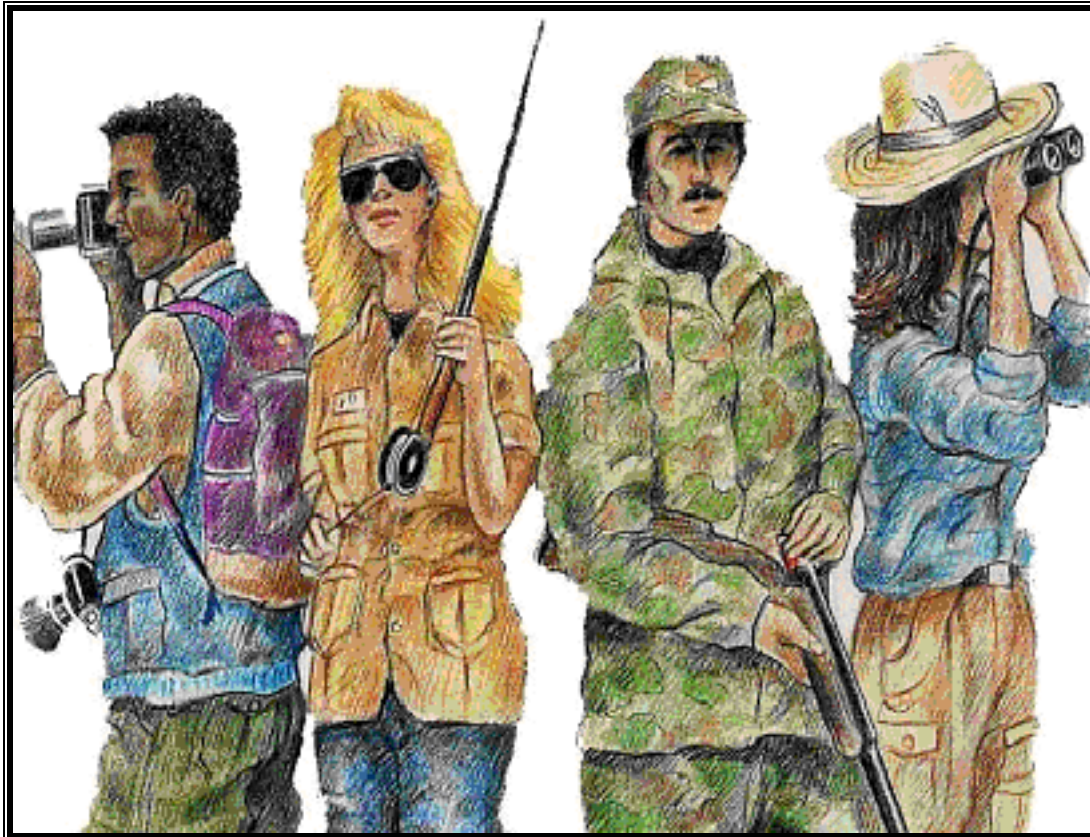
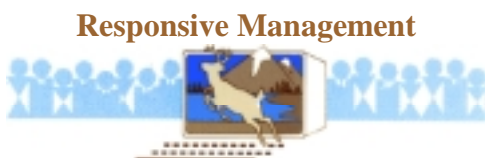


TEXAS PARKS AND WILDLIFE FOR THE 21ST CENTURY:

*EXECUTIVE OVERVIEW AND IMPLICATIONS
OF THE PUBLIC OPINION AND ATTITUDE SURVEYS*



IN PARTNERSHIP WITH THE TEXAS PARKS AND WILDLIFE DEPARTMENT AND
TEXAS TECH UNIVERSITY



TEXAS TECH
UNIVERSITY

CONDUCTED BY RESPONSIVE MANAGEMENT
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**TEXAS PARKS AND WILDLIFE FOR THE 21ST
CENTURY:**

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PHASE 1 REPORT SERIES:

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INTRODUCTION

The goal for Phase One of the “Texas Parks and Wildlife for the 21st Century” project was to assist Texas Parks and Wildlife (TPW) to better understand and work with the Texas public, its constituents and stakeholders.

The objectives of Phase One were to document the attitudes of the Texas public, constituent and stakeholder groups toward resource protection; the management of the State’s natural and cultural resources and outdoor recreation; and attitudes toward TPW program priorities and the public’s willingness to pay for those programs. The study was also designed to better understand outdoor recreation participation rates, identify Texans’ unmet wants and needs and establish benchmarks to allow the TPW to measure their progress in meeting these needs by comparing attitudes, participation rates and unmet wants and needs at periodic intervals in the future.

The public attitude phase conducted by Responsive Management was accomplished in three steps. Step One included a review of previous research and internal TPW documents. Excellent research already existed on TPW, and this research needed to be incorporated into the project in order to base the study on a solid foundation of previous research, assess trends and avoid costly duplication. Step Two included a series of thirteen formal focus groups with the public and various constituent and stakeholder groups. Focus groups were conducted with randomly selected African Americans, Hispanics, urban residents, suburban residents, day park users, overnight park users, hunters, anglers, boaters, outdoor recreationists including non-consumptive users of wildlife, ranch owners and large landowners (2 groups). Step Three consisted of a series of seven major telephone surveys of the general population and key constituent and stakeholder groups, including anglers (saltwater and freshwater), hunters, boaters, park users (day and overnight), outdoor recreation enthusiasts and landowners who own more than 640 acres.

THE VALUE OF NATURAL AND CULTURAL RESOURCES AND OUTDOOR RECREATION TO TEXANS

- **Texans strongly value Texas’ natural and cultural resources and opportunities to participate in outdoor recreation.**

The results of the focus groups and the quantified surveys for this study document clearly that Texas’ natural and cultural resources along with outdoor recreation in general are very important to most Texans. Many studies have documented the strong value and importance placed on Texas’ natural and cultural resources. Study after study, conducted by universities, private polling organizations and government entities have all documented the importance of Texas’ natural and cultural resources and outdoor recreation to Texans. Texans’ strongly support efforts to protect Texas’ natural and cultural resources and efforts by the State to provide outdoor recreational opportunities. Texans are concerned about natural resources and Texas’ environment.

This strong public support for the conservation of Texas’ natural and cultural resources and the opportunity to participate in outdoor recreational activities is the foundation for the

existence of TPW, its mission and programs. Though different groups of Texans may have slightly different priorities for TPW programs, the common denominator among a solid majority of Texans is strong public support for the conservation and protection of Texas' natural and cultural resources and outdoor recreation activities.

In a review conducted in 1990 by KPMG/Peat Marwick to assess the Texas Parks and Wildlife Department's current and projected operating environment, the study authors concluded: "Many Texans are very concerned about wildlife and conservation issues" and "Approximately five-sixths of Texas citizens can be classified as positive about wildlife issues." This study reviewed findings from "Public Uses of Texas Wildlife and Natural Areas" (1989) that found that 89% of Texans felt wetlands should be protected while 77% of Texans felt Texas' environment was getting worse. Ninety eight percent of Texans in the "Public Use of Texas Wildlife" study favored continued state funding for conserving endangered animals, and a strong majority favored continued state funding for numerous other park and wildlife-related programs. A majority of Texans favored six out of eight potential funding mechanisms as ways of getting additional funds to support TPW programs (Public Uses of Wildlife and Natural Areas, March 1989).

In a study of the Texas public by Texas A&M University in 1998, 78% of Texans stated that the clean-up of Texas rivers should be given a high priority for government spending. Eighty-two percent agreed that stronger laws should be passed to protect Texas' water resources (Thomas and Adams 1998).

In 2000, the Scripps Howard Texas Poll found that Texans were overwhelmingly concerned about water pollution, toxic waste contamination, loss of wildlife habitat and other environmental problems. As noted in the Austin American Statesman (November 21, 2000, B-1), "...Perhaps many people think Texans are less likely to be pro-environment, especially as the state becomes more conservative," said Ty Meighan, director of the Texas Poll. But the results, Meighan said, show that the environment is a non-partisan issue to most people, with wide-spread concern about everything from global warming to urban sprawl to species extinction and loss of open space. "I was frankly surprised by the results," Meighan said. "You've got Republicans, Democrats and Independents all concerned about these environmental issues..."

In the general population survey of Texans for this study, "Texas Parks and Wildlife for the 21st Century":

- One hundred percent felt it was either very important or somewhat important that Texas' water resources are safe and well protected. Ninety-three percent stated this was very important while 7% stated it was somewhat important.
- Ninety-eight percent felt it was either very important (72%) or somewhat important (26%) that people have the opportunity to visit state parks in Texas.
- Ninety-seven percent stated it was either very important (80%) or somewhat important (17%) to know that wildlife exists in Texas.
- Ninety-seven percent stated it was either very important (79%) or somewhat important (18%) that natural areas exist in Texas for enjoying and experiencing nature.
- Ninety-six percent stated it was either very important (77%) or somewhat important (19%) that Texas' historic sites are protected and preserved.
- Ninety-four percent felt it was either very important (73%) or somewhat important (21%) that fish and wildlife populations be properly managed and conserved in Texas.

- Ninety-four percent felt it was either very important (69%) or somewhat important (25%) that ecologically important habitats and lands in Texas be protected and preserved.

Texans also overwhelmingly supported more Texas Parks and Wildlife funding to: 1) Enhance efforts for managing and conserving fish and wildlife populations; 2) Preserve more historic sites; 3) Buy additional land for the conservation of natural resources and outdoor recreation use; and 4) Provide additional access to outdoor recreation opportunities.

- Eighty-four percent supported more TPW funding to enhance efforts for managing and conserving fish and wildlife populations.
- Eighty percent supported more TPW funding to preserve more historic sites.
- Seventy-seven percent supported more TPW funding to buy additional land for the conservation of natural resources and outdoor recreation use.
- Seventy-six percent supported more TPW funding to provide additional access to outdoor recreation.

