

Responsive Management™



OREGON RESIDENTS' OPINIONS ON AND VALUES RELATED TO THE OREGON DEPARTMENT OF FISH AND WILDLIFE

**Conducted for the Oregon Legislative Task Force on Funding for Fish,
Wildlife, and Related Outdoor Recreation and Education**

by Responsive Management

2016

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EXECUTIVE SUMMARY

INTRODUCTION AND METHODOLOGY

This study was conducted for the Oregon Legislative Task Force on Funding for Fish, Wildlife, and Related Outdoor Recreation and Education to determine Oregon residents' attitudes toward wildlife and wildlife-related funding, as well as their knowledge of and opinions on the Oregon Department of Fish and Wildlife and its efforts (hereinafter referred to as the Department). The study entailed a scientific telephone survey of Oregon residents.

For the survey, telephones were selected as the preferred sampling medium because of the almost universal ownership of telephones among Oregon residents, particularly when a dual-frame sample is used that properly accounts for use of both landline and cell phones. Additionally, telephone surveys, relative to mail or Internet surveys, allow for more scientific sampling and data collection, provide higher quality data, obtain higher response rates, are more timely, and are more cost-effective. Furthermore, they provide higher quality data because of the clarification that a live interviewer provides for any questions in the survey. Telephone surveys also have fewer negative effects on the environment than do mail surveys because of reduced use of paper and reduced energy consumption for delivering and returning the questionnaires.

The telephone survey questionnaire was developed cooperatively by Responsive Management and the Department. Responsive Management conducted pre-tests of the questionnaire to ensure proper wording, flow, and logic in the survey. The sample included both landlines and cell phones in their proper proportions. Telephone surveying times are Monday through Friday from 9:00 a.m. to 9:00 p.m., Saturday from noon to 5:00 p.m., and Sunday from 5:00 p.m. to 9:00 p.m., local time.

The survey was conducted in May 2016. The software used for data collection was Questionnaire Programming Language. Responsive Management obtained a total of 939 completed interviews.

ATTITUDES TOWARD WILDLIFE AND WILDLIFE-ASSOCIATED RECREATION

- An open-ended question asked about the most important fish, wildlife, or habitat issue in Oregon (there was no answer set; residents could say anything that came to mind). The top issues are habitat loss, lack of water, low/declining fish populations, urban sprawl, and conservation/management of resources in general.
- The survey asked respondents about the importance of eight fish/wildlife values. For each item, residents rated the importance they placed on it, using a 0 to 10 scale where 0 is not at all important and 10 is extremely important.
 - “That healthy fish and wildlife populations exist in Oregon” was the top-ranked value, closely followed by “that Oregon’s water resources are safe and well protected.” Note that these top two values are purely ecological rather than utilitarian. The values that are more utilitarian are lower (but still rated quite high in absolute terms), such as the provision of opportunities for viewing wildlife, for hunting, or for fishing.

PROTECTION OF FISH, WILDLIFE, AND HABITAT

- Satisfaction with the protection and management of fish, wildlife, and habitat in Oregon exceeds dissatisfaction: 61% are satisfied, while 18% are dissatisfied (the remainder give a neutral response).
 - A follow-up question delved into reasons for not being more satisfied, asked of all those except those who were *very* satisfied. The most common responses given were not specific but vaguely indicated that the respondent thought the protection and management could be better in general. Second on the list, however, was a response category that was more specific—those responses that indicated that the Department lacked funding to do more (including the lack of enforcement officers).

- When asked if they could name the agency that is most responsible for protecting and managing fish, wildlife, and habitat in Oregon, slightly more than half of the general population (56%) either named the correct agency (the Department of Fish and Wildlife) or named an essentially correct close derivative of the agency. However, 44% could not name the correct agency.
 - In follow-up, the survey asked about the level of knowledge respondents had of the Department: 46% said that, prior to the survey, they knew a great deal or moderate amount, while 54% knew a little or nothing.

SATISFACTION WITH THE DEPARTMENT OVERALL

- A previous question asked about satisfaction/dissatisfaction with the “protection and management of fish, wildlife, and habitat in Oregon.” A later question asked about satisfaction/dissatisfaction with the *Department itself*. The results are positive, with 65% being satisfied compared to only 12% being dissatisfied (the remainder giving a neutral response).
 - As was done previously, a follow-up question delved into reasons for not being more satisfied, asked of all those except those who were *very* satisfied. The most common reasons given relate to respondents’ feelings that management could be better, followed by funding-related responses.
- In another question that pertains to satisfaction or dissatisfaction with the Department, the survey asked respondents to rate the availability of fish- and wildlife-related recreation opportunities in Oregon. The large majority of residents (81%) give a rating in the top half of the scale: 47% rate them as excellent, and 34% rate them as good.
- A final gauge on satisfaction or dissatisfaction with the Department is a question asking about the credibility of the Department. While this does not pertain directly to satisfaction, it tangentially relates to it—obviously, one would not be much satisfied with any agency that is not credible. Overwhelmingly, Oregon residents find the Department to be credible: 88% say it is credible, including 58% who say it is *very* credible. Only 2% say it is not at all credible (the remainder give a neutral response).

OPINIONS ON DEPARTMENT PRIORITIES

- The survey presented ten efforts of the Department and asked residents to rate the importance that each one should be for the agency, using a scale of 0 to 10, where 0 is not at all important and 10 is extremely important. The survey then asked residents to rate the performance of the Department in each of the same areas.
 - In looking at how important the efforts *should be*, the purely ecological efforts are at the top. These include “conserving and restoring fish and wildlife habitat,” “protecting endangered species,” and “protecting and restoring native fish and wildlife species in Oregon.”
 - More human-centered efforts are lower, such as the provision of opportunities for wildlife-related recreation and providing information and education.
 - In looking at the performance, the effort with the highest mean rating is “providing opportunities for fish- and wildlife-related recreation” (a human-centered effort), but this is closely followed by “protecting endangered species” (an ecological effort). Thereafter, ecological efforts tend to be rated higher than the more human-centered efforts.
 - In the mean ratings, the human-centered efforts, particularly informational efforts, were the lowest rated.

KNOWLEDGE OF AND OPINION ON DEPARTMENT FUNDING

- In an open-ended question (i.e., with no answer set presented to respondents, who could answer with anything that came to their mind), residents were asked how they thought the Department was funded. The most common response was taxes in general (53% named this). This answer, of course, is not entirely correct, as relatively little of the funding comes from general taxes. The next-most common response was a correct funding source: fishing and hunting licenses (30% named this source). Only 4% named excise taxes on hunting and fishing equipment (an important source).
 - Another question asked what residents think *should be* the primary source of funding for the Department; this question was also open-ended. General taxes was the top response (33%), with no elaboration on the type of taxes or otherwise more specifically defining the taxes. The second most common response was fishing and hunting licenses (19%). General state taxes (7%) was third, but this response is nearly the same as the top

response (taxes in general), thereby suggesting that 40% of respondents think that general state taxes should be the primary source.

- After being told that only 9% of the Department's funding comes from general state tax revenues, the survey asked residents if they think that amount is too little or too much (or about right). The most common responses are that it is too little (41%) or that it is about the right amount (40%); a quite low amount say that it is too much (4%).

INFORMATION SOURCES ABOUT FISH, WILDLIFE, RECREATION, AND CONSERVATION

- Residents were asked about three topics on which they might seek information (fish and wildlife management, fish- and wildlife-related recreation, and conservation). They more often seek information about fish- and wildlife-related recreation than they do about conservation or fish and wildlife management.
- The survey asked about the amount of use that 16 sources of information receive from residents looking for information on fish and wildlife management, conservation, or fish- and wildlife-related recreation.
 - Friends/family as a whole is the top source; otherwise, the Department's website, the Department's printed materials, and sporting goods stores are the top sources.
- A follow-up open-ended question to the series above asked residents to name those sources that they use that they consider to be the most credible. The leading source in credibility is the Department website. Otherwise, friends/family and Department printed materials are the most credible.

PARTICIPATION IN OUTDOOR RECREATION

- The survey listed 12 outdoor activities and asked residents if they had participated in them in the past 12 months. Large majorities had visited a state or national park, hiked, taken a trip of at least a mile in which they had viewed wildlife or birds, and/or viewed wildlife and birds at home.
 - A follow-up question asked if residents had participated in any other outdoor activities. Gardening, walking, and off-roading topped the list.

CONSTRAINTS TO PARTICIPATION IN OUTDOOR RECREATION

- The largest constraint to participation in fish- and wildlife-related recreation is lack of time/personal obligations, closely followed by age/health—both social constraints over which agencies would have little influence. Otherwise, top constraints are cost and access.

- Another question looked at constraints another way, asking respondents if there was anything that would help or encourage them to participate in fish- and wildlife-related recreation more often (i.e., overcome or lessen the constraints). The top responses are related to cost and time. Third in the ranking is to have more information available.

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INTRODUCTION AND METHODOLOGY

This study was conducted for the Oregon Legislative Task Force on Funding for Fish, Wildlife, and Related Outdoor Recreation and Education (hereinafter, referred to as the Task Force) to determine Oregon residents' attitudes toward wildlife and wildlife-related funding, as well as their knowledge of and opinions on the Oregon Department of Fish and Wildlife and its efforts (hereinafter referred to as the Department). The study entailed a scientific telephone survey of Oregon residents. Specific aspects of the research methodology are discussed below.

USE OF TELEPHONES FOR THE SURVEY

For the survey, telephones were selected as the preferred sampling medium because of the almost universal ownership of telephones among Oregon residents, particularly when a dual-frame sample is used that properly accounts for use of both landline and cell phones. Additionally, telephone surveys, relative to mail or Internet surveys, allow for more scientific sampling and data collection, provide higher quality data, obtain higher response rates, are more timely, and are more cost-effective. Furthermore, they provide higher quality data because of the clarification that a live interviewer provides for any questions in the survey. Telephone surveys also have fewer negative effects on the environment than do mail surveys because of reduced use of paper and reduced energy consumption for delivering and returning the questionnaires.

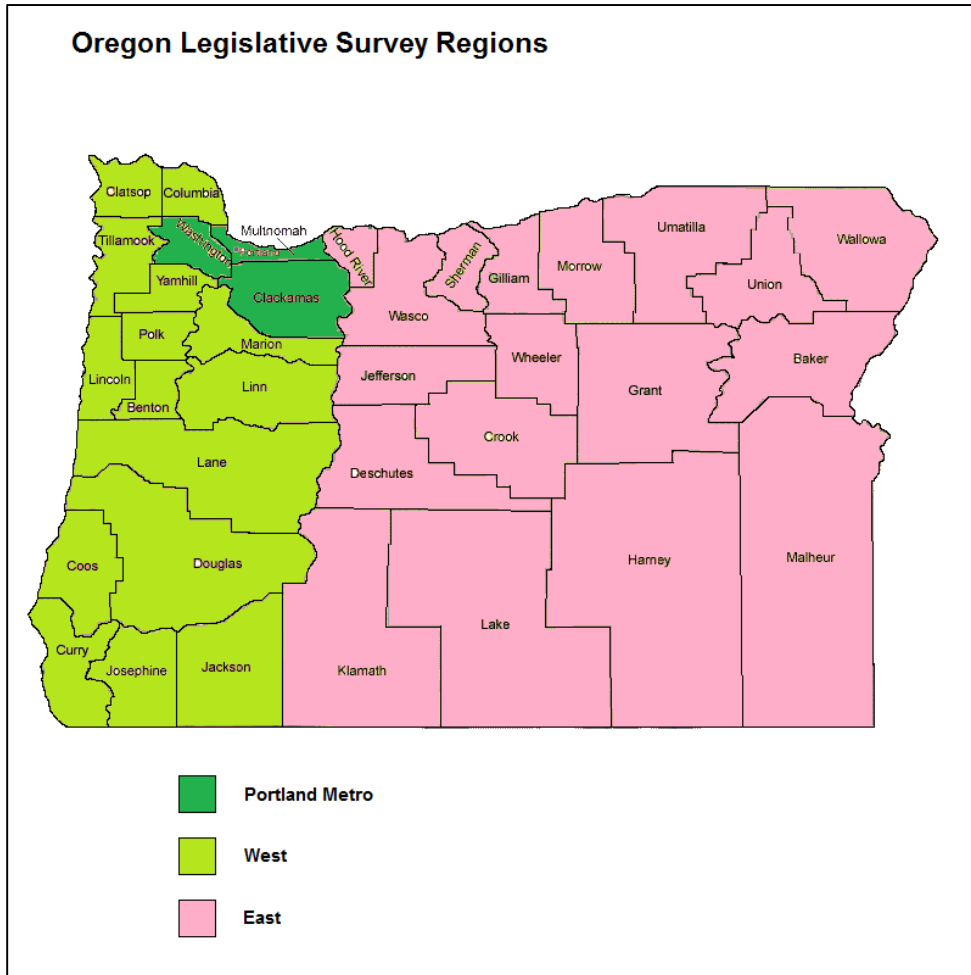
QUESTIONNAIRE DESIGN

The telephone survey questionnaire was developed cooperatively by Responsive Management and the Department, based on the research team's familiarity with wildlife and natural resources, as well as agency efforts and funding. Responsive Management conducted pre-tests of the questionnaire to ensure proper wording, flow, and logic in the survey.

SURVEY SAMPLE

The sample included both landlines and cell phones in their proper proportions, taking into account those who use one type solely, those who use both types equally, and those who use both types but one type predominantly. In addition, the sample used a probability-based selection process that ensured that all residents with a telephone had an approximately equal chance of being selected for the survey—a nearly universal coverage of Oregon. This process ensured that the sample was valid because every resident had a known chance of participating in the survey.

The sample was stratified into three regions—the East Region, the West Region, and the Portland Metro Region—as shown in the map that follows. The sampling specifications were that at least 300 interviews be completed in each region (for statewide results, the regions were then properly weighted).



Map produced in color; may not be fully legible on black and white printed copies of report.

TELEPHONE INTERVIEWING FACILITIES

A central polling site at the Responsive Management office allowed for rigorous quality control over the interviews and data collection. Responsive Management maintains its own in-house telephone interviewing facilities. These facilities are staffed by interviewers with experience conducting computer-assisted telephone interviews on the subjects of outdoor recreation, natural resources, and agency ratings and funding.

To ensure the integrity of the telephone survey data, Responsive Management has interviewers who have been trained according to the standards established by the Council of American Survey Research Organizations. Methods of instruction included lecture and role-playing. The Survey Center Managers and other professional staff conducted a project briefing with the interviewers prior to the administration of this survey. Interviewers were instructed on type of study, study goals and objectives, handling of survey questions, interview length, termination points and qualifiers for participation, interviewer instructions within the survey questionnaire, reading of the survey questions, skip patterns, and probing and clarifying techniques necessary for specific questions on the survey questionnaire.

INTERVIEWING DATES AND TIMES

Telephone surveying times are Monday through Friday from 9:00 a.m. to 9:00 p.m., Saturday from noon to 5:00 p.m., and Sunday from 5:00 p.m. to 9:00 p.m., local time. A five-callback design was used to maintain the representativeness of the sample, to avoid bias toward people easy to reach by telephone, and to provide an equal opportunity for all to participate. When a respondent could not be reached on the first call, subsequent calls were placed on different days of the week and at different times of the day. The survey was conducted in May 2016.

TELEPHONE SURVEY DATA COLLECTION AND QUALITY CONTROL

The software used for data collection was Questionnaire Programming Language (QPL). The survey data were entered into the computer as each interview was being conducted, eliminating manual data entry after the completion of the survey and the concomitant data entry errors that may occur with manual data entry. The survey questionnaire was programmed so that QPL branched, coded, and substituted phrases in the survey based on previous responses to ensure the integrity and consistency of the data collection.

The Survey Center Managers and statisticians monitored the data collection, including monitoring of the actual telephone interviews without the interviewers' knowledge, to evaluate the performance of each interviewer and ensure the integrity of the data. The survey questionnaire itself contains error checkers and computation statements to ensure quality and consistent data. After the surveys were obtained by the interviewers, the Survey Center Managers and/or statisticians checked each completed survey to ensure clarity and completeness. Responsive Management obtained a total of 939 completed interviews.

During the surveying administration, some interviews were conducted in Spanish for those who preferred Spanish to English. Responsive Management has several interviewers who are bilingual (and fluent) in Spanish and English. These interviewers rehearsed the interviews in Spanish, translating from English, prior to making the Spanish interviews.

DATA ANALYSIS

The analysis of data was performed using Statistical Package for the Social Sciences as well as proprietary software developed by Responsive Management. The results were weighted by demographic characteristics; statewide results, which contain the data from three regions, were weighted by the regional population of adults (because no children were interviewed in the survey), based on the U.S. Census.

Crosstabulations were run by the three regions. Other crosstabulations were run by demographic characteristics, by three specific counties that were requested by the Task Force (Marion, Lane, and Deschutes Counties), and by the question delving into knowledge of the Department. The regional crosstabulations are presented after the overall results in the body of the report. Other crosstabulations are included as appendices. Note that the crosstabulations in the appendices were run on *nearly every* question but not all.

SAMPLING ERROR

Throughout this report, findings of the telephone survey are reported at a 95% confidence interval. For the entire sample of Oregon residents, the sampling error is at most plus or minus 3.20 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 3.20 percentage points of each other. Sampling error was calculated as the survey's maximum standard error multiplied by 1.96, which itself was calculated using the formula that follows and accounts for the use of fractional weights in the analysis.

Sampling Error Equation

$$SE(\bar{X}) = \sqrt{p(1-p) \sum_{i=1}^n \omega_i^2}$$

This formula uses data points (weights) from every case in the dataset.

ADDITIONAL INFORMATION ABOUT THE PRESENTATION OF RESULTS IN THE REPORT

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

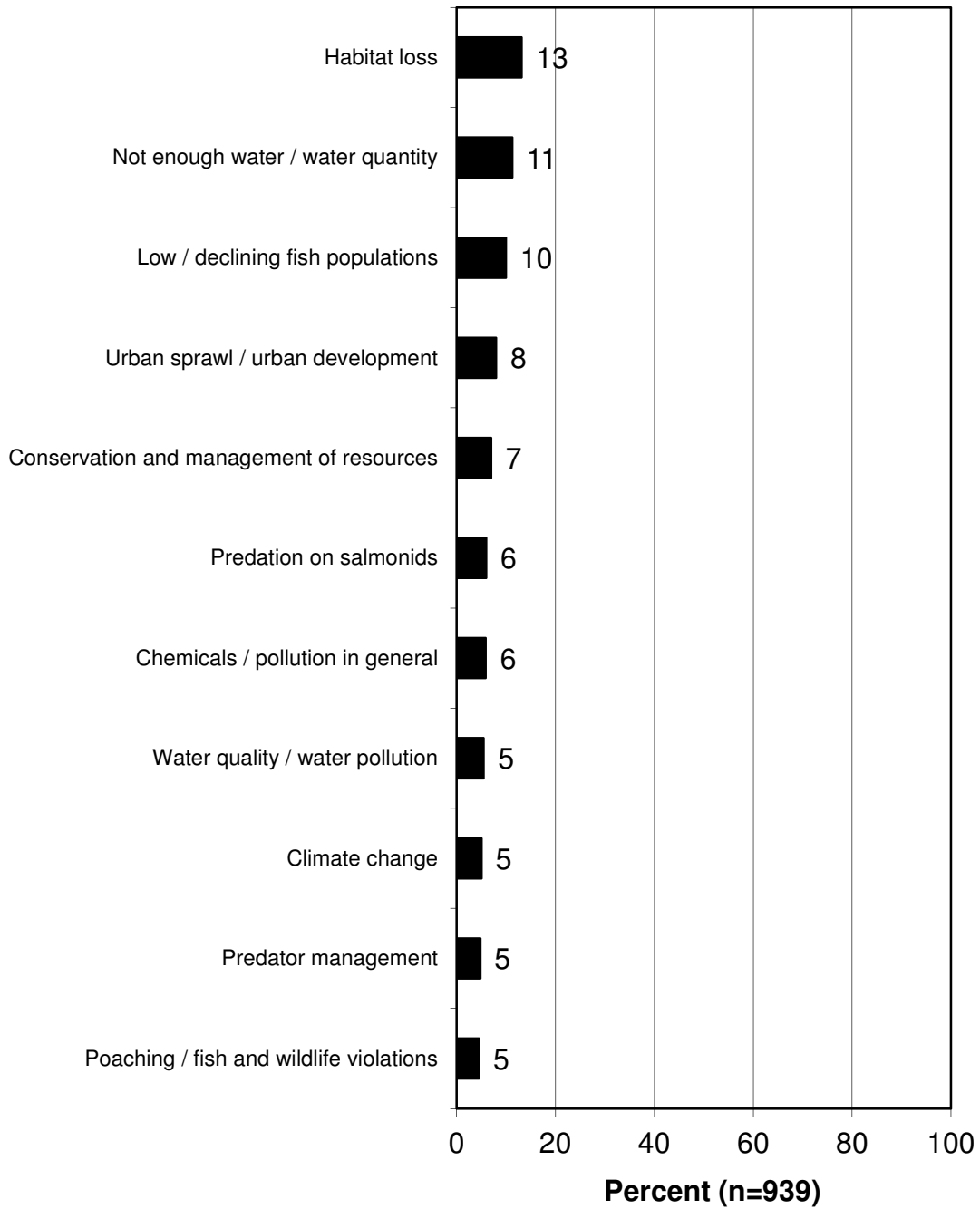
- Open-ended questions are those in which no answer set is read to the respondents; rather, they can respond with anything that comes to mind from the question.
- Closed-ended questions have an answer set from which to choose.
- Single or multiple response questions: Some questions allow only a single response, while other questions allow respondents to give more than one response or choose all that apply. Those that allow more than a single response are indicated on the graphs with the label, “Multiple Responses Allowed.”
- Scaled questions: Many closed-ended questions (but not all) are in a scale, such as excellent-good-fair-poor.
- Series questions: Many questions are part of a series, and the results are primarily intended to be examined relative to the other questions in that series (although results of the questions individually can also be valuable). Typically, results of all questions in a series are shown together.

Most graphs show results rounded to the nearest integer; however, all data are stored in decimal format, and all calculations are performed on unrounded numbers. For this reason, some results may not sum to exactly 100% because of this rounding on the graphs. Additionally, rounding may cause apparent discrepancies of 1 percentage point between the graphs and the reported results of combined responses (e.g., when “very satisfied” and “moderately satisfied” are summed to determine the total percentage who are satisfied).

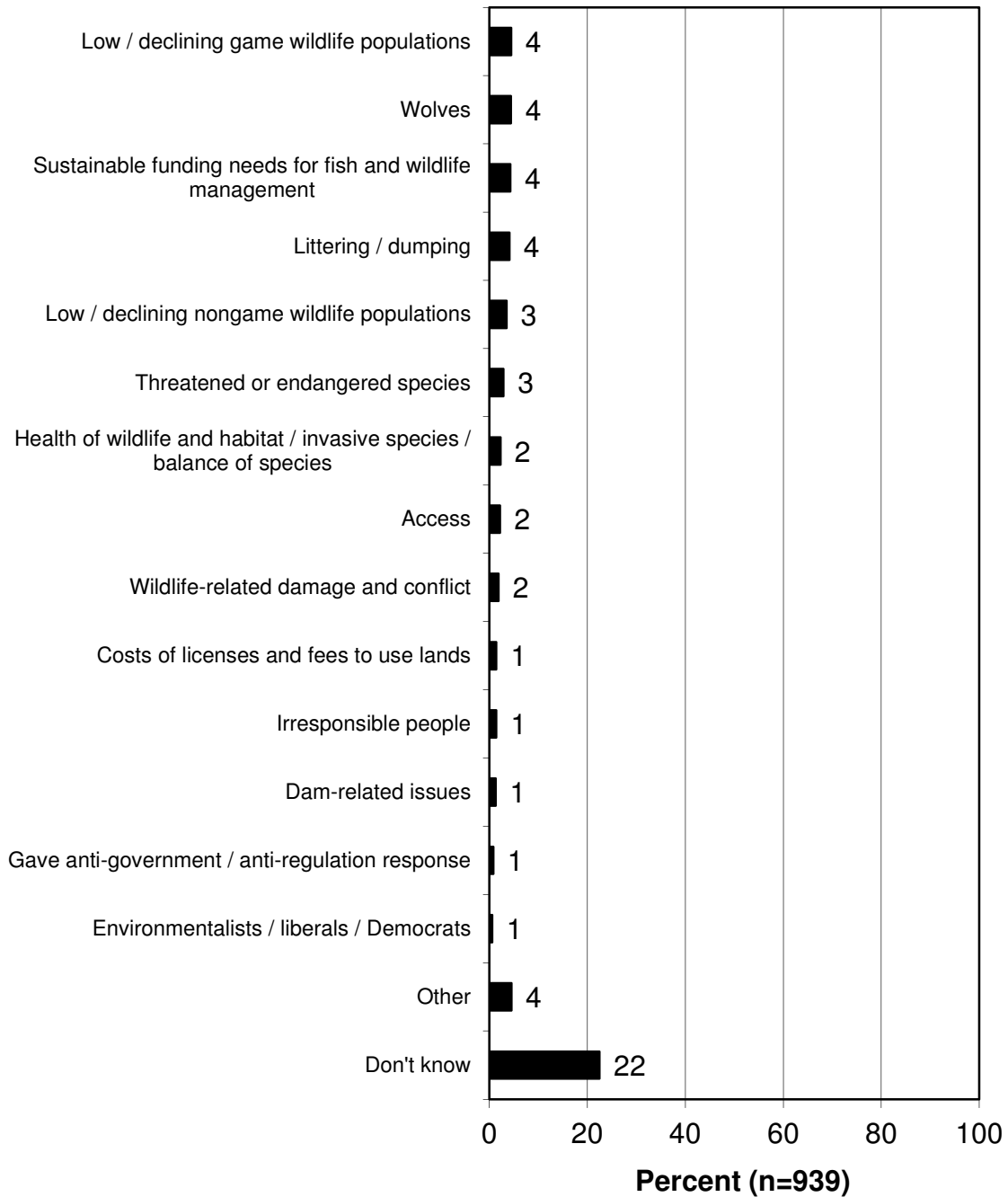
ATTITUDES TOWARD WILDLIFE AND WILDLIFE-ASSOCIATED RECREATION

- An open-ended question asked about the most important fish, wildlife, or habitat issue in Oregon (there was no answer set; residents could say anything that came to mind). The top issues are habitat loss, lack of water, low/declining fish populations, urban sprawl, and conservation/management of resources in general. The graph shows the full list.
- The survey asked respondents about the importance of eight fish/wildlife values. For each item, residents rated the importance they placed on it, using a 0 to 10 scale where 0 is not at all important and 10 is extremely important. The results of all eight questions are shown together.
 - “That healthy fish and wildlife populations exist in Oregon” was the top-ranked value, closely followed by “that Oregon’s water resources are safe and well protected.” Note that these top two values are purely ecological rather than utilitarian. The values that are more utilitarian are lower (but still rated quite high in absolute terms), such as the provision of opportunities for viewing wildlife, for hunting, or for fishing.
 - One statewide graph shows the percent who felt strongly enough to give a rating of 9 or 10; the second statewide graph shows the mean rating. These are followed by the regional graphs, with the same two graphs for the regional crosstabulations.

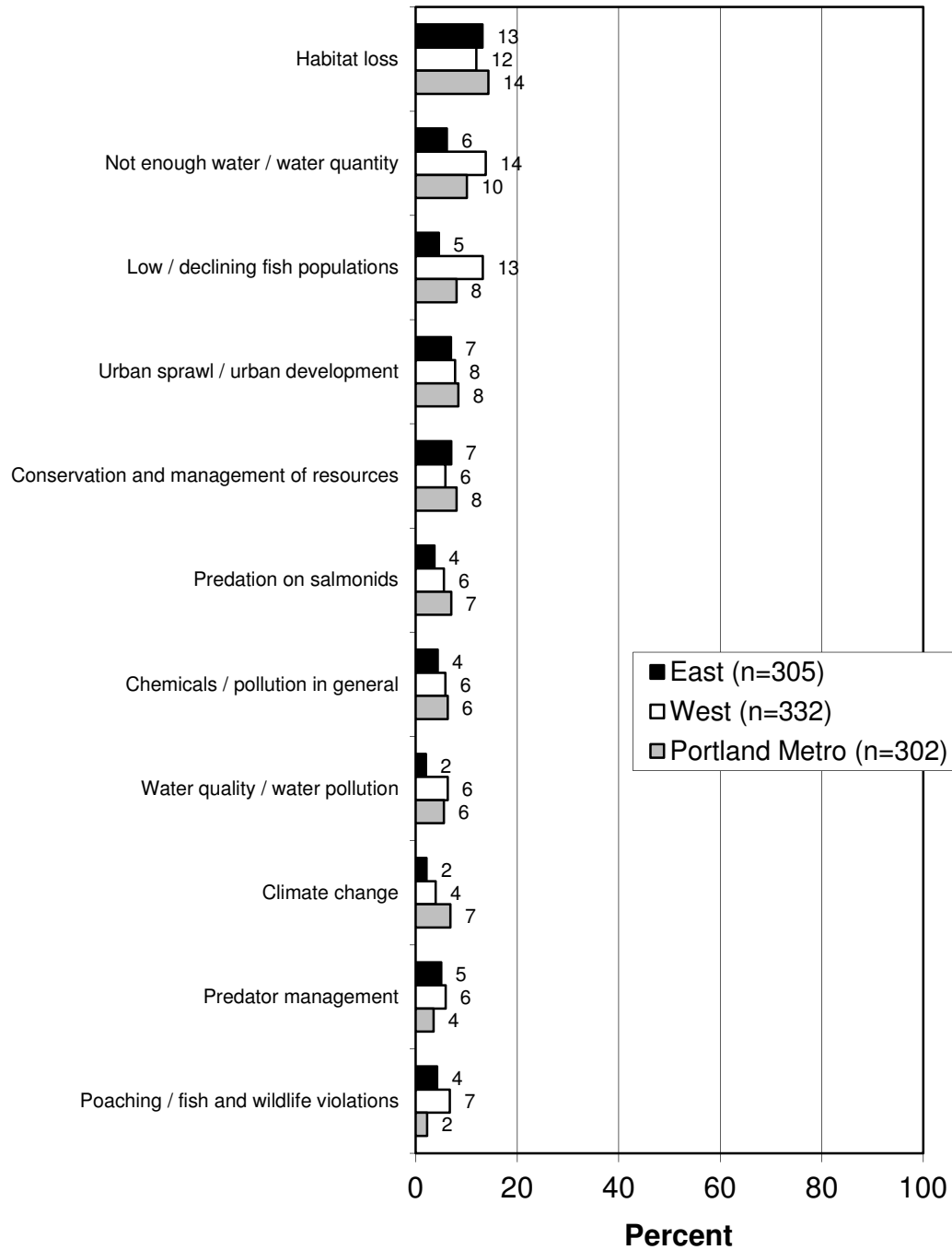
Q18. What would you say are the most important fish, wildlife, or habitat issues facing Oregon today? (Part 1)



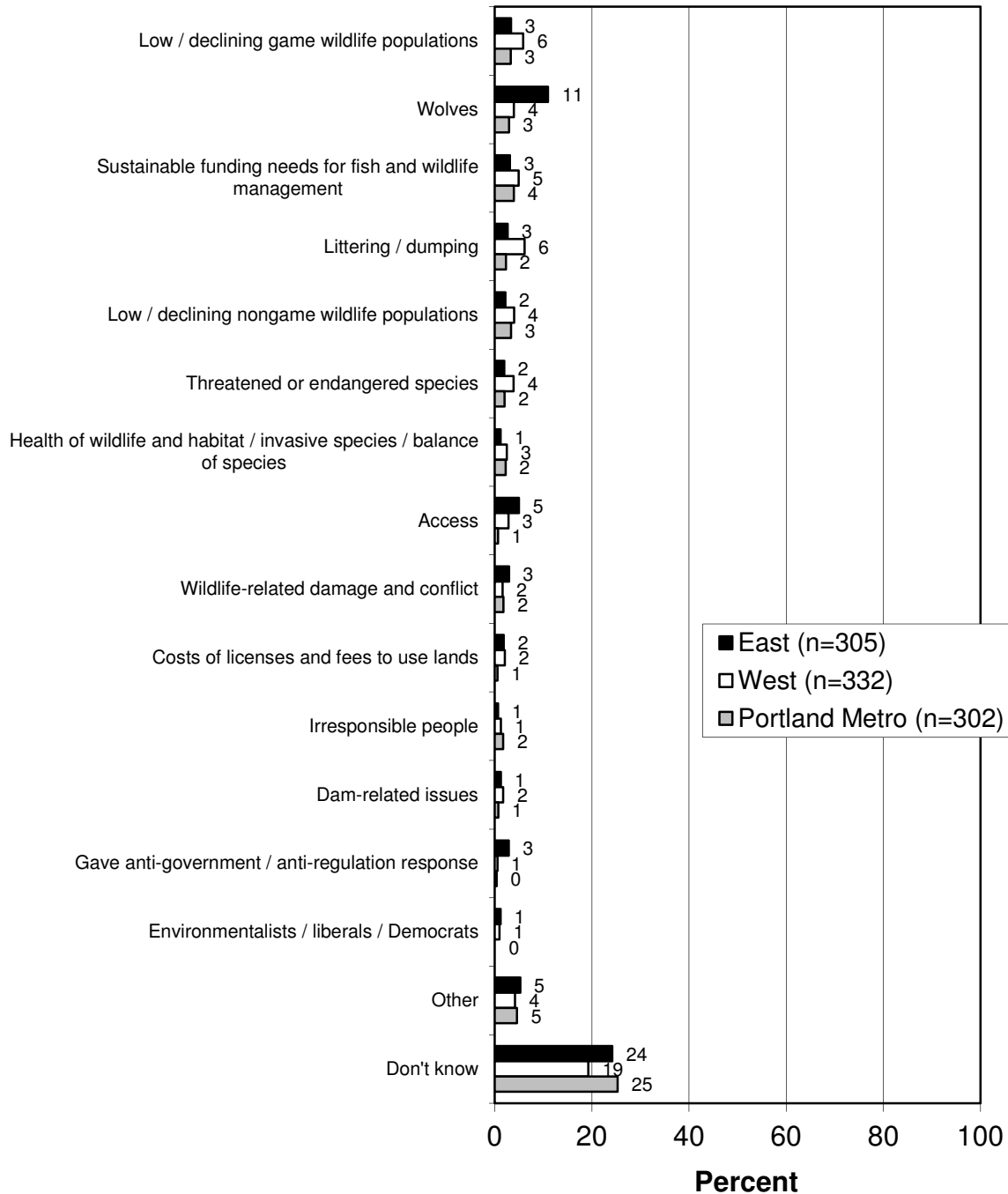
Q18. What would you say are the most important fish, wildlife, or habitat issues facing Oregon today? (Part 2)



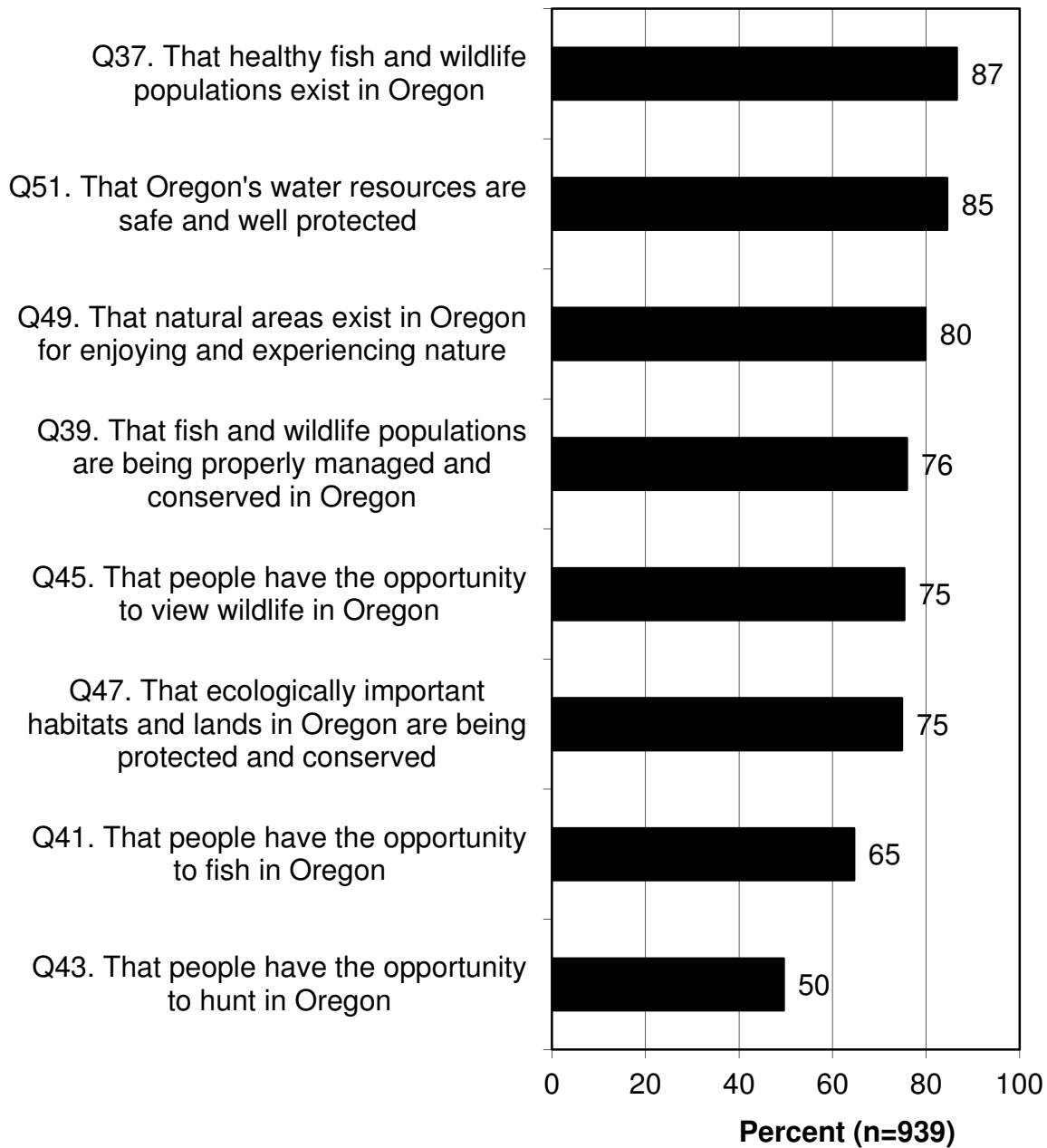
Q18. What would you say are the most important fish, wildlife, or habitat issues facing Oregon today? (Part 1)



Q18. What would you say are the most important fish, wildlife, or habitat issues facing Oregon today? (Part 2)



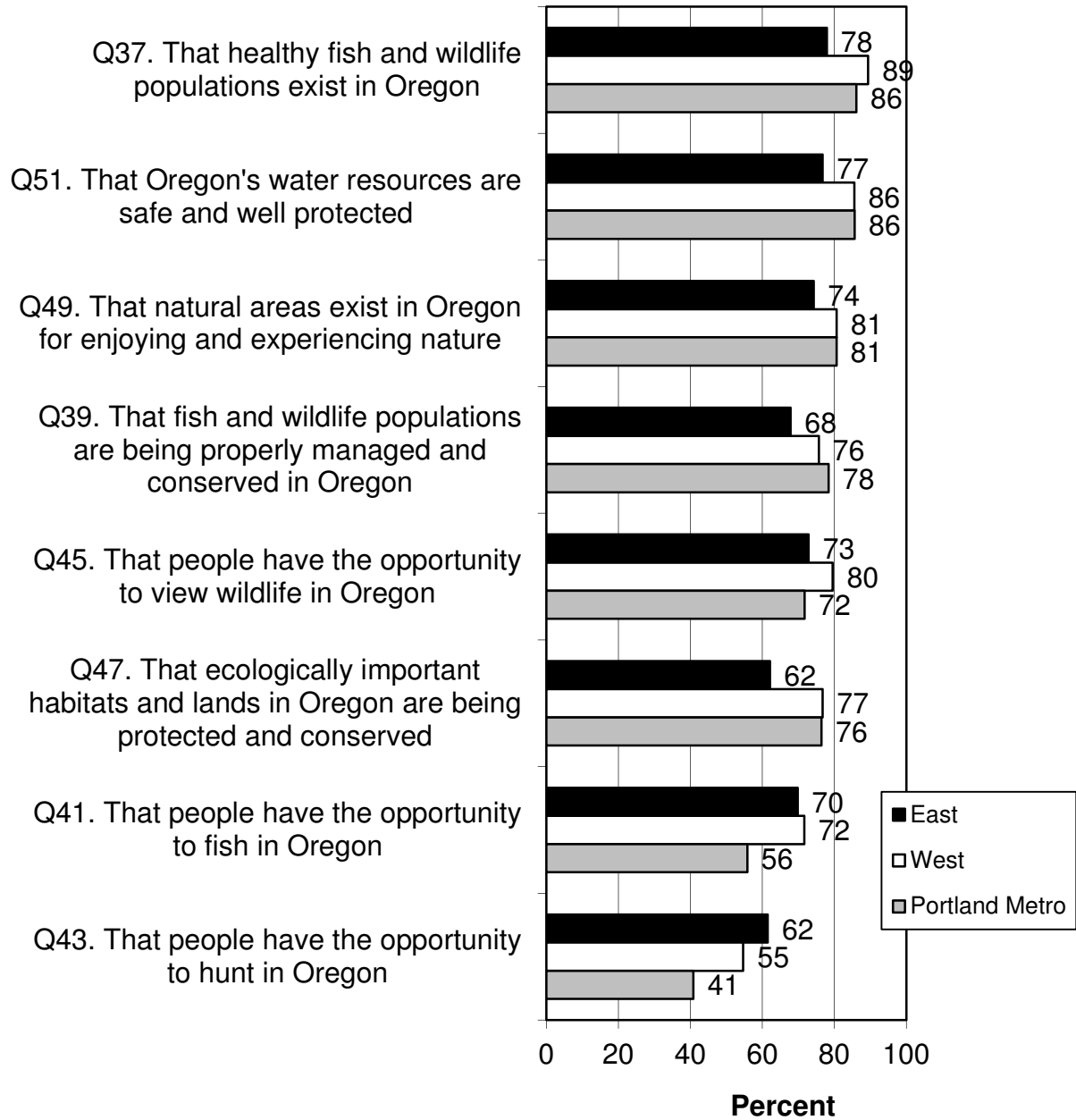
Q37-Q51. Ratings of the importance that each of the following is to residents (on a scale of 0 to 10, where 0 is not at all important and 10 is extremely important): percent who chose 9 or 10.



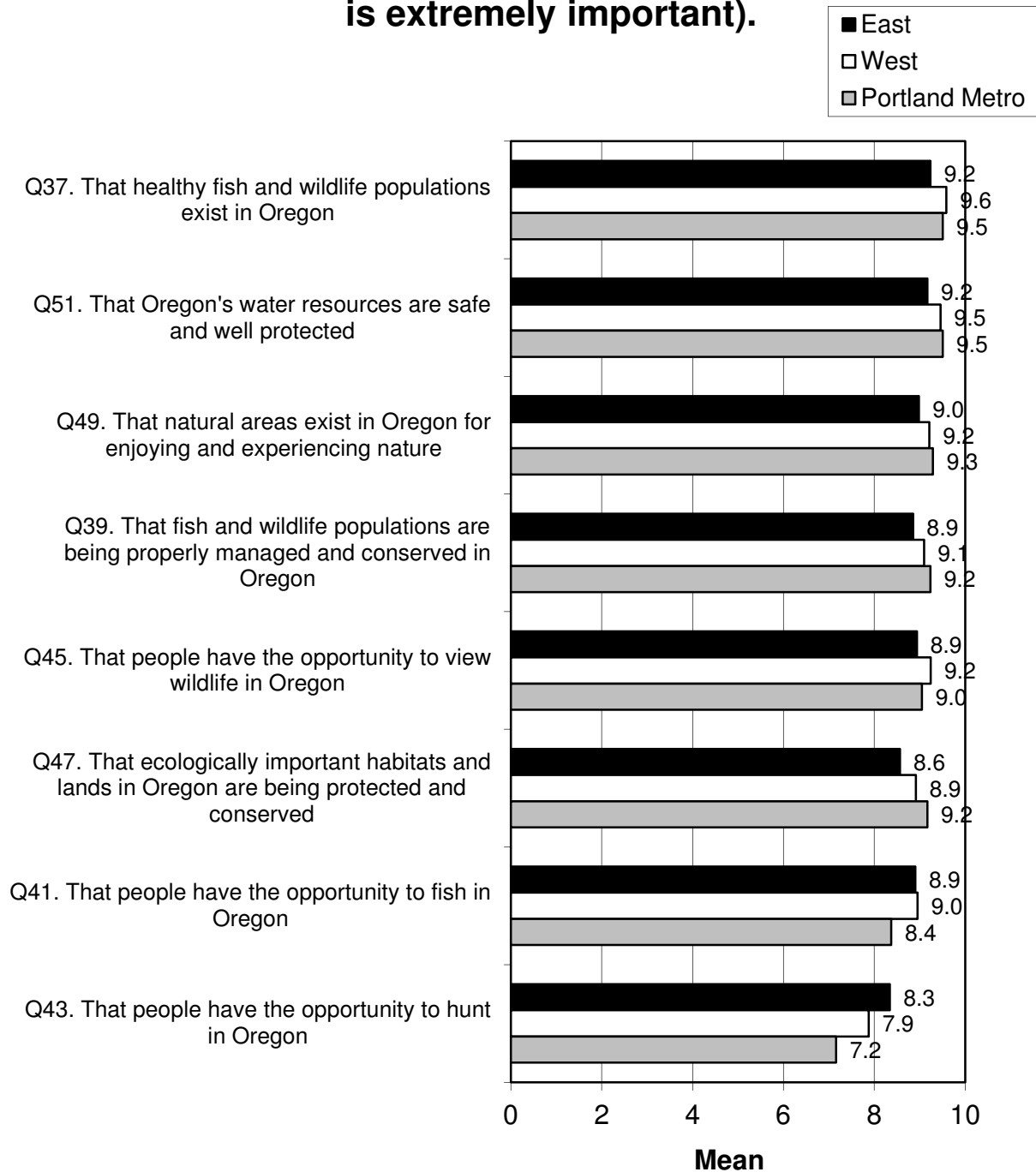
Q37-Q51. Mean ratings of the importance that each of the following is to residents (on a scale of 0 to 10, where 0 is not at all important and 10 is extremely important).



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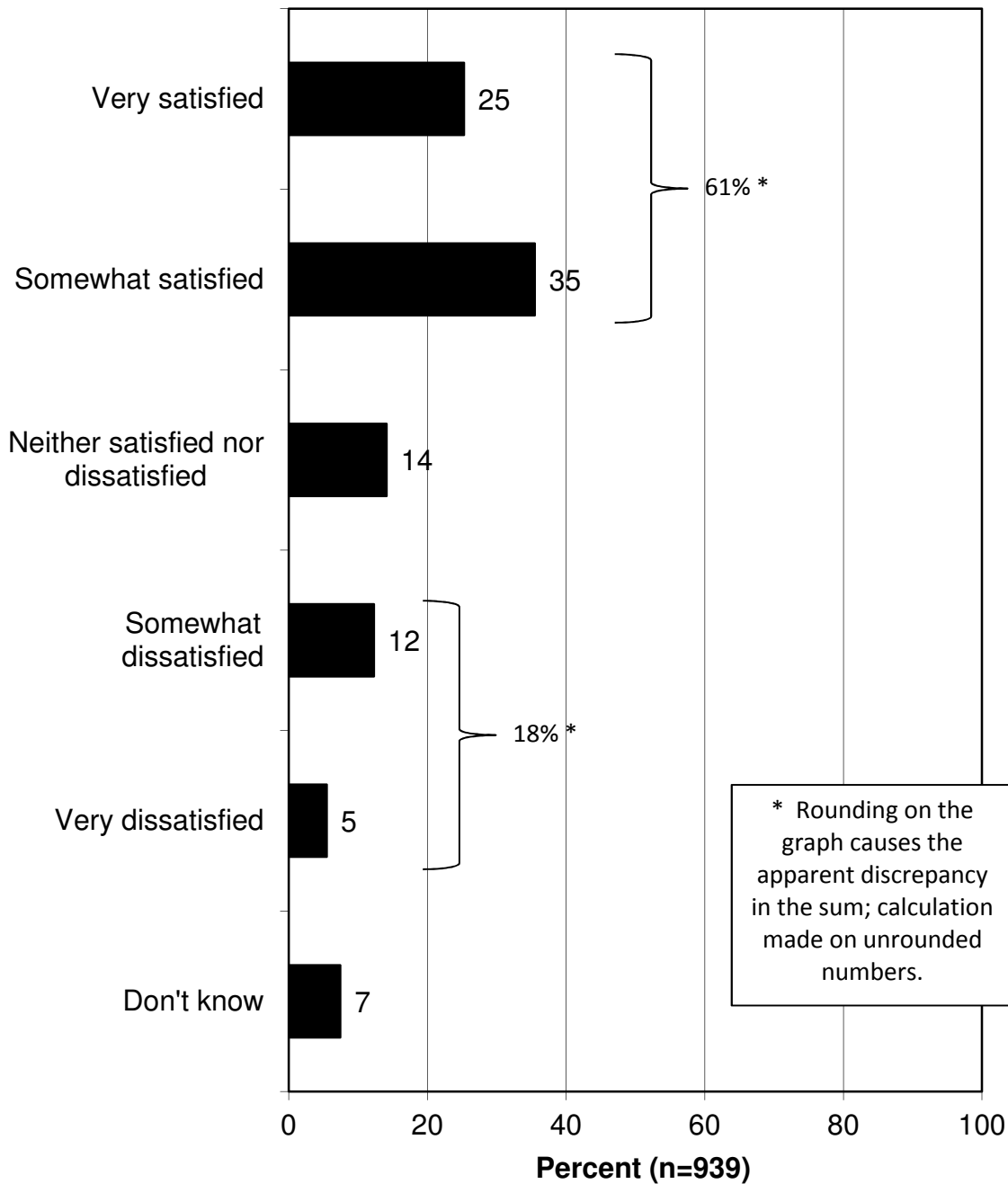
KNOWLEDGE OF AND OPINIONS ON THE OREGON DEPARTMENT OF FISH AND WILDLIFE

PROTECTION OF FISH, WILDLIFE, AND HABITAT

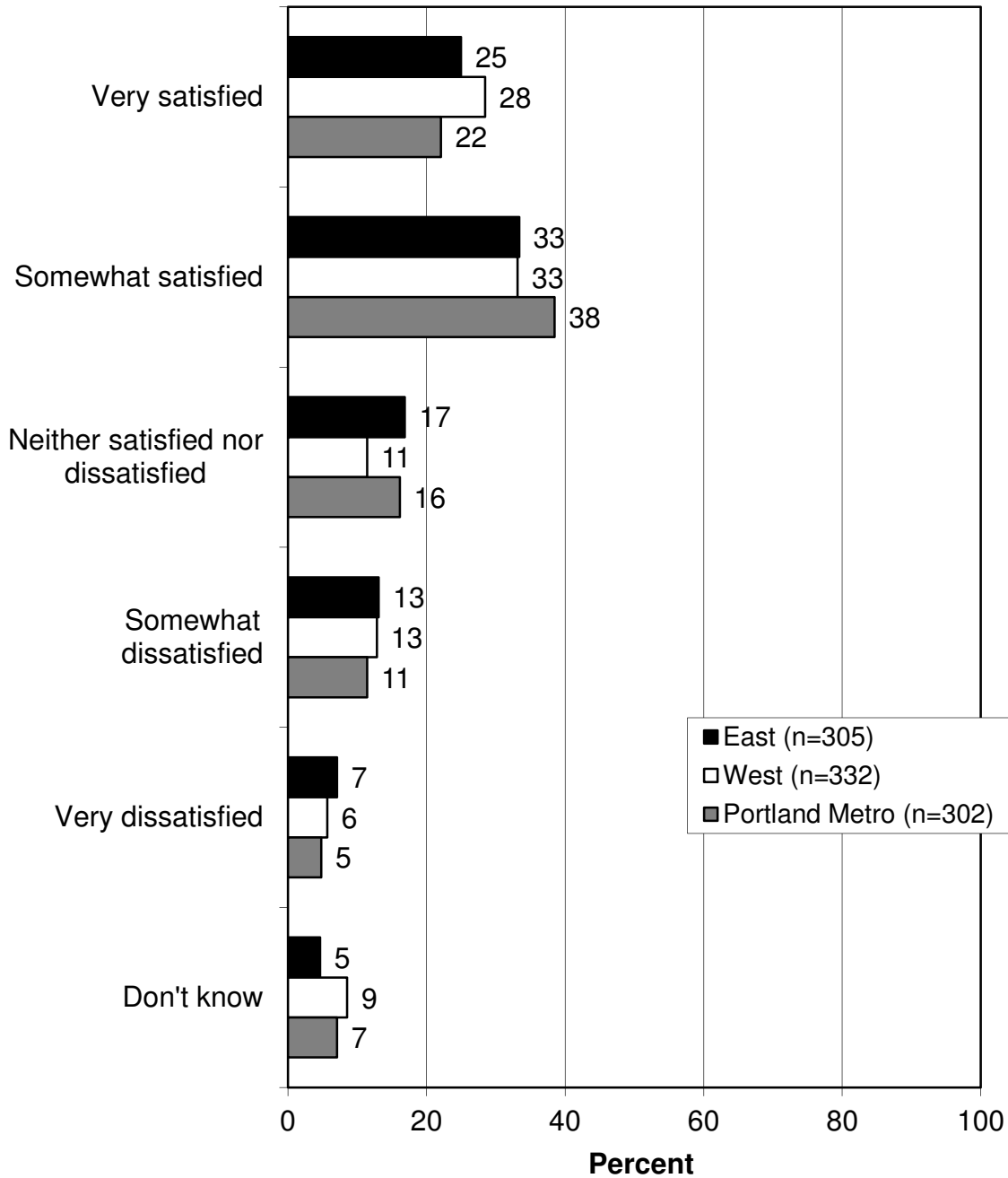
- Satisfaction with the protection and management of fish, wildlife, and habitat in Oregon exceeds dissatisfaction: 61% are satisfied, while 18% are dissatisfied (the remainder give a neutral response).
 - Another graph (referred to as an “omnigraph” because it has many separate data points on one graph) shows the percent of various groups that are satisfied with the protection and management of fish, wildlife, and habitat in Oregon. This omnigraph includes an explanation of how to interpret it. This is followed by an omnigraph showing the percent of various groups that are dissatisfied.
 - A follow-up question delved into reasons for not being more satisfied, asked of all those except those who were *very* satisfied. The most common responses given were not specific but vaguely indicated that the respondent thought the protection and management could be better in general. Second on the list, however, was a response category that was more specific—those responses that indicated that the Department lacked funding to do more (including the lack of enforcement officers). The graph shows the full list.

- When asked if they could name the agency that is most responsible for protecting and managing fish, wildlife, and habitat in Oregon, slightly more than half of the general population (56%) either named the correct agency (the Department of Fish and Wildlife) or named an essentially correct close derivative of the agency. However, 44% could not name the correct agency.
 - An omnigraph shows the percent of various groups that could name the agency.
 - In follow-up, the survey asked about the level of knowledge respondents had of the Department: 46% said that, prior to the survey, they knew a great deal or moderate amount, while 54% knew a little or nothing. (Omnigraphs are included for this, as well.)

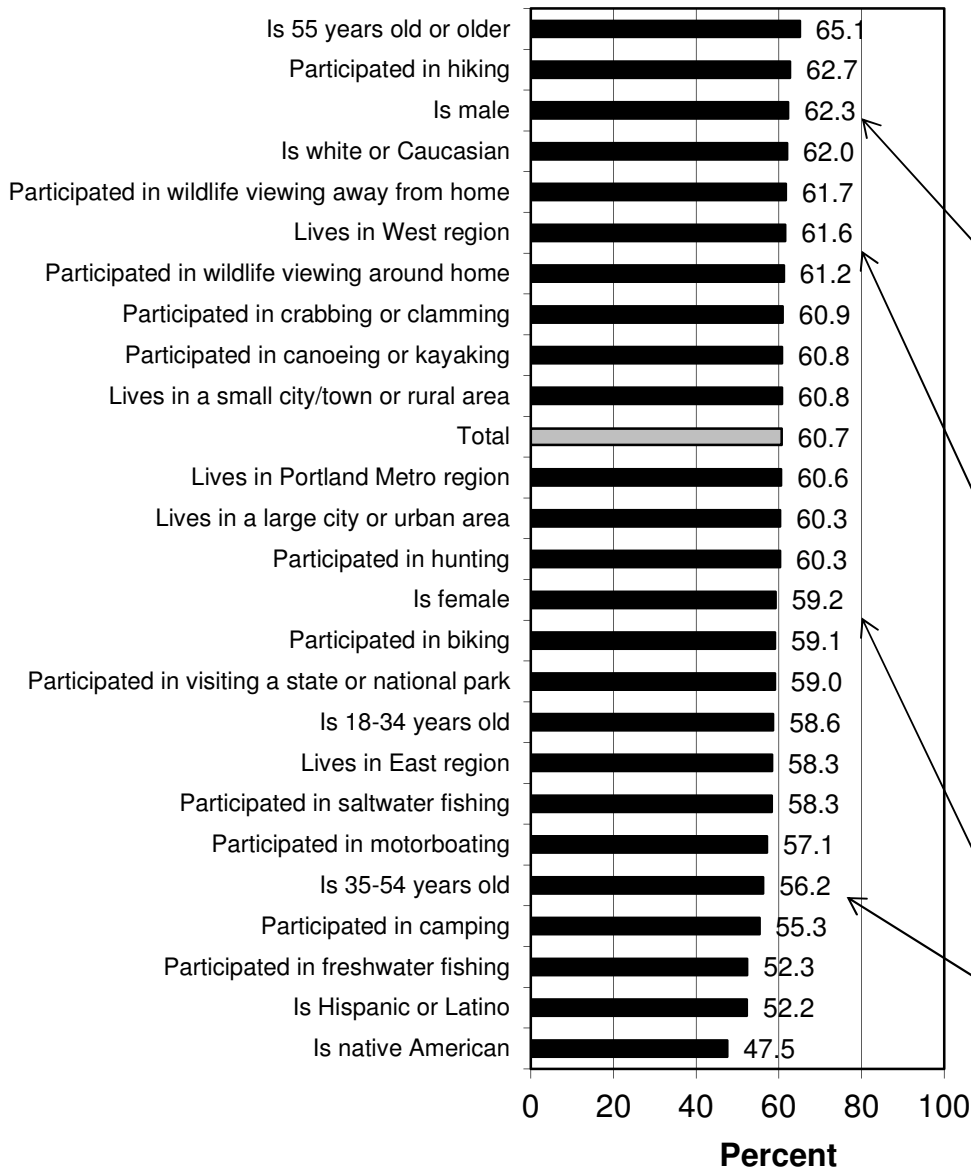
Q20. In general, how satisfied or dissatisfied are you with the protection and management of fish, wildlife, and habitat in Oregon?



Q20. In general, how satisfied or dissatisfied are you with the protection and management of fish, wildlife, and habitat in Oregon?



Percent of each of the following groups who are satisfied with the protection and management of fish, wildlife, and habitat in Oregon.



How to interpret this omnigraph:

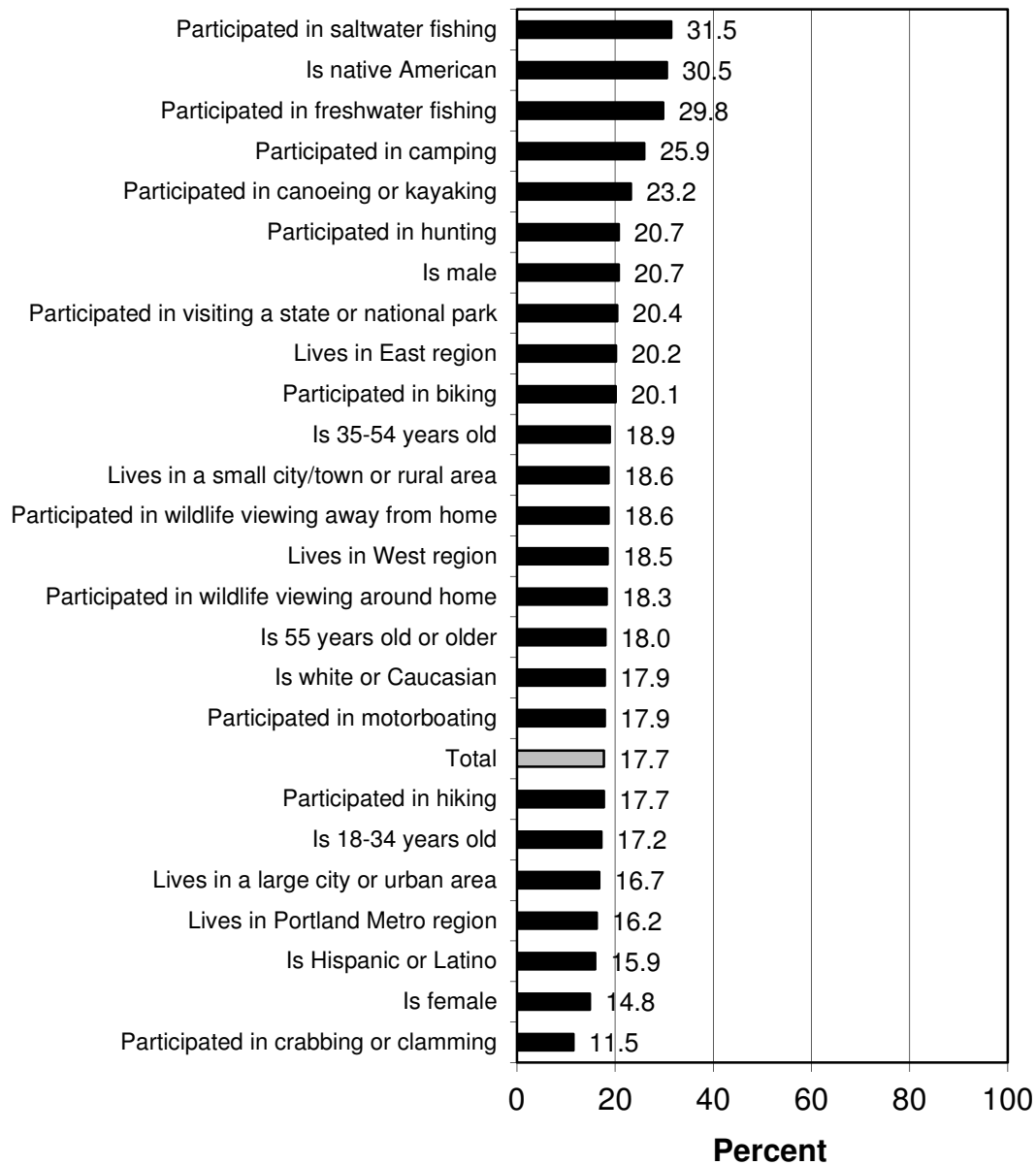
The percentage of residents overall who are satisfied is shown by the gray "total" bar: 60.7% are satisfied.

Those groups above the gray bar are *more* likely to be satisfied, such as males (62.3% are satisfied, which means that 37.7% of males did not indicate being satisfied).

Also, for instance, those who live in the West Region are more likely to be satisfied than are residents overall (61.6% of West Region residents are satisfied).

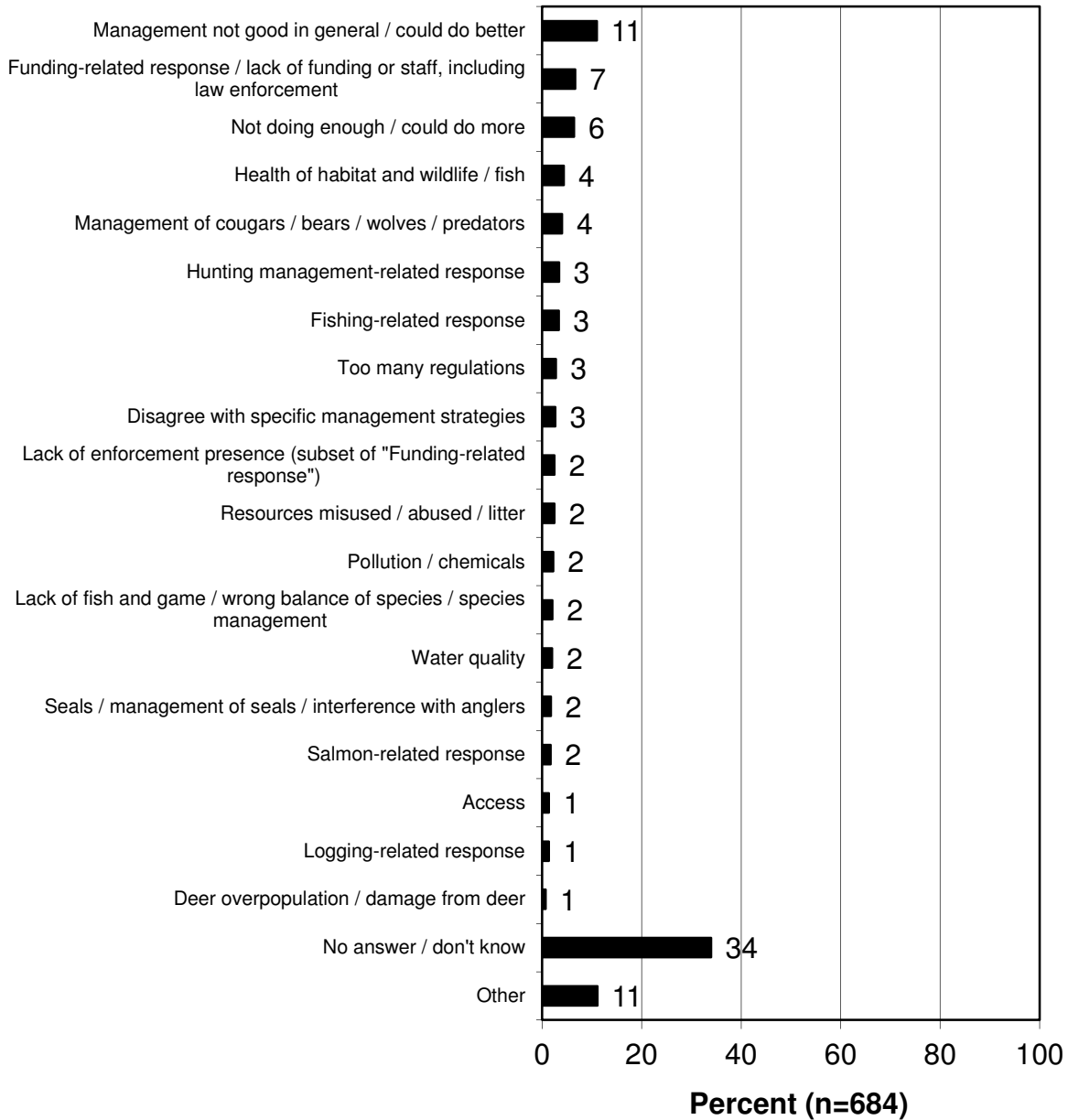
On the other hand, groups below the gray bar are *less* likely to be satisfied, such as females (59.2% are satisfied) or those 35 to 54 years old (56.2% are satisfied).

Percent of each of the following groups who are dissatisfied with the protection and management of fish, wildlife, and habitat in Oregon.

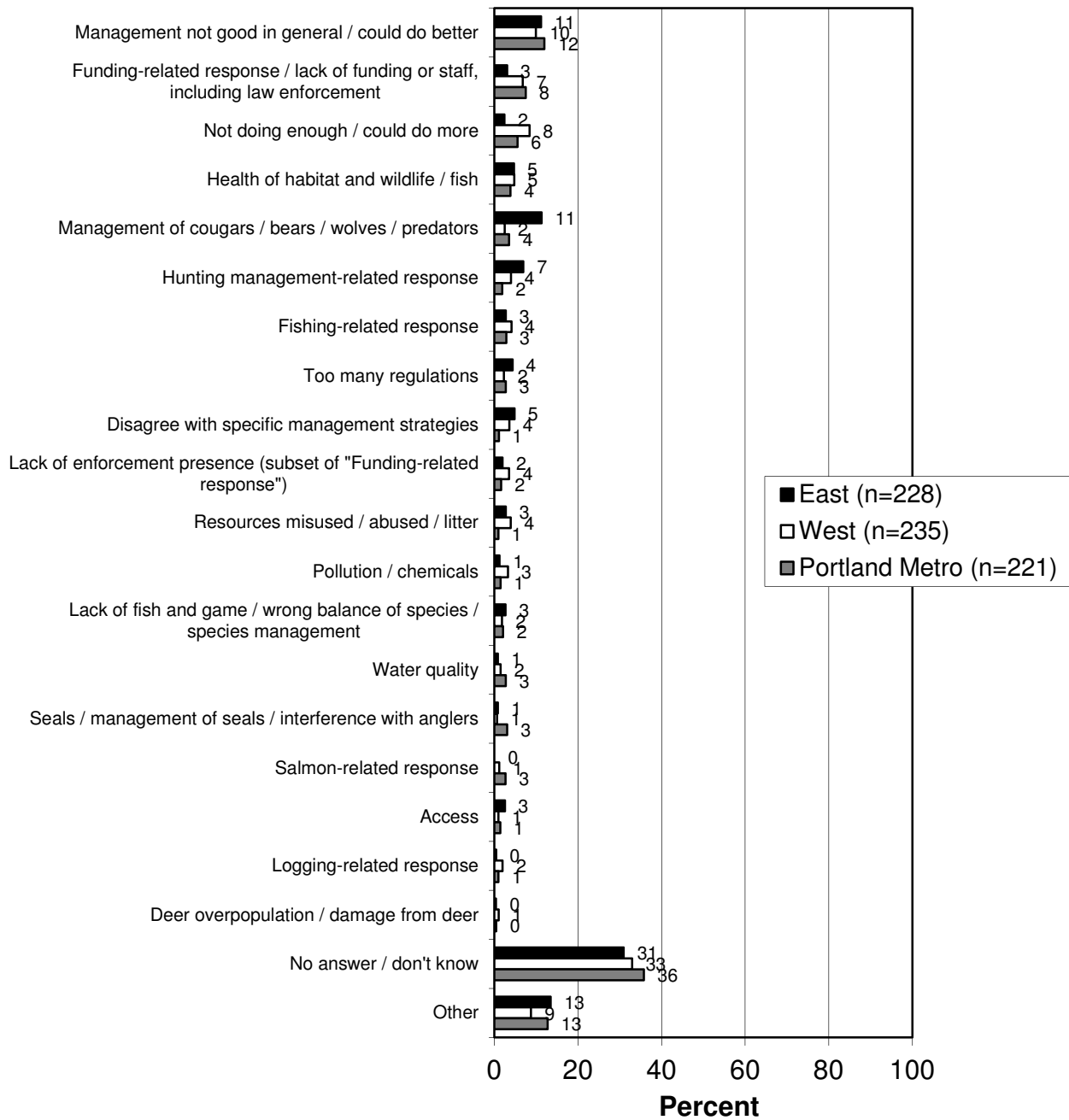


(See page 18 for an explanation of how to read omnigraphs.)

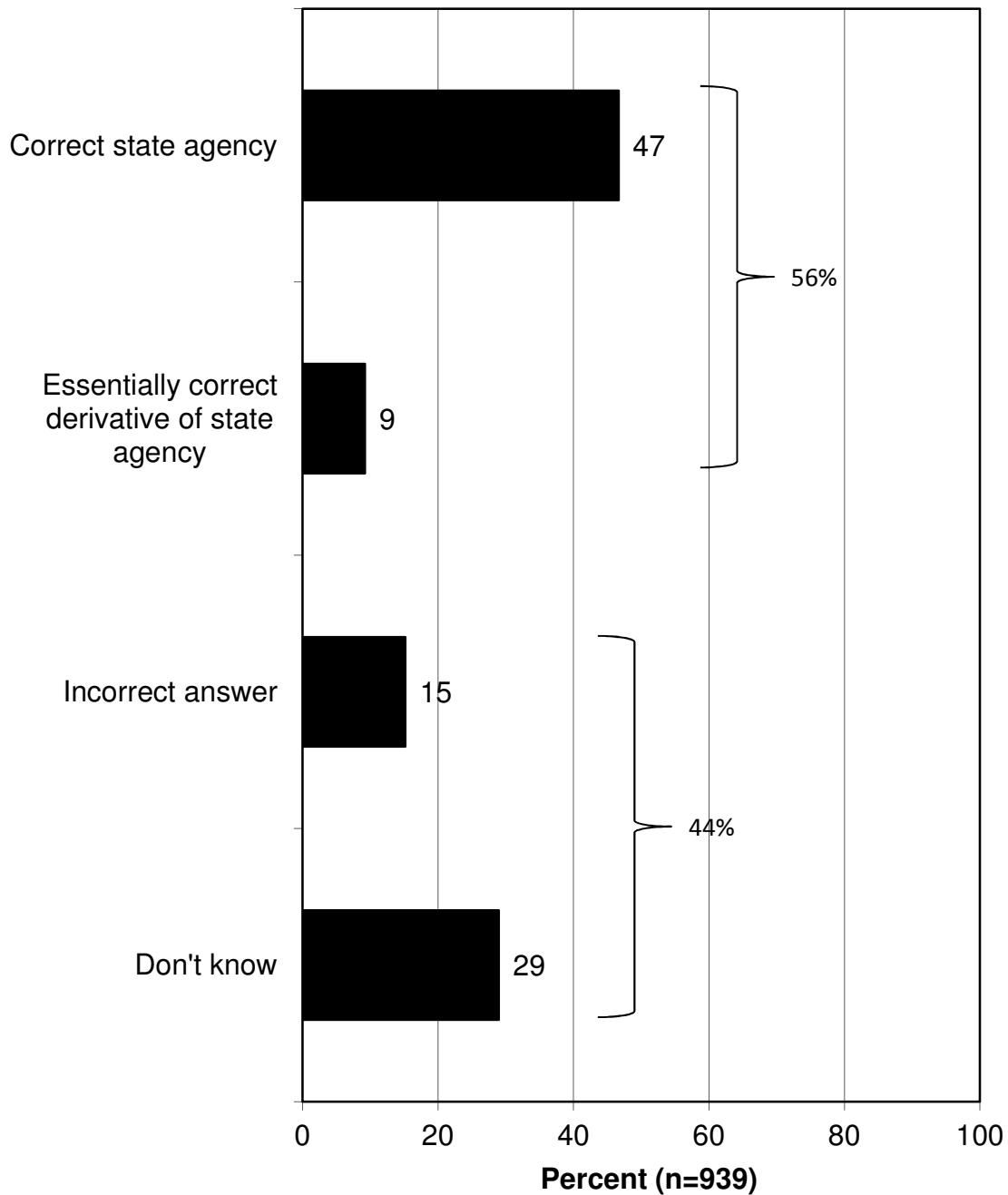
Q21. Why aren't you more satisfied with the protection and management of fish, wildlife, and habitat in Oregon? (Asked of those who did not indicate being very satisfied.)



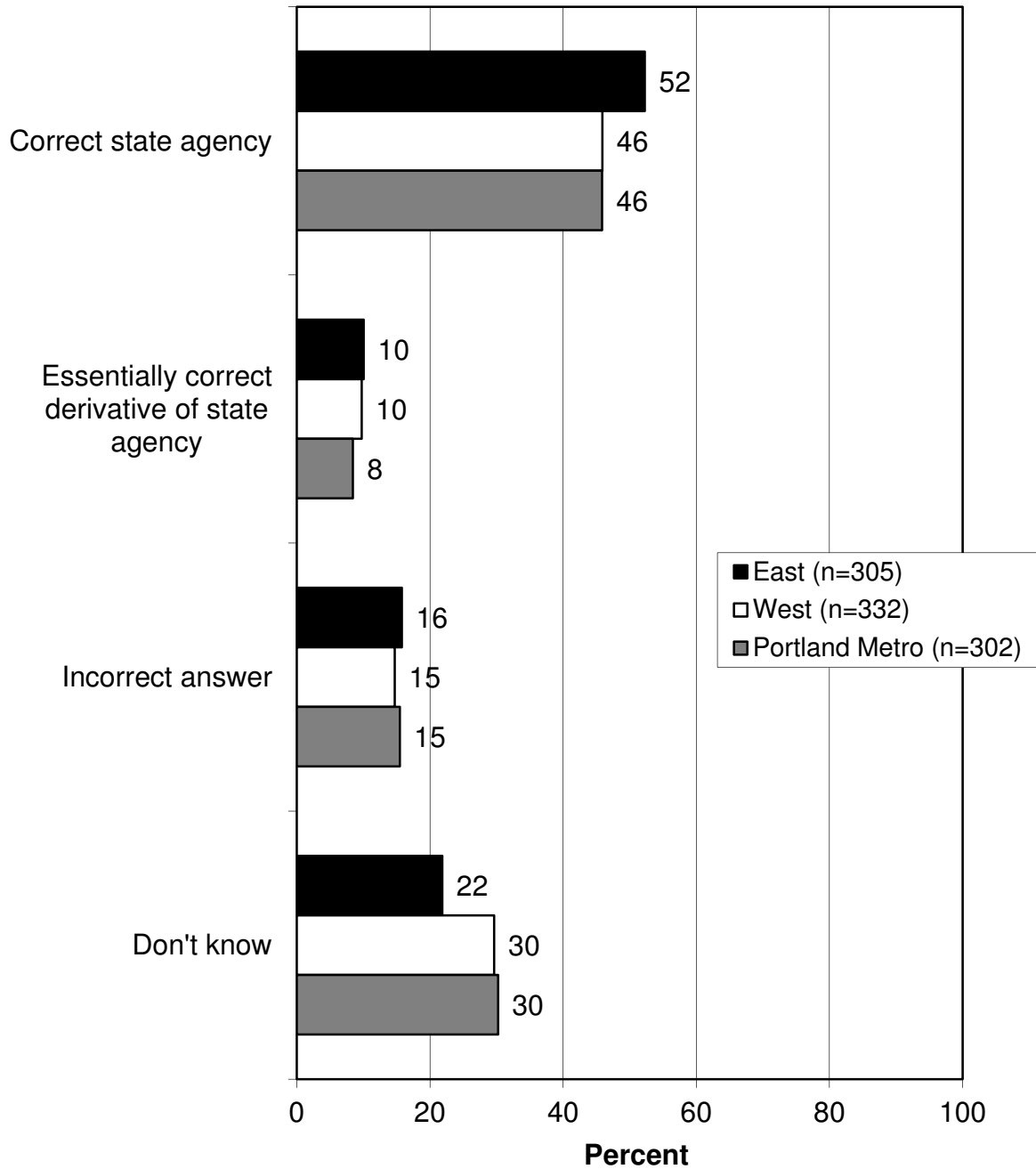
Q21. Why aren't you more satisfied with the protection and management of fish, wildlife, and habitat in Oregon? (Asked of those who did not indicate being very satisfied.)



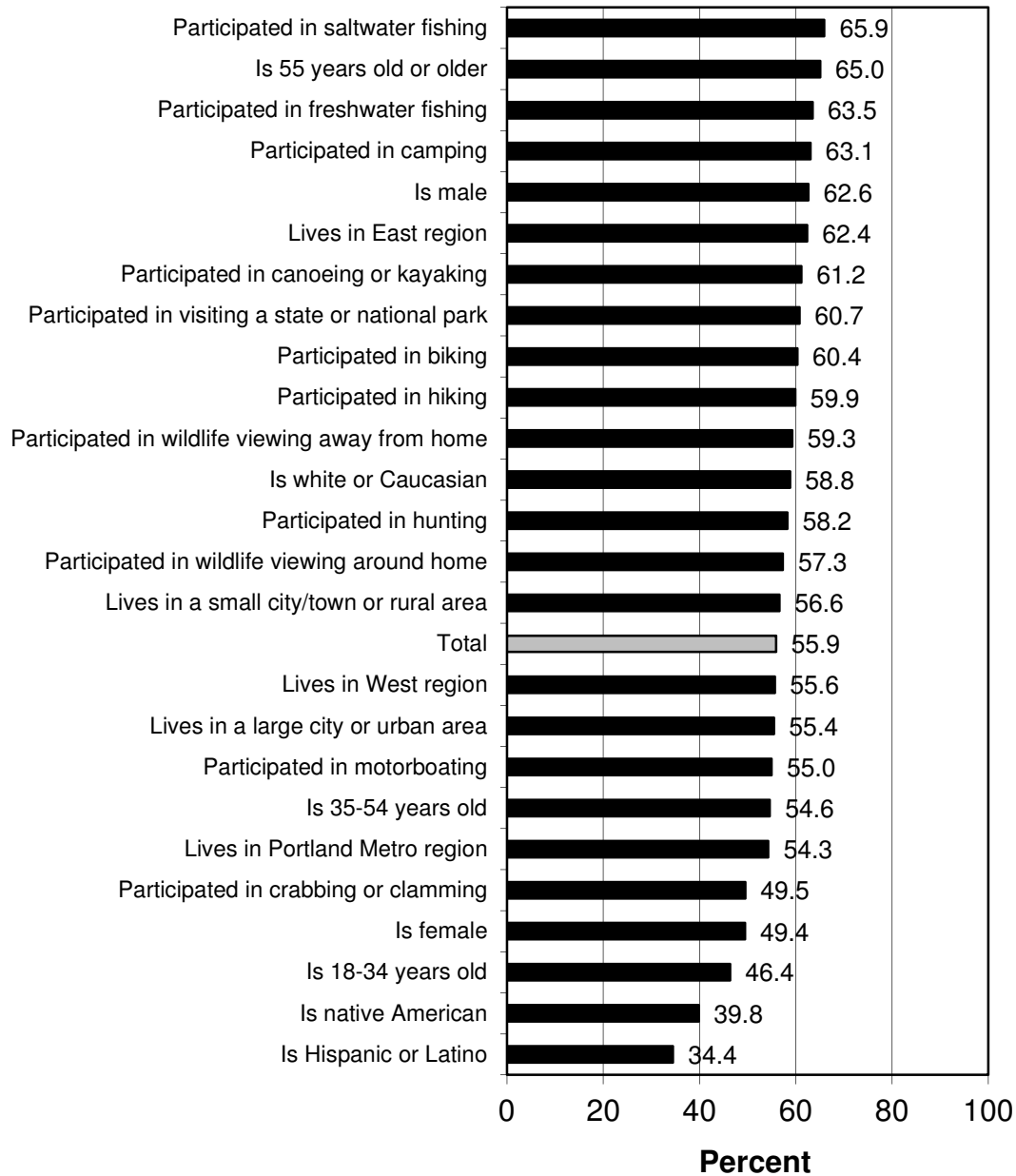
Q22. Which government agency would you say is most responsible for protecting and managing fish, wildlife, and habitat in Oregon?



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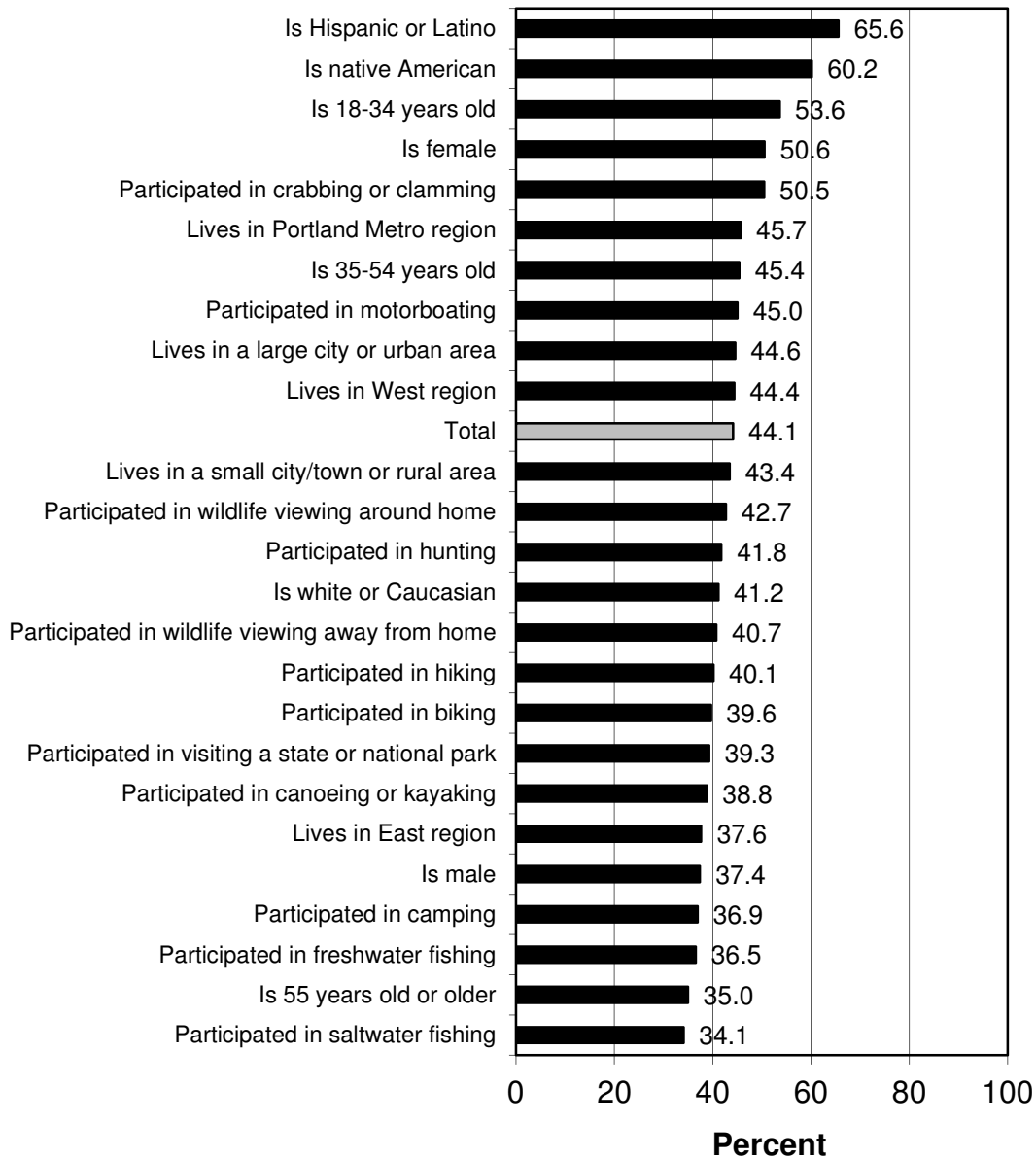


Percent of each of the following groups who correctly identified the government agency most responsible for protecting and managing fish, wildlife, and habitat in Oregon.



