



State of West Virginia
Department of Administration
Purchasing Division
2019 Washington Street East
Post Office Box 50130
Charleston, WV 25305-0130

Request for Quotation

RFQ NUMBER

DNR80127

PAGE

1

ADDRESS CORRESPONDENCE TO ATTENTION OF

JOHN ABBOTT
304-558-2544

*818132926 540-432-1888
RESPONSIVE MANAGEMENT
130 FRANKLIN STREET
HARRISONBURG VA 22801

DIVISION OF NATURAL RESOURCES
PROCUREMENT OFFICE
CAPITOL COMPLEX
BUILDING 3, ROOM 630
CHARLESTON, WV
25305 304-558-3397

VENDOR

SHIP TO

DATE PRINTED	TERMS OF SALE	SHIP VIA	F.O.B.	FREIGHT TERMS
01/28/2007				

BID OPENING DATE:

02/15/2007

BID OPENING TIME

01:30PM

LINE	QUANTITY	UOP	CAT NO.	ITEM NUMBER	UNIT PRICE	AMOUNT
REQUEST FOR QUOTATION						
THE PURCHASING DIVISION IS SOLICITING BIDS FOR THE DIVISION OF NATURAL RESOURCES TO PROVIDE THE 2007 WHITETAIL DEER SURVEY.						
ATTACHMENTS: 1. SPECIFICATIONS 2. AFFIDAVIT						
0001	1	LS		956-70		
2007 WHITETAIL DEER SURVEY / RESEARCH						
VENDOR PREFERENCE CERTIFICATE						
CERTIFICATION AND APPLICATION* IS HEREBY MADE FOR PREFERENCE IN ACCORDANCE WITH WEST VIRGINIA CODE, 5A-3-37 (DOES NOT APPLY TO CONSTRUCTION CONTRACTS).						
A. APPLICATION IS MADE FOR 2.5% PREFERENCE FOR THE REASON CHECKED:						
() BIDDER IS AN INDIVIDUAL RESIDENT VENDOR AND HAS RESIDED CONTINUOUSLY IN WEST VIRGINIA FOR FOUR (4) YEARS IMMEDIATELY PRECEDING THE DATE OF THIS CERTIFICATION; OR						
() BIDDER IS A PARTNERSHIP, ASSOCIATION OR CORPORATION RESIDENT VENDOR AND HAS MAINTAINED ITS HEAD-QUARTERS OR PRINCIPAL PLACE OF BUSINESS CONTINUOUSLY IN WEST VIRGINIA FOR FOUR (4) YEARS IMMEDIATELY PRECEDING						

RECEIVED

2007 FEB 14 P 12:55

PURCHASING DIVISION
STATE OF WV

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE: <i>Angela A. Lamer</i>	TELEPHONE: 540-432-1888	DATE: 2/12/07
TITLE: Business Manager	FEIN: 54-164-2830	ADDRESS CHANGES TO BE NOTED ABOVE

WHEN RESPONDING TO RFQ, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'

**GENERAL TERMS & CONDITIONS
REQUEST FOR QUOTATION (RFQ) AND REQUEST FOR PROPOSAL (RFP)**

1. Awards will be made in the best interest of the State of West Virginia.
2. The State may accept or reject in part, or in whole, any bid.
3. All quotations are governed by the *West Virginia Code* and the *Legislative Rules* of the Purchasing Division.
4. Prior to any award, the apparent successful vendor must be properly registered with the Purchasing Division and have paid the required \$125.00 registration fee.
5. All services performed or goods delivered under State Purchase Orders/Contracts are to be continued for the term of the Purchase Order/Contract, contingent upon funds being appropriated by the Legislature or otherwise being made available. In the event funds are not appropriated or otherwise available for these services or goods, this Purchase Order/Contract becomes void and of no effect after June 30.
6. Payment may only be made after the delivery and acceptance of goods or services.
7. Interest may be paid for late payment in accordance with the *West Virginia Code*.
8. Vendor preference will be granted upon written request in accordance with the *West Virginia Code*.
9. The State of West Virginia is exempt from federal and state taxes and will not pay or reimburse such taxes.
10. The Director of Purchasing may cancel any Purchase Order/Contract upon 30 days written notice to the seller.
11. The laws of the State of West Virginia and the *Legislative Rules* of the Purchasing Division shall govern all rights and duties under the Contract, including without limitation the validity of this Purchase Order/Contract.
12. Any reference to automatic renewal is hereby deleted. The Contract may be renewed only upon mutual written agreement of the parties.
13. **BANKRUPTCY:** In the event the vendor/contractor files for bankruptcy protection, this contract is automatically null and void, and is terminated without further order.
14. **HIPAA Business Associate Addendum -** The West Virginia State Government HIPAA Business Associate Addendum (BAA), approved by the Attorney General, and available online at the Purchasing Division's web site (<http://www.state.wv.us/admin/purchase/vrc/hipaa.htm>) is hereby made part of the agreement. Provided that, the Agency meets the definition of a Covered Entity (45 CFR §160.103) and will be disclosing Protected Health Information (45 CFR §160.103) to the vendor.

INSTRUCTIONS TO BIDDERS

1. Use the quotation forms provided by the Purchasing Division.
2. **SPECIFICATIONS:** Items offered must be in compliance with the specifications. Any deviation from the specifications must be clearly indicated by the bidder. Alternates offered by the bidder as **EQUAL** to the specifications must be clearly defined. A bidder offering an alternate should attach complete specifications and literature to the bid. The Purchasing Division may waive minor deviations to specifications.
3. Complete all sections of the quotation form.
4. Unit prices shall prevail in cases of discrepancy.
5. All quotations are considered F O B destination unless alternate shipping terms are clearly identified in the quotation.
6. **BID SUBMISSION:** All quotations must be delivered by the bidder to the office listed below prior to the date and time of the bid opening. Failure of the bidder to deliver the quotations on time will result in bid disqualifications.

SIGNED BID TO:

Department of Administration
Purchasing Division
2019 Washington Street East
Post Office Box 50130
Charleston, WV 25305-0130



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THE DATE OF THIS CERTIFICATION; OR 80% OF THE OWNERSHIP INTEREST OF BIDDER IS HELD BY ANOTHER INDIVIDUAL, PARTNERSHIP, ASSOCIATION OR CORPORATION RESIDENT VENDOR WHO HAS MAINTAINED ITS HEADQUARTERS OR PRINCIPAL PLACE OF BUSINESS CONTINUOUSLY IN WEST VIRGINIA FOR FOUR (4) YEARS IMMEDIATELY PRECEDING THE DATE OF THIS CERTIFICATION; OR						
() BIDDER IS A CORPORATION NONRESIDENT VENDOR WHICH HAS AN AFFILIATE OR SUBSIDIARY WHICH EMPLOYS A MINIMUM OF ONE HUNDRED STATE RESIDENTS AND WHICH HAS MAINTAINED ITS HEADQUARTERS OR PRINCIPAL PLACE OF BUSINESS WITHIN WEST VIRGINIA CONTINUOUSLY FOR THE FOUR (4) YEARS IMMEDIATELY PRECEDING THE DATE OF THIS CERTIFICATION.						
B. APPLICATION IS MADE FOR 2.5% PREFERENCE FOR THE REASON CHECKED:						
() BIDDER IS A RESIDENT VENDOR WHO CERTIFIES THAT, DURING THE LIFE OF THE CONTRACT, ON AVERAGE AT LEAST 75% OF THE EMPLOYEES WORKING ON THE PROJECT BEING BID ARE RESIDENTS OF WEST VIRGINIA WHO HAVE RESIDED IN THE STATE CONTINUOUSLY FOR THE TWO YEARS IMMEDIATELY PRECEDING SUBMISSION OF THIS BID;						
OR						
() BIDDER IS A NONRESIDENT VENDOR EMPLOYING A MINIMUM OF ONE HUNDRED STATE RESIDENTS OR IS A NONRESIDENT VENDOR WITH AN AFFILIATE OR SUBSIDIARY WHICH MAINTAINS ITS HEADQUARTERS OR PRINCIPAL PLACE OF BUSINESS WITHIN WEST VIRGINIA EMPLOYING A MINIMUM OF ONE HUNDRED STATE RESIDENTS WHO CERTIFIES THAT, DURING THE LIFE OF THE CONTRACT, ON AVERAGE AT LEAST 75% OF THE EMPLOYEES OR BIDDERS' AFFILIATE'S OR SUBSIDIARY'S EMPLOYEES ARE RESIDENTS OF WEST VIRGINIA WHO HAVE RESIDED IN THE STATE CONTINUOUSLY FOR THE TWO						

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

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YEARS IMMEDIATELY PRECEDING SUBMISSION OF THIS BID.						
BIDDER UNDERSTANDS IF THE SECRETARY OF TAX & REVENUE DETERMINES THAT A BIDDER RECEIVING PREFERENCE HAS FAILED TO CONTINUE TO MEET THE REQUIREMENTS FOR SUCH PREFERENCE, THE SECRETARY MAY ORDER THE DIRECTOR OF PURCHASING TO: (A) RESCIND THE CONTRACT OR PURCHASE ORDER ISSUED; OR (B) ASSESS A PENALTY AGAINST SUCH BIDDER IN AN AMOUNT NOT TO EXCEED 5% OF THE BID AMOUNT AND THAT SUCH PENALTY WILL BE PAID TO THE CONTRACTING AGENCY OR DEDUCTED FROM ANY UNPAID BALANCE ON THE CONTRACT OR PURCHASE ORDER.						
BY SUBMISSION OF THIS CERTIFICATE, BIDDER AGREES TO DISCLOSE ANY REASONABLY REQUESTED INFORMATION TO THE PURCHASING DIVISION AND AUTHORIZES THE DEPARTMENT OF TAX AND REVENUE TO DISCLOSE TO THE DIRECTOR OF PURCHASING APPROPRIATE INFORMATION VERIFYING THAT BIDDER HAS PAID THE REQUIRED BUSINESS TAXES, PROVIDED THAT SUCH INFORMATION DOES NOT CONTAIN THE AMOUNTS OF TAXES PAID NOR ANY OTHER INFORMATION DEEMED BY THE TAX COMMISSIONER TO BE CONFIDENTIAL.						
UNDER PENALTY OF LAW FOR FALSE SWEARING (WEST VIRGINIA CODE 61-5-3), BIDDER HEREBY CERTIFIES THAT THIS CERTIFICATE IS TRUE AND ACCURATE IN ALL RESPECTS; AND THAT IF A CONTRACT IS ISSUED TO BIDDER AND IF ANYTHING CONTAINED WITHIN THIS CERTIFICATE CHANGES DURING THE TERM OF THE CONTRACT, BIDDER WILL NOTIFY THE PURCHASING DIVISION IN WRITING IMMEDIATELY.						
BIDDER: -----						
DATE: -----						

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V E N D O R	*818132926 540-432-1888
	RESPONSIVE MANAGEMENT
	130 FRANKLIN STREET
	HARRISONBURG VA 22801

S H I P T O	DIVISION OF NATURAL RESOURCES
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<p>SIGNED: <i>Alison J. Lewis</i></p> <p>TITLE: <i>Business Manager</i></p> <p>* CHECK ANY COMBINATION OF PREFERENCE CONSIDERATION(S) IN EITHER "A" OR "B", OR BOTH "A" AND "B" WHICH YOU ARE ENTITLED TO RECEIVE. YOU MAY REQUEST UP TO THE MAXIMUM 5% PREFERENCE FOR BOTH "A" AND "B". (REV. 12/00)</p> <p>NOTICE</p> <p>A SIGNED BID MUST BE SUBMITTED TO:</p> <p>DEPARTMENT OF ADMINISTRATION PURCHASING DIVISION BUILDING 15 2019 WASHINGTON STREET, EAST CHARLESTON, WV 25305-0130</p> <p>THE BID SHOULD CONTAIN THIS INFORMATION ON THE FACE OF THE ENVELOPE OR THE BID MAY NOT BE CONSIDERED:</p> <p>SEALED BID</p> <p>BUYER: JOHN ABBOTT</p> <p>RFQ. NO.: DNR80127</p> <p>BID OPENING DATE: FEBRUARY 15, 2007</p>						

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE: <i>Alison J. Lewis</i>	TELEPHONE: 540-432-1888	DATE: 2/12/07
TITLE: <i>Business Manager</i>	FEIN: 54-167-2830	ADDRESS CHANGES TO BE NOTED ABOVE

WHEN RESPONDING TO RFQ, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'



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LINE	QUANTITY	UOP	CAT NO.	ITEM NUMBER	UNIT PRICE	AMOUNT
BID OPENING TIME: 1:30 PM-----						
PLEASE PROVIDE A FAX NUMBER IN CASE IT IS NECESSARY TO CONTACT YOU REGARDING YOUR BID: 540 432 1892-----						
CONTACT PERSON (PLEASE PRINT CLEARLY): Alison Lanier-----						
***** THIS IS THE END OF RFQ DNR80127 ***** TOTAL: _____						

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SIGNATURE <i>Alison Lanier</i>	TELEPHONE 540-432-1888	DATE 2/12/07
TITLE Business Manager	FEIN 54-164-2830	ADDRESS CHANGES TO BE NOTED ABOVE

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RFQ No. DNR 80127

A F F I D A V I T

West Virginia Code §5A-3-10a states:

No contract or renewal of any contract may be awarded by the state or any of its political subdivisions to any vendor or prospective vendor when the vendor or prospective vendor or a related party to the vendor or prospective vendor is a debtor and the debt owned is an amount greater than one thousand dollars in the aggregate

DEFINITIONS:

"Debt" means any assessment, premium, penalty, fine, tax or other amount of money owed to the state or any of its political subdivisions because of a judgment, fine, permit violation, license assessment, defaulted workers' compensation premium, penalty or other assessment presently delinquent or due and required to be paid to the state or any of its political subdivisions, including any interest or additional penalties accrued thereon.

"Debtor" means any individual, corporation, partnership, association, limited liability company or any other form or business association owing a debt to the state or any of its political subdivisions. "Political subdivision" means any county commission; municipality; county board of education; any instrumentality established by a county or municipality; any separate corporation or instrumentality established by one or more counties or municipalities, as permitted by law; or any public body charged by law with the performance of a government function or whose jurisdiction is coextensive with one or more counties or municipalities. "Related party" means a party, whether an individual, corporation, partnership, association, limited liability company or any other form or business association or other entity whatsoever, related to any vendor by blood, marriage, ownership or contract through which the party has a relationship of ownership or other interest with the vendor so that the party will actually or by effect receive or control a portion of the benefit, profit or other consideration from performance of a vendor contract with the party receiving an amount that meets or exceeds five percent of the total contract amount.

EXCEPTION:

The prohibition of this section does not apply where a vendor has contested any tax administered pursuant to chapter eleven of this code, workers' compensation premium, permit fee or environmental fee or assessment and the matter has not become final or where the vendor has entered into a payment plan or agreement and the vendor is not in default of any of the provisions of such plan or agreement.

LICENSING:

Vendors must be licensed and in good standing in accordance with any and all state and local laws and requirements by any state or local agency of West Virginia, including, but not limited to, the West Virginia Secretary of State's Office, the West Virginia Tax Department, West Virginia Insurance Commission, or any other state agencies or political subdivision. Furthermore, the vendor must provide all necessary releases to obtain information to enable the Director or spending unit to verify that the vendor is licensed and in good standing with the above entities.

CONFIDENTIALITY:

The vendor agrees that he or she will not disclose to anyone, directly or indirectly, any such personally identifiable information or other confidential information gained from the agency, unless the individual who is the subject of the information consents to the disclosure in writing or the disclosure is made pursuant to the agency's policies, procedures and rules. Vendors should visit www.state.wv.us/admin/purchase/privacy for the Notice of Agency Confidentiality Policies.

Under penalty of law for false swearing (West Virginia Code, §61-5-3), it is hereby certified that the vendor acknowledges the information in this said affidavit and are in compliance with the requirements as stated.

Vendor's Name: Responsive Management

Authorized Signature: Alison Lerner Date: 2/12/07

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PURPOSE AND SCOPE

Responsive Management would very much like to assist the West Virginia Division of Natural Resources (WDNR), Wildlife Resources Section to determine the number of West Virginia white-tailed deer hunters within twenty-four regions grouped by counties; the success rate within the regions and four deer hunting seasons; differences of participation and success among different licensing sources (i.e. license agents, goWild online purchasing system; free licenses); and the opinions of the West Virginia general population. This proposed study offers insight into white-tailed deer hunting participation and success rates as well as the differences among different licensing sources. This proposed study will also provide a solid foundation of quantitative research on which to base deer management efforts.

Specifically, this proposal recommends that Responsive Management:

- 1) Develop and computer code a telephone survey instrument to determine the number of West Virginia white-tailed deer hunters within twenty-four regions grouped by counties, the success rate within the regions and four deer hunting seasons, differences of participation and success among different licensing sources, and the opinions of the West Virginia general population. Responsive Management's extensive experience in hunting studies and input from the WDNR will be invaluable in the design phase.
- 2) Conduct a telephone survey of the West Virginia general population and West Virginia white-tailed deer hunters interviewing a total sample size that captures a minimum of 2,400 white-tailed deer hunters (a sample size of 100 white-tailed deer hunters will be obtained from each region as defined by the WDNR). Responsive Management's state-of-the-art call center allows for strict quality control over the data collection process, and its interviewers' experience conducting surveys on hunting and wildlife management helps ensure the high quality of the data.
- 3) Analyze data and provide complete cross-tabulations (z-scores). All data collected will be processed and analyzed using SPSS/11.5 for Windows software and proprietary software developed by Responsive Management, and Responsive Management will fully

"Thanks very much for the extra fast delivery of the final reports. It appears to be another great product. Our meeting is later this week, so we are now in great shape in terms of survey distribution. Thanks again for your fine attention to detail, and extraordinary efforts to accommodate our interests and concerns. I look forward to crossing paths with you on future projects, and to adding a 3rd year to our survey trend data in 2014!"

-Mark Ellingwood, New Hampshire Fish and Game Department

interpret findings. Data processing and analysis will include coding, cleaning of data, preparation of straight tabulations, computer processing with cross-tabulations, and preparation of study printouts. Geographic regional data analysis will also be performed. Responsive Management will create graphs to correspond to each question and that are broken down by region for easy review and visual display of survey data.

PROPOSED METHODOLOGY AND OVERALL APPROACH

Task 1: Conduct a Telephone Survey of the General Population and White-tailed Deer Hunters in West Virginia

Responsive Management proposes to conduct a telephone survey of the West Virginia general population and West Virginia white-tailed deer hunters. The proposed survey will determine the number of West Virginia white-tailed deer hunters within twenty-four regions as defined by the WDNR, the success rate within the regions and four deer seasons, differences of participation and success among different licensing sources, and the opinions of the West Virginia general population. Responsive Management will design the proposed survey instrument in partnership with the WDNR, and the final survey instrument will reflect the goals and objectives of the WDNR as well as Responsive Management's extensive past experience with hunting studies.

Responsive Management will conduct all phases of the survey, including, but not limited to, offering technical assistance, developing the survey sample, designing the survey instrument, pretesting the survey instrument, meeting with WDNR staff as necessary (via telephone conference call), computerizing the survey instrument for use with the computer-assisted telephone surveying system, training and supervising interviewers, collecting data, conducting statistical analysis, interpreting results, developing a final written report, as well as providing all other administrative activities necessary to successfully complete the project.

Specific aspects of the telephone surveying methodology are discussed below.

Sample Size

Responsive Management will interview the general population and obtain a minimum of 2,400 completed surveys of white-tailed deer hunters. The results will be reported at a 90% confidence interval $\pm 8\%$. This means that if the survey were conducted 100 times on different samples that

"In addition to an impeccable research record with numerous wildlife management agencies, including our own, Responsive Management has a history of thorough data collection and analysis, the ability to maintain a research schedule and budget, as well as the ability to consistently produce legally and statistically defensible research documents"

-Wyoming Game and Fish Department

were selected in the same way, the findings of 90 out of the 100 surveys would fall within the sampling error range. Sampling errors will be calculated using the following formula.

Sampling error equation:

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

Where: B = maximum sampling error (as decimal)

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

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

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

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

Telephone Interviewing Procedures and Facilities

High-quality data collection is critical to survey research. Responsive Management maintains its own centrally located, in-house telephone interviewing facilities. These facilities are staffed by professional interviewers with experience conducting computer-assisted telephone interviews on the subjects of hunting, wildlife management, and other natural resource and outdoor recreation issues, working under the close supervision of professional staff with a ratio of 1 supervisor for every 5 interviewers. Because Responsive Management specializes in researching hunting, natural resource, and outdoor recreation issues, our interviewers conduct surveys only on these issues and understand the nuances involved in conducting the interviews.

To ensure that the data collected are of the highest quality, the interviewers are trained through lectures, role playing, and video training, according to the standards established by the Council of American Survey Research Organizations. The Survey Center Managers will conduct in-depth project briefings with the interviewing staff prior to their working on this study. Interviewers will be instructed on survey goals and objectives, the type of study, handling of

"I would recommend Mark Duda to anyone wishing to assess public views. His style was interactive in the development of the instrument as well as during the assessment of the results. His knowledge and experience nationwide were tremendously helpful in framing the questions on the survey, and provided a basis to further understand not only what our citizens thought about our performance and what our priorities should be, but how it compared on a national level. Mark provided a professional presentation to our Wildlife Commission, and answered their queries from a technical expertise concerning the survey and what it meant that would have been difficult to manage on our own. I have utilized his graphs which he provided in Microsoft Power Point to develop programs for training of employees and presentations to public groups. In the final analysis of his services I would say that when it becomes time to do another assessment, Mark will be the first one contacted to see if he can do the work. I'd hire him again."

-John Bredehoft, Chief of Law Enforcement, Colorado Division of Wildlife

survey questions, interview length, termination points and qualifiers for participation, reading of interviewer instructions, reading of the survey, reviewing of skip patterns, and probing and clarifying techniques necessary for specific questions on the survey instrument.

The Survey Center Managers will edit each completed survey to check for clarity, understanding, completeness, and format. The Survey Center Managers will also monitor the telephone workstations without the interviewers' knowledge of which interviews will be monitored, thereby allowing the Survey Center Managers to maintain strict quality control over the data collection process.

Questionnaire Design and Pretesting

For this project, Responsive Management will design the survey collaboratively with the WDNR, utilizing Responsive Management's extensive experience with studies of hunters, studies concerning hunting, wildlife management, and white-tailed deer management. After designing the survey instrument, Responsive Management will then pretest the survey and make any necessary revisions for logic, wording, and clarification. After approval of the final survey instrument by the WDNR, the telephone interviews will begin.

