

Responsive Management



ARIZONA BIG GAME HUNT PERMIT TAG DRAW STUDY

Conducted for the Arizona Game and Fish Department
by Responsive Management

2006

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EXECUTIVE SUMMARY

This study was conducted for the Arizona Game and Fish Department (Department) to determine Arizona hunters' attitudes toward the Arizona Big Game Hunt Permit Tag Draw, as well as hunting participation, hunting characteristics, and attitudes toward hunting. The study entailed a survey administered on the Internet (also commonly referred to as an online or Web survey) of Arizona hunters who applied for an Arizona big game hunt permit tag for Fall 2006 and a telephone survey of Web survey non-respondents. The overall results of both the telephone survey and the Web survey are presented below, followed by the statistically significant differences in the results.

OVERALL RESULTS

The top two reasons for hunting big game in Arizona among respondents were for the sport/recreation/challenge and for the meat.

The opportunity to hunt is more important to hunters who applied for an Arizona big game hunt permit tag for Fall 2006 than is the quality or outcome of the hunting experience. Of 13 different factors related to the hunting experience, getting to go hunting ranked the *highest* in importance among respondents. Majorities also said having more frequent opportunities to hunt big game is more important to them than is harvesting a trophy animal. Furthermore, twice as many hunters said they would be willing to accept lower hunt success rates as those who would not if it meant they would be drawn and have an opportunity to hunt more often. In fact, majorities rated the importance of being drawn for a permit tag as extremely important.

Majorities of hunters also indicated that they are willing to continue applying 10 or more years unsuccessfully for a permit tag for elk, deer, and turkey. However, the percentage of hunters willing to wait 10 or more years to be drawn for a permit tag decreased substantially for premium/trophy hunt situations.

In addition to the opportunity to hunt, other factors related to the hunting experience that ranked high in importance among hunters who applied for an Arizona big game hunt

permit tag for Fall 2006 were more important than harvesting a trophy animal. Other factors rated high in importance were being close to nature, getting away from it all, getting a permit tag, being with friends or family, seeing an animal that can be legally harvested, and using or developing hunting skills.

Hunters who applied for an Arizona big game hunt permit tag for Fall 2006 also consider the opportunity to hunt more important than the quality or outcome of the hunting experience for youth. Of six different factors related to a successful hunting experience, having the opportunity to hunt ranked the *highest* in importance among respondents, closely followed by spending time with family and learning to hunt and developing skills, with majorities rating each of these factors as extremely important. Harvesting a trophy animal ranked the *lowest* in importance, although the mean rating was above the mid-point of the scale. Respondents most commonly indicated that youth hunters should be drawn for at least one big game permit tag once every year or once every 2 years.

More respondents were satisfied than dissatisfied with the Arizona draw process in general. Of those who indicated that they were dissatisfied with the Arizona draw process for big game hunt permit tags, the most common reason for dissatisfaction was that the draw is not fair, followed by not enough permit tags to apply for.

Hunters report and perceive difficulty in being drawn for big game hunt permit tags. Over half of respondents have been drawn for big game permit tags 2 or less times in the past 5 years, with nearly a quarter not having been drawn at all. Overall, there was slightly more dissatisfaction than satisfaction with the results of the 2006 Arizona Big Game Fall Draw and more dissatisfaction than satisfaction with the chances of being drawn in the Arizona Big Game Draw for big game hunt permit tags.

Opportunities to hunt, including increased chances of success in the big game hunt permit tag draw, are important to hunter retention. The two factors that majorities of hunters who applied for an Arizona big game hunt permit tag for Fall 2006 indicated would increase their

likelihood of applying for future big game hunt permit tag draws were if more permits or opportunities were awarded in the draw and if access to big game hunting areas was increased.

Receiving one big game hunt permit tag each year is very important to hunters who applied for an Arizona big game hunt permit tag for Fall 2006, and receiving a permit tag for elk and deer were rated the most important.

Most commonly, hunters who applied for an Arizona big game hunt permit tag for Fall 2006 think an applicant should receive five big game hunt permit tags for deer in a 10-year period, five permit tags for elk in a 10-year period, and 10 permit tags for turkey in a 10-year period.

Among those who do not intend to apply for a 2007 big game hunt permit tag, the most common reasons are difficulty in getting a permit tag and applying is too expensive.

Majorities of hunters who applied for an Arizona big game hunt permit tag for Fall 2006 rated the Arizona Game and Fish Department's efforts to provide big game hunting opportunities in Arizona as excellent or good.

Majorities of hunters who applied for an Arizona big game hunt permit tag for Fall 2006 think crowding of hunters is a problem, although many think it is only a minor problem.

Majorities also think more hunters would mean that their hunting success would decrease.

However, majorities said they would be willing to accept lower hunt success rates if it meant they would be awarded a permit tag in the big game permit tag draw.

Hunters who applied for an Arizona big game hunt permit tag for Fall 2006 are avid

hunters. Slight majorities of hunters who applied for an Arizona big game hunt permit tag for Fall 2006 said that they hunt frequently. Majorities also said they hunt other species in the years that they are not drawn for big game hunt permit tags.

Overall, hunters who applied for an Arizona big game hunt permit tag for Fall 2006 are more avid during the Fall season than the Spring season. Majorities of respondents

participated in big game hunting during the Fall season and small game hunting in Arizona in the past 5 years, but less than half participated in big game hunting during the Spring season. Slight majorities hunted small game in Arizona in the past 5 years.

In general, respondents hunted more avidly in Arizona than in other states.

Hunters who applied for an Arizona big game hunt permit tag for Fall 2006 consider themselves experienced hunters. Most rated their hunting expertise as advanced or intermediate, and very few rated their expertise as a beginner.

The most preferred big game species among hunters who applied for an Arizona big game hunt permit tag for Fall 2006 is elk, by far the most popular species, distantly followed by deer (mule or whitetail).

The most frequently used and the most preferred weapon type among respondents when hunting big game in Arizona is a rifle.

The large majority of respondents are 35 years old or older. Over half are 45 years old or older.

Friends and family are important to hunters who applied for an Arizona big game hunt permit tag for Fall 2006: friends and family were the top two typical hunting companions; being with family and friends ranked high in importance for the hunting experience; tradition with family, co-workers, and friends is an important factor in respondents' decision to apply for a big game hunt permit tag; and friends and family were also a top-named source of information on hunting.

METHODOLOGY

To ensure the data collected was accurate, the Web survey was followed with a telephone survey of Web survey non-respondents to assess non-response bias. The telephone survey questionnaire emulated the online questionnaire and was developed cooperatively by the Department and

Responsive Management. A nonparametric analysis examined how telephone respondents (Web non-respondents) and Web respondents differed and identified those differences that were statistically significant. These differences are discussed below.

STATISTICALLY SIGNIFICANT DIFFERENCES

Of the 766 variables analyzed in this study, differences for 312 variables (41% of the variables analyzed) were statistically significant. In addition, the differences between the means, or averages, for some questions were also statistically significant. Although telephone respondents (Web non-respondents) and Web respondents often responded very similarly to survey questions, there were also some important differences between the two groups. It is important to note that although the variation in responses may appear slight, analysis may indicate that the difference in the responses of telephone respondents and Web respondents was statistically significant. For example, the average age of telephone respondents was 47.3 years compared to 45.5 years for Web respondents; however, the approximate 2-year age difference was statistically significant, indicating that, as may be expected, Web respondents tended to be younger than telephone respondents.

Some other statistically significant differences that emerged in the non-response survey analysis included differences in satisfaction with the Arizona Big Game Hunt Permit Tag Draw, opinions on permit tag issues, and ratings of various factors and aspects related to big game hunting and the permit tag draws. In general, telephone respondents gave higher or more positive ratings than did Web respondents, and Web respondents were more likely to show less or no preference.

Telephone respondents were more likely than were Web respondents to be satisfied with the Arizona Big Game Hunt Permit Draw in general, as well as with the results and their chances in the draw. Web respondents, however, were more likely than were telephone respondents to indicate that they were neither satisfied nor dissatisfied with the draw, the results, and their chances.

For 10 of 13 factors related to the big game hunting experience, telephone respondents were more likely than were web respondents to rate the importance of the factors as a 10 (extremely

important). For four of six factors related to respondents' decision to apply for a big game hunt permit tag in Arizona, telephone respondents were more likely than were Web respondents to rate the importance of the factors as a 10. Mean ratings were also typically higher among telephone respondents in general (some of which were statistically significant differences and some were not).

Telephone respondents were also more likely than were Web respondents to rate the importance of receiving two big game hunt permit tags each year as a 10. Additionally, telephone respondents were more likely to be willing to continue applying for a big game permit tag without success for longer periods of time (e.g., more than 10 consecutive years).

Demographically, telephone respondents were slightly older than Web respondents and were less likely to reside in Arizona. Telephone respondents were also more likely to *not* belong or have donated to hunting or conservation organizations. Interestingly, although both telephone respondents and Web respondents who belonged or donated to an organization were most commonly members of the Rocky Mountain Elk Foundation, Web respondents were more likely than were telephone respondents to belong to the organization.

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INTRODUCTION AND METHODOLOGY

This study was conducted for the Arizona Game and Fish Department (Department) to determine Arizona hunters' attitudes toward the Arizona Big Game Hunt Permit Tag Draw, as well as hunting participation, hunting characteristics, and attitudes toward hunting. The study entailed a survey administered on the Internet (also commonly referred to as an online or Web survey) of Arizona hunters who applied for an Arizona big game hunt permit tag for Fall 2006 and a telephone survey of Web survey non-respondents. Specific aspects of the research methodology are discussed below.

For the Web survey, a 53-question survey was developed cooperatively by the Department and Responsive Management. The survey was administered online by zoomerang.com, an online survey vendor. A hyperlink to the Web survey was distributed by e-mail to individuals who had provided an e-mail address when applying for the 2006 Fall Big Game Draw. Duplicate and invalid e-mail addresses were removed, and the survey was sent to a total of 59,967 2006 Fall Big Game Draw applicants. The Web survey program created a unique URL address for each e-mail address. The unique URL for each e-mail address ensured that multiple responses from a single e-mail address were removed and a response from a specific e-mail address could be tracked if necessary. The Web survey was conducted August 15 to September 10, 2006. Zoomerang.com obtained a total of 15,156 completed Web questionnaires.

To ensure the data collected was accurate, the Web survey was followed with a telephone survey of Web survey non-respondents to assess non-response bias. The telephone survey questionnaire emulated the online questionnaire and was developed cooperatively by the Department and Responsive Management. A nonparametric analysis examined how telephone respondents (Web non-respondents) and Web respondents differed and identified those differences that were statistically significant.

For the telephone survey, a central polling site at the Responsive Management office allowed for rigorous quality control over the interviews and data collection. Responsive Management maintains its own in-house telephone interviewing facilities. These facilities are staffed by interviewers with experience conducting computer-assisted telephone interviews on the subjects

of natural resources and outdoor recreation. The telephone survey questionnaire emulated the online questionnaire and was developed cooperatively by the Department and Responsive Management. Responsive Management conducted a pre-test of the questionnaire, and revisions were made to the questionnaire based on the pre-test.

To ensure the integrity of the telephone survey data, Responsive Management has interviewers who have been trained according to the standards established by the Council of American Survey Research Organizations. Methods of instruction included lecture and role-playing. The Survey Center Managers and other professional staff conducted project briefings with the interviewers prior to the administration of this survey. Interviewers were instructed on type of study, study goals and objectives, handling of survey questions, interview length, termination points and qualifiers for participation, interviewer instructions within the survey instrument, reading of the survey instrument, skip patterns, and probing and clarifying techniques necessary for specific questions on the survey instrument. The Survey Center Managers and statisticians monitored the data collection, including monitoring of the actual telephone interviews without the interviewers' knowledge, to evaluate the performance of each interviewer and ensure the integrity of the data. After the surveys were obtained by the interviewers, the Survey Center Managers and/or statisticians edited each completed survey to ensure clarity and completeness.

Interviews were conducted Monday through Friday from 9:00 a.m. to 9:00 p.m., Saturday noon to 5:00 p.m., and Sunday from 5:00 p.m. to 9:00 p.m., local time. A five-callback design was used to maintain the representativeness of the sample, to avoid bias toward people easy to reach by telephone, and to provide an equal opportunity for all to participate. When a respondent could not be reached on the first call, subsequent calls were placed on different days of the week and at different times of the day. The telephone survey was conducted in October 2006.

Responsive Management obtained a total of 202 completed interviews.

The software used for data collection was Questionnaire Programming Language 4.1 (QPL). The survey data were entered into the computer as each interview was being conducted, eliminating manual data entry after the completion of the survey and the concomitant data entry errors that may occur with manual data entry. The survey instrument was programmed so that

QPL branched, coded, and substituted phrases in the survey based on previous responses to ensure the integrity and consistency of the data collection. The analysis of data was performed using Statistical Package for the Social Sciences software as well as proprietary software developed by Responsive Management.

For this report, a nonparametric analysis examined how telephone respondents (Web non-respondents) and Web respondents differed and identified those differences that were statistically significant. Responses for all corresponding telephone and Web survey questions were tested by means of *z*-scores. These *z*-scores were calculated using analysis of residuals. The analysis examined 766 variables regarding characteristics and responses of the respondents. Of the 766 variables analyzed, differences for 312 variables (41% of the variables analyzed) were statistically significant.

Asterisks on each graph denote statistically significant differences in telephone and Web survey responses for each survey question. The asterisks denote only those responses for which telephone and Web response differences were statistically significant and show the strength of the statistically significant difference. Response categories for which *z*-scores have an absolute value of 3.30 or greater have three asterisks—three asterisks indicate that the difference in telephone and Web responses is so strong that it would happen by chance only 1 out of 1,000 times. Those *z*-scores that have an absolute value of 2.58 to 3.29 have two asterisks—two asterisks indicate that the difference is so strong that it would happen by chance only 1 out of 100 times. Finally, those *z*-scores that have an absolute value of 1.96 to 2.57 have one asterisk— one asterisk indicates that the difference is so strong that it would happen by chance only 5 out of 100 times.

The z-scores used to identify statistically significant differences were calculated as shown in the formula below.

$$z = \frac{(p_1 - p_2)}{\sqrt{p(1-p) \left[\frac{1}{n_1} + \frac{1}{n_2} \right]}}$$

where: n_1 represents the number of observations in Group 1.
 n_2 represents the number of observations in Group 2.
 $p_1 = a/(a + b) = a/n_1$ and represents the proportion of observations in Group 1 that falls in Cell a . It is employed to estimate the population proportion π_1 (% of Group 1 who had specific characteristic).
 $p_2 = c/(c + d) = c/n_2$ and represents the proportion of observations in Group 2 that falls in Cell c . It is employed to estimate the population proportion π_2 (% of Group 2 who had specific characteristic).
 $p = (a + c)/(n_1 + n_2) = (a + c)/n$ and is a pooled estimate of the proportion of respondents who had specific characteristic in the underlying population.

(Equation from *Handbook of Parametric and Nonparametric Statistical Procedures, 2nd Edition* by David J. Sheskin. © 2000, Chapman & Hall/CRC, Boca Raton, FL.)

Throughout this report, findings of the telephone survey are reported at a 95% confidence interval. For the entire sample of Web survey non-respondents, the sampling error is at most plus or minus 6.88 percentage points. This means that if the survey were conducted 100 times on different samples that were selected in the same way, the findings of 95 out of the 100 surveys would fall within plus or minus 6.88 percentage points of each other. Sampling error was calculated using the formula described below, with a sample size of 202 and a population size of 43,967.

Sampling error equation:

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

Where: B = maximum sampling error (as decimal)

N_p = population size (i.e., total number who could be surveyed)

N_s = sample size (i.e., total number of respondents surveyed)

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

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

Note that some results may not sum to exactly 100% because of rounding. Additionally, rounding on the graphs may cause apparent discrepancies of 1 percentage point between the graphs and the reported results of combined responses (e.g., when “strongly support” and “moderately support” are summed to determine the total percentage in support).

In the following graphs in this report, categories having few or no respondents, as well as some “other” and/or “don’t know” responses are not always displayed.

Graph titles display two question numbers. The first number corresponds to the telephone survey question number (the telephone survey instrument follows the survey results in this report). The second number corresponds to the Web survey question number.

Also note that the response categories for multiple response or “check all that apply” questions could be seen on the screen for the Web survey, but, due to the large number of categories, were not necessarily read during the telephone survey. During the telephone interviews, response categories for some multiple response questions (e.g., reasons for dissatisfaction with the

Arizona Big Game Draw process) may have been read at the prompting of the interviewee or at the interviewer's discretion.

HUNTING PARTICIPATION

HUNTING AVIDITY

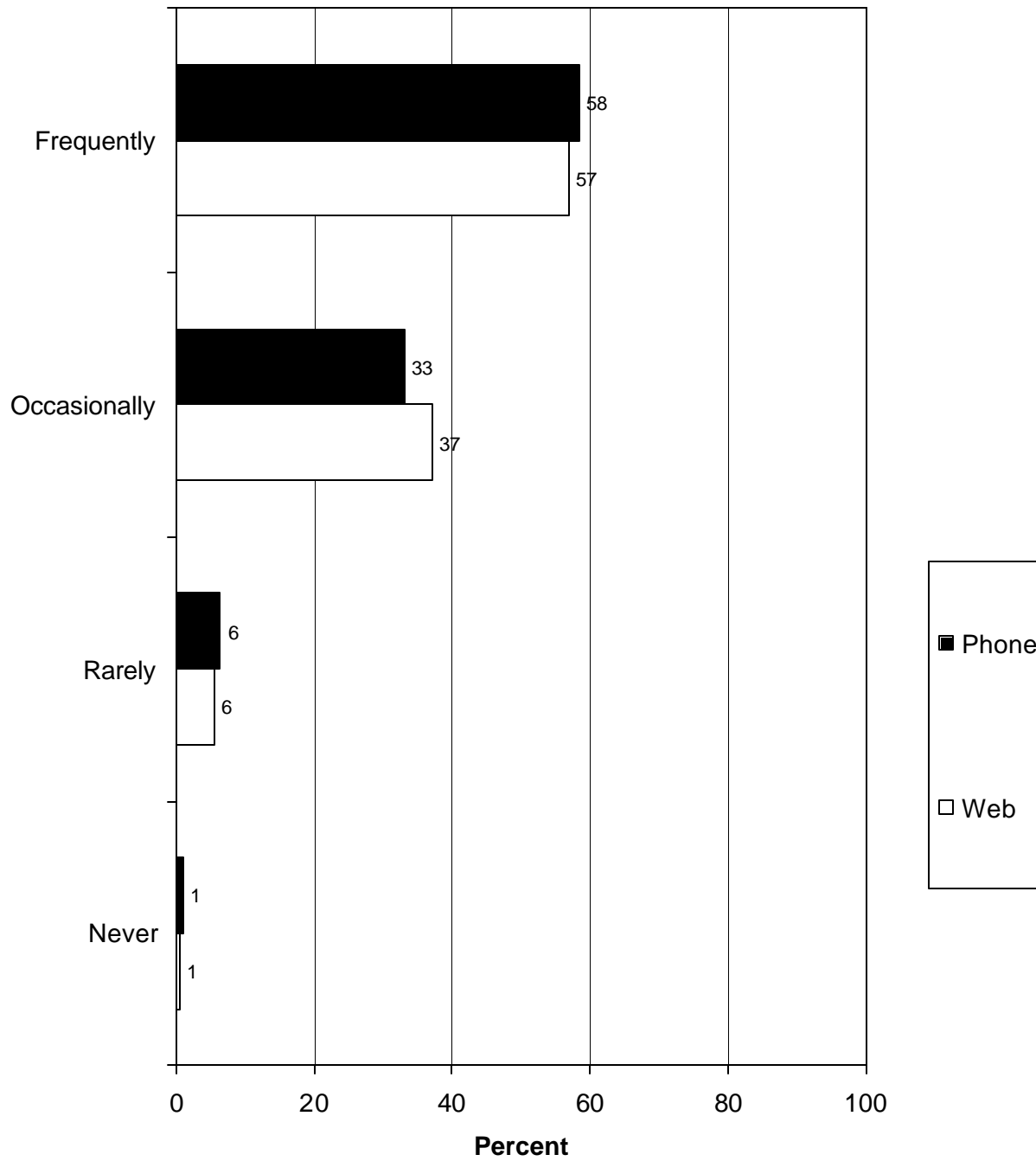
- Slight majorities of telephone respondents (58%) and Web respondents (57%) said that they hunt frequently. About a third of each group (33% of telephone respondents and 37% of Web respondents) said that they hunt occasionally.
 - There were no statistically significant differences in telephone respondents' and Web respondents' hunting avidity.

- Nearly half of telephone respondents (49%) and of Web respondents (46%) said that their participation in hunting has remained about the same over the past 5 years; otherwise, respondents were split between saying it increased or saying it decreased.
 - There were no statistically significant differences in telephone respondents' and Web respondents' self-assessments of how their hunting participation has changed over the past 5 years.

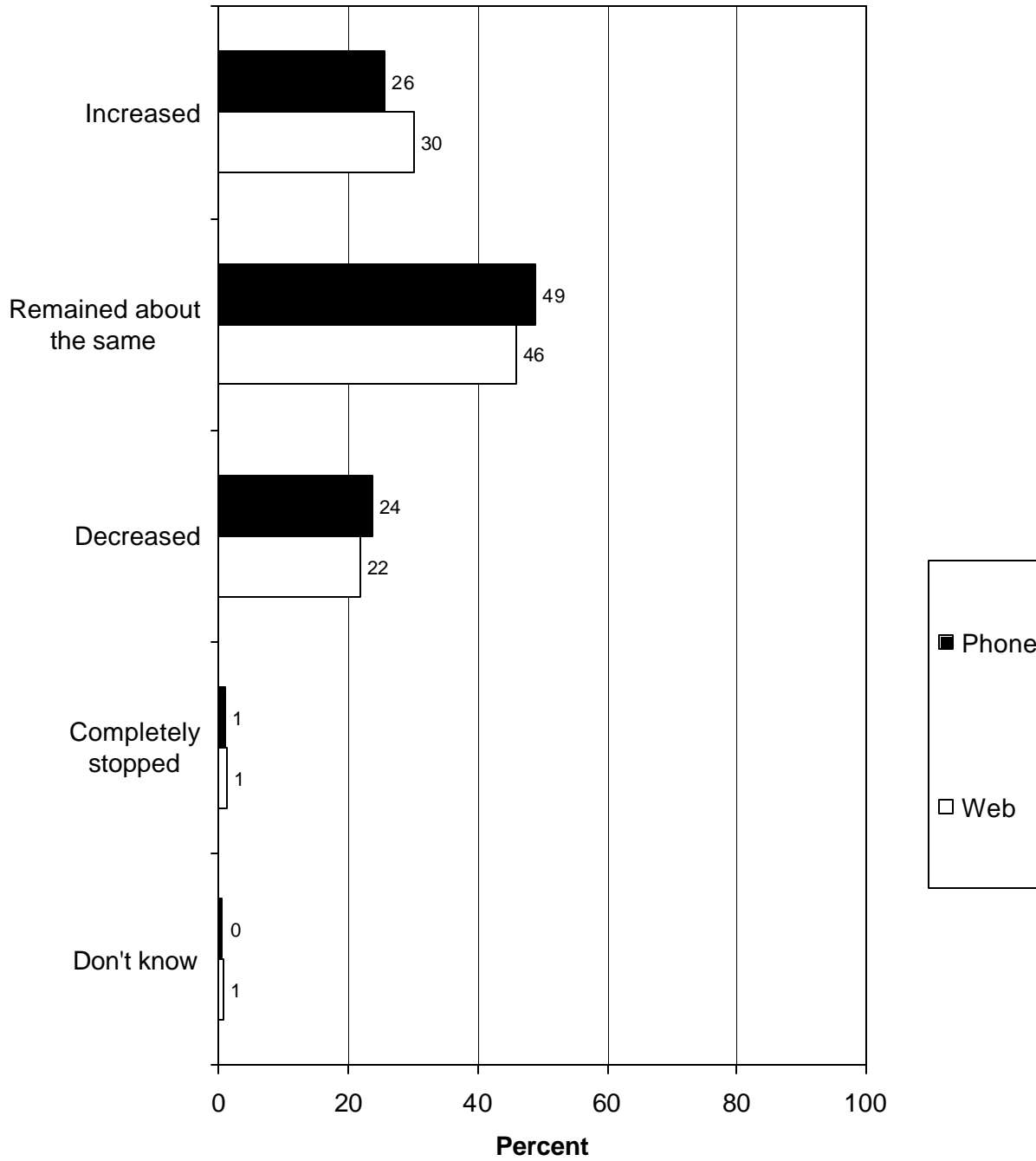
- Majorities of telephone respondents (66%) and Web respondents (74%) said they hunt other species in the years that they are not drawn for big game hunt permit tags. Nonetheless, nearly a third (32%) of telephone respondents and about a quarter (26%) of Web respondents said they do not hunt other species.
 - Telephone respondents were more likely than were Web respondents to say that they do *not* hunt other species in years that they are not drawn. This is a statistically significant difference.
 - Of those who hunt other species in years that they are not drawn for big game hunt permit tags, over half of each group (57% of telephone respondents and 52% of Web respondents) said that they do so frequently. About a third (34%) of telephone respondents and 44% of Web respondents said they hunt other species occasionally.
 - Although slight majorities of both telephone and Web respondents who hunt other species indicated that they do so frequently, telephone respondents are less avid than are Web respondents: among those who hunt for other species, telephone respondents were less likely than were Web respondents to say that they hunt for other species occasionally

but were more likely to say that they rarely or never hunt for other species. These were statistically significant differences.

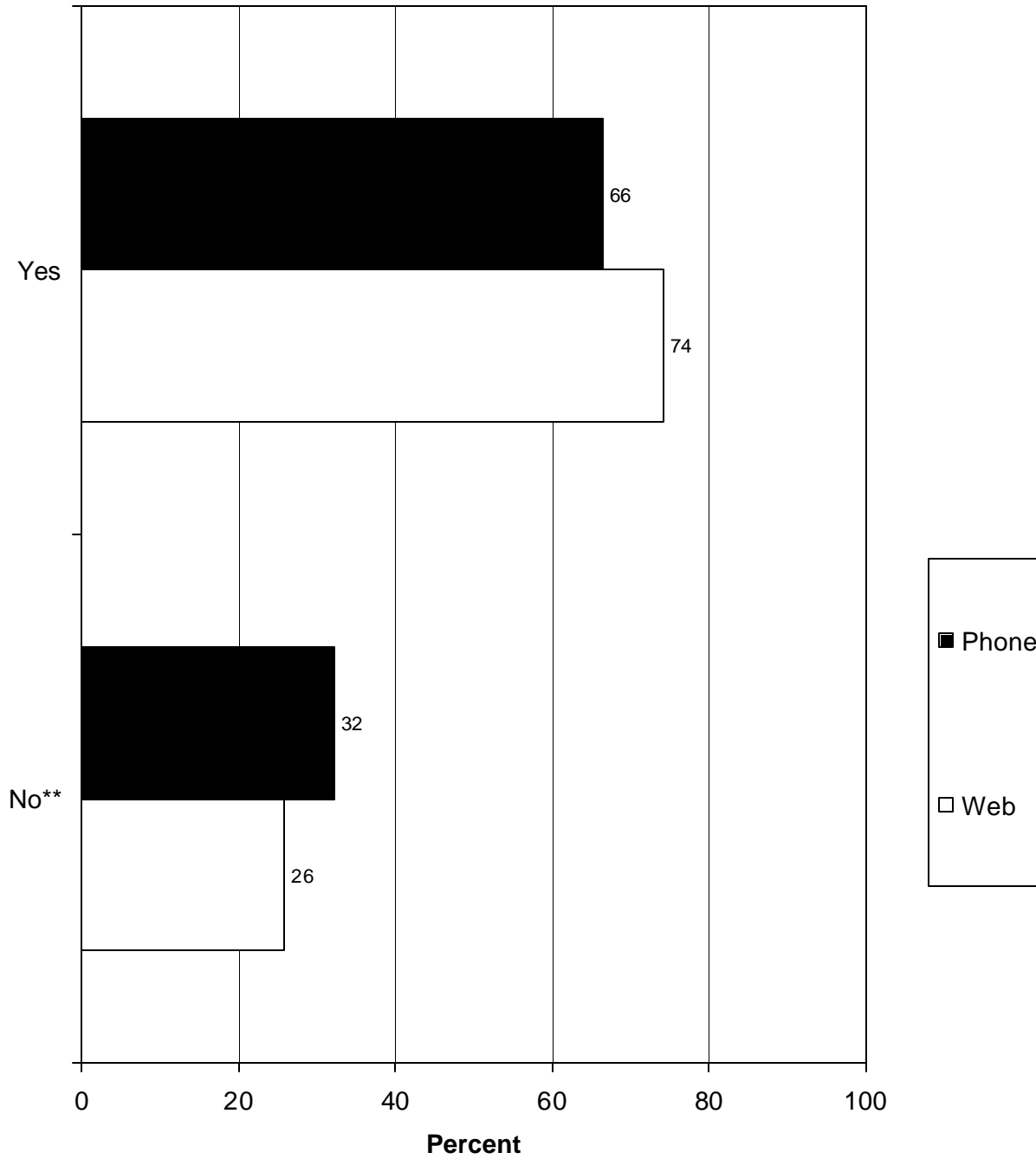
Q74. / 26. Overall, how often would you say that you hunt?



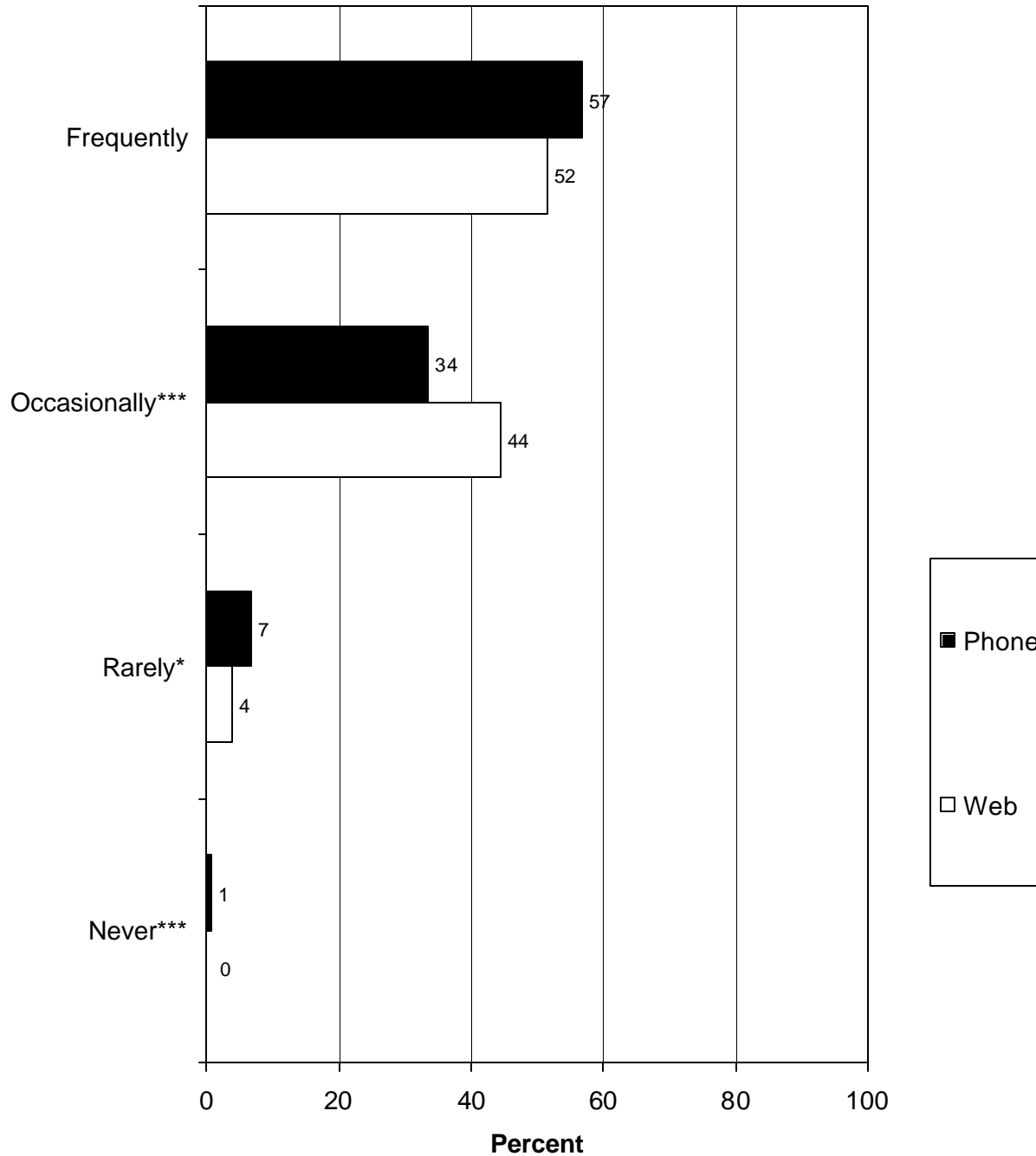
Q73. / 25. Over the past 5 years, how has your participation in hunting changed?



Q76. / 28. In years that you are not drawn for big game permit tags, do you hunt other species?



**Q77. / 29. How frequently do you hunt other species?
(Asked of those who hunt other species in years they
are not drawn for big game permit tags.)**



HUNTING PARTICIPATION IN ARIZONA

- Overall, majorities of telephone respondents and Web respondents participated in big game hunting during the Fall season and small game hunting in Arizona in the past 5 years, but less than half participated in big game hunting during the Spring season. Statistically significant differences in the mean number of years of participation indicate that telephone respondents are less avid participants in the hunting activities than are Web respondents.

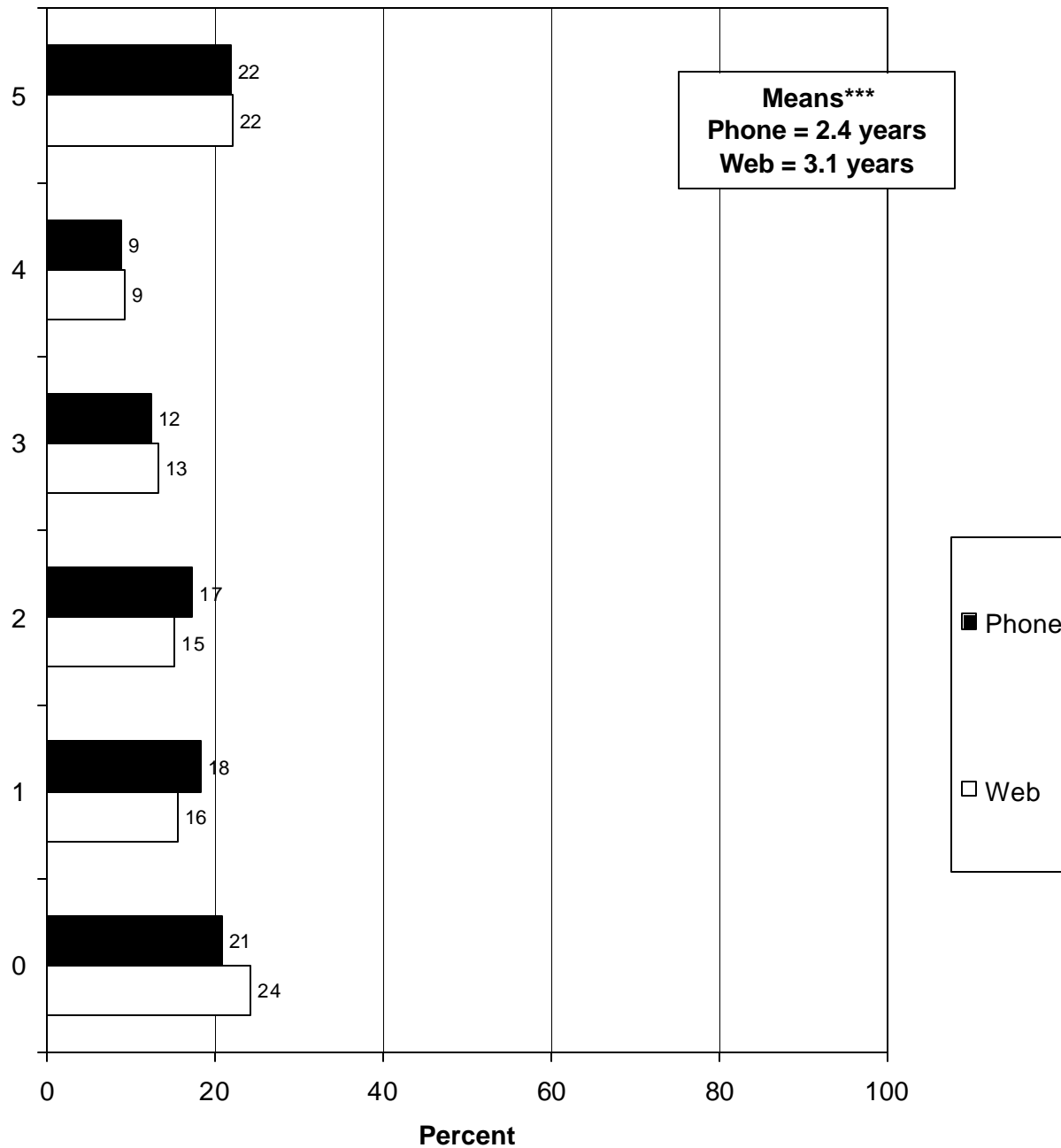
- Large majorities of telephone respondents (78%) and Web respondents (75%) had hunted big game during the Fall season in Arizona in the past 5 years.
 - About a fifth of each group (22% of telephone respondents and 22% of Web respondents) had hunted big game during the Fall season in Arizona every year in the past 5 years.
 - Substantial percentages (21% of telephone respondents and 24% of Web respondents) did not hunt big game at all during the Fall season in Arizona in the past 5 years.
 - The mean number of years telephone respondents hunted big game during the Fall season in Arizona in the past 5 years was 2.4 years compared to 3.1 years for Web respondents. The difference in the mean number of years is statistically significant.

- Slight majorities of telephone respondents (57%) and Web respondents (59%) did not hunt big game at all during the Spring season in Arizona in the past 5 years.
 - The mean number of years telephone respondents hunted big game during the Spring season in Arizona in the past 5 years was 1.3 years compared to 2.8 years for Web respondents. The difference in the mean number of years is statistically significant.

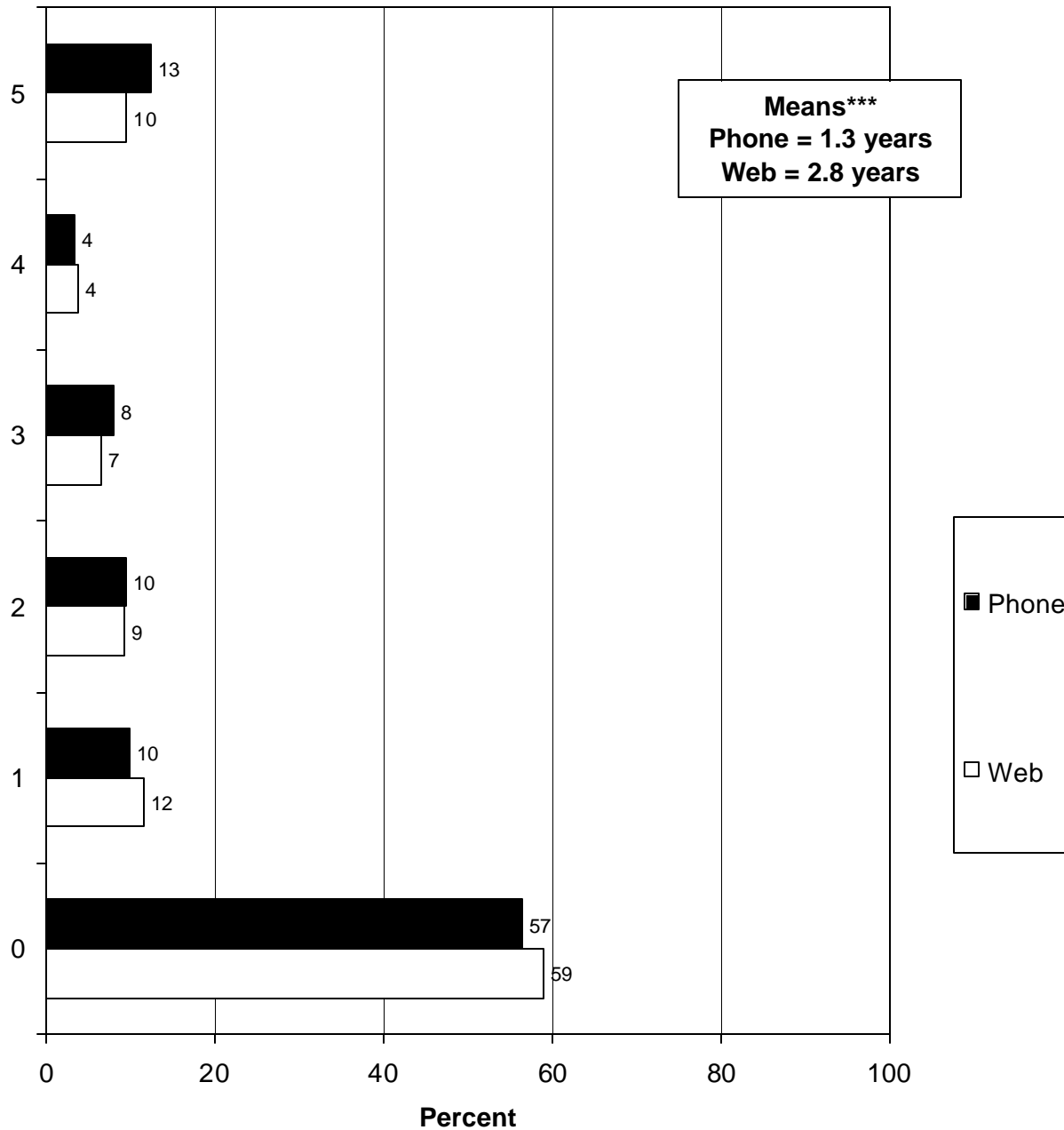
- Over half (52%) of telephone respondents and a majority (62%) of Web respondents had hunted small game in Arizona in the past 5 years.
 - Of those who had hunted small game in Arizona in the past 5 years, most had hunted small game in Arizona every year for the past 5 years.
 - Nearly half (47%) of telephone respondents and over a third (38%) of Web respondents (38%) did not hunt small game at all in Arizona in the past 5 years.

- Telephone respondents were more likely than were Web respondents to not have hunted small game at all in Arizona in the past 5 years. This is a statistically significant difference.
- The mean number of years telephone respondents hunted small game in Arizona in the past 5 years was 2.2 years. The mean number of years for Web respondents was 4.0 years. The difference in the mean number of years is statistically significant.

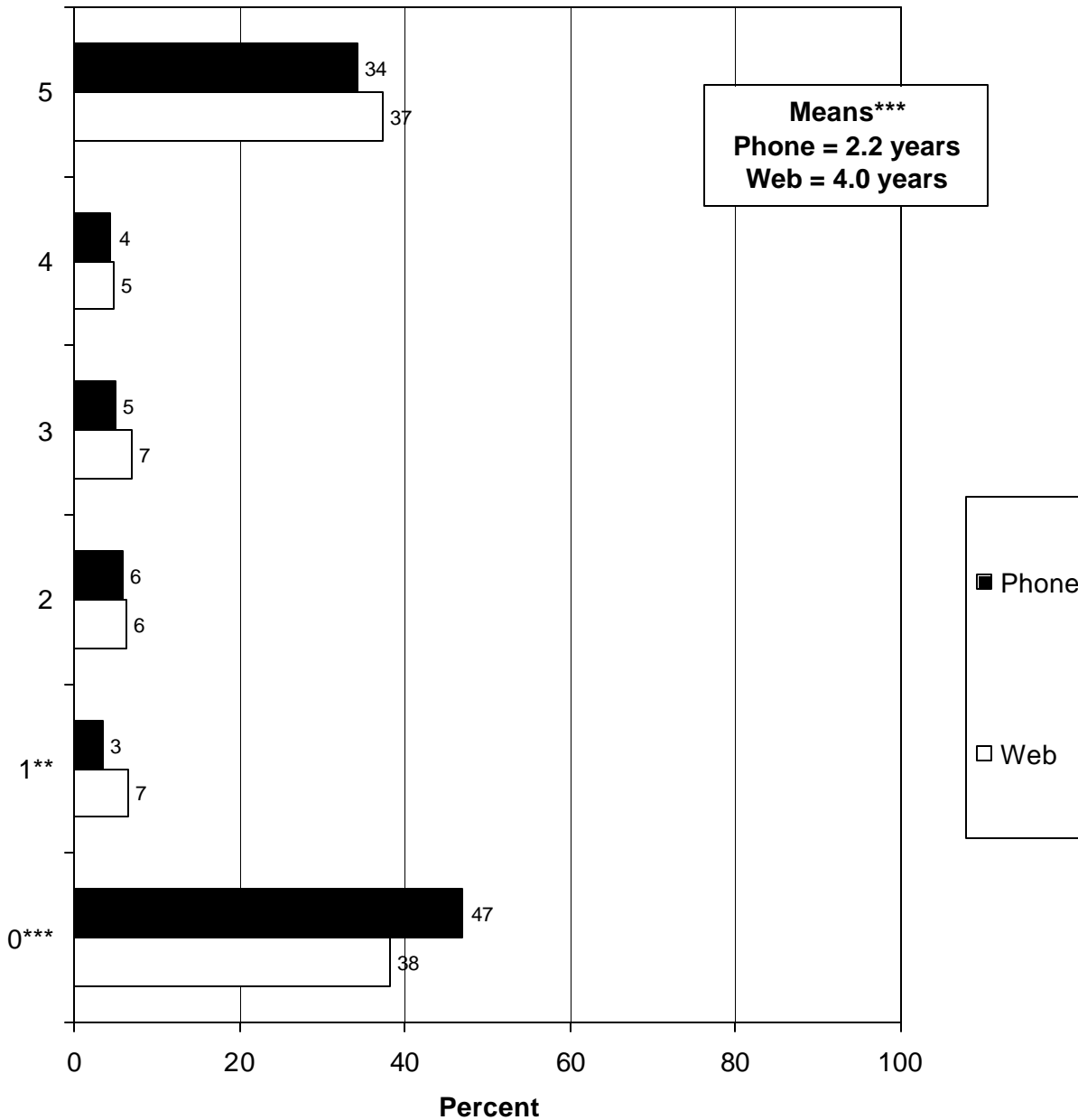
Q67. / 23. How many of the past 5 years have you hunted in Arizona for big game in the Fall season?



Q68. / 23. How many of the past 5 years have you hunted in Arizona for big game in the Spring season?



Q69. / 23. How many of the past 5 years have you hunted in Arizona for small game?



HUNTING PARTICIPATION IN OTHER STATES

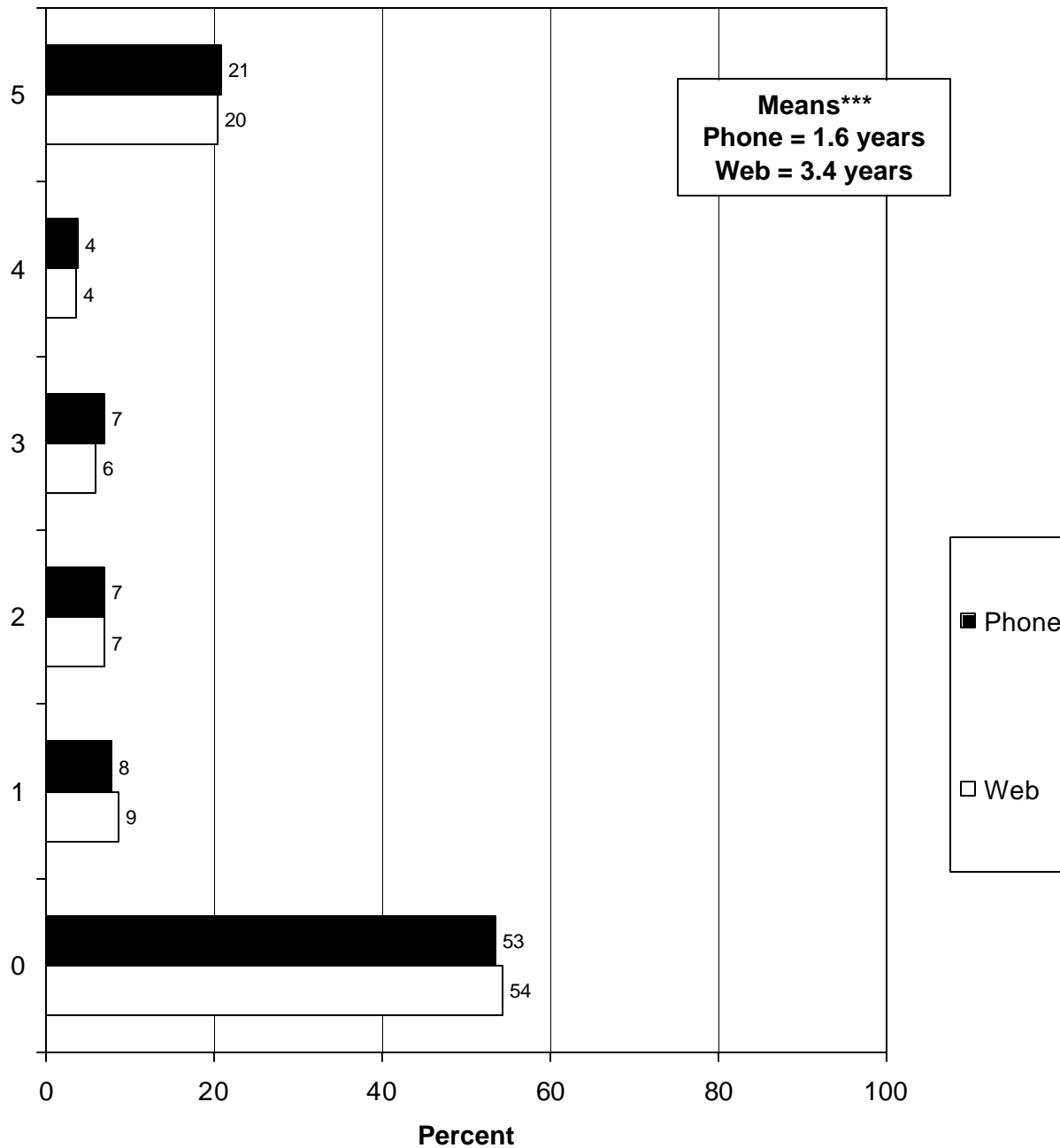
- Similar to participation in big game hunting (Fall and Spring seasons) and small game hunting in Arizona, statistically significant differences in the mean number of years of participation in these activities in states other than Arizona indicate that telephone respondents are less avid participants in the hunting activities than are Web respondents.

- Just over half of telephone respondents (53%) and of Web respondents (54%) did not hunt for big game at all during the Fall season in other states than Arizona in the past 5 years.
 - Most commonly, those who had hunted for big game during the Fall season in other states than Arizona did so each year in the past 5 years.
 - The mean number of years telephone respondents hunted big game during the Fall season in other states than Arizona in the past 5 years was 1.6 years compared to 3.4 years for Web respondents. The difference in the mean number of years is statistically significant.

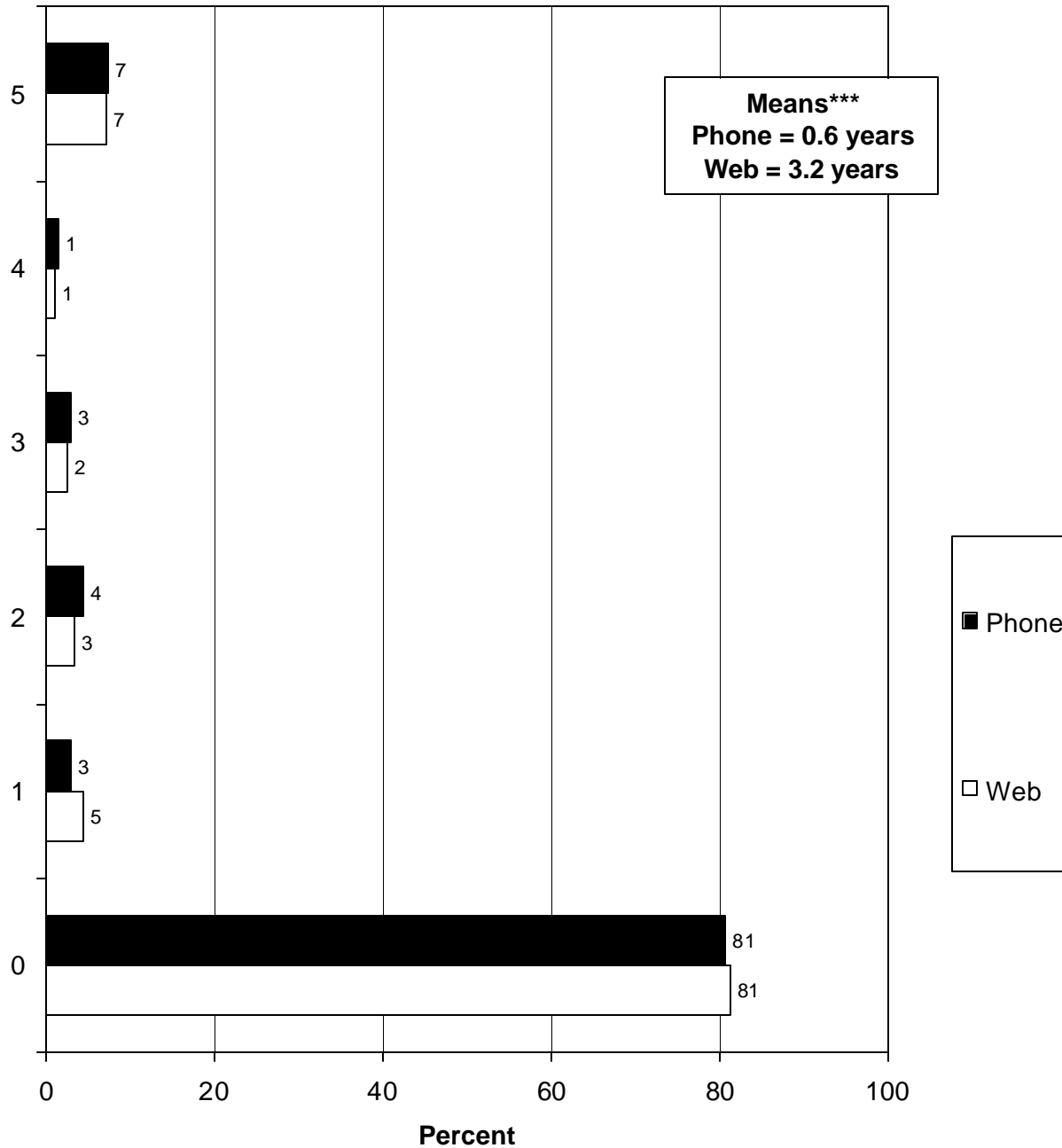
- Large majorities of telephone respondents (81%) and Web respondents (81%) did not hunt for big game at all during the Spring season in other states than Arizona in the past 5 years.
 - The mean number of years telephone respondents hunted big game during the Spring season in other states than Arizona in the past 5 years was 0.6 years compared to 3.2 years for Web respondents. The difference in the mean number of years is statistically significant.

