

The Public's Perceived Importance and View of State Fish and Wildlife Agencies in the Midwest

Produced by:



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Executive Summary

To effectively manage fish and wildlife resources, an agency must understand its stakeholders. For clarity, we define stakeholders as anyone who has an interest in the decisions, actions, or outcomes of the state natural resource agency. These include, but are not limited to, license buyers. On behalf of 11 states within the Midwestern Association of Fish and Wildlife Agencies (MAFWA), from late 2024 through early 2025, a survey was fielded to both recreational license holders and a general population panel¹ inquiring about several major topics, including:

- 1) How relevant their state fish and wildlife agency is to them,
- 2) How important the various responsibilities handled by their state fish and wildlife agency are,
- 3) Whether they believed the state was doing a good job fulfilling these tasks,
- 4) Funding priorities,
- 5) Future communications with the agency, and more.

This project was funded by the Multistate Conservation Grant Program F24AP00095, a program funded through the Wildlife and Sport Fish Restoration Program and jointly managed by the U.S. Fish and Wildlife Service and the Association of Fish and Wildlife Agencies.

Respondents were split into three activity groups:

- **Licensed Participants:** Hunters and anglers who purchased a hunting and/or fishing license per data provided by each state fish and wildlife agency. Roughly 15% of the U.S. population fishes and 6% hunts².
- **Unlicensed Participants:** People who participated in at least one outdoor activity *except* hunting or fishing in the past three years. An estimated 40% of the U.S. belongs in this category³.
- **Unlicensed Nonparticipants:** Individuals from the general population panel who did not participate in any outdoor-related activity in the past three years. Roughly 45% of the U.S. population fits this category.

These results reflect the opinions of the survey respondents. This does not mean their responses accurately reflect state fish and wildlife agencies' actual responsibilities, accomplishments, and needs. However, the public's perception of state agencies is their reality. To the extent that the public's perceived reality does not match what state fish and wildlife agencies see, a need for increased engagement and communication exists to correct misconceptions and improve education. The results of this project are to help state fish and wildlife agencies understand how to better engage and interact with the public.

State-specific results have been produced for each participating state agency.

¹ The online panel provider Qualtrics was used to field the general population sample. Individuals who indicated they hunted or fished were screened out of the survey.

² [2022 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation](#)

³ Estimated from the [2023 Outdoor Industry Association Participation Trends Report](#)

Key Findings

Participation

- Participation in outdoor recreation varied across demographics:
 - Among Unlicensed Participants, men participated in biking, snow sports, hiking/rock climbing, and team sports more than women. Women participated in wildlife viewing and gardening more than men.
 - Participation in many activities such as biking, camping, and snow sports declined with age, however, lower-impact activities such as gardening and wildlife viewing increased.
 - Asian and Native American respondents participated in biking, camping, hiking, and swimming at higher rates than White and Black respondents.
- There were multiple reasons that limit people's participation in outdoor recreation – physical limitations, lack of interest, cost, and having no one to go with.
 - Women were more likely than men to report that physical limitations limited their outdoor recreation.
 - Older respondents were more likely to report physical limitations and less likely to report not having enough time.
 - Black, Native American, and Asian respondents were more likely to report fear of wildlife and non-wildlife safety concerns as limitations compared to White respondents. Non-wildlife safety concerns were especially high for Native American and Asian respondents who were Unlicensed Nonparticipants. Hispanic respondents similarly reported fear of wildlife and non-wildlife safety concerns higher than non-Hispanic respondents.

Familiarity and Perceptions

- Most of the general public reported being familiar with their state fish and wildlife agency. Thirty-seven percent of Unlicensed Nonparticipants - those who do not participate in any outdoor recreation -reported they were not familiar with their agency.
 - Among the Unlicensed Participants and Unlicensed Nonparticipants, respondents that were 55 and older were more likely to report little or no familiarity with their state agency.
 - Women were more likely than men to report being not familiar with their state agency.
- Among those that reported some familiarity with their state fish and wildlife agency, most reported that the agency shared the same values as them.
 - Women who do not hunt or fish, compared to men, were more likely to answer that they, “Neither agree or disagree” on whether they shared values with the agency, suggesting more uncertainty among women.
 - Among Unlicensed Participants, Native American and Asian respondents were more likely to agree that agency's share their values compared to White and Black respondents.
- A majority of the general public that was aware of their state fish and wildlife agency felt that their agency was doing a good job managing fish and wildlife. A majority also agreed that their agency meets core responsibilities such as making good decisions for the resources, being scientifically sound, being open and honest, and providing opportunities for input.
 - When asked if agencies provide opportunities for public input, respondents selected “Neither agree or disagree” more often for this core responsibility compared to others. This suggests that there is an opportunity for agencies to increase outreach regarding public input opportunities.
 - Licensed participants rated agency performance lower than the general public.

Agency Responsibilities

- There was a high level of agreement between Unlicensed Participants and Unlicensed Nonparticipants on which agency responsibilities are the most important. Both groups rated protecting the environment, protecting fish and wildlife habitat, and controlling pollution as the three most important responsibilities. This suggests that much of the general public expects a mix of responsibilities that broadly protect both fish and wildlife, and people. Licensed participants prioritized responsibilities that protect fish and wildlife and efforts to support fishing and hunting opportunities. They prioritized protecting fish and wildlife habitat, protecting game animals, and managing public lands for outdoor recreation.
 - Licensed Participants were in stronger agreement about their highest responsibilities compared to Unlicensed Participants and Nonparticipants.
- Women were more likely to highly rate protecting the environment, controlling pollution, and protecting fish and wildlife habitat compared to men.
 - Women who hunt or fish rated the enforcement of fish and game law higher than men who hunt and fish.
 - Men rated providing technical guidance to citizens and recruiting new hunters and anglers (R3) higher than women
- Among Black respondents, protecting fish and wildlife habitat, protecting the environment, and controlling pollution were rated higher than average, while providing technical guidance to citizens including private lands management, and recruiting new hunters, anglers, and outdoor enthusiasts (R3) were rated lower than average.
- Among Hispanic respondents, protecting fish and wildlife habitat and protecting the environment were rated higher than average while managing urban/nuisance wildlife, providing technical guidance to citizens including private lands management, and recruiting new hunters, anglers, and outdoor enthusiasts (R3) were rated lower than average.

Responsibility	Unlicensed Participant	Licensed Participant	Unlicensed Nonparticipant
Protect Environment	1	6	2
Protect Fish and Wildlife Habitat	2	1	1
Enforce Game Laws	3	5	3
Manages Lands	4	3	6
Control Pollution	5	7	4
Protect Game Animals	6.5	2	7
Protect Non-game Animals	6.5	8	5
Provide Access	8	4	8
Manage Nuisance/Urban Wildlife	9	10	10
Skills Education	10	9	9
Provide Technical Guidance	11	12	11
Regulate Mining	12	13	12
Recruitment Programs	13	11	13

Agency Trust

- Most respondents trusted their agency to fulfill their responsibilities. There were few differences between levels of trust for state agencies across respondent groups compared to the importance assigned to agency responsibilities. The most notable gap between agency

responsibility and agency trust was for controlling pollution, which was a top responsibility for Unlicensed Nonparticipants and Unlicensed Participants but was ranked in the bottom half for when asked if they trust their agency to fulfill that responsibility.

Funding

- Licensed Participants, hunters and anglers, were most likely to know that state fish and wildlife agency are funded by license sales (90% compared to 64% of Unlicensed Participants and 53% for Unlicensed Nonparticipants). Most respondents from all groups did not recognize that taxes on hunting, fishing, and target shooting equipment also fund agencies. More respondents (52.8% of the general public combined) believed that agencies were funded by general state tax revenues.
 - Younger respondents that do not hunt or fish were less likely to identify license sales as a funding source for agencies compared to older respondents.
- In most states, hunters, anglers, and target shooters directly generate much of the funding for their state fish and wildlife agency. Most Licensed Participants and Unlicensed Participants suggested that funding should be balanced between user-generated funding (hunters, anglers, etc.) and general public funding. Nonparticipants were more likely to favor user-generated funding.
- Respondents from all groups were willing to re-allocate state funding from multiple sources. Less than a quarter of the non-hunting, non-fishing public were not supportive of moving funds to increase fish and wildlife agency funding. Very few respondents suggested that funding to agencies be reduced.
 - Respondents that were 55 years old and older were less likely to support moving funding from other functions to state fish and wildlife agencies.
 - Women that were not hunters or anglers were less likely than men to support moving funding to state fish and wildlife agencies.
- Respondents were split over who should have the most influence over agencies' policies, whether by participants, all residents, or balanced between the two groups. Unlicensed Participants were split between all residents and balanced between participants and all residents. Licensed Participants were almost evenly split between the three, with participants' influence slightly lower than the other two options. A majority of Unlicensed Participants preferred that all residents have influence.
- When asked if they would support any specific mechanisms to increase funding, redirecting lottery sales to fish and wildlife agencies was the most popular response. However, no option provided on the survey was supported by a majority of Unlicensed Participants or Unlicensed Nonparticipants.

Future Communications

- When asked how they would like to learn more about the agency, Youtube was the preferred communication method among Unlicensed Participants and Unlicensed Nonparticipants. The agency website was the most preferred method for Licensed Participants. Facebook was the second most preferred method for all three groups.
 - Youtube and Facebook were more preferred among 18-34 year olds, as were other social media platforms.
 - Among Licensed Participants, men preferred all social media platforms compared to women.

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Background and Purpose

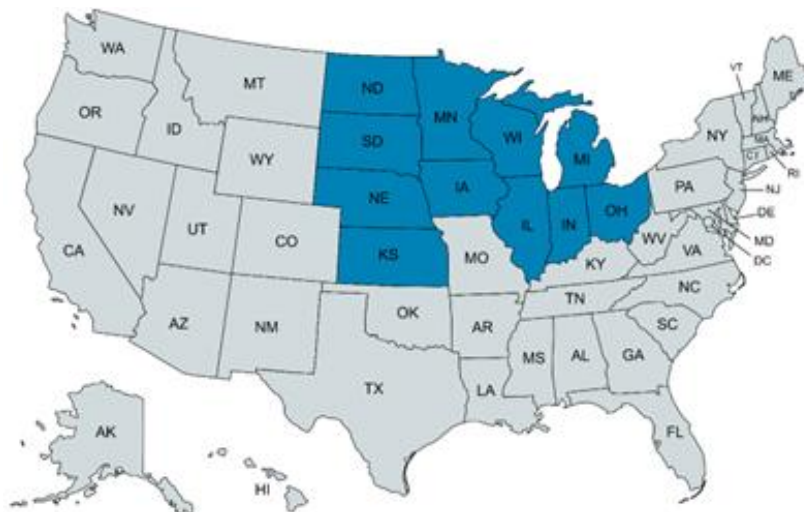
Effective fish and wildlife management requires meaningful interactions with all segments of society, not just the people who buy hunting and fishing licenses. According to previous USFWS National Surveys, most state residents do not fish, hunt, boat, or participate in other related activities. Despite this fact, states are charged with managing natural resources for the benefit of all residents, which often proves difficult. As illustrated by the America's Wildlife Values project, there has been an ongoing value shift away from those of traditional stakeholders to people who view their interactions with wildlife more mutualistically (Manfredo et al., 2018).

Significant segments of the public may not be aware of their state fish and wildlife agency at all, much less its responsibilities, services, and benefits provided. Similarly, state fish and wildlife agencies have a limited understanding of how they are perceived by the public, especially by their non-traditional stakeholders. Together, these issues hinder agencies' abilities to effectively communicate and engage with the public and make it difficult to deliver programs relevant to the diverse range of communities served. Until agencies have a better understanding of their relevancy to the public and how to better engage with under-served communities, the ability to effectively manage and maintain fish, wildlife, and conservation will be minimized.

The ultimate purpose of this project was to better understand the public's knowledge and perceptions of their state fish and wildlife agency, with an emphasis on the agencies' relevance to the portion of the public that does not buy hunting and/or fishing licenses. The purpose is not to convert these audiences into anglers, hunters, target shooters or boaters, but to help states adapt their approaches, programs, messaging, and outreach to better connect with existing communities and individuals regarding conservation.

These insights were produced under funding provided to the Midwest Association of Fish and Wildlife Agencies (SEAFWA) under Multistate Conservation Grant F24AP00095. Eleven states within the Midwest region participated.

Figure 1. Participating states in the MAFWA public perceptions/relevancy project.



Data and Methods

Sampling Frame

The population of interest was all adult residents. Two sampling frames were used: 1) those with a hunting or fishing license (license frame), and 2) those who did not hunt or fish (GenPop frame). The overall sample size for the license frame was 15,539. For the license frame, states provided 2023 fishing and hunting license data to draw an email-based sample. For the GenPop frame, we used a general population panel fielded through the online panel provider Qualtrics. GenPop quotas for each state were developed using the most current U.S. Census data for gender, age, and race/ethnicity (Table 1).

Hunting and Fishing License Sampling Frame

Between October 15 through October 29, 2024, individuals were contacted up to five times via email with an invitation to complete an online survey. To reduce response bias that might dissuade people who do not engage in the outdoors from participating, survey recipients were not informed the survey was related to outdoor recreational activities; rather, they were invited to complete a survey about their state's fish and wildlife conservation agency. Following the final email reminder, we allowed an additional week for responses before the survey closed. Overall, 15,539 completed responses were received from a sample of 109,953 across all participating states. After accounting for bounced or undeliverable emails (n = 5,242), the survey achieved a 14.8% response rate.

Table 1. Gender, age, and race/ethnicity quotas used in the general population sample.

State	Gender	18 – 34	35 – 54	55 and older	White	Hispanic or Latino	Black or African American	Asian	Other
Illinois	50/50	30%	30%	40%	60%	18%	14%	5%	3%
Indiana					62%	19%	12%	6%	1%
Iowa					85%	7%	4%	2%	2%
Kansas					74%	13%	5%	3%	5%
Michigan					76%	6%	14%	3%	1%
Minnesota					76%	6%	7%	5%	6%
Nebraska					76%	12%	5%	3%	4%
North Dakota					82%	4%	3%	2%	9%
Ohio					62%	19%	12%	6%	1%
South Dakota					86%	4%	3%	2%	5%
Wisconsin					80%	8%	8%	3%	1%

GenPop Frame

Qualtrics was contracted to conduct an online panel survey of residents within each state of interest. Respondents were compensated for their participation in the study, and Qualtrics managed the quotas to ensure there is adequate representation of genders, age classes, and race/ethnicity. All survey respondents were at least 18 years old and had not participated in either hunting or fishing in the past three years. Trap questions and other steps were taken in the fielding and data analysis phase to eliminate bots and otherwise suspect, inconsistent and/or untruthful responses. The survey started fielding on September 13, 2024, and concluded November 12, 2024. A careful review of the results indicated a significant number of survey responses with missing and low Recaptcha scores (an indicator of fraudulent respondents) that were not removed by early screening procedures. These responses were removed from the dataset and the survey was re-fielded from December 27, 2024 through January 15, 2025.

Questionnaire Development

The questionnaire was modeled on a similar survey conducted for the SEAFWA and southeastern states (Southwick Associates, 2024). During that original effort, we surveyed managers in participating states to ascertain the broad responsibilities of their agency, their mission statement, governance structure, and top 3 management challenges. We then distilled this information and created the initial draft. That draft was shared among agency staff and was edited and refined. Following the SEAFWA project, an evaluation of the overall response rate and completion rate suggested that the survey was too long. In response, we removed and shortened some survey questions for MAFWA states. The response rate for the MAFWA license sample was 4.4% higher than the SEAFWA survey.

Data Analysis

We analyzed responses using IBM SPSS and Program R software using standard statistical techniques. Margins of error were produced and are shared for all survey results using two standard errors away from the mean as the benchmark value of a 95% confidence interval. For questions in which we compared various groups, we controlled the family-wise error using a Bonferroni adjustment. To estimate the confidence intervals for reported proportions, visit <https://statpages.info/confint.html>.

Results

Demographics

Throughout this report respondents were split into three activity groups:

1. Those who participate in outdoor activities and hunt or fish as determined by the purchase of a resident hunting or fishing license, referred to as **Licensed Participants**,
2. Those who participate in outdoor activities, but had not hunted or fished within the past three years, referred to collectively as **Unlicensed Participants**, and
3. Those who did not participate in outdoor activities, or **Unlicensed Nonparticipants**.

All Licensed Participants were from the hunting and fishing license frame. Both Unlicensed Participants and Unlicensed Nonparticipants were from the Genpop frame. Respondents were segregated during

analysis based on age (Figure 2), gender (Figure 3), race (Figure 4), ethnicity (Table 3), and community-size to test for any statistically significant differences in responses based on these variables.

Figure 2. Respondents by age.

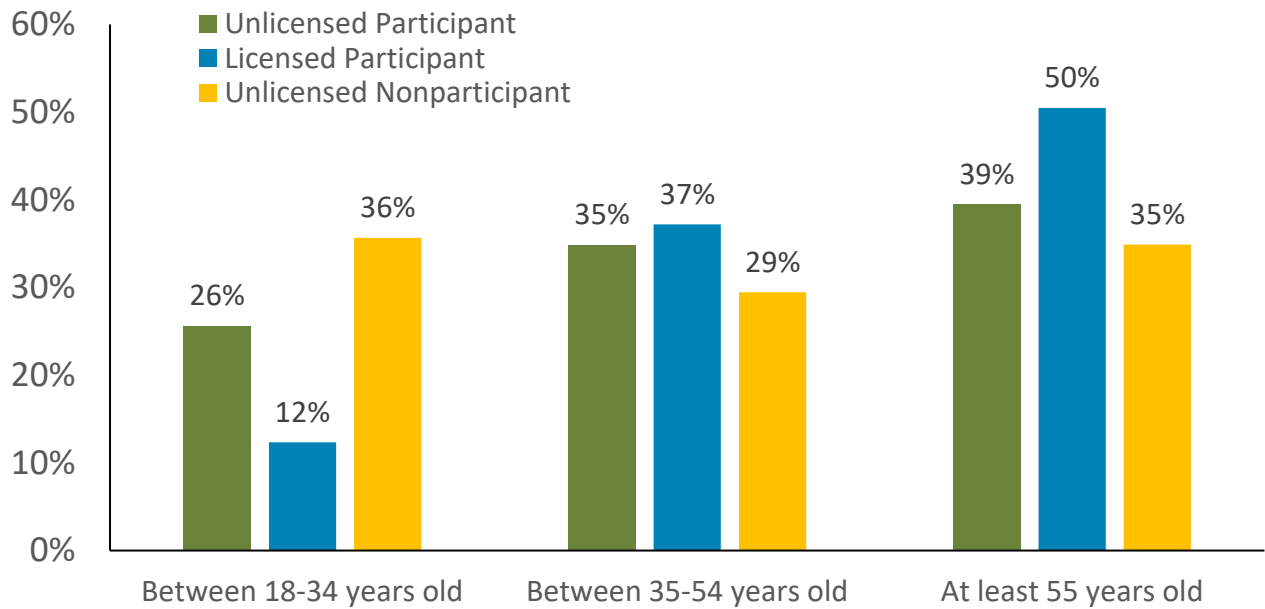


Figure 3. Respondents by gender

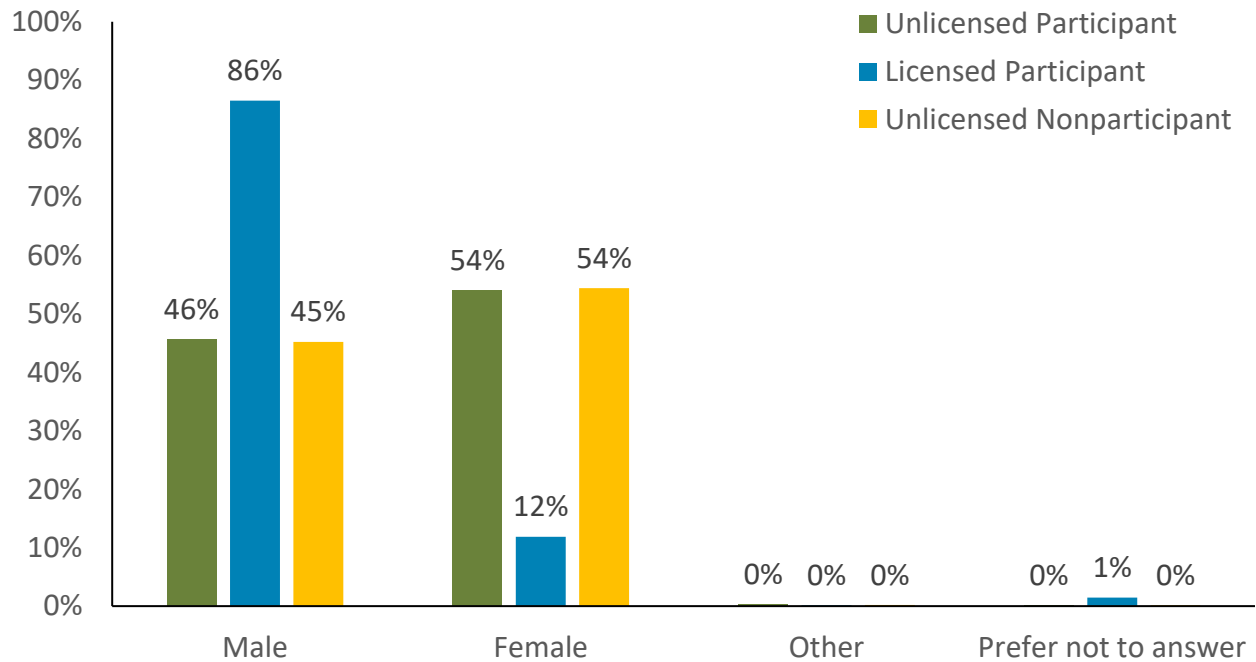


Table 2. Respondents by state of residency and participation group.