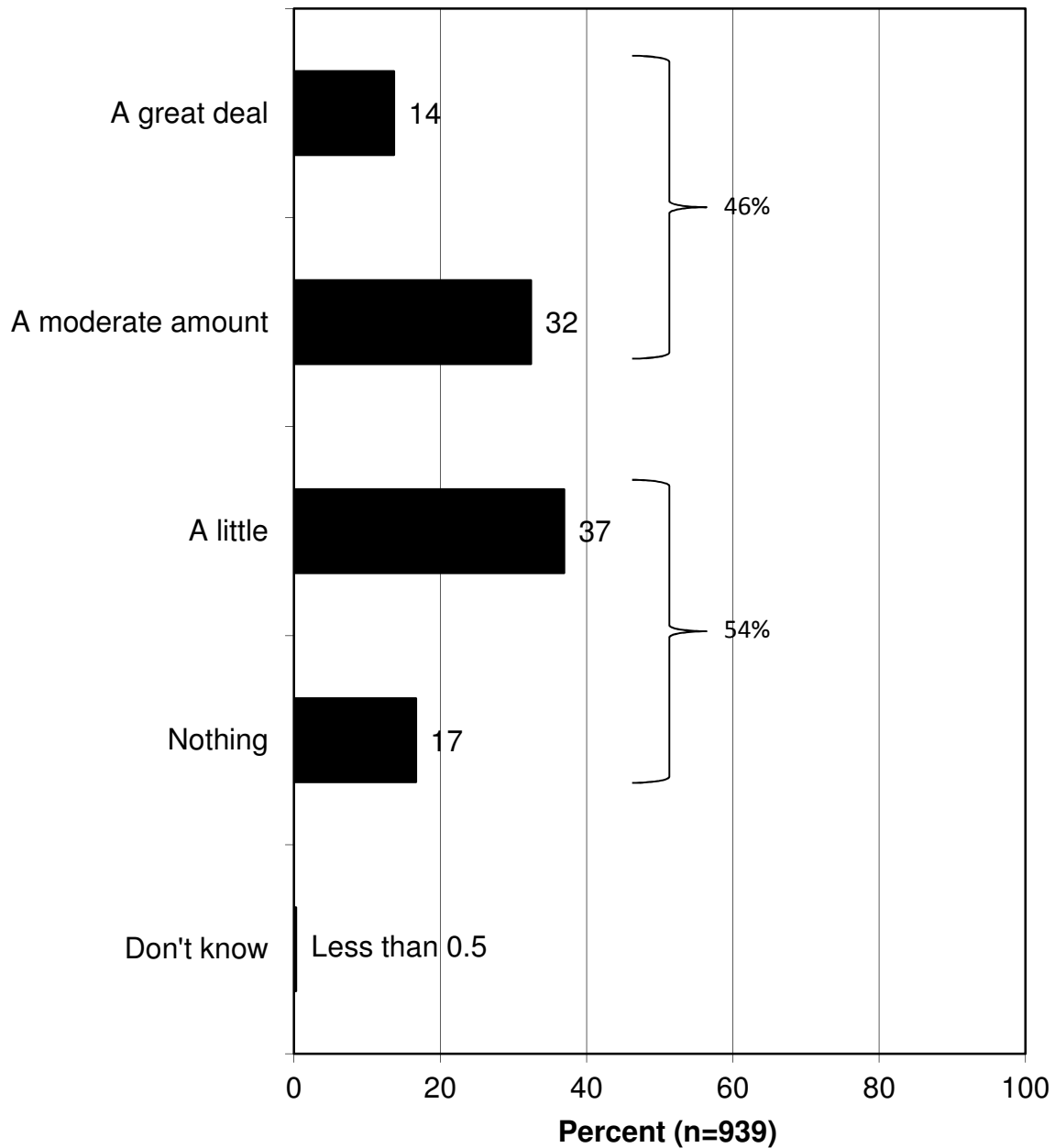
(See page 18 for an explanation of how to read omnigraphs.)

Percent of each of the following groups who could not correctly identify the government agency most responsible for protecting and managing fish, wildlife, and habitat in Oregon.

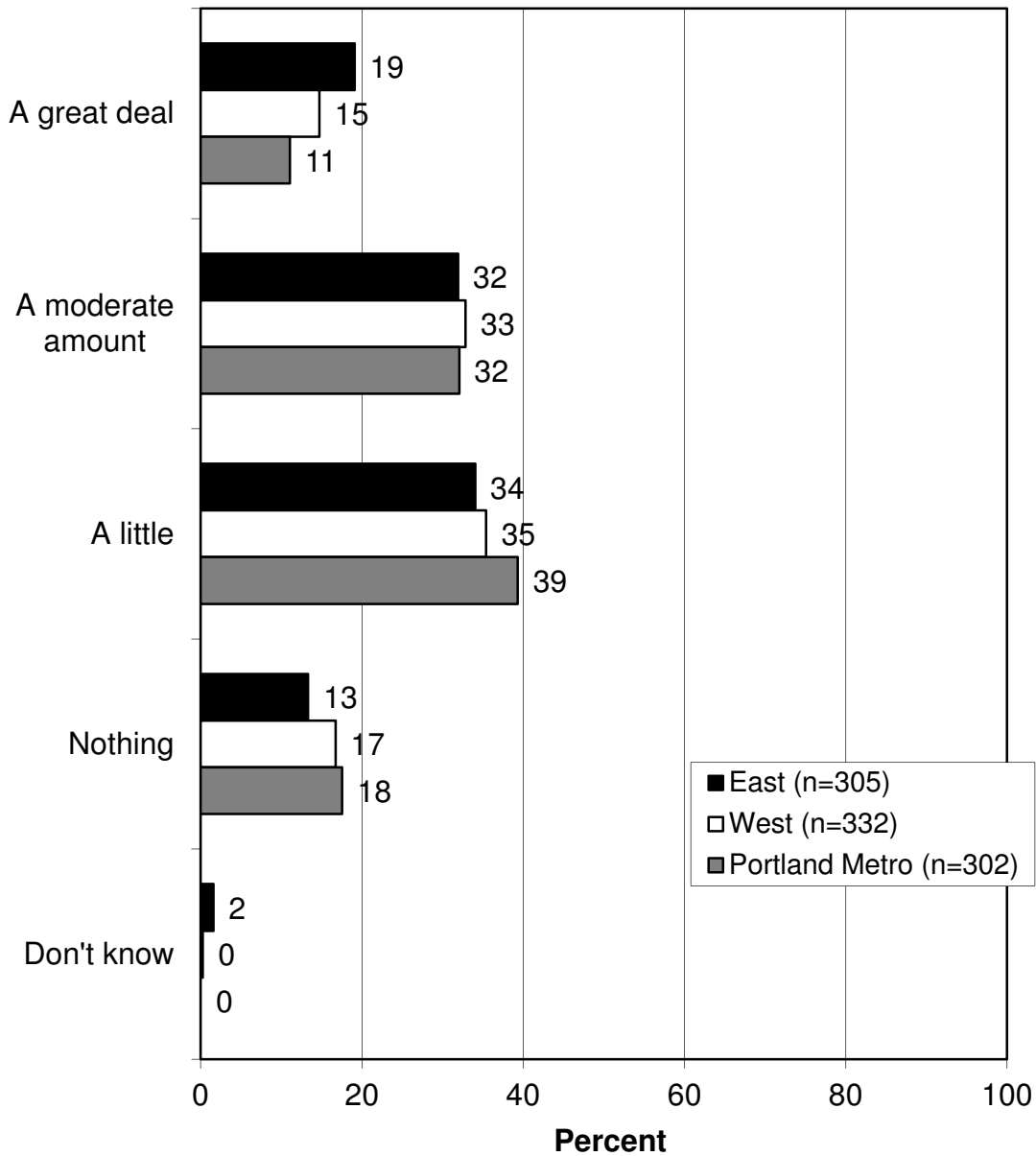


(See page 18 for an explanation of how to read omnigraphs.)

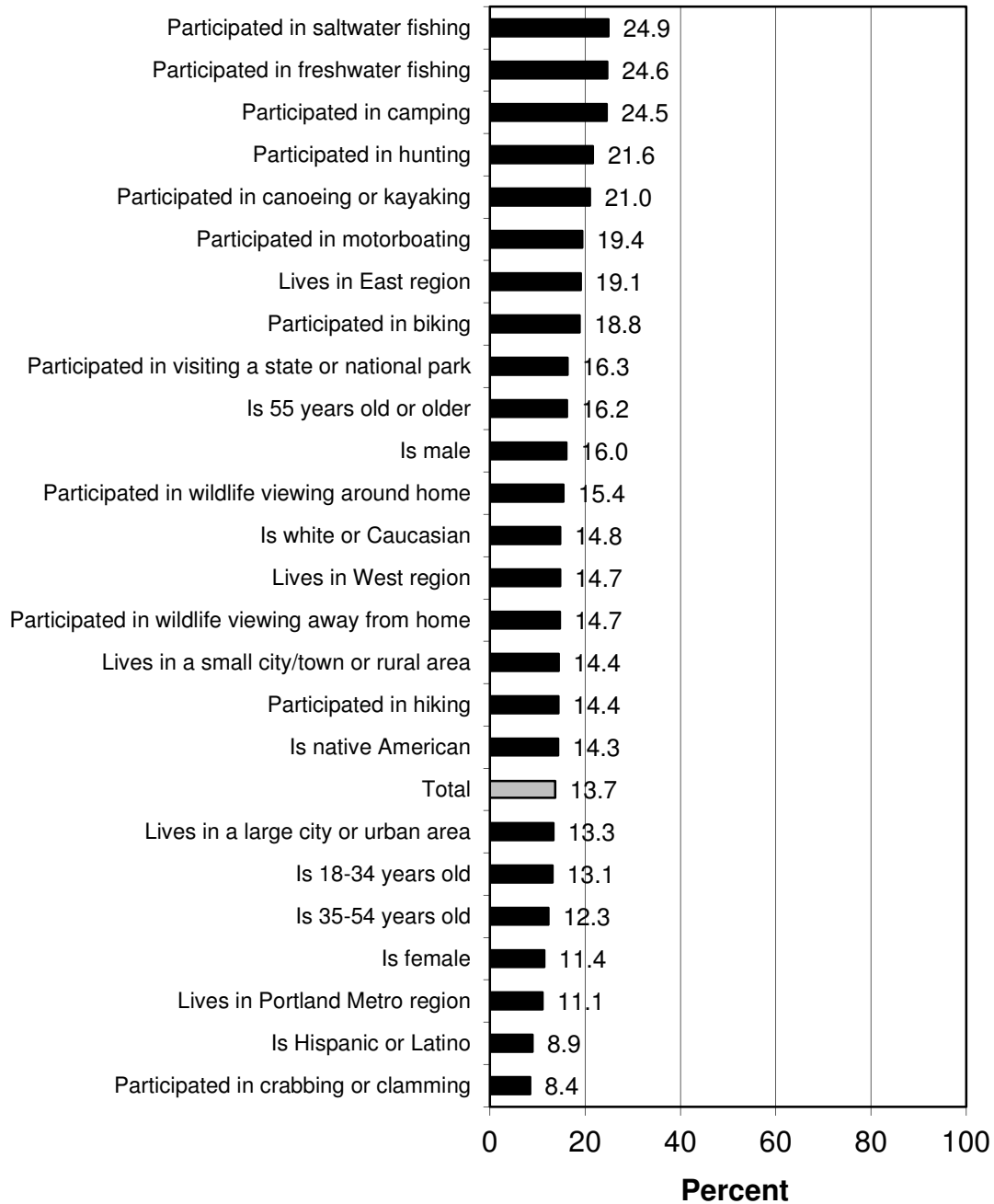
Q23. The Oregon Department of Fish and Wildlife is responsible for protecting and managing fish, wildlife, and habitat in Oregon. Before this survey, would you say you knew a great deal, a moderate amount, a little, or nothing about the Oregon Department of Fish and Wildlife?



Q23. The Oregon Department of Fish and Wildlife is responsible for protecting and managing fish, wildlife, and habitat in Oregon. Before this survey, would you say you knew a great deal, a moderate amount, a little, or nothing about the Oregon Department of Fish and

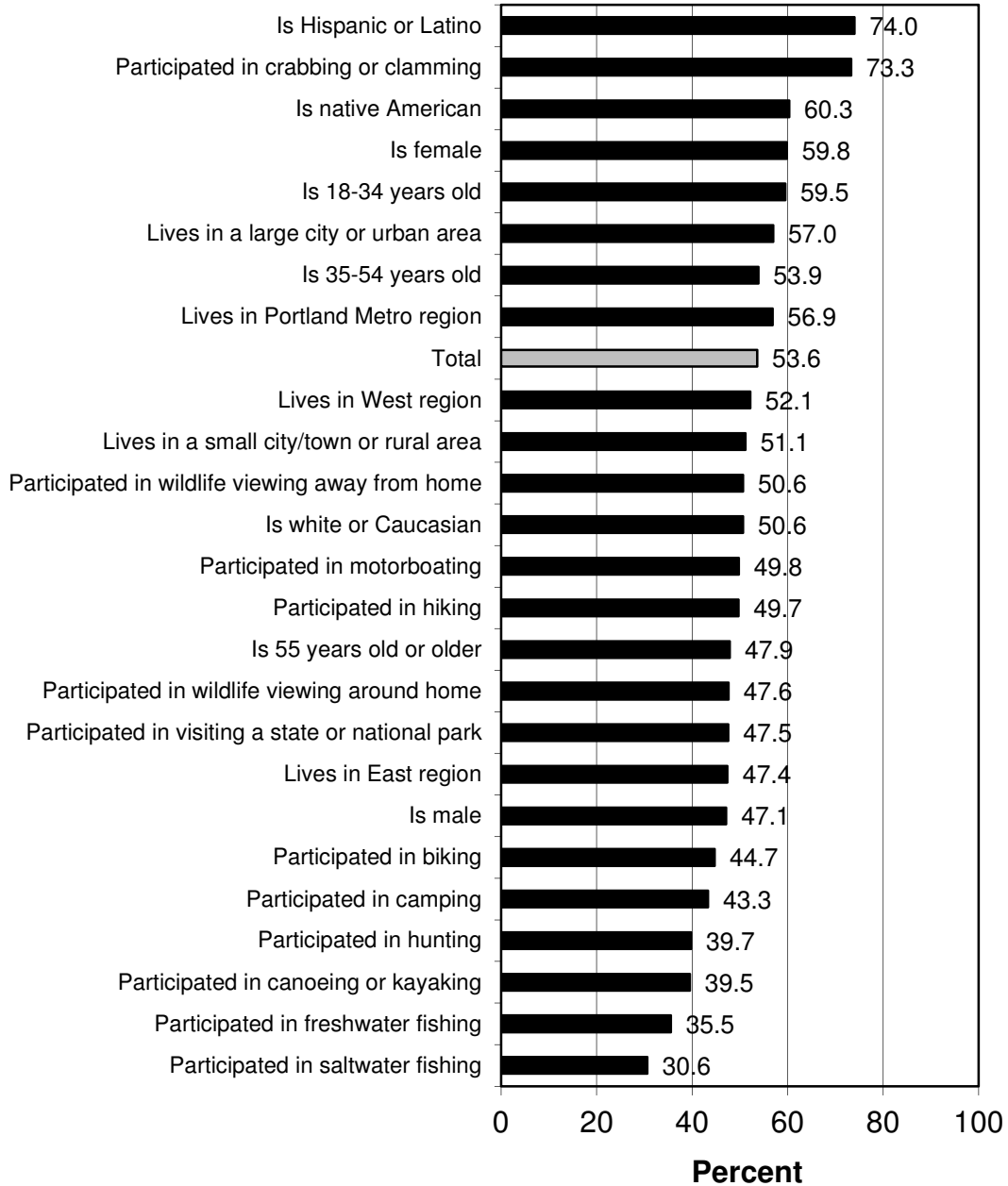


Percent of each of the following groups who know a great deal about the Department.



(See page 18 for an explanation of how to read omnigraphs.)

Percent of each of the following groups who know a little or nothing about the Department.



(See page 18 for an explanation of how to read omnigraphs.)

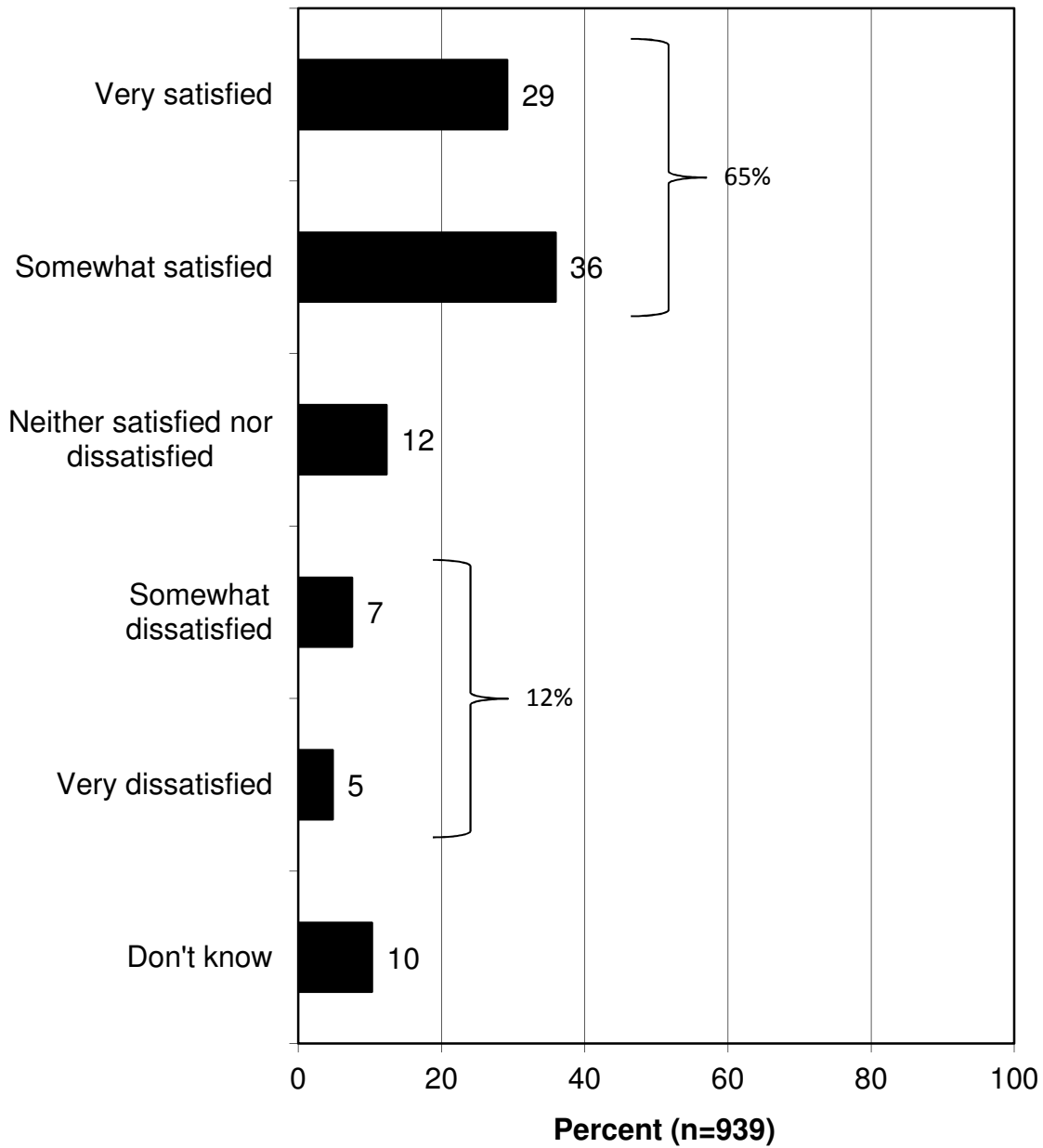
SATISFACTION WITH THE DEPARTMENT OVERALL

- A previous question asked about satisfaction/dissatisfaction with the “protection and management of fish, wildlife, and habitat in Oregon.” A later question asked about satisfaction/dissatisfaction with the Department itself. The results are positive, with 65% being satisfied compared to only 12% being dissatisfied (the remainder giving a neutral response).
 - Omnigraphs are included for this question.
 - As was done previously, a follow-up question delved into reasons for not being more satisfied, asked of all those except those who were *very* satisfied. The most common reasons given relate to respondents’ feelings that management could be better, followed by funding-related responses. The graph shows the full list.

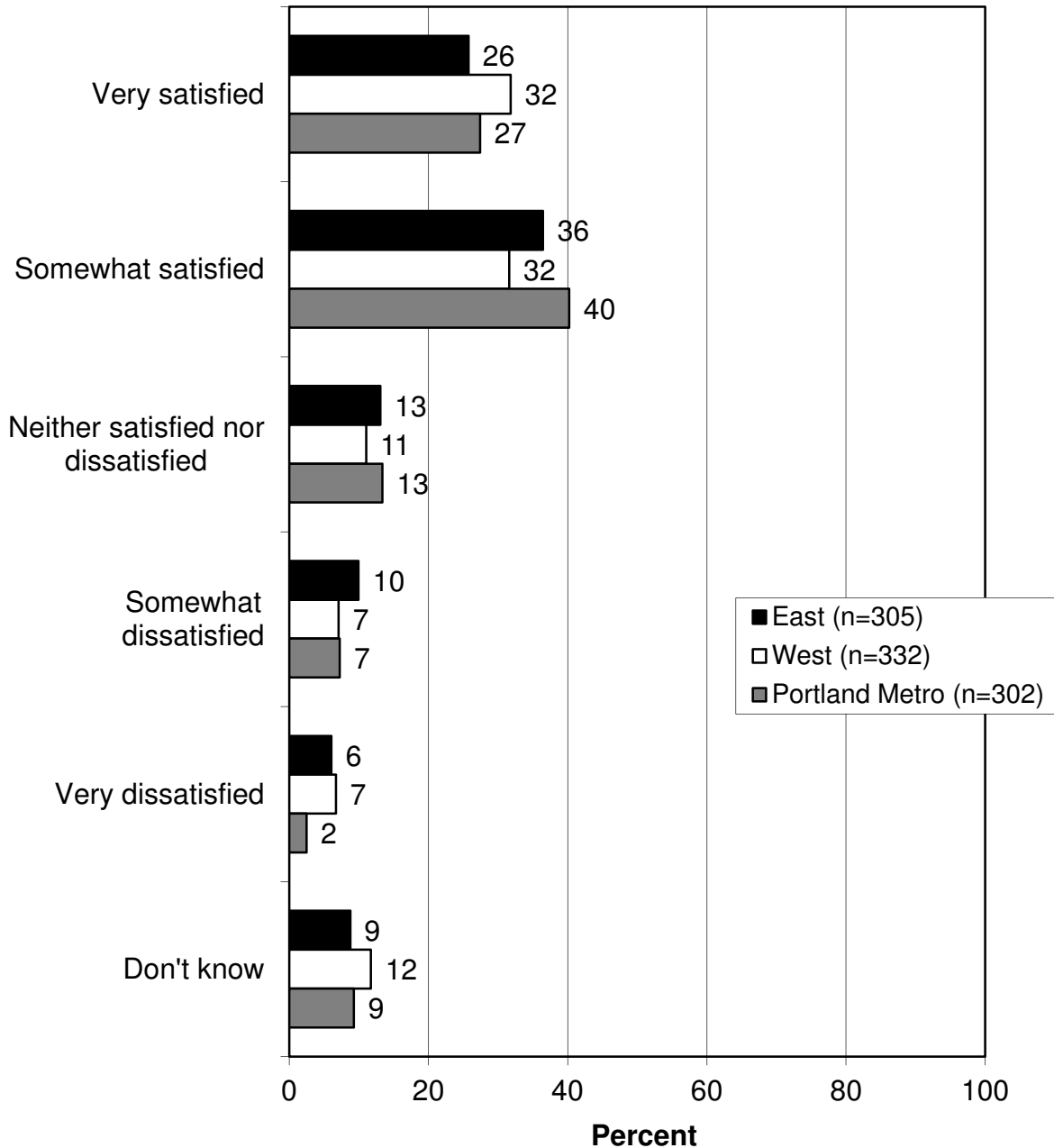
- In another question that pertains to satisfaction or dissatisfaction with the Department, the survey asked respondents to rate the availability of fish- and wildlife-related recreation opportunities in Oregon. The large majority of residents (81%) give a rating in the top half of the scale: 47% rate them as excellent, and 34% rate them as good.
 - Omnigraphs are included for this question.

- A final gauge on satisfaction or dissatisfaction with the Department is a question asking about the credibility of the Department. While this does not pertain directly to satisfaction, it tangentially relates to it—obviously, one would not be much satisfied with any agency that is not credible. Overwhelmingly, Oregon residents find the Department to be credible: 88% say it is credible, including 58% who say it is *very* credible. Only 2% say it is not at all credible (the remainder give a neutral response).
 - This question has omnigraphs for it, as well.

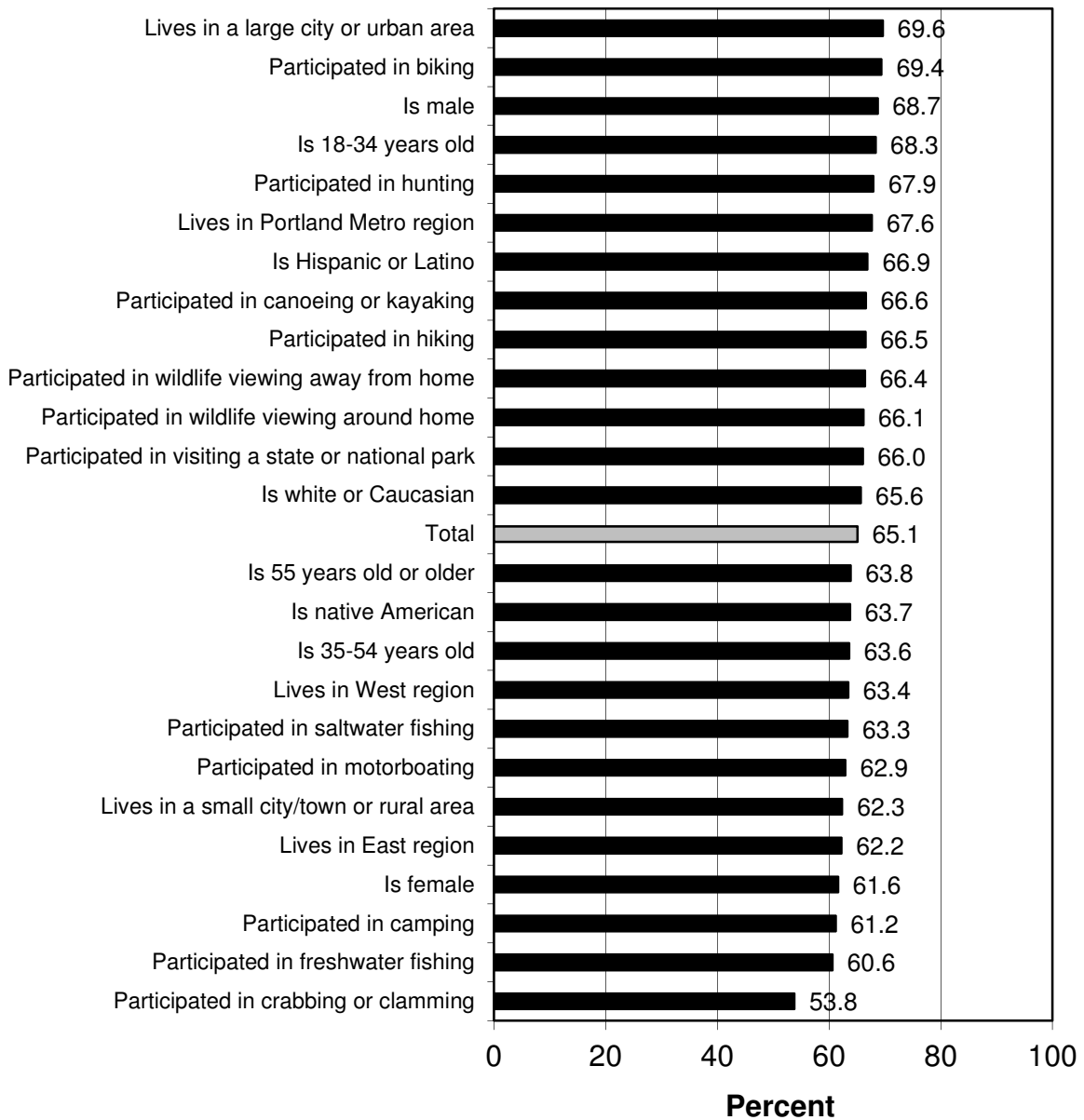
Q24. Overall, how satisfied or dissatisfied are you with the Oregon Department of Fish and Wildlife as the state agency responsible for protecting and managing fish, wildlife, and habitat in Oregon?



Q24. Overall, how satisfied or dissatisfied are you with the Oregon Department of Fish and Wildlife as the state agency responsible for protecting and managing fish, wildlife, and habitat in Oregon?

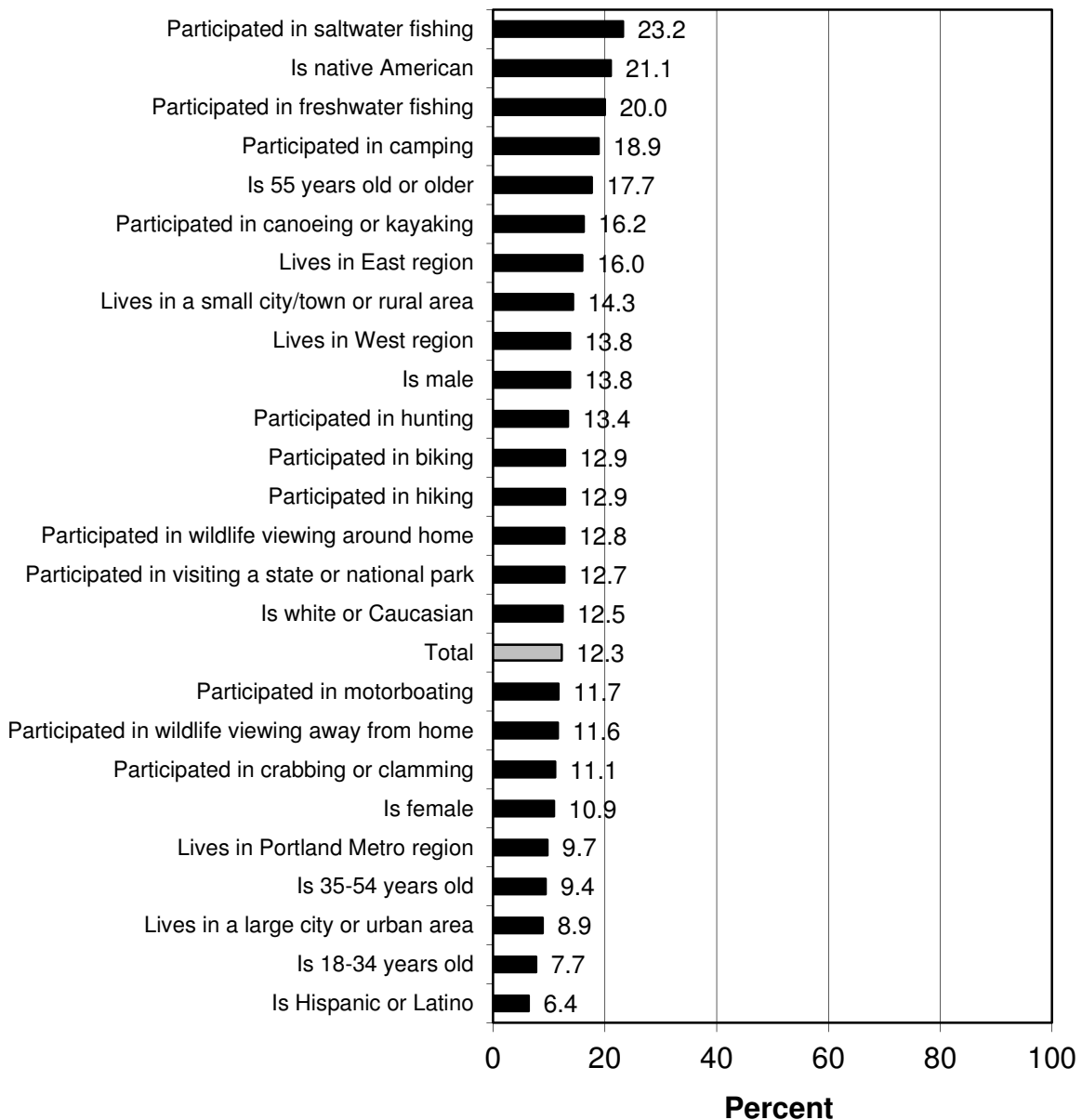


Percent of each of the following groups who are satisfied with the Oregon Department of Fish and Wildlife as the state agency responsible for protecting and managing fish, wildlife, and habitat in Oregon.



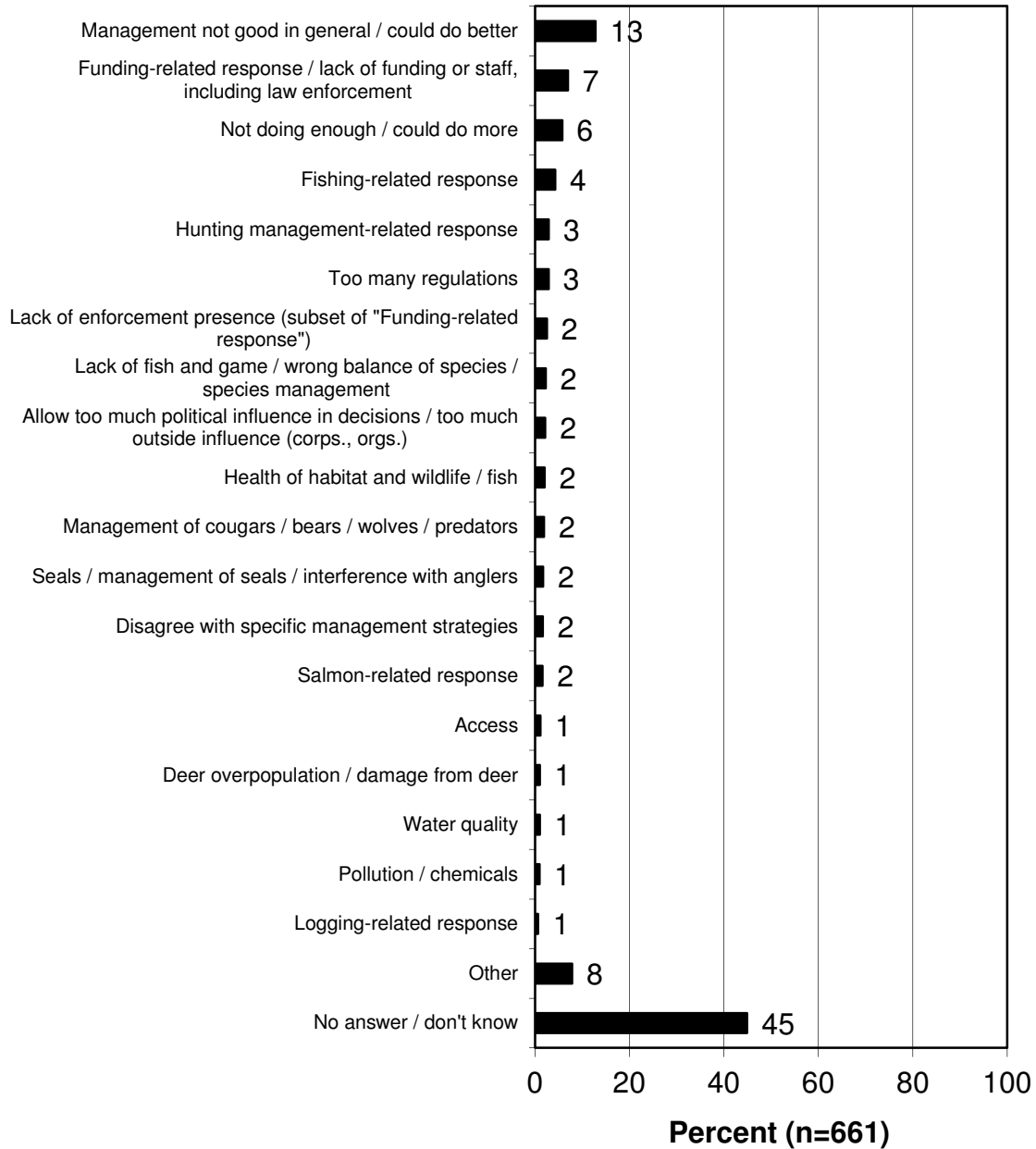
(See page 18 for an explanation of how to read omnigraphs.)

Percent of each of the following groups who are dissatisfied with the Oregon Department of Fish and Wildlife as the state agency responsible for protecting and managing fish, wildlife, and habitat in Oregon.

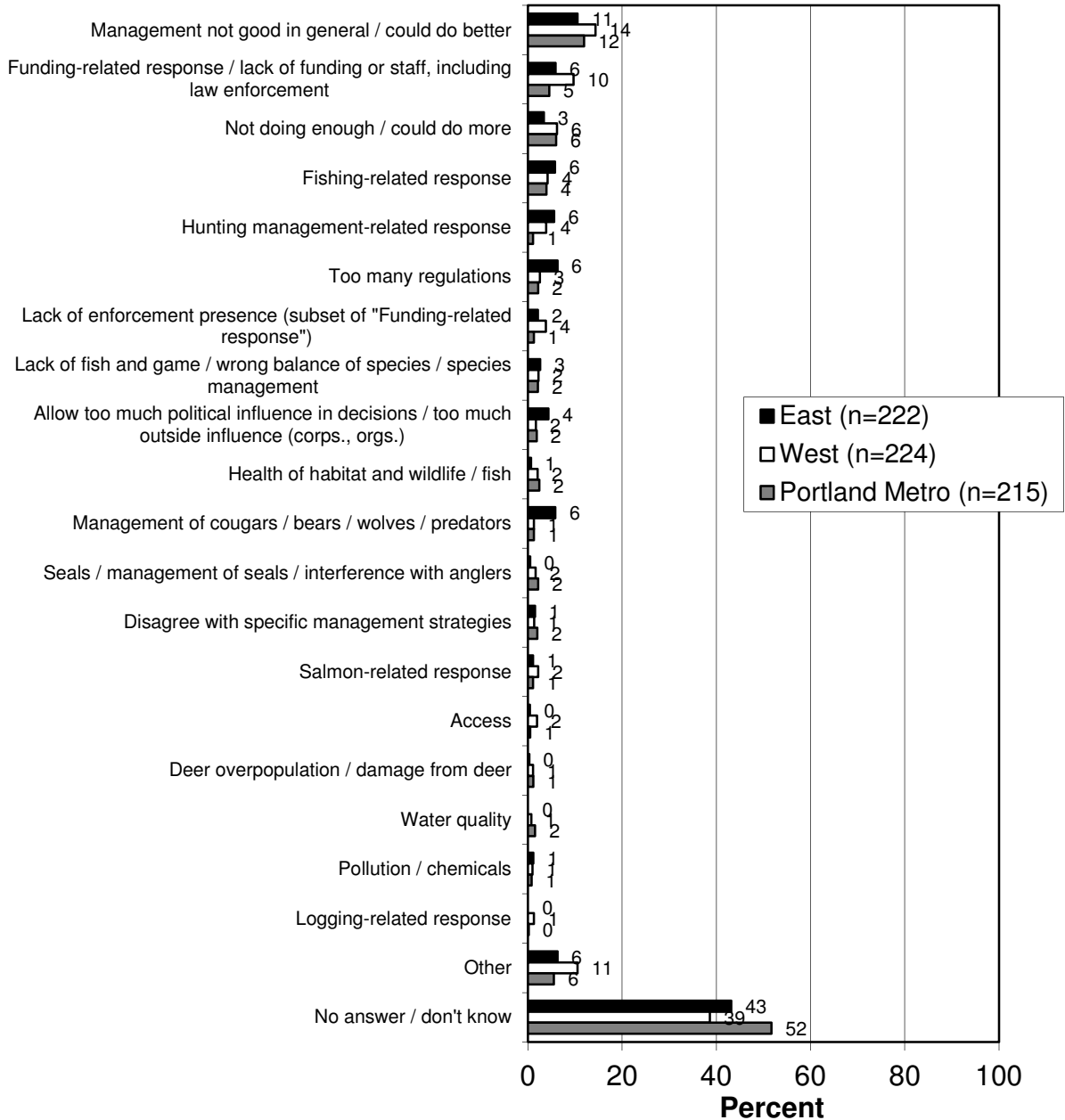


(See page 18 for an explanation of how to read omnigraphs.)

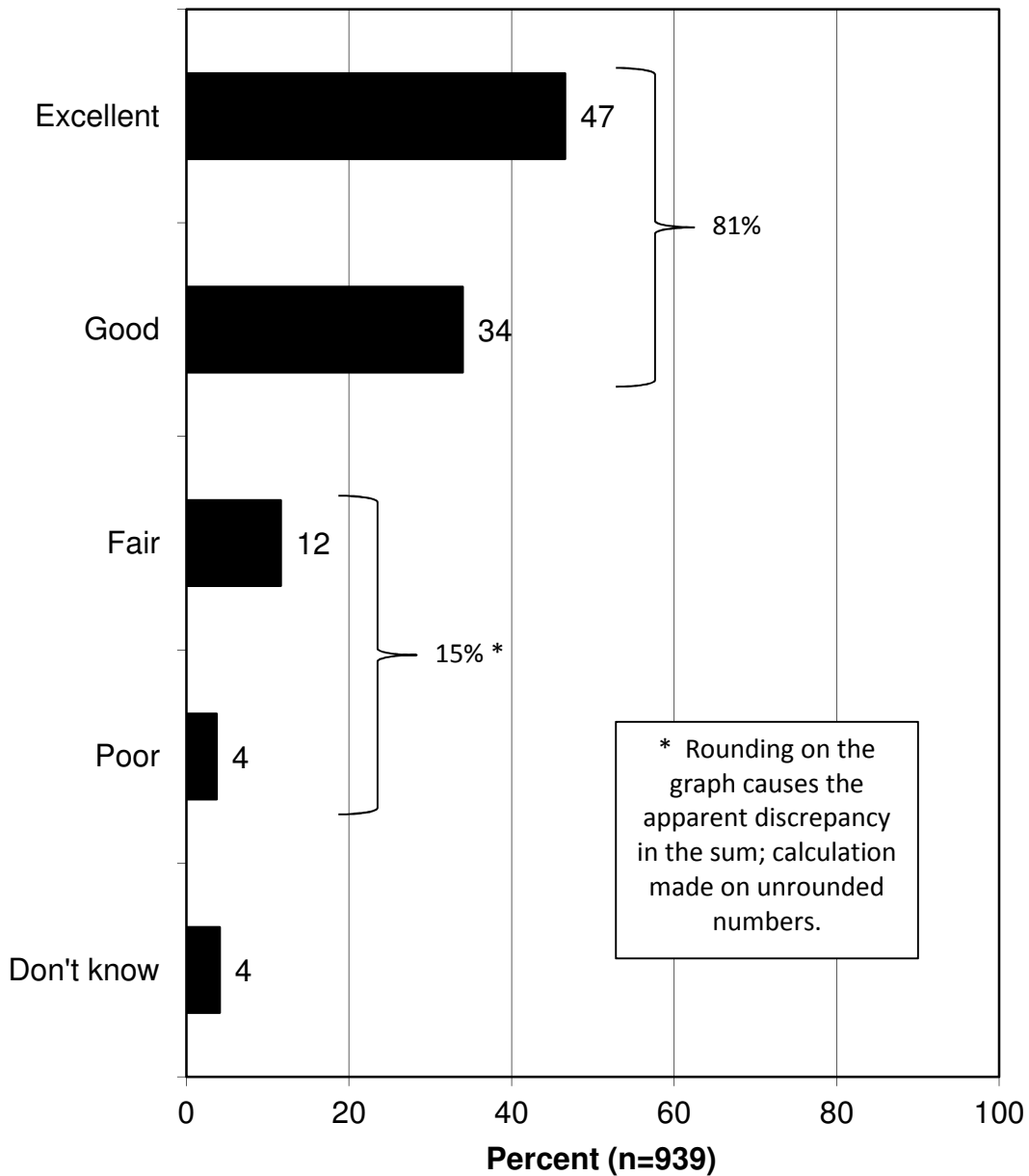
Q25. Why aren't you more satisfied with the Department as the state agency responsible for protecting and managing fish, wildlife, and habitat in Oregon? (Asked of those who did not indicate being very satisfied.)



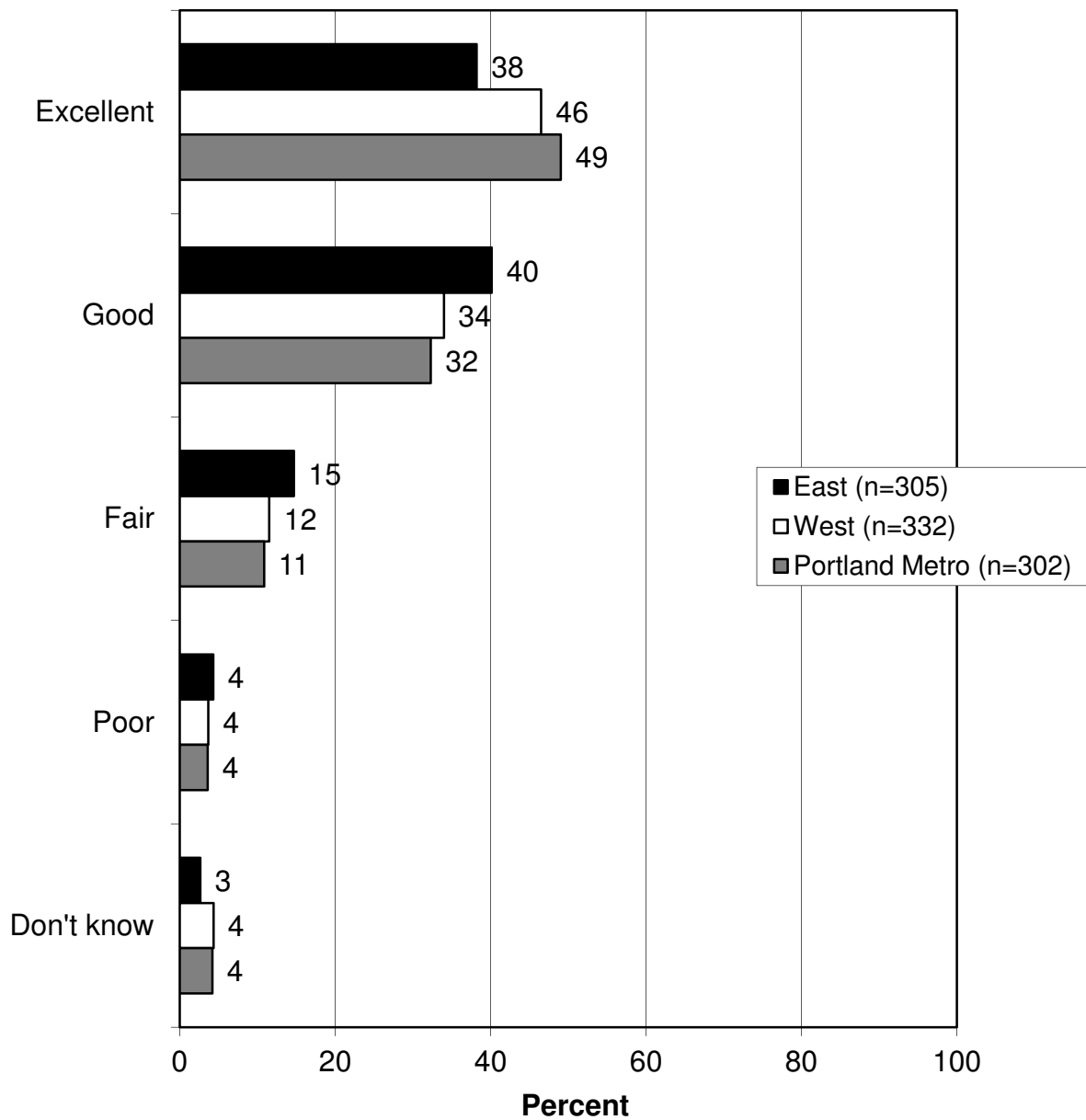
Q25. Why aren't you more satisfied with the Department as the state agency responsible for protecting and managing fish, wildlife, and habitat in Oregon? (Asked of those who did not indicate being very satisfied.)



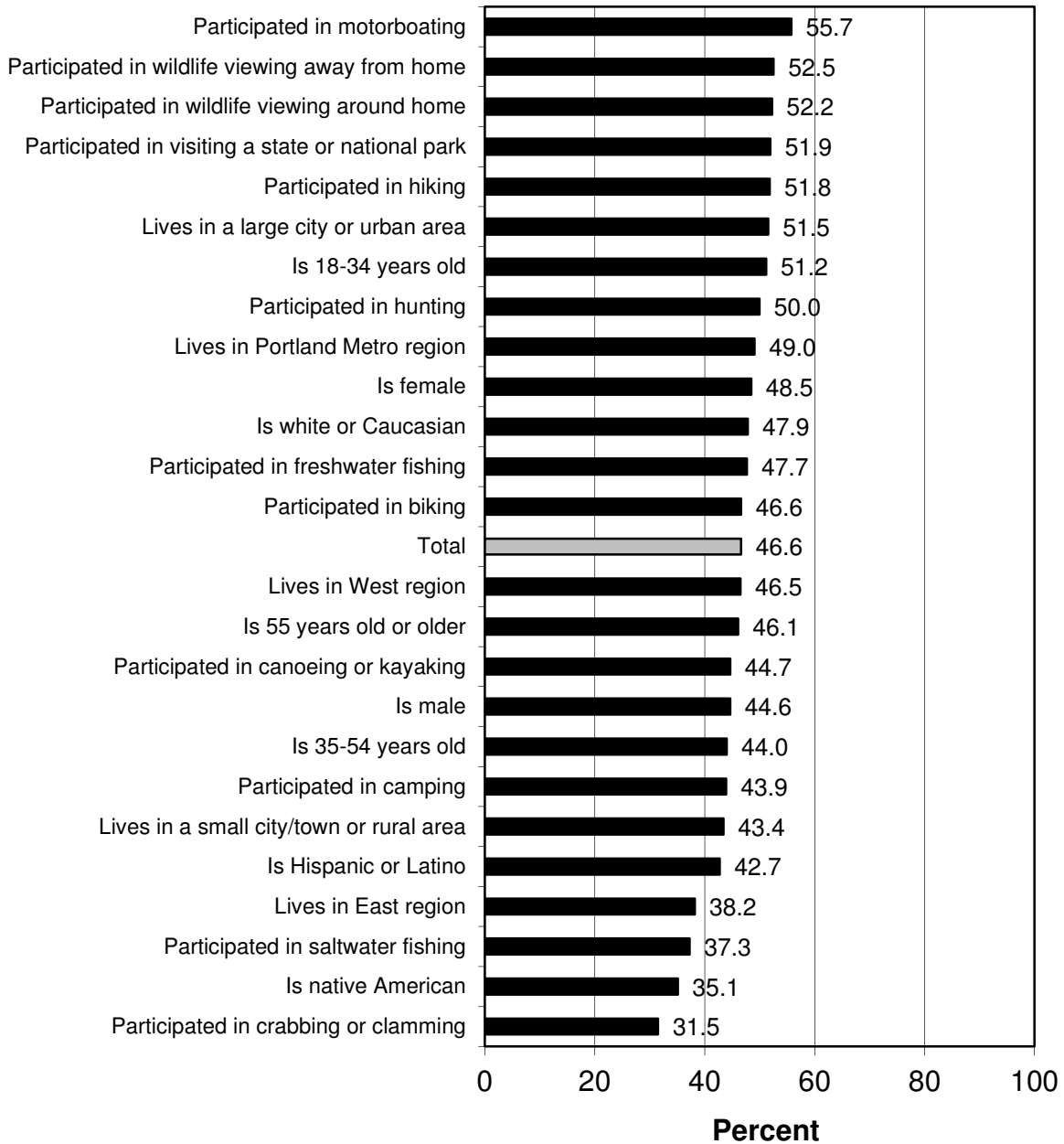
Q29. How would you rate the availability of fish- and wildlife-related recreation opportunities, such as fishing, hunting, and wildlife viewing, in Oregon?



Q29. How would you rate the availability of fish- and wildlife-related recreation opportunities, such as fishing, hunting, and wildlife viewing, in Oregon?



Percent of each of the following groups who rated the availability of fish- and wildlife-related recreation opportunities in Oregon as excellent.



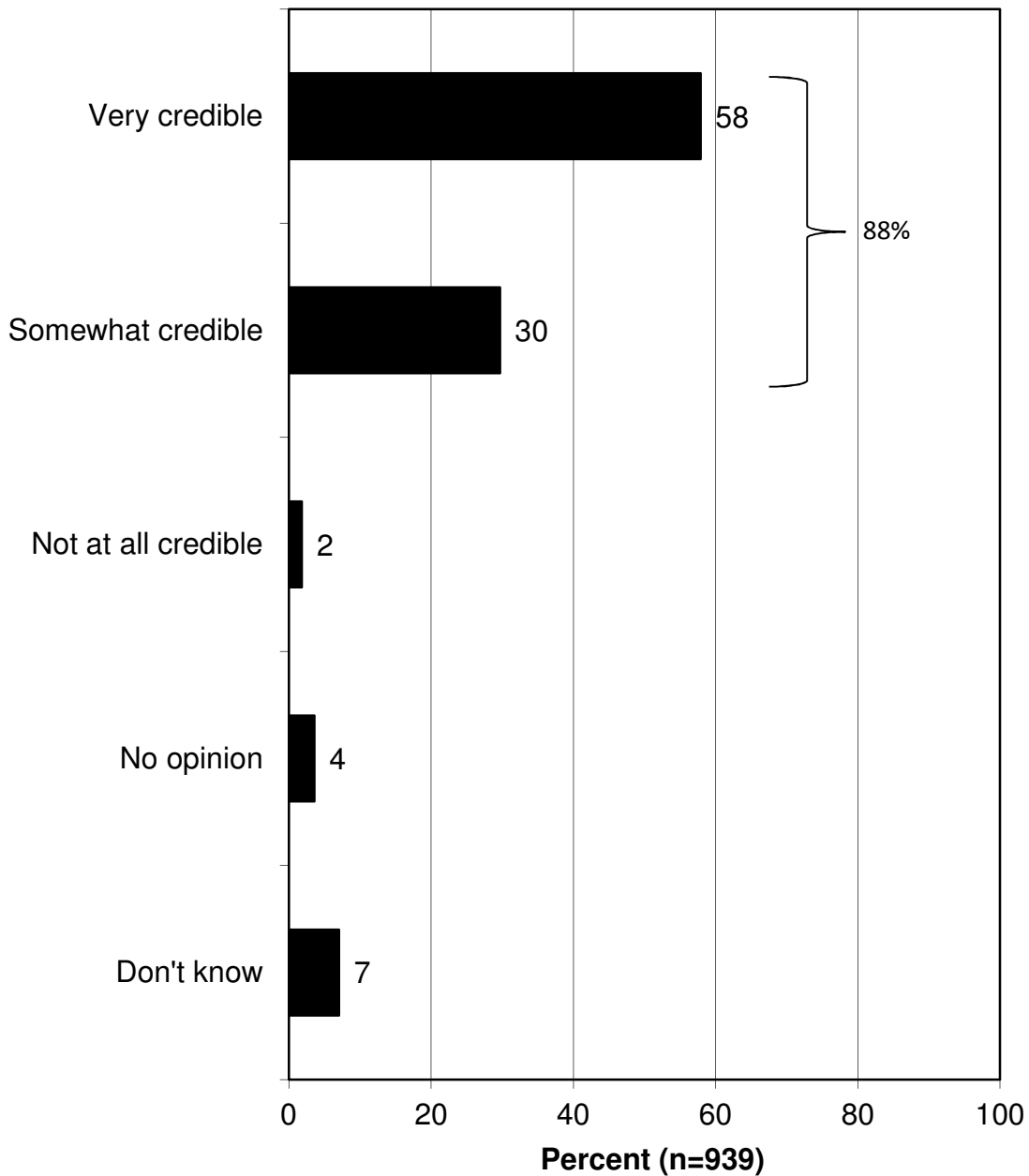
(See page 18 for an explanation of how to read omnigraphs.)

Percent of each of the following groups who rated the availability of fish- and wildlife-related recreation opportunities in Oregon as fair or poor.

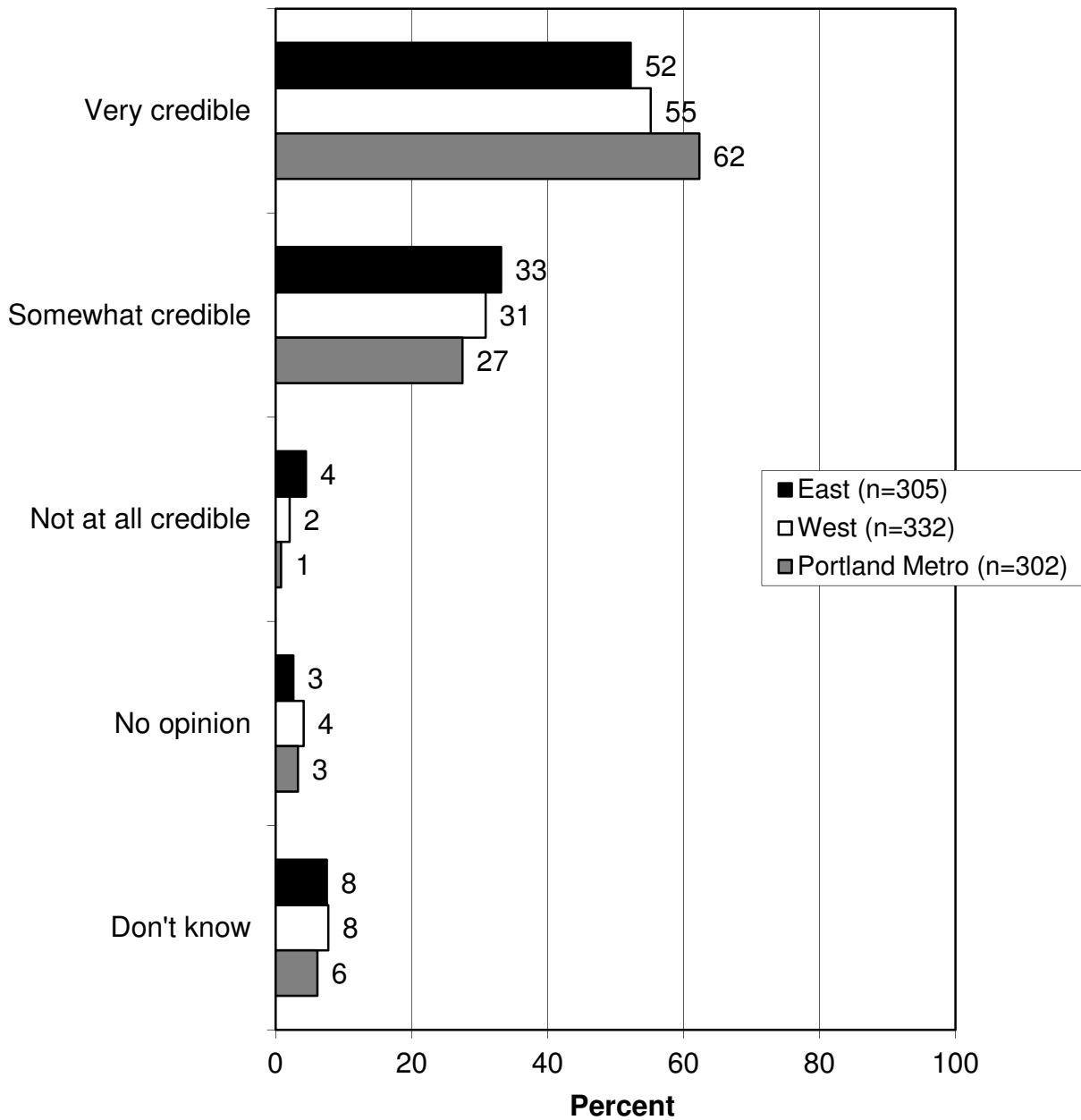


(See page 18 for an explanation of how to read omnigraphs.)

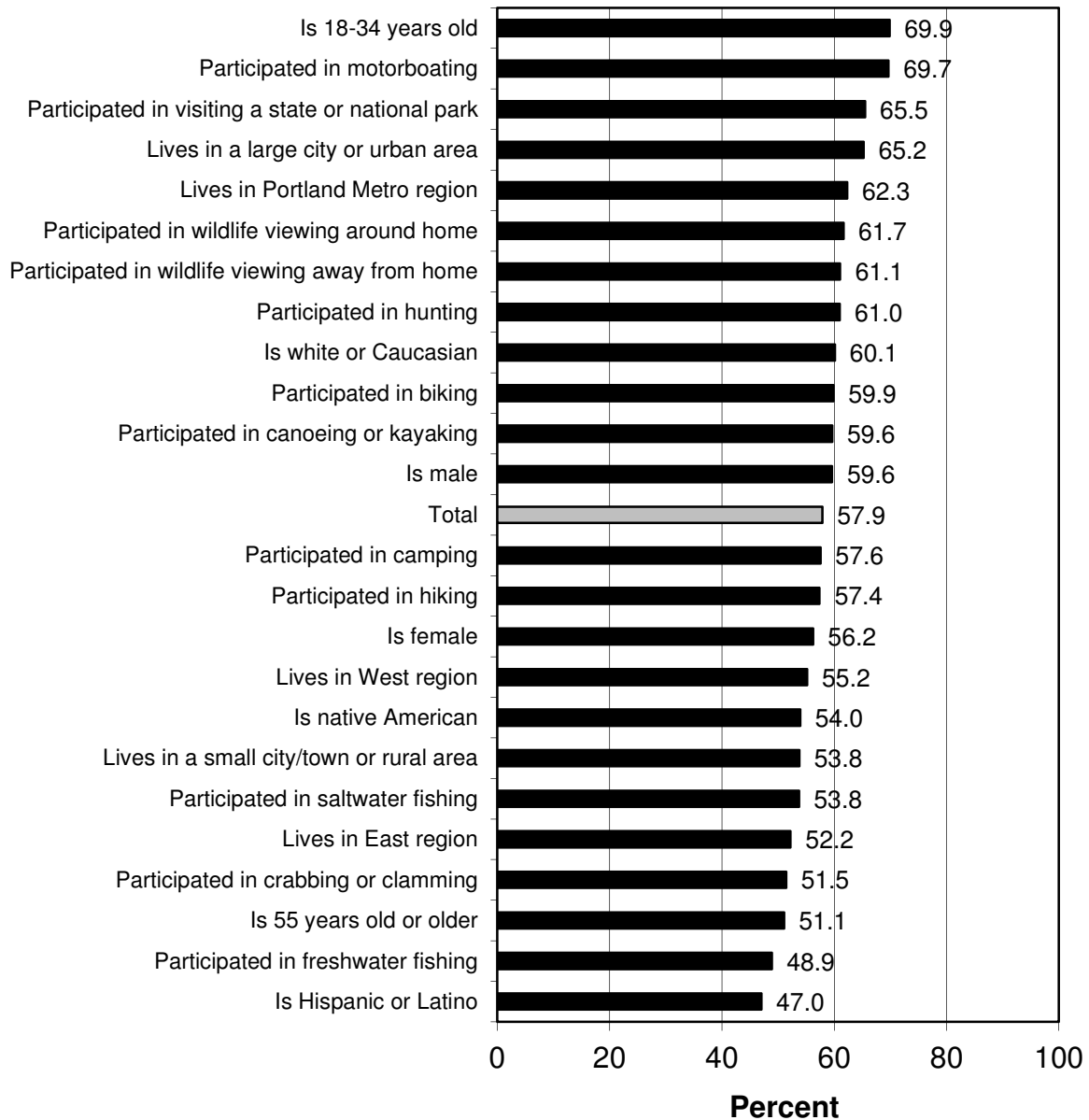
Q124. In your opinion, how credible is the Department overall as a source of information on fish and wildlife management, conservation, and fish- and wildlife-related recreation?



Q124. In your opinion, how credible is the Department overall as a source of information on fish and wildlife management, conservation, and fish- and wildlife-related recreation?

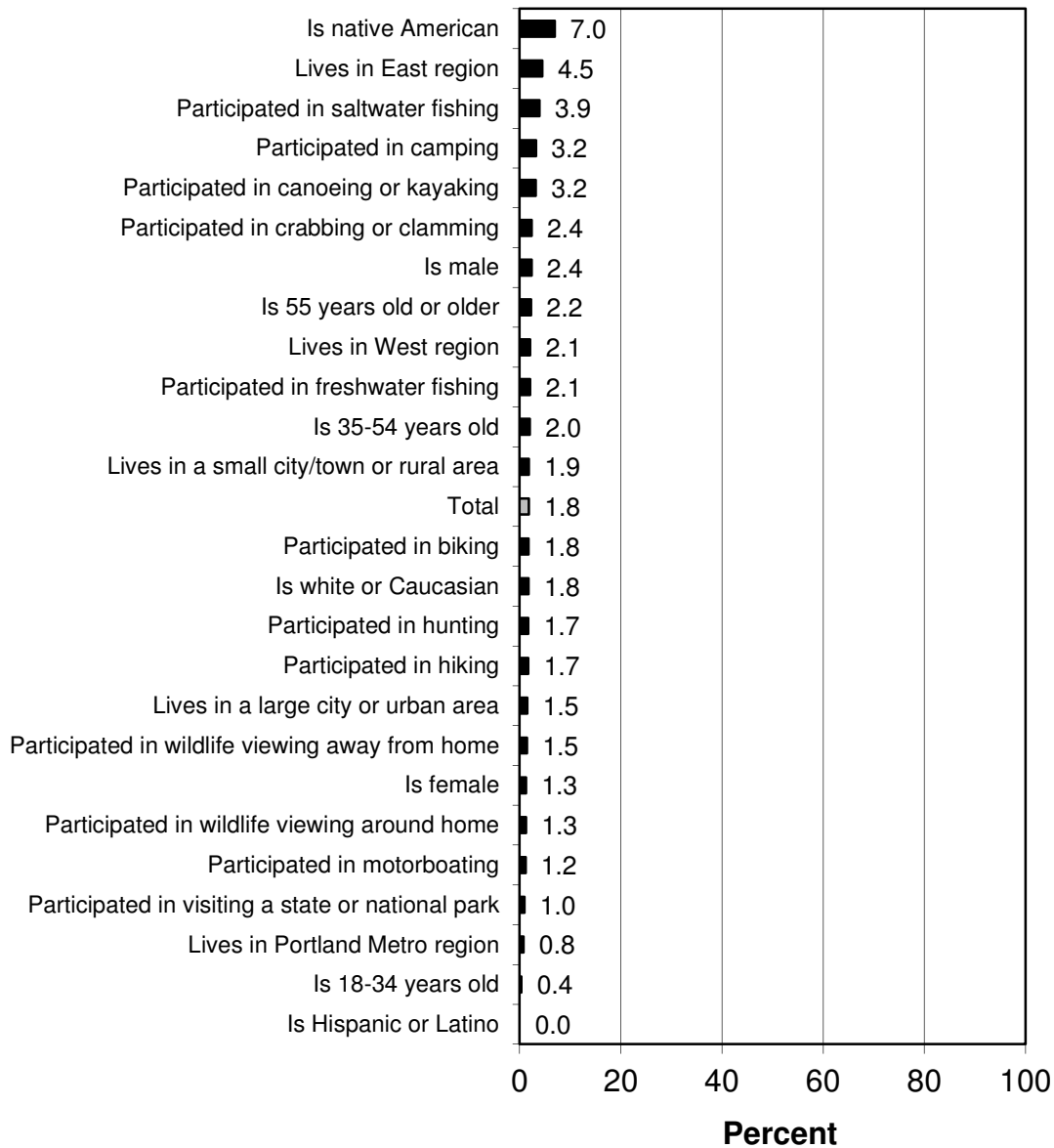


Percent of each of the following groups who rated the Department as very credible overall as a source of information on fish and wildlife management, conservation, and fish- and wildlife-related recreation.



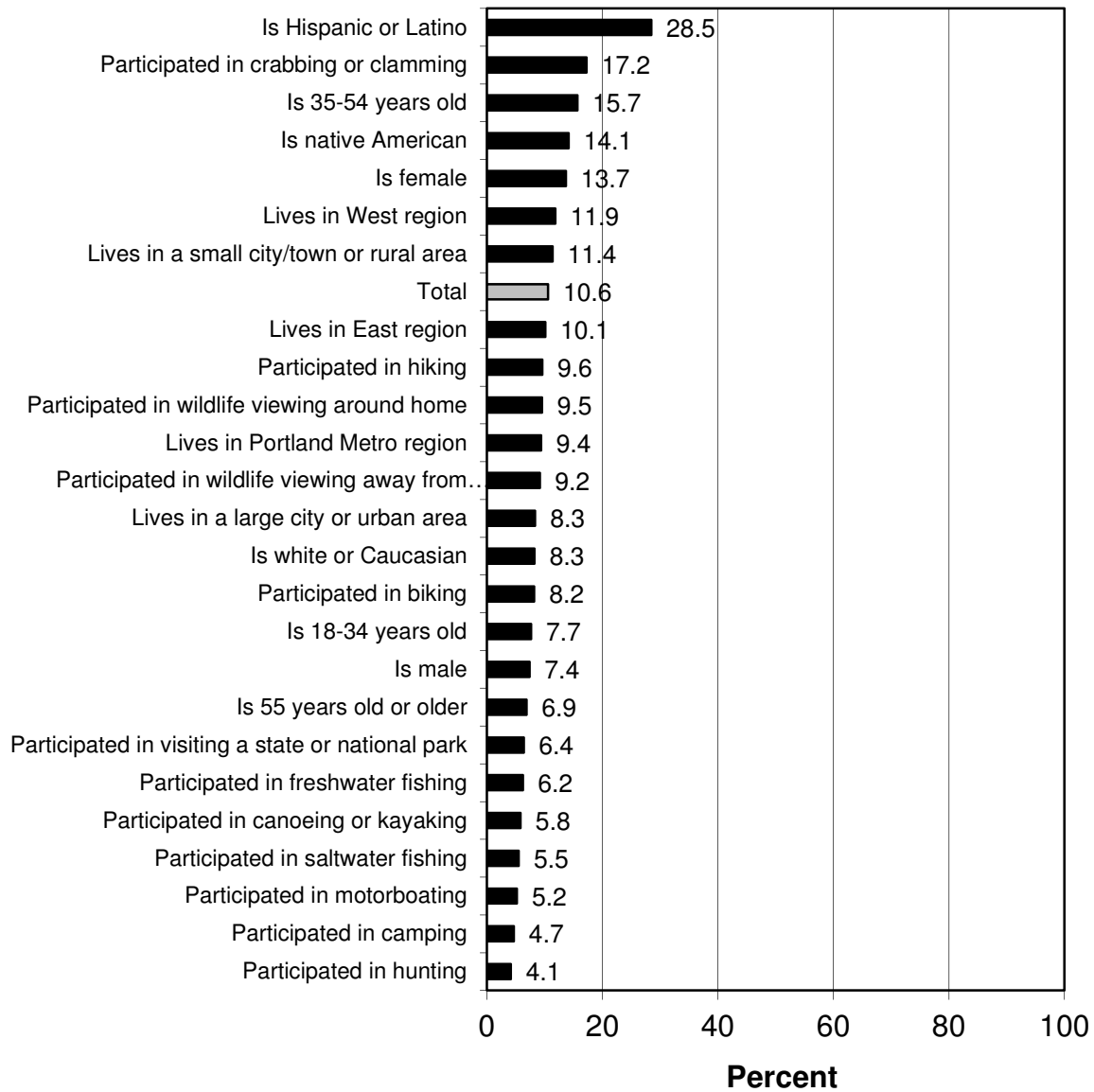
(See page 18 for an explanation of how to read omnigraphs.)

Percent of each of the following groups who rated the Department as not at all credible overall as a source of information on fish and wildlife management, conservation, and fish- and wildlife-related recreation.



(See page 18 for an explanation of how to read omnigraphs.)

Percent of each of the following groups who did not have an opinion on (or who answered "don't know") the Department overall as a source of information on fish and wildlife management, conservation, and fish- and wildlife-related recreation.



(See page 18 for an explanation of how to read omnigraphs.)

OPINIONS ON DEPARTMENT PRIORITIES

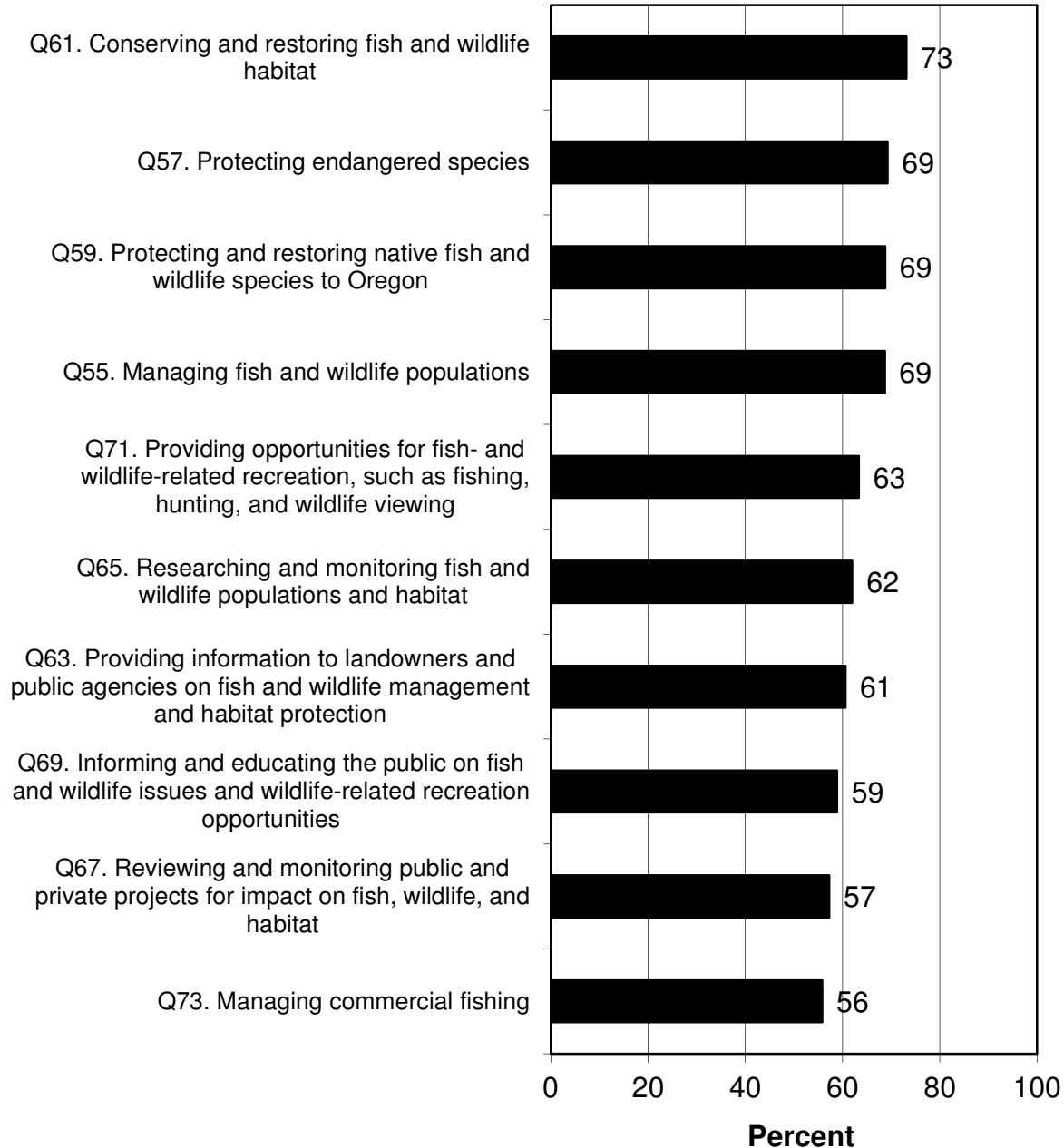
- The survey presented ten efforts of the Department and asked residents to rate the importance that each one should be for the agency, using a scale of 0 to 10, where 0 is not at all important and 10 is extremely important. The survey then asked residents to rate the performance of the Department in each of the same areas. The discussion first looks at each set separately before discussing the results of both sets of questions together.
 - In looking at how important the efforts *should be*, the purely ecological efforts are at the top. These include “conserving and restoring fish and wildlife habitat,” “protecting endangered species,” and “protecting and restoring native fish and wildlife species in Oregon.”
 - More human-centered efforts are lower, such as the provision of opportunities for wildlife-related recreation and providing information and education.
 - In looking at the performance, the effort with the highest mean rating is “providing opportunities for fish- and wildlife-related recreation” (a human-centered effort), but this is closely followed by “protecting endangered species” (an ecological effort). Thereafter, ecological efforts tend to be rated higher than the more human-centered efforts.
 - In the mean ratings, the human-centered efforts, particularly informational efforts, were the lowest rated.

- Because both sets of questions used a 0 to 10 scale, they can be graphed in a scatterplot, with importance on one axis and performance on the other axis. Of course, some items will be perceived to be more important than others, and performance ratings, likewise, will not all be the same for each item. With this in mind, it would be hoped that those items considered the most important would be performed the best. Likewise, those items not rated well in performance are, hopefully, items that are judged to be of less importance. A diagonal line shows where both importance and performance are equal—in other words, where performance is commensurate with importance. Those items farthest from the line to the left/top would have the biggest gap between performance and importance.
 - Fortunately, all items are in the quadrant representing high performance and high importance. In looking at the close-up graph, showing only a portion of the overall scatterplot, the items are bunched fairly close together not far from the diagonal line. Nonetheless, those items with the biggest gap between performance and importance (i.e., the items farthest from the diagonal line) include:
 - Providing information to landowners and public agencies on fish and wildlife management and habitat protection (importance: 8.55 / performance: 6.65).
 - Managing fish and wildlife populations (importance: 8.88 / performance: 7.16).
 - Conserving and restoring fish and wildlife habitat (importance: 8.97 / performance: 7.35).
 - Informing and educating the public on fish and wildlife issues and wildlife-related recreation opportunities (importance: 8.57 / performance: 6.87).

- In an open-ended question, the survey asked residents to name the programs, efforts, or issues that they think should be the most important to the Department. The top response category relates to the health of wildlife and habitat, invasive species, and the balance of species. The next most common response category is conservation and management of resources. The graph shows the full list.

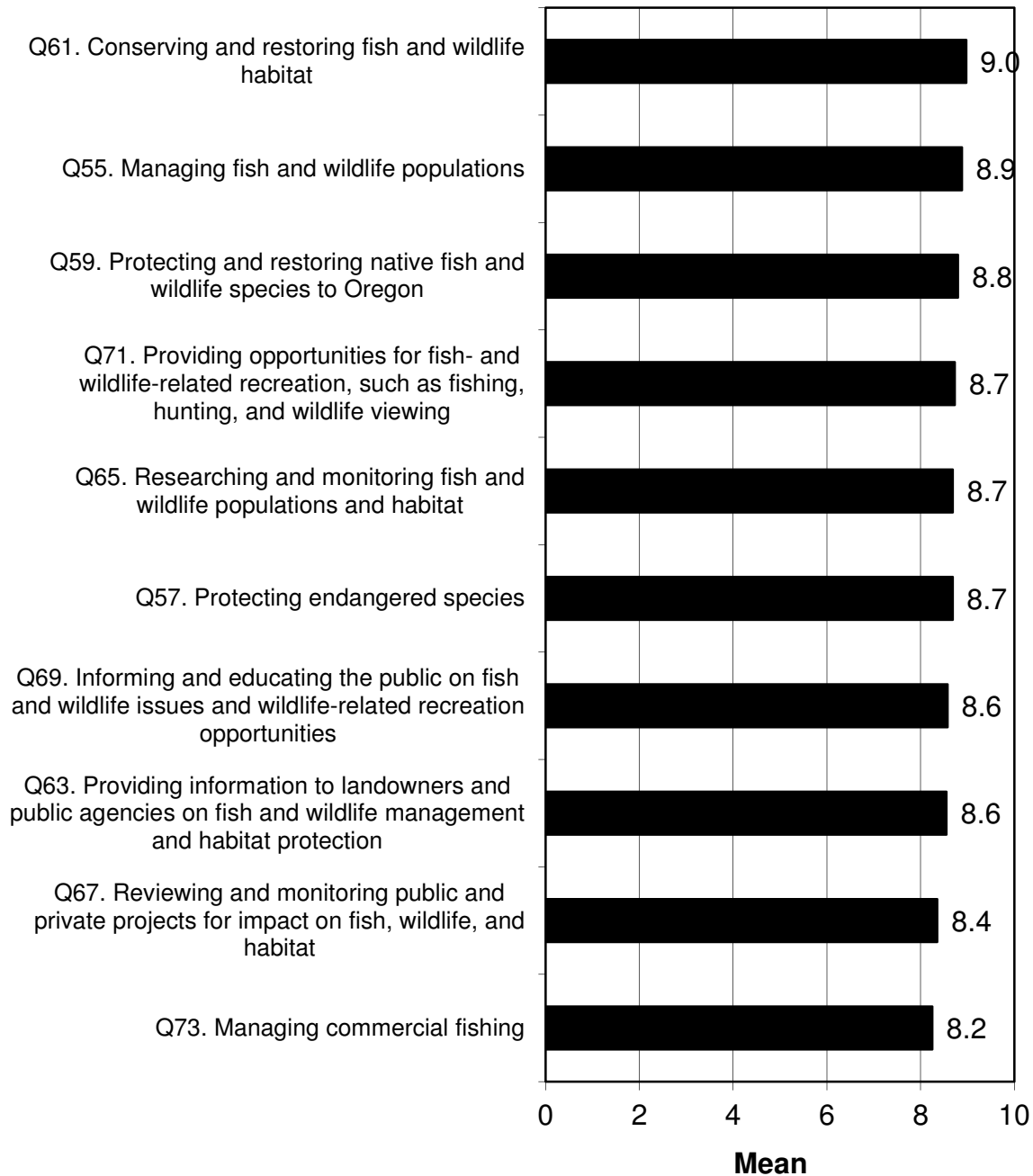
Statewide results; importance ratings; percent rating it 9 or 10.

Q55-Q73. Ratings of importance that each of the following should be for the Department (on a scale of 0 to 10, where 0 is not at all important and 10 is extremely important): percent who chose 9 or 10.



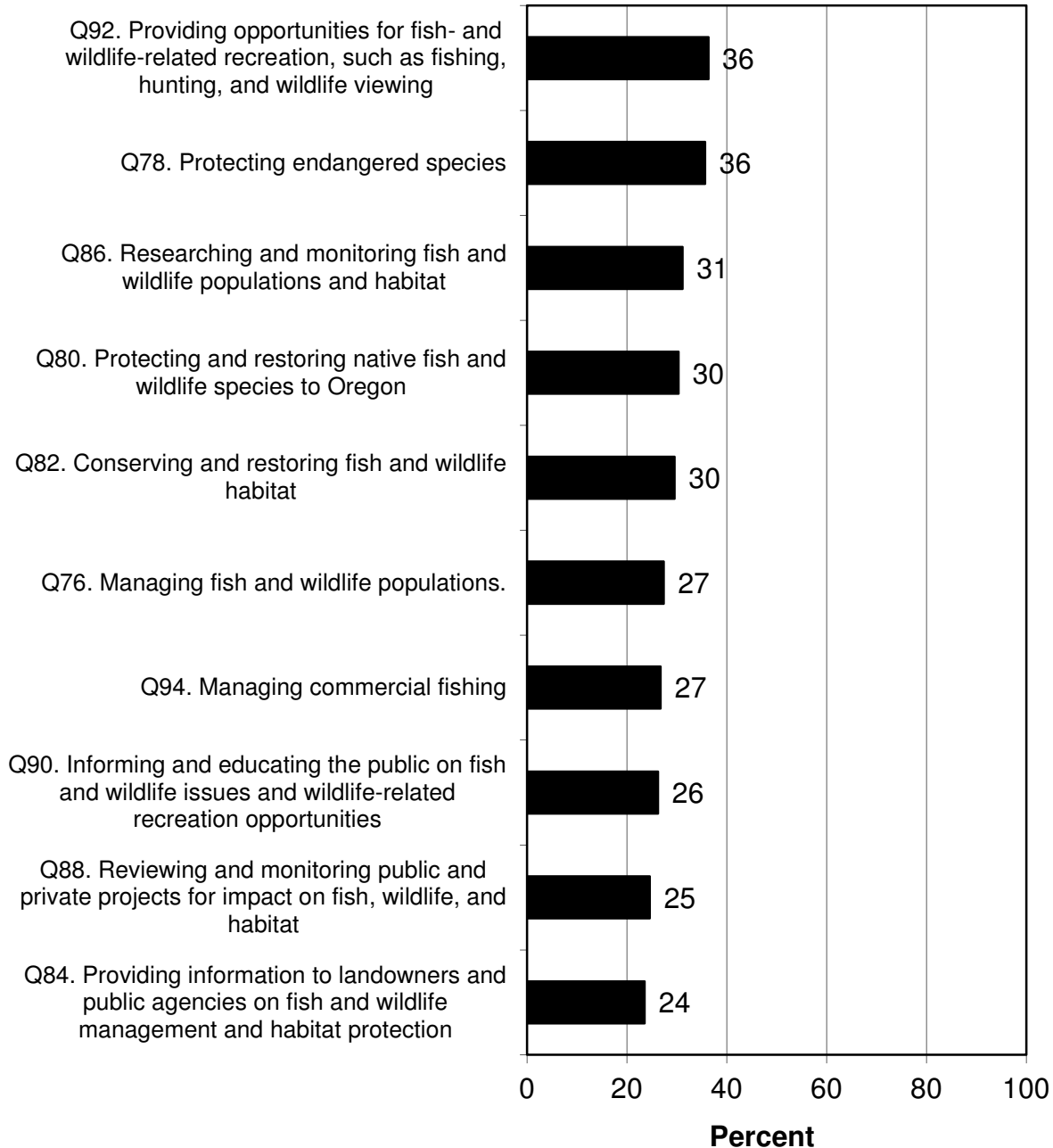
Statewide results; importance ratings; means.

