

# Responsive Management™



## **KENTUCKY RESIDENTS' AWARENESS OF AND OPINIONS ON ELK RESTORATION AND MANAGEMENT EFFORTS**

**Conducted for the  
Kentucky Department of Fish and Wildlife Resources**

**by Responsive Management**

**2011**

# **KENTUCKY RESIDENTS' AWARENESS OF AND OPINIONS ON ELK RESTORATION AND MANAGEMENT EFFORTS**

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## **EXECUTIVE SUMMARY**

### **INTRODUCTION AND METHODOLOGY**

The Kentucky Department of Fish and Wildlife Resources (hereinafter referred to as “the Department”), in partnership with the Rocky Mountain Elk Foundation, established a 16-county elk restoration zone in 1997. Since the release of the first seven elk, which were captured in western Kansas and relocated, the number of elk in Kentucky has reached the target goal of 10,000. The restoration efforts have proven so successful that the Department achieved its elk population goals 11 years ahead of schedule and translocation efforts were discontinued in 2002. Elk populations are thriving in Kentucky’s restoration zone, and liberal hunting opportunities outside the restoration zone are helping to keep the populations confined to the 16-county elk restoration zone. In fact, successful breeding, high calf survival rates, and a lack of predation have resulted in Kentucky boasting the largest free-ranging, wild elk herds east of Montana.

This study was conducted for the Department to determine public perceptions regarding and support for the free-ranging elk herd that has been established across the 16-county elk restoration zone in southeastern Kentucky. The study entailed a telephone survey of two groups of Kentucky residents: (1) residents in the 16-county elk restoration zone and (2) residents who do not reside in the elk restoration zone.

Counties included in the restoration zone are Bell, Breathitt, Clay, Floyd, Harlan, Johnson, Knott, Knox, Leslie, Letcher, Magoffin, Martin, McCreary, Perry, Pike, and Whitley.

For the survey, telephones were selected as the preferred sampling medium because of the almost universal ownership of telephones among Kentucky residents (both landlines and cell phones were called). Additionally, telephone surveys, relative to mail or Internet surveys, allow for more scientific sampling and data collection, provide higher quality data, obtain higher response rates, are more timely, and are more cost-effective. Telephone surveys also have fewer negative effects on the environment than do mail surveys because of reduced use of paper and reduced energy consumption for delivering and returning the questionnaires. A central polling site at the Responsive Management office allowed for rigorous quality control over the interviews and data collection.

The telephone survey questionnaire was developed cooperatively by Responsive Management and the Kentucky Department of Fish and Wildlife Resources. Responsive Management conducted pre-tests of the questionnaire to ensure proper wording, flow, and logic in the survey. Telephone surveying times are Monday through Friday from 9:00 a.m. to 9:00 p.m., Saturday from noon to 5:00 p.m., and Sunday from 5:00 p.m. to 9:00 p.m., local time. The survey was conducted in June 2011. Responsive Management obtained a total of 1,273 completed interviews. The software used for data collection was Questionnaire Programming Language.

The sampling methodology entailed Random Digit Dialing (RDD), which ensures that all households with telephones have an equal chance of being called to participate in the survey. RDD is the best methodology for maintaining a representative random sample of households, taking into account such issues as those without landlines, those unlisted by choice, new numbers, and those numbers that have been disconnected due to a move or change in residence. The RDD sample was supplemented by cell phones in the proportion that matched the proportion of households that have cell phones only (i.e., households with a cell phone but no landline).

The sample was representative of all Kentucky residents ages 18 and older. The sample also allowed for representative results for the two strata: Kentucky residents in the 16-county elk restoration zone and Kentucky residents who do not reside in the elk restoration zone.

The analysis of data was performed using Statistical Package for the Social Sciences as well as proprietary software developed by Responsive Management. The results were weighted by demographic and geographic characteristics so that the sample was representative of residents in Kentucky as a whole. Throughout this report, findings of the telephone survey are reported at a 95% confidence interval (or higher). For the entire sample of Kentucky residents ages 18 and older, the sampling error is at most plus or minus 2.75 percentage points. Sampling error was calculated based on a sample size of 1,273 and a population size of 3,046,951 Kentucky residents ages 18 years and older.

Crosstabulations were run on many questions, including crosstabulations by residence. For this crosstabulation, respondents were categorized into two groups:

- **elk restoration zone residents:** These are respondents who live in one of the 16 counties within the elk restoration zone in Kentucky.
- **non-zone residents:** These are respondents who live in Kentucky but do not live within the elk restoration zone.

## **AWARENESS AND KNOWLEDGE OF ELK IN KENTUCKY**

- About half of Kentucky residents (51%) are *not* aware that free-roaming, wild elk exist in the 16-county elk restoration zone in southeastern Kentucky.
  - Not surprisingly, elk restoration zone residents are much more likely to be aware that wild elk exist in Kentucky than are non-zone residents: 76% of zone residents are very or somewhat aware wild elk exist in Kentucky compared to 45% of non-zone residents.
  - Those who have hunted *any* game species in Kentucky in the past 5 years are much more likely to be aware that wild elk exist in Kentucky than are those who have not hunted in Kentucky in the past 5 years: 73% of those who have hunted in Kentucky in the past 5 years compared to 42% of those who have not hunted in Kentucky in the past 5 years.
- Most commonly, Kentucky residents indicated they know nothing (47%) about elk in Kentucky; however, about a third (32%) said they know a little.
  - Although elk restoration zone residents are more likely than are non-zone residents to say they know about elk in Kentucky, zone residents most commonly indicated they know a little about elk in Kentucky.
  - Most Kentucky residents do not know how many elk are in southeastern Kentucky; only 3% gave a response at or close to 10,000.
- Most Kentucky residents do not know which agency in Kentucky is responsible for the conservation of wildlife, including elk.
  - About a quarter of respondents (24%) correctly named the Kentucky Department of Fish and Wildlife Resources, and another 6% gave a response that could be correctly identified as the Department.

### **ELK ENCOUNTERS AND TRIPS TO VIEW ELK**

- A large majority of Kentucky residents (75%) have never seen elk anywhere in Kentucky.
  - A majority of elk restoration zone residents (57%) have seen an elk in Kentucky, while a large majority of non-zone residents (79%) have not.
  - Of Kentucky residents who have seen elk in Kentucky, 40% saw elk in southeastern Kentucky.
  
- Most Kentucky residents have never taken a trip in Kentucky for the purpose of viewing elk; meanwhile, 5% have taken an elk-viewing trip.
  - About half of Kentucky residents who have taken a trip in Kentucky for the purpose of viewing elk (53%) have done so in 2010 or 2011.
  - The median amount spent on a trip to view elk in Kentucky is \$50.

### **VALUES ASSOCIATED WITH ELK**

- Large majorities of Kentucky residents rated values associated with the state's economy, the existence of elk, non-consumptive recreation related to elk, and hunting elk as very or somewhat important.
  - Most Kentucky residents (90%) said it is very or somewhat important to them to know that Kentucky benefits economically from tourists who come to watch or photograph elk. Knowing that wild elk exist in Kentucky, that opportunities to watch or photograph elk bring tourists to Kentucky, and that people have the opportunity to watch or photograph elk in Kentucky were each rated as very or somewhat important by 88% of Kentucky residents.
  - A large majority of Kentucky residents (70%) said it is very or somewhat important to them to know that people have the opportunity to hunt elk in southeastern Kentucky.

### **AWARENESS OF AND OPINIONS ON ELK RESTORATION AND MANAGEMENT**

- After being informed that the Kentucky Department of Fish and Wildlife Resources is the agency responsible for conserving fish and wildlife resources and providing opportunities for fishing, hunting, and other wildlife-related recreation in Kentucky, a large majority (72%) said they are satisfied (very or somewhat) with the overall performance of the Department.

- The most common reason given for dissatisfaction with the Department's overall performance is poor management of wildlife or natural resources.
- The majority of Kentucky residents (58%) are not at all aware that the Department has restored elk in 16 counties in southeastern Kentucky. Nonetheless, a substantial percentage of Kentucky residents (40%) are aware elk has been restored in the area.
  - The majority of elk restoration zone residents are aware that the Department has restored elk, while the majority of non-zone residents are not at all aware. It is worth noting, however, that about a third of zone residents (34%) are *not at all* aware that the Department has restored elk in southeastern Kentucky where these respondents live.
- The majority of Kentucky residents (54%) are not at all aware that the Department allows the regulated hunting of free-roaming, wild elk in southeastern Kentucky. Nonetheless, a substantial percentage of Kentucky residents (44%) are aware the Department allows elk hunting.
- A large majority of Kentucky residents (78%) support having free-roaming, wild elk in southeastern Kentucky, with much of that support being *strong* support; only 8% oppose.
  - The most common reason Kentucky residents oppose having elk in southeastern Kentucky is concern about elk-vehicle accidents (38% of those who oppose gave this response), followed by concern about crop or property damage (27%).
- The majority of Kentucky residents (61%) are satisfied with the management of elk in Kentucky.
- After being informed that the current elk population is estimated at 10,000 elk and meets the goal set by the Department for the restoration plan, over half of Kentucky residents (56%) said the elk herd is about the right size; a substantial percentage (19%) said they do not know.

- A large majority of Kentucky residents (80%) think the economic benefits of having elk in southeastern Kentucky should be important to decisions about how the elk population is managed, with 56% saying economic benefits should be *very* important.
- The majority of Kentucky residents (68%) agree that opportunities for both elk watching and elk hunting in southeastern Kentucky are compatible, with 39% *strongly* agreeing.
  - Nearly half of Kentucky residents who disagree that opportunities for both elk watching and elk hunting are compatible (49%) said they disagree because they are opposed to elk hunting, followed by 25% who have general safety concerns.

### **OPINION ON AND PARTICIPATION IN HUNTING**

- A large majority of Kentucky residents (79%) support legal, regulated hunting in Kentucky, with most support being *strong* support.
- The majority of Kentucky residents have never hunted.
- In their most recent year of hunting in Kentucky, the majority of respondents who have ever hunted in Kentucky hunted mostly on private land (64%).

### **OPINIONS ON AND PARTICIPATION IN ELK HUNTING**

- The majority of Kentucky residents (74%) support legal, regulated hunting of elk in Kentucky, with about half (51%) *strongly* supporting elk hunting; nonetheless, a substantial percentage (19%) oppose.
- Kentucky residents were informed that between 800 and 1,000 elk tags are drawn in each year's elk hunting lottery, and a slight majority (54%) think this is about the right number of tags for the lottery.
  - The majority of those who have hunted in Kentucky in the past 5 years (69%) think the number of elk tags drawn each year is about the right number.

- Only 6% of Kentucky residents have personally applied for an elk tag to hunt elk in Kentucky since the elk hunt program began in 2001.
  - About a quarter of those who have hunted any game species in Kentucky in the past 5 years (24%) have personally applied for an elk tag to hunt elk in Kentucky since the elk hunt program began in 2001.
  - Most commonly, Kentucky residents who have applied for an elk tag in Kentucky indicated that hunting elk for the meat is the single most important reason they applied for an elk tag.
  
- Only 16% of Kentucky residents who have applied for an elk tag have personally hunted elk in Kentucky.
  
- The large majority of Kentucky residents who have applied for an elk tag (81%) said they would be willing to pay for hunting access to private land that has elk if they were drawn for an elk tag.
  - The majority of Kentucky residents willing to pay for hunting access to private land that has elk gave an amount less than \$500. The median amount Kentucky residents are willing to pay for hunting access to private land is \$100.
  
- Harvesting a trophy/large-antlered elk or a bull/male elk is important to those who have applied for an elk tag to hunt elk in Kentucky.
  - When asked to indicate how important values related to elk hunting are, an overwhelming majority of Kentucky residents who have applied for an elk tag (91%) said being able to harvest a bull or male elk is very or somewhat important to them, followed by being able to harvest a trophy or large-antlered elk (89%) and being able to harvest *any* elk (86%).
  - Kentucky residents who have applied for an elk tag were read three options for hunting elk in Kentucky and were asked to indicate which option they most prefer. Most commonly, those who have applied for an elk tag most prefer waiting for the opportunity to harvest a trophy elk: 33% gave this response. Substantial percentages prefer harvesting any elk (28%) or any bull (24%) in the first few hunting days or trips.

- The large majority of Kentucky residents who have applied for an elk tag to hunt elk in Kentucky also support management for trophy or large-antlered elk; support decreased only slightly when respondents were asked about management for trophy elk even if it meant that fewer hunters would be able to harvest a bull elk.

## **LAND OWNERSHIP AND HUNTING ON THE LAND**

- Nearly half of Kentucky residents (46%) own land in Kentucky.
  - Elk restoration zone residents are more likely than are non-zone residents to own land in Kentucky: 61% of zone residents compared to 45% of non-zone residents.
  - Nearly half of Kentucky residents who own land (49%) own less than 5 acres. The median amount of land owned is 4 acres.
- Most commonly, Kentucky residents who own land (9%) indicated that the largest tract of land they own is located within Jefferson County, followed by Hardin, Campbell, Fayette, and Warren Counties (3% each).
  - Of those who own land in Kentucky, 16% said their largest tract of land is located in one of the 16 counties included in the elk restoration zone.
  - The majority of Kentucky residents who own land in a county located within the elk restoration zone (73%) have *not* seen an elk on the tract of land; nonetheless, nearly a quarter (23%) have seen an elk on the land.
- Only 2% of Kentucky residents who own land in a county located within the elk restoration zone personally hunt elk on the land.
  - A slightly higher percentage (9%) allow others to hunt elk on the land.

## **PROBLEMS WITH ELK AND THE KENTUCKY DEPARTMENT OF FISH AND WILDLIFE RESOURCES' RESPONSE TO PROBLEMS**

- Nearly all Kentucky residents have *not* experienced any problems with elk in the past 5 years; however, 3% of elk restoration zone residents have experienced problems with elk in the past 5 years.

- The majority of Kentucky residents who have experienced problems with elk in the past 5 years (61%) have had a vehicular collision with elk or damage to their vehicle caused by elk; approximately a third (35%) have had damage to their property, such as fences or other structures.

#### **VIEWING OF *KENTUCKY AFIELD***

- More than half of Kentucky residents (57%) have watched *Kentucky Afield*, the Department's television program.
  - More than a third of all respondents (36%) watch *Kentucky Afield* at least once a month.

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## **INTRODUCTION AND METHODOLOGY**

The Kentucky Department of Fish and Wildlife Resources (hereinafter referred to as “the Department”), in partnership with the Rocky Mountain Elk Foundation, established a 16-county elk restoration zone in 1997. Since the release of the first seven elk, which were captured in western Kansas and relocated, the number of elk in Kentucky has reached the target goal of 10,000. The restoration efforts have proven so successful that the Department achieved its elk population goals 11 years ahead of schedule and translocation efforts were discontinued in 2002. Elk populations are thriving in Kentucky’s restoration zone, and liberal hunting opportunities outside the restoration zone are helping to keep the populations confined to the 16-county elk restoration zone. In fact, successful breeding, high calf survival rates, and a lack of predation have resulted in Kentucky boasting the largest free-ranging, wild elk herds east of Montana.

This study was conducted for the Department to determine public perceptions regarding and support for the free-ranging elk herd that has been established across the 16-county elk restoration zone in southeastern Kentucky. The study entailed a telephone survey of two groups of Kentucky residents: (1) residents in the 16-county elk restoration zone and (2) residents who do not reside in the elk restoration zone. Specifically, this study was designed to achieve the following:

- Determine the level of knowledge and awareness Kentucky residents have regarding location and size of the elk herd
- Assess elk hunting and wildlife viewing opportunities
- Identify elk-human conflict and nuisance issues
- Assess public opinion on and satisfaction with the Department’s management of elk in Kentucky
- Measure public support for or opposition to elk restoration efforts

Counties included in the restoration zone are Bell, Breathitt, Clay, Floyd, Harlan, Johnson, Knott, Knox, Leslie, Letcher, Magoffin, Martin, McCreary, Perry, Pike, and Whitley.

Specific aspects of the research methodology are discussed below.

## **USE OF TELEPHONES FOR THE SURVEY**

For the survey, telephones were selected as the preferred sampling medium because of the almost universal ownership of telephones among Kentucky residents (both landlines and cell phones were called). Additionally, telephone surveys, relative to mail or Internet surveys, allow for more scientific sampling and data collection, provide higher quality data, obtain higher response rates, are more timely, and are more cost-effective. Telephone surveys also have fewer negative effects on the environment than do mail surveys because of reduced use of paper and reduced energy consumption for delivering and returning the questionnaires.

## **QUESTIONNAIRE DESIGN**

The telephone survey questionnaire was developed cooperatively by Responsive Management and the Kentucky Department of Fish and Wildlife Resources, based on the research team's familiarity with public opinions on natural resource, fish and wildlife, and outdoor recreation issues, as well as fish and wildlife management. Responsive Management conducted pre-tests of the questionnaire to ensure proper wording, flow, and logic in the survey.

## **SURVEY SAMPLE**

The sampling methodology entailed Random Digit Dialing (RDD), which ensures that all households with telephones have an equal chance of being called to participate in the survey. RDD is the best methodology for maintaining a representative random sample of households, taking into account such issues as those without landlines, those unlisted by choice, new numbers, and those numbers that have been disconnected due to a move or change in residence. In this sense, RDD sampling helps to produce representative, scientifically defensible survey data, unlike samples drawn from telephone directories or other lists, which tend to under-represent unlisted households. The RDD sample was supplemented by cell phones in the proportion that matched the proportion of households that have cell phones only (i.e., households with a cell phone but no landline).

The sample was representative of all Kentucky residents ages 18 and older. The sample also allowed for representative results for the two strata: Kentucky residents in the 16-county elk restoration zone and Kentucky residents who do not reside in the elk restoration zone.

## **TELEPHONE INTERVIEWING FACILITIES**

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 outdoor recreation and natural resources.

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 a project briefing 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 questionnaire, reading of the survey questions, skip patterns, and probing and clarifying techniques necessary for specific questions on the survey questionnaire.

## **INTERVIEWING DATES AND TIMES**

Telephone surveying times are Monday through Friday from 9:00 a.m. to 9:00 p.m., Saturday from 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 June 2011.

## **TELEPHONE SURVEY DATA COLLECTION AND QUALITY CONTROL**

The software used for data collection was Questionnaire Programming Language (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 questionnaire 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 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. The survey questionnaire itself contains error checkers and computation statements to ensure quality and consistent 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.

Responsive Management obtained a total of 1,273 completed interviews. The total sample size on some questions is less than 1,273 because the survey asked some questions only of specific respondents in the survey. In particular, this was done when a follow-up question did not apply to some respondents. For instance, only those who owned land in the 16-county elk restoration zone were asked follow-up questions about elk hunting on that land.

## **DATA ANALYSIS**

The analysis of data was performed using Statistical Package for the Social Sciences as well as proprietary software developed by Responsive Management. The results were weighted by demographic and geographic characteristics so that the sample was representative of residents in Kentucky as a whole.

On questions that asked respondents to provide a number (e.g., number of elk in southeastern Kentucky), the graph shows ranges of numbers rather than the precise numbers. Nonetheless, in the survey each respondent provided a precise number, and the dataset includes this precise number, even if the graph only shows ranges of numbers. Note that the calculation of means and medians used the precise numbers that the respondents provided.

Crosstabulations were run on many questions, including crosstabulations by residence. For this crosstabulation, respondents were categorized into two groups:

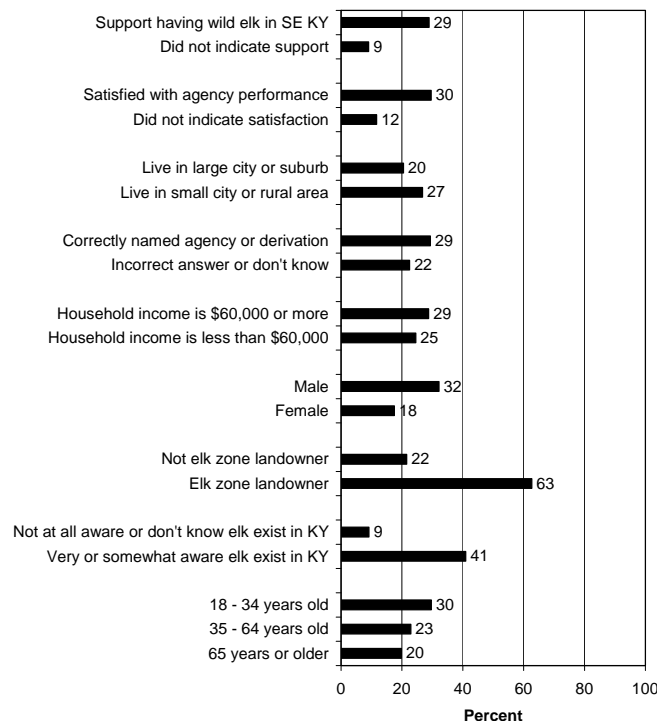
- **elk restoration zone residents:** These are respondents who live in one of the 16 counties within the elk restoration zone in Kentucky.

- **non-zone residents:** These are respondents who live in Kentucky but do not live within the elk restoration zone.

Other crosstabulations were run, as appropriate, as part of the analysis. These crosstabulations are indicated on the graphs and include those who have hunted in Kentucky in the past 5 years and those who have not.

Additional analyses were run to examine how various responses related to specific behavioral, participatory, and demographic characteristics, including awareness of wild elk, support for having wild elk in southeastern Kentucky, satisfaction with Department's performance, income, gender, age, and more. These relationships are shown in graphs, which indicate the percent of those in different behavioral, participatory, and demographic groups (shown on the left of the graph) who gave the response shown in the title of the graph. For example, the graph shown below (also shown on page 26), indicates that 29% of those who support having wild elk in southeastern Kentucky have seen elk in Kentucky.

**Percent of group who have seen elk in Kentucky.**



## SAMPLING ERROR

Throughout this report, findings of the telephone survey are reported at a 95% confidence interval (or higher). For the entire sample of Kentucky residents ages 18 and older, the sampling error is at most plus or minus 2.75 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 2.75 percentage points of each other. Sampling error was calculated using the formula described below, with a sample size of 1,273 and a population size of 3,046,951 Kentucky residents ages 18 years and older.

### Sampling Error Equation

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

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).

## NOTES ON READING THE REPORT

In examining the results, it is important to be aware that the questionnaire included several types of questions:

- Open-ended questions are those in which no answer set is read to the respondents; rather, they can respond with anything that comes to mind from the question.
- Closed-ended questions have an answer set from which to choose.
- Some questions allow only a single response, while other questions allow respondents to give more than one response or choose all that apply. Those that allow more than a single response are indicated on the graphs with the label, "Multiple Responses Allowed."
- Many closed-ended questions (but not all) are in a scale, such as very important-somewhat important-not at all important.

- Some questions are part of a series, and the results are primarily intended to be examined relative to the other questions in that series (although results of the questions individually can also be valuable). Typically, results of questions in a series are shown on a single graph.

Some graphs show an average, either the mean or median (or both). The mean is simply the sum of all numbers divided by the number of respondents. Because outliers (extremely high or low numbers relative to most of the other responses) may skew the mean, the median may be shown. The median is the number at which half the sample is above and the other half is below. In other words, a median of 150 means that half the sample gave an answer of more than 150 and the other half gave an answer of less than 150.

Most graphs show results rounded to the nearest integer; however, all data are stored in decimal format, and all calculations are performed on unrounded numbers. For this reason, some results may not sum to exactly 100% because of this rounding on the graphs. Additionally, rounding 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).

Finally, some graphs pertain to more than one section of the report, so these graphs are discussed in more than one section of the report. In these instances when the graph is discussed in more than one section, the graph is only shown in one section with a call-out in the other section indicating where the graph is located.

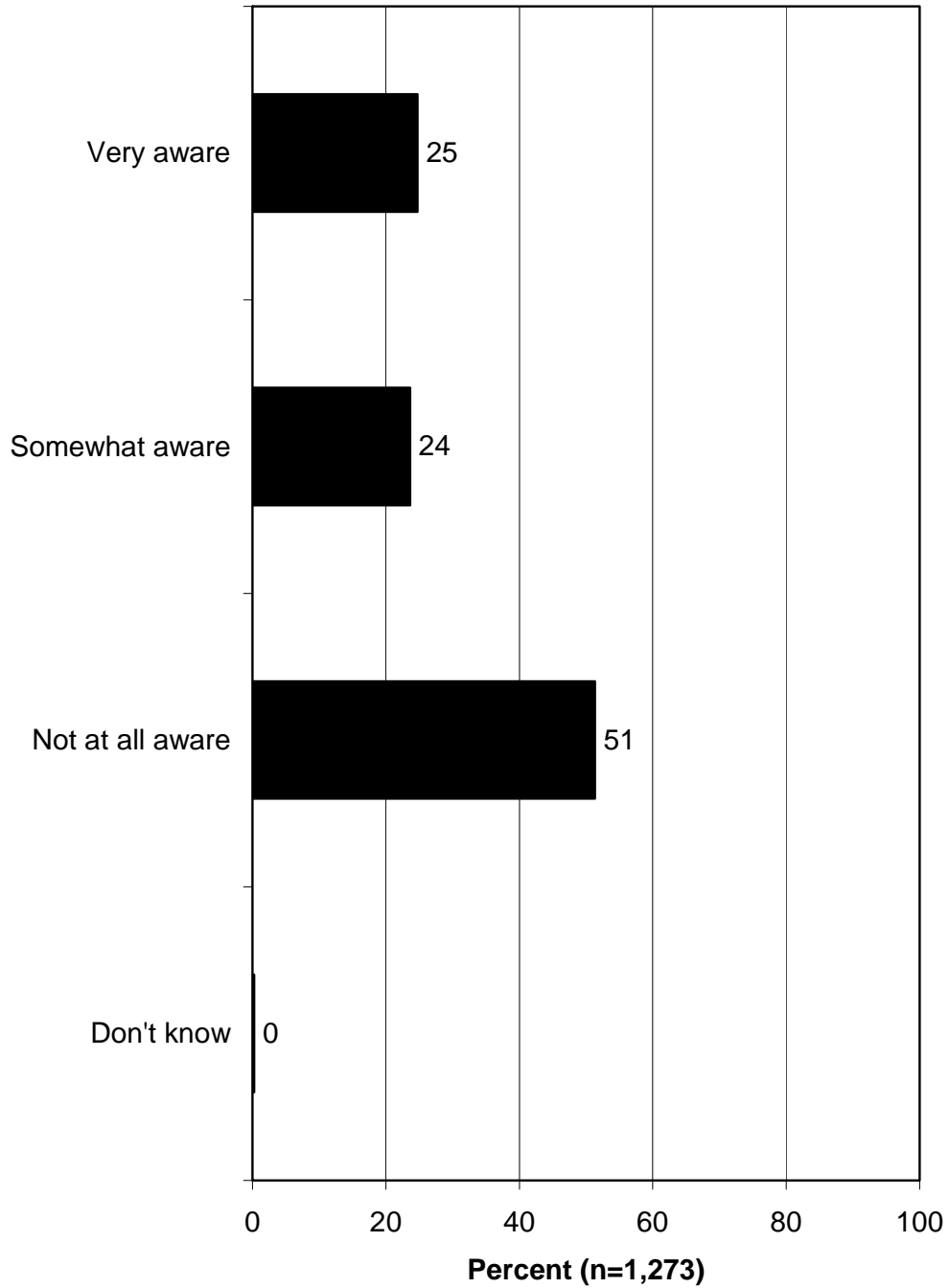
## AWARENESS AND KNOWLEDGE OF ELK IN KENTUCKY

- About half of Kentucky residents (51%) are *not* aware that free-roaming, wild elk exist in the 16-county elk restoration zone in southeastern Kentucky.
  - In a related question, 58% of Kentucky residents are not at all aware that the Kentucky Department of Fish and Wildlife Resources has restored elk in 16 counties in southeastern Kentucky. (This graph is shown in the section of this report titled, “Awareness of and Opinions on Elk Restoration and Management.”)
  - Not surprisingly, elk restoration zone residents are much more likely to be aware that wild elk exist in Kentucky than are non-zone residents: 76% of zone residents are very or somewhat aware wild elk exist in Kentucky compared to 45% of non-zone residents.
  - Those who have hunted *any* game species in Kentucky in the past 5 years are much more likely to be aware that wild elk exist in Kentucky than are those who have not hunted in Kentucky in the past 5 years: 73% of those who have hunted in Kentucky in the past 5 years compared to 42% of those who have not hunted in Kentucky in the past 5 years.
  
- Most commonly, Kentucky residents indicated they know nothing (47%) about elk in Kentucky; however, about a third (32%) said they know a little.
  - Although elk restoration zone residents are more likely than are non-zone residents to say they know about elk in Kentucky, zone residents most commonly indicated they know a little about elk in Kentucky and are only slightly more likely to know a moderate amount or a great deal.
  - In 2009, the elk herd in Kentucky reached the restoration program’s goal of 10,000 animals. Most Kentucky residents do not know how many elk are in southeastern Kentucky. When asked, slightly more than half of Kentucky residents (52%) said they do not know how many elk are in southeastern Kentucky and 41% gave an estimate of less than 8,000 elk. Only 3% gave a response at or close to 10,000.
  
- Most Kentucky residents do not know which agency in Kentucky is responsible for the conservation of wildlife, including elk.
  - About a quarter of respondents (24%) correctly named the Kentucky Department of Fish and Wildlife Resources as the agency that is responsible for the conservation of wildlife

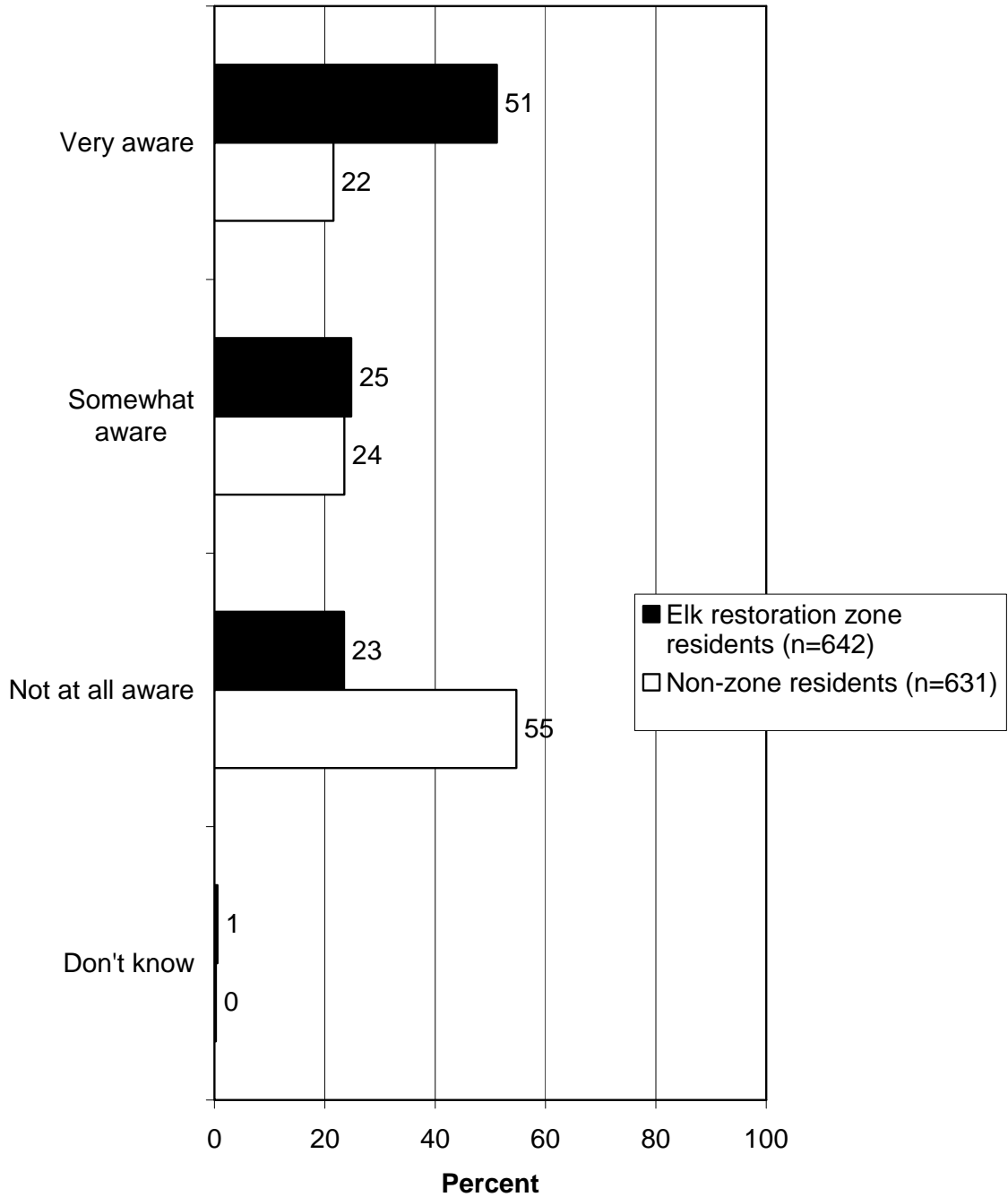
in Kentucky, and another 6% gave a response that, although not exact, could be correctly identified as the Department.

- There were no major differences between elk restoration zone residents and non-zone residents in knowledge of which agency is responsible for conservation of wildlife.

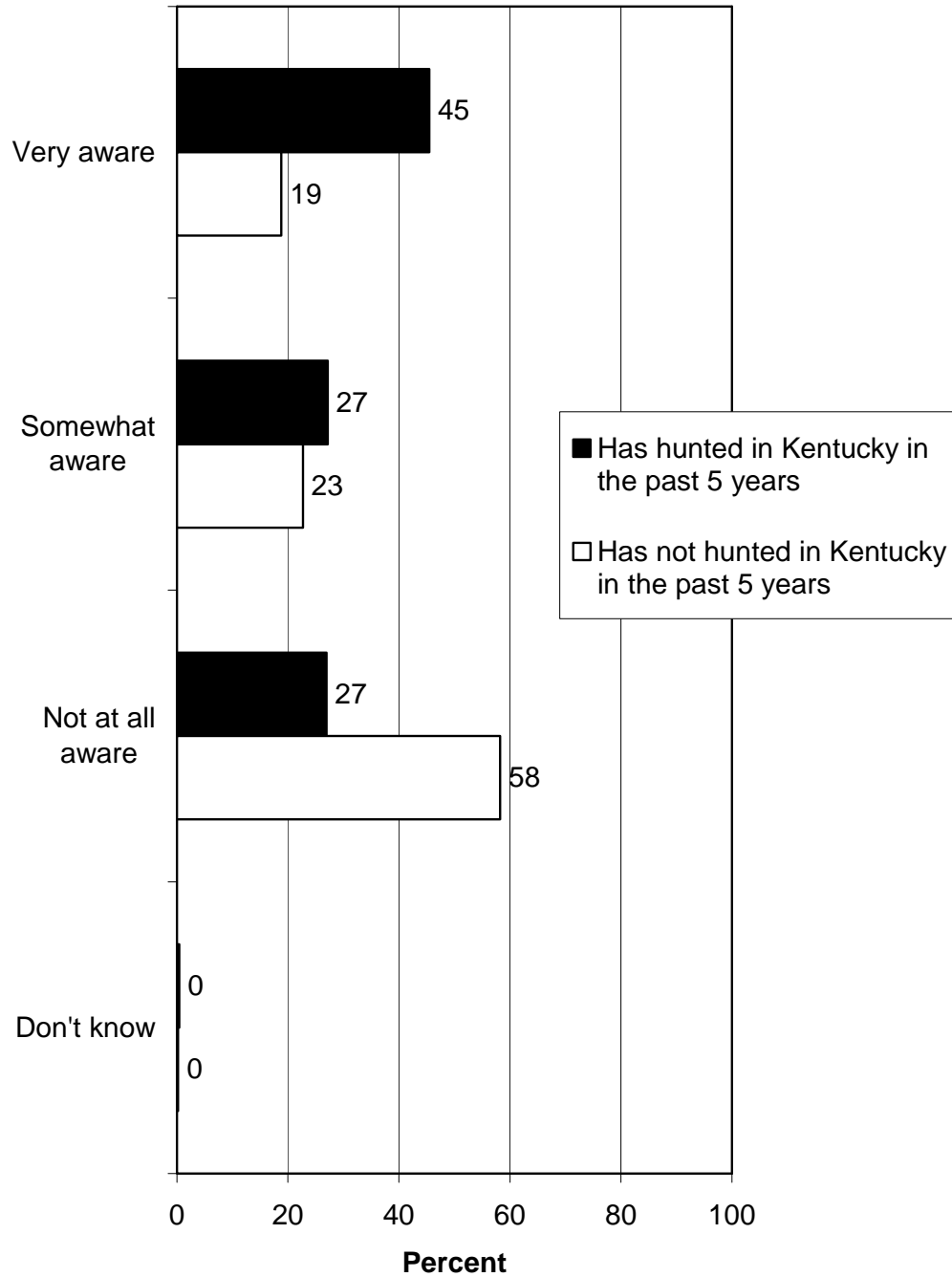
**Q7. Prior to this survey, how aware were you that free-roaming, wild elk exist in 16 southeastern Kentucky counties?**



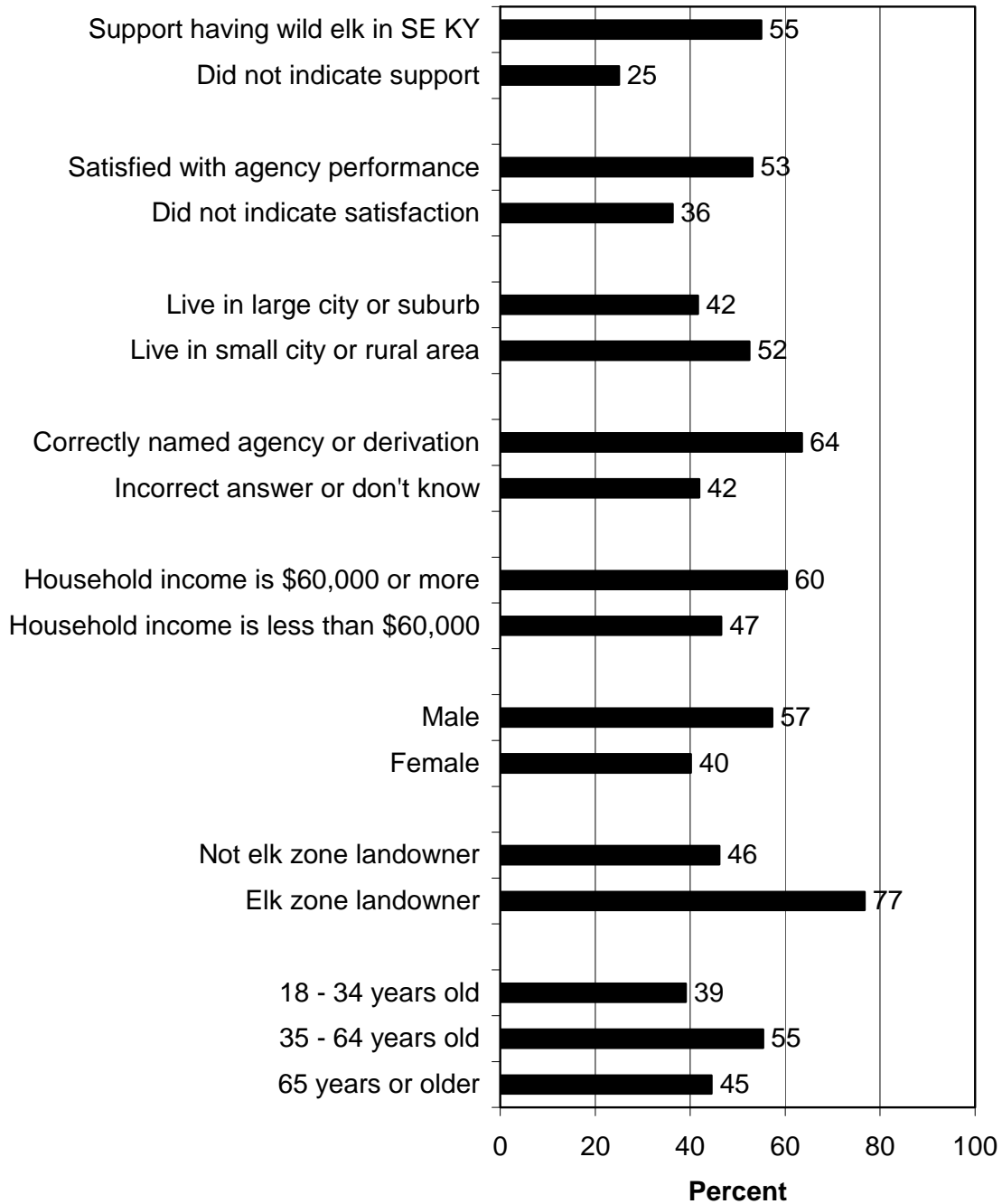
**Q7. Prior to this survey, how aware were you that free-roaming, wild elk exist in 16 southeastern Kentucky counties?**



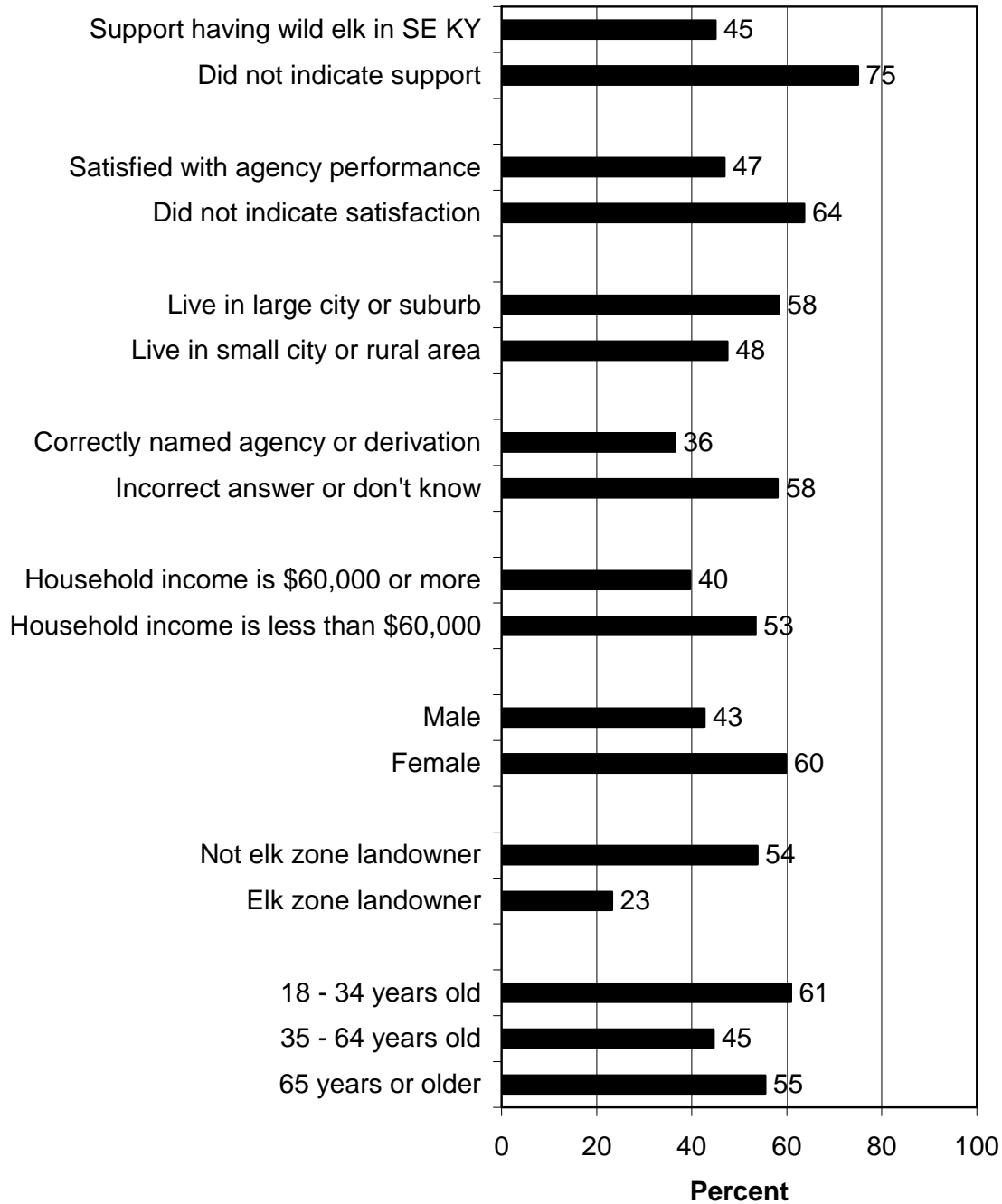
**Q7. Prior to this survey, how aware were you that free-roaming, wild elk exist in 16 southeastern Kentucky counties?**



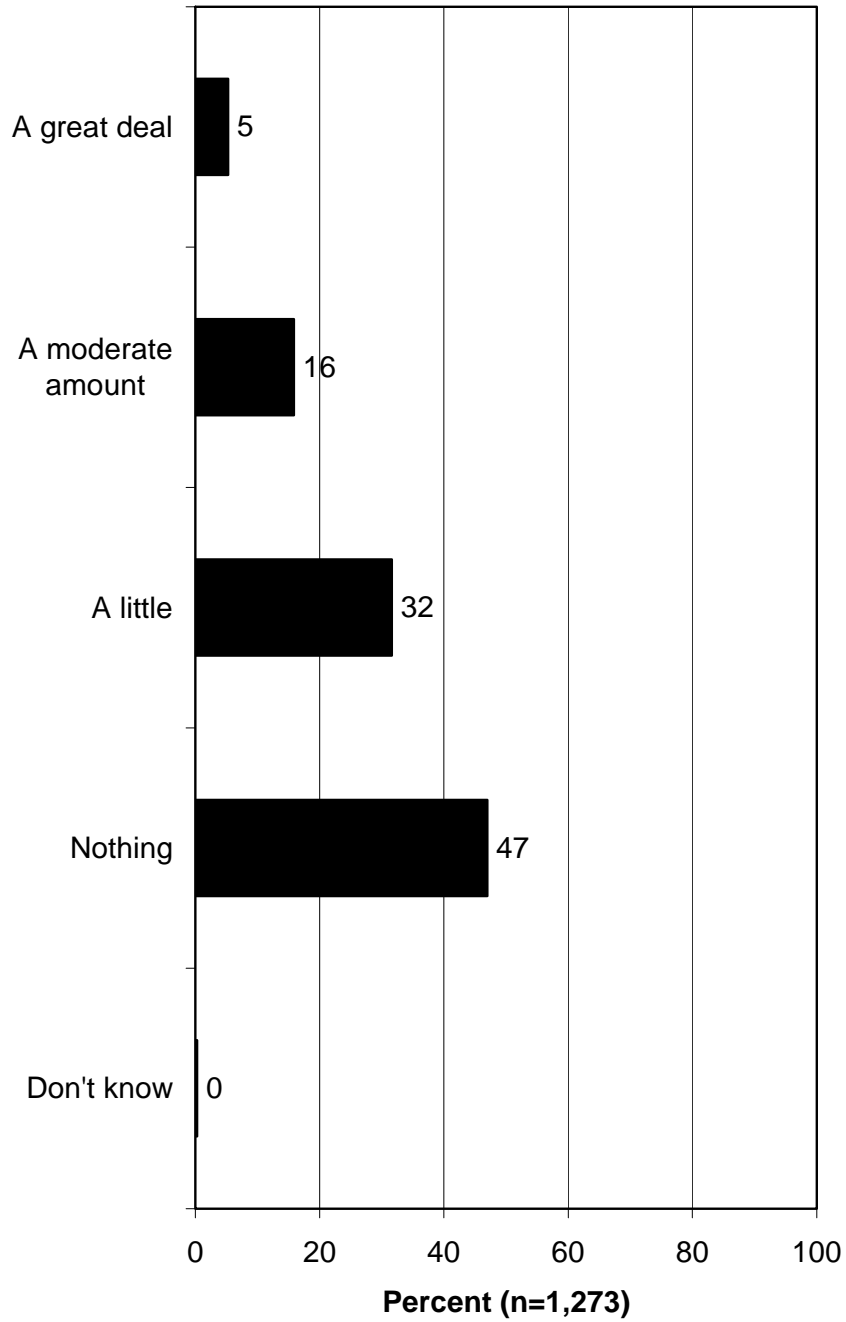
**Percent of group who were very or somewhat aware that free-roaming, wild elk exist in 16 southeastern Kentucky counties.**



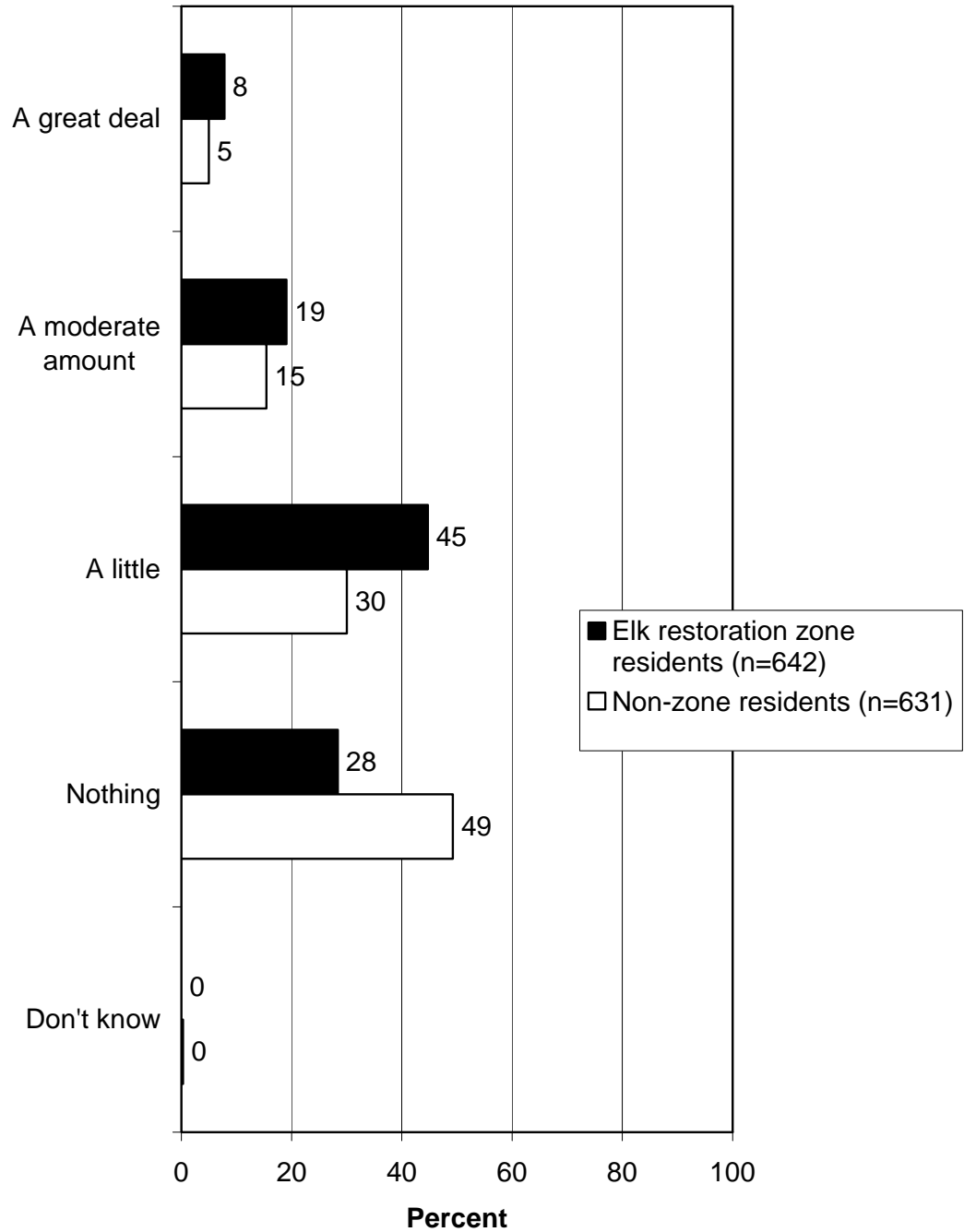
**Percent of group who were not at all aware that free-roaming, wild elk exist in 16 southeastern Kentucky counties.**



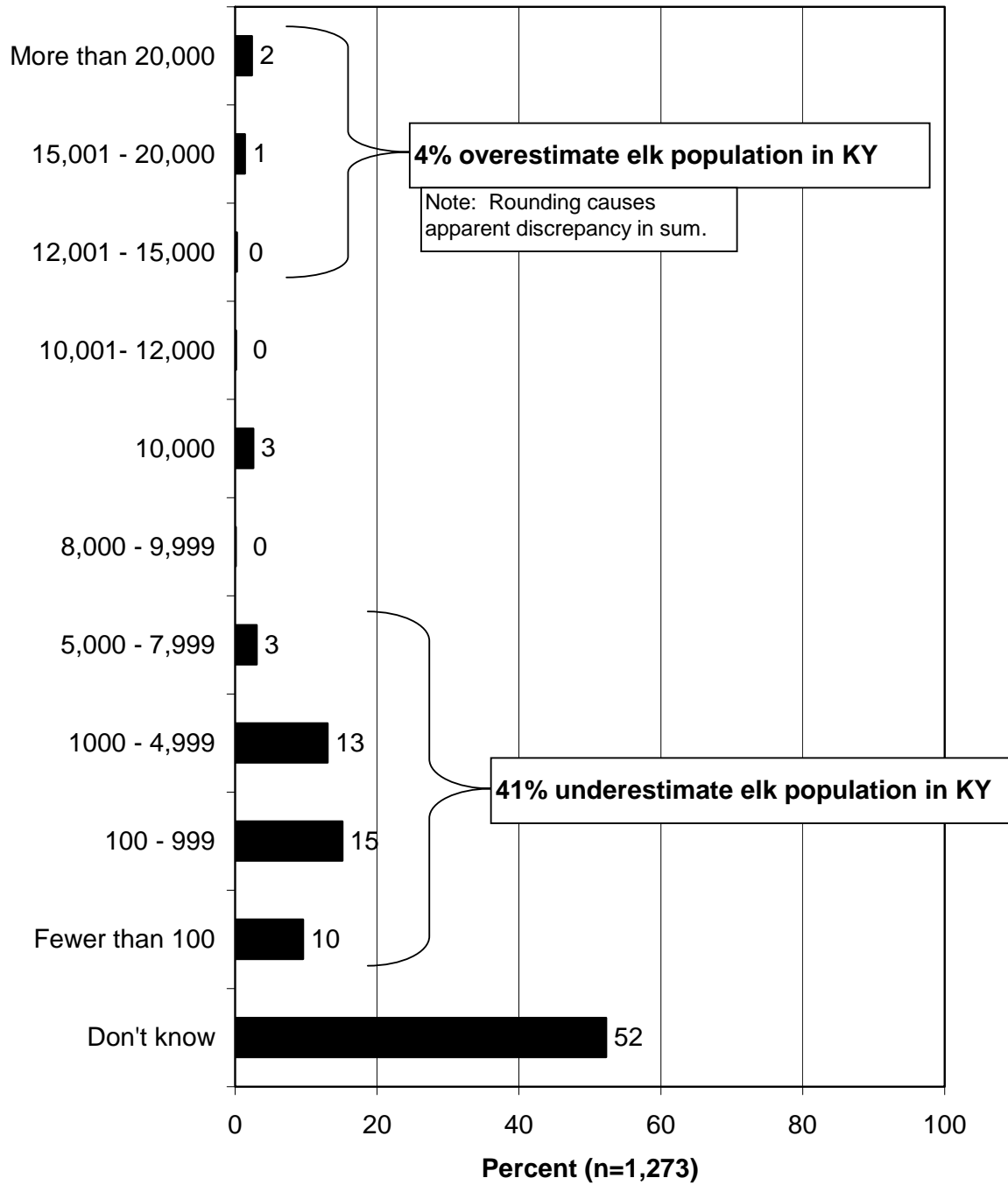
**Q9. Would you say you know a great deal, a moderate amount, a little, or nothing about elk in Kentucky?**



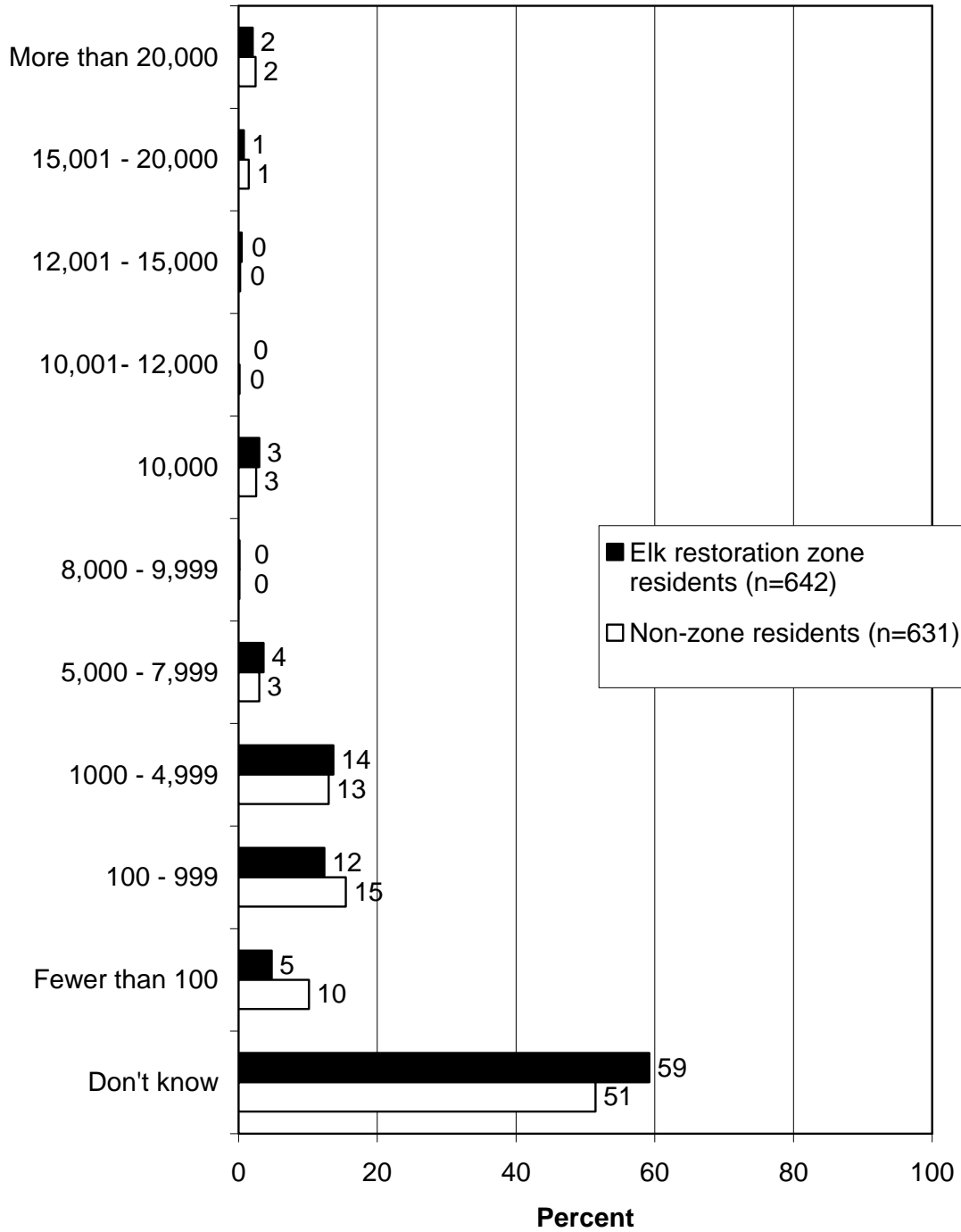
**Q9. Would you say you know a great deal, a moderate amount, a little, or nothing about elk in Kentucky?**



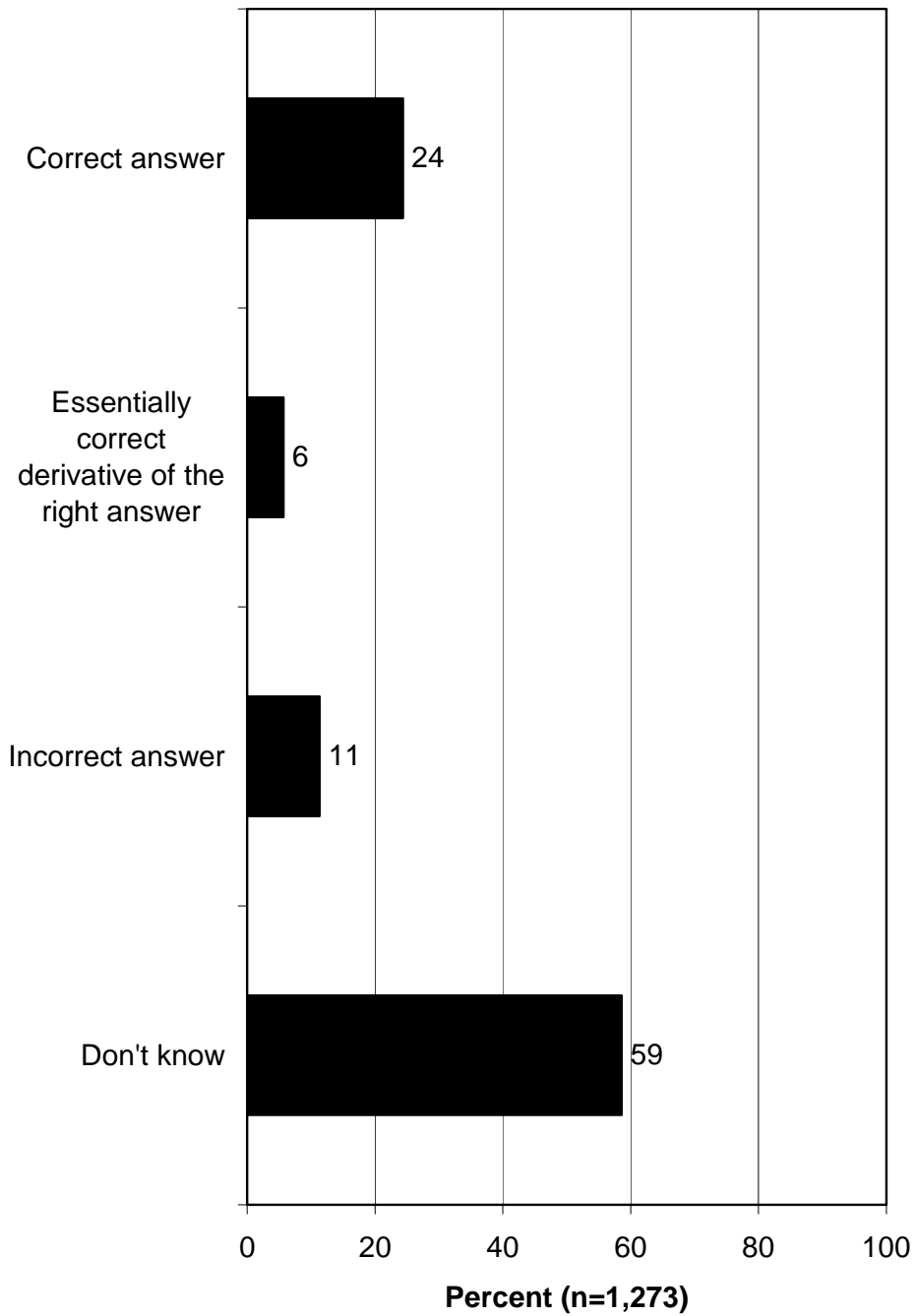
### Q22. About how many elk total would you say there are in southeastern Kentucky?



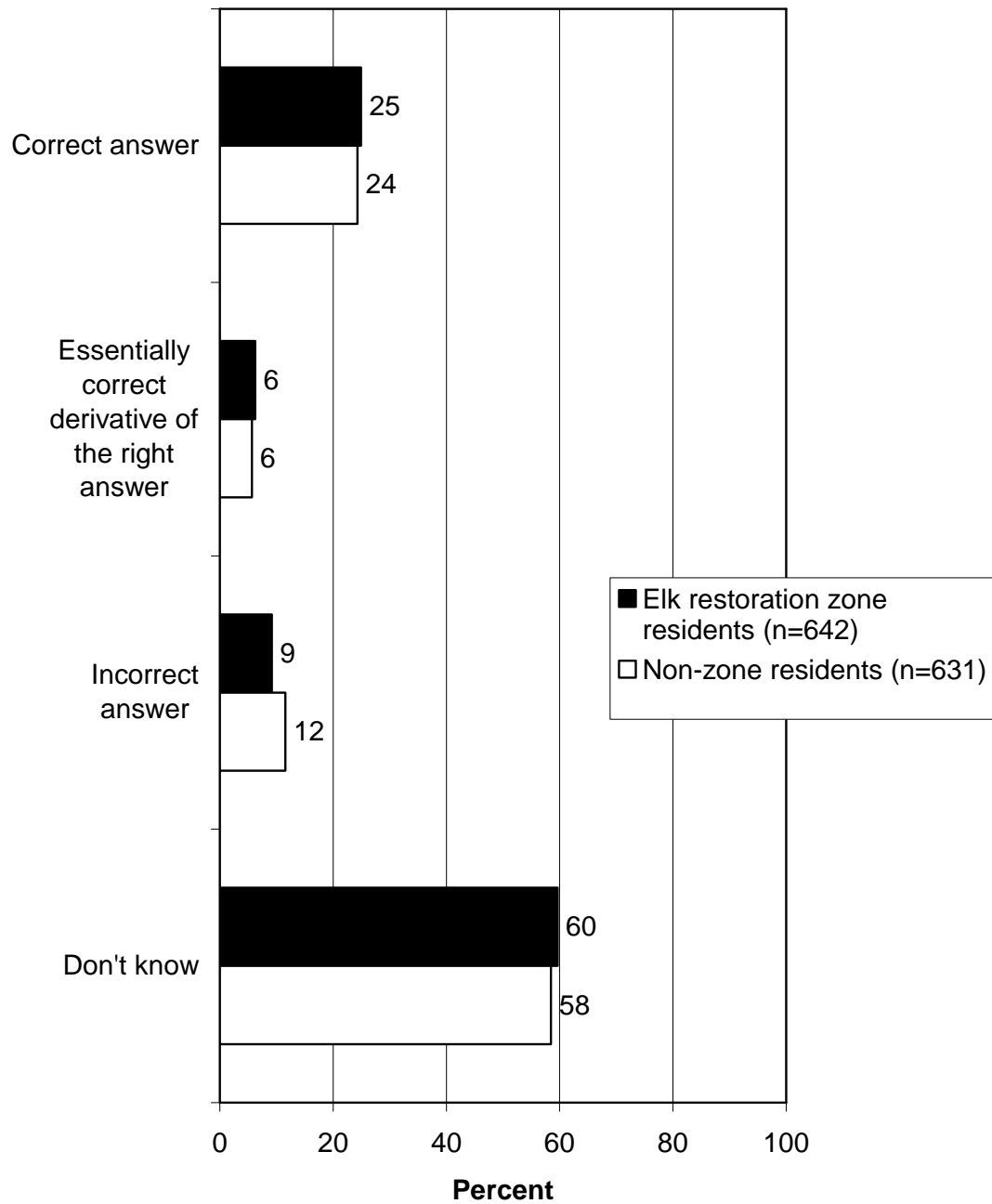
**Q22. About how many elk total would you say there are in southeastern Kentucky?**



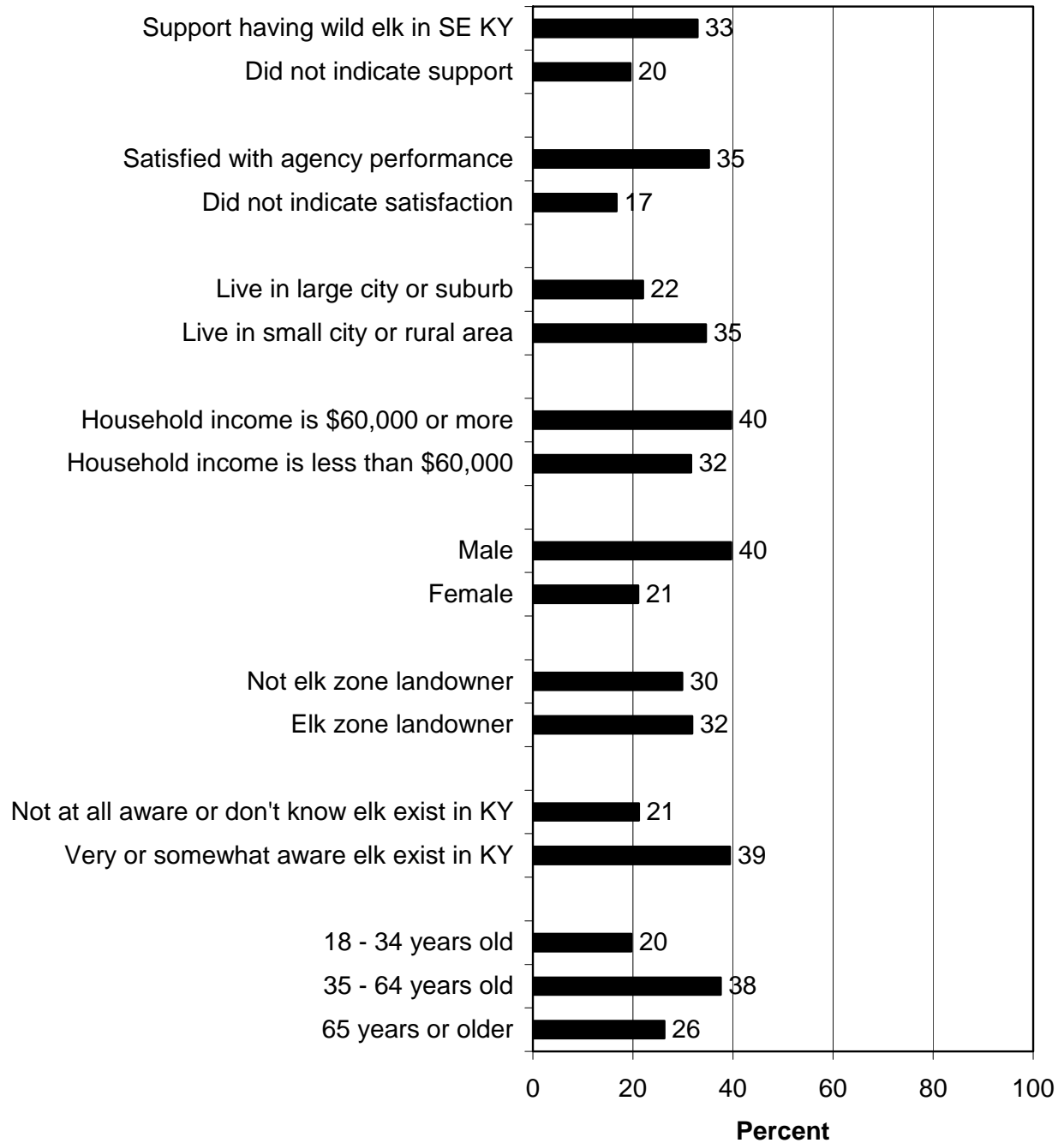
**Q25. Can you tell me which agency in Kentucky is responsible for the conservation of wildlife, including elk?**



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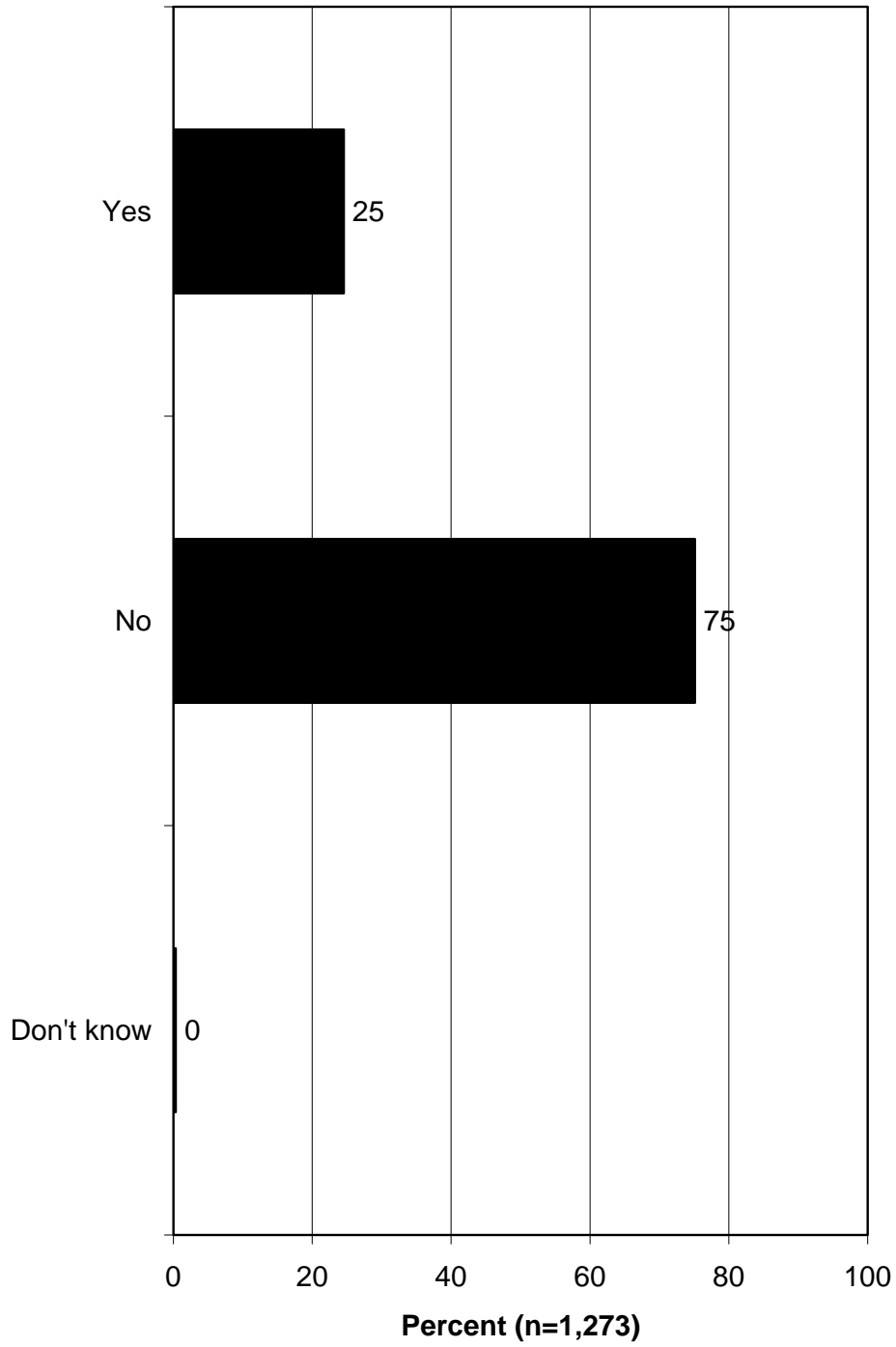
**Percent of group who correctly named agency (or gave close derivative) that is responsible for the conservation of wildlife.**



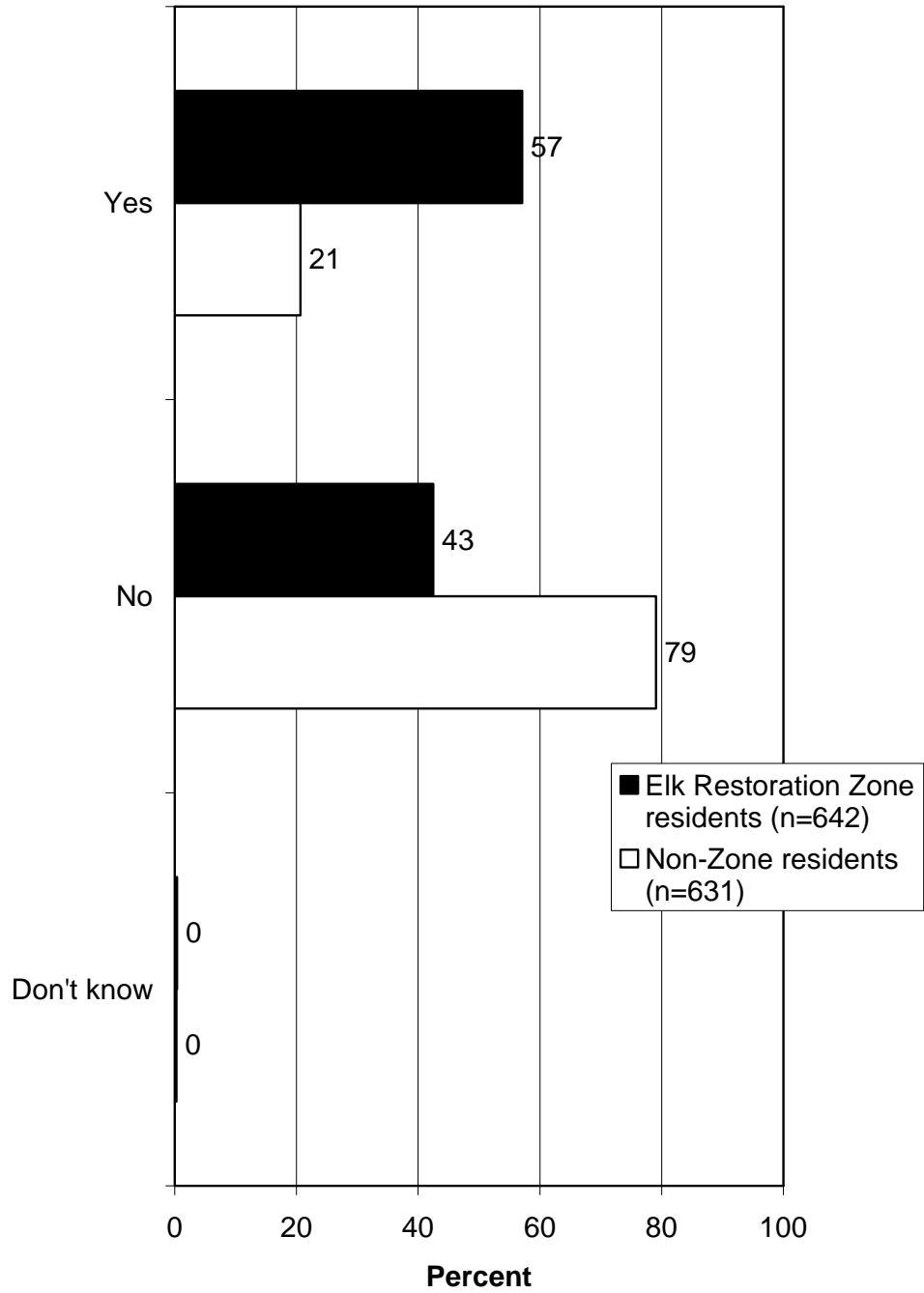
## ELK ENCOUNTERS AND TRIPS TO VIEW ELK

- A large majority of Kentucky residents (75%) have never seen elk anywhere in Kentucky.
  - A majority of elk restoration zone residents (57%) have seen an elk in Kentucky, while a large majority of non-zone residents (79%) have not.
  - Those who have hunted any game species in Kentucky in the past 5 years are much more likely than are those who have not hunted in Kentucky in the past 5 years to have seen an elk in Kentucky: 45% of those who have hunted in Kentucky in the past 5 years compared to 19% of those who have not hunted in Kentucky in the past 5 years.
    - Note that respondents were asked about *ever* seeing an elk anywhere in Kentucky rather than specifically about while hunting; elk sightings may or may not have occurred while hunting.
  - Of Kentucky residents who have seen elk in Kentucky, 40% saw elk in southeastern Kentucky.
    - Among elk restoration zone residents who have seen elk in Kentucky, 22% have seen elk around their home or in their neighborhood.
    - In a related question, 23% of those who own land in a county located within the elk restoration zone have seen elk on their land. (This graph is shown in the section of this report titled, “Land Ownership and Hunting on the Land.”)
  
- Most Kentucky residents have never taken a trip in Kentucky for the purpose of viewing elk; meanwhile, 5% have taken an elk-viewing trip.
  - Elk restoration zone residents are slightly more likely to have taken a trip to view elk in Kentucky: 12% of zone residents have taken a trip to view elk compared to 4% of non-zone residents.
  - About half of Kentucky residents who have taken a trip in Kentucky for the purpose of viewing elk (53%) have done so in 2010 or 2011.
  - Most commonly, those who have taken a trip in Kentucky to view elk spent less than \$100 (44%) on their most recent trip. The median amount spent on a trip to view elk in Kentucky is \$50.

