

Responsive Management



PUBLIC OPINION ON FISH AND WILDLIFE MANAGEMENT ISSUES AND THE REPUTATION AND CREDIBILITY OF FISH AND WILDLIFE AGENCIES IN THE SOUTHEASTERN UNITED STATES

FLORIDA

**Conducted for
The Southeastern Association of Fish and Wildlife Agencies
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**by Responsive Management
2005**

**PUBLIC OPINION ON FISH AND WILDLIFE
MANAGEMENT ISSUES AND THE REPUTATION AND
CREDIBILITY OF FISH AND WILDLIFE AGENCIES IN
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EXECUTIVE SUMMARY

This study was conducted for the Southeastern Association of Fish and Wildlife Agencies (SEAFWA) to determine public opinion on fish and wildlife management issues and agency reputation and credibility. The study entailed a telephone survey of residents' attitudes toward and opinions on fish and wildlife management issues and the state's fish and wildlife agency in all 16 member states of the SEAFWA: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, Missouri, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, and West Virginia. This report discusses the results of the survey in Florida.

For the survey, telephones were selected as the preferred sampling medium because of the universality of telephone ownership. The telephone survey questionnaire was developed cooperatively by Responsive Management and the SEAFWA, with input from Florida Fish and Wildlife Conservation Commission staff. Interviews were conducted Monday through Friday from 9:00 a.m. to 9:00 p.m., Saturday noon to 6:00 p.m., and Sunday from 3:00 p.m. to 7:00 p.m., all local time. The survey was conducted in February 2005. Responsive Management obtained a total of 402 completed interviews in Florida.

The software used for data collection was Questionnaire Programming Language 4.1. The analysis of data was performed using Statistical Package for the Social Sciences software as well as proprietary software developed by Responsive Management. Throughout this report, findings of the telephone survey are reported at a 95% confidence interval. For the entire sample of adult Florida residents, the sampling error is at most plus or minus 4.89 percentage points.

AGENCY PERCEIVED TO BE RESPONSIBLE FOR MANAGING FISH AND WILDLIFE, AND AWARENESS AND KNOWLEDGE OF THAT AGENCY

- About a third of Florida residents (32%) could name the state agency, or a close derivative of the correct name, most responsible for managing and conserving fish and wildlife in Florida; nonetheless, a substantial percentage (69%) could not name the agency.
 - In a related question, after being informed that the Florida Fish and Wildlife Conservation Commission is the agency responsible for managing fish and wildlife in Florida, 25% said that prior to the survey they knew a great deal or moderate amount about the Florida Fish and Wildlife Conservation Commission, while 72% said they knew a little or nothing.

SATISFACTION WITH/PERCEIVED BENEFITS PROVIDED BY/OPINIONS ON THE FLORIDA FISH AND WILDLIFE CONSERVATION COMMISSION

- A majority of Florida residents (52%) said that they were satisfied with the Florida Fish and Wildlife Conservation Commission overall as a governmental agency in Florida; 6% were dissatisfied. In a related question, respondents were more positive than negative in their opinions on whether the Commission is doing a better job than the formerly divided four agencies did at wildlife management: 22% said the new Commission is doing a much or somewhat better job than the formerly divided agencies, while 15% said the Commission is doing about the same job as the formerly divided agencies, and only 3% said the Commission is doing a worse job (the most common answer, at 60%, was, “Don’t know”).
 - Among those who had contacted the Fish and Wildlife Conservation Commission, 84% were satisfied with the contact.

- The general public most commonly said that the benefits provided by the Florida Fish and Wildlife Conservation Commission are the conservation and protection of wildlife (32%), natural resources (23%), habitat (16%), the environment (14%), and endangered species (11%), as well as the enforcement of fish and wildlife laws (10%).

- Respondents were read six statements, three with negative connotations and three with positive connotations, and they were asked to indicate whether they agreed or disagreed with each statement. The results are mixed. Three of the top four statements, in a ranking of the percentages who agree with the statements, are positive. However, nearly as high a percentage agree that the work of the Commission is primarily influenced by politics (a negative statement) than agree that scientific fish and wildlife methods serve as the primary guide of the work of the Commission (a positive statement). The statement with which the highest percentage disagree is that the Commission primarily serves the interests of hunters and anglers (a negative statement), but the second highest in disagreement is that the Commission is doing enough to conserve the state’s fish and wildlife populations (a positive statement).

RATINGS OF IMPORTANCE AND PERFORMANCE OF FLORIDA FISH AND WILDLIFE CONSERVATION COMMISSION PROGRAMS

- Florida residents were asked to rate the importance of 14 program areas of the Florida Fish and Wildlife Conservation Commission; they were then asked to rate the performance of the Fish and Wildlife Conservation Commission in the same program areas. The ratings were on a scale of 0 to 10, with 0 being unimportant/poor and 10 being important/excellent. First is an examination of the importance ratings, and then an examination of the performance ratings, followed by a comparison of the two. All programs about which the survey asked were rated high in both importance and performance—above the midpoint of the ratings scale for all programs.

- The top program areas in importance (based on a ranking of the means) were protecting threatened and endangered species (mean of 9.01) and enforcing fish and game laws (8.99). Also high in the ranking were conserving fish and wildlife habitat (8.84) and providing opportunities for boating safety education (8.80).
 - The lowest ranked program area was providing opportunities for legal hunting (5.65).
 - The top ranked programs in a ranking of the percent giving a rating of 10 in importance were protecting threatened and endangered species (66% gave a rating of 10), enforcing fish and game laws (61%), and conserving fish and wildlife habitat (58%).

- The top program areas in performance (based on a ranking of the means) were protecting residents from harm from wildlife (mean of 7.78), enforcing fish and game laws (7.59), and protecting residents against diseases from wild animals (7.43).
 - The lowest ranked program areas were restoring native fish and wildlife species to the state (6.22) and providing opportunities for hunting safety education (6.23).
 - The top ranked programs in a ranking of the percent giving a rating of 10 in performance were protecting residents from diseases from wild animals (30% gave a rating of 10), protecting residents from harm from wildlife (30%), and providing opportunities for recreational fishing (28%).

- There are several ways to compare the ratings. The first compares the means of ratings of importance and performance and then examines the difference. For all program areas except two (protecting residents from harm from wildlife and providing opportunities for legal hunting), the mean importance rating exceeded mean performance rating. In two program areas, the importance mean exceeded the performance mean by 2.50 or more points, indicating that these program areas' performance is not commensurate with the importance placed on them: protecting threatened and endangered species (difference in means of 2.67) and restoring native fish and wildlife to the state (difference of 2.50).

PROGRAM AREA/EFFORT (Ranked by importance rating)	IMPOR- TANCE RATING	PERFORM -ANCE RATING	DIFFER- ENCE IN RATINGS
Protecting threatened and endangered species	9.01	6.34	2.67
Enforcing fish and game laws	8.99	7.59	1.40
Conserving fish and wildlife habitat	8.84	6.86	1.99
Providing opportunities for boating safety education	8.80	6.52	2.28
Providing educational programs on the state's fish and wildlife	8.75	6.43	2.31
Restoring native fish and wildlife to the state	8.72	6.22	2.50
Providing opportunities for hunting safety education	8.40	6.23	2.17
Providing opportunities for general public to view wildlife	8.21	7.21	1.00
Managing fish populations	8.14	6.91	1.23
Protecting residents from diseases from wild animals	8.14	7.43	0.71
Managing wildlife populations	7.97	6.59	1.38
Providing opportunities for recreational fishing	7.68	7.35	0.33
Protecting residents from harm from wildlife	7.42	7.78	-0.37
Providing opportunities for legal hunting	5.65	6.96	-1.31

- The second way to compare the importance and performance ratings is by looking at the percent who gave a rating of 10 for each. Three program areas had differences of more than 40 percentage points between the percent giving an importance rating of 10 and the percent giving a performance rating of 10: protecting threatened and endangered species (percentage point difference of 47), conserving fish and wildlife habitat (difference of 41), and restoring native fish and wildlife to the state (difference of 41).

PROGRAM AREA/EFFORT (Ranked by importance rating)	PERCENT GIVING AN IMPOR- TANCE RATING OF "10"	PERCENT GIVING A PERFOR- MANCE RATING OF "10"	DIFFER- ENCE IN PERCENT GIVING RATINGS OF "10"
Protecting threatened and endangered species	66	19	47
Enforcing fish and game laws	61	26	35
Conserving fish and wildlife habitat	58	17	41
Restoring native fish and wildlife to the state	56	15	41
Providing opportunities for hunting safety education	55	23	32
Providing educational programs on the state's fish and wildlife	55	23	32
Providing opportunities for boating safety education	54	22	32
Protecting residents from diseases from wild animals	51	30	21
Providing opportunities for general public to view wildlife	47	23	24
Managing wildlife populations	42	17	25
Managing fish populations	41	19	22
Protecting residents from harm from wildlife	40	30	10
Providing opportunities for recreational fishing	36	28	8
Providing opportunities for legal hunting	18	25	-7

- Finally, scatterplots with importance on one axis and performance on the other show that five program areas have low performance ratings relative to their importance ratings: protecting threatened and endangered species, restoring native fish and wildlife to the state, providing educational programs on the state's fish and wildlife, providing opportunities for hunting safety education, and providing opportunities for boating safety education. One program, providing opportunities for legal hunting, had a low importance rating relative to its performance rating.

CONTACTS WITH THE FLORIDA FISH AND WILDLIFE CONSERVATION COMMISSION

- A little less than a fifth of Florida residents (19%) have contacted the Florida Fish and Wildlife Conservation Commission for information or assistance.
- Most commonly that contact was by telephone; 14% of those who contacted the Fish and Wildlife Conservation Commission did so via the Internet.
 - Most commonly, those who contacted the Fish and Wildlife Conservation Commission sought help with nuisance wildlife removal (20%), or information about hunting (17% re:

hunting in general, 5% for hunting license information) or fishing (14% in general, 7% for fishing license information).

- Among those who had contacted the Fish and Wildlife Conservation Commission, 84% were satisfied with the contact, with most of those very satisfied.
- A substantial percentage of respondents (42%) indicated that they would be very or somewhat likely to contact the Fish and Wildlife Conservation Commission for information or assistance in the future.

FUNDING FOR THE FLORIDA FISH AND WILDLIFE CONSERVATION COMMISSION, FISHING/HUNTING LICENSE FEES AND EXEMPTIONS, AND USER FEES

- The top three answers that respondents gave when asked to say how the Fish and Wildlife Conservation Commission is funded were unspecified taxes, general state taxes, and general federal taxes. When all these non-specific tax-related answers are considered together (unspecified taxes, general state taxes, general federal taxes), general taxes is by far the top answer at 48%. Hunting and fishing licenses were acknowledged as sources of funding by 12% each. Interestingly, only 1% named any of the important Federal Aid sources: excise taxes on hunting/fishing equipment and motorboat fuel.
- Majorities of all respondents answered, “Don’t know,” regarding whether they think the current fees for hunting and fishing licenses are about the right amount in Florida. Otherwise, they more commonly think they are about the right price than think they are too high or too low. Hunters and anglers much more likely to say that fees are about the right amount. Very low percentages think license fees are too high or too low (no more than 6% of the general population, no more than 10% of hunters or anglers).
- Respondents were asked about potential license fee exemptions that they would support. Half of them (50%) supported exemptions for seniors over 65; and 45% supported exemptions for youth.
 - 25% indicated that they did not support any of the exemptions listed.

- Majorities of respondents support increases in user fees, such as hunting and fishing licenses, to cover the costs of managing fish and wildlife, as well as if it means more opportunities for these activities.
- Finally, respondents were asked if they agree or disagree that the costs for managing fish and wildlife should be paid for with specific user fees, and a majority (58%) agree; 28% disagree.

FISH AND WILDLIFE ISSUES FACING FLORIDA

- Water quality/pollution (22%) was the top-named fish and wildlife issue facing Florida, followed closely by habitat loss (17%) and urban sprawl (15%).

FISH AND WILDLIFE VALUES

- The top named wildlife value, in a ranking of those who said it is *very* important, among the eight discussed in the survey is that Florida's water resources are safe and well protected, closely followed by that natural areas exist in Florida for enjoying and experiencing nature. The lowest on the ranking by percent naming the value as very important is that people have the opportunity to hunt in Florida, with less than a majority thinking the latter is *very* important.
- Nearly a third of respondents (31%) consider themselves anglers or fishermen, and 10% consider themselves hunters.

OPINIONS ON WATER QUALITY AND QUANTITY ISSUES

- A higher percentage of Florida residents think that Florida's waters are unhealthy (46%) than think they are healthy (41%). Furthermore, "somewhat" healthy led "very" healthy answers by about 3 to 1 among those saying the waters are healthy.
- Despite that a substantial percentage of Florida residents feel that Florida's waters are healthy, a majority (51%) rate their concern for water quality at a "9" or "10," the highest levels of concern.
 - 87% rate their concern for water quality higher than the mid-point of "5."

- Industrial waste (26%) is perceived as the top factor contributing to water quality issues in Florida, followed by wastewater treatment plants/sewage (21%), litter/trash (17%), and agricultural runoff (16%).
- Florida residents also expressed high concern for water quantity, although not as high as for water quality: 52% rated their concern for water quantity at a “9” or “10.”
 - 75% rated their concern for water quantity higher than the mid-point of “5.”
 - The major factors that are perceived as contributing to water quantity issues are residential use, including lawn watering (26%), drought (13%), and industrial/commercial use (11%).
- A large majority of Florida residents said their concern for water resources was for both people and fish/wildlife (72%). Nonetheless, a slightly higher percentage of respondents said they were more concerned about water resources for people (15%) than for fish/wildlife (9%).

OPINIONS ON THREATENED AND ENDANGERED WILDLIFE

- A little more than a third of respondents (36%) rated their concern for threatened and endangered species at “10,” the highest level of concern; a large majority (77%) rated their concern higher than the mid-point of “5.”
 - Habitat loss and fragmentation together is seen as the top factor contributing to species becoming threatened or endangered in Florida.

CHRONIC WASTING DISEASE

- A small percentage of Florida residents (10%) have heard a great deal or moderate amount about Chronic Wasting Disease in the past year.

NUISANCE WILDLIFE AND DEER-VEHICLE COLLISIONS

- A fifth of Florida residents (20%) have had problems with wild animals and/or wild birds within the past 2 years. The most common animals causing problems are raccoons,

opossums, birds, and alligators. The most common types of problems are damage to yards, problems with garbage, harm to pets, and threats to humans.

- While the overwhelming majority of Florida residents (99%) have not experienced a vehicle collision with a deer, either as driver or passenger, 1% have experienced a collision while driving.

OPINIONS ON LAND USE AND FISH AND WILDLIFE MANAGEMENT

- Respondents were read six statements about land use and wildlife management and asked if they agreed or disagreed with them. The statement with the highest percentage in agreement was that the use and development of land should be restricted to protect fish and wildlife, with which 87% agreed. The other two statements with which a majority agreed were that hunting and fishing are part of the scientific management of fish and wildlife populations (71% agreed) and that the respondent can make a significant difference in conserving fish and wildlife habitat (64%). Additionally, Florida residents showed deference for fish and wildlife habitat over human use of land: more respondents thought that the use and development of land should be restricted to protect fish and wildlife (87% agreed) than thought either that landowners should be allowed to develop their land regardless of its impact on wildlife (16% agreed) or that development for new home sites should take precedence over preserving wildlife habitat (13% agreed).

SOURCES OF INFORMATION ON FISH AND WILDLIFE AND CREDIBILITY OF SOURCES

- The Internet (34%) is the most popular source that Florida residents look to for information on fish, wildlife, and wildlife-related outdoor recreation, followed by newspapers (16%) and magazines (11%).
 - In a related finding, a majority of Florida residents (56%) access the Internet daily, and an additional 15% access it sometimes.
- When asked about the credibility of sources of information on fish and wildlife, the Florida Fish and Wildlife Conservation Commission and its agents and biologists are perceived as highly credible relative to the eleven sources discussed in the survey. The top four sources,

as measured by the percentage thinking they are very or somewhat credible, are government sources: the U.S. Fish and Wildlife Service, the Commission itself, the Commission enforcement agents, and a professor of biology or natural resources at a state-supported Florida university.

- The least credible sources include PETA, local sportsmen's organizations, and local environmental organizations. The only not-for-profit organization that has relatively high credibility is the National Wildlife Federation.

PARTICIPATION IN OUTDOOR ACTIVITIES

- The most popular outdoor recreation activities of Florida residents are observing and trying to identify birds and wildlife within 1 mile of home (48%) and visiting a state or national park (47%). Also popular are saltwater or freshwater fishing (38%), feeding birds or other wildlife on a regular basis (37%), and taking a trip of more than 1 mile to view wildlife (36%).
 - 27% freshwater fished, 26% saltwater fished, 9% hunted, and no respondents trapped.
 - 28% motorboated, 21% canoed/kayaked, 8% went jetskiing, and 3% went sailing.
 - 18% went camping, with less than a fifth of campers using an RV.
- Nearly a third of respondents (31%) consider themselves anglers or fishermen; 10% consider themselves hunters.
- Those who indicated that they had fished in the past 12 months most commonly (40%) indicated that they had fished for less than a week total in the past 12 months. Nonetheless, a substantial percentage (25%) had fished for 4 weeks or more.
- Those who indicated that they had hunted in the past 12 months most commonly (42%) indicated that they had hunted for less than a week total in the past 12 months. Nonetheless, a substantial percentage (17%) had hunted for 4 weeks or more.
- Nearly a majority (45%) of those who indicated that they had taken a trip to view wildlife in the past 12 months indicated that they had spent less than a week total in the past 12 months

on wildlife viewing trips. Nonetheless, a substantial percentage (14%) had spent 4 weeks or more on wildlife viewing trips.

- A substantial percentage (41%) have attended an educational program that dealt with fish or wildlife, with hunters and anglers even more likely to have attended an educational program.
- Finally, three questions were asked regarding participation by any member of the household, including the respondent, in the past 5 years in fishing, hunting, and trip-taking to view wildlife: 59% said he/she or a household member had fished, 16% said he/she or a household member had hunted, and 49% said he/she or a household member had taken a trip to view wildlife in Florida in the past 5 years.

APPROVAL/DISAPPROVAL OF HUNTING, FISHING, AND TRAPPING

- Majorities approve of legal hunting (69%) and legal, recreational fishing (93%). Somewhat less than a majority (42%) approve of legal, regulated trapping.

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INTRODUCTION AND METHODOLOGY

This study was conducted for the Southeastern Association of Fish and Wildlife Agencies (SEAFWA) to determine public opinion on fish and wildlife management issues and agency reputation and credibility. The study entailed a telephone survey of residents' attitudes toward and opinions on fish and wildlife management issues and the state's fish and wildlife agency in all 16 member states of the SEAFWA: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, Missouri, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, and West Virginia. This report discusses the results of the survey in Florida. Specific aspects of the research methodology are discussed below.

For the survey, telephones were selected as the preferred sampling medium because of the universality of telephone ownership. In addition, a central polling site at the Responsive Management office allowed for rigorous quality control over the interviews and data collection. Responsive Management maintains its own in-house telephone interviewing facilities. These facilities are staffed by interviewers with experience conducting computer-assisted telephone interviews on the subjects of natural resources and wildlife-associated outdoor recreation. The telephone survey questionnaire was developed cooperatively by Responsive Management and the SEAFWA, with input from Florida Fish and Wildlife Conservation Commission staff. Responsive Management conducted a pre-test of the questionnaire, and revisions were made to the questionnaire based on the pre-test.

To ensure that the telephone survey data collected were of the highest quality, Responsive Management has interviewers who have been trained according to the standards established by the Council of American Survey Research Organizations. Methods of instruction included lecture and role-playing. The Survey Center Managers conducted project briefings with the interviewers prior to the administration of the survey. Interviewers were instructed on type of study, study goals and objectives, handling of survey questions, interview length, termination points and qualifiers for participation, interviewer instructions within the survey instrument, reading of the survey instrument, skip patterns, and probing and clarifying techniques necessary for specific questions on the survey instrument. The Survey Center Managers randomly monitored telephone workstations without the interviewers' knowledge to evaluate the

performance of each interviewer. After the surveys were obtained by the interviewers, the Survey Center Managers and/or statisticians edited each completed survey to ensure clarity and completeness.

Interviews were conducted Monday through Friday from 9:00 a.m. to 9:00 p.m., Saturday noon to 6:00 p.m., and Sunday from 3:00 p.m. to 9:00 p.m., all local time. A five-callback design was used to maintain the representativeness of the sample, to avoid bias toward people easy to reach by telephone, and to provide an equal opportunity for all to participate. When a respondent could not be reached on the first call, subsequent calls were placed on different days of the week and at different times of the day. The survey was conducted in February 2005. Responsive Management obtained a total of 402 completed interviews in Florida.

The software used for data collection was Questionnaire Programming Language 4.1 (QPL). The survey data were entered into the computer as each interview was being conducted, eliminating manual data entry after the completion of the survey and the concomitant data entry errors that may occur with manual data entry. The survey instrument was programmed so that QPL branched, coded, and substituted phrases in the survey based on previous responses to ensure the integrity and consistency of the data collection. The analysis of data was performed using Statistical Package for the Social Sciences software as well as proprietary software developed by Responsive Management.

Throughout this report, findings of the telephone survey are reported at a 95% confidence interval. For the entire sample of adult Florida residents, the sampling error is at most plus or minus 4.89 percentage points. This means that if the survey were conducted 100 times on different samples that were selected in the same way, the findings of 95 out of the 100 surveys would fall within plus or minus 4.89 percentage points of each other. Sampling error was calculated using the formula described below, with a sample size of 402 and a population size of 12,336,038 people 18 years of age and older.

Sampling error equation:

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

Where: B = maximum sampling error (as decimal)

N_p = population size (i.e., total number of residents)

N_s = sample size

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).

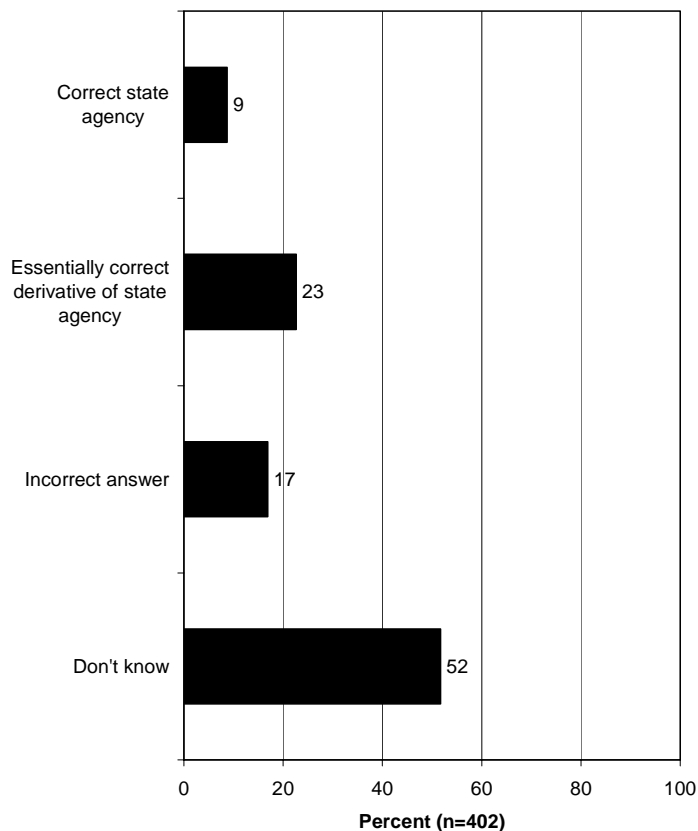
Note that some results may not sum to exactly 100% because of rounding. Additionally, rounding on the graphs may cause apparent discrepancies of 1 percentage point between the graphs and the reported results of combined responses (e.g., when “strongly support” and “moderately support” are summed to determine the total percentage in support).

AGENCY-RELATED QUESTIONS

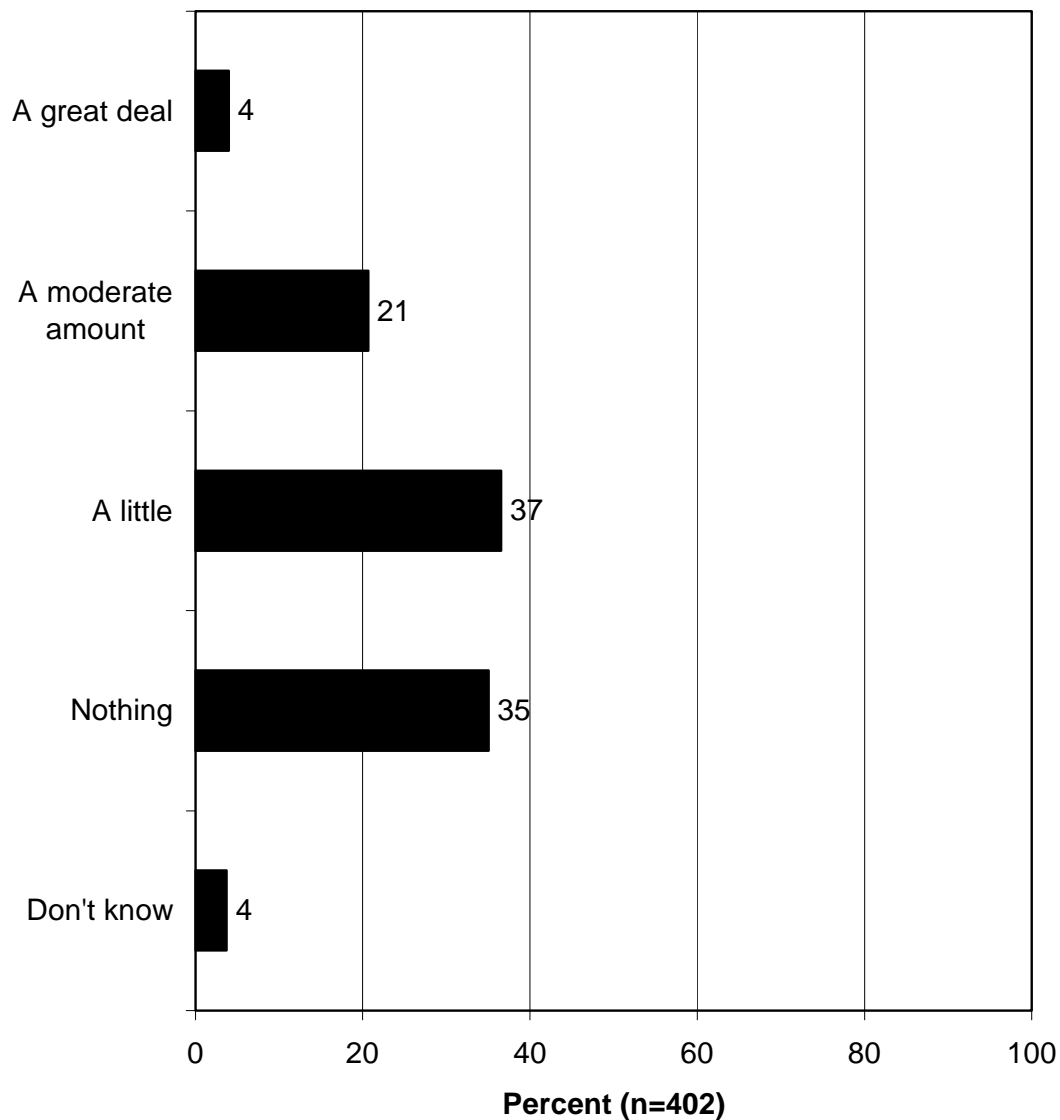
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- About a third of Florida residents (32%) could name the state agency, or a close derivative of the correct name, most responsible for managing and conserving fish and wildlife in Florida; nonetheless, a substantial percentage (69%) could not name the agency.
 - In a related question, after being informed that the Florida Fish and Wildlife Conservation Commission is the agency responsible for managing fish and wildlife in Florida, 25% said that prior to the survey they knew a great deal or moderate amount about the Florida Fish and Wildlife Conservation Commission, while 72% said they knew a little or nothing.

Q18. Which one government agency would you say is most responsible for managing and conserving fish and wildlife in Florida?



Q19. The Florida Fish & Wildlife Conservation Commission is responsible for managing and conserving fish and wildlife in Florida. Before this survey, would you say you knew a great deal, a moderate amount, a little, or nothing about the Commission?



SATISFACTION WITH/PERCEIVED BENEFITS PROVIDED BY/OPINIONS ON THE FLORIDA FISH AND WILDLIFE CONSERVATION COMMISSION

- A majority of Florida residents (52%) said that they were satisfied with the Florida Fish and Wildlife Conservation Commission overall as a governmental agency in Florida; 6% were dissatisfied. In a related question, respondents were more positive than negative in their opinions on whether the Commission is doing a better job than the formerly divided four agencies did at wildlife management: 22% said the new Commission is doing a much or somewhat better job than the formerly divided agencies, while 15% said the Commission is doing about the same job as the formerly divided agencies, and only 3% said the Commission is doing a worse job (the most common answer, at 60%, was, “Don’t know”).
 - Among those who had contacted the Fish and Wildlife Conservation Commission, 84% were satisfied with the contact (this latter graph is discussed and shown in the section of the report titled, “Contacts with the Florida Fish and Wildlife Conservation Commission”).

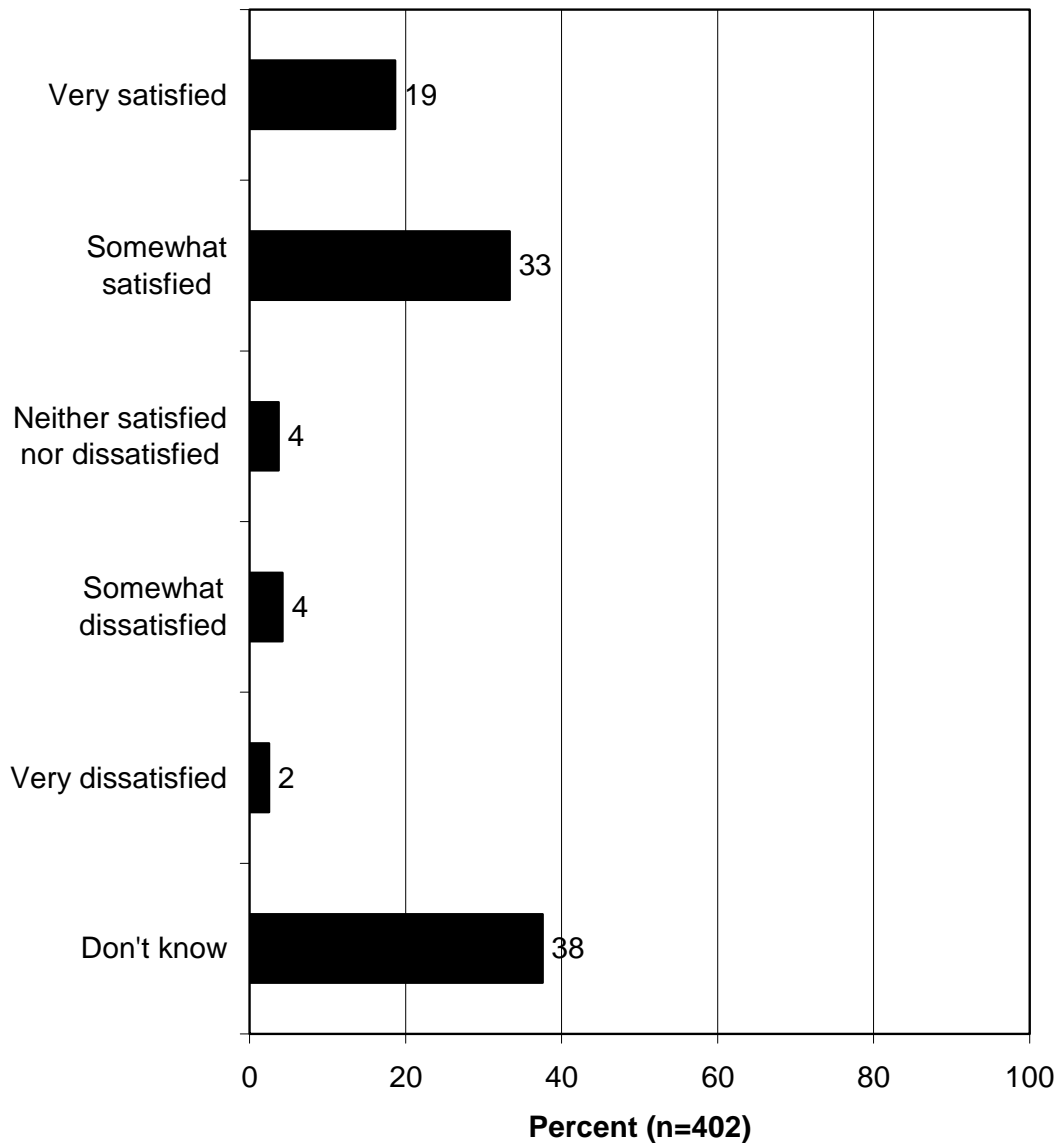
- The general public most commonly said that the benefits provided by the Florida Fish and Wildlife Conservation Commission are the conservation and protection of wildlife (32%), natural resources (23%), habitat (16%), the environment (14%), and endangered species (11%), as well as the enforcement of fish and wildlife laws (10%).
 - 4% indicated that the Fish and Wildlife Conservation Commission provides no benefits.

- Respondents were read six statements, three with negative connotations and three with positive connotations, and they were asked to indicate whether they agreed or disagreed with each statement. The results are mixed. Three of the top four statements, in a ranking of the percentages who agree with the statements, are positive. However, nearly as high a percentage agree that the work of the Commission is primarily influenced by politics (a negative statement) than agree that scientific fish and wildlife methods serve as the primary guide of the work of the Commission (a positive statement). The statement with which the highest percentage disagree is that the Commission primarily serves the interests of hunters and anglers (a negative statement), but the second highest in disagreement is that the

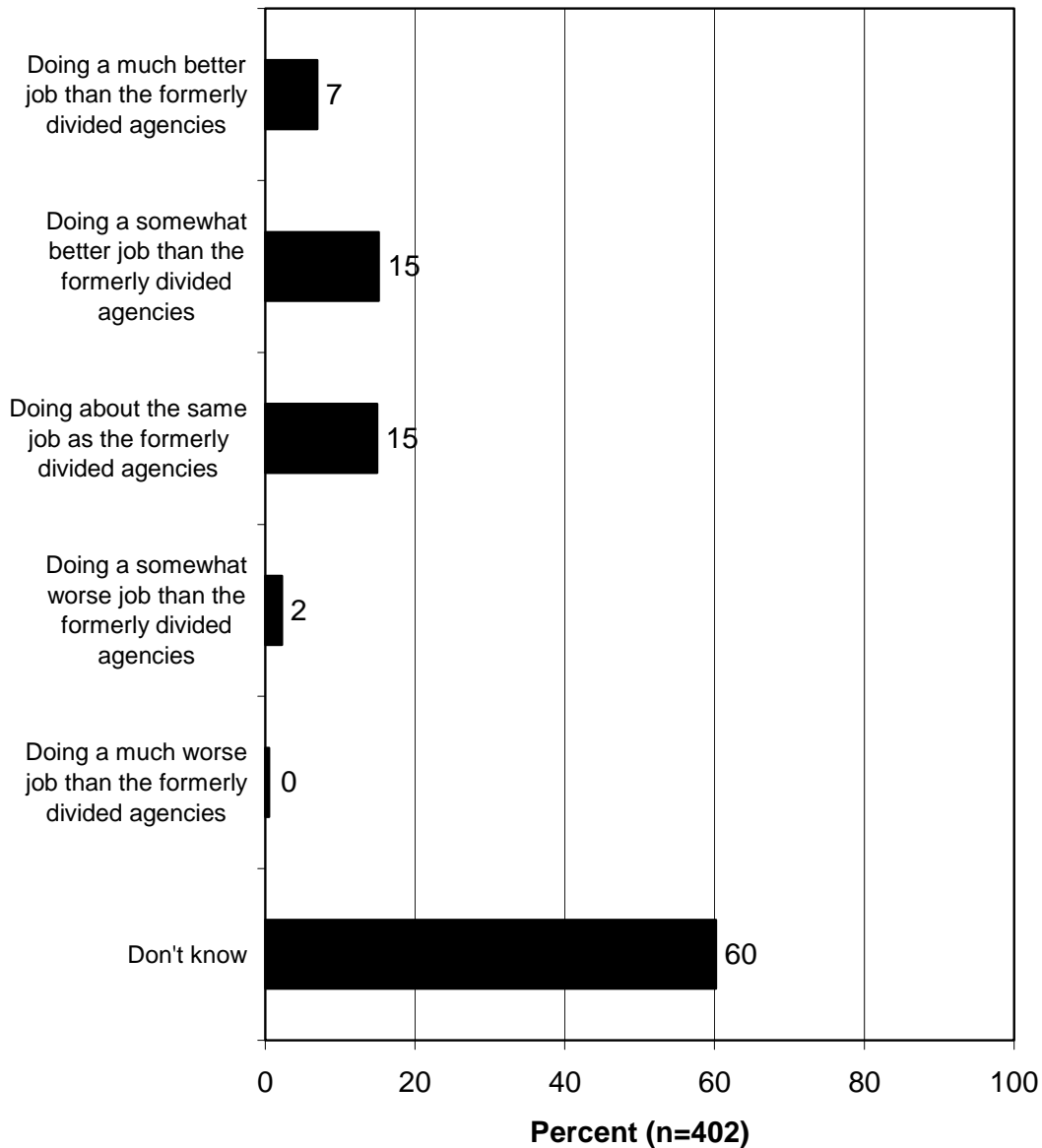
Commission is doing enough to conserve the state's fish and wildlife populations (a positive statement).

- For nearly every question in this series (Q26-Q31), moderate answers (either moderately agree or moderately disagree) slightly exceeded strong answers (strongly agree or strongly disagree).

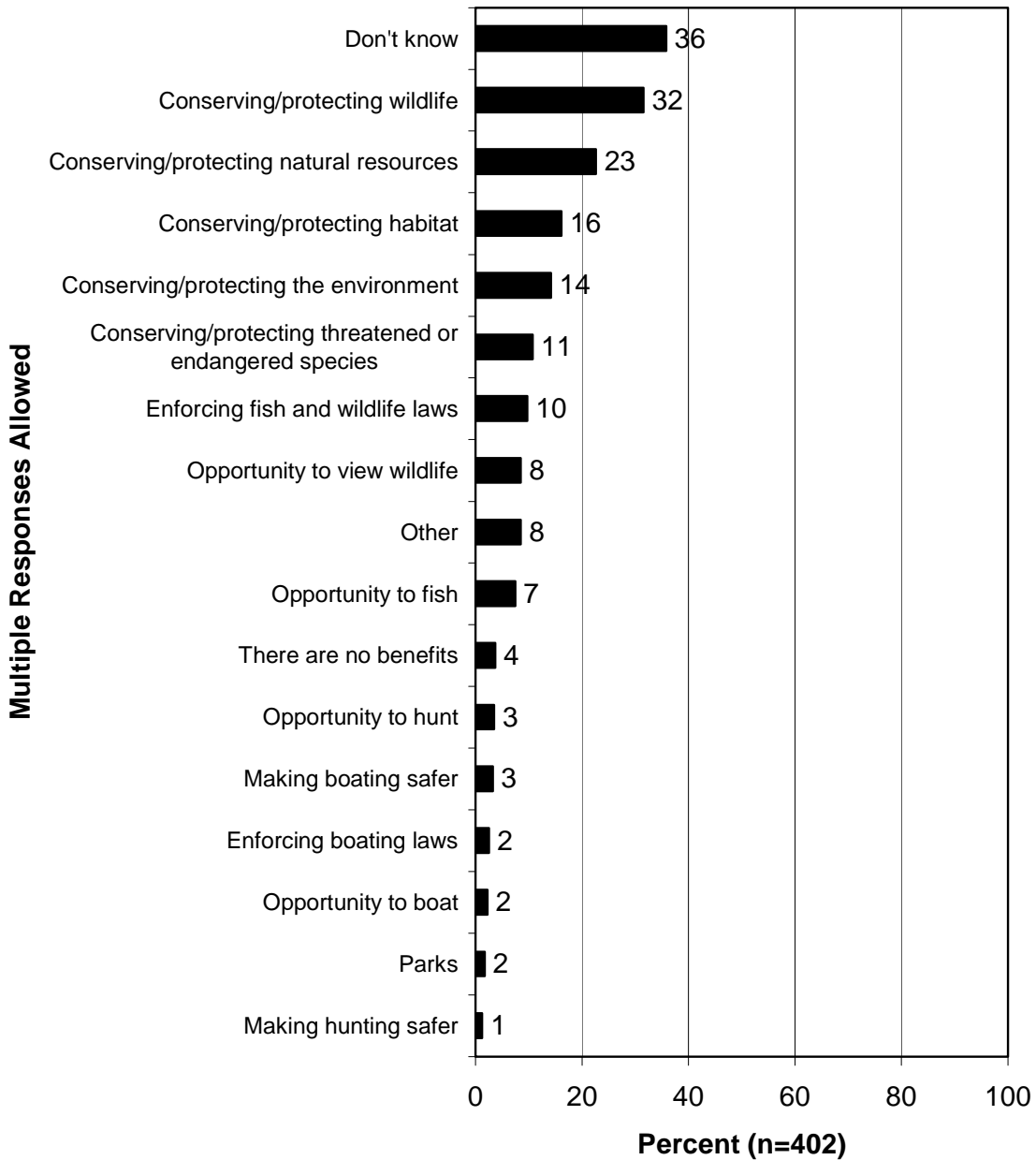
Q20. Now I would like to ask about your opinions regarding the FL Fish & Wildlife Conservation Commission. Overall, are you satisfied or dissatisfied with the FL Fish & Wildlife Conservation Commission as a governmental agency in Florida?



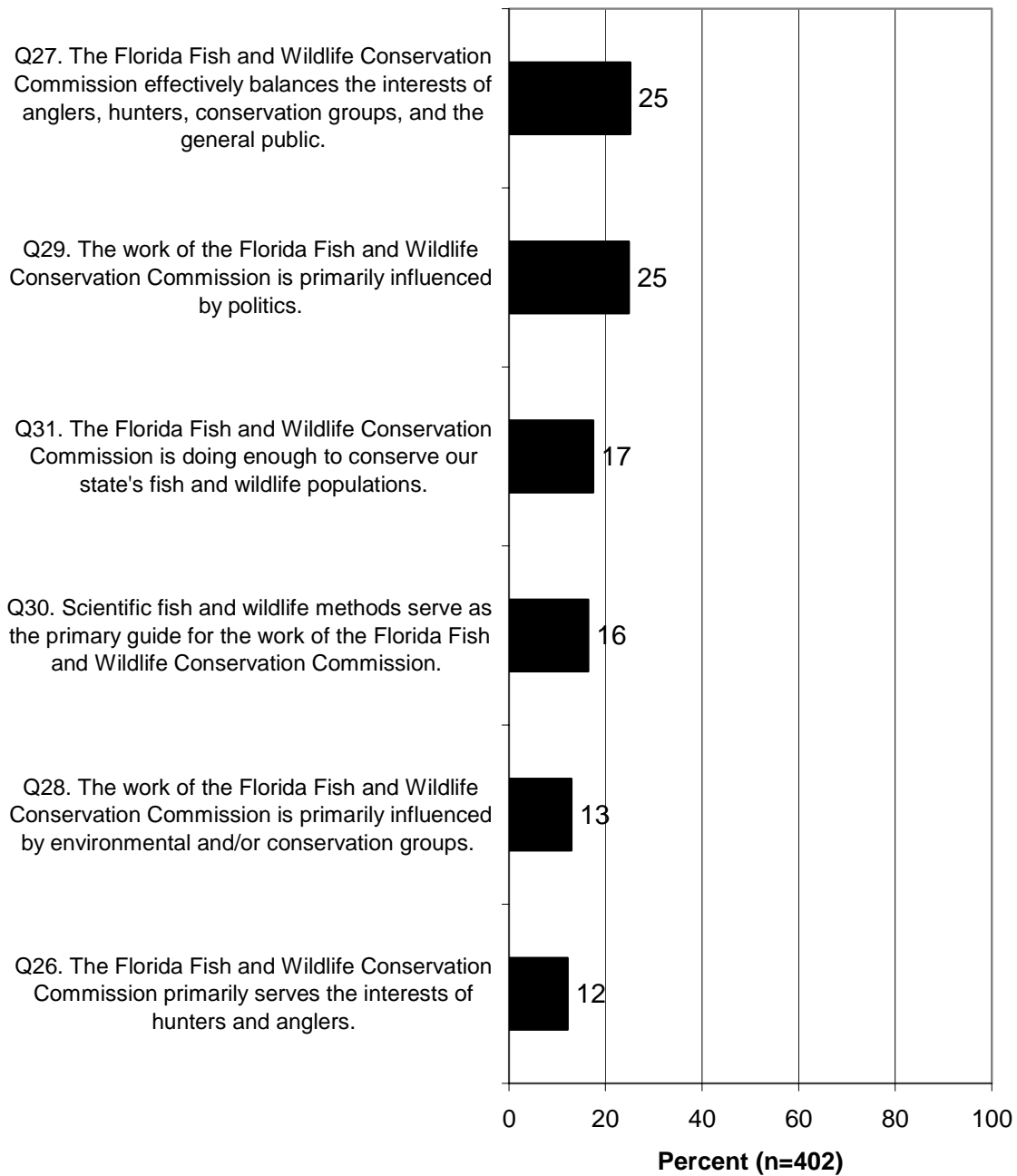
Q122. The Fish & Wildlife Conservation Commission was created in Florida by a state constitutional amendment voted on by the people of Florida to merge all wildlife management under one agency. After 4 years, do you think the new agency is:



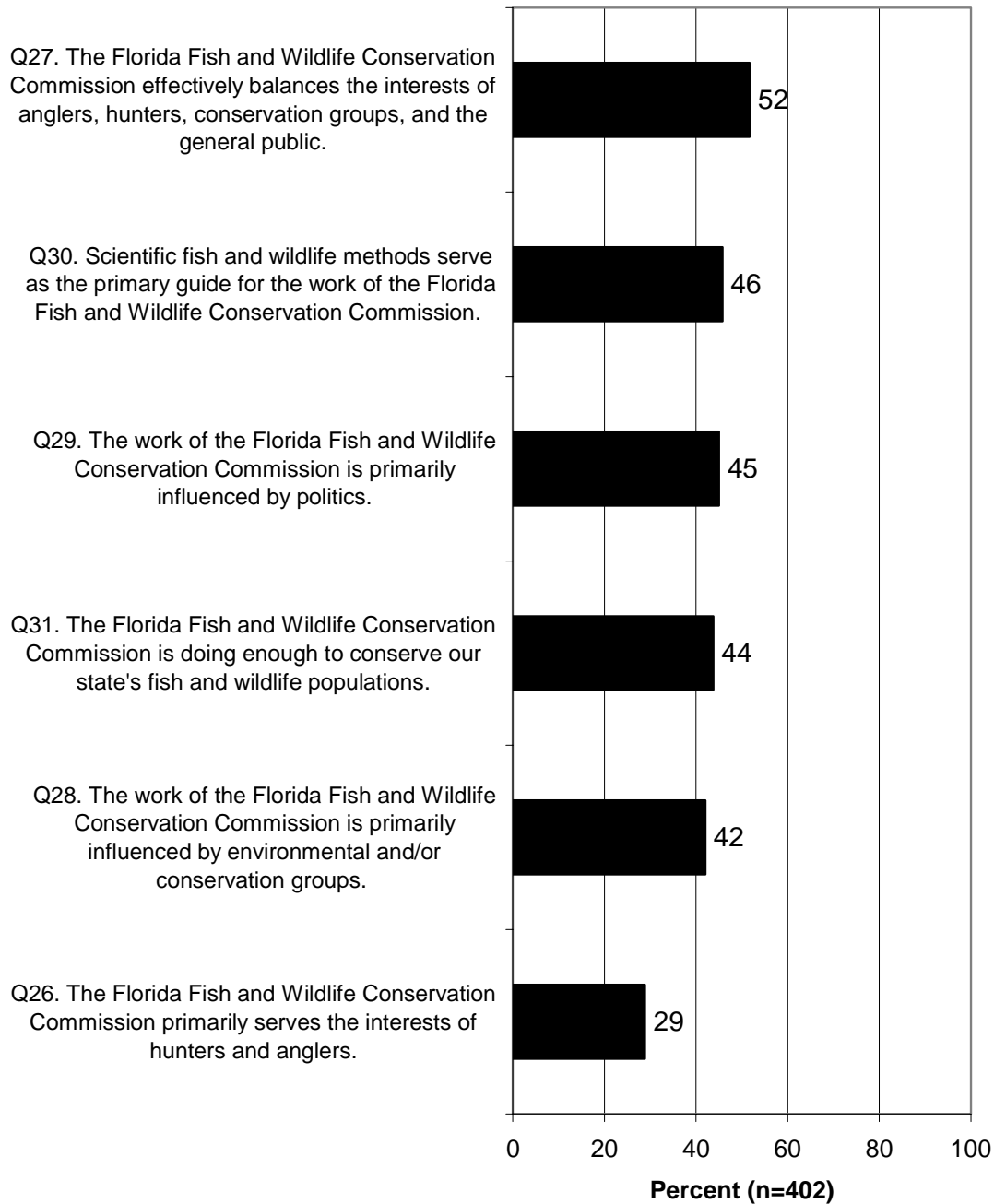
Q22. What do you see as the benefits the FL Fish & Wildlife Conservation Commission provides you with?



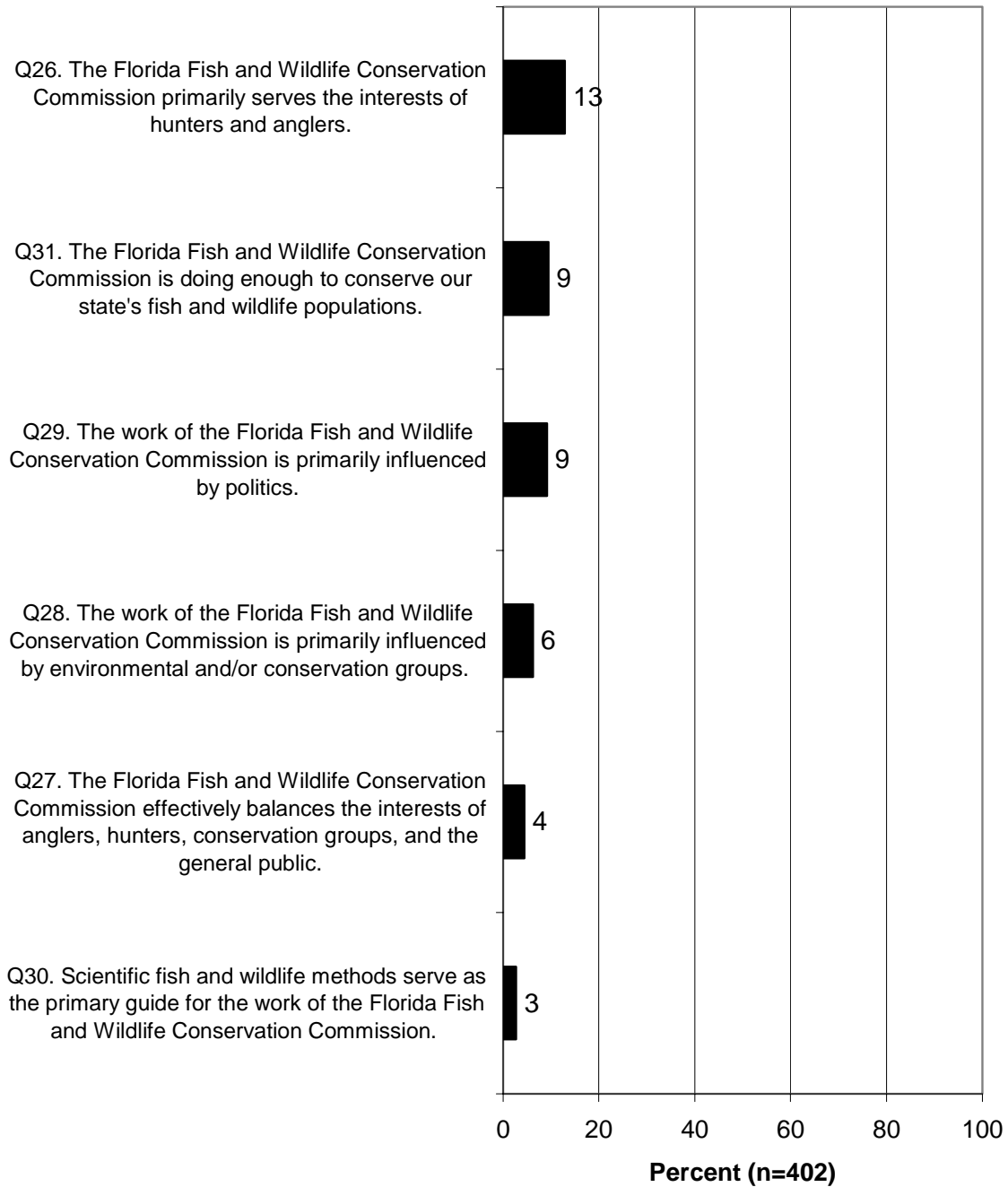
Q26-Q31. Percent who strongly agree with the following statements.



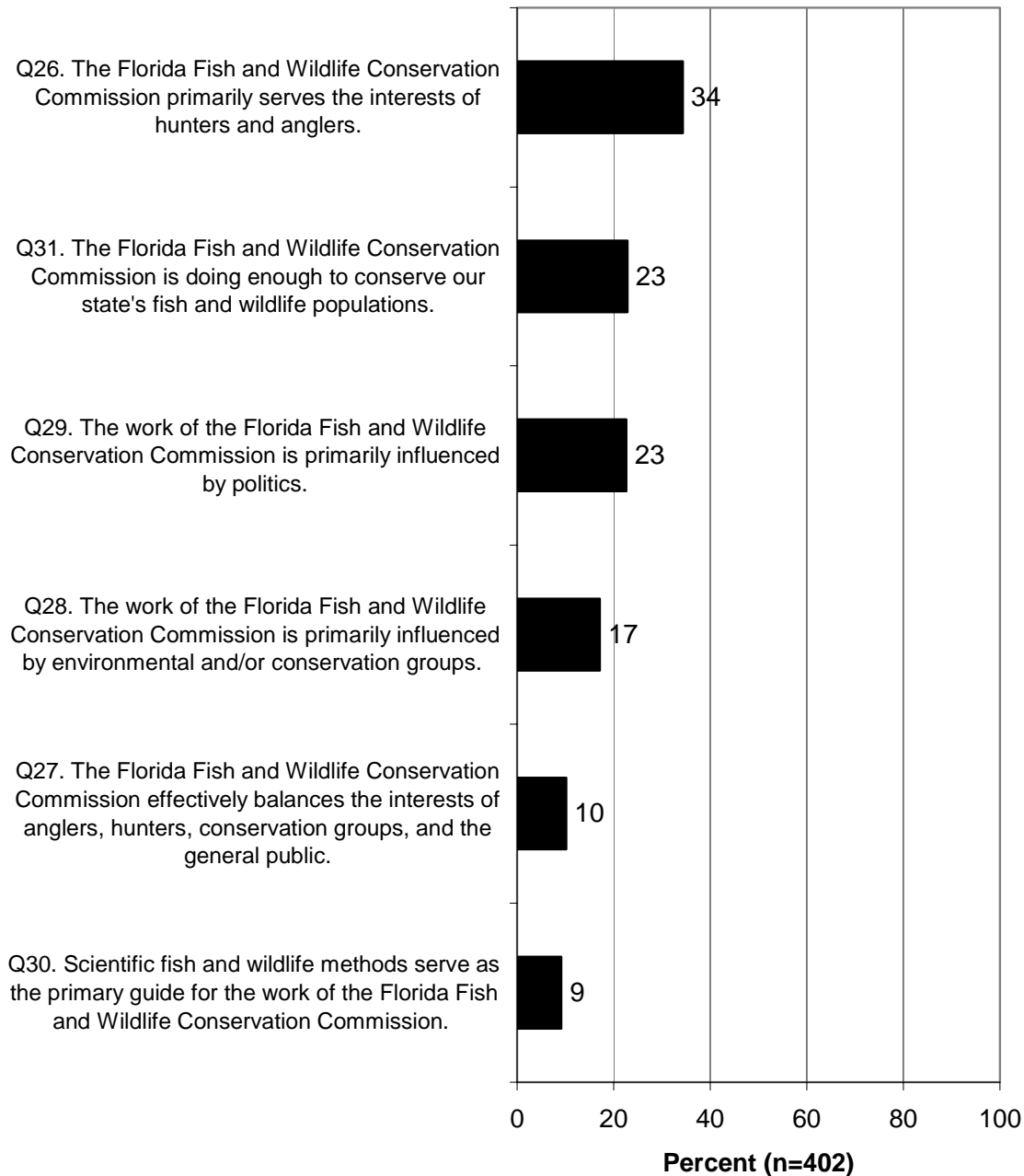
Q26-Q31. Percent who strongly or moderately agree with the following statements.



