allocation in the Florida Stone Crab Fishery: Results of a Stone Crab Angler Survey. Telephone and mail survey of Florida stone crab fishermen who hold a commercial stone crab license to obtain information on the stone crab fishery in Florida.

Florida Residents', Anglers', and Boaters' Opinions and Attitudes Toward Marine Resources. Telephone survey regarding saltwater resource issues.

Kids' Fishing Clinic Survey, Department of Environmental Protection, Division of Marine Resources. Study to assess opinions of clinic participants, fishing behavior before and after clinic, and knowledge of agencies responsible for managing and protecting marine resources.

Hunter Satisfaction: Implications for Game and Hunter Management in Florida. Mail survey of licensed deer hunters to assess their opinions on a number of regulations and satisfaction parameters.

Florida Licensed Hunter Direct Mail Survey. Study to gauge licensed hunter perceptions of the Florida Game and Fresh Water Fish Commission's deer management program.

Participation and Satisfaction Among Florida Hunters, Anglers, and Wildlife Viewers. Project to measure hunter, angler, and wildlife viewer satisfaction through a literature review, an analysis of previously collected data, and a public opinion telephone survey of randomly selected Florida residents involved in primary nonconsumptive wildlife-associated recreation.

Floridians' Opinions on Black Bear Hunting in Florida. Telephone survey of Florida residents to assess public attitudes toward black bear hunting in Florida.

Preferences of Northwest Florida Dove Hunters Regarding Changes in Season Structure. Study of licensed hunters to assess impacts of proposed changes in the mourning dove season.

Hunting and Fishing License Market Assessment. Telephone survey, focus groups, and trends analysis to develop marketing strategies for hunting and fishing license sales.

Outdoor Times Publication on Freshwater Fishing. Study of readers of Outdoor Times insert on freshwater fishing regarding ways the Commission could make fishing more fun.

Opinions of the Surrounding Community Regarding Fort A.P. Hill and Its Activities. This study was conducted for Fort A.P. Hill to determine the opinions of the surrounding community regarding Fort A.P. Hill and its activities.

Young Women's Opinions on and Attitudes Toward Fur Clothing, Animal Welfare, and Animal Rights. Two focus groups and a telephone survey of women aged 18-28 regarding fur clothing and animal welfare.

Fur Consumers' Attitudes Toward Fur. Telephone survey to assess fur consumers' attitudes toward fur consumption and use.

Americans' Attitudes Toward Animal Welfare, Animal Rights, and Use of Animals. Telephone survey and trends analysis regarding Americans' use of animals and attitudes toward animal rights.

Factors Influencing Fur Sales. Paper presenting an overview of factors influencing the sales of fur garments. Measurement techniques for assessing the relative importance of these factors was proposed.

Americans' Attitudes Toward Animal Welfare, Animal Rights, and Use of Animals. Telephone survey and trends analysis regarding Americans' use of animals and attitudes toward animal rights.

Marketing Strategies for the Fur Information Council of America. Development of marketing strategies for fur products based on a literature review, focus groups, and a nationwide survey.

An Analysis of the Georgia Department of Natural Resources' Outreach Efforts to Increase Fishing License Sales Using the Water Works Wonders Campaign Materials. An analysis of sales data among lapsed anglers who received outreach materials and lapsed anglers who did not receive outreach materials.

Resident Participation in Freshwater and Saltwater Sport Fishing in Georgia. This study was conducted for the Georgia Department of Natural Resources to determine the numbers of residents participating in freshwater and saltwater sport fishing in Georgia within the previous 12 months, thereby allowing an equitable allocation of funding for freshwater and saltwater fisheries programs.

Georgia Kids' Fishing Events: Focus Group Report. Five focus groups of school children to evaluate fishing events and to assess attitudes toward fishing among youth of different ages.

Evaluation of the Georgia Outdoors Public Television Program. Telephone survey to better understand Georgia residents' attitudes toward the Georgia Outdoors show.

Maintaining and Increasing Fishing Participation and Fishing License Sales in Georgia: A Market Study. The purpose of this project was to better understand fishing participation in Georgia in order to identify cost-effective strategies to maintain and increase participation and fishing license sales in the State. This report presents an overview of fishing participation in Georgia, a market analysis of the Georgia angler as well as an overview of interest in fishing participation in Georgia.

Evaluation of Georgia Kids Fishing Events. Study to assess attitudes towards fishing events and fishing in general.

Direction for the Decade: The Attitudes of Georgia Residents, Wildlife Resources Division Staff, and Conservation Organizations Regarding the Future of the Georgia Wildlife Resources Division (Overview, Vol. 1 & Vol. 2). Study to provide the Georgia Wildlife Resources Division (WRD) a comprehensive overview of the wildlife values and priorities of WRD employees, stakeholders, and Georgia residents for WRD programmatic efforts. This information was used to assist the WRD in setting program priorities for the decade as part of the WRD's "Direction for the Decade" project. This study entailed four focus groups with WRD employees and stakeholders, mail surveys of WRD employees and stakeholders, and a telephone survey of adult Georgia residents. The study was conducted to assess the challenges that the WRD will face and to help formulate strategies to meet those challenges in the coming decade.

Idaho Residents' Opinions on and Attitudes Toward the Idaho Department of Fish and Game. Telephone survey of Idaho residents to determine public opinion on and attitudes toward the Department and fish and wildlife management in Idaho.

