PUBLIC PERCEPTION OF THE NONGAME PROGRAM IN OKLAHOMA

By

KIMBERLY ANN KELLY

Bachelor of Science

Oklahoma State University

Stillwater, Oklahoma

1993

Submitted to the Faculty of the
Graduate College of the
Oklahoma State University
in partial fulfillment of
the requirements for
the Degree of
MASTER OF SCIENCE
December, 1997

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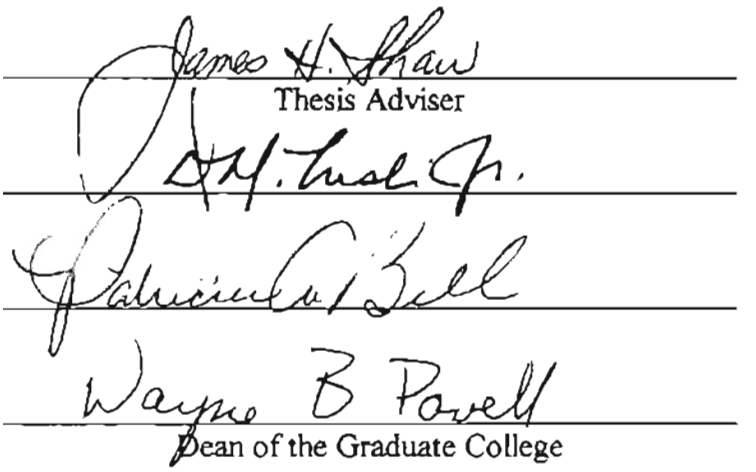
PROGRAM IN OKLAHOMA

Thesis Approved:



Thesis Adviser

Dean of the Graduate College

ACKNOWLEDGMENTS

I would like to thank Dr. James H. Shaw for his willingness to venture into a different realm of wildlife conservation. He has been extremely patient as I sought out to learn what I can from wildlife managent as well as other disciplines such as sociology and political science. I can be assured that he is just as happy as I as at the completion of this project.

I would also like to thank Dr. Pat Bell. She was willing to help a desperate student who knew little about sociology. I also appreciate her putting up with my many visits to her office to help me with the statistics.

Thanks also go to Dr. David M. Leslie, Jr. I am sure he was starting to think I was a ghost. But his cheerful disposition and positive attitude always helped me along.

I would like to thank ODWC, Jeremy Garrett, Ron Shuttles, and the rest of the Nongame gang for their help and support.

My parents also deserve credit for putting me through college and for being patient while I struggled to write this thesis. I am also very grateful for the support I received from my friends: Angelia Jobe, Lisa (Nirk) Church, Wynetta Brown, Tricia Rath, and Heather Holmes.

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CHAPTER I

HUMAN DIMENSIONS IN WILDLIFE MANAGEMENT

Introduction

Wildlife management consists of two main objectives: to maintain healthy wildlife populations and to provide satisfactory recreational experiences (Johnson et al. 1993). Public cooperation is needed to achieve both of these goals. Public input has traditionally relied on open meetings and workshops conducted by wildlife agencies (Johnson et al. 1993). Wildlife managers depend on at least three major types of information: knowledge of the resource, the regulatory environment, and the needs and demands of society (Kellert 1991). Understanding the resource typically involves information on the biology, ecology, and physical environment of species and their habitats (Kellert 1991). The regulatory context necessitates information regarding law, professional behavior, and organizational and administrative factors (Kellert 1991). Relevant societal information includes knowledge of socioeconomic structures, patterns of authority, and property relations and an understanding of the values and perceptions people attach to wildlife and the natural environment (Kellert 1991).

Human values and perceptions are important for wildlife managers to assess and carry out successful wildlife programs, particularly in view of widening public interests in wildlife (U.S. Fish and Wildl. Serv. 1988). If wildlife managers make decisions without prior knowledge of public attitudes and opinions, new policies may easily be misunderstood, resented, or strongly opposed (Johnson et al. 1993). Research and public

opinions in management decisions are important for any wildlife agency (Johnson et al. 1993). No matter how biologically sound a wildlife policy seems, it will be effective only if the public accepts and complies with it (Johnson et al. 1993). Many wildlife management problems begin as biological problems but become people problems. Because this is a social-science problem, concepts and procedures developed in the social sciences should be used (Teague 1979). For example, problems encountered during wildlife reintroduction programs can be eliminated or reduced if wildlife managers "stay abreast" of the surrounding public issues. Sociological factors must be considered as a means of increasing the likelihood of successful species reintroduction or recovery programs (Dunlap 1993, Reading 1993). In fact, any wildlife program can benefit from knowledge of the public's values and perceptions.

Many state wildlife agencies have responded to the demand for increased public input by administering surveys and conducting public meetings (Johnson et al. 1993). Used together, public workshops and surveys can help inform the public about wildlife management, identify key concerns, and provide valuable information to managers about public attitudes and opinions (Johnson et al. 1993). While an appreciation of the importance of societal information has expanded in recent years, this area still tends to receive relatively little systematic attention in the formulation and implementation of wildlife policy (Kellert 1991). This omission has resulted in frequent failures to achieve effective, efficient, and equitable wildlife management goals and objectives (Kellert 1991). Kellert and Brown (1985) believe that the public challenge does not rely solely on who uses the natural resources, how often, or why; the challenge is to consider how the public

perceives and relates to the natural world.

Public Values and Perceptions

People's values cannot be measured directly, only inferred from statements of beliefs and expressions of opinion (Purdy and Decker 1989). The United States differs from other Anglo countries in the importance people attach to wildlife and their devotion to science as a guide (Dunlap 1992). Both are reflections of American culture. American national identity is wrapped up in the conquest of the wilderness, which also was seen as a source of virtue and national strength (Dunlap 1992). However, more people to day are becoming urbanized and are losing their direct contact with nature than in the past. Wildlife views of most Americans appeared to be based on limited factual understanding and awareness (Kellert 1980). Moreover, interest and concerns for animals were confined largely to attractive and emotionally appealing species (Kellert 1980). The preservation of a national symbol, the bald eagle (*Haliaeetus leucocephalus*), is justified easily for most people, but predators, such as, wolves (*Canis lupus*), or nuisance species, such as, rattlesnakes (*Crotalus* spp.), are not acceptable as candidates for preservation by all people (Matthews 1986). The same may be true when the species is "cold and slimy" rather than "warm and fuzzy." Although all species might not be highly valued by everyone, an argument can be made that the loss of any species is a national concern (Matthews 1986).

Similar Studies

There have been many knowledge and attitude studies concerning hunters (Hammitt et al. 1990, Decker et al. 1980, Kennedy 1974); however, studies concerning

attitudes of the general public are just starting to gain momentum. Stephen R. Kellert has done the most research in this area. Kellert's (1976) initial investigation--aimed at developing a typology of attitudes toward animals--focused on the views of people specifically interested in animals in some significant way. Studying a select, atypical group (composed only of persons involved with animals) to generate understandings relevant to a broader population was considered the most appropriate method at this stage for revealing fundamental aspects of contemporary human-animal relationships (Kellert 1976). Nine basic attitudes toward animals were identified and labeled as the naturalistic, ecologistic, humanistic, moralistic, scientistic, aesthetic, utilitarian, dominionistic, and negativistic attitudes (Kellert 1976). He then used those typologies to compare hunters and anti-hunters. Kellert (1978) found that two causes for conflict between hunters and anti-hunters are often basic differences in philosophical outlook and socio-cultural background. In another study, he found the American public had a limited knowledge of animals (Kellert 1980). This low level of knowledge suggested that the general public also had a low perception of animals. Kellert and Westervelt (1982) also examined presence and abundance of those typologies in newspapers. Three interrelated objectives guided Kellert and Westervelt's (1982) research including: (1) assessing the extent of change in American animal use and perception during the 20th century; (2) reviewing this change among diverse groups in American society; and (3) determining the rate and progress of this change. Kellert (1991) then branched out to assess public attitudes toward specific programs and animal groups by evaluating public views of wolf restoration in Michigan. Furthermore, another study (Kellert 1993) explored the value of invertebrates to human

society. He examined various ecological, utilitarian, scientific, and cultural benefits provided by invertebrate organisms (Kellert 1993).

Since Kellert's (1976) initial study, others have looked into aspects of public values and perceptions. Using Kellert's typologies, McCool and Braithwaite (1989) examined four specific beliefs about grizzly bears (*Ursus arctos horribilis*): ecologistic--viewing the grizzly bears as essential components of a naturally functioning ecosystem; naturalistic--beliefs oriented toward the bear as object of affection or appreciation; moralistic--believing that bears have a right to live; and negativistic--believing bears are dangerous and cruel and should be eliminated. Johnson et al. (1993) examined differences in views between people who attended public wildlife meetings and the statewide hunting public. Schreyer et al. (1989) assessed public support for wildlife resources and programs in Utah. Caro et al. (1994) tested students' attitudes to nature at the start and end of a lecture course in conservation biology to explore hidden dimensions of conservation education. Dunlap (1992) examined knowledge, attitudes, and opinions of ranchers toward black-footed ferrets (*Mustela nigripes*), prairie dogs (*Cynomys* spp.), and the proposed ferret reintroduction using informal, unstructured interviews and a mail sample survey (Dunlap 1992).

Increase Of "Nonhunting" Interest

Wildlife that are not hunted or fished, such as Eastern bluebirds (*Sialia sialis*) and black-footed ferrets, have been gaining public interest. In the 1970s, the buzz word for those animals was "nongame," in the 1980s it was "nonconsumptive use" and "watchable wildlife," and in the 1990s the term "biodiversity" appears to be in vogue (Kruckenberg

1992). Fish and wildlife organizations and agencies broaden management interests and responsibilities beyond traditional "game oriented" or "single-species" programs and, in turn, reap the political and fiscal benefits of that much larger segment of the populace interested in "wildlife" (Kruckenberg et al. 1992). Some 20 million Americans still hunt, but a variety of other groups have emerged in vigorous opposition to hunting (Kellert 1978). Interest in wildlife-oriented recreation has often been separated into consumptive and nonconsumptive categories. In the context of wildlife management, the former receives far more weight, given revenues generated through sales of hunting licenses. Because of limited resources and no perennial funding base, nonconsumptive interests have been accorded a lesser priority among wildlife agencies (Schreyer et al. 1989).

Purpose of This Study

Public-perception gaps in wildlife conservation practices seriously need to be filled. Designing programs to increase wildlife populations of to improve habitat quality only solves part of the problem. People, their beliefs, and their actions, must be factored into the solution. State and federal agencies need some method of assessing the general public's perception of their agency and of animals in general so that the agencies can translate data into useful information, such as potential involvement with programs. This information can be used to counteract problems before they arise. For example, if an agency plans to implement a program that the public has a low perception of, the agency can plan ahead by providing material to help educate and thus increase the public's perception level. In the same regard, if the public has a low involvement with a program, it could be a result of low perception and can be corrected with educational materials.

The general public has a limited knowledge of wild animals. This lack of knowledge steers many individuals in the wrong direction when it comes to deciding which animals deserve more attention and more programs. Most individuals are aware of those animals that are deemed cute and cuddly and would rather save these animals instead of those animals which they may consider ugly, dangerous, or not important.

A person's knowledge of animals has a direct influence on the perception of animals that a person has. Perception is the mental image or thought a person has when encountering an object or word based on previous encounters or knowledge. This perception can be a benefit or a hindrance to state and federal wildlife agencies. For example, a person with a low perception of wolves (e.g., wolves are predators and kill all livestock) would likely oppose reintroduction of wolves.

A person's perception of wild animals also can be related to a person's involvement with those animals or the agencies and organizations that pertain to the welfare of those animals. If a person has a high perception of wild animals, then that person is more likely to become involved with associated agencies or organizations and to have a higher perception of what those agencies or organizations perform and accomplish.

Oklahoma's state wildlife agency, Oklahoma Department of Wildlife Conservation (ODWC), can benefit greatly from public perception surveys. The primary goal of the nongame program within ODWC is conservation and management of ecologically important species for the benefit of all Oklahomans. Each year, nongame personnel participate in a variety of activities and projects including public information and educational efforts and an annual promotion effort during tax season. The Nongame

Program is primarily funded through four major sources: direct donation, proceeds from educational materials, state check-off program, and proceeds of specialized license plates. Check-off income is the major funding source of the entire program.

This survey looked at public perceptions regarding involvement with wildlife, ODWC programs, and alternative funding sources for wildlife that are not hunted or fished. The survey assessed just what and how much the Oklahoma general public knew about the Nongame Program. In addition, they learned more about which funding alternatives were acceptable to the Oklahoma public. The ODWC also gained valuable sociological data to aid them in reaching the Oklahoma public through the media, workshops, and projects.

Hypotheses of Perception Survey

This study focused on the following null hypotheses:

1. The respondents do not have extensive knowledge of the nongame program.
2. The respondents do not approve of the alternative funding suggestions.
3. Responses from large metropolitan cities do not differ from small rural or medium sized cities.
4. Male responses do not differ from female responses.
5. Responses of individuals who have knowledge about the nongame program do not differ from the responses of those who have no knowledge of the program.
6. Responses of those who have donated money to the nongame program do not differ from those who have not donated.
7. Responses of individuals with less formal education do not differ from those with more formal education.

CHAPTER 2

METHODOLOGIES

Survey

A mail survey was chosen because it is more cost-effective than a telephone or personal interview (Miller 1991, Fowler 1993). One drawback to a mail survey is nonresponse (Miller 1991, Fowler 1993). To reduce nonresponse, a pre-survey postcard (Fig. A-1) was sent prior to mailing the survey (Fowler 1993). In addition, cover letters (Fig. A-2, Fig. A-3), an incentive (explained in cover letter), and more than one mailing were used to reduce nonresponse (Fowler 1993). The survey (Fig. A-4) and cover letter were typed and arranged to be easy to read and follow.

The basic format of this study consisted of a series of questions designed to measure the public's perception of Oklahoma's Nongame Program. The survey was composed of demographic information and questions pertaining to the perception of Oklahoma's Nongame Program. The majority of the questions involved closed multiple choices. There was at least one open ended question to allow the individual to freely express his/her mind.

Sampling Design

This research was conducted on a statewide basis within Oklahoma. I employed a stratified sampling procedure to gain better control over the representation within the total sample. Any variation should be between strata, not within the strata. This method also assumed that the strata are mutually exclusive. This method allowed me to determine if

place of residence had an impact on a person's perception of Oklahoma's Nongame Program. The place of residence incorporated the size of the city and the location of the residence to that city, for example, on a farm, in open country but not on a farm, within city limits or in a suburb near a large city. Size (population) of cities was broken into three categories: [1] < 10,000, [2] 10,000-40,000 and [3] > 40,000.

Sixteen cities were chosen based on geographic location and population size. This information was obtained from the census bureau (U.S. Dept. of Commerce 1992). The cities for category 1 were Broken Bow, Grove, Guymon, Maysville, Okeene, Pawhuska, and Sayre. Population category 2 included Ardmore, McAlester, Ponca City, Woodward, and Yukon. Cities in category 3 were Enid, Lawton, Oklahoma City, and Tulsa.

Johnson (1995) sent out 5,000 surveys (3,500 to random individuals in Pennsylvania and 1,500 to direct contributors to the Wild Resource Conservation Fund). National Gallup polls are based on 1,500 actual interviews (Gallup 1978). Response rates for mail surveys are typically low, usually not exceeding 50% (Miller 1991). The study conducted in Pennsylvania had an overall rate of 26% (Johnson 1995). I expected the survey to have a return rate near 25%. Adjusting for the estimated 25% response rate, the target sample size would be 2,000. I rounded this number up to give each population category an equal sample size of 700. In short, I randomly chose 2,100 individuals from telephone directories of the selected cities.

Because telephone directories are not completely accurate, surveys were sent to the current resident of the addresses chosen (e.g. Resident, 1234 A Street, Anytown, OK Zip code). To ensure a respondent was selected randomly within the household of the

chosen addresses, I asked (in the cover letter) that the adult, 18 years and older, with the most recent birthday to complete and return the survey.

Mailing Strategy and Data Collection

All randomly selected individuals first received a postcard letting them know that a survey would arrive in a few days. All individuals then received the first survey. The surveys were coded to correspond with an address (Fowler 1993). After a survey was returned, the address was taken off the mailing list. About two weeks later, a second survey was mailed to those addresses remaining on the mailing list. Returned "second" surveys were taken off the mailing list. A week later, a third survey was sent to those addresses remaining on the mailing list.

The survey included a cover letter explaining the importance of and the answering procedure of the surveys. Included with the surveys was a business reply envelope to encourage more people to respond.

The mail survey allowed respondents time to answer the questions in the privacy of their own home at their convenience. In addition, respondents had a sense of privacy when answering the survey, and they are not intimidated by the presence or voice of an interviewer or researcher.

Statistical Analysis

Frequencies of answers for each question were calculated. Frequencies were calculated for each of the following:

1. Total (all respondents)
2. Population category (based on precoded information)

3. Male / female (based on question #17)
4. Knowledge of nongame program / no knowledge / don't know (based on question #7)
5. Have donated to nongame program / have not donated (based on question #15)
6. Education level (based on question #21)

In addition to frequencies, confidence intervals at the 95% level were used. The purpose of placing a confidence interval about the estimate is to indicate the accuracy of that estimate for the population that was sampled (Thorwardson 1977). This means, 95% of the samples drawn would be expected to show percentages within the intervals presented with the data. The sizes of the confidence intervals will be calculated using the formula: $p \pm 1.96\sqrt{\frac{(p)(q)}{N}}$ (Freund & Wilson 1993). For tests of significance, a SAS program was used to calculated Chi-square. When a question involved a respondent to choose more than one answer, Chi-square values were calculated for each possible response rather than for the entire question.

CHAPTER 3

RESPONSES TO SURVEY

Response Rate

The postcards, cover letters and surveys were mailed during September, October, and November 1995. There were 128 surveys returned after the first mailing, 160 after the second mailing, and 112 after the third mailing (Table A-1). With a total sample size of 400, the overall response rate was 19.05%. Possible causes for non-response may be that the selected residents mistook the questions about alternative nongame funding and past donations as a plea for them to donate money and thus failed to return a completed survey.

Overall Response

A majority (69.15%) of the respondents were not members of a wildlife/outdoor organization [Table B-1]. Fishing (17.82%) and hunting (16.76%) organizations were the most popular wildlife/outdoor organizations[Table B-1]. Of those individuals (11.44%) who chose other conservation or recreation groups, organizations such as Boy/Girl Scouts of America, National Rifleman's Association, National Wildlife Federation, and World Wildlife Federation were the most specified [Table A-2].

The top five activities of respondents were, in descending order, fishing (59.95%), observing wildlife at home (45.09%), bird feeding (41.31%), camping (40.55%), and visiting zoos/aquaria (36.27%) [Table B-2]. Of those individuals (3.53%) who wrote in other activities, raising bobwhite quail (*Colinus virginiánus*),and turkeys (*Meleágris*

gallopávo), planting trees, mountain biking, and rappelling were listed [Table A-3].

The top five sources of wildlife information were television (68.77%), magazines (65.74%), newspapers (57.93%), friends/relatives (43.83%), and books (36.27%) [Table B-3]. Of those individuals (3.78%) who chose other sources, personal observation, nature itself, hunting partners, and Outdoors' Women Workshop were listed [Table A-4]. Respondents wanted more information on birds (58.82%), fish (53.50%), and mammals (51.82%) [Table B-4].

The respondents were asked to rank the importance of several programs on a scale of 1-4, with 4 being very important. Those programs ranking between important (3) and very important (4) were reintroducing fish and wildlife (3.389), fish and wildlife research and management (3.218), endangered fish and wildlife research and management (3.133), providing general wildlife information (3.074), creating trails and wildlife observation areas (3.056), and providing information on habitat improvement (3.003) [Table B-5]. The lowest ranking program was creating facilities for outdoor classrooms (2.471) [Table B-5].

A majority (59.69%) of the respondents had not seen the nongame check-off logo before receiving the survey; 29.46% had seen the logo before [Table B-6]. In response to having heard or seen information about Oklahoma's Nongame Wildlife Program (ONWP) before receiving the survey, 59.60% answered no and 29.80% answered yes [Table B-7]. Most (49.87%) respondents did not know from where the ODWC receives most of its funding for wildlife that are not hunted or fished [Table B-8]. Of those respondents that did know, the top two sources were believed to be donations (14.25%) and

hunting/fishing license fees (9.92%) [Table B-8].

Nature-related books (31.78%), recreational vehicles (30.49%) and camping equipment (29.20%) were the most supported items for increases in wholesale price to provide an alternative funding source for wildlife that are not hunted or fished [Table B-9]. However, 30.75% reported that they would not support price increases on any of the listed items [Table B-9]. As for respondents who specified other items on which they would support price increases, weapons, ammunition, mountain bikes, liquor, cigarettes and zoo entrance fees were listed [Table A-5].

The respondents were asked to rank their support/opposition to several alternative nongame funding sources on a scale of 1-5, with 5 being strongly support, 3 being neutral and 1 being strongly oppose. Support for a user fee charged to anyone not possessing a hunting or fishing license who uses ODWC lands averaged 3.56 [Table B-10]. Support for a user fee charged to anyone who uses ODWC lands averaged 2.98, slightly on the opposition side [Table B-10]. Support for an increase in automobile speeding fines averaged 3.05 [Table B-10]. Support for a voluntary contribution box added to vehicle registration fees averaged 3.78 [Table B-10].

ODWC was considering a name change for its Nongame Wildlife Program. The respondents' top three name choices were Nongame Wildlife Program, no change, (38.54%), Fish & Wildlife Conservation Program (23.99%) and Nongame & Endangered Wildlife Program (22.91%) [Table B-11]. Other name possibilities given by the respondents included Wildlife Preservation, Wildlife Conservation Program, and Wildlife Enhancement and Perpetuation Program [Table A-6].

A majority (86.01%) of the respondents have never donated to ONWP primarily because they were not aware of the program (45.08%) or they could not afford to donate (28.50%) [Table B-12]. Other reasons for not donating that were written in included recently moving into the state, not knowing enough about the programs, not a priority, too many taxes, living on Social Security, and too many charities [Table A-7]. Respondents often indicated that they supported the ONWP through their purchase of hunting and fishing licenses [Table A-7]. Respondents had the opportunity to express any opinions they had regarding Oklahoma's Nongame Wildlife Program. All comments can be found typed as they were written in Table A-8. These comments were grouped according to similarities of content into 10 categories: support for ONWP, negative comments toward funding, do not know about ONWP, inform/educate the public, negative comments toward programs, sources for funding, need more information, no support for ONWP, misinformed comments, and miscellaneous comments. Given the option, 44.00% wanted more information about ONWP [Table B-20].

Overall Demographic Response

Respondents consisted of 64.57% males and 35.43% females [Table B-13]. Most of the age groups were fairly even except for 18-25 years (4.82%) and 56-65 years (11.42%) [Table B-14]. A majority of the respondents were white, not of Hispanic origin (83.51%) [Table B-15]. In addition, 10.82% were Native American [Table B-15]. Most respondents were married (67.94%) [Table B-16]. The top three levels of education were some college (27.81%), college graduate (24.49%) and high school (18.37%) [Table B-17]. Most respondents claimed to have lived in a small city or town (38.19%) or in a

medium-size city (30.90%) [Table B-18]. The top three frequencies of incomes level were $10,000-$20,000 (17.98%), $20,000-$30,000 (17.71%) and $40,000-$50,000 (17.17%) [Table B-19].

Population Size Responses

A majority of respondents from all three population sizes (large 68.94%, medium 70.37%, small 67.89%) were not members of a wildlife/outdoor organization [Table C-1]. Hunting and fishing organizations were the top choices within all three population sizes [Table C-1]. However, the small-city group had a greater percentage of fishing (21.1%) and hunting (21.1%) organization members; the large-city group had the least percentage of both fishing (15.91%) and hunting (14.39%) members [Table C-1]. The medium-city group fell in between with 17.04% fishing and 15.56% hunting members [Table C-1].

The top five activities of the large-city group were, in descending order, fishing (52.78%), observing wildlife at home (45.12%), bird feeding (44.44%), camping (40.55%), visiting zoos/aquaria (43.75%), and camping (38.89%) [Table C-2]. The top five activities of the medium-city group were fishing (57.75%), observing wildlife at home (47.18%), bird feeding (45.77%), camping (40.85%), and visiting zoos/aquaria (38.03%) [Table C-2]. The top five activities of the small-city group were fishing (72.07%), hunting (47.75%), observing wildlife at home (42.34%), camping (42.34%), and bird feeding (31.53%) [Table C-2]. The three population sizes differed significantly for several activities: bird feeding (X^2=6.129, df=2, p=0.047), hunting (X^2=13.684, df=2, p=0.001), fishing (X^2=10.166, df=2, p=0.006), trapping (X^2=7.789, df=2, p=0.020), nature photography (X^2=9.760, df=2, p=0.008), and visiting zoos/aquaria (X^2=10.528, df=2,

p=0.005) [Table C-2].

For the large- and medium-city group, the top five sources of wildlife information were television (66.90%, 74.47%, respectively), magazines (66.21%, 65.25%), newspapers (60.69%, 58.16%), friends/relatives (42.07%, 44.68%), and books (33.79%, 37.59%) [Table C-3]. For the small-city group, the top five sources of wildlife information were magazines (72.28%), television (70.30%), newspapers (59.41%), friends/relatives (49.50%), and books (41.58%) [Table C-3]. Wildlife officials/game wardens were the source of information for many (40.59%) small city respondents; but they were the source for 17.93% of the large city respondents and 17.73% of the medium city respondents [Table C-3]. The three population sizes differed significantly for wildlife officials/game wardens as a source of wildlife information (X^2=16.395, df=2, p=0.000, Table C-3).

Large city respondents wanted more information on birds (58.78%), mammals (49.62%), and fish (46.56%) [Table C-4]. Medium city respondents wanted more information on birds (62.90%), fish (55.65%), and mammals (52.42%) [Table C-4]. Small city respondents wanted more information on fish (59.80%), birds (53.92%), and mammals (53.92%) [Table C-4].

Respondents were asked to rank the importance of several programs on a scale of 1-4, with 4 being very important. For the large-city group, those programs ranking between important and very important were reintroducing fish and wildlife (3.419), fish and wildlife research and management (3.267), endangered fish and wildlife research and management (3.174), creating trails and wildlife observation areas (3.148), providing

general wildlife information (3.060), and providing information on habitat improvement (3.023) [Table C-5]. The lowest ranking program was land acquisition in general (2.681) [Table C-5]. For the medium-city group, those programs ranking between important and very important were reintroducing fish and wildlife (3.381), fish and wildlife research and management (3.248), endangered fish and wildlife research and management (3.162), providing general wildlife information (3.139), creating trails and wildlife observation areas (3.115), and providing informative publications (3.074) [Table C-5]. The lowest ranking program was acquiring land for rare fish and wildlife (2.721) [Table C-5]. For the small-city group, those programs ranking between important and very important were reintroducing fish and wildlife (3.361), fish and wildlife research and management (3.119), endangered fish and wildlife research and management (3.047), providing information on habitat improvement (3.047), and providing general wildlife information (3.009) [Table C-5]. The lowest ranking program was land acquisition in general (2.417) [Table C-5]. There were significant differences among the three populations for some of the programs: creating trails and wildlife observation areas (χ^2=13.440, df=6, p=0.037), producing informative publications (χ^2=12.619, df=6, p=0.050), and fish and wildlife research and management (χ^2=16.936, df=6, p=0.010) [Table C-5].

A majority of respondents from all three population sizes (large 59.86%, medium 57.45%, small 59.09%) had not seen the nongame check-off logo before receiving the survey [Table C-6]. A majority of respondents from all three population sizes (large 58.45%, medium 63.12%, small 57.66%) had not heard or seen information about ONWP before receiving the survey,[Table C-7]. Most respondents from all three population sizes

(large 48.61%, medium 50.00%, small 51.38%) did not know from where ODWC receives most of its funding for wildlife that are not hunted or fished [Table C-8]. Of those respondents that did, the top two sources were hunting/fishing license fees (large 18.06%, medium 20.00%, small 13.76%) and donations (large 13.89%, medium 12.14%, small 17.43%) [Table C-8].