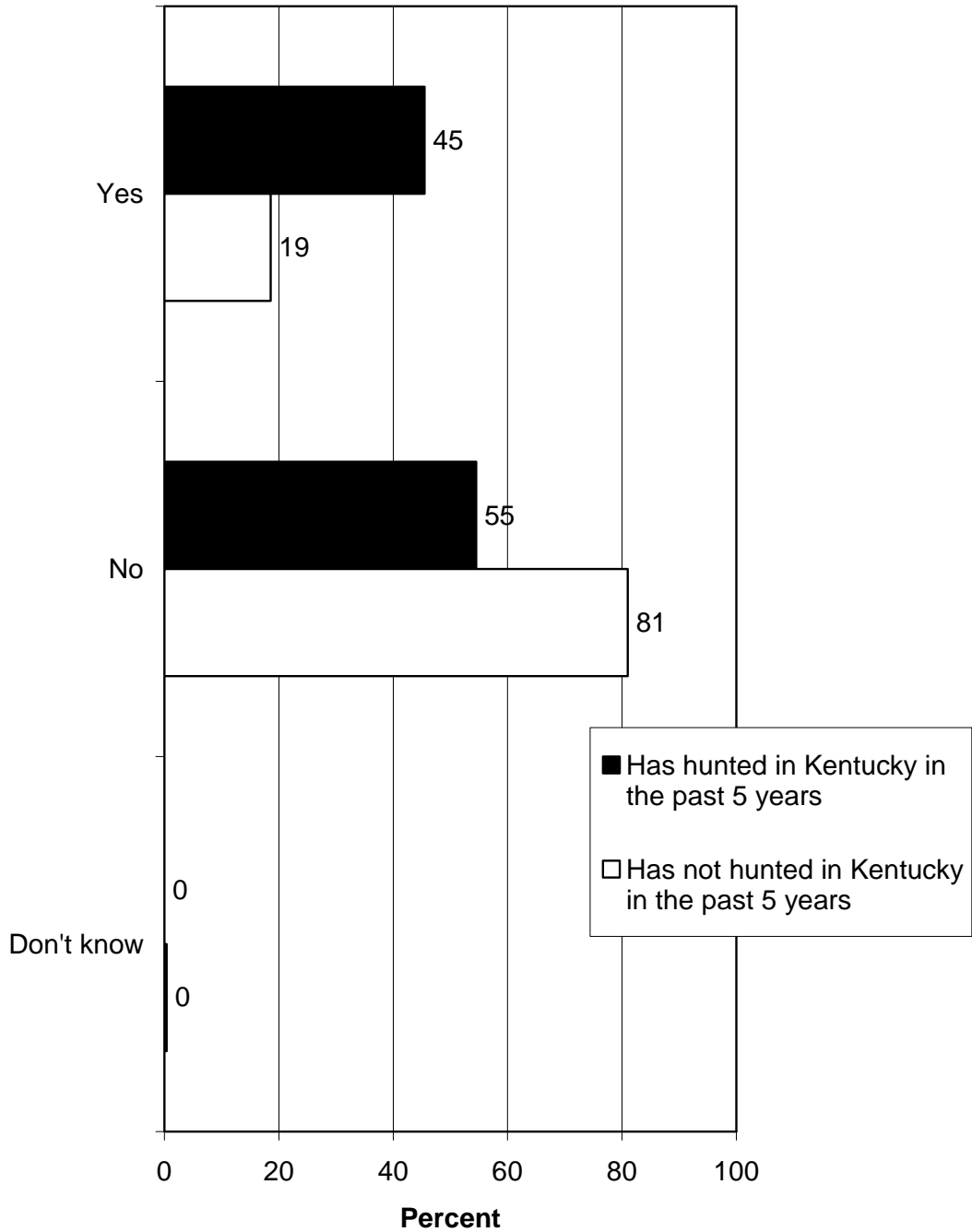
**Q10. Have you ever seen elk anywhere in Kentucky?**



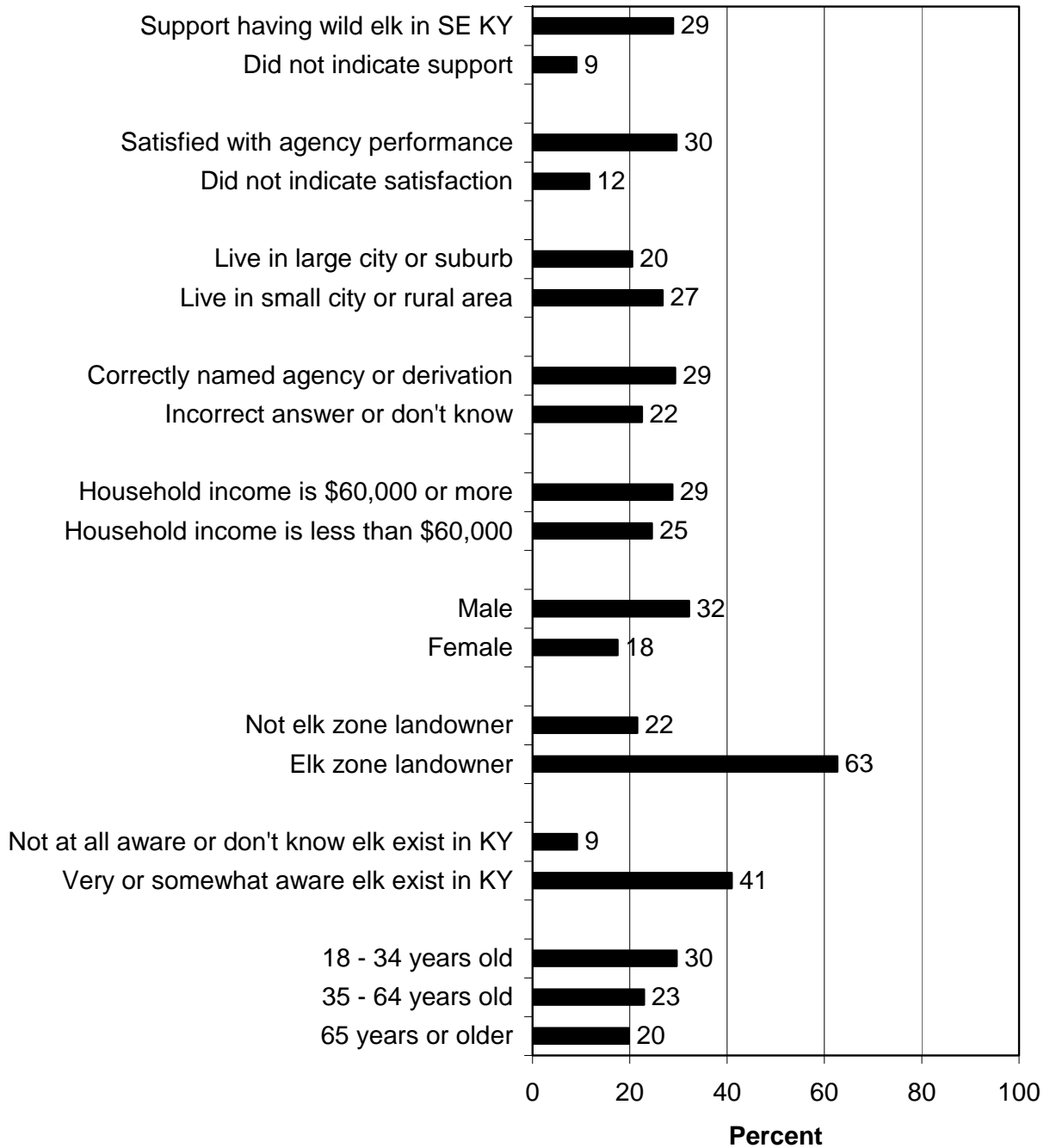
### Q10. Have you ever seen elk anywhere in Kentucky?



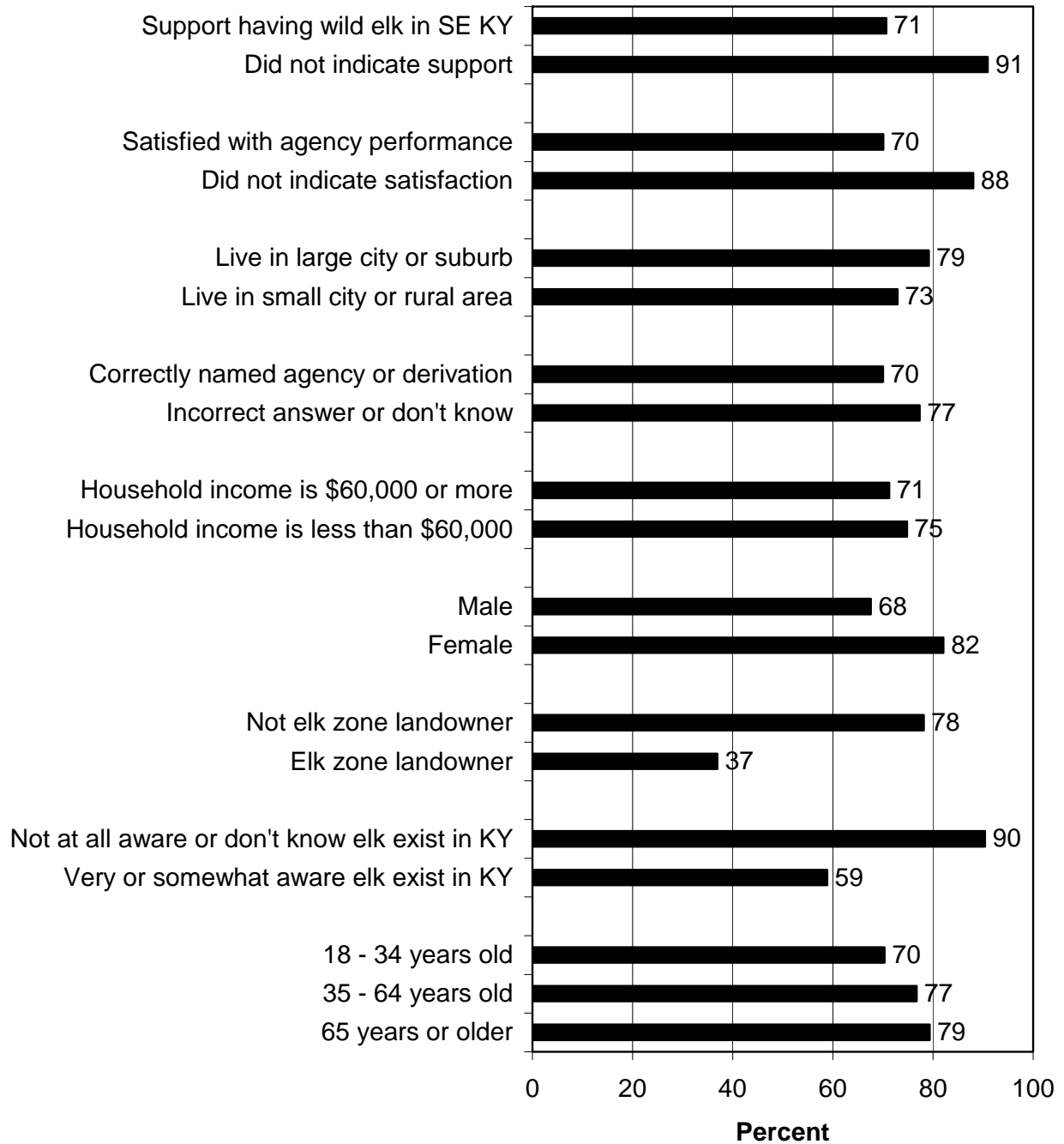
### Q10. Have you ever seen elk anywhere in Kentucky?



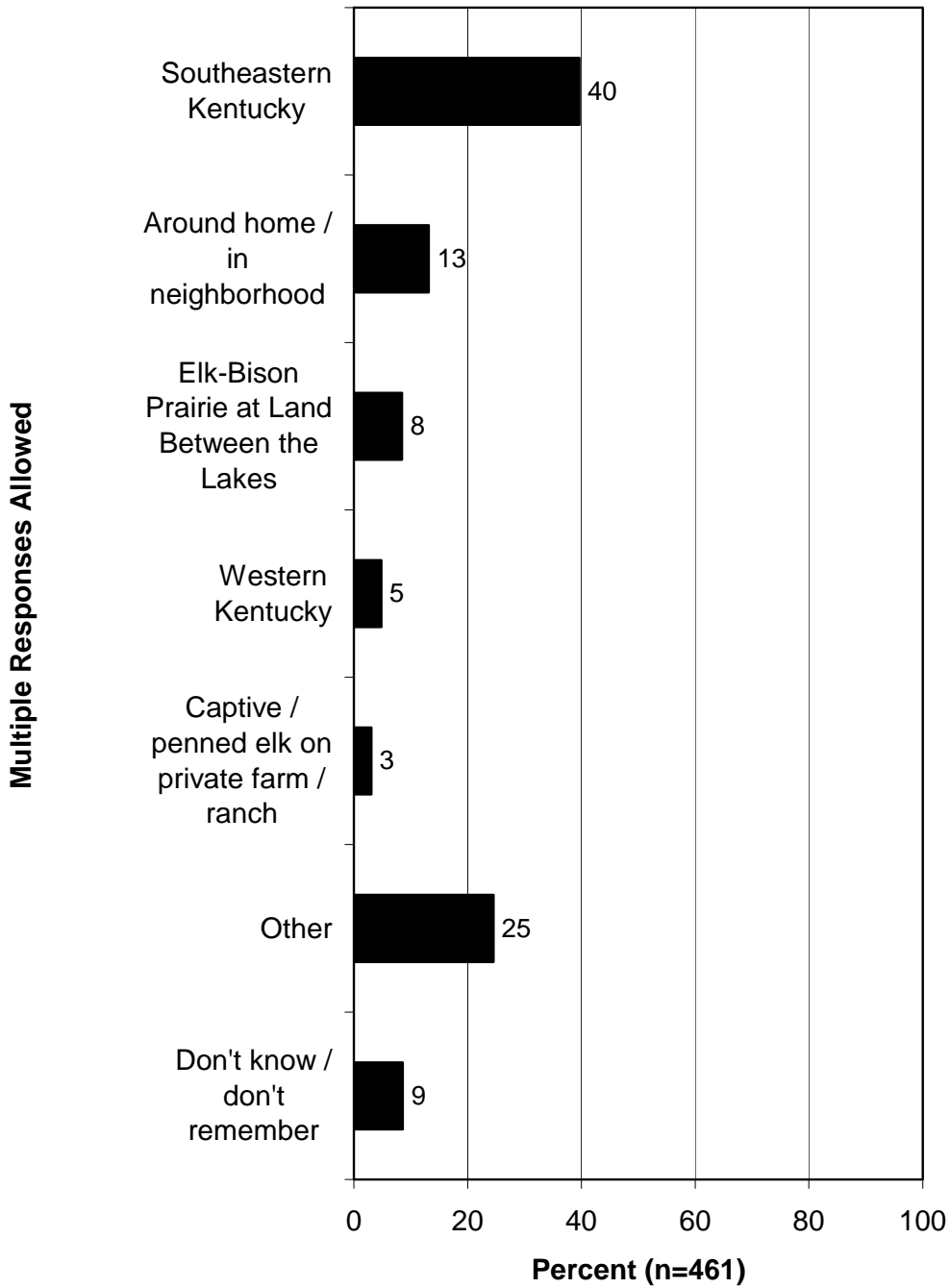
### Percent of group who have seen elk in Kentucky.



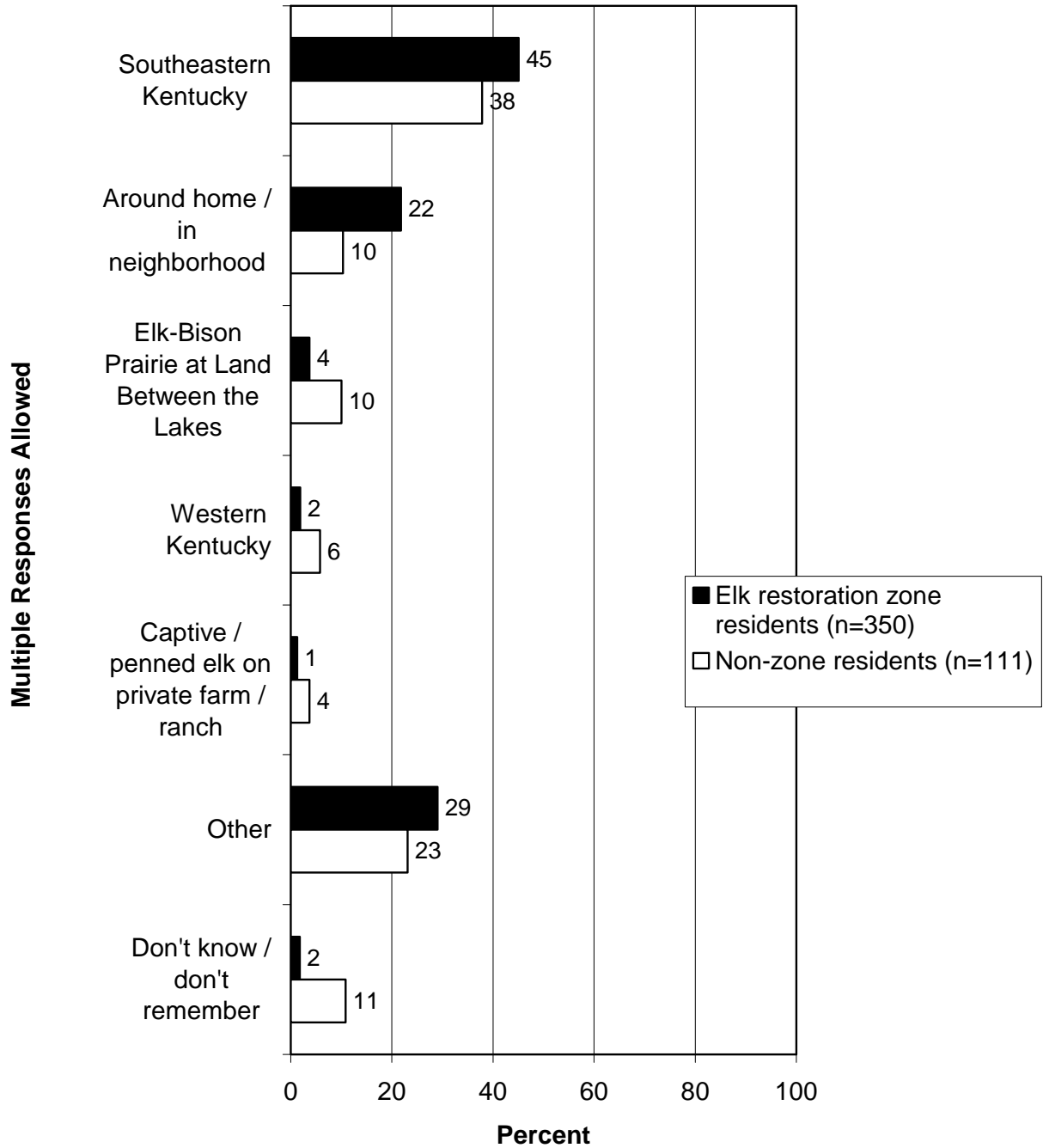
### Percent of group who have not seen elk in Kentucky.



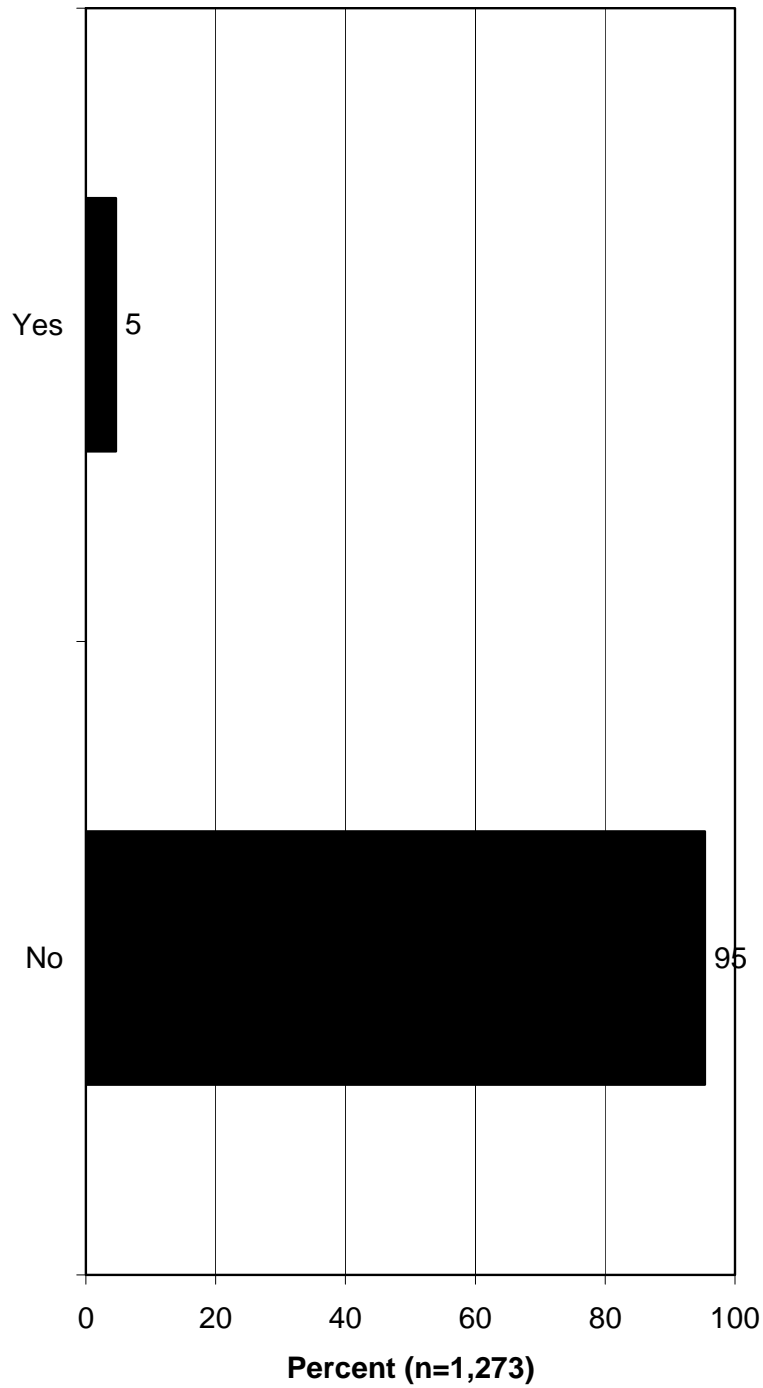
**Q13. Where did you see elk in Kentucky? (Asked of those who have seen elk in Kentucky.)**



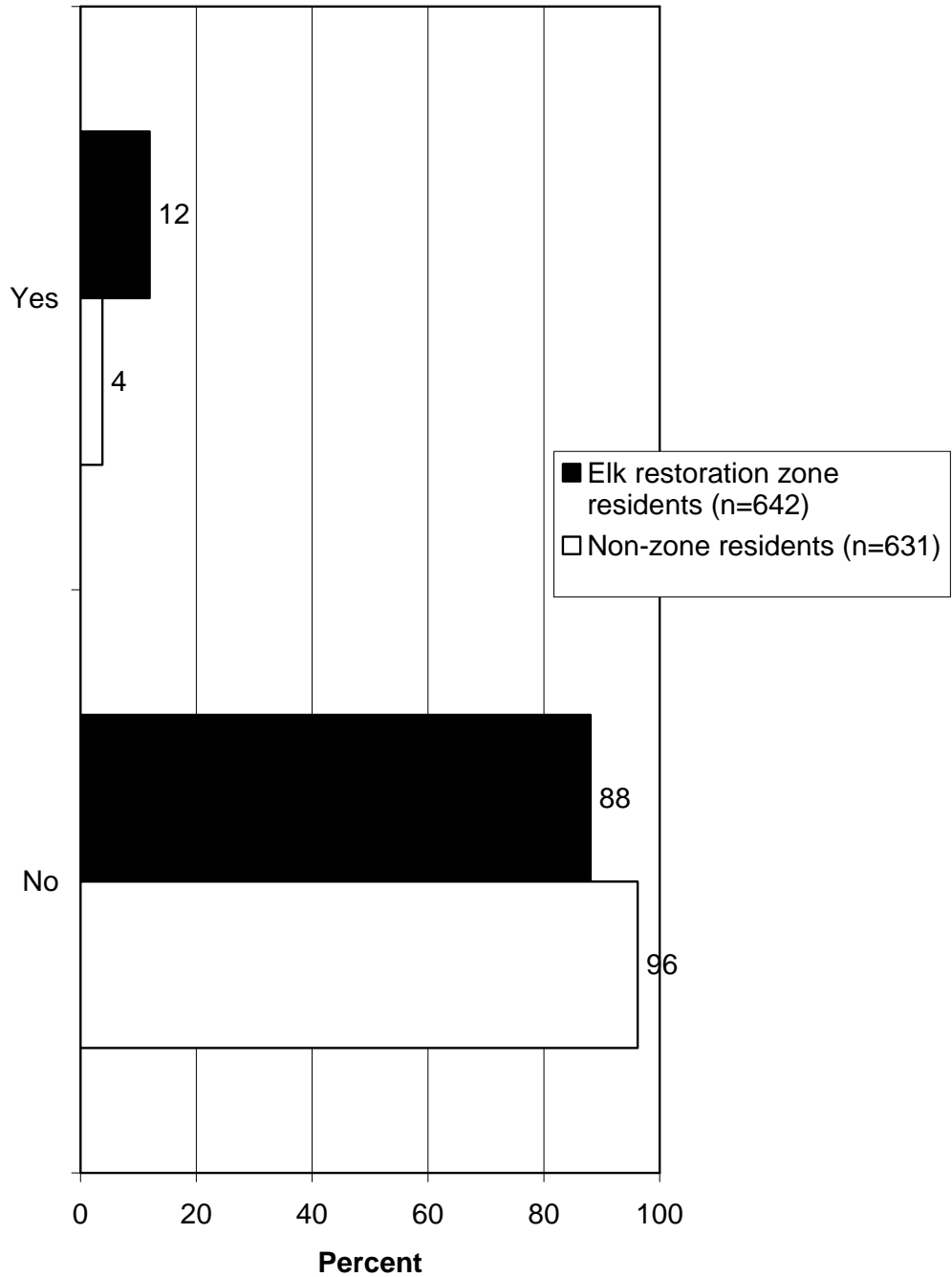
**Q13. Where did you see elk in Kentucky? (Asked of those who have ever seen elk in Kentucky.)**



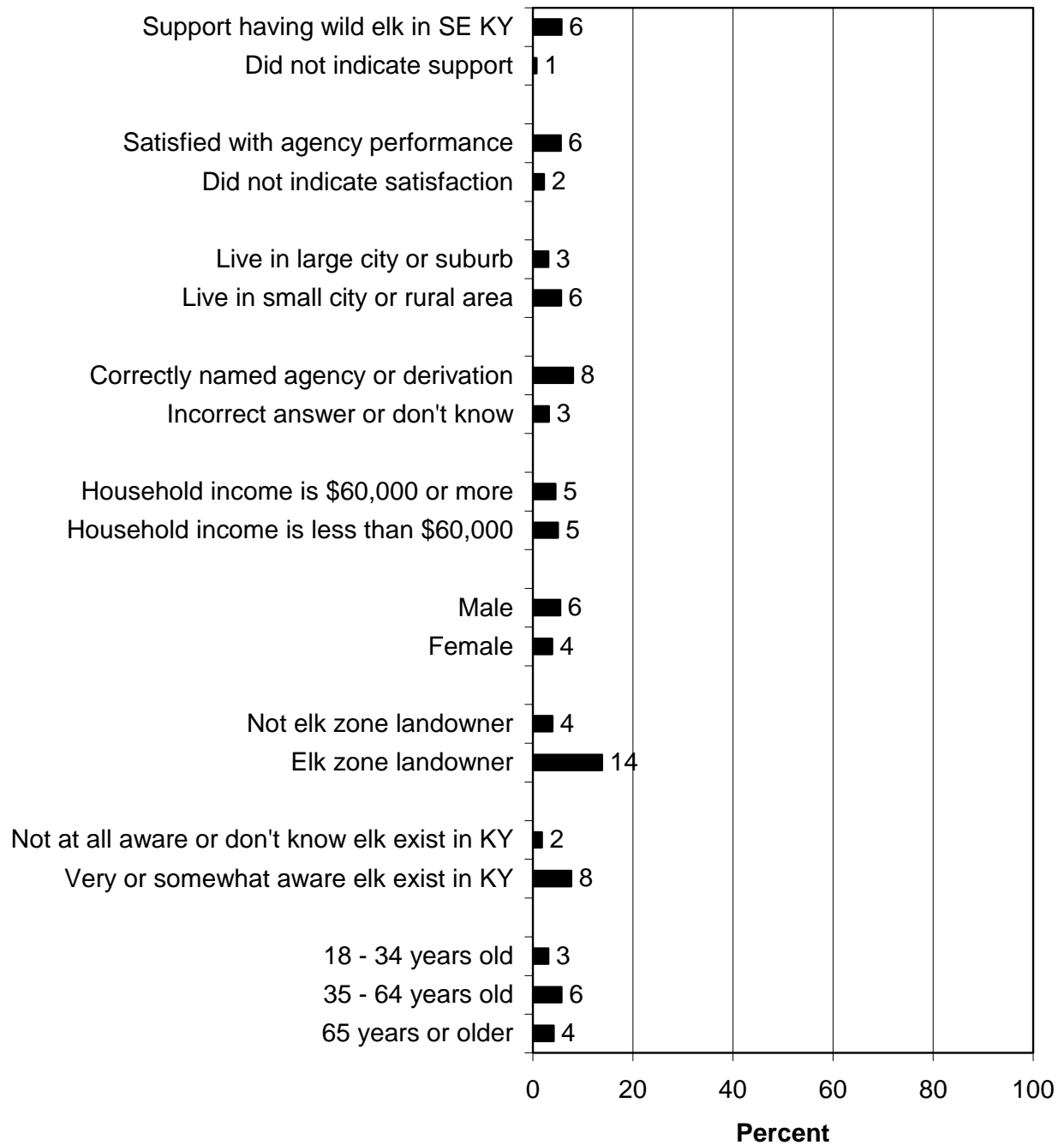
**Q15. Have you ever taken a trip in Kentucky for the purpose of viewing elk?**



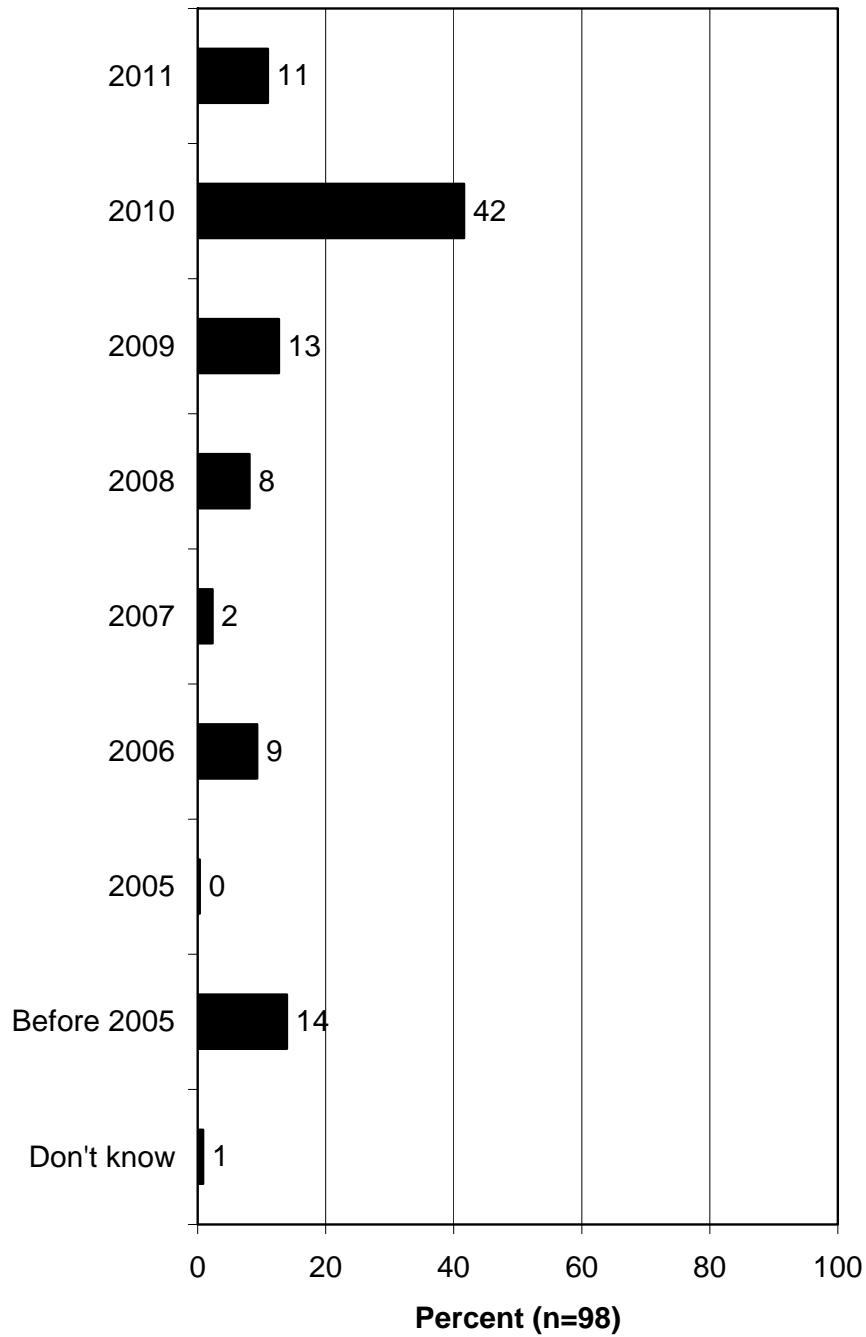
**Q15. Have you ever taken a trip in Kentucky for the purpose of viewing elk?**



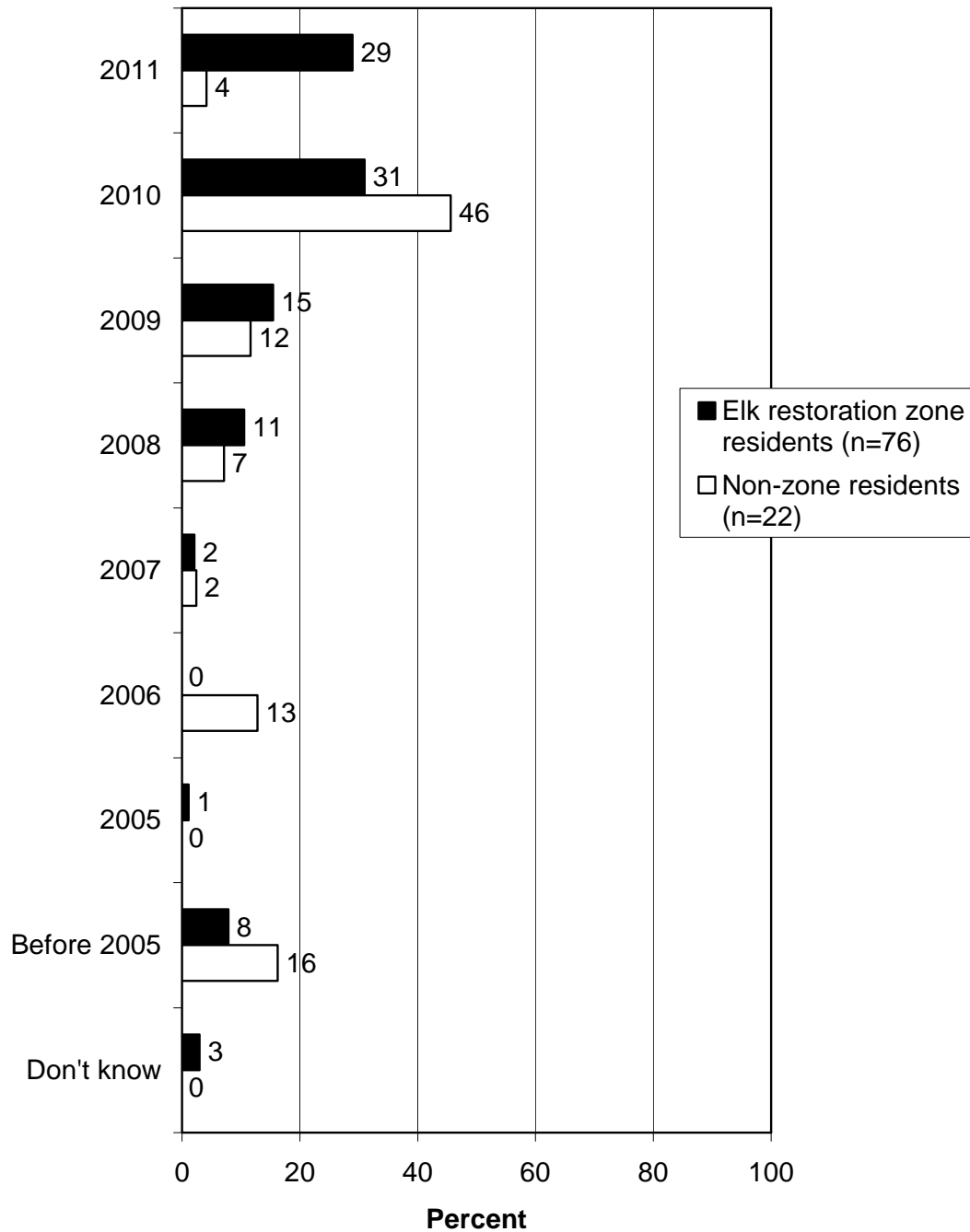
## Percent of group who have taken a trip to view elk in Kentucky.



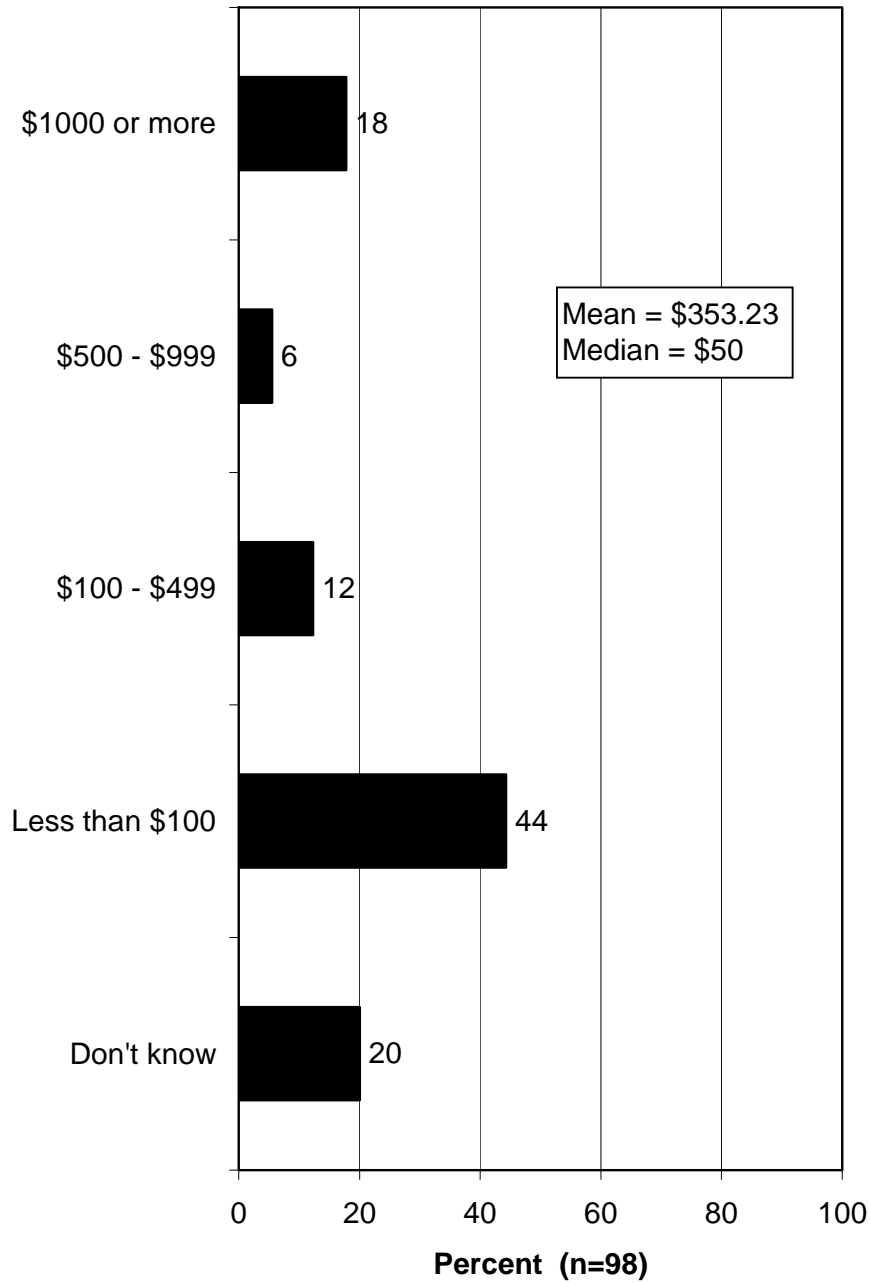
**Q16. What year did you take your most recent trip to view elk in Kentucky? (Asked of those who have ever taken a trip to view elk in Kentucky.)**



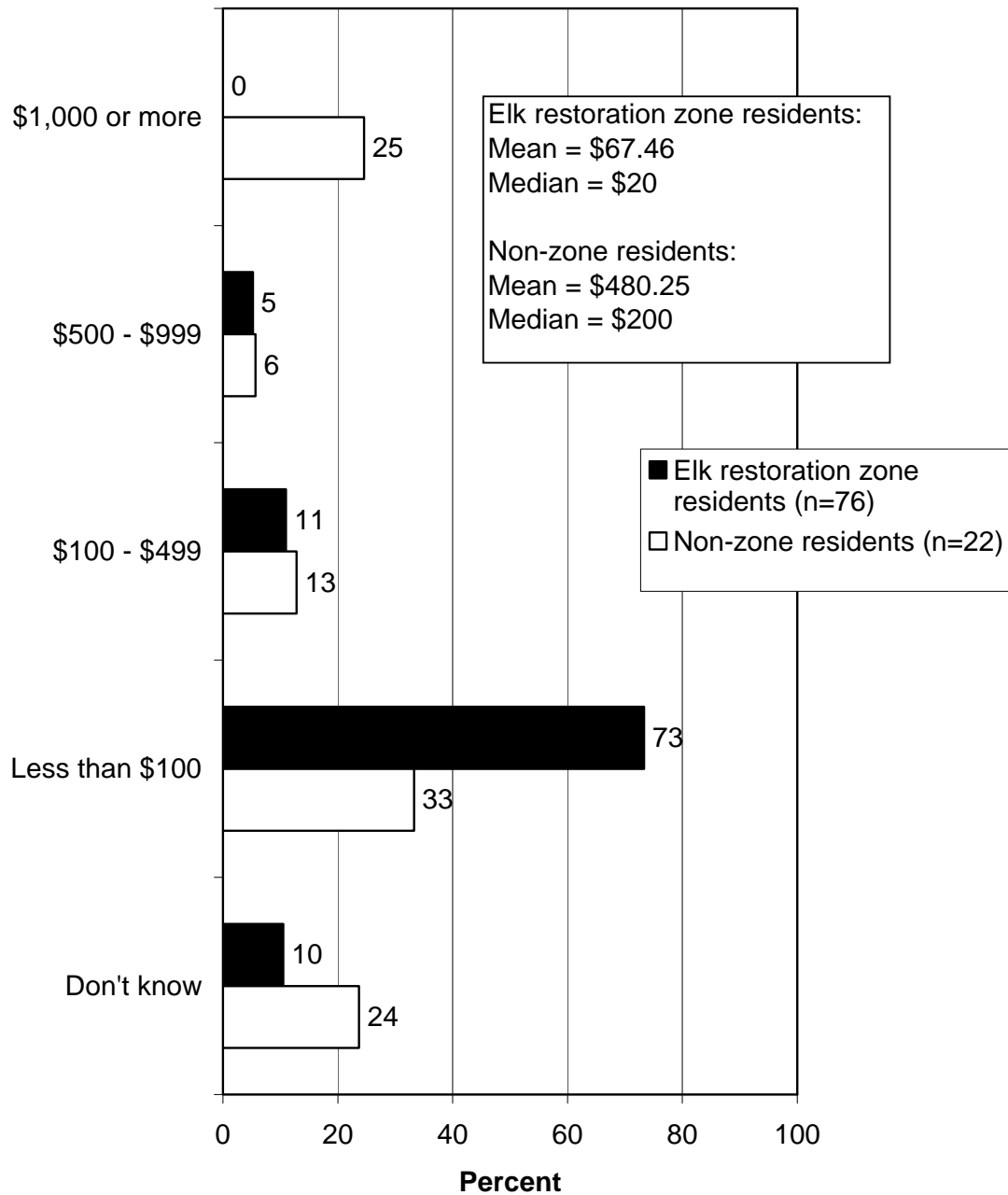
**Q16. What year did you take your most recent trip to view elk in Kentucky? (Asked of those who have ever taken a trip to view elk in Kentucky.)**



**Q19. About how much would you say you spent on your most recent trip to view elk in Kentucky? (Asked of those who have ever taken a trip to view elk in Kentucky.)**



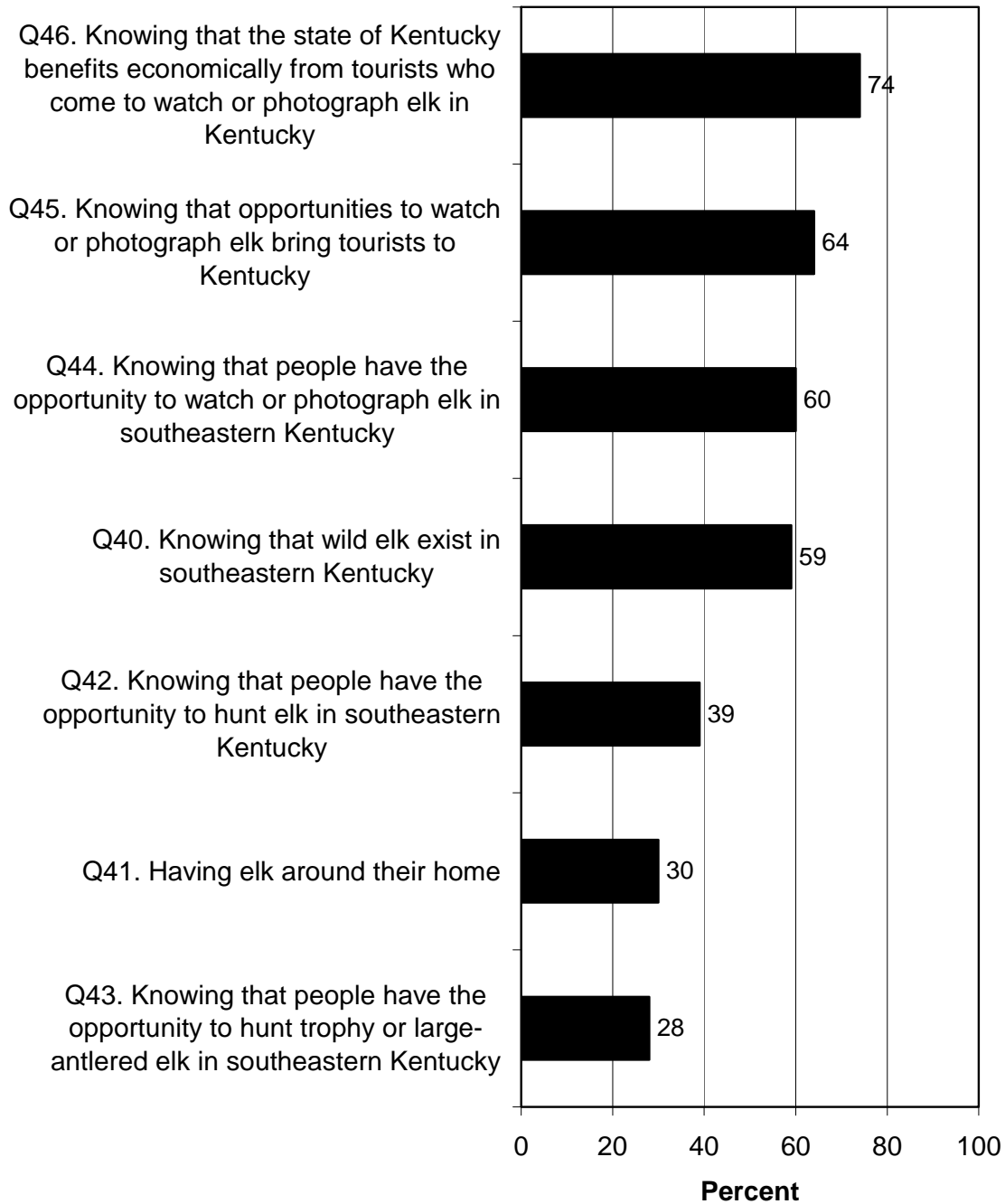
**Q19. About how much would you say you spent on your most recent trip to view elk in Kentucky? (Asked of those who have ever taken a trip to view elk in Kentucky.)**



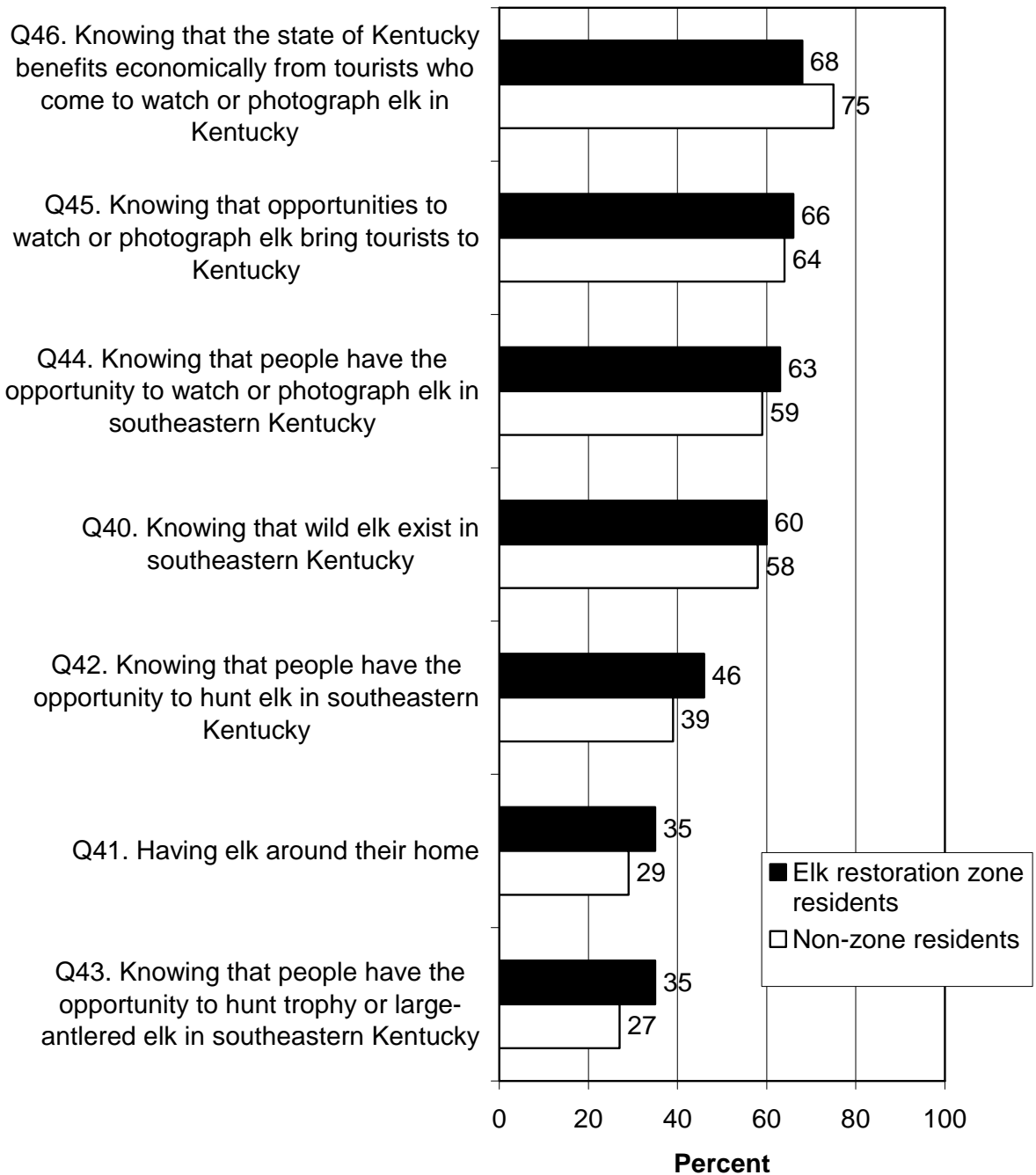
## **VALUES ASSOCIATED WITH ELK**

- Large majorities of Kentucky residents rated values associated with the state's economy, the existence of elk, non-consumptive recreation related to elk, and hunting elk as very or somewhat important.
  - Most Kentucky residents (90%) said it is very or somewhat important to them to know that Kentucky benefits economically from tourists who come to watch or photograph elk. Knowing that wild elk exist in Kentucky, that opportunities to watch or photograph elk bring tourists to Kentucky, and that people have the opportunity to watch or photograph elk in Kentucky were each rated as very or somewhat important by 88% of Kentucky residents.
    - There were no major differences in the ratings of importance for these top four rated values between elk restoration zone residents and non-zone residents.
  - A large majority of Kentucky residents (70%) said it is very or somewhat important to them to know that people have the opportunity to hunt elk in southeastern Kentucky.
    - Knowing that people have the opportunity to hunt elk is more important among elk restoration zone residents than among non-zone residents.
  - In comparison to the top-rated values among Kentucky residents overall, opportunities for hunting trophy or large-antlered elk and having elk around their homes are less important to Kentucky residents; nonetheless, over half rated these as very or somewhat important.
    - Opportunities for hunting trophy or large-antlered elk and having elk around their homes are more important among elk restoration zone residents than among non-zone residents.

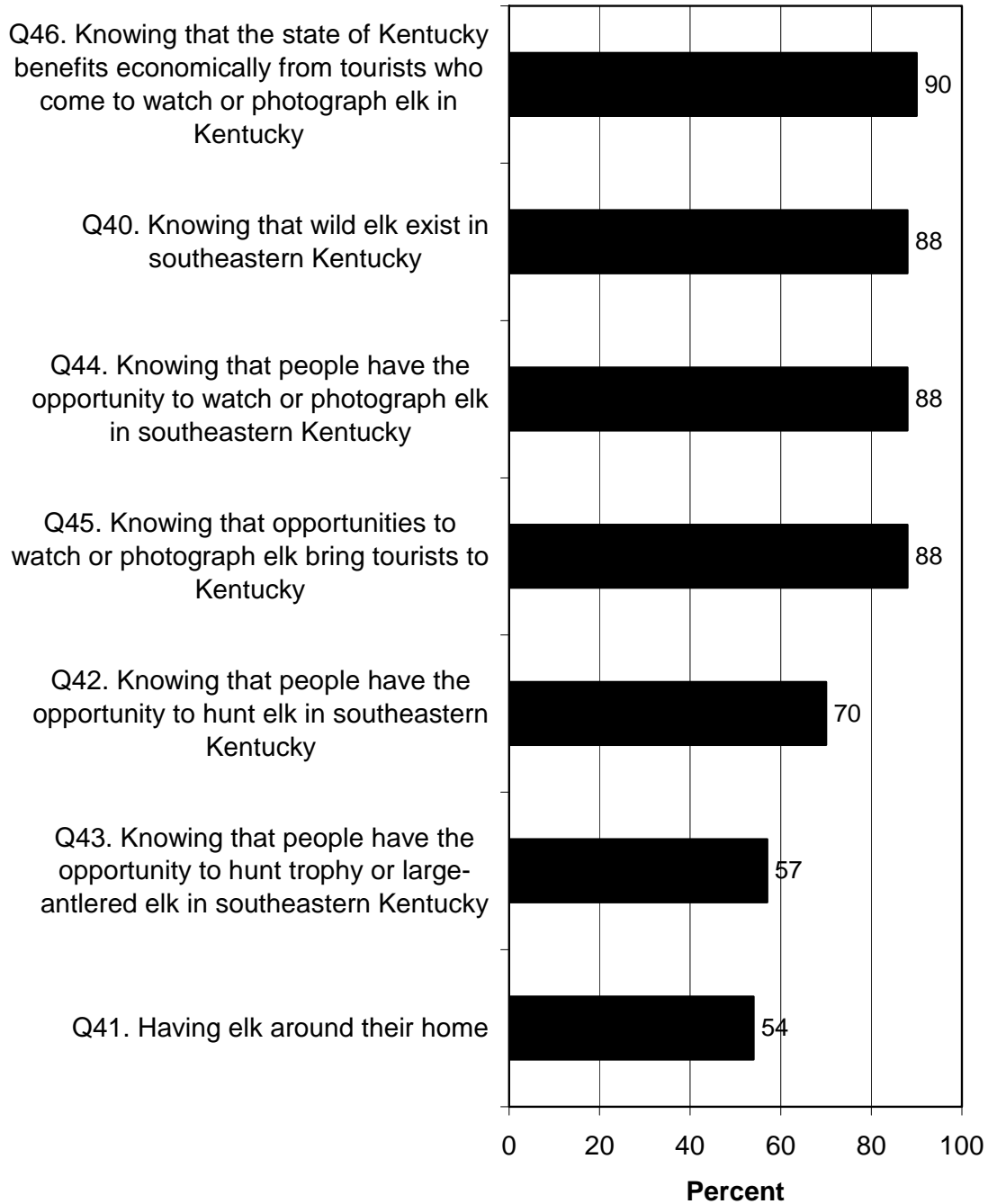
**Percent who indicated that the following values related to elk in Kentucky are very important.**



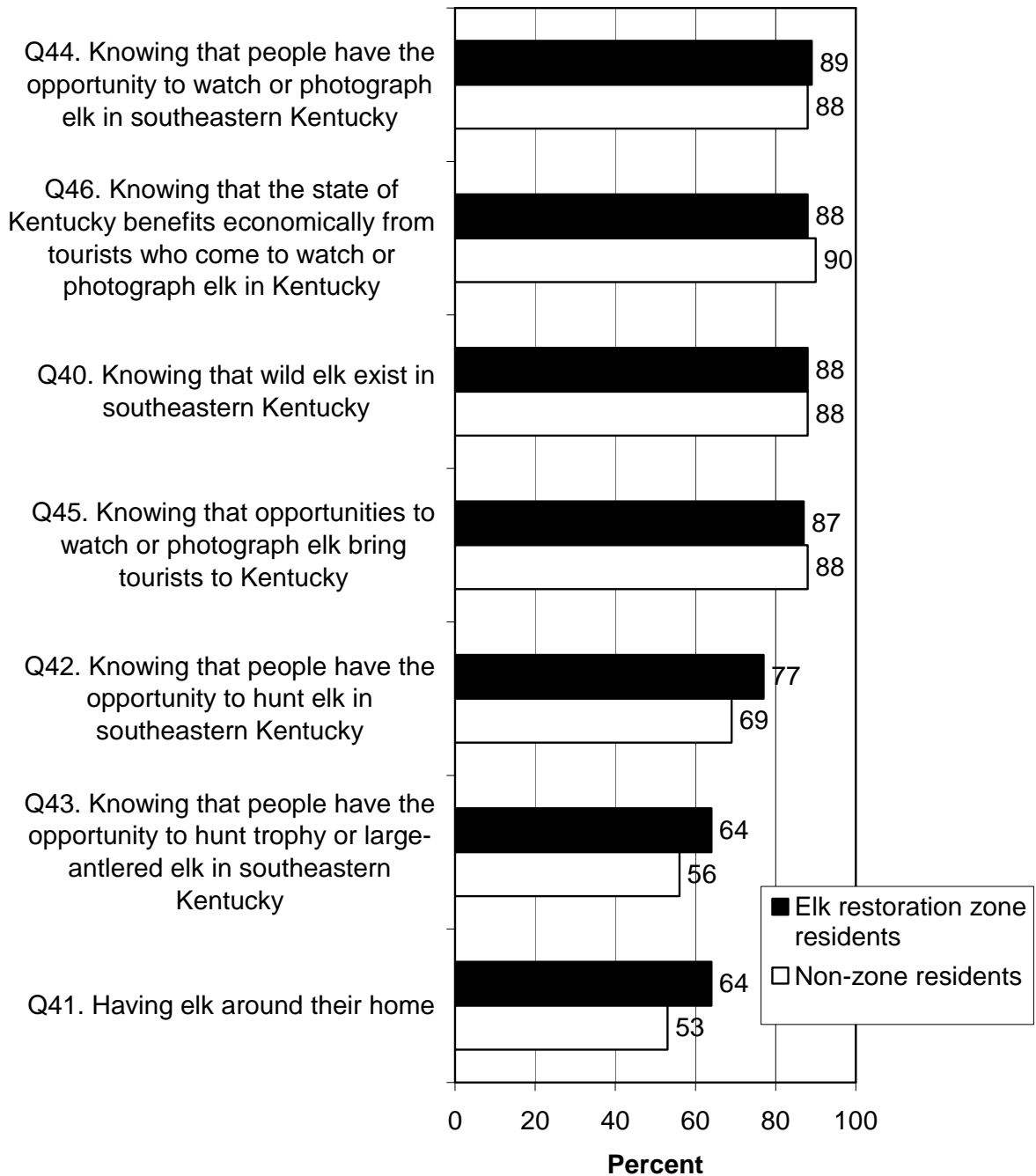
**Percent who indicated that the following values related to elk in Kentucky are very important.**



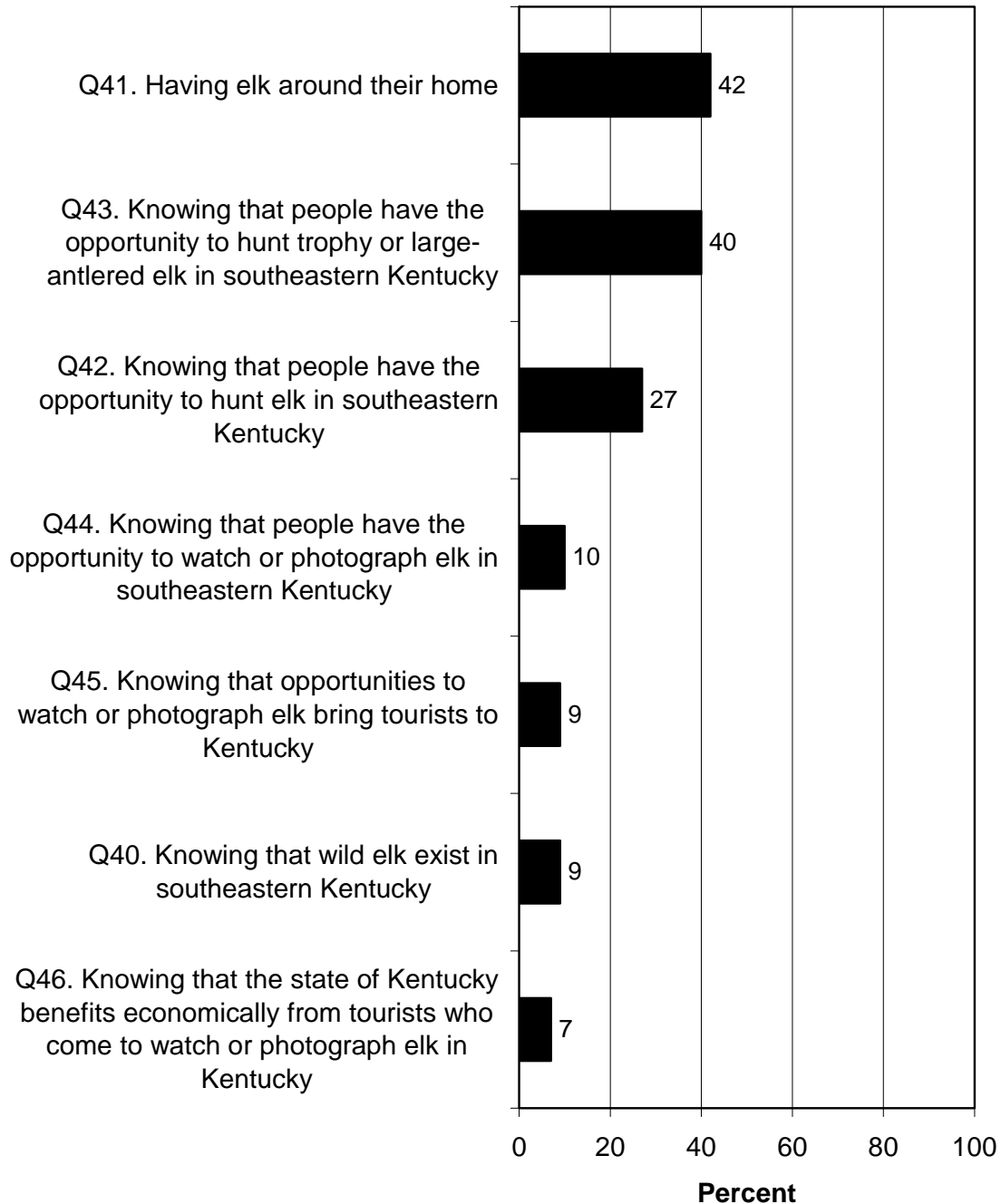
**Percent who indicated that the following values related to elk in Kentucky are very or somewhat important.**



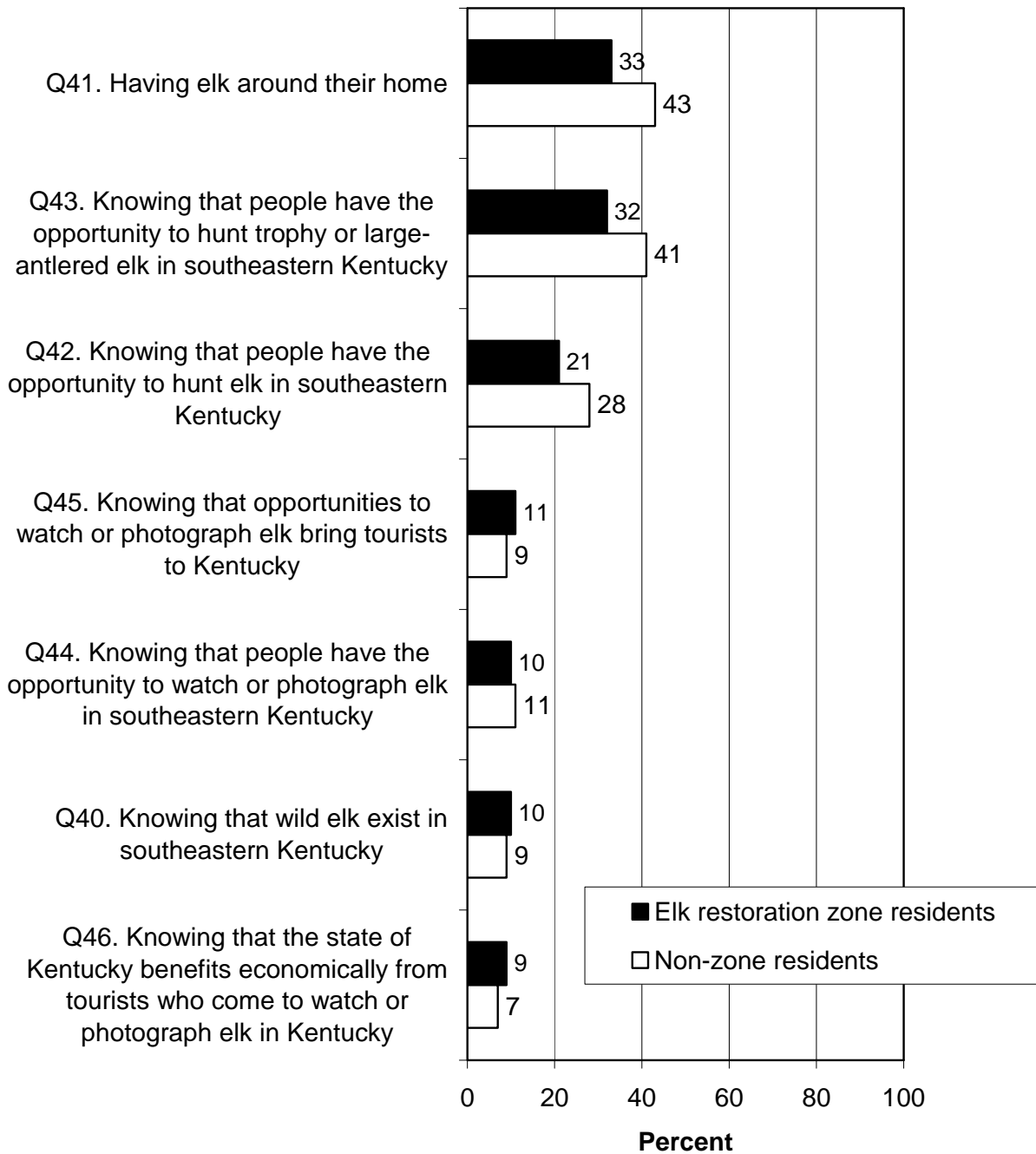
**Percent who indicated that the following values related to elk in Kentucky are very or somewhat important.**



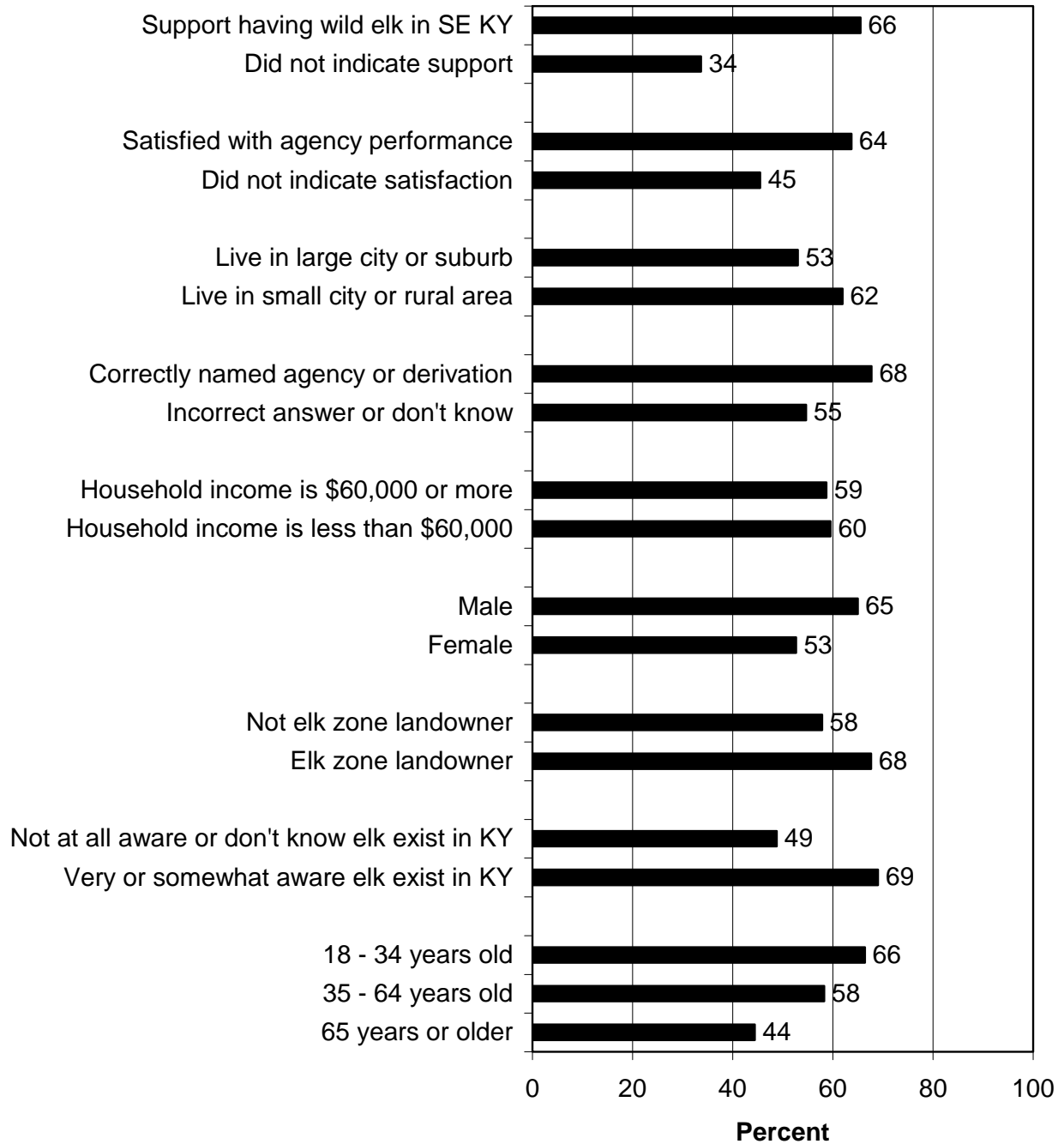
**Percent who indicated that the following values related to elk in Kentucky are not at all important.**



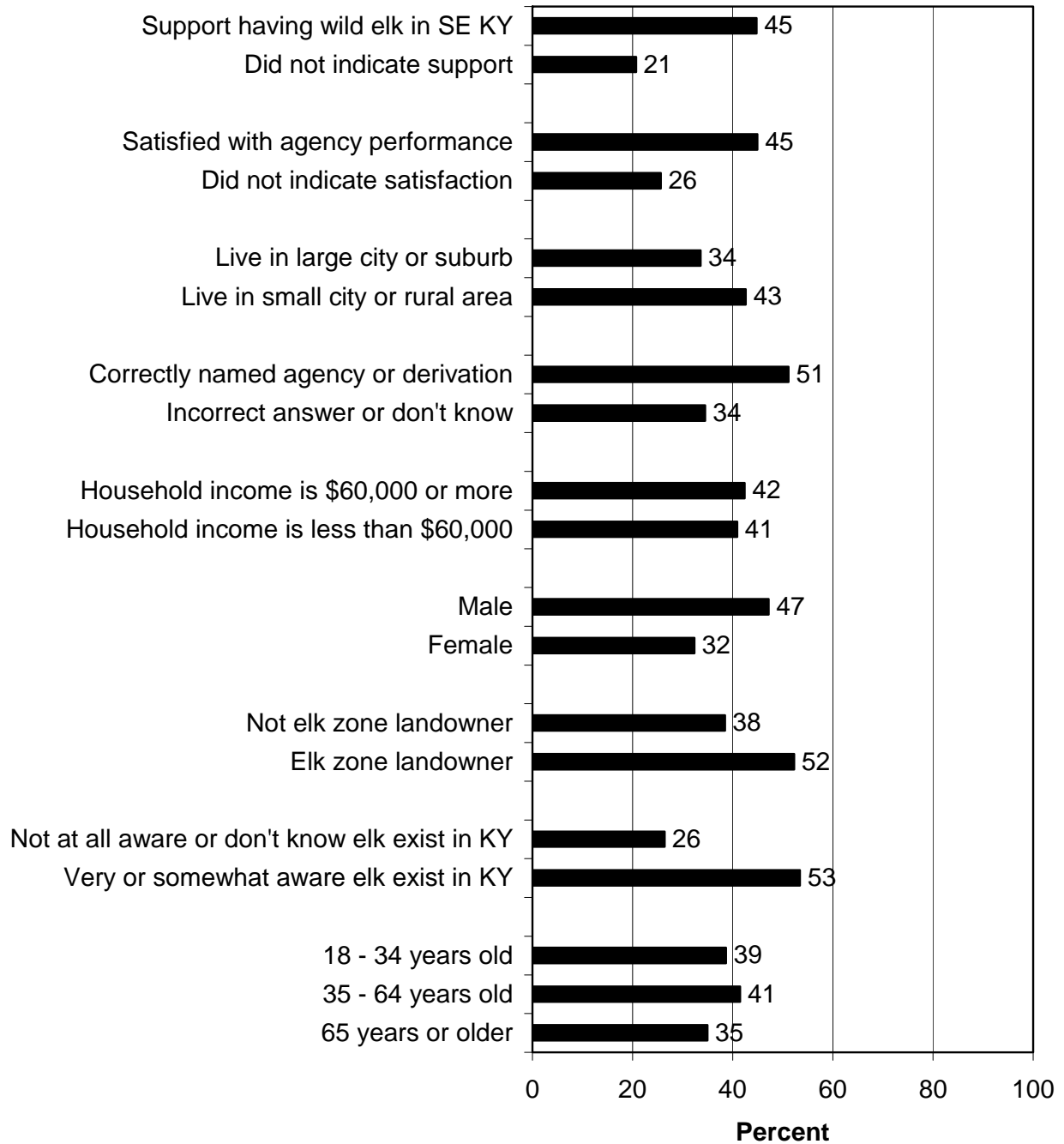
**Percent who indicated that the following values related to elk in Kentucky are not at all important.**



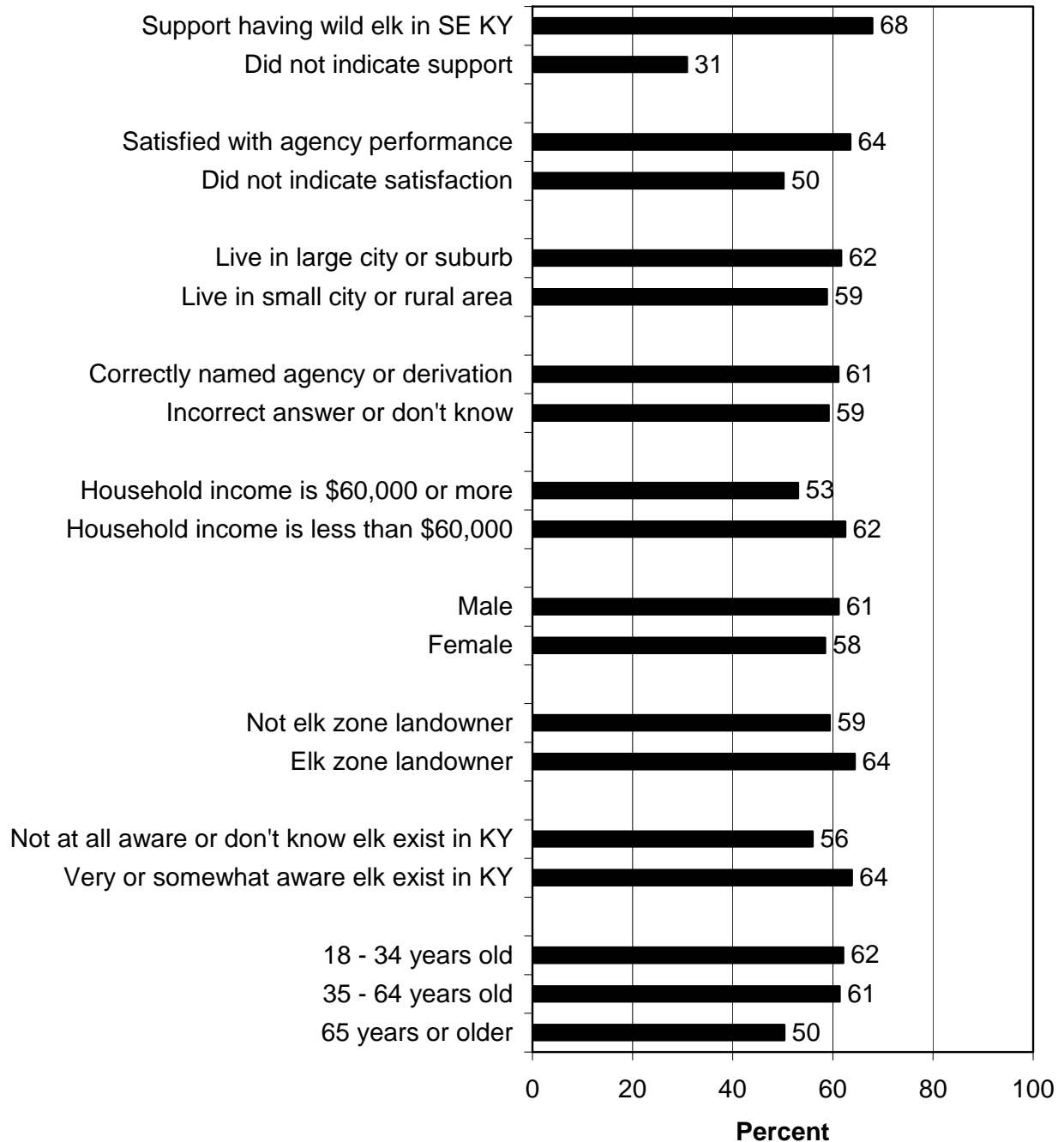
**Percent of group who think it is very important that wild elk exist in southeastern Kentucky.**



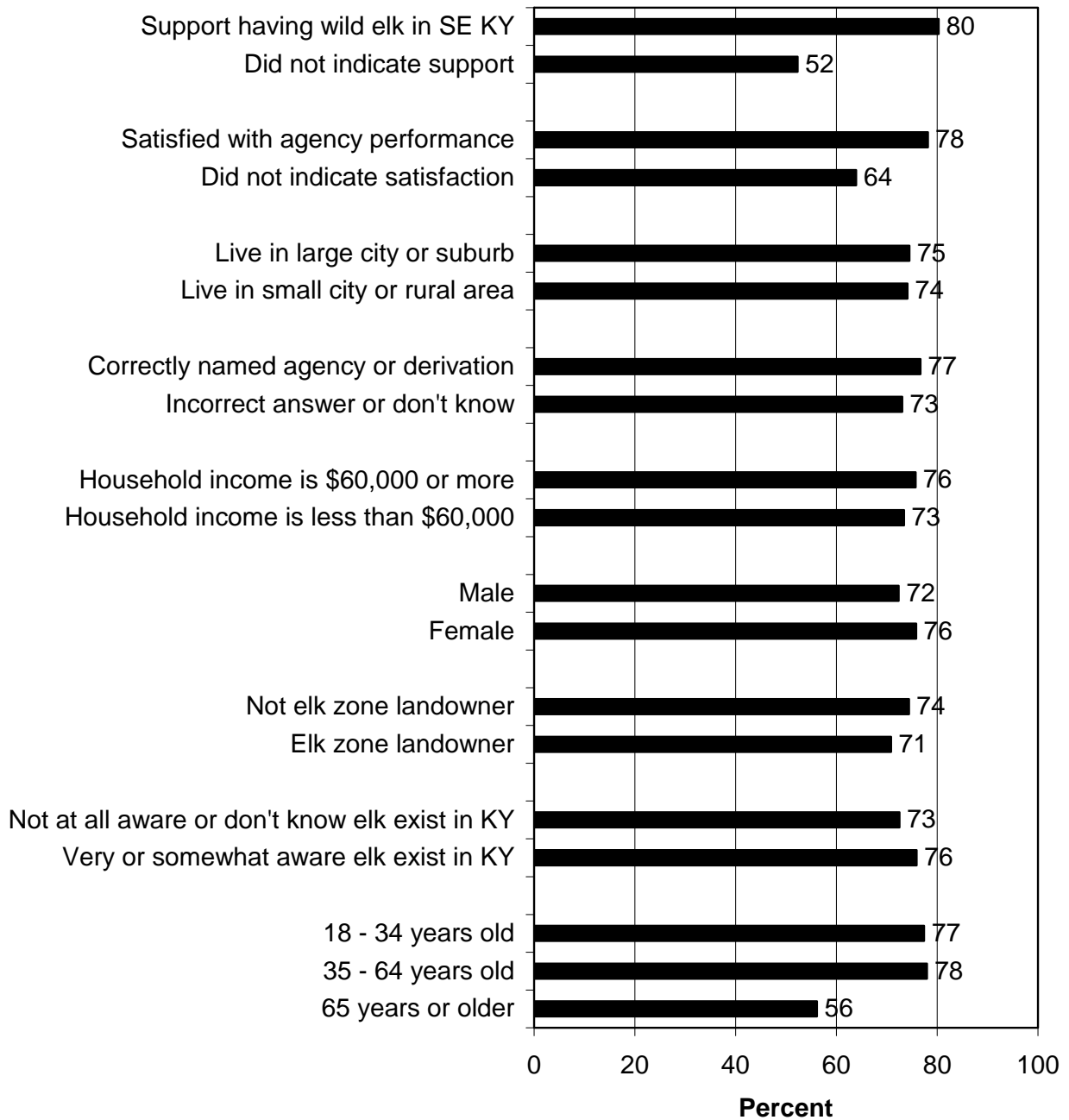
**Percent of group who think it is very important that people have the opportunity to hunt elk in southeastern Kentucky.**



**Percent of group who think it is very important that people have the opportunity to watch or photograph elk in southeastern Kentucky.**



**Percent of group who think it is very important that the state of Kentucky benefits economically from tourists who come to watch or photograph elk in Kentucky.**



## AWARENESS OF AND OPINIONS ON ELK RESTORATION AND MANAGEMENT

- Recall that less than a third of respondents correctly identified the Kentucky Department of Fish and Wildlife Resources as the agency responsible for conserving wildlife, including elk, in Kentucky (note that this question is discussed and the graph is shown in the section of this report titled, “Awareness and Knowledge of Elk in Kentucky”). After being informed that the Kentucky Department of Fish and Wildlife Resources is the agency responsible for conserving fish and wildlife resources and providing opportunities for fishing, hunting, and other wildlife-related recreation in Kentucky, a large majority (72%) said they are satisfied (very or somewhat) with the overall performance of the Department.
  - Satisfaction with the Department’s overall performance is higher among elk restoration zone residents than among non-zone residents, with zone residents being more likely to say they are *very* satisfied: 49% of elk restoration zone residents are very satisfied compared to 36% of non-zone residents.
  - The most common reason given for dissatisfaction with the Department’s overall performance is poor management of wildlife or natural resources.
    - Elk restoration zone residents are more likely than are non-zone residents to cite concern about species introduced by the Department as a reason for their dissatisfaction: 32% of zone residents gave this response compared to 10% of non-zone residents. Note, however, that the category includes concern over any species, not just elk.
- The majority of Kentucky residents (58%) are not at all aware that the Department has restored elk in 16 counties in southeastern Kentucky. Nonetheless, a substantial percentage of Kentucky residents (40%) are aware elk has been restored in the area.
  - The majority of elk restoration zone residents are aware that the Department has restored elk, while the majority of non-zone residents are not at all aware. It is worth noting, however, that about a third of zone residents (34%) are *not at all* aware that the Department has restored elk in southeastern Kentucky where these respondents live.
  - The majority of those who have hunted any game species in Kentucky in the past 5 years are aware that the Department has restored elk, while the majority of those who have not

hunted in Kentucky in the past 5 years are not at all aware. However, about a third of those who have hunted in Kentucky in the past 5 years (34%) are also not at all aware that the Department has restored elk.

