Research Update

Recent Studies at Responsive Management

Responsive Management has recently completed more than 30 studies on public opinion on and attitudes toward natural resource, fish and wildlife, and outdoor recreation issues, including a just released study on the results of a new Arkansas Game and Fish Commission employee survey that shows dramatic increases in morale and confidence in the direction of the agency. Click here for a news article about the results of the study.

Currently, we are working on numerous additional studies, including a study on Utah Off-Highway Vehicle (OHV) use, knowledge of environmental impacts of
Responsive Management

• 700 human dimensions projects
• More than $50 million in research
• 50 states – 15 countries
• Every state fish and wildlife agency and most federal resource agencies; most DNRs and NGOs
• Initiated by WAFWA in 1985
• Data collection for the nation’s top universities:
  Auburn University, Colorado State University, Duke University,
  George Mason University, Michigan State University,
  Mississippi State University, North Carolina State University,
  Oregon State University, Penn State University,
  Rutgers University, Stanford University, Texas Tech,
  University of California-Davis, University of Florida,
  University of Montana, University of New Hampshire,
  University of Southern California, Virginia Tech, and
  West Virginia University
METHODOLOGY

- Telephone survey conducted July to August 2014
- Overall n = 1,050 hunters and anglers
  - n = 485 hunters
  - n = 565 anglers
- States
  - Delaware
  - New Jersey
  - New York
  - Pennsylvania
  - Virginia
  - West Virginia
- Data Analyses
  - by hunting / fishing participation in Maryland
  - by license / non-license holder of Maryland non-resident license
  - by state (when appropriate)
- Final Report
PARTICIPATION IN HUNTING AND FISHING
Hunting Participation
How many of the past 3 years have you been hunting in [STATE OF RESIDENCE]?

- 3 years: 72 (Hunter sample, participated in Maryland) / 85 (Hunter sample, did not participate in Maryland)
- 2 years: 6 / 6
- 1 year: 7 / 7
- Did not go hunting: 14 / 2
- Don't know: 2 / 1

Percent
How many of the past 3 years have you been hunting in Maryland? (Asked of those who traveled to Maryland to hunt in the past 3 years.)

- 3 years: 67%
- 2 years: 9%
- 1 year: 24%
- Don't know: 0%

Hunter sample, participated in Maryland.
Fishing Participation
How many of the past 3 years have you been fishing in [STATE OF RESIDENCE]?

- 3 years: 69% (Angler sample, participated in Maryland) / 70% (Angler sample, did not participate in Maryland)
- 2 years: 9% (Angler sample, participated in Maryland) / 10% (Angler sample, did not participate in Maryland)
- 1 year: 7% (Angler sample, participated in Maryland) / 13% (Angler sample, did not participate in Maryland)
- Did not go fishing: 6% (Angler sample, participated in Maryland) / 14% (Angler sample, did not participate in Maryland)
- Don't know: 1% (Angler sample, participated in Maryland) / 1% (Angler sample, did not participate in Maryland)
How many of the past 3 years have you been fishing in Maryland? (Asked of those who traveled to Maryland to fish in the past 3 years.)

- 3 years: 60
- 2 years: 16
- 1 year: 23
- Don't know: 2

Angler sample, participated in Maryland

Percent
Crossover Participation
71% of hunters who participated in both hunting AND fishing in their home state and who traveled to Maryland to hunt did not fish in Maryland in the past 3 years.
92% of anglers who participated in both hunting AND fishing in their home state and who traveled to Maryland to fish did not hunt in Maryland in the past 3 years.
MOTIVATIONS FOR HUNTING AND FISHING
Motivations for Hunting
What is your most important reason for hunting? (Asked of the hunter sample.)

<table>
<thead>
<tr>
<th>Reason</th>
<th>Hunter sample, participated in Maryland</th>
<th>Hunter sample, did not participate in Maryland</th>
</tr>
</thead>
<tbody>
<tr>
<td>For the sport and recreation</td>
<td>26%</td>
<td>29%</td>
</tr>
<tr>
<td>For the meat</td>
<td>19%</td>
<td>30%</td>
</tr>
<tr>
<td>For relaxation</td>
<td>17%</td>
<td>15%</td>
</tr>
<tr>
<td>To be with family and friends</td>
<td>17%</td>
<td>11%</td>
</tr>
<tr>
<td>To be close to nature</td>
<td>14%</td>
<td>11%</td>
</tr>
<tr>
<td>For a trophy</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>6%</td>
<td>2%</td>
</tr>
<tr>
<td>Don't know</td>
<td>2%</td>
<td>1%</td>
</tr>
</tbody>
</table>
What is your most important reason for hunting in Maryland? (Asked of those who traveled to Maryland to hunt in the past 3 years.)

- To be with family and friends: 23
- For the sport and recreation: 19
- For the meat: 16
- To be close to nature: 8
- For relaxation: 8
- For a trophy: 6
- Has access to land in Maryland: 4
- Different species than home state: 3
- Good hunting in Maryland: 2
- Maryland is close by: 2
- Had the opportunity to do so: 2
- Likes regulations better in Maryland: 1
- Tradition / always hunted there / familiar with MD: 1
- Other: 4

Percent

Hunter sample, participated in Maryland
Motivations for Fishing
What is your most important reason for fishing? (Asked of the angler sample.)