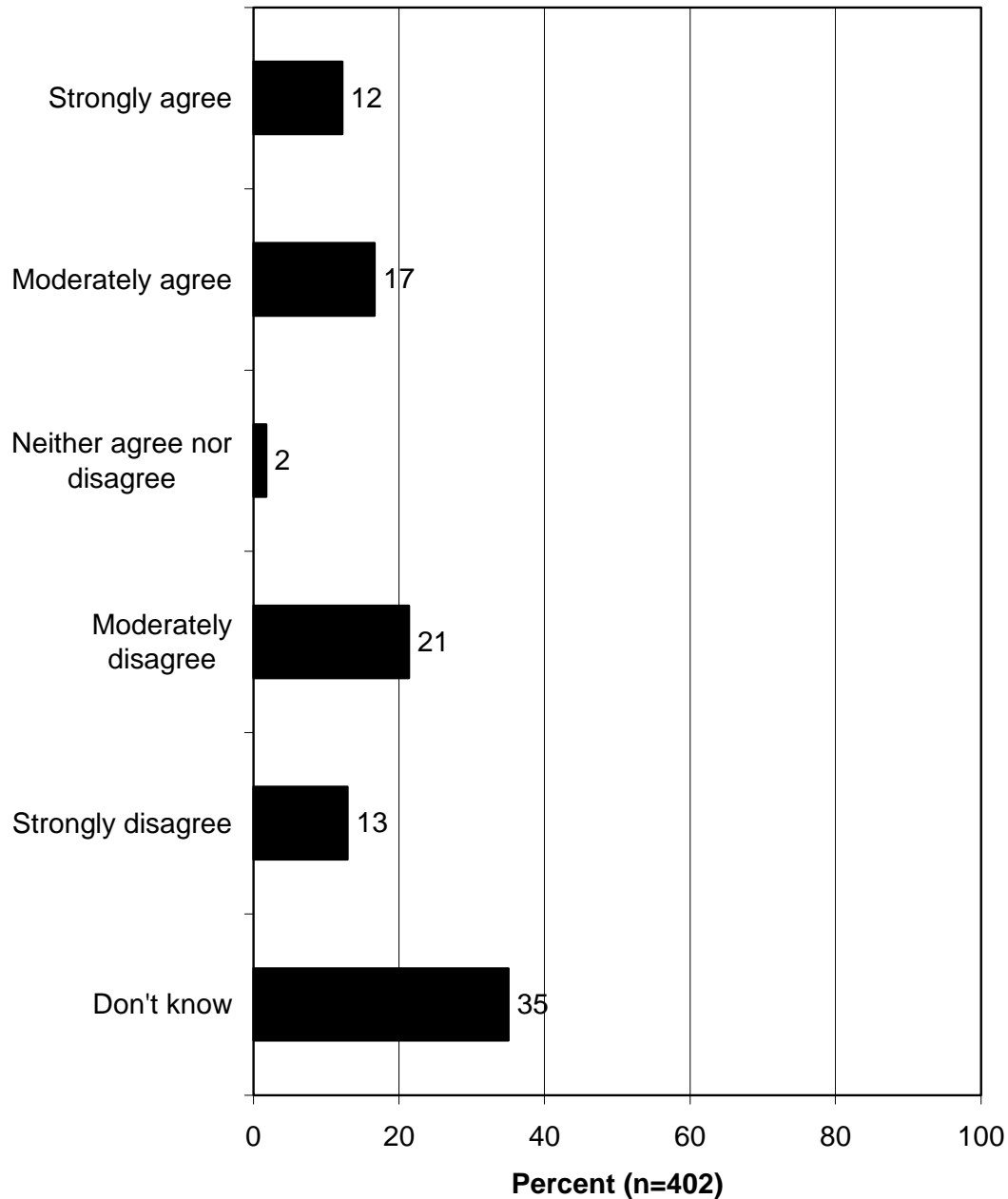
Q26-Q31. Percent who strongly disagree with the following statements.



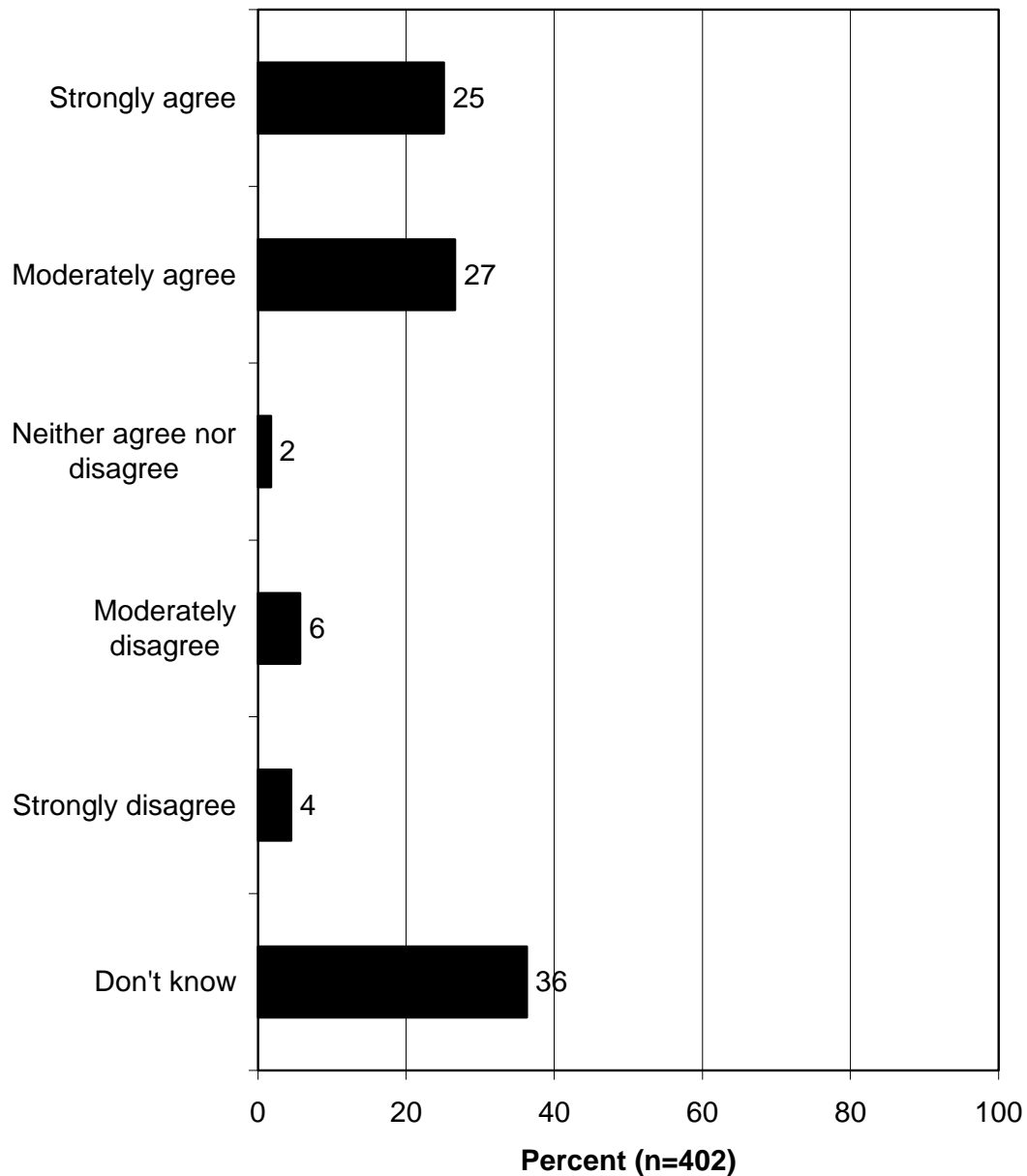
Q26-Q31. Percent who strongly or moderately disagree with the following statements.



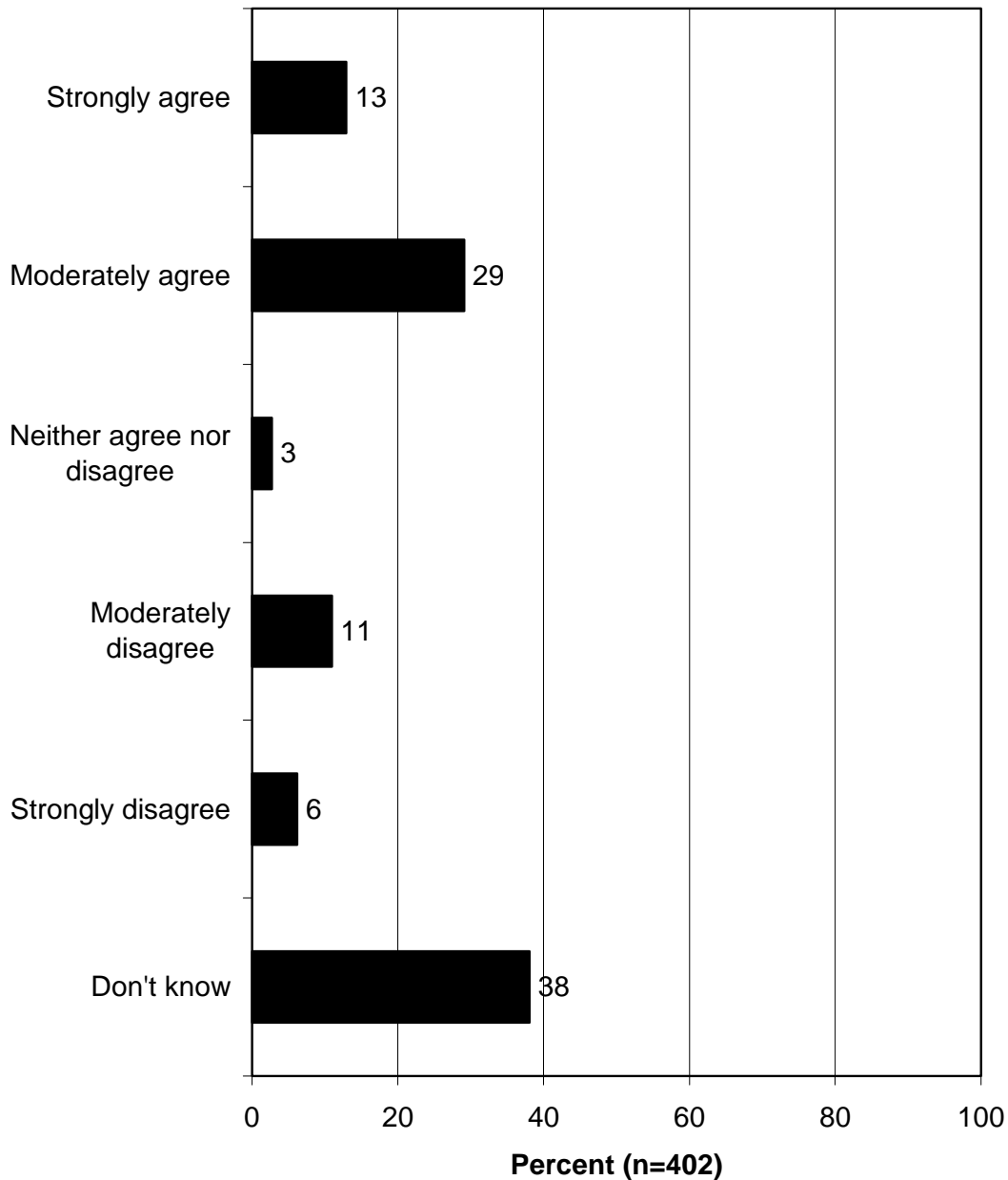
Q26. The FL Fish & Wildlife Conservation Commission primarily serves the interests of hunters and anglers. Do you agree or disagree with this statement?



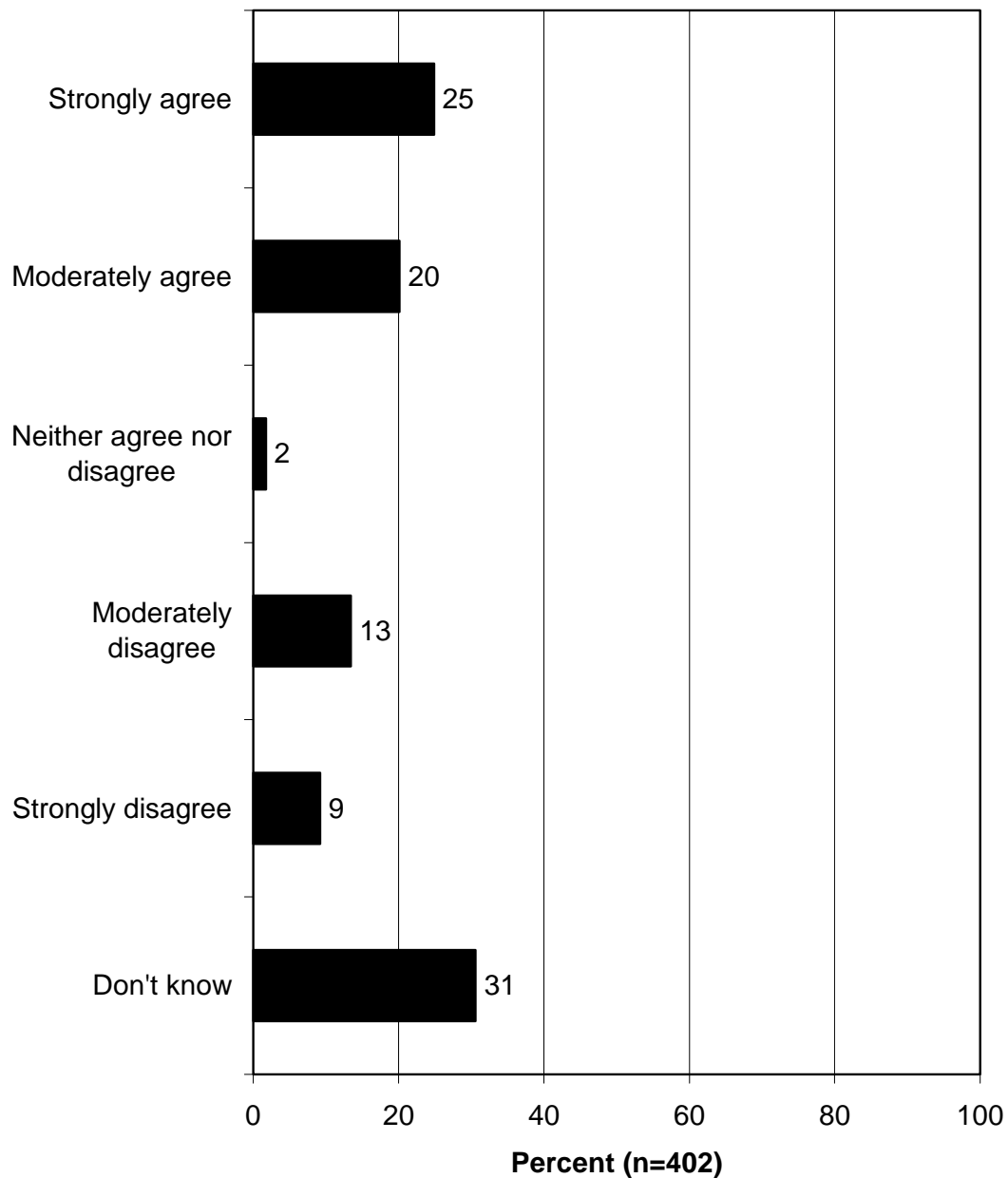
Q27. The FL Fish & Wildlife Conservation Commission effectively balances the interests of anglers, hunters, conservation groups, and the general public. Do you agree or disagree with this statement?



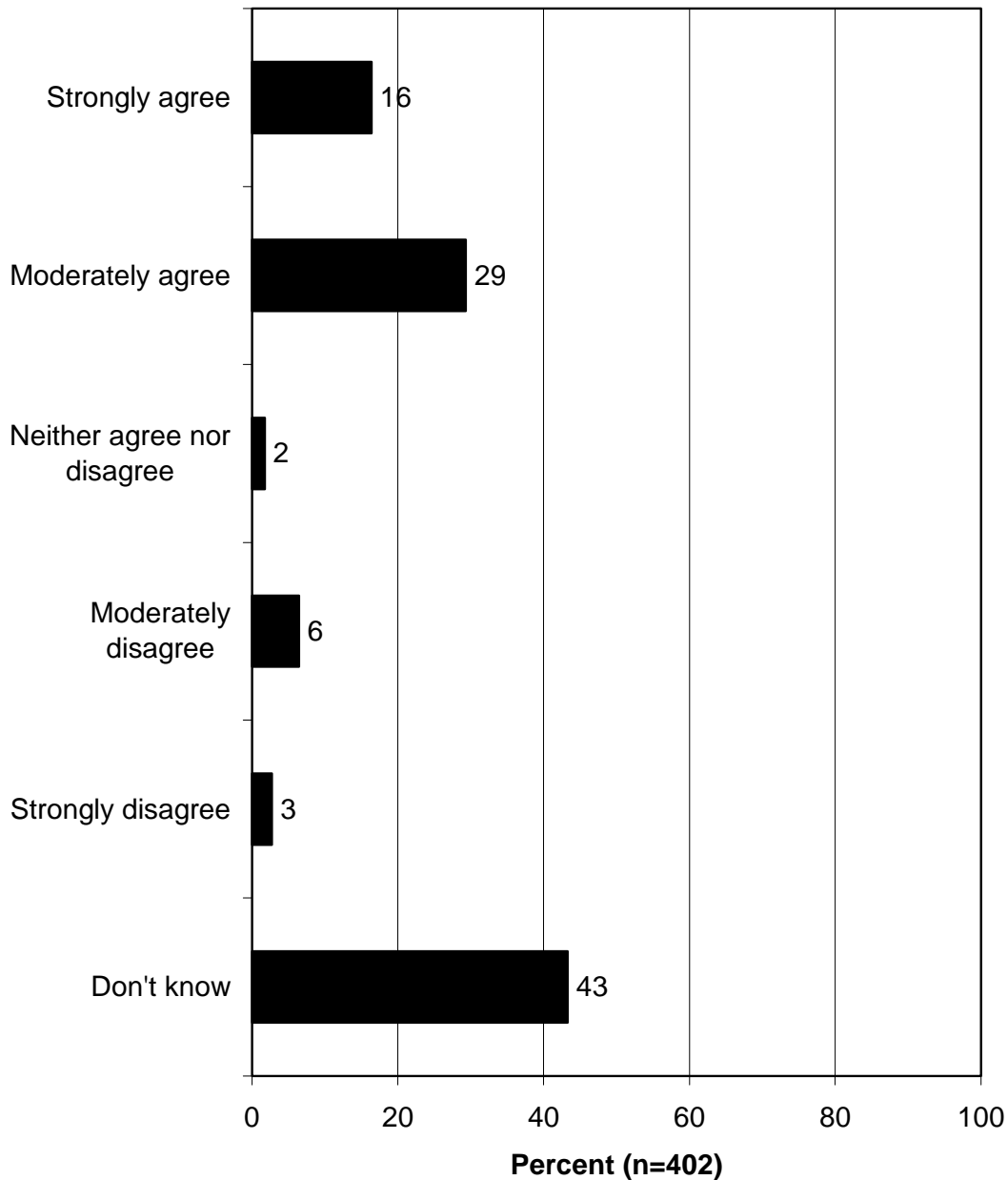
Q28. The work of the FL Fish & Wildlife Conservation Commission is primarily influenced by environmental and/or conservation groups. Do you agree or disagree with this statement?



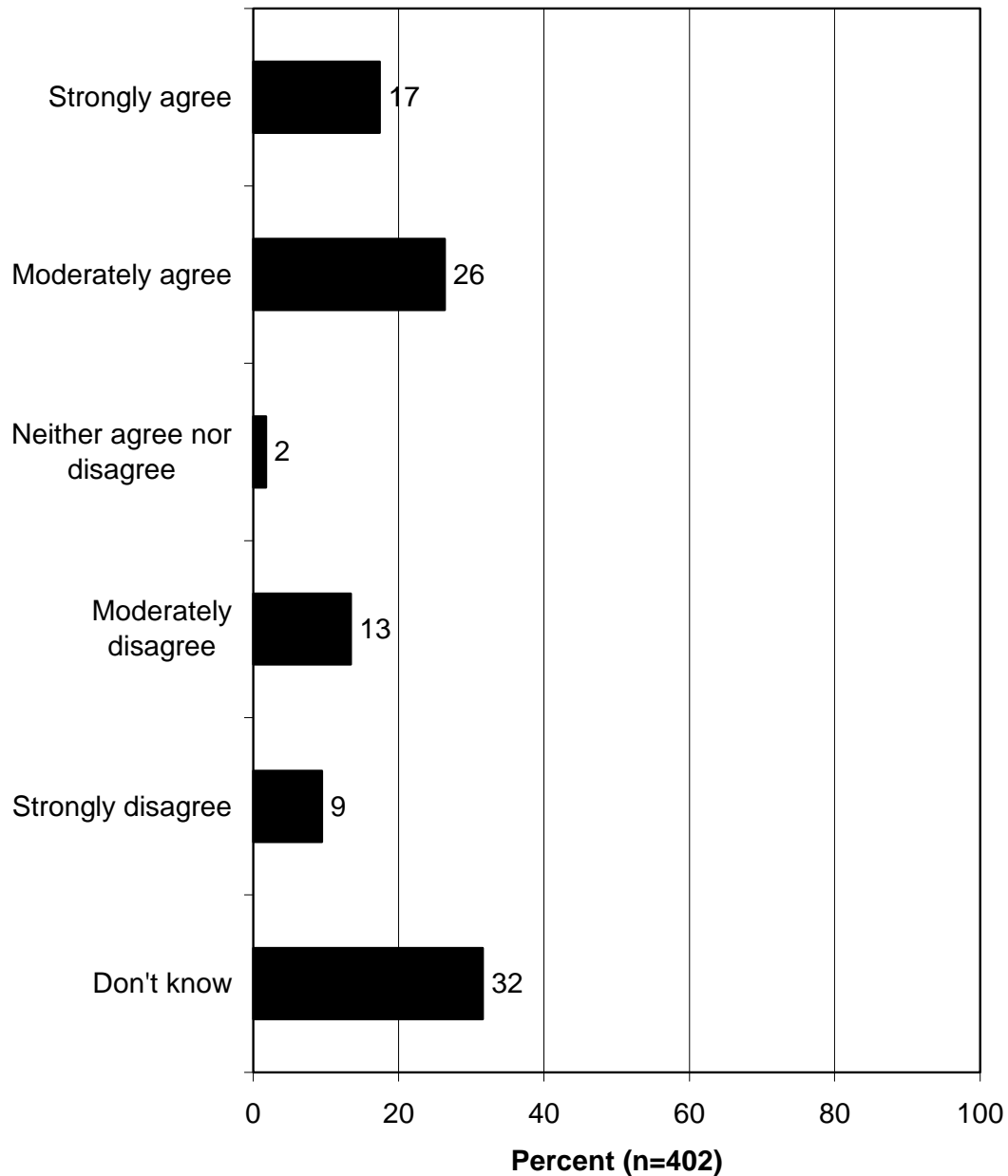
Q29. The work of the FL Fish & Wildlife Conservation Commission is primarily influenced by politics. Do you agree or disagree with this statement?



Q30. Scientific fish and wildlife methods serve as the primary guide for the work of the FL Fish & Wildlife Conservation Commission. Do you agree or disagree with this statement?



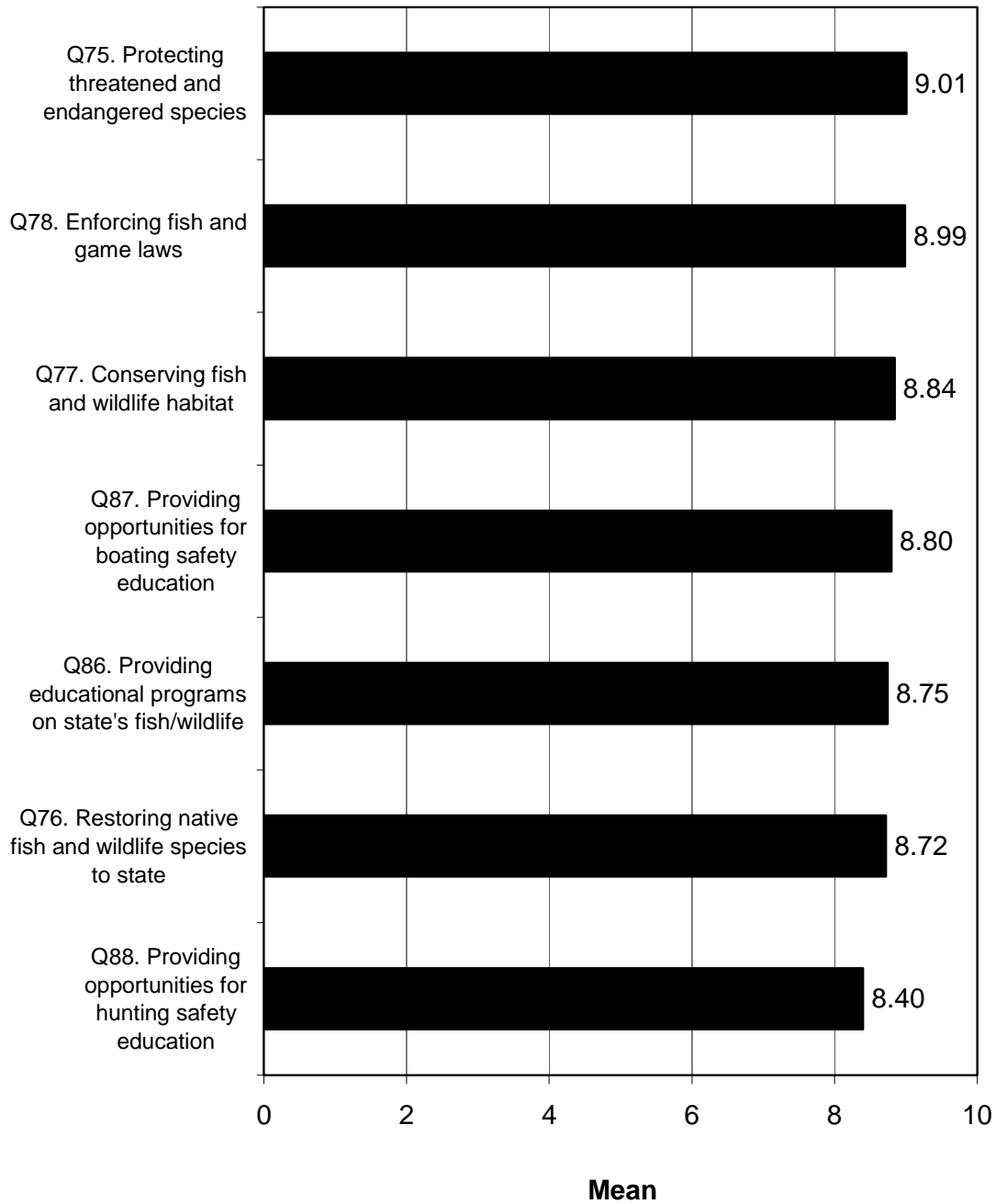
Q31. The FL Fish & Wildlife Conservation Commission is doing enough to conserve our state's fish and wildlife populations. Do you agree or disagree with this statement?



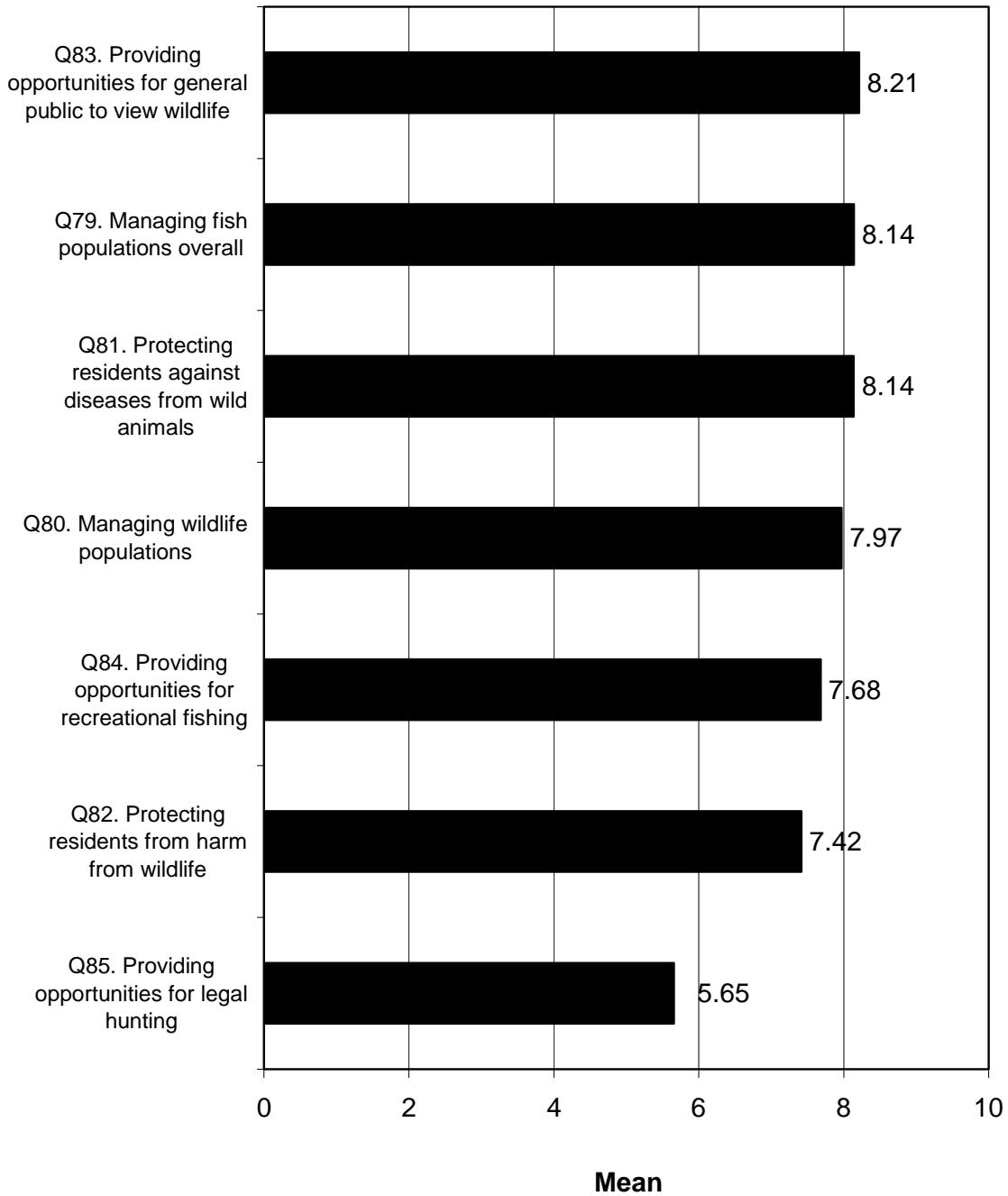
RATINGS OF IMPORTANCE AND PERFORMANCE OF FLORIDA FISH AND WILDLIFE CONSERVATION COMMISSION PROGRAMS

- Florida residents were asked to rate the importance of 14 program areas of the Florida Fish and Wildlife Conservation Commission; they were then asked to rate the performance of the Fish and Wildlife Conservation Commission in the same program areas. The ratings were on a scale of 0 to 10, with 0 being unimportant/poor and 10 being important/excellent. First is an examination of the importance ratings, and then an examination of the performance ratings, followed by a comparison of the two.
- All programs about which the survey asked were rated high in both importance and performance—above the midpoint of the ratings scale for all programs. Additionally, the scatterplot of all program areas that is discussed below shows all programs in the upper right quadrant at high importance *and* high performance. All further discussion of differences in program ratings refer to small differences within these high ratings.
- The top program areas in importance (based on a ranking of the means) were protecting threatened and endangered species (mean of 9.01) and enforcing fish and game laws (8.99). Also high in the ranking were conserving fish and wildlife habitat (8.84) and providing opportunities for boating safety education (8.80).
 - The lowest ranked program area was providing opportunities for legal hunting (5.65).
 - The top ranked programs in a ranking of the percent giving a rating of 10 in importance were protecting threatened and endangered species (66% gave a rating of 10), enforcing fish and game laws (61%), and conserving fish and wildlife habitat (58%).
- The top program areas in performance (based on a ranking of the means) were protecting residents from harm from wildlife (mean of 7.78), enforcing fish and game laws (7.59), and protecting residents against diseases from wild animals (7.43).
 - The lowest ranked program areas were restoring native fish and wildlife species to the state (6.22) and providing opportunities for hunting safety education (6.23).
 - The top ranked programs in a ranking of the percent giving a rating of 10 in performance were protecting residents from diseases from wild animals (30% gave a rating of 10), protecting residents from harm from wildlife (30%), and providing opportunities for recreational fishing (28%).

**Q75-Q88. Please rate the importance of... (on a scale of 0 to 10, with 10 the most important).
Part 1.**

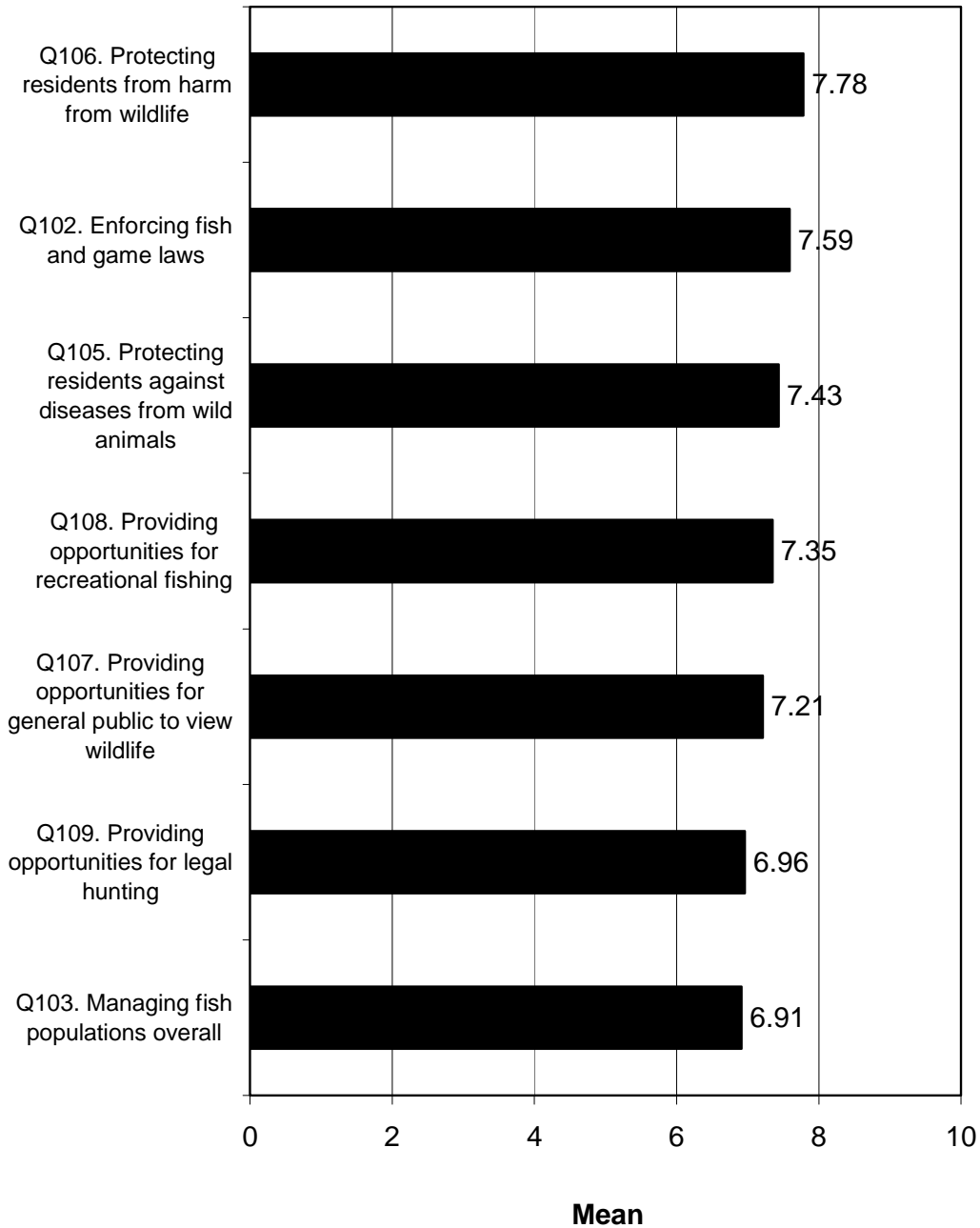


**Q75-Q88. Please rate the importance of... (on a scale of 0 to 10, with 10 the most important).
Part 2.**



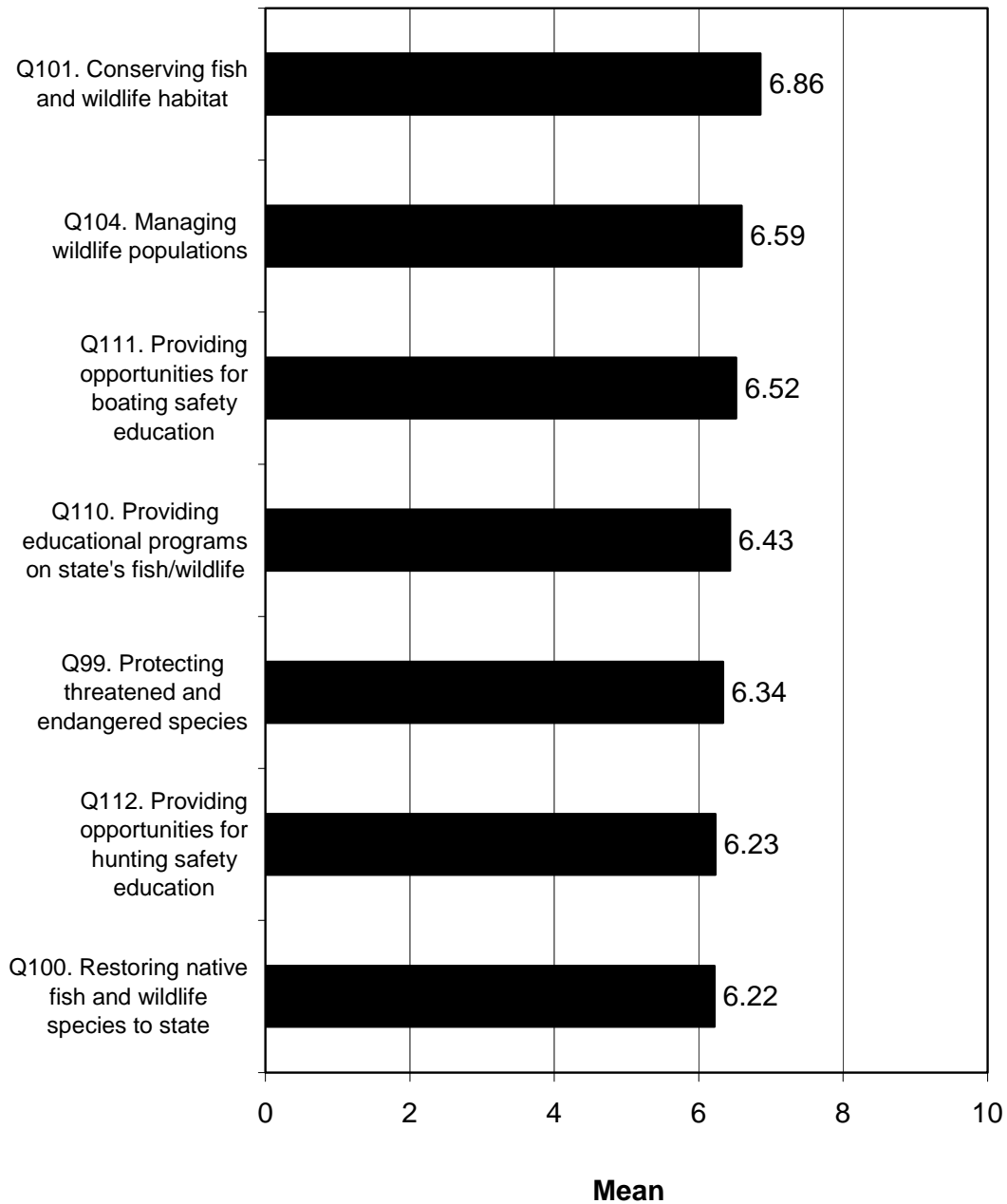
Q99-Q112. Please rate the performance of the agency in ... (on a scale of 0 to 10, with 10 an excellent performance).

Part 1.



Q99-Q112. Please rate the performance of the agency in ... (on a scale of 0 to 10, with 10 an excellent performance).

Part 2.



- There are several ways to compare the ratings. The first compares the means of ratings of importance and performance and then examines the difference. For all program areas except two (protecting residents from harm from wildlife and providing opportunities for legal hunting), the mean importance rating exceeded mean performance rating. In two program areas, the importance mean exceeded the performance mean by 2.50 or more points, indicating that these program areas' performance is not commensurate with the importance placed on them: protecting threatened and endangered species (difference in means of 2.67) and restoring native fish and wildlife to the state (difference of 2.50).
- Providing opportunities for recreational fishing and protecting residents from harm from wildlife were the closest in importance and performance.

PROGRAM AREA/EFFORT (Ranked by importance rating)	IMPOR- TANCE RATING	PERFORM -ANCE RATING	DIFFER- ENCE IN RATINGS
Protecting threatened and endangered species	9.01	6.34	2.67
Enforcing fish and game laws	8.99	7.59	1.40
Conserving fish and wildlife habitat	8.84	6.86	1.99
Providing opportunities for boating safety education	8.80	6.52	2.28
Providing educational programs on the state's fish and wildlife	8.75	6.43	2.31
Restoring native fish and wildlife to the state	8.72	6.22	2.50
Providing opportunities for hunting safety education	8.40	6.23	2.17
Providing opportunities for general public to view wildlife	8.21	7.21	1.00
Managing fish populations	8.14	6.91	1.23
Protecting residents from diseases from wild animals	8.14	7.43	0.71
Managing wildlife populations	7.97	6.59	1.38
Providing opportunities for recreational fishing	7.68	7.35	0.33
Protecting residents from harm from wildlife	7.42	7.78	-0.37
Providing opportunities for legal hunting	5.65	6.96	-1.31

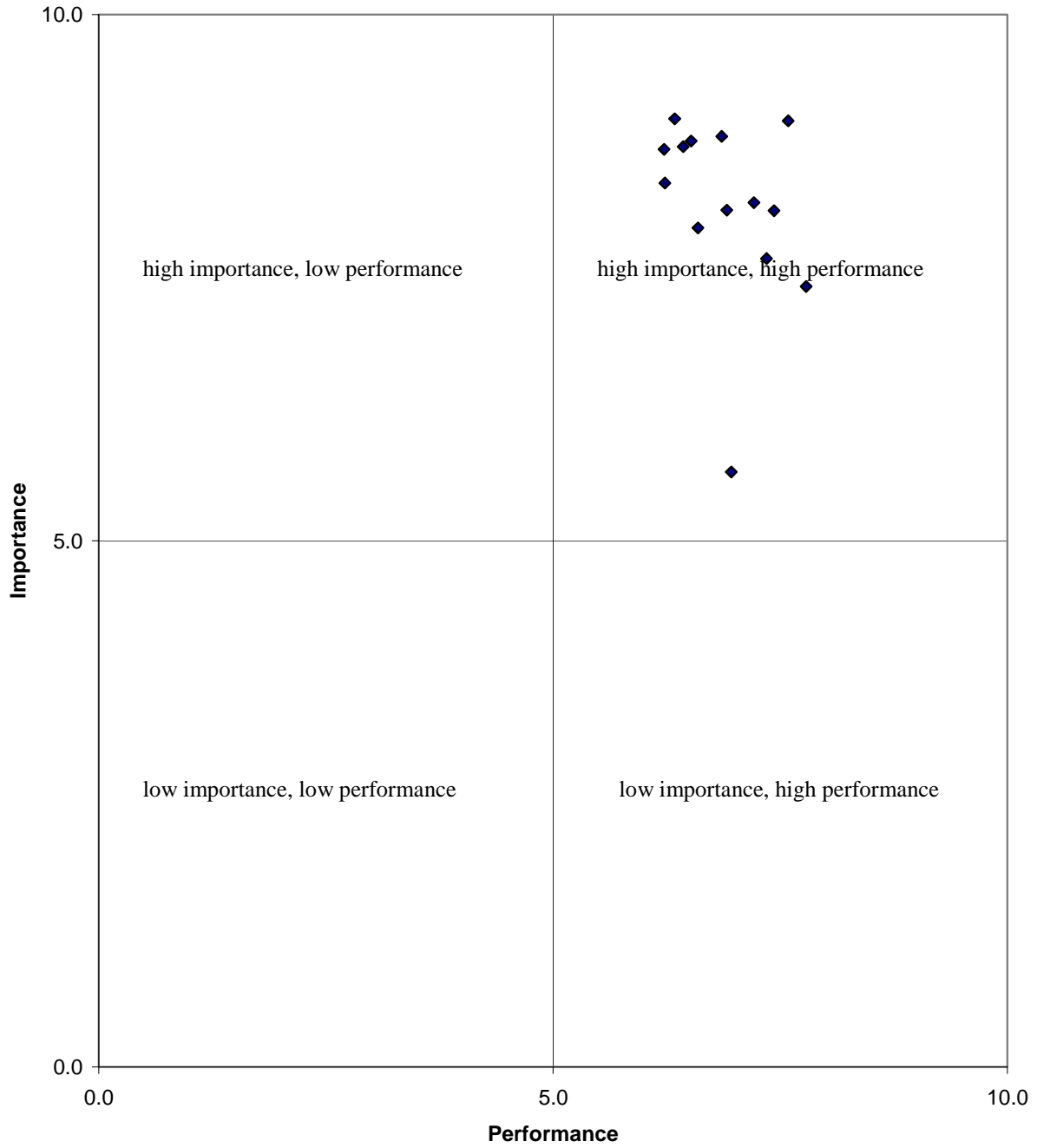
- The second way to compare the importance and performance ratings is by looking at the percent who gave a rating of 10 for each. Three program areas had differences of more than 40 percentage points between the percent giving an importance rating of 10 and the percent giving a performance rating of 10: protecting threatened and endangered species (percentage point difference of 47), conserving fish and wildlife habitat (difference of 41), and restoring native fish and wildlife to the state (difference of 41).
- Providing opportunities for legal hunting and providing opportunities for recreational fishing were the closest in importance and performance.

PROGRAM AREA/EFFORT (Ranked by importance rating)	PERCENT GIVING AN IMPOR- TANCE RATING OF "10"	PERCENT GIVING A PERFOR- MANCE RATING OF "10"	DIFFER- ENCE IN PERCENT GIVING RATINGS OF "10"
Protecting threatened and endangered species	66	19	47
Enforcing fish and game laws	61	26	35
Conserving fish and wildlife habitat	58	17	41
Restoring native fish and wildlife to the state	56	15	41
Providing opportunities for hunting safety education	55	23	32
Providing educational programs on the state's fish and wildlife	55	23	32
Providing opportunities for boating safety education	54	22	32
Protecting residents from diseases from wild animals	51	30	21
Providing opportunities for general public to view wildlife	47	23	24
Managing wildlife populations	42	17	25
Managing fish populations	41	19	22
Protecting residents from harm from wildlife	40	30	10
Providing opportunities for recreational fishing	36	28	8
Providing opportunities for legal hunting	18	25	-7

- Finally, scatterplots with importance on one axis and performance on the other show that five program areas have low performance ratings relative to their importance ratings: protecting threatened and endangered species, restoring native fish and wildlife to the state, providing educational programs on the state's fish and wildlife, providing opportunities for hunting safety education, and providing opportunities for boating safety education. One program, providing opportunities for legal hunting, had a low importance rating relative to its performance rating.

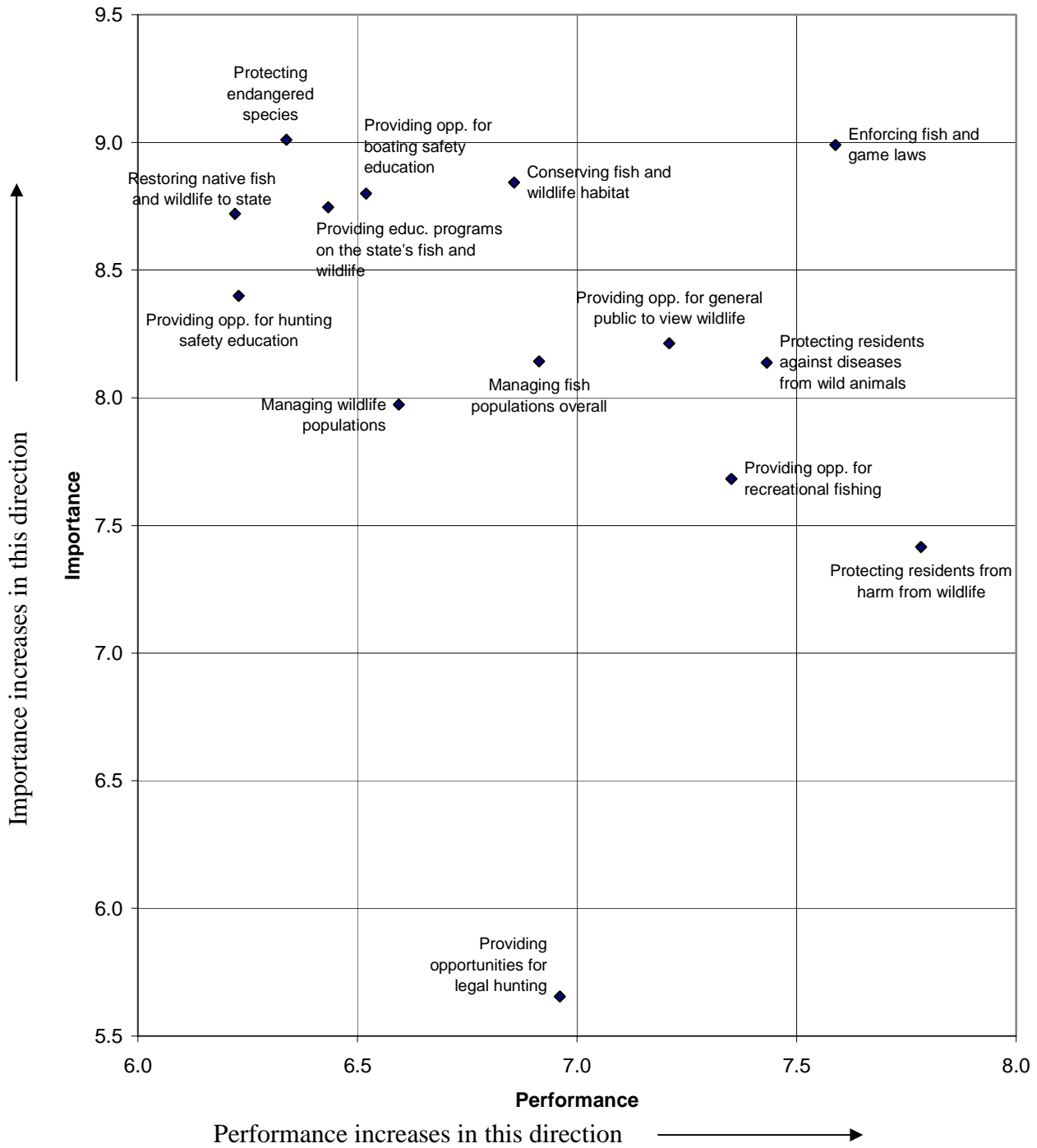
Comparison of ratings of importance and performance of programs/efforts.

(Graph is correctly scaled.)



Comparison of ratings of importance and performance of programs/efforts.

(Not graphed to scale for display purposes.)



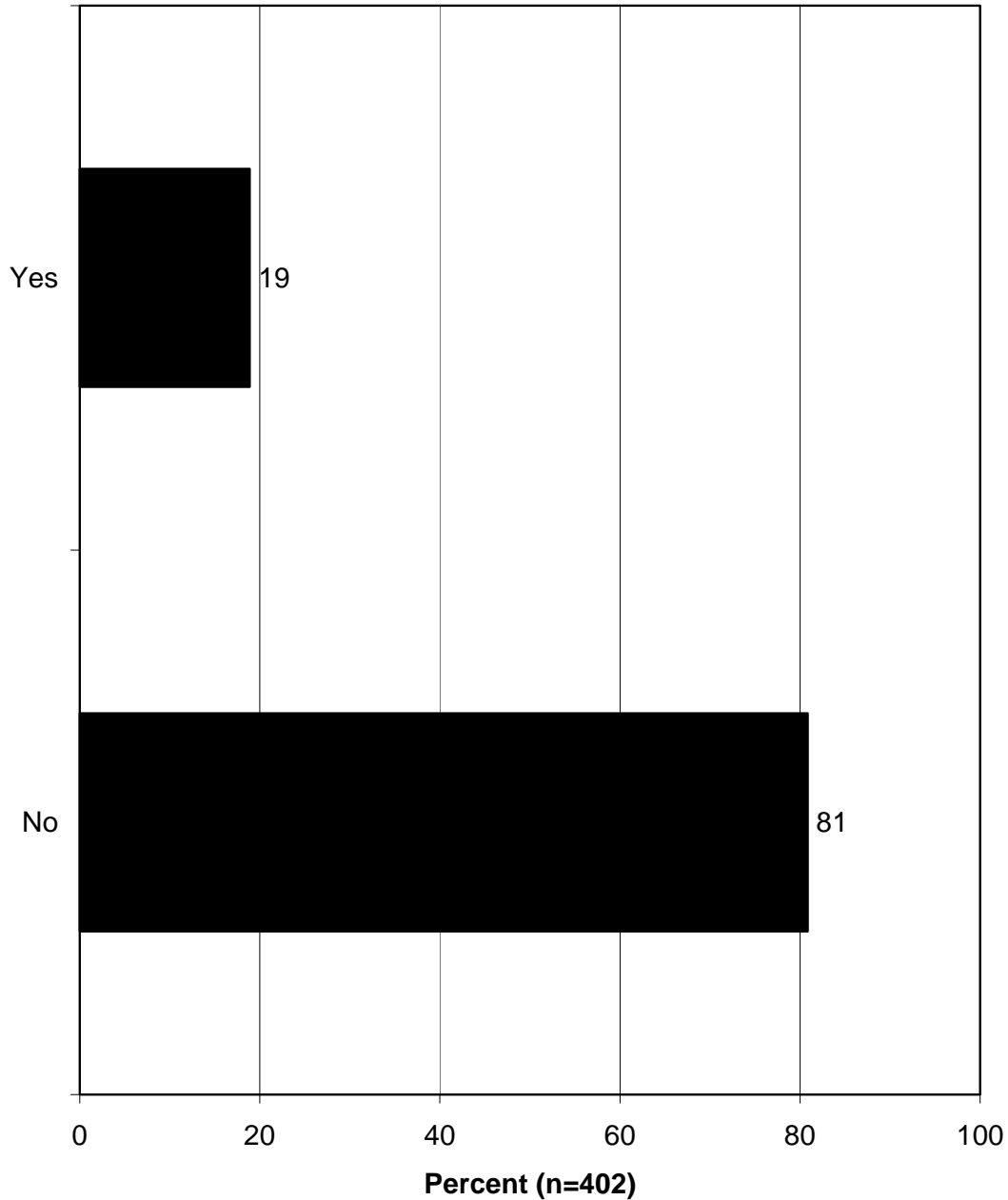
CONTACTS WITH THE FLORIDA FISH AND WILDLIFE CONSERVATION COMMISSION

- A little less than a fifth of Florida residents (19%) have contacted the Florida Fish and Wildlife Conservation Commission for information or assistance.
 - Most commonly that contact was by telephone (64% of those who contacted the Fish and Wildlife Conservation Commission); 14% of those who contacted the Fish and Wildlife Conservation Commission did so via the Internet.
 - Most commonly, those who contacted the Fish and Wildlife Conservation Commission sought help with nuisance wildlife removal (20%), or information about hunting (17% re: hunting in general, 5% for hunting license information) or fishing (14% in general, 7% for fishing license information); a sizable percentage asked about wildlife viewing (8%) or about conserving fish and wildlife and their habitat (8%).

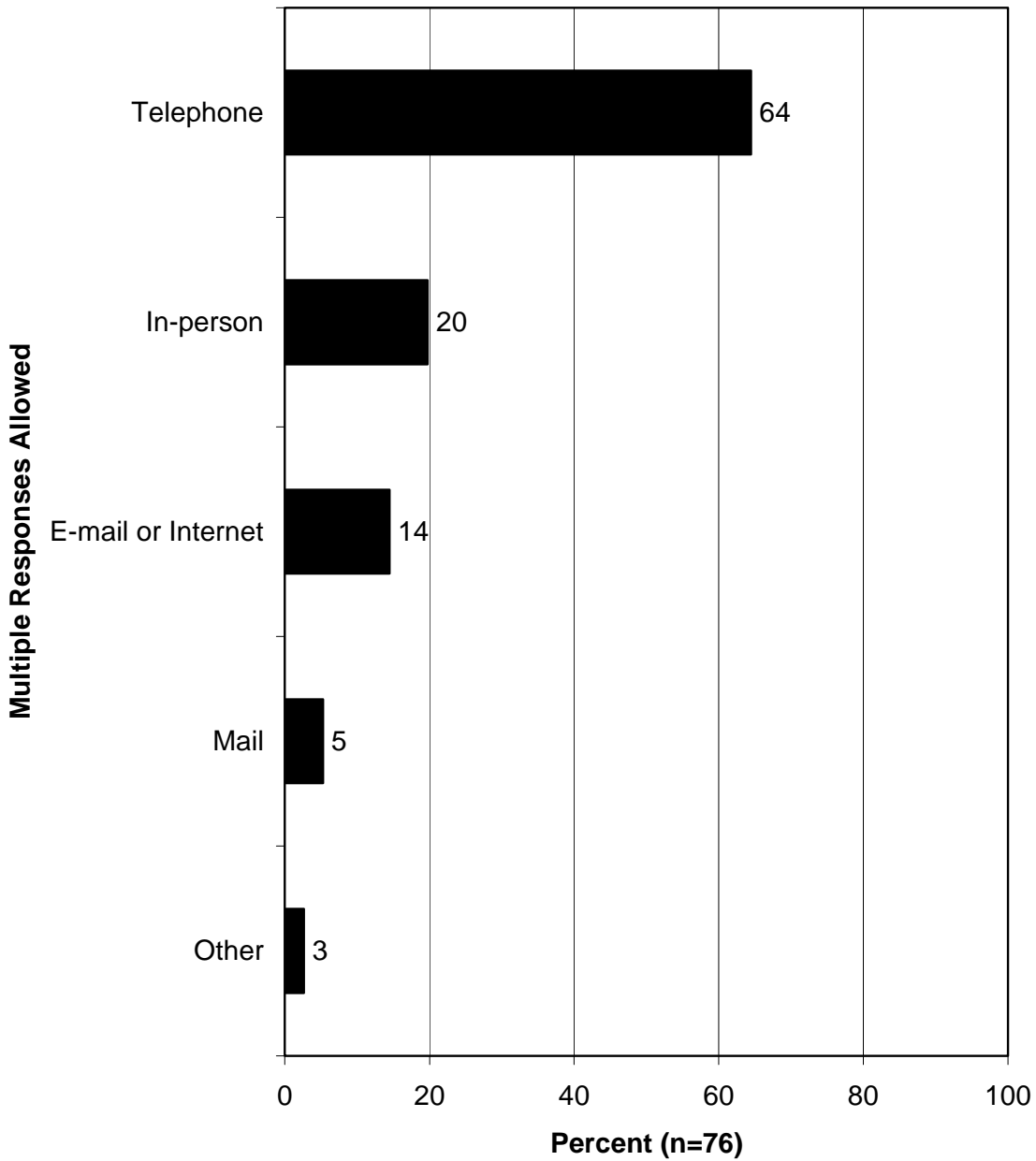
- Among those who had contacted the Fish and Wildlife Conservation Commission, 84% were satisfied with the contact, with most of those very satisfied.

- A substantial percentage of respondents (42%) indicated that they would be very or somewhat likely to contact the Fish and Wildlife Conservation Commission for information or assistance in the future.

