

# Responsive Management Report



Specializing in Survey Research on Natural Resource and Outdoor Recreation Issues

Winter 2013

## Idaho Residents' and Sportsmen's Opinions on Wildlife Management and the Idaho Department of Fish and Game

A survey conducted by Responsive Management this summer was recently part of a ground-breaking public input initiative by the Idaho Department of Fish and Game. In August 2012, the IDFG hosted the Idaho Wildlife Summit to provide residents the opportunity to be involved in wildlife conservation management decisions and to inform the agency's future direction. Attracting nearly 3,600 participants and viewers, the three-day event was held in Boise, with satellite sites in Coeur d'Alene, Lewiston, Salmon, Twin Falls, Pocatello, and Idaho Falls.

Before the summit, Responsive Management conducted a survey of Idahoans' values regarding and attitudes toward wildlife management and wildlife-related recreation issues. The scientific telephone survey collected 1,665 completed interviews: this total included 1,059 interviews with the general



Golden Eagle/Terry Spivey

population, as well as an oversample of 200 18-35-year-olds and a supplemental sample of 203 licensed hunters and 203 licensed anglers.

The research provided a framework to build conversations and further gather public opinion during the wildlife summit. IDFG Director Virgil Moore presented the results of the research in a kick-off session and the survey instrument was later utilized among stakeholders in attendance. IDFG officials plan to use the results to help guide potential revisions to the agency's strategic goals and decisions regarding possible expansion of funding for state wildlife conservation. The survey of Idaho residents was an integral part of the year-long work leading up to the summit, according to

IDFG biometrician Bruce Ackerman who partnered with human dimensions biologist Michele Beucler and fisheries biologist Lance Hebdon to work with Responsive Management researchers on crafting of questions.

"A survey like this has been done before," Ackerman said, "but we definitely wanted to do one this year because the summit was coming up. We knew people who were avid about wildlife and conservation would come to the meeting, but we also wanted to know what 'regular' people were interested in, to see if they were as interested in fish and wildlife issues as we thought they were... and we were thrilled to find they were."

**Inside** ~ opinions on Department priorities and funding, wildlife-related value and recreation, crosstabulations, and sources of information about wildlife conservation



# Opinions on Department Priorities and Funding

➤ The survey asked residents to prioritize issues that the Idaho Department of Fish and Game is currently facing and also will face over the next 10 years.

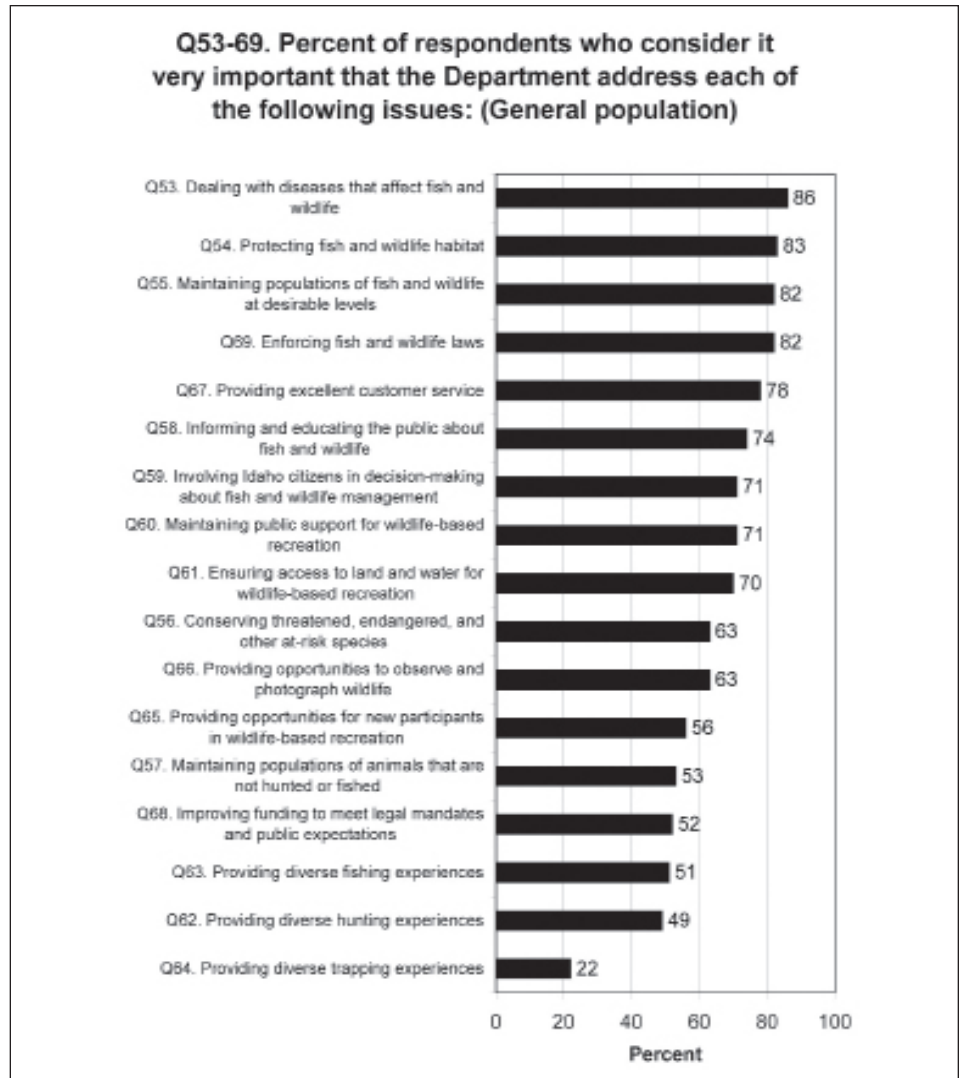
Among the top tier, with at least three-quarters of respondents describing the issue as very important, are dealing with diseases that affect fish and wildlife (86% of residents consider this to be very important), protecting fish and wildlife habitat (83%), maintaining populations of fish and wildlife at desirable levels (82%), enforcing fish and wildlife laws (82%), and providing excellent customer service (78%).