- **For the sport and recreation**: 32% (Angler sample), 43% (Did not participate in primary activity in Maryland)
- **For relaxation**: 33% (Angler sample), 41% (Did not participate in primary activity in Maryland)
- **To be with family and friends**: 9% (Angler sample), 12% (Did not participate in primary activity in Maryland)
- **To catch fresh fish to eat**: 9% (Angler sample), 10% (Did not participate in primary activity in Maryland)
- **To be close to nature**: 3% (Angler sample), 4% (Did not participate in primary activity in Maryland)
- **To catch a large fish**: 1% (Angler sample), 0% (Did not participate in primary activity in Maryland)
- **Other**: 1% (Angler sample), 2% (Did not participate in primary activity in Maryland)
- **Don't know**: 1% (Angler sample), 0% (Did not participate in primary activity in Maryland)
What is your most important reason for fishing in Maryland? (Asked of those who traveled to Maryland to fish in the past 3 years.)

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>For the sport and recreation</td>
<td>34</td>
</tr>
<tr>
<td>For relaxation</td>
<td>21</td>
</tr>
<tr>
<td>To be with family and friends</td>
<td>15</td>
</tr>
<tr>
<td>To catch fresh fish to eat</td>
<td>7</td>
</tr>
<tr>
<td>To catch a large fish</td>
<td>4</td>
</tr>
<tr>
<td>Has access to land in Maryland</td>
<td>3</td>
</tr>
<tr>
<td>Different species / location than home state</td>
<td>2</td>
</tr>
<tr>
<td>Maryland is close by</td>
<td>2</td>
</tr>
<tr>
<td>To be close to nature</td>
<td>2</td>
</tr>
<tr>
<td>Good fishing in Maryland</td>
<td>2</td>
</tr>
<tr>
<td>Tradition / always fished there / familiar with MD</td>
<td>2</td>
</tr>
<tr>
<td>Likes regulations better in Maryland</td>
<td>1</td>
</tr>
<tr>
<td>Other</td>
<td>4</td>
</tr>
<tr>
<td>Don't know</td>
<td>1</td>
</tr>
</tbody>
</table>

Angler sample, participated in Maryland
SPECIES HUNTED AND FISHED
Species Hunted
Which one species do you hunt most often in [STATE OF RESIDENCE]? (Asked of those who hunted in their state of residence in the past 3 years.)

- White-tailed deer: 83% (Hunter sample, participated in Maryland)
- Waterfowl: 18% (Hunter sample, participated in Maryland)
- Rabbit / hare / snowshoe / cottontail: 4% (Hunter sample, participated in Maryland)
- Wild turkey: 0% (Hunter sample, participated in Maryland)
- Pheasant, quail, chukar, upland game birds: 2% (Hunter sample, participated in Maryland)
- Squirrel: 0% (Hunter sample, participated in Maryland)
- Mule deer: 0% (Hunter sample, participated in Maryland)
- Black bear: 0% (Hunter sample, participated in Maryland)
- Fox: 0% (Hunter sample, participated in Maryland)
- Other: 0% (Hunter sample, participated in Maryland)
- Don't know: 2% (Hunter sample, did not participate in Maryland)
Which one species do you hunt most often in Maryland?
(Asked of those who traveled to Maryland to hunt in the past 3 years.)

- White-tailed deer: 57%
- Waterfowl: 37%
- Wild turkey: 3%
- Other: 1%

Percent

Hunter sample, participated in Maryland
Type of Fishing and Species Fished
Do you freshwater fish, saltwater fish, or both in [STATE OF RESIDENCE] each year? (Asked of those who fished in their state of residence in the past 3 years and whose state of residence is Delaware, New Jersey, New York, or Virginia.)

- **Freshwater**: 33% of the sample participated in Maryland; 55% did not.
- **Both**: 27% participated in Maryland; 44% did not.
- **Saltwater**: 18% participated in Maryland; 23% did not.
- **Don't know**: 10% of the sample did not participate in Maryland.
Do you freshwater fish, saltwater fish, or both in Maryland each year? (Asked of those who traveled to Maryland to fish in the past 3 years.)

- Freshwater: 33%
- Both: 24%
- Saltwater: 42%

Angler sample, participated in Maryland
Which one type of fish do you fish for most often in [STATE OF RESIDENCE]? (Asked of those who fished in their state of residence in the past 3 years.)

- Black bass: Angler sample, participated in Maryland (40%), Angler sample, did not participate in Maryland (28%)
- Trout: Angler sample, participated in Maryland (30%), Angler sample, did not participate in Maryland (18%)
- White bass, striped bass, and striped bass hybrids: Angler sample, participated in Maryland (13%), Angler sample, did not participate in Maryland (8%)
- Catfish and bullheads: Angler sample, participated in Maryland (9%), Angler sample, did not participate in Maryland (4%)
- Flatfish, flounder: Angler sample, participated in Maryland (6%), Angler sample, did not participate in Maryland (2%)
- Crappie: Angler sample, participated in Maryland (2%), Angler sample, did not participate in Maryland (1%)
- Bluefish: Angler sample, participated in Maryland (2%)
- Walleye and sauger: Angler sample, participated in Maryland (2%)
- Salmon: Angler sample, participated in Maryland (2%)
- Panfish: Angler sample, participated in Maryland (1%)
- Other type of freshwater fish: Angler sample, participated in Maryland (1%)
- Other type of saltwater fish: Angler sample, participated in Maryland (4%)
- Any type of freshwater fish: Angler sample, participated in Maryland (9%)
- Any type of saltwater fish: Angler sample, participated in Maryland (6%)
- Don't know: Angler sample, participated in Maryland (3%)
Which one type of fish do you fish for most often in Maryland? (Asked of those who traveled to Maryland to fish in the past 3 years.)