Q55-Q73. Mean ratings of importance that each of the following should be for the Department (on a scale of 0 to 10, where 0 is not at all important and 10 is extremely important).



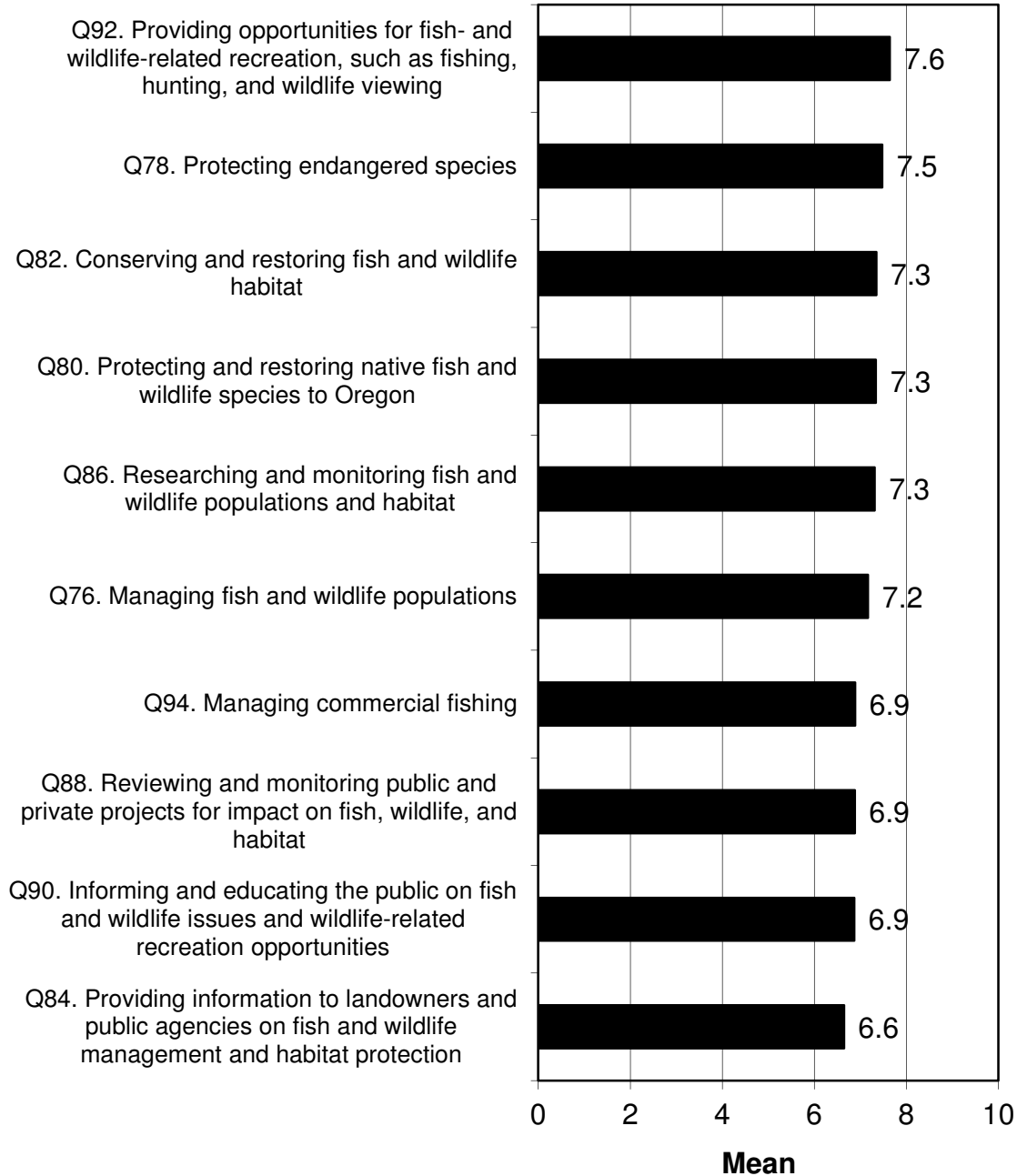
Statewide results; performance ratings; percent rating it 9 or 10.

Q76-Q94. Ratings of the performance of the Department in each of the following areas (on a scale of 0 to 10, where 0 is poor and 10 is excellent): percent who chose 9 or 10.



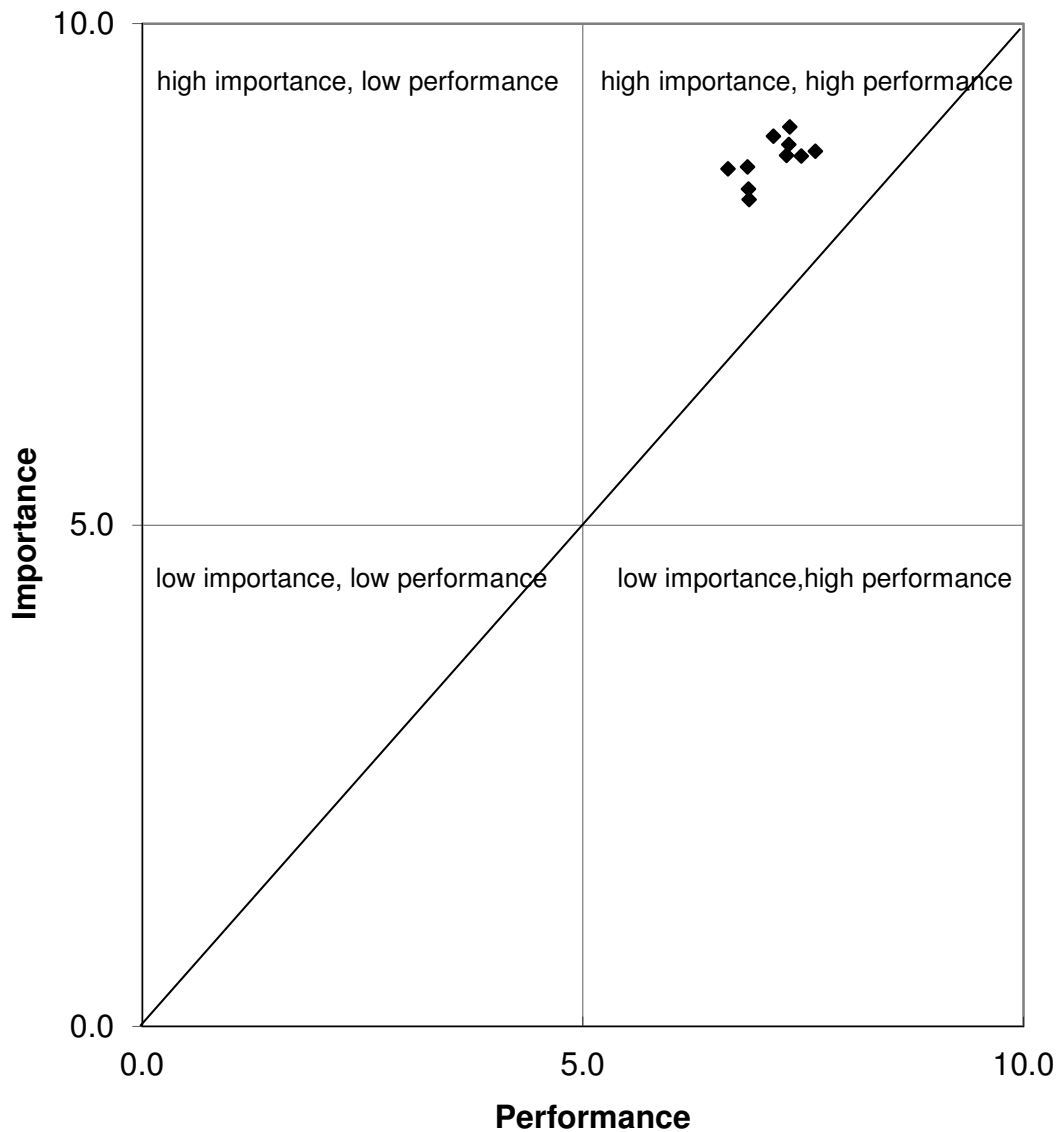
Statewide results; performance ratings; means.

Q76-Q94. Mean ratings of the performance of the Department in each of the following areas (on a scale of 0 to 10, where 0 is poor and 10 is excellent).



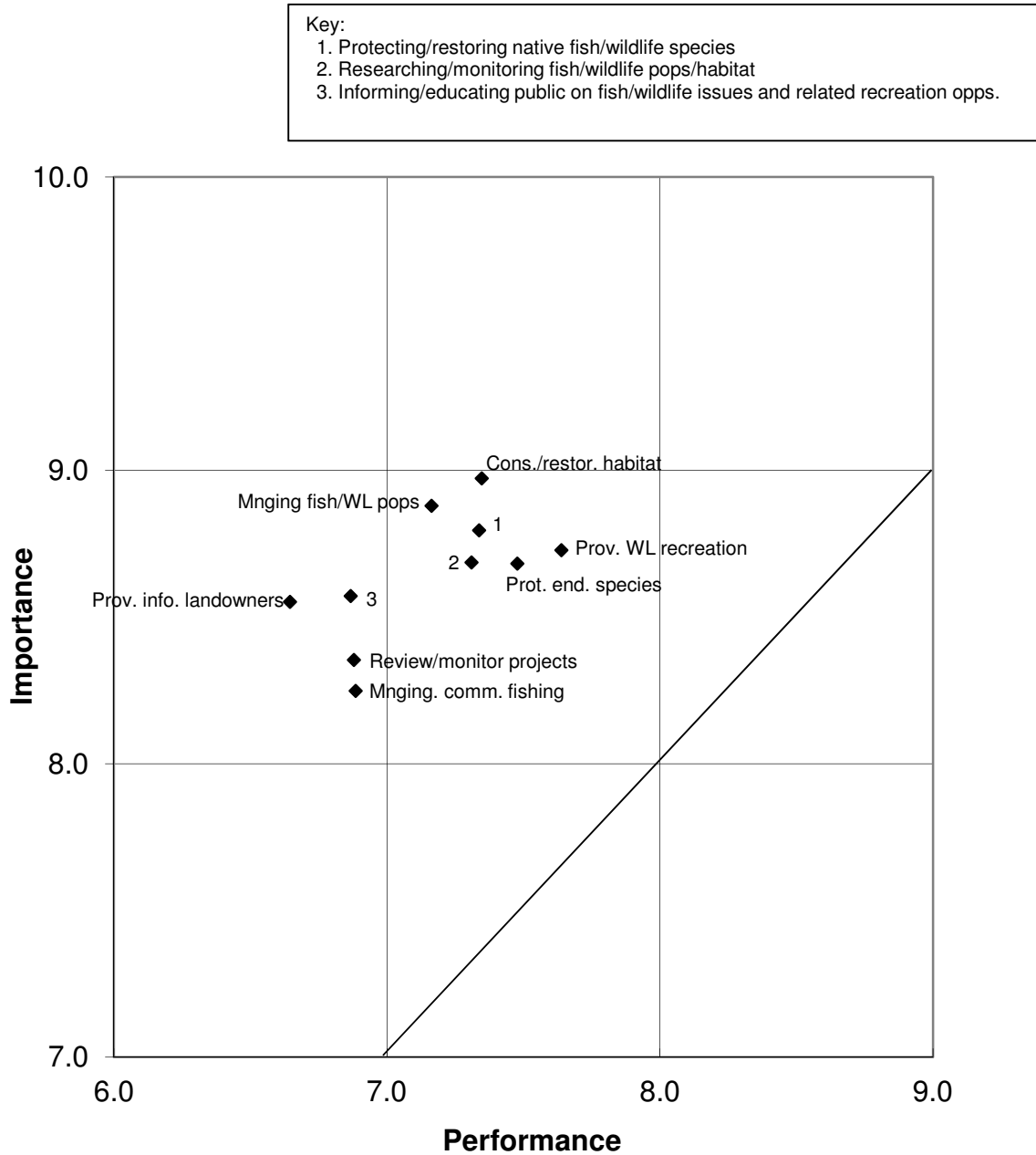
Statewide: this graph shows the *entire scatterplot*; all items were closely bunched, with importance ratings that ranged only from 8.25 to 8.97 and performance ratings that ranged only from 6.65 to 7.64.

Comparison of mean ratings of importance and performance of Oregon Department efforts. (General population)



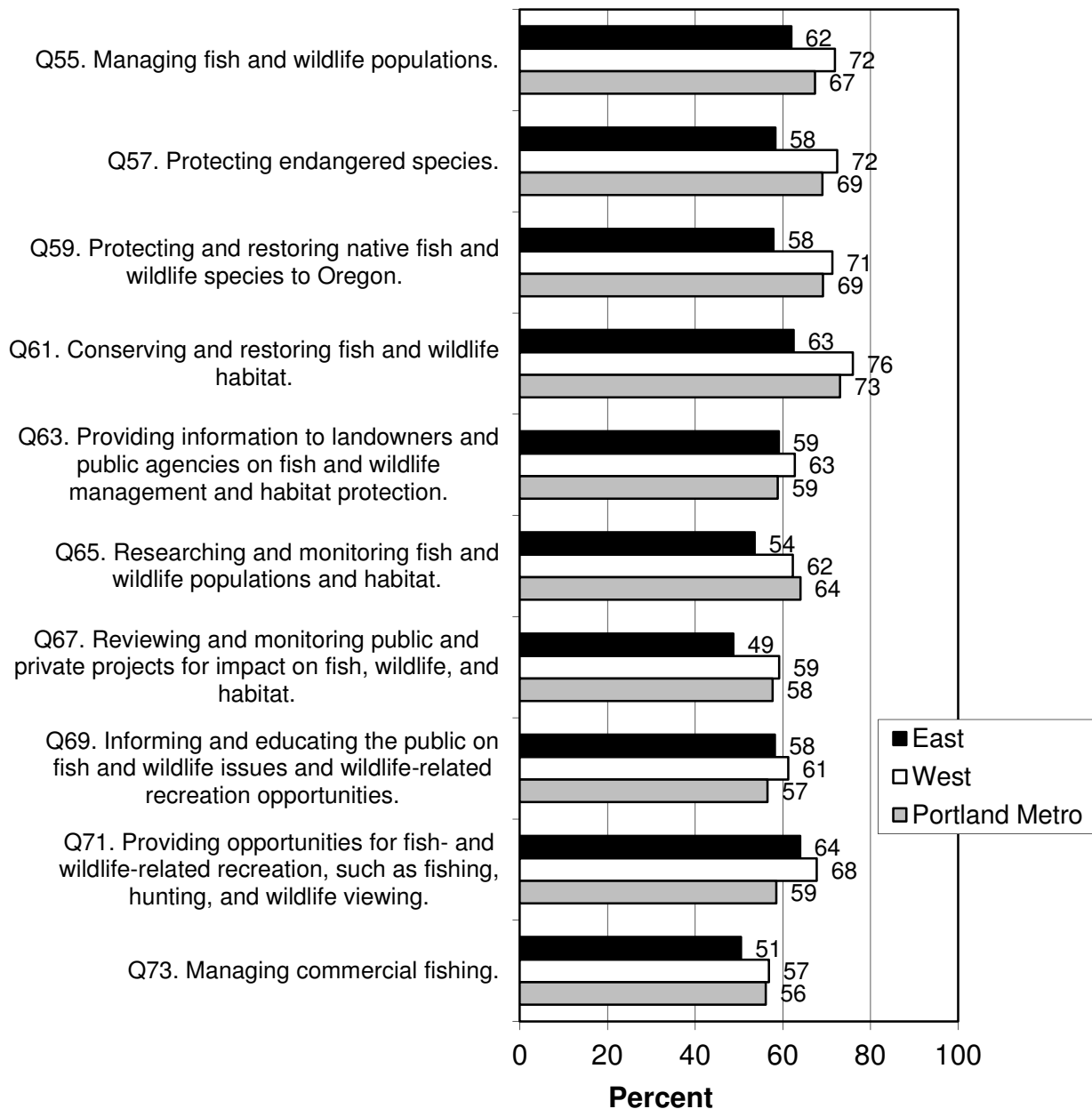
Statewide: this graph shows a *close-up of the pertinent portion* of the overall scatterplot. The importance axis goes from 7 to 10; the performance axis goes from 6 to 9.

Comparison of mean ratings of importance and performance of Oregon Department efforts. (General population)



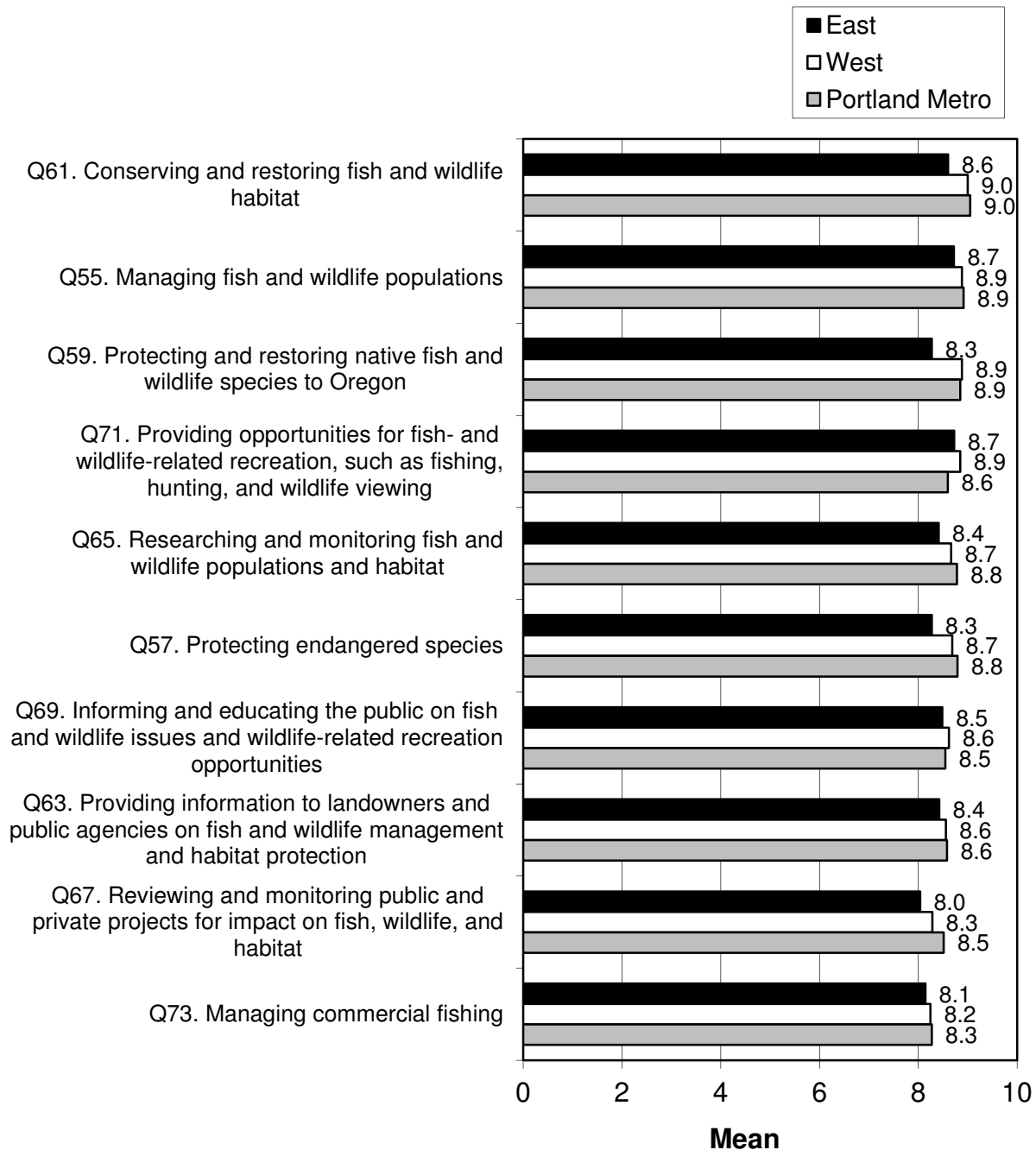
Regional results; importance ratings; percent rating it 9 or 10.

Q55-Q73. Ratings of importance that each of the following should be for the Department (on a scale of 0 to 10, where 0 is not at all important and 10 is extremely important): percent who chose 9 or 10.



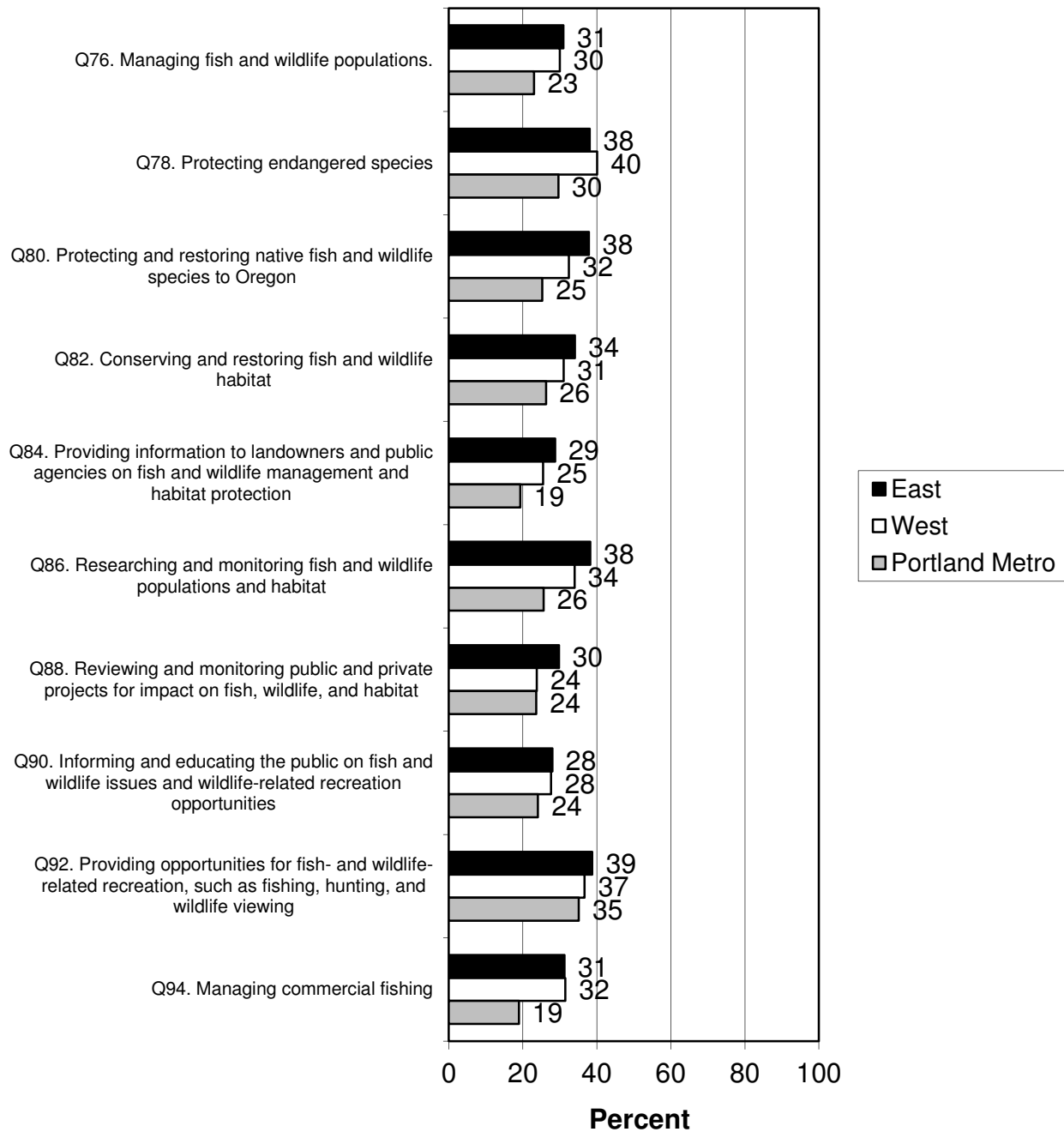
Regional results; importance ratings; means.

Q55-Q73. Mean ratings of importance that each of the following should be for the Department (on a scale of 0 to 10, where 0 is not at all important and 10 is extremely important).



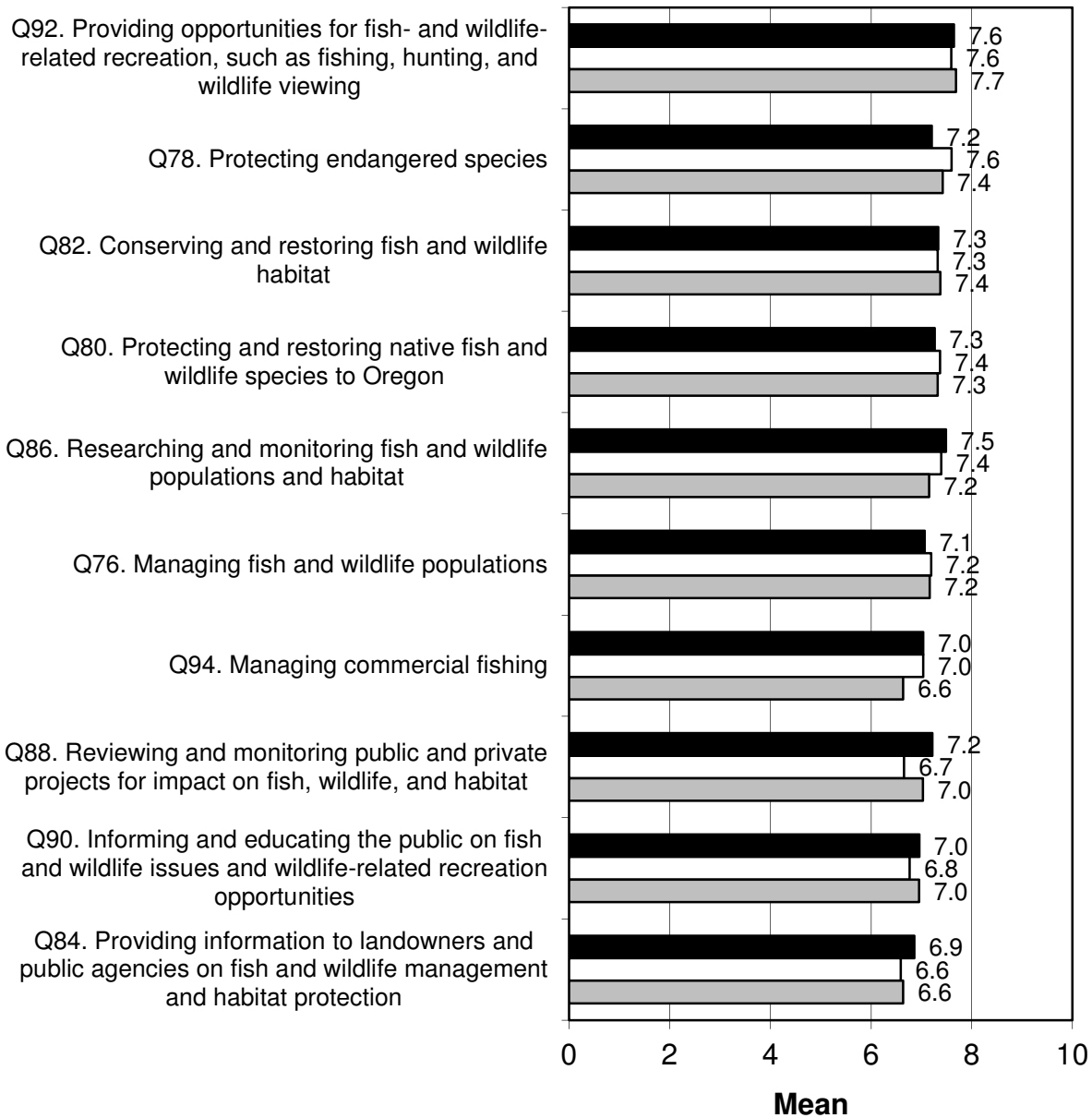
Regional results; performance ratings; percent rating it 9 or 10.

Q76-Q94. Ratings of the performance of the Department in each of the following areas (on a scale of 0 to 10, where 0 is poor and 10 is excellent): percent who chose 9 or 10.

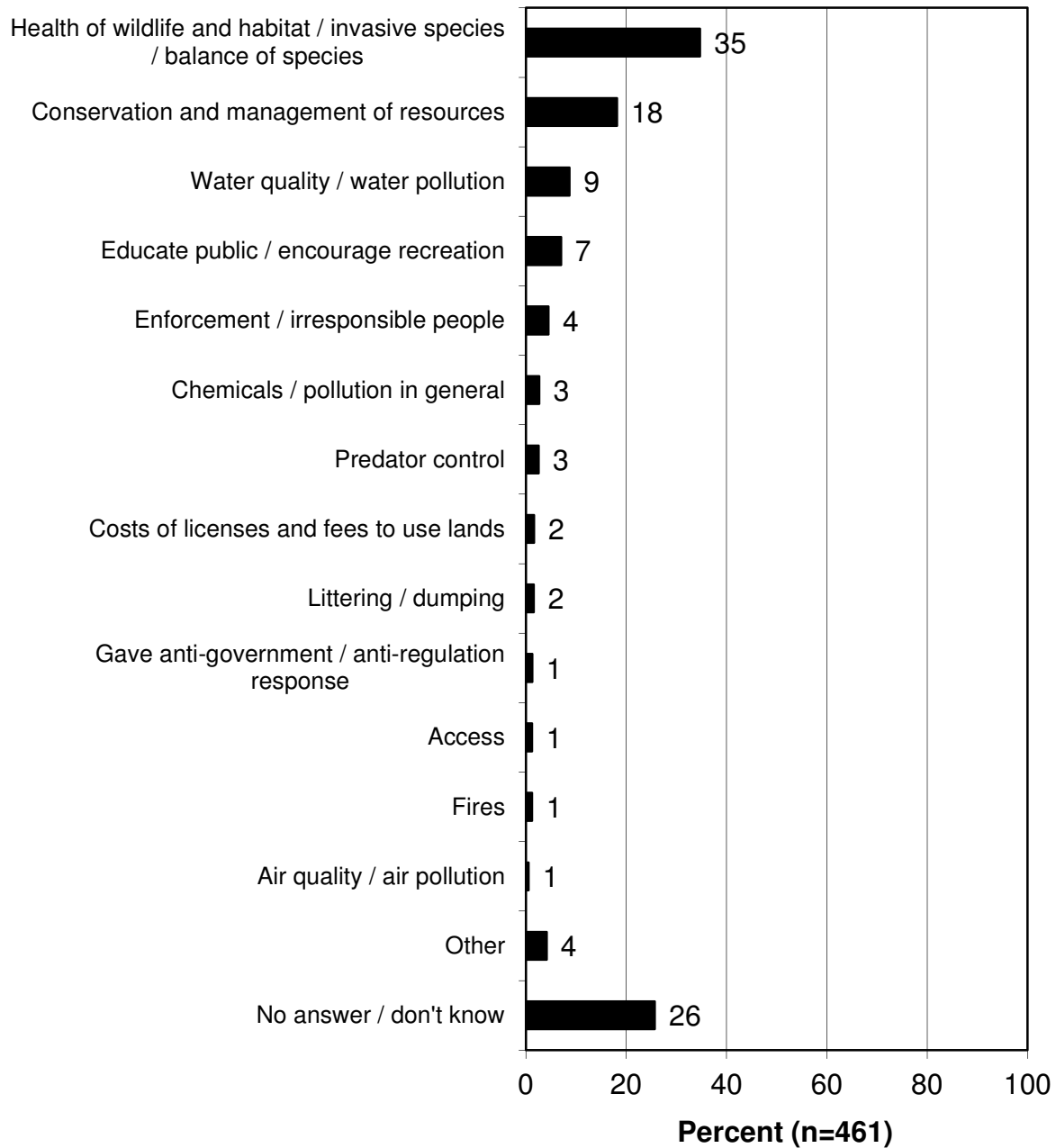


Regional results; performance ratings; means.

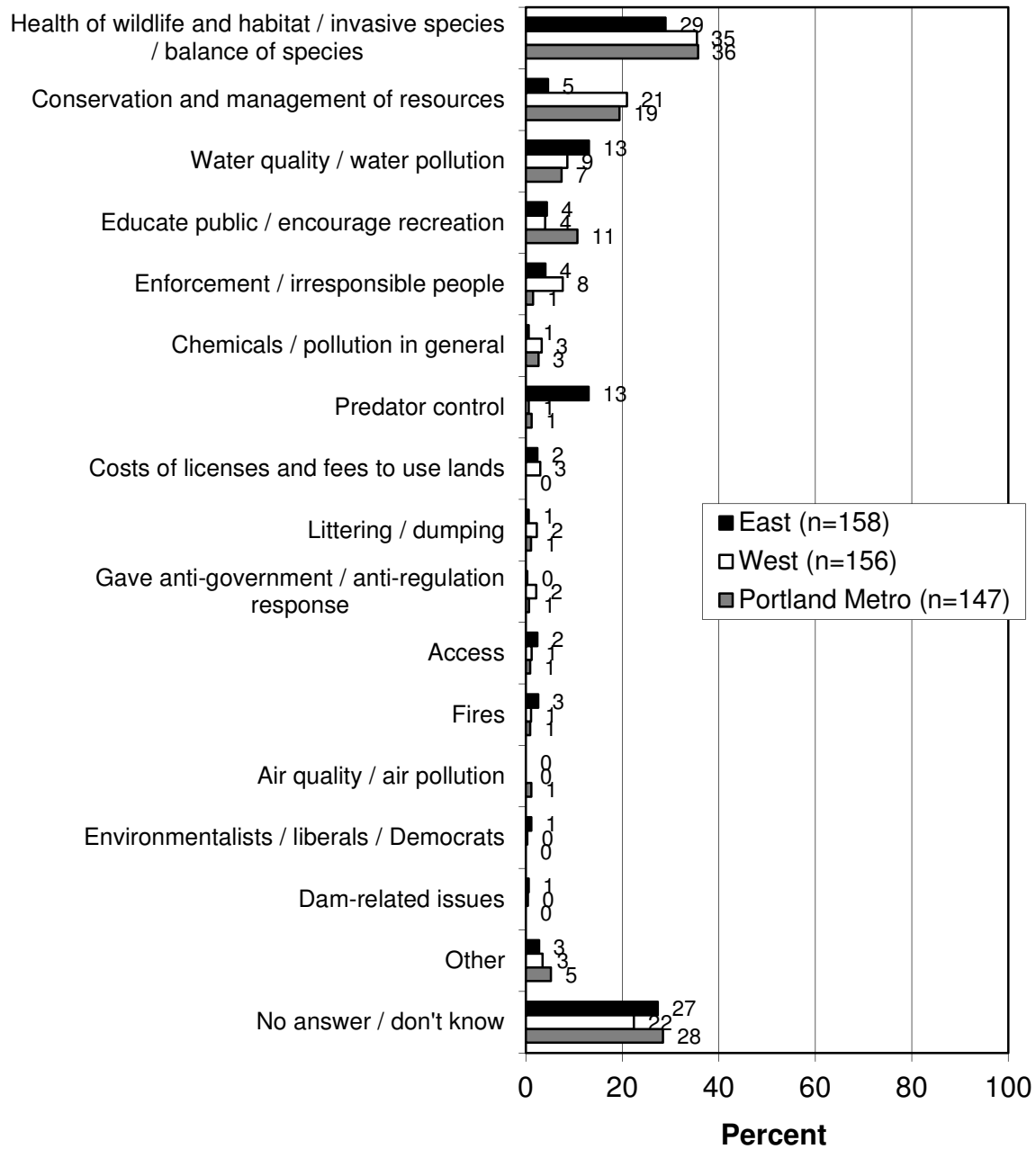
Q76-Q94. Mean ratings of the performance of the Department in each of the following areas (on a scale of 0 to 10, where 0 is poor and 10 is excellent).



Q28. In your opinion, what programs, efforts, or issues do you think should be the most important to the Department?



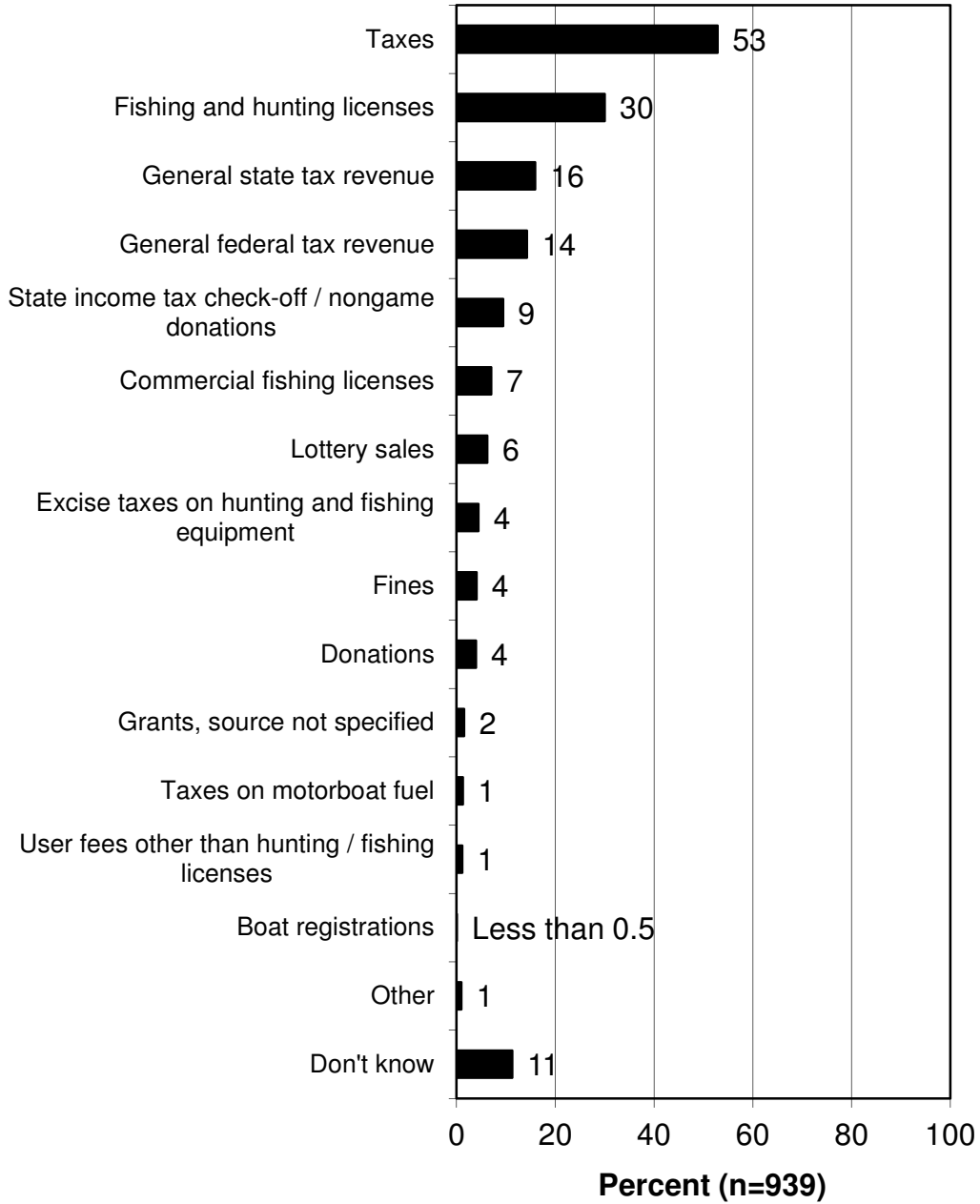
Q28. In your opinion, what programs, efforts, or issues do you think should be the most important to the Department?



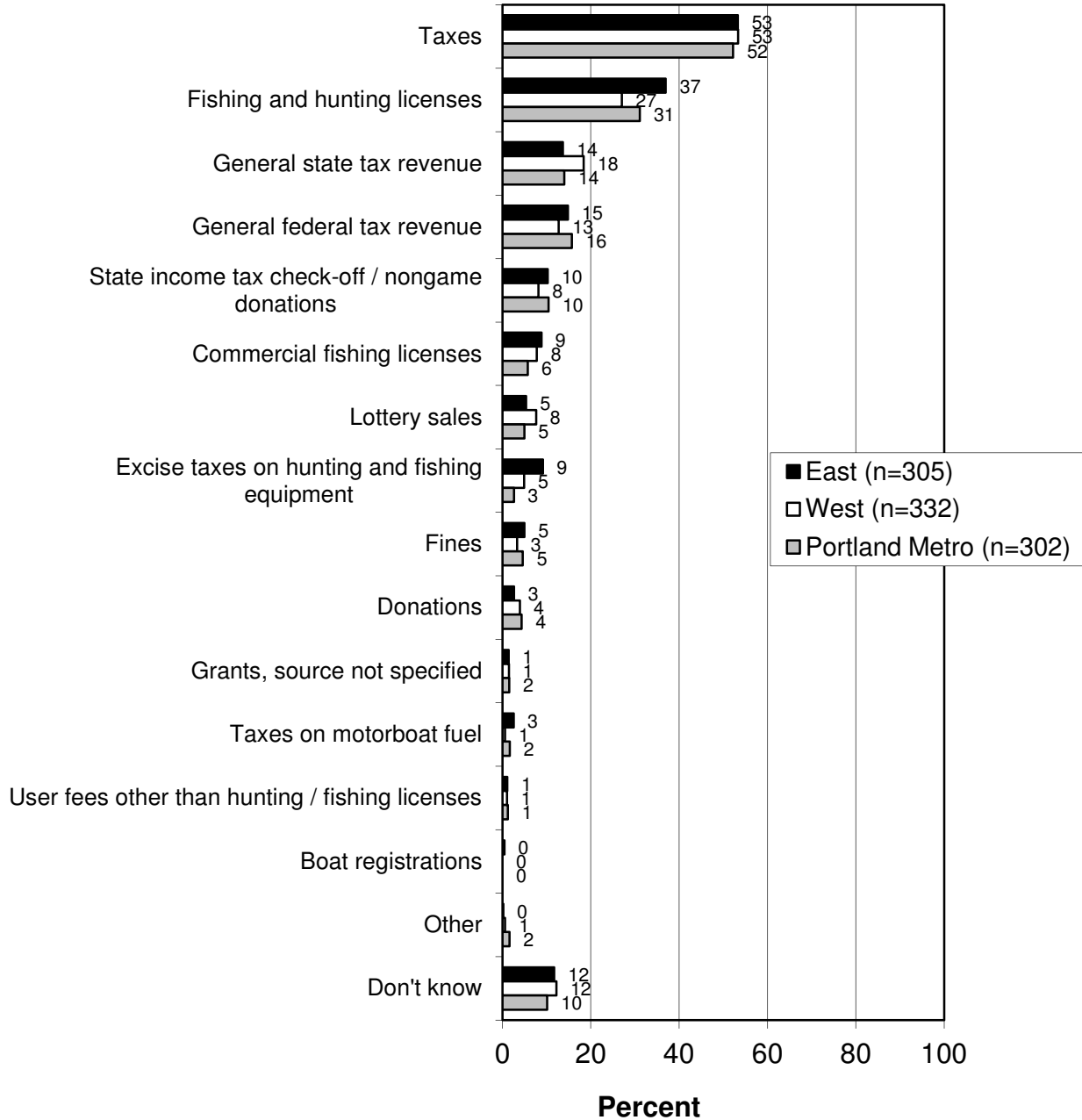
KNOWLEDGE OF AND OPINION ON DEPARTMENT FUNDING

- In an open-ended question (i.e., with no answer set presented to respondents, who could answer with anything that came to their mind), residents were asked how they thought the Department was funded. The most common response was taxes in general (53% named this). This answer, of course, is not entirely correct, as relatively little of the funding comes from general taxes. The next-most common response was a correct funding source: fishing and hunting licenses (30% named this source). The graph shows the full list; only 4% named excise taxes on hunting and fishing equipment (an important source).
 - Another question asked what residents think *should* be the primary source of funding for the Department; this question was also open-ended. General taxes was the top response (33%), with no elaboration on the type of taxes or otherwise more specifically defining the taxes. The second most common response was fishing and hunting licenses (19%). General state taxes (7%) was third, but this response is nearly the same as the top response (taxes in general), thereby suggesting that 40% of respondents think that general state taxes should be the primary source.
 - After the above questions, respondents were informed of the actual sources of funding for the Department, which are as follows: approximately 37% of funding comes from fishing and hunting license fees, 13% from federal excise taxes on fishing and hunting equipment, 25% from other federal funds, 9% from general state tax revenues, 3% from commercial fishing, and the rest from a variety of other sources.
- After being told that only 9% of the Department's funding comes from general state tax revenues, the survey asked residents if they think that amount is too little or too much (or about right). The most common responses are that it is too little (41%) or that it is about the right amount (40%); a quite low amount say that it is too much (4%). (Omnigraphs are included for this.)
 - Those who said that the amount is too much were asked why they think it is too much. The most common responses are that outdoor recreational activities are too expensive to participate in (although it is unclear how *less* funding for the Department would alleviate that problem) and that taxes are too high.
 - Likewise, those who said that the amount is too little were asked for their reasoning. Most commonly they indicate that they feel that the Department is underfunded in general; their next most common response category is that conservation and wildlife are important.

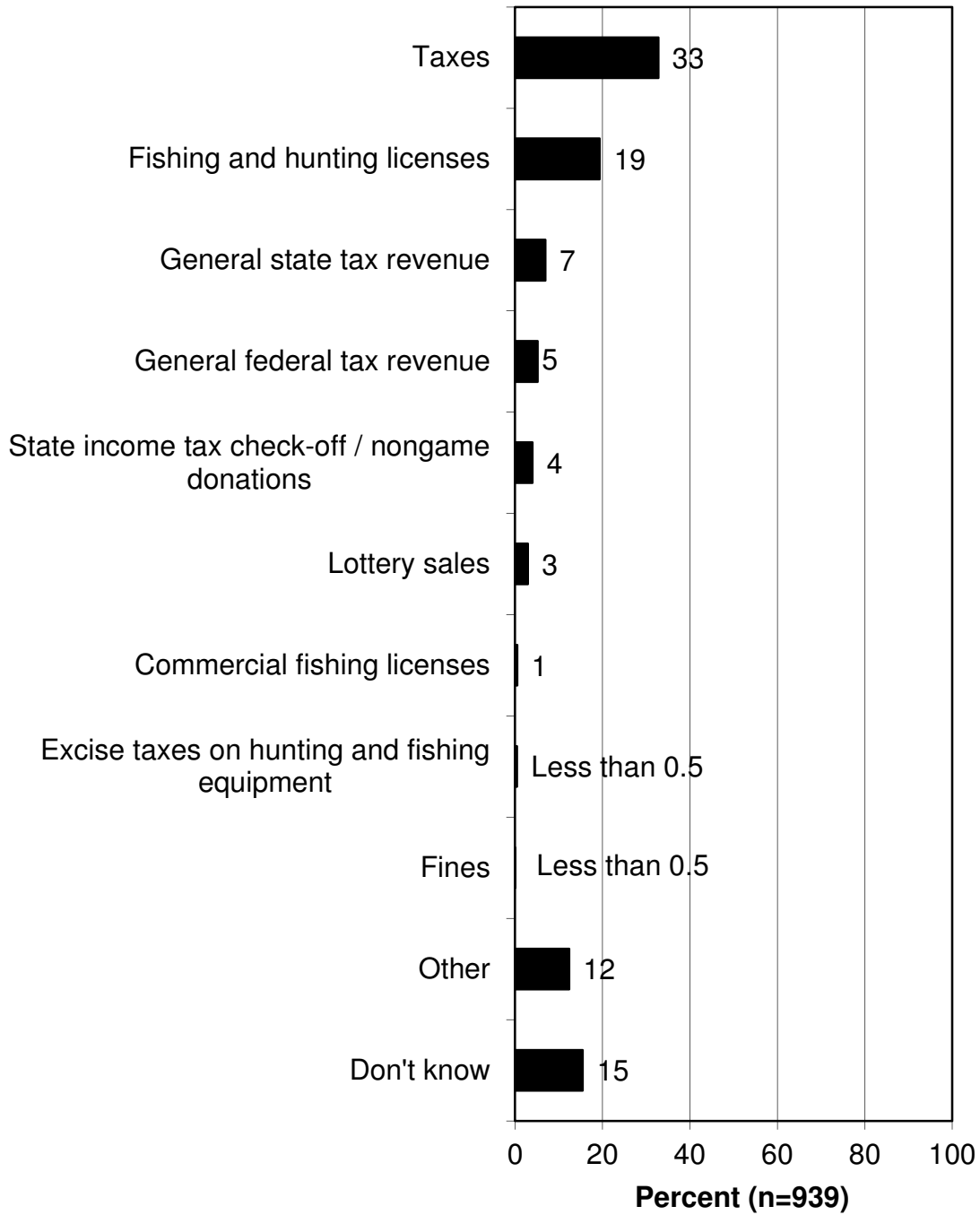
Q128. How do you think the Oregon Department of Fish and Wildlife is funded?



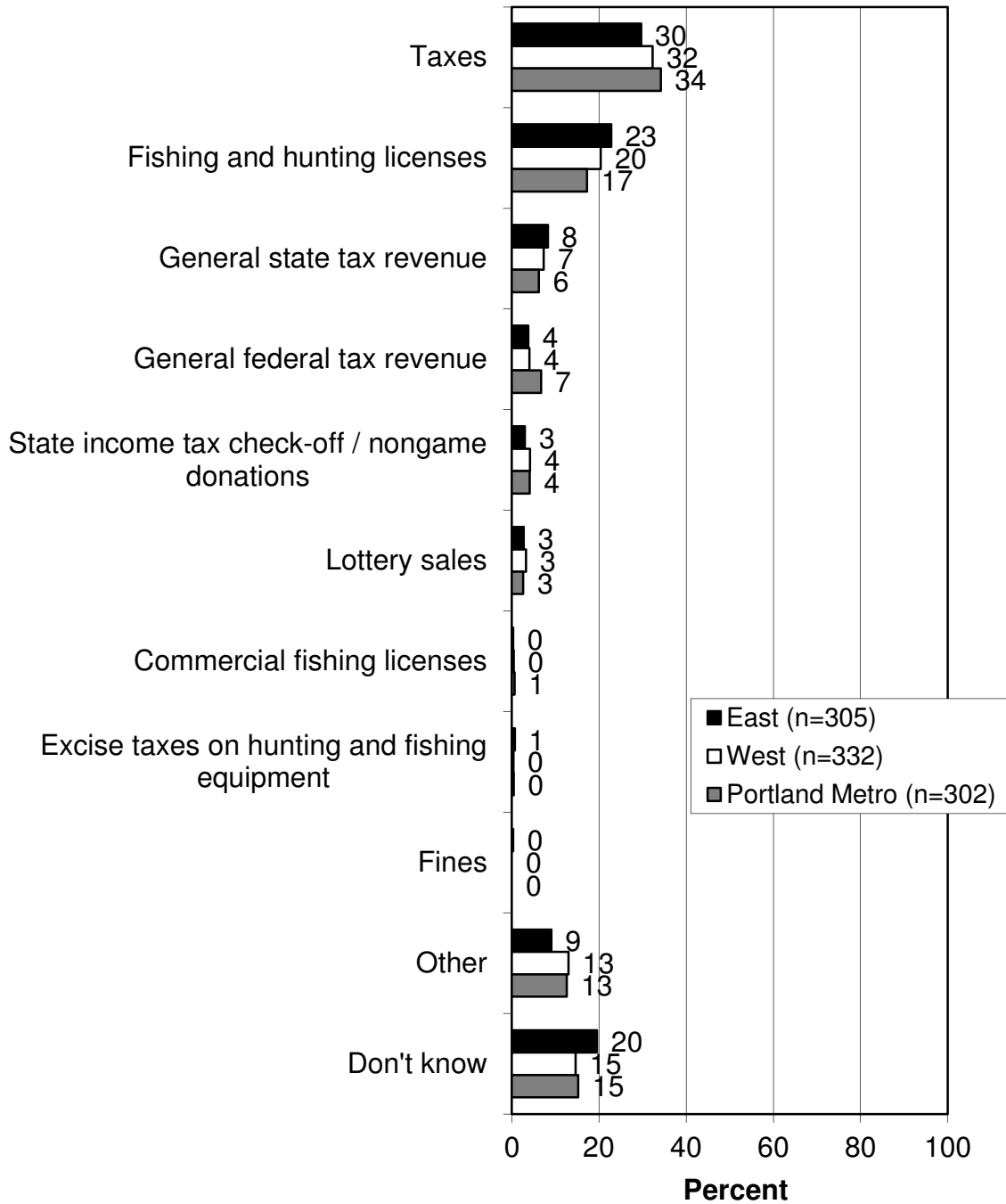
Q128. How do you think the Oregon Department of Fish and Wildlife is funded?



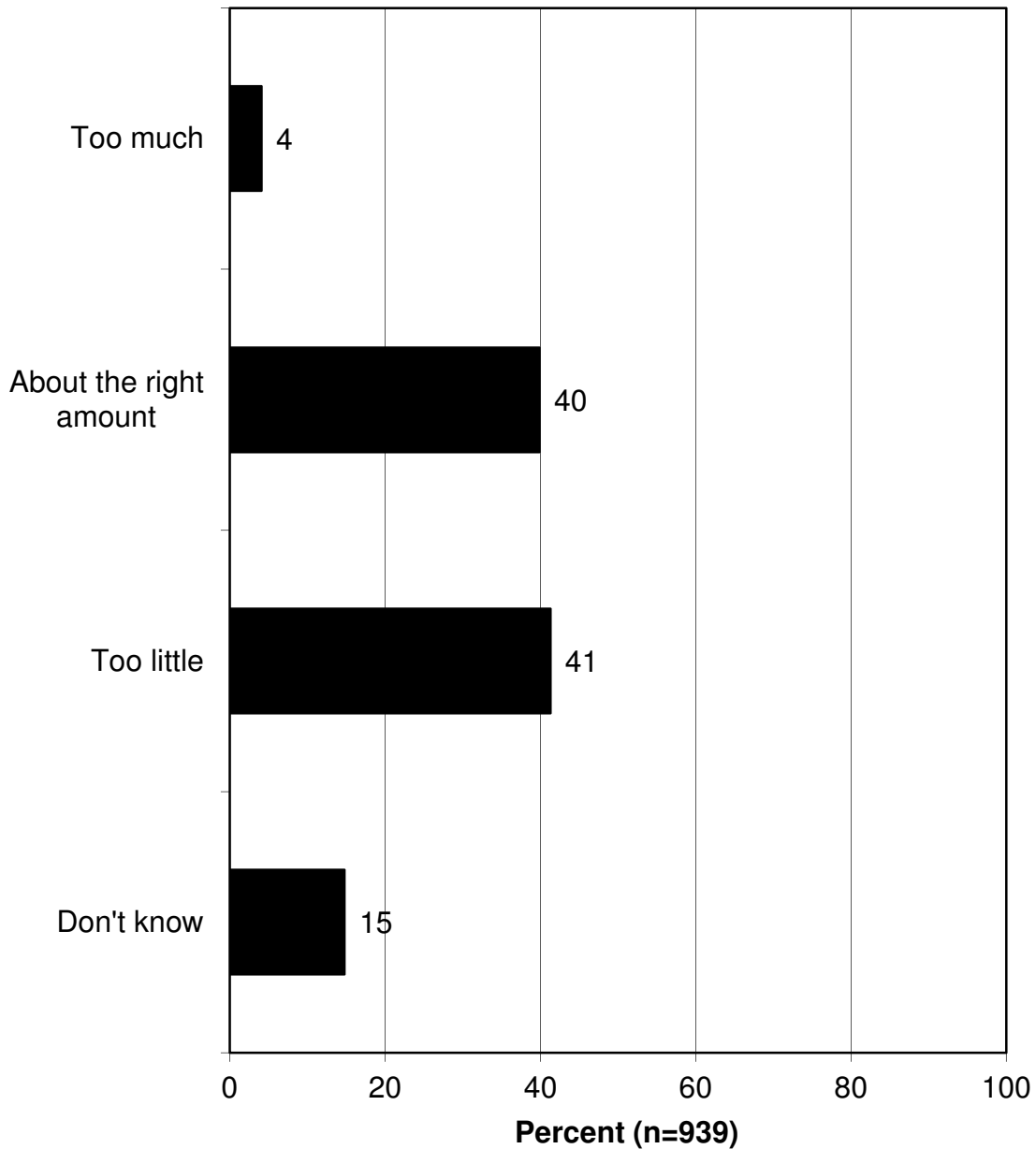
Q130. What do you think should be the primary source of funding for the Department?



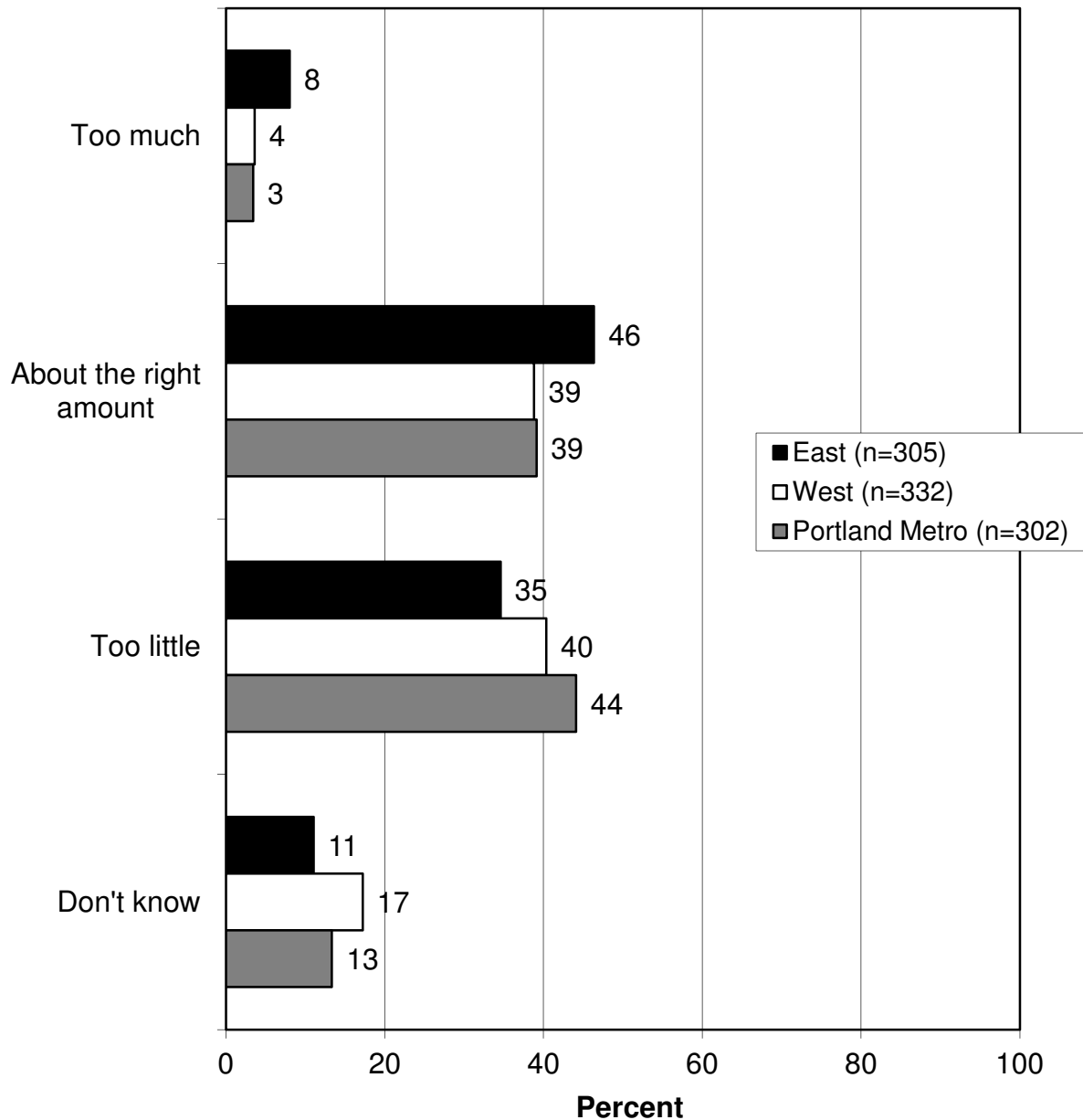
Q130. What do you think should be the primary source of funding for the Department?



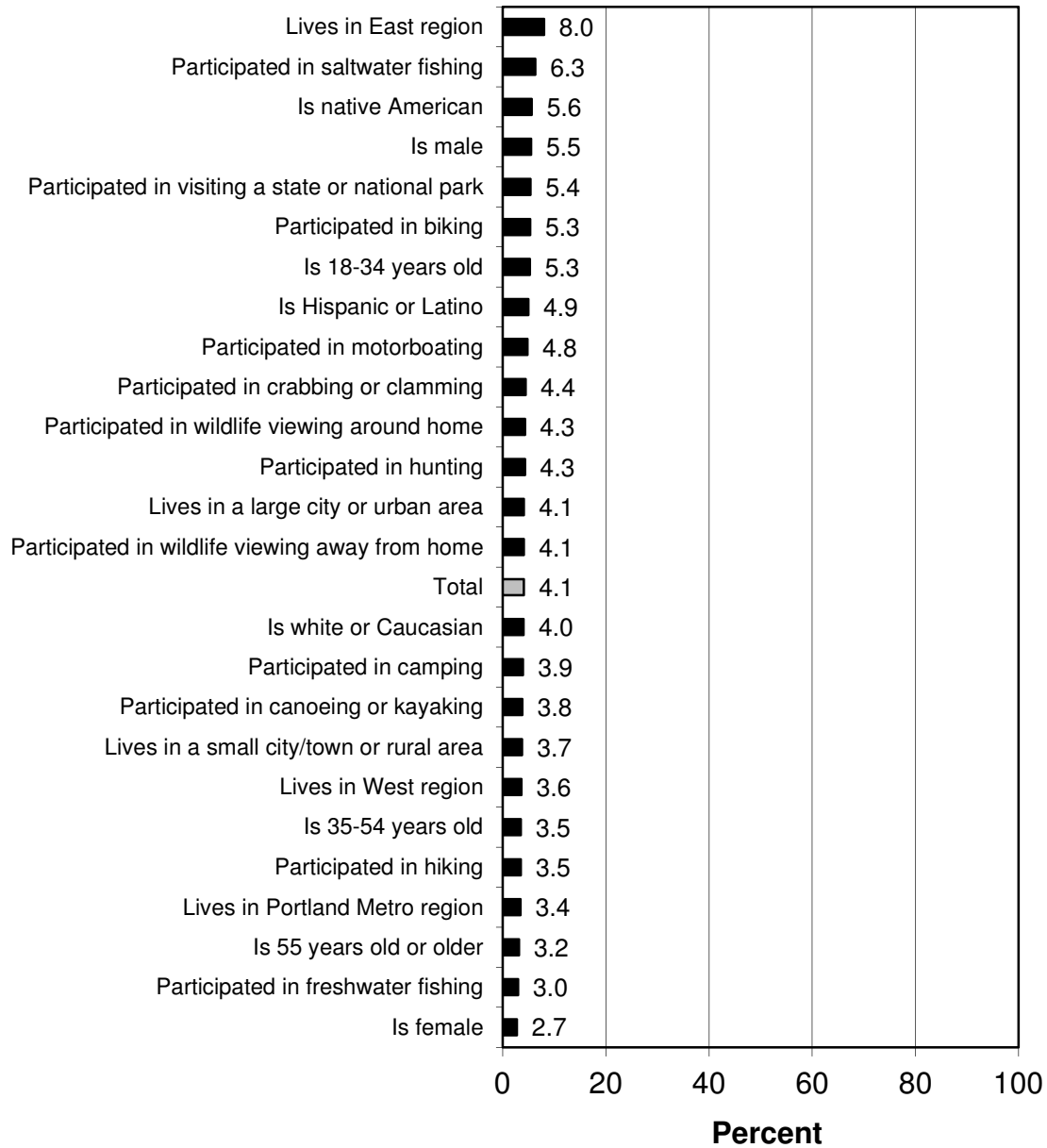
Q133. [THE DEPARTMENT'S FUNDING SOURCES WERE EXPLAINED.] Knowing that 9% of the Department's funding comes from general state tax revenues, do you think the amount of funding the Department receives from general state tax revenues is too much, about the right amount, or too little?



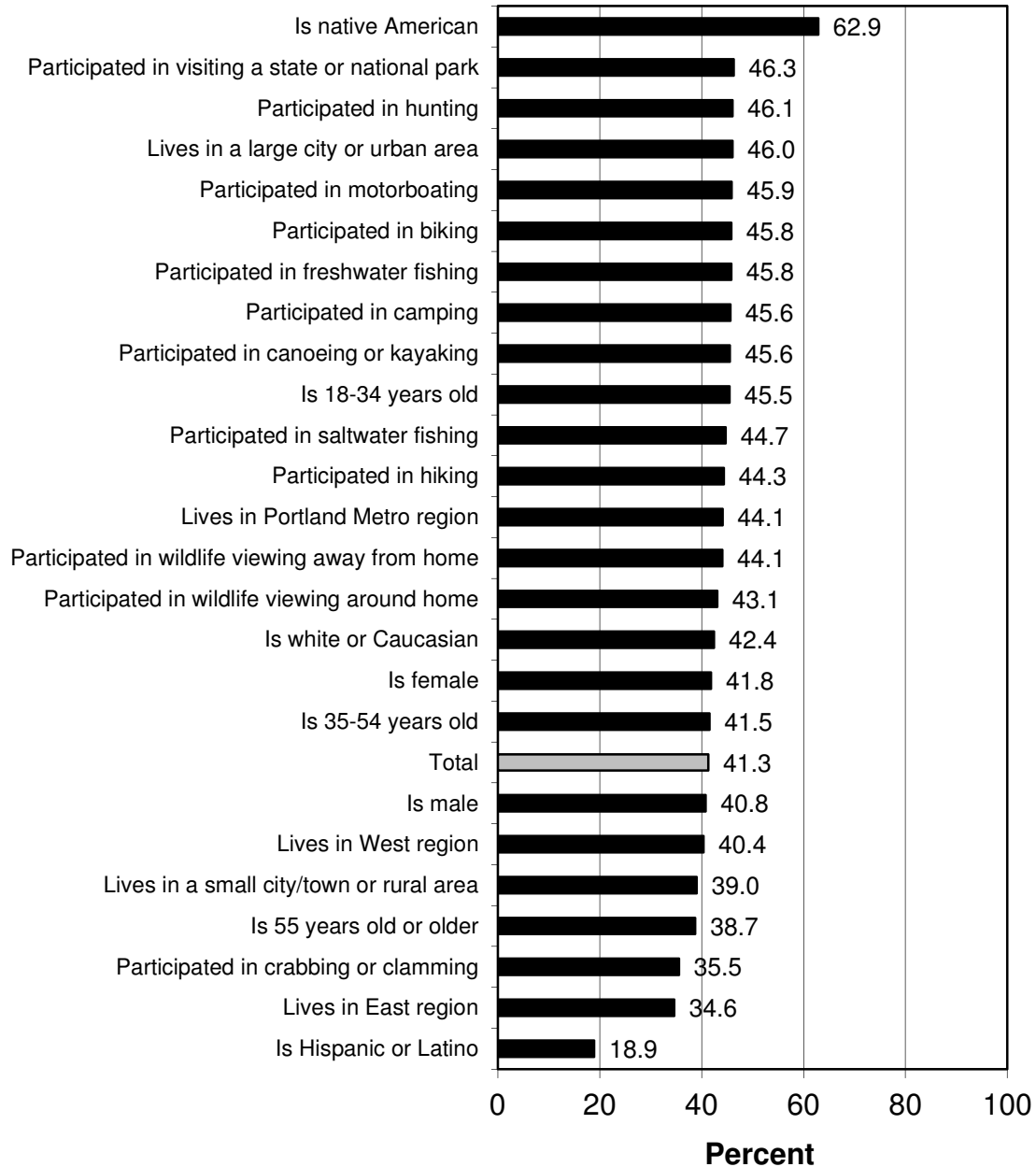
Q133. [THE DEPARTMENT'S FUNDING SOURCES WERE EXPLAINED.] Knowing that 9% of the Department's funding comes from general state tax revenues, do you think the amount of funding the Department receives from general state tax revenues is too much, about the right amount, or too little?



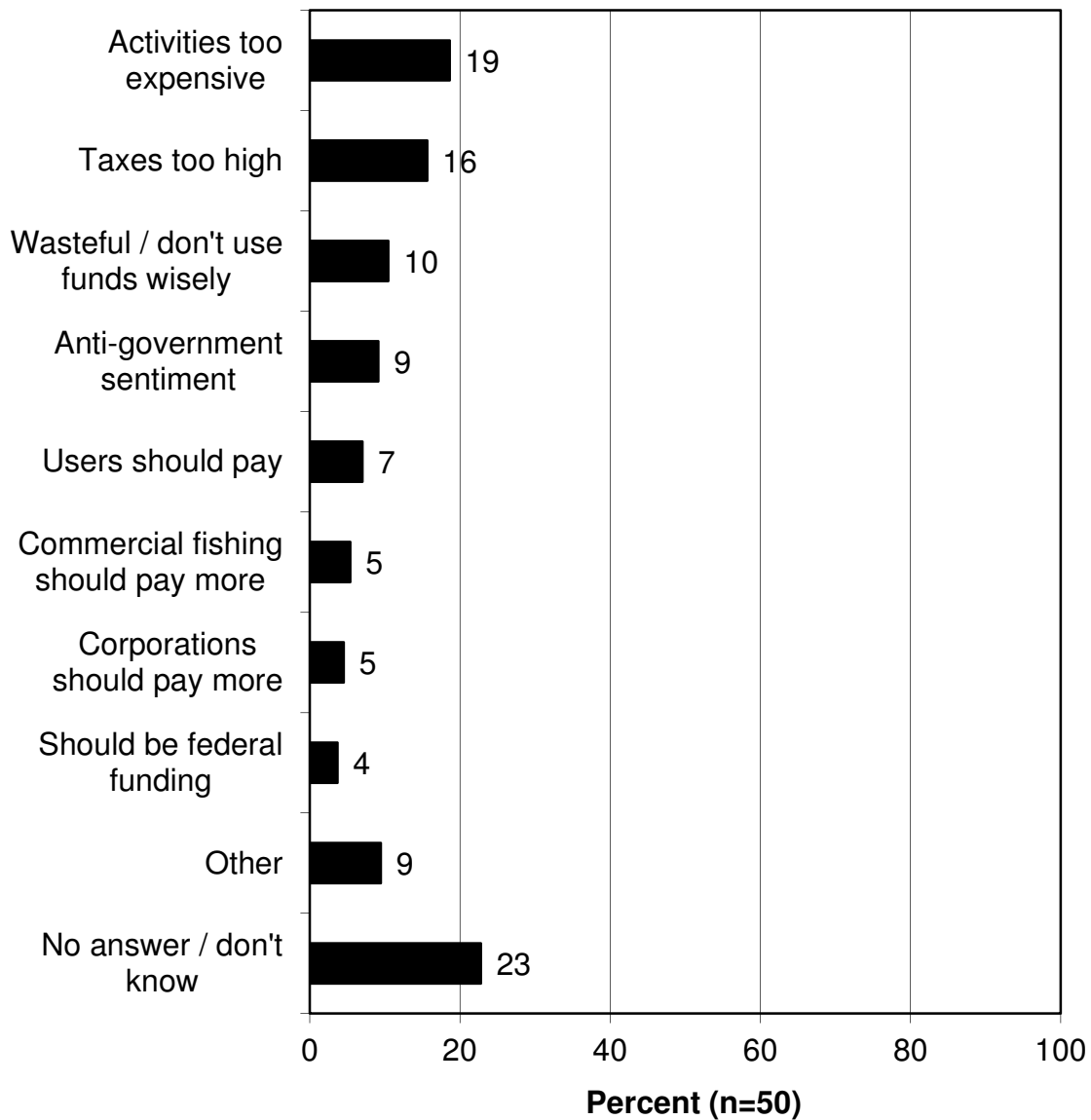
Percent of each of the following groups who think the Department's share of tax revenue is too much.



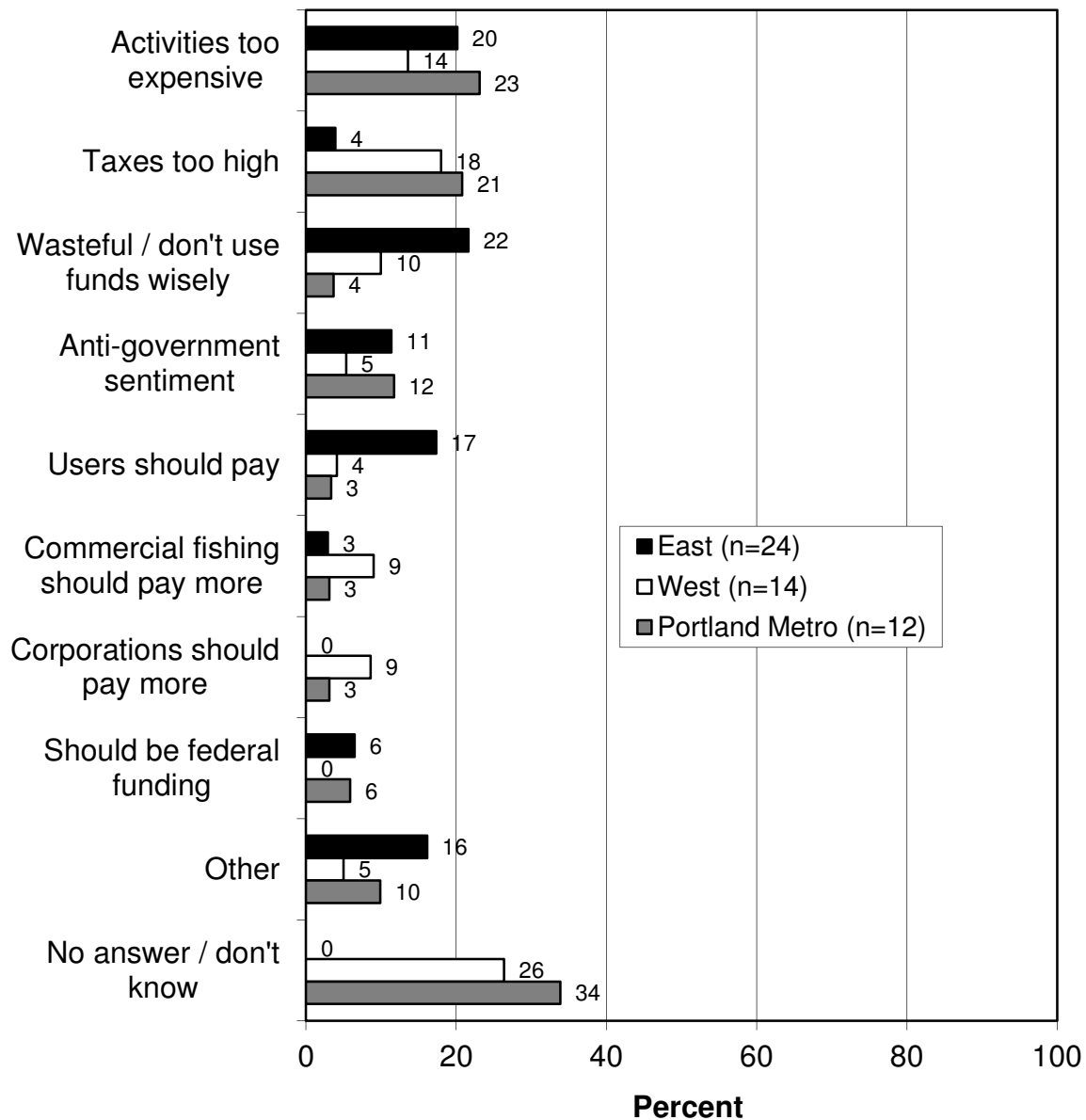
Percent of each of the following groups who think the Department's share of tax revenue is too little.



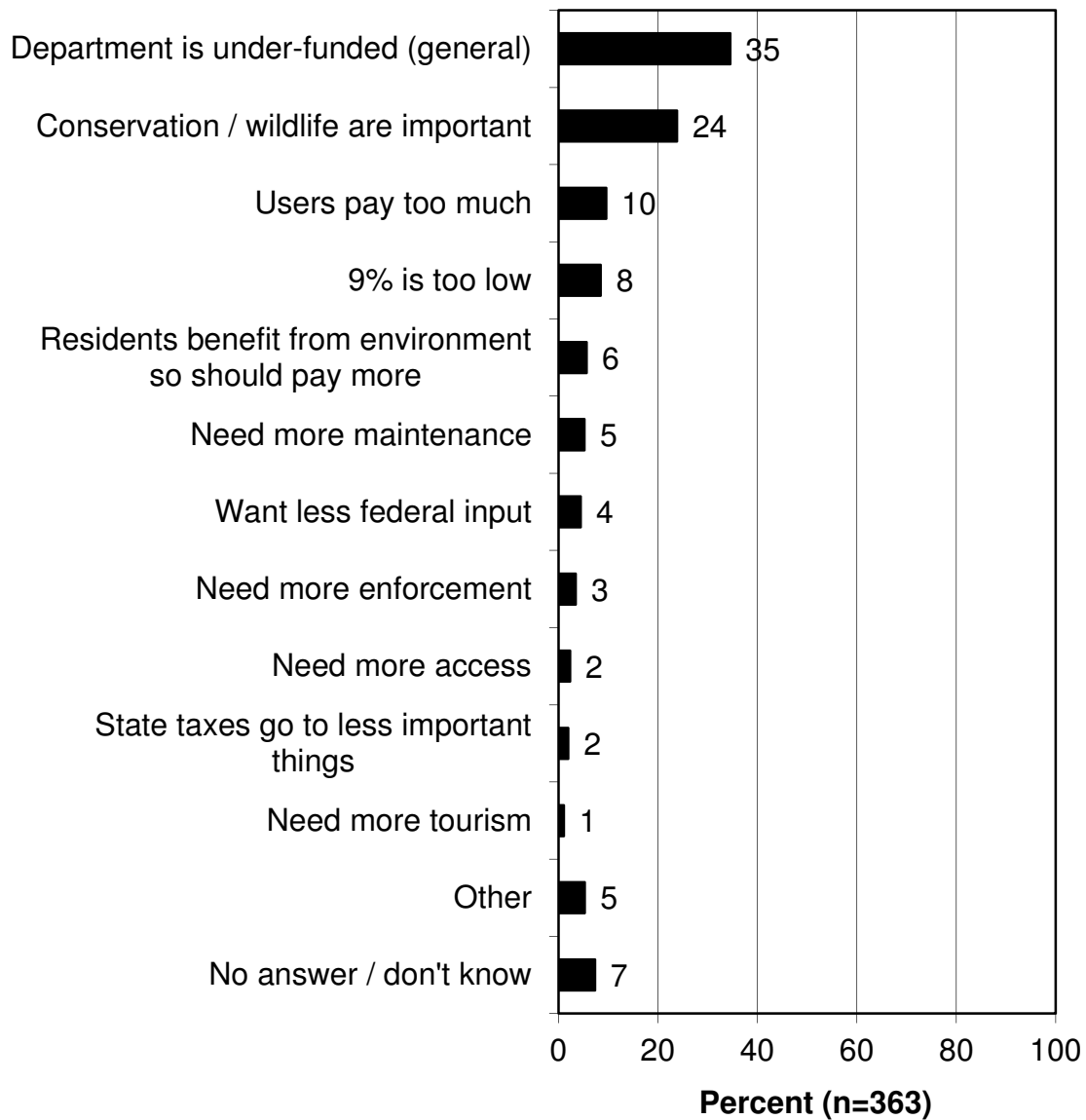
Q134. Specifically, why do you think the amount of funding the Department receives from general state tax revenues is too much? (Asked of those who had responded with 'too much.')



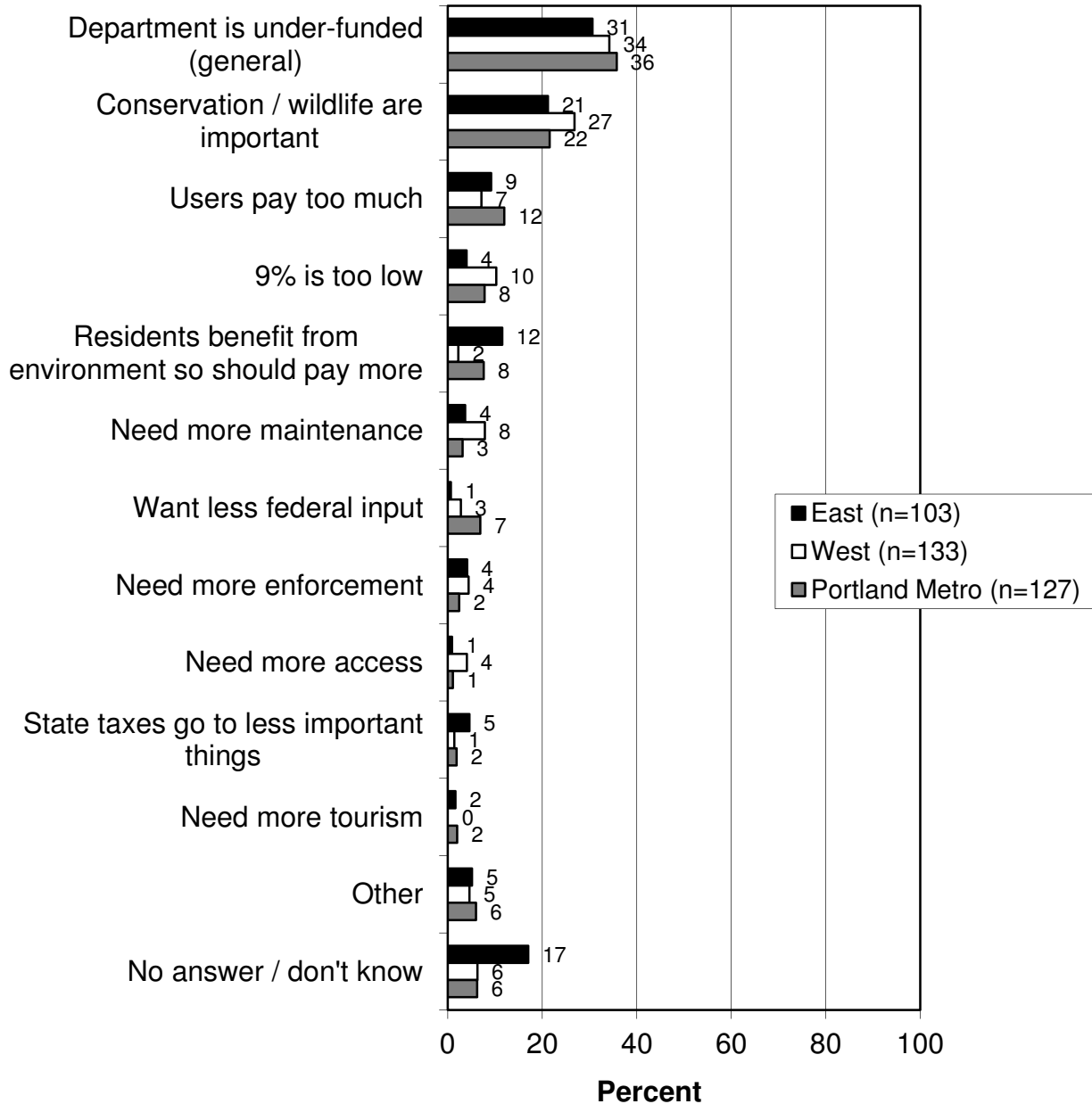
Q134. Specifically, why do you think the amount of funding the Department receives from general state tax revenues is too much? (Asked of those who had responded with 'too much.')



Q135. Specifically, why do you think the amount of funding the Department receives from general state tax revenues is too little? (Asked of those who had responded with 'too little.')



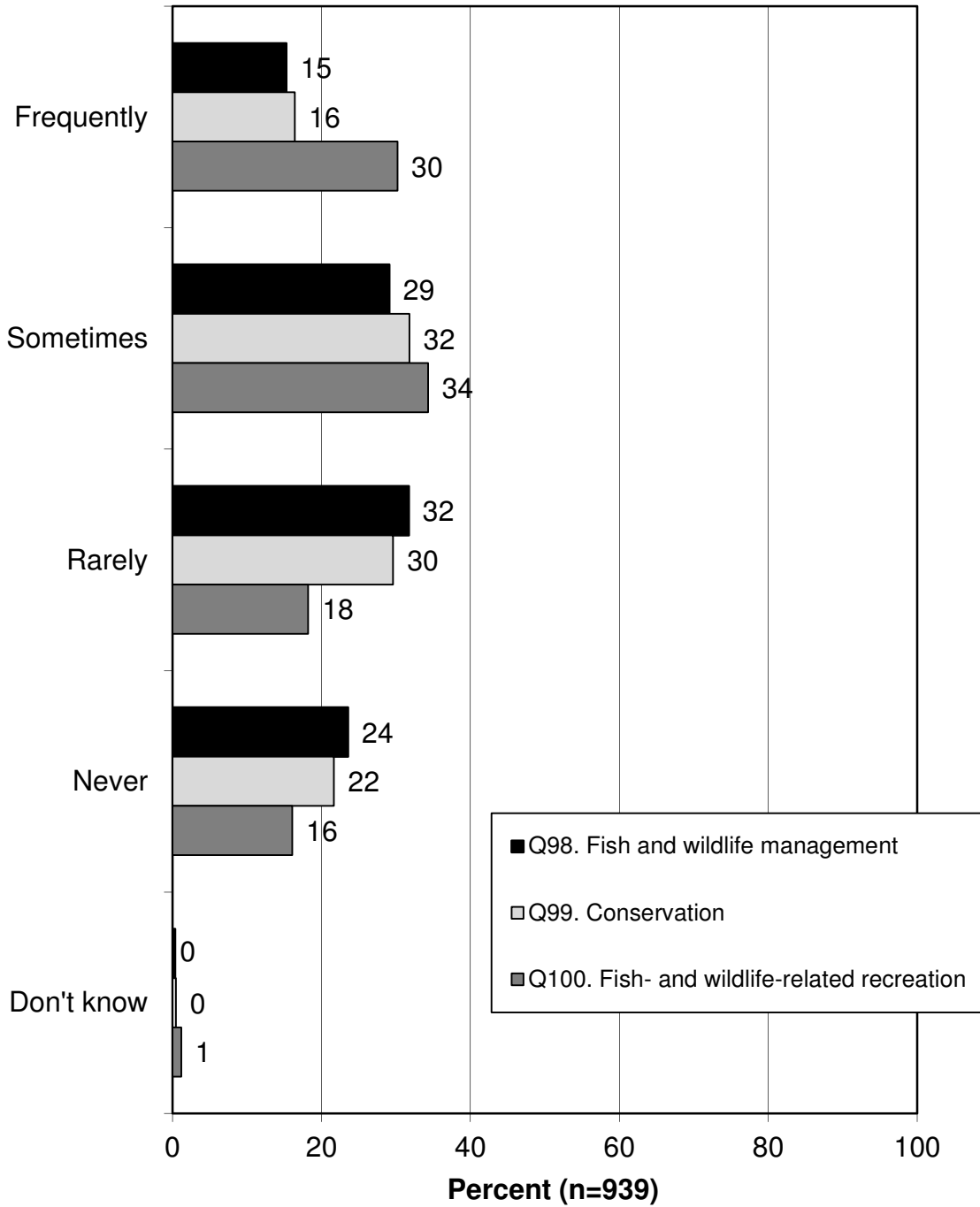
Q135. Specifically, why do you think the amount of funding the Department receives from general state tax revenues is too little? (Asked of those who had responded with 'too little.')