A lower tier of importance includes issues rated as very important by about half of those surveyed: providing opportunities for new participants in wildlife-based recreation (56%), maintaining populations of animals that are not hunted or fished (53%), improving funding to meet legal mandates and public expectations (52%), providing diverse fishing experiences (51%), and providing diverse hunting experiences (49%).

Just one issue on the list is markedly lower in importance compared to other issues: less than a quarter of Idaho residents (22%) think that providing diverse trapping experiences is a very important issue on which the IDFG should focus.

➤ The survey asked Idaho residents for their opinions on sources of funding for wildlife conservation and habitat management.

The survey informed respondents that the IDFG does not receive any money from state taxes and that the majority of its budget comes from hunting and fishing license sales and federal excise taxes on ammunition and hunting and fishing equipment, but that most of Idaho's wildlife are not hunted, fished, or trapped. After being informed of this, respondents were asked whether they supported or opposed the IDFG spend-



ing money from the sales of hunting and fishing licenses, tags, and permits to fund conservation or management of species that are not hunted, fished, or trapped.

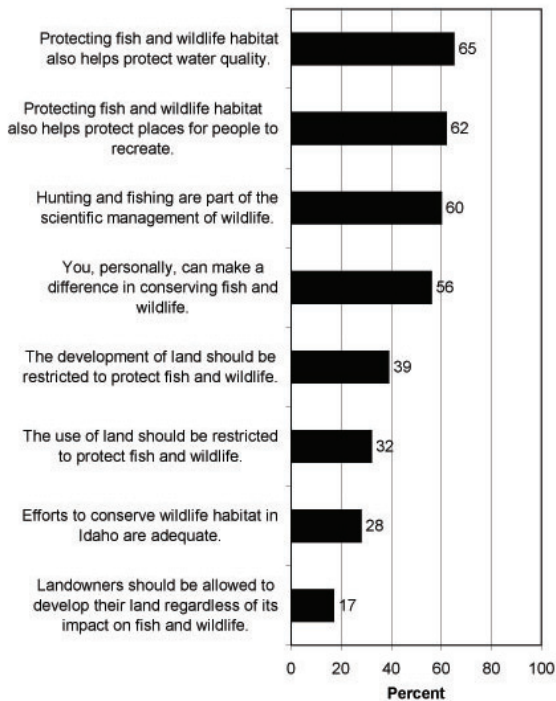
The majority of the public (72%, with 39% strongly supporting it) are in favor of using license, tag, and permit revenues this way; however, 17% are in opposition, with 8% strongly opposing. Among hunters, 67% support this use of revenue, with 32% strongly supporting it. However, 22% of hunters oppose this, with 13% strongly opposing. Among anglers, 67% support this use of revenue, with 38% strongly supporting. However, 18% of anglers oppose this, with 10% strongly opposing.