- Black bass: 22%
- White bass, striped bass, striped bass hybrids: 21%
- Trout: 10%
- Flatfish, flounder: 9%
- Catfish and bullheads: 7%
- Bluefish: 3%
- Croaker: 2%
- Crappie: 1%
- Walleye and sauger: 1%
- Panfish: 1%
- Any type of freshwater fish: 1%
- Sea bass: 1%
- Flounder: 1%
- Other type of saltwater fish: 9%
- Other type of freshwater fish: 2%
- Don't know: 8%
HUNTING AND FISHING COMPANIONS
Hunting Companions
With whom do you typically hunt in [STATE OF RESIDENCE] each year? (Asked of those who hunted in their state of residence in the past 3 years.)

Multiple Responses Allowed

- Friends: 42%
- Son: 22%
- Nobody / goes alone: 22%
- Father: 15%
- Brother: 13%
- Spouse: 5%
- Daughter: 3%
- Cousins: 3%
- In-laws: 3%
- Grandson: 3%
- Nephew: 3%
- Organized group: 2%
- Grandfather: 1%
- Uncle: 1%
- Sister: 1%
- Family in general: 1%
- Don't know: 1%

Percent
With whom do you typically hunt in Maryland each year?
(Asked of those who traveled to Maryland to hunt in the past 3 years.)

- Friends: 59%
- Father: 13%
- Son: 12%
- Nobody / goes alone: 11%
- Brother: 10%
- In-laws: 3%
- Spouse: 3%
- Organized group: 2%
- Uncle: 2%
- Cousins: 2%
- Daughter: 2%
- Nephew: 2%
- Grandson: 1%
- Grandfather: 1%
- Other: 2%

Multiple Responses Allowed

Hunter sample, participated in Maryland
Fishing Companions
With whom do you typically fish in [STATE OF RESIDENCE] each year? (Asked of those who fished in their state of residence in the past 3 years.)

Multiple Responses Allowed

- Friends: 37%
- Son: 25%
- Spouse: 18%
- Nobody / goes: 17%
- Father: 8%
- Daughter: 8%
- Brother: 8%
- In-laws: 6%
- Grandson: 5%
- Cousins: 3%
- Nephew: 2%
- Grandfather: 2%
- Organized group: 2%
- Other: 1%
- Uncle: 1%
- Sister: 1%
- Granddaughter: 1%
- Mother: 1%
With whom do you typically fish in Maryland each year?
(Asked of those who traveled to Maryland to fish in the past 3 years.)

- Friends: 43%
- Son: 21%
- Spouse: 17%
- Nobody / goes: 13%
- Father: 10%
- Brother: 9%
- Daughter: 6%
- In-laws: 6%
- Nephew: 5%
- Cousins: 3%
- Mother: 3%
- Sister: 3%
- Organized group: 2%
- Grandson: 2%
- Uncle: 2%
- Grandfather: 2%
- Other: 1%
- Don't know: 1%
CHARACTERISTICS OF HUNTING AND FISHING TRIPS TO MARYLAND
Characteristics of Hunting Trips to Maryland
Specifically, what months of the year do you typically visit Maryland to go hunting?
(Asked of those who traveled to Maryland to hunt as the main reason for visiting Maryland in the past 3 years.)

- January: 44%
- February: 10%
- March: 2%
- April: 6%
- May: 3%
- June: 1%
- July: 1%
- August: 1%
- September: 23%
- October: 40%
- November: 49%
- December: 48%
- Don't know: 1%

Multiple Responses Allowed

Hunter sample, participated in Maryland
Do you typically use a guide for your hunting trips to Maryland? (Asked of those who traveled to Maryland to hunt as the main reason for visiting Maryland in the past 3 years.)

- **Yes**: 24%
- **No**: 76%

Hunter sample, participated in Maryland
How many people typically travel with you to hunt on a hunting trip to Maryland? 
(Asked of those who traveled to Maryland to hunt as the main reason for visiting Maryland in the past 3 years.)

- More than 5 people: 10
- 5 people: 5
- 4 people: 14
- 3 people: 18
- 2 people: 22
- 1 person: 16
- No other people: 15

56%
How many people typically travel with you on a hunting trip to Maryland who do not hunt on the trip? (Asked of those who traveled to Maryland to hunt as the main reason for visiting Maryland in the past 3 years.)