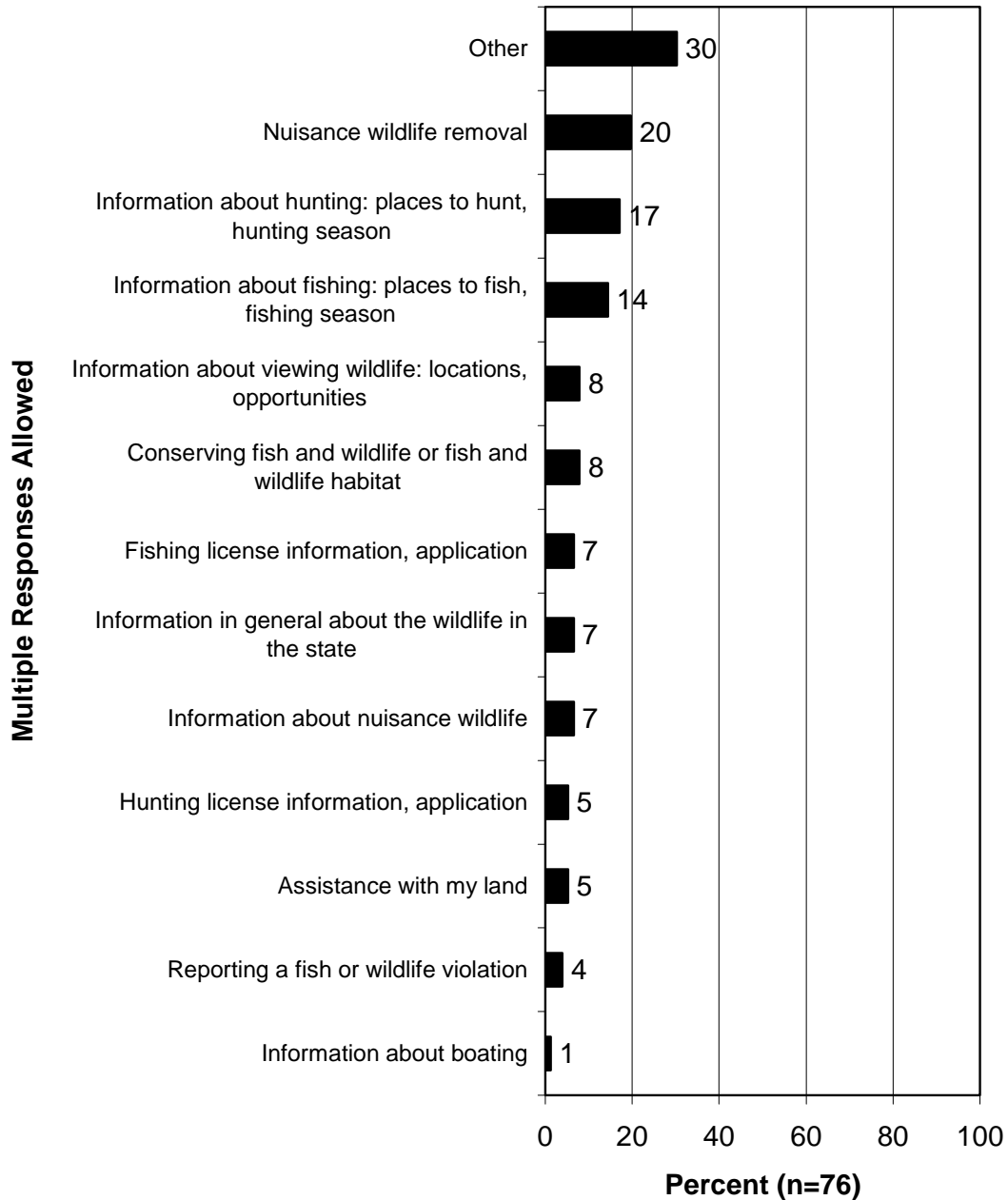
Q183. Have you ever contacted the FL Fish & Wildlife Conservation Commission for information or assistance?



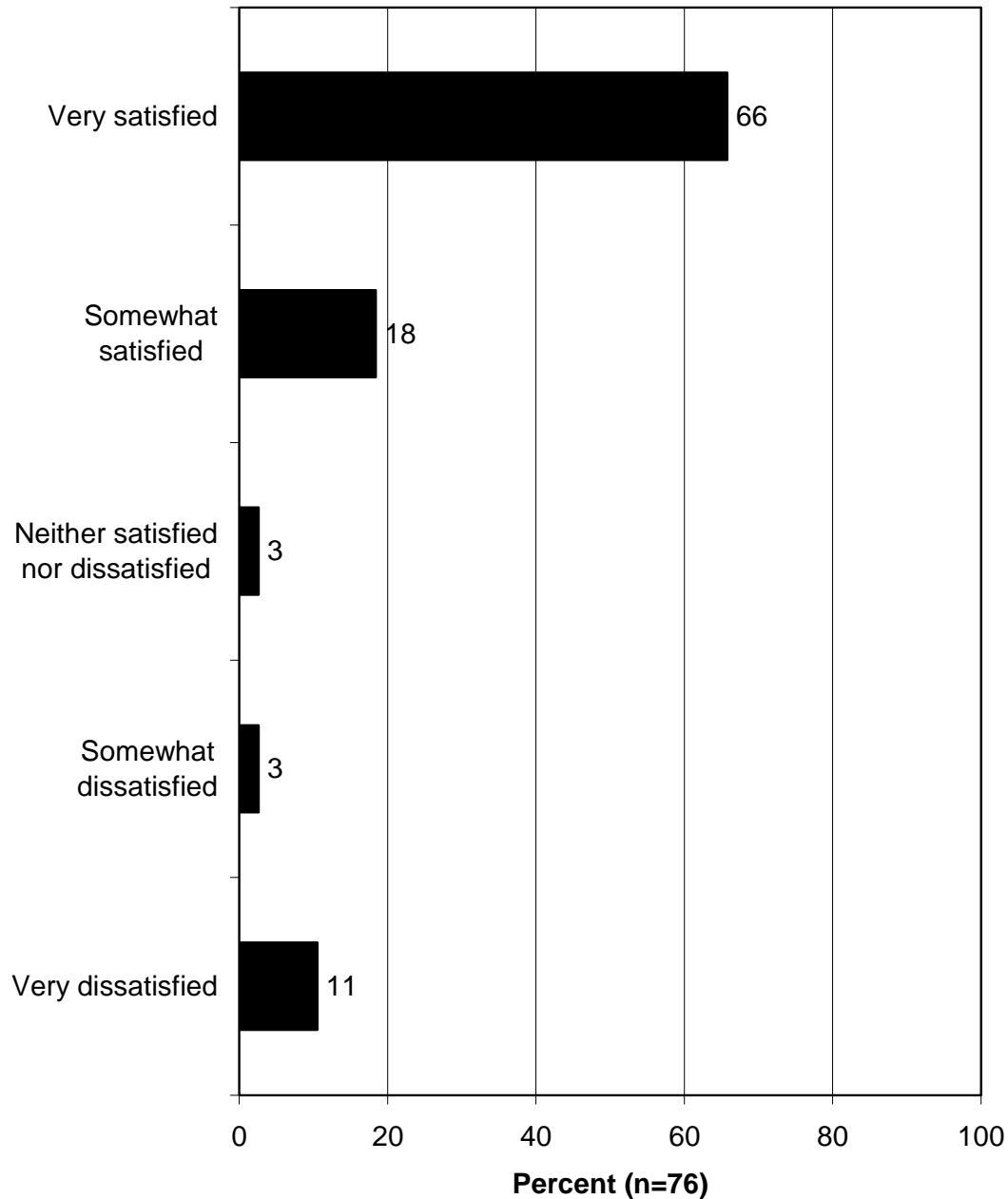
Q185. How did you contact the FL Fish & Wildlife Conservation Commission? (Asked of those who contacted the agency.)



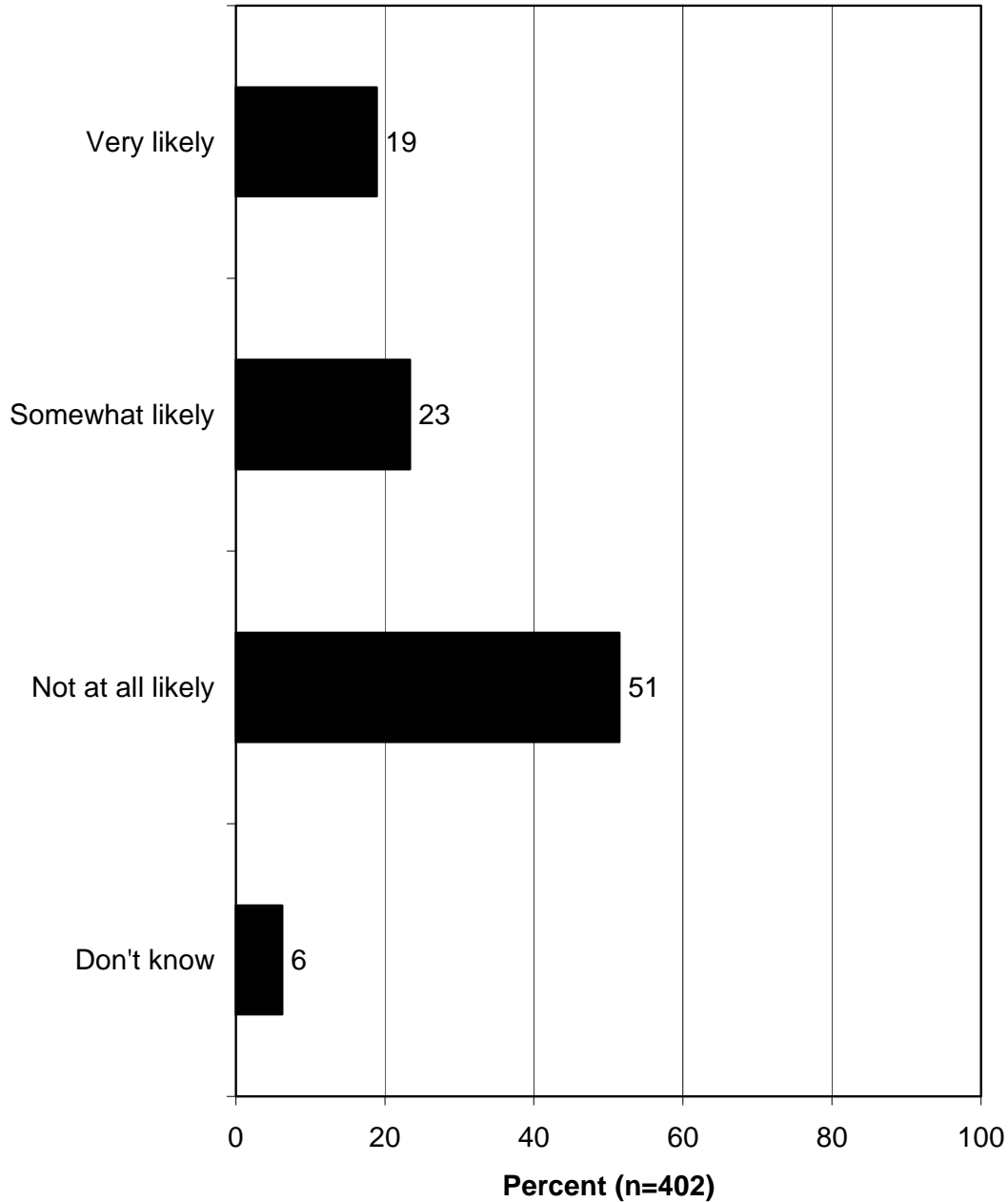
Q188. What type of assistance or information were you seeking? (Asked of those who contacted the agency.)



Q190. Overall, would you say you were satisfied or dissatisfied with the contact with the FL Fish & Wildlife Conservation Commission? (Asked of those who contacted the agency.)



Q191. How likely are you to contact the FL Fish & Wildlife Conservation Commission for information or assistance in the future?



FUNDING FOR THE FLORIDA FISH AND WILDLIFE CONSERVATION COMMISSION, FISHING/HUNTING LICENSE FEES AND EXEMPTIONS, AND USER FEES

- The top three answers that respondents gave when asked to say how the Fish and Wildlife Conservation Commission is funded were unspecified taxes, general state taxes, and general federal taxes. When all these non-specific tax-related answers are considered together (unspecified taxes, general state taxes, general federal taxes), general taxes is by far the top answer at 48%. Hunting and fishing licenses were acknowledged as sources of funding by 12% each. Interestingly, only 1% named any of the important Federal Aid sources: excise taxes on hunting/fishing equipment and motorboat fuel.
 - Those who consider themselves anglers or hunters were more likely than non-anglers/non-hunters to name fishing and hunting licenses as a source of funding for the Fish and Wildlife Conservation Commission.
 - Those who consider themselves to be anglers or hunters were *not* less likely than non-anglers/non-hunters to name general taxes as a source of funding, and they were about the same as non-anglers and non-hunters regarding Federal Aid funding sources: excise taxes on hunting/fishing equipment and motorboat fuel.

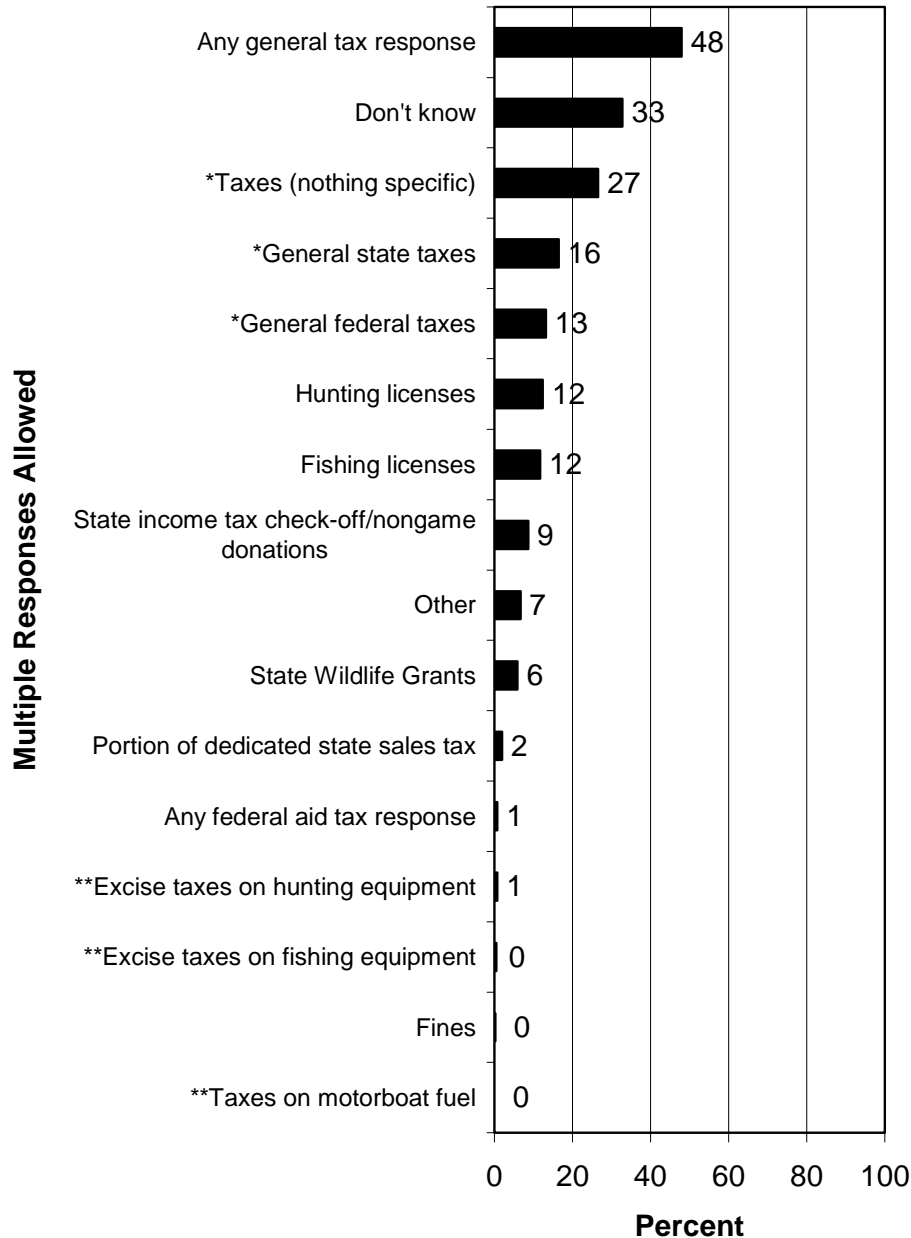
- Majorities of all respondents answered, “Don’t know,” regarding whether they think the current fees for hunting and fishing licenses are about the right amount in Florida. Otherwise, they more commonly think they are about the right price than think they are too high or too low. Hunters and anglers much more likely to say that fees are about the right amount. Very low percentages think license fees are too high or too low (no more than 6% of the general population, no more than 10% of hunters or anglers).

- Respondents were asked about potential license fee exemptions that they would support. Half of them (50%) supported exemptions for seniors over 65; and 45% supported exemptions for youth.
 - 24% said saltwater anglers should be exempted.
 - 25% indicated that they did not support any of the exemptions listed.

- Majorities of respondents support increases in user fees, such as hunting and fishing licenses, to cover the costs of managing fish and wildlife, as well as if it means more opportunities for these activities.
 - Anglers are slightly more likely to say that they *strongly* oppose.
 - Hunters are more likely to oppose in both cases.

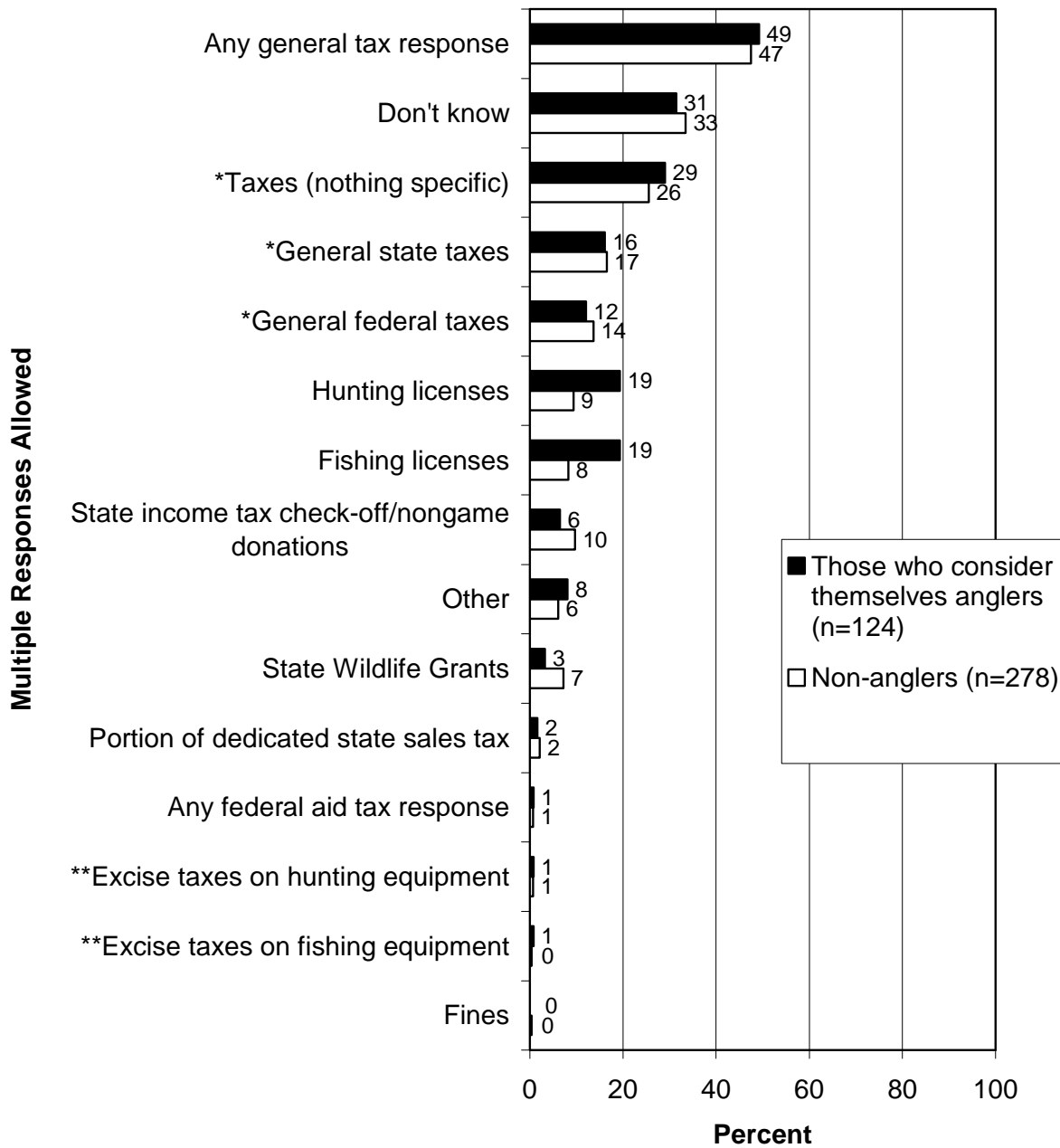
- Finally, respondents were asked if they agree or disagree that the costs for managing fish and wildlife should be paid for with specific user fees, and a majority (58%) agree; 28% disagree.
 - Hunters and anglers are slightly more likely to disagree.

Q90. How do you think the FL Fish & Wildlife Conservation Commission is funded?



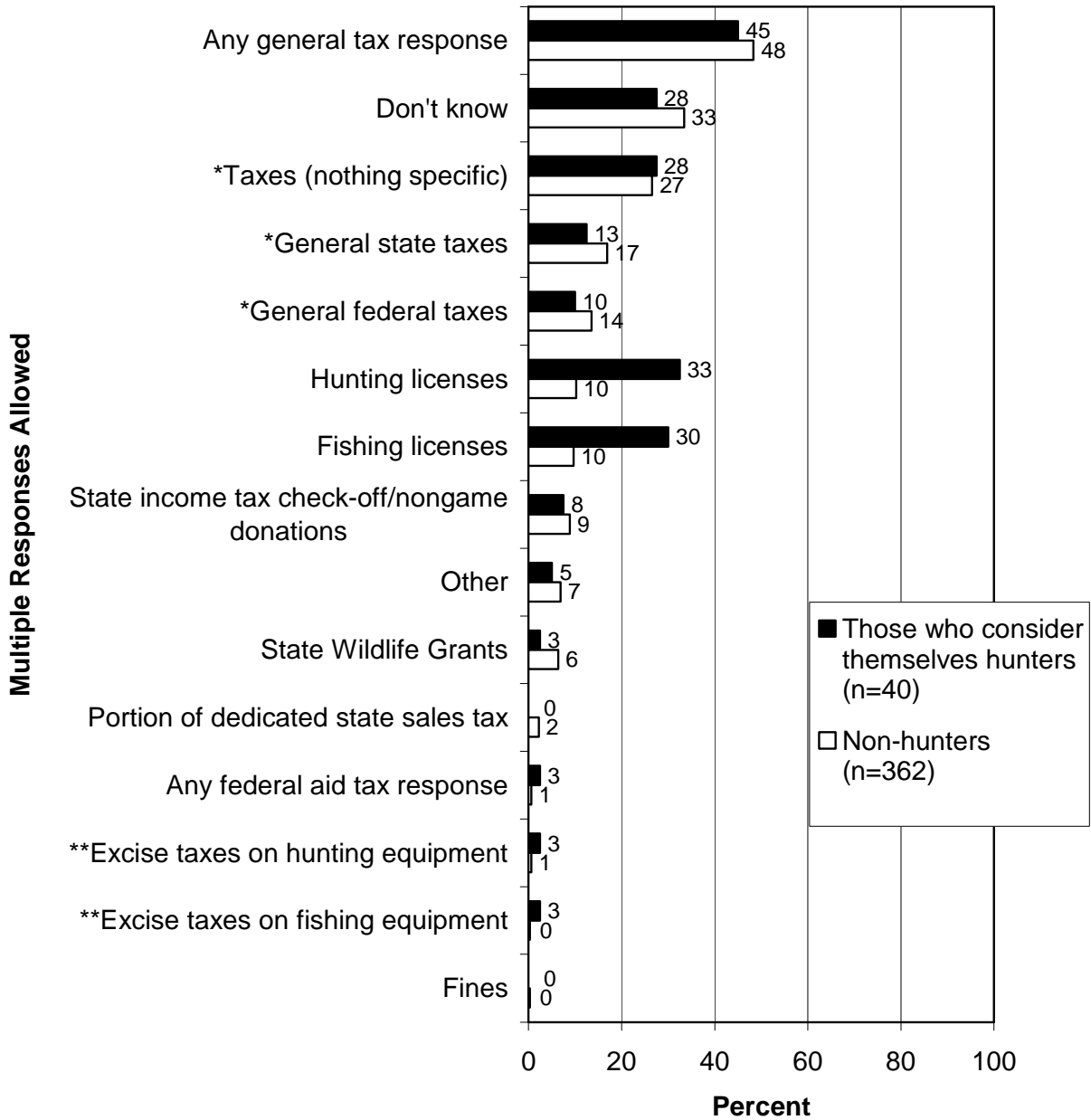
Note: "Any general tax response" consists of all those who answered "Taxes (nothing specific)," "General state taxes," or "General federal taxes," which are marked with a single asterisk. "Any Federal Aid tax response" consists of all those who answered any one of the three Federal Aid taxes: excise taxes on hunting equipment, excise taxes on fishing equipment, and taxes on motorboat fuel, marked with two asterisks.

Q90. How do you think the FL Fish & Wildlife Conservation Commission is funded?



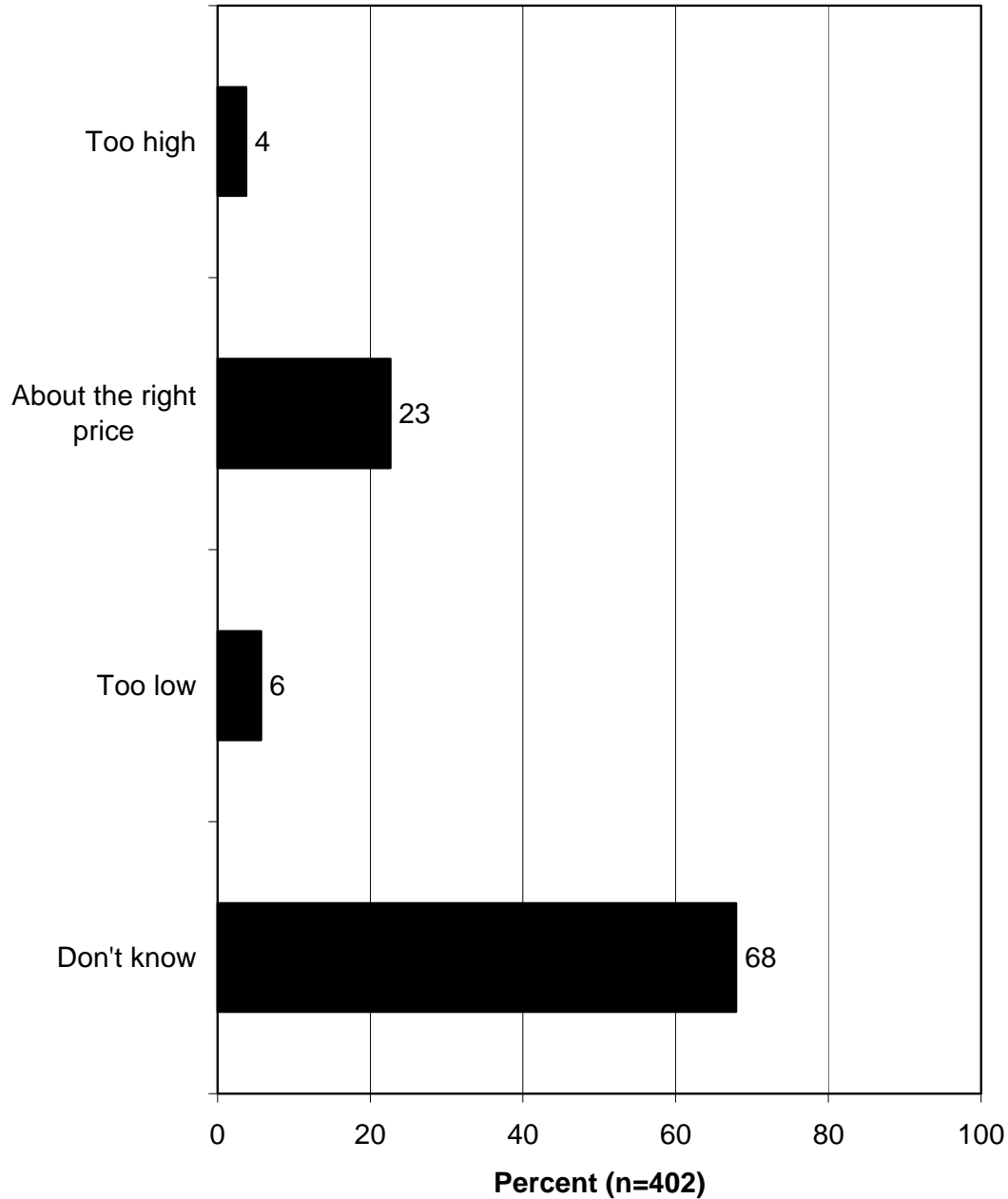
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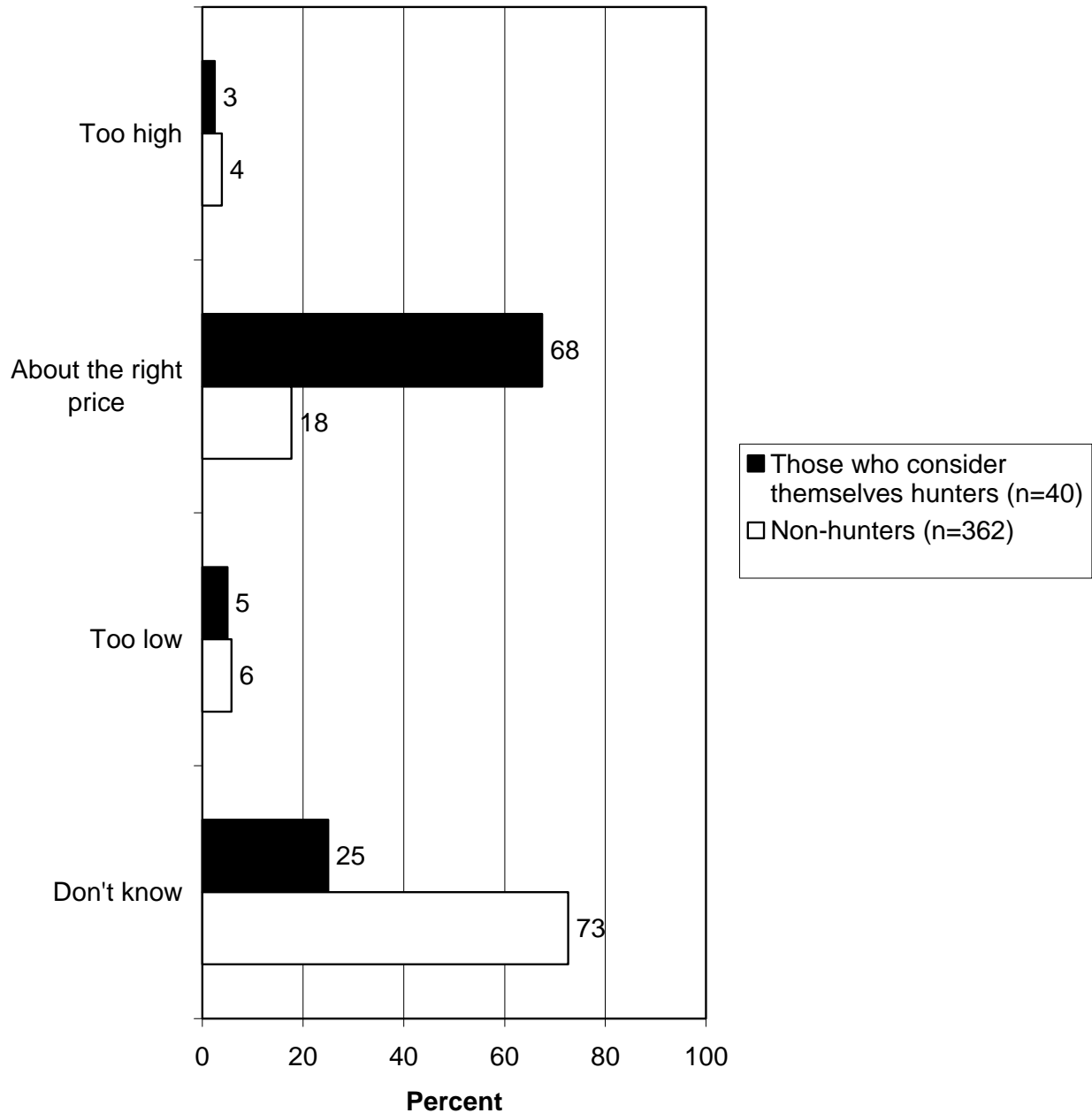


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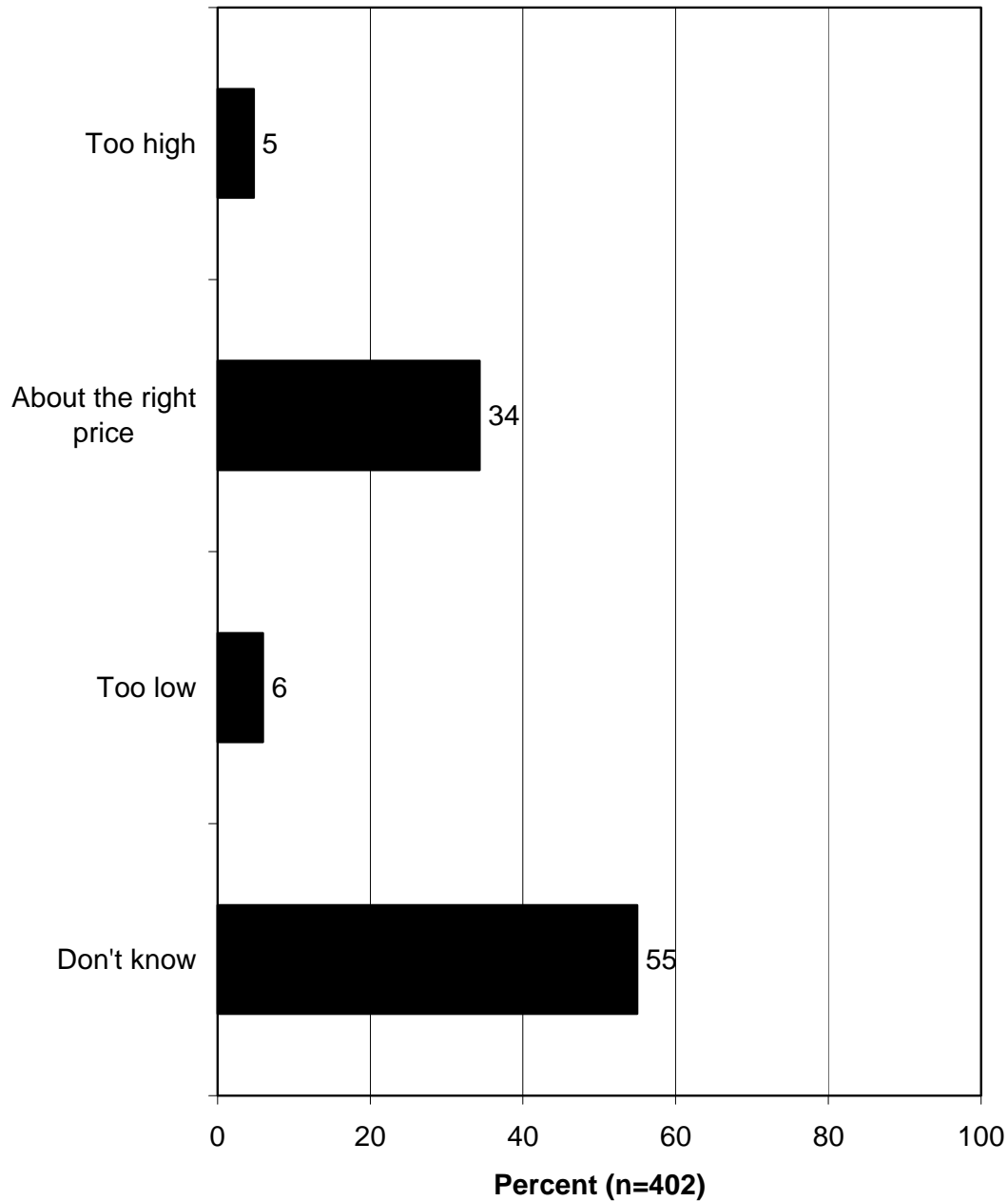
Q92. Overall, do you think the current fees for hunting licenses are too high, too low, or about the right price in Florida?



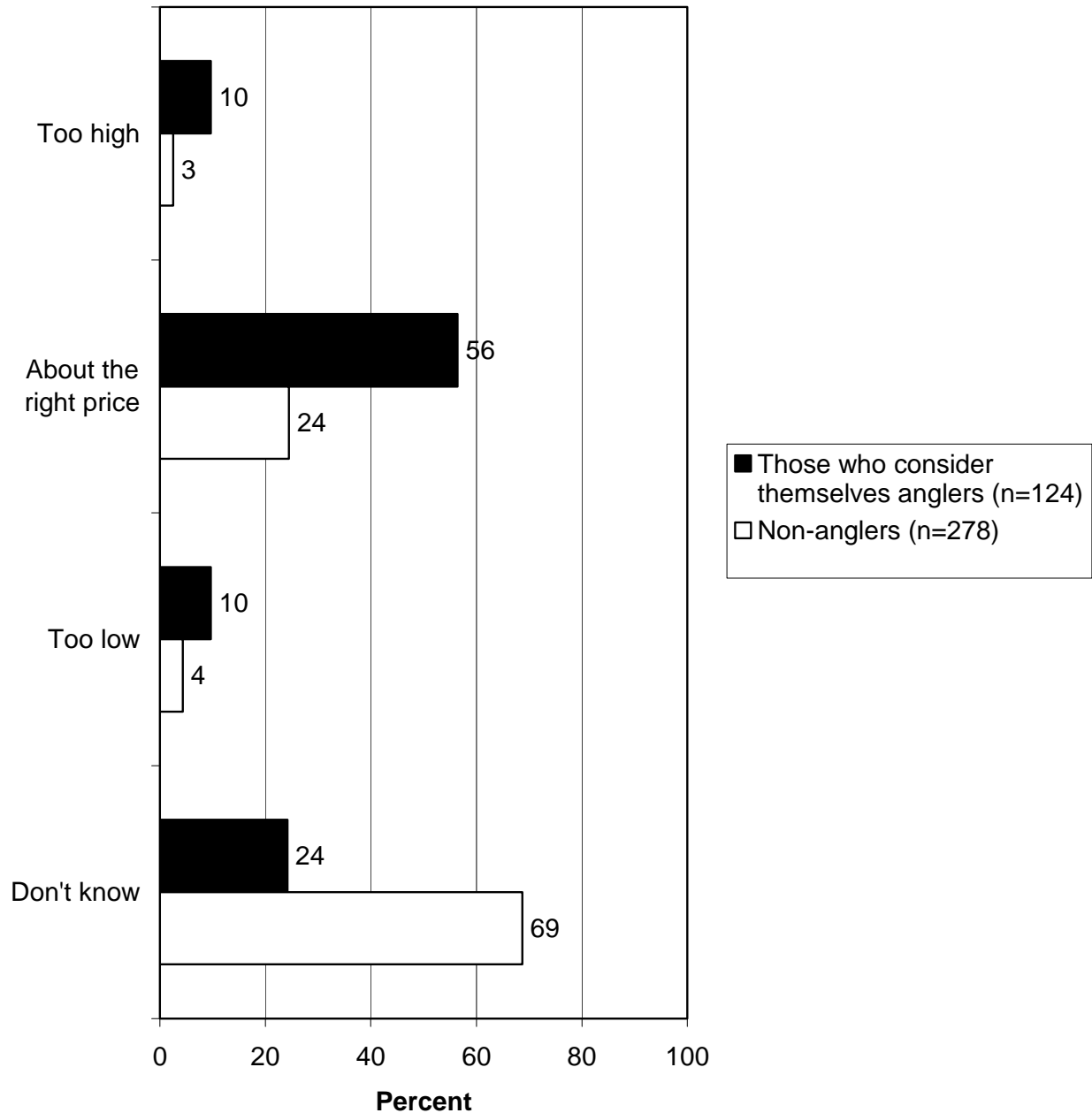
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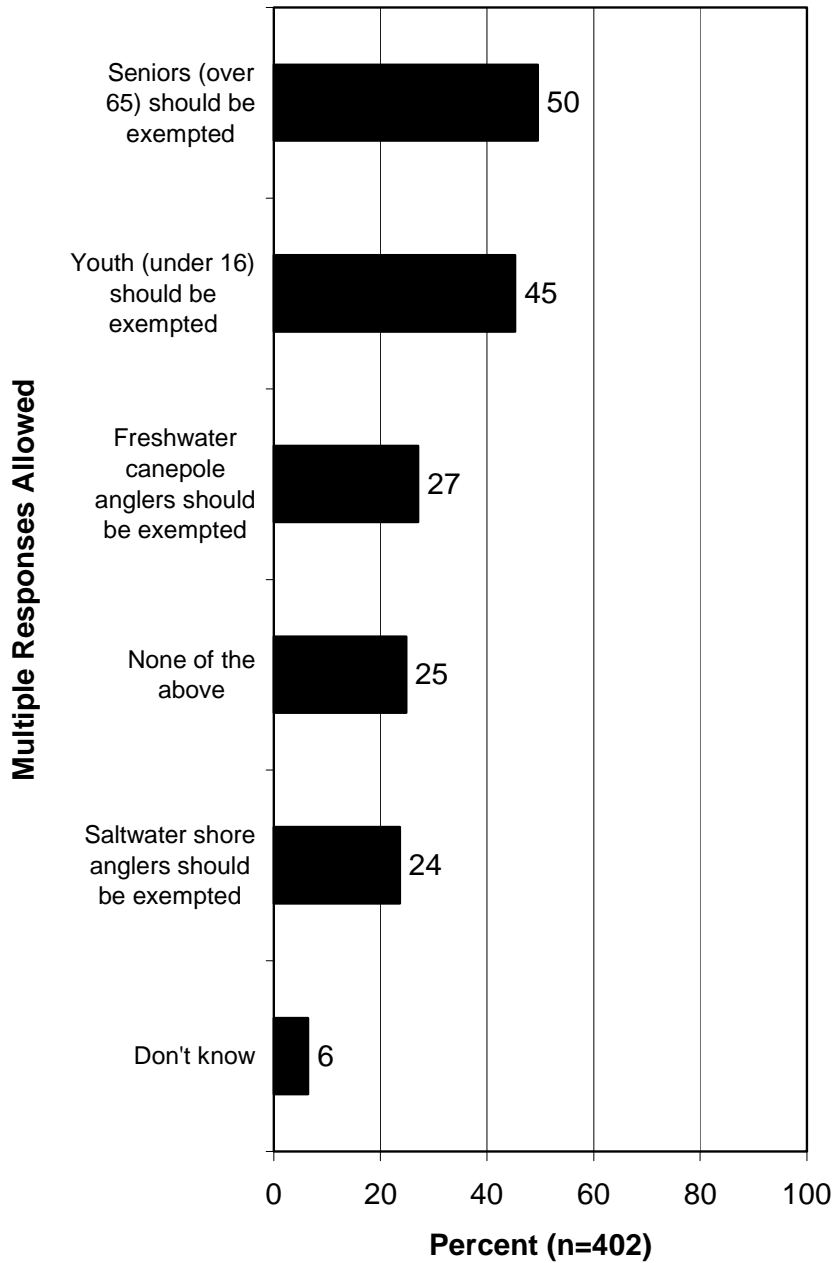
Q93. Overall, do you think the fees for fishing licenses are too high, too low, or about the right price in Florida?



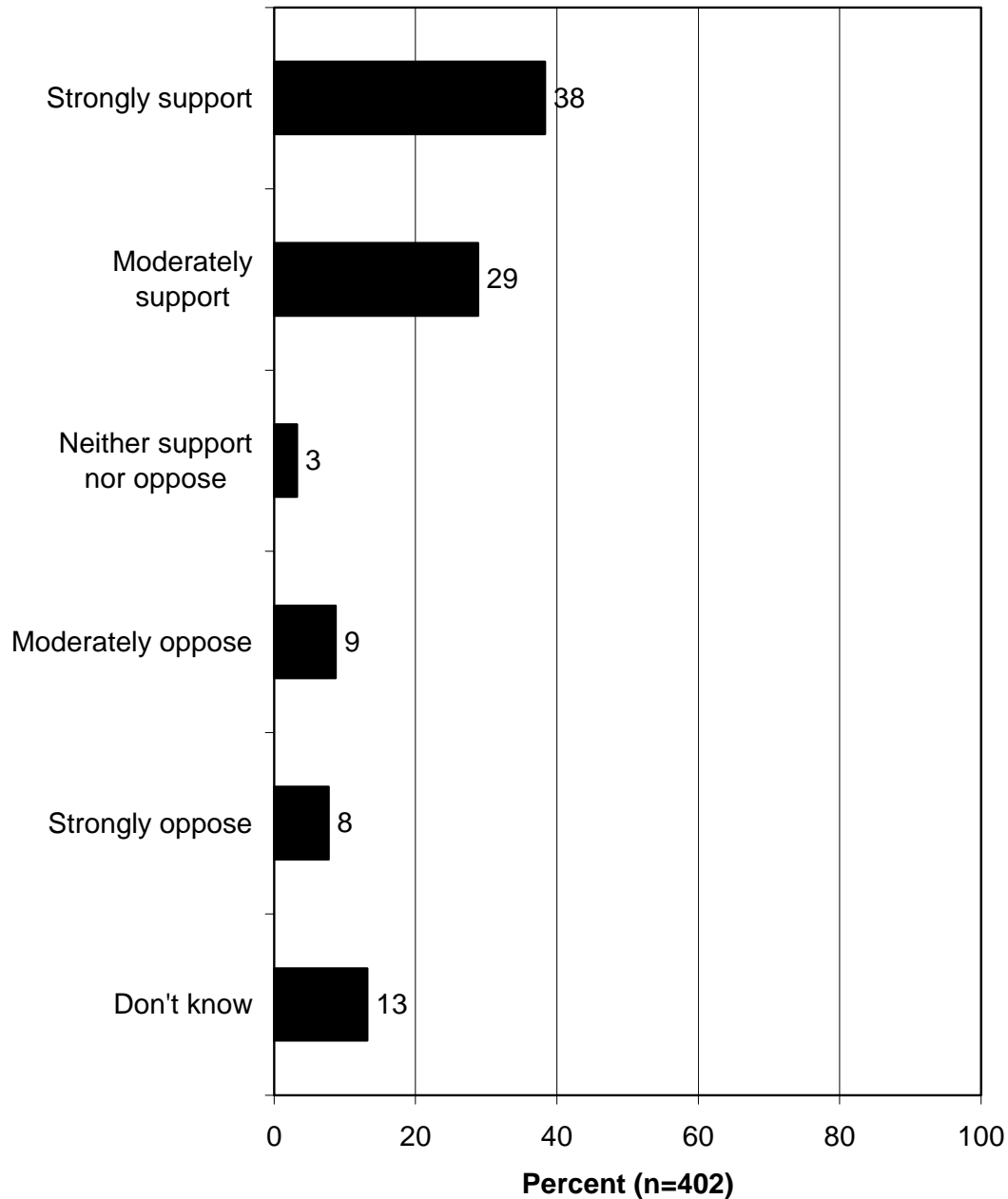
Q93. Overall, do you think the fees for fishing licenses are too high, too low, or about the right price in Florida?



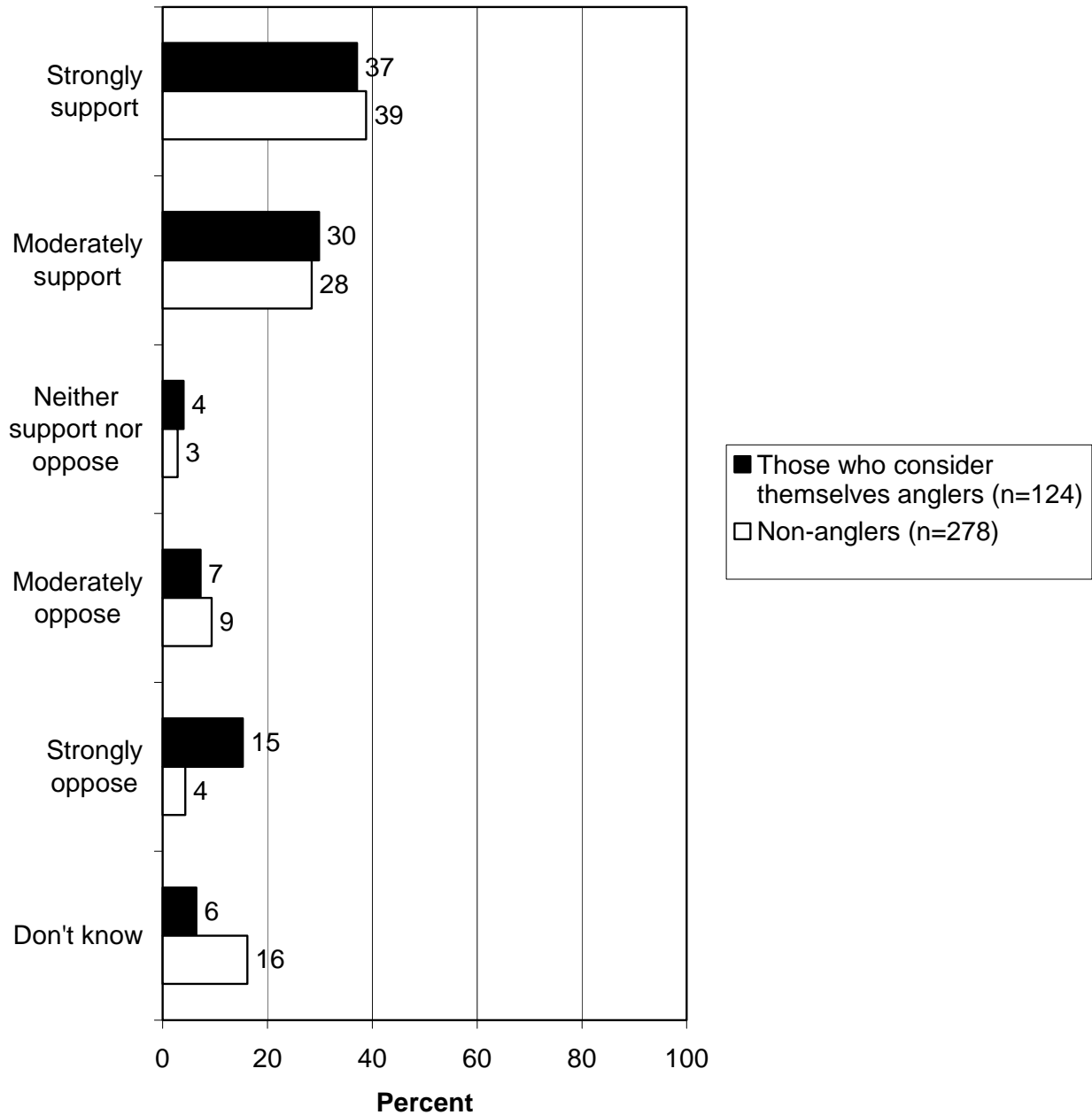
Q121. Which of the following current exemptions from the license requirements do you support?



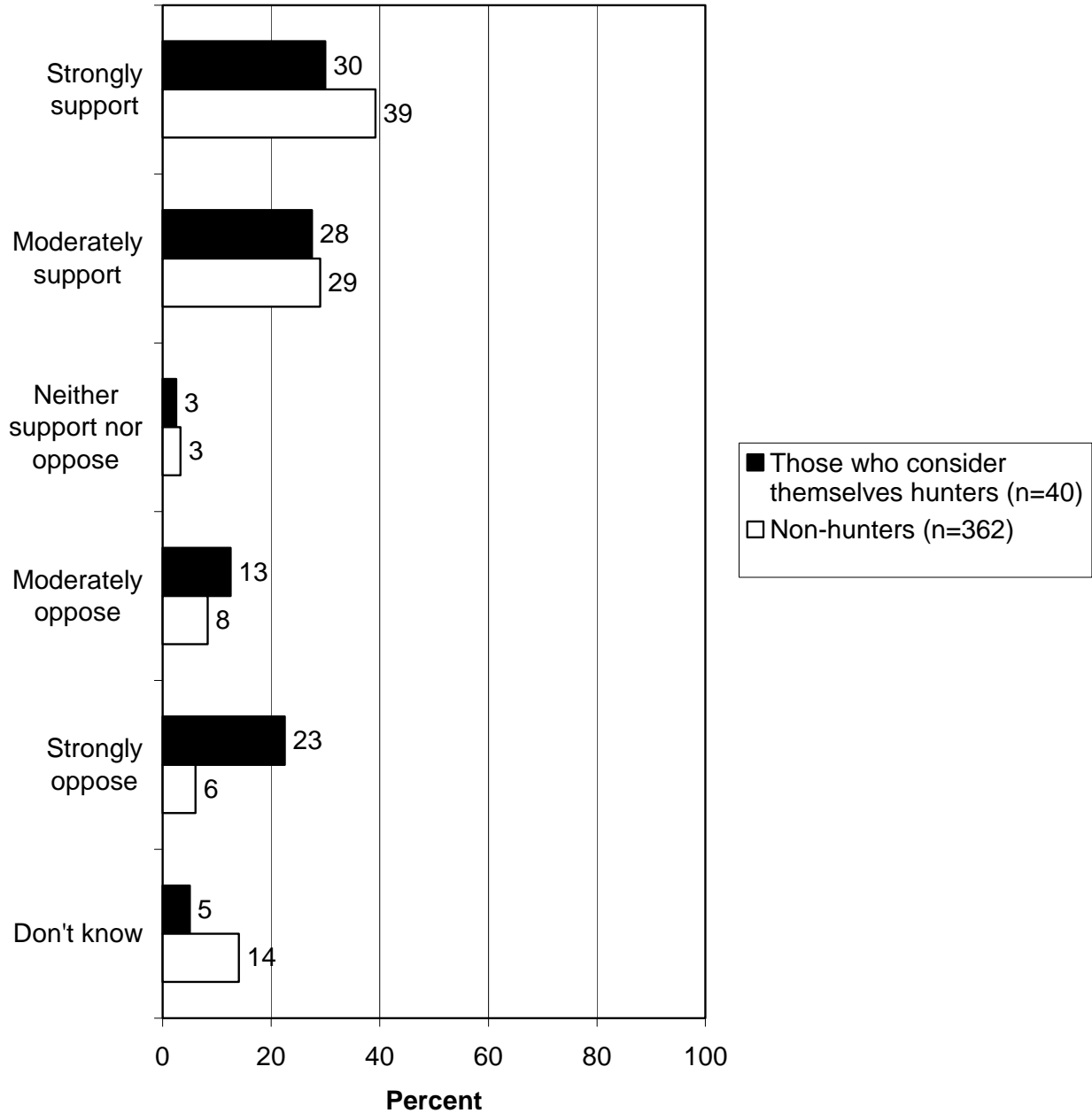
Q94. Would you support or oppose increases in user fees, such as hunting and fishing licenses, to cover the costs of conserving and managing fish and wildlife?