Despite widespread support for fish and

wildlife, opinions were divided about the amount of resources the state should invest in protecting fish and wildlife habitat, land, and water over the next two years: 43% think the state should invest more, while an equal number think the state should invest about the same amount. Just 3% of respondents think that the state should invest less, while 11% are unsure.

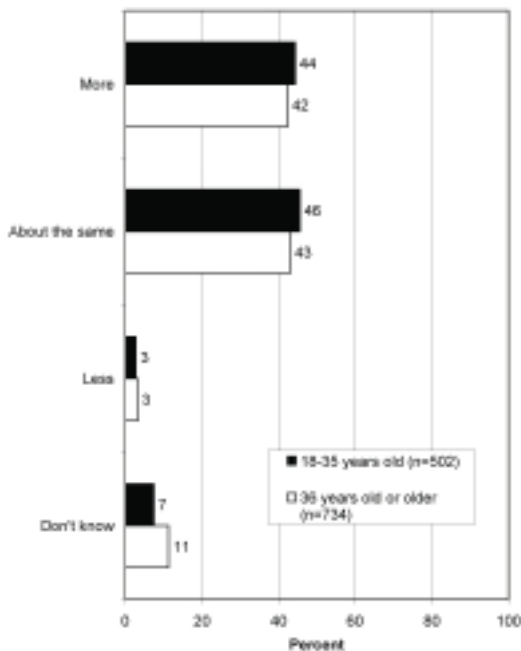
While more than three-quarters of respondents (78%) have not contributed in any way, notable percentages have purchased a bluebird, elk, or trout license plate (11%), donated through the Non-game Wildlife Check-off (also known as the Wildlife Diversity Program) on a state income tax form (10%), or donated to the Nongame Trust Fund (4%).

**Q30-37. Percent of respondents who strongly agree with each of the following statements: (General population)**



*These highlighted results of the Idaho survey show the wide range of topics, as well as crosstabulated results. For more crosstabulated results, see page 6.*

**Q94. Do you think the state of Idaho should invest more, about the same, or less resources in protecting fish and wildlife habitat, land, and water in the next 2 years?**



# The Wildlife Summit

Results of the Idaho survey were included in pre-summit media coverage, thanks to a “pre-release” strategy that IDFG biometrician Bruce Ackerman says energized media attention and ultimately led to increased attendance. Survey results also introduced important issues that the agency wanted to share with the public: for example, changes in wildlife management issues due to urbanization, issues related to threatened and endangered species, and new approaches to allocation of revenue and funding sources.



During the summit, a wide variety of techniques was used to collect public comment, including evaluations, live chats, small group conversations, and an on-site survey that asked many of the questions asked earlier to the general population. Interaction formats at the summit were developed with a focus on the event’s three main goals, Ackerman said: to establish connections with groups that weren’t as familiar with the agency and to discuss the development of diversified funding sources, specifically in support of conservation of nongame species.

In the weeks after the summit, the agency continued to process and interpret the vast amount of data collected. IDFG recently published a 56-page report containing the results of the general population survey, as well as their preliminary findings from the various public input sessions at the summit. In December, the report was mailed to approximately 1,000 people, including summit participants and other citizens. It can also be accessed on IDFG’s website ([www.fishandgame.idahogov](http://www.fishandgame.idahogov)).

The work is far from finished, Ackerman said. A more complete report will be published in the coming months. The agency has also created advisory committees, which are meeting with survey data and public input in hand to inform their work preserving, managing, and conserving the state’s wildlife populations.