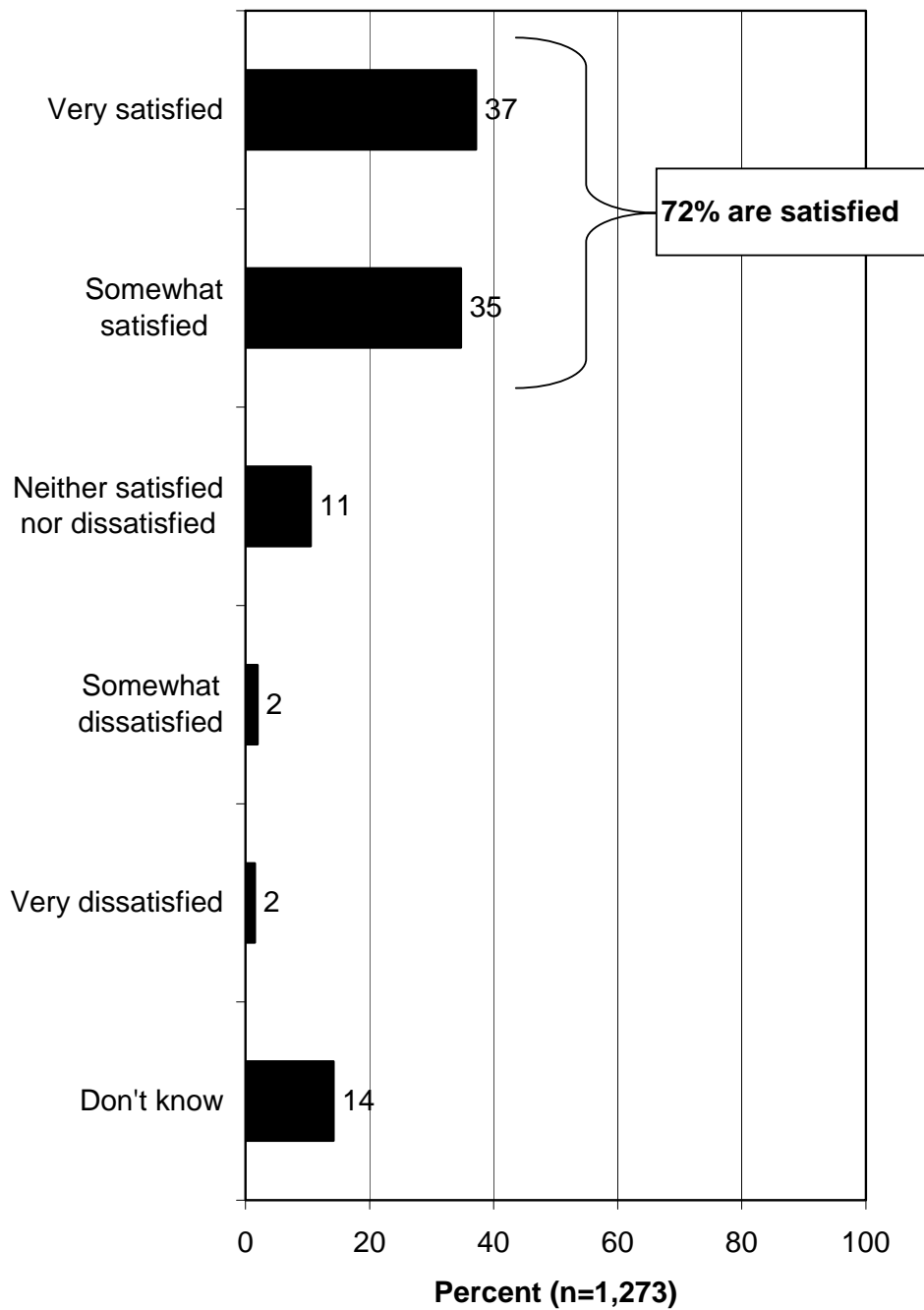
- The majority of Kentucky residents (54%) are not at all aware that the Department allows the regulated hunting of free-roaming, wild elk in southeastern Kentucky. Nonetheless, a substantial percentage of Kentucky residents (44%) are aware the Department allows elk hunting.
  - The majority of elk restoration zone residents are aware that the Department allows elk hunting while the majority of non-zone residents are not at all aware. However, about a third of elk restoration zone residents (32%) are also not at all aware that the Department allows elk hunting.
  - The majority of those who have hunted any game species in Kentucky in the past 5 years are aware that the Department allows elk hunting while the majority of those who have not hunted in Kentucky in the past 5 years are not at all aware. However, a substantial percentage of those who have hunted in Kentucky in the past 5 years (28%) are also not at all aware that the Department allows elk hunting.
  
- A large majority of Kentucky residents (78%) support having free-roaming, wild elk in southeastern Kentucky, with much of that support being *strong* support; only 8% oppose.
  - While majorities of both elk restoration zone residents and non-zone residents support having elk in southeastern Kentucky, zone residents are more likely to *strongly* support having elk: 57% of zone residents compared to 49% of non-zone residents strongly support having elk in southeastern Kentucky.
  - An overwhelming majority of those who have hunted any game species in Kentucky in the past 5 years (93%) support having elk in southeastern Kentucky, with most of that support being *strong* support; a large majority (74%) of those who have not hunted in Kentucky in the past 5 years also support having elk in Kentucky.
  - The most common reason Kentucky residents oppose having elk in southeastern Kentucky is concern about elk-vehicle accidents (38% of those who oppose gave this response), followed by concern about crop or property damage (27%).

- Elk-vehicle accidents and crop or property damage are also the top two reasons among both elk restoration zone residents and non-zone residents to oppose having elk in southeastern Kentucky.
- The majority of Kentucky residents (61%) are satisfied with the management of elk in Kentucky. The remaining responses are predominantly “don’t know” (23%) and “neither satisfied nor dissatisfied” (13%) rather than “dissatisfied” (4%).
  - Elk restoration zone residents are more likely than are non-zone residents to say they are very satisfied with the management of elk; non-zone residents are more likely to say they don’t know.
- After being informed that the current elk population is estimated at 10,000 elk and meets the goal set by the Department for the restoration plan, over half of Kentucky residents (56%) said the elk herd is about the right size. A substantial percentage (19%) said they do not know, and the remaining respondents are split on whether the current elk herd is too large or too small.
  - There were no major differences between elk restoration zone residents and non-zone residents.
- A large majority of Kentucky residents (80%) think the economic benefits of having elk in southeastern Kentucky should be important to decisions about how the elk population is managed, with 56% saying economic benefits should be *very* important.
  - There were no major differences between elk restoration zone residents and non-zone residents.
  - Recall that knowing that Kentucky benefits economically from tourists who come to watch or photograph elk is the top-rated value associated with elk in importance among respondents and that knowing that opportunities to watch or photograph elk bring tourists to Kentucky is also among the top four values. (Note that this question is discussed and the graph is shown in the section of this report titled, “Values Associated with Elk.”)

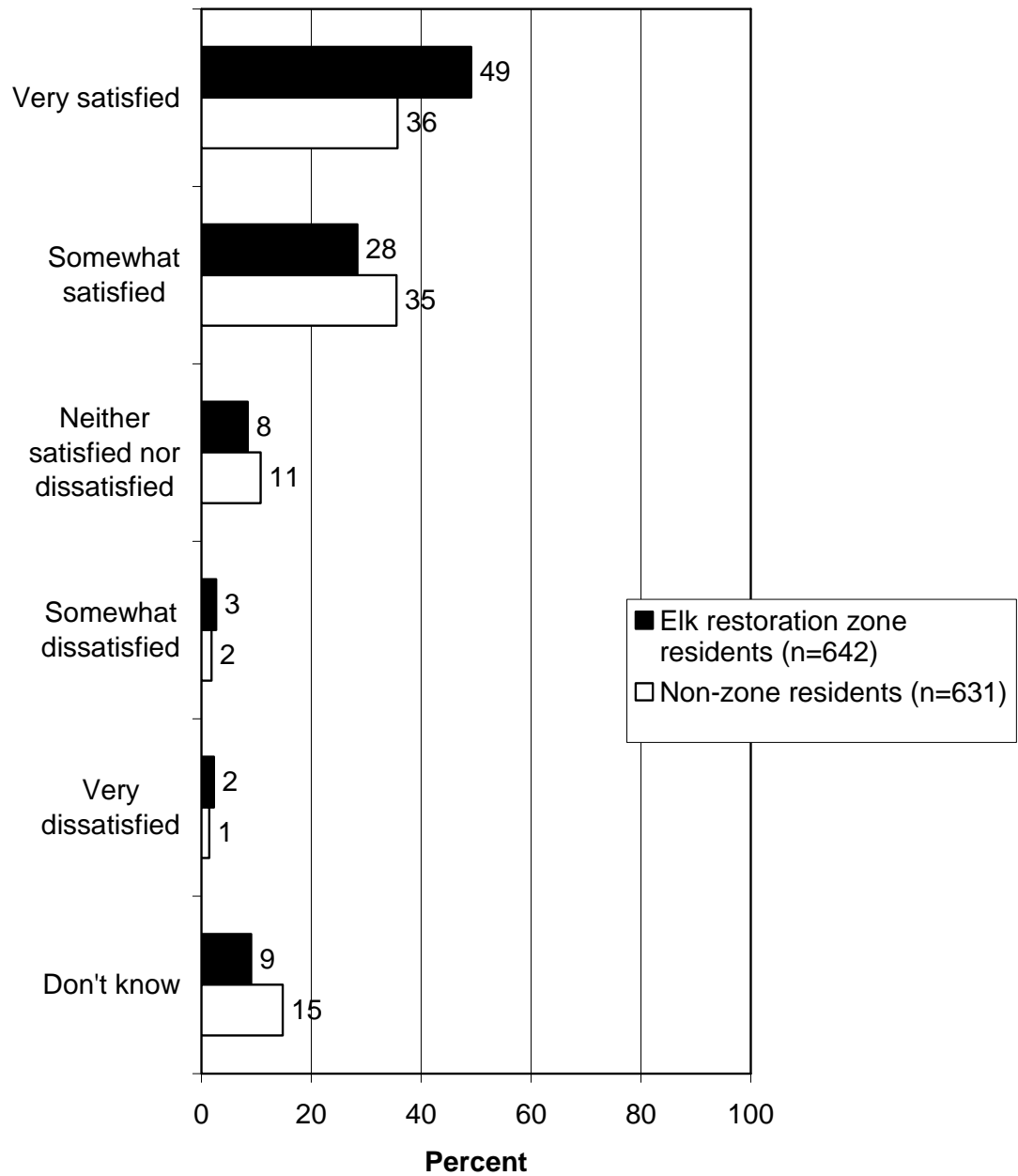
- The majority of Kentucky residents (68%) agree that opportunities for both elk watching and elk hunting in southeastern Kentucky are compatible, with 39% *strongly* agreeing.
  - There were no major differences between elk restoration zone residents and non-zone residents.
  - A large majority of those who have hunted any game species in Kentucky in the past 5 years (86%) and a majority of those who have not (63%) agree that opportunities for both elk watching and elk hunting are compatible. Those who have hunted are much more likely to *strongly* agree the activities are compatible: 62% of those who have hunted in Kentucky in the past 5 years compared to 33% of those who have not hunted in Kentucky in the past 5 years.
  - Nearly half of Kentucky residents who disagree that opportunities for both elk watching and elk hunting are compatible (49%) said they disagree because they are opposed to elk hunting, followed by 25% who have general safety concerns.
    - Opposition to elk hunting and general safety concerns are also the top two reasons both elk restoration zone residents and non-zone residents disagree that elk watching and elk hunting are compatible; however, a higher percentage of zone residents are also concerned that fewer elk because of hunting means that there would be fewer elk viewing opportunities.
  
- An overwhelming majority of Kentucky residents support the state of Kentucky assisting other states with elk restoration projects, provided that such assistance does not impact the overall number of elk in Kentucky available for viewing and hunting nor the number of elk permits issued for hunting: 64% strongly support and 20% moderately support assisting other states with elk restoration.
  - There were no major differences between elk restoration zone residents and non-zone residents.
  
- In a related question, the large majority of Kentucky residents who have applied for an elk tag to hunt elk in Kentucky also support management for trophy or large-antlered elk; support decreased only slightly when respondents were asked about management for trophy elk even if it meant that fewer hunters would be able to harvest a bull elk.

- Note that these questions are discussed and the graphs are shown in the section of this report titled, “Opinions on and Values Associated with Elk Hunting Activities.”

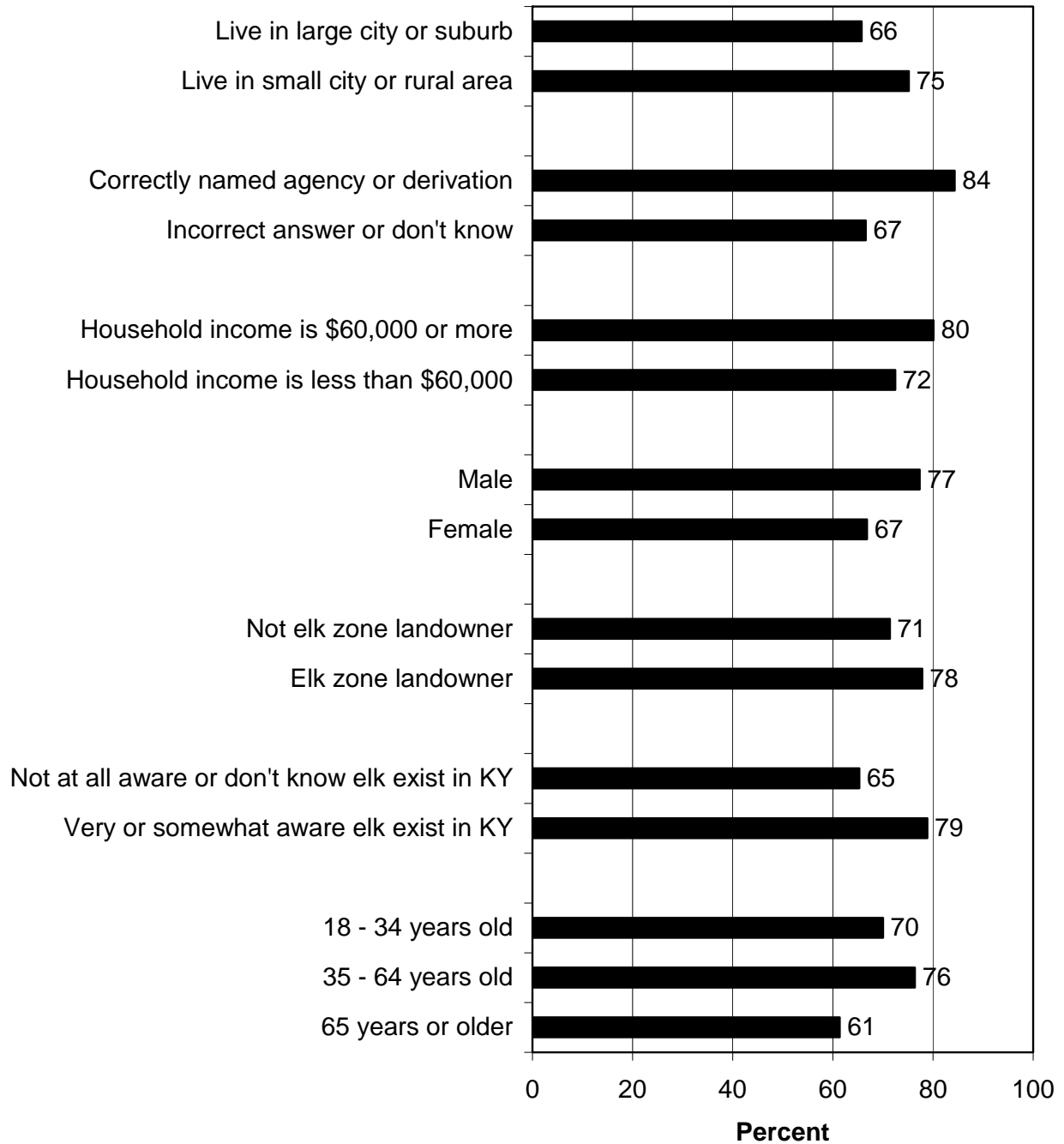
**Q27. In general, how satisfied or dissatisfied are you with the current overall performance of the Department of Fish and Wildlife Resources?**



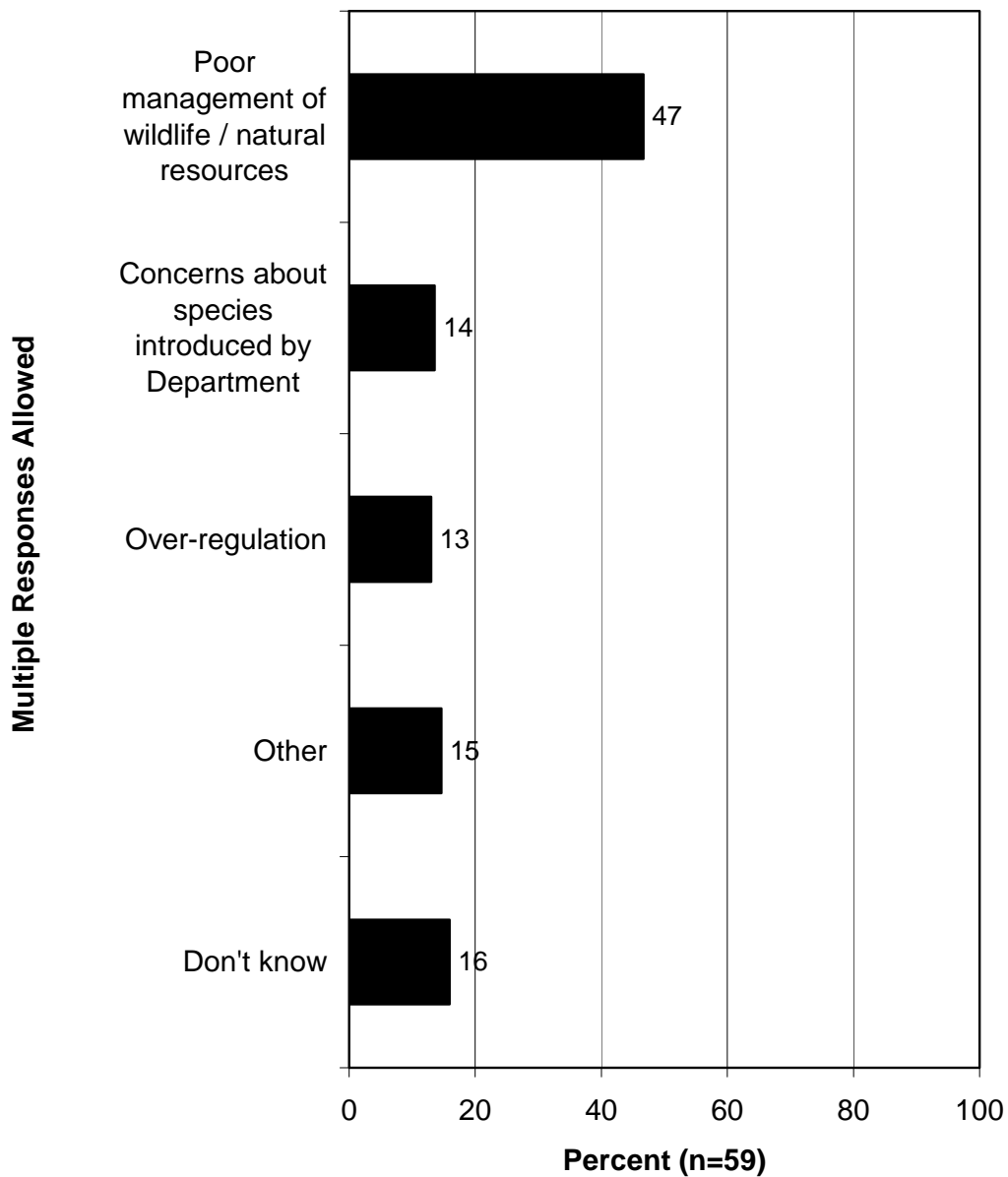
**Q27. In general, how satisfied or dissatisfied are you with the current overall performance of the Department of Fish and Wildlife Resources?**



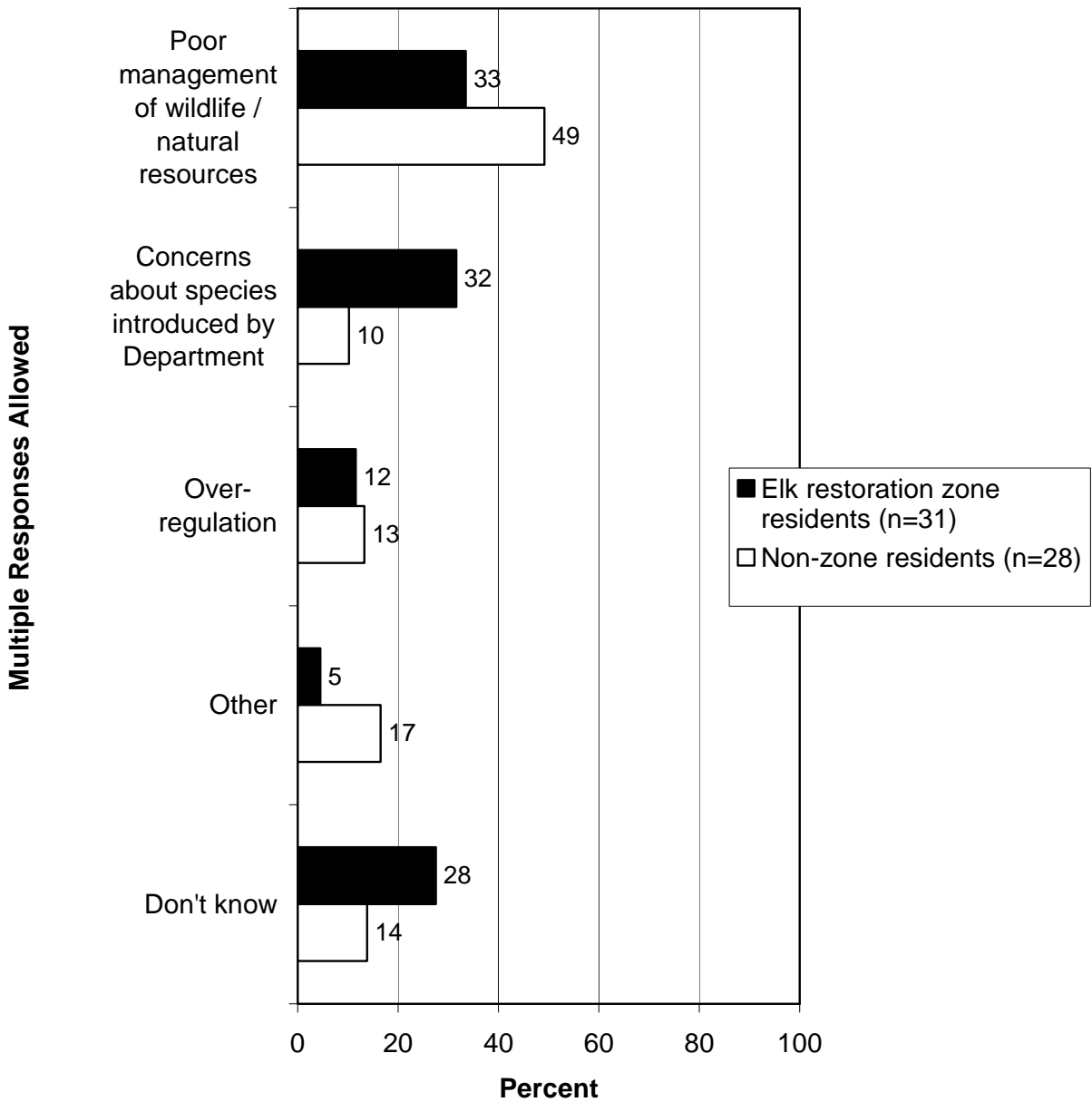
**Percent of group who were very or somewhat satisfied with the overall performance of the Kentucky Department of Fish and Wildlife.**



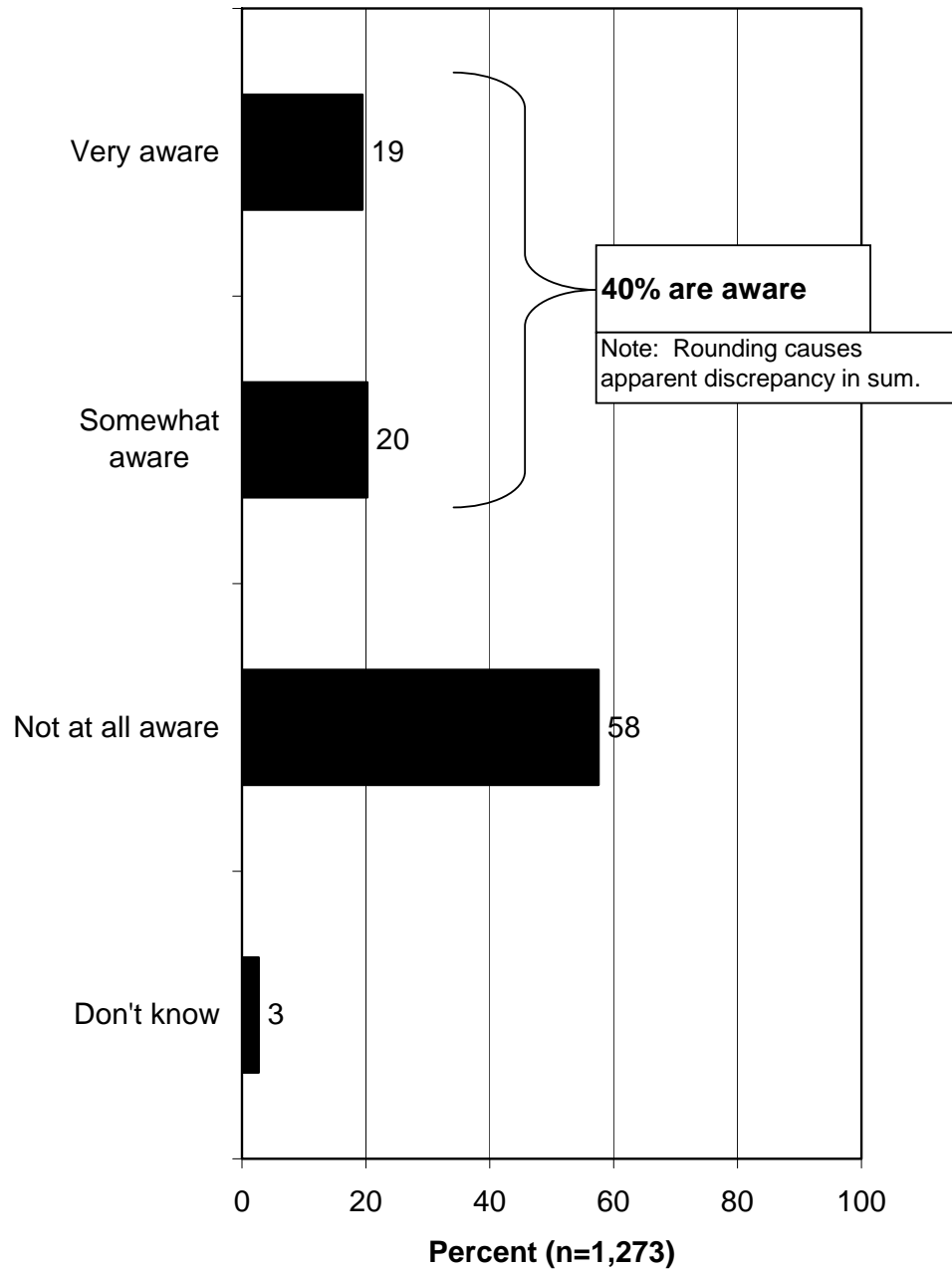
**Q28. Why are you dissatisfied with the current overall performance of the Department of Fish and Wildlife Resources? (Asked of those who are dissatisfied with the overall performance of the Department.)**



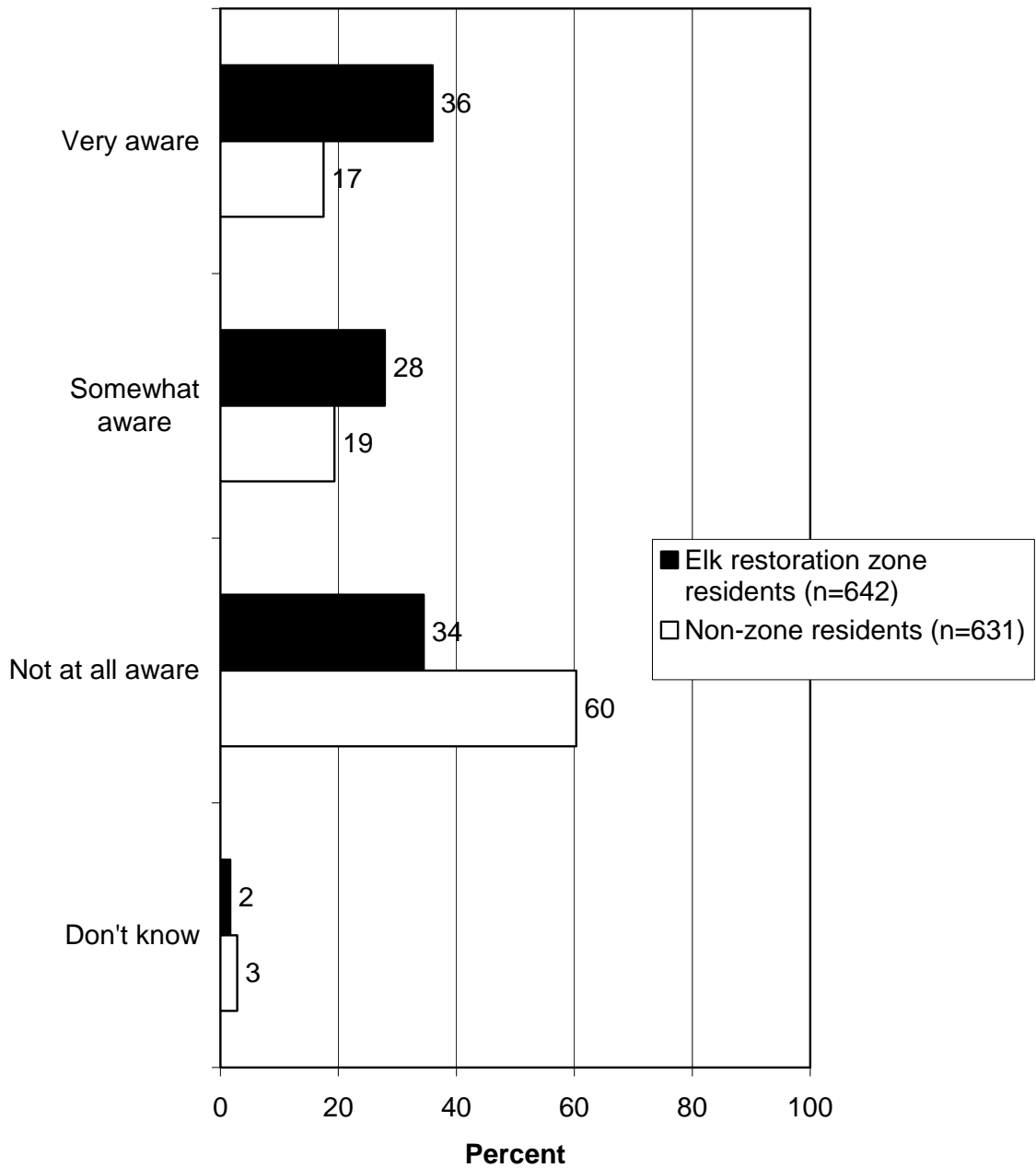
**Q28. Why are you dissatisfied with the current overall performance of the Department of Fish & Wildlife Resources? (Asked of those who are dissatisfied with the performance of the Department.)**



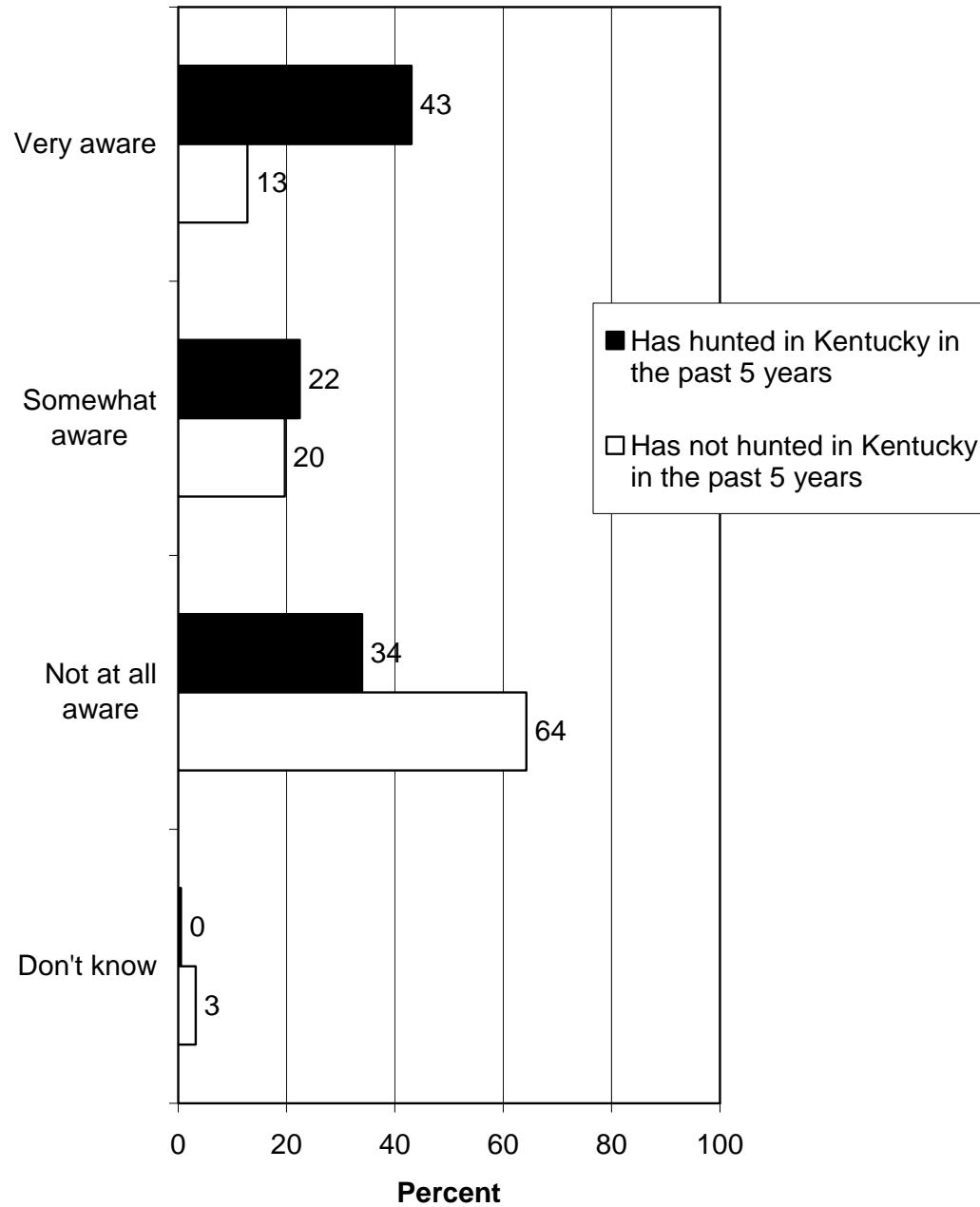
**Q29. Prior to this survey, how aware were you that the Department of Fish and Wildlife Resources has restored elk in 16 counties in southeastern Kentucky?**



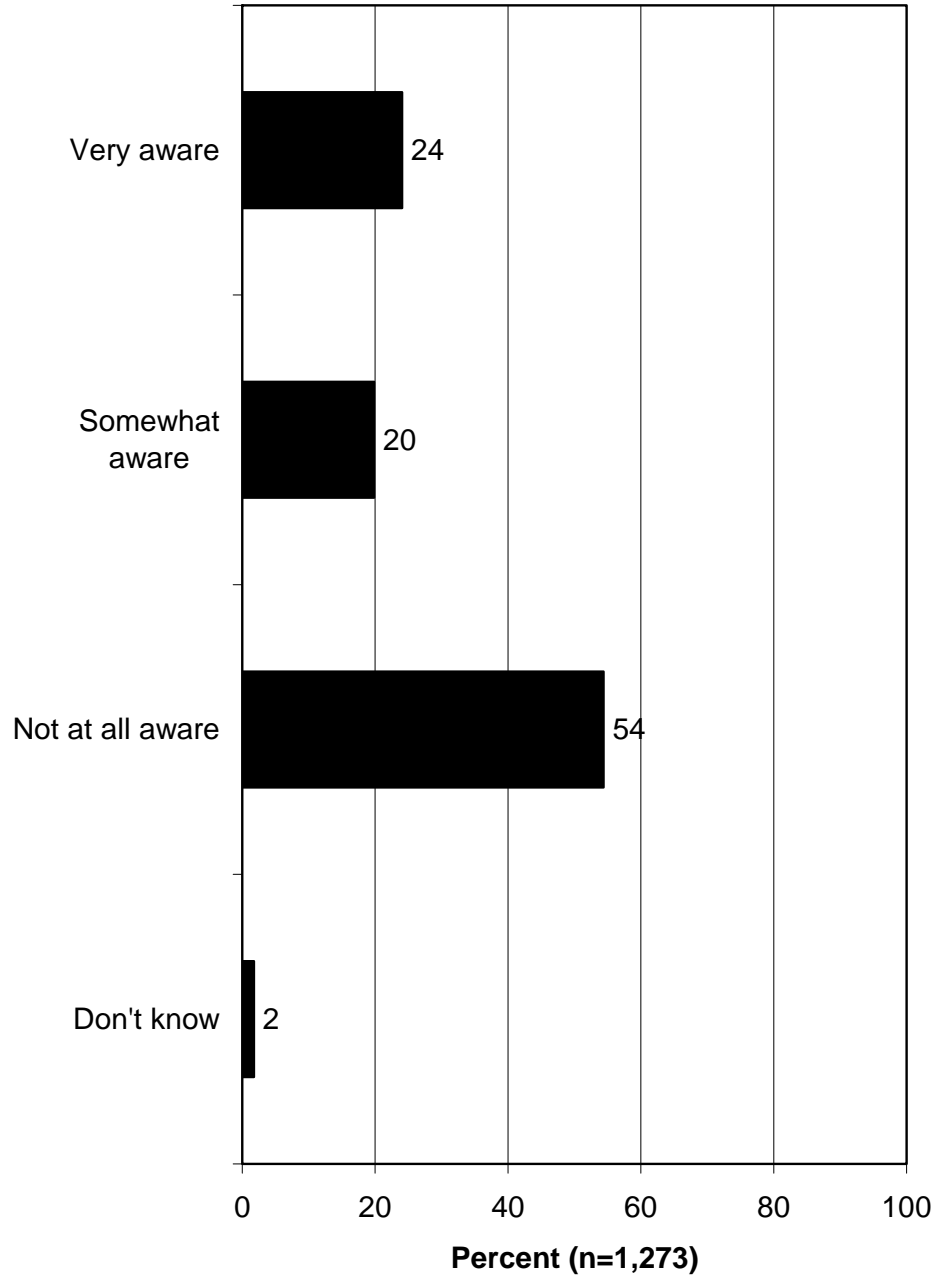
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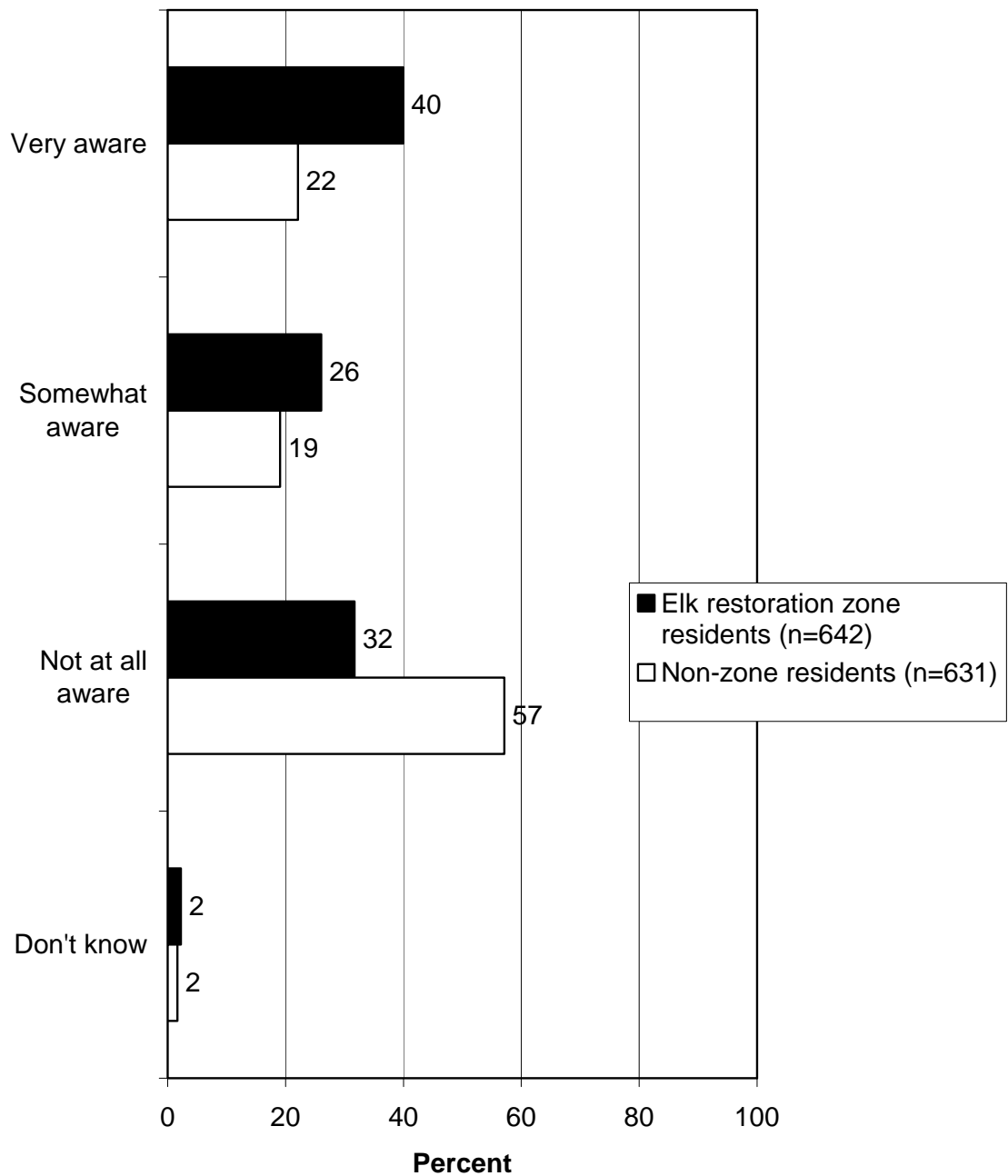
**Q29. Prior to this survey, how aware were you that the Department of Fish and Wildlife Resources has restored elk in 16 counties in southeastern Kentucky?**



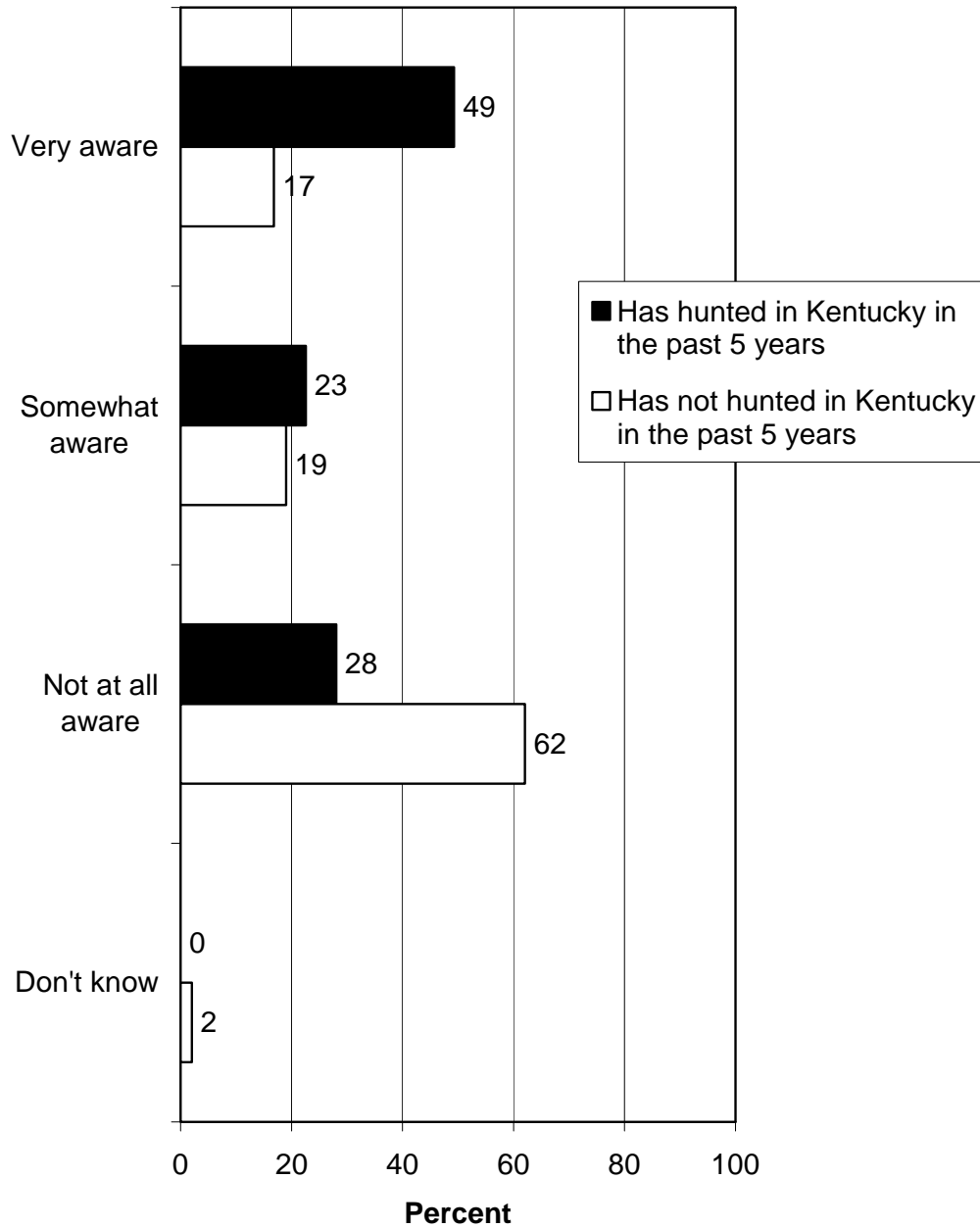
**Q30. Prior to this survey, how aware were you that the Department of Fish and Wildlife Resources allows the regulated hunting of free-roaming, wild elk in southeastern Kentucky?**



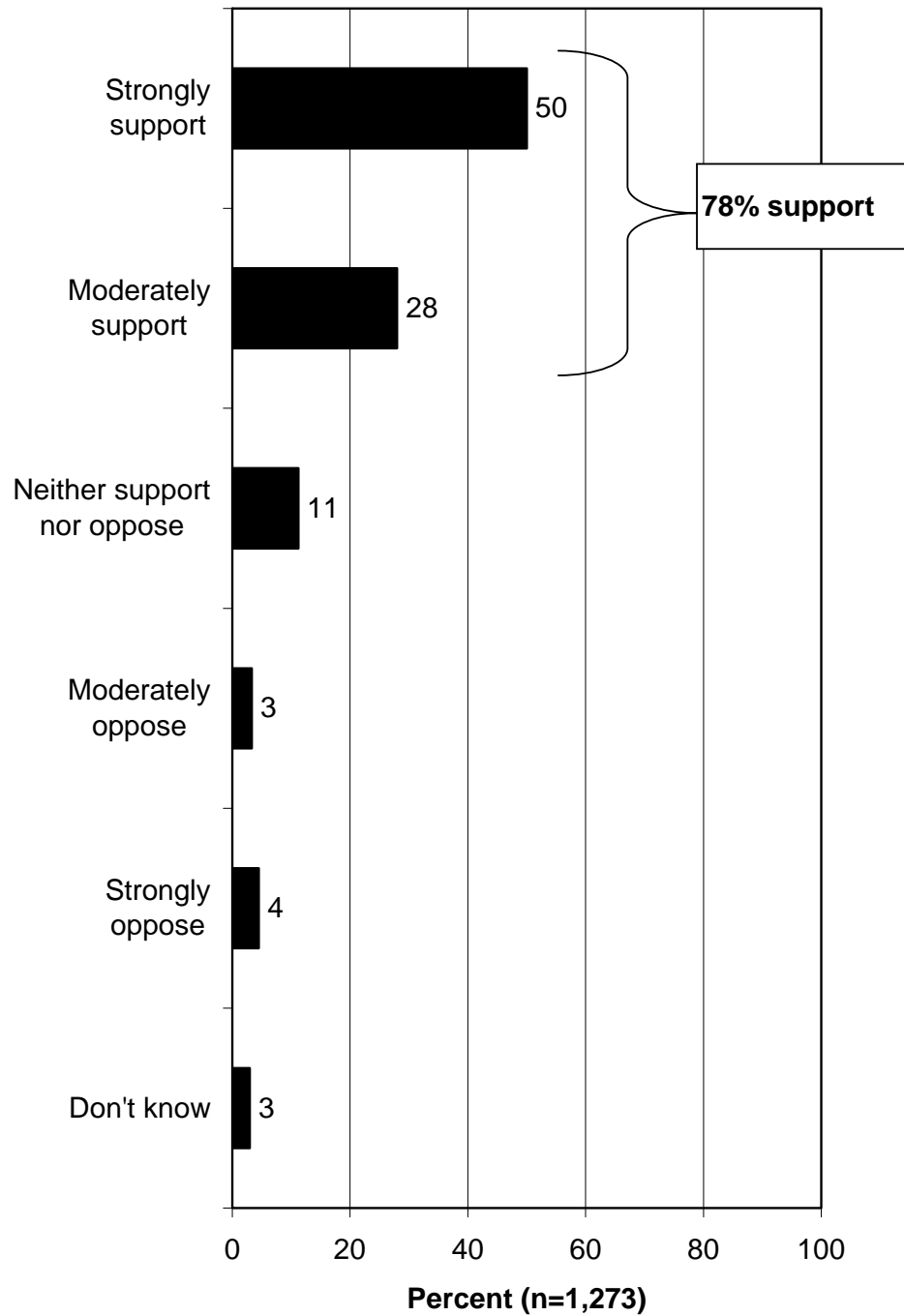
**Q30. Prior to this survey, how aware were you that the Department of Fish and Wildlife Resources allows the regulated hunting of free-roaming, wild elk in southeastern Kentucky?**



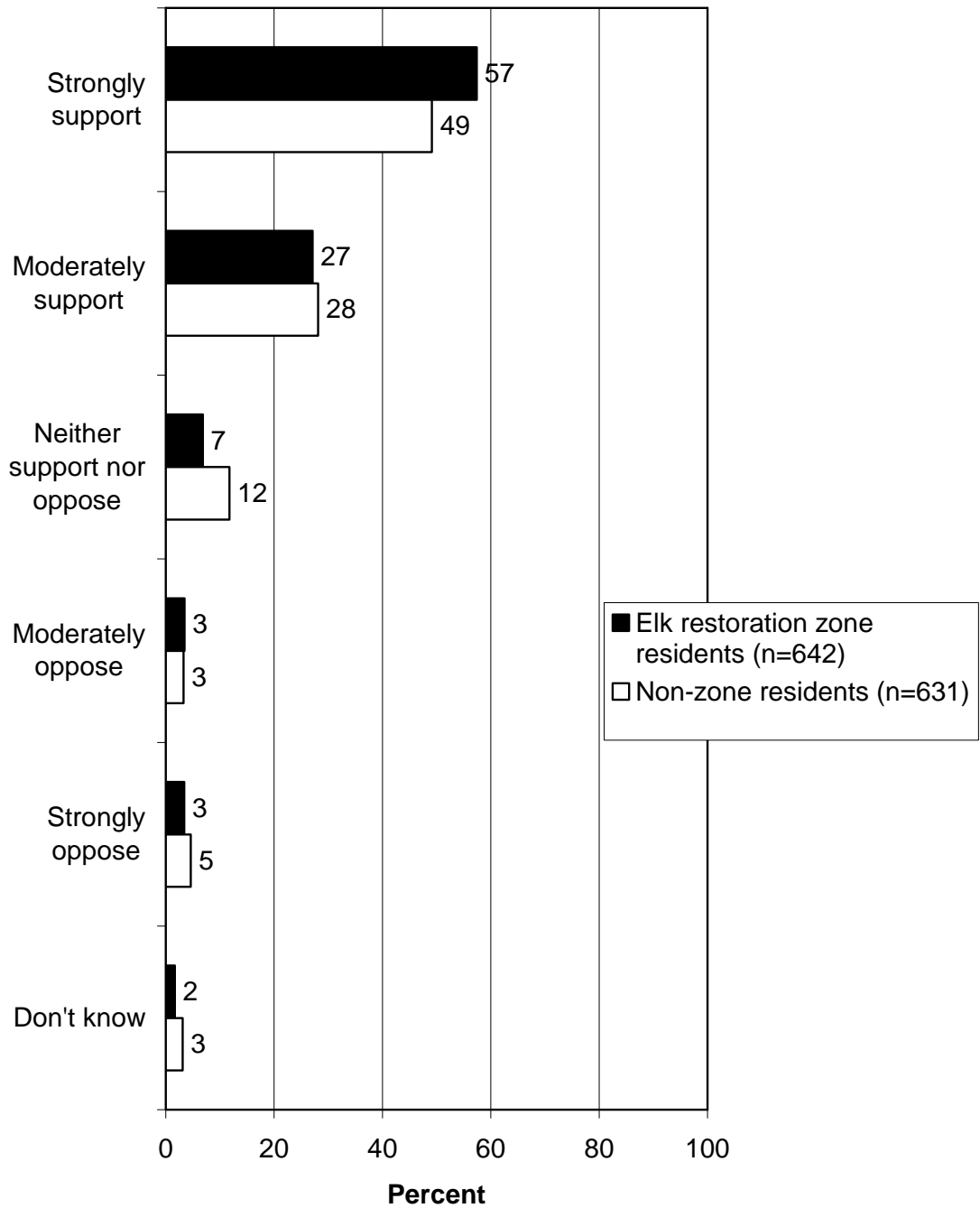
**Q30. Prior to this survey, how aware were you that the Department of Fish and Wildlife Resources allows the regulated hunting of free-roaming, wild elk in southeastern Kentucky?**



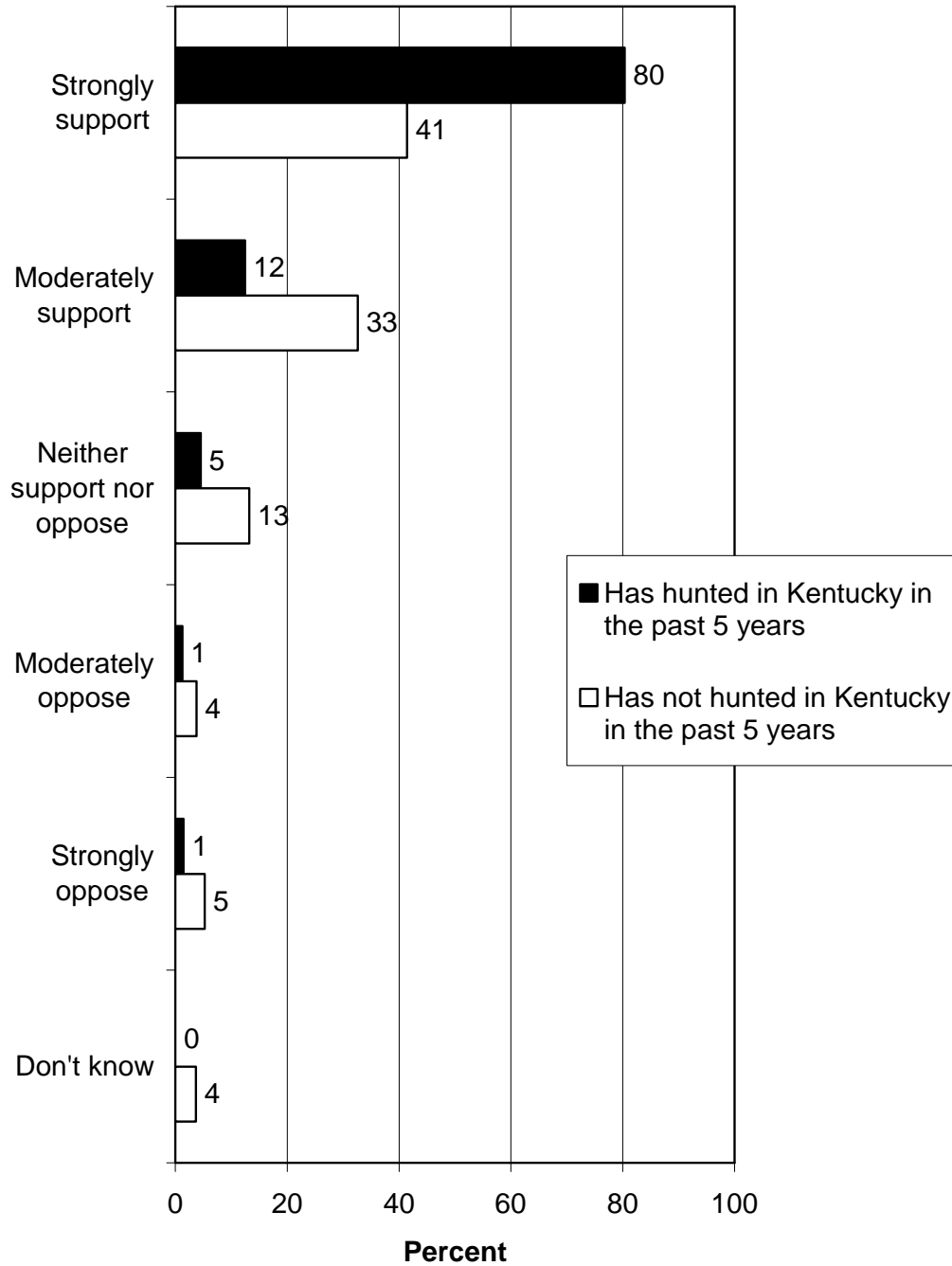
**Q32. In general, do you support or oppose having free-roaming, wild elk in southeastern Kentucky?**



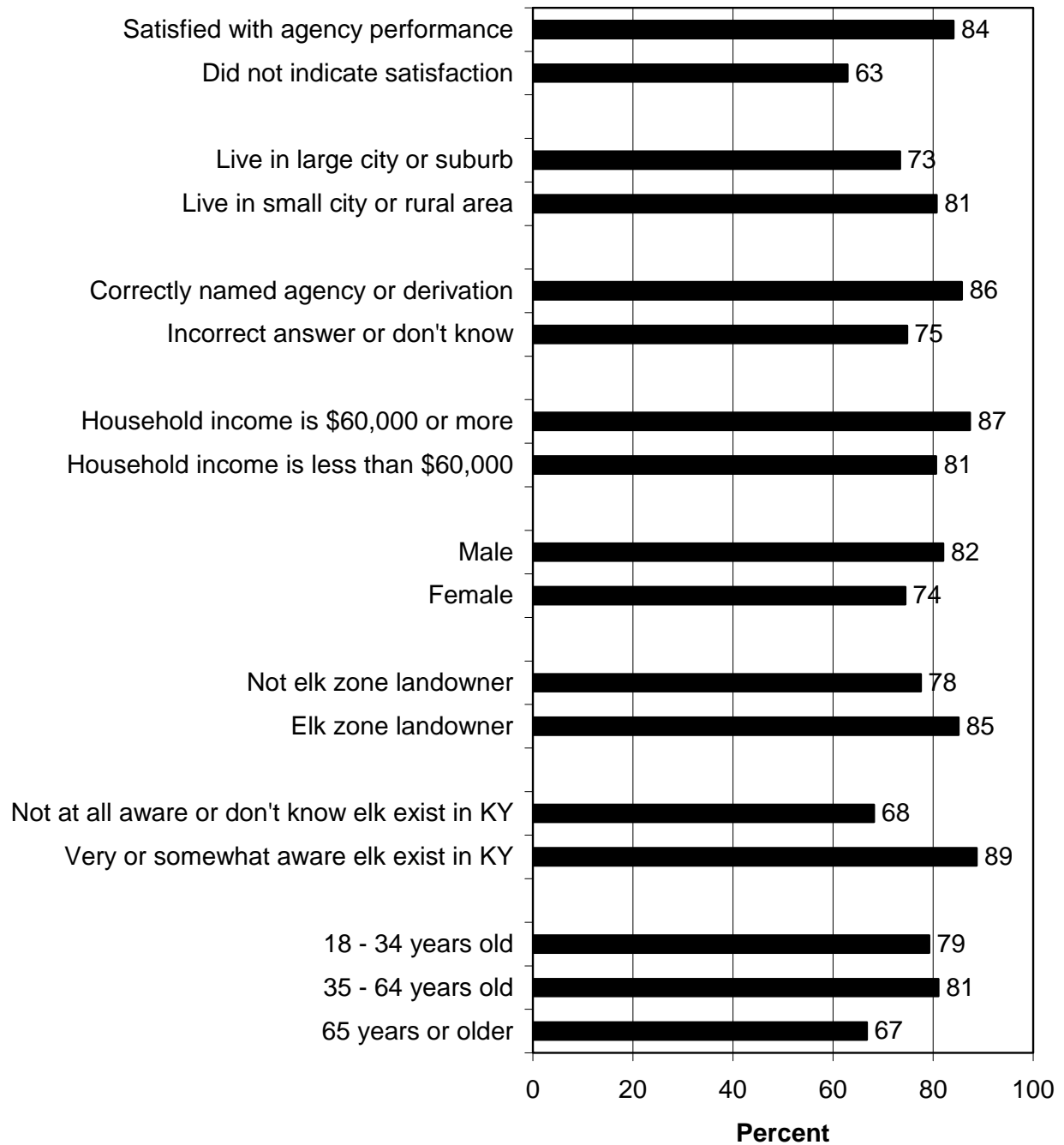
**Q32. In general, do you support or oppose having free-roaming, wild elk in southeastern Kentucky?**



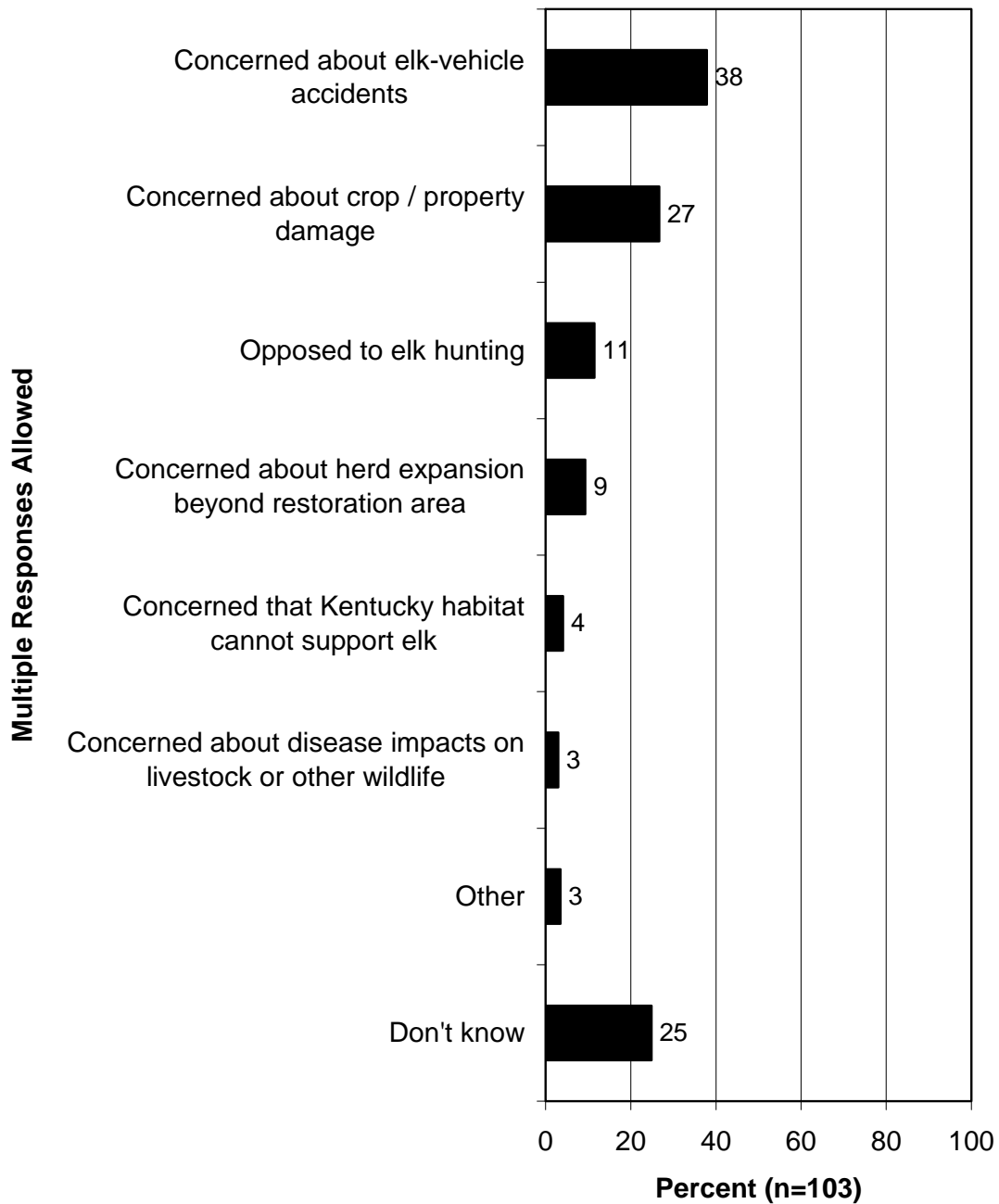
**Q32. In general, do you support or oppose having free-roaming, wild elk in southeastern Kentucky?**



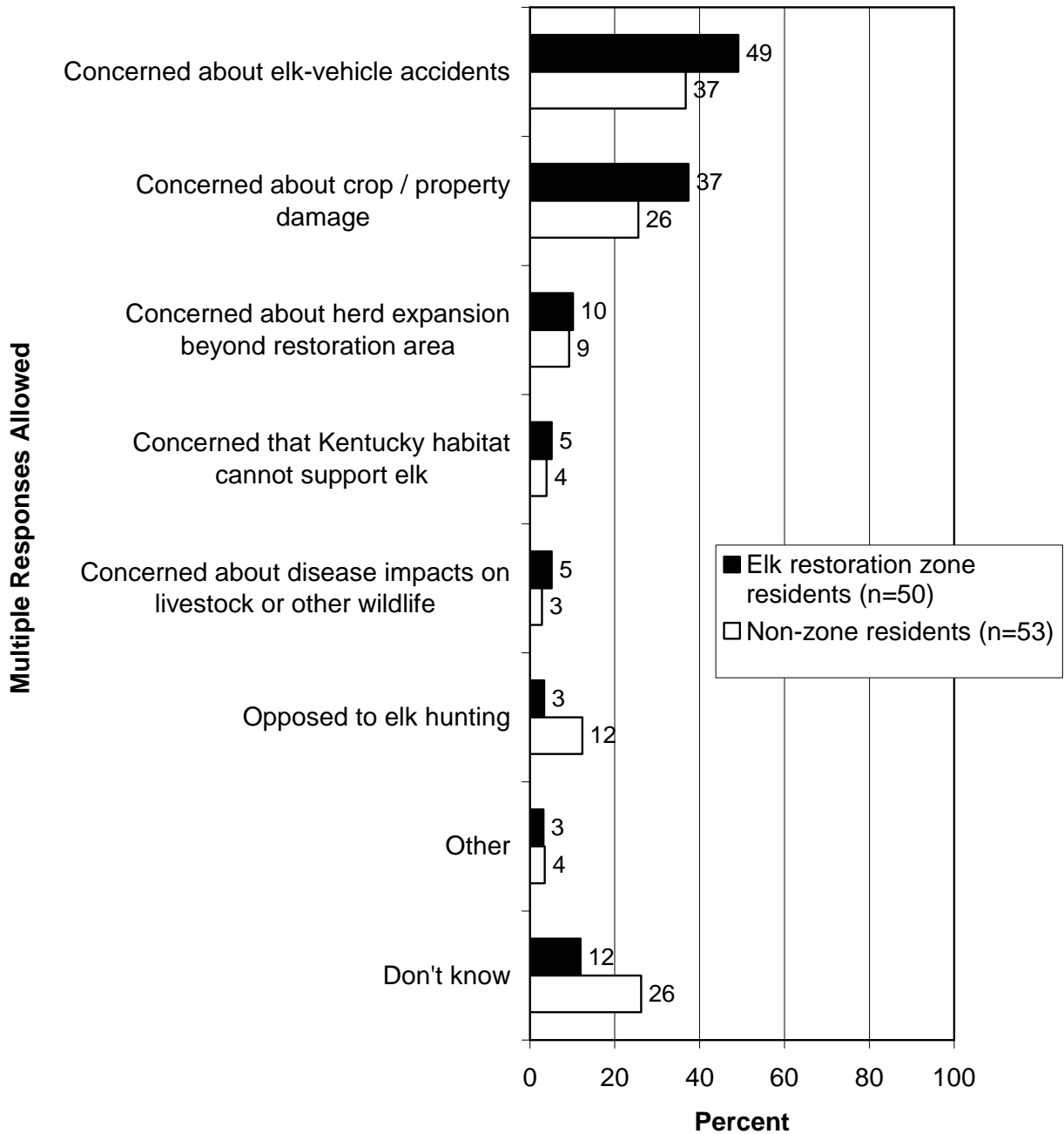
### Percent of group who support having free-roaming, wild elk in southeastern Kentucky.