<table>
<thead>
<tr>
<th>Number of People</th>
<th>Hunter Sample, Participated in Maryland</th>
</tr>
</thead>
<tbody>
<tr>
<td>More than 5</td>
<td>0</td>
</tr>
<tr>
<td>5 people</td>
<td>0</td>
</tr>
<tr>
<td>4 people</td>
<td>2</td>
</tr>
<tr>
<td>3 people</td>
<td>1</td>
</tr>
<tr>
<td>2 people</td>
<td>3</td>
</tr>
<tr>
<td>1 person</td>
<td>6</td>
</tr>
<tr>
<td>No other people</td>
<td>89</td>
</tr>
</tbody>
</table>
When you stay overnight for a hunting trip in Maryland, which of the following do you typically do? (Asked of those who traveled to Maryland to hunt as the main reason for visiting Maryland in the past 3 years, and whose trips included at least one overnight trip.)

- Stay with friends or family: 46%
- Stay in a hotel or other commercial lodging: 28%
- Stay at hunt club / leased property in camper, cabin, informal campsite: 11%
- Stay in lodging provided by a guide service: 5%
- Camp at a campground or other public land: 7%
- Other: 3%
Characteristics of Fishing Trips to Maryland
Specifically, what months of the year do you typically visit Maryland to go fishing?
(Asked of those who traveled to Maryland to fish as the main reason for visiting Maryland in the past 3 years.)

- January: 4%
- February: 3%
- March: 11%
- April: 29%
- May: 44%
- June: 55%
- July: 50%
- August: 48%
- September: 34%
- October: 27%
- November: 14%
- December: 5%
- Don't know: 2%

Multiple Responses Allowed

Angler sample, participated in Maryland
Do you typically use a guide for your fishing trips to Maryland? (Asked of those who traveled to Maryland to fish as the main reason for visiting Maryland in the past 3 years.)

- Yes: 8%
- No: 92%

Angler sample, participated in Maryland
How many people typically travel with you to fish on a fishing trip to Maryland? (Asked of those who traveled to Maryland to fish as the main reason for visiting Maryland in the past 3 years.)

- More than 5 people: 4
- 5 people: 7
- 4 people: 11
- 3 people: 21
- 2 people: 24
- 1 person: 23
- No other people: 11

68% of the angler sample participated in Maryland.
How many people typically travel with you on a fishing trip to Maryland who do not fish on the trip?
(Asked of those who traveled to Maryland to fish as the main reason for visiting Maryland in the past 3 years.)

<table>
<thead>
<tr>
<th>Number of People</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>More than 5</td>
<td>2</td>
</tr>
<tr>
<td>5 people</td>
<td>1</td>
</tr>
<tr>
<td>4 people</td>
<td>2</td>
</tr>
<tr>
<td>3 people</td>
<td>2</td>
</tr>
<tr>
<td>2 people</td>
<td>12</td>
</tr>
<tr>
<td>1 person</td>
<td>12</td>
</tr>
<tr>
<td>No other people</td>
<td>71</td>
</tr>
</tbody>
</table>
When you stay overnight for a fishing trip in Maryland, which of the following do you typically do?

(Asked of those who traveled to Maryland to fish as the main reason for visiting Maryland in the past 3 years, and whose trips included at least one overnight trip.)

- Stay with friends or family: 24%
- Stay in a hotel or other commercial lodging: 33%
- Stay at hunt club / leased property in camper, cabin, informal campsite: 5%
- Stay in lodging provided by a guide service: 0%
- Camp at a campground or other public land: 29%
- Other: 7%
- Don't know: 2%
PARTICIPATION IN OTHER OUTDOOR RECREATION
Did you participate in any other recreation activities while [hunting / hunting and fishing] in other states in the past 3 years? If yes, what activities? (Asked of those who traveled to another state to [hunt / hunt and fish], but did not travel to Maryland to do so.)

(Part 1 of 2)

- Did not participate in other recreation activities: 80%
- Hiking: 9%
- Camping: 6%
- Canoeing or kayaking: 6%
- ATVing or off-roading: 4%
- Mountain biking: 3%
- Motorboating – NOT including fishing, jet skiing, or water skiing: 2%
- Other biking: 2%
- Festival or other similar event: 1%
- Jet skiing or using a waverunner: 1%
- Photographing nature or wildlife: 1%
- Swimming indoors: 1%

Multiple Responses Allowed

Hunter sample

Responsive Management
Did you participate in any other recreation activities while [hunting / hunting and fishing] in other states in the past 3 years? If yes, what activities? (Asked of those who traveled to another state to [hunt / hunt and fish], but did not travel to Maryland to do so.)

(Part 2 of 2)

Multiple Responses Allowed

- Swimming outdoors in pool or natural body of water
- Target shooting or archery
- Visiting a beach or coastal shore
- Visiting a state or national park
- Visiting an amusement or theme park
- Visiting an aquarium or zoo
- Visiting an historical site
- Water skiing
- Other

Hunter sample

Percent

0 20 40 60 80 100
Did you participate in any other recreation activities while [fishing / hunting and fishing] in other states in the past 3 years? If yes, what activities? (Asked of those who traveled to another state to [fishing / hunt and fish], but did not travel to Maryland to do so.)

(Part 1 of 2)

- Did not participate in other recreation activities: 63%
- Hiking: 12%
- Canoeing or kayaking: 10%
- Camping: 10%
- Motorboating – NOT including fishing, jet skiing, or water skiing: 6%
- Fishing: 4%
- Mountain biking: 2%
- ATVing or off-roading: 2%
- Swimming indoors: 2%
- Jet skiing or using a waverunner: 1%
- Festival or other similar event: 1%
- Photographing nature or wildlife: 1%
Did you participate in any other recreation activities while [fishing / hunting and fishing] in other states in the past 3 years? If yes, what activities? (Asked of those who traveled to another state to [fish / hunt and fish], but did not travel to Maryland to do so.)