Illinois Residents' Opinions and Attitudes Regarding Trapping, Fur Hunting, and Furbearer Management. Development of strategies for an education program for the furbearer program. Project included a survey of adult Illinois residents to assess their opinions on, attitudes toward, and knowledge levels regarding fur, furbearers, trapping, and related issues. Also conducted focus groups to test the effectiveness of educational materials.

Illinois Residents' Attitudes Toward Trapping, Fur Hunting, and Furbearer Management in Illinois. Telephone survey to assess Illinois residents' attitudes toward, perceptions of, and opinions on trapping, fur hunting, and furbearer management in Illinois. Study used by Illinois

Department of Natural Resources to better manage its trapping and fur hunting programs and its furbearer animals. In addition, this study assessed trends in residents' attitudes, perceptions, and opinions, using a survey that was conducted in 1994 by Responsive Management. The trends analysis helped assess the State's outreach efforts that were undertaken subsequent to the 1994 study.

Indiana Fishing and Hunting License Duplication Study. The license duplication study will calculate the appropriate external and internal reduction factors to be applied to license sales figures to determine the actual number of anglers and hunters engaging in these activities in Indiana during the license certification time frame.

Indiana Hunters' Opinions and Attitudes Toward the Use of Crossbows to Hunt Deer. Survey of licensed hunters to assess their attitudes toward crossbows and a proposed crossbow season.

Indiana Non-Response Bias Study. Study of deer harvest in Indiana and the difference between reported harvest rates between mail and telephone surveys.

Attitudes of Affiliated and Non-Affiliated Trappers Toward Best Management Practices:
Results of Focus Groups

Responsive Management conducted focus groups with licensed trappers who were members of either a state or a national trapper's association and in New York and Minnesota with licensed trappers who were not currently members of a trapper's association. These focus groups were conducted to gain insight into the attitudes of affiliated and non-affiliated trappers toward Best Management Practices. Specifically, these focus groups were conducted to evaluate promotional material and to assist the IAFWA in the development of other promotional materials and strategies for the BMP development project.

Anglers', Boaters', and Hunters' Opinions on and Attitudes Toward Federal Aid. Telephone survey of Federal Aid constituents on knowledge of and attitudes toward the Sport Fish and Wildlife Restoration Program. The program is a manufacturer excise tax on sporting arms, handguns, ammunition, archery equipment, fishing rods, reels, creels, and artificial baits and lures, as well as taxes on motor boat fuel. Funds are dedicated to fish, wildlife, and boating projects, including land acquisition, wildlife management, hunter education, shooting ranges, sportfish restoration projects, and the construction of boat landings and piers. The information is being used to increase awareness of the major contributions that this program has made in improving hunting, fishing, and boating opportunities across the United States.

Wisconsin Wildlife Professionals' Attitudes Toward and Opinions About Trapping and Best Management Practices of Trapping. Focus group of wildlife professionals regarding attitudes toward and opinion on trapping as a management option and development of best practices.

Children's Attitudes Toward a Web Page and Internet Game on Hunting: Focus Group Analysis. Study of children's attitudes regarding a Web-based game about hunting. Study examined the feasibility of producing an interactive Website.

Hunting as a Choice: Informed Choices Through Computer-Based Interaction. Project to enhance and implement a Website and an educational interactive computer program to inform and educate youth about wildlife management and hunting.

National Aquatic Invasive Species Survey. Survey of state fisheries staff regarding aquatic invasive species to identify various strategies and programs used within each state to address the problem of aquatic invasive species and to help increase awareness of the problems of aquatic invasive species with key policy makers. Other goals of the study were to help secure additional funding for each state, support the expansion of state authorities as needed, and help solidify the partnerships with appropriate federal agencies in addressing the problems of aquatic invasive species. This study entailed a mail survey of the fish and wildlife agency director or proxy from each state and territory. One aspect of the analysis involved examining the results among coastal and non-coastal states.

Attitudes Toward and Awareness of Trapping Issues in Connecticut, Indiana, and Wisconsin. Focus groups and telephone survey regarding awareness of and attitudes toward trapping issues. Project included design of survey that can be administered in future years for trends analysis.

Safety Issues Related to Hunting in Treestands. Telephone survey of hunters in North Carolina and Vermont, conducted for the International Hunter Education Association in conjunction with the North Carolina Wildlife Resources Commission and the Vermont Fish and Wildlife Department, to gather data about treestand accidents. In the study, 536 hunters from North Carolina and 520 hunters from Vermont were interviewed. The study was used to help develop programs to improve treestand safety.

Americans' Opinions of Minke Whale Harvest. Telephone survey of Americans to assess their awareness and knowledge of international whale populations, current international regulations, and sustainable use concepts, opinions on and attitudes toward the sustainable use of animals including non-endangered whales, and opinions on and attitudes toward whaling as it relates to cultural traditions and dietary need.

Knowledge of Whales and Whaling and Opinions of Minke Whale Harvest Among Residents of Australia, France, the United Kingdom, and the United States. Survey of residents of the four countries to assess their attitudes and their awareness and knowledge of whales and whaling. Presented to the International Whaling Commission.

Americans' Attitudes Toward and Propensity to Join the Izaak Walton League. Research as part of the overall development and implementation of a comprehensive communications plan for the Izaak Walton League of America. This project, entailing a literature review, focus groups, and a telephone survey, will develop the messaging that will allow the League to match strategy and tactics with its target audiences through a full range of communications and development tools.

Izaak Walton League Hunter Ethics Focus Groups. A nationwide series of focus groups exploring hunting ethics and hunter responsibility.