Camping equipment (large 31.21%, medium 28.47%), nature-related books (large 34.75%, medium 32.85%) and recreational vehicles (large 31.91%, medium 33.58%) were the most supported items for increases in wholesale price to provide an alternative funding source for wildlife that are not hunted or fished [Table C-9]. The top three supported items of respondents from a small city were binoculars (27.52%), camping equipment (27.52%) and nature-related books (26.61%) [Table C-9]. All three population sizes had some respondents (large 31.91%, medium 27.74%, small 33.03%) who would not support price increases on any of the listed items [Table C-9].

Respondents were asked to rank their support/opposition to several alternative sources of nongame funding on a scale of 1-5, with 5 being strongly support, 3 being neutral and 1 being strongly oppose. Support for a user fee charged to anyone not possessing a hunting or fishing license who uses ODWC lands averaged 3.59 for the large-city group, 3.61 for the medium-city group, and 3.45 for the small-city group (X^2=17.098, df=8, p=0.029) [Table C-10]. Support for a user fee charged to anyone who uses ODWC lands averaged 3.09 for the large-city group, 2.93 for the medium-city group, and 2.89 for the small-city group [Table C-10]. Support for an increase in automobile speeding fines averaged 3.09 for the large-city group, 3.02 for the medium-city group, and 3.03 for the

small-city group (X^2=19.351, df=8, p=0.013) [Table C-10]. Support for a voluntary contribution box added to vehicle registration fees averaged 3.92 for the large-city group, 3.78 for the medium-city group and 3.61 for the small-city group [Table C-10].

ODWC was considering a name change for its Nongame Wildlife Program. The respondents' top three name choices were Nongame Wildlife Program, no change, (large 28.36%, medium 37.78%, small 52.94%), Fish & Wildlife Conservation Program (large 30.60%, medium 27.41%, small 10.78%), and Nongame & Endangered Wildlife Program (large 25.37%, medium 20.74%, small 22.55%) (X^2=24.173, df=10, p=0.007) [Table C-11]. A majority (large 83.69%, medium 84.67%, small 90.74%) of the respondents have never donated to ONWP primarily because they were not aware of the program (large 43.26%, medium 52.55%, small 37.96%) or they could not afford to donate (large 27.66%, medium 25.55%, small 33.33%) [Table C-12]. Given the option, respondents from all three groups (large 48.63%, medium 40.14%, small 57.14%) wanted more information about ONWP [Table C-20].

Population Size Demographic Responses

All three population groups consisted of more males (large 56.74%, medium 69.12%, small 69.23%) than females (large 43.26%, medium 30.88%, small 30.77%) (X^2=5.988, df=2, p=0.050) [Table C-13]. The small-city group consisted of more respondents in the older age groups and less in the 18-25 age group [Table C-14]. A majority of the respondents were white, not of Hispanic origin (large 84.72%, medium 82.48%, small 83.18%, Table C-15). In addition, some respondents were Native Americans (large 8.33%, medium 13.14%, small 11.21%) [Table C-15]. Most

respondents were married (large 64.83%, medium 68.12%, small 71.82%) [Table C-16]. There were more divorced/separated respondents in the large-city group (17.93%), slightly fewer in the medium-city group (14.49%), and fewest in the small-city group (8.18%) [Table C-16]. The small-city group had more widowed respondents (11.82%) than the large-city group (7.59%) or the medium-city group (5.80%) [Table C-16].

For the large-city group, the top three levels of education were some college (34.72%), college graduate (22.92%), and high school (16.67%) [Table C-17]. For the medium-city group, the top three levels of education were college graduate (27.54%), some college (26.81%), and high school (15.94%) [Table C-17]. For the small-city group, the top three levels of education were high school (23.64%), college graduate (22.73%), and some college (20.00%) [Table C-17]. Most large-city respondents claimed to have lived in a medium-size city (46.90%) during the past year [Table C-18]. Most medium-city respondents claimed to have lived in a medium-size city (35.46%) or in a small city or town (32.62%) during the past year [Table C-18]. Most small city respondents claimed to have lived in a small city or town (82.14%) during the past year [Table C-18]. There was a significant difference among the three population sizes for type of setting lived in during the past year (X^2=200.599, df=10, p=0.000) [Table C-18]. For the large city group, the top two income levels were $30,000-$40,000 (19.42%) and $40,000-$50,000 (19.42%) [Table C-19]. For the medium city group, the top two income levels were $50,000-$75,000 (18.40%) and $40,000-$50,000 (17.60%) [Table C-19]. For the small city group, the top two income levels were $10,000-$20,000 (25.24%) and $20,000-$30,000 (21.36%) [Table C-19]. There was a significant difference among the

three population sizes for income level (X^2=27.434, df=14, p=0.017) [Table C-13].

Gender Responses

A majority of both male (63.68%) and female (79.2%) respondents were not members of a wildlife/outdoor organization [Table D-1]. Among males, fishing (23.08%) and hunting (23.08%) organizations were the top choices [Table D-1]. Among females, fishing (8%) organizations ranked the highest; hunting (4.8%) and gardening (4.8%) organizations tied for second highest choice [Table D-1]. There were significant differences among gender for several types of wildlife/outdoor organizations: fishing (X^2=12.643, df=1, p<0.001), hunting (X^2=19.553, df=1, p<0.001), and none (X^2=9.194, df=1, p=0.002) [Table D-1].

The top five activities of males were, in descending order, fishing (70.90%), hunting (46.72%), camping (46.72%), observing wildlife at home (42.21%), and bird feeding (37.70%) [Table D-2]. The top five activities of females were, in descending order, observing wildlife at home (50.75%), bird feeding (47.76%), visiting zoos/aquaria (44.03), fishing (41.04%), and bird watching (35.82%) [Table D-2]. There were significant differences between gender for several activities: bird watching (X^2=4.544, df=1, p=0.033), camping (X^2=8.439, df=1, p=0.004), hunting (X^2=44.245, df=1, p=0.000), and fishing (X^2=32.214, df=1, p=0.000) [Table D-2].

For males, the top five sources of wildlife information were magazines (70.37%), television (67.08%), newspapers (60.49%), friends/relatives (44.03%), and books (36.21%) [Table D-3]. For females, the top five sources of wildlife information were television (68.15%), magazines (56.30%), newspapers (51.85%), friends/relatives

(42.22%), and books (37.78%) [Table D-3]. There was a significant difference between gender for magazines as a source of wildlife information (X^2=7.591, df=1, p=0.006) [Table D-3].

Males wanted more information on fish (62.11%), birds (51.54%) and mammals (51.54%) [Table D-4]. Females wanted more information on birds (73.28%), mammals (50.86%) and fish (35.34%) [Table D-4]. There were significant differences between gender for more information on insects (X^2=4.657, df=1, p=0.031), fish (X^2=22.089, df=1, p=0.000), and birds (X^2=14.979, df=1, p=0.000) [Table D-4].

Respondents were asked to rank the importance of several programs on a scale of 1-4, with 4 being very important. For males, those programs that ranked between important (3) and very important (4) were reintroducing fish and wildlife (3.420), fish and wildlife research and management (3.304), endangered fish and wildlife research and management (3.119), and providing general wildlife information (3.042) [Table D-5]. The lowest ranking program was creating facilities for outdoor classrooms (2.551) [Table D-5]. For females, those programs that ranked between important and very important were reintroducing fish and wildlife (3.350), creating trails and wildlife observation areas (3.296), endangered fish and wildlife research and management (3.168), providing general wildlife information (3.089), creating wildlife observation opportunities (3.055), fish and wildlife research and management (3.049), conducting educational workshops (3.024), and providing information on habitat improvement (3.016) [Table D-5]. The lowest ranking program was land acquisition in general (2.642) [Table D-5]. There were significant differences between gender for several programs: creating trails and wildlife

observation areas (X^2=25.214, df=3, p<0.001), producing informative publications (X^2=10.019, df=3, p=0.018), creating facilities for outdoor classrooms (X^2=24.476, df=3, p<0.001), fish and wildlife research and management (X^2=7.833, df=3, p=0.050), endangered fish and wildlife research and management (X^2=7.804, df=3, p=0.050), conducting educational workshops (X^2=13.598, df=3, p=0.004), acquiring land for rear fish and wildlife (X^2=11.074, df=3, p=0.011), and creating wildlife observation opportunities (X^2=18.669, df=3, p<0.001) and providing information on habitat improvement (X^2=9.387, df=3, p=0.025) [Table D-5].

A majority of males (59.84%) and females (55.22%) had not seen the nongame check-off logo before receiving the survey [Table D-6]. A majority of males (60.08%) and females (59.40%) had not heard or seen information about ONWP before receiving the survey (X^2=6.686, df=2, p=0.035) [Table D-7]. Most males (41.49%) and females (67.67%) did not know where the ODWC received most of its funding for wildlife that were not hunted or fished (X^2=34.363, df=7, p<0.001) [Table D-8]. Of those respondents that did know , the top two sources were hunting/fishing license fees (males 21.58%, females 9.77%) and donations (males 14.52%, females 14.29%) [Table D-8].

Camping equipment (male 26.75%, female 33.07%), nature-related books (male 27.98%, female 38.58%) and recreational vehicles (male 28.40%, female 35.43%) were the most supported items for increases in wholesale price to provide an alternative funding source for wildlife that are not hunted or fished [Table D-9]. Both males (33.74%) and females (24.41%) had some respondents who would not support price increases on any of the listed items [Table D-9]. There was a significant difference among gender for nature-

related books (X^2=4.334, df=1, p=0.037) [Table D-9].

Respondents were asked to rank their support/opposition to several alternative nongame funding sources on a scale of 1-5, with 5 being strongly support, 3 being neutral and 1 being strongly oppose. Support for a user fee charged to anyone not possessing a hunting or fishing license who uses ODWC lands averaged 3.67 for males and 3.39 for females [Table D-10]. Support for a user fee charged to anyone who uses ODWC lands averaged 2.95 for males and 3.04 for females [Table D-10]. Support for an increase in automobile speeding fines averaged 3.01 for males and 3.20 for females [Table D-10]. Support for a voluntary contribution box added to vehicle registration fees averaged 3.74 for males and 3.84 for females [Table D-10].

ODWC was considering a name change for its Nongame Wildlife Program. The respondents' top three name choices were Nongame Wildlife Program, no change, (male 39.66%, female 35.77%), Fish & Wildlife Conservation Program (male 24.14%, female 22.76%), and Nongame & Endangered Wildlife Program (male 21.12%, female 26.02%) [Table D-11]. There was a significant difference between gender for this question (X^2=14.626, df=5, p=0.012) [Table D-11]. A majority (male 83.75%, female 89.47%) of the respondents have never donated to ONWP primarily because they were not aware of the program (male 45.83%, female 44.36%), or they could not afford to donate (male 24.17%, female 36.09%) [Table D-12]. Given the option, respondents (male 44.72%, female 45.93%) wanted more information about ONWP [Table D-19].

Gender Demographic Responses

Most of the age groups were evenly divided between males and females [Table D-

13]. A majority of the respondents were white, not of Hispanic origin (males 82.57%, females 85.82) [Table D-14]. In addition, some respondents were Native American (males 10.37%, females 10.45%) [Table D-14]. More males (77.55%) than females (51.85%) were married [Table D-15]. On the other hand, there were more divorced/separated females (23.70%) than males (8.16%) [Table D-15]. There also were more widowed females (17.04%) than males (2.45%) [Table D-15]. There was a significant difference among gender for marital status (X^2=50.307, df=4, p<0.001) [Table D-15]. For males, the top three levels of education were college graduate (27.76%), some college (24.08%), and high school (14.69%) [Table D-16]. For females, the top three levels of education were some college (36.57%), high school (22.39%), and college graduate (19.40%) [Table D-16]. There was a significant difference between gender for education (X^2=22.690, df=10, p=0.012) [Table D-16]. Most respondents claimed to have lived in a small city or town (males 39.34%, females 35.56%) or in a medium-size city (males 29.92%, females 29.63%) during the past year [Table D-17]. For males, the top two income levels were $40,000-$50,000 (20.09%) and $20,000-$30,000 (17.86%) [Table D-18]. For females, the top two income levels were $10,000-$20,000 (24.41%) and $20,000-$30,000 (18.11%) [Table D-18]. There was a significant difference among gender for income level (X^2=15.815, df=7, p=0.027) [Table D-18].

Knowledge of ONWP Responses

In this section, the groups were determined by the respondents' answers to question 7: Before you received this survey, had you ever heard or seen information about Oklahoma's "Nongame Wildlife Program?" I refer to those respondents that had

heard or knew of ONWP as the knowledge group and those that had not heard or knew of ONWP as the no-knowledge group.

A majority in both groups (knowledge 55.05%, no-knowledge 73.89%) were not members of a wildlife/outdoor organization [Table E-1]. The knowledge group's top choices for wildlife/outdoor organizations were hunting (26.61%), and fishing (24.77%) organizations [Table E-1]. In the no-knowledge group, fishing (15.49%) organizations ranked higher than hunting (14.16%) organizations [Table E-1]. There were significant differences among knowledge level for several types of wildlife/outdoor organizations: hunting (X^2=11.565, df=2, p=0.003), other (X^2=11.039, df=2, p=0.004), and none (X^2=14.411, df=2, p=0.001) [Table E-1].

The top five activities of the knowledge group were, in descending order, fishing (70.34%), observing wildlife at home (53.39%), and bird feeding (52.54%) camping (48.31%) and hunting (49.15%) [Table E-2]. The top five activities of the no-knowledge group were, in descending order, fishing (57.08%), observing wildlife at home (42.49%), bird feeding (39.06%), camping (37.77%), and visiting zoos/aquaria (35.62%) [Table E-2]. There were significant differences among knowledge level for several activities: bird watching (X^2=15.789, df=2, p<0.001), bird feeding (X^2=12.453, df=2, p=0.002), hunting (X^2=15.648, df=2, p<0.001, fishing (X^2=7.752, df=2, p=0.021), landscaping for wildlife (X^2=8.309, df=2, p=0.016), visiting an area solely to watch wildlife (X^2=9.105, df=2, p=0.011), and none (X^2=12.011, df=2, p=0.002) [Table E-2].

For the knowledge group, the top five sources of wildlife information were magazines (77.97%), television (76.27%), newspapers (64.41%), books (49.15%), and

friends/relatives (48.31%) [Table E-3]. For the no-knowledge group, the top five sources of wildlife information were television (68.24%), magazines (60.94%), newspapers (57.08%), friends/relatives (45.06%), and books (31.33%) [Table E-3]. Wildlife officials/ game wardens were the source of information for many (33.90%) knowledge group respondents, but they were the source for 18.45% of the no-knowledge group respondents [Table E-3]. There were significant differences among knowledge level for several sources of wildlife information: television (χ^2=8.078, df=2, p=0.018), magazines (χ^2=10.823, df=2, p=0.004), newsletters (χ^2=17.648, df=2, p<0.001) pamphlets (χ^2=19.448, df=2, p<0.001), books (χ^2=12.255, df=2, p=0.002), wildlife officials/game wardens (χ^2=10.729, df=2, p=0.005), and none (χ^2=6.958, df=2, p=0.031) [Table E-3].

Knowledge group respondents wanted more information on birds (60.75%), mammals (60.75%), and fish (49.53%) [Table E-4]. No-knowledge group respondents wanted more information on birds (59.15%), fish (56.34%), and mammals (48.83%) [Table E-4].

Respondents were asked to rank the importance of several programs on a scale of 1-4, with 4 being very important. For the knowledge group, those programs ranking between important and very important were reintroducing fish and wildlife (3.605), fish and wildlife research and management (3.522), endangered fish and wildlife research and management (3.333), providing general wildlife information (3.250), providing information on habitat improvement (3.243), creating trails and wildlife observation areas (3.179), producing informative publications (3.161), and creating wildlife observation opportunities (3.000) [Table E-5]. The lowest ranking program was creating facilities for

outdoor classrooms (2.814) [Table E-5]. For the no-knowledge group, those programs ranking between important and very important were reintroducing fish and wildlife (3.232), fish and wildlife research and management (3.104), endangered fish and wildlife research and management (3.074), creating trails and wildlife observation areas (3.032) and providing general wildlife information (3.027) [Table E-5]. The lowest ranking program was land acquisition in general (2.551) [Table E-5]. There were significant differences among knowledge level for several programs: producing informative publications (X^2=19.731, df=6, p=0.003), fish and wildlife research and management (X^2=24.094, df=6, p=0.001), land acquisition in general (X^2=15.656, df=6, p=0.016), providing information on habitat improvement (X^2=24.019, df=6, p=0.001 [Table E-5].

A majority of the knowledge group (55.54%) had seen the nongame check-off logo before receiving the survey [Table E-6]. However, a majority of the no-knowledge group (72.46%) had not seen the nongame check-off logo [Table E-6]. There was a significant difference among knowledge level for having seen the logo (X^2=62.099, df=4, p<0.001) [Table E-6]. Most respondents from both groups (knowledge 32.76%, no-knowledge 55.13%) did not know where ODWC received most of its funding for wildlife that are not hunted or fished [Table E-7]. Of those respondents that did know, the top two sources were hunting/fishing license fees (knowledge 23.28%, no-knowledge 15.38%) and donations (knowledge 18.10%, no-knowledge 13.25%) [Table E-7]. There was a significant difference among knowledge level for source of nongame funding (X^2=43.495, df=14, p<0.001) [Table E-7].

Camping equipment (knowledge 27.07%, no-knowledge 29.31%), nature-related

books (knowledge 34.93%, no-knowledge 28.45%) and recreational vehicles (knowledge 27.51%, no-knowledge 33.62%) were the most supported items for increases in wholesale price to provide an alternative funding source for wildlife that are not hunted or fished [Table E-8]. Both groups had some respondents (knowledge 30.17%, no-knowledge 31.00%) that would not support price increases on any of the listed items [Table E-8]. There was a significant difference among knowledge level for camera/film (χ^2=9.070, df=2, p=0.011) [Table E-8]

Respondents were asked to rank their support/opposition to several alternative nongame funding sources on a scale of 1-5, with 5 being strongly support, 3 being neutral and 1 being strongly oppose. Support for a user fee charged to anyone not possessing a hunting or fishing license who uses ODWC lands averaged 3.44 for the knowledge group and 3.92 for the no-knowledge group (χ^2=24.566, df=8, p=0. 002) [Table E-9]. Support for a user fee charged to anyone who uses ODWC lands averaged 2.95 for the knowledge group and 3.03 for the no-knowledge group [Table E-9]. Support for an increase in automobile speeding fines averaged 2.95 for the knowledge group and 3.33 for the no-knowledge group [Table E-9]. Support for a voluntary contribution box added to vehicle registration fees averaged 3.71 for the knowledge group and 3.87 for the no-knowledge group [Table E-9].

ODWC was considering a name change for its Nongame Wildlife Program. The respondents' top three name choices were Nongame Wildlife Program, no change, (knowledge 39.82%, no-knowledge 37.73%), Fish & Wildlife Conservation Program (knowledge 23.89%, no-knowledge 23.18%) and Nongame & Endangered Wildlife

Program (knowledge 22.12%, no-knowledge 23.18%) [Table E-10]. There was a significant difference among knowledge level for name change (X^2=6.011, df=10, p=0.035) [Table E-10]. A majority (knowledge 63.64%, no-knowledge 94.37%) of the respondents have never donated to ONWP primarily because they were not aware of the program (knowledge 17.27%, no-knowledge 58.01%) or they could not afford to donate (knowledge 25.45%, no-knowledge 29.00%) [Table E-11]. There was a significant difference among knowledge level for donating (X^2=65.697, df=2, p<0.001) [Table E-6]. Given the option, respondents (knowledge 44.92%, no-knowledge 43.22%) wanted more information about ONWP [Table E-19].

Knowledge of ONWP Demographic Responses

Respondents consisted of more males (knowledge 70.27%, no-knowledge 64.89%) than females (knowledge 29.73%, no-knowledge 35.11%) (X^2=6.686, df=2, p=0.035) [Table E-12]. There were more 36-45 year olds and 46-55 year olds in the knowledge group (34.51%, 23.89%, respectively) than in the no-knowledge group (18.72%, 18.72%, respectively) [Table E-13]. There were more no-knowledge respondents in the two younger age groups, 18-25 years, 26-35 years (6.38%, 21.70%, respectively) than the knowledge group (1.77%, 13.27%, respectively) [Table E-13]. In addition, there were more no-knowledge (23.40%) respondents 65 years or older than knowledge (12.39%) respondents [Table E-13]. There was a significant difference among knowledge level for age group (X^2=26.535, df=10, p=0.003) [Table E-13]. A majority of the respondents were white, not of Hispanic origin (knowledge 82.30%, no-knowledge 83.84%) [Table E-14]. In addition, some respondents were Native American (knowledge

8.85%, no-knowledge 10.92%) [Table E-14]. Most respondents were married (knowledge 71.43%, no-knowledge 67.23%) [Table E-15]. For the knowledge group, the top three levels of education were college graduate (30.36%), some college (26.79%) and Master's degree (12.50%) [Table E-16]. For the no-knowledge group, the top three levels of education were some college (29.36%), college graduate (24.68%) and high school (20.00%) [Table E-16]. Most respondents claimed to have lived in a small-sized city or town (knowledge 37.07%, no-knowledge 37.29%) or in a medium-size city (knowledge 29.31%, no-knowledge 31.78%) during the past year [Table E-17]. For the knowledge group, the top two income levels were $40,000-$50,000 (23.64%) and $30,000-$40,000 (19.09%) [Table E-18]. For the no-knowledge group, the top two income levels were $10,000-$20,000 (21.03%) and $20,000-$30,000 (19.63%) [Table E-18]. There was a significant difference among knowledge level for income level (χ^2=26.673, df=14, p=0.021) [Table E-6].

Donation Responses

In this section, groups were determined by the respondents' answers to question 15: Have you ever donated money to Oklahoma's "Nongame Wildlife Program?" I will refer to those respondents who had donated money to ONWP as the donators and will refer to those who had not donated money to ONWP as the non-donators.

A majority of both donators (52.94%) and non-donators (72.12%) were not members of a wildlife/outdoor organization [Table F-1]. In both groups, fishing and hunting organizations were the top choices [Table F-1]. However, donators had a greater percentage of members in fishing (29.41%) and hunting (25.49%) organizations than did

the non-donators (fishing 15.71%, hunting 15.06%) [Table F-1]. There were significant differences between donators and non-donators for several types of wildlife/outdoor organizations: fishing (X^2=5.671, df=1, p=0.017), other (X^2=7.757, df=1, p=0.005), and none (X^2=7.592, df=1, p=0.006) [Table F-1].

The top five activities of donators were, in descending order, fishing (70.37%), canoeing/rafting (62.96%), observing wildlife at home (61.11%), camping (55.56%) bird feeding (48.15%), hiking (48.15%), and visiting zoos/aquaria (48.15%) [Table F-2]. The top five activities of non-donators were, in descending order, fishing (57.23%), observing wildlife at home (42.17%), bird feeding (39.46%), camping (37.05%), and visiting zoos/aquaria (34.04%) [Table F-2]. There were significant differences between donators and non-donators for several activities: hiking (X^2=5.432, df=1, p=0.020), camping (X^2=6.383, df=1, p=0.012), canoeing/rafting (X^2=8.134, df=1, p=0.004), nature photography (X^2=5.210, df=1, p=0.022), observing wildlife at home (X^2=6.450, df=1, p=0.011), and visiting an area solely to watch wildlife (X^2=9.262, df=2, p=0.002) [Table F-2].

For donators, the top five sources of wildlife information were television (81.48%), magazines (75.93%), newspapers (70.37%), friends/relatives (55.56%), and books (50.00%) [Table F-3]. For non-donators, the top five sources of wildlife information were television (65.65%), magazines (64.44%), newspapers (55.32%), friends/relatives (41.34%) and books (34.35%) [Table F-3]. Wildlife officials/game wardens were the source of information for many (37.04%) donators, but they were the source for 20.97% of the nondonators [Table F-3]. There were significant differences

between donators and non-donators for several sources of wildlife information: radio (χ^2=12.524, df=1, p<0.001), television (χ^2=5.330, df=1, p=0.021), newsletters (χ^2=11.902, df=1, p=0.001), pamphlets (χ^2=7.548, df=1, p=0.006), books (χ^2=4.901, df=1, p=0.027), computers (χ^2=4.055, df=1, p=0.044), and wildlife officials/game wardens (χ^2=6.711, df=1, p=0.010) [Table F-3].

Donators wanted more information on fish (54.90%), mammals (54.90%), and birds (52.94%) [Table F-4]. Non-donators wanted more information on birds (59.59%), fish (52.74%) and mammals (51.03%) [Table F-4].

Respondents were asked to rank the importance of several programs on a scale of 1-4, with 4 being very important. For donators, those programs that ranked between important and very important were reintroducing fish and wildlife (3.698), fish and wildlife research and management (3.588), endangered fish and wildlife research and management (3.462), providing general wildlife information (3.352), providing information on habitat improvement (3.315), creating trails and wildlife observation areas (3.308), producing informative publications (3.115), conducting educational workshops (3.115), and creating wildlife observation opportunities (3.098) [Table F-5]. The lowest ranking program was creating facilities for outdoor classrooms (2.885) [Table F-5]. For non-donators, those programs that ranked between important and very important were reintroducing fish and wildlife (3.341), fish and wildlife research and management (3.156), endangered fish and wildlife research and management (3.075), and providing general wildlife information (3.006) [Table F-5]. The lowest ranking program was land acquisition in general (2.578) [Table F-5]. There were significant differences between donators and non-donators for

several programs: reintroducing fish and wildlife (X^2=9.096, df=3, p=0.028), fish and wildlife research and management (X^2=11.726, df=3, p=0.008), endangered fish and wildlife research and management (X^2=10.612, df=3, p=0.014), land acquisition in general (X^2=8.409, df=3, p=0.038), and providing general wildlife information (X^2=10.677, df=3, p=0.014) [Table F-5].

A majority of donators (51.85%) had seen the nongame check-off logo before receiving the survey; 38.89% had not seen the logo [Table F-6]. A majority of non-donators (61.70%) had not seen the nongame check-off logo [Table F-6]. There was a significant difference between donators and non-donators for having seen the logo (X^2=17.860, df=2, p<0.001) [Table F-6]. In response to having heard or seen information about ONWP before receiving the survey, a majority of donators (75.47%) answered yes, but a majority of non-donators (66.67%) answered no (X^2=65.697, df=2, p<0.001) [Table F-7]. Most donators (33.33%) and non-donators (53.05%) did not know where ODWC received most of its funding for wildlife that are not hunted or fished [Table F-8]. Of those respondents that did know, the top two sources were hunting/fishing license fees (donators 21.57%, non-donators 16.77%) and donations (donators 15.69%, non-donators 14.63%) [Table F-8]. In addition, 15.69% of the donators also reported the state tax check-off to be a top source of funding [Table F-8]. There was a significant difference between donators and non-donators for source of nongame funding (X^2=18.433, df=7, p=0.010) [Table F-8].

For donators, bird seed (37.74%), nature-related books (32.08%), and camping equipment (30.19%) were the most supported items for increases in wholesale price to

provide an alternative nongame funding source [Table F-9]. Non-donators showed more support for nature-related books (31.37%), recreational vehicles (30.75%) and camping equipment (28.57%) [Table F-9]. Both donators (32.08%) and non-donators (31.06%) had some respondents who would not support price increases on any of the listed items [Table F-9]. There were significant differences between donators and non-donators for camera/film (X^2=4.875, df=1, p=0.027), and bird seed (X^2=7.652, df=1, p=0.006) [Table F-9].

Respondents were asked to rank their support/opposition to several alternative nongame funding sources on a scale of 1-5, with 5 being strongly support, 3 being neutral and 1 being strongly oppose. Support for a user fee charged to anyone not possessing a hunting or fishing license who uses ODWC lands averaged 4.00 for donators and 3.51 for non-donators (X^2=12.262, df=4, p=0.016) [Table F-10]. Support for a user fee charged to anyone who uses ODWC lands averaged 3.04 for donators and 2.98 for non-donators [Table F-10]. Support for an increase in automobile speeding fines averaged 3.19 for donators and 3.05 for non-donators [Table F-10]. Support for a voluntary contribution box added to vehicle registration fees averaged 4.09 for donators and 3.75 for non-donators [Table F-10].

ODWC was considering a name change for its Nongame Wildlife Program. The respondents' top three name choices were Nongame Wildlife Program, no change, (donators 21.15%, non-donators 41.61%), Fish & Wildlife Conservation Program (donators 34.62%, non-donators 21.94%) and Nongame & Endangered Wildlife Program (donators 28.85%, non-donators 21.94%) [Table F-11]. There was a significant

difference between donators and non-donators for name change (X^2=11.073, df=5, p=0.050) [Table F-11]. Given the option, respondents (donators 55.56%, non-donators 41.87%) wanted more information about ONWP [Table F-19].