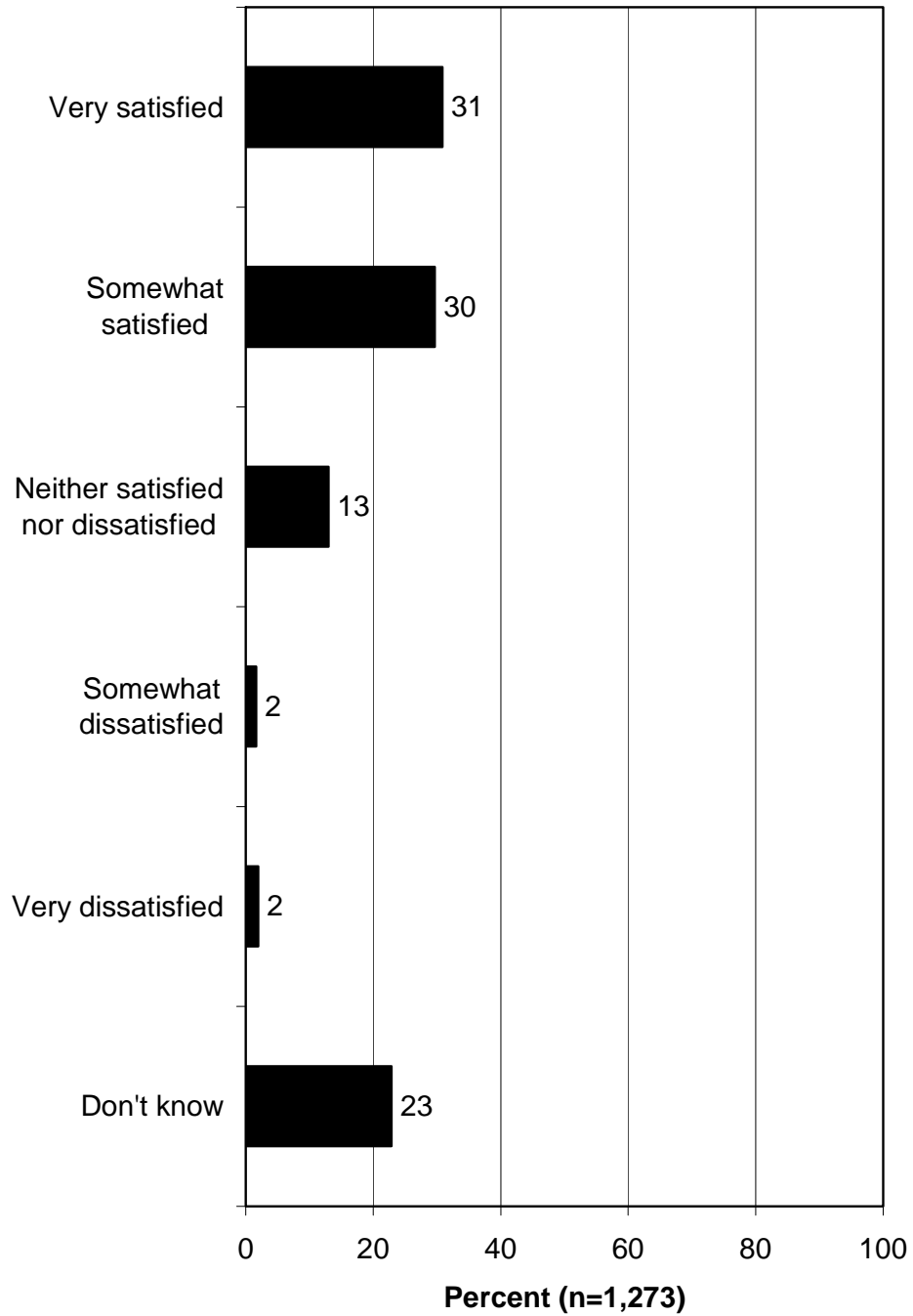
**Q35. Why do you oppose having elk in southeastern Kentucky? (Asked of those who oppose having elk in southeastern Kentucky.)**



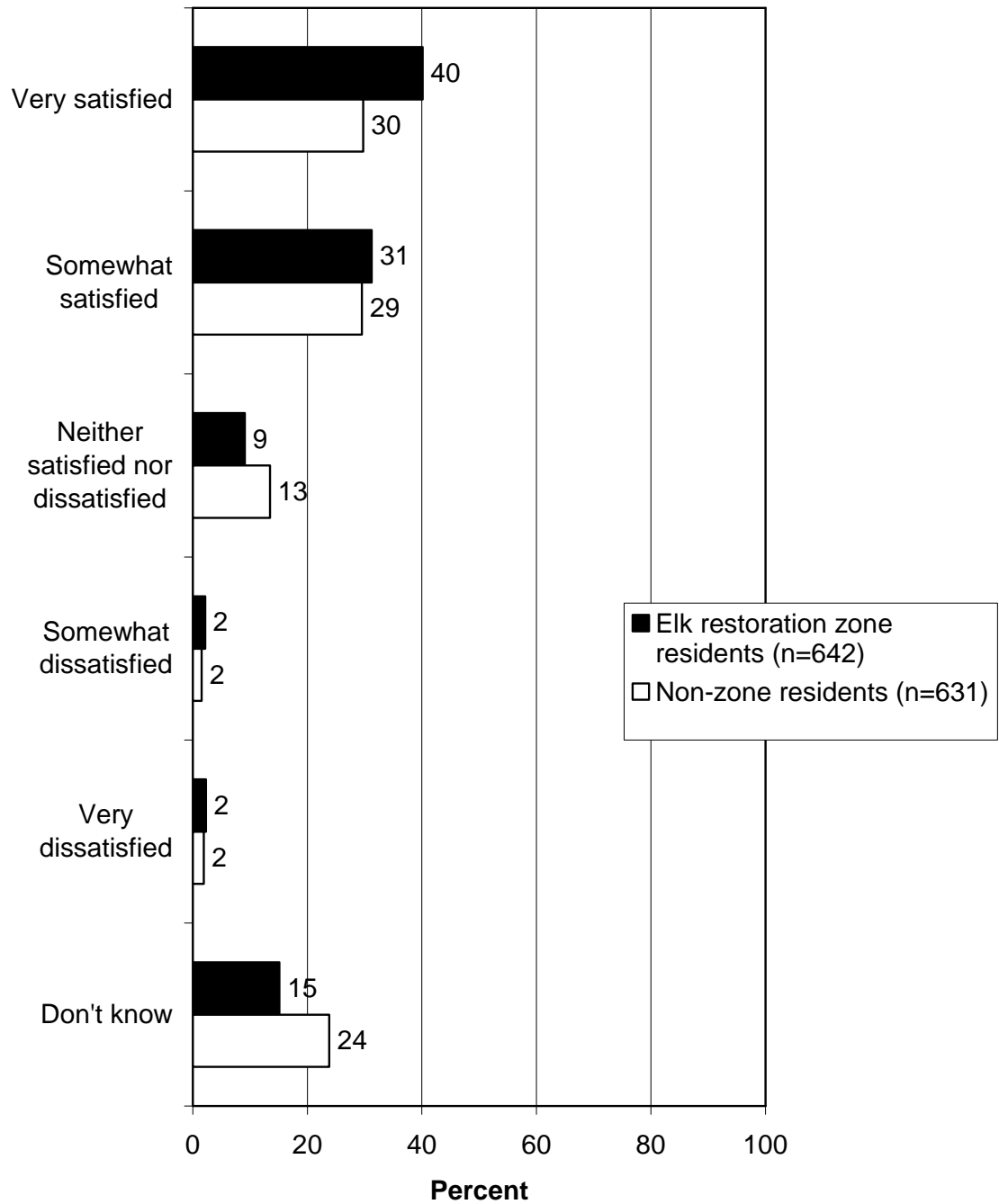
**Q35. Why do you oppose having elk in southeastern Kentucky? (Asked of those who oppose having elk in southeastern Kentucky.)**



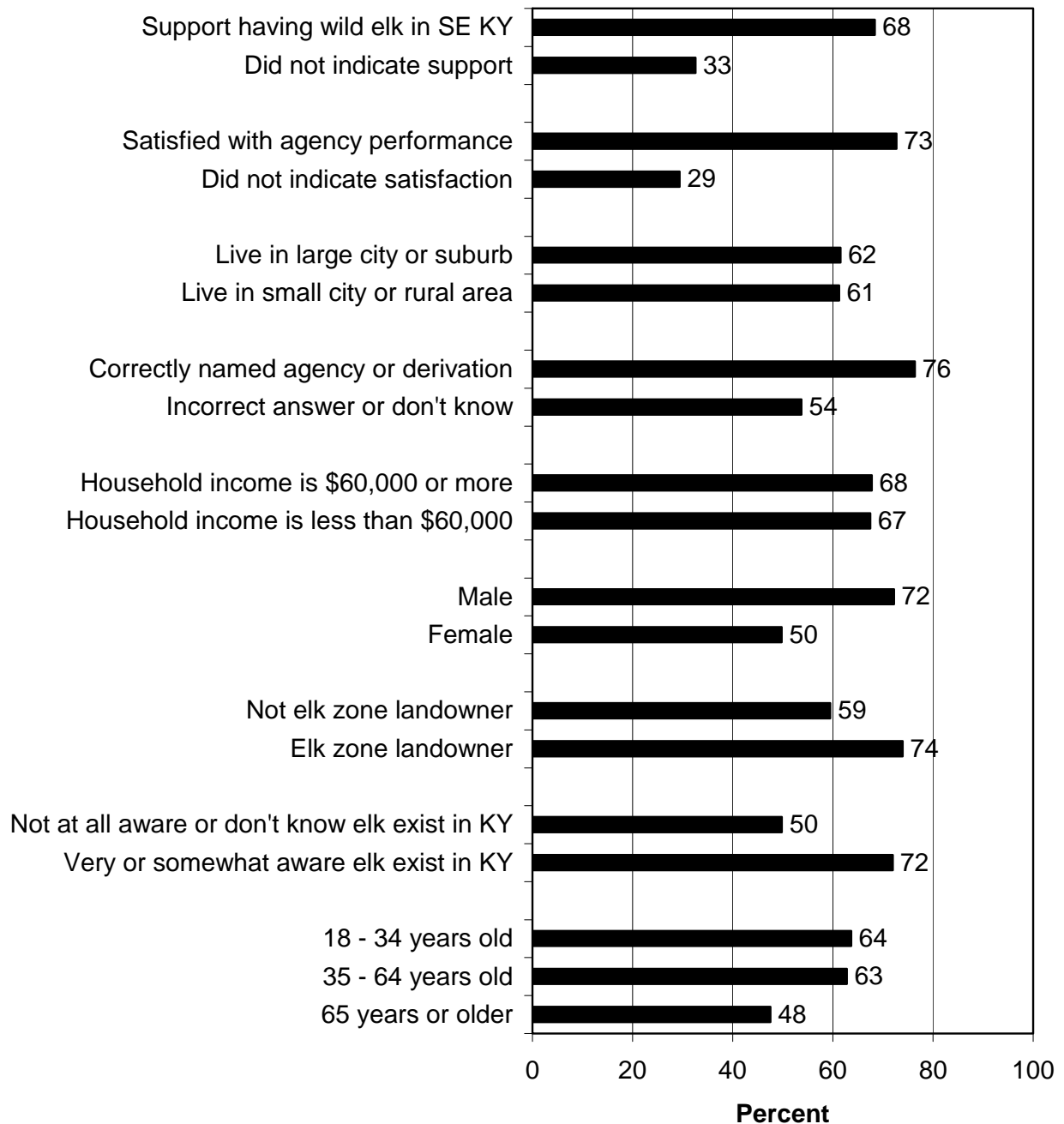
**Q47. In general, how satisfied or dissatisfied are you with the management of elk in Kentucky?**



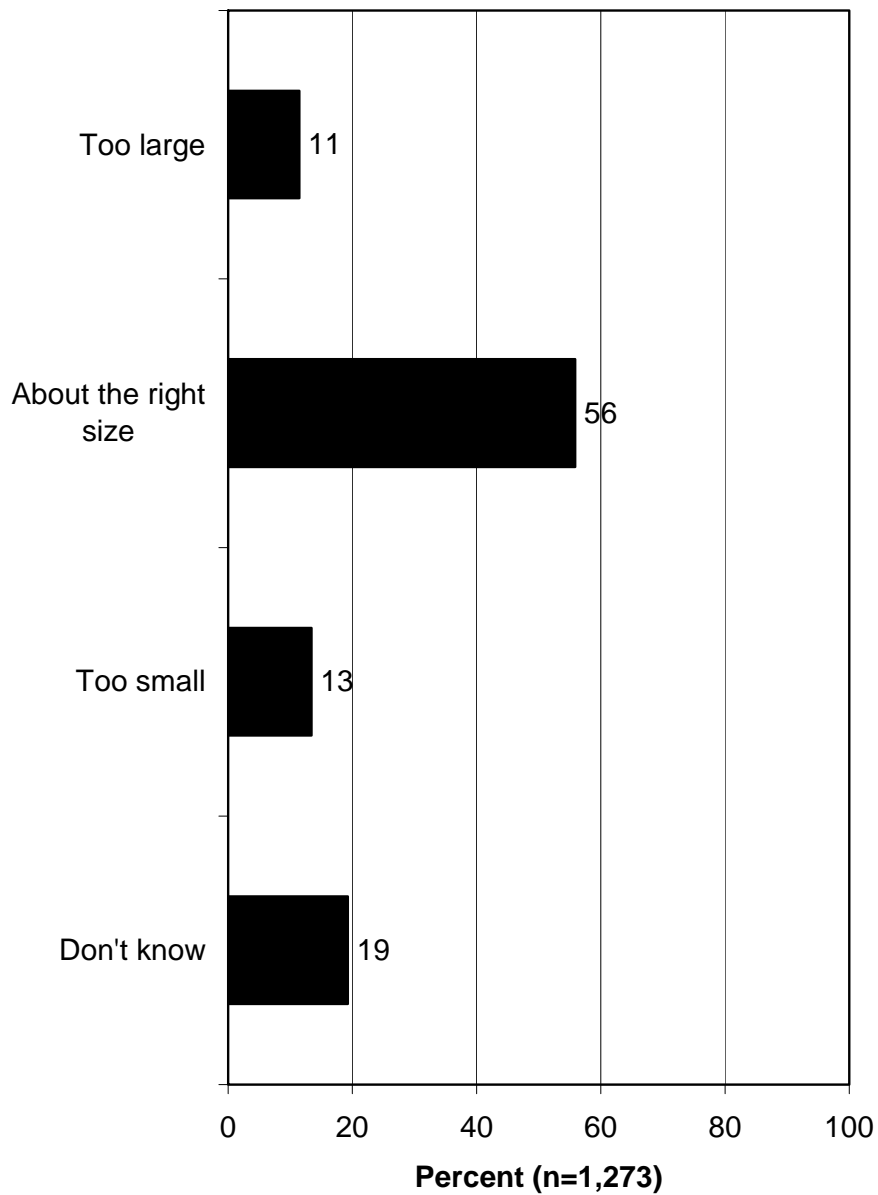
**Q47. In general, how satisfied or dissatisfied are you with the management of elk in Kentucky?**



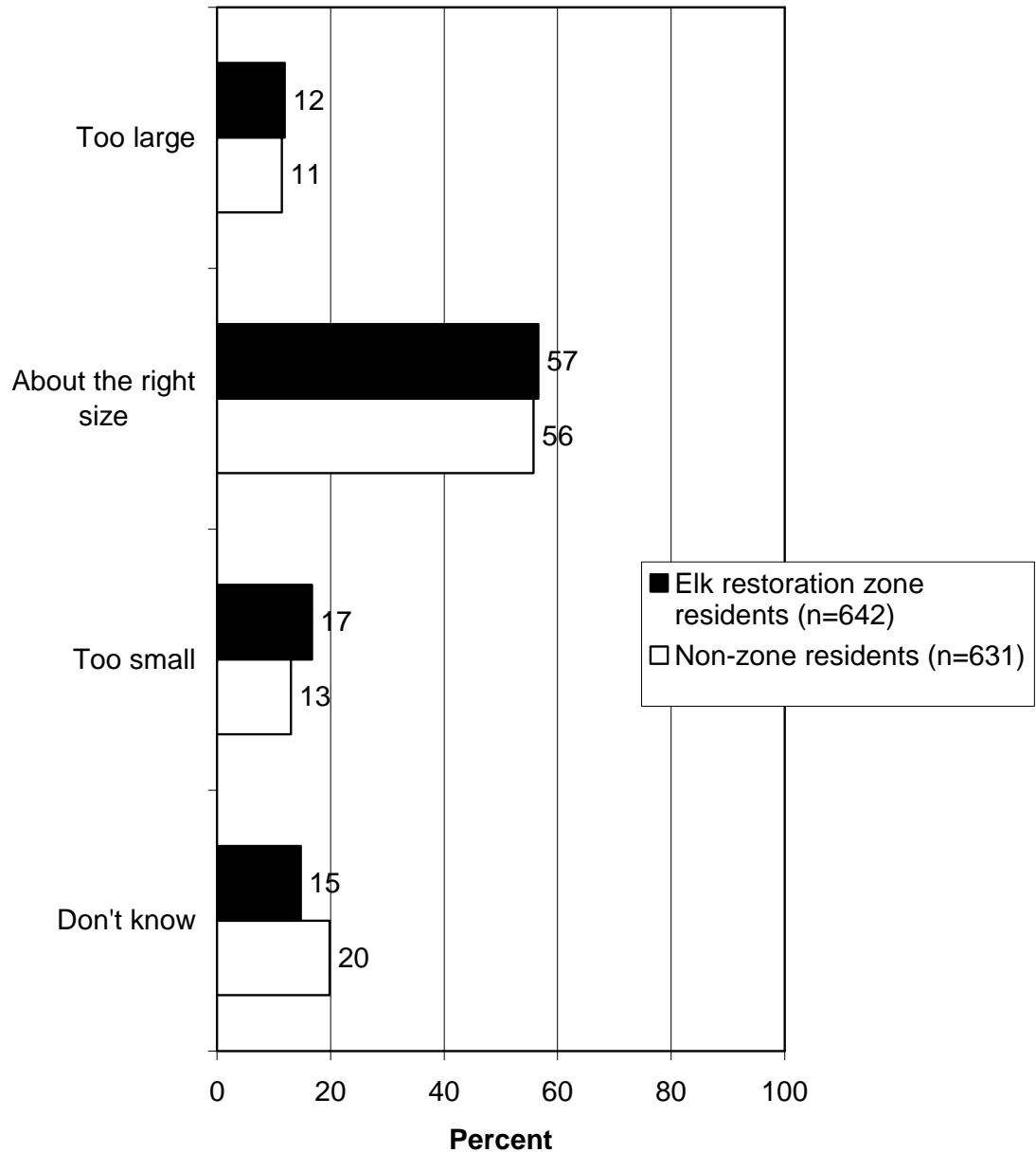
**Percent of group who are very or somewhat satisfied with the management of elk in Kentucky.**



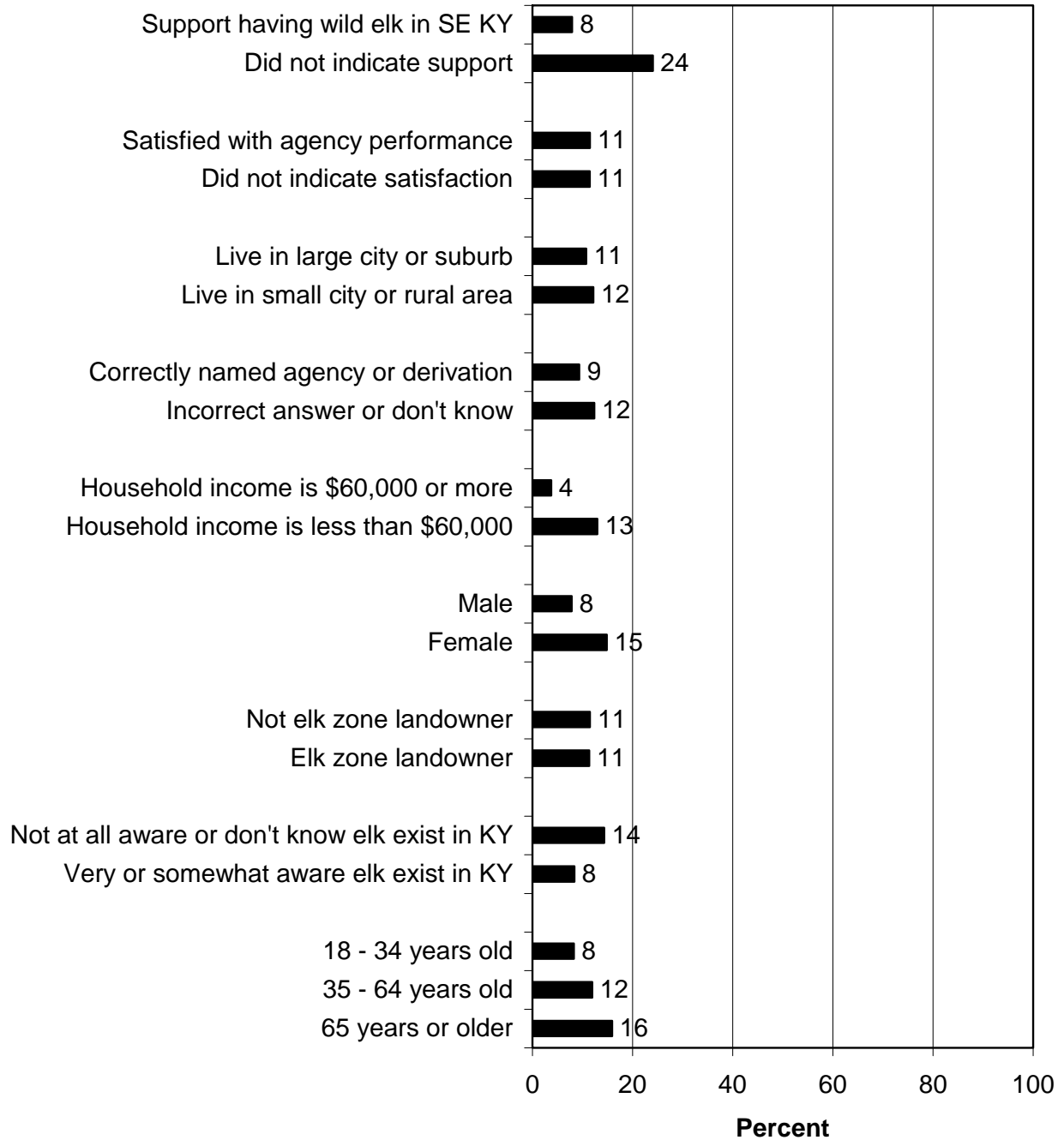
**Q37. The current population of elk in southeastern Kentucky is estimated at around 10,000 elk, the goal set by the Department of Fish and Wildlife Resources in its elk restoration plan. Would you say the current size of the elk herd is too large, too small, or about the right size?**



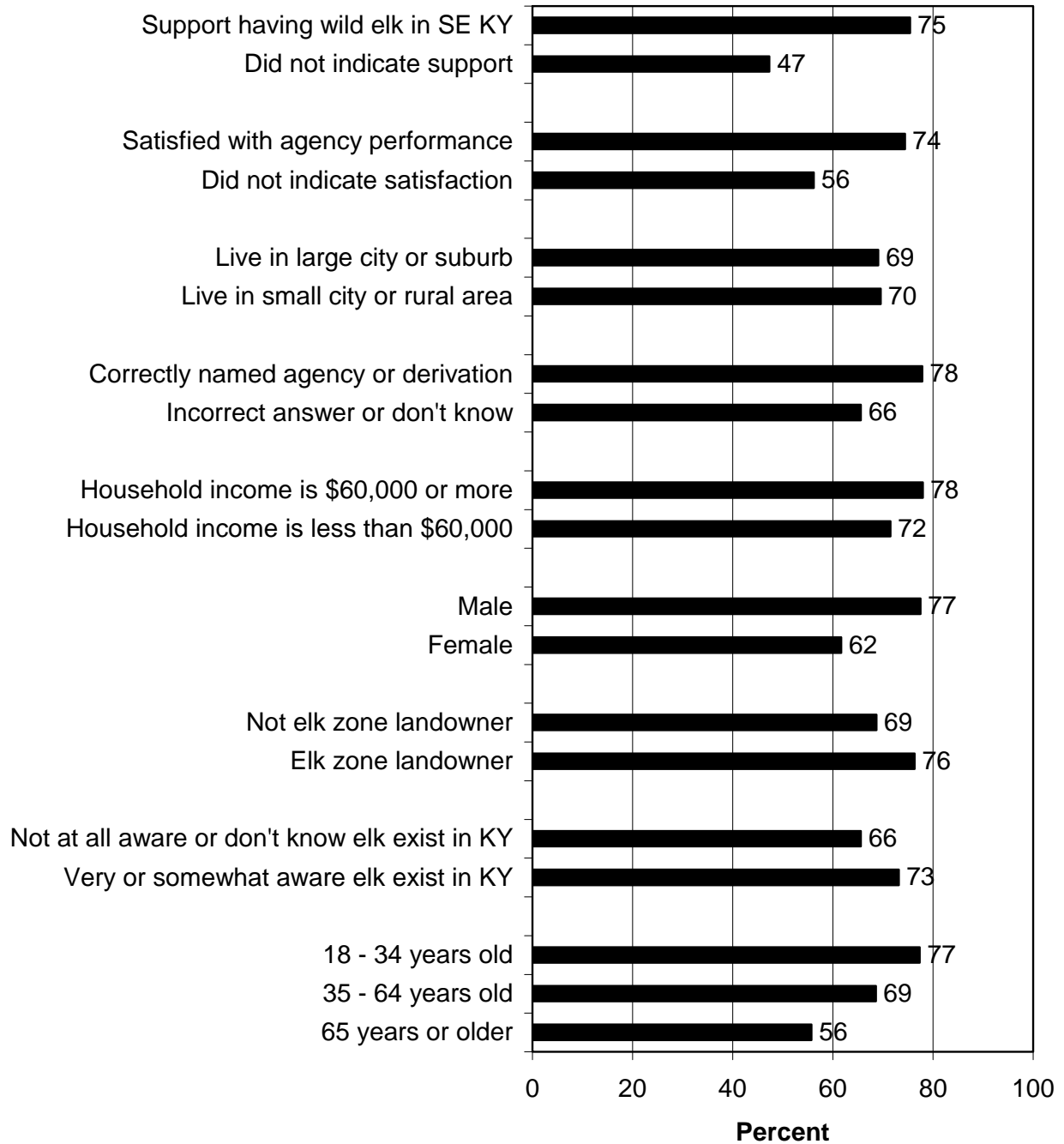
**Q37. The current population of elk in southeastern Kentucky is estimated at around 10,000 elk, the goal set by the Department of Fish and Wildlife Resources in its elk restoration plan. Would you say the current size of the elk herd is too large, too small, or about the right size?**



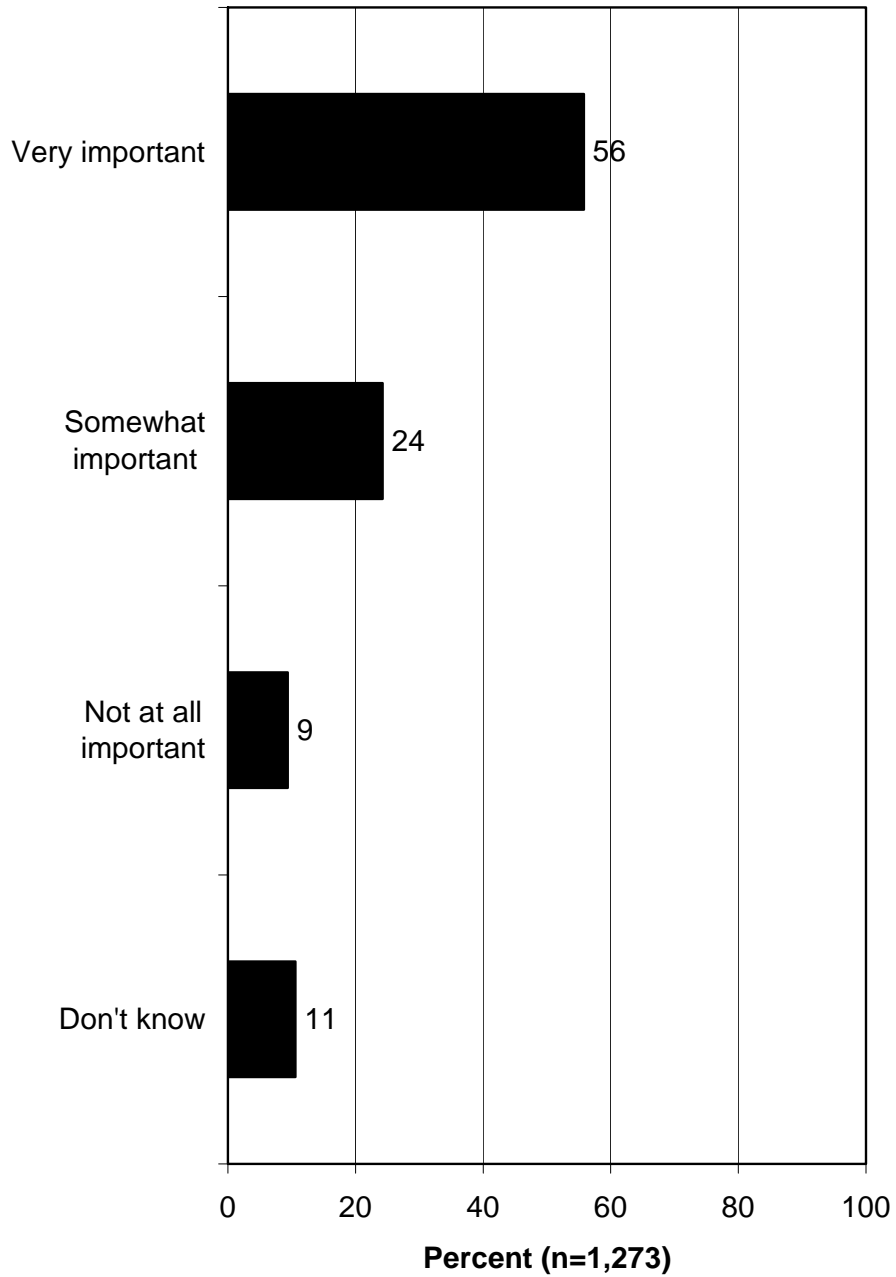
### Percent of group who think the elk herd is too large.



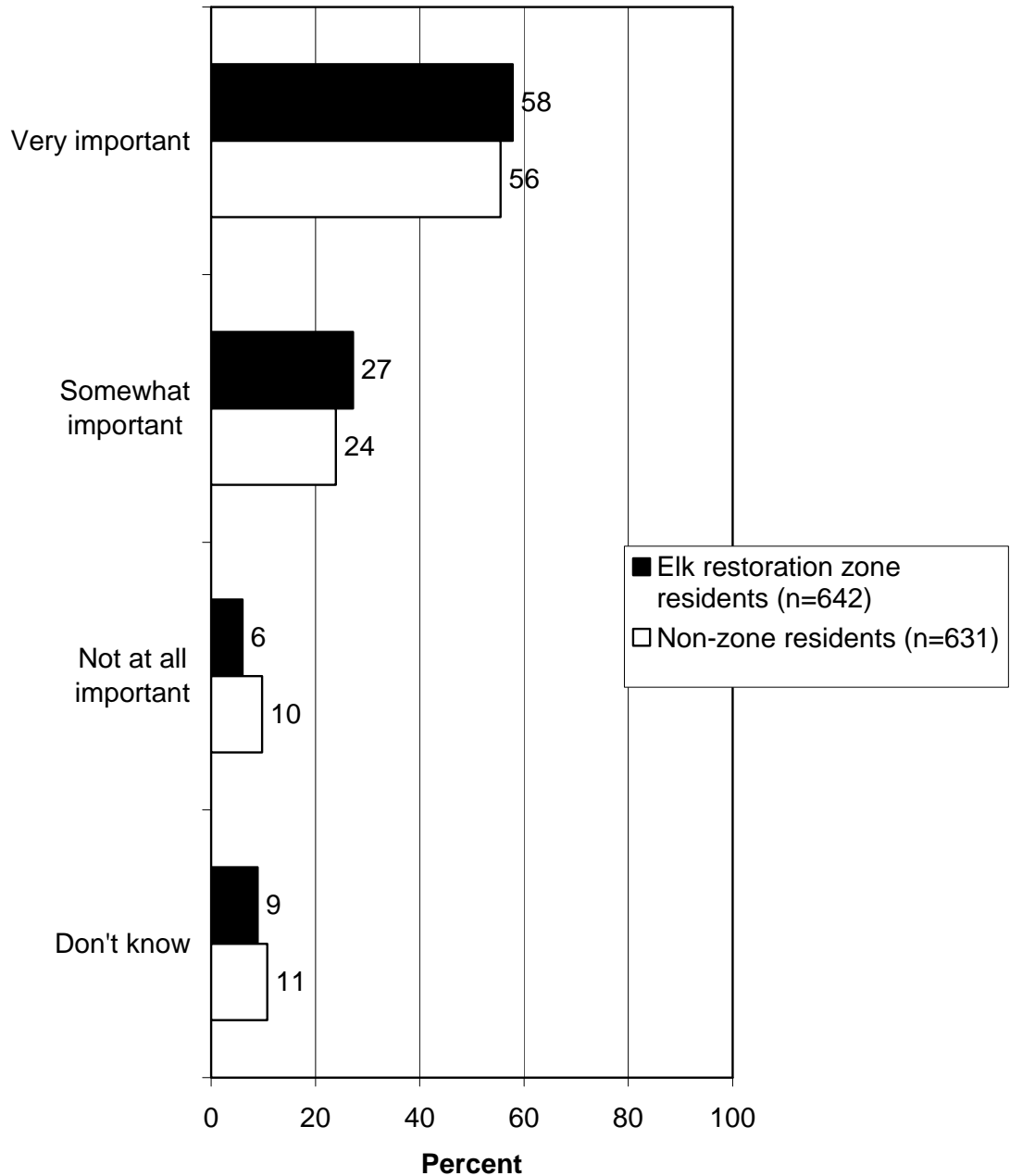
**Percent of group who think the elk herd is about the right size or too small.**



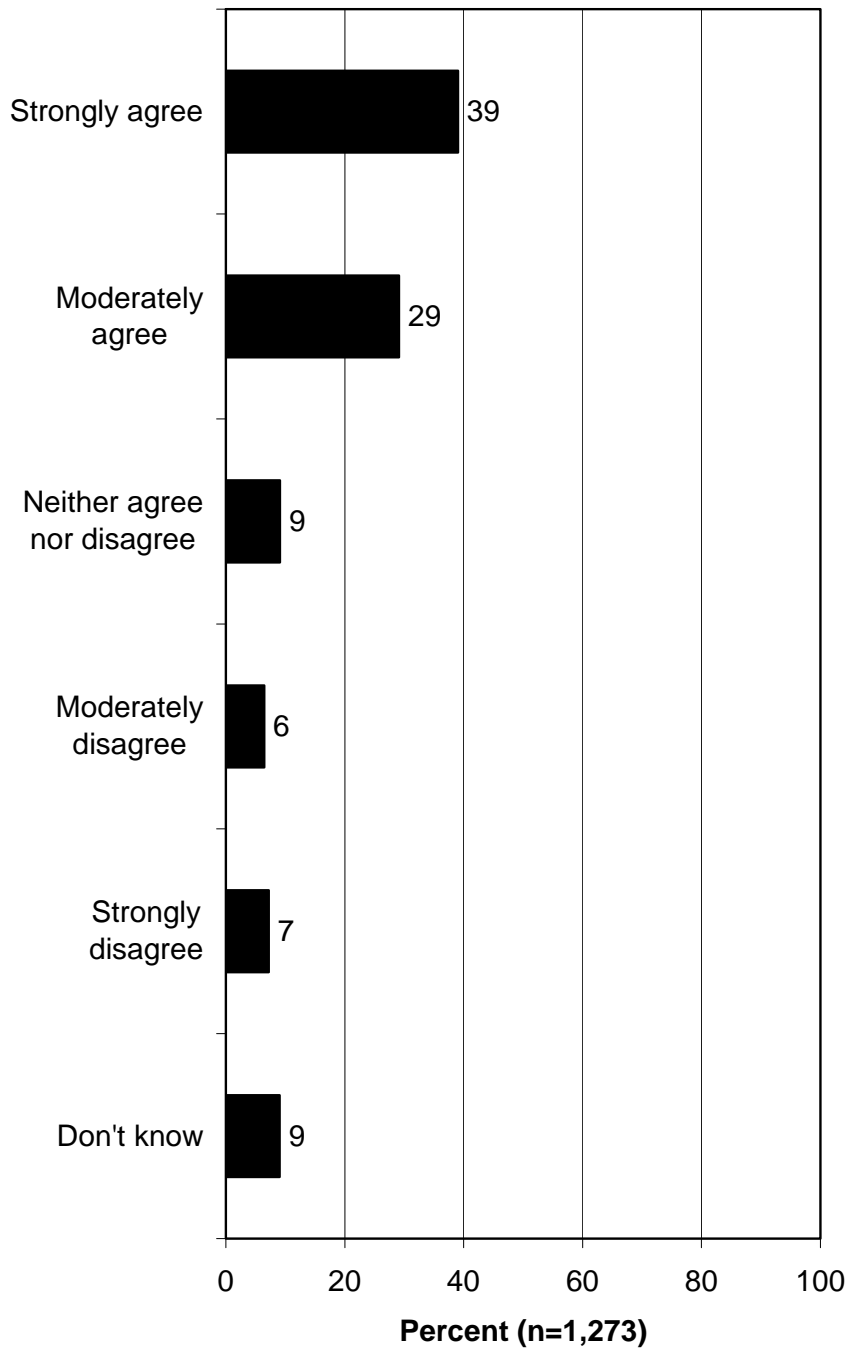
**Q48. How important do you think the economic benefits of having elk in southeastern Kentucky should be to decisions about how the elk population is managed?**



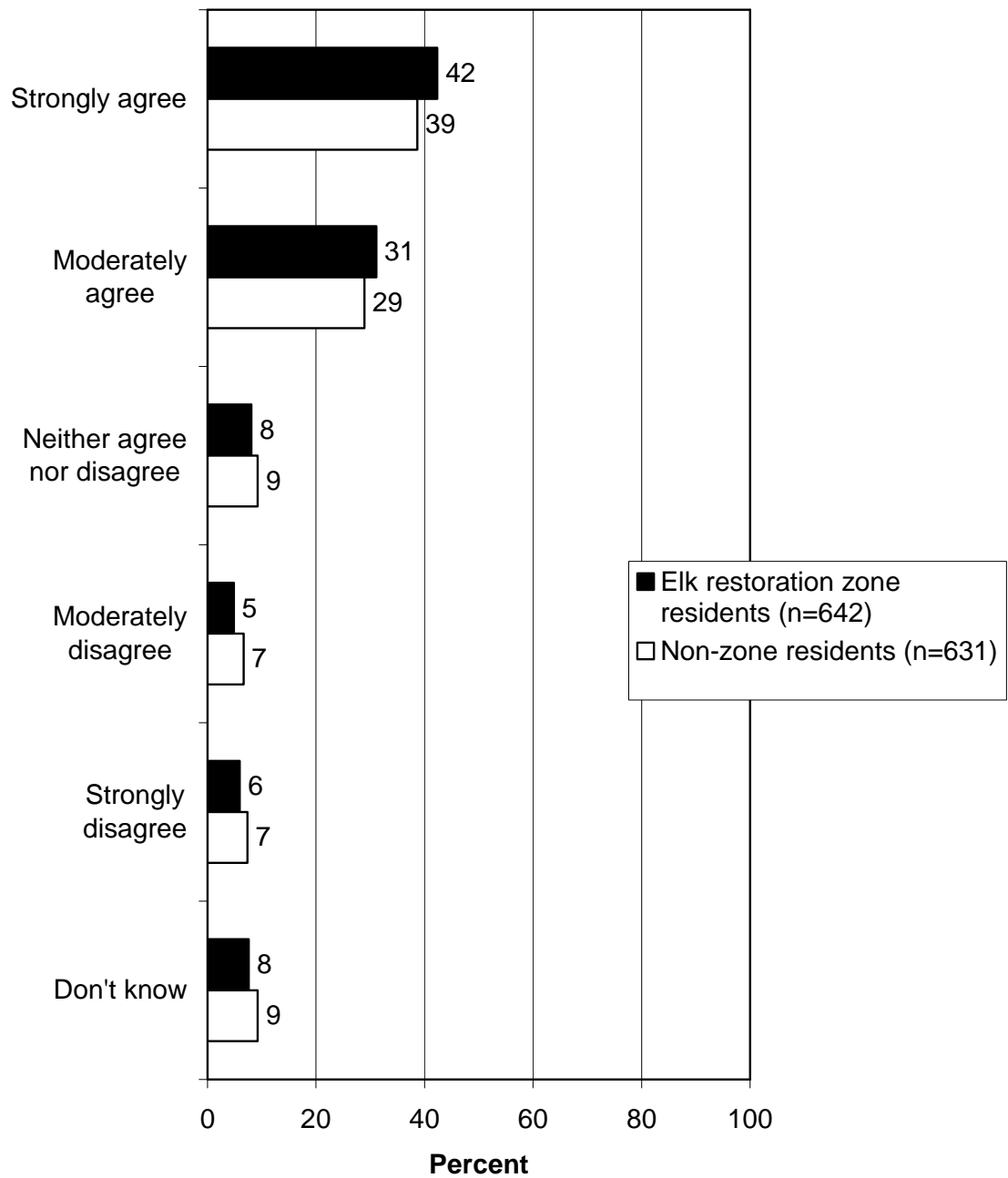
**Q48. How important do you think the economic benefits of having elk in southeastern Kentucky should be to decisions about how the elk population is managed?**



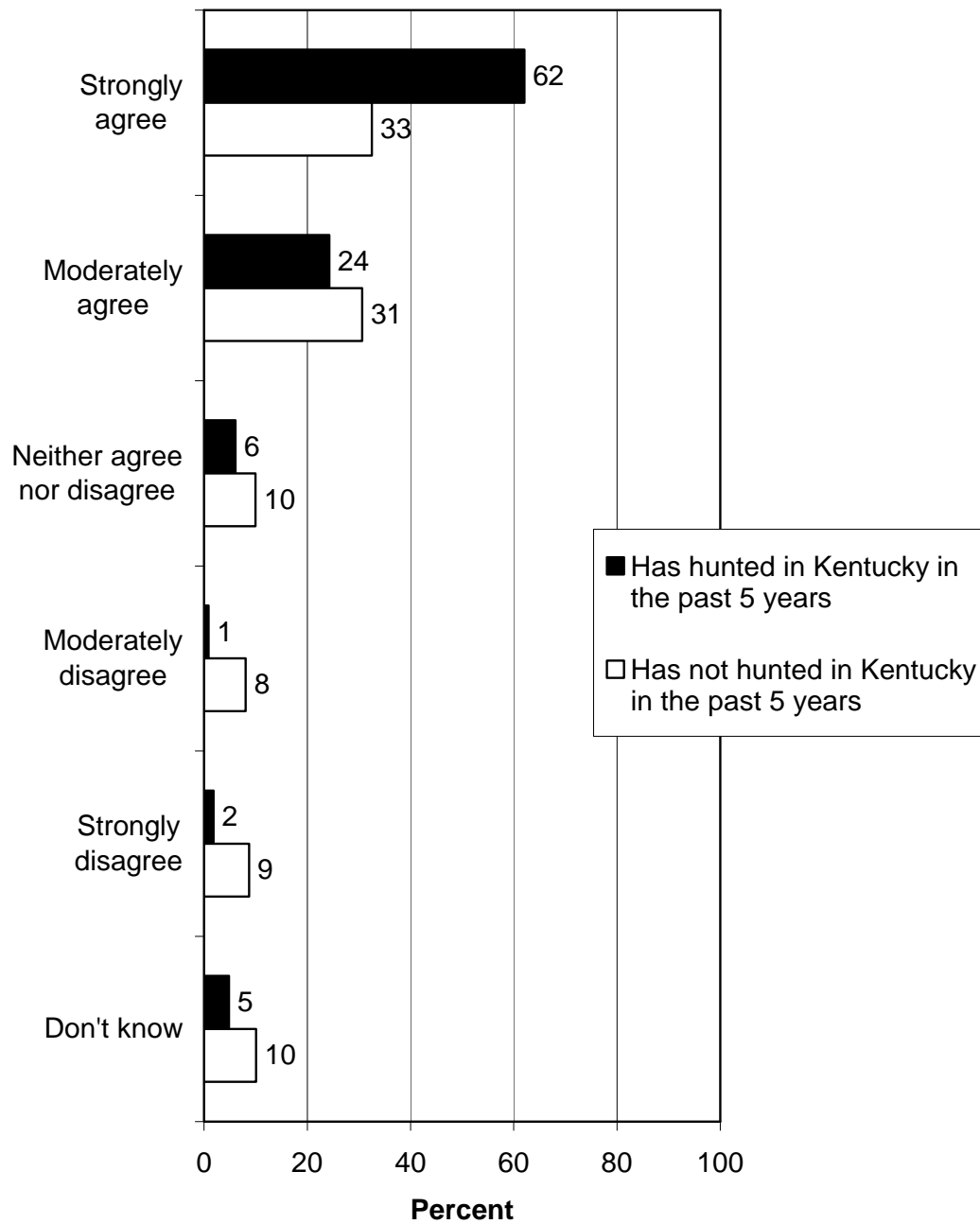
**Q49. Do you agree or disagree that opportunities for both elk watching and elk hunting in southeastern Kentucky are compatible?**



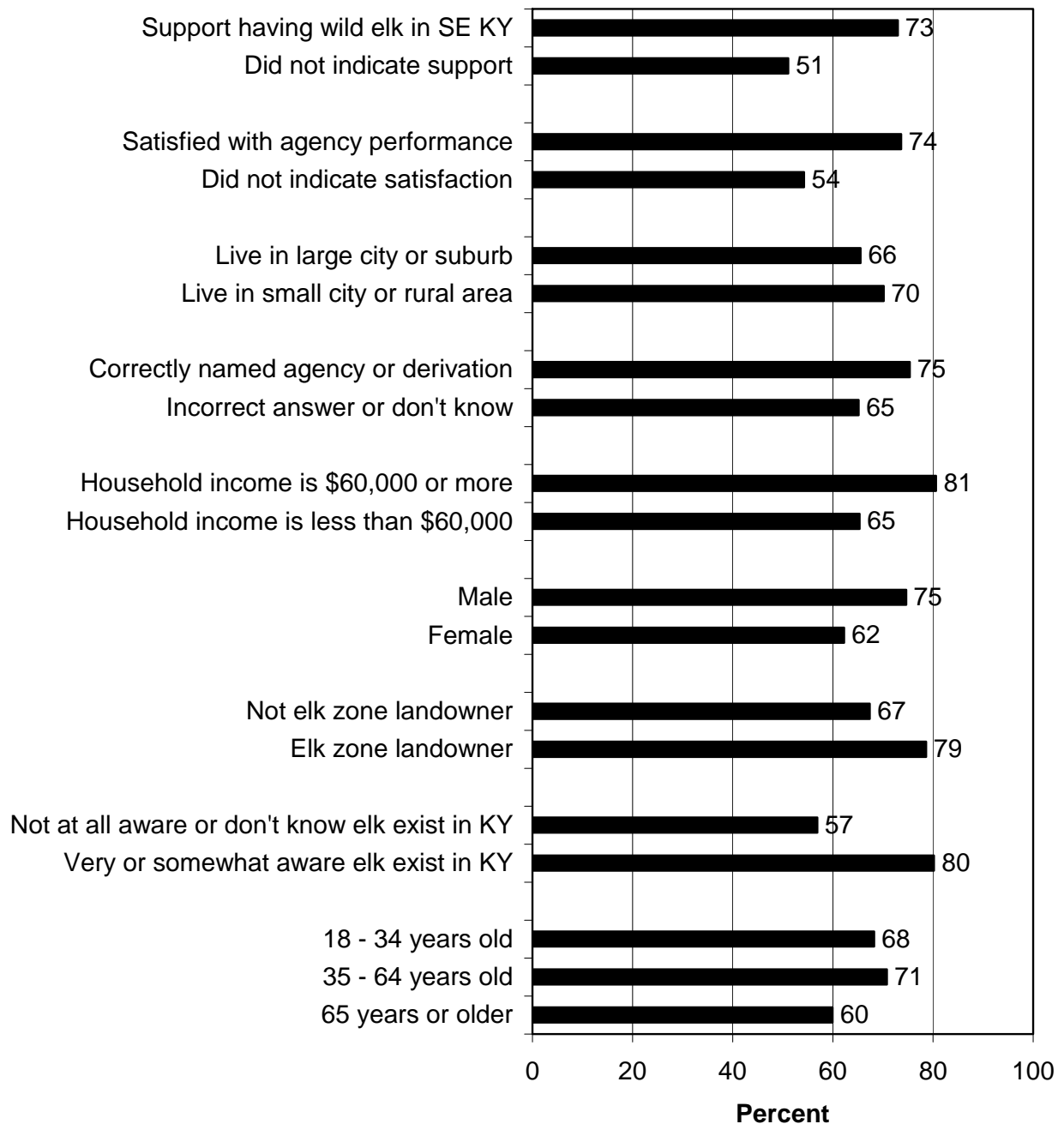
**Q49. Do you agree or disagree that opportunities for both elk watching and elk hunting in southeastern Kentucky are compatible?**



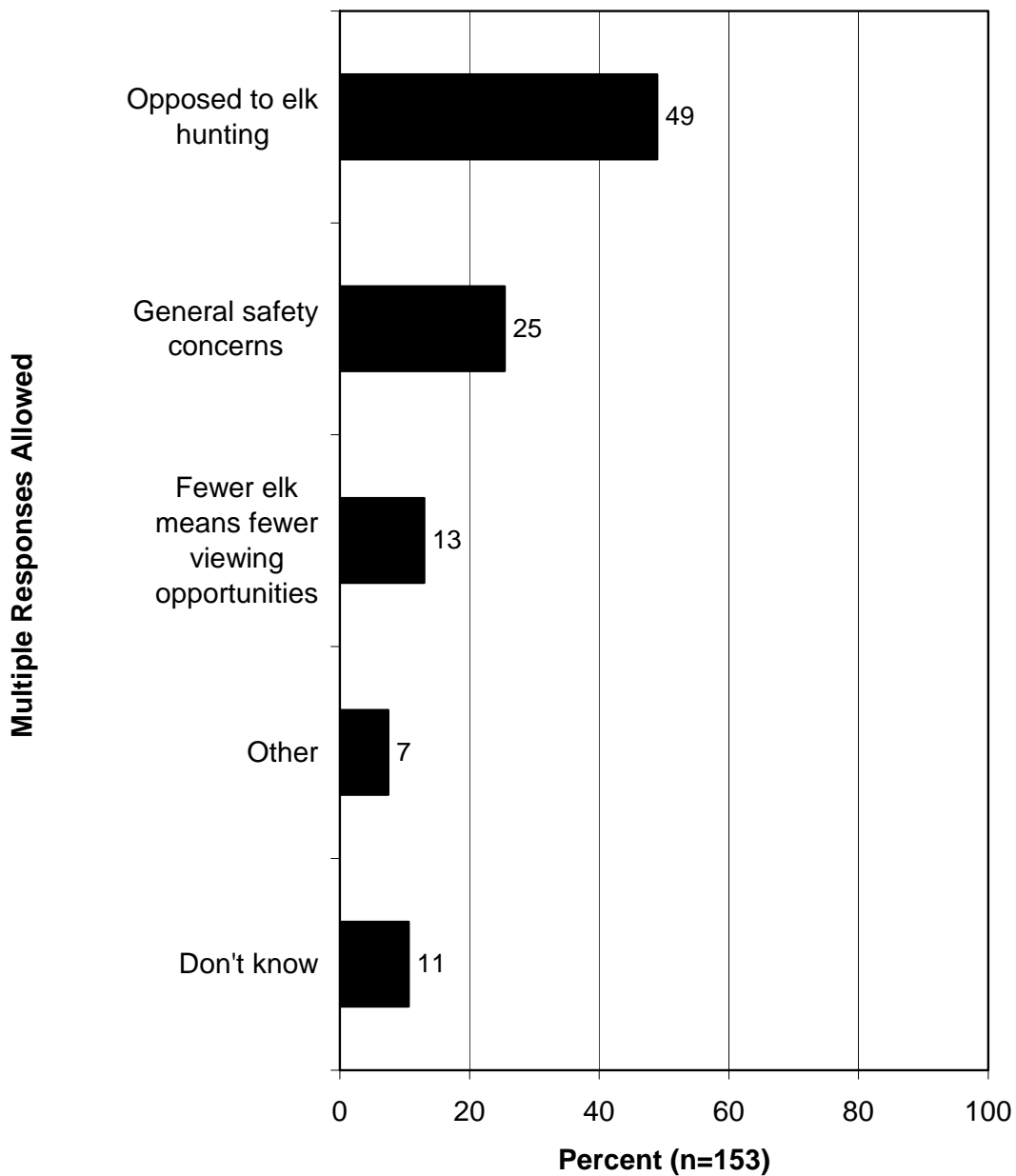
**Q49. Do you agree or disagree that opportunities for both elk watching and elk hunting in southeastern Kentucky are compatible?**



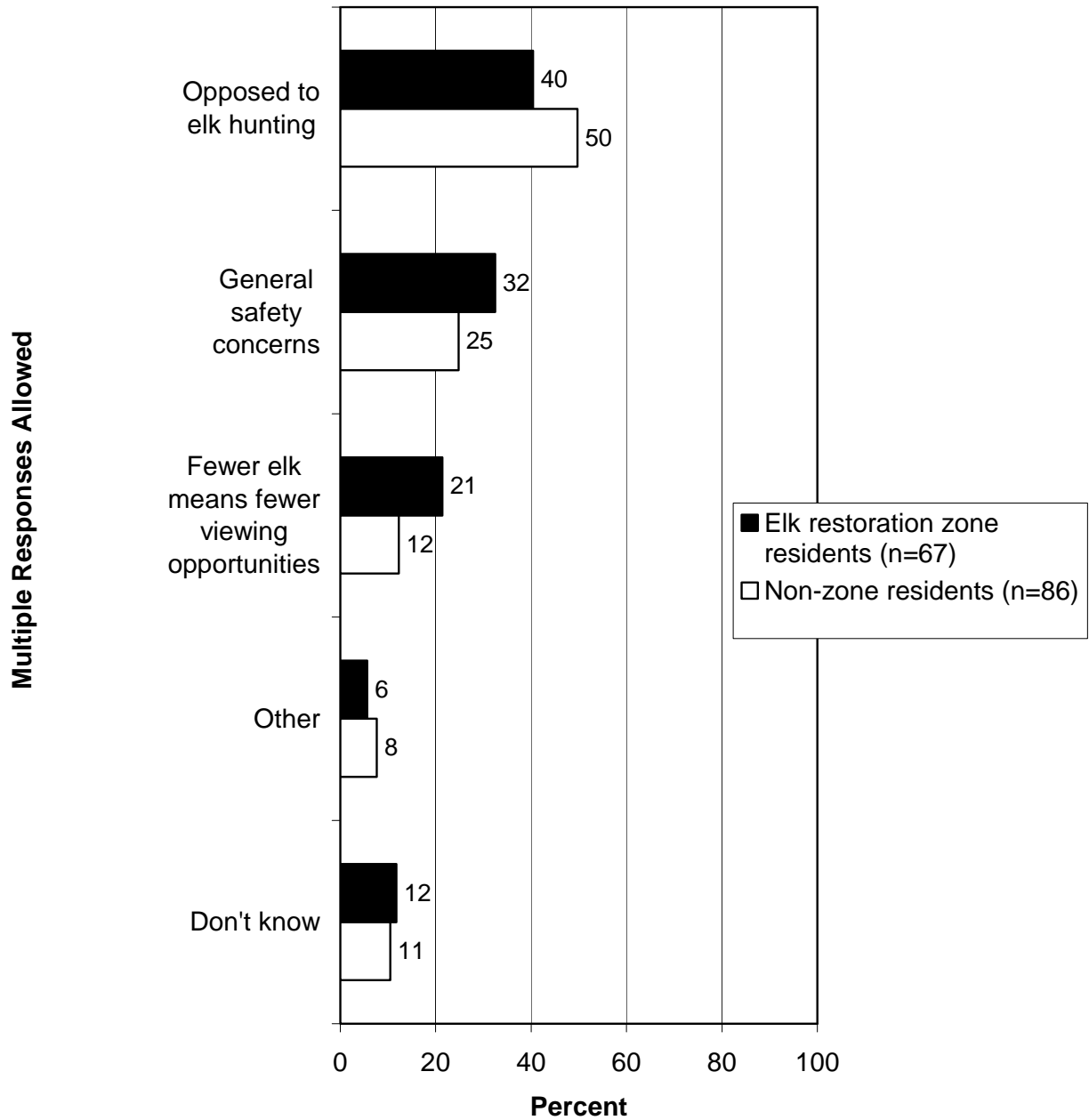
**Percent of group who agree that opportunities for both elk watching and elk hunting in southeastern Kentucky are compatible.**



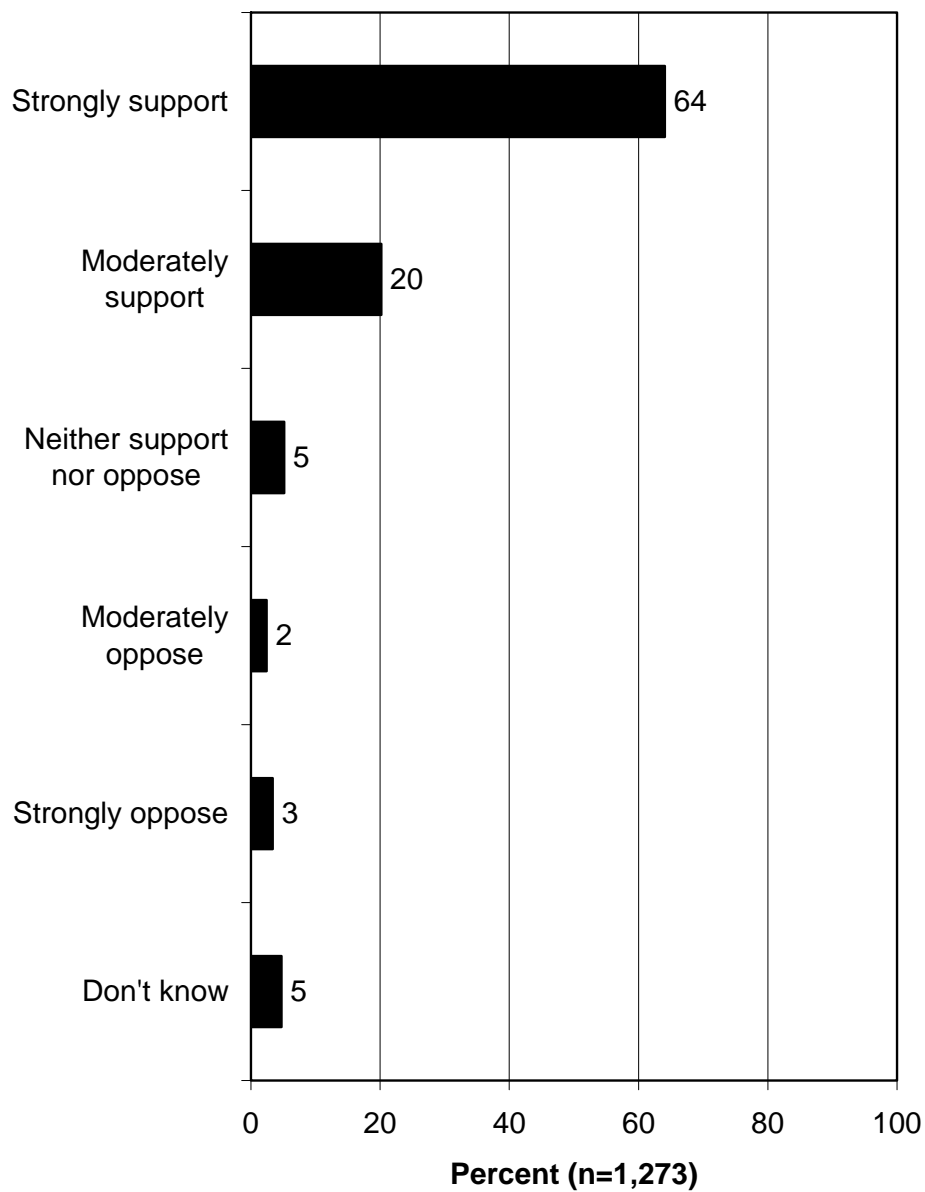
**Q52. Why do you disagree that opportunities for elk watching and elk hunting are compatible? (Asked of those who disagree that opportunities for elk watching and elk hunting are compatible.)**



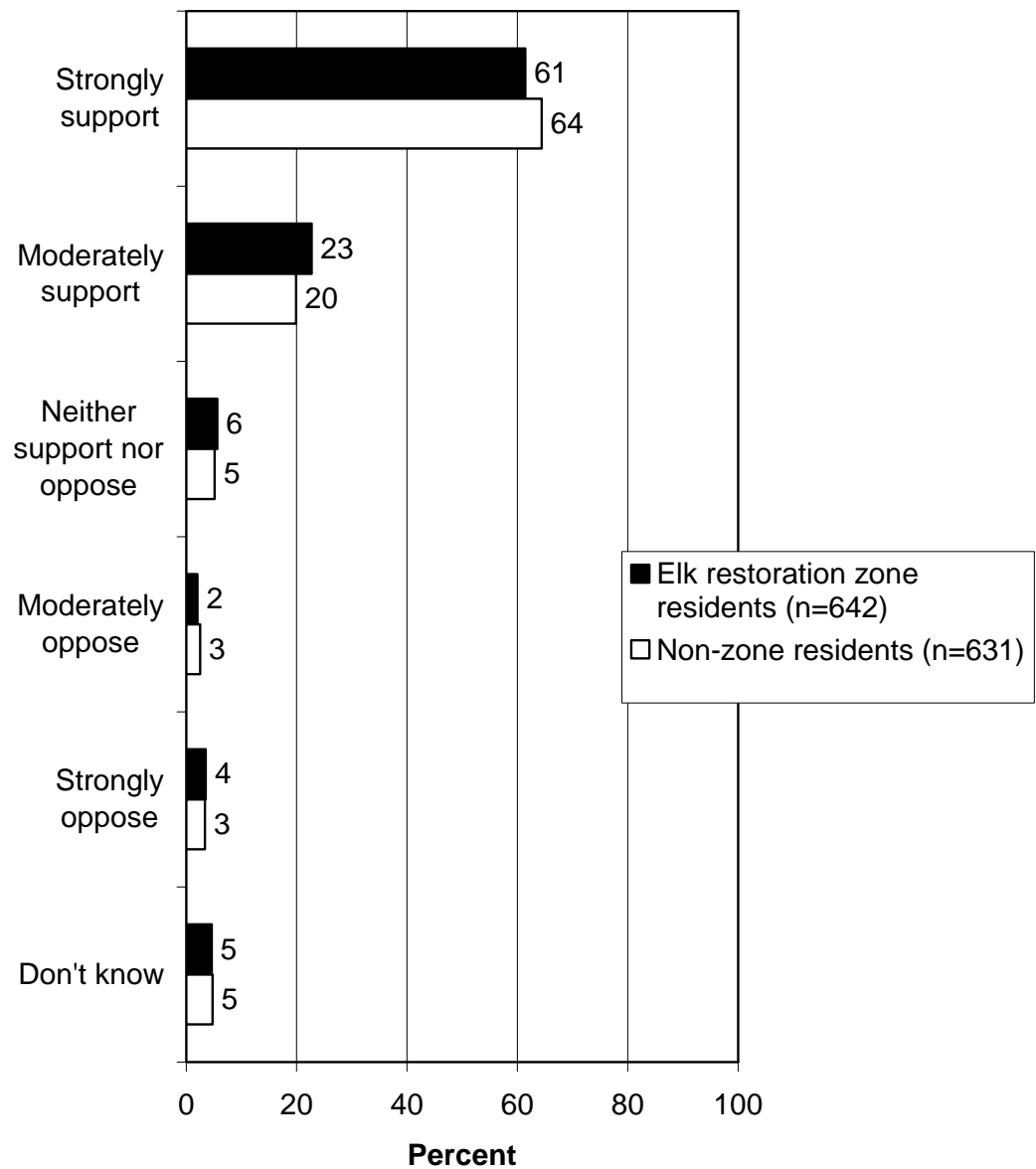
**Q52. Why do you disagree that opportunities for elk watching and elk hunting are compatible? (Asked of those who disagree that opportunities for elk watching and elk hunting are compatible.)**



**Q55. Do you support or oppose the state of Kentucky assisting other states with elk restoration projects, provided that such assistance does not impact the overall number of elk in Kentucky available for viewing and hunting, nor the number of elk permits issued for hunting?**



**Q55. Do you support or oppose the state of Kentucky assisting other states with elk restoration projects, provided that such assistance does not impact the overall number of elk in Kentucky available for viewing and hunting, nor the number of elk permits issued for hunting?**

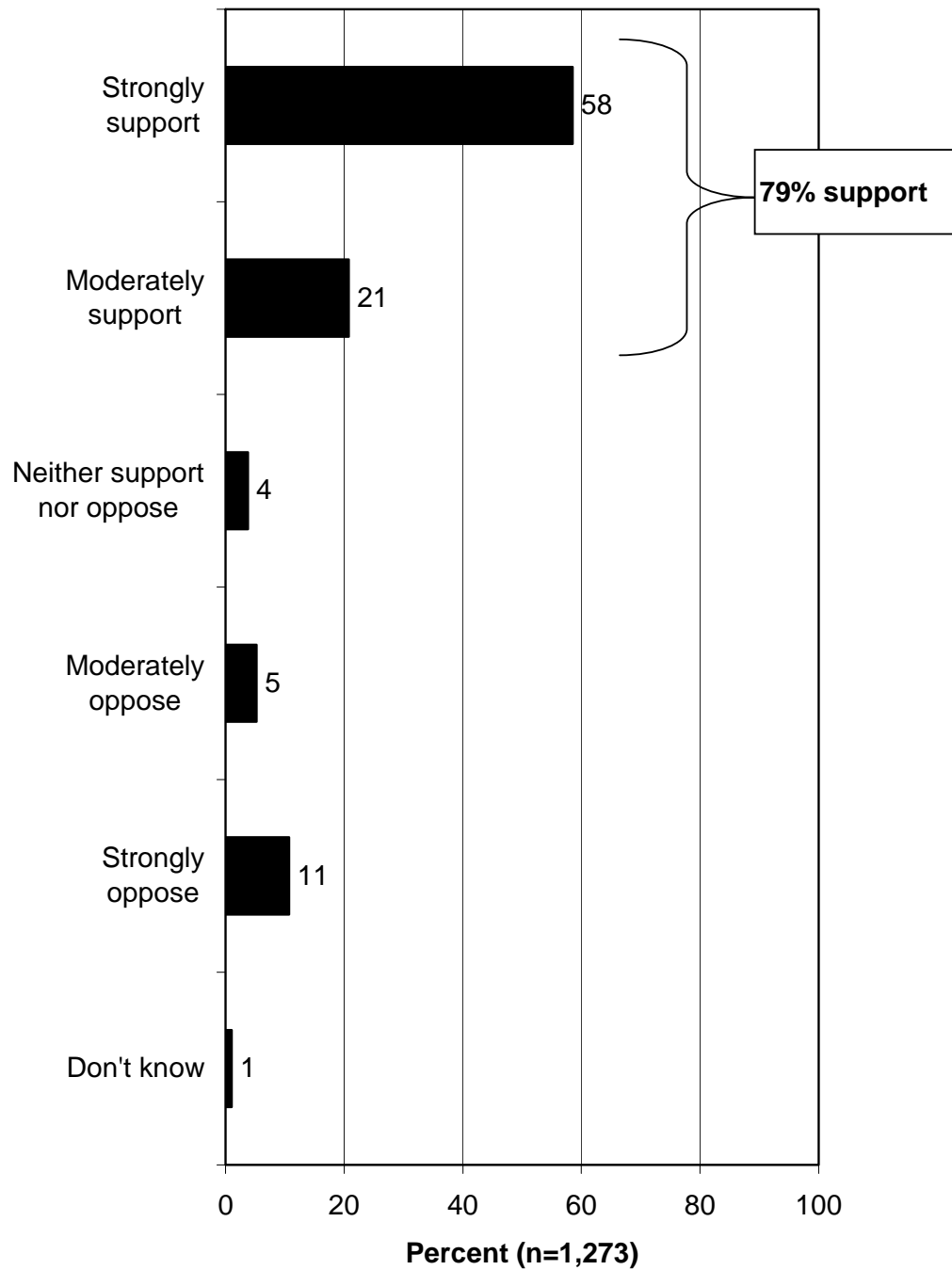


## **OPINION ON AND PARTICIPATION IN HUNTING**

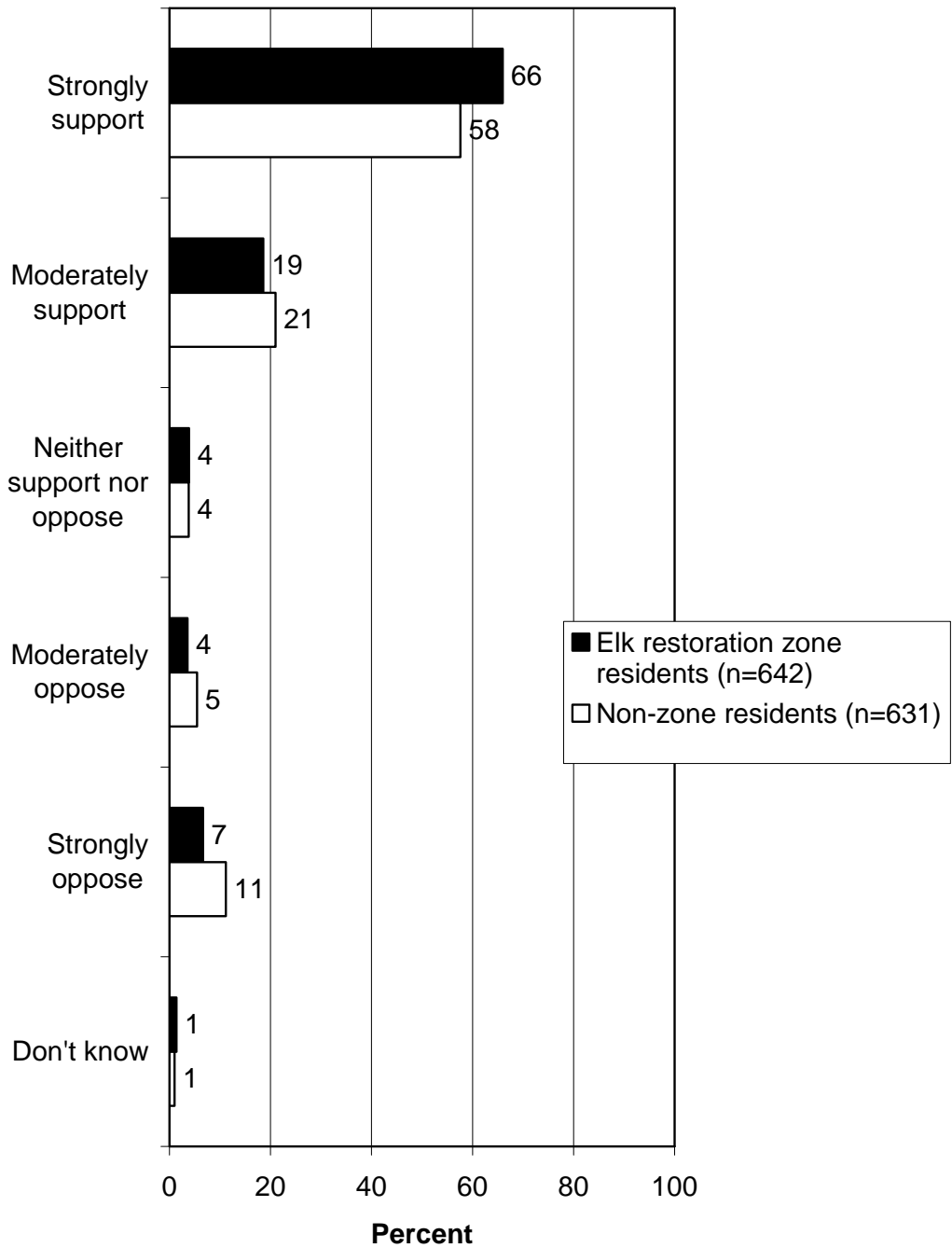
### **SUPPORT FOR AND OPPOSITION TO HUNTING**

- A large majority of Kentucky residents (79%) support legal, regulated hunting in Kentucky, with most support being *strong* support.
  - Elk restoration zone residents are slightly more likely than are non-zone residents to strongly support legal, regulated hunting (66% of zone residents compared to 58% of non-zone residents).

**Q56. In general, do you support or oppose legal, regulated hunting in Kentucky?**



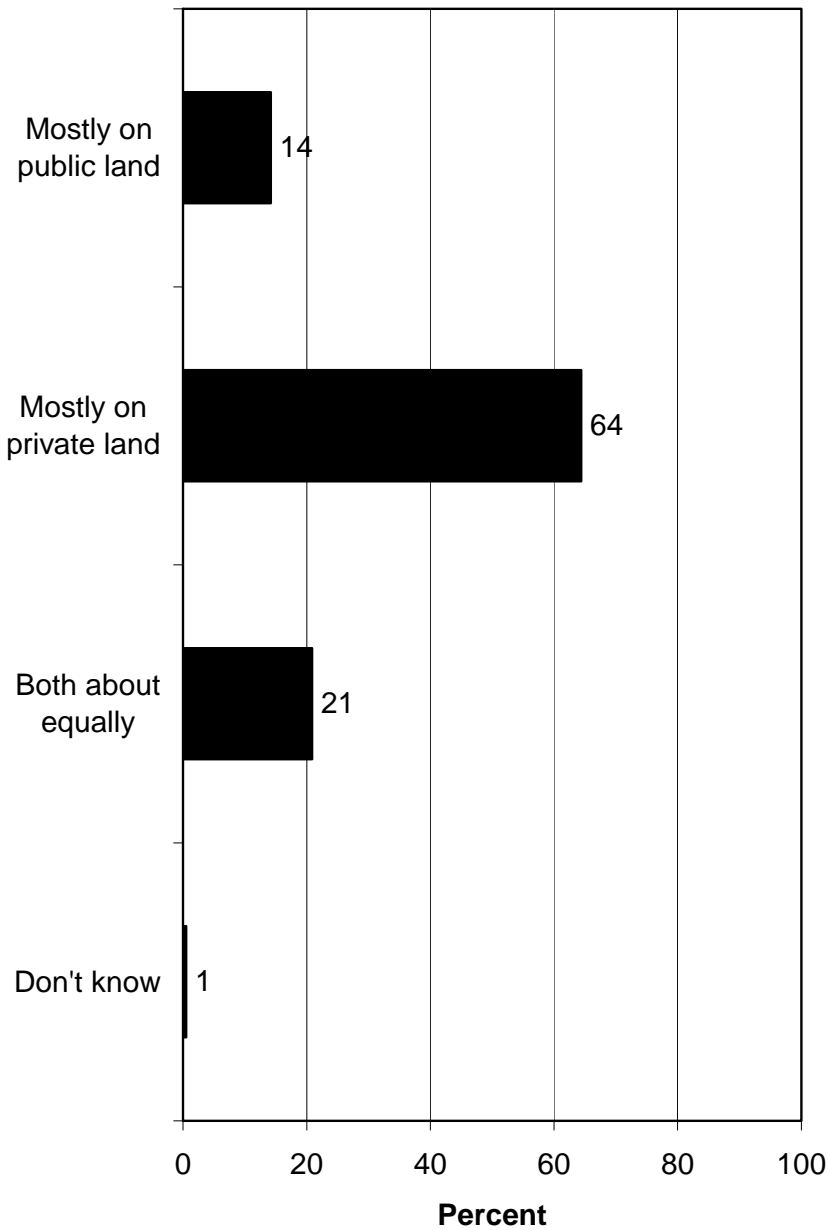
**Q56. In general, do you support or oppose legal, regulated hunting in Kentucky?**



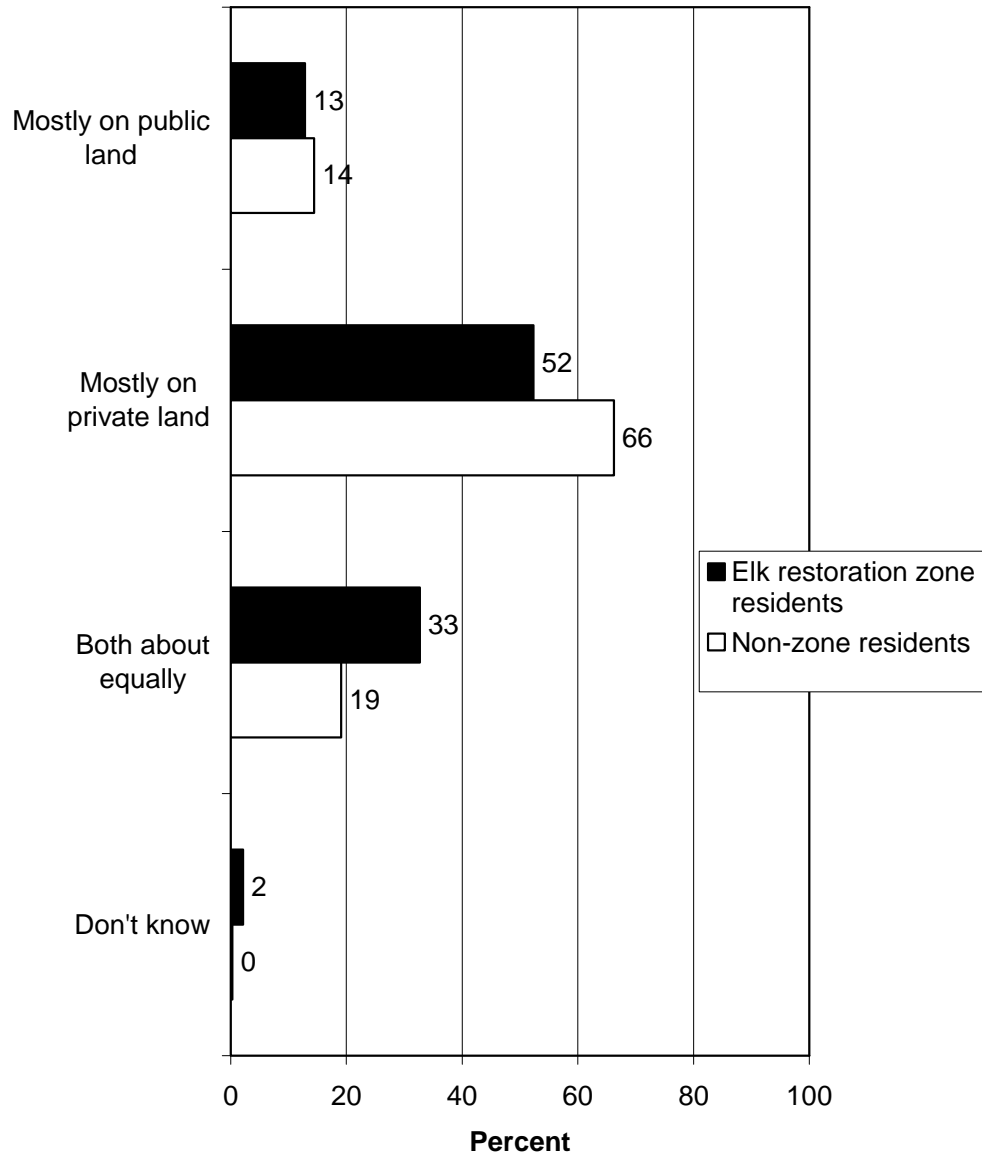
**PARTICIPATION IN HUNTING**

- The majority of Kentucky residents have never hunted; only about a fifth have hunted for any game species in Kentucky in the past 5 years.
  
- In their most recent year of hunting in Kentucky, the majority of respondents who have ever hunted in Kentucky hunted mostly on private land (64%); meanwhile, 14% hunted on mostly public land, and 21% hunted on both about equally.
  - Non-zone residents who have ever hunted in Kentucky are more likely than are elk restoration zone residents who ever hunted in Kentucky to have hunted mostly on private land while zone residents are more likely to have hunted on both public and private land about equally.
  
- The majority of respondents who have ever hunted in Kentucky (72%) purchased a hunting license in their most recent year of hunting in Kentucky.
  - Elk restoration zone residents who have ever hunted in Kentucky are slightly more likely than are non-zone residents who have hunted in Kentucky to have purchased a hunting license in their most recent year of hunting in Kentucky.