- Large majorities of telephone respondents (75%) and Web respondents (73%) did not hunt for small game at all in other states than Arizona in the past 5 years.
 - The mean number of years telephone respondents hunted small game in other states than Arizona in the past 5 years was 0.9 years compared to 3.5 years for Web respondents. The difference in the mean number of years is statistically significant.

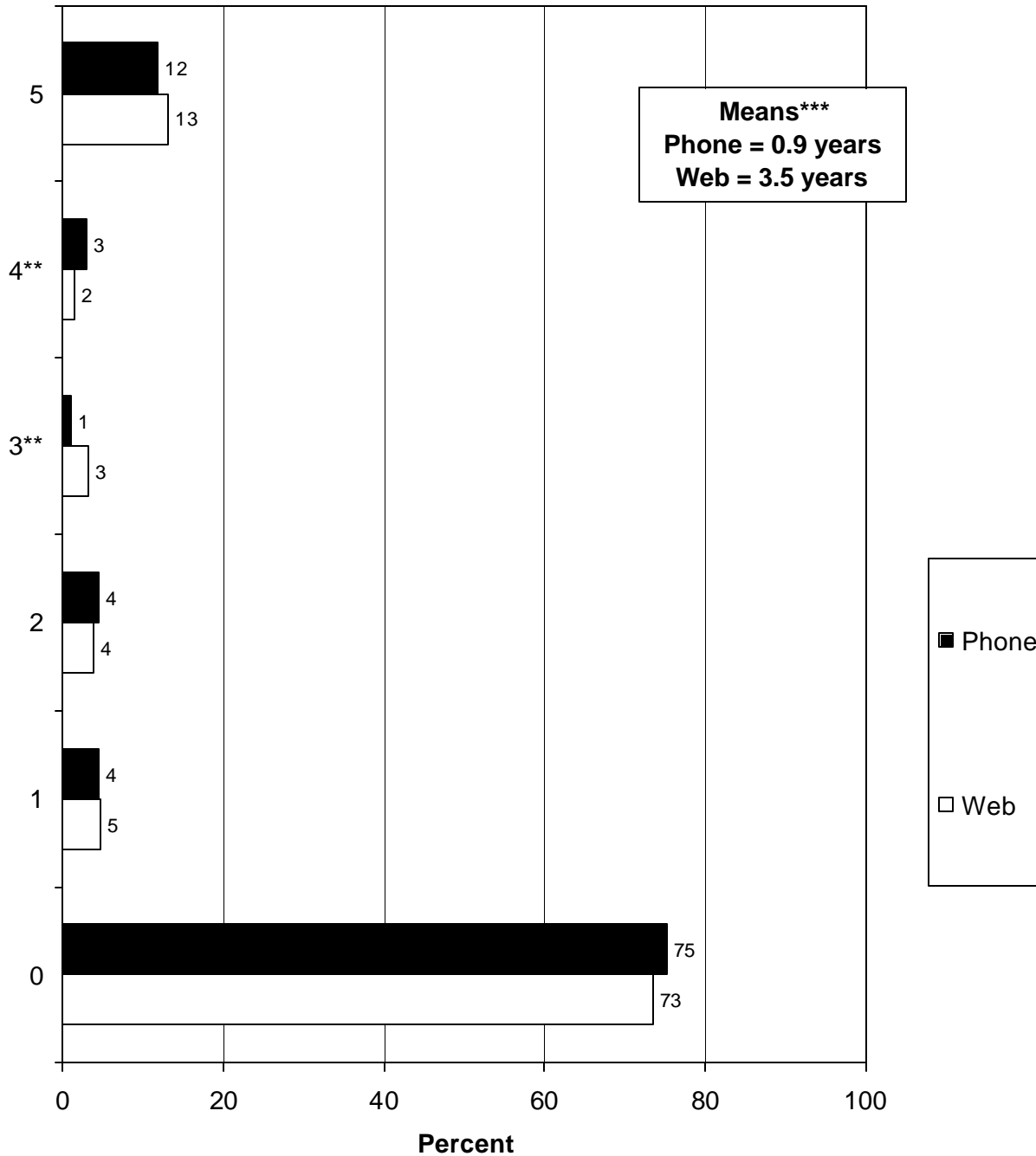
Q70. / 24. How many of the past 5 years have you hunted in states other than Arizona for big game in the Fall season?



Q71. / 24. How many of the past 5 years have you hunted in states other than Arizona for big game in the Spring season?



Q72. / 24. How many of the past 5 years have you hunted in states other than Arizona for small game?

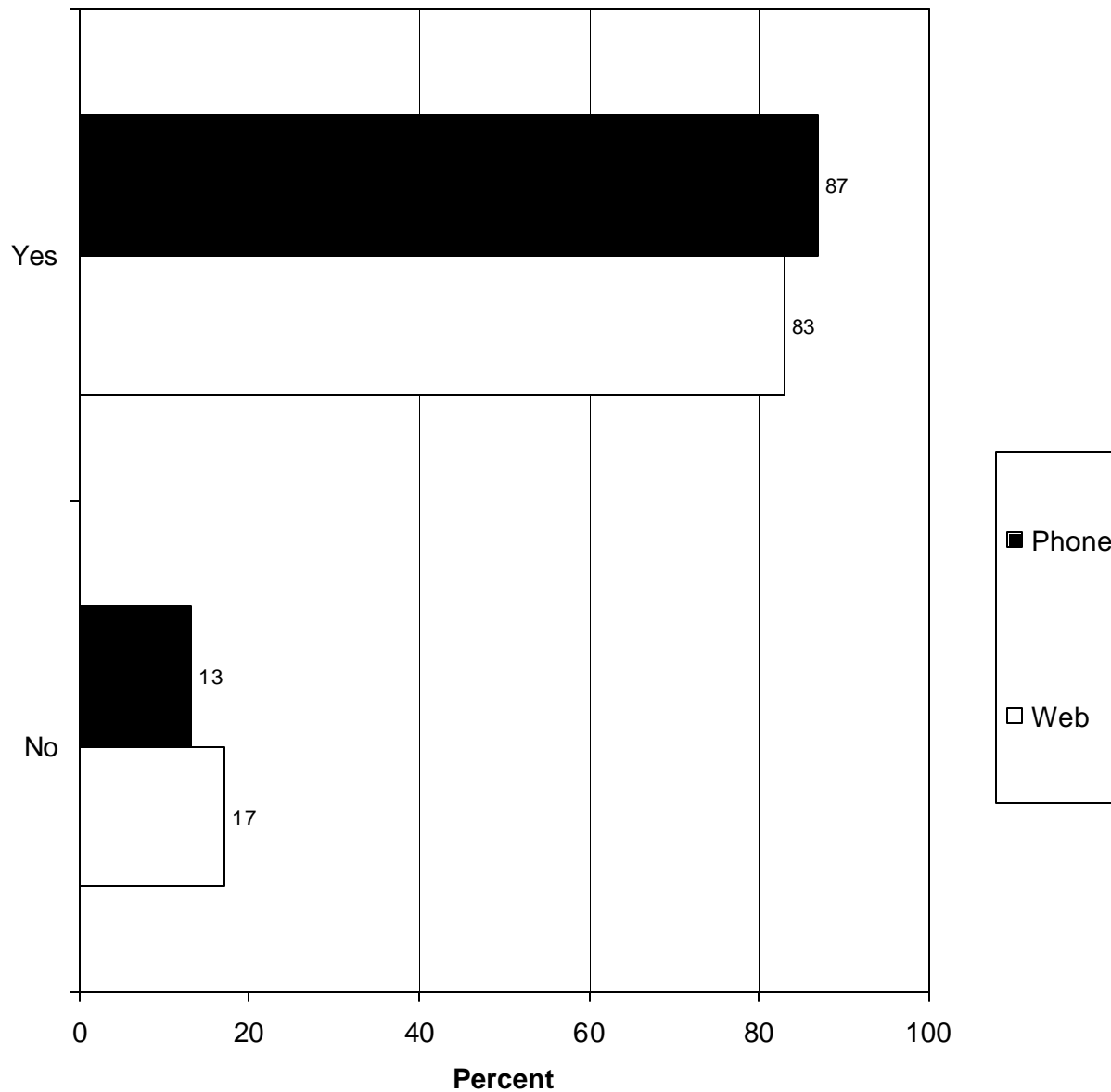


HUNTING PARTICIPATION AMONG YOUTH

- About a quarter of telephone respondents (26%) and a third of Web respondents (32%) have children between the ages of 10 and 17 years living in their household.
 - Telephone respondents were less likely than were Web respondents to have children between the ages of 10 and 17 years living in their household. This is a statistically significant difference.
 - This graph is shown in the section of this report titled, “Demographic Data.”

- Of those who have children between the ages of 10 and 17 years living in their household, large majorities (87% of telephone respondents and 83% of Web respondents) indicated that at least one of the children hunt or have expressed an interest in big game hunting.
 - There were no statistically significant differences in the participation in hunting or expressed interest in big game hunting between children living in the household of telephone respondents and children living in the household of Web respondents.

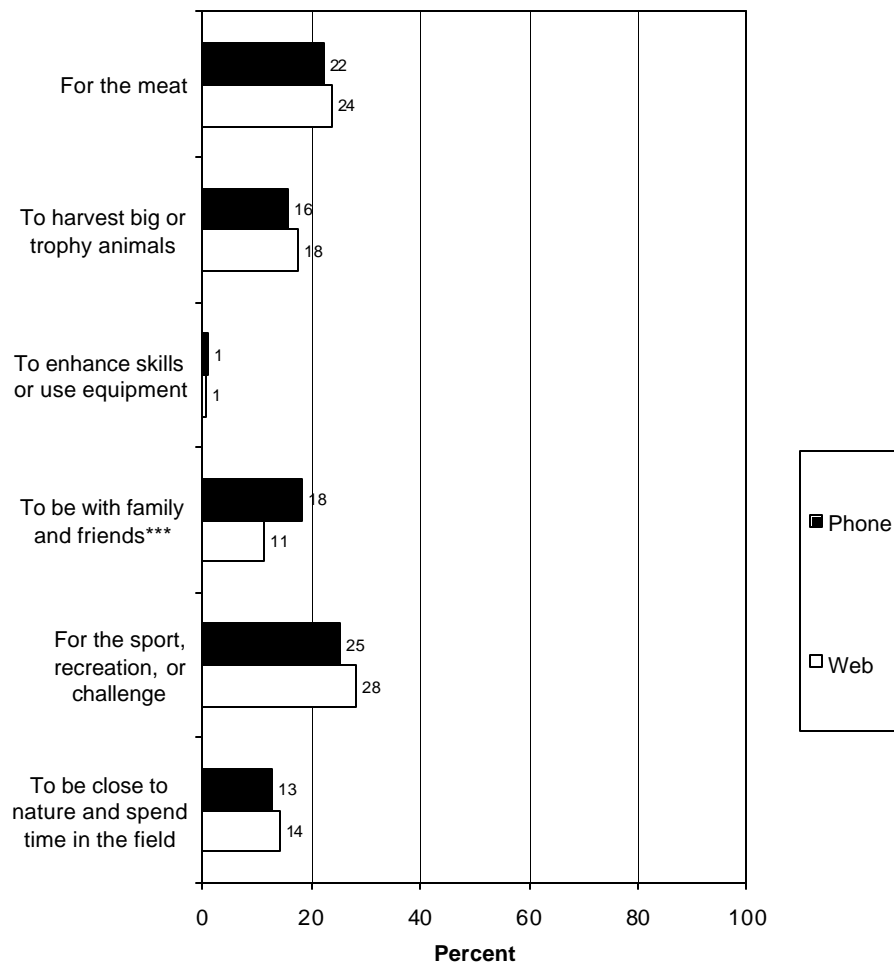
Q114. / 44. Of the children aged 10 to 17 in your household, do any of them hunt or have they expressed an interest in big game hunting? (Asked of those who have children aged 10 to 17 in the household.)



REASONS FOR HUNTING BIG GAME IN ARIZONA

- The top two reasons for hunting big game in Arizona among both telephone and Web respondents were for the sport/recreation/challenge and for the meat.
 - Telephone respondents were more likely than were Web respondents to say being with family and friends is the primary reason they hunt big game in Arizona. This is a statistically significant difference.

Q12. / 3. What was your primary reason for hunting big game in Arizona?

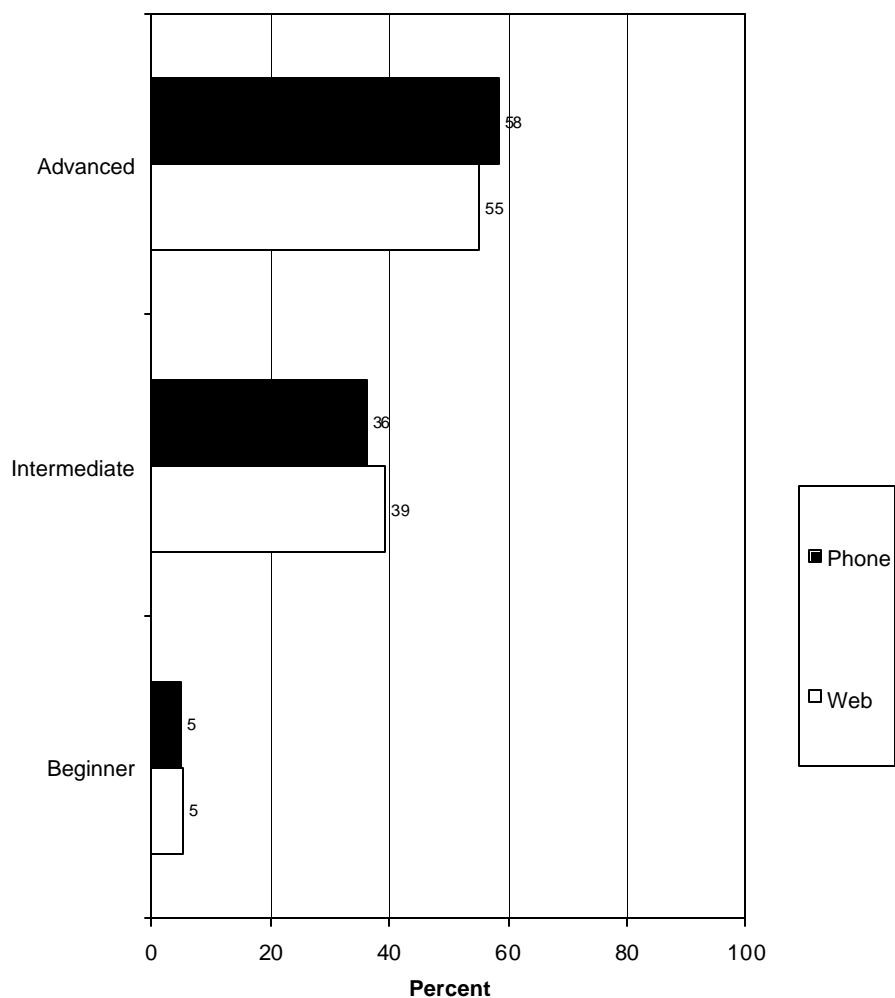


HUNTING CHARACTERISTICS

HUNTING EXPERTISE

- Telephone and Web respondents’ self-ratings of hunting expertise were similar: slight majorities of each group (58% of telephone respondents and 55% of Web respondents) rated their hunting expertise as advanced and a little more than a third of each group rated their expertise as intermediate. Very few rated their expertise as a beginner.
 - There were no statistically significant differences between telephone respondents’ and Web respondents’ self-ratings of hunting expertise.

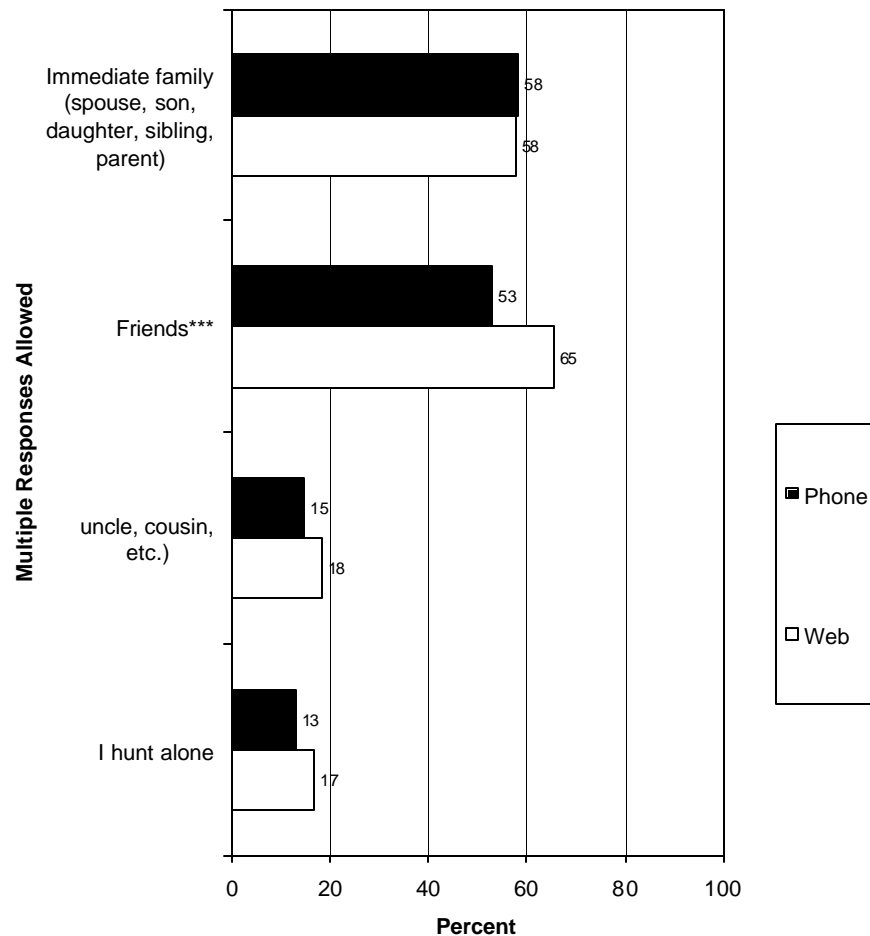
Q75. / 27. How would you rate your expertise as a hunter?



HUNTING COMPANIONS

- The top two typical hunting companions for telephone respondents and Web respondents are immediate family and friends.
 - Although 58% of each group said they usually hunt with immediate family, friends was the second most common response for telephone respondents but the top response (more common than immediate family) among Web respondents.
 - Web respondents were more likely than were telephone respondents to typically hunt with friends. This is a statistically significant difference.

Q80. / 30. With whom do you usually hunt in Arizona?

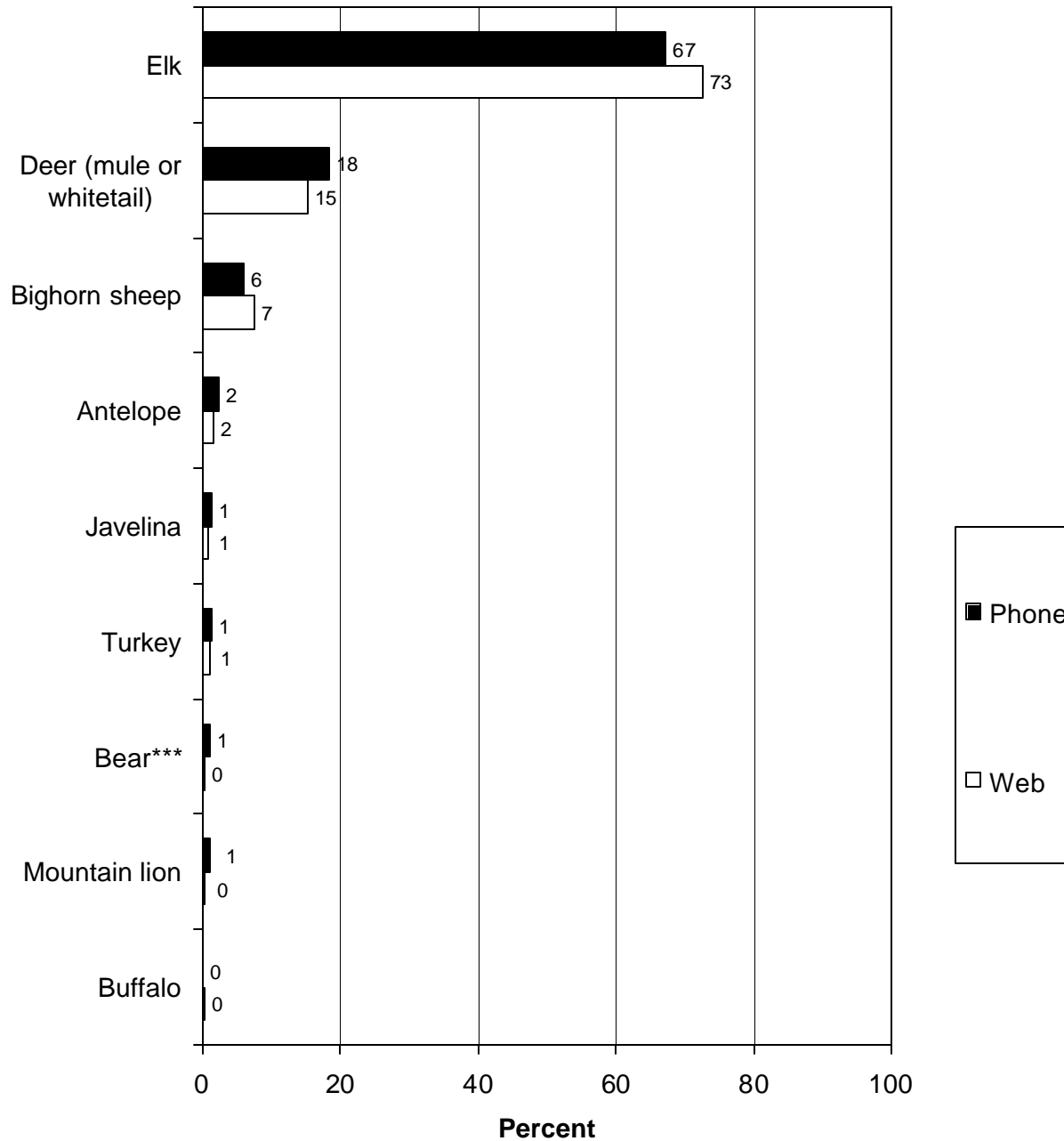


SPECIES PREFERRED

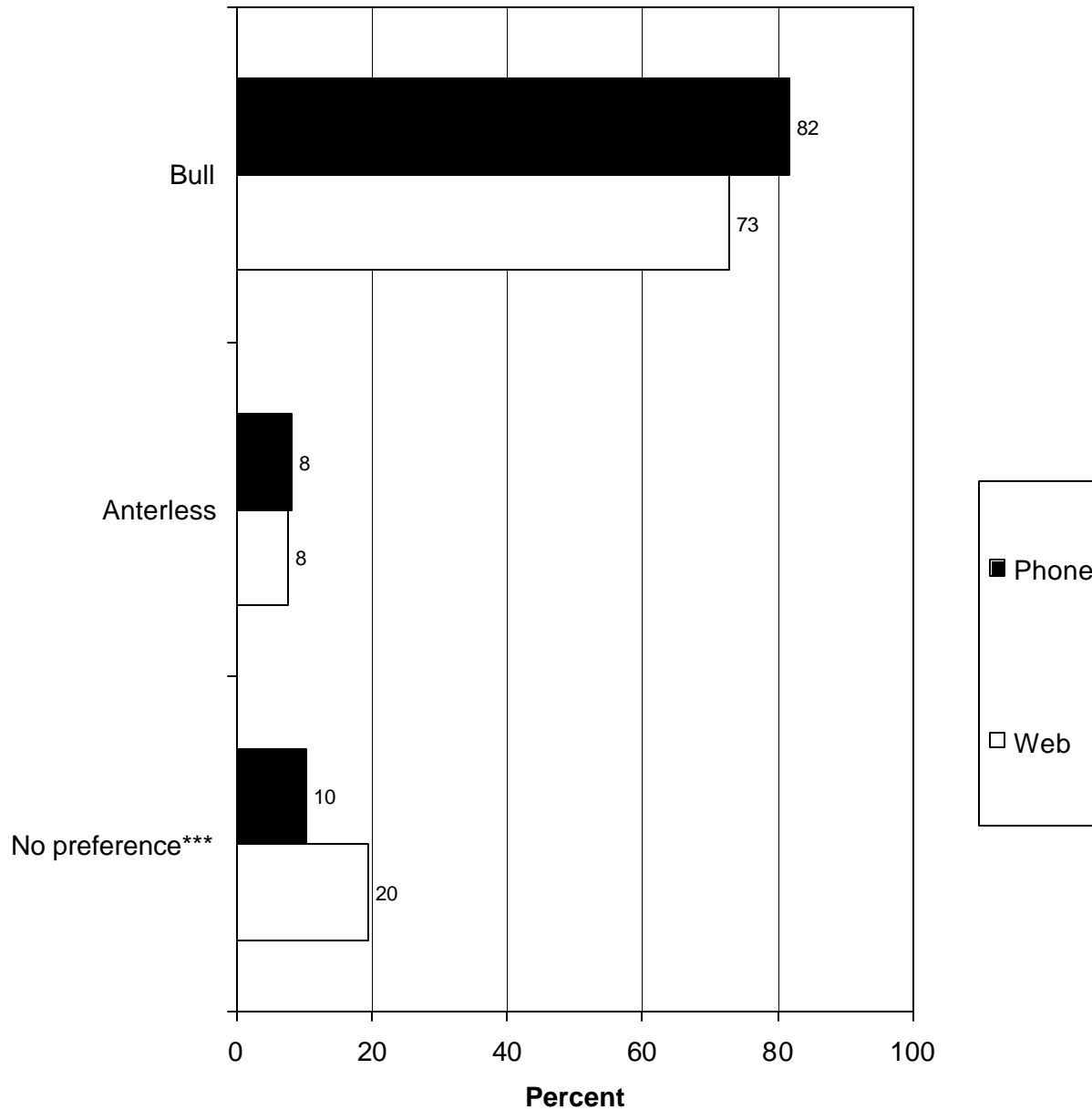
- The most preferred big game species among telephone respondents and Web respondents is elk, by far the most popular species, distantly followed by deer (mule or whitetail).
 - Although it is not a preferred big game species among many respondents, telephone respondents were more likely than were Web respondents to prefer to hunt bear in Arizona. This is a statistically significant difference.
 - Large majorities of telephone respondents (82%) and Web respondents (73%) who prefer to hunt elk indicated that they prefer a bull hunt to an antlerless hunt. A fifth of Web respondents have no preference.
 - Web respondents were more likely than were telephone respondents to have no preference between a bull hunt and an antlerless hunt. This is a statistically significant difference.
 - A large majority (76%) of telephone respondents who prefer to hunt deer indicated that they prefer hunting mule deer to whitetail deer. Slightly more than half of Web respondents (52%) have the same preference to hunt mule deer while 20% have no preference.
 - Telephone respondents were more likely than were Web respondents to prefer mule deer, and Web respondents were more likely to have no preference in deer species. These are statistically significant differences.

- Very few telephone respondents and Web respondents said that they prefer to hunt big game species other than elk or deer. Graphs for the preferences for turkey and javelina are shown.

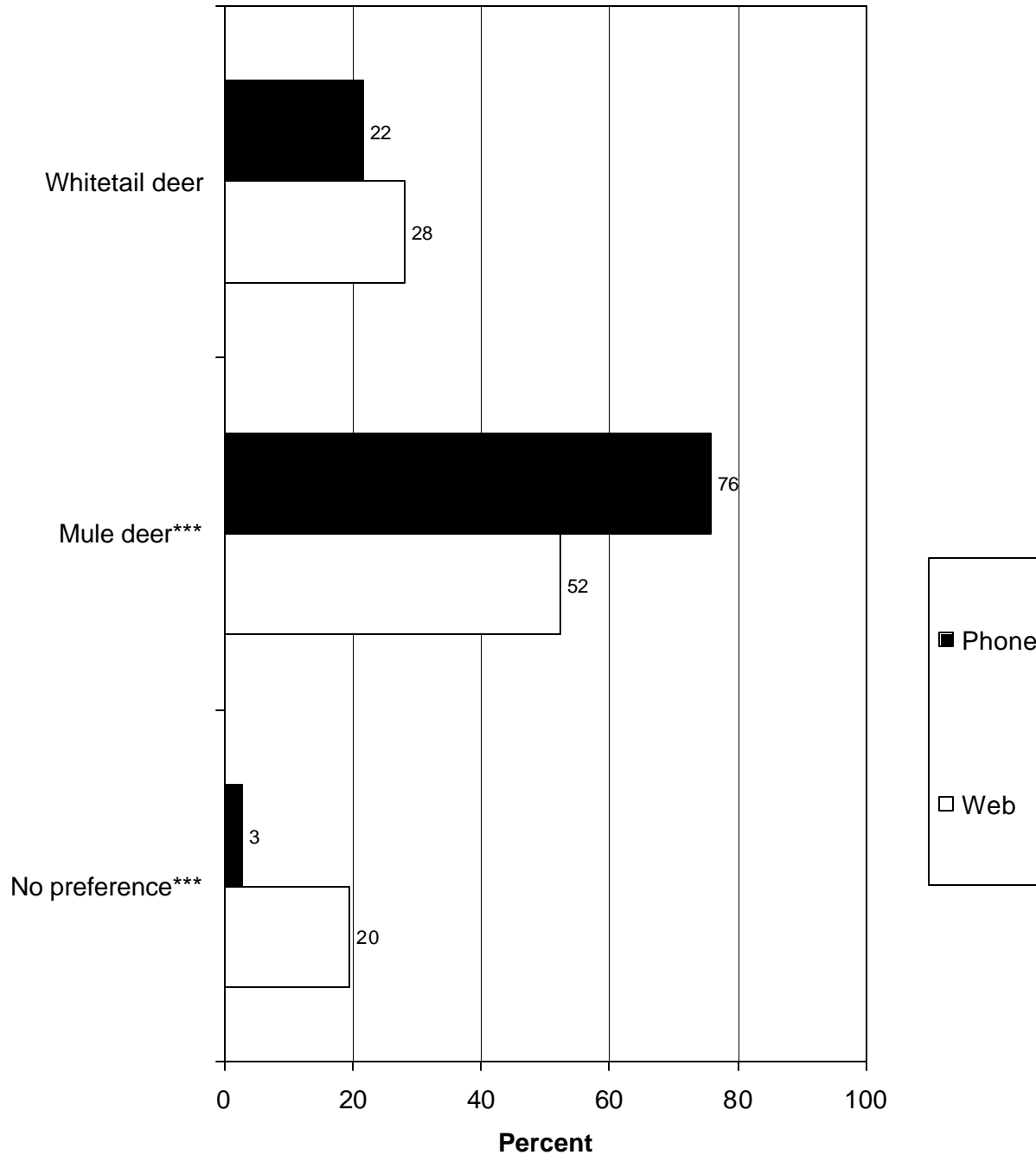
Q90. / 33. Of the following big game species, which one species do you most prefer to hunt in Arizona?



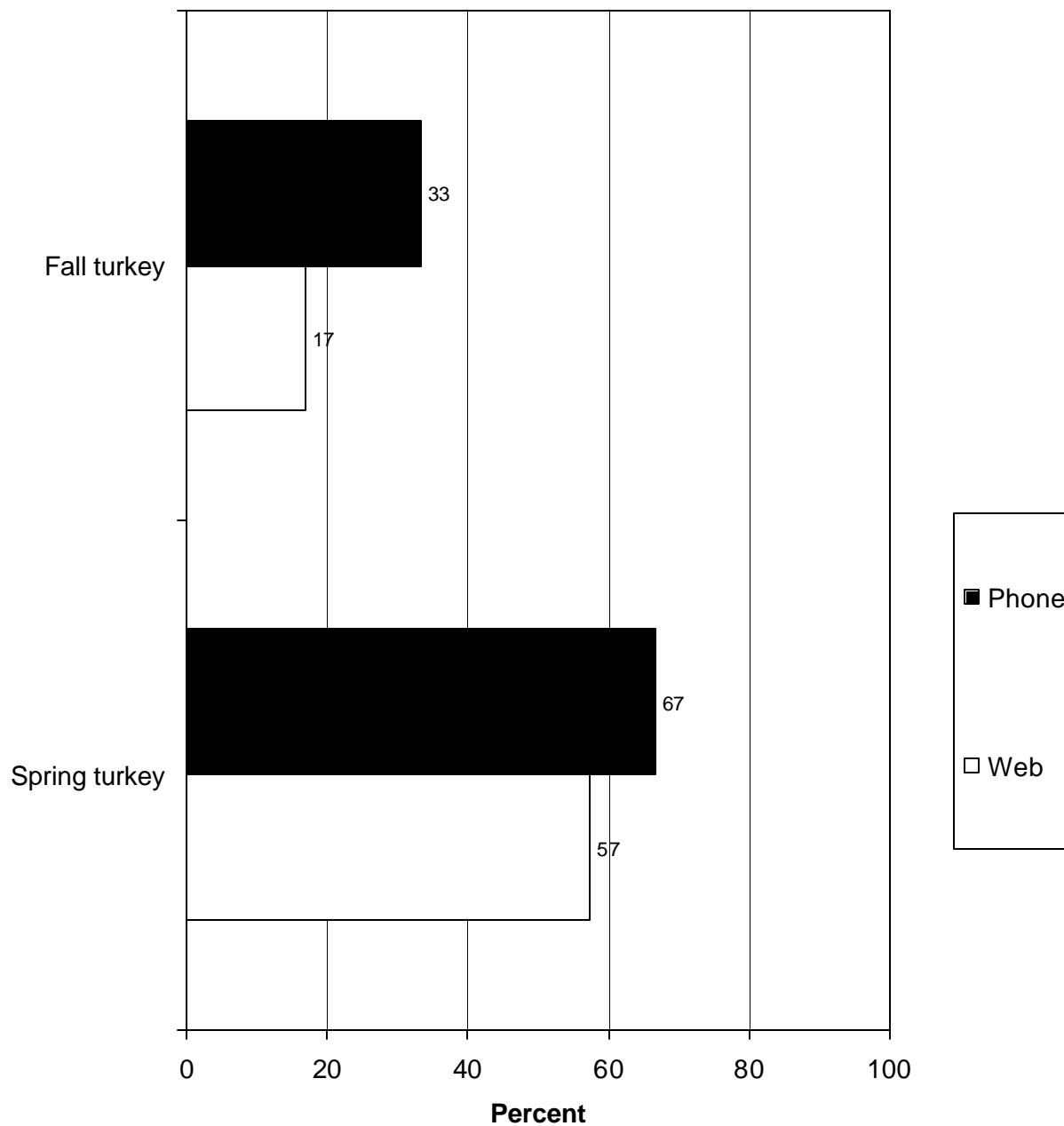
Q92. / 35. You said elk was your most preferred species. Would you prefer a bull hunt or an antlerless hunt? (Asked of those who most prefer to hunt elk in Arizona.)



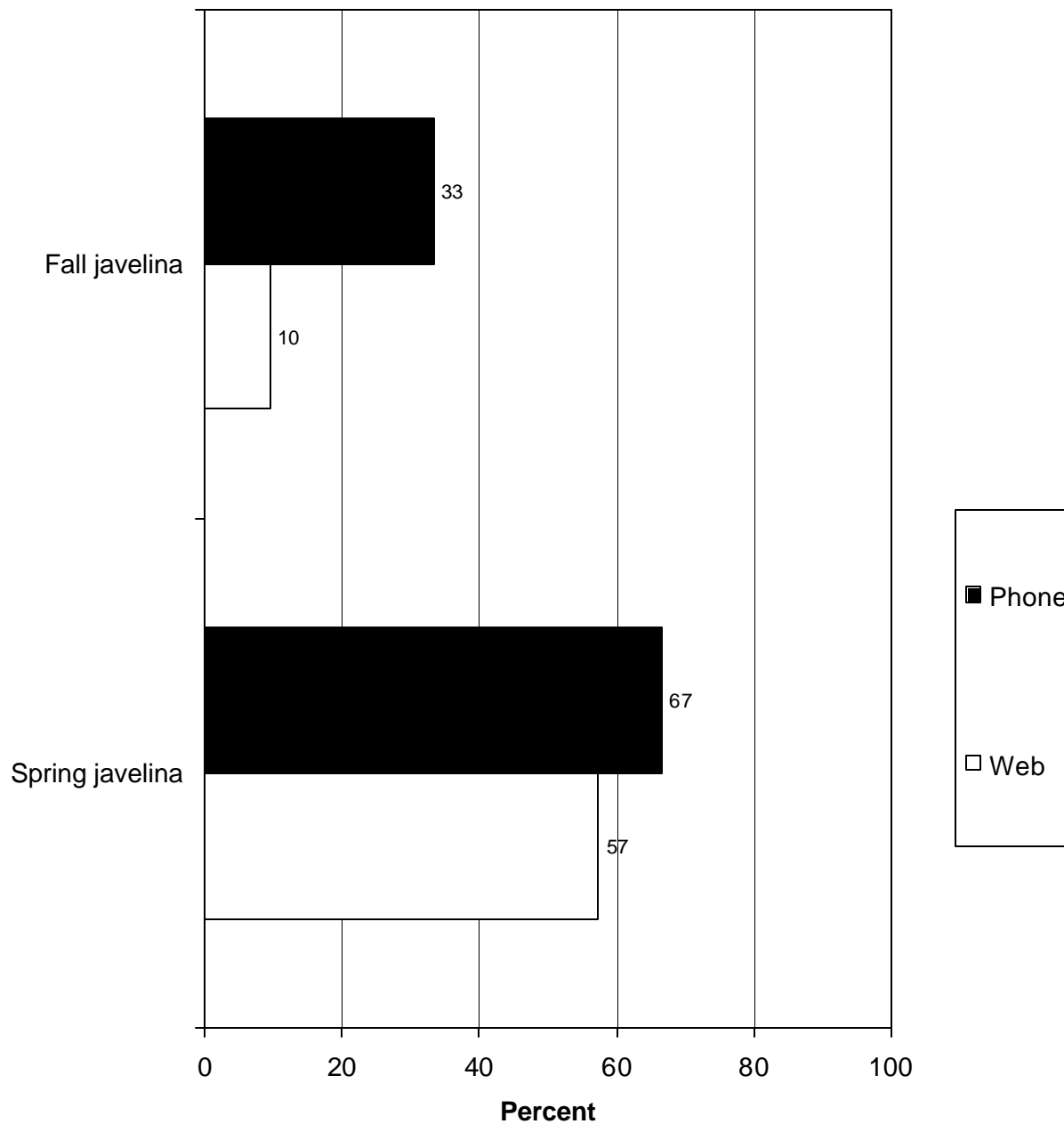
Q91. / 34. You said deer was your most preferred species. Which is your preferred deer species? (Asked of those who most prefer to hunt deer in Arizona.)



Q93. / 36. You said turkey was your most preferred species. Which hunt do you prefer? (Asked of those who most prefer to hunt turkey in Arizona.)



Q94. / 37. You said javelina was your most preferred species. Which hunt do you prefer? (Asked of those who most prefer to hunt javelina in Arizona.)



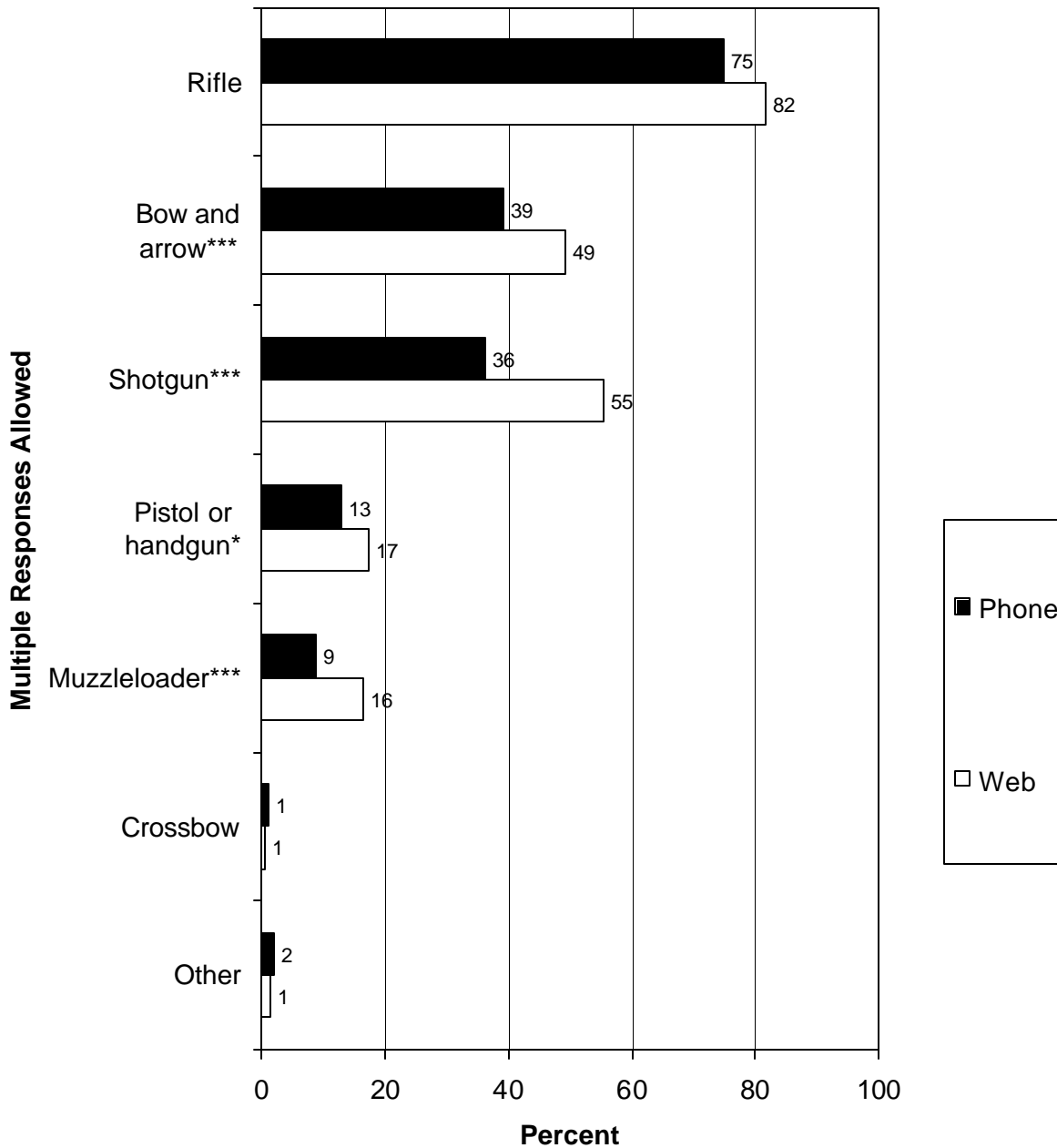
FIREARMS/WEAPONS MOST FREQUENTLY USED AND FIREARMS/WEAPONS PREFERRED

- The most frequently used weapon type among telephone respondents and Web respondents when hunting big game in Arizona is a rifle, followed by a bow and arrow and a shotgun.
 - Telephone respondents are less likely than are Web respondents to use a bow and arrow, a shotgun, a muzzleloader, and a pistol or handgun when hunting big game in Arizona. These are statistically significant differences.

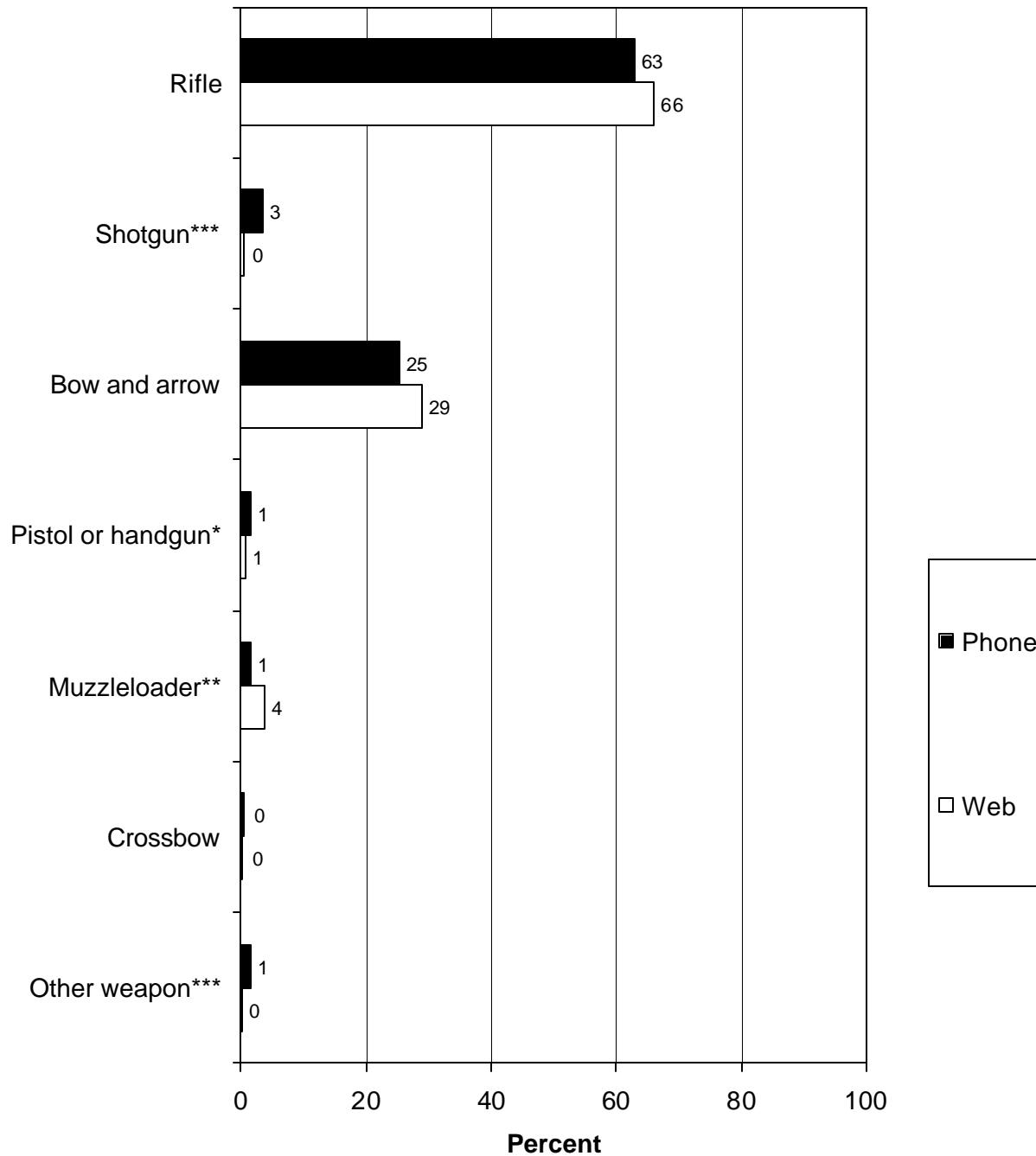
- The most preferred weapon type among telephone respondents and Web respondents when hunting big game in Arizona is a rifle, by far the most popular weapon, distantly followed by a bow and arrow.
 - Telephone respondents are more likely than are Web respondents to prefer to use a shotgun or a pistol or handgun when hunting big game in Arizona. Web respondents are more likely to prefer to use a muzzleloader. These are statistically significant differences.

- The most preferred weapon type among telephone respondents and Web respondents when hunting small game in Arizona is a shotgun, followed by a rifle.
 - Telephone respondents are less likely than are Web respondents to prefer to use a shotgun when hunting small game in Arizona. This is a statistically significant difference.

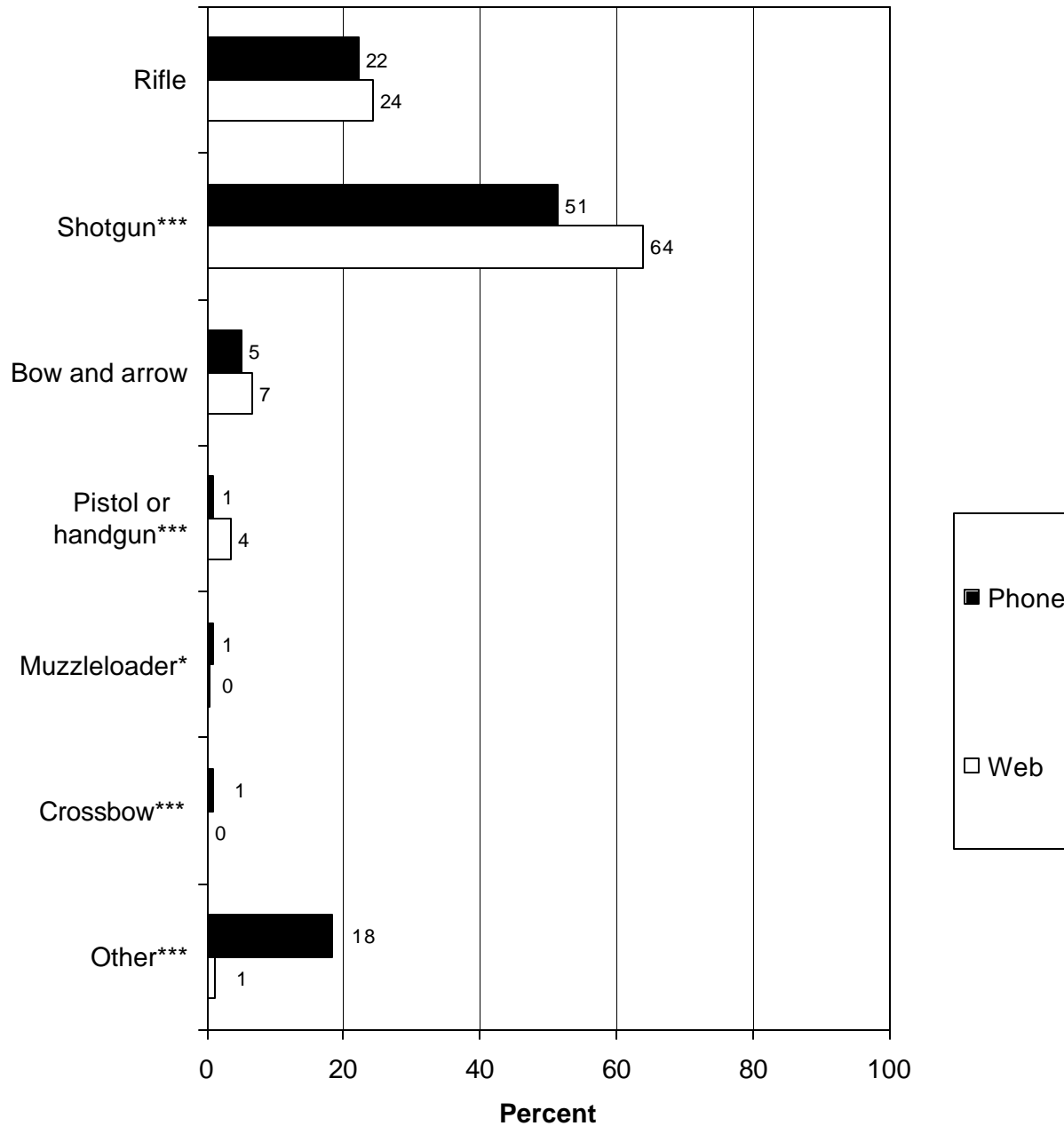
Q84. / 31. What types of firearms or weapons do you most frequently use when hunting in Arizona?



Q86. / 32. What is your most preferred weapon type when hunting big game in Arizona?



Q88. / 32. What is your most preferred weapon type when hunting small game in Arizona?