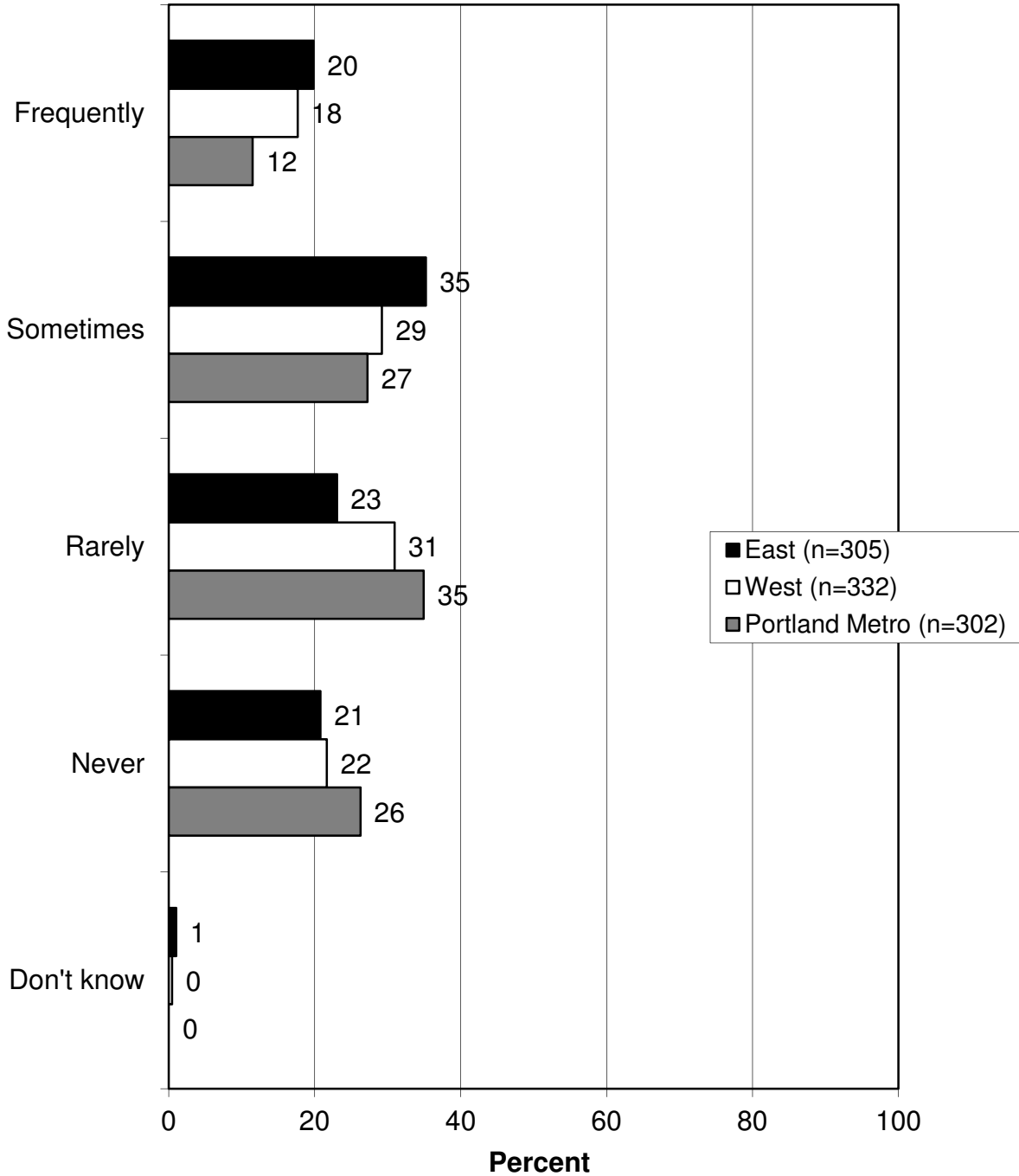
INFORMATION SOURCES ABOUT FISH, WILDLIFE, RECREATION, AND CONSERVATION

- Residents were asked about three topics on which they might seek information (fish and wildlife management, fish- and wildlife-related recreation, and conservation). They more often seek information about fish- and wildlife-related recreation than they do about conservation or fish and wildlife management.
- The survey asked about the amount of use that 16 sources of information receive from residents looking for information on fish and wildlife management, conservation, or fish- and wildlife-related recreation.
 - Friends/family as a whole is the top source; otherwise, the Department's website, the Department's printed materials, and sporting goods stores are the top sources.
 - One graph shows the percent who frequently use the sources; another graph shows the percent who frequently or sometimes use the sources.
- A follow-up open-ended question to the series above asked residents to name those sources that they use that they consider to be the most credible. The leading source in credibility is the Department website. Otherwise, friends/family and Department printed materials are the most credible.
- There was a question previously discussed that pertains to this section. Recall from the section of the report titled, "Satisfaction With the Department Overall," that 88% of residents say that the Department is *very* or *somewhat* credible as a source of information on fish and wildlife management, conservation, and fish- and wildlife-related recreation. This includes 58% who think the Department is *very* credible. (The graph for this and the regional crosstabulation graph are shown in the section of this report titled, "Satisfaction With the Department Overall.")

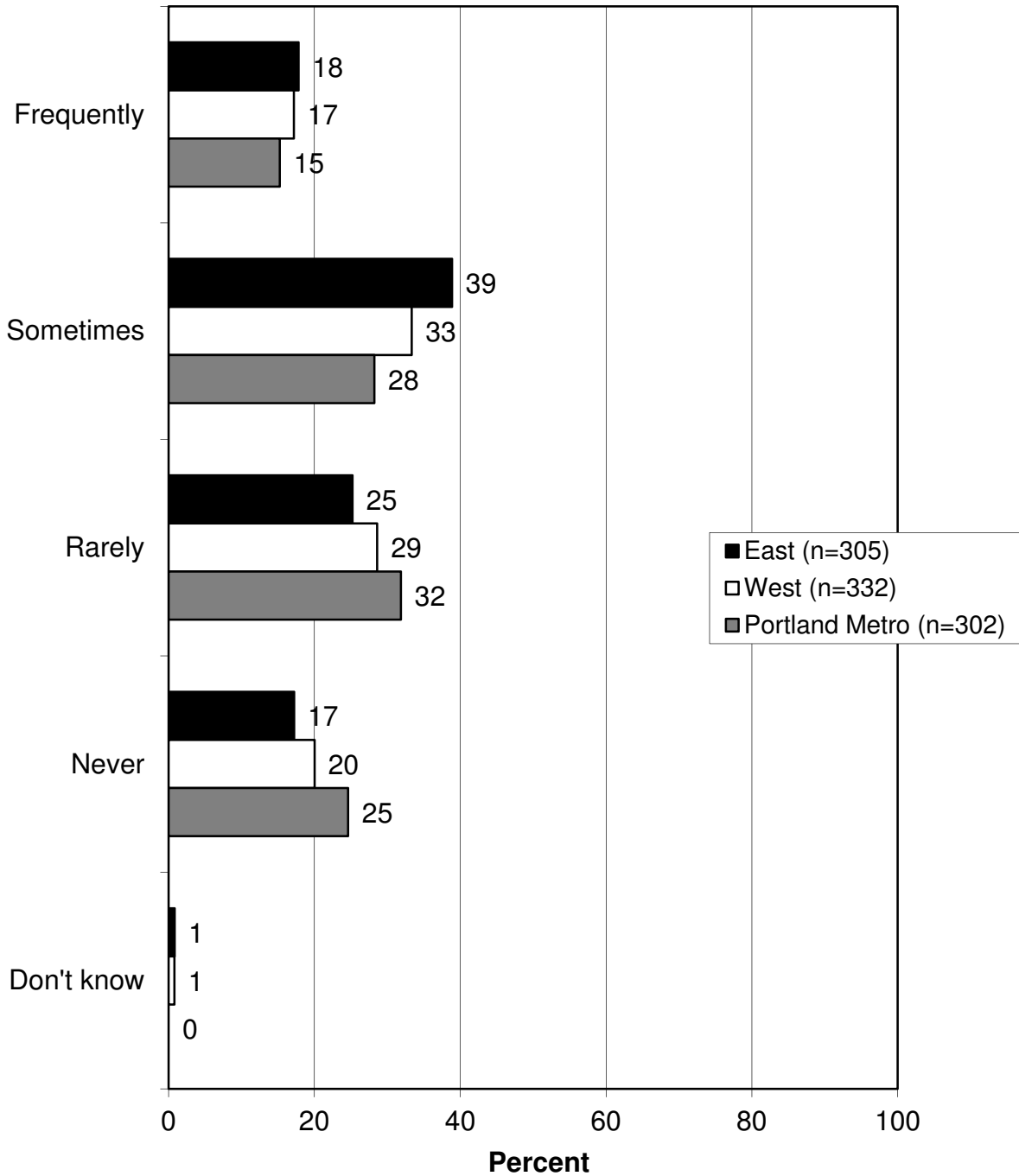
Q98-100. In general, how often do you actively seek information on each of the following topics? What about...?



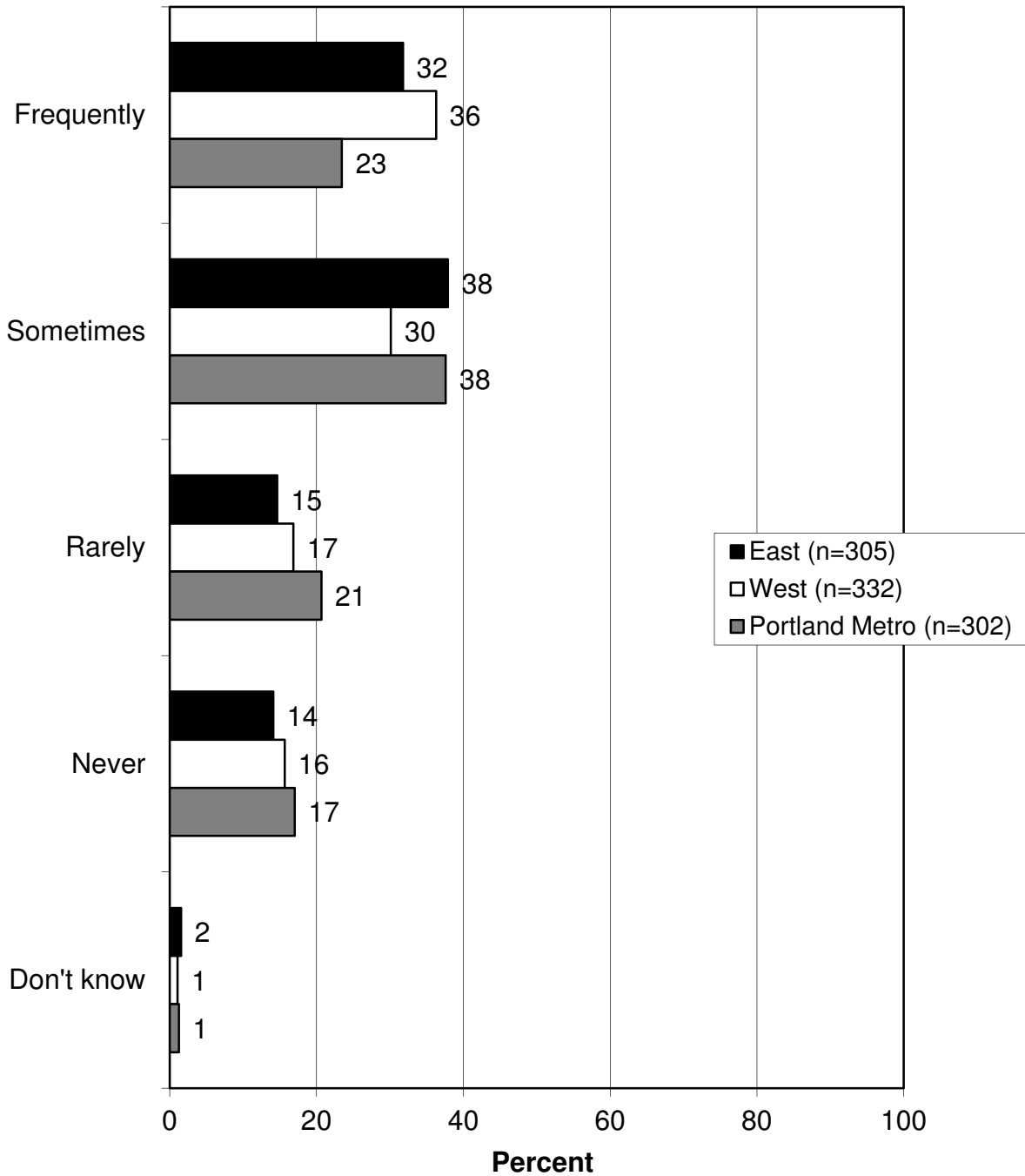
**Q98. In general, how often do you actively seek information on each of the following topics?
What about fish and wildlife management?**



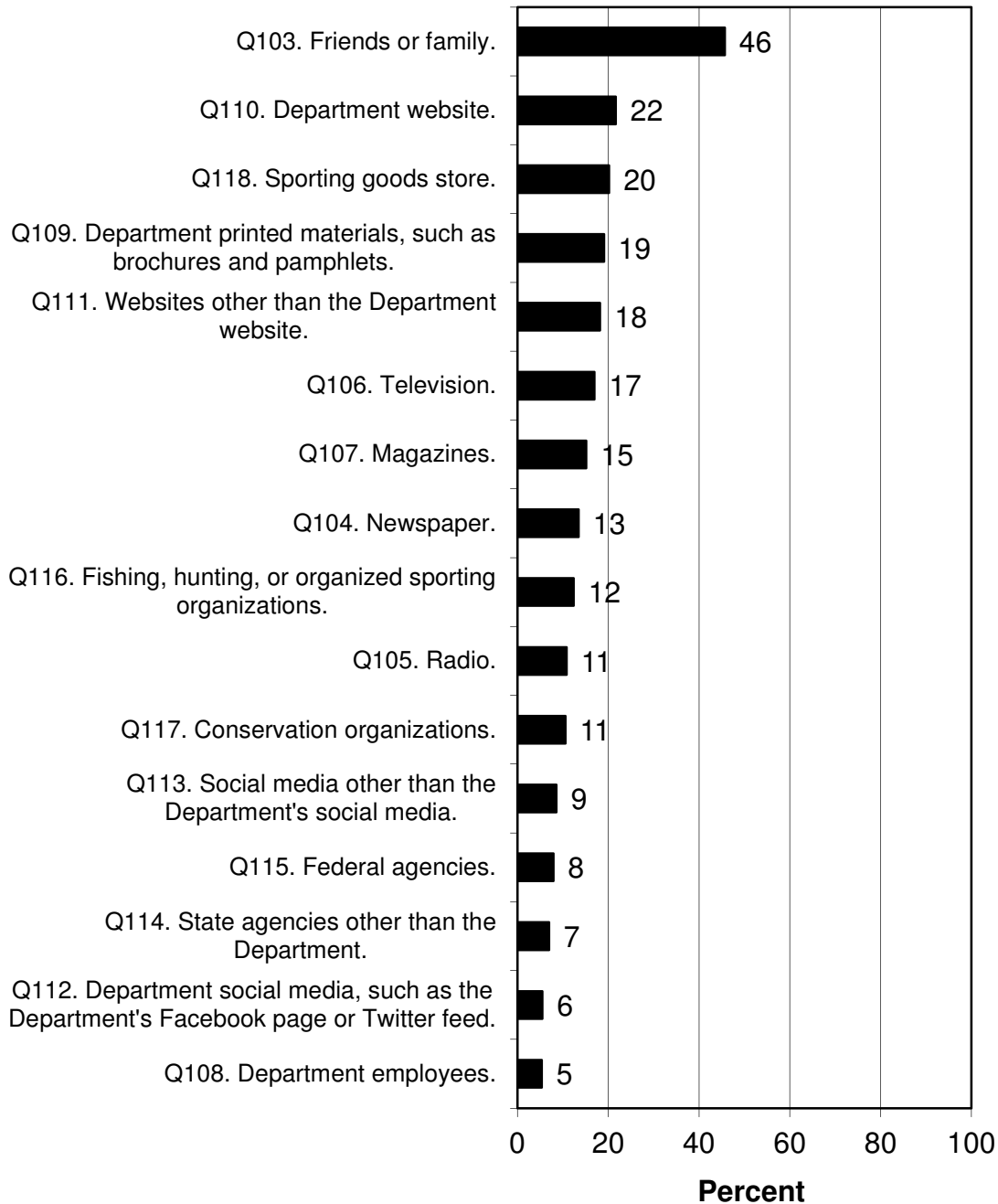
**Q99. In general, how often do you actively seek information on each of the following topics?
What about conservation?**



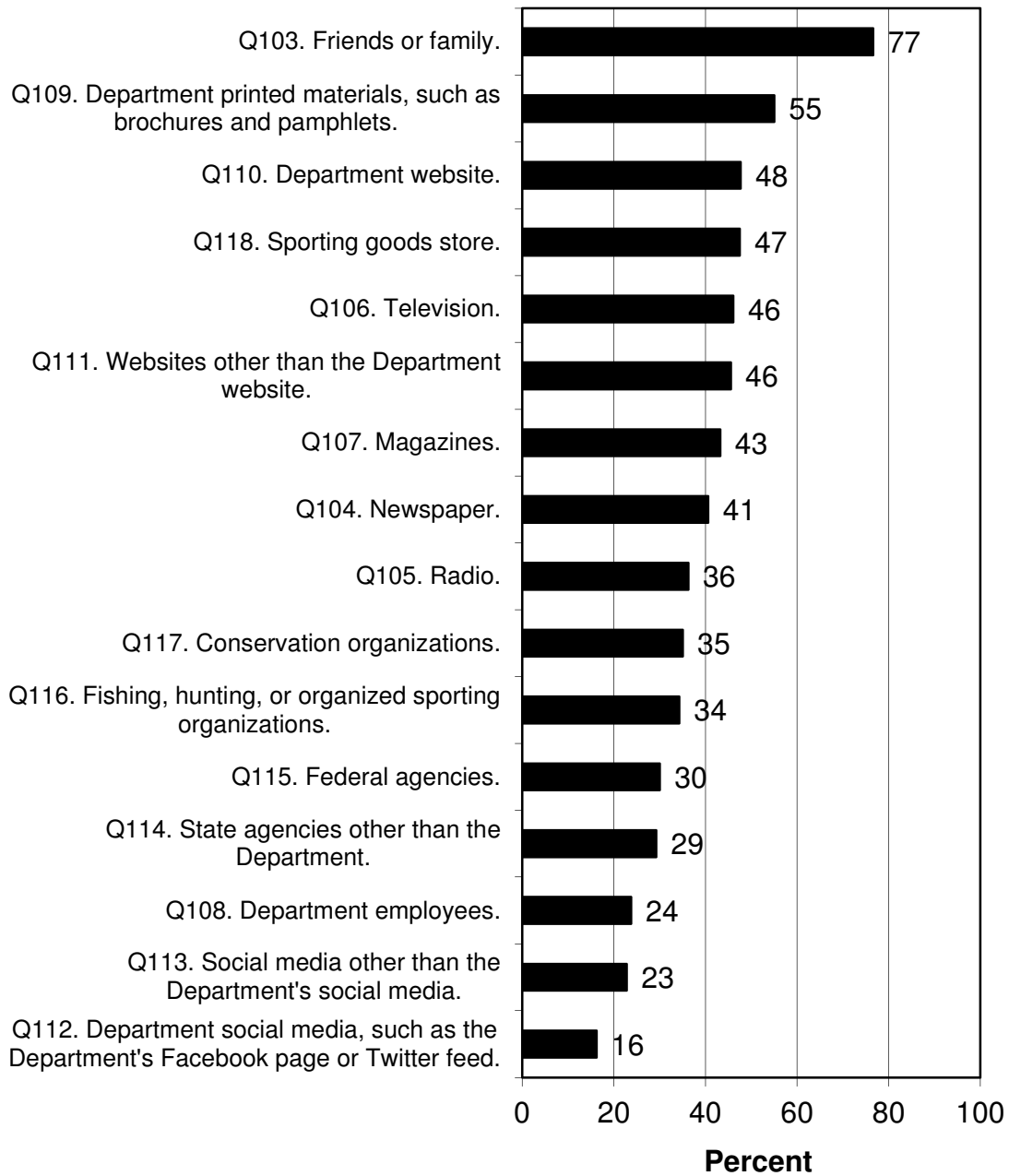
**Q100. In general, how often do you actively seek information on each of the following topics?
What about fish- and wildlife-related recreation, such as fishing, hunting, and wildlife viewing?**



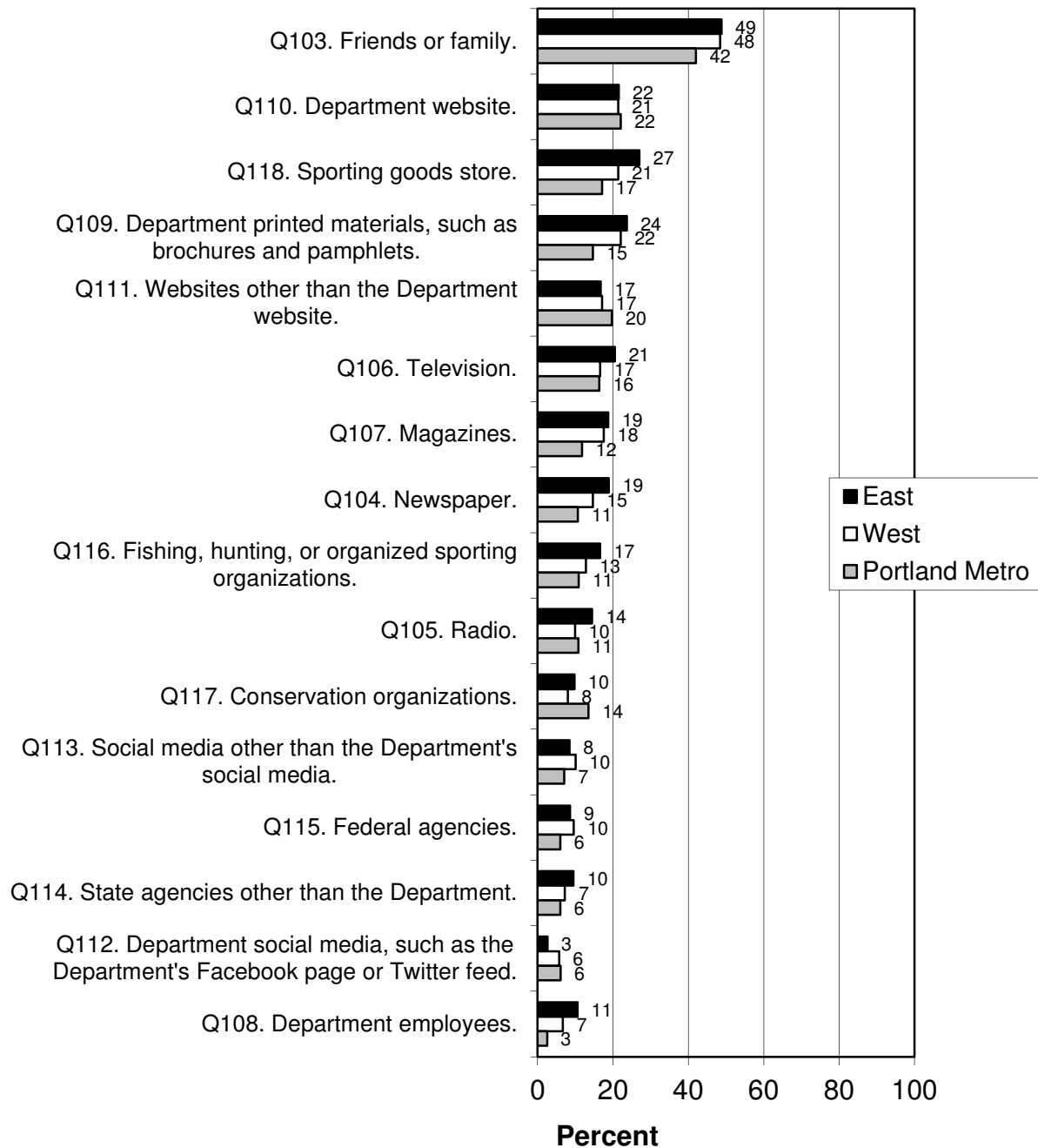
Q103-Q118. Percent who frequently use each source to obtain information on fish and wildlife management, conservation, or fish- and wildlife-related recreation in Oregon.



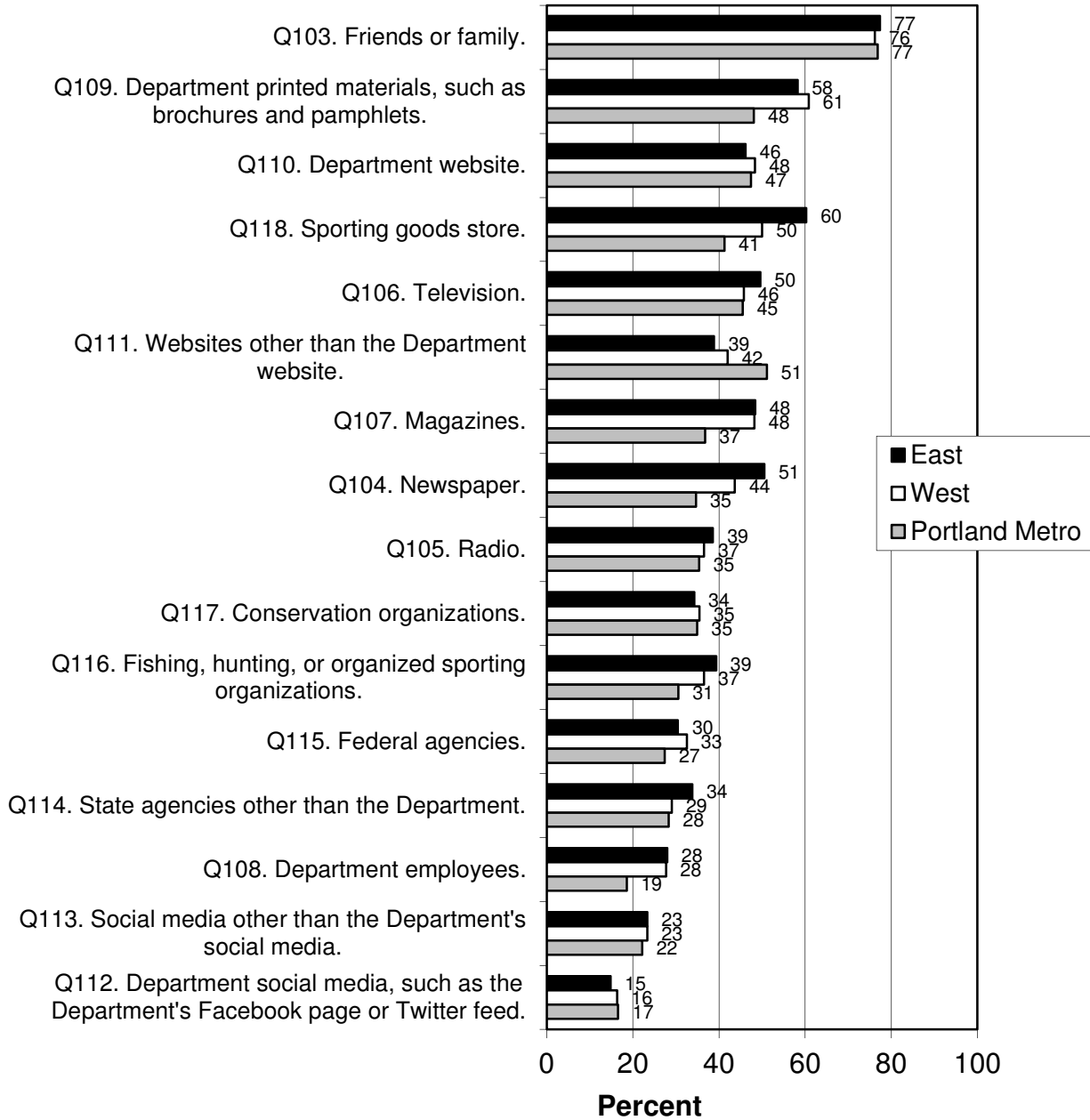
Q103-Q118. Percent who frequently or sometimes use each source to obtain information on fish and wildlife management, conservation, or fish- and wildlife-related recreation in Oregon.



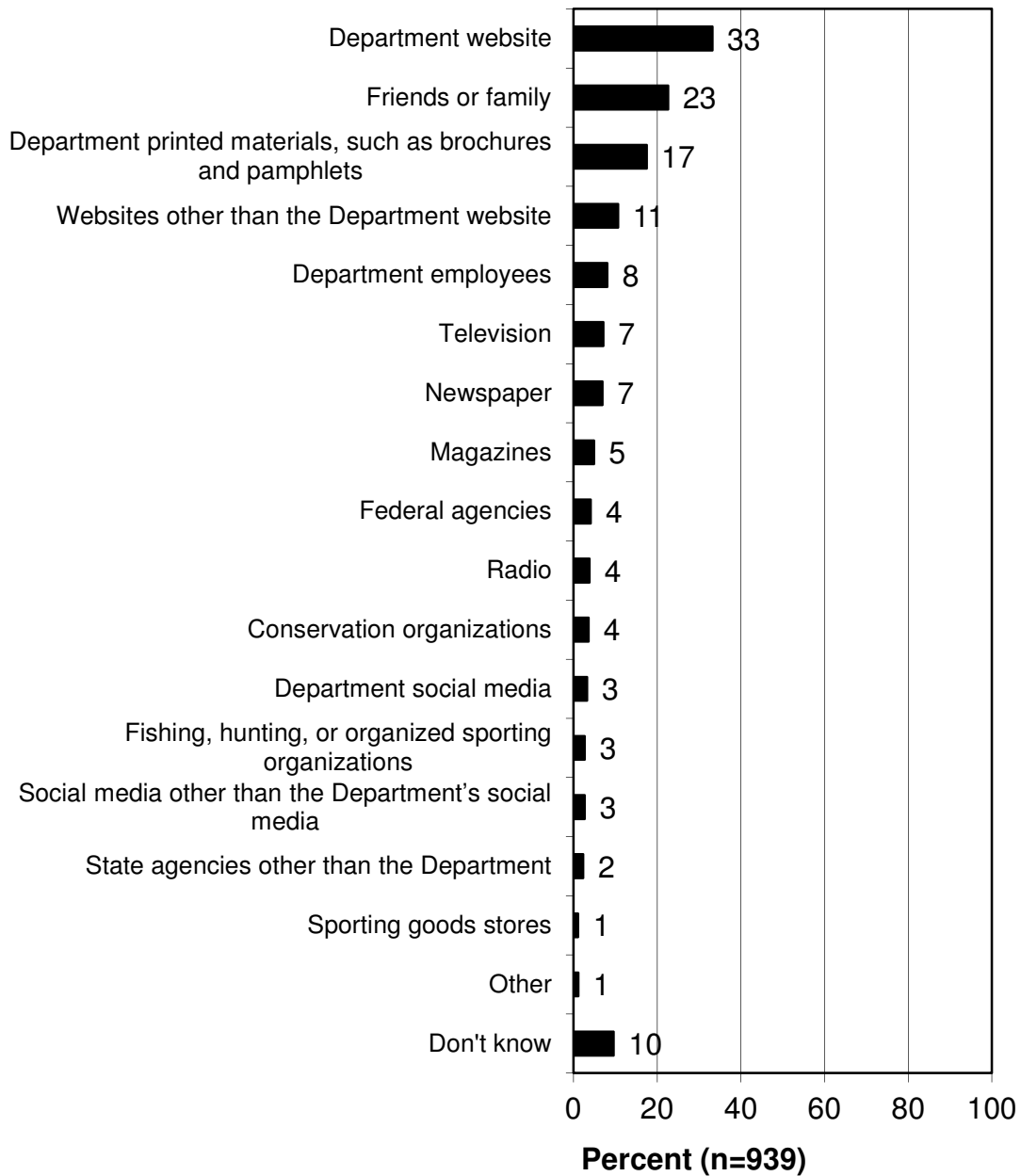
Q103-Q118. Percent who frequently use each source to obtain information on fish and wildlife management, conservation, or fish- and wildlife-related recreation in Oregon.



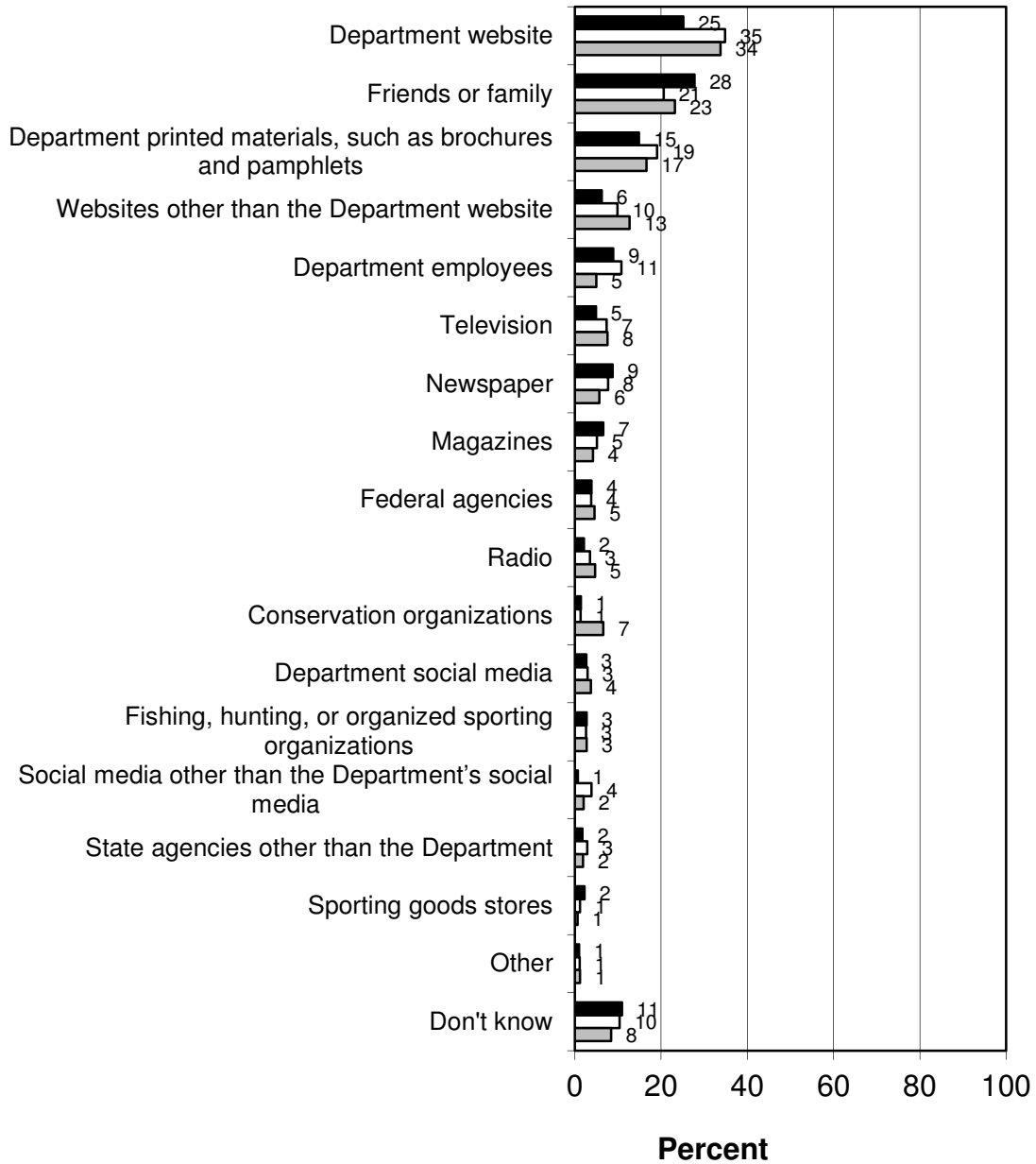
Q103-Q118. Percent who frequently or sometimes use each source to obtain information on fish and wildlife management, conservation, or fish- and wildlife-related recreation in Oregon.



Q122. Which of the sources you use most often do you consider the most credible as a source of information on fish and wildlife management, conservation, and fish- and wildlife-related recreation?



Q122. Which of the sources you use most often do you consider the most credible as a source of information on fish and wildlife management, conservation, and fish- and wildlife-related recreation?

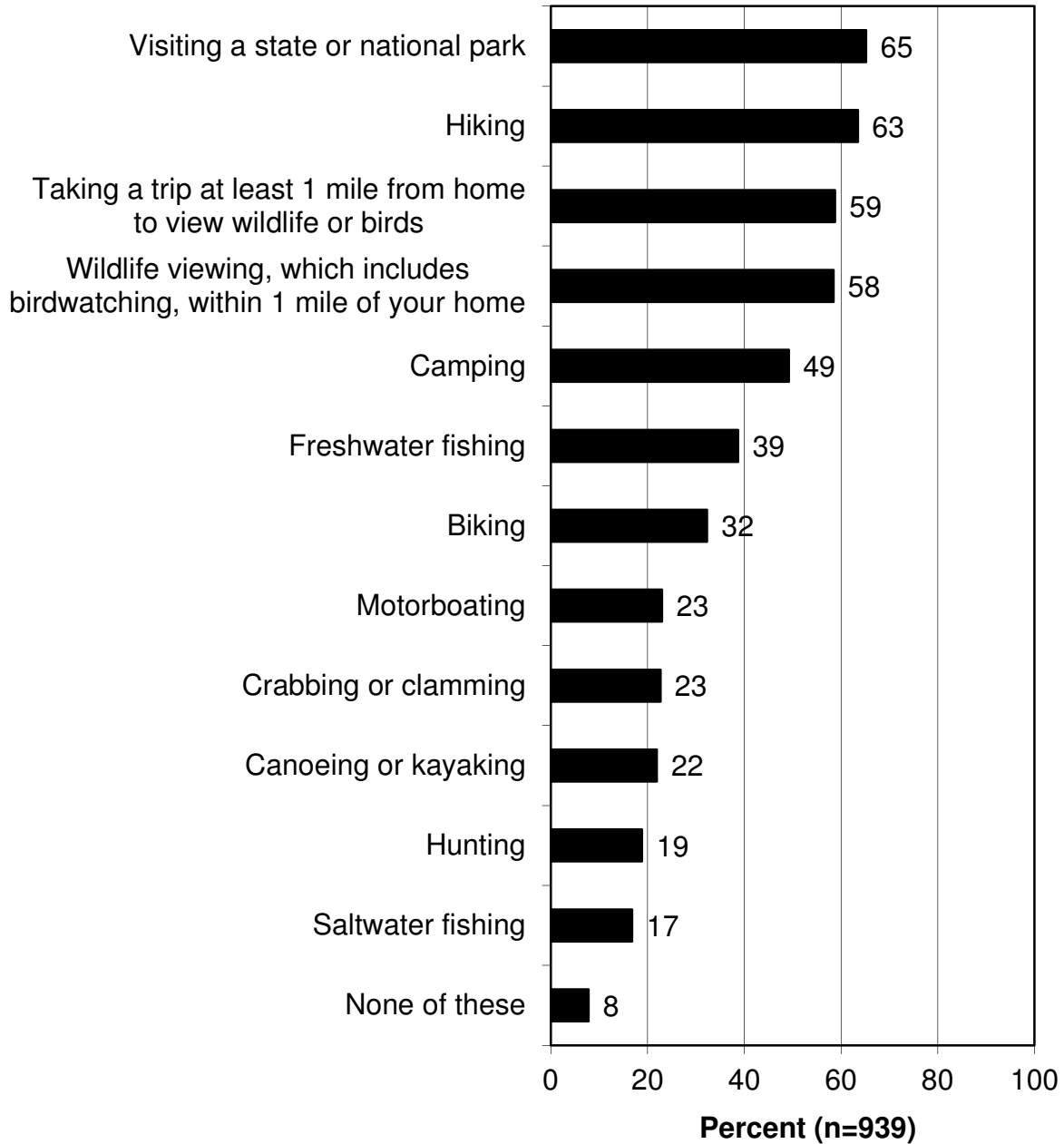


PARTICIPATION IN OUTDOOR RECREATION

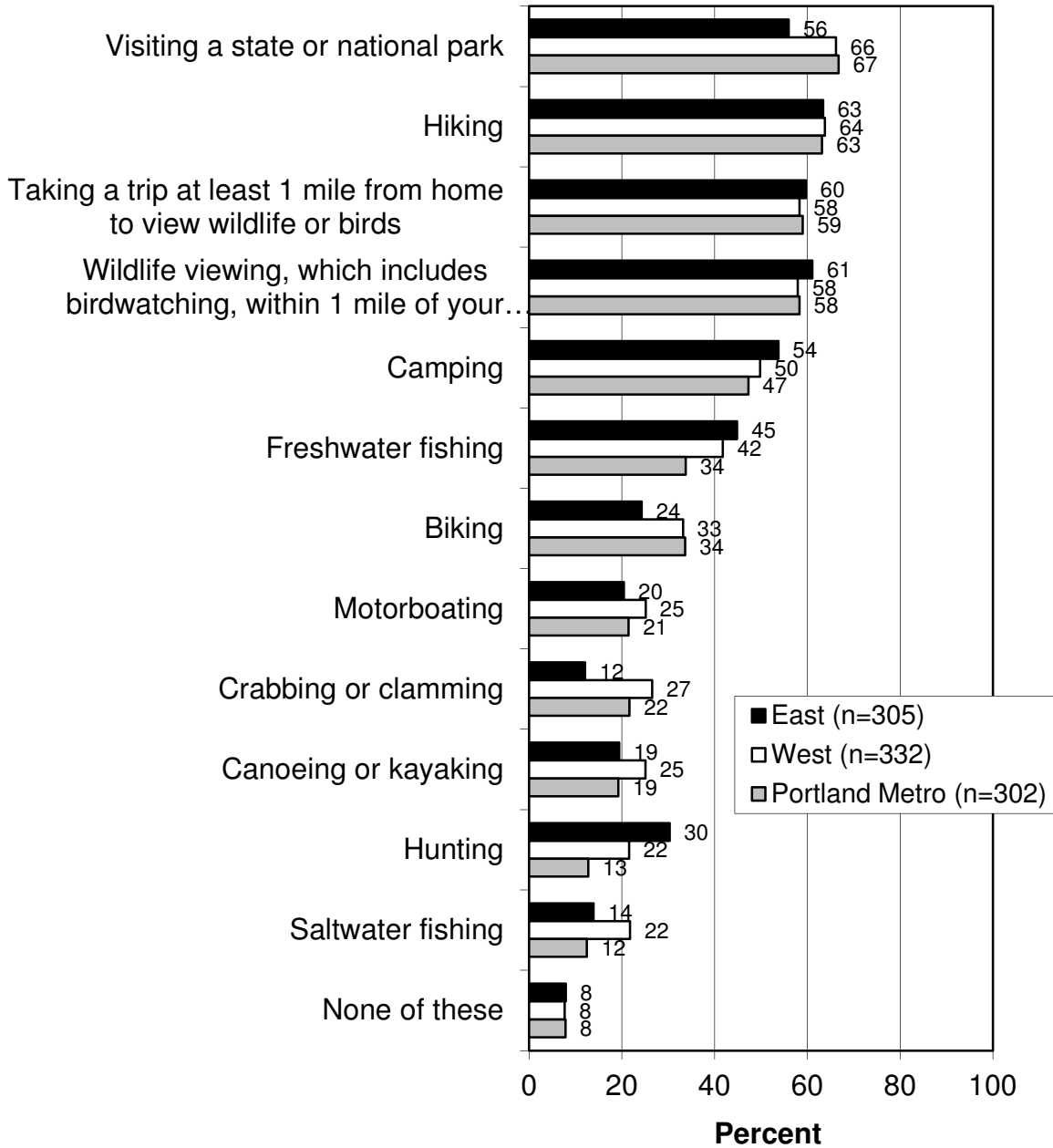
- The survey listed 12 outdoor activities and asked residents if they had participated in them in the past 12 months. Large majorities had visited a state or national park, hiked, taken a trip of at least a mile in which they had viewed wildlife or birds, and/or viewed wildlife and birds at home. The graph shows the full list.
 - A follow-up question asked if residents had participated in any other outdoor activities. Gardening, walking, and off-roading topped the list; the graph shows the full results.

- To put the participation rates in context, Responsive Management examined selected activities in other studies on participation in outdoor recreation in Oregon, where the activity definition allowed for comparisons.
 - For hunting, Responsive Management’s rate in 1 year (19% among all residents) is commensurate with the rate of having a license in a 3-year timeframe (also 19% among likely voters). Note that not all hunting requires a license. (The study referenced is a survey by Fairbank, Maslin, Maullin & Associates, “Oregon Conservation Issues Survey, 220-2346WT.”)
 - For camping, Responsive Management’s rate in 1 year (49%) is commensurate with the Oregon SCORP study in 2011 (51%) and with the Fairbank, Maslin, Maullin & Associates study in 2007 (59%) (the Oregon SCORP study showed the rate for 1 year and specified the activity as “developed camping”; the FMM & Assoc. study showed the rate of those who say that they do developed camping “frequently” or “occasionally”). (SCORP stands for State Comprehensive Outdoor Recreation Plan, which included a survey of state residents’ participation in outdoor recreation.)
 - For bicycling, Responsive Management’s rate in 1 year (32%) is commensurate with the Oregon SCORP study in 2011 (35%).

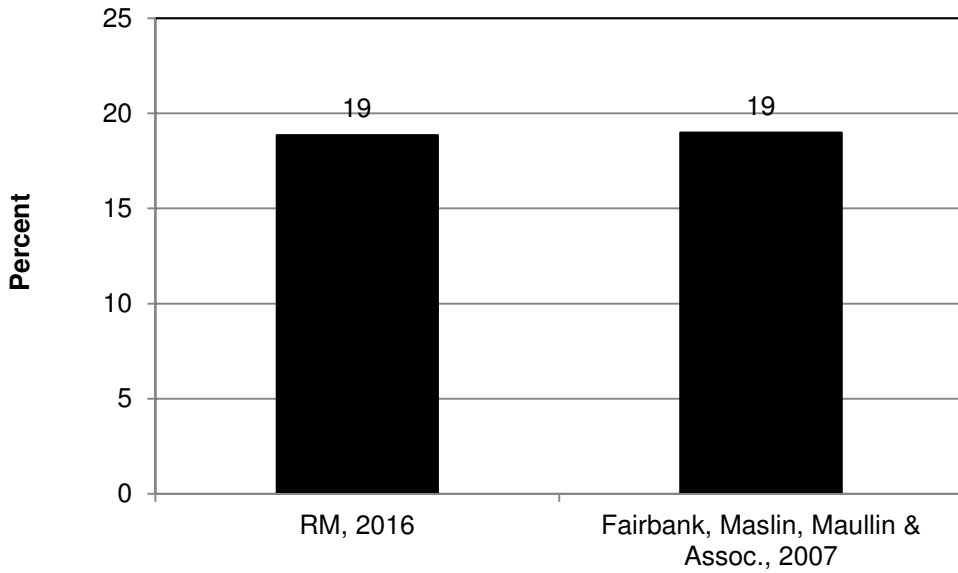
Q13. I'm going to read a list of outdoor activities, and I would like to know if you've participated in each in Oregon in the past 12 months.



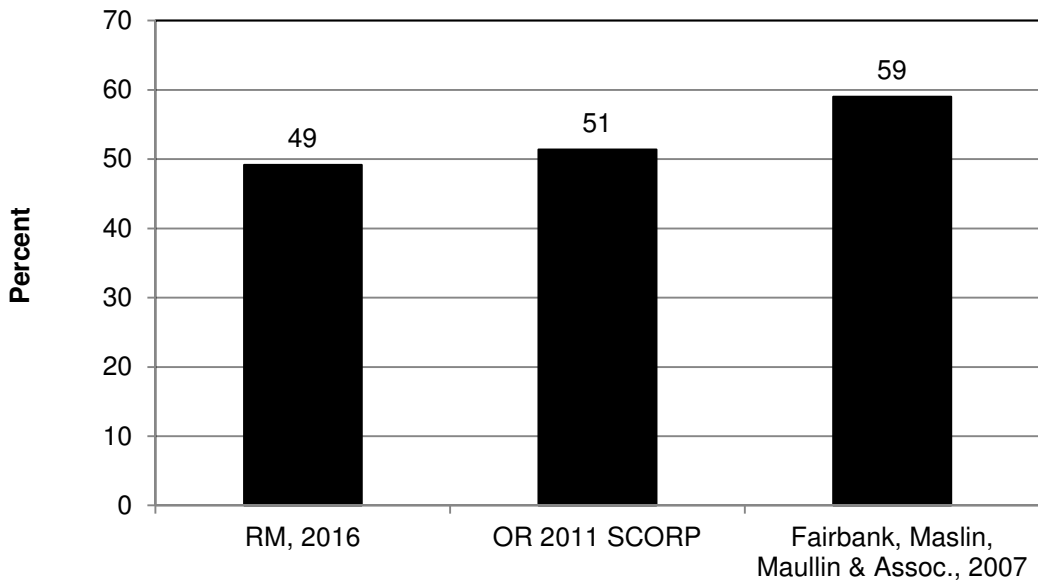
Q13. I'm going to read a list of outdoor activities, and I would like to know if you've participated in each in Oregon in the past 12 months.

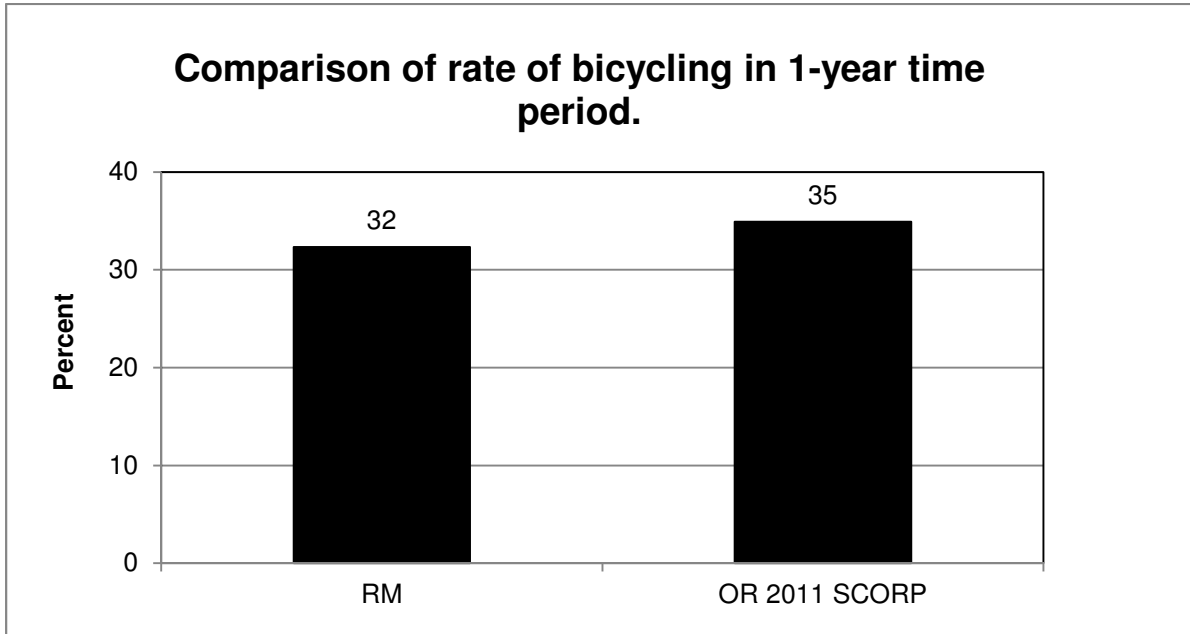


Comparison of rate of hunting in 1-year time period to rate of having a hunting license in 3-year time period.

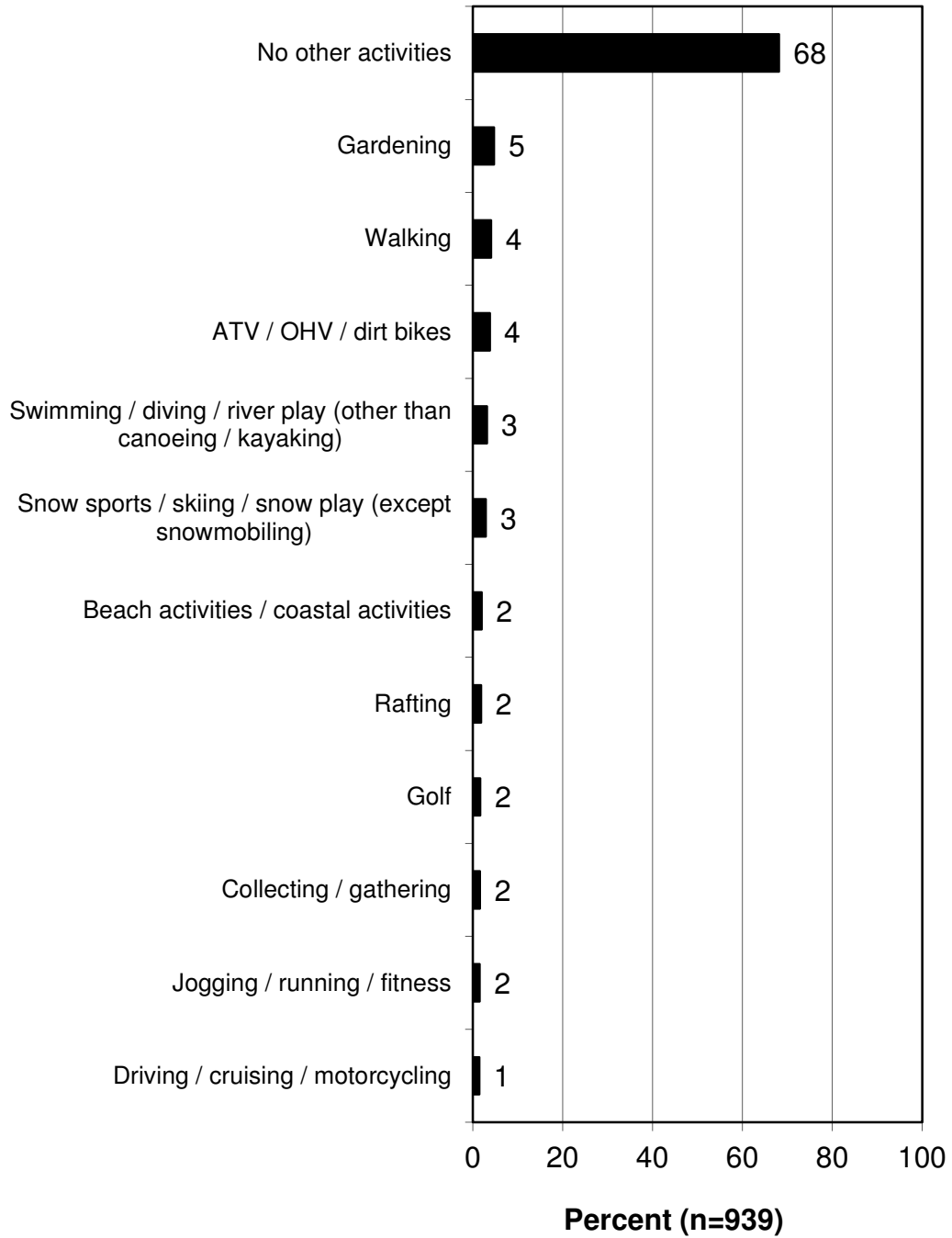


Comparison of rate of camping in 1-year time period to rate of camping in 1-year timeframe and rate of camping "frequently" or "occasionally."

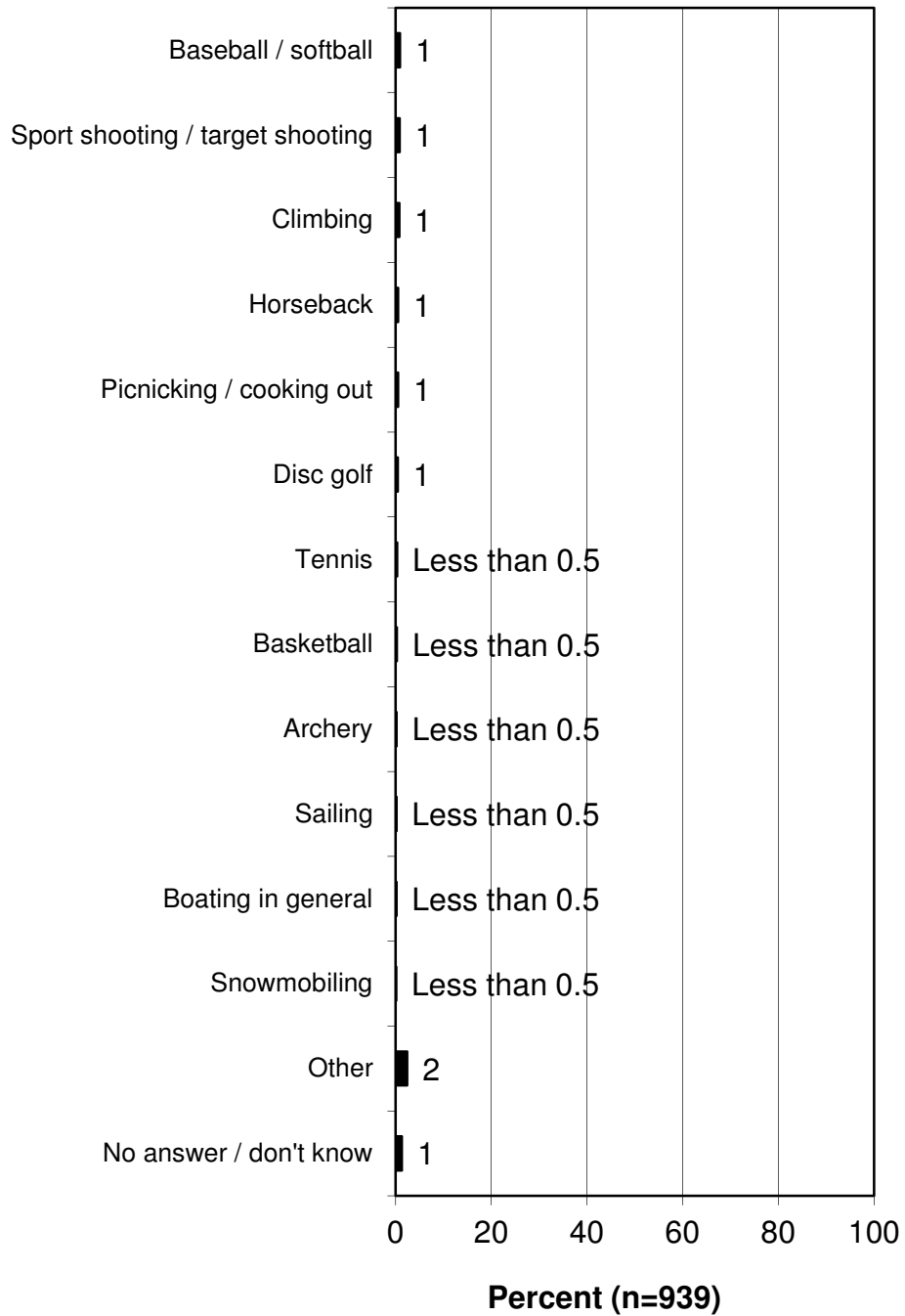




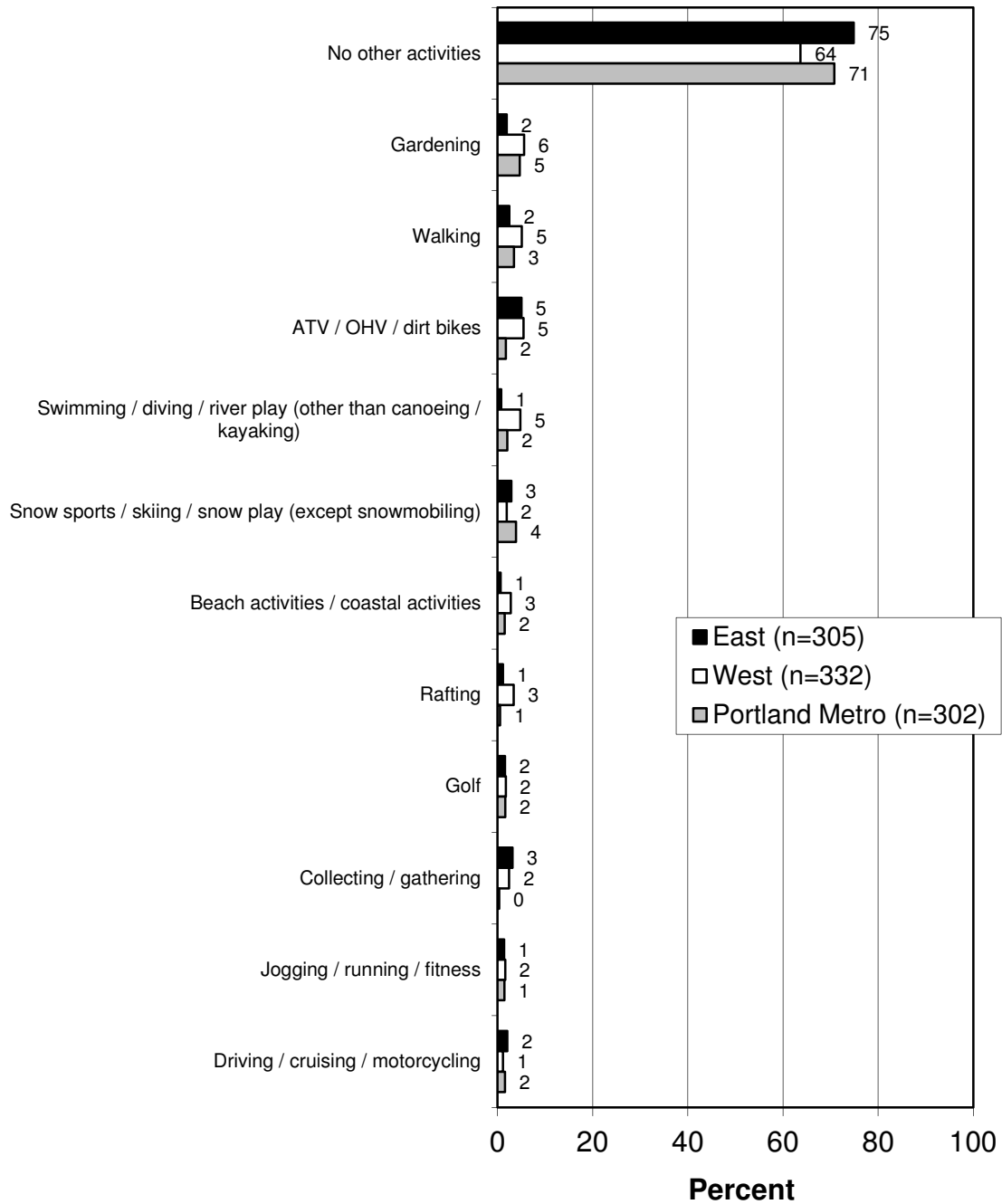
**Q15. Have you participated in any other outdoor activities in Oregon in the past 12 months?
(Part 1)**



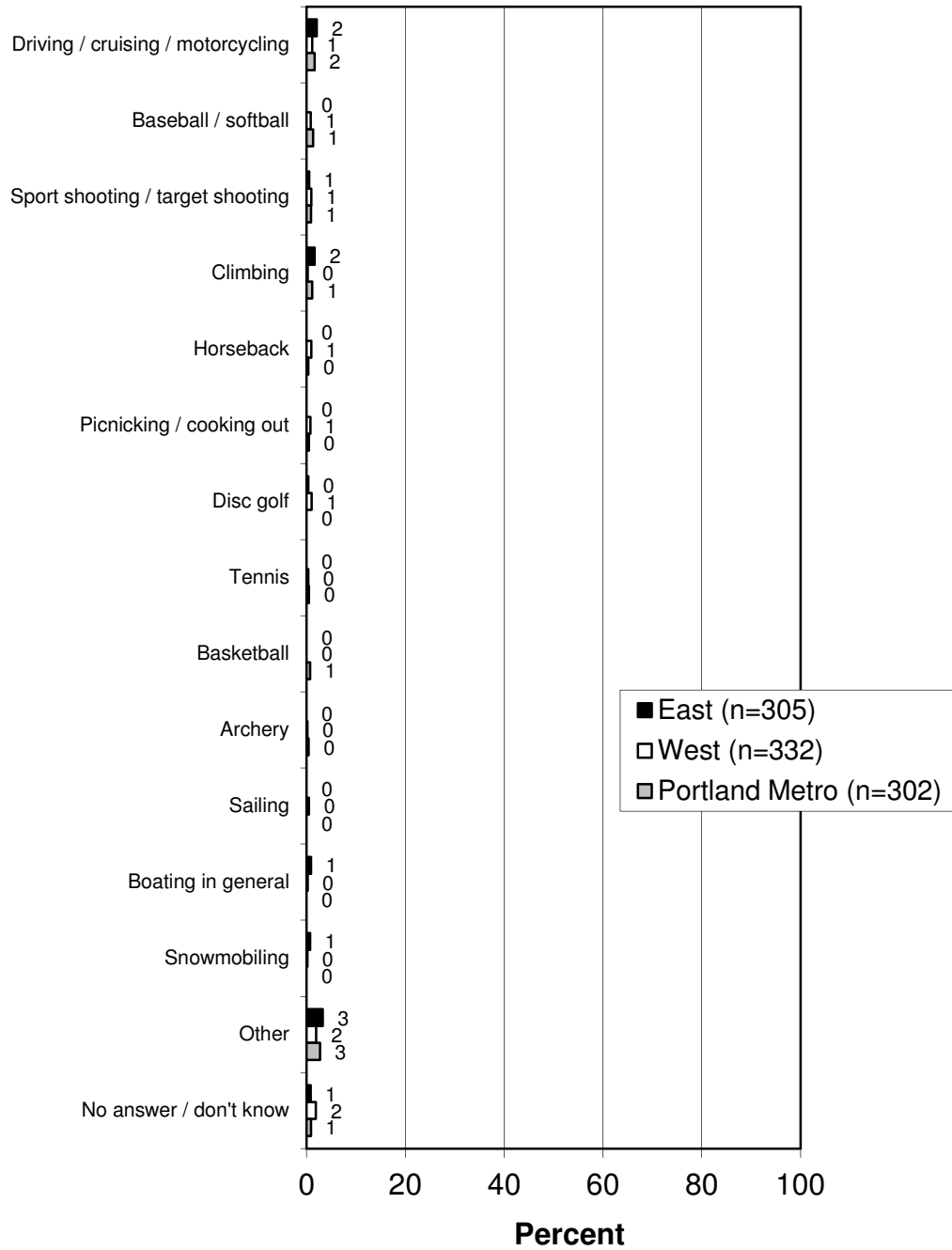
**Q15. Have you participated in any other outdoor activities in Oregon in the past 12 months?
(Part 2)**



Q15. Have you participated in any other outdoor activities in Oregon in the past 12 months? (Part 1)



Q15. Have you participated in any other outdoor activities in Oregon in the past 12 months? (Part 2)

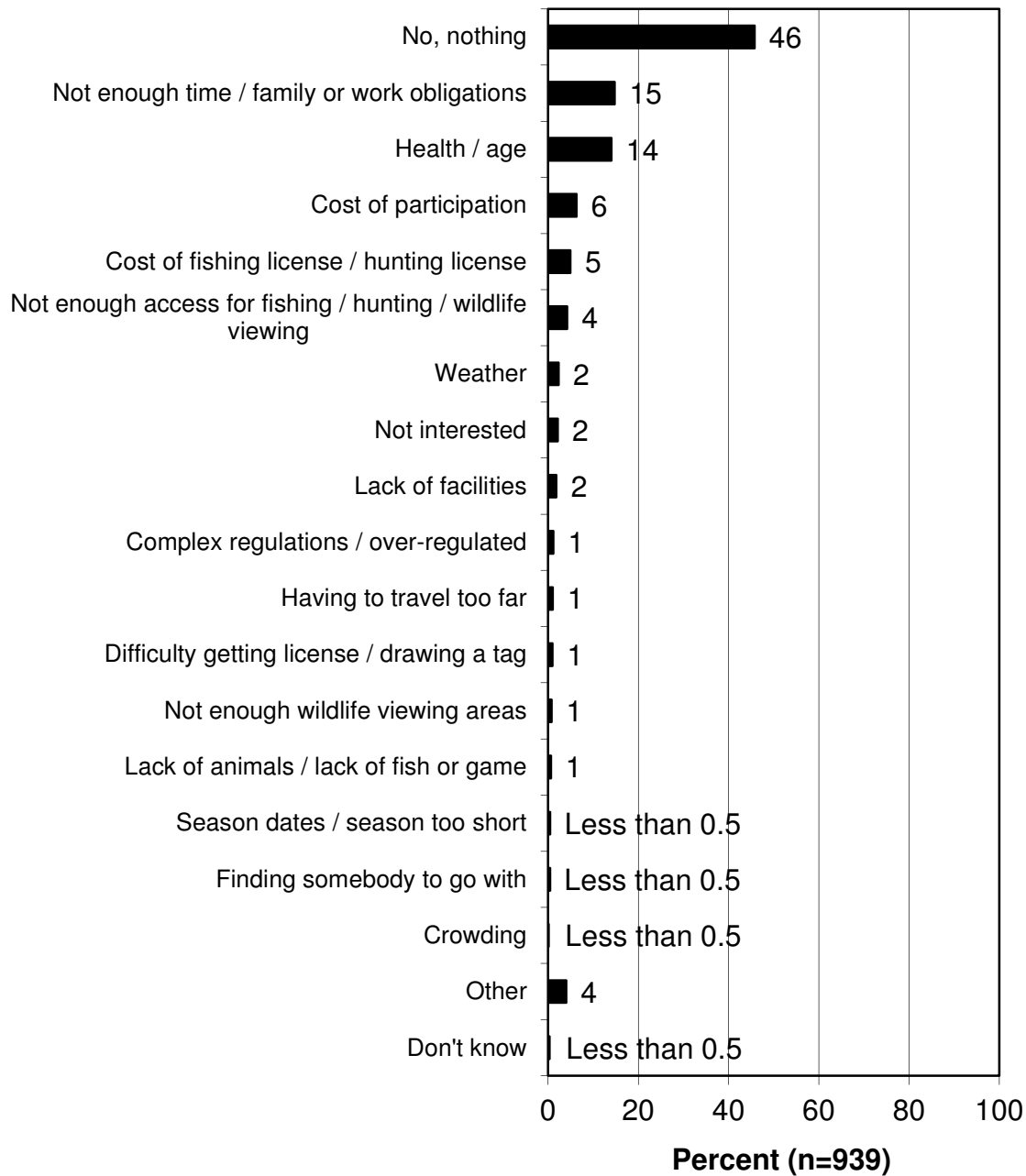


CONSTRAINTS TO PARTICIPATION IN OUTDOOR RECREATION

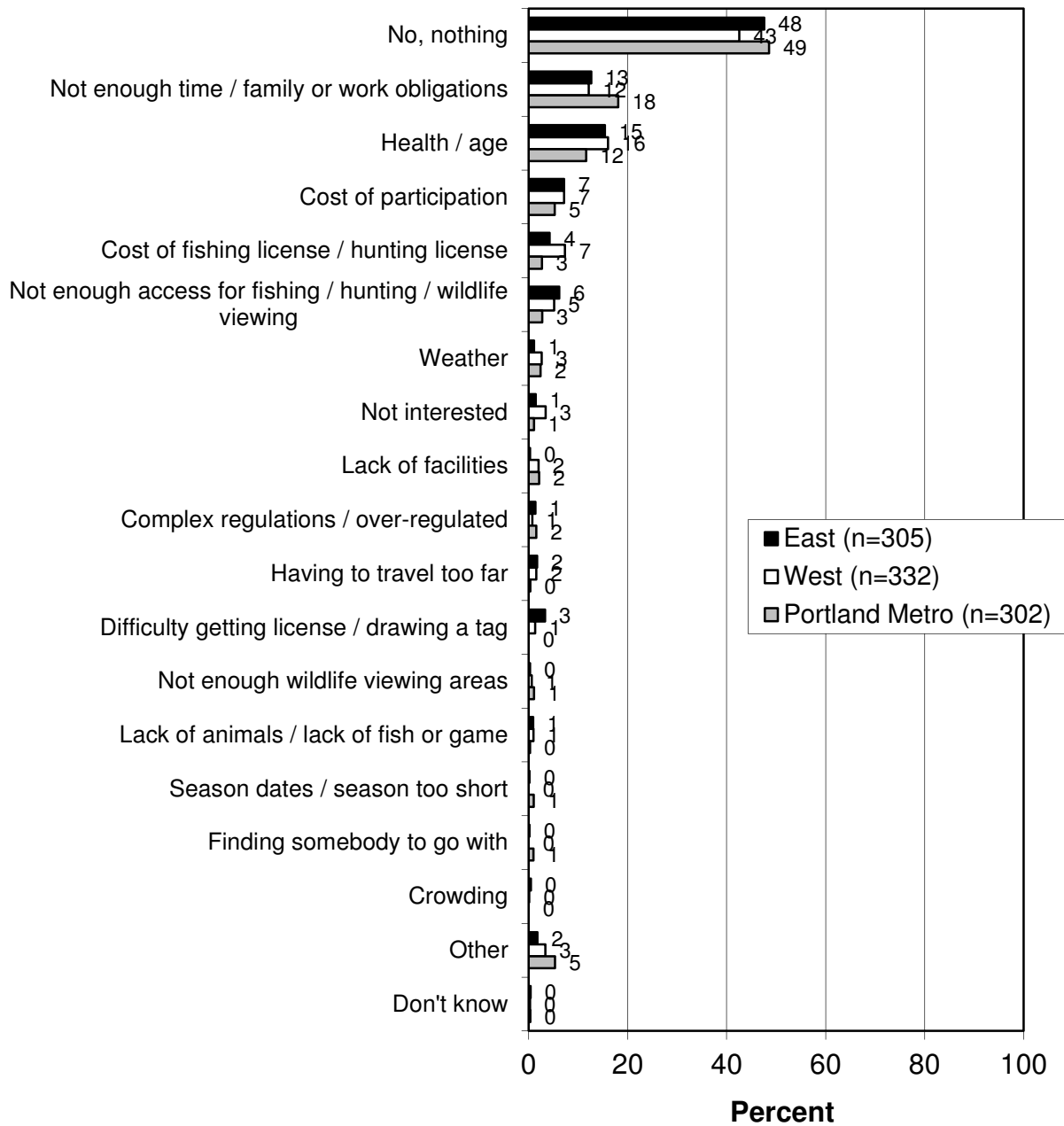
- The largest constraint to participation in fish- and wildlife-related recreation is lack of time/personal obligations, closely followed by age/health—both social constraints over which agencies would have little influence. Otherwise, top constraints are cost and access. (Note that the question was open-ended to which residents could name any constraint that came to mind.)

- Another question looked at constraints another way, asking respondents if there was anything that would help or encourage them to participate in fish- and wildlife-related recreation more often (i.e., overcome or lessen the constraints). The top responses are related to cost and time. Third in the ranking is to have more information available.

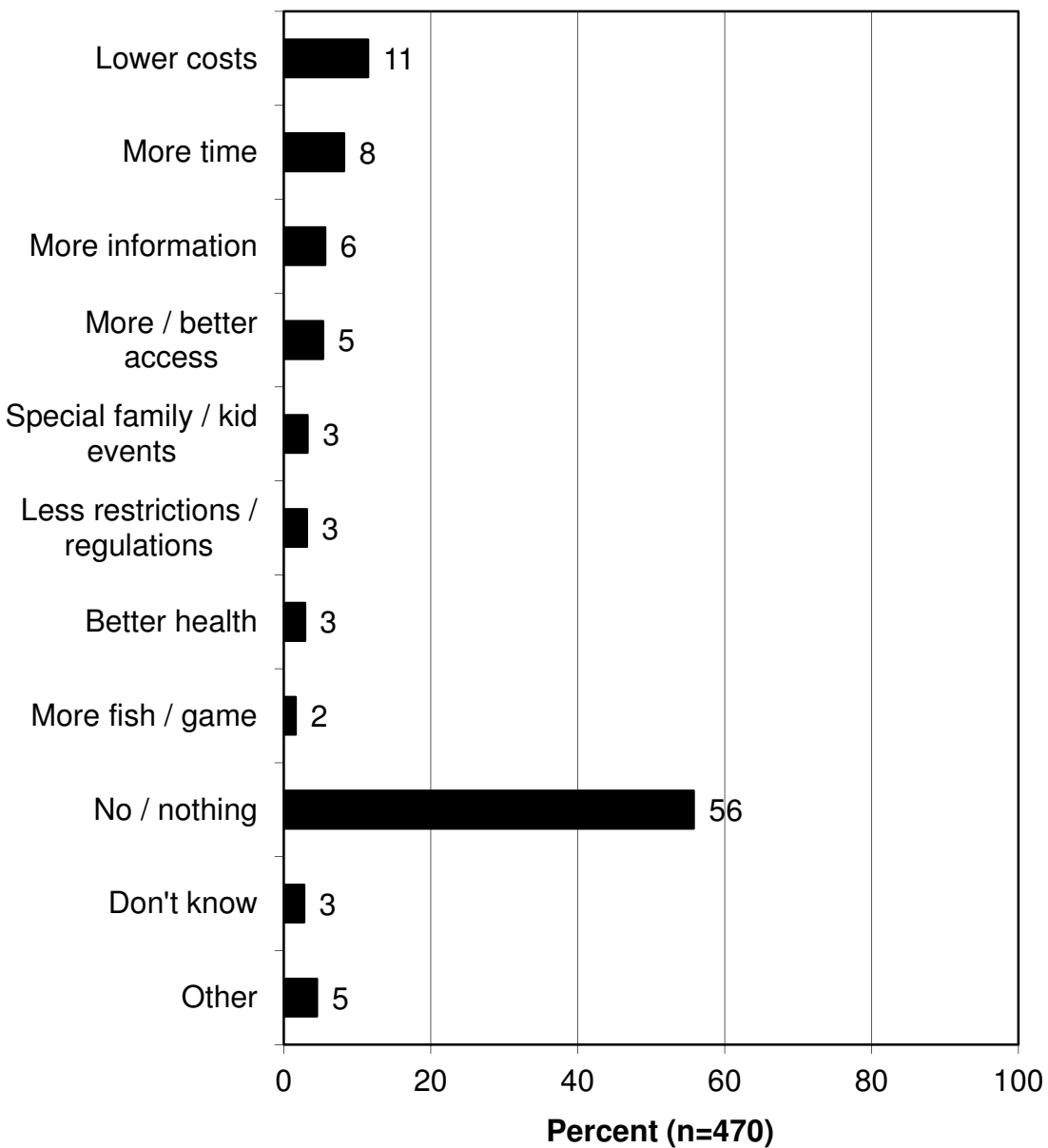
Q32. In general, are there any things that have prevented you from participating in fish- and wildlife-related recreation as much as you would like in Oregon in the past 12 months?



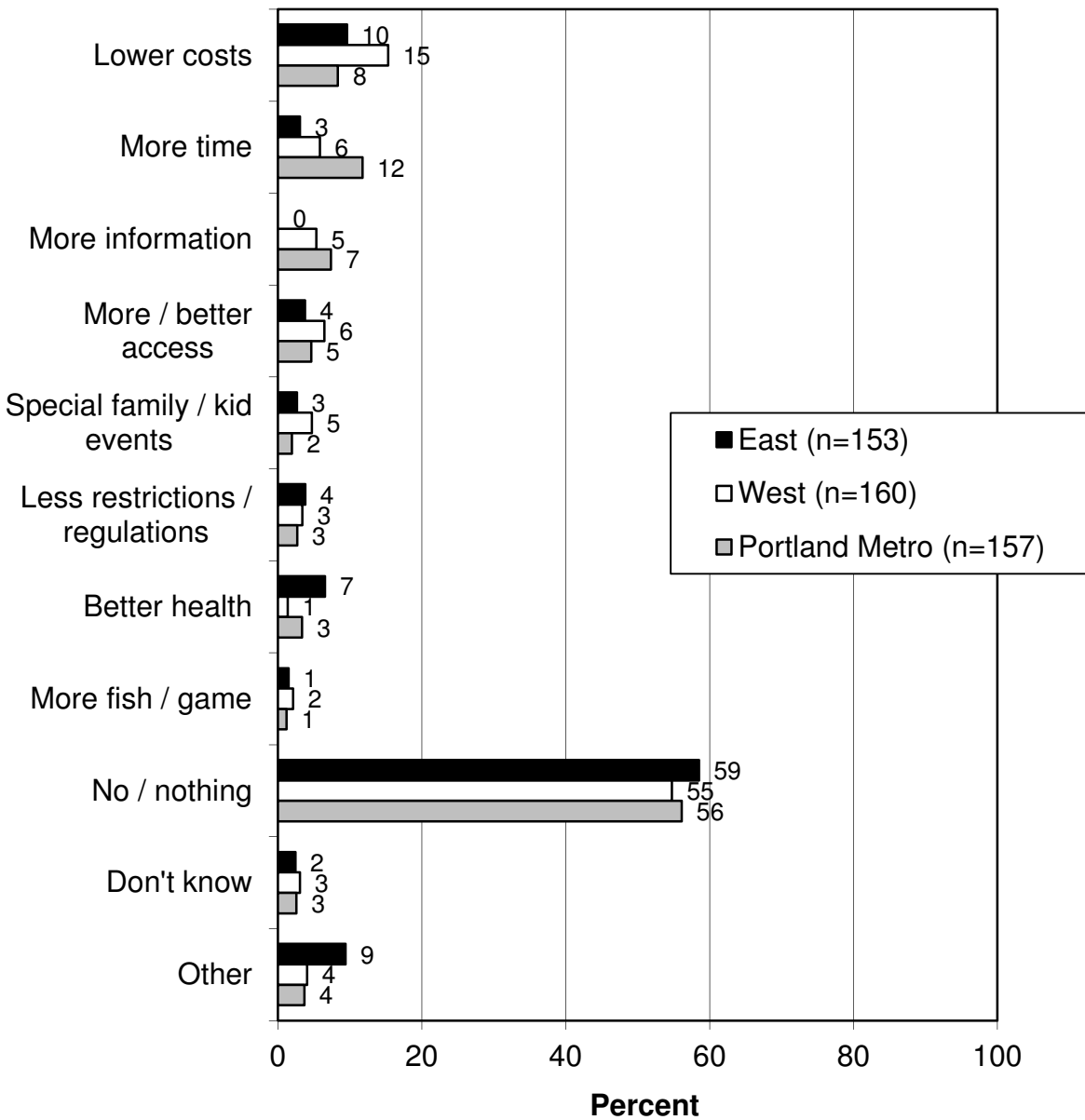
Q32. In general, are there any things that have prevented you from participating in fish- and wildlife-related recreation as much as you would like in Oregon in the past 12 months?



Q34. Is there anything that would help or encourage you to participate in fish- and wildlife-related recreation more often?



