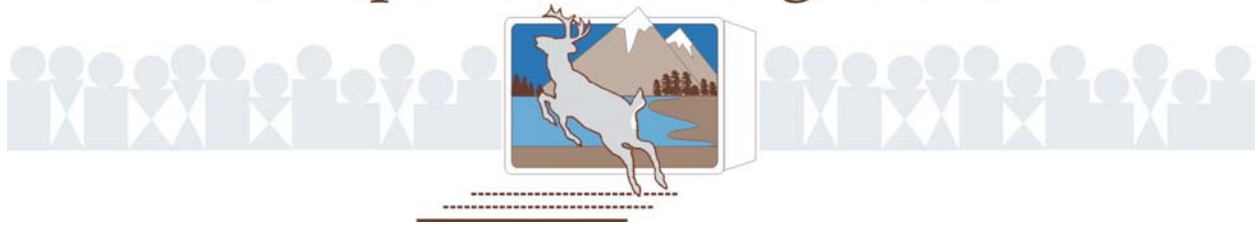


# Responsive Management



## **HARVEST OF WILDLIFE IN GEORGIA 2007-2008**

**Conducted for the Georgia Department of Natural Resources  
by Responsive Management**

**2008**

# **HARVEST OF WILDLIFE IN GEORGIA 2007-2008**

**2008**

## **Responsive Management National Office**

Mark Damian Duda, Executive Director  
Martin Jones, Senior Research Associate  
Tom Beppler, Research Associate  
Steven J. Bissell, Ph.D., Qualitative Research Associate  
Andrea Criscione, Research Associate  
Brad Hepler, Ph.D., Research Associate  
James B. Herrick, Ph.D., Research Associate  
Amanda Ritchie, Research Associate  
Carol L. Schilli, Research Associate  
Tim Winegord, Survey Center Manager  
Alison Lanier, Business Manager

130 Franklin Street  
Harrisonburg, VA 22801  
Phone: 540/432-1888 Fax: 540/432-1892  
E-mail: [mark@responsivemanagement.com](mailto:mark@responsivemanagement.com)  
[www.responsivemanagement.com](http://www.responsivemanagement.com)

## **Acknowledgements**

Responsive Management would like to thank Don McGowan and David Neyhart of the Georgia Department of Natural Resources for their input, support, and guidance on this project.

## TABLE OF CONTENTS

Introduction and Methodology .....	1
Hunting Participation Overall and Rating of Hunting in Georgia .....	3
Interest in Purchasing Licenses .....	7
Deer Hunting .....	8
Bear Hunting .....	18
Demographic Data .....	19
About Responsive Management .....	21

### List of Tables

Table 1. Telephone Call Summary for Georgia Resident Licensed Hunter Survey—2008 .....	2
Table 2. Statewide Effort and Success for Georgia Deer Hunters, 2007-2008 (all equipment types combined) .....	9
Table 3. Statewide Effort and Success for Georgia Licensed Resident Modern Firearms Deer Hunters 2007-2008 (94.7% of licensed resident hunters who hunted in 2007-2008 hunted with modern firearms) .....	9
Table 4. Statewide Effort and Success for Georgia Licensed Resident Archery Deer Hunters 2007-2008 (32.05% of licensed resident hunters who hunted in 2007-2008 hunted with archery) .....	10
Table 5. Statewide Effort and Success for Georgia Licensed Resident Muzzleloader Deer Hunters 2007-2008 (21.05% of licensed resident hunters who hunted in 2007-2008 hunted with a muzzleloader) .....	10
Table 6. Bucks with at Least 4 Points on One Side Harvested by Georgia Resident Licensed Hunters Who Harvested Bucks in 2007-2008 .....	11
Table 7. Bucks with at Least 4 Points on One Side Harvested by Georgia Resident Licensed Hunters in 2007-2008 .....	11
Table 8. Estimated Georgia Deer Harvest for Hunters by Deer Management Unit, 2007-2008 .....	11
Table 9. Harvest by Sex of Deer, by Sporting Equipment, and by Number of Deer Harvested by Individual Hunter, 2007-2008 .....	12
Table 10. Estimated Georgia Deer Harvest for Resident Hunters by Region, 2007-2008 .....	12
Table 11. Comparison of Deer Harvested per Hunter from 2001-02 to 2007-08 Georgia Deer Hunting Season, by Region .....	13
Table 12. Statewide Effort and Success for Georgia Licensed Resident Metro-Area (Extended Season) Archery Deer Hunters 2007-2008 (1.44% of licensed resident hunters who hunted in 2007-2008 hunted with metro-area (extended season) archery) .....	14
Table 13. Statewide Effort and Success for Georgia Resident Licensed Bear Hunters, 2007-2008 .....	18

## TABLE OF CONTENTS (continued)

### List of Figures

Figure 1. Sample Type.....	3
Figure 2. Other Species Hunted.....	4
Figure 3. Hunting Activities.....	5
Figure 4. Rating of Hunting Experiences.....	6
Figure 5. Interest in Purchasing Types of Licenses.....	7
Figure 6. Percent Who Hunted Deer in 2007-2008 Season in Georgia.....	8
Figure 7. Deer Hunters and Deer Processing.....	15
Figure 8. Deer Hunters and Processing of Small Deer.....	16
Figure 9. Deer Hunters and Processing of Large Deer.....	17
Figure 10. Percent Who Hunted Bear in 2007-2008 Season in Georgia.....	18
Figure 11. Respondent's Gender.....	19
Figure 12. Respondent's Age.....	20

## **INTRODUCTION AND METHODOLOGY**

This study was conducted for the Georgia Department of Natural Resources (GDNR) to determine participation in hunting and harvest of deer and bear. The study entailed a telephone survey of Georgia resident licensed hunters from among the following license types: Resident Combination Hunting and Fishing license, Resident Hunting license, Resident Primitive Weapon license, and Resident Sportsman license. Specific aspects of the research methodology are discussed below.

For the survey, telephones were selected as the preferred sampling medium because of the universality of telephone ownership. In addition, 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 was developed cooperatively by Responsive Management and the GDNR, based partly on past harvest surveys.

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 checked 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 survey was conducted in March 2008. Responsive Management obtained a total of 2,523 completed interviews. Table 1 shows a summary of the calling effort.

<b>Table 1. Telephone Call Summary for Georgia Resident Licensed Hunter Survey—2008</b>			
	<b>Sample Size (n)</b>	<b>Percent of Category</b>	<b>Percent of Total</b>
<b>Eligible Telephone Numbers</b>			
Completed interview	2,523	94.67	14.57
Partial interview (Responsive Management discards all partial interviews)	0	0.00	0.00
Refusal and terminated	142	5.33	0.82
<b>Eligible Total</b>	<b>2,665</b>	<b>100</b>	<b>15.39</b>
<b>Ineligible Telephone Numbers</b>			
Non-working; disconnected; facsimile; data lines	990	18.17	5.72
Number changed; no eligible respondent	1,242	22.80	7.17
Business; institutional	298	5.47	1.72
Respondent never available	2,639	48.44	15.24
Technical problems	13	0.24	0.08
Did not hunt any species	266	4.88	1.54
<b>Ineligible Total</b>	<b>5,448</b>	<b>100</b>	<b>31.47</b>
<b>Unknown Telephone Numbers</b>			
No answer; busy	4,052	44.05	23.41
Answering machine	5,147	55.95	29.73
<b>Unknown Total</b>	<b>9,199</b>	<b>100</b>	<b>53.14</b>
<b>Total—All Telephone Numbers</b>	<b>17,312</b>		
34,007 addresses of Georgia licensed resident hunters produced 17,312 telephone numbers (50.9% matched, SSI 2008).			

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.