RATINGS OF IMPORTANCE OF FACTORS RELATED TO THE BIG GAME HUNTING EXPERIENCE

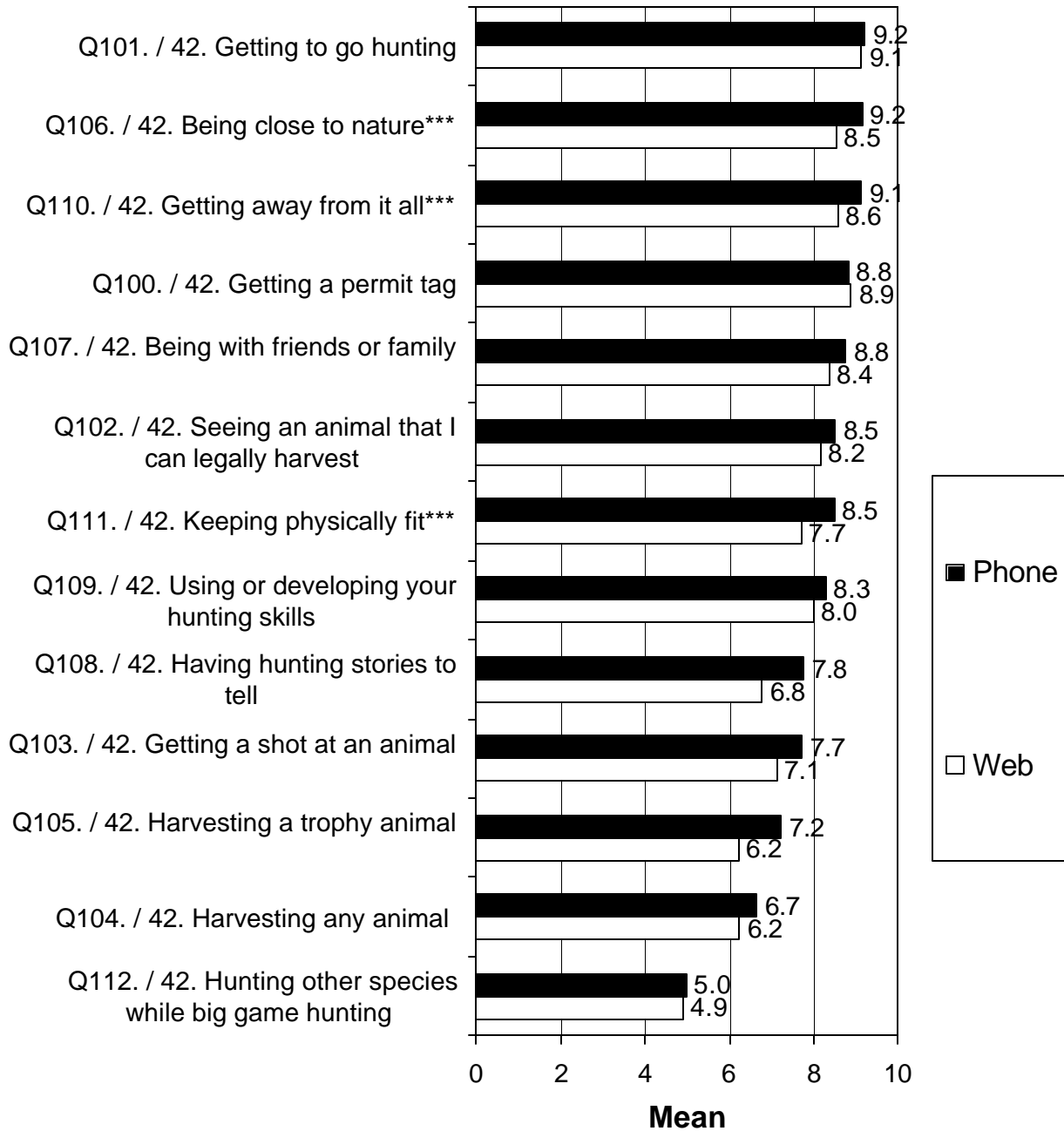
- Telephone respondents and Web respondents were asked to rate the importance of 13 different factors related to their big game hunting experience. The factors were rated on a scale of 1 to 10 where 1 is not at all important and 10 is extremely important.

- Ratings of importance were fairly high for nine of the 13 factors.
 - Most commonly, telephone respondents and Web respondents rated the importance of each factor as a 10 with one exception; the importance of hunting other species while big game hunting was most commonly rated a 1 or a 5.
 - Getting to go hunting ranked the *highest* in importance among both groups with a mean rating of 9.2 among telephone respondents and 9.1 among Web respondents.
 - Hunting other species while big game hunting ranked the *lowest* in importance among both groups with a mean rating of 5.0 among telephone respondents and 4.9 among Web respondents.
 - Seven of the 13 factors had a mean rating of 8.0 or higher among both telephone and Web respondents: getting to go hunting, being close to nature, getting away from it all, getting a permit tag, being with friends or family, seeing an animal that can be legally harvested, and using or developing hunting skills.
 - The mean rating for keeping physically fit was above 8.0 for telephone respondents (8.5) but not for Web respondents (7.7). This is a statistically significant difference.
 - Telephone respondents were more likely than were Web respondents to rate the importance of 10 of the 13 factors as a 10. These are statistically significant differences. The 10 factors, in descending order of the strength of statistical significance, are having hunting stories to tell, harvesting a trophy animal, keeping physically fit, getting away from it all, being close to nature, getting a shot at an animal, being with friends or family, using or developing hunting skills, seeing an animal that can be legally harvested, and hunting other species while big game hunting.
 - Although there was some variation of mean ratings of importance between telephone respondents and Web respondents, the differences in the mean ratings of importance were statistically significant for only three factors. The three factors, in descending order

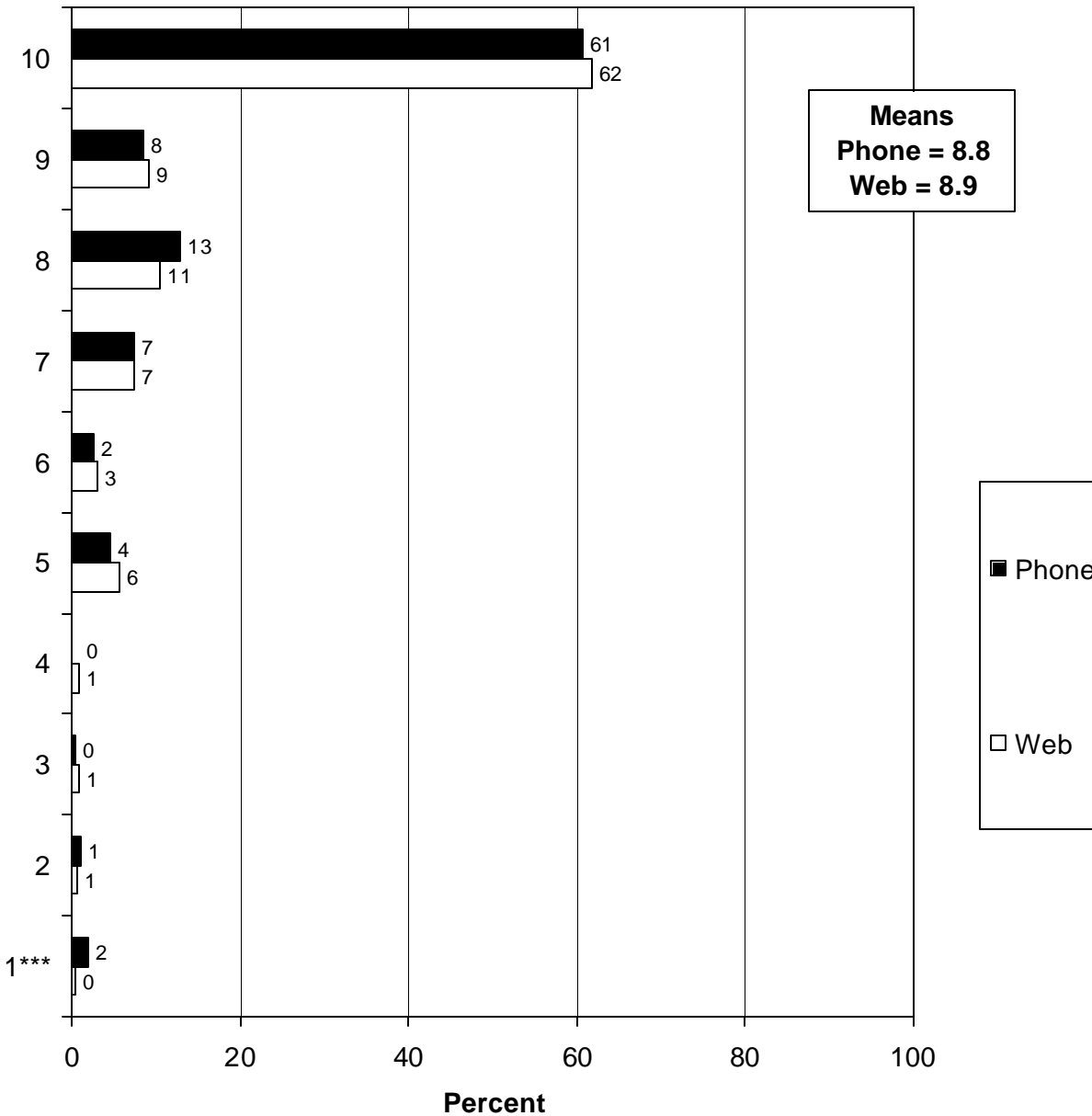
of the strength of statistical significance, are keeping physically fit, getting away from it all, and being close to nature.

- In a related question, approximately two-thirds of each group (64% of telephone respondents and 67% of Web respondents) said having more frequent opportunities to hunt big game is more important to them than is harvesting a trophy animal.
 - Nonetheless, telephone respondents were more likely than were Web respondents to say that harvesting a trophy animal is more important to them. Web respondents were more likely to have no preference. These are statistically significant differences.

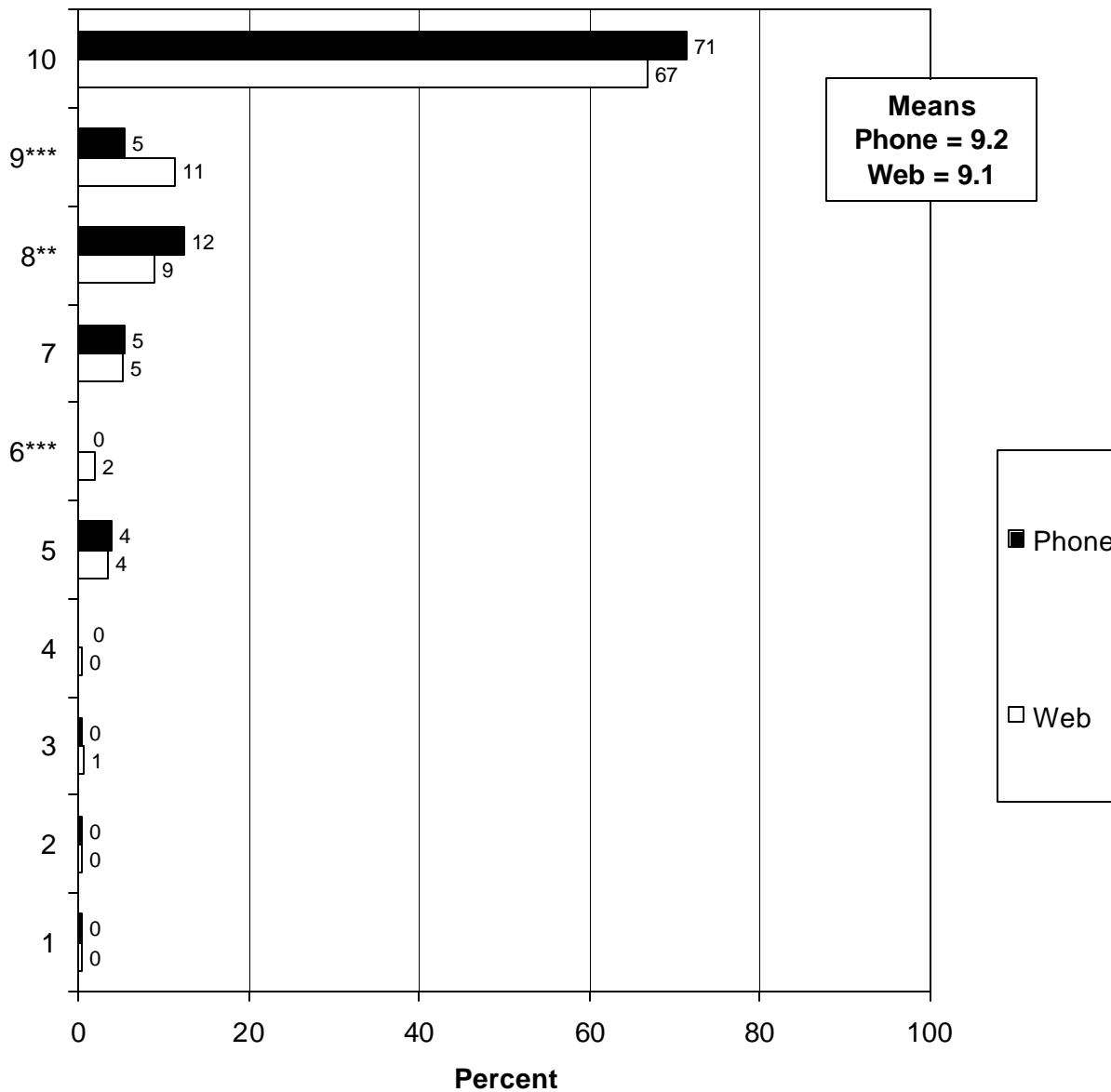
Mean ratings of importance of each of the following factors related to the big game hunting experience.



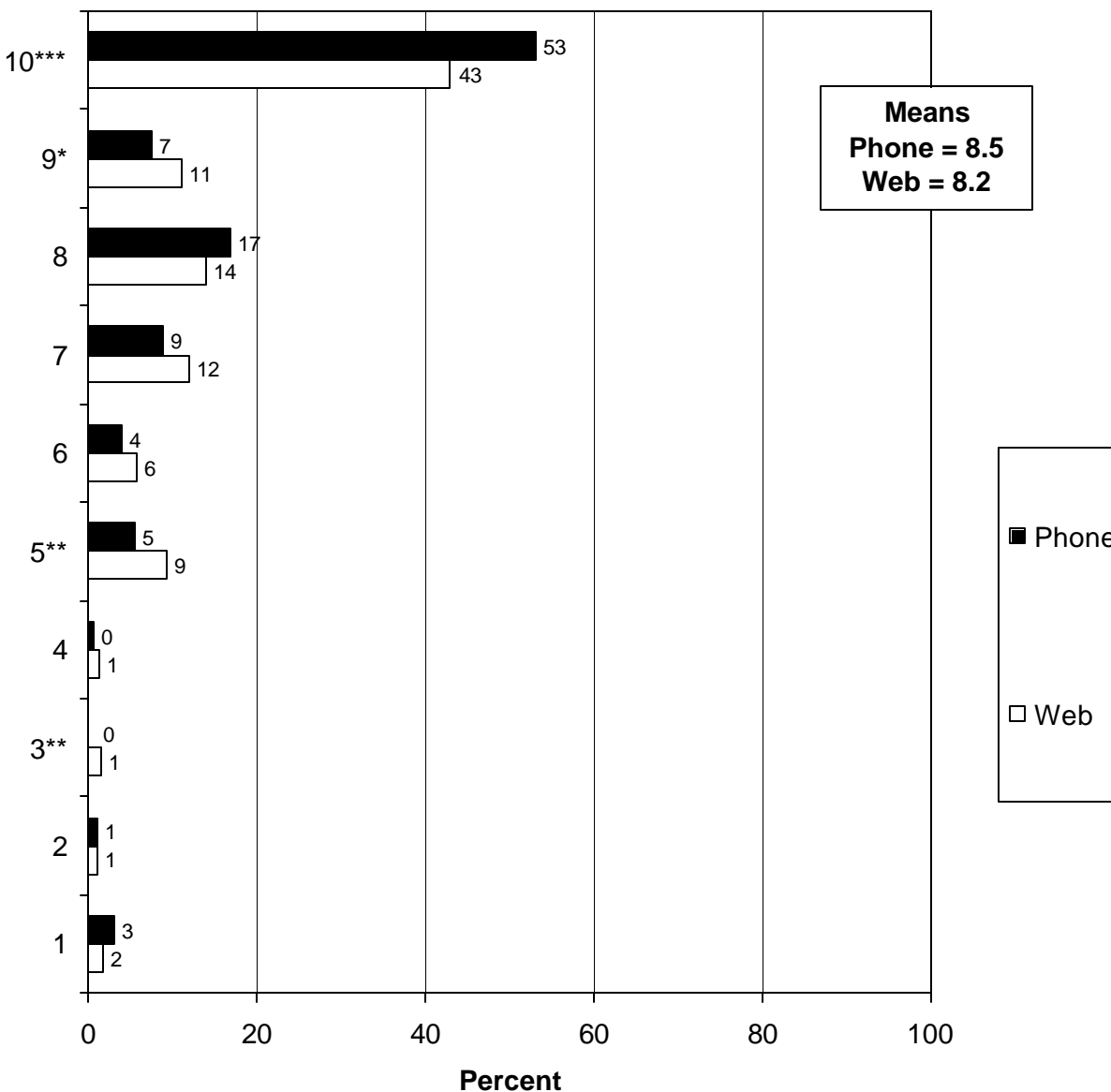
Q100. / 42. (What about) getting a permit tag? (How important is this to your big game hunting experience on a scale of 1 to 10 where 1 is 'not at all important' and 10 is 'extremely important?')



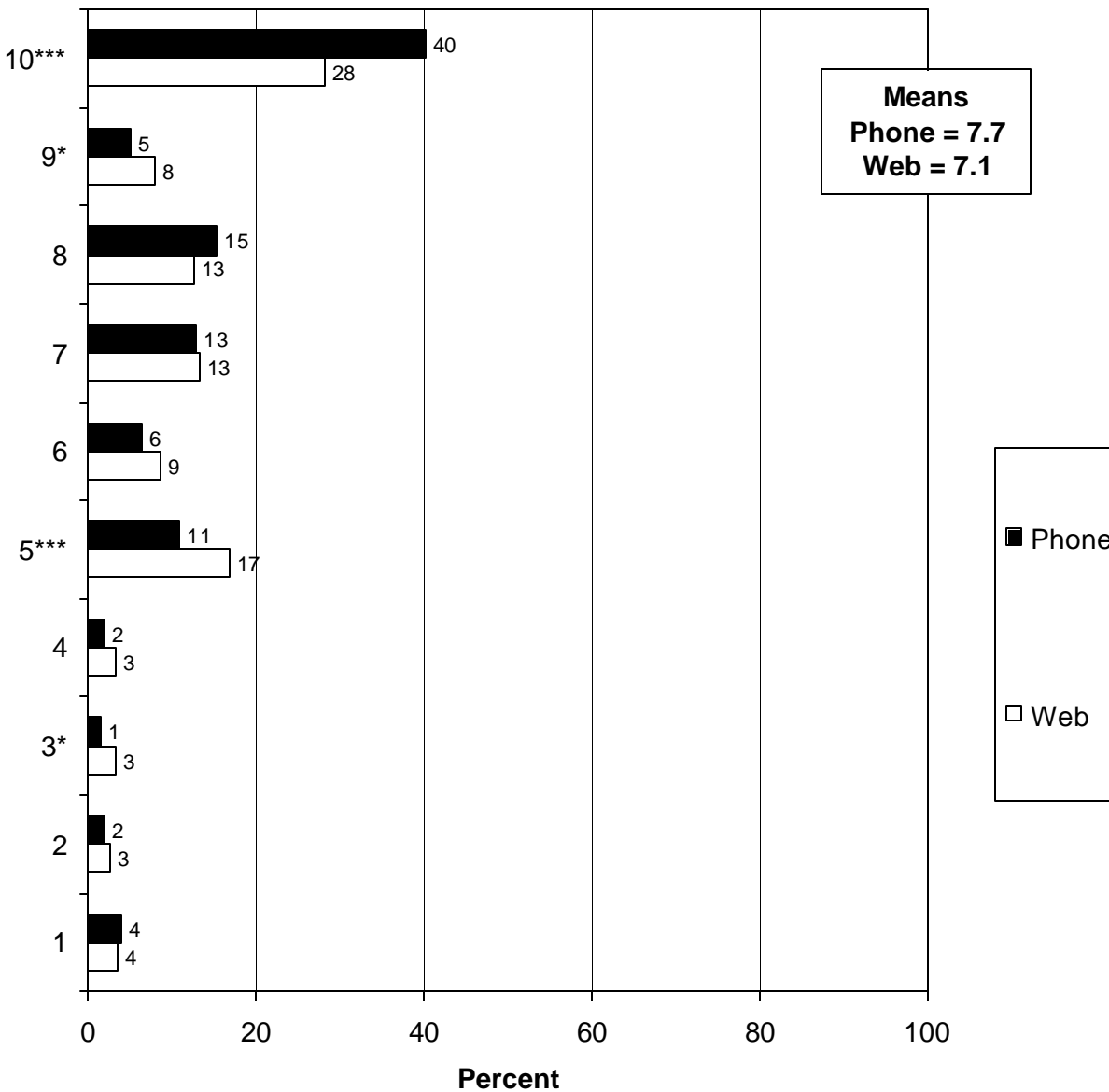
Q101. / 42. (What about) getting to go hunting? (How important is this to your big game hunting experience on a scale of 1 to 10 where 1 is 'not at all important' and 10 is 'extremely important?')



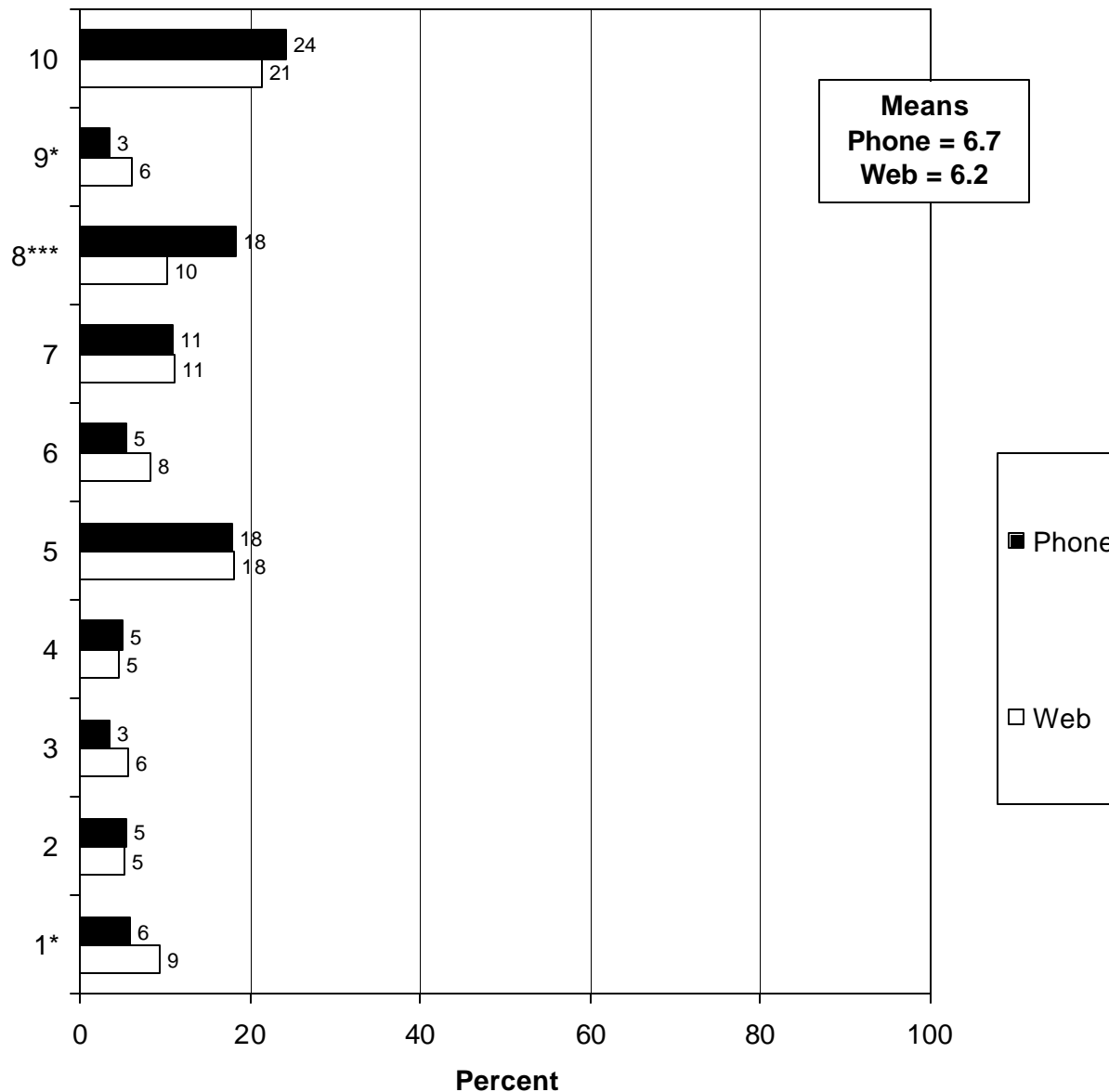
Q102. / 42. (What about) seeing an animal that I can legally harvest? (How important is this to your big game hunting experience on a scale of 1 to 10 where 1 is 'not at all important' and 10 is 'extremely important?')



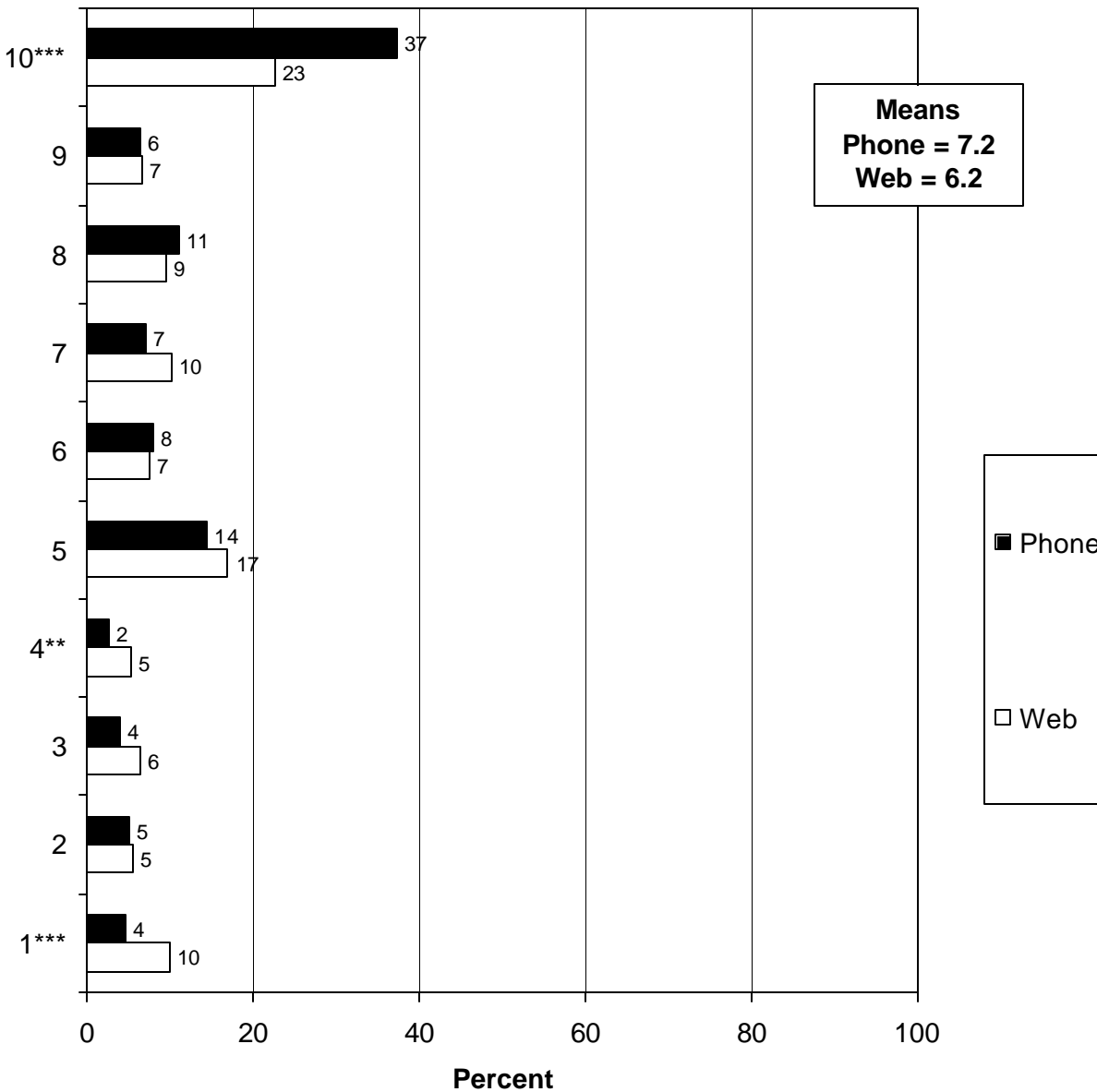
**Q103. / 42. (What about) getting a shot at an animal?
(How important is this to your big game hunting
experience on a scale of 1 to 10 where 1 is 'not at all
important' and 10 is 'extremely important?')**



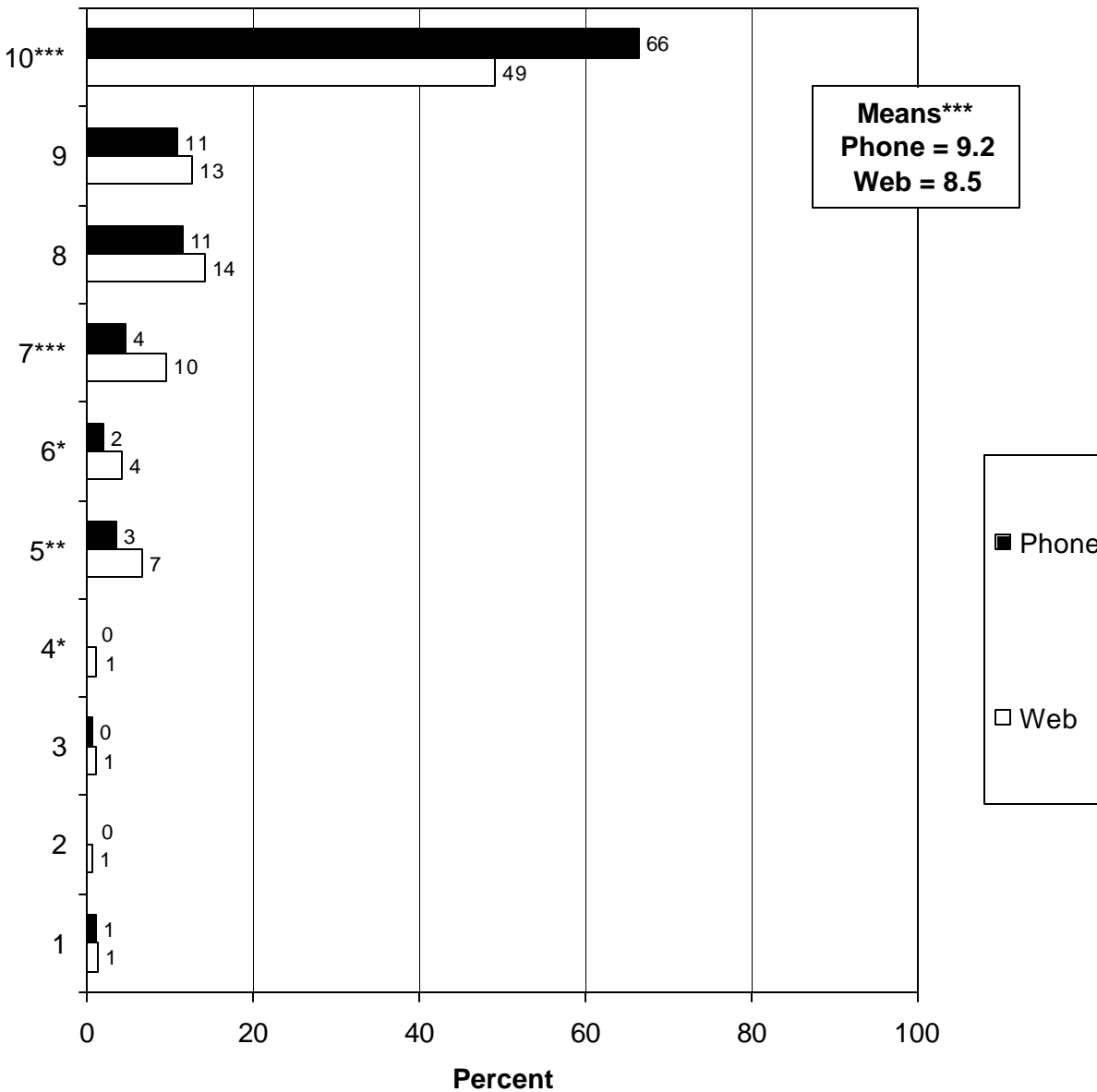
Q104. / 42. (What about) harvesting any animal? (How important is this to your big game hunting experience on a scale of 1 to 10 where 1 is 'not at all important' and 10 is 'extremely important?')



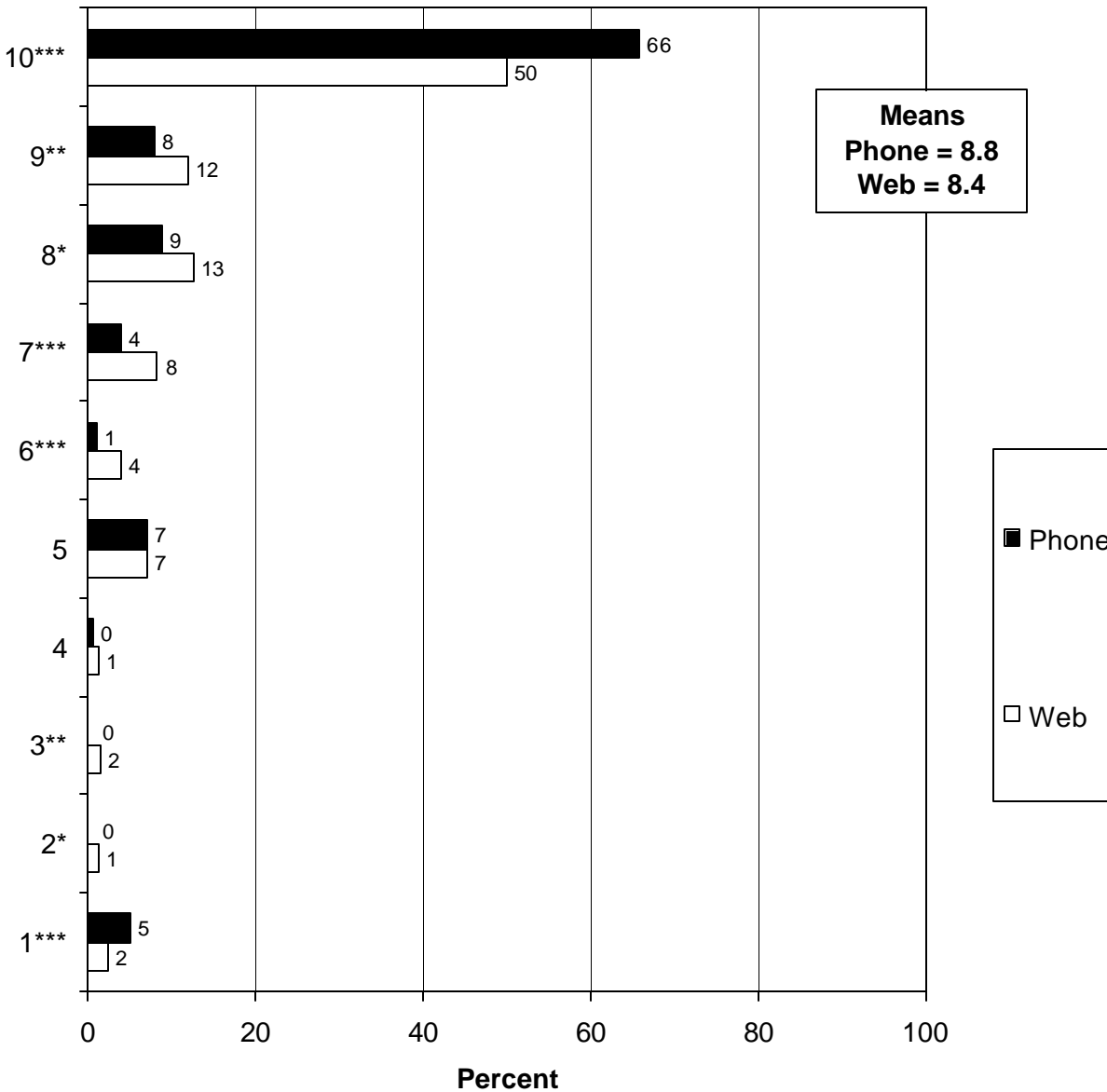
**Q105. / 42. (What about) harvesting a trophy animal?
(How important is this to your big game hunting
experience on a scale of 1 to 10 where 1 is 'not at all
important' and 10 is 'extremely important?')**



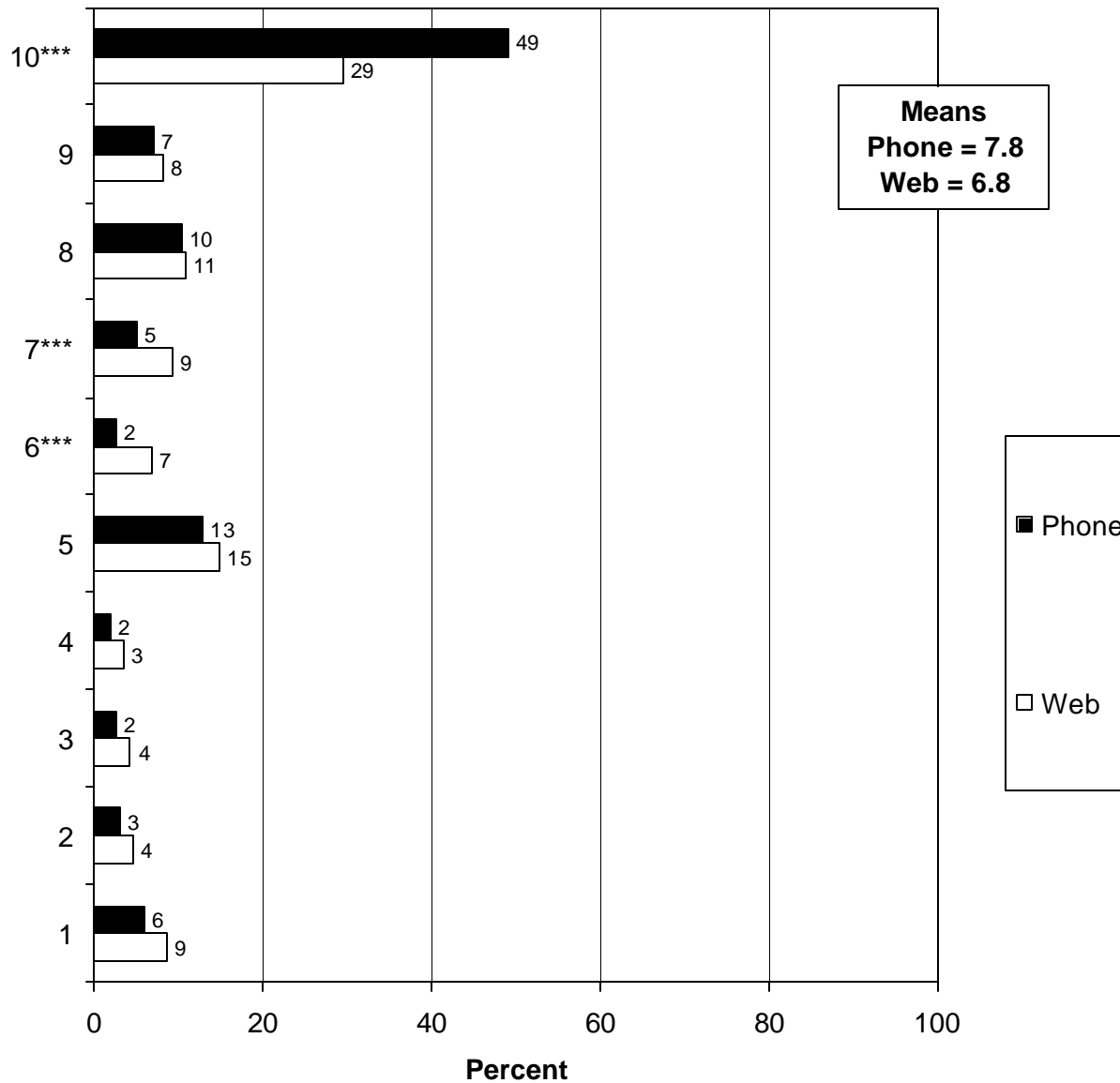
Q106. / 42. (What about) being close to nature? (How important is this to your big game hunting experience on a scale of 1 to 10 where 1 is 'not at all important' and 10 is 'extremely important?')



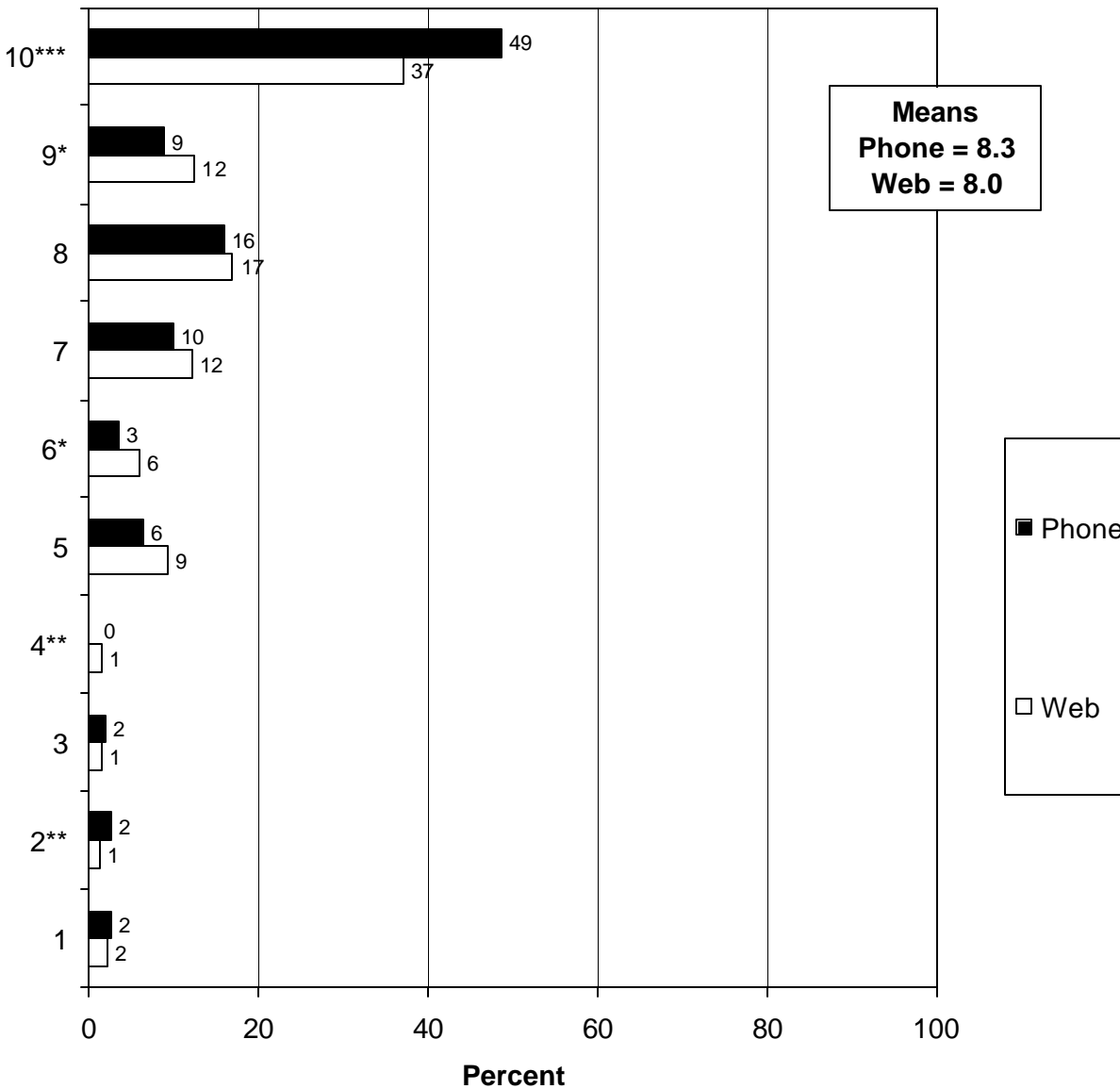
**Q107. / 42. (What about) being with friends or family?
(How important is this to your big game hunting
experience on a scale of 1 to 10 where 1 is 'not at all
important' and 10 is 'extremely important?')**



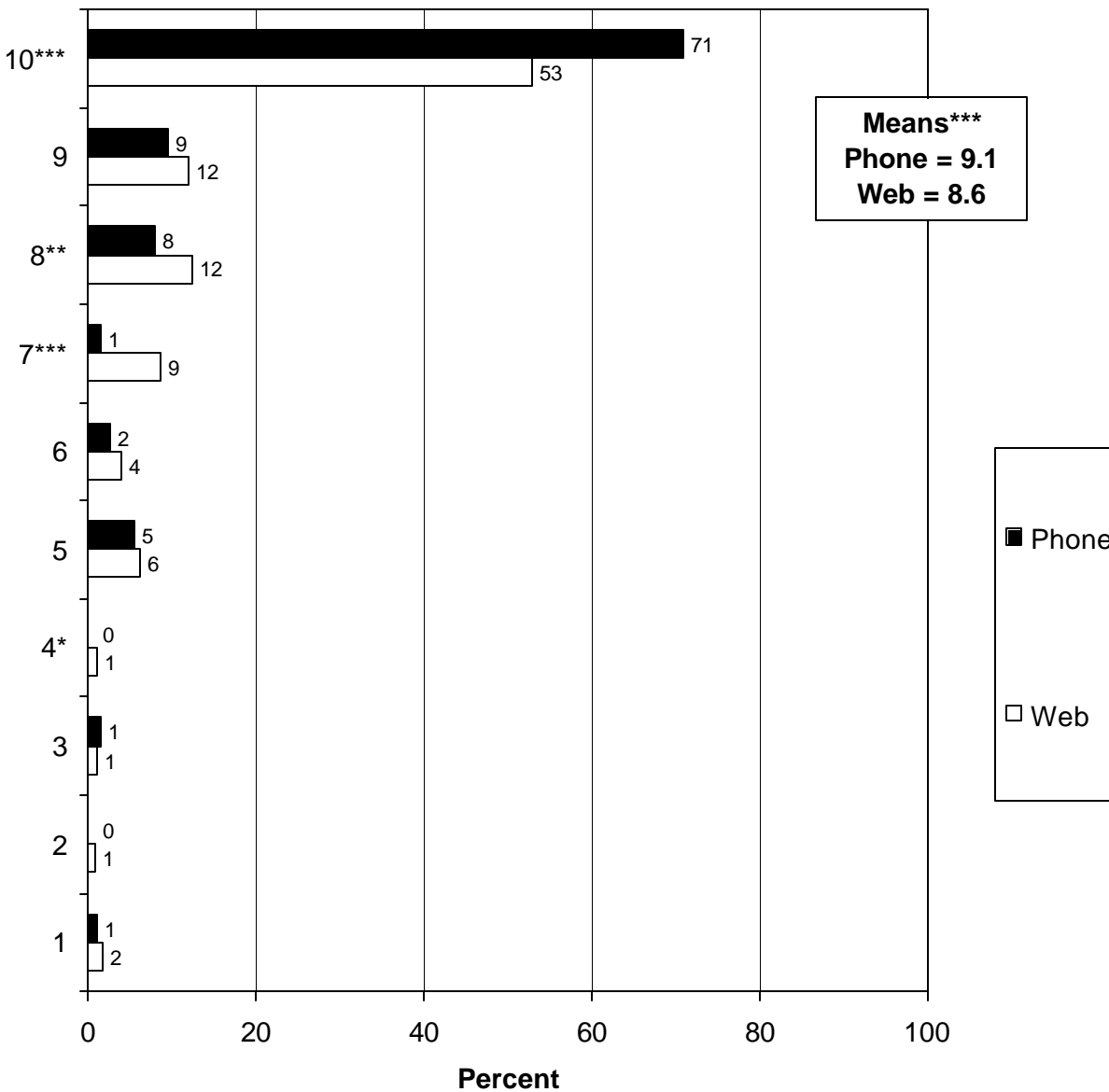
**Q108. / 42. (What about) having hunting stories to tell?
 (How important is this to your big game hunting
 experience on a scale of 1 to 10 where 1 is 'not at all
 important' and 10 is 'extremely important?')**



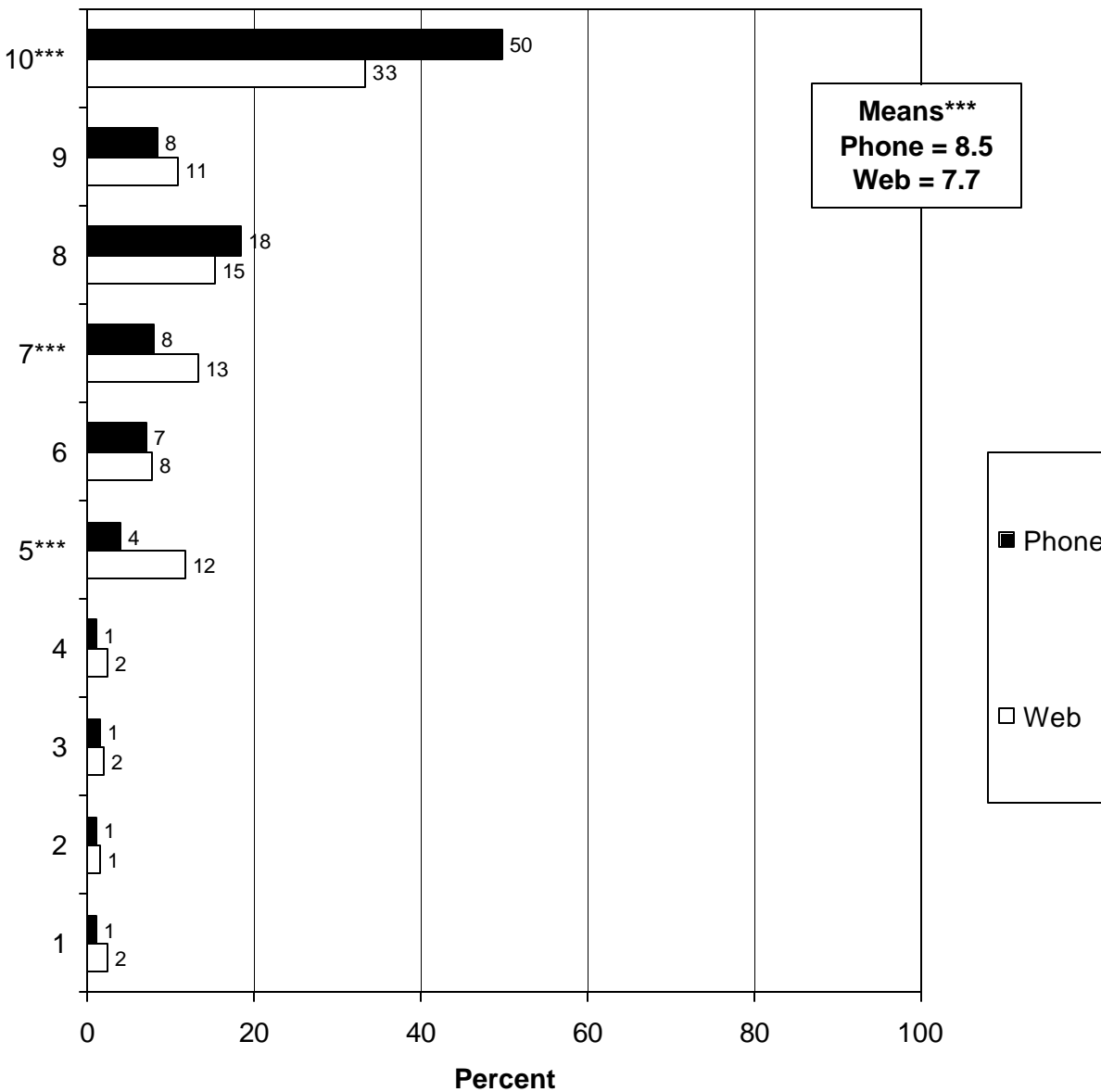
Q109. / 42. (What about) using or developing your hunting skills? (How important is this to your big game hunting experience on a scale of 1 to 10 where 1 is 'not at all important' and 10 is 'extremely important?')



