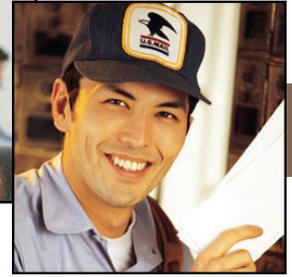


# 30 RESPONSIVE MANAGEMENT

*30 years of continuous survey and human dimensions research only on natural resource and outdoor recreation issues*



## ***Responsive Management has conducted...***

- Thirty years of continuous survey and human dimensions research only on natural resource and outdoor recreation issues
- More than 1,000 research studies only on natural resource and outdoor recreation issues
- Studies in all 50 states and 15 countries worldwide
- Research for every state fish and wildlife agency
- Research for all federal resource agencies, including the U.S. Fish and Wildlife Service, National Park Service, U.S. Forest Service, Bureau of Land Management, U.S. Coast Guard, and National Marine Fisheries Service
- Research for most conservation NGOs, including the American Museum of Natural History, BoatUS Foundation, Ducks Unlimited, Environmental Defense Fund, Forest Landowners Association, Izaak Walton League, National Association of State Boating Law Administrators (NASBLA), National Wildlife Federation, Ocean Conservancy, Sierra Club, Trout Unlimited, and many more
- Research for numerous outdoor recreation industry leaders, such as Winchester Ammunition, Trijicon, Yamaha, and many others
- Data collection for the nation's top universities:

Auburn University, Clemson University, Colorado State University, Duke University, George Mason University, Michigan State University, Mississippi State University, North Carolina State University, Oregon State University, Penn State University, Rutgers University, Stanford University, Texas Tech, University of California-Davis, University of Florida, University of Montana, University of New Hampshire, University of Southern California, Virginia Commonwealth University, Virginia Tech, West Virginia University, and Yale University

## **Responsive Management conducts:**

- Multi-modal surveys
- Telephone surveys
- Mail surveys
- Online surveys
- Intercept surveys
- Personal interviews
- Focus groups
- Needs assessments
- Message testing
- Literature reviews
- Data collection for researchers and universities

## **Responsive Management develops:**

- Marketing plans
- Communication plans
- Outreach plans
- Economic analysis
- Program evaluations
- Policy analysis
- Public relations plans



*I regard Mark Damian Duda as an exceptional blend of intelligence, resourcefulness and professional competence. His leadership of the Responsive Management program has been distinguished and innovative.... 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 Emeritus of Social Ecology,  
Yale University

*Mark Duda and his staff of professionals at Responsive Management recently conducted a national survey and completed a sizeable report for the Association of Fish and Wildlife Agencies. The survey was multimodal and incorporated phone, electronic and postal mail. We needed to acquire contact information for license holders from 49 states and then contact a sample of them. Getting that contact information was a challenge, but thanks to the tireless effort of the RM staff, we were able to secure that integral information.*

*Our survey goal was about 5,000 participants nationally, but RM acquired a sample of nearly 7,000 participants, far exceeding our expectations. They also insured that our results would be valid by state, region and nationally as a result of their expertise in sample collection methodology. RM far exceeded our expectations on every facet of this project. The project was completed in about half the time we thought it might take, far ahead of schedule. We had several reviews of the report and each time we asked for a revision, everything was done correctly and quickly. The final report is packed with well-organized and thoroughly explained information. You just can't beat that.*

*Mark, we want to thank you and your staff for your professionalism and your continued willingness to go the extra mile. It was a pleasure working with you!*

—Bryant White, Program Manager on  
Trapping Policy, Association of  
Fish and Wildlife Agencies

*I finally had the opportunity to read this report in its entirety... Kudos to you and your team for doing such a great job (and a super prompt job!) on this project.*

*We really appreciate your work and couldn't be happier with the product. This gives us the information we need to make informed decisions regarding our program. THANK YOU SO MUCH, again, for all that you and your team do....*

—Danna Baxley, Research Program Coordinator,  
Kentucky Department of Fish and  
Wildlife Resources

*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.