The findings from all of these studies are clear. A strong majority of Texans care deeply about the State's natural and cultural resources and want to have the opportunity to participate in outdoor recreation. There is no research on public opinion to the contrary. There are a handful of individuals who do not support the protection and management of Texas' natural and cultural resources, but these individuals comprise a very small minority among the Texas population.

- **In general, natural resource/ecological values and “passive” types of outdoor recreation are more important to more Texans than “consumptive” or “active” types of recreation such as hunting, fishing and boating.**

Water resource values, wildlife existence values, historic preservation values, and the fact that fish and wildlife are properly managed and conserved were all rated higher than values associated with the opportunity to hunt, boat, fish and visit historically significant sites in Texas. For example, while 80% of Texans stated that it was very important that wildlife exists in Texas, 45% stated it was very important that people have the opportunity to hunt in Texas. The observation that natural resource values are slightly more important to Texans than recreational values is also supported in Texans' support for additional program funding. While 37% of Texans strongly supported more TPW funding to provide additional access to outdoor recreation, 47% strongly supported more TPW funding to enhance efforts for managing and conserving fish and wildlife populations. Forty-five percent strongly supported more TPW funding to buy additional land for the conservation of natural resources and outdoor recreation use.

It is important to note, however, that the full range of natural and cultural resources were important to Texans, (either very or somewhat important), including natural resource/ecological values, “passive,” “non-consumptive,” “consumptive” and “active” types of outdoor recreation activities. The differences exist only in the degree of positive support.

- **Water resources, including both water quantity and quality, is by far the most important natural resource and environmental concern of Texans.**

Water (quality and quantity) was not only the most important “top-of-the-mind” issue, but was also the most important issue in relation to other natural resource and environmental issues facing Texas. In the focus groups, concern over water resources was the only topic that was consistently mentioned as a major natural resource and environmental issue facing Texas. Concerns over growth and development were also expressed consistently in the focus groups, but not to the level or depth of concern compared to water quality and water quantity.

In an open-ended question in the general population survey on the most important natural resources or environmental issues facing Texas, almost half of Texans (49%) mentioned some type of water resource-related issue without any prompting. In context, this percentage is overwhelming when compared to other issues stated by respondents, especially given the fact that multiple responses were encouraged. Following water resource-related issues, other responses for this question included: “don’t know” (25%), air quality-related issues (16%), general “pollution” issues (10%), habitat loss/fragmentation (7%), urban sprawl/over-development (7%), and endangered species (4%).

Texans are not unique in their concern over water-related issues. Numerous other studies conducted by Responsive Management indicate that water is the top natural resource/environmental concern among residents of other states across the nation (Duda et al. 1998).

The strong public recognition of, and concern for, water resources represents a major opportunity for TPW from a programmatic, public relations and outreach standpoint. Many TPW programs currently contribute to the conservation and protection of Texas’ water resources and this should be relayed to the Texas public whenever possible. Many TPW programs benefit Texas’ water resources and this link should be made and communicated to Texans.

- **Habitat loss and habitat fragmentation are not major top-of-the-mind natural resource or environmental problems on a state-wide basis to most Texans, although over-development is seen by many Texans as a major quality-of-life problem at the local level. Texans are very much concerned about growth and development locally but its impact state-wide does not appear to be immediately recognized.**

In the survey of the general population, only 7% of Texans stated that habitat loss/fragmentation was one of the most important natural resource or environmental issues facing Texas while an additional 7% stated “urban sprawl or over-development.” Two percent stated development and 1% stated population growth. Multiple responses were encouraged in this open-ended question, so the very low numbers of responses relating to habitat loss, population growth or urban sprawl and over-development among the most important natural resource or environmental issues facing Texas is especially salient.

For most Texans, human population growth and development on a state-wide basis were not a top-of-the-mind natural resource or environmental issue. For most Texans, over-development, urban sprawl and population growth are not directly equated with loss of wildlife habitat or viewed as top-of-the-mind important natural resource or environmental problems on a state-wide basis. However, these issues are seen as major quality-of-life issues on a local level to many Texans. The direct connection that over-development, urban sprawl and population

growth directly relates to the loss of wildlife habitat and the quality of Texas' natural resources does not appear to be made by most Texans.

The implication of Texans' lack of connection between these "quality of life" issues and Texas natural resources is that Texans' awareness that rapid population growth and urban sprawl are indeed habitat-related issues and natural resource/environmental problems on a state-wide basis needs to be increased. This outreach effort should build on the recognition that where there are problems on the local level those problems can be multiplied to a state-wide level. The second implication is that information and education programs or campaigns that assume Texans understand the direct connection between development and urban sprawl to habitat loss or assume the recognition of a state-wide problem possess a high risk of failure. Programs that seek to inform and educate Texans about habitat loss should begin focusing on the local level since many Texans relate better and are more cognizant of local issues, albeit not as a habitat, natural resource or environmental issue at first.

- **Specifics regarding historic preservation are not top-of-the-mind issues for most Texans, although Texans clearly feel historic preservation is important.**

When asked, "What are the most important historic preservation issues facing Texas" more than two-thirds (67%) answered "don't know." Eighteen percent felt that maintenance of current historic sites was the most important issue. Although historic preservation is not a top-of-the-mind issue, Texans' value historic preservation. Seventy-seven percent of Texans in the general population survey stated it was very important and 19% said it was somewhat important to know that Texas' historic sites are protected and preserved. Texans also want to know they have the opportunity to visit historically significant sites; 66% of Texans in the general population survey felt that this was very important and 30% felt it was somewhat important.

- **Although only a minority of Texans purchases hunting and fishing licenses each year, the Texas public values these activities. The value of and support for these activities goes far beyond simply the number of Texans purchasing licenses.**

Less than a million Texans purchase resident hunting licenses each year and a little more than 1.5 million purchase resident fishing licenses – only a minority of Texans. However, 93% of Texans feel it is either very important (69%) or somewhat important (24%) that people have the opportunity to fish in Texas. Seventy-two percent of Texans feel it is either very important (45%) or somewhat important (27%) that people have the opportunity to hunt in Texas.

Furthermore, a strong majority of Texans support hunting and fishing. Ninety-three percent of Texans support legal, recreational fishing and 70% support legal hunting. The value of these traditional wildlife-related activities extends far beyond those purchasing licenses.

The support for hunting by a majority of Texans will be welcomed by Texas hunters. In the survey of Texas hunters, the top-rated hunting program priority for TPW was educating non-hunters about hunting. Hunters' priority for the education of non-hunters about hunting is most likely a result of Texas hunters assuming there is little support for hunting among the general population. This is only an assumption on why educating non-hunters about hunting is the top priority for Texas hunters, but the hunter focus group indicated concern regarding public support for hunting and its impact on the future of hunting in Texas. Special outreach efforts should be

made to publicize the public opinion survey results that show a strong majority of the Texas public supports hunting.

AWARENESS OF AND ATTITUDES TOWARD TEXAS PARKS AND WILDLIFE

- **Texas Parks and Wildlife has higher name recognition when compared to fish and wildlife/natural resource agencies in other states.**

A little more than a third (36%) of Texans can accurately name Texas Parks and Wildlife as the state agency responsible for managing and conserving natural and historical resources and providing outdoor recreation opportunities in Texas, when asked in an open-ended manner. The accurate identification of Texas Parks and Wildlife at 36% is high when compared to other states' residents' awareness of their state fish and wildlife/natural resource agency. In some states, less than 10% of the residents can accurately identify the state fish and wildlife agency by name, although in general, the ability to accurately identify the agency runs around 25%.

- **A majority of Texans know a little about Texas Parks and Wildlife.**

When Texas Parks and Wildlife is identified as the agency that is responsible for managing and conserving natural and historical resources and providing outdoor recreation opportunities in Texas, 9% of Texans stated they knew a great deal about TPW. Thirty-three percent stated they knew a moderate amount and 41% stated they knew a little. Sixteen percent said they knew nothing about the activities of Texas Parks and Wildlife.

- **Although less than a majority of Texans can accurately identify Texas Parks and Wildlife, most are satisfied with the TPW.**

Although less than a majority of Texans could accurately identify TPW and 41% stated they knew only a little about TPW, 59% of the respondents said they were either very satisfied (23%) or somewhat satisfied (36%) with Texas Parks and Wildlife. However, 34% stated they did not know enough to respond. Only 5% were dissatisfied.

- **Among constituent and stakeholder groups, awareness of and attitudes toward TPW are higher than the general population.**

Twenty five percent of freshwater anglers, 29% of saltwater anglers, 24% of hunters, 27% of boaters, and 24% of large landowners said they knew a great deal about TPW compared to 9% of the general population.

However, many constituent groups report knowing little to nothing about the activities of Texas Parks and Wildlife. For example, 34% of hunters said they knew a little or nothing about the activities of TPW while 60% of large landowners stated they knew a little to nothing about TPW's programs for landowners.

- **Constituent and stakeholder groups are satisfied with the TPW.**

Eighty six percent of freshwater anglers, 85% of saltwater anglers, 84% of hunters, 83% of boaters, and 71% of large landowners are satisfied with TPW as a governmental agency.

- **A majority of individuals from various constituent and stakeholder groups feel their wants and needs are being incorporated into the management of the state's natural and cultural resources and outdoor recreational policies.**

Seventy five percent of freshwater anglers and 76% of saltwater anglers felt the TPW does a good to excellent job incorporating their wants and needs into the management of the state's fisheries. Seventy-two percent of hunters and 71% of boaters feel TPW does a good to excellent job incorporating their wants and needs into the programs that affect them.

- **A majority of individuals from various constituent and stakeholder groups feel TPW is doing a good to excellent job providing opportunities for the outdoor recreation activities they participate in. Poor ratings are virtually non-existent.**

Seventy-five percent of freshwater anglers, 78% of saltwater anglers, 66% of hunters, and 66% of boaters feel TPW is doing a good to excellent job providing them outdoor recreation opportunities.