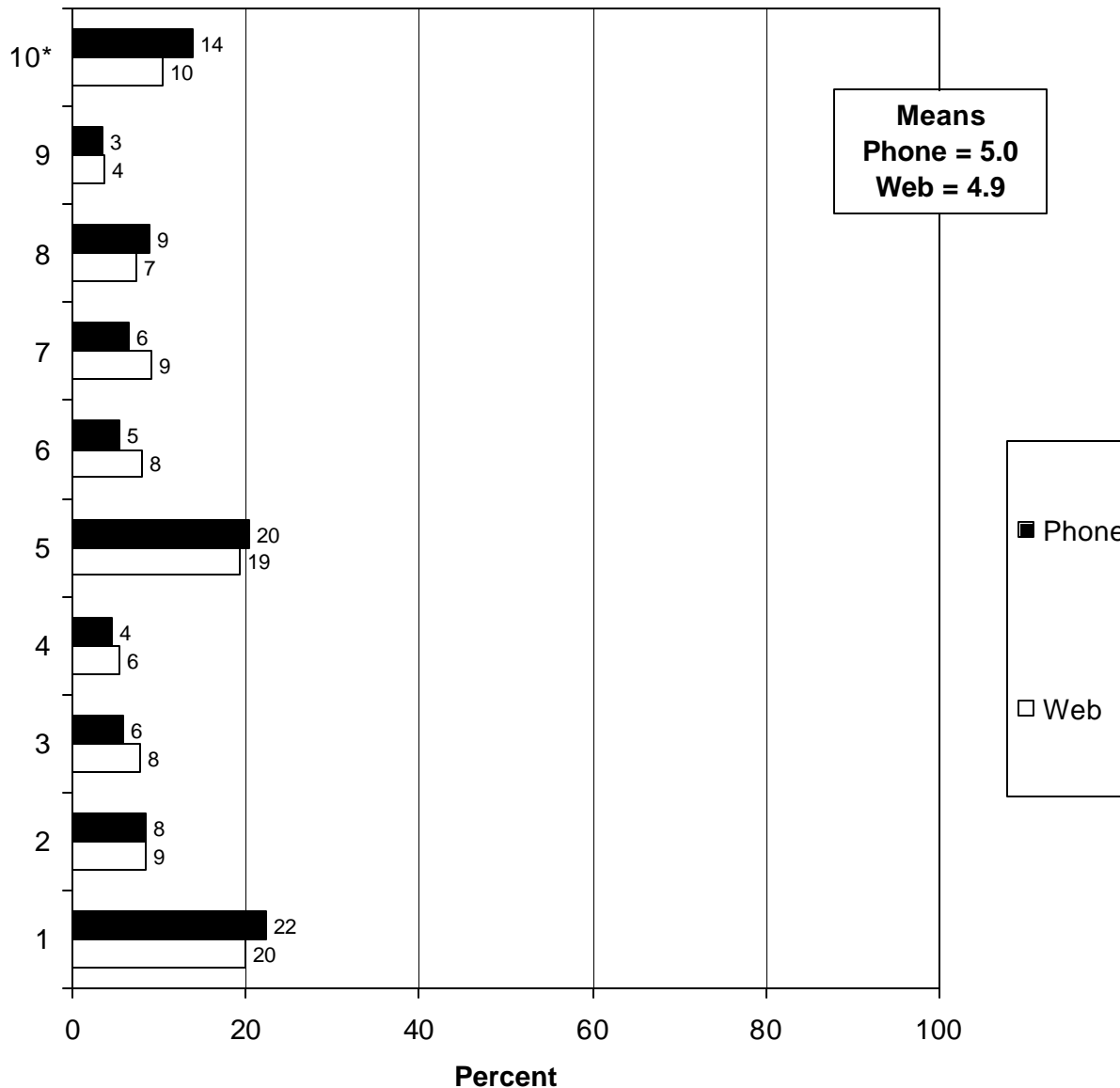
Q110. / 42. (What about) getting away from it all? (How important is this to your big game hunting experience on a scale of 1 to 10 where 1 is 'not at all important' and 10 is 'extremely important?')



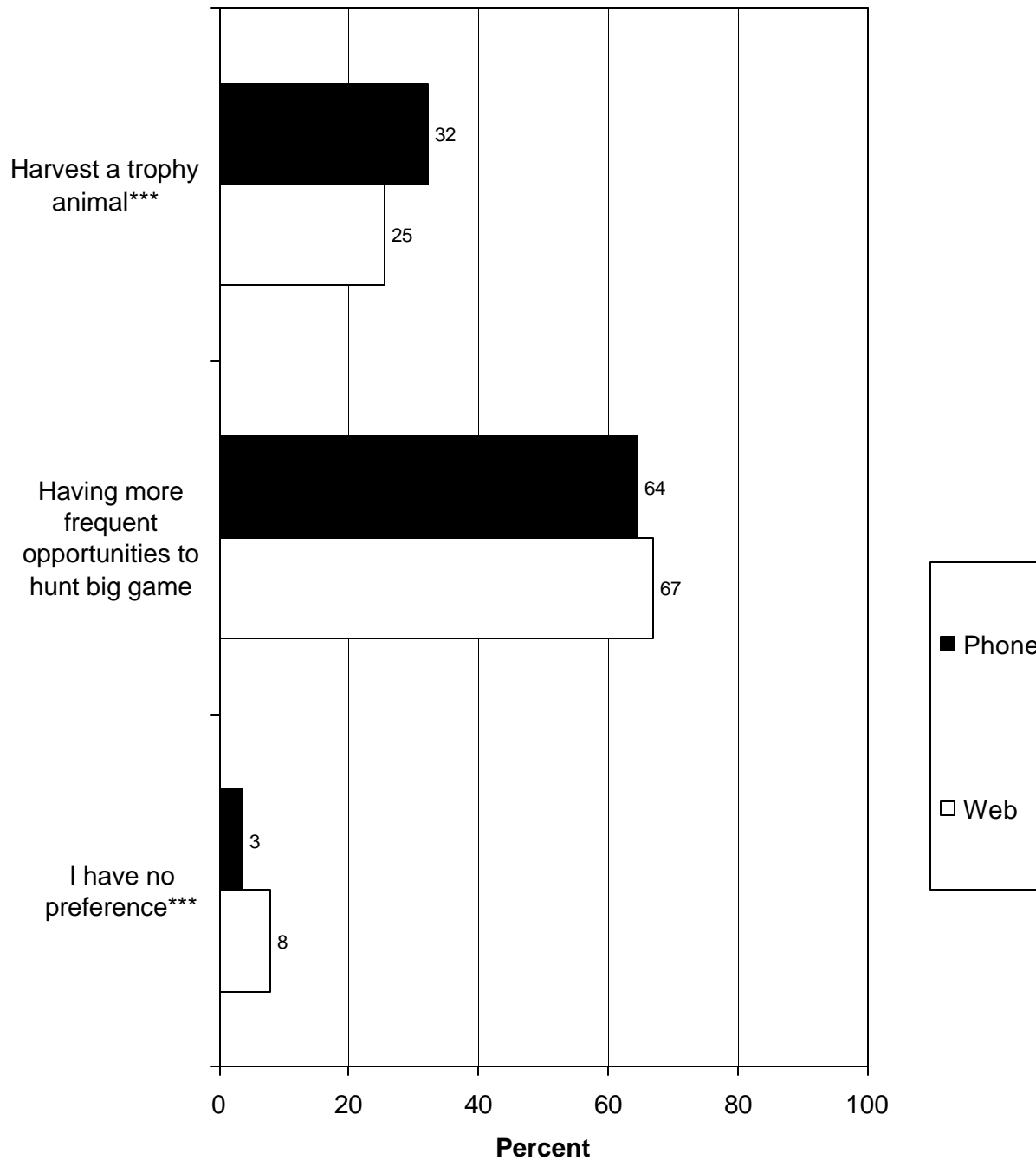
Q111. / 42. (What about) keeping physically fit? (How important is this to your big game hunting experience on a scale of 1 to 10 where 1 is 'not at all important' and 10 is 'extremely important?')



Q112. / 42. (What about) hunting other species while big game hunting? (How important is this to your big game hunting experience on a scale of 1 to 10 where 1 is 'not at all important' and 10 is 'extremely important?')



Q95. / 38. As a big game hunter, which of the following is more important to you?



ATTITUDES TOWARD HUNTING

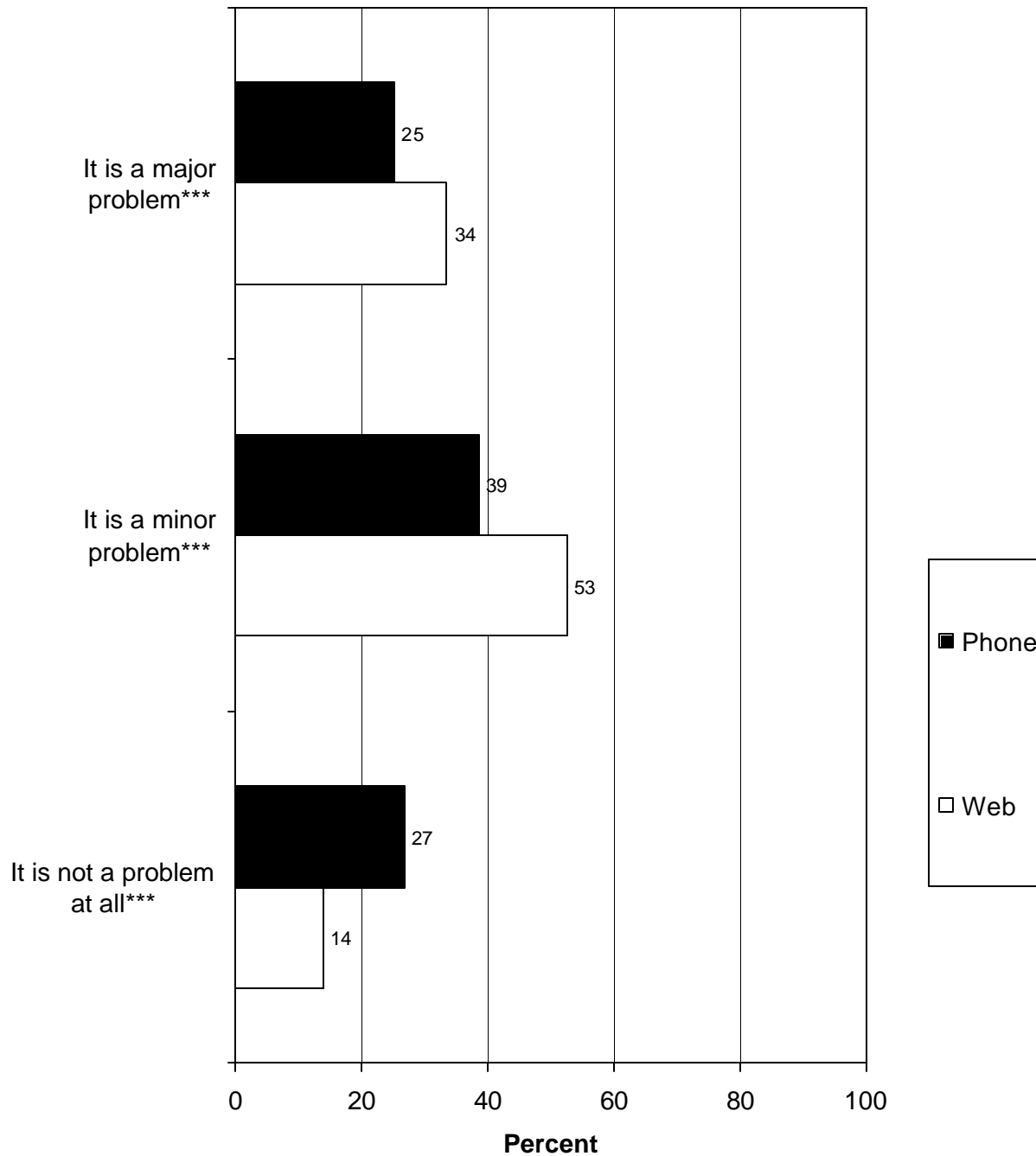
OPINIONS ON INCREASED HUNTERS

- Based on their own hunting experiences, majorities of telephone respondents (64%) and Web respondents (87%) think crowding of hunters is a problem, with more than half of those indicating it is a minor problem. However, more than a quarter (27%) of telephone respondents did not think crowding of hunters is a problem at all.
 - Telephone respondents are less likely than are Web respondents to think crowding of hunters is a problem (major or minor) and are more likely to not think crowding is problem at all. These are statistically significant differences.

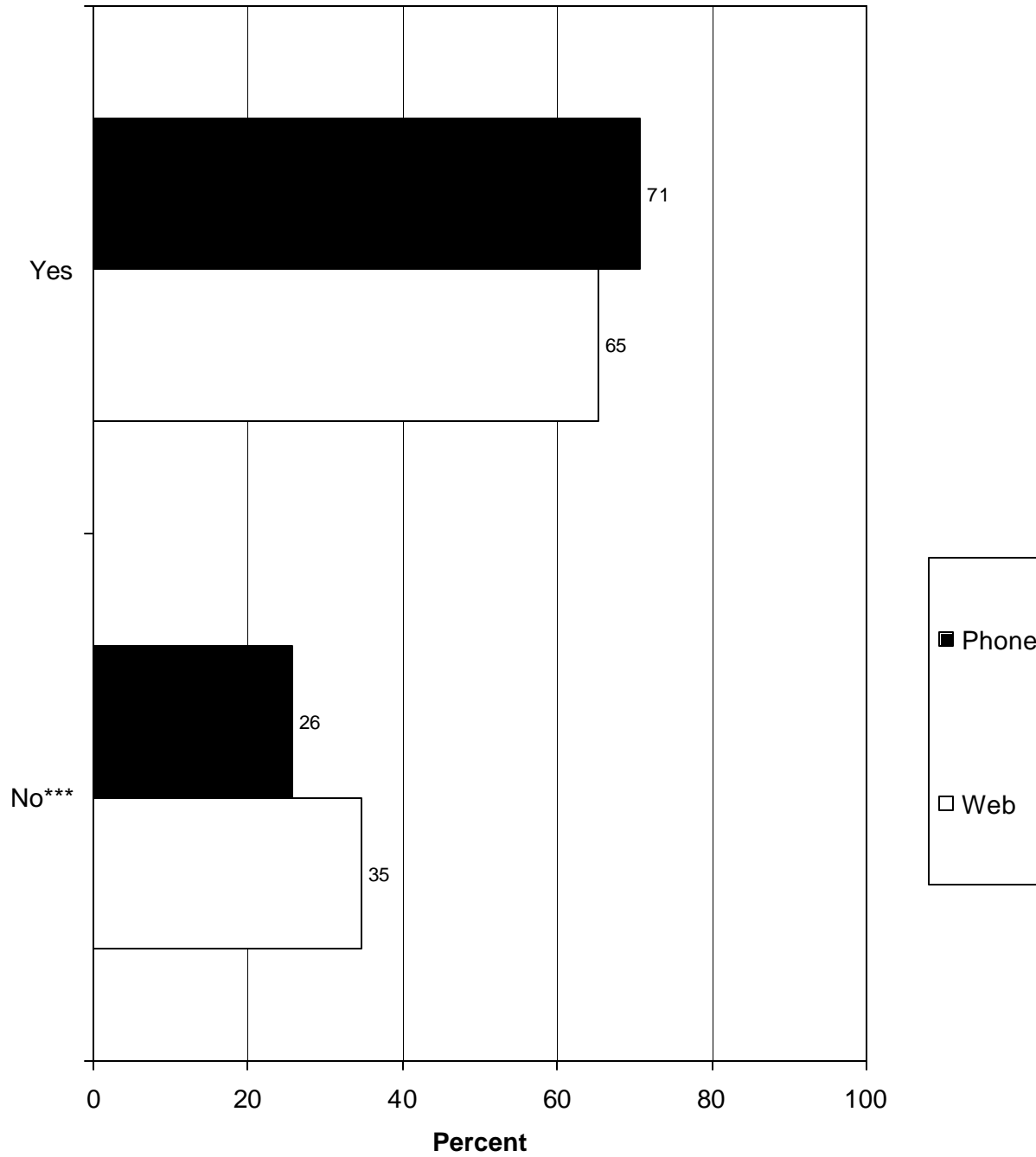
- Majorities of telephone respondents (71%) and Web respondents (65%) said that they think more hunters would mean that their hunt success would decrease.
 - Telephone respondents are less likely than are Web respondents to think that more hunters would *not* mean their hunt success would decrease. This is a statistically significant difference.

- In a related question, majorities of telephone respondents (64%) and Web respondents (67%) said they would be willing to accept lower hunt success rates if it meant they would be awarded a permit tag in the big game hunt permit tag draw.
 - There were no statistically significant differences in telephone respondents' and Web respondents' willingness to accept lower hunt success rates for being awarded a permit tag in the draw.
 - This graph is shown in the section of this report titled, "Opinions on Decreased Hunt Success Rates Versus Increased Big Game Hunt Permit Tag Draw Success."

Q96. / 39. Thinking about your hunting experiences in Arizona, what do you think about crowding of hunters?



Q97. / 40. In your opinion, would more hunters mean that your hunt success would decrease?



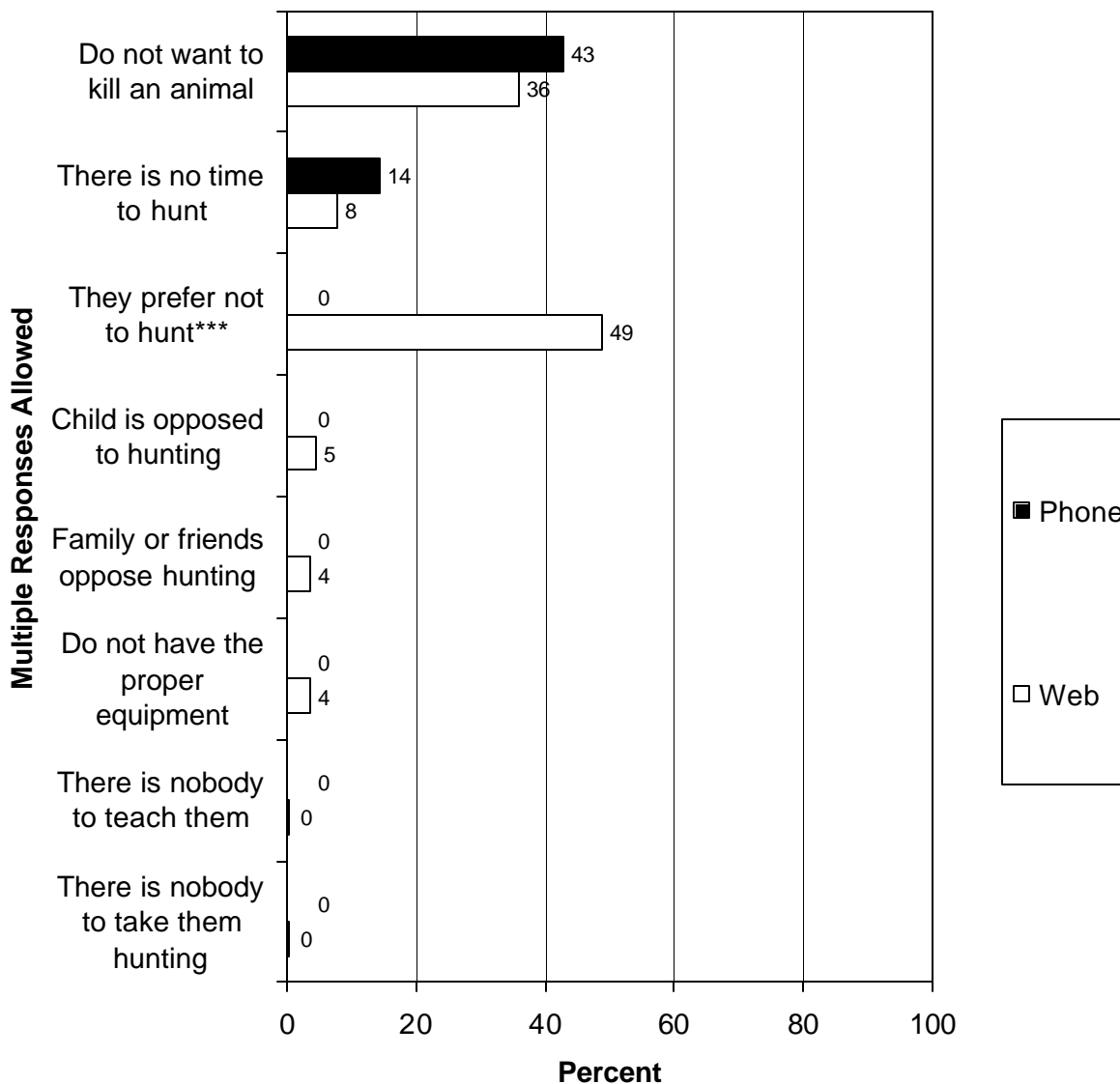
OPINIONS ON YOUTH HUNTING

- Recall that, of telephone respondents and Web respondents who have children age 10 to 17 years living in their household, large majorities indicated that at least one of the children hunts or has expressed an interest in big game hunting.
 - This graph is shown in the section of this report titled, “Hunting Participation Among Youth.”

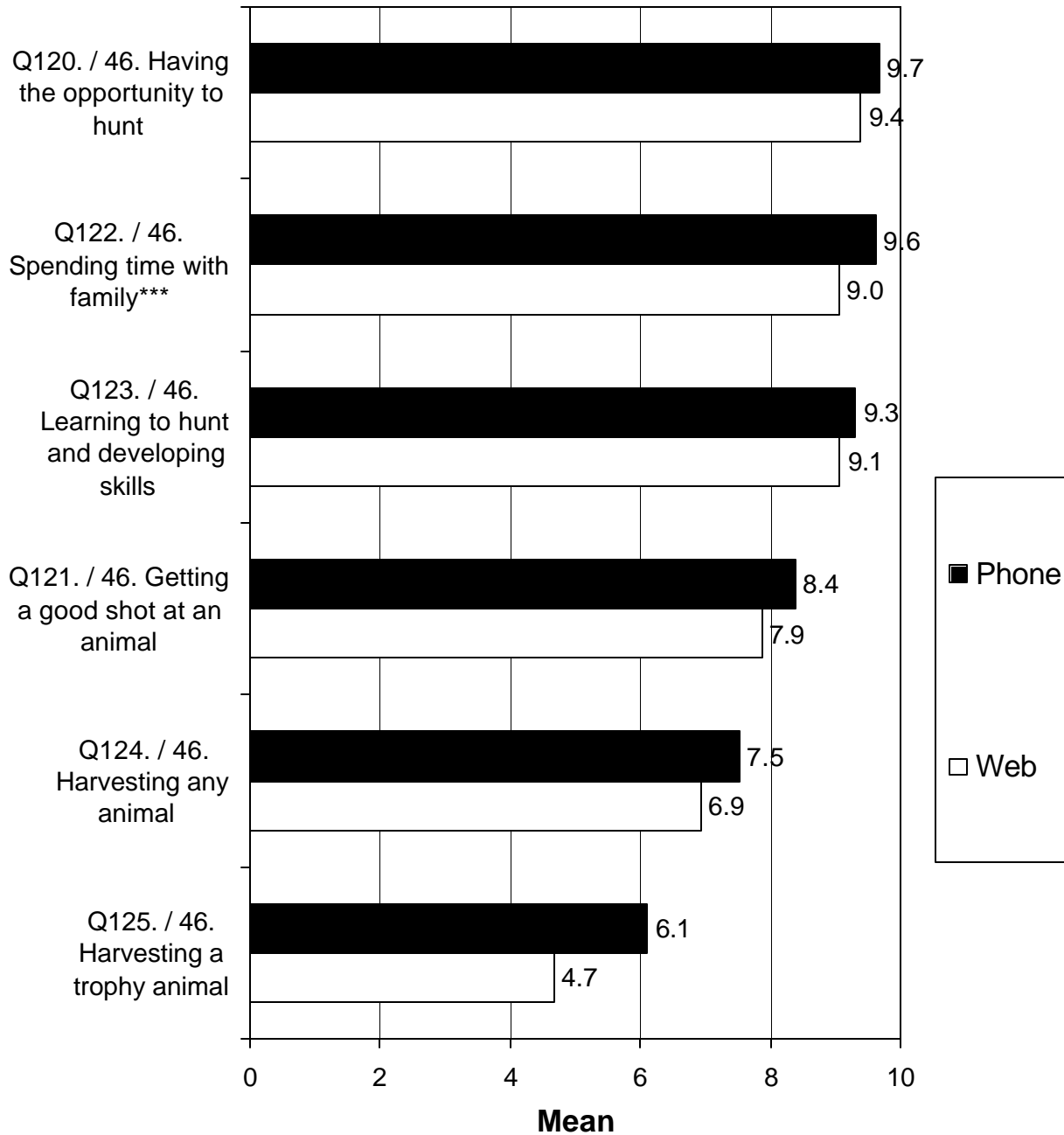
- Of those who have children age 10 to 17 years living their household that have not hunted or expressed an interest in big game hunting, telephone respondents most commonly think the children do not want to kill an animal and nearly half of Web respondents said the children prefer not to hunt.

- Telephone respondents and Web respondents were asked to rate the importance of six different factors related to the success of the youth hunting experience. The factors were rated on a scale of 1 to 10 where 1 is not at all important and 10 is extremely important.
 - Three of the six factors had a mean rating of 9.0 or higher among both telephone respondents and Web respondents: having the opportunity to hunt, spending time with family, and learning to hunt and developing skills.
 - Harvesting a trophy animal ranked the *lowest* in importance to a successful youth hunt among both groups with a mean rating of 6.1 among telephone respondents and 4.7 among Web respondents.
 - Although there was some variation of mean ratings of importance between telephone respondents and Web respondents, the differences in the mean ratings of importance were statistically significant only for spending time with family: the mean rating of importance of spending time with family to the success of the youth hunting experience was 9.6 among telephone respondents and 9.0 among Web respondents.

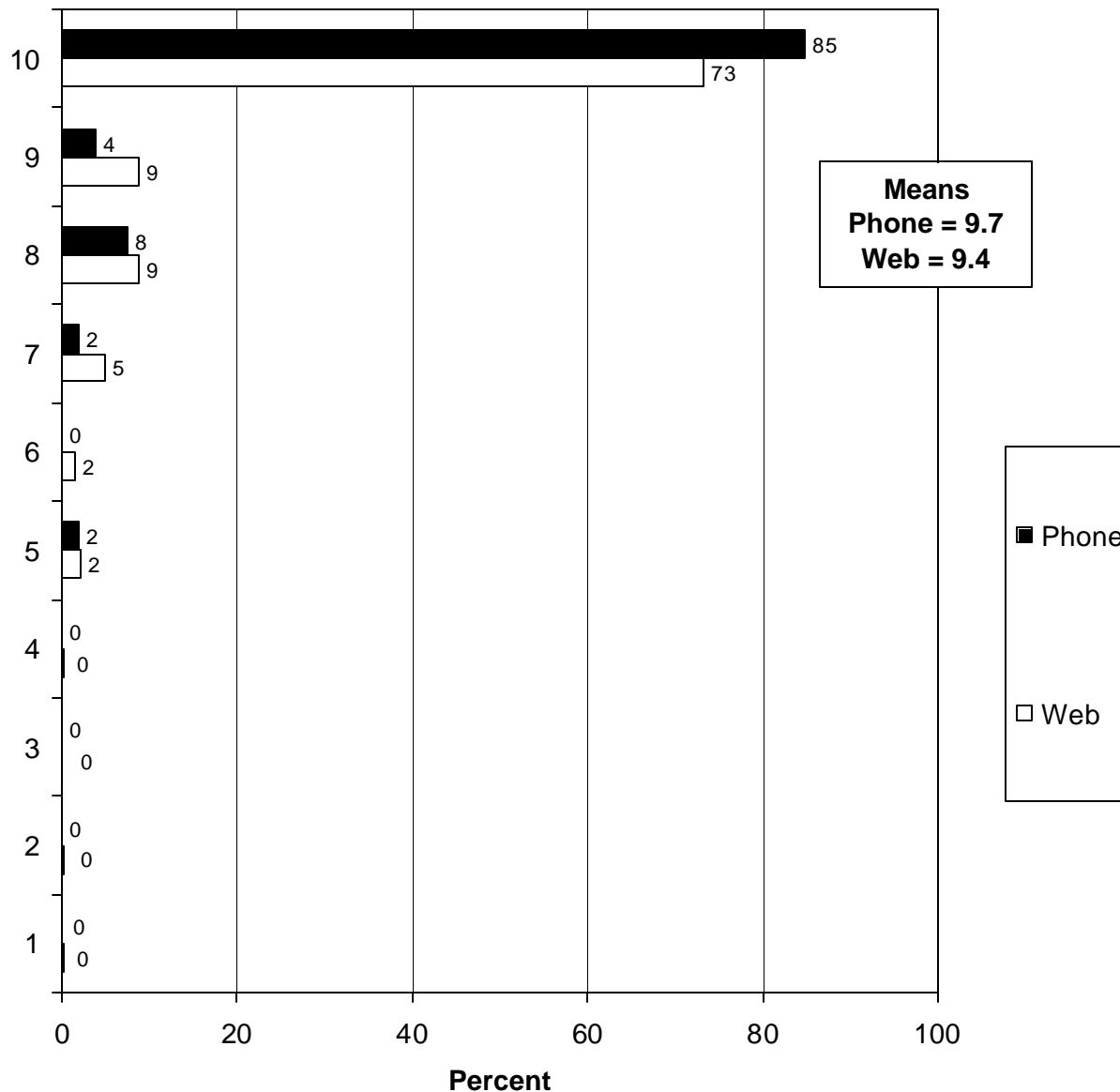
Q117. / 45. You indicated that the children age 10 to 17 in your household have NOT expressed an interest in big game hunting. In your opinion, why did they not express an interest?



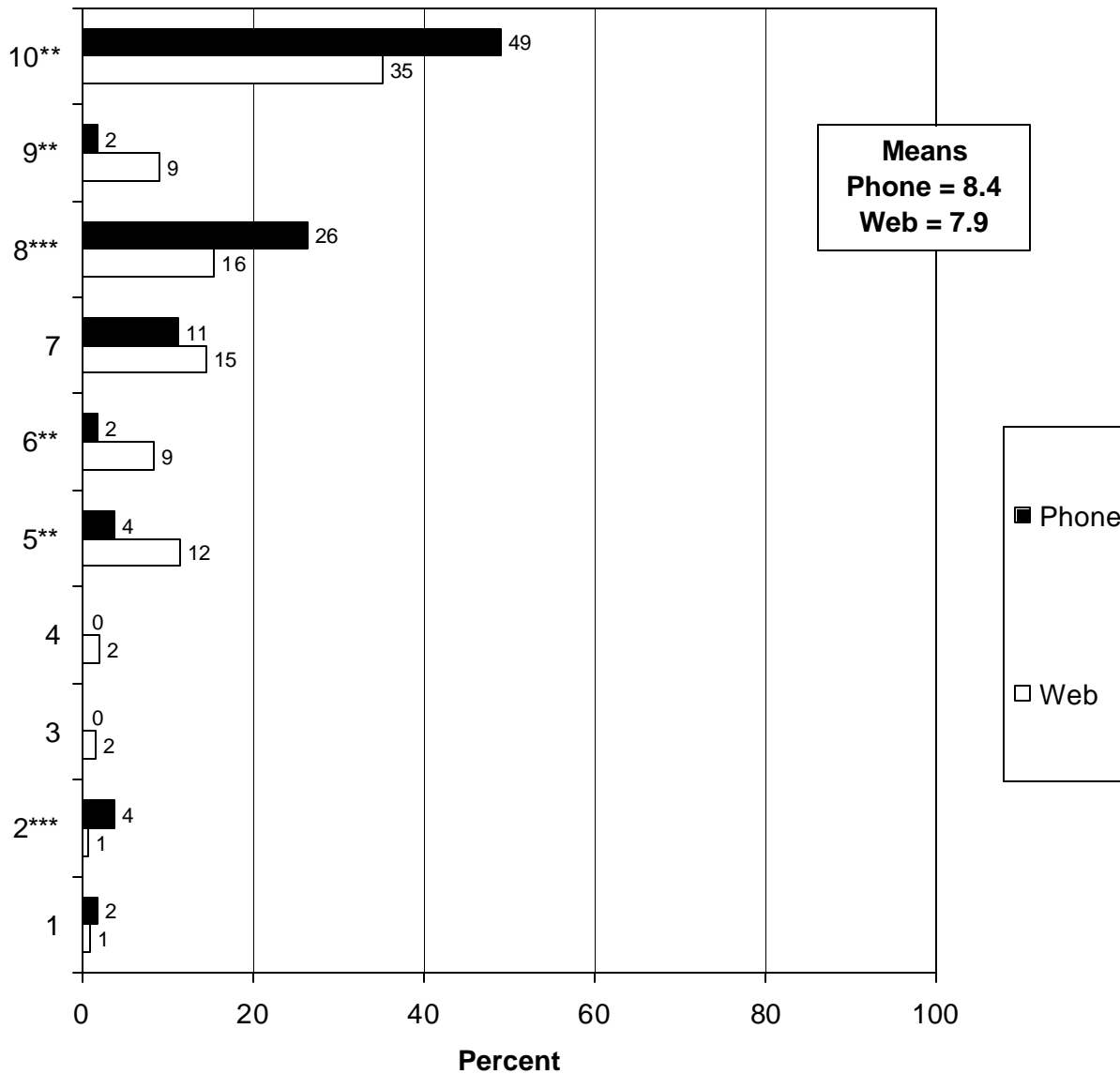
Mean ratings of importance of each of the following factors related to a successful youth hunting experience.



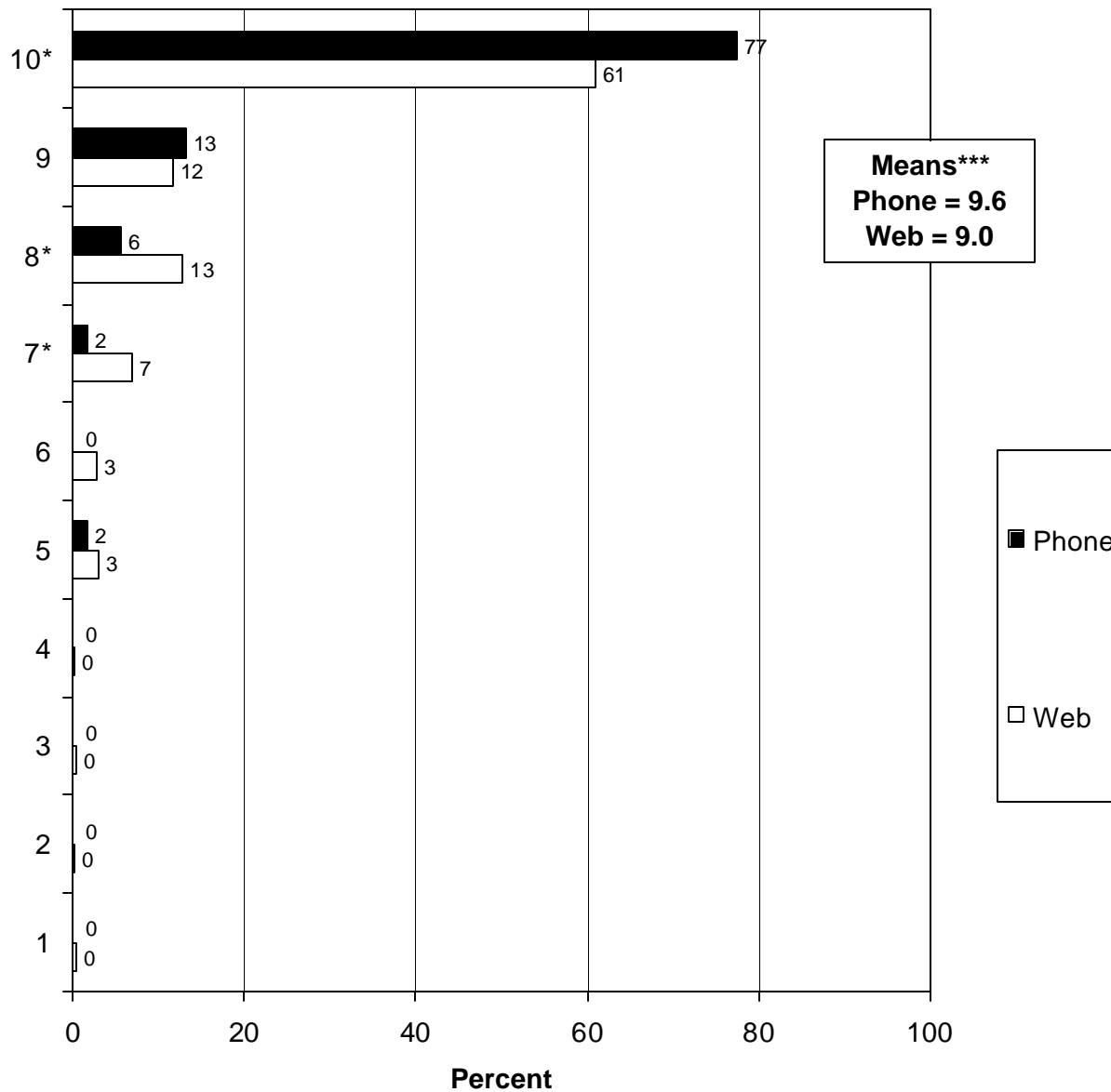
Q120. / 46. (What about) having the opportunity to hunt? (How important is this to a successful YOUTH hunting experience on a scale of 1 to 10 where 1 is 'not at all important' and 10 is 'extremely important?')



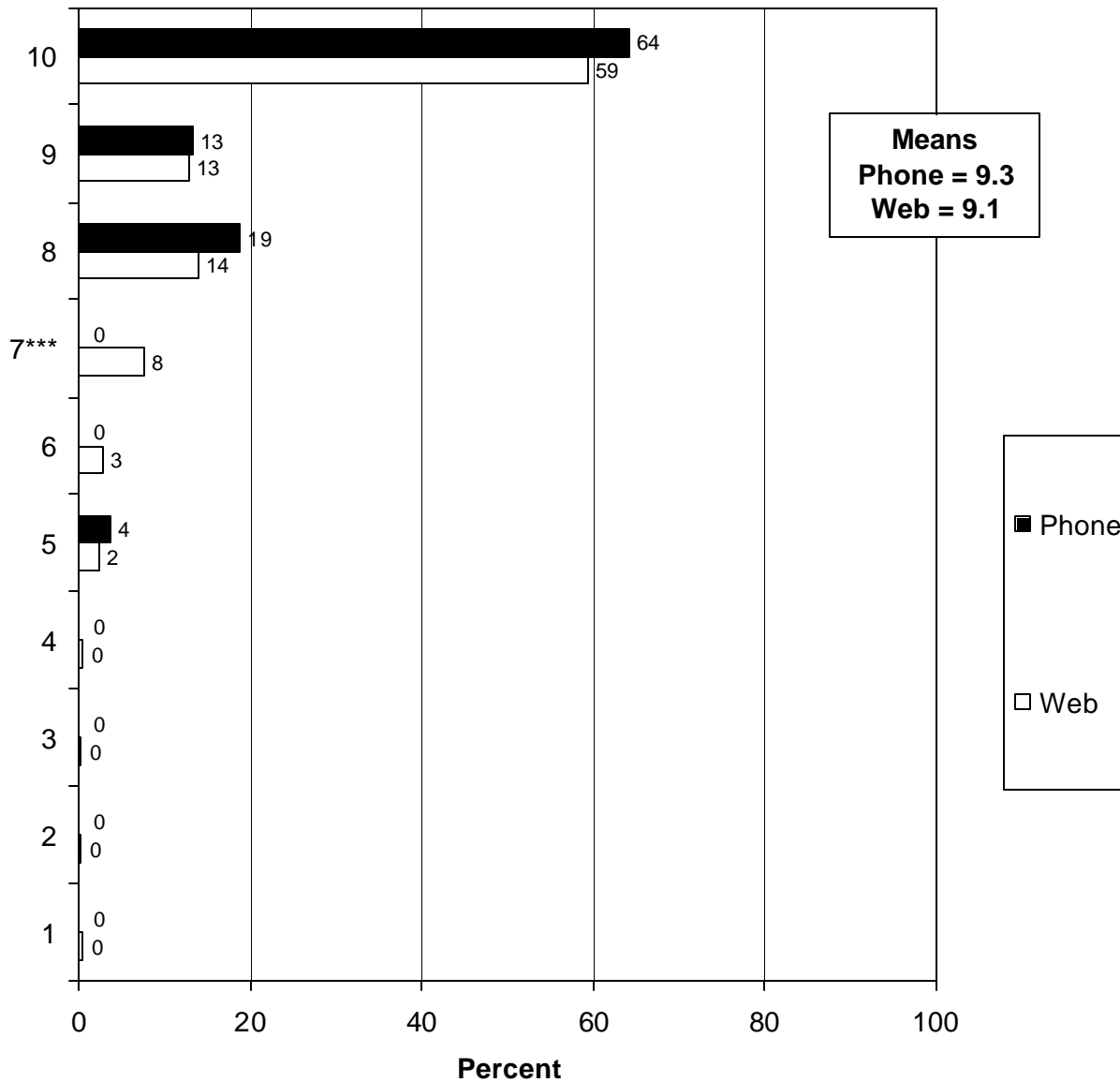
Q121. / 46. (What about) getting a good shot at an animal? (How important is this to a successful YOUTH hunting experience on a scale of 1 to 10 where 1 is 'not at all important' and 10 is 'extremely important?')



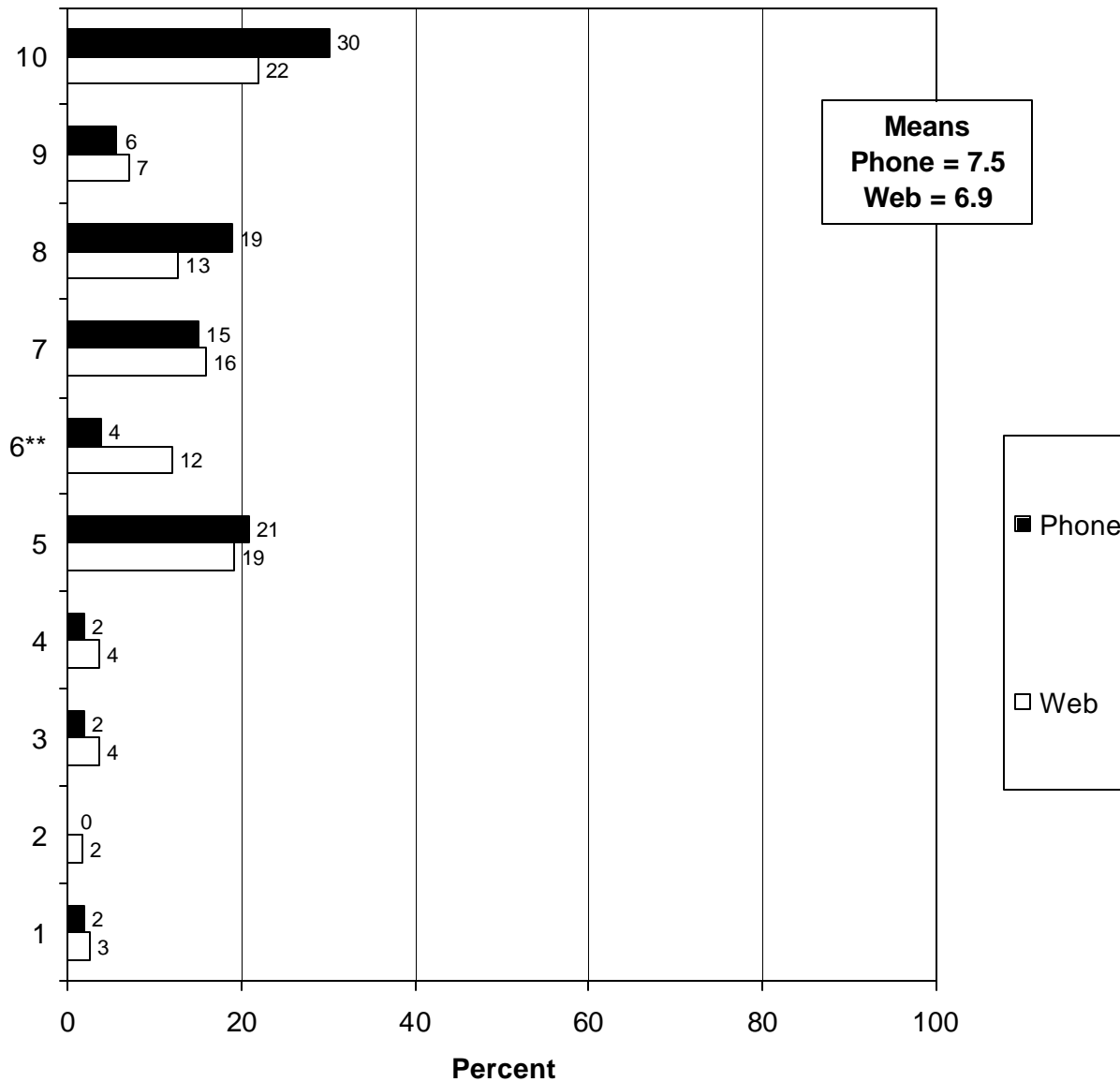
**Q122. / 46. (What about) spending time with family?
(How important is this to a successful YOUTH hunting
experience on a scale of 1 to 10 where 1 is 'not at all
important' and 10 is 'extremely important?')**



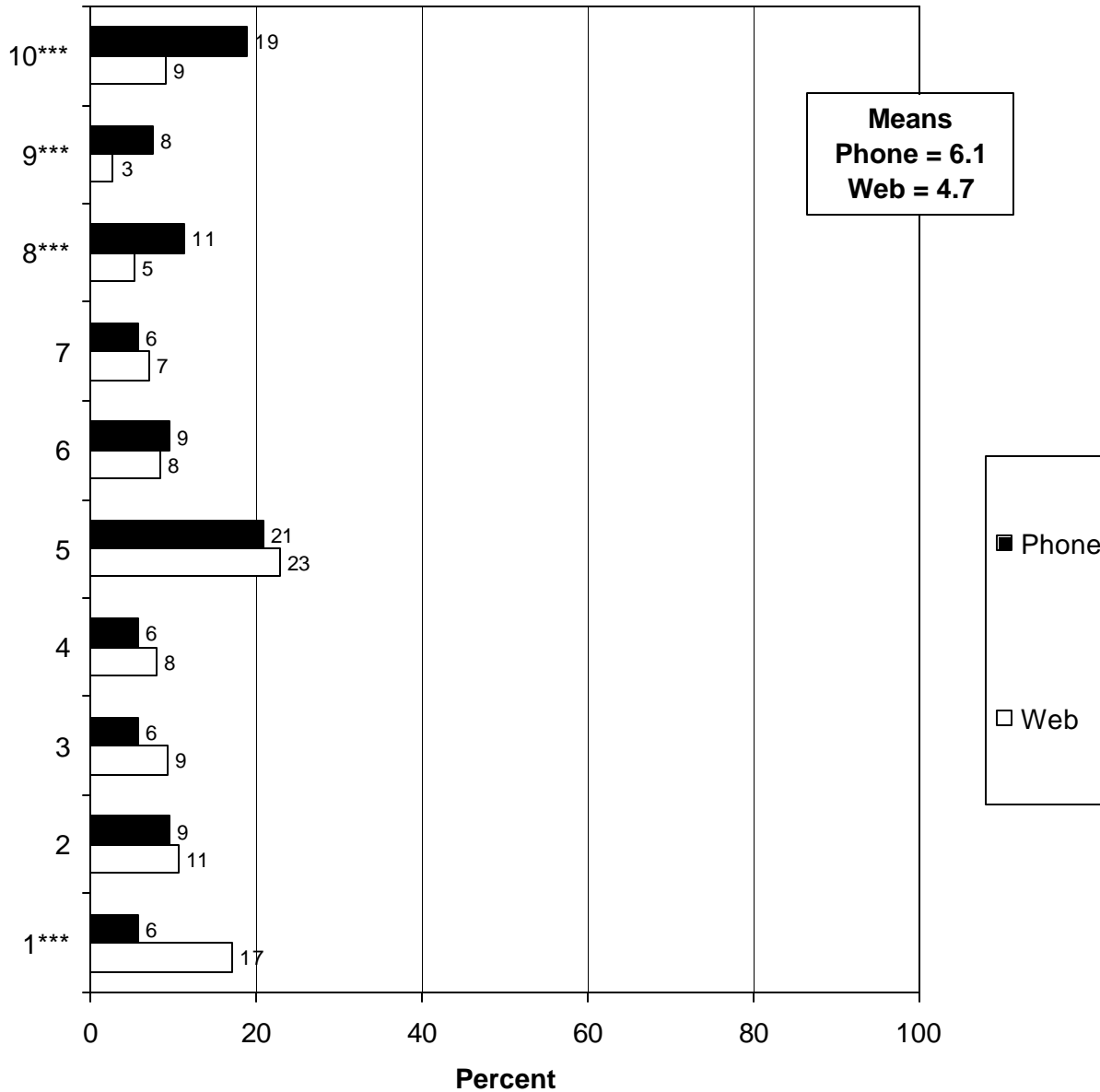
Q123. / 46. (What about) learning to hunt and developing skills? (How important is this to a successful YOUTH hunting experience on a scale of 1 to 10 where 1 is 'not at all important' and 10 is 'extremely important?')



Q124. / 46. (What about) harvesting any animal? (How important is this to a successful YOUTH hunting experience on a scale of 1 to 10 where 1 is 'not at all important' and 10 is 'extremely important?')



**Q125. / 46. (What about) harvesting a trophy animal?
(How important is this to a successful YOUTH hunting
experience on a scale of 1 to 10 where 1 is 'not at all
important' and 10 is 'extremely important?')**

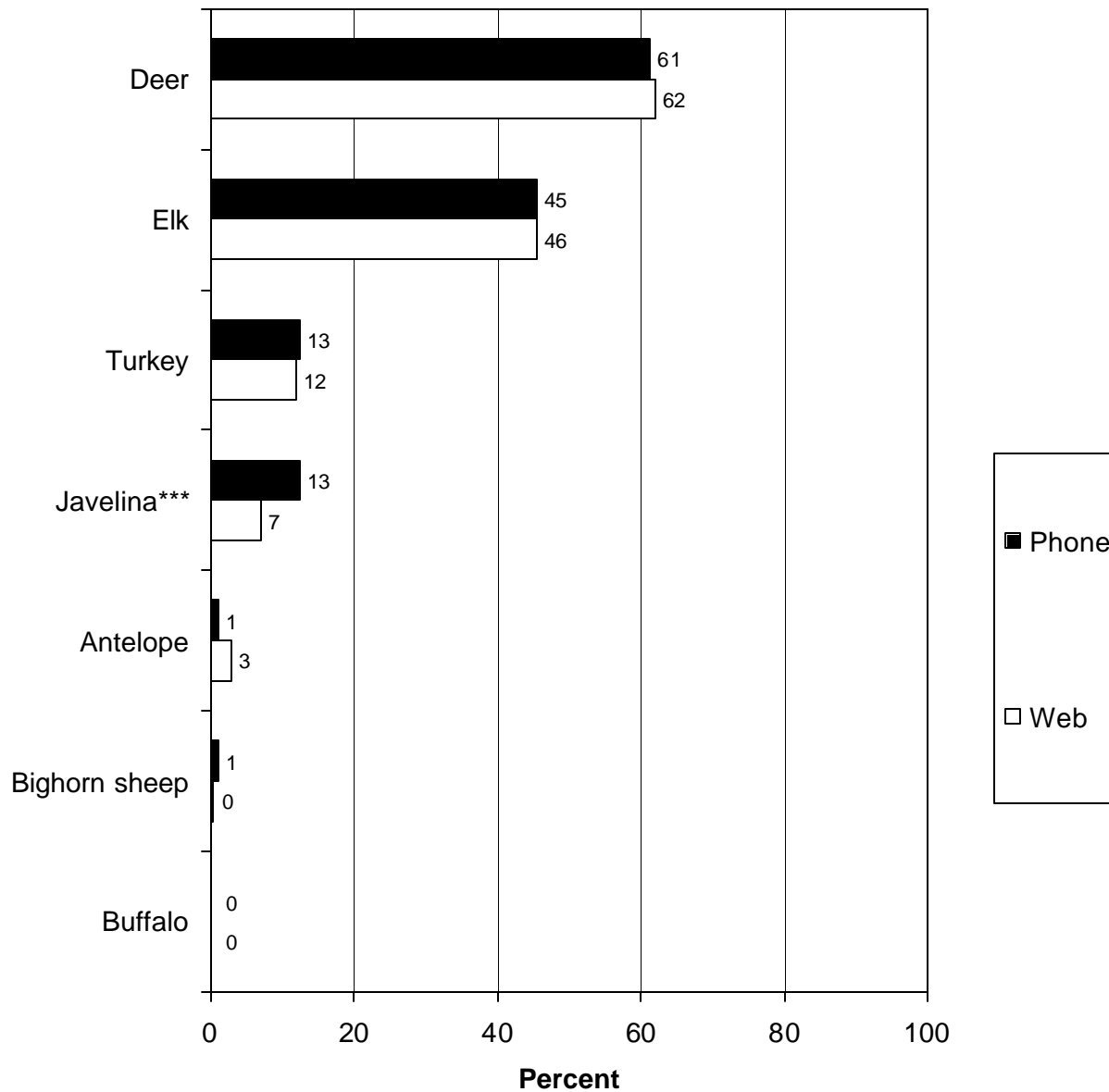


ARIZONA BIG GAME HUNT PERMIT TAG DRAW SUCCESS

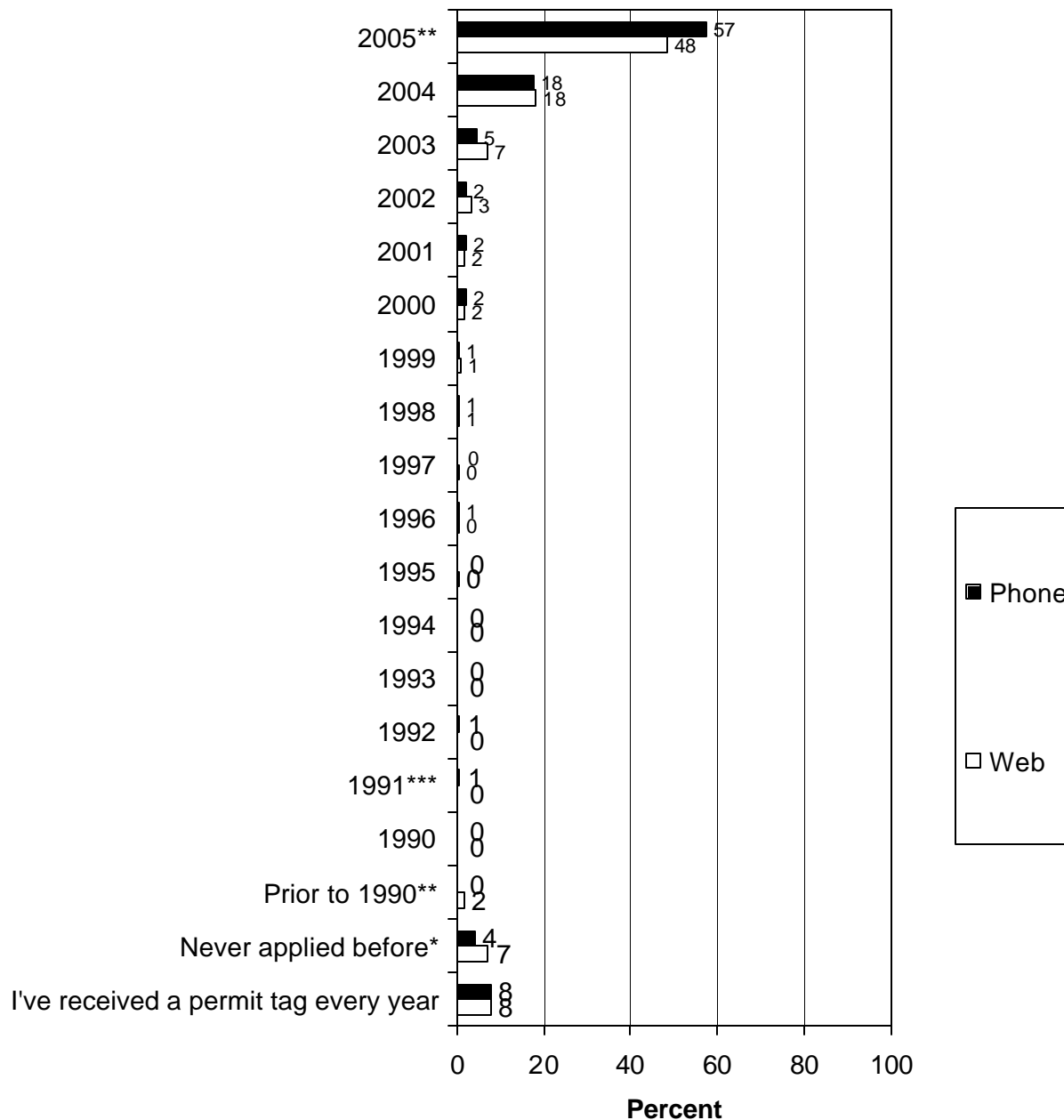
- Majorities of telephone respondents (61%) and Web respondents (62%) who received a big game hunt permit tag in 2006 received a permit tag for deer, and nearly half (45% of telephone respondents and 46% of Web respondents) received a permit tag for elk.
 - Telephone respondents were more likely than were Web respondents to have received a permit tag for javelina. This is a statistically significant difference.