# Responsive Management Curriculum

## Fishing

- ✓ Factors Related to Recent Increases in Hunting and Fishing License Sales
- ✓ New Jersey Freshwater Trout Anglers' Participation in, Preferences for, and Attitudes Toward Trout Fishing
- ✓ An Evaluation of The National Fishing in Schools Program
- ✓ American Fisheries Society Study to Assess Fisheries Professionals' Salaries and Benefits in North America
- ✓ North Carolina Catfish Anglers' Participation in Catfishing and Their Opinions on Management of Catfish
- ✓ Increasing Freshwater Fishing Participation and Fishing License Sales in Washington State: A Marketing Plan for the Washington Department of Fish and Wildlife
- ✓ Freshwater and Saltwater Fishing Participation Among Alabama Residents
- ✓ Resident Participation in Freshwater and Saltwater Sport Fishing in Georgia
- ✓ Characteristics, Participation, and Avidity of Georgia Lifetime License Holders
- ✓ Characteristics, Participation, and Avidity of South Carolina Lifetime and Multi-Year License Holders
- ✓ Identifying Sportfishing's Competition to Improve Angler Recruitment and Retention
- ✓ Effectiveness of Hunting, Shooting, and Fishing Recruitment and Retention Programs
- ✓ Licensed Anglers' Participation in Fishing on the McKenzie River and Opinions on Various Aspects of Fishing Regulations Pertaining to the McKenzie River
- ✓ Understanding the Impact of Changes to North Carolina's Hunting and Fishing License Structure and Fee Schedule
- ✓ An Assessment of Public Opinion on Fishing and Hunting License Structures and Pricing in Minnesota

## Hunting

- ✓ Factors Related to Recent Increases in Hunting and Fishing License Sales
- ✓ Hunter Education and Beyond: Providing the Next Steps to Course Graduates
- ✓ Hunters' Attitudes Toward Chronic Wasting Disease (CWD) and Related Deer Management Efforts in Maryland
- ✓ An Examination of Lapsed Hunters' Reasons for Hunting Cessation in Pennsylvania
- ✓ Elk Hunters' Opinions on the Quality of Elk Hunting and on Elk Management in Wyoming
- ✓ Florida Residents', Hunters', and Stakeholders' Opinions on and Attitudes Toward Deer and Deer Management Issues
- ✓ Small Game Hunting and Harvest in Florida
- ✓ Landowners' Attitudes Toward and Potential Motivations for Allowing Public Access to Hunting on Their Land in Virginia
- ✓ Trends in Maryland Residents' Attitudes Toward Bears and Bear Management Issues
- ✓ Louisiana Residents' Attitudes Toward Bears and Bear Management Issues
- ✓ Tennessee Residents' Opinions on Black Bears in General and the Management and Hunting of Black Bears
- ✓ Wyoming Mule Deer Hunters' Opinions on Mule Deer Hunting and Mule Deer Management Statewide
- ✓ Deer Harvest in Florida
- ✓ Understanding the Impact of Peer Influence on Youth Participation in Hunting and Target Shooting
- ✓ Hunters' Attitudes Toward Chronic Wasting Disease (CWD) and Related Management Efforts in Hampshire County, West Virginia
- ✓ Evaluating Apprentice Licenses as a Hunter Recruitment Strategy

- ✓ Effectiveness of Hunting, Shooting, and Fishing Recruitment and Retention Programs
- ✓ A Follow-Up Evaluation of the Effectiveness of Hunting, Shooting, and Fishing Recruitment and Retention Programs
- ✓ Hunting Participation and Success in West Virginia
- ✓ West Virginia Residents' Opinions on Black Bears
- ✓ Pennsylvania Residents' Opinions on and Attitudes Toward Deer and Deer Management
- ✓ Understanding Activities that Compete with Hunting and Target Shooting
- ✓ Deer Management and Deer Hunting in Indiana
- ✓ Georgia Spring Turkey Harvest Survey
- ✓ Harvest of Wildlife in Georgia
- ✓ Non-Resident, Honorary, and Lifetime License Holders' Hunting Participation and Harvest in Georgia
- ✓ Hunting on Wildlife Management Areas (WMAs) in Georgia: Hunters' Attitudes Toward WMAs
- ✓ Alabama Licensed Hunters' Opinions on and Participation in Hunting on Wildlife Management Areas (WMAs)
- ✓ Americans' Attitudes Toward Hunting, Fishing and Target Shooting
- ✓ Virginia Kill Permit Holders' Opinions on and Attitudes Toward Kill Permits
- ✓ Understanding the Impact of Changes to North Carolina's Hunting and Fishing License Structure and Fee Schedule
- ✓ Attitudes Toward Mule Deer Management in the Platte Valley

## Shooting

- ✓ Surveying the Social Media Landscape: Identifying the Most Effective Social Media Delivery Methods to Increase Support for and Participation in Hunting and Shooting

# urrent and Completed Projects

- ✓ Understanding the Impact of Peer Influence on Youth Participation in Hunting and Target Shooting
- ✓ Effectiveness of Hunting, Shooting, and Fishing Recruitment and Retention Programs