Donation Demographic Responses

Respondents consisted of more males (donators 73.58%, non-donators 62.81%) than females (donators 26.42%, non-donators 37.19%) [Table F-12]. There were more donators (35.85%) in the 36-45 age group than non-donators (19.34%) [Table F-13]. However, there were more 18-25 year olds, 26-35 year olds and 65 year olds or older non-donators (5.44%, 20.85%, 22.05%, respectively) than the donators (1.89%, 16.98%, 9.43%, respectively) [Table F-10]. A majority of the respondents were white, not of Hispanic origin (donators 76.92%, non-donators 84.40%) [Table F-14]. In addition, some respondents were Native American (donators 9.62%, non-donators 11.01%) [Table F-14]. The donators also consisted of 9.62% white, of Hispanic origin [Table F-14]. There was a significant difference between donators and non-donators for race (X^2=,13.600, df=5, p=0.018) [Table F-14]. Most respondents were married (donators 75.00%, non-donators 66.47%) [Table F-15]. There were more never married donators (13.46%) than non-donators (9.67%) [Table F-15]. However, there were more divorced/separated and widowed non-donators (15.11%, 8.76%, respectively) than donators (7.69%, 3.85%, respectively) [Table F-15]. There was a significant difference between donators and non-donators for marital status (X^2=10.416, df=4, p=0.034) [Table F-15]. For donators, the top three levels of education were some college (36.54%), college graduate (23.08%) and Master's degree (13.46%) [Table F-16]. For non-donators, the top three levels of

education were some college (26.28%), college graduate (25.08%) and high school (20.54%) [Table F-16]. There was a significant difference between donators and non-donators for education level (χ^2=25.465, df=10, p=0.005) [Table F-16]. Most respondents claimed to have lived in a small-size city or town (donators 28.30%, non-donators 40.18%) or in a medium-size city (donators 31.12%, non-donators 22.64%) during the past year [Table F-17]. In addition, 22.64% of the donators claimed to have lived in a suburb near a large city [Table F-17]. There was a significant difference for this question (χ^2=13.994, df=5, p=0.016) [Table F-17]. For donators, the most frequent income levels were $50,000-$75,000 (32.00%) and $40,000-$50,000 (20.00%) [Table F-18]. For non-donators, the top two income levels were $10,000-$20,000 (20.33%) and $20,000-$30,000 (19.02%) [Table F-18]. There was a significant difference between donators and non-donators for income level (χ^2=22.080, df=7, p=0.002) [Table F-18].

Education Level Responses

In this section, the groups were determined by the respondents' answers to question 21: Which of the following best describes your level of education? Several of the choices were combined creating six categories: (1) less than high school, (2) high school, (3) trade school, (4) some college, (5) college, and (6) graduate school. Since the less than high school group only contained 12 respondents, I will focus on the other five groups.

A majority of respondents from all five education levels (high school 80.00%, trade school 56.86%, some college 75.47%, college 60.23%, graduate school 70.83%) were not members of a wildlife/outdoor organization [Table G-1]. Within all education

levels, hunting and fishing organizations were the top choices for wildlife/outdoor organizations [Table G-1]. There were significant differences among education levels for several types of wildlife/outdoor organizations: fishing (X^2=11.340, df=5, p=0.045) and none (X^2=13.151, df=5, p=0.022) [Table G-1].

The top three activities of both the high school and trade school groups were, in descending order, fishing (73.24%, 76.47%, respectively), camping (39.44%, 52.94%), and observing wildlife at home (36.62%, 47.06%) [Table G-2]. The top three activities of the some college group were observing wildlife at home (51.85%), fishing (50.93%), and bird feeding (50.00%) [Table G-2]. The top three activities of the college group were fishing (63.54%), observing wildlife at home (51.85%), and visiting zoos/aquaria (43.75%) [Table G-2]. The top three activities of the graduate school group were hiking (43.14%), observing wildlife at home (43.14%), and visiting zoos/aquaria (41.18%) [Table G-2]. There were significant differences among education levels for several activities: hiking (X^2=19.348, df=5, p=0.002), and fishing (X^2=24.814, df=5, p=0.001), [Table G-2].

For the high school, college, and graduate school groups, the top three sources of wildlife information were television (67.61%, 65.63%, 72.55% respectively), magazines (63.38%, 68.75%, 66.67%), and newspapers (59.15%, 59.38%, 70.59%) [Table G-3]. For the trade school and some college groups, the top three sources of wildlife information were magazines (74.51%, 35.19%, respectively), television (70.59%, 33.33%), and friends/relatives (54.90%, 25.93%) [Table G-3]. There were significant differences among education levels for several sources of wildlife information:

newspapers (X^2=13.584, df=5, p=0.018), books (X^2=18.093, df=5, p=0.003), and computers (X^2=11.574, df=5, p=0.041) [Table G-3].

High school level respondents wanted more information on fish (67.74%), birds (53.23%), and mammals (43.55%) [Table G-4]. Trade school level respondents wanted more information on fish (73.91%), mammals (56.52%), and birds (52.17%) [Table G-4]. Some college level respondents wanted more information on birds (61.46%), mammals (58.33%), and fish (43.75%) [Table G-4]. College level respondents wanted more information on birds (60.92%), fish (50.57%), and mammals (49.43%) [Table G-4]. Graduate school level respondents wanted more information on birds (62.50%), mammals (52.08%), and fish (39.58%) [Table G-4].

Respondents were asked to rank the importance of several programs on a scale of 1-4, with 4 being very important. For the high school group, those programs that ranked between important (3) and very important (4) were reintroducing fish and wildlife (3.313), fish and wildlife research and management (3.221), providing general wildlife information (3.136), endangered fish and wildlife research and management (3.123), providing information on habitat improvement (3.015), and producing informative publications (3.00) [Table G-5]. The lowest ranking program was land acquisition in general (2.492) [Table G-5]. For the trade school group, those programs that ranked between important and very important were reintroducing fish and wildlife (3.560), fish and wildlife research and management (3.479), endangered fish and wildlife research and management (3.396), creating trails and wildlife observation areas (3.271), providing general wildlife information (3.143), providing information on habitat improvement (3.122), and creating

wildlife observation opportunities (3.000) [Table G-5]. The lowest ranking program was producing informative publications (2.898) [Table G-5]. For the some college group, those programs that ranked between important and very important were reintroducing fish and wildlife (3.444), fish and wildlife research and management (3.162), endangered fish and wildlife research and management (3.153), creating trails and wildlife observation areas (3.101), producing informative publications (3.020), and providing general wildlife information (3.020) [Table G-5]. The lowest ranking program was land acquisition in general (2.610) [Table G-5]. For the college group, those programs that ranked between important and very important were reintroducing fish and wildlife (3.435), fish and wildlife research and management (3.261), and endangered fish and wildlife research and management (3.066) [Table G-5]. The lowest ranking program was acquiring land for rare fish and wildlife (2.637) [Table G-5]. For the graduate school group, those programs that ranked between important and very important were reintroducing fish and wildlife (3.280), fish and wildlife research and management (3.200), creating trails and wildlife observation areas (3.180), endangered fish and wildlife research and management (3.122), providing general wildlife information (3.102), and providing information on habitat improvement (3.020) [Table G-5]. The lowest ranking program was creating facilities for outdoor classrooms (2.660) [Table G-5]. There were significant differences among education levels for several programs: reintroducing fish and wildlife (χ^2=27.959, df=15, p=0.022), and fish and wildlife research and management (χ^2=29.241, df=15, p=0.015) [Table G-5].

A majority of respondents from all education levels (high school 64.29%, trade

school 60.78%, some college 55.96%, college 53.13%, graduate school 56.86%) had not seen the nongame check-off logo before receiving the survey [Table G-6]. A majority of respondents from all education levels (high school 68.12%, trade school 47.06%, some college 63.89%, college 60.42%, graduate school 58.82%) had not heard or seen information about ONWP before receiving the survey [Table G-7]. There was a significant difference among education level for having seen information on ONWP (χ^2=19.202, df=10, p=0.038) [Table G-7]. Most respondents from all education levels (high school 54.29%, trade school 48.00%, some college 46.30%, college 46.32%, graduate school 64.00%) did not know where ODWC received most of its funding for wildlife that are not hunted or fished [Table G-8]. Of those respondents that did, the top two sources were hunting/fishing license fees (high school 22.86%, trade school 20.00%, some college 20.37%, college 14.74%, graduate school 8.00%) and donations (high school 14.29%, trade school 10.00%, some college 17.59%, college 17.89%, graduate school 6.00%) [Table G-8]. In addition, 12.00% of the graduate school believes most of the funding comes from donations.

Among the high school and some college groups, nature-related books (34.33%, 34.29%, respectively), recreational vehicles (32.84%, 31.43%) and camping equipment (32.84%, 32.84%) were the top three supported for increases in wholesale price to provide an alternative funding source for wildlife that are not hunted or fished [Table G-9]. The top three supported items of trade school respondents were recreational vehicles (32.00%), bird seed (26.00%) and camping equipment (24.00%) [Table G-9]. The top three supported items of college respondents were nature-related books (33.68%), bird

seed (31.58%), and recreational vehicles (26.32%) [Table G-9]. The top three supported items of graduate school respondents were camping equipment (33.33%), recreational vehicles (31.37%), and nature-related books (29.41%) [Table G-9]. All education levels had some respondents (high school 22.39%, trade school 24.00%, some college 28.57%, college 37.89%, graduate school 31.37%) who would not support price increases on any of the listed items [Table G-9]. There were significant differences among education level for several items: binoculars (χ^2=12.882, df=5, p=0.025), bird seed (χ^2=11.407, df=5, p=0.044) [Table G-9].

Respondents were asked to rank their support/opposition to several alternative nongame funding sources on a scale of 1-5, with 5 being strongly support, 3 being neutral and 1 being strongly oppose. Support for a user fee charged to anyone not possessing a hunting or fishing license who uses ODWC lands averaged 3.76 (high school), 3.48 (trade school), 3.38 (some college), 3.68 (college), and 3.54 (graduate school) [Table G-10]. Support for a user fee charged to anyone who uses ODWC lands averaged 3.05 (high school), 2.67 (trade school), 3.14 (some college), 2.71 (college), and 3.39 (graduate school) [Table G-10]. Support for an increase in automobile speeding fines averaged 3.31 (high school), 3.00 (trade school), 2.98 (some college), 3.10 (college), and 2.96 (graduate school) [Table G-10]. Support for a voluntary contribution box added to vehicle registration fees averaged 3.76 (high school), 3.65 (trade school), 3.81 (some college), 4.01 (college), and 3.53 (graduate school)[Table G-10].

ODWC was considering a name change for its Nongame Wildlife Program. The respondents' top three name choices were Nongame Wildlife Program, no change, (high

school 43.75%, trade school 48.98%, some college 31.37%, college 38.20%, graduate school 38.78%), Fish & Wildlife Conservation Program (high school 45.45%, trade school 21.88%, some college 26.47%, college 17.98%, graduate school 30.61%), and Nongame & Endangered Wildlife Program (high school 25.00%, trade school 28.57%, some college 18.63%, college 29.21%, graduate school 12.24%) [Table G-11]. A majority (high school 98.55%, trade school 76.47%, some college 82.08%, college 87.37%, graduate school 84.00%) of the respondents have never donated to ONWP [Table G-12]. Given the option, respondents from all education levels (high school 45.83%, trade school 59.62%, some college 48.62%, college 39.58%, graduate school 29.41%) wanted more information about ONWP [Table G-19].

Education Level Demographic Responses

All education level groups consisted of more males (high school 54.55%, trade school 78.43%, some college 54.63%, college 72.34%, graduate school 72.00%) than females (χ^2=15.640, df=5, p=0.008) [Table G-13]. The high school group was primarily uniformed throughout the age groups with the largest percentage (33.33%) in the 65 years or older age group [Table G-14]. The trade school, some college, and college groups were slightly younger [Table G-14]. The graduate school group were primarily middle-aged individuals [Table G-14]. There was a significant difference among education level for age group (χ^2=40.126, df=25, p=0.028) [Table G-13]. A majority of the respondents were white, not of Hispanic origin (high school 58.33%, trade school 84.29%, some college 85.05%, college 87.37%, graduate school 80.39%) [Table G-15]. In addition, some respondents were Native Americans (high school 15.71%, trade school 14.00%,

some college 8.41%, college 7.37%, graduate school 7.84%) [Table G-15]. A majority of respondents from all education levels were married (high school 63.89%, trade school 69.23%, some college 64.22%, college 73.96%, graduate school 76.47%) [Table G-16]. There was a significant difference among education level for marital status (X^2=27.607, df=15, p=0.024) [Table G-16]. Most education level groups claimed to have lived in a medium-size city (high school 36.11%, trade school 37.25%, some college 28.44%, college 27.08%, graduate school 35.29%) or in a small-size city or town (high school 45.83%, trade school 37.25%, some college 27.52 college 42.71%, graduate school 35.29%) during the past year [Table G-17]. For the high school group, the most frequent income levels were less than $10,000 (26.09%), $10,000-$20,000 (21.74%) and $20,000-$30,000 (21.74%)[Table G-18]. For the trade school group, the most frequent income levels were $10,000-$20,000 (25.00%) and $20,000-$30,000 (22.92%) [Table G-18]. For the some college group, the most frequent income levels were $10,000-$20,000 (20.21%), $40,000 -$50,000 (20.21%), and $20,000-$30,000 (19.15%) [Table G-18]. For the college group, the most frequent income levels were $40,000-$50,000 (21.98%), $50,000-$75,000 (21.98%) and $30,000-$40,000 (20.88%) [Table G-18]. For the graduate school group, the most frequent income levels were $40,000-$50,000 (28.26%) and more than $100,000 (17.39%) [Table G-18]. There was a significant difference among education level for income level (X^2=136.674, df=35, p=0.001) [Table G-18].

CHAPTER 4

DISCUSSIONS AND RECOMMENDATIONS

Overall, respondents were not members of a wildlife/outdoor organization. They were more likely to participate in wildlife/outdoor activities. Respondents tended to receive information about wildlife from television, magazines and newspapers. They were not asked about the quality of their information; it is possible that their sources of information contained more opinions and experiences of other individuals than science. Respondents believed that wildlife management related programs were the most important. They also considered providing information on wildlife and ODWC programs to be important. They were less likely to consider educational and land acquisition programs to be important. Respondents were not asked if they had school aged children. If they did not have children, they might be less apt to consider educational programs to be important. Respondents possibly consider land acquisition as a threat to their own property; consequently, they consider those type of programs as less important. Respondents, in general, had not seen the nongame check-off logo and had not heard or seen information regarding Oklahoma's Nongame Wildlife Program (ONWP). Because many respondents did not know about ONWP, they do not know the major source of funding. Donations are a source; however, the tax check-off provides the most money. Hunting and fishing licenses also were considered by the respondents to be a major source, but none of the money from the licenses fees went toward nongame wildlife programs. Respondents are either misinformed on this account or simply guessing. As for support of

an increase in the wholesale price of some items, the decision is too close to call because one third of the respondents support a price increase and one-third oppose. Based on the third that did support a price increase, camping equipment, nature-related books and recreational vehicles are more apt to be supported by the public. Other items that the respondents suggested (cigarettes, weapons, ammunition and liquor) were possibly supported because the respondents do not use those items themselves. Respondents support voluntary forms of alternative funding sources. They also support fees charged to non-licensed (hunting or fishing) individuals who want to use ODWC lands. Respondents were not likely to donate money to the ONWP. In conclusion, the respondents do not have an extensive knowledge of the ONWP (hypothesis #1). The respondents do approve of the alternative funding suggestions (hypothesis #2).

Population Size Conclusions

Size of towns or cities did not have any affect on membership in a wildlife/outdoor organization. All three population sizes tended to not be members. Of those respondents who were members, the small-city population was more likely to have members in a hunting or fishing organization than the other two population sizes. Respondents from all three population sizes tended to participate in outdoor activities. However, there were differences in the types of activities each population size participated in. The large-city respondents were more likely to photograph nature, visit zoos/aquaria, and visit an area solely to watch wildlife. In other words, the large-city respondents were more likely to engage in an activity that allows them to see wildlife than the other population sizes. The medium-city respondents were more inclined to bird watching and feeding. Small-city

respondents were more apt to fish and hunt than the other population sizes. All three population sizes receive wildlife information from a variety of sources. However, medium-sized populations were more likely to get their information from television than large- or small-sized populations. Small-city populations were more likely to turn to magazines, books, friends/relatives or wildlife officials/game wardens for their information. There were no differences between large cities and medium cities regarding the importance of the various programs. The only difference between small cities and the large/medium cities was that the small cities are more likely to oppose any land acquisition related programs. Population size had no influence on seeing the nongame check-off logo. The medium-sized populations were slightly more likely to have heard or seen information about ONWP than the large- or small-sized populations. The small-city respondents were less apt to believe that ONWP receives most of its funding from hunting and fishing licenses. As for support of an increase in the wholesale price of some items, small-sized populations were more likely to support a price increase on binoculars and least likely to support a price increase on recreational vehicles. The latter is reflective of a greater use of recreational vehicles, such as all terrain vehicles (ATVs), by the small-city respondents for their every day work on farms or fields. As for the other forms of alternative funding, the small-city respondents were less supportive then the other two population respondents. In addition, small-city respondents were less apt to have donated money to ONWP. With regards to demographics, the larger populations tended to have a more unified male: female ratio and had more divorced/separated individuals. The medium populations were more likely to be college graduates and to have higher incomes. The small populations

tended to be older and less educated and to have less income and more widows. In conclusion, the responses differed among the population sizes (hypothesis #3).

Gender Conclusions

Both males and females tend not to be members of a wildlife/outdoor organization. However, males were more likely than females to be members of a hunting or fishing organization. Males participated in more active wildlife activities such as fishing and hunting than did females. On the other hand, females participated in more passive activities such as bird watching/feeding, nature photography, visiting zoos/aquaria and observing wildlife at home than did males. Males were more inclined to get their wildlife information from magazines and game wardens than were females. Males were more likely to have heard or seen information about ONWP than were females. Females were less apt to know the major source of funding for ONWP. Males were more likely to believe that the major source of funding was hunting/fishing license fees. Females were more supportive of a increase in wholesale price of various items to help fund nongame programs than were males. Females were also more apt to support alternative funding sources than were males. However, males were more likely to donate money to ONWP. Demographically, males tended to be more educated and higher paid; females tended to be less educated and lower paid. In conclusion, male responses differed from female responses (hypothesis #4).

Knowledge of ONWP Conclusions

Those respondents who had knowledge of ONWP were more likely to be members of a wildlife/outdoor organization, especially a hunting or fishing organization. They were

also more inclined to participate in more wildlife/outdoor activities. Both groups received their wildlife information from a variety of sources. However, more respondents who had knowledge of ONWP received information than those who did not have knowledge. Respondents with knowledge of ONWP tended to support more programs than those without knowledge. Those respondents without knowledge of ONWP were likely to support wildlife management programs than the other types of programs. Those with knowledge of ONWP were more likely to have seen the nongame tax check-off logo than those without knowledge. Respondents with knowledge of ONWP were more apt to say the ONWP receives most of its funding from the tax check-off than those without knowledge. However, those with knowledge were also more inclined to say that hunting/fishing license fees were a major source. Respondents with knowledge were more likely to support an increase in the wholesale price of all the items. However, one third of both groups would not support an increase on any of the items. Those with knowledge of ONWP were more supportive of the alternative forms of funding than were those without knowledge. Respondents with knowledge were also more likely to donate money to ONWP than were those without knowledge. Demographically, those respondents with knowledge of ONWP tended to be middle aged, more educated, and higher paid. Those individuals without knowledge tended to be older and younger, less educated, and lower paid. Responses of individuals who have knowledge about the nongame program do differ from the responses of those who have no knowledge of the program (hypothesis #5).

Donating Conclusions

Donators were more likely than non-donators to be members of a wildlife/outdoor organization, specifically hunting and fishing organization. Donators also were more inclined to participate in more wildlife/outdoor activities than non-donators. Both groups received wildlife information from a variety of sources. However, more donators received information from the various sources than did non-donators. Donators also were more supportive of the various programs than the non-donators. Donators were more likely to have seen the nongame tax check-of logo and have heard or seen information about ONWP than were non-donators. Donators were more apt to say that the ONWP received most of its funding from the tax check-off than were non-donators. However, donators also were more inclined to say that hunting/fishing license fees were a major source than were non-donators. Donators were more supportive of an increase in the wholesale price of various items than were non-donators. However, one third of both groups would not support a price increase. Donators were more supportive of alternative funding sources than were non-donators. As for demographics, donators tended to be slightly more male, middle aged, more educated, and higher paid. Non-donators tended to be younger and older, less educated, and lower paid. Responses of those who have donated money to the nongame program do differ from those who have not donated (hypothesis #6).

Education Level Conclusions

Respondents with trade school and college education were more likely to be a member of a wildlife/outdoor organization. Respondents with high school and trade school education were more likely to participate in hunting and fishing activities.

Respondents with a college education were less supportive of ONWP's programs. Respondents with higher education were more likely to have seen the nongame tax check-off logo and to have seen or heard information about ONWP. Respondents with higher education were less likely to believe hunting/fishing license fees were the main source of funding for ONWP. Respondents with higher education were slightly less likely to donate money to ONWP. Respondents with trade school, college, and graduate school education were more likely to be male. Respondents 65 years or older were less likely to have a higher education. Respondents with higher education were more likely to have a higher income. Respondents with higher education were less likely to want more information about ONWP (hypothesis #7).

Lack of ONWP Information

Oklahoma has a lack of information regarding the programs and the functions of the state's nongame wildlife department. This is evident through respondents' written comments, such as "I don't know anything about OK nongame wildlife program" [Table A-8]. Another respondent wrote, "Living in the center of the panhandle it seems to me that we don't always have access to the programs and all the information available to the rest of the state. I think we need more out here" [Table A-8]. Some individuals do get some information, but they want more. The present sources of information are just not enough. A respondent wrote that he "need[s] more public information, what's being done and where" [Table A-8]. He added, "I watch OETA, [there are] good programs on it, but more publication would help" [Table A-8]. Others needed more information before they could adequately evaluate the programs. For example, one respondent wrote, "I do not

really know enough about it to have a valid opinion. I do believe we need a wildlife program--nongame or game--but some programs seem to radical to me. I don't know how Oklahoma's programs rate that way" [Table A-8]. Either way, Oklahomans need more information.

If Oklahoma residents have a hard time getting information about the nongame program, then people who have recently moved to the State have an even harder time. One respondent who recently moved to Oklahoma wrote that ONWP "need[s] to reach newcomers to the state [by providing a] list of various projects--how they help citizens of Oklahoma directly or indirectly--what people can do for you--what you can do for them--more environmental education for [the] public" [Table A-8].

Lack of information leads to misinformation and opposition. Many of the respondents did not know what ONWP does, or how ONWP programs can be beneficial to Oklahomans. One respondent wrote, "Where I live I can observe wildlife without a fancy program. Highly urbanized areas have the problem" [Table A-8]. Maybe this respondent does not need any programs to observe wildlife, but there are other programs that could help improve what he already observes. The down side to this comment is the respondent could decide that if he does not need "a fancy program" he does not need the ONWP. This simply shows how the lack of information (in this case, information concerning other programs) can lead to misinformation.

In other cases the lack of information combined with "bad" experiences can lead to opposition. One respondent wrote, "I am in support of nongame wildlife conservation that does not interfere with privately owned land" [Table A-8]. This respondent might

have had an incident in the past where officials interfered or, more likely, the respondent heard about someone else having this problem. Even if the interference was justified according to law, the respondent could sympathize with the land owner. The ONWP needs to inform people that their job is not to interfere or to step on the private land owner, but to help or work with the land owner. Today, many private land owners feel threatened by officials and agencies. They fear being told what to do or how to do it, and more importantly they fear that their land will be taken away. Such is the opinion of one respondent, "Work with landowners STOP buying land" [Table A-8]. If the private land owners knew that acquisition of land was a rare occurrence and a last ditch effort, then they might not fear officials or agencies as much. If the ONWP does not provide information, then rumors, false facts, and others' opinions will be the basis of Oklahomans' opinions of ONWP. It is not likely that the public would refuse any information given. This survey proved that even though many respondents did not know about ONWP, almost half of them wanted to receive more information.

Funding Opposition and Support

Lack of information and misinformation are also present in regards to funding sources and alternative funding for wildlife that are not hunted or fished. One such misinformation concerns how the money from hunting and fishing license fees are used. Many individuals believe that the money is used for all wildlife. One respondent wrote, "A hunting license pays for all types of wildlife management--you should know; don't increase my taxes!" [Table A-8]. Another wrote, "Hunting licenses should not be used to support it [ONWP]" [Table A-8]. They do not know license fees only support game or

sport fish management. Hunters and fishermen would not have it any other way; why should their fees be used on animals they can not hunt or fish. As always, anytime anyone mentions finding new ways to raise revenues, people immediately go on the defensive and shout, "No more taxes!" Such was the case with this survey. Respondents wrote "have congress cut spending and there would be more funds" and "wildlife programs should not be tax funded; private donations only" [Table A-8]. However, for every three respondents who opposed taxes there was one who suggested or supported alternative funding sources. For example, one wrote, "Impose more severe penalties on poachers, and upon those who engage in illegal dumping in rural areas; channel these funds to support the Nongame Wildlife Program" [Table A-8]. Another wrote, "A nominal user fee to use state parks would not deter use and raise necessary funds" [Table A-8]. The most widely supported form of raising revenue suggested by the public has always been voluntary forms, mainly donations. "Funding should come from donations instead of increases in fines of fees," wrote one respondent [Table A-8]. But many Oklahomans do not realize donations, especially from the tax check-off, are currently the main source of the ONWP's funding, and they are just not enough.

The next step the public usually takes is to make the people who use the programs pay for them. It makes sense for those individuals who directly benefit from the program to pay for it. Hunters and fishermen have been doing it for years; why not reach out to the others who enjoy wildlife and nature. Furthermore, a respondent wrote, "If people aren't willing to contribute they should not have a free lunch" [Table A-8]. One point concerning alternative sources of funding was made be a respondent, "If people are forced

to [financially] support this program, it will fail" [Table A-8]. No one likes to be forced to do anything, but that does not mean opposition is inevitable. Information could be provided to encourage support.

Recommendations

"Educate the public," wrote one respondent [Table A-8]."I believe that the public needs to be educated on this subject first,' wrote another [Table A-8]. Education is the most important thing to do. Education does not have to be a long drawn out process; it could be just providing information. Information can go a long way in gaining public support and quite possibly funding. The Oklahoma Department of Wildlife Conservation does not have an extensive public outreach program. It does have materials and workshops that public schools and organizations can access. It does have newsletters, a magazine, news releases and a television program (seen on public television). However, there are several problems with these approaches. One problem is that people or organizations frequently have to initiate contact with ODWC. Another is that the newsletters and magazines are seen generally by people who already know about the ODWC and its programs. The news releases tend to appear in newspapers only if it is big news or if there is extra room in the newspaper that needs to be filled. One respondent had this suggestion, "be more aggressive in providing information to the public" [Table A-8]. ODWC needs to go to the public with nongame wildlife information instead of waiting for schools, communities, and organizations to ask ODWC come. This may mean increasing the nongame staff to provide additional help. Another respondent wrote, "I would encourage and support an expanded mass media program for general public

information and education" [Table A-8]. There are some school systems that are working with ODWC, but apparently there are schools in part of the state that do not get help. For example, a respondent wrote, "I think there should be more programs for children in Oklahoma such as fishing camps, in small towns such as Woodward; a lot of people can't afford to travel to a big town far away" [Table A-8]. Another respondent suggested ODWC have a van/truck, "The Wildlife Wagon," that goes to parks with displays and information [Table A-8].