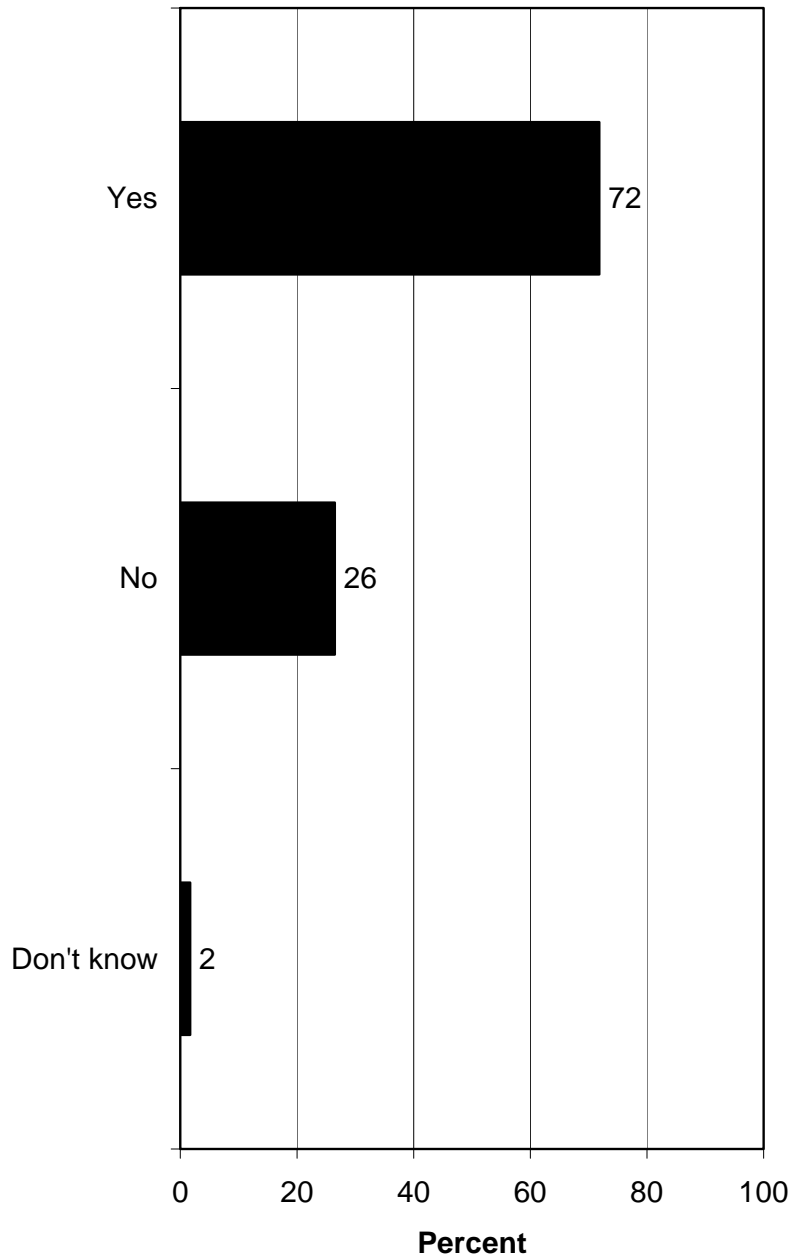
**Q61. In your most recent year of hunting in Kentucky, did you hunt mostly on public land, mostly on private land, or both about equally? (Asked of those who have ever been hunting in Kentucky.)**



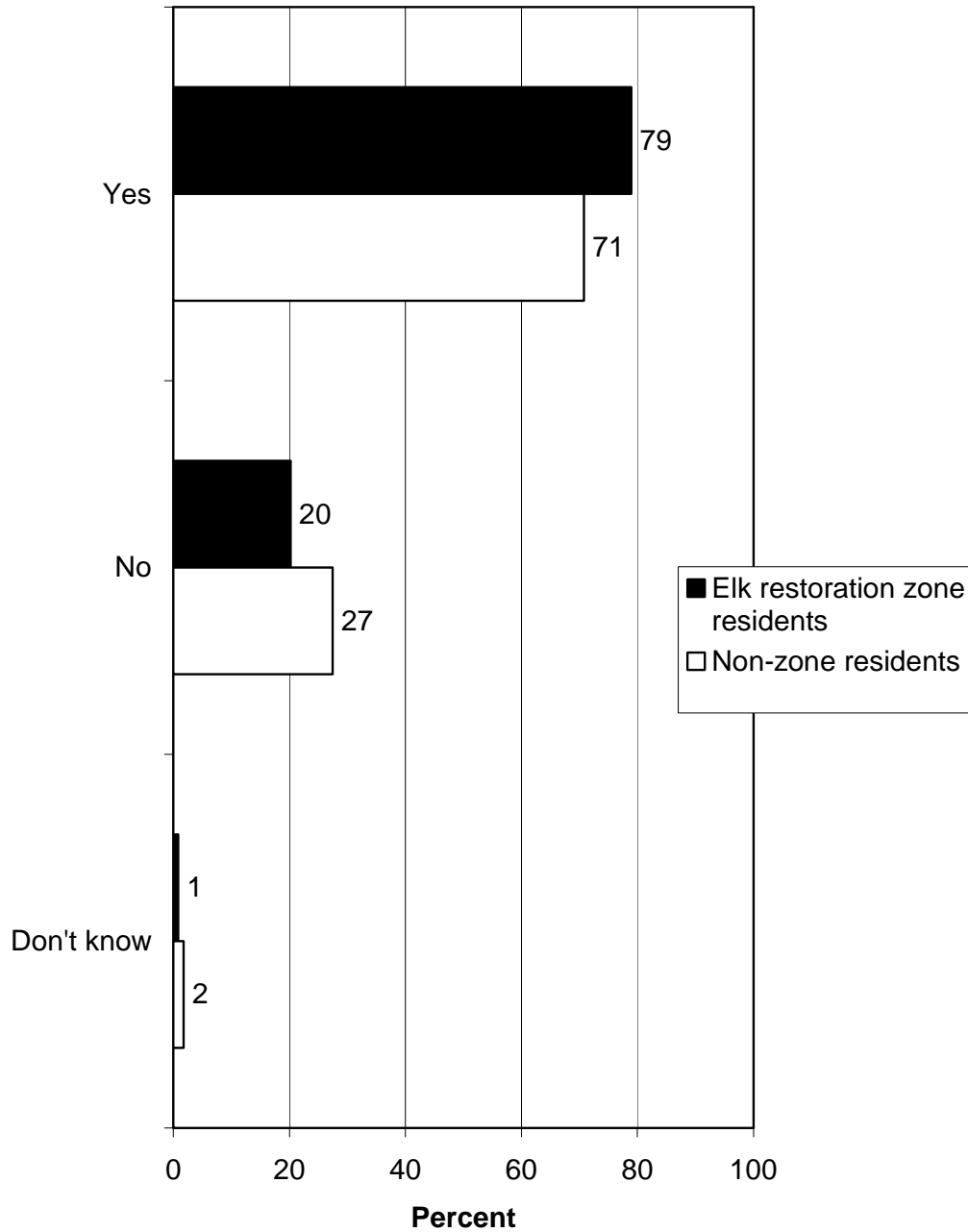
**Q61. In your most recent year of hunting in Kentucky, did you hunt mostly on public land, mostly on private land, or both about equally? (Asked of those who have been hunting in Kentucky.)**



**Q62. In your most recent year of hunting in Kentucky, did you purchase a hunting license?  
(Asked of those who have ever been hunting in Kentucky.)**



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(Asked of those who have been hunting in Kentucky.)**

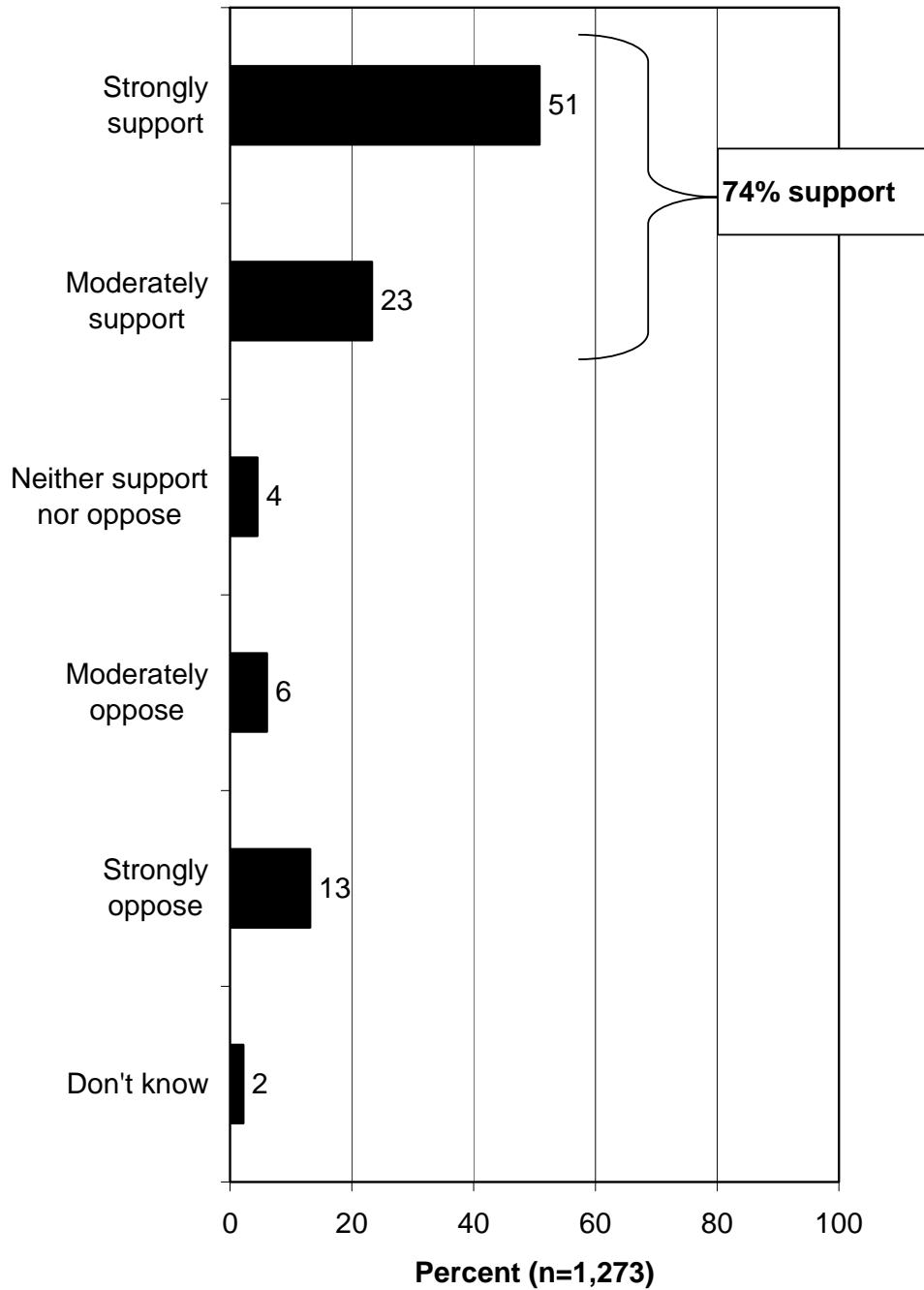


## **OPINIONS ON AND PARTICIPATION IN ELK HUNTING**

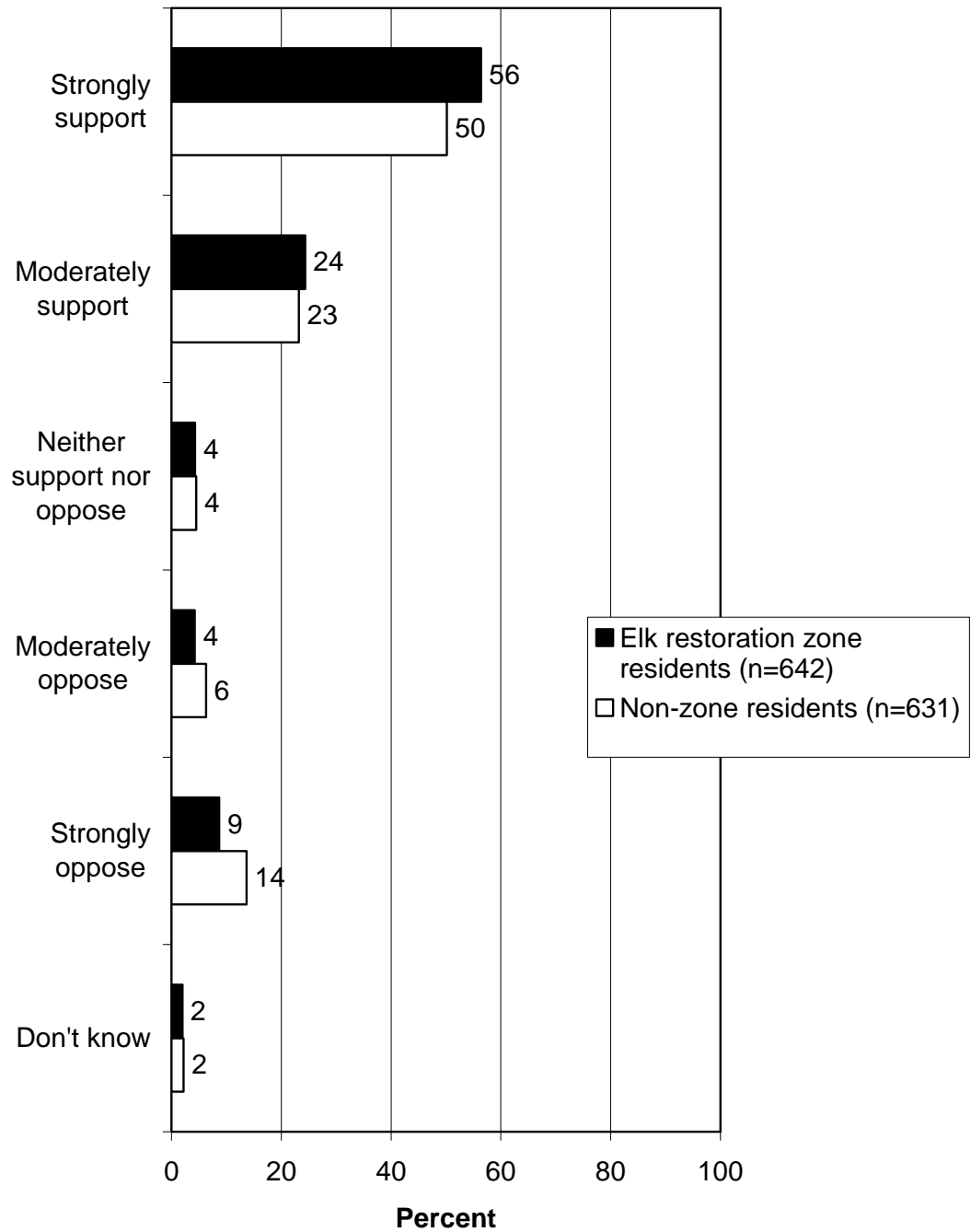
### **SUPPORT FOR AND OPPOSITION TO ELK HUNTING**

- The majority of Kentucky residents (74%) support legal, regulated hunting of elk in Kentucky, with about half (51%) *strongly* supporting elk hunting; nonetheless, a substantial percentage (19%) oppose.
  - Elk restoration zone residents are slightly more likely than are non-zone residents to strongly support legal, regulated hunting of elk in Kentucky.

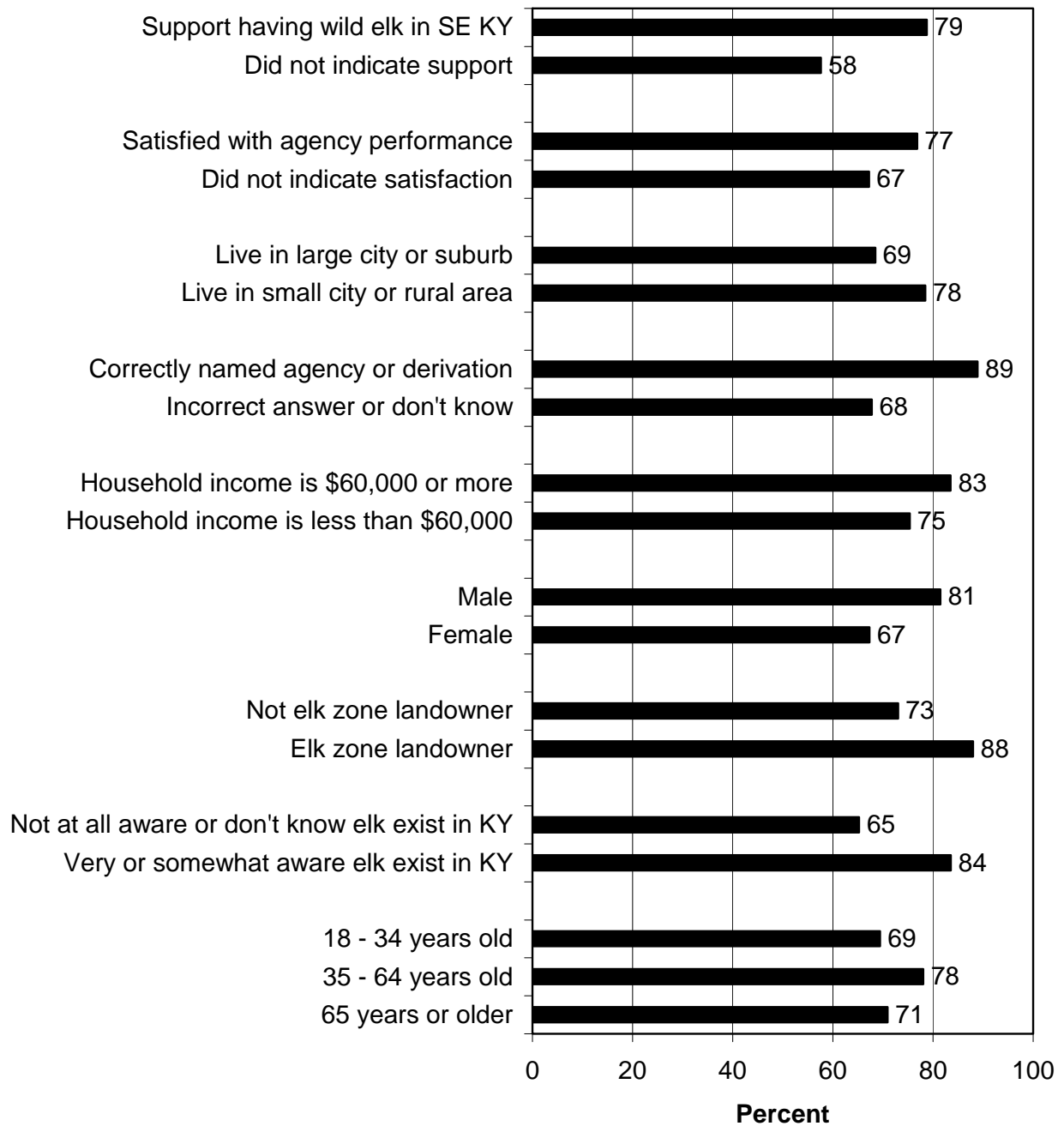
**Q57. In general, do you support or oppose the legal, regulated hunting of elk in Kentucky?**



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## Percent of group who support the legal, regulated hunting of elk in Kentucky.

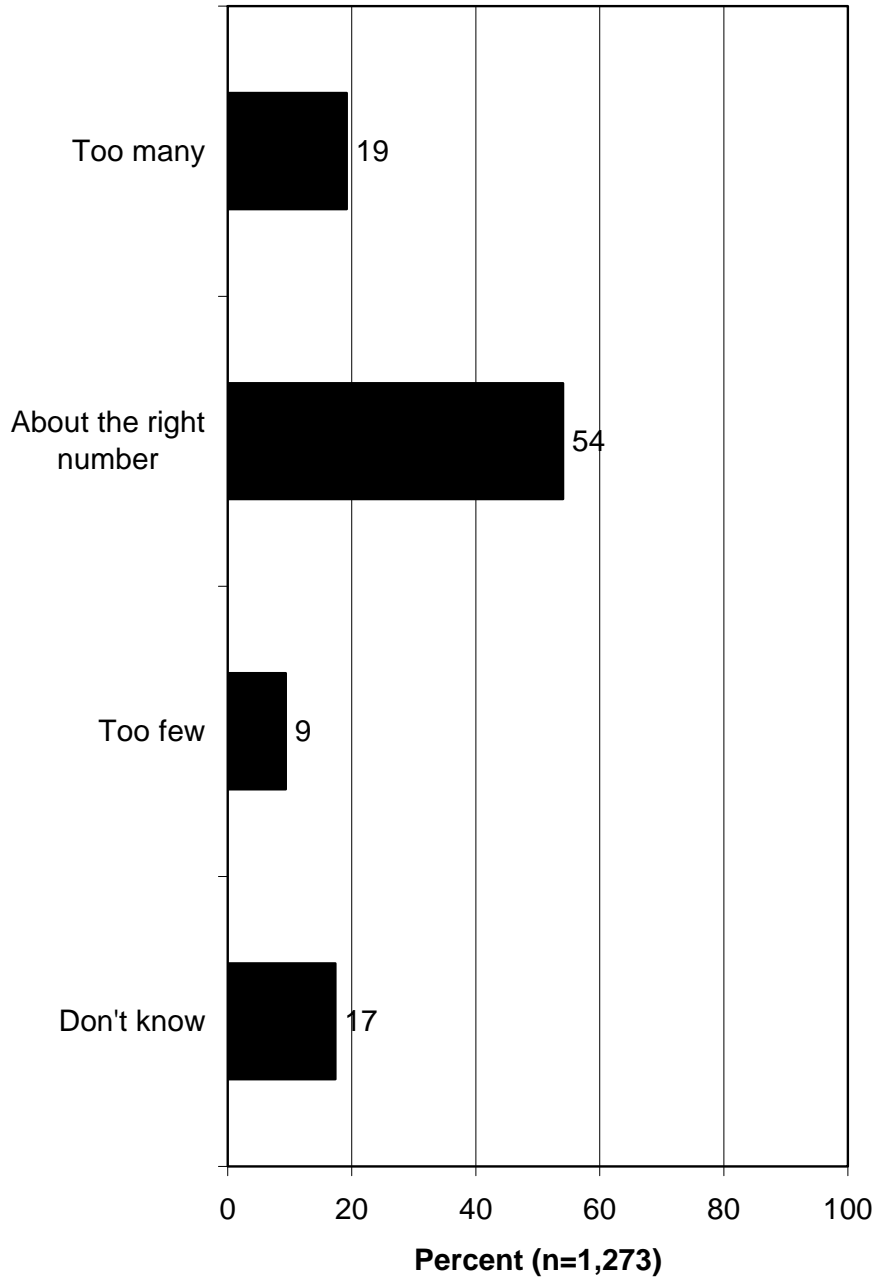


## **APPLICATIONS FOR AND OPINIONS ON ELK TAGS**

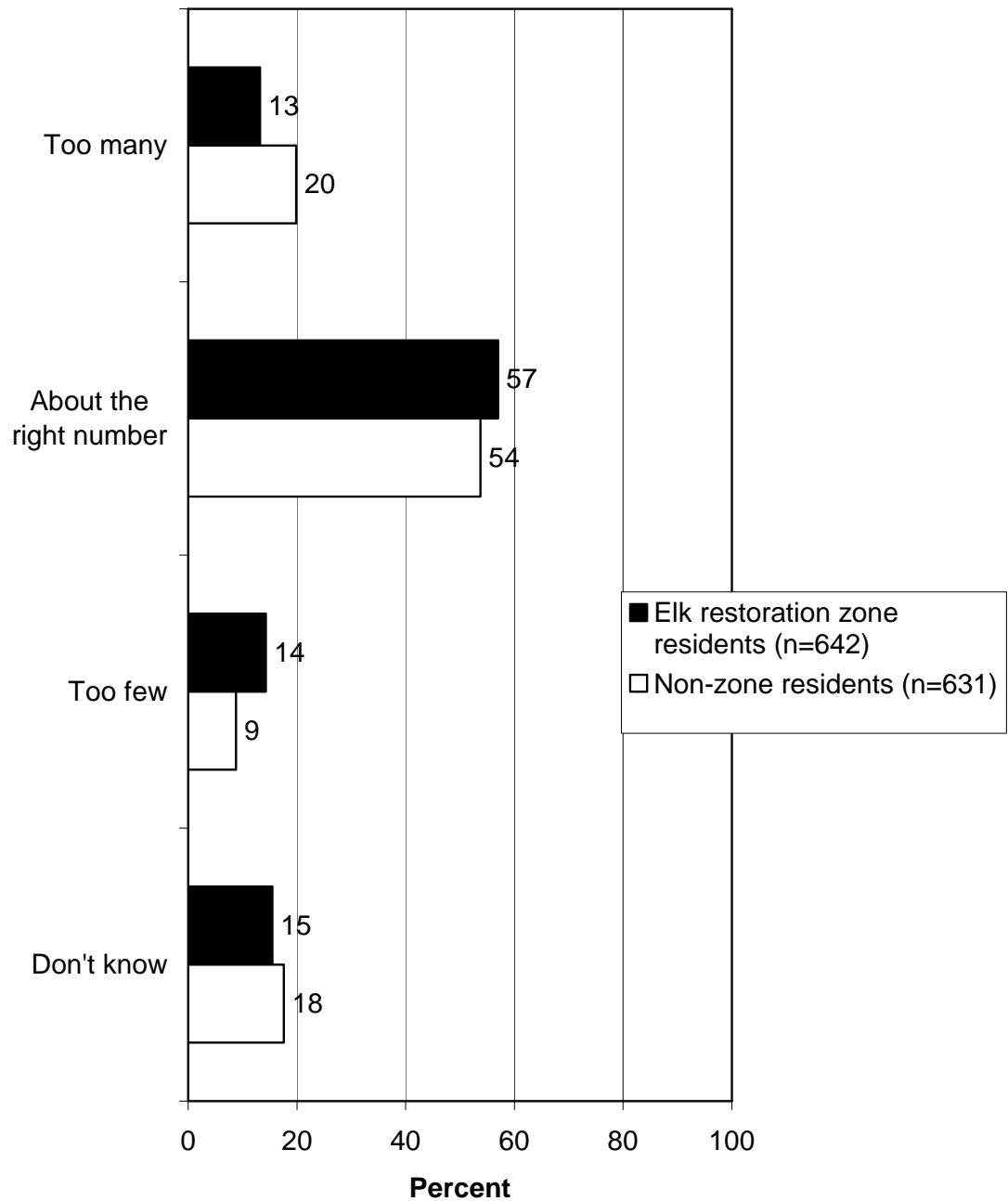
- Kentucky residents were informed that between 800 and 1,000 elk tags are drawn in each year's elk hunting lottery, and a slight majority (54%) think this is about the right number of tags for the lottery. Otherwise, Kentucky residents are more likely to think this number is too many (19%) tags than too few (9%) tags.
  - Elk restoration zone residents are slightly more likely than are non-zone residents to think the number of tags is too few, while non-zone residents are slightly more likely to think the number of tags is too many.
  - The majority of those who have hunted in Kentucky in the past 5 years (69%) think the number of elk tags drawn each year is about the right number. Note that this is the majority of those who have hunted *any* game species in Kentucky in the past 5 years, including those who have hunted elk and those who have not hunted elk.
  
- Only 6% of Kentucky residents have personally applied for an elk tag to hunt elk in Kentucky since the elk hunt program began in 2001.
  - There were no major differences between elk restoration zone residents and non-zone residents.
  - About a quarter of those who have hunted any game species in Kentucky in the past 5 years (24%) have personally applied for an elk tag to hunt elk in Kentucky since the elk hunt program began in 2001.
  - Most commonly, Kentucky residents who have applied for an elk tag in Kentucky indicated that hunting elk for the meat is the single most important reason they applied for an elk tag: 39% chose this response from a list of five possible reasons, followed by hunting elk for the sport or recreation (17%).
    - Hunting elk for the meat is much more important among elk restoration zone residents than non-zone residents: 62% of zone residents gave this response compared to 35% of non-zone residents.
  - The majority of Kentucky residents who have not applied for an elk tag have not done so because they are not interested in elk hunting in Kentucky. A substantial percentage (13%), however, did not know about elk hunting opportunities in Kentucky.

- A small percentage of Kentucky residents who have not applied for an elk tag (3%) said a reason they have not applied is that they did not think the odds of being drawn were good enough to apply. Among those who think the odds are poor, 44% said they think the odds are poor because there are not enough tags available.
- Other than elk restoration zone residents being less likely than non-zone residents to say they did not know about elk hunting in Kentucky, there were no major differences between zone residents and non-zone residents regarding reasons for not applying for an elk tag.

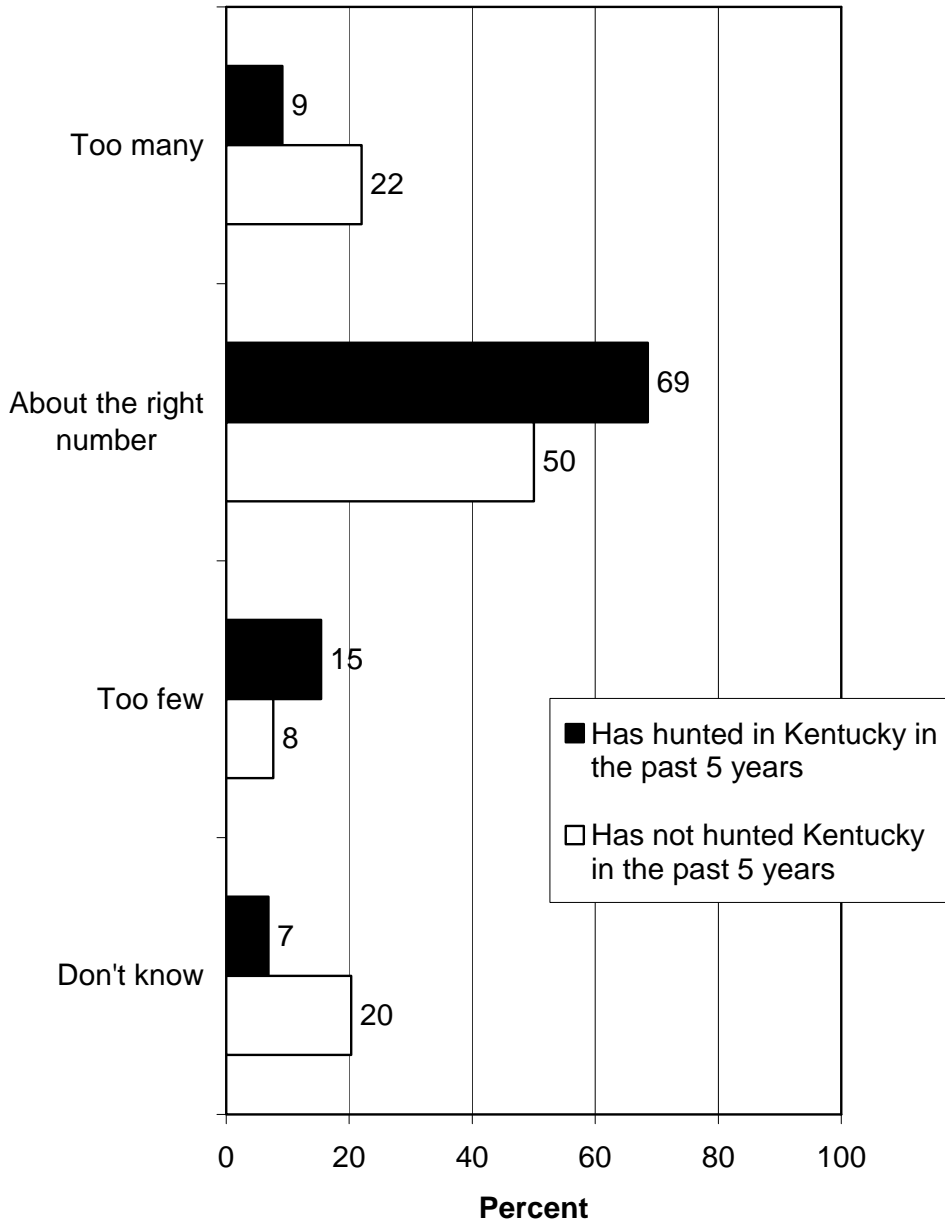
**Q78. Between 800 and 1,000 elk tags are drawn in each year's elk hunting lottery. Do you think this is too many, too few, or about the right number of tags for the elk hunting lottery?**



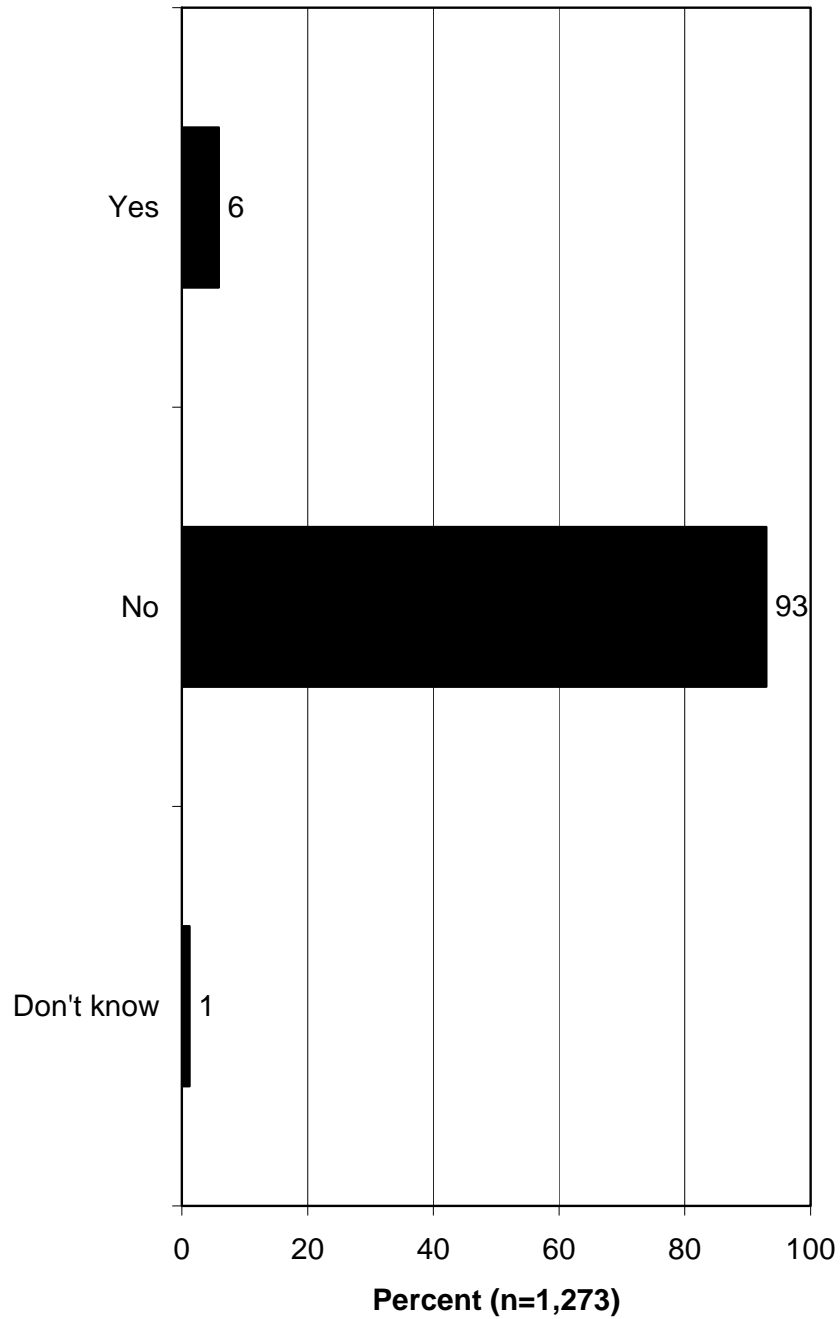
**Q78. Between 800 and 1,000 elk tags are drawn in each year's elk hunting lottery. Do you think this is too many, too few, or about the right number of tags for the elk hunting lottery?**



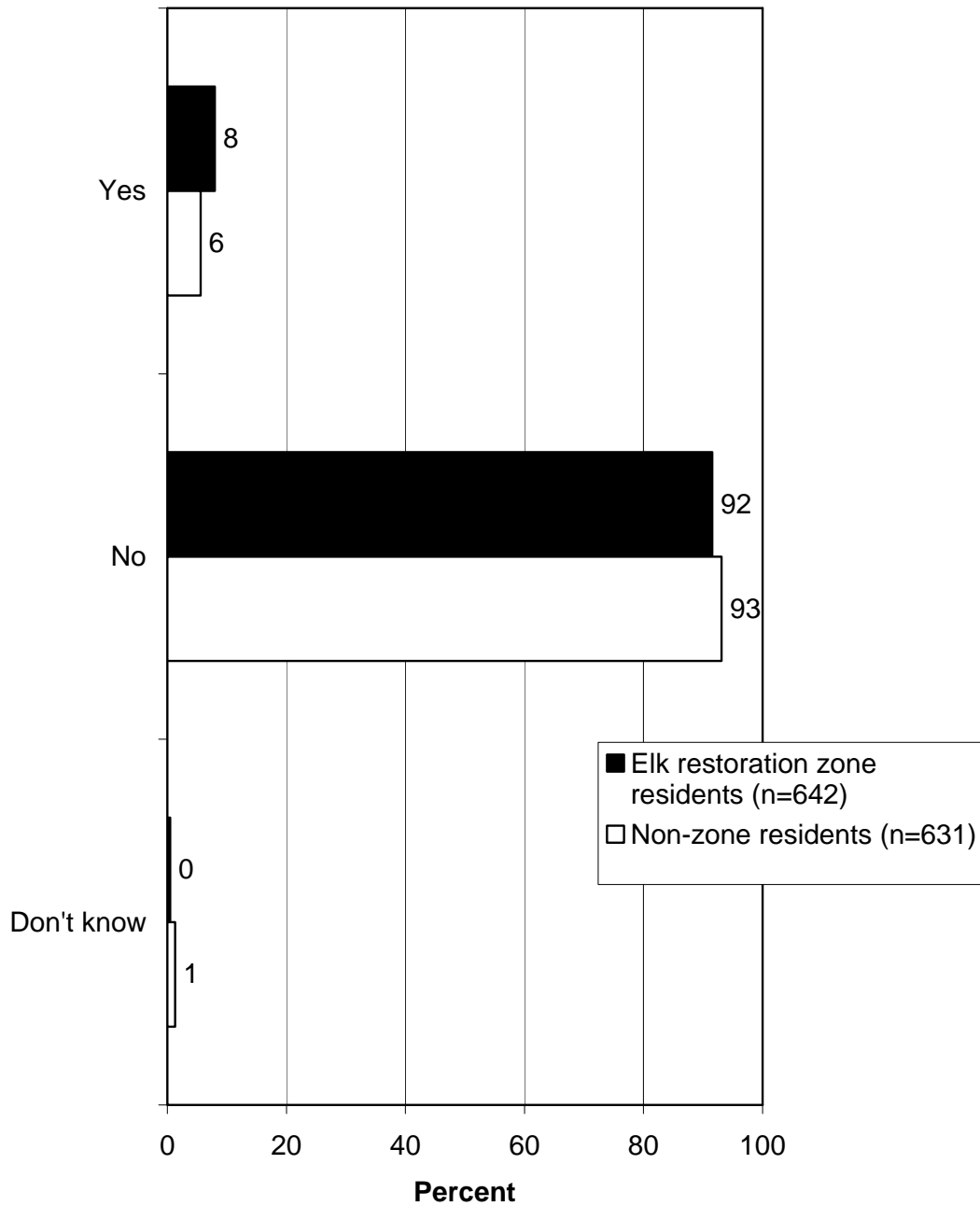
**Q78. Between 800 and 1,000 elk tags are drawn in each year's elk hunting lottery. Do you think this is too many, too few, or about the right number of tags for the elk hunting lottery?**



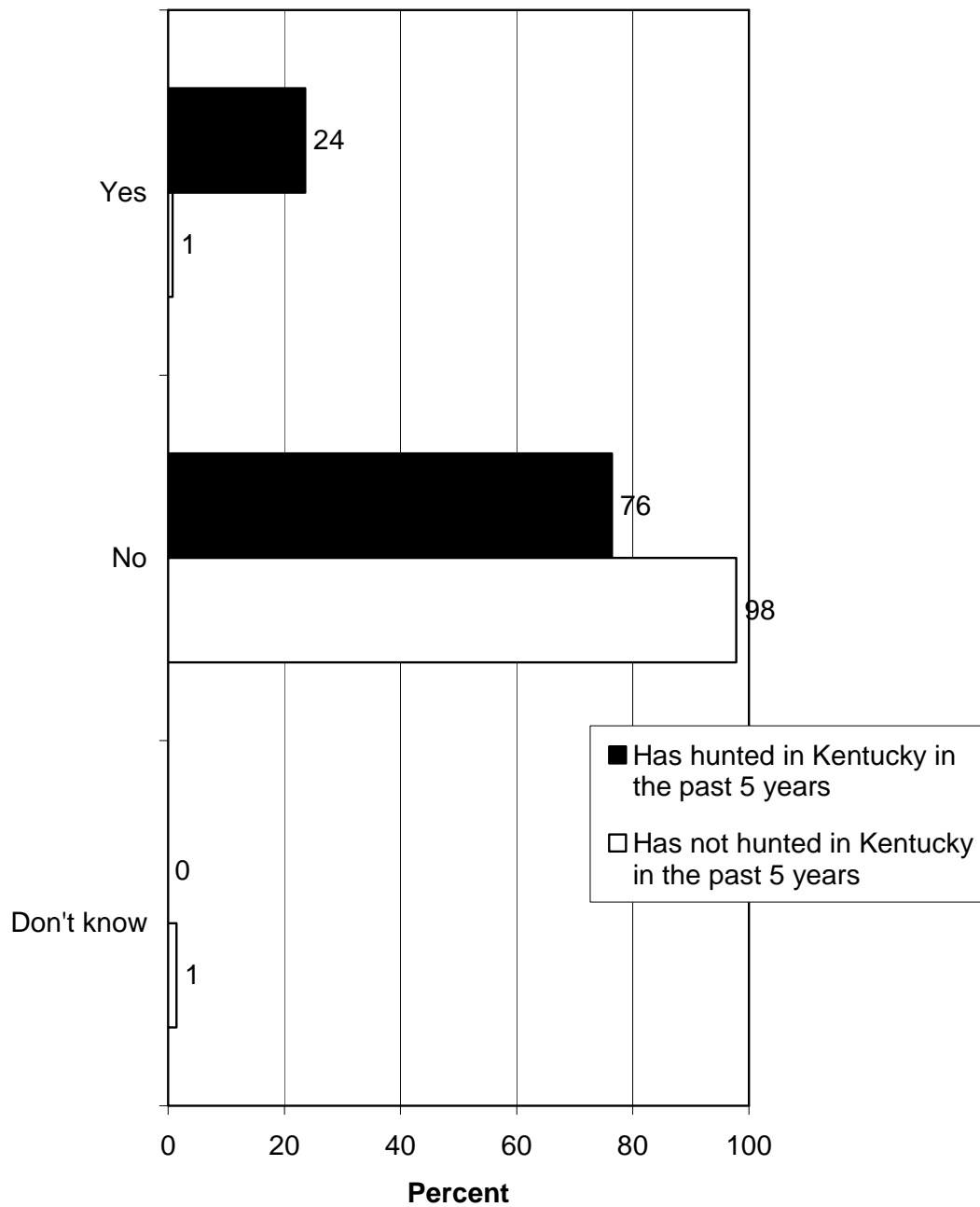
**Q63. Since 2001 when Kentucky began its elk hunt program, have you personally applied for an elk tag to hunt elk in Kentucky?**



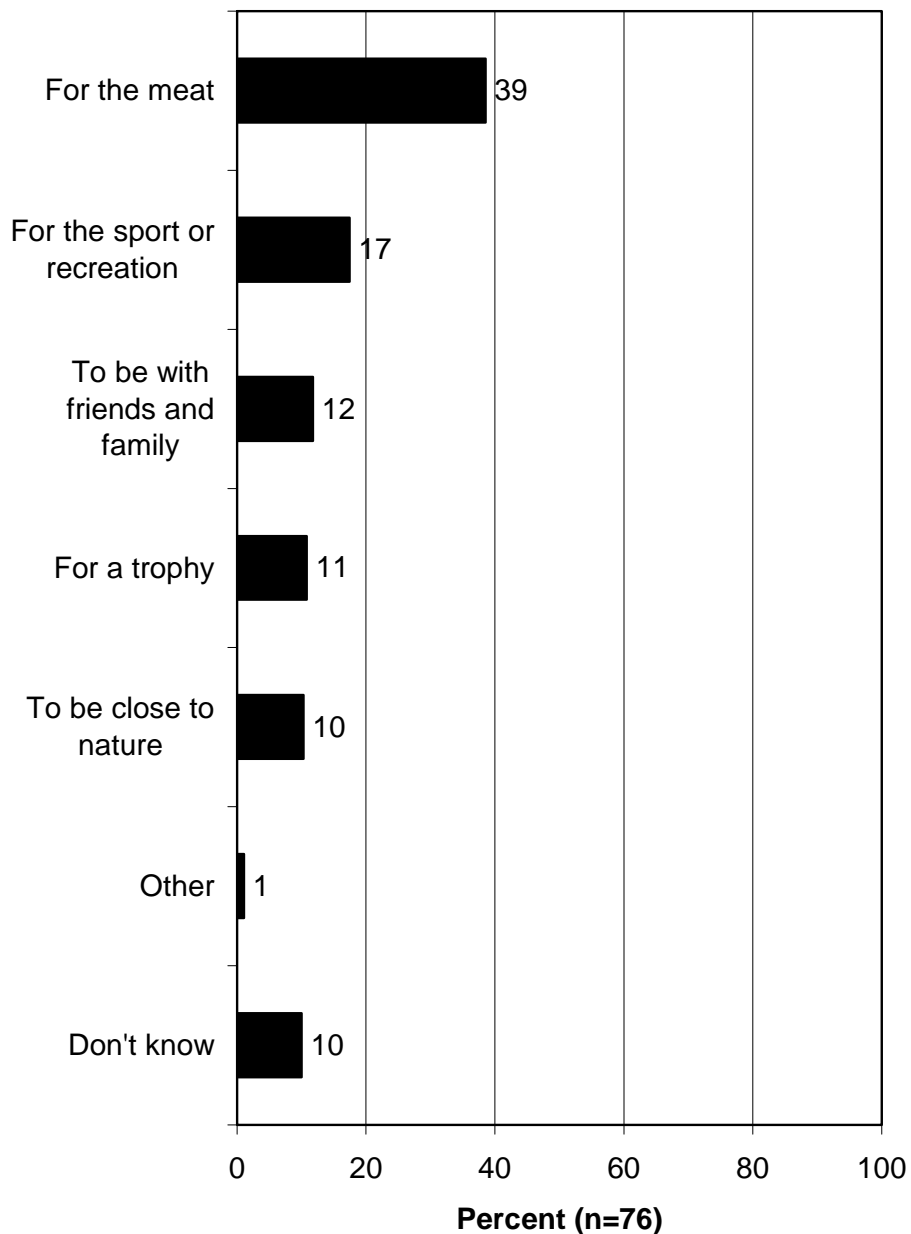
**Q63. Since 2001 when Kentucky began its elk hunt program, have you personally applied for an elk tag to hunt elk in Kentucky?**



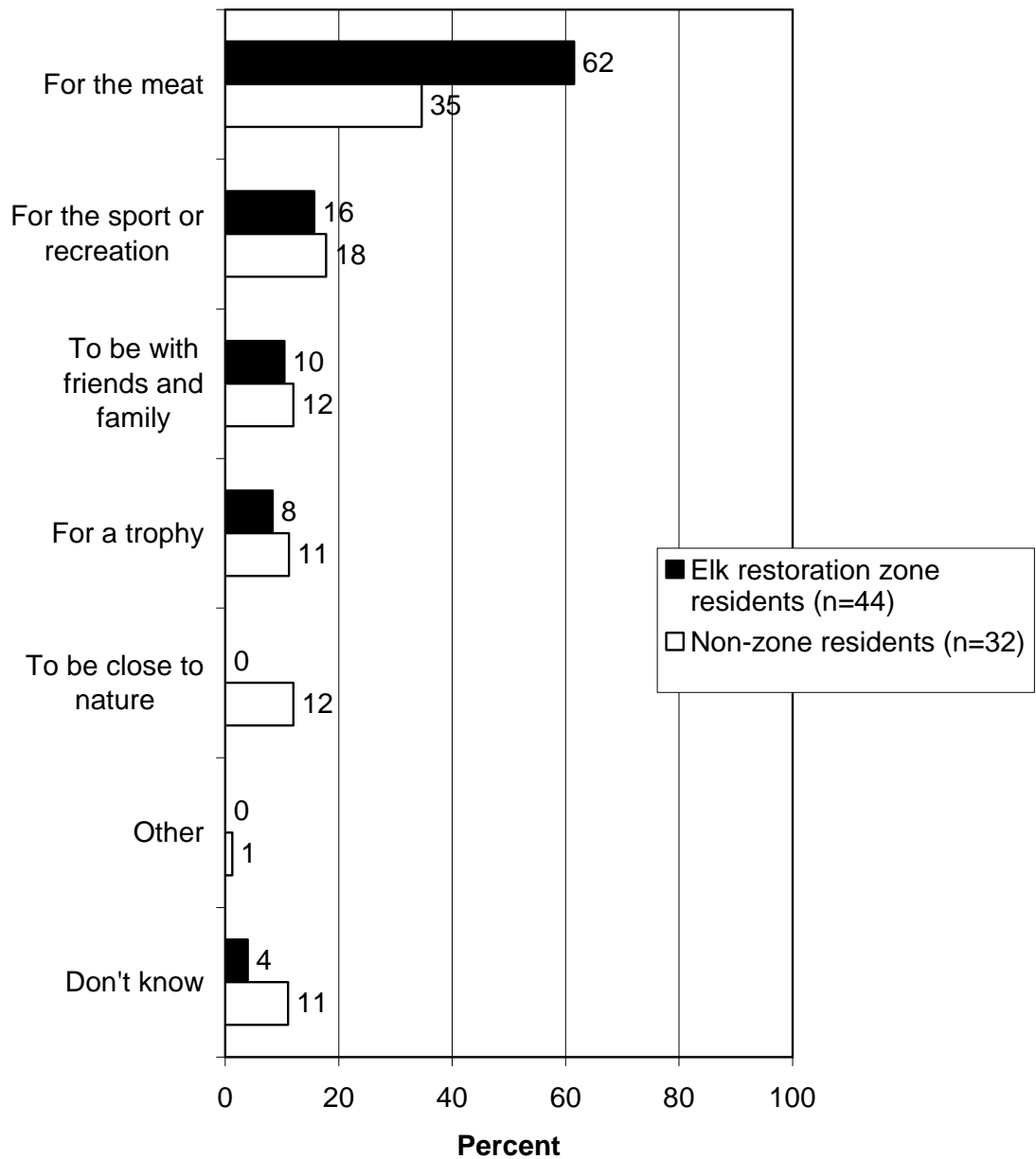
**Q63. Since 2001 when Kentucky began its elk hunt program, have you personally applied for an elk tag to hunt elk in Kentucky?**



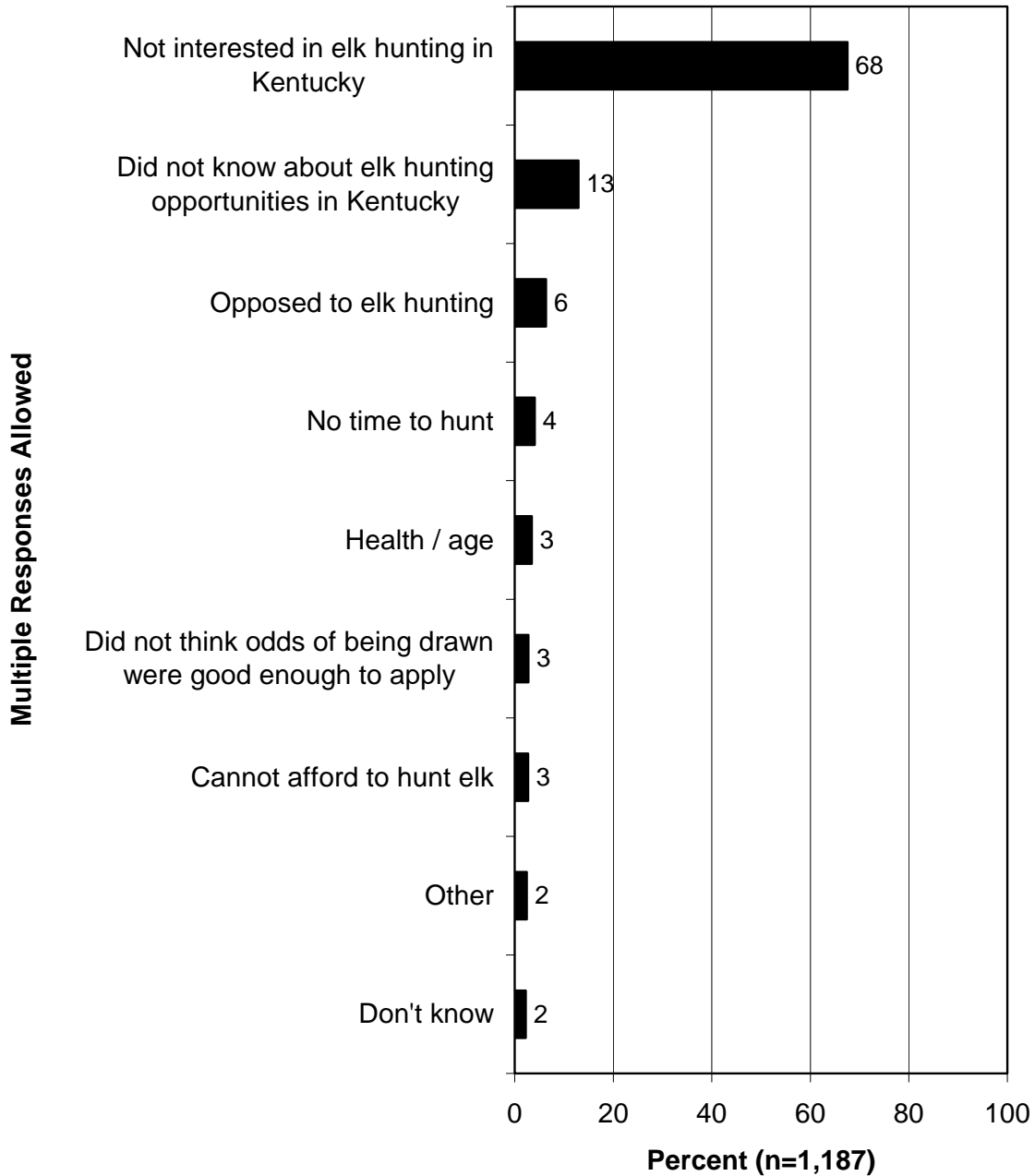
**Q72. I'm going to read several reasons why you may have applied for a tag to hunt elk in Kentucky, and I'd like to know which one is the single most important reason you applied for an elk tag. (Asked of those who have applied for an elk tag in Kentucky.)**



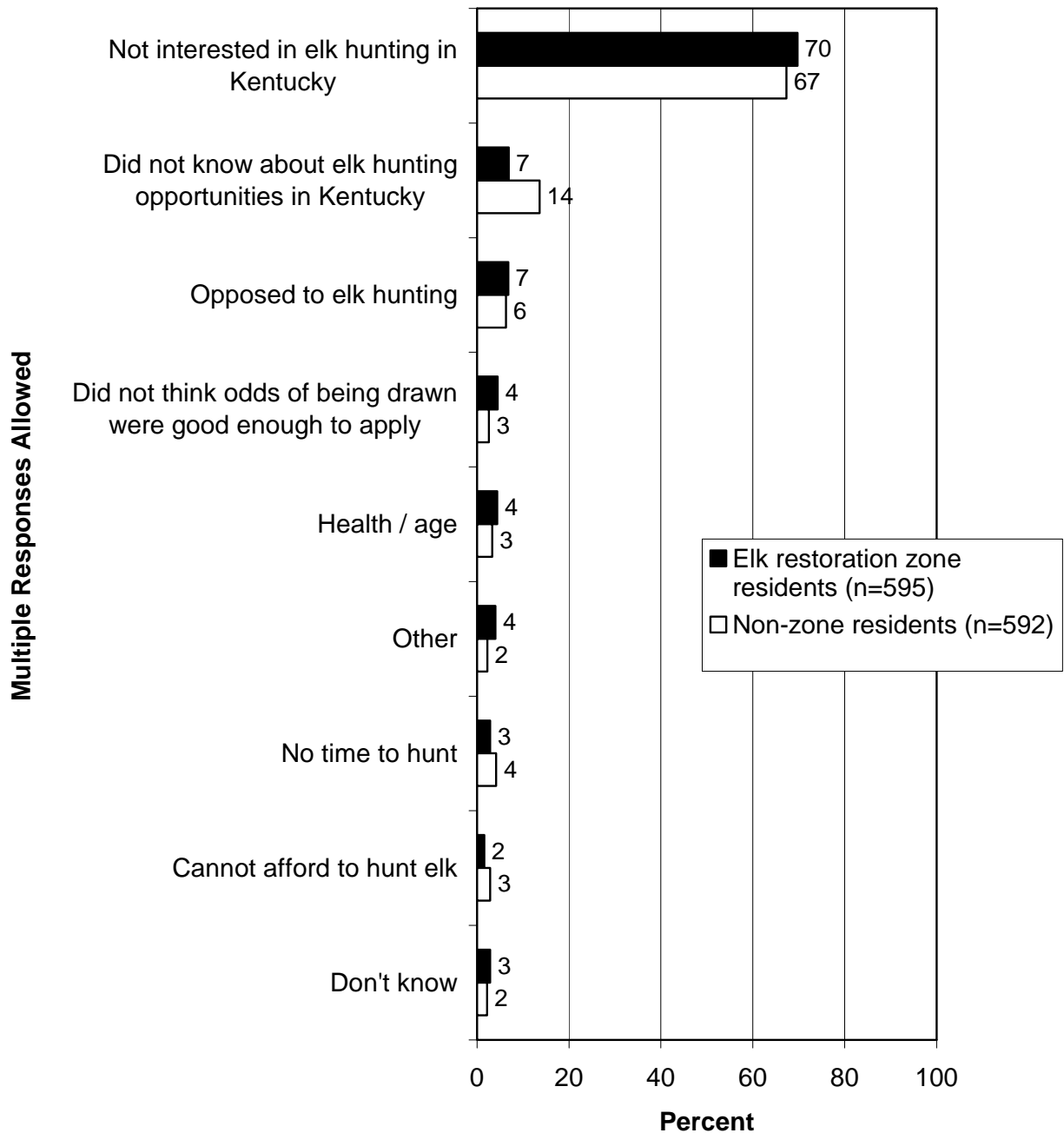
**Q72. I'm going to read several reasons why you may have applied for a tag to hunt elk in Kentucky, and I'd like to know which one is the single most important reason you applied for an elk tag. (Asked of those who have applied for an elk tag in Kentucky.)**



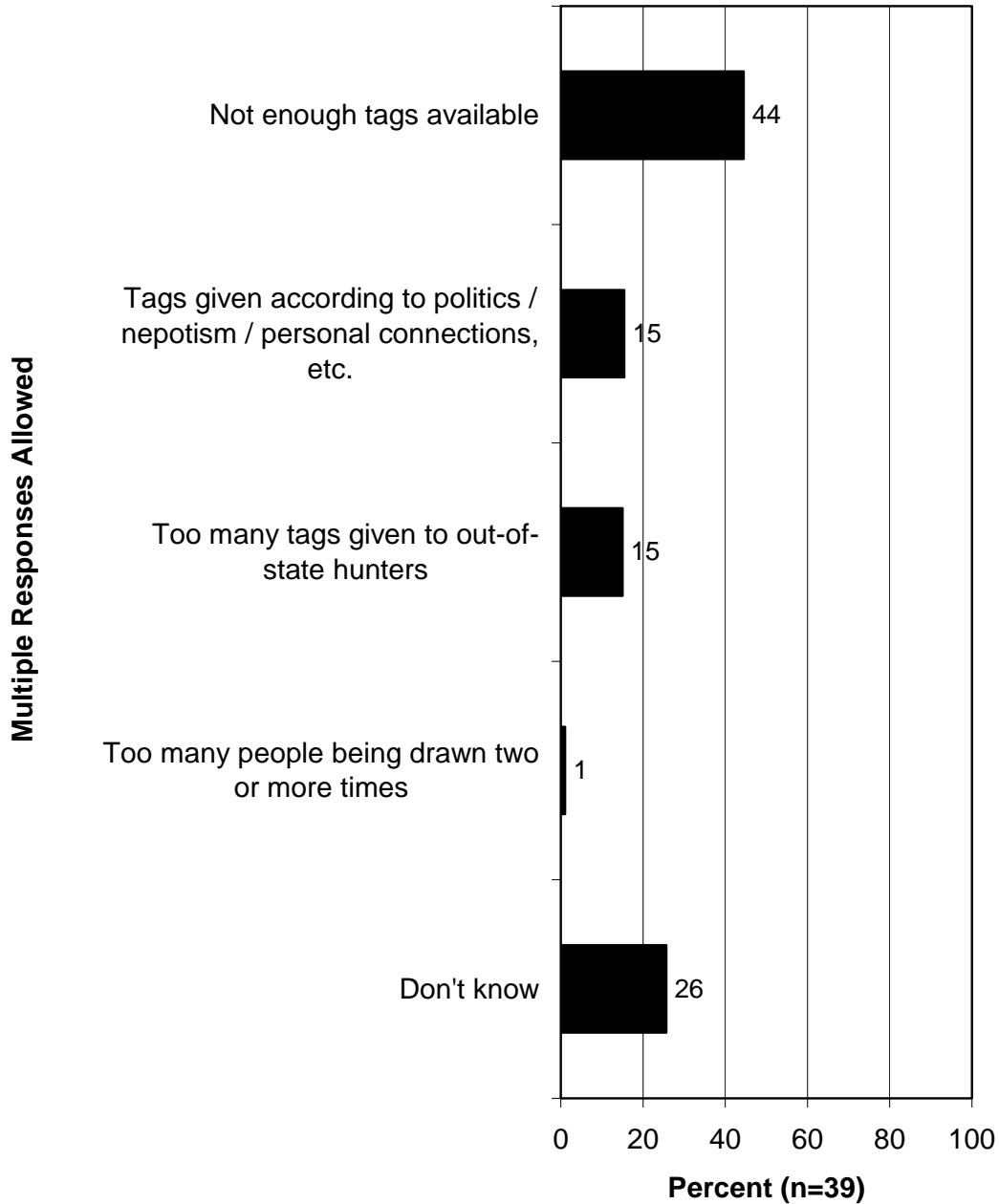
**Q66. What are the reasons you have not applied for an elk tag? (Asked of those who have never applied for an elk tag in Kentucky.)**



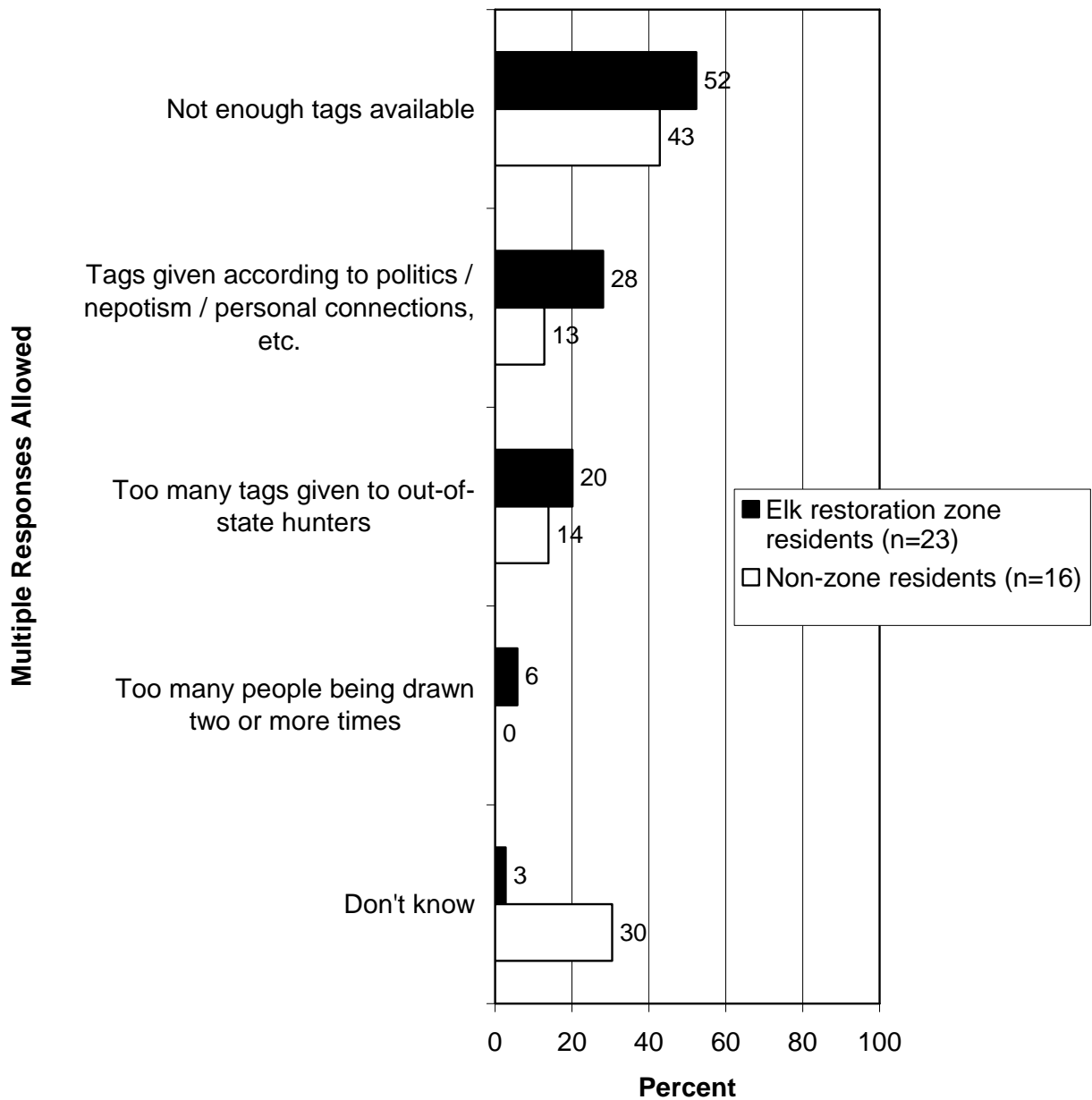
**Q66. What are the reasons you have not applied for an elk tag? (Asked of those who have never applied for an elk tag in Kentucky.)**



**Q70. Why do you think the odds of being drawn for an elk tag are poor? (Asked of those who have not applied for an elk tag because they do not think the odds of being drawn are good enough to apply.)**



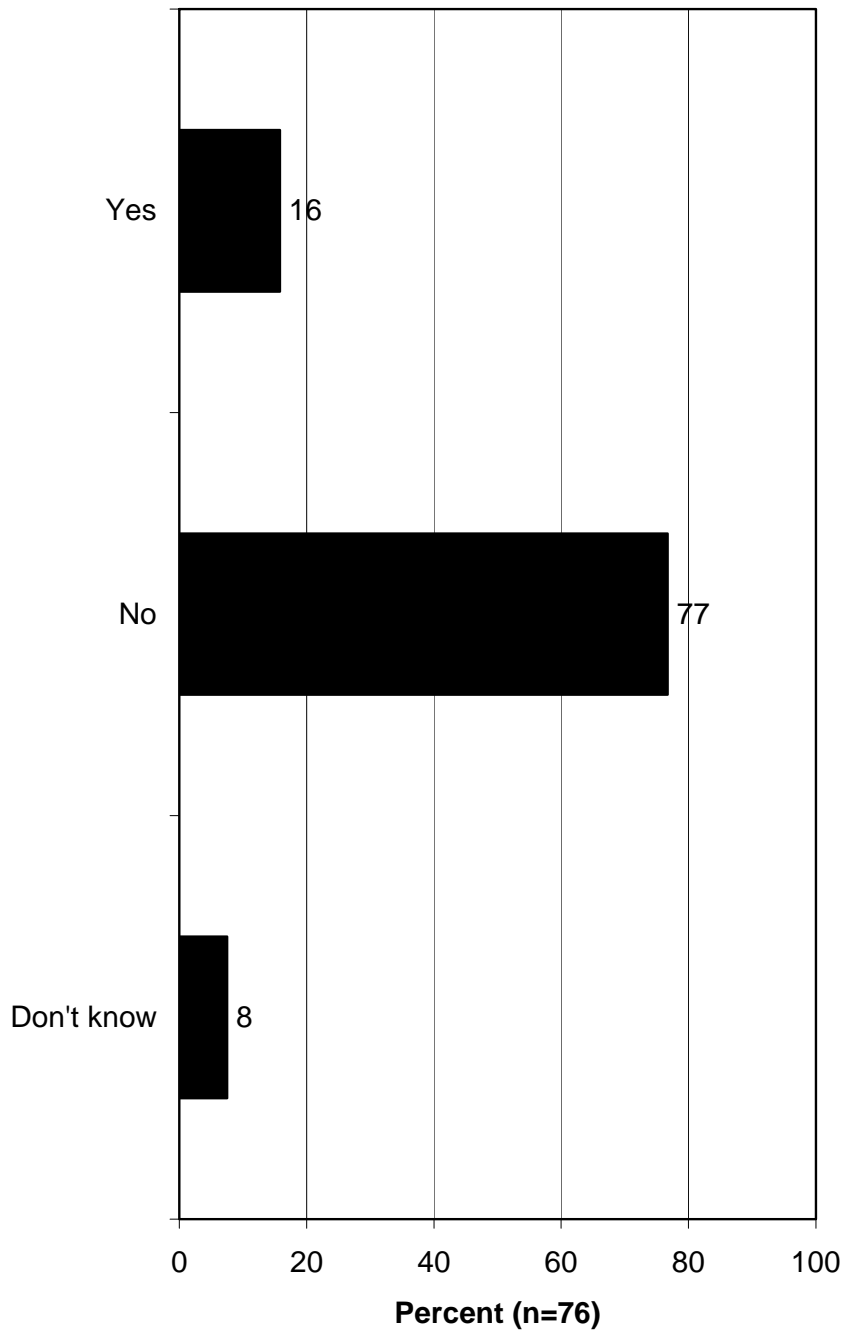
**Q70. Why do you think the odds of being drawn for an elk tag are poor? (Asked of those who have not applied for an elk tag because they did not think the odds of being drawn were good enough to apply.)**



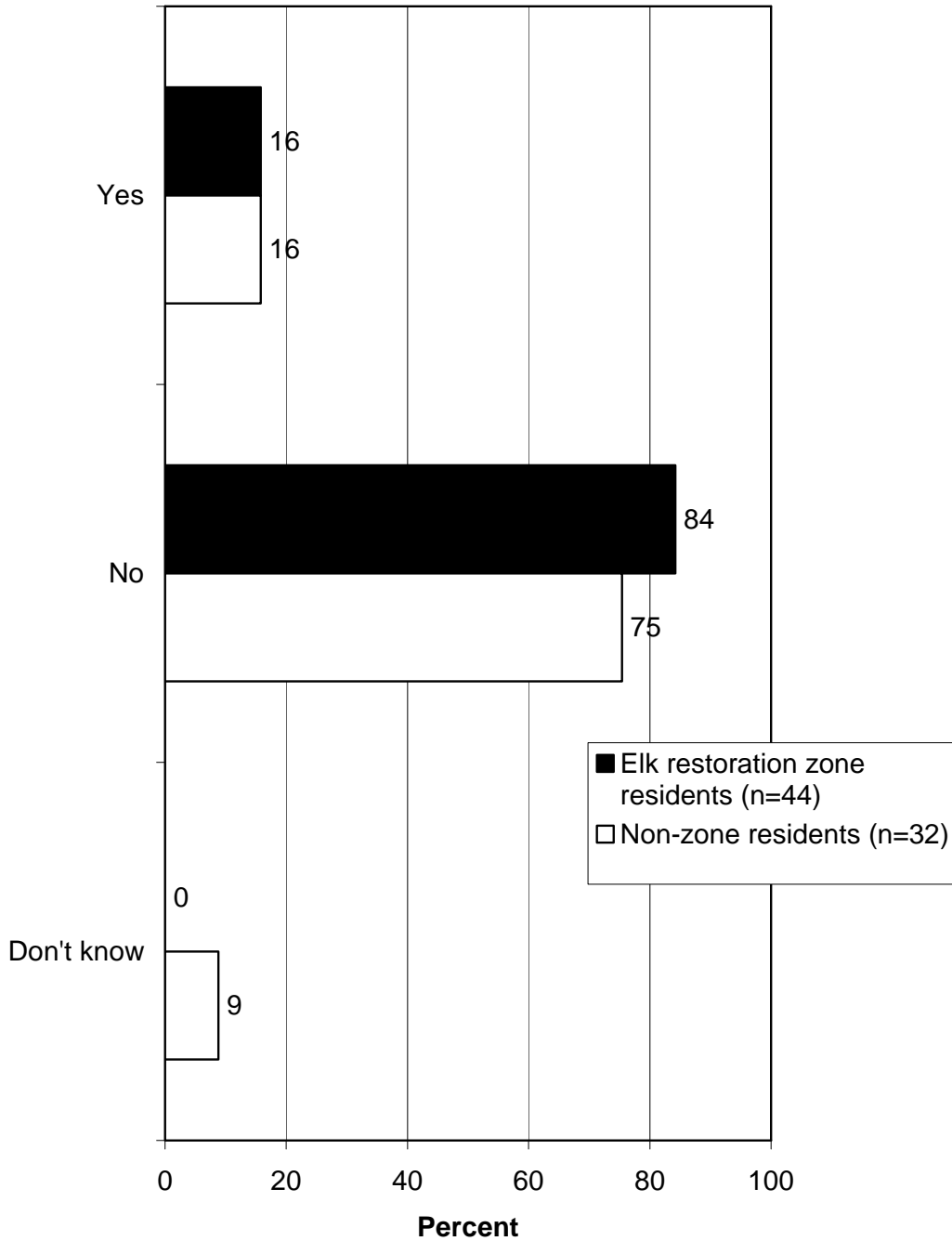
## **PARTICIPATION IN ELK HUNTING AND ELK HARVEST**

- Only 16% of Kentucky residents who have applied for an elk tag have personally hunted elk in Kentucky.
  - There were no major differences between elk restoration zone residents and non-zone residents.
  
- Of those who hunted elk in Kentucky, three people harvested one elk each and five people did not harvest any elk.

**Q87. Have you personally hunted elk in Kentucky?  
(Asked of those who have applied for an elk tag in  
Kentucky.)**



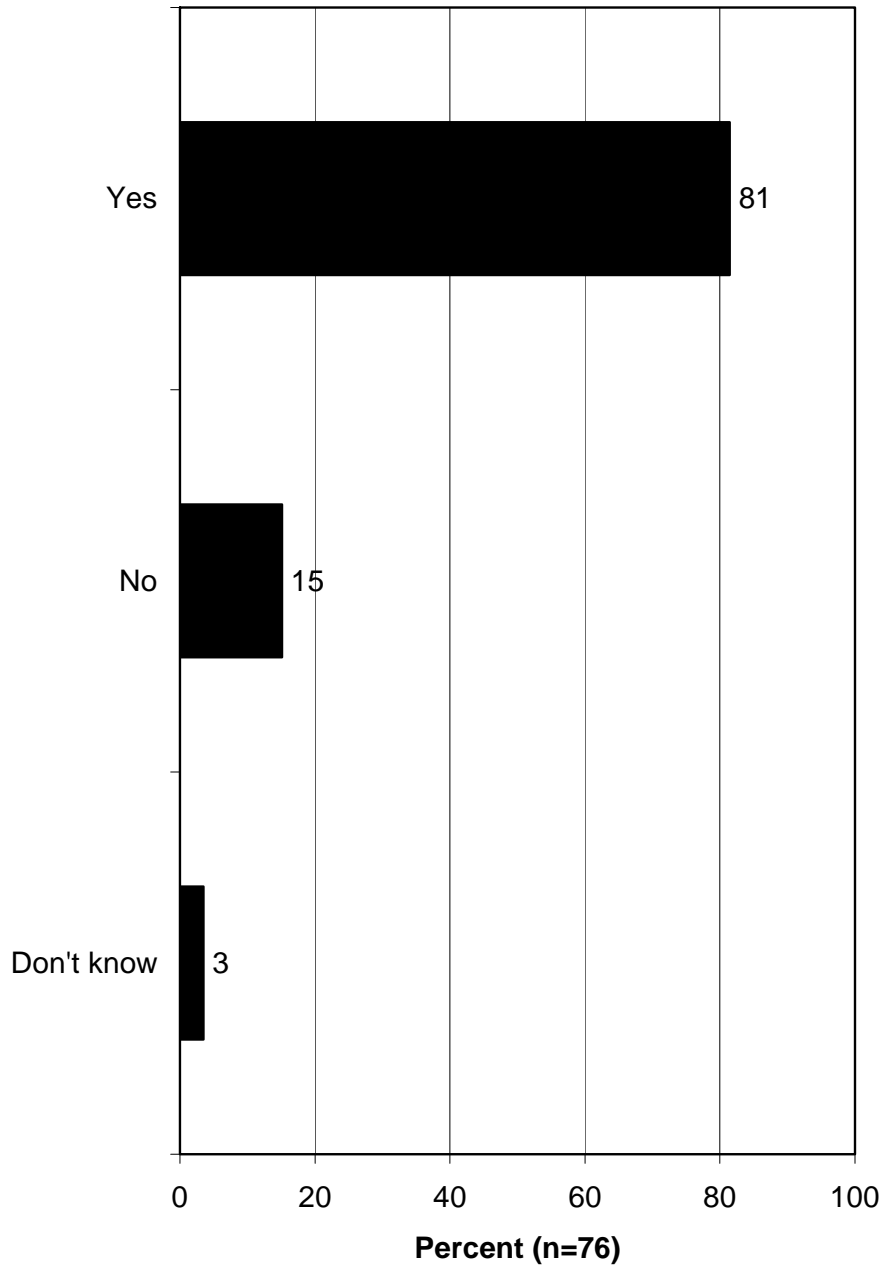
**Q87. Have you personally hunted elk in Kentucky?  
(Asked of those who have applied for an elk tag in  
Kentucky.)**



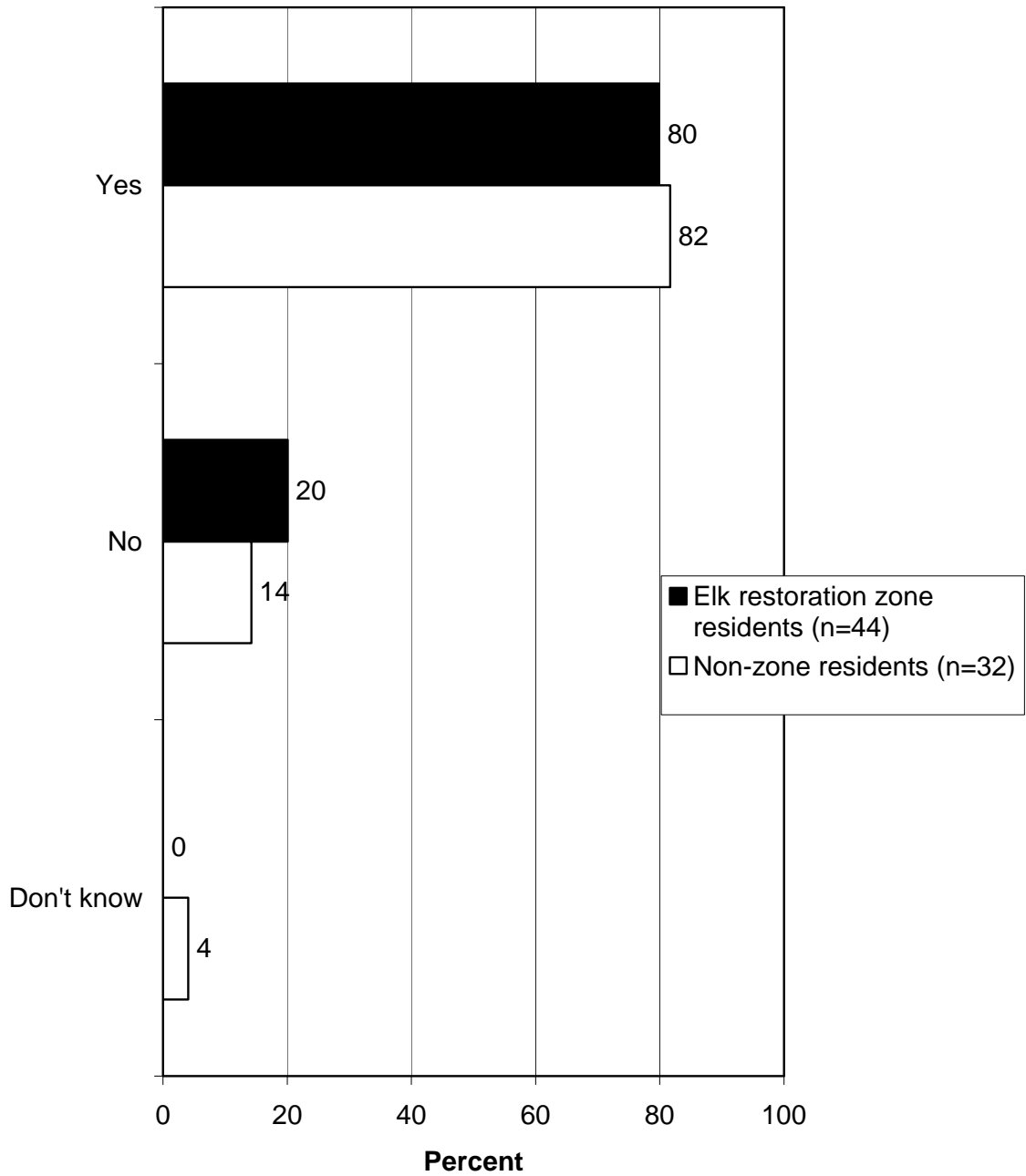
**WILLINGNESS TO PAY TO HUNT ELK ON PRIVATE LAND**

- The large majority of Kentucky residents who have applied for an elk tag (81%) said they would be willing to pay for hunting access to private land that has elk if they were drawn for an elk tag.
  - Among those who have applied for an elk tag, a slightly higher percentage of elk restoration zone residents than non-zone residents indicated that they would *not* be willing to pay for hunting access to private land that has elk.
  - The majority of Kentucky residents willing to pay for hunting access to private land that has elk gave an amount less than \$500. The median amount Kentucky residents are willing to pay for hunting access to private land is \$100.
    - Non-zone residents are slightly more willing to pay higher amounts for private land elk hunting access in southeastern Kentucky than are elk restoration zone residents.