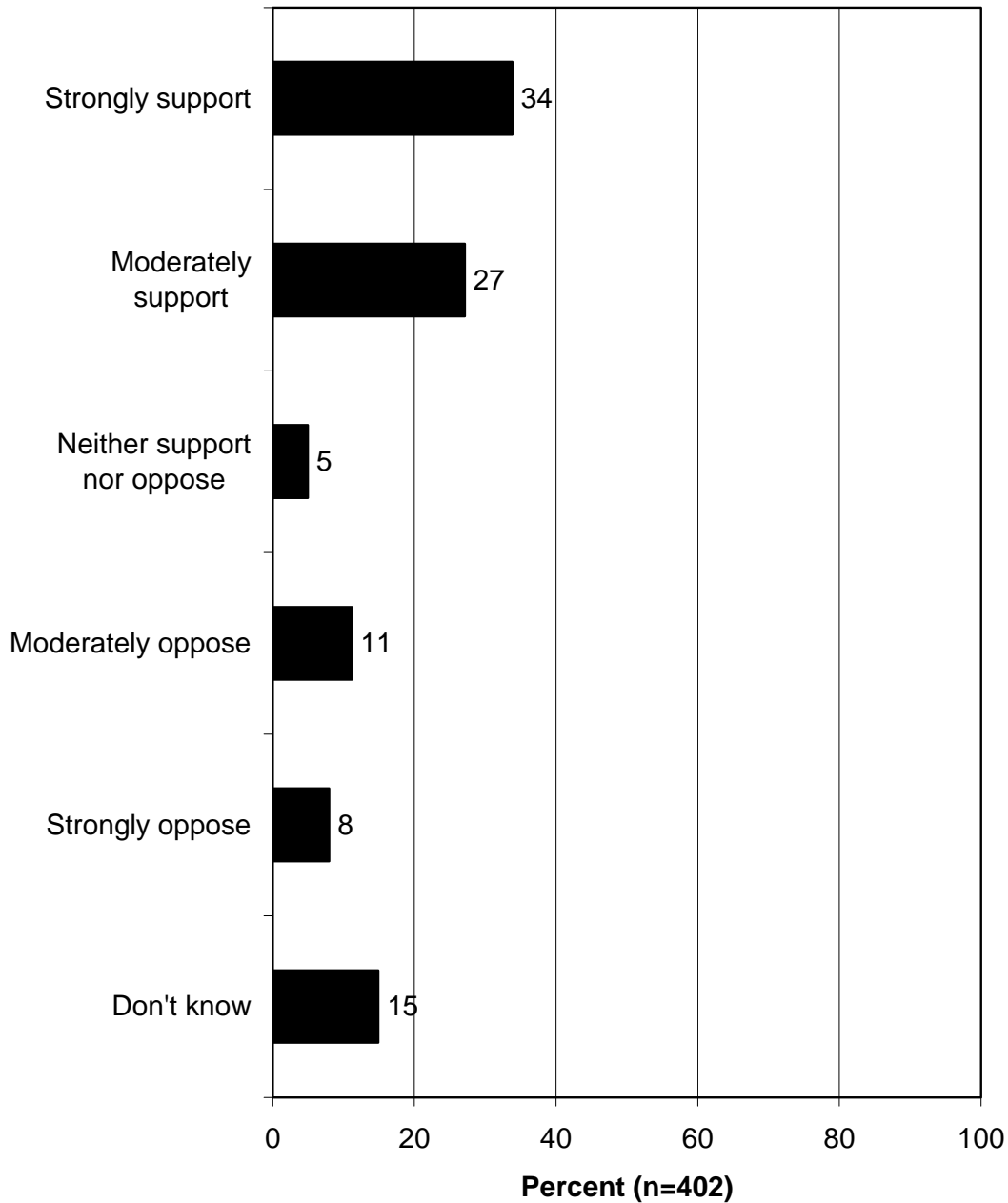
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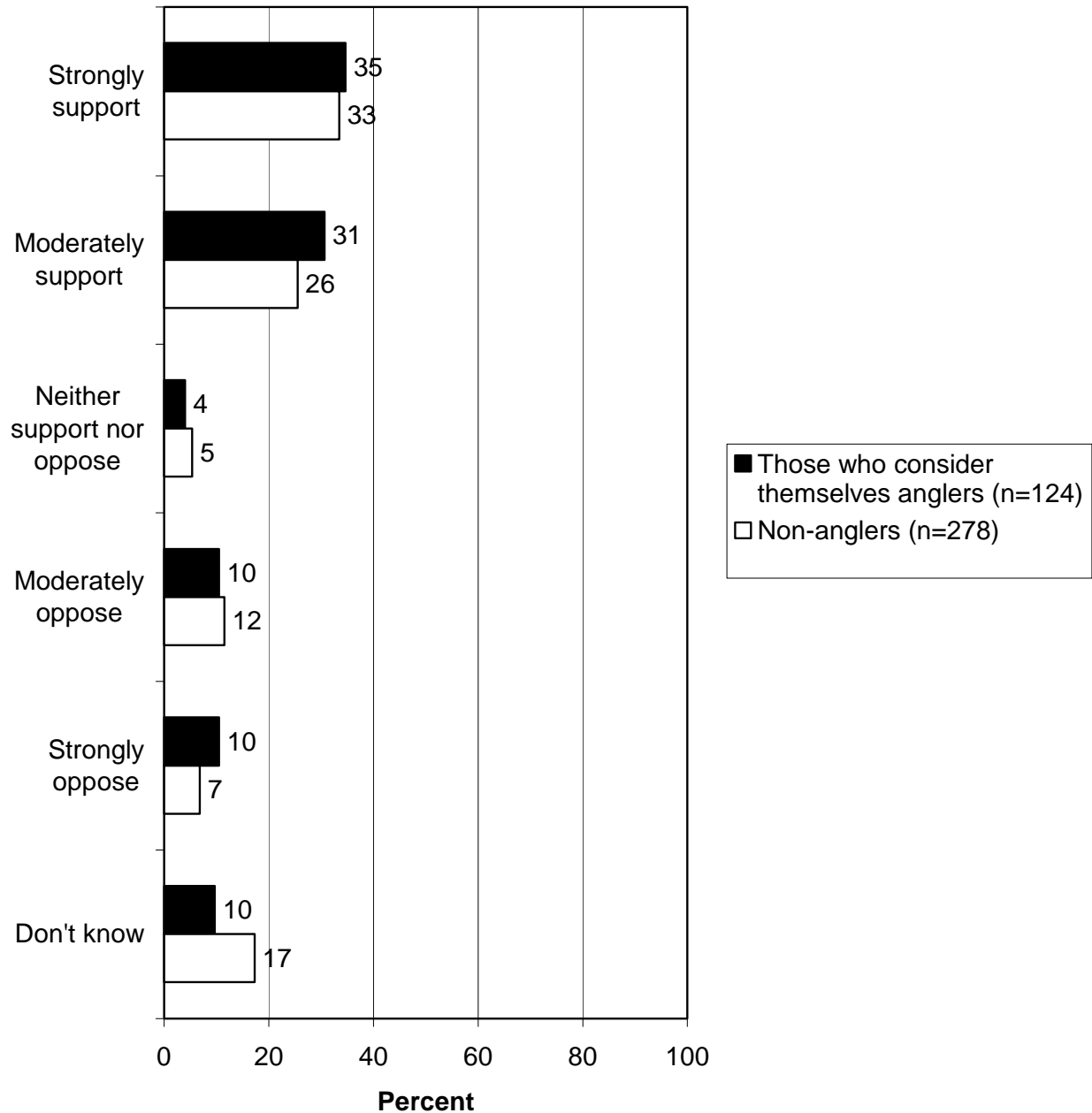
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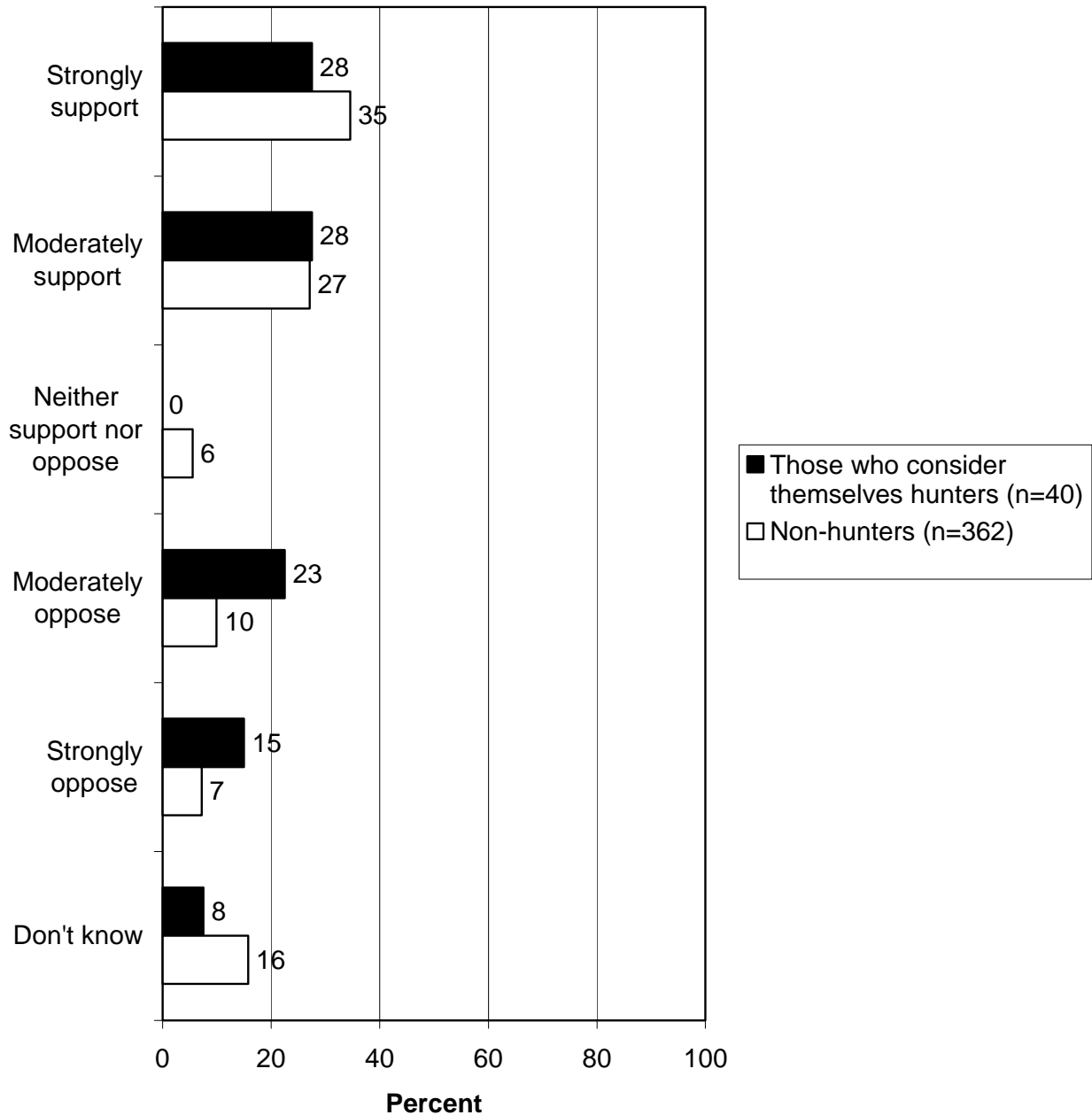
Q95. Would you support or oppose increases in user fees, such as hunting and fishing licenses, if it meant more opportunities for these activities?



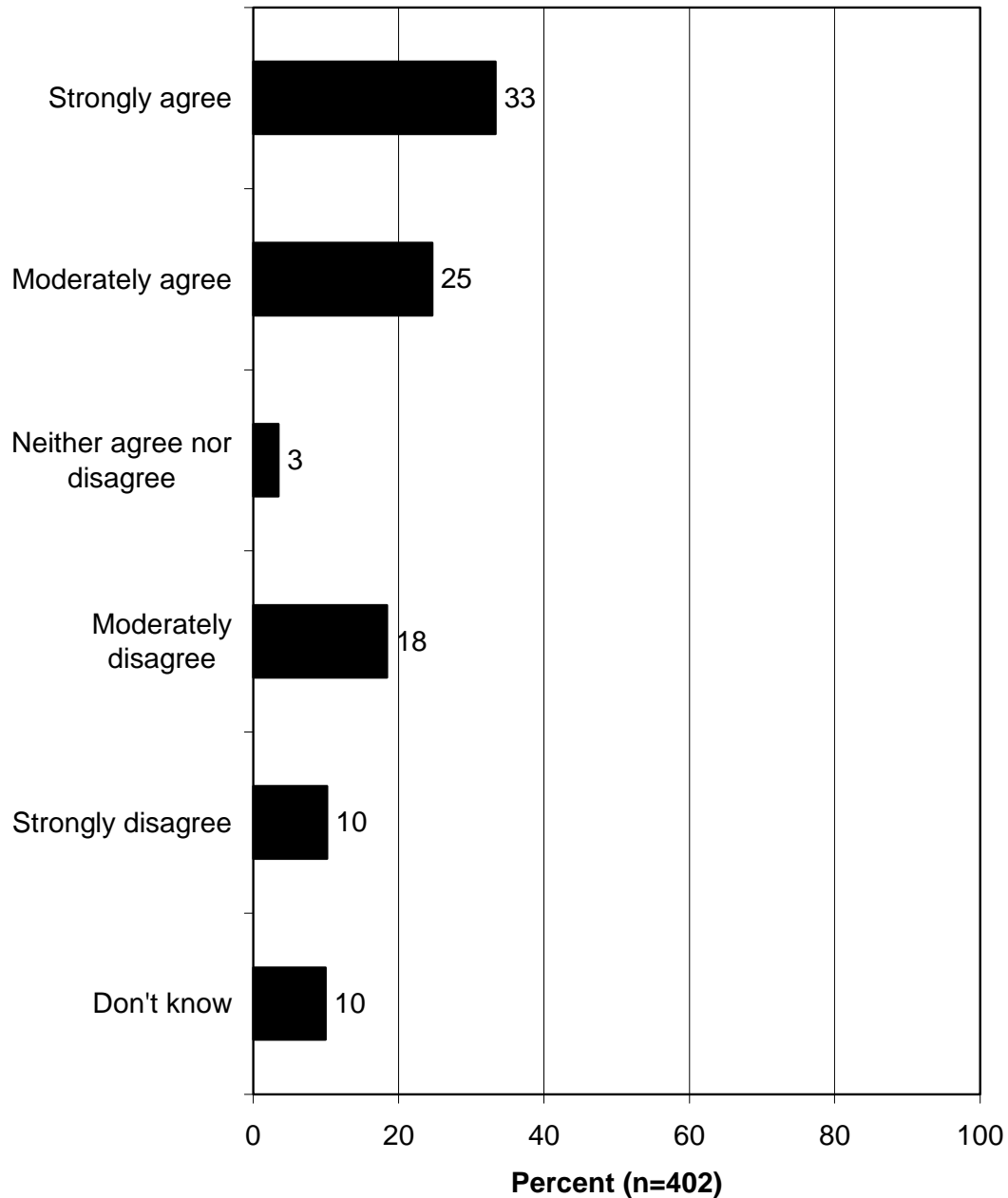
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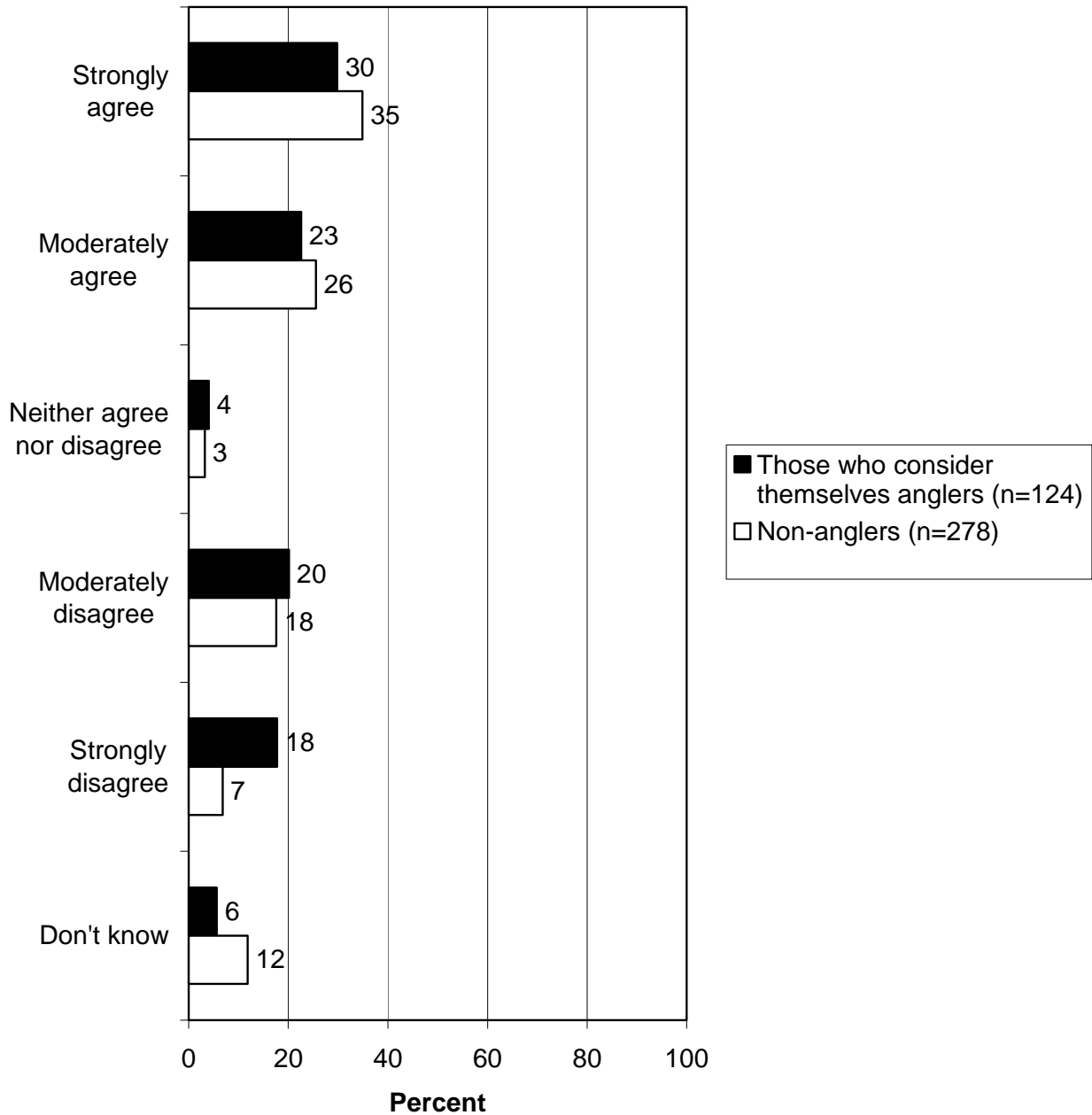
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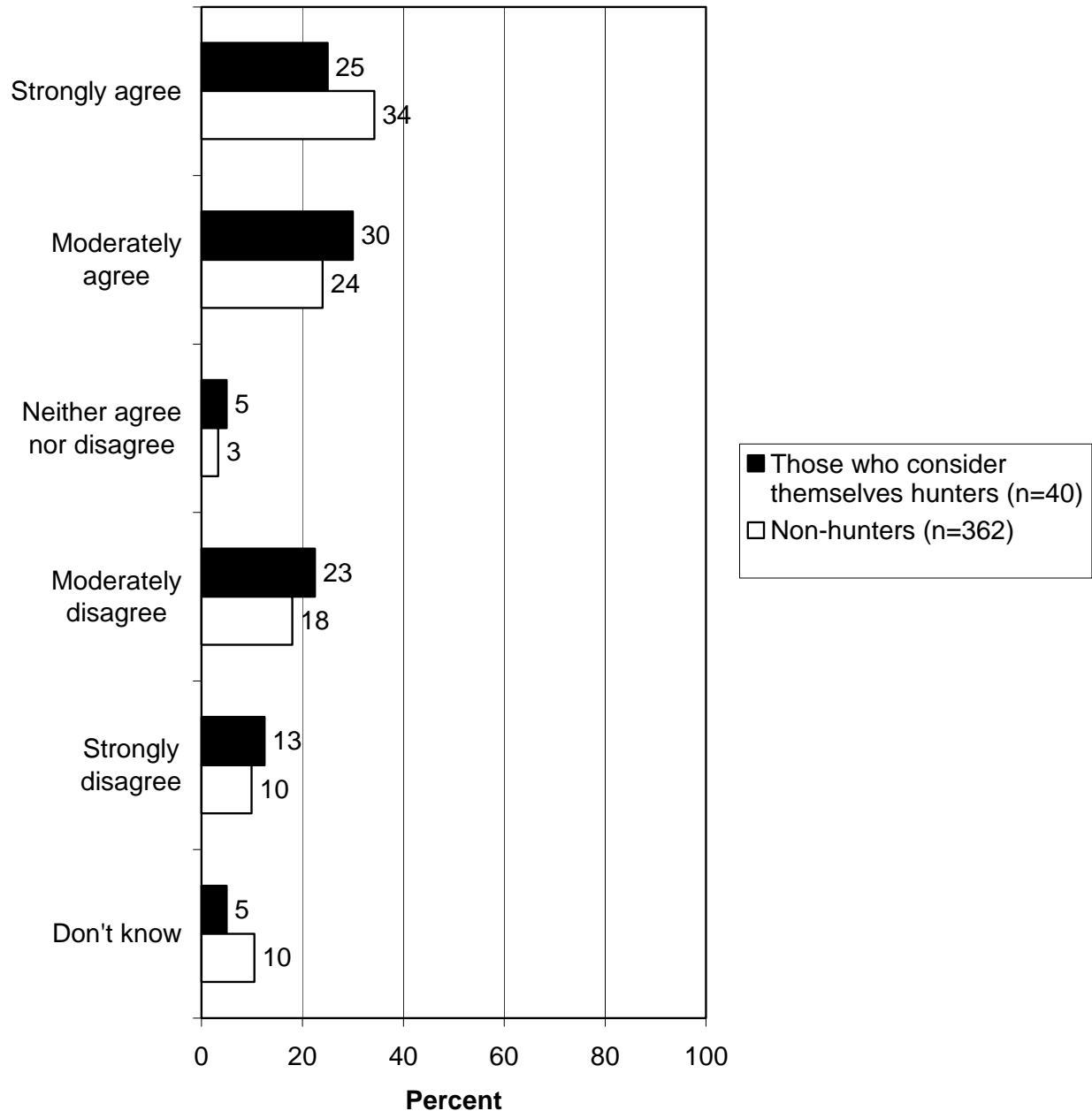
Q96. Do you agree or disagree that costs for managing fish and wildlife should be paid for with specific user fees, such as hunting and fishing licenses?



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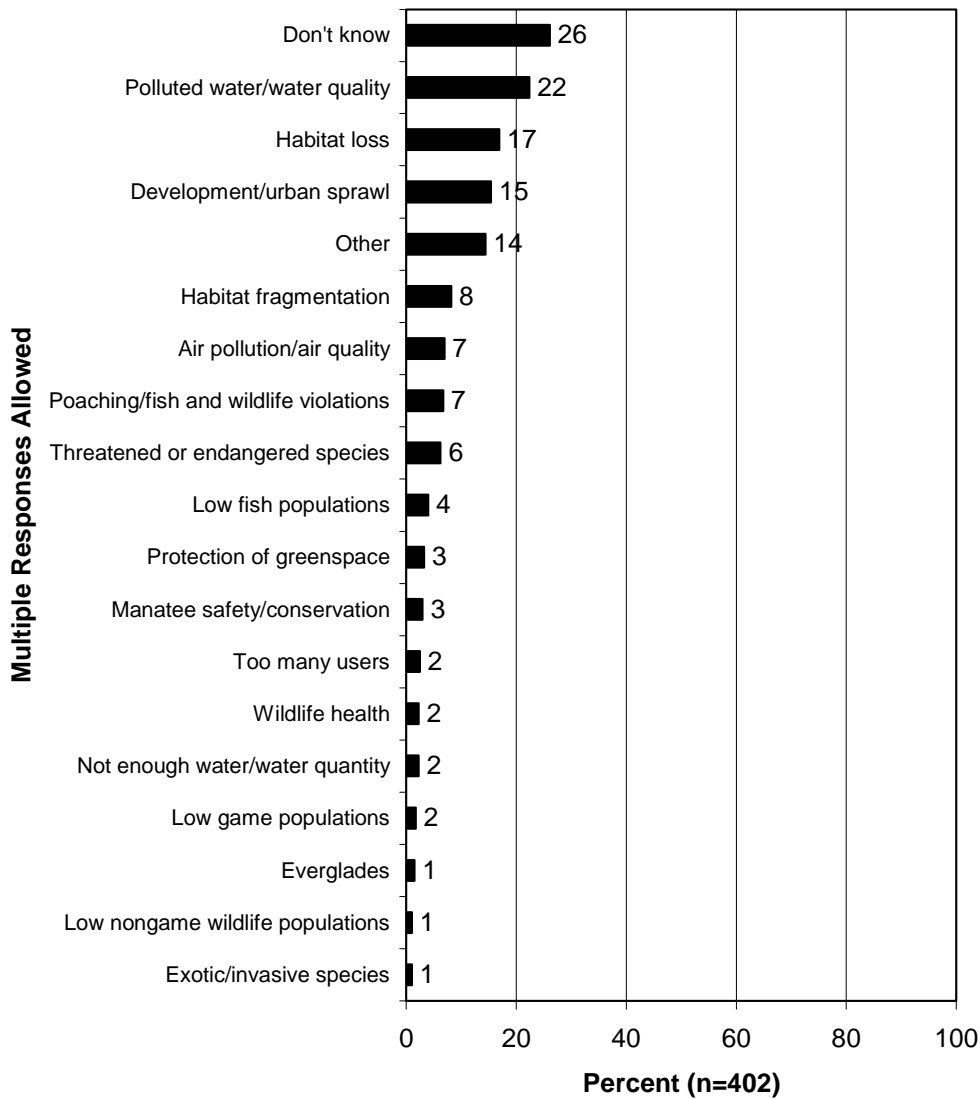


FISH AND WILDLIFE ISSUES

FISH AND WILDLIFE ISSUES FACING FLORIDA

- Water quality/pollution (22%) was the top-named fish and wildlife issue facing Florida, followed closely by habitat loss (17%) and urban sprawl (15%).

Q37. What would you say are the most important fish or wildlife issues facing Florida today?

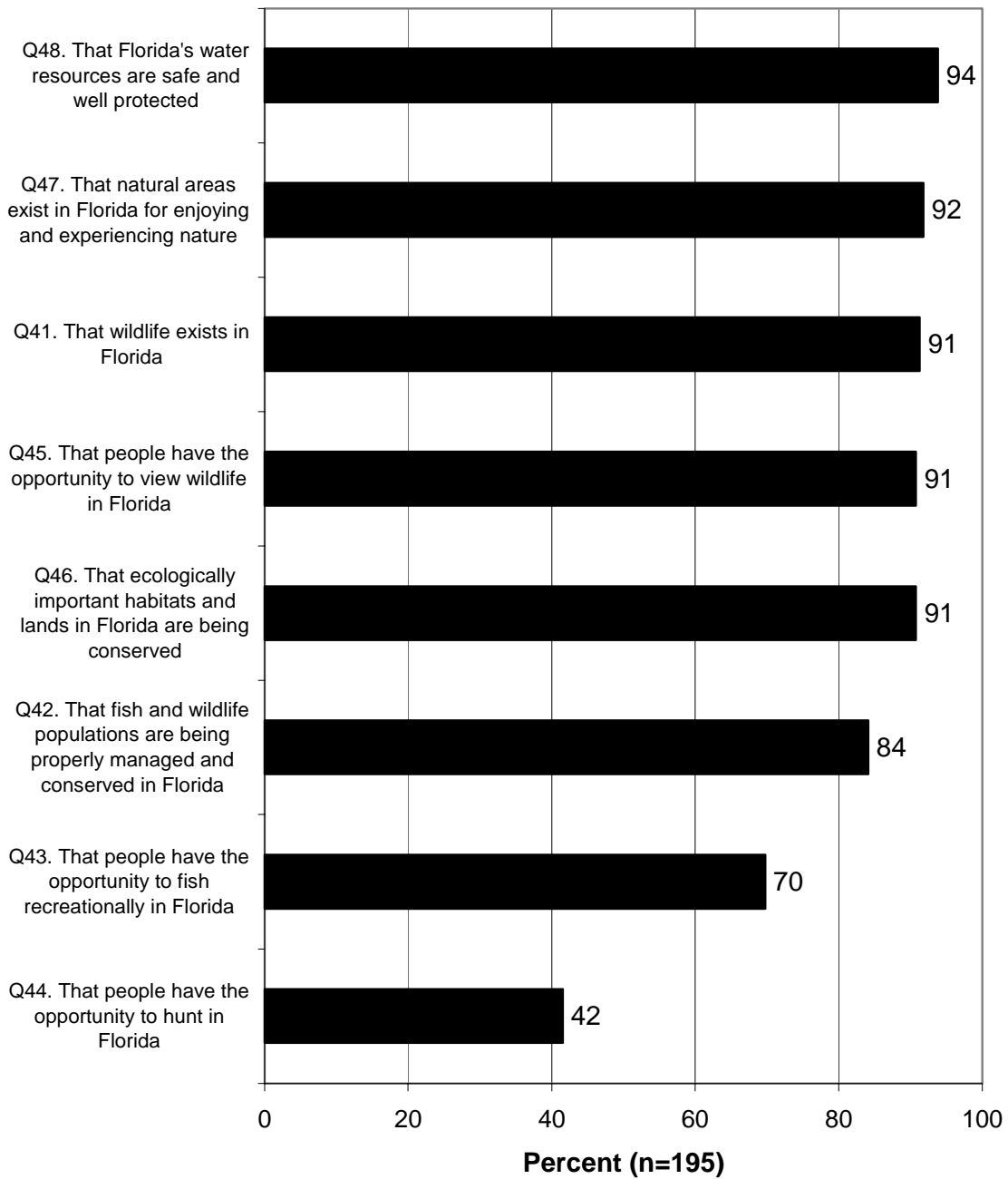


FISH AND WILDLIFE VALUES

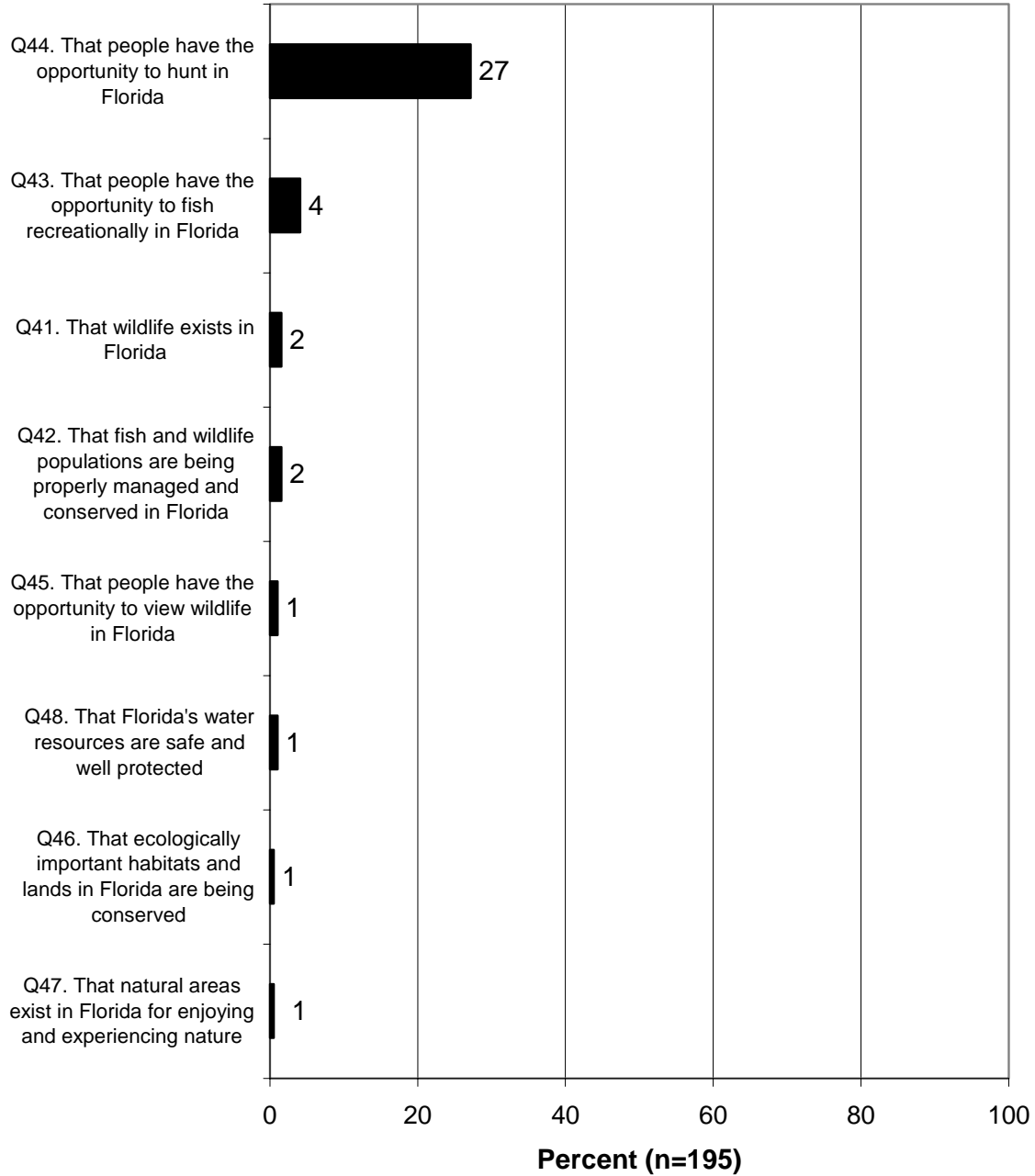
- The top named wildlife value, in a ranking of those who said it is *very* important, among the eight discussed in the survey is that Florida's water resources are safe and well protected, closely followed by that natural areas exist in Florida for enjoying and experiencing nature. The lowest on the ranking by percent naming the value as very important is that people have the opportunity to hunt in Florida, with less than a majority thinking the latter is *very* important.
 - All values were considered important, as no value other than that people have the opportunity to hunt in Florida, had more than 4% saying it was unimportant.

- Nearly a third of respondents (31%) consider themselves anglers or fishermen, and 10% consider themselves hunters (these graphs are shown and discussed in the section of the report titled, "Participation in Outdoor Activities").

Q41-Q48. Percent who rate the following as very important.



Q41-Q48. Percent who rate the following as very or somewhat unimportant.



OPINIONS ON WATER QUALITY AND QUANTITY ISSUES

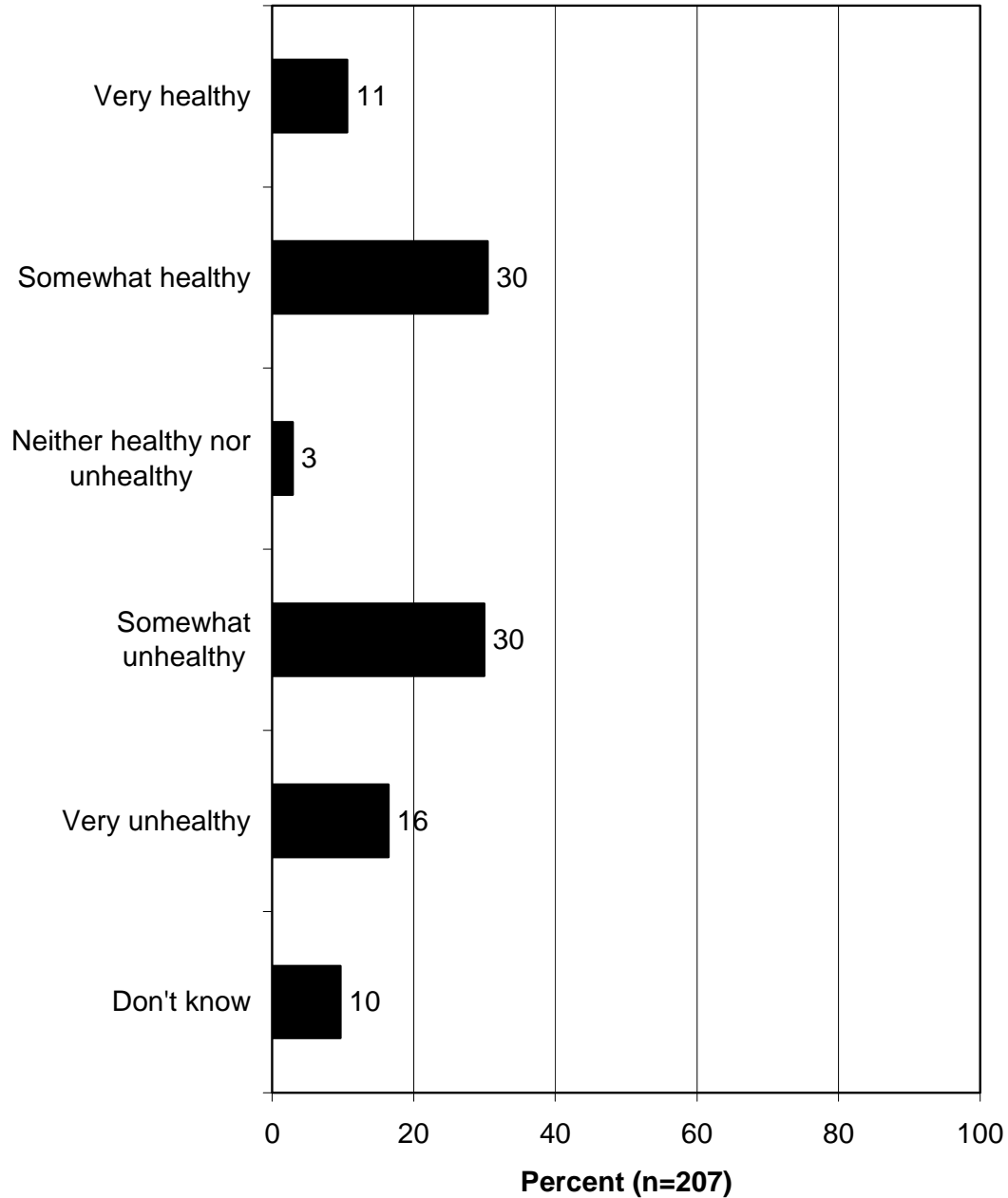
- A higher percentage of Florida residents think that Florida's waters are unhealthy (46%) than think they are healthy (41%). Furthermore, "somewhat" healthy led "very" healthy answers by about 3 to 1 among those saying the waters are healthy.
 - Anglers and hunters are more likely than non-anglers and non-hunters to think that Florida's waters are *very* healthy.

- Despite that a substantial percentage of Florida residents feel that Florida's waters are healthy, a majority (51%) rate their concern for water quality at a "9" or "10," the highest levels of concern.
 - 87% rate their concern for water quality higher than the mid-point of "5."
 - Industrial waste (26%) is perceived as the top factor contributing to water quality issues in Florida, followed by wastewater treatment plants/sewage (21%), litter/trash (17%), and agricultural runoff (16%).

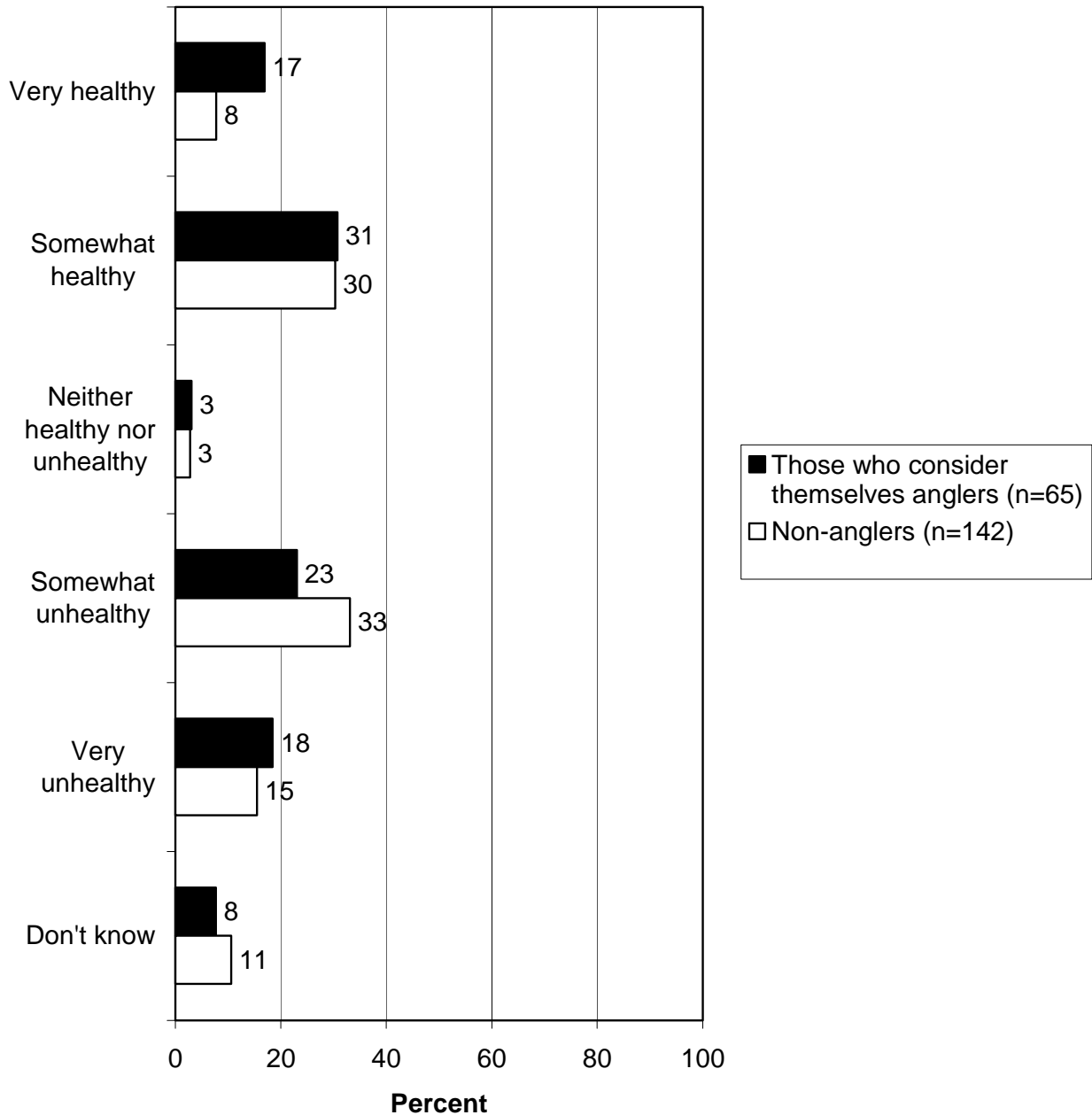
- Florida residents also expressed high concern for water quantity, although not as high as for water quality: 52% rated their concern for water quantity at a "9" or "10."
 - 75% rated their concern for water quantity higher than the mid-point of "5."
 - The major factors that are perceived as contributing to water quantity issues are residential use, including lawn watering (26%), drought (13%), and industrial/commercial use (11%).

- A large majority of Florida residents said their concern for water resources was for both people and fish/wildlife (72%). Nonetheless, a slightly higher percentage of respondents said they were more concerned about water resources for people (15%) than for fish/wildlife (9%).
 - Anglers were not much different than non-anglers on this question; hunters had a lower likelihood to express concern more for people.

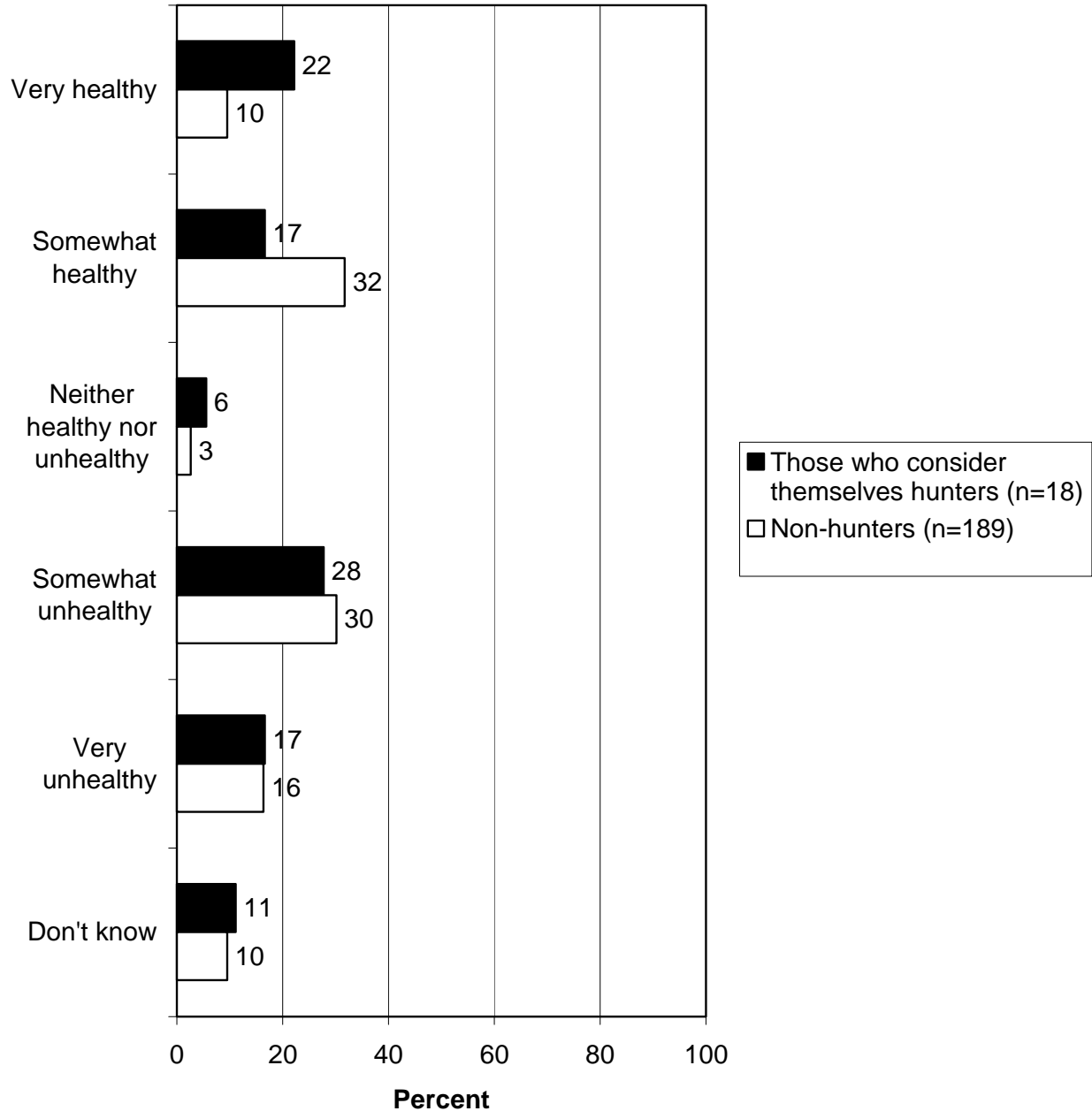
Q49. Do you think Florida's waters, that is rivers, lakes, streams, and underground aquifers, are healthy or unhealthy?



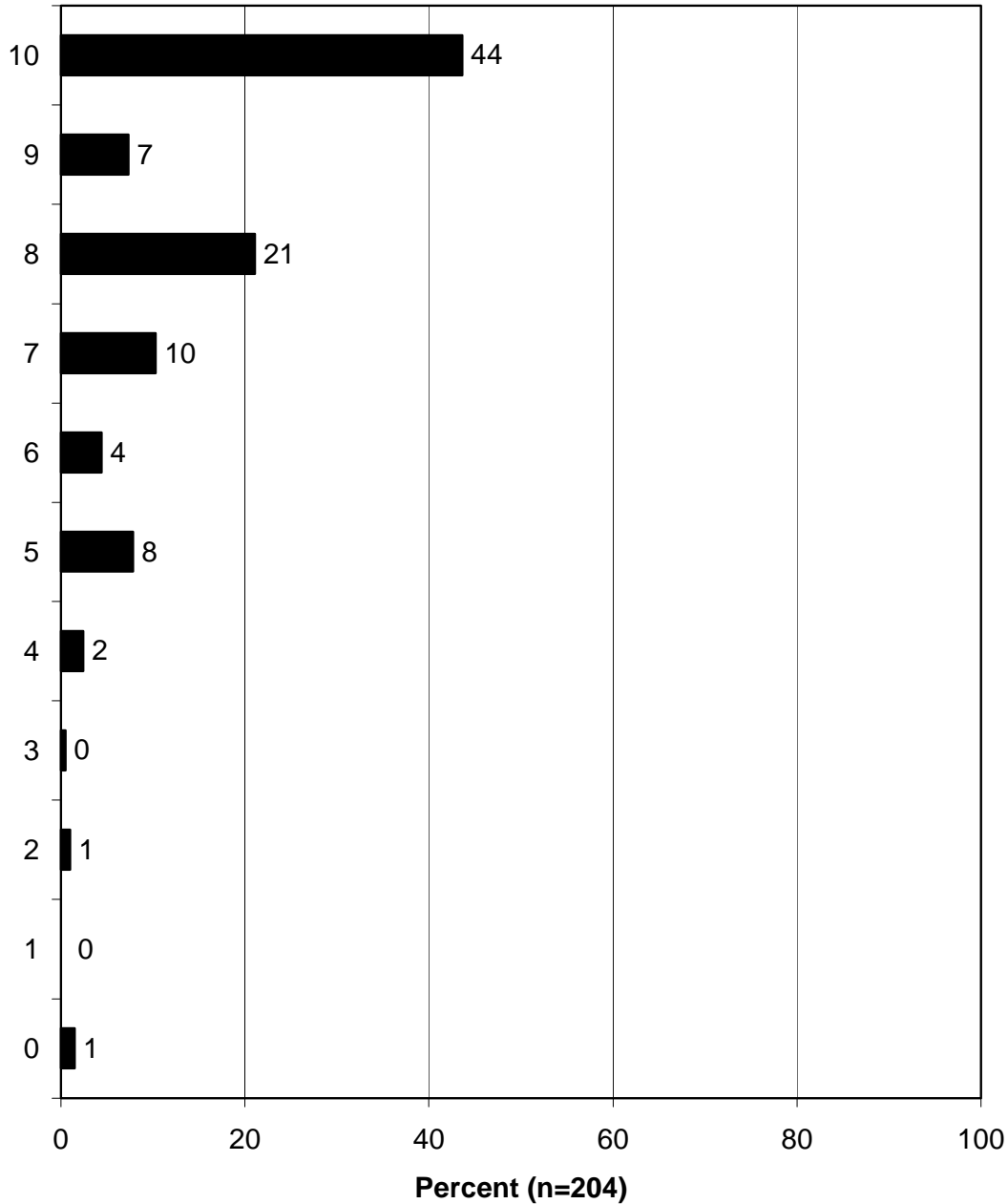
Q49. Do you think Florida's waters, that is rivers, lakes, streams, and underground aquifers, are healthy or unhealthy?



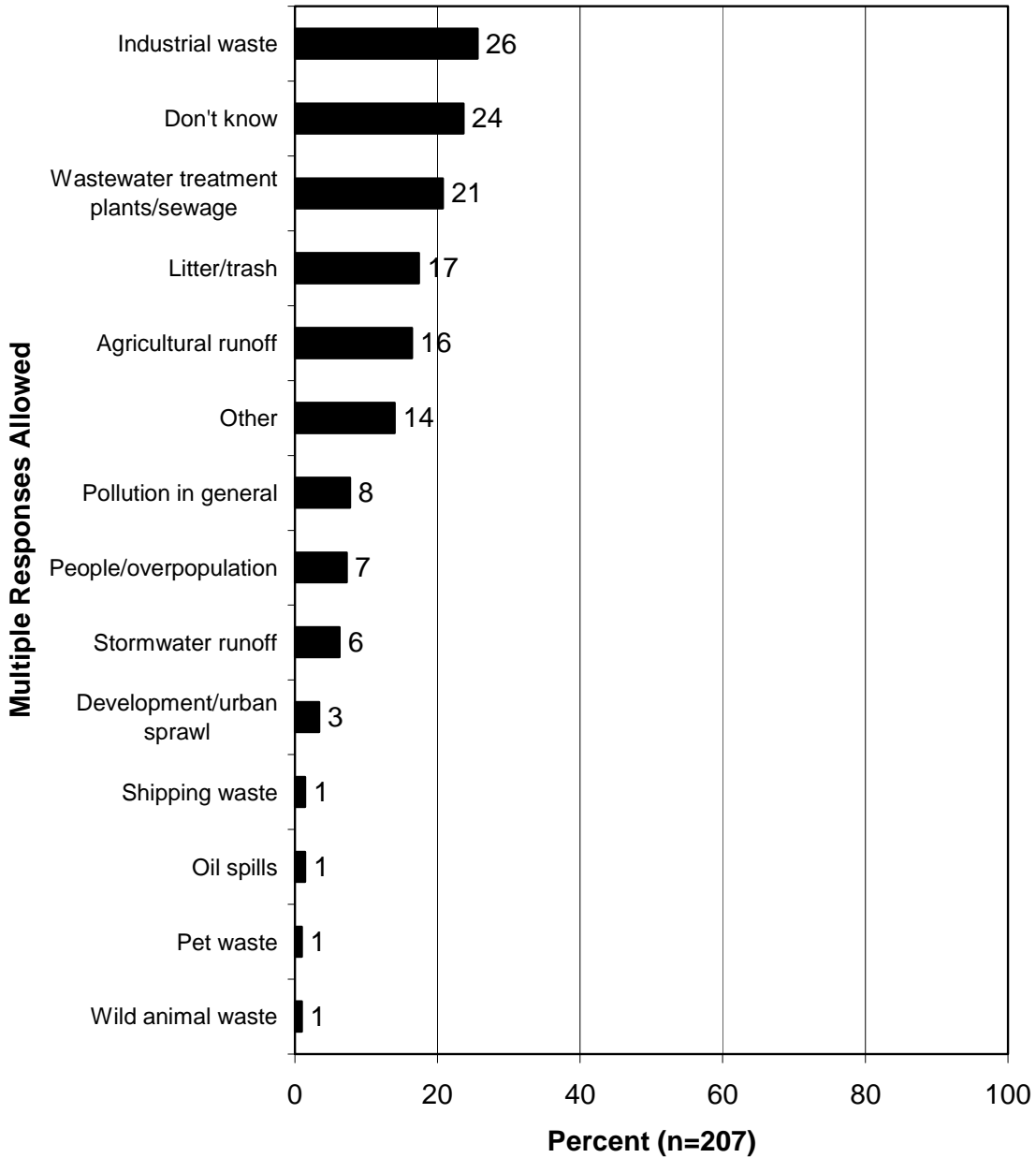
Q49. Do you think Florida's waters, that is rivers, lakes, streams, and underground aquifers, are healthy or unhealthy?



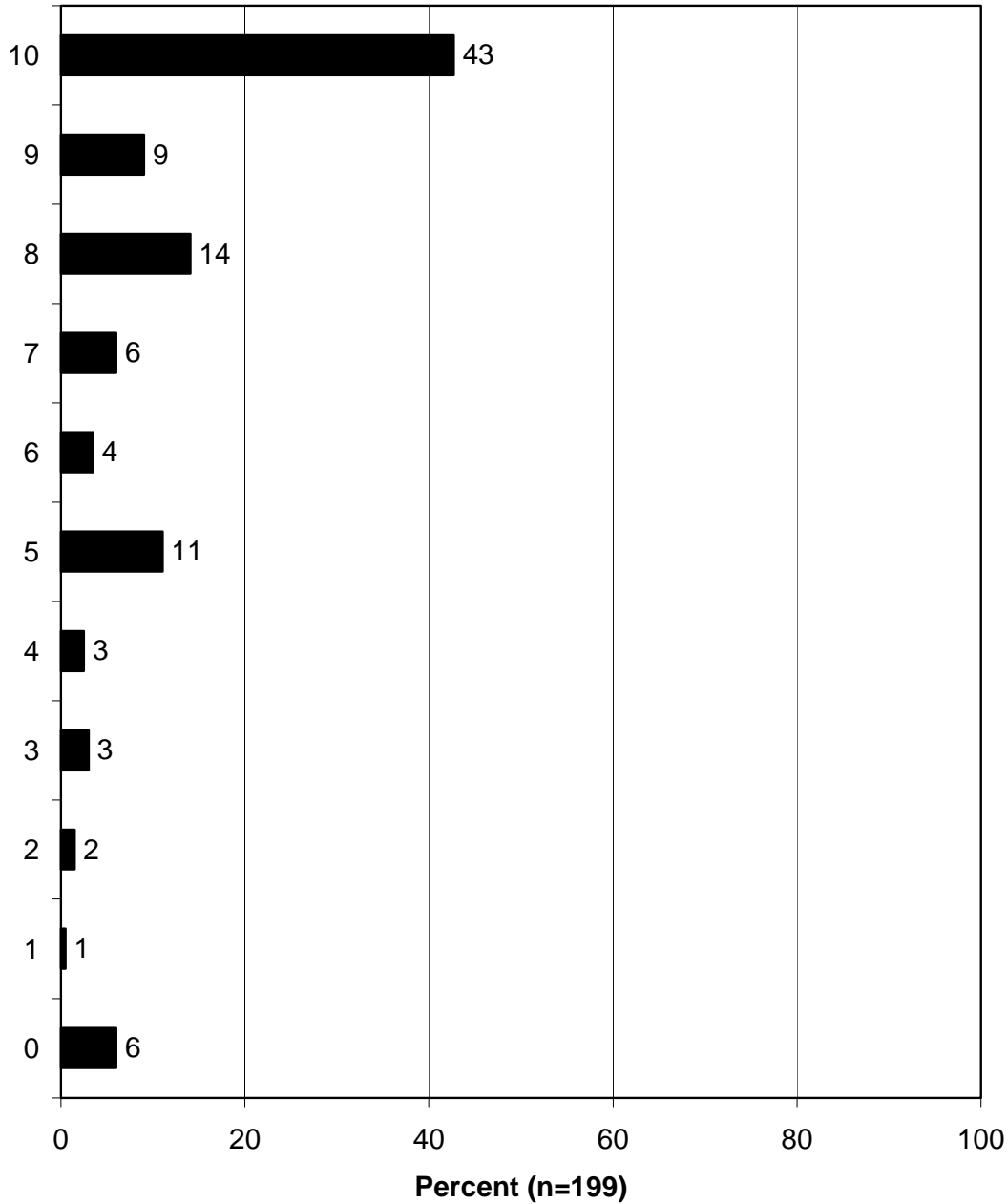
Q50. On a scale of 0 to 10, where 0 is not concerned and 10 is extremely concerned, how concerned are you about water quality in Florida?



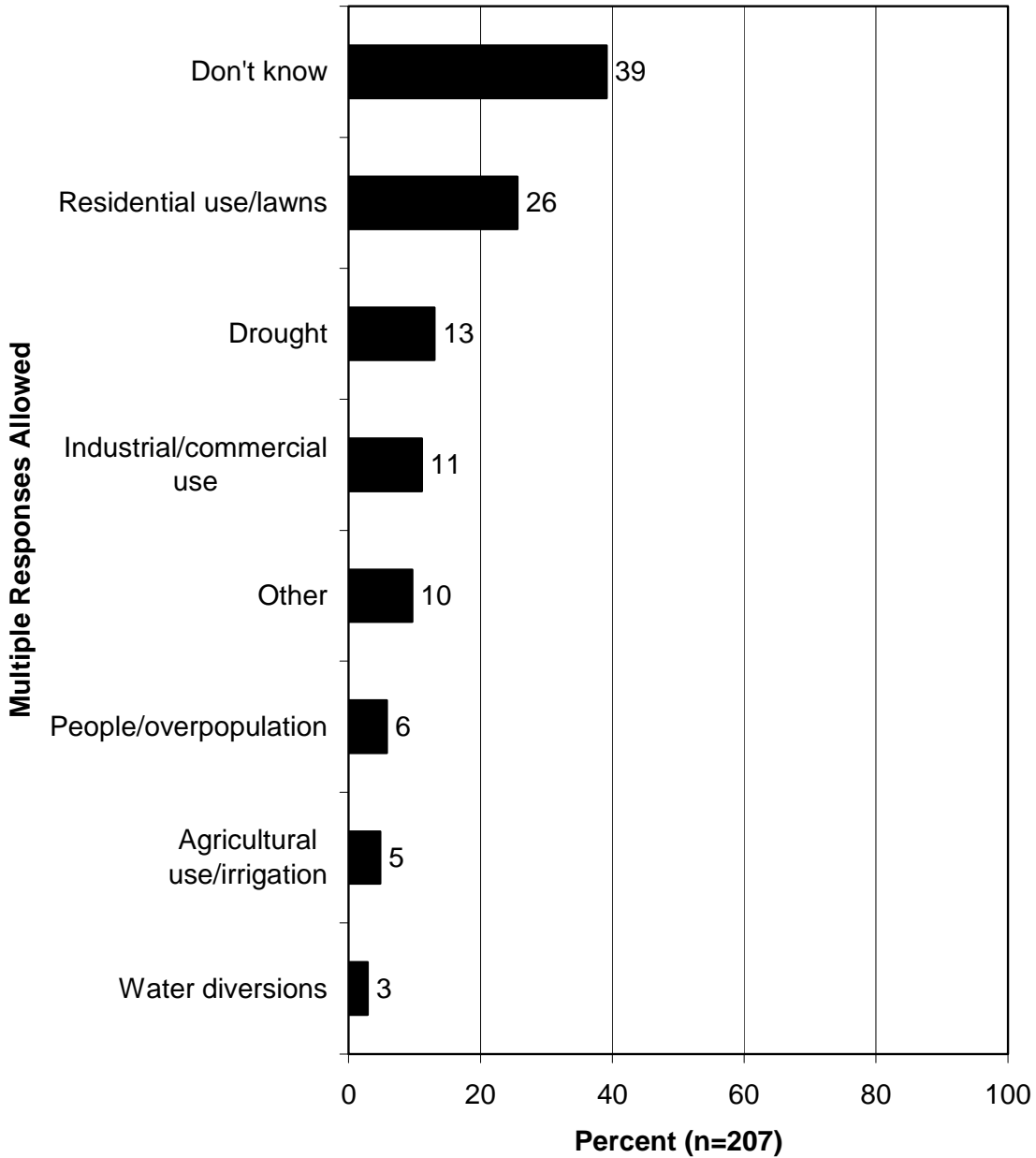
Q54. What do you feel are the major factors contributing to water quality issues in Florida?