CONTACT WITH AND ATTITUDES TOWARD TPW GAME WARDENS

- **There are high levels of interaction between TPW Game Wardens and TPW constituents and stakeholders.**

Fifty percent of licensed freshwater anglers had some type of personal contact within the past 5 years with a TPW Game Warden while freshwater fishing. Sixty percent of saltwater anglers had contact with a TPW Game Warden while saltwater fishing. Forty-one percent of hunters had contact while hunting and 61% of boaters had contact while boating. Fifty-four percent of large landowners had contact with a Game Warden.

- **TPW constituents and stakeholders think very highly of TPW Game Wardens.**

Considering the enforcement nature of a Game Warden's duties, the job approval ratings of TPW Game Wardens is incredible. Ninety-two percent of freshwater anglers, 93% of saltwater anglers, 93% of hunters, 96% of boaters, and 97% of large landowners who came in contact with a Game Warden agreed the Warden was professional and courteous. Most of the agreement was strong agreement. For example, of the 97% of large landowners who agreed the Game Warden they came in contact with was professional and courteous, 90% strongly agreed.

- **A majority of TPW constituents and stakeholders feel the efforts of Game Wardens are effective in controlling illegal activities in Texas.**

Seventy-eight percent of licensed freshwater anglers and 81% of saltwater anglers agreed that the efforts of Game Wardens are effective in controlling illegal fishing in Texas. Seventy-nine percent of licensed hunters agreed that the efforts of Game Wardens are effective in controlling illegal hunting in Texas. Eighty-four percent of large landowners who had come in contact with a Game Warden within the past five years stated Game Wardens were effective in controlling illegal activities on their land.

PUBLIC PROGRAM PRIORITIES

- **Texans support the full-range of TPW programs, although to varying degrees.**

In the general population survey, the importance of 22 TPW activities was measured. Of the 22 activities presented, 18 were rated very important by more than half of the respondents. Every single program was rated as either very or somewhat important by more than half of all respondents. Not one of the activities presented was rated as unimportant by a majority of respondents.

The activity, “upkeep and maintenance at state parks” was considered very important by more respondents than any other activity. Eighty-four percent of respondents said this activity was very important for Texas Parks and Wildlife. Law enforcement programs, education programs, protecting threatened and endangered species, and managing and preserving places to enjoy and experience nature were also considered very important by a strong majority of Texans. The preservation of historic sites was a very important activity for 63% of Texans. Providing recreational shooting range opportunities, as well as hunting and boating opportunities, were very important to many Texans, but not a majority.

From an outdoor recreation management standpoint, it should be noted that the “passive” types of outdoor recreation were more important to more Texans than the “active” types of outdoor recreation. This is not to take away from the importance of shooting, hunting, boating, and fishing, as these were clearly very important to many Texans. However, it emphasizes the point that many Texans simply like to have open space available to them to enjoy and experience nature. When asked, “Do you think managing and preserving places to enjoy and experience nature is an important or unimportant activity for Texas Parks and Wildlife?” 70% of respondents stated this was very important and 25% said it was somewhat important. Texans also clearly value outdoor recreation opportunities close to urban and suburban areas. Sixty-one percent of respondents felt this was a very important activity and 29% stated this was a somewhat important activity. Perhaps surprisingly, there were no major regional differences for this question. Texans from all regions felt preserving outdoor recreation opportunities close to urban and suburban areas was an important activity for Texas Parks and Wildlife.

Following is the rank order of Texas Parks and Wildlife programs in terms of the percentage of respondents that rated the program as very important.

- Upkeep and maintenance at state parks (84%)
- Enforcing fishing, hunting and boating laws and regulations (81%)
- Providing hunter safety education (79%)
- Enforcing laws that protect fish and wildlife habitat (79%)

- Providing boating safety education (76%)
 - Protecting threatened and endangered species (71%)
 - Managing and preserving places to enjoy and experience nature (70%)
 - Providing wildlife and environmental education (69%)
 - Preservation and restoration of historic sites (63%)
 - Providing outdoor recreation opportunities close to urban and suburban areas (61%)
 - Providing wildlife viewing opportunities (60%)
 - Providing information on the availability of outdoor recreation (59%)
 - Reviewing and commenting on proposed developments to minimize effects of urbanization/industrial development on fish and wildlife habitats (59%)
 - Managing and providing outdoor recreation opportunities in state parks (56%)
 - Providing fishing opportunities (55%)
 - Acquiring additional land and water for fish and wildlife conservation (55%)
 - Providing technical assistance to landowners on managing wildlife on their properties (54%)
 - Managing and preserving lands for open space (52%)
 - Acquiring additional land for access to outdoor recreation (46%)
 - Providing boating opportunities (45%)
 - Providing hunting opportunities (36%)
 - Providing recreational shooting range opportunities (25%)
- **A majority of Texans are interested in more information about Texas' natural resources, historic sites and outdoor recreation.**

In the general population survey, 64% of Texans said they wanted more information about Texas' natural resources, historic sites and outdoor recreation opportunities. The top two ways Texans want this information is by direct mail (51% said this is the best way) and via the TPW website or the internet (24%). Increased programs to fulfill this interest are recommended. Based upon previous Responsive Management work, it is recommended that TPW analyze whether this need could be fulfilled through increased and enhanced distribution of materials already produced by TPW, increased production of new materials, or both.

Fifty-five percent of licensed *freshwater anglers* wanted more information on freshwater fishing opportunities. Top topic areas requested by freshwater anglers were where to fish, fishing regulations and clean water. Direct mail was by far the best way these freshwater anglers felt information could be provided to them on freshwater fishing.

Sixty-five percent of *saltwater anglers* wanted more information on saltwater fishing opportunities in Texas. The top topics most saltwater anglers wanted information on were where to fish, fishing regulations, fish biology and clean water. Saltwater anglers felt direct mail, magazines and the internet were the best ways to provide them with information.

Sixty-eight percent of licensed hunters wanted more information on hunting opportunities in Texas. The top topics hunters were interested in included where to hunt, hunting access, public hunting areas, hunting regulations, game management and private hunting areas. A majority of hunters felt direct mail was the best way for them to receive information.

Fifty-eight percent of boaters wanted more information on boating opportunities in Texas. The topics boaters wanted more information on included maps and charts, fishing,

boating safety, boating safety courses, boat ramps or boat ramp locators, wildlife and basic seamanship. Boaters felt direct mail was by far the best way for them to receive information.

Day park visitors and overnight park visitors are interested in receiving more information on numerous topics. More day park visitors are interested in information on state parks in general, camping, identifying wildlife, hiking, and ethical conduct in the outdoors. Overnight park visitors are interested in information on state parks in general, camping, identifying wildlife, hiking, and ethical conduct in the outdoors. Day and overnight park visitors felt direct mail and the internet were the two best ways for them to receive information. Eighty-one percent of overnight park users and 63% of day park users were aware that Texas Parks and Wildlife has a website with information about state parks. Of those who were aware of the site, 75% of overnight users and 62% of day park users had used the website.

FUNDING

- **Texans support increased funding for Texas Parks and Wildlife to fund additional natural and cultural resources and outdoor recreation programs.**

In the general population survey, 84% of Texans supported more TPW funding to enhance efforts for managing and conserving fish and wildlife populations. Eighty percent supported more TPW funding to preserve more historic sites; Seventy-seven percent supported more TPW funding to buy additional land for the conservation of natural resources and outdoor recreation use and 76% supported more TPW funding to provide additional access to outdoor recreation.

- **Although a majority of Texans support more TPW funding for enhanced natural and cultural resources and outdoor recreation programs, some funding mechanisms are acceptable to Texans to help pay for these programs while others are unacceptable.**

The following mechanisms were supported by a majority of Texans:

- Developers paying a fee to compensate the state for the negative impact on the environment. Eighty percent of respondents supported this funding mechanism.
- Developers paying a fee on each acre-foot of water that is used in a way that negatively impacts fish and wildlife. Seventy-four percent of respondents supported this funding mechanism.
- Unclaimed motorboat fuel tax refunds. Eighty-one percent of respondents supported this funding mechanism.
- TPW receiving a larger portion of revenue from sporting goods sales tax. Seventy-seven percent supported this proposed funding mechanism.
- Bonds that would be paid back from future revenue generated from TPW programs. Seventy-three percent supported this funding mechanism.
- Bonds that would be paid back over several years from the state's general revenue fund. Seventy-percent supported this funding mechanism.

- Back taxes on agricultural or open space land that is developed. Sixty-seven percent supported this funding mechanism.

Following are additional funding mechanisms that were acceptable to most Texans.

- A real estate transfer fee of \$1 - \$5, which would be paid whenever property changes hands. Sixty-five percent supported this funding mechanism.
- A small real estate tax paid when a parcel of agricultural or open space land is used for development purposes. Although 61% supported this proposed funding mechanism, 30% opposed it.

Other funding mechanisms had higher levels of opposition: Increasing state park entrance or campground fees; A sales tax on recreational vehicles; A flat tax paid when parcels of land are divided into tracts below a 10-acre minimum; A new resident motor vehicle fee charged to people moving into Texas; A 1/8 of 1% increase in the state general sales tax; A small water quality fee on water bills or a real estate transfer fee that would cost 1/10 of 1% of the sale price whenever real estate ownership changed.

- **Raising resident hunting license and/or fishing license should be carefully considered in light of the strong opposition to raising license fees.**

Almost half of licensed freshwater anglers (48%) and saltwater anglers (46%) opposed increasing fishing license fees as a way to increase funding for TPW. Forty-nine percent of hunters opposed increasing hunting license fees, with most of the opposition strong opposition. If fees must be raised, carefully developed outreach strategies should be developed well before an increase in fees is ultimately decided upon. Any fee increase should be affiliated with very specific purposes and directly benefit the user paying the increased fee.

- **Requiring canoes, kayaks and manually powered vessels to pay a fee to be registered in Texas is opposed by a strong majority of registered boaters.**

Sixty-eight percent of registered boaters opposed this proposal and most of the opposition was strong. Only 27% of boaters supported this proposal.