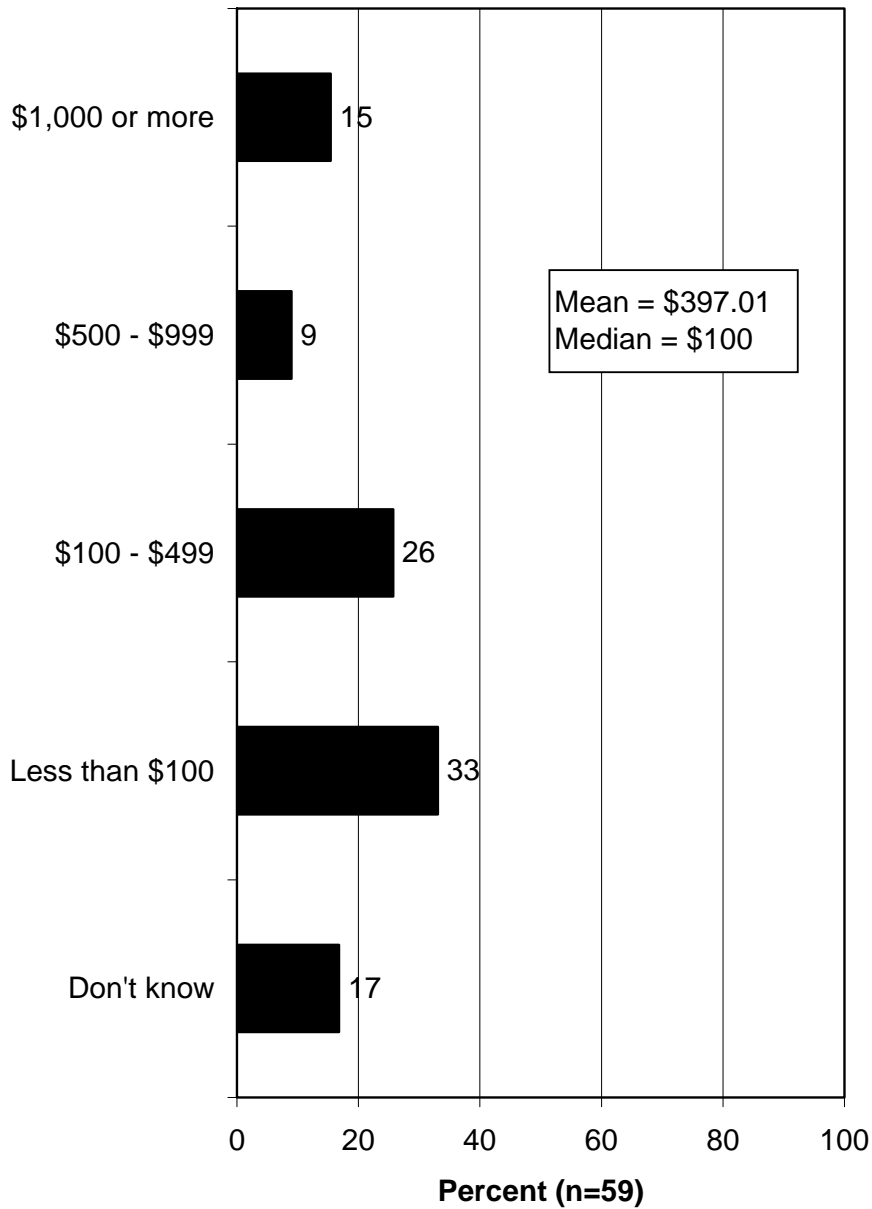
**Q74. If drawn for an elk tag, would you be willing to pay for hunting access to private land that had elk?  
(Asked of those who have applied for an elk tag in Kentucky.)**



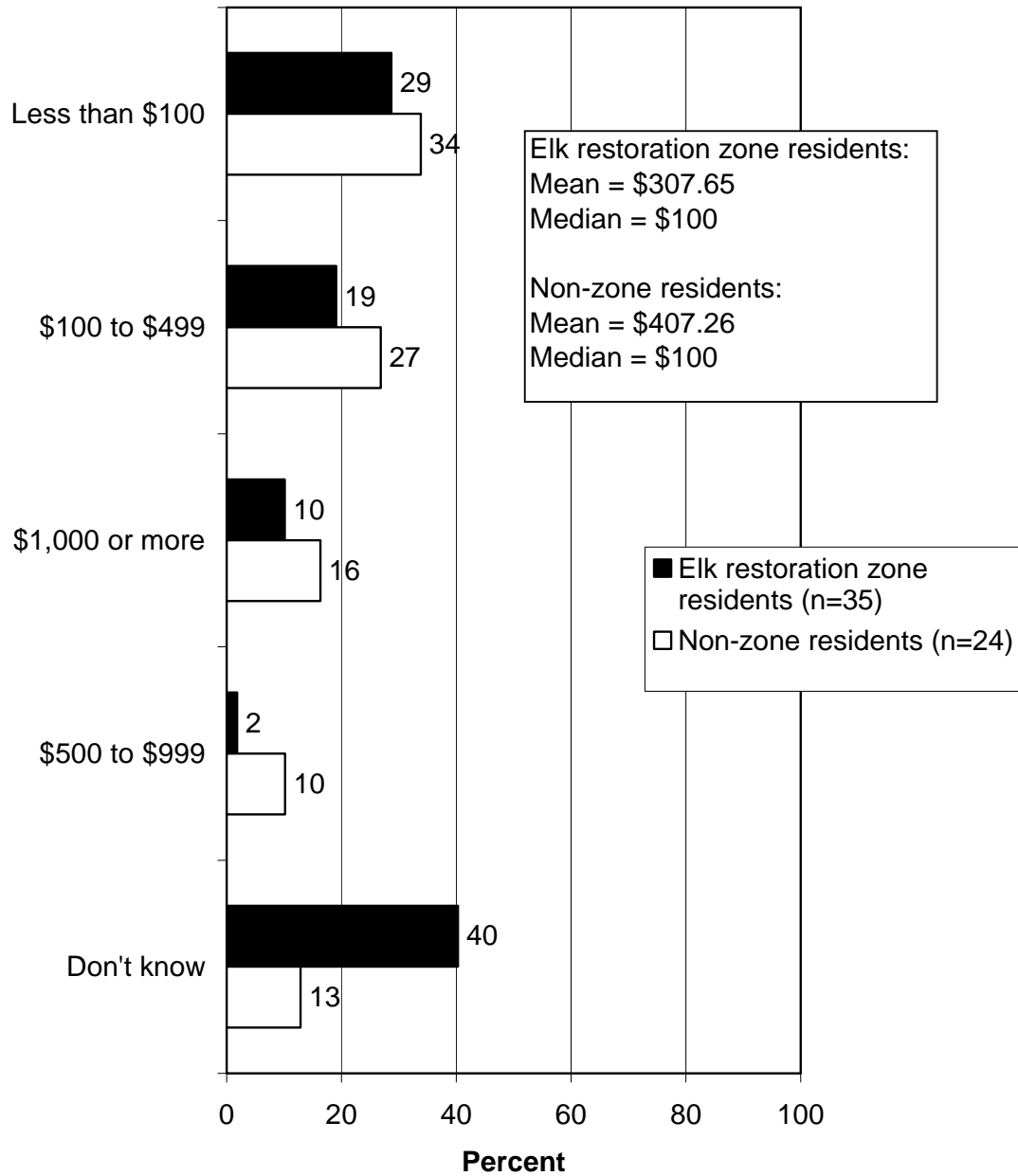
**Q74. If drawn for an elk tag, would you be willing to pay for hunting access to private land that had elk?  
(Asked of those who have applied for an elk tag in Kentucky.)**



**Q75. How much would you be willing to pay for private land elk hunting access in southeastern Kentucky? (Asked of those who say that, if drawn for a tag, they would be willing to pay for hunting access to private land that had elk.)**



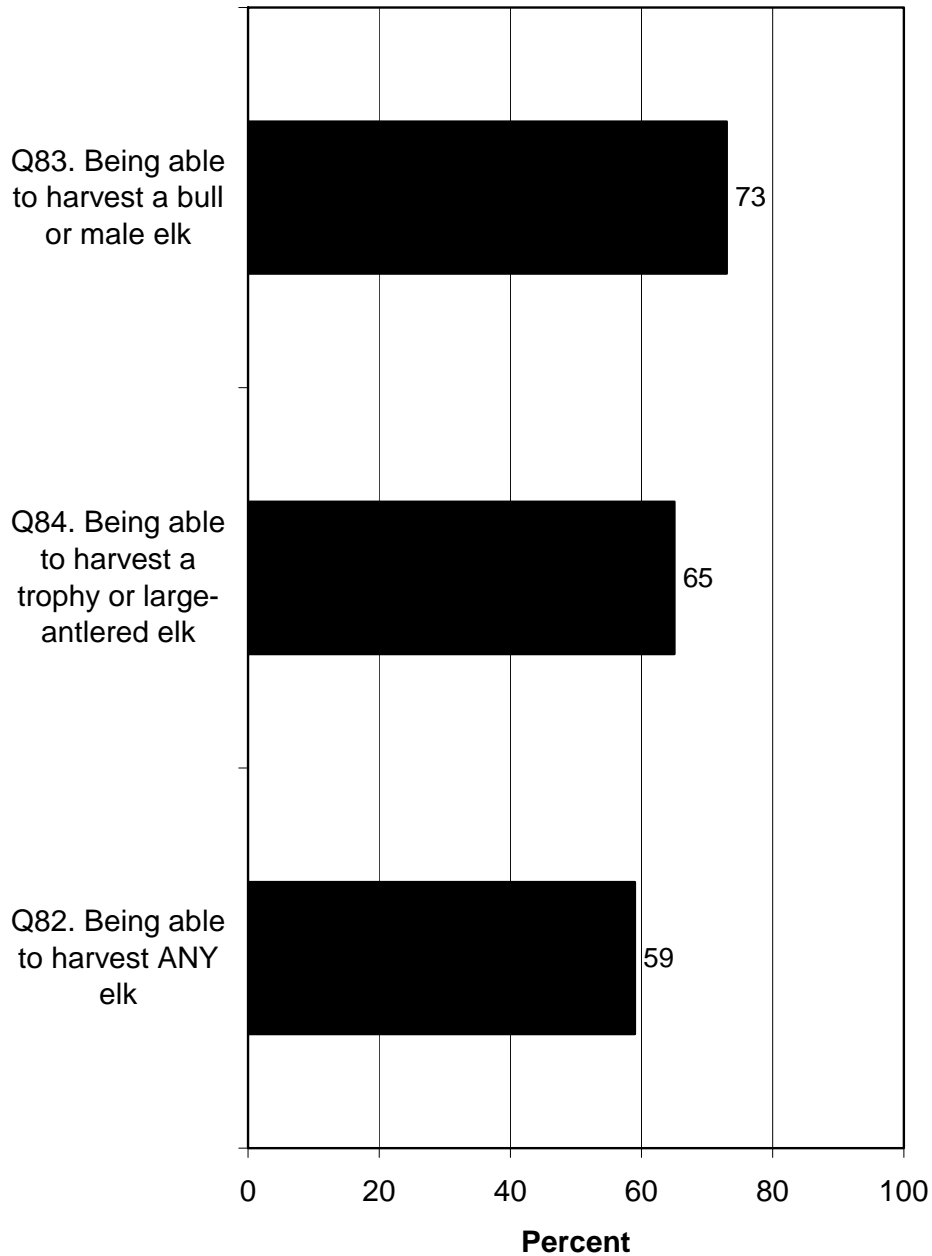
**Q75. How much would you be willing to pay for private land elk hunting access in southeastern Kentucky?  
(Asked of those who say that, if drawn for a tag, they would be willing to pay for hunting access to private land that had elk.)**



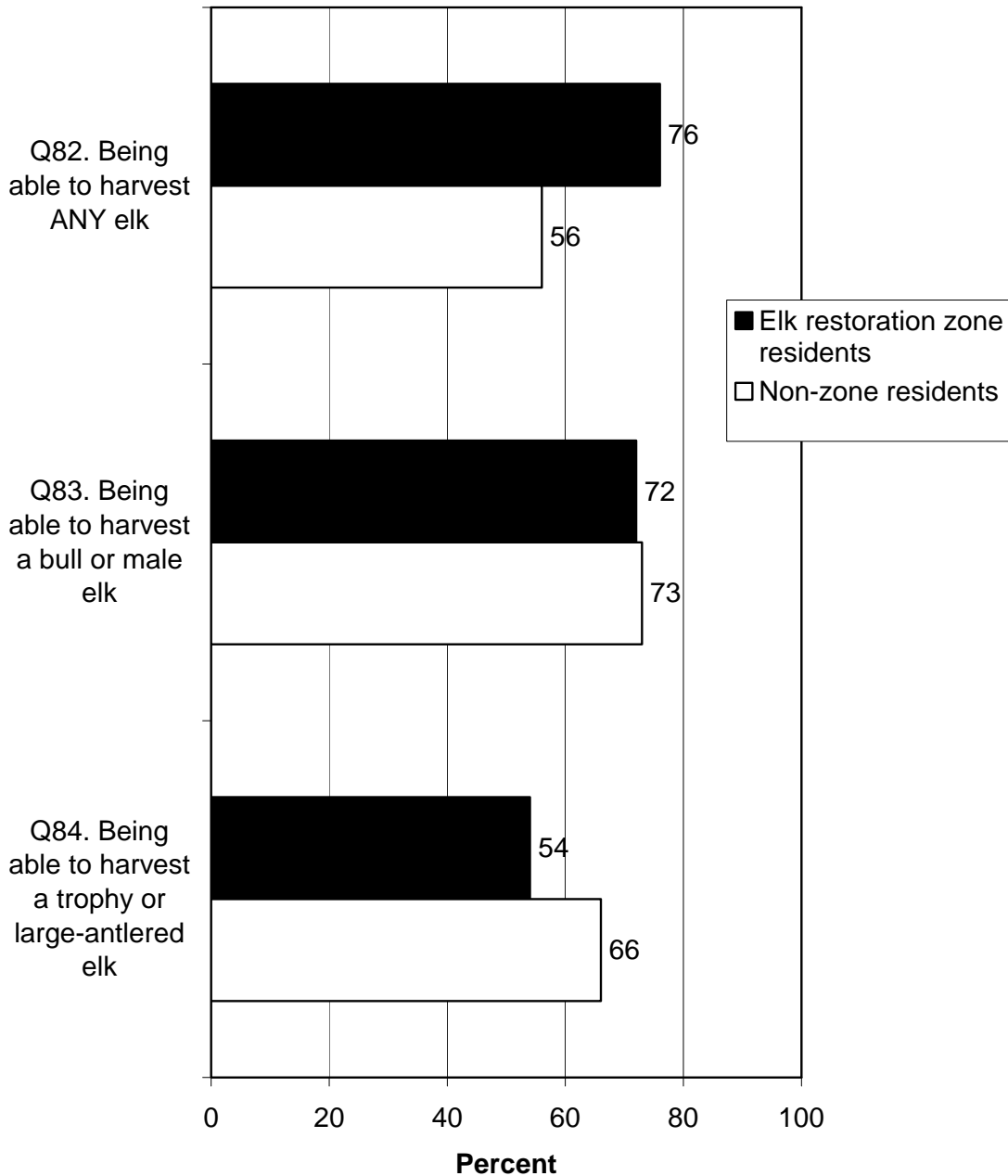
## **OPINIONS ON AND VALUES ASSOCIATED WITH ELK HUNTING ACTIVITIES**

- Harvesting a trophy/large-antlered elk or a bull/male elk is important to those who have applied for an elk tag to hunt elk in Kentucky.
  - When asked to indicate how important values related to elk hunting are, an overwhelming majority of Kentucky residents who have applied for an elk tag (91%) said being able to harvest a bull or male elk is very or somewhat important to them, followed by being able to harvest a trophy or large-antlered elk (89%) and being able to harvest *any* elk (86%).
  - Kentucky residents who have applied for an elk tag were read three options for hunting elk in Kentucky and were asked to indicate which option they most prefer. Most commonly, those who have applied for an elk tag most prefer waiting for the opportunity to harvest a trophy elk: 33% gave this response. Substantial percentages prefer harvesting any elk (28%) or any bull (24%) in the first few hunting days or trips.
    - Elk restoration zone residents who have applied for an elk tag to hunt elk in Kentucky are equally split in their preferences for waiting for the opportunity to harvest a trophy elk and harvesting any bull in the first few hunting days or trips. The preferences of non-zone residents who have applied for an elk tag are similar to those of all Kentucky residents who have applied for an elk tag.
  - The large majority of Kentucky residents who have applied for an elk tag to hunt elk in Kentucky also support management for trophy or large-antlered elk; support decreased only slightly when respondents were asked about management for trophy elk even if it meant that fewer hunters would be able to harvest a bull elk.

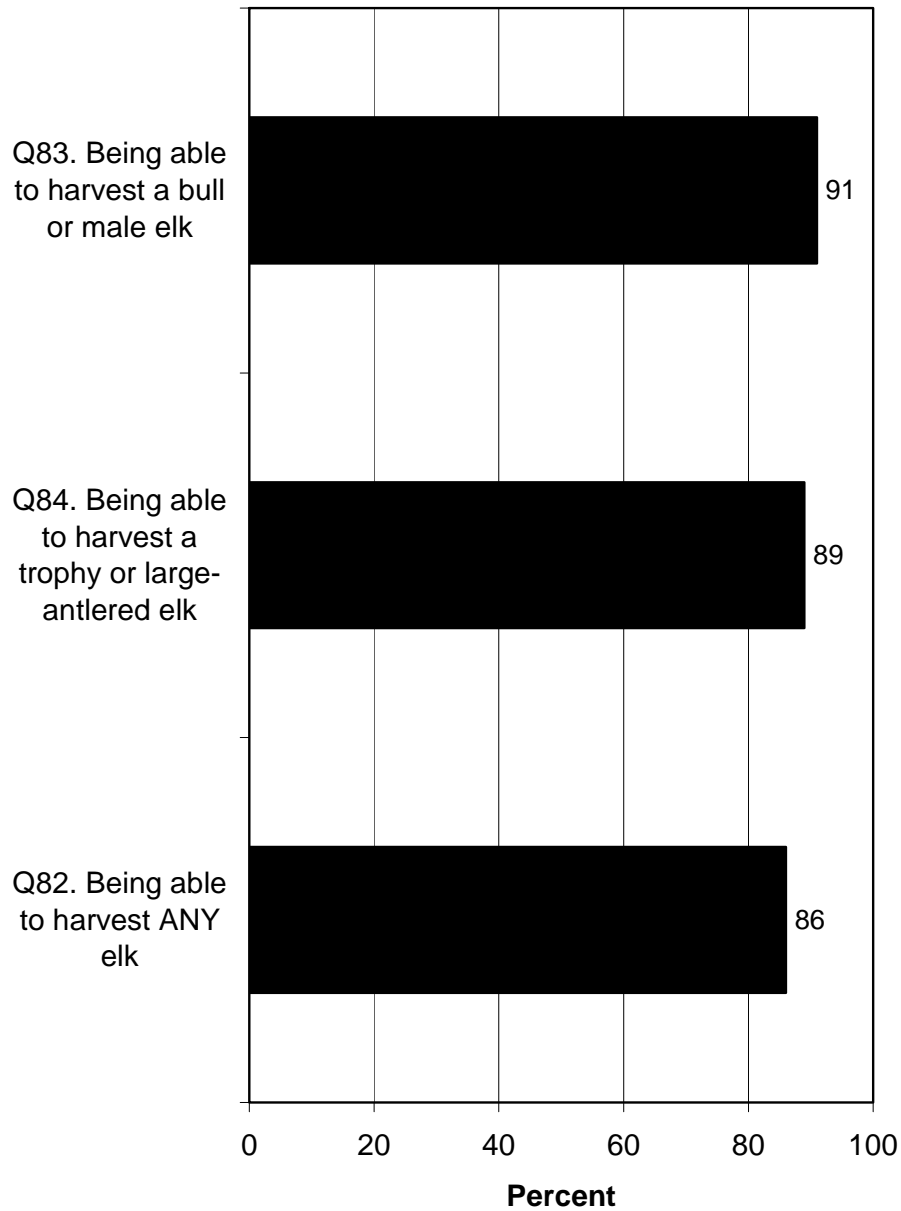
**Percent who indicated that the following values related to elk hunting in Kentucky are very important. (Asked of those who have applied for an elk tag in Kentucky.)**



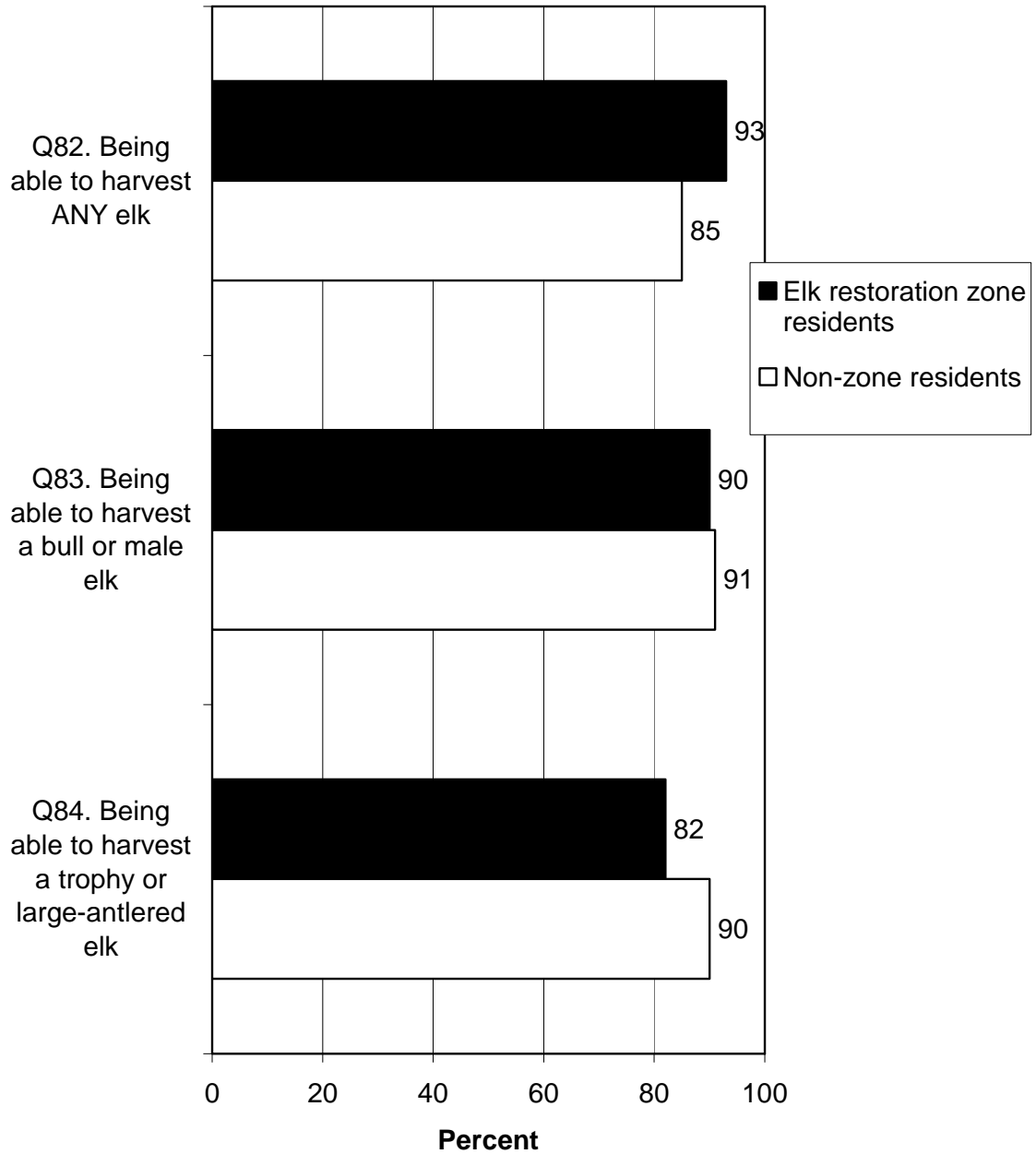
**Percent who indicated that the following values related to elk hunting in Kentucky are very important. (Asked of those who have applied for an elk tag in Kentucky.)**



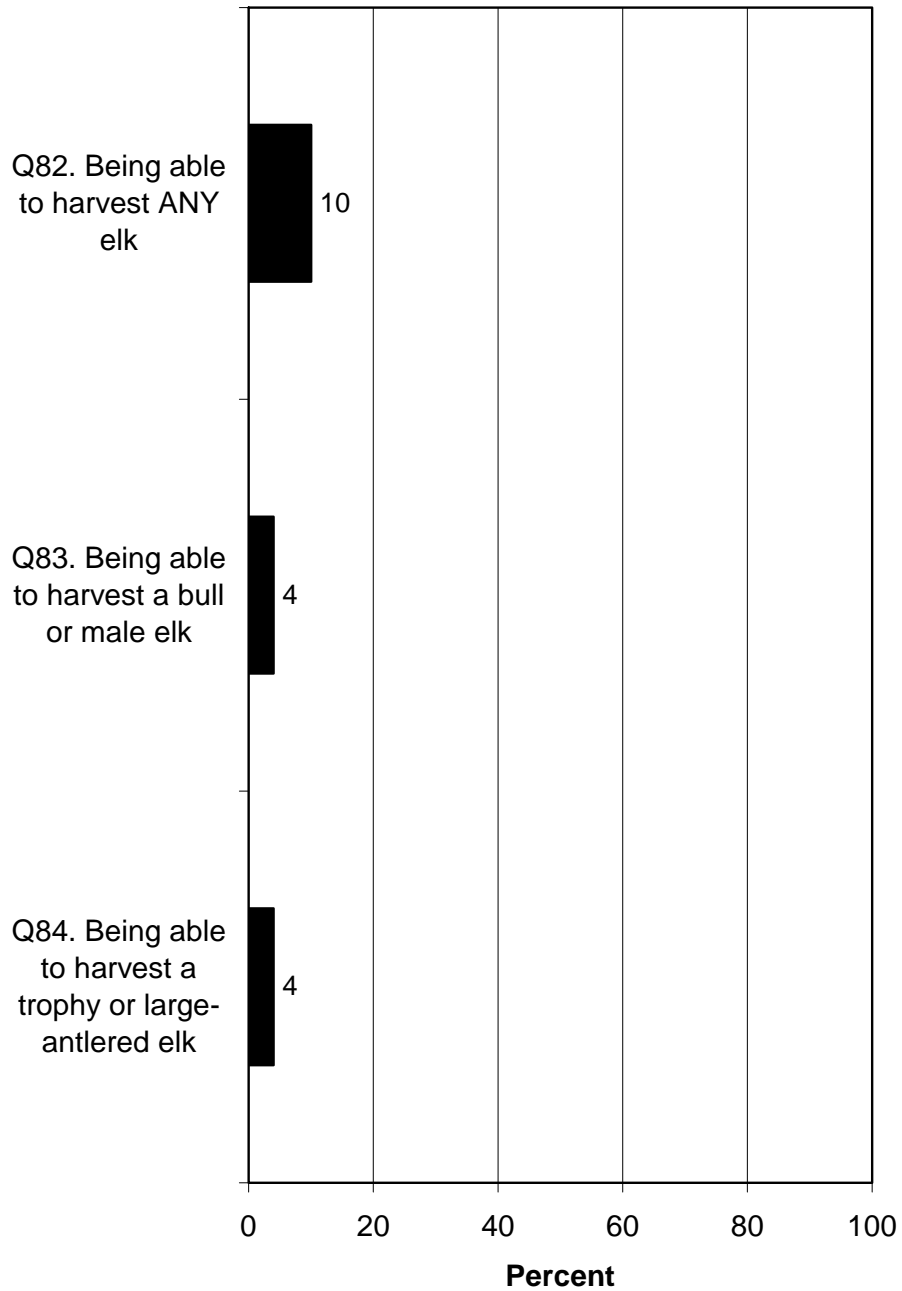
**Percent who indicated that the following values related to elk hunting in Kentucky are very or somewhat important. (Asked of those who have applied for an elk tag in Kentucky.)**



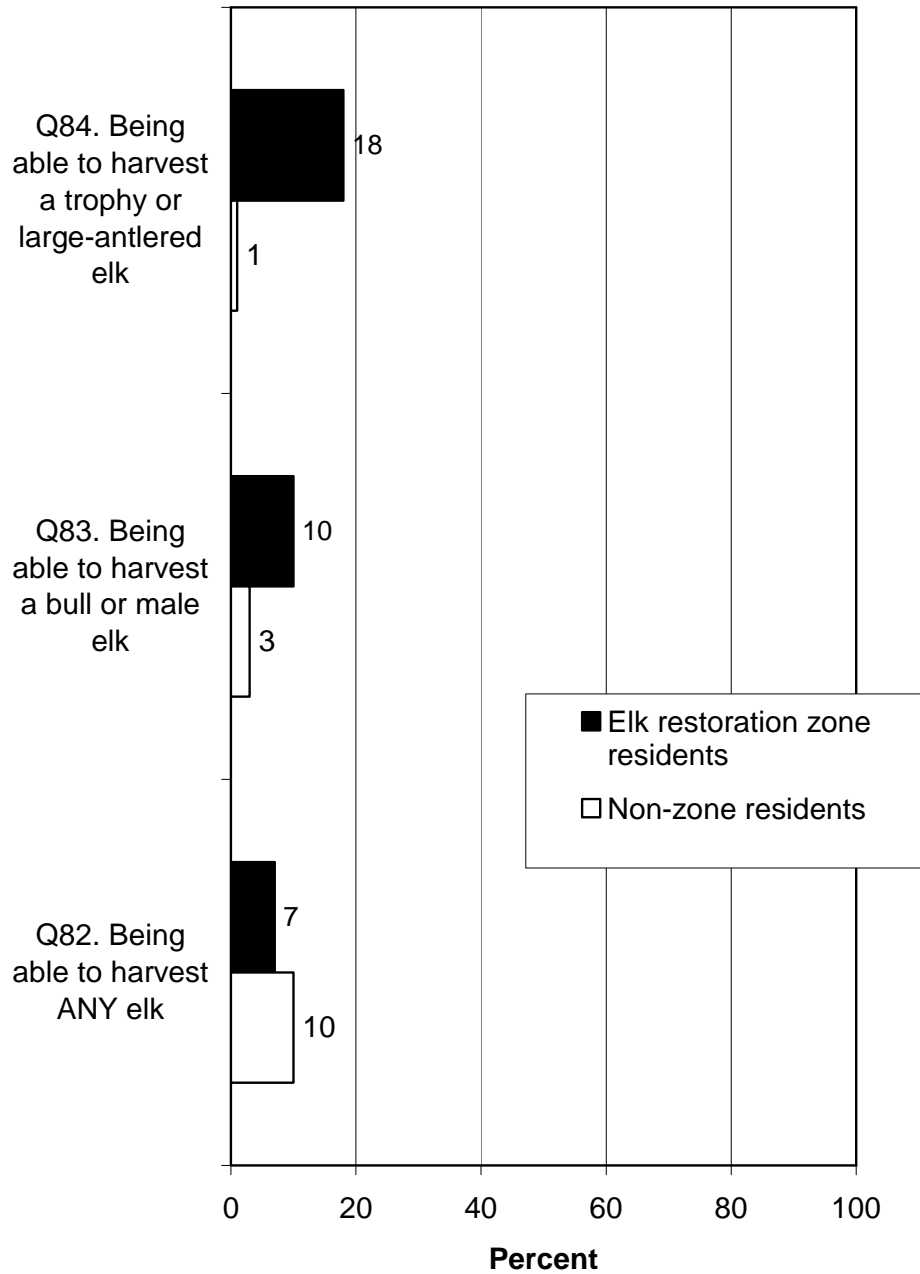
**Percent who indicated that the following values related to elk hunting in Kentucky are very or somewhat important. (Asked of those who have applied for an elk tag in Kentucky.)**



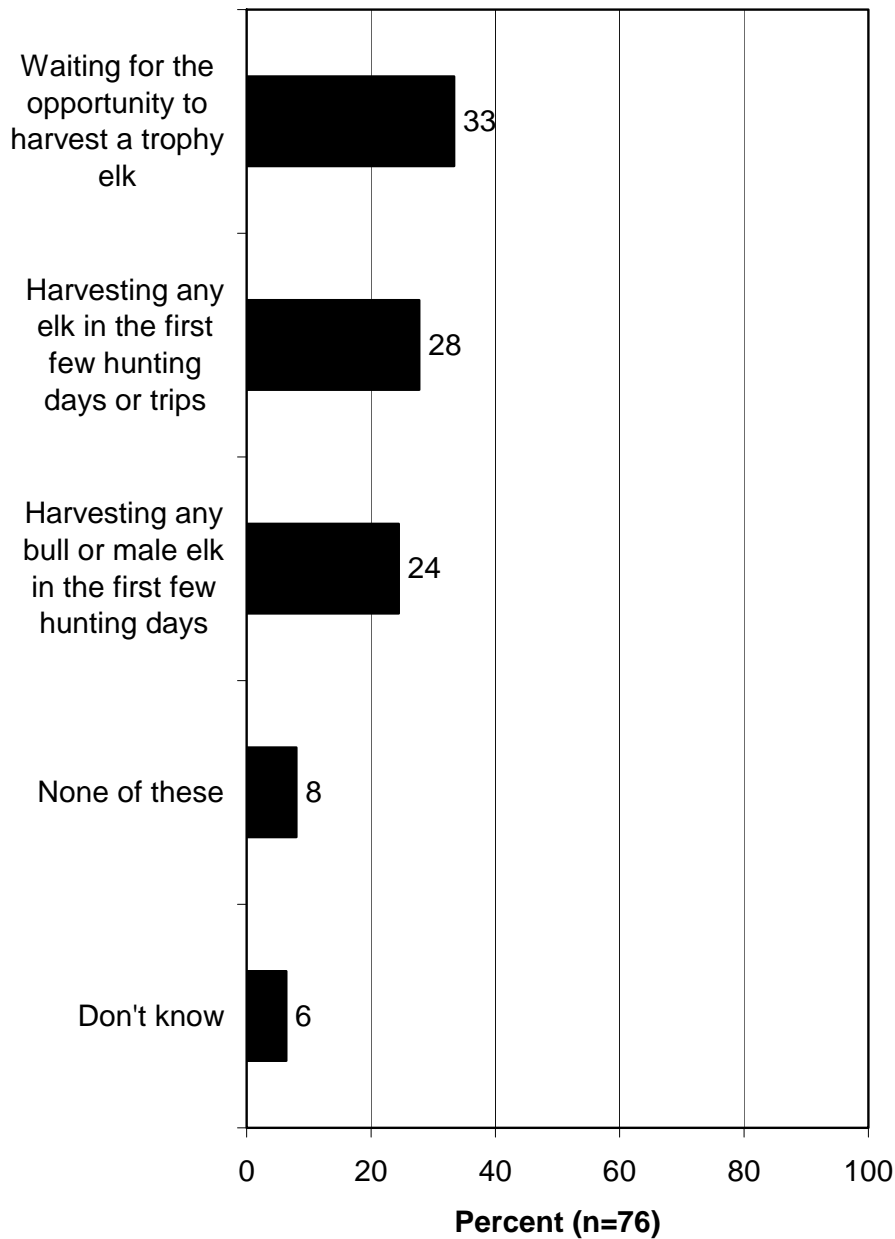
**Percent who indicated that the following values related to elk hunting in Kentucky are not at all important. (Asked of those who have applied for an elk tag in Kentucky.)**



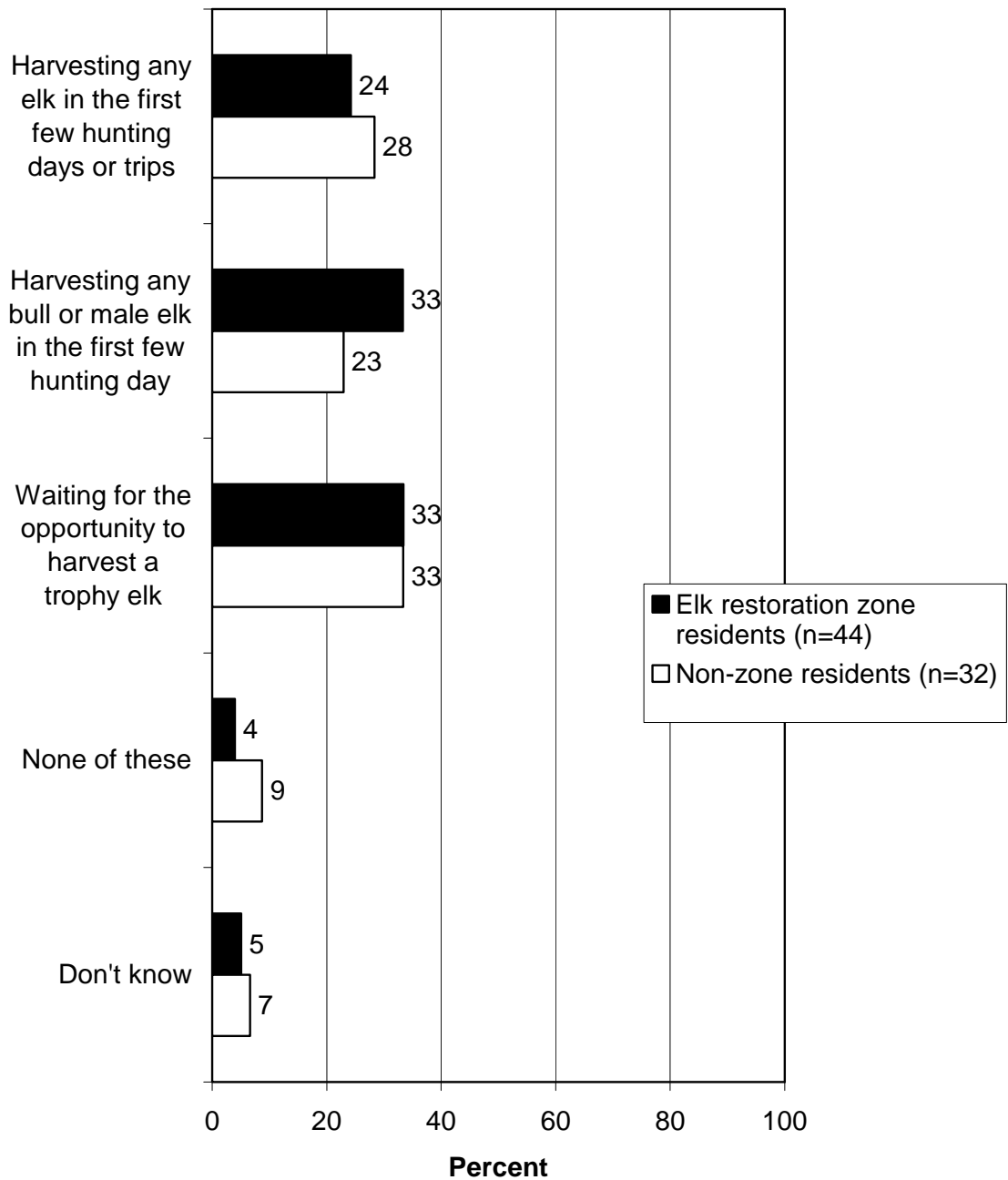
**Percent who indicated that the following values related to elk hunting in Kentucky are not at all important. (Asked of those who have applied for an elk tag in Kentucky.)**



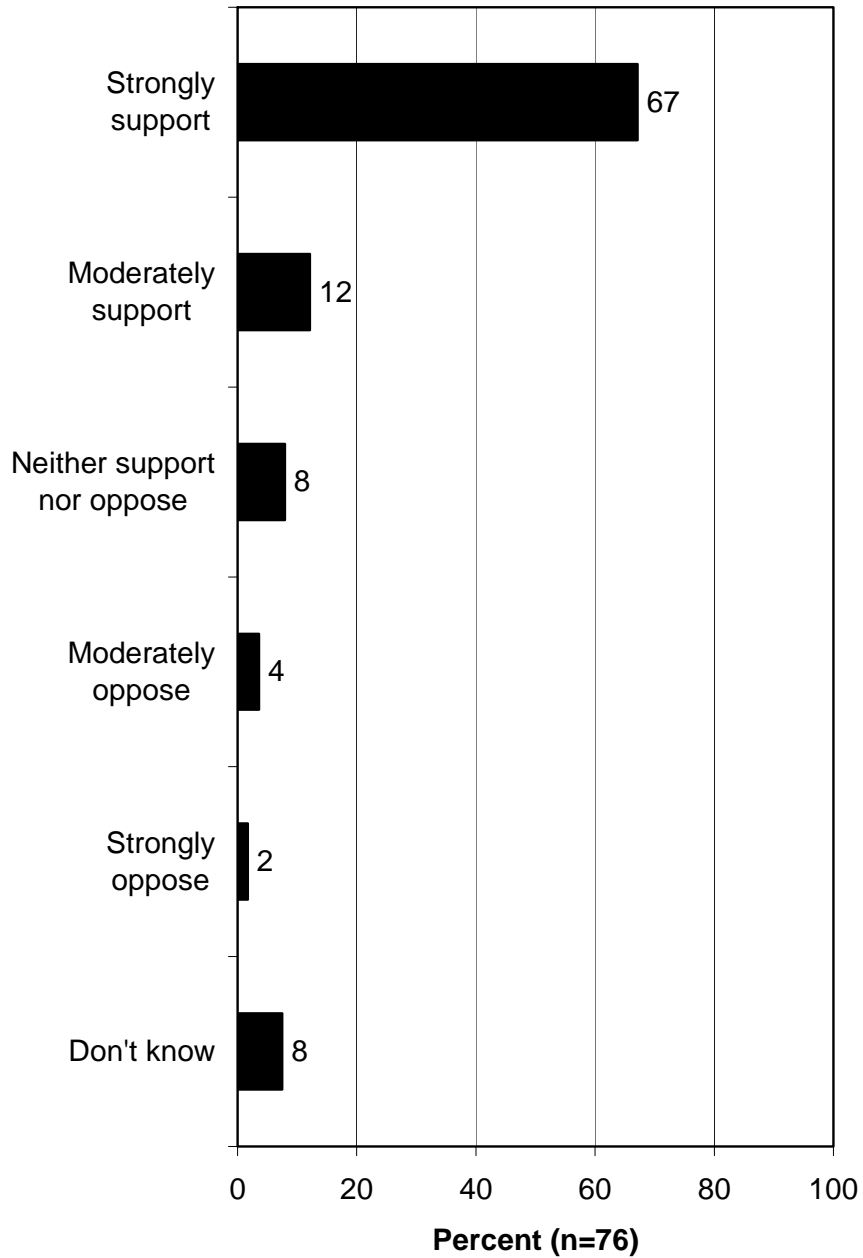
**Q79. I'm going to read several options for hunting elk in Kentucky, and I'd like you to tell me which one you would most prefer. (Asked of those who have applied for an elk tag in Kentucky.)**



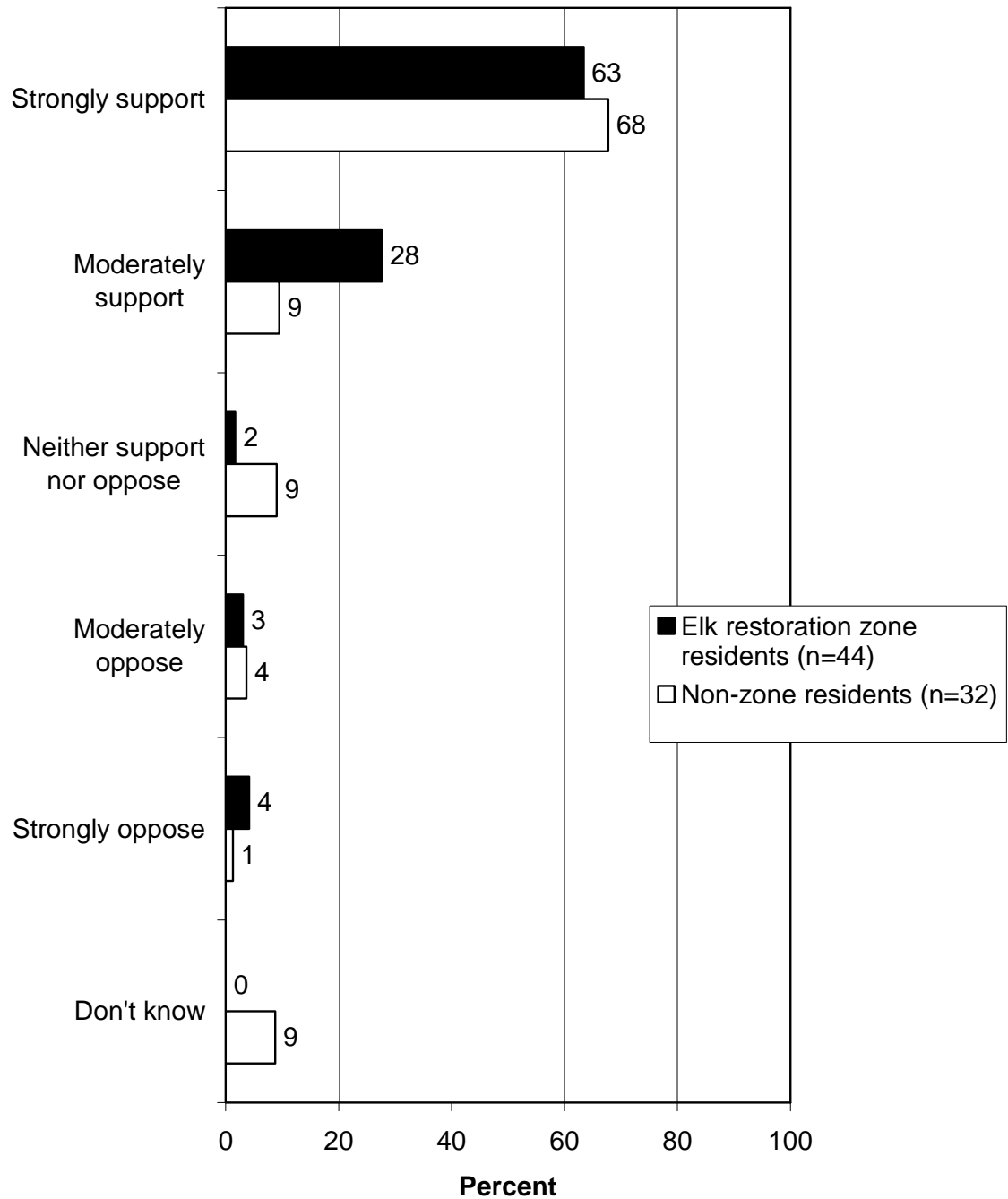
**Q79. I'm going to read several options for hunting elk in Kentucky, and I'd like you to tell me which one you would most prefer. (Asked of those who have applied for an elk tag in Kentucky.)**



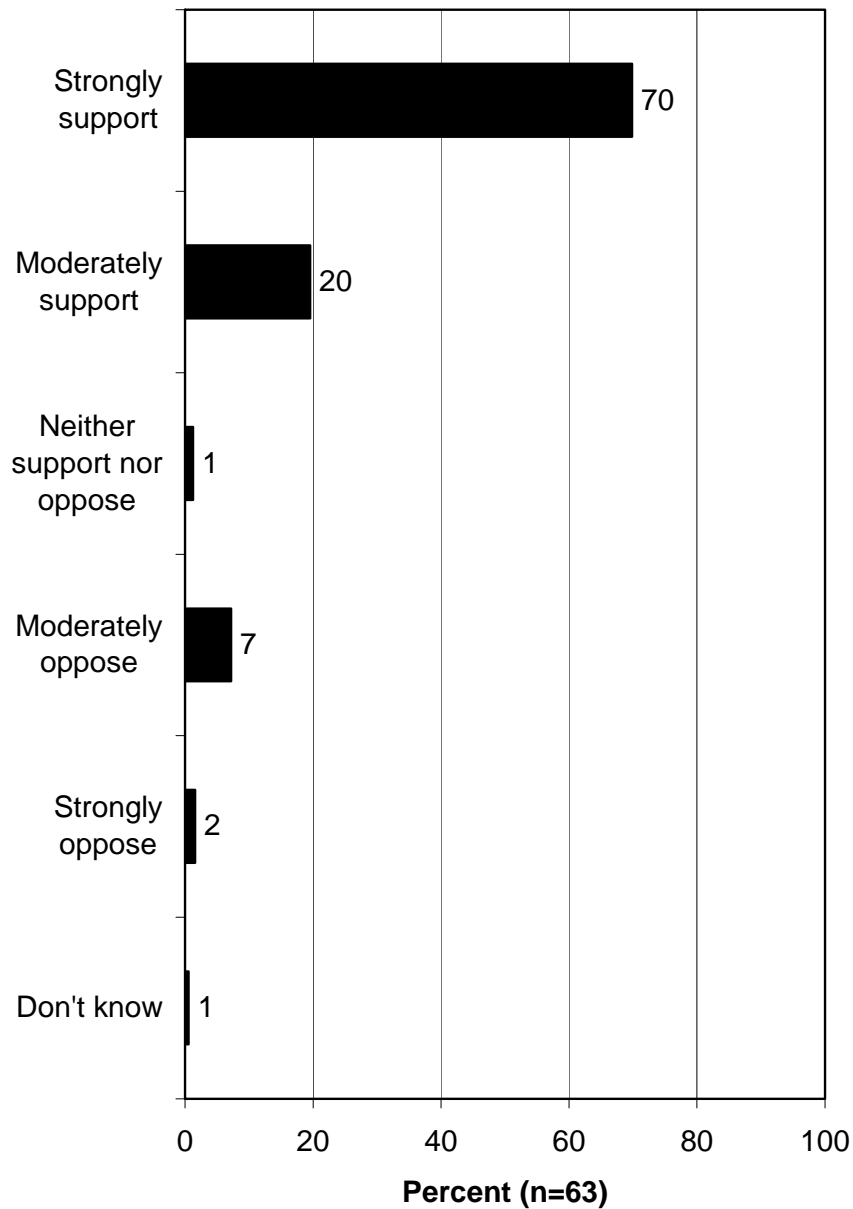
**Q85. Would you support or oppose management for trophy or large-antlered elk? (Asked of those who have applied for an elk tag in Kentucky.)**



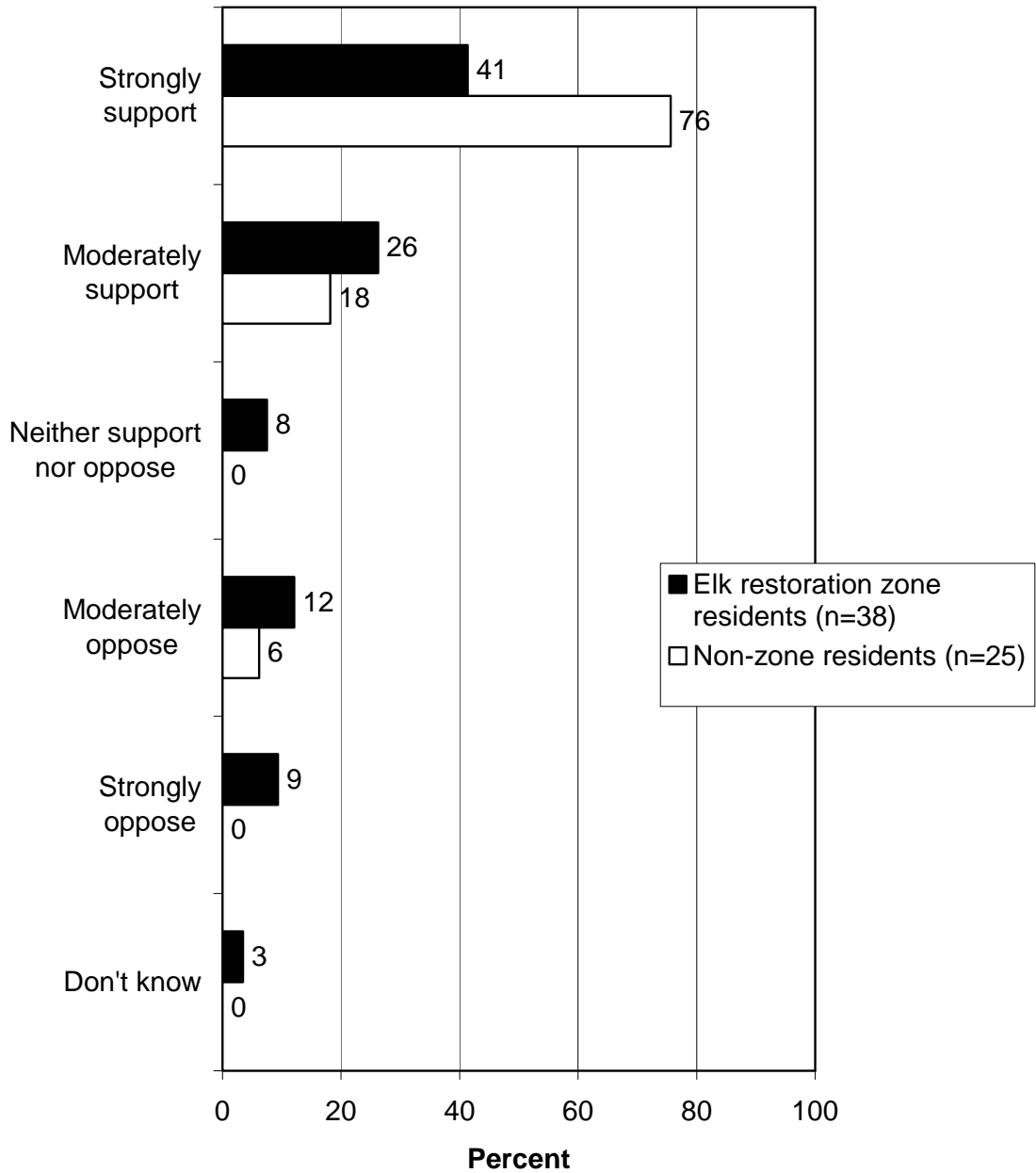
**Q85. Would you support or oppose management for trophy or large-antlered elk? (Asked of those who have applied for an elk tag in Kentucky.)**



**Q86. Would you support or oppose management for trophy or large-antlered elk even if it meant that fewer hunters would be able to harvest a bull elk?  
(Asked of those who support management for trophy or large-antlered elk.)**



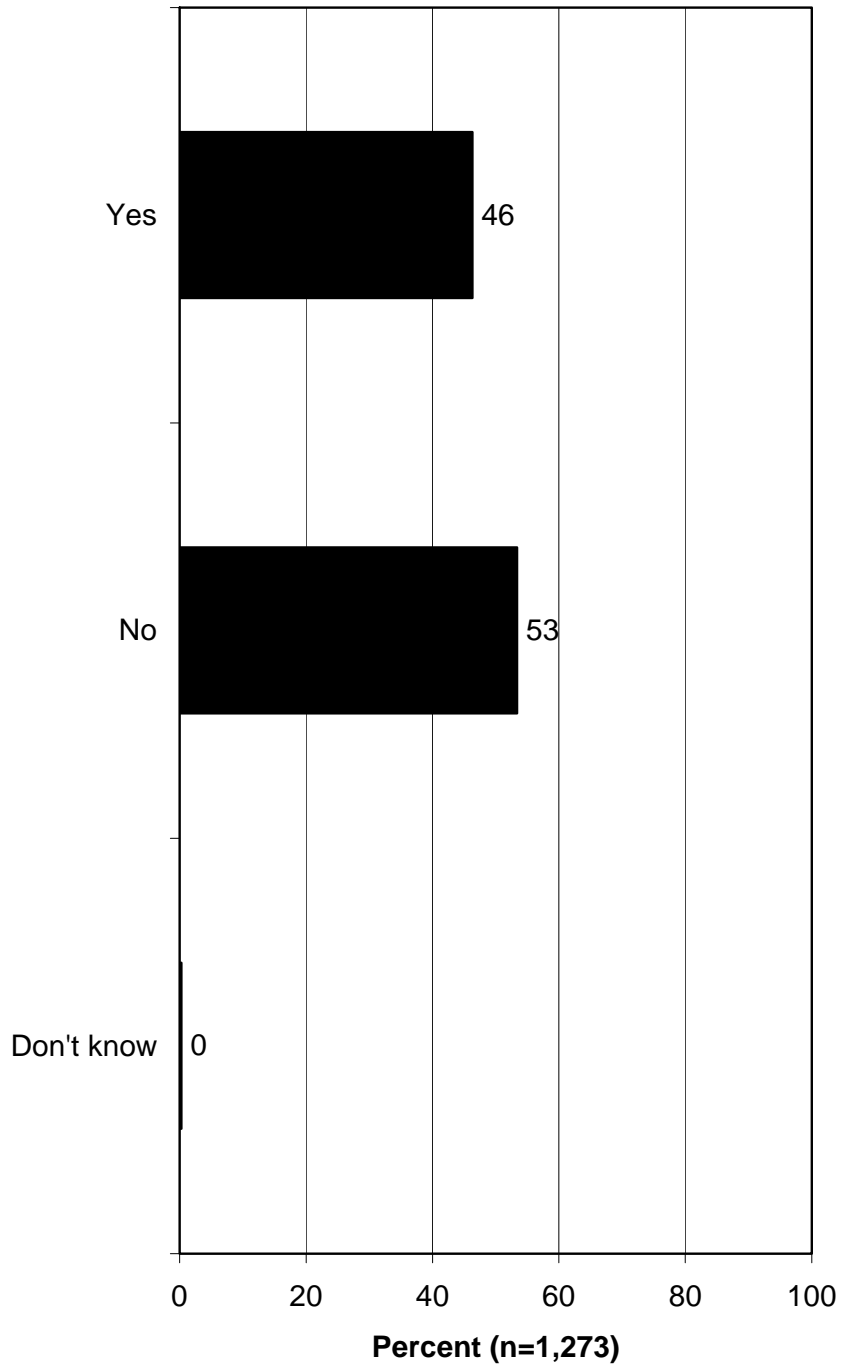
**Q86. Would you support or oppose management for trophy or large-antlered elk even if it meant that fewer hunters would be able to harvest a bull elk? (Asked of those who support management for trophy or large-antlered elk.)**



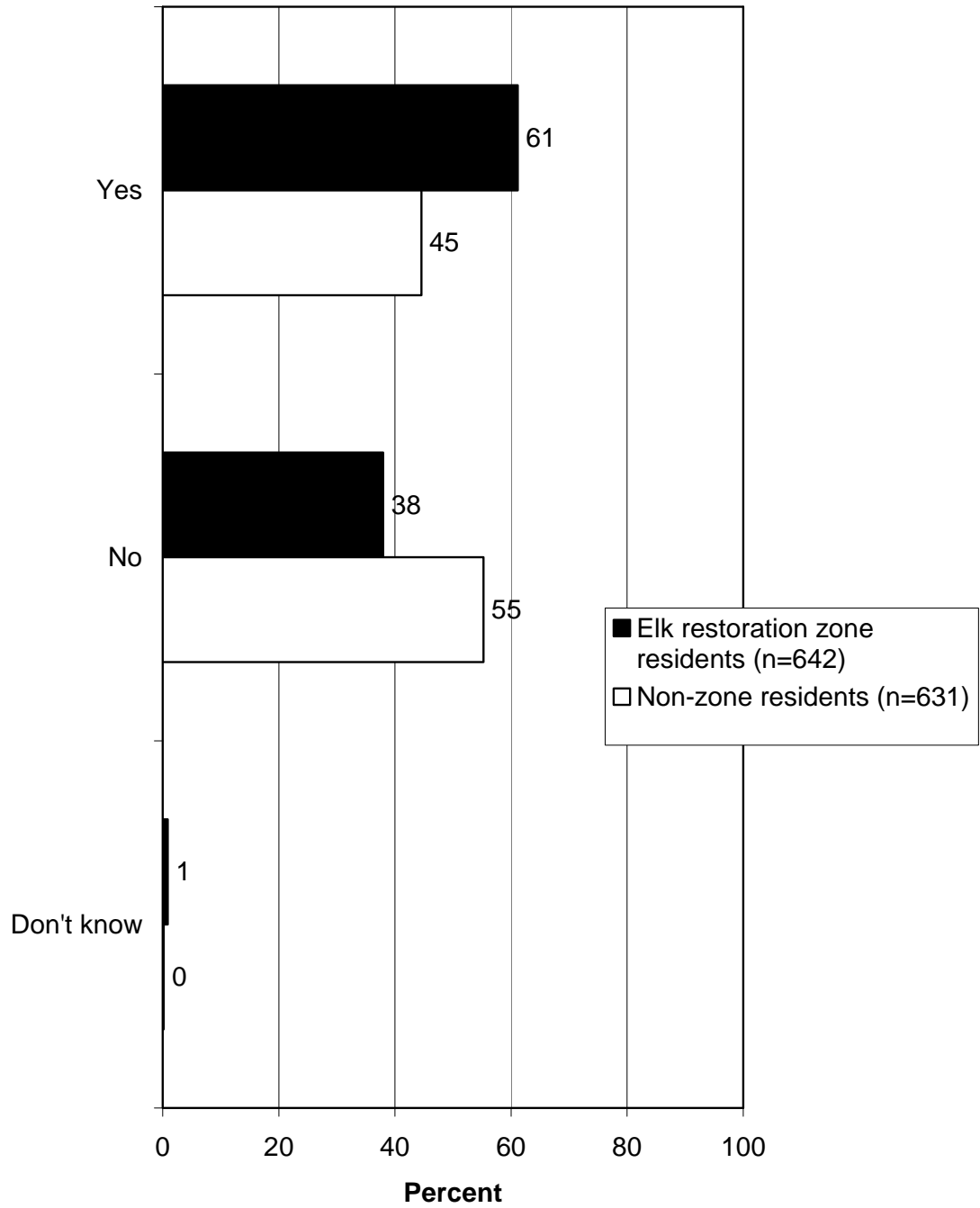
## LAND OWNERSHIP AND HUNTING ON THE LAND

- Nearly half of Kentucky residents (46%) own land in Kentucky.
  - Elk restoration zone residents are more likely than are non-zone residents to own land in Kentucky: 61% of zone residents compared to 45% of non-zone residents.
  - Nearly half of Kentucky residents who own land (49%) own less than 5 acres. The median amount of land owned is 4 acres.
    - The median number of acres owned is slightly higher among elk restoration zone residents than non-zone residents: 5 acres is the median number of acres owned by zone residents compared to 4 acres among non-zone residents.
  
- Most commonly, Kentucky residents who own land (9%) indicated that the largest tract of land they own is located within Jefferson County, followed by Hardin, Campbell, Fayette, and Warren Counties (3% each).
  - Of those who own land in Kentucky, 16% said their largest tract of land is located in one of the 16 counties included in the elk restoration zone.
  - The majority of Kentucky residents who own land in a county located within the elk restoration zone (73%) have *not* seen an elk on the tract of land; nonetheless, nearly a quarter (23%) have seen an elk on the land.
  
- Only 2% of Kentucky residents who own land in a county located within the elk restoration zone personally hunt elk on the land.
  - A slightly higher percentage (9%) allow others to hunt elk on the land.
    - Among those who allow others to hunt elk on their land, none lease or otherwise charge an access fee.
    - The number of acres on which hunters are allowed access for elk hunting is shown.
  - The two most common reasons Kentucky residents who own land in a county located within the elk restoration zone do not allow others to hunt elk on their land is that there is no elk population on the land (16% gave this response) and that the land is too small for elk hunting (14%).

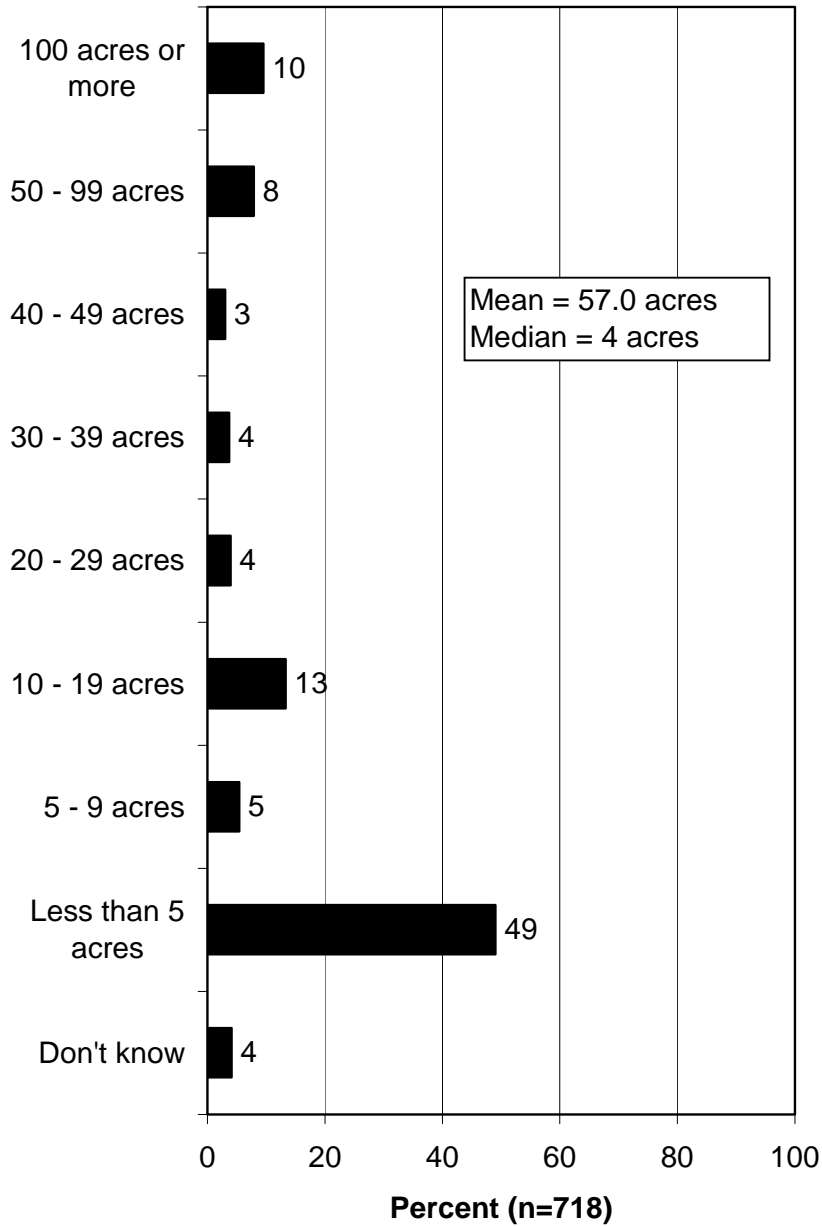
**Q92. Do you own land in Kentucky?**



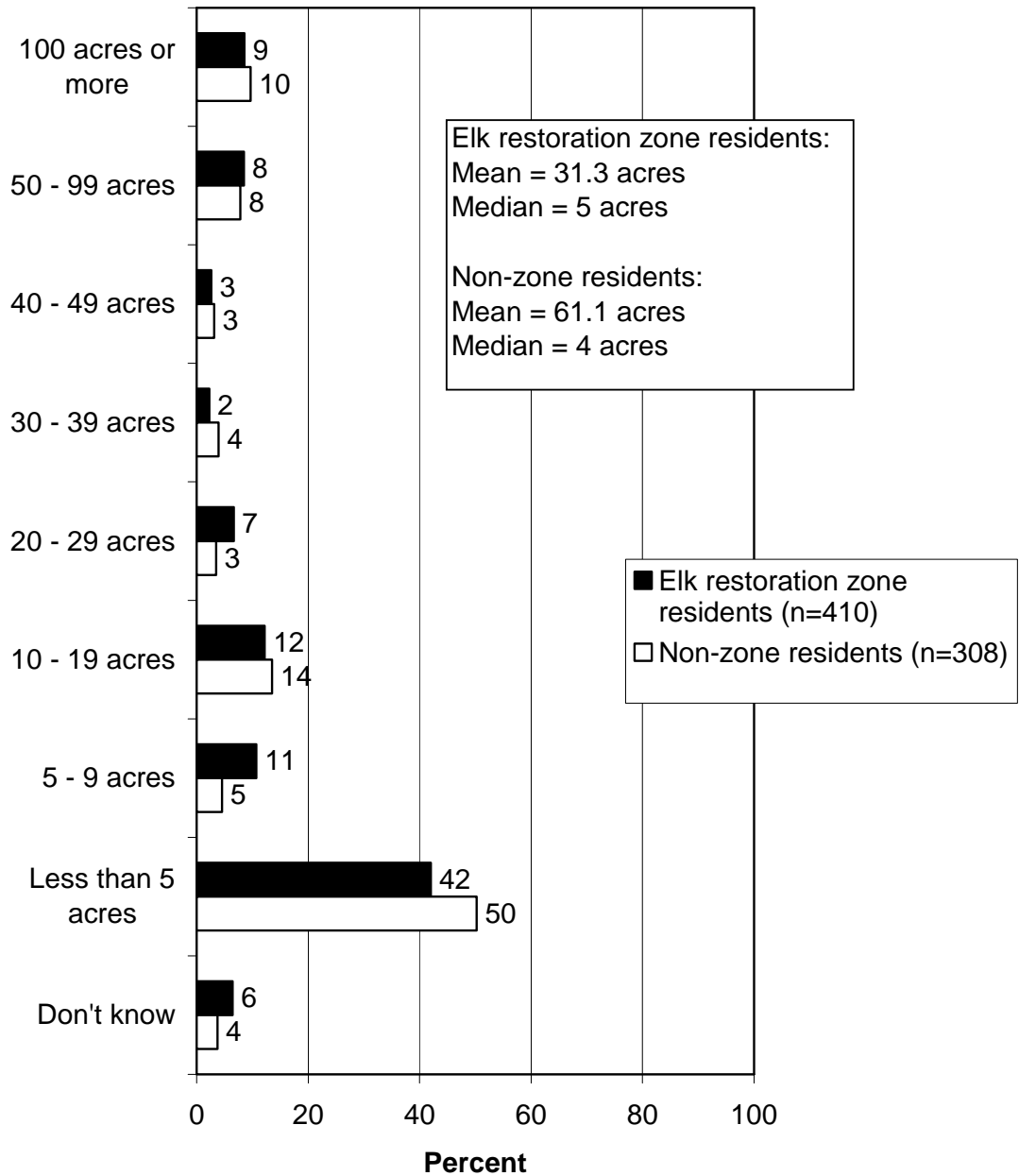
### Q92. Do you own land in Kentucky?



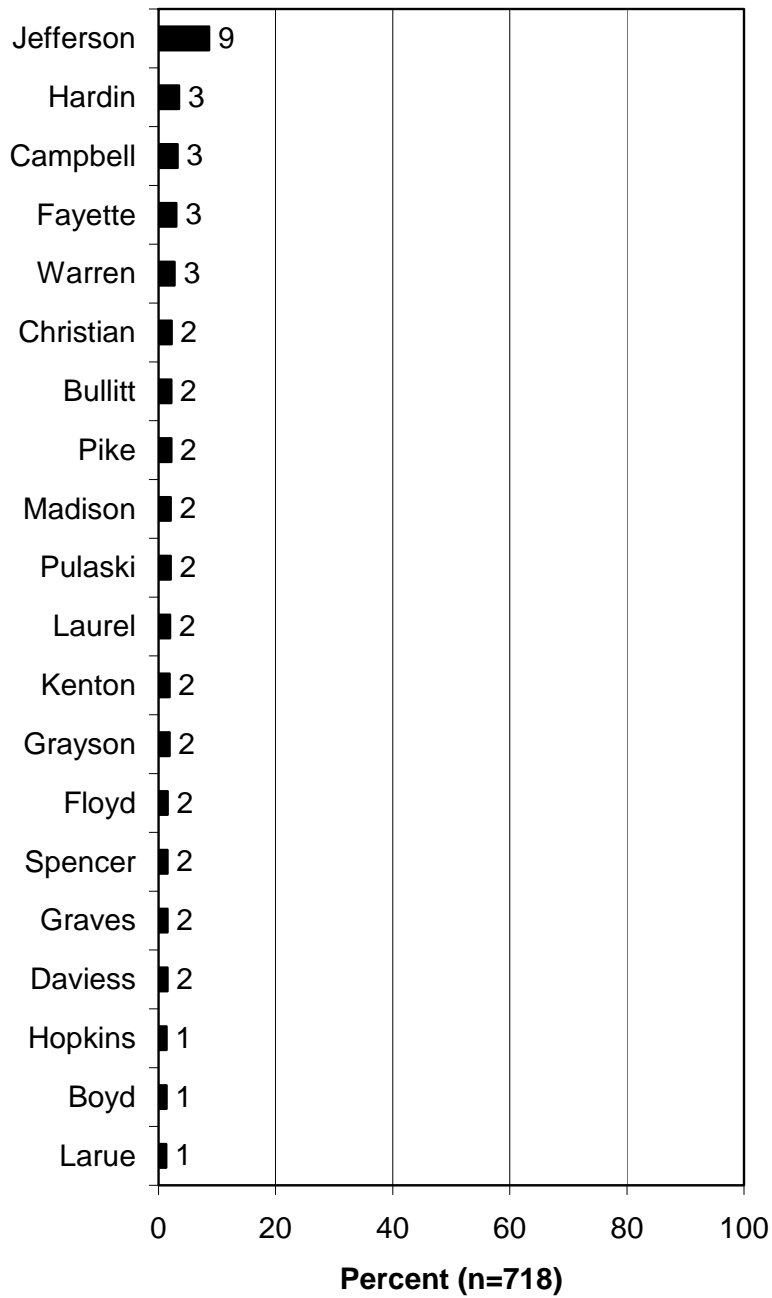
**Q93. How many acres do you own that are in one tract? If you own multiple tracts, please tell me how many acres the largest tract is. (Asked of those who own land in Kentucky.)**



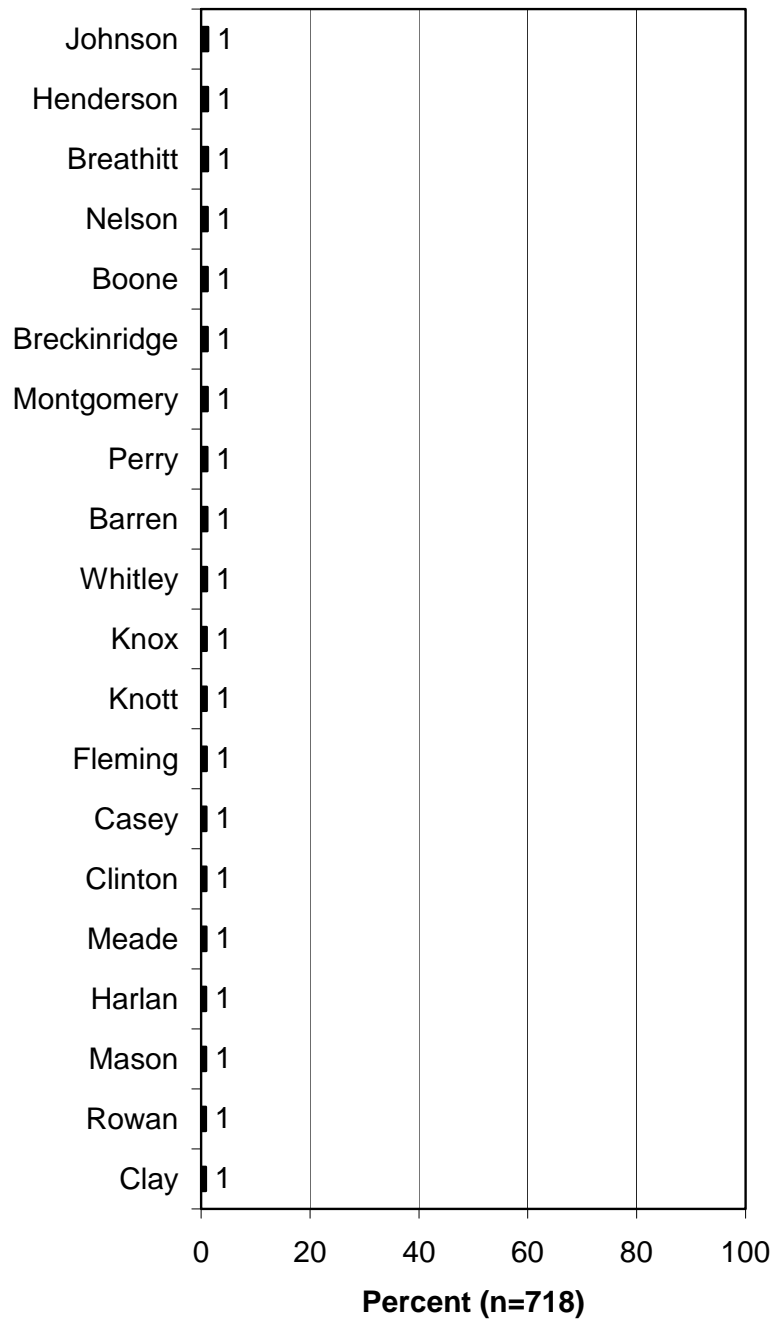
**Q93. How many acres do you own that are in one tract? If you own multiple tracts, please tell me how many acres the largest tract is. (Asked of those who own land in Kentucky.)**



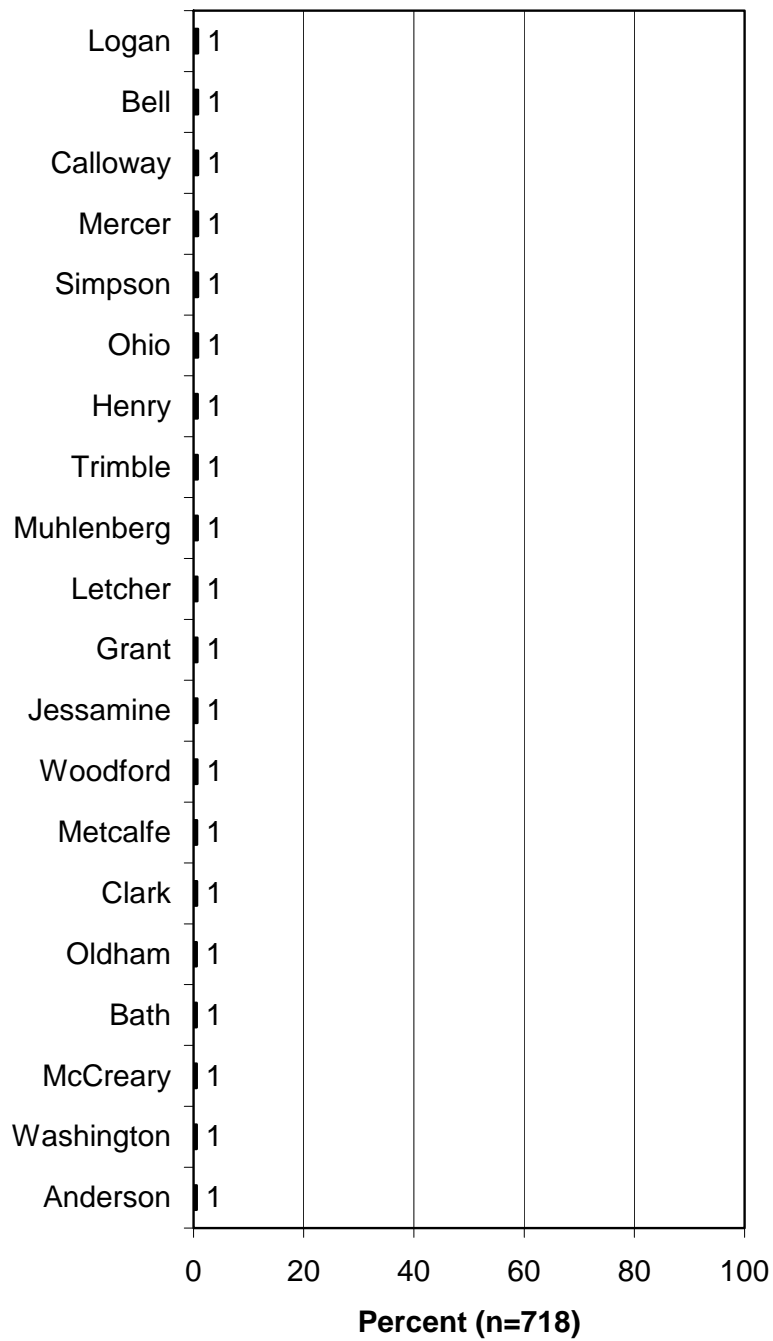
**Q96. In what county is the tract of land that you own located? (Asked of those who own land in Kentucky.) (Part 1.)**



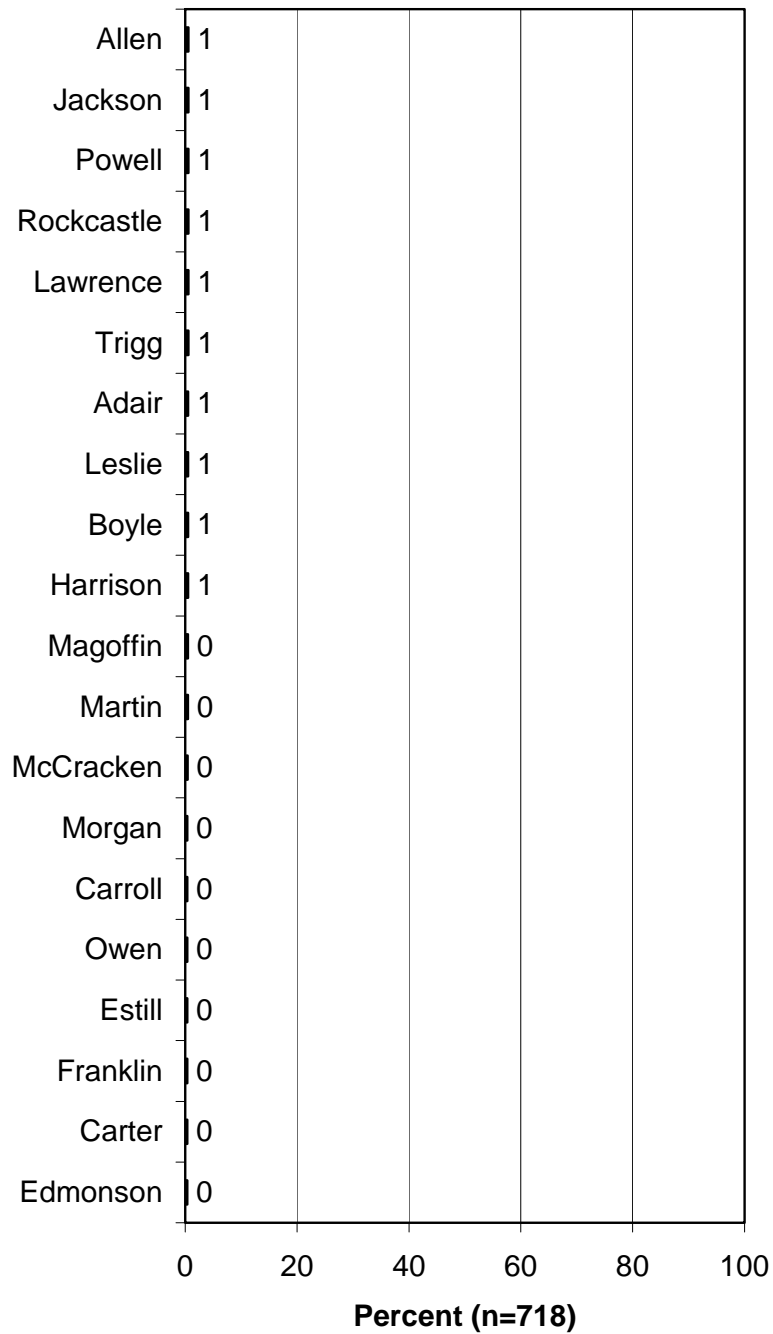
**Q96. In what county is the tract of land that you own located? (Asked of those who own land in Kentucky.) (Part 2.)**



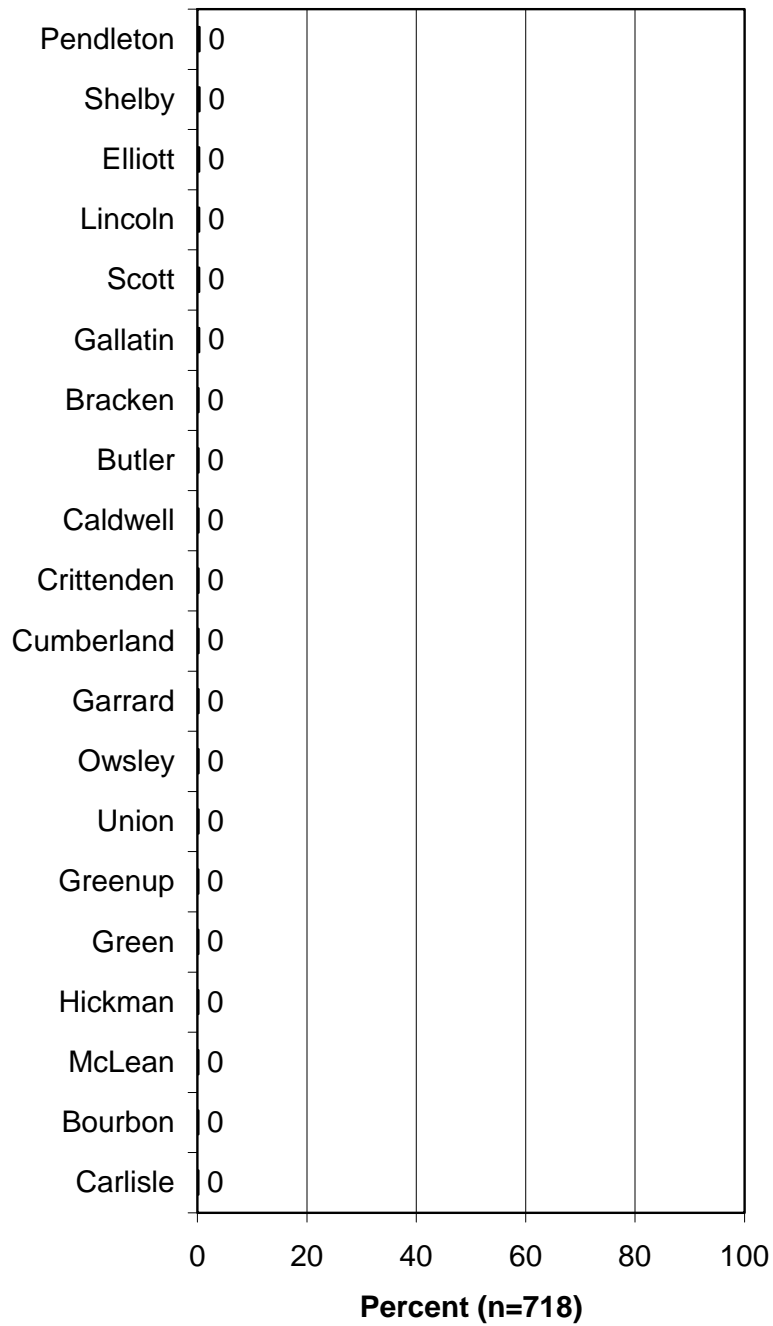
**Q96. In what county is the tract of land that you own located? (Asked of those who own land in Kentucky.) (Part 3.)**