The best direct way for ODWC to accomplish both educating the public about nongame wildlife and making themselves known to the general public is a marketing and advertising strategy. This has proven very successful in other states. The Wyoming "Worth the Watching" program vaulted into public prominence because marketing and advertising were used to create an image (Kruckenberg et al. 1992). The response was immediate and positive. During the early stages, constant emphasis was on coordination and public relations (Kruckenberg et al. 1992). Because Wyoming wildlife officials did not want to alienate the consumptive and nonconsumptive user groups, citizens interested in wildlife and wildlands were referred to as "wildlife enthusiasts" (Kruckenberg et al. 1992). Likewise, the same principle applied to labeling the agency's management responsibility. It extends to "all free-ranging wildlife" and avoids the use of terms like "hunted" or "nonhunted," "game" or "nongame" (Kruckenberg et al. 1992). Clearly, much of the success of the "Worth the Watching" program hinges on marketing, "building and maintaining a mutually beneficial relationship with customers or constituents" (Kruckenberg et al. 1992). By using a marketing and advertising strategy, the ODWC

could easily inform and educate the public about its nongame program as well as the other programs it offers. The strategy needs to include at least the following. First, people need to know what the ODWC is and what it does. Second, people need to know the source of ODWC's funding and how the money is spent. Third, people need to know how the ODWC benefits them, directly and indirectly, and how the public can help the ODWC. If the ODWC would divert some of its funding to create an image for themselves, they could easily boost public knowledge and quite possibly increase donations. Oklahoma's Department of Tourism has boosted the public's awareness of state parks and historical sites through advertising. Why would the ODWC not be able to do the same through its own advertising?

Targeting Oklahomans

Demographic trends show that the small and medium population sizes are relatively unstable; whereas, the large population sizes tend to increase [Table A-6]. Population trends also show Oklahoma tends to be more female than male [Table A-7]. Demographic trends show higher education is on the rise [Table A-8]. Trends of age groups show the baby boomers will be in their late thirties to early fifties by the year 2000 [Table A-9]. It also shows a decline in the younger age groups [Table A-9]. Therefore, ODWC should target females, children, and middle aged Oklahomans in there advertising and education strategies. As for population size, ODWC should vary their strategy. It would be easier to reach large populations through advertising, especially television. For smaller populations, ODWC should try to reach them directly.

ODWC can coordinate their advertising strategies with the Oklahoma Department

of Tourism to better promote state parks, wildlife viewing areas, ODWC managed lands, and national wildlife refuges. ODWC can also team with the U.S. Fish and Wildlife Service (USFWS), Ecological Branch in Tulsa, OK, to inform the public about programs they have available. The ODWC and USFWS can also boast their management efforts to help save rare and endangered fish and wildlife. The ODWC can join with the educational department of the Oklahoma City and Tulsa zoological parks. The education department of both zoos sponsor a type of "wildlife on wheels" that visit area schools. This would be a great opportunity for the ODWC to reach children. The ODWC can also join with groups such as the Nature Conservancy, Audubon Society, and Boy/Girl Scouts of America to coordinate programs or workshops in smaller population sized towns. ODWC has joined the above groups in other projects, but more can be done with even further cooperative efforts.

There is no reason why ODWC would have to solely bear the burden of an advertising and educational strategy for Oklahoma. Cooperation of all parties who would benefit from an increase in public awareness is a must. By working together, wildlife and conservation organizations can break down the barrier between them and a knowledgeable, supportive public.

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APPENDICES

APPENDIX A

SURVEY INFORMATION

Dear Oklahoma Resident,

As director of a state agency, I constantly hear that government is not responsive to the public's needs. I'd like to change that perception, but I need your help. In the next five days you'll be receiving a letter and survey form from Oklahoma State University, which is conducting a survey for our Department.

Please take the time to fill out the survey and return it in our postage-paid envelope. You'll be helping us decide our agency's future directions. You'll also be eligible to win a weekend pass to a state resort (donated by the Department of Tourism) if you return the survey by **November 1, 1995**.

I look forward to your participation.

Greg D. Duffy
Director, Oklahoma Department of Wildlife Conservation

Figure A-1. Pre-survey postcard that was mailed to Oklahoma residents.

Oklahoma State University

COLLEGE OF ARTS AND SCIENCES

Department of Zoology
430 Life Sciences West
Stillwater, Oklahoma 74078-3051
405-744-5555

Dear Oklahoma Resident,

A bald eagle soaring through the air, a white-tailed deer browsing in an open field or even a frog jumping along the water's edge sparks the interest of over two million Oklahomans! Wildlife is one of our greatest resources, and your input is needed.

You are part of a small group of Oklahoma residents randomly selected to participate in a survey conducted by the Oklahoma Department of Wildlife Conservation (ODWC) and Oklahoma State University. Your opinions will help ODWC in managing our state's valuable resources.

Oklahoma State University is involved in this survey as part of research conducted by OSU student Kimberly Kelly. She is a graduate student working on a masters degree in wildlife and fisheries ecology.

You are assured of complete confidentiality. The survey has an identification number for mailing purposes only. Your address will be checked off the mailing list when your survey is completed and returned. Please have the adult (18 years and over) with the most recent birthday complete this survey, which takes about 10 minutes. Your response is greatly appreciated and persons returning surveys by November 1, 1995 will be eligible to win a free weekend pass to an Oklahoma resort (donated by the Oklahoma Department of Tourism).

If you have questions concerning this survey, you may contact Kimberly Kelly, Oklahoma State University, 430 Life Sciences West, Stillwater, OK 74078; telephone: (405) 744-5555 or Oklahoma State University Research Services, telephone: (405) 744-5700. You also may contact Jeremy Garrett, Oklahoma Department of Wildlife Conservation, 1801 N. Lincoln, Oklahoma City, OK 73105; telephone: (405) 521-4663.

Thank you for your time and cooperation.

Sincerely,

Margaret Ewing
OSU, Department of Zoology

Figure A-2. Cover letter that accompanied the first mailing of the survey.

DEPARTMENT OF WILDLIFE CONSERVATION

1801 N. Lincoln P.O. Box 53465 Oklahoma City, OK 73152 PH. 521-3851

Dear Oklahoma Resident,

Please help our Department in managing our state's resources by returning the enclosed survey. If you have already sent a previous survey, disregard this notice and thank you for your assistance. If you haven't, please take the time to fill out the survey and mail it in our postage-paid envelope. The survey takes less than 10 minutes to complete and the return postage is free.

You'll be assisting our Department by letting us know the future directions our agency should take. This will benefit not only you and your family, but also our state's precious natural resources. Remember, if you return the survey by **November 1, 1995**, you'll also be eligible to win a free weekend pass to an Oklahoma resort (donated by the Department of Tourism).

So please, have the adult (18 years or over) with the most recent birthday complete and return the survey today. If you have any questions about it, please call Kimberly Kelly at (405) 744-5555 or Jeremy Garrett at (405) 521-4663.

Thank you for your time and cooperation

Greg D. Duffy
Director, Oklahoma Department of Wildlife Conservation

Figure A-3. Cover letter that accompanied the second and third mailing of the survey.

1. Are you a member of any of the following types of organizations? (Check all that apply)

___ Birding
___ Gardening
___ Fishing
___ Hunting
___ Trapping
___ Other conservation or recreation groups
Please specify _____
___ None

2. Which of the following activities have you participated in this past year? (Check all that apply)

___ Bird watching
___ Bird feeding
___ Hiking
___ Camping
___ Canoeing / rafting
___ Horseback riding
___ Hunting
___ Fishing
___ Trapping
___ Nature photography
___ Visiting zoos / aquaria
___ Landscaping for wildlife
___ Observing wildlife at home
___ Visiting an area solely to watch wildlife
___ Other _____
___ None

3. Where do you receive your information on wildlife? (Check all that apply)

___ Newspapers
___ Radio
___ Television
___ Magazines
___ Newsletters
___ Pamphlets
___ Books
___ Computers
___ Friends / relatives
___ Wildlife officials / game wardens
___ Other _____
___ None

Figure A-4. Survey that was mailed to Oklahoma residents.

4. Check the two groups you would most like more information about:

a. Insects ____
b. Fish ____
c Amphibians ____
d. Reptiles ____
e. Birds ____
f Mammals ____

5. In your opinion, how important are EACH of these Wildlife Department programs to you?

	very important	important	not important	don't know
a. Creating trails and wildlife observation areas	a. ____	____	____	____
b Producing informative publications	b. ____	____	____	____
c Reintroducing fish and wildlife	c. ____	____	____	____
d. Creating facilities for outdoor classrooms	d. ____	____	____	____
e. Fish and wildlife research and management	e. ____	____	____	____
f. Endangered fish and wildlife research and management	f. ____	____	____	____
g. Conducting educational workshops	g ____	____	____	____
h Land acquisition in general	h ____	____	____	____
i Acquiring land for rare fish and wildlife	i ____	____	____	____
j Creating wildlife observation opportunities	j ____	____	____	____
k Providing information on habitat improvement	k. ____	____	____	____
l. Providing general wildlife information	l. ____	____	____	____

Figure A-4. Survey that was mailed to Oklahoma residents.

6. Before you received this survey, had you ever seen this logo?

___ No
___ Yes
___ Don't know

7. Before you received this survey, had you ever heard or seen information about Oklahoma's "Nongame Wildlife Program?"

___ No ___ Yes ___ Don't know

8. Where does the Wildlife Department receive *MOST* of its funding for wildlife that are not hunted or fished? (Check only one)

___ State appropriations
___ Donations
___ Federal aid
___ State tax check-off
___ Wildlife license plate sales
___ Hunting / fishing license fees
___ Sales of Wildlife Department merchandise
___ Don't know

9. A 10 percent surcharge on hunting and fishing equipment is currently used to manage wildlife that ARE hunted and fished. Which of the following items would you support a 3 to 5 percent increase in the wholesale price to help fund programs for wildlife that ARE NOT hunted or fished? (For example, this would add about 15 cents to a $6 roll of film.)

___ Binoculars
___ Camera / Film
___ Bird seed
___ Camping equipment
___ Nature-related books (field guides, etc.)
___ Recreational vehicles (campers, ATVs, etc.)
___ None of the above
___ Other, please specify
_____
_____

Figure A-4. Survey that was mailed to Oklahoma residents.

The Wildlife Department is looking for alternative funding sources for its Nongame Wildlife Program. Please refer to the side box when answering the next four questions.

SS = Strongly support
MS = Mildly support
N = Neutral, no opinion
MO = Mildly oppose
SO = Strongly oppose

Do you support: (Circle one)

10. A user fee charged to anyone not possessing a hunting or fishing license who uses Wildlife Department lands.	SS	MS	N	MO	SO
11. A user fee charged to ANYONE who uses Wildlife Department lands.	SS	MS	N	MO	SO
12. An increase in fines on automobile speeding violations by 25 cents per mile (an average of $3 per ticket).	SS	MS	N	MO	SO
13. A VOLUNTARY contribution box added to motor vehicle registration fees to use for wildlife that are not hunted or fished.	SS	MS	N	MO	SO

14. The Wildlife Department has a statuatory program currently called the "Nongame Wildlife Program" to manage and research wildlife that are not hunted or fished, provide wildlife observation opportunities and educate the public about wildlife. Which of the following should the Nongame Wildlife Program change its name to?

____ Nongame Wildlife Program (no change)
____ Natural Resources Program
____ Wildlife Diversity Program
____ Nongame & Endangered Wildlife Program
____ Fish & Wildlife Conservation Program
____ Other _____

Figure A-4. Survey that was mailed to Oklahoma residents.

15. Have you ever donated money to Oklahoma's Nongame Wildlife Program?

___ NO, WHY? (Check all that apply)

- ___ I was not aware of the program.
- ___ I am not interested in nongame or endangered animal conservation.
- ___ I do not approve of how the Nongame Wildlife Program spends the money
- ___ I could not afford to donate at this time
- ___ I did not feel my donation would "make a difference"
- ___ I intended to, but forgot.
- ___ Other, please specify _____

___ YES, WHY? (Check all that apply)

- ___ I enjoy wildlife.
- ___ I support the concept of wildlife conservation in general
- ___ I believe conservation for wildlife that are not hunted or fished has been overlooked and this is a chance for direct support.
- ___ I support endangered species protection.
- ___ The tax check-off is an easy way to contribute to the Nongame Program; if the check-off wasn't on the state tax form I would not have donated.
- ___ Other, please specify _____

16. Please express any opinions you may have regarding Oklahoma's Nongame Wildlife Program?

Figure A-4. Survey that was mailed to Oklahoma residents.

17. Are you: ___ male ___ female

18. What is your age group?

___ 18 - 25 years
___ 26 - 35 years
___ 36 - 45 years
___ 46 - 55 years
___ 56 - 65 years
___ 65 years or older

19. What is your race? (Check only one)

___ African-American
___ Asian or Pacific Islander
___ Native American
___ White, not of Hispanic origin
___ White, of Hispanic origin
___ Other _____

20. What is your marital status? (Check only one)

___ Never married
___ Married
___ Divorced / Separated
___ Widowed

21. Which of the following best describes your level of education? (Check only one)

___ No formal education
___ Elementary (1-6)
___ Middle school (7-9)
___ High school (10-12)
___ Some trade school
___ Trade school graduate
___ Some college
___ College graduate
___ Master's degree
___ Doctoral degree
___ Other _____

Figure A-4. Survey that was mailed to Oklahoma residents.

22. What type of setting did you live in during the past year? (Check only one)

___ In open country but not on a farm
___ On a farm
___ In a small city or town
___ In a medium-size city
___ In a suburb near a large city
___ In a large city

23. In what city and county do you reside?

_____ (City) _____ (County)

24. Which of the following categories best describes your household income per year?

___ Less than $10,000
___ $10,000 - $20,000
___ $20,000 - $30,000
___ $30,000 - $40,000
___ $40,000 - $50,000
___ $50,000 - $75,000
___ $75,000 - $100,000
___ More than $100,000

---------- OPTIONAL ----------

If you would like to receive more information about the Wildlife Department's Nongame Program, including a free newsletter, please complete the following.

Name _____

Address _____

_____

Figure A-4. Survey that was mailed to Oklahoma residents.

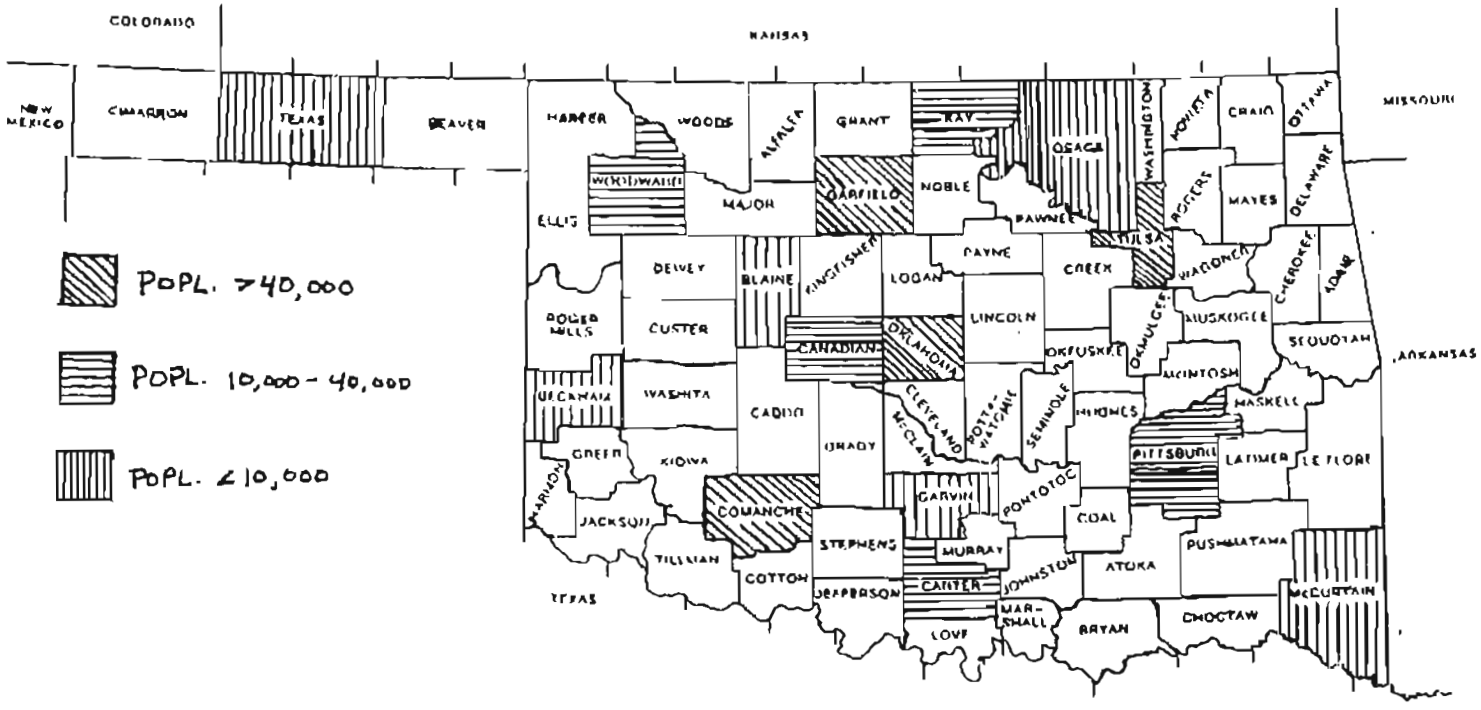

Figure A-5. Location of the chosen cities by county and population size.

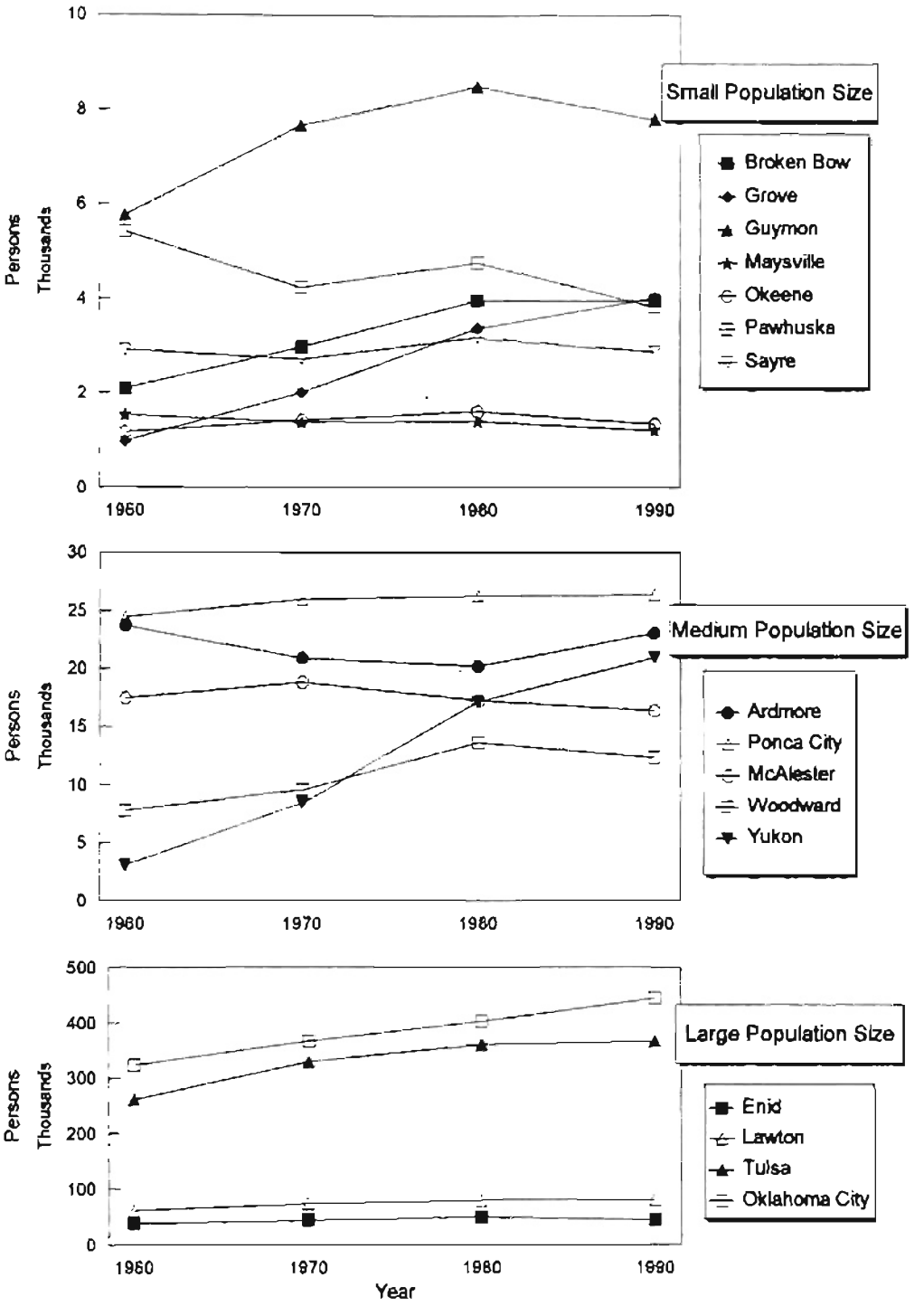

Figure A-6. Population trends of Oklahoma cities selected for survey (U.S. Department of Commerce 1963, 1973, 1982, 1992).

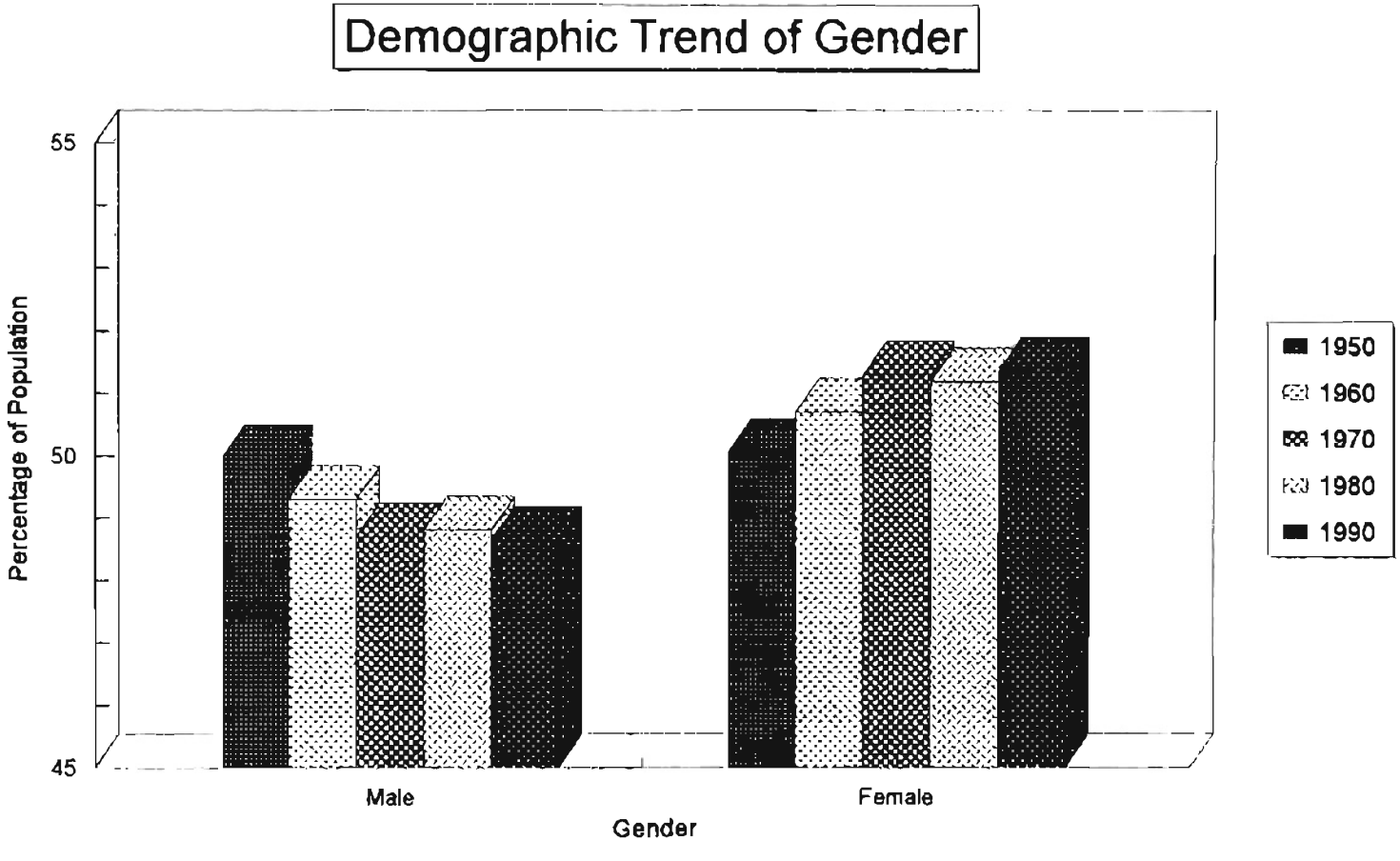

Figure A-7. Percent of Oklahoma's population by gender from 1950-1990 (U.S. Department of Commerce 1963, 1973, 1982, 1992).

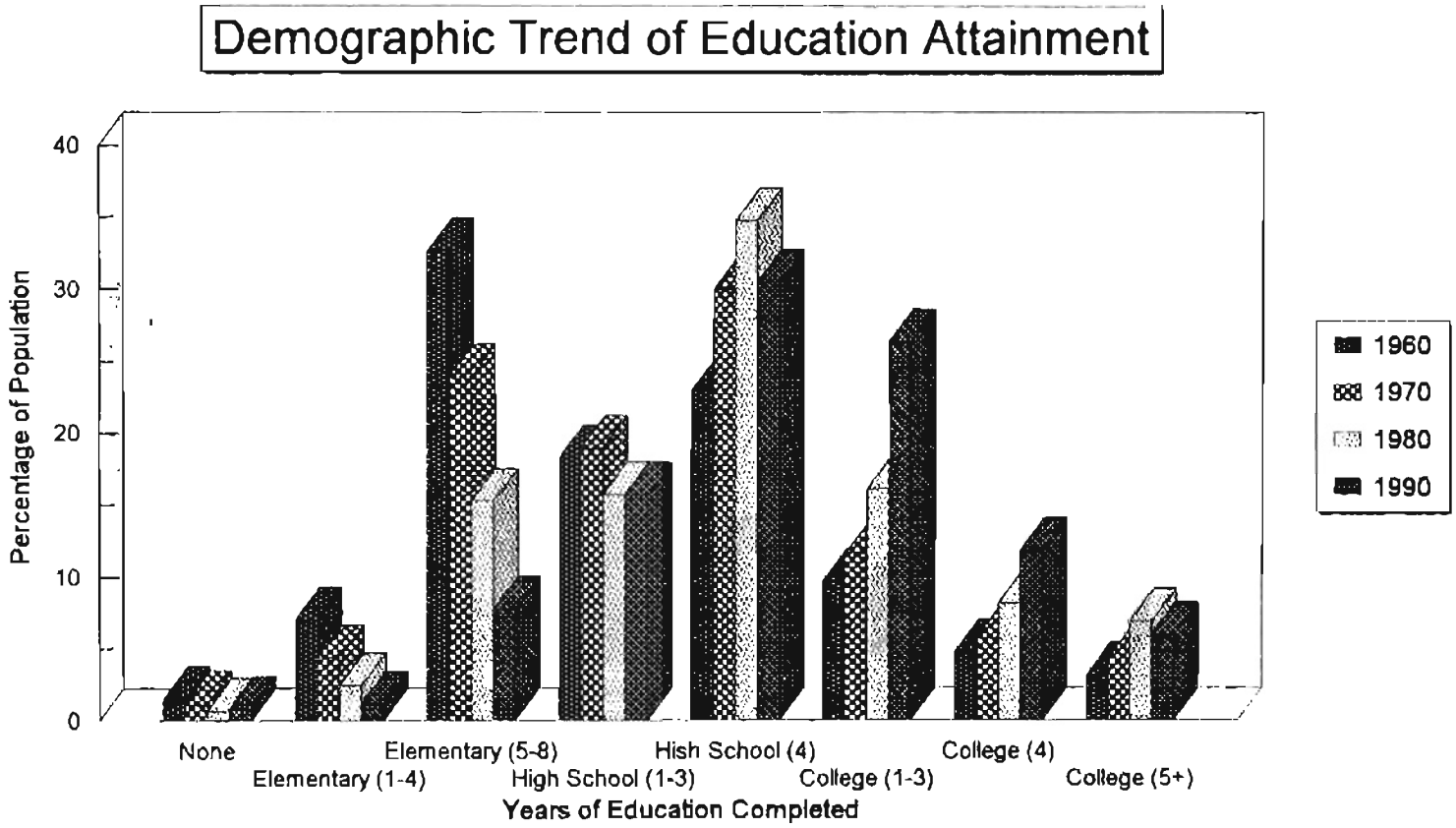

Figure A-8. Percent of Oklahoma's population by educational attainment from 1960-1990. (U.S. Department of Commerce 1963, 1973, 1982, 1992).