Questionnaire Programming Language

Responsive Management will conduct the telephone interviews using Questionnaire Programming Language 4.1 (QPL), which is a comprehensive system for computer-assisted telephone interviewing that provides complete capabilities for designing, administering, and managing telephone-based research operations. The survey data will be entered into the computer as the interview is being conducted, thereby eliminating any potential subsequent data-entry errors. The survey instrument will be programmed so that QPL automatically skips certain questions when appropriate, substitutes phrases in the survey based upon previous responses, and edits data upon entry to ensure the integrity and consistency of data collection. This program feature enables Responsive Management to code a survey instrument that can capture data from among several different sample groups during the same telephone call. Any respondent-specific data provided to Responsive Management may be programmed to appear to the interviewer as part of the text of any question or as a branching control or skip pattern. This feature will

"The admonition to 'Know Thyself' was never more true than when it is applied to business. And helping us define our Bowhunting Market and who we are has recently been masterfully done for us by Mark Damian Duda and the folks at Responsive Management. In my 34 years in the Archery industry, I have never seen such a complete and understandable marketing research exercise than what they have just completed for us. Mark has long been recognized as the leader in definitive research when it comes to our outdoor field, and he is a joy to work with, as are his entire staff. We can recommend Responsive Management in the highest possible terms."

-Dick Lattimer, President/CEO, The Archery Manufacturers & Merchants Organization

enhance the flow of the interview, enable the interviewer to validate/update sample information, or eliminate the need to ask some questions

Contact Procedures

Interviews will be conducted Monday through Friday from 9:00 a.m. to 9:00 p.m., Saturday from 10:00 a.m. to 4:00 p.m., and Sunday 3:00 p.m. to 9:00 p.m., local time. A five-callback design will be used to maintain the representativeness of the sample, avoid bias toward people easy-to-reach by telephone, and provide an equal opportunity for all to participate. The five-callback system uses a total of at least four subsequent calls, often as many as eight, to each not-answered number selected in the original sample. Subsequent calls will be placed at different times of the day and different days of the week. In addition, respondents who decline to participate because of inconvenience will be called again to encourage their participation or to set an appointment for their participation. Converting refusals into completed interviews is an important part of Responsive Management's contact plan to help minimize nonresponse.

Response Rates

It is important to recognize that different organizations use different methods to calculate response rates, and sometimes these methods can be used to distort an organization's effectiveness in implementing a survey. The reason that some firms obfuscate response rates is that response rate is a direct indication of a research organization's effectiveness and diligence in designing and implementing a survey. A low response rate is often a sign of poor survey design and/or implementation.

Generally speaking, a response rate is the ratio of all people who responded to all people who chose not to respond. Playing with the concept of what it means to "choose not to respond" is where the trouble with distorted response rates lies. For instance, "double-screening" potential respondents by asking them if they would like to participate in a survey and then later calling only those who said that they would participate and recording the rate at which these people responded misrepresents the actual response rate. Such a method leads to seemingly high response rates. Responsive Management does not double screen and counts numbers with answering machines for which a person cannot be contacted as someone who chose not to

"His firm is recognized as the leading social science research firm in the nation that works in the natural resources arena "

-Dr. Steve L McMullin, Associate Professor, Virginia Tech

respond to the survey. This is reasonable as some people “screen” calls. To not count calls to answering machines for which a person could not be contacted as part of the denominator in the response rate equation does not result in an accurate calculation of the response rate.

Response rates are vitally important, because the level of error for and the meaning of every finding in a study are inextricably linked to the response rate. It may be that some organizations do not avail themselves of the many well-researched, accepted methods to ensure high response rates (see *Mail and Internet Surveys: The Tailored Design Method* (2nd Edition); by Don A. Dillman; John Wiley & Sons, Inc.; 2000).

Responsive Management’s method for calculating a response rate will be as follows: Response rate will be calculated by dividing the number of completed interviews by the number of all eligible telephone numbers. An eligible number is a number that is a working telephone number in a residence with someone with whom we can speak (e.g., not hearing disabled) and who meets whatever pre-set criteria were called for in the study. Therefore, the only numbers not included in the response rate are business or government office numbers, deaf/language-barrier calls, non-eligible respondents, and bad or disconnected numbers.

Task 2: Analyze Data

Analysis

Responsive Management will provide a wide variety of statistical methods that will be tailored to the purposes of this study. Descriptive analyses will be used to examine the characteristics of the samples, while inferential statistics will be used to project these analyses to make statements about the populations as a whole, where applicable. Non-parametric analyses will be performed on data that are entirely categorical (e.g., gender) or entirely ordinal (i.e., increasing levels of support of a statement). Parametric analyses will be performed on interval data (e.g., age). Univariate procedures will be used to examine relationships and differences among individuals on a single characteristic. Multivariate procedures will examine these same relationships and differences among individuals using multiple characteristics.

This project will have two stages of statistical analysis. The first stage will be the descriptive analysis. This is the stage where attitudes, perceptions, opinions, and characteristics are

"I regard Mark Duda as an exceptional blend of intelligence, resourcefulness and professional competence. His leadership of the Responsive Management program has been distinguished and innovative. He has clearly made this a model program for the wildlife management field. Under his guidance, Responsive Management has been an outstanding source of information, ideas, and techniques helping to foster important and needed change."

-Dr. Steve Kellert, Professor, Yale University

described and summarized in graphs and tables. The exact method to be used to summarize the data will be dependent on the characteristics of the data (i.e., whether the data are categorical, ordinal, or interval). Categorical and ordinal data will be summarized as percents and sometimes in the form of measures of central tendency using medians and modes. Interval data will be summarized in the form of central tendency using the mean.

The second stage of analysis will be the inferential analysis. This stage will analyze the relationships and differences among attitudes, perceptions, opinions, and characteristics being measured in the study. The analysis to be performed during this stage will be dependent on the purposes of the study as defined by the WDNR during the survey design phase. The purposes of a study are generally framed as questions. Selection of the type of statistical tests to be used will begin by deciding whether the questions are best answered by examining differences (i.e., analysis of variance) or by examining relationships (i.e., Pearson product-moment correlation). Within these two broad categories of differences and relationships are a multitude of statistical tests.

The best one for each situation will be selected depending on whether the analysis is descriptive or inferential, whether the data are parametric or non-parametric, and whether the analysis is univariate or multivariate. In special cases, unique or less common analyses will be applied to clarify results that are otherwise difficult to interpret.

Statistical analyses identify significant findings. Chi-square tests will be used to determine if significant differences exist between responses for key questions. Chi-square tests resulting in $p < 0.05$ are considered statistically significant. The findings of this study will be reported at the 90% confidence.

Regional Analysis

Regional analysis will be performed to assess differences in participation, success rates, and behaviors among residents of twenty-four regions in West Virginia. The regional analysis will be performed based on the regions as indicated by the WDNR and will be depicted in corresponding graphs.

"I want to take this opportunity to express my thanks for your outstanding work, resulting in the report, Vermont Residents' Attitudes Toward Program Priorities and Alternative Funding Mechanisms for the Vermont Fish and Wildlife Department. This is a very fine report that has already proved helpful in discussions about funding and marketing issues with my staff and the Administration. I know that it will prove to be of similar value in upcoming discussions with external constituents and legislators.

"This is the third time, I believe, that my Department has contracted for your services, and I am pleased to have been personally involved in each survey. I continue to be impressed by your candid and thoughtful input, personalized approach to customer needs, and professional approach to survey design, implementation, and reporting. In sum, you do great work that results in a product with high outreach and advocacy value."

-Ronald Regan, Director of Wildlife, Vermont Department of Fish and Wildlife

Non-Parametric Analysis to Assess Differences Among Responses by Demographic, Geographic, and Attitudinal Characteristics

For this study, non-parametric analyses will examine how various responses relate to demographic, geographic, and behavioral characteristics. Responses for all questions will be tested by means of “z-scores” for relationships to all other responses. Responsive Management has developed proprietary software that allows non-parametric analyses to be run on all questions based on all available demographic, geographic, and attitudinal characteristic variables. The statistically significant z-scores will be shown in tabulations, ranked according to the strength of the correlation.

The importance of non-parametric analysis is that it allows for the identification of highly targeted populations based on demographic and attitudinal characteristics. Below is an example z-score table from the study *Opinions and Attitudes of Georgia Residents, Hunters, and Landowners Toward Deer Management in Georgia*, conducted by Responsive Management for the Georgia Department of Natural Resources. The following explains how to read a z-score table. The table displays only the significant variables out of the approximately 383 variables analyzed for a relationship with the response: “thinks the deer population where he/she lives is under-abundant.” Among the hundreds of characteristics associated with Georgia residents, respondents who oppose legal deer hunting in Georgia (with a z-score of + 5.26) were statistically more likely to think the deer population where they live is under-abundant. Residents who do not own land in Georgia (+ 3.07) were also statistically more likely to think the deer population where they live is under-abundant. Age and education also affected Georgia residents' likelihood to think the deer population where they live is under-abundant: respondents younger than 52 years of age (+ 1.97) and respondents whose highest level of education was high school (+ 1.96) were more likely to think the deer population is under-abundant.

Thinks the deer population where he/she lives is under-abundant	Z-SCORE
Thinks the deer population in his/her county should be increased	8.14***
Thinks there are fewer deer now compared to 5 years ago in the county where he/she lives	7.6***
Opposes hunting as a way to manage deer populations	5.42***
Opposes legal deer hunting in GA	5.26***
Opposes hunting with dogs because inhumane to dogs	3.6***
Thinks the deer population in his/her county should be increased because the deer population is too low	3.19**

"I'd like to say a few things about our survey contractor, Responsive Management of Harrisonburg, Virginia

"Responsive Management has grown to be the nation's premier survey research firm on fish, wildlife and natural resource issues.

"When we began to look for a survey contractor for the wolf survey, we knew we needed good information, and we needed it fast. We contacted the University. They couldn't meet our timeline. We contacted other potential contractors. They either couldn't do it the way we wanted, or couldn't meet our timeline. Responsive Management could. In fact, they have consistently been ahead of the timeline we were told was "simply unrealistic" by other survey researchers

"Their timeliness and efficiency is only one thing we've been impressed with. They have been very cooperative, taking great pains to address the concerns of the Commission and staff in developing a set of survey questions from our objectives, then repeatedly refining those questions to reflect our comments. Their cooperation has been outstanding.

"From a technical standpoint, Responsive Management is simply the best. They have the best computer assisted telephone interviewing system. Their interviewers are the most thoroughly trained, according to industry standards. They only conduct surveys on wildlife and natural resource issues. They always pre-test their surveys, something no other survey contractor has ever done for us. Their sampling is the most painstaking. They produce reports from the perspective of an unbiased third party, with full statistical analysis.

"We're very happy with the work Responsive Management has done for us, and we're not alone. It was a pleasure to work with them on this survey."

-Walt Gasson, Planning Coordinator, Wyoming Game and Fish Department

Opposes a decrease in the deer population in his/her county if it means fewer wildlife watchers and photographers will spend money there	3.13**
Does not own land in GA	3.07**
Opposes hunting with dogs because dogs may get deer that aren't legal	3.01**
Thinks deer are not a driving hazard relative to other hazards	2.84**
Opposes having one statewide season for deer with no deer zones	2.67**
Says Website other than GDNR Website is best way to provide him/her with information about deer in GA	2.61**
Opposes hunting with dogs because dangerous to have loose dogs around	2.56*
Has no particular feeling about deer	2.42*
Enjoys seeing and having deer around	2.16*
Opposes use of professionals or sharpshooters to control deer on parks or other recreation lands that traditionally have been closed to deer hunting	2.14*
Thinks it is unimportant to know that people have the opportunity to hunt deer in Georgia	2.04*
Is below the median age (52 years old)	1.97*
Highest grade level is high school, with or without obtaining a diploma	1.96*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Task 3: Write Final Report

Responsive Management will provide a detailed report outlining the results of the survey on the findings regarding the number of West Virginia white-tailed deer hunters within twenty-four regions, the success rate within the regions and four deer seasons, differences of participation and success among different licensing sources, and the opinions of the West Virginia general population, thereby providing a solid foundation of data for West Virginia deer management efforts. The final report will include, but not be limited to, an executive summary, introduction, discussion of methodology, extensive graphs and tables broken down by region, and the survey instrument.

Responsive Management will provide the WDNR with paper and electronic versions (MS Word, Excel) of the final survey report containing compiled data, cross tabulations, statistical significance levels for cross tabulations, and analyses and interpretations of the survey response data.

"His work demonstrates the highest standards of professionalism and the volume of work is truly prolific. Responsive Management has become one of the foremost and highly respected survey and research companies in the United States with respect to fisheries, wildlife, natural resources and outdoor recreation The quality of work directed by Duda has become a benchmark of comparison for others doing similar work in the field."

-Bruce Lemmert, President, Virginia Wildlife Society

PROJECT TIMELINE AND COSTS

TASK	TIMELINE*	COST**
Task 1: Conduct a Telephone Survey of the General Population and Deer Hunters in West Virginia	Months 1 and 2	\$36,000
Task 2: Analyze Data (includes regional analysis and z-scores)	Months 2 and 3	
Task: Write Final Report	Month 3	

*Preliminary report in paper and electronic copy to be completed on or before April 15, 2007

*Final report in paper and electronic copy to be completed on or before May 15, 2007

"Mark Duda, Executive Director of RM, has worked with the Florida Wildlife Federation on a number of projects and was our Conservation Educator of the Year for his work in applying an understanding of people to wildlife issues. I highly recommend his and Responsive Management's abilities for work you have involving your constituency and wildlife issues, training workshops for your employees, or public opinion/attitude surveys."

-Manley K. Fuller III, President, Florida Wildlife Federation

RESPONSIVE MANAGEMENT EXPERIENCE WITH HUNTING AND WILDLIFE MANAGEMENT STUDIES

Responsive Management has considerable experience in conducting surveys about hunting, wildlife management, white-tailed deer management, and related issues for state and federal agencies. It has conducted more than 600 surveys and 500 focus groups on hunting, wildlife management, and other natural resource and outdoor recreation issues among the general population and hunters.

For all studies, Responsive Management follows the highest standards in conducting opinion polling to ensure accurate, unbiased results. Responsive Management has conducted work for almost all of the state fish and wildlife agencies, numerous departments of natural resources, the U.S. Fish and Wildlife Service, the Canadian Wildlife Service, the U.S. Forest Service, the U.S. Bureau of Land Management, and many other governmental agencies.

The following is a sampling of the extensive research demonstrable of Responsive Management's experience with surveys and beneficial to the WDNR's needs.

West Virginia Residents' Opinions on Black Bears and Black Bear Hunting. Telephone survey to determine West Virginia residents' opinions on black bears, black bear management, and black bear hunting.

Contact name/Organization: Chris Ryan, West Virginia Division of Natural Resources

Phone number: 304-558-2771

E-mail: chrisryan@wvdnr.gov

West Virginia Residents' Attitudes Toward Wildlife, Their Participation in Wildlife-Related Recreation, and Their Consumption of Fish Caught in West Virginia. Telephone survey to determine residents' attitudes toward wildlife, their participation in wildlife-related activities, their consumption of fish caught in West Virginia, and their attitudes toward fish consumption advisories.

Contact name/Organization: Steve Brown, West Virginia Division of Natural Resources

Phone number: 304-637-0245

E-mail: sbrown@dnr.state.wv.us

Public Opinion on Fish and Wildlife Management Issues and the Reputation and Credibility of Fish and Wildlife Agencies in the Northeast United States: Telephone survey of state residents to determine public opinion on fish and wildlife management issues, as well as residents' attitudes toward their state's fish and wildlife agency regarding reputation and credibility. The study entailed surveys in all 13 member states of the Northeast Conservation Information and Education Association: CT, DE, ME, MD, MA, NH, NJ, NY, PA, RI, VT, VA, and WV. The study consisted of 13 separate state reports and a regional report of the cumulative results.

"Thanks again for all of your work on the statewide litter attitudes survey for Georgia and for participating in the Governor's Land Summit. The campaign created exactly the buzz that we were after! Your research certainly paved the way for us to launch the new Litter. It Costs You campaign. I have given several presentations on the development of the campaign in recent weeks that highlights decisions that were made to select the logo and tag line based on both the telephone survey and focus groups. Time and again, I have had people praise our thorough process and science-based decision-making. In short, we're off to a great start, thanks to the foundation that you helped us set. I appreciate your guidance and input on this project from the outset and look forward to measuring our progress 12 – 18 months from now. The work that Responsive Management has done for Georgia is extremely valuable and has staying power. In recent weeks, I've paged through not only the litter attitudes survey, but also the DNR strategic planning survey and the water messaging survey as well. They are amazing resources for us to have at our fingertips, and I don't know how any agency can make natural resources decisions without having a solid understanding of the human factor. Please pass along our appreciation to Alison, Steve, Peter and the rest of the Responsive Management team."

-Beth Brown, Special Assistant to the Commissioner, Georgia Department of Natural Resources

Contact name/Organization: Steve Brown, West Virginia Division of Natural Resources
Phone number: 304-637-0245
E-mail: sbrown@dnr.state.wv.us

Opinions and Attitudes of Georgia Residents, Hunters, and Landowners Toward Deer Management in Georgia. Telephone survey of Georgia's general population, hunters, and landowners to determine their opinions on and attitudes toward deer management in Georgia.
Contact name/Organization: Bill Fletcher, Georgia Wildlife Resources Division
Phone number: 770-918-6404
E-mail: bill_fletcher@dnr.state.ga.us

Opinions of the General Population, Hunters, and Farmers Regarding Deer Management in Delaware. Telephone survey to of the general population, hunters, and farmers in Delaware to determine the opinions of the general population, hunters, and farmers regarding deer management in Delaware.
Contact name/Organization: Ken Reynolds, Delaware Division of Fish and Wildlife
Phone number: 302-653-2883 x 107
E-mail: Ken.Reynolds@state.de.us

Harvest of Wildlife in Georgia 2005-2006: Telephone survey to determine participation in hunting, harvest of selected species, ratings of hunting in Georgia, willingness to pay for licenses, and opinions on dove hunting regulations.
Contact name/Organization: Don McGowan, Georgia Wildlife Resources Division
Phone number: 207-287-2211
E-mail: Don_McGowan@dnr.state.ga.us

Licensed Deer Hunters' Opinions on and Attitudes Toward Deer Management in Wyoming. Telephone survey to determine Wyoming resident and non-resident hunters' opinions on areas and types of land hunted, the Wyoming Game and Fish Department's management of deer, hunting regulations, and other hunting-related issues.
Contact name/Organization: Daly Sheldon, (formerly with) Wyoming Game and Fish Department
E-mail: daly_sheldon@yahoo.com

New Hampshire Residents' and Hunters' Opinions on the Status and Management of Big Game Populations. Telephone survey of New Hampshire residents to determine public opinions on and attitudes toward population and management of the following big game species: white-tailed deer, black bear, moose, and wild turkey.
Contact name/Organization: Mark Ellingwood, New Hampshire Fish and Game Department
Phone number: 603-271-2461
E-mail: mellingwood@wildlife.state.nh.us

West Virginia Hunter Survey. Telephone survey of West Virginia hunters to assess their opinions on issues related to deer, the deer hunting season, and hunter access to private lands.

"On behalf of the entire staff at The Conservation Fund, I would like to extend my sincerest thanks to you and your wonderful team at Responsive Management for the work on our survey. Your professionalism and diligent work was truly outstanding. Your brilliant team's expertise shined through in every step of the survey process, delighting not only myself, but also our staff and in turn our partners.

"I personally sincerely appreciated working with you and your impressive staff. There were many late nights when I was thankful to be working with such a competent and hard-working team. My expectations were considerably surpassed. The meaningful work that you and your staff put in to the survey allowed for our July Real Estate Summit to be a great success. In addition, your presentation at the Summit allowed for all of our staff to properly understand the results and how we need to interpret our partners' needs in order to plan for the future of The Conservation Fund. Your candor, critical thoughts, and vast expertise have allowed for us to move forward on a firm foundation.

"Thank you again and the best wishes to you and your team at Responsive Management for the future."

-Meg McCants, The Conservation Fund

West Virginia Residents' Attitudes Toward the Land Acquisition Program and Fish and Wildlife Management Telephone survey of West Virginia residents to assess their attitudes toward fish and wildlife management, including funding issues and land acquisition.

West Virginia 1998 Landowner Survey Telephone survey of West Virginia rural landowners to assess their opinions on issues related to hunter access to private lands, deer harvest on private lands, deer crop damage, problems with hunter behavior, and potential programs to increase deer harvest on private lands.

Public Use of Wildlife Resources in West Virginia Telephone survey of Randolph County, West Virginia, residents to assess their use of wildlife and forest products

Maryland Licensed Deer Hunters: Opinions of a Muzzleloading Firearm Deer Season Prior to the Modern Firearms Deer Season and Other Management Topics Telephone survey of Maryland licensed deer hunters to assess their knowledge of, opinions on, and attitudes toward the current deer hunting season structure and measure support for and opposition to a muzzleloading firearm deer season prior to the modern firearm deer season.

Arkansas Residents' and Hunters' Opinions and Attitudes Toward Deer Management Telephone survey of Arkansas residents and resident hunting license holders to assess their opinions on and attitudes toward deer management

Arkansas Deer Hunters' Opinions and Attitudes Toward Deer Management Telephone survey of Arkansas resident hunters to assess their opinions on and attitudes toward issues related to deer management, including deer populations, buck harvest, doe harvest, and season length.

Arkansas Deer Hunter Survey: Opinions on and Attitudes Toward Deer Hunting Regulations Telephone survey of Arkansas resident deer hunters to assess their opinions on and attitudes toward deer management-related issues.

Minnesota Deer Hunters' Opinions and Attitudes Toward Deer Management Telephone survey of Minnesota resident hunting license holders to assess their opinions on and attitudes toward deer hunting and deer management in Minnesota.

New Jersey Deer Hunter Survey Survey of New Jersey deer hunters to assess their opinions on and attitudes toward season structure and regulations

New Jersey Hunter Retention and Deer Hunter Satisfaction Telephone survey of New Jersey hunters to determine the extent of and reasons for decreased hunting activity.

Deer Hunter Survey: Licensed Deer Hunters' Opinions and Attitudes Toward Deer Management in Wyoming Telephone survey of Wyoming licensed deer hunters regarding opinions of and attitudes toward deer management strategies

"On behalf of Ducks Unlimited, I wish to thank you and your team at Responsive Management for your outstanding work You and your staff were pleasant, easy to work with, and very professional The questions and analysis were right on target to address important issues in habitat conservation."

-James K. Ringelman, Director of Conservation Programs, Ducks Unlimited Inc.

New Mexico Big Game Hunter Survey. Telephone survey of New Mexico licensed deer, elk, oryx, and turkey hunters to assess their opinions on and attitudes toward big game hunting and regulations in New Mexico.

Arizona Licensed Hunters' Opinions of a Deer Bonus Point System Telephone survey of Arizona licensed hunters who applied for a deer hunting permit to assess their opinions on a deer bonus point system.