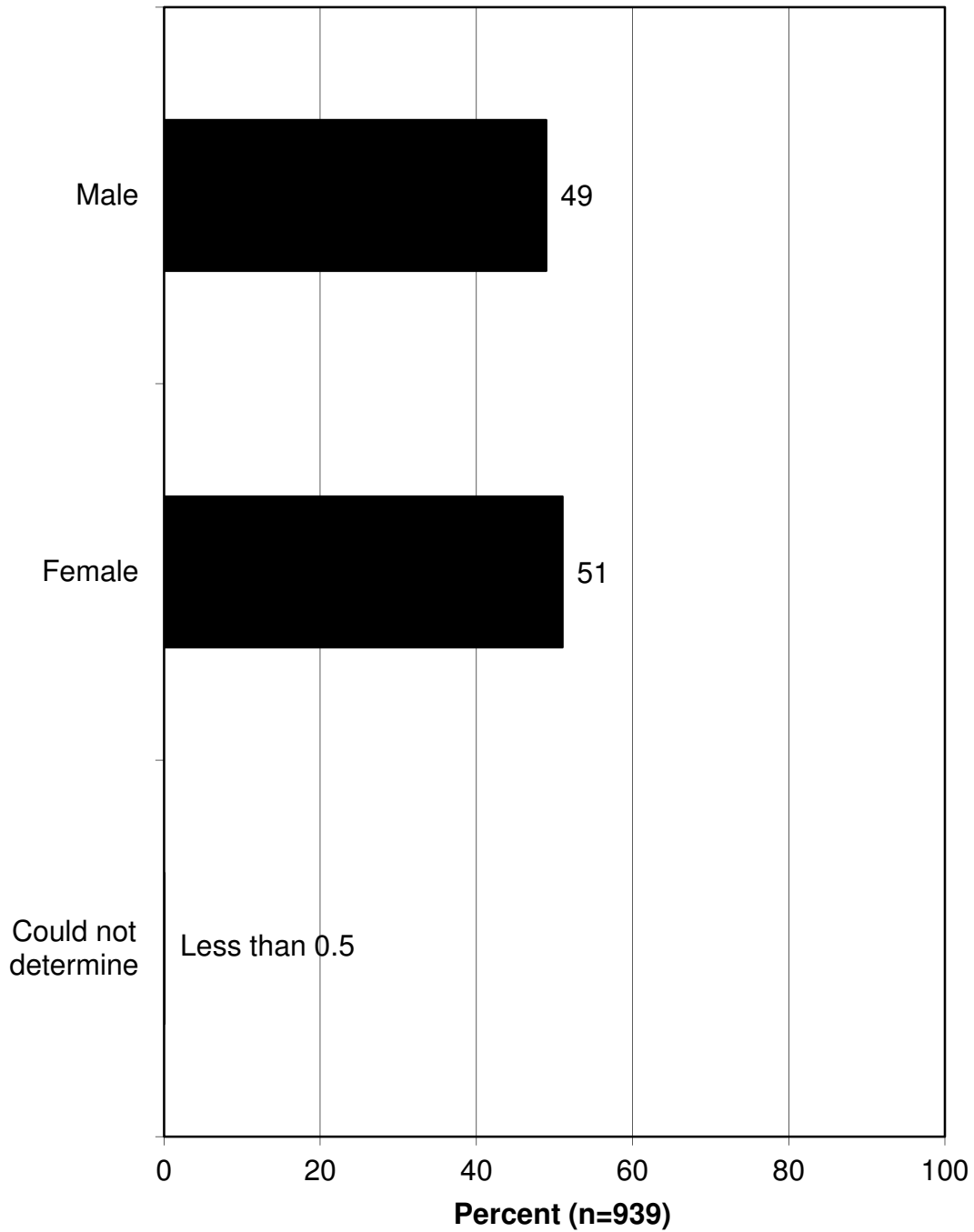
Q34. Is there anything that would help or encourage you to participate in fish- and wildlife-related recreation more often?



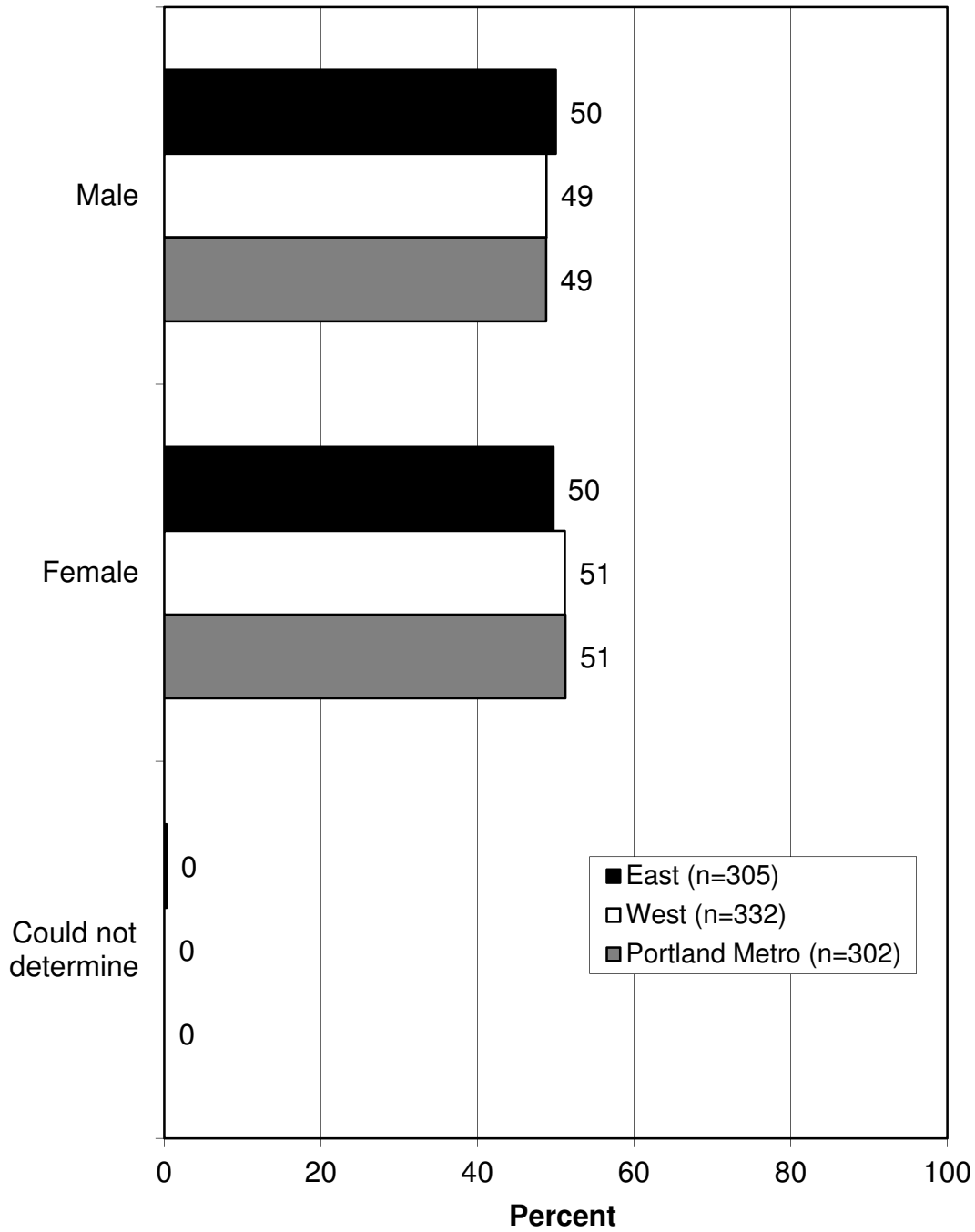
DEMOGRAPHIC DATA

- The following demographic data were gathered; the primary purpose of these data are for crosstabulations and further analysis of other responses.
 - Gender.
 - Age: note that only adults were interviewed, so the mean and median are among adults.
 - Ethnicity.
 - County of residence.
 - The character (vis-à-vis urban or rural) of their residential area.

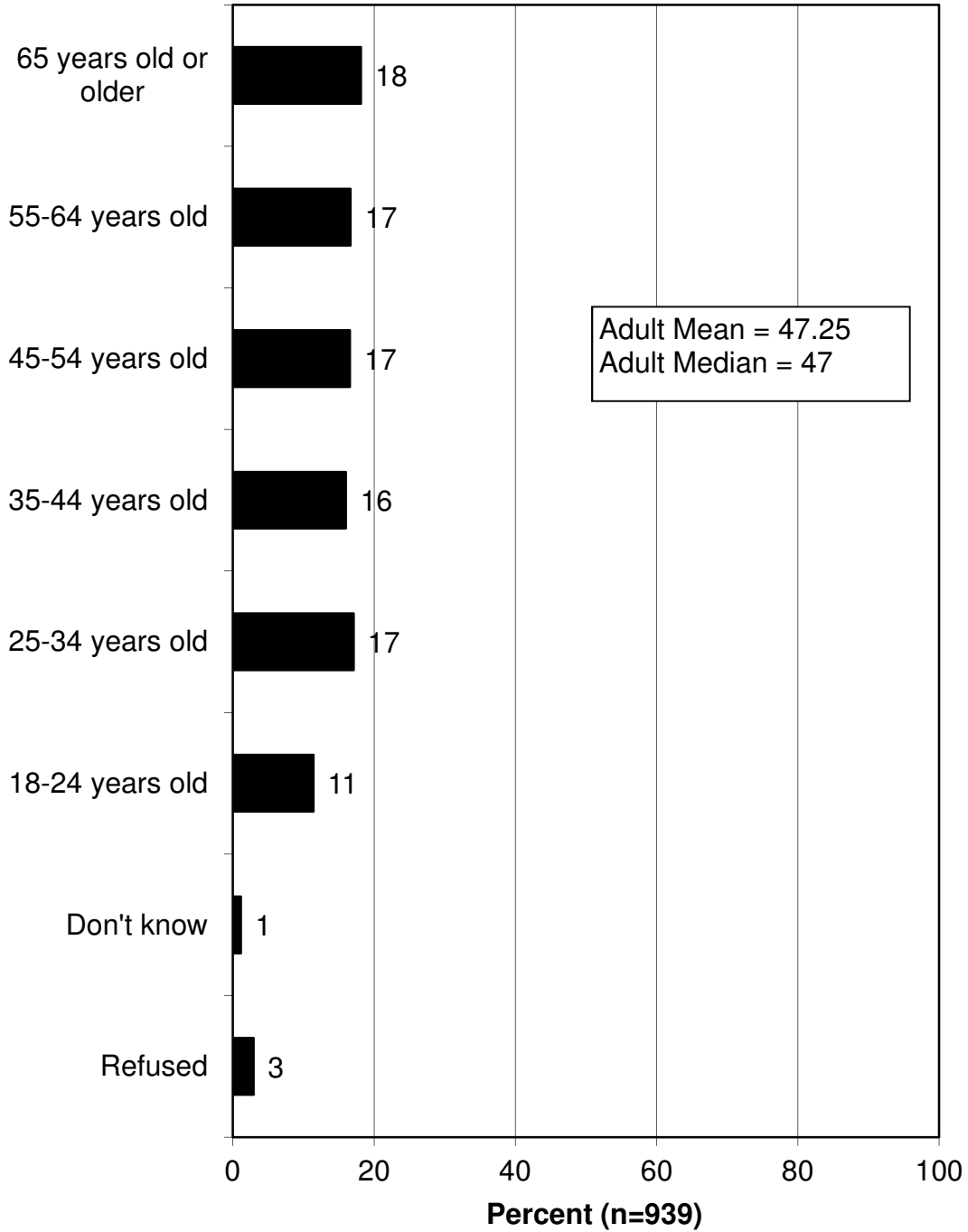
Q157. Respondent's gender (not asked; observed by interviewer).



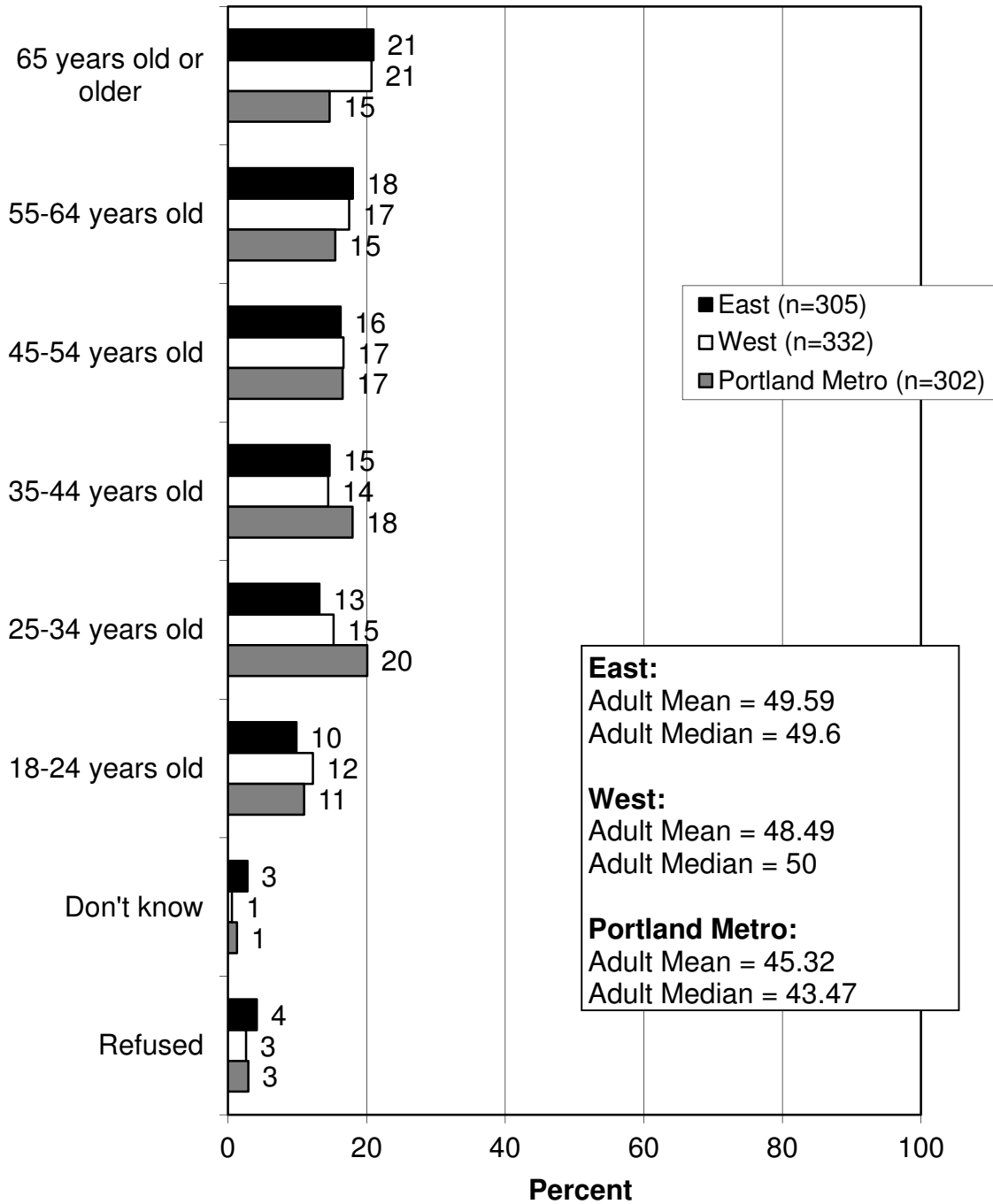
Q157. Respondent's gender (not asked; observed by interviewer).



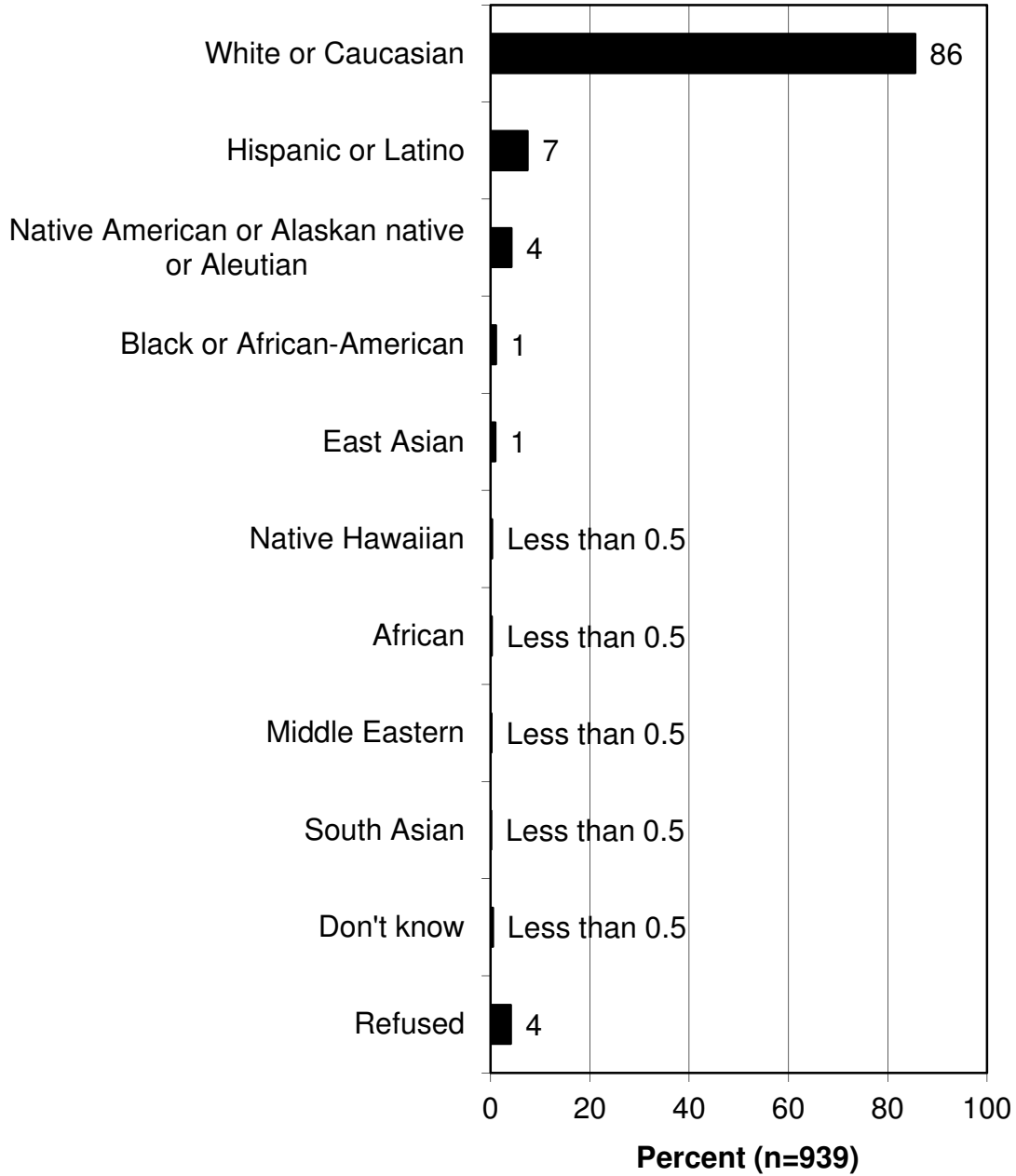
Q151. Respondent's age.



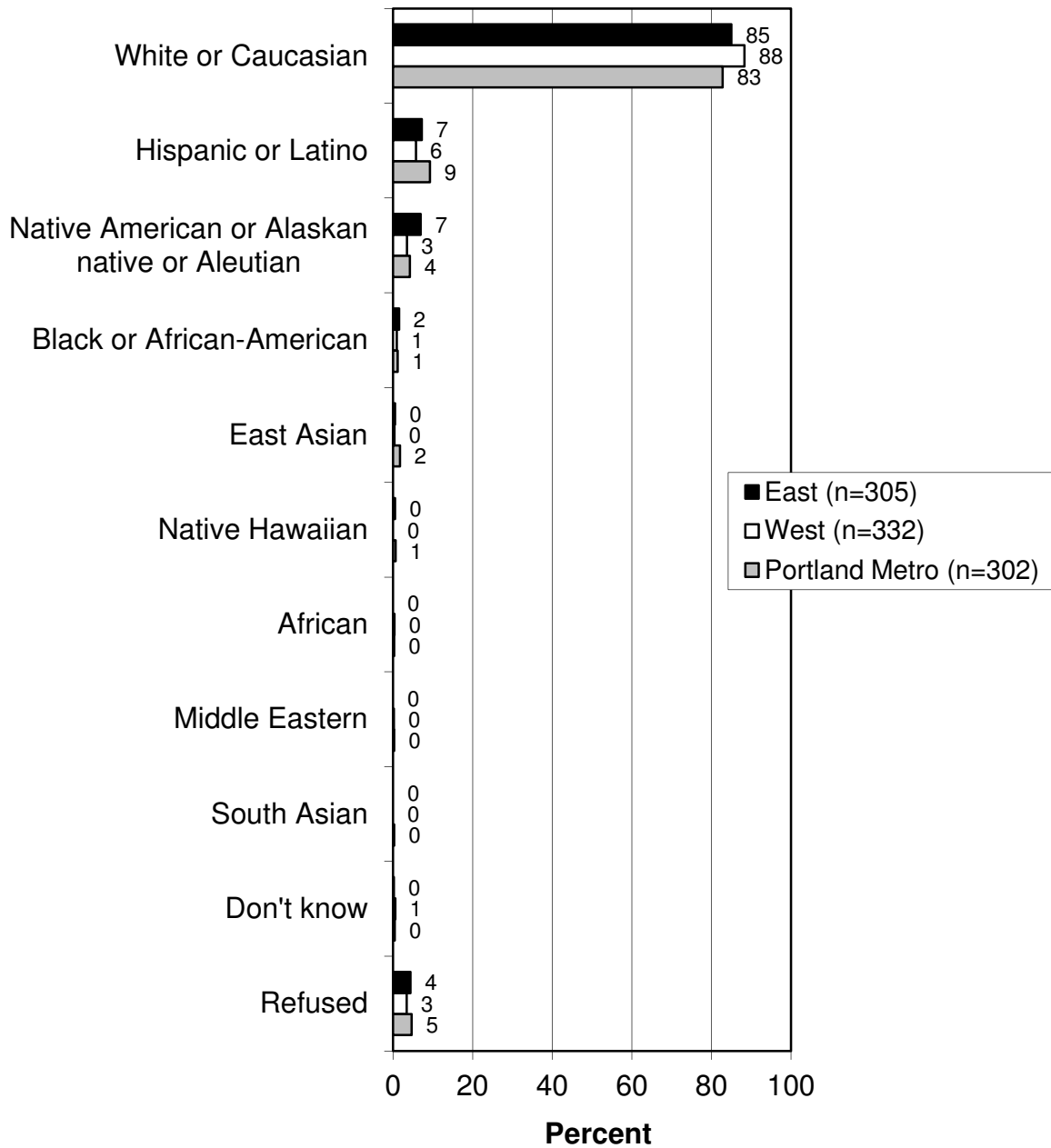
Q151. Respondent's age.



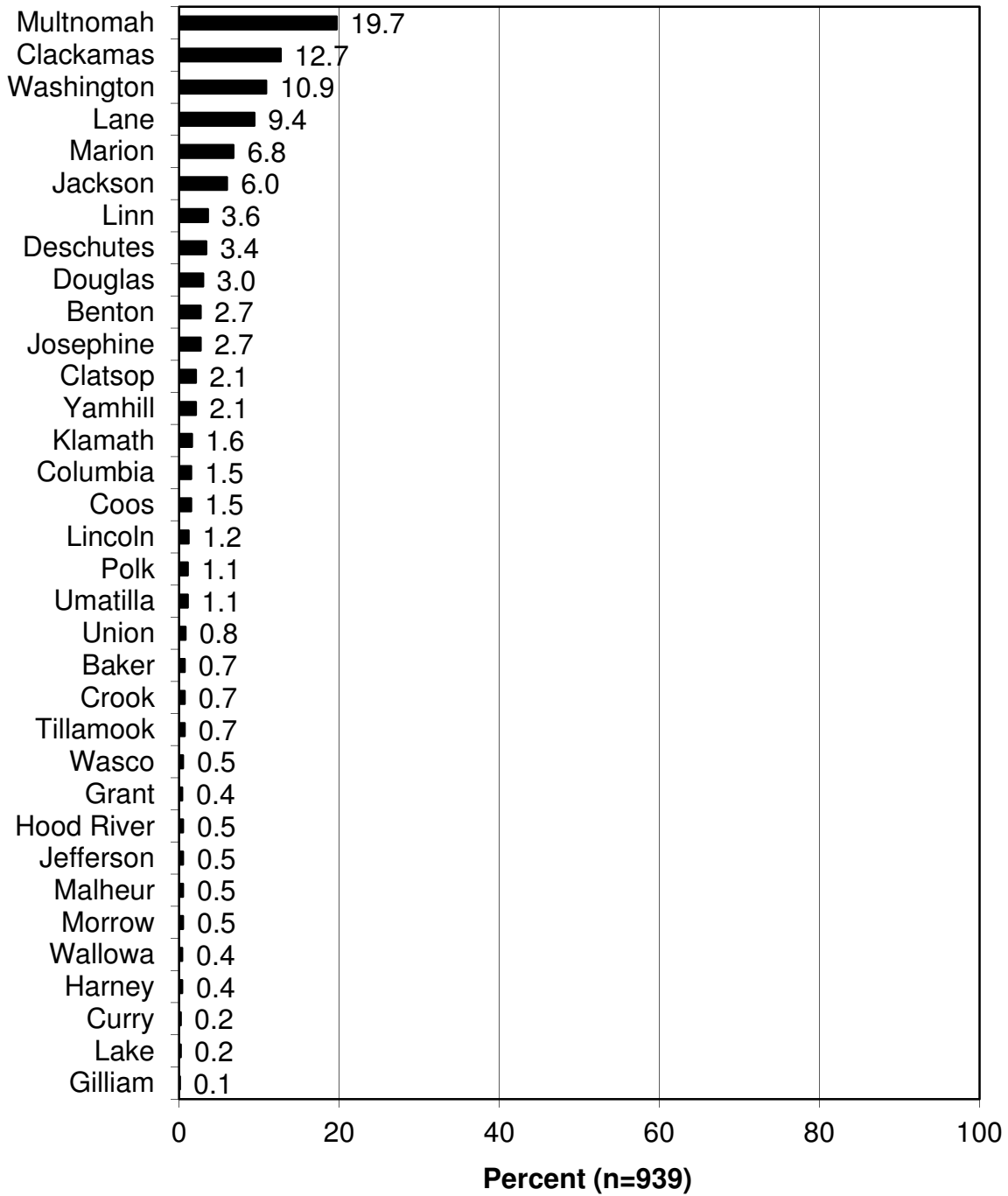
Q147. What races or ethnic backgrounds do you consider yourself?



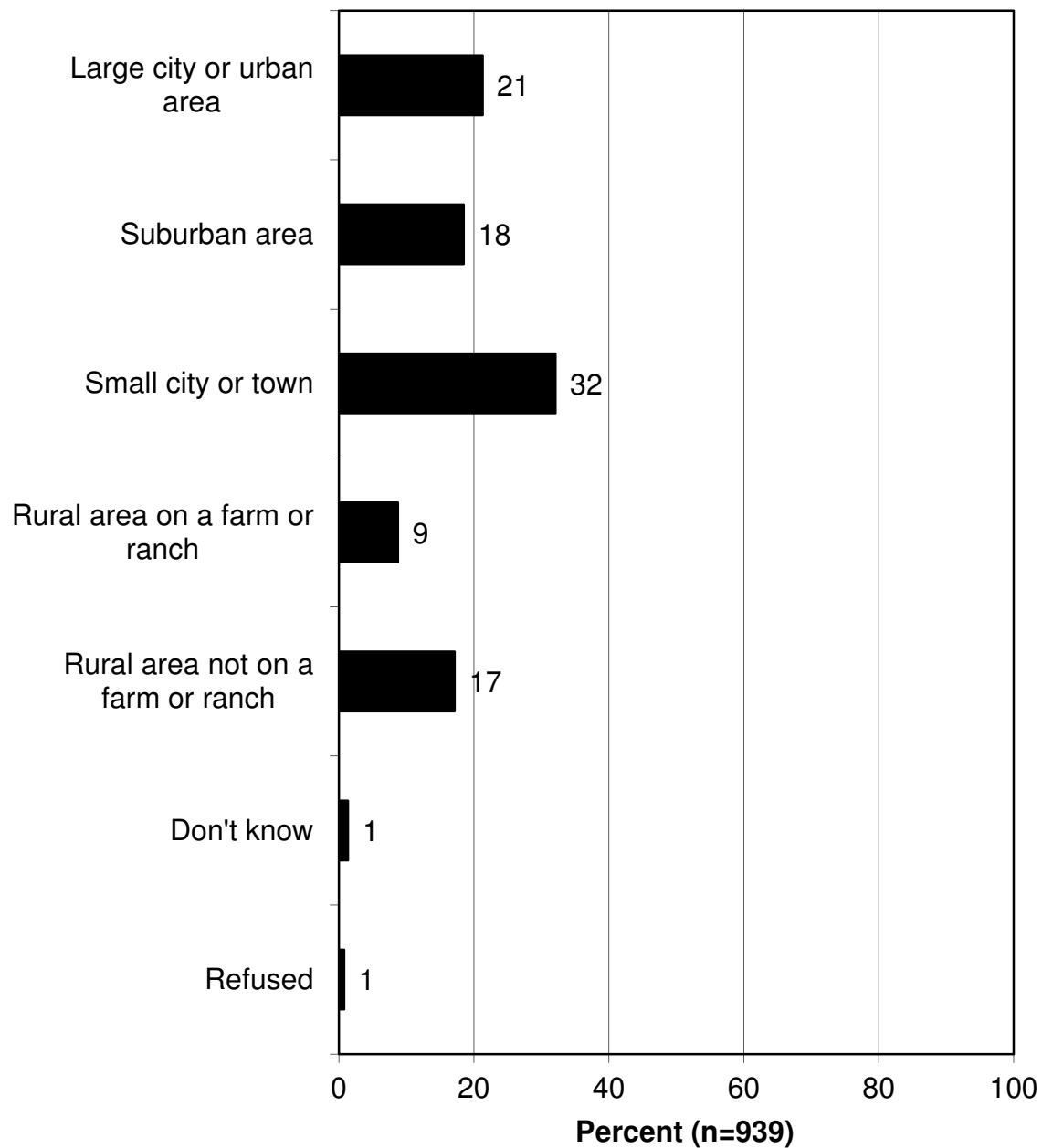
Q147. What races or ethnic backgrounds do you consider yourself?



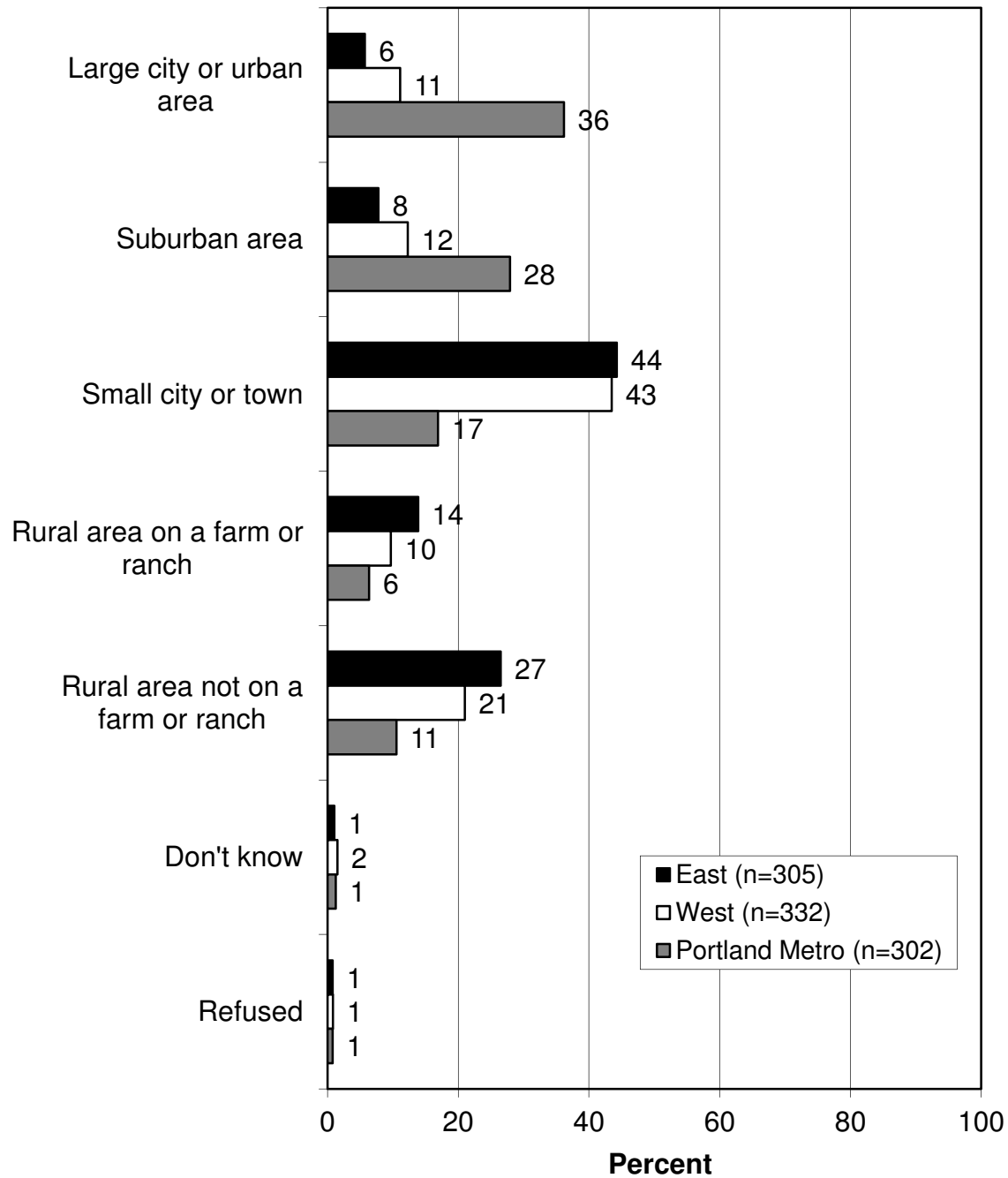
Q137. What county do you live in?



Q144. Do you consider your place of residence to be a large city or urban area, a suburban area, a small city or town, a rural area on a farm or ranch, or a rural area not on a farm or ranch?



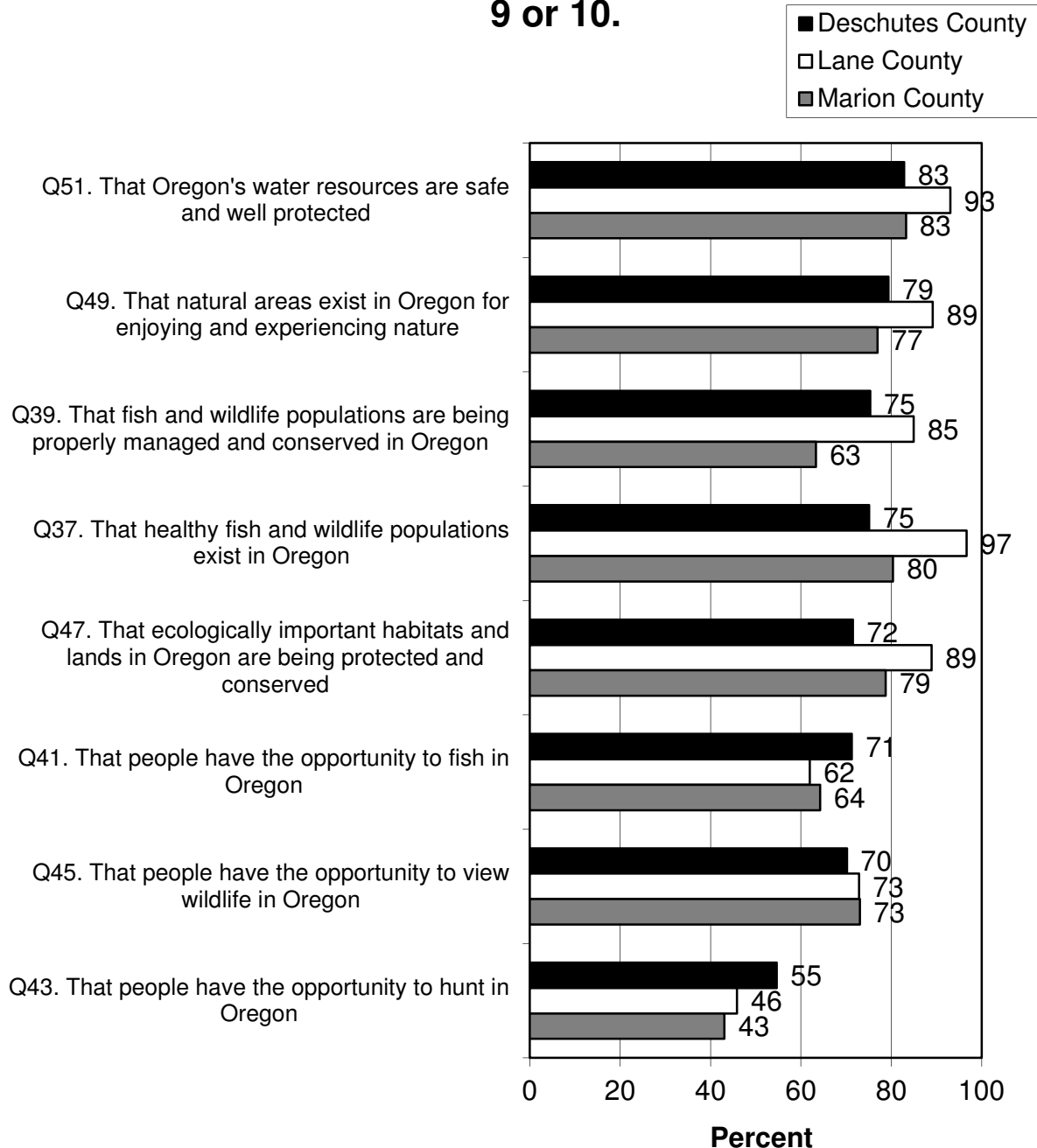
Q144. Do you consider your place of residence to be a large city or urban area, a suburban area, a small city or town, a rural area on a farm or ranch, or a rural area not on a farm or ranch?



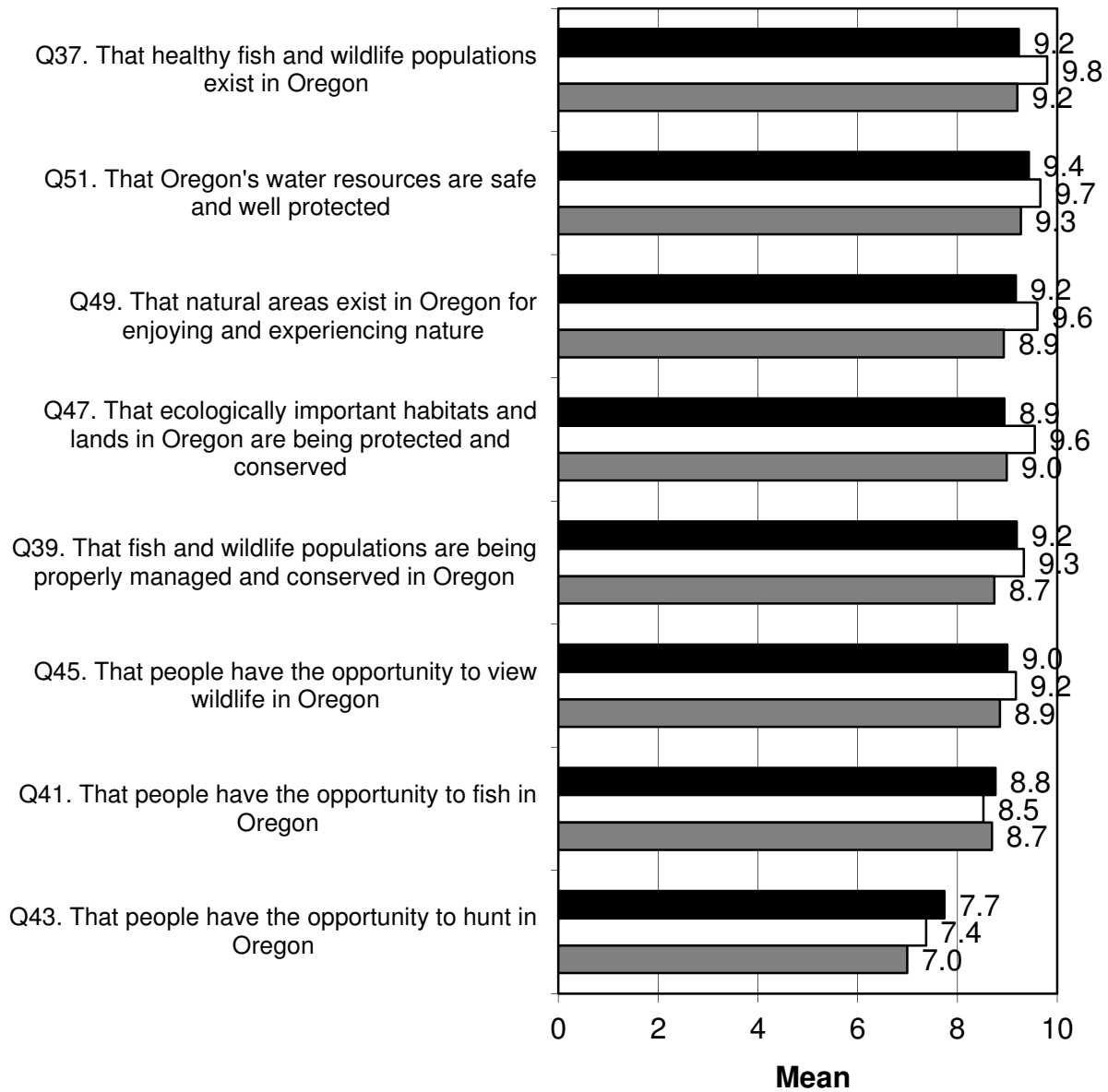
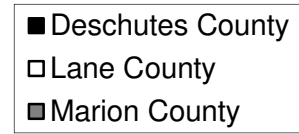
APPENDIX A: CROSSTABULATION BY THREE SPECIFIC COUNTIES

ATTITUDES TOWARD WILDLIFE AND WILDLIFE-ASSOCIATED RECREATION

Q37-Q51. Ratings of the importance that each of the following is to residents (on a scale of 0 to 10, where 0 is not at all important and 10 is extremely important): percent who chose 9 or 10.



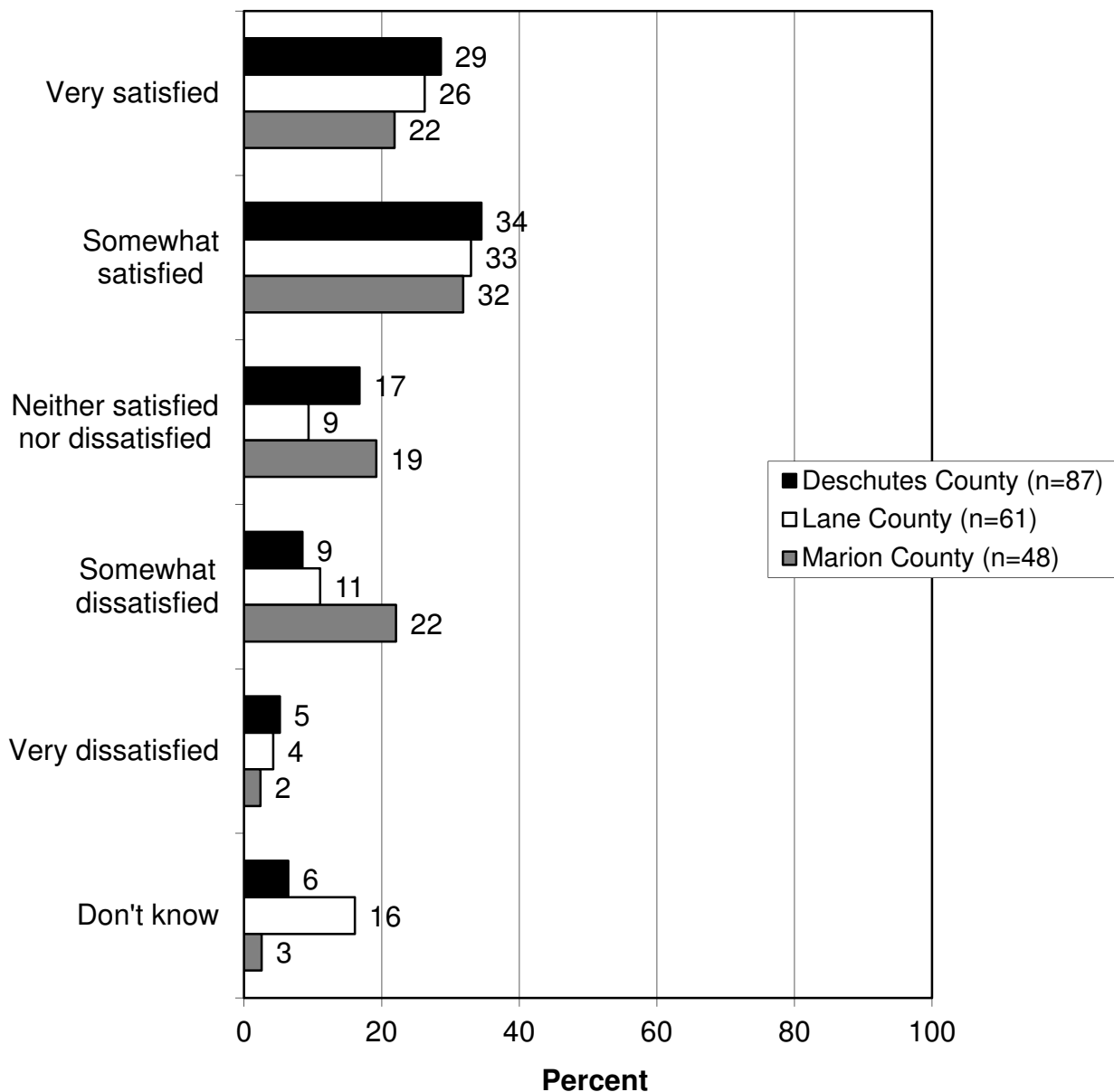
Q37-Q51. Mean ratings of the importance that each of the following is to residents (on a scale of 0 to 10, where 0 is not at all important and 10 is extremely important).



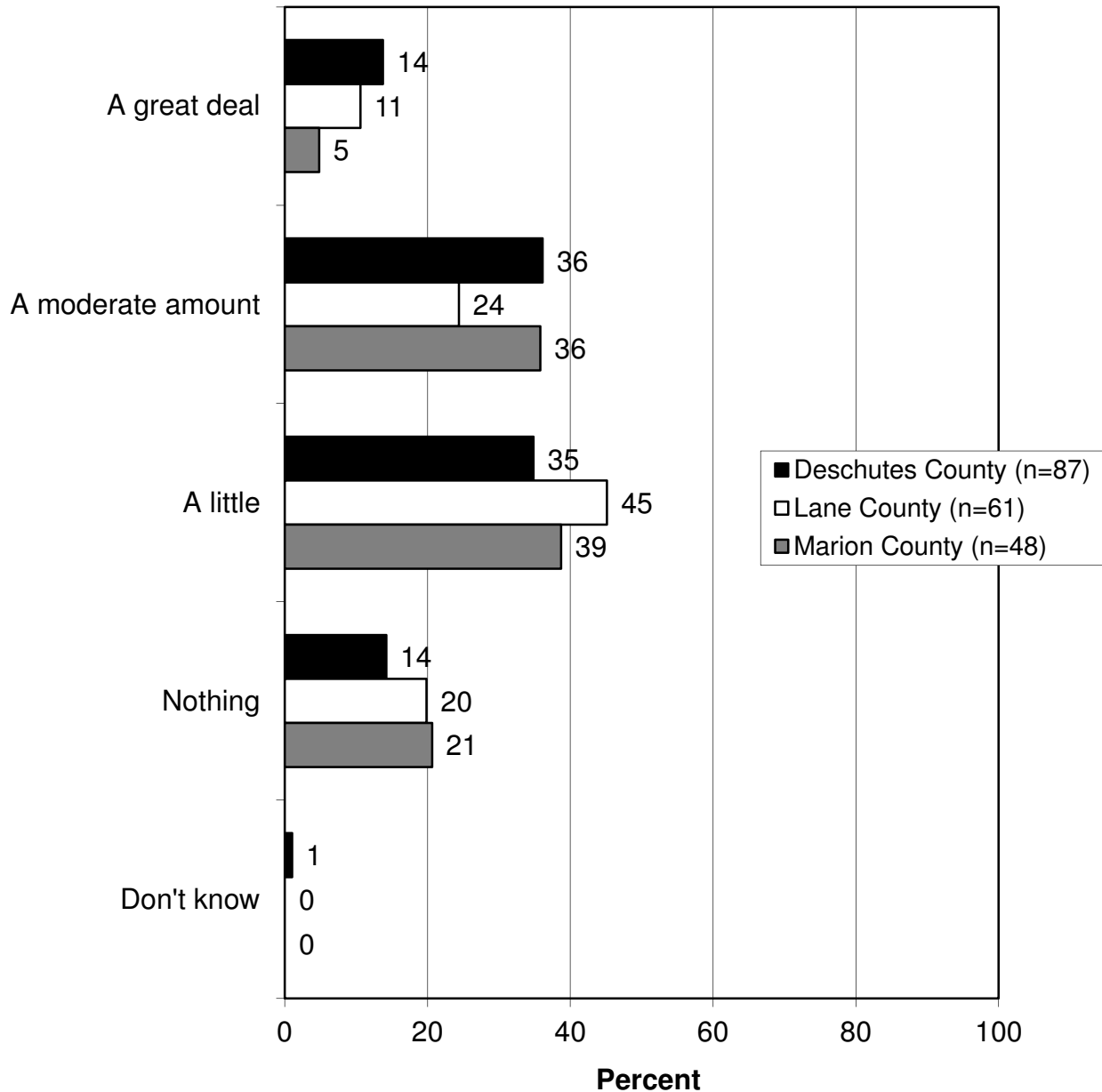
KNOWLEDGE OF AND OPINIONS ON THE OREGON DEPARTMENT OF FISH AND WILDLIFE

Protection Of Fish, Wildlife, And Habitat

Q20. In general, how satisfied or dissatisfied are you with the protection and management of fish, wildlife, and habitat in Oregon?

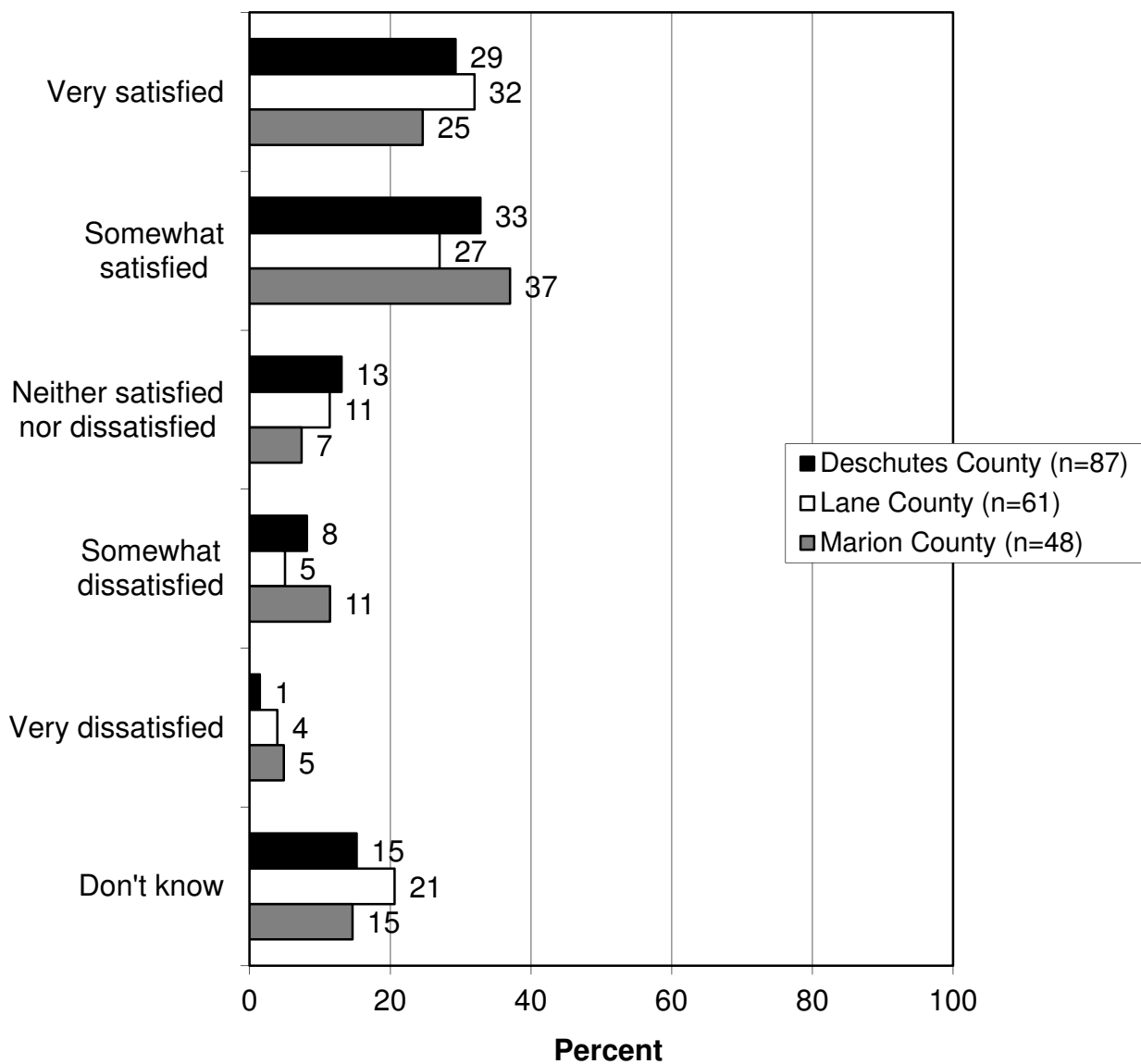


Q23. The Oregon Department of Fish and Wildlife is responsible for protecting and managing fish, wildlife, and habitat in Oregon. Before this survey, would you say you knew a great deal, a moderate amount, a little, or nothing about the Oregon Department of Fish and Wildlife?

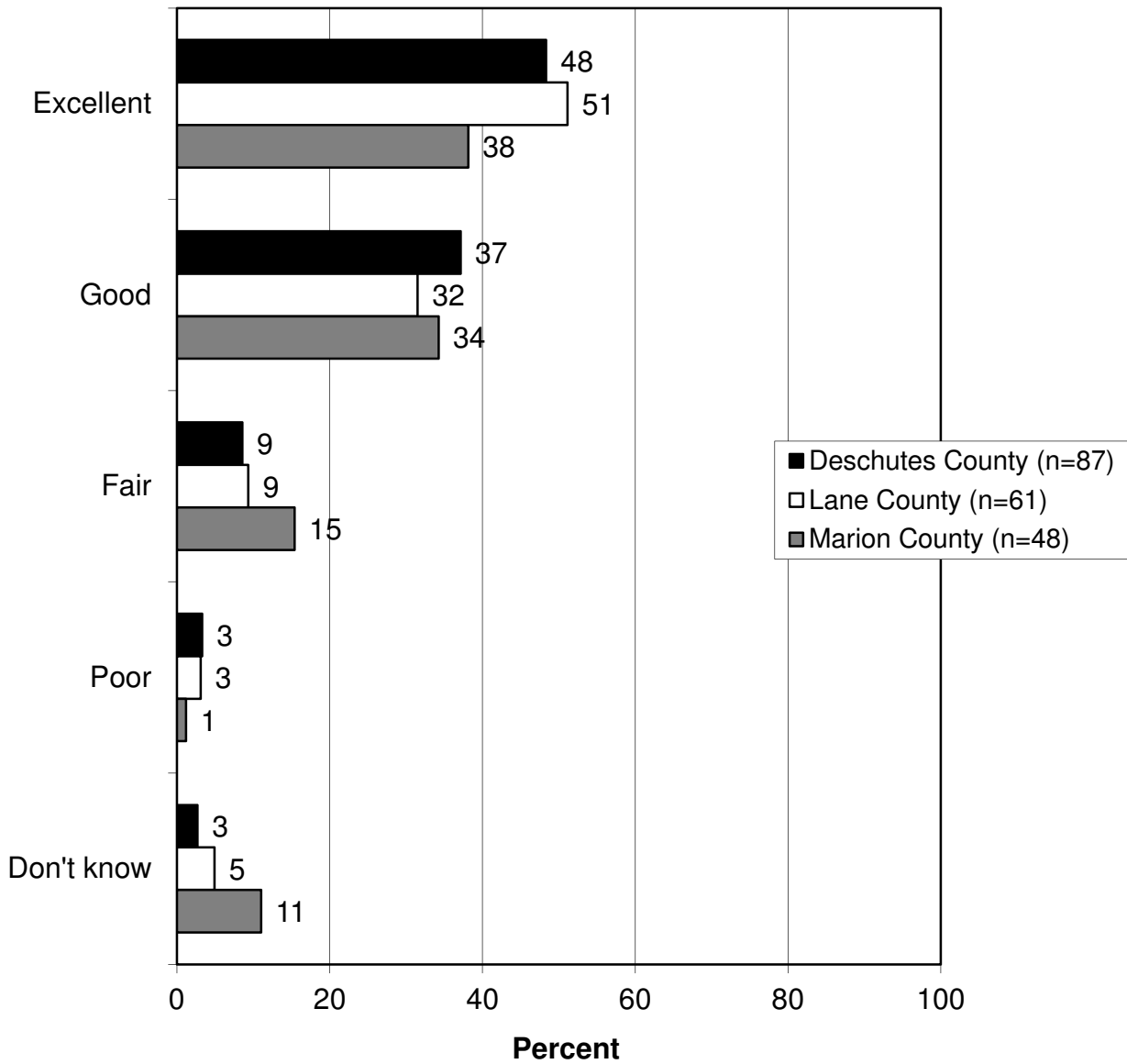


Satisfaction With The Department Overall

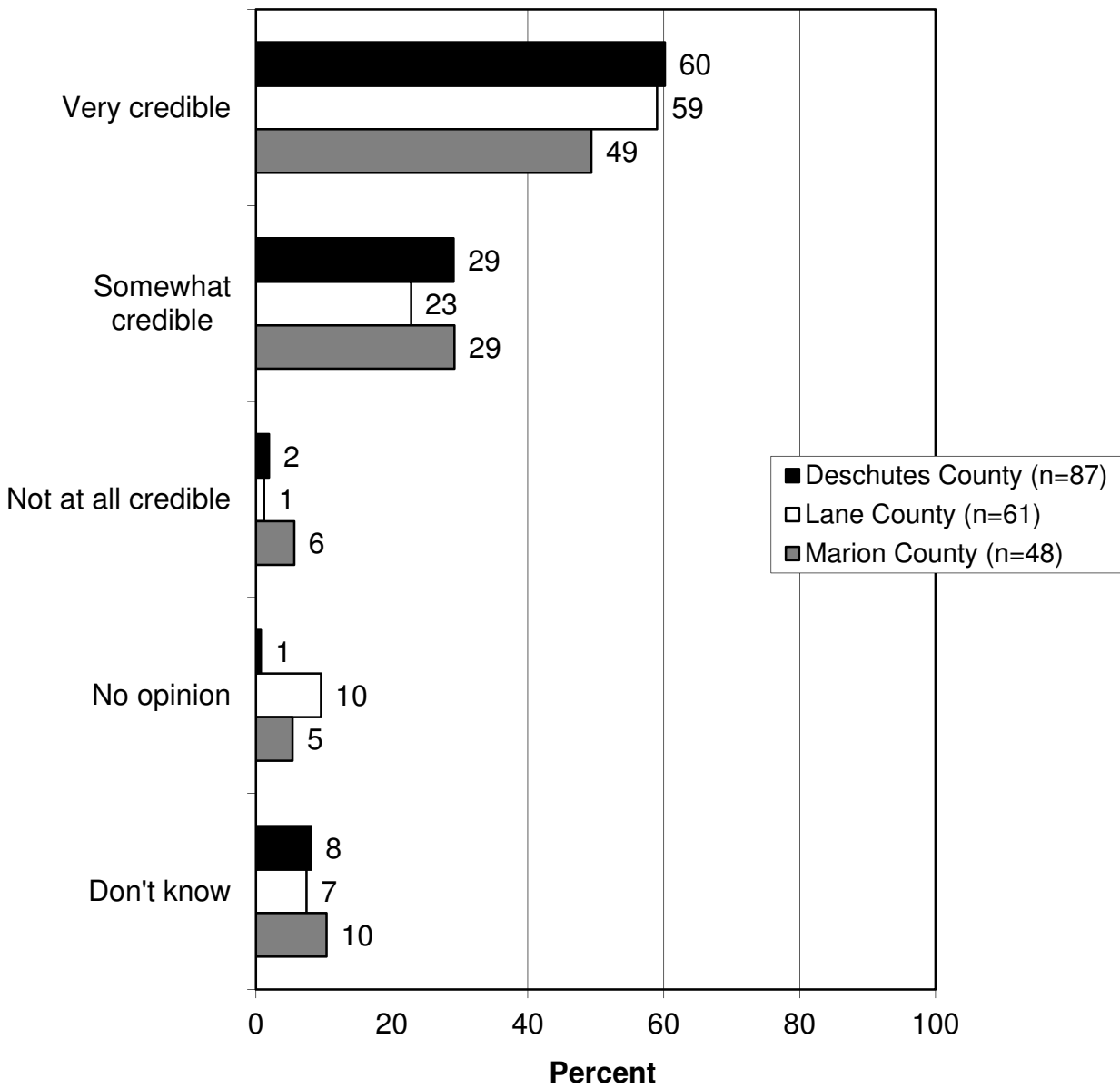
Q24. Overall, how satisfied or dissatisfied are you with the Oregon Department of Fish and Wildlife as the state agency responsible for protecting and managing fish, wildlife, and habitat in Oregon?



Q29. How would you rate the availability of fish- and wildlife-related recreation opportunities, such as fishing, hunting, and wildlife viewing, in Oregon?

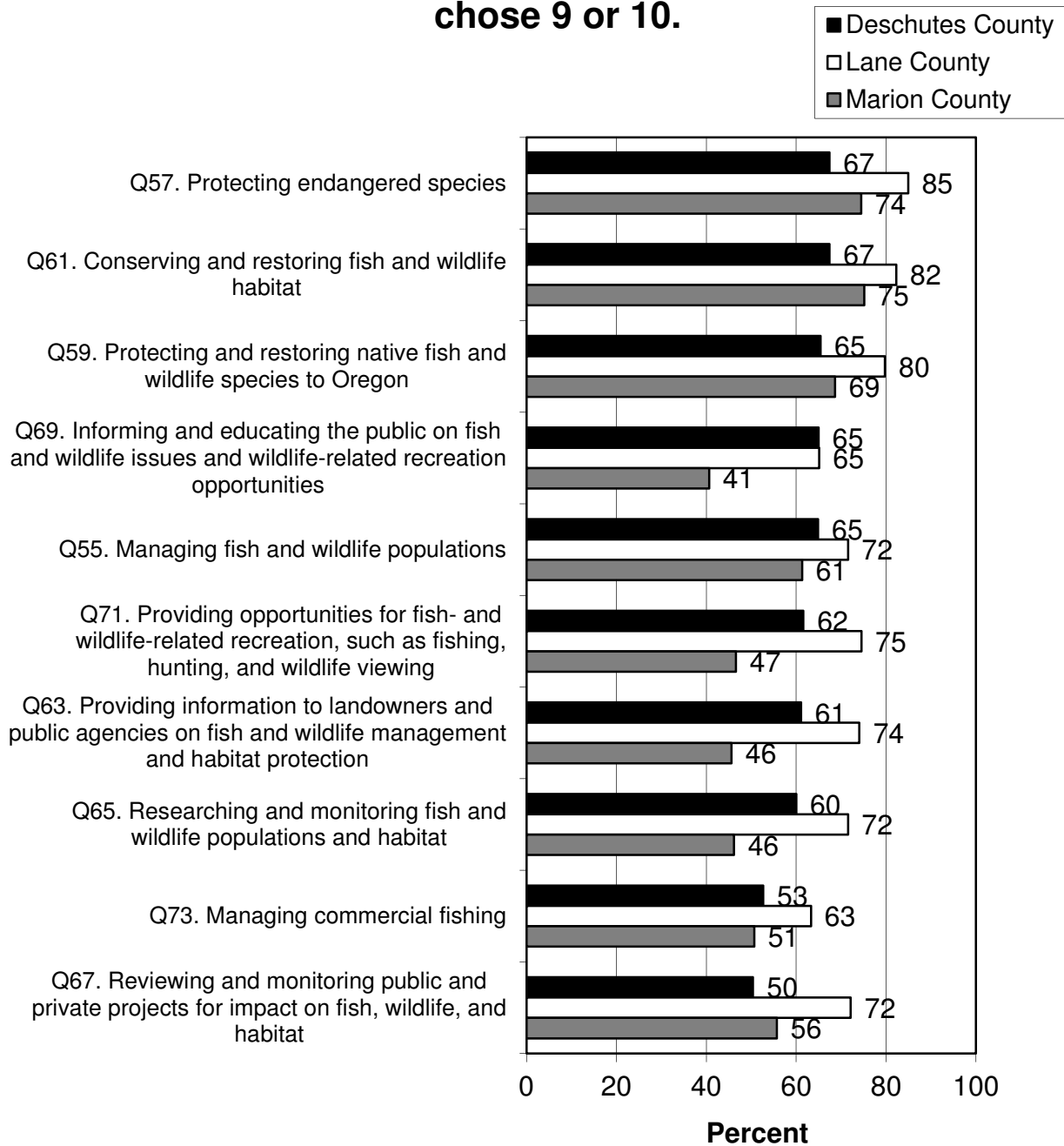


Q124. In your opinion, how credible is the Department overall as a source of information on fish and wildlife management, conservation, and fish- and wildlife-related recreation?

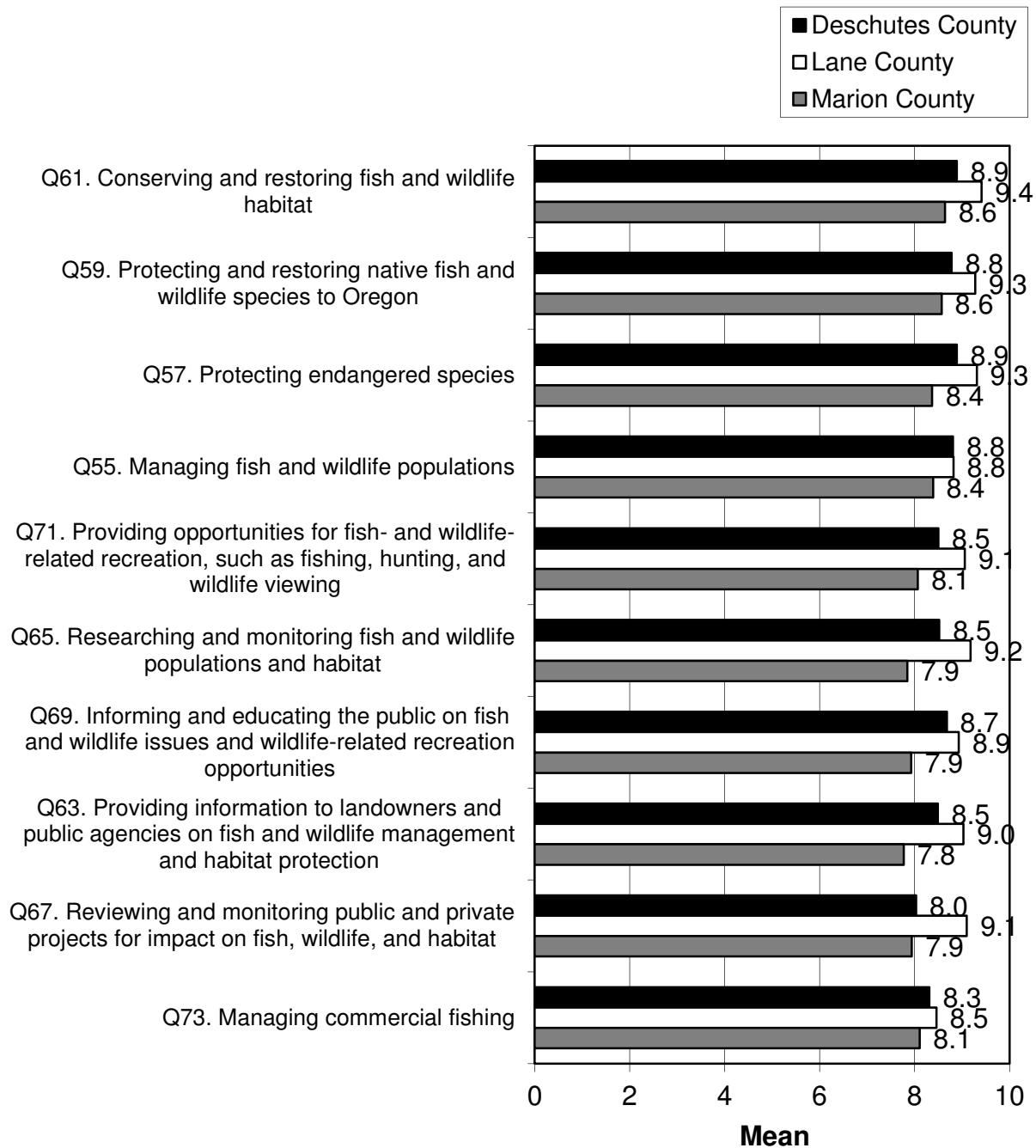


Opinions On Department Priorities

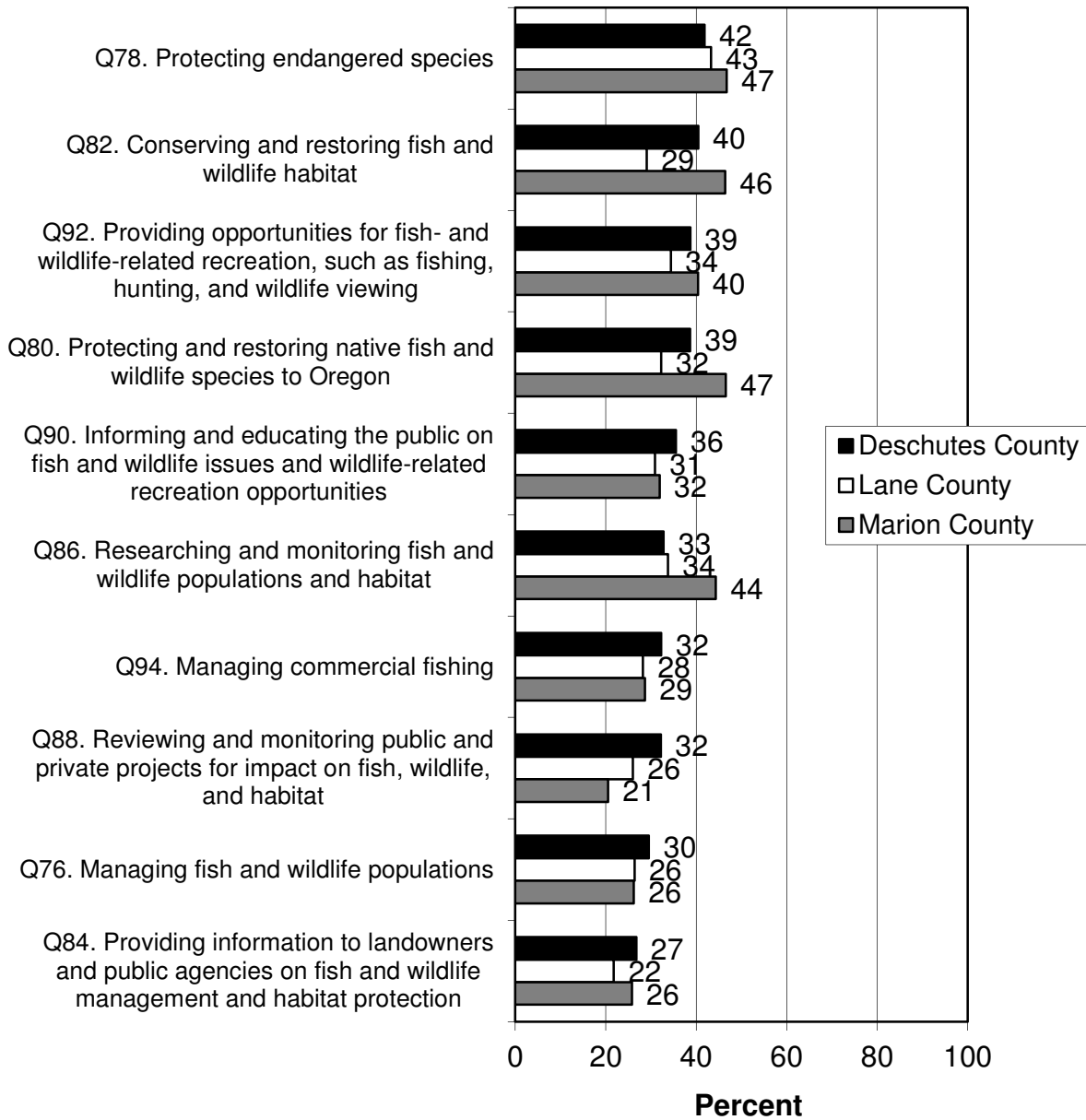
Q55-Q73. Ratings of importance that each of the following should be for the Department (on a scale of 0 to 10, where 0 is not at all important and 10 is extremely important): percent who chose 9 or 10.



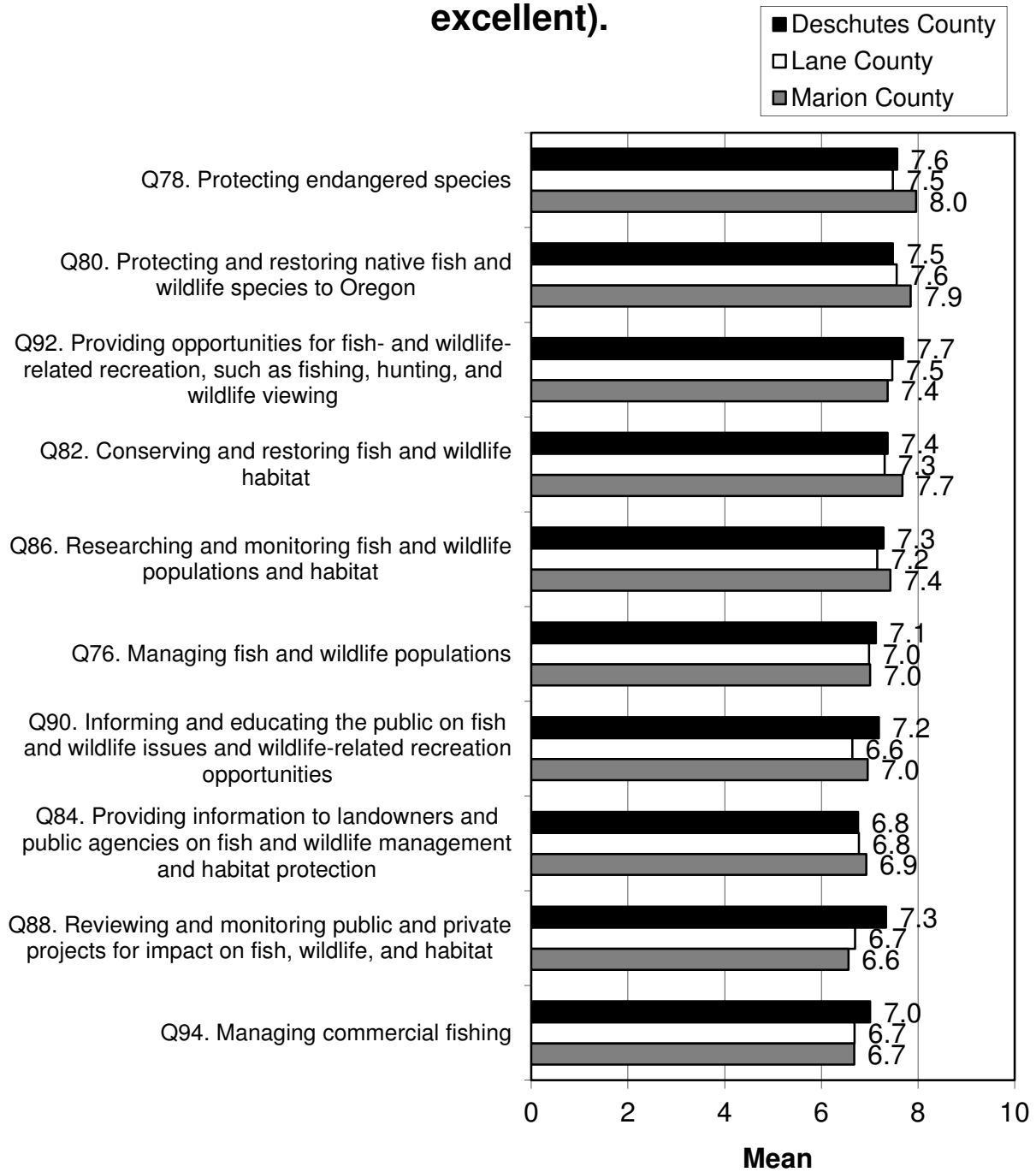
Q55-Q73. Mean ratings of importance that each of the following should be for the Department (on a scale of 0 to 10, where 0 is not at all important and 10 is extremely important).



Q76-Q94. Ratings of the performance of the Department in each of the following areas (on a scale of 0 to 10, where 0 is poor and 10 is excellent): percent who chose 9 or 10.

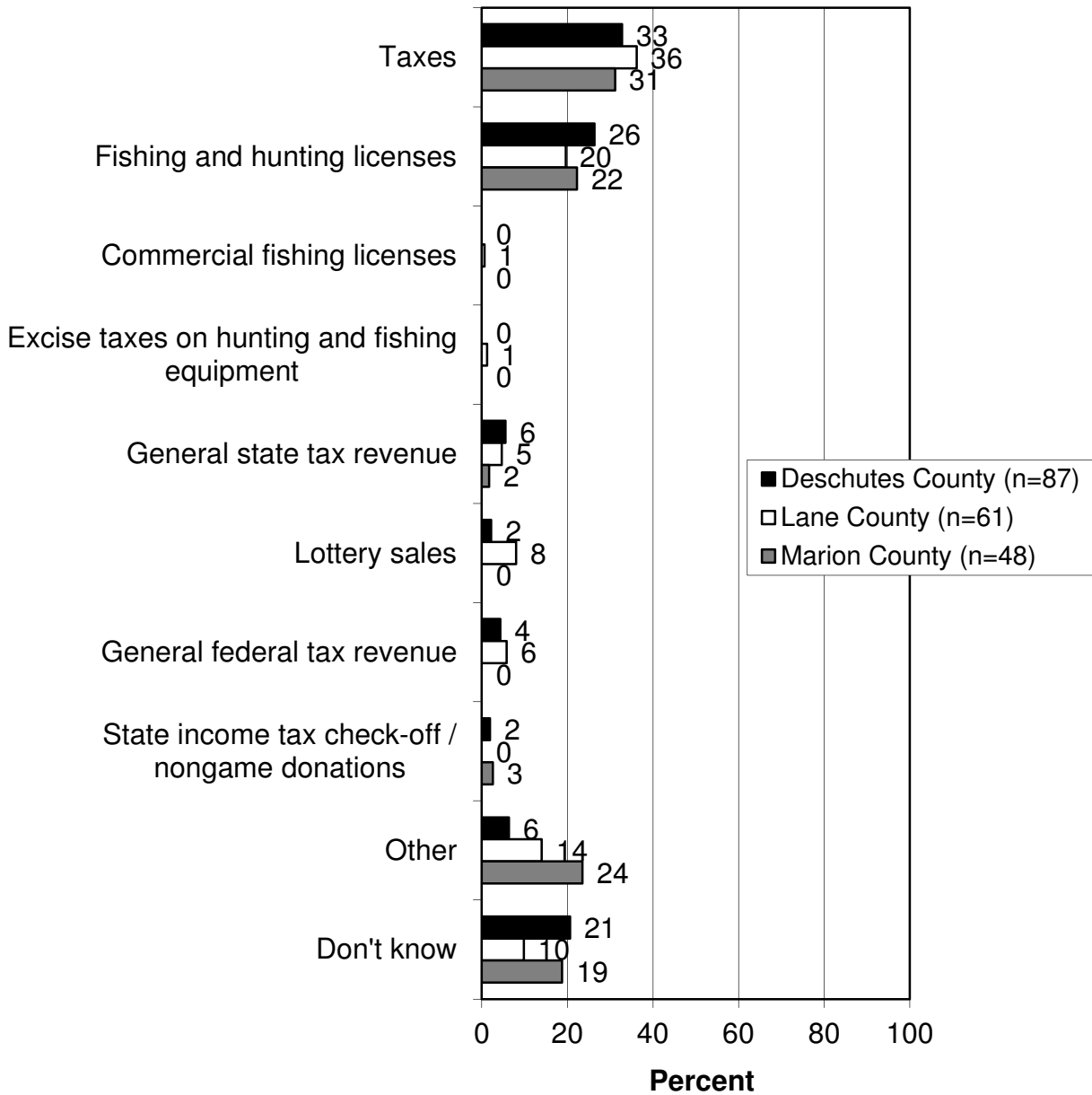


Q76-Q94. Mean ratings of the performance of the Department in each of the following areas (on a scale of 0 to 10, where 0 is poor and 10 is excellent).

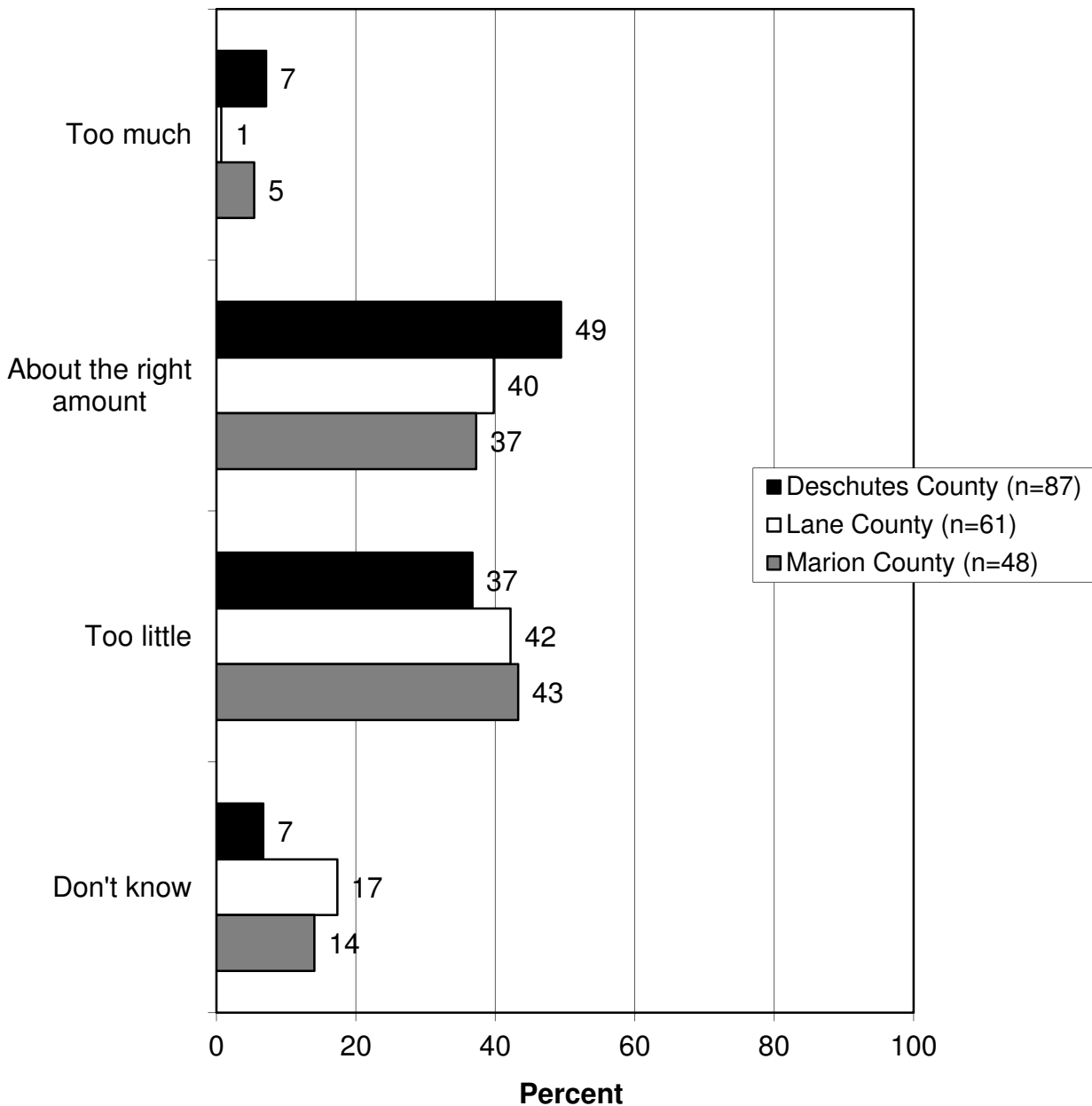


Knowledge Of And Opinion On Department Funding

Q130. What do you think should be the primary source of funding for the Department?