- A majority (57%) of telephone respondents and nearly half (48%) of Web respondents indicated the last year prior to 2006 that they applied for but were *not* drawn for a big game hunt permit tag in Arizona was 2005.
 - Telephone respondents were more likely than were Web respondents to have last applied but not been drawn for any big game hunt permit tag in Arizona in 2005. This is a statistically significant difference.

Q25. / 8. For which species did you receive an Arizona big game hunt permit tag in 2006? (Asked of those who received a hunt permit tag for any of the species applied for.)



Q26. / 9. Prior to the 2006 Arizona big game draw, what was the last year that you applied, but were NOT drawn for any big game hunt permit tag in Arizona? drawn for any big game hunt permit tag in Arizona?



SATISFACTION WITH THE ARIZONA BIG GAME HUNT PERMIT TAG DRAW

- Although more telephone respondents and Web respondents were satisfied than dissatisfied with the Arizona draw process in general, both groups were slightly more likely to be dissatisfied with the results of the Arizona Big Game Draw and with their chances of being drawn.
 - Telephone respondents were more likely than were Web respondents to be satisfied with the draw, the results, and their chances. These are statistically significant differences.

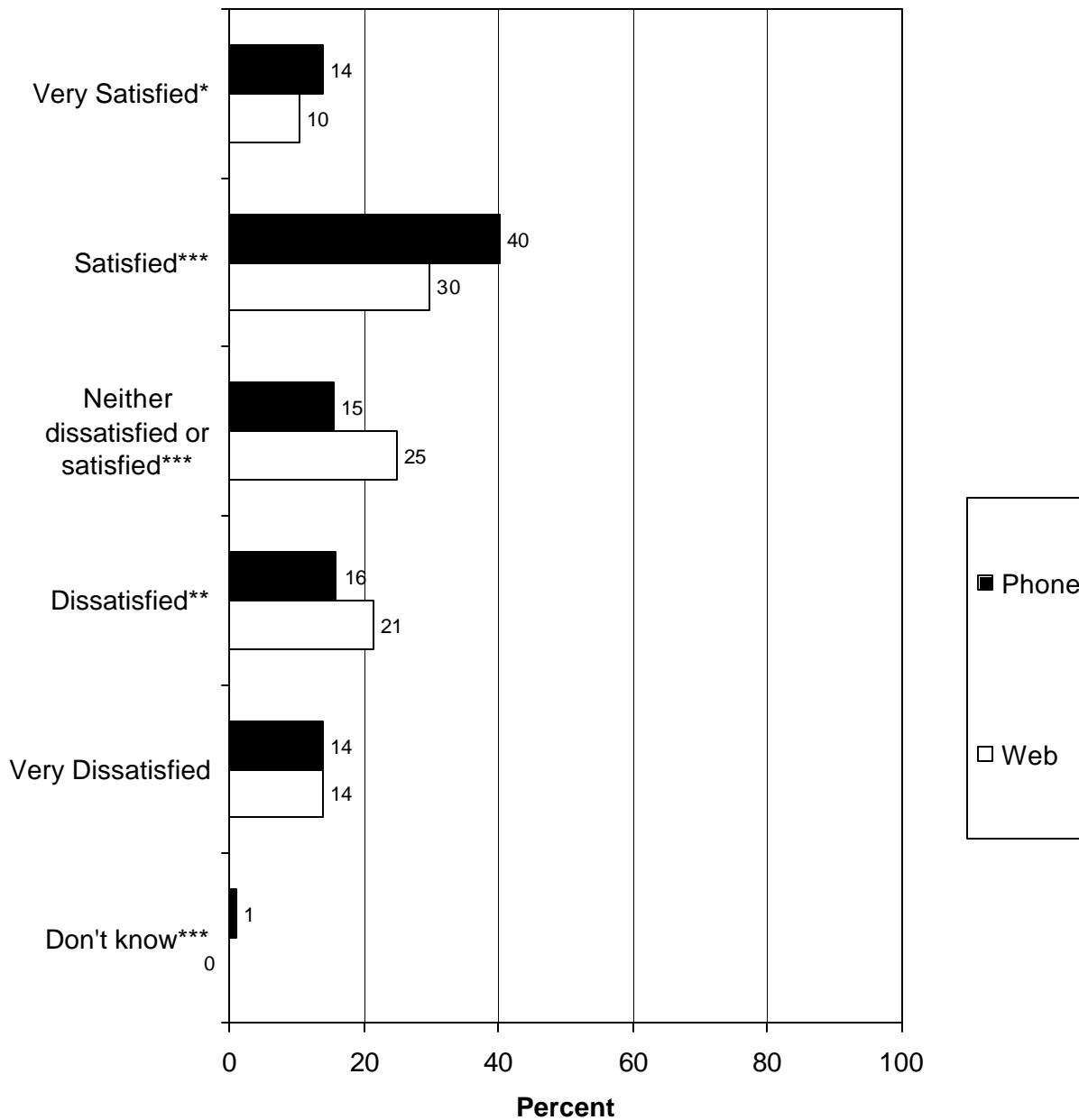
- In general, slightly higher percentages of telephone respondents and Web respondents were satisfied than were dissatisfied with the Arizona draw process for big game hunt permit tags. Substantial percentages were neither satisfied nor dissatisfied with the process.
 - A slight majority (54%) of telephone respondents are satisfied with the Arizona draw process for big game hunt permit tags, with most of those being satisfied (40%) as opposed to *very* satisfied (14%). 15% were neither satisfied nor dissatisfied.
 - In comparison, Web respondents were more evenly split between being satisfied (40%) and dissatisfied (35%) with the draw process for big game hunt permit tags. A quarter of Web respondents were neither satisfied nor dissatisfied.
 - Telephone respondents were more likely to be satisfied or *very* satisfied with the draw process than were Web respondents while less likely to be dissatisfied. Web respondents were more likely than were telephone respondents to be neither satisfied nor dissatisfied. These are statistically significant differences.

- Respondents who indicated that they were dissatisfied with the Arizona draw process for big game hunt permit tags were asked why they were dissatisfied. The most common response among telephone respondents and Web respondents was that the draw is not fair, followed by not enough permit tags to apply for.
 - Telephone respondents were more likely than were Web respondents to cite both of the top two reasons (the draw is not fair and not enough permit tags to apply for), as well as citing that the application is too complicated, for their dissatisfaction. These are statistically significant differences.

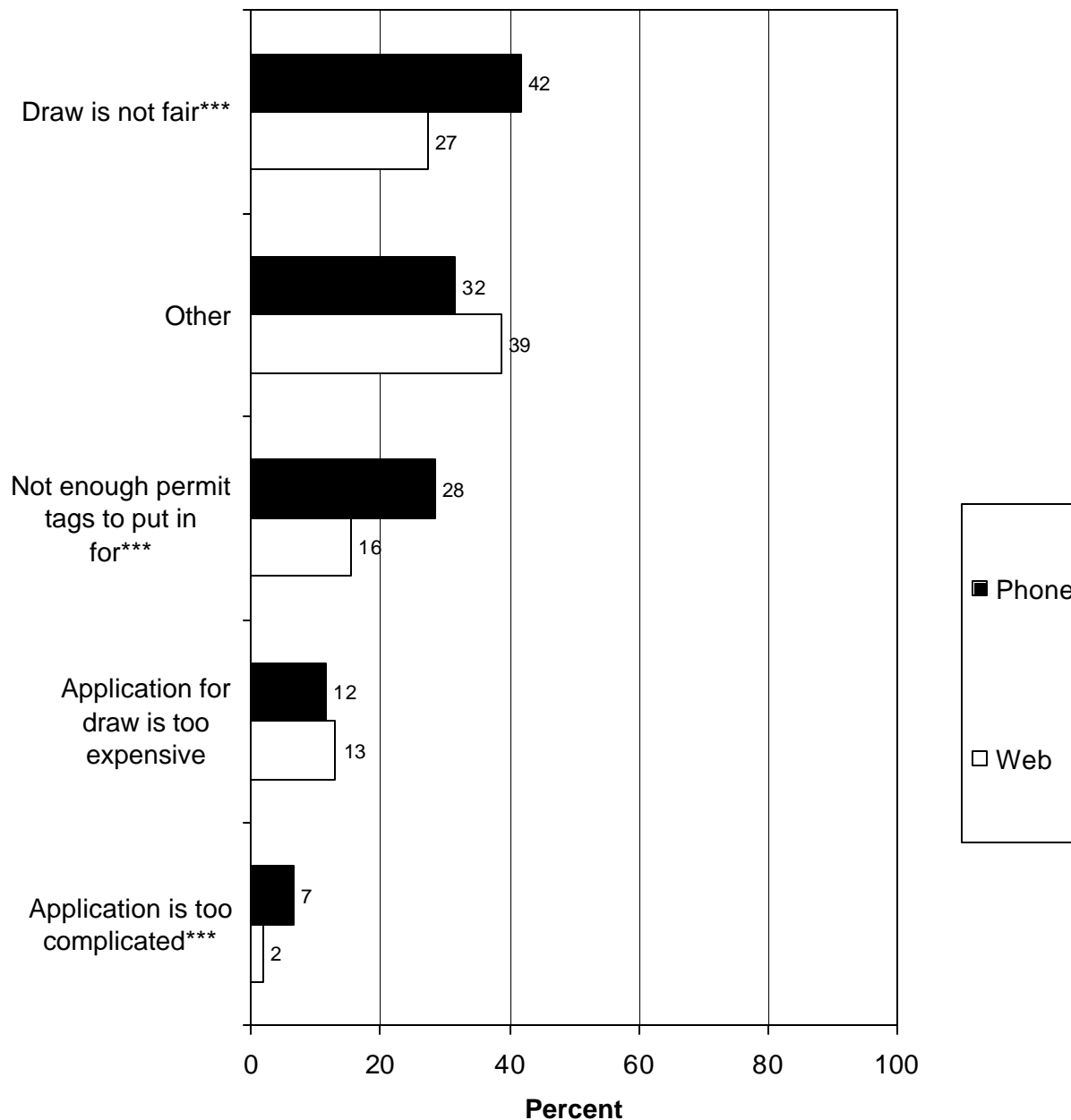
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- Telephone respondents and Web respondents were slightly more dissatisfied than satisfied with the results of the 2006 Arizona Big Game Fall Draw for big game hunt permit tags.
 - Telephone respondents were more likely than were Web respondents to be *very* satisfied, yet telephone respondents were also more likely to be *very* dissatisfied. Web respondents were more likely to be neither satisfied nor dissatisfied. These are statistically significant differences.

 - Overall, there was more dissatisfaction than satisfaction with the chances of being drawn in the Arizona Big Game Draw for big game hunt permit tags.
 - Telephone respondents were split between satisfaction and dissatisfaction with their chances of being drawn in the Arizona Big Game Draw, with a slightly higher percentage being dissatisfied (45% were dissatisfied compared to 39% who were satisfied).
 - A slight majority (56%) of Web respondents were dissatisfied and 19% were satisfied.
 - Telephone respondents were more likely than were Web respondents to be satisfied or very satisfied with their chances of being drawn in the Arizona Big Game Draw. Web respondents were more likely to be *very* dissatisfied with their chances. Web respondents were also more likely to be neither satisfied nor dissatisfied with their chances. These are statistically significant differences.

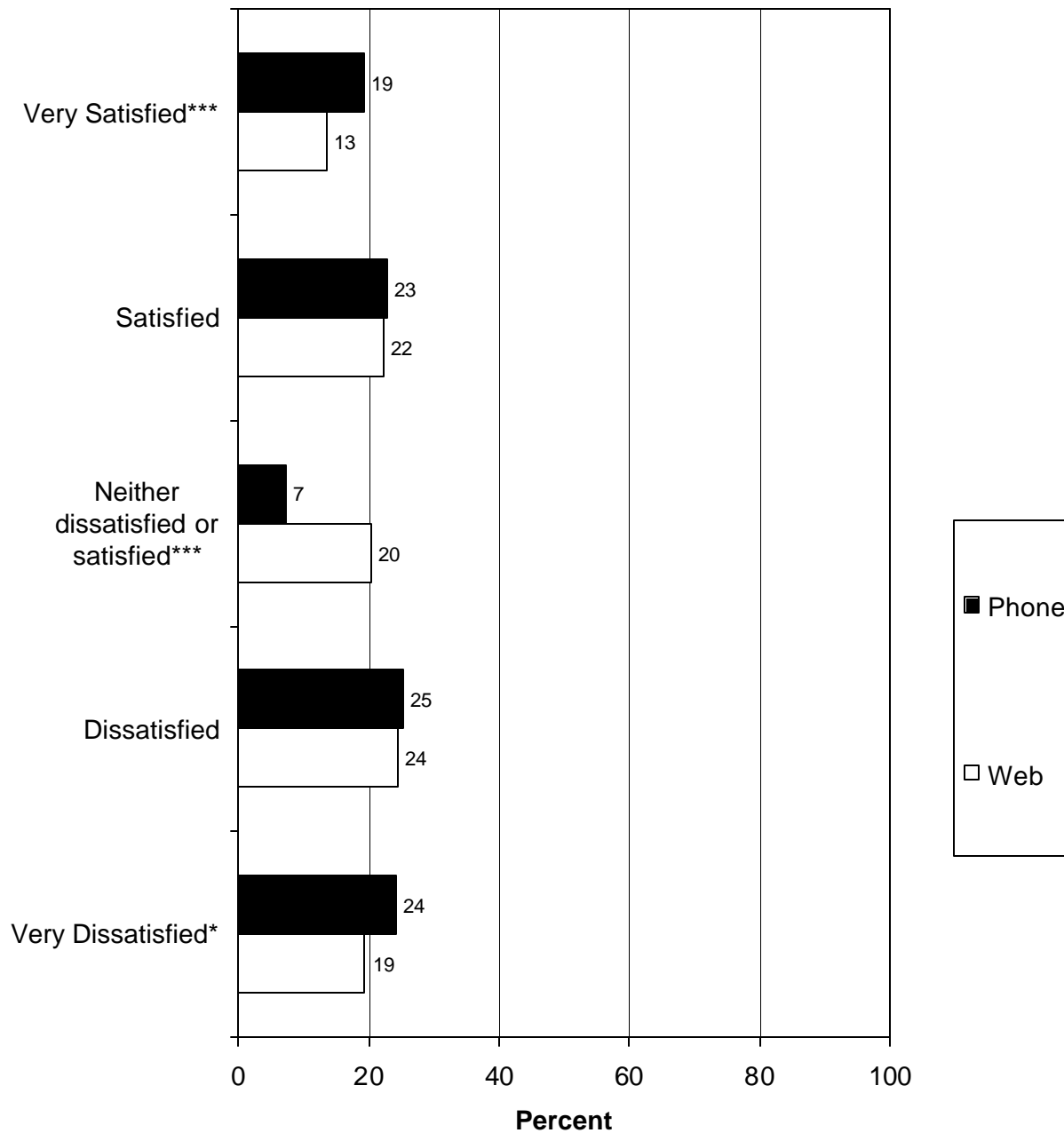
Q30. / 12. Thinking overall, how satisfied or dissatisfied are you with the Arizona Draw process for big game hunting permit tags?



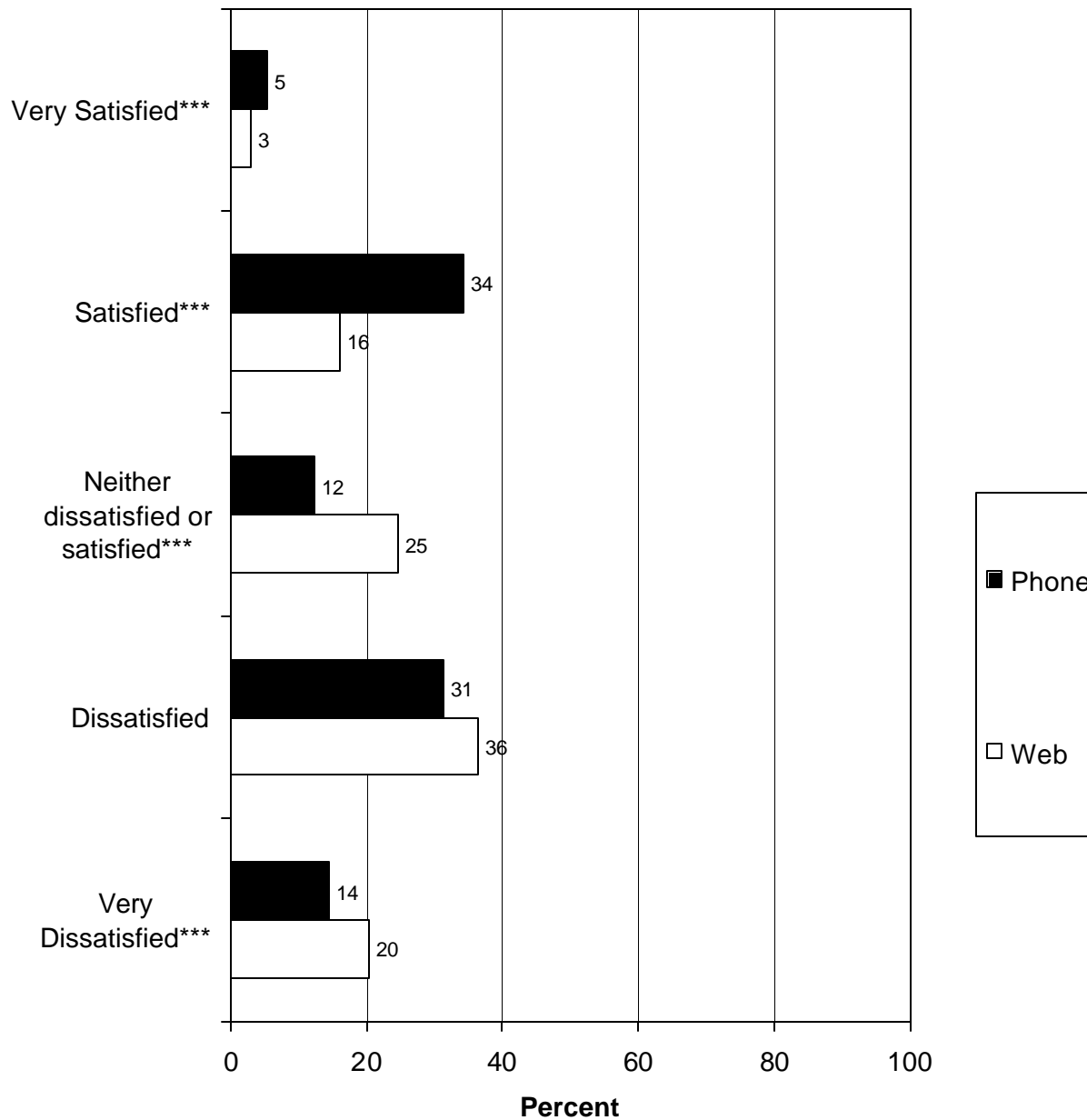
Q33. / 13. Why are you dissatisfied with the Arizona Big Game Draw process? (Asked of those who are dissatisfied with the Arizona Big Game Draw process.)



Q35. / 14. How satisfied or dissatisfied are you with your RESULTS of the 2006 Arizona Big Game Fall Draw for big game hunt permit tags?



Q36. / 15. Overall, how satisfied or dissatisfied are you with your CHANCES OF BEING DRAWN in the Arizona Big Game Draw for big game hunt permit tags?



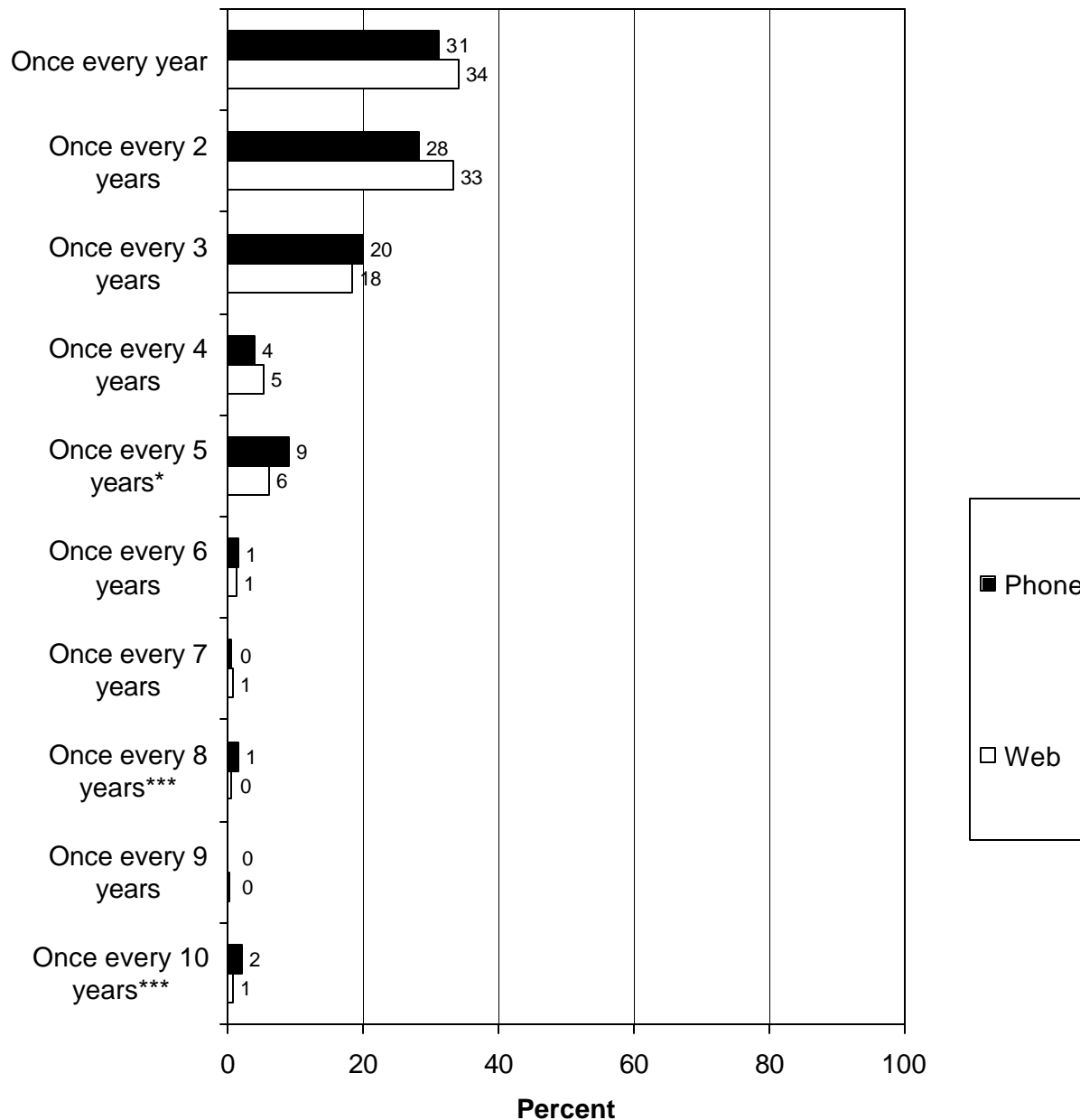
ATTITUDES TOWARD THE ARIZONA BIG GAME HUNT PERMIT TAG DRAW

OPINIONS ON FREQUENCY OF DRAW SUCCESS

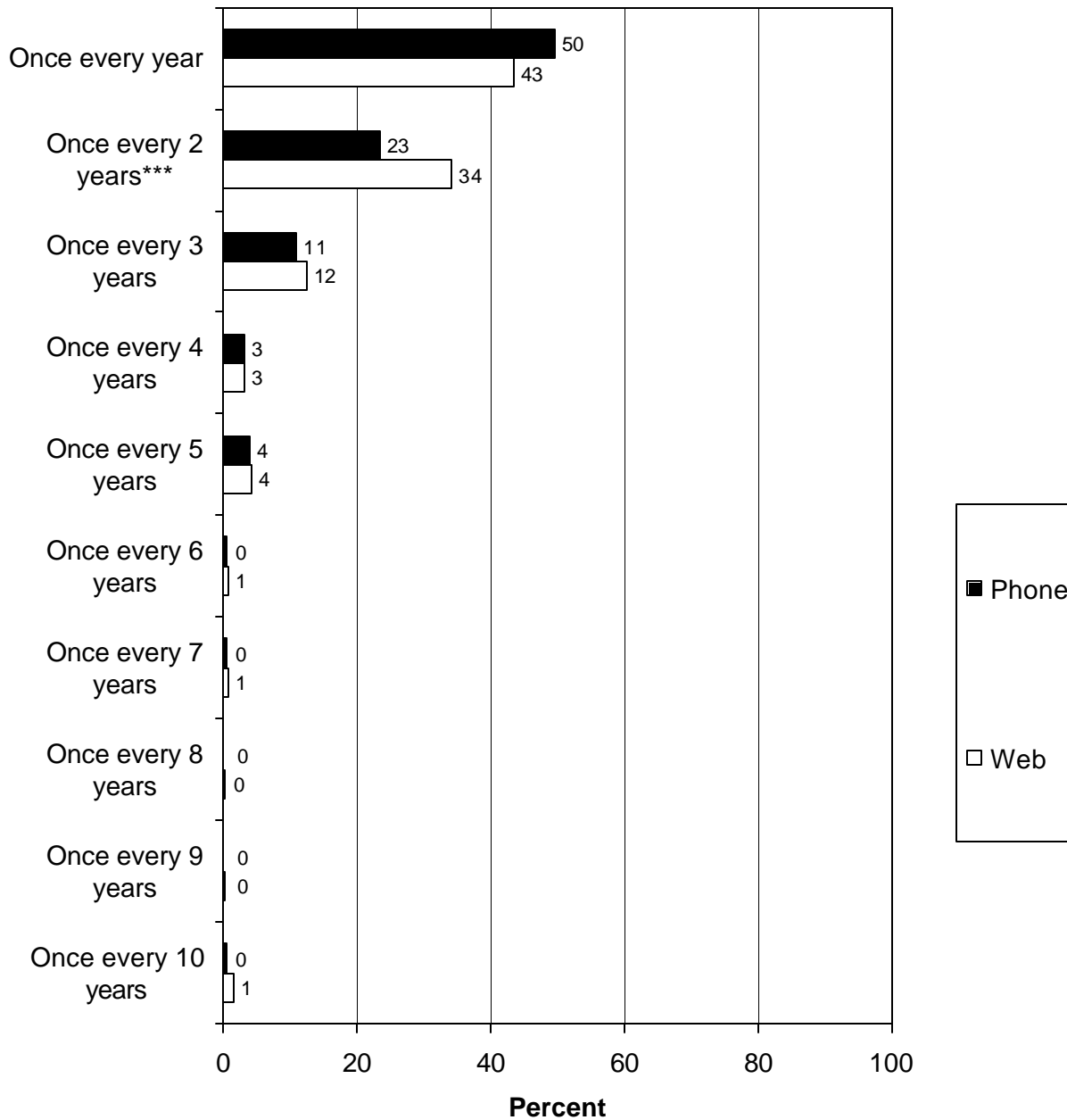
- Most commonly, telephone respondents and Web respondents think an applicant should be successfully drawn for at least one big game hunt permit tag in Arizona once every year, closely followed by once every 2 years.
 - Although there were statistically significant differences in the responses of telephone respondents and Web respondents, overall responses were similar.

- Half of telephone respondents and 43% of Web respondents think youth applicants should be successfully drawn for at least one big game hunt permit tag in Arizona once every year, closely followed by once every 2 years.
 - Telephone respondents were less likely than were Web respondents to think youth applicants should be successfully drawn for at least one big game hunt permit tag in Arizona once every 2 years. This is a statistically significant difference.

Q37. / 16. In your opinion, how frequently should you be successfully drawn for at least one big game permit tag in Arizona?



Q38. / 17. What about youth hunters? (How frequently should they be drawn for at least one big game permit in Arizona?)



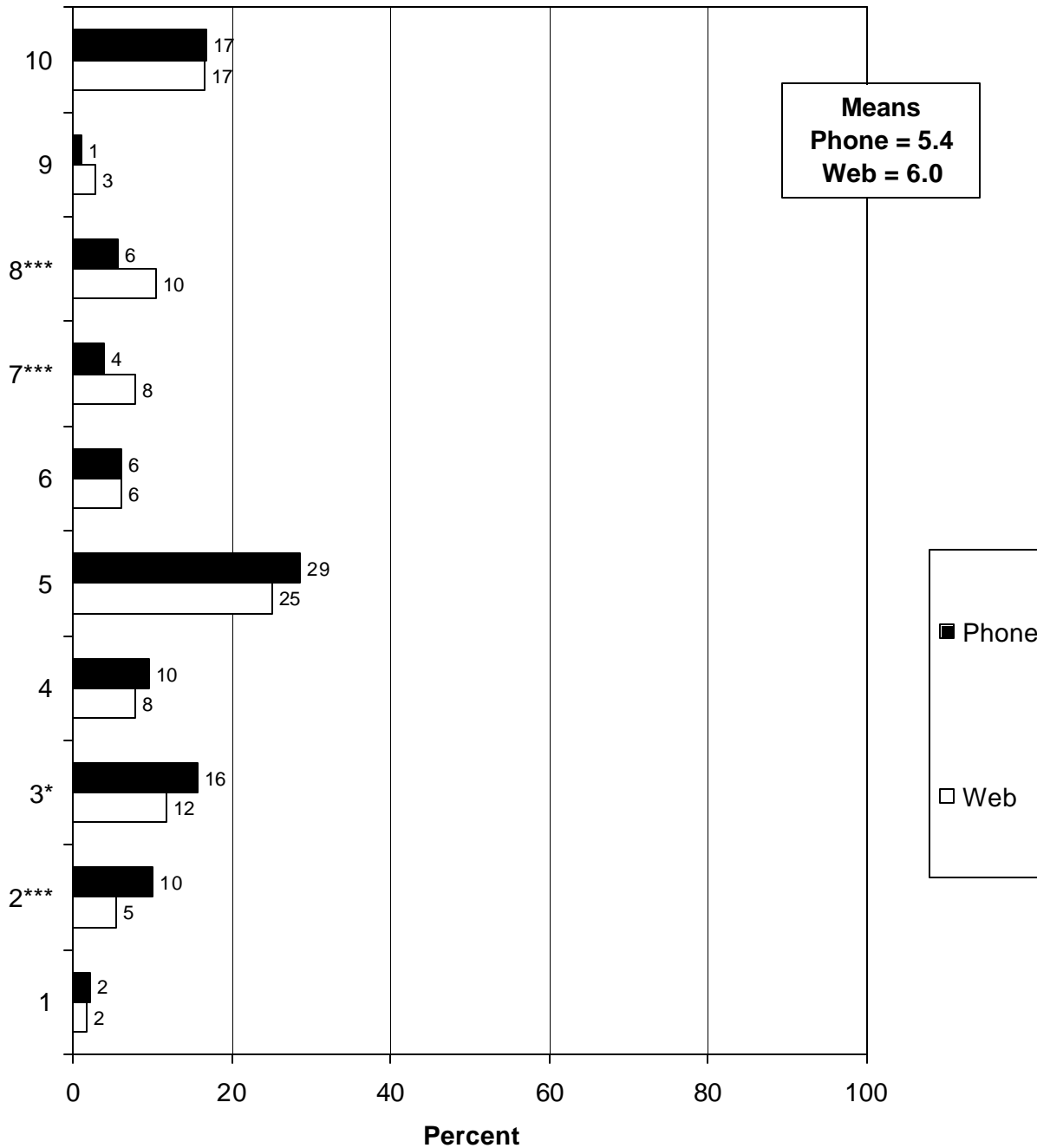
OPINIONS ON THE NUMBER OF BIG GAME HUNT PERMIT TAGS AWARDED BY SPECIES

- Most commonly, telephone respondents and Web respondents think an applicant should receive five big game hunt permit tags for deer in a 10-year period.
 - The average number of deer permit tags telephone respondents think an applicant should receive in a 10-year period is 5.4 compared to 6.0 among Web respondents.
 - Although there were statistically significant differences in the responses of telephone and Web respondents, overall responses were similar.

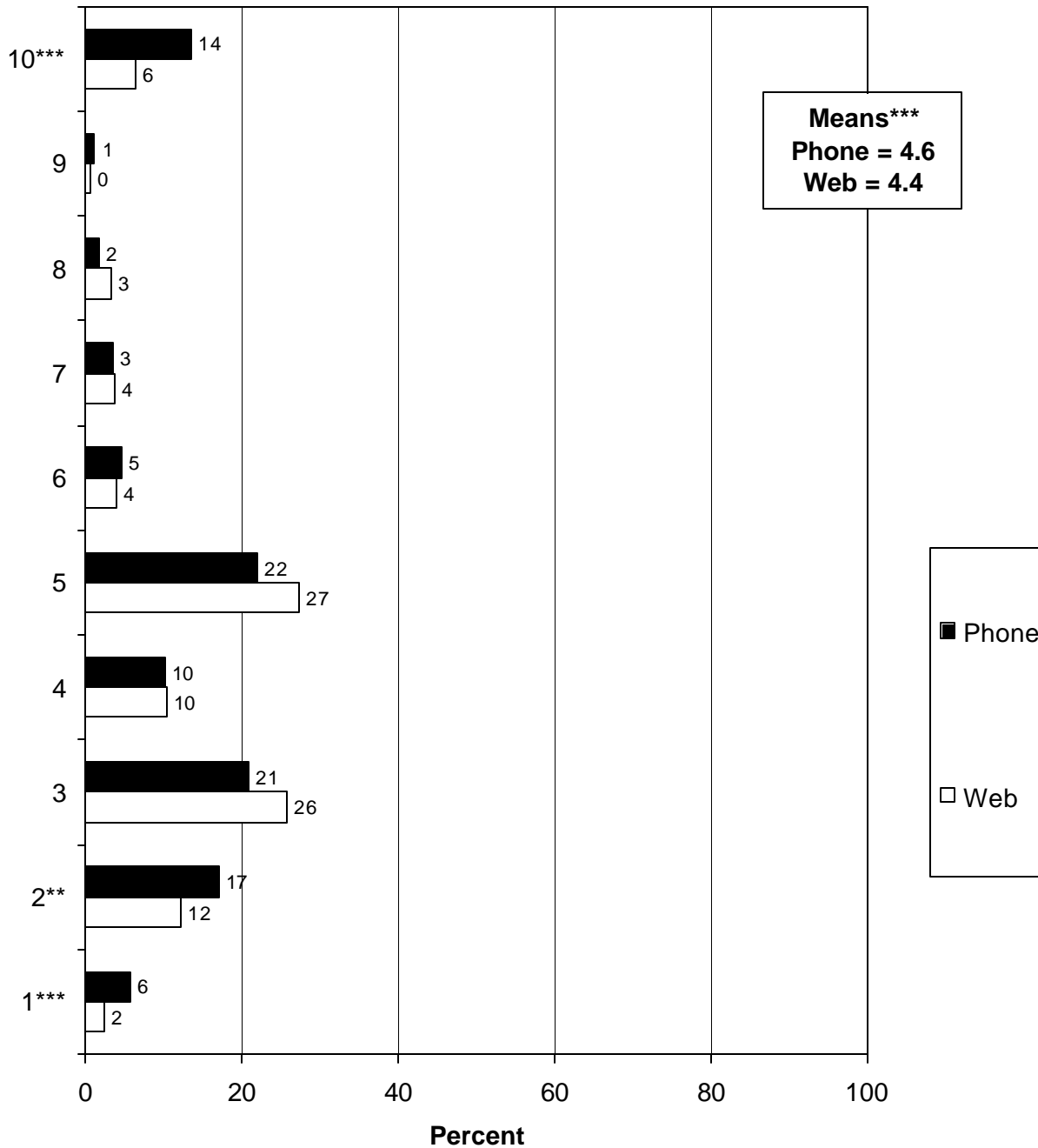
- Most commonly, telephone respondents and Web respondents think an applicant should receive five big game hunt permit tags for elk in a 10-year period, closely followed by three permit tags.
 - The average number of elk permit tags telephone respondents think an applicant should receive in a 10-year period is 4.6 compared to 4.4 among Web respondents. This is a statistically significant difference.

- Most commonly, telephone respondents think applicants should receive 10 big game hunt permit tags for turkey in a 10-year period, followed by five permit tags. Web respondents most commonly think applicants should receive five permit tags for turkey in a 10-year period, followed by 10 permit tags.
 - The average number of turkey permit tags telephone respondents think an applicant should receive in a 10-year period is 6.6 compared to 6.4 among Web respondents. This is a statistically significant difference.

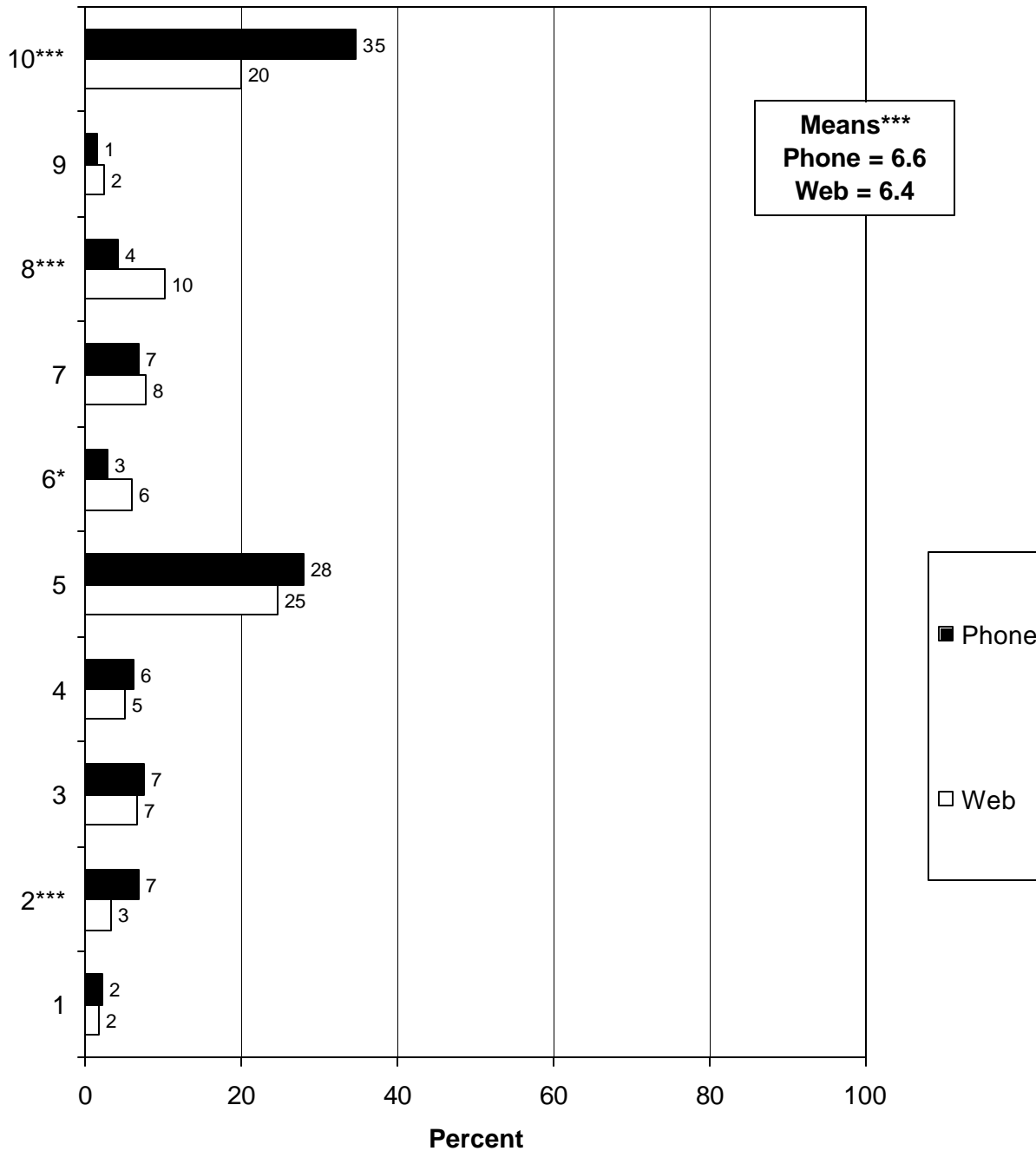
Q39. / 18. In your opinion, how many permit tags should an applicant receive for deer in a 10-year period?



Q40. / 18. (What about) for elk? (In your opinion, how many permit tags should an applicant receive for elk in a 10-year period?)



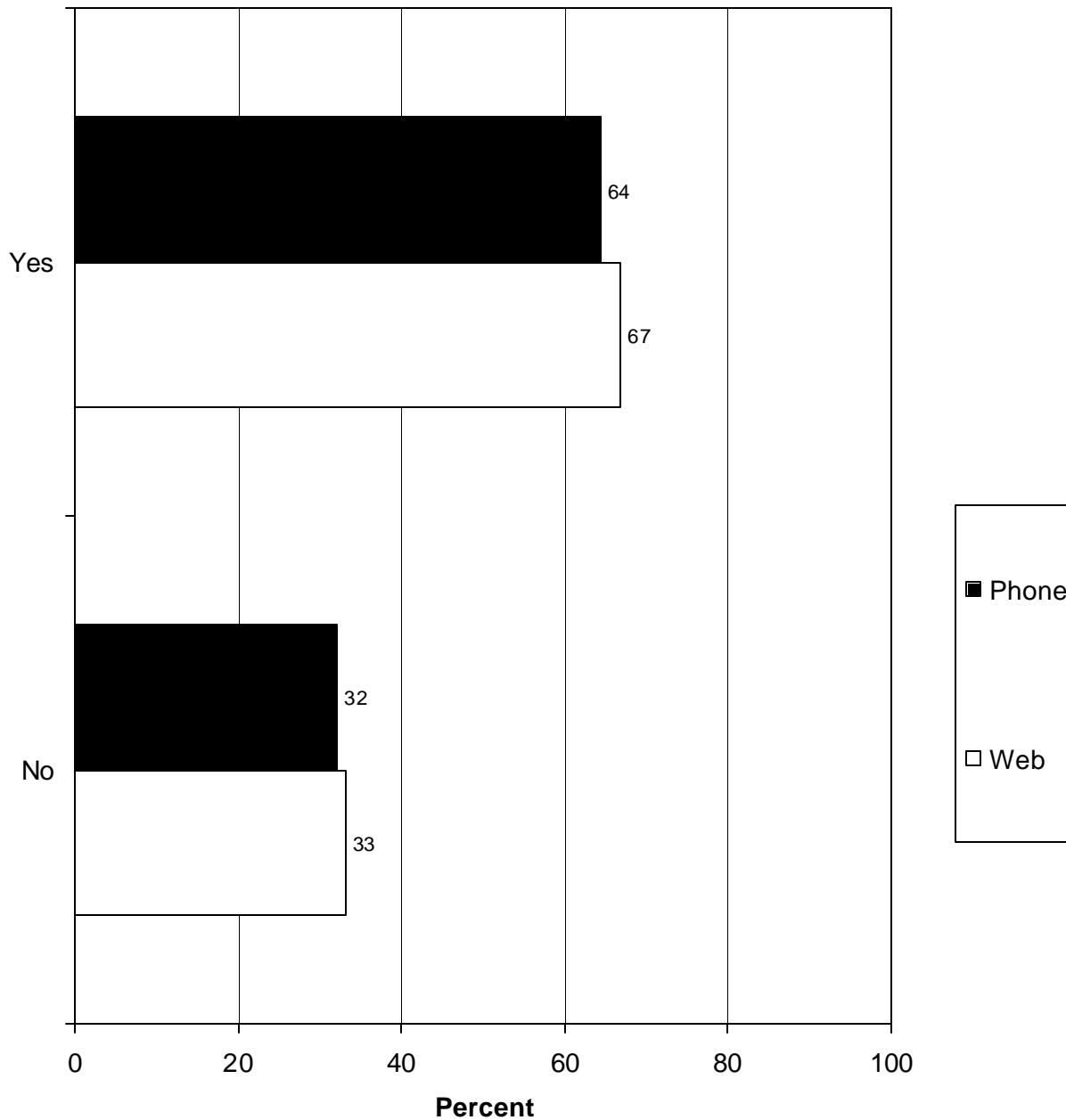
Q41. / 18. (What about) for turkey? (In your opinion, how many permit tags should an applicant receive for turkey in a 10-year period?)



OPINIONS ON DECREASED HUNT SUCCESS RATES VERSUS INCREASED BIG GAME HUNT PERMIT TAG DRAW SUCCESS

- Majorities of telephone respondents (64%) and Web respondents (67%) said they would be willing to accept lower hunt success rates if it meant they would be drawn and have an opportunity to hunt more often.
 - There were no statistically significant differences in telephone respondents' and Web respondents' willingness to accept lower hunt success rates for being awarded a big game hunt permit tag in the draw and have an opportunity to hunt more often.

Q98. / 41. Let's assume that if more permits are issued through the draw, then overall hunt success rates will decrease. Would you be willing to accept lower hunt success if it meant that you could get drawn and have an opportunity to hunt more often?



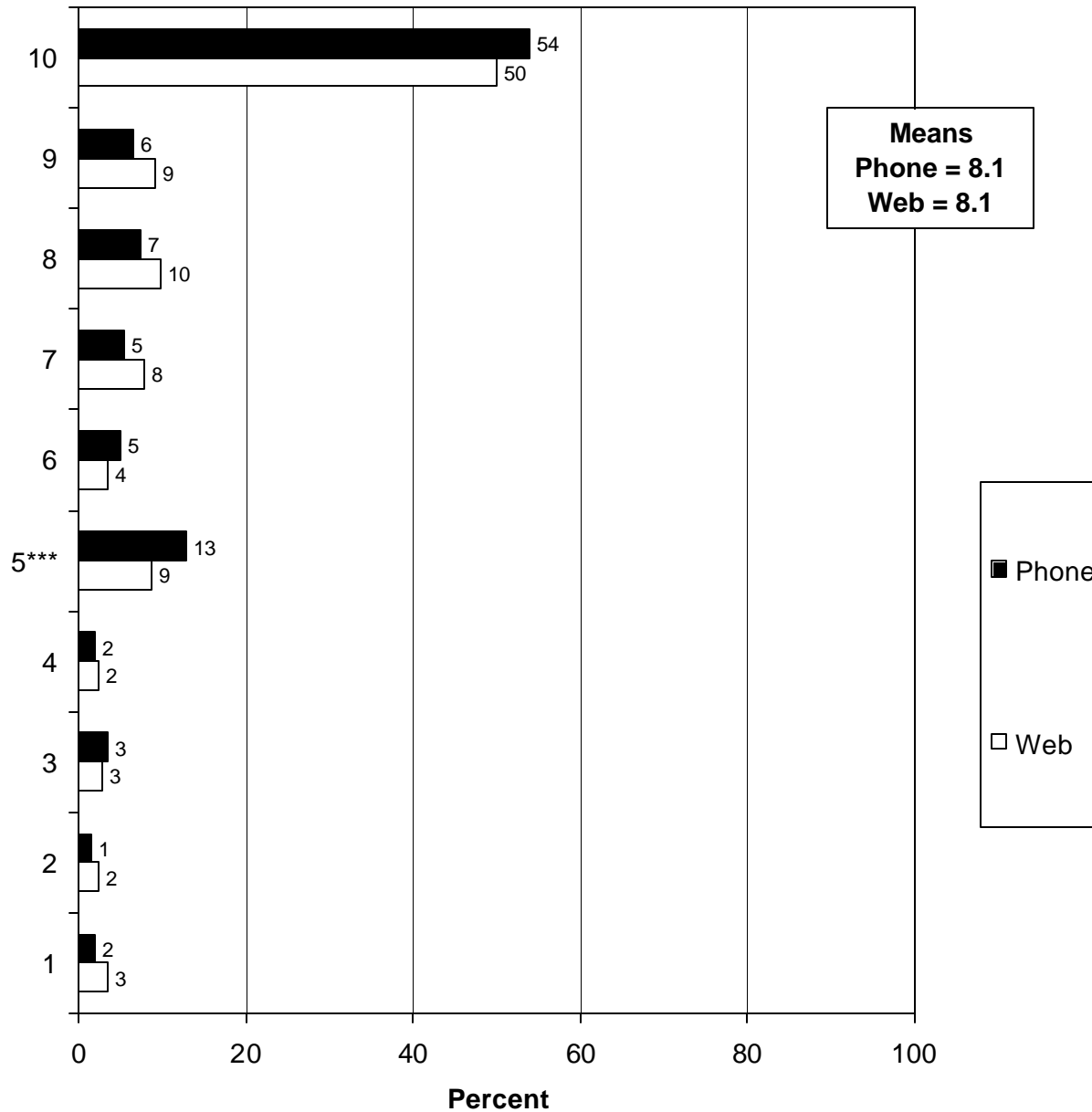
RATINGS OF IMPORTANCE OF ARIZONA BIG GAME HUNT PERMIT TAG DRAW SUCCESS

- Telephone respondents and Web respondents were asked to rate the importance of receiving one big game hunt permit tag each year and the importance of receiving two big game hunt permit tags each year on a scale of 1 to 10 where 1 is not at all important and 10 is extremely important.
 - A slight majority (54%) of telephone respondents and half of Web respondents rated receiving one big game hunt permit tag each year as a 10, and the mean rating of importance was 8.1 for both groups of respondents.
 - The mean rating of importance for receiving two big game hunt permit tags each year was 5.6 among telephone respondents and 4.9 among Web respondents.
 - Telephone respondents were more likely than were Web respondents to rate the importance of receiving two big game hunt permit tags each year as a 10. This is a statistically significant difference.