Indiana Hunters' Opinions and Attitudes Toward the Use of Crossbows to Hunt Deer. Telephone survey of Indiana licensed hunters to assess their opinions on and attitudes toward the use of crossbows to hunt deer, opinions on crossbows in seven season placement options, participation in various hunting seasons, and satisfaction with deer management.

National Shooting Sports Foundation Hunter Opinion Survey Nationwide telephone survey of licensed hunters to assess their opinions on and participation in hunting and shooting activities.

National Shooting Sports Foundation Hunting Participation and Attitude Trends Survey. Nationwide telephone survey of hunters who had been hunting or shooting with a shoulder arm for at least 2 years to better understand their participation in hunting and shooting activities.

Theodore Roosevelt Conservation Alliance Survey: National Forest Hunters' Attitudes Toward Roads in the National Forests. Nationwide telephone survey of licensed hunters to assess their values associated with National Forests and their opinions on access to private and public hunting lands, the quality of hunting on National Forest lands, and roads in National Forests.

The Effects of Mandatory Basic Hunter Education and Advanced Hunter Training on Hunter Recruitment and Retention. Focus groups, telephone surveys, and a multiple regression analysis to determine the impacts of mandatory basic hunter education and advanced hunter training on hunter satisfaction, recruitment, and retention.

The Effects of Mandatory Basic Hunter Education and Advanced Hunter Training on Hunter Recruitment and Retention: Youth Survey. Survey of youth to determine the impacts of mandatory basic hunter education and advanced hunter training on hunter satisfaction, recruitment, and retention.

Pennsylvania Hunter Survey. Telephone survey of Pennsylvania hunters to assess their knowledge of, opinions on, and perceived priorities of the management and regulation of hunting in Pennsylvania.

Washington Residents' and Hunters' Opinions on and Attitudes Toward Hunting and Game Species Management. Two separate telephone surveys of Washington hunters and residents to assess their attitudes toward and opinions on hunting and game species management.

Licensed Elk Hunters' Opinions on and Attitudes Toward Elk Management in Wyoming. Telephone survey of Wyoming elk hunters to assess their opinions on and attitudes toward elk management strategies in Wyoming.

"I personally sincerely appreciated working with you and your very professional and talented staff. I thought it was going to be difficult managing a project that was half done, but your assistance and guidance helped me catch up right away. Thank you again for a sensational job. Please relay my personal best to everyone at Responsive Management."

-Hardy Pearce, Biological Resource Division, Department of Interior

Opinions of the General Population, Hunters, and Anglers on Funding for Wildlife Management in Wyoming. Telephone survey of Wyoming residents, hunters, and anglers to determine opinions toward funding for wildlife management in Wyoming.

Licensed Elk Hunters' Opinions on and Attitudes Toward Elk Management in Wyoming. Telephone survey of Wyoming elk hunters to assess their opinions on and attitudes toward elk management strategies in Wyoming.

Opinions of the General Population, Hunters, and Anglers on Funding for Wildlife Management in Wyoming. Telephone survey of Wyoming residents, hunters, and anglers to determine opinions toward funding for wildlife management in Wyoming.

Delaware Residents', Hunters', and Recreational and Commercial Anglers' Attitudes Toward Wildlife and Fisheries Management. Recommendations based on findings from a public attitude survey previously conducted for the Delaware Division of Fish and Wildlife. The study was conducted to assess the opinions and attitudes of adult Delaware residents toward fish, wildlife, and natural resource issues in the state.

Florida Licensed Hunter Direct Mail Survey. Mail survey of Florida licensed hunters to assess their opinions on and attitudes toward deer hunting and deer management. The study identified hunters' priorities for deer management programs, causes of satisfaction and dissatisfaction with their hunting experiences, their perceptions of the deer herd, and their opinions on deer hunting regulations.

Hunter Satisfaction: Implications for Game and Hunter Management in Florida. Literature review and survey of Florida hunters to better understand hunter satisfaction and hunter attitudes toward Florida Game and Fresh Water Fish Commission policies, including hunting zones and the 5-inch antler rule. The study was used by the Commission to evaluate program progress, performance and effectiveness.

Arizona Residents' and Hunters' Attitudes Toward Predator Hunting Contests. Focus groups and a telephone survey of Arizona residents and licensed hunters to assess their attitudes toward predator hunting contests.

Arizona Hunters' Knowledge of and Attitudes Toward Threats to California Condors. Telephone survey of Arizona licensed hunters to determine their knowledge of and attitudes toward the California condor, including threats to condors, particularly lead poisoning of condors.

Federal Aid Outreach Survey, Region II: Arizona Anglers, Boaters, and Hunters; New Mexico Anglers, Boaters, and Hunters; Oklahoma Anglers, Boaters, and Hunters; Texas Anglers, Boaters, and Hunters and Passport Holders. Telephone survey of random proportional samples of licensed anglers, hunters, and boaters from Arizona, New Mexico, Oklahoma, and Texas, as well as Texas Passport holders, to assess their attitudes toward several different Federal Aid issues.

"Shazam! You did it again! The survey report you generated for the Commission's Task Force on Outdoor Kansas is excellent. Even more impressive is the fact that you beat, by two days, the unreasonable deadline we gave you"

"I was not at all surprised that you delivered the survey and report services as agreed (that is the type of work you're known for), but I was impressed that the Responsive Management crew was able to get it done so quickly."

-Rob Manes, former Assistant Secretary, Kansas Department of Wildlife & Parks
(currently with the Wildlife Management Institute)

California Hunters' Knowledge of and Attitudes Toward Threats to California Condors

Telephone survey of California licensed hunters to determine their knowledge of and attitudes toward the California condor, including threats to condors, particularly lead poisoning of condors.

Colorado Hunter Education Focus Group Report. Focus groups of hunter education course participants to assess their perceptions of hunting and hunter education. The study examines the impact of the length of time since taking a hunter education course on hunter behavior.

Demand for Advanced Hunter Education in Colorado. Telephone survey of Colorado hunting license holders and graduates of hunting education courses to assess their opinions on the need for advanced hunter education.

Demand for Hunter Education Among Non-Traditional Audiences in Colorado. Telephone survey of Colorado youth, female residents, minority residents, and urban residents to ascertain the need for hunter education among non-traditional audiences.

Alaskan Resident Hunting License Holders' Opinions on and Attitudes Towards Hunter Education. Telephone survey of Alaskan resident hunting license holders to assess their opinions on and attitudes toward issues related to hunter education. The study was used to provide the Alaska Department of Fish and Game with information on hunting accidents and the need for hunter education.

Colorado Hunters' Attitudes Toward Elk Hunting Alternatives. Telephone survey of Colorado elk hunters to assess their preference for elk and other hunting opportunities in Colorado.

Colorado Hunters' Attitudes Toward Hunting License Fee Increases. Data collection services for a survey of licensed elk and deer hunters to assess their opinions of a potential license fee increase.

Colorado Hunters' Preferences for Wildlife Program Funding: Allocation of License Fees in Colorado. Data collection services for a survey of licensed Colorado hunters to identify their attitudes toward the funding of various Colorado Division of Wildlife programs.

Attitudes of Connecticut's General Population, Minorities, Hunters, and Anglers Toward Wildlife, Fisheries, and Forestry Management. Telephone survey of Connecticut residents, hunters, and anglers to assess their attitudes toward wildlife, fisheries, and forestry management. The study was used to re-evaluate planning initiatives in the context of those public attitudes and defining market segments for public outreach targeting.

Hunting and Fishing License Market Assessment: Discussion, Recommendations and Strategies. Telephone survey, mail survey, and focus groups of Florida hunters and anglers to assess factors related to the decline in hunting and fishing license sales. The report presents a discussion of research findings and recommendations and strategies to help reduce and reverse the decline in hunting and fishing license sales.

“Responsive Management provided extraordinary services to my research project, which involved a large-scale telephone survey about cultural diversity and attitudes toward marine animals in Los Angeles. This was a challenging project, involving a lengthy survey that needed to be translated into several languages, and required a complex sampling strategy. Mark provided invaluable guidance in refining my survey instrument, structuring the sampling design, and working out the survey’s logistics. And his friendly, knowledgeable and professional staff worked closely with me before, during and after the survey was completed. I would recommend Responsive Management to anyone planning a survey or focus group about wildlife and wildlife management.”

-Dr. Jennifer Wolch, Professor Co-Director, University of South California

Participation and Satisfaction Among Florida Hunters, Anglers, and Wildlife Viewers Study to better understand and define participation and satisfaction parameters among Florida's hunters, anglers, and wildlife viewers. The study included a literature review, an analysis of previously collected data, and a telephone survey.

Preferences of Northwest Florida Dove Hunters Regarding Changes in Season Structure Telephone survey of hunters within the Florida Game and Fresh Water Fish Commission's Northwest Management Zone to assess their opinions on and attitudes toward changes implemented to establish an earlier starting date for the first phase of the dove hunting season.

Hunting and Fishing in Wilderness Areas in Idaho: A Survey of Idaho Hunters and Anglers Telephone survey of Idaho hunters and anglers to determine their participation in hunting and fishing, as well as their opinions on hunting and fishing access, wilderness areas, and ATV/snowmobile issues.

Indiana Hunting and Fishing License Duplication Study Telephone survey of Indiana licensed anglers and hunters to assess the number of Indiana fishing and hunting licenses they have purchased to determine the rates of license duplication. The study involved calculating the appropriate external and internal reduction factors to be applied to license sales figures to determine the actual number of anglers and hunters engaging in these activities in Indiana during the license certification timeframe.

Indiana Non-Response Bias Telephone survey of non-respondent hunting license holders in an effort to examine non-response bias. The survey was based on a previously conducted mail survey for the Indiana Department of Natural Resources to obtain information regarding hunting practices.

Access to Federal Hunting Lands in Colorado Telephone survey of Colorado hunting license holders, both resident and nonresident, to better understand hunting access to federal public lands in Colorado.

International Association of Fish and Wildlife Agencies Hunting as a Choice Focus Groups Focus groups of children and their parents to assess their motivations for and satisfaction with hunting, their perceptions of hunter education, and their opinions on marketing strategies for youth and hunting as a choice.

Attitudes Toward Wildlife Management, Ballot Initiatives and a Proposed Sportsmen's Protection Fund Telephone survey of National Rifle Association (NRA) members who hunt, NRA members who do not hunt, former NRA members who hunt, and hunters who have never been NRA members to assess their opinions on and attitudes toward issues related to ballot initiatives related to fish and wildlife management, including hunting and trapping.

Behavioral, Attitudinal, and Demographic Characteristics of Spring Turkey Hunters in the United States Nationwide telephone survey to determine the behavioral, attitudinal, and demographic characteristics of spring turkey hunters, as well as to assess the impacts of spring turkey hunting on the U.S. economy and each state's economy.

"Thank you, Mark, for the tremendous effort you and your staff have provided us in developing our recreation plan. From the survey design through data analysis, you and your dedicated staff have graciously assisted us throughout the process and beyond your contractual obligation. I am proud to present these survey findings and am confident in their source and meaning."

"Mark, I want to extend a special thanks to Dr. Peter De Michele, who willingly provided me with much needed technical support. I appreciate his kindness, patience and most of all his sincerity in helping me understand and use the SPSS software. Also, it was a pleasure working with Alison Lanier. Whether by phone or e-mail, I came to expect a cheerful and responsive Alison at the other end graciously willing and able to assist me."

-Bob Ehemann, Division of Parks and Recreation, Delaware Department of Natural Resources and Environmental Control

Restoring the Balance: An Inventory and Assessment of State Public Hunting Land Needs Mail survey of each state's fish and wildlife agency to obtain data regarding state, federal, and private hunting lands, ratings of the quality and accessibility of hunting lands, and available funding for acquiring and leasing hunting land.

Factors Related to Hunting and Fishing Participation Among the Nation's Youth. Final Report. Final report includes a synthesis of the findings from the literature review, focus groups, and telephone survey and analyses, as well as the implications of the findings. The report also includes recommendations and strategies to increase participation in hunting and fishing among the nation's youth and improve the retention rate of these participants

Factors Related to Hunting and Fishing Participation in the United States. Three-year study entailing a comprehensive literature review, focus groups, and a nationwide telephone survey to assess factors related to hunting and fishing participation in the United States. The study was used to give natural resource and outdoor recreation managers in-depth information about who participates in these activities, why they participate, and what causes them to be active or inactive in the sport.

Ohio Mourning Dove and Ruffed Grouse Harvest Survey. Mail survey and telephone survey of Ohio licensed hunters to better understand mourning dove and ruffed grouse hunting participation and harvest in Ohio.

Ohio Mourning Dove and Ruffed Grouse Harvest Survey. Mail survey and telephone survey of Ohio licensed hunters to better understand mourning dove and ruffed grouse hunting participation and harvest in Ohio. This survey was the second in a series.

Oklahoma Licensed Hunters and Anglers: Opinions on Alternative Funding Mechanisms for the Oklahoma Department of Wildlife Conservation. Telephone survey of Oklahoma licensed hunters and anglers to determine the extent of support for and opposition to a variety of funding mechanisms under consideration by the Oklahoma Department of Wildlife Conservation.

Oregon Department of Fish and Wildlife Survey of Western Oregon Elk Hunting License Holders. Telephone survey of Oregon licensed elk hunters to assess their opinions on and attitudes toward elk hunting and elk management options.

Pennsylvania Game News Subscriber and Licensed Hunter Non-Subscriber Survey. Telephone survey of Pennsylvania Game News subscribers and Pennsylvania licensed hunters who do not subscribe to the magazine to assess their opinions on the format, design, and content of the magazine.

South Carolina Department of Natural Resources Hunter Harvest Survey 2002-2003. Telephone survey of South Carolina licensed hunters to obtain valid estimates of the number of hunters who hunted each game species, the number of each species harvested, and days afield for each species.

"The extensive Future of Fishing study conducted by Responsive Management provided the basis for the formation of RBFF and was the impetus for the strategies we employed to increase fishing participation. Sound research provides a firm foundation on which to grow, and RBFF's successful programs and marketing efforts would not have been possible without it."

-Bruce Matthews, President, Recreational Boating and Fishing Foundation

South Carolina Hunting and Fishing License Duplication Study. Telephone survey of South Carolina licensed hunters and anglers to determine how many licenses are held per hunter or angler. The study was used to estimate the number of people participating in hunting or fishing statewide. This was a repeat of a previous study conducted by Responsive Management.

South Carolina Department of Natural Resources Hunter Harvest Survey. Telephone survey of South Carolina licensed hunters to obtain valid estimates of the number of hunters who hunted each game species, the number of each species harvested, and days afield for each species.

Texas Parks and Wildlife for the 21st Century: Volume 6, Hunter Survey. Survey of hunters conducted to assess their opinions on and attitudes toward Texas Parks and Wildlife.

Utah Hunters' Knowledge of and Attitudes Toward Threats to California Condors. Telephone survey of Utah licensed hunters to determine their knowledge of and attitudes toward the California condor, including threats to condors, particularly lead poisoning of condors.

The Issue of Hunter Access: An Evaluation of and the Implications for Hunter Access as a Cause of Hunter Dissatisfaction. An evaluation of the various factors related to hunter access. The study examined both the realities of the physical constraints to hunter access as well as the psychological perceptions of hunters toward hunter access.

Washington Department of Fish and Wildlife Hunter Opinion Survey: Elk and Deer Hunting License Holders. Telephone survey of Washington licensed elk and deer hunters to assess their opinions on hunting regulations.

Washington Department of Fish and Wildlife Survey of Eastern Washington Upland Bird Hunters. Telephone survey of eastern Washington upland bird hunters to assess their opinions on and attitudes toward upland bird hunting, hunting seasons, and management issues.

Washington State Hunters' and Landowners' Opinions on the Private Lands Wildlife Management Area Program. Telephone survey of licensed hunters and landowners to determine their participation in and opinions on the Washington Department of Fish and Wildlife Private Lands Wildlife Management Area Program.

Washington State's Private Lands Hunting Access Programs. Telephone survey of landowners and hunters to assess their participation in the Washington Department of Fish and Wildlife access programs and their opinions on the programs.

Wisconsin Teenagers' Opinions on and Attitudes Toward Hunting. Telephone survey of Wisconsin residents, aged 16 to 17 years, to assess their opinions on and attitudes toward hunting, awareness of the Wisconsin DNR, knowledge of wildlife conservation funding, and participation in wildlife-related activities.

Youth and Hunting: A Literature Review. Literature review to better understand youth attitudes toward hunting and hunting participation. The review included hunting initiation, state hunting incentive programs for youth, and animal rights/welfare issues.

"I am writing to extend my appreciation to you and your staff for the exemplary job you did with the development and production of Saving Lives and Preventing Boating-Related Accidents: An Assessment of State Recreational Boating Safety Needs for the Aquatic Resources (Wallop-Breaux) Trust Fund.

"The needs assessment has been very well received, and we anticipate utilizing the document as the primary educational tool for conveying our state resource needs to members of Congress and the Administration. The content, format and 'look' of the publication are first rate.

"I want to take this opportunity to thank you personally for your commitment, involvement and contribution to NASBLA's research agenda over the last few years. You have been a part of some of our most exciting and significant trend analysis and policy development to date."

-Alvin Taylor, President, National Association of State Boating Law Administrators

Hunters' and Anglers' Attitudes Toward Boating Safety, the Use of Personal Flotation Devices, and Various Messages that Communicate the Benefits of Wearing Personal Flotation Devices: Focus Group Results. Focus groups of sportsmen to assess their attitudes toward boating safety and the use of personal flotation devices. The study identified mediums and messages that will increase the use of personal flotation devices.

The Hunting - Antihunting Conflict in Florida: Analyses, Policy Implications, and Recommendations. Paper regarding the decline of hunting participation in Florida. The paper discusses sociological and demographic trends, short-term strategies, and long-term strategies.

Factors Related to Hunter Behavior on Public and Private Lands and Barriers to and Opportunities for Encouraging Private Landowners to Open Their Land to Hunters: Focus Group Results Analysis and Recommendations. Focus groups of hunters and landowners to assess hunter behavior on both public and private lands, ethical conduct, and the attitudes of landowners toward hunters on their land. The report discusses recommendations for the improvement of hunter-landowner relations and opportunities for landowners to open their land to hunters.

Izaak Walton League Hunter Ethics Focus Groups. Focus groups of active hunters to assess their perceptions of and behavior related to hunter responsibility and hunter ethics, as well as their opinions on a mandatory hunter education course and obtaining permission to hunt on private land.

The Hunting Mind. A monthly column that ran for several years in *North American Hunter*, a magazine on topics of interest to hunters.

Theodore Roosevelt Conservation Alliance Survey. Telephone survey of licensed hunters and anglers to assess their knowledge and beliefs about forest management, their understanding of the Forest Service and its mission, their understanding of the value of wild areas, and their desires for forest management in the future.

Issues Related to Hunting and Fishing Access in the United States: A Literature Review. Literature review pertaining to hunter and angler access issues in the United States.

Hunters', Anglers', and Boaters' Awareness of and Attitudes Toward the Federal Aid in Sport Fish and Wildlife Restoration Programs. Telephone survey of licensed/registered hunters, anglers, and boaters to assess their awareness of, knowledge of, attitudes toward, and opinions on issues regarding the Federal Aid in Sport Fish and Wildlife Restoration Programs.

Washington Private Lands Access Program Hunter Survey Addendum. Follow-up telephone survey of hunters to determine their access to private lands and their participation in and opinions on the Washington Department of Fish and Wildlife Private Lands Access Program.

Western Washington Pheasant License Study. Telephone survey of Washington pheasant hunters to assess their opinions on proposed license changes for western Washington pheasant

"There is no doubt that the Commission received the best and most cost-effective survey product available. You and your staff did an outstanding job preparing and conducting the survey and presenting the results. I would especially like to thank you for working with staff to develop the fine product that we now cite and use nearly every day. We use the survey results as a touchstone for many discussions and subsequent management decisions. We are quite pleased with the survey product and we look forward to working with Responsive Management in the future."

-Peter A. Colangelo (retired), Executive Director, Pennsylvania Fish and Boat Commission

hunting. The study was used to determine changes that would increase funding for the Western Washington Pheasant Enhancement Program.

Hunter Education Assessment: Data Collection and Analysis. Project to review the national hunter education program and make recommendations for improvement. Entailed personal interviews with hunter education coordinators and an assessment of courses.

Hunting and Trapping Expenditures in Wyoming. Telephone survey of hunters and trappers to determine their hunting- and trapping-related expenditures, their opinions on several game management issues, and the impact that hunting and trapping has on the Wyoming economy.

Preferences of Wyoming Hunters and Anglers Toward Alternative Mechanisms for Funding the Wyoming Game and Fish Department. Telephone survey of Wyoming hunters and anglers to determine their attitudes toward and preferences regarding alternative funding mechanisms for the Wyoming Game and Fish Department.

Wyoming Hunting Expenditures. Telephone survey of Wyoming resident and nonresident hunting license holders to estimate hunting-related expenditures.

Wyoming Hunters' Opinions on the Allocation of Limited Quota Deer, Elk, and Antelope Licenses. Telephone survey of Wyoming hunters to assess their opinions on various licensing systems and regulations, including a bonus point system, premium hunt areas, and elk feedgrounds.

Wyoming Resident Hunter and Angler Attitudes Toward Resident Hunting and Fishing License Fees. Telephone survey of resident hunting and fishing license holders to assess their attitudes toward license fee increases.

Wyoming Small Game/Upland Game Bird Expenditure Survey. Telephone survey of Wyoming small game/upland bird licensed hunters to estimate expenditures per hunter per day, per trip, and per season, as well as total expenditures per season.

The Attitudes of Resident and Non-Resident Elk Hunters Toward a Proposed Change in Non-Resident Elk Licensing Allocation in Wyoming. Telephone survey of resident and non-resident elk license holders to determine elk hunter attitudes toward a proposed change to non-resident elk licensing allocation in Wyoming.

Hunters', Sport Shooters', Archers', and Anglers' Attitudes Toward Messages Encouraging Them to Recruit Others into Their Sport. Focus groups and a telephone survey of outdoor sportsmen to assess their perceptions of and attitudes toward various messages encouraging participation in the STEP OUTSIDE® program. The study was used to enable the National Shooting Sports Foundation to design effective marketing strategies and communication programs to promote the STEP OUTSIDE® program.

Safety Issues Related to Hunting in Tree Stands: Survey of Hunters in North Carolina and Vermont. Telephone survey of hunters in North Carolina and Vermont to gather data about

"It is quite an understatement to say that I couldn't have done it without you all! From our very first conversations about survey design, timeline, budget, and data handling, you were attentive to my concerns as a graduate student and a newly initiated human dimensions researcher. Your professionalism and expertise made me feel quite confident about our partnership and about the quality of data. Furthermore, you included me in every aspect of the process and made me feel that my comments were valued . . .