## Boating

- ✓ South Carolina Charter Vessel License Holders Survey

## Wildlife Viewing

- ✓ Participation in and Opinions on Birding in Florida and Satisfaction with the Great Florida Birding and Wildlife Trail

## Outdoor Recreation and Parks

- ✓ An Assessment of Off-Highway Vehicle (OHV) Use, Knowledge Regarding Environmental Impacts of OHV Use, and OHV Marketing Campaign Efforts in Utah
- ✓ Outdoor Recreation in Washington State: Surveys of Residents, Visitors and Tourists, and Recreation Providers for the State Comprehensive Outdoor Recreation Plan (SCORP)
- ✓ Iowa Survey for the State Comprehensive Outdoor Recreation Plan (SCORP)
- ✓ Polk County, Iowa, Survey for the State Comprehensive Outdoor Recreation Plan (SCORP): County-Specific Outdoor Recreation Participation and Needs
- ✓ Outdoor Recreation Among Residents and Tourists in Florida: Survey and Report for the State Comprehensive Outdoor Recreation Plan (SCORP)
- ✓ Outdoor Recreation in Delaware: Survey and Report for the State Comprehensive Outdoor Recreation Plan (SCORP)

## Fisheries Management

- ✓ Stakeholder Focus Groups and Public Meetings to Assess Attitudes Toward Regulations and Assist in the Development of a Saltwater Fisheries Management Plan

- ✓ North Carolina Catfish Anglers' Participation in Catfishing and Their Opinions on Management of Catfish
- ✓ American Fisheries Society Study to Assess Fisheries Professionals' Salaries and Benefits in North America

## Wildlife

- ✓ Understanding Public Attitudes Toward Human-Wildlife Conflict and Nuisance Wildlife Management in the Northeast United States
- ✓ Panama City Residents', Visitors', and Business Operators' Attitudes Toward the Illegal Feeding and Harassment of Wild Dolphins
- ✓ Virginia Black Bear Management Plan 2012-2021
- ✓ Idaho Residents' and Sportsmen's Opinions on Wildlife Management and the Idaho Department of Fish and Game
- ✓ Public Awareness of and Opinion on the Reintroduction of Elk in Western Maryland
- ✓ Kentucky Residents' Awareness of and Opinions on Elk Restoration and Management Efforts

## Endangered Species

- ✓ Kansas Residents' Opinions on Threatened and Endangered Wildlife and Actions to Protect Wildlife

## Natural Resources

- ✓ An Assessment of the Performance and Success of the Texas Outdoor Adventures Education Program

## Water Resources

- ✓ An Assessment of the Impacts of Outreach and Education for the Barnegat Bay National Estuary Program and of Public Knowledge of Fertilizer Use as It Relates to the Bay
- ✓ West Virginia Residents' Opinions on and Tolerance Levels of Algae in West Virginia Waters

## Coastal Resources

- ✓ Panama City Residents', Visitors', and Business Operators' Attitudes Toward the Illegal Feeding and Harassment of Wild Dolphins
- ✓ A Follow-Up Study to Further Explore Commercial Business Operators' Knowledge of and Attitudes Toward Human Interactions with Wild Dolphins

## Forests

- ✓ Communicating to the Northeast Public About Forest Resources and the Forest Stewardship Project: Research-Based Communications Strategies

## Law Enforcement

- ✓ Virginia Hunters', Anglers', and Boaters' Opinions on and Satisfaction with the Department of Game and Inland Fisheries' Law Enforcement Activities