- **A potential source of additional revenue for TPW is increasing fishing license purchases among those who fish in Texas but do not buy fishing licenses.**

In the general population survey, 30% of Texans stated they had gone freshwater fishing more than once in the past twelve months while 17% of Texans stated they had gone saltwater fishing. Other studies indicate similar rates of fishing participation in Texas among the general population. These figures are dramatically larger than the actual number of fishing licenses sold in Texas each year.

The difference is probably due to casual participation in fishing among numerous Texans, those individuals participating very infrequently or very casually (or perhaps accompanying another angler) and therefore possibly feeling as though they do not need to purchase a fishing license. Although this topic needs to be investigated in further detail, the difference between

those reporting going fishing and those purchasing a fishing license is dramatic and may represent a significant source of revenue for TPW.

A starting place would be a study on this topic, followed by an outreach campaign targeting people who fish but do not buy a license and focusing on the importance of purchasing a fishing license in Texas. Supporting messages should include the fact that the money from fishing license sales goes directly to TPW to fund important fisheries management programs.

- **TPW should work toward raising awareness of and support for the Federal Aid in Sport Fish and Wildlife Restoration Programs.**

Although this study clearly indicated that a majority of Texans want to see increased TPW programs and support new sources of revenue to fund these programs, TPW must not forget to shore up support for their current funding mechanisms. It is recommended that TPW work toward increasing awareness of and support for current funding mechanisms, especially the Federal Aid in Sport Fish and Wildlife Restoration Programs. The survey of hunters and anglers revealed that there was little awareness of the Federal Aid in Sport Fish and Wildlife Restoration Program. For example, when asked in an open-ended manner, “Where do you think funding to enhance fishing opportunities comes from in Texas?” only 5% of the licensed freshwater anglers and 5% of saltwater anglers stated excise taxes. Only 5% of hunters stated excise taxes on hunting equipment when asked where funds to enhance hunting opportunities come from. Only 15% of boaters and 20% of saltwater anglers had ever heard of the Federal Aid in Sport Fish Restoration Program.

However, a majority of licensed hunters and licensed anglers supported these programs once the program was explained. For example, 71% of hunters supported the Federal Aid in Wildlife Restoration Program while only 9% opposed the program. Boaters were a little less supportive of the Federal Aid in Wildlife Restoration Program and may be an important target market for this outreach effort. Only 47% of boaters supported the Federal Aid in Sport Fish Restoration Program.

- **Positive messages are more effective than negative messages.**

The message testing conducted for this study in the general population survey indicated that positive messages regarding natural and cultural resources and outdoor recreation programs resonated better than negative messages or “scare” tactics. The two top messages that most Texans felt were reasons to enhance programs were 1) “It is important to protect Texas’ natural resources for future generations, like our children and grandchildren” and 2) “A clean environment protects Texans’ health.” The message that resonated least was the negative message, “Every two minutes, another acre of Texas farm and ranchland becomes a subdivision, a shopping mall or a road.”

- **Obtaining a fishing or hunting license is not a constraint to buying a license.**

Buying a fishing or hunting license in Texas is considered very easy or somewhat easy by most Texas anglers (95%) and most Texas hunters (92%).

TEXAS MARKETS

Although focus groups and surveys for this study revealed differences in specifics regarding Texans' attitudes, most Texans are similar in their broad support for natural and cultural resource and outdoor recreation programs. However, beyond this broad overarching similarity, many differences among different constituent groups were observed. Segmentation will be an important factor in planning specific TPW programs.

- **Hispanic Texans support natural and cultural resource management programs in Texas but are less aware of TPW.**

If current trends continue, Hispanics will outnumber Anglos in Texas by 2030. Overall, Hispanics showed very positive attitudes toward Texas' natural and cultural resources and outdoor recreation. Although the surveys of anglers showed lower rates of Hispanics holding fishing licenses, the general population survey revealed high rates of fishing participation among Hispanics. In terms of program priorities, there were no significant differences between Hispanics and non-Hispanics on many TPW program priorities. There were, however significant differences between Hispanics and non-Hispanics on the issues of enforcing fishing, hunting, and boating laws and providing boating education. In particular, Hispanics were significantly less supportive of the enforcement of hunting, fishing, and boating laws, and significantly more supportive of boater education activities than non-Hispanics.

Hispanics were significantly more supportive than non-Hispanics to support increased Texas Parks and Wildlife funding to provide additional access to outdoor recreation; preserve more historic sites; enhance efforts for managing and conserving fish and wildlife populations and buy additional land for conservation of natural resources and outdoor recreation use.

Hispanics were significantly more supportive than non-Hispanics of the following funding mechanisms: a 1/8 of 1% increase in the state general sales tax; real estate transfer fee that would cost 1/10 of 1% of the sale price whenever real estate ownership changes; and a small water quality fee on water bills.

Hispanics and non-Hispanics differed significantly on several outdoor recreation activities. In particular, Hispanics were less likely than non-Hispanics to have: gone hiking, to have watched wildlife within 1 mile of their home or participated in boating. Hispanics were more likely than non-Hispanics to have: gone biking, and to have been saltwater fishing.

A dramatic difference between Hispanic and non-Hispanic respondents was their ability to identify Texas Parks and Wildlife as the agency responsible for managing and conserving natural and historical resources and providing outdoor recreation in Texas. While 41% of non-Hispanics accurately identified Texas Parks and Wildlife, only 15% of Hispanics accurately identified Texas Parks and Wildlife. Hispanics were also less likely to feel they knew much about Texas Parks and Wildlife. However, Hispanics were almost as likely as non-Hispanics to be satisfied with Texas Parks and Wildlife.

- **Overall, African Americans participated less in many outdoor activities than whites but expressed an interest in many of Texas Parks and Wildlife's programs. They felt natural and cultural resource management and outdoor recreation were important.**

By 2030, it is estimated that 10% of the Texas population will be comprised of African Americans, down from the current 11% of the population. African Americans (25%) were significantly less likely than non-African Americans (44%) to be able to accurately identify Texas Parks and Wildlife as the agency responsible for managing and conserving natural and historical resources and providing outdoor recreation opportunities in Texas.

Overall, African Americans were supportive of increased Texas Parks and Wildlife funding to provide access to outdoor recreation opportunities, to preserve additional historic sites, to enhance efforts for managing and conserving fish and wildlife populations, and to buy additional land for the conservation of natural resources and outdoor recreation.

There were no significant differences between African Americans and non-African Americans in their opinions of the alternative funding mechanisms in all but two cases: bonds that would be paid back over several years from the state's general revenue fund, and unclaimed motorboat fuel tax refunds. In the case of the bonds, African Americans were significantly more supportive. In the case of the boat fuel tax, African Americans were significantly less supportive.

African American were less likely than non-African Americans to have participated in: hiking, watching wildlife within 1 mile of home, birdwatching, camping, boating, saltwater fishing, visiting historic sites and hunting.

African Americans felt particularly strong that access to outdoor recreation opportunities can help keep youth out of trouble. This sentiment was significantly different between African Americans and non-African Americans with the statement more highly rated among African Americans than among non-African Americans.

African Americans felt particularly strong that keeping Texas' natural resources in good health is important for tourism and the economy. This sentiment concerning tourism and the economy was significantly different between African Americans and non-African Americans with the statement more highly rated among African Americans than among non-African Americans.

- **In terms of overall attitudes toward natural and cultural resources and outdoor recreation, only minor differences between females and males were observed, though females were less likely to strongly support TPW programs for hunting, fishing and recreational shooting range programs.**

In terms of participation in outdoor recreation, women were *less* likely to have participated in: hiking, taking a trip for the primary purpose of watching wildlife, visiting a state park, going biking, going camping, going boating, going freshwater fishing, going saltwater fishing or going hunting. Women were *more* likely than men to have participated in birdwatching.

Females were significantly less likely than males to be able to accurately identify Texas Parks and Wildlife as the agency responsible for managing and conserving natural and historical resources and providing outdoor recreation opportunities in Texas.

Females and males supported the programs of Texas Parks and Wildlife and for many of the programs, no major differences were observed. However, females were significantly less likely than males to strongly support hunting, recreational shooting range opportunities and fishing programs.

ANGLERS AND FISHING IN TEXAS

- **Most Texas licensed anglers are white males who have lived in the State for more than 40 years.**

Although Texas licensed anglers come from a variety of backgrounds, 93% are male, 88% are white and 48% have lived in Texas for more than 40 years.

- **Texas freshwater and saltwater anglers expressed very high levels of satisfaction with almost all aspects of their fishing experiences in Texas.**

Almost all Texas freshwater and saltwater anglers were satisfied with their fishing in Texas in the past two years (83% and 88% respectively). They were satisfied with the current fishing regulations (92% and 78% respectively), the current fishing regulations for the species they most prefer to fish for (92% and 80% respectively) and agree fishing regulations are clear and easy to understand (82% and 91% respectively).

- **Access is a problem for some anglers.**

Almost half (47%) of freshwater anglers felt that freshwater shoreline access is only fair to poor while 45% felt the number and size of boat ramps where they fish is fair to poor. Thirty-eight percent of saltwater anglers felt the number and size of boat ramps where they saltwater fish were fair to poor and 32% felt saltwater shoreline access in Texas was fair to poor.

- **Almost half (41%) of Texas licensed anglers who fish primarily in saltwater felt that in the last five years, the quality of saltwater fishing in Texas had improved.**

The management of Texas' saltwater fisheries over the past five years has paid off and many Texas anglers have benefited from the results first-hand. This saltwater fishing success story can and should be utilized in communications and outreach efforts to show that TPW is results oriented and that management and good stewardship can result in positive and tangible benefits for Texans. This message would resonate especially well among Texans if the saltwater fisheries management efforts has resulted in cleaner water as well as improved fishing.

- **Most Texas anglers fish for the sport, for relaxation and for the fun of the catch.**

While 27% of freshwater anglers fish for the sport and 24% for relaxation, only 3% fish to catch large fish while 11% fish for the food. Among saltwater anglers, the top reason for fishing was for the sport (31%), for relaxation (21%) for food (16%) and for the fun of the catch (15%). Two percent of saltwater anglers fished for the primary purpose of catching large fish.