"Upon my visit to Responsive Management HQ, it became quite clear to me why your firm is so highly praised throughout the field of human dimensions research. It was an absolute delight to see you guys in action . . .

"A world of thanks."

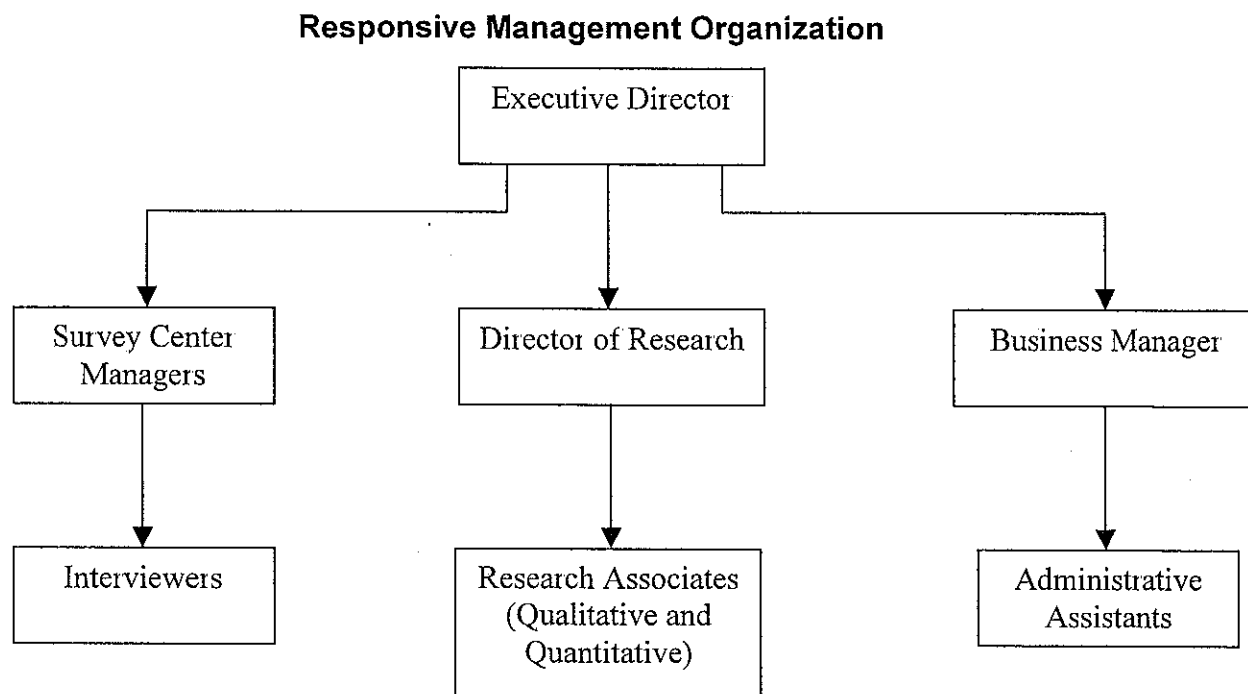
-Salinda Daley, Graduate Student, North Carolina State University (former)

treestand accidents. The study was used to help develop educational programs to improve treestand safety.

The Influence of Various Messages to Increase the Propensity of Hunters, Anglers, Shooters and Bowhunters to Become Involved in the National Shooting Sports Foundation's STEP OUTSIDE® Program. Focus groups of hunters, anglers, and sport shooters (gun and bow) to identify core messages that would best motivate and encourage sportsmen and sportswomen to invite someone to hunt, fish, or shoot with them. The study tested sixteen messages.

*"Mark Damian Duda is one of the nation's foremost researchers on public attitudes
toward the environment "*
-Orlando Sentinel and Associated Press

RESPONSIVE MANAGEMENT ORGANIZATIONAL CHART AND CONTACTS



For further information about Responsive Management or to discuss available services, please contact:

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or

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RESPONSIVE MANAGEMENT STAFF RESUMES

Responsive Management consists of an Executive Director, a Director of Research, Statisticians, Survey Center Managers, Qualitative Research Associates, Quantitative Research Associates, and 45 professional interviewers who conduct surveys and research only on hunting, wildlife management, hunting-related issues, and other natural resource and outdoor recreation issues

Mark Damian Duda

Mark Damian Duda is Executive Director of Responsive Management, an organization developed to help fish and game agencies and organizations better understand and work with their constituents and customers. He has directed hundreds of surveys and focus groups on hunting and hunting-related issues. He is the author of four books, and his research has been featured on CNN and in *The New York Times*, *The Wall Street Journal*, and on the front page of *USA Today*.

He has been named Conservation Educator of the Year by both the Florida Wildlife Federation and National Wildlife Federation and was the recipient of the 1995 Conservation Achievement Award from the Western Association of Fish and Wildlife Agencies. He was named the Wildlife Professional of the Year for 2000 by the Virginia Wildlife Society. He also received an award from the Potomac Ducks Unlimited Chapter for his contributions as a researcher and writer, and he received the Conservation Achievement Award in Communications from Ducks Unlimited. He holds a Master's degree from Yale University in natural resource policy and planning.

Peter E. De Michele, Ph.D.

Peter De Michele, Director of Research, is a graduate of the University of Virginia (B.A., 1990, M.Ed., 1995; Ph.D., 2000). He earned concentrations in the supporting areas of Research Methods and statistics during his graduate studies. Peter has published numerous articles, including peer-reviewed, quantitative research in several publications, including the *Journal of Athletic Behavior*, and has co-authored a book on the psychology of sports and outdoor recreation. He is a former Modern Pentathlete who competed in the 1987 U.S. Olympic Festival.

One of Peter's major accomplishments at Responsive Management is the development of proprietary software to facilitate full z-score analyses of data. In addition, Peter's experience at Responsive Management includes numerous studies pertaining to hunting and hunting-related issues, including *Opinions on and Attitudes of Georgia Residents, Hunters, and Landowners Toward Deer Management in Georgia*; *Pennsylvania Licensed Hunter Survey Volumes 1 and 2*; and *Factors Related to Hunting and Fishing Participation Among the Nation's Youth*

Martin Jones

Martin Jones is a Research Associate with Responsive Management. He holds a Master's degree in geography from the University of Vermont and a Bachelor's degree as a double major in English and geography from James Madison University. Prior to joining Responsive Management, Martin headed the technical writing department for a major engineering firm in Northern Virginia that did extensive wetlands and land-use research.

While at Responsive Management, Martin has written more than 35 studies on hunting and hunting-related issues. These numerous reports include *Opinions of the General Population, Hunters, and Farmers Regarding Deer Management in Delaware*; *Opinions and Attitudes of Georgia Residents, Hunters, and Farmers Toward Deer Management in Georgia*; and *Factors Related to Hunting and Fishing Participation Among the Nation's Youth*.

Chad Craun

Chad Craun is a Research Associate with Responsive Management with expertise in quantitative analyses. Chad received his Bachelor's degree from Virginia Tech in statistics with a minor in economics. Chad's work experience includes employment at Cerro Fabricated Products, where he developed a statistically valid sampling plan as part of the company's overall quality control efforts.

At Responsive Management, Chad has conducted extensive analyses of data as part of many studies concerning hunting and hunting-related issues, including *Opinions and Attitudes of Georgia Residents, Hunters, and Landowners Toward Deer Management in Georgia*; *New*

Hampshire Lapsed Hunter Survey; and New Hampshire Residents' and Hunters' Opinions on the Status and Management of Big Game Populations.

Andrea M. Criscione

Andrea Criscione is a Research Associate with Responsive Management. She holds a Master's degree in English from Virginia Tech, with a concentration in communication studies, and a Bachelor's degree in sociology from Bridgewater College. Prior to joining Responsive Management, Andrea worked in corporate communications implementing public relations and marketing efforts for WVPT Public Television in Harrisonburg, Virginia.

Since joining Responsive Management, Andrea has worked on *Direction for the Decade: The Attitudes of Agency Staff, Stakeholders, and the General Public Regarding the Strategic Direction of the Georgia Department of Natural Resources; Factors Related to Hunting Participation in Pennsylvania; West Virginia Residents' Attitudes Toward Wildlife, Their Participation in Wildlife-Related Recreation, and Their Consumption of Fish Caught in West Virginia, and Wyoming Resident and Non-Resident Deer, Elk, and Antelope Hunters Expenditure Survey.*

Timothy L. Winegord

Tim Winegord is a Survey Center Manager with Responsive Management. Tim is a retired Army First Sergeant with a background in the Nuclear, Chemical and Biological fields. Tim has managed the survey portion of Responsive Management's studies since joining the firm, including several surveys designed to collect outdoor recreation and natural resource data. These studies include *Direction for the Decade: The Attitudes of Agency Staff, Stakeholders, and the General Public Regarding the Strategic Direction of the Georgia Department of Natural Resources; Opinions of the General Population, Hunters, and Anglers on Funding for Wildlife Management in Wyoming; and Public Opinion on Fish and Wildlife Management Issues and the Reputation and Credibility of Fish and Wildlife Agencies in the Southeastern United States*, which included questions about participation in outdoor recreation activities, as well as attitudes toward fish, wildlife, and natural resource issues.

Alison J. Lanier

Alison Lanier is the Business Manager for Responsive Management. She performs all administrative duties; maintains all databases, accounts, and payroll; conducts business planning; and coordinates focus group projects. Alison received her Bachelor's degree in international business from James Madison University.

Steven J. Bissell, Ph.D.

Steven Bissell is a Qualitative Research Analyst for Responsive Management. He has worked for more than 25 years as a human dimension in natural resource researcher, Wildlife Conservation Officer, nongame and endangered species biologist, and land-use planner. Dr. Bissell received his Ph.D. from the University of Colorado. His work at Responsive Management has included *Factors Related to Hunting and Fishing Participation Among the Nation's Youth*, as well as many other hunting research projects.

James B. Herrick, Ph.D.

James Herrick is a Quantitative Research Consultant to Responsive Management. He received his Ph.D. in environmental microbiology from Cornell University and has Bachelor's and Master's degrees in botany and ecology from Brigham Young University. His main research interest is the effect of pollutants and agricultural practices on natural terrestrial ecosystems. Dr. Herrick was previously a postdoctoral researcher at the Los Alamos National Laboratory and has been a researcher and consultant for the Bureau of Land Management and for the government of Saudi Arabia. He is the author of numerous peer-reviewed papers and book chapters in the areas of environmental microbiology and environmental health. He is also a reviewer for the National Institutes of Health, Division of Research Grants; *Molecular Ecology*; and *The Journal of Microbiological Methods*.

Interviewers

Responsive Management maintains a full-service, computer-assisted telephone and mail survey center with 45 professional interviewers who conduct surveys only on hunting, wildlife management, hunting-related issues, and other natural resource and outdoor recreation issues.

APPENDIX A: ADDITIONAL RESPONSIVE MANAGEMENT PROJECTS AND EXPERIENCE

Pennsylvania Licensed Hunter Survey. Telephone survey of Pennsylvania licensed hunters to determine their participation in and motivations for hunting, their satisfaction with hunting, and their knowledge and ratings of Pennsylvania Game Commission programs.

Public Attitudes Toward Black Bear Management in Maryland. Telephone survey of Maryland residents to determine their attitudes toward and opinions on black bear management in Maryland.

New Hampshire Residents' Opinions and Attitudes Toward Deer, Moose and Bear in New Hampshire. Telephone survey of New Hampshire residents to assess their opinions on and attitudes toward big game management and related issues, including cultural carrying capacity regarding moose, bear, and deer.

Public Attitudes Toward Wild Turkeys in Alabama and Pennsylvania. Telephone survey of Pennsylvania and Alabama residents to assess their attitudes toward wild turkey management.

Delaware Residents' Outdoor Recreation Use Patterns and Needs: SCORP Survey and Report. Telephone survey of Delaware residents to assess their outdoor recreation patterns and their future outdoor recreation needs. The survey included representative samples from five planning regions (North New Castle County, South New Castle County, Kent County, East Sussex County, and West Sussex County) and five municipalities (Milford, Seaford, Dover, Newark, and Wilmington).

Floridians' Opinions on Black Bear Hunting in Florida: Select Frequency Tables and Select Crosstabulations. Telephone survey of Florida residents to assess their awareness of black bears in Florida, to measure their support for or opposition to black bear hunting in Florida, and to measure their support for or opposition to black bear hunting alternatives.

Floridians' Wildlife-Related Activities and Their Opinions on, Knowledge of, and Attitudes Toward Wildlife. Telephone survey of Florida residents to determine their opinions on, knowledge of, and attitudes toward wildlife, as well as their participation in wildlife-related recreational activities. The study was used to assist wildlife professionals in designing effective wildlife education programs and providing satisfying wildlife-related activities for the public.

Floridians' Wildlife-Related Activities, Opinions, Knowledge and Attitudes Toward Wildlife: Update. Telephone survey of Florida residents to assess changes in their opinions on, knowledge of, and attitudes toward wildlife over a 10-year period, as well as changes in their wildlife-related activities. A previous study was used in the trends analysis.

Illinois Residents' Opinions and Attitudes Regarding Trapping, Fur Hunting and Furbearer Management. Telephone survey of Illinois residents to assess their opinions on and attitudes toward trapping, hunting, and furbearer management in Illinois, as well as their awareness of the Illinois Department of Conservation.

Illinois Residents' Attitudes Toward Trapping, Fur Hunting, and Furbearer Management in Illinois: Survey and Trends Study. Telephone survey of Illinois residents to assess their perceptions of, attitudes toward, and opinions on trapping, hunting, and furbearer management in Illinois. A trends analysis was completed using a previously conducted survey.

Kansas Residents' Participation in, Opinions on, and Attitudes Toward Outdoor Recreation. Telephone survey of Kansas residents to assess their participation in, opinions on, and attitudes toward outdoor recreation in Kansas. The survey included questions regarding hunting, fishing, trapping, observing wildlife, day use of parks, horseback riding on trails, off-road vehicles, state fishing licenses, and wildlife management areas.

Michigan Black Bear Survey. Survey of Michigan residents to assess their opinions on, attitudes toward, and awareness of black bears.

Archery Manufacturers & Merchants Organization (AMO) Bowhunter Participation Focus Groups Focus groups of active bowhunters, inactive bowhunters, and non-bowhunters to assess their participation in bowhunting and their opinions on the factors that motivate or discourage potential and current bowhunters.

Archery Manufacturers & Merchants Organization (AMO) Bowhunting Participation Survey. Telephone survey of active bowhunters, inactive bowhunters, and non-bowhunters to determine bowhunter participation, the likelihood of future bowhunter participation among inactive bowhunters and non-bowhunters, and the preferences of active bowhunters.

An Analysis of Firearm-Related Accidents in the United States. Analysis of firearm-related accidents in the United States conducted so that the National Shooting Sports Foundation can provide updated data to its constituents and the public at-large.

Texas Parks and Wildlife for the 21st Century: Volume 9, Outdoor Recreation Survey. Survey of outdoor recreationists conducted to assess their opinions on and attitudes toward Texas Parks and Wildlife.

A Profile of the Shooting Sports. Analysis of Americans' participation in the shooting sports conducted so that the National Shooting Sports Foundation can provide updated statistical information to its constituents and the public at-large.

Expenditures of Participants in the Shooting Sports. Telephone survey conducted to determine shooting sports participants' purchases by product category, the activities in which they engage, the frequency of purchases, the quantity and price of purchases, and the retail sources they use. The study also identified current and anticipated participation in shooting sports activities.

Wildlife Viewing in Maryland: Participation, Opinions, and Attitudes of Adult Maryland Residents Regarding a Watchable Wildlife Program. Telephone survey of Maryland residents to assess their behaviors and attitudes toward wildlife viewing in Maryland. The study was used to

assist the Maryland Department of Natural Resources, Wildlife Division, effectively plan wildlife viewing programs and facilities.

Impact of License Fees and Stocking Levels on Pennsylvania Trout Anglers' Satisfaction and Participation in the Fishery: Report to the Pennsylvania Fish and Boat Commission Telephone survey of Pennsylvania licensed anglers to determine the potential impact that two potential changes in fishing management would have on their level of fishing participation. The study considered historical records of license sales in Pennsylvania and previous research undertaken in Pennsylvania and other states

Pennsylvania Anglers' and Boaters' Attitudes Toward Aquatic Resources, Fishing, and Boating Telephone survey of Pennsylvania licensed anglers and boaters to assess their opinions on and attitudes toward fishing, fisheries management, and boating.

Pennsylvania Bass Anglers' Attitudes Toward Proposed Statewide Bass Regulations Telephone survey of Pennsylvania licensed anglers to assess their attitudes toward proposed statewide bass regulations.

Pennsylvania Fishing License Holders' Opinions on and Attitudes Toward a Pennsylvania Fishing License Sales Decline Telephone survey of anglers who had a Pennsylvania fishing license to assess their opinions on and attitudes toward the decline in fishing license sales, as well as their perceptions of fishing and boating law enforcement representatives.

Pennsylvania Residents' Opinions on and Attitudes Toward Nongame Wildlife: Final Report Telephone survey of Pennsylvania residents to assess their opinions on the functions, performance, and programs of the Fish & Boat and Game Commissions, as well as their attitudes toward hunting, fishing, and funding mechanisms for Nongame Wildlife Conservation.

Levels of Trout Consumption and Attitudes Toward Consumption Advisories Among Pennsylvania Trout Anglers Telephone survey of Pennsylvania anglers to determine levels of stocked trout consumption among anglers as well as their awareness of and attitudes toward consumption advisories.

Virginia Conservation Partnership: USDA Soil Conservation Service/VA Division of Soil and Water Conservation/VA Soil and Water Conservation Districts: Human Resources Audit Mail survey of Virginia Conservation Partnership employees to assess their opinions on and attitudes toward the organization's strengths and weaknesses regarding service, managing productive behavior, communication, personal growth and development, ethics, image, environment, and mission.

House Bill 38 and Future Directions for The Department of Game and Inland Fisheries: Results of Constituent and Staff Studies and Recommendations for Future Action Survey of all major internal and external constituent groups, including anglers, boaters, hunters, landowners, wildlife enthusiasts, and the general population, to determine their priorities for the Virginia Department of Game and Inland Fisheries. The study was used to guide allocation of funding from Virginia State House Bill 38.

Incentives for and Challenges to Market-Based Wildlife Recreation on Private Lands in Virginia. Literature review and interviews with agency personnel to assess the major issues concerning market-based approaches to hunting, fishing, and other wildlife recreation on privately owned lands.

Delaware Residents' Attitudes Toward and Behaviors that Affect Water Quality Telephone survey and focus groups of Delaware residents to assess their attitudes toward the environment and water quality issues, as well as their behaviors that affect water quality

Survey of Residents of the Pike Creek Watershed Regarding Attitudes Toward and Behavior Affecting Water Quality. Telephone survey of Delaware residents in the vicinity of Pike Creek to determine their opinions on and behaviors affecting water quality.

Delaware National Estuarine Research Reserve: Market Inventory of Coastal Training in Delaware. Market analysis of coastal training programs in Delaware to create a statewide inventory of training programs, to identify gaps and overlaps in available training services, and to identify potential partnerships for Coastal Training Program efforts in Delaware. The study was used to guide the formulation of a strategic plan for the future of the Coastal Training Program.

Implications of the Market Inventory and Needs Assessment of the Delaware National Estuarine Research Reserve. Follow-up report based on the Market Inventory and Needs Assessment of the Delaware National Estuarine Research Reserve that discusses the implications of the research and provides recommendations regarding the direction of coastal training

New Jersey Anglers' Participation in Fishing, Harvest Success, and Opinions on Fishing Regulations. Telephone survey of New Jersey licensed anglers to determine their participation in fishing, harvest success, and opinions on fishing regulations and fishing programs.

Public Opinion on Management Options for Recreational Fishing of Early Run King Salmon on the Kenai and Kasilof Rivers. Focus groups, public meetings, and a telephone survey to ascertain public opinion on the management options for the early run king salmon fisheries on the Kenai and Kasilof Rivers to assist the Alaska Department of Fish and Game in formulating management strategies for these recreational fisheries.

Anchorage Registered Voters' Knowledge of and Attitudes Toward Funding for Fish and Wildlife Management. Telephone survey of registered voters residing in Anchorage to assess their attitudes toward and opinions on issues related to funding mechanisms for the Alaska Department of Fish and Game, with particular emphasis on the Teaming with Wildlife initiative

Arkansas Resident Anglers' and Non-Resident Anglers' Awareness of and Attitudes Toward Fishing in Arkansas. Telephone survey of Arkansas resident, senior resident, and non-resident anglers to assess their participation in, awareness of, and attitudes toward fishing in Arkansas, as well as their attitudes toward fishing regulations.

Arkansas Residents' Attitudes Toward a 1/8 of 1% Sales Tax Increase Referendum. Telephone survey of Arkansas residents to assess their support for or opposition to a 1/8 of 1% sales tax increase.

Arkansas Residents' Awareness of and Attitudes Toward Aquatic Activities and Resources Management. Telephone survey of Arkansas residents to assess their awareness of, participation in, and attitudes toward aquatic resource activities and the Arkansas Game and Fish Commission's aquatic programs. The study also assessed residents' attitudes toward a mandatory boater education course and their perceptions of Arkansas aquatic resources.

Arkansas Residents' Awareness of and Attitudes Toward Fish and Wildlife Management and the Arkansas Game and Fish Commission. Telephone survey of Arkansas residents to assess their opinions on fish and wildlife conservation in Arkansas, as well as their awareness of and attitudes toward the Arkansas Game and Fish Commission.

Arkansas Residents' Opinions on and Participation in Outdoor Recreation and Their Perceptions of the Arkansas Game and Fish Commission. Telephone survey of Arkansas residents to assess their opinions on and participation in outdoor recreation, as well as their attitudes toward and perceptions of the Arkansas Game and Fish Commission (AGFC). The study included trends analysis for selected questions, based on a previous survey conducted for the AGFC.

Arkansas Residents' Opinions and Attitudes Toward Wetlands Conservation. Telephone survey of Arkansas residents to assess their opinions on and attitudes toward wetlands and wetland conservation planning, the status of Arkansas wetlands, state regulations for wetland protection, compensation to private owners of wetlands, tax breaks for corporations that conserve wetlands, and how conservation efforts should be funded.

Shooting Range Demand in Benton, Arkansas. Telephone survey of Benton, Arkansas, area residents to determine the demand for a state-of-the-art indoor shooting range. The study assessed residents' participation in outdoor recreation, their attitudes toward a proposed indoor shooting range, their likelihood to patronize a proposed indoor shooting range, and their desired range amenities, features, and programs.

Ducks Unlimited Members' Attitudes Toward the Activities of Ducks Unlimited in Arkansas, Louisiana, Mississippi, West Tennessee, and East Texas. Telephone survey of Ducks Unlimited members to identify their attitudes toward DU activities in Arkansas, Louisiana, Mississippi, western Tennessee, and eastern Texas.