## Economics and Expenditures

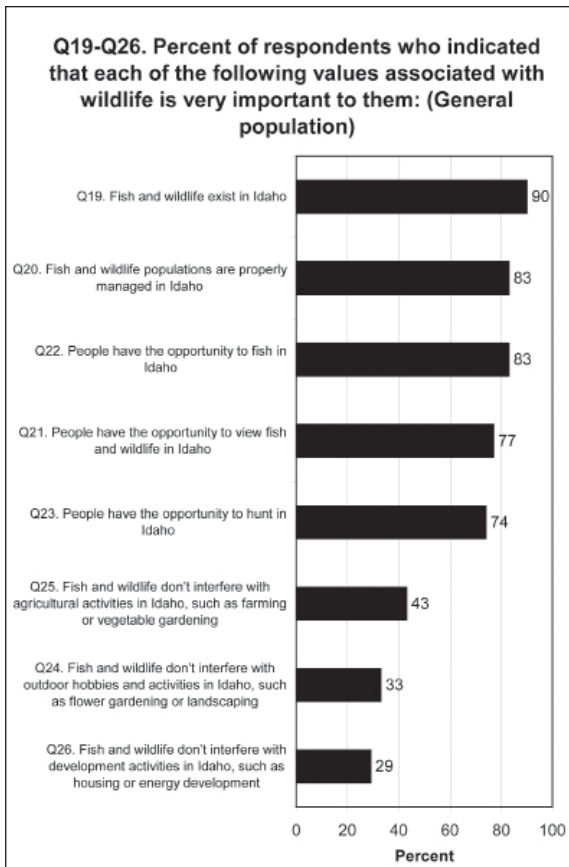
- ✓ From Media to Motion: Improving the Return on Investment in State Fish and Wildlife Marketing Efforts
- ✓ An Analysis of the Economic Impact of the Collaborative Forest Landscape Restoration Program on Local Economies in the Osceola National Forest Region in Florida
- ✓ An Evaluation of South Carolina's Electronic Marketing Campaign to Increase Hunting License Sales
- ✓ An Assessment of Public Opinion on Fishing and Hunting License Structures and Pricing in Minnesota

## Organizational Reviews and Planning

- ✓ Arkansas Game and Fish Commission Employee Satisfaction Survey
- ✓ York County, Virginia, Residents' Opinions on Living in York County
- ✓ York County, Virginia, Residents' Opinions on Issues Related to the County Comprehensive Plan

## Opinions on Wildlife-Related Values and Recreation

Survey respondents were read a list of eight statements regarding wildlife and land management priorities and asked whether they agreed or disagreed with each. As in similar studies conducted in other states by Responsive Management, Idaho residents indicated that ecological values were more important than recreational values and nuisance factors. However, values related to the quality of hunting and fishing experiences were more important than in other states..



➤ **The survey asked residents about their values regarding fish and wildlife, as well as their participation and interest in fish and wildlife-related recreation.**

The vast majority of Idaho residents (90%) value wildlife and a nearly equal majority (91%) consider the state's abundant wildlife as an important reason to live in Idaho when compared to other reasons.

A majority of Idaho residents strongly agree with the following statements: protecting fish and wildlife habitat also helps protect water quality (65% strongly agree with this); protecting fish and wildlife habitat also helps protect places for people to recreate and enjoy outdoor activities (62%); hunting and fishing are part of the scientific management of wildlife (60%); and you, personally, can make a difference in

conserving fish and wildlife (56%).

More than three-quarters of Idaho residents (78%) have viewed or photographed wildlife around their homes over the past two years, while 63% have taken a trip more than a mile from home to view or photograph fish or wildlife. Smaller percentages have gone fishing (53%) or gone hunting (35%). These hunting and fishing participation rates closely correspond to rates determined in previous studies conducted in Idaho. When asked about their interest in participating in each of certain outdoor activities in Idaho in the next 2 years, 63% of residents expressed interest in viewing or photographing wildlife around their home. This contrasts with 58% of residents who are very interested in going fishing and 42% in going hunting.

## Crosstabulations

In the survey of Idaho citizens, results from the general population survey were supplemented by an oversample of 18 to 35-year-olds, so that valid comparisons could be made against the groups in question (i.e., 18-35-year-olds and those 36 years old and older; those who hunted, those who fished, and those who both hunted and fished; and hunters and anglers in general, regardless of overlap between the two activities). Crosstabulation analysis by age group provided valuable information about the opinions of each demographic.

➤ Those 36 years old and older, compared to 18-35-year-olds, are more likely to be very interested in fish and wildlife in Idaho and more likely to strongly approve both of legal hunting and legal recreational fishing.

➤ 18-35-year-olds, compared to those 36 years old and older, are slightly more likely to agree that the development of land should be restricted to protect fish and wildlife, the use of land should be restricted to protect wildlife, and efforts to conserve wildlife habitat in Idaho are adequate.

➤ 18-35-year-olds, compared to those 36 years old and older, are slightly more likely to consider places to participate in outdoor activities, including walking, running, and enjoying nature, to be very important, and slightly less likely to consider places to hunt and fish to be very important.

➤ 18-35-year-olds, compared to those 36 years old and older, are more likely to have not participated in any kind of fish and wildlife management decision-making.