Factors Related to Hunter Behavior on Public and Private Lands and Barriers to and Opportunities for Encouraging Private Landowners to Open Their Land to Hunters. A series of eight focus groups sponsored by the Izaak Walton League of America for the Hunting Ethics/Land-Access Project (HELP) to assess hunter behavior on public and private lands and attitudes of landowners toward hunters on their land.

Hunting Ethics Land-Access Project. Report published by the Izaak Walton League based on Responsive Management research.

Kansas Residents' Participation in, Opinions on, and Attitudes Toward Boating in Kansas. Telephone survey of Kansas residents 16 years and older regarding participation in boating and their opinions on and attitudes toward boating facilities in Kansas. The data were gathered as part of three separate surveys conducted for the Department. Each of the three surveys included a series of questions pertaining specifically to boating that were asked of respondents who indicated that they had participated in boating during the previous 12 months. This report combines the findings from the boating questions asked in all three surveys.

Interest in and Attitudes Toward Freshwater Fishing in Hawaii. Focus groups and telephone surveys to provide strategies to increase awareness of and interest and participation in freshwater fishing in Hawaii.

Opinions and Attitudes of Florida Residents, Boaters, and Those in the Media Regarding Manatees and Boating. Study to assess the opinions and attitudes of Florida coastal residents, boaters, and those in the media regarding manatees and boating. The study entailed a survey of the three aforementioned groups, which were further broken down geographically between the East and West Coasts of Florida in the analysis.

Maryland Licensed Deer Hunters' Opinions of a Muzzleloading Firearm Deer Season Prior to the Modern Firearms Deer Season and Other Management Topics. Resolution of a conflict among different deer hunter groups over the equitability of the deer season structure by using a telephone survey of licensed resident deer hunters to measure their attitudes toward a muzzleloading deer hunting season prior to the modern firearm deer hunting season. The project entailed working closely with an advisory committee consisting of representatives from the three major deer hunting groups (bowhunters, modern firearm hunters, and muzzleloading firearm hunters) and Maryland Wildlife Division staff. The advisory committee provided input during development of the survey instrument and during development of recommendations to develop an equitable deer hunting season structure.

Management Assistance Team Products: A Content Analysis. A comprehensive needs assessment of the products and services of the Management Assistance Team involving all 50 state fish and wildlife agencies and other stakeholders. The project includes focus groups and a major telephone survey of key constituents to provide information on client needs for the future direction of programs and services.

Minnesota Deer Hunters' Opinions and Attitudes Toward Deer Management. Telephone survey to assess the opinions and attitudes of resident hunting license holders pertaining to deer

management in Minnesota. Two separate analyses were conducted on the data obtained from the survey. The first analysis examined statewide results on the total number of completed interviews with weighting factors. Data were weighted in the first analysis because the values being examined were intended to represent the entire state. The second analysis was conducted without using weighting factors based on the type of license the respondent held.

Penobscot Nation Members' Attitudes Toward Pollution in the Penobscot River. Telephone survey of Penobscot Tribal members on the clean-up of the Penobscot River.

Public Attitudes Toward Groundwater Pollution. Telephone survey of Butte, Montana, residents to assess their opinions on groundwater pollution issues.

Wildlife and the Vietnamese Community in California: A Qualitative Study of Attitudes. Study to explore activities of the Vietnamese community involving the illegal use of wildlife.

Saving Lives and Preventing Boating-Related Accidents. An assessment of state recreational boating safety program needs as part of the reauthorization of the Aquatic Resources (Wallop-Breaux) Trust Fund. The project culminated in a full-color booklet to inform members of Congress on the needs of recreational boating safety programs.

Factors Related to Recreational Boating Participation in the United States. Assessment of the future needs of boaters in the U.S. Telephone survey of NASBLA members, external constituents, and stakeholders.

Boating Professionals' Attitudes Toward the Future of Boating in the U.S. Development of a comprehensive assessment of funding needs for state recreational boating safety programs. Conducted 1-day meetings with staff members and telephone interviews.

Factors Related to Recreational Boating Participation in the United States: A Review of Literature: Issues and Implications. A literature review regarding boating participation and the future needs of boaters in the U.S.

Non-Point Source Pollution Study. Nationwide series of focus groups on public awareness and knowledge levels of non-point source pollution.

National Marine Sanctuaries Logo Assessment Study. Mail and telephone questionnaire as part of a market assessment of the logo.

Profile of the Shooting Sports. This report presents an overview of Americans' participation in the shooting sports, and includes participation numbers, participation trends, activity levels, motivations, dissatisfactions, expenditures, and demographic information of Americans' participation in the shooting sports.

An Analysis of Firearm-Related Accidents in the United States. This report was compiled by on behalf of the National Shooting Sports Foundation to provide updated data on firearm-related accidents. NSSF periodically provides an analysis of firearm-related accidents to its constituents and the public at-large.

Women's Participation in the Shooting Sports. This report presents an overview of women's participation in these shooting sports, and includes participation numbers, participation trends, activity levels, motivations, dissatisfactions, expenditures, and demographic information of women in the shooting sports.

Shooting Range Customer Satisfaction and Latent Demand Survey. Telephone survey of hunting license holders to assess the demand for shooting ranges in the U.S.

National Shooting Sports Foundation Hunting Participation and Attitude Trends Survey 2000. Nationwide trends survey of hunters and shooters to determine participation in, satisfaction with, firearms used, species sought, and target shooting and shooting range utilization.

National Shooting Sports Foundation STEP OUTSIDE Focus Groups. Two focus groups of hunters and shooters for assessment of the STEP OUTSIDE® program and the introduction of others to the sport.