State	Unlicensed Participant		Licensed Participant		Unlicensed Nonparticipant	
	Respondents	Percent of Total	Respondents	Percent of Total	Respondents	Percent of Total
Illinois	718	20%	2,579	72%	284	8%
Indiana	852	30%	1,841	65%	144	5%
Iowa	826	31%	1,702	63%	171	6%
Kansas	660	23%	1,844	65%	321	11%
Michigan	720	28%	1,572	61%	280	11%
Minnesota	858	31%	1,784	64%	147	5%
Nebraska	790	38%	1,087	53%	193	9%
North Dakota	240	16%	1,180	79%	76	5%
Ohio	864	34%	1,513	60%	128	5%
South Dakota	367	16%	1,835	82%	42	2%
Wisconsin	817	29%	1,832	65%	189	7%
Total	7,712	27%	18,769	66%	1,975	7%

Most respondents identified as “White or Caucasian” regardless of their participation group membership (Figure 4). Hispanic respondents were less likely to be 55 or older and more likely to be 35-54 years old.

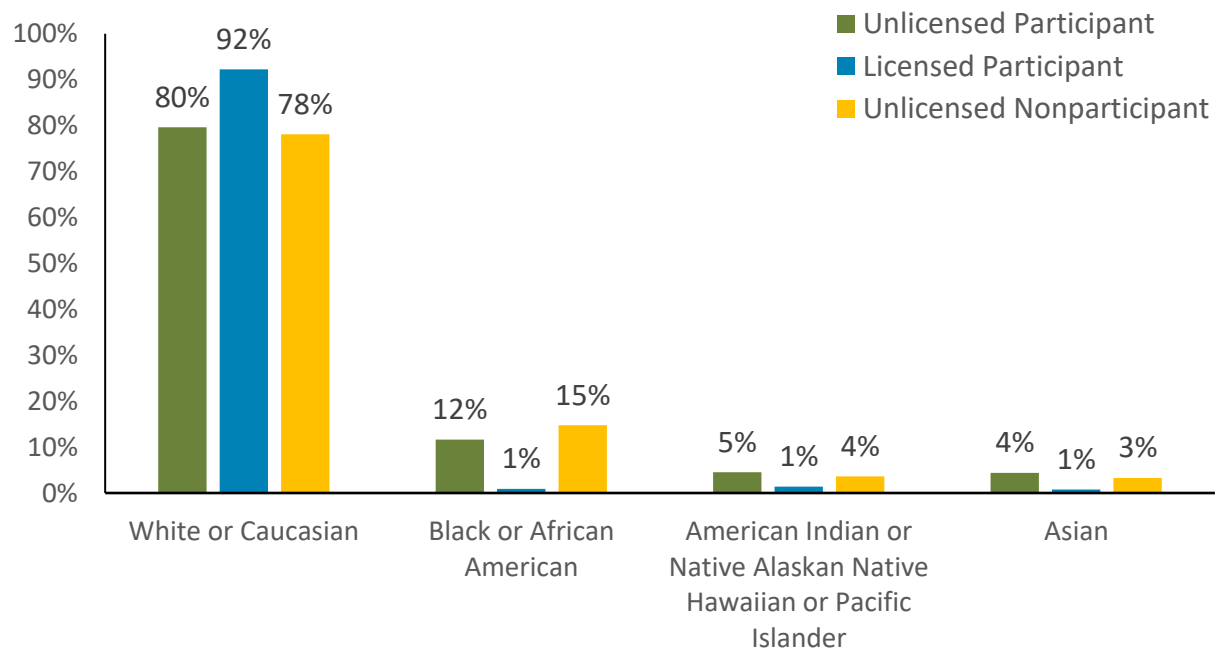
Figure 4. Percentage of respondents by race.

Table 3. Percentage of respondents by ethnicity.

	Unlicensed Participant	Licensed Participant	Unlicensed Nonparticipant
No, not Spanish/Hispanic	90%	98%	96%
Yes, Spanish/Hispanic	10%	2%	4%
Total	7,684	14,911	1,964

Participation

Outdoor Participation

Respondents were asked which outdoor activities they had participated in within their home state within the past three years. Anyone who selected “I did not participate in any of these activities” was categorized as an “Unlicensed Nonparticipant”.

The most popular activities among Licensed Participants were fishing, followed by hunting (Figure 5). For Unlicensed Participants, running or walking was the most popular activity, followed by gardening and biking. Unlicensed Participants were more likely to participate in biking or swimming compared to Licensed Participants. Older respondents were less likely to participate in many activities such as camping, non-motorized boating, and swimming but were more likely to participate in less strenuous activities such as wildlife viewing or photography and gardening. Men were more likely to participate in biking, off-roading, snow sports, and recreational shooting and women were more likely to participate in wildlife viewing or photography and gardening.

There were multiple differences in participation rates by race and ethnicity (Table 4, Table 6). Black Unlicensed Participants were significantly less likely to participate in wildlife viewing or photography, but this difference was not significant among Licensed Participants. White and Asian Unlicensed Participants were more likely to participate in gardening which was consistent among Licensed Participants. American Indian and Asian Unlicensed Participants were more likely to bike, swim, and camp than White and Black Unlicensed Participants. Hispanic Unlicensed Participants were more likely to participate in swimming, off-roading, snow sports, and organized sports compared to non-Hispanic Unlicensed Participants. Some of this may be due to age as Hispanic respondents tended to be younger than non-Hispanic respondents.

Figure 5. Outdoor activities pursued by Licensed and Unlicensed Participants (Ordered by % participation among Licensed Participants).

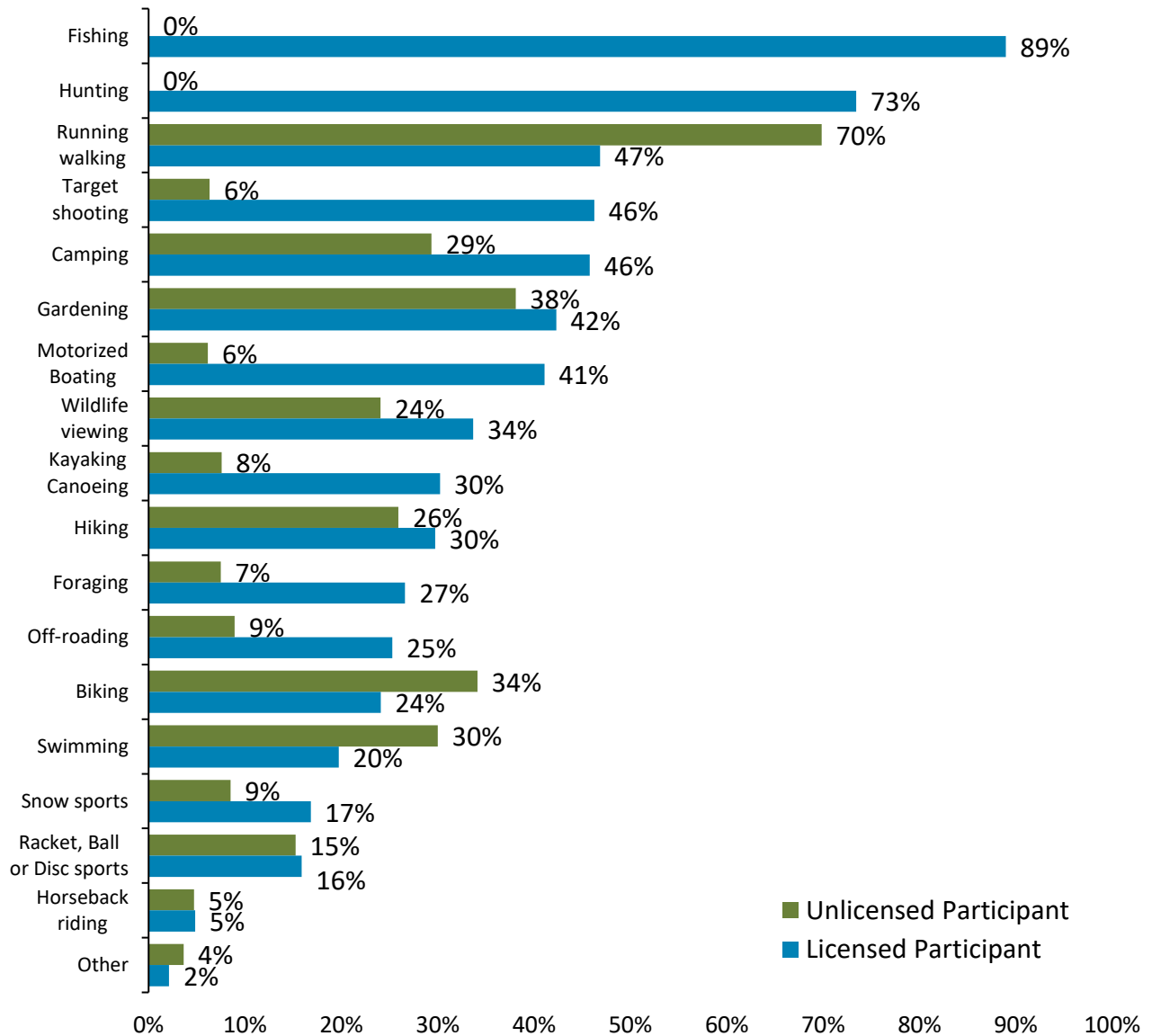


Table 4. Participation in outdoor activities by race.

Activities	Unlicensed Participant				Licensed Participant				Unlicensed Nonparticipant			
	White or Caucasian	Black or African American	American Indian or Native Alaskan or Pacific Islander	Asian	White or Caucasian	Black or African American	American Indian or Native Alaskan or Pacific Islander	Asian	White or Caucasian	Black or African American	American Indian or Native Alaskan or Pacific Islander	Asian
Biking	29%	29%	47%	51%	25%	27%	19%	22%	0%	0%	0%	0%
Camping	28%	18%	41%	37%	47%	39%	52%	50%	0%	0%	0%	0%
Snow sports	8%	14%	16%	7%	17%	9%	14%	10%	0%	0%	0%	0%
Non-motorized boating	9%	3%	6%	3%	31%	21%	31%	19%	0%	0%	0%	0%
Motorized boating	7%	4%	4%	5%	43%	22%	37%	20%	0%	0%	0%	0%
Hunting	0%	0%	0%	0%	75%	47%	71%	47%	0%	0%	0%	0%
Fishing	0%	0%	0%	0%	89%	91%	92%	88%	0%	0%	0%	0%
Hiking, rock climbing, or bouldering	26%	16%	34%	43%	31%	24%	28%	32%	0%	0%	0%	0%
Horseback riding	5%	6%	6%	2%	5%	6%	5%	5%	0%	0%	0%	0%
Recreational target shooting	6%	7%	12%	5%	48%	32%	45%	33%	0%	0%	0%	0%
Wildlife viewing or photography	25%	15%	28%	26%	35%	31%	37%	30%	0%	0%	0%	0%
Swimming	24%	25%	43%	44%	20%	18%	26%	14%	0%	0%	0%	0%
Gardening	43%	27%	32%	40%	44%	29%	38%	37%	0%	0%	0%	0%
Foraging (berries, mushrooms)	7%	7%	12%	7%	28%	17%	32%	23%	0%	0%	0%	0%
Running, walking, jogging	70%	67%	62%	72%	48%	45%	50%	46%	0%	0%	0%	0%
Off-roading	6%	7%	16%	17%	26%	12%	21%	8%	0%	0%	0%	0%
Racquet, Ball, or Disc sports	14%	20%	22%	27%	17%	14%	11%	13%	0%	0%	0%	0%
Other	4%	5%	4%	3%	2%	2%	2%	4%	0%	0%	0%	0%
None	0%	0%	0%	0%	0%	0%	0%	0%	100%	100%	100%	100%
Total	6,144	895	350	337	14,392	139	217	115	1,543	291	71	65

Table 5. Participation in outdoor activities by urbanization.

Activities	Unlicensed Participant				Licensed Participant				Unlicensed Nonparticipant			
	Rural area (fewer than 2,500 people)	Small town (2,501-10,000 people)	Small city (10,001-50,000 people)	Urban area (more than 50,000 people)	Rural area (fewer than 2,500 people)	Small town (2,501-10,000 people)	Small city (10,001-50,000 people)	Urban area (more than 50,000 people)	Rural area (fewer than 2,500 people)	Small town (2,501-10,000 people)	Small city (10,001-50,000 people)	Urban area (more than 50,000 people)
Biking	19%	28%	34%	33%	19%	24%	29%	32%	0%	0%	0%	0%
Camping	29%	30%	30%	26%	46%	46%	48%	46%	0%	0%	0%	0%
Snow sports	8%	10%	11%	8%	17%	17%	17%	20%	0%	0%	0%	0%
Non-motorized boating	7%	9%	10%	7%	30%	32%	32%	34%	0%	0%	0%	0%
Motorized boating	6%	7%	7%	6%	41%	43%	43%	42%	0%	0%	0%	0%
Hunting	0%	0%	0%	0%	82%	76%	70%	62%	0%	0%	0%	0%
Fishing	0%	0%	0%	0%	88%	91%	90%	89%	0%	0%	0%	0%
Hiking, rock climbing, or bouldering	22%	26%	28%	26%	26%	31%	33%	37%	0%	0%	0%	0%
Horseback riding	7%	5%	4%	4%	7%	4%	4%	3%	0%	0%	0%	0%
Recreational target shooting	7%	7%	6%	7%	50%	50%	47%	44%	0%	0%	0%	0%
Wildlife viewing or photography	31%	21%	25%	21%	36%	33%	34%	37%	0%	0%	0%	0%
Swimming	20%	26%	30%	25%	18%	20%	23%	23%	0%	0%	0%	0%
Gardening	56%	37%	38%	40%	48%	41%	40%	42%	0%	0%	0%	0%
Foraging (berries, mushrooms)	11%	9%	7%	5%	35%	29%	22%	20%	0%	0%	0%	0%
Running, walking, jogging	61%	66%	70%	73%	42%	47%	53%	56%	0%	0%	0%	0%
Off-roading	8%	11%	8%	4%	32%	27%	22%	18%	0%	0%	0%	0%
Racquet, Ball, or Disc sports	11%	19%	19%	14%	12%	17%	19%	22%	0%	0%	0%	0%
Other	5%	5%	4%	4%	2%	2%	2%	2%	0%	0%	0%	0%
None	0%	0%	0%	0%	0%	0%	0%	0%	100%	100%	100%	100%
Total	1,069	1,601	2,373	2,669	5,699	3,655	2,959	3,216	259	510	665	541

Table 6. Participation in outdoor activities by ethnicity.

Activities	Unlicensed Participant		Licensed Participant		Unlicensed Nonparticipant	
	No, not Spanish/Hispanic	Yes, Spanish/Hispanic	No, not Spanish/Hispanic	Yes, Spanish/Hispanic	No, not Spanish/Hispanic	Yes, Spanish/Hispanic
Biking	30%	33%	25%	29%	0%	0%
Camping	28%	31%	46%	56%	0%	0%
Snow sports	8%	17%	17%	15%	0%	0%
Non-motorized boating	8%	7%	31%	32%	0%	0%
Motorized boating	7%	4%	42%	33%	0%	0%
Hunting	0%	0%	75%	61%	0%	0%
Fishing	0%	0%	89%	90%	0%	0%
Hiking, rock climbing, or bouldering	27%	21%	31%	34%	0%	0%
Horseback riding	5%	5%	5%	7%	0%	0%
Recreational target shooting	6%	7%	48%	45%	0%	0%
Wildlife viewing or photography	24%	24%	35%	33%	0%	0%
Swimming	25%	37%	20%	24%	0%	0%
Gardening	42%	25%	44%	39%	0%	0%
Foraging (berries, mushrooms)	7%	9%	28%	22%	0%	0%
Running, walking, jogging	70%	65%	48%	53%	0%	0%
Off-roading	6%	18%	26%	19%	0%	0%
Racquet, Ball, or Disc sports	15%	25%	17%	16%	0%	0%
Other	4%	3%	2%	3%	0%	0%
None	0%	0%	0%	0%	100%	100%
Total	6,931	753	14,609	302	1,892	72

Limits to Participation

Survey respondents were asked what limits their participation in outdoor activities. Both Licensed and Unlicensed Participants most often reported that they were “Not at all limited” in participating in outdoor activities (Figure 6).

For Unlicensed Nonparticipants, the most reported limitation was “Physical limitations”, followed by, “Not interested”. Among all survey groups, older respondents were more likely to report that participation was limited by physical limitations. Among both Unlicensed Participants and Unlicensed Nonparticipants, women were more likely to report that physical limitations limit their participation. Cost was a more common limitation among age groups under age 55.

Black, Native American, and Asian respondents were more likely to report fear of wildlife and non-wildlife safety concerns as limitations compared to White respondents (Table 7). Non-wildlife safety concerns were especially high for Native American and Asian respondents who were Unlicensed Nonparticipants. Hispanic respondents similarly reported fear of wildlife and non-wildlife safety concerns higher than non-Hispanic respondents (Table 8).

Figure 6. Limitations to participation in outdoor activities.

