

Responsive Management™

2011-2012 Research Update



From the Executive Director

Responsive Management has had a busy year, completing more than 30 projects on public opinion and attitudes toward natural resource, fish and wildlife, and outdoor recreation issues.

Responsive Management has been helping natural resource, fish and wildlife, and outdoor recreation agencies and organizations better understand and work with their constituents, customers, and the public for more than 20 years. We maintain our own state-of-the-art, in-house telephone and mail interviewing facilities staffed by 50 professional, full-time interviewers with extensive experience conducting interviews on the subjects of natural resources, fishing and wildlife, and outdoor recreation. This central polling site allows for rigorous quality control over interviews and data collection.

I encourage you to consider Responsive Management for any upcoming survey research, human dimensions, communications, focus group, or planning projects. Feel free to call me at (540) 432-1888 or contact me at mark@responsivemanagement.com.

Mark Damian Duda

And the survey says...

Recent Responsive Management Research Results

- ◆ A large majority of Kentucky residents (78%) support having free-roaming, wild elk in southeastern Kentucky. ~ *Kentucky Residents' Awareness of and Opinions on Elk Restoration and Management Efforts*
- ◆ The images and media portrayals people are exposed to do influence attitudes toward wildlife population health.
- ◆ Only 10% of Americans know the chimpanzee is endangered. ~ *The Impact of Various Images and Media Portrayals on Public Knowledge of and Attitudes Toward Chimpanzees*

Current Studies

Florida State Comprehensive Outdoor Recreation Plan (SCORP) Study: Residents' Participation in and Satisfaction With Outdoor Recreation Opportunities in the State of Florida



Delaware State Comprehensive Outdoor Recreation Plan (SCORP) Study: Outdoor Recreation Needs and Trends in Delaware



Kansas Residents' Awareness of and Attitudes Toward Threatened and Endangered Species



Pennsylvania Residents' Attitudes Toward Deer and Participation in Deer-Related Activities



Hunters' Attitudes Toward Chronic Wasting Disease and the Impact of Management Efforts on Hunting Participation in Hampshire County, West Virginia



Americans' Attitudes Toward Hunting, Fishing, and Shooting



Public Attitudes Toward Illegal Feeding and the Harassment of Wild Dolphin in Florida



Landowners' Opinions on, Attitudes Toward, and Satisfaction With MeadWestvaco's Cooperative Forest Management Program



Strategic Planning for and an Evaluation of the Effectiveness of South Carolina's Hunter Marketing Campaign



Alabama Hunters' Attitudes, Behaviors, and Trends Regarding the Wildlife Management Area (WMA) System



Hunters' Attitudes Toward Wildlife Management and Conservation in Arkansas



South Carolina Hunter Harvest Non-Response Bias Survey



Increasing the Number of Hunter Education Graduates Who Purchase Hunting Licenses



Evaluating Apprentice Licenses as a Hunter Recruitment Strategy

Come see us!

Responsive Management will be presenting at the following conferences this fall:

- ◆ Southeastern Association of Fish and Wildlife Agencies (SEAFWA) Annual Conference; Nashville, TN, October 22-26, **Plenary Session speaker**
- ◆ The Wildlife Society Annual Conference; Waikoloa, HI, November 5-10, **Visit us at booth #116**
- ◆ Western Association of Fish and Wildlife Agencies HASSP Evaluation Workshop leader; Omaha, NE, November 16
- ◆ 2011 Midwest Association of Fish and Wildlife Conference; Des Moines, IA, December 4-7, **Plenary Session speaker and Continuing Education Session instructor**

Responsive Management Completed Projects

Recent Research Update



Effectiveness of Hunting, Shooting, and Fishing Recruitment and Retention Programs. This past year, the National Wild Turkey Federation and Responsive Management conducted a nationwide assessment to evaluate the effectiveness of hunting, sport shooting, and fishing recruitment and retention programs. More than 5,000 surveys were completed with individuals who participated in 37 state and national programs; surveys were administered to individuals before and after program events.