Arizona Residents' and Permit Holders' Attitudes Toward Wildlife Possession and Use. Focus groups and a telephone survey of Arizona residents and permit holders to assess their attitudes

toward wildlife possession and use, safety issues and live wildlife possession, and wildlife regulation in the state of Arizona.

Arizona Residents' Attitudes Toward Nongame Wildlife. Telephone survey of Arizona residents to assess their attitudes toward and behavior regarding nongame-related outdoor activities, as well as their opinions on the importance of various Arizona Game and Fish Department programs and the performance of the Department.

Arizona Residents' Knowledge, Opinions, and Attitudes Toward the Arizona Game and Fish Department's Law Enforcement Activities. Mail survey of Arizona residents to assess their knowledge of, opinions on, and attitudes toward the Arizona Game and Fish Department's law enforcement activities and its effectiveness, identify where they feel Department efforts should be allocated, and assess their participation in outdoor recreation.

Arizona Residents' Opinions on the Arizona Game and Fish Department and Its Activities Telephone survey of Arizona residents to assess their opinions on and attitudes toward the Arizona Game and Fish Department and its activities. The study included a trends analysis for selected questions, based on biennial surveys previously conducted for the Department.

Economic Impact Analysis of Nonconsumptive Wildlife-Related Recreation in Arizona Study to determine the economic contributions of watchable wildlife recreation in Arizona statewide, by county, and by specific types of activity. Survey data were obtained by Responsive Management, and economic analyses were conducted by Southwick Associates.

Employee Attitudes Toward the Arizona Game and Fish Department's Annual Employee Survey: Focus Group Findings. Focus groups of Arizona Game and Fish Department employees to assess their perceptions of, attitudes toward, and opinions on the Department's Annual Employee Survey.

Industry Attitudes Toward Increasing Awareness of the Federal Aid in Sport Fish and Wildlife Restoration Programs. Evaluation of previously conducted surveys of licensed hunters and anglers, registered voters, state residents, and hunting and fishing equipment manufacturers, distributors, and retailers to determine attitudes toward, awareness of, and acceptance of the Federal Aid in Sport Fish and Wildlife Restoration programs

Management Effectiveness in the Arizona Game and Fish Department. Mail survey of Arizona Game and Fish Department (AGFD) employees to assess their perceptions of management effectiveness within the AGFD. The study included a trends analysis based on a previous survey.

Public and Constituent Attitudes Toward and Awareness of the Arizona Game & Fish Department's Outreach Programs: Focus Groups Results. Focus groups of Arizona residents to assess their awareness of, attitudes toward, and perceived credibility of the Arizona Game and Fish Department (AGFD). The study assessed opinions on the Federal Aid in Sport Fish and Wildlife Restoration programs, the Heritage Fund, boating programs, and AGFD outreach products.

Arizona Boaters' Opinions of Boating and Boating Safety Issues on Arizona's Public Waters

Telephone survey of registered boaters to assess their opinions on the safety of Arizona's public waters, the testing and licensing of watercraft operators, their awareness of and participation in boating safety classes, and their attitudes toward numerous other boating safety issues.

Arizona Residents' Opinions on the Arizona Game and Fish Department and its Activities:

Telephone Survey and Trends Study Detailed Analyses. A telephone survey of Arizona residents to assess their opinions on the Arizona Game and Fish Department and its activities and programs. The study included trends analysis for selected questions, based on biennial surveys previously conducted for the AGFD.

Arizona Residents' Opinions on the Arizona Game and Fish Department and its Activities:

Telephone Survey and Trends Study Supplemental Report. Supplemental report of a telephone survey of Arizona residents to assess their opinions on the Arizona Game and Fish Department and its activities and programs. The study included trends analysis for selected questions, based on biennial surveys previously conducted for the AGFD.

Arizona Residents' Uses of the State's Wildlife Resources and Their Knowledge of and

Attitudes Toward the Arizona Game and Fish Department. Telephone survey of Arizona residents to assess their use of the state's wildlife resources and their knowledge of and attitudes toward the Arizona Game and Fish Department (AGFD). This study was part of a series of biennial surveys conducted for the AGFD.

Attitudes Toward the Use and Possession of Live Wildlife in Arizona: Focus Group Findings

Focus groups of a commercial segment group (e.g., pet store owners and managers) and a personal customer segment group (e.g., wildlife rehabilitators and wildlife club members) to assess their attitudes toward and opinions on Rule 406, which stipulates which wildlife species can be possessed in Arizona and describes the regulations associated with such possession.

Off-Highway Vehicle Use in Arizona - Issues and Attitudes: Focus Group Results. Focus groups of Arizona residents, hunters, and off-highway vehicle users to assess their attitudes toward off-highway vehicle use in Arizona.

Wildlife and the Vietnamese Community in California: A Qualitative Study of Attitudes

Focus groups of Vietnamese California residents to assess their attitudes toward wildlife, hunting, fishing, and the medicinal use of wildlife, as well as their understanding of hunting and fishing regulations and their information sources about wildlife.

Regional Residents' Opinions on Management Issues at Point Reyes National Seashore.

Telephone survey of regional residents to provide information and assistance to Point Reyes National Seashore in the revision of the General Management Plan, Wilderness Management Plan, and Exotic Deer Management Plan.

Attitudes Toward Marine Wildlife Among Residents of Southern California's Urban Coastal

Zone. Telephone survey (administered in several languages) of southern California residents to

assess public attitudes toward marine resources. The study was a cooperative effort with the University of Southern California.

Anglers' Attitudes Toward and Opinions on Fishing Issues in Colorado: Public Opinion Survey Results Report. Telephone survey of Colorado senior fishing license holders, resident combination license holders, and resident annual fishing license holders to assess their attitudes toward and opinions on fishing issues in Colorado.

Colorado Lapsed and Returning Anglers' Attitudes Toward Fishing. Telephone survey to determine the habits of Colorado anglers, particularly their motivations for purchasing a Colorado fishing license or the disincentives that contributed to their decisions to not purchase a Colorado fishing license in any particular year.

Public Opinion on Fish and Wildlife Management Issues and the Reputation and Credibility of Fish and Wildlife Agencies in the Northeast United States. Telephone survey of state residents to determine public opinion on fish and wildlife management issues, as well as residents' attitudes toward their state's fish and wildlife agency regarding reputation and credibility. The study entailed surveys in all 13 member states of the Northeast Conservation Information and Education Association: CT, DE, ME, MD, MA, NH, NJ, NY, PA, RI, VT, VA, and WV. The study consisted of 13 separate state reports and a regional report of the cumulative results.

Attitudes Toward and Awareness of Trapping Issues in Connecticut, Indiana, and Wisconsin. Focus groups of Connecticut, Wisconsin, and Indiana residents, wildlife professionals, and veterinarians to assess public awareness of, opinions on, and attitudes toward trapping. The focus groups results were used to develop survey instruments to be used by wildlife agencies to periodically assess attitudes toward trapping on a local, state, or national level.

A Needs Assessment for Environmental Education in Florida: Final Report. Final report of a needs assessment to develop an environmental education strategy and provide direction for Florida adult residents and visitors. The study entailed focus groups and a telephone survey.

Florida Wildlife Viewing Guide Marketing Plan. Marketing plan for the Florida Wildlife Viewing Guide based on focus groups and a survey of wildlife viewers. The study focused on wildlife viewers' perceptions of the proposed guide, their opinions on specific aspects of the guide such as the icons, and their likelihood to purchase the guide. A marketing plan matching product, price, place, and promotion strategies was developed for the project manager.

Floridians' Knowledge of, Opinions on, and Attitudes Toward Panther Habitat and Panther-Related Issues: Public Opinion Survey Results Report. Telephone survey of Florida residents to assess their awareness and knowledge of, opinions on, attitudes toward, and behaviors regarding panther conservation efforts, panther funding, panther reintroduction efforts, and panther habitat preservation efforts.

Evaluation of the Florida Department of Environmental Protection's Youth Fishing Program. Survey of Florida youth to assess their fishing participation, equipment purchasing habits, and

awareness of the Florida Department of Environmental Education. The study was used as an evaluation of Florida's Youth Fishing Program.

Florida Department of Environmental Protection EcoVentures Teacher Survey. Telephone survey of teachers who had participated in the EcoVentures training workshop to evaluate the EcoVentures curriculum and material.

Florida Residents', Anglers', and Boaters' Opinions on and Attitudes Toward Marine Resources. Telephone survey of Florida residents, anglers, and boaters to assess their opinions on and attitudes toward marine resources.

Kids' Fishing Clinic Survey, Department of Environmental Protection, Division of Marine Resources. Telephone survey of Kids' Fishing Clinic participants to assess their opinions on the clinic in which they participated, their fishing behavior before and after attending the clinic, and their knowledge of agencies responsible for managing and protecting marine resources.

Outreach and Education Strategies for the Florida Department of Environmental Protection, Division of Marine Resources. Telephone survey, employee mail survey, and employee focus groups to determine knowledge of, attitudes toward, and opinions on marine resource issues. The study was used to develop a comprehensive public outreach strategy to educate Floridians and promote responsible behaviors toward marine resources.

Fishing Effort and Resource Allocation in the Florida Stone Crab Fishery: Results of a Stone Crab Angler Survey. Telephone survey and mail survey of Florida active stone crab harvesters to determine their fishing history and economic reliance on commercial fishing, their current fishing effort, and their opinions on management of the stone crab fishery.

Outdoor Times Publication on Freshwater Fishing. Telephone survey of Outdoor Times readers to assess their perceptions of the publication, their fishing participation, their license purchasing behavior, the publication's impact on their freshwater fishing behavior, and their rating of the publication.

Floridians and Wildlife: Sociological Implications for Wildlife Conservation in Florida. Review of Florida demographic characteristics and trends, a literature review of public opinions and human attitudes toward environmental protection and wildlife, and the characteristics of nongame program contributors, consumptive and nonconsumptive wildlife enthusiasts, and private landowners.

Floridians' Opinions on and Attitudes Toward Alligator Management in Florida. Telephone survey of Florida residents to determine their attitudes toward alligator conservation and management and their perceptions about alligator products.

Specific Educational Marketing Strategies for Florida's Nongame Wildlife Program: Final Report. Telephone survey of Florida residents to assess attitudes toward and behaviors regarding wildlife and wildlife conservation, identify important demographic subgroups with varying degrees of support for wildlife conservation, and gather information to facilitate the development

of a communications plan to further the goals of the Florida Game and Fresh Water Fish Commission.

Opinions and Attitudes of Florida Residents, Boaters, and Those in the Media Regarding Manatees and Boating: Telephone Survey Results Telephone survey of Florida coastal residents, boaters, and those in the media to assess their opinions on and attitudes toward manatees and boating

Floridians' Opinions and Knowledge Levels Regarding Wildlife-Related Issues Telephone survey of Florida residents to determine their knowledge of how nongame wildlife programs are funded, the frequency of nuisance wildlife problems, whom Floridians call about nuisance wildlife problems, the frequency and nature of calls made about wildlife, and their rating of government agencies in providing information on wildlife-related topics.

An Analysis of the Georgia Department of Natural Resources' Outreach Efforts to Increase Fishing License Sales Using the Water Works Wonders Campaign Materials Study examined the impact of four different visual stimuli on fishing license sales in Georgia. It also examined how various demographic factors may have affected participants' reactions.

Resident Participation in Freshwater and Saltwater Sport Fishing in Georgia Survey of Georgia residents to determine their participation level in freshwater and saltwater sport fishing in Georgia within the past 12 months. The study was used to allow an equitable allocation of funding for freshwater and saltwater fisheries programs.

Understanding the Georgia Public's Perception of Water Issues and the Motivational Messages To Which They Will Respond: Final Report Focus groups and telephone survey of Georgia residents to better understand their attitudes toward and opinions on water resource issues in Georgia, their willingness to participate in water conservation measures, and the educational messages to which the Georgia public will respond in a statewide water conservation campaign

Direction for the Decade: The Attitudes of Georgia Residents, Wildlife Resources Division Staff, and Conservation Organizations Regarding the Future of the Georgia Wildlife Resources Division Survey of Georgia residents, Georgia Wildlife Resources Division (WRD) staff, and conservation organizations to assess the challenges that the WRD will face in the next decade and to help formulate strategies to meet those challenges. The study was used to assist the WRD in setting program priorities for the decade as part of the WRD's "Direction for the Decade" project. This study entailed focus groups and a mail survey of WRD employees and stakeholders and a telephone survey of adult Georgia residents.

Georgia Kids' Fishing Events Focus Group Report Focus groups of Georgia youth to assess their attitudes toward fishing. The study was used to assist the Wildlife Resources Division evaluate Georgia's Kids' Fishing Events

Evaluation of the "Georgia Outdoors" Public Television Program for the Wildlife Resources Division of the Georgia Department of Natural Resources Telephone survey of Georgia residents to determine their attitudes toward the Georgia Outdoors public television program

The study was used to help determine if the Georgia Department of Natural Resources should continue to co-produce and sponsor the program.

The Public and Wildlife Management in Georgia: Survey I. First telephone survey of Georgia residents to assess their perceptions of the Georgia Game and Fish Division and its programs, public priorities for fish and wildlife management programs, attitudes toward fish and wildlife conservation, and opinions on agency priorities and performance.

The Public and Wildlife Management in Georgia: Survey II. Second telephone survey of Georgia residents to assess their perceptions of the Georgia Game and Fish Division and its programs, public priorities for fish and wildlife management programs, attitudes toward fish and wildlife conservation, and opinions on agency priorities and performance.

Evaluation of Georgia Kids Fishing Events. Telephone survey of Kids Fishing Events participants to assess their attitudes and preferences regarding fishing, as well as their opinions on Kids Fishing Events throughout Georgia.

Maintaining and Increasing Fishing Participation and Fishing License Sales in Georgia: A Market Study. Market study to better understand fishing participation in Georgia to identify cost-effective strategies to maintain or increase participation and fishing license sales in Georgia. The report presents an overview of fishing participation and interest in Georgia, as well as a market analysis of Georgia anglers.

Interest in and Attitudes Toward Freshwater Fishing in Hawaii. Focus groups and telephone survey of Hawaii residents, tourists, and potential tourists to assess their awareness of and interest in freshwater fishing in Hawaii. The study was used to increase participation in freshwater fishing in Hawaii.

Idaho Residents' Opinions on and Attitudes Toward the Idaho Department of Fish and Game Telephone survey of Idaho residents to assess their opinions on and attitudes toward critical wildlife issues, law enforcement officers, and the Idaho Department of Fish and Game's activities, programs, and performance.

The Public and Grizzly Bear Reintroduction in the Bitterroot Mountains of Central Idaho Nationwide telephone survey to assess public awareness of the proposed reintroduction of grizzly bears to central Idaho, knowledge of grizzly bears, frequency of visitation to the Bitterroot Mountains, and opinions on and attitudes toward grizzly bear reintroduction to the Bitterroot Mountains.

Indiana Residents' Attitudes Toward Wetlands. Telephone survey of Indiana residents to assess their attitudes toward wetlands, wildlife, and the Indiana Wetlands Conservation Plan.

Indiana Boater Survey. Telephone surveys of Indiana registered boaters and Indiana's general population to determine their participation in, behaviors regarding, opinions on, and attitudes toward boating access, boating safety, boating expenditures, and the boating programs and activities of the Indiana Department of Natural Resources.

Public Attitudes Toward Fish and Wildlife Management in Indiana. Telephone survey of Indiana residents to assess their participation in fishing and hunting, as well as their attitudes toward the Indiana Division of Fish and Wildlife, trapping and hunting, and the importance of fish and wildlife management programs.

Kansas Residents' Opinions and Attitudes Regarding Funding Mechanisms for Parks and Wildlife Conservation and Recreation. Telephone survey of Kansas residents to assess their opinions on and attitudes toward various funding mechanisms for wildlife and parks programs in Kansas. The study assisted administrators and legislators in considering the trade-offs inherent in increasing fees or taxes against the needs for improvement.

Kansas Residents' Opinions on and Attitudes Toward Alternative Funding. Survey of Kansas residents to assess their opinions on various funding mechanisms for parks and wildlife programs in Kansas, as well as participation and interest in wildlife-related recreation.

Kansas Residents' Opinions on and Attitudes Toward the Programs and Activities of the Department of Wildlife and Parks. Telephone survey of Kansas residents to assess their opinions on and attitudes toward the programs and activities of the Kansas Department of Wildlife and Parks. The study was used to guide the future direction of the Department's programs and activities.

Kansas Residents' Opinions on and Rating of the Kansas Department of Wildlife's Programs. Telephone survey of Kansas residents to assess their knowledge of, participation in, opinions on, and attitudes toward various programs and activities of the Kansas Department of Wildlife and Parks.

Kansas Residents' Participation in, Opinions on, and Attitudes Toward Boating in Kansas. Telephone survey of Kansas residents to assess their participation in, opinions on, and attitudes toward boating in Kansas. The study combined results from boating questions asked in three separate surveys conducted for the Kansas Department of Wildlife and Parks.

Kansas Residents' Opinions Toward Alternative Funding for Parks and Wildlife Management. Telephone survey of Kansas residents to assess their opinions on and attitudes toward specific alternative funding mechanisms for parks and wildlife management in Kansas.

A Review of the Alliance for Coastal Technologies' Website. Focus groups and personal interviews with academics, researchers, resource managers, and industry representatives to determine the effectiveness of ACT's Website as it serves to meet their needs for unbiased information on coastal monitoring technologies and as a comprehensive data clearinghouse on coastal technologies. The study included a review of the statistical information on the number of visitors to the Website, the frequency and length of visits, and the geographic location of visitors.

Aroostook Band of Micmacs and Houlton Band of Maliseets Integrated Resources Management Plan Survey Report of Land Use and Natural Resource Priorities. Mail survey and telephone survey to define and document tribal values and priorities as they relate to land acquisition and

natural resource use and management. The study pertained to current tribal lands and to the purchase of new tribal lands.

Maine Department of Inland Fisheries and Wildlife Employees' Survey. Telephone survey of the Maine Department of Inland Fisheries and Wildlife (MDIFW) employees to assess their opinions on and attitudes toward the performance of the MDIFW and its management policies.

Study on the Best Location and Features of Shooting Ranges in the Minneapolis-St. Paul Area in Minnesota. A study for the Minnesota Department of Natural Resources (DNR) to assist the DNR in determining the best location and features of shooting ranges in the Minneapolis-St. Paul area so that the DNR could most effectively allocate public resources. The study entailed two focus groups, one with firearms safety instructors and another with hunters, and two telephone surveys, one of instructors and the other of hunters.

Mississippi Residents' Opinions on and Attitudes Toward State Fish and Wildlife Management. Telephone survey of Mississippi residents, hunters, and anglers to assess their opinions on and attitudes toward fish, wildlife, and park management in Mississippi.

Montana Residents' Opinions on and Attitudes Toward Montana Fish, Wildlife and Parks. Telephone survey of Montana residents to assess their satisfaction with fisheries, wildlife, and parks in the state. The analysis entailed cross tabulations of selected issues.

Penobscot Nation Members' Attitudes Toward Pollution in the Penobscot River. Telephone survey of Penobscot Tribal members on the clean-up of the Penobscot River.

Public Attitudes Toward Groundwater Pollution. Telephone survey of Butte, Montana, residents to assess their opinions on and attitudes toward groundwater pollution issues.

Fishing Motivation Study. Nationwide telephone survey of anglers to gather information about the nation's freshwater fishing population and to provide insight into why fishing participation is declining. The study provided information on demographics, fishing habits, sports interests, and fishing tackle purchase patterns.

Fishing Motivation Study: Follow-Up Study. Second nationwide telephone survey of anglers to gather information about the nation's freshwater fishing population and to provide insight into why fishing participation is declining. The study provided information on demographics, fishing habits, sports interests, and fishing tackle purchase patterns.

Fishing Motivation Study: Fly Fishing. Nationwide telephone survey of anglers to assess their participation in fly fishing, the number of years they have participated in fly fishing, who introduced them to fly fishing, and their expenses associated with fly fishing.

Ducks Unlimited Ex-Member Survey. Telephone survey of Ducks Unlimited ex-members to assess satisfaction and dissatisfaction with DU and reasons for not renewing their memberships.

Public Awareness of, Attitudes Toward, and Propensity to Become a Member of Ducks Unlimited in the United States. Nationwide telephone survey and focus groups to assess awareness of Ducks Unlimited, identify target audiences for membership recruitment, and identify factors that would influence membership. The study included a literature review.

Fur Consumers' Attitudes Toward Fur. Telephone survey to assess fur consumers' satisfaction with their most recent visit to a fur store, opinions on shearing, factors related to fur purchases, as well as their attitudes toward fur ownership, the fur industry, and animal rights.

Marketing Strategies for the Fur Information Council of America. Telephone survey, focus groups, and a literature review to develop marketing strategies for fur products.

Young Women's Opinions on and Attitudes Toward Fur Clothing, Animal Welfare and Animal Rights: Implications for Information and Education Programs of the Fur Information Council of America. Literature review, focus groups, and telephone survey to assess young women's opinions on and attitudes toward fur clothing, animal welfare, and animal rights. The study was used to assist the Fur Information Council of America in informing and educating the public on fur, fur farming, fur clothing, the fur industry, and animal rights issues.

Attitudes of Affiliated and Non-Affiliated Trappers Toward Best Management Practices: Results of Focus Groups. Focus group results of licensed affiliated and non-affiliated trappers to assess their attitudes toward Best Management Practices (BMP). The study was used to evaluate promotional material and to assist the International Association of Fish and Wildlife Agencies in the development of other promotional materials and strategies for the BMP development project.

Status of Wildlife Diversity and Nongame Programs Within State Fish and Wildlife Agencies in the United States: Results of a Nationwide Survey. Nationwide telephone survey to determine the status of wildlife diversity and nongame wildlife programs within state fish and wildlife agencies nationwide. The study focused on the strategic positioning and integration of nongame wildlife programs within state fish and wildlife agencies, nontraditional constituents, and the use of volunteers.

Survey of Users of and Stakeholders in the National Survey of Fishing, Hunting and Wildlife-Associated Recreation. Mail survey of state fish and wildlife agencies to assess their opinions on eight different options for future national surveys. The study was used by a subcommittee of the International Association of Fish and Wildlife Agencies to help direct the future of this survey.

The IAFWA's Conservation Communication Team: Implications and Recommendations from a Quantitative Survey of State Fish and Wildlife Agency Directors and Information and Education Chiefs. Telephone survey of agency directors, information and education (I & E) chiefs, and the International Association of Fish and Wildlife Agencies (IAFWA) committee chair members to assess their attitudes toward and opinions on the establishment of and direction for the Conservation Communication Team (CCT). The survey focused on the state's familiarity with the IAFWA and its functions, state I & E departments' inner workings, and services to be provided by the CCT.