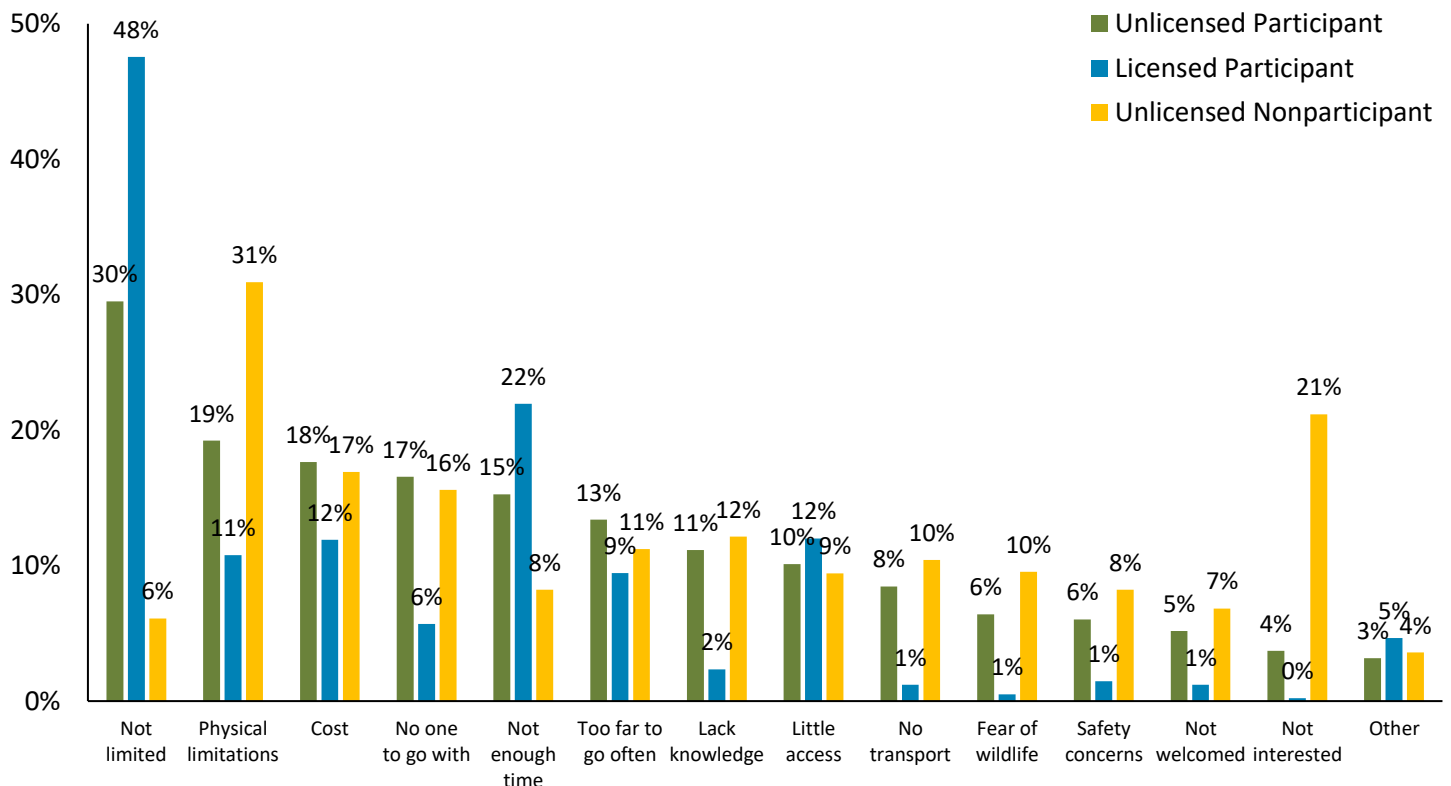


Table 7. Participation limitations by race (Total in the bottom row are the sample size).

Limitations	Unlicensed Participant					Licensed Participant					Unlicensed Nonparticipant				
	White or Caucasian	Black or African American	Indian or Native Alaskan	Asian		White or Caucasian	Black or African American	Indian or Native Alaskan	Asian		White or Caucasian	Black or African American	Indian or Native Alaskan	Asian	
Cost of participation	18%	20%	16%	22%		12%	18%	13%	17%		18%	18%	17%	22%	
Fear of wildlife	4%	9%	9%	10%		0%	3%	2%	3%		9%	13%	15%	12%	
I have physical limitations	23%	13%	18%	7%		11%	11%	14%	8%		31%	16%	24%	23%	
I have too little access to areas that allow my activities	9%	14%	7%	10%		12%	19%	16%	17%		9%	9%	17%	15%	
I have non-wildlife related safety concerns	4%	8%	8%	9%		1%	6%	1%	3%		7%	7%	24%	18%	
I do not have the knowledge or skills	10%	11%	12%	13%		2%	4%	6%	9%		14%	19%	23%	35%	
I have no one to go with	17%	14%	20%	20%		6%	10%	10%	10%		18%	19%	17%	28%	
I do not feel welcomed	4%	7%	8%	5%		1%	6%	2%	6%		8%	10%	15%	15%	
I do not have enough time	17%	12%	15%	26%		22%	20%	19%	28%		9%	14%	8%	6%	
I do not have a way to get to areas that have my activities	7%	10%	9%	8%		1%	4%	2%	10%		9%	11%	13%	18%	
It is too far to go more often	11%	15%	14%	23%		9%	12%	12%	23%		12%	20%	24%	29%	
Other	4%	4%	3%	2%		5%	7%	6%	8%		3%	2%	1%	2%	
Not limited at all	32%	23%	20%	20%		48%	36%	41%	35%		8%	8%	11%	12%	
Not interested in outdoor recreation	4%	6%	3%	2%		0%	1%	0%	1%		20%	21%	17%	15%	
Total	6,144	895	350	337		14,392	139	217	115		1,543	291	71	65	

Table 8. Participation limitations by ethnicity (Total in the bottom row are the sample size).











































Limitations	Unlicensed Participant		Licensed Participant		Unlicensed Nonparticipant	
	No, not Spanish/Hispanic	Yes, Spanish/Hispanic	No, not Spanish/Hispanic	Yes, Spanish/Hispanic	No, not Spanish/Hispanic	Yes, Spanish/Hispanic
Cost of participation		18%		12%		17%
Fear of wildlife		5%		1%		19%
I have physical limitations		22%		11%		22%
I have too little access to areas that allow my activities		9%		12%		19%
I have non-wildlife related safety concerns		4%		1%		10%
I do not have the knowledge or skills		10%		2%		17%
I have no one to go with		17%		6%		24%
I do not feel welcomed		3%		1%		3%
I do not have enough time		17%		22%		10%
I do not have a way to get to areas that have my activities		7%		1%		10%
It is too far to go more often		12%		9%		33%
Other		4%		5%		1%
Not limited at all		31%		48%		6%
Not interested in outdoor recreation		4%		0%		18%
Total		6,931		14,609		1,892
		753		302		72

Table 9. Participation limitations by urbanization (Total in the bottom row are the sample size).

Limitations	Unlicensed Participant				Licensed Participant				Unlicensed Nonparticipant			
	(fewer than 2,500 people)	(2,501-10,000 people)	(10,001-50,000 people)	(more than 50,000 people)	(fewer than 2,500 people)	(2,501-10,000 people)	(10,001-50,000 people)	(more than 50,000 people)	(fewer than 2,500 people)	(2,501-10,000 people)	(10,001-50,000 people)	(more than 50,000 people)
Cost of participation	19%	19%	16%	18%	12%	13%	12%	11%	12%	22%	19%	16%
Fear of wildlife	3%	6%	4%	7%	1%	0%	1%	0%	7%	13%	11%	8%
I have physical limitations	26%	21%	19%	21%	12%	10%	11%	10%	36%	27%	26%	27%
I have too little access to areas that allow my activities	10%	10%	8%	10%	10%	12%	13%	13%	6%	12%	11%	6%
I have non-wildlife related safety concerns	3%	7%	6%	4%	1%	2%	1%	2%	4%	12%	11%	4%
I do not have the knowledge or skills	8%	11%	11%	11%	2%	2%	3%	3%	14%	18%	17%	11%
I have no one to go with	16%	17%	15%	18%	5%	5%	6%	7%	17%	20%	19%	17%
I do not feel welcomed	3%	3%	4%	5%	1%	1%	1%	1%	6%	12%	10%	5%
I do not have enough time	19%	15%	16%	17%	21%	23%	21%	23%	13%	9%	10%	9%
I do not have a way to get to areas that have my activities	6%	8%	7%	8%	1%	1%	2%	1%	8%	12%	8%	9%
It is too far to go more often	11%	13%	12%	13%	8%	8%	11%	12%	8%	16%	16%	11%
Other	5%	3%	3%	4%	5%	5%	5%	4%	3%	3%	1%	4%
Not limited at all	28%	31%	32%	28%	48%	49%	47%	46%	8%	7%	11%	7%
Not interested in outdoor recreation	4%	3%	4%	4%	0%	0%	0%	0%	21%	16%	18%	26%
Total	1,069	1,601	2,373	2,669	5,699	3,655	2,959	3,216	259	510	665	541

The Public's Perceptions of Their Fish and Wildlife Agency and Relevancy Opinions

Familiarity with State Fish and Wildlife Agency

Licensed participants were more familiar with their state agency compared to Unlicensed Participants (Figure 7). In turn, Unlicensed Participants were more familiar with their state agency compared to Unlicensed Nonparticipants. Younger Unlicensed Participants and Unlicensed Nonparticipants were more likely to report familiarity with their agency compared to older respondents. Men were more likely to report high familiarity with their state agency compared to women across all participation groups.

Among Unlicensed Participants, Black, Native American, and Asian respondents reported higher familiarity with agencies compared to White respondents. Among Unlicensed Nonparticipants, White and Native American respondents reported higher familiarity compared to Black and Asian respondents (Table 10).

Figure 7. Familiarity with state fish and wildlife agency.

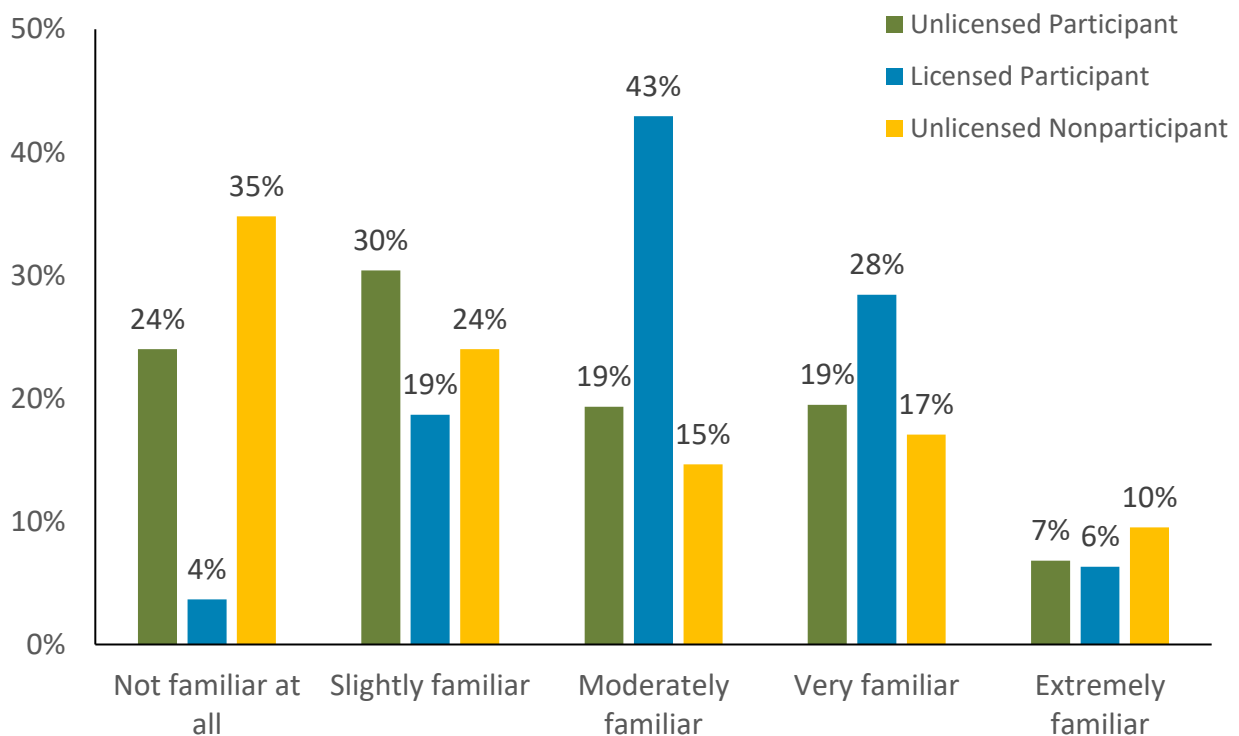


Table 10. Familiarity with their state fish and wildlife agency by race (Totals in the bottom row are the sample size).

Familiarity with agency	Unlicensed Participant					Licensed Participant					Unlicensed Nonparticipant				
	White or Caucasian	Black or African American	Indian or Native Alaskan	Hawaiian or Asian		White or Caucasian	Black or African American	Indian or Native Alaskan	Hawaiian or Asian		White or Caucasian	Black or African American	Indian or Native Alaskan	Hawaiian or Asian	
Not familiar at all	25%	26%	12%	15%		3%	9%	6%	12%		36%	36%	21%	22%	
Slightly familiar	34%	19%	17%	13%		18%	25%	20%	24%		24%	27%	14%	29%	
Moderately familiar	20%	17%	13%	19%		43%	36%	44%	38%		12%	22%	28%	28%	
Very familiar	16%	28%	41%	38%		29%	22%	24%	23%		18%	10%	25%	14%	
Extremely familiar	5%	11%	17%	15%		7%	9%	6%	3%		10%	6%	11%	8%	
Total	6,144	895	350	337		14,392	139	217	115		1,543	291	71	65	

Table 11. Familiarity with their state fish and wildlife agency by ethnicity (Totals in the bottom row are the sample size).

Familiarity with agency	Unlicensed Participant		Licensed Participant		Unlicensed Nonparticipant	
	No, not Spanish/Hispanic	Yes, Spanish/Hispanic	No, not Spanish/Hispanic	Yes, Spanish/Hispanic	No, not Spanish/Hispanic	Yes, Spanish/Hispanic
Not familiar at all	25%	16%	3%	6%	35%	33%
Slightly familiar	32%	17%	18%	22%	24%	31%
Moderately familiar	20%	15%	43%	44%	14%	25%
Very familiar	18%	37%	29%	23%	17%	8%
Extremely familiar	6%	15%	7%	5%	10%	3%
Total	6,931	753	14,609	302	1,892	72

Sharing the Same Values

Only respondents that reported some familiarity with their agency received a follow-up question asking if their agency holds the same values as them. All groups reported high agreement, with little differences between Unlicensed Participants and Unlicensed Nonparticipants (Table 12). There were minor differences in responses by race or ethnicity (Table 14, Table 15). Among Unlicensed Participants, Native American and Asian respondents were more likely to agree that agency's share their values compared to White and Black respondents. Women across all participation group, were more likely to answer that they "Neither agree or disagree" on whether they shared values with the agency, suggesting more uncertainty among women.

Table 12. Percent of respondents who agreed that their state fish and wildlife agency holds the same values as they do and supports their outdoor recreational activities.

Agency shares same values	Unlicensed Participant	Licensed Participant	Unlicensed Nonparticipant
Strongly disagree	1%	5%	2%
Somewhat disagree	3%	12%	3%
Neither agree nor disagree	26%	22%	22%
Somewhat agree	52%	36%	49%
Strongly agree	18%	24%	24%
Total	5,862	17,694	1,288

Table 13. Percent of respondents who agreed that their state fish and wildlife agency had the same values as they did or supported their outdoor recreational activities – by gender. (Totals in the bottom row are the sample size)

Agency shares same values	Unlicensed Participant		Licensed Participant		Unlicensed Nonparticipant	
	Male	Female	Male	Female	Male	Female
Strongly disagree	1%	1%	5%	5%	1%	2%
Somewhat disagree	3%	4%	12%	8%	2%	3%
Neither agree nor disagree	19%	32%	21%	26%	17%	29%
Somewhat agree	57%	48%	38%	35%	57%	41%
Strongly agree	20%	15%	24%	27%	23%	25%
Total	2,976	2,872	13,139	1,739	677	608

Table 14. Percent of respondents who agreed that their state fish and wildlife agency had the same values as they did or supported their outdoor recreational activities – by race. (Totals in the bottom row are the sample size)

Agency shares same values	Unlicensed Participant				Licensed Participant				Unlicensed Nonparticipant				
	White or Caucasian	Black or African American	Indian or Native Alaskan Native Hawaiian or	Asian	White or Caucasian	Black or African American	Indian or Native Alaskan Native Hawaiian or	Asian	White or Caucasian	Black or African American	Indian or Native Alaskan Native Hawaiian or	Asian	
Strongly disagree		1%	1%	0%	0%	5%	4%	4%	2%	2%	3%	2%	0%
Somewhat disagree		3%	5%	4%	1%	12%	9%	14%	8%	3%	5%	0%	2%
Neither agree nor disagree		27%	26%	16%	13%	21%	19%	24%	23%	21%	29%	14%	33%
Somewhat agree		52%	47%	59%	63%	38%	41%	34%	44%	50%	42%	64%	51%
Strongly agree		17%	20%	21%	23%	24%	28%	24%	24%	25%	21%	20%	14%
Total	4,622	664	309	286	13,939	127	205	101	992	186	56	51	

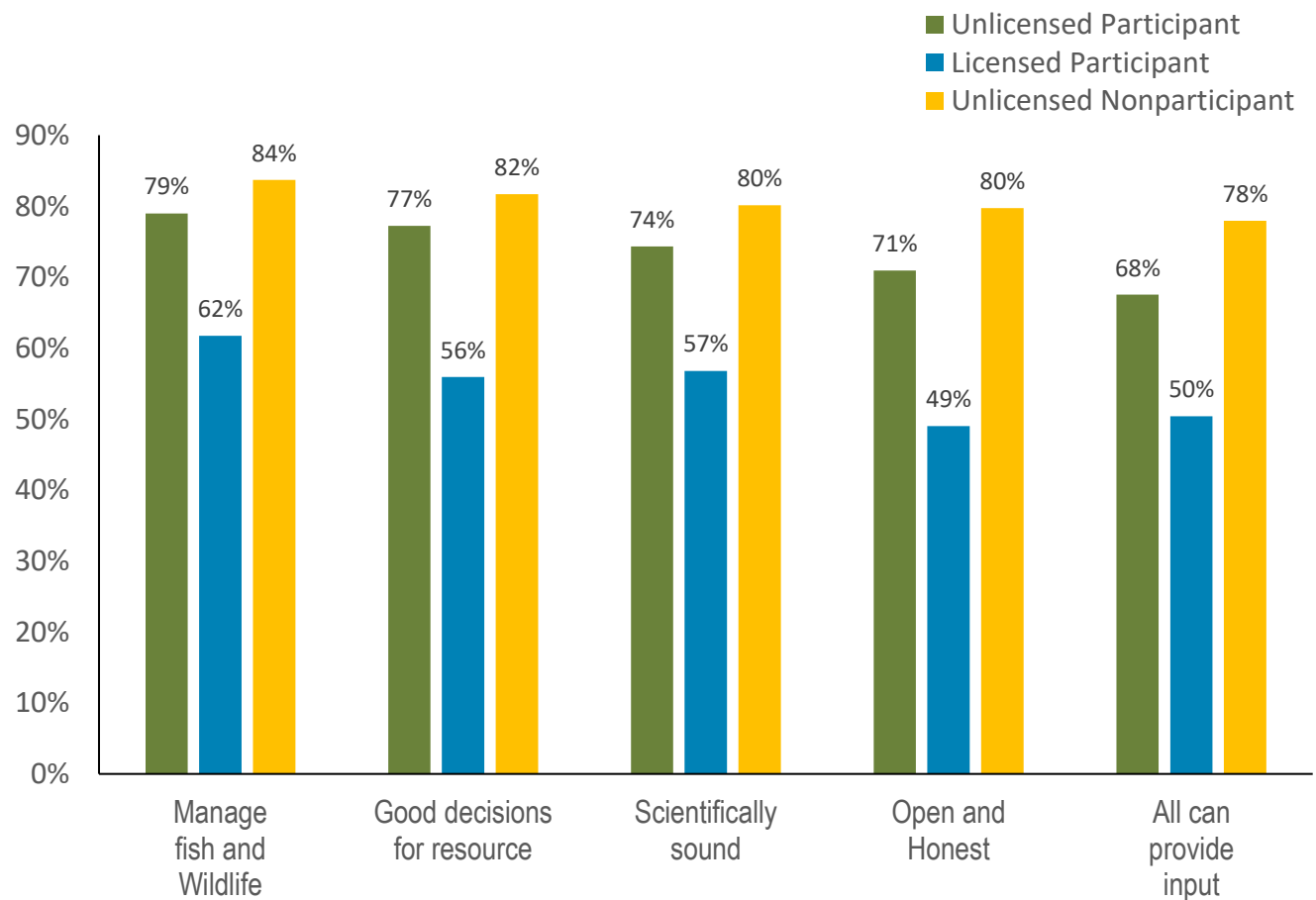
Table 15. Percent of respondents who agreed that their state fish and wildlife agency had the same values as they did or supported their outdoor recreational activities – by ethnicity. (Totals in the bottom row are the sample size)