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Understanding Activities That Compete With Hunting and Target Shooting. Sponsored by the National Shooting Sports Foundation, Responsive Management conducted a nationwide survey of hunters and Southwick Associates ran this data against demographic and lifestyle characteristics to identify which other outdoor recreation activities are competing for their time and why. This research was featured at the June 2011 NSSF Shooting Sports Summit in Louisville.

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Identifying Sportfishing's Competition To Improve Angler Recruitment and Retention. In this study, sponsored by the American Sportfishing Association, Responsive Management conducted a nationwide survey of anglers and Southwick Associates ran this data against demographic and lifestyle characteristics to identify which other outdoor recreation activities are competing for their time and why.

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An Evaluation of the HHP Grant Program: Assessing the Results of Hunter Recruitment and Retention Strategies Funded Through NSSF's HHP Grant Program. This study assessed the NSSF's return on investment from the projects it has funded through its Hunting Heritage Partnership grants.

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Evaluating Apprentice Licenses as a Hunter Recruitment Strategy. Responsive Management is partnering with the Virginia Department of Game and Inland Fisheries to investigate the recruitment potential of apprentice hunting license programs.

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Anglers' Knowledge of and Attitudes Toward Monofilament Line Recycling. This study was conducted for BoatU.S. Foundation to assess anglers' awareness of and opinions on the "Reel In and Recycle" monofilament line recycling program.

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Analysis of Factors Associated with Boating Fatalities: 1995-2009. Responsive Management partnered with BoatU.S. Foundation to update the boating fatality report to include detailed analyses of data collected during the past 2 years.

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Licensed Anglers' Participation in Fishing in the McKenzie River and Opinions on Various Aspects of Fishing Regulations Pertaining to the McKenzie River

This telephone survey of Oregon licensed anglers who live within 20 miles of the McKenzie River was conducted for the Oregon Department of Fish and Wildlife. Numerous issues were examined, including opinions on hatchery versus wild trout fishing in the McKenzie River.



Photo credit: ODFW

A Needs Assessment for the New Hampshire Game and Fish Department's Aquatic Resources Education Program. Educators were surveyed to assess use of, constraints to using, and future needs for watershed and angler education in schools and classrooms.

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Freshwater and Saltwater Fishing Participation Among Alabama Residents. This study was conducted to determine freshwater and saltwater fishing participation in Alabama as well as the impact of the Deepwater Horizon oil spill on fishing participation.

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York County, Virginia, Residents' Opinions on Living in York County. Residents of York County were surveyed about opinions on county facilities and services and about living in York County in general.

Increasing Freshwater Fishing Participation and Fishing License Sales: 2011 Marketing Plan for the Washington Department of Fish and Wildlife's Inland Fisheries Program

Responsive Management worked with the Department on a marketing plan designed to determine the most effective methods of marketing trout and warmwater fishing to target markets to increase participation in fishing for game fish and the sale of freshwater fishing licenses in Washington State. Responsive Management identified target markets and developed marketing message themes and marketing strategies for each target market.

Kentucky Residents' Awareness of and Opinions on Elk Restoration and Management Efforts

This survey was administered to residents in the 16-county elk restoration zone in southeastern Kentucky and residents who do not reside in the zone to determine public opinion on and support for elk restoration and management.

- ◆ More than half of Kentucky residents (58%) are not at all aware elk have been restored in southeastern Kentucky.
- ◆ The majority of Kentucky residents (74%) support legal, regulated hunting of elk in Kentucky.

Photo Credit: KDFWR



Photo credit: USFWS

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

Focus groups and a multi-modal survey were conducted for the Northeastern Area Association of State Foresters to develop effective communications, outreach, and marketing strategies for the association's Forest Stewardship Project.

- ◆ Responsive Management's survey found that the word *conservation* resonates well with the general public. Communication about the *balance* of conservation and use of forest resources will also be important to the program. One of the most important challenges identified for the program is to communicate that private forests have public value.