➤ 18-35-year-olds, compared to those 36 years old and older, are more likely to strongly support the IDFG spending money from the sales of hunting and fishing licenses, tags, and permits to fund conservation or management of species that are not hunted, fished, or trapped.

# About Responsive Management

**R**ESPONSIVE MANAGEMENT is an internationally recognized public opinion and attitude survey research firm specializing in natural resource and outdoor recreation issues. Our mission is to help natural resource and outdoor recreation agencies and organizations better understand and work with their constituents, customers, and the public.

Utilizing our in-house, full-service, computer-assisted telephone, mail, and web-based survey center with 50 professional interviewers, we have conducted more than 1,000 telephone surveys, mail surveys, personal interviews, and focus groups, as well as numerous marketing and communication plans, needs assessments, and program evaluations.

Clients include the federal natural resource and land management agencies, most state fish and wildlife agencies, state departments of natural resources, environmental protection agencies, state park agencies, tourism boards, most of the major conservation and sportsmen's organizations, and numerous private businesses. Responsive Management also collects attitude and opinion data for many of the nation's top universities.

Specializing in research on public attitudes toward natural resource and outdoor recreation issues, Responsive Management has completed a wide range of projects during the past 22 years, including dozens of studies of hunters, anglers, wildlife viewers, boaters, park visitors, historic site visitors,

hikers, birdwatchers, campers, and rock climbers. Responsive Management has also conducted studies on endangered species; waterfowl and wetlands; and the reintroduction of large predators such as wolves, grizzly bears, and the Florida panther.

Responsive Management has assisted with research on numerous natural resource ballot initiatives and referenda and helped agencies and organizations find alternative funding and increase their membership and donations. Additionally, Responsive Management has conducted major organizational and programmatic needs assessments to assist natural resource agencies and organizations in developing more effective programs based on a solid foundation of fact.

Responsive Management has conducted research on public attitudes toward natural resources and outdoor recreation in almost every state in the United States, as well as in Canada, Australia, the United Kingdom, France, Germany, and Japan. Responsive Management has also conducted focus groups and personal interviews with residents in the African countries of Algeria, Cameroon, Mauritius, Namibia, South Africa, Tanzania, Zambia, and Zimbabwe.

Responsive Management routinely conducts surveys in Spanish and has conducted surveys in Chinese, Korean, Japanese, and Vietnamese and has completed numerous studies with specific target audiences, including Hispanics, African-Americans, Asians, women, children, senior citizens, urban, suburban and rural residents, large landowners,

and farmers.

Responsive Management's research has been upheld in U.S. District Courts; used in peer-reviewed journals; and presented at major natural resource, fish and wildlife, and outdoor recreation conferences across the world. Company research has been featured in most of the nation's major media, including CNN, NPR, *Newsweek*, *The New York Times*, *The Wall Street Journal*, and on the front pages of *The Washington Post* and *USA Today*.

## Responsive Management conducts:

- Telephone surveys
- Mail surveys
- Personal interviews
- Park/outdoor recreation intercepts
- Web-based surveys (where appropriate)
- Focus groups
- Needs assessments
- Literature reviews
- Data collection for researchers and universities

## Responsive Management develops:

- Marketing plans
- Communication plans
- Outreach plans
- Program evaluations
- Needs assessments
- Policy analysis
- Public relations plans

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## Idaho Sportsmens' Sources of Information on Fish and Wildlife Management

A recent survey of Idaho residents provided current information about what sources are most likely to be accessed for information about wildlife conservation issues. The top ways Idaho residents say they want to be provided information on fish and wildlife management are direct mail (23% prefer this method), newspapers (20%), television (19%), the Internet (14%), and e-mail (13%). Those 36 years old and older, compared to 18-35-year-olds, are more likely to prefer newspapers and television.

The survey also asked about social media use. While about a third of the sample (34%) say they use social media like Facebook, Twitter, or YouTube frequently, a slightly larger percentage



(36%) never use social media. Smaller percentages say they use social media sometimes (16%) or rarely (12%). Among the 34% of Idaho residents who use social media sites, Facebook is overwhelmingly the most popular, with 84% saying they use it. A further 25% of social media users use YouTube, while smaller percentages use Twitter (5%), Google+ (4%), LinkedIn (2%), and Pinterest (1%).

How often do you use social media, such as Facebook, Twitter, or YouTube?