Expanding the Reach and Resources of the North American Waterfowl Management Plan: Public Outreach Project-Focus Group Research. Nationwide focus groups to assess Americans' knowledge of, attitudes toward, and opinions on waterfowl, wetlands, and the North American Waterfowl Management Plan to assist efforts to increase the effectiveness of public outreach efforts.

National Aquatic Invasive Species Survey: Final Report Mail survey of the fish and wildlife agency director or proxy from each state and territory to identify various strategies and programs used within each state for addressing the problem of aquatic invasive species. The study was used to help secure additional funding for each state, support the expansion of state authority as needed, and solidify the partnerships with appropriate federal agencies in addressing the problems of aquatic invasive species.

NAWMP Public Outreach Program: Results of a Telephone Survey of U.S. Joint Venture Area Residents. Nationwide telephone survey to assess public knowledge of, attitudes toward, and opinions on issues regarding wildlife that are dependent on wetlands, wetlands conservation, waterfowl populations, and the North American Waterfowl Management Plan. The study was used to increase the effectiveness of public outreach efforts.

The Future of Fishing: A Marketing Plan to Increase Recreational Fishing Participation in the United States. Marketing plan for the International Association of Fish and Wildlife Agencies, state fish and wildlife agencies, industry, non-government organizations, and federal agencies to increase participation in and enjoyment of recreational fishing nationwide.

Americans and Wildlife Diversity: Public Opinion, Attitudes, Interest and Participation In Wildlife Viewing and Wildlife Diversity Programs. Literature review and focus groups to determine and understand public opinions on, attitudes toward, and interest and participation in wildlife viewing and wildlife diversity programs. The study was used to assist the International Association of Fish and Wildlife Agencies in the planning, development, and implementation of wildlife diversity programs.

Knowledge of Whales and Whaling and Opinions on the Minke Whale Harvest Among Residents of Australia, France, the United Kingdom and the United States. Telephone survey of U.S. residents to assess Americans' awareness and knowledge of international whale populations, opinions on the sustainable use of non-endangered whales, and attitudes toward whaling as it relates to cultural traditions and dietary needs. The survey was part of a larger, international study regarding whales and whaling among residents of Australia, France, the United Kingdom, and the United States.

Public Awareness of, Attitudes Toward, and Propensity to Become a Member of the Izaak Walton League of America. Nationwide telephone survey, focus groups, and personal interviews to assess awareness of, attitudes toward, and propensity to become a member of the Izaak Walton League of America (IWLA). The study provided the IWLA with data to use in building an effective communication strategy to increase public awareness and membership in the IWLA.

Management Assistance Team Products: A Content Analysis. Needs assessment entailing a review of the Management Assistance Team (MAT) products combined with the results of focus groups and a series of semi-structured interviews with MAT clients.

Factors Related to Recreational Boating Participation in the United States: Issues and Implications. Issues and implications of a literature review to assess issues related to recreational boating in the United States. Topics examined include boating participation, boat ownership, boater satisfactions and dissatisfactions, boating access, and boating facilities.

National Oceanic and Atmospheric Administration Nonpoint Source Pollution Focus Groups. Nationwide focus groups to assess the general population's opinions on and attitudes toward water pollution. The specific focus was on nonpoint source pollution.

National Marine Sanctuaries Logo Assessment Study. Market assessment of the value of the National Marine Sanctuaries' adopted logo. The assessment was conducted using a combination of mail and telephone surveys.

Shooting Range Customer Satisfaction and Latent Demand Survey. Nationwide telephone survey of hunting license holders to assess their participation in, satisfaction with, opinions on, and demand for target shooting facilities.

Women's Participation in the Shooting Sports. Analysis of women's participation in the shooting sports conducted so that the National Shooting Sports Foundation can provide updated data to its constituents and the public at-large.

Public Opinions on and Attitudes Toward Reintroducing Grizzly Bears to the Selway-Bitterroot Wilderness Area of Idaho and Montana. Telephone survey to assess public opinions on, attitudes toward, support for, and opposition to the reintroduction of grizzly bears to the Selway-Bitterroot Wilderness Area of Idaho and Montana.

Anglers' and Boaters' Attitudes Toward Various Messages that Communicate the Benefits of Fishing and Boating: Results of a Series of Nationwide Focus Groups. Focus groups of lapsed anglers and lapsed boaters to identify core messages that best communicate the benefits of recreational boating, recreational fishing, and aquatic stewardship.

Awareness of, Attitudes Toward, and Propensity to Join Safari Club International. Telephone surveys and focus groups of Safari Club International (SCI) members, ex-members, and non-members to assess their awareness of, attitudes toward, and propensity to join SCI.

Safari Club International Ex-Member Survey: Research to Assist in Retention/Recruitment Efforts. Telephone survey of Safari Club International (SCI) ex-members to assess their opinions on and attitudes toward SCI, their satisfaction or dissatisfaction with SCI, and their propensity to rejoin SCI and motivations for doing so.

Women's, Hispanics', and African-Americans' Participation in and Attitudes Toward Boating and Fishing: Focus Group Report. Focus groups of traditionally under-represented fishing and

boating participation groups to assess their participation in and attitudes toward fishing and boating.

State Fish and Wildlife Agency Wildlife Habitat and Recreation Lands Needs Assessment. Mail and telephone survey of state fish and wildlife agencies to assess their needs for additional land acquisitions for habitat and wildlife-related recreation, as well as their attitudes toward habitat acquisition.

State Biological Science Information Needs Assessment. Needs assessment for state agencies and institutions involved in natural resources. Questionnaire sent to each state's fish and wildlife agency, forestry department, parks department, environmental protection agency, and department of natural resources to obtain information on state biological science information needs.

North Carolina Land Management Study. Data collection regarding land management practices and state program needs through surveys and interviews of North Carolina landowners.

Summary Highlights of the North Dakota Residents' Opinions on Property Rights. Telephone survey of North Dakota residents to identify their opinions on property rights issues. The study was conducted for Ducks Unlimited, North Dakota Natural Resources Trust, and the National Audubon Society.

Public Opinion on and Attitudes Toward the Reintroduction of the Eastern Timber Wolf to Adirondack Park. Public relations and communications strategies and recommendations to assist the Defenders of Wildlife in their efforts to reintroduce and restore the Eastern timber wolf to Adirondack Park in New York. The study is based on focus groups of Adirondack Park and New York residents and a telephone survey of Adirondack Park, New York, and New England residents.

Constituent Awareness of the Atlantic Coastal Cooperative Statistics Program. Telephone survey of commercial and recreational anglers, charter boat operators, and domestic seafood dealers to determine their awareness of and opinions on the Atlantic Coastal Cooperative Statistics Program, their participation in associations and clubs, and the types of information that would be of interest to them.

New Hampshire Angler Survey: Resident Anglers' Participation in and Satisfaction with Fishing and Their Opinions on Fishing Issues. Telephone survey of New Hampshire resident anglers to assess their participation in and satisfaction with fishing, their license purchasing behaviors, their typical fishing behaviors, and their likelihood to purchase various types of licenses at specific costs.

New Hampshire Aquatic Resources Education Center and Program Analysis: Focus Group and Survey Report. Focus groups and telephone survey of New Hampshire educators to assess their awareness of and attitudes toward the planned Aquatic Education Resources Center/Program (AREC). The study was used to assist the New Hampshire Fish and Game Department in planning and implementing the AREC.

New Hampshire Freshwater Angler Survey Telephone survey of New Hampshire anglers to assess their fishing participation and preferences, as well as their opinions on fisheries management programs.

New Hampshire Residents' Attitudes Toward Use of Public Land and Land Management Techniques Survey of New Hampshire residents to assess their opinions on and attitudes toward habitat protection, timbering and forestry management, and outdoor recreation. The study was used to determine support for or opposition to specific land management techniques.

New Hampshire School Teachers' Attitudes Toward Environmental Education Survey of New Hampshire school teachers to assess their use of wildlife and environmental education tools and their attitudes toward teaching wildlife- and environmental-related coursework.

Coastal Training Needs Assessment and Market Inventory for the Jacques Cousteau National Estuarine Research Reserve Needs assessment of the coastal training program entailing a survey of coastal decision-makers throughout New Jersey to assess their knowledge, skills, and attitudes, to identify gaps and overlaps in available training services, and to identify topics where decision-makers want/need additional training and educational materials

New Mexico Residents' Opinions Toward Mexican Wolf Reintroduction Telephone survey of New Mexico residents to assess their awareness of and opinions on Mexican wolf reintroduction.

New Mexico Angler Survey Telephone survey of New Mexico licensed anglers to assess their opinions on and attitudes toward fisheries management of New Mexico lakes and streams.

Farmers' Attitudes Toward Wildlife Issues in Ohio: Survey Results Report Telephone survey of Ohio farmers and landowners to assess their attitudes toward game populations, damage caused by game, and their experiences with hunters.

Constituent Attitudes Toward State Fish and Wildlife Agencies in the Northeast United States: A Qualitative Study Focus groups of hunters, anglers, and wildlife viewers to assess their attitudes toward fish and wildlife information and education programs, as well as awareness of their state fish and wildlife agency. The study was used to assess the needed components to build support for state fish and wildlife agencies and their organizational missions.

Northern Great Plains Landowner Survey Telephone survey of landowners in the Prairie Pothole region of the Great Plains to assess their opinions on and attitudes toward conservation easements and other habitat topics.

South Carolina Fishing License Holders' Opinions on and Attitudes Toward Freshwater Fisheries Management and the South Carolina Department of Natural Resources Telephone survey of South Carolina licensed anglers to determine their participation in fishing and their attitudes toward and opinions on fisheries management and the South Carolina Department of Natural Resources.

South Carolina Fishing License Holders Opinions on and Attitudes Toward Fisheries Management and the South Carolina Department of Natural Resources: Results of Survey of Largemouth Bass and Smallmouth Bass Anglers Telephone survey of South Carolina licensed anglers, members of South Carolina striped bass clubs, and members of South Carolina chapters of Trout Unlimited to assess their opinions on and attitudes toward fisheries management

South Carolina Residents' Attitudes and Behaviors Toward Aquatic Resources Telephone survey of South Carolina residents to assess their attitudes and behaviors toward fisheries and aquatic resources.

South Carolina Youth Aquatic Survey Telephone survey of South Carolina youth to assess their awareness of issues related to aquatic natural resources and recreational fishing. Study was used to tailor youth aquatic programs and services.

Youth and Fishing in South Carolina: Focus Group Report and Literature Review Focus groups and literature review to assess attitudes toward fishing among South Carolina youth, and to identify trends in fishing participation, to assess marketing strategies used in recreational fishing promotion, and to assess environmental education as it pertains to youth participation in fishing.

A Marketing Plan for the South Carolina Department of Natural Resources, Fisheries Section Marketing plan entailing a review of past research about residents' and anglers' attitudes toward natural and aquatic resources and outdoor recreation. The study provided the Department with a strategic market direction for the next 10 years.

Striped Bass Anglers' Attitudes Toward Fisheries Management on Lake Murray Telephone survey of striped bass anglers to assess their opinions on and attitudes toward striped bass management on Lake Murray.

South Carolina Residents' Opinions and Attitudes Regarding Wildlife and Marine Resources Management Telephone survey of South Carolina residents to assess their opinions on and attitudes toward fish, wildlife, and marine resources management in the state.

Anglers' Attitudes Toward Fisheries Management in Lake Russell Survey of Georgia and South Carolina licensed anglers to assess their participation rates, harvest success, and their opinions on and attitudes toward fishing regulations pertaining to Lake Russell

Outreach and Communications Strategies for the Tennessee Wildlife Resources Agency Mail survey and telephone survey of Tennessee Wildlife Resources Agency (TWRA) employees and Tennessee residents to assess their awareness of, opinions on, and attitudes toward the TWRA and its mission. The study was used to enhance communications between the TWRA and Tennessee residents.

Tennessee Wildlife Resources Agency Outreach and Education Project: Employee Opinions on and Attitudes Toward Public Outreach Efforts Focus groups of Tennessee Wildlife Resources Agency employees to assess their opinions on and attitudes toward public outreach efforts. The study evaluated the agency's communications program and developed a comprehensive outreach

initiative to increase public knowledge of the agency, enhance public image of the agency, and educate residents about Tennessee's natural resources.

Tennessee Wildlife Resources Agency: Focus Groups on Agency Mission Focus groups of Tennessee Wildlife Resources Agency employees to assess their awareness of, opinions on, and attitudes toward the agency mission and management issues.

Texas Parks and Wildlife for the 21st Century: Volume 1, Executive Overview and Implications of the Public Opinion and Attitude Research Project to assist the Texas Parks and Wildlife Department better understand and work with the Texas public, its constituents, and stakeholders.

Texas Parks and Wildlife for the 21st Century: Volume 2, Focus Group Report Focus groups of various constituent and stakeholder groups statewide to explore issues important to Texas residents regarding natural resource management, outdoor recreation, and historical and cultural preservation.

Texas Parks and Wildlife for the 21st Century: Volume 3, Resident Survey Telephone survey of Texas residents to assess their values and attitudes toward natural and cultural resources and outdoor recreation in Texas.

Texas Parks and Wildlife for the 21st Century: Volume 4, General Population Survey Survey of the general population conducted to assess their opinions on and attitudes toward Texas Parks and Wildlife.

Texas Parks and Wildlife for the 21st Century: Volume 5, Angler Survey Survey of anglers conducted to assess their opinions on and attitudes toward Texas Parks and Wildlife.

Texas Parks and Wildlife for the 21st Century: Volume 7, Boater Survey Survey of boaters conducted to assess their opinions on and attitudes toward Texas Parks and Wildlife.

Texas Parks and Wildlife for the 21st Century: Volume 8, Landowner Survey Survey of landowners conducted to assess their opinions on and attitudes toward Texas Parks and Wildlife.

Texas Parks and Wildlife for the 21st Century: Volume 10, Park Users Survey Survey of park users conducted to assess their opinions on and attitudes toward Texas Parks and Wildlife.

Attitudes Toward Wetlands and the Utah Lake Wetland Preserve: Public Opinion Survey Results Report Telephone survey of Utah and Salt Lake County residents, selected sportsmen, educators, recreation specialists, and environmentalists to assess their concerns about, knowledge of, and interests regarding the Utah Lake Wetland Preserve Plan.

Opinions of the Surrounding Community Regarding Fort A.P. Hill and Its Activities Study of residents surrounding Fort A.P. Hill to determine their opinions on Fort A.P. Hill and its activities

Vermont Residents' Opinions on and Attitudes Toward Alternative Funding Mechanisms for the Vermont Department of Fish and Wildlife. Telephone survey of Vermont residents to assess their opinions on and attitudes toward the performance of the Vermont Department of Fish and Wildlife, the amount of emphasis placed on Department programs, and various funding mechanisms for fish- and wildlife-related programs in Vermont.

Public Attitudes Toward Alternative Funding Mechanisms for the Vermont Department of Fish and Wildlife: Focus Group Report. Focus groups of Vermont residents to assess their opinions on and attitudes toward alternative funding of the Vermont Fish and Wildlife Department.

Vermont Residents' Attitudes Toward Program Priorities and Alternative Funding Mechanisms for the Vermont Fish and Wildlife Department. Telephone survey of Vermont residents to determine their opinions on and attitudes toward program priorities and alternative funding mechanisms for the Vermont Fish and Wildlife Department.

Vermont Residents' Opinions and Attitudes Toward Species Management. Telephone survey of Vermont residents to assess their opinions on and attitudes toward habitat protection, nuisance wildlife, and population levels for specific species, as well as their participation in wildlife viewing and hunting. The study was used to provide input for the Vermont Fish and Wildlife Department's species management plans.

Washington State Residents' Attitudes Toward Grizzly Bears and Grizzly Bear Augmentation. Telephone survey of Washington residents regarding their knowledge of, support for, and attitudes toward grizzly bears and grizzly bear augmentation.

Washington Residents' Opinions on Grizzly Bear Recovery in the North Cascades Mountains. Telephone survey of Washington residents to identify socio-demographic factors related to knowledge of grizzly bear recovery in the North Cascades as well as public attitudes toward recovery options.

Washington Dedicated Funds Survey: Data Collection. Data collection regarding Washington residents' opinions on funding issues

Washington State Sturgeon Anglers' Opinions on Potentially Lowering the Sturgeon Limit. This study was conducted to determine licensed anglers' opinions on potential sturgeon regulations. The study entailed a telephone survey of Washington State licensed anglers who fished for sturgeon in the previous 2 years.

Media and Messages Encouraging the Use of Personal Flotation Devices. A telephone survey of boating participants to determine the effectiveness of various media and messages encouraging the use of personal flotation devices.

Wisconsin Wildlife Professionals' Attitudes Toward and Opinions About Trapping and Best Management Practices of Trapping. Focus groups of wildlife management professionals to assess their attitudes toward and opinions on trapping as a management option and the development of Best Management Practices.

Arizona and New Mexico Residents' Awareness of and Opinions on the Mexican Wolf Recovery Project. Telephone survey to determine public awareness of Mexican wolf reintroduction and opinions on various aspects of the Mexican Wolf Recovery Project.

Aroostook Band of Micmacs and Houlton Band of Maliseets Integrated Resources Management Plan Survey Report of Land Use and Natural Resource Priorities: Follow-Up Report. Follow-up report of survey to define and document tribal values and priorities as they relate to land acquisition and natural resource use and management. The study pertained to current tribal lands and to the purchase of new tribal lands.

Public Attitudes Toward Alternative Management Policies for Winter Use and Bison in Yellowstone National Park. Study of national, regional, and local groups to assess attitudes on winter use and bison in Yellowstone National Park. Responsive Management performed data collection services as part of the overall project.

Colorado Wildlife Law Enforcement Survey: Implications and Recommendations. Telephone survey of Colorado residents, hunters, and anglers to assess their awareness of and attitudes toward the Colorado Division of Wildlife's wildlife law enforcement efforts.

Urban Wildlife Program Planning: The Human Dimension. Chapter of book written in collaboration with J. Schaefer. The book is titled, *Perspectives in Urban Ecology*, edited by E. A. Webb and S. Q. Foster.

Ducks Unlimited Conservation Marketing Initiative Study to determine the feasibility of positioning Ducks Unlimited as a conservation organization, and the implications of doing so. The report identifies the possible benefits, as well as the problems to avoid, in each of the target markets, and the report assesses the likely impact that repositioning will have on current members.

Ducks Unlimited Conservation Marketing Initiative Mailing Effectiveness Study. Study to evaluate the effectiveness of a marketing campaign that was conducted by Ducks Unlimited (DU) as part of its Conservation Marketing Initiative. The report is the final phase of a larger project to determine the costs and benefits of repositioning DU as a leading conservation organization.

North Dakota Residents' Opinions on Property Rights. Telephone survey of North Dakota residents to identify their opinions on property rights issues.

Americans' Attitudes Toward Animal Welfare, Animal Rights, and Use of Animals: Final Report. A telephone survey and trends analysis to assess Americans' attitudes toward animal welfare, animal rights, the use of animals, and fur clothing. The study was used to assist the Fur Information Council of America in public relations and public outreach efforts regarding animal rights and animal welfare.

Americans' Attitudes Toward Animal Welfare, Animal Rights and Use of Animals: 2-Year Update Nationwide telephone survey to assess Americans' attitudes toward animal welfare, animal rights, the use of animals, and fur clothing. This study followed up a previous study.

Factors Influencing Fur Sales: Preliminary Project Overview Paper presenting an overview of factors influencing the sale of fur garments. The paper proposed measurement techniques for assessing the relative importance of these factors and outlined the statistical methodology.

Indiana Boaters' Attitudes Toward Boating in Indiana: Focus Group Report Follow-up focus groups of Indiana registered boaters to better understand their satisfactions and dissatisfactions with boating, as well as their opinions on and attitudes toward boating in Indiana, launch ramps, access, boater fees, safety, and information.

The Future of Fishing in the United States: Assessment of Needs to Increase Sport Fishing Participation, Nationwide Telephone Survey Results Nationwide telephone survey of anglers and nonanglers to better understand their interest and participation in fishing in the United States, with an emphasis on specific strategies to retain anglers and to recruit nonanglers.

Attitudes Toward and Awareness of Trapping Issues in the United States: Focus Group Report Focus groups of the general population, veterinarians, and veterinary technicians to assess their awareness of and attitudes toward trapping and trapping issues in the United States. Select messages concerning trapping were also tested for reactions and opinions.

Executive Summary and Results of the Stakeholder Survey on the National Survey of Fishing, Hunting, and Wildlife-Associated Recreation Mail survey of organizations that use the information generated by the National Survey of Fishing, Hunting and Wildlife-Associated Recreation to determine the importance of each of the more than 300 pieces of information collected in the National Survey, the frequency that users need the information, and their additional information needs. The results were used to develop options available to states and provinces for future surveys.

Proceedings of National Survey of Fishing, Hunting and Wildlife Associated Recreation Subcommittee Symposium on Options for the Survey Symposium conducted to solicit comments on various options, and to educate subcommittee members on the implications of the options, for the National Survey of Fishing, Hunting and Wildlife-Associated Recreation.

Survey of Users of and Stakeholders in the National Survey of Fishing, Hunting and Wildlife-Associated Recreation Mail survey of the users of the National Survey of Fishing, Hunting and Wildlife Associated Recreation to assess their opinions on and attitudes toward changing the content and methodology of the survey.

The Status of Wildlife Diversity and Nongame Programs Within State Fish and Wildlife Agencies in the United States: Results of a Nationwide Survey Second nationwide telephone survey to determine the status of wildlife diversity and nongame wildlife programs within state fish and wildlife agencies nationwide. The study focused on the strategic positioning and

integration of nongame wildlife programs within state fish and wildlife agencies, nontraditional constituents, and the use of volunteers.

A Bridge to the Future: Wildlife Diversity Funding Initiative Booklet Development of a 32-page full-color booklet, "A Bridge to the Future: The Wildlife Diversity Funding Initiative," to assist the International Association of Fish and Wildlife Agencies and the U.S. Fish and Wildlife Service familiarize Congress with the benefits and importance of the Teaming with Wildlife program.

Expanding the Reach and Resources of the North American Waterfowl Management Plan: Public Outreach Project-Corporate Focus Group Research Focus group of corporate partners to assess their knowledge of, attitudes toward, and opinions on waterfowl, wetlands, and the North American Waterfowl Management Plan to increase the effectiveness of public outreach efforts.

Children's Attitudes Toward a Web Page and Internet Game on Hunting: Focus Group Analysis Focus groups of children to assess their interest in and opinions on a prototype Web page and computer game developed by the International Association of Fish and Wildlife Agencies and the University of Florida. The study was used to identify suggestions for improvement before full implementation

The Future of Fishing in the United States: Assessment of Needs to Increase Sport Fishing Participation, Recommendations and Strategies Summary of the major findings and implications of a study on Americans' interest and participation in recreational fishing. The study provided information used to develop strategies to retain anglers and to recruit nonanglers.