## HUNTING PARTICIPATION OVERALL AND RATING OF HUNTING IN GEORGIA

An overwhelming majority of resident licensed hunters in the sample had hunted in the 2007-2008 season. Note that for the remainder of the survey, only the 2,523 respondents who had hunted were asked questions.

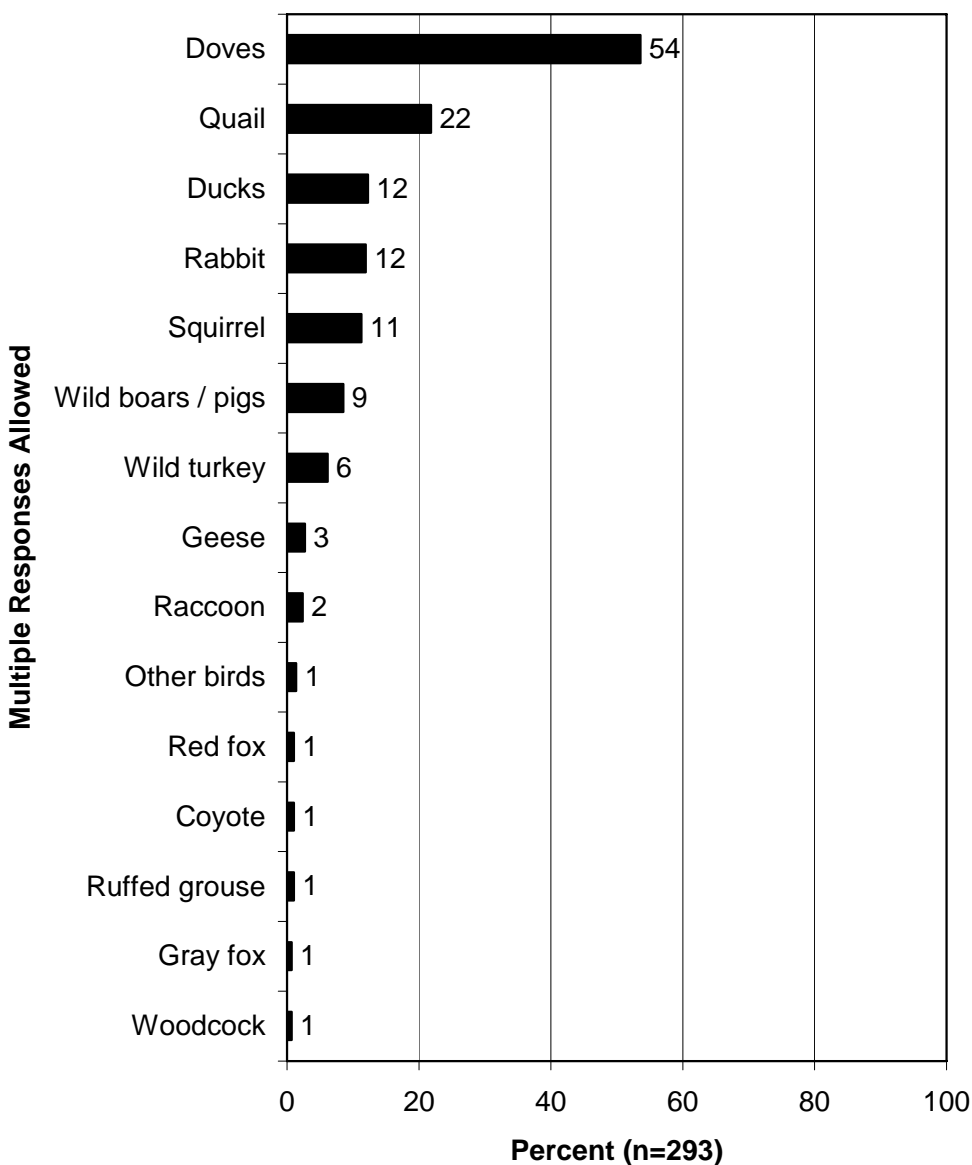
**Figure 1. Sample Type**



Note that this species question was not asked of deer and bear hunters; therefore, the data do not include the additional species that deer and bear hunters sought.

**Figure 2. Other Species Hunted**

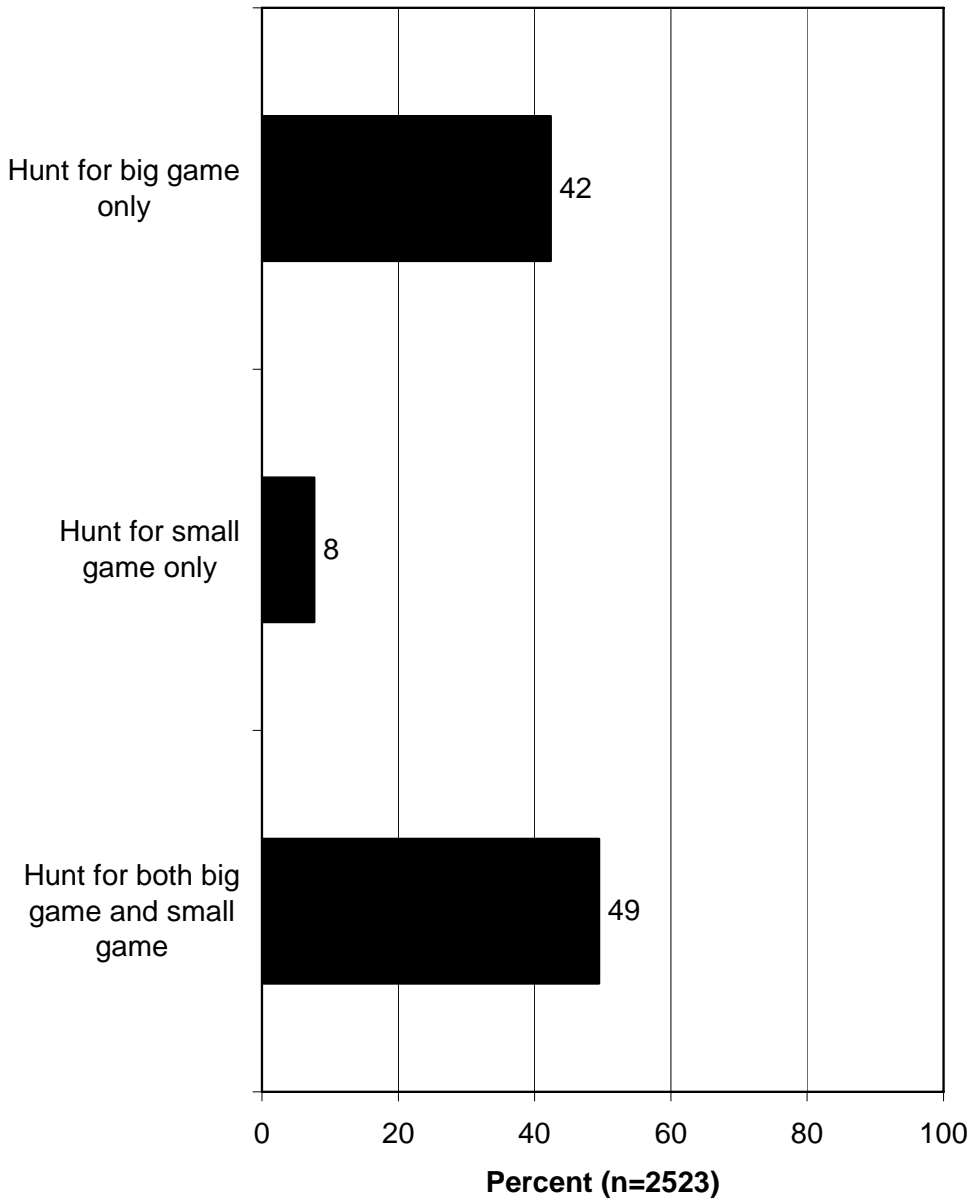
**Q255. Which species did you hunt during the 2007-2008 hunting season? (Asked of those who hunted, but not for deer or bear, in Georgia in the 2007-2008 season.)**



Nearly half of hunters in the sample (49%) hunt for both big and small game.