(Part 2 of 2)

Swimming outdoors in pool or natural body of water: 6
Golfing: 2
Visiting a beach or coastal shore: 2
Visiting a state or national park: 2
Don't know: 2
Visiting an aquarium or zoo: 1
Visiting an historical site: 1
Birding / birdwatching / wildlife watching: 1
Running or jogging for health or fitness: 1
Other: 1
Target shooting or archery: 1
Visiting an amusement or theme park: 1
Water skiing: 1

Percent

Angler sample

Responsive Management
## Top Expenditure Categories

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Gas purchased in Maryland for cars and other land vehicles</td>
<td>$269</td>
<td>$253</td>
</tr>
<tr>
<td></td>
<td>Rods, reels, poles, lines, and leaders</td>
<td>(not asked)</td>
<td>$220</td>
</tr>
<tr>
<td></td>
<td>Food and groceries purchased at a grocery store, market, or other store</td>
<td>$209</td>
<td>$206</td>
</tr>
<tr>
<td></td>
<td>[901] Lodging at hotels, motels, apartments, cottages, or bed and breakfasts</td>
<td>$120</td>
<td>$200</td>
</tr>
<tr>
<td></td>
<td>[112] Dining, food, or beverages at restaurants, clubs, and other establishments that DO serve alcohol, not including hotels or motels</td>
<td>$157</td>
<td>$198</td>
</tr>
<tr>
<td></td>
<td>Any other expenses related specifically to a hunting / fishing trip, such as land use or access fees, package fees, hunting club dues or lease fees, and boat fuel or launching fees</td>
<td>$140</td>
<td>$171</td>
</tr>
<tr>
<td></td>
<td>[108] Dining or food at restaurants and other eating establishments that do NOT serve alcohol</td>
<td>$122</td>
<td>$147</td>
</tr>
<tr>
<td></td>
<td>Hunting / fishing guide fees</td>
<td>$129</td>
<td>$27</td>
</tr>
<tr>
<td></td>
<td>Lodging at campgrounds, cabins, or lodges</td>
<td>$49</td>
<td>$114</td>
</tr>
</tbody>
</table>
## Additional Expenditure Categories

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>111</td>
<td>Dining, food, or beverages at hotels or motels that DO serve alcohol</td>
<td>$27</td>
<td>$90</td>
</tr>
<tr>
<td></td>
<td>Ammunition</td>
<td>$69</td>
<td>(not asked)</td>
</tr>
<tr>
<td></td>
<td>Bows, arrows, and other archery equipment</td>
<td>$64</td>
<td>(not asked)</td>
</tr>
<tr>
<td></td>
<td>Any other merchandise during the trip that may or may not be hunting- / fishing-related</td>
<td>$56</td>
<td>$60</td>
</tr>
<tr>
<td></td>
<td>Boat launch fees</td>
<td>(not asked)</td>
<td>$59</td>
</tr>
<tr>
<td></td>
<td>Any other equipment related to hunting / fishing, such as binoculars, special clothing, and waders</td>
<td>$56</td>
<td>$51</td>
</tr>
<tr>
<td></td>
<td>Firearms, including rifles, shotguns, muzzleloaders, primitive firearms, pistols, and handguns</td>
<td>$47</td>
<td>(not asked)</td>
</tr>
<tr>
<td></td>
<td>Any other entertainment</td>
<td>$22</td>
<td>$13</td>
</tr>
<tr>
<td>925</td>
<td>Recreation and amusement destinations, such as amusement and theme parks</td>
<td>$2</td>
<td>$20</td>
</tr>
<tr>
<td></td>
<td>Equipment rental, such as boats and hunting / fishing or camping equipment rentals</td>
<td>Less than $1</td>
<td>$16</td>
</tr>
<tr>
<td></td>
<td>Parking</td>
<td>$3</td>
<td>$8</td>
</tr>
<tr>
<td>407</td>
<td>Public transportation, including car rentals, airplanes, trains, buses, and ferries</td>
<td>$3</td>
<td>$3</td>
</tr>
<tr>
<td>706</td>
<td>Commercial airline travel, including travel to and from MD</td>
<td>Less than $1</td>
<td>$3</td>
</tr>
</tbody>
</table>
PERCEPTIONS OF THE QUALITY OF HUNTING AND FISHING IN DIFFERENT STATES
Perceptions of the Quality of Hunting in Different States
How would you rate the quality of hunting opportunities in this state, on a scale of 0 to 10, where 0 is poor and 10 is excellent?

![Bar chart showing the rating of hunting opportunities in Maryland, Pennsylvania, West Virginia, Virginia, Delaware, New York, and New Jersey.](chart)

- **Maryland**: 5.1 (Hunter sample, participated in Maryland), 8.0 (Hunter sample, did not participate in Maryland)
- **Pennsylvania**: 6.5, 7.3
- **West Virginia**: 5.9, 7.1
- **Virginia**: 5.9, 7.3
- **Delaware**: 4.1, 5.5
- **New York**: 5.4, 6.1
- **New Jersey**: 4.0, 4.2

**Means**

- **0 2 4 6 8 10**
In your opinion, are hunting opportunities in Maryland better, about the same, or worse than hunting opportunities in [STATE OF RESIDENCE]? (Asked of those who traveled to Maryland to hunt in the past 3 years.)