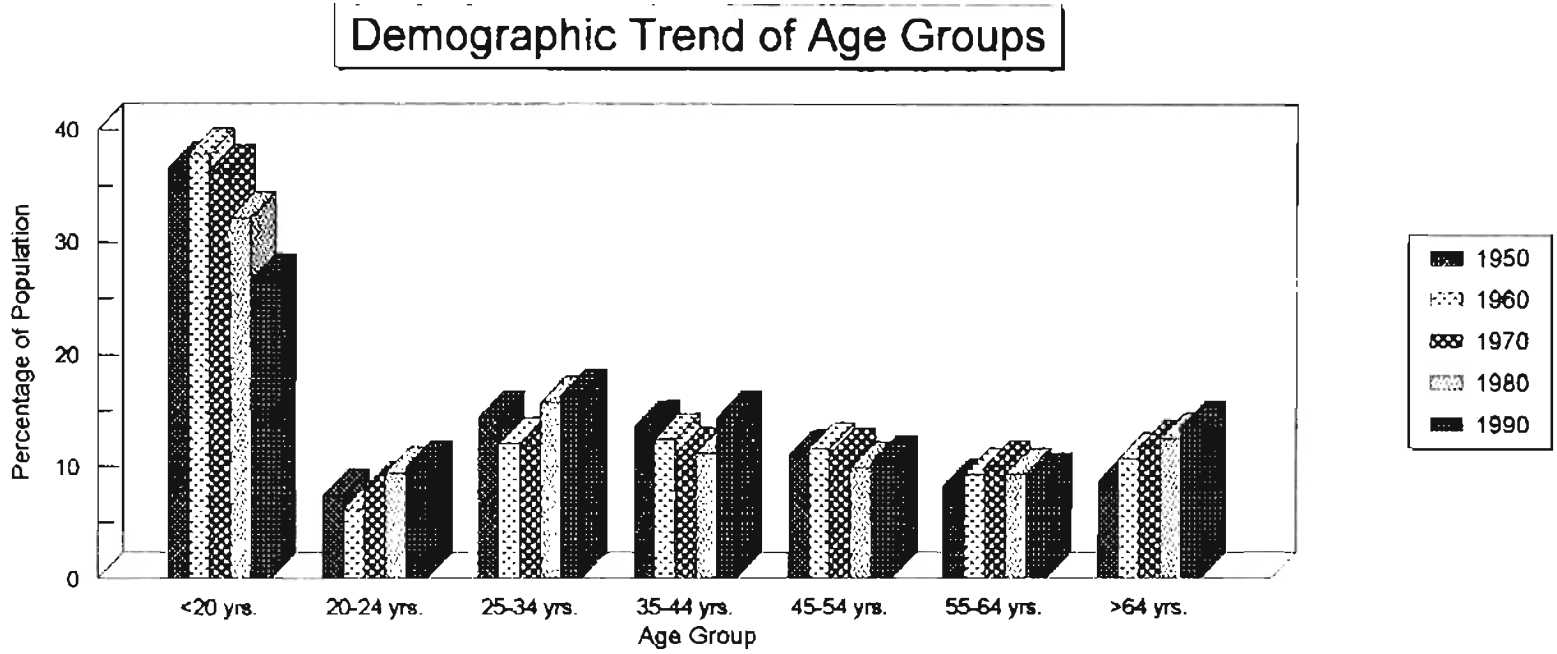

Figure A-9. Percent of Oklahoma's population by age group from 1950-1990. (U.S. Department of Commerce 1963, 1973, 1982, 1992).

Table A-1. Survey response rate by city and by mailing.

City	County	1st Mailing	2nd Mailing	3rd Mailing	Total
Population Group 1					
Guymon	Texas	5	4	7	16
Grove	Delaware	7	5	4	16
Maysville	Garvin	0	0	10	10
Okeene	Blaine	1	3	7	11
Sayre	Beckham	4	13	6	23
Pawhuska	Osage	7	3	4	14
Broken Bow	McCurtain	7	9	5	21
Population Group 2					
Ardmore	Carter	5	13	8	26
Ponca City	Kay	13	8	11	32
McAlester	Pittsburg	9	13	6	28
Woodward	Woodward	9	12	5	26
Yukon	Canadian	9	13	8	30
Population Group 3					
Enid	Garfield	16	16	5	37
Lawton	Comanche	10	19	8	37
Oklahoma City	Oklahoma	23	9	6	38
Tulsa	Tulsa	3	20	12	35
	Total	128	160	112	400

Table A-2. Other organizations listed by the respondents in regard to their membership in which type of organizations.

Organization	No. of Respondents
Boy Scouts & Girl Scouts	6
National Riflemans Association	4
Sportsmen/Rod and Gun Club	3
National Wildlife Federation	3
World Wildlife Federation	3
Nature Conservancy	2
National Arbor Day Assoc. Arbor Day Fd.	2
National Wildlife Organizations	1
Project WILD	1
League of Environ. Educators	1
Oklahoma Wildlife Federation	1
Oknlahoma Rilfemans Assocation	1
Oklahoma City Zoo	1
Conservation chair of a couple of organizations	1
Up With Trees	1
People for the Ethical Treatement of Animals	1
Historic Preservation	1
Farming	1
Gold Prospectors	1
American Quarter Horse Association	1
Stillwater Trail Riders	1
Bike club	1
Golf	1
Co-ed softball	1
Total	40

Table A-3. Other activities listed by the respondents in regard to which activities they have participated in the past year. Comments are typed as they were written by the respondents. Each of the following activities was listed only once.

Activities
Shelterbelt
Foliage
Feeding birds and raccoons for a neigbor
Japanese gardens
Planting trees in my yard
Raising bobwhite quail, turkeys & ringneck pheasant
Concrete fish pond with several gold fish & frogs
Enjoy waterfalls, rivers, springs, creeks, etc.
Walking up nature trail
Outdoor's Women Workshop
Elk trip to Colorado
Mountain biking
Watersking--personal water craft
Sailing
Rapelling
Kite flying

Table A-4. Other sources listed by the respondents in regard to where they receive their information on wildlife. Each of the following sources was listed only once.

Source(s)
Personal observation
Nature itself
My yard
College courses
Elementary School
Outdoor's Women Workshop
Seminars/conferences, environ./conservation centers
Friend has degree in conservation land
National Geographic
Library
Hunting partners
Showing properties (real estate association)

Table A-5. Suggestions and comments made by the respondents in regard to which items they would support an increase in the wholesale price to help fund programs for wildlife that are not hunted or fished. Comments are typed as they were written by the respondents and are grouped in regard to similarities. Each of the following comments was listed only once.

Suggested Items and Comments
• Taxes pd. to IRS should contribute precentage
• A percentage of state revenue from taxes
• Increase price of parks/camping/ECT./realistic taxes from state income tax
• Tax hunters and Nature Conservancy people
• You should add it to what the population uses most
• Something where everyone would contribute regardless of thier interests.
• Raise surcharge to 15%
• A .10 sercharge for entering all fed & state wildlife mang. areas
• Fines for illegal hunting and fishing
• Strongly support 10% excise tax on binoculars
• Surcharge on amusement park and zoo entrance fees
• Increase charge at zoo
• Pet food, pet items
• ATV's & Mountain bikes only
• Hunting & fishing equipment
• CDs/cassete tapes
• Ammunition, rifles/shotguns
• Weapons
• Firearms
• Guns, ammo, fishing equip., hunting clothing
• Cigarette & alcohol tax
• Alcohol & tobacco
• Alcohol & liquor sales
• Cigarettes
• Note: items listed are not solely used for wildlife activities, Tax wildlife magazines
• More specific items or other funding needs to be looked at
• Education and motivation to increase donations of both time and money by interested individuals
• No more taxes or surcharges--make do with the money we have coming in now!
• People are so hardened with these extra charges that the poor man--tho' he may be an avid hunter cannot go hunting. He has to spend 5 to 10 cents of ever $1 he makes for groceries & clothing for his family. Think about it while you highly paids figure out how to tax the poor.
• Strongly oppose to many taxes on people
• No taxes raised!

Table A-6. Suggestions made by the respondents in regard to changing the name of the Nongame Wildlife Program. Comments are typed as they were written by the respondents. Each of the following names was listed only once.

Suggested Names
Wildlife Preservation
O-SO-SAFE Oklahoma State Organized Studies of Animal and Fish Environments
Nongame Wildlife Conservation Program
Wildlife Enhancement and Perpetuation Program
Wildlife Conservation Program
S.O.A.R.I.N.G. Study of Observation Areas & Research Into Nongame Wildlife Group
Diversified Wildlife Management
Keep the "Wild" Life in the "Woods"
Okla. Endangered Wildlife Protection Program
Why Change????
But what is most accurate?
No opinion

Table A-7. Comments made by the respondents in regard to ever donating money to Oklahoma's Nongame Wildlife Program. Comments are typed as they were written by the respondents and are grouped in regard to similarities of reasons. Each of the following reasons was listed only once.

Donated	Reason(s) why or why not
Yes	Hunting & fishing license
Yes	My son has Dr.'s degree in wildlife
Yes	I didn't know the name of the program, but we have contributed
Yes	Someone solicited at my door
No	Would like to know how money is spent
No	I do not know how the NWP spends the money
No	I would, but don't know how to
No	Where do monies go? how are donations spent?
No	Don't remember how to do it
No	Who & where to send it
No	Don't know where my money goes.
No	I must pick the charities to which I donate very carefully. Others are more important to me.
No	Just don't want to
No	Large number of organizations asking for donations, cannot fund them all
No	Not convenient
No	Not a priority for me
No	No interest
No	Just moved to this state 5 months ago
No	Not a resisent, military transient
No	Just moved to Oklahoma
No	Just moved in
No	Just moved to Oklahoma
No	Is there any literature about the program? There is a lot of nongame wildlife that I don't care to propagate, black widow spiders, mosquitos, stinging flies, for instance.
No	Is this program responsible for the Beavers Bend trout stream, I would like to know what improvements this program has done, and how it has benefited Oklahoma wildlife
No	Do not know
No	Never heard about it

Table A-7. Continued.

Donated	Reason(s) why or why not
No	Jobs in this field are extremely political & when my friend gets a job with the DWC then I'll donate.
No	Rather support game instead of nongame programs
No	You stop the open acres hunting program
No	Coyotes should be extinct. They killed 1/2 of my goats in one season.
No	I am disabled and on a very limited amount of money. It's hard to live on less than $500 a month.
No	Short of money
No	I'm on Social Security, I wish I could
No	I have a hunting lic. that provides for land and wildlife management and I do enjoy all wildlife
No	I thought hunting and fishing license supported this.
No	Paying to much in taxes now!
No	Assumed it was funded by the goverment

Table A-8. Opinions regarding Oklahoma's Nongame Wildlife Program that were expressed by the respondents. Comments are typed as they were written by the respondents and are grouped in regard to similarities. Each of the following comments was listed only once.

Comments
Support for ONWP
• If the money goes to saving endangered species, I fully support it.
• I am in support of nongame wildlife conservation that does not interfere with privately owned land
• I feel that nongame animals are overlooked. I personally watch & feed birds. I do think you are doing a good job with your wildlife programs, but more needs to be done for the endangered species. Once they are gone, they are gone forever.
• I support means to prevent exterminaion of our wildlife--someone needs to speak for those who can't speak for themselves.
• We enjoy hiking trough the wildlife refuge north of Fort Sill and would not be opposed to preserving the wildlife present.
• I would like to see this program move forward. I will suport your efforts.
• I support it 100%.
• Keep up the good work
• I believe this program is crucial in regards to facilitating appropriate management of Oklahoma's fish & wildlife. Our future generations need to be able to have fish & wildlife in Oklahoma like we have had.
• So far so good
• From this survey it sounds like a good idea
• Great--go for it--all wildlife deserves a break--keep up the good work
• It's important to get people other than hunters or fishermen involved in outdoor & nature related activities, so the nongame program is a good thing.
• It sounds like a good idea to me.
• It is very interesting what I have read in this survey
• A must. At the rate of population growth and the destruction of habitat, the wildlife will reach a destructive level. Farmers are becoming uneasy from damage done to crops because of over population and not enough cover
Negative comments toward funding
• Good cause--but funding needs to be voluntary or from people it benefits directly
• Wildlife programs should not be tax funded. Private donations only.
• Nice idea--donations only--no fees or taxes
• Funding should come from donations instead of increases in fines of fees.
• Spend the dollars in order to please a majority of the people
• I fear that those who hunt & fish will again bear the burdens for "saving" species touted(?) by those who oppose sport hunting and fishing.
• If people are forced to support this program, it will fail/ no more taxes
• One more way to waste tax payers money
• The money should be spent on human needs
• Funds should be raised by voluntary contributions. If people aren't willing to contribute they should not have a free lunch.

Table A-8. Continued.

Comments
Do not know about ONWP
• I don't know anything about it to give an opinion.
• Not familiar with the program
• I dident know anything about it, but I can and will support it
• Not quite sure what they do
• Never herd of it, but sounds like its on the right track
• I don't know anything about OK nongame wildlife program
• I do not really know enough about it to have a valid opinion. I do believe we need a wildlife program—nongame or game—but some programs seem to radical to me. I don't know how Oklahoma's programs rates that way.
Inform/educate the public
• I believe that the public needs to be educated on this subject first. For example, I don't think that many know that the opossum is the only North American marsupial.
• Be more aggressive in providing information to the public.
• Educate the public
• I think it is an excellent opportunity to support wildlife and educate the public on the importance of nongame wildlife.
• I would encourage and support a expanded mass media program for general public information and education. Also, consider introductory programs for public schools to expand younger participation.
• There could be established a program to inform the public thru PSA and thru the school system to inform and teach people the importance of preserving wildlife.
• Present programs at schools (very important), fairs. Have a van/truck that goes to parks with displays, info....The Wildlife Wagon
• I think there should be more programs for children in Oklahoma such as a fishing camps, in small towns such as Woodward. A lot of people can't aford to travel to a big town far away. I as a parent of twins that are 5 y. old would be glad to help in any way I can.
Negative comments toward programs
• I dislike the this is our refuge attitude of the personel who operate the Wichita Mountain Refuge. If they restrict much more, I wont be worth going to.
• Please find out why they open a hunting area in Woodward County & you have to be drawn to hunt there. I have never seen app. a Walmart!
• I think all trought lines should be done away with.
• Work with landowners STOP buying land
• I am greatly concerned about the absence of bobwhite quails in this area (there are none) I think it is caused by the influx of the cattle egrets there are lots of them.
• We must have more parks/wildlife areas that are free. I even think twice now before I promise my family a day at the zoo, etc. Why do poor people, new families, and large families do in today's world to be with nature?

Table A-8. Continued.

Comments

Suggested sources for funding

- Have congress cut spending and there would be more funds.
- Push for a state tax to provide funding.
- Impose more severe penalties on poachers, and upon those who engage in illegal dumping in rural areas. Channel these funds to support the Nongame Wildlife Program
- A nominal user fee to use state parks would not deter use and raise necessary funds
- Have available user permits

Need more information

- Living in the center of the panhandle it seems to me that we don't always have access to the programs and all the information available to the rest of the state. I think we need more out here. Thank you.
- Need more public information, what's being done and where. I watch OETA, their is good programs on it, but more publication would helpExcept for Outdoor Oklahoma there is not any public nowledge of nongame wildlife programs to this date in the city in live in Please help
- I would like more information on what this program is involved with before making a donation, are they responsible for introducing rainbow trout to southeast oklahoma, and are they involved with the wetlands and duck refuges in Oklahoma
- Need to reach newcomers to the state. List of various projects--how they help citizens of Oklahoma directly or indirectly--what people can do for you--what you can do for them--more environ. ed. for public.

No support for ONWP

- Where I live I can observe wildlife without a fancy program. Highly urbanized areas have the problem.
- I think it's need's some work
- Sorry, but its just not high on my list of priorities
- When rodents infringe on the use of personal propety and impede on mans right as to the use of his property I protest.

Misinformed comments

- A hunting lic. pays for all types of wildlife manegement--you should know Don't!! increase my taxes!!!
- Hunting licenses should not be used to support it
- If there is so much funding for these different programs, why can't one person who has a degree in this field, find a job. I don't understand, he is willing to transfer anywhere in Oklahoma and aced all of the tests he's had to take when applying & they won't even call him back. Why don't they let these kids in college, who are working toward this degree, know that there will be no jobs available when they get out.

Misc. comments

- It needs more input to be preserved better.
- We live in Grove, a very scenic area. We like to observe wildlife and the lake in casual ways by going to the local parks when we have free time. Ocassionally go to zoos in the city. an view many birds from our windows at home.

APPENDIX B

OVERALL SURVEY RESULTS

Table B-1. Total response to membership in wildlife/outdoor organizations, n=376.

Organizations	Frequency*	Percent**	Conf. Int.
Birding	6	1.60	1.268
Gardening	18	4.79	2.159
Fishing	67	17.82	3.868
Hunting	63	16.76	3.775
Trapping	2	0.53	0.734
Other	43	11.44	3.217
None	260	69.15	4.669

*The sum of the frequencies will be greater than n.
**The sum of the percentages will be greater than 100%.

Table B-2. Total response to participation in wildlife/outdoor activities within the past year, n=397.

Activities	Frequency*	Percent**	Conf.Int.
Bird watching	116	29.22	4.474
Bird feeding	164	41.31	4.844
Hiking	137	34.51	4.676
Camping	161	40.55	4.830
Canoeing/rafting	48	12.09	3.207
Horseback riding	45	11.34	3.119
Hunting	137	34.51	4.676
Fishing	238	59.95	4.820
Trapping	3	0.76	0.852
Nature photography	69	17.38	3.728
Visiting zoos/aquaria	144	36.27	4.729
Landscaping for wildlife	40	10.08	2.961
Observing wildlife at home	179	45.09	4.895
Visiting an area solely to watch wildlife	98	24.69	4.241
Other	14	3.53	1.814
None	31	7.81	2.639

*The sum of the frequencies will be greater than n.
** The sum of the percentages will be greater than 100%.

Table B-3. Total response to source of wildlife information, n=397.

Information Source	Frequency	Percent	Conf.Int.
Newspapers	230	57.93	4.856
Radio	89	22.42	4.102
Television	273	68.77	4.559
Magazines	261	65.74	4.668
Newsletters	64	16.12	3.617
Pamphlets	78	19.65	3.909
Books	144	36.27	4.729
Computers	16	4.03	1.935
Friends/relatives	174	43.83	4.881
Wildlife officials/game wardens	92	23.17	4.151
Other	15	3.78	1.876
None	18	4.53	2.047

NOTE: The sum of the frequencies will be greater than n.
The sum of the percentages will be greater than 100%.

Table B-4. Total response to which two animal groups more information is needed, n=357.

Animal Group	Frequency	Percent	Conf.Int.
Insects	43	12.04	3.376
Fish	191	53.50	5.174
Amphibians	19	5.32	2.329
Reptiles	38	10.64	3.199
Birds	210	58.82	5.105
Mammals	185	51.82	5.183

NOTE: The sum of the frequencies will be greater than n.
The sum of the percentages will be greater than 100%.

Table B-5. Total response to importance of the following Wildlife Department programs.

Program	Frequency (4) Very Important	(3) Important	(2) Not Important	(1) Don't Know	n	Average
Creating trails and wildlife observation areas	125	168	58	23	374	3.056
Producing informative publications	89	200	54	28	371	2.943
Reintroducing fish and wildlife	215	119	20	24	378	3.389
Creating trails and wildlife observation areas	49	155	93	77	374	2.471
Fish and wildlife research and management	169	152	25	31	377	3.218
Endangered fish and wildlife research and management	160	128	49	31	368	3.133
Conducting educational workshops	87	173	67	42	369	2.827
Land acquisition in general	65	156	95	54	370	2.627
Acquiring land for rare fish and wildlife	84	137	102	47	370	2.697
Creating wildlife observation opportunities	84	193	61	34	372	2.879
Providing information on habitat improvement	120	173	43	38	374	3.003
Providing general wildlife information	112	209	32	26	379	3.074

Table B-6. Total response to having seen the nongame check-off logo before receiving the survey, n=387.

Answer	Frequency	Percent	Conf.Int.
No	231	59.69	4.887
Yes	114	29.46	4.542
Don't know	52	13.44	3.398

Table B-7. Total response to having heard or seen information about ONWP before receiving survey, n=396.

Answer	Frequency	Percent	Conf.Int.
No	236	59.60	4.833
Yes	118	29.80	4.505
Don't know	40	10.10	2.968

Table B-8. Total response to from where does the Wildlife Department receives most of its funding for wildlife that are not hunted or fished, n=393.

Funding Source	Frequency	Percent	Conf.Int.
State appropriations	30	7.63	2.625
Donations	56	14.25	3.456
Federal aid	16	4.07	1.954
State tax check-off	22	5.60	2.273
Wildlife license plate sales	3	0.76	0.861
Hunting/fishing license fees	39	9.92	2.956
Sales of Dept. merchandise	1	0.25	0.498
Don't know	196	49.87	4.943

Table B-9. Total response to which items a 3 to 5 percent increase in the wholesale price would be supported to help fund programs for wildlife that are not hunted or fished, n=387.

Items	Frequency	Percent	Conf.Int.
Binoculars	83	21.45	4.089
Camera/film	70	18.09	3.835
Bird seed	88	22.74	4.176
Camping equipment	113	29.20	4.530
Nature-related books	123	31.78	4.639
Recreational vehicles	118	30.49	4.587
None of the above	119	30.75	4.598
Other	36	9.30	2.894

NOTE: The sum of the frequencies will be greater than n.
The sum of the percentages will be greater than 100%.

Table B-10. Total response to questions 10 thru 13.

Question		Strongly Support	Mildly Support	Neutral	Mildly Oppose	Strongly Oppose	n	Average
10	A user fee charged to anyone not possessing a hunting or fishing license who uses Wildlife Department lands.	141	91	53	32	64	381	3.56
11	A user fee charged to ANYONE who uses Wildlife Department lands.	78	87	66	58	97	386	2.98
12	An increase in fines on automobile speeding violations by 25 cents per mile (an average of $3 per ticket).	95	79	68	36	107	385	3.05
13	A VOLUNTARY contribution box added to motor vehicle registration fees to use for wildlife that are not hunted or fished.	132	121	86	20	30	389	3.78

Table B-11. Total response to which name the Nongame Wildlife Program should change, n=371.

Names	Frequency	Percent	Conf.Int.
Nongame Wildlife Program (no change)	143	38.54	4.953
Wildlife Diversity Program	22	5.93	2.403
Fish & Wildlife Conservation Program	89	23.99	4.345
Natural Resources Program	22	5.93	2.403
Nongame & Endangered Wildlife Program	85	22.91	4.276
Other	10	2.70	1.648

Table B-12. Total response to having donated money to ONWP and why/why not, n=386.

Answer	Reason(s)	Frequency	Percent	Conf. Int.
No		**332**	**86.01**	**3.461**
	I was not aware of the program.	175	45.34	4.966
	I am not interested in nongame or endangered animal conservation.	24	6.22	2.409
	I do not approve of how the Nongame Wildlife Program spends the money.	11	2.85	1.660
	I could not afford to donate at this time.	110	28.50	4.503
	I did not feel my donation would "make a difference."	20	5.18	2.211
	I intended to, but forgot.	8	2.07	1.421
	Other	35	9.07	2.865
Yes		**54**	**13.99**	**3.461**
	I enjoy wildlife.	43	11.14	3.139
	I support the concept of wildlife conservation in general.	41	10.62	3.074
	I believe conservation for wildlife that are not hunted or fished has been overlooked and this is a chance for direct support.	20	5.18	2.211
	I support endangered species protection.	28	7.25	2.588
	The tax check-off is an easy way to contribute to the Nongame Program; if the check-off wasn't on the state tax form, I would not have donated.	17	4.40	2.047
	Other	1	0.26	0.507

Table B-13. Total response to gender n=381.

Gender	Frequency	Percent	Conf.Int.
Male	246	64.57	4.803
Female	135	35.43	4.803

Table B-14. Total response to age group, n=394.

Age Group	Frequency	Percent	Conf.Int.
18-25 years	19	4.82	2.115
26-35 years	78	19.80	3.935
36-45 years	88	22.34	4.113
46-55 years	83	21.07	4.027
56-65 years	45	11.42	3.141
65 years or older	81	20.56	3.990

Table B-15. Total response to race, n=388.

Race	Frequency	Percent	Conf.Int.
African-American	7	1.80	1.324
Asian or Pacific Islander	2	0.52	0.713
Native American	42	10.82	3.092
White, not of Hispanic origin	324	83.51	3.693
White, of Hispanic origin	10	2.58	1.577
Other	3	0.77	0.872

Table B-16. Total response to marital status, n=393.

Marital Status	Frequency	Percent	Conf.Int.
Never married	39	9.92	2.956
Married	267	67.94	4.614
Divorced/Separated	55	13.99	3.430
Widowed	32	8.14	2.704

Table B-17. Total response to level of education, n=392.

Education Level	Frequency	Percent	Conf.Int.
No formal education	0	0.00	0.000
Elementary (1-6)	2	0.51	0.705
Middle school (7-9)	10	2.55	1.561
High school (10-12)	72	18.37	3.833
Some trade school	22	5.61	2.278
Trade school graduate	28	7.14	2.550
Some college	109	27.81	4.435
College graduate	96	24.49	4.257
Master's degree	37	9.44	2.894
Doctoral degree	14	3.57	1.837
Other	2	0.51	0.705

Table B-18. Total response to living in which type of setting during the past year, n=398.

Setting	Frequency	Percent	Conf.Int.
In open country but not on a farm	28	7.04	2.513
On a farm	12	3.02	1.680
In a small city or town	152	38.19	4.773
In a medium-size city	123	30.90	4.540
In a suburb near a large city	40	10.05	2.954
In a large city	43	10.80	3.050

Table B-19. Total response to household income per year, n=367.

Income	Frequency	Percent	Conf.Int.
Less than $10,000	40	10.90	3.188
$10,000 - $20,000	66	17.98	3.929
$20,000 - $30,000	65	17.71	3.906
$30,000 - $40,000	58	15.80	3.732
$40,000 - $50,000	63	17.17	3.858
$50,000 - $75,000	50	13.62	3.510
$75,000 - $100,000	15	4.09	2.026
More than $100,000	10	2.72	1.666

Table B-20. Total response to receiving more information (optional), n=400.

Response	Frequency	Percent	Conf.Int.
Yes	176	44.00	4.865
No	224	56.00	4.865

APPENDIX C

SURVEY RESULTS BY POPULATION SIZE

Table C-1. Population size response to membership in wildlife/outdoor organizations.

Organizations	Large City *			Medium City **			Small City ***			Chi-Sq. df=2	Prob.
	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.		
Birding	2	1.52	2.087	3	2.22	2.485	1	0.92	1.792	0.662	0.718 [1]
Gardening	7	5.30	3.822	6	4.44	3.475	5	4.59	3.929	0.121	0.941
Fishing	21	15.91	6.240	23	17.04	6.342	23	21.10	7.660	1.187	0.552
Hunting	19	14.39	5.988	21	15.56	6.115	23	21.10	7.660	2.143	0.343
Trapping	0	0.00	0.000	0	0.00	0.000	2	1.83	2.516	4.925	0.085 [1]
Other	16	12.12	5.568	15	11.11	5.301	12	11.01	5.876	0.095	0.954
None	91	68.94	7.894	95	70.37	7.703	74	67.89	8.765	0.178	0.915
	* n=132			** n=135			*** n=109				

NOTE: The sum of the frequencies will be greater than n, and the sum of the percentages will be greater than 100%. Since respondents could choose more than one answer, Chi-square values were calculated for each.

[1] Chi-Square may not be a valid test since 50% of the cells have expected counts less than 5.

Table C-2. Population Size response of individuals to participation in wildlife/outdoor activities within the past year.