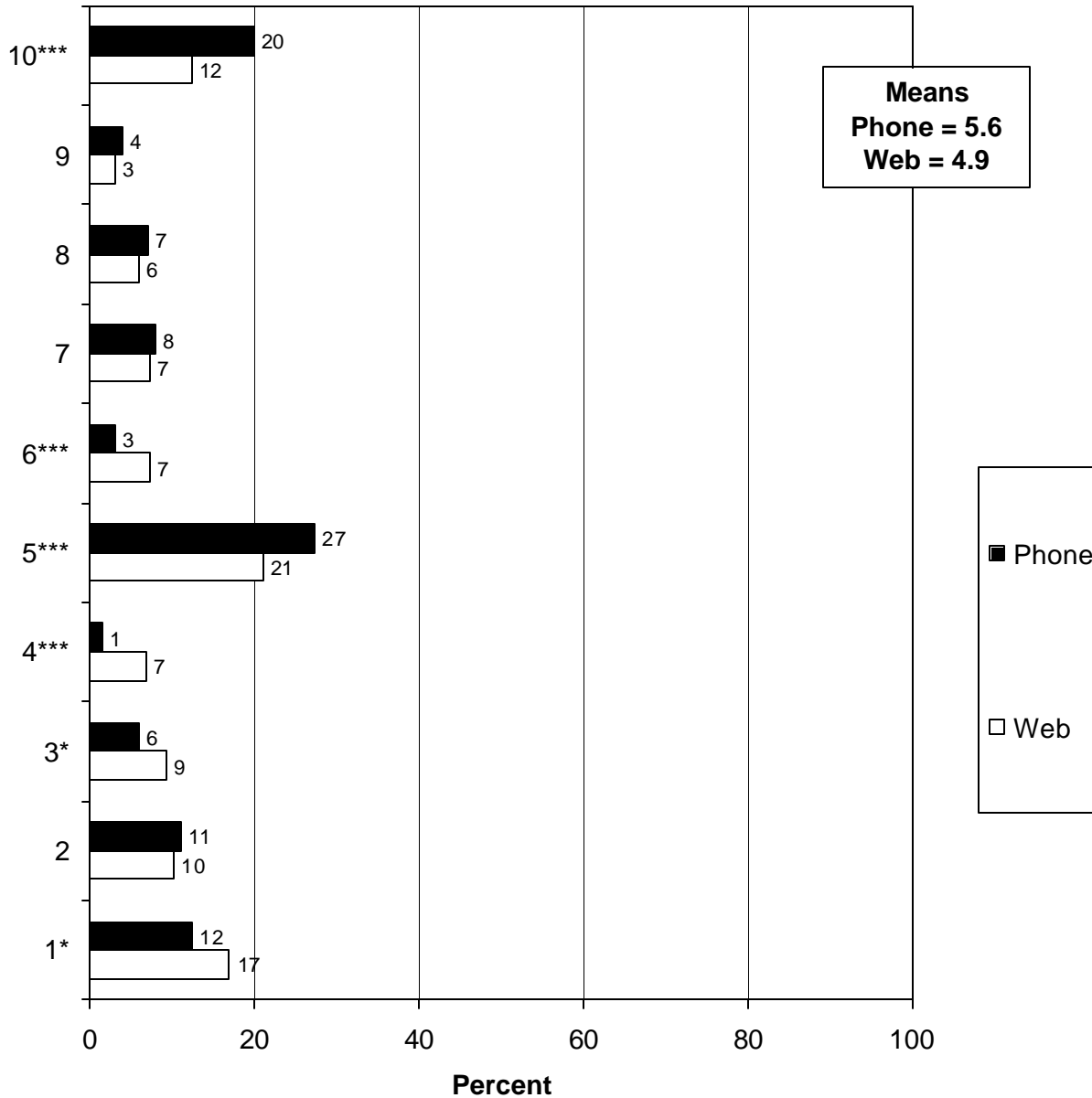
- Telephone respondents and Web respondents were asked to rate the importance of receiving a permit tag for each big game species on a scale of 1 to 10 where 1 is not at all important and 10 is extremely important.
 - The importance of receiving an elk permit tag and a deer permit tag were most commonly rated a 10 among telephone respondents and Web respondents.
 - Although there were statistically significant differences in telephone respondents' and Web respondents' ratings of the importance of receiving a permit tag for each of the different big game species, overall ratings for each species were similar.
 - Elk permits ranked the *highest* in importance among both groups with a mean rating of 7.9 among telephone respondents and 8.1 among Web respondents.
 - The mean ratings of importance for receiving turkey and javelina permit tags were lower than the mid-point (5.5) among telephone respondents and Web respondents.
 - Although there was some variation of mean ratings of importance between telephone respondents and Web respondents, the differences in the mean ratings of importance were statistically significant only for receiving a turkey permit tag.

- Ratings of the importance of getting a permit tag for the big game hunting experience were high for telephone respondents and Web respondents: majorities of telephone respondents (61%) and Web respondents (62%) rated the importance of getting a permit tag as a 10 for their big game hunting experiences.
 - The mean rating of the importance of getting a permit tag is 8.8 among telephone respondents and 8.9 among Web respondents.
 - Although there was a statistically significant difference in telephone respondents' and Web respondents' ratings of the importance of receiving a permit tag for their big game hunting experience, overall ratings were similar.

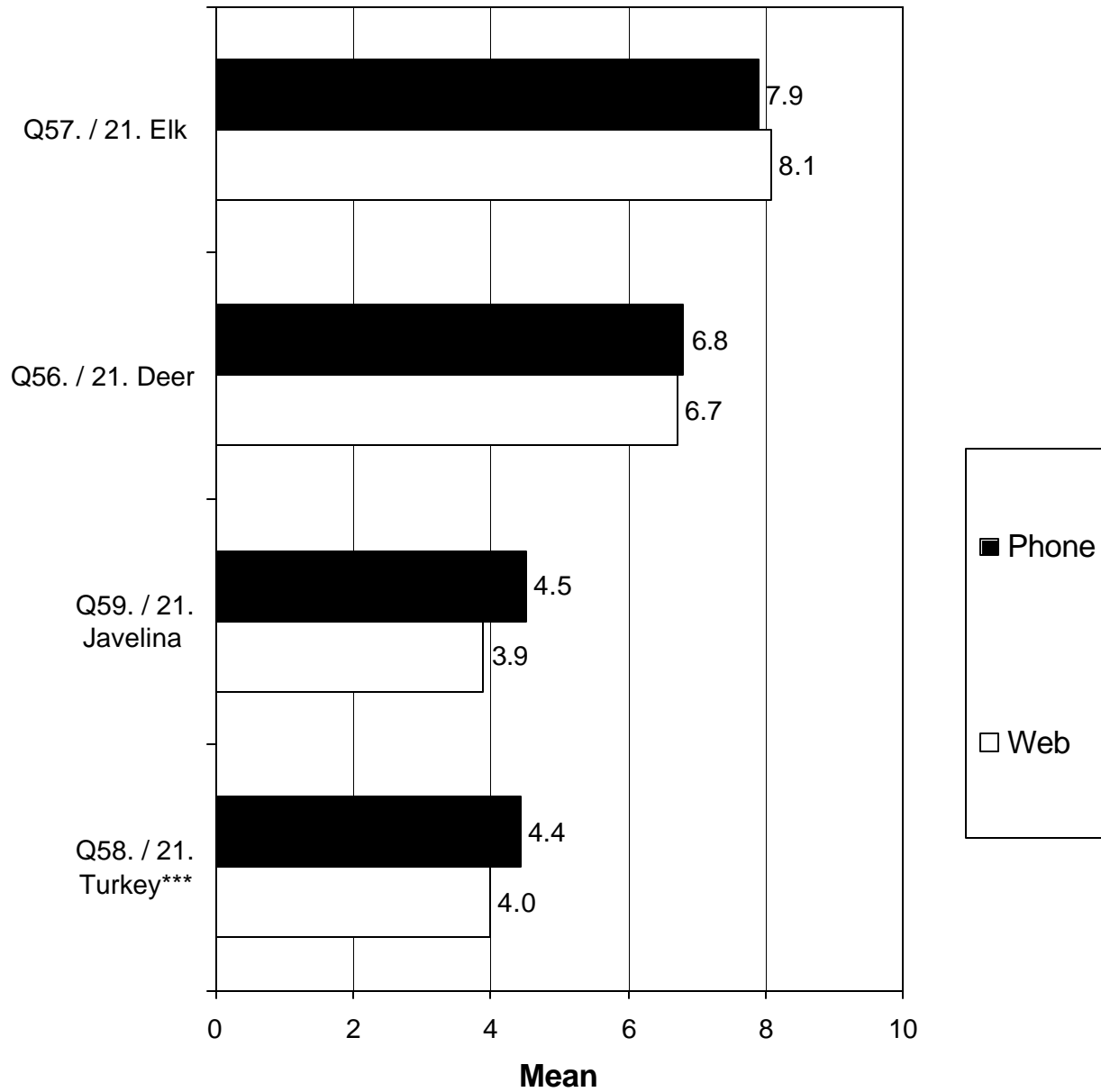
Q54. / 21. (What about) receiving one big game tag each year? (How important is this to you on a scale of 1 to 10 where 1 is 'not at all important' and 10 is 'extremely important?')



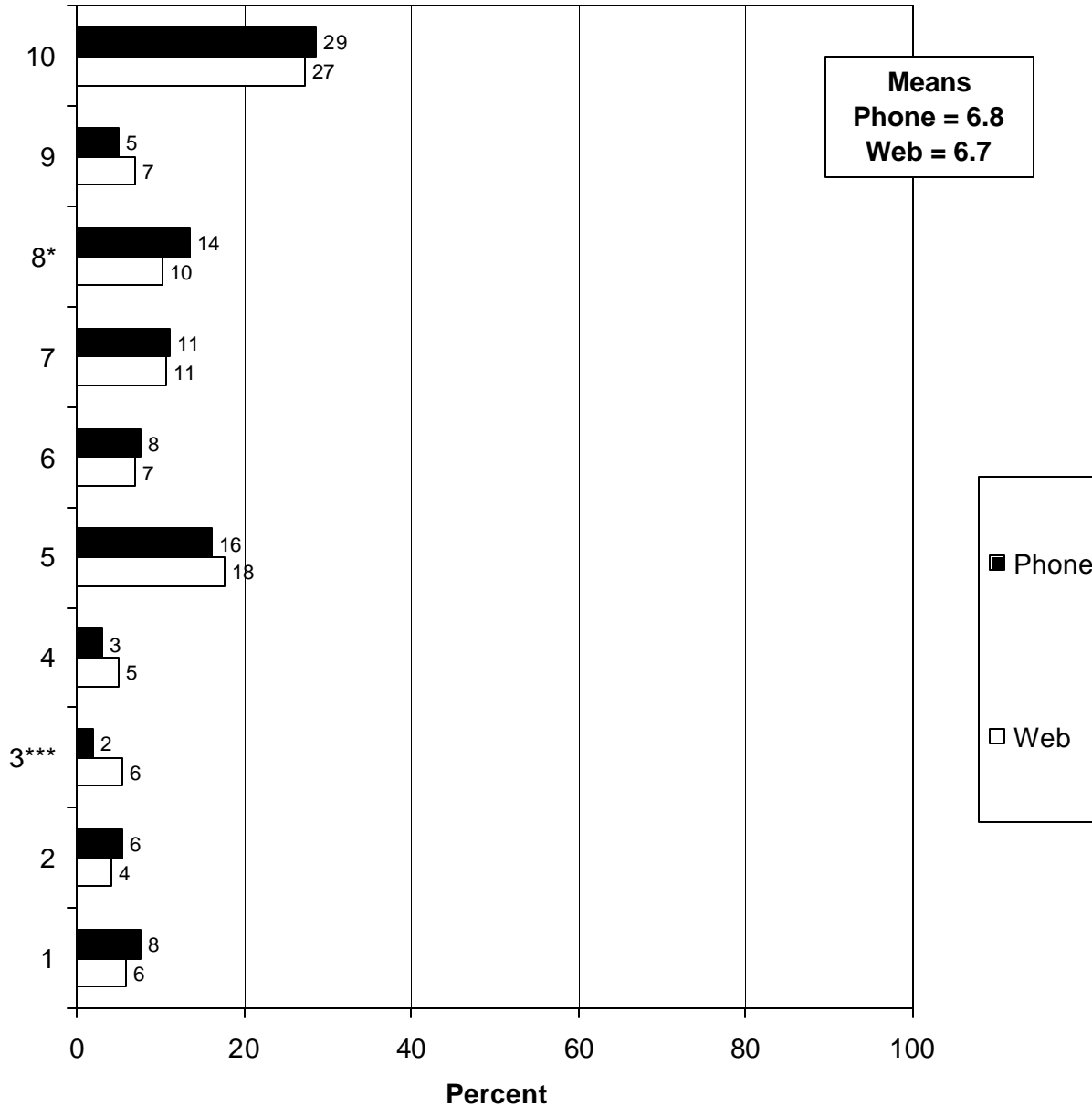
Q55. / 21. (What about) receiving two big game tags each year? (How important is this to you on a scale of 1 to 10 where 1 is 'not at all important' and 10 is 'extremely important?')



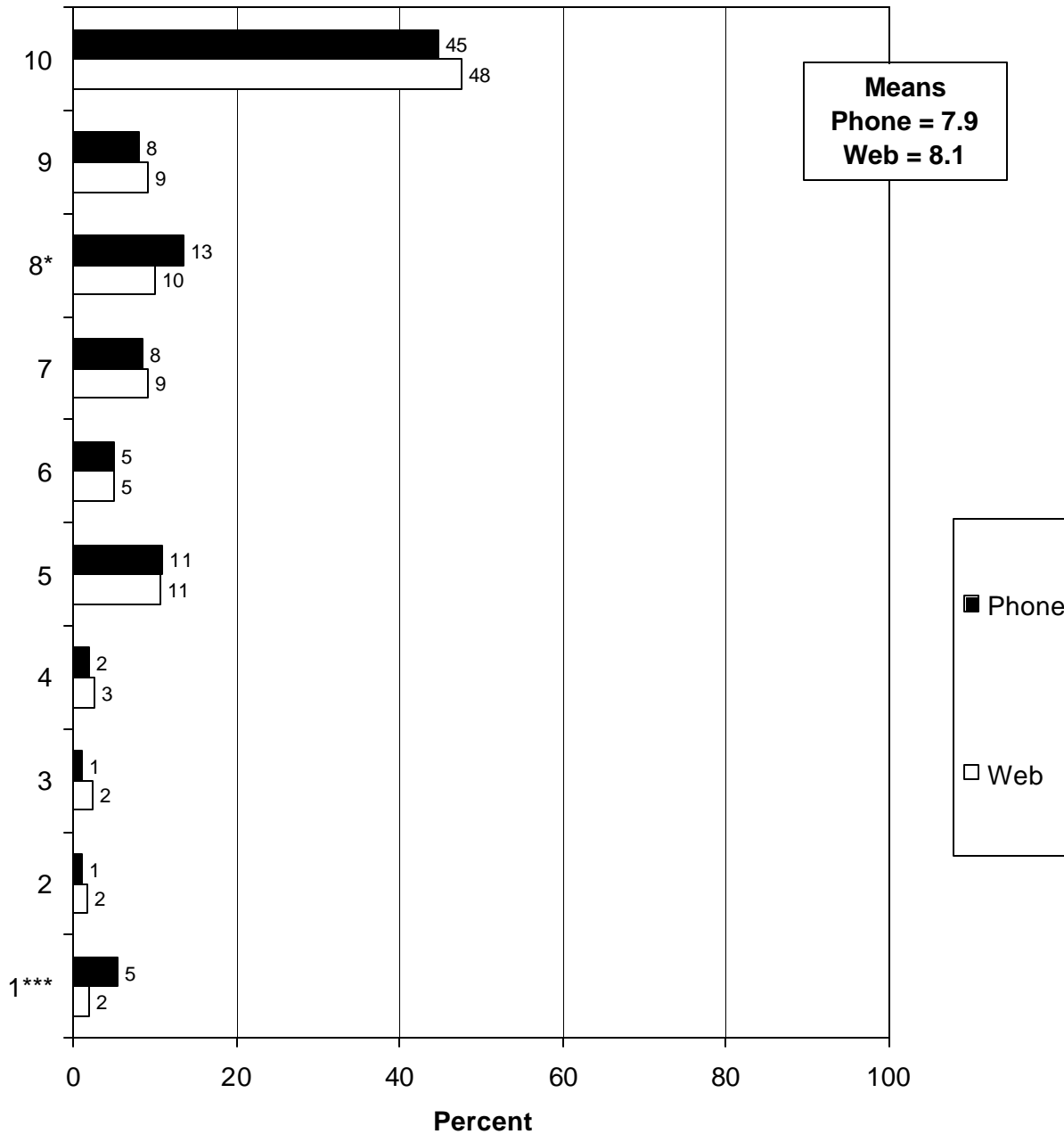
Mean ratings of importance of receiving a permit tag for each of the following species.



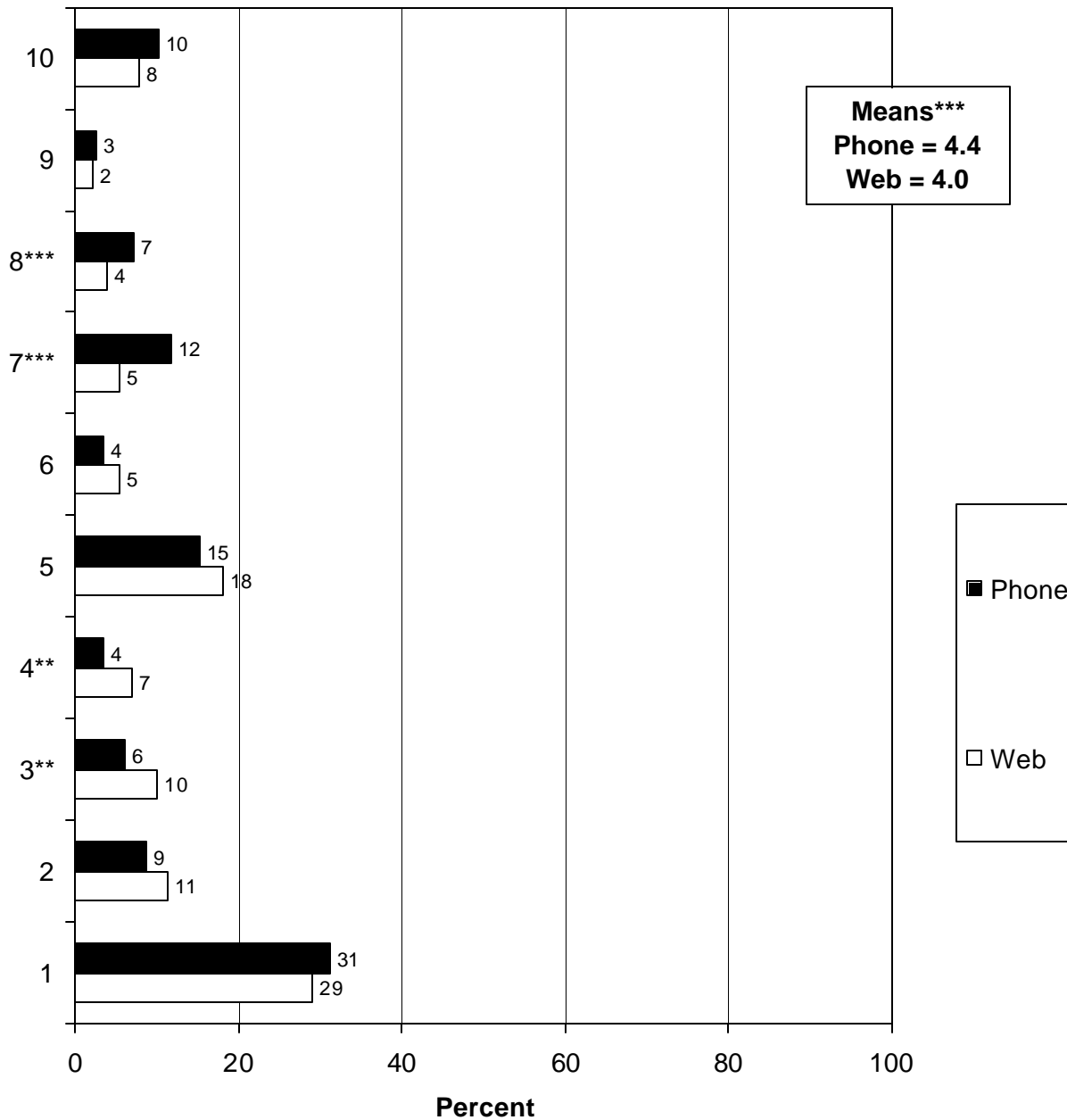
Q56. / 21. (What about) receiving a deer permit? (How important is this to you on a scale of 1 to 10 where 1 is 'not at all important' and 10 is 'extremely important?')



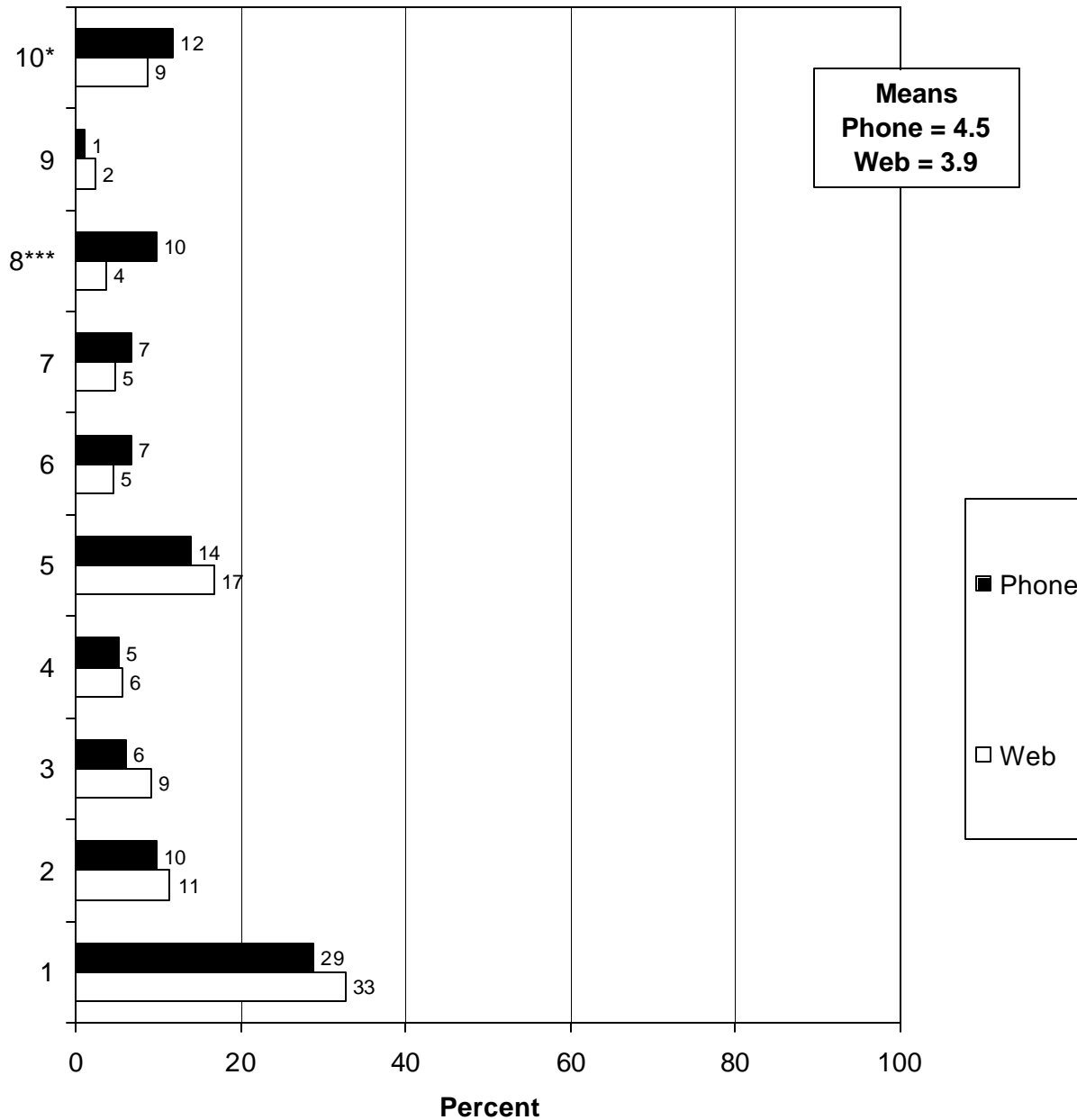
Q57. / 21. (What about) receiving an elk permit? (How important is this to you on a scale of 1 to 10 where 1 is 'not at all important' and 10 is 'extremely important?')



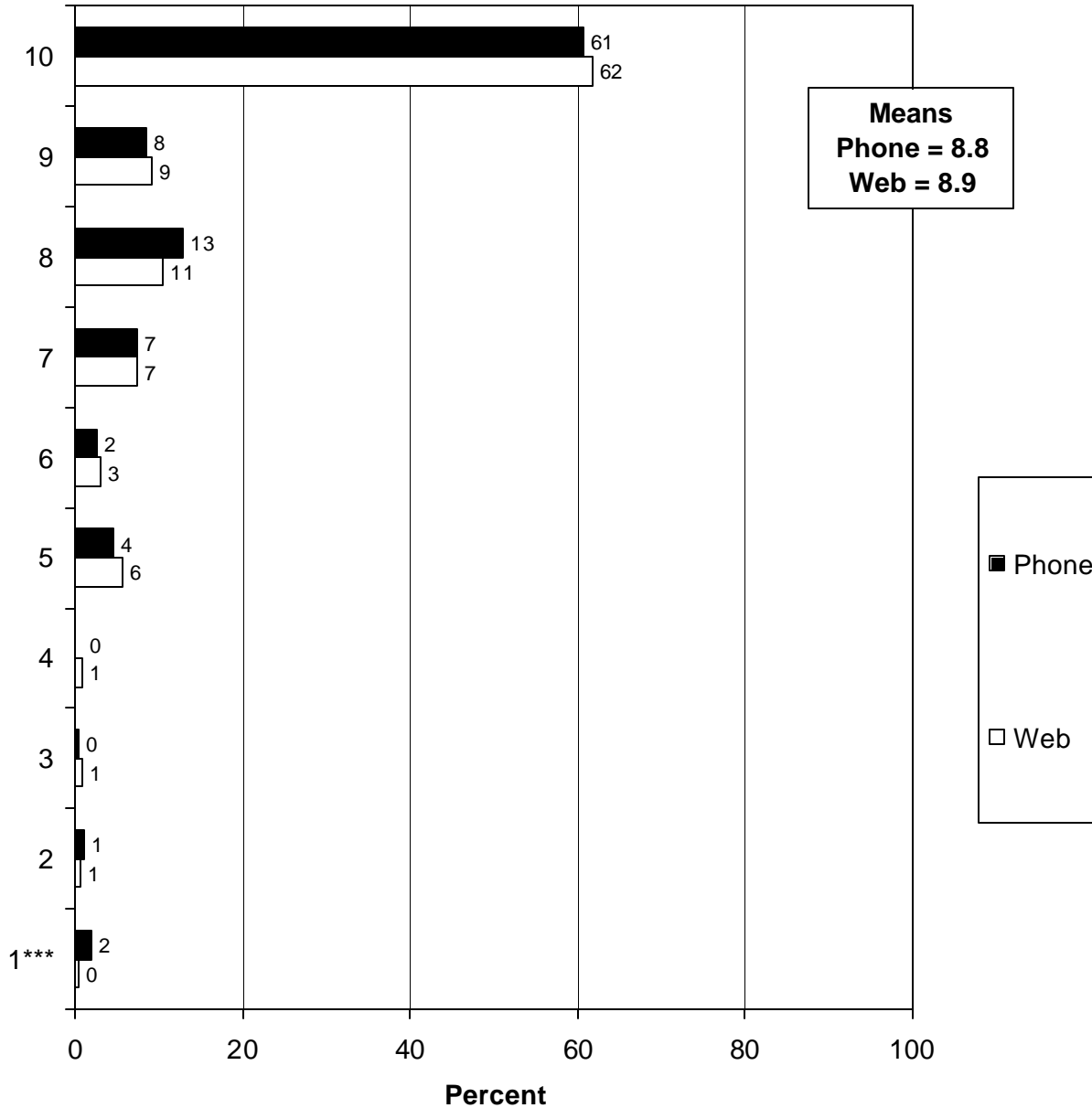
**Q58. / 21. (What about) receiving a turkey permit?
 (How important is this to you on a scale of 1 to 10
 where 1 is 'not at all important' and 10 is 'extremely
 important?')**



**Q59. / 21. (What about) receiving a javelina permit?
 (How important is this to you on a scale of 1 to 10
 where 1 is 'not at all important' and 10 is 'extremely
 important?')**



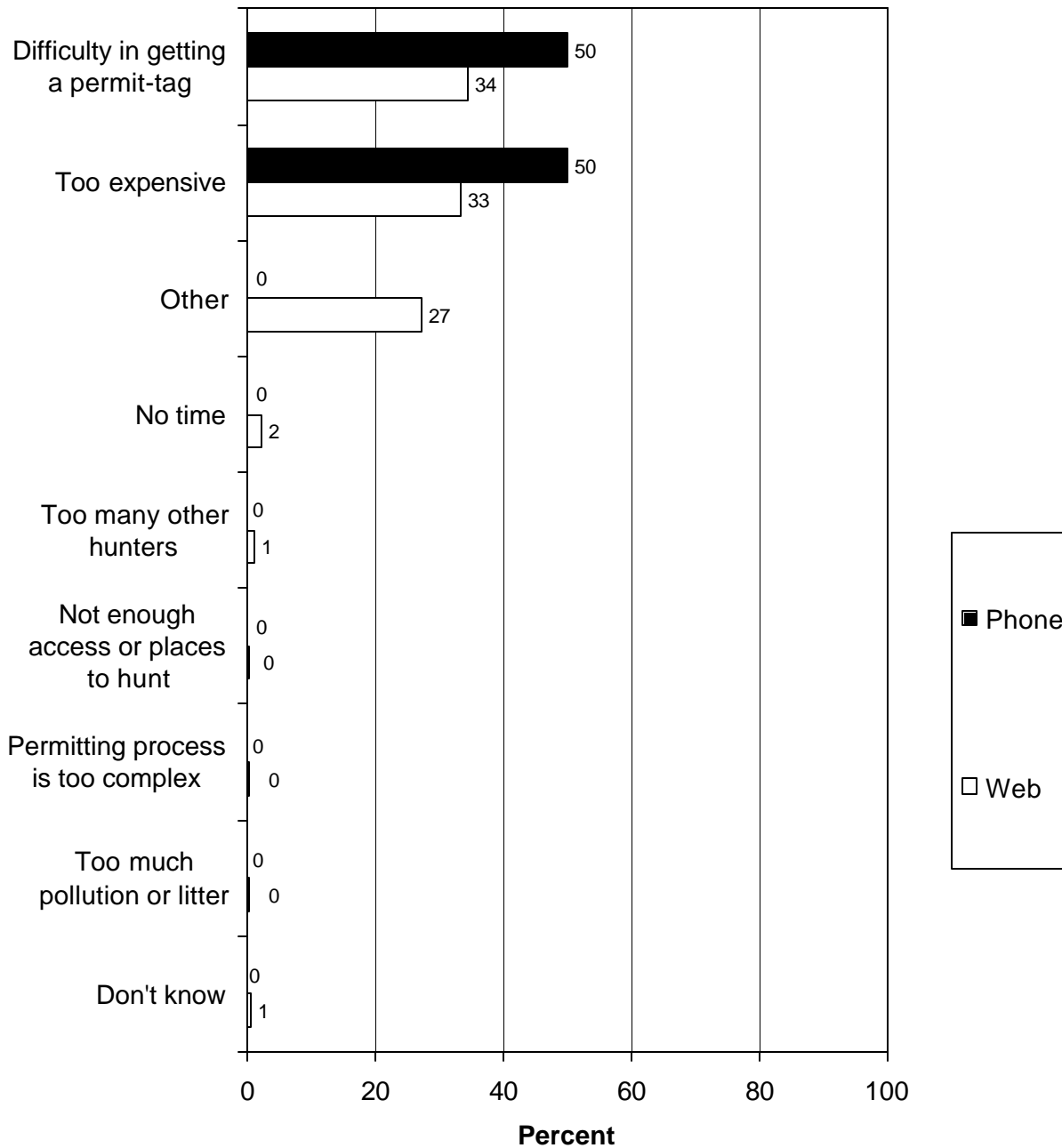
Q100. / 42. (What about) getting a permit tag? (How important is this to your big game hunting experience on a scale of 1 to 10 where 1 is 'not at all important' and 10 is 'extremely important?')



REASONS FOR NOT APPLYING FOR A 2007 BIG GAME HUNT PERMIT TAG IN ARIZONA

- Respondents who indicated that they do not intend to apply for a 2007 big game hunt permit tag were asked why they did not plan to do so. Telephone respondents' reasons were evenly split between difficulty in getting a permit tag and applying is too expensive. Web respondents' reasons were fairly evenly distributed among the following: difficulty in getting a permit tag, too expensive, and responses that fell into an "other" category.
 - It is important to note that Web respondents were presented with a list of potential reasons, including an "other" option while telephone respondents were only given response options if necessary to prompt for a response.
 - There were no statistically significant differences between telephone and Web respondents.

Q28. / 11. You indicated you do NOT intend to apply for a 2007 hunt permit tag. What is your PRIMARY reason for NOT planning to apply for a big game permit tag in Arizona next year?



WILLINGNESS TO CONTINUE APPLYING FOR A BIG GAME HUNT PERMIT TAG

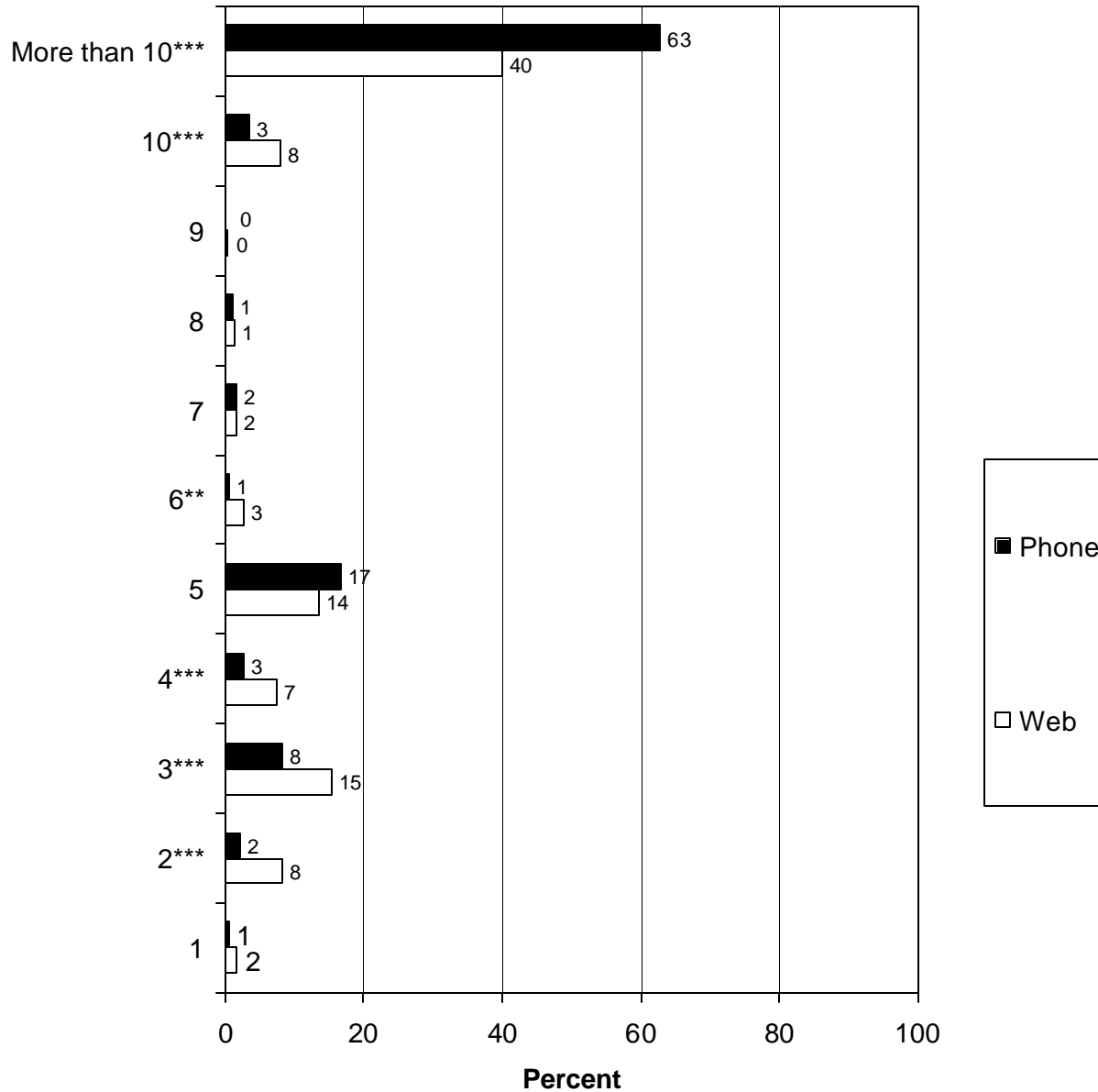
- In general, telephone respondents would unsuccessfully apply for big game hunt permit tags for a longer period of time than would Web respondents before they quit applying.
 - Majorities of telephone respondents indicated that they would apply for more than 10 consecutive years unsuccessfully for a permit tag for each of the big game species named (deer, elk, and turkey).
 - Most commonly, Web respondents indicated that they would apply for more than 10 consecutive years unsuccessfully for a permit tag for each of the big game species named (deer, elk, and turkey).
 - Telephone respondents were more likely than were Web respondents to say they would apply for more than 10 consecutive years unsuccessfully for a permit tag for each of the big game species named (deer, elk, and turkey). This is a statistically significant difference.

- Telephone respondents and Web respondents were also asked about their willingness to wait for their names to be drawn for a permit tag for several different “premium hunt” opportunities.
 - Most commonly, telephone respondents were willing to wait 5 years (30%) and Web respondents were willing to wait 10 years (22%) for their names to be drawn if it meant they would receive a permit tag for the premium hunt of deer north of the Colorado River during rut. Responses were mostly distributed among the response categories ranging from 1 to 10 years.
 - Most commonly, telephone respondents were willing to wait less than 5 years (29%) or 5 years (28%) and Web respondents were willing to wait 5 years (24%) for their names to be drawn if it meant they would receive a permit tag for the premium hunt of whitetail deer during rut. Responses were mostly distributed among the response categories ranging from 1 to 10 years.
 - Most commonly, telephone respondents (23%) and Web respondents (24%) were willing to wait 10 years for their names to be drawn if it meant they would receive a permit tag for the premium hunt of rifle elk during rut. Although substantial percentages (20% of

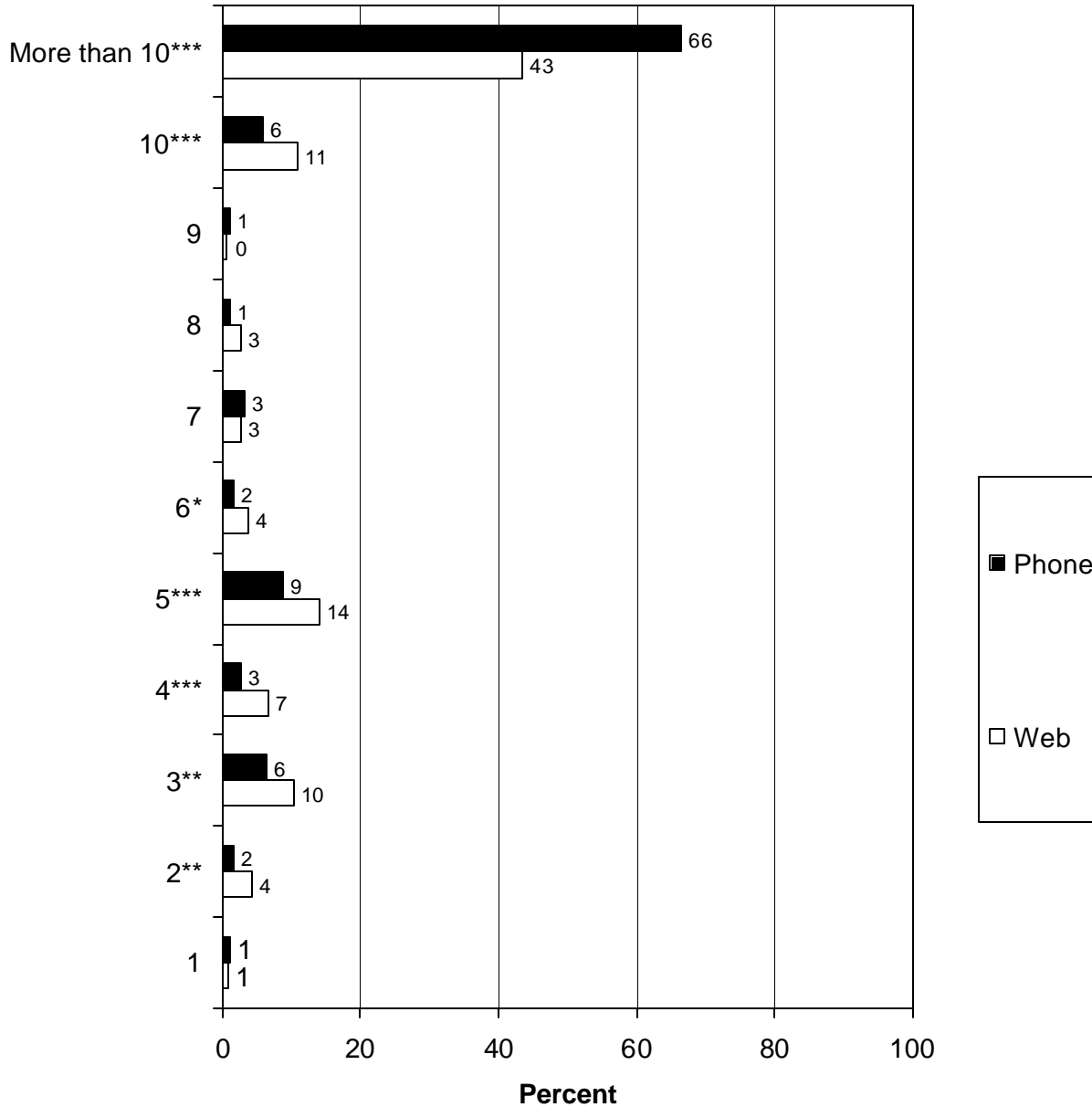
telephone respondents and 16% of Web respondents) said they would be willing to wait more than 20 years for their names to be drawn if it meant they would receive a permit tag for the premium hunt, substantial percentages (12% of telephone respondents and 13% of Web respondents) also had no desire for the premium hunt.

- Most commonly, telephone respondents and Web respondents had no desire for premium hunt of archery elk during rut. Nonetheless, substantial percentages were willing to wait less than 5 years, 5 years, 10 years, or more than 20 years.
- For each premium hunt opportunity, telephone respondents were more likely than were Web respondents to say they would be willing to wait less than 5 years for their names to be drawn. Telephone respondents were also more likely than were Web respondents to say they would be willing to wait more than 20 years for their names to be drawn if it meant they would receive a permit tag for deer north of the Colorado River during rut. These are statistically significant differences.

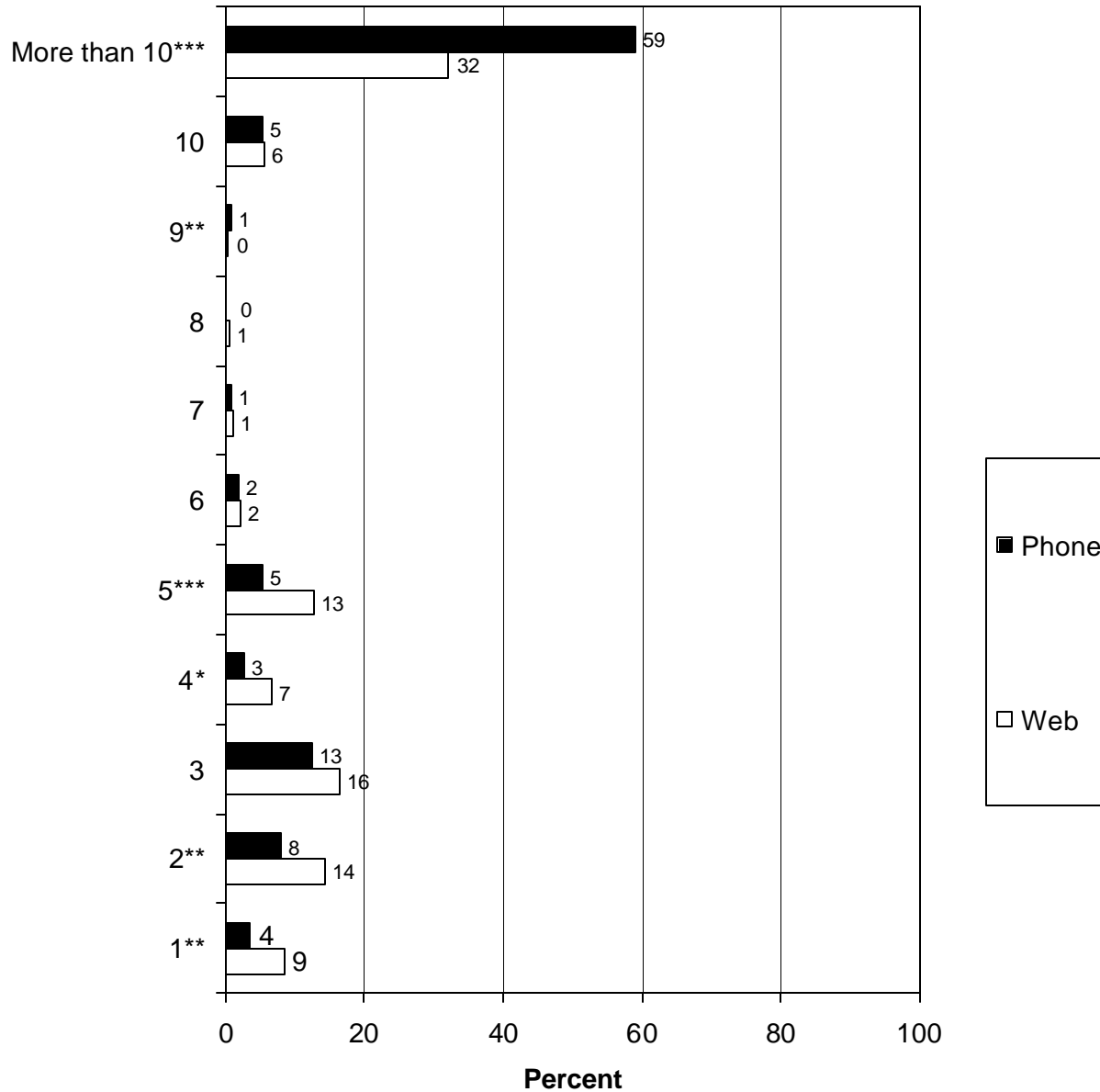
Q42. / 19. How many consecutive years would you apply for the draw, and be unsuccessful in getting a permit tag, before you quit applying for deer?



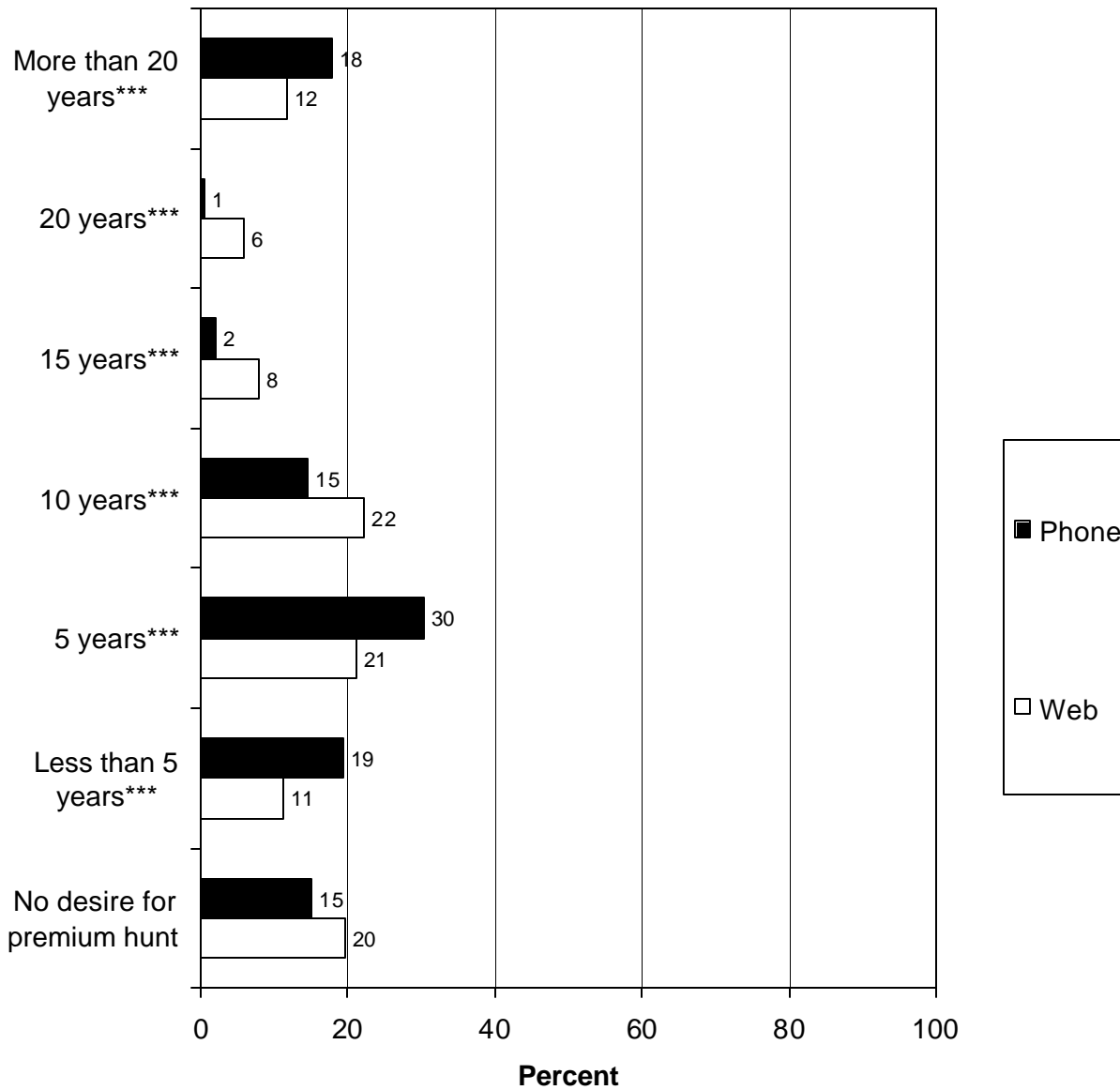
Q44. / 19. (What about) for elk? (How many consecutive years would you apply for the draw, and be unsuccessful in getting a permit tag, before you quit applying for elk?)



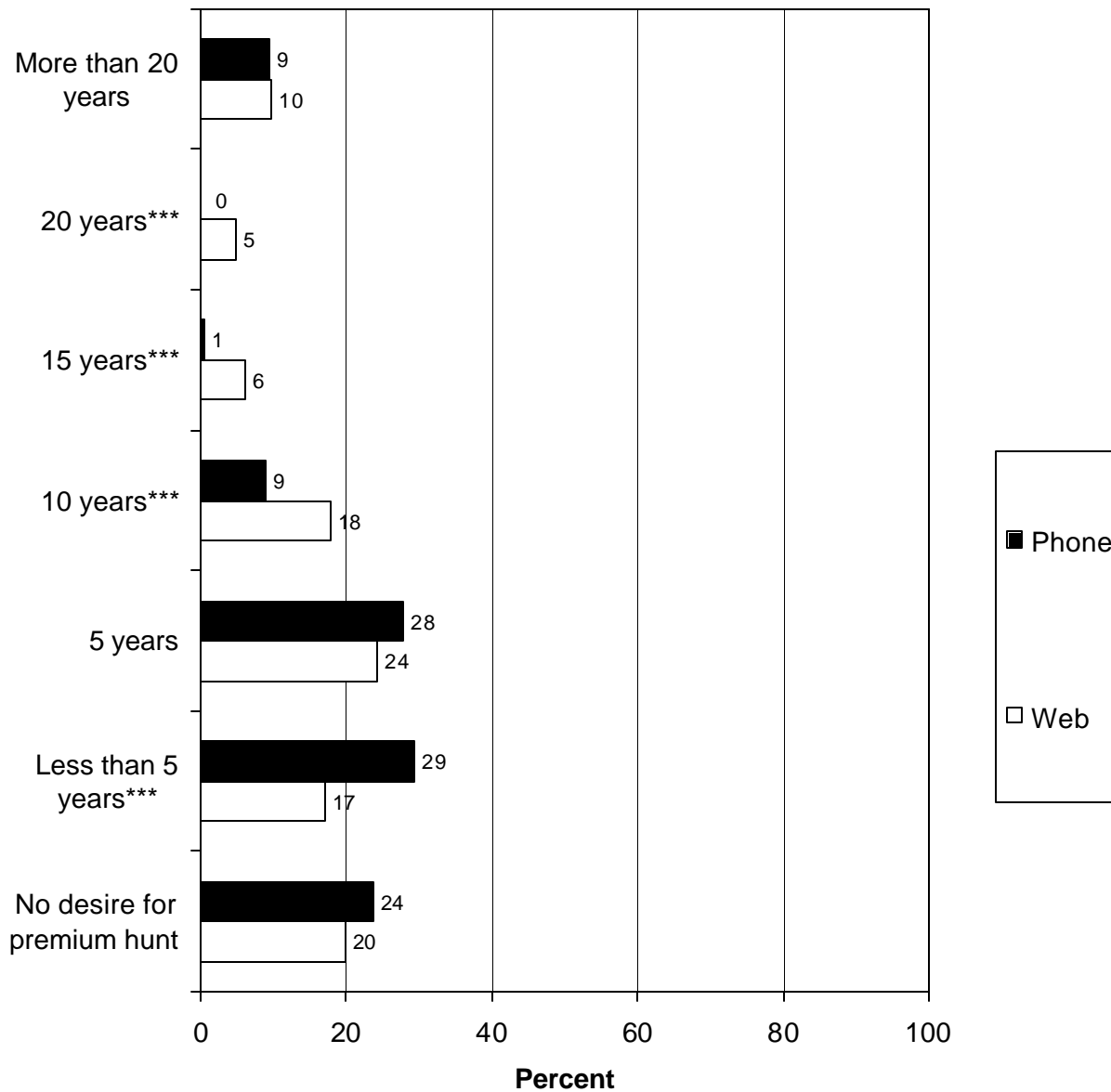
Q46. / 19. (What about) for turkey? (How many consecutive years would you apply for the draw, and be unsuccessful in getting a permit tag, before you quit applying for turkey?)