- Better: 53%
- About the same: 34%
- Worse: 9%
- Don't know: 4%

Hunter sample, participated in Maryland
Perceptions of the Quality of Fishing in Different States
How would you rate the quality of fishing opportunities in this state, on a scale of 0 to 10, where 0 is poor and 10 is excellent?

<table>
<thead>
<tr>
<th>State</th>
<th>Angler sample, participated in Maryland</th>
<th>Angler sample, did not participate in Maryland</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maryland</td>
<td>6.2</td>
<td>7.8</td>
</tr>
<tr>
<td>Virginia</td>
<td>6.8</td>
<td>7.0</td>
</tr>
<tr>
<td>New York</td>
<td>6.8</td>
<td>7.1</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>6.5</td>
<td>6.8</td>
</tr>
<tr>
<td>Delaware</td>
<td>5.7</td>
<td>6.4</td>
</tr>
<tr>
<td>New Jersey</td>
<td>6.2</td>
<td>6.1</td>
</tr>
<tr>
<td>West Virginia</td>
<td>6.0</td>
<td>6.5</td>
</tr>
</tbody>
</table>

Means
In your opinion, are fishing opportunities in Maryland better, about the same, or worse than fishing opportunities in [STATE OF RESIDENCE]? (Asked of those who traveled to Maryland to fish in the past 3 years.)

- Better: 45%
- About the same: 37%
- Worse: 10%
- Don't know: 8%

Angler sample, participated in Maryland
SATISFACTION WITH HUNTING AND FISHING
Satisfaction With Hunting
Overall, how satisfied or dissatisfied are you with your hunting experiences in [STATE OF RESIDENCE]?
(Asked of those who hunted in their state of residence in the past 3 years.)

<table>
<thead>
<tr>
<th>Satisfaction Level</th>
<th>Hunter sample, participated in Maryland</th>
<th>Hunter sample, did not participate in Maryland</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very satisfied</td>
<td>49</td>
<td>55</td>
</tr>
<tr>
<td>Somewhat satisfied</td>
<td>35</td>
<td>36</td>
</tr>
<tr>
<td>Neither satisfied nor dissatisfied</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Somewhat dissatisfied</td>
<td>8</td>
<td>6</td>
</tr>
<tr>
<td>Very dissatisfied</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Don't know</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>
Overall, how satisfied or dissatisfied are you with your hunting experiences in Maryland? (Asked of those who traveled to Maryland to hunt in the past 3 years.)

<table>
<thead>
<tr>
<th>Satisfaction Level</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very satisfied</td>
<td>74</td>
</tr>
<tr>
<td>Somewhat satisfied</td>
<td>23</td>
</tr>
<tr>
<td>Neither satisfied nor dissatisfied</td>
<td>1</td>
</tr>
<tr>
<td>Somewhat dissatisfied</td>
<td>2</td>
</tr>
<tr>
<td>Very dissatisfied</td>
<td>0</td>
</tr>
</tbody>
</table>

Hunter sample, participated in Maryland
Satisfaction With Fishing
Overall, how satisfied or dissatisfied are you with your fishing experiences in [STATE OF RESIDENCE]? (Asked of those who fished in their state of residence in the past 3 years.)

- Very satisfied: 43% (Angler sample, participated in Maryland)
- Somewhat satisfied: 40% (Angler sample, participated in Maryland)
- Neither satisfied nor dissatisfied: 3% (Angler sample, participated in Maryland)
- Somewhat dissatisfied: 10% (Angler sample, did not participate in Maryland)
- Very dissatisfied: 4% (Angler sample, did not participate in Maryland)
- Don't know: 1%
Overall, how satisfied or dissatisfied are you with your fishing experiences in Maryland?
(Asked of those who traveled to Maryland to fish in the past 3 years.)

- Very satisfied: 62%
- Somewhat satisfied: 31%
- Neither satisfied nor dissatisfied: 2%
- Somewhat dissatisfied: 4%
- Very dissatisfied: 1%
MOTIVATIONS AND INCENTIVES TO HUNT AND FISH IN MARYLAND
Motivations and Incentives to Hunt in Maryland
What influenced you to start hunting in Maryland? (Asked of those who traveled to Maryland to hunt in the past 3 years.)

- Visit family / friends: 50%
- Amount of fish / game: 21%
- Access / convenience: 13%
- Lived there before: 11%
- Recommended / word of mouth: 2%
- Variety / new experience: 2%
- Other: 6%
- Don’t know: 3%
How could hunting opportunities be improved in Maryland? (Asked of those who traveled to Maryland to hunt in the past 3 years.)