Behavioral, Attitudinal, and Demographic Characteristics of Spring Turkey Hunters in the United States. This study was conducted for the National Wild Turkey Federation and the fish and wildlife agencies in nine states to determine the behavioral, attitudinal, and demographic characteristics of spring turkey hunters, as well as to assess the impacts of spring turkey hunting on the U.S. economy and each state's economy. This report contains the behavioral, attitudinal, and demographic results of the study across the U.S.

New Hampshire Freshwater Angler Survey. Telephone survey of New Hampshire anglers regarding fishing and fishery management.

New Hampshire Aquatic Resources Education Center and Program Analysis Focus Group and Survey Report. Telephone survey and seven focus groups of New Hampshire educators to assess the planned Aquatic Resources Education Center/Program.

New Jersey Deer Hunter Survey. This study examined the opinions and attitudes of New Jersey deer hunters toward season structure and attitudes toward regulations.

New Jersey Hunter Retention and Deer Hunter Satisfaction. Study to determine the extent of decreased hunting activity in New Jersey and reasons that hunters have stopped hunting or have decreased hunting activity.

New Jersey Anglers' Participation in Fishing, Harvest Success, and Opinions on Fishing Regulations. This study was conducted to determine anglers' participation in fishing, harvest, and opinions on fishing regulations and fishing programs. The study entailed a telephone survey of licensed anglers in New Jersey.

1997 New Mexico Angler Survey. Study to ascertain the opinions and attitudes of anglers concerning fisheries management in New Mexico's lakes and streams.

New Mexico Big Game Hunter Survey. Telephone survey of big game license holders regarding hunters' opinions toward big game hunting and regulations in New Mexico.

An Evaluation of the NOAA Coastal Services Center Coastal Resource Management Surveys. The purpose of this evaluation was to assist the Center in reviewing the customer surveys, the survey process and scope. This evaluation involved a review of the purposes of the surveys, the process the Center undertakes to develop the surveys, the questions the Center asks to assess their customer's needs and capabilities, the mechanism the Center employs to report the results, both internally and externally, as well as how the survey findings are incorporated into the Center's strategic planning and program development.

Constituent Attitudes Toward State Fish and Wildlife Agencies in the Northeast United States: A Qualitative Study. Focus groups with wildlife recreationists from PA, NJ, NH, ME, CT, and MA regarding awareness of fish and wildlife information and programs and attitudes toward their state fish and wildlife agency.

Ohio 1997-1998 Mourning Dove and Ruffed Grouse Harvest Survey. Mail and telephone surveys of license holders to determine hunting frequency, location, and harvest of mourning dove and ruffed grouse.

Ohio 1998-1999 Mourning Dove and Ruffed Grouse Harvest Survey. Mail and telephone surveys of license holders to determine hunting frequency, location, and harvest of mourning dove and ruffed grouse.

Oregon Department of Fish and Wildlife Survey of Western Oregon Elk Hunting License Holders. Telephone survey of elk hunting license holders to assess their opinions on and attitudes toward elk hunting and management in western Oregon.

1995 Pennsylvania Fishing License Holders' Opinions and Attitudes Toward a 1996 Pennsylvania Fishing License Sales Decline. Study of fishing license holders to assess the reasons for the decline in license sales.

Pennsylvania Bass Anglers' Attitudes Toward Proposed Statewide Bass Regulations. Telephone survey regarding Pennsylvania anglers' attitudes toward proposed bass regulations.
Levels of Trout Consumption and Attitudes Toward Consumption Advisories Among Pennsylvania Trout Anglers. Telephone survey of Pennsylvania anglers to determine awareness of and attitudes toward stocked trout consumption advisories.

Impact of License Fees and Stocking Levels on Pennsylvania Trout Anglers' Satisfaction and Participation in the Fishery: Report to the Pennsylvania Fish and Boat Commission. Report that reviewed current knowledge about the potential impacts of two upcoming changes in fishing management on angling participation in the state. The study considered previous research undertaken in Pennsylvania and other states, historical records of license sales in Pennsylvania, and a telephone survey of licensed anglers.

Pennsylvania Game News Subscriber and Licensed Hunter Non-Subscriber Survey. Telephone survey regarding format, design, and content of the Game Commission's magazine.

Jacques Cousteau National Marine Estuarine Research Reserve Market Inventory. A market inventory of the Coastal Training Program, an initiative of Rutgers University, Institute of Marine and Coastal Sciences, entailing telephone, mail surveys, and personal interviews with Department staff. The project developed a statewide inventory of available coastal training services and the goals of those services, identified gaps and overlaps in various services, determined coastal issues that should be covered, and identified potential partners to provide coastal training. The assessment was used to guide the formulation of a strategic plan for the future of the Coastal Training Program.

Jacques Cousteau National Estuarine Research Reserve Needs Assessment in New Jersey. A needs assessment of the Coastal Training Program, an initiative of Rutgers University, Institute of Marine and Coastal Sciences, entailing telephone and mail surveys to obtain data about services and sectors not immediately associated with coastal/environmental training. The project determined, among other things, coastal training services that should be included in the Coastal Training Program. The assessment was used to guide the formulation of a strategic plan for the future of the Coastal Training Program.

Safari Club International Members' Opinions on Fenced Preserve Hunting. This study was conducted to determine members' opinions on fenced preserve hunting.

South Carolina Hunting and Fishing License Duplication Study. Telephone survey of hunters and anglers to determine how many licenses are held per hunter or angler to accurately estimate the actual number of people participating in hunting or fishing in the state.