Agency shares same values	Unlicensed Participant		Licensed Participant		Unlicensed Nonparticipant		
	No, not Spanish/Hispanic	Yes, Spanish/Hispanic	No, not Spanish/Hispanic	Yes, Spanish/Hispanic	No, not Spanish/Hispanic	Yes, Spanish/Hispanic	
Strongly disagree		1%	1%	5%	4%	2%	0%
Somewhat disagree		3%	3%	12%	10%	3%	4%
Neither agree nor disagree		27%	17%	21%	23%	21%	40%
Somewhat agree		52%	57%	38%	36%	50%	46%
Strongly agree		17%	22%	24%	26%	24%	10%
Total	5,216	632	14,142	285	1,234	48	

Perceptions of Agency Performance

All groups agreed that their state agency was doing a good job (Figure 8). Unexpectedly, Unlicensed Nonparticipants rated agency performance higher than participant groups. Very few of the unlicensed respondents reported negative responses about their agency. More Unlicensed Participants reported neutral responses (Neither agree nor disagree) compared to Unlicensed Nonparticipants, who appeared more willing to respond positively to this set of questions. Licensed Participants had the most negative responses. This group reported higher familiarity with their agency and are more likely to be aware of decisions that impact their recreational opportunities or pay more attention to communications from agencies. Comparatively, Unlicensed Nonparticipants, would not have their recreational opportunities directly impacted by agency management decisions and many of this group may be simply indifferent and do not care about their agencies actions or lack of.

Figure 8. Percent of respondents who agreed that their state fish and wildlife agency does a good job with these responsibilities.



Responsibilities of State Fish and Wildlife Agencies: Importance and Trust

Importance of Various Public Trust Responsibilities

Respondents were asked to rate the importance of several responsibilities typical of state agencies. The list of agency responsibilities was developed based upon feedback from SEAFWA states the previous year. For each question, respondents were allowed to answer, “I do not think this is managed by my agency,” as state agencies do not all share the same responsibilities. We also purposefully included responsibilities that are not the primary responsibility of state fish and wildlife agencies (e.g., Regulate Mining) as a benchmark to compare with other responsibilities. Due to the long list of responsibilities received from states, this question was split into two parts and each respondent was presented half of the list to reduce survey fatigue and improve accuracy.

All groups ranked “Protect Fish and Wildlife Habitat” as a high priority, it was the highest priority for License Participants and Unlicensed Nonparticipants and the second-highest priority for Unlicensed Participants (Table 16). For Unlicensed Participants, “Protect Environment” was the top priority, followed by “Protect Fish and Wildlife Habitat” and “Control Pollution.” Unlicensed nonparticipants had the same top three priorities but ranked “Protect Fish and Wildlife Habitat” first and “Protect the Environment” second. Licensed participants ranked “Protect Fish and Wildlife Habitat” first followed by “Protect Game Animals” and then “Manage Lands” (for outdoor recreation). Some of the largest differences between licensed participants and other groups was that they ranked “Protect the Environment” and “Enforce Game Laws” lower than other groups and “Protect Game Animals” and “Provide Access” higher than other groups.

Table 16. Importance of responsibilities, rankings from respondents who thought the given task was either “Very” or “Extremely Important”, by participant type.

Responsibility	Unlicensed Participant	Licensed Participant	Unlicensed Nonparticipant
Protect Environment	1	6	2
Protect Fish and Wildlife Habitat	2	1	1
Enforce Game Laws	3	5	3
Manages Lands	4	3	6
Control Pollution	5	7	4
Protect Game Animals	6.5	2	7
Protect Non-game Animals	6.5	8	5
Provide Access	8	4	8
Manage Nuisance/Urban Wildlife	9	10	10
Skills Education	10	9	9
Provide Technical Guidance	11	12	11
Regulate Mining	12	13	12
Recruitment Programs	13	11	13

Table 17. Importance of the various tasks that state conservation agencies can perform. Rankings were generated from respondents who thought the given task was either “Very” or “Extremely Important”, by participant type.

Responsibility	Unlicensed Participant				Licensed Participant				Unlicensed Nonparticipant			
	Not at all important or Slightly important	Moderately important	Very important or Extremely important	Overall Rank	Not at all important or Slightly important	Moderately important	Very important or Extremely important	Overall Rank	Not at all important or Slightly important	Moderately important	Very important or Extremely important	Overall Rank
Protect Environment	3%	10%	81%	1	5%	13%	78%	5	6%	7%	75%	2
Protect Fish and Control	3%	11%	80%	2	3%	8%	87%	1	5%	7%	76%	1
Pollution Enforce	4%	12%	75%	3	7%	14%	71%	7	7%	8%	71%	3
Game Protect	6%	12%	75%	4	5%	14%	79%	6	8%	8%	73%	4
Game	5%	14%	74%	5	3%	9%	86%	2	7%	9%	71%	5
Manages Lands	5%	14%	75%	6	3%	11%	82%	3	8%	9%	70%	7
Protect Non-game	5%	14%	74%	7	9%	22%	64%	8	6%	11%	69%	6
Provide Access	5%	16%	71%	8	4%	12%	81%	4	8%	13%	65%	9
Manage Nuisance/Urban	6%	20%	65%	9	13%	24%	56%	10	8%	12%	63%	8
Skills Education	8%	20%	64%	10	13%	25%	58%	9	10%	13%	63%	10
Provide Technical	7%	20%	60%	11	12%	26%	53%	11	9%	15%	56%	11
Regulate Mining	9%	17%	58%	12	17%	22%	44%	13	12%	12%	53%	12
Recruitment Programs	18%	21%	45%	13	15%	25%	54%	12	18%	16%	45%	13

Two-way ANOVAs were used to test for differences between participation groups, age, gender, race, and ethnicity on reporting high importance for agency responsibilities (1-3 below). To test differences for specific responsibilities by race and ethnicity, repeated-measure logistic regressions were used (4-5 below). In summary:

1. Older respondents, age 55 and older rated agency responsibilities higher compared to younger respondents
2. Licensed participants rated agency responsibilities higher than average and Unlicensed Nonparticipants rated agency responsibilities lower than average
3. Overall, men tended to rate agency responsibilities higher than women however they differed on multiple responsibilities. Men rated enforcement of game laws, recruiting new participants (Recruitment Programs, R3), and protecting fish and wildlife habitat higher while women rated protecting the environment, providing educational (skills) programs related to outdoor recreation, and controlling pollution as higher responsibilities.
4. Overall, Hispanic and Non-Hispanic respondents were similar in their ratings of agency responsibilities. Hispanic respondents rated “Providing technical guidance to citizens” and “Providing access” lower than Non-Hispanic respondents.
5. Among Black respondents, “Protecting fish and wildlife habitat”, “Protecting the environment”, and “Controlling Pollution” were rated higher than average, while “Providing technical guidance to citizens including private lands management” and “Recruiting new hunters, anglers, and outdoor enthusiasts” (Recruitment Programs, R3) were rated lower than average. Among Asian respondents, the rating of responsibilities did not change, with the exception of, “Recruiting new hunters, anglers, and outdoor enthusiasts” (Recruitment Programs, R3), which was rated lower than average. Among Native American respondents, “Protecting fish and wildlife habitat”, was rated higher than average and the following responsibilities were rated lower: “Providing technical guidance to citizens including private lands management”, “Recruiting new hunters, anglers, and outdoor enthusiasts” (Recruitment Programs, R3), “Providing technical guidance to citizens including private lands management”, and “Providing ‘How To’ education on outdoor recreation (such as, how to hunt, fish, camp, or paddle)”.

Trusted to Make Good Decisions for Various Public Trust Responsibilities

Respondents that reported management responsibilities as important (Table 16) were then asked whether the agency could be trusted to make good decisions regarding that responsibility (Table 18). Across all responsibilities, respondents agreed that they could trust their agency (Table 19). Although there are some differences between the rankings of importance and trust for each participant group, there are no major differences in responses.

Table 18. Trust rankings from respondents who chose either “Somewhat Agree” or “Strongly Agree” that their state fish & wildlife agency could be trusted to perform this task well, by participant type.

Responsibility	Unlicensed Participant	Licensed Participant	Unlicensed Nonparticipant
Protect Fish and Wildlife Habitat	1	3	2
Enforce Game Laws	2	1	1
Protect Game Animals	3	4	4
Manage Lands	4	5	3
Provide Access	5	2	5
Protect Environment	6	6	7
Protect Non-game Animals	7	8	8
Skills Education	8	7	6
Control Pollution	9	9	9
Provide Technical Guidance	10	10	10
Manage Nuisance/Urban Wildlife	11	12	11
Regulate Mining	12	13	13
Recruitment Programs	13	11	12

Table 19. Agreement that agencies can be trusted to make good decisions for various responsibilities.

Task	Unlicensed Participant				Licensed Participant				Unlicensed Nonparticipant			
	Strongly disagree or Somewhat disagree	Neither agree nor disagree	Somewhat agree or Strongly agree	Overall Rank	Strongly disagree or Somewhat disagree	Neither agree nor disagree	Somewhat agree or Strongly agree	Overall Rank	Strongly disagree or Somewhat disagree	Neither agree nor disagree	Somewhat agree or Strongly agree	Overall Rank
Protect Fish and Wildlife Habitat	3%	15%	82%	1	10%	13%	77%	3	3%	12%	85%	2
Enforce Game Laws	4%	15%	81%	2	7%	13%	80%	1	3%	10%	87%	1
Manage Lands	3%	17%	80%	3	10%	15%	75%	5	4%	12%	84%	3
Protect Game	3%	17%	80%	4	12%	12%	76%	4	3%	13%	83%	4
Protect Environment	4%	17%	80%	5	8%	19%	73%	6	3%	17%	80%	7
Provide Access	3%	17%	79%	6	7%	14%	78%	2	3%	14%	83%	5
Protect Non-game Skills	3%	18%	79%	7	8%	24%	68%	8	3%	17%	80%	8
Education	4%	21%	74%	8	6%	24%	70%	7	3%	14%	83%	6
Control Pollution	6%	20%	74%	9	10%	25%	65%	9	5%	17%	78%	10
Manage Nuisance/Urban	4%	22%	74%	10	11%	27%	61%	12	5%	18%	76%	11
Provide Technical	4%	23%	73%	11	9%	28%	62%	10	3%	19%	78%	9
Regulate Mining	5%	26%	69%	12	9%	37%	54%	13	5%	21%	74%	13
Recruitment Programs	6%	27%	67%	13	8%	30%	62%	11	4%	20%	76%	12

Observation of several key agency responsibilities

Importance of protecting the environment

1. Women who were Unlicensed Participants and Licensed Participants rated protecting the environment as “Extremely Important” higher than their male counterparts (Table 20).
2. Protecting the environment was important, regardless of age group. But younger Unlicensed Nonparticipants rated it higher than older respondents of the same group (Table 21). Although weaker, there is a similar trend among Licensed Participants.
3. Hispanic respondents who were Unlicensed Nonparticipants rated protecting the environment much lower than Non-Hispanic respondents or other Hispanic respondents (Table 22).
4. Responses by race were very similar (Table 23). Black Unlicensed Participants rated this slightly lower than other Unlicensed Nonparticipants, but this trend was not apparent among other participation groups and, overall, Black respondents tended to rate responsibilities lower than respondents from other races.

Table 20. Importance of protecting the environment, by gender. (Totals in the bottom row are the sample size)

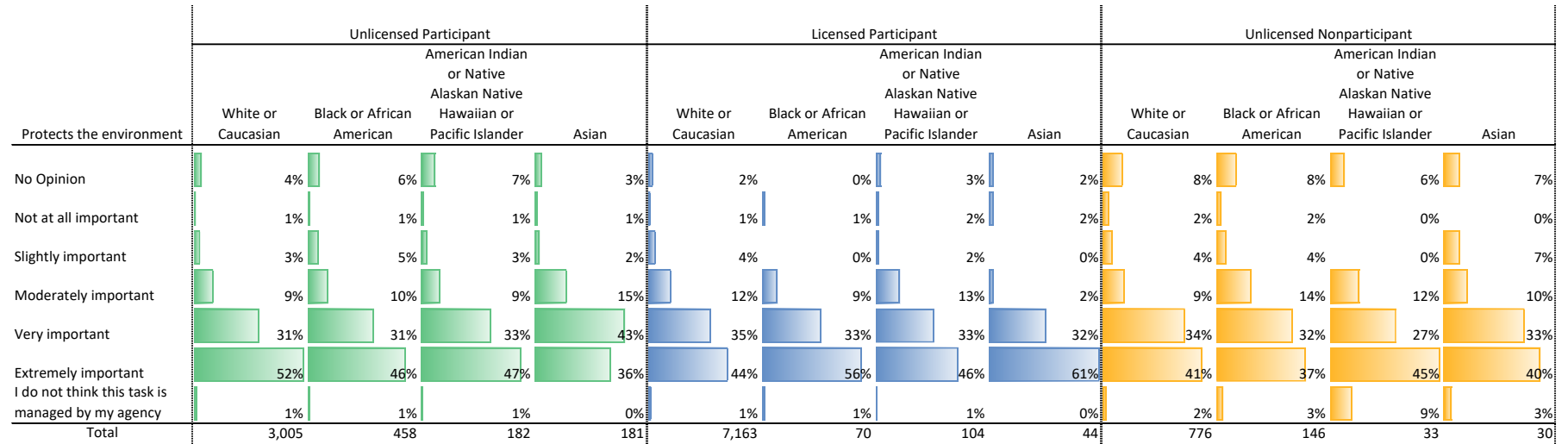
Protects the environment	Unlicensed Participant		Licensed Participant		Unlicensed Nonparticipant	
	Male	Female	Male	Female	Male	Female
No Opinion	4%	3%	2%	3%	5%	11%
Not at all important	1%	1%	1%	0%	3%	2%
Slightly important	3%	3%	4%	2%	6%	3%
Moderately important	10%	9%	13%	9%	10%	10%
Very important	35%	28%	36%	28%	35%	32%
Extremely important	45%	55%	42%	56%	40%	41%
I do not think this task is managed by my agency	1%	1%	2%	1%	2%	2%
Total	1,780	2,027	6,725	928	434	549

Table 21. Importance of protecting the environment, by age classes. (The bottom row labeled “Total” is the sample size)

	Unlicensed Participant			Licensed Participant			Unlicensed Nonparticipant		
	Between 18-34 years old	Between 35-54 years old	At least 55 years old	Between 18-34 years old	Between 35-54 years old	At least 55 years old	Between 18-34 years old	Between 35-54 years old	At least 55 years old
Protects the environment									
No Opinion	5%	4%	3%	3%	3%	2%	6%	8%	10%
Not at all important	1%	1%	1%	1%	1%	1%	1%	2%	4%
Slightly important	4%	3%	3%	3%	5%	3%	3%	5%	5%
Moderately important	10%	9%	9%	11%	13%	12%	8%	11%	10%
Very important	29%	34%	32%	29%	35%	36%	38%	34%	28%
Extremely important	51%	49%	51%	52%	42%	44%	43%	37%	41%
I do not think this task is managed by my agency	2%	1%	2%	1%	2%	2%	2%	3%	1%
Total	997	1,312	1,509	948	2,926	3,865	357	291	337

Table 22. Importance of protecting the environment, by ethnicity. (The bottom row labeled “Total” is the sample size)

	Unlicensed Participant		Licensed Participant		Unlicensed Nonparticipant	
	No, not Spanish/Hispanic	Yes, Spanish/Hispanic	No, not Spanish/Hispanic	Yes, Spanish/Hispanic	No, not Spanish/Hispanic	Yes, Spanish/Hispanic
Protects the environment						
No Opinion		4%	2%	2%	8%	8%
Not at all important		1%	1%	1%	2%	3%
Slightly important		3%	4%	4%	4%	3%
Moderately important		9%	12%	8%	9%	27%
Very important		31%	35%	34%	33%	35%
Extremely important		51%	44%	50%	41%	22%
I do not think this task is managed by my agency		1%	1%	1%	2%	3%
Total		3,432		7,266		944

Table 23. Importance of protecting the environment, by race. (The bottom row labeled “Total” is the sample size)

Importance of protecting fish and wildlife habitat

1. Both men and women rated protecting fish and wildlife habitat very highly. Women rated it slightly higher than men in all participation groups (Table 24).
2. Among Unlicensed Participants, respondents 55 years and older rated protecting fish and wildlife habitat higher than respondents 18-34 years old (Table 25). This trend was reversed among Unlicensed Nonparticipants, which was partially due to higher responses of “No Opinion” among older respondents. The percentage of respondents that reported protecting fish and wildlife habitat as a high priority among Licensed Participants did not change much between age groups. However, younger Licensed Participants rated this as “Extremely Important” more often than older Licensed Participants.
3. Hispanic and Black respondents tended to rate protecting fish and wildlife habitat lower (Table 26, Table 27). For Hispanic respondents, this trend was strongest among Unlicensed Nonparticipants.

