

October 2009

Fall Research Update

2009 HAS BEEN A PRODUCTIVE YEAR at Responsive Management. We've had the opportunity to work on a variety of exciting projects for more than 40 governmental, non-profit, and private organizations. These projects include qualitative research on conservation issues; regional and national program evaluations; departmental marketing plans; quantitative studies on hunting and fishing license sales; and opinions of hunters, anglers, and the general population on wildlife management issues.

In order to highlight the various types of research we conduct, this month we feature a summary of recent, current, and ongoing projects. Because these studies are so recent or still under way, full reports for them are not yet available. Once these projects are complete, each client will decide whether to make its report publicly available. Those who decide to share their results will have their reports posted to our website.

If you have questions about any of these studies, or if you have an idea for a study that you'd like to discuss, please feel free to email me at mark@responsivemanagement.com.

*Mark Damian Duda
Executive Director*

RECENT PROJECTS

Focus Groups With Anglers Regarding a Monofilament Fishing Line Recycling Program

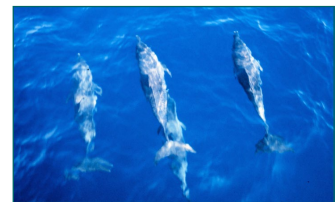
Responsive Management conducted this study for the BoatUS Foundation to determine the opinions and behaviors of anglers regarding litter, recycling, and a monofilament fishing line recycling program called "Reel In and Recycle," which facilitates removal of discarded monofilament fishing line from the environment and assists in and encourages recycling of used line. Three focus groups with recreational anglers were conducted -- one in Braintree, Massachusetts, one in Manahawkin, New Jersey, and one in Surfside Beach, South Carolina.

African Community Members' Opinions on the Commercial Trade and Consumption of Bushmeat

Responsive Management conducted these focus groups for the Bushmeat Crisis Task Force (BCTF) to assess the awareness of, knowledge of, and opinions on the

illegal commercial trade and consumption of bushmeat among members of African communities in the United States. The research was a preliminary step to assist the BCTF in understanding the motivations for consuming bushmeat, awareness of laws prohibiting its trade and consumption, and attitudes toward alternatives to bushmeat. The results will be used by the BCTF to assist in developing an overall campaign strategy to raise awareness of and reduce participation in illegal bushmeat trade and consumption.

A Programmatic Evaluation of the Marine Mammal Health and Stranding Response Program Networks



CMDR GRADY TUELL / NOAA CORPS

Responsive Management conducted this study for the National Marine Fisheries Service (NMFS) to assist in the evaluation of the Marine Mammal Health and Stranding Response Program in the four major Marine Mammal Stranding Network (MMSN) regions: the Northeast, Southeast, Southwest, and

Northwest Regions. Topics covered include reasons for participating in the MMSN; the organization's frequency of contact with the NMFS; participant training levels and experience; funding/support among MMSN participant organizations; opinions on MMSN management and administration; satisfaction with protocols and response activities among participant organizations; opinions on outreach, publicity, and Fisheries Service support; and recommendations for MMSN improvement.



NASP FOUNDATION

An Assessment and Evaluation of the National Archery in the Schools Program

Responsive Management conducted this three-phase study for the

National Archery in the Schools Program (NASP) Foundation to evaluate the NASP and its effects on student attendance and academic achievement, as well as its effects on student and family interest in archery. Phase I entailed a survey of NASP instructors regarding their observations and perceptions of the effects of the NASP; Phase II entailed a survey of students who participated in the NASP and students who did not participate in the NASP; and Phase III entailed an analysis of student grades to assess student performance as it related to NASP participation.

“Wear It California!” and “Wear It Tennessee!” Life Jacket Campaign Assessments

Responsive Management conducted these studies for the National Safe Boating Council, the BoatUS Foundation, the U.S. Coast Guard, and California Department of Boating and Waterways and the Tennessee Wildlife Resources Agency, respectively, to determine the effect of an intensive marketing effort to increase life jacket use in California and Tennessee. The studies entailed telephone surveys of boaters in California and Tennessee who had participated in the “Wear It” campaigns by receiving a free life jacket and filling out a pledge card where they agreed to wear the life jacket, to encourage others to wear life jackets, and to boat safely and responsibly at all times. Respondents were asked about their knowledge regarding life jacket use, who they thought should wear life jackets, when they thought life jackets should be worn, what motivated them to wear a life



NATIONAL SAFE BOATING COUNCIL

jacket, their awareness of the “Wear It” campaign, their motivations for participating in the program, and how the free life jacket had influenced their life jacket use.

Survey of Delaware Residents Regarding the Strategic Direction of the Division of Fish and Wildlife

Responsive Management conducted this study for the Delaware Department of Natural Resources and Environmental Control to determine Delaware residents' opinions on and experiences with outdoor recreation and wildlife management. The study consisted of a telephone survey of state residents regarding their opinions on fish, wildlife, and outdoor recreation issues that the state currently faces; their knowledge, awareness, and overall rating of the Department's Division of Fish and Wildlife; their opinions on fish and wildlife management; their values regarding natural resources and outdoor recreation; their experiences with nuisance wildlife; their participation in outdoor activities; their participation in the Division's landowner programs; and their opinions on funding for the Division.