South Carolina Department of Natural Resources Hunter Harvest Survey. A telephone survey of hunting license holders to obtain information regarding hunter harvest for the 2002-2003 season. Information included number of hunters of each of several species, number of each species harvested, days afield for each species hunted, deer hunting equipment, and hunting locations.

South Carolina Fishing License Holders Opinions and Attitudes Toward Fisheries Management in the South Carolina Department of Natural Resources: Results of Largemouth Bass and Smallmouth Bass Anglers. Survey of fishing license holders who fish for bass regarding various subjects, including participation in bass fishing, harvest success, and regulations.

South Carolina Fishing License Holders Opinions and Attitudes Toward Fisheries Management in the South Carolina Department of Natural Resources. Survey of fishing license holders on various subjects, including participation in specific types of fishing, harvest success, and regulations.

Youth and Fishing in South Carolina: Focus Group Report and Literature Review. Phase I of South Carolina Youth Angling Study. The study examined trends in fishing participation and marketing strategies.

South Carolina Youth Aquatic Survey. Telephone survey to assess South Carolina youths' awareness of issues related to aquatic natural resources and recreational fishing. Study assisted the SC Department of Natural Resources tailor its youth aquatic programs and services.

The South Carolina Department of Natural Resources Hunter Harvest Survey 1999-2000. Telephone survey of hunting license holders to obtain information regarding hunter harvest for the 1999-2000 season. Information included number of hunters of each of several species, number of each species harvested, days afield for each species hunted, deer hunting equipment, and hunting locations.

South Carolina Residents' Attitudes and Behaviors Toward Aquatic Resources. Study to assess South Carolina residents' attitudes and behaviors toward fisheries and aquatic resources. The study entailed a telephone survey of South Carolina residents.

Anglers Attitudes Toward Fisheries Management in Lake Russell. A survey of Georgia and South Carolina licensed anglers to assess their opinions on and attitudes toward various subjects, including participation rates, harvest success, and regulations pertaining to Lake Russell.

Striped Bass Anglers' Attitudes Toward Fisheries Management on Lake Murray. Telephone survey of bass anglers regarding their attitudes toward fisheries management on Lake Murray, South Carolina.

South Carolina Residents' Opinions and Attitudes Regarding Fish, Wildlife, and Marine Resources Conservation in South Carolina. Study of South Carolina residents' attitudes and the implications for natural resource management for South Carolina in the 21st century.

Fish and Wildlife Professionals' Opinions on the Southeastern Association of Fish and Wildlife Agency and Its Annual Conference. A telephone survey of conference attendees and state management teams regarding their opinions on the annual meeting, the proceedings that are published, and the Association itself.

Attitudes Toward Marine Wildlife Among Residents of Southern California's Urban Coastal Zone. Telephone survey (administered in several languages) to determine public attitudes toward marine resources. Cooperative effort with the University of Southern California.
Directory and Evaluation of Sport Fishing and Boating Outreach Projects. Directory of planned and existing sport fishing and boating outreach and education projects to facilitate communication among program managers as well as an evaluation of program effectiveness.

Sport Fishing and Boating Partnership Council Research. Provided research assistance and consultation on a national strategy for increasing participation in recreational angling and boating. Assisted in a major literature review, data analyses, and the writing of an outreach plan.

Women's, Hispanics', and African-Americans' Participation in, and Attitudes Toward, Boating and Fishing. An in-depth qualitative exploration, through the use of 12 focus groups nationwide, of traditionally under-represented fishing and boating participation groups.

Texas Parks and Wildlife for the 21st Century: Angler Survey. Study of opinions and attitudes of anglers to assess the State's natural resource, cultural resource, and outdoor recreation needs.

Texas Parks and Wildlife for the 21st Century: Boater Survey. Study of opinions and attitudes of boaters to assess the State's natural resource, cultural resource, and outdoor recreation needs.

Texas Parks and Wildlife for the 21st Century: Hunter Survey. Study of opinions and attitudes of hunters to assess the State's natural resource, cultural resource, and outdoor recreation needs.

Texas Parks and Wildlife for the 21st Century: Landowner Survey. Study of opinions and attitudes of landowners to assess the State's natural resource, cultural resource, and outdoor recreation needs.

Texas Parks and Wildlife for the 21st Century: Outdoor Recreation Survey. Study of opinions on and attitudes toward outdoor recreation to assess the State's natural resource, cultural resource, and outdoor recreation needs.

Texas Parks and Wildlife for the 21st Century: Park Users Survey. Study of opinions and attitudes of park users to assess the State's natural resource, cultural resource, and outdoor recreation needs.

Texas Parks and Wildlife for the 21st Century: Telephone Survey Report. Telephone survey to assess the State's natural resource, cultural resource, and outdoor recreation needs.

Texas Parks and Wildlife for the 21st Century: Executive Overview and Implications of the Public Opinion and Attitude Research. Study entailing focus groups and a telephone survey conducted of external constituents, stakeholders, and the general population to assess the State's natural resource, cultural resource, and outdoor recreation needs.

Restoring the Balance: An Inventory and Assessment of State Public Hunting Land Needs. A mail survey sent to each state's fish and wildlife agency regarding the amount of public hunting lands available and the future needs for public hunting lands, as well as the availability of and needs for funding for land acquisition.

Issues Related to Hunting and Fishing Access in the United States: A Literature Review. This report is a literature review pertaining to hunter and angler access issues in the United States was reviewed, compiled, and analyzed for the Theodore Roosevelt Conservation Alliance.

Sport Fishing, Boating, and Aquatic Resource Outreach Program Inventory. Study of elements of the program regarding aquatic resources.