**Figure 3. Hunting Activities**

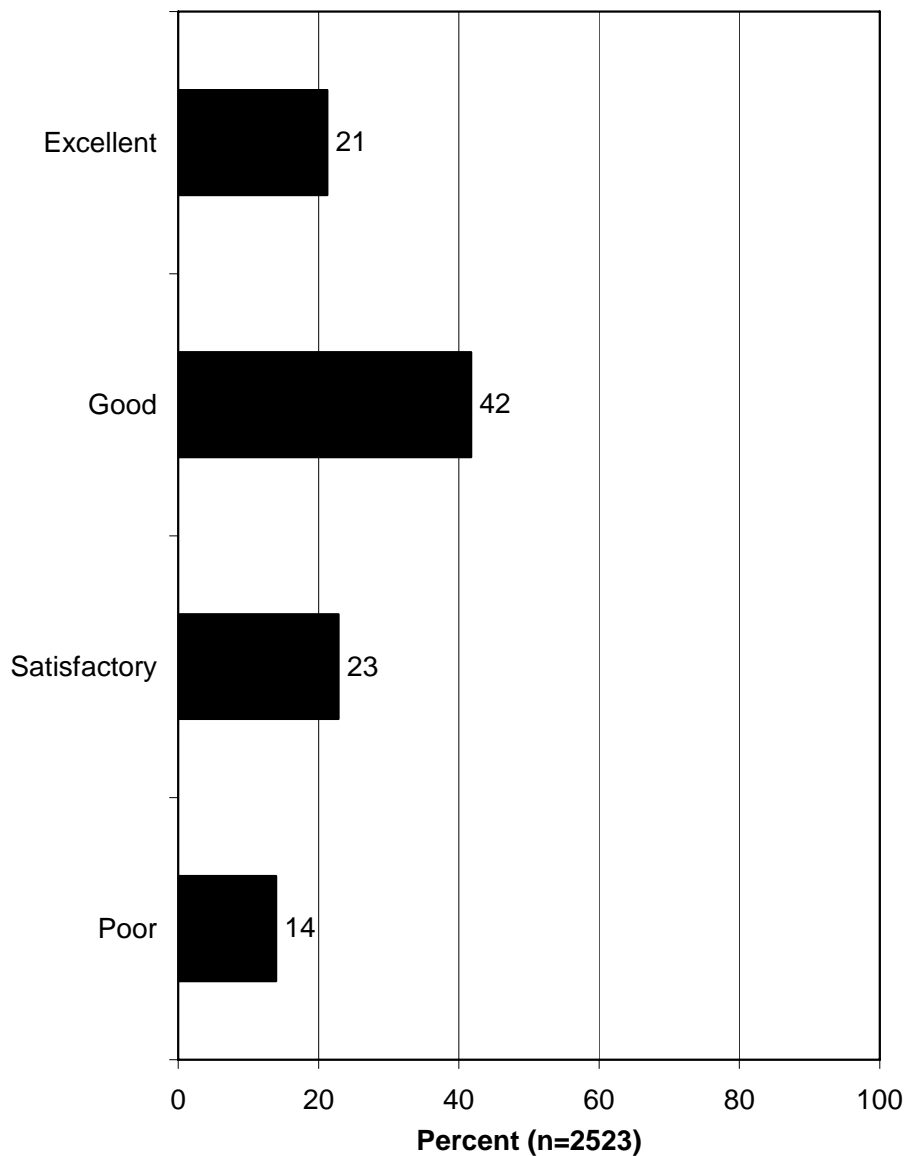
**Q257. Which of the following best describes your hunting activities? (Asked of those who hunted in Georgia in the 2007-2008 season.)**



A majority of hunters in the sample (63%) rated their hunting experiences in Georgia during the 2007-2008 season as excellent or good.

**Figure 4. Rating of Hunting Experiences**

**Q258. In general, how would you rate your hunting experience in Georgia in the 2007-2008 season? Would you say excellent, good, satisfactory, or poor? (Asked of those who hunted in Georgia in the 2007-2008 season.)**

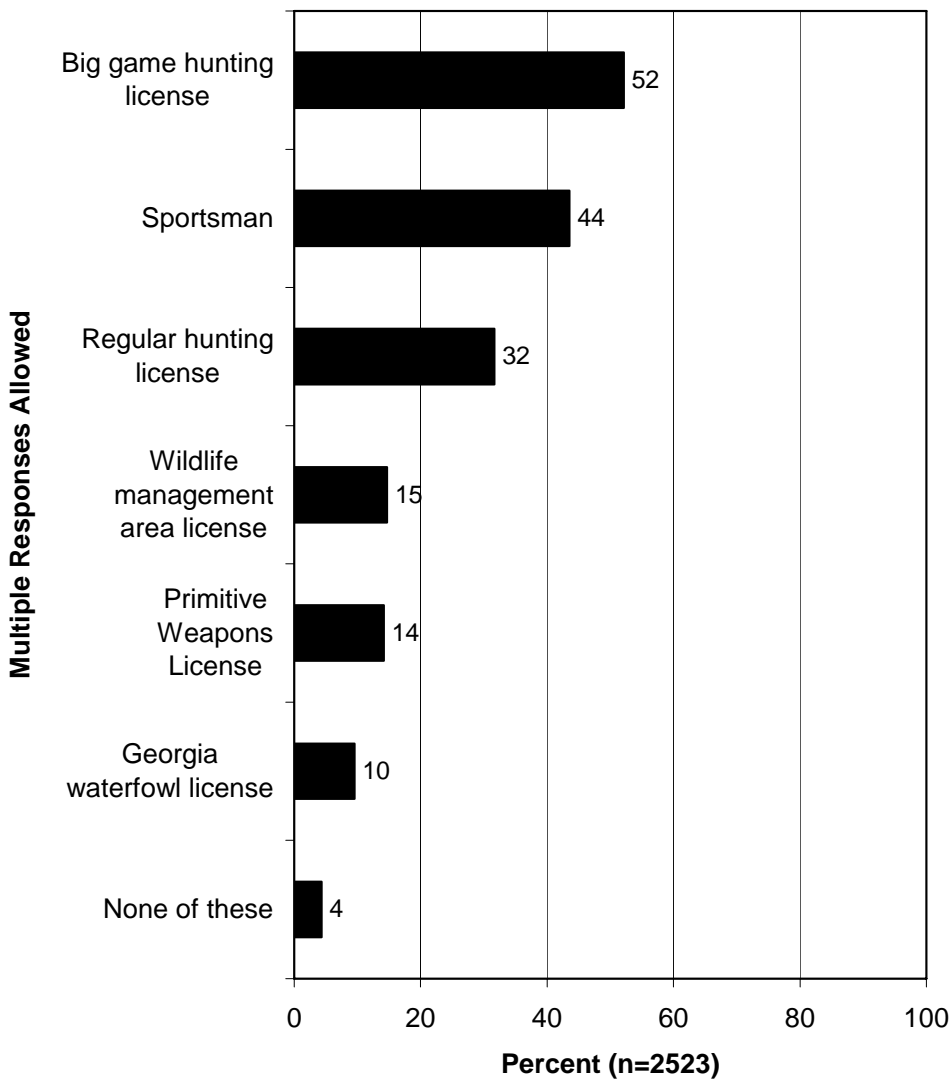


## INTEREST IN PURCHASING LICENSES

The most interest among hunters in the sample is for a big game hunting license or a sportsman's license, followed by a regular hunting license.