Increasing Freshwater Fishing Participation and Fishing License Sales in Washington State: A Marketing Plan for the Washington Department of Fish and Wildlife

Responsive Management developed a marketing plan to assist the Department's Fish Program in meeting several of



its overall strategic goals. The marketing plan examines the opportunities and challenges that the Fish Program faces as it aligns itself with the needs and desires of Washington residents; explores the demographic trends taking place in Washington and important characteristics within various target markets to assist the Department in better understanding its constituencies; and offers communications recommendations and outreach strategies to increase fishing participation and fishing license sales in Washington.

The Impact of Changes in Fishing License Structure and Fees on Fishing Participation and License Sales in Maryland

Responsive Management partnered with EA Engineering, Science, and Technology to assist the Maryland Department of Natural Resources' Fisheries Service to assess the impact of fishing license structure and fee changes on angler participation, license sales,

and state revenue. In response to an overall decline in fishing license sales in Maryland due to license fee increases, the Department commissioned the study, which included a comprehensive review of fishing license structure, fees, and policy changes. Responsive Management completed a cost analysis of average license fees for various license types and a multiple regression analysis to estimate license sales and revenue for various price points. These analyses were used to identify best practices and to inform future decisions and policy changes in licensing.



MILTON FRIEND / USFWS

Survey of Hunters Regarding Hunting and Wildlife Management in Kentucky

Responsive Management conducted a telephone survey of resident hunting license holders

for the Kentucky Department of Fish and Wildlife Resources to inform the Department's future decision making. Respondents were asked about hunting participation and harvest; the number of days they hunted; harvest of grouse, quail, rabbit, and squirrel; satisfaction with hunting and with wildlife management; conflicts with other recreationists; participation in other outdoor activities; opinions on allowable activities in wildlife management areas and forest management for habitat improvement; knowledge of and opinions on Department funding; and opinions on funding and management efforts for recovery of various species.

Survey Regarding Recreation in the Peabody Wildlife Management Area in Kentucky

This study was conducted for the Kentucky Department of Fish and Wildlife Resources regarding recreation in the Peabody Wildlife Management Area (WMA). The study entailed a telephone survey of holders of a Peabody WMA User Permit. Respondents were asked about visitation; hunting participation and days hunted; species hunted and harvested; opinions on hunting regulations; fishing activities; shooting activities; fish and wildlife law enforcement; conflicts with other recreationists; and the Department's habitat management activities.

CURRENT PROJECTS

Anchorage Residents' Attitudes Toward Bears and Bear Management Issues

Responsive Management recently conducted focus groups and will soon administer a public opinion survey for the Alaska Department of Fish and Game to assess Anchorage residents' attitudes toward bears,



JOHN AND KAREN HOLLINGSWORTH / USFWS

bear habitat, and various bear management options. Objectives include describing public opinion on the desired future of fish and wildlife in Anchorage in general; quantifying reduction in use of public trail facilities resulting from fear of wildlife encounters; determining expected public acceptance of various management options; assessing public knowledge and awareness of ways to avoid and properly deal with bear encounters around the home and while recreating; and determining how past experience with bears affects public attitudes toward risks and potential management solutions.

Public Knowledge of and Opinion on Sea Level Rise and Its Impact in Delaware

Responsive Management will assess Delaware residents' awareness and understanding of key issues regarding sea level rise for the Delaware Department of Natural Resources and Environmental Control. Residents will be asked about sea level rise, their perception of sea level rise and its overall effect on the economy and ecology of the state, and their opinions regarding long-range planning for sea level rise and damage prevention.

The Impact of Various Images and Media Portrayals on Public Knowledge of and Attitudes Toward Chimpanzees

Responsive Management will complete a survey of U.S. residents for the Lincoln Park Zoo's Lester



AARON LOGAN

E. Fisher Center for the Study and Conservation of Apes in Chicago, Illinois. The study will assess public perception of chimpanzees, explore public reaction to various images and media portrayals, and examine the impact of this media on public attitudes toward chimpanzees and threats of endangerment to the species.

Public Perception of and Value Regarding the Parks and Recreation Profession

Responsive Management will design and administer a two-phase study for the Missouri Park and Recreation Association (MPRA), including a telephone survey of Missouri citizens and a multi-modal survey of elected officials and MPRA members, to identify perceptions of and values regarding parks and recreation

opportunities, assess satisfaction with agency facilities and services, and determine opinions on and attitudes toward the parks and recreation profession's strengths and weaknesses in meeting its goals and mission.