*I have worked directly with Mark Duda and the Responsive Management team on numerous fish and wildlife-oriented surveys over much of my 26-year career in Florida. As the director for a state fish and wildlife agency, there is no doubt that Responsive Management is best positioned to coordinate and conduct this critical survey effort. There certainly are other organizations that can conduct large scale surveys, but there is no other organization in this arena with years of experience on a national scale that can combine the needed technical expertise for design and execution of complex survey methods with such a complete understanding of the communities and constituencies who engage in fish and wildlife-based recreation.*

*Moreover, Responsive Management's track record of successful fish and wildlife-related survey work over many years has earned strong credibility and respect among the state and federal agencies across the nation responsible for the stewardship of fish and wildlife resources; the very agencies who will depend the most on the results.*

—Nick Wiley, Executive Director, Florida Fish  
and Wildlife Conservation Commission

*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 Mark Damian Duda has become a benchmark of comparison for others doing similar work in the field....*

—Bruce Lemmert, President,  
Virginia Wildlife Society

*The fact is, even if you're not familiar with Mark Duda's name—he's never one to grab the spotlight for himself—if you're in the arena of fish and wildlife management, then you're familiar with Mark Duda's work.*

*Everybody knows his work, everybody has confidence in him, and in 15 years of working with him, I've never heard a single negative comment about his work.*

*The thoroughness of his research, the quality of his data, and the insight he brings to his analysis all give him credibility that no one in the field can match.*

—John Tomke, Former President,  
Ducks Unlimited

*Mark Duda has provided the leadership and information that is key to understanding the human dimensions of fish and wildlife conservation. Mark's work has established a foundation which is necessary to keep conservation relevant in the 21st century.*

—Steve Williams, President,  
Wildlife Management Institute;  
Former Director, U.S. Fish and Wildlife Service

*I have had the good fortune of knowing and working with Mr. Mark Damian Duda and his expert staff for the past 25 years. In that time, they have conducted more than 20 surveys for our Department on a wide range of subjects. These studies have included a survey of constituent satisfaction with Virginia's Conservation Police Officers; opinions on Black Bears and their management; use of and opinions on Kill Permits; evaluation of Apprentice Licenses as a hunter retention strategy; and developing a marketing campaign to bring back lapsed hunters.*

*We have always been extremely pleased with the professionalism of their staff and the comprehensive manner in which they complete their data collection and analyses. The surveys conducted by Responsive Management have routinely made critical differences in our advancement of programs, regulations and legislation that supports the mission of the agency.*

*The individual states' data are of the utmost importance given that one of our major funding mechanisms is tied directly to the results. With the importance of this in mind, I highly recommend Responsive Management as a contractor for state survey work. They are superbly qualified to conduct these critically important surveys and have an exemplary track record of accomplishment. Additionally, Mr. Duda and his staff are truly a pleasure to work with.*

—Bob Duncan, Executive Director,  
Virginia Department of Game and Inland Fisheries

*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

*When it comes to querying our valued constituents about salient fisheries and wildlife topics, natural resources related concerns, and associated outdoor recreation and economic trends, Responsive Management is in a class all to themselves. Quite simply, their longstanding history in this research space, their deep relationships with members of the professional fish and wildlife community, and the sheer breadth of their experience helps make them uniquely positioned to assume a project of this gravity and magnitude. My confidence in them is unambiguous.*

—Carter Smith, Executive Director,  
Texas Parks and Wildlife Department

*I am a retired state employee of 32 years and a current hunter education instructor of 27 years. During that time I have attended so many seminars that I can review the redundancy from memory; however, yours was refreshingly different. It was the best, most informative seminar ever! You had information beyond the usual "personality typing" and had actual cause and effect data. Thank you for spending your time and expertise with us.*

—Ray Boone, Washington State  
Hunter Education Instructor

*The Arkansas Game and Fish Commission has hired Responsive Management on numerous occasions over the past 25 years. They are an exceptional group when it comes to research studies on natural resource, fish and wildlife, and outdoor recreation issues.*

*Over the years, Responsive Management has performed several large-scale surveys for the Arkansas Game and Fish Commission. Each study required rapid turnaround times. In every case, they provided us with exceptional data that helped guide our agency. Our surveys have varied widely in subject. In each case, Responsive Management has been an invaluable partner in our efforts. They have met and exceeded all of their obligations, while at the same time producing a quality product on-time and on-budget. Despite deadline pressure, their professionalism and ethical conduct have allowed them to produce high quality results.*

*On a personal note, let me say that I have a great deal of admiration and trust for the company's executive director Mark Duda. We have worked closely on several AGFC projects. His knowledge, intellect and experience are beyond reproach. He's a leader in his field. I can unequivocally state my strong recommendation for Mark and Responsive Management.*