Activities	Large City *			Medium City **			Small City ***			Chi-Sq. df=2	Prob.
	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf Int.		
Bird watching	43	29.86	7.475	45	31.69	7.653	28	25.23	8.080	1.304	0.521
Bird feeding	64	44.44	8.116	65	45.77	8.195	35	31.53	8.644	6.129	0.047
Hiking	57	39.58	7.987	51	35.92	7.891	29	26.13	8.173	5.216	0.074
Camping	56	38.89	7.962	58	40.85	8.085	47	42.34	9.192	0.318	0.853
Canoeing/rafting	17	11.81	5.270	17	11.97	5.340	14	12.61	6.176	0.041	0.980
Horseback riding	15	10.42	4.989	17	11.97	5.340	13	11.71	5.982	0.194	0.908
Hunting	37	25.69	7.137	47	33.10	7.740	53	47.75	9.292	13.684	0.001
Fishing	76	52.78	8.154	82	57.75	8.125	80	72.07	8.346	10.166	0.006
Trapping	0	0.00	0.000	0	0.00	0.000	3	2.70	3.017	7.789	0.020
Nature photography	34	23.61	6.937	14	9.86	4.903	21	18.92	7.286	9.670	0.008
Visiting zoos/aquaria	63	43.75	8.103	54	38.03	7.985	27	24.32	7.982	10.528	0.005
Landscaping for wildlife	13	9.03	4.681	13	9.15	4.743	14	12.61	6.176	1.096	0.578
Observing wildlife at home	65	45.14	8.128	67	47.18	8.211	47	42.34	9.192	0.590	0.745
Visiting an area solely to watch wildlife	40	27.78	7.316	34	23.94	7.019	24	21.62	7.658	1.343	0.511
Other	4	2.78	2.684	4	2.82	2.721	6	5.41	4.207	1.599	0.449
None	13	9.03	4.681	8	5.63	3.792	10	9.01	5.326	1.452	0.484
	* n=144			** n=142			*** n=111				

NOTE: The sum of the frequencies will be greater than n. The sum of the percentages will be greater than 100%. Since respondents could choose more than one answer, chi-square values were calculated for each.

[1] Chi-Square may not be a valid test since 50% of the cells have expected counts less than 5.

Table C-3. Population size response to source of wildlife information.

Information Source	Large City *			Medium City **			Small City ***			Chi-Sq. df=2	Prob.
	Frequency	Percent	Conf.Int	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.		
Newspapers	88	60.69	7.950	82	58.16	8.143	60	59.41	9.577	1.140	0.565
Radio	33	22.76	6.824	31	21.99	6.836	25	24.75	8.417	0.026	0.987
Television	97	66.90	7.660	105	74.47	7.197	71	70.30	8.912	3.562	0.168
Magazines	96	66.21	7.699	92	65.25	7.860	73	72.28	8.730	0.029	0.986
Newsletters	30	20.69	6.593	16	11.35	5.235	18	17.82	7.464	4.615	0.100
Pamphlets	32	22.07	6.750	27	19.15	6.495	19	18.81	7.622	1.011	0.603
Books	49	33.79	7.699	53	37.59	7.995	42	41.58	9.612	0.609	0.738
Computers	7	4.83	3.489	6	4.26	3.332	3	2.97	3.311	0.763	0.683
Friends/relatives	61	42.07	8.035	63	44.68	8.206	50	49.50	9.751	0.291	0.865
Wildlife officials/game wardens	26	17.93	6.244	25	17.73	6.304	41	40.59	9.577	16.395	0.000
Other	6	4.14	3.242	1	0.71	1.385	8	7.92	5.267	7.294	0.026
None	7	4.83	3.489	4	2.84	2.740	7	6.93	4.953	1.773	0.412
		* n=145			** n=141			*** n=101			

NOTE: The sum of the frequencies will be greater than n. The sum of the percentages will be greater than 100%. Since respondents could choose more than one answer, chi-square values were calculated for each.

Table C-4. Population size response to which two animal groups more information is needed.

Animal Group	Large City *			Medium City **			Small City ***			Chi-sq. df=2	Prob.
	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.		
Insects	17	12.98	5.755	17	13.71	6.054	9	8.82	5.505	1.431	0.489
Fish	61	46.56	8.542	69	55.65	8.744	61	59.80	9.515	4.391	0.111
Amphibians	8	6.11	4.101	8	6.45	4.324	3	2.94	3.279	1.622	0.445
Reptiles	16	12.21	5.607	14	11.29	5.570	8	7.84	5.218	1.235	0.539
Birds	77	58.78	8.429	78	62.90	8.503	55	53.92	9.674	1.864	0.394
Mammals	65	49.62	8.562	65	52.42	8.790	55	53.92	9.674	0.453	0.797
	* n=131			** n=124			*** n=102				

NOTE: The sum of the frequencies will be greater than n, and the sum of the percentages will be greater than 100%. Since respondents could choose more than one answer, chi-square values were calculated for each.

Table C-5. Population size response to importance of the following Wildlife Department programs.

Program	Large City - Frequency (4) Very Important	(3) Important	(2) Not Important	(1) Don't Know	n	Average
Creating trails and wildlife observation areas	51	60	17	7	135	3.148
Producing informative publications	28	79	17	9	133	2.947
Reintroducing fish and wildlife	77	45	8	6	136	3.419
Creating trails and wildlife observation areas	33	52	34	17	136	2.743
Fish and wildlife research and management	60	58	10	7	135	3.267
Endangered fish and wildlife research and management	59	48	14	11	132	3.174
Conducting educational workshops	29	69	22	14	134	2.843
Land acquisition in general	30	52	33	20	135	2.681
Acquiring land for rare fish and wildlife	32	55	31	15	133	2.782
Creating wildlife observation opportunities	35	67	20	13	135	2.919
Providing information on habitat improvement	45	60	14	14	133	3.023
Providing general wildlife information	38	74	12	9	133	3.060

Table C-5. (Continued).

Program	Medium City - Frequency (4) Very Important	(3) Important	(2) Not Important	(1) Don't Know	n	Average
Creating trails and wildlife observation areas	42	65	21	3	131	3.115
Producing informative publications	35	71	20	4	130	3.054
Reintroducing fish and wildlife	73	47	6	8	134	3.381
Creating facilities for outdoor classrooms	29	54	33	15	131	2.740
Fish and wildlife research and management	55	63	8	7	133	3.248
Endangered fish and wildlife research and management	54	50	19	7	130	3.162
Conducting educational workshops	35	53	32	11	131	2.855
Land acquisition in general	24	63	31	14	132	2.735
Acquiring land for rare fish and wildlife	26	55	34	14	129	2.721
Creating wildlife observation opportunities	31	97	23	10	161	2.925
Providing information on habitat improvement	39	62	20	13	134	2.948
Providing general wildlife information	45	73	12	7	137	3.139

Table C-5. (Continued).

Program	Small City - Frequency (4) Very Important	(3) Important	(2) Not Important	(1) Don't Know	n	Average	Chi-sq df=6	Prob.
Creating trails and wildlife observation areas	32	43	20	13	108	2.870	13.440	0.037
Producing informative publications	26	50	17	15	108	2.806	12.619	0.050
Reintroducing fish and wildlife	65	27	6	10	108	3.361	4.994	0.545
Creating facilities for outdoor classrooms	15	49	26	17	107	2.579	5.081	0.533
Fish and wildlife research and management	54	31	7	17	109	3.119	16.936	0.010
Endangered fish and wildlife research and management	47	30	16	13	106	3.047	6.483	0.371
Conducting educational workshops	23	51	13	17	104	2.769	10.992	0.089
Land acquisition in general	11	41	31	20	103	2.417	10.201	0.116
Acquiring land for rare fish and wildlife	26	27	37	17	107	2.579	10.466	0.106
Creating wildlife observation opportunities	18	59	18	11	106	2.792	3.520	0.741
Providing information on habitat improvement	36	51	9	11	107	3.047	3.074	0.799
Providing general wildlife information	29	62	8	10	109	3.009	2.709	0.844

Table C-6. Population size response to having seen the nongame check-off logo before receiving the survey.

	Large City *			Medium City **			Small City ***		
Answer	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
No	85	59.86	8.063	81	57.45	8.161	65	59.09	9.188
Yes	42	29.58	7.507	43	30.50	7.599	29	26.36	8.234
Don't know	18	12.68	5.472	18	12.77	5.508	16	14.55	6.589
		* n=142			** n=141			*** n=110	

Note: Chi-square =0.636, d=4, probability =0.959

Table C-7. Population size response to having heard or seen information about ONWP before receiving the survey.

	Large City*			Medium City**			Small City***		
Answer	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
No	83	58.45	8.106	89	63.12	7.964	64	57.66	9.192
Yes	43	30.28	7.557	40	28.37	7.441	35	31.53	8.644
Don't know	16	11.27	5.201	12	8.51	4.606	12	10.81	5.777
	* n=142			** n=141			*** n=111		

Note: Chi-square =1.198, df=4, probability =0.878

Table C-8. Population size response to from where does the Wildlife Department receives most of its funding for wildlife that are not hunted or fished.

	Large City *			Medium City **			Small City ***		
Funding Source	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
State appropriations	13	9.03	4.681	12	8.57	4.637	5	4.59	3.928
Donations	20	13.89	5.649	17	12.14	5.411	19	17.43	7.122
Federal aid	9	6.25	3.954	5	3.57	3.074	2	1.83	2.520
State tax check-off	6	4.17	3.264	7	5.00	3.610	9	8.26	5.167
Wildlife license plate sales	0	0.00	0.000	0	0.00	0.000	3	2.75	3.071
Hunting/fishing license fees	26	18.06	6.283	28	20.00	6.626	15	13.76	6.467
Sales of Dept. merchandise	0	0.00	0.000	1	0.71	1.395	0	0.00	0.000
Don't know	70	48.61	8.164	70	50.00	8.283	56	51.38	9.383
	* n=144			** n=140			*** n=109		

Note: Chi-square =19.284, df=14, probability =0.154
Chi-square may not be a valid test since 29% of the cells have expected counts less than 5.

Table C-9. Population size response to which items a 3 to 5 percent increase in the wholesale price would be supported to help fund programs for wildlife that are not hunted or fished.

Items	Large City *			Medium City **			Small City ***			Chi-sq. df=2	Prob.
	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.		
Binoculars	27	19.15	6.495	26	18.98	6.566	30	27.52	8.385	3.326	0.190
Camera/film	25	17.73	6.304	21	15.33	6.033	24	22.02	7.779	1.853	0.396
Bird seed	39	27.66	7.383	27	19.71	6.661	22	20.18	7.535	3.065	0.216
Camping equipment	44	31.21	7.648	39	28.47	7.556	30	27.52	8.385	0.458	0.795
Nature-related books	49	34.75	7.860	45	32.85	7.865	29	26.61	8.296	1.992	0.369
Recreational vehicles	45	31.91	7.694	46	33.58	7.908	27	24.77	8.104	2.433	0.296
None of the above	45	31.91	7.694	38	27.74	7.497	36	33.03	8.829	0.939	0.625
Other	12	8.51	4.606	13	9.49	4.907	11	10.09	5.655	0.191	0.909
		* n=141			** n=137			*** n=109			

NOTE: The sum of the frequencies will be greater than n. The sum of the percentages will be greater than 100%. Since respondents could choose more than one answer, chi-square values were calculated for each.

Table C-10. Population size response to questions 10 thru 13

Question		Large City Responses							Medium City Responses						
		Strongly Support	Mildly Support	Neutral	Mildly Oppose	Strongly Oppose	n	Average	Strongly Support	Mildly Support	Neutral	Mildly Oppose	Strongly Oppose	n	Average
10	A user fee charged to anyone not possessing a hunting or fishing license who uses Wildlife Department lands.	47	40	18	14	19	138	3.59	48	35	24	12	18	137	3.61
11	A user fee charged to ANYONE who uses Wildlife Department lands	28	35	27	20	29	139	3.09	25	30	28	24	33	140	2.93
12	An increase in fines on automobile speeding violations by 25 cents per mile (an average of $3 per ticket)	33	28	32	13	34	140	3.09	30	37	15	18	38	138	3.02
13	A VOLUNTARY contribution box added to motor vehicle registration fees to use for wildlife that are not hunted or fished.	55	46	27	3	11	142	3.92	49	39	31	11	9	139	3.78

Table C-10. (Continued).

Question		Small City Responses							Chi-Sq.	
		Strongly Support	Mildly Support	Neutral	Mildly Oppose	Strongly Oppose	n	Average	df=8	Prob.
10	A user fee charged to anyone not possessing a hunting or fishing license who uses Wildlife Department lands.	46	16	11	6	27	106	3.45	17.098	0.029
11	A user fee charged to ANYONE who uses Wildlife Department lands.	25	22	11	14	35	107	2.89	9.954	0.268
12	An increase in fines on automobile speeding violations by 25 cents per mile (an average of $3 per ticket).	32	14	21	5	35	107	3.03	19.351	0.013
13	A VOLUNTARY contribution box added to motor vehicle registration fees to use for wildlife that are not hunted or fished	28	36	28	6	10	108	3.61	11.098	0.350

Table C-11. Population size response to which name the Nongame Wildlife Program should change.

Names	Large City *			Medium City **			Small City ***		
	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
Nongame Wildlife Program (no change)	38	28.36	7.632	51	37.78	8.179	54	52.94	9.687
Wildlife Diversity Program	10	7.46	4.449	5	3.70	3.186	7	6.86	4.906
Fish & Wildlife Conservation Program	41	30.60	7.802	37	27.41	7.524	11	10.78	6.020
Natural Resources Program	7	5.22	3.767	11	8.15	4.615	4	3.92	3.767
Nongame & Endangered Wildlife Program	34	25.37	7.368	28	20.74	6.840	23	22.55	8.110
Other	4	2.99	2.881	3	2.22	2.487	3	2.94	3.279
		* n=134			** n=135			*** n=102	

Note: Chi-square =24.173, df=10, probability = 0.007

Table C-12. Population size response to having donated money to ONWP and why/why not.

Answer	Reason(s)	Large City *		
		Frequency	Percent	Conf. Int.
No		**118**	**83.69**	**6.099**
	I was not aware of the program.	61	43.26	8.178
	I am not interested in nongame or endangered animal conservation.	10	7.09	4.237
	I do not approve of how the Nongame Wildlife Program spends the money.	1	0.71	1.385
	I could not afford to donate at this time.	39	27.66	7.383
	I did not feel my donation would "make a difference."	9	6.38	4.035
	I intended to, but forgot.	2	1.42	1.952
	Other	15	10.64	5.089
Yes		**23**	**16.31**	**6.099**
	I enjoy wildlife.	20	14.18	5.759
	I support the concept of wildlife conservation in general.	20	14.18	5.759
	I believe conservation for wildlife that are not hunted or fished has been overlooked and this is a chance for direct support.	9	6.38	4.035
	I support endangered species protection.	15	10.64	5.089
	The tax check-off is an easy way to contribute to the Nongame Program; if the check-off wasn't on the state tax form, I would not have donated.	9	6.38	4.035
	Other	2	1.42	1.952

* n=141

Note: Chi-square =2.845, df=2, probability =0.241

Table C-12. (Continued).

Answer	Reason(s)	Medium City **		
		Frequency	Percent	Conf. Int.
No		**116**	**84.67**	**6.033**
	I was not aware of the program.	72	52.55	8.362
	I am not interested in nongame or endangered animal conservation.	7	5.11	3.687
	I do not approve of how the Nongame Wildlife Program spends the money.	5	3.65	3.140
	I could not afford to donate at this time.	35	25.55	7.303
	I did not feel my donation would "make a difference."	6	4.38	3.427
	I intended to, but forgot.	2	1.46	2.008
	Other	11	8.03	4.550
Yes		**21**	**15.33**	**6.033**
	I enjoy wildlife.	17	12.41	5.521
	I support the concept of wildlife conservation in general.	14	10.22	5.072
	I believe conservation for wildlife that are not hunted or fished has been overlooked and this is a chance for direct support.	7	5.11	3.687
	I support endangered species protection.	9	6.57	4.149
	The tax check-off is an easy way to contribute to the Nongame Program; if the check-off wasn't on the state tax form, I would not have donated.	6	4.38	3.427
	Other	1	0.73	1.425

** n=137

Note: Chi-square =2.845, df=2, probability =0.241

Table C-12. (Continued).

Answer	Reason(s)	Small City *** Frequency	Percent	Conf. Int.
No		**98**	**90.74**	**5.467**
	I was not aware of the program.	41	37.96	9.153
	I am not interested in nongame or endangered animal conservation.	7	6.48	4.643
	I do not approve of how the Nongame Wildlife Program spends the money.	5	4.63	3.963
	I could not afford to donate at this time.	36	33.33	8.891
	I did not feel my donation would "make a difference."	5	4.63	3.963
	I intended to, but forgot.	4	3.70	3.562
	Other	9	8.33	5.213
Yes		**10**	**9.26**	**5.467**
	I enjoy wildlife.	6	5.56	4.320
	I support the concept of wildlife conservation in general.	7	6.48	4.643
	I believe conservation for wildlife that are not hunted or fished has been overlooked and this is a chance for direct support.	4	3.70	3.562
	I support endangered species protection.	4	3.70	3.562
	The tax check-off is an easy way to contribute to the Nongame Program; if the check-off wasn't on the state tax form, I would not have donated.	2	1.85	2.543
	Other	4	3.70	3.562

*** n=108

Note: Chi-square =2.845, df=2, probability =0.241

Table C-13. Population size response to gender.

Gender	Large City *			Medium City **			Small City ***		
	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
Male	80	56.74	8.178	94	69.12	7.765	72	69.23	8.870
Female	61	43.26	8.178	42	30.88	7.765	32	30.77	8.870
	* n=141			** n=136			*** n=104		

Note: Chi-square =5.998, df=2, probability =0.050

Table C-14. Population size response to age group.

	Large City *			Medium City **			Small City ***		
Age Group	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
18-25 years	9	6.16	3.901	8	5.80	3.899	2	1.82	2.497
26-35 years	32	21.92	6.710	26	18.84	6.524	20	18.18	7.208
36-45 years	32	21.92	6.710	33	23.91	7.117	23	20.91	7.600
46-55 years	27	18.49	6.298	36	26.09	7.326	20	18.18	7.208
56-65 years	17	11.64	5.203	11	7.97	4.519	17	15.45	6.755
65 years or older	29	19.86	6.472	24	17.39	6.324	28	25.45	8.141
		* n=146			** n=138			*** n=110	

Note: Chi-square =11.228, df=10, probability =0.340

Table C-15. Population size response to race.

Race	Large City *			Medium City **			Small City ***		
	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
African-American	6	4.17	3.264	1	0.73	1.425	0	0.00	0.000
Asian or Pacific Islander	1	0.69	1.356	1	0.73	1.425	0	0.00	0.000
Native American	12	8.33	4.514	18	13.14	5.657	12	11.21	5.979
White, not of Hispanic origin	122	84.72	5.876	113	82.48	6.365	89	83.18	7.088
White, of Hispanic origin	3	2.08	2.333	3	2.19	2.451	4	3.74	3.594
Other	0	0.00	0.000	1	0.73	1.425	2	1.87	2.566
	* n=144			** n=137			*** n=107		

Note: Chi-square =13.142, df=10, probability =0.216
Chi-Square may not be a valid test since 67% of the cells have expected counts less than 5.

Table C-16. Population size response to marital status.

Marital Status	Large City *			Medium City **			Small City ***		
	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
Never married	14	9.66	4.807	16	11.59	5.342	9	8.18	5.122
Married	94	64.83	7.772	94	68.12	7.775	79	71.82	8.407
Divorced/Separated	26	17.93	6.244	20	14.49	5.873	9	8.18	5.122
Widowed	11	7.59	4.310	8	5.80	3.899	13	11.82	6.033
	* n=145			** n=138			*** n=110		

Note: Chi-square =9.995, df=8, probability =0.265

Table C-17. Population size response to level of education.

Education Level	Large City *			Medium City **			Small City ***		
	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
No formal education	0	0.00	0.000	0	0.00	0.000	0	0.00	0.000
Elementary (1-6)	0	0.00	0.000	1	0.72	1.415	1	0.91	1.774
Middle school (7-9)	4	2.78	2.684	3	2.17	2.433	3	2.73	3.044
High school (10-12)	24	16.67	6.087	22	15.94	6.108	26	23.64	7.940
Some trade school	5	3.47	2.990	7	5.07	3.661	10	9.09	5.372
Trade school graduate	8	5.56	3.741	10	7.25	4.326	10	9.09	5.372
Some college	50	34.72	7.776	37	26.81	7.391	22	20.00	7.475
College graduate	33	22.92	6.865	38	27.54	7.453	25	22.73	7.832
Master's degree	16	11.11	5.133	13	9.42	4.874	8	7.27	4.853
Doctoral degree	4	2.78	2.684	6	4.35	3.403	4	3.64	3.498
Other	0	0.00	0.000	1	0.72	1.415	1	0.91	1.774
	* n=144			** n=138			*** n=110		

Note: Chi-square =18.485, df=20, probability =0.555
Chi-Square may not be a valid test since 42% of the cells have expected counts less than 5.

Table C-18. Population size response to living in which type of setting during the past year.

Setting	Large City *			Medium City **			Small City ***		
	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
In open country but not on a farm	8	5.52	3.716	10	7.09	4.237	10	8.93	5.281
On a farm	2	1.38	1.898	5	3.55	3.053	5	4.46	3.825
In a small city or town	14	9.66	4.807	46	32.62	7.739	92	82.14	7.093
In a medium-size city	68	46.90	8.123	50	35.46	7.896	5	4.46	3.825
In a suburb near a large city	15	10.34	4.957	25	17.73	6.304	0	0.00	0.000
In a large city	38	26.21	7.158	5	3.55	3.053	0	0.00	0.000
		* n=145			** n=141			*** n=112	

Note: Chi-square =200.599, df=10, probability =0.000

Table C-19. Population size response to household income per year.

Income	Large City *			Medium City **			Small City ***		
	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
Less than $10,000	12	8.63	4.669	9	7.20	4.531	19	18.45	7.491
$10,000 - $20,000	19	13.67	5.711	21	16.80	6.554	26	25.24	8.389
$20,000 - $30,000	22	15.83	6.068	21	16.80	6.554	22	21.36	7.915
$30,000 - $40,000	27	19.42	6.577	20	16.00	6.427	11	10.68	5.965
$40,000 - $50,000	27	19.42	6.577	22	17.60	6.676	14	13.59	6.618
$50,000 - $75,000	22	15.83	6.068	23	18.40	6.793	5	4.85	4.150
$75,000 - $100,000	7	5.04	3.636	4	3.20	3.085	4	3.88	3.731
More than $100,000	3	2.16	2.416	5	4.00	3.435	2	1.94	2.665
	* n=139			** n=125			*** n=103		

Note: Chi-square =27.434, df=14, probability =0.017

Table C-20. Population size response to receiving more information (optional).

	Large City *			Medium City **			Small City ***		
Response	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
Yes	71	48.63	8.107	57	40.14	8.063	64	57.14	9.165
No	75	51.37	8.107	85	59.86	8.063	48	42.86	9.165
	* n=146			** n=142			*** n=112		

Note: Chi-square =2.188, df=2, probability =0.335

APPENDIX D

SURVEY RESULTS BY GENDER

Table D-1. Gender response to membership in wildlife/outdoor organizations.

Organizations	Male * Frequency	Male * Percent	Male * Conf.Int.	Female ** Frequency	Female ** Percent	Female ** Conf.Int.	Chi.Sq. df=1	Prob.
Birding	3	1.28	1.440	2	1.60	2.200	0.600	0.807 '
Gardening	9	3.85	2.465	6	4.80	3.747	0.185	0.667
Fishing	54	23.08	5.399	10	8.00	4.756	12.643	0.000
Hunting	54	23.08	5.399	6	4.80	3.747	19.553	0.000
Trapping	0	0.00	0.000	1	0.80	1.562	1.877	0.171 '
Other	27	11.54	4.094	16	12.80	5.857	0.123	0.726
None	149	63.68	6.162	99	79.20	7.115	9.194	0.002
	* n=234			** n=125				

NOTE: The sum of the frequencies will be greater than n, and the sum of the percentages will be greater than 100%. Since respondents could choose more than one answer, Chi-square values were calculated for each.

' Chi-Square may not be a valid test since 50% of the cells have expected counts less than 5.

Table D-2. Gender response to participation in wildlife/outdoor activities within the past year.

Activities	Male *			Female **			Chi-Sq. df=1	Prob.	
	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.			
Bird watching	62	25.41	5.463	48	35.82	8.118	4.544	0.033	
Bird feeding	92	37.70	6.081	64	47.76	8.457	3.609	0.057	
Hiking	85	34.84	5.978	47	35.07	8.080	0.002	0.963	
Camping	114	46.72	6.260	42	31.34	7.854	8.439	0.004	
Canoeing/rafting	31	12.70	4.179	15	11.19	5.338	0.185	0.667	
Horseback riding	26	10.66	3.872	18	13.43	5.774	0.649	0.421	
Hunting	114	46.72	6.260	17	12.69	5.635	44.245	0.000	
Fishing	173	70.90	5.699	55	41.04	8.329	32.214	0.000	
Trapping	2	0.82	1.131	0	0.00	0.000	1.104	0.293	1
Nature photography	36	14.75	4.450	30	22.39	7.058	3.498	0.061	
Visiting zoos/aquaria	81	33.20	5.909	59	44.03	8.405	4.353	0.370	
Landscaping for wildlife	24	9.84	3.737	15	11.19	5.338	0.172	0.678	
Observing wildlife at home	103	42.21	6.197	68	50.75	8.465	2.542	0.111	
Visiting an area solely to watch wildlife	61	25.00	5.433	34	25.37	7.368	0.006	0.936	
Other	8	3.28	2.234	5	3.73	3.209	0.053	0.817	2
None	16	6.56	3.106	14	10.45	5.179	1.792	0.181	

* n=244 ** n=134

NOTE: The sum of the frequencies will be greater than n. The sum of the percentages will be greater than 100%. Since respondents could choose more than one anwer, chi-square values were calculated for each.

[1] Chi-Square may not be a valid test since 50% of the cells have expected counts less than 5.

[2] Chi-Square may not be a valid test since 25% of the cells have expected counts less than 5.

Table D-3. Gender response to source of wildlife information.

Information Source	Male *			Female **			Chi-Sq.	
	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	df=1	Prob.
Newspapers	147	60.49	6.147	70	51.85	8.429	2.651	0.103
Radio	57	23.46	5.328	28	20.74	6.840	0.367	0.544
Television	163	67.08	5.909	92	68.15	7.859	0.045	0.832
Magazines	171	70.37	5.741	76	56.30	8.367	7.591	0.006
Newsletters	39	16.05	4.615	20	14.81	5.993	0.100	0.751
Pamphlets	48	19.75	5.006	26	19.26	6.652	0.013	0.908
Books	88	36.21	6.043	51	37.78	8.179	0.091	0.763
Computers	11	4.53	2.614	5	3.70	3.186	0.145	0.703
Friends/relatives	107	44.03	6.242	57	42.22	8.332	0.116	0.734
Wildlife officials/game wardens	65	26.75	5.566	24	17.78	6.449	3.880	0.049
Other	7	2.88	2.103	8	5.93	3.983	2.112	0.146
None	8	3.29	2.243	10	7.41	4.418	3.241	0.072
	* n=243			** n=135				

NOTE: The sum of the frequencies will be greater than n. The sum of the percentages will be greater than 100%. Since respondents could choose more than one anwer, chi-square values were calculated for each.

Table D-4. Gender response to which two animal groups more information is needed.

Animal Group	Male * Frequency	Male * Percent	Male * Conf.Int.	Female ** Frequency	Female ** Percent	Female ** Conf.Int.	Chi-sq. df=1	Prob.
Insects	21	9.25	3.769	20	17.24	6.874	4.657	0.031
Fish	141	62.11	6.311	41	35.34	8.699	22.089	0.000
Amphibians	12	5.29	2.911	5	4.31	3.696	0.155	0.694
Reptiles	23	10.13	3.926	12	10.34	5.542	0.004	0.951
Birds	117	51.54	6.501	85	73.28	8.053	14.979	0.000
Mammals	117	51.54	6.501	59	50.86	9.098	0.014	0.905
		* n=227			** n=116			

NOTE: The sum of the frequencies will be greater than n, and the sum of the percentages will be greater than 100%. Since respondents could choose more than one answer, chi-square values were calculated for each.

Table D-5. Gender response to importance of the following Wildlife Department programs.