Factors Related to Hunting and Fishing Participation in the U.S.: Hunting Focus Groups. A three-year study on factors related to hunting and fishing recruitment, retention, and desertion and public opinion on and attitudes toward hunting and fishing. One of the largest studies ever conducted on the subject. The project entailed focus groups to give natural resource and outdoor

recreation managers in-depth information on who participates in these activities, why they participate, and what causes them to be active or inactive in the sport.

Factors Related to Hunting and Fishing Participation in the U.S.: Literature Review. A three-year study on factors related to hunting and fishing recruitment, retention, and desertion and public opinion on and attitudes toward hunting and fishing. One of the largest studies ever conducted on the subject. The project entailed a major literature review to give natural resource and outdoor recreation managers in-depth information on who participates in these activities, why they participate, and what causes them to be active or inactive in the sport.

Factors Related to Hunting and Fishing Participation in the U.S.: Final Report. A three-year study on factors related to hunting and fishing recruitment, retention, and desertion and public opinion on and attitudes toward hunting and fishing. One of the largest studies ever conducted on the subject. The project involved a major literature review, 13 focus groups, a nationwide telephone survey, and a multiple regression analysis to give natural resource and outdoor recreation managers in-depth information on who participates in these activities, why they participate, and what causes them to be active or inactive in the sport.

Factors Related to Hunting and Fishing Participation in the U.S.: Fishing Focus Groups. A three-year study on factors related to hunting and fishing recruitment, retention, and desertion and public opinion on and attitudes toward hunting and fishing. One of the largest studies ever conducted on the subject. The project entailed focus groups to give natural resource and outdoor recreation managers in-depth information on who participates in these activities, why they participate, and what causes them to be active or inactive in the sport.

Factors Related to Hunting and Fishing Participation in the U.S.: Quantitative Analysis. A three-year study on factors related to hunting and fishing recruitment, retention, and desertion and public opinion on and attitudes toward hunting and fishing. One of the largest studies ever conducted on the subject. The project entailed a nationwide telephone survey and a multiple regression analysis to give natural resource and outdoor recreation managers in-depth information on who participates in these activities, why they participate, and what causes them to be active or inactive in the sport.

The Effects of Mandatory Basic Hunter Education and Advanced Hunter Training on Hunter Recruitment and Retention. Focus groups, telephone surveys, and a multiple regression analysis to determine the impacts of mandatory basic hunter education and advanced hunter training on hunter satisfaction, recruitment, and retention.

The Effects of Mandatory Basic Hunter Education and Advanced Hunter Training on Hunter Recruitment and Retention: Youth Survey. Study of youth to determine the impacts of mandatory basic hunter education and advanced hunter training on hunter satisfaction, recruitment, and retention.

Factors Related to Youth Hunting and Fishing Participation Among the Nation's Youth. Phase II: Focus Group Report. A series of focus groups with youth 8-18 years old about hunting and fishing participation, recruitment, and retention.

Factors Related to Youth Hunting and Fishing Participation Among the Nation's Youth. Phase III: Telephone Survey. A nationwide telephone survey of youth age 8-18 years old on their opinions on and attitudes toward hunting and fishing participation.

Factors Related to Youth Hunting and Fishing Participation Among the Nation's Youth. Phase IV: Telephone Survey with Cross-Tabulations. A nationwide telephone survey of youth age 8-18 years old on their opinions on and attitudes toward hunting and fishing participation. This report is a supplement to the telephone survey results report. This report includes extensive cross-tabulations and statistical analyses.

Factors Related to Youth Hunting and Fishing Participation Among the Nation's Youth. Phase V: Final Report. The final report includes a synthesis of the findings from the literature review, focus groups, and telephone survey and analyses, as well as the implications of the findings. It also includes recommendations and strategies to increase participation in hunting and fishing among the nation's youth and improve the retention of these participants.

Factors Related to Youth Hunting and Fishing Participation Among the Nation's Youth. Phase I: Literature Review. The literature review consisted not only what is known about youth and hunting and fishing participation, but also what is known about youth participation in other activities, demographic trends affecting youth, and children's cognitive development and stages of learning.

Developing Effective and Responsive Partnerships: Needs Assessment for the Biological Resources Division, National Biological Survey. In-person and telephone surveys of key constituents and a needs assessment of outreach efforts for the National Biological Survey. This project culminated in a full-color booklet.

State Biological Science Information Needs Assessment. Study to obtain information from state agencies and institutions involved in natural resources. A standard questionnaire sent to each state's fish and wildlife agency, forestry department, parks department, environmental protection agency, and natural resources agency, as well as state museums and staff involved with natural heritage or nongame programs.

Virginia Boaters' Attitudes Toward Boating. Survey of Virginia registered boaters on boating issues in Virginia and Department of Game and Inland Fisheries' boating programs.

Virginia Hunters' Attitudes Toward Hunting and Wildlife Management. Survey of licensed Virginia hunters to assess their attitudes toward hunting, hunting regulations, and the Department of Game and Inland Fisheries' hunting programs.

Washington State Sturgeon Anglers' Opinions on Potentially Lowering the Sturgeon Limit. This study was conducted to determine licensed anglers' opinions on potential sturgeon regulations. The study entailed a telephone survey of Washington State licensed anglers who fished for sturgeon in the past 2 years.

The Issue of Hunter Access: An evaluation of and the implications for hunter access as a cause of hunter dissatisfaction. Hunter access is increasingly being reported by hunters as become more of a problem and reducing their level of satisfaction with hunting. This report is an evaluation of the various factors related to hunter access. Both the realities of the physical constraints to hunter access as well as the psychological perceptions of hunters toward hunter access are examined.