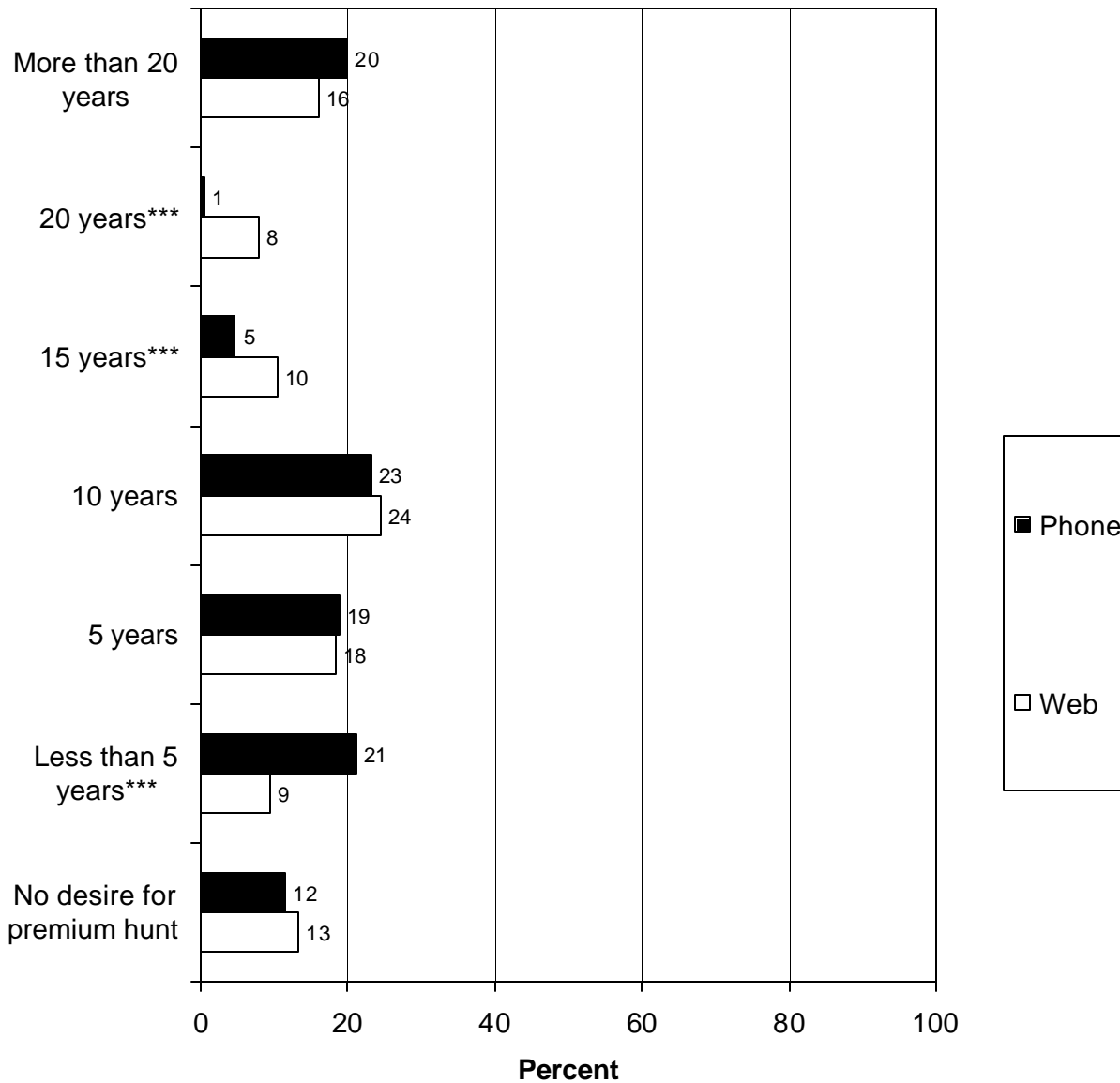
Q49. / 20. (What about) deer north of the Colorado River during rut? (How long would you be willing to wait for your name to be drawn if it meant you would receive a permit for the following 'premium hunts'?)



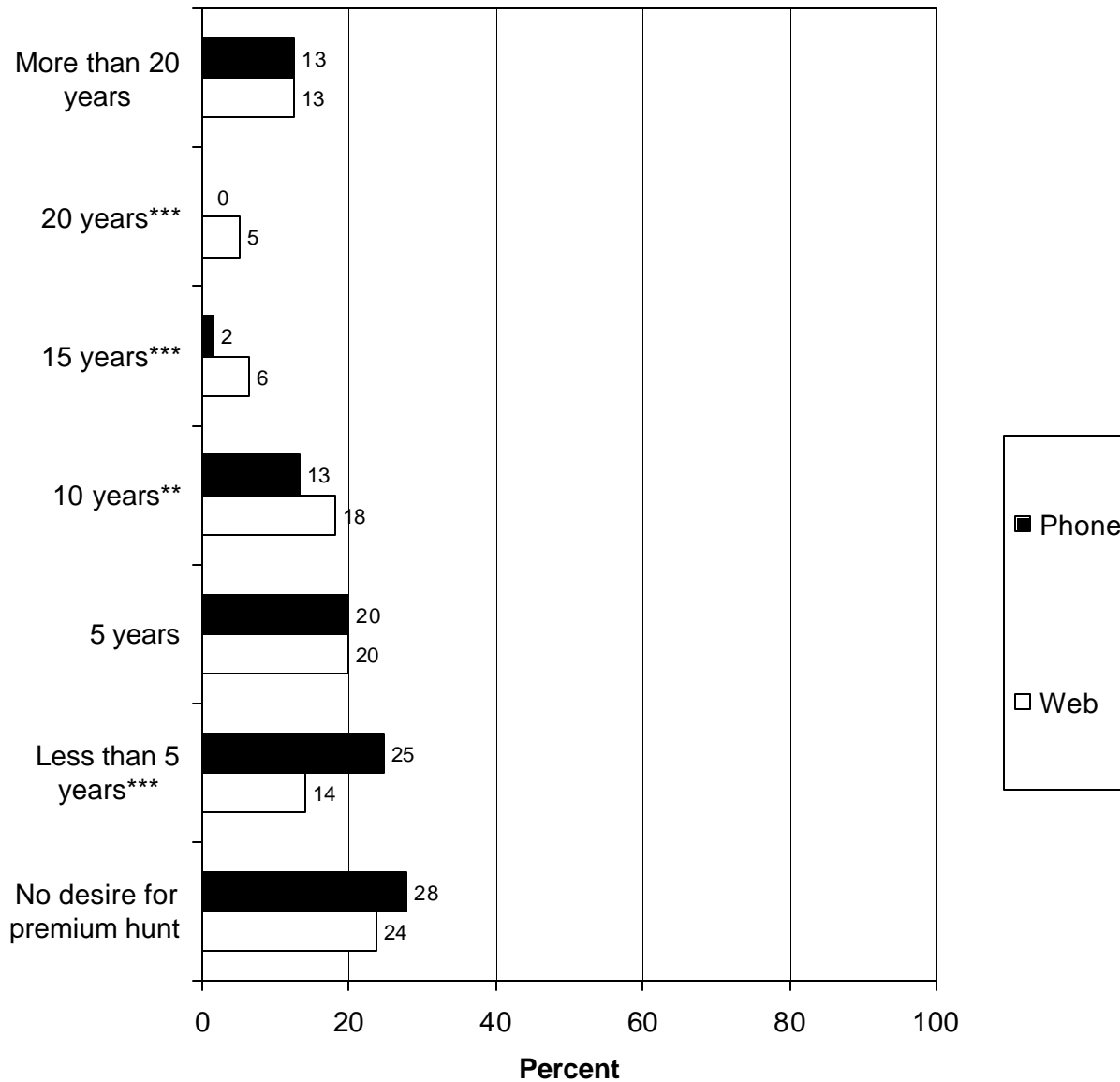
**Q50. / 20. (What about) whitetail deer during rut?
 (How long would you be willing to wait for your name
 to be drawn if it meant you would receive a permit for
 the following 'premium hunts'?)**



Q51. / 20. (What about) rifle elk during rut? (How long would you be willing to wait for your name to be drawn if it meant you would receive a permit for the following 'premium hunts'?)



Q52. / 20. (What about) archery elk during rut? (How long would you be willing to wait for your name to be drawn if it meant you would receive a permit for the following 'premium hunts'?)



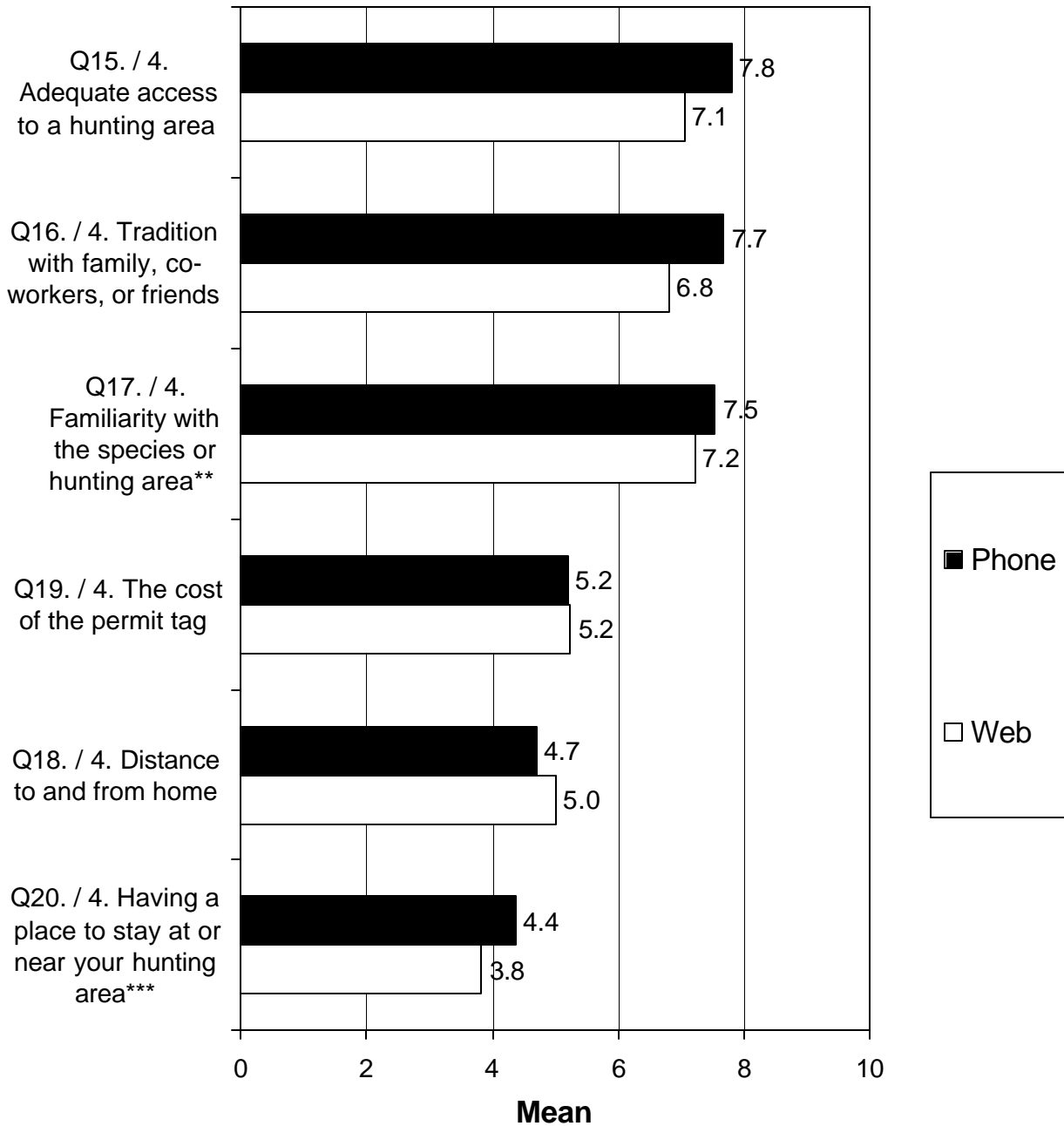
RATINGS OF IMPORTANCE OF FACTORS RELATED TO THE DECISION TO APPLY FOR A BIG GAME HUNT PERMIT TAG IN ARIZONA

- Telephone respondents and Web respondents were asked to rate the importance of six different factors related to their decision to apply for a big game hunt permit tag. The factors were rated on a scale of 1 to 10 where 1 is not at all important and 10 is extremely important.

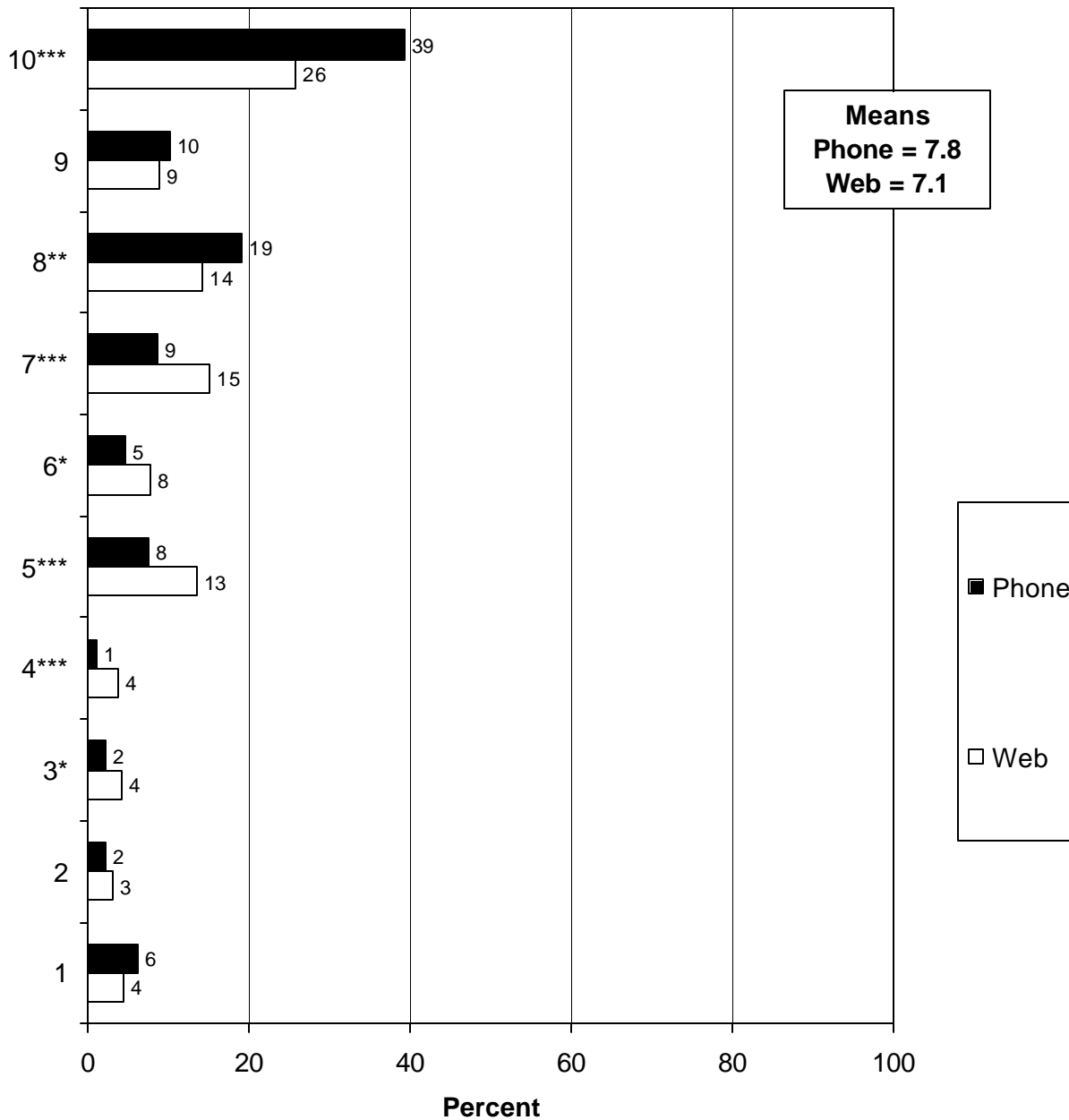
- Ratings of importance were fairly high for three of the six factors.
 - Telephone respondents and Web respondents most commonly rated the importance of the following three factors a 10: tradition with family, co-workers, or friends; adequate access to a hunting area; and familiarity with the species or hunting area. Mean ratings among telephone respondents and Web respondents were highest (6.8 or higher) for these same three factors.
 - Adequate access to a hunting area ranked the *highest* in importance among telephone respondents with a mean rating of 7.8.
 - Familiarity with the species or hunting area ranked the *highest* in importance among Web respondents with a mean rating of 7.2.
 - Having a place to stay at or near the hunting area ranked the *lowest* in importance among both groups with a mean rating of 4.4 among telephone respondents and 3.8 among Web respondents.
 - Telephone respondents were more likely than were Web respondents to rate the importance of four of the six factors as a 10. These are statistically significant differences. The four factors, in descending order of the strength of statistical significance, are tradition with family, co-workers, or friends; having a place to stay at or near the hunting area; familiarity with the species or hunting area; and adequate access to a hunting area.
 - Although there was some variation of mean ratings of importance between telephone respondents and Web respondents, the differences in the mean ratings of importance were statistically significant for only two factors: telephone respondents had higher mean ratings of the importance of having a place to stay at or near your hunting area and familiarity with the species or hunting area.

- Overall, telephone respondents and Web respondents were fairly evenly split on whether or not they depended on hunt draw statistics, such as drawing odds, success rates, and the number of permits to be issued, in order to decide which species to hunt or which location to hunt.

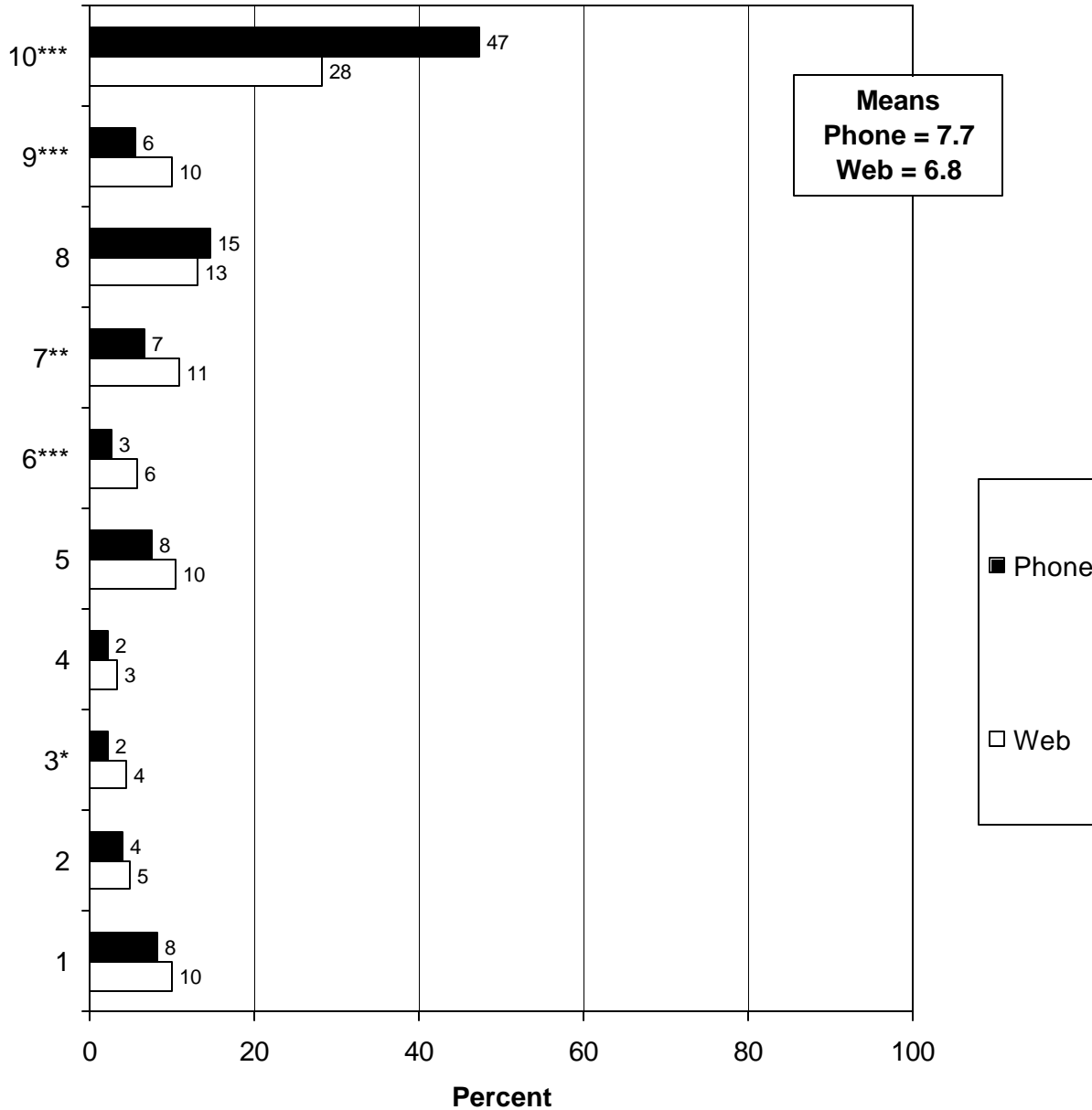
Mean ratings of importance of each of the following factors related to the decision to apply for a big game hunt permit tag.



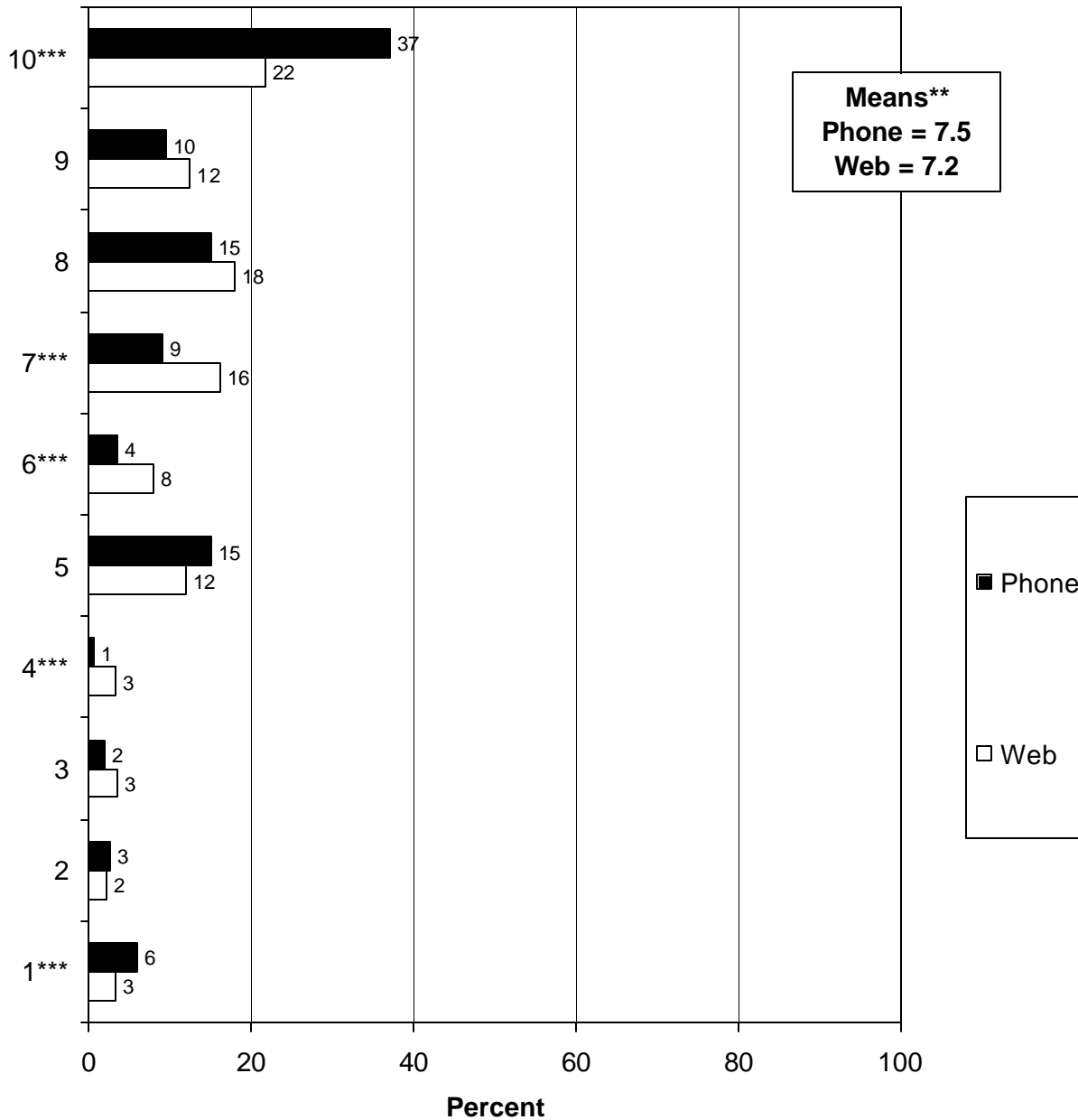
Q15. / 4. (What about) adequate access to a hunting area? (How important was this in making your decision to apply for a big game hunt permit tag on a scale of 1 to 10 where 1 is 'not at all important' and 10 is 'extremely important'?)



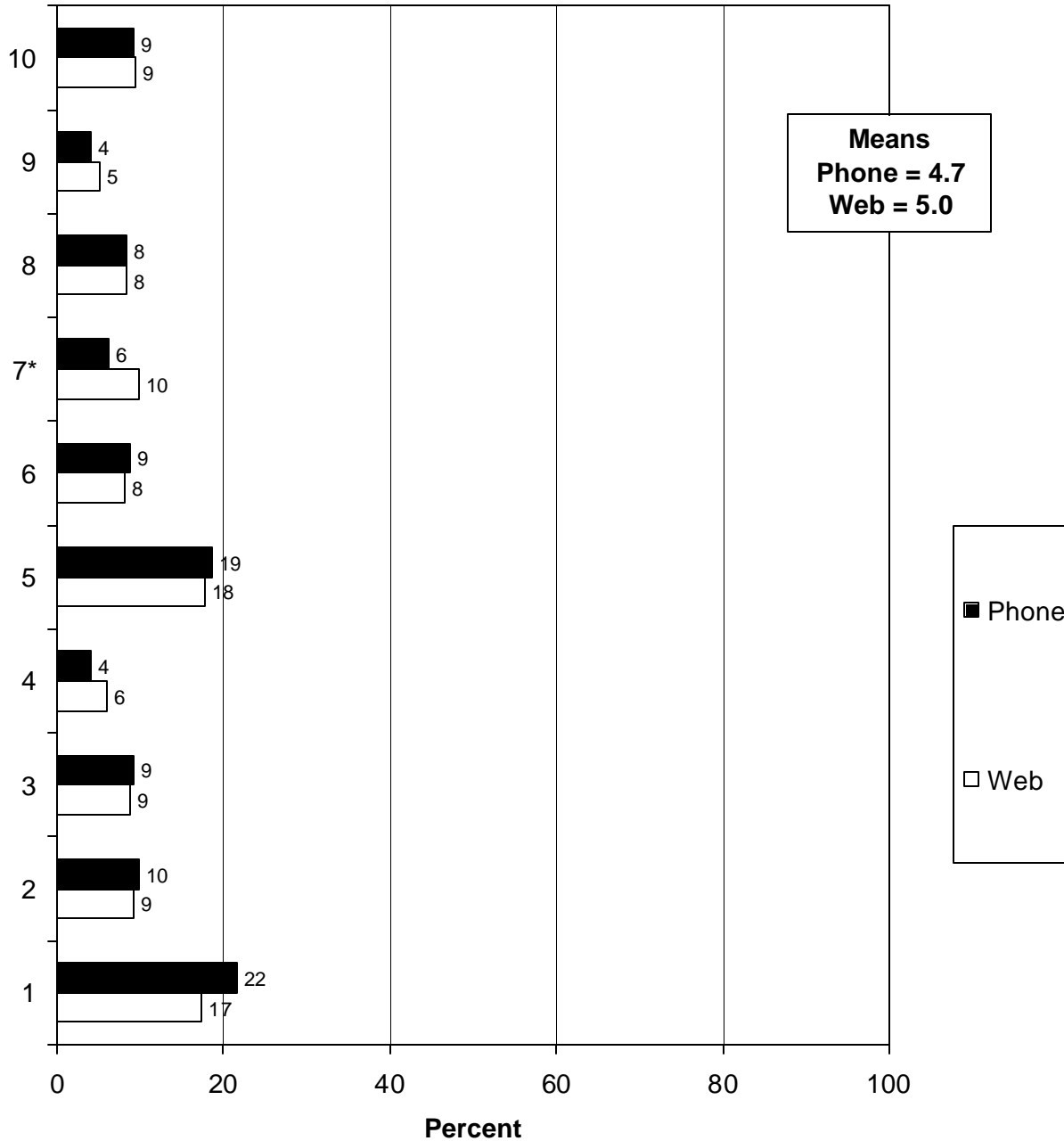
Q16. / 4. (What about) tradition with family, co-workers, or friends? (How important was this in making your decision to apply for a big game hunt permit tag on a scale of 1 to 10 where 1 is 'not at all important' and 10 is 'extremely important?')



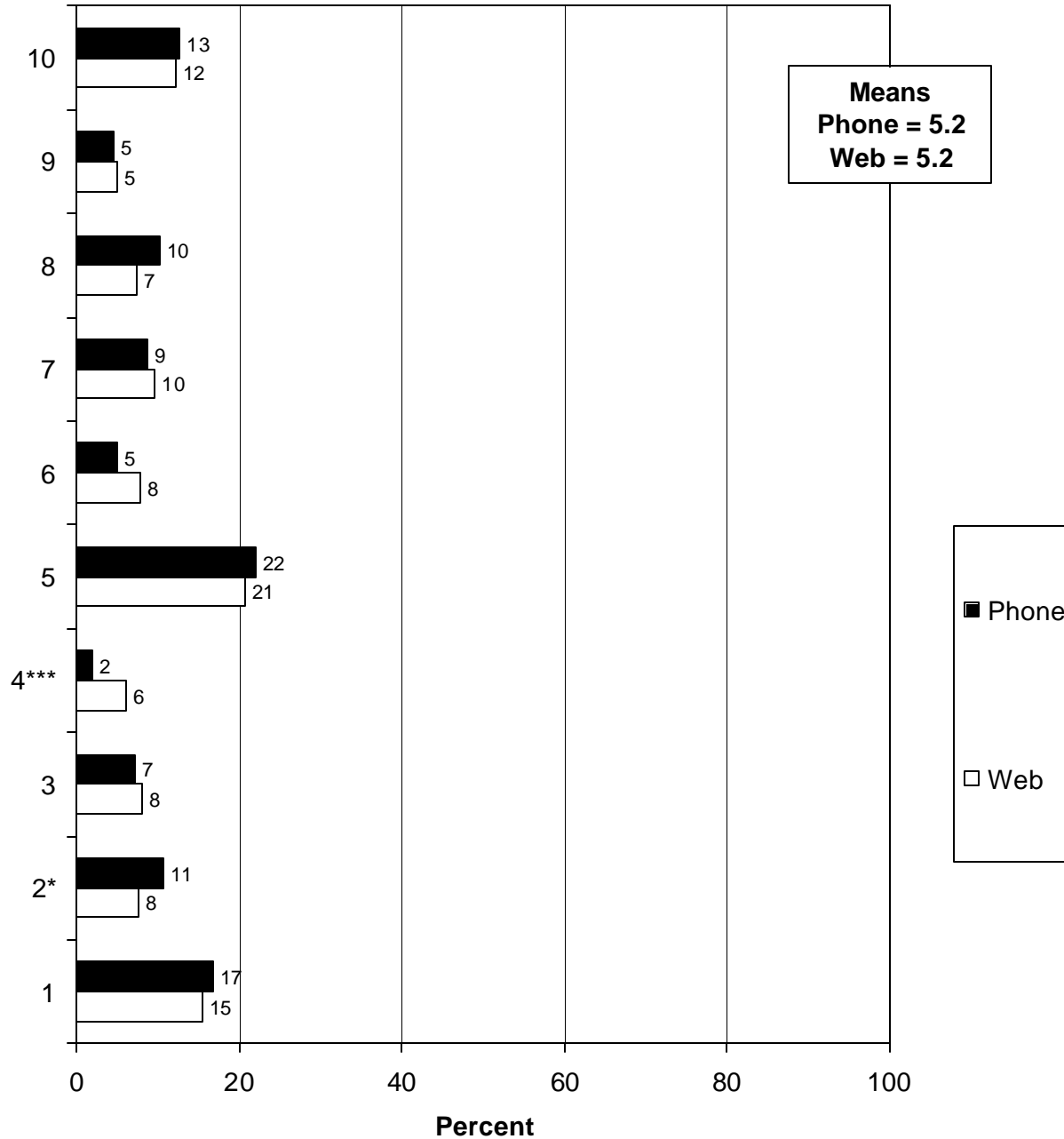
Q17. / 4. (What about) familiarity with the species or hunting area? (How important was this in making your decision to apply for a big game hunt permit tag on a scale of 1 to 10 where 1 is 'not at all important' and 10 is 'extremely important?')



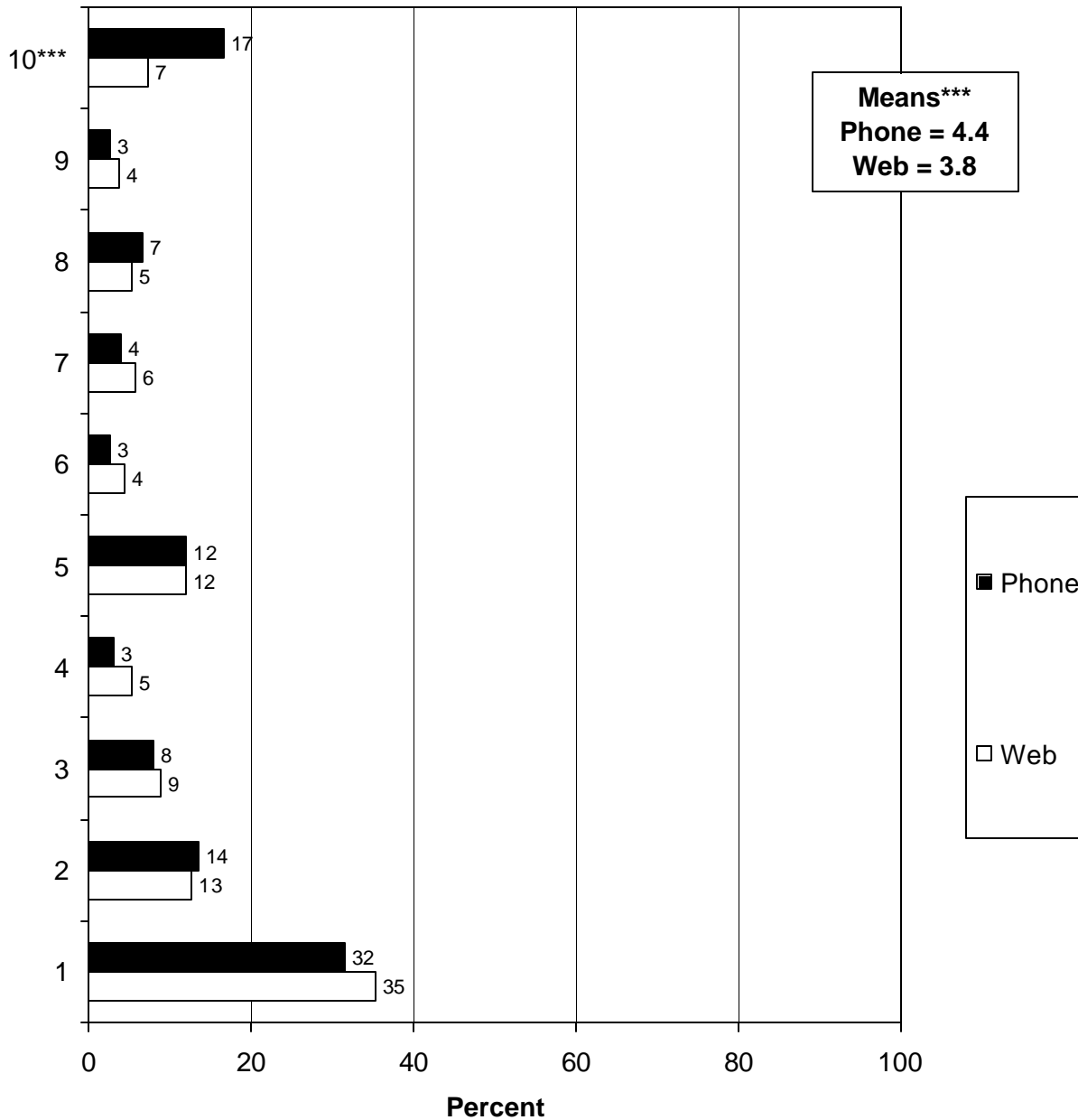
**Q18. / 4. (What about) distance to and from home?
(How important was this in making your decision to
apply for a big game hunt permit tag on a scale of 1 to
10 where 1 is 'not at all important' and 10 is 'extremely
important'?)**



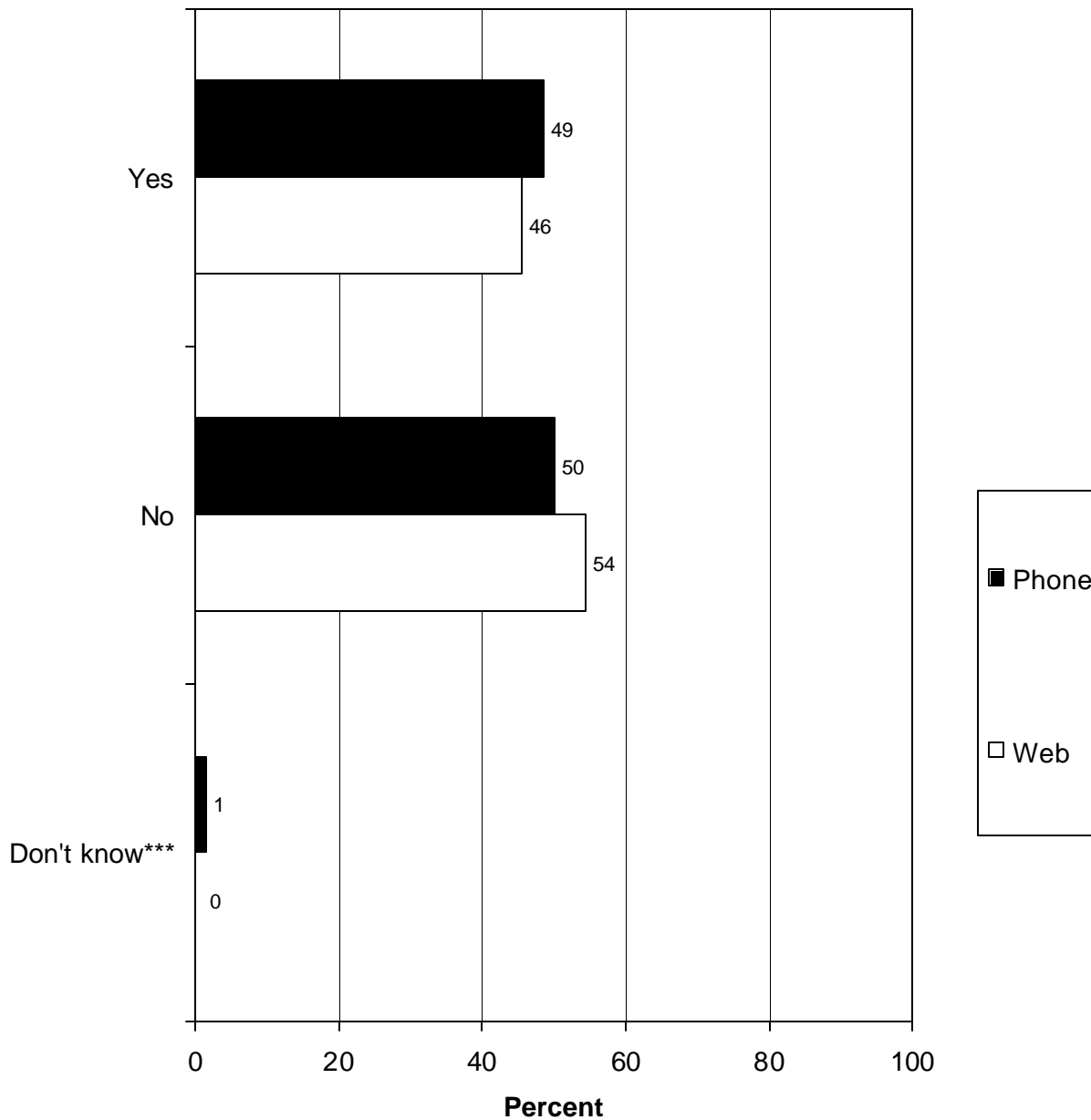
Q19. / 4. (What about) the cost of the permit tag? (How important was this in making your decision to apply for a big game hunt permit tag on a scale of 1 to 10 where 1 is 'not at all important' and 10 is 'extremely important'?)



Q20. / 4. (What about) having a place to stay at or near your hunting area? (How important was this in making your decision to apply for a big game hunt permit tag on a scale of 1 to 10 where 1 is 'not at all important' and 10 is 'extremely important'?)



Q21. / 5. Did you depend on hunt draw statistics, such as drawing odds, success rates, and the number of permits to be issued, in order to make your decision for which species to hunt, or which location to hunt?



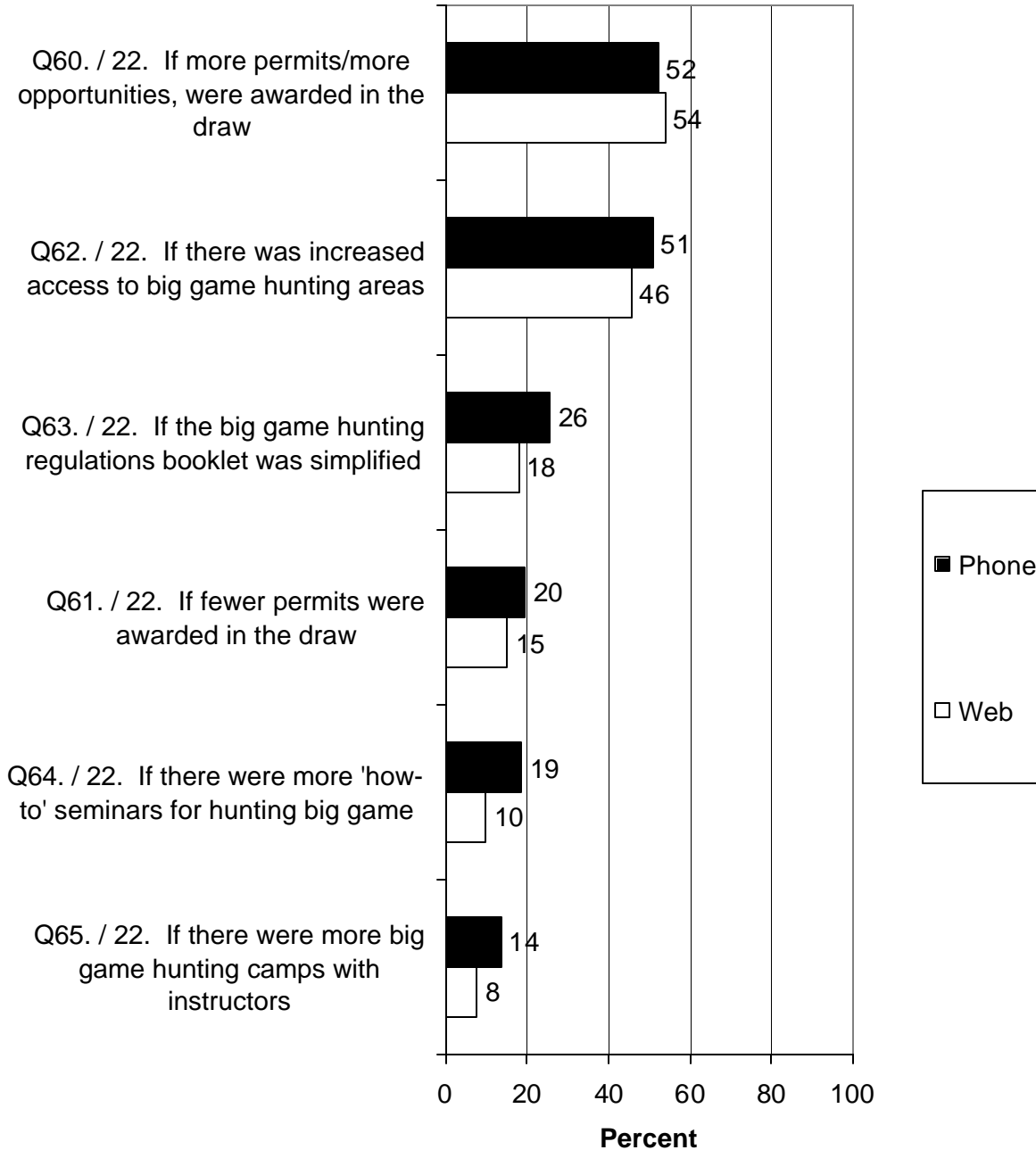
FACTORS INFLUENCING THE LIKELIHOOD OF APPLYING FOR FUTURE BIG GAME HUNT PERMIT TAG DRAWS IN ARIZONA

- The two factors that telephone respondents and Web respondents indicated would increase their likelihood of applying for future big game hunt permit tag draws were if more permits or opportunities were awarded in the draw and if access to big game hunting areas was increased.
 - Slight majorities of telephone respondents (52%) and Web respondents (54%) indicated that they would be more likely to apply for a future big game hunt draw if more permits were awarded in the draw, with most of those being *much* more likely. Over a third of each group indicated that their likelihood of applying for a future draw would be about the same. There was little variation in responses between telephone and Web respondents, and differences were not statistically significant.
 - Overall, awarding fewer permits in the draw would not increase or decrease respondents' likelihood of applying for a future big game hunt permit tag draw. Nonetheless, there were statistically significant differences between telephone and Web respondents: a higher percentage of telephone respondents indicated that they would be somewhat more likely and a higher percentage of Web respondents indicated that they would be much less likely to apply for a future draw if fewer permits were awarded.
 - About half (51%) of telephone respondents and 45% of Web respondents indicated that increased access to big game hunting areas would increase their likelihood of applying for a future big game hunt permit tag draw. However, 42% of telephone respondents and 45% of Web respondents also indicated that increased access to big game hunting areas would not increase nor decrease their likelihood of applying for a future big game hunt permit tag draw.
 - Majorities of telephone respondents (72%) and Web respondents (68%) indicated their likelihood of applying for a future big game hunt permit tag draw would remain the same if the big game hunting regulations booklet was simplified. Nonetheless, there were statistically significant differences between telephone and Web respondents: higher percentages of telephone respondents indicated that they would be much or somewhat more likely and a higher percentage of Web respondents indicated that they would be

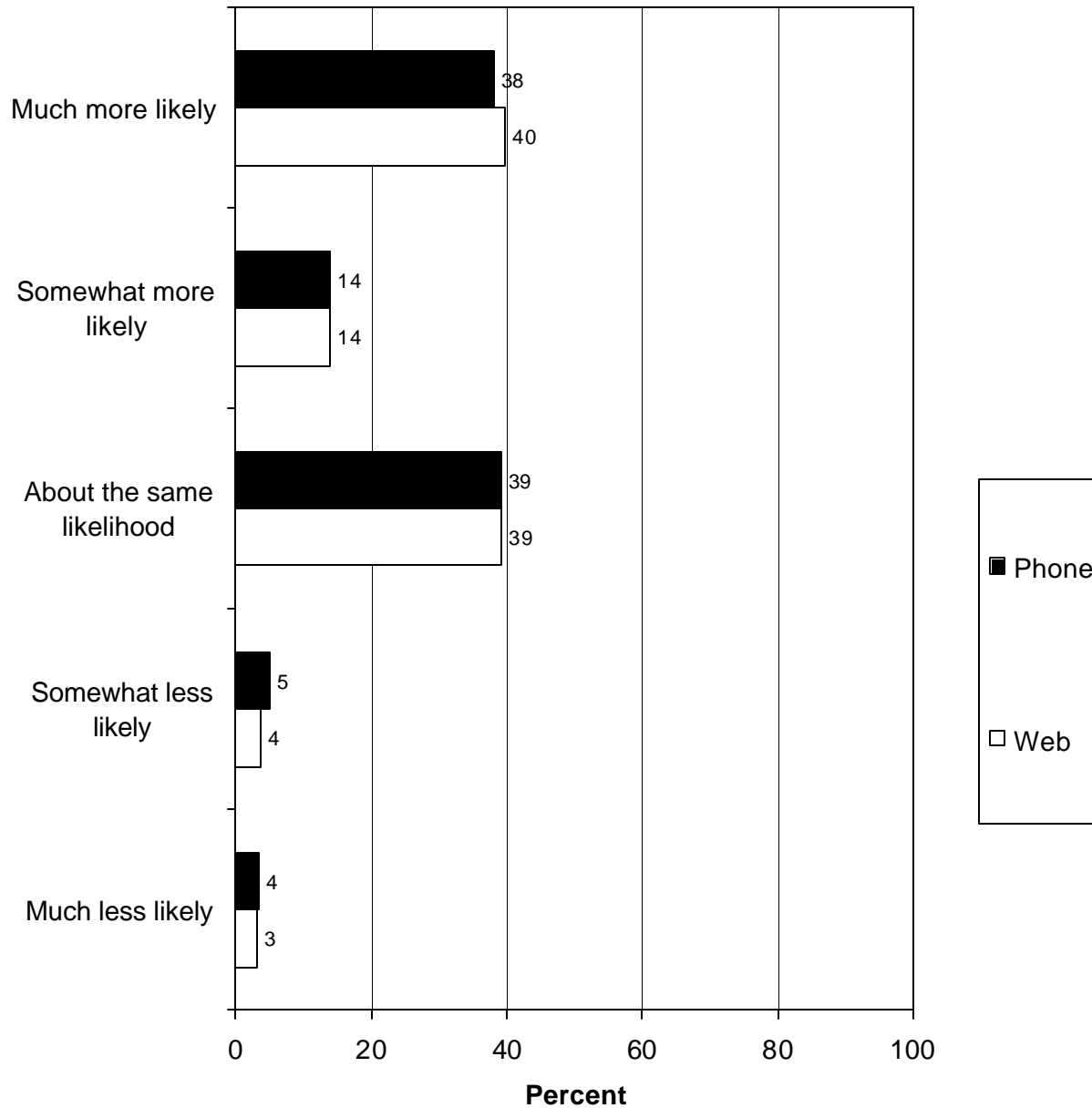
much or somewhat less likely to apply for a future draw if the big game hunting regulations booklet was simplified.

- A large majority (74%) of telephone respondents and a majority (61%) of Web respondents indicated their likelihood of applying for a future big game hunt permit tag draw would remain the same if there were more “how-to” seminars for hunting big game. Nonetheless, there were statistically significant differences between telephone and Web respondents: telephone respondents were more likely than were Web respondents to indicate that their likelihood of applying for future draws would remain about the same if there were more “how-to” seminars. Web respondents were more likely to indicate a decreased likelihood.
- A large majority (75%) of telephone respondents and a majority (57%) of Web respondents indicated their likelihood of applying for a future big game hunt permit tag draw would remain the same if there were more big game hunting camps with instructors. Nonetheless, there were statistically significant differences between telephone and Web respondents: telephone respondents were more likely than were Web respondents to indicate that their likelihood of applying for future draws would remain about the same if there were more big game hunting camps with instructors. Web respondents were more likely to indicate a decreased likelihood.