—Mike Knoedl, Director,  
Arkansas Game and Fish Commission

*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,  
University of Southern California

*I want to take this opportunity to express my thanks for your outstanding work.... This is a very fine report that has already proven 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... 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; Executive Director, Association of  
Fish and Wildlife Agencies; Former Commissioner,  
Vermont Department of Fish and Wildlife

# Responsive Management

## Current and Recently Completed Projects

### Wildlife Management

- ✓ Washington Residents' Attitudes Toward Wolves and Wolf Management
- ✓ Pennsylvania Residents' Attitudes Toward Wildlife Management
- ✓ Vermont Residents' and Hunters' Attitudes Toward Big Game Hunting and Management
- ✓ Maine Residents', Hunters', and Landowners' Attitudes Toward the Management of Big Game Species
- ✓ Maryland Residents', Hunters', and Landowners' Attitudes Toward Deer Hunting and Deer Management
- ✓ California Duck Hunters' and Suisun Marsh Users' Attitudes Toward Duck Hunting and Land Management
- ✓ Alabama Hunters' Attitudes Toward Predator Management
- ✓ Attitudes Toward Coyote and Red Wolf Management in North Carolina
- ✓ Delaware Residents' Opinions on Funding for Fish and Wildlife Management
- ✓ California Deer Hunters' Opinions on Deer Management in the State
- ✓ Virginia Residents' and Hunters' Opinions on Hunting Over Bait
- ✓ Understanding Public Attitudes Toward Human-Wildlife Conflict and Nuisance Wildlife Management in the Northeast United States
- ✓ Texas Residents' and Hunters' Attitudes Toward Captive Deer Breeding and Hunting Pen-Raised Deer
- ✓ Massachusetts Residents' Attitudes Toward Black Bear Management
- ✓ Florida Residents' Attitudes Toward Black Bear Management
- ✓ Louisiana Residents' Opinions on Black Bears
- ✓ Idaho Residents' and Sportsmen's Opinions on Wildlife Management
- ✓ Arizona Residents' Attitudes Toward Wildlife

### Animal Rights & Welfare

- ✓ Americans' Attitudes Toward Animal Rights and Animal Welfare
- ✓ Consumer Attitudes Toward Alligator Products and Animal Rights Issues

### Agency Relevancy

- ✓ Enhancing the Relevancy of the Pennsylvania Game Commission
- ✓ America's Wildlife Values: The Social Context of Wildlife Management in the U.S. (in cooperation with Colorado State University)
- ✓ Forging the Future of Wyoming's Wildlife: Research for the Game and Fish Department's Strategic Plan
- ✓ Marketing and Communications Plan for the Maine Department of Inland Fisheries and Wildlife, Division of Information and Education
- ✓ Oregon Residents' Opinions on and Values Related to Fish and Wildlife

### Nongame Wildlife

- ✓ Pennsylvania Residents' Opinions on and Attitudes Toward Nongame Wildlife
- ✓ Kansas Residents' Opinions on Threatened and Endangered Wildlife and Actions to Protect Wildlife
- ✓ Opinions on Condor Conservation and Lead-Free Ammunition

### Outdoor Recreation

- ✓ Iowa Statewide Comprehensive Outdoor Recreation Plan (SCORP) Survey
- ✓ Delaware SCORP Survey
- ✓ Nebraska SCORP Survey
- ✓ Texas SCORP Survey
- ✓ Washington SCORP Survey
- ✓ West Virginia SCORP Survey
- ✓ Washington State Trails Plan
- ✓ Americans' Attitudes Toward Hunting, Fishing, Sport Shooting, and Trapping

### Sport Shooting & Archery

- ✓ Sport Shooting Participation in the U.S.
- ✓ An Analysis of the Trend in Participation in Sport Shooting
- ✓ Archery Participation Among Adult United States Residents
- ✓ Archery Participation Among Youth
- ✓ Connecticut Conservation and Education Firearms Safety Program Needs Assessment