Table 24. Importance of protecting fish and wildlife habitat, by gender (The bottom row labeled “Total” is the sample size)

	Unlicensed Participant		Licensed Participant		Unlicensed Nonparticipant	
Protects habitat	Male	Female	Male	Female	Male	Female
No Opinion	<div><div></div></div>	<div><div></div></div> 5%	<div><div></div></div> 4%	<div><div></div></div> 2%	<div><div></div></div> 3%	<div><div></div></div> 5%
Not at all important	<div><div></div></div> 1%	<div><div></div></div> 1%	<div><div></div></div> 1%	<div><div></div></div> 1%	<div><div></div></div> 0%	<div><div></div></div> 2%
Slightly important	<div><div></div></div> 3%	<div><div></div></div> 2%	<div><div></div></div> 2%	<div><div></div></div> 2%	<div><div></div></div> 1%	<div><div></div></div> 5%
Moderately important	<div><div></div></div> 12%	<div><div></div></div> 9%	<div><div></div></div> 8%	<div><div></div></div> 8%	<div><div></div></div> 7%	<div><div></div></div> 12%
Very important	<div><div></div></div> 33%	<div><div></div></div> 29%	<div><div></div></div> 34%	<div><div></div></div> 29%	<div><div></div></div> 34%	<div><div></div></div> 32%
Extremely important	<div><div></div></div> 46%	<div><div></div></div> 54%	<div><div></div></div> 53%	<div><div></div></div> 59%	<div><div></div></div> 40%	<div><div></div></div> 44%
I do not think this task is managed by my agency	<div><div></div></div> 1%	<div><div></div></div> 1%	<div><div></div></div> 0%	<div><div></div></div> 0%	<div><div></div></div> 1%	<div><div></div></div> 2%
Total	3,518	4,170	13,512	1,857	893	1,075

Table 25. Importance of protecting fish and wildlife habitat, by age class. (The bottom row labeled "Total" is the sample size)

	Unlicensed Participant			Licensed Participant			Unlicensed Nonparticipant		
	Between 18-34 years old	Between 35-54 years old	At least 55 years old	Between 18-34 years old	Between 35-54 years old	At least 55 years old	Between 18-34 years old	Between 35-54 years old	At least 55 years old
Protects habitat									
No Opinion	5%	4%	3%	2%	2%	1%	5%	8%	10%
Not at all important	1%	1%	1%	1%	1%	0%	1%	2%	4%
Slightly important	4%	2%	2%	2%	2%	2%	4%	4%	2%
Moderately important	14%	10%	9%	6%	8%	8%	9%	13%	8%
Very important	32%	31%	30%	27%	33%	36%	39%	33%	26%
Extremely important	43%	50%	55%	62%	54%	52%	40%	38%	47%
I do not think this task is managed by my agency	1%	1%	1%	0%	0%	1%	2%	2%	1%
Total	1,976	2,691	3,045	1,920	5,777	7,842	704	582	689

Table 26. Importance of protecting fish and wildlife habitat, by ethnicity. (The bottom row labeled "Total" is the sample size)

	Unlicensed Participant		Licensed Participant		Unlicensed Nonparticipant	
	No, not Spanish/Hispanic	Yes, Spanish/Hispanic	No, not Spanish/Hispanic	Yes, Spanish/Hispanic	No, not Spanish/Hispanic	Yes, Spanish/Hispanic
Protects habitat						
No Opinion	4%	6%	2%	2%	8%	11%
Not at all important	1%	1%	0%	0%	2%	7%
Slightly important	2%	4%	2%	2%	3%	6%
Moderately important	10%	15%	8%	5%	9%	35%
Very important	31%	29%	33%	30%	33%	19%
Extremely important	51%	44%	54%	61%	43%	22%
I do not think this task is managed by my agency	1%	1%	0%	0%	2%	0%
Total	6,931	753	14,609	302	1,892	72

Table 27. Importance of protecting fish and wildlife habitat, by race. (The bottom row labeled “Total” is the sample size)

Protects habitat	Unlicensed Participant					Licensed Participant					Unlicensed Nonparticipant				
	White or Caucasian	Black or African American	American Indian or Native Alaskan Native Hawaiian or Pacific Islander	Asian		White or Caucasian	Black or African American	American Indian or Native Alaskan Native Hawaiian or Pacific Islander	Asian		White or Caucasian	Black or African American	American Indian or Native Alaskan Native Hawaiian or Pacific Islander	Asian	
No Opinion		4%	8%	5%	4%	2%	1%	2%	5%		8%	10%	3%	11%	
Not at all important		1%	1%	1%	1%	0%	1%	0%	2%		2%	3%	1%	2%	
Slightly important		2%	5%	2%	2%	2%	1%	0%	3%		3%	6%	8%	8%	
Moderately important		10%	13%	13%	14%	8%	11%	7%	7%		9%	11%	11%	12%	
Very important		30%	32%	35%	36%	33%	32%	36%	33%		33%	31%	37%	29%	
Extremely important		53%	41%	43%	42%	54%	54%	54%	50%		44%	36%	37%	38%	
I do not think this task is managed by my agency		1%	1%	1%	0%	0%	0%	0%	0%		2%	2%	3%	0%	
Total	6,144	895	350	337		14,392	139	217	115		1,543	291	71	65	

Importance of protecting fish and wildlife game animals

1. In all participation groups, men rated the important of protecting fish and wildlife game animals higher (Table 28).
2. Among Unlicensed Participants, older respondents rated this higher than younger respondents, and for Unlicensed Nonparticipants, younger respondents rated this higher than older respondents (Table 29)
3. Among non-hunters and anglers, Black respondents and Hispanic respondents rated this lower compared to White and Non-Hispanic respondents, respectively.

Table 28. Importance of protecting game animals for the participant groups, by gender. (The bottom row labeled “Total” is the sample size)

Protects game animals	Unlicensed Participant		Licensed Participant		Unlicensed Nonparticipant	
	Male	Female	Male	Female	Male	Female
No Opinion	6%	5%	2%	3%	7%	12%
Not at all important	1%	1%	0%	0%	3%	3%
Slightly important	5%	5%	2%	2%	6%	4%
Moderately important	13%	15%	8%	9%	11%	12%
Very important	33%	34%	36%	38%	35%	30%
Extremely important	41%	38%	51%	47%	37%	37%
I do not think this task is managed by my agency	1%	1%	0%	0%	1%	2%
Total	1,780	2,027	6,725	928	434	549

Table 29. Importance of protecting game animals for the participant groups, by age class. (The bottom row labeled “Total” is the sample size)

	Unlicensed Participant			Licensed Participant			Unlicensed Nonparticipant		
	Between 18-34 years old	Between 35-54 years old	At least 55 years old	Between 18-34 years old	Between 35-54 years old	At least 55 years old	Between 18-34 years old	Between 35-54 years old	At least 55 years old
Protects game animals									
No Opinion	7%	6%	5%	2%	2%	2%	7%	10%	14%
Not at all important	1%	1%	1%	0%	1%	0%	1%	3%	4%
Slightly important	6%	5%	4%	2%	3%	2%	3%	7%	4%
Moderately important	16%	15%	13%	8%	10%	8%	9%	14%	11%
Very important	32%	31%	37%	30%	36%	38%	37%	31%	29%
Extremely important	38%	40%	40%	57%	48%	50%	41%	33%	36%
I do not think this task is managed by my agency	1%	1%	1%	0%	0%	0%	1%	2%	2%
Total	997	1,312	1,509	948	2,926	3,865	357	291	337

Importance of controlling pollution

1. Among non-hunters and anglers, men and women rated controlling pollution similarly (Table 30). Among Licensed Participants (hunters and anglers), women rated controlling pollution higher.
2. Unlicensed Nonparticipants, age 18-34 years old, rated controlling pollution higher than their older counterparts. Among Licensed Participants, respondents that were 55 and older reported this slightly higher than younger respondents.
3. Asian Unlicensed Participants rated this the highest across racial and participation sub-populations while Asian Unlicensed Nonparticipants rated this the lowest.
4. Among Unlicensed Nonparticipants, Hispanic respondents rated this lower compared to Non-Hispanic respondents.

Table 30. Importance of controlling pollution for the participant groups, by gender. (The bottom row labeled “Total” is the sample size)

Controls pollution	Unlicensed Participant		Licensed Participant		Unlicensed Nonparticipant	
	Male	Female	Male	Female	Male	Female
No Opinion		5%		3%		5%
Not at all important		1%		2%		3%
Slightly important		4%		5%		5%
Moderately important		12%		14%		13%
Very important		34%		32%		31%
Extremely important		41%		39%		40%
I do not think this task is managed by my agency		3%		4%		3%
Total	3,518	4,170	13,512	1,857	893	1,075

Table 31. Importance of controlling pollution for the participant groups, by age class. (The bottom row labeled “Total” is the sample size)

Controls pollution	Unlicensed Participant			Licensed Participant			Unlicensed Nonparticipant		
	Between 18-34 years old	Between 35-54 years old	At least 55 years old	Between 18-34 years old	Between 35-54 years old	At least 55 years old	Between 18-34 years old	Between 35-54 years old	At least 55 years old
No Opinion		5%	5%		4%	4%		5%	7%
Not at all important		1%	1%		2%	2%		2%	2%
Slightly important		4%	3%		6%	6%		3%	5%
Moderately important		13%	12%		14%	15%		9%	12%
Very important		32%	31%		28%	31%		36%	29%
Extremely important		43%	44%		42%	37%		43%	39%
I do not think this task is managed by my agency		2%	3%		4%	4%		3%	4%
Total	1,976	2,691	3,045	1,920	5,777	7,842	704	582	689

Funding

Sources of Funding for State Fish and Wildlife Agencies

Licensed participants were the most likely to know that agencies are funded by license sales (Figure 9). Older Unlicensed Participants and Unlicensed Nonparticipants were more likely to correctly identify license sales as a source of funding for agencies. Among Unlicensed Participants, Black, Native American, and Asian respondents were less likely to report licenses as a source of funding. Similarly, Hispanic respondents were less likely to report licenses as a source of funding.

Among all groups, much fewer respondents identified taxes on equipment used in hunting, fishing, and target shooting as funding sources for agencies. Unlicensed nonparticipants were more likely to report that they were not sure about funding but relatively few respondents reported this across all groups. All groups were more likely to believe that general state tax revenues fund state fish and wildlife agencies compared to taxes on hunting, fishing, and target shooting equipment.

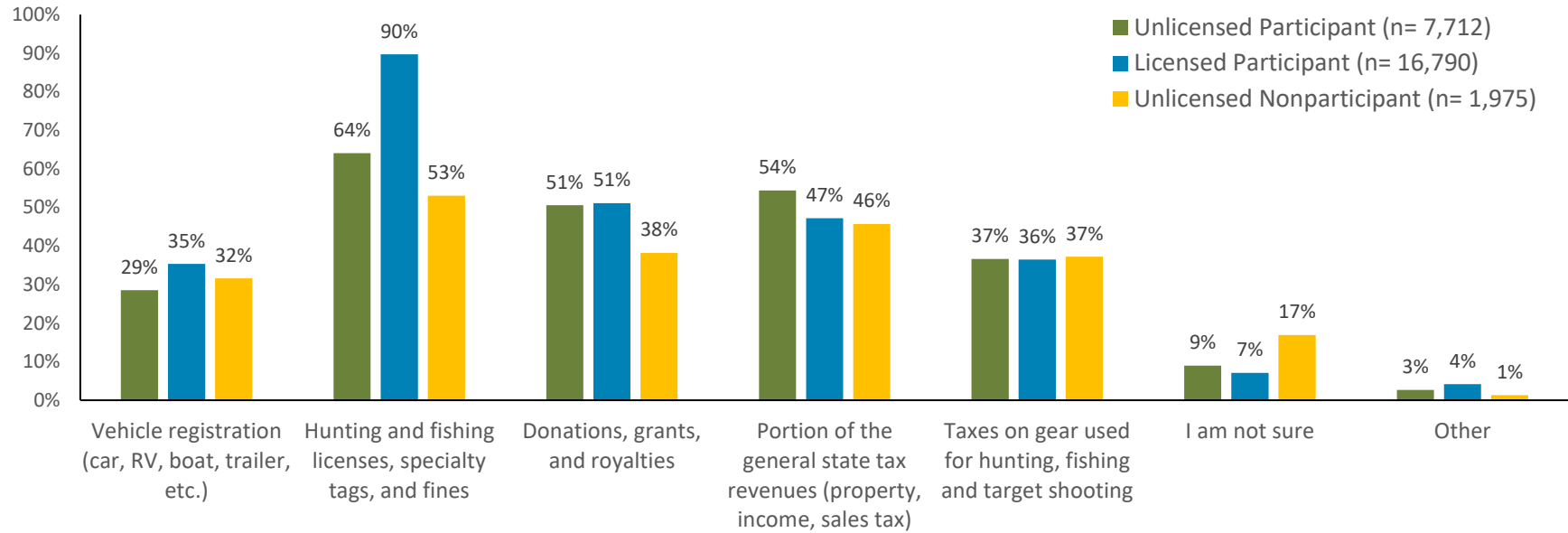
Figure 9. Perceived sources of funding for state fish and wildlife agencies by respondent type.

Table 32. Perceived sources of funding for state fish and wildlife conservation agencies by age (The bottom row labeled “Total” is the sample size)

Funding sources	Unlicensed Participant			Licensed Participant			Unlicensed Nonparticipant		
	Between 18-34 years old	Between 35-54 years old	At least 55 years old	Between 18-34 years old	Between 35-54 years old	At least 55 years old	Between 18-34 years old	Between 35-54 years old	At least 55 years old
Vehicle registration (car, RV, boat, trailer, etc.)	26%	28%	31%	36%	34%	37%	34%	38%	24%
Hunting and fishing licenses, specialty tags, and fines	50%	60%	76%	89%	90%	91%	41%	53%	66%
Donations, grants, and royalties	55%	52%	47%	61%	54%	48%	38%	44%	33%
Portion of the general state tax revenues (property, income, sales tax)	48%	53%	60%	50%	48%	47%	39%	50%	49%
Taxes on gear used for hunting, fishing and target shooting	37%	36%	37%	35%	34%	40%	42%	39%	30%
I am not sure	8%	9%	10%	7%	6%	6%	10%	17%	25%
Other	2%	3%	3%	5%	5%	4%	1%	1%	2%
Total	1,976	2,691	3,045	1,920	5,777	7,842	704	582	689

Table 33. Perceived sources of funding for state fish and wildlife conservation agencies by the various types of respondents, by gender. (The bottom row labeled “Total” is the sample size)

Funding sources	Unlicensed Participant		Licensed Participant		Unlicensed Nonparticipant	
	Male	Female	Male	Female	Male	Female
Vehicle registration (car, RV, boat, trailer, etc.)	31%	27%	36%	34%	37%	27%
Hunting and fishing licenses, specialty tags, and fines	59%	68%	91%	86%	53%	53%
Donations, grants, and royalties	52%	49%	52%	52%	41%	36%
Portion of the general state tax revenues (property, income, sales tax)	57%	53%	48%	46%	51%	42%
Taxes on gear used for hunting, fishing and target shooting	39%	34%	38%	28%	42%	33%
I am not sure	5%	12%	6%	12%	10%	23%
Other	3%	2%	4%	4%	1%	2%
Total	3,518	4,170	13,512	1,857	893	1,075

Table 34. Perceived sources of funding for state fish and wildlife agencies by respondent type and race. (The bottom row labeled “Total” is the sample size)

Funding sources	Unlicensed Participant				Licensed Participant				Unlicensed Nonparticipant			
	White or Caucasian	Black or African American	American Indian or Native Alaskan Native Hawaiian or Pacific Islander	Asian	White or Caucasian	Black or African American	American Indian or Native Alaskan Native Hawaiian or Pacific Islander	Asian	White or Caucasian	Black or African American	American Indian or Native Alaskan Native Hawaiian or Pacific Islander	Asian
Vehicle registration (car, RV, boat, trailer, etc.)												
Hunting and fishing licenses, specialty tags, and fines												
Donations, grants, and royalties												
Portion of the general state tax revenues (property, income, sales)												
Taxes on gear used for hunting, fishing and target shooting												
I am not sure												
Other												
Total	6,144	895	350	337	14,392	139	217	115	1,543	291	71	65

Opinions of Who Should Pay for Fish and Wildlife Management

Respondents were asked how fish and wildlife agencies *should* be funded in their state, public pays, user pays, or balanced between the two. A majority of both participant groups, licensed and unlicensed, preferred a balance of public and user pay (Figure 10). Many Unlicensed Nonparticipants also supported balanced pay but more preferred user pay. Among Unlicensed Nonparticipants, 18-34 year olds strongly supported user pay (Table 35).

Figure 10. Support for fish and wildlife funding models, by participant group.

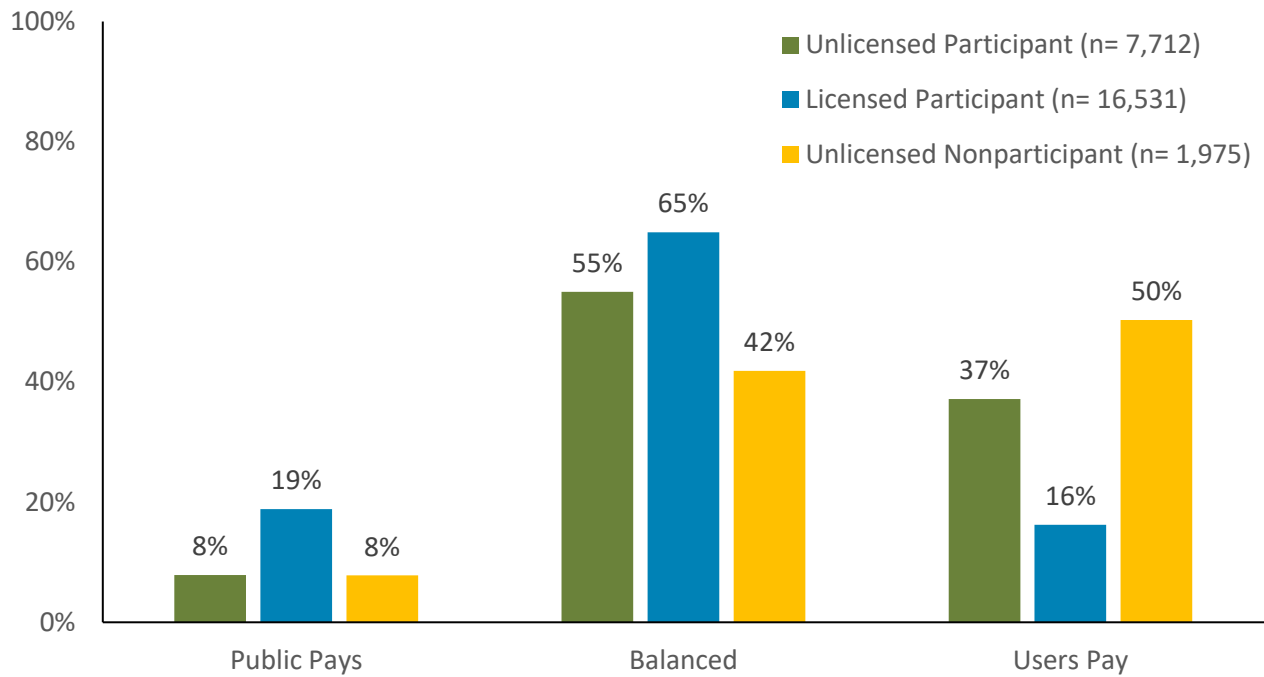


Table 35. Opinions of who should fund state fish and wildlife agencies, by group and age class.

Wildlife funding model	Unlicensed Participant			Licensed Participant			Unlicensed Nonparticipant		
	Between 18-34 years old	Between 35-54 years old	At least 55 years old	Between 18-34 years old	Between 35-54 years old	At least 55 years old	Between 18-34 years old	Between 35-54 years old	At least 55 years old
Public Pays	9%	9%	7%	22%	21%	17%	6%	10%	8%
Balanced	53%	54%	57%	63%	65%	65%	28%	46%	53%
Users Pay	38%	37%	36%	15%	14%	18%	67%	44%	39%
Total	1,976	2,691	3,045	1,920	5,777	7,842	704	582	689

Table 36. Opinions of who should fund state fish and wildlife agencies, by group and gender (The bottom row labeled “Total” is the sample size)

Wildlife funding model	Unlicensed Participant		Licensed Participant		Unlicensed Nonparticipant	
	Male	Female	Male	Female	Male	Female
Public Pays	8%	8%	19%	18%	9%	7%
Balanced	50%	59%	64%	69%	37%	46%
Users Pay	42%	33%	17%	13%	54%	47%
Total	3,518	4,170	13,512	1,857	893	1,075

Redirecting Funds to State Fish and Wildlife Management

Respondents were asked whether they would be willing to reallocate current state funds towards state fish and wildlife needs. From each group, only around 20% respondents did not support moving funds towards state agencies (Figure 11). Among all groups, “Public Welfare and Assistance”, “Transportation”, and the “Justice system” were the most common areas to transform funds from. Transferring funds from “Education” and “Health Care” were less popular among participant groups but were more popular among Unlicensed Nonparticipants. Among all groups, respondents that were 55 years old and over, were more likely to reject moving funds to fish and wildlife agencies compared to younger respondents. Among Unlicensed Participants and Unlicensed Nonparticipants, women were more likely to reject moving funds. Generally, among Unlicensed Participants and Unlicensed Nonparticipants, Asian and Native American respondents were more likely to support moving funds to agencies.