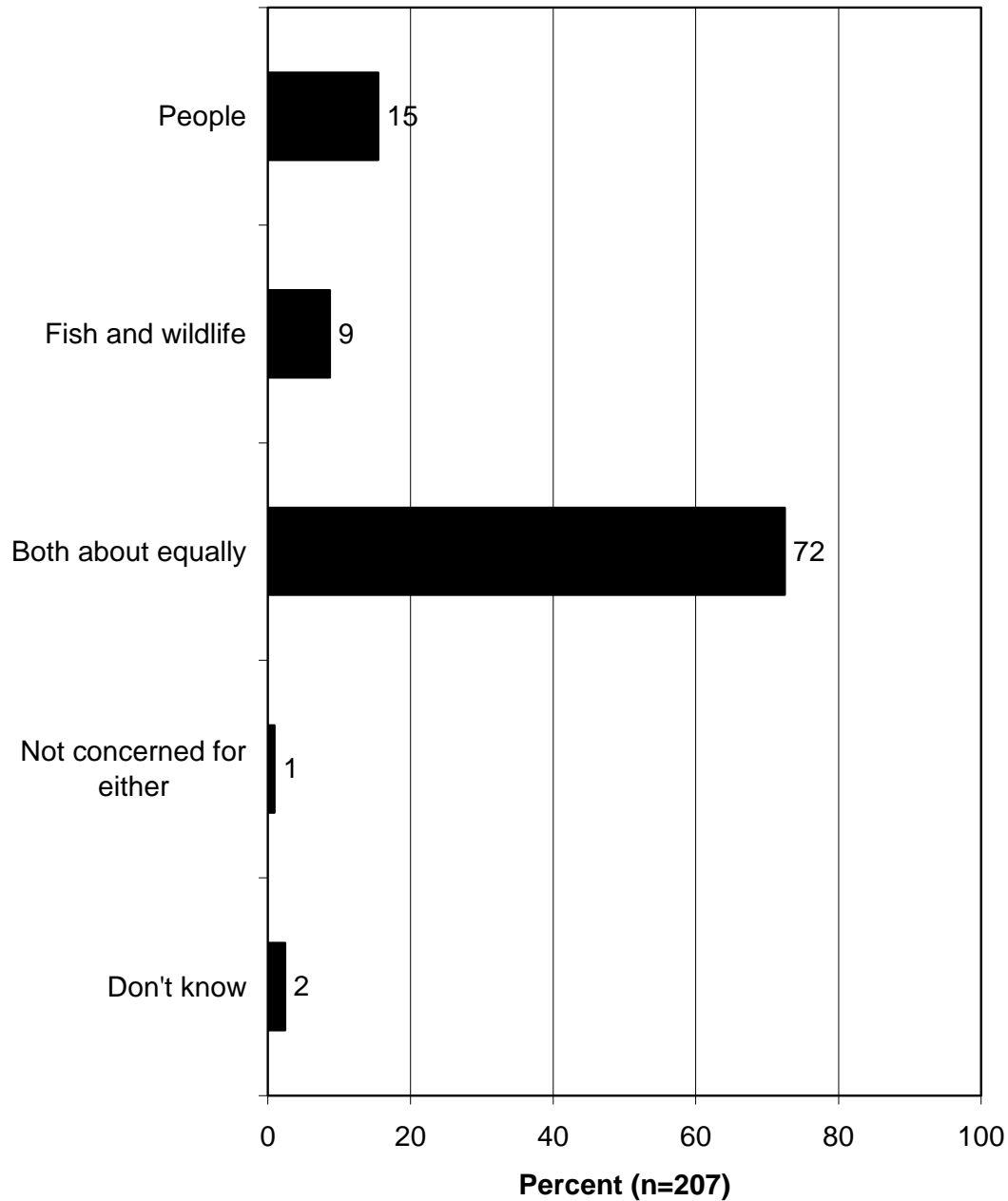
Q51. On a scale of 0 to 10, where 0 is not concerned and 10 is extremely concerned, how concerned are you about water quantity, that is, the amount of water, in Florida?



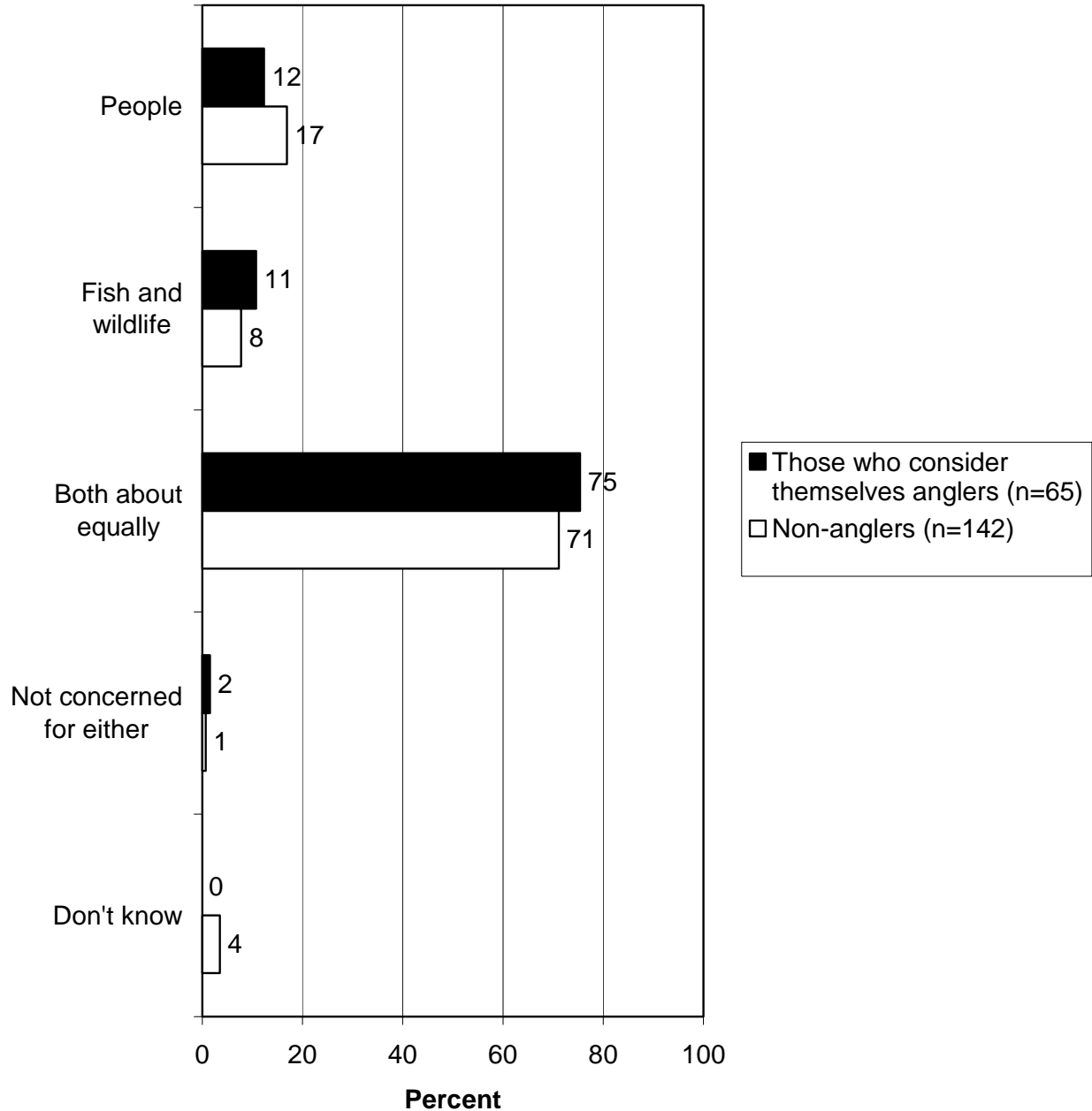
Q57. What do you feel are the major factors contributing to water quantity issues in Florida?



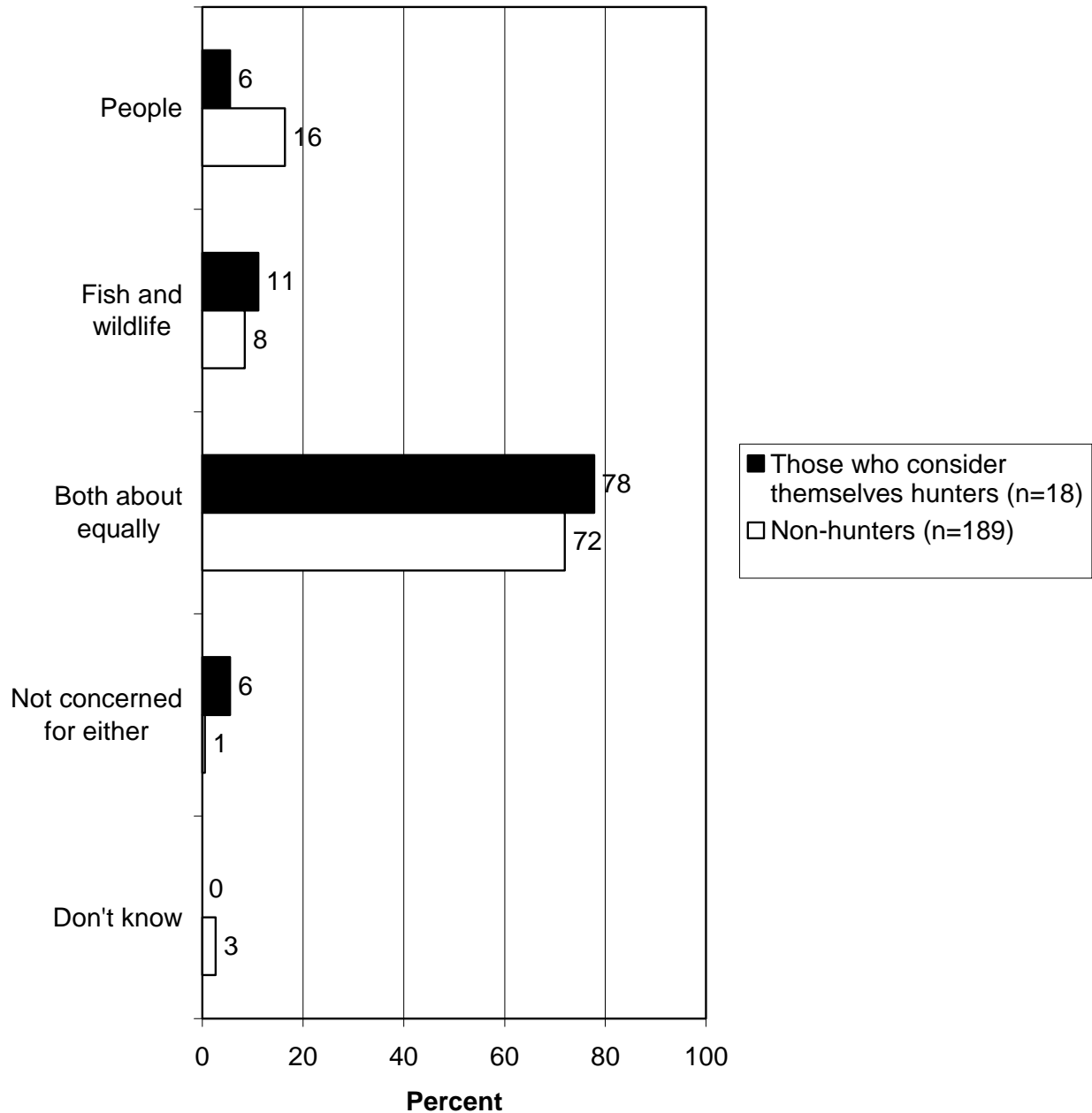
Q52. Are you more concerned about water resources in Florida for people, for fish and wildlife, or both about equally?



Q52. Are you more concerned about water resources in Florida for people, for fish and wildlife, or both about equally?



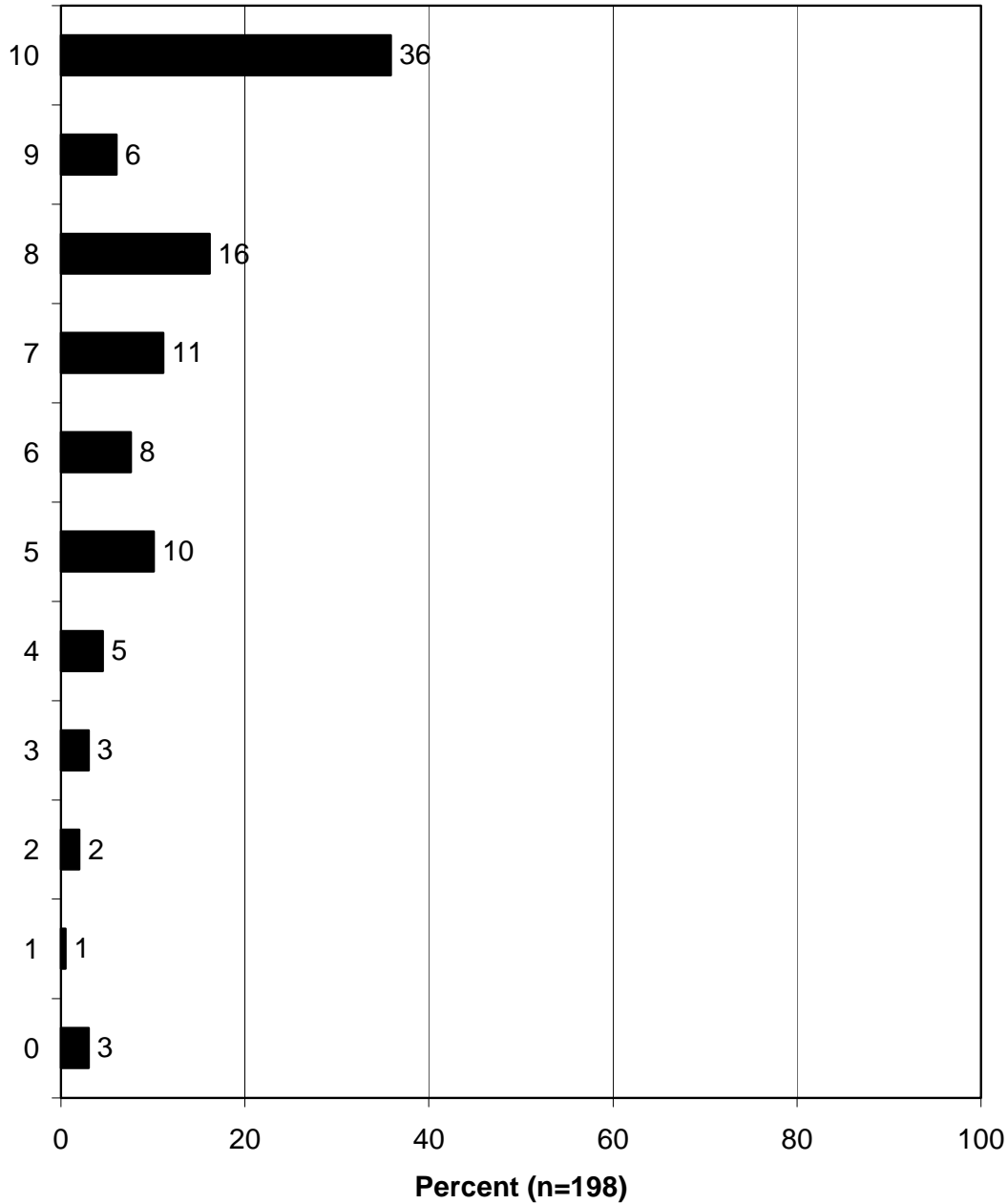
Q52. Are you more concerned about water resources in Florida for people, for fish and wildlife, or both about equally?



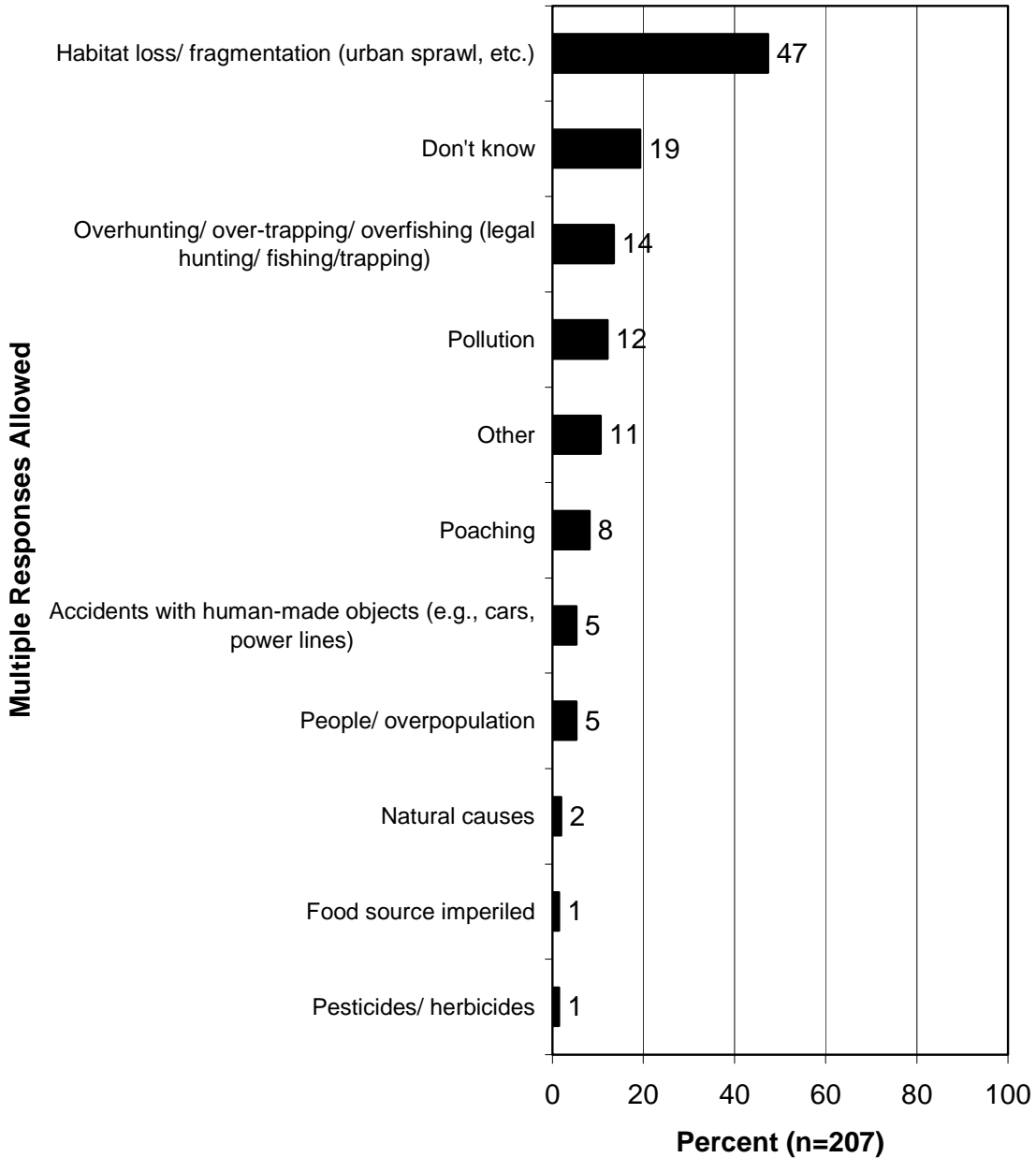
OPINIONS ON THREATENED AND ENDANGERED WILDLIFE

- A little more than a third of respondents (36%) rated their concern for threatened and endangered species at “10,” the highest level of concern; a large majority (77%) rated their concern higher than the mid-point of “5.”
 - Habitat loss and fragmentation together is seen as the top factor contributing to species becoming threatened or endangered in Florida; over-harvesting by legal hunters, trappers, and anglers, as well as pollution, are thought by some to contribute to species becoming threatened or endangered.

Q59. On a scale of 0 to 10, where 0 is not concerned and 10 is extremely concerned, how concerned are you about threatened and endangered species in Florida?



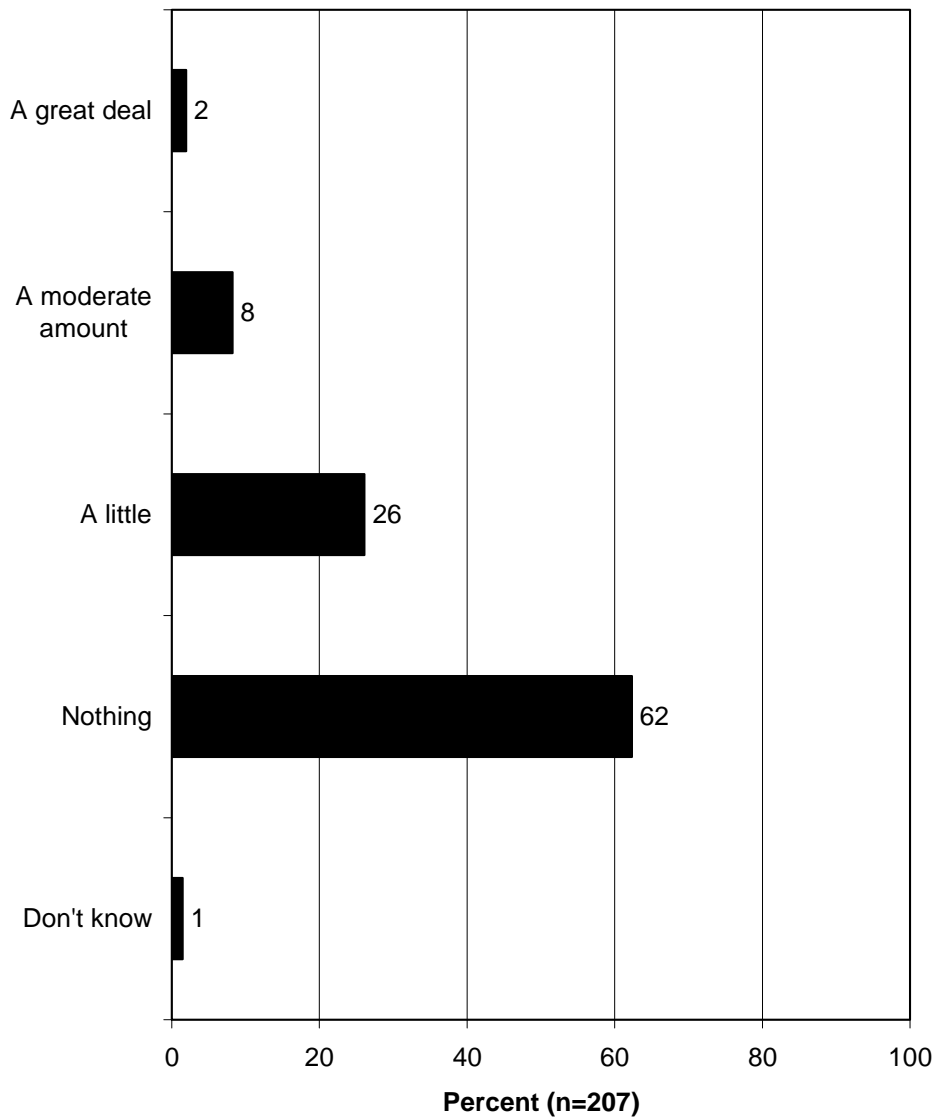
Q61. What do you feel are the major factors contributing to species becoming threatened or endangered in Florida?



CHRONIC WASTING DISEASE

- A small percentage of Florida residents (10%) have heard a great deal or moderate amount about Chronic Wasting Disease in the past year.
 - 88% have heard nothing about the disease in the past year.

Q63. In the past year, would you say you've heard a great deal, a moderate amount, a little, or nothing about Chronic Wasting Disease (CWD)?

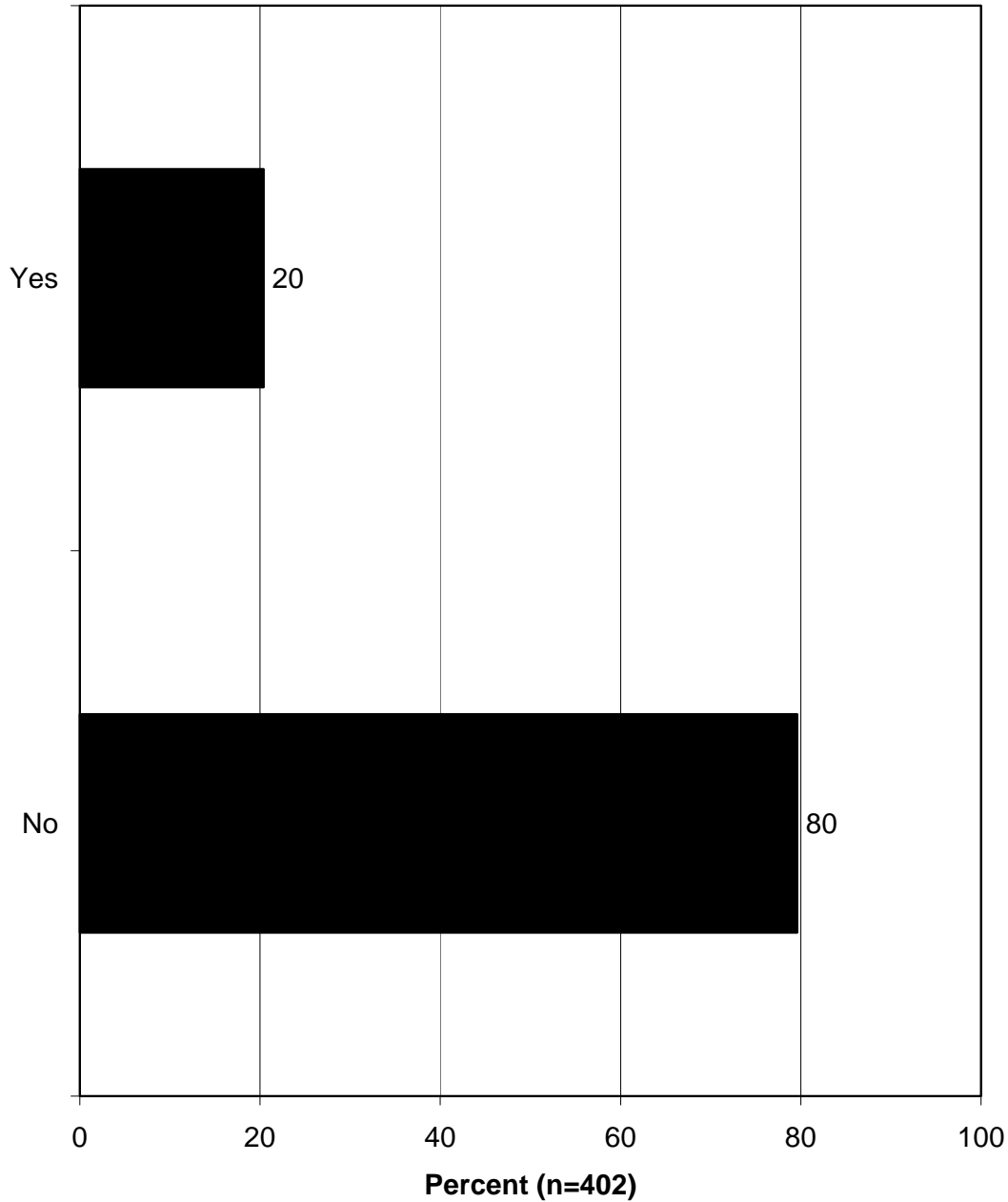


NUISANCE WILDLIFE AND DEER-VEHICLE COLLISIONS

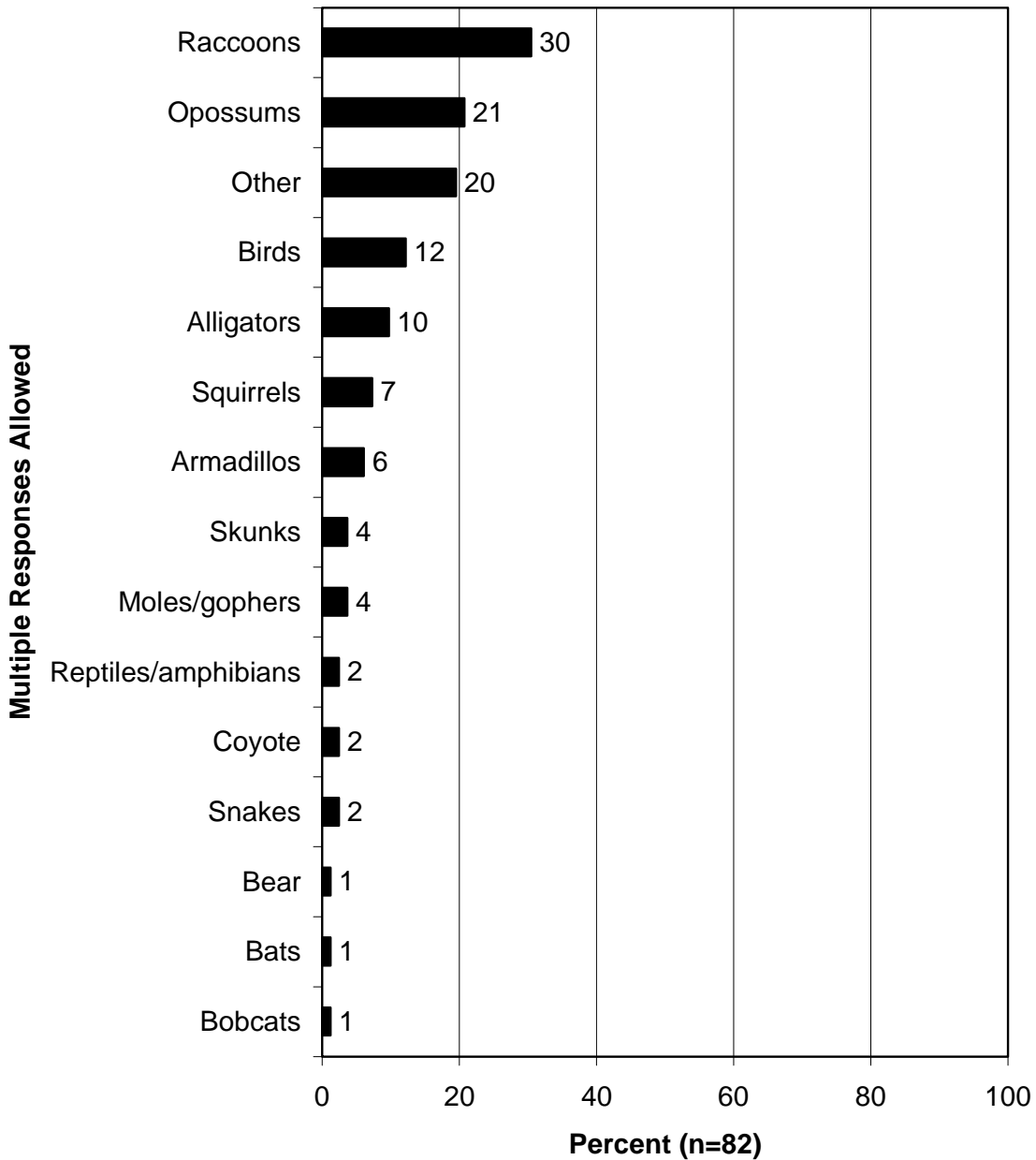
- A fifth of Florida residents (20%) have had problems with wild animals and/or wild birds within the past 2 years. The most common animals causing problems are raccoons, opossums, birds, and alligators. The most common types of problems are damage to yards, problems with garbage, harm to pets, and threats to humans.
 - Of those who had problems, 2% said agricultural damage, and 2% said harm to livestock.

- While the overwhelming majority of Florida residents (99%) have not experienced a vehicle collision with a deer, either as driver or passenger, 1% have experienced a collision while driving.

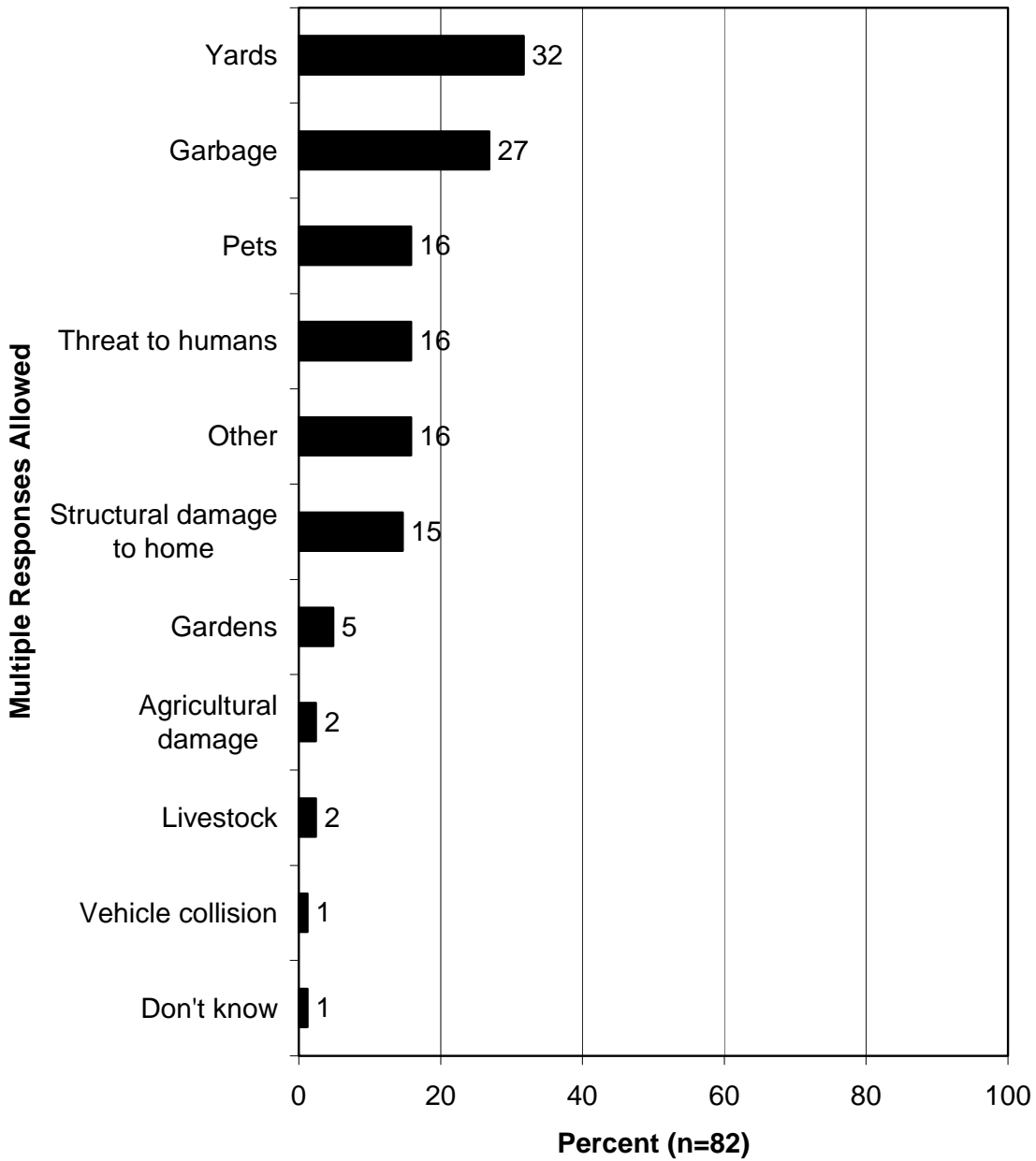
Q64. Sometimes people have problems with wildlife in their neighborhoods or around their homes. Have you had any problems with any wild animals or birds within the past 2 years?



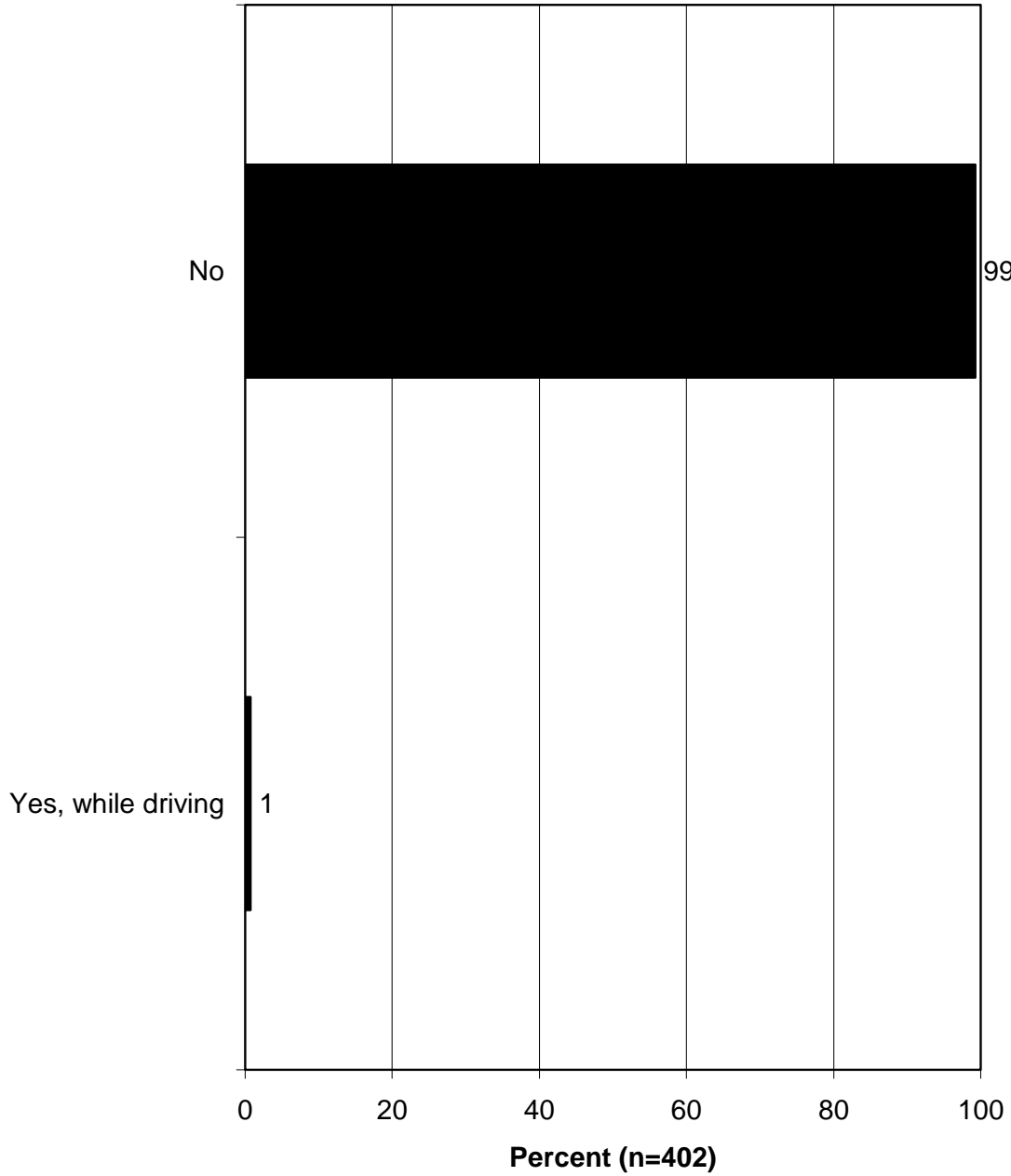
Q66. Which wild animals have caused you problems? (Asked of those who had problems with wild animals and/or birds within the past 2 years.)



**Q69. What kind of problems did the wildlife cause?
(Asked of those who had problems with wild
animals and/or birds within the past 2 years.)**



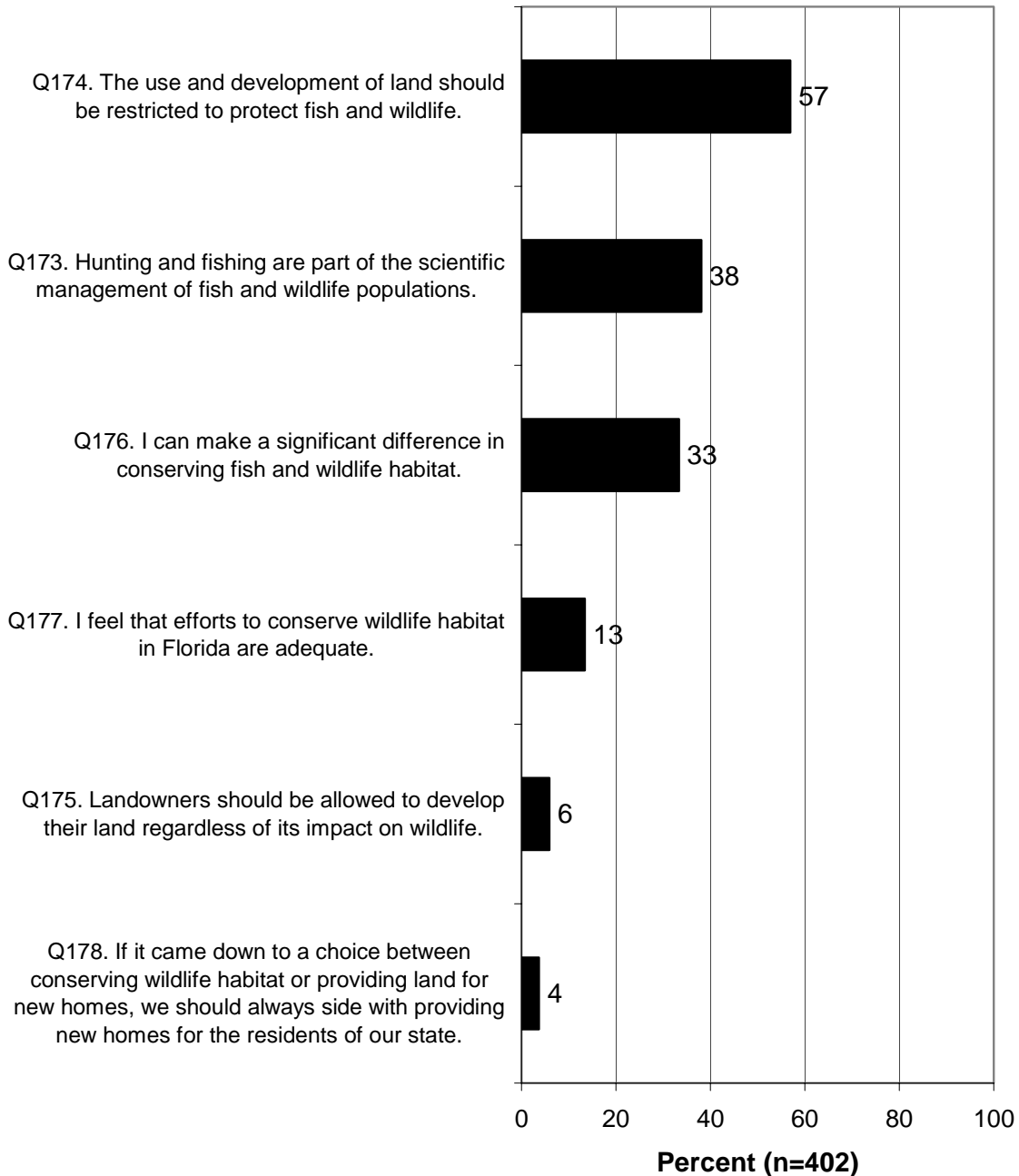
Q72. In the past 12 months, have you personally had a vehicle collision with a deer while riding or driving on Florida's roads or highways?



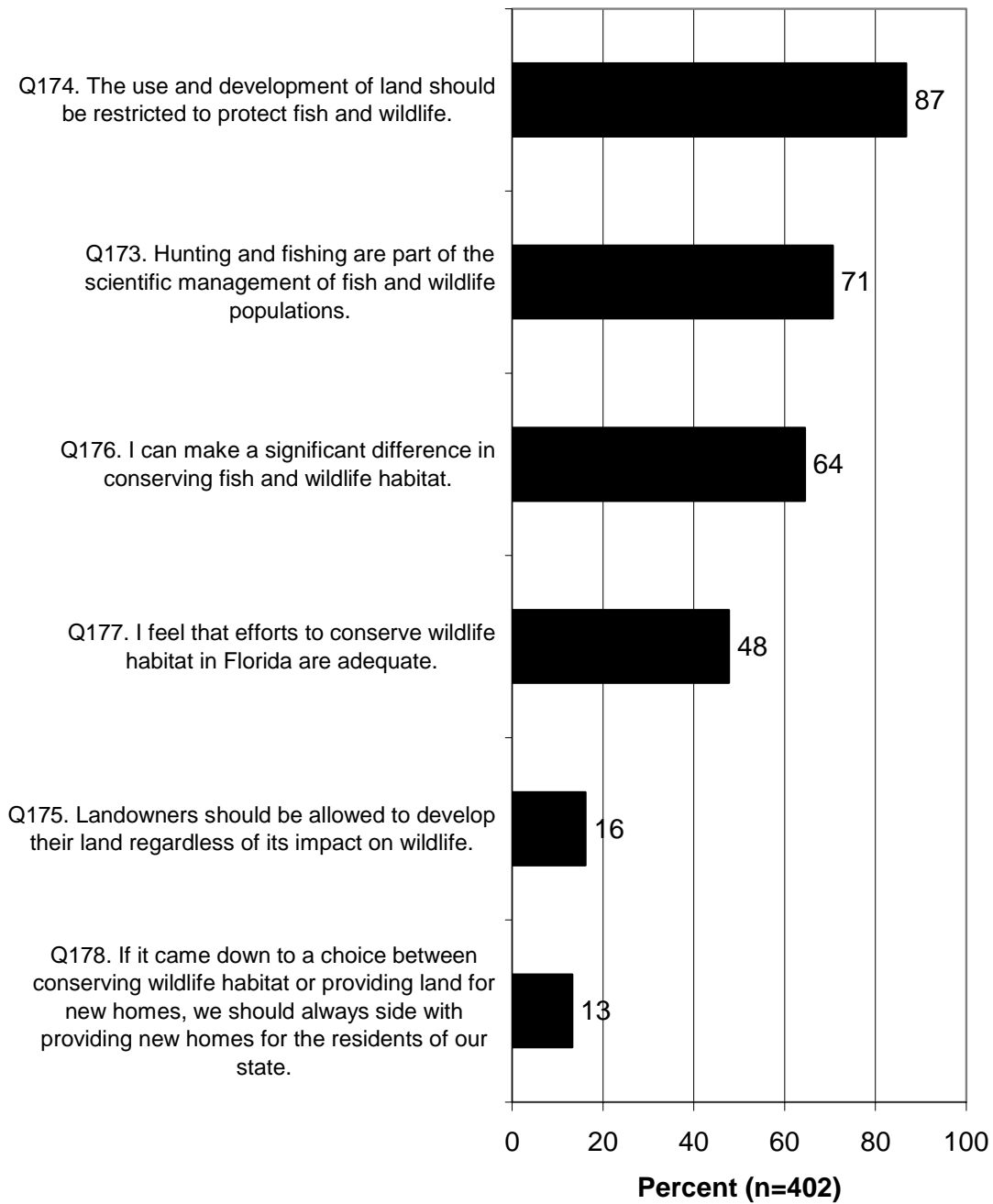
OPINIONS ON LAND USE AND FISH AND WILDLIFE MANAGEMENT

- Respondents were read six statements about land use and wildlife management and asked if they agreed or disagreed with them. The statement with the highest percentage in agreement was that the use and development of land should be restricted to protect fish and wildlife, with which 87% agreed. The other two statements with which a majority agreed were that hunting and fishing are part of the scientific management of fish and wildlife populations (71% agreed) and that the respondent can make a significant difference in conserving fish and wildlife habitat (64%). Additionally, Florida residents showed deference for fish and wildlife habitat over human use of land: more respondents thought that the use and development of land should be restricted to protect fish and wildlife (87% agreed) than thought either that landowners should be allowed to develop their land regardless of its impact on wildlife (16% agreed) or that development for new home sites should take precedence over preserving wildlife habitat (13% agreed).

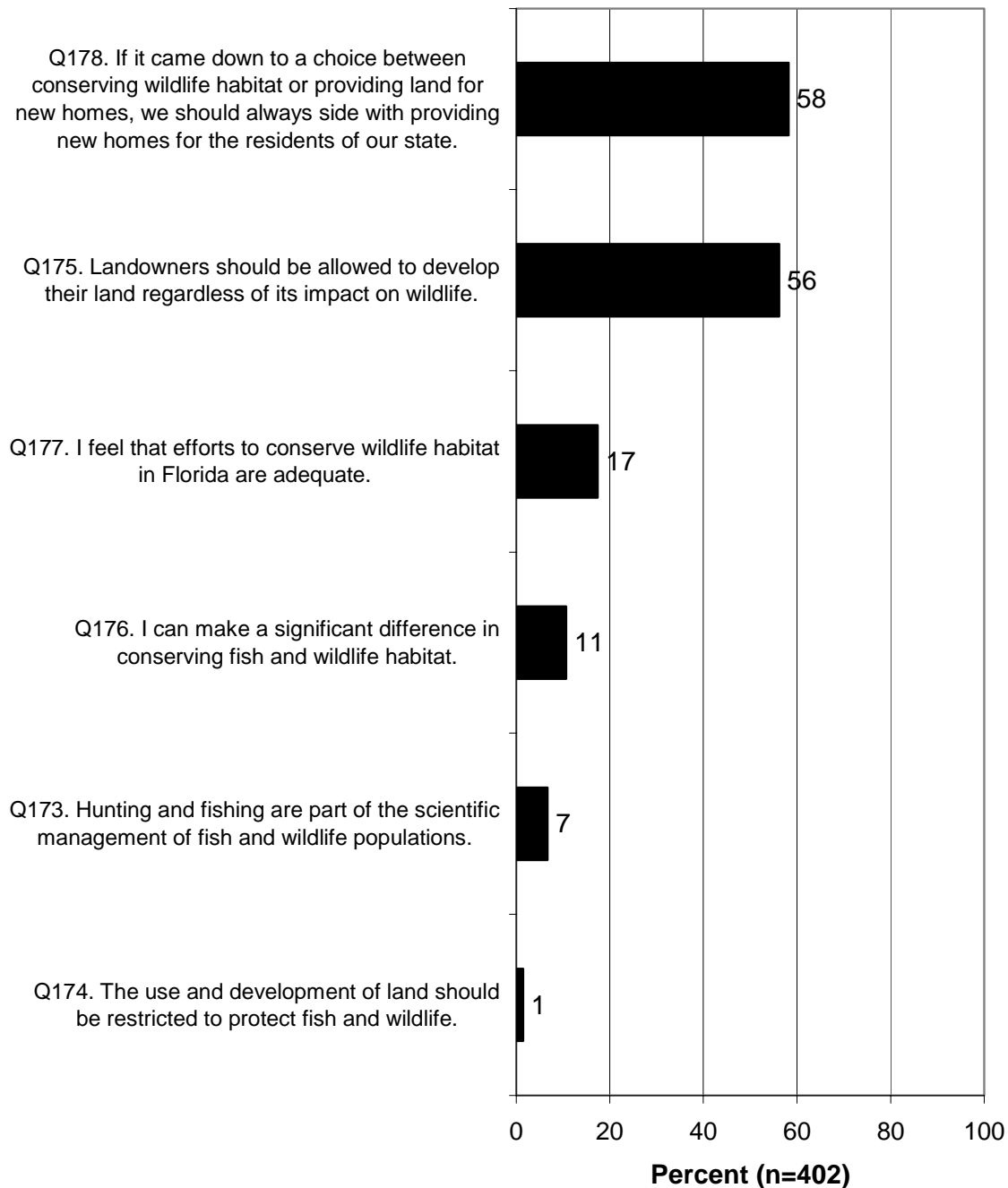
Q173-Q178. Percent who strongly agree with the following statements.



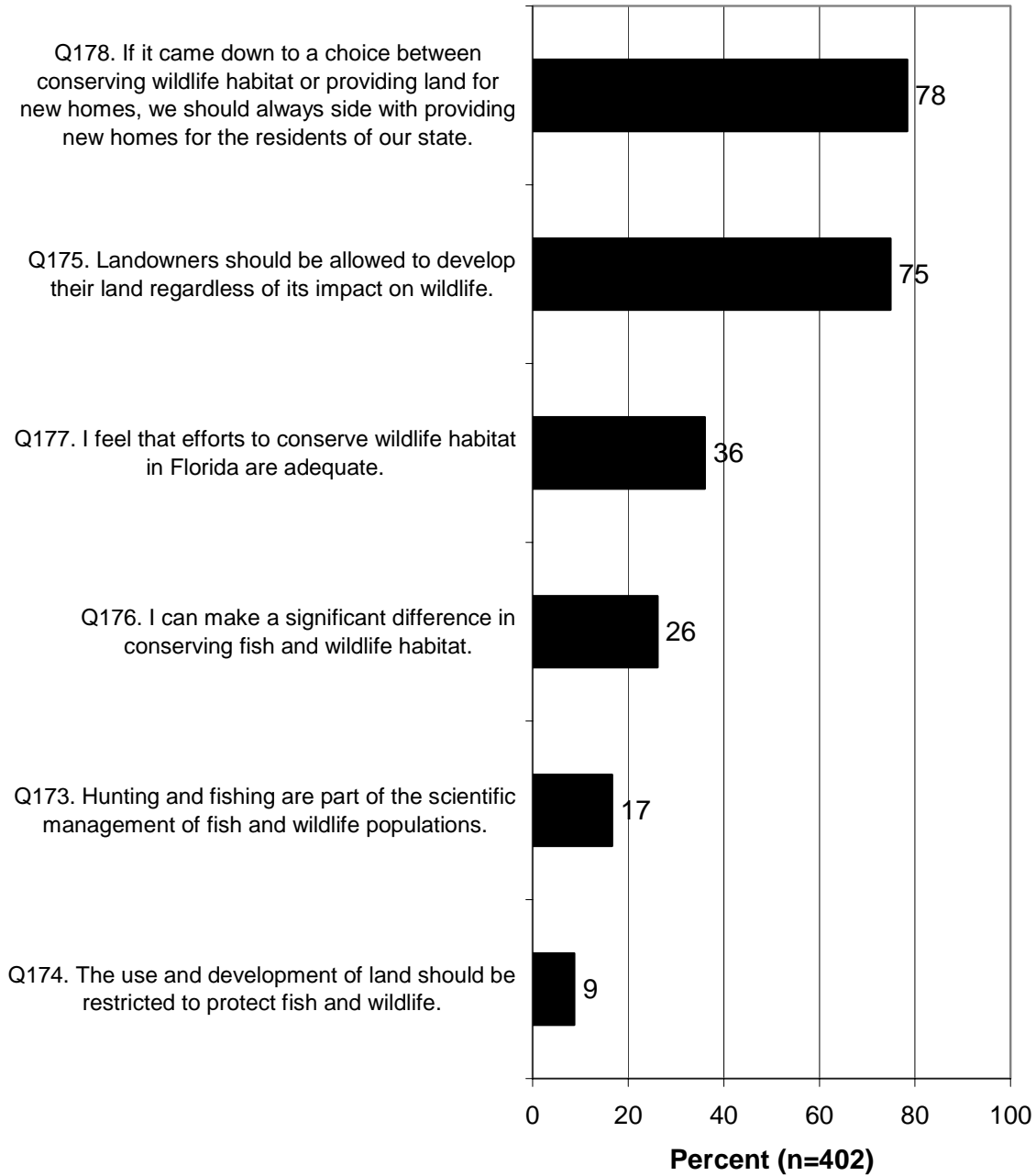
Q173-Q178. Percent who strongly or moderately agree with the following statements.



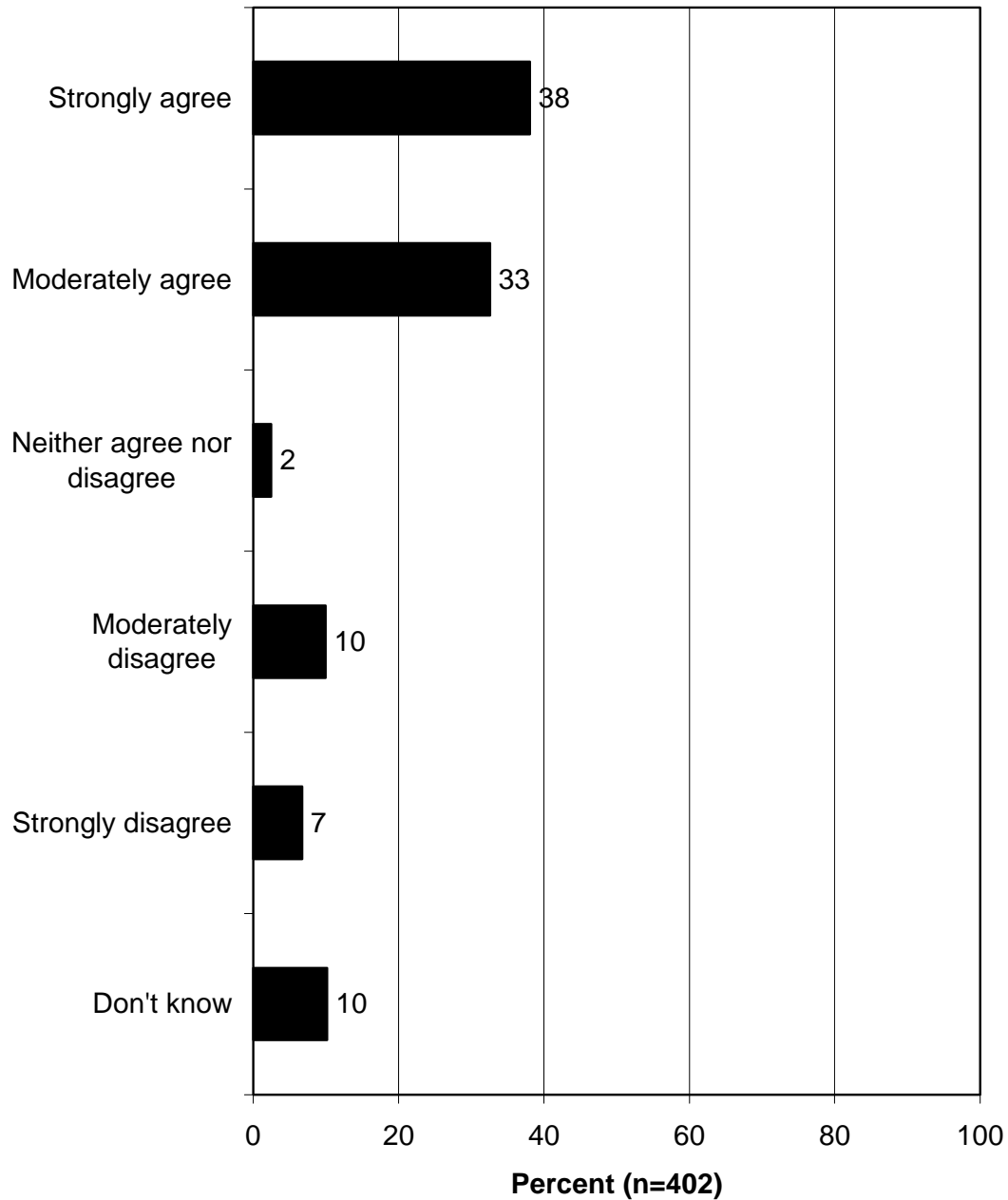
Q173-Q178. Percent who strongly disagree with the following statements.