Program	Male - Frequency (4) Very Important	(3) Important	(2) Not Important	(1) Don't Know	n	Average
Creating trails and wildlife observation areas	55	121	42	15	233	2.927
Producing informative publications	50	125	43	14	232	2.909
Reintroducing fish and wildlife	136	79	10	13	238	3.420
Creating facilities for outdoor classrooms	34	94	73	33	234	2.551
Fish and wildlife research and management	117	90	15	15	237	3.304
Endangered fish and wildlife research and management	95	80	36	16	227	3.119
Conducting educational workshops	41	110	50	29	230	2.709
Land acquisition in general	39	96	67	29	231	2.628
Acquiring land for rare fish and wildlife	45	82	75	28	230	2.626
Creating wildlife observation opportunities	36	124	46	22	228	2.763
Providing information on habitat improvement	68	112	33	19	232	2.987
Providing general wildlife information	64	134	24	15	237	3.042

Table D-5. (Continued).

Program	Female - Frequency (4) Very Important	(3) Important	(2) Not Important	(1) Don't Know	n	Average	Chi-sq. df=3	Prob.
Creating trails and wildlife observation areas	62	44	13	6	125	3.296	25.214	0.000
Producing informative publications	34	65	10	14	123	2.967	10.019	0.018
Reintroducing fish and wildlife	71	34	8	10	123	3.350	2.571	0.463
Creating facilities for outdoor classrooms	40	56	16	13	125	2.984	24.476	0.000
Fish and wildlife research and management	44	56	8	15	123	3.049	7.833	0.050
Endangered fish and wildlife research and management	60	41	9	15	125	3.168	7.804	0.050
Conducting educational workshops	41	57	14	12	124	3.024	13.598	0.004
Land acquisition in general	24	53	24	22	123	2.642	4.754	0.191
Acquiring land for rare fish and wildlife	36	50	21	17	124	2.847	11.074	0.011
Creating wildlife observation opportunities	44	59	13	12	128	3.055	18.669	0.000
Providing information on habitat improvement	46	53	8	18	125	3.016	9.387	0.025
Providing general wildlife information	40	66	7	11	124	3.089	3.576	0.311

Table D-6. Gender response to having seen the nongame check-off logo before receiving the survey.

	Male *			Female **		
Answer	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
No	146	59.84	6.151	74	55.22	8.420
Yes	68	27.87	5.626	42	31.34	7.854
Don't know	30	12.30	4.120	18	13.43	5.774
		* n=244			** n=134	

Note: Chi-square =0.763, d=2, probability =0.383

Table D-7. Gender response to having heard or seen information about ONWP before receiving survey.

	Male			Female		
Answer	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
No	146	60.08	6.158	79	59.40	8.346
Yes	78	32.10	5.870	33	24.81	7.341
Don't know	19	7.82	3.376	21	15.79	6.197
	* n=243			** n=133		

Note: Chi-square =6.686, df=2, probability =0.035

Table D-8. Gender response to from where does the Wildlife Department receives most of its funding for wildlife that are not hunted or fished.

	Male *			Female **		
Funding Source	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
State appropriations	27	11.20	3.982	2	1.50	2.068
Donations	35	14.52	4.448	19	14.29	5.947
Federal aid	10	4.15	2.518	4	3.01	2.903
State tax check-off	16	6.64	3.143	3	2.26	2.524
Wildlife license plate sales	1	0.41	0.812	1	0.75	1.468
Hunting/fishing license fees	52	21.58	5.194	13	9.77	5.047
Sales of Dept. merchandise	0	0.00	0.000	1	0.75	1.468
Don't know	100	41.49	6.221	90	67.67	7.949
	* n=241			** n=133		

Note: Chi-square =34.363, df=7, probability =0.000
Chi-Square may not be a valid test since 31% of the cells have expected counts less than 5.

Table D-9. Gender response to which items a 3 to 5 percent increase in the wholesale price would be supported to help fund programs for wildlife that are not hunted or fished.

Items	Male *			Female **			Chi-sq. df=1	Prob.
	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.		
Binoculars	46	18.93	4.926	31	24.41	7.471	1.520	0.218
Camera/film	42	17.28	4.754	23	18.11	6.698	0.039	0.843
Bird seed	50	20.58	5.083	35	27.56	7.771	2.298	0.130
Camping equipment	65	26.75	5.566	42	33.07	8.182	1.622	0.203
Nature-related books	68	27.98	5.644	49	38.58	8.466	4.334	0.037
Recreational vehicles	69	28.40	5.670	45	35.43	8.319	1.938	0.164
None of the above	82	33.74	5.945	31	24.41	7.471	3.427	0.064
Other	22	9.05	3.608	13	10.24	5.272	0.136	0.712
	* n=243			** n=127				

NOTE: The sum of the frequencies will be greater than n. The sum of the percentages will be greater than 100%. Since respondents could choose more than one answer, chi-square values were calculated for each.

Table D-10. Gender response to questions 10 thru 13.

Question		Male Responses							Female Responses							Chi-Sq.	
		Strongly Support	Mildly Support	Neutral	Mildly Oppose	Strongly Oppose	n	Average	Strongly Support	Mildly Support	Neutral	Mildly Oppose	Strongly Oppose	n	Average	df=4	Prob.
10	A user fee charged to anyone not possessing a hunting or fishing license who uses Wildlife Department lands.	97	54	32	21	34	238	3.67	38	36	20	11	25	130	3.39	5.424	0.247
11	A user fee charged to ANYONE who uses Wildlife Department lands.	52	49	40	37	64	242	2.95	22	36	24	21	27	130	3.04	4.275	0.370
12	An increase in fines on automobile speeding violations by 25 cents per mile (an average of $3 per ticket).	54	54	40	23	68	239	3.01	39	24	25	12	32	132	3.20	3.247	0.517
13	A VOLUNTARY contribution box added to motor vehicle registration fees to use for wildlife that are not hunted or fished.	81	74	53	17	19	244	3.74	45	41	30	3	10	129	3.84	7.337	0.197

Table D-11. Gender response to which name the Nongame Wildlife Program should change.

Names	Male *			Female **		
	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
Nongame Wildlife Program (no change)	92	39.66	6.295	44	35.77	8.471
Wildlife Diversity Program	8	3.45	2.348	14	11.38	5.613
Fish & Wildlife Conservation Program	56	24.14	5.506	28	22.76	7.410
Natural Resources Program	19	8.19	3.529	3	2.44	2.726
Nongame & Endangered Wildlife Program	49	21.12	5.252	32	26.02	7.753
Other	8	3.45	2.348	2	1.63	2.235
		* n=232			** n=123	

Note: Chi-square =14.626, df=5, probability = 0.012

Table D-12. Gender response to having donated money to ONWP and why/why not.

Answer	Reason(s)	Male *		
		Frequency	Percent	Conf. Int.
No		**201**	**83.75**	**4.667**
	I was not aware of the program.	110	45.83	6.304
	I am not interested in nongame or endangered animal conservation.	17	7.08	3.246
	I do not approve of how the Nongame Wildlife Program spends the money.	8	3.33	2.271
	I could not afford to donate at this time.	58	24.17	5.416
	I did not feel my donation would "make a difference."	12	5.00	2.757
	I intended to, but forgot.	6	2.50	1.975
	Other	23	9.58	3.724
Yes		**39**	**16.25**	**4.667**
	I enjoy wildlife.	29	12.08	4.124
	I support the concept of wildlife conservation in general.	29	12.08	4.124
	I believe conservation for wildlife that are not hunted or fished has been overlooked and this is a chance for direct support.	18	7.50	3.332
	I support endangered species protection.	19	7.92	3.416
	The tax check-off is an easy way to contribute to the Nongame Program; if the check-off wasn't on the state tax form, I would not have donated.	14	5.83	2.965
	Other	0	0.00	0.000

* n=240

Note: Chi-square =2.300, df=1, probability =0.129

Table D-12. (Continued).

Answer	Reason(s)	Female ** Frequency	Percent	Conf. Int.
No		**119**	**89.47**	**5.216**
	I was not aware of the program.	59	44.36	8.443
	I am not interested in nongame or endangered animal conservation.	7	5.26	3.795
	I do not approve of how the Nongame Wildlife Program spends the money.	2	1.50	2.068
	I could not afford to donate at this time.	48	36.09	8.162
	I did not feel my donation would "make a difference."	7	5.26	3.795
	I intended to, but forgot.	2	1.50	2.068
	Other	10	7.52	4.482
Yes		**14**	**10.53**	**5.216**
	I enjoy wildlife.	13	9.77	5.047
	I support the concept of wildlife conservation in general.	11	8.27	4.681
	I believe conservation for wildlife that are not hunted or fished has been overlooked and this is a chance for direct support.	2	1.50	2.068
	I support endangered species protection.	9	6.77	4.269
	The tax check-off is an easy way to contribute to the Nongame Program; if the check-off wasn't on the state tax form, I would not have donated.	3	2.26	2.524
	Other	1	0.75	1.468

** n=133

Note: Chi-square =2.300, df=1, probability =0.129

Table D-13. Gender response to age group.

	Male *			Female **		
Age Group	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
18-25 years	10	4.07	2.468	9	6.67	4.208
26-35 years	47	19.11	4.913	31	22.96	7.095
36-45 years	56	22.76	5.240	31	22.96	7.095
46-55 years	56	22.76	5.240	27	20.00	6.748
56-65 years	29	11.79	4.030	15	11.11	5.301
65 years or older	48	19.51	4.952	22	16.30	6.230
	* n=246			** n=135		

Note: Chi-square =2.649, df=5, probability =0.754

Table D-14. Gender response to race.

Race	Male *			Female **		
	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
African-American	6	2.49	1.967	1	0.75	1.457
Asian or Pacific Islander	1	0.41	0.812	1	0.75	1.457
Native American	25	10.37	3.850	14	10.45	5.179
White, not of Hispanic origin	199	82.57	4.789	115	85.82	5.906
White, of Hispanic origin	7	2.90	2.120	3	2.24	2.505
Other	3	1.24	1.400	0	0.00	0.000
	* n=241			** n=134		

Note: Chi-square =3.500, df=5, probability =0.623
Chi-Square may not be a valid test since 58% of the cells have expected counts less than 5.

Table D-15. Gender response to marital status.

	Male *			Female **		
Marital Status	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
Never married	29	11.84	4.045	10	7.41	4.418
Married	190	77.55	5.225	70	51.85	8.429
Divorced/Separated	20	8.16	3.429	32	23.70	7.174
Widowed	6	2.45	1.935	23	17.04	6.342
	* n=245			** n=135		

Note: Chi-square =50.307, df=4, probability =0.000

Table D-16. Gender response to level of education.

Education Level	Male *			Female **		
	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
No formal education	0	0.00	0.000	0	0.00	0.000
Elementary (1-6)	2	0.82	1.127	0	0.00	0.000
Middle school (7-9)	4	1.63	1.587	4	2.99	2.881
High school (10-12)	36	14.69	4.433	30	22.39	7.058
Some trade school	15	6.12	3.002	6	4.48	3.502
Trade school graduate	23	9.39	3.652	5	3.73	3.209
Some college	59	24.08	5.354	49	36.57	8.155
College graduate	68	27.76	5.607	26	19.40	6.696
Master's degree	23	9.39	3.652	13	9.70	5.011
Doctoral degree	13	5.31	2.807	1	0.75	1.457
Other	2	0.82	1.127	1	0.75	1.457
		* n=245			** n=134	

Note: Chi-square =22.690, df=10, probability =0.012
Chi-Square may not be a valid test since 36% of the cells have expected counts less than 5.

Table D-17. Gender response to living in which type of setting during the past year.

Setting	Male *			Female **		
	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
In open country but not on a farm	19	7.79	3.362	8	5.93	3.983
On a farm	9	3.69	2.365	3	2.22	2.487
In a small city or town	96	39.34	6.130	48	35.56	8.075
In a medium-size city	73	29.92	5.746	40	29.63	7.703
In a suburb near a large city	21	8.61	3.519	19	14.07	5.866
In a large city	26	10.66	3.872	17	12.59	5.597
		* n=244			** n=135	

Note: Chi-square =4.093, df=5, probability =0.536

Table D-18. Gender response to household income per year.

	Male *			Female **		
Income	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
Less than $10,000	17	7.59	3.468	20	15.75	6.335
$10,000 - $20,000	32	14.29	4.583	31	24.41	7.471
$20,000 - $30,000	40	17.86	5.016	23	18.11	6.698
$30,000 - $40,000	35	15.63	4.755	17	13.39	5.922
$40,000 - $50,000	45	20.09	5.247	17	13.39	5.922
$50,000 - $75,000	37	16.52	4.863	13	10.24	5.272
$75,000 - $100,000	10	4.46	2.705	4	3.15	3.038
More than $100,000	8	3.57	2.430	2	1.57	2.165
		* n=224			** n=127	

Note: Chi-square =15.815, df=7, probability =0.027

Table D-19. Gender response to receiving more information (optional).

	Male *			Female **		
Response	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
Yes	110	44.72	6.213	62	45.93	8.406
No	136	55.28	6.213	73	54.07	8.406
	* n=246			** n=135		

Note: Chi-square =0.052, df=1, probability =0.820

APPENDIX E

SURVEY RESULTS BY KNOWLEDGE OF ONWP

Table E-1. Knowledge of ONWP response to membership in wildlife/outdoor organizations.

Organizations	No Knowledge of ONWP			Knowledge of ONWP **			Don't Know ***			Chi.Sq.	
	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	df=2	Prob.
Birding	3	1.33	1.494	3	2.75	3.070	0	0.00	0.000	1.573	0.455 [1]
Gardening	8	3.54	2.409	7	6.42	4.602	2	5.71	7.687	1.504	0.471
Fishing	35	15.49	4.717	27	24.77	8.104	4	11.43	10.541	5.408	0.067
Hunting	32	14.16	4.545	29	26.61	8.296	2	5.71	7.687	11.565	0.003
Trapping	1	0.44	0.863	1	0.92	1.792	0	0.00	0.000	0.519	0.772 [1]
Other	18	7.96	3.529	22	20.18	7.535	3	8.57	9.274	11.039	0.004
None	167	73.89	5.727	60	55.05	9.339	28	80.00	13.252	14.411	0.001
	* n=226			** n=109			*** n=35				

NOTE: The sum of the frequencies will be greater than n, and the sum of the percentages will be greater than 100%. Since respondents could choose more than one answer, Chi-square values were calculated for each.

[1] Chi-Square may not be a valid test since 50% of the cells have expected counts less than 5

Table E-2. Knowledge of ONWP response of individuals to participation in wildlife/outdoor activities within the past year.

Activities	No Knowledge of ONWP *			Knowledge of ONWP **			Don't Know ***			Chi-Sq. df=2	Prob
	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf Int.		
Bird watching	56	24 03	5.487	51	43 22	8.938	8	20.00	12.396	15 789	0 000
Bird feeding	91	39.06	6.265	62	52.54	9.010	9	22.50	12 941	12.453	0.002
Hiking	75	32 19	5.999	49	41.53	8.891	13	32.50	14.515	3.126	0.210
Camping	88	37.77	6.225	57	48.31	9.016	15	37.50	15.003	3.813	0.149
Canoeing/rafting	28	12.02	4.175	17	14.41	6.336	3	7.50	8.163	1.359	0.507
Horseback riding	25	10.73	3.974	16	13.56	6.177	4	10.00	9.297	0.715	0.699
Hunting	68	29.18	5.837	58	49.15	9.020	10	25.00	13.419	15.648	0.000
Fishing	133	57 08	6.355	83	70.34	8.241	20	50.00	15.495	7.752	0.021
Trapping	1	0.43	0.839	2	1.69	2.329	0	0.00	0.000	1.993	0.369 [1]
Nature photography	36	15.45	4.641	26	22.03	7.478	6	15.00	11.066	2.540	0.281
Visiting zoos/aquaria	83	35.62	6.149	47	39.83	8.833	14	35.00	14.781	0.660	0.719
Landscaping for wildlife	17	7.30	3.339	20	16.95	6.770	3	7.50	8.163	8.309	0 016
Observing wildlife at home	99	42.49	6.347	63	53.39	9 001	17	42.50	15.320	3.943	0.139
Visiting an area solely to watch wildlife	55	23.61	5 453	39	33.05	8.487	4	10.00	9.297	9.105	0.011
Other	8	3.43	2.338	2	1.69	2.329	3	7.50	8.163	3.153	0.207 [2]
None	20	8.58	3.597	2	1.69	2.329	7	17.50	11.775	12.011	0.002
	* n=233			** n=118			*** n=40				

NOTE: The sum of the frequencies will be greater than n. The sum of the percentages will be greater than 100%. Since respondents could choose more than one anwer, chi-square values were calculated for each.

[1] Chi-Square may not be a valid test since 50% of the cells have expected counts less than 5.

[2] Chi-Square may not be a valid test since 33% of the cells have expected counts less than 5.

Table E-3. Knowledge of ONWP response to source of wildlife information

Information Source	No Knowledge of ONWP *			Knowledge of ONWP **			Don't Know ***			Chi-Sq. df=2	Prob.	
	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.			
Newspapers	133	57.08	6.355	76	64.41	8.639	19	47.50	15.476	3.872	0.144	
Radio	48	20.60	5.193	34	28.81	8.172	6	15.00	11.066	4.469	0.107	
Television	159	68.24	5.978	90	76.27	7.676	21	52.50	15.476	8.078	0.018	
Magazines	142	60.94	6.265	92	77.97	7.478	24	60.00	15.182	10.823	0.004	
Newsletters	25	10.73	3.974	33	27.97	8.098	5	12.50	10.249	17.648	0.000	
Pamphlets	31	13.30	4.361	39	33.05	8.487	7	17.50	11.775	19.448	0.000	
Books	73	31.33	5.956	58	49.15	9.020	11	27.50	13.838	12.255	0.002	
Computers	7	3.00	2.192	8	6.78	4.536	1	2.50	4.838	3.133	0.209	1
Friends/relatives	105	45.06	6.389	57	48.31	9.016	12	30.00	14.202	4.127	0.127	
Wildlife officials/game wardens	43	18.45	4.981	40	33.90	8.541	8	20.00	12.396	10.729	0.005	
Other	11	4.72	2.723	4	3.39	3.265	0	0.00	0.000	2.154	0.341	1
None	11	4.72	2.723	1	0.85	1.654	4	10.00	9.297	6.958	0.031	1
		* n=233			** n=118			*** n=40				

NOTE: The sum of the frequencies will be greater than n. The sum of the percentages will be greater than 100%. Since respondents could choose more than one answer, chi-square values were calculated for each.

1 Chi-Square may not be a valid test since 33% of the cells have expected counts less than 5.

Table E-4. Knowledge of ONWP response to which two animal groups more information is needed.

Animal Group	No Knowledge of ONWP *			Knowledge of ONWP **			Don't Know ***			Chi-sq. df=2	Prob.
	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.		
Insects	26	12.21	4.396	14	13.08	6.390	3	9.38	10.099	0.316	0.854
Fish	120	56.34	6.661	53	49.53	9.474	15	46.88	17.290	1.929	0.381
Amphibians	9	4.23	2.702	6	5.61	4.359	3	9.38	10.099	1.598	0.450
Reptiles	25	11.74	4.323	13	12.15	6.190	0	0.00	0.000	4.272	0.118
Birds	126	59.15	6.601	65	60.75	9.253	17	53.13	17.290	0.593	0.743
Mammals	104	48.83	6.713	65	60.75	9.253	13	40.63	17.017	5.784	0.055
	* n=213			** n=107			*** n=32				

NOTE: The sum of the frequencies will be greater than n, and the sum of the percentages will be greater than 100%. Since respondents could choose more than one answer, chi-square values were calculated for each.

Table E-5. Knowledge of ONWP response to importance of the following Wildlife Department programs.

Program	No Knowledge of ONWP - Frequency (4) Very Important	(3) Important	(2) Not Important	(1) Don't Know	n	Average
Creating trails and wildlife observation areas	71	102	30	17	220	3.032
Producing informative publications	46	120	33	20	219	2.877
Reintroducing fish and wildlife	118	72	13	17	220	3.323
Creating facilities for outdoor classrooms	41	92	59	29	221	2.656
Fish and wildlife research and management	85	96	18	22	221	3.104
Endangered fish and wildlife research and management	88	75	34	19	216	3.074
Conducting educational workshops	48	103	41	26	218	2.794
Land acquisition in general	32	86	67	31	216	2.551
Acquiring land for rare fish and wildlife	45	78	67	28	218	2.642
Creating wildlife observation opportunities	49	113	35	24	221	2.846
Providing information on habitat improvement	64	103	28	24	219	2.945
Providing general wildlife information	59	125	21	16	221	3.027

Table E-5. (Continued).

Program	Knowledge of ONWP - Frequency (4) Very Important	(3) Important	(2) Not Important	(1) Don't Know	n	Average
Creating trails and wildlife observation areas	43	48	19	2	112	3.179
Producing informative publications	32	67	12	1	112	3.161
Reintroducing fish and wildlife	76	33	3	2	114	3.605
Creating facilities for outdoor classrooms	29	47	24	13	113	2.814
Fish and wildlife research and management	70	35	5	3	113	3.522
Endangered fish and wildlife research and management	58	38	9	6	111	3.333
Conducting educational workshops	32	54	17	8	111	2.991
Land acquisition in general	25	58	18	13	114	2.833
Acquiring land for rare fish and wildlife	30	47	25	10	112	2.866
Creating wildlife observation opportunities	27	61	19	4	111	3.000
Providing information on habitat improvement	44	60	6	5	115	3.243
Providing general wildlife information	43	64	4	5	116	3.250

Table E-5. (Continued)

Program	Don't Know - Frequency (4) Very Important	(3) Important	(2) Not Important	(1) Don't Know	n	Average	Chi-sq. df=6	Prob.
Creating trails and wildlife observation areas	10	17	8	3	38	2.895	7.775	0.255
Producing informative publications	9	12	8	6	35	2.686	19.731	0.003
Reintroducing fish and wildlife	18	13	3	4	38	3.184	11.193	0.083
Creating facilities for outdoor classrooms	6	15	9	6	36	2.583	3.599	0.731
Fish and wildlife research and management	12	20	1	5	38	3.026	24.094	0.001
Endangered fish and wildlife research and management	13	14	5	5	37	2.946	8.675	0.193
Conducting educational workshops	6	15	8	7	36	2.556	7.267	0.297
Land acquisition in general	6	12	8	9	35	2.429	15.656	0.016
Acquiring land for rare fish and wildlife	8	12	8	8	36	2.556	8.330	0.215
Creating wildlife observation opportunities	7	18	6	5	36	2.750	6.060	0.417
Providing information on habitat improvement	10	9	8	8	35	2.600	24.019	0.001
Providing general wildlife information	8	19	6	4	37	2.838	12.290	0.056

Table E-6. Knowledge of ONWP response to having seen the nongame check-off logo before recieving the survey.

	No Knowledge of ONWP *			Knowledge of ONWP **			Don't Know ***		
Answer	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
No	171	72.46	5.700	39	33.05	8.487	18	46.15	15.646
Yes	41	17.37	4.834	62	52.54	9.010	11	28.21	14.123
Don't know	24	10.17	3.856	17	14.41	6.336	10	25.64	13.704
	* n=142			** n=118			*** n=39		

Note: Chi-square =62.099, d=4, probability =0.000

Table E-7. Knowledge of ONWP response to from where does the Wildlife Department receives most of its funding for wildlife that are not hunted or fished.

Funding Source	No Knowledge of ONWP *			Knowledge of ONWP **			Don't Know ***		
	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
State appropriations	20	8.55	3.582	8	6.90	4.611	2	5.00	6.754
Donations	31	13.25	4.344	21	18.10	7.007	3	7.50	8.163
Federal aid	11	4.70	2.712	4	3.45	3.321	1	2.50	4.838
State tax check-off	4	1.71	1.661	17	14.66	6.436	1	2.50	4.838
Wildlife license plate sales	2	0.85	1.179	1	0.86	1.682	0	0.00	0.000
Hunting/fishing license fees	36	15.38	4.623	27	23.28	7.690	5	12.50	10.249
Sales of Dept. merchandise	1	0.43	0.836	0	0.00	0.000	0	0.00	0.000
Don't know	129	55.13	6.373	38	32.76	8.541	28	70.00	14.202
	* n=234			** n=116			*** n=40		

Note: Chi-square =43.495, df=14, probability =0.000
Chi-Square may not be a valid test since 42% of the cells have expected counts less than 5.

Table E-8. Knowledge of ONWP response to which items a 3 to 5 percent increase in the wholesale price would be supported to help fund programs for wildlife that are not hunted or fished.

Items	No Knowledge of ONWP *			Knowledge of ONWP **			Don't Know ***			Chi-sq. df=2	Prob.
	Frequency	Percent	CI	Frequency	Percent	CI	Frequency	Percent	CI		
Binoculars	44	19.21	5.103	32	27.59	8.134	6	15.79	11.594	4.000	0.135
Camera/film	31	13.54	4.431	31	26.72	8.053	7	18.42	12.326	9.070	0.011
Bird seed	51	22.27	5.389	30	25.86	7.969	7	18.42	12.326	1.056	0.590
Camping equipment	62	27.07	5.755	34	29.31	8.284	17	44.74	15.809	4.891	0.087
Nature-related books	80	34.93	6.175	33	28.45	8.210	9	23.68	13.518	2.789	0.248
Recreational vehicles	63	27.51	5.784	39	33.62	8.597	14	36.84	15.337	2.220	0.330
None of the above	71	31.00	5.990	35	30.17	8.353	12	31.58	14.779	0.037	0.982
Other	25	10.92	4.039	6	5.17	4.030	4	10.53	9.758	3.158	0.206
		* n=229			** n=116			*** n=38			

NOTE: The sum of the frequencies will be greater than n. The sum of the percentages will be greater than 100%. Since respondents could choose more than one answer, chi-square values were calculated for each.

Table E-9. Knowledge of ONWP response to questions 10 thru 13.

Question		No Knowledge of ONWP Responses							Knowledge of ONWP Responses						
		Strongly Support	Mildly Support	Neutral	Mildly Oppose	Strongly Oppose	n	Average	Strongly Support	Mildly Support	Neutral	Mildly Oppose	Strongly Oppose	n	Average
10	A user fee charged to anyone not possessing a hunting or fishing license who uses Wildlife Department lands.	77	52	30	20	44	223	3.44	57	28	10	7	14	116	3.92
11	A user fee charged to ANYONE who uses Wildlife Department lands.	43	54	38	35	58	228	2.95	27	27	15	16	31	116	3.00
12	An increase in fines on automobile speeding violations by 25 cents per mile (an average of $3 per ticket).	52	47	34	21	71	225	2.95	37	24	22	11	24	118	3.33
13	A VOLUNTARY contribution box added to motor vehicle registration fees to use for wildlife that are not hunted or fished.	76	70	49	14	22	231	3.71	41	37	28	5	6	117	3.87

Table E-9 (Continued).

Question		Don't Know Responses					n	Average	Chi-Sq. df=8	Prob.
		Strongly Support	Mildly Support	Neutral	Mildly Oppose	Strongly Oppose				
10	A user fee charged to anyone not possessing a hunting or fishing license who uses Wildlife Department lands.	5	11	11	5	6	38	3.11	24.566	0.002
11	A user fee charged to ANYONE who uses Wildlife Department lands.	7	7	11	7	7	39	3.00	6.615	0.579
12	An increase in fines on automobile speeding violations by 25 cents per mile (an average of $3 per ticket).	6	7	10	4	11	38	2.82	9.724	0.285
13	A VOLUNTARY contribution box added to motor vehicle registration fees to use for wildlife that are not hunted or fished.	12	14	9	1	2	38	3.87	4.848	0.901*

* Chi-Square may not be a valid test since 28% of the cells have expected counts less than 5.

Table E-10. Knowledge of ONWP response to which name the Nongame Wildlife Program should change.

Names	No Knowledge of ONWP			Knowledge of ONWP **			Don't Know ***		
	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
Nongame Wildlife Program (no change)	83	37.73	6.405	45	39.82	9.026	15	41.67	16.105
Wildlife Diversity Program	14	6.36	3.226	7	6.19	4.445	1	2.78	5.368
Fish & Wildlife Conservation Program	51	23.18	5.576	27	23.89	7.863	11	30.56	15.048
Natural Resources Program	12	5.45	3.001	8	7.08	4.729	2	5.56	7.483
Nongame & Endangered Wildlife Program	51	23.18	5.576	25	22.12	7.653	7	19.44	12.929
Other	9	4.09	2.617	1	0.88	1.727	0	0.00	0.000
		* n=220			** n=113			*** n=36	

Note: Chi-square =6.011, df=10, probability = 0.814
Chi-Square may not be a valid test since 22% of the cells have expected counts less than 5.