Figure 11. Percent agreement for moving funds to state fish and wildlife agencies from other state agencies.

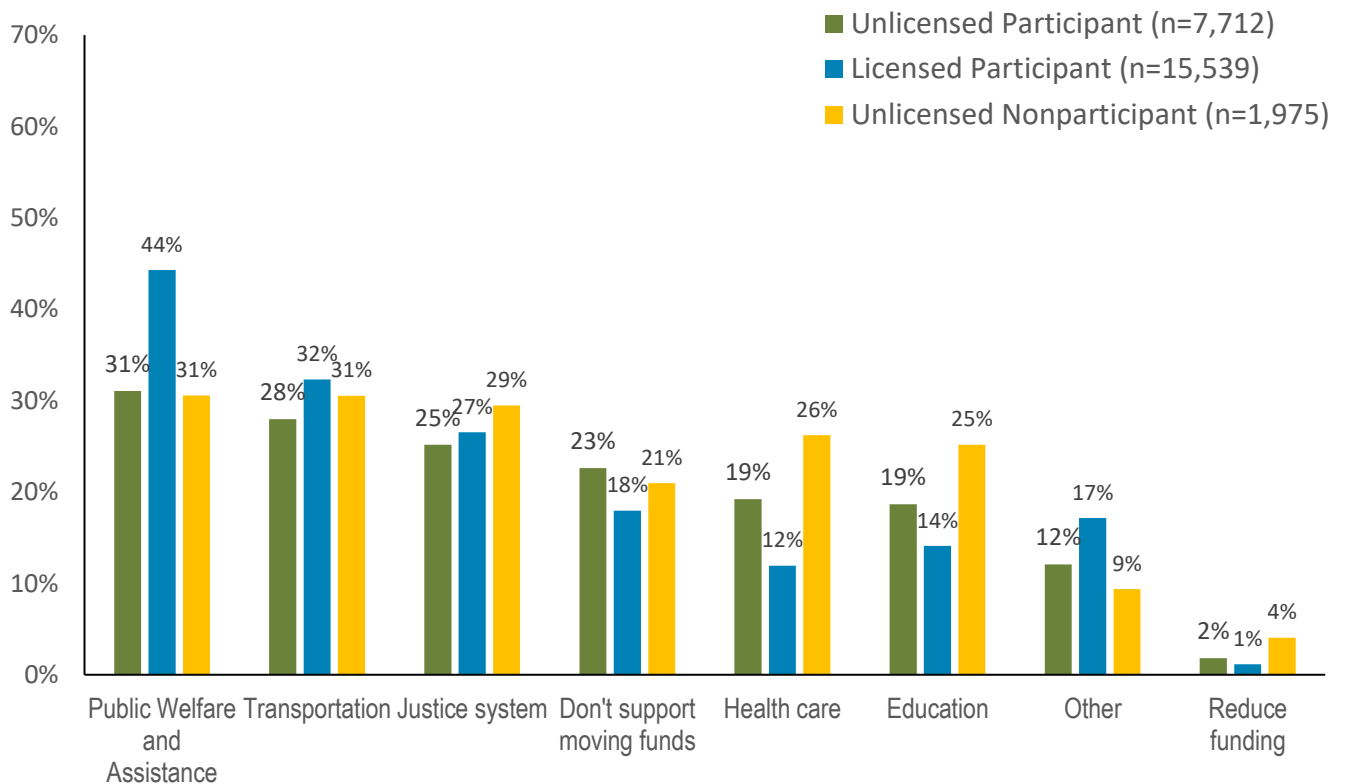


Table 37. Percent agreement for moving funds to state fish and wildlife agencies from other state agencies, by gender. (The bottom row labeled “Total” is the sample size).

Programs to reduce	Unlicensed Participant		Licensed Participant		Unlicensed Nonparticipant	
	Male	Female	Male	Female	Male	Female
Education	24%	14%	15%	11%	31%	20%
Health care	25%	14%	12%	9%	33%	21%
Transportation	31%	26%	33%	29%	35%	27%
Public Welfare and Assistance	41%	23%	46%	36%	39%	24%
Justice system	29%	22%	27%	24%	34%	25%
Other	8%	15%	16%	21%	7%	11%
Don't support moving funds	15%	29%	18%	18%	15%	26%
Reduce funding	1%	2%	1%	1%	3%	5%
Total	3,518	4,170	13,512	1,857	893	1,075

Table 38. Percent agreement for moving funds to state fish and wildlife agencies from other state agencies, by race. (The bottom row labeled “Total” is the sample size).

Programs to reduce	Unlicensed Participant				Licensed Participant				Unlicensed Nonparticipant			
	White or Caucasian	Black or African American	American Indian or Native Alaskan Native Hawaiian or	Asian	White or Caucasian	Black or African American	American Indian or Native Alaskan Native Hawaiian or	Asian	White or Caucasian	Black or African American	American Indian or Native Alaskan Native Hawaiian or	Asian
Education	16%	25%	34%	31%	14%	18%	14%	21%	24%	28%	42%	35%
Health care	15%	31%	35%	44%	12%	12%	12%	14%	23%	38%	37%	43%
Transportation	27%	32%	35%	27%	33%	22%	31%	23%	30%	30%	34%	42%
Public Welfare and Assistance	29%	30%	39%	58%	45%	35%	43%	41%	28%	37%	48%	49%
Justice system	24%	32%	35%	26%	27%	29%	31%	28%	27%	32%	49%	43%
Other	13%	8%	9%	10%	17%	19%	15%	22%	10%	5%	4%	12%
Don't support moving funds	25%	19%	13%	9%	18%	19%	17%	15%	22%	19%	8%	11%
Reduce funding	2%	3%	1%	1%	1%	5%	2%	1%	3%	5%	8%	3%
Total	6,144	895	350	337	14,392	139	217	115	1,543	291	71	65

Table 39. Percent agreement for moving funds to state fish and wildlife agencies from other state agencies, by ethnicity. (The bottom row labeled “Total” is the sample size).

Programs to reduce	Unlicensed Participant		Licensed Participant		Unlicensed Nonparticipant	
	No, not Spanish/Hispanic	Yes, Spanish/Hispanic	No, not Spanish/Hispanic	Yes, Spanish/Hispanic	No, not Spanish/Hispanic	Yes, Spanish/Hispanic
Education	17%	33%	14%	12%	26%	19%
Health care	17%	36%	12%	9%	26%	39%
Transportation	27%	37%	33%	30%	31%	22%
Public Welfare and Assistance	30%	43%	44%	42%	30%	39%
Justice system	24%	33%	27%	29%	30%	28%
Other	12%	10%	17%	20%	9%	10%
Don't support moving funds	24%	9%	18%	11%	21%	19%
Reduce funding	2%	2%	1%	2%	4%	7%
Total	6,931	753	14,609	302	1,892	72

Primary Influences and Beneficiaries of State Fish and Wildlife Policies

Respondents were asked who should influence agency policies: funders (hunters, anglers, target shooters, and boaters), all residents, or a balance between the two. Among Licensed and Unlicensed Participants, responses were split between all residents and balanced (Figure 12). Unlicensed Nonparticipants were more likely to support all residents. Licensed Participants were more likely than other groups to select funders but this was still the least popular choice among this group. Among Unlicensed Nonparticipants, the 18-34 year olds were more likely to report all residents compared to older respondents.

Respondents were then asked who should benefit from agencies' policies: users (hunters, anglers, target shooters, and boaters), all residents, or a balance between the two. Responses were consistent with responses to who should influence agency policies (Figure 13).

Figure 12. Respondents' opinion of who should influence agency policies.

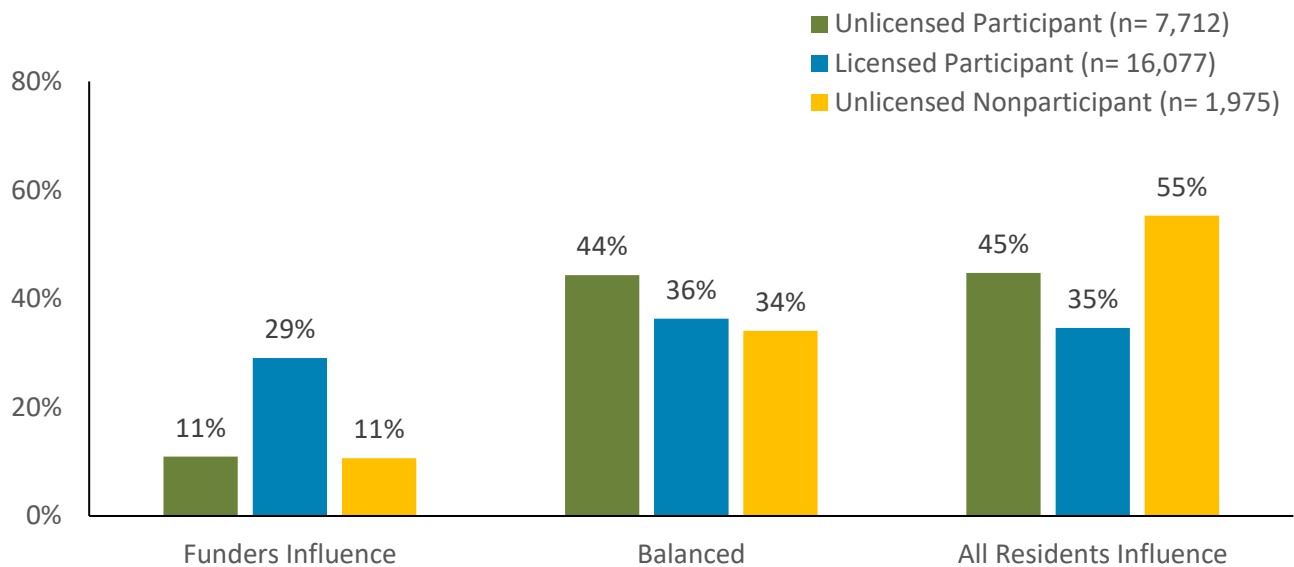
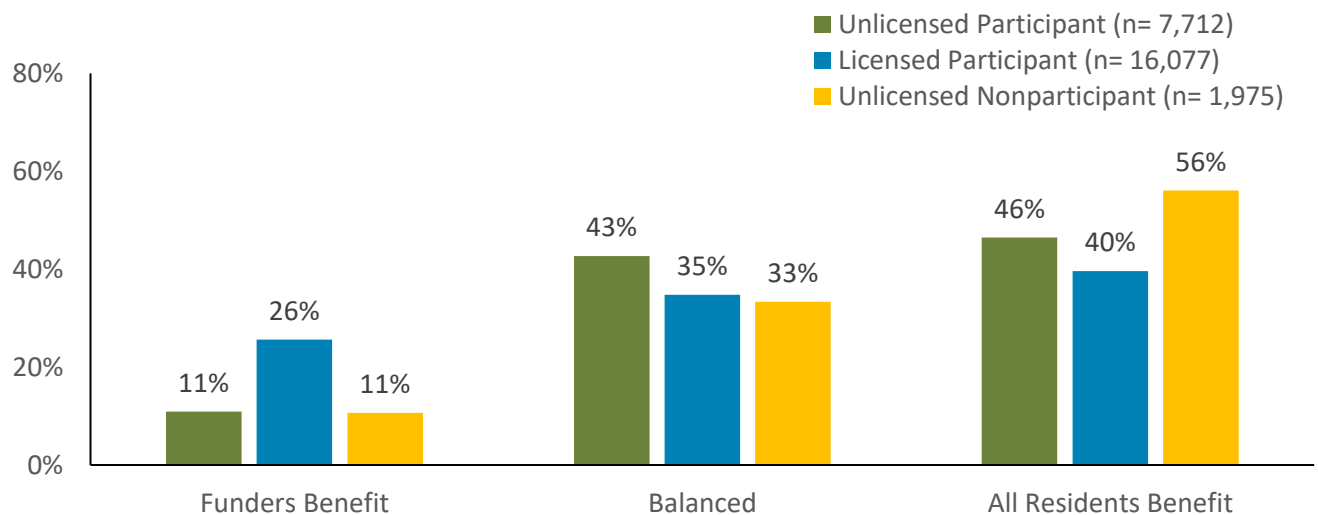


Figure 13. Respondents' opinion of who should benefit most from agency policies.



Sources of New Funds for State Fish and Wildlife Management

Respondents were asked if they would support any additional funding for their state agency. Among all groups, the most common response was to redirect a portion of state lottery proceeds (Table 40). For Licensed Respondents, redirecting sales tax revenue was the second most common response. For unlicensed respondents, voluntary conservation licenses and mandatory conservation licenses (for accessing public lands) were the second and third most popular choices, the order was flipped between the groups. Among Unlicensed Participants, White respondents were more likely to support redirecting lottery proceedings compared to Black, Native American, and Asian respondents (Table 42). Native American and Asian respondents were more likely to support increases in sales taxes and property taxes. Asian respondents were more likely than all other groups to support voluntary conservation license fees. Hispanic Unlicensed Participants were also more likely to support increases in sales and property taxes (Table 43). They were also less likely to support redirecting state lottery proceeds.

Table 40. Potential new sources for funds for state fish and wildlife conservation agencies.

Funding Source	Unlicensed Participant (n=7,673)	Licensed Participant (n=15,539)	Unlicensed Nonparticipant (n=1,966)
Redirect lottery	1	1	1
Voluntary conservation license	2	3	3
Mandatory conservation fee	3	4	2
Redirect sales tax	4	2	4
Different allocation of current funds	5	5	8
Vehicle registration	6	6	7
Sales tax	7	7	6
Property tax	8	8	5








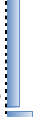













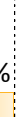





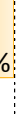





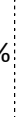





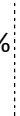


















Table 41. Support for new sources of revenue by participant type and age class (Totals in the bottom row are the sample size)

	Unlicensed Participant			Licensed Participant			Unlicensed Nonparticipant		
	Between 18-34 years old	Between 35-54 years old	At least 55 years old	Between 18-34 years old	Between 35-54 years old	At least 55 years old	Between 18-34 years old	Between 35-54 years old	At least 55 years old
Potential new fees									
Increase in sales tax (e.g., additional 1/8 of a penny tax for every dollar spent)	21%	17%	11%	11%	12%	12%	29%	29%	8%
Increase in property tax rate (e.g., additional \$5 per \$100,000 assessed value)	20%	18%	9%	9%	8%	5%	31%	30%	7%
No funding increases, but a different allocation of the states current budget	20%	19%	17%	16%	15%	12%	19%	20%	17%
A voluntary conservation license fee (e.g., \$5/yr)	31%	38%	42%	30%	26%	27%	28%	34%	33%
A mandatory conservation license fee (e.g., \$5/yr) needed to access your states public lands and waters	28%	31%	36%	20%	21%	21%	34%	36%	34%
An increase in vehicle registration fees (e.g., \$5/yr) that would go to your conservation agency	19%	19%	13%	14%	13%	10%	26%	24%	10%
Redirect a portion of the state lottery proceeds to your states fish and wildlife conservation agency	34%	41%	54%	60%	62%	64%	26%	35%	46%
Redirect a portion of the current sales tax revenue to your states fish and wildlife conservation agency	29%	27%	26%	39%	36%	32%	26%	28%	21%
Other	3%	3%	2%	6%	6%	4%	1%	3%	2%
None of the above	7%	6%	5%	6%	6%	7%	9%	12%	17%
Total	1,967	2,681	3,025	1,920	5,777	7,842	702	579	685

Table 42. Support for new sources of revenue by participant type and race (Totals in the bottom row are the sample size)

Potential new fees	Unlicensed Participant					Licensed Participant					Unlicensed Nonparticipant				
	White or Caucasian	Black or African American	Indian or Native Alaskan Native Hawaiian or Pacific Islander	Asian		White or Caucasian	Black or African American	Indian or Native Alaskan Native Hawaiian or Pacific Islander	Asian		White or Caucasian	Black or African American	Indian or Native Alaskan Native Hawaiian or Pacific Islander	Asian	
Increase in sales tax (e.g., additional 1/8 of a penny tax for every dollar spent)		13%	20%	31%	35%		12%	9%	8%	9%	19%	30%	35%	37%	
Increase in property tax rate (e.g., additional \$5 per \$100,000 assessed value)		12%	20%	31%	31%		7%	4%	8%	8%	19%	31%	35%	37%	
No funding increases, but a different allocation of the states current budget		19%	21%	15%	16%		13%	14%	10%	19%	19%	18%	27%	18%	
A voluntary conservation license fee (e.g., \$5/yr)		38%	31%	34%	47%		27%	21%	23%	21%	32%	30%	32%	40%	
A mandatory conservation license fee (e.g., \$5/yr) needed to access your states public lands and waters		32%	30%	42%	39%		21%	17%	20%	23%	34%	37%	49%	43%	
An increase in vehicle registration fees (e.g., \$5/yr) that would go to your conservation agency		14%	19%	27%	34%		12%	9%	12%	13%	19%	19%	27%	31%	
Redirect a portion of the state lottery proceeds to your states fish and wildlife conservation agency		48%	30%	36%	34%		63%	53%	65%	48%	37%	35%	31%	26%	
Redirect a portion of the current sales tax revenue to your states fish and wildlife conservation		27%	24%	30%	27%		35%	30%	34%	23%	24%	26%	38%	22%	
Other															
None of the above		2%	3%	3%	3%		5%	7%	6%	7%	2%	1%	0%	6%	
Total	6,109	892	349	337		14,392	139	217	115		1,536	289	71	65	

Table 43. Support for new sources of revenue by participant type and ethnicity (Totals in the bottom row are the sample size)

	Unlicensed Participant		Licensed Participant		Unlicensed Nonparticipant							
	No, not Spanish/ Hispanic	Yes, Spanish/ Hispanic	No, not Spanish/ Hispanic	Yes, Spanish/ Hispanic	No, not Spanish/ Hispanic	Yes, Spanish/ Hispanic						
Potential new fees												
Increase in sales tax (e.g., additional 1/8 of a penny tax for every dollar spent)		15%		27%		12%		22%		32%		
Increase in property tax rate (e.g., additional \$5 per \$100,000 assessed value)		13%		27%		7%		22%		36%		
No funding increases, but a different allocation of the states current budget		18%		22%		13%		8%		19%		25%
A voluntary conservation license fee (e.g., \$5/yr)		38%		35%		27%		32%		32%		31%
A mandatory conservation license fee (e.g., \$5/yr) needed to access your states public lands and waters		32%		35%		21%		21%		35%		42%
An increase in vehicle registration fees (e.g., \$5/yr) that would go to your conservation agency		15%		26%		12%		15%		20%		28%
Redirect a portion of the state lottery proceeds to your states fish and wildlife conservation agency		46%		32%		63%		64%		36%		22%
Redirect a portion of the current sales tax revenue to your states fish and wildlife conservation agency		27%		27%		35%		37%		25%		22%
Other		2%		3%		5%		5%		2%		1%
None of the above		6%		4%		6%		9%		12%		18%
Total	6,893	752	14,609	302	1,883	72						

Communications

Learning More about the State Fish and Wildlife Agency

Respondents were asked what communication method they would prefer to learn more about their agency in the future. Among Unlicensed Participants, Youtube and Facebook, followed by agency website were the most preferred methods (Figure 14). Among Licensed Participants, the agency website was the most preferred way to learn about their state agency. Following that, their preference was fairly even between digital methods, Facebook, Youtube, and agency emails, and traditional methods, mailed newsletters, and magazines. Facebook and Youtube were more preferred among 18-34 year olds, as were other social media platforms (Table 44). Unsurprisingly, a high percentage of unlicensed non-participants were not interested in any communications from agencies.