Figure 5. Interest in Purchasing Types of Licenses

**Q270. Which of the following license types would you be interested in purchasing in the next 12 months? (Asked of those who hunted in Georgia in the 2007-2008 season.)**



## DEER HUNTING

A large majority of the sample (81%) hunted deer in the 2007-2008 season in Georgia. This graph shows the amount out of all licensed hunters in the survey (2,523 who hunted and who may or may not have hunted deer, and the 266 who did not hunt at all).

**Figure 6. Percent Who Hunted Deer in 2007-2008 Season in Georgia**

**Q7. Did you hunt deer in Georgia in the  
2007-2008 season?  
(Asked of licensed resident hunters.)**

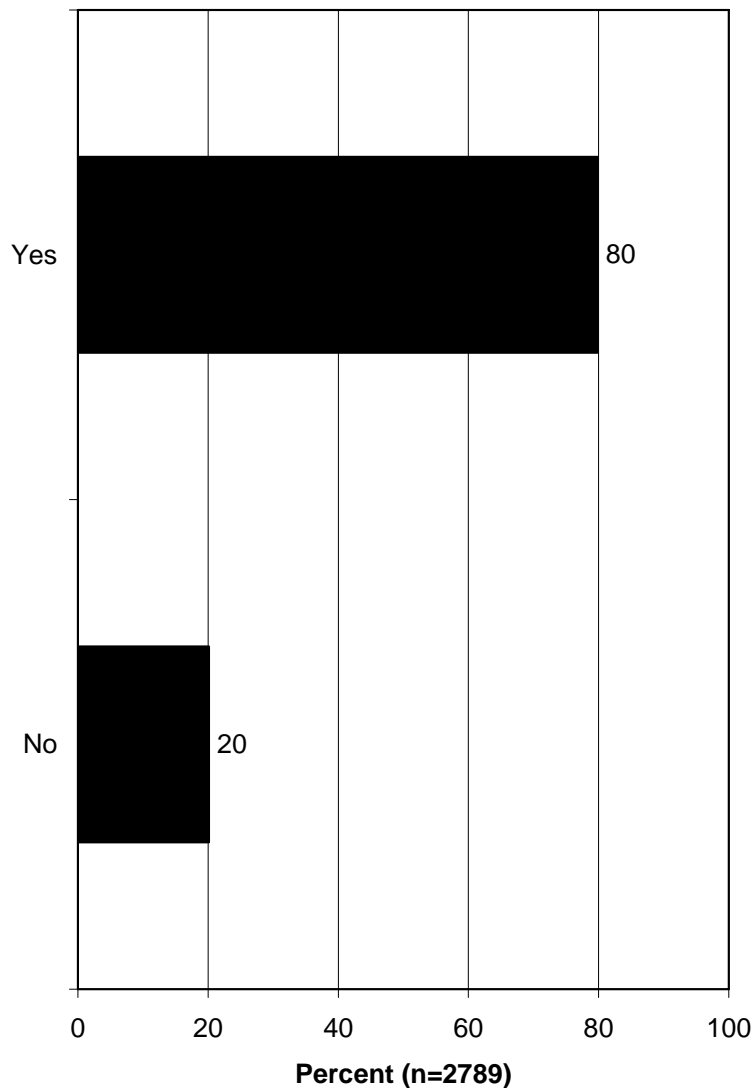


Table 2 shows the numbers of deer hunters as well as harvest and days hunted. In total, the more than 194,000 Georgia licensed hunters harvested approximately 239,000 deer (59% does), spending approximately 4.2 million days hunting for deer.

	Estimate	Standard Error
Number of Deer Hunters	194,417 Licensed Residents (79.89% of 243,370)	1,847
Deer Harvest	239,356	587
Days Deer Hunted	4,219,490	1,745
Days per Hunter	21.70	
Days per Deer	17.63	
Deer per Hunter	1.23	
Percent Does	59.17	

Proportions based on 2007-2008 Hunter Harvest Survey results; counts based on current license sales.

Table 3 shows statistics for modern firearms deer hunters.

	Estimate	Standard Error
Number of Deer Hunters (with modern firearms)	184,120	1,978
Deer Harvest (with modern firearms) (85.7% of total harvest)	205,150	1,677
Days Hunted (with modern firearms)	3,229,954	1,563
Days per Hunter (with modern firearms)	17.54	
Days per Deer (with modern firearms)	15.74	
Deer per Hunter (with modern firearms)	1.11	
Percent Does (with modern firearms)	56.95	

Table 4 shows statistics for archery deer hunters. The more than 62,000 archery deer hunters harvested approximately 23,000 deer.

<b>Table 4. Statewide Effort and Success for Georgia Licensed Resident Archery Deer Hunters, 2007-2008 (32.05% of licensed resident hunters who hunted in 2007-2008 hunted with archery)</b>		
	Estimate	Standard Error
Number of Deer Hunters (with archery)	62,304	2,011
Deer Harvest (with archery) (9.7% of total harvest)	23,299	1,356
Days Hunted (with archery)	808,645	826
Days per Hunter (with archery)	12.98	
Days per Deer (with archery)	34.71	
Deer per Hunter (with archery)	0.37	
Percent Does (with archery)	75.28	

Table 5 shows statistics for muzzleloader deer hunters. The approximately 40,000 muzzleloader hunters harvested about 11,000 deer.

<b>Table 5. Statewide Effort and Success for Georgia Licensed Resident Muzzleloader Deer Hunters, 2007-2008 (21.05% of licensed resident hunters who hunted in 2007-2008 hunted with a muzzleloader)</b>		
	Estimate	Standard Error
Number of Deer Hunters (with muzzleloader)	40,925	1,724
Deer Harvest (with muzzleloader) (4.6% of total harvest)	10,908	953
Days Hunted (with muzzleloader)	180,891	396
Days per Hunter (with muzzleloader)	4.42	
Days per Deer (with muzzleloader)	16.58	
Deer per Hunter (with muzzleloader)	0.27	
Percent Does (with muzzleloader)	66.40	

Tables 6 and 7 show a breakdown of buck harvest by number of antler points, and Table 8 shows breakdown by Deer Management Unit (DMU). DMUs 5 and 4 have the highest harvests.

Number of bucks harvested with four or more points	Number in sample	Percent
None (those answering no harvested bucks of less than 4 points)	348	36.29
1 buck	463	48.28
2 bucks	140	14.60
3 bucks	6	0.63
4 bucks	1	0.10
5 bucks	0	0.00
6 bucks	0	0.00
7 bucks	1	0.10
8 bucks	0	0.00
9 bucks	0	0.00
Total	959	100.00

	Percent
Hunters harvesting at least one buck	33.98
Hunters harvesting a buck with 4 points or more	27.42
Successful buck hunters harvesting at least one buck with 4 points or more	80.71
Percentage of total buck harvest consisting of bucks with 4 points or more	68.93

Deer Management Unit	Deer Harvest	Percent of Total Harvest	Buck Harvest	Doe Harvest	Percent Does	Total Hunters	Number of Deer per Hunter
DMU 1	9,948	4.16	4,887	5,061	50.88	16,405	0.61
DMU 2	34,730	14.51	13,525	21,204	61.06	34,206	1.02
DMU 3	5,759	2.41	3,054	2,705	46.97	9,860	0.58
DMU 4	44,067	18.41	17,714	26,353	59.80	40,053	1.10
DMU 5	47,906	20.01	17,190	30,716	64.12	43,979	1.09
DMU 6	29,756	12.43	11,606	18,150	61.00	25,742	1.16
DMU 7	28,272	11.81	10,995	17,278	61.11	23,037	1.23
DMU 8	25,218	10.54	11,169	14,049	55.71	21,466	1.17
DMU 9	13,700	5.72	7,592	6,108	44.59	13,176	1.04
**Metro Atlanta area	349	0.15	87	262	75.00	2,792	0.13
Total	239,356	100.00	97,732	141,624	59.17	*NA	1.23

\*Sum of the DMUs would be greater than the total number of hunters because some hunters hunted in more than one DMU.  
 \*\*The Metro Atlanta area is not included in any totals because the numbers are already represented in DMU 2 and DMU 3.