### Hunting & Trapping

- ✓ Deer Hunting and Harvest Management in Vermont

- ✓ Oregon Deer and Elk Hunters' Attitudes Toward Big Game Management and Hunting Opportunities
- ✓ North Dakota Hunters' and Landowners' Opinions on the Private Land Open to Sportsmen (PLOTS) Program
- ✓ Opinions on the Nest Predator Bounty Program in South Dakota
- ✓ Attitudes Toward Hunting Migratory Birds on Sunday in North Carolina
- ✓ Mississippi Hunters' Opinion on Tagging of Deer and Wildlife Turkey
- ✓ Enhancing the Pennsylvania Game Commission's Hunter Access Program
- ✓ A Comparison of Split and Concurrent Firearms Deer Seasons in Pennsylvania
- ✓ Arkansas Hunters' Participation in and Opinions on Deer and Turkey Hunting
- ✓ Arizona Hunters' Opinions on the Order and Timing of the Firearm and Archery Elk Hunting Seasons
- ✓ Hunters' Perceptions of Chronic Wasting Disease and Agency Management Actions
- ✓ Wyoming Hunters' Opinions on Mule Deer Hunting and Management
- ✓ Attitudes Toward Hunting and Game Management in Washington
- ✓ Hunters' Attitudes Toward Hunting on Wildlife Management Areas in Georgia
- ✓ Trap Use, Furbearers Trapped, and Trapper Characteristics in the U.S.
- ✓ Public Attitudes Toward Furbearer Management in Maine

### Hunter Harvest

- ✓ Alabama Hunter Harvest Survey
- ✓ Hunter Compliance With the Game Check System in Alabama
- ✓ California Hunter Harvest Survey
- ✓ Mississippi Hunter Harvest Survey
- ✓ Florida Deer Harvest Survey
- ✓ Florida Triennial Small Game Survey
- ✓ Harvest of Wildlife in Georgia
- ✓ Harvest of Small Game in Georgia
- ✓ Harvest of Turkey in Georgia

### Fishing & Boating

- ✓ New York Angler Patterns, Preferences, Expenditures, and Attitudes Regarding the State's Freshwater Fisheries

# Responsive Management

## Current and Recently Completed Projects

- ✓ Maine Anglers' Opinions on Fisheries Management
- ✓ Vermont Licensed Anglers' Participation in and Opinions on Fishing
- ✓ Iowa Anglers' Participation in and Attitudes Toward Fishing
- ✓ Washington Licensed Guide and Recreational Angler Survey
- ✓ Washington Dedicated Funds Survey to Measure Fishing Participation
- ✓ New Hampshire Anglers' Participation in and Satisfaction With Fishing
- ✓ Indiana Anglers' Participation in and Attitudes Toward Fishing
- ✓ Trout Fishing at Greers Ferry Tailwater on the Little Red River in Arkansas
- ✓ Mississippi Residents' Participation in Freshwater and Saltwater Sport Fishing
- ✓ South Carolina Anglers' Participation in and Opinions on Marine Fishing
- ✓ Georgia Anglers' and Guides' Attitudes Toward Saltwater Fishing Issues
- ✓ Factors Influencing Boat Owners' Decision on Where to Register the Boat
- ✓ Recreational Boaters and Derelict Commercial Fishing Gear
- ✓ Enhancing Fishing Access Through a National Assessment of Recreational Boating Access

### Coastal & Marine Resources

- ✓ South Florida Residents' Knowledge of and Attitudes Toward Coral Reefs and Coral Reef Management
- ✓ U.S. Virgin Islands Residents' Knowledge of and Attitudes Toward Coral Reefs and Coral Reef Management
- ✓ Gulf Coast Anglers' Opinions on the Red Snapper Fishery and Reef Management Strategies
- ✓ Attitudes Toward the Illegal Feeding and Harassment of Wild Dolphins
- ✓ Restoration of Bottlenose Dolphin and Sea Turtles in the Gulf of Mexico Following the Impacts of the Deepwater Horizon Oil Spill

### Climate & Environmental Issues

- ✓ Trends in Delaware Residents' Opinions on Climate Change and Sea Level Rise
- ✓ Delaware Residents' Participation in and Opinions on Recycling

- ✓ Public Knowledge and Opinion of Stormwater Issues for the Clemson Extension Carolina Clear Program
- ✓ Public Survey on the National Hurricane Center's Arrival of Tropical-Storm-Force Winds Graphics
- ✓ Knowledge and Perception of Air Quality Among Northwest Indiana Residents
- ✓ Consumer Attitudes Toward Recycling: Framing the Recycling Message
- ✓ Locavore Pilot Pre-Program, Post-Program, and Post-Season Survey Results
- ✓ Landowners' and Hunters' Opinions on the Impacts of Energy Development on PLOTS Land in North Dakota