- Nothing / already good: 27%
- More access: 10%
- Cheaper nonresident licenses: 8%
- Less regulation: 6%
- Allow Sunday hunting: 5%
- More information / advertising: 3%
- Increase bag limits: 3%
- Extend seasons: 3%
- Other: 7%
- Don't know: 30%

Multiple Responses Allowed
How likely are you to go hunting in Maryland in the next 3 years, on a scale of 0 to 10, where 0 is not at all likely and 10 is extremely likely?
If Maryland increased or offered more Sunday hunting opportunities, how likely would you be to go hunting in Maryland in the next 3 years, on a scale of 0 to 10, where 0 is not at all likely and 10 is extremely likely? (Asked of the hunter sample.)
How much would this encourage you to go hunting in Maryland, on a scale of 0 to 10, where 0 indicates it would not be encouraging at all and 10 indicates it would be extremely encouraging? (Part 1 of 2)

- Being able to spend time with family or friends hunting: 7.8
- Discount on the cost of your license: 7.6
- Invitation from a friend: 7.4
- Group or family license discount: 6.8
- Hunting was offered as part of next vacation: 6.3
- Family vacation package offering hunting & other activities for non-hunting members of family: 6.1
How much would this encourage you to go hunting in Maryland, on a scale of 0 to 10, where 0 indicates it would not be encouraging at all and 10 indicates it would be extremely encouraging? (Part 2 of 2)

- Being able to spend time alone hunting: 5.3
- Guided hunting trip: 5.2
- Longer hunting seasons: 5.2
- Different hunting season timing (earlier/later start): 5.1
- More info on where and when to hunt in Maryland: 5.1
- Increased bag limits: 4.5
- Educational or instructional hunting experience: 4.4
- Hunting program or event sponsored by MDNR: 4.4
- Cultural/historical event/festival assoc. with hunting: 4.3
- More info on hunting safety or skills in Maryland: 3.9
Motivations and Incentives to Fish in Maryland
What influenced you to start fishing in Maryland? (Asked of those who traveled to Maryland to fish in the past 3 years.)

- Visit family / friends: 36
- Access / convenience: 20
- Amount of fish / game: 17
- Lived there before: 11
- Vacation / camping there: 7
- Tournaments: 5
- Variety / new experience: 3
- Recommended / word of mouth: 3
- Other: 5
- Don't know: 6

Angler sample, participated in Maryland.
How could fishing opportunities be improved in Maryland? (Asked of those who traveled to Maryland to fish in the past 3 years.)

- Nothing / already good: 18%
- More access: 11%
- Cheaper nonresident licenses: 7%
- Increase stocking: 6%
- Clean Chesapeake Bay: 5%
- More information / advertising: 3%
- Increase creel limits: 3%
- Restrict commercial fishing: 2%
- Less regulation: 2%
- Other: 8%
- Don't know: 35%
How likely are you to go fishing in Maryland in the next 3 years, on a scale of 0 to 10, where 0 is not at all likely and 10 is extremely likely?
If Maryland provided a complete list of all fishing guides and charter boat services in Maryland that is easily accessible online, how likely would you be to go fishing in Maryland in the next 3 years, on a scale of 0 to 10 where 0 is not at all likely and 10 is extremely likely? (Asking of the angler sample.)
How much would this encourage you to go fishing in Maryland, on a scale of 0 to 10, where 0 indicates it would not be encouraging at all and 10 indicates it would be extremely encouraging? (Part 1 of 2)

<table>
<thead>
<tr>
<th>Scenario</th>
<th>Means</th>
</tr>
</thead>
<tbody>
<tr>
<td>Being able to spend time with family or friends fishing</td>
<td>8.0</td>
</tr>
<tr>
<td>Invitation from a friend</td>
<td>7.2</td>
</tr>
<tr>
<td>Fishing was offered as part of next vacation</td>
<td>7.0</td>
</tr>
<tr>
<td>Discount on the cost of your license</td>
<td>7.0</td>
</tr>
<tr>
<td>Family vacation pkg. offering fishing &amp; other activities for non-fishing members of family</td>
<td>6.3</td>
</tr>
<tr>
<td>Group or family license discount</td>
<td>6.2</td>
</tr>
<tr>
<td>Being able to spend time alone fishing</td>
<td>6.0</td>
</tr>
</tbody>
</table>
How much would this encourage you to go fishing in Maryland, on a scale of 0 to 10, where 0 indicates it would not be encouraging at all and 10 indicates it would be extremely encouraging? (Part 2 of 2)

- Guided fishing trip: 5.7
- More info on where and when to fish in Maryland: 5.6
- Educational or instructional fishing experience: 5.1
- Longer fishing seasons: 4.9
- Cultural/historical event/festival assoc. with fishing: 4.9
- Fishing program or event sponsored by MDNR: 4.6
- Different fishing season timing (earlier/later start): 4.5
- More info on fishing safety or skills in Maryland: 4.3
- Increased creel limits: 3.6

Means
CONSTRAINTS TO HUNTING AND FISHING IN MARYLAND
Are there any disadvantages or difficulties associated with hunting in Maryland that make you less likely to go hunting in Maryland?

- **No**: 59%
- **Cost**: 11%
- **Distance**: 10%
- **Lack of information**: 3%
- **Lack of free time**: 3%
- **Lack of access**: 2%
- **Not interested**: 2%
- **Gun regulations**: 2%
- **Age / health**: 1%
- **Other**: 7%
- **Don't know**: 1%

Multiple Responses Allowed
Are there any disadvantages or difficulties associated with fishing in Maryland that make you less likely to go fishing in Maryland?