There are nuanced differences between men and women for preferred future communications (Table 45). Across all groups, men preferred Youtube more than women. Among Unlicensed Participants, women preferred agency sources, mailed newsletters, and television. Among Unlicensed Participants and Unlicensed Nonparticipants, men preferred X/Twitter and Instagram. Among Licensed Participants, women preferred Facebook compared to men.

Figure 14. Preferred communication channels to learn more about the agency

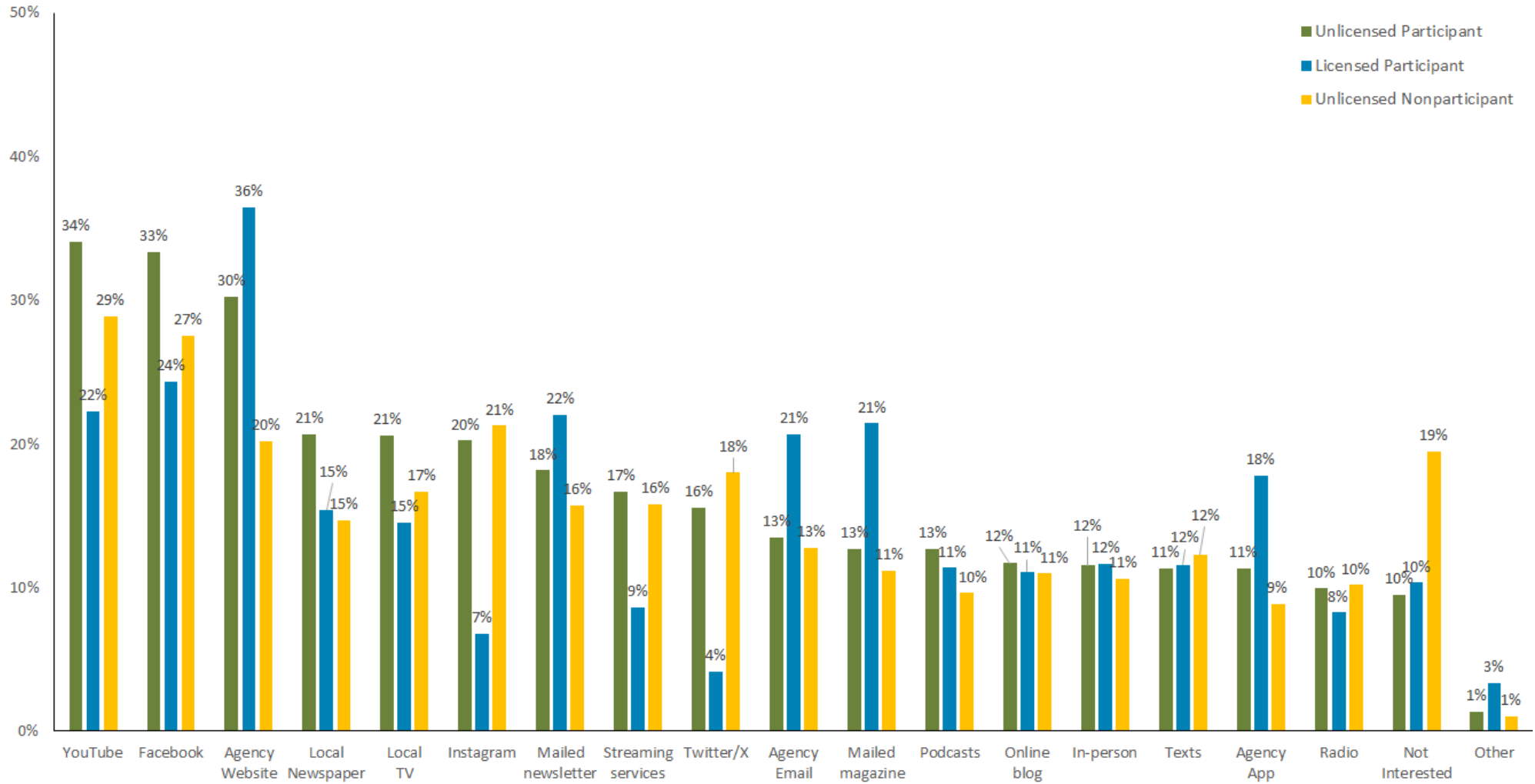


Table 44. Ways to learn more about the agency by age class. (The bottom row labeled “Total” is the sample size)

	Unlicensed Participant			Licensed Participant			Unlicensed Nonparticipant		
	Between 18-34 years old	Between 35-54 years old	At least 55 years old	Between 18-34 years old	Between 35-54 years old	At least 55 years old	Between 18-34 years old	Between 35-54 years old	At least 55 years old
Future communications									
Mailed newsletters	10%	15%	26%	20%	21%	23%	11%	17%	19%
Online magazines or blogs	14%	11%	10%	9%	10%	13%	14%	15%	5%
Mailed magazine	9%	12%	15%	22%	21%	22%	9%	15%	10%
State agency website	18%	29%	39%	31%	33%	40%	13%	23%	25%
Facebook	40%	41%	23%	30%	29%	20%	38%	30%	15%
Twitter/X	24%	18%	8%	7%	6%	2%	32%	16%	5%
Local television or cable not through streaming services	13%	17%	28%	10%	12%	18%	10%	17%	24%
Instagram	32%	25%	9%	18%	9%	2%	37%	19%	6%
YouTube videos	46%	39%	22%	31%	24%	19%	38%	32%	17%
Radio shows	10%	9%	11%	8%	7%	9%	11%	13%	6%
Streaming services (such as Netflix, Amazon, or Hulu)	24%	18%	11%	15%	10%	6%	18%	21%	9%
In-person or virtual open-house with agency staff	12%	11%	11%	14%	12%	11%	12%	14%	7%
Podcasts	18%	13%	9%	21%	13%	8%	12%	11%	6%
Agency Mobile App	12%	13%	9%	17%	21%	16%	7%	15%	6%
Articles in local newspapers	13%	17%	29%	11%	11%	20%	10%	15%	19%
Subscribe to agency email communication	9%	13%	17%	13%	20%	23%	10%	17%	12%
Text messages	13%	13%	9%	8%	11%	13%	16%	15%	7%
Other	2%	1%	1%	5%	4%	2%	1%	2%	1%
I do not really care about learning or hearing more	6%	8%	13%	12%	11%	9%	8%	16%	34%
Total	1,976	2,691	3,045	1,920	5,777	7,842	704	582	689

Table 45. Ways to learn more about the agency by gender. (The bottom row labeled “Total” is the sample size)

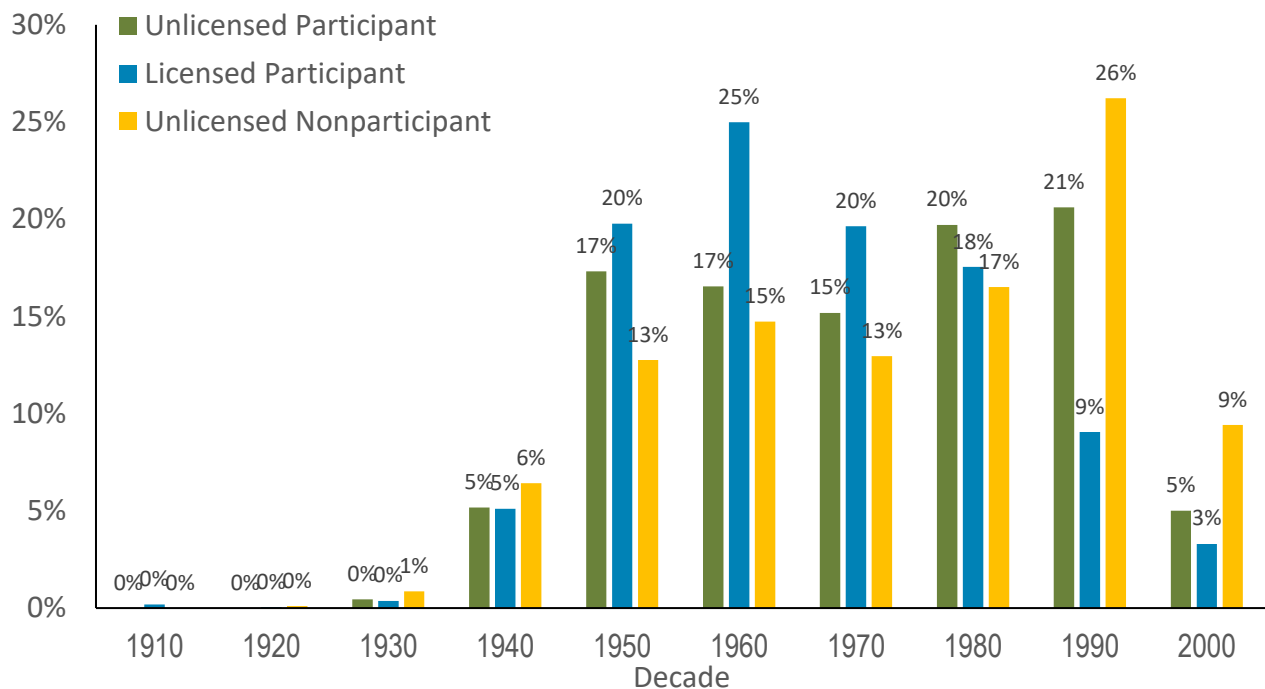
Future communication method	Unlicensed Participant		Licensed Participant		Unlicensed Nonparticipant	
	Male	Female	Male	Female	Male	Female
Mailed newsletters	14%	22%	22%	25%	16%	16%
Online magazines or blogs	12%	11%	11%	11%	14%	9%
Mailed magazine	11%	14%	21%	22%	14%	9%
State agency website	26%	34%	36%	38%	20%	20%
Facebook	38%	30%	23%	35%	27%	28%
Twitter/X	25%	8%	4%	3%	22%	15%
Local television or cable not through	18%	23%	14%	16%	18%	16%
Instagram	26%	15%	6%	10%	25%	19%
YouTube videos	42%	27%	23%	15%	33%	26%
Radio shows	12%	8%	9%	7%	14%	7%
Streaming services (such as Netflix, In-person or virtual open-house with	17%	16%	8%	12%	17%	15%
Podcasts	12%	11%	11%	14%	13%	9%
Agency Mobile App	12%	11%	18%	17%	12%	7%
Articles in local newspapers	17%	23%	15%	19%	16%	14%
Subscribe to agency email communication	11%	15%	20%	22%	16%	10%
Text messages	13%	10%	12%	9%	14%	11%
Other	1%	2%	3%	3%	0%	2%
I do not really care about learning or	6%	13%	10%	9%	13%	25%
Total	3518	4170	13512	1857	893	1075

Additional Demographics

Ages

The Licensed Participants were older than Unlicensed groups (Figure 15), Unlicensed Participants were slightly older than Unlicensed Nonparticipants.

Figure 15. Respondents' decade of birth, by participant group.



Urban-Rural Residency

Licensed Participants were much more likely to live in a rural area compared to the other survey groups (Figure 16). Likewise, unlicensed respondents were more likely to reside in small cities and urban areas. Unlicensed Participants were more likely to live in urban areas and Unlicensed Nonparticipants were more likely to live in small cities. Among Unlicensed Participants, Black respondents were more likely to live in urban areas and Native American and Asian respondents were more likely to live in small cities (Table 46). These trends are largely the same for Unlicensed Nonparticipants, however, Asian respondents were more evenly split between small cities and urban areas.

Figure 16. Urban-rural residency by participant group.

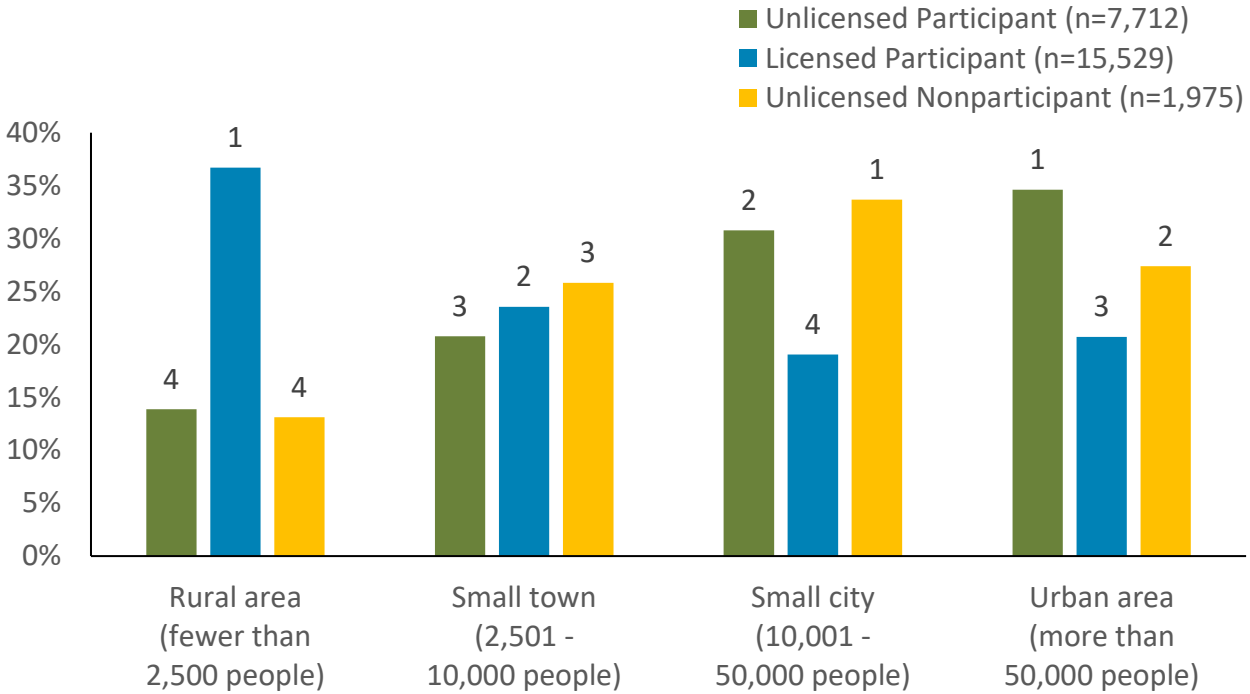


Table 46. Urban-rural residency by race (Totals in the bottom row are the sample size)

Residency Community	Unlicensed Participant					Licensed Participant					Unlicensed Nonparticipant				
	White or Caucasian	Black or African American	American Indian or Native Alaskan or Pacific Islander	Asian		White or Caucasian	Black or African American	American Indian or Native Alaskan or Pacific Islander	Asian		White or Caucasian	Black or African American	American Indian or Native Alaskan or Pacific Islander	Asian	
Rural area (fewer than 2,500 people)		16%		7%		9%		4%		37%		10%		30%	
Small town (2,501-10,000 people)		21%		19%		21%		19%		24%		19%		31%	
Small city (10,001-50,000 people)		30%		27%		41%		46%		19%		22%		16%	
Urban area (more than 50,000 people)		33%		47%		29%		31%		20%		50%		22%	
Total	6,144	895	350	337		14,334	139	217	115		1,543	291	71	65	

Table 47. Urban-rural residency by ethnicity (Totals in the bottom row are the sample size)

Residency Community	Unlicensed Participant		Licensed Participant		Unlicensed Nonparticipant	
	No, not Spanish/Hispanic	Yes, Spanish/Hispanic	No, not Spanish/Hispanic	Yes, Spanish/Hispanic	No, not Spanish/Hispanic	Yes, Spanish/Hispanic
Rural area (fewer than 2,500 people)	15%	7%	37%	25%	13%	17%
Small town (2,501-10,000 people)	20%	28%	23%	27%	26%	21%
Small city (10,001-50,000 people)	31%	33%	19%	24%	34%	38%
Urban area (more than 50,000)	35%	32%	21%	24%	27%	25%
Total	6,931	753	14,550	299	1,892	72

Education

Licensed Participants were the most likely to report having a professional, masters, or doctoral degree while Unlicensed Participants and Licensed Participants were more likely to report a Bachelor's degree as their highest level of formal education (Figure 17).

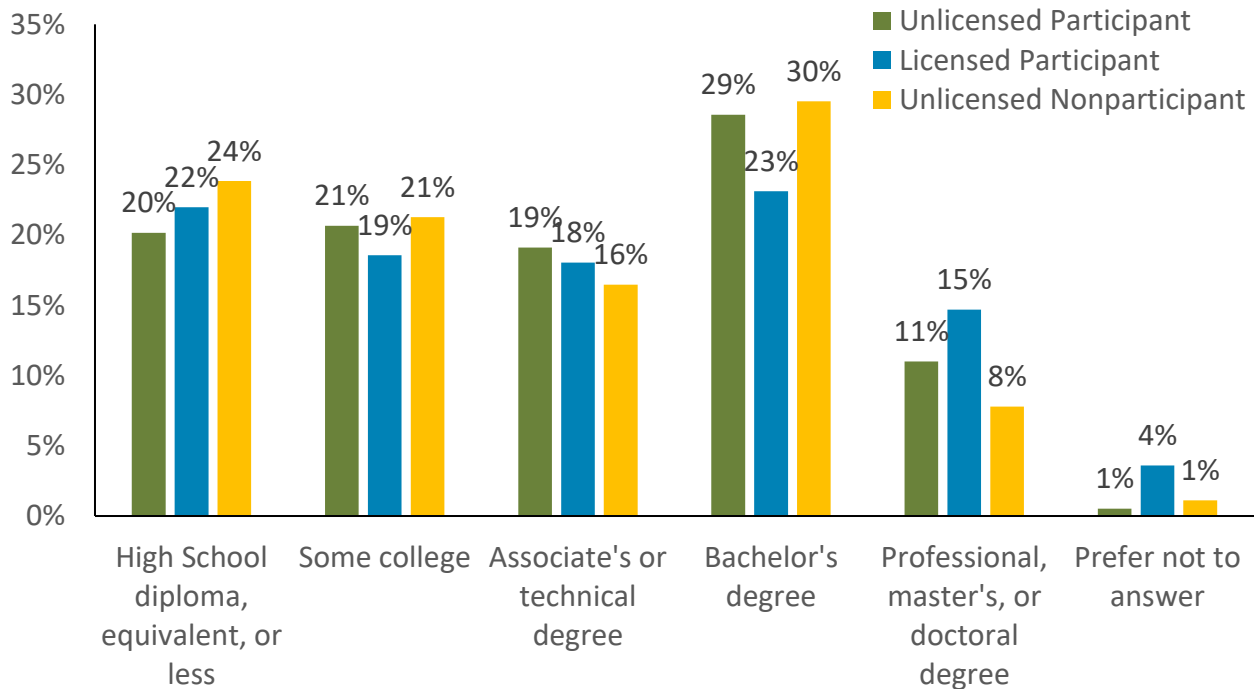
Figure 17. Education level of respondents.