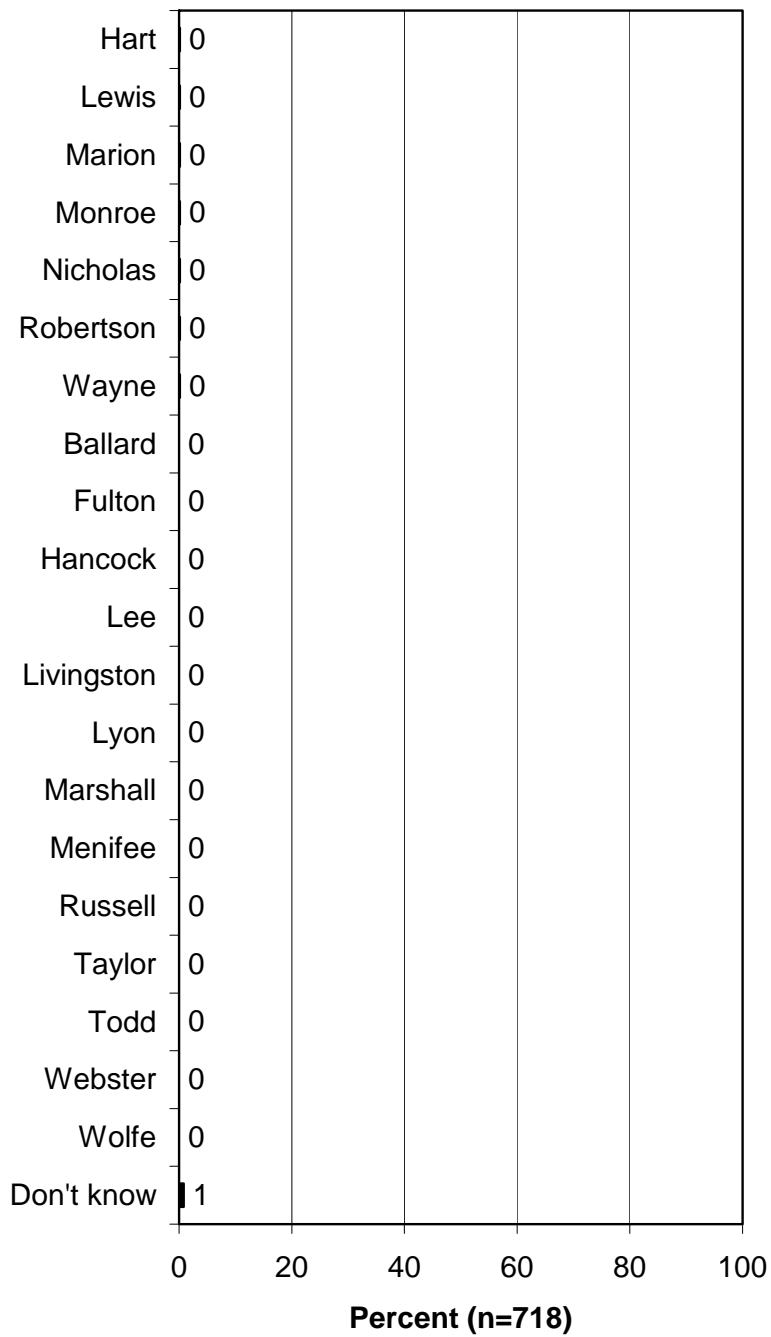
**Q96. In what county is the tract of land that you own located? (Asked of those who own land in Kentucky.) (Part 4.)**



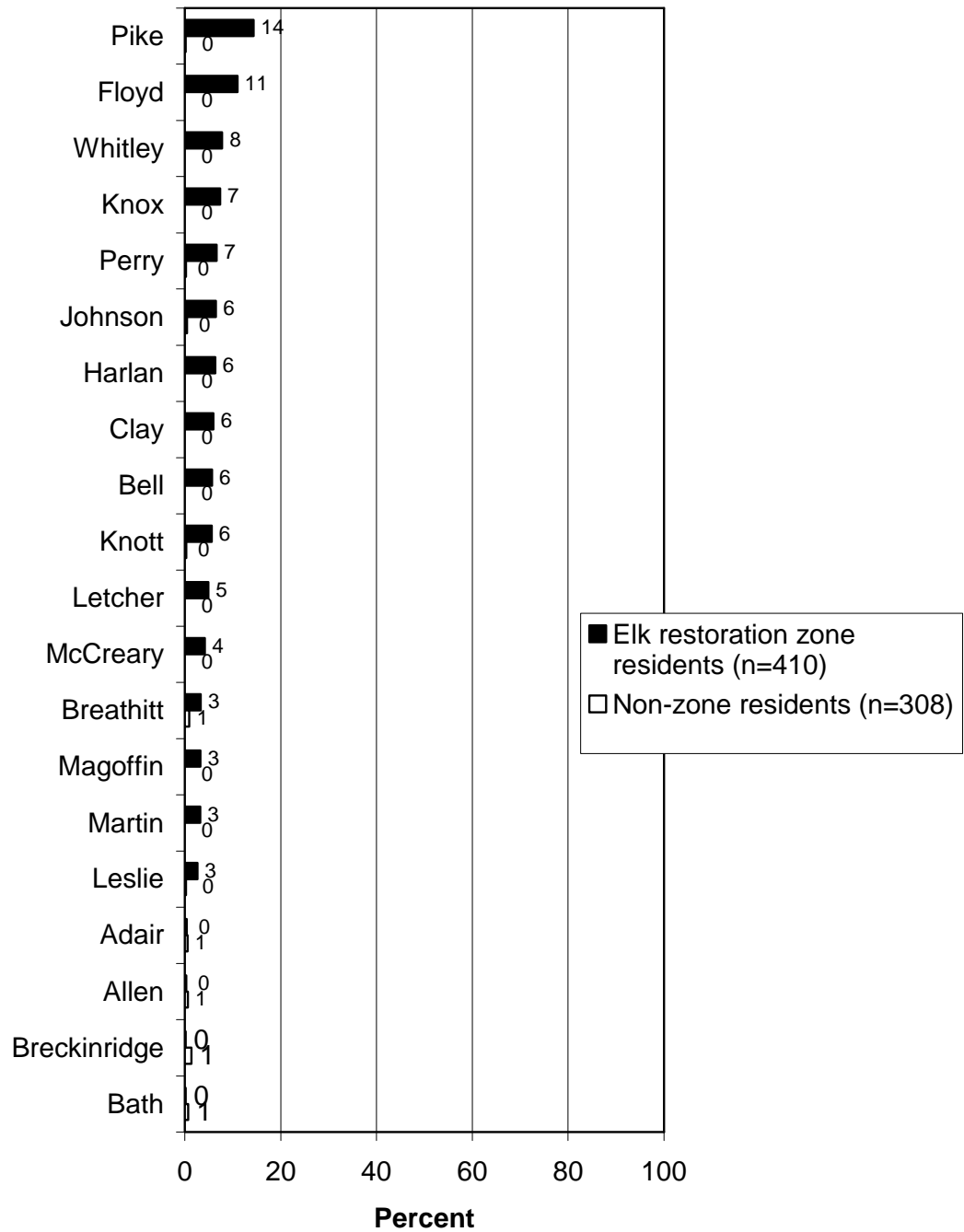
**Q96. In what county is the tract of land that you own located? (Asked of those who own land in Kentucky.) (Part 5.)**



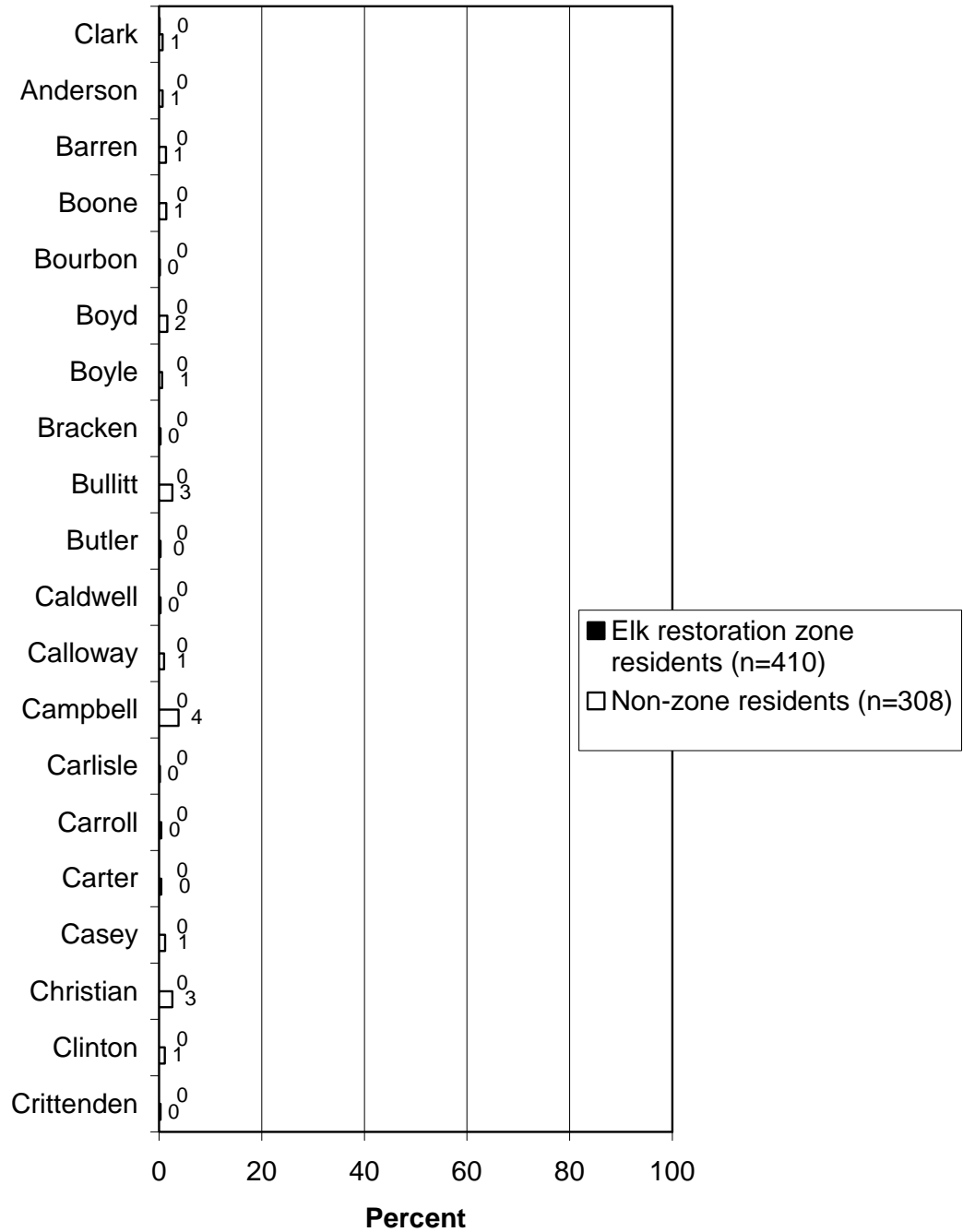
**Q96. In what county is the tract of land that you own located? (Asked of those who own land in Kentucky.) (Part 6.)**



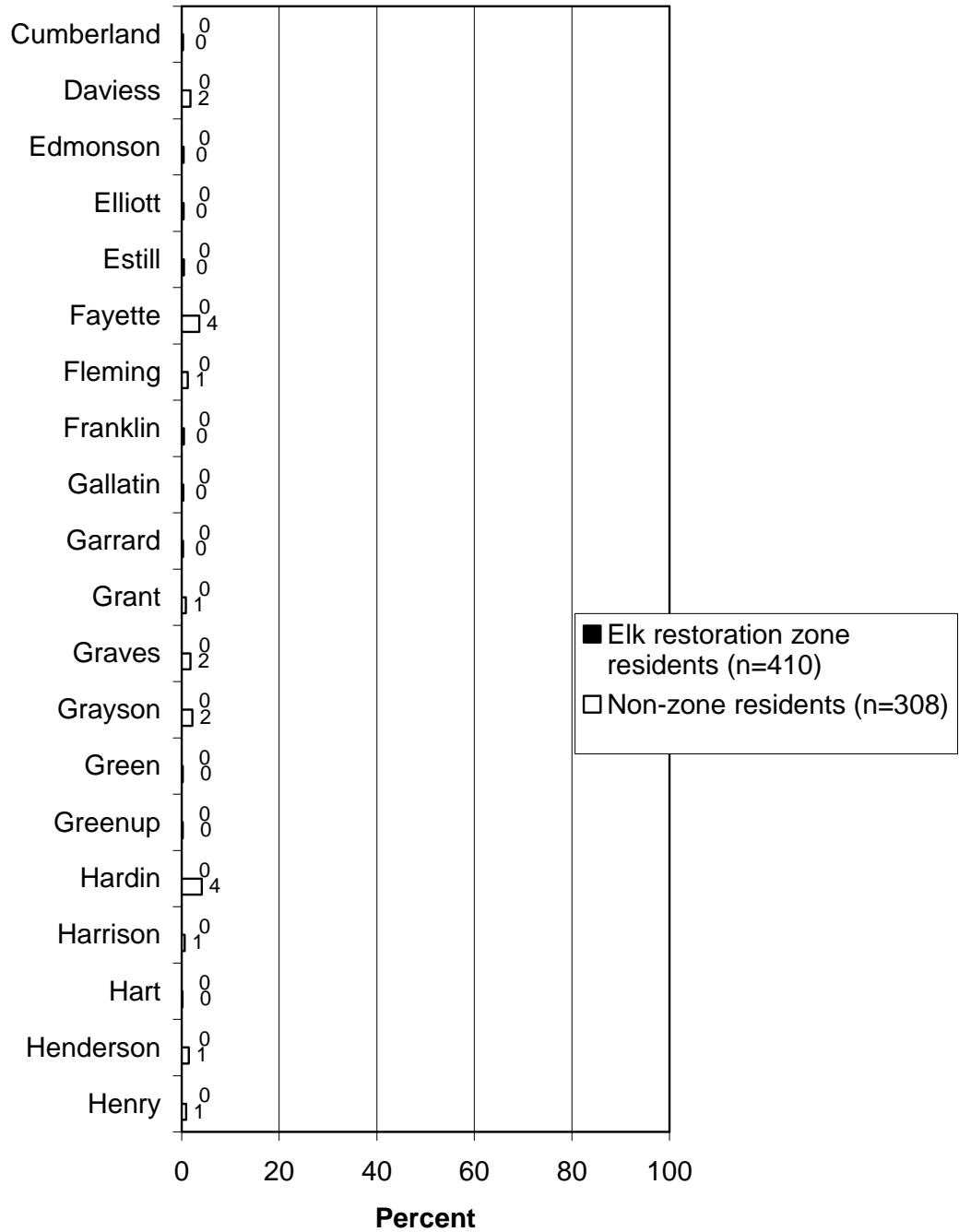
**Q96. In what county is the tract of land that you own located? (Asked of those who own land in Kentucky.) (Part 1.)**



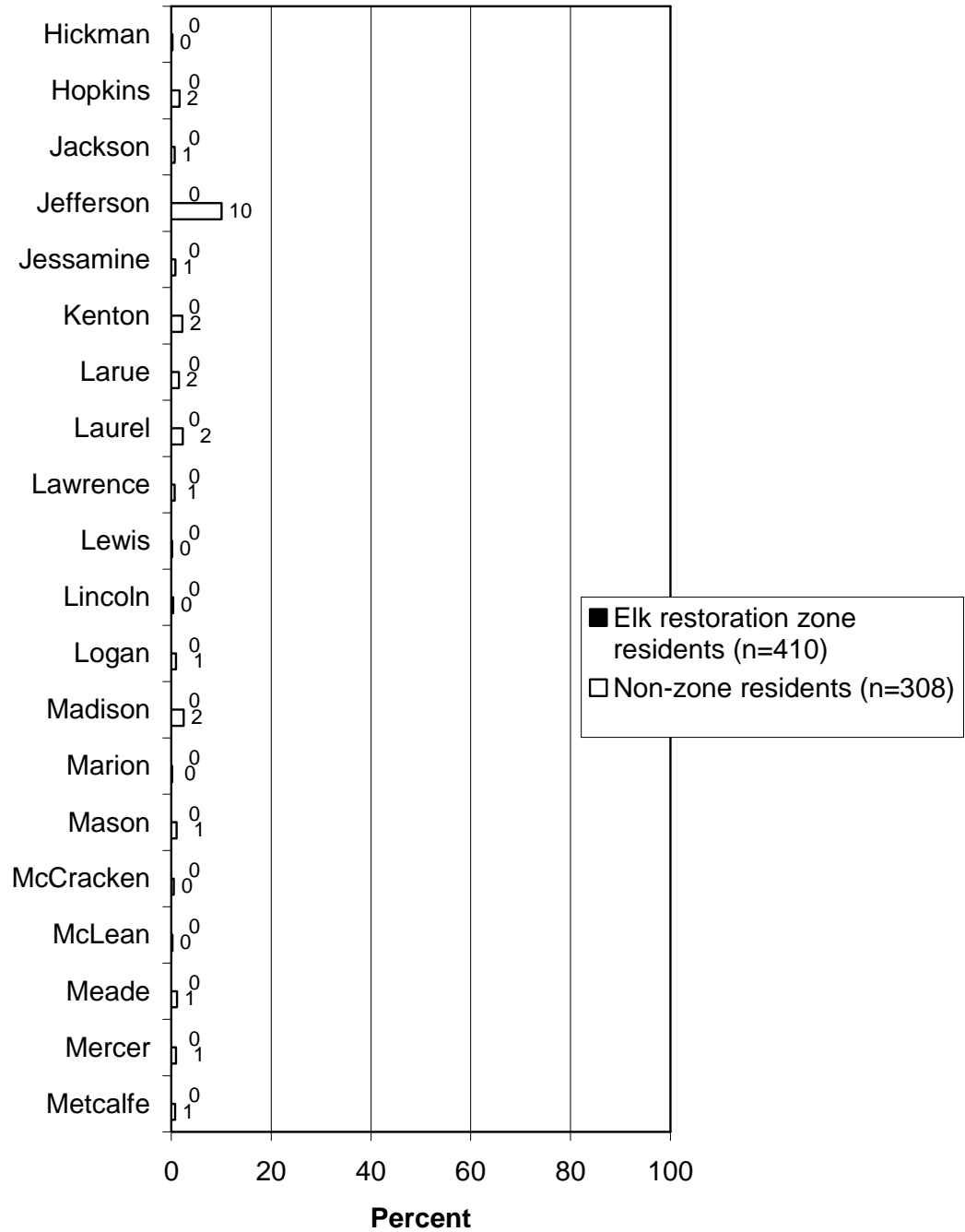
**Q96. In what county is the tract of land that you own located? (Asked of those who own land in Kentucky.) (Part 2.)**



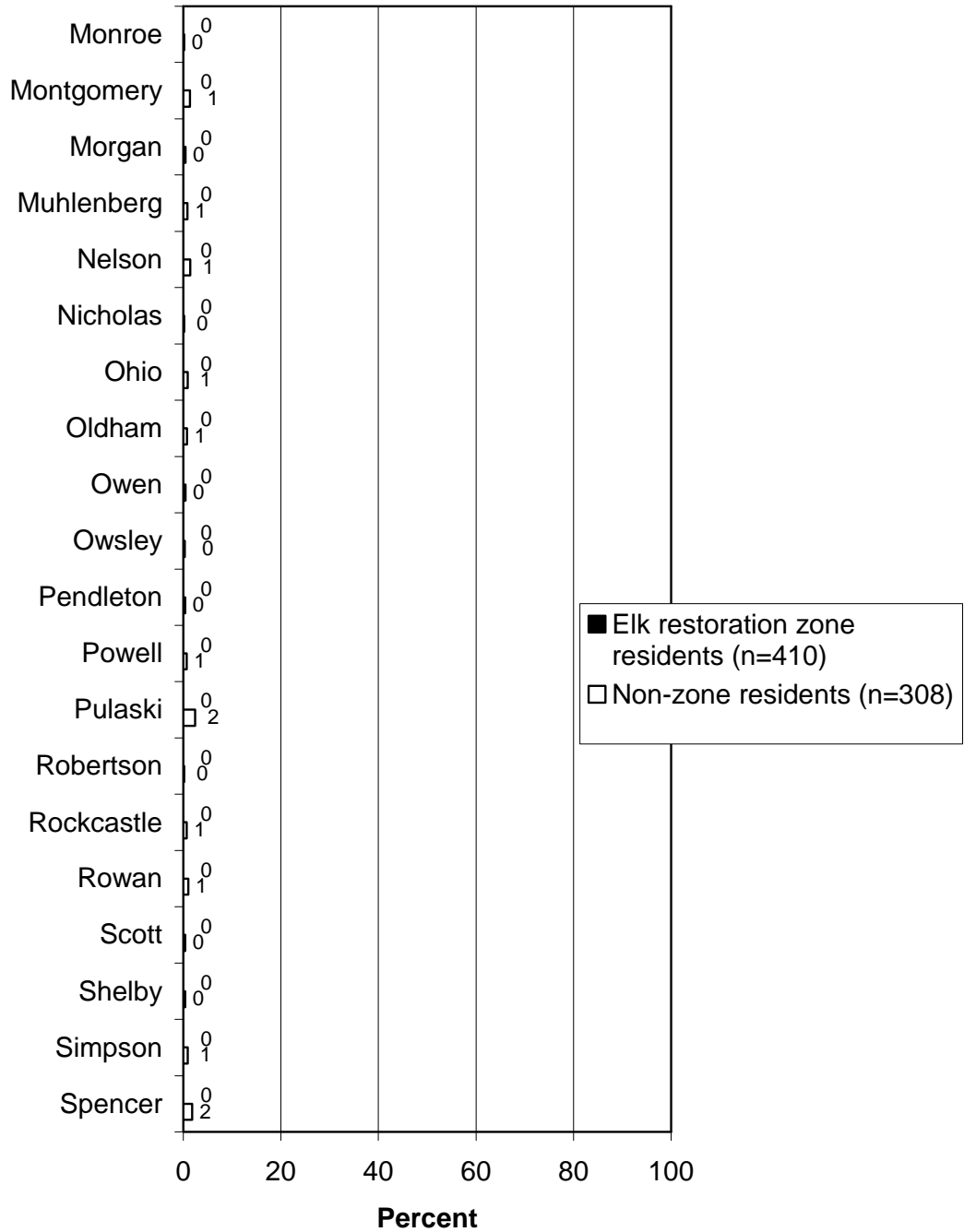
**Q96. In what county is the tract of land that you own located? (Asked of those who own land in Kentucky.) (Part 3.)**



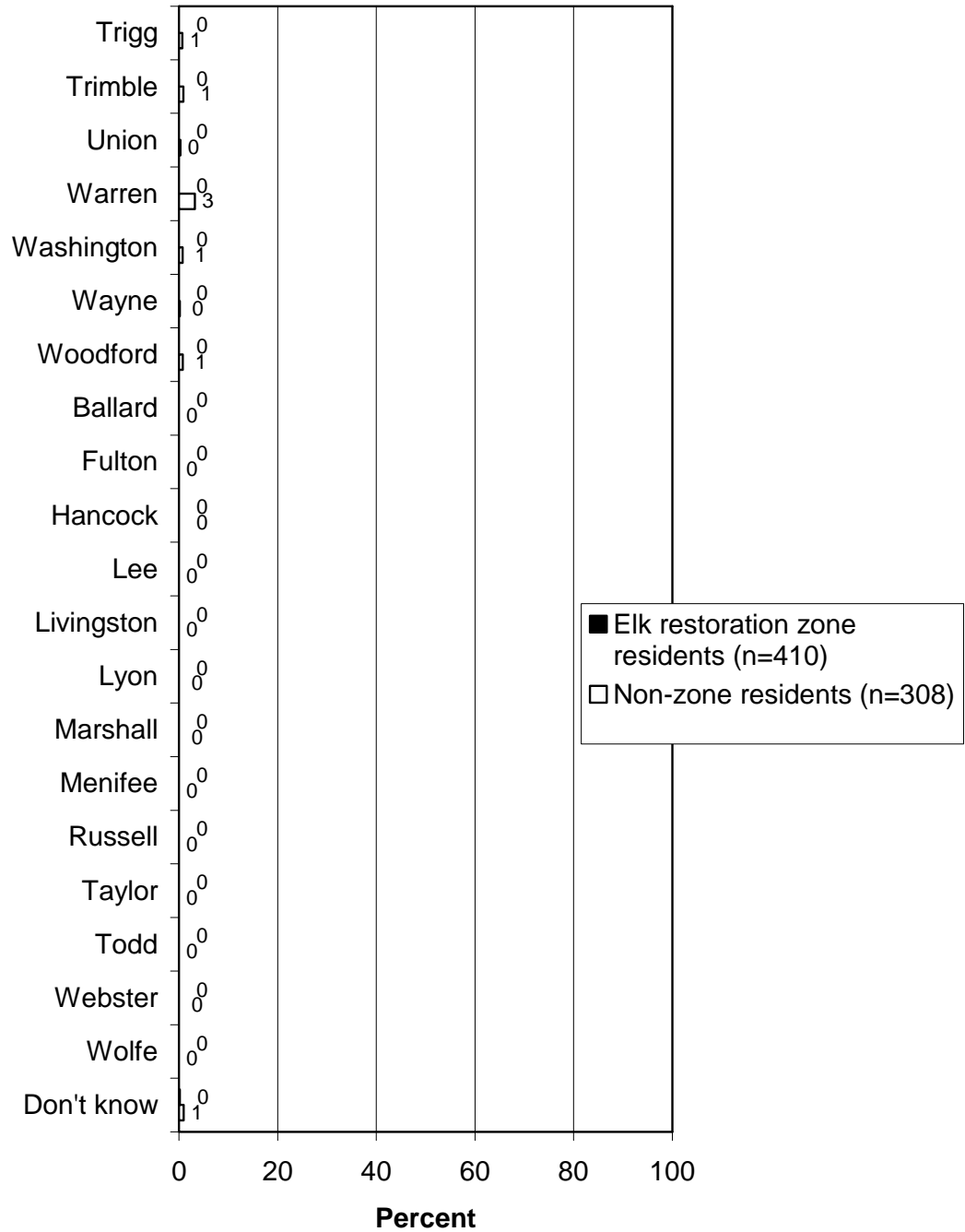
**Q96. In what county is the tract of land that you own located? (Asked of those who own land in Kentucky.) (Part 4.)**



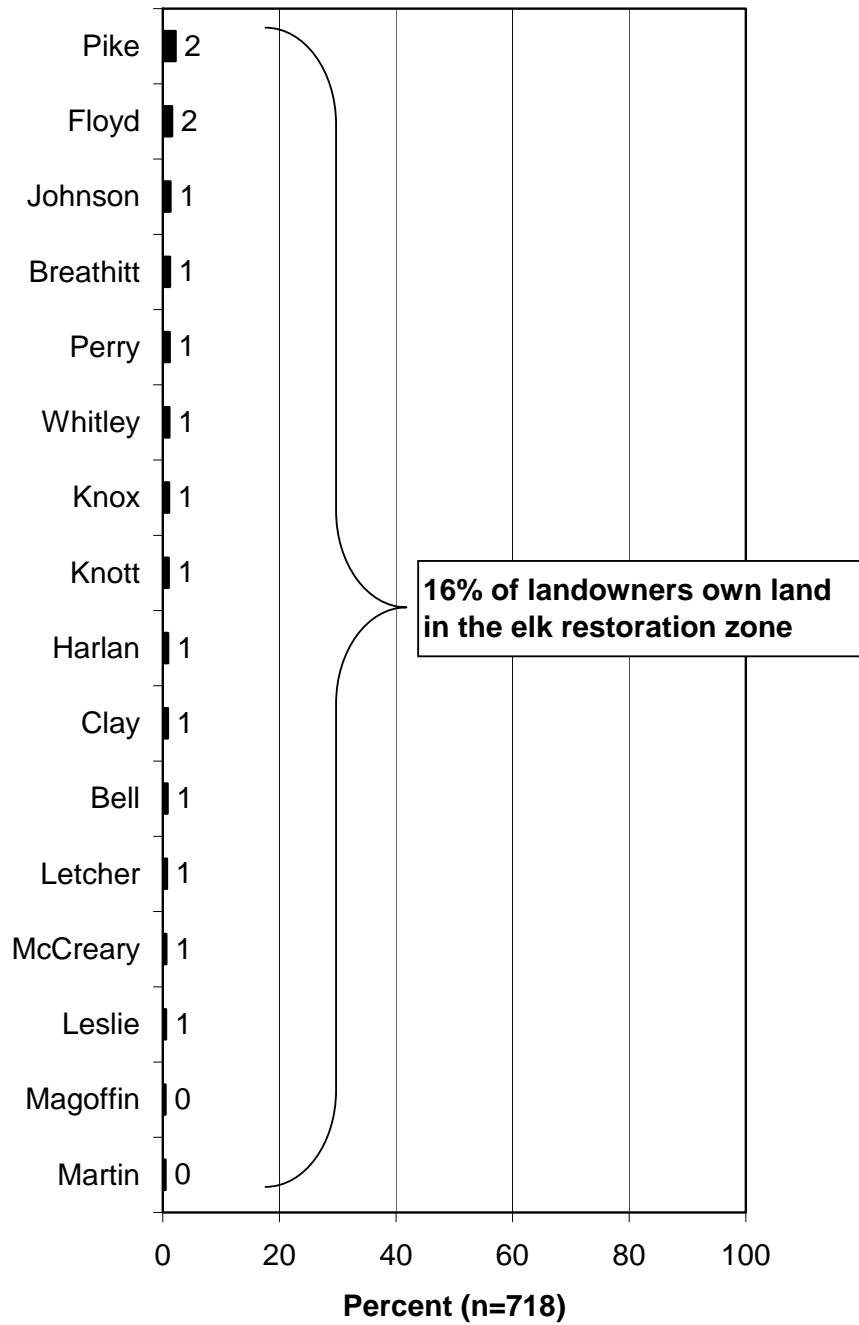
**Q96. In what county is the tract of land that you own located? (Asked of those who own land in Kentucky.) (Part 5.)**



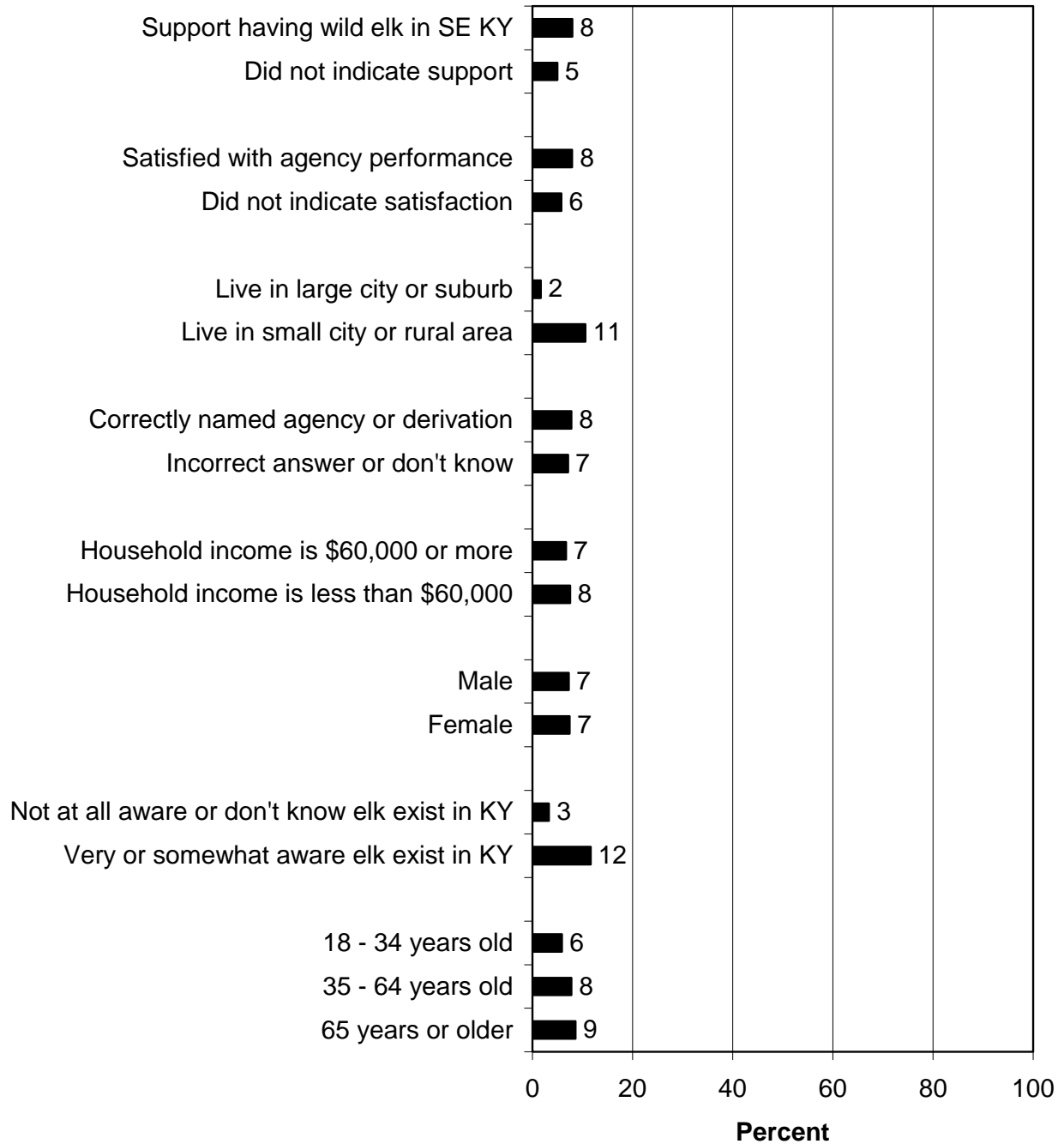
**Q96. In what county is the tract of land that you own located? (Asked of those who own land in Kentucky.) (Part 6.)**



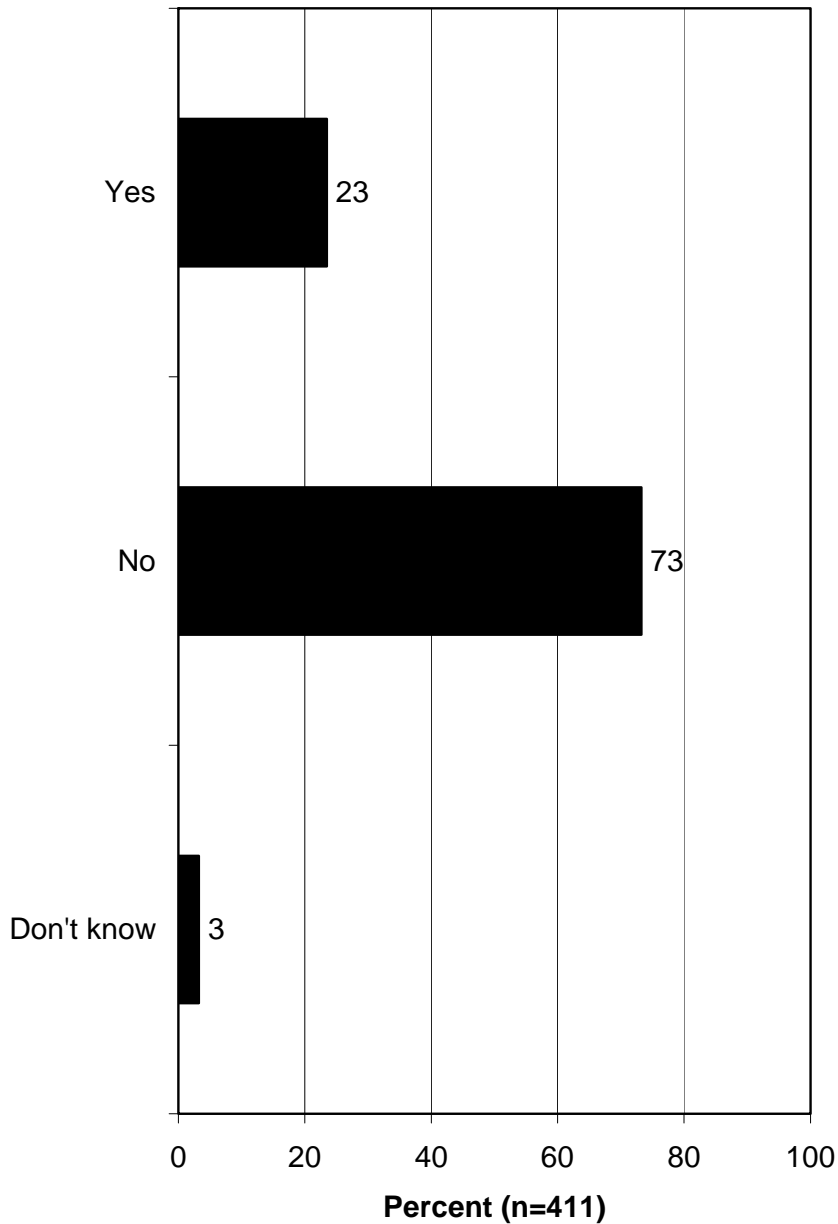
**Percent who own a tract of land in a county located in the elk restoration zone. (Asked of those who own land in Kentucky.)**



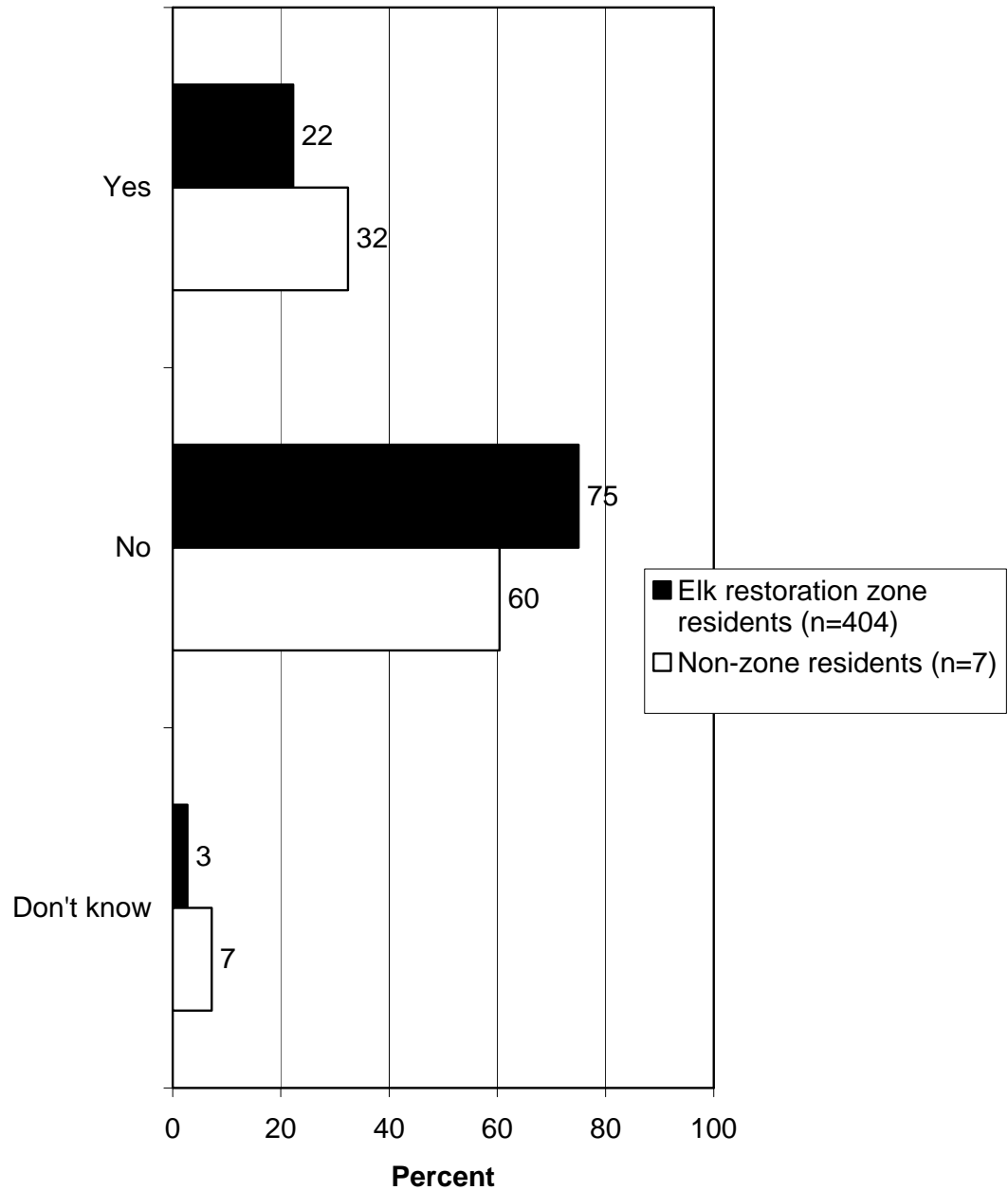
### Percent of group who own land in the elk restoration zone.



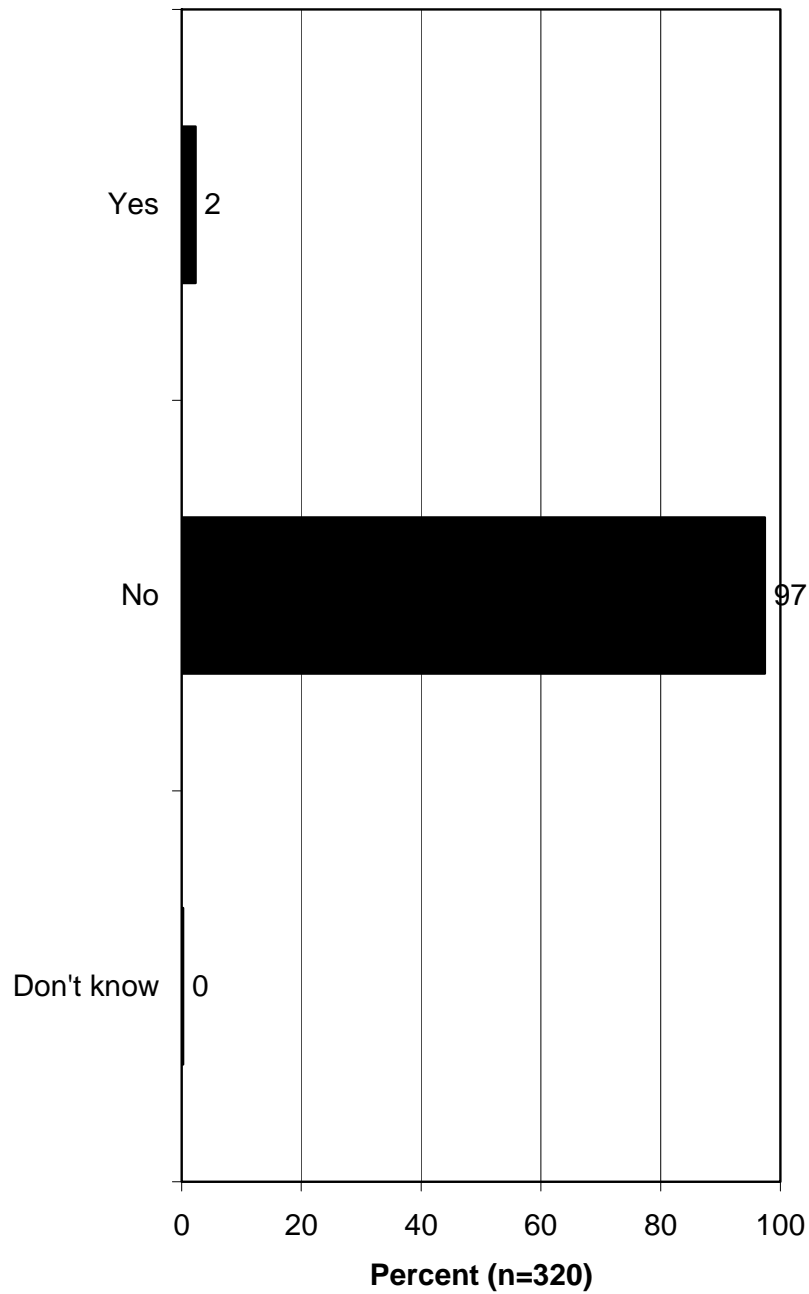
**Q98. The tract you listed is located in one of the state's elk restoration areas. Have you personally seen any elk on this tract of land? (Asked of those who own land in a county within the elk restoration zone.)**



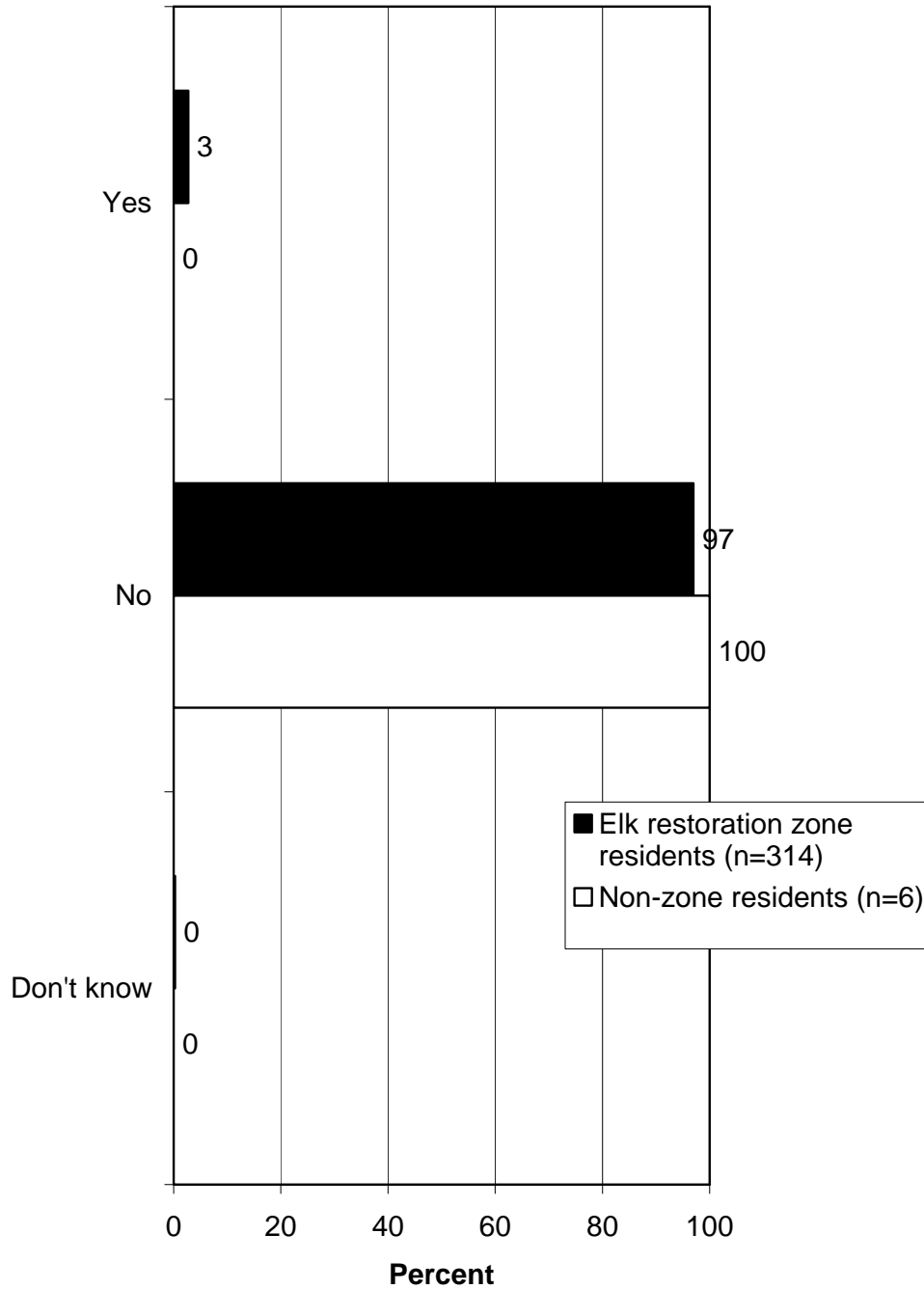
**Q98. The tract you listed is located in one of the state's elk restoration areas. Have you personally seen any elk on this tract of land? (Asked of those who own land in a county within the elk restoration zone.)**



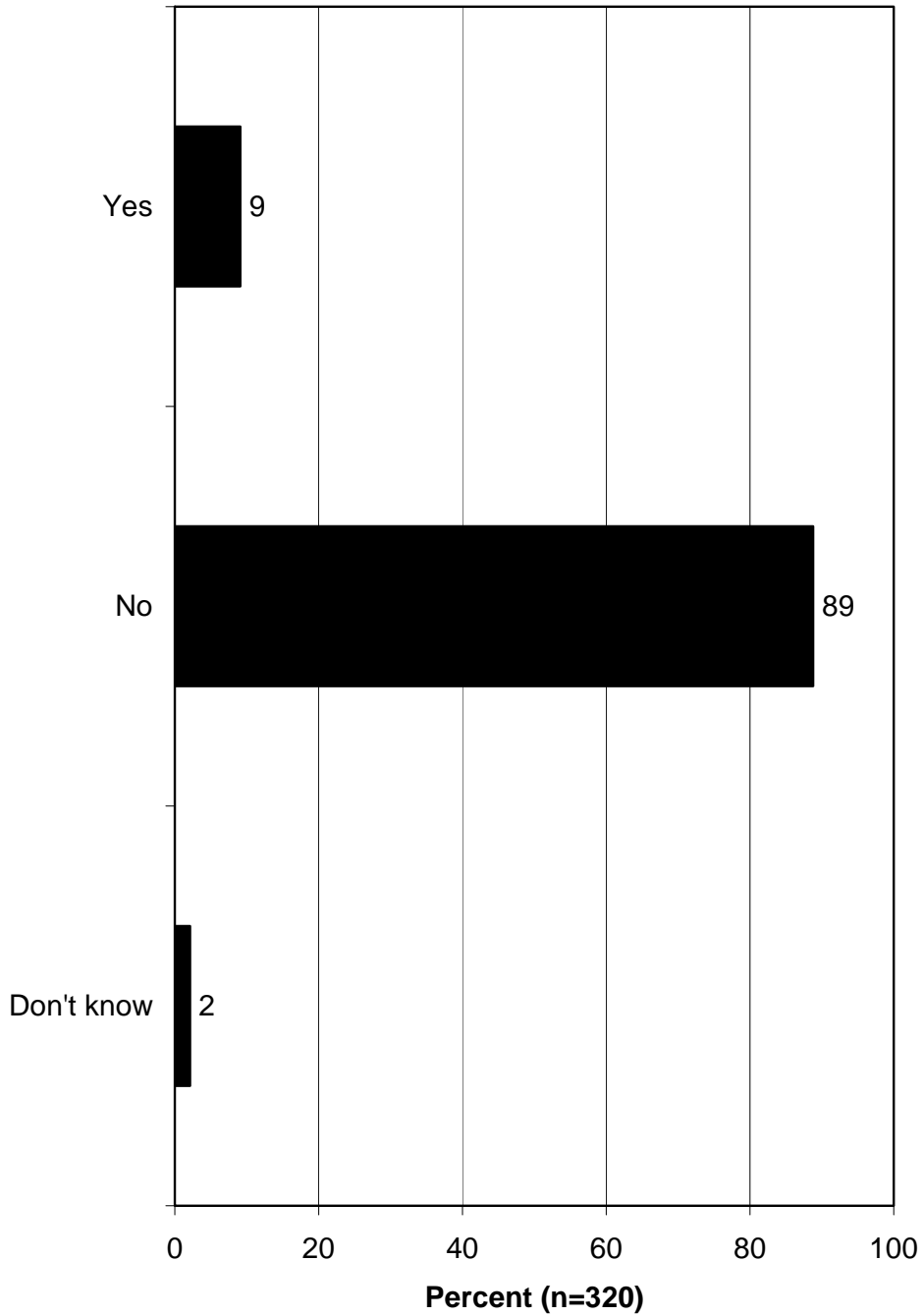
**Q99. Do you personally hunt elk on this tract of land? (Asked of those who own land in a county within the elk restoration zone.)**



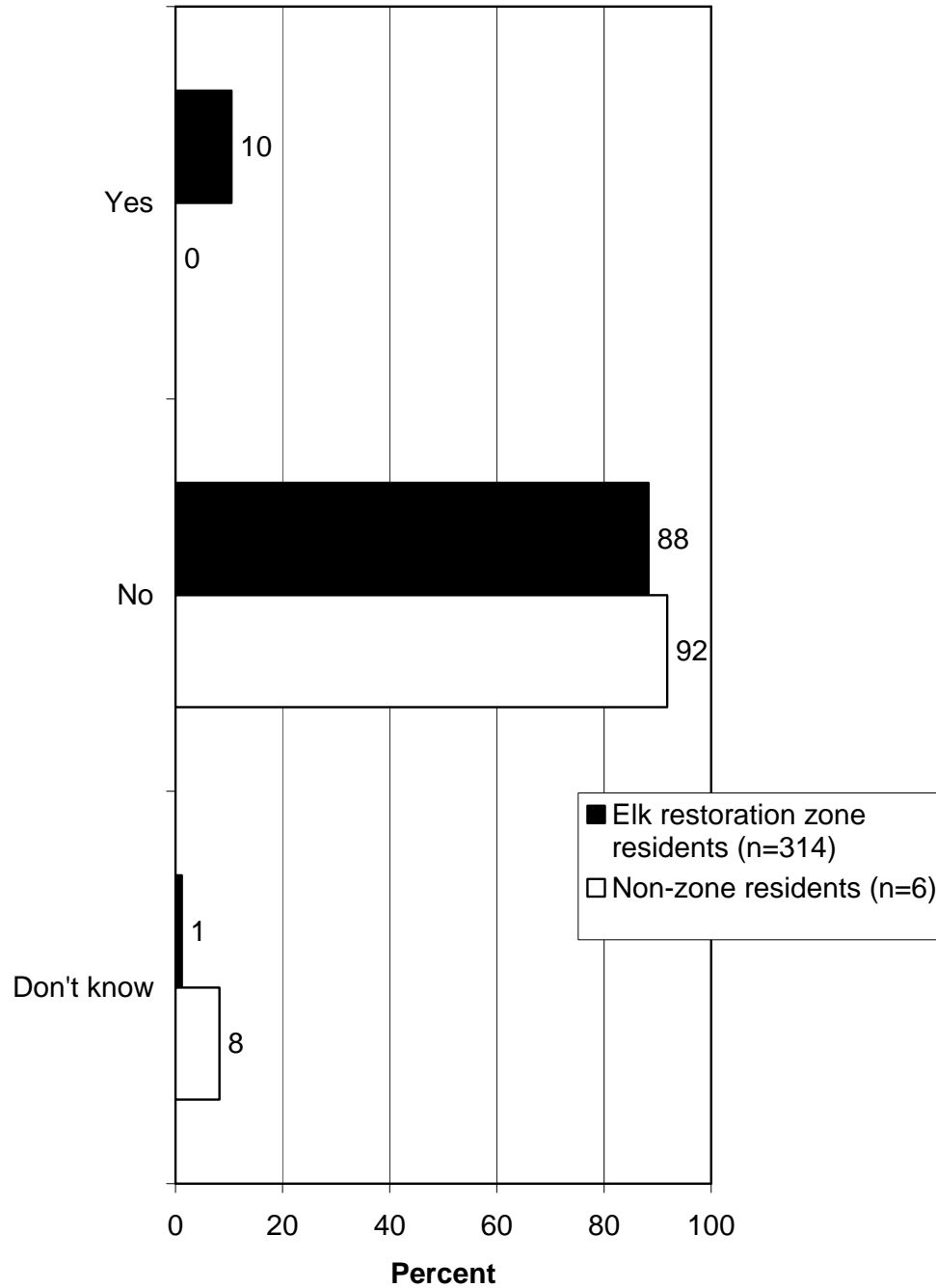
**Q99. Do you personally hunt elk on this tract of land? (Asked of those who own land in a county within the elk restoration zone.)**



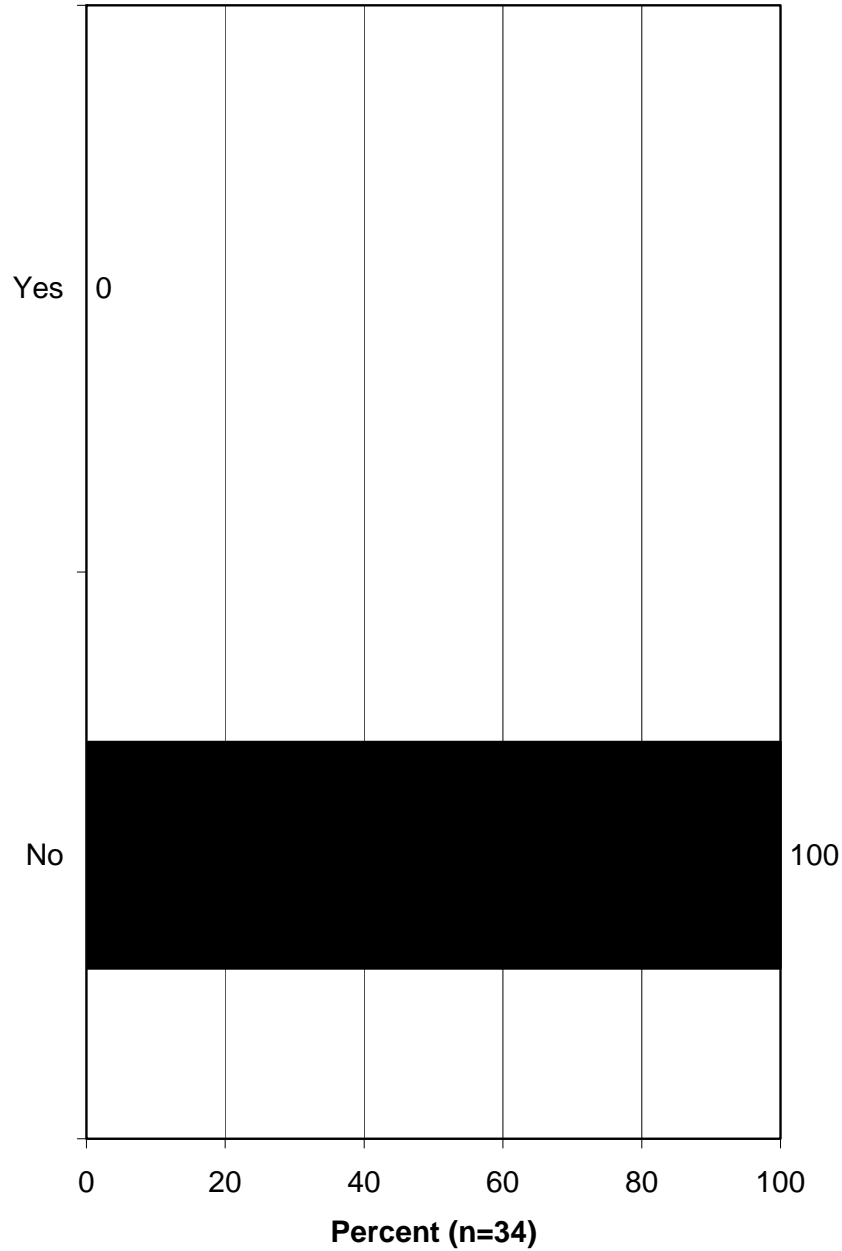
**Q100. Do you allow others to hunt elk on this tract of land? (Asked of those who own land in a county within the elk restoration zone.)**



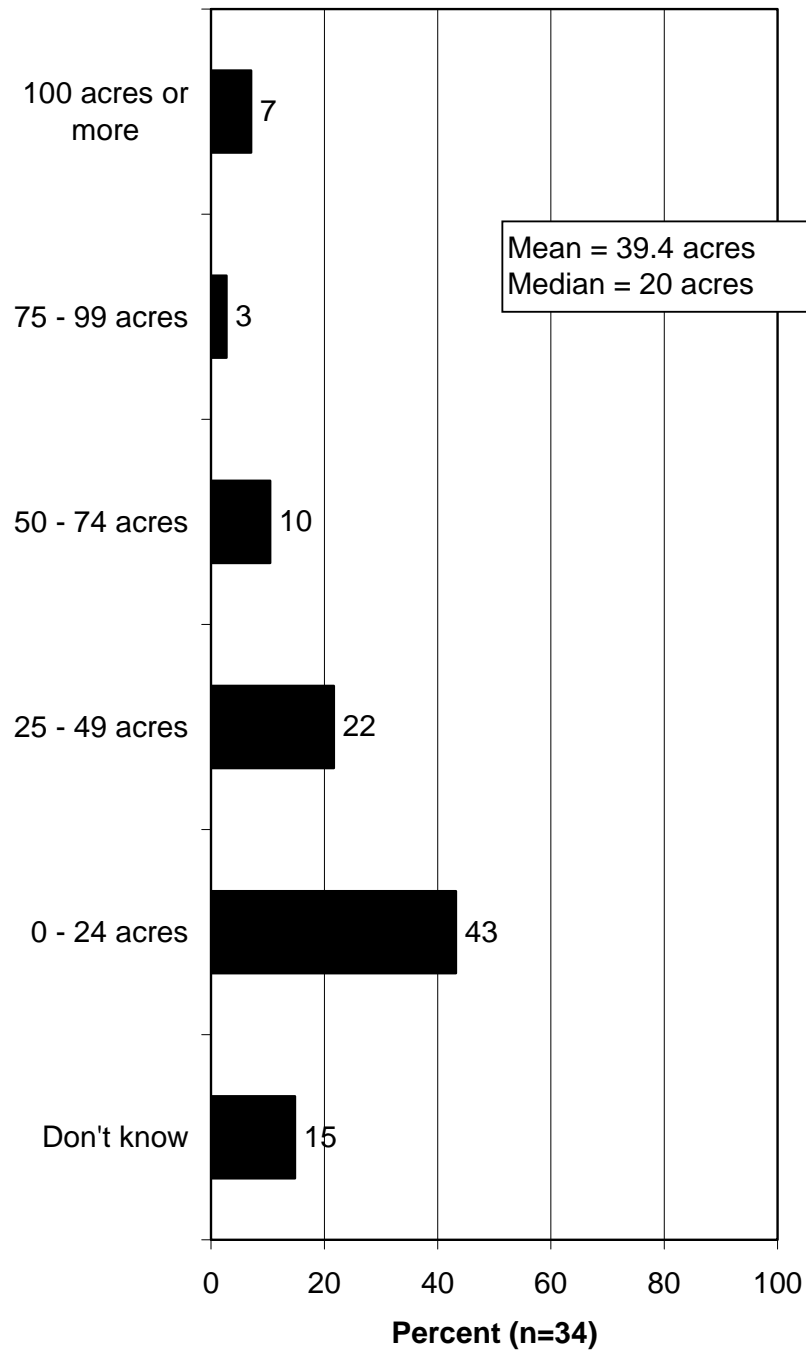
**Q100. Do you allow others to hunt elk on this tract of land? (Asked of those who own land in a county within the elk restoration zone.)**



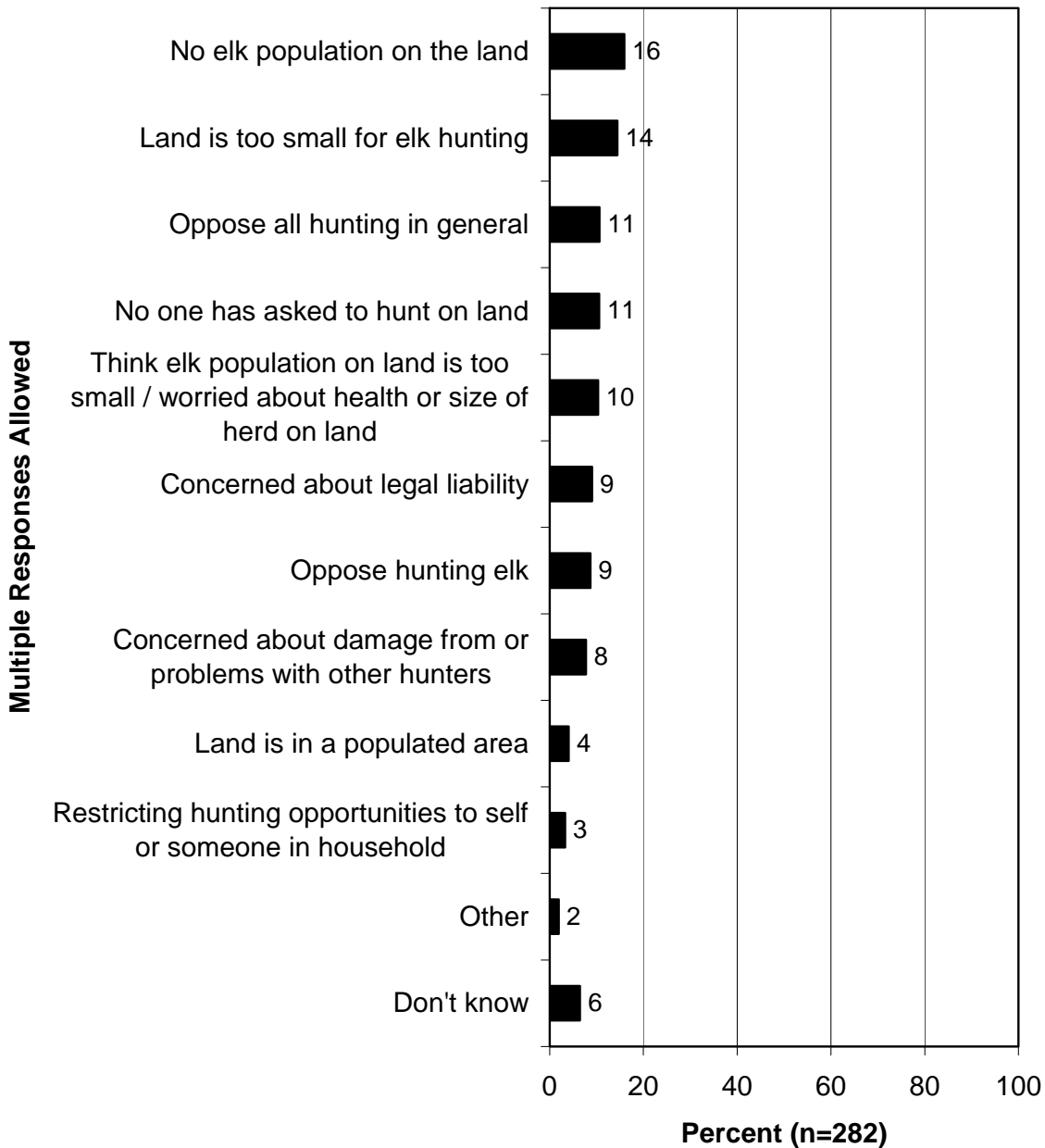
**Q104. Do you lease or otherwise charge an access fee for others to hunt elk on this tract of land?  
(Asked of those who allow others to hunt elk on the tract of land they own in the elk restoration zone.)**



**Q101. How many acres on this tract of land do you allow hunters access to for elk hunting?**



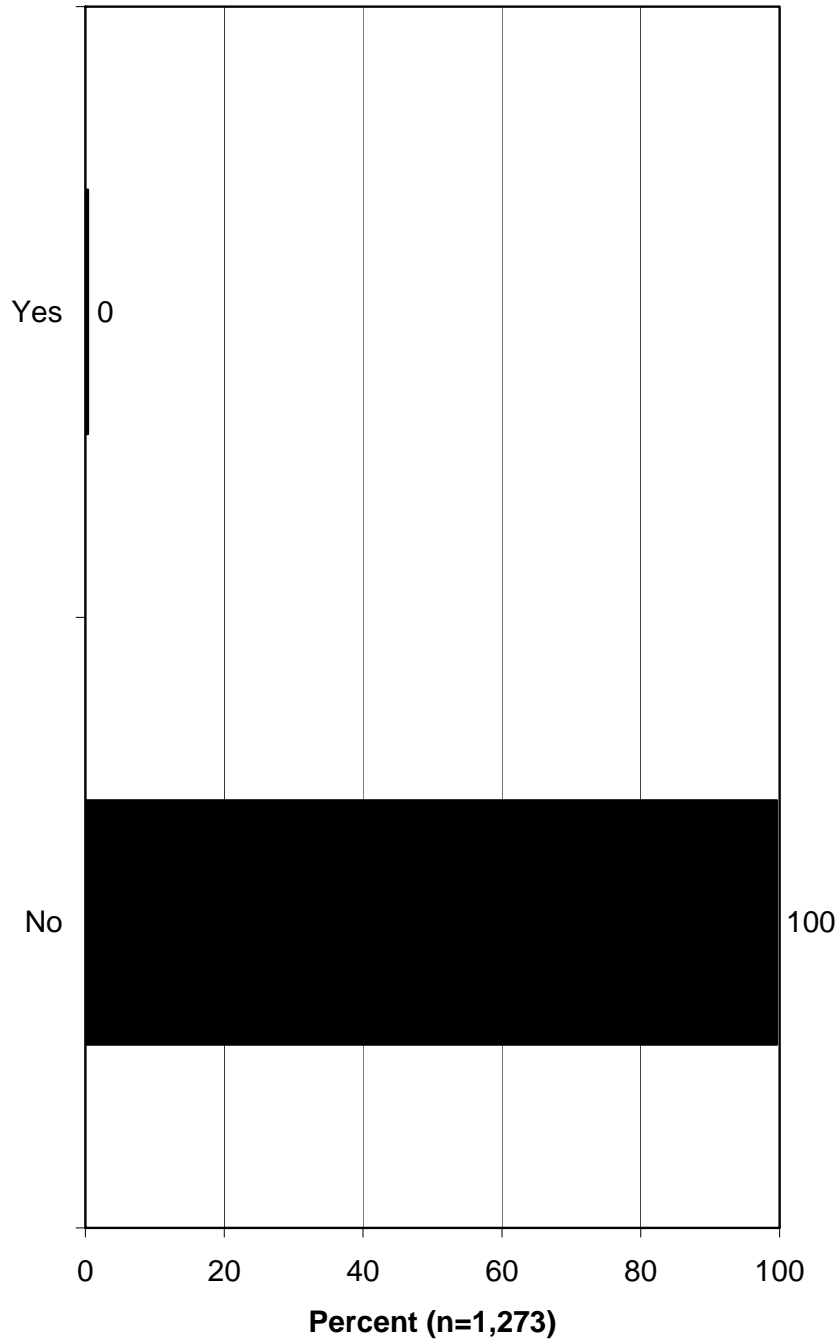
**Q110. What are the reasons you do not allow others to hunt elk on the tract of land you own in the elk restoration area? (Asked of those who do not allow access to their land in the Restoration Zone for elk hunting.)**



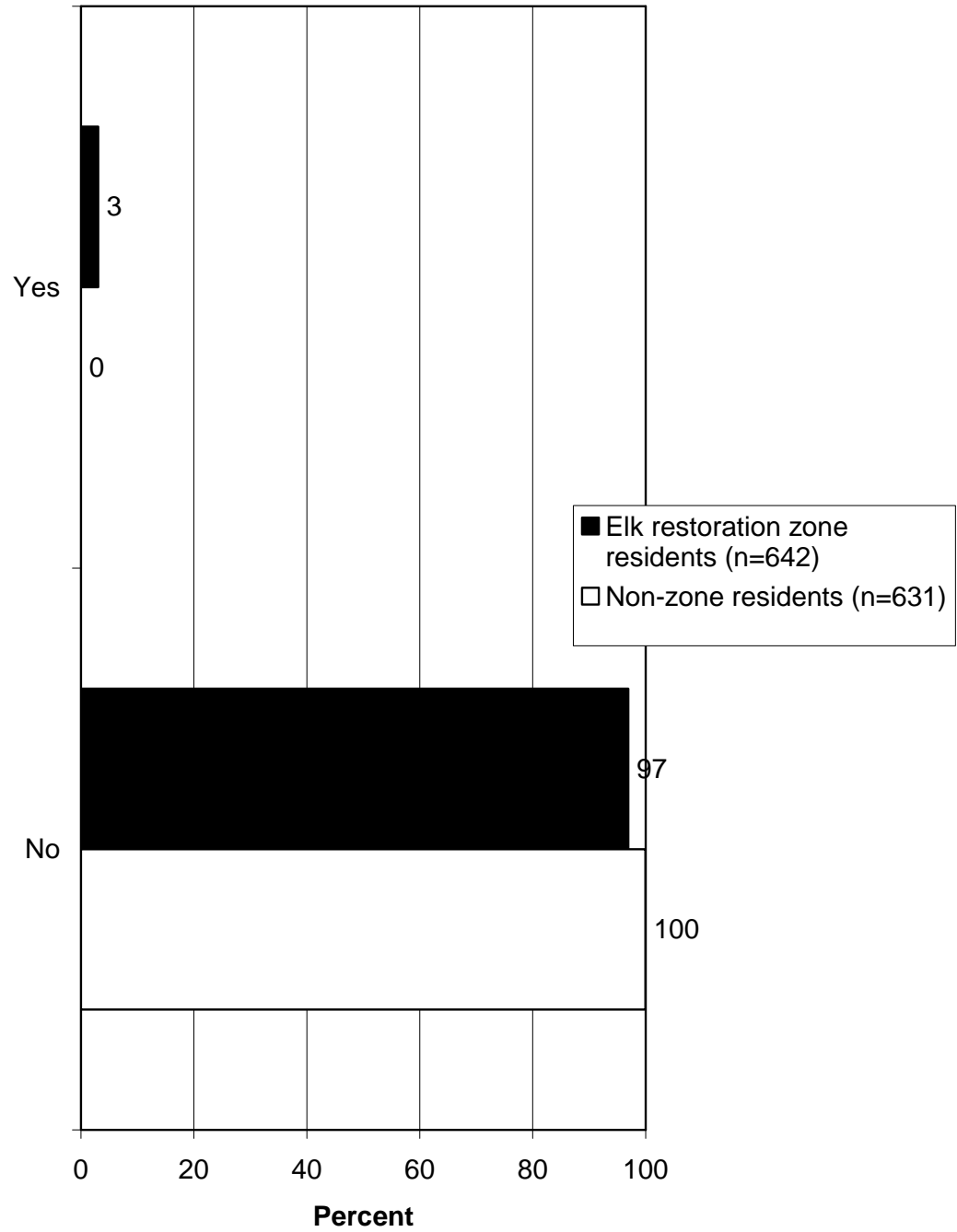
## **PROBLEMS WITH ELK AND THE KENTUCKY DEPARTMENT OF FISH AND WILDLIFE RESOURCES' RESPONSE TO PROBLEMS**

- Nearly all Kentucky residents have *not* experienced any problems with elk in the past 5 years; however, 3% of elk restoration zone residents have experienced problems with elk in the past 5 years.
  
- The majority of Kentucky residents who have experienced problems with elk in the past 5 years (61%) have had a vehicular collision with elk or damage to their vehicle caused by elk; approximately a third (35%) have had damage to their property, such as fences or other structures.
  - Of those who have experienced problems with elk, 58% consider the damage they experienced a major problem, and about a third (34%) consider the damage a minor problem.
  - The median dollar amount of damage caused by elk in the past 5 years is \$400.
  
- Of those who experienced problems with elk in the past 5 years, only four respondents contacted the Kentucky Department of Fish and Wildlife Resources following the problems.
  - Of those who contacted the Department following their problems with elk, two were very satisfied with the contact, one was somewhat dissatisfied, and one was very dissatisfied.

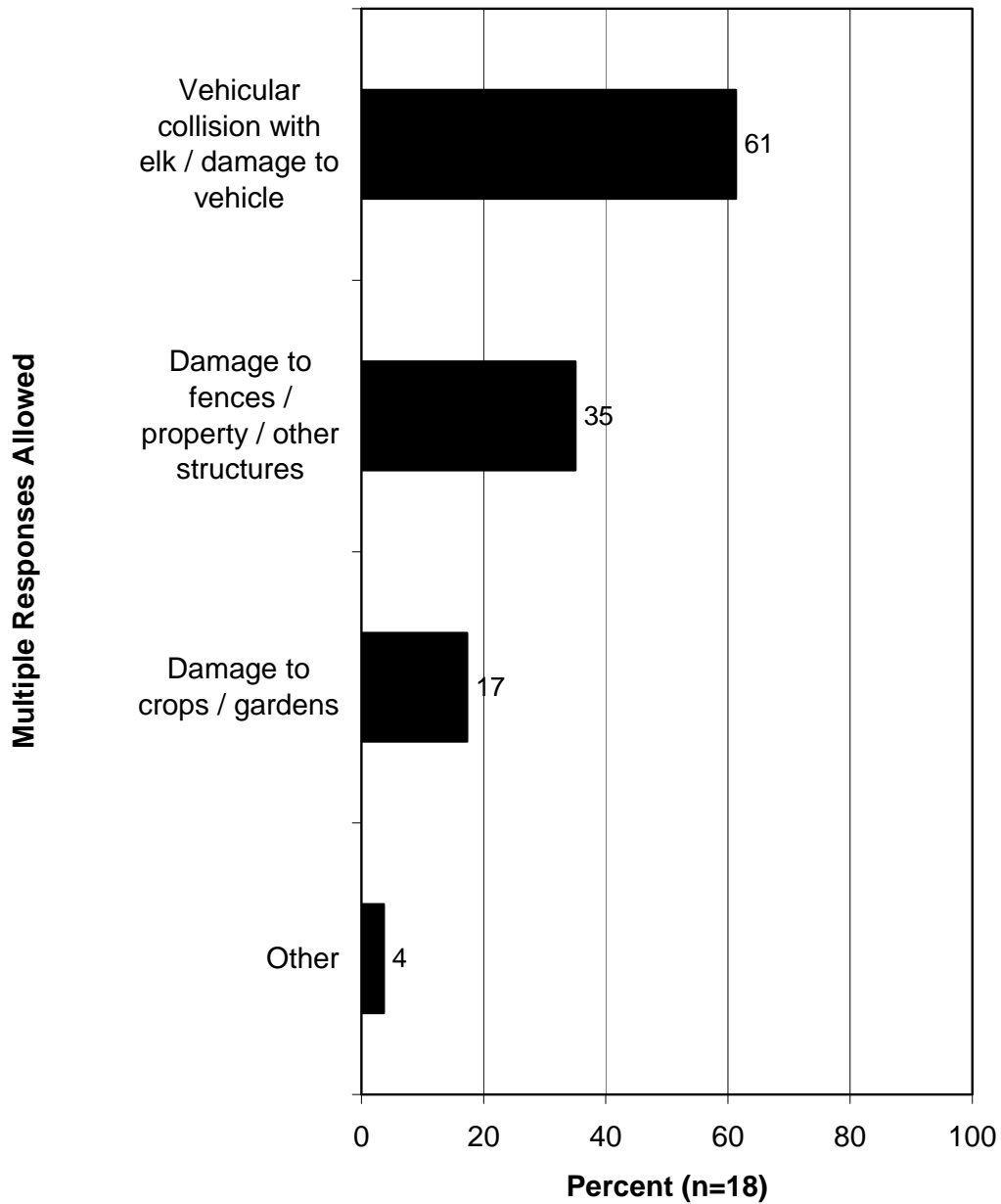
**Q112. Have you experienced any problems with elk in the past 5 years?**



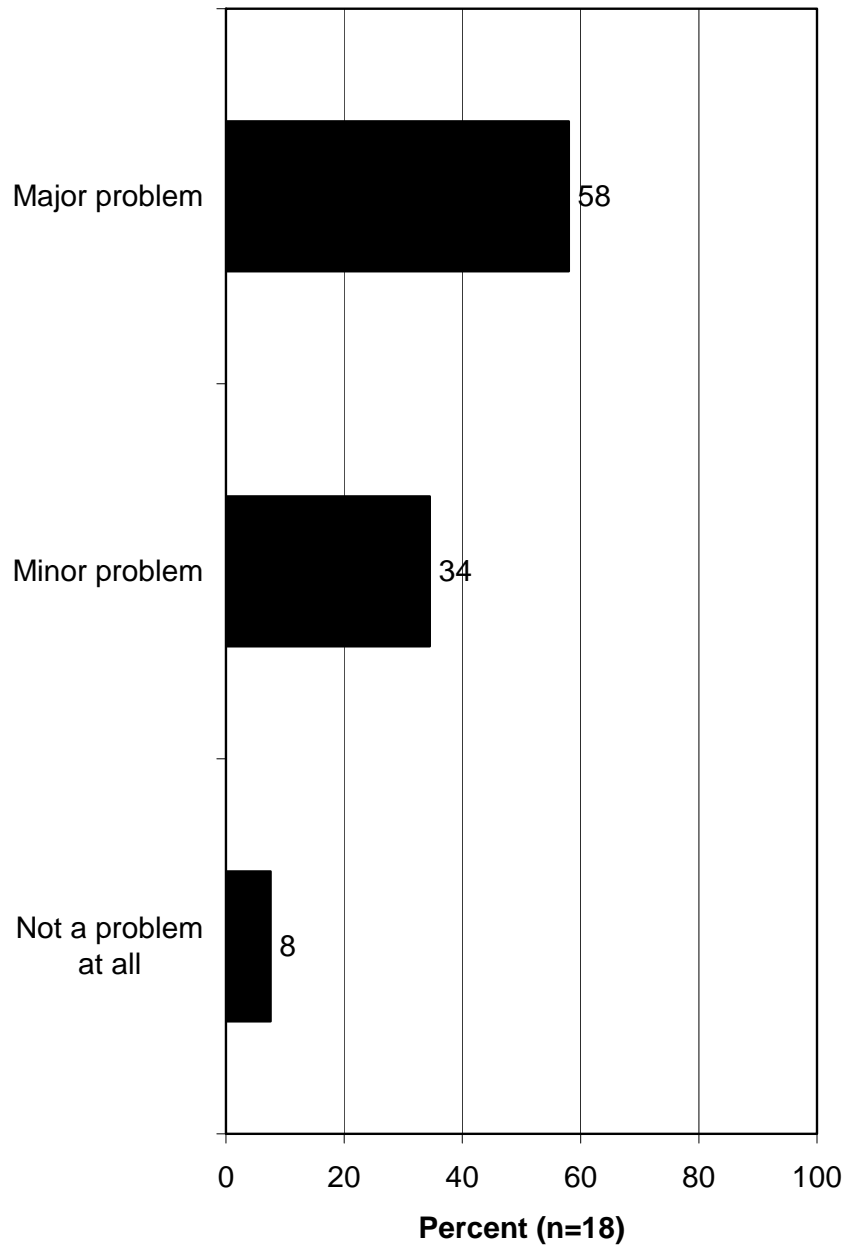
### Q112. Have you experienced any problems with elk in the past 5 years?