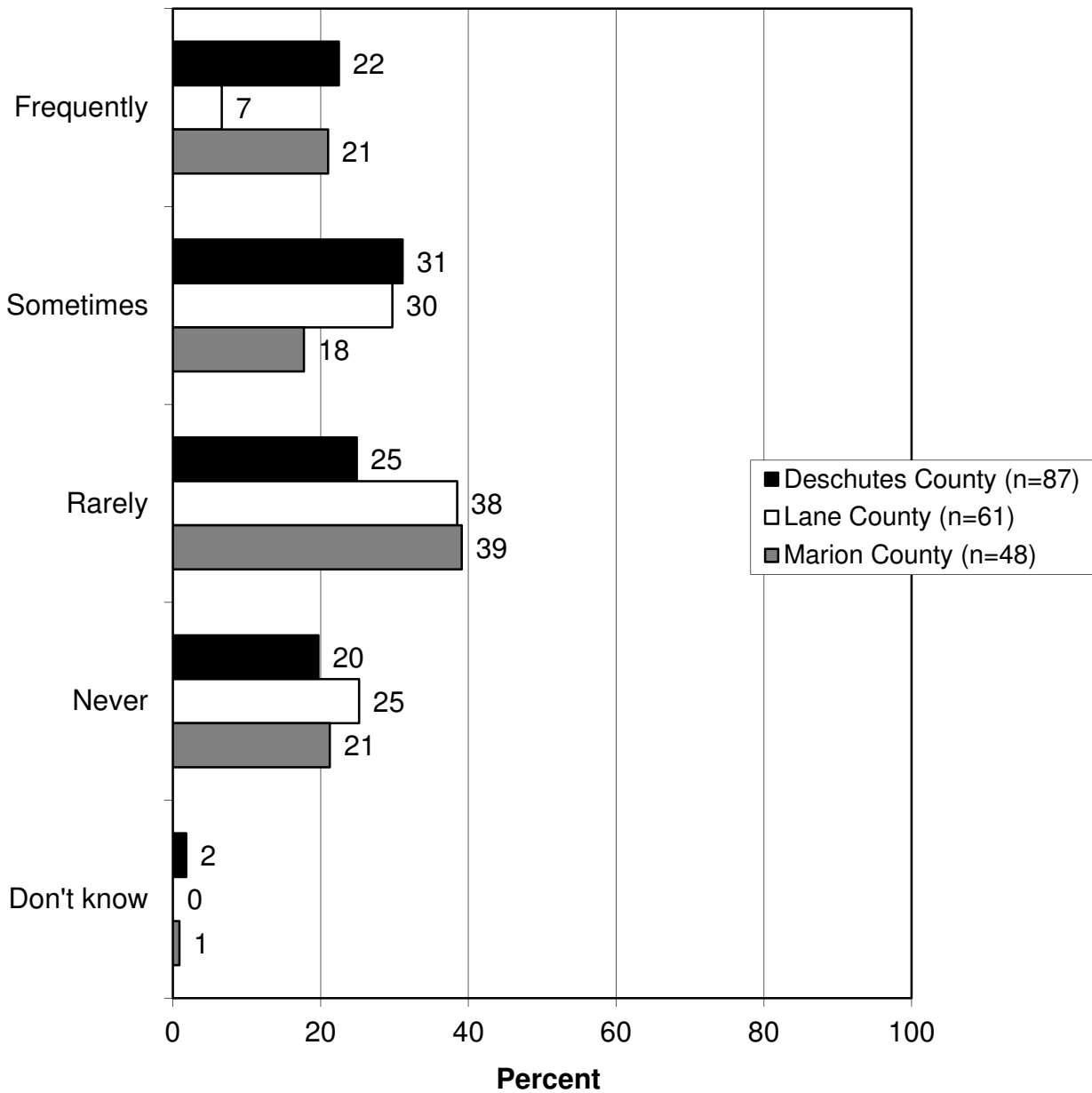


Q133. [THE DEPARTMENT'S FUNDING SOURCES WERE EXPLAINED.] Knowing that 9% of the Department's funding comes from general state tax revenues, do you think the amount of funding the Department receives from general state tax revenues is too much, about the right amount, or too little?

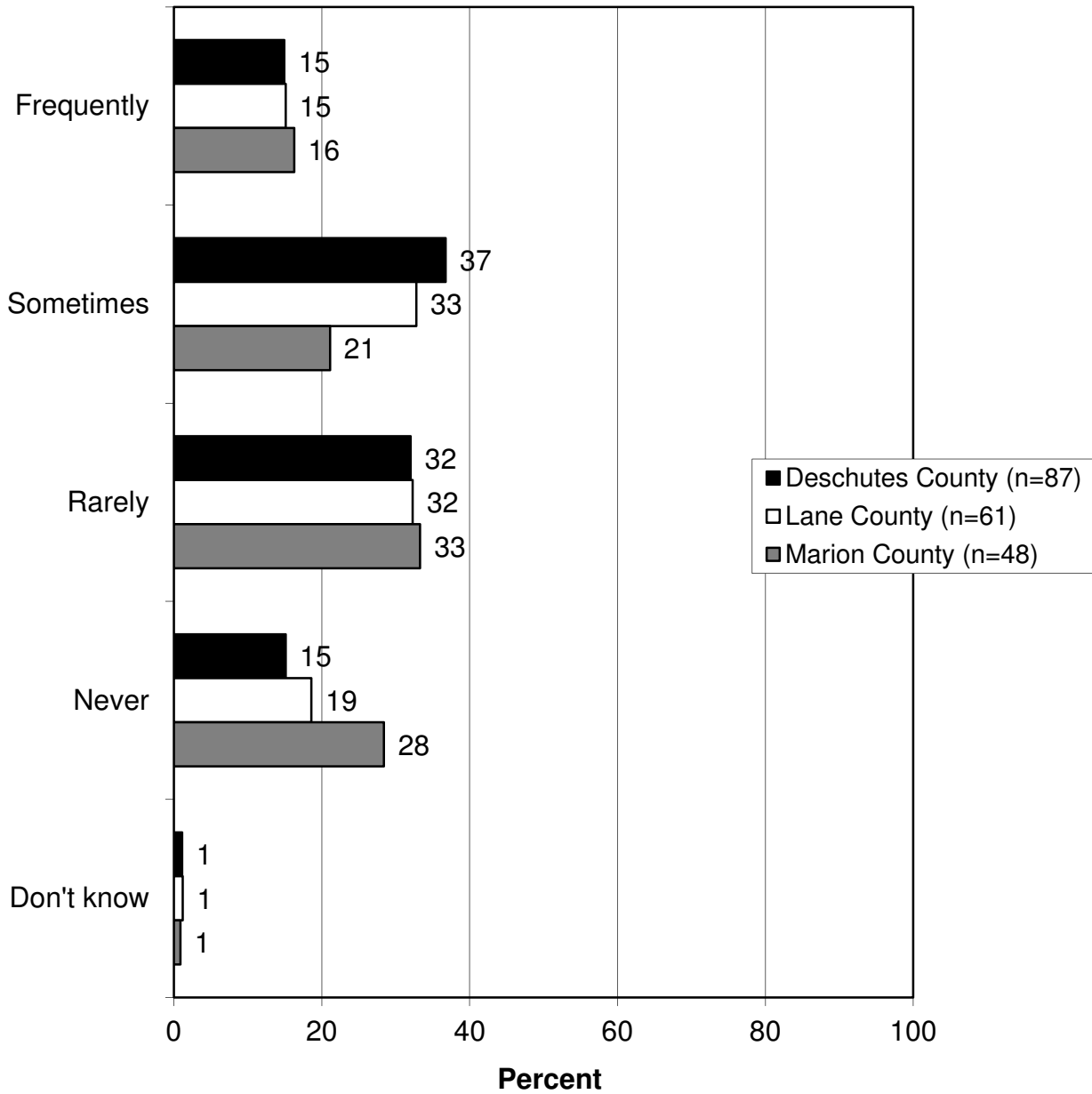


INFORMATION SOURCES ABOUT FISH, WILDLIFE, RECREATION, AND CONSERVATION

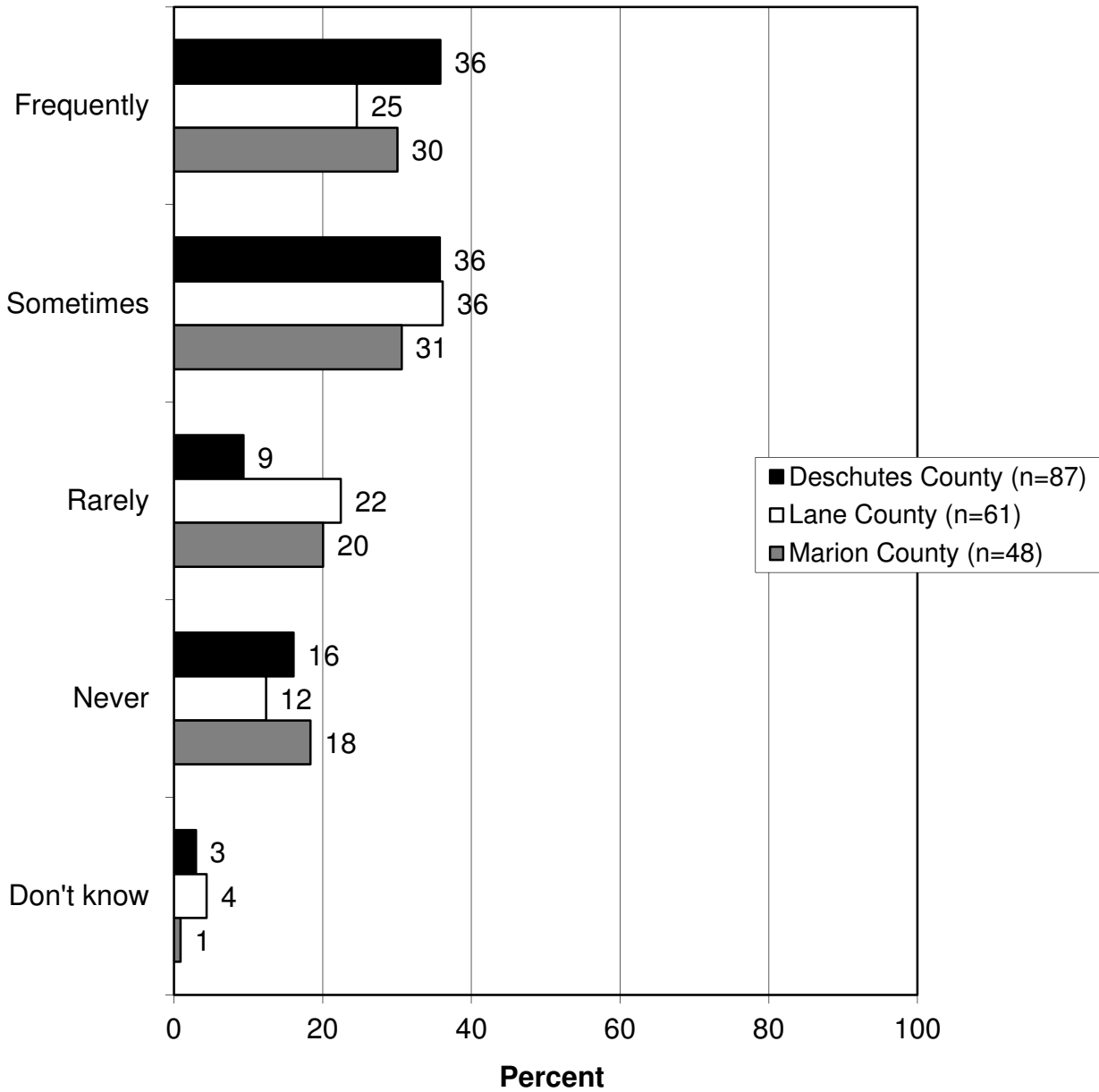
**Q98. In general, how often do you actively seek information on each of the following topics?
What about fish and wildlife management?**



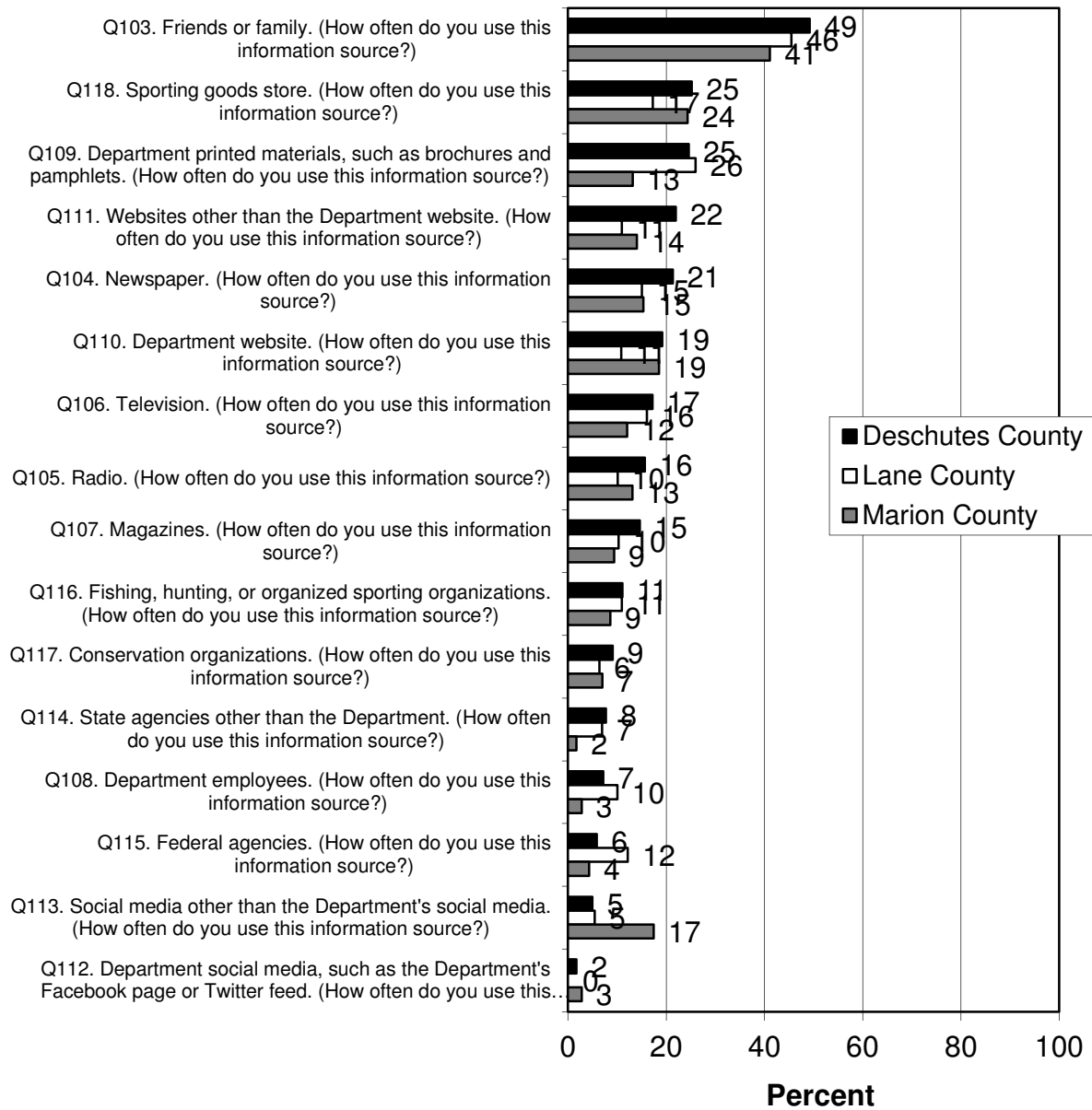
**Q99. In general, how often do you actively seek information on each of the following topics?
What about conservation?**



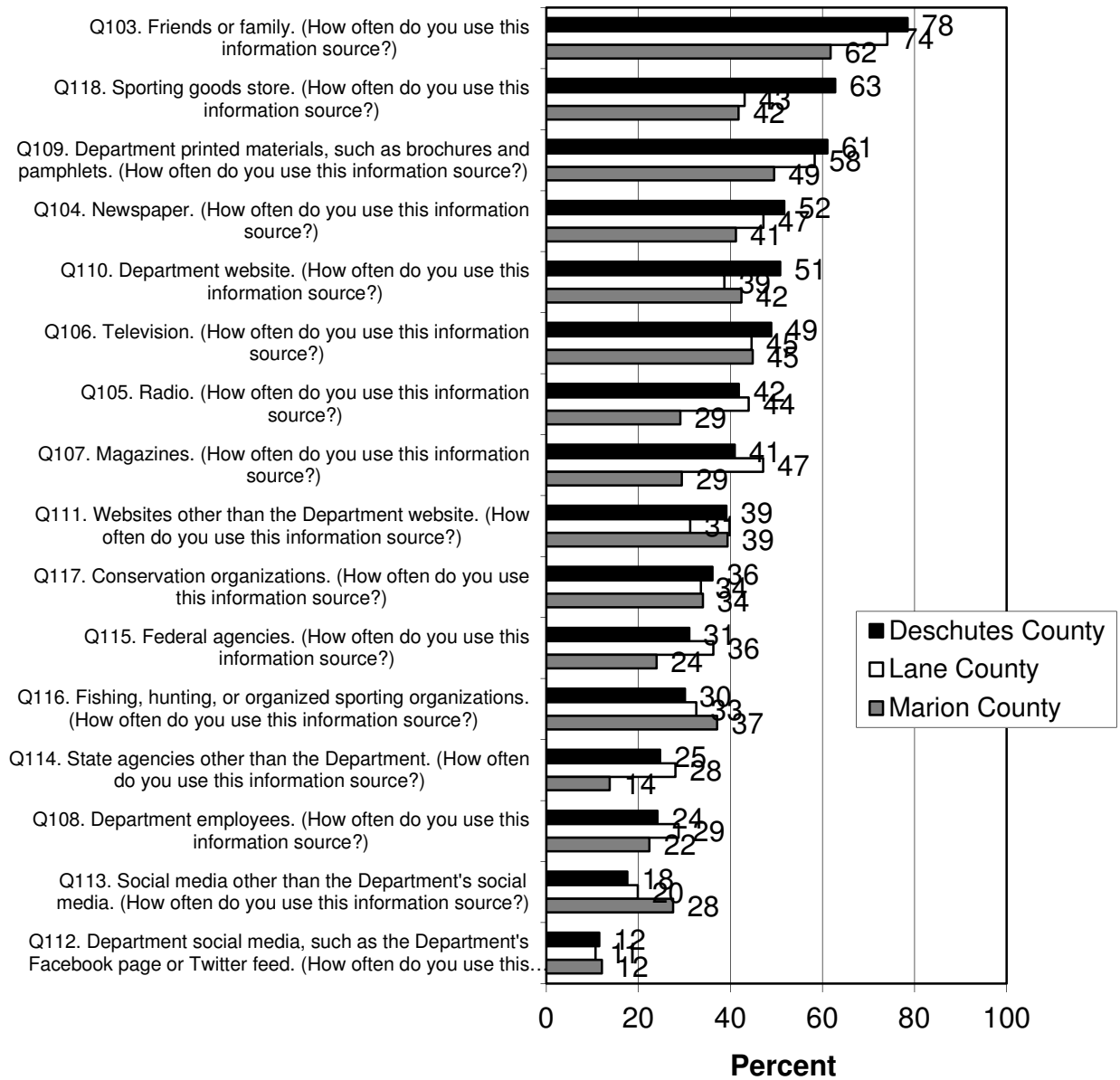
**Q100. In general, how often do you actively seek information on each of the following topics?
What about fish- and wildlife-related recreation, such as fishing, hunting, and wildlife viewing?**



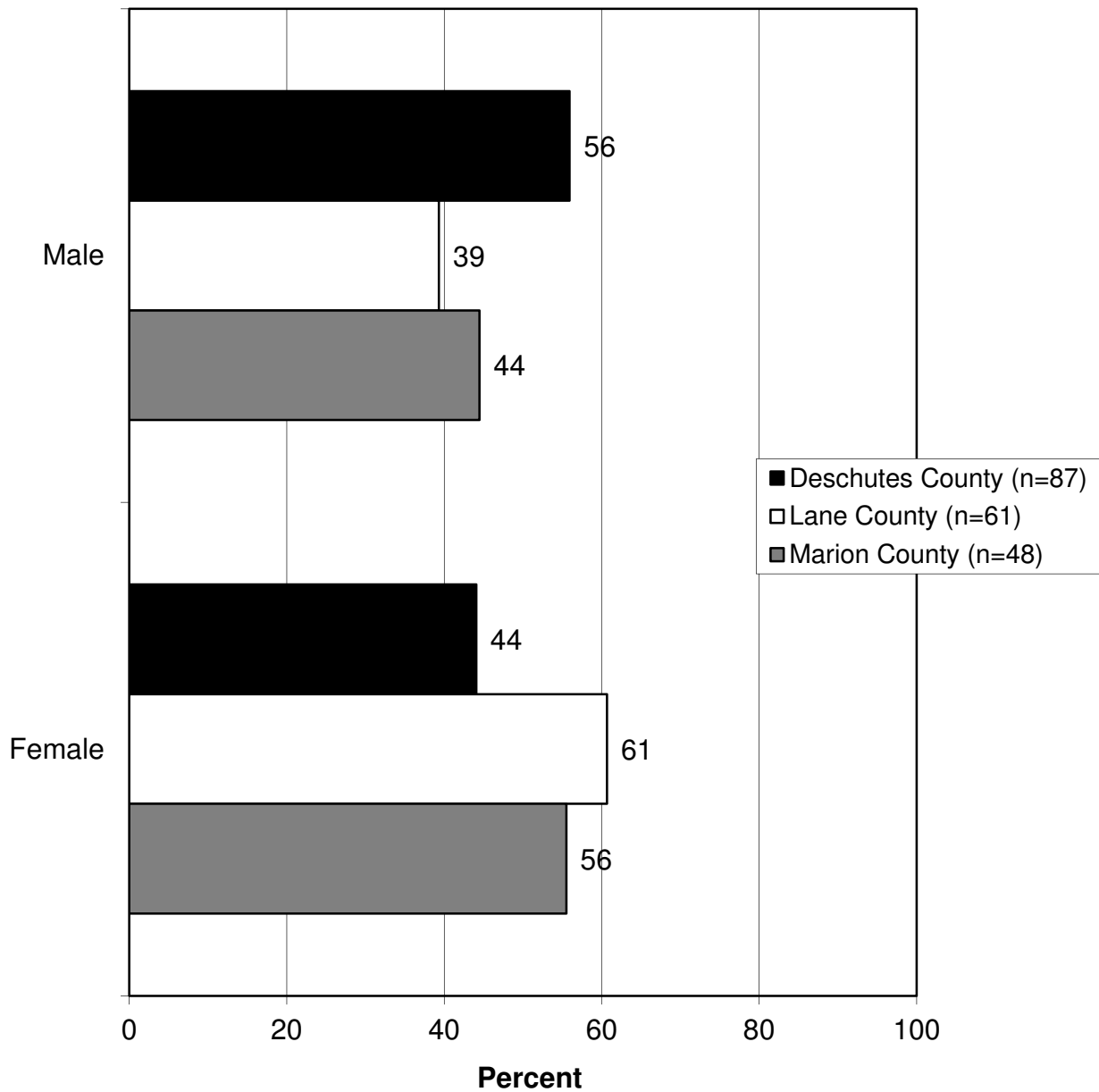
Q103-Q118. Percent who frequently use each source to obtain information on fish and wildlife management, conservation, or fish- and wildlife-related recreation in Oregon.



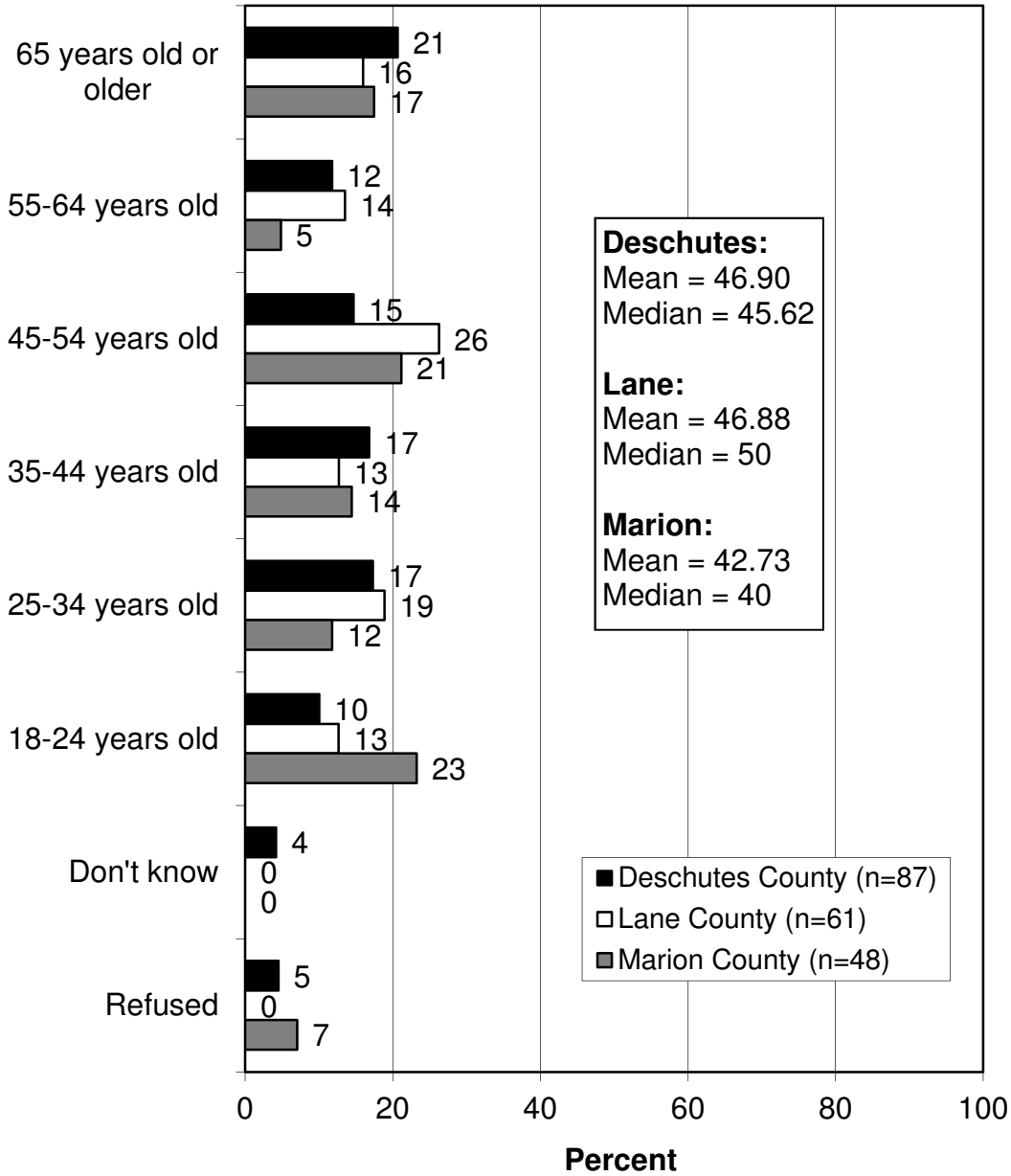
Q103-Q118. Percent who frequently or sometimes use each source to obtain information on fish and wildlife management, conservation, or fish- and wildlife-related recreation in Oregon.



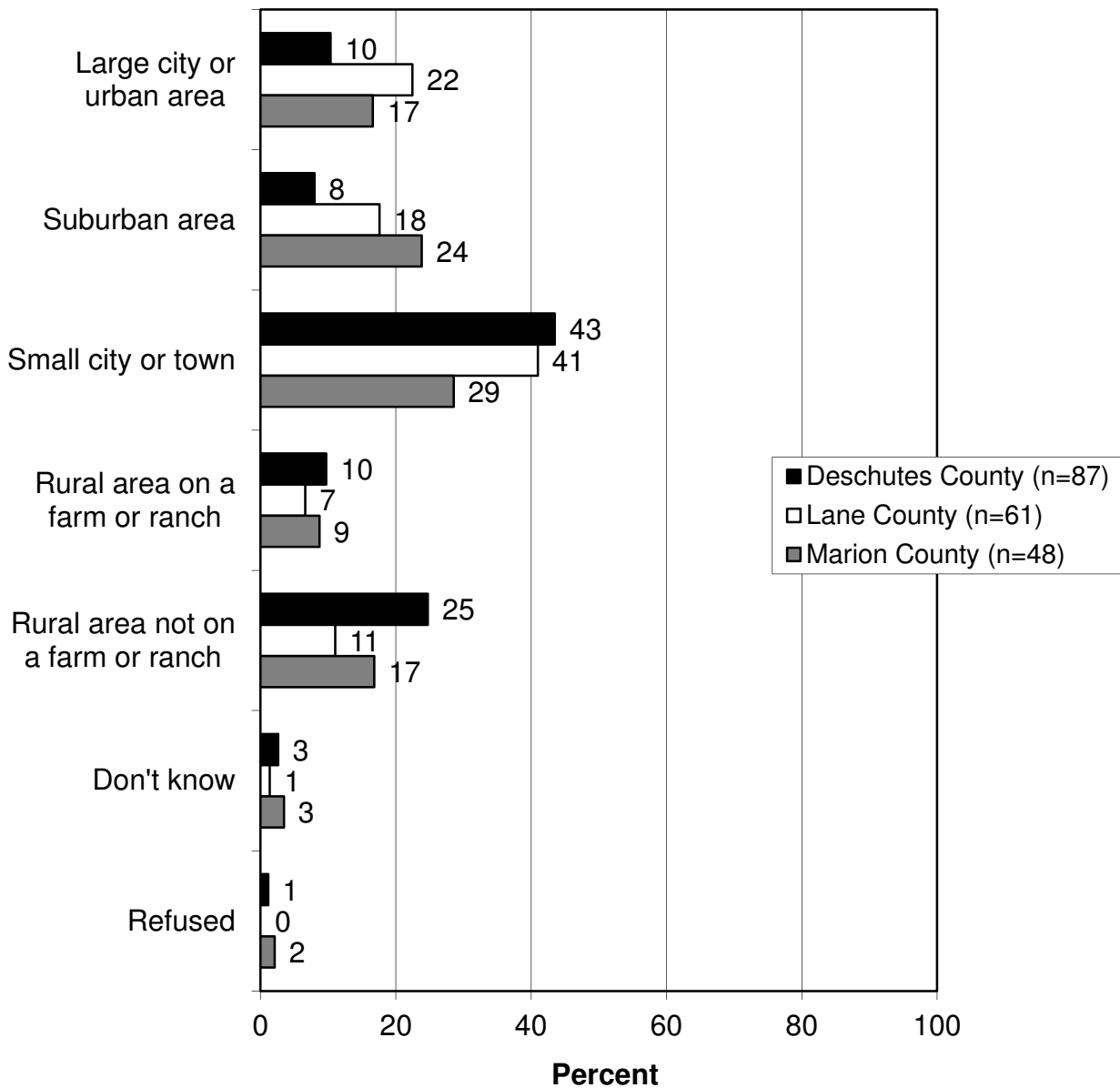
DEMOGRAPHIC DATA

**Q157. Respondent's gender (not asked;
observed by interviewer).**

Q151. Respondent's age.



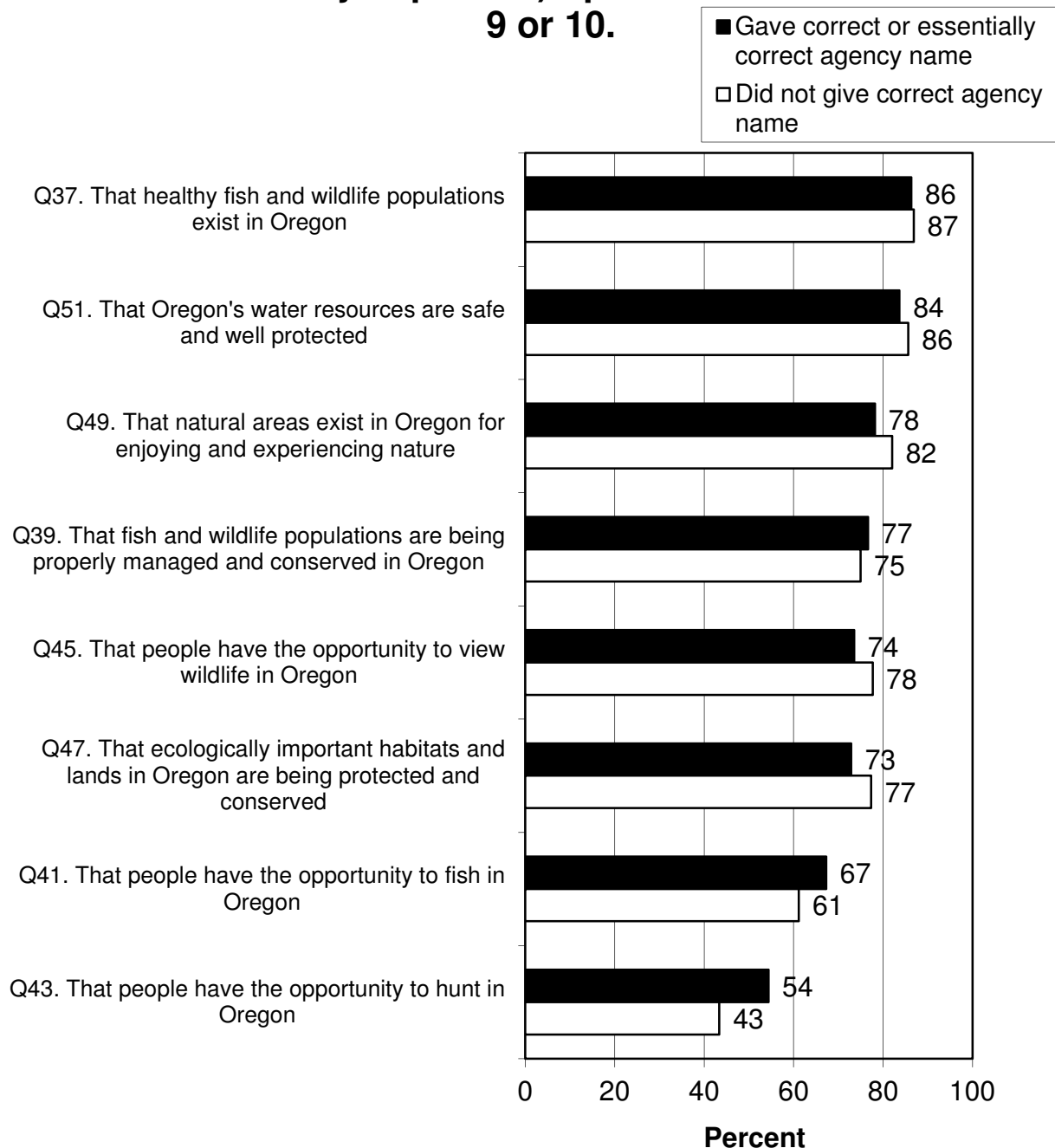
Q144. Do you consider your place of residence to be a large city or urban area, a suburban area, a small city or town, a rural area on a farm or ranch, or a rural area not on a farm or ranch?



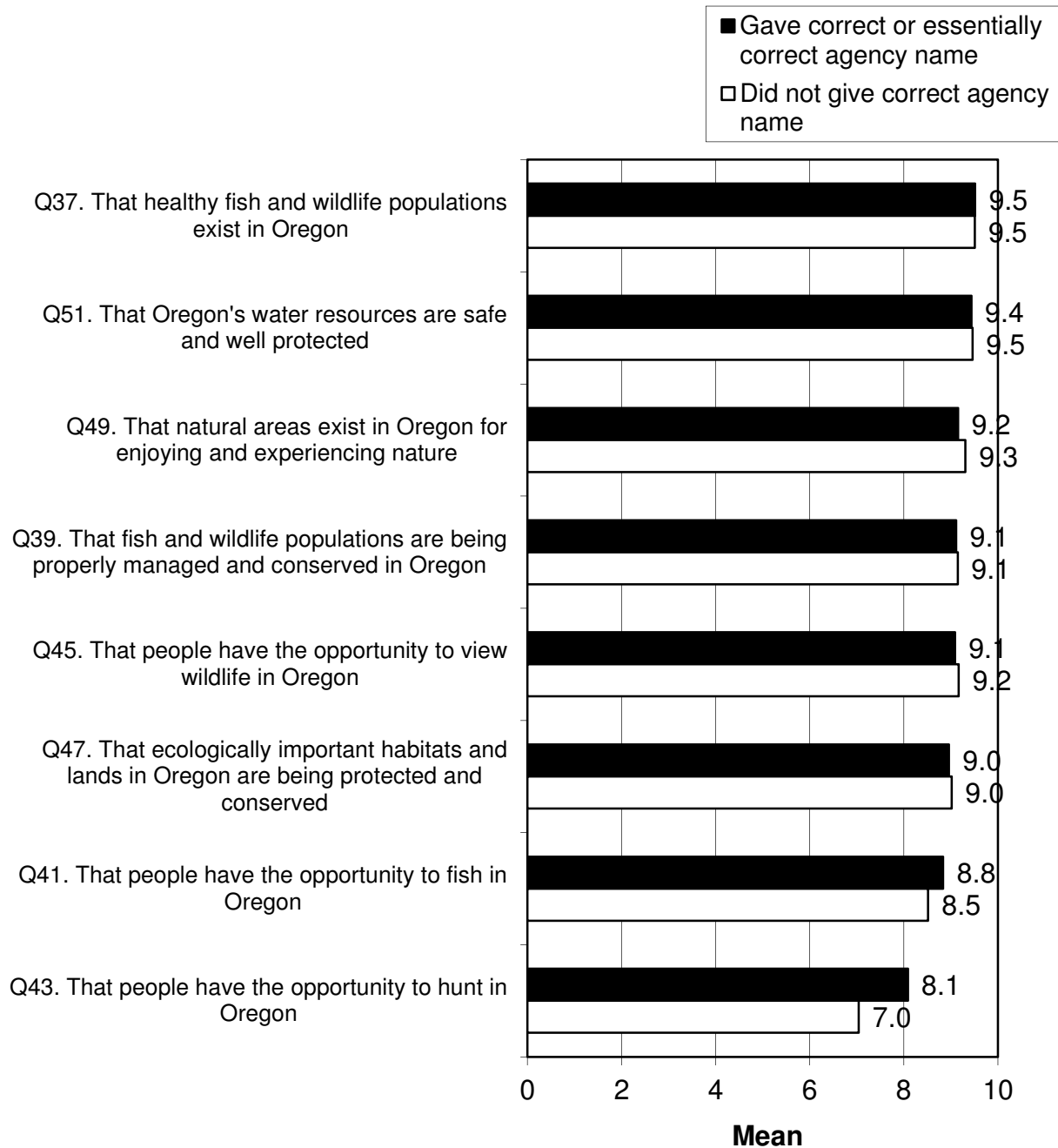
APPENDIX B: CROSSTABULATION BY KNOWLEDGE OF AGENCY NAME

ATTITUDES TOWARD WILDLIFE AND WILDLIFE-ASSOCIATED RECREATION

Q37-Q51. Ratings of the importance that each of the following is to residents (on a scale of 0 to 10, where 0 is not at all important and 10 is extremely important): percent who chose 9 or 10.



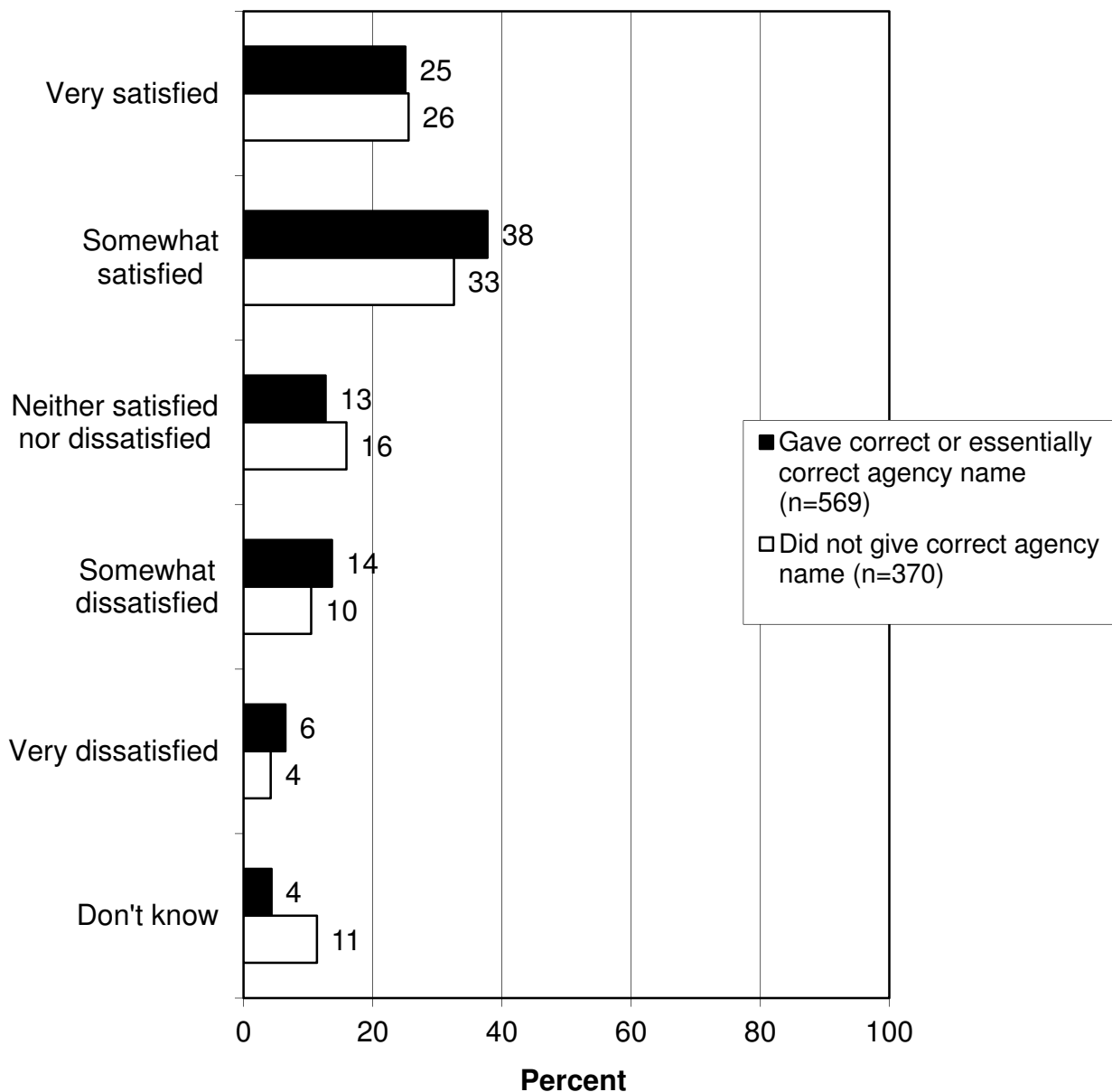
Q37-Q51. Mean ratings of the importance that each of the following is to residents (on a scale of 0 to 10, where 0 is not at all important and 10 is extremely important).



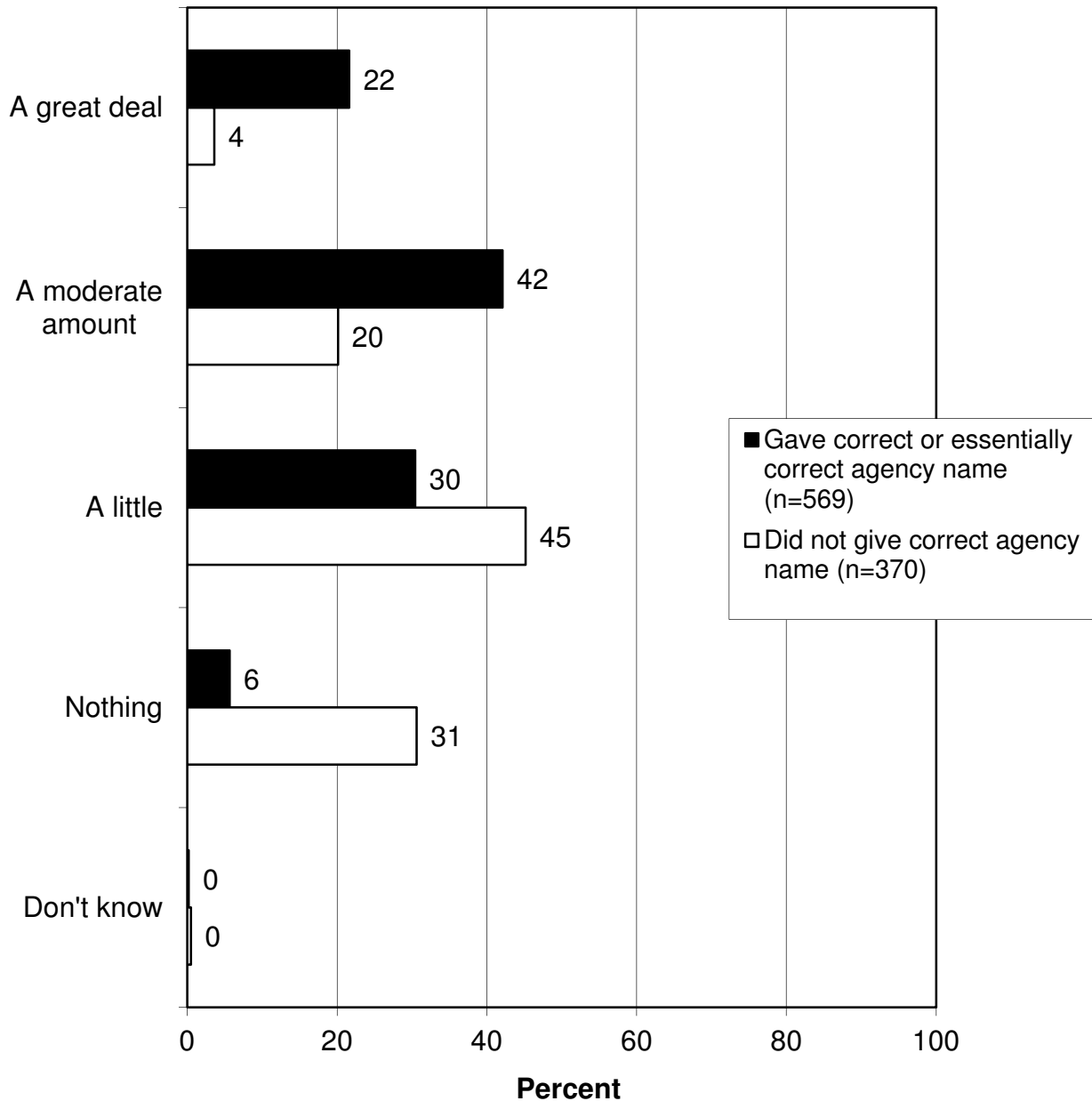
KNOWLEDGE OF AND OPINIONS ON THE OREGON DEPARTMENT OF FISH AND WILDLIFE

Protection Of Fish, Wildlife, And Habitat

Q20. In general, how satisfied or dissatisfied are you with the protection and management of fish, wildlife, and habitat in Oregon?

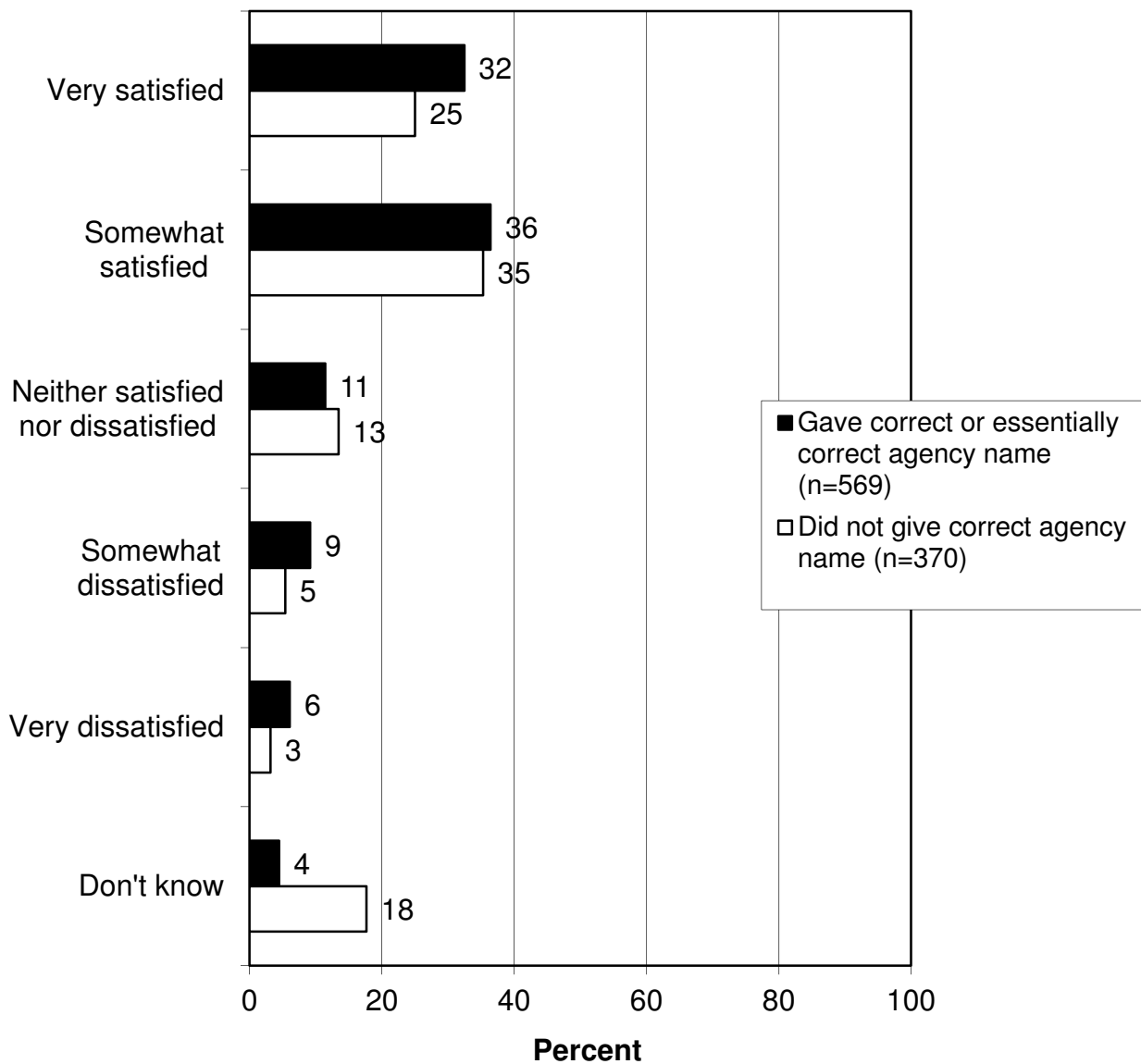


Q23. The Oregon Department of Fish and Wildlife is responsible for protecting and managing fish, wildlife, and habitat in Oregon. Before this survey, would you say you knew a great deal, a moderate amount, a little, or nothing about the Oregon Department of Fish and Wildlife?

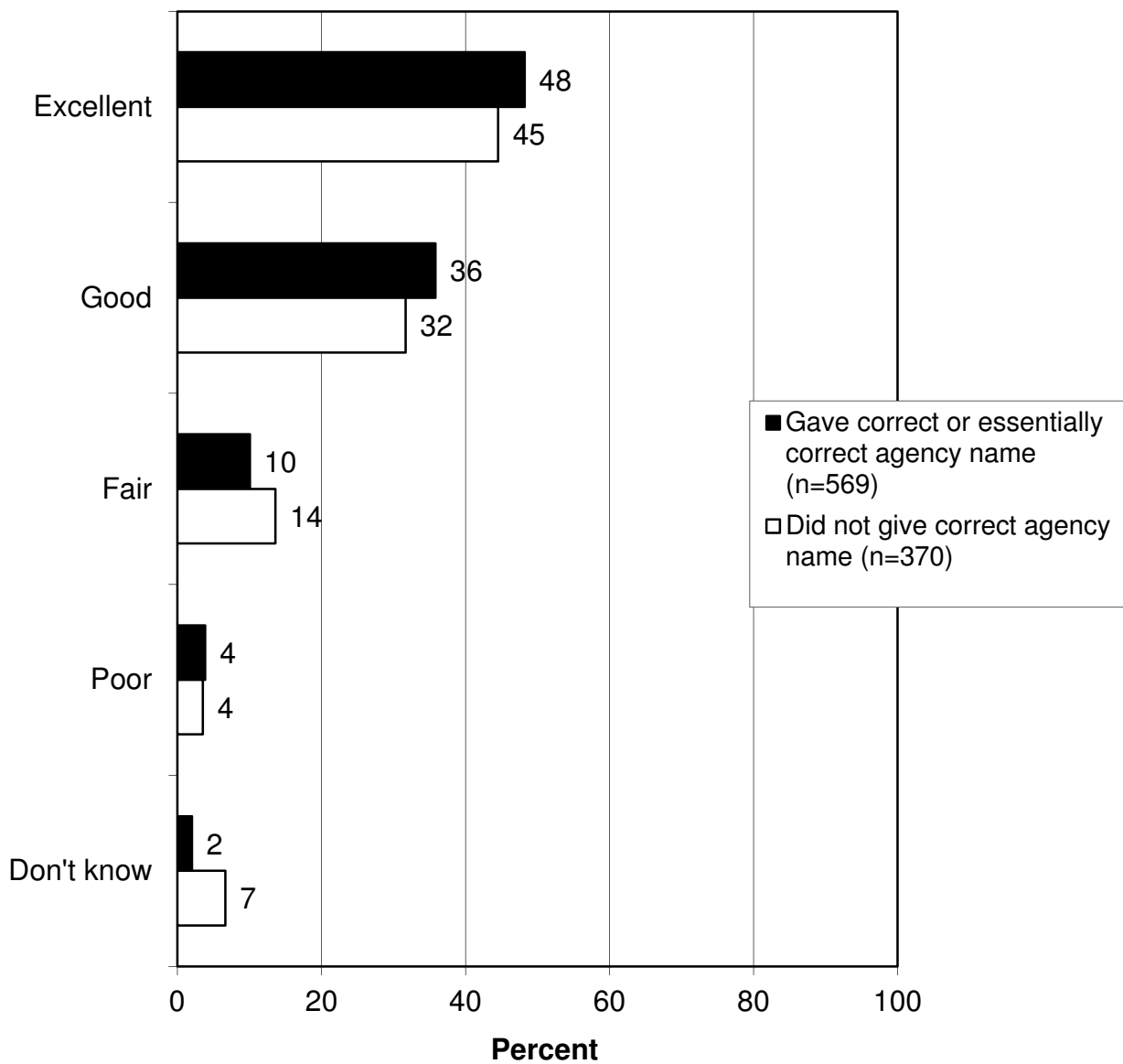


Satisfaction With The Department Overall

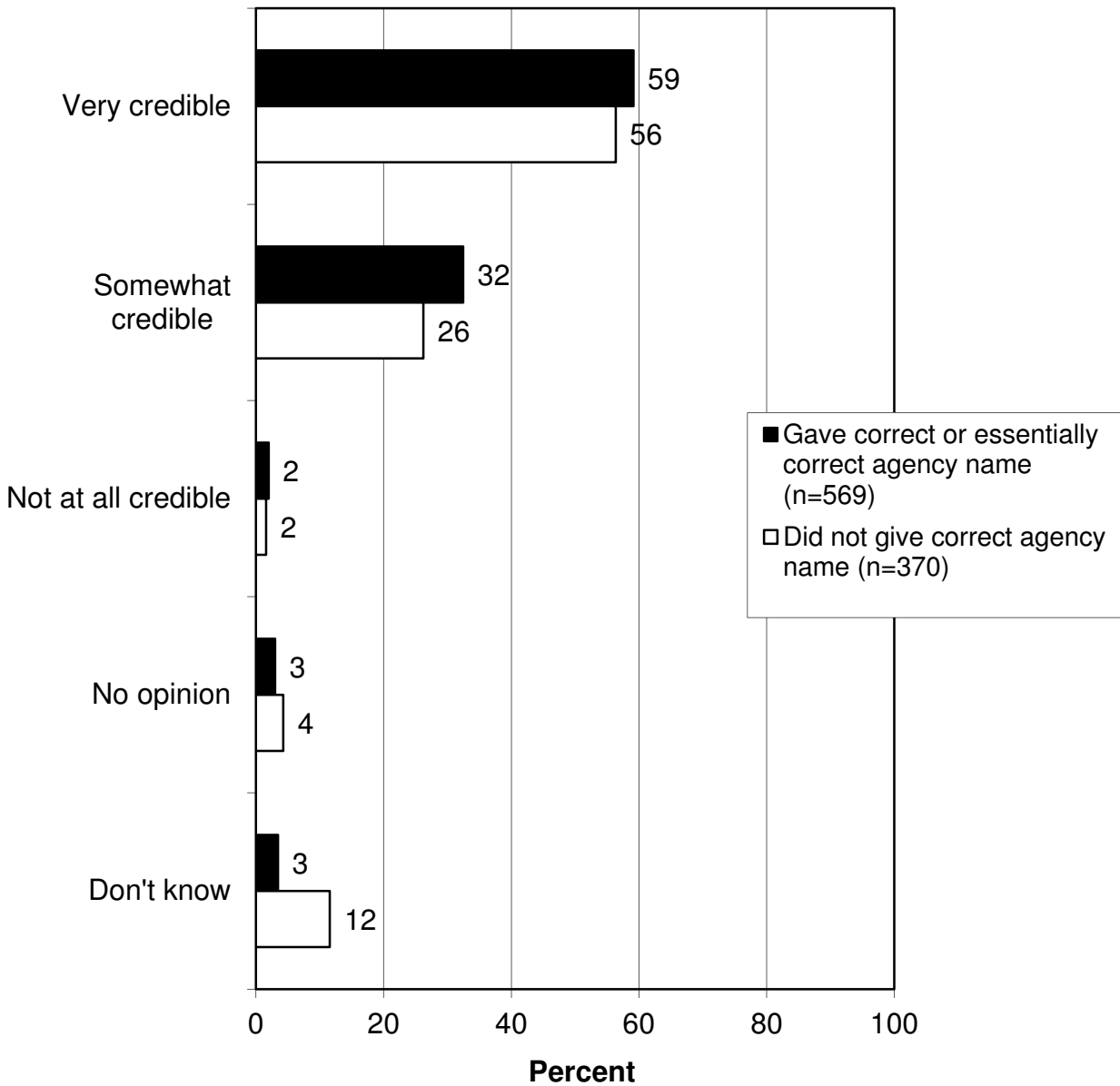
Q24. Overall, how satisfied or dissatisfied are you with the Oregon Department of Fish and Wildlife as the state agency responsible for protecting and managing fish, wildlife, and habitat in Oregon?



Q29. How would you rate the availability of fish- and wildlife-related recreation opportunities, such as fishing, hunting, and wildlife viewing, in Oregon?



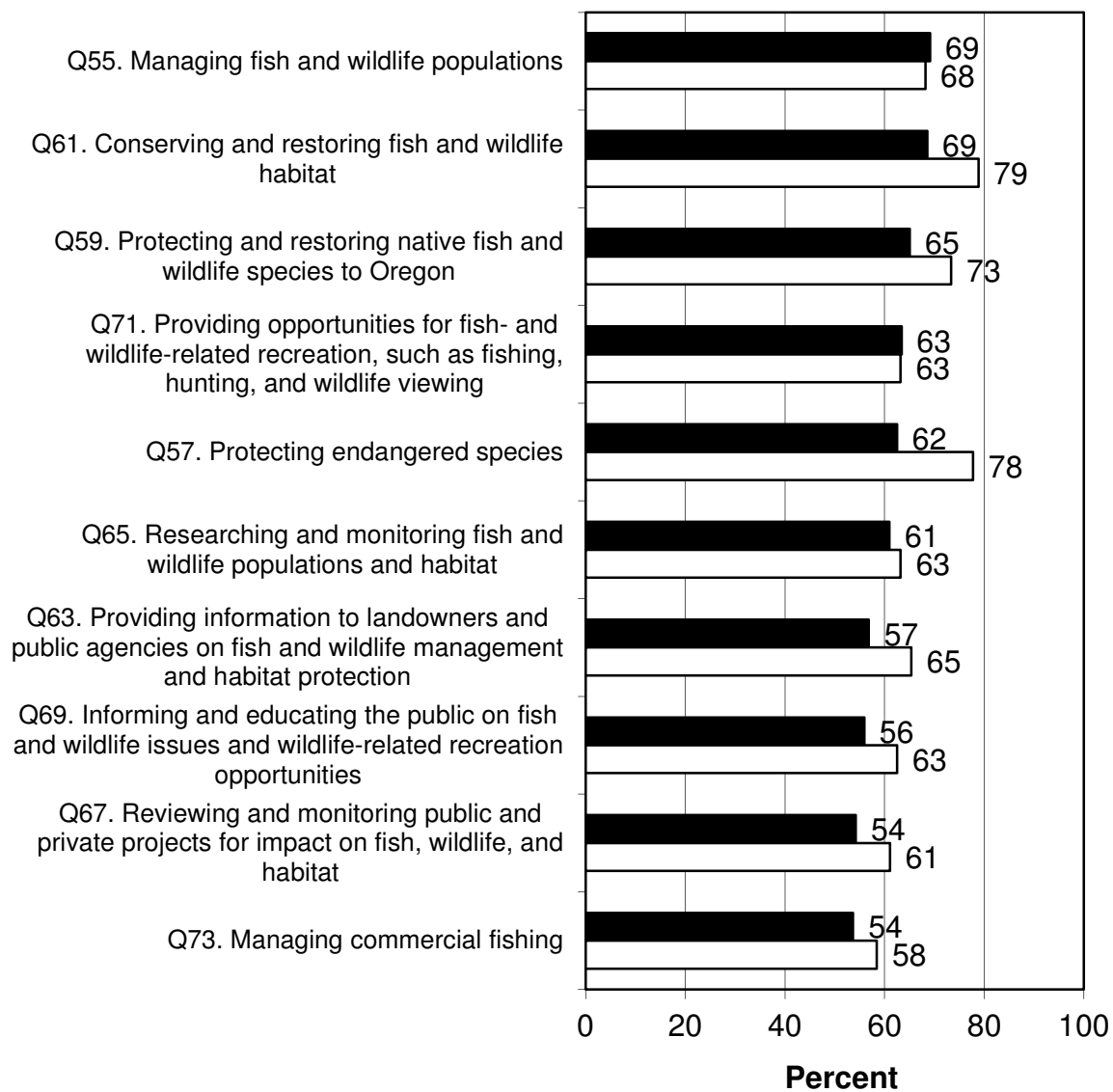
Q124. In your opinion, how credible is the Department overall as a source of information on fish and wildlife management, conservation, and fish- and wildlife-related recreation?



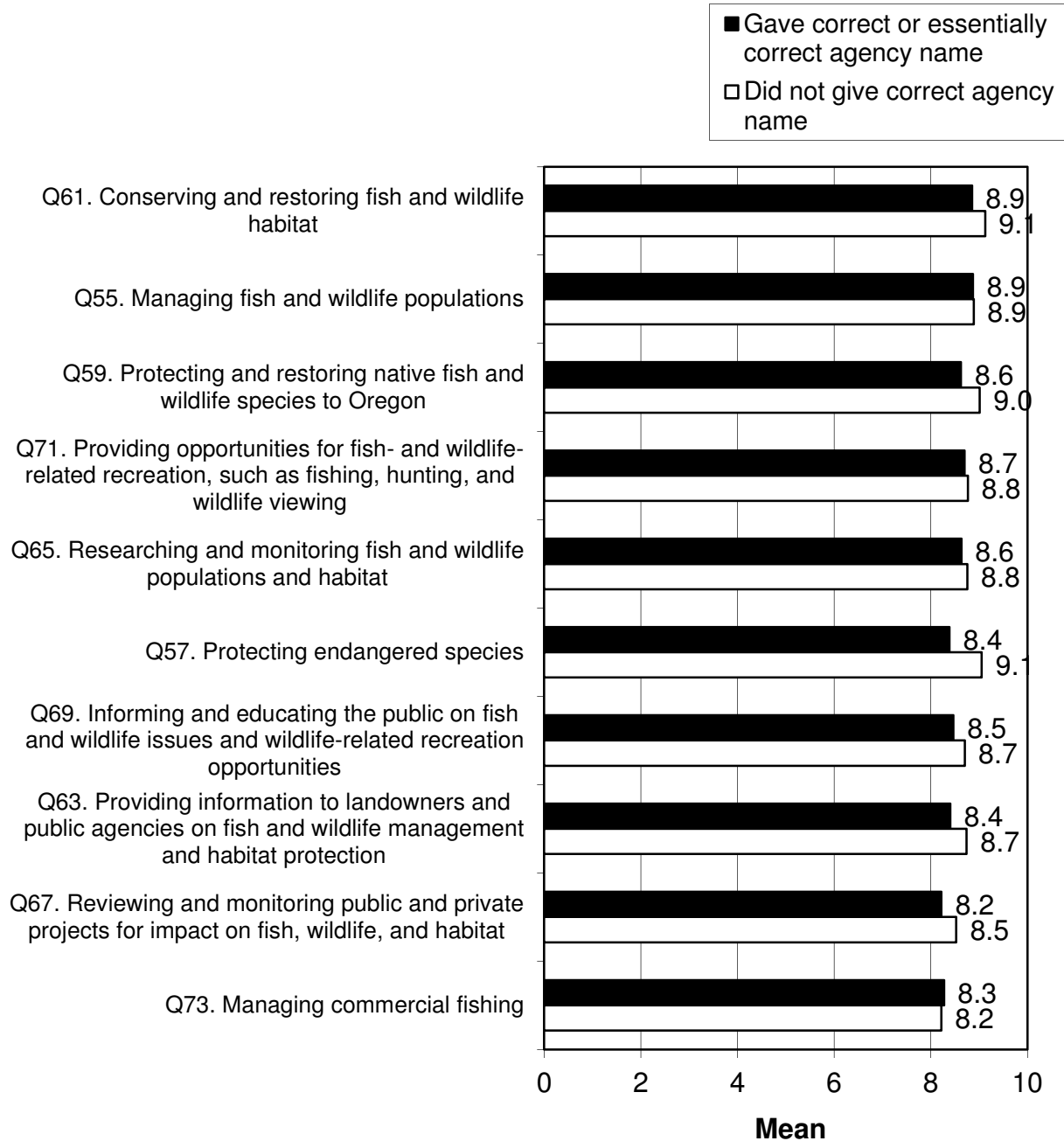
Opinions On Department Priorities

Q55-Q73. Ratings of importance that each of the following should be for the Department (on a scale of 0 to 10, where 0 is not at all important and 10 is extremely important): percent who chose 9 or 10.

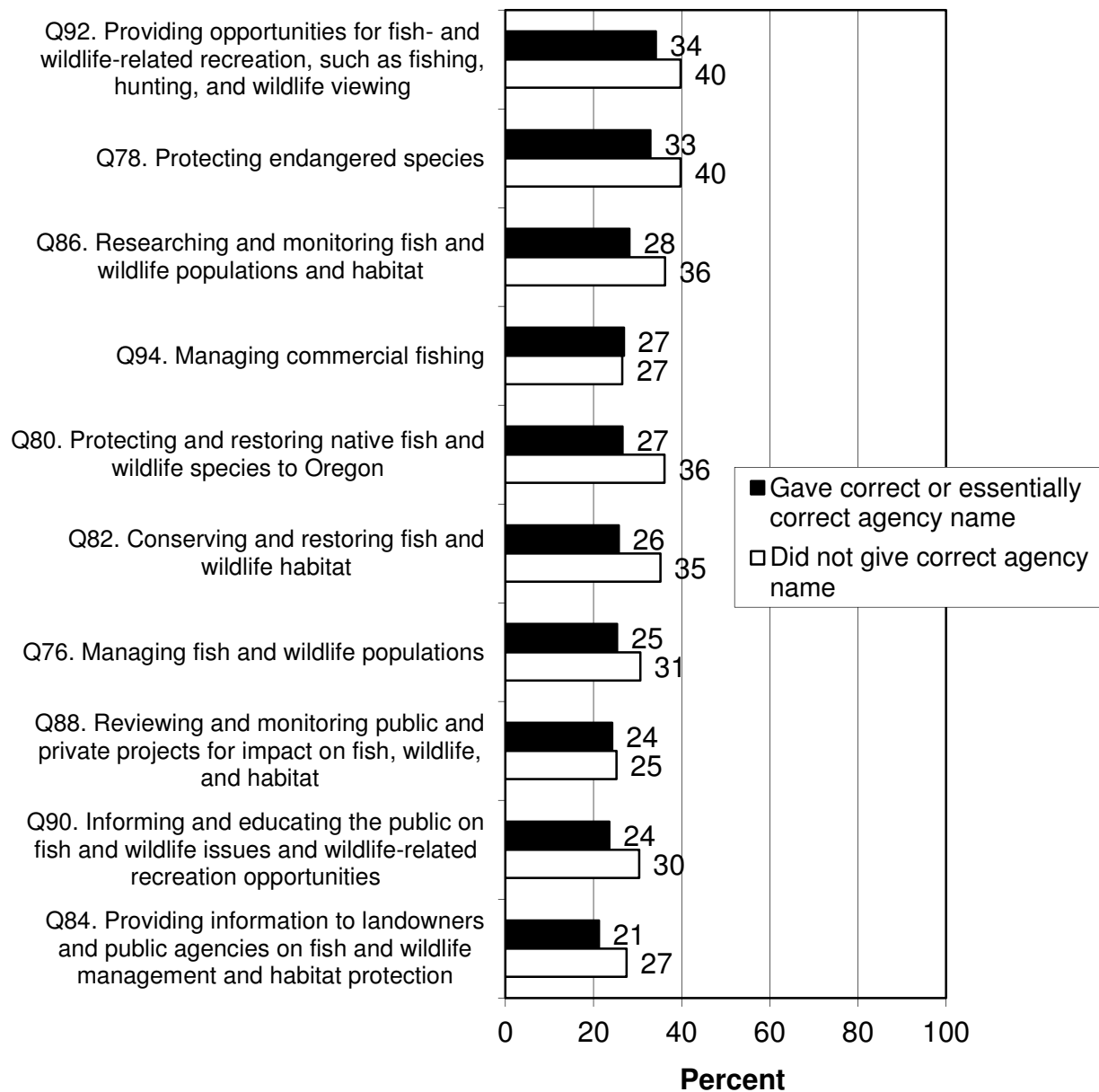
■ Gave correct or essentially correct agency name
 □ Did not give correct agency name



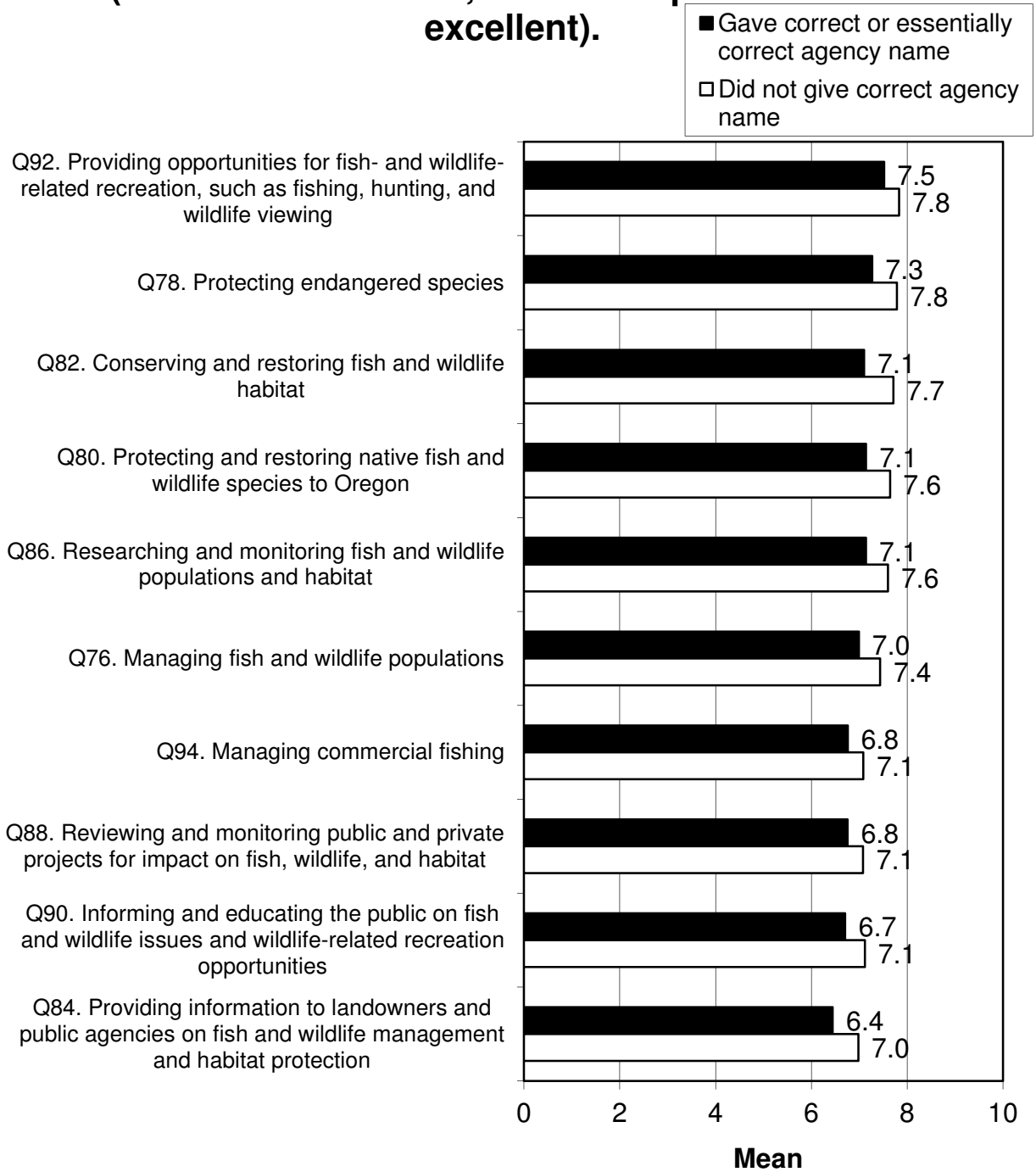
Q55-Q73. Mean ratings of importance that each of the following should be for the Department (on a scale of 0 to 10, where 0 is not at all important and 10 is extremely important).



Q76-Q94. Ratings of the performance of the Department in each of the following areas (on a scale of 0 to 10, where 0 is poor and 10 is excellent): percent who chose 9 or 10.

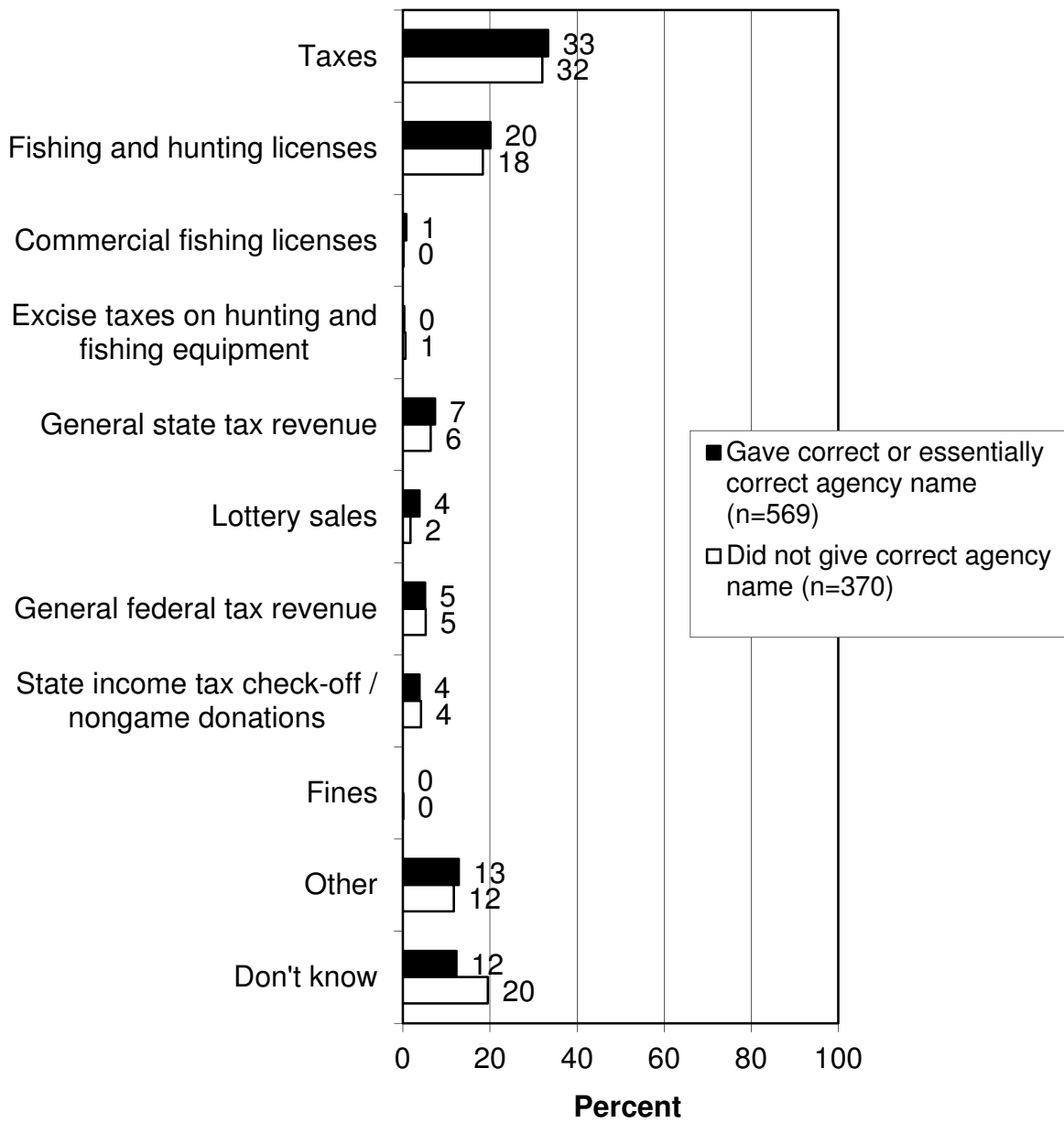


Q76-Q94. Mean ratings of the performance of the Department in each of the following areas (on a scale of 0 to 10, where 0 is poor and 10 is excellent).

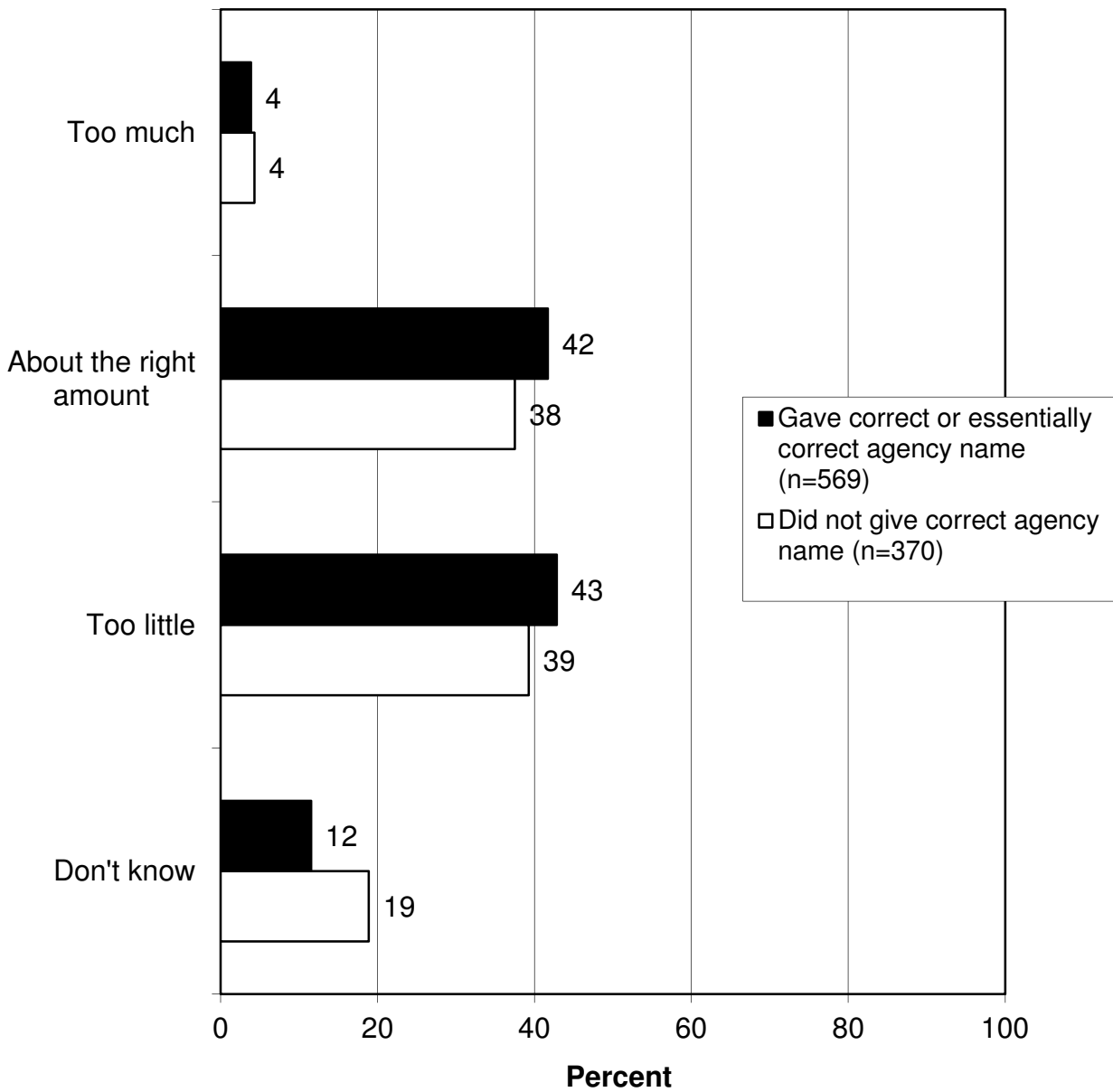


Knowledge Of And Opinion On Department Funding

Q130. What do you think should be the primary source of funding for the Department?

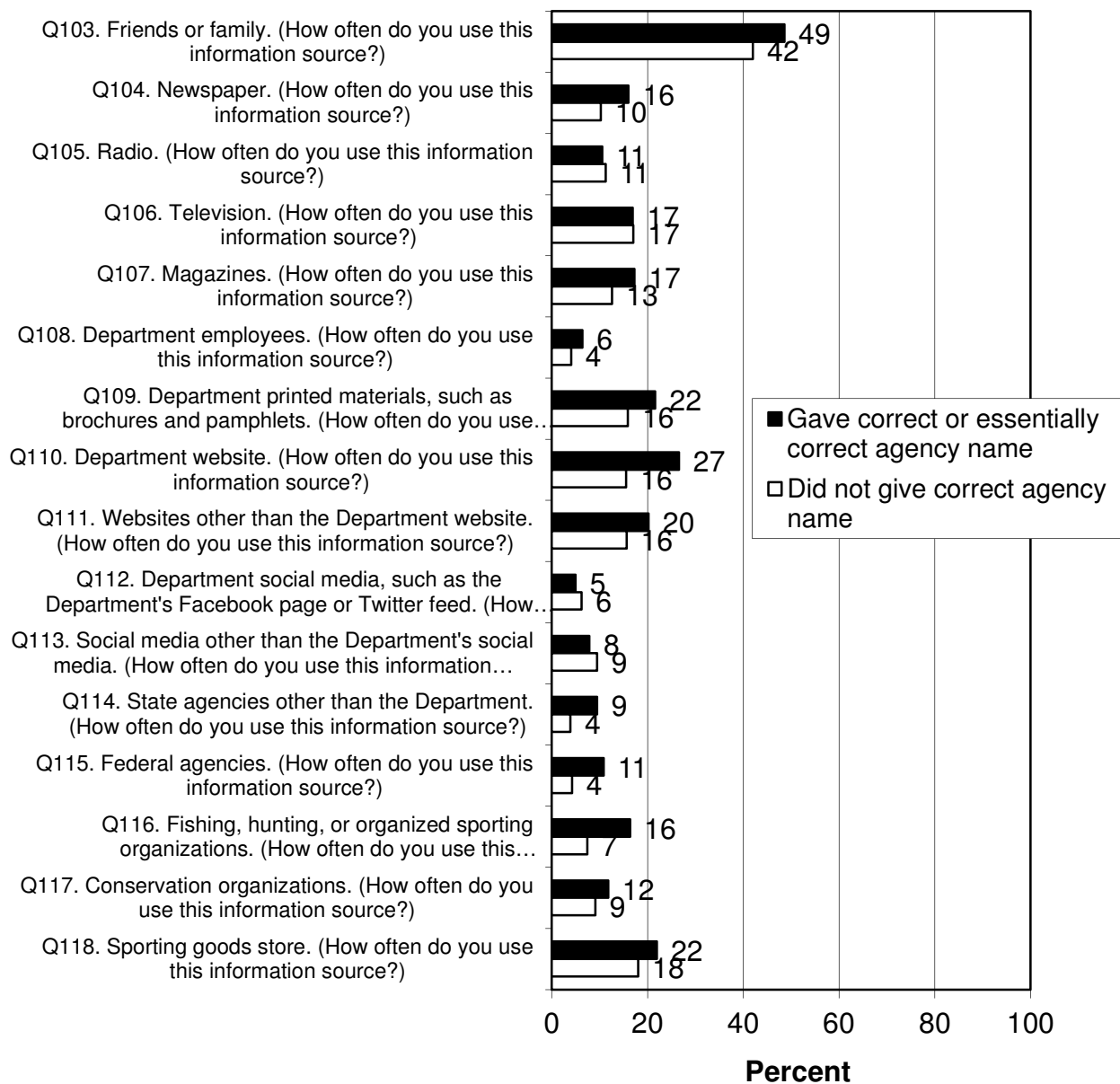


Q133. [THE DEPARTMENT'S FUNDING SOURCES WERE EXPLAINED.] Knowing that 9% of the Department's funding comes from general state tax revenues, do you think the amount of funding the Department receives from general state tax revenues is too much, about the right amount, or too little?