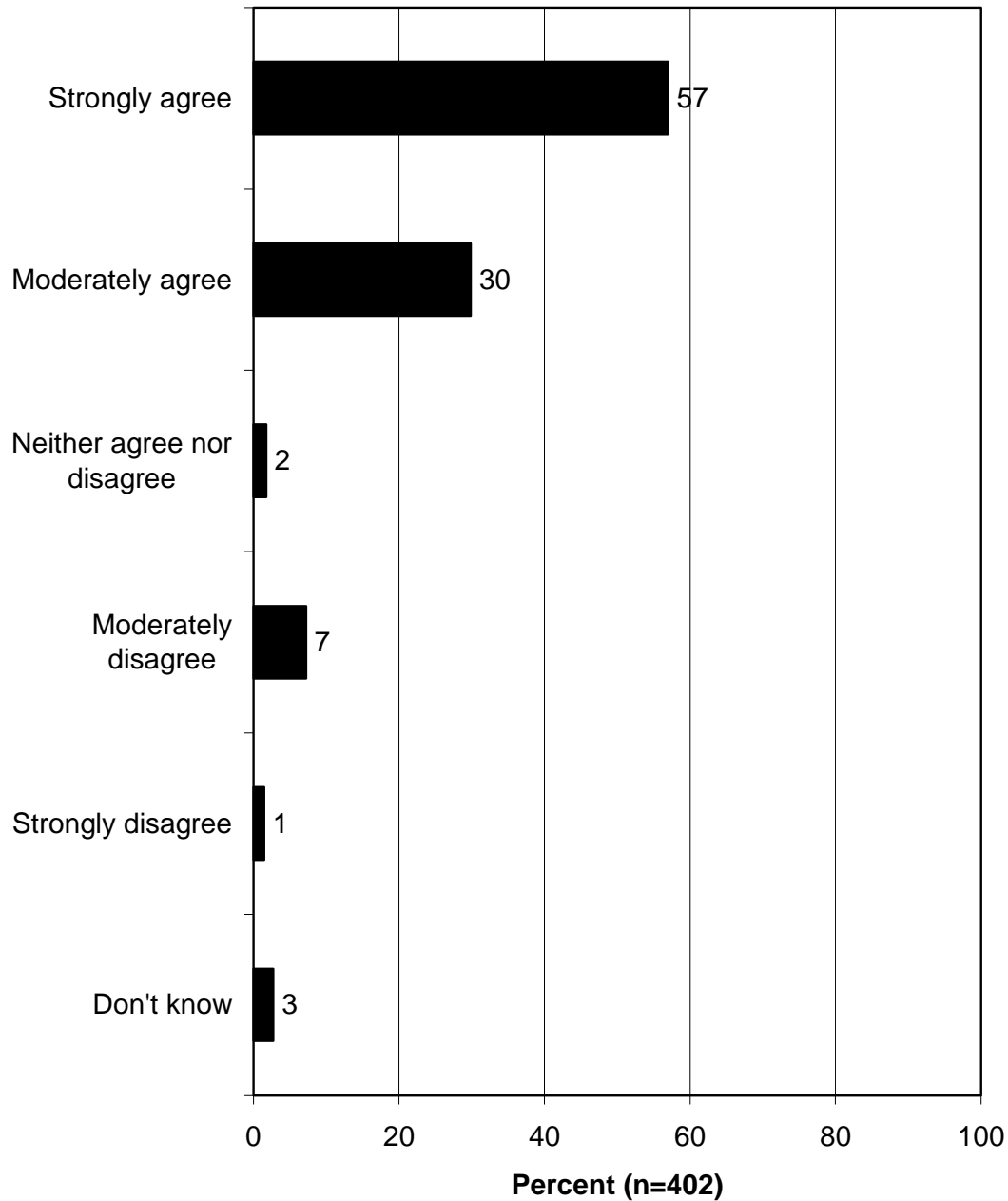
Q173-Q178. Percent who strongly or moderately disagree with the following statements.



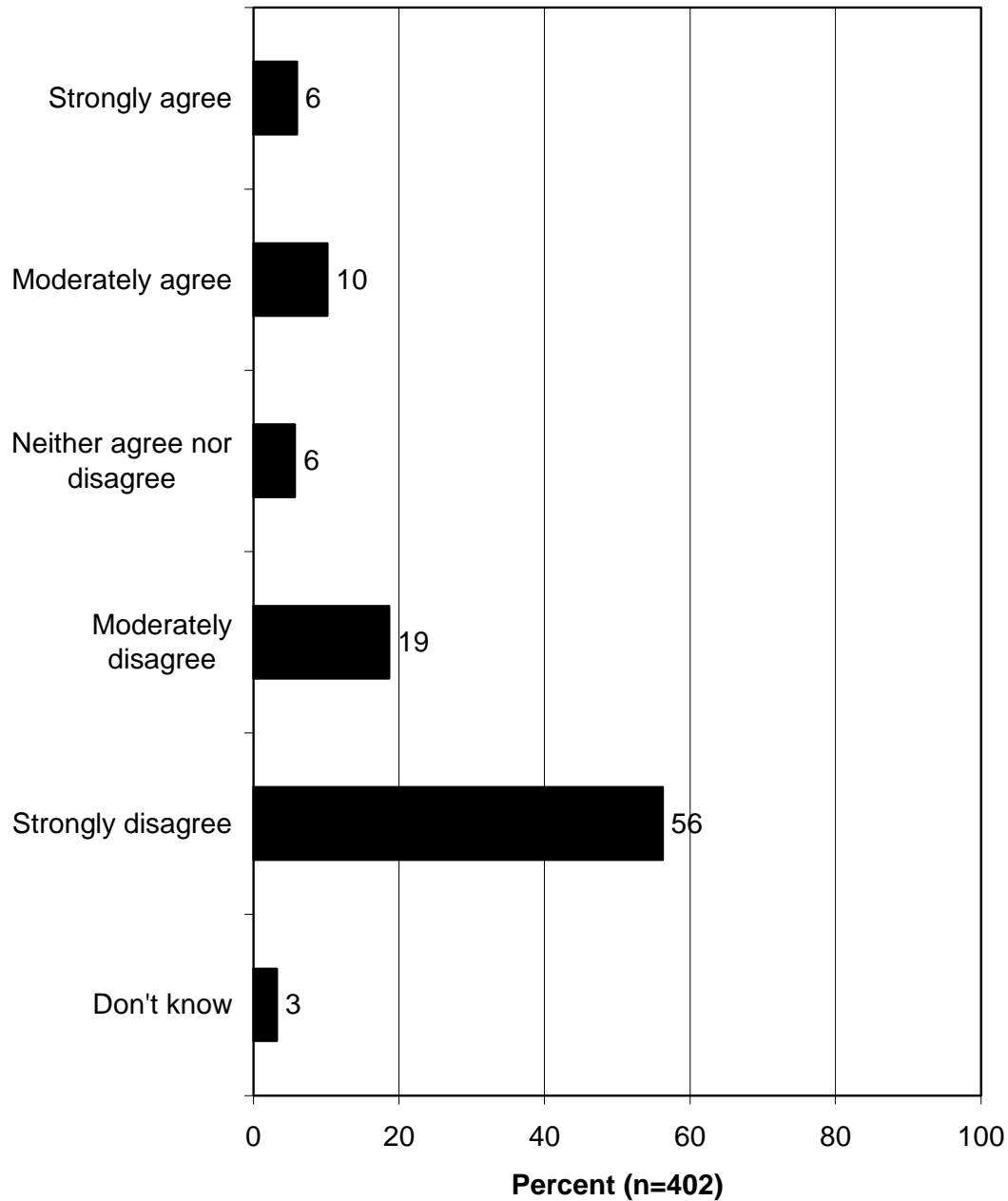
Q173. Hunting and fishing are part of the scientific management of fish and wildlife populations. Do you agree or disagree with this statement?



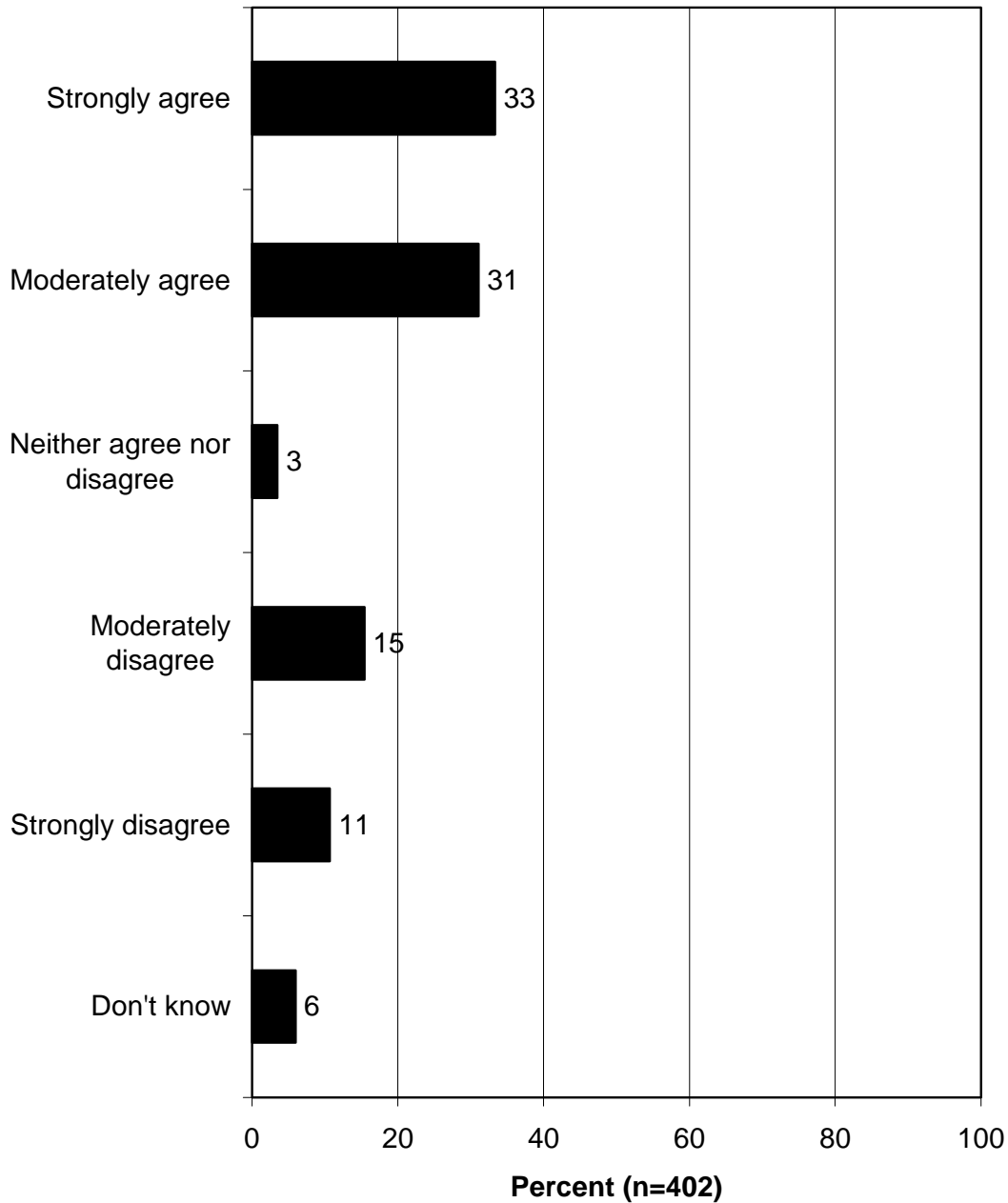
Q174. The use and development of land should be restricted to protect fish and wildlife. Do you agree or disagree with this statement?



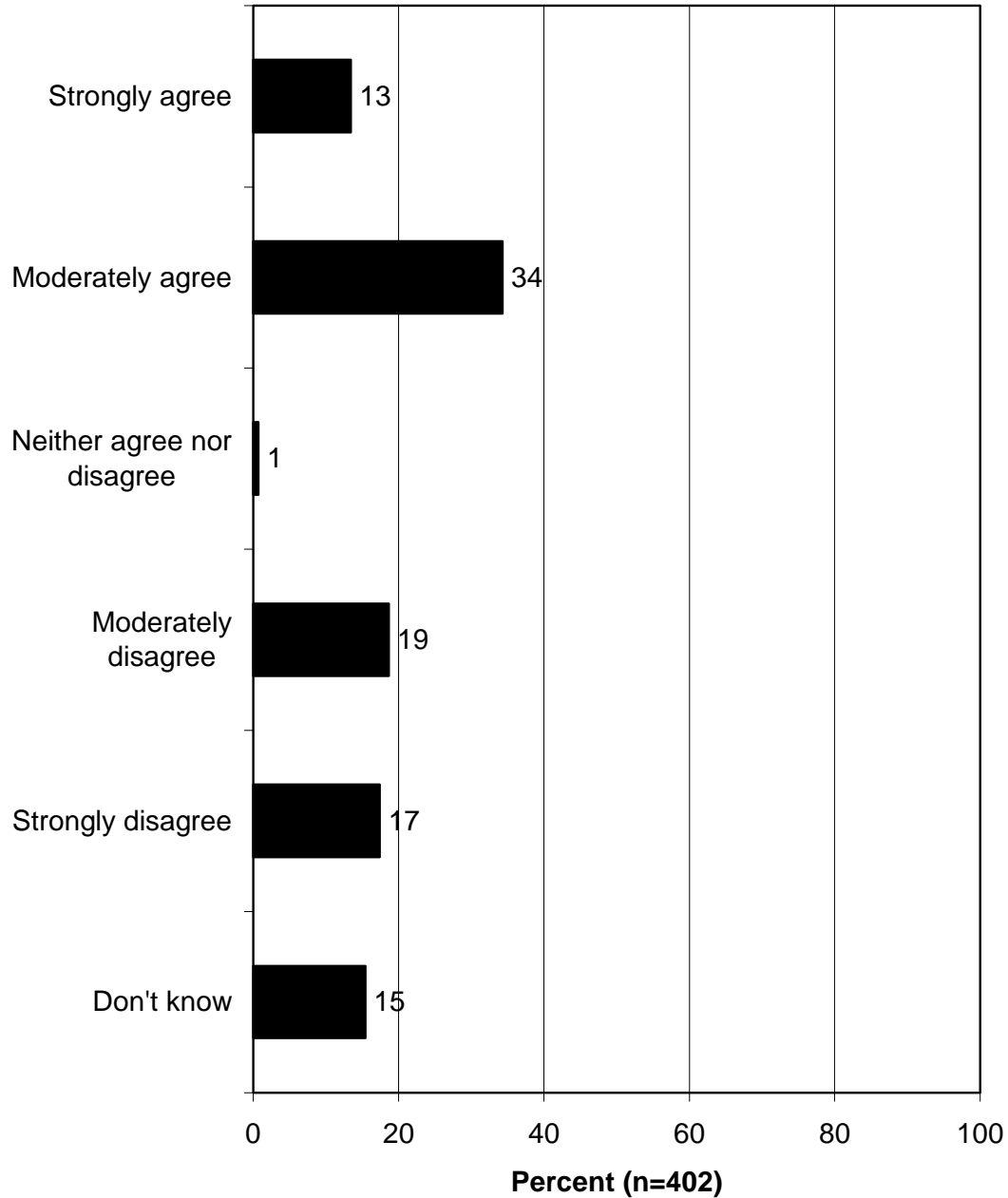
Q175. Landowners should be allowed to develop their land regardless of its impact on wildlife. Do you agree or disagree with this statement?



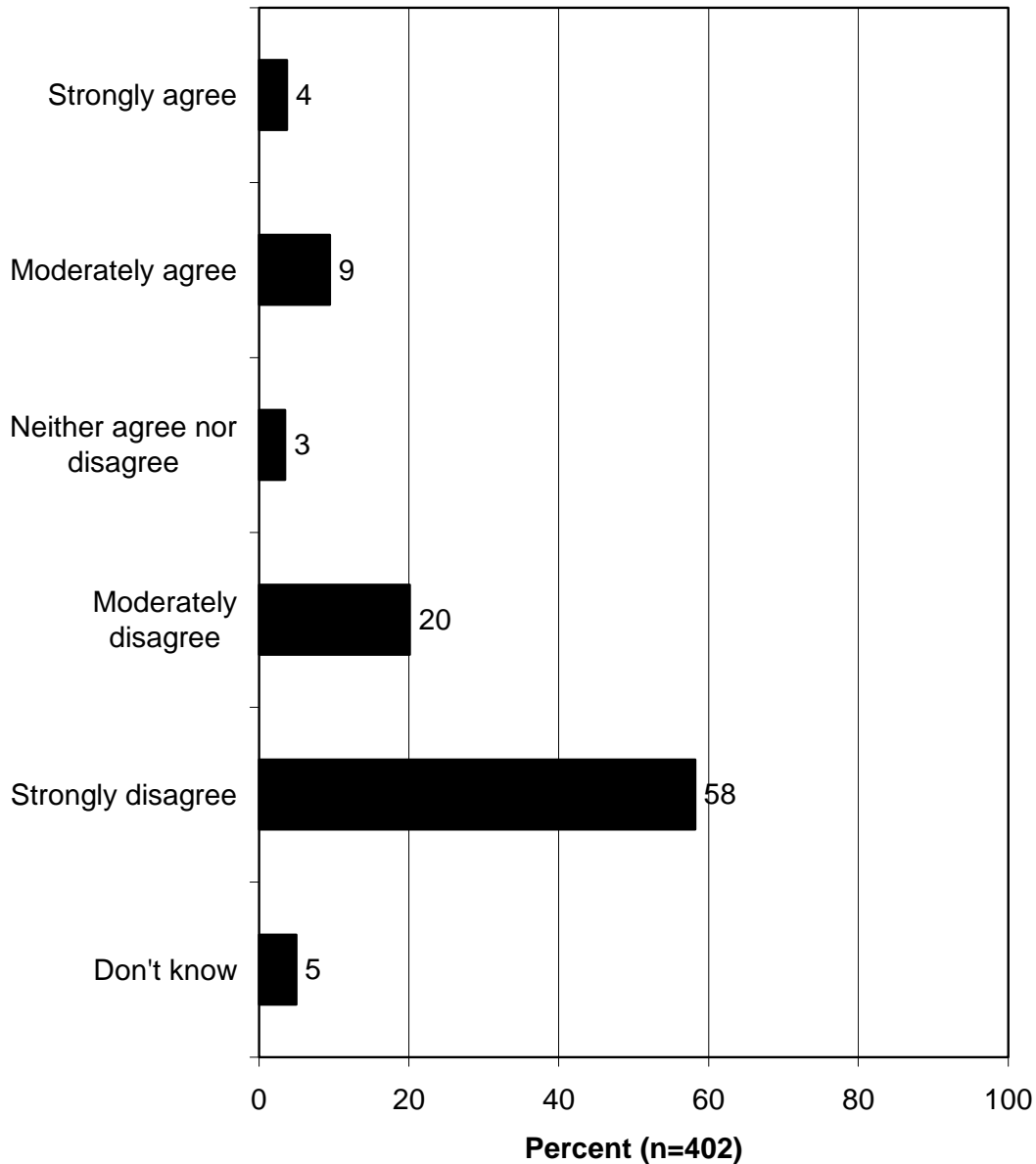
Q176. I can make a significant difference in conserving fish and wildlife habitat. Do you agree or disagree with this statement?



Q177. I feel that efforts to conserve wildlife habitat in Florida are adequate. Do you agree or disagree with this statement?



Q178. If it came down to a choice between conserving wildlife habitat or providing land for new homes, we should always side with providing new homes for the residents of our state. Do you agree or disagree with this statement?

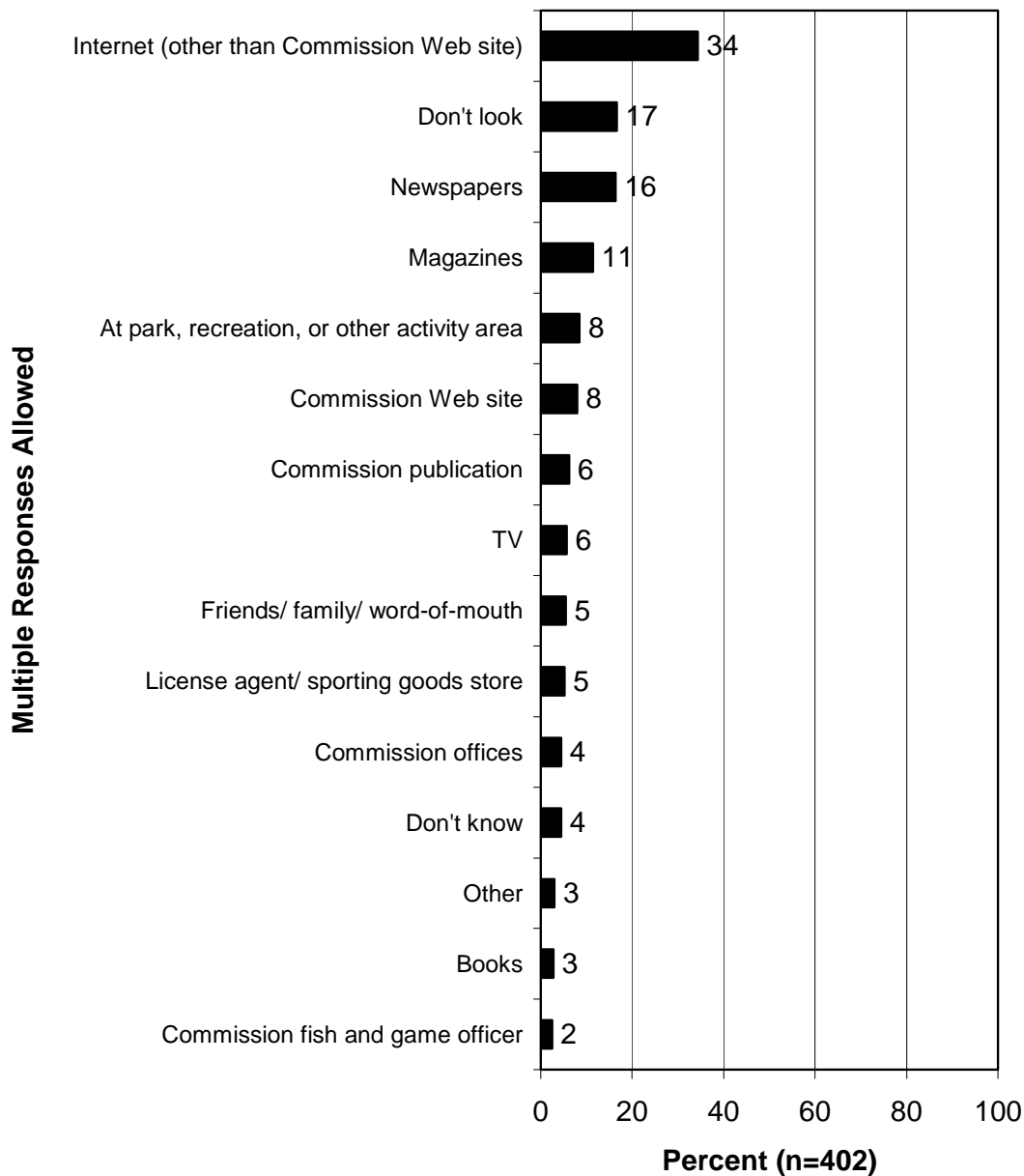


SOURCES OF INFORMATION ON FISH AND WILDLIFE AND CREDIBILITY OF SOURCES

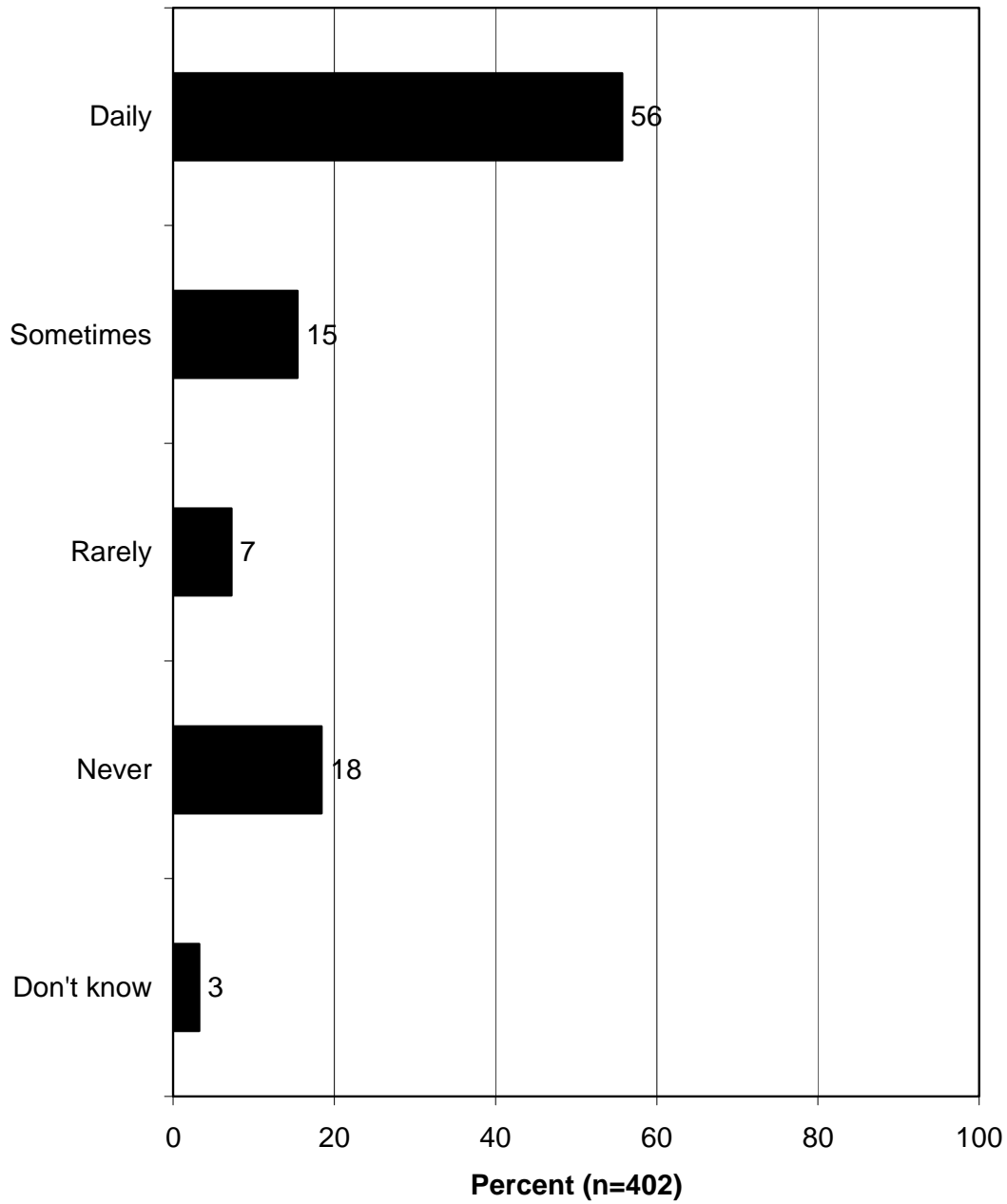
- The Internet (34%) is the most popular source that Florida residents look to for information on fish, wildlife, and wildlife-related outdoor recreation, followed by newspapers (16%) and magazines (11%).
 - In a related finding, a majority of Florida residents (56%) access the Internet daily, and an additional 15% access it sometimes; a quarter (25%) say that they rarely or never access the Internet.

- When asked about the credibility of sources of information on fish and wildlife, the Florida Fish and Wildlife Conservation Commission and its agents and biologists are perceived as highly credible relative to the eleven sources discussed in the survey. The top four sources, as measured by the percentage thinking they are very or somewhat credible, are government sources: the U.S. Fish and Wildlife Service, the Commission itself, the Commission enforcement agents, and a professor of biology or natural resources at a state-supported Florida university.
 - The least credible sources include PETA, local sportsmen's organizations, and local environmental organizations. The only not-for-profit organization that has relatively high credibility is the National Wildlife Federation.
 - Anglers are more likely than non-anglers to consider governmental sources as credible, as well as a local sportsmen's organization. They are more likely than non-anglers to say the ASPCA is not credible.
 - Hunters are more likely than non-hunters to consider the Florida Fish and Wildlife Conservation Commission and its enforcement agents and biologists as *very* credible. Hunters are much more likely to consider a local sportsmen's organization as very credible. Hunters are less likely than non-hunters to consider PETA, local environmental organizations, or the ASPCA as very credible.

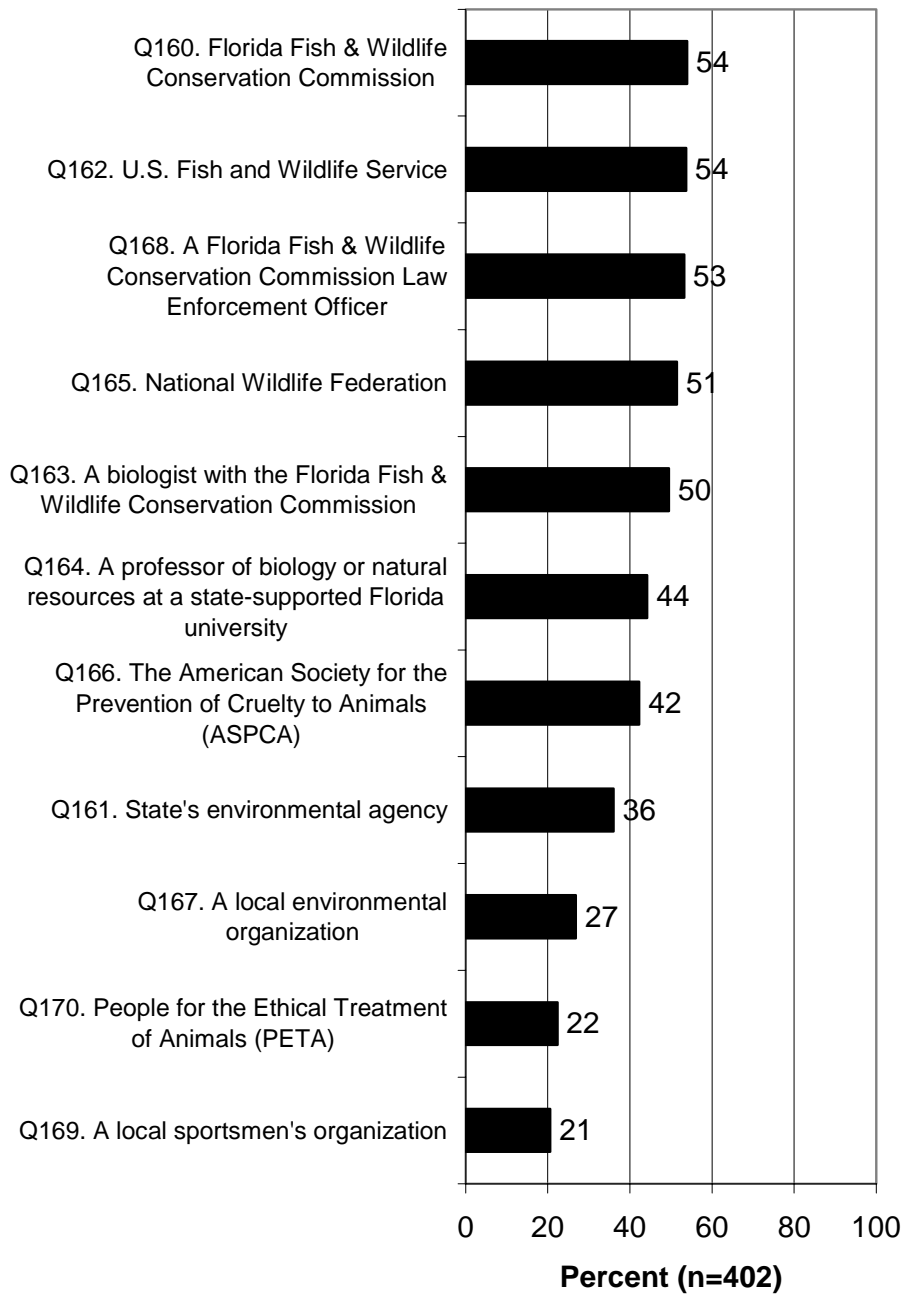
Q156. In general, where do you look for information on fish, wildlife, hunting, fishing, wildlife watching or other forms of wildlife-related outdoor recreation?



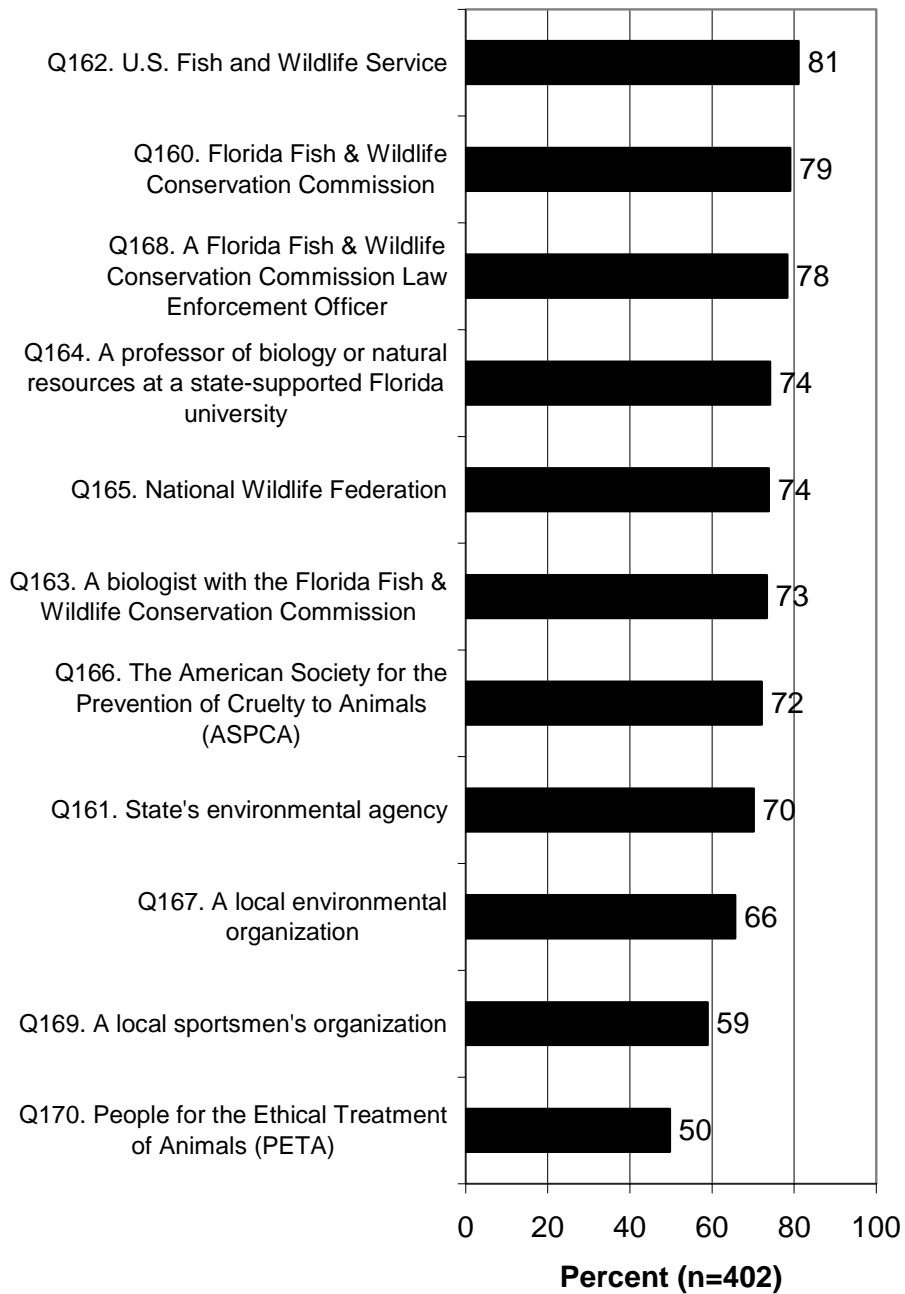
Q205. Do you access the Internet daily, sometimes, rarely, or never?



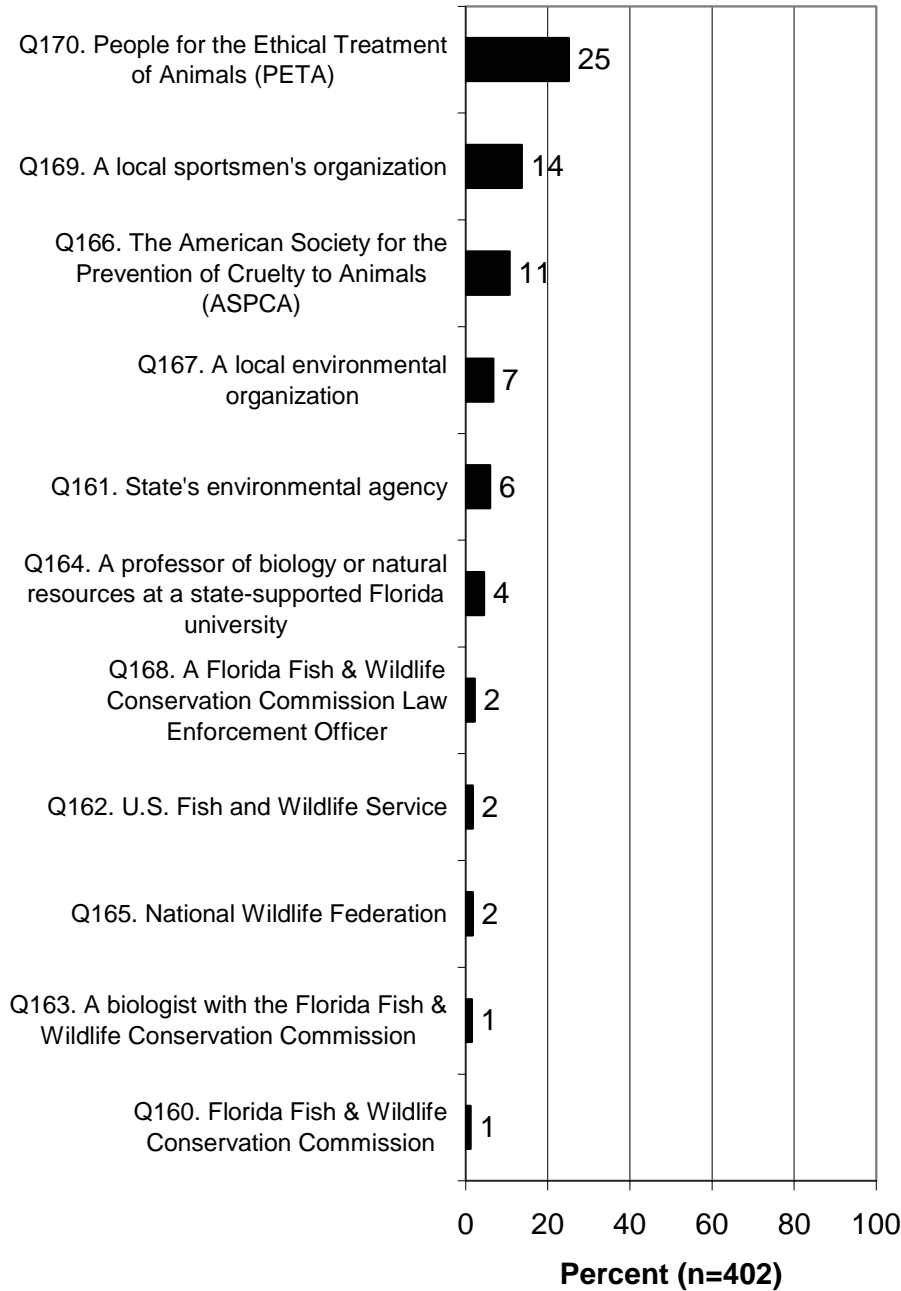
Q160-Q170. Percent who think the following are very credible as a source of information on fish and wildlife.



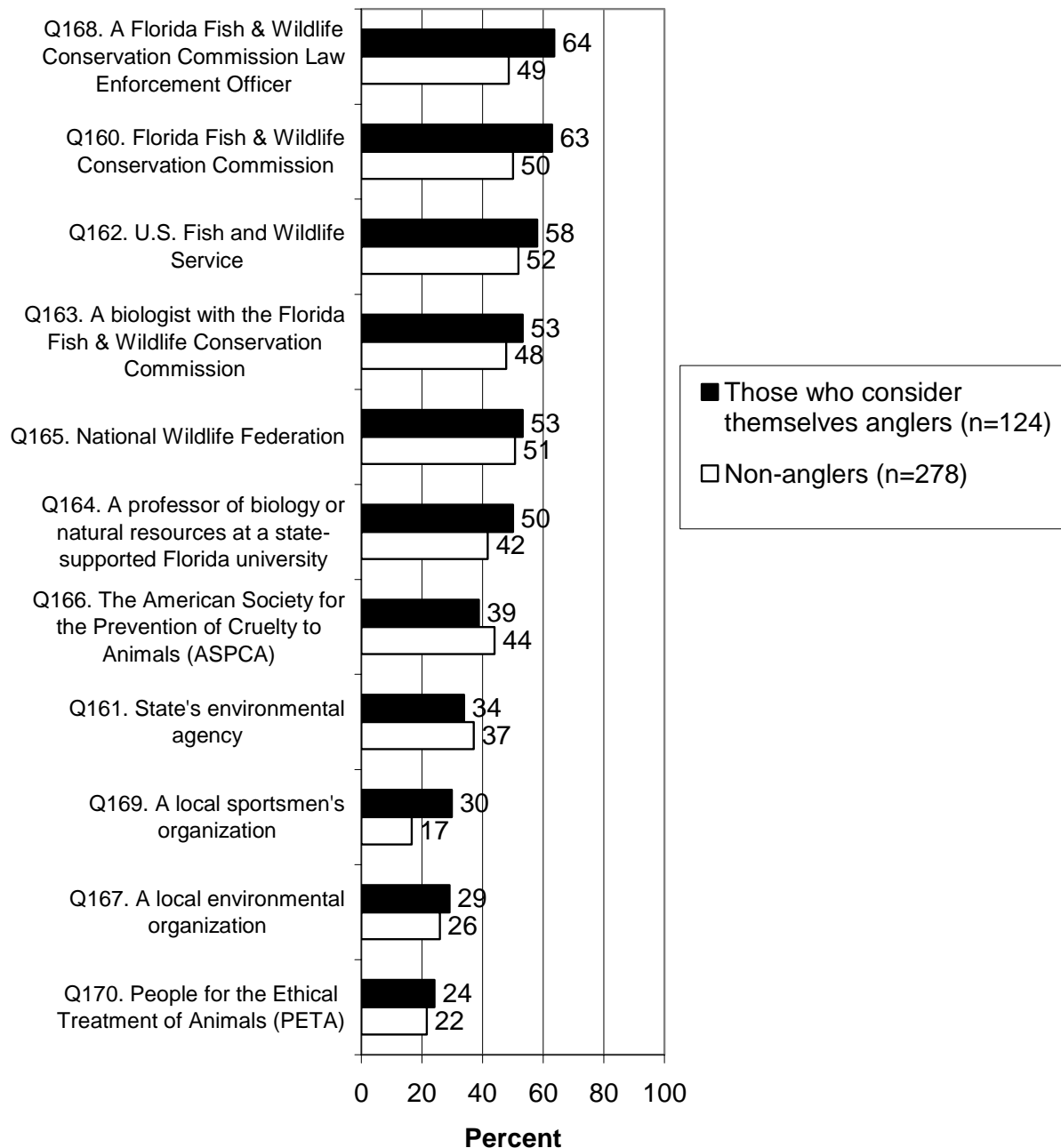
Q160-Q170. Percent who think the following are very or somewhat credible as a source of information on fish and wildlife.



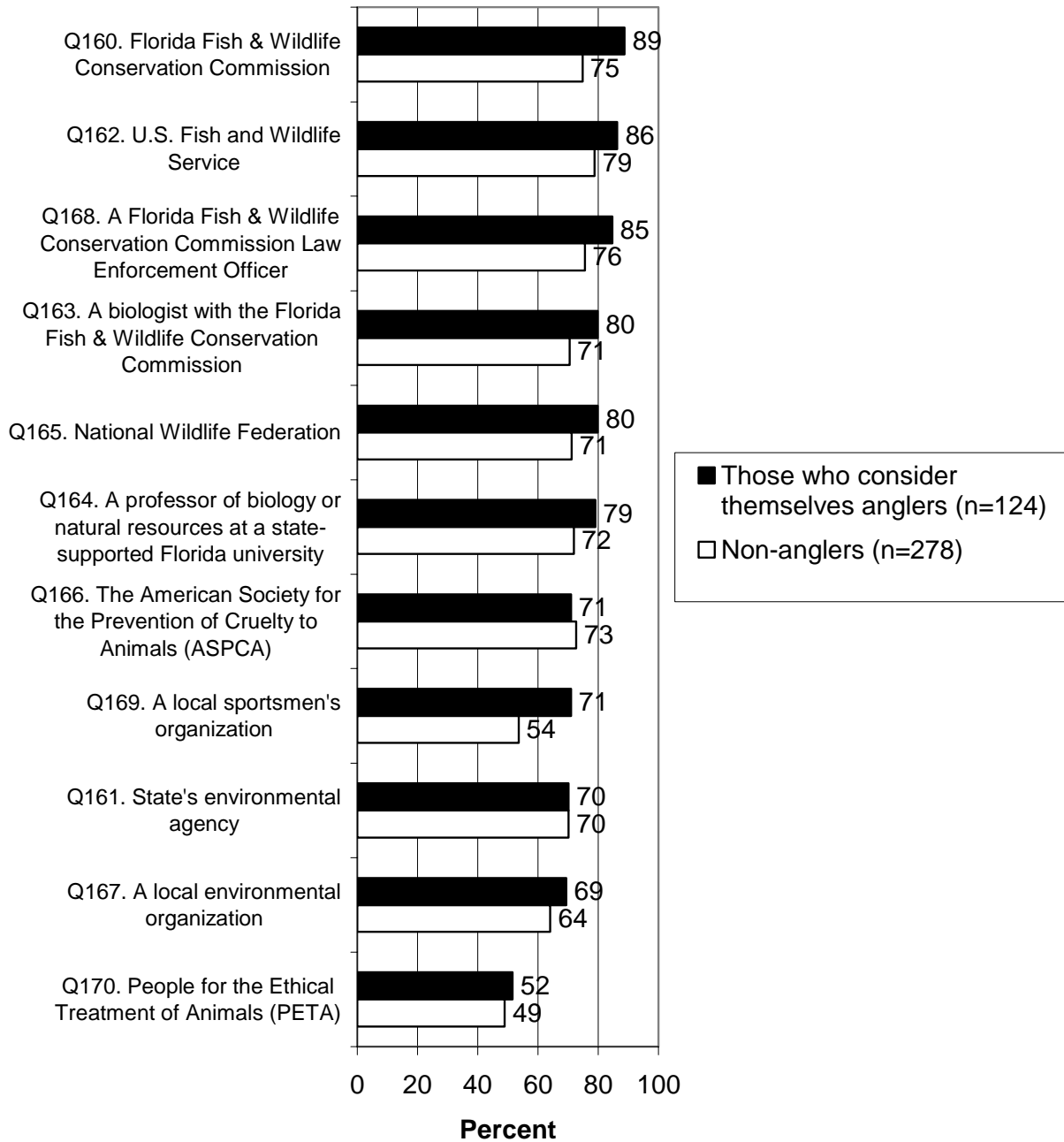
Q160-Q170. Percent who think the following are not credible as a source of information on fish and wildlife.



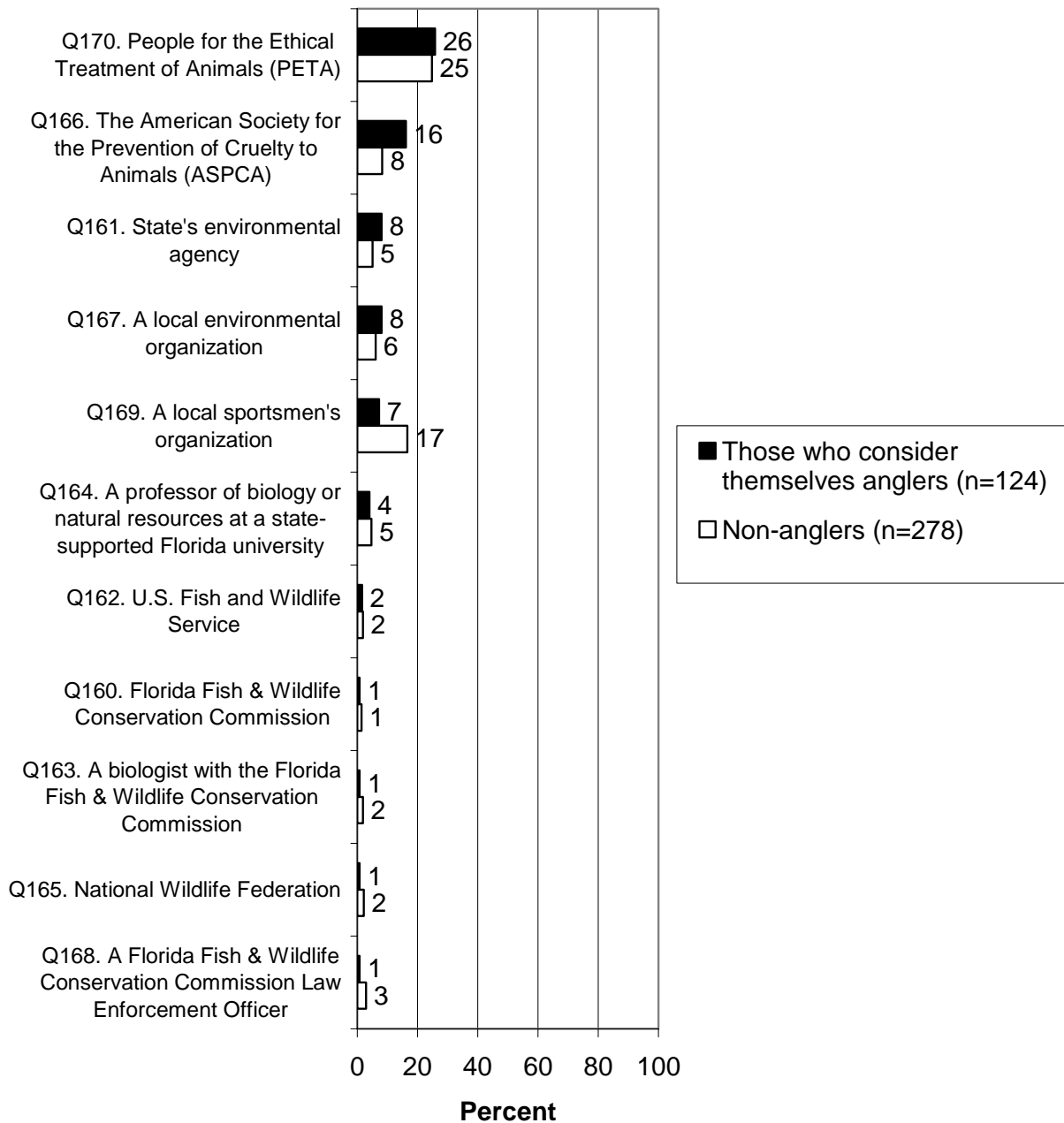
Q160-Q170. Percent who think the following are very credible as a source of information on fish and wildlife.



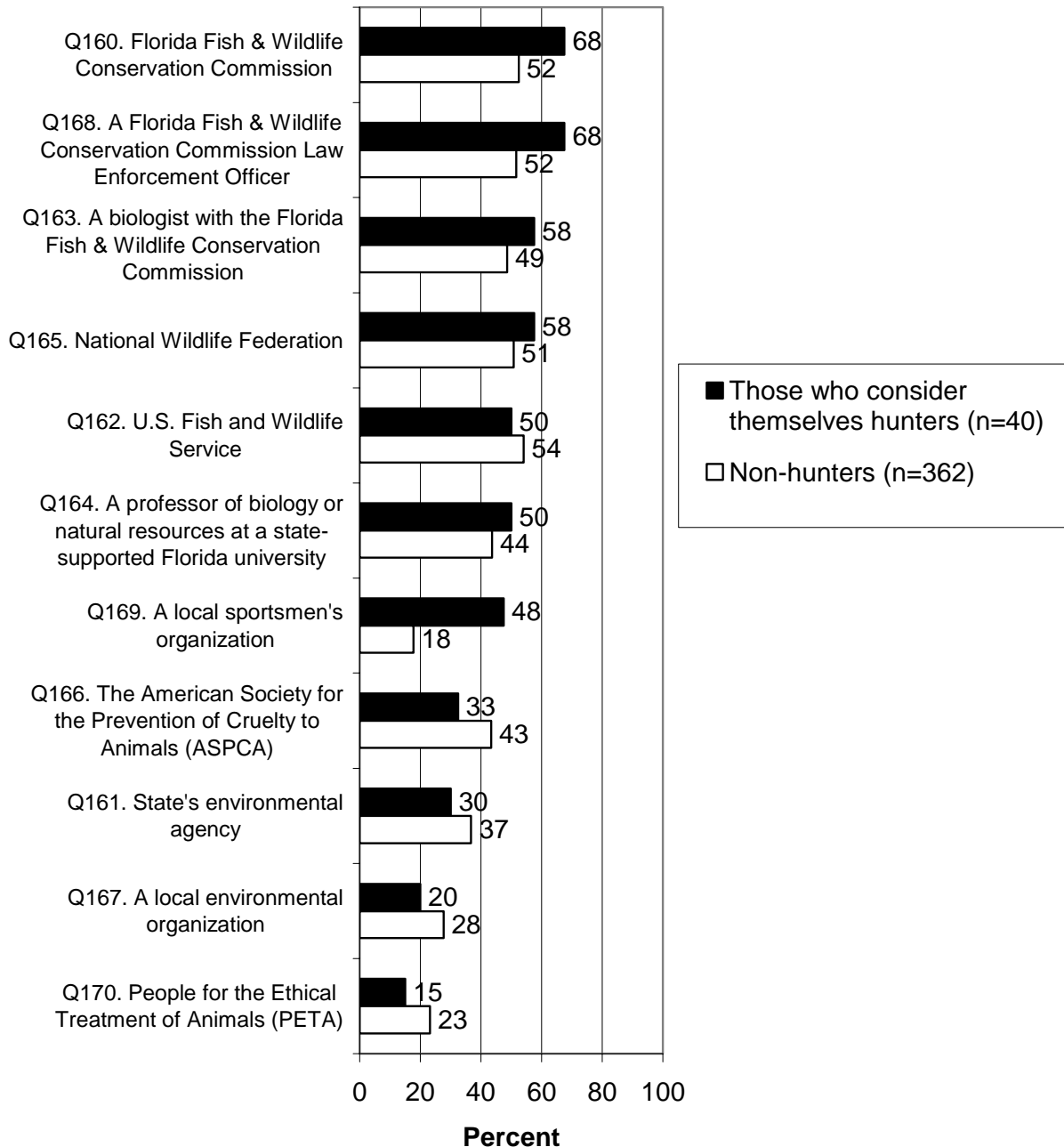
Q160-Q170. Percent who think the following are very or somewhat credible as a source of information on fish and wildlife.



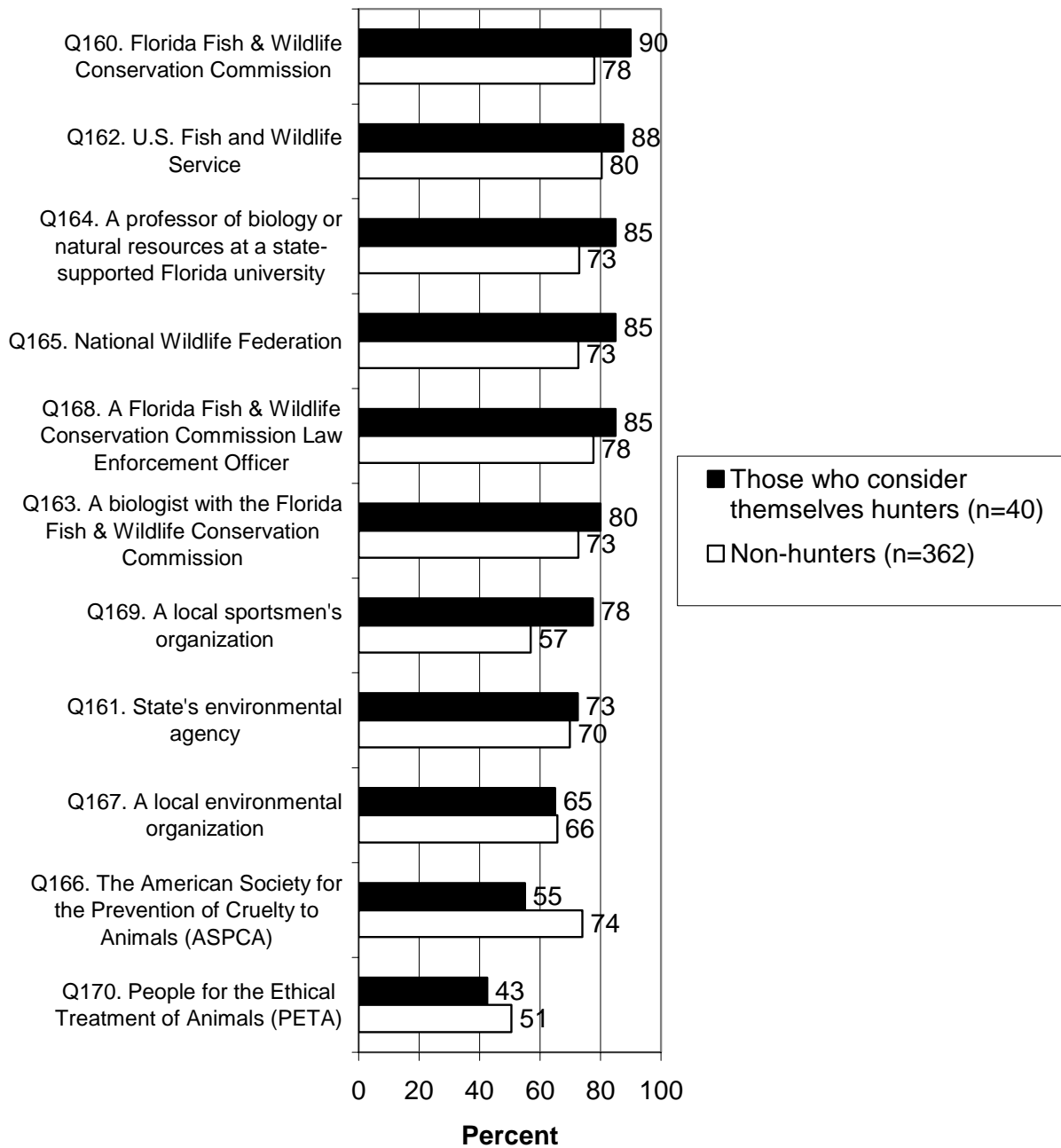
Q160-Q170. Percent who think the following are not credible as a source of information on fish and wildlife.