The Angling Mind A monthly column for several years in North American Fisherman, a magazine on topics of interest to anglers.

Boating Professionals' Attitudes Toward the Future of Boating in the United States Telephone survey of boating professionals to assess their attitudes toward the future of boating in the United States. The assessment identified boating issues, priorities, and concerns most important among the recreational boating community and its leadership.

Factors Related to Recreational Boating Participation in the United States: A Review of the Literature A literature review to assess issues related to recreational boating in the United States. Topics examined include boating participation, boat ownership, boater satisfactions and dissatisfactions, boating access, and boating facilities.

Saving Lives and Preventing Boating-Related Accidents Needs assessment of state recreational boating safety programs as part of the reauthorization of the Aquatic Resources (Wallop-Breaux) Trust Fund. The project culminated in a full-color booklet to inform members of Congress about the needs of recreational boating safety programs.

Public Opinions on and Attitudes Toward Reintroducing Grizzly Bears to the Selway-Bitterroot Wilderness Area of Idaho and Montana: Follow-Up Study Follow-up telephone survey and

trends analysis to assess attitudes toward grizzly bears and grizzly bear reintroduction into the Selway-Bitterroot Wilderness Area of Idaho and Montana.

An Evaluation of the NOAA Coastal Services Center Coastal Resource Management Surveys. Evaluation of the Coastal Services Center's coastal resource management survey to review the survey process and scope. The study involved a review of the survey's purpose, the survey development process, the questions used to assess customer's needs and capabilities, the mechanism used to report the results internally and externally, as well as how the survey findings are incorporated into the Center's strategic planning and program development.

Awareness of, Attitudes Toward, and Propensity to Become a Member of the Rocky Mountain Elk Foundation: Focus Group Findings. Focus groups of Rocky Mountain Elk Foundation (RMEF) volunteers, current members, ex-members, and sportsmen to better understand their attitudes toward the RMEF. The study was used to guide the RMEF's marketing strategies.

Awareness of, Attitudes Toward, and Propensity to Become a Member of the Rocky Mountain Elk Foundation: Telephone Survey Results. Telephone survey of members, former members, and sportsmen to identify their likelihood to become a member, reasons for desertion, and any factors that would influence their decision to join or renew their membership.

Fish and Wildlife Professionals' Opinions on the Southeastern Association of Fish and Wildlife Agencies and Its Annual Conference. A telephone survey of state fish and wildlife agency management teams and professionals who typically attend the Southeastern Conference to determine their participation in and opinions on the Conference.

Sport Fishing, Boating and Aquatic Resource Outreach Program Inventory. Directory of existing and planned sport fishing and boating outreach programs nationwide, as well as a separate evaluation of programs. The data was collected via mail survey.

White Paper Recommendations: Fishing Participation in the United States. Literature review, data analyses, and development of an outreach plan to assist the Sport Fishing and Boating Partnership Council in developing a marketing strategy for increasing participation in recreational angling and boating.

Tennessee Residents' Attitudes Toward Wildlife Information and Education Programs and Opinions of the Tennessee Wildlife Resources Agency's Mission Statement. Public meetings and discussions conducted to assess public attitudes toward wildlife information and education programs, as well as opinions of the Tennessee Wildlife Resources Agency mission.

Stakeholders' and Employees' Attitudes Toward and Opinions on The Conservation Fund and Real Estate Acquisition. Telephone survey of stakeholders and employees to assess their attitudes toward and opinions on The Conservation Fund, as well as their needs associated with real estate acquisition.

The Conservation Fund Needs Assessment. Organizational evaluation to determine the needs of partners, clients, and internal staff members. Entailed group meetings with internal staff members and a telephone survey of internal and external constituents

A Programmatic Evaluation of the North American Wetlands Conservation Act (NAWCA) in the United States and Canada: Final Report. Final report of a programmatic evaluation of the North American Wetlands Conservation Act in the United States and Canada during its first 10 years of implementation. The study entailed personal interviews, focus groups, site visits, and a telephone survey. The report summarizes the major findings and implications of the overall evaluation.

Sport Fishing, Boating, and Aquatic Resource Outreach Program Inventory. Study of the aquatic resource elements of the Sport Fish and Wildlife Restoration Programs.

The Public and Fish and Wildlife Management: A Literature and Research Review. Literature and research review to assess public awareness of, attitudes toward, and opinions on fish and wildlife management. The study was used by fish and wildlife managers to sharpen their communication strategies to the American public.

Developing Effective and Responsive Partnerships: Needs Assessment for the Biological Resources Division, National Biological Survey. Personal interviews and telephone surveys of key constituents and a needs assessment of outreach efforts for the National Biological Survey. The study culminated in a full-color booklet.

San Diego County Residents' Attitudes Toward Mountain Lions. Assisted with the development of a survey instrument for the University of California—Davis. The survey was undertaken as part of a larger project known as the Southern California Ecosystem Health Project, a cooperative effort managed by the Wildlife Health Center and the University of California—Davis. The survey concerned San Diego County residents' attitudes regarding the lions, animal ownership and confinement patterns, and opinions on depredation permits.

Marketing and Communication Strategies for the USFWS Chesapeake Bay Field Office. Study to develop marketing and communications strategies for the U.S. Fish and Wildlife Service, Chesapeake Bay Field Office (CBFO). The study provided recommendations to increase awareness of the organization and assisted the CBFO in differentiating itself from the numerous other federal, state, and local organizations

Washington State Anglers' Attitudes Toward Fisheries Management. A telephone survey on anglers' attitudes and desires and an evaluation of the economic impacts of recreational fishing to Washington State. The analysis included an assessment of any trends in attitudes, desires, and economic impacts based on a 1994 survey.

The Attitudes of Washington State Residents Regarding Alternative Funding for the State Parks System. Telephone survey of Washington residents to assess their opinions on the Washington State Parks and Recreation Commission, as well as their attitudes toward various funding strategies for the Washington State Parks system.

Stakeholders' Opinions on the Viability and Benefits of Training Wood Product Industry Personnel Online: Focus Group Results. Focus groups regarding online training for employees in the timber and related industries.

Training Workshops. Workshops on human dimensions, marketing, communications, conflict resolution, attitudes toward natural resources and environmental issues, and public opinion polling for more than 200 fish, wildlife, natural resource, and conservation organizations nationwide.

Licensed Motorboat Operators' and Registered Personal Watercraft Users' Opinions on and Attitudes Toward Motorized Boating in Wyoming. Telephone survey of licensed boat operators and registered personal watercraft users to assess their opinions on and attitudes toward motorized boating and boating-related issues in Wyoming.

Preferences of Wyoming Residents Toward Alternative Funding Mechanisms for the Wyoming Game and Fish Department. Telephone survey of Wyoming residents to determine their attitudes toward and preferences regarding alternative funding mechanisms for the Wyoming Game and Fish Department.

Public Attitudes Toward Grizzly Bear Management in Wyoming. Telephone survey of Wyoming residents to assess their attitudes toward and opinions on the possible removal of the grizzly bear from the Endangered Species List. The study was used to develop methods for addressing human-grizzly bear conflicts.

Public Opinion of Wolves and Wolf Management in the Greater Yellowstone Area. Telephone survey of Wyoming residents to assess their opinions on and attitudes toward wolves and wolf management in the Greater Yellowstone Area.

Wyoming Fishing Trip Expenditures. Telephone survey of Wyoming anglers to determine their opinions toward fishing issues and to estimate their fishing-related expenditures.

Wyoming Residents' Attitudes Toward Wyoming Game and Fish Department Law Enforcement Activities. Telephone survey of Wyoming residents to assess their attitudes toward and opinions on Wyoming law enforcement programs, game wardens, and the priorities of law enforcement in Wyoming.

Wyoming Residents' Attitudes Toward and Opinions on Wolf Management in Wyoming. Telephone survey of Wyoming residents to assess their opinions on wolves and wolf management in Wyoming. The survey was used to develop Wyoming's draft wolf management plan.

The Attitudes of Resident and Non-Resident Elk Hunters Toward a Proposed Change in Non-Resident Elk Licensing Allocation in Wyoming. Telephone survey of resident and non-resident elk license holders to determine elk hunter attitudes toward a proposed change to non-resident elk licensing allocation in Wyoming.

Wildlife and the American Mind: Public Opinion on and Attitudes Toward Fish and Wildlife Management. Book written for fisheries, wildlife, outdoor recreation, and conservation professionals on public attitudes toward natural resources. The book highlights more than 300 Responsive Management studies conducted over the past decade on public and constituent attitudes toward natural resources and participation in outdoor recreation, including hunting, fishing, and wildlife viewing. Sponsored by the U.S. Fish and Wildlife Service.

Watching Wildlife. A how-to book published by Falcon Press on wildlife viewing in America, from straightforward “how-to” information to the best viewing sites in the country. Provides a special emphasis on wildlife viewing ethics.

Virginia Wildlife Viewing Guide. Full-color Falcon Press book on wildlife viewing in Virginia. Includes site descriptions, viewing information, ownership information, and directions to each site. Sponsored by Virginia Department of Game and Inland Fisheries.

West Virginia Wildlife Viewing Guide. Full-color Falcon Press book on wildlife viewing in West Virginia. Includes site descriptions, viewing information, ownership information, and directions to each site. Also features a section on how to view wildlife. Sponsored by the West Virginia Division of Natural Resources.

Training Workshops. Workshops on human dimensions, marketing, communications, conflict resolution, attitudes toward natural resources and environmental issues, and public opinion polling for more than 200 fish, wildlife, natural resource, and conservation organizations nationwide.

Presentations. During the past 17 years, Responsive Management has presented more than 100 papers at national and regional fisheries, wildlife, and natural resource conferences, including the North American Wildlife and Natural Resources Conference, International Association of Fish and Wildlife Agencies Annual Conference, Southeast Association of Fish and Wildlife Agencies Conference, Northeast Association of Fish and Wildlife Agencies Conference, and Western Association of Fish and Wildlife Agencies Conference. Mark Damian Duda has been the keynote or featured speaker at numerous conferences and meetings, including keynote speeches at the Florida Outdoor Writers' Association Conference, Southeast Deer Study Group Meeting, Arizona Game and Fish Department's Annual Meeting, and the Watchable Wildlife Conference.

APPENDIX B: CLIENT COMMENTS

"We would like to express our gratitude, on behalf of the Colorado Division of Wildlife, for your excellent efforts in collecting the data for our human dimensions study about resident hunters' preferences for funding various wildlife programs. Your expertise contributed to a thorough and credible study. The results have been very useful and have reinforced our agency's broad-based funding approach to wildlife management."

-Colorado Division of Wildlife

"This most recent survey for the Theodore Roosevelt Conservation Alliance on hunter attitudes toward National Forests is outstanding work and will undoubtedly prove to be extremely valuable in our efforts to promote sound stewardship of the National Forest System."

-Paul Hansen, Executive Director, The Izaak Walton League of America

"Thank you, Mark! Thus far, we are all in agreement that this is an excellent product and appears to have positively hit the target for our expectations."

"We are most appreciative of the diligent and professional manner that you and your team approached this project—it will be integral to the efforts we make on black bear management in Maryland from this point forward."

"Thanks again."

-Paul Peditto, Wildlife and Heritage Director, Maryland Department of Natural Resources

"This is a very impressive report. Once again Responsive Management has exceeded our expectations."

"I can't get over how in-depth the report is."

-Frank Briganti, Research Manager, National Shooting Sports Foundation

"The Washington Department of Fish and Wildlife (WDFW) would like to thank you [Mark Duda] and the rest of your staff for the revised Survey of Eastern Washington Upland Bird Hunters. The revised report was excellent and will help WDFW manage upland birds based on good science. We appreciate your taking all of our comments on the draft report into consideration. Comparing results based on place of residence will be very useful to WDFW. The revised figures were clear and distinct. We look forward to working with you again. Again, thank you for a detailed final report."

-Tom McCall, Planning Biologist, Washington Department of Fish and Wildlife

"Responsive Management [is] one of the most respected research firms in our industry."

-Gary Bogner, President, Safari Club International

"Job well done. The past 6-month effort has done much to begin the resolution of the deer hunting controversy here in Maryland."

"I appreciate your timeliness and professionalism in carrying out this job. Your presentation certainly helped us put our best foot forward."

-Josh Sandt, Director, Maryland Department of Natural Resources, Wildlife Division

"Mark assisted me with the planning and development of two statewide turkey hunter surveys. The surveys involved measuring elements of turkey hunter satisfaction, hunter attitudes and hunter harvest. Mark's knowledge and experience with opinion surveys and questionnaire design saved me time and effort. In addition to being professionally capable, he was enthusiastic and took time away from his own work to help me out."

-Neil Eicholz, Coordinator, Wild Turkey Management, Florida Game and Fresh Water Fish Commission

"Responsive Management is one of the top research firms in the nation when it comes to our market and the shooting and hunting industry. During the research phase of this project, [they] conducted both qualitative and quantitative research. Needless to say, we learned a great deal in this process, and we are now better able to target our efforts and our resources."

-J. Dart, [former] Executive Director, Safari Club International
(currently President and CEO of Rocky Mountain Elk Foundation)

"Attached is a report entitled, Americans and Wildlife Diversity, that was produced for the Association's Fish and Wildlife Diversity Initiative. It is an excellent summary of the information available on public opinion, attitudes, interest and participation in, and funding for wildlife viewing and wildlife diversity programs."

"Mark Damian Duda and Kira Young with Responsive Management did an outstanding job pulling this information together. I believe it will greatly assist both the Association and its Fish and Wildlife Diversity Funding Initiative and your own agency as it works toward building support for stronger wildlife diversity and watchable wildlife programs."

-Naomi Edelson, Wildlife Diversity Director, International Association of Fish and Wildlife Agencies

"Since delivery of the reports, we've been shipping copies out fast and furiously, and I've given multiple presentations on the findings. It's really good stuff, and I'm amazed at how detailed the reports are."

"We recently received funding for next year, and there's some money for a follow-up survey. [T]hanks again to you and your staff!"

-Chris Edmonston, Vice President, BoatUS

"You did an outstanding job putting the assessment together, as well as presenting the results. This information will be invaluable as we proceed with the National Marine Sanctuary (NMS) Revenue Enhancement Initiative."

"Thanks again for a spectacular job."

-Karen M. Brubeck, Contract Program Specialist, National Oceanic and Atmospheric Administration

"Responsive Management provides the opportunity and mechanism for focusing our resource management efforts where they are both wanted and needed. The public opinion workshop clearly and concisely introduces attendees to the processes of understanding public expectations of the agency, problems to avoid in implementing the processes and the benefits derived from addressing those expectations. The subsequent availability of Responsive

Management staff to advise on specified public opinion projects is a bonus. I definitely recommend the Public Opinion Workshop to all public resource managers."

-Virginia Vail, Director, Fisheries Management, Florida Department of Environmental Protection

"I'd like to thank you for doing such a fine job facilitating the two sessions on marketing at our recent Aquatic Resource Education Workshop. Your introductory session, in particular, gave our state colleagues excellent information on how to design education programs to achieve their objectives. Your insights have been a big help to both our own staff and the state coordinators."

-Libby Hopkins, Aquatic Education Specialist, Federal Aid, U.S. Fish and Wildlife Service

"The Colorado Division of Wildlife has used the C.I.P., Change Module, and Marketing Module and found them to be quality products that address real needs of our agency. We have also appreciated the eagerness to help shown by the Responsive Management staff. The Responsive Management Program has helped us to become substantially better prepared to deal with the changing attitudes, beliefs and opinions of our constituents."

-Perry Olson, (Retired) Director, Colorado Division of Wildlife

"My compliments on a great presentation at the Watchable Wildlife Conference. Your tie to history and changes in technology were great in getting one to think of new ways to view this great challenge. Coming from one with a wildlife background, your comments were very credible and moved everyone to begin thinking of the human side of the coin. This is very critical as many of us have a biological background and tend to view the world from a different perspective than many of our visitors."

-John T. Drake, Director, U.S. Forest Service Region 1, Wilderness, Recreation and Heritage Program

"Responsive Management has been helpful in getting our telephone surveys started after we attended their well presented training session. We have called upon them for technical advice many times. When I call the RM office I feel like I am talking to friends, yet, they are well organized and professional. I am very pleased with the sponsorship arrangement."

-Steve Miller, Ohio Division of Wildlife

"Responsive Management has been very "responsive" to the needs of the Maryland Wildlife Division on many levels. We particularly were interested in having RM do our "watchable wildlife" survey because of their extensive experience in social surveying, particularly concerning attitudes, perceptions, knowledge and activities involving wildlife."

-Edith Thompson, Urban Wildlife Planner, Maryland Department of Natural Resources

"Mark Duda gave one of two presentations on a marketing approach to wildlife management to a major Ministry of Natural Resources staff workshop. Mark's presentation was excellent and its influence on workshop discussions was obvious."

-Margaret McLaren, Wildlife Policy Branch, Ontario Ministry of Natural Resources

"The Marketing workshop led by Mark Duda excelled in all aspects. There was just the right mix of lecture and discussion, written material and graphics, seriousness and humor. Presentation of information was enhanced by the use of multi-media-slides, overheads and videos all helped get the message across

"Mark's enthusiasm for the material was captivating. The importance of Responsive Management principles hit you between the eyes, and plans to incorporate Responsive Management into ongoing operations automatically began to form. Discussion among participants was encouraged and everyone's contribution was explicitly noted as important.

"Humor scattered throughout the workshop made for a fun, rewarding two days. Expectations on the value of spending two days away from the "real work" were well exceeded. We'll be back for more."

-Dave Narver, Director, Recreational Fisheries Branch, British Columbia Ministry of Environment

-Cindy Brown, Planning Coordinator, Recreational Fisheries Branch, British Columbia Ministry of Environment

"In surveying the Kansas public's attitudes about endangered species, we were dealing with a volatile issue. It is also one of the most important issues for wildlife management in Kansas. The review by RM of our survey instrument and subsequent endorsement provided a degree of credibility needed for this publicity sensitive project. In fact, the results, which demonstrated overwhelming support for our endangered species protection efforts, have yet to be met with any serious challenges. I'd give major credit to the helpful and critical review we received from Responsive Management. Thanks!"

-Ken Brunson, Nongame Program Coordinator, Kansas Department of Wildlife & Parks

"Congratulations! You folks did a great job on your new publication designed to inform Congress on the needs of a nationwide nongame program."

-Terry Johnson, Nongame Program Manager, Georgia Department of Natural Resources, Wildlife Resources Division

"I wanted to take this time and express our gratitude to you for your extensive participation in the Information and Education sessions at the Southeast Association of Fish and Wildlife Agencies Conference. Not only have I heard compliments regarding your presentation, but I've heard from several people who appreciated the fact that you were available for the duration of the seminars. That kind of support makes our work all that much worthwhile."

-Jeff Curtis, Education Coordinator, Virginia Game and Inland Fisheries

"Thanks for an outstanding presentation at the Northeast Fish and Wildlife Conference held in New Hampshire. You really made an impression on the group. The fact that there was standing room only speaks well of your reputation. Your session was the best attended."

-Judy Cummings, Chief, Information and Education, New Hampshire Fish and Game Department

"Responsive Management is a terrific, long overdue marketing analysis tool that will enable natural resource organizations to broaden their focus and to increase their understanding of the diverse clientele groups they serve. A contemporary business approach by

these people-oriented agencies will increase their effectiveness and efficiency in addressing the needs of their customers "

-Dr. Joe Schaefer, Professor, Wildlife and Range Sciences, University of Florida

"The Responsive Management Program provides natural resource organizations a framework and many of the tools for successfully meeting future and many of the daily demands placed upon them. The Idaho Department of Fish and Game personnel have found the training, materials, and instructors to be of the highest quality, and perhaps most importantly, directly applicable to our business "

-Stan T. Allen, (Former) Interstate Resource Data Manager, Idaho Department of Fish and Game

"Effective fish and wildlife agencies stay in touch with the citizens they serve, know what they want, and tailor programs to meet those needs. Responsive Management provides the tools and the expertise to facilitate two-way communication with our customers. RM's training sessions, consulting services and library of survey questions and literature is an invaluable resource for the agency that recognizes the need to manage people as much as wildlife "

-Dr. Steve L. McMullin, Associate Professor, Virginia Tech

"The marketing workshops were a success. I have heard many good comments from participants of both sessions. I have been at two meetings since the workshops where the people were thinking and talking about "markets" and were using many of the terms presented at the workshops.

"Enclosed are the evaluation summary and the comment sheets for the second session. As in the first session, the vast majority enjoyed the course, believed they will use the information, learned a great deal about marketing and thought you did an excellent job.

"I want to thank you personally for your efforts. You did an outstanding job of presenting ideas and concepts which are new to many of us."

-Tom Wasson, Planning Coordinator, Ohio Division of Wildlife; and President, Organization of Wildlife Planners

"I am writing to extend my appreciation to you and your staff for the exemplary job you did with the development and production of Saving Lives and Preventing Boating-Related Accidents: An Assessment of State Recreational Boating Safety Needs for the Aquatic Resources (Wallop-Breaux) Trust Fund .

"The needs assessment has been very well received, and we anticipate utilizing the document as the primary educational tool for conveying our state resource needs to members of Congress and the Administration. The content, format and 'look' of the publication are first rate .

"I want to take this opportunity to thank you personally for your commitment, involvement and contribution to NASBLA's research agenda over the last few years. You have been a part of some of our most exciting and significant trend analysis and policy development to date "

-Alvin Taylor, President, National Association of State Boating Law Administrators

"On behalf of the staff of our Department, I would like to extend my sincere appreciation to you [Mark Duda and staff] for your gracious professionalism and assistance with the Responsive Management Survey in our agency. I feel this process worked extremely well and our interaction was truly beneficial to the development, implementation and evaluation of this survey. We deeply appreciate the support and enthusiasm that each of you gave to this effort."

-Larry D. Cartee, (former) Assistant Executive Director, South Carolina Wildlife and Marine Resources Department

"Mark Damian Duda is one of the nation's most respected researchers on natural resource issues"

-Steve Pennaz, Executive Director, North American Fisherman, North American Outdoor Group, Inc.

"Mark Duda, the Executive Director of Responsive Management, keynoted the interagency Watchable Wildlife Conference in Missoula, Montana. Mr. Duda is "in touch" with the needs of natural resource field personnel. His presentation reflected a combination of thorough preparation, technical field experience, and effective communication skills. He did an outstanding job of defining the scope and importance of the Watchable Wildlife Program."

-Dr. Bruce Hronek, Professor, Department of Recreational and Park Administration, Indiana University

"I'm no fan of conferences, but I was intrigued by this session because it was billed as the best of its kind for fish and wildlife agencies. At the end of this four-day session, I can say that this is the best seminar I have ever attended."