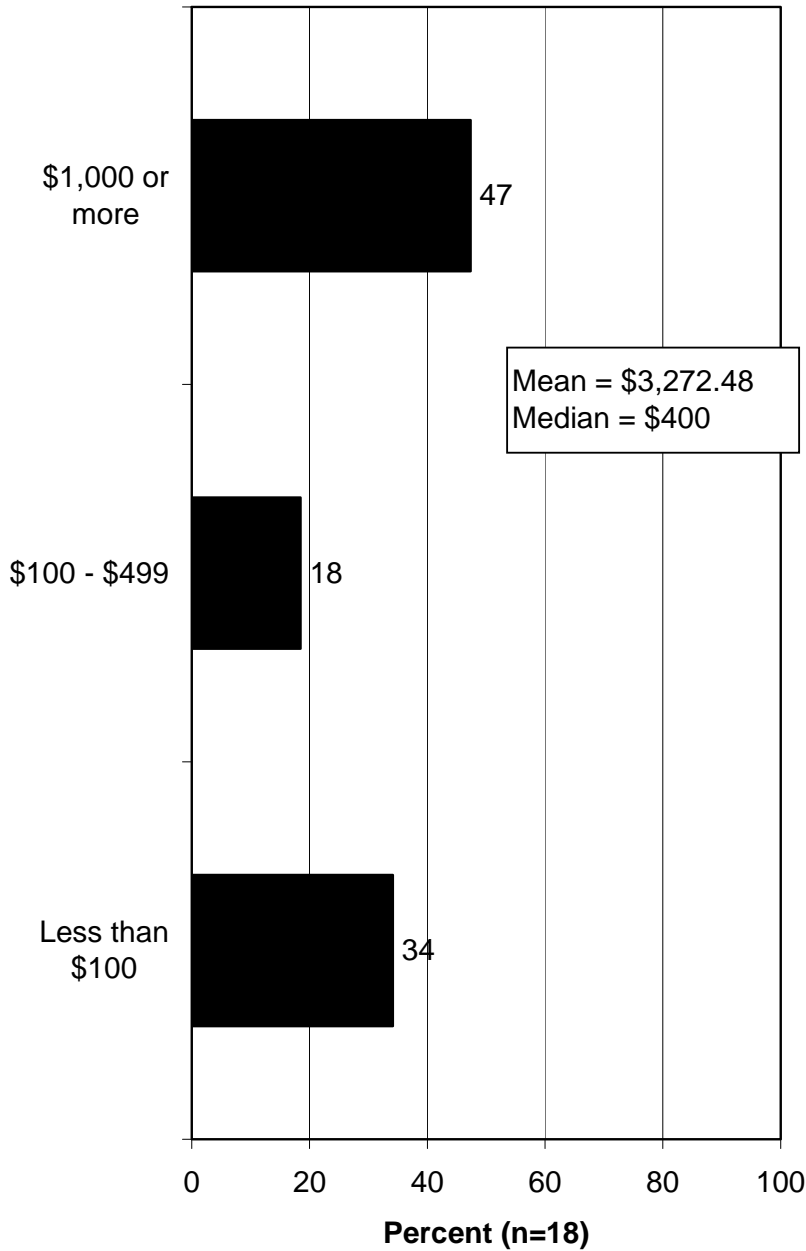
**Q115. What kind of problems with elk have you experienced in the past 5 years? (Asked of those who have experienced problems with elk in the past 5 years.)**



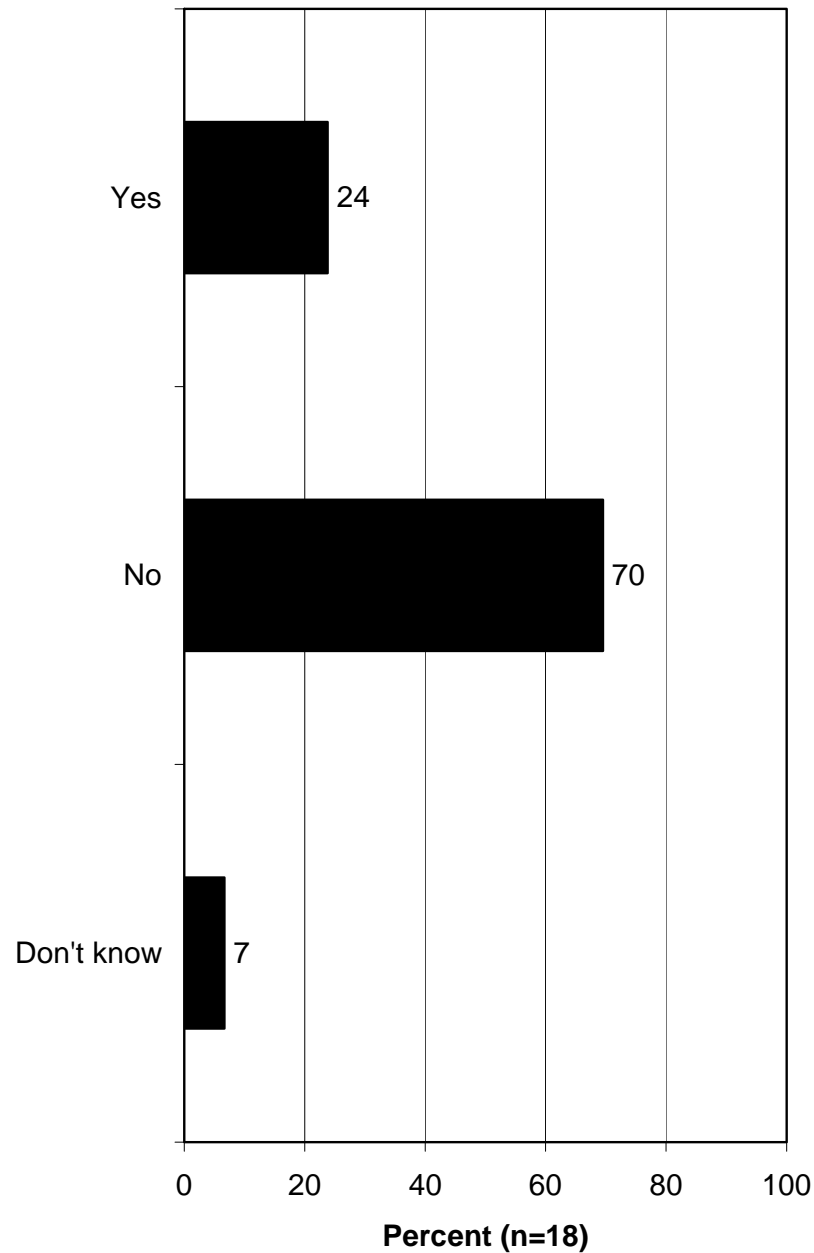
**Q117. Would you consider the damage you experienced from elk in the past 5 years to be a major problem, minor problem, or not a problem at all? (Asked of those who have experienced problems with elk in the past 5 years.)**



**Q118. What was the approximate total dollar amount of the damage caused by elk in the past 5 years? (Asked of those who have experienced problems with elk in the past 5 years.)**



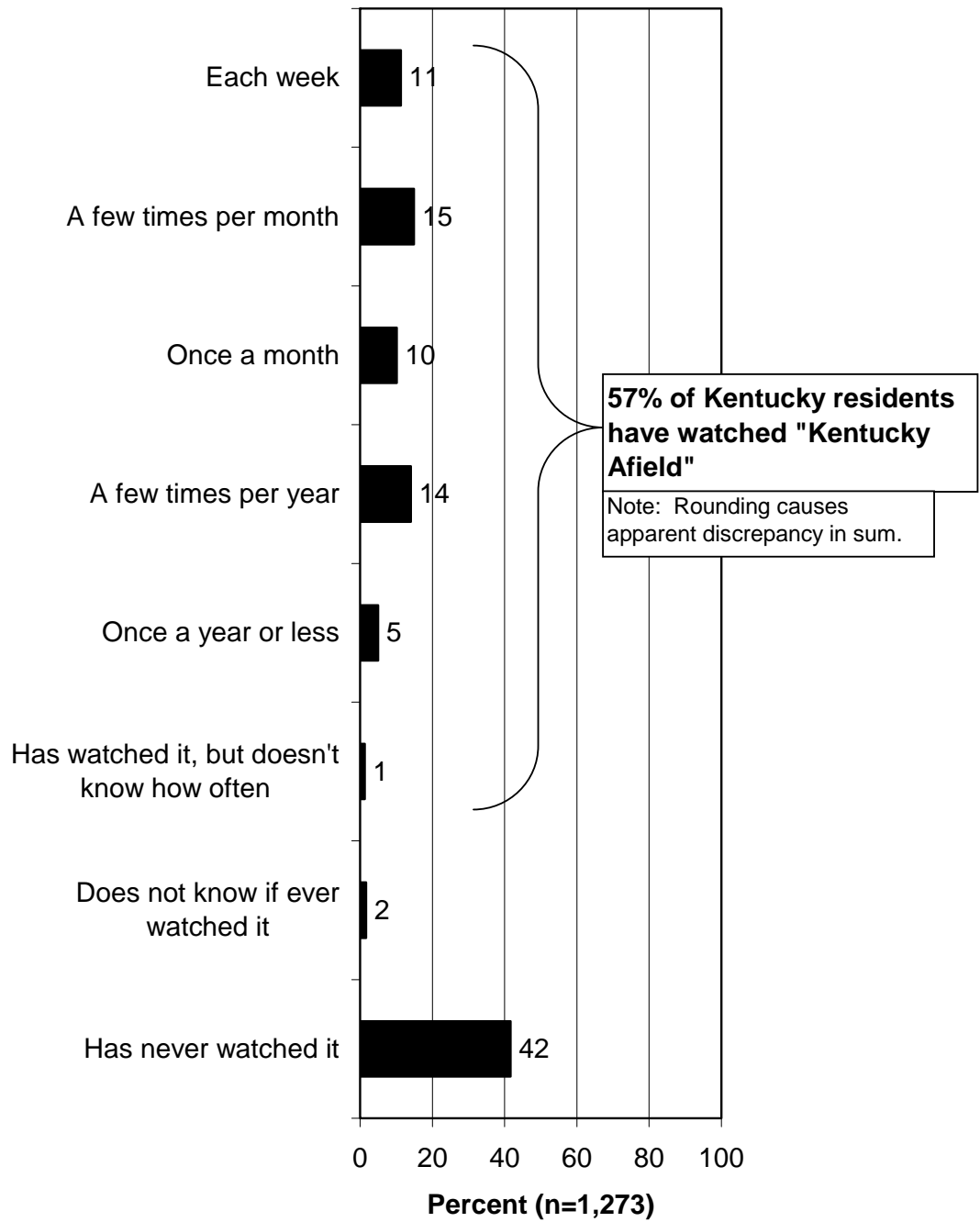
**Q121. Did you contact the Kentucky Department of Fish and Wildlife Resources following the problems you experienced with elk? (Asked of those who have experienced problems with elk in the past 5 years.)**



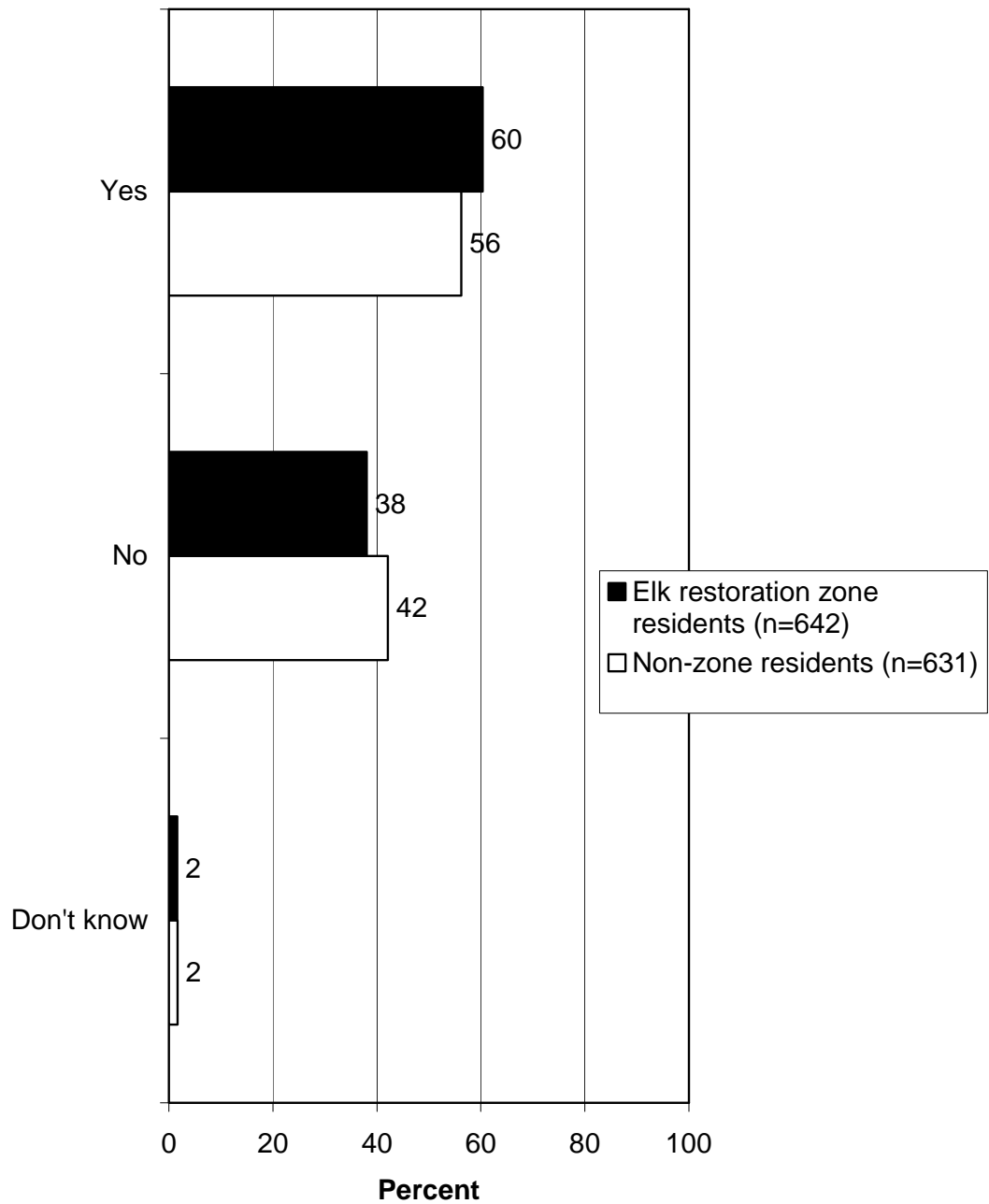
## **VIEWING OF *KENTUCKY AFIELD***

- More than half of Kentucky residents (57%) have watched *Kentucky Afield*, the Department's television program.
  - More than a third of all respondents (36%) watch *Kentucky Afield* at least once a month.
  - Elk restoration zone residents are slightly more likely than are non-zone residents to have watched *Kentucky Afield*. Of those who have watched, zone residents watch more often than non-zone residents.

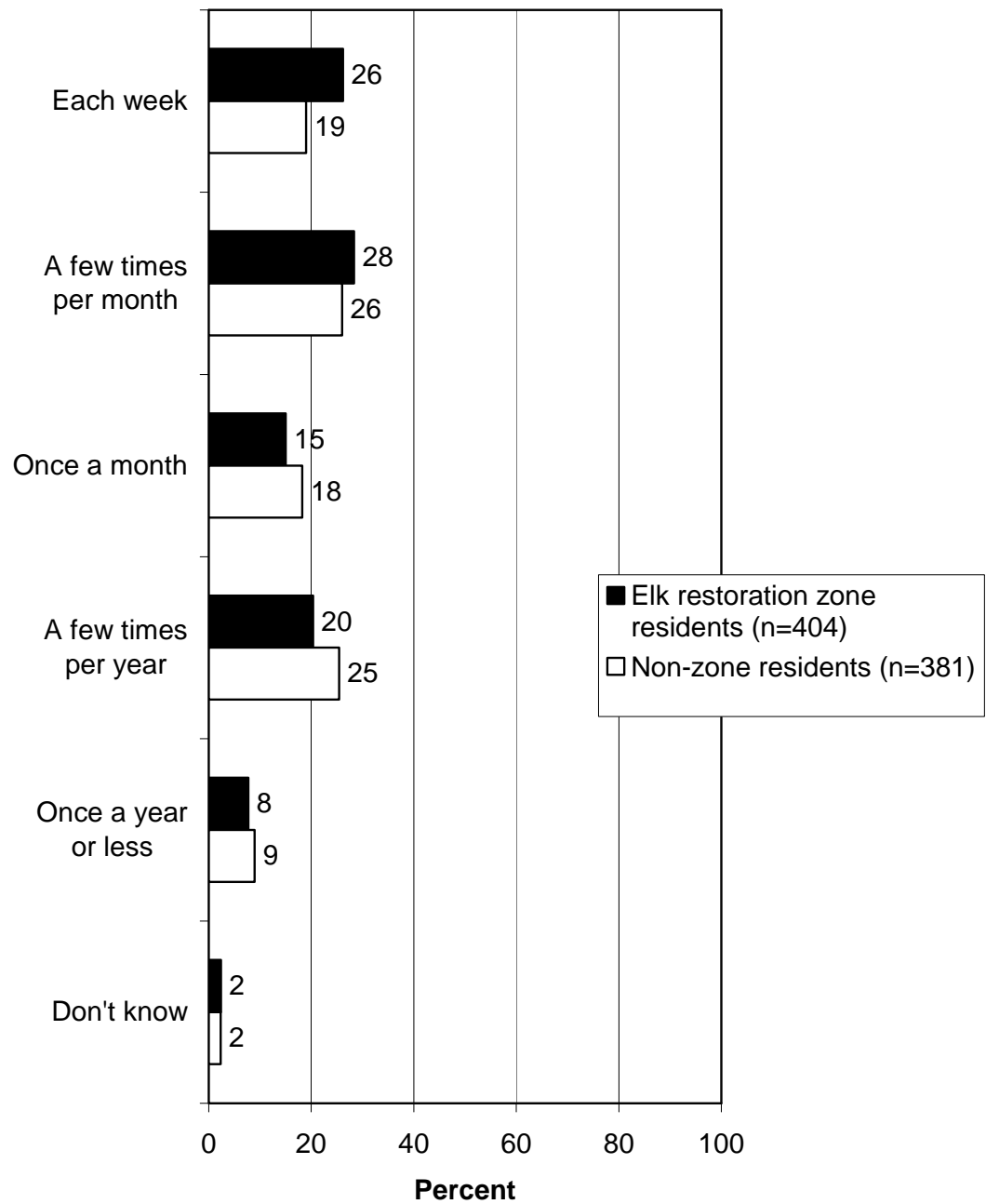
### Q126. How often would you say you watch "Kentucky Afield?"



**Q125. Have you ever watched "Kentucky Afield," the Department of Fish and Wildlife's television program on KET hosted by Tim Farmer?**



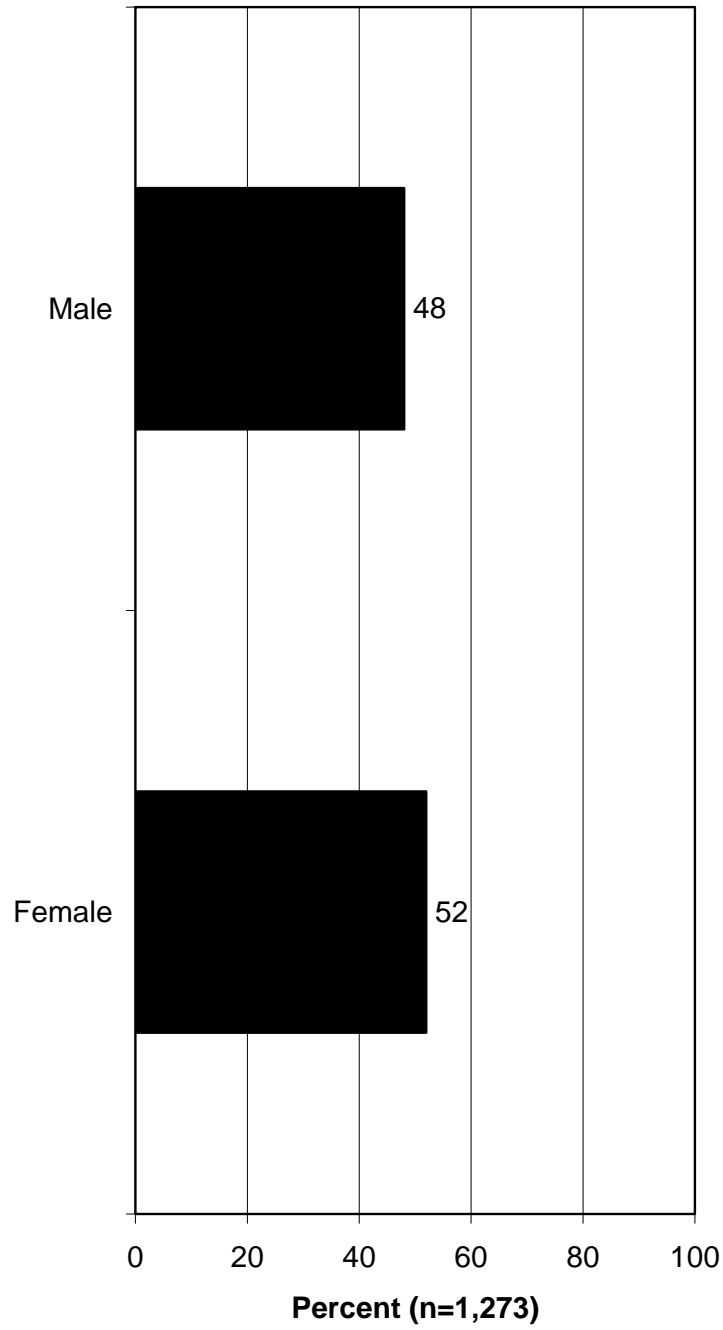
**Q126. How often would you say you watch "Kentucky Afield?" (Asked of those who have ever watched "Kentucky Afield.")**



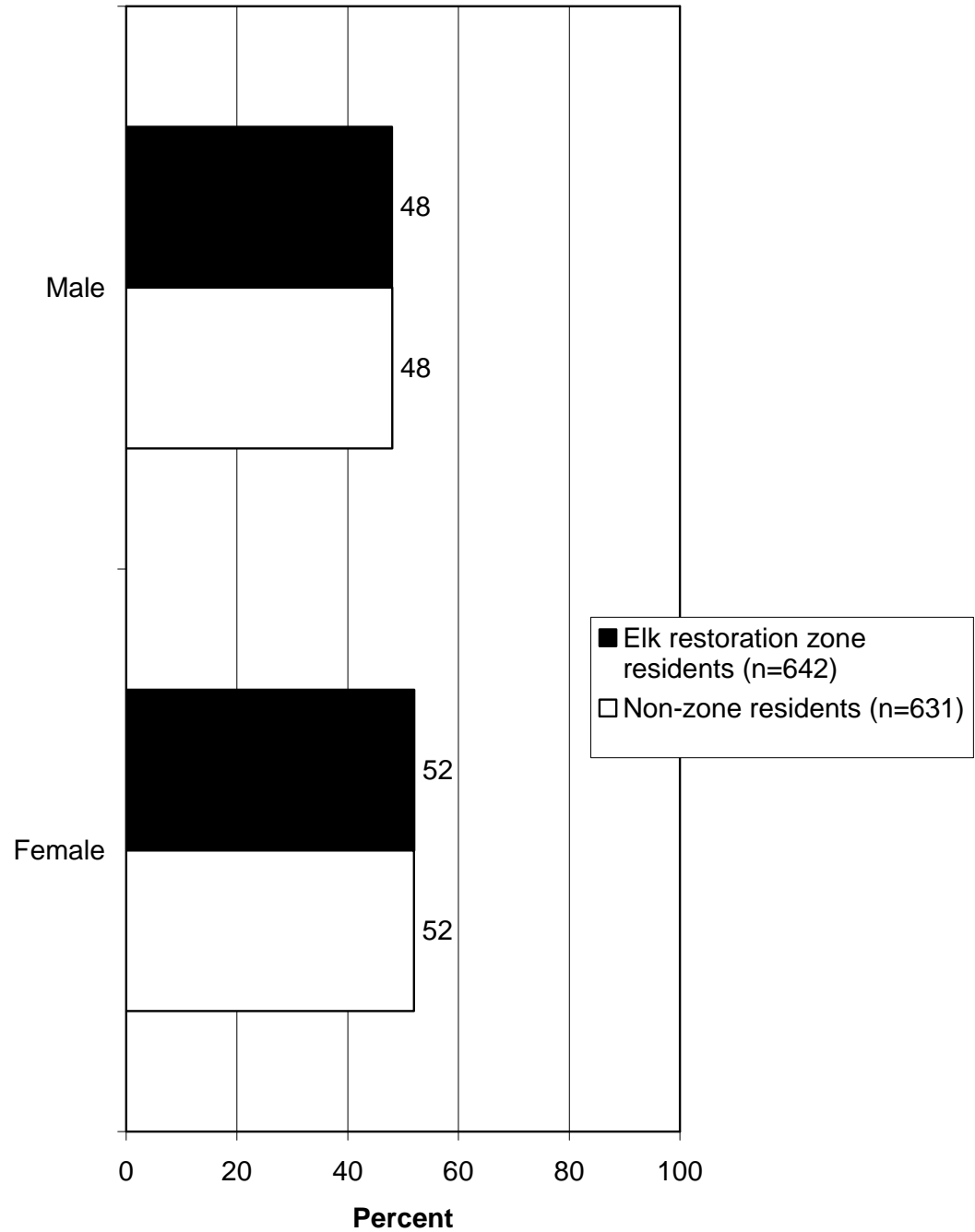
## **DEMOGRAPHIC DATA**

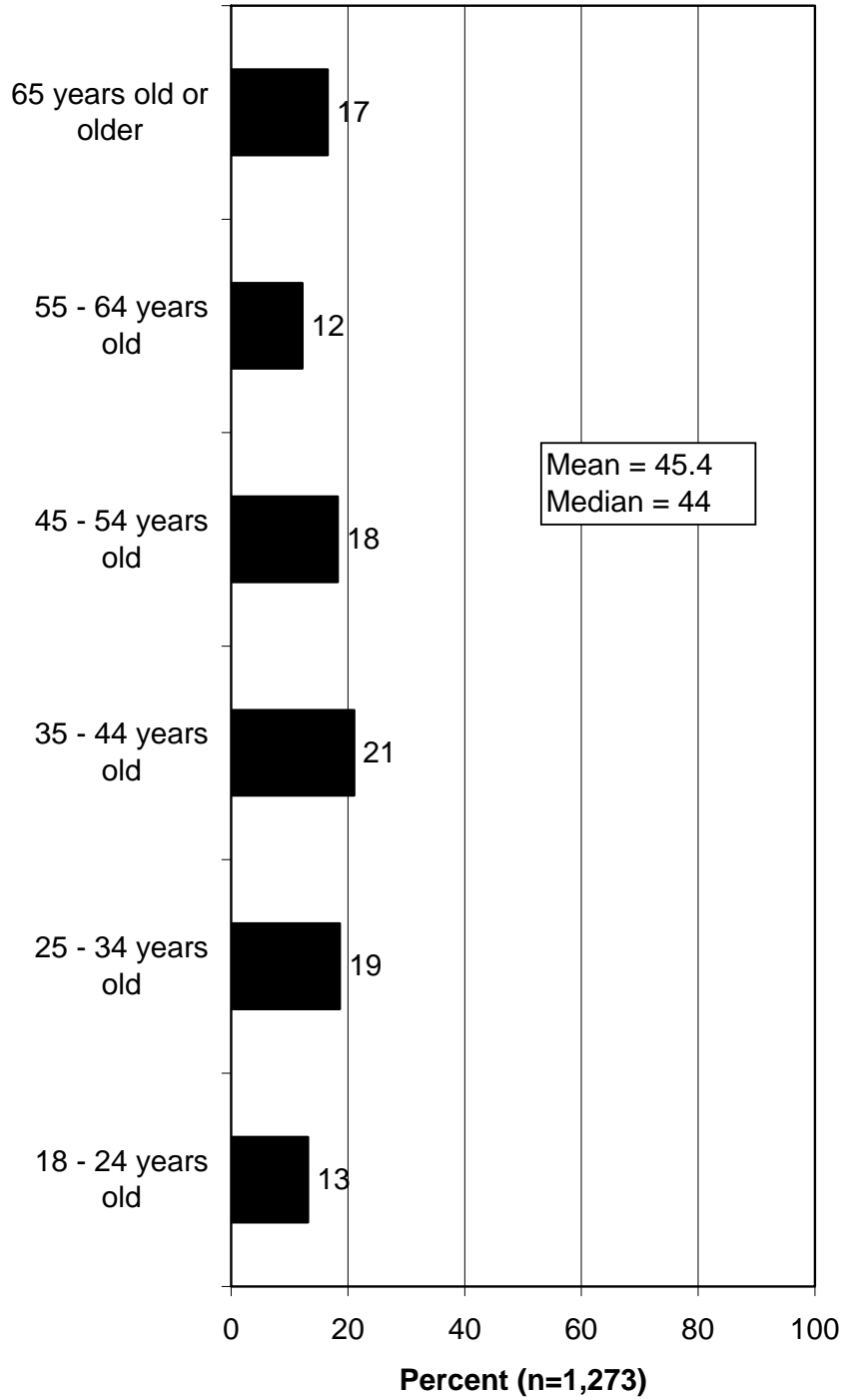
- Graphs show the gender split of the sample after weighting to make it proportional to the populations within the elk restoration zone and outside the elk restoration zone.
  
- Graphs show the breakdown of the sample by age cohort. (Note that the sample was weighted by age to make it proportional to the populations within the elk restoration zone and outside the elk restoration zone.)
  
- Respondents' county of residence is shown.
  
- A third of Kentucky residents (33%) describe their residence as being in a rural area while another 30% describe it as being in a small city or town. On the other end, 35% describe their residence as being in a large city/urban area or a suburban area.
  - The majority of elk restoration zone residents (58%) describe their residence as being in a rural area and are much less likely than are non-zone residents to describe their residence as being in a large city/urban area or a suburban area.
  
- Graphs show pre-tax household incomes of residents.

**Q136. Respondent's gender (not asked; observed by interviewer).**

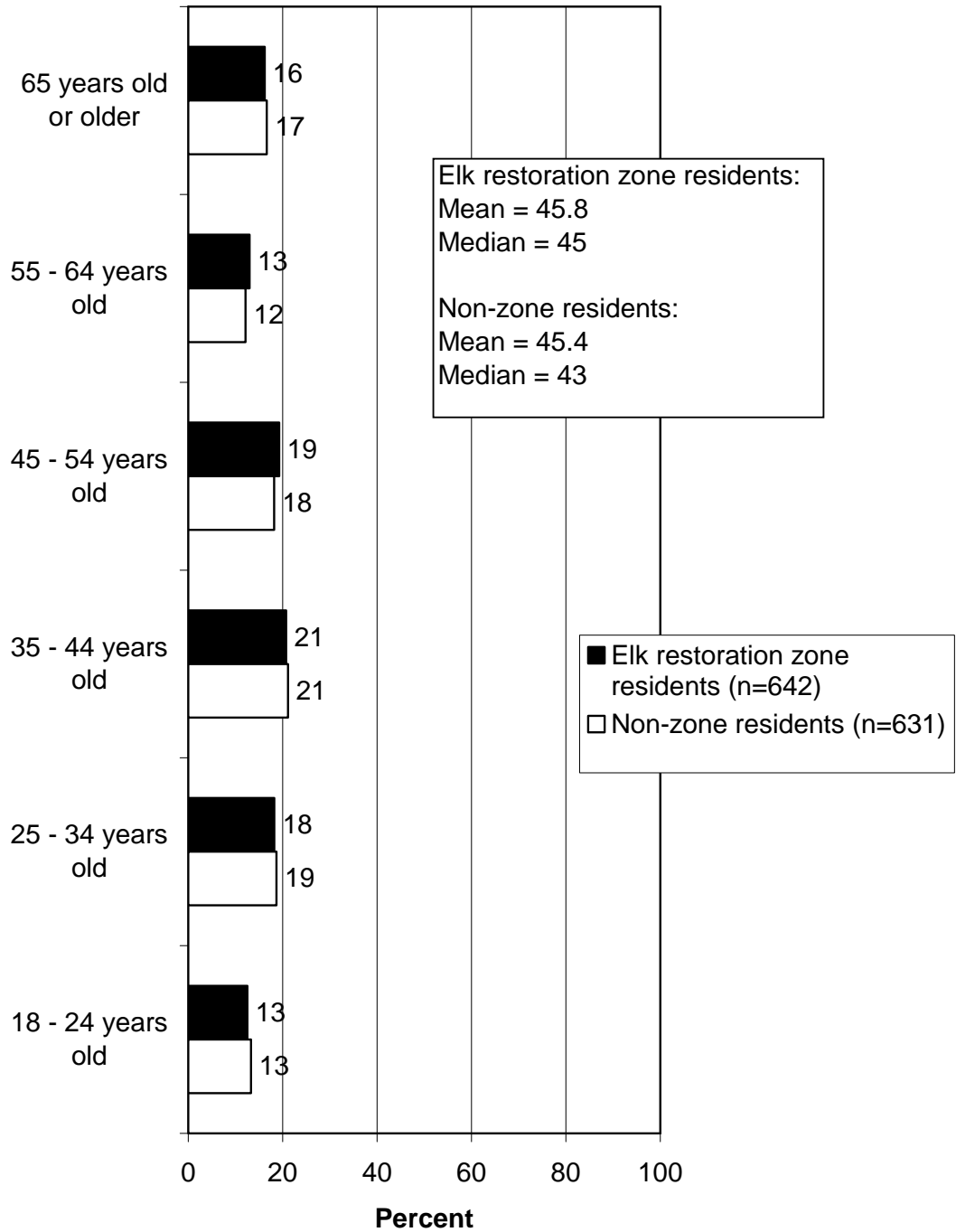


**Q136. Respondent's gender (not asked; observed by interviewer).**



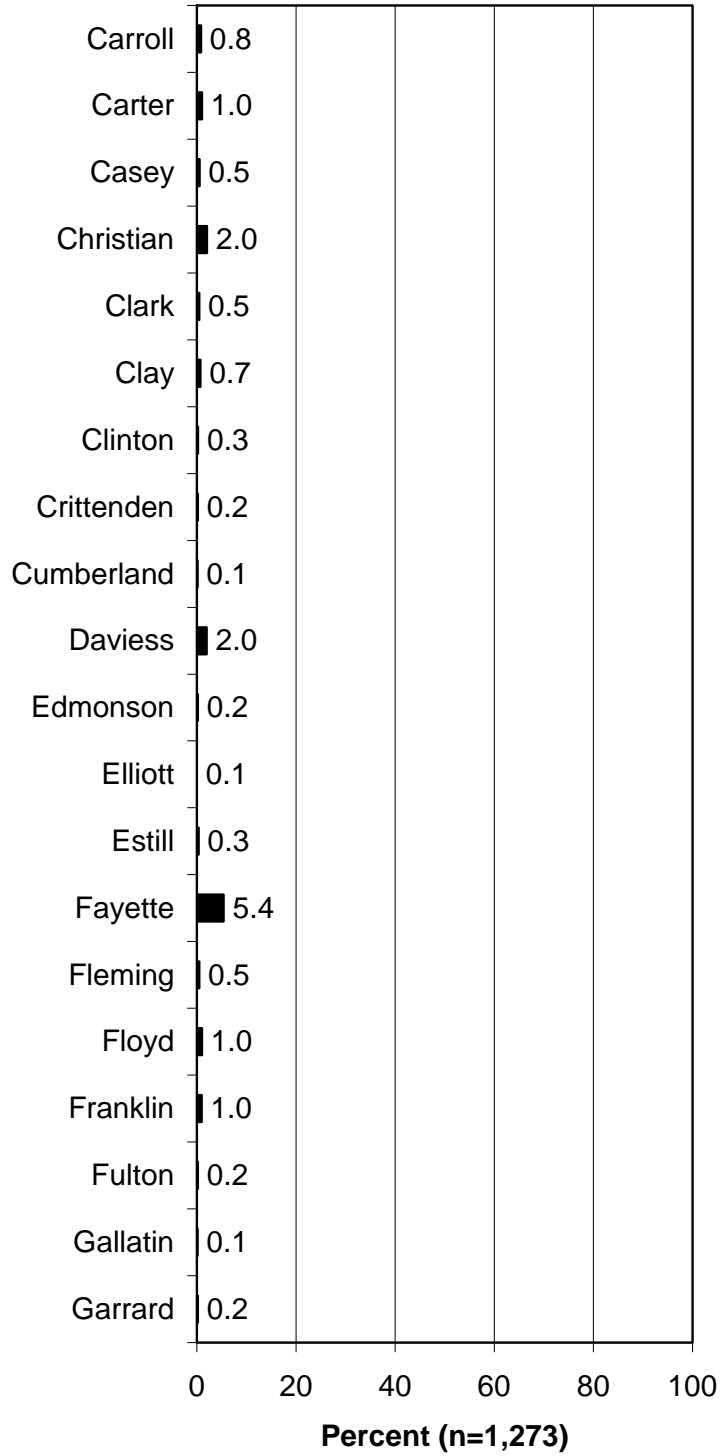
**Respondent's age.**

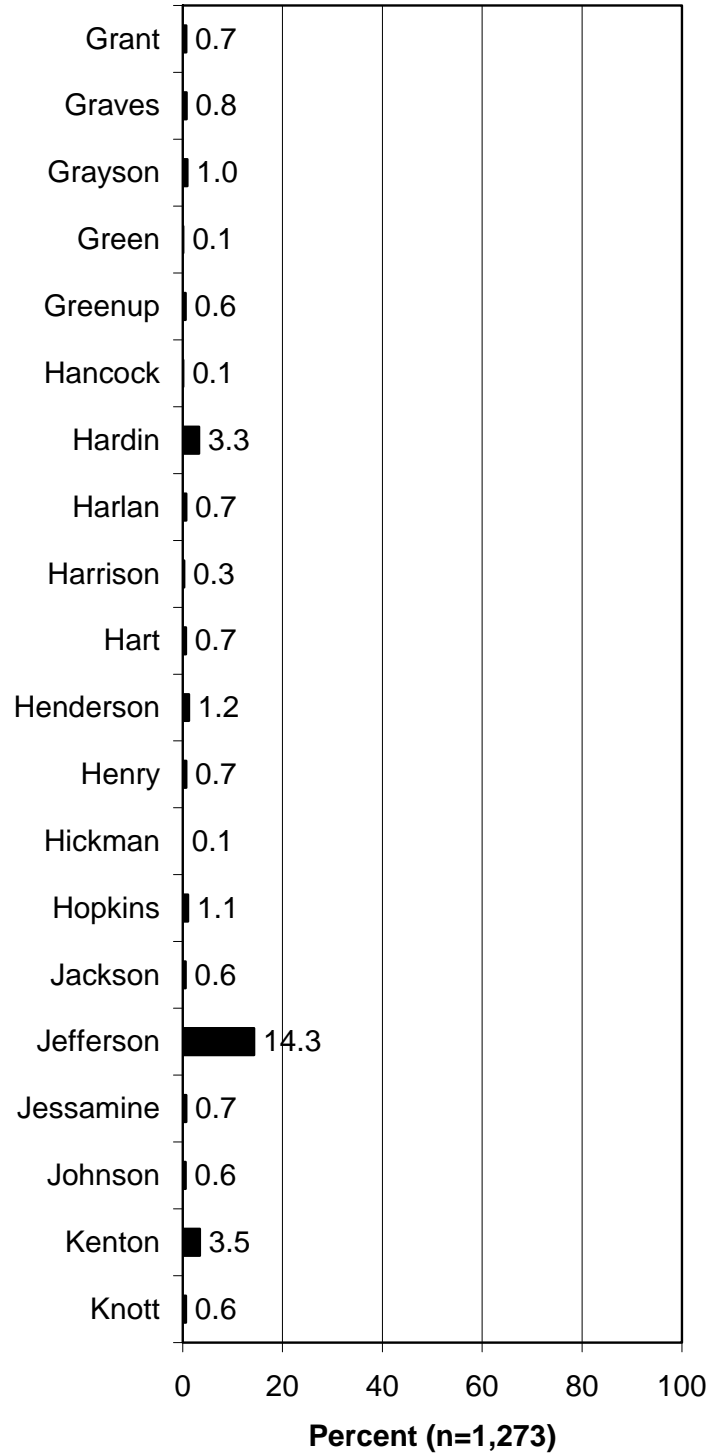
### Respondent's age.



**Q127. What county do you live in? (Part 1.)**

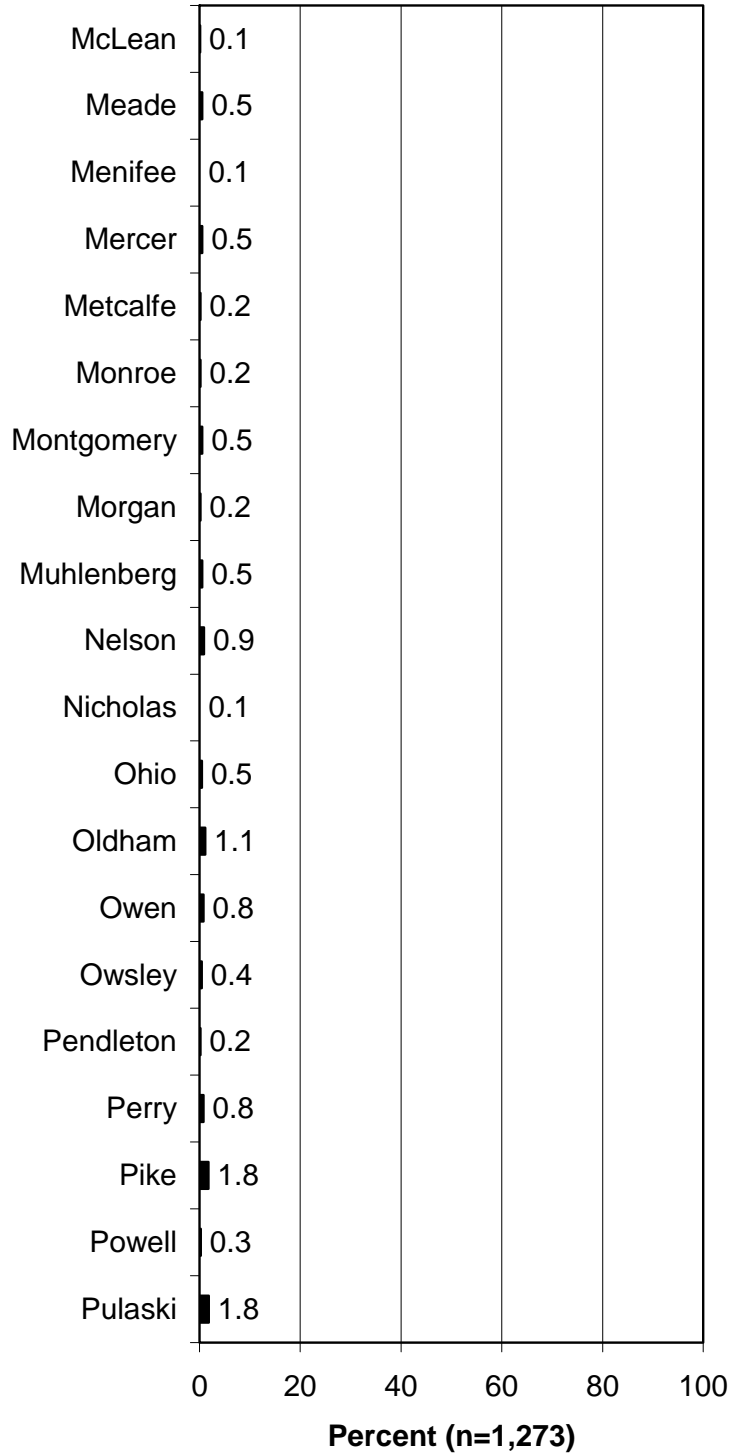
**Q127. What county do you live in? (Part 2.)**



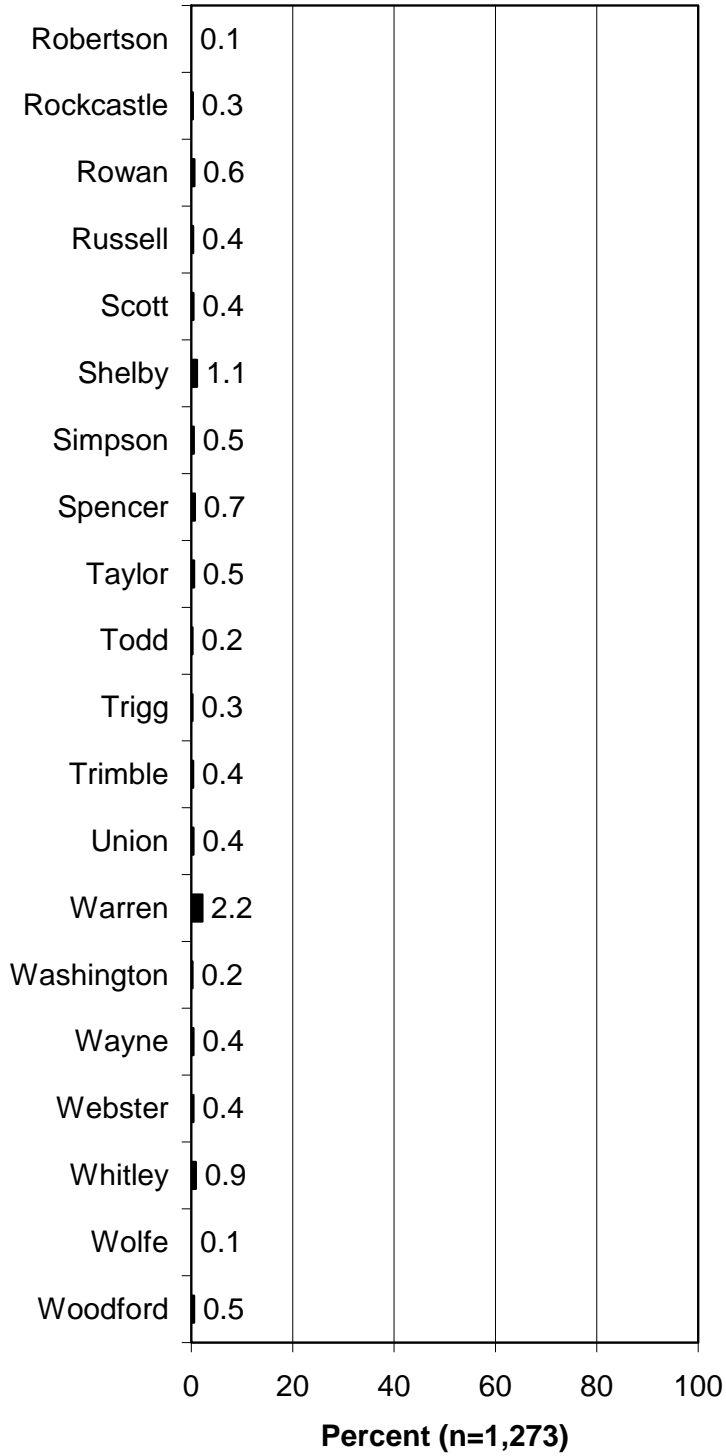
**Q127. What county do you live in? (Part 3.)**

**Q127. What county do you live in? (Part 4.)**

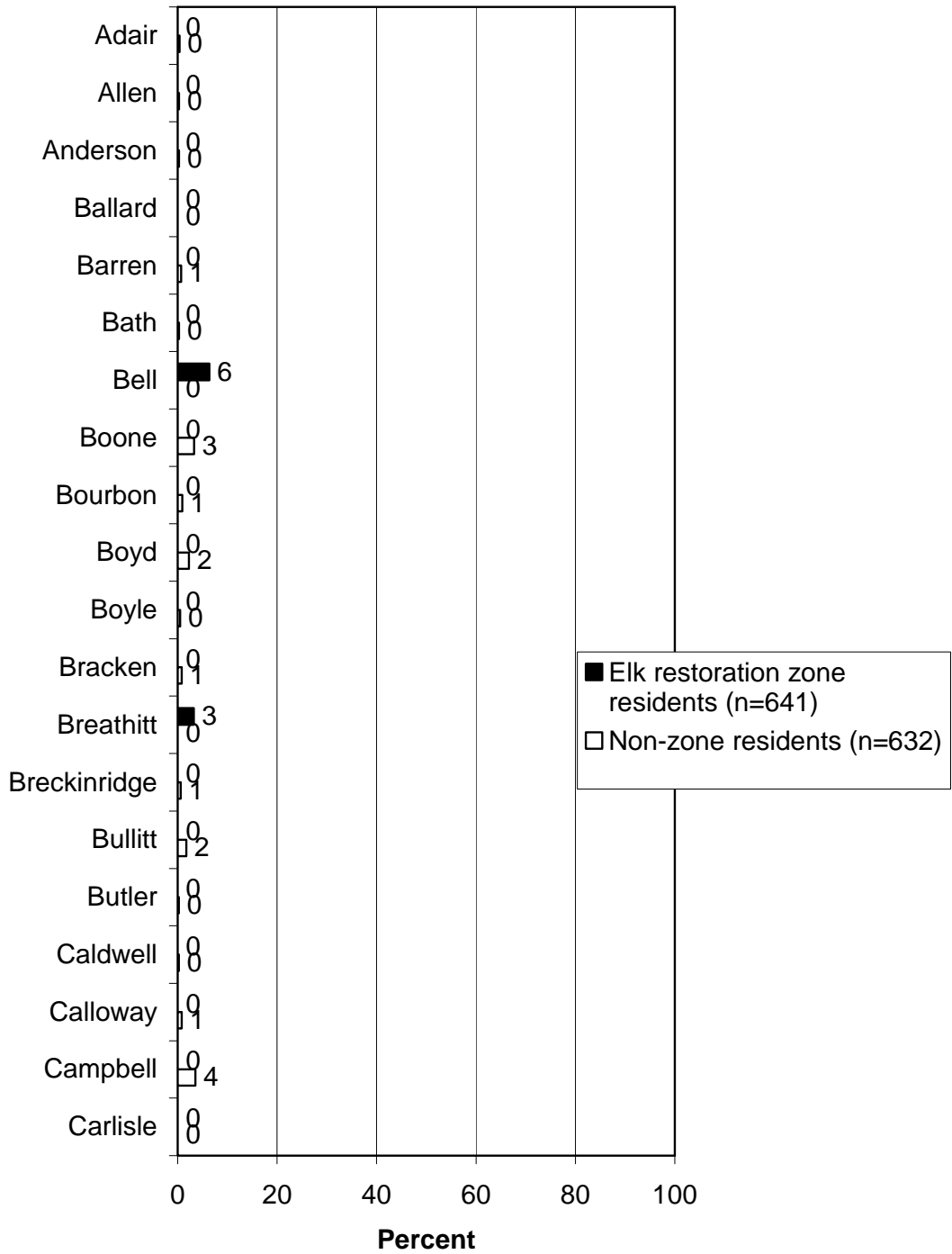


**Q127. What county do you live in? (Part 5.)**

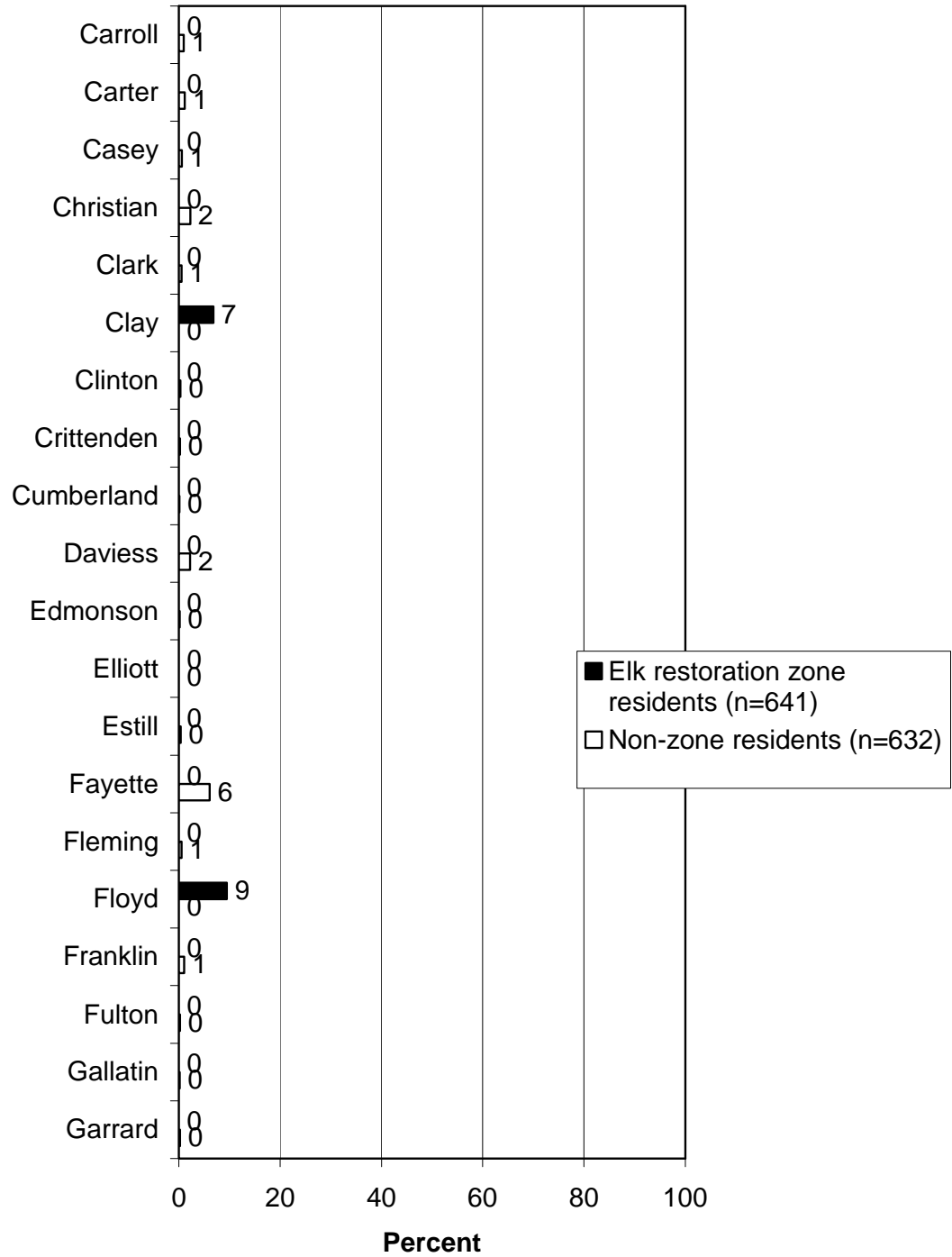
**Q127. What county do you live in? (Part 6.)**



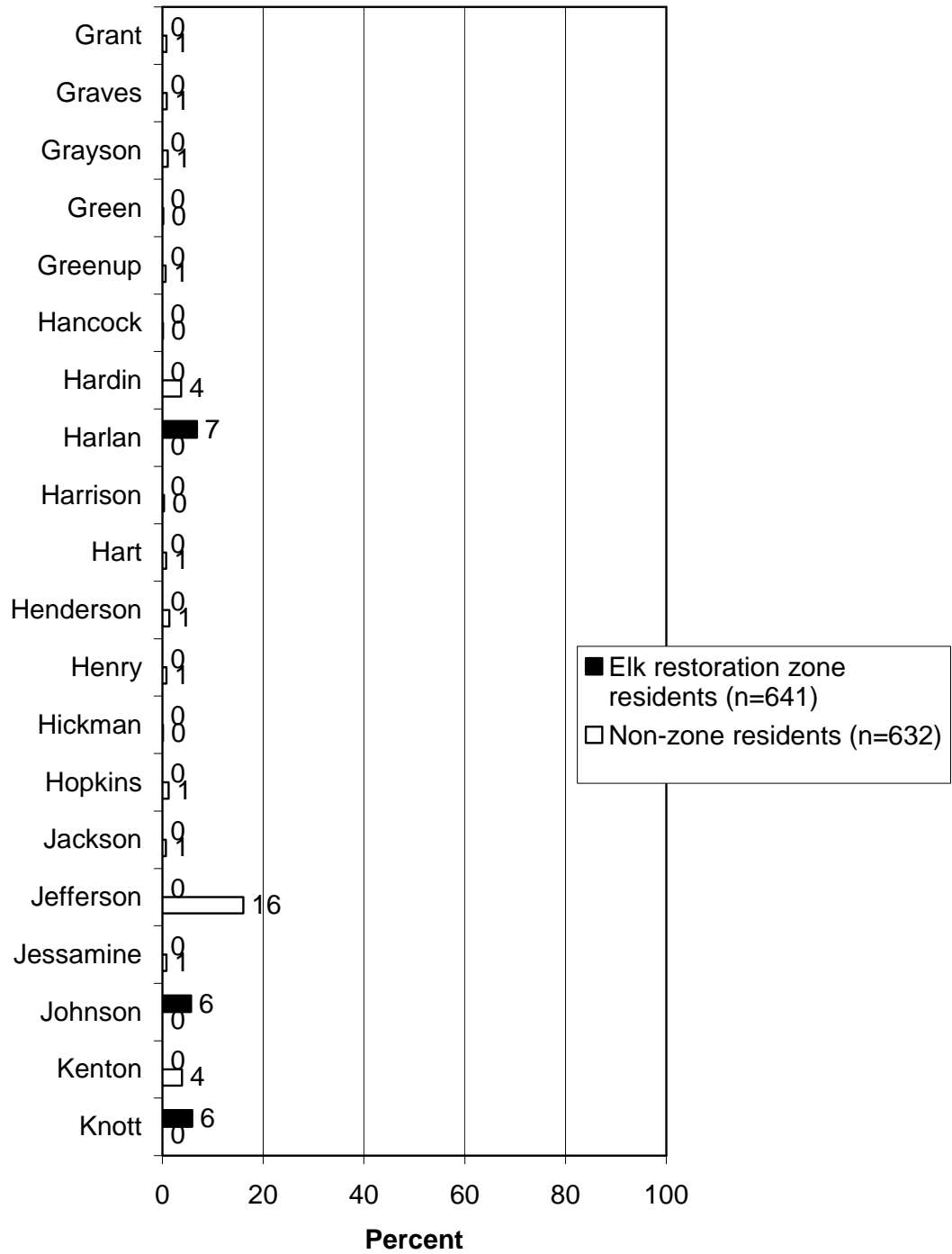
**Q127. What county do you live in? (Part 1.)**



**Q127. What county do you live in? (Part 2.)**



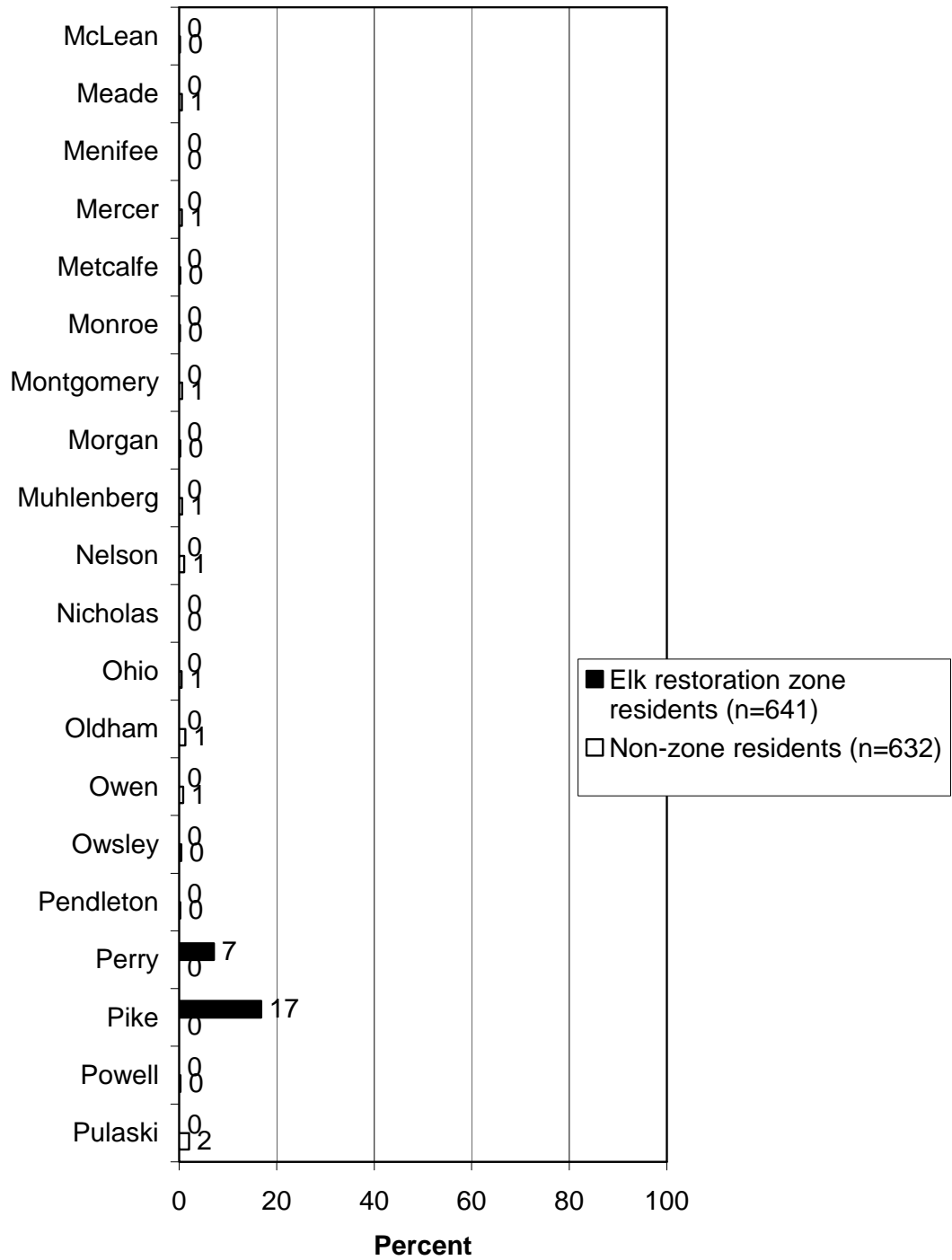
**Q127. What county do you live in? (Part 3.)**



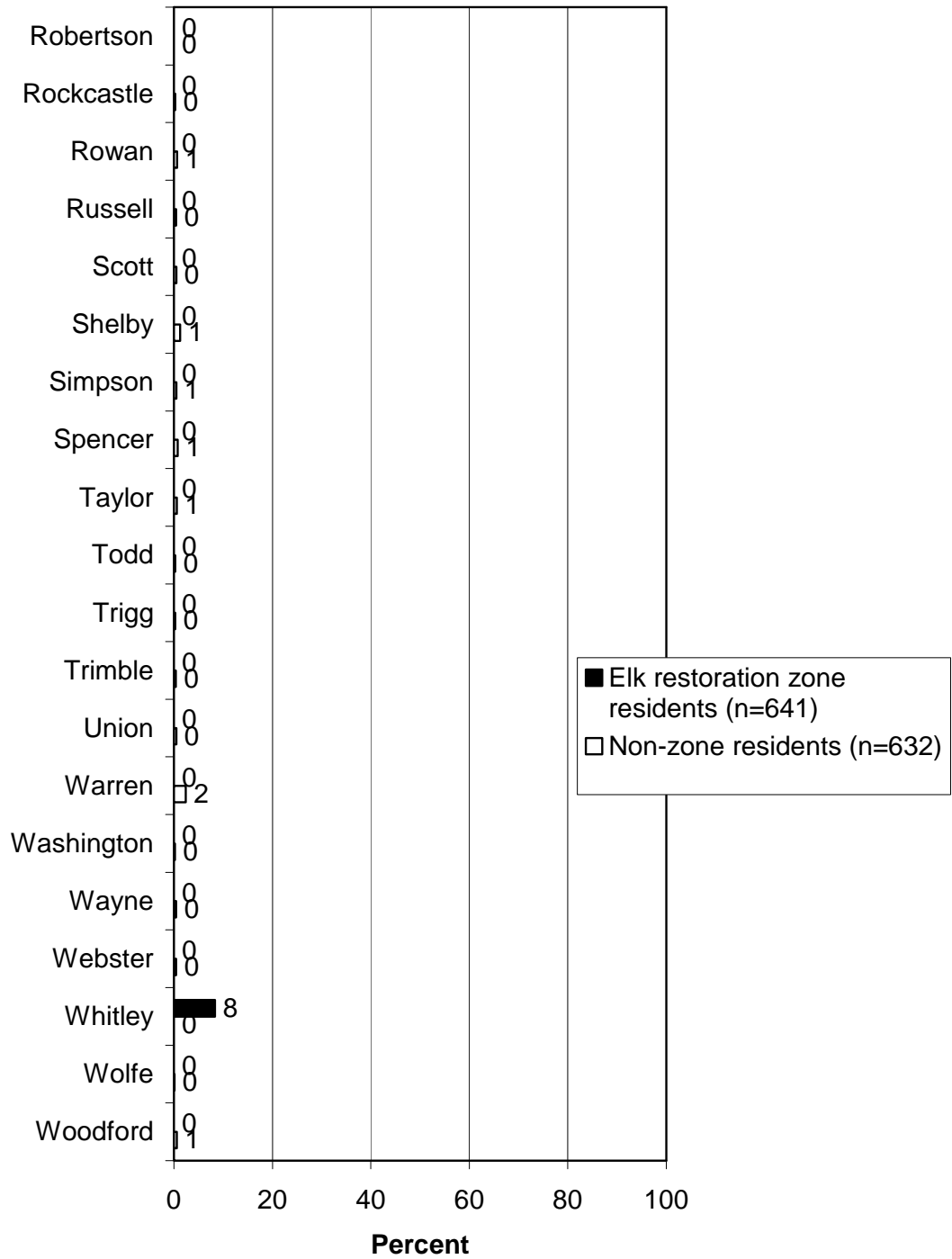
**Q127. What county do you live in? (Part 4.)**



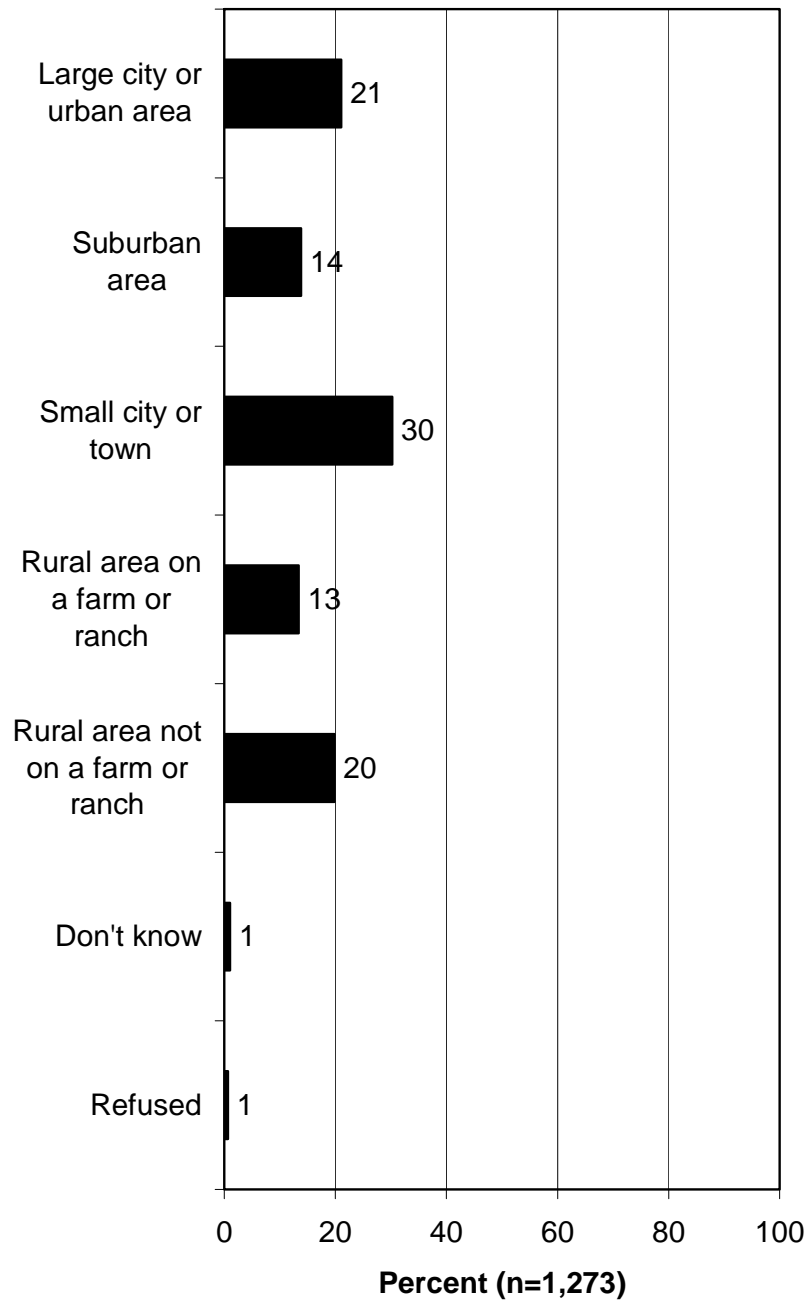
**Q127. What county do you live in? (Part 5.)**



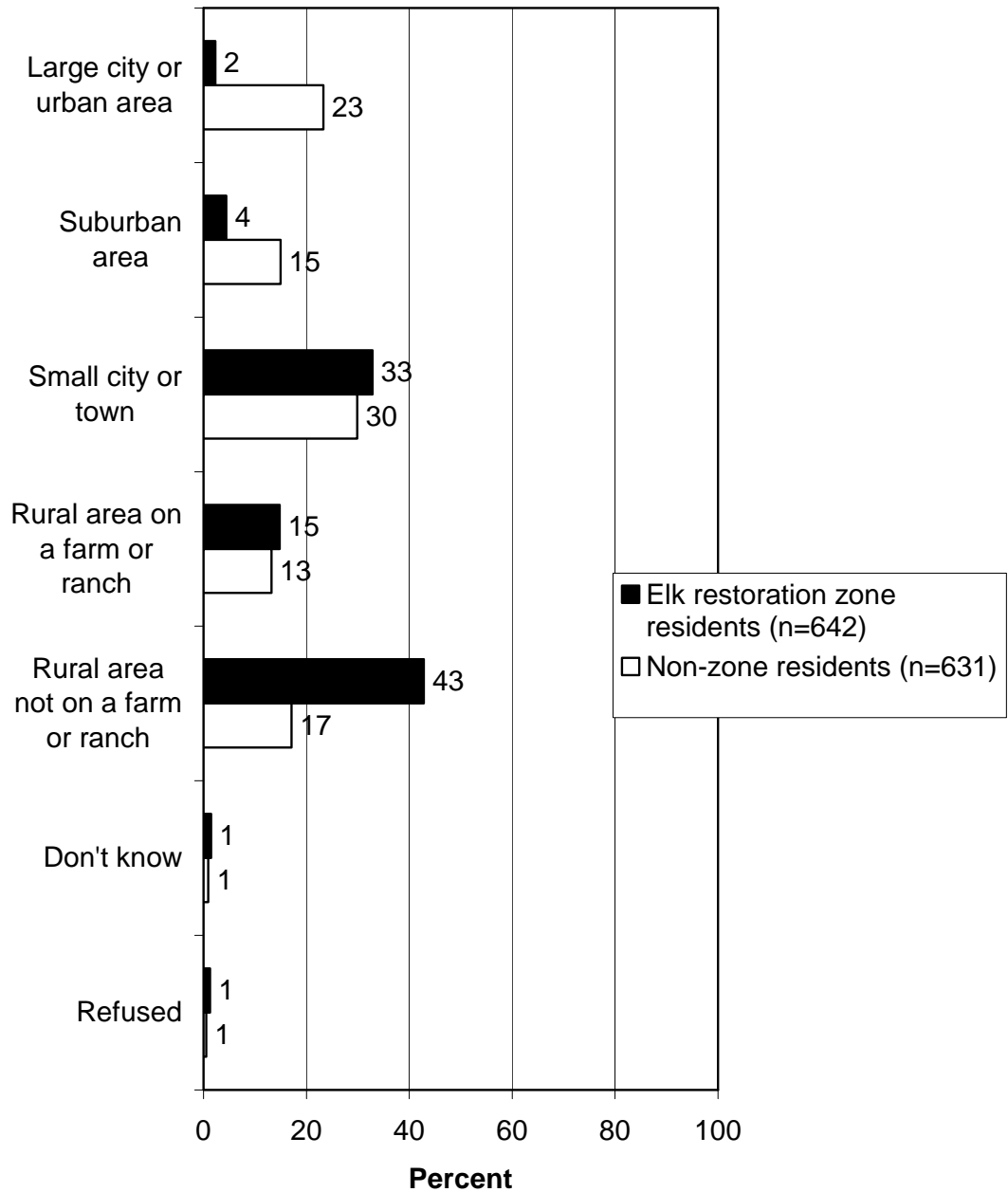
**Q127. What county do you live in? (Part 6.)**



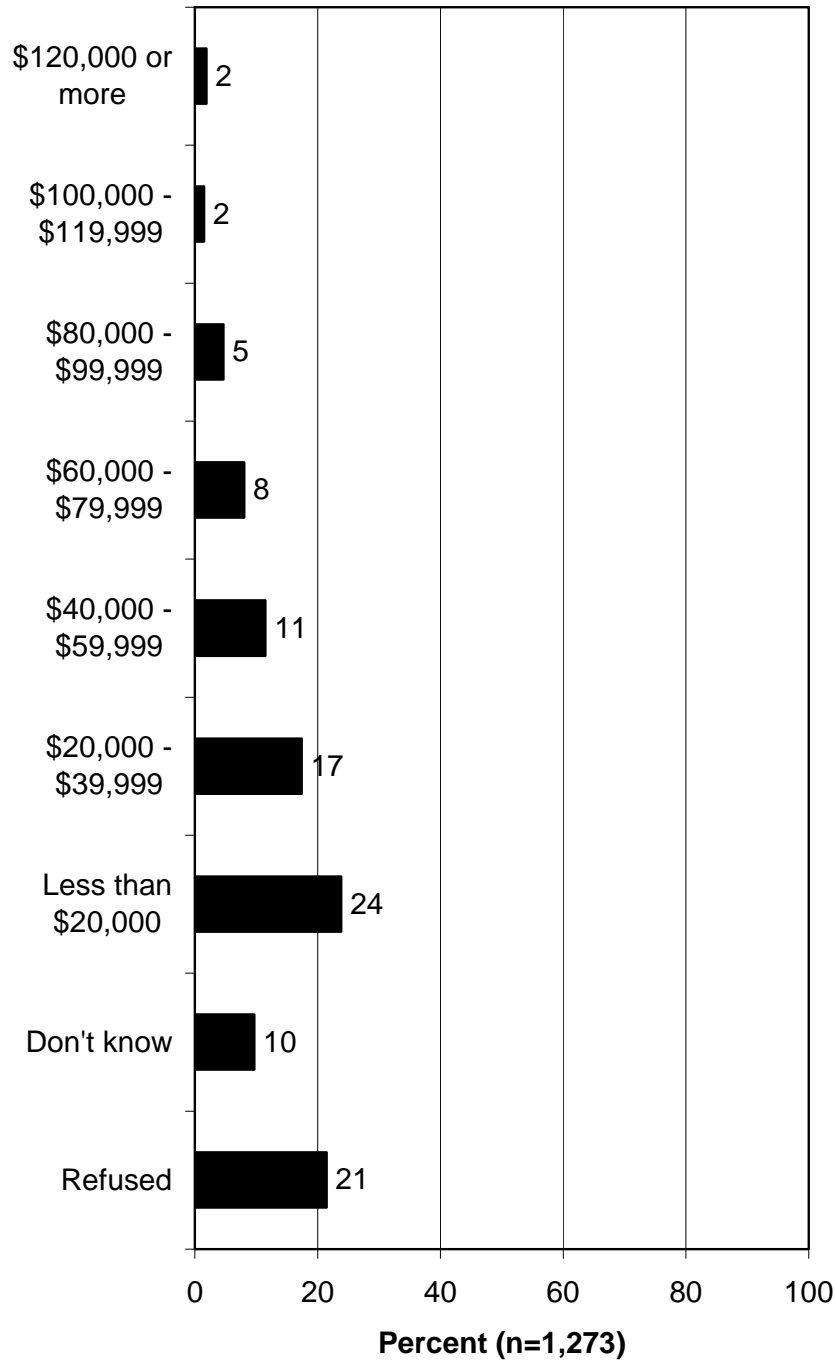
**Q128. Do you consider your place of residence to be a large city or urban area, a suburban area, a small city or town, a rural area on a farm or ranch, or a rural area not on a farm or ranch?**



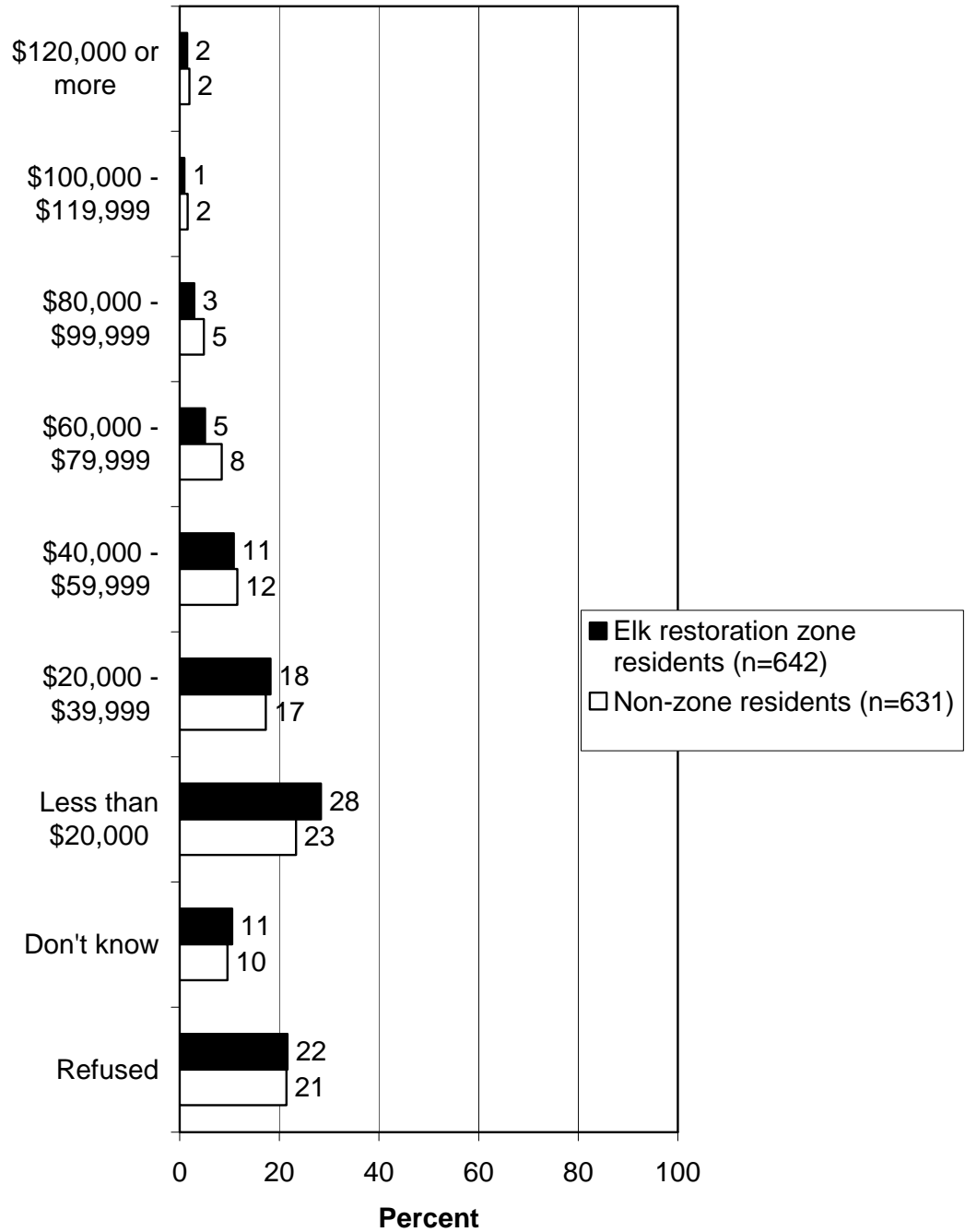
**Q128. Do you consider your place of residence to be a large city or urban area, a suburban area, a small city or town, a rural area on a farm or ranch, or a rural area NOT on a farm or ranch?**



**Q129. Which of these categories best describes your total household income before taxes last year?**



**Q129. Which of these categories best describes your total household income before taxes last year?**



## **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 websites 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)**