Table 9 shows harvest breakdown by sex of deer, sporting equipment of the hunter, and number of deer harvested by individual hunter.

Number Harvested	All deer				Bucks				Does			
	Percent of Deer Hunters Who Harvested the Given Number	Percent of Deer Hunters Who Harvested the Given Number with Modern Firearm	Percent of Deer Hunters Who Harvested the Given Number with Archery Equipment	Percent of Deer Hunters Who Harvested the Given Number with Muzzleloader	Percent of All Deer Hunters Who Harvested the Given Number	Percent of Deer Hunters Who Harvested the Given Number with Modern Firearm	Percent of Deer Hunters Who Harvested the Given Number with Archery Equipment	Percent of Deer Hunters Who Harvested the Given Number with Muzzleloader	Percent of Deer Hunters Who Harvested the Given Number	Percent of Deer Hunters Who Harvested the Given Number with Modern Firearm	Percent of Deer Hunters Who Harvested the Given Number with Archery Equipment	Percent of Deer Hunters Who Harvested the Given Number with Muzzleloader
0	46.56	50.43	92.23	95.33	62.46	65.02	97.49	98.29	63.09	67.09	93.58	96.81
1	21.87	21.96	5.21	3.73	25.73	25.10	2.02	1.53	18.90	18.14	4.67	2.56
2	15.18	14.14	1.53	0.76	10.82	9.07	0.49	0.13	9.74	8.49	1.08	0.58
3	7.05	6.11	0.49	0.18	0.54	0.58	0.00	0.04	3.55	2.65	0.45	0.04
4	3.77	3.46	0.27	0.00	0.31	0.13	0.00	0.00	1.66	1.44	0.09	0.00
5	1.89	1.21	0.18	0.00	0.09	0.04	0.00	0.00	1.03	0.85	0.09	0.00
6	1.17	1.03	0.04	0.00	0.00	0.00	0.00	0.00	0.72	0.63	0.00	0.00
7	0.85	0.67	0.00	0.00	0.04	0.04	0.00	0.00	0.49	0.27	0.00	0.00
8	0.58	0.31	0.04	0.00	0.00	0.00	0.00	0.00	0.31	0.18	0.04	0.00
9	0.31	0.22	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.09	0.00	0.00
10+	0.76	0.45	0.00	0.00	0.00	0.00	0.00	0.00	0.40	0.18	0.00	0.00

Table 10 shows harvest by region; the Piedmont Region had the most deer harvested, although the Upper Coastal Plain Region had a substantial harvest as well.

Deer Management Unit	Deer Harvest	Percent of Total Harvest	Buck Harvest	Doe Harvest	Percent Does	Total Hunters	Number of Deer per Hunter
Blue Ridge Region	2,094	0.87	1,571	524	25.00	6,545	0.32
Lower Coastal Plain Region	33,857	14.15	17,016	16,841	49.74	27,487	1.23
Piedmont Region	109,861	45.90	43,194	66,667	60.68	100,175	1.10
Ridge and Valley Region	22,164	9.26	8,552	13,613	61.42	18,499	1.20
Upper Coastal Plain Region	71,379	29.82	27,400	43,979	61.61	58,465	1.22
**Metro Atlanta area	349	0.15	87	262	75.00	2,792	0.13
Total	239,356	100.00	97,732	141,624	59.17	*NA	1.23

\*Sum of the DMUs would be greater than the total number of hunters because some hunters hunted in more than one DMU.  
 \*\*The Metro Atlanta area is not included in any totals because the numbers are already represented in the Piedmont region.

Table 11 shows trends in hunting since 2001; note that the table is broken into two parts, 11a showing all deer, and 11b showing bucks and does.

Region	Deer per Hunter						
	2001-2002	2002-2003	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008*
Blue Ridge	0.60	0.46	NA	0.82	0.51	0.52	0.32
Lower Coastal Plain	1.37	1.50	NA	1.16	1.46	1.46	1.23
Piedmont	1.31	1.24	NA	1.22	1.22	1.15	1.10
Ridge and Valley	1.34	1.23	NA	1.15	1.07	1.39	1.20
Upper Coastal Plain	1.45	1.36	NA	1.19	1.17	1.22	1.22
State	1.53	1.47	NA	1.29	1.31	1.32	1.23

Note: Table 11b shows results for bucks and does.

\*Does not include Non-Resident Licenses and Honoraries.

Region	Bucks per Hunter							Does per Hunter						
	2001-2002	2002-2003	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008*	2001-2002	2002-2003	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008*
Blue Ridge	0.40	0.21	NA	0.36	0.28	0.31	0.24	0.20	0.25	NA	0.46	0.24	0.21	0.08
Lower Coastal Plain	0.67	0.64	NA	0.63	0.64	0.68	0.62	0.70	0.85	NA	0.53	0.82	0.78	0.61
Piedmont	0.53	0.48	NA	0.44	0.48	0.43	0.43	0.78	0.77	NA	0.77	0.73	0.72	0.67
Ridge and Valley	0.66	0.54	NA	0.43	0.44	0.49	0.46	0.68	0.69	NA	0.72	0.63	0.91	0.74
Upper Coastal Plain	0.63	0.47	NA	0.46	0.47	0.48	0.47	0.81	0.89	NA	0.74	0.70	0.74	0.75
State	0.66	0.54	NA	0.51	0.53	0.52	0.50	0.87	0.93	NA	0.78	0.78	0.80	0.73

Note: Table 11a shows results for all deer.

\*Does not include Non-Resident Licenses and Honoraries.

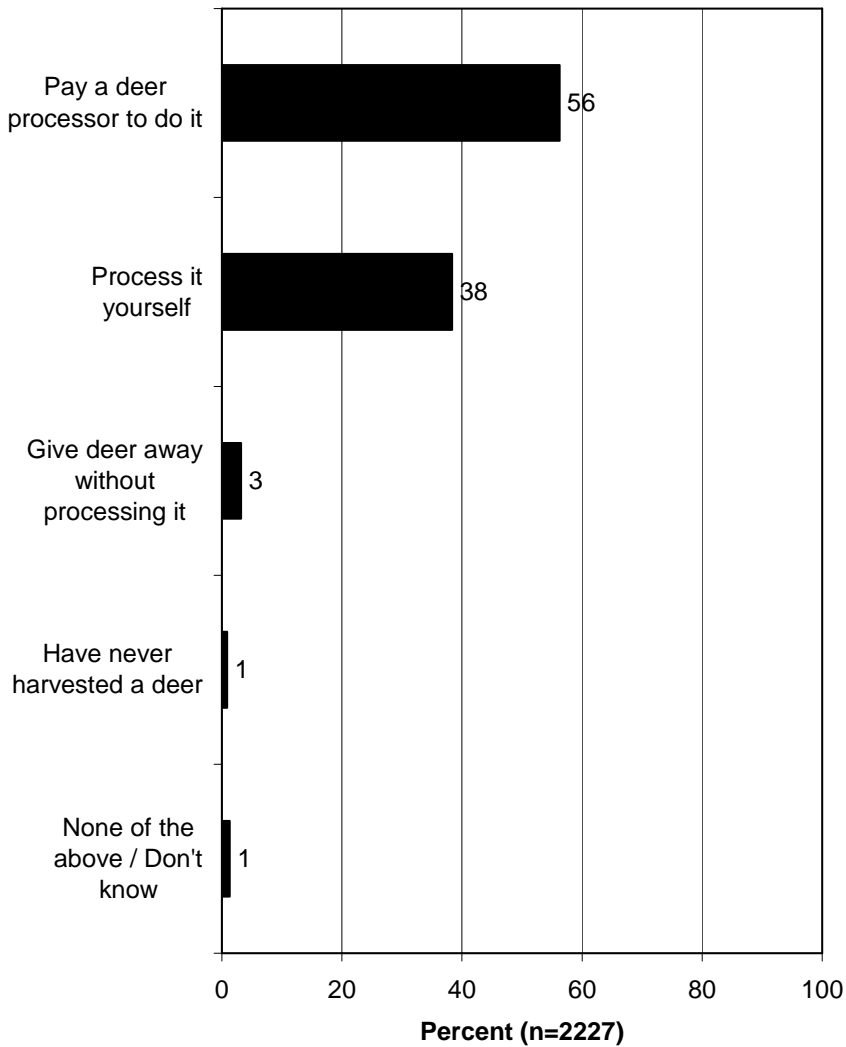
Table 12 shows the number of hunters and harvest in the Metro Atlanta area for the extended season there.