- **Jet skiers are interfering with many freshwater anglers and are taking away from their fishing enjoyment.**

Twenty-five percent of freshwater anglers reported problems with jet skiers. Only ten percent of saltwater anglers experienced interference from jet skiers.

- **Largemouth bass is the species of choice for most Texas anglers, followed by catfish, crappie and bass (hybrid/striped). Satisfaction levels for specific freshwater species were high.**

Satisfaction levels were high among freshwater anglers who fished for their species of choice. For example, 91% of catfish anglers were satisfied, 79% of largemouth bass were satisfied and 70% of crappie anglers were satisfied. Dissatisfaction levels for specific species were very low.

- **Spotted seatrout and red drum are the species of choice for most saltwater anglers. Satisfaction levels for specific saltwater species were high.**

Satisfaction levels were high among saltwater anglers who fished for the species they fish for most often. For example, 82% of spotted seatrout anglers were satisfied and 88% of red drum anglers were satisfied with fishing for these species.

- **Priority freshwater fisheries programs for freshwater anglers included: improving water quality, teaching fishing skills to kids, acquiring more public areas to increase fishing opportunities and efforts to stock fish in the freshwaters of Texas. These activities were program areas where Texas anglers felt much more time and money should be spent.**

Access issues were also among the more important program priorities among freshwater anglers.

- **The two top TPW program priority areas for saltwater anglers were teaching fishing skills to kids and improving water quality.**

HUNTERS AND HUNTING IN TEXAS

- **Most Texas hunters are white males who have lived in the State for more than 40 years.**

Although Texas licensed hunters come from a variety of backgrounds, 93% are male, 88% are white and 49% have lived in Texas for more than 40 years.

- **Texas hunters expressed very high levels of satisfaction with almost all aspects of their hunting experiences in Texas.**

Almost all Texas hunters were satisfied with their hunting in Texas over the past two years (90%). They were satisfied with the current hunting regulations (90%) and agreed hunting regulations are clear and easy to understand (87%).

- **Access is a problem for some hunters.**

Thirty-seven percent of hunters felt access to *public* hunting lands was fair to poor while 43% felt access to *private* hunting lands is fair to poor. Thirty-two percent felt that access to private hunting lands has gotten worse.

- **Almost half (41%) of Texas hunters felt that in the last five years, the quality of hunting in Texas had improved.**

While 17% of Texas hunters felt that in the last five years the quality of hunting had declined, 41% felt it had improved. Wildlife management efforts by TPW have paid off and many of the hunters throughout Texas have benefited.

- **Most Texas hunters hunt for the sport and recreation, to be with friends and family and for the meat.**

Thirty-one percent of Texas hunters hunt primarily for the sport and recreation while 27% hunt to be with friends and family. Seventeen percent hunt for the meat. Only three percent hunt for the primary reason of wildlife population control/conservation purposes.

- **Most Texas hunters had not experienced any interference while taking hunting trips in Texas during the past two years.**

Eighty-eight percent of hunters reported they did not experience any interference by others while hunting. Eight percent reported interference from other hunters. There were no other groups that caused any substantial amount of interference to hunters.

- **White-tailed deer, dove (mourning and white-winged) and quail are the species of choice for most Texas hunters. Satisfaction levels were high for white-tailed deer and dove, however, quail hunters indicated higher levels of dissatisfaction.**

Seventy-seven percent of hunters reported white-tailed deer as one of their top two species they hunted for most during the past two years, followed by mourning dove/white-winged dove (38%) and quail (11%), feral hogs (9%) and ducks (7%). Satisfaction levels were high among hunters hunting for white-tailed deer and doves. Eighty-three percent of white-tailed deer hunters were satisfied with their hunting and 84% of mourning or white-winged dove hunters were satisfied with their dove hunting. However, some problems were detected with quail hunting. Although 55% of quail hunters were satisfied with their quail hunting, 44% were dissatisfied. TPW should investigate further this high level of dissatisfaction among quail hunters and determine the factors to increase satisfaction levels on par with white-tailed deer and dove hunting.

- **For a majority of Texas hunters, either nothing (46%) or not having enough time (25%) takes away from their hunting satisfaction.**

TPW should recognize that for the majority of hunters – as well as most other outdoor recreationists – “constraints” to participation are in almost all cases social/psychological in nature and not physical/structural or resource-based in nature.

- **More Texas hunters felt much more effort should be placed on educating non-hunters about hunting than any of the other 22 programmatic areas presented.**

In the outdoor recreation survey, 70% of Texas residents supported hunting. TPW should consider outreach programs informing Texas hunters that a majority of Texas residents support and value hunting and an additional outreach campaign focusing on publicizing this fact to Texans.

BOATERS AND BOATING IN TEXAS

- **Most Texas registered boaters are white males who have lived in the State for more than 40 years.**

Although Texas licensed boaters come from a variety of backgrounds, 94% are male, 89% are white and 52% have lived in Texas for more than 40 years.

- **Most registered boaters in Texas boat with motorboats 16 – 25 feet in length with no toilet facilities.**
- **Texas boaters expressed very high levels of satisfaction with all aspects of their boating experiences in Texas.**

Almost all Texas boaters were satisfied with their boating in Texas over the past two years (92%). They were satisfied with the current boating regulations (87%) and agreed boating regulations are clear and easy to understand (90%).

- **Thirty percent of boaters felt that in the last five years, the quality of boating in Texas has declined.**

Unlike hunters and saltwater anglers where more than 40% felt their activity had improved, a high percentage of boaters felt that the overall quality of boating in Texas had declined. TPW should consider investigating the reasons for this high percentage of boaters who feel boating quality has declined. Boaters in the Hill Country were more likely to feel the quality of boating had declined (55%). The high percentage of boaters feeling boating quality has declined is especially salient given the successes in the improvement of hunting and saltwater fishing quality in Texas in the past five years.

- **Fishing is an important recreation activity among boaters.**

Sixty-seven percent of boaters reported their most popular activity while boating was fishing (67%). Water skiing (11%) was the next highest outdoor recreation participation activity boaters participated in most while boating.

- **Most boaters feel boating is safe, although a substantial number felt boating was dangerous on Texas' waters.**

Alcohol and reckless/careless operation are by far the two main reasons boaters feel are the cause of boating accidents.

- **A majority of boaters do not feel any facilities need to be built or improved at the area they boat most often, however a small percentage of boaters did feel improvements were necessary.**

Although 56% of boaters said they did not feel any facilities need to be built or improved, 21% of boaters wanted to see launch ramps built or improved in the area they boat most often, followed by docks (12%), restrooms (11%) and parking areas (7%).

- **Most Texas boaters feel the process of registering their boat in Texas is good to excellent.**

Thirty-six percent of boaters described the process of registering their boat in Texas as excellent and 44% described it as good. Only 7% said it was poor.

- **Controlling boaters operating under the influence of alcohol and drugs and controlling reckless and irresponsible boating behavior are the two top TPW program priorities among boaters.**

Over and above TPW programs such as increasing boating access on rivers and streams, building more public boat ramps and rebuilding and maintaining existing boat ramps, boaters want much more TPW effort spent on issues related to boat operator behavior. The top priority is controlling boaters who are operating boats under the influence of alcohol or drugs while the second program priority is controlling operational violations, including reckless and irresponsible boating behavior.

- **Although safety is an important issue to Texas boaters, it appears that many boaters feel it is "the other person's" responsibility.**

Safety is important to Texas boaters. However, as with many public safety issues, safety is often perceived as someone else's responsibility. For example, only 12% of registered boaters possess a Texas Parks and Wildlife Boater Education Certification Card. Among the boaters who do not possess a Card, 50% felt they personally did not need to take a boating safety course.

- **Personal water craft (jet skis) is a safety concern for numerous boaters.**

Following reckless/careless operators and alcohol/drug use as safety concerns were concerns over safety issues regarding personal watercraft. Additionally, 38% of boaters reported that interference from jet skiers took away from their enjoyment while boating. The high interference resulting from jet skiers taking away satisfaction from boaters was by far the biggest user-group conflict observed in the entire study. TPW should consider developing strategies to minimize conflicts between boaters (and freshwater anglers) and jet skiers.

- **Relaxation, fishing, being with friends and family, being close to nature and boating for the sport are all important reasons Texas boaters go boating in Texas.**

PARK USERS

Day Park Users

- **Day park users are very satisfied with their Texas State park experiences. They feel the quality of Texas state parks has remained the same or improved in the last five years. Day park users rate the conditions of the park's facilities, overall upkeep and check-in speed at the state park they last visited as good to excellent.**

Eighty-five percent of day park visitors stated they were very satisfied with their experiences while taking day trips in Texas State parks over the past two years. Only 2% stated they were dissatisfied.

- **An extensive review of 13 various park facilities and resources revealed that most day park visitors feel the full range of state park facilities are good to excellent.**

No more than 7% of day park users rated any of the park facilities or resources as poor while for several facilities and park resources upwards of 25% of day park users rated the facilities as excellent.

- **Day park users are divided on whether or not they would like to see more restaurants in state parks, though a clear majority does not want to see more hotel accommodations at state parks.**
- **Park staff were given very high ratings on numerous parameters by day park users.**

A strong majority of day park users rate the quality of the state park staff as excellent to good, very knowledgeable, courteous and friendly in providing adequate information about the park's facilities and services. Poor ratings for any of these categories were virtually non-existent.

- **Day park visitors participated in numerous activities while in Texas State parks.**

The primary activities day park visitors participated in included hiking (25%), fishing (21%), camping (14%), attending a group gathering (12%), swimming in natural waters (11%),

wildlife viewing (9%), boating (5%), beach/recreational/leisure (5%), nature viewing (4%) and historic site visitation. Less than 2% reported mountain biking, biking, visiting a nature center, canoeing or kayaking, rock climbing, jet skiing, hunting or target shooting.