RYAN HAGERTY / USFWS

New Hampshire Outdoor Recreation Survey

Responsive Management will conduct a public opinion survey of New Hampshire residents for the New Hampshire Fish and

Game Department to assess public opinions on and attitudes toward outdoor recreation opportunities in the state and the Department's programs and services. The study will focus on better understanding public opinion on and attitudes toward the Department's programs and services; determining public participation in outdoor recreation activities and satisfaction with outdoor recreation opportunities in the state; assessing whether Department services and priorities align with public perception, needs, and expectations; identifying gaps in programs, services, and/or communication and outreach efforts; and examining differences in values and perceptions that exist across various socioeconomic and demographic categories.

Attitude, Preference, and Use Survey of New Jersey Freshwater Anglers

Responsive Management will conduct a survey for the New Jersey Department of Environmental Protection, Division of Fish and Wildlife, Bureau of Freshwater Fisheries that will assess New Jersey licensed anglers' fishing participation and avidity, determine their opinions on and attitudes toward fishing and fishing-related issues in the state, and explore their fishing preferences and satisfaction with fishing opportunities in the state.



Workshop Facilitation Services for the Marine Mammal Health and Stranding Program

Responsive Management will provide workshop facilitation services at three meetings held by the National Marine Fisheries Service in 2009-2010. The first workshop will be held in October 2009 at the Biennial Conference on the Biology of Marine Mammals in Quebec City, Canada, hosted by the



Society for Marine Mammalogy, and will focus on marine mammals that are perceived as "out-of-habitat" or in peril, but are not stranded, and that pose complex challenges

to management agencies and stranding network organizations. The second workshop will be held in December 2009 on the west coast with the Technical Panel of the John H. Prescott Marine Mammal Rescue Grant Assistance Program and will focus on the results of Responsive Management's nationwide assessment and evaluation of the Marine Mammal Stranding Network (MMSN). The third workshop will be held in April 2010 at the National MMSN Conference at the National Conservation Training Center in Shepherdstown, West Virginia, and will focus on how stranding network organizations prioritize their efforts and how U.S. and international organizations can improve interregional relations to enhance marine mammal health investigations.

ONGOING PROJECTS

Issues Related to Hunting Access in the United States (in cooperation with the National Shooting Sports Foundation under Multi-State Conservation Grant CT M-8-R awarded by the U.S. Fish and Wildlife Service)

Issues Related to Fishing Access in the United States (in cooperation with the American Sportfishing Association under Multi-State Conservation Grant VA M-20-R awarded by the U.S. Fish and Wildlife Service)

Strategic Direction for the Arkansas Game and Fish Commission (for the Arkansas Game and Fish Commission; development of the Commission's first-ever strategic plan)

Lapsed But Not Forgotten: Developing an Integrated Marketing Campaign to Target Lapsed Hunters in Virginia (for the Virginia Department of Game and Inland Fisheries; supported by the Hunting Heritage Partnership, a grant program of the National Shooting Sports Foundation)

Utilizing Senior Hunters to Maintain and Enhance the Hunting Heritage in Arizona (for the Arizona Game and Fish Department; supported by the Hunting Heritage Partnership, a grant program of the National Shooting Sports Foundation)

Dungeness Crab Harvest Survey (for the Washington Department of Fish and Wildlife)

RECENT AND UPCOMING PUBLICATIONS BY RESPONSIVE MANAGEMENT STAFF

- Mark Damian Duda and Martin F. Jones. "Public Opinion on and Attitudes Toward Hunting." In *Transactions of the 73rd North American Wildlife and Natural Resources Conference*, edited by Jennifer Rahm, pp. 180–198. Wildlife Management Institute, 2009.
- Mark Damian Duda, Martin F. Jones, and Andrea Criscione. "Public Awareness and Credibility of Fish and Wildlife Agencies in the Northeastern United States." *Human Dimensions of Wildlife* 14(2), pp. 142–144, 2009.
- Mark Damian Duda, Martin Jones, Andrea Criscione, and Amanda Ritchie. "The Importance of Hunting and the Shooting Sports to State, National and Global Economies." In *Proceedings of the World Symposium on the Ecologic and Economic Benefit of Hunting. World Forum on the Future of Sport Shooting Activities*, in press.
- Mark Damian Duda and Joanne L. Nobile. "The Fallacy of Online Surveys: No Data Are Better Than Bad Data." *Human Dimensions of Wildlife* 15(1), in press.
- Douglas B. Inkley, Amanda C. Staudt, and Mark Damian Duda. "Imagining the Future: Humans, Wildlife, and Global Climate Change." In *Wildlife and Society: The Science of Human Dimensions*, edited by Michael J. Manfredro, Jerry J. Vaske, Perry J. Brown, Daniel J. Decker, and Esther A. Duke, pp. 57–72. Island Press, 2009.
- Christopher W. Ryan, John W. Edwards, and Mark Damian Duda. "West Virginia Residents' Attitudes and Opinions Toward American Black Bear Hunting." *Ursus* 20(2), in press.