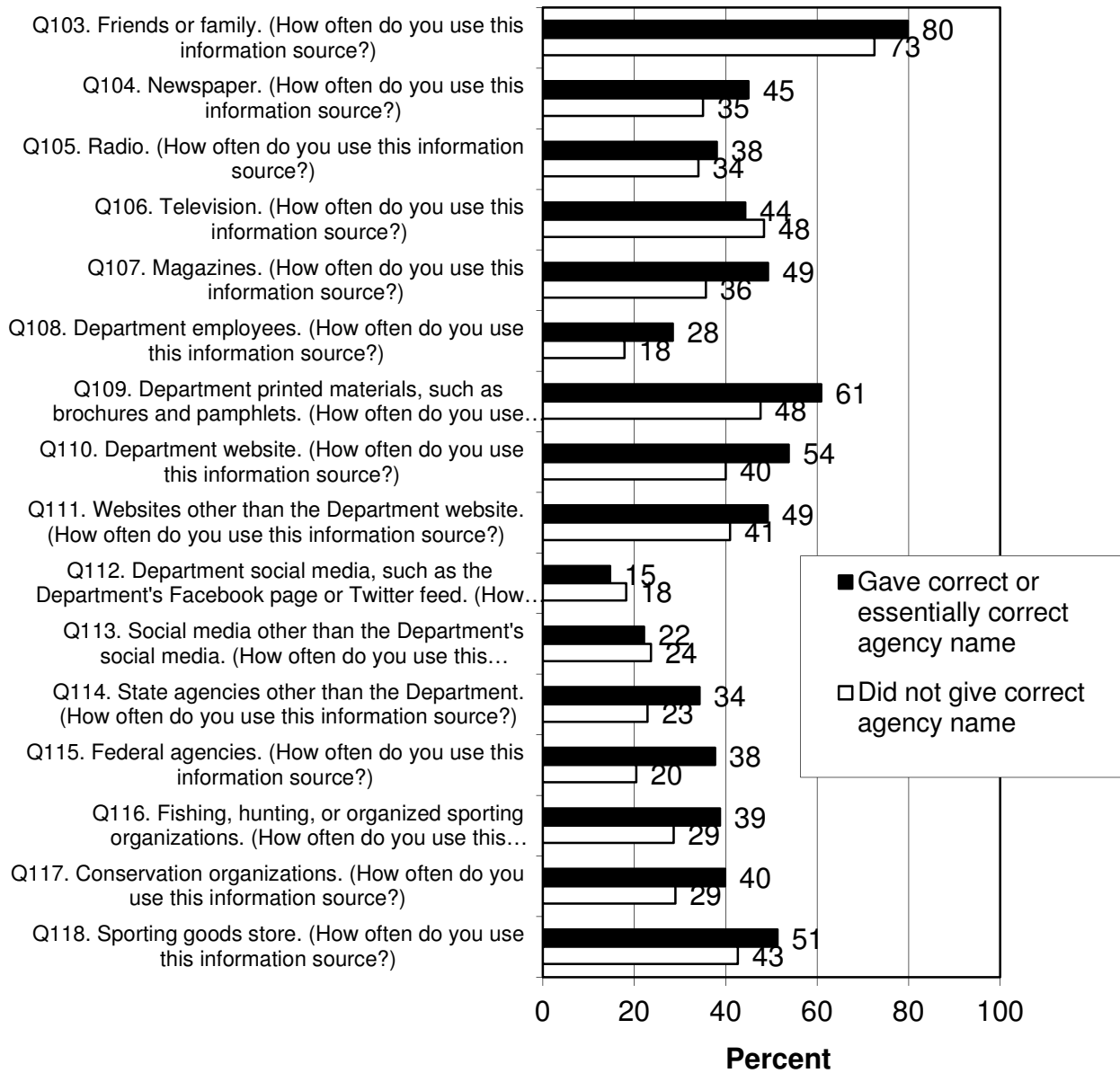


INFORMATION SOURCES ABOUT FISH, WILDLIFE, RECREATION, AND CONSERVATION

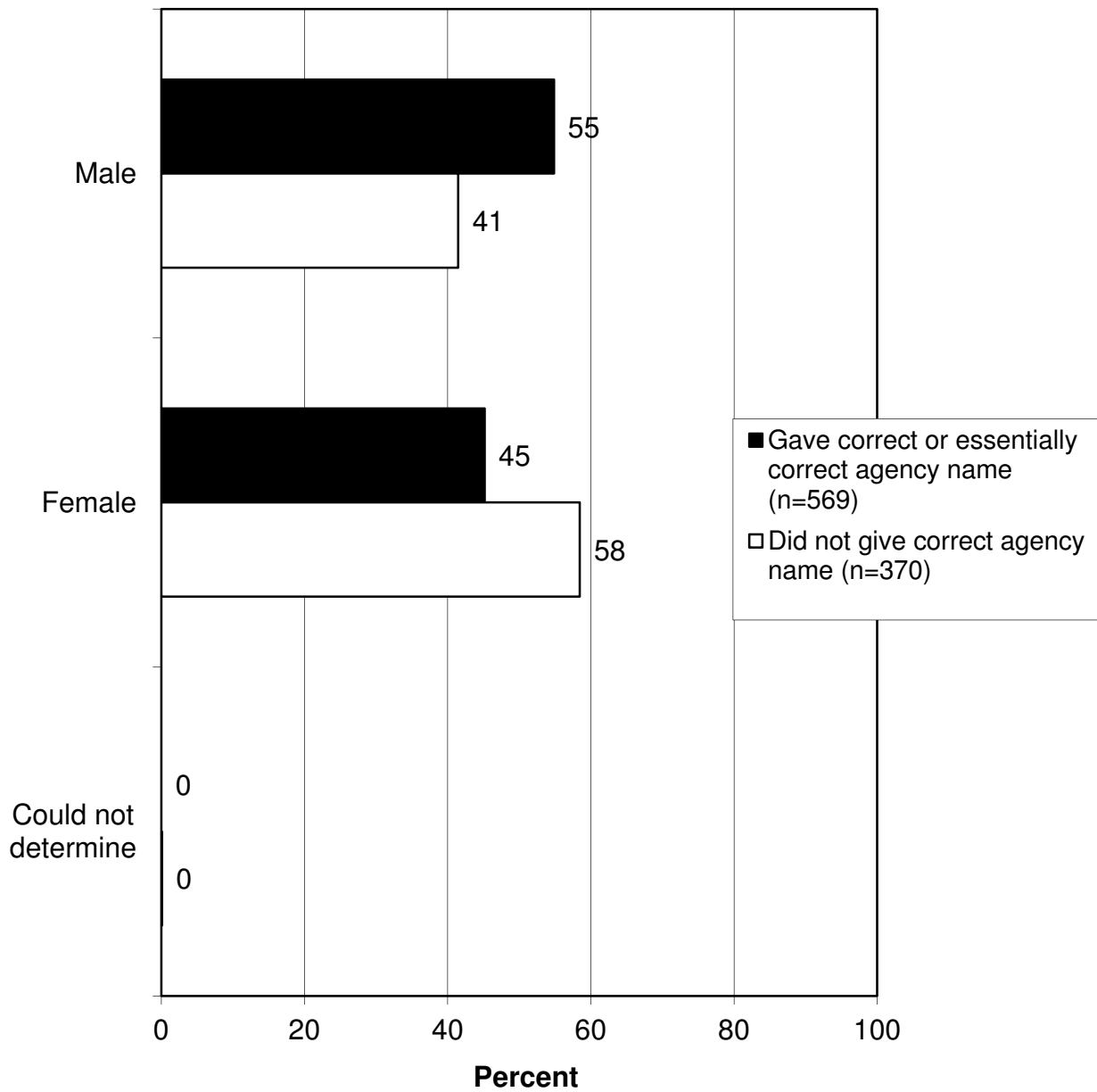
Q103-Q118. Percent who frequently use each source to obtain information on fish and wildlife management, conservation, or fish- and wildlife-related recreation in Oregon.



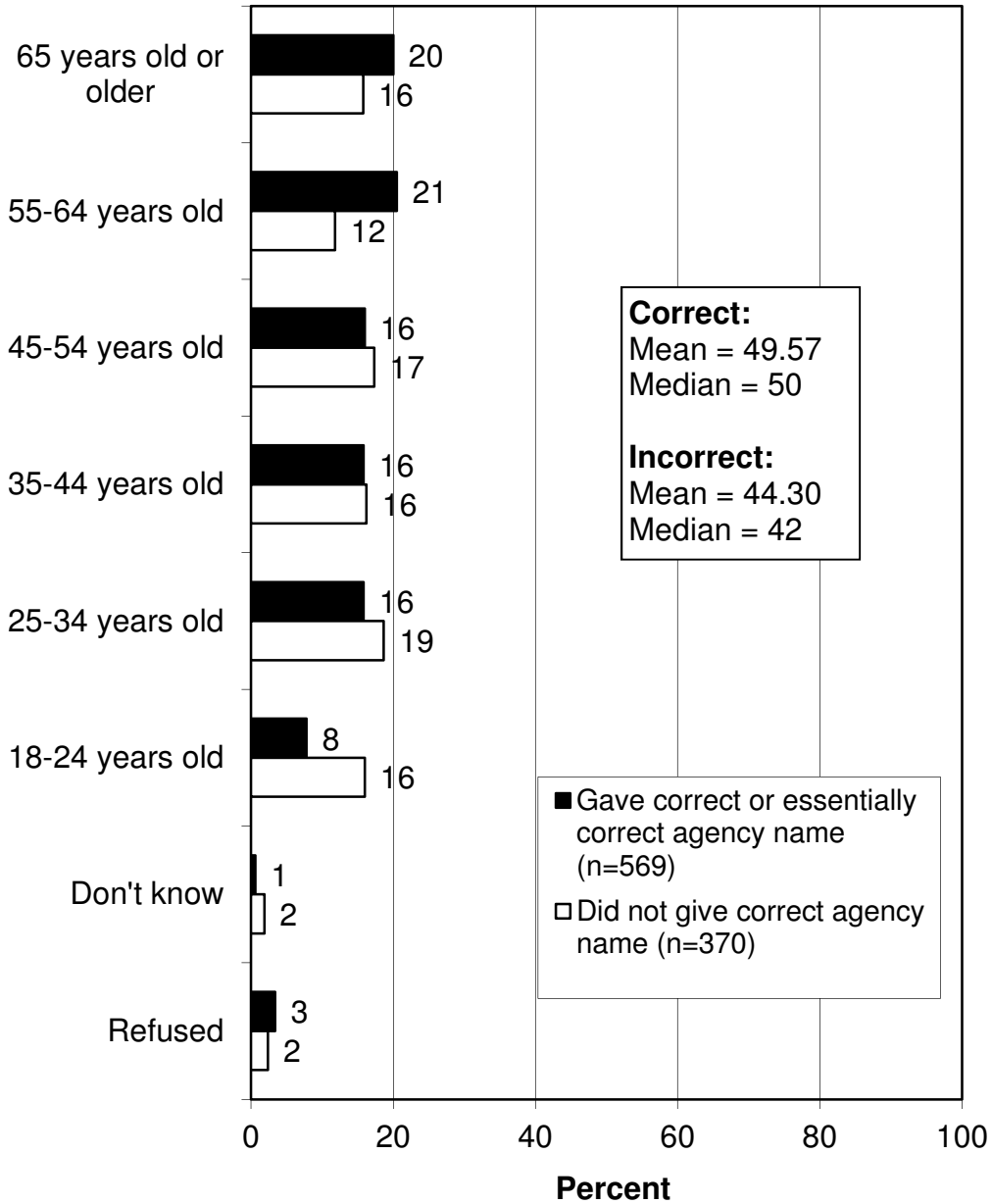
Q103-Q118. Percent who frequently or sometimes use each source to obtain information on fish and wildlife management, conservation, or fish- and wildlife-related recreation in Oregon.



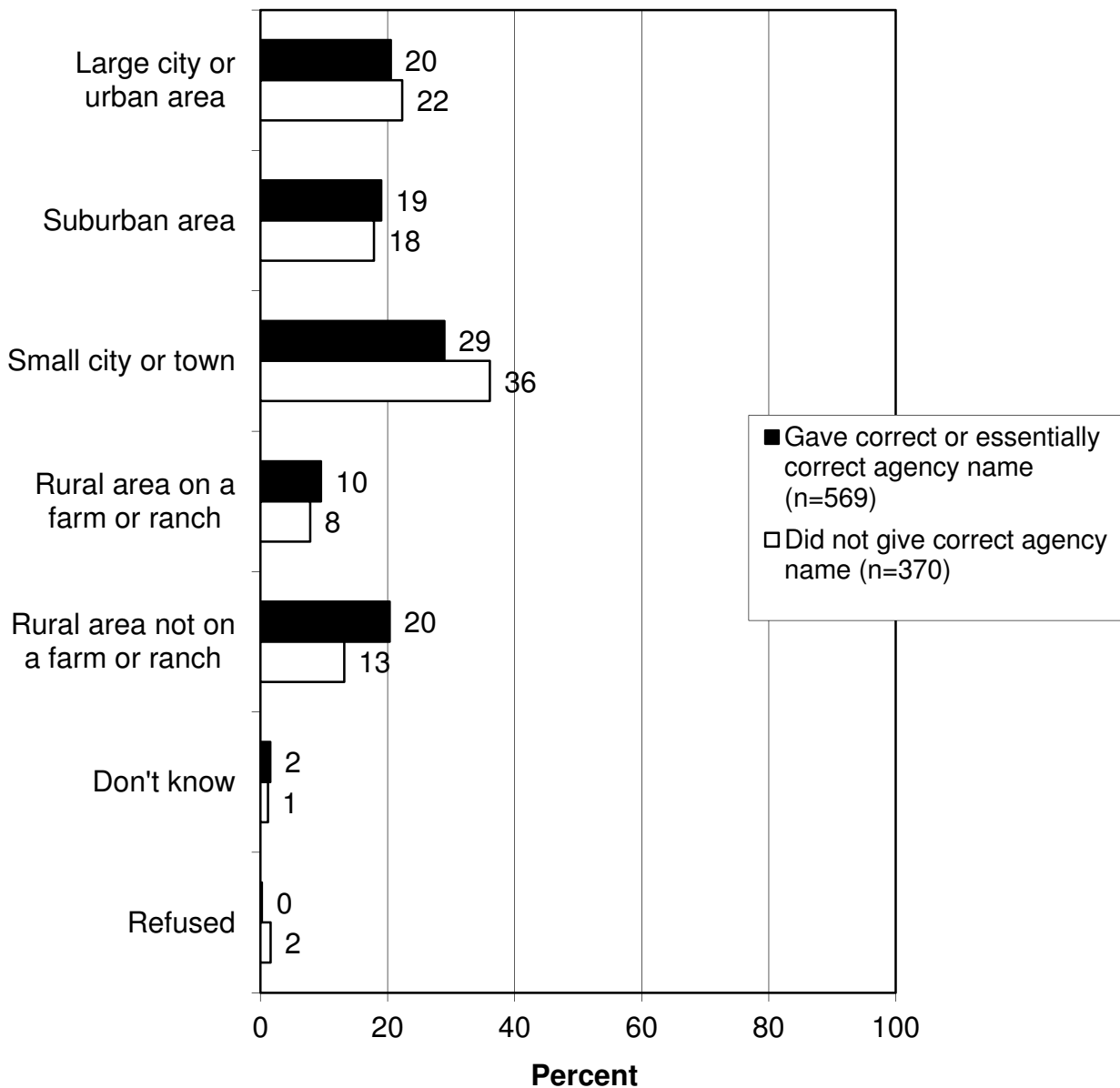
DEMOGRAPHIC DATA

**Q157. Respondent's gender (not asked;
observed by interviewer).**

Q151. Respondent's age.



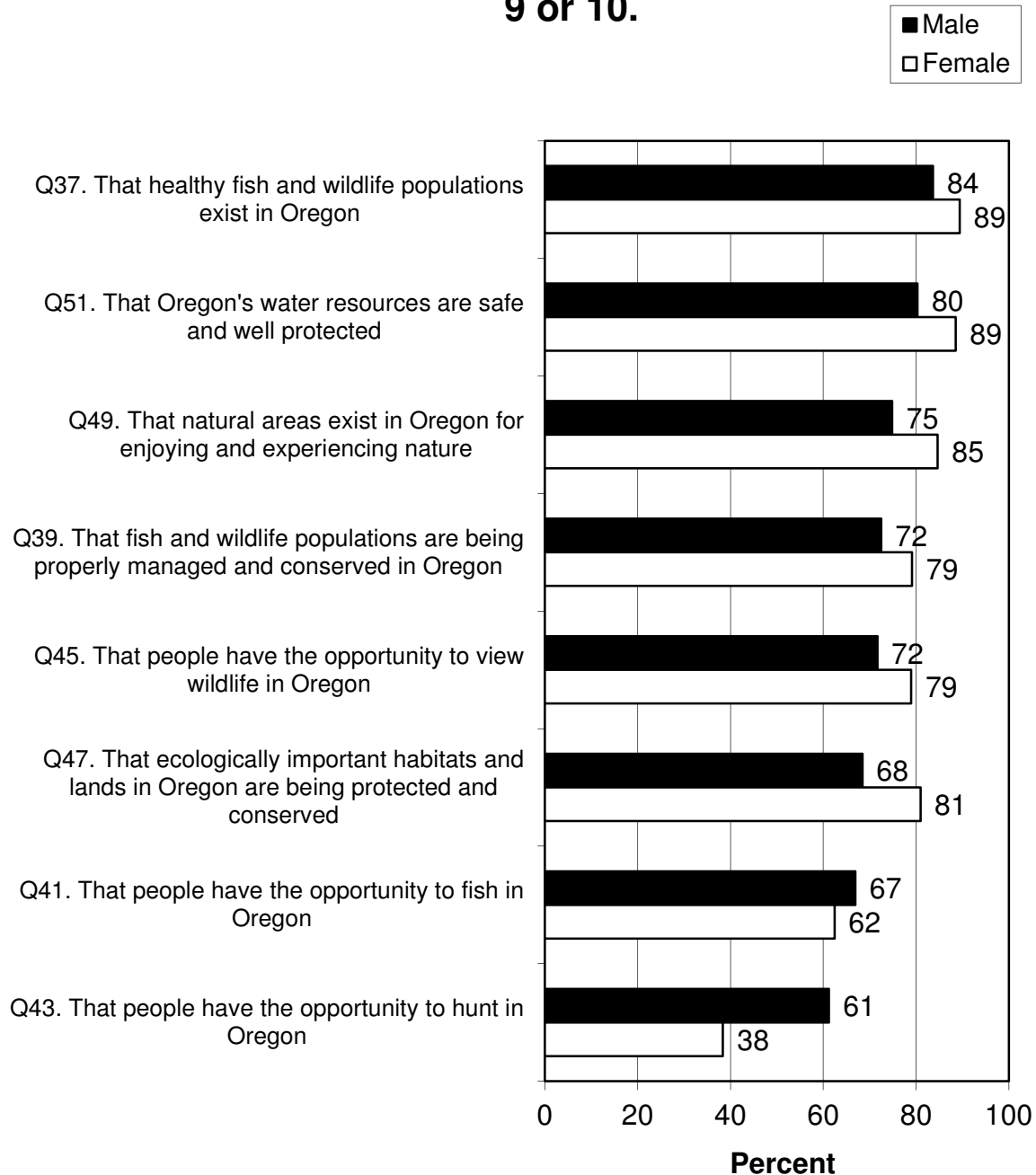
Q144. Do you consider your place of residence to be a large city or urban area, a suburban area, a small city or town, a rural area on a farm or ranch, or a rural area not on a farm or ranch?



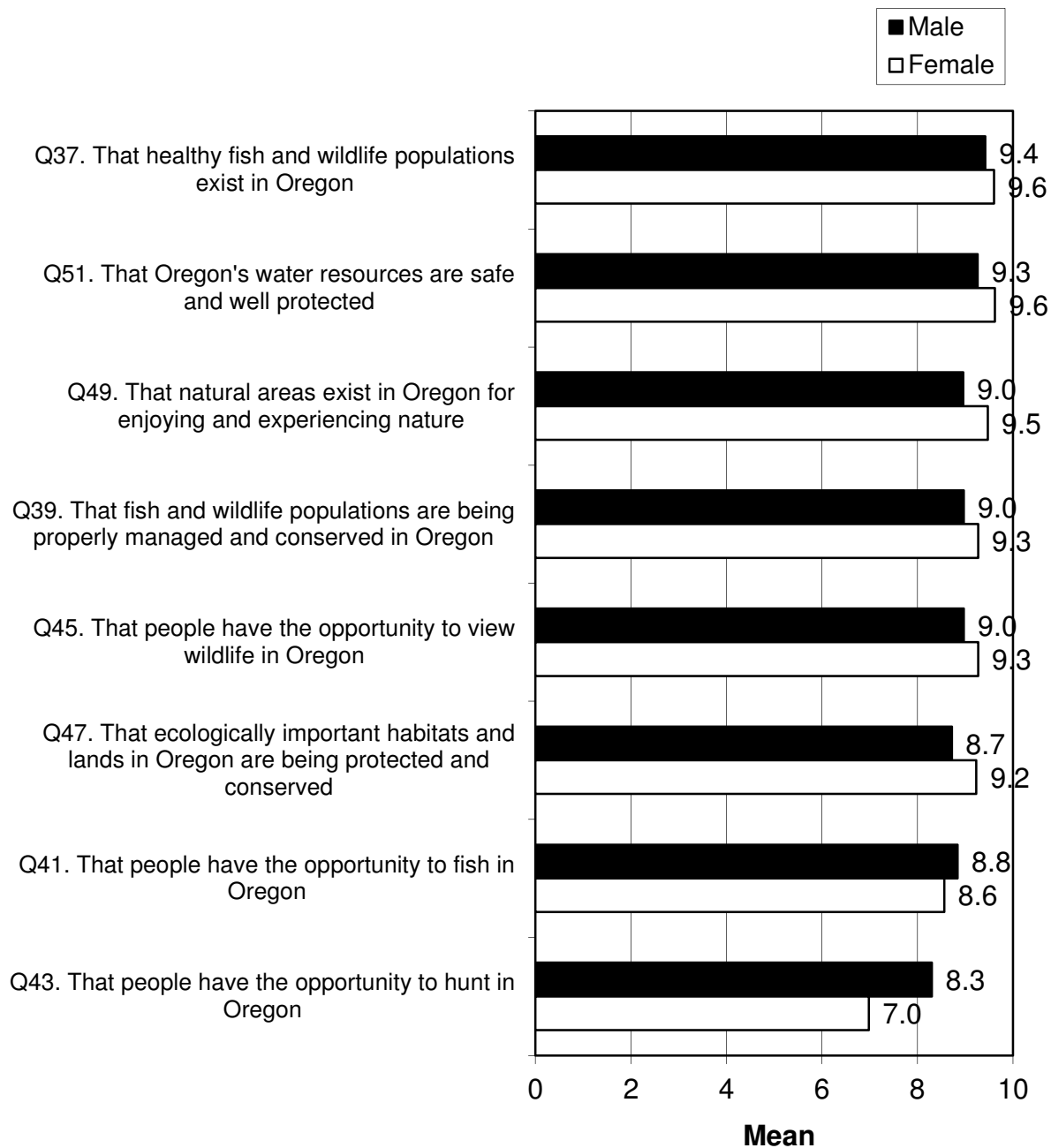
APPENDIX C: CROSSTABULATION BY GENDER

ATTITUDES TOWARD WILDLIFE AND WILDLIFE-ASSOCIATED RECREATION

Q37-Q51. Ratings of the importance that each of the following is to residents (on a scale of 0 to 10, where 0 is not at all important and 10 is extremely important): percent who chose 9 or 10.



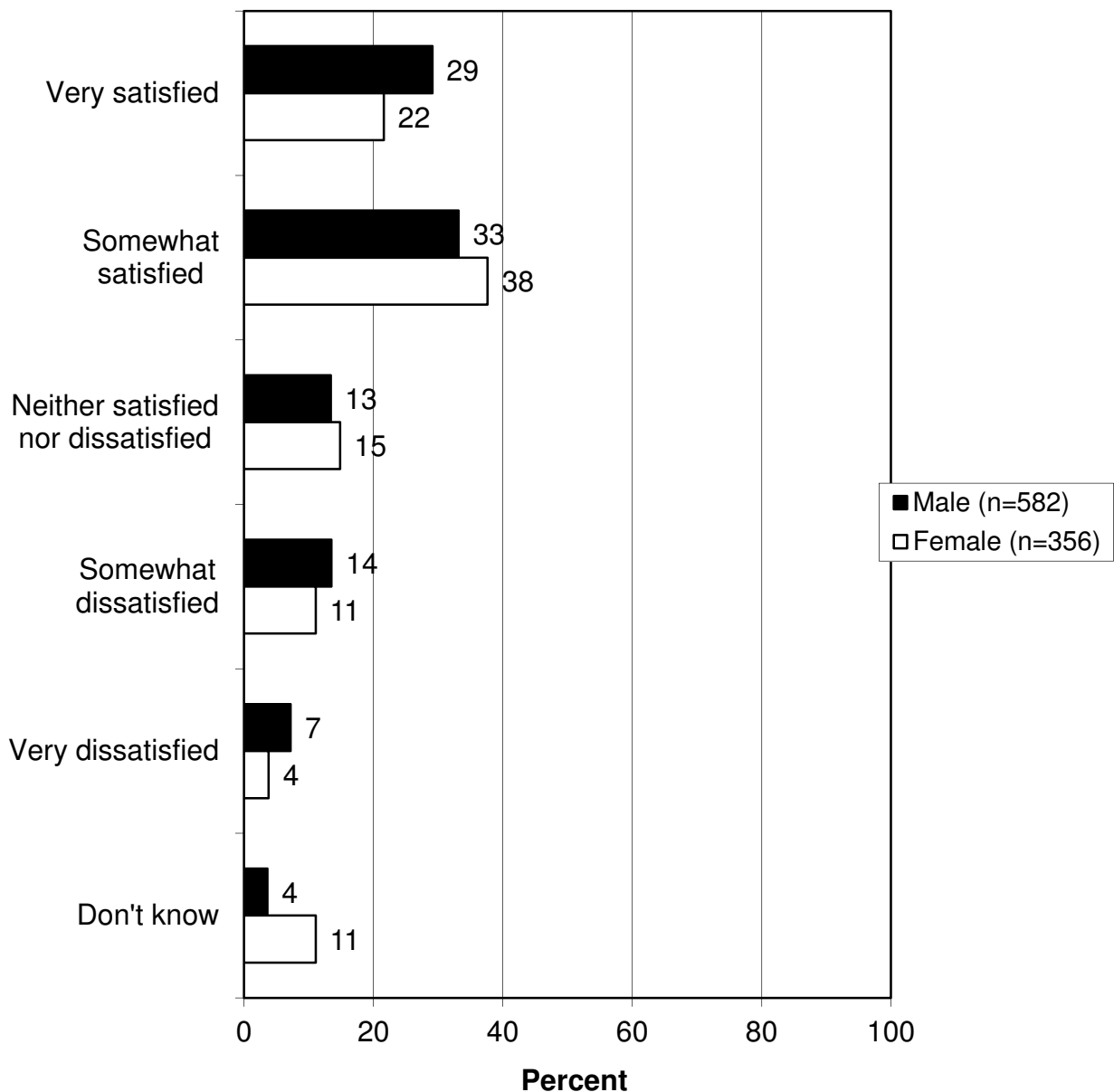
Q37-Q51. Mean ratings of the importance that each of the following is to residents (on a scale of 0 to 10, where 0 is not at all important and 10 is extremely important).



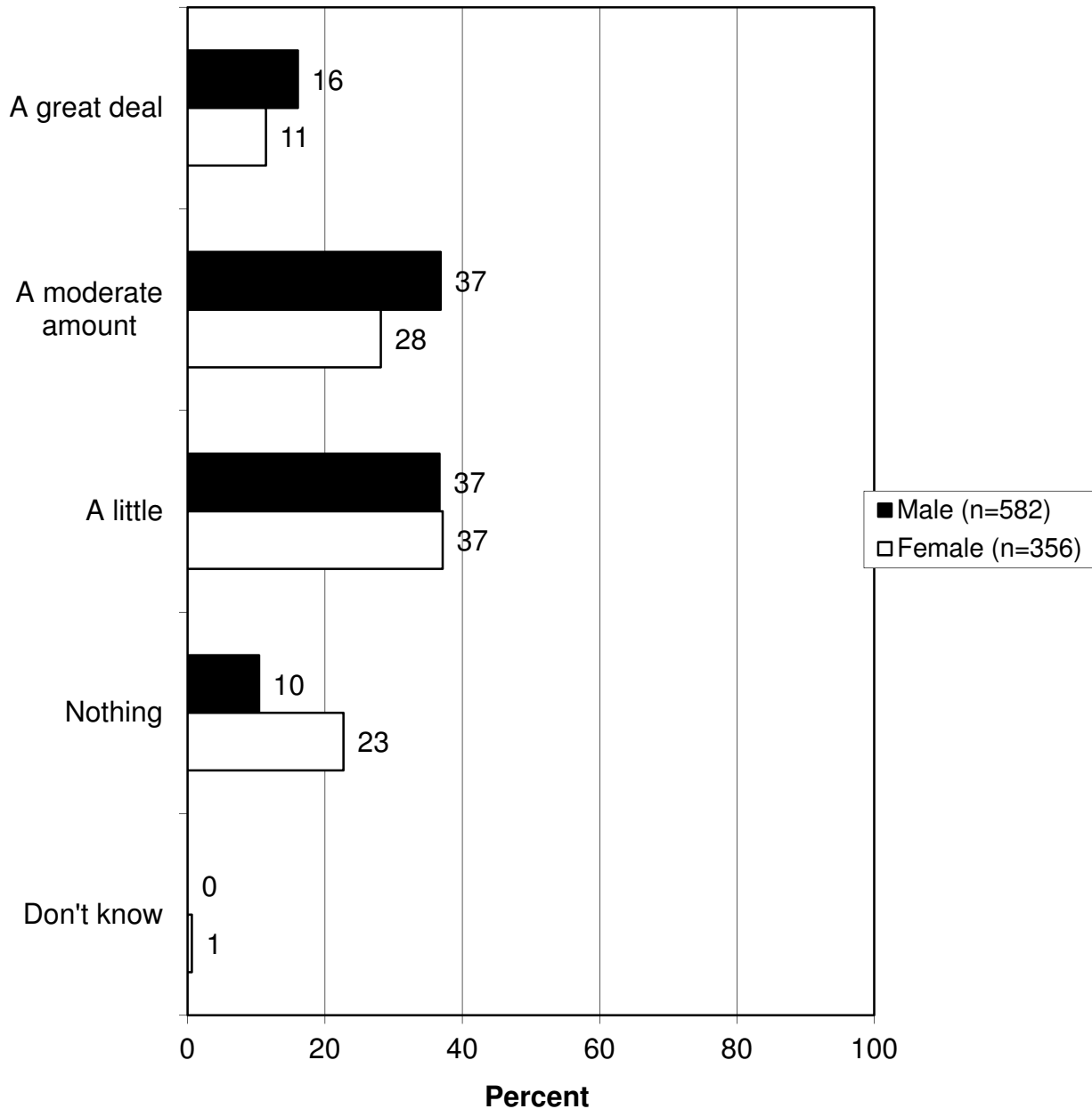
KNOWLEDGE OF AND OPINIONS ON THE OREGON DEPARTMENT OF FISH AND WILDLIFE

Protection Of Fish, Wildlife, And Habitat

Q20. In general, how satisfied or dissatisfied are you with the protection and management of fish, wildlife, and habitat in Oregon?

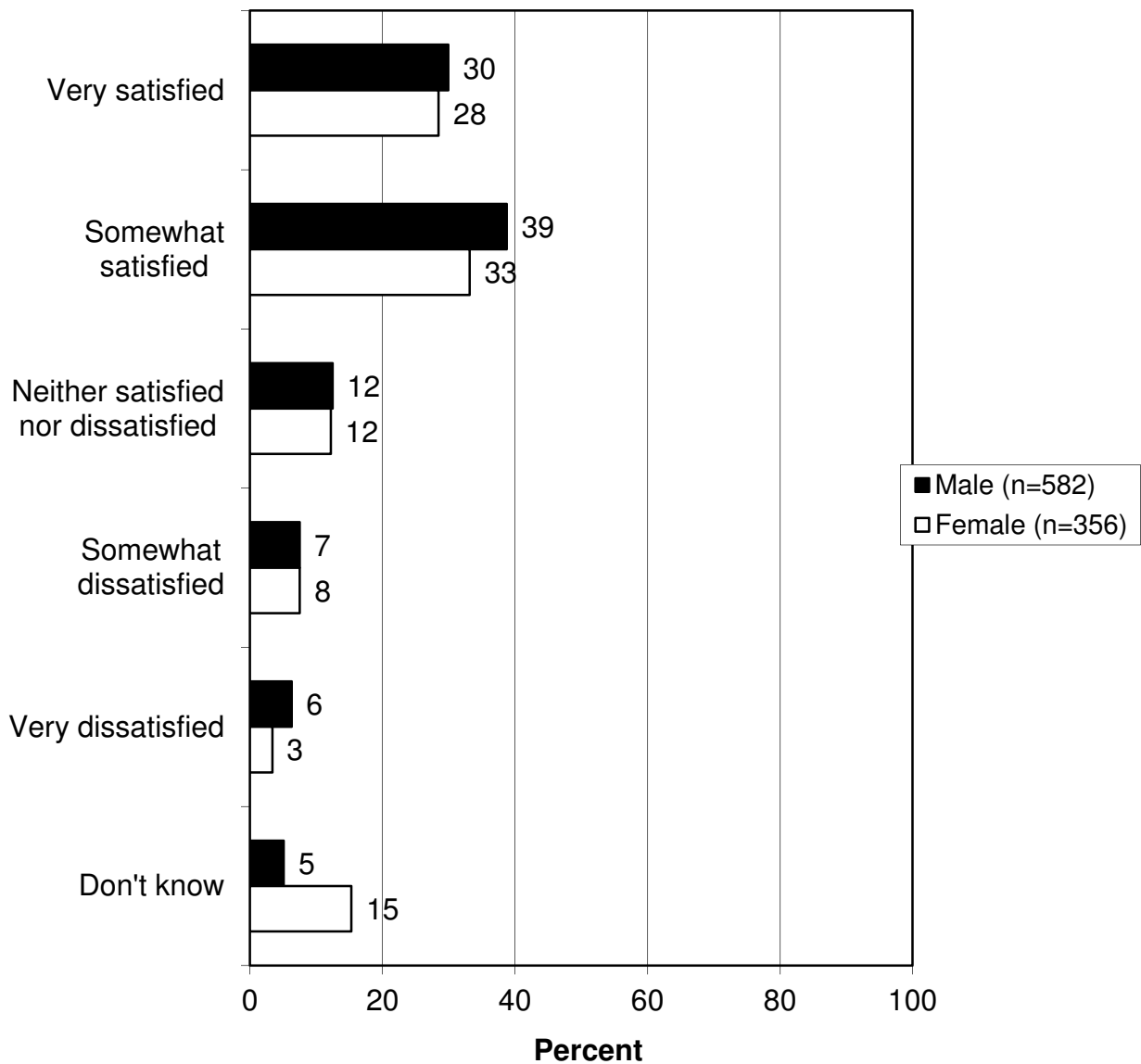


Q23. The Oregon Department of Fish and Wildlife is responsible for protecting and managing fish, wildlife, and habitat in Oregon. Before this survey, would you say you knew a great deal, a moderate amount, a little, or nothing about the Oregon Department of Fish and Wildlife?

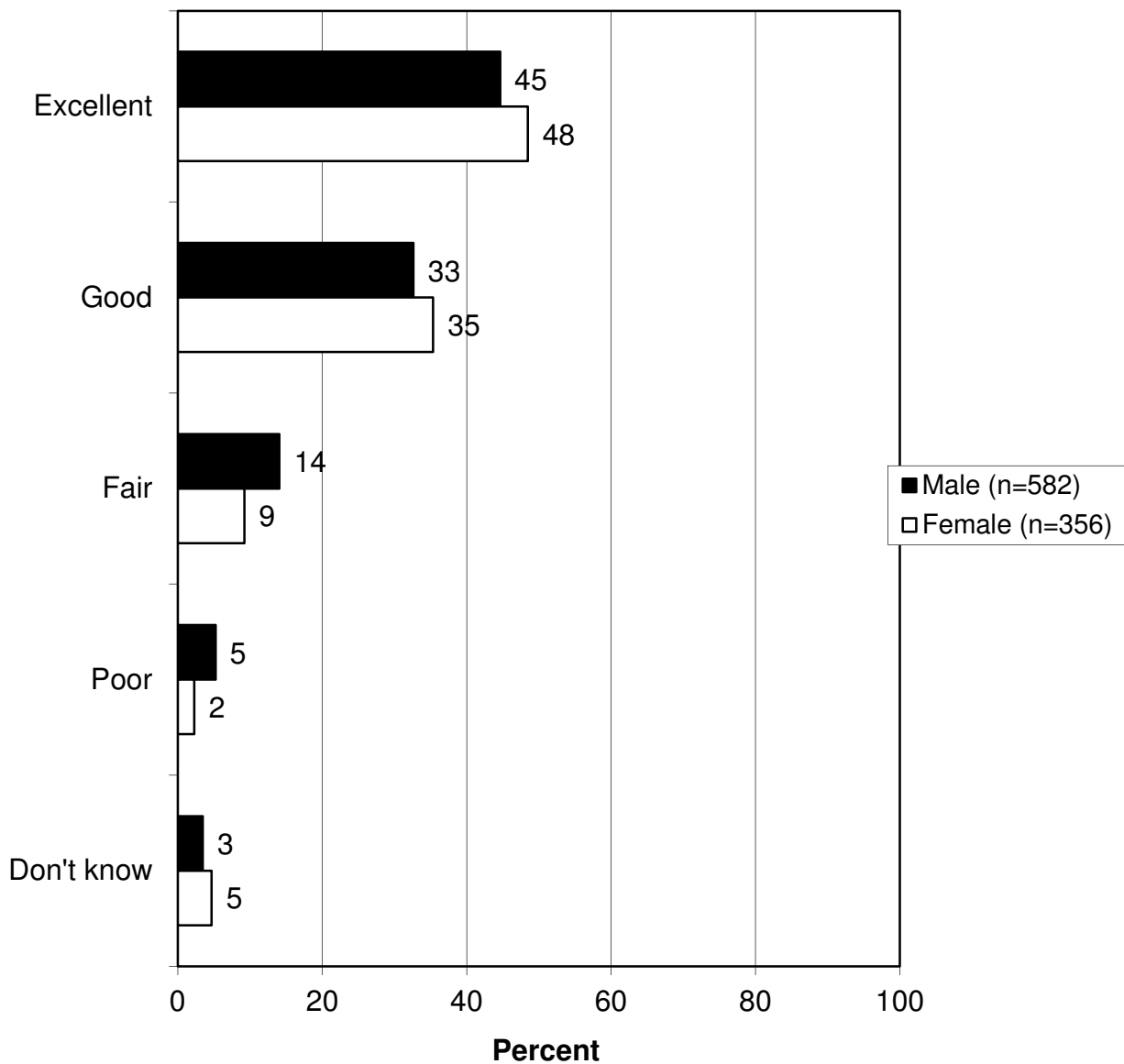


Satisfaction With The Department Overall

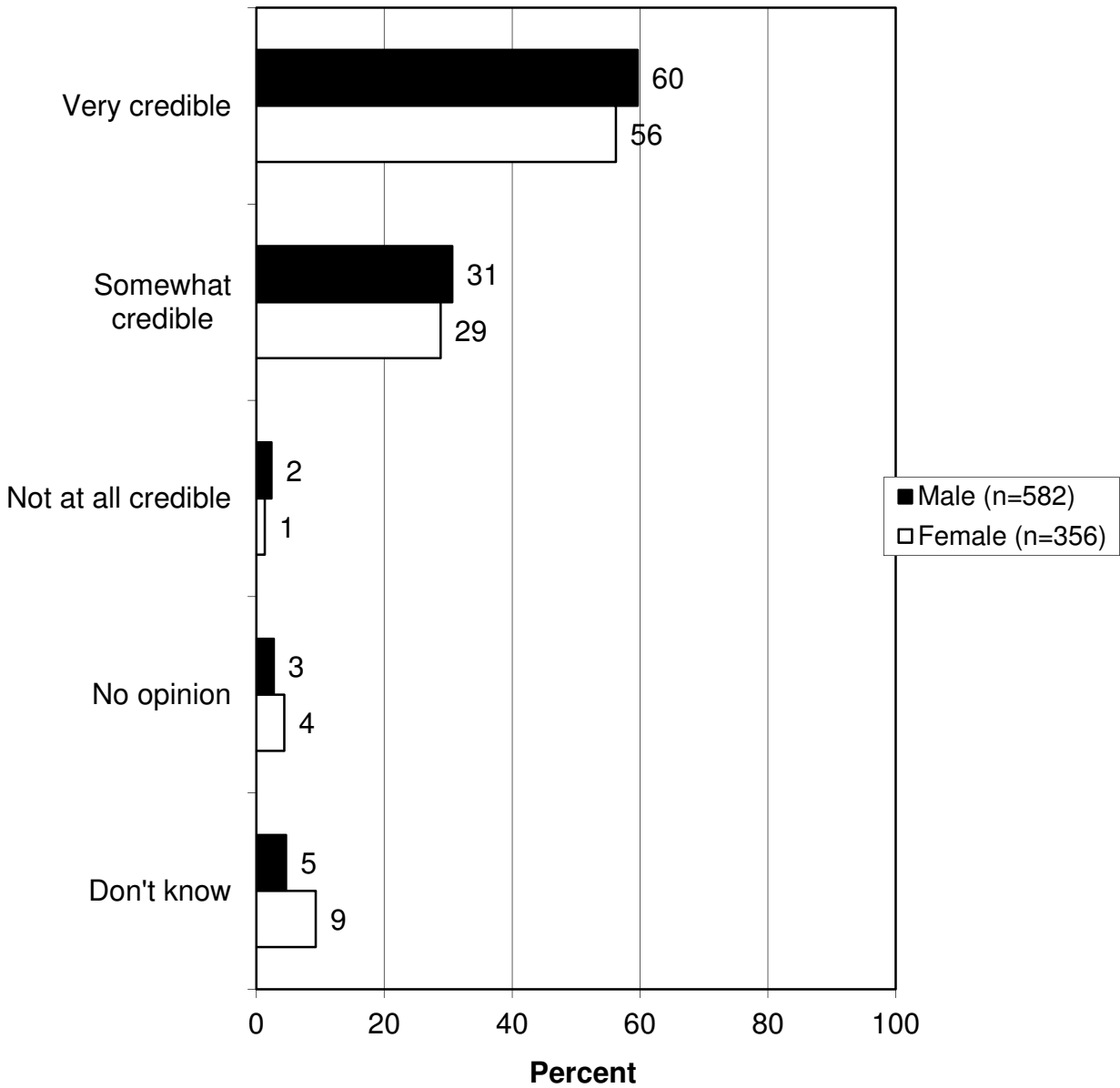
Q24. Overall, how satisfied or dissatisfied are you with the Oregon Department of Fish and Wildlife as the state agency responsible for protecting and managing fish, wildlife, and habitat in Oregon?



Q29. How would you rate the availability of fish- and wildlife-related recreation opportunities, such as fishing, hunting, and wildlife viewing, in Oregon?

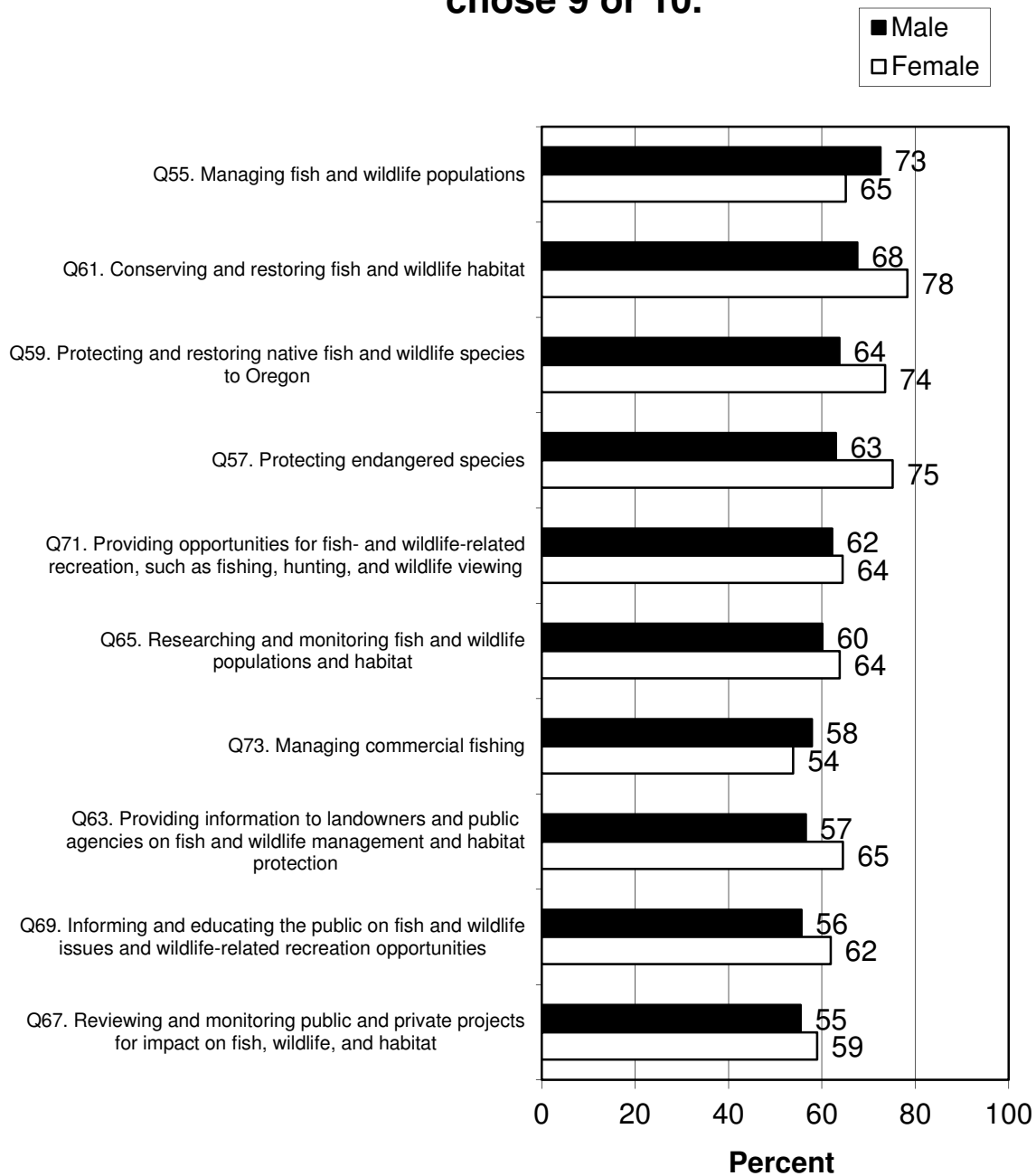


Q124. In your opinion, how credible is the Department overall as a source of information on fish and wildlife management, conservation, and fish- and wildlife-related recreation?

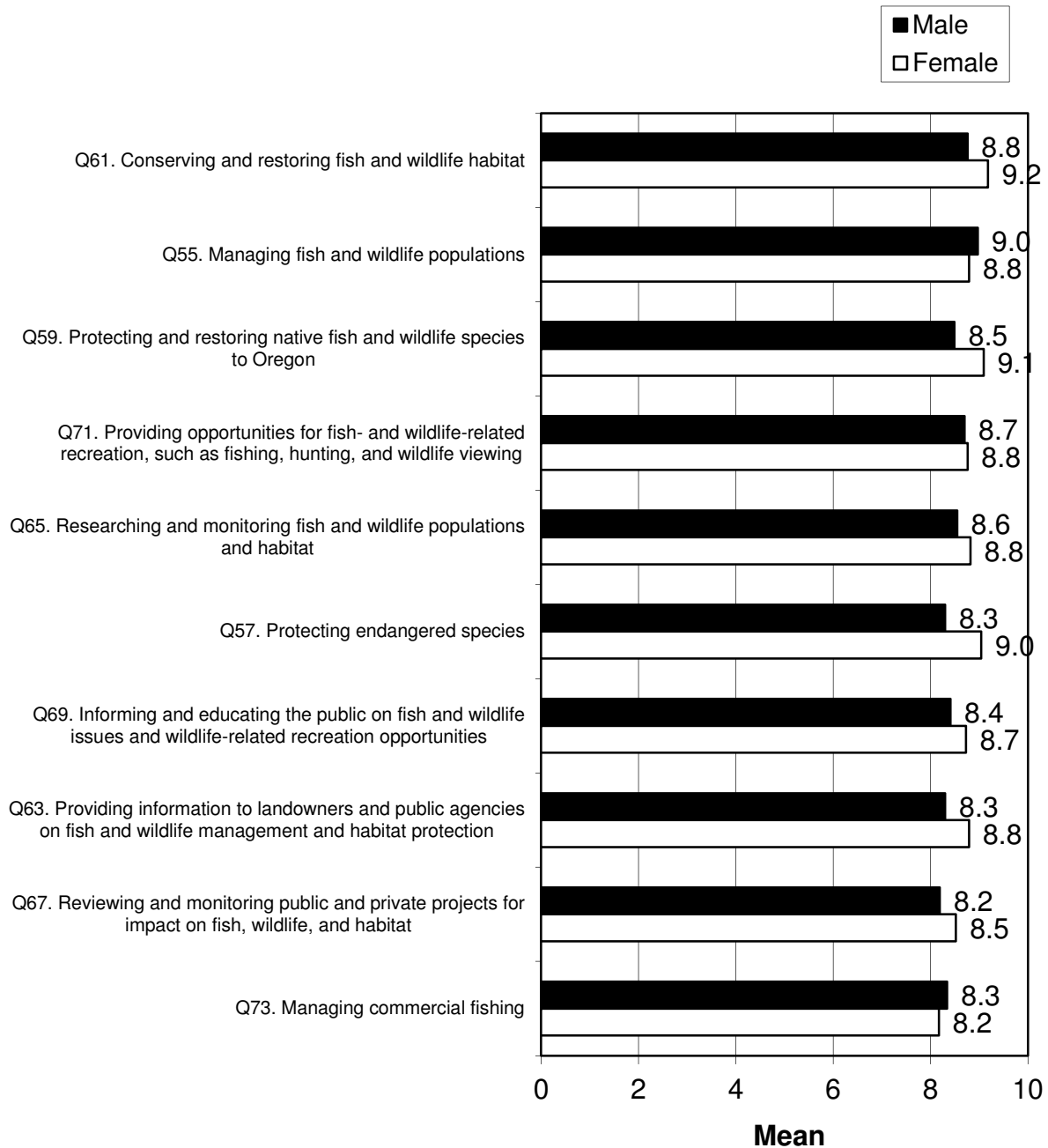


Opinions On Department Priorities

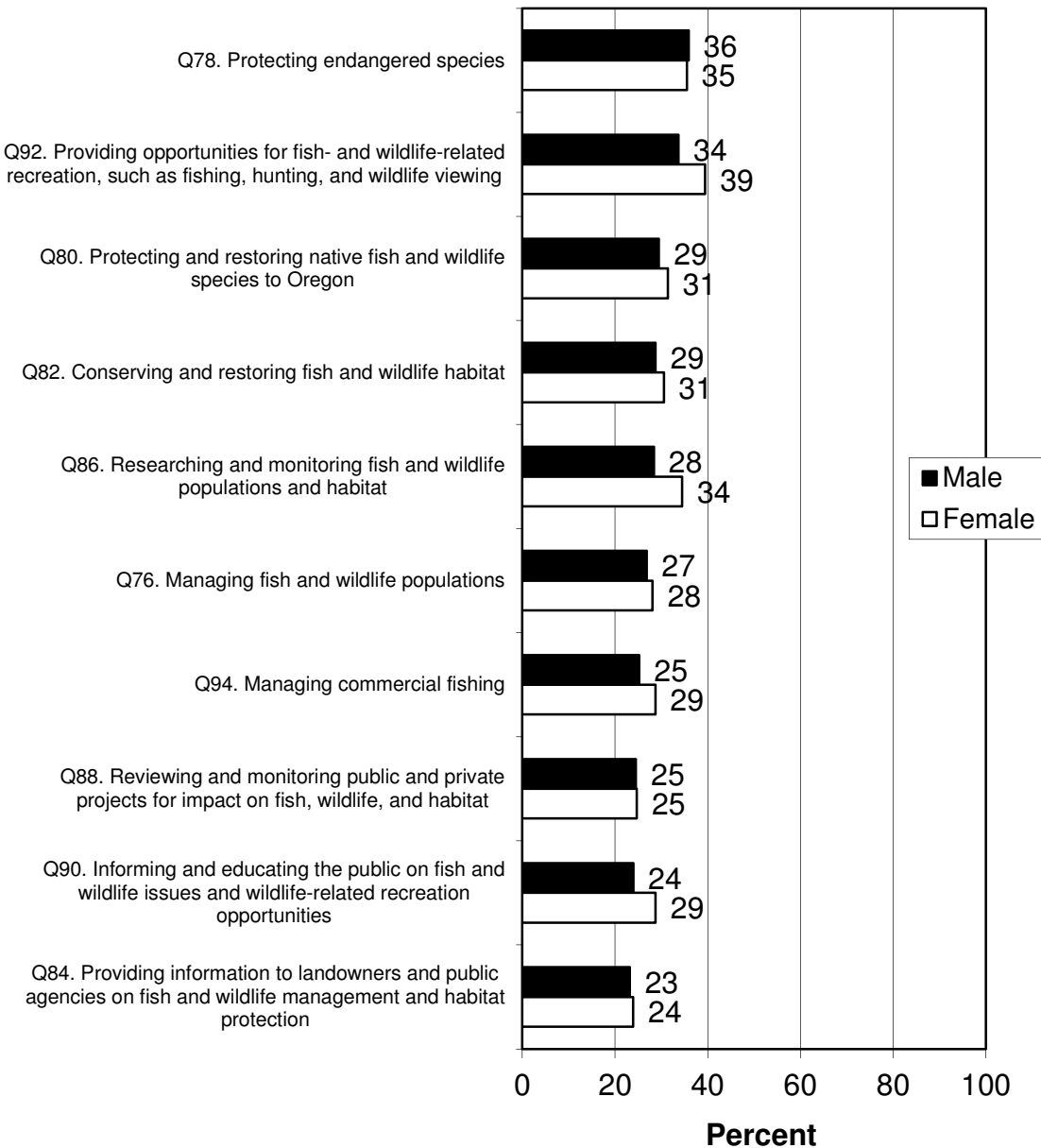
Q55-Q73. Ratings of importance that each of the following should be for the Department (on a scale of 0 to 10, where 0 is not at all important and 10 is extremely important): percent who chose 9 or 10.



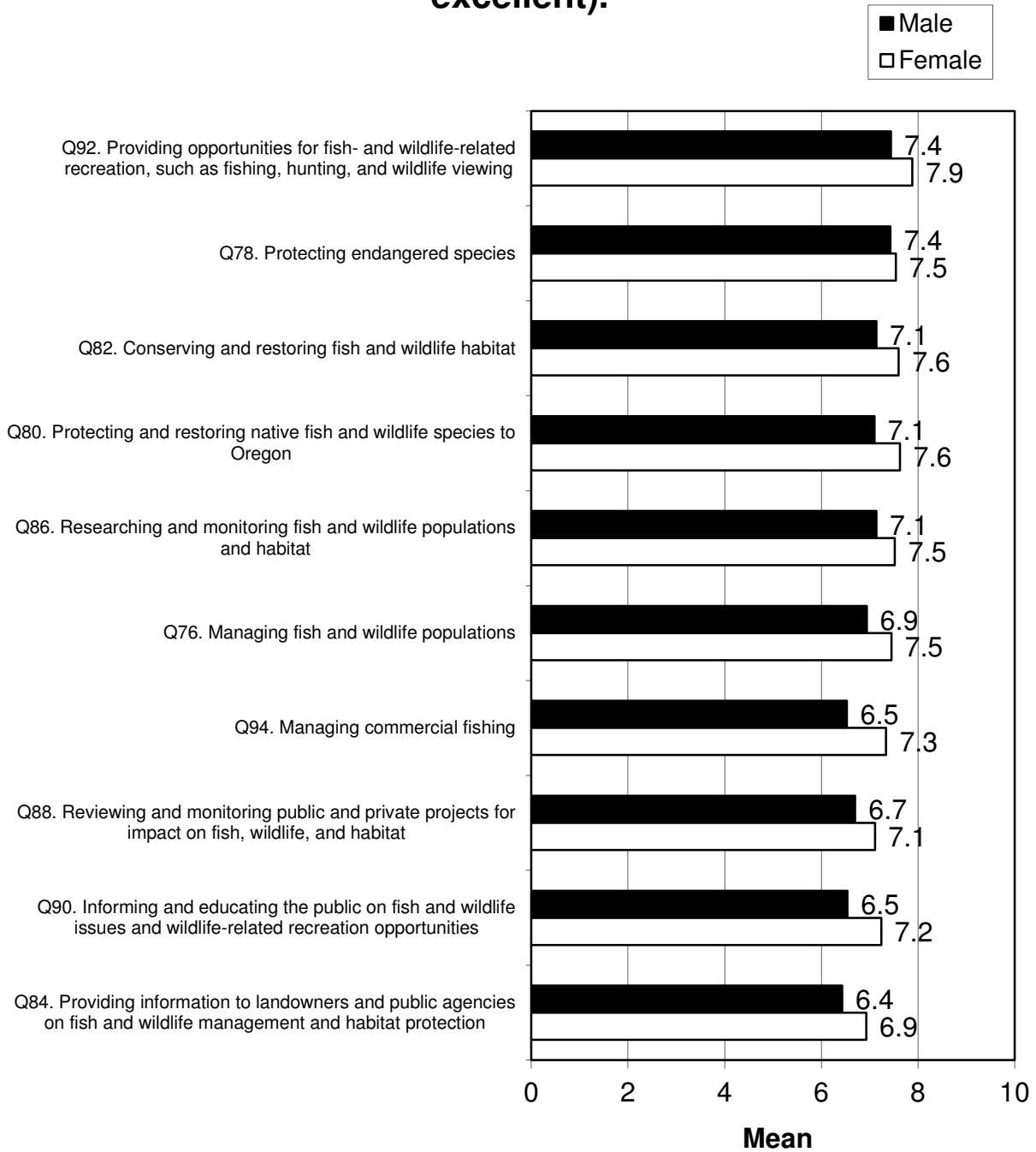
Q55-Q73. Mean ratings of importance that each of the following should be for the Department (on a scale of 0 to 10, where 0 is not at all important and 10 is extremely important).



Q76-Q94. Ratings of the performance of the Department in each of the following areas (on a scale of 0 to 10, where 0 is poor and 10 is excellent): percent who chose 9 or 10.

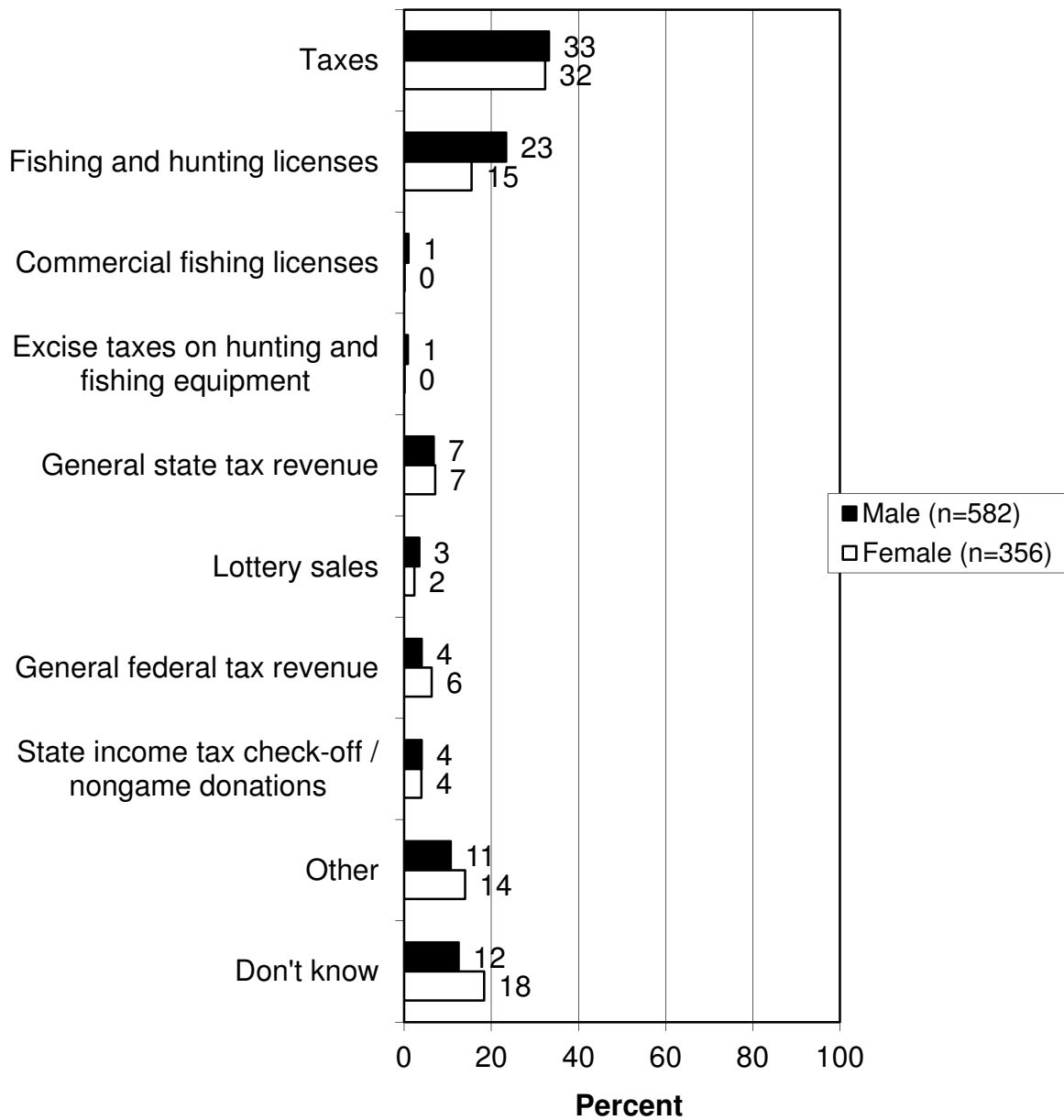


Q76-Q94. Mean ratings of the performance of the Department in each of the following areas (on a scale of 0 to 10, where 0 is poor and 10 is excellent).

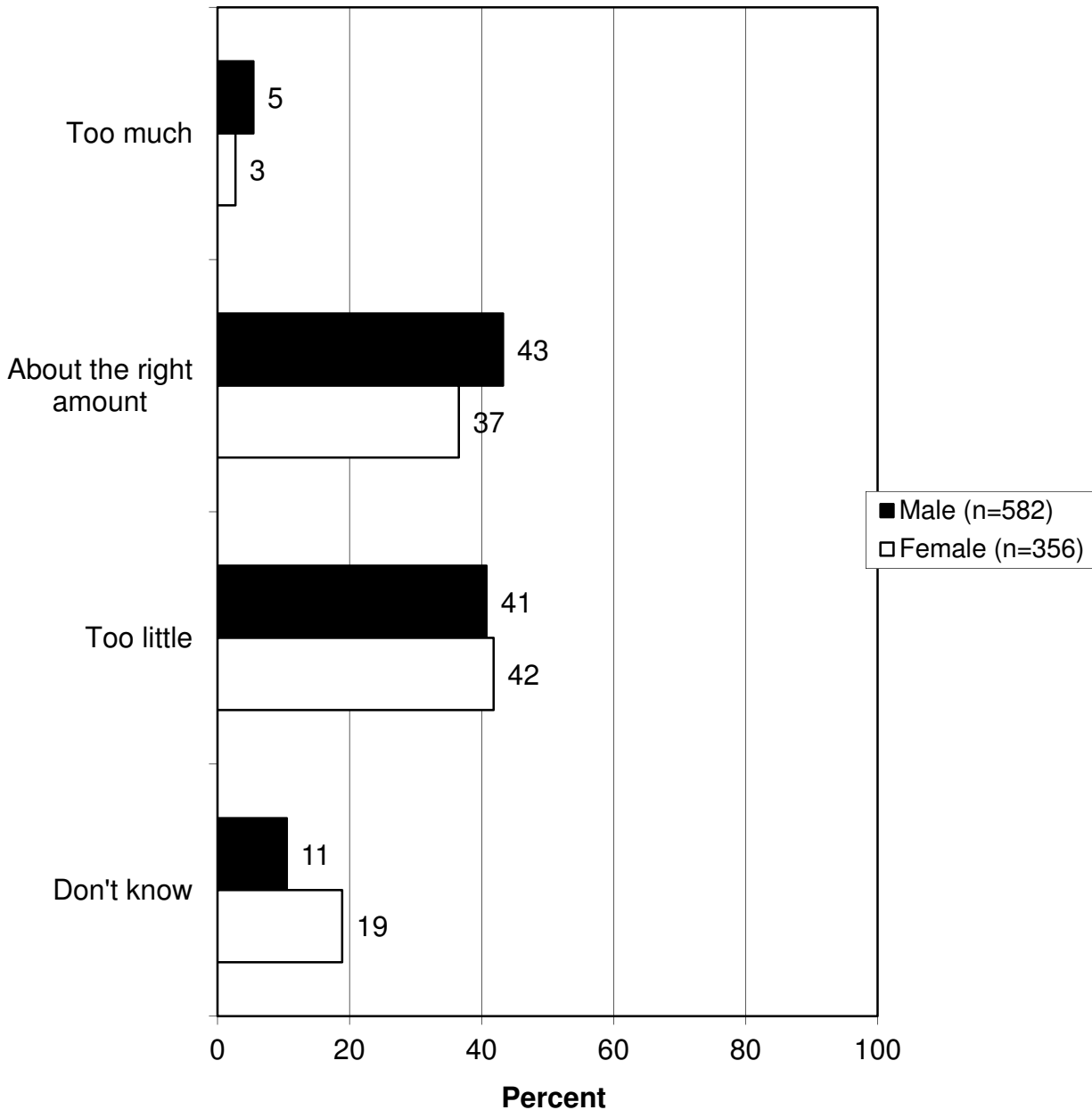


Knowledge Of And Opinion On Department Funding

Q130. What do you think should be the primary source of funding for the Department?

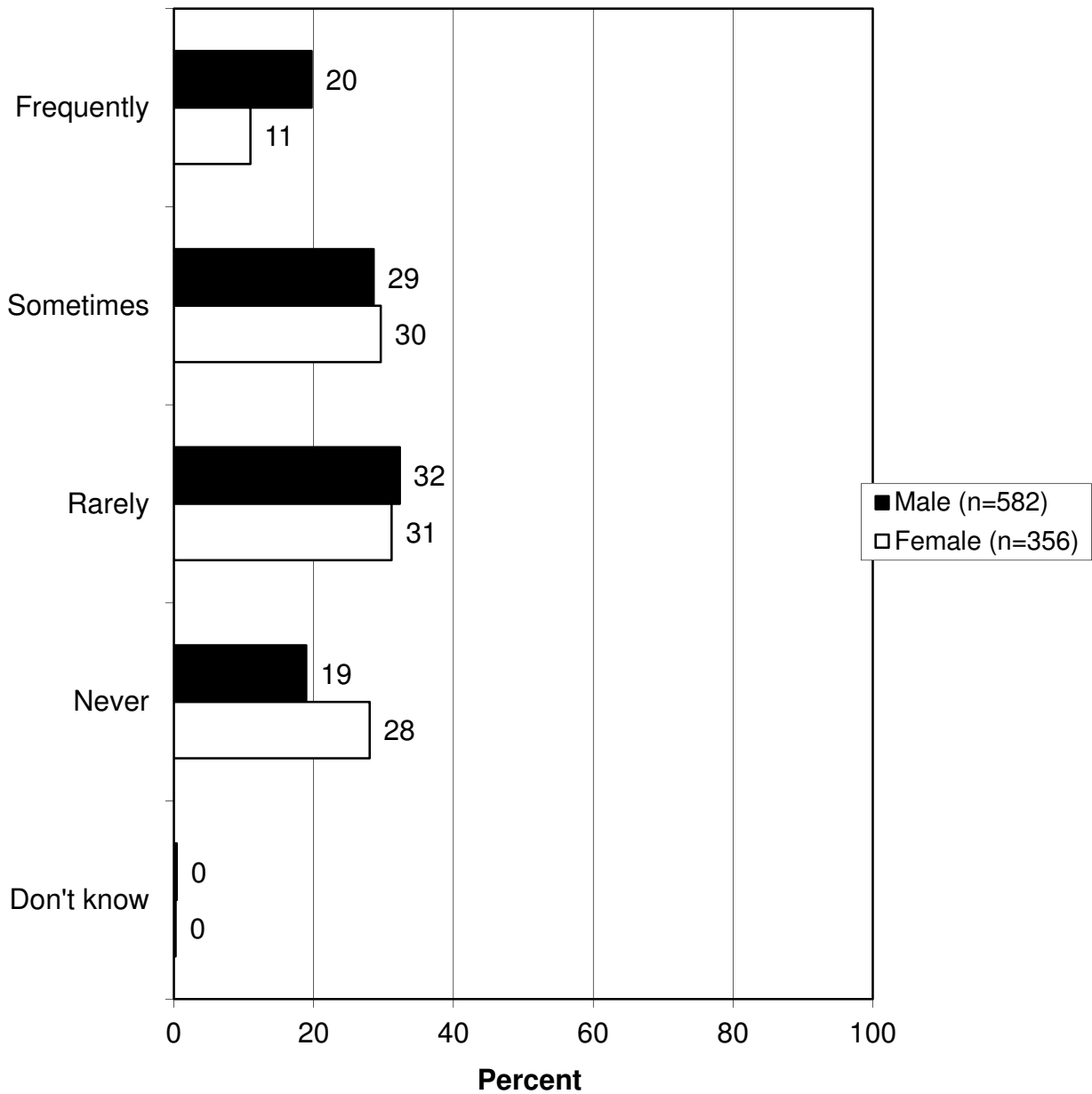


Q133. [THE DEPARTMENT'S FUNDING SOURCES WERE EXPLAINED.] Knowing that 9% of the Department's funding comes from general state tax revenues, do you think the amount of funding the Department receives from general state tax revenues is too much, about the right amount, or too little?

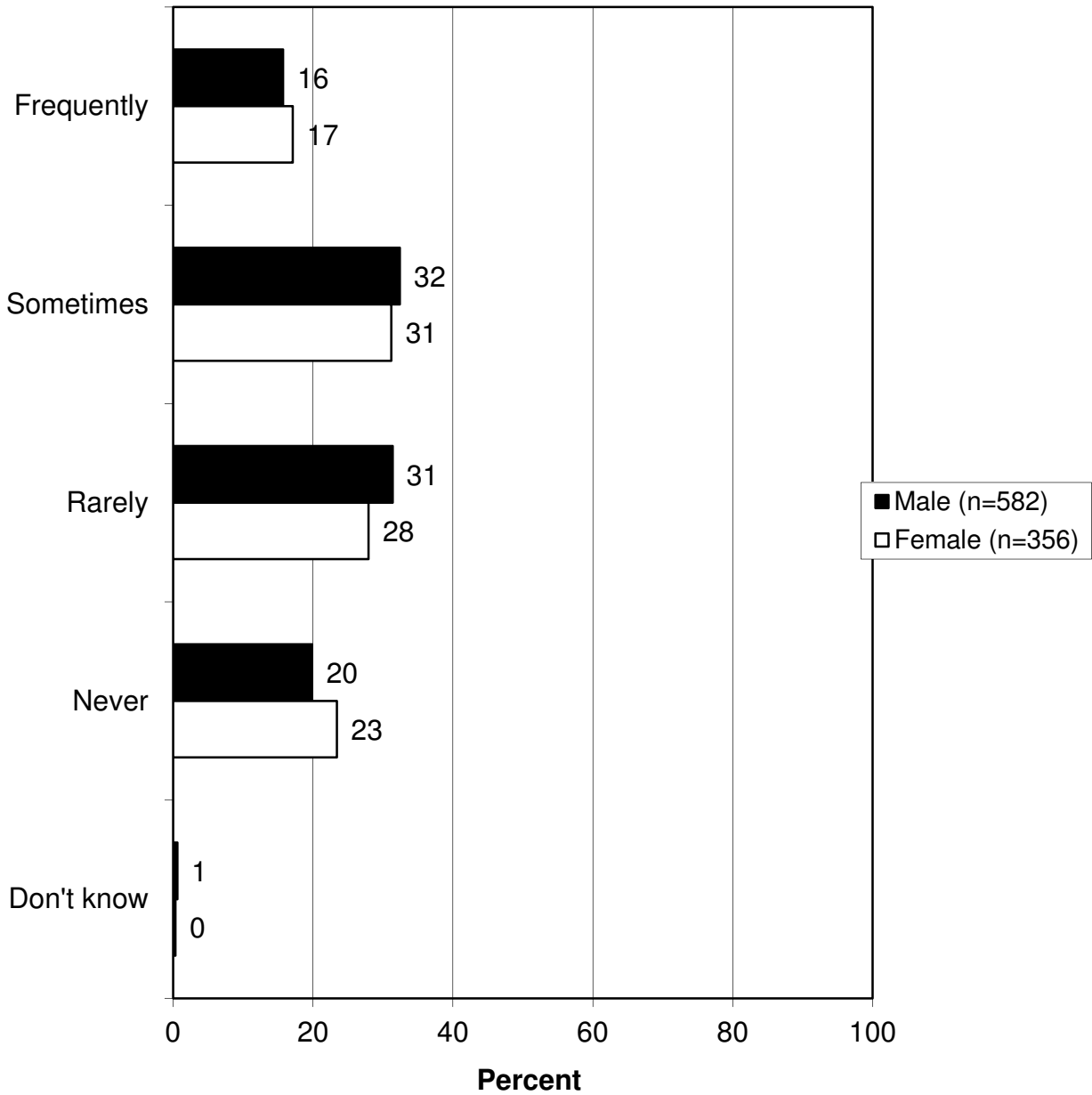


INFORMATION SOURCES ABOUT FISH, WILDLIFE, RECREATION, AND CONSERVATION

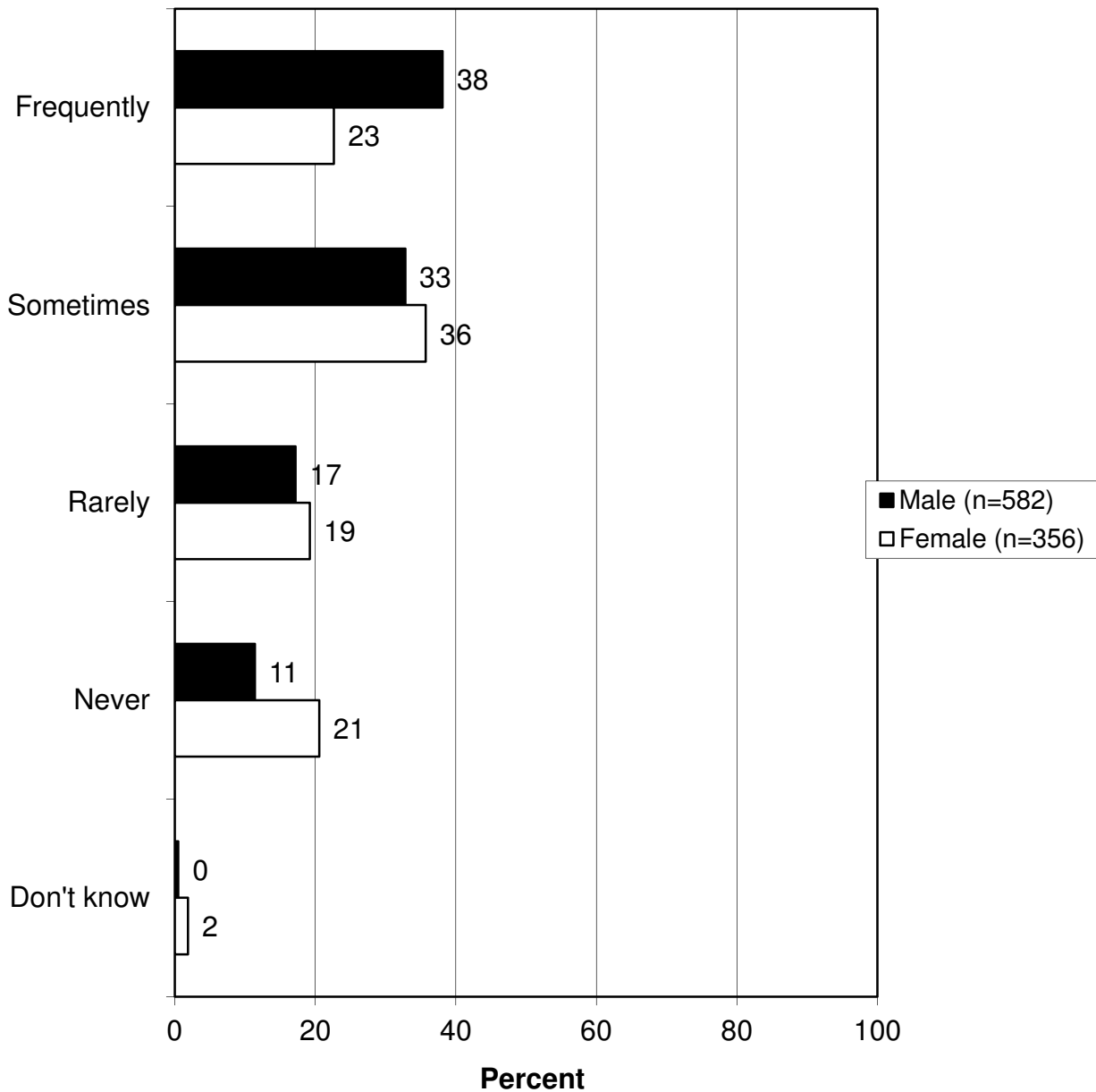
**Q98. In general, how often do you actively seek information on each of the following topics?
What about fish and wildlife management?**



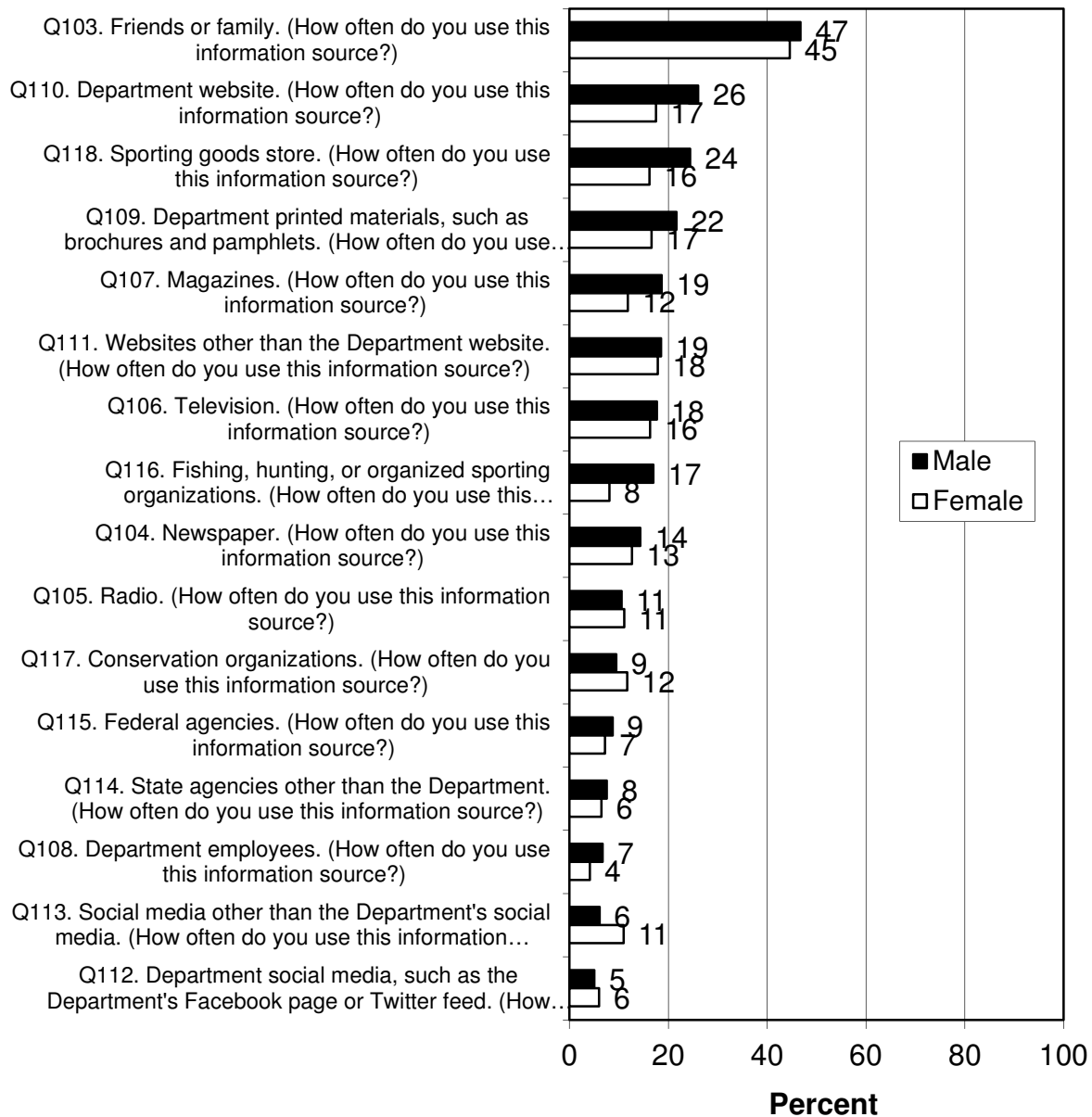
**Q99. In general, how often do you actively seek information on each of the following topics?
What about conservation?**



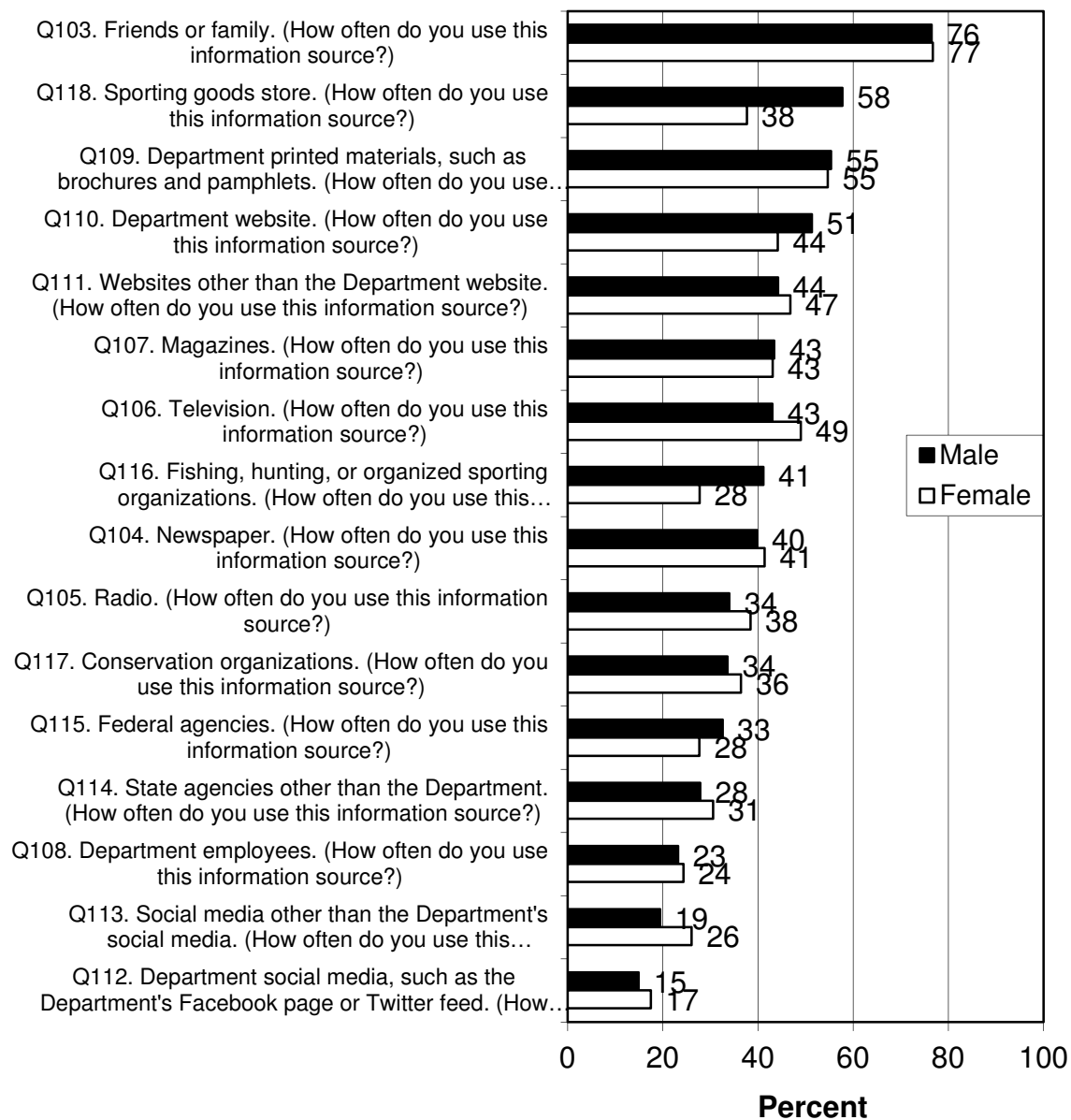
**Q100. In general, how often do you actively seek information on each of the following topics?
What about fish- and wildlife-related recreation,
such as fishing, hunting, and wildlife viewing?**



Q103-Q118. Percent who frequently use each source to obtain information on fish and wildlife management, conservation, or fish- and wildlife-related recreation in Oregon.