- **Day park visitors feel the overall value of spending a day at a Texas State park is a very good to good value, and that overall per-person daily admission fees to Texas State Parks are about the right amount.**

While 75% of day park users felt per-person daily admission fees were about the right amount, 6% felt they were too low. Fourteen percent felt they were too high.

- **Day park users are diverse, visiting state parks for a variety of reasons.**

There was a wide-range of primary reasons people visit state parks including to fish (17%), for relaxation (16%), to get away from it all (15%), to enjoy nature (14%), to sightsee (13%), to be with friends and family (13%), to camp (13%) and to hike (11%). All other activities had ratings of less than ten percent.

- **Almost no day park users are experiencing interference by others that took away from their enjoyment while at a Texas State park.**

Eighty-eight percent of day park users said they did not experience any interference from others that took away from their enjoyment of the park.

- **Only 5% of day park visitors mentioned crowding and 3% said there were not enough parks close enough to them when asked if there was anything that took away from their satisfaction while visiting a state park. Sixty-nine percent said nothing took away from their experiences.**
- **Day park visitors felt many recreation opportunities and park programs were very important. Overall, park natural resource protection, upkeep of parks and human safety programs tended to be rated very important by more day park visitors over other programs. Natural resource protection and safety issues were followed by more traditional state park uses such as wildlife viewing, camping, hiking, visiting nature centers, fishing, swimming in natural waters and large group gatherings. Of least priority for most day park users were more non-traditional uses such as golfing, extreme sports and off-road vehicle use.**

Overnight Park Users

- **Overnight park users are very satisfied with their overnight Texas State park experiences. They feel the quality of Texas state parks has remained the same or improved in the last five years. They rate the overall conditions of the park's facilities and overall upkeep of the state park they last visited for overnight use as good to excellent. Poor ratings were virtually non-existent.**

Eighty-four percent of overnight park visitors stated they were very satisfied with their experiences while taking overnight trips in Texas State parks over the past two years. Only 2% stated they were dissatisfied. Forty-two percent felt that the quality of Texas State parks had remained the same over the last five years. Thirty-one percent stated the quality had improved in the last five years.

- **Overnight park users that camped and overnight users that stayed in a cabin/inn/hotel rated the quality of their respective accommodations as good to excellent. Ninety-three percent said everything concerning their reservation was correct when they arrived.**
- **An extensive review of 13 various park facilities and resources revealed that most overnight park visitors feel that state park facilities and resources are good to excellent.**

No more than 6% of overnight park users rated any of the park facilities or resources as poor while for several facilities and park resources, excellent ratings ranged upwards of 25%.

- **A majority of overnight state park visitors do not want to see more restaurants or more hotel accommodations at Texas state parks.**

Sixty-three percent of overnight park users did not want to see more restaurants provided at state parks while 77% did not want to see more hotel accommodations provided at Texas state parks.

- **Park staff were given very high ratings on numerous parameters by overnight park visitors.**

A strong majority of overnight users rated the quality of the state park staff as excellent to good, very knowledgeable, courteous and friendly in providing adequate information about the park's facilities and services. Poor ratings for any of these categories were virtually non-existent.

- **Overnight park visitors participated in numerous activities while in Texas state parks.**

The primary activities overnight park visitors participated in included camping (41%), hiking (30%), fishing (17%) and swimming in natural waters (11%).

- **Overnight state park visitors feel the overall value of spending a night at a Texas state park is a very good to good value, and that facility use fees to stay overnight in a Texas state park are about the right amount.**

Eighty-two percent of overnight park users felt facility use fees to stay overnight in a Texas state park are about the right amount while 13% felt they were too high.

- **Very few overnight park users are experiencing interference by others that took away from their enjoyment while at a Texas State park.**

Eighty-two percent of overnight park users said they did not experience any interference from others that took away from their enjoyment of the park.

- **Overnight park visitors felt many recreation opportunities and park programs were very important. Overall, maintenance and park natural resource protection, safety programs, camping, enforcement, hiking and wildlife viewing tended to be rated very important by more overnight park users than other programs. Of least priority for most overnight park users were extreme sports, swimming in natural waters, off road vehicle use and golfing.**

Day and Overnight Park Visitors

- **Day and overnight park visitors strongly support limiting public access in certain areas in Texas State parks to protect sensitive habitats and wildlife. They strongly agree that state park regulations are enforced fairly and feel very safe in Texas State parks.**
- **A majority of day and overnight park users have visited a state park in a state other than Texas. Those who had visited state parks in another state felt that Texas State parks were either about the same or better compared to state parks in other states. Very few felt Texas State parks were worse.**
- **A majority of day and overnight park visitors disagree that hunting should be allowed at Texas state parks as a recreational opportunity. However, a majority agreed that deer hunting should be allowed at Texas State parks that have too many deer which are damaging the park's resources.**

PARTICIPATION IN AND LATENT DEMAND FOR OUTDOOR RECREATION IN TEXAS

- **Texans participate in a variety of cultural and outdoor recreation activities.**

Participation in twelve cultural and outdoor recreation activities was measured by asking Texans in the general population survey whether or not they had participated in each activity more than once in the past twelve months.

Among the activities presented, visiting a historic site was the most popular, with 49% of Texans stating they had visited a historic site more than once in the past twelve months. Visiting a historic site was followed in popularity by taking a special interest in wildlife around the home, such as closely observing, photographing, feeding, or trying to identify wildlife. Forty-four percent participated in this activity. Thirty-seven percent participated in bird watching. Forty-three percent of Texans visited a Texas state park. Thirty percent of Texans participated in each

of four of the activities presented, including camping, boating, taking a trip at least 1 mile from home for the primary purpose of closely observing, photographing, feeding or trying to identify wildlife, and freshwater fishing. Twenty-eight percent participated in bicycling, 22% in hiking, and 17% in saltwater fishing. Sixteen percent went hunting at least once in the past two years.

Supplemental information on additional outdoor recreation activities was collected in a separate survey of outdoor recreationists. Because of differences in question wording, participation rates between the two surveys are not directly comparable. However, in the study of outdoor recreationists, the following percentages participated in each activity at least once in the past twelve months. Viewing or enjoying wildlife around home (56%), picnicking (45%), visiting a historical site (41%), swimming in natural waters (39%), freshwater or saltwater fishing (38%), visiting a park or natural area within a mile of home (35%), taking a trip to view wildlife (34%), visiting a Texas state park (33%), ball sports (30%), boating (30%), camping (27%), visiting a nature center (25%), biking (20%), hiking (19%), hunting (16%), target or sport shooting (14%), jet skiing (12%), canoeing or kayaking (6%), mountain biking (5%), rock climbing (5%) and sailing (4%).

- **Texans participating in various outdoor recreational activities are satisfied with their experiences. Few outdoor recreationists are dissatisfied.**

In the outdoor recreation survey, satisfaction levels among avid participants – those choosing the activity as one of their top two outdoor recreational activities -- were high for most activities, while dissatisfaction levels were low. However, due to few participants participating in some activities, caution should be taken when interpreting the results of activities with few participants.

Target shooters, bikers, rock climbers and mountain bikers had the fewest “very satisfied” participants, although caution should be used in interpreting the results because of the small number of recreationists choosing these activities as one of their two top activities. Although the total number of Texans participating in these activities is small, it does appear these activities should be considered as recreation activities that may warrant an assessment of available opportunities.

Overall, however, the challenge for TPW is to maintain the overall high levels of outdoor recreation satisfactions in the face of rapid human population growth and development and urbanization in Texas.

- **Most participants who picked an activity as one of their top two activities they participated in most felt the State of Texas was doing a good to excellent job in providing them opportunities to participate in their activity. Very few participants felt the State was doing a poor job providing them opportunities to participate.**
- **Most participants who picked an activity as one of their top two activities they participated in most felt that the quality of their activity of choice had either remained the same or improved in the last five years. Only a small minority of participants felt the quality of their activity of choice had declined over the past five years.**

- **“Passive” and “non-consumptive” types of recreational activities are important to Texans and TPW should expand their involvement in and management for “passive and non-consumptive” activities.**

Passive types of recreation such as quietly enjoying and experiencing nature in natural areas and enjoying wildlife and feeding birds around one’s home are legitimate recreational pursuits. A strong majority of Texans feel that it is very important that natural areas exist for enjoying and experiencing nature and that they have the opportunity to view wildlife. Almost twice as many Texans leave their house more than once each year for the primary purpose of closely observing, photographing, feeding or trying to identify wildlife than leave their home to hunt in a two-year period. More Texans go bird watching than go freshwater fishing.

Currently, only a small fraction of TPW programs are oriented toward these types of activities and TPW should consider greatly enlarging programs in these areas.

This is not a recommendation to *shift* the focus of TPW outdoor recreation programs, but rather to *expand* the focus of TPW programs to be more inclusive of passive and non-consumptive types of outdoor recreational pursuits. When developing programs for passive/non-consumptive activities, it should be recognized that although many Texans participate in these activities, participation is diffuse and building an active constituency will be much more difficult than building a constituency within hunting and fishing. For example, while 34% of Texans took at least one trip or outing for the primary purpose of viewing wildlife, only 3% stated this activity was one of their top two activities they participated in during the past year. For comparative purposes, 38% of Texans stated they had gone fishing (either saltwater or freshwater) at least once in the past year and 25% stated it was one of their top two activities they participated in most over the last year.

- **TPW should manage for “passive” and “non-consumptive” types of outdoor recreation just as they manage hunting, fishing and boating activities.**

Quality hunting, fishing and boating opportunities exist in Texas because they are managed by TPW. Through proper management and the development of regulations, these programs protect the natural resources upon which these activities depend. TPW should consider expanding current management programs for hunting, fishing and boating to include additional programs that manage “passive” and “non-consumptive” types of outdoor recreation.

As wildlife viewing and other forms of “non-consumptive” types of outdoor recreation continue to grow in popularity, satisfaction levels can be maintained and the resource base protected if TPW develops management programs for these “non-consumptive” activities, just as is done for hunting, fishing and boating.