-Todd Malmsbury, Colorado Division of Wildlife

"If there is anyone who can predict the future of our industry, he's it."

-Florida Outdoor Writers Association

"Thank you for meeting with my staff and me and reviewing the results of Georgia's first Responsive Management survey. . . . I especially appreciate the outstanding report and newsletter that you prepared and provided to us."

-David Waller, Director, Georgia Department of Natural Resources, Wildlife Resources Division

"I just wanted to get back to you to say thank you for the outstanding job you did on the recent opinion survey on deer, moose and bear management in New Hampshire. You did an outstanding job at preparing and conducting the survey, as well as presenting the results at our May Commission meeting. As you heard from members of the Commission and audience, interest in the survey results are high, and will be an important piece of the puzzle when developing our new 5-10 year management plans for these species. Our next challenge will be to integrate this information into a proactive strategy for big game populations in New Hampshire."

"Thanks again for the highly professional job."

-James J. DiStefano, Executive Director, New Hampshire Fish and Game Department

"On behalf of the West Virginia Division of Natural Resources, I want to commend you for your authorship of the excellent West Virginia Viewing Guide. Your professionalism, knowledge of wildlife and West Virginia served to make this a publication that we are not only proud of, but will enhance the image of our state. Because of your commitment to seeing that only the best would be acceptable for our state's guide, we have a publication that I believe to be the best in the series."

"We are all appreciative of your efforts in producing the West Virginia Viewing Guide. You can count on our enthusiastic support for all of your future endeavors."

-Bernard F. Dowler, Chief of Wildlife Resources Section, West Virginia Division of Natural Resources

"I want to take this opportunity to thank you for your outstanding work on behalf of the Wildlife Division of the Vermont Fish and Wildlife Department. I greatly appreciated your candid counsel in the design of the survey and the enthusiasm you brought to the project. Your final report was very well done, and the extra effort you made to present the findings to myself and other Department staff was very valuable. Vermont Residents' Opinions and Attitudes Toward Species Management will prove to be a good first step for some of the planning that awaits us in the coming months."

-Ronald J. Regan, [former] Commissioner, Vermont Department of Fish and Wildlife

"Just a short note to let you know that I received Illinois Resident's Opinions and Attitudes Regarding Trapping, Fur Hunting and Furbearer Management. Excellent job! I'm excited at the opportunities that exist for developing a focused, efficient educational program based on the results of this survey."

-Bob Bluett, Furbearer Program Manager, Illinois Department of Conservation

"On behalf of the New Hampshire Fish and Game Department, I would like to thank you and your staff for the outstanding job done in completing the New Hampshire Freshwater Angler Survey. The survey results are already in use by the Inland Fisheries Division staff when making fisheries management decisions and in developing work plans for fisheries research programs."

"... I greatly appreciate all your efforts and I look forward to working with you and your staff in the future."

-Stephen G. Perry, Chief, New Hampshire Fish and Game, Inland Fisheries Division

"I want to thank you for your efforts in assessing public knowledge, attitudes, and opinions regarding grizzly bear reintroduction to the Bitterroot Mountains of central Idaho. The professional rigor in the design, implementation and analysis of the random telephone survey was outstanding. I particularly valued and appreciated the close working relationship we had in developing this project and the prompt completion of the final report. We were quite pleased with every aspect of the job by Responsive Management."

-John Weaver, Team Leader Bitterroot Grizzly Bear EIS, U.S. Fish and Wildlife Service

"Mark, thank you and to all the agencies and organizations working on behalf of the Florida panther."

-Jerrie Lindsey, Grants Administrator, Florida Advisory Council on Environmental Education

"I've read through your outstanding report, Florida Wildlife Viewing Guide Marketing Plan, and I'd like to pass along my congratulations . . . Thanks again for your superb work, and it looks like we are preparing ourselves very nicely for huge sales in Florida."

-Bill Schneider, Publisher, Falcon Press Publishing Company, Inc.

"I am more and more impressed with Responsive Management's work and cannot see anyone else assisting us"

-Allen A. Elser, Commissioner, Vermont Department of Fish and Wildlife

"This is just a short note to thank you [Mark Duda] and Kira for the outstanding service you provided in the recent survey effort. You delivered a product that precisely fit our needs—and in a time frame that allows us to begin using the information immediately. I truly appreciate your dedication and professionalism. It's not an exaggeration to say that you exceeded my expectations."

-Rob Manes, Assistant Secretary, Kansas Department of Wildlife and Parks

"I thank you from the bottom of my heart for your excellent presentation at the Ecosystem Seminar Series. I now know why Mike Boylan strongly recommended you as a speaker."

-Jim Clark, Office of Training and Education, U.S. Fish and Wildlife Service

"I wanted to take the chance to thank you for your survey work on this project. It was, of course, great stuff. The insights we gained through your research allowed us to put together what I think is a very effective education effort."

"Thanks once again for your efforts. I look forward to more exceptional work on many more projects."

-David J. Case, President, DJ Case & Associates

"You did an outstanding job putting the document together; it is an outstanding publication! . . . I look forward to working with you in the future when we need a "first rate" job on an important issue."

-Herb Doig, Assistant Commissioner, Natural Resources, New York State Department of Environmental Conservation

"I was most pleased with the presentation Mark Duda gave at our Utah Wildlife Fair. His presentation was timely, entertaining, professional and most importantly influential to the listening audience. I have found this to be consistent with everything that comes out of Responsive Management."

-Tim Provan, Past Director, Utah Division of Wildlife Resources

"Your abilities also gave my staff confidence that the Responsive Management program is in good hands at the National level. We look forward to conducting another marketing workshop this fall with your assistance."

-Pat Graham, Director, Montana Department of Fish, Wildlife and Parks

"Our biologists and natural resource managers spend their professional lives implementing management programs designed to effect change. We regard natural change as normal. However, as professional natural resource managers, we do not as easily accept or embrace changes in our operating environment

"Responsive Management has been a catalyst to help recognize and adapt to change for the Department. Responsive Management has resulted in meaningful strategic direction and a renewed commitment to our employees and customers "

-K.L. Cool, Executive Director, Michigan Department of Natural Resources

"I want to personally thank you for the substantial contribution to our successful staff conference in Corpus Christi. Your talk on Responsive Management Integrating the Public into the Resource Management Equation was very timely, and well received. . . . The staff really got a lot out of your presentation and the session "

-Rudolph Rosen, (Former) Director, Oregon Department of Fish and Wildlife

"Most of you have heard of the Western Association of Fish and Wildlife Agencies' Responsive Management Program. It is a kind of program that we are going to have to undertake, implement, and support if we are going to survive in a world with fewer outdoor sportsmen and more resource issues "

-Don MacLauchlan, International Resource Director, International Association of Fish and Wildlife Agencies

"In short, public involvement is going to become the way we do business. The entire management of the agency is going to become more responsive to the needs of our constituents. . . . In fact, a new program, developed over the last four years by the Western Association of Fish and Wildlife Agencies and now ready for implementation, is called just that—Responsive Management. It's a concept and a program which we heartily endorse, and one that's going to help us greatly as we learn to cope with the future "

-Don McCormick, (Former) Commissioner, Kentucky Department of Fish and Wildlife Resources

"Last May we called upon Mark Duda, the Executive Director of Responsive Management, to review and comment on an atypical survey instrument that we had designed to test public attitudes toward several name changes that were being proposed for our Nongame section and incorporated some unique survey techniques.

"Mark went to considerable trouble doing literature research and making personal contacts with individuals in private industry who specialize in customer attitude surveys, to assure that our chosen techniques were appropriate and would accomplish our objectives. The constructive, timely comments he provided were invaluable in restructuring our survey.

"Where we were hesitant, as a result of Mark's input, we are now confident the survey will produce quality information upon which to base this important management decision "

-Bob Hasenyager, Assistant Director, Utah Division of Wildlife Resources

"The timely, thorough stakeholder survey Responsive Management provided for the subcommittee considering new options for the National Survey of Fishing, Hunting and Wildlife-Associated Recreation got our activities off on the right foot. Thanks for the quick-turn-around,

quality work! I'm always impressed with your objectivity and with the thoroughness of your analyses; this project demonstrated both admirably. Thanks, too, for your patience with a client who didn't articulate their needs very well!"

-Spence Amend, (Former) Management Assistance Team, U.S. Fish and Wildlife Service

"Responsive Management's services have been instrumental in helping identify the priority needs of the many users of the National Survey of Fishing, Hunting and Wildlife-Associated Recreation. RM effectively and efficiently polled the Survey's State, Federal, and non-governmental users throughout the US. RM analyzed the results and presented them in a meaningful and timely manner so that planners had the information necessary to develop options for meeting future data needs. RM has been a professional, experienced, and knowledgeable contributor to the Survey Planning Project."

-Sylvia Cabrera, U.S. Fish and Wildlife Service

"Thank you for speaking at the Perspectives in Urban Ecology Symposium. Participants ranked you and Dr. David Goode, the keynote speaker who is Director of the London Ecology Unit, the two top speakers and ranked human dimensions research as the highest subject area of interest for all presentations."

-Betsy Webb, Curator of Zoology, Denver Museum of Natural History

"Thank you for taking part in the Watchable Wildlife training session. . . . Your presentation on defining constituencies was very well received and was one of the highlights of the course."

-Lynn Engdahl, Manager, Phoenix Training Center, Bureau of Land Management

"We receive many, many compliments on A Bridge to the Future, it has been received well by members of Congress, industry representatives, and state and federal fish and wildlife agencies."

"I greatly appreciate the high quality expertise Mark Duda and Responsive Management offer. Mark has constantly offered good ideas, concise thinking and provided me a forum to brainstorm new approaches to aid in our wildlife conservation initiatives."

-Naomi Edelson, Wildlife Diversity Director, International Association of Fish and Wildlife Agencies

"We appreciate your participation in the panel discussion during the ACI conference. . . . Many of the panelists and the audience remarked that the discussion left them better prepared to cope with the complications that erupt frequently in our line of work. Your well-prepared demeanor seemed to serve as a catalyst for the scenario's progress, and I am grateful for that."

-Henry Cabbage, Public Information Director, Florida Game and Fresh Water Fish Commission

"Just a note to let you know how much I appreciated your presentation at our Wildlife Officer Recruit Academy. Your presentation was excellent."

-Captain Wayne King, Regional Law Enforcement Supervisor, Florida Game and Fresh Water Fish Commission

"I learned a great deal about my own personal beliefs and attitudes and further, how difficult it is for one individual to change, let alone an entire agency. After now attending all RM training, the Change workshop strikes me as providing the most important information for organizations to grasp. It is also the most difficult."

-Stan T. Allen, (Former) Interstate Resource Data Manager, Idaho Department of Fish and Game

"Thanks for sticking around and giving us such a terrific seminar. . . . Your talk educated and inspired many graduate students and faculty who will integrate your messages into their work."

-Dr. Joe Schaefer, Professor, Wildlife and Range Sciences, University of Florida

"You bring a unique combination of personal effectiveness and important information. . . . You do an excellent job."

-Dr. Larry Harris, Professor, Wildlife and Range Sciences, University of Florida

"When Minnesota put \$7,000 into the project, it seemed like a long shot. But now I think it's the best money the state's ever spent."

-Bruce Hawkinson, Principal Planner, Minnesota Division of Fish and Wildlife

"I am very impressed with the in depth work your firm has done and can offer."

-Bevan Killpack, U.S. Forest Service

"I wanted to take a few minutes to let you know how much I enjoyed the Responsive Management training session in Tucson. I have to admit I was a little reluctant when I first saw the workshop agenda. But, I think you did a marvelous job of mixing work, social, and free time to make it a most enjoyable time and learning experience for all participants."

-Stephen R. Wilson, Chief, Information and Education Section, Arkansas Game and Fish Commission

"I think the quality of the workshop I took was very high. It gave me a new perspective and has helped me focus on what I need to do to be effective at my job. I enjoyed working with Responsive Management—everyone was great!"

-Claire Tyrpak, Share with Wildlife Coordinator, New Mexico Department of Game & Fish

"The marketing workshop was a well structured event. Instructors were knowledgeable and open-minded, and there was plenty of opportunity for group interactions. Workshop contents are being put to use back on the job."

-Bruce Halstead, U.S. Fish and Wildlife Service, Coastal California FRO

"Our personnel were quite impressed with the quality of presentations. The marketing workshop had particular applicability to our current activities. We took advantage of the workshop to begin development of a marketing plan for a license fee increase."

-Bill Goodnight, Idaho Fish and Game Department

"The Georgia Game and Fish Division was extremely pleased with the high quality products produced by Responsive Management Services. Mark and his staff worked closely with us from the early planning stages of our two surveys through the interpretation of survey results. They were very competent, courteous and comfortable for our staff to work with."

-Ron Odom, Georgia Department of Natural Resources, Wildlife Resources Division

"Working with Responsive Management on A Bridge to the Future was pure pleasure. The report was better than I envisioned and completed sooner than I anticipated. What's more, I believe it will be pivotal in finally securing funding for the Fish and Wildlife Conservation Act. I couldn't be more pleased!"

-Doug Crowe, (Former) Special Assistant to the Director, U.S. Fish and Wildlife Service

"The Colorado Division of Wildlife staff participated in the "change" module workshop in June 1991 and were so impressed that we committed to train all of our supervisors. So far 116 employees have attended and evaluations are consistently in the "very good" to "excellent" range. Many have commented that this is the best training they have received, and some employees who have not yet participated have remarked on the positive changes in styles of those who have."

-Jim Lipscomb, Colorado Division of Wildlife

"The Responding to Change Workshop was a real asset for our management team here in the Montana Department of Fish, Wildlife and Parks. We identified issues for action (change) and were able to get a better handle on our agency management styles."

"We offered this training for employees and conducted numerous regional sessions of this workshop over the last two years with approximately 200 employees participating."

"The Responsive Management Change Workshop was used by our agency as a "springboard" for developing strategic direction for the next five years. This effort has led to changes in our budget request process as part of implementing strategies for change. In summary, the Responsive Management Process has been instrumental in allowing our agency to manage for change."

-Dwight Guynn, former Planning Coordinator, Montana Department of Fish, Wildlife and Parks (currently with the Management Assistance Team, U.S. Fish and Wildlife Service)

"I enjoy your articles in FTTN and find the topics timely and interesting, as well as useful in my business. It has become my habit to turn to your article first."

-Mark Swisher, Ashland Fly Shop Guide Services

"I've just finished reviewing A Bridge to the Future. What a spectacular and useful document! I want to commend you for the tremendous job you did in writing the publication. . . . I know you put a tremendous amount of effort into this publication—it shows!"

-Jay D. Hair, (Former) President, National Wildlife Federation

"You did a bang-up job on the survey and in presenting the results to our Commission yesterday. Many Thanks!"

-Don McKenzie, Arkansas Game and Fish Commission

"I want to congratulate you, your speakers, and your staff for a great job. That training was wonderful, especially the way it was set up with day one on data and day two on the use of data in developing strategies, programs, answering questions, etc

"Your support staff is great. No glitches, and fast workers. Give them my thanks "

-Jim Maetzold, Natural Resources Conservation Service

"Just a quick note of thanks for hosting such a great workshop. It really was jam packed with a lot of useful and interesting information. I wish you could go on the road and present this information regionally... hint, hint. Please relay thanks to your staff for a smooth running event, and to the presenters for their excellent effort."

-Linda Sikorowski, Human Dimensions Specialists, State of Colorado, Department of Natural Resources

"The workshop Responsive Management just held was outstanding. You and your staff put together a "Cadillac" event!"

-Julie Morin, Environmental Information & Outreach Specialist, U.S. Fish and Wildlife Service

"I just wanted to thank you again for making your presentation to the Commissioners at the Southeastern Conference. The presentation contained lots of facts that will be beneficial to all who attended. I probably benefited from the information more than anyone. As usual, you did a great job. I never cease to be amazed at how productive and energetic you are."

-Victor J. Heller, Assistant Executive Director, Florida Game and Fresh Water Fish Commission

"Responsive Management is one of the nation's most respected research firms in the area of public opinion about wildlife."

-Laury Parramore, U.S. Fish and Wildlife Service Public Affairs News Release

"I really enjoyed the workshop concerning fishing participation. Thanks for your time in leading a very informative workshop. Also, please thank your staff for all their help."

-Greg Power, Fisheries Division, North Dakota Game and Fish Department

"The book is FANTASTIC! It will be very useful!"

-Dr. Shari Dann, Professor, Michigan State University

"I wanted to take a minute to let you know how much I enjoyed the recent workshops in Annapolis. You did such a fine job putting the conference together. The speakers and topic selections were excellent and timely."

-Alison Kenward, Wildlife Programs Branch, State of California, Department of Fish and Game

"Many thanks go to Mark Damian Duda, Steven J. Bissell and the staff of Responsive Management. Their dedication, creativity and hard work were unfailing throughout the entire research process."

-Paul W. Hansen, Executive Director, Izaak Walton League of America

-Joshua Winchell, Outdoor Ethics Program Director, Izaak Walton League of America

"We would like to thank you and your staff for your professionalism and hard work on the Future of Fishing study. We are pleased with the results of this study as well as the way in which they are presented in the study's final report."

"The interest and anticipation that have been expressed in the final report echo the importance of this study to state fish and wildlife agencies across the country. Thank you again for your efforts."

-Bob Miles, Resource Director, International Association of Fish and Wildlife Agencies

-Ron Leathers, Resource Coordinator, International Association of Fish and Wildlife Agencies

"On behalf of the West Virginia Division of Natural Resources, I want to commend you for your authorship of the excellent West Virginia Viewing Guide. Your professionalism, knowledge of wildlife and West Virginia served to make this a publication that we are not only proud of, but will enhance the image of our state. Because of your commitment to seeing that only the best would be acceptable for our state's guide, we have a publication that I believe to be one of the best in the series."

"You can count on our enthusiastic support for all of your future endeavors."

-Bernard F. Dowler, Chief of Wildlife Resources Section, West Virginia Division of Natural Resources

"Over the past years, the Potomac Valley Chapter of Ducks Unlimited have honored certain outdoor writers for their contribution to the understanding and appreciation of the sustainable use of renewable resources. The Chapter has made this award only three times in the past."

"It is my pleasure to inform you the Chapter has voted to have you receive this recognition at our 18th Annual Dinner & Reception."

-Stephen S. Boynton, The Potomac Valley Chapter of Ducks Unlimited Inc.

"Thanks for doing a bang-up job at the Conservation Planning Workshop last week. I've had much positive feedback on your presentation from other participants. Personally, I was impressed that you could come in cold, pick up the PowerPoint package and then present such a detailed, data-packed talk an hour or so later."

"Thanks again for sharing your expertise."

-John Slown, U.S. Fish and Wildlife Service

"Special thanks go out to the staff of Responsive Management, especially Bill for going the extra mile in pretesting our biennial trends survey and making improvements to it and Vicki for accommodating our special requests for analysis, graphs and report format. This report is being used more than any of the previous years."

-Jeff Casper, Arizona Game and Fish Department

"On behalf of the Freshwater Fisheries Division of the South Carolina Department of Natural Resources, I would like to thank Responsive Management for the outstanding job that they did on the recently completed survey of licensed anglers fishing in South Carolina. Under your innovative guidance, we were able to ascertain public opinion on many fishery management issues. Your competence in assisting our staff to develop the survey in the most cost-effective manner was extremely important in these times of restricted funding. I was especially pleased with your staff's ability to work with colloquial names of places and species during the survey. In past surveys with other firms, many errors in data analysis occurred due to lack of training of the interviewers. Our requests for additional cross referencing of data were handled promptly."

"The product you provided fulfilled our needs, and will play a major role in taking our department into the twenty-first century. It provides the catalyst for the department to recognize and adapt to change to meet the needs of our constituents."

"I want to sincerely thank you and your staff for producing a most informative document. The professional quality of the work, coupled with the personal approach of your organization, made the project most enjoyable to facilitate. I can think of no one that I would rather have do future surveys than Responsive Management."

-David Allen, Fisheries Biologist, South Carolina Department of Natural Resources

"The motorboat access survey report has been distributed within the Department and has received many accolades. It has been very well-received by our law enforcement officers. We have needed this type of document for some time, and we really appreciate the great job you and your staff did."

-Chris Burkett, Wyoming Game and Fish Department

"This book [Wildlife and the American Mind] is the most incredible compilation of research on hunting and fishing that I have ever found. Both as a sportsman and as a writer, I am floored. Please pass on my congratulations and gratitude to the others there at Responsive Management."

-John C. Street, freelance outdoor writer

"I have known Mark Duda and Responsive Management for several years, but had the opportunity to work collaboratively with him and his staff over the past two years on a major project for the Commonwealth of Virginia. I have been impressed by the work of the whole Responsive Management organization. They produce good work and lots of it. Mark and his staff have done a lot to promote sound market-based research for natural resource management agencies."

-Dr. Brett Wright, Director, Center for Recreation Resources Policy, George Mason University

"I would like to commend Responsive Management for conducting this study [The Future of Fishing] in a competent and highly professional manner."

-R. Max Peterson, Executive Vice President, International Association of Fish and Wildlife Agencies

"I would just like to take this quick opportunity to thank you and your staff on the tremendous work you recently completed for the West Virginia Division of Natural Resources. All too often we lack important human dimensions work in wildlife management decisions and focus only biological data. I believe wildlife management decisions should be based on solid biological data; however, I also believe that we must use essential human dimensions work and public opinion to come up with the best management strategy. The survey of West Virginia Residents' Opinions on Black Bears and Black Bear Hunting that Responsive Management conducted for the West Virginia DNR in December 2006 was just the kind of information that we were so desperately lacking.

"The report that Responsive Management supplied to us was very comprehensive and the cross-tabulations supplied additional insight that may have otherwise gone undetected. The additional analysis that you and your staff did of hunters vs. non-hunters was above and beyond the call of duty and demonstrated the kind of expertise and caring attitude that your staff has about our natural resources. It also helped to demonstrate that while this survey was conducted on all residents of West Virginia your staff was able to identify our target audience very effectively and supplied us with the best possible data to make management recommendations.

"I look forward to working with you and your staff on another project in the near future."

-Chris Ryan, Black Bear Project Leader, West Virginia Division of Natural Resources

"I wanted to take just a moment to let you know that we appreciate the effective survey work you and your staff are doing for us. We have now completed the cycle of our big game, small game, and turkey hunting surveys since we contracted with you a couple of years ago. The quality of your work is what I expected—outstanding.

"I really am pleased with the personal attention you and your staff have given me. You are concerned that we receive the survey product we desire from you, and I appreciate that level of customer service. Your suggestions on the surveys have certainly helped me in my new position of statewide survey biologist. I look forward to continuing to work with you in the future."

-Don McGowan, Jr., Senior Wildlife Biologist, Wildlife Resources Division, Georgia Department of Natural Resources