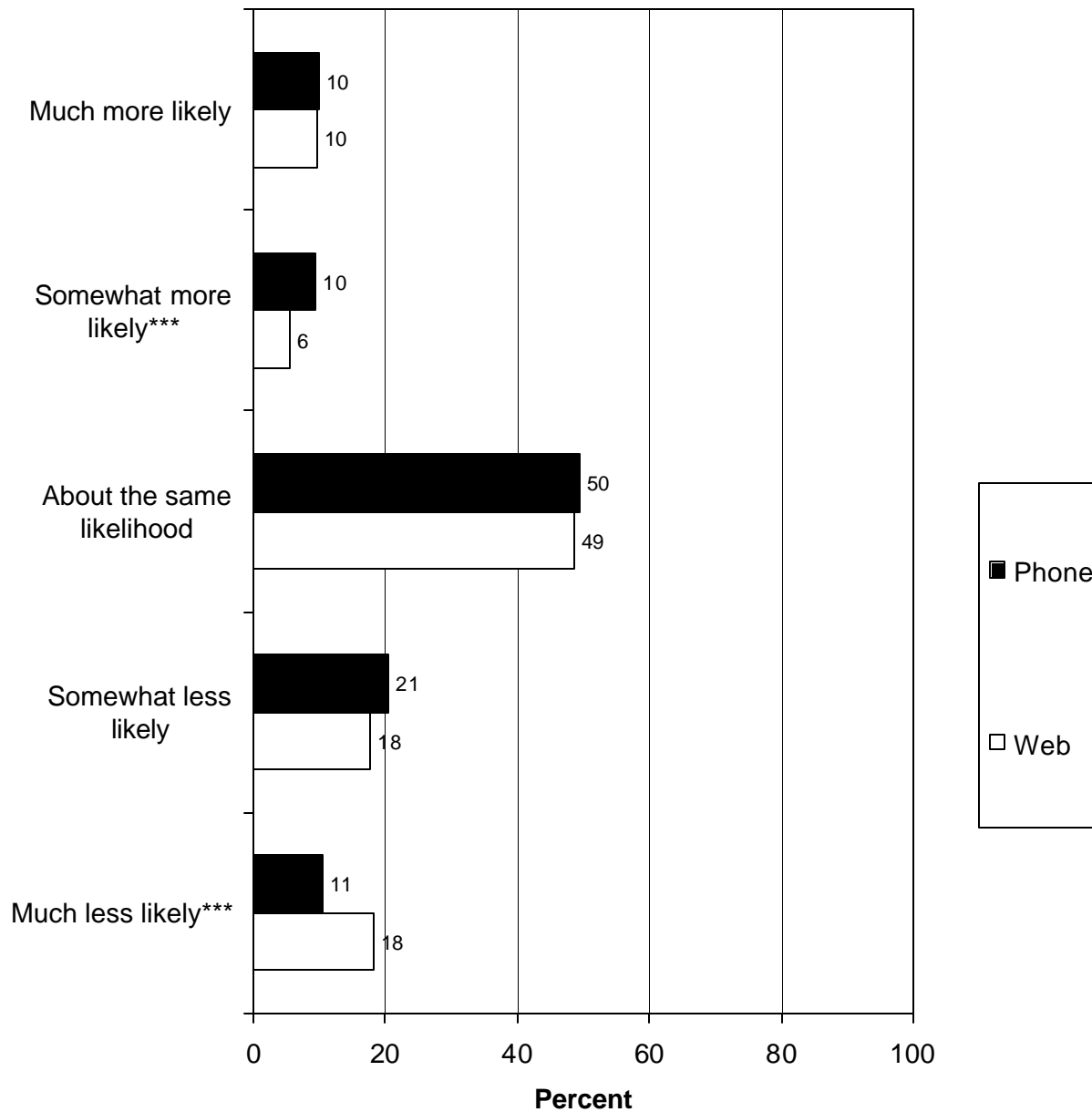
Percentage who are much or somewhat more likely to apply for a future big game hunt permit tags draw for each of the following factors.



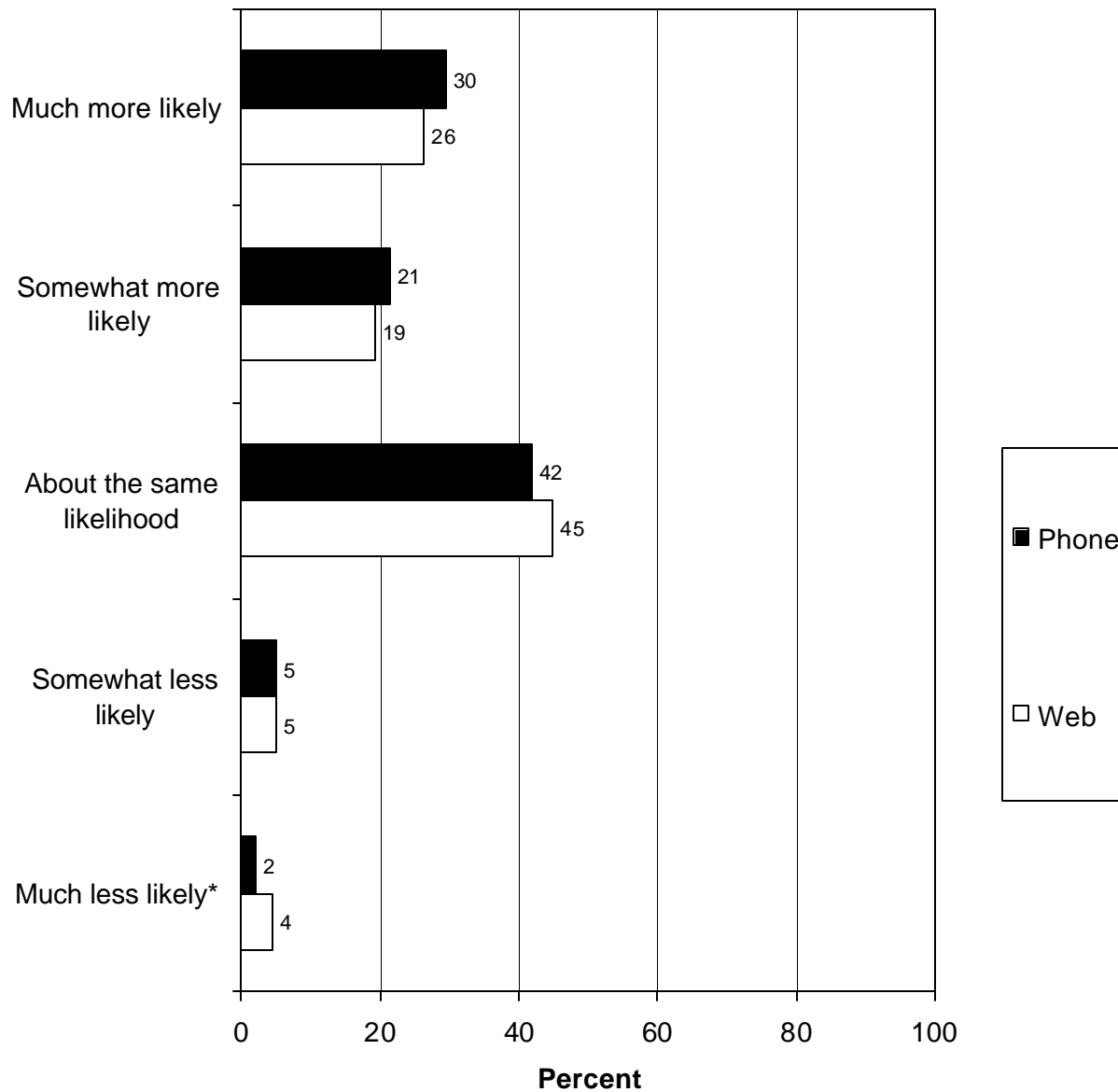
Q60. / 22. How likely would you be to apply for a future big game hunt permit tags draw if more permits, that is, more opportunities, were awarded in the draw?



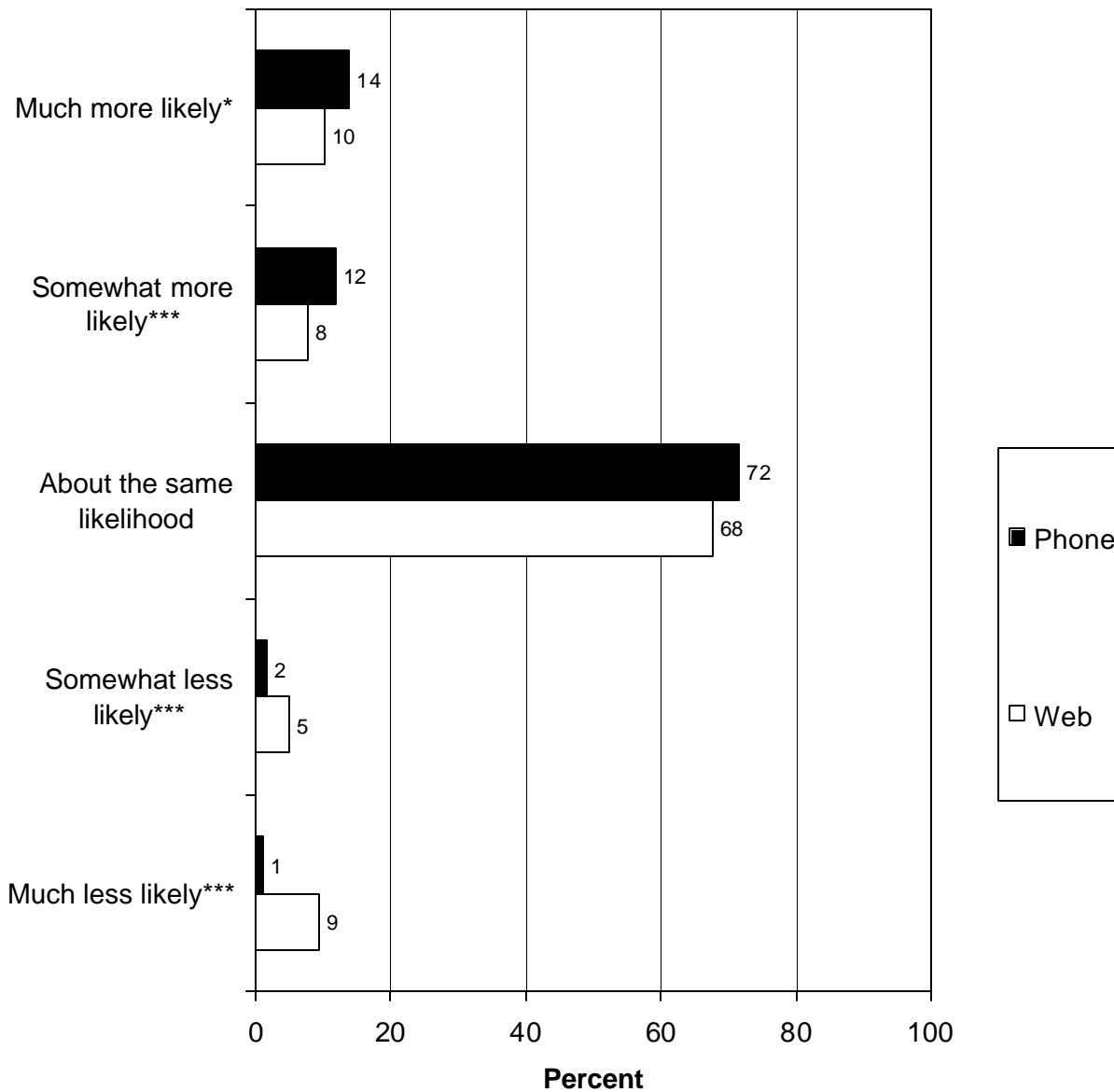
Q61. / 22. (What if) fewer permits were awarded in the draw? (How likely would you be to apply for a future big game hunt permit tags draw if fewer permits were awarded in the draw?)



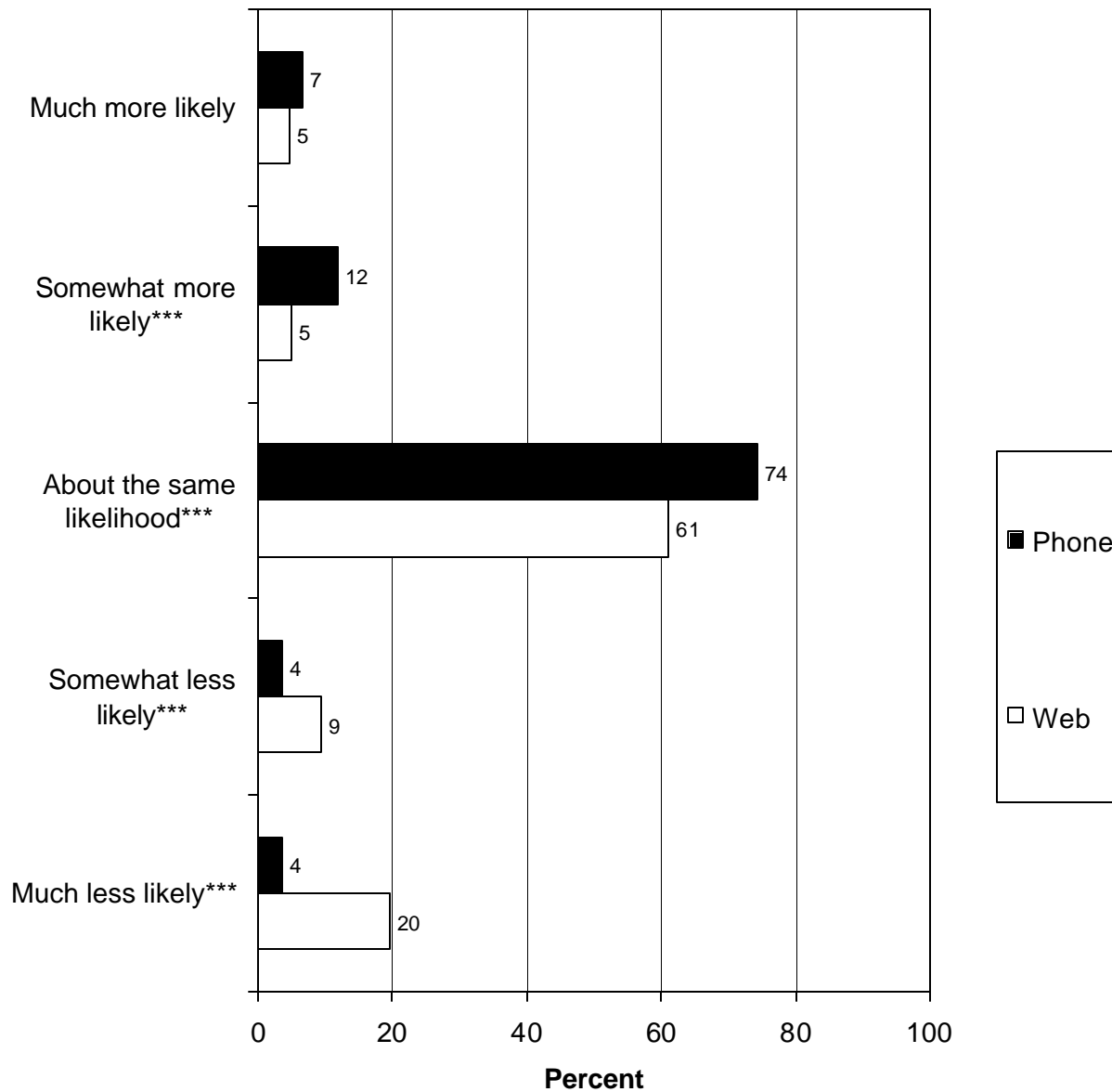
Q62. / 22. (What if) there was increased access to big game hunting areas? (How likely would you be to apply for a future big game hunt permit tags draw if there was increased access to big game hunting areas?)



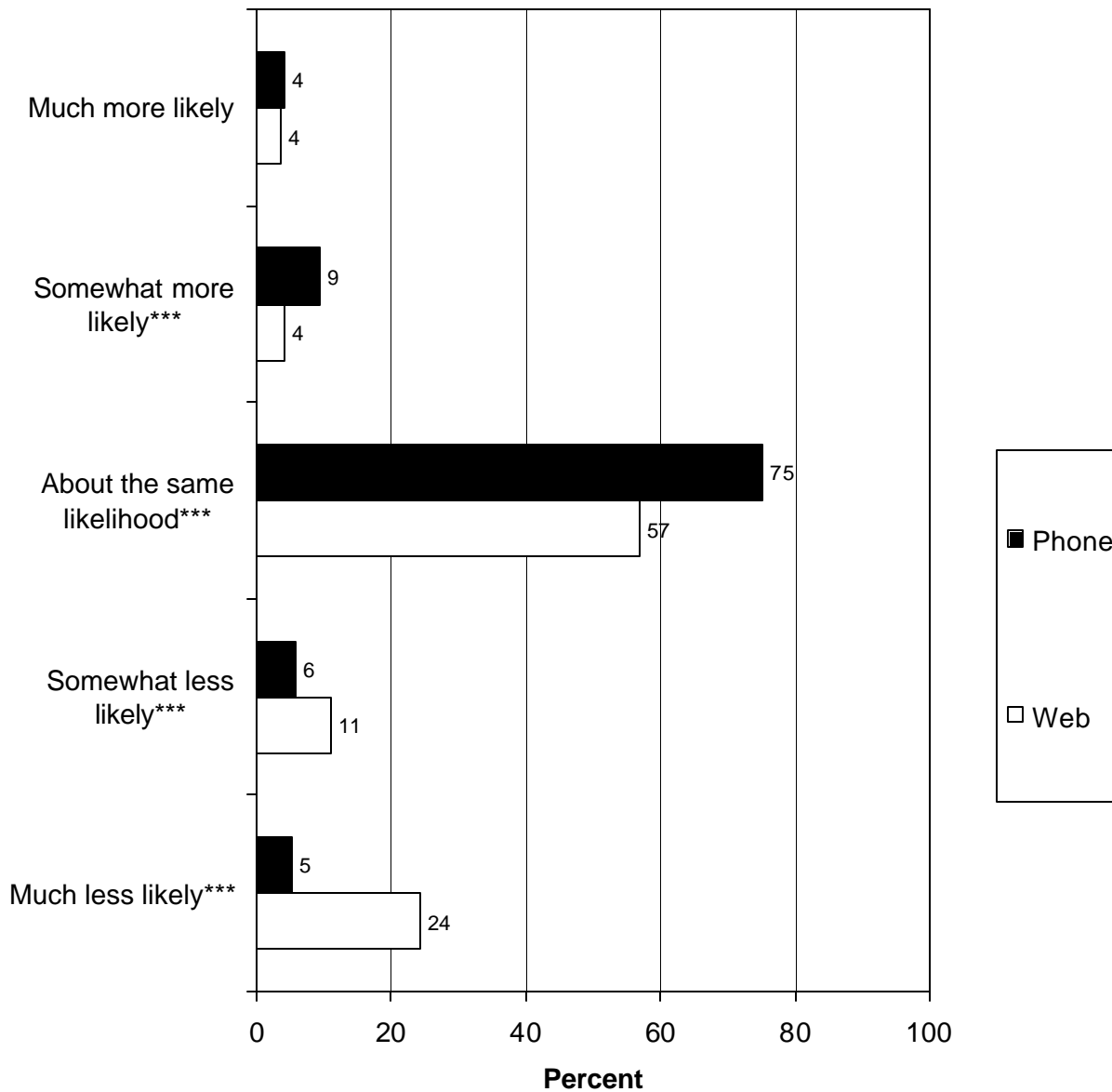
Q63. / 22. (What if) the big game hunting regulations booklet was simplified? (How likely would you be to apply for a future big game hunt permit tags draw if the big game hunting regulations booklet was simplified?)



Q64. / 22. (What if) there were more 'how-to' seminars for hunting big game? (How likely would you be to apply for a future big game hunt permit tags draw if there were more 'how-to' seminars for hunting big game?)



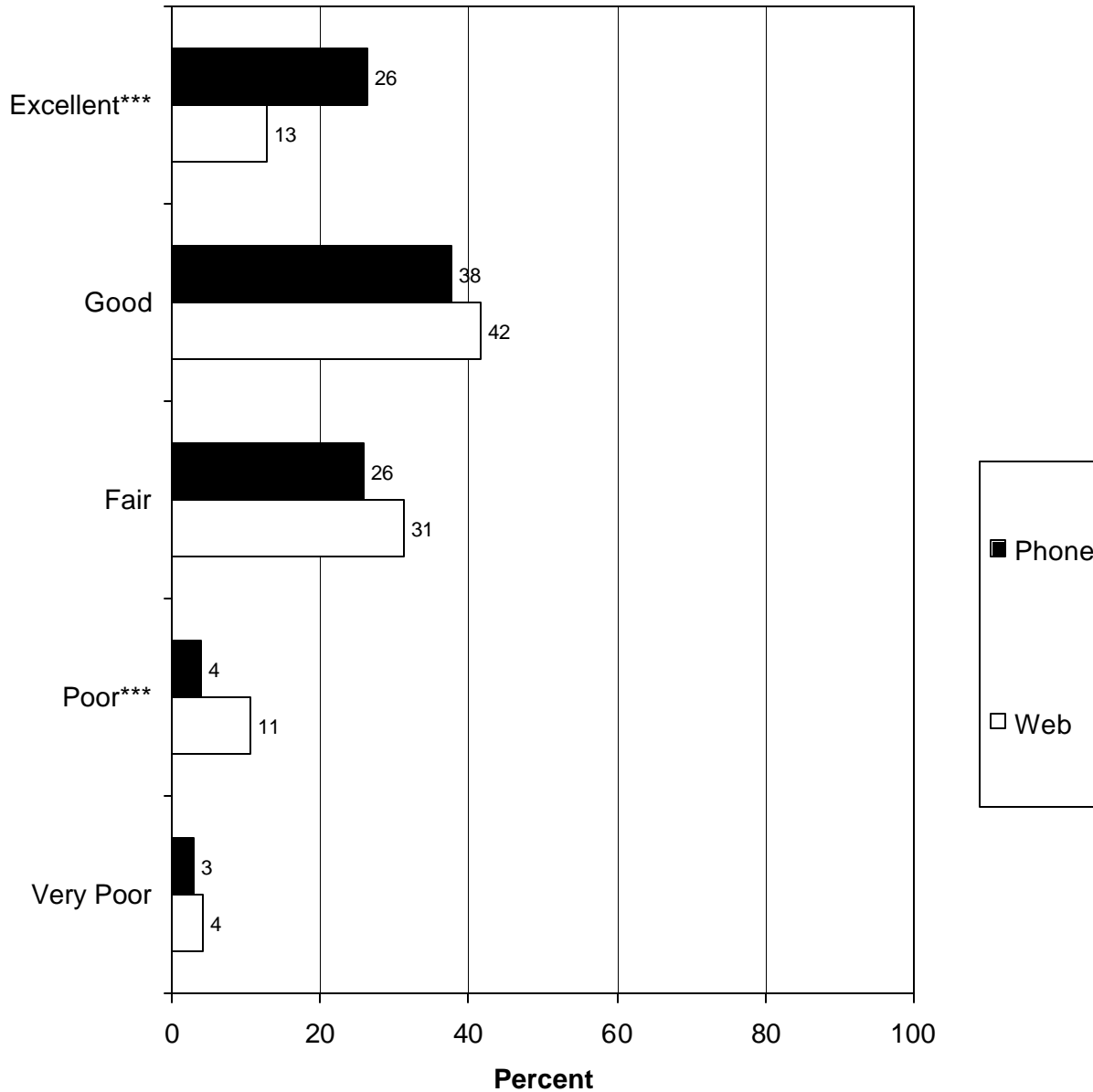
Q65. / 22. (What if) there were more big game hunting camps with instructors? (How likely would you be to apply for a future big game hunt permit tags draw if there were more big game hunting camps with instructors?)



RATINGS OF THE ARIZONA GAME AND FISH DEPARTMENT

- Majorities of telephone respondents and Web respondents rated the Arizona Game and Fish Department's efforts to provide big game hunting opportunities in Arizona as excellent or good.
 - Telephone respondents were more likely than were Web respondents to rate the Department's efforts as excellent. Web respondents were more likely to rate the Department's efforts as poor. These are statistically significant differences.

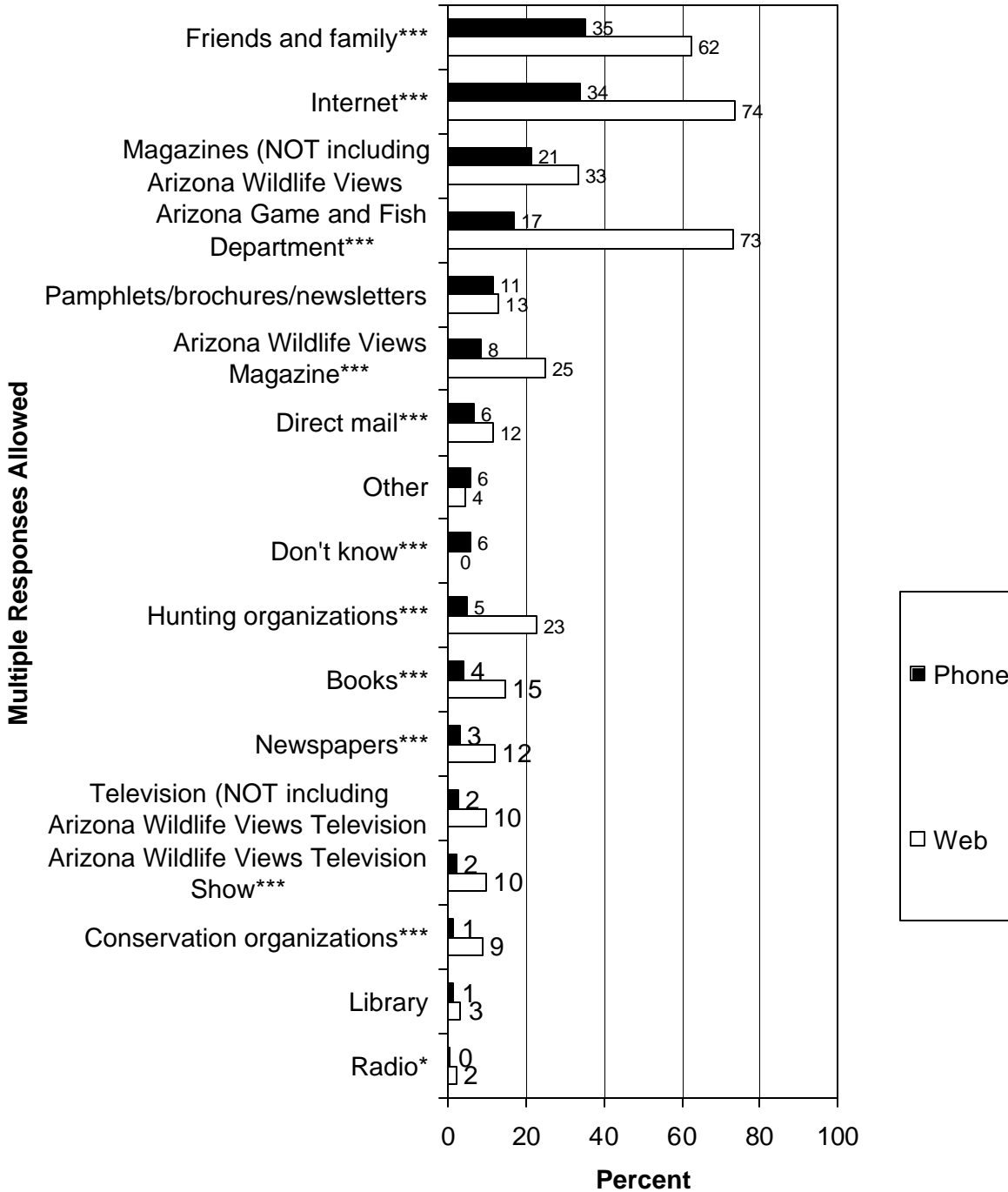
Q126. / 47. How would you rate the Arizona Game and Fish Department's efforts to provide big game hunting opportunities in Arizona?



SOURCES OF INFORMATION ON HUNTING IN ARIZONA

- Friends and family and the Internet were the top-named sources of information about hunting in Arizona among telephone respondents, followed by magazines and the Arizona Game and Fish Department.
 - In comparison, the top two sources of information about hunting in Arizona among Web respondents were the Internet and the Department, followed by friends and family.
 - Web respondents were much more likely to name friends and family, the Internet, and the Department (also top named sources among telephone respondents). Web respondents were also more likely to name the Arizona Wildlife Views Magazine, hunting and conservation organizations, and direct mail as sources of information about hunting in Arizona. These are statistically significant differences.

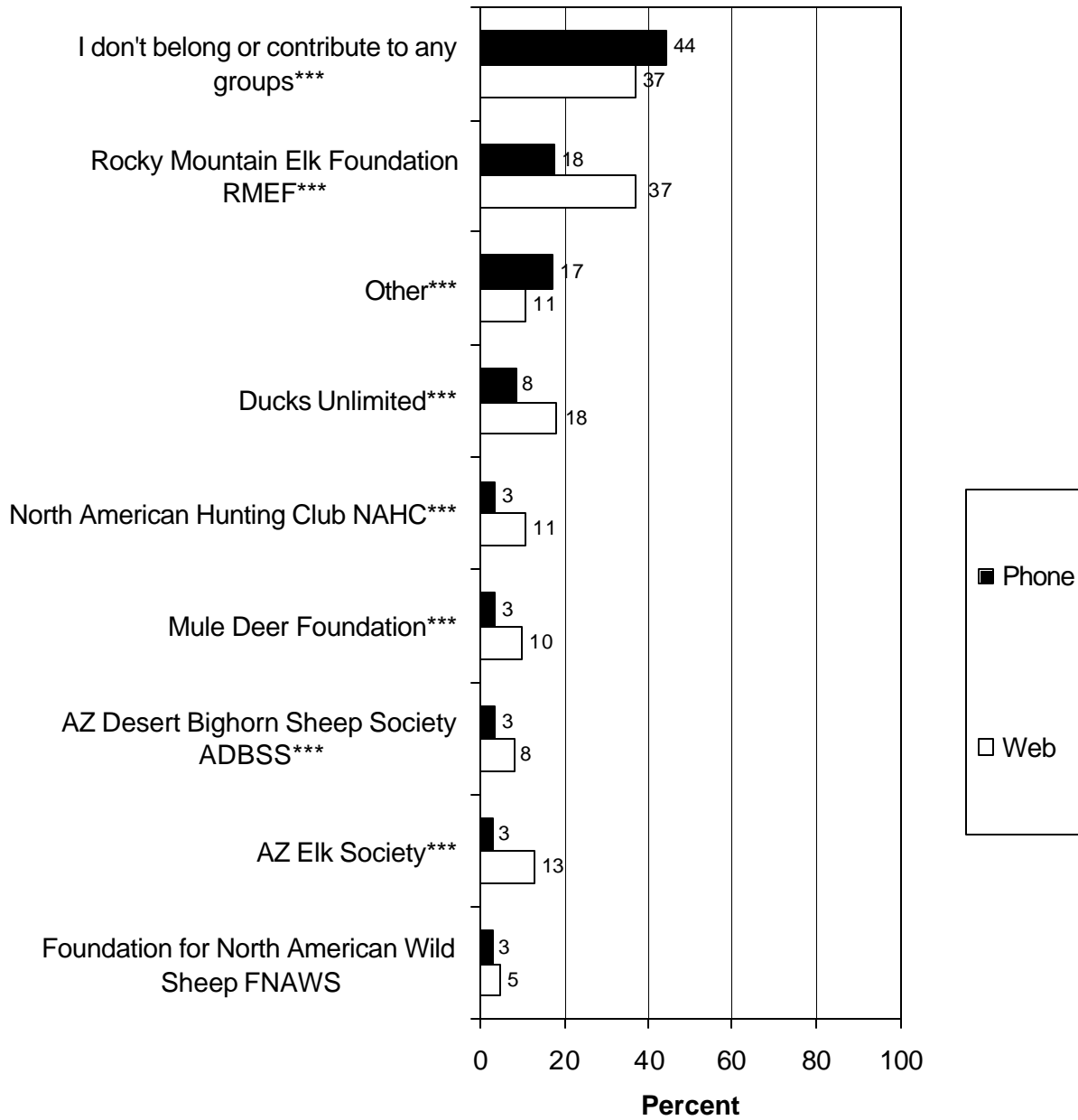
Q129. / 48. What sources do you use when looking for hunting information in Arizona?



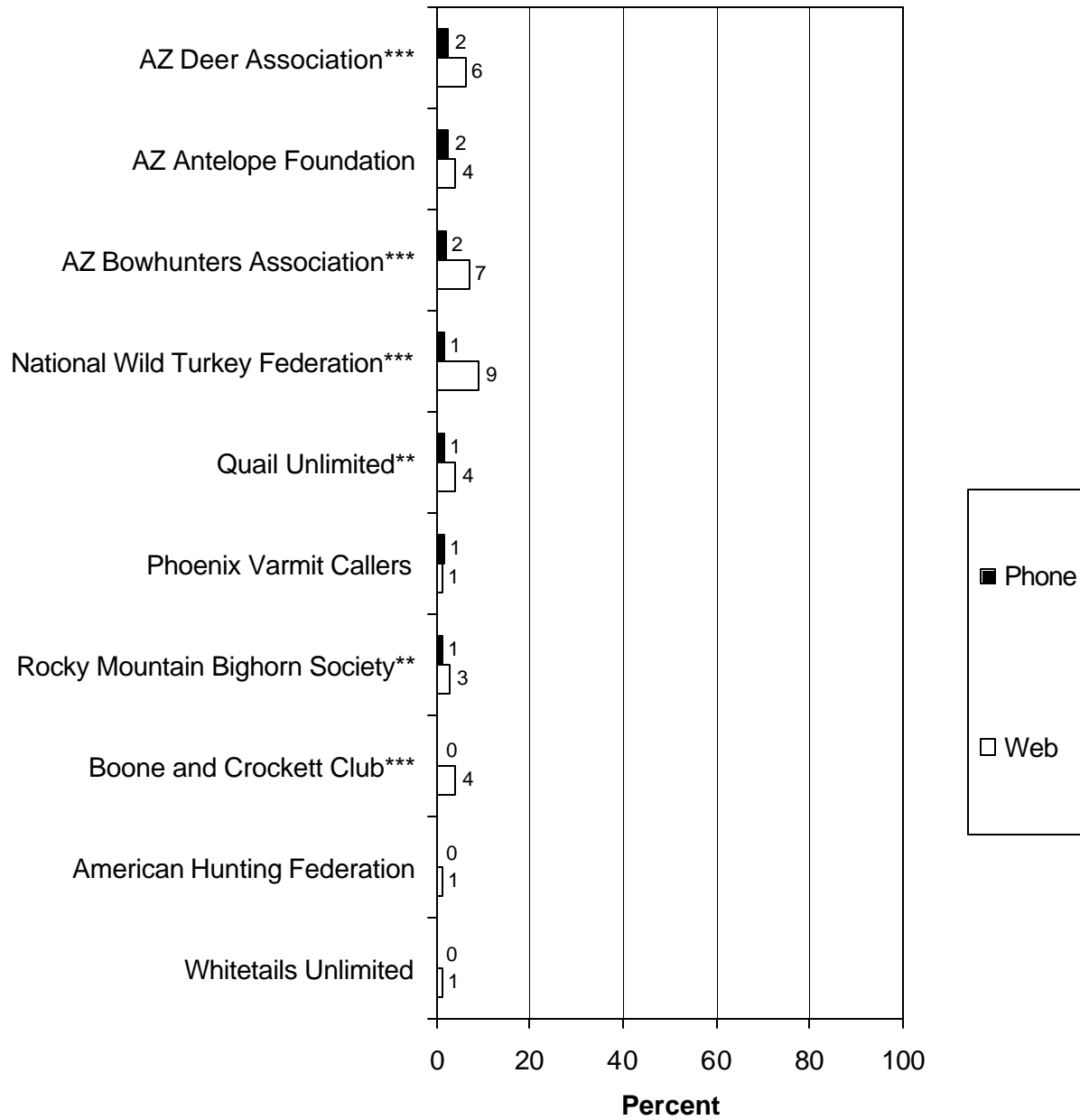
MEMBERSHIP IN HUNTING AND CONSERVATION ORGANIZATIONS

- Most commonly, telephone respondents are not currently members of nor have donated money or time to any hunting or conservation organizations (44% gave this response).
 - 37% of Web respondents are not currently members of nor have donated money or time to any hunting or conservation organizations.
 - Telephone respondents are more likely to not belong or have donated to hunting or conservation organizations. This is a statistically significant difference.
 - Of those who belong or have donated to an organization, telephone respondents and Web respondents are most commonly members of the Rocky Mountain Elk Foundation; however, Web respondents are more likely to belong to the Rocky Mountain Elk Foundation, as well as several other organizations, than are telephone respondents. These are statistically significant differences.

Q134. / 49. Are you a member of, or have you donated money or time to any hunting or conservation organizations?
Part 1



Q134. / 49. Are you a member of, or have you donated money or time to any hunting or conservation organizations?
Part 2



DEMOGRAPHIC DATA

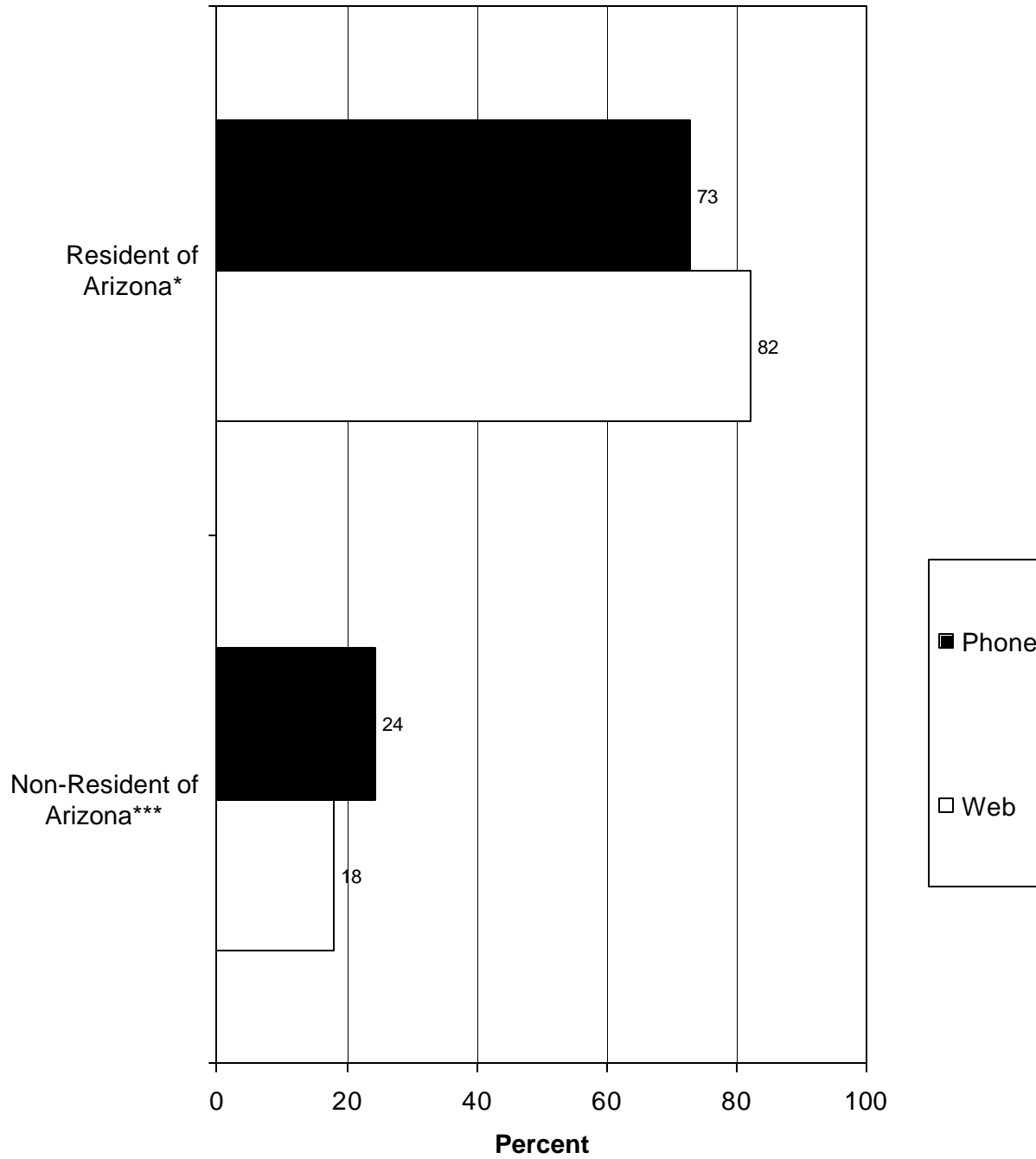
- Large majorities of telephone respondents (73%) and Web respondents (82%) currently reside in Arizona.
 - Telephone respondents are more likely than are Web respondents to *not* reside in Arizona. This is a statistically significant difference.
 - The mean number of years residents have lived in Arizona is similar for telephone respondents (31.9 years) and Web respondents (29.1 years).
 - Web respondents were more likely than were telephone respondents to have lived in Arizona 5 years or less. This is a statistically significant difference.

- About a quarter (26%) of telephone respondents and nearly a third (32%) of Web respondents have children between the ages of 10 and 17 years living in their household.
 - Telephone respondents were less likely than were Web respondents to have children between the ages of 10 and 17 years living in their household. This is a statistically significant difference.

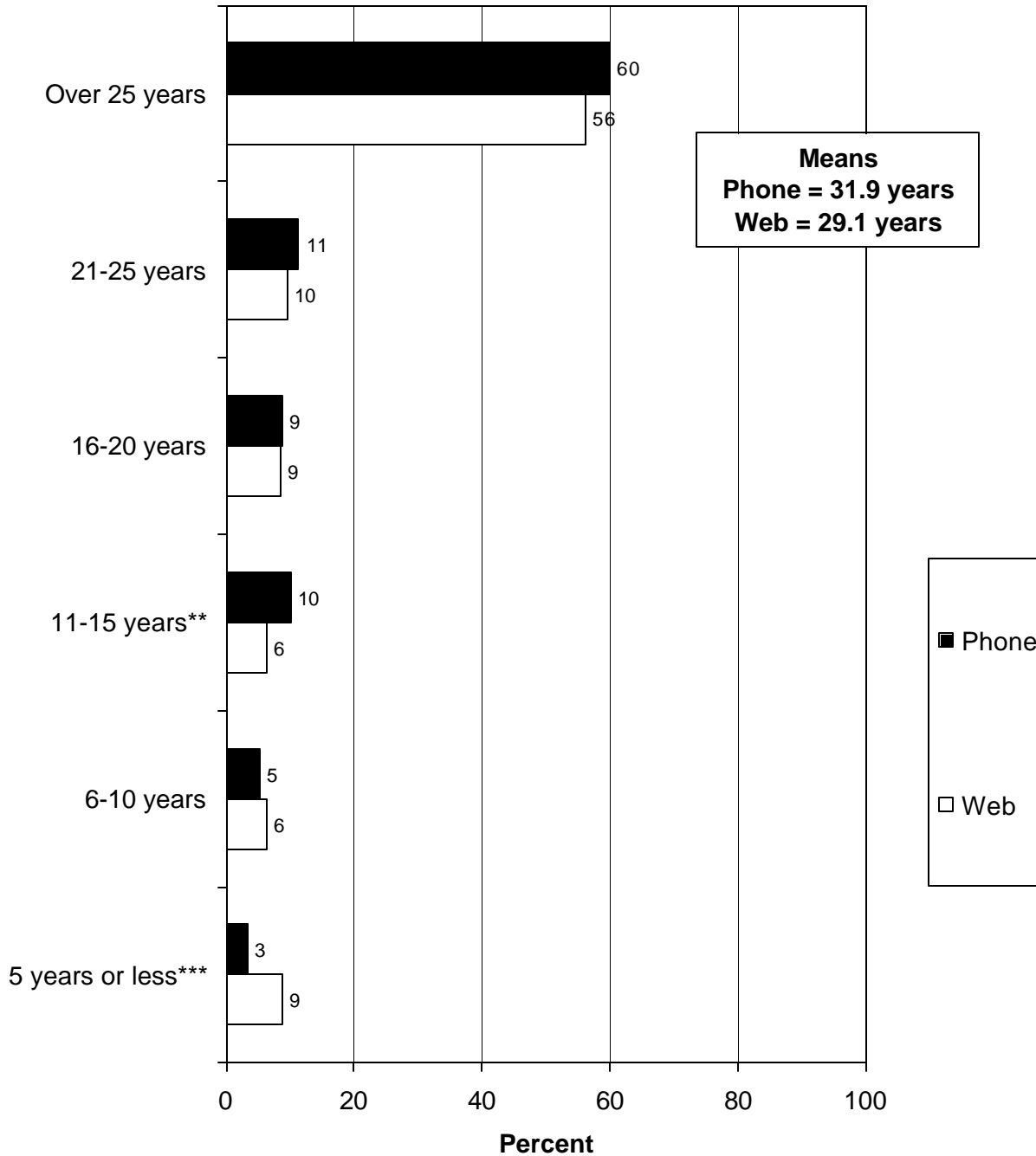
- The ages of telephone respondents and of Web respondents followed a bell curve, with the peak in the 45-54 years old category for both groups.
 - Web respondents tended to be slightly younger than telephone respondents: the average age was 47.3 years for telephone respondents compared to 45.5 years for Web respondents. The difference in the average ages of telephone respondents and Web respondents is statistically significant.

- Respondents of both the telephone and the Web survey were overwhelmingly male.
 - There were no statistically significant differences in the gender of telephone and Web respondents.

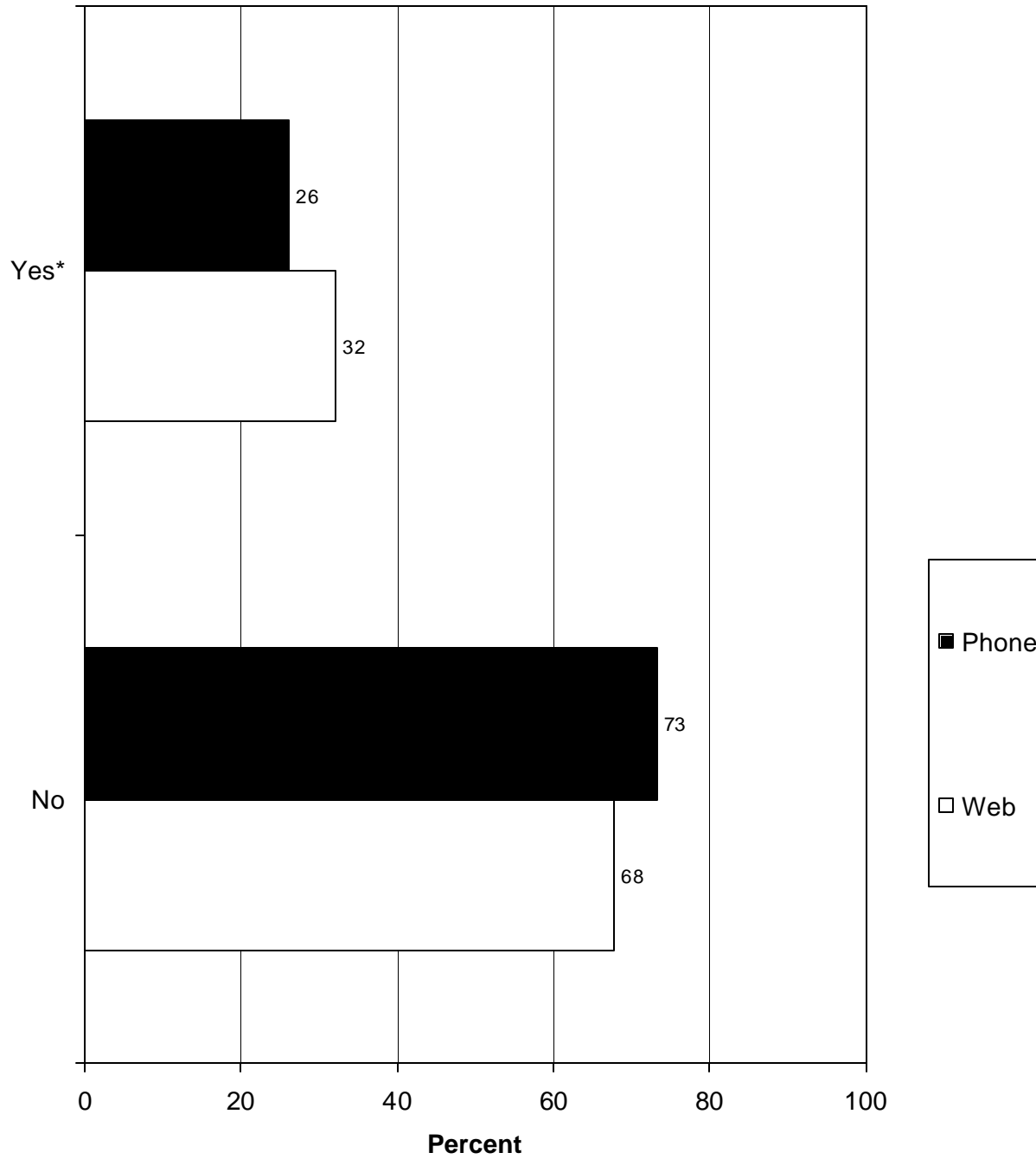
Q141. / 50. Are you currently an Arizona resident?



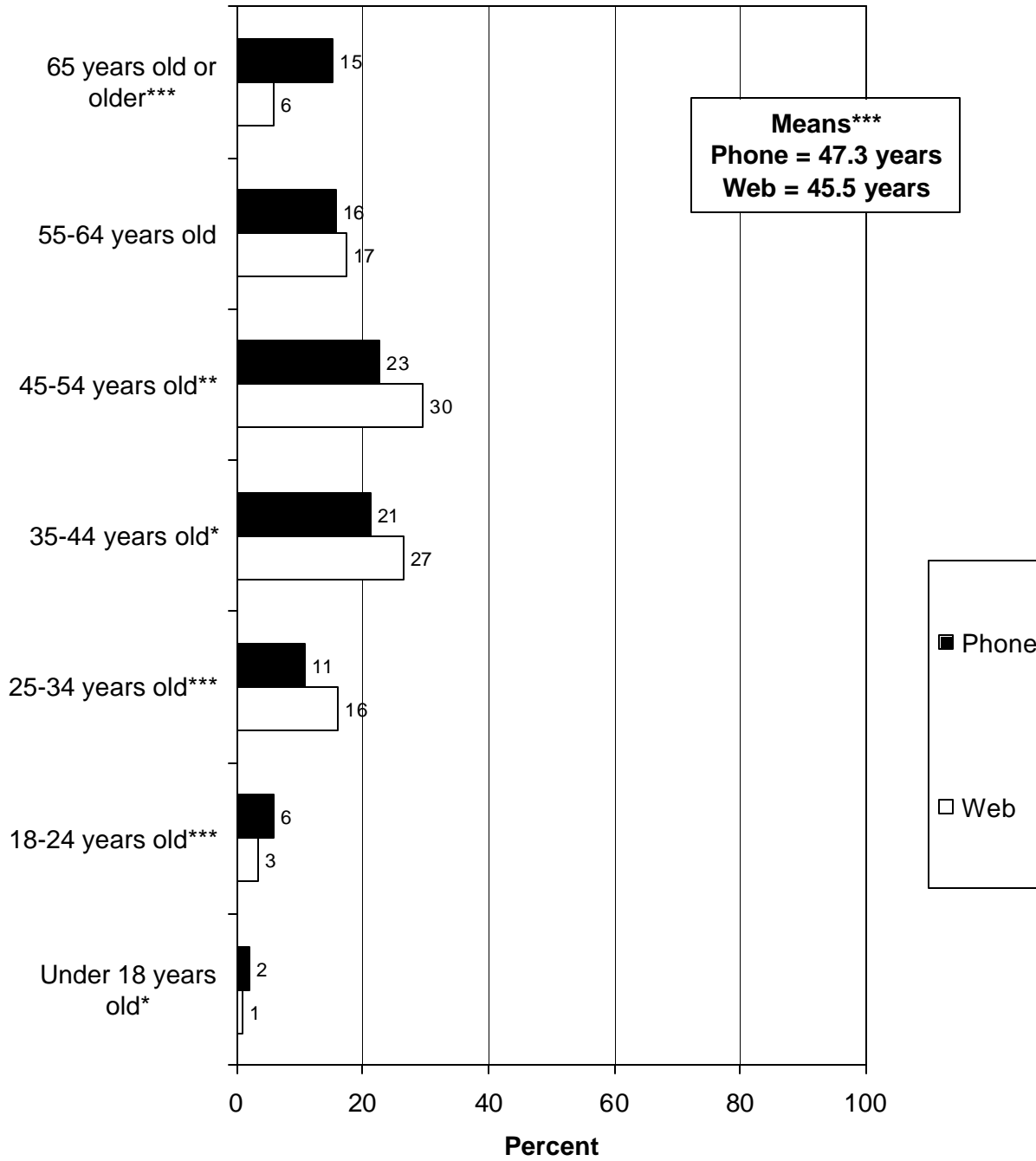
**Q143. / 51. How many years have you lived in Arizona?
(Asked of those who are currently or who have ever
been residents of Arizona.)**



Q113. / 43. Do you have any children, ages 10 to 17, that live in your household?



Q145. / 52. May I ask your age?



Q151. / 53. Gender