Management programs focusing on “non-consumptive” recreation should focus on both assisting recreationists better enjoy their outdoor recreation activity of choice and focus attention on resource protection issues. For example, non-consumptive recreation is not always non-consumptive. Wildlife viewers can trample important habitat or endanger animals. Specific guidelines for wildlife viewing etiquette could be an example of how TPW works to manage wildlife viewing for the protection of both the wildlife viewer and Texas’ wildlife.

- **Participation in very “active” outdoor recreation activities, sometimes commonly referred to as “extreme sports” is very limited. The percentage of Texans that**

participate in these activities as one of their top two activities is even more limited. TPW should actively manage these activities as well, however it should be recognized that these activities have an extremely small participant base. However, because of the highly specialized nature of these activities, these groups represent a major opportunity for constituency building.

In the survey of outdoor recreationists, 5% of Texans reported having gone mountain biking in the past year, with 1% of Texans reporting it was one of their top two outdoor recreation activities they participated in most in the past year. Rock climbing followed the same path: 5% reported participating while 1% chose it as one of their top two activities they participated in most during the past year. Six percent of Texans reported going canoeing or kayaking while only 1% reported it was one of their top two activities they participated in most. While 12% reported going jet skiing, only 2% reported as it one of their top two activities. Fourteen percent of Texans went target/sport shooting while only 2% reported this as one of their top two activities.

Although involvement among many of these highly specialized activities is low, there is a major opportunity for constituency building among these groups. The very fact that there are few individuals and their activities and needs are so specialized, makes them easily targeted for building an active constituent group just as has been done with hunters and anglers.

- **The overriding constraints to outdoor recreation participation among Texans are social/psychological/personal constraints. There is little evidence that constraints related to facilities, lack of available opportunities, land-based, resource-related, or that opportunities are too far away are major factors affecting participation for active participants or to any degree for non-participants interested in participating in various outdoor recreation activities.**

When Texans who participate in an outdoor recreational activity are asked why they do not participate in that activity more often, the most common reply, by far, is that nothing takes away. This was the number one response for participants of every one of the 24 outdoor recreation activities investigated. For example, 75% of target shooters said nothing takes away from their shooting satisfaction. Seventy-one percent of wildlife viewing trip takers stated that nothing takes away. This was also the number one response in the in-depth surveys of licensed hunters, anglers and boaters.

This constraint, in almost all cases, was followed by the participant not having enough time to go (either work or family related)(the weather did appear as a secondary constraint). When resource/facility issues did appear, the numbers were small, almost always under 10%.

The same pattern generally held for people interested in, but not participating in, an outdoor recreation activity. That is, the major constraints were social/psychological/personal constraints. Again, there was little evidence that constraints related to facilities, lack of available opportunities, land-based, resource-related, or that opportunities were too far away were major constraints to non-participants who expressed an interest in participating in an activity.

Rarely, do “resource-related” constraints such as not enough fish, not enough places to rock climb or not enough game to hunt emerge in any type of large numbers as an overriding constraint. Overall, for most activities, the constraints are social or psychological in nature and not resource-related or TPW (regulations, etc.) in nature. This does not mean that there is not a

need for adequate public places to participate in these activities, especially in light of Texas' skyrocketing population growth or that there is no need to have healthy populations of fish and wildlife. However, there was little evidence suggesting that lack of facilities, inadequate facilities or lack of natural resources or land to participate in their activity of choice was a major constraint, or even a minor constraint, in most cases.

Efforts should be made to better understand these social and psychological constraints and how to manage for these types of constraints. Although these social/psychological constraints are more difficult to understand and manage, they are of primary importance in maintaining and enhancing satisfaction and participation levels; they are the heart of the "constraint" paradigm. They are easy to ignore because they are difficult to approach and manage and can easily be ignored because they appear to fall outside of the control of the wildlife agency. However, focusing on resource or structural constraints simply because they are more easily perceived, managed or are directly within the control of the agency does not mean the most important constraints to outdoor recreation in Texas are being addressed.

- **TPW should manage for the intangible as well as tangible benefits of outdoor recreation.**

The fish, the deer, the warbler and the cliff are all important aspects of the fishing, hunting, wildlife viewing or rock climbing experience, and an important ingredient to participation. TPW manages for these benefits well through their fish, wildlife and land management programs. However, Texans participating in various outdoor recreation activities also participate in outdoor activities for social and psychological benefits as well, such as for relaxation, to be with friends and family and naturalistic values. For example, more Texas hunters hunt for the primary reason of being with friends and family than hunt for the primary purpose of obtaining meat for the table.

- **Although forecasting future demand for outdoor recreation is impossible, there is a wide-range of interest in different types of outdoor recreation activities among people who do not currently participate. The top two activities non-participants are very interested in participating in are visiting state parks and visiting a park or natural area within 1 mile of home.**

When Texans who are not currently participating in a particular activity are asked if they are interested, Texans show a range of interest levels in outdoor recreation. Following in rank order are the activities and percentage of Texans currently very interested in but *not* participating in an outdoor recreation activity:

- Visiting state parks (37%)
- Visiting a park or natural area within a mile of home (33%)
- Visiting historic sites (28%)
- Picnicking (27%)
- Visiting a nature center (26%)
- Taking a trip to view wildlife (24%)
- Viewing or enjoying wildlife around home (22%)
- Camping (21%)
- Boating (motorboat)(20%)

- Freshwater fishing (17%)
- Canoeing or kayaking (14%)
- Saltwater fishing (14%)
- Sailing (13%)
- Hiking (13%)
- Swimming in natural waters (12%)
- Jet skiing (12%)
- Biking (11%)
- Target or sport shooting (10%)
- Ball sports (10%)
- Mountain biking (9%)
- Hunting (9%)
- Rock climbing (6%)

LARGE LANDOWNERS

- **Large landowners, those individuals owning more than 640 acres in Texas are small in number, but large in influence in land use decisions in Texas.**

In the survey of large landowners for this study, tax records of numerous counties were examined to identify those who owned more than 640 acres of land. In many counties, only a very small percentage of individuals owned large amounts of land. Of all the groups studied for this project, large landowners seem to be the one group that could be targeted directly as individuals as opposed to members of a group. Clearly the development of one-on-one relationships is possible and of major importance given the vast amounts of land so few Texans control.

- **Ranching is by far the most important use of large tracts of land in Texas although hunting and providing fish and wildlife habitat are also very important to a majority of large landowners.**

Ranching was considered as a very important land use for 72% of the large landowners interviewed. Hunting and providing fish and wildlife habitat were considered very important for a majority of these large landowners at 55% and 52% respectively. Farming (30%), wildlife viewing (29%) and fishing (15%) were considered very important by a minority of large landowners.

- **Hunting was allowed on 78% of the large tracts of land studied.**

Fifty-three percent of the landowners that allowed hunting charged a fee for hunting during the past year. Thirty-seven percent allowed fishing, with 13% of those allowing fishing charging a fee for fishing. Thirty percent allowed camping with 18% of those allowing camping charging a fee for camping. Twenty-nine percent allowed hiking, wildlife viewing or nature study, with 6% of these activities charging a fee. Seven percent allowed canoe or river access, with 2% of those allowing river access charging a fee. It should be noted that many landowners

did not have fishing, canoe or river access, decreasing the percentage of large landowners who allowed these activities on their land. For example, 36% of landowners stated there was no opportunity to fish on their land while 56% did not have any opportunities for canoe or river access.

- **A majority of large landowners in Texas have major concerns about allowing access to their land for outdoor recreation in general, and hunting in particular. Most large landowners are not aware that the State of Texas provides liability protection for landowners that allow outdoor recreation use on their property.**

Sixty-seven percent of landowners stated they had a major concern over legal liability when considering allowing access to their land for outdoor recreation while 66% expressed major concerns over legal liability when considering allowing access to their land for hunting. Less, but large numbers of landowners expressed major concerns over legal liability when considering allowing access to their land for camping (43%), hiking, viewing wildlife or studying nature (40%), fishing (29%), and river or canoe access (24%).

Only 20% of large landowners were aware that the State of Texas provides liability protection for landowners that allow outdoor recreation use on their property; 79% stated they were not aware.

In a separate but related question, 39% of large landowners agreed that if they did not have to worry about legal liability, they would be more likely to open up their land for more outdoor recreation opportunity for others (55% disagreed).

Clearly an outreach campaign to large landowners is necessary to communicate the liability protection provided by the State.

- **Forty-six percent of large landowners said they would be very likely to open up their land for more wildlife and habitat conservation if they could receive significant tax breaks or cash payments. Thirty-six percent would be very likely to open up their land for more outdoor recreation opportunities if they could receive significant tax breaks or cash payments.**
- **Forty-four percent of large Texas landowners had problems such as nuisance animals or animal damage within the last two years.**

Feral hogs and coyotes were the two species most responsible for these problems. Livestock and agricultural damage were the two kinds of problems most frequently reported.

- **Wildlife is important to large Texas landowners. Positive opinions were by far the most prevalent, with negativistic, utilitarian and neutral opinions being held by only a minority of landowners.**

When large Texas landowners were presented four statements about their feelings toward wildlife, it was clear that for a strong majority of large landowners, wildlife was important. Landowners were asked to pick one of four statements that best described their feelings toward wildlife. Seventy-eight percent chose "I enjoy seeing and having wildlife around." Fourteen

percent chose “I enjoy some wildlife, but worry about problems they cause” and 1% chose “I generally regard wildlife as a nuisance.” Four percent chose “I have no particular feelings about wildlife.”

- **A majority of large landowners in Texas (64%) are not interested in opening up their land to provide more outdoor recreational opportunities for others.**

Eleven percent, however, were very interested and 22% were somewhat interested in opening up their land to provide more outdoor recreational opportunities for others.

- **A majority of large landowners in Texas (60%) are interested in doing more on their property for wildlife conservation and habitat protection.**

Thirty percent were very interested, 30% were somewhat interested while 34% were not at all interested.