Washington State Angler Preference Survey 2003. The purpose of this study was to ascertain angler participation in various fisheries in Washington State, the species for which they prefer to fish, and their opinions on regulations. The research entailed a survey of Washington State licensed anglers.

Washington Department of Fish and Wildlife Hunter Opinion Survey: Elk and Deer Hunter License Holders. Survey of licensed Washington hunters on issues related to big game hunting in Washington, such as regulation changes and season lengths.

Washington Department of Fish and Wildlife Survey of Eastern Washington Upland Bird Hunters. Telephone survey of upland bird permit holders to assess their opinions on and attitudes toward pheasant, partridge, and quail hunting and management in eastern Washington.

Washington Residents' Opinions on and Attitudes Toward Hunting and Game Species Management. A telephone survey to assess the attitudes and perceptions of the general population toward hunting and the Washington State Department of Fish and Wildlife's game species management program. The study allowed the Department to better manage game species and hunting programs.

Washington Hunters' Opinions on and Attitudes Toward Game Species Management. Telephone surveys to assess the attitudes of hunters regarding game species management and hunting regulations. This study entailed two separate telephone surveys about hunting and game species management. The first telephone survey assessed hunters' attitudes toward game species management in Washington and included a breakdown of respondents according to seven different license types (deer, elk, small game, bear-cougar, furbearer, waterfowl, bighorn sheep-mountain goat-moose). The second telephone survey of hunters used a survey instrument that is similar to one that was used to assess the opinions and attitudes of the general population.

Western Washington Pheasant Hunters' Opinions. The purpose of this study was to assess western Washington pheasant hunters' opinions on proposed license changes for western Washington pheasant hunting. Changes were needed to fully fund the Western Washington Pheasant Enhancement Program. The primary proposed change was to increase funding for the Program, thereby making it self-sustaining. The study entailed a telephone survey of those who had purchased a western Washington pheasant hunting card.

West Virginia 1998 Hunter Survey. Survey of hunters in West Virginia to better understand attitudes toward the 9-day antlerless deer season, hunting pressure, issues surrounding access, and opinions of deer population levels.

Stakeholders' Opinions on the Viability and Benefits of Training Wood Product Industry Personnel Online: Focus Group Results. Two focus groups regarding online training for employees in the timber and related industries.

Deer Hunter Survey: Licensed Deer Hunters' Opinions on and Attitudes Toward Deer Management in Wyoming. Survey of deer hunters in Wyoming regarding opinions of and attitudes toward deer management strategies.

Wyoming 1997 Hunting Expenditures. A survey of Wyoming hunting license holders to estimate hunting-related expenditures among resident and nonresident hunters of elk, deer, and antelope.

Licensed Elk Hunters' Opinions on and Attitudes Toward Elk Management in Wyoming. A survey of elk hunting license holders to identify preferences, perceptions, and attitudes related to elk management and elk hunting.

Licensed Antelope Hunters' Opinions on and Attitudes Toward Antelope Hunting and Management in Wyoming. A telephone survey of antelope hunting license holders regarding antelope hunting and management strategies in Wyoming.

Licensed Motorboat Operators' and Registered Personal Watercraft Users' Opinions and Attitudes Toward Motorized Boating in Wyoming. A telephone survey regarding motorboat use and location, factors in choosing location, law enforcement issues related to boating, boater behavior and safety, and other issues.

Wyoming 1998 Fishing Trip Expenditures. A survey of resident annual license holders, resident youth annual license holders, and non-resident annual license holders who did and did not take packaged fishing tours.

Wyoming Residents' Attitudes Toward Wyoming Game and Fish Department Law Enforcement Activities. A telephone survey to assess residents' attitudes toward, knowledge about, and perceived priorities for the Wyoming Game and Fish Department's law enforcement activities.

Wyoming Small Game/Upland Game Bird Expenditure Survey. A study conducted to estimate small game and upland game bird hunter expenditures.

Hunting and Trapping Expenditures in Wyoming During the 2001 Season. Study for the Wyoming Game and Fish Department to determine hunters' and trappers' expenditures and the impact that hunting and trapping has on the Wyoming economy. It was the fourth survey in a series of hunter/angler expenditure studies conducted for the WGFD. The study also obtained hunters' and trappers' opinions on several game management issues. The study entailed a telephone survey of individuals who held a resident or nonresident moose, sheep, goat, mountain lion, black bear, furbearer, or bison license.

Wyoming Hunters' Opinions on the Allocation of Limited Quota Deer, Elk, and Antelope Licenses. A telephone survey of people who had applied for a Wyoming big game hunting

license to assess hunters' opinions on various licensing systems and regulations, including a bonus point system, premium hunt areas, and elk feedgrounds.

Wildlife and the American Mind: Public Opinion on and Attitudes Toward Fish and Wildlife Management. Compendium of research, including both Responsive Management research and research from other organizations, about fish and wildlife management. Written under a grant from the U.S. Fish and Wildlife Service.

Floridians and Wildlife: Sociological Implications for Wildlife Conservation in Florida. Study of the sociological implications for wildlife conservation.

Idaho Hunters' and Anglers' Attitudes Toward Wilderness Areas in Idaho. A study to determine hunters' and anglers' opinions on an assortment of hunting and fishing issues, particularly as they relate to wilderness areas. The study entailed a survey of hunters and anglers in Idaho and was conducted for the Campaign for America's Wilderness and Trout Unlimited.