Table 48. Education level by race. (Totals in the bottom row are sample sizes).

Education	Unlicensed Participant					Licensed Participant					Unlicensed Nonparticipant				
	White or Caucasian	Black or African American	American Indian or Native Alaskan Native Hawaiian or Pacific Islander	Asian		White or Caucasian	Black or African American	American Indian or Native Alaskan Native Hawaiian or Pacific Islander	Asian		White or Caucasian	Black or African American	American Indian or Native Alaskan Native Hawaiian or Pacific Islander	Asian	
High School diploma, equivalent, or less					5%					18%					12%
Some college					18%					17%					26%
Associate's or technical degree					29%					15%					11%
Bachelor's degree					36%					23%					34%
Professional, master's, or doctoral degree					12%					19%					15%
Prefer not to answer					1%					8%					2%
Total	6,144	895	350	337		14,326	139	216	115		1,543	291	71	65	

Acknowledgements

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Appendices

Appendix A. Survey Invitations

The following invitations and reminder emails were used to field the surveys to license holders.

Email Invitation (October 15th, 2024)

Subject: [contact("first name")], the [state agency name] wants to know how we are doing

Dear [contact("first name")],

This email-based survey is sent on behalf of the [state agency name], who is interested in learning how you feel about fish and wildlife conservation issues. You are among a small group of people asked to participate in this important study. The survey takes less than 10 minutes to complete and your answers are very important. The information will ultimately be used to help the agency understand what issues are important to you and deliver programs that are beneficial to all citizens.

Your response and identity will be kept strictly confidential and will never be used for any purpose beyond this study.

Please follow the link below to participate:

Follow this link to the Survey:
Take the Survey

This survey is being conducted by Southwick Associates, a well-known research firm that specializes in outdoor recreation. If you have any questions or problems with the survey, please reply to this email, and we will respond as quickly as possible.

Thank you in advance for your time!

[state agency name] and Southwick Associates

Follow the link to opt out of future emails:
Click here to unsubscribe

First Email Reminder (October 18th, 2024)

Subject: [contact("first name")], the [state agency name] wants to know how we are doing

Dear [contact("first name")],

A few days ago, we sent you an email with a survey link on behalf of the [state agency name], who is interested in learning how you feel about fish and wildlife conservation issues. You are among a small group of people asked to participate in this important study and would very much like your opinions. The survey takes less than 10 minutes to complete and your answers are very important. The

information will ultimately be used to help the agency understand what issues are important to you and deliver programs that are beneficial to all citizens.

Your response and identity will be kept strictly confidential and will never be used for any purpose beyond this study.

Please follow the link below to participate:

Follow this link to the Survey:

Take the Survey

This survey is being conducted by Southwick Associates, a well-known research firm that specializes in outdoor recreation. If you have any questions or problems with the survey, please reply to this email, and we will respond as quickly as possible.

Thank you in advance for your time!

[state agency name] and Southwick Associates

Follow the link to opt out of future emails:

Click here to unsubscribe

Second Email Reminder (October 22nd, 2024)

Subject: [contact("first name")], the [state agency name] wants to know how we are doing

Dear [contact("first name")],

Last week, we sent you an email on behalf of the [state agency name], who is interested in learning how you feel about fish and wildlife conservation issues. The survey takes less than 10 minutes to complete and your answers are very important. The information will ultimately be used to help the agency understand what issues are important to you and deliver programs that are beneficial to all citizens.

Your response and identity will be kept strictly confidential and will never be used for any purpose beyond this study.

Please follow the link below to participate:

Follow this link to the Survey:

Take the Survey

This survey is being conducted by Southwick Associates, a well-known research firm that specializes in outdoor recreation.

Thank you in advance for your time!

[state agency name] and Southwick Associates and Southwick Associates

Follow the link to opt out of future emails:
Click here to unsubscribe

Third Email Reminder (October 25th, 2024)

Subject: Reminder: [contact("first name")], the [state agency name] wants to know how we are doing

Dear [contact("first name")],

Over the last 2 weeks, we have invited you to take an email-based survey on behalf of the [state agency name], who is interested in learning how you feel about fish and wildlife conservation issues. Since we haven't heard from you, we wanted to give you another chance to share your thoughts. The survey takes less than 10 minutes to complete and your answers are very important. The information will ultimately be used to help the [state agency name] understand what issues are important to you and deliver programs that are beneficial to all citizens.

Please know your response and identity will be kept strictly confidential and will never be used for any purpose beyond this study.

Please follow the link below to participate:

Follow this link to the Survey:
Take the Survey

This survey is being conducted by Southwick Associates, a well-known research firm that specializes in outdoor recreation. If you have any questions or problems with the survey, please reply to this email, and we will respond as quickly as possible.

Thank you in advance for your time!

[state agency name] and Southwick Associates

Follow the link to opt out of future emails:
Click here to unsubscribe

Fourth Email Reminder (October 29th, 2024)

Subject: Final Reminder: [contact("first name")], the [state agency name] wants to know how we are doing

Dear [contact("first name")],

Over the last 10 days, we have reached out to you with a request to take this email-based survey on behalf of the [state agency name]. They are interested in learning how you feel about fish and wildlife conservation issues. The survey takes less than 10 minutes to complete and your answers are very important. The information will ultimately be used to help the [state agency name] understand what

issues are important to you and deliver programs that are beneficial to all citizens.

Please know your response and identity will be kept strictly confidential and will never be used for any purpose beyond this study.

Follow this link to the Survey:

Take the Survey



Thank you in advance for your time!

[state agency name] and Southwick Associates

Follow the link to opt out of future emails:

[Click here to unsubscribe](#)

Appendix B. Web-based Questionnaire

The same general survey was given to both licensed hunters and anglers, and to unlicensed residents, with a few exceptions. Questions where the order of non-exclusive responses was randomized to reduce order bias have a . Exclusive responses are marked with a .

“This study is being conducted on behalf of the [state agency name]. The goal of the project is to learn how hunters and anglers feel about their state fish and wildlife agency. You are among a small group of people who were selected to participate in the project.

Please know your responses will be kept strictly confidential, and you can quit at any time. The survey is taking most people about 10 minutes to complete.”

You must be at least 18 years old to participate.

Are you at least 18 years old?

☐ Yes

☐ No

What is your age?

- ☐ Between 18-34 years old
- ☐ Between 35-49 years old
- ☐ Between 50-64 years old
- ☐ At least 65 years old

In which state do you currently reside?

- ☐ Illinois
- ☐ Indiana
- ☐ Iowa
- ☐ Kansas
- ☐ Michigan
- ☐ Minnesota
- ☐ Nebraska
- ☐ North Dakota
- ☐ Ohio
- ☐ South Dakota
- ☐ Wisconsin
- ☐ I don't reside in one of these states

Participation

Which of the following **recreational** outdoor activities have you pursued within the past 3 years (2022-2024) within [State Name]? **(Check all that apply)**. Do not select an activity if you only do so as part of your profession.



- ☐ Biking (road, trail, mountain, etc.)
- ☐ Camping (backpacking, car, etc.)
- ☐ Snow sports (e.g., skiing, snowboarding, snowshoeing, snowmobiling, etc.)
- ☐ Non-motorized boating (e.g., kayak, canoe, sailboat, paddleboard, etc.)
- ☐ Motorized boating (including jet skiing, water skiing/tubing, etc.)
- ☐ Hunting or trapping
- ☐ Fishing/angling
- ☐ Hiking, rock climbing, or bouldering
- ☐ Horseback riding
- ☐ Recreational target shooting (either bow or gun)
- ☐ Wildlife viewing (bird/wildlife watching, photography)
- ☐ Swimming, SCUBA, snorkeling
- ☐ Gardening
- ☐ Foraging (berries, mushrooms)
- ☐ Running, walking, jogging
- ☐ Off-roading (OHV/ATV, overlanding, moto-cross)
- ☐ Racquet, Ball, or Disc sports (e.g., tennis, soccer, softball, golf, disc golf, etc.)
- ☐ Other
- ☒ I did not participate in any of these activities

Do any of the following limit your participation in outdoor activities? **(Check all that apply).**



- ☐ Cost of participation
- ☐ Fear of wildlife
- ☐ I have physical limitations
- ☐ I have too little access to areas that allow my activities
- ☐ I have non-wildlife related safety concerns
- ☐ I do not have the knowledge or skills
- ☐ I have no one to go with
- ☐ I do not feel welcomed
- ☐ I do not have enough time
- ☐ I do not have a way to get to areas that have my activities
- ☐ It is too far to go more often
- ☐ Other
- ☐ ☒ Not limited at all
- ☐ ☒ Not interested in outdoor recreation

Perceptions/ Relevancy

How familiar would you say you are with your state's fish and wildlife conservation agency, the [state agency name]?

- ☐ Not familiar at all
- ☐ Slightly familiar
- ☐ Moderately familiar
- ☐ Very familiar
- ☐ Extremely familiar

Please indicate the extent to which you disagree or agree with the following statement: My state fish and wildlife conservation agency shares the same values as I do.

- ☐ Strongly disagree
- ☐ Somewhat disagree
- ☐ Neither agree nor disagree
- ☐ Somewhat agree
- ☐ Strongly agree

Please let us know how you feel about the [state agency name] by indicating the extent to which you disagree or agree with the statements below. **Please select one answer for each statement.**



	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
My agency does a good job managing fish and wildlife in my state	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My agency manages fish and wildlife in a scientifically sound manner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My agency provides the general public the ability to provide input into fish and wildlife issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My agency can be trusted to make decisions about fish and wildlife management that are good for the resource	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When deciding about fish and wildlife management in my state, my agency will be open and honest in the things they say and do	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Responsibilities

The following is a list of responsibilities that are typical for state fish and wildlife conservation agencies. The [state agency name] may not have primary responsibility for all of these. Please indicate how important each responsibility is to you using the scale **Not at all Important** to **Extremely Important**. If you truly do not have an opinion on the responsibility, choose the **No Opinion** option. **Please select one answer for each responsibility.** How important is it that the [state agency name] focus on ...

[illegible]

You noted these were important functions of the [state agency name]. Please indicate how much you agree or disagree with the following statements. **Please select one answer for each statement.** The [state agency name] can be trusted to make good decisions when deciding on ...

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
Controlling pollution	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Protecting the environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Protecting fish and wildlife habitat (i.e., land and water resources)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Protecting fish & wildlife populations that anglers and hunters pursue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Protecting fish & wildlife populations that are not hunted or fished	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Managing nuisance/urban wildlife	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Providing public access to the outdoors (piers, boat ramps, trails, campsites)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Providing technical guidance to citizens including private lands management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The following is a list of responsibilities that are typical for state fish and wildlife conservation agencies. The [state agency name] may not have primary responsibility for all of these. Please indicate how important each responsibility is to you using the scale **Not at all Important** to **Extremely Important**. If you truly do not have an opinion on the responsibility, choose the **No Opinion** option. **Please select one answer for each responsibility.** How important is it that the [state agency name] focus on ...

[illegible]

You noted these were important functions of the [state agency name]. Please indicate how much you agree or disagree with the following statements. **Please select one answer for each statement.** The [state agency name] can be trusted to make good decisions when deciding on ...

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
Managing public lands for outdoor recreation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Protecting fish and wildlife habitat (i.e., land and water resources)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Regulating extraction such as minerals and gravel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recruiting new hunters, anglers, and outdoor enthusiasts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Providing "How To" education on outdoor recreation (such as, how to hunt, fish, camp, or paddle)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Providing public access to the outdoors (piers, boat ramps, trails, campsites)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Controlling pollution	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enforcing hunting, fishing, and boating regulations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Funding

Where do you think fish and wildlife agencies currently receive their funding? **(Please check all that apply)**

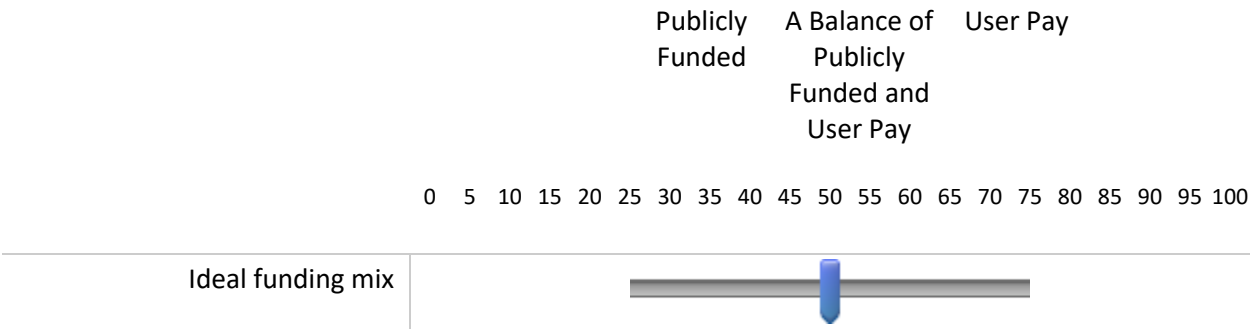


- ☐ Vehicle registration (car, RV, boat, trailer, etc.)
- ☐ Hunting and fishing licenses, specialty tags, and fines
- ☐ Donations, grants, and royalties
- ☐ Portion of the general state tax revenues (property, income, sales tax)
- ☐ Taxes on gear used for hunting, fishing and target shooting
- ☒ I am not sure
- ☐ Other

Common models for funding public services can vary from ones in which only the users of the service pay (**User Pay**) to those in which all citizens pay (**Publicly Funded**).

How do you think your state’s fish and wildlife conservation should be funded?

Please move slider to your ideal funding mix. A value of 0 suggests the agency should be entirely "Publicly Funded" whereas a value of 100 suggests the agency should be entirely "User Pay" funded.

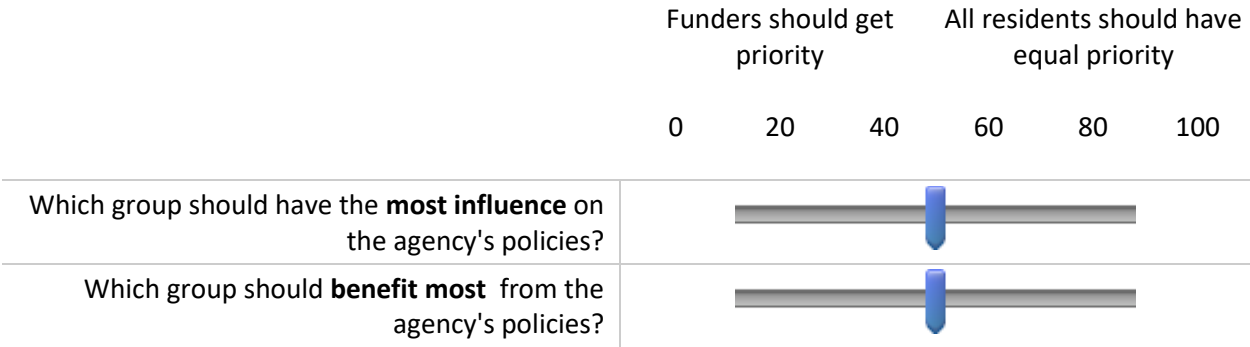


Would you support reallocating a small amount of funding (less than 1%) from any of the publicly funded needs listed below if those dollars were then directed to fish and wildlife conservation? **(Please select the programs you would be willing to reduce, if any).**



- ☐ Education
- ☐ Health care
- ☐ Transportation
- ☐ Public Welfare and Assistance
- ☐ Justice system
- ☐ Other
- ☒ No, I do not support moving more funds to fish and wildlife conservation
- ☒ No. We should reduce funding for fish and wildlife conservation

Licenses, along with special taxes on equipment and fuel, are paid by hunters, anglers, target shooters, and boaters; these provide much of the funding for the **[state agency name]**. Please move slider to indicate who should get priority. A value of 0 suggests that funders get priority whereas a value of 100 suggests that priorities should be equal among all residents.



As noted, currently licenses plus special excise taxes provide much of the funding for your fish and wildlife conservation agency. What mechanism(s) would you support for providing **additional** funding to the [state agency name]? (Select all the options you support)



- ☐ Increase in sales tax (e.g., additional 1/8 of a penny tax for every dollar spent) dedicated to your state's fish and wildlife conservation agency
- ☐ Increase in property tax rate (e.g., additional \$5 per \$100,000 assessed value) dedicated to your state's fish and wildlife conservation agency
- ☒ No funding increases, but a different allocation of the state's current budget
- ☐ A voluntary conservation license fee (e.g., \$5/yr) dedicated to your state's fish and wildlife conservation agency
- ☐ A mandatory conservation license fee (e.g., \$5/yr) needed to access your state's public lands and waters that is dedicated to your state's fish and wildlife conservation agency
- ☐ An increase in vehicle registration fees (e.g., \$5/yr) that would go to your state's fish and wildlife conservation agency
- ☐ Redirect a portion of the state lottery proceeds to your state's fish and wildlife conservation agency
- ☐ Redirect a portion of the current sales tax revenue to your state's fish and wildlife conservation agency
- ☐ Charge a fee for hunter use of CWD testing services
- ☐ Charge a fee for use of Wisconsin DNR properties
- ☐ Other
- ☒ None of the above

Communications

Which of the following ways would you like to learn more about the [state agency name]? (Select up to 5 choices)

- ☐ Mailed newsletters
- ☐ Online magazines or blogs
- ☐ Mailed magazine
- ☐ State agency website
- ☐ Facebook
- ☐ Twitter/X
- ☐ Local television or cable not through streaming services
- ☐ Instagram
- ☐ YouTube videos
- ☐ Radio shows
- ☐ Streaming services (such as Netflix, Amazon, or Hulu)
- ☐ In-person or virtual open-house with agency staff
- ☐ Podcasts
- ☐ Agency Mobile App
- ☐ Articles in local newspapers
- ☐ Subscribe to agency email communication
- ☐ Text messages
- ☐ Other
- ☒ I do not really care about learning or hearing more

In your lifetime, have you ever hunted or fished at least once?

	Yes	No
Hunted at least once	<input type="radio"/>	<input type="radio"/>
Fished at least once	<input type="radio"/>	<input type="radio"/>

You said you went **fishing** at least once in your life. About how old were you **the last time you went**?

- ☐ 10 years old or younger
- ☐ 11 - 17 years old
- ☐ 18 years old or older

You said you went **hunting** at least once in your life. About how old were you **the last time you went**?

- ☐ 10 years old or younger
- ☐ 11 - 17 years old
- ☐ 18 years old or older

Demographics

What is your gender?

- ☐ Male
- ☐ Female
- ☐ Other
- ☐ Prefer not to answer

Are you of Spanish/Hispanic origin?

- ☐ No, not Spanish/Hispanic
- ☐ Yes
- ☐ Prefer not to answer

What is your race? **(Please check all that apply)**

- ☐ White or Caucasian
- ☐ Black or African American
- ☐ American Indian, Native Alaskan, Native Hawaiian or Pacific Islander
- ☐ Asian
- ☐ Other
- ☐ ☒ Prefer not to answer

What year were you born? Please enter all 4 digits.

Which of the following best describes the community where you currently live?

- ☐ Rural area (fewer than 2,500 people)
- ☐ Small town (2,501-10,000 people)
- ☐ Small city (10,001-50,000 people)
- ☐ Urban area (more than 50,000 people)

What is the highest degree or level of school you have completed?

- ☐ High School diploma, equivalent, or less
- ☐ Some college
- ☐ Associate's or technical degree
- ☐ Bachelor's degree
- ☐ Professional, master's, or doctoral degree
- ☐ Prefer not to answer