Virginia Residents' Opinions on Black Bear and Black Bear Management. Responsive Management is working with the Virginia Department of Game and Inland Fisheries to develop the *Virginia Bear Management Plan 2011-2020*.

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The Impact of Various Images and Media Portrayals on Public Knowledge of and Attitudes Toward Chimpanzees. In collaboration with the Arcus Foundation and the Lincoln Park Zoo, Responsive Management assessed Americans' perceptions of chimpanzees, including the ways in which various images and media portrayals affect those perceptions.

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Understanding Hunters' Issues, Interests, and Opinions About Mule Deer Management in Wyoming's Platte Valley. Responsive Management recently partnered with the Wyoming Game and Fish Department on this study of hunters' opinions about mule deer management.

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Harvest Studies Responsive Management conducts harvest studies for several agencies on an annual basis, including surveys to determine harvest of big game and turkey for the Georgia Department of Natural Resources, as well as surveys to determine winter and summer Dungeness Crab harvest for the Washington Department of Fish and Wildlife.

Population and Harvest Trends of Big Game and Small Game Species. Responsive Management compiled data for the U.S. Forest Service to analyze population and harvest estimates of selected species nationwide as part of the Forest and Rangeland Renewable Resources Planning Act.

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Stakeholders' Opinions on and Attitudes Toward the Longleaf Alliance and Its Strategic Direction. A study to assess program elements and develop strategies was conducted to help update the organization's strategic plan.

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Design and Facilitation of the National Rabies Delphi Workshop

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Hunting Participation, Success, and Deer Harvest Rates by County in West Virginia

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Public Opinion on Wildlife and Wildlife Viewing Opportunities in Arizona

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Attitudes Toward and Propensity To Become a Member of the Rocky Mountain Elk Foundation

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Hunting on Wildlife Management Areas in Georgia: Hunters' Attitudes Toward WMAs

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Virginia Kill Permit Holders' Use of and Opinions on Kill Permits

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Indiana Hunters' Opinions on and Attitudes Toward Deer Hunting Opportunities and Regulations

License Studies In the past year, Responsive Management has conducted numerous studies assessing hunting and fishing license sales and preferences, including:

- ◆ *Understanding the Impact of Changes to North Carolina's Hunting and Fishing License Structure and Fee Schedule*
- ◆ *Public Opinion on Fishing and Hunting License Structures and Pricing in Minnesota*
- ◆ *Characteristics, Participation, and Avidity of South Carolina Lifetime and Multi-Year License Holders*
- ◆ *Characteristics, Participation, and Avidity of Georgia Lifetime License Holders*
- ◆ *Increasing Freshwater Fishing Participation and Fishing License Sales: 2011 Marketing Plan for the Washington Department of Fish and Wildlife's Inland Fisheries Program*

Responsive Management conducts:

- Telephone surveys
- Mail surveys
- Personal interviews
- Park/outdoor recreation intercepts
- Web-based surveys when appropriate
- Focus groups
- Needs assessments
- Literature reviews
- Data collection

Responsive Management develops:

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

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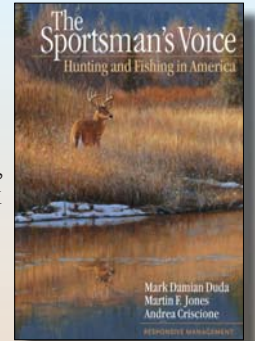
Inside Current and Recently Completed Survey Research by Responsive Management

Currently, Responsive Management has 30 new survey research studies underway, including those listed on the front page. Responsive Management has also recently completed more than 40 projects within the past year, many of which are highlighted inside. For more details on our recent research and our services, please visit our website at www.responsivemanagement.com.

Do you have your copy yet?

The Sportsman's Voice: Hunting and Fishing in America

Available through Venture Publishing, Inc., Responsive Management's book provides legislators, Commissioners, and fish and wildlife professionals with information on the "state of the state" of hunting and fishing participation in the U.S.



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