<b>Table 12. Statewide Effort and Success for Georgia Licensed Resident Metro-Area (Extended Season) Archery Deer Hunters, 2007-2008 (1.44% of licensed resident hunters who hunted in 2007-2008 hunted with metro-area (extended season) archery)</b>		
	Estimate	Standard Error
Number of Deer Hunters (with metro-area (extended season) archery)	2,792	491
Deer Harvest (with metro-area (extended season) archery) (0.1% of total harvest)	349	174
Days Hunted (with metro-area (extended season) archery)	19,721	131
Days per Hunter (with metro-area (extended season) archery)	7.06	
Days per Deer (with metro-area (extended season) archery)	56.50	
Deer per Hunter (with metro-area (extended season) archery)	0.13	
Percent Does (with metro-area (extended season) archery)	75.00	

The survey asked deer hunters about deer processing. Figure 7 shows that more than half of deer hunters (56%) most commonly pay a processor to process the deer they harvest. Figures 8 and 9 indicate that those who most commonly pay a processor to process their deer are more likely to take a large deer to a processor than a small deer. Nonetheless, even for small deer, the majority of those who most commonly pay a processor to process their deer (74%) would take the small deer to a processor. For large deer, even more (98%) of them would take it to a processor.

**Figure 7. Deer Hunters and Deer Processing**

**Q244. How do you most often process deer that you harvest? (Asked of those who hunted deer in Georgia in the 2007-2008 season.)**



**Figure 8. Deer Hunters and Processing of Small Deer**

**Q246. If you were to harvest a young, small deer, would you be likely or unlikely to take it to a processor? (Asked of deer hunters who most often pay a deer processor to process deer they harvest.)**

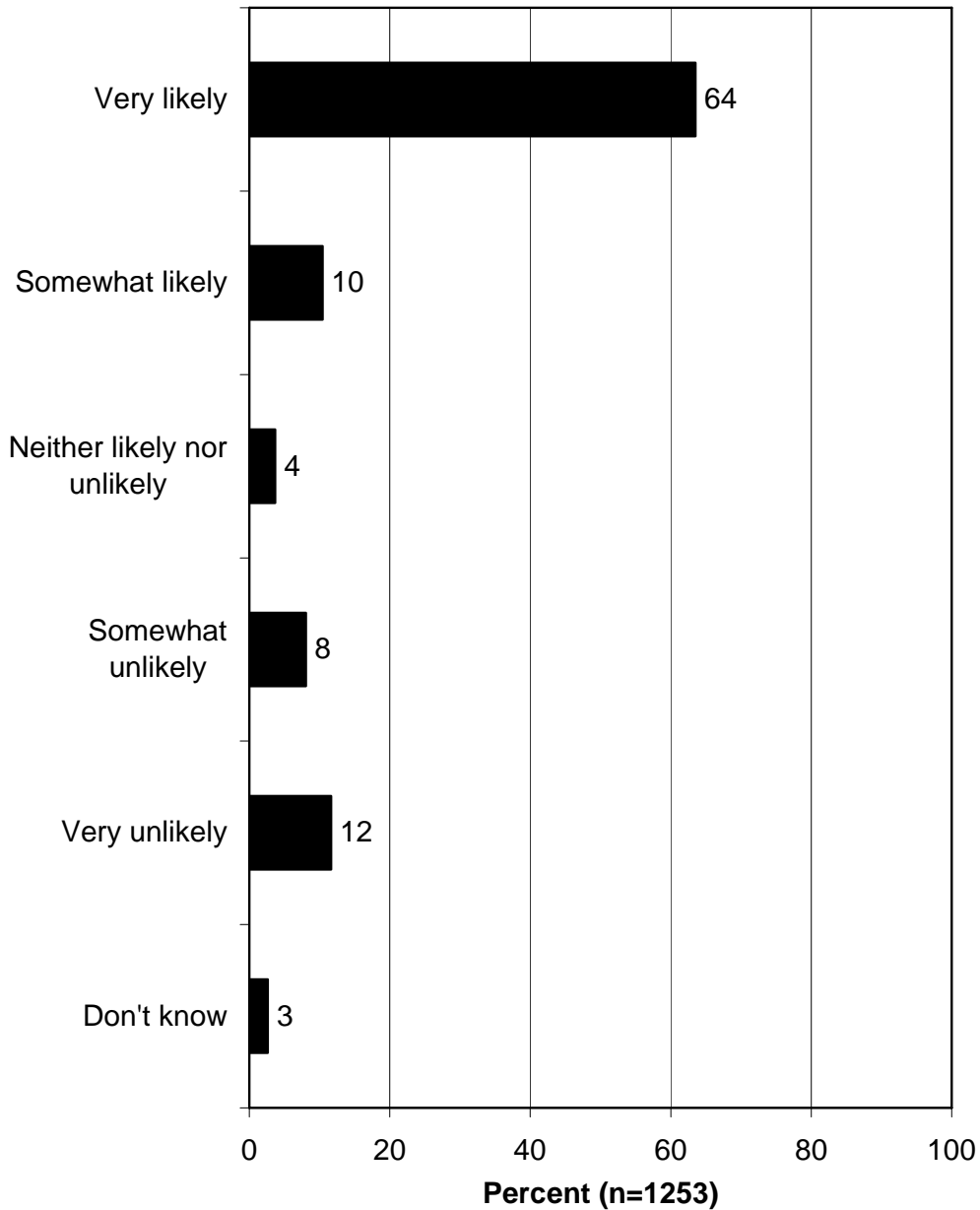
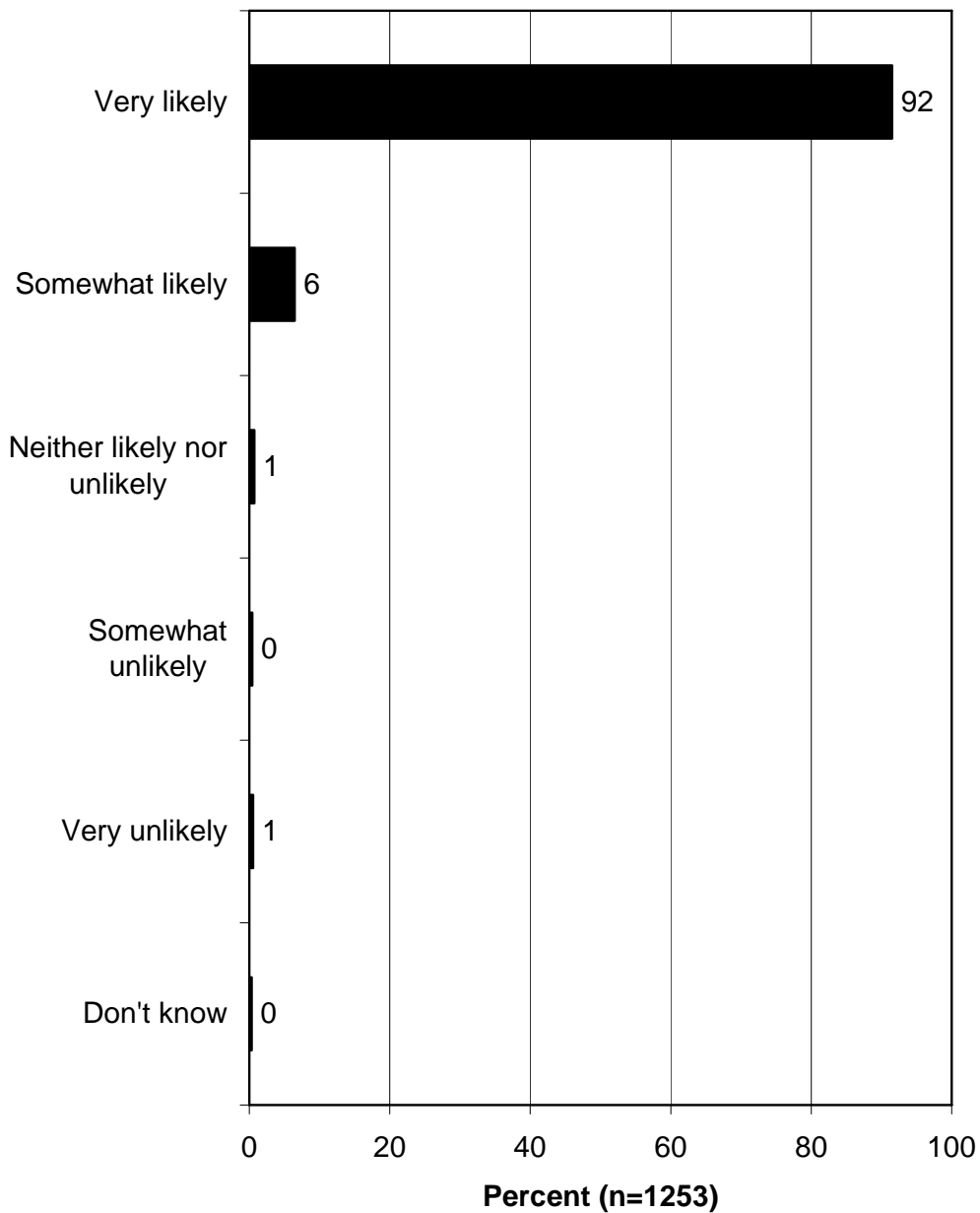