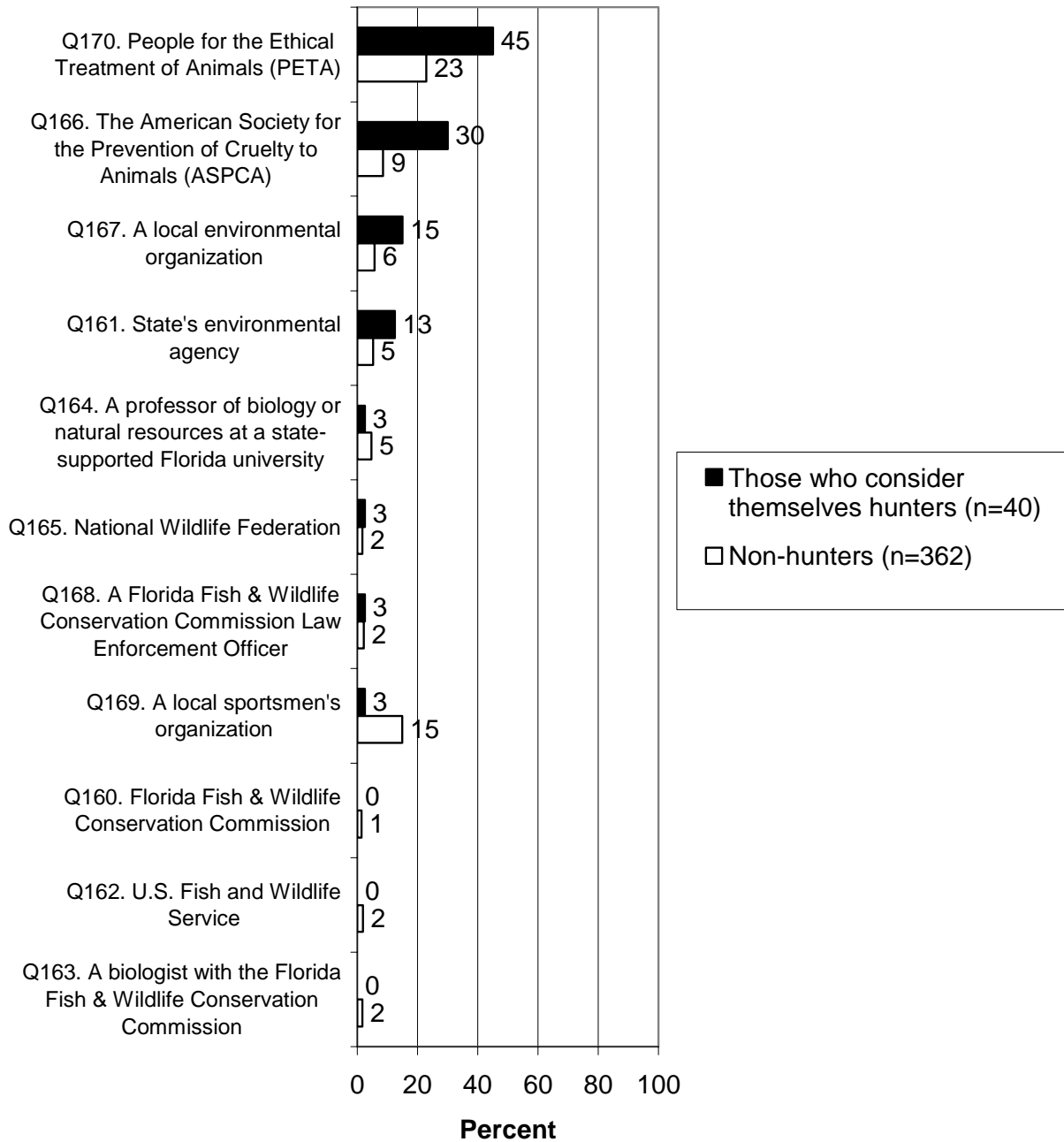
Q160-Q170. Percent who think the following are very credible as a source of information on fish and wildlife.



Q160-Q170. Percent who think the following are very or somewhat credible as a source of information on fish and wildlife.



Q160-Q170. Percent who think the following are not credible as a source of information on fish and wildlife.



PARTICIPATION IN OUTDOOR ACTIVITIES

- The most popular outdoor recreation activities of Florida residents are observing and trying to identify birds and wildlife within 1 mile of home (48%) and visiting a state or national park (47%). Also popular are saltwater or freshwater fishing (38%), feeding birds or other wildlife on a regular basis (37%), and taking a trip of more than 1 mile to view wildlife (36%).
 - 27% freshwater fished, 26% saltwater fished, 9% hunted, and no respondents trapped.
 - 28% motorboated, 21% canoed/kayaked, 8% went jetskiing, and 3% went sailing.
 - 18% went camping, with less than a fifth of campers using an RV.

- Nearly a third of respondents (31%) consider themselves anglers or fishermen; 10% consider themselves hunters.

- Those who indicated that they had fished in the past 12 months most commonly (40%) indicated that they had fished for less than a week total in the past 12 months. Nonetheless, a substantial percentage (25%) had fished for 4 weeks or more.

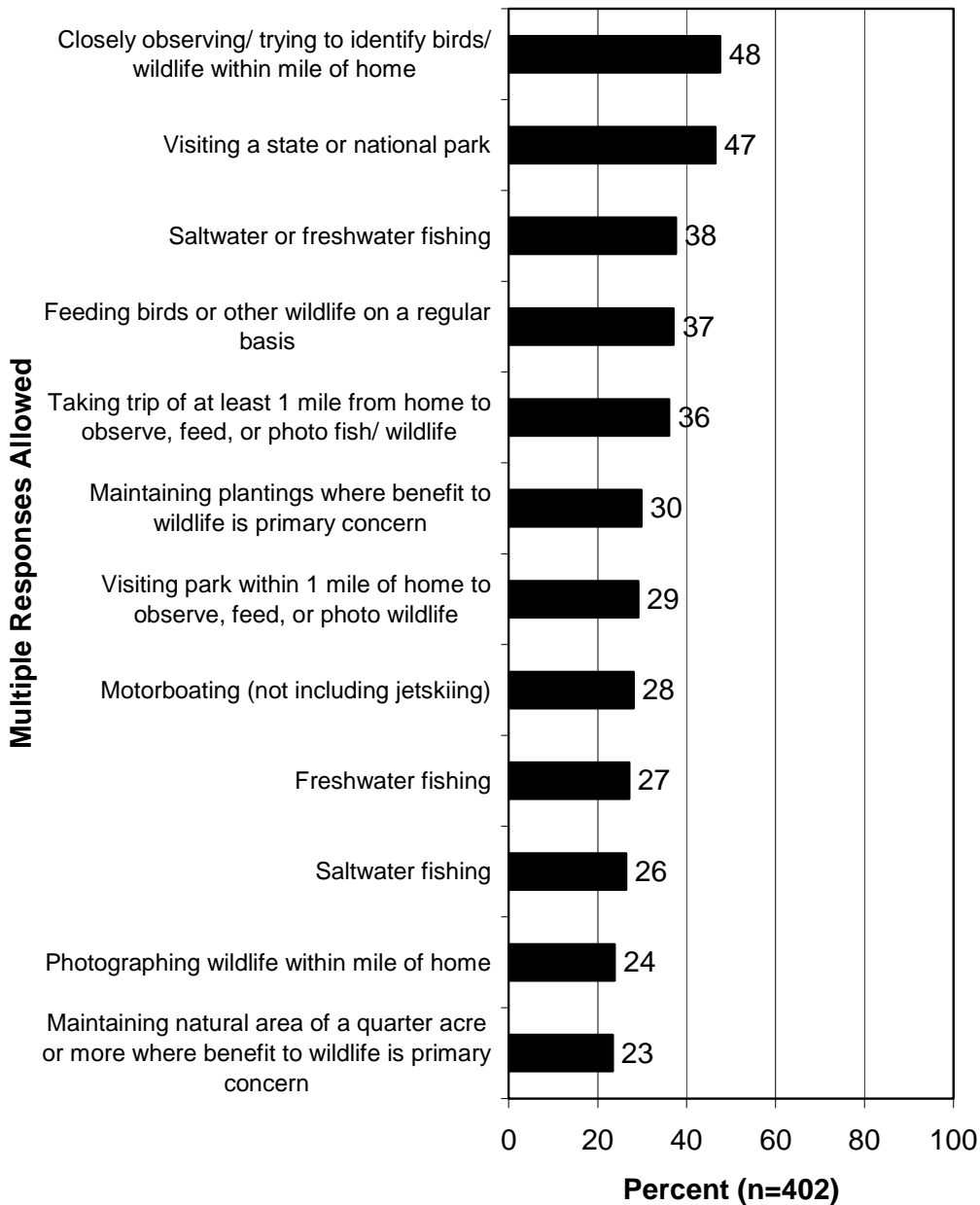
- Those who indicated that they had hunted in the past 12 months most commonly (42%) indicated that they had hunted for less than a week total in the past 12 months. Nonetheless, a substantial percentage (17%) had hunted for 4 weeks or more.

- Nearly a majority (45%) of those who indicated that they had taken a trip to view wildlife in the past 12 months indicated that they had spent less than a week total in the past 12 months on wildlife viewing trips. Nonetheless, a substantial percentage (14%) had spent 4 weeks or more on wildlife viewing trips.

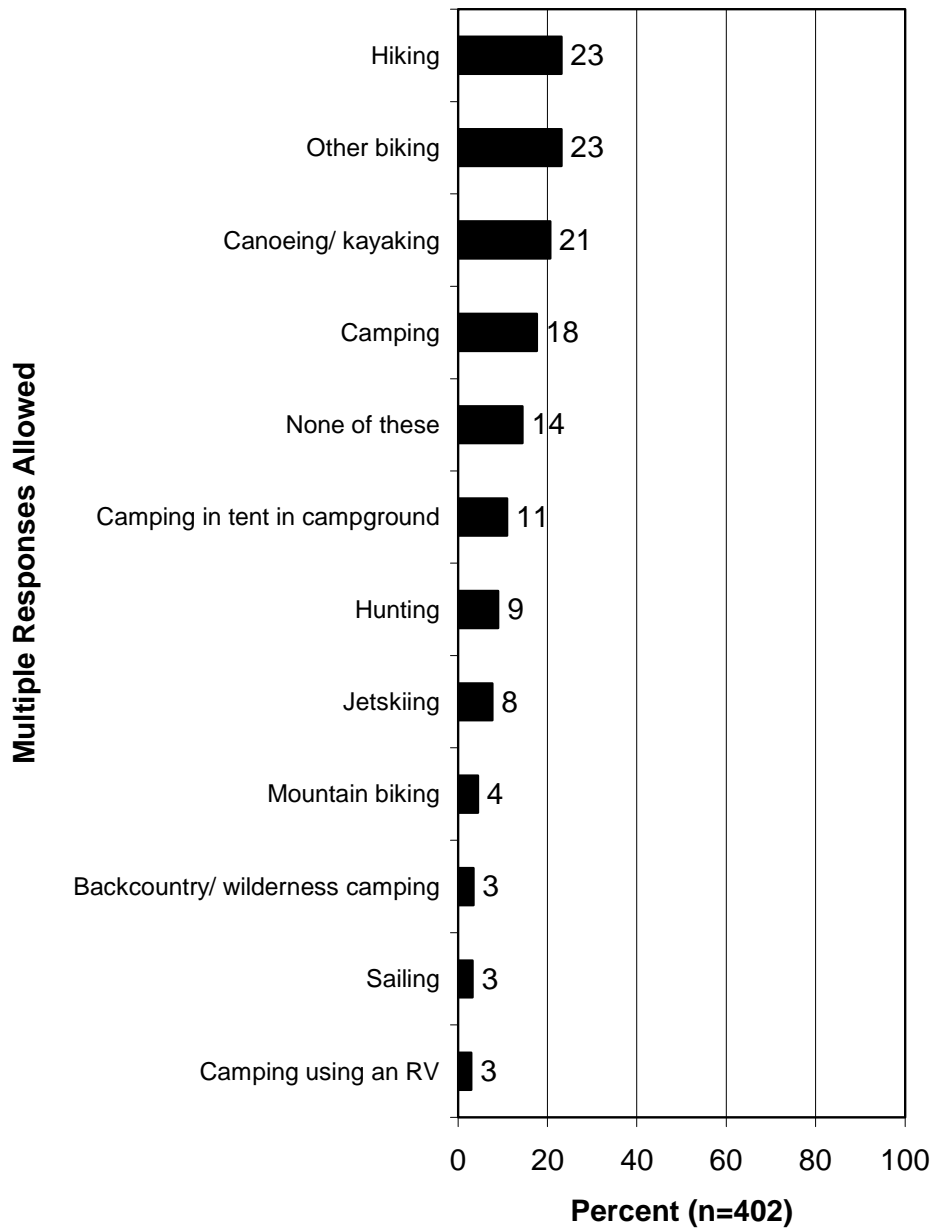
- A substantial percentage (41%) have attended an educational program that dealt with fish or wildlife, with hunters and anglers even more likely to have attended an educational program.

- Finally, three questions were asked regarding participation by any member of the household, including the respondent, in the past 5 years in fishing, hunting, and trip-taking to view wildlife: 59% said he/she or a household member had fished, 16% said he/she or a household member had hunted, and 49% said he/she or a household member had taken a trip to view wildlife in Florida in the past 5 years.

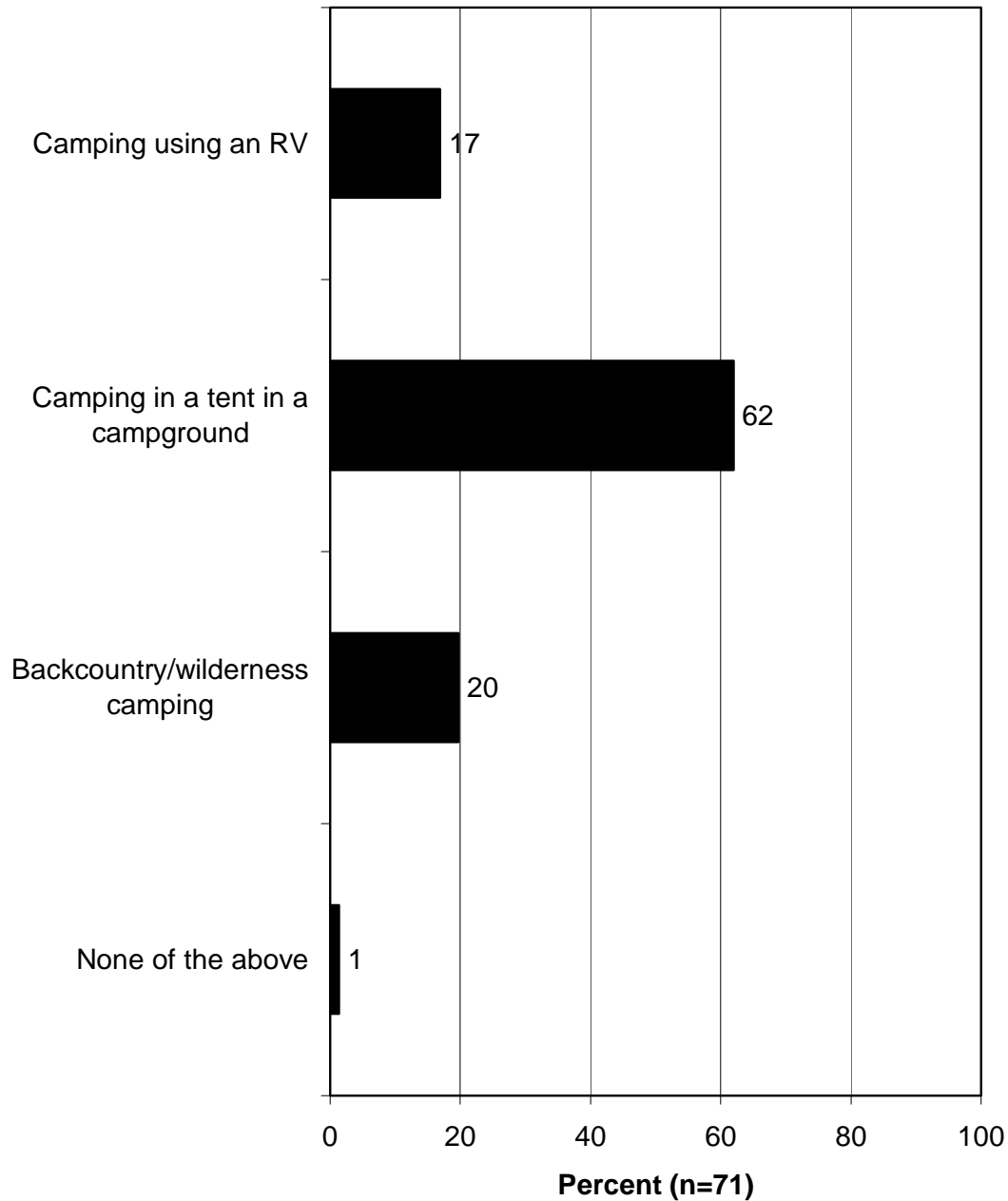
Q11/13/14. First, I'm going to read a list of outdoor activities, and I would like to know if you've participated in each in the past 12 months. Have you participated in...? (Part 1.)



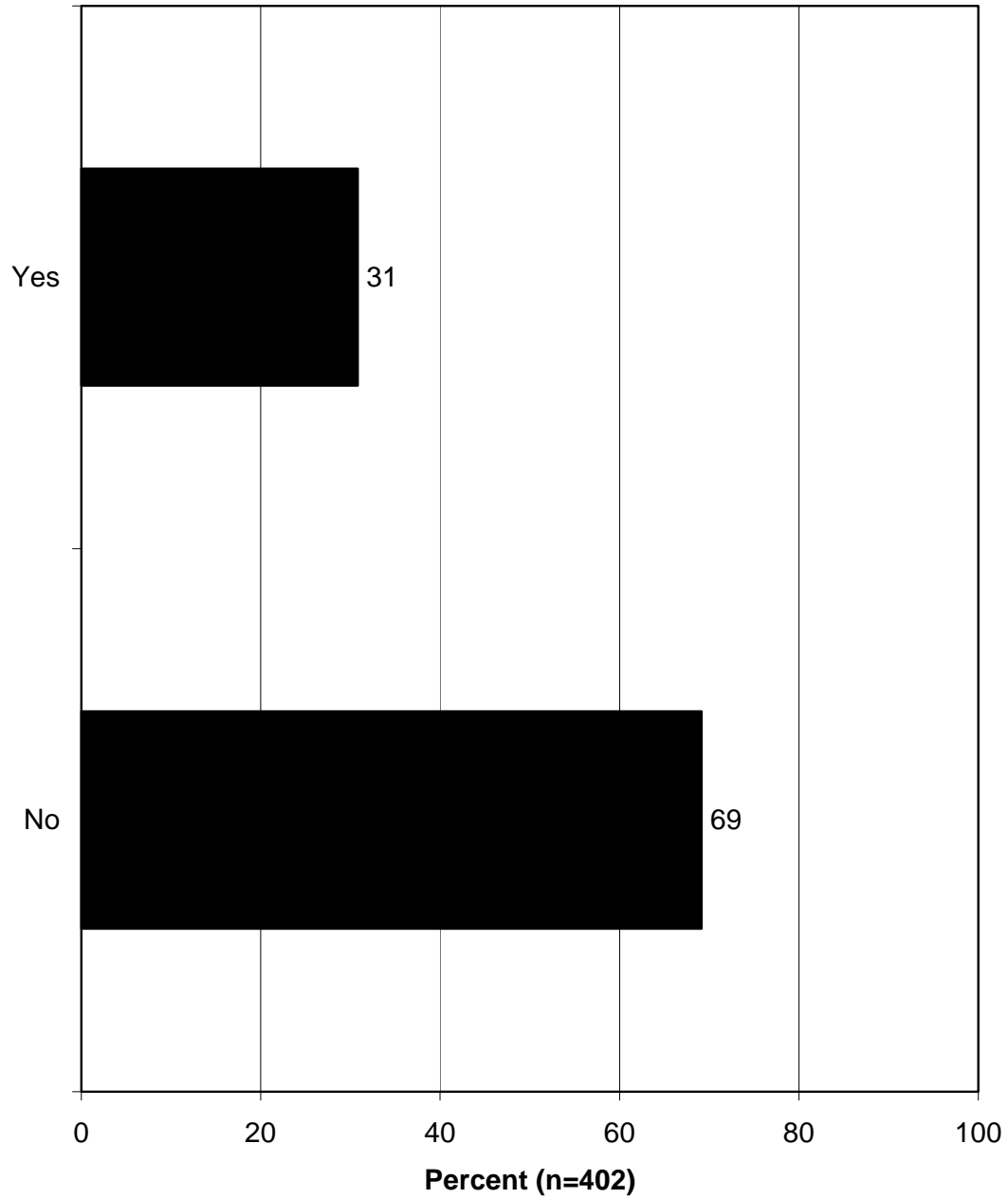
Q11/13/14. First, I'm going to read a list of outdoor activities, and I would like to know if you've participated in each in the past 12 months. Have you participated in...? (Part 2.)



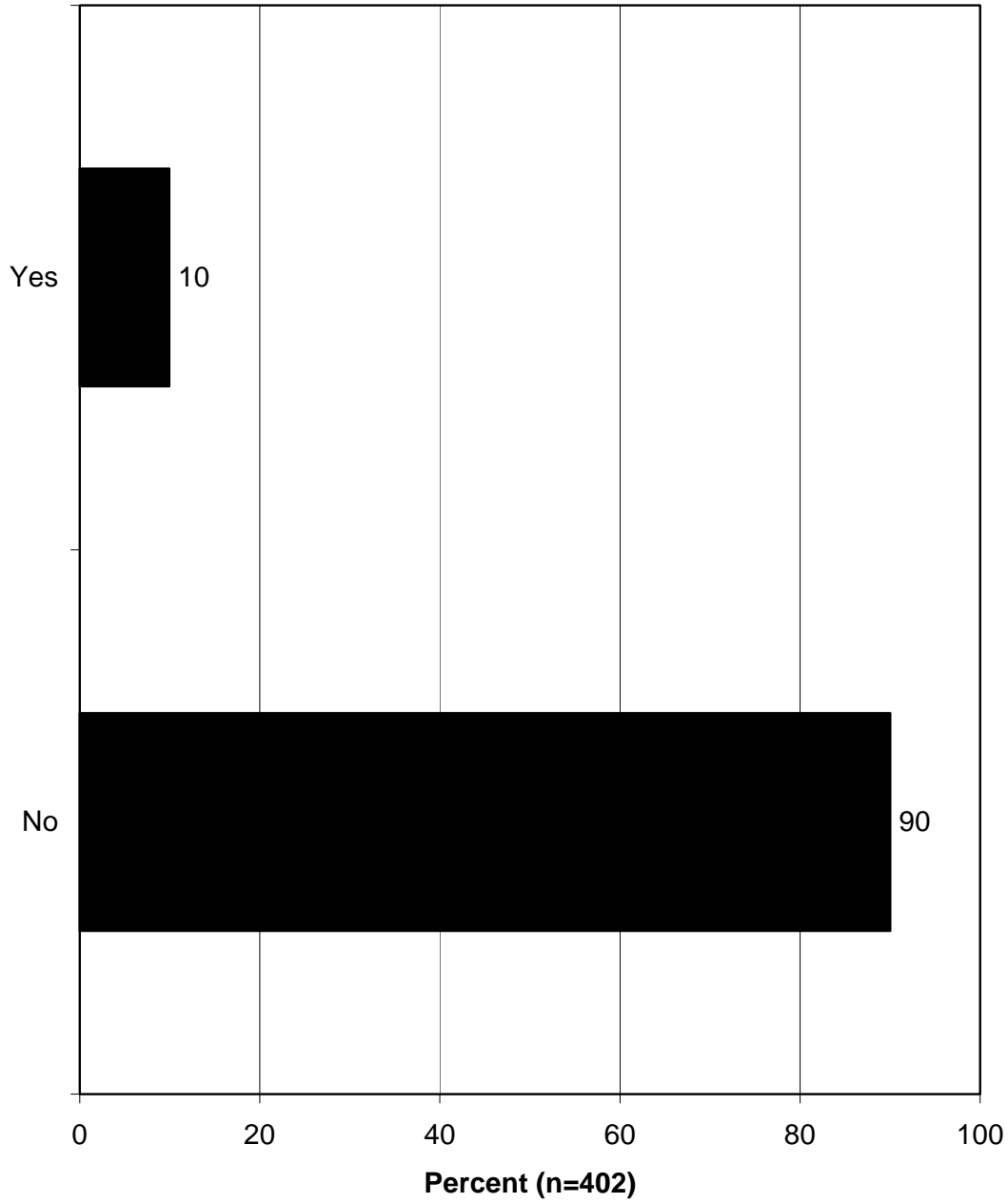
Q14. Which best describes the camping that you have done in the past 12 months? (Asked of those who camped in the past 12 months.)



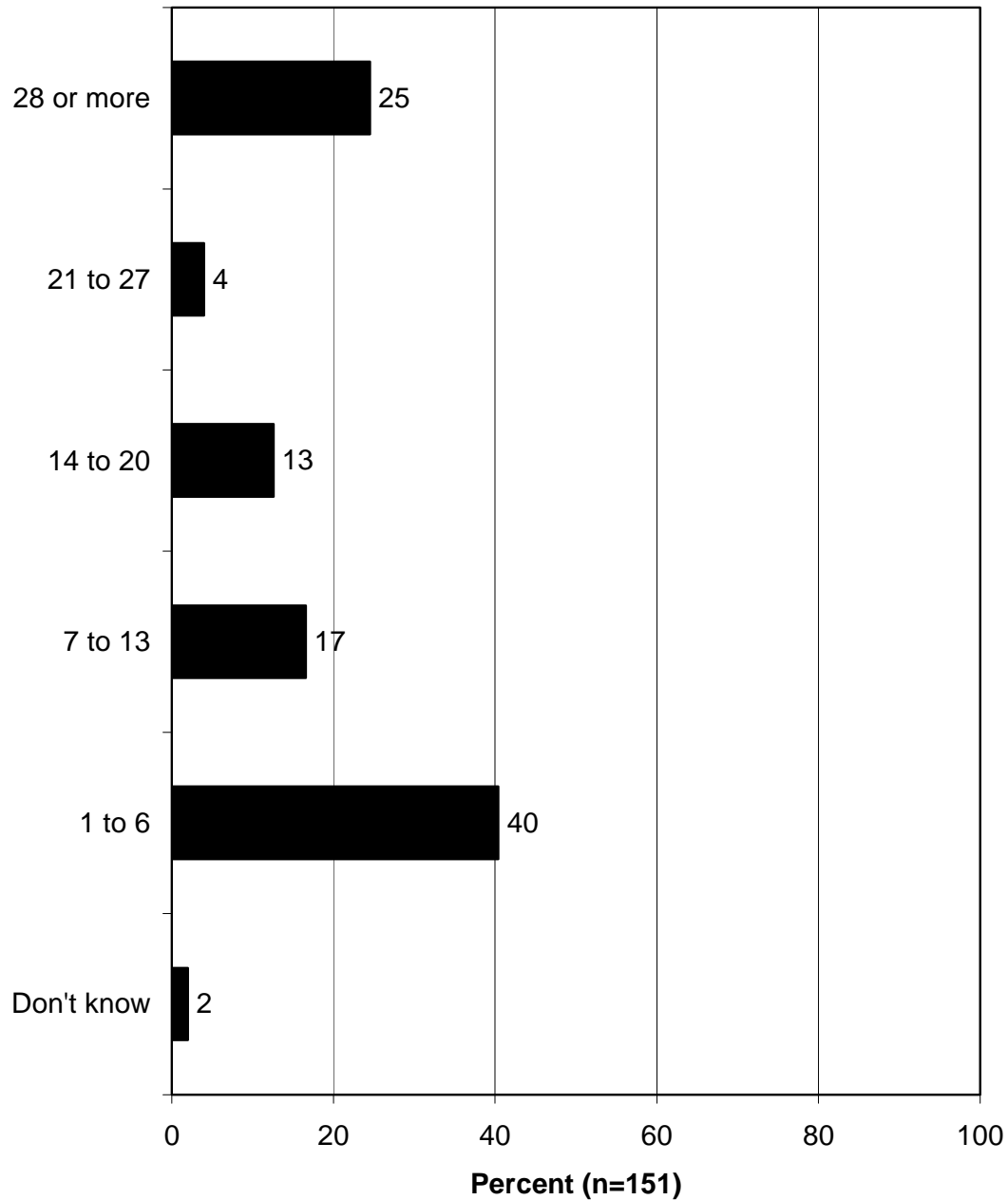
Q192. Do you consider yourself an angler or fisherman?



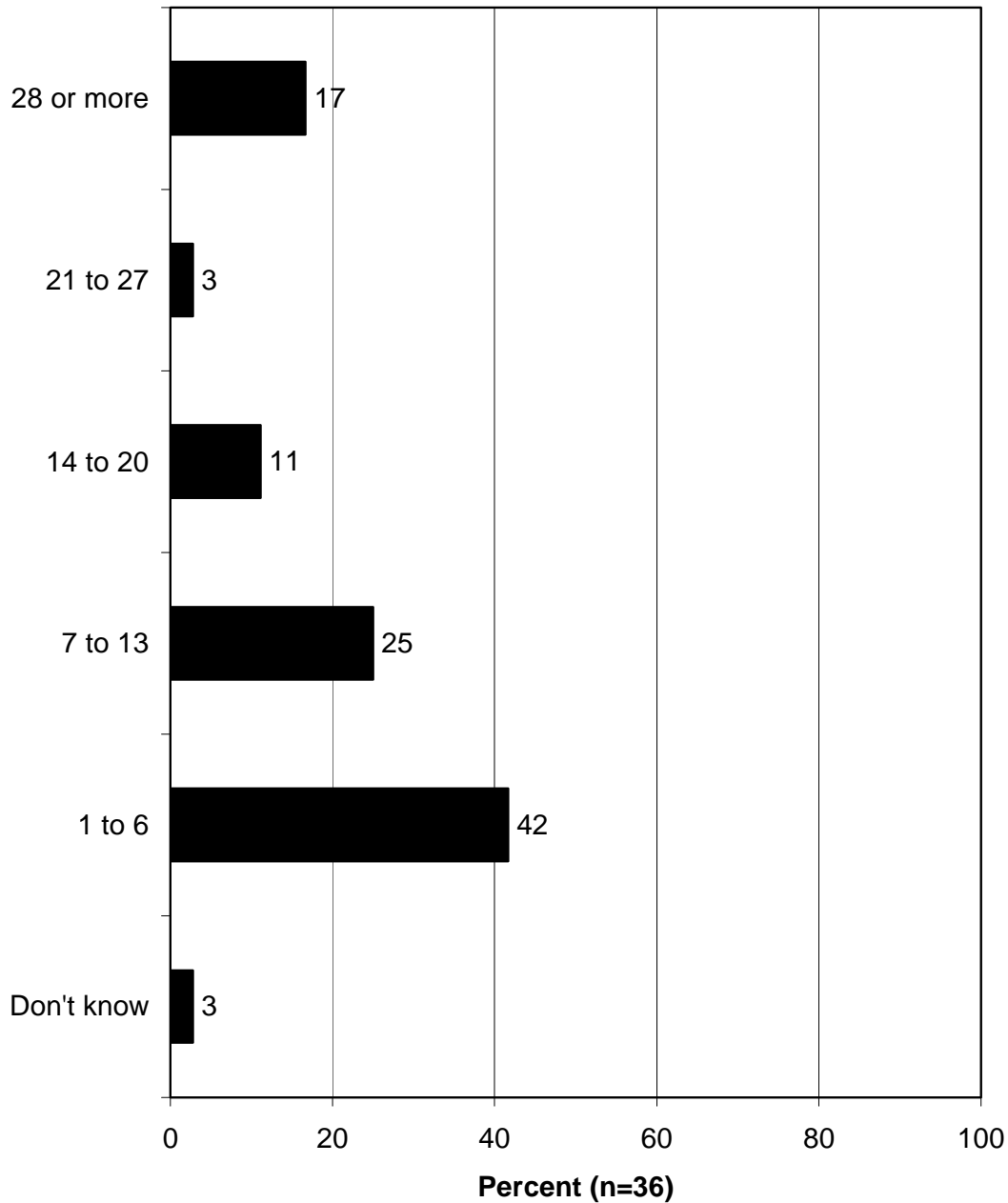
Q194. Do you consider yourself a hunter?



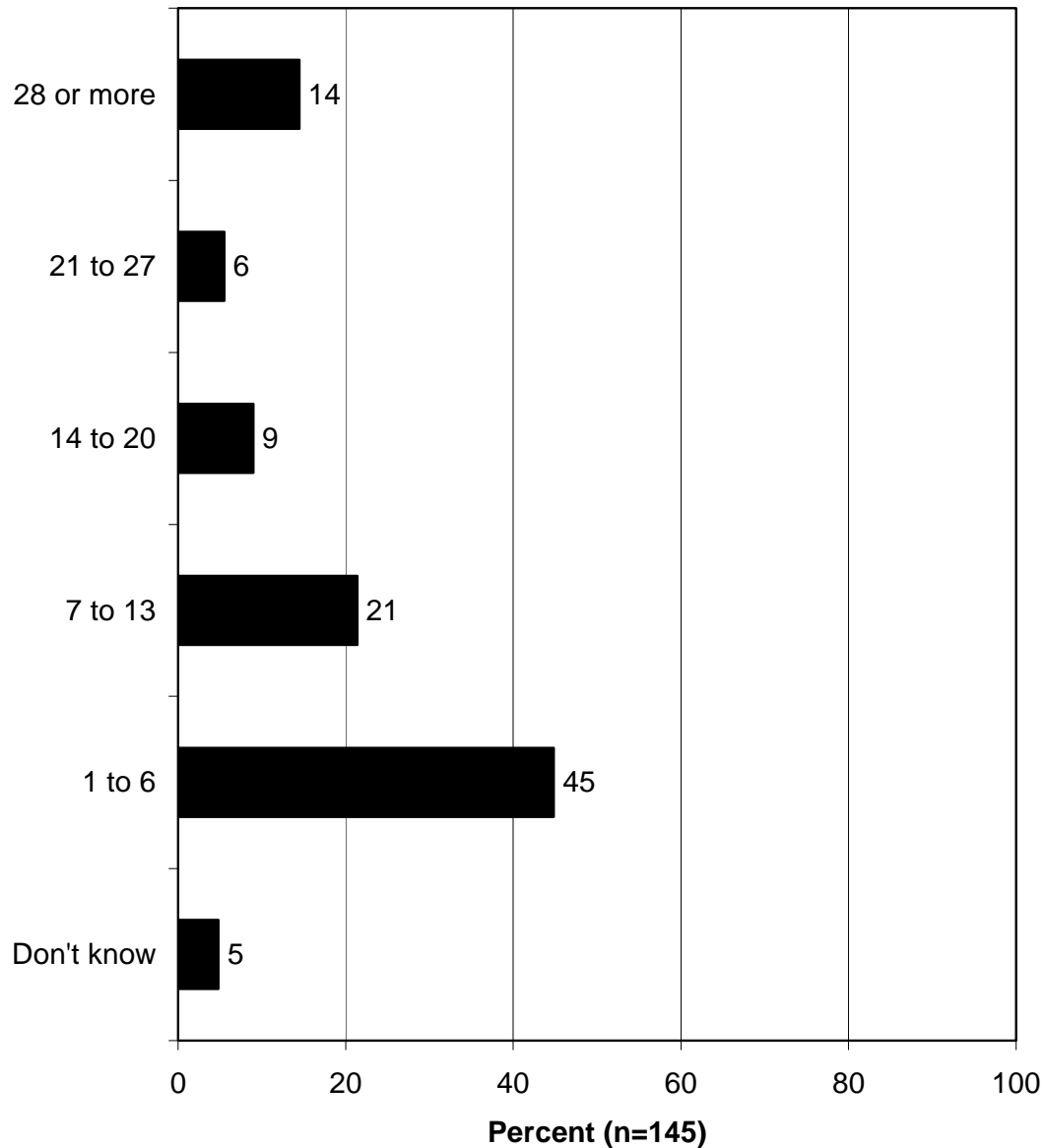
Q15. About how many days did you fish in the past year? (Asked of those who fished in the past 12 months.)



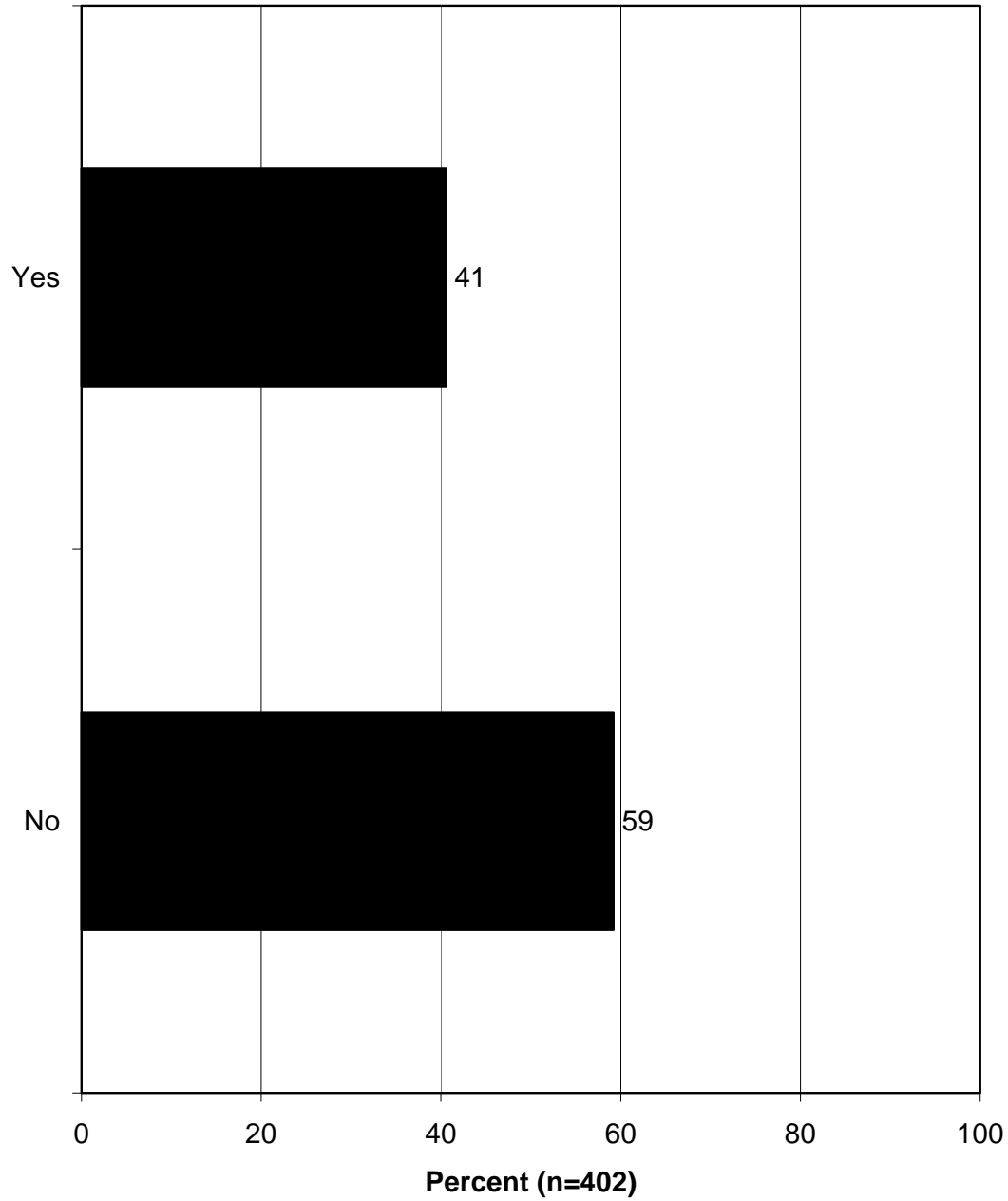
Q16. About how many days did you go hunting in the past year? (Asked of those who hunted in the past 12 months.)



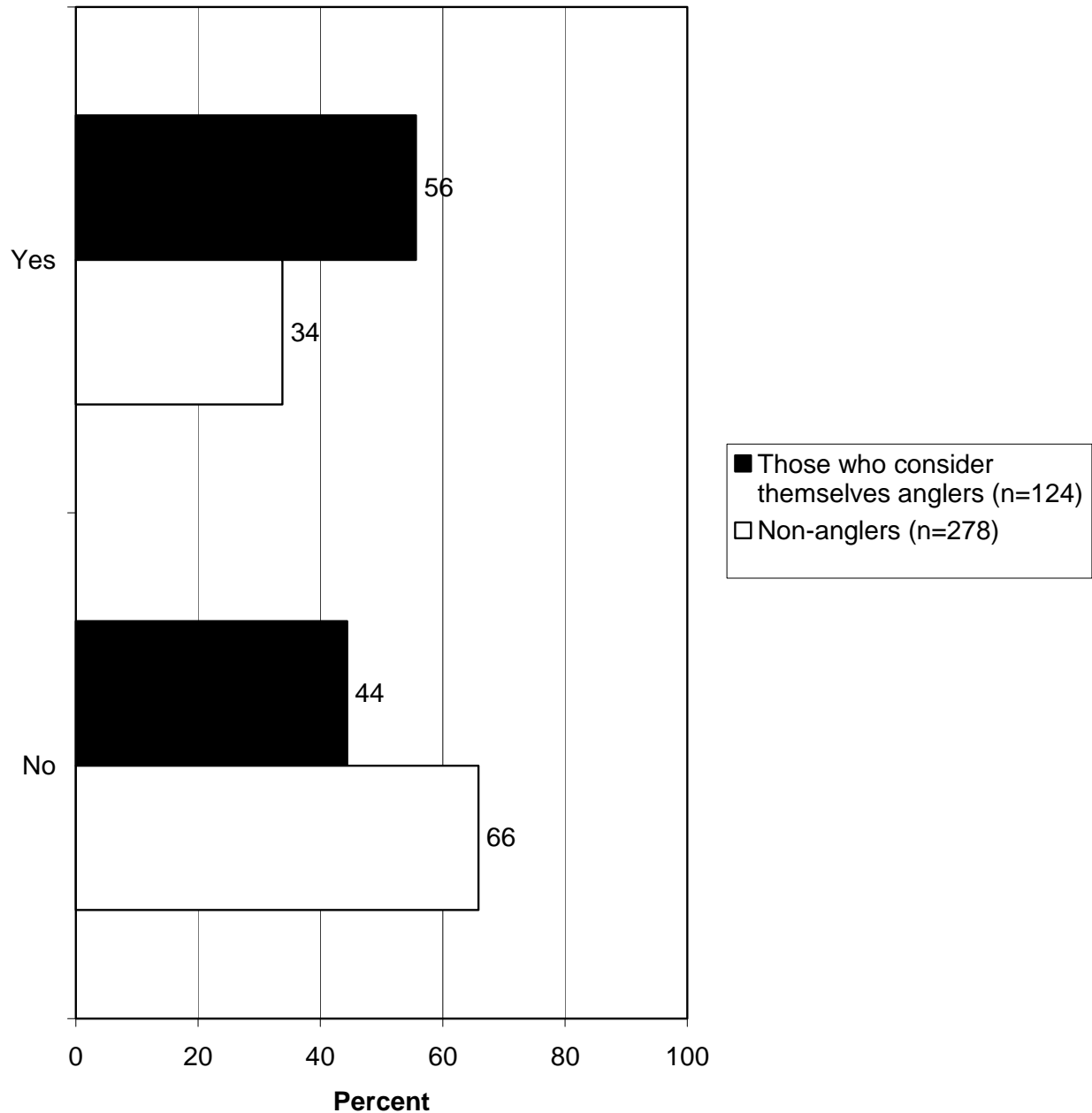
Q17. About how many days did you take a trip or outing of at least 1 mile from home for the primary purpose of observing, feeding, or photographing fish and/or wildlife? (Asked of those who participated in the activity in the past 12 months.)



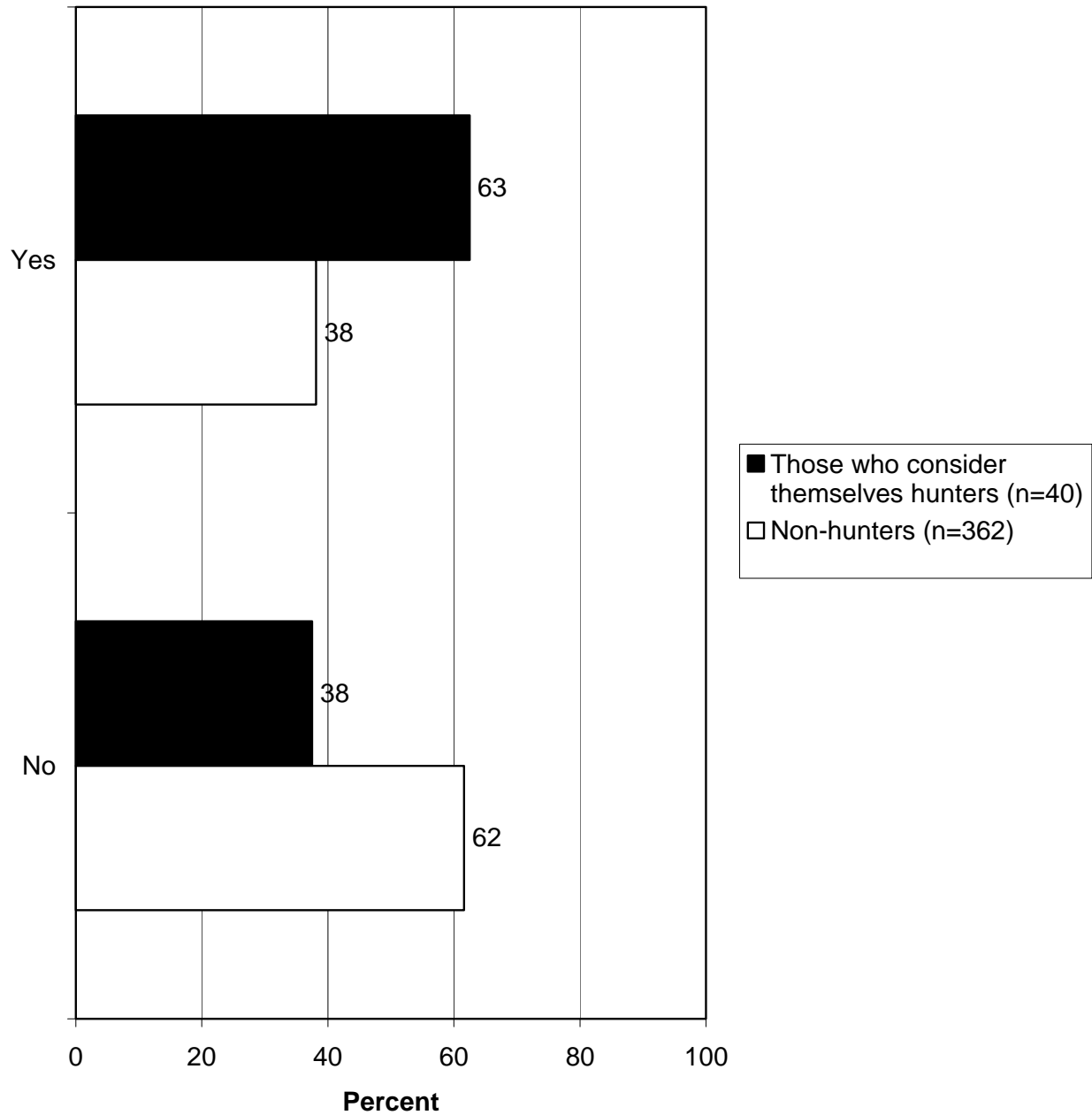
Q197. Have you ever attended an educational program that dealt with fish or wildlife, such as a class, wildlife demonstration, or talk?



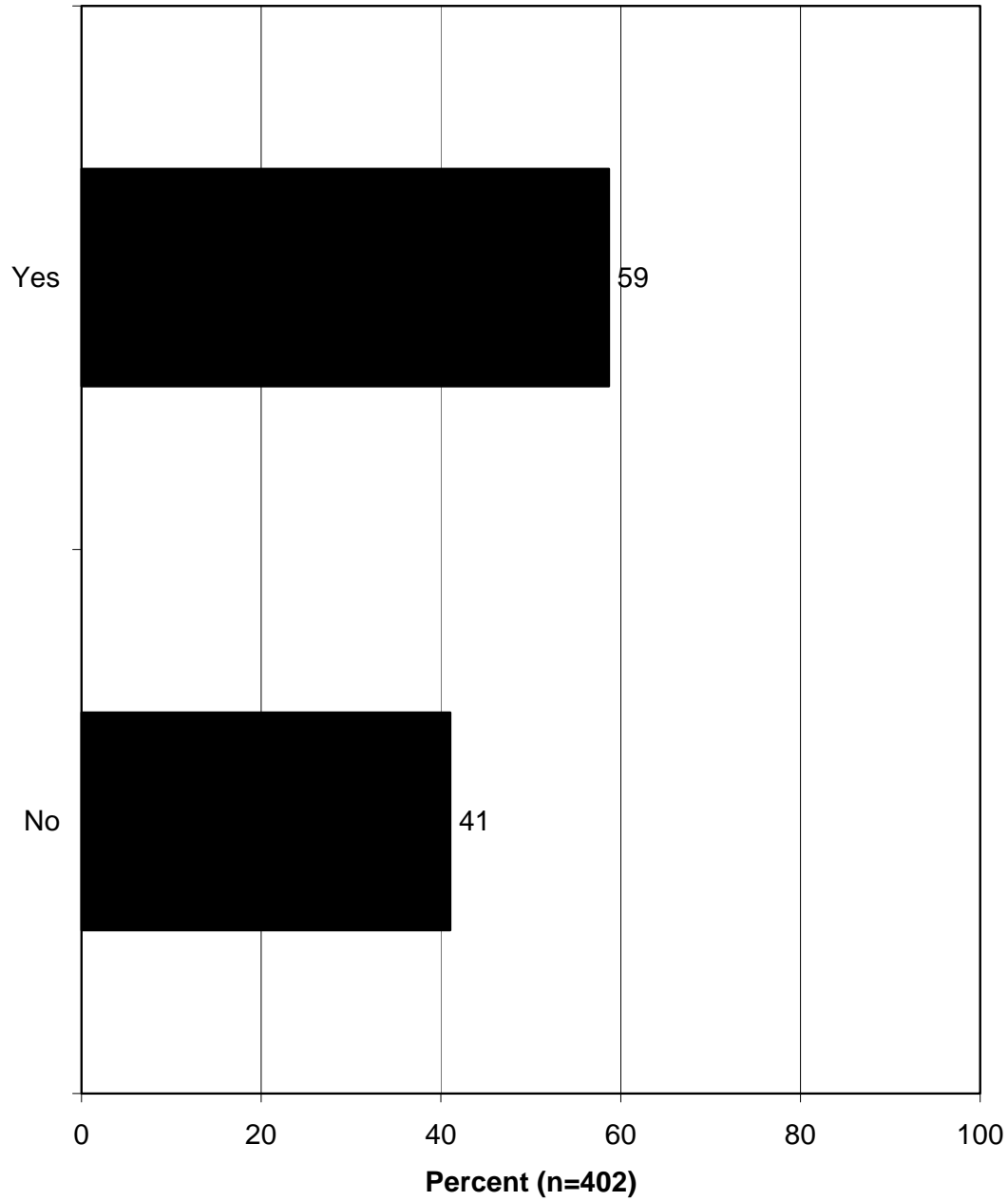
Q197. Have you ever attended an educational program that dealt with fish or wildlife, such as a class, wildlife demonstration, or talk?



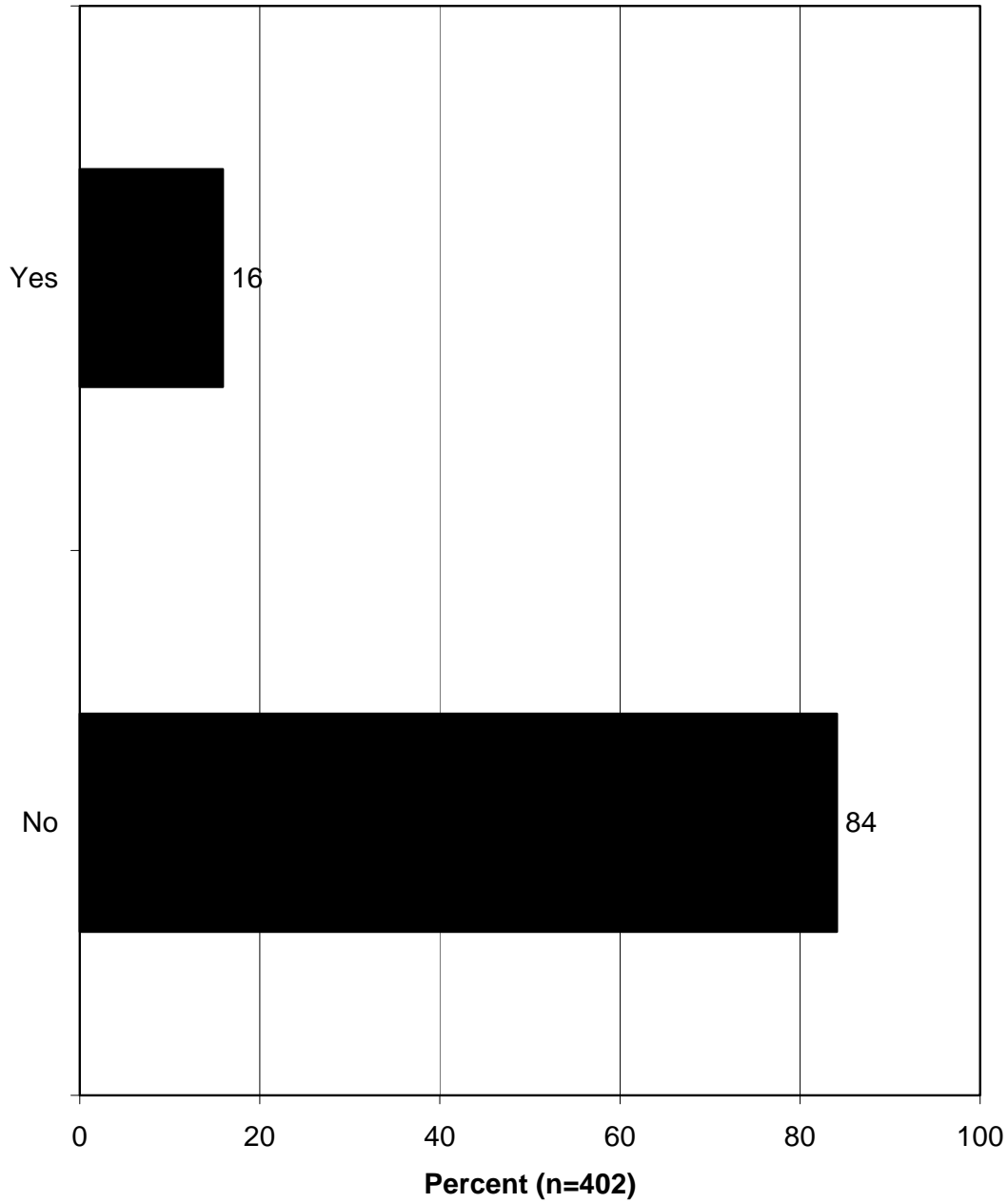
Q197. Have you ever attended an educational program that dealt with fish or wildlife, such as a class, wildlife demonstration, or talk?