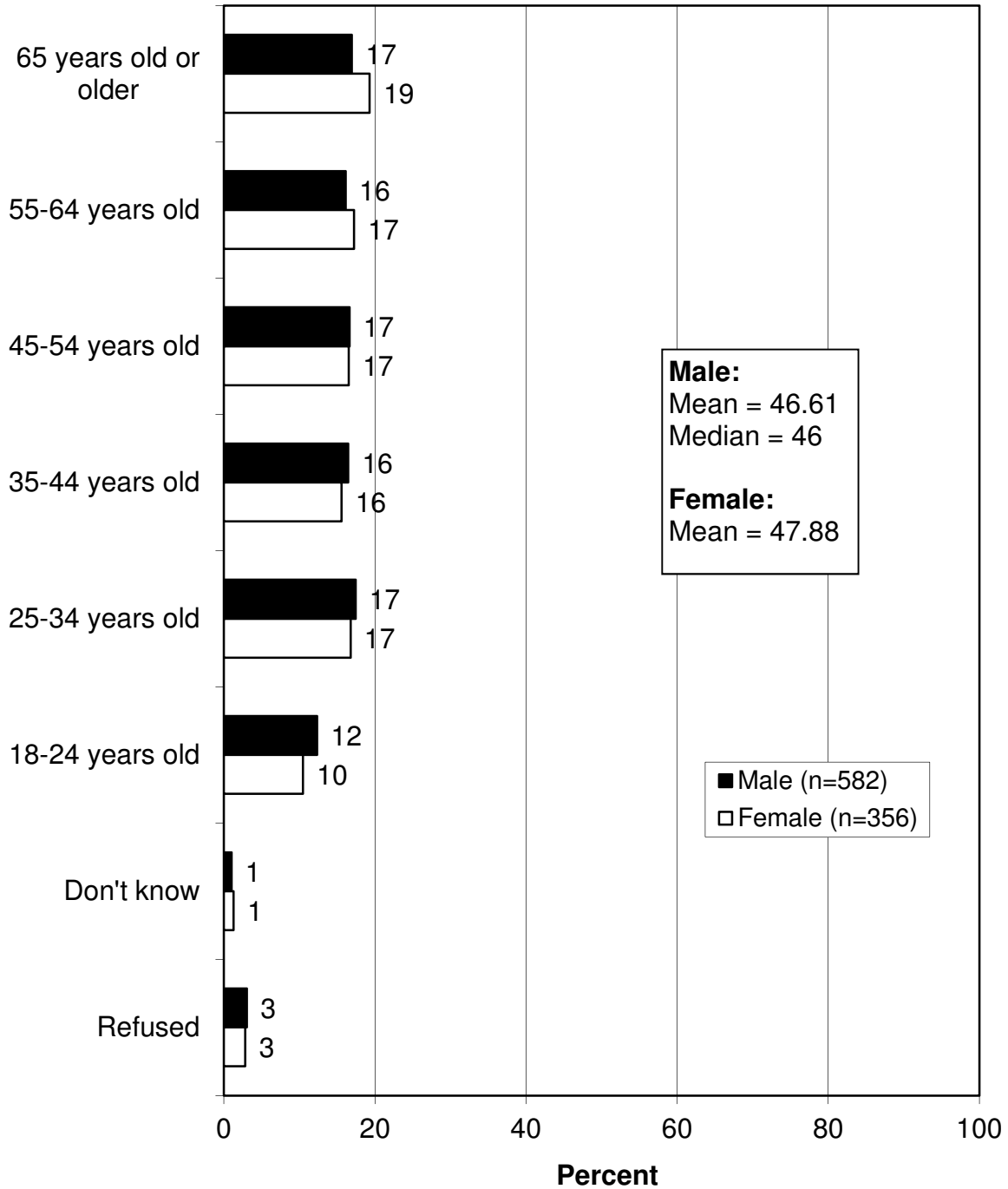


Q103-Q118. Percent who frequently or sometimes use each source to obtain information on fish and wildlife management, conservation, or fish- and wildlife-related recreation in Oregon.

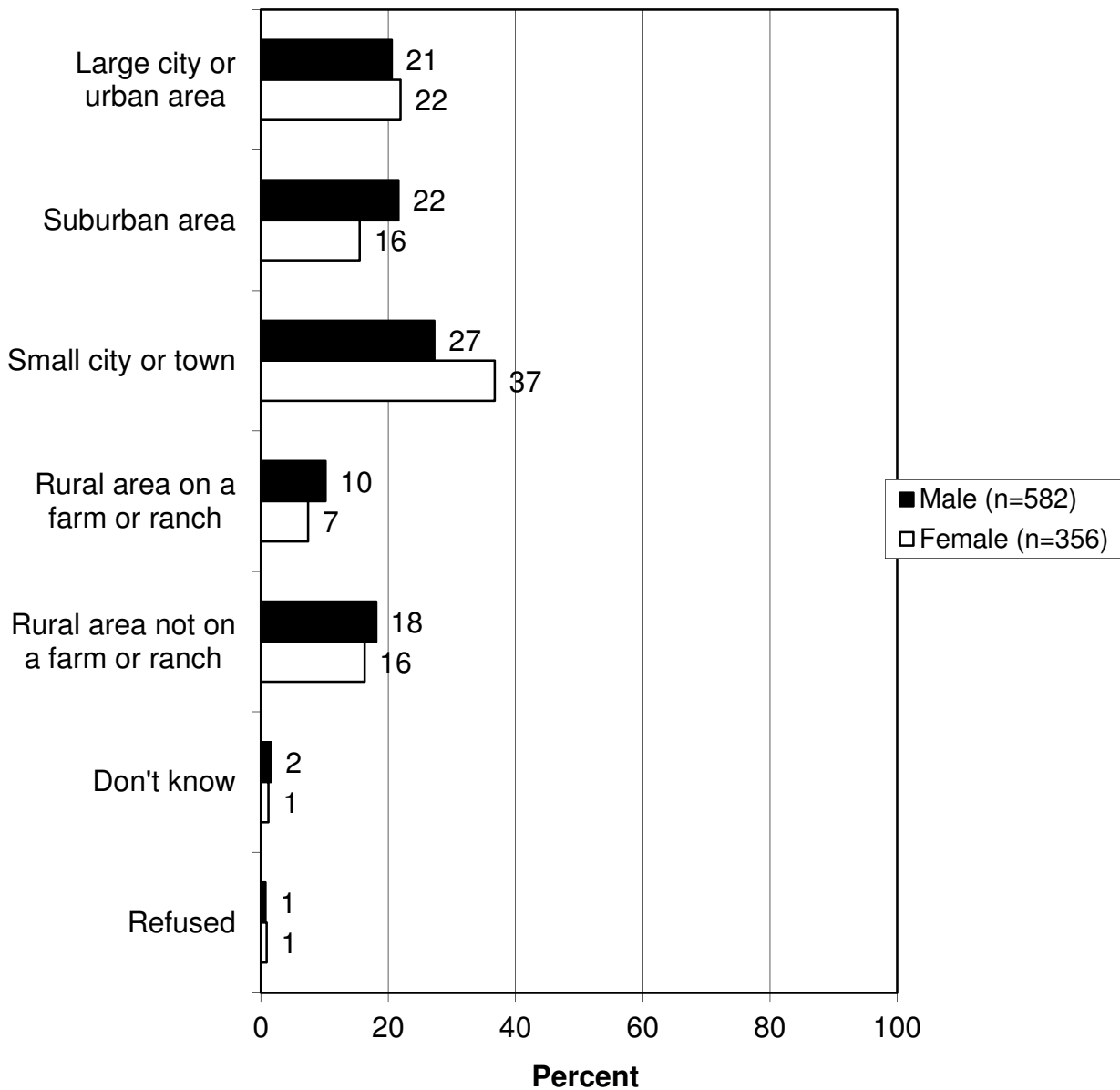


DEMOGRAPHIC DATA

Q151. Respondent's age.



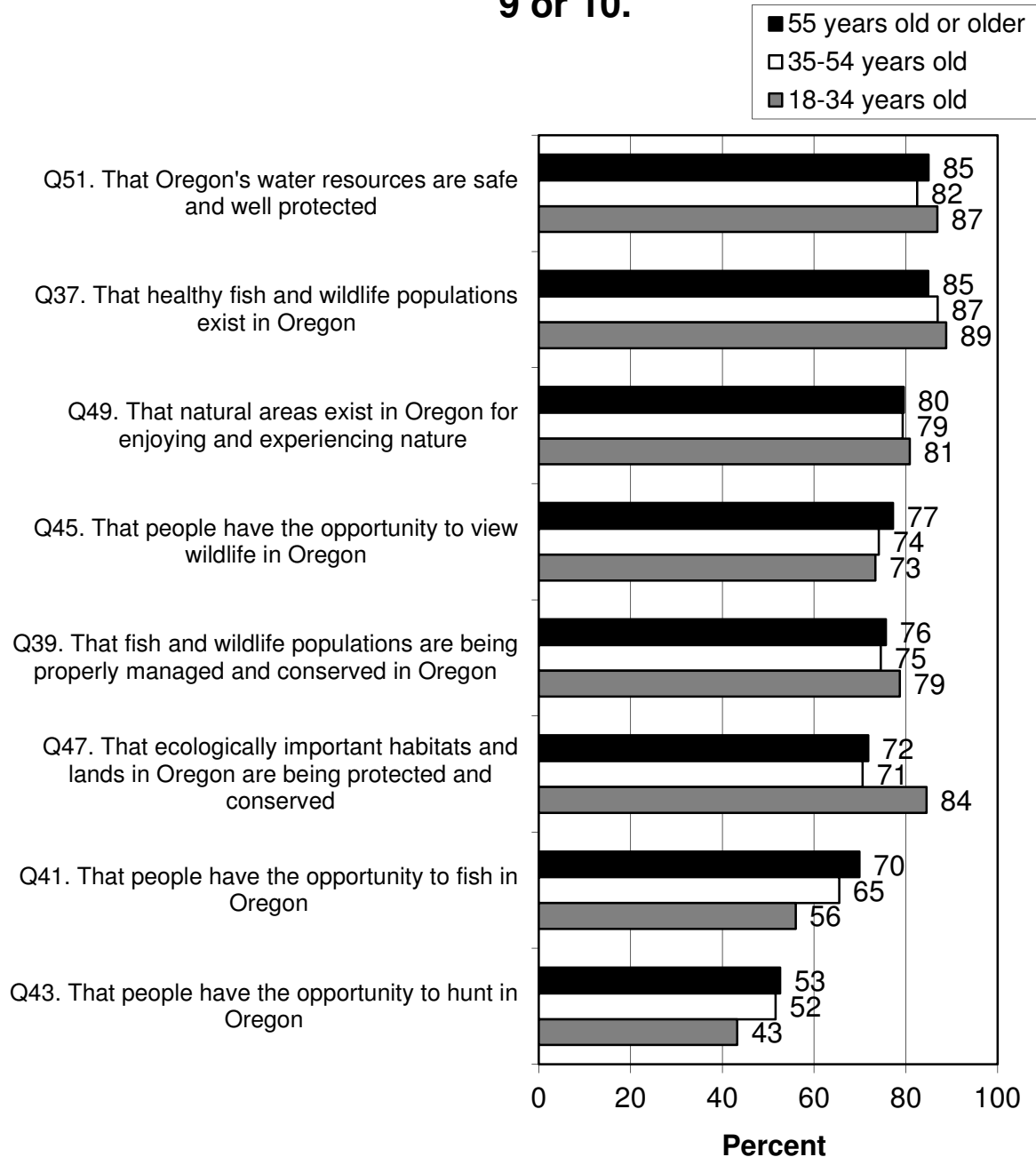
Q144. Do you consider your place of residence to be a large city or urban area, a suburban area, a small city or town, a rural area on a farm or ranch, or a rural area not on a farm or ranch?



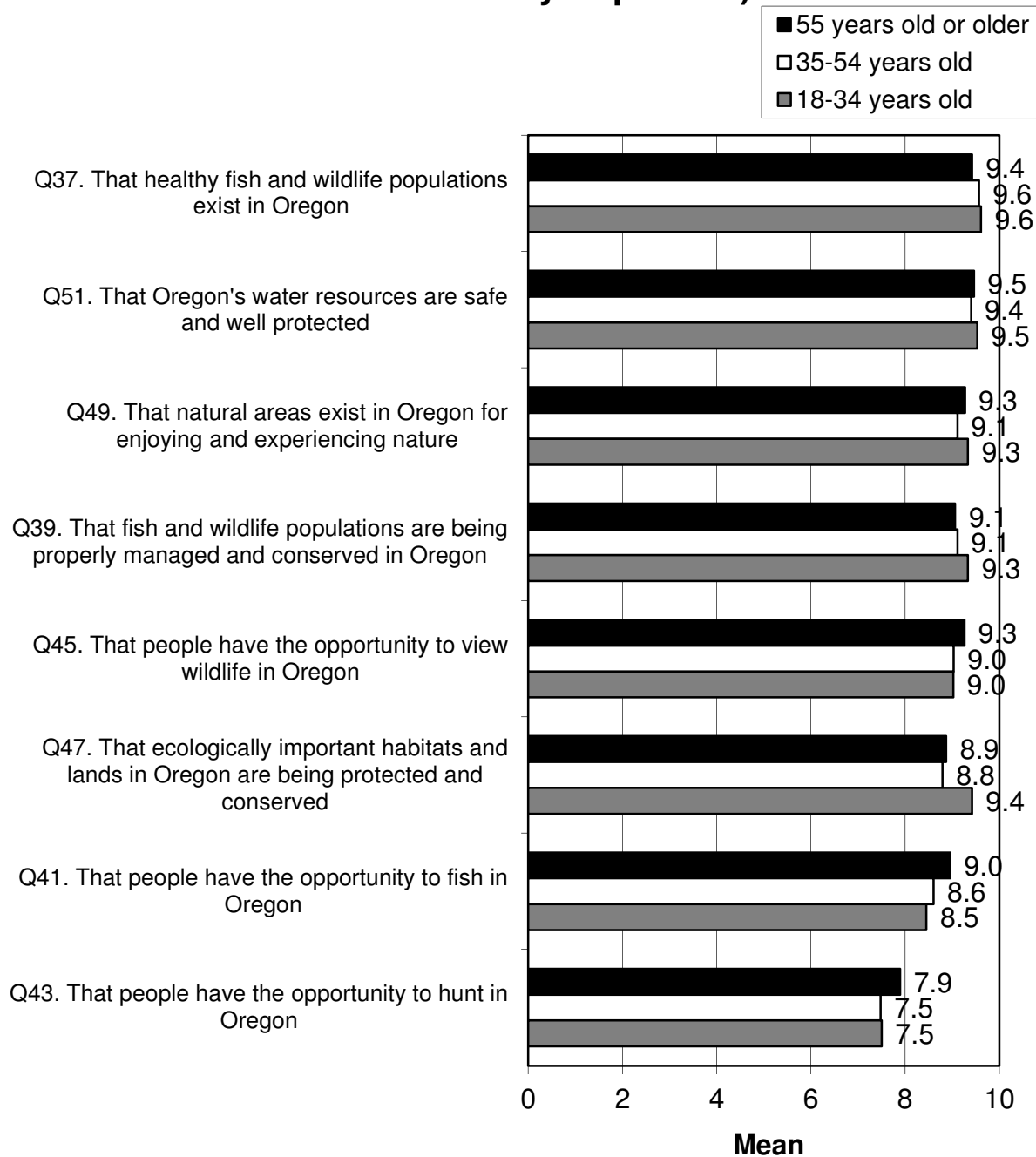
APPENDIX D: CROSSTABULATION BY AGE

ATTITUDES TOWARD WILDLIFE AND WILDLIFE-ASSOCIATED RECREATION

Q37-Q51. Ratings of the importance that each of the following is to residents (on a scale of 0 to 10, where 0 is not at all important and 10 is extremely important): percent who chose 9 or 10.



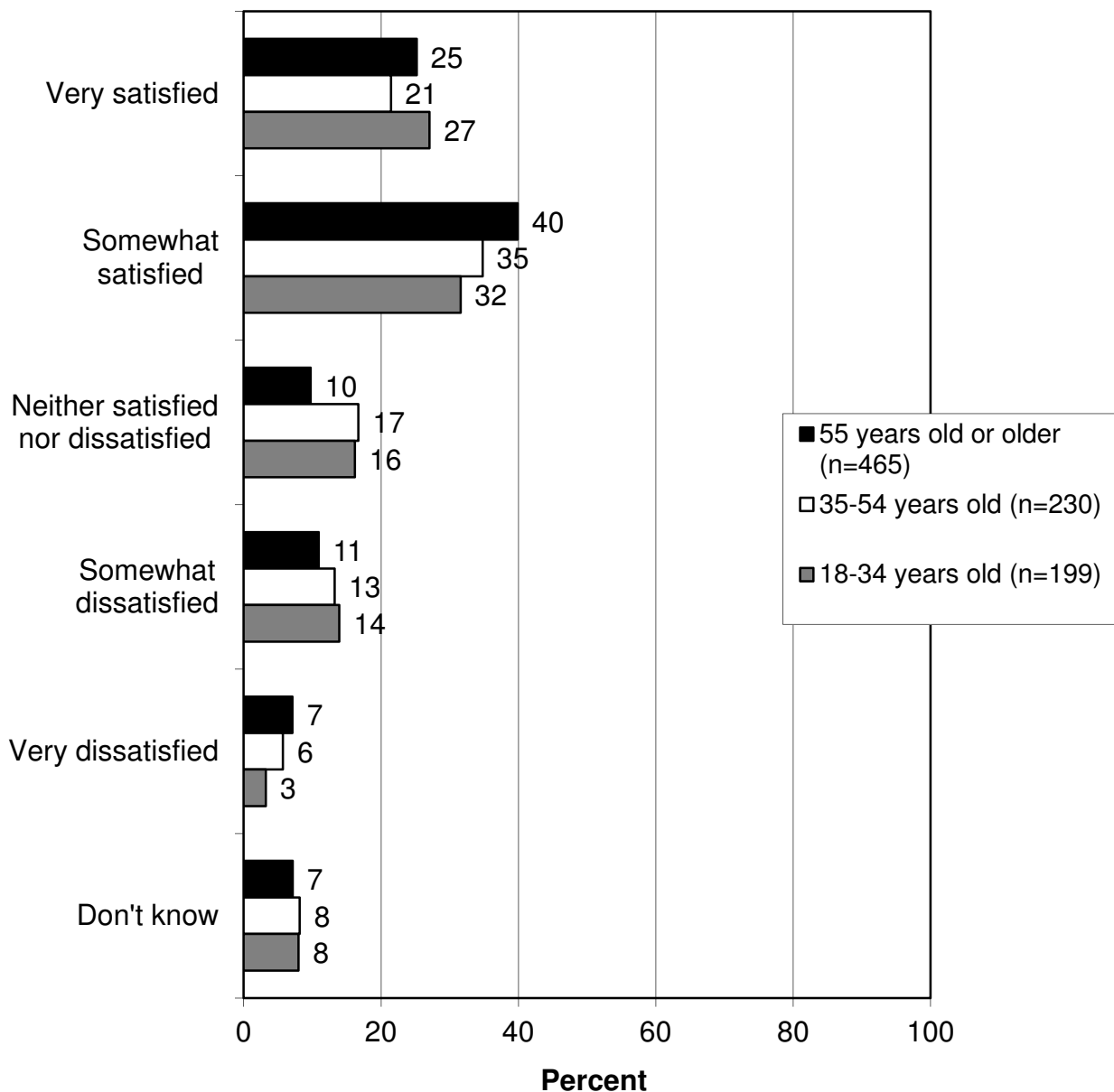
Q37-Q51. Mean ratings of the importance that each of the following is to residents (on a scale of 0 to 10, where 0 is not at all important and 10 is extremely important).



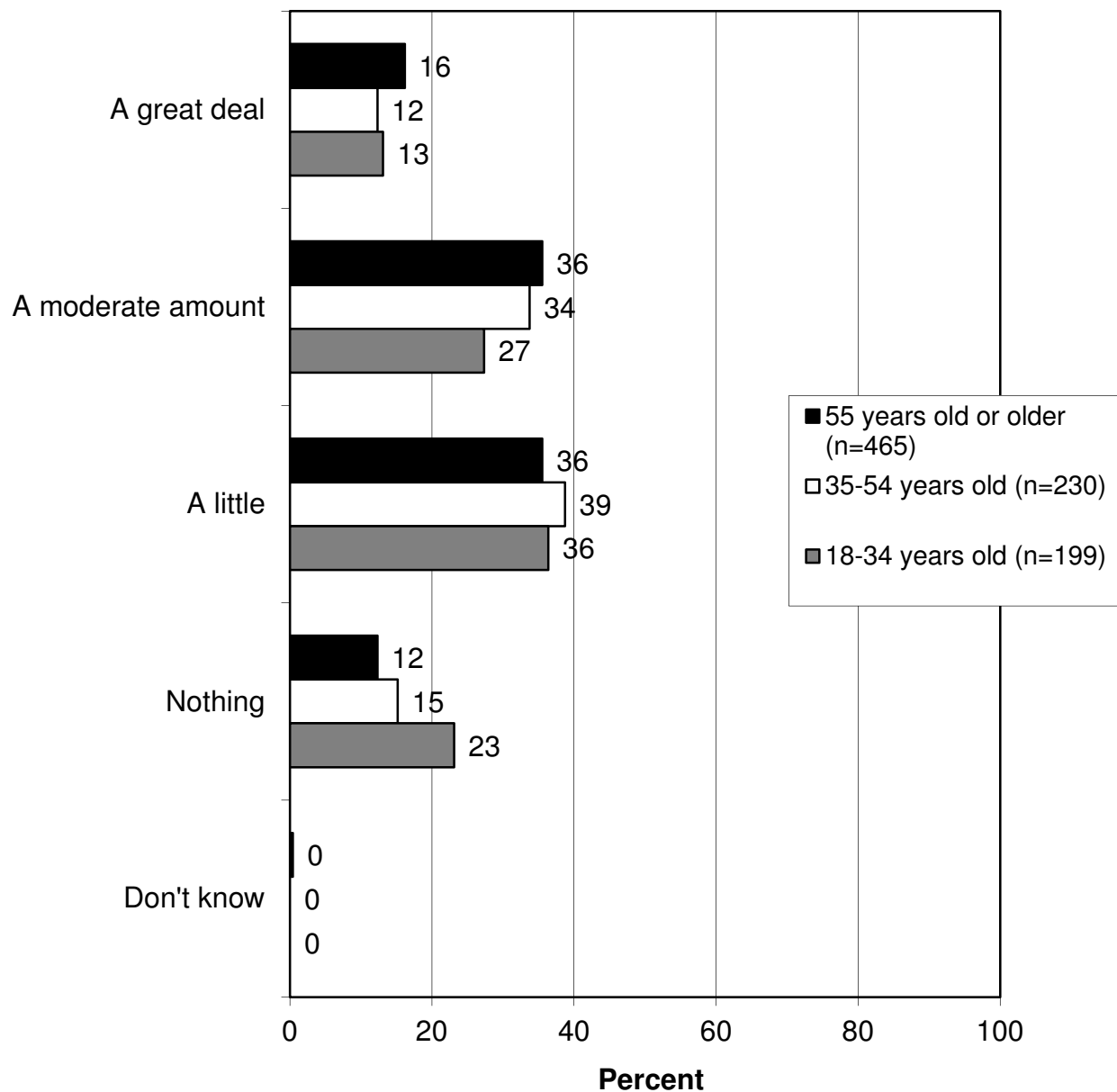
KNOWLEDGE OF AND OPINIONS ON THE OREGON DEPARTMENT OF FISH AND WILDLIFE

Protection Of Fish, Wildlife, And Habitat

Q20. In general, how satisfied or dissatisfied are you with the protection and management of fish, wildlife, and habitat in Oregon?

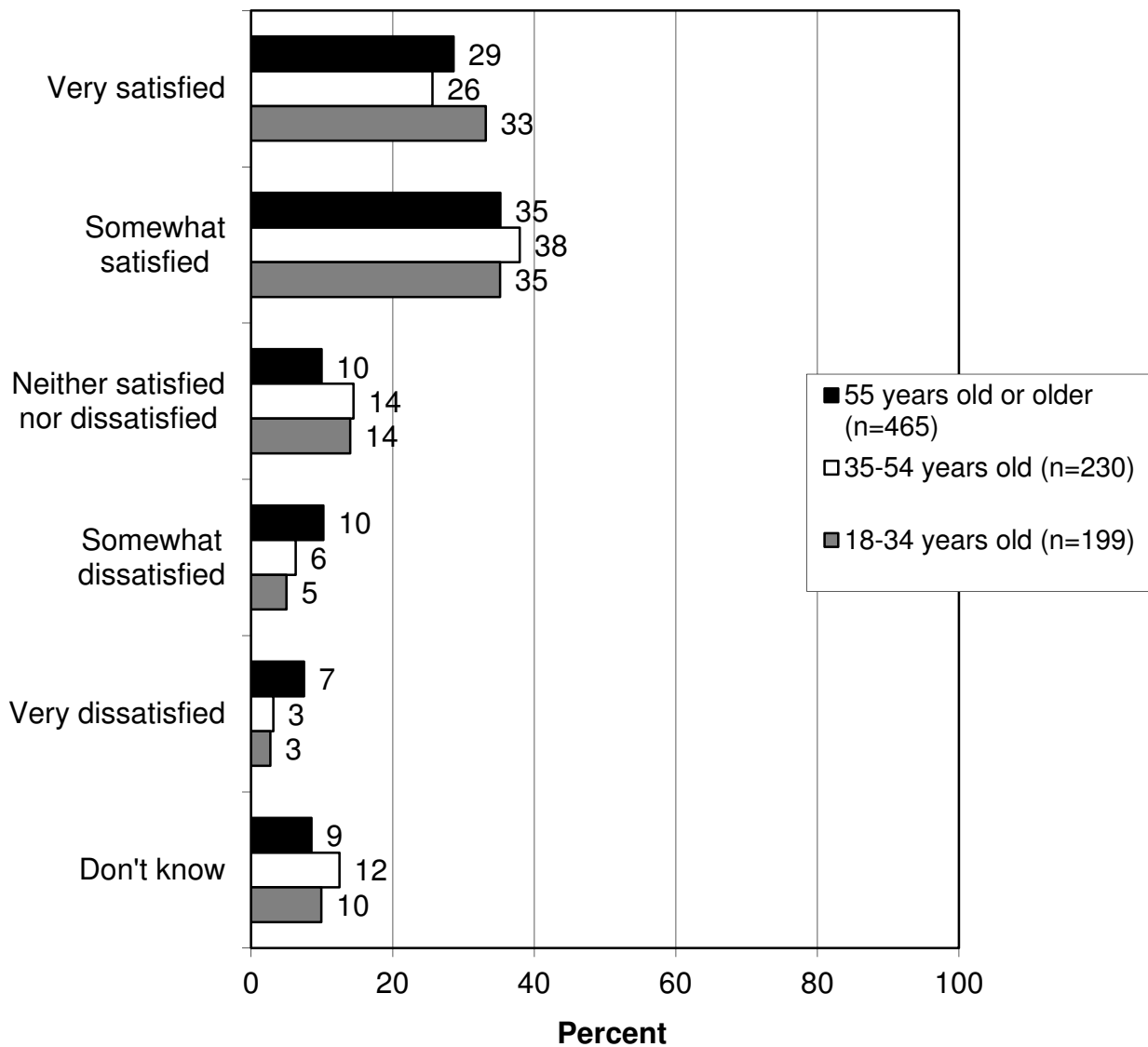


Q23. The Oregon Department of Fish and Wildlife is responsible for protecting and managing fish, wildlife, and habitat in Oregon. Before this survey, would you say you knew a great deal, a moderate amount, a little, or nothing about the Oregon Department of Fish and Wildlife?

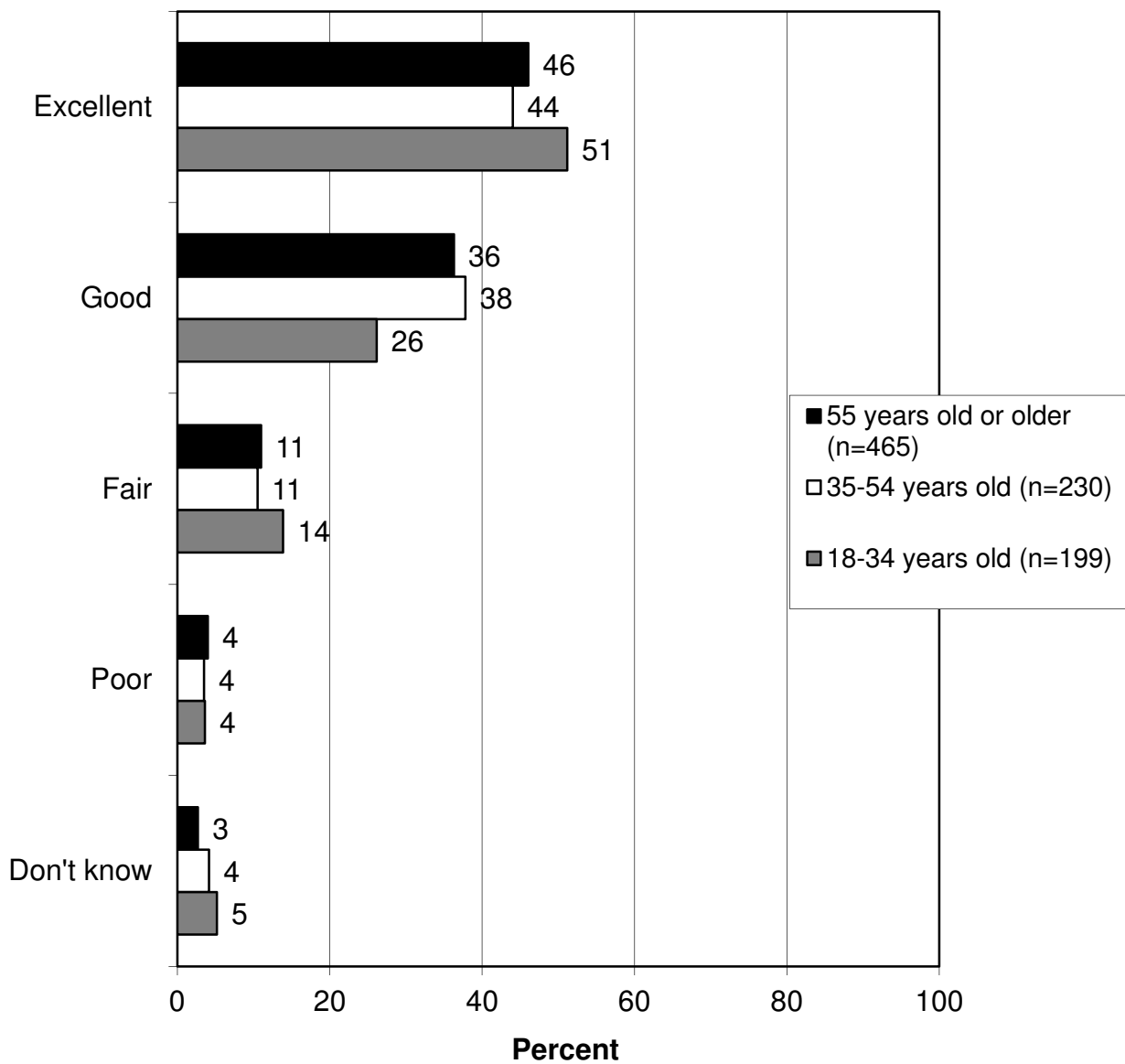


Satisfaction With The Department Overall

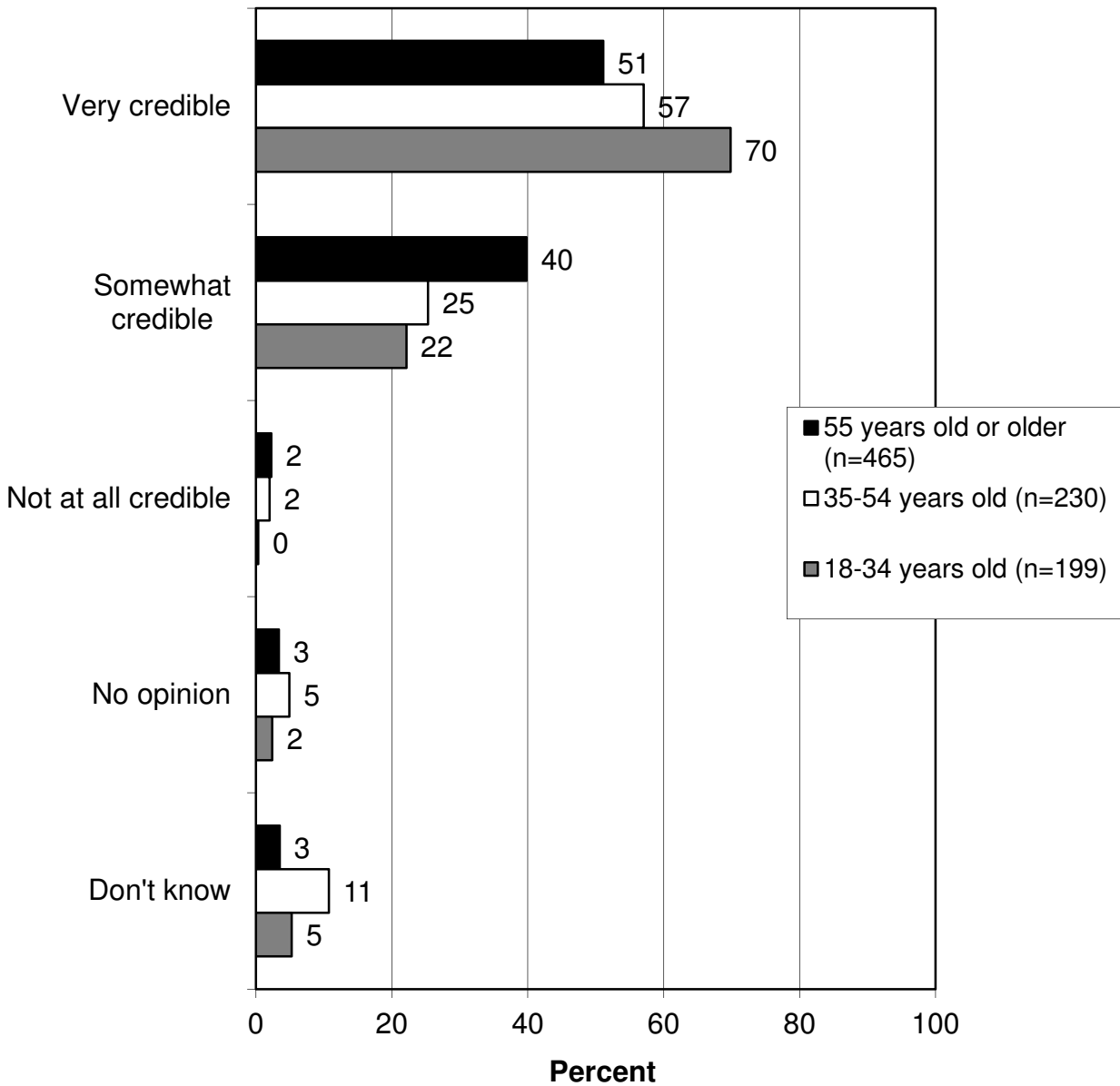
Q24. Overall, how satisfied or dissatisfied are you with the Oregon Department of Fish and Wildlife as the state agency responsible for protecting and managing fish, wildlife, and habitat in Oregon?



Q29. How would you rate the availability of fish- and wildlife-related recreation opportunities, such as fishing, hunting, and wildlife viewing, in Oregon?

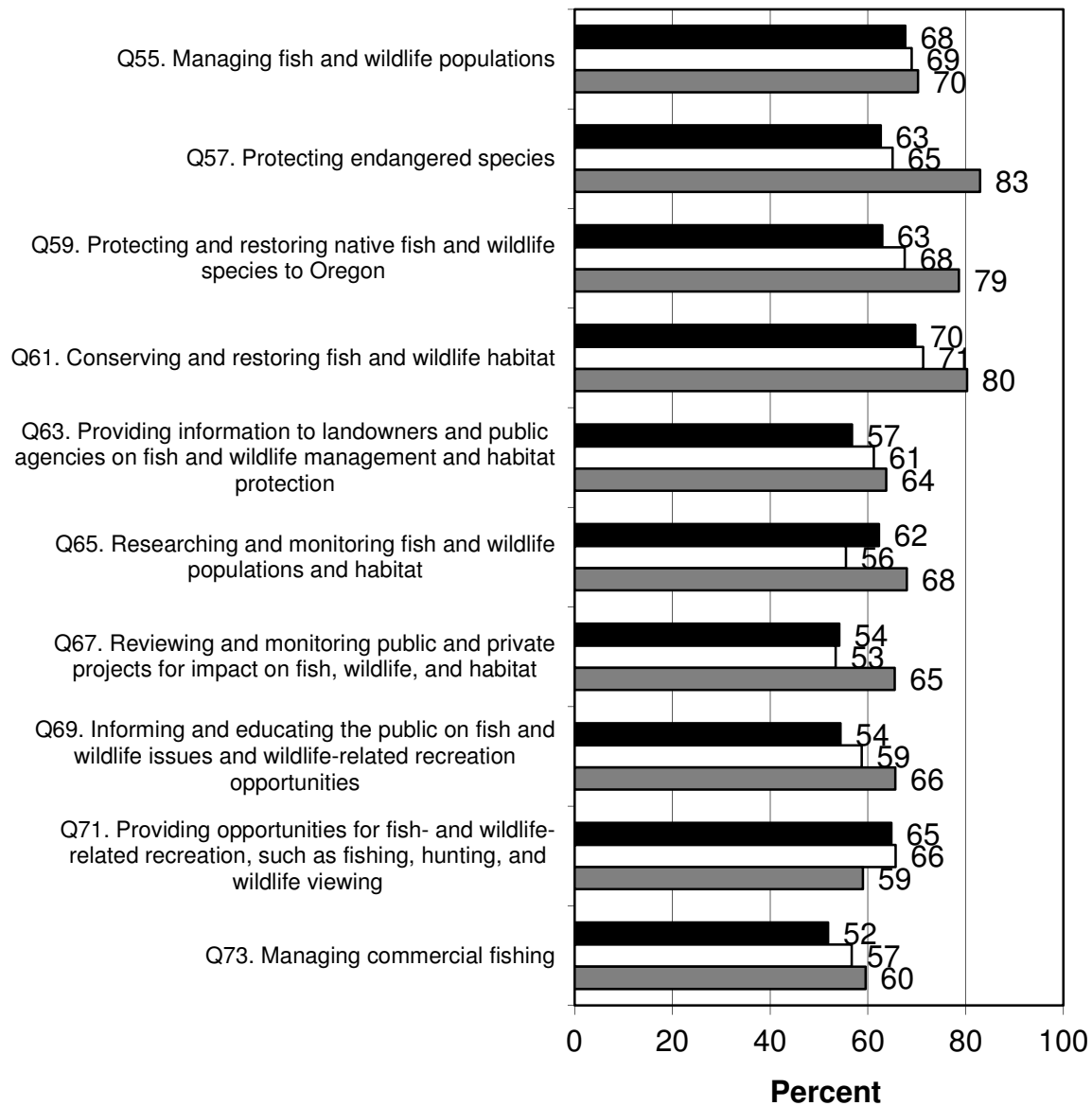
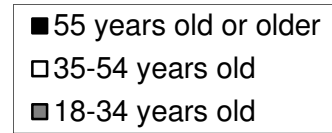


Q124. In your opinion, how credible is the Department overall as a source of information on fish and wildlife management, conservation, and fish- and wildlife-related recreation?

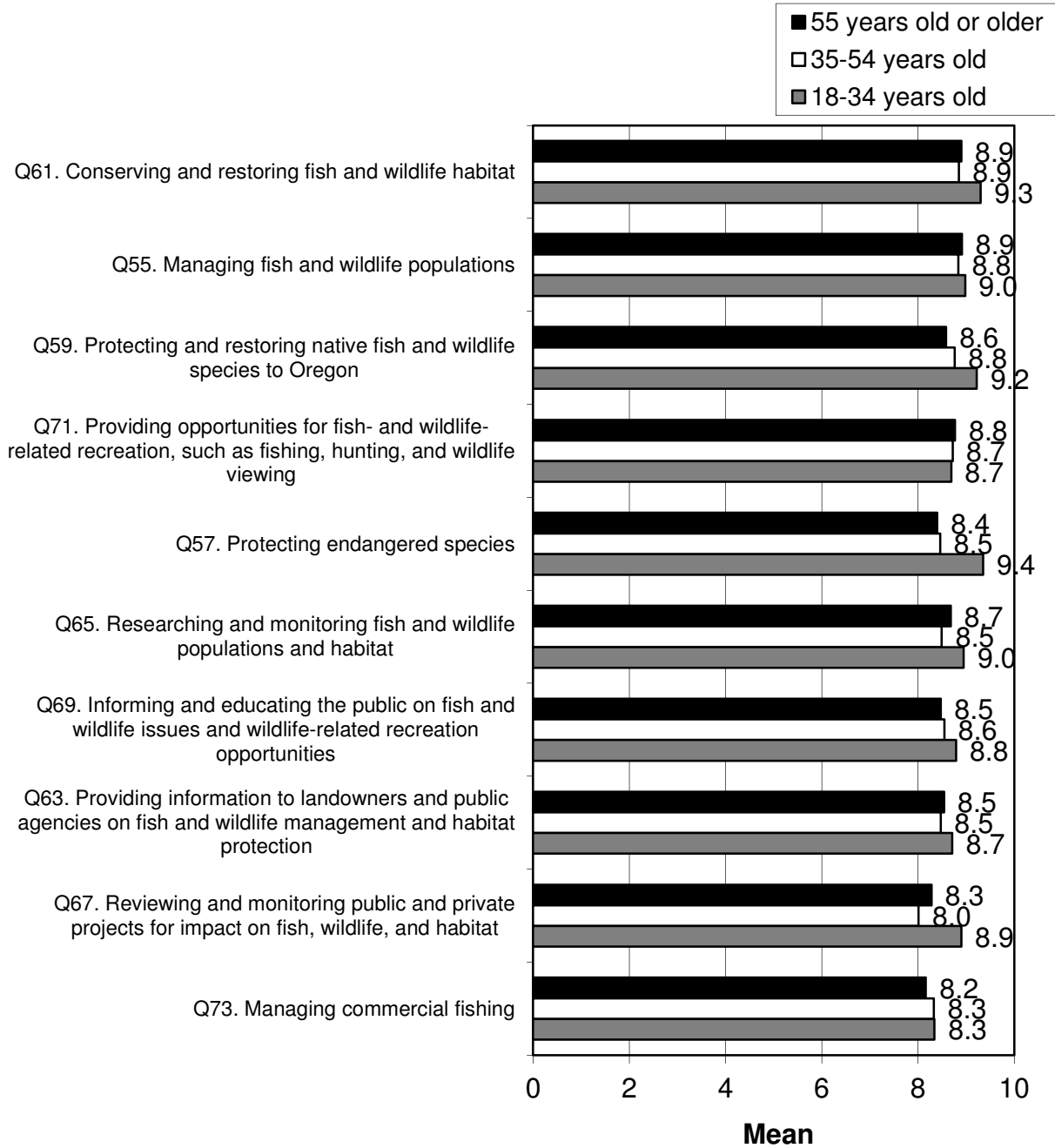


Opinions On Department Priorities

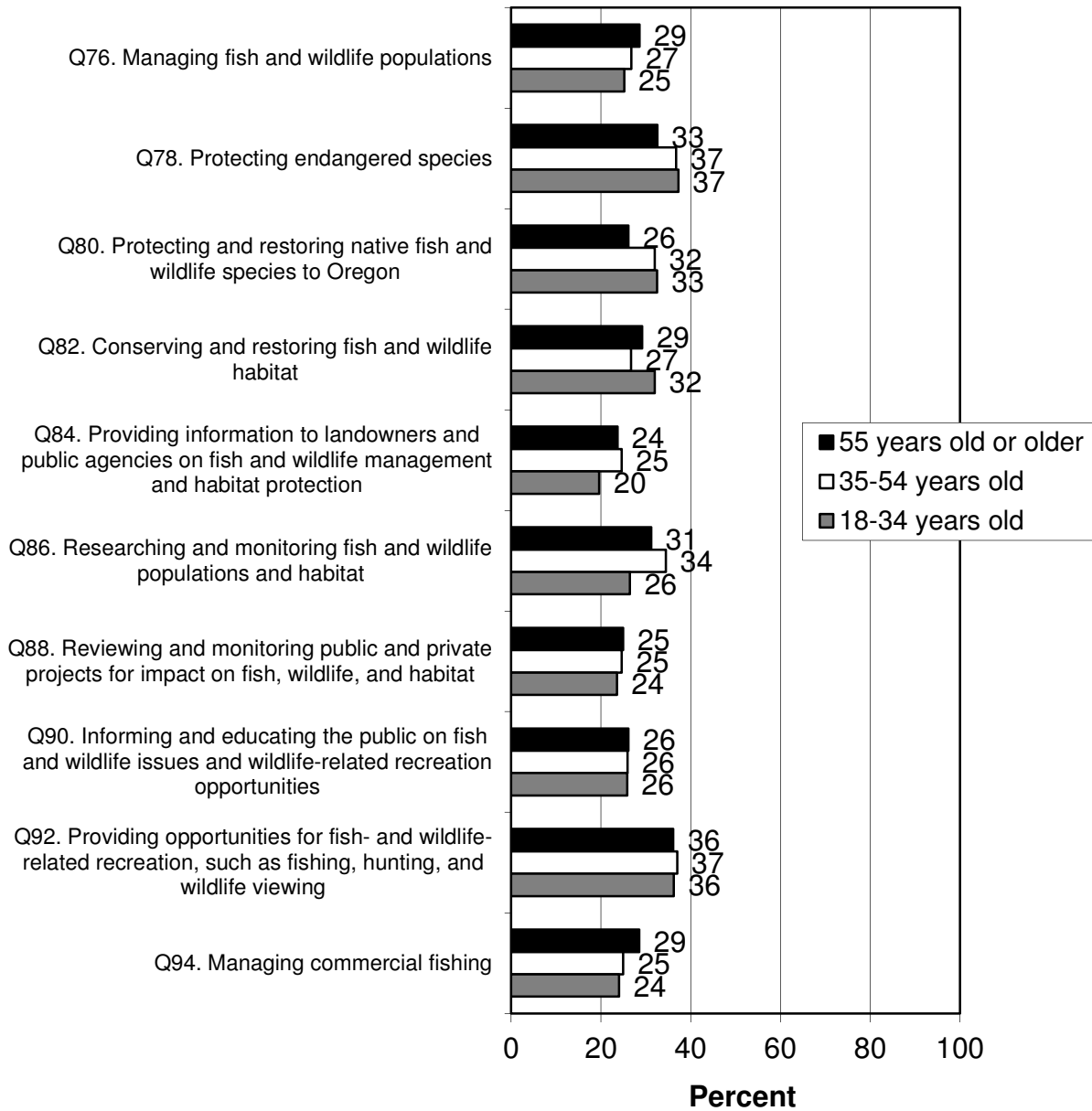
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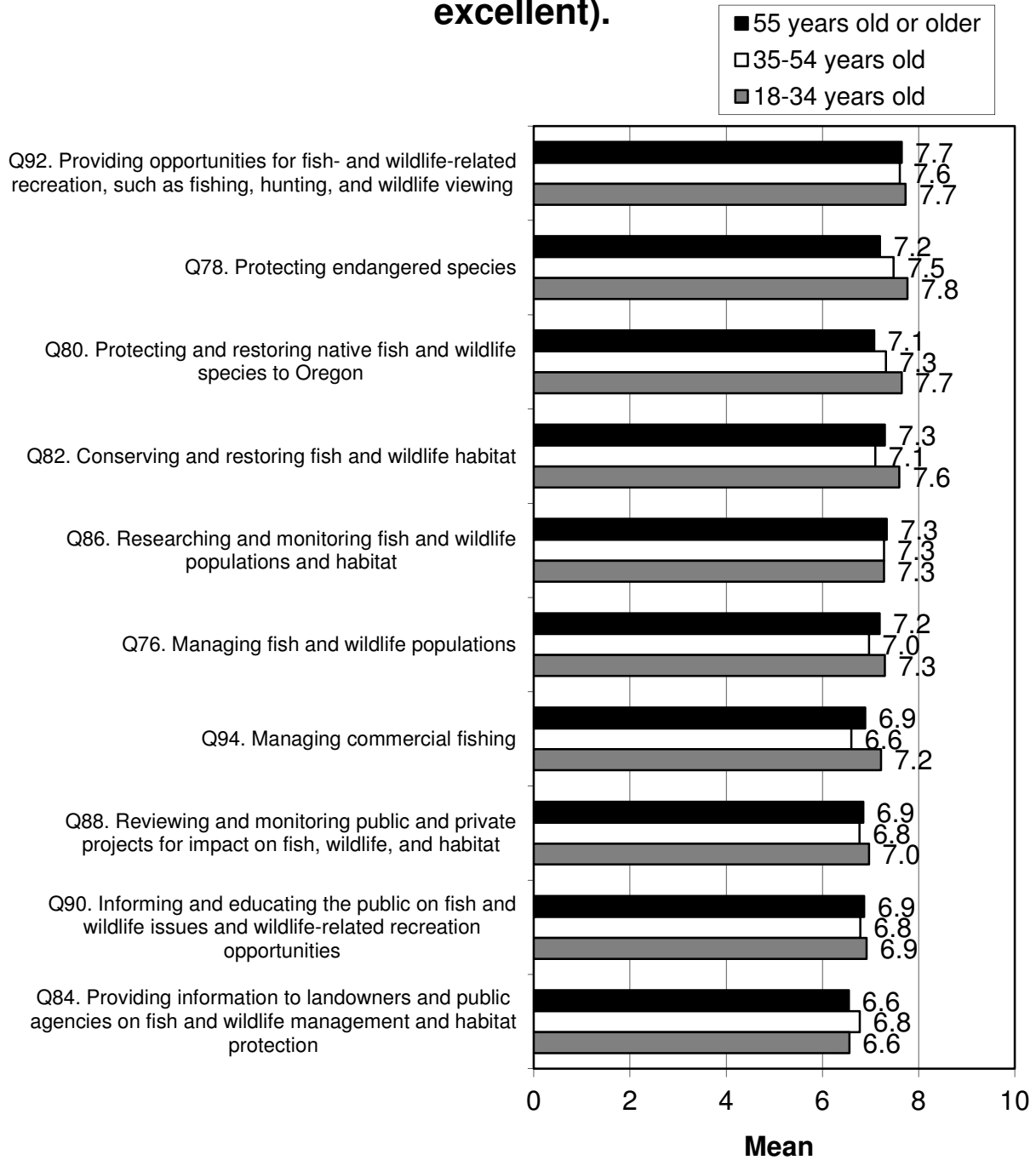
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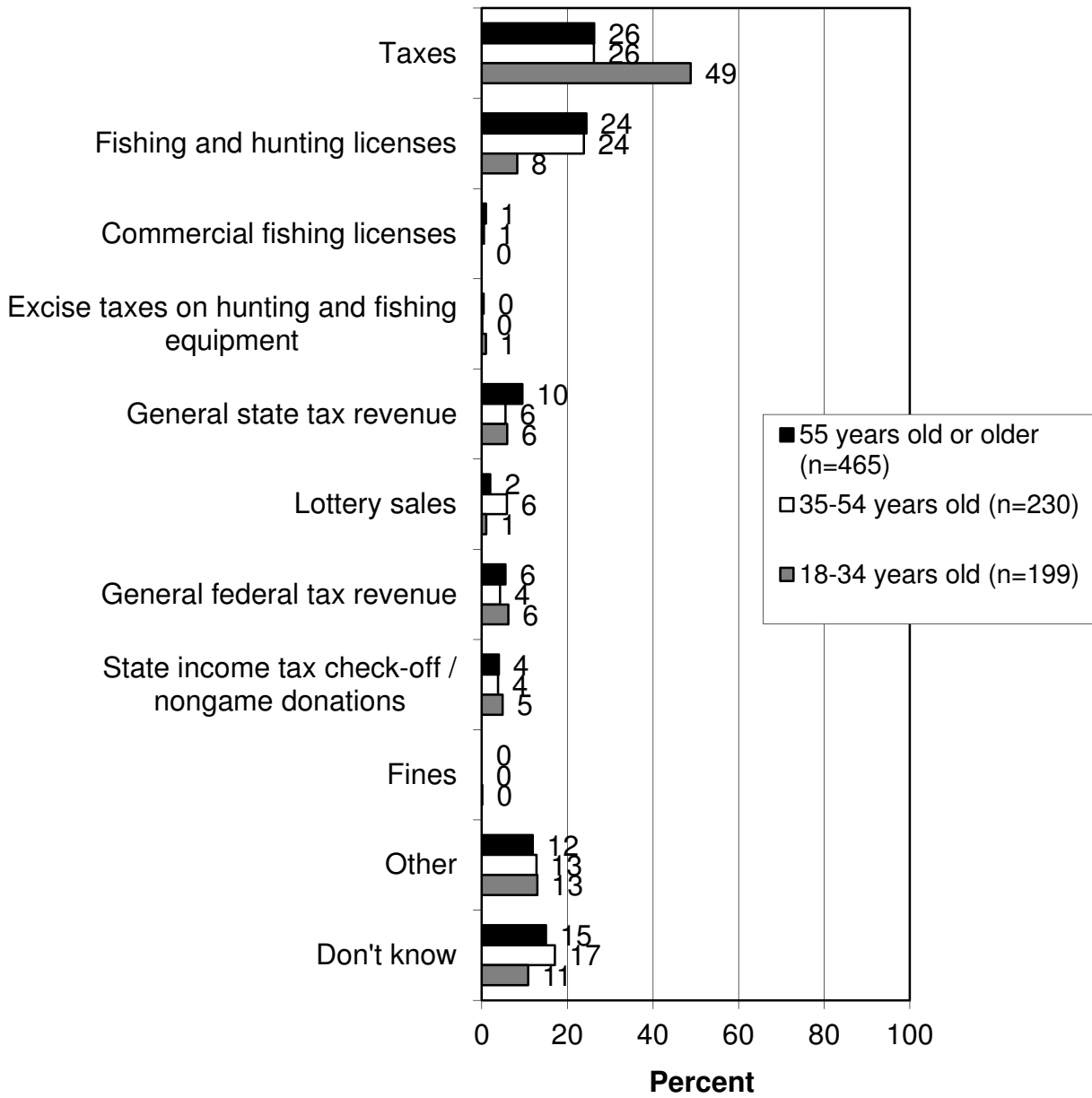


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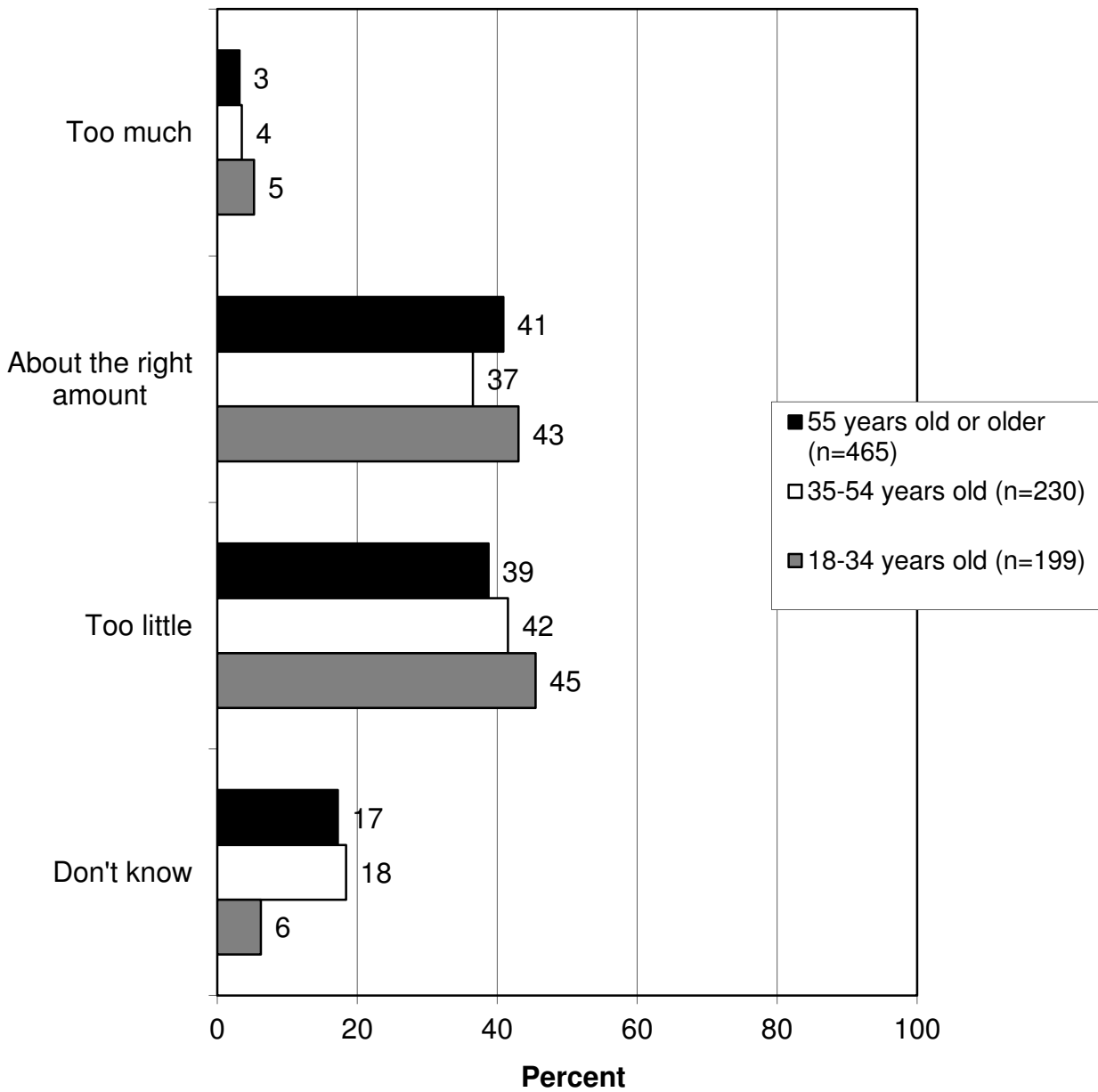


Knowledge Of And Opinion On Department Funding

Q130. What do you think should be the primary source of funding for the Department?

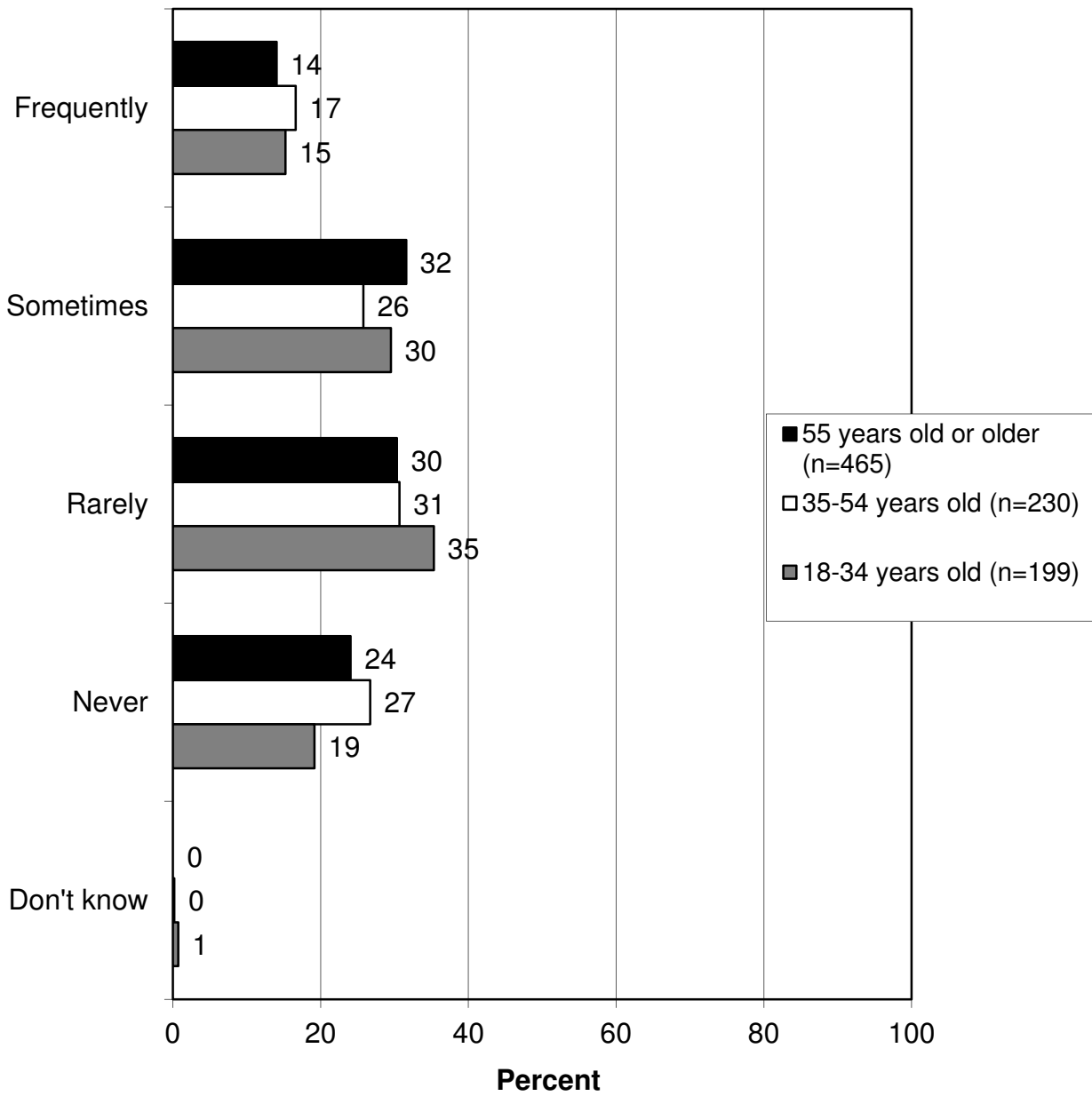


Q133. [THE DEPARTMENT'S FUNDING SOURCES WERE EXPLAINED.] Knowing that 9% of the Department's funding comes from general state tax revenues, do you think the amount of funding the Department receives from general state tax revenues is too much, about the right amount, or too little?

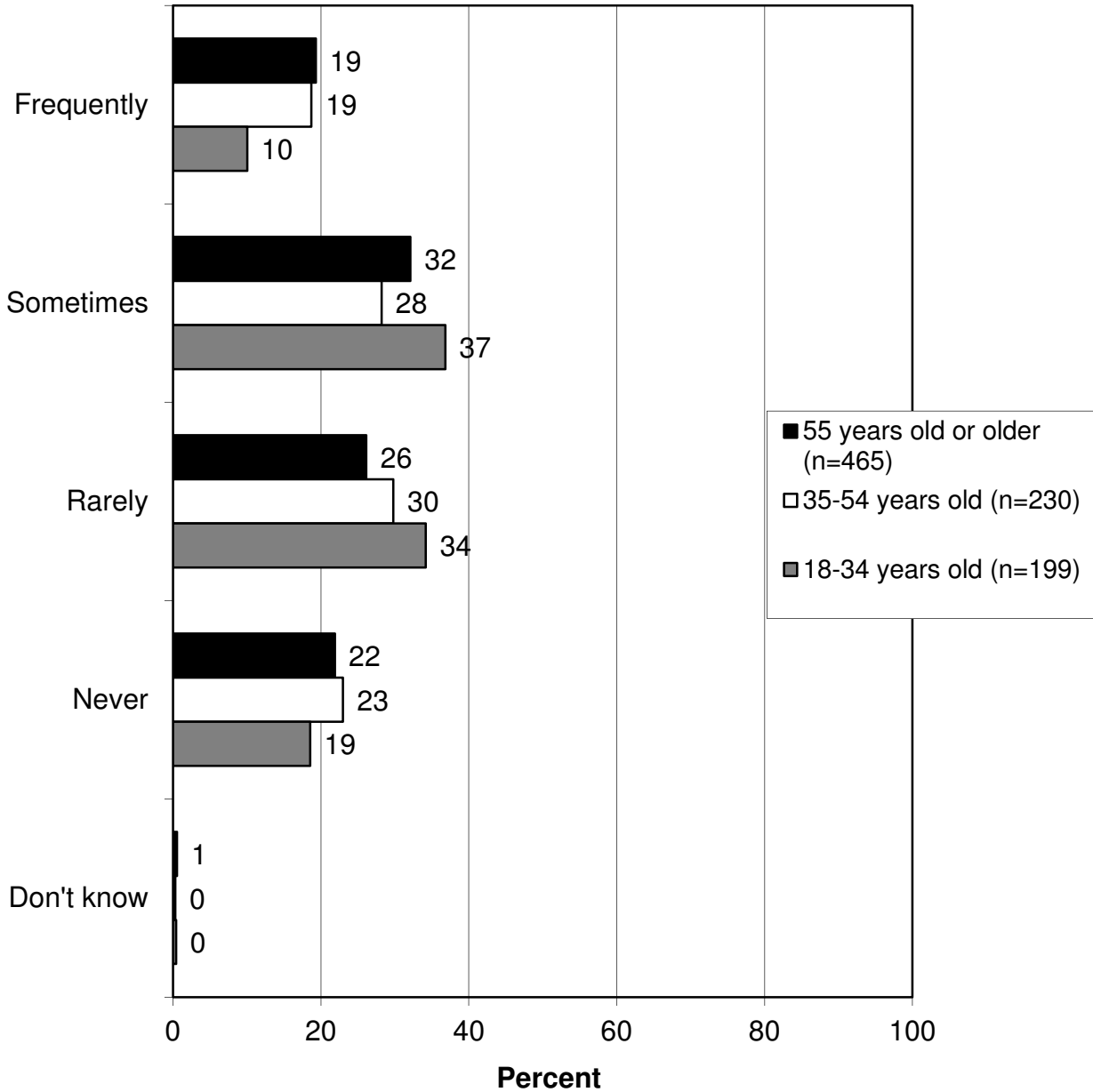


INFORMATION SOURCES ABOUT FISH, WILDLIFE, RECREATION, AND CONSERVATION

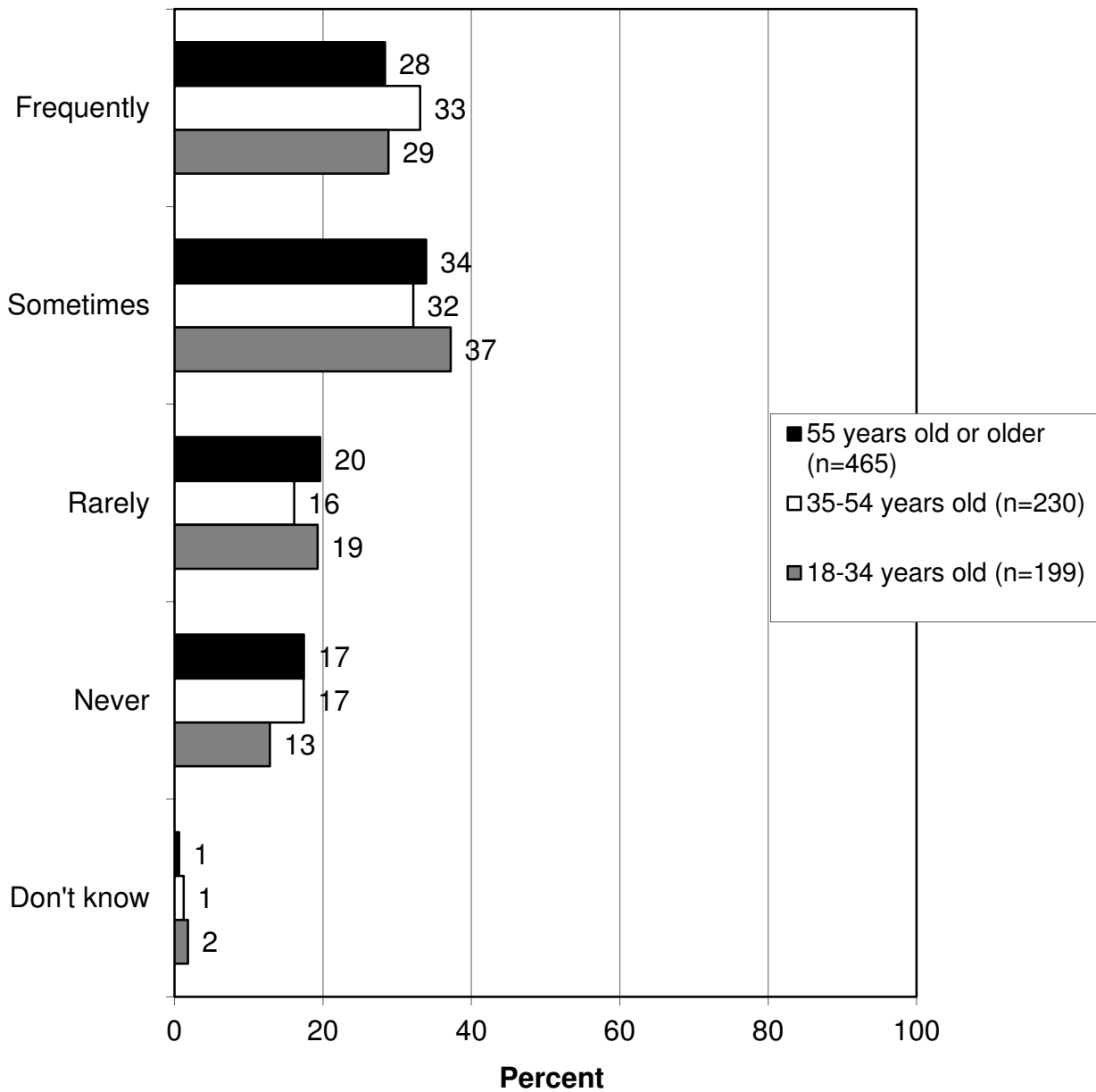
**Q98. In general, how often do you actively seek information on each of the following topics?
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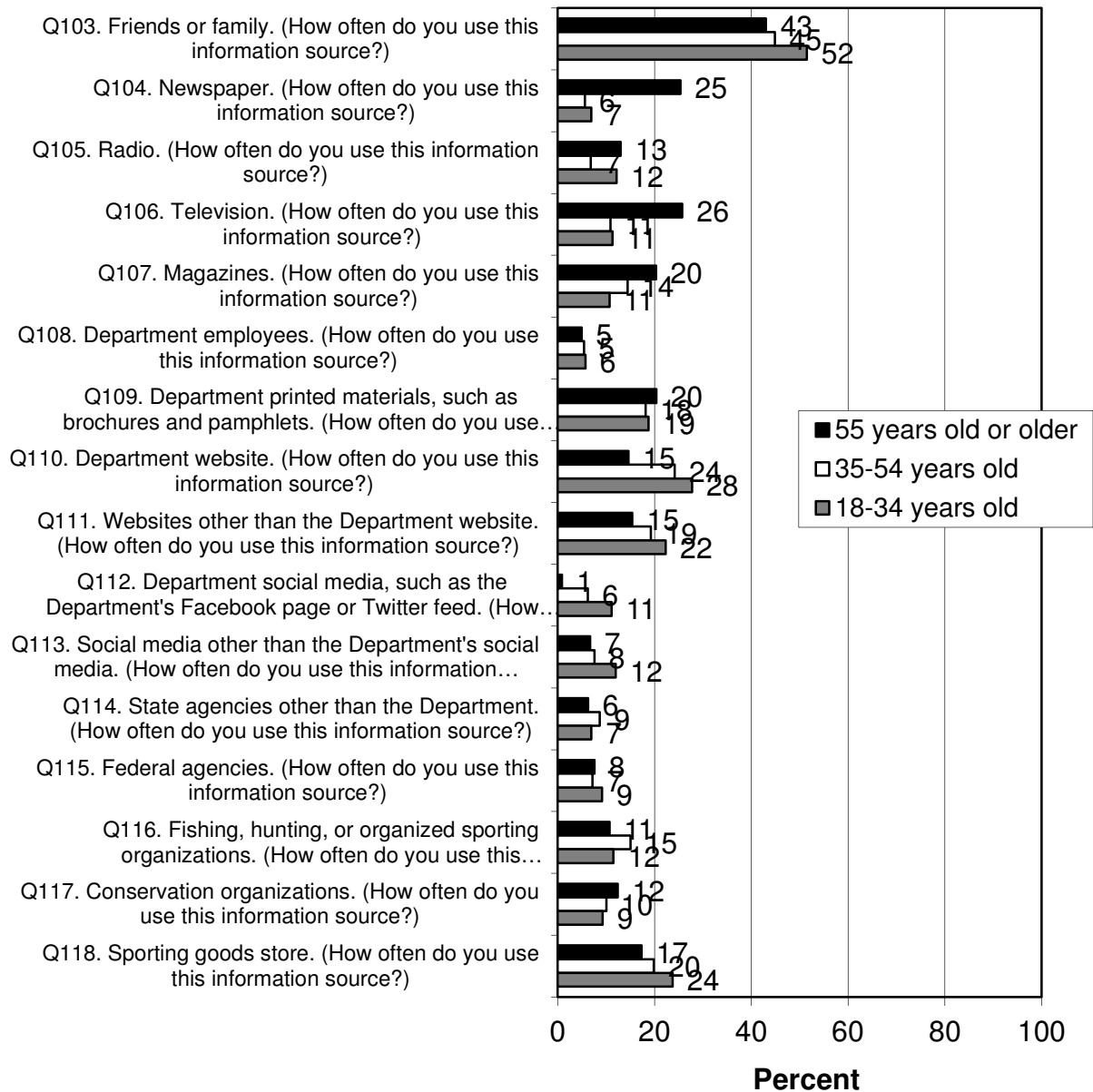
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What about conservation?**



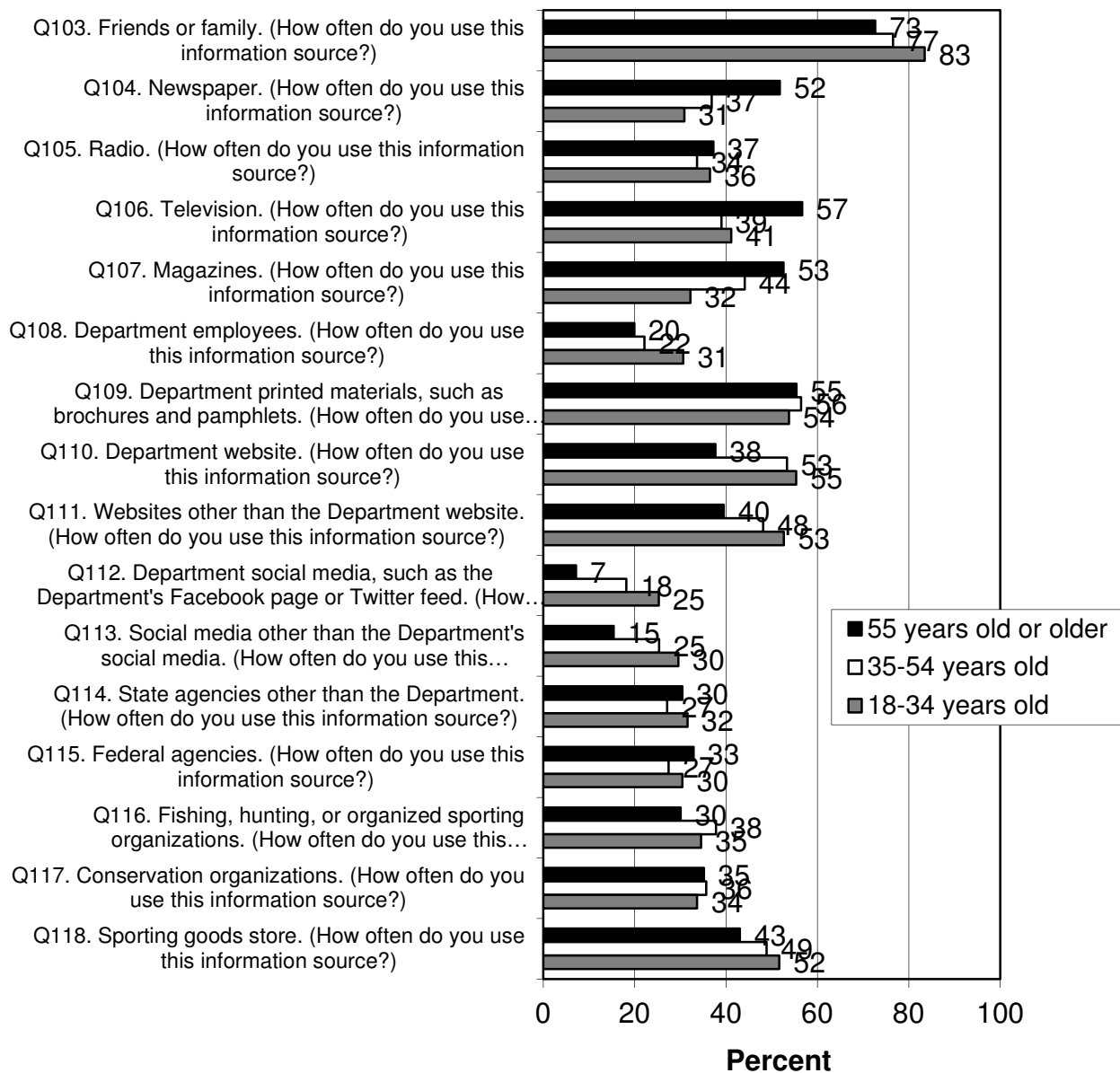
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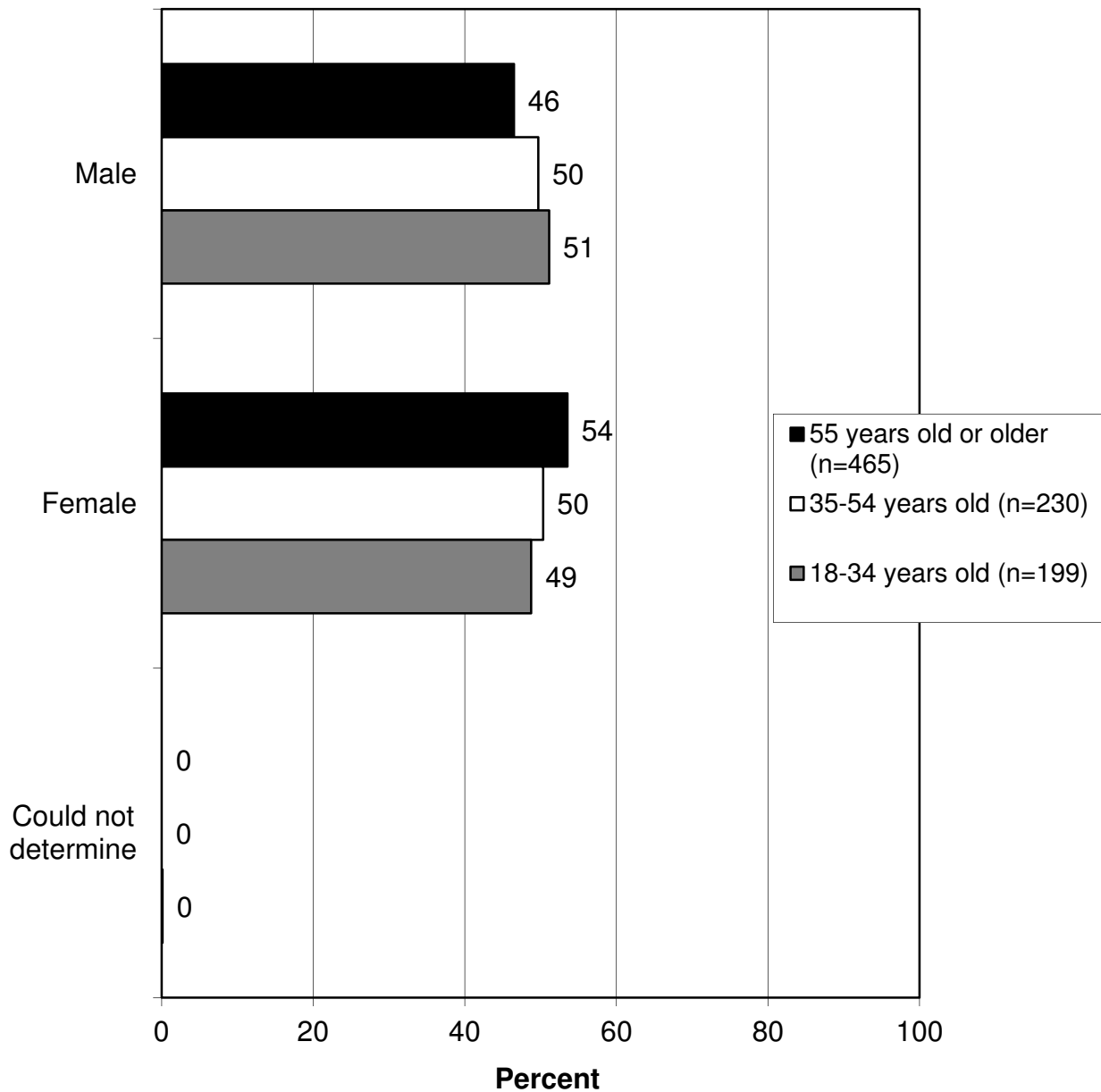


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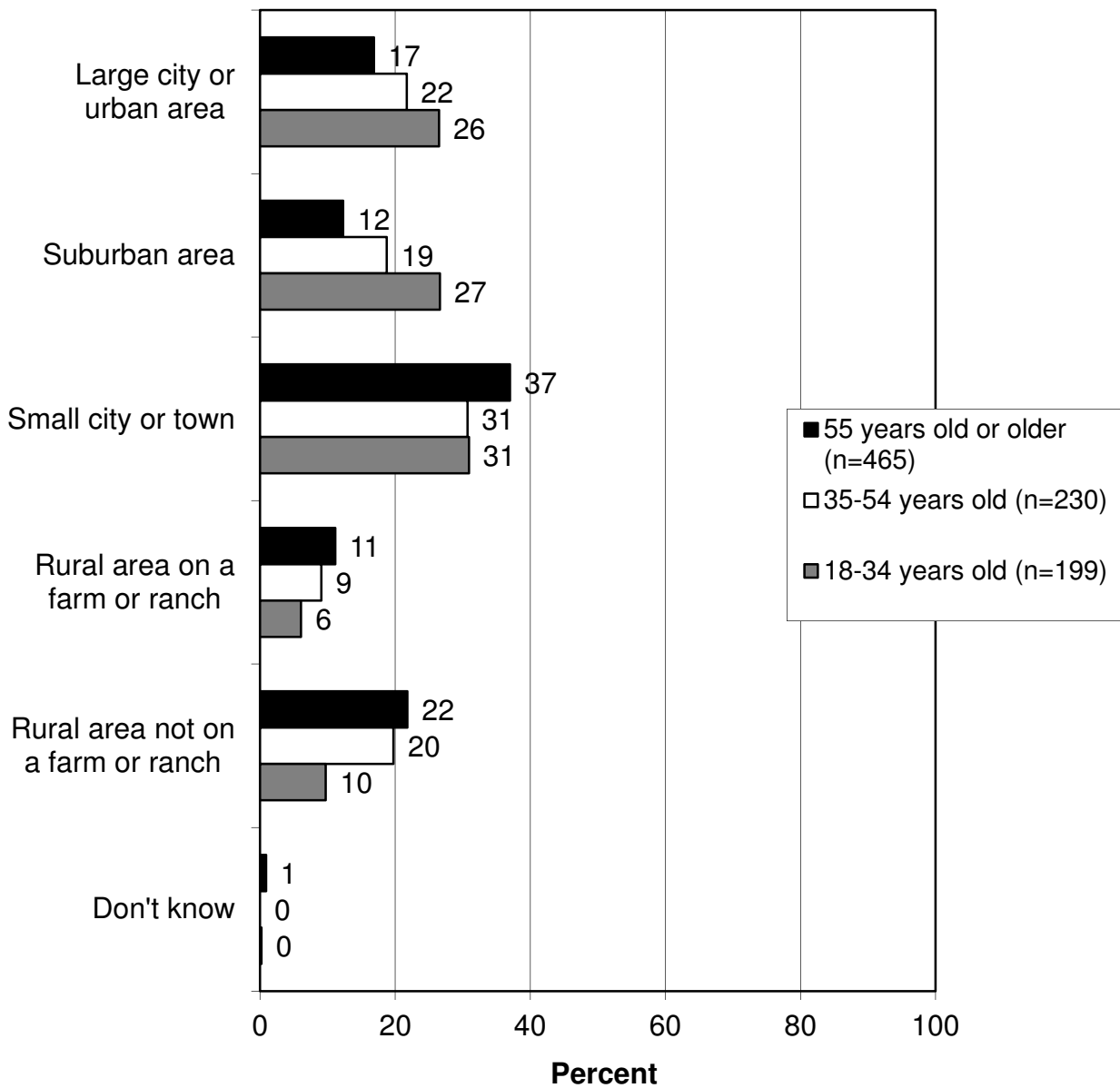


DEMOGRAPHIC DATA

Q157. Respondent's gender (not asked; observed by interviewer).



Q144. Do you consider your place of residence to be a large city or urban area, a suburban area, a small city or town, a rural area on a farm or ranch, or a rural area not on a farm or ranch?



ABOUT RESPONSIVE MANAGEMENT

Responsive Management is an internationally recognized public opinion and attitude survey research firm specializing in natural resource and outdoor recreation issues. Our mission is to help natural resource and outdoor recreation agencies and organizations better understand and work with their constituents, customers, and the public.

Utilizing our in-house, full-service telephone, mail, and web-based survey facilities with 50 professional interviewers, we have conducted more than 1,000 telephone surveys, mail surveys, personal interviews, and focus groups, as well as numerous marketing and communication plans, needs assessments, and program evaluations.

Clients include the federal natural resource and land management agencies, most state fish and wildlife agencies, state departments of natural resources, environmental protection agencies, state park agencies, tourism boards, most of the major conservation and sportsmen's organizations, and numerous private businesses. Responsive Management also collects attitude and opinion data for many of the nation's top universities.

Specializing in research on public attitudes toward natural resource and outdoor recreation issues, Responsive Management has completed a wide range of projects during the past 25 years, including dozens of studies of hunters, anglers, wildlife viewers, boaters, park visitors, historic site visitors, hikers, birdwatchers, campers, and rock climbers. Responsive Management has conducted studies on endangered species; waterfowl and wetlands; and the reintroduction of large predators such as wolves, grizzly bears, and the Florida panther.

Responsive Management has assisted with research on numerous natural resource ballot initiatives and referenda and has helped agencies and organizations find alternative funding and increase their membership and donations. Additionally, Responsive Management has conducted major organizational and programmatic needs assessments to assist natural resource agencies and organizations in developing more effective programs based on a solid foundation of fact.

Responsive Management has conducted research on public attitudes toward natural resources and outdoor recreation in almost every state in the United States, as well as in Canada, Australia, the United Kingdom, France, Germany, and Japan. Responsive Management has also conducted focus

groups and personal interviews with residents of the African countries of Algeria, Cameroon, Mauritius, Namibia, South Africa, Tanzania, Zambia, and Zimbabwe.

Responsive Management routinely conducts surveys in Spanish and has conducted surveys in Chinese, Korean, Japanese and Vietnamese and has completed numerous studies with specific target audiences, including Hispanics; African-Americans; Asians; women; children; senior citizens; urban, suburban, and rural residents; large landowners; and farmers.

Responsive Management's research has been upheld in U.S. District Courts; used in peer-reviewed journals; and presented at major natural resource, fish and wildlife, and outdoor recreation conferences across the world. Company research has been featured in most of the nation's major media, including CNN, *The New York Times*, *The Wall Street Journal*, and on the front pages of *USA Today* and *The Washington Post*. Responsive Management's research has also been highlighted in *Newsweek* magazine.

Visit the Responsive Management website at:

www.responsivemanagement.com