Figure 9. Deer Hunters and Processing of Large Deer

**Q247. If you were to harvest an older, larger deer, would you be likely or unlikely to take it to a processor? (Asked of deer hunters who most often pay a deer processor to process deer they harvest.)**

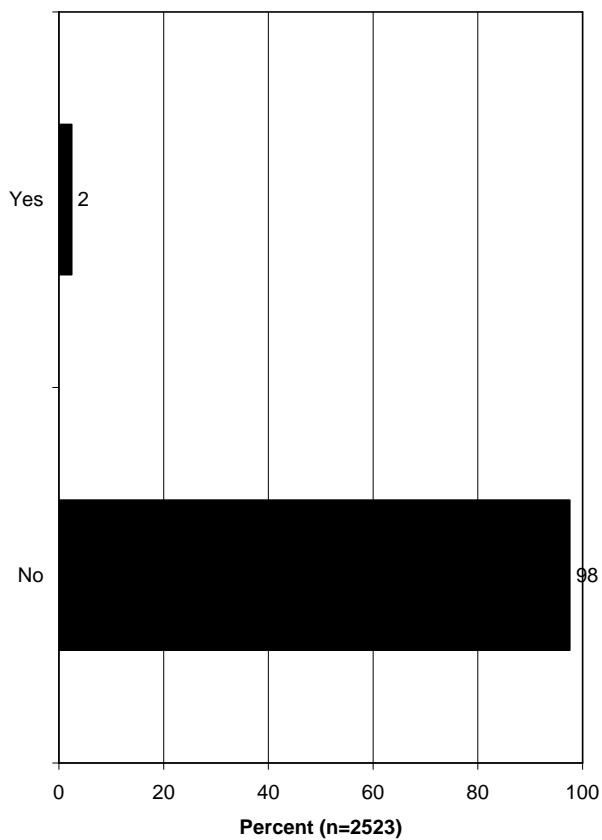


## BEAR HUNTING

A low percentage of those in the sample who had hunted (2%) had hunted bear. The approximately 5,300 bear hunters are estimated to have harvested approximately 350 bear in Georgia.

**Figure 10. Percent Who Hunted Bear in 2007-2008 Season in Georgia**

**Q248. Did you hunt bear in Georgia in the 2007-2008 season?**  
(Asked of those who hunted in Georgia in the 2007-2008 season.)



**Table 13. Statewide Effort and Success for Georgia Resident Licensed Bear Hunters, 2007-2008**

	Estimate	Standard Error
Number of Bear Hunters	5,323	674
Bear Harvest	349	174
Days Hunted Bear	39,965	187
Days per Bear Hunter	7.51	
Days per Bear	114.50	
Bear per Bear Hunter	0.07	

## DEMOGRAPHIC DATA

Georgia active licensed hunters are overwhelmingly male. The ages follow a bell curve with the peak in the 45-54 years old category.