- No: 62% (Angler sample)
- Distance: 13%
- Cost: 7%
- Lack of information: 4%
- Lack of access: 2%
- Lack of free time: 1%
- Age / health: 1%
- Not interested: 1%
- No one to go with: 1%
- Other: 7%
- Don't know: 2%

Multiple Responses Allowed
MEDIA CONSUMPTION
Which of the following do you typically use when looking for information on [hunting / fishing]?

- Websites and blogs
- The state fish and wildlife or natural resources agency
- Printed travel or guidebooks
- Television shows or programs
- Trade shows
- Social media or twitter feeds of hunting / fishing experts or professionals
- Where you are hunting / fishing
- None of these
- Don't know

Multiple Responses Allowed

Percent

Hunter sample
Angler sample

Responsive Management
Which of the following do you typically use when looking for information on [hunting / fishing]?

- Websites and blogs
- The state fish and wildlife or natural resources agency
- Printed travel or guidebooks
- Television shows or programs
- Trade shows
- Social media or twitter feeds of hunting / fishing experts or professionals
- Where you are hunting / fishing
- None of these
- Don't know

Multiple Responses Allowed

Percent

Participated in primary activity in Maryland
Did not participate in primary activity in Maryland

Responsive Management
Specifically, which websites and blogs do you typically use?

- **DNR / state agency**
  - Hunter sample: 33%
  - Angler sample: 35%

- **Google / search engine**
  - Hunter sample: 36%
  - Angler sample: 23%

- **Sporting organization**
  - Hunter sample: 10%
  - Angler sample: 18%

- **Don't know**
  - Hunter sample: 21%
  - Angler sample: 22%

- **Other**
  - Hunter sample: 3%
  - Angler sample: 6%

Multiple Responses Allowed

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Responsive Management
Specifically, which websites and blogs do you typically use?

- DNR / state agency: 22 participated, 38 did not participate.
- Google / search engine: 14 participated, 33 did not participate.
- Sporting organization: 16 participated, 11 did not participate.
- None: 6 participated, 6 did not participate.
- Other: 4 participated, 6 did not participate.
- Don't know: 10 participated, 18 did not participate.

Multiple Responses Allowed

Responses: Participated in primary activity in Maryland, Did not participate in primary activity in Maryland.
Specifically, whose social media pages or twitter feeds do you typically use?

<table>
<thead>
<tr>
<th>Category</th>
<th>Hunter Sample</th>
<th>Angler Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook (nonspecific)</td>
<td>53</td>
<td>48</td>
</tr>
<tr>
<td>Sporting goods store</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td>Twitter (nonspecific)</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>Conservation organization</td>
<td>10</td>
<td>3</td>
</tr>
<tr>
<td>Other</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>Don't know</td>
<td>20</td>
<td>38</td>
</tr>
</tbody>
</table>

Multiple Responses Allowed
Specifically, whose social media pages or twitter feeds do you typically use?

- Facebook (nonspecific): 69% participated, 45% did not participate.
- Sporting goods store: 8% participated, 8% did not participate.
- Twitter (nonspecific): 8% participated, 8% did not participate.
- Conservation organization: 8% participated, 8% did not participate.
- Other: 8% participated, 8% did not participate.
- Don't know: 29% participated, 23% did not participate.
Which of the following have you used when planning or booking travel arrangements for your [hunting / fishing] trips?

- Nothing / not applicable
- Personal recommendations from family or friends
- Online booking websites or apps via computer, tablet, or smartphone
- Information in printed travel or guidebooks
- Recommendations from tour operators or travel agents
- Calls or visits to travel bureaus or tourism offices prior to trip
- None of these
- Don't know

Multiple Responses Allowed

<table>
<thead>
<tr>
<th>Method</th>
<th>Hunter Sample</th>
<th>Angler Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nothing / not applicable</td>
<td>79</td>
<td>87</td>
</tr>
<tr>
<td>Personal recommendations from family or</td>
<td></td>
<td></td>
</tr>
<tr>
<td>friends</td>
<td>18</td>
<td>57</td>
</tr>
<tr>
<td>Online booking websites or apps via</td>
<td></td>
<td></td>
</tr>
<tr>
<td>computer, tablet, or smartphone</td>
<td>45</td>
<td>29</td>
</tr>
<tr>
<td>Information in printed travel or guidebooks</td>
<td>7</td>
<td>14</td>
</tr>
<tr>
<td>Recommendations from tour operators or</td>
<td>5</td>
<td>7</td>
</tr>
<tr>
<td>travel agents</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Calls or visits to travel bureaus or</td>
<td>13</td>
<td>6</td>
</tr>
<tr>
<td>tourism offices prior to trip</td>
<td></td>
<td></td>
</tr>
<tr>
<td>None of these</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>Don't know</td>
<td>5</td>
<td>4</td>
</tr>
</tbody>
</table>
Which of the following have you used when planning or booking travel arrangements for your [hunting / fishing] trips?

- Nothing / not applicable: 85%
- Personal recommendations from family or friends: 46%
- Online booking websites or apps via computer, tablet, or smartphone: 19%
- Information in printed travel or guidebooks: 15%
- Recommendations from tour operators or travel agents: 14%
- Calls or visits to travel bureaus or tourism offices prior to trip: 12%
- None of these: 8%
- Don't know: 6%