### R3: Recruitment, Retention, & Reactivation

- ✓ Actionable Strategies for Angler Recruitment, Retention, and Reactivation
- ✓ Reactivating Bowhunters: Evaluating the Effectiveness of Various Email Campaign Messages, Phases I & II
- ✓ Hunting, Fishing, and Sport Shooting Recruitment, Retention, and Reactivation: A Practitioner's Guide
- ✓ Reactivating Non-Shooting/Lapsed Firearm Owners
- ✓ Evaluating the Effectiveness of Hunting, Shooting, and Fishing Recruitment and Retention Programs
- ✓ Recruiting and Retaining Nontraditional Participants Into Fishing and Hunting Through Targeted Marketing, Instruction, Mentoring, and Social Reinforcement
- ✓ Factors Related to License Purchasing: A Comparison of Avid, Inconsistent, and One-Time License Buyers

### Economics & Expenditures

- ✓ An Assessment of the Economic Impacts of Elk in Western North Carolina on Tourism Opportunities
- ✓ Understanding Anglers' Opinions on and the Economic Impact of the Tribal Fishing Program in Cherokee, NC
- ✓ Economic Impact of Saltwater Fishing in the Florida Keys
- ✓ An Analysis of the Economic Impact of the Collaborative Forest Landscape Restoration Program in the Osceola National Forest Region in Florida

- ✓ Economic Impact of the Deepwater Horizon Oil Spill in Alabama

### Law Enforcement

- ✓ Planning for the Future of Conservation Law Enforcement in the United States
- ✓ Arkansas Residents' and Recreationists' Opinions on and Satisfaction With the Law Enforcement Activities of the Arkansas Game and Fish Commission
- ✓ Opinions on and Satisfaction With Department of Game and Inland Fisheries' Law Enforcement Activities

### Marketing & Communications

- ✓ How to Debate and Communicate About Hunting: Communications Action Plan
- ✓ Communications Strategies to Increase Support for Hunting
- ✓ Public Perceptions of Messages in Favor of and in Opposition to Firearm Ownership
- ✓ Ammunition Consumption Study
- ✓ Watershed-Literacy Survey of Carson River Watershed Residents
- ✓ Opinions on *Arizona Wildlife Views Magazine*
- ✓ Opinions on *Wyoming Wildlife Magazine*
- ✓ Maryland Hunting and Fishing Marketing Initiative: Survey of Nonresident Hunters and Anglers
- ✓ Public Awareness of and Satisfaction With the Vermont Fish and Wildlife Department's Media Resources

### Assessment & Evaluation

- ✓ An Assessment of Agency, Industry, and NGO Attitudes Toward Fishing, Hunting, Sport Shooting, and Boating
- ✓ A Methodological and Technical Review of the USFS National Woodland Owner Survey
- ✓ An Assessment of Employee Morale Among U.S. Fish and Wildlife Service Employees in the Alaska Region
- ✓ Arkansas Game and Fish Commission Employee Satisfaction Survey
- ✓ An Evaluation of the National Fishing in Schools Program

*See [responsivemanagement.com](http://responsivemanagement.com) for more information about our research.*

*My personal relationship with Mark goes back several years as WRD's hunter harvest survey coordinator. I could always count on Mark and his associates to be very attentive to our informational needs and we have often relied on his expertise to produce a high quality product for us. Not only are Mark and his staff knowledgeable, but they are very approachable and eager to provide quality customer service. I have found very few public opinion research firms with Responsive Management's experience and expertise in the field of natural resources and I recommend them, without hesitation, to other agencies that are looking for a quality vendor to provide a high level of competency and professionalism.*

—Don McGowan, Region Operations Manager,  
Game Management Section, Georgia Department  
of Natural Resources, Wildlife Resources Division

*I would be remiss if I did not recognize and thank the outstanding professional work that Mark Damian Duda (Responsive Management) and his staff accomplished for the States Organization of Boating Access and its partners (NMMA, BoatUS, RBFF, AMI). This project was the first of its kind to understand on a national level, angler and boater experiences at boating access facilities. From the early stages of grant writing and developing a proposal through the final report, Mark and his staff demonstrated extraordinary skills in managing all phases of the project. I attended a boater focus group and watched facilitative skills draw much needed boater views that ultimately assisted in the survey questionnaire. Mark and his staff have great insight into human dimension work and this study proved that again. The project was expertly managed through the telephone survey and final report development, which resulted in completing the work ahead of schedule. This work represents a national baseline that can be measured against as boating access programs across the country can learn from and improve. I look forward to future opportunities where I can work again with Responsive Management.*