- **More large landowners are very interested in generating revenue from their land for hunting rather than from other outdoor recreation activities.**

Thirty three percent of landowners were very interested in generating revenue from their land from hunting compared to 11% who were very interested in generating revenue from hiking, wildlife viewing and nature study, 9% from fishing, 8% from camping and 3% from canoe or river access.

- **Large landowners are most interested in TPW Programs that assist landowners in protecting the quality and quantity of water on their land and least interested in encouraging them to provide access for outdoor recreation activities.**

Sixty-six percent of landowners felt that TPW Programs that assist landowners in protecting the quality and quantity of water on their land were very important while 6% felt TPW Programs that encourage private landowners to open their land for camping were very important, 8% for programs to encourage canoe and river access and 10% for fishing access. Following programs for water quality and quantity protection, landowners placed a high priority on programs that teach landowners how to manage wildlife through such practices as prescribed burning and rotational grazing, addressing landowner liability for recreational use, the Private Lands Advisory Board and assisting landowners in developing wildlife management plans.

Although much of the demarcation in program priorities may have been subject matter oriented, another clear pattern is the clear distinction between programs that benefited the landowner and programs that benefited others through opening resources and access that landowners possess.

CONCLUSION

Texas Parks and Wildlife is in an enviable but challenging position at the beginning of the new millennium. On one hand, TPW finds its mission and programs supported by the vast majority of Texans. Overall, Texans care deeply about the state's natural and cultural resources as well as the outdoor recreation opportunities the Texas landscape provides. However, TPW faces major resource management challenges resulting from skyrocketing human population growth. These challenges include loss and fragmentation of habitat, degradation and increased competition for limited water resources and increases in total numbers of outdoor recreationists due to an ever-increasing number of Texans.

Texans as a whole support natural and cultural resource management and protection and outdoor recreation programs in Texas and support increased TPW funding toward these ends. They will accept some funding mechanisms but will wholeheartedly reject other funding mechanisms. Funding mechanisms should not be seen simply for the revenue they produce but also for the bond it creates between TPW and the constituent group affected. The best examples of this bond are between TPW and hunters and anglers through hunting and fishing license fees.

Outreach efforts highlighting the benefits of current funding mechanisms should also be developed. In these outreach efforts, TPW should stress the many accomplishments that have been made through past programs. Texans support TPW but they are skeptical about "government" and increased "fees" or "taxes" in general. Overall, however, the results of this in-depth study on Texans' attitudes toward natural and cultural resources and outdoor recreation indicate that Texans are very concerned about the state's natural and cultural resources and want something done about it.

Perhaps internationally famed pollster Lou Harris summed it up best in a paper presented at the 50th North American Wildlife and Natural Resources Conference. Mr. Harris stated that his experience with polling on natural resource and environmental matters "has almost a strange and eerie experience over the past several years" because on many other issues, public opinion tends to swing back and forth. However, on natural resource and environmental issues, the public has been shifting in only one direction. Mr. Harris concluded his paper, stating: "Basically, what people are asking and pleading and demanding out there is that there be a new wave of commitment by those who purport to speak for the people, who speak the words that they care about the quality of the human experience. The challenge is to the leadership to catch up with the governed. To catch up now, not later, before it is too late."

Every legitimate scientific study on public opinion on natural resources in Texas has come to this same conclusion. Furthermore, these studies show that this strong support for natural and cultural resource management and outdoor recreation cuts across political, geographic, gender, income, age and racial boundaries. Although Texans may vary on specific program preferences and participation in outdoor recreation activities, the overriding conclusion of this study is that Texans support programs that will manage and protect the State's unique natural and cultural resources and outdoor recreation opportunities. Most Texans do not want to be called "environmentalists" because they have a negative view of that word; but Texans care deeply about the state's environment and natural and cultural resources and their protection. It is highly recommended that TPW embark on a major initiative to increase the scope and the depth of their natural and cultural resource and outdoor recreation programs in order to meet both the needs of Texans and the needs of the state's resources.

Texans value natural resource/ecological values more than recreational values. This was a common theme throughout this study. Both values are important to Texans, but overall, resource values supercede recreational values. The implication of this finding is that TPW prioritize program and land acquisition priorities based on their natural resource values first and their recreational values second. Recreational demands may fluctuate, but the need for lands for natural resource protection as well as recreational values will not. Texans preferences for hunting a certain type of species, fishing for a certain species of fish or viewing a particular species of bird may change over time. However, the land-base necessary to support any of these activities will not.

TPW has done an outstanding job in managing the state's natural resources for hunting, freshwater fishing, saltwater fishing, boating and state park use. The thousands of outdoor recreationists interviewed for this study made that clear. The challenge for TPW is to expand – not shift – its efforts into additional outdoor recreation arenas. Numerous Texans are interested in outdoor activities where TPW currently has limited programs, such as wildlife viewing and nature study. For these activities, broad-based programs are best, since although many Texans participate, only a few avidly participate. There is also room for expansion into the management of such activities as rock climbing, mountain biking and canoeing and kayaking. Although limited to a small percentage of Texans, the use of a limited amount of TPW resources in developing programs for these recreationists could go a long way in developing additional important constituent groups for TPW.

There is a myth that there are specific, physical/facility-oriented constraints limiting outdoor recreationists' participation or limiting non-participant's participation, and that these "constraints" can be identified and rectified. However, the results of this study indicate that most outdoor recreationists are satisfied with their outdoor recreation experiences in Texas and most participate in their activity of choice as much as they want. Constraints leading to less than desired levels of participation or lower satisfaction levels by some participants are for the most part social or psychological in nature, such as not having enough time because of work or family obligations. This statement in no way means quality facilities and healthy natural resources are not crucial to a quality outdoor recreation experience in Texas or that TPW not continue acquiring additional resources for outdoor recreation purposes or decrease the development of outdoor recreation facilities. Adequate facilities and adequate land and natural resources are critical to quality outdoor recreation experiences. The results of this study indicate that TPW has done an outstanding job in this arena. TPW must maintain the quality of its facilities, land and resource base for outdoor recreation and have these resources increase in proportion to Texas' expanding population. The major exception to this is the need to increase parks and green spaces in and around Texas' urban areas. However, the finding that the major constraints to outdoor recreation in Texas are social/psychological in nature does imply that a search for a single structural or resource-related panacea to increase participation or enhance satisfaction levels will probably be futile. The key to increasing satisfaction levels and participation rates will mean directly confronting the social and psychological constraints that are at the heart of the constraints paradigm. Though more difficult to deal with and manage for, and sometimes seeming to fall out of the immediate control of TPW, these social and psychological constraints are the real issues to be confronted.

For certain activities managed by TPW -- hunting, fishing, and boating – the majority of license buying or registered participants are white males who have lived in Texas for more than 40 years. Special effort should be made to offer these opportunities to a broader range of Texans

who may be interested in participating in these activities. TPW should work toward breaking down any and all constraints to participation by non-traditional audiences in these “traditional” activities. If there are specific constraints to participation among individuals who want to participate in these activities, TPW should confront them. However, there is an important difference between meeting demands versus attempting to create demand. African Americans or women may participate at lower rates than white males in “traditional” outdoor recreation activities, but that does not mean that they cannot become an important constituent base for TPW. Instead of attempting to create demand among groups not interested in “traditional” outdoor activities, TPW can offer outdoor opportunities that interest these target groups. For example, women may be less likely to hunt than men, however, TPW should not try to increase hunting participation among women who are not interested in hunting. Rather, TPW should seek to expand outdoor opportunities that women are interested in, such as bird watching, enjoying wildlife around their home and historic site visitation.

Current programs for hunters, anglers, boaters and day and overnight state park users have been tremendously successful. The ratings given to these TPW programs were very high. In fact, little, if any dissatisfaction levels were detected. In fact, a commonality among the groups was that they felt that the quality of hunting, fishing and visiting a state park had stayed the same or improved over the past five years, an incredible feat given the major growth in Texas’ population and urbanization and fragmentation of Texas’ landscape. Management efforts have paid off. With the exception of some small programmatic changes recommended in this report, such as increased efforts to increase quail hunter satisfaction and decrease conflicts between jet skiers and boaters and anglers, no major changes to these programs are justified, although increased outreach efforts to these constituents is warranted. A majority of TPW constituents want more information about Texas’ natural and cultural resources and outdoor recreation. This is a major opportunity for TPW to increase interaction with these individuals and continue to increase TPW’s already high approval ratings. Outreach and information campaigns can also work toward confronting many of the social constraints to outdoor recreation. For example, if lack of time due to family or work obligations is a constraint to fishing participation, information programs can stress how fishing can bring families together or how fishing can relieve work-related stress. Information can also serve to inform outdoor recreationists about close to home recreational opportunities or motivate interested participants to actively get involved in outdoor recreation.

TPW should recognize that it is as much a service organization as a product organization. Among recreationists, as well as the Texas public, the intangible benefits of natural and cultural resources and outdoor recreation are just as important as the tangible benefits. People want to know Texas’ natural and cultural resources are being protected, even though they might not visit state parks or natural areas. Hunting and fishing for relaxation is as much a benefit to many sportsmen and women as is food for the table.

TPW Game Wardens and State Park personnel have very high credibility as well as very high public approval ratings among TPW constituents. TPW can harness this high credibility and approval rating in outreach campaigns for expanding programs and funding by utilizing these individuals as spokespersons.

Overall, TPW enjoys strong support from the Texas public. The Texas public supports TPW’s mission and programs. Texans overwhelmingly support more TPW funding to enhance efforts for managing and conserving fish and wildlife populations, buy additional land for conservation of natural resources and outdoor recreation use, preserve more historic sites and

provide additional access to outdoor recreation opportunities. The immediate challenge for TPW is to harness this strong public support and forge it into greatly expanded programs, services and land acquisition efforts necessary to protect Texas' natural and cultural resources and outdoor recreation opportunities well into the 21st Century.