Theodore Roosevelt Conservation Alliance Survey: National Forest Hunters' Attitudes Toward Roads in the National Forests. Telephone survey of licensed hunters across the U.S. regarding access to, values associated with, quality of hunting in, and roads in the National Forests.

Theodore Roosevelt Conservation Alliance Survey. Telephone survey of licensed hunters and anglers regarding forest management in National Forests, understanding of the Forest Service mission, and future desires for forestry management, including roadless forest areas.

Access to Federal Hunting Lands in Colorado. A telephone survey of Colorado hunting license holders, both resident and nonresident, was conducted for the Congressional Sportsmen's Foundation to better understand hunting access to federal public lands in Colorado.

Colorado Wildlife Law Enforcement Study. Telephone survey of Colorado hunters, anglers, and residents regarding attitudes toward wildlife law enforcement issues.

Opinions on and Attitudes of Georgia Residents, Hunters, and Landowners Toward Deer Management in Georgia. A telephone survey of Georgia's general population, hunters, and landowners was conducted to determine their opinions on and attitudes toward deer management in Georgia. Extensive geographic analyses were conducted to pinpoint differences in attitudes and opinions based on respondents' location.

Opinions of the General Population, Hunters, and Farmers Regarding Deer Management in Delaware. A telephone survey of Delaware's general population, hunters, and farmers was conducted to determine their opinions on and attitudes toward deer management in Delaware, including opinions on the health and size of the deer population, hunting, deer hunting regulations, and the performance of the Delaware Division of Fish and Wildlife.

New Hampshire Residents' and Hunters' Opinions on the Status and Management of Big Game Populations. This study was conducted for the New Hampshire Fish and Game Department to determine public opinion on and attitudes toward populations and management of big game

species, including white-tailed deer, black bear, moose, and wild turkey. The results include trends among the public and hunters, as well as regional analyses.

Washington State Hunters' and Landowners' Opinions on the Private Lands Wildlife Management Area Program. This study included surveys to determine opinions about private lands and access for hunting and other outdoor recreational pursuits. The surveys were conducted to determine opinions about the private lands program from private landowners, hunters who have utilized the existing PLWMAs, and general hunters living in communities near existing PLWMAs or hunters who hunted the Game Management Unit in which the PLWMAs were located.

National Shooting Sports Foundation Hunter Opinion Survey: Hunting Participation and Attitude Survey. Nationwide telephone survey of licensed hunters regarding opinions of and participation in hunting and shooting activities.

Hunters' Knowledge of and Attitudes Toward Threats to California Condors. A telephone survey of licensed hunters in Arizona, California, and Utah was conducted to determine their knowledge of and attitudes toward the California condor, including threats to condors, particularly lead poisoning.

Wyoming Resident Hunter and Angler Attitudes Toward Resident Hunting and Fishing License Fees. A survey to assess resident hunting and resident fishing license holders' attitudes toward resident hunting and resident fishing license fee increases.

Colorado Hunters' Attitudes Toward Elk Hunting Alternatives. Telephone survey of elk hunters to assess their preference for elk and other hunting opportunities in Colorado.

Anglers' Attitudes Toward and Opinions on Fishing Issues in Colorado. Telephone survey of Colorado anglers to assess fishing satisfaction levels and their opinions on proposed regulation changes.

South Carolina Fishing License Holders' Opinions on and Attitudes Toward Freshwater Fisheries Management and the South Carolina Department of Natural Resources. A telephone survey of South Carolina licensed anglers was conducted to determine their participation in fishing and their attitudes toward and opinions on fisheries management and the South Carolina DNR. The report also presents trend data from previous Responsive Management surveys conducted for the South Carolina Department of Natural Resources.

New Hampshire Angler Survey: Resident Anglers' Participation in and Satisfaction with Fishing and Their Opinions on Fishing Issues. Study to determine anglers' participation in fishing, their satisfactions and dissatisfactions, their license purchasing behaviors, their typical fishing behaviors, and their likelihood to purchase licenses at specific costs.

Arkansas Resident Anglers' and Non-Resident Anglers' Awareness of and Attitudes Toward Fishing in Arkansas. Telephone survey of Arkansas licensed anglers, including resident, senior

resident, and non-resident anglers, regarding participation in, awareness of, and attitudes toward fishing in Arkansas and fishing regulations.

Future of Fishing. Nationwide study to identify specific programs and strategies for identified target markets to increase interest in and awareness of fishing. Included six focus groups, a major national telephone survey, and separate surveys of under-represented groups.

American Sportfishing Association Fishing Motivation Study. Annual telephone survey of anglers nationwide on angling participation, satisfaction, and motivations. This research is used by the Association, fishing tackle manufacturers, and fish and wildlife organizations to market and promote the benefits of fishing.

Pennsylvania Anglers' and Boaters' Attitudes Toward Aquatic Resources, Fishing and Boating. Telephone survey of boaters and anglers in Pennsylvania on issues regarding fishing and boating and attitudes toward the Pennsylvania Fish and Boat Commission.

Virginia Anglers' Attitudes Toward Fishing and Fisheries Management. Survey of Virginia anglers to assess their attitudes toward fishing, their fishing satisfaction, fishing regulations, and Department of Game and Inland Fisheries' fishing programs.

Washington State Anglers' Attitudes Toward Fisheries Management. A telephone survey on anglers' attitudes and desires and an evaluation of the economic impacts of recreational fishing to Washington State. The analysis included an assessment of any trends in attitudes, desires, and economic impacts based on a 1994 survey.