—James Adams, Executive Board Member and  
Past President, States Organization for Boating Access;  
Facilities Director, Virginia Department of Game and  
Inland Fisheries

*No one has done more to move the human dimensions aspect of natural resource management into the mainstream thinking of decision makers than Mark Duda.*

—Christine Thomas, Dean and Professor of Resource  
Management, College of Natural Resources,  
University of Wisconsin–Stevens Point

*Responsive Management recently completed a detailed survey of Vermont deer hunters. Mark Duda and his very responsive staff went above and beyond in developing a sampling design and survey instrument that met our specific needs. Most notably, their continued assistance in evaluating survey results and providing additional analyses helped our staff better understand the interests of our deer hunting public.*

—Scott Darling, Wildlife Management Program Manager  
Vermont Fish and Wildlife Department

*I would just like to take this quick opportunity to thank you and your staff on the tremendous work you recently completed for the West Virginia Division of Natural Resources. I believe wildlife management decisions should be based on solid biological data; however, I also believe that we must use essential human dimensions work and public opinion to come up with the best management strategy.*

*The report that Responsive Management supplied us with was very comprehensive, and the cross-tabulations supplied additional insight that may have otherwise gone undetected. The additional analysis that you and your staff did... was above and beyond the call of duty and demonstrated the kind of expertise and caring attitude that your staff has about our natural resources. It also helped to demonstrate that while this survey was conducted on all residents of West Virginia, your staff was able to identify our target audience very effectively and supplied us with the best possible data to make management recommendations.*

—Dr. Chris Ryan, Ph.D., Supervisor of Game  
Management Services, West Virginia  
Division of Natural Resources

*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

*It is no surprise that Mark Duda and his team at Responsive Management are regarded as some of the best in the field of wildlife-related human dimensions research. Responsive Management far exceeded expectations for professionalism, work ethic, and time to completion while working collaboratively on a public opinion survey regarding Pennsylvania residents' attitudes on and opinion toward nongame wildlife. The Game Commission sought to replicate a 1996 survey on the same topic, also completed by Responsive Management all those years ago. To our astonishment, Mark was able to find the 1996 report and survey instrument in his files, greatly facilitating the advancement of this project. In addition, Mark provided the narrative for a State Wildlife Grant to support this survey as part of the State Wildlife Action Plan revision. There was a grant match requirement, which Mark generously contributed to through a budget discount. By the time the state contracting process was completed, Responsive Management only had about three months to submit the final report. They not only finished on schedule, his survey team was able to procure the number of completes to accommodate the agreed upon sampling error. We were impressed. Suggested report edits were handled swiftly and professionally, and Mark continues to be available for additional questions and discussion about survey results. Sincere thanks, Mark, for your dedication to this project and best wishes for continued success.*

—Catherine D. Haffner, Wildlife Diversity Conservation  
Planning Coordinator, Pennsylvania Game Commission

*Thank you very much for speaking at the plenary session at the recent SEAFWA conference, and I also thank you for your ideas on how the speakers should flow. I thought each built nicely on the message from the previous speaker....*

*You always bring such a unique perspective, and your work is absolutely integral to every aspect of a fish and wildlife agency. I heard more than one person remark that not only was your message important but that they felt you were more passionate than usual about bringing that message home.... Thanks again for all you did and for all you continue to do in helping us gauge the mood and thoughts of our constituents.*

—Ed Carter, Executive Director,  
Tennessee Wildlife Resources Agency

*I have worked with Responsive Management as a client and as part of state agency or research teams benefiting from their work for over a decade. For years prior to then, I utilized and received tremendous value from the work of Responsive Management through their reports, peer-reviewed publications and presentations at a wide variety of national conferences. Their work has always been thorough, accurate, well-designed and statistically rigorous. There was never any doubt that the data, analysis and interpretations and findings from the studies of Responsive Management were of the highest standards....*