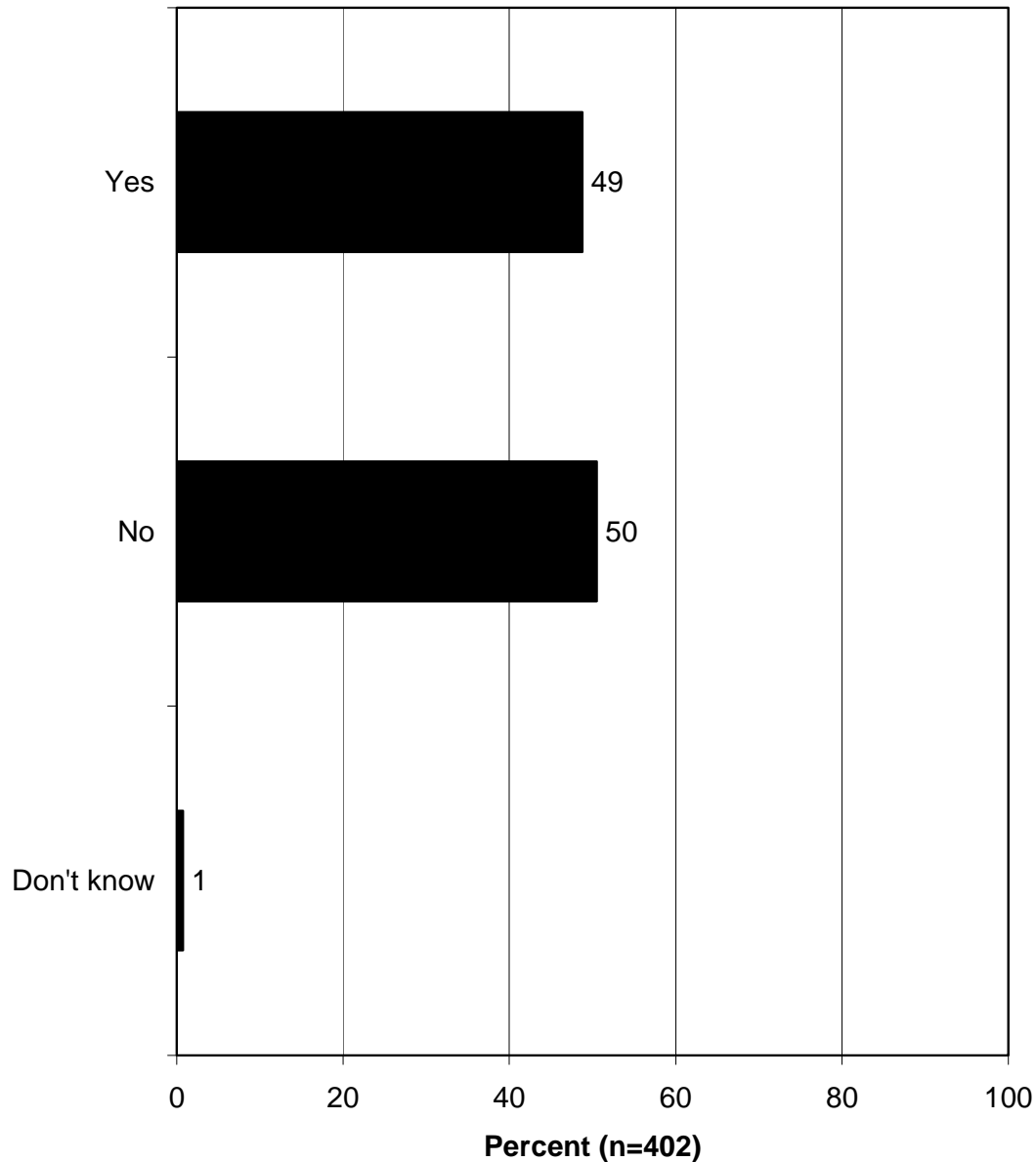
Q193. In the past 5 years have you or any member of your household gone fishing in Florida?



Q195. In the past 5 years have you or any member of your household gone hunting in Florida?



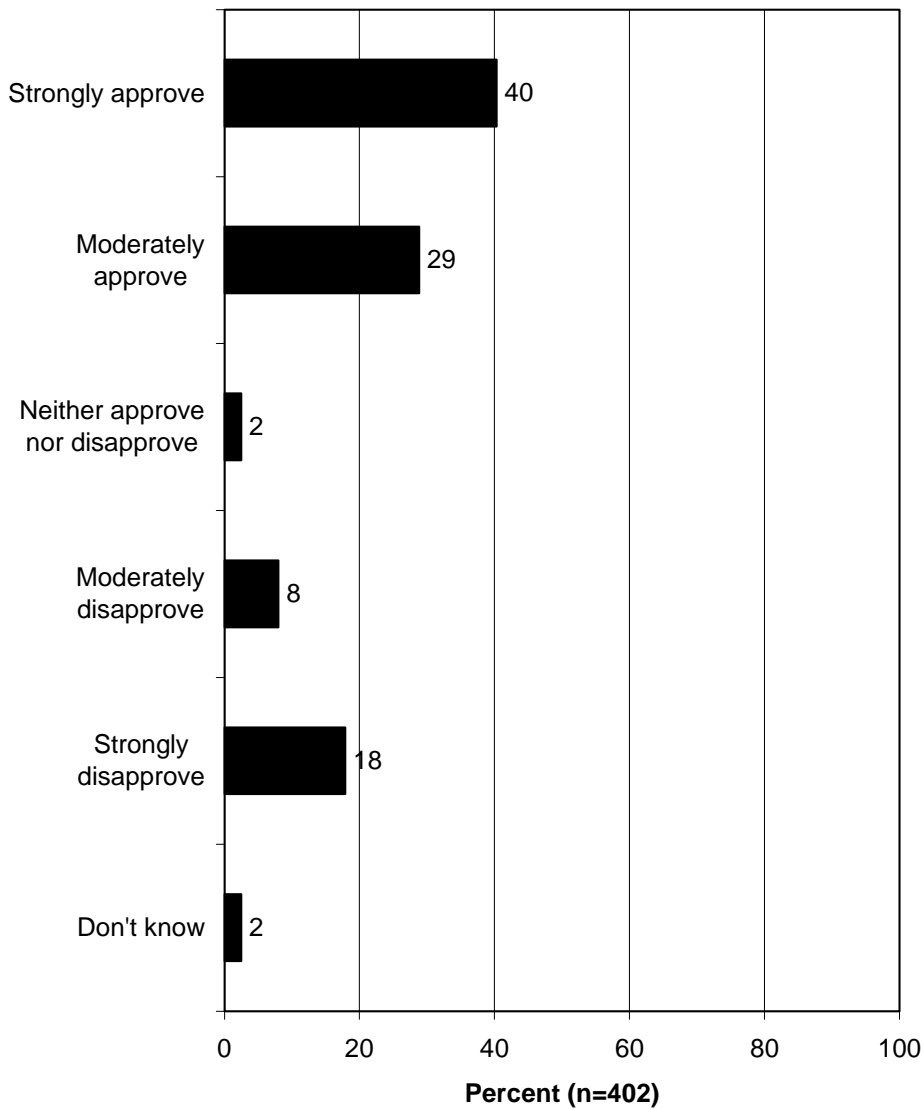
Q196. In the past 12 months have you or any member of your household taken a trip or outing of at least 1 mile from home for the primary purpose of observing, feeding, or photographing fish and/or wildlife in Florida?



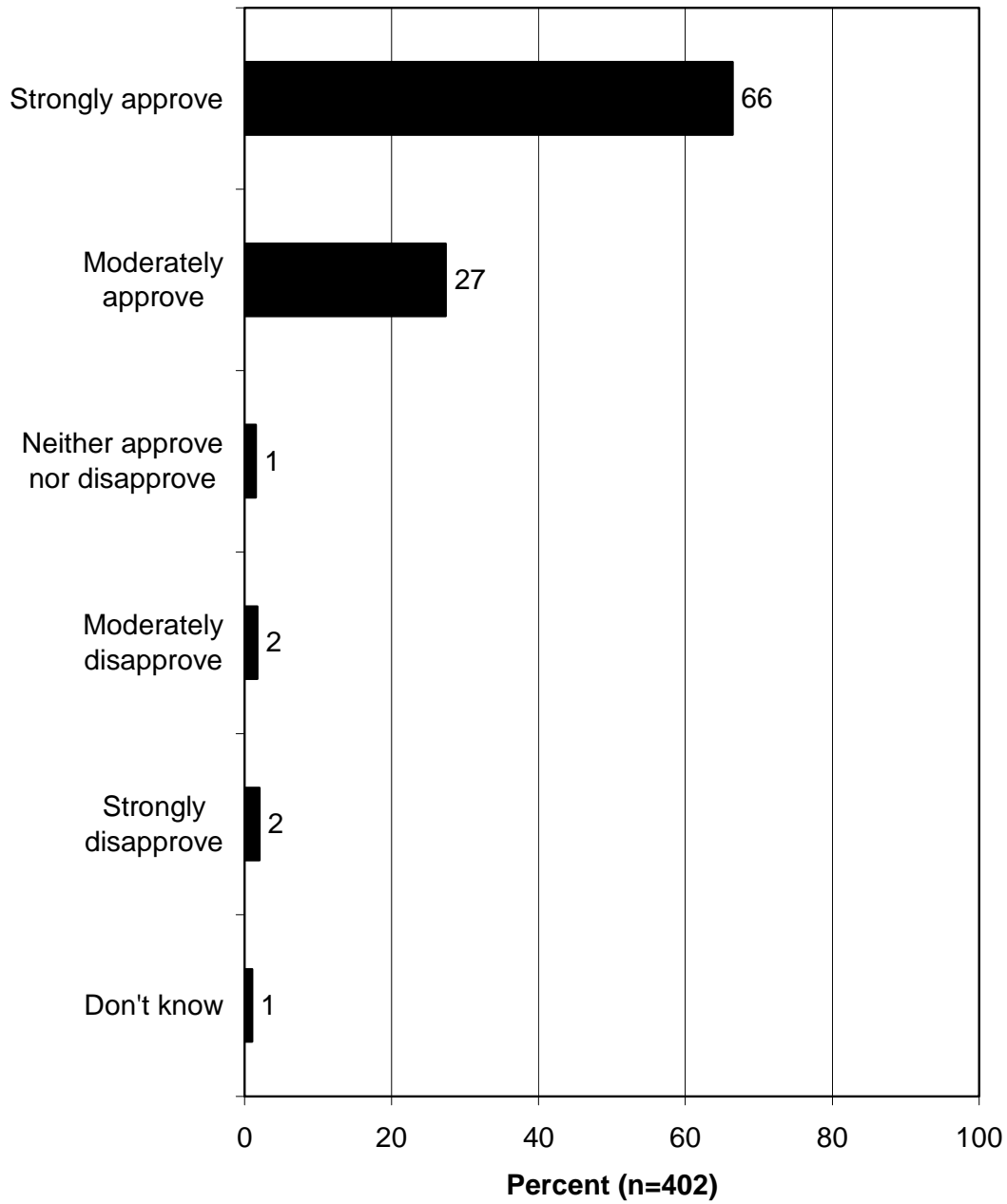
APPROVAL/DISAPPROVAL OF HUNTING, FISHING, AND TRAPPING

- Majorities approve of legal hunting (69%) and legal, recreational fishing (93%). Somewhat less than a majority (42%) approve of legal, regulated trapping.

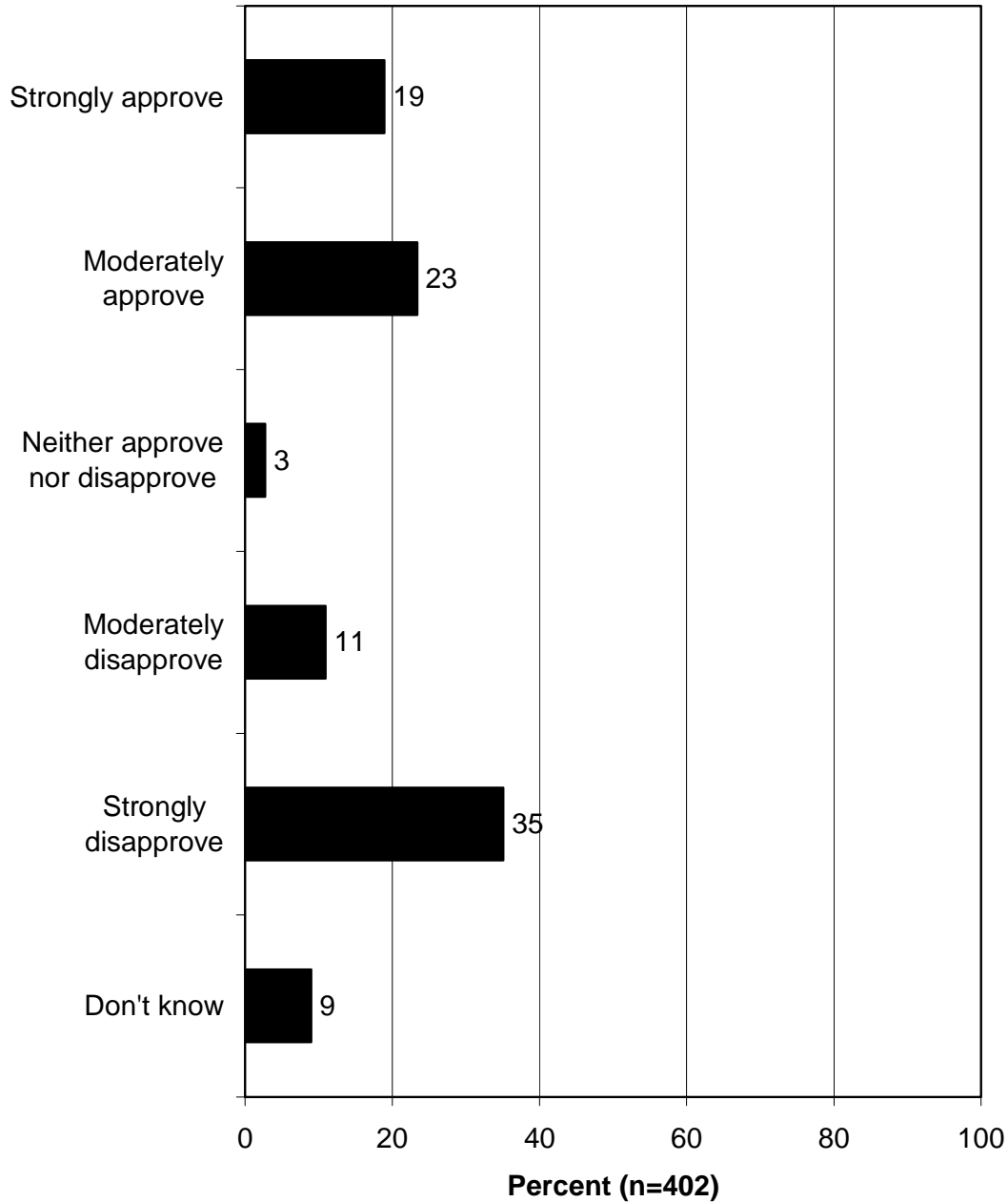
Q180. In general, do you approve or disapprove of legal hunting?



Q181. In general, do you approve or disapprove of legal recreational fishing?



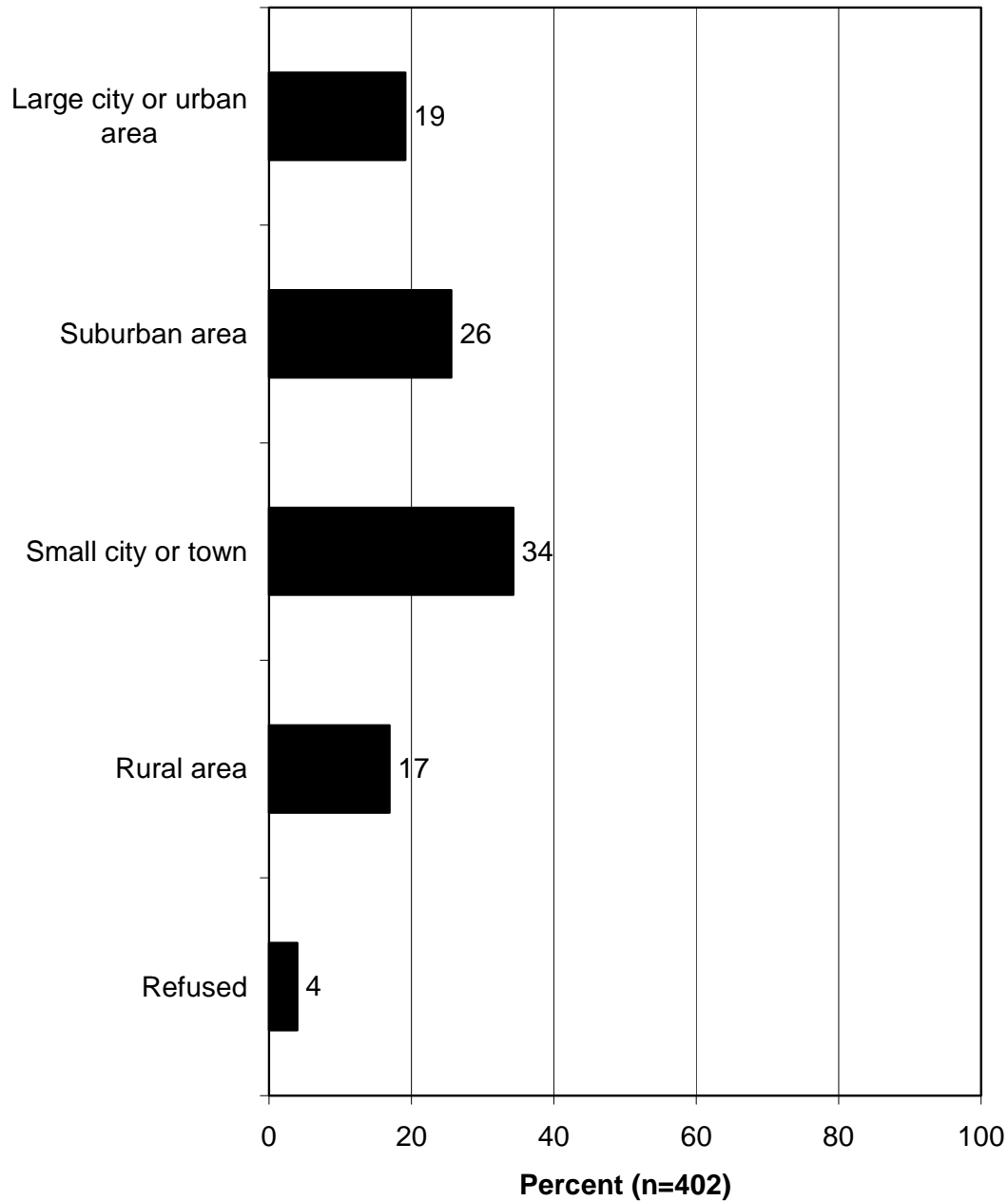
Q182. In general, do you approve or disapprove of legal regulated trapping?



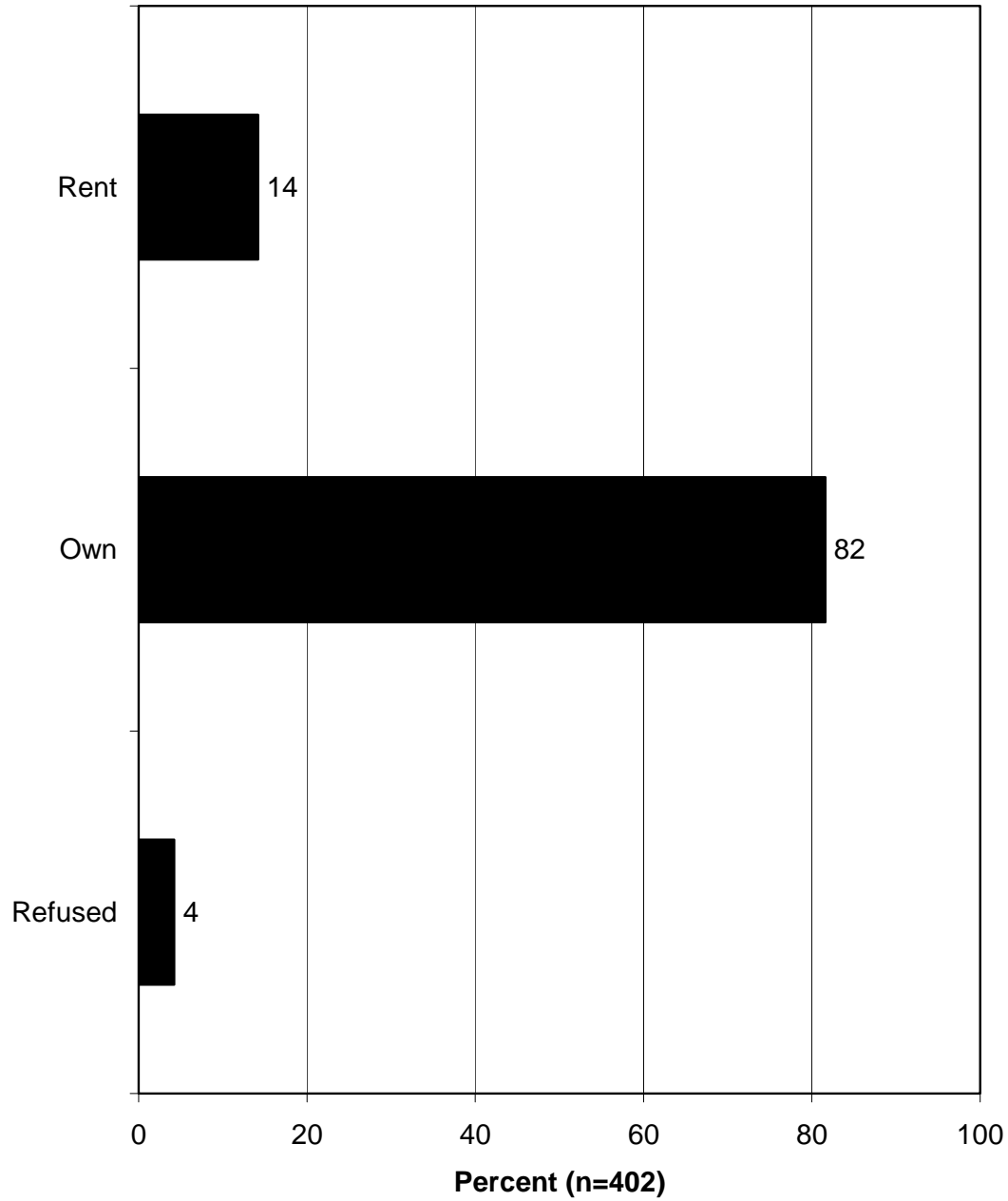
DEMOGRAPHIC DATA

- A slight majority of Florida residents considered their place of residence as rural or a small city or town (51%).
- Florida residents in the survey overwhelmingly owned their place of residence (82%).
- Regarding the number of years that respondents had lived in their community, the sample was skewed to the lower categories of years lived in their community, with respondents most commonly saying they had lived in their community less than 5 years. Regarding the number of years in Florida, respondents were fairly evenly distributed among categories.
- The majority of respondents (60%) said that they are married, while 26% said that they are single, and 9% said that they are widowed.
- Most commonly, households in Florida contained two people (37%); 42% contained more than 2 people. The majority of households (64%) contained no children 17 or younger; 32% contained children.
- Regarding educational attainment, 32% of Florida residents in the study had gone no further than high school, with or without getting a diploma; 64% had gone to college, with or without a degree, and 42% had earned a degree (34% earning a Bachelor's degree or higher).
- Household incomes, in general, followed a bell curve, with the peak in the \$20,000 to \$59,999 range.
- The ages of Florida residents were skewed to the older ages, with the most common age category being 65 years or older.
- The sample was 44% male, 56% female.

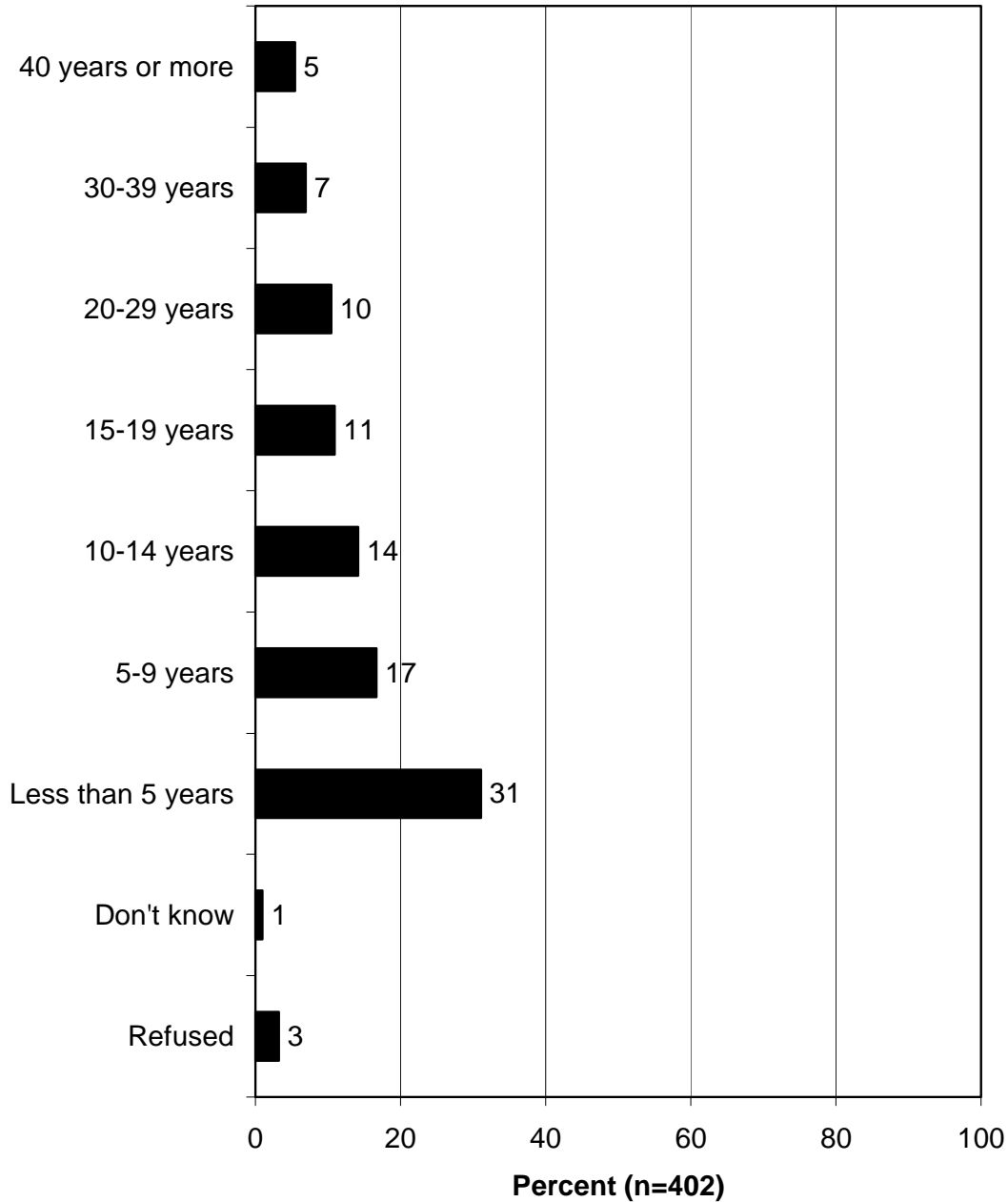
Q199. Do you consider your place of residence to be in a large city or urban area, a suburban area, a small city/town, or a rural area?



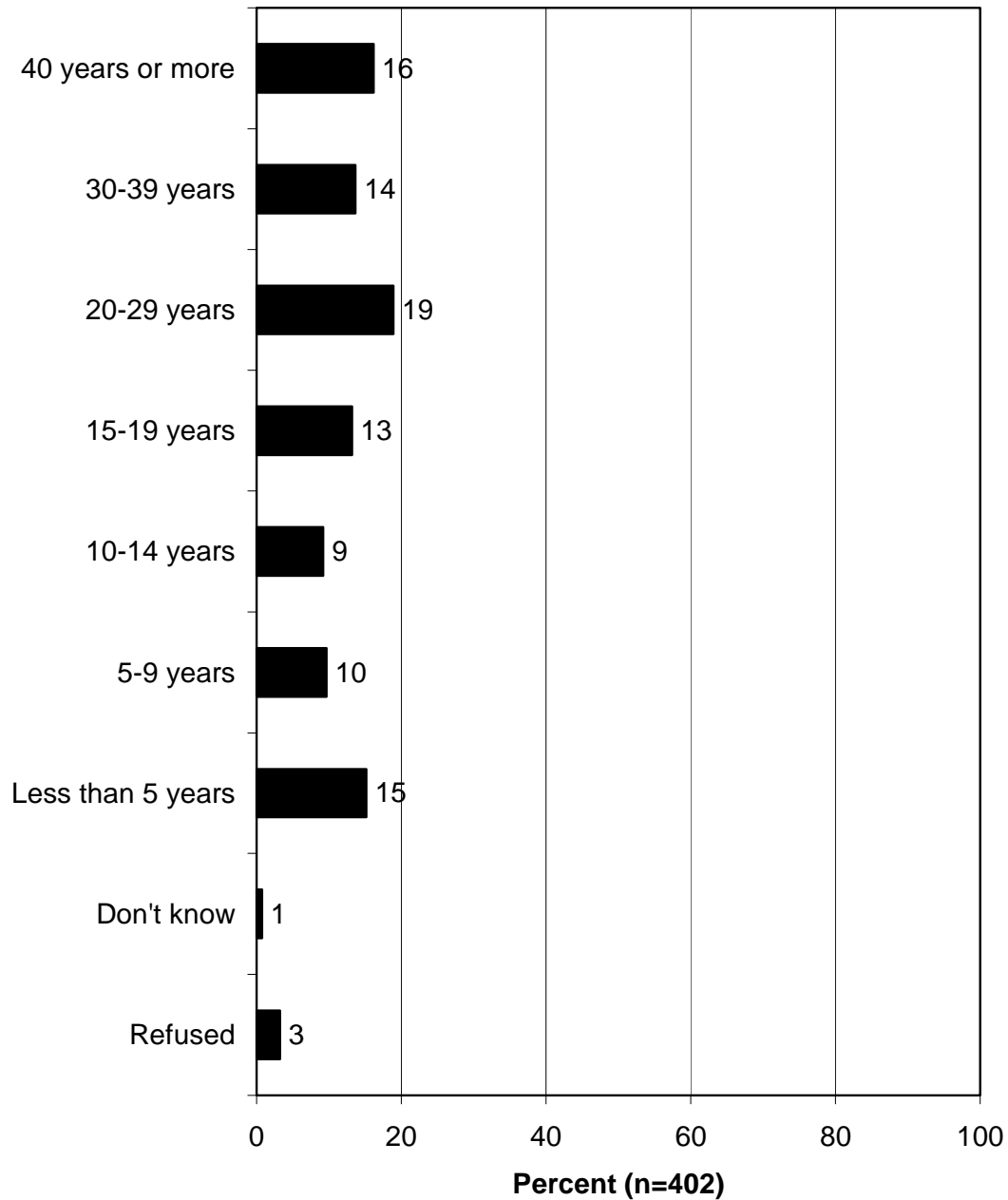
Q202. Do you rent or own your current place of residence?



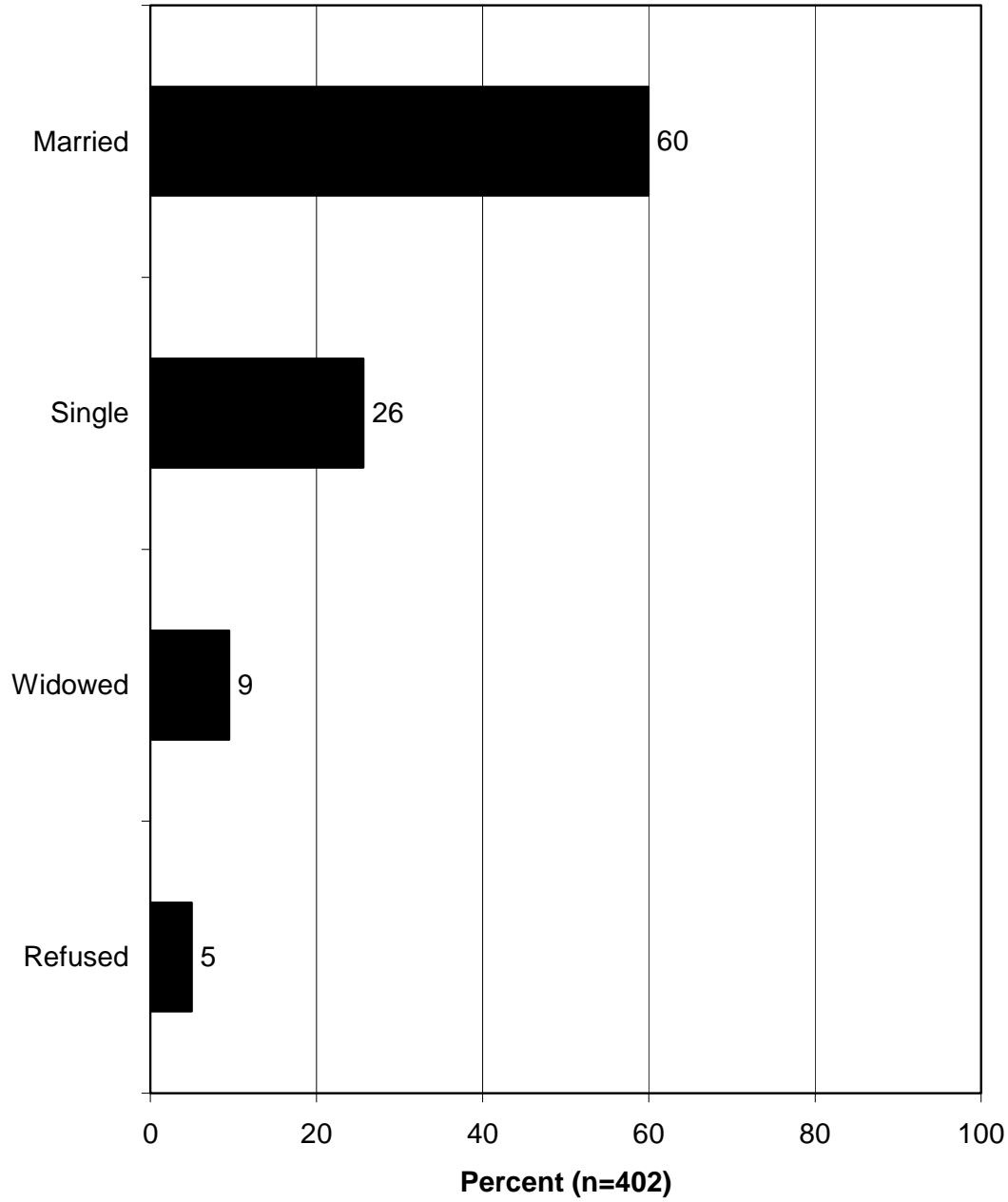
Q203. How many consecutive years have you lived in your community?



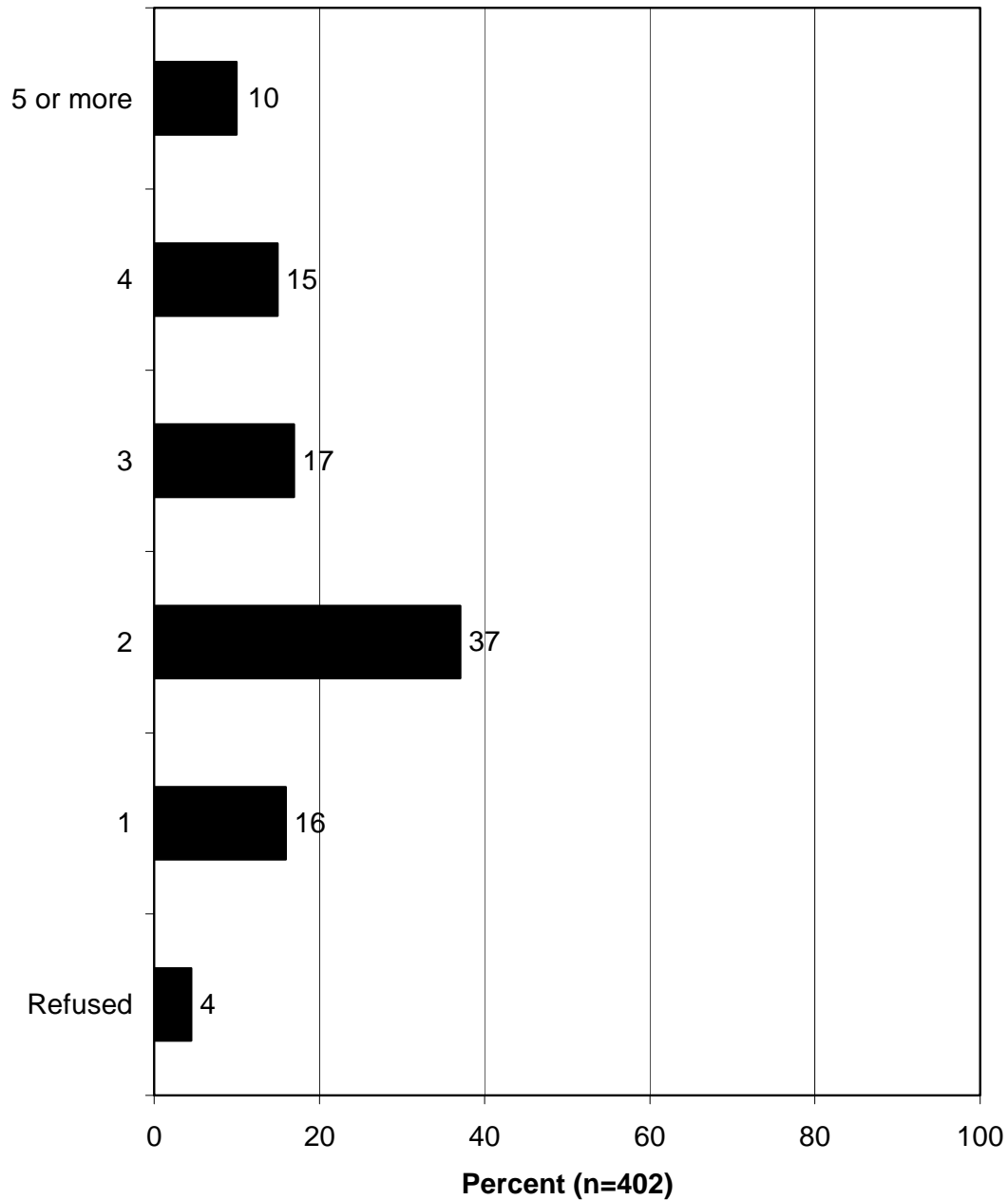
Q204. How many consecutive years have you lived in Florida



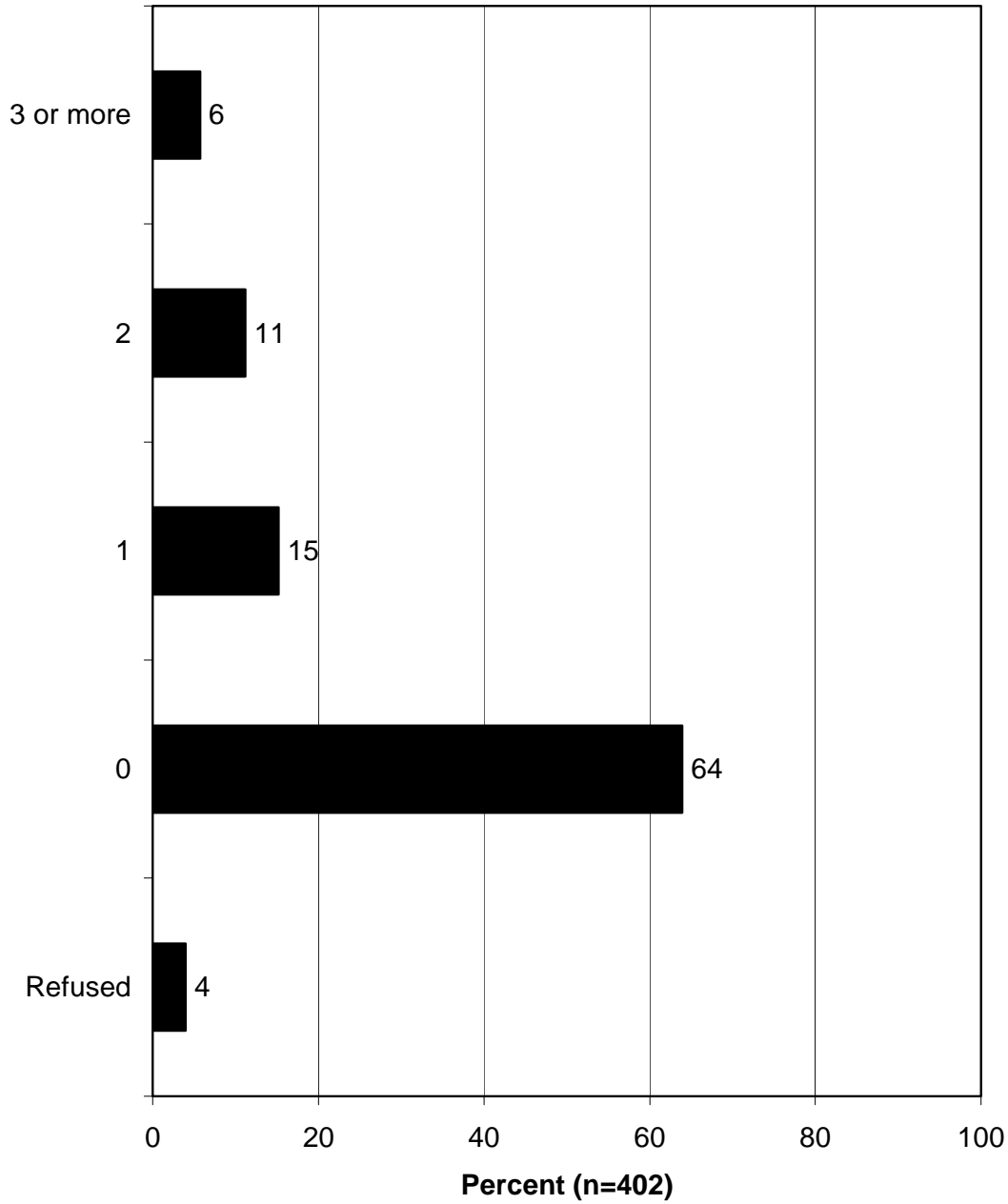
Q206. What is your marital status?



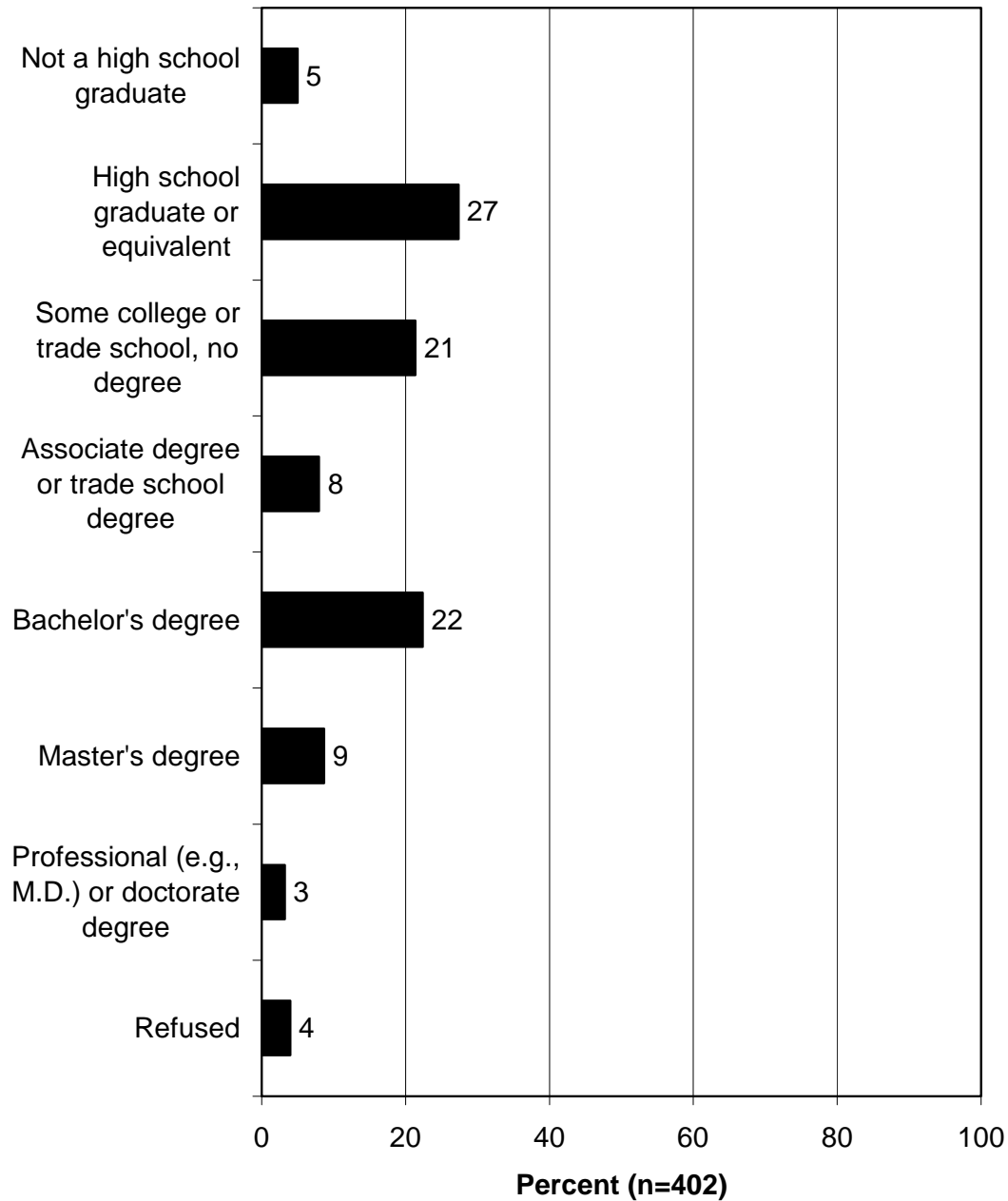
Q200. What is the total number of people living in your household, including yourself?



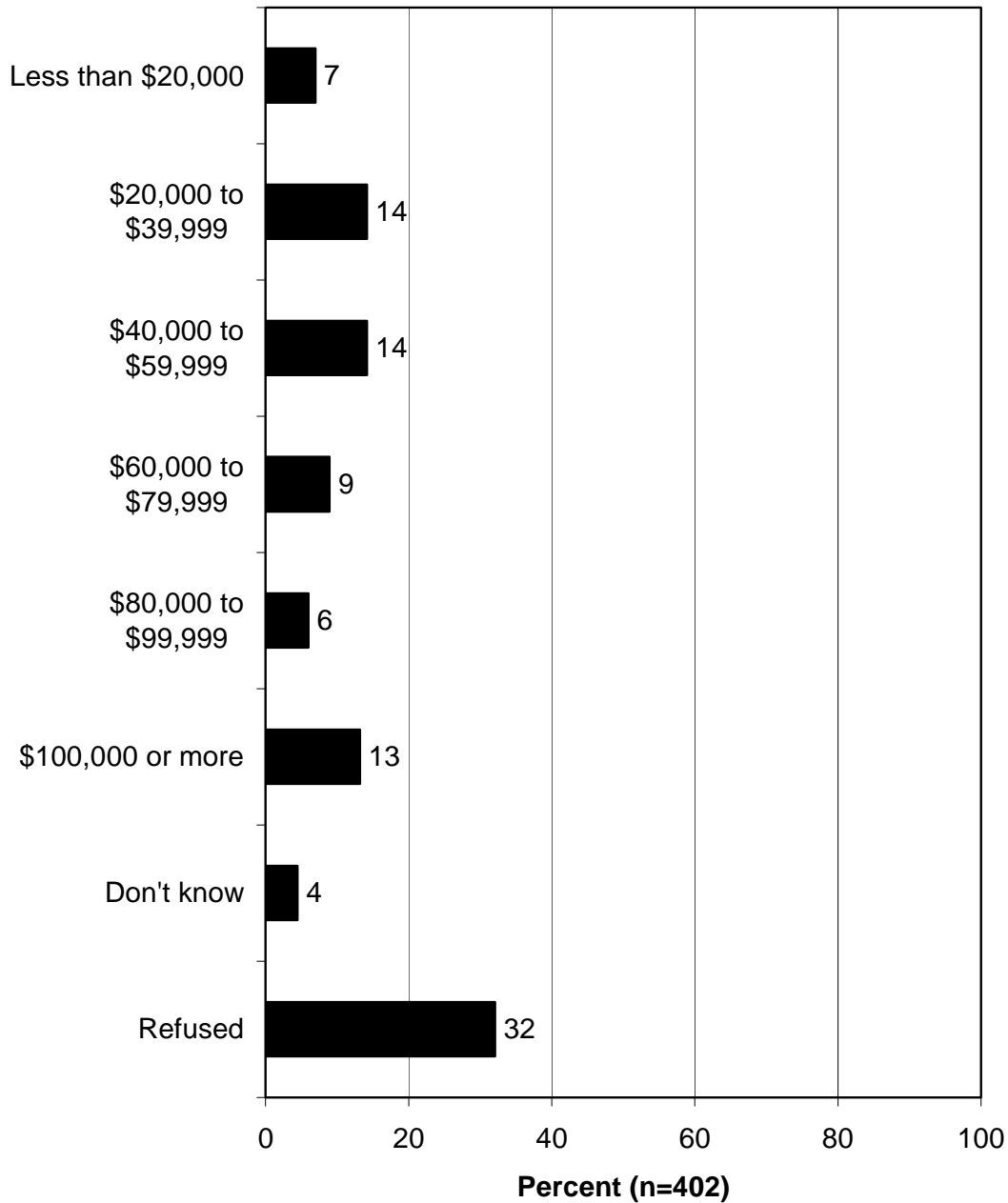
Q201. How many children, age 17 or younger, do you have living in your household?

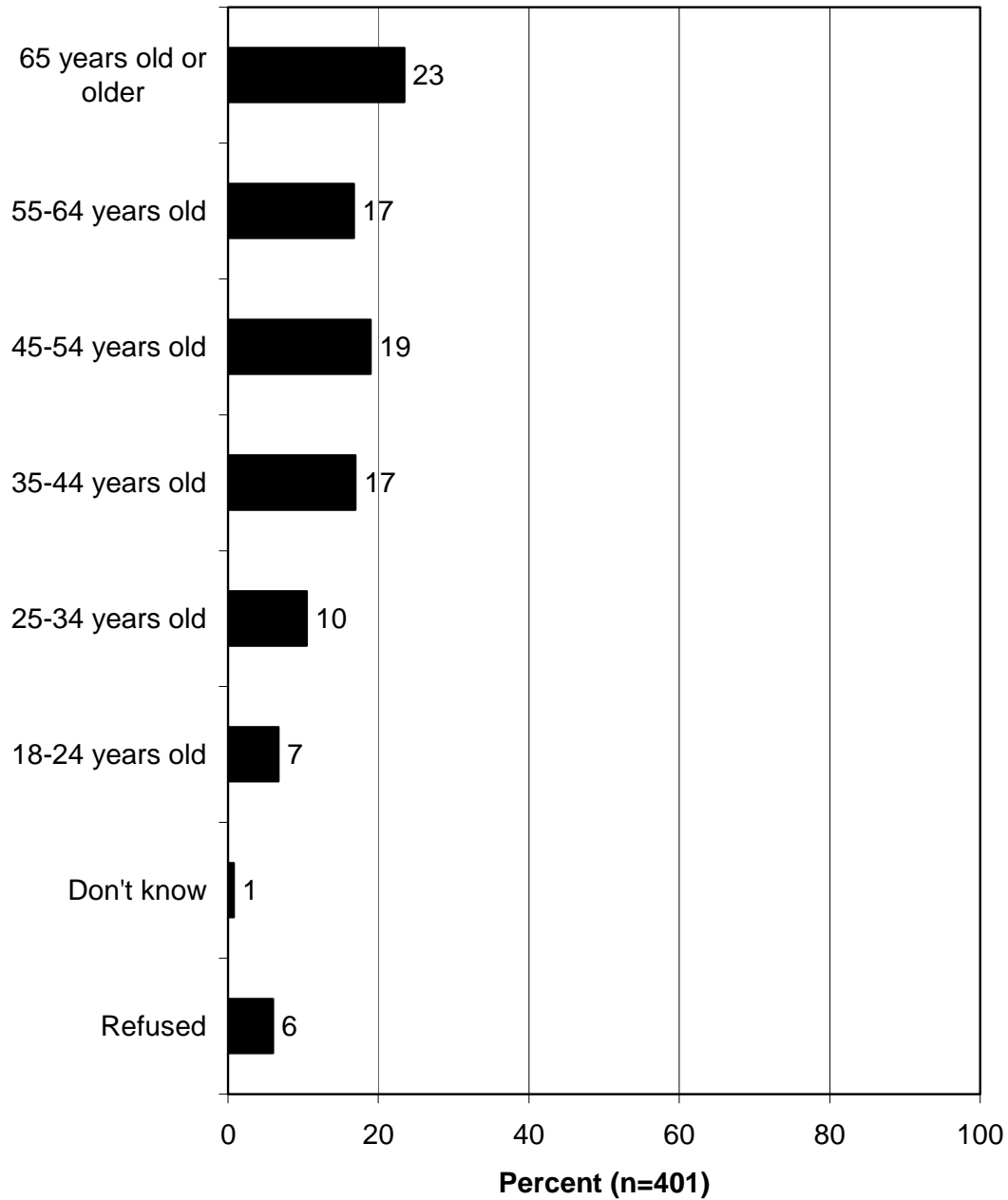


Q207. What is the highest grade level you have completed in school?

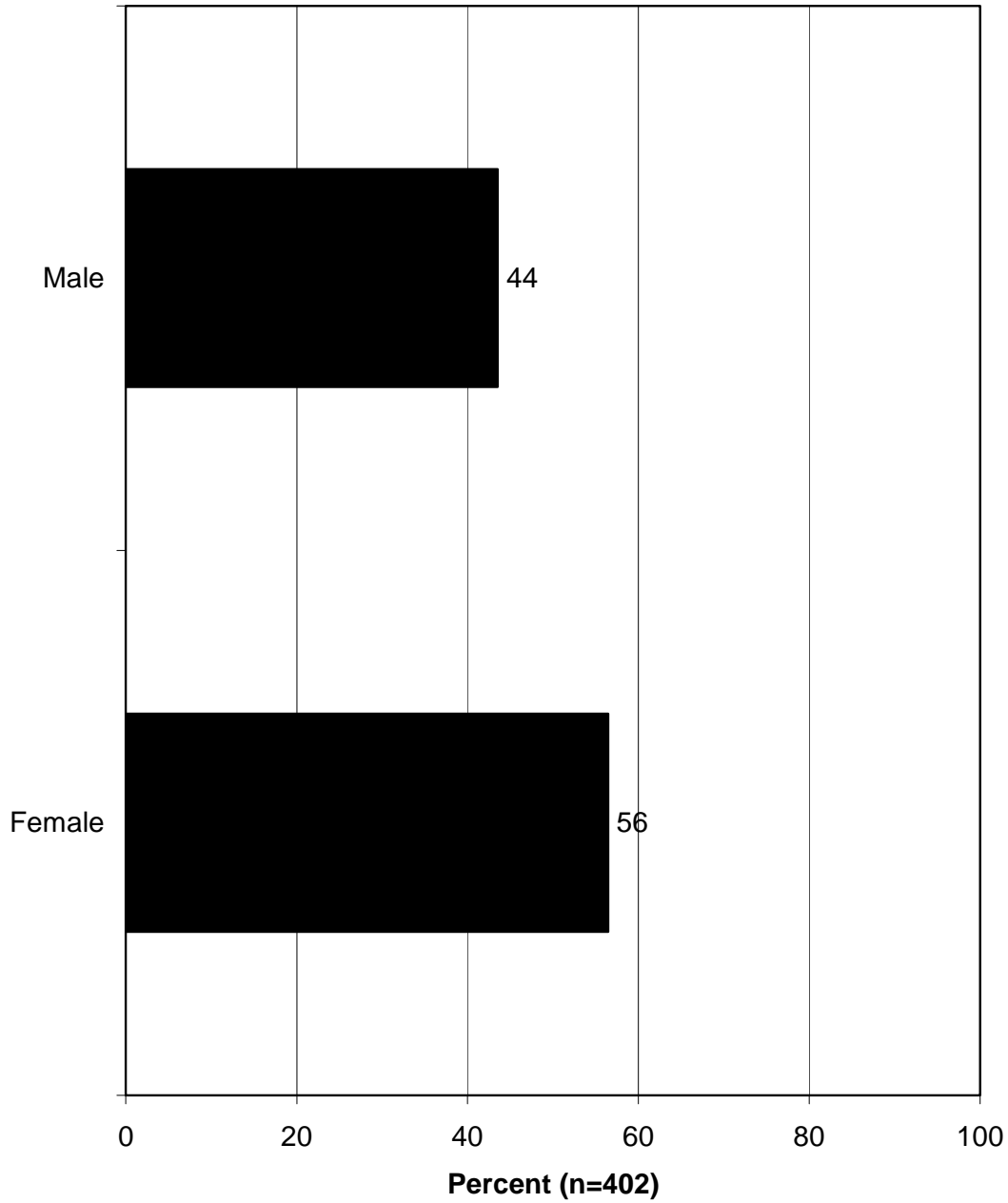


Q208. Which of these categories best describes your total household income before taxes last year?



Q209. May I ask your age?

Q211. Respondent's gender (not asked, but observed by interviewer).



ADDITIONAL COMMENTS

Q210. That's the end of the questionnaire; thank you very much for your time and cooperation! (Additional comments.)

Any government agency is tainted, and not just in Florida.
I am concerned that the government do the right thing for the wildlife and not for big corporations.
There are not enough game wardens—younger ones are not intuitive.
The agency does a great job in the State of Florida, and they are committed. Keep up the good work.
I don't like how fluoride is put in the water; I strongly want it out.
I don't know a lot about conservation efforts in mid-Florida, but I know that South Florida (the Everglades) is unique in all the world and needs to be restored. It needs funding; there has not been enough action. I am extremely concerned about quality of water and effect on reefs.
I am a conservationist and am dismayed as far the manatee and Everglades are concerned.
I like that hunting has become more restricted.
I think that the Governor is crazy to close Rodman Reservoir; it's one of the best fishing spots off St. Johns River.
I want all of the manatees to be sent away from Florida and the panthers to be sent back to Wyoming and Colorado.
I would like to see the Commission designate more land to wildlife. I would also like them to have stricter restrictions on development.
It is a shame that the Everglades are being destroyed with all the urban development and the lack of testing of the waters in and around the lakes.
Keep up the good work.
I like Jeb Bush's manatee bill. Regulations for conservation should be based on logic, sensibility, and science. Preventing children from boating in areas where manatees can't possibly go is ridiculous.
Manatee protection is a good goal, but better solutions are needed than speed zones.
More programs and money are needed to educate the public and set up more public lands for the preservation of land and protection of species (esp. endangered species).
Most people here are happy with them extending the doe week.
Need to look into conserving more of the wooded areas within suburbs.
The regulations concerning nets are too strict as far as the mesh is concerned. My family made their living this way. The law for the deer dogs is fine, but they are too strict because this is the first year with the law. The wildlife officer in charge is a hypocrite.
They're overdoing some of the protections on fish, etc. And it's too much, it's ruining fishing and boating (esp. the manatee).
They do a good job.
They should educate children in school about snakes, about the poisonous snakes, that need to be killed.
They should not allow all the boats and jet skis because they destroy a lot, and all the large bikes scare the animals. The exhaust pipes are too loud. I think that diesel is too polluting. This would not be allowed in Europe.
Too much construction; we need to preserve land. Stop allowing people to cut both claws off crabs and throw them back; leave them with at least one.
You make me think about all the questions. I love wildlife and the whooping cranes.