**Figure 11. Respondent's Gender**

**Q279. Respondent's gender (not asked, but observed by interviewer).**

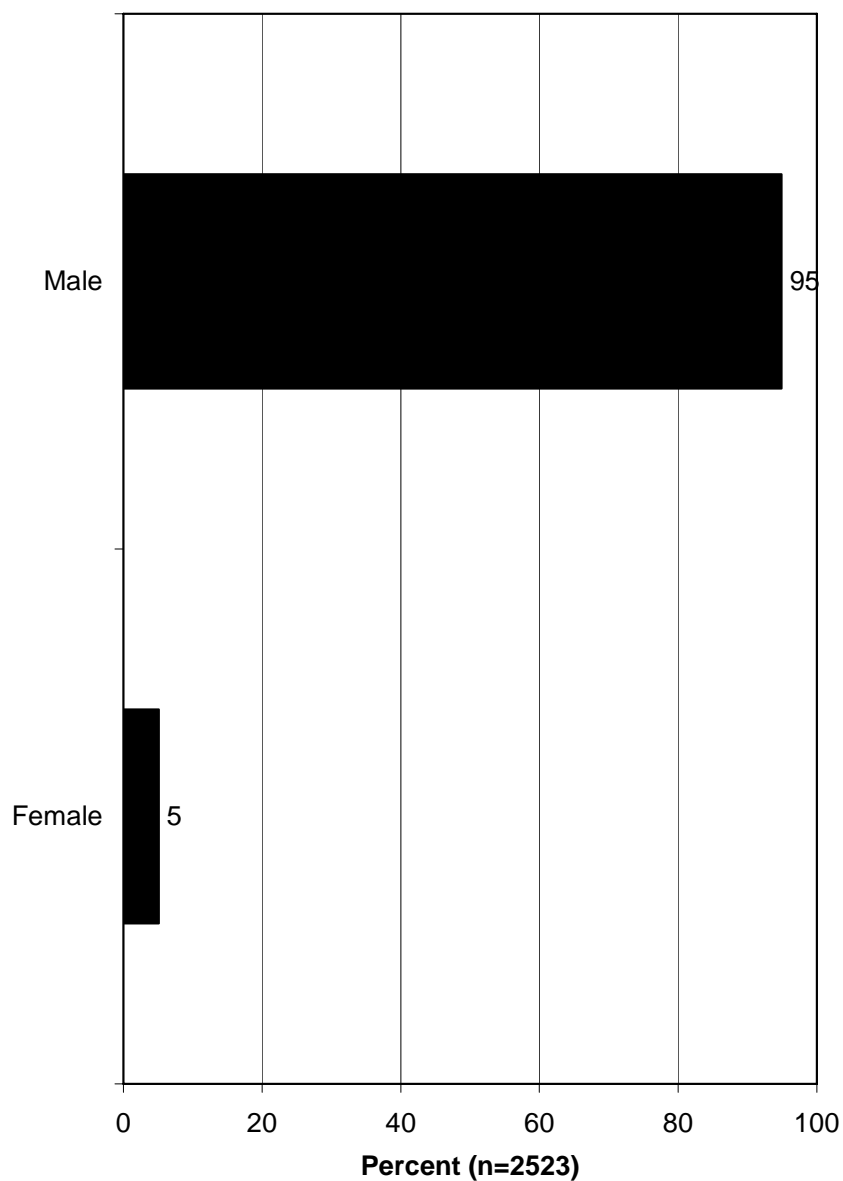
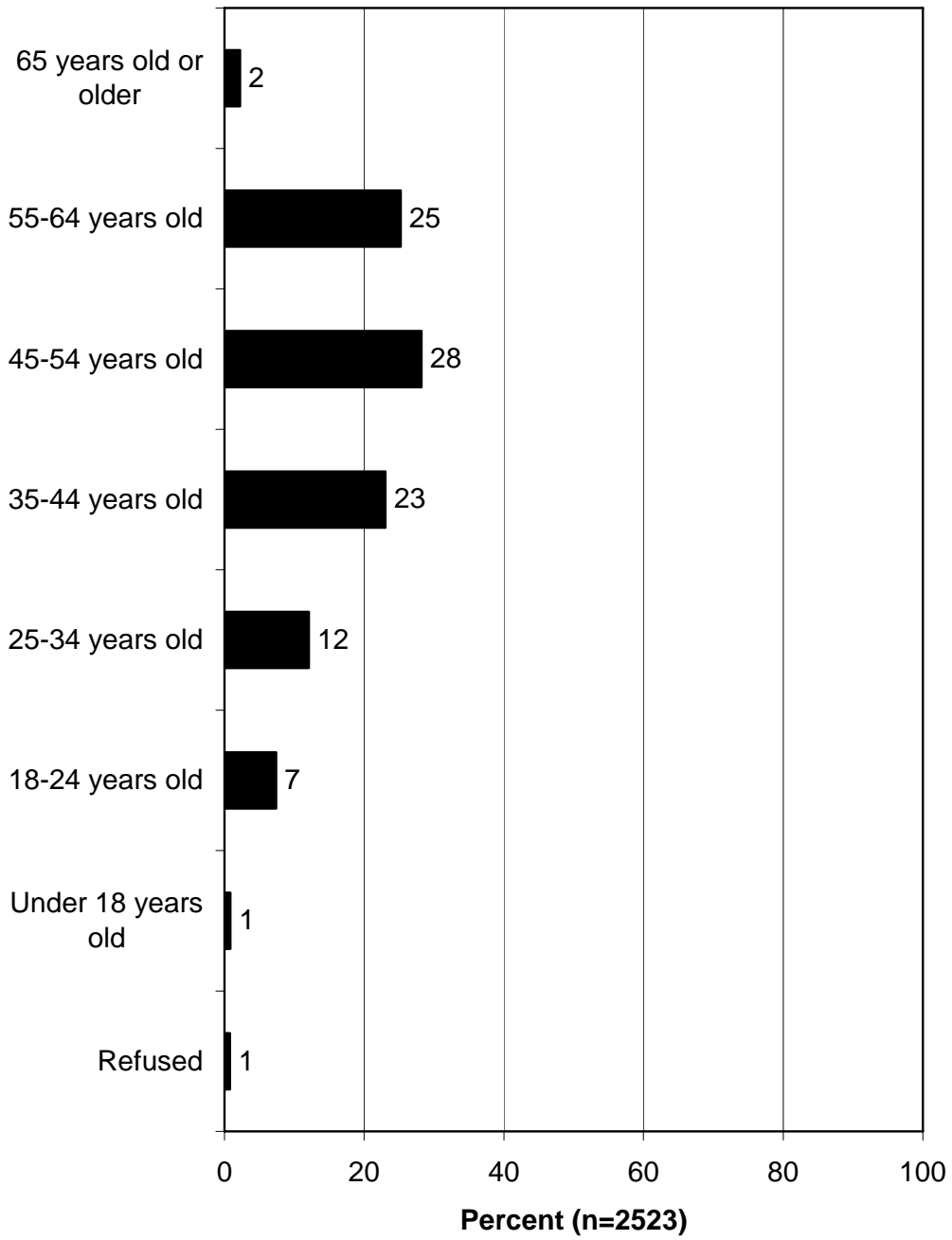


Figure 12. Respondent's Age

## Q274. May I ask your age?



## **ABOUT RESPONSIVE MANAGEMENT**

Responsive Management is a nationally recognized public opinion and attitude survey research firm specializing in natural resource and outdoor recreation issues. Its mission is to help natural resource and outdoor recreation agencies and organizations better understand and work with their constituents, customers, and the public.

Utilizing its in-house, full-service, computer-assisted telephone and mail survey center with 45 professional interviewers, Responsive Management has conducted more than 1,000 telephone surveys, mail surveys, personal interviews, and focus groups, as well as numerous marketing and communications plans, need assessments, and program evaluations on natural resource and outdoor recreation issues.

Clients include most of the federal and state natural resource, outdoor recreation, and environmental agencies, and most of the top conservation organizations. Responsive Management also collects attitude and opinion data for many of the nation's top universities, including the University of Southern California, Virginia Tech, Colorado State University, Auburn, Texas Tech, the University of California—Davis, Michigan State University, the University of Florida, North Carolina State University, Penn State, West Virginia University, and others.

Among the wide range of work Responsive Management has completed during the past 20 years are studies on how the general population values natural resources and outdoor recreation, and their opinions on and attitudes toward an array of natural resource-related issues. Responsive Management has conducted dozens of studies of selected groups of outdoor recreationists, including anglers, boaters, hunters, wildlife watchers, birdwatchers, park visitors, historic site visitors, hikers, and campers, as well as selected groups within the general population, such as landowners, farmers, urban and rural residents, women, senior citizens, children, Hispanics, Asians, and African-Americans. Responsive Management has conducted studies on environmental education, endangered species, waterfowl, wetlands, water quality, and the reintroduction of numerous species such as wolves, grizzly bears, the California condor, and the Florida panther.

Responsive Management has conducted research on numerous natural resource ballot initiatives and referenda and helped agencies and organizations find alternative funding and increase their memberships and donations. Responsive Management has conducted major agency and organizational program needs assessments and helped develop more effective programs based upon a solid foundation of fact. Responsive Management has developed Web sites for natural resource organizations, conducted training workshops on the human dimensions of natural resources, and presented numerous studies each year in presentations and as keynote speakers at major natural resource, outdoor recreation, conservation, and environmental conferences and meetings.

Responsive Management has conducted research on public attitudes toward natural resources and outdoor recreation in almost every state in the United States, as well as in Canada, Australia, the United Kingdom, France, Germany, and Japan. Responsive Management routinely conducts surveys in Spanish and has also conducted surveys and focus groups in Chinese, Korean, Japanese, and Vietnamese.

Responsive Management's research has been featured in most of the nation's major media, including CNN, ESPN, *The Washington Times*, *The New York Times*, *Newsweek*, *The Wall Street Journal*, and on the front pages of *The Washington Post* and *USA Today*.

Visit the Responsive Management Website at:

**[www.responsivemanagement.com](http://www.responsivemanagement.com)**