*It is important to recognize that Responsive Management has extensive experience and is highly regarded by the state fish and wildlife and natural resource agencies. In my previous capacity as executive director of the Pennsylvania Fish and Boat Commission, we worked with Responsive Management on a number of issues and were always thoroughly impressed with their professionalism, concern for and understanding of the needs of the client, and dedication to ensuring that all aspects of their work reflected the highest possible level of scientific integrity.*

*I strongly recommend Responsive Management.... Their work will be of great value to the quality of the survey, the value of the results, and the acceptance of the project by all involved.*

—Douglas J. Austen, Executive Director,  
American Fisheries Society

*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

*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.*

—Meg McCants, The Conservation Fund

*Mark, recently you spoke in Iowa at DNR wildlife statewide. Thanks for one of the best presentations we have ever enjoyed at our statewide meeting.*

—Pat Schlarbaum, Natural Resource Tech. II,  
Iowa Department of Natural Resources

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

—Associated Press

*Mark Duda, executive director of Responsive Management, 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

*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.

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

—Florida Outdoor Writers Association

**Contact us for additional client references.**

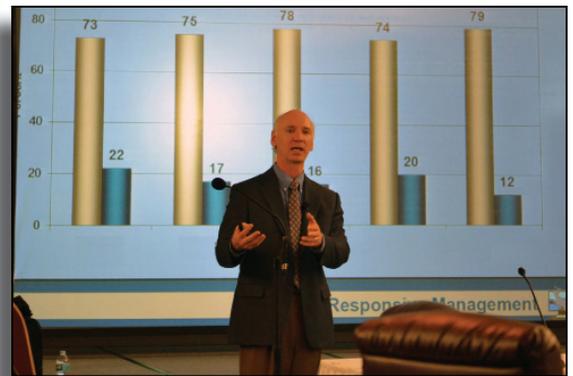
## Mark Damian Duda, Executive Director



Mark Damian Duda is the executive director of Responsive Management. Mark holds a Master's degree with an emphasis on natural resource policy and planning from Yale University, where he attended on two academic scholarships. During the past 30 years, Mark has conducted more than 1,000 studies on how people relate to the outdoors. Mark is the author of four books on wildlife and outdoor recreation, including *The Sportsman's Voice: Hunting and Fishing in America* and *Watching Wildlife*.

Mark is a certified wildlife biologist and his research has been upheld in U.S. Courts, used in peer-reviewed journals, and presented at major natural resource and outdoor recreation conferences around the world.

His work has been featured in many of the nation's top media, including NPR's *Morning Edition*, CNN, *The New York Times*, *Newsweek*, and the front pages of *The Wall Street Journal*, *The Washington Post*, and *USA Today*. For 7 years, Mark served as a columnist for *North American Hunter* and *North American Fisherman* magazines.



**OUTDOORHUB**

HOME NEWS HUNTING FISHING SHOOTING SURVIVAL GENERAL OUTDOORS

STORY

### Leaders of Conservation: Responsive Management Executive Director Mark Duda

BY: Daniel Xu + POSTED: 6/11/14

This interview with Responsive Management Executive Director Mark Duda is part of OutdoorHub's Leaders of Conservation series, in which we sit down with leaders of the North American conservation movement to learn more about the stories behind their organizations and people.

According to a 2011 survey by the US Census Bureau, there are nearly 14 million hunters in the United States 16 years old and older. Hunters spent a total of 281.9 million days in the field and spent almost \$34 billion on equipment and other hunting-related expenses. This is the kind of data that the research and survey firm Responsive Management is interested in, and while that name may not ring a bell with many sportsmen, the research that Responsive Management does affects nearly every state natural resources department and conservation group in the country.

"Responsive Management is a research firm that specializes in natural resource and outdoor recreation issues," Executive Director Mark Duda told me over the phone. "The more

Mark has been named Conservation Educator of the Year by the Florida Wildlife Federation and National Wildlife Federation, was a recipient of the Conservation Achievement Award from the Western Association of Fish and Wildlife Agencies, and was named Wildlife Professional of the Year by the Virginia Wildlife Society. He also received the Conservation Achievement Award in Communications from Ducks Unlimited and an award from the Potomac Ducks Unlimited Chapter for his contributions as a researcher and writer. Mark was also honored as Qualitative Researcher of the Year by the National Shooting Sports Foundation and received the 2016 Distinguished Leadership Award from the Hunters' Leadership Forum. Mark is an avid birdwatcher, hunter, sport shooter, angler, and boater.