Table E-11. Knowledge of ONWP response to having donated money to ONWP and why/why not.

Answer	Reason(s)	No Knowledge of ONWP *		
		Frequency	Percent	Conf. Int.
No		**218**	**94.37**	**2.972**
	I was not aware of the program.	134	58.01	6.365
	I am not interested in nongame or endangered animal conservation.	18	7.79	3.457
	I do not approve of how the Nongame Wildlife Program spends the money.	9	3.90	2.495
	I could not afford to donate at this time.	67	29.00	5.852
	I did not feel my donation would "make a difference."	9	3.90	2.495
	I intended to, but forgot.	3	1.30	1.460
	Other	24	10.39	3.935
Yes		13	**5.63**	**2.972**
	I enjoy wildlife.	9	3.90	2.495
	I support the concept of wildlife conservation in general.	10	4.33	2.624
	I believe conservation for wildlife that are not hunted or fished has been overlooked and this is a chance for direct support.	5	2.16	1.877
	I support endangered species protection.	4	1.73	1.682
	The tax check-off is an easy way to contribute to the Nongame Program; if the check-off wasn't on the state tax form, I would not have donated.	2	0.87	1.195
	Other	0	0.00	0.000

* n=231

Note: Chi-square =65.697, df=2, probability =0.000

Table E-11. (Continued).

Answer	Reason(s)	Knowledge of ONWP **		
		Frequency	Percent	Conf. Int.
No		**70**	**63.64**	**8.990**
	I was not aware of the program.	19	17.27	7.064
	I am not interested in nongame or endangered animal conservation.	4	3.64	3.498
	I do not approve of how the Nongame Wildlife Program spends the money.	2	1.82	2.497
	I could not afford to donate at this time.	28	25.45	8.141
	I did not feel my donation would "make a difference."	10	9.09	5.372
	I intended to, but forgot.	5	4.55	3.893
	Other	8	7.27	4.853
Yes		**40**	**36.36**	**8.990**
	I enjoy wildlife.	33	30.00	8.564
	I support the concept of wildlife conservation in general.	30	27.27	8.323
	I believe conservation for wildlife that are not hunted or fished has been overlooked and this is a chance for direct support.	15	13.64	6.413
	I support endangered species protection.	24	21.82	7.718
	The tax check-off is an easy way to contribute to the Nongame Program; if the check-off wasn't on the state tax form, I would not have donated.	15	13.64	6.413
	Other	1	0.91	1.774

** n=110

Note: Chi-square =65.697, df=2, probability =0.000

Table E-11. (Continued).

Answer	Reason(s)	Don't Know ***		
		Frequency	Percent	Conf. Int.
No		39	100.00	0.000
	I was not aware of the program.	20	51.28	15.687
	I am not interested in nongame or endangered animal conservation.	2	5.13	6.923
	I do not approve of how the Nongame Wildlife Program spends the money.	0	0.00	0.000
	I could not afford to donate at this time.	13	33.33	14.795
	I did not feel my donation would "make a difference."	1	2.56	4.961
	I intended to, but forgot.	0	0.00	0.000
	Other	2	5.13	6.923
Yes		0	0.00	0.000
	I enjoy wildlife.	0	0.00	0.000
	I support the concept of wildlife conservation in general.	0	0.00	0.000
	I believe conservation for wildlife that are not hunted or fished has been overlooked and this is a chance for direct support.	0	0.00	0.000
	I support endangered species protection.	0	0.00	0.000
	The tax check-off is an easy way to contribute to the Nongame Program; if the check-off wasn't on the state tax form, I would not have donated.	0	0.00	0.000
	Other	0	0.00	0.000

*** n=39

Note: Chi-square =65.697, df=2, probability =0.000

Table E-12. Knowledge of ONWP response to gender.

	No Knowledge of ONWP *			Knowledge of ONWP **			Don't Know ***		
Gender	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
Male	146	64.89	6.237	78	70.27	8.503	19	47.50	15.476
Female	79	35.11	6.237	33	29.73	8.503	21	52.50	15.476
		* n=225			** n=111			*** n=40	

Note: Chi-square =6.686, df=2, probability =0.035

TableE-13. Knowledge of ONWP response to age group.

Age Group	No Knowledge of ONWP *			Knowledge of ONWP **			Don't Know ***		
	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
18-25 years	15	6.38	3.125	2	1.77	2.431	2	5.00	6.754
26-35 years	51	21.70	5.270	15	13.27	6.256	12	30.00	14.202
36-45 years	44	18.72	4.988	39	34.51	8.766	5	12.50	10.249
46-55 years	44	18.72	4.988	27	23.89	7.863	11	27.50	13.838
56-65 years	26	11.06	4.011	16	14.16	6.428	3	7.50	8.163
65 years or older	55	23.40	5.413	14	12.39	6.075	7	17.50	11.775
		* n=235			** n=113			*** n=40	

Note: Chi-square =26.535, df=10, probability =0.003

Table E-14. Knowledge of ONWP response to race.

Race	No Knowledge of ONWP *			Knowledge of ONWP **			Don't Know ***		
	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
African-American	4	1.75	1.697	3	2.65	2.964	0	0.00	0.000
Asian or Pacific Islander	2	0.87	1.205	0	0.00	0.000	0	0.00	0.000
Native American	25	10.92	4.039	10	8.85	5.237	5	12.50	10.249
White, not of Hispanic origin	192	83.84	4.767	93	82.30	7.037	35	87.50	10.249
White, of Hispanic origin	3	1.31	1.473	7	6.19	4.445	0	0.00	0.000
Other	3	1.31	1.473	0	0.00	0.000	0	0.00	0.000
		* n=229			** n=113			*** n=40	

Note: Chi-square =13.146, df=10, probability =0.216
Chi-Square may not be a valid test since 67% of the cells have expected counts less than 5.

Table E-15. Knowledge of ONWP response to marital status.

Marital Status	No Knowledge of ONWP *			Knowledge of ONWP **			Don't Know ***		
	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
Never married	23	9.79	3.799	12	10.71	5.728	4	10.00	9.297
Married	158	67.23	6.001	80	71.43	8.367	24	60.00	15.182
Divorced/Separated	32	13.62	4.385	17	15.18	6.645	6	15.00	11.066
Widowed	22	9.36	3.724	3	2.68	2.990	6	15.00	11.066
	* n=235			** n=112			*** n=40		

Note: Chi-square =10.174, df=8, probability =0.253
Chi-Square may not be a valid test since 33% of the cells have expected counts less than 5.

Table E-16. Knowledge of ONWP response to level of education.

Education Level	No Knowledge of ONWP *			Knowledge of ONWP **			Don't Know ***		
	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
No formal education	0	0.00	0.000	0	0.00	0.000	0	0.00	0.000
Elementary (1-6)	1	0.43	0.832	0	0.00	0.000	1	2.56	4.961
Middle school (7-9)	6	2.55	2.017	2	1.79	2.453	1	2.56	4.961
High school (10-12)	47	20.00	5.114	11	9.82	5.512	11	28.21	14.123
Some trade school	11	4.68	2.701	8	7.14	4.770	3	7.69	8.363
Trade school graduate	12	5.11	2.814	9	8.04	5.035	6	15.38	11.324
Some college	69	29.36	5.823	30	26.79	8.202	9	23.08	13.223
College graduate	58	24.68	5.513	34	30.36	8.516	4	10.26	9.522
Master's degree	21	8.94	3.647	14	12.50	6.125	2	5.13	6.923
Doctoral degree	9	3.83	2.454	3	2.68	2.990	2	5.13	6.923
Other	1	0.43	0.832	1	0.89	1.742	0	0.00	0.000
	* n=235			** n=112			*** n=39		

Note: Chi-square =28.042, df=20, probability =0.108
Chi-Square may not be a valid test since 48% of the cells have expected counts less than 5.

Table E-17. Knowledge of ONWP response to living in which type of setting during the past year.

Setting	No Knowledge of ONWP *			Knowledge of ONWP **			Don't Know ***		
	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
In open country but not on a farm	15	6.36	3.113	11	9.48	5.332	2	5.00	6.754
On a farm	9	3.81	2.444	3	2.59	2.888	0	0.00	0.000
In a small city or town	88	37.29	6.170	43	37.07	8.790	19	47.50	15.476
In a medium-size city	75	31.78	5.941	34	29.31	8.284	10	25.00	13.419
In a suburb near a large city	23	9.75	3.784	13	11.21	5.741	4	10.00	9.297
In a large city	26	11.02	3.995	12	10.34	5.542	5	12.50	10.249
	* n=236			** n=116			*** n=40		

Note: Chi-square =4.960, df=10, probability =0.894
Chi-Square may not be a valid test since 28% of the cells have expected counts less than 5.

Table E-18. Knowledge of ONWP response to household income per year.

Income	No Knowledge of ONWP *			Knowledge of ONWP **			Don't Know ***		
	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
Less than $10,000	24	11.21	4.228	7	6.36	4.562	7	18.42	12.326
$10,000 - $20,000	45	21.03	5.460	11	10.00	5.606	10	26.32	14.001
$20,000 - $30,000	42	19.63	5.321	17	15.45	6.755	4	10.53	9.758
$30,000 - $40,000	30	14.02	4.652	21	19.09	7.345	7	18.42	12.326
$40,000 - $50,000	31	14.49	4.716	26	23.64	7.940	5	13.16	10.748
$50,000 - $75,000	28	13.08	4.518	19	17.27	7.064	3	7.89	8.574
$75,000 - $100,000	7	3.27	2.383	8	7.27	4.853	0	0.00	0.000
More than $100,000	7	3.27	2.383	1	0.91	1.774	2	5.26	7.100
	* n=214			** n=110			*** n=38		

Note: Chi-square =26.673, df=14, probability =0.021
Chi-Square may not be a valid test since 21% of the cells have expected counts less than 5.

Table E-19. Knowledge of ONWP response to receiving more information (optional).

	No Knowledge of ONWP *			Knowledge of ONWP **			Don't Know ***		
Response	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
Yes	102	43.22	6.320	53	44.92	8.975	21	52.50	15.476
No	134	56.78	6.320	65	55.08	8.975	19	47.50	15.476
	* n=236			** n=118			*** n=40		

Note: Chi-square =0.293, df=2, probability =0.864

APPENDIX F

SURVEY RESULTS BY DONATING MONEY TO ONWP

Table F-1. Donating response to membership in wildlife/outdoor organizations.

	Non-donators *			Donators **					
Organizations	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Chi-Sq. df=1	Prob.	
Birding	5	1.60	1.392	1	1.96	3.805	0.035	0.852	[1]
Gardening	12	3.85	2.135	4	7.84	7.377	1.662	0.197	[1]
Fishing	49	15.71	4.038	15	29.41	12.505	5.671	0.017	
Hunting	47	15.06	3.969	13	25.49	11.961	3.454	0.063	
Trapping	1	0.32	0.627	0	0.00	0.000	0.164	0.686	[2]
Other	31	9.94	3.320	12	23.53	11.642	7.757	0.005	
None	225	72.12	4.976	27	52.94	13.699	7.592	0.006	

* n=312 ** n=51

NOTE: The sum of the frequencies will be greater than n, and the sum of the percentages will be greater than 100%. Since respondents could choose more than one answer, Chi-square values were calculated for each.

[1] Chi-Square may not be a valid test since 25% of the cells have expected counts less than 5.

[2] Chi-Square may not be a valid test since 50% of the cells have expected counts less than 5.

Table F-2. Donating response to participation in wildlife/outdoor activities within the past year.

Activities	Non-donators * Frequency	Percent	Conf.Int.	Donators ** Frequency	Percent	Conf.Int.	Chi-Sq. df=1	Prob.	
Bird watching	90	27.11	4.782	20	37.04	12.880	2.124	0.145	
Bird feeding	131	39.46	5.258	26	48.15	13.327	1.331	0.249	
Hiking	105	31.63	5.002	26	48.15	13.327	5.432	0.020	
Camping	123	37.05	5.195	30	55.56	13.254	6.383	0.012	
Canoeing/rafting	34	10.24	3.261	34	62.96	12.880	8.134	0.004	
Horseback riding	36	10.84	3.345	8	14.81	9.475	0.684	0.408	
Hunting	107	32.23	5.027	24	44.44	13.254	2.929	0.087	
Fishing	190	57.23	5.322	38	70.37	12.179	3.066	0.080	
Trapping	2	0.60	0.832	0	0.00	0.000	0.330	0.566	1
Nature photography	50	15.06	3.847	15	27.78	11.947	5.210	0.022	
Visiting zoos/aquaria	113	34.04	5.097	26	48.15	13.327	3.822	0.051	
Landscaping for wildlife	30	9.04	3.084	8	14.81	9.475	1.684	0.194	
Observing wildlife at home	140	42.17	5.312	33	61.11	13.003	6.450	0.011	
Visiting an area solely to watch wildlife	71	21.39	4.411	22	40.74	13.105	9.262	0.002	
Other	12	3.61	2.008	1	1.85	3.596	0.456	0.499	2
None	29	8.73	3.037	1	1.85	3.596	3.115	0.078	2

* n=332 ** n=54

NOTE: The sum of the frequencies will be greater than n. The sum of the percentages will be greater than 100%. Since respondents could choose more than one anwer, chi-square values were calculated for each.

[1] Chi-Square may not be a valid test since 50% of the cells have expected counts less than 5.

[2] Chi-Square may not be a valid test since 25% of the cells have expected counts less than 5.

Table F-3. Donating response to source of wildlife information.

Information Source	Non-donators *			Donators **			Chi-Sq. df=1	Prob.
	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.		
Newspapers	182	55.32	5.372	38	70.37	12.179	4.299	0.380
Radio	63	19.15	4.252	22	40.74	13.105	12.524	0.000
Television	216	65.65	5.131	44	81.48	10.361	5.330	0.021
Magazines	212	64.44	5.173	41	75.93	11.403	2.730	0.098
Newsletters	43	13.07	3.642	17	31.48	12.388	11.902	0.001
Pamphlets	57	17.33	4.090	18	33.33	12.573	7.548	0.006
Books	113	34.35	5.131	27	50.00	13.336	4.901	0.027
Computers	11	3.34	1.943	5	9.26	7.731	4.055	0.044 [1]
Friends/relatives	136	41.34	5.321	30	55.56	13.254	3.819	0.051
Wildlife officials/game wardens	69	20.97	4.399	20	37.04	12.880	6.711	0.010
Other	15	4.56	2.254	0	0.00	0.000	2.562	0.109 [1]
None	17	5.17	2.392	1	1.85	3.596	1.138	0.286 [1]
		* n=329			** n=54			

NOTE: The sum of the frequencies will be greater than n. The sum of the percentages will be greater than 100%. Since respondents could choose more than one anwer, chi-square values were calculated for each.

[1] Chi-Square may not be a valid test since 25% of the cells have expected counts less than 5.

Table F-4. Donating response to which two animal groups more information is needed.

Animal Group	Non-donators * Frequency	Percent	Conf.Int.	Donators ** Frequency	Percent	Conf.Int.	Chi-sq. df=1	Prob.
Insects	33	11.30	3.632	8	15.69	9.981	0.793	0.373
Fish	154	52.74	5.726	28	54.90	13.657	0.081	0.775
Amphibians	16	5.48	2.610	3	5.88	6.458	0.013	0.908 '
Reptiles	27	9.25	3.323	9	17.65	10.463	3.261	0.071
Birds	174	59.59	5.629	27	52.94	13.699	0.791	0.374
Mammals	149	51.03	5.734	28	54.90	13.657	0.261	0.609

* n=292 ** n=51

NOTE: The sum of the frequencies will be greater than n, and the sum of the percentages will be greater than 100%. Since respondents could choose more than one answer, chi-square values were calculated for each.

' Chi-Square may not be a valid test since 25% of the cells have expected counts less than 5.

Table F-5. Donating response to importance of the following Wildlife Department programs.

Program	Non-donators - Frequency (4) Very Important	(3) Important	(2) Not Important	(1) Don't Know	n	Average
Creating trails and wildlife observation areas	96	139	53	22	310	2.997
Producing informative publications	69	162	49	27	307	2.889
Reintroducing fish and wildlife	170	103	19	22	314	3.341
Creating facilities for outdoor classrooms	60	125	85	42	312	2.651
Fish and wildlife research and management	128	135	23	28	314	3.156
Endangered fish and wildlife research and management	121	115	42	28	306	3.075
Conducting educational workshops	66	143	59	38	306	2.775
Land acquisition in general	48	126	87	45	306	2.578
Acquiring land for rare fish and wildlife	66	110	88	43	307	2.648
Creating wildlife observation opportunities	65	158	55	31	309	2.832
Providing information on habitat improvement	88	148	38	36	310	2.929
Providing general wildlife information	80	178	30	24	312	3.006

Table F-5. (Continued).

Program	Donators - Frequency (4) Very Important	(3) Important	(2) Not Important	(1) Don't Know	n	Average	Chi-sq. df=3	Prob.
Creating trails and wildlife observation areas	20	28	4	0	52	3.308	7.755	0.051
Producing informative publications	13	33	5	1	52	3.115	4.943	0.176
Reintroducing fish and wildlife	39	13	0	1	53	3.698	9.096	0.028 [1]
Creating facilities for outdoor classrooms	13	26	7	6	52	2.885	5.275	0.153
Fish and wildlife research and management	33	16	1	1	51	3.588	11.726	0.008 [1]
Endangered fish and wildlife research and management	33	12	5	2	52	3.462	10.612	0.014
Conducting educational workshops	17	26	7	2	52	3.115	6.212	0.102
Land acquisition in general	13	28	7	5	53	2.925	8.409	0.038
Acquiring land for rare fish and wildlife	14	25	11	2	52	2.981	6.933	0.074
Creating wildlife observation opportunities	14	30	5	2	51	3.098	4.779	0.189
Providing information on habitat improvement	26	21	5	2	54	3.315	9.616	0.022
Providing general wildlife information	25	25	2	2	54	3.352	10.677	0.014 [1]

[1] Chi-Square may not be a valid test since 25% of the cells have expected counts less than 5.

Table F-6. Donating response to having seen the nongame check-off logo before receiving the survey.

	Non-donators *			Donators **		
Answer	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
No	203	61.70	5.253	21	38.89	13.003
Yes	79	24.01	4.616	28	51.85	13.327
Don't know	47	14.29	3.781	5	9.26	7.731
		* n=329			** n=54	

Note: Chi-square =17.860, d=2, probability =0.000

Table F-7. Donating response to having heard or seen information about ONWP before receiving survey.

	Non-donators			Donators		
Answer	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
No	218	66.67	5.109	13	24.53	11.584
Yes	70	21.41	4.446	40	75.47	11.584
Don't kn	39	11.93	3.513	0	0.00	0.000
	* n=327			** n=53		

Note: Chi-square =65.697, df=2, probability =0.000

Table F-8. Donating response to from where does the Wildlife Department receives most of its funding for wildlife that are not hunted or fished.

	Non-donators *			Donators **		
Funding Source	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
State appropriations	25	7.62	2.872	4	7.84	7.379
Donations	48	14.63	3.825	8	15.69	9.981
Federal aid	12	3.66	2.032	3	5.88	6.458
State tax check-off	11	3.35	1.948	8	15.69	9.981
Wildlife license plate sales	2	0.61	0.842	0	0.00	0.000
Hunting/fishing license fees	55	16.77	4.043	11	21.57	11.288
Sales of Dept. merchandise	1	0.30	0.597	0	0.00	0.000
Don't know	174	53.05	5.401	17	33.33	12.938
	* n=328			** n=51		

Note: Chi-square =18.433, df=7, probability =0.010
Chi-Square may not be a valid test since 44% of the cells have expected counts less than 5.

Table F-9. Donating response to which items a 3 to 5 percent increase in the wholesale price would be supported to help fund programs for wildlife that are not hunted or fished.

Items	Non-donators *			Donators **			Chi-sq. df=1	Prob.
	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.		
Binoculars	65	20.19	4.384	15	28.30	12.128	1.786	0.181
Camera/film	51	15.84	3.988	15	28.30	12.128	4.875	0.027
Bird seed	66	20.50	4.409	20	37.74	13.050	7.652	0.006
Camping equipment	92	28.57	4.934	16	30.19	12.360	0.058	0.810
Nature-related books	101	31.37	5.068	17	32.08	12.567	0.011	0.918
Recreational vehicles	99	30.75	5.040	14	26.42	11.870	0.405	0.524
None of the above	100	31.06	5.054	17	32.08	12.567	0.022	0.882
Other	31	9.63	3.222	3	5.66	6.221	0.869	0.351 [1]
	* n=322			** n=53				

NOTE: The sum of the frequencies will be greater than n. The sum of the percentages will be greater than 100%. Since respondents could choose more than one answer, chi-square values were calculated for each.

[1] Chi-Square may not be a valid test since 25% of the cells have expected counts less than 5.

Table F-10. Donating response to questions 10 thru 13.

Question		Non-donators Responses							Donators Responses							Chi-Sq.	
		Strongly Support	Mildly Support	Neutral	Mildly Oppose	Strongly Oppose	n	Average	Strongly Support	Mildly Support	Neutral	Mildly Oppose	Strongly Oppose	n	Average	df=4	Prob.
10	A user fee charged to anyone not possessing a hunting or fishing license who uses Wildlife Department lands.	109	75	50	31	50	315	3.51	28	15	2	1	8	54	4.00	12.262	0.016
11	A user fee charged to ANYONE who uses Wildlife Department lands.	62	72	60	49	77	320	2.98	13	13	5	9	14	54	3.04	3.074	0.545
12	An increase in fines on automobile speeding violations by 25 cents per mile (an average of $3 per ticket).	76	67	58	33	85	319	3.05	18	10	7	2	17	54	3.19	5.083	0.279
13	A VOLUNTARY contribution box added to motor vehicle registration fees to use for wildlife that are not hunted or fished.	106	100	73	19	25	323	3.75	24	16	11	1	2	54	4.09	4.766	0.445*

* Chi-Square may not be a valid test since 33% of the cells have expected counts less than 5.

Table F-11. Donating response to which name the Nongame Wildlife Program should change.

Names	Non-donators *			Donators **		
	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
Nongame Wildlife Program (no change)	129	41.61	5.487	11	21.15	11.100
Wildlife Diversity Program	18	5.81	2.603	4	7.69	7.243
Fish & Wildlife Conservation Program	68	21.94	4.607	18	34.62	12.931
Natural Resources Program	17	5.48	2.534	4	7.69	7.243
Nongame & Endangered Wildlife Program	68	21.94	4.607	15	28.85	12.314
Other	10	3.23	1.967	0	0.00	0.000
	* n=310			** n=52		

Note: Chi-square =11.073, df=5, probability = 0.050
Chi-Square may not be a valid test since 25% of the cells have expected counts less than 5.

Table F-12. Donating response to gender.

	Non-donators *			Donators **		
Gender	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
Male	201	62.81	5.295	39	73.58	11.870
Female	119	37.19	5.295	14	26.42	11.870
	* n=320			** n=53		

Note: Chi-square =2.300, df=1, probability =0.129

Table F-13. Donating response to age group.

	Non-donators *			Donators **		
Age Group	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
18-25 years	18	5.44	2.443	1	1.89	3.663
26-35 years	69	20.85	4.376	9	16.98	10.109
36-45 years	64	19.34	4.255	19	35.85	12.911
46-55 years	69	20.85	4.376	12	22.64	11.267
56-65 years	38	11.48	3.434	7	13.21	9.115
65 years or older	73	22.05	4.467	5	9.43	7.870
	* n=331			** n=53		

Note: Chi-square =11.033, df=5, probability =0.051

Table F-14. Donating response to race.

Race	Non-donators *			Donators **		
	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
African-American	5	1.53	1.330	2	3.85	5.227
Asian or Pacific Islander	2	0.61	0.845	0	0.00	0.000
Native American	36	11.01	3.393	5	9.62	8.013
White, not of Hispanic origin	276	84.40	3.933	40	76.92	11.452
White, of Hispanic origin	5	1.53	1.330	5	9.62	8.013
Other	3	0.92	1.033	0	0.00	0.000
	* n=327			** n=52		

Note: Chi-square =13.600, df=5, probability =0.018
Chi-Square may not be a valid test since 50% of the cells have expected counts less than 5.

Table F-15. Donating response to marital status.

	Non-donators *			Donators **		
Marital Status	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
Never married	32	9.67	3.184	7	13.46	9.277
Married	220	66.47	5.086	39	75.00	11.769
Divorced/Separated	50	15.11	3.858	4	7.69	7.243
Widowed	29	8.76	3.046	2	3.85	5.227
	* n=331			** n=52		

Note: Chi-square =10.416, df=4, probability =0.034
Chi-Square may not be a valid test since 30% of the cells have expected counts less than 5.

Table F-16. Donating response to level of education.

Education Level	Non-donators *			Donators **		
	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
No formal education	0	0.00	0.000	0	0.00	0.000
Elementary (1-6)	2	0.60	0.835	0	0.00	0.000
Middle school (7-9)	10	3.02	1.844	0	0.00	0.000
High school (10-12)	68	20.54	4.353	1	1.92	3.733
Some trade school	16	4.83	2.311	5	9.62	8.013
Trade school graduate	22	6.65	2.684	6	11.54	8.684
Some college	87	26.28	4.742	19	36.54	13.088
College graduate	83	25.08	4.670	12	23.08	11.452
Master's degree	29	8.76	3.046	7	13.46	9.277
Doctoral degree	13	3.93	2.093	1	1.92	3.733
Other	1	0.30	0.591	1	1.92	3.733
	* n=331			** n=52		

Note: Chi-square =25.465, df=10, probability =0.005
Chi-Square may not be a valid test since 50% of the cells have expected counts less than 5.

Table F-17. Donating response to living in which type of setting during the past year.

	Non-donators *			Donators **		
Setting	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
In open country but not on a farm	20	6.04	2.567	6	11.32	8.530
On a farm	11	3.32	1.931	1	1.89	3.663
In a small city or town	133	40.18	5.282	15	28.30	12.128
In a medium-size city	103	31.12	4.988	12	22.64	11.267
In a suburb near a large city	28	8.46	2.998	12	22.64	11.267
In a large city	36	10.88	3.354	7	13.21	9.115
	* n=331			** n=53		

Note: Chi-square =13.994, df=5, probability =0.016

Table F-18. Donating response to household income per year.

Income	Non-donators *			Donators **		
	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
Less than $10,000	35	11.48	3.577	3	6.00	6.583
$10,000 - $20,000	62	20.33	4.517	3	6.00	6.583
$20,000 - $30,000	58	19.02	4.404	6	12.00	9.007
$30,000 - $40,000	46	15.08	4.016	8	16.00	10.162
$40,000 - $50,000	50	16.39	4.155	10	20.00	11.087
$50,000 - $75,000	33	10.82	3.486	16	32.00	12.930
$75,000 - $100,000	12	3.93	2.182	3	6.00	6.583
More than $100,000	9	2.95	1.899	1	2.00	3.881
	* n=305			** n=50		

Note: Chi-square =22.080, df=7, probability =0.002

Table F-19. Donating response to receiving more information (optional).

	Non-donators *			Donators **		
Response	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
Yes	139	41.87	5.307	30	55.56	13.254
No	193	58.13	5.307	24	44.44	13.254
	* n=332			** n=54		

Note: Chi-square =3.536, df=1, probability =0.060

APPENDIX G

SURVEY RESULTS BY EDUCATION LEVEL

Table G-1. Education level response to membership in wildlife/outdoor organizations.

Organizations	Less than High School *			High School **			Trade School ***		
	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
Birding	0	0.00	0.000	1	1.54	2.994	0	0.00	0.000
Gardening	1	10.00	18.594	2	3.08	4.200	3	5.88	6.457
Fishing	1	10.00	18.594	10	15.38	8.770	16	31.37	12.735
Hunting	1	10.00	18.594	5	7.69	6.477	13	25.49	11.961
Trapping	0	0.00	0.000	1	1.54	2.994	0	0.00	0.000
Other	0	0.00	0.000	4	6.15	5.841	8	15.69	9.982
None	8	80.00	24.792	52	80.00	9.724	29	56.86	13.593
	* n=10			** n=65			*** n=51		

NOTE: The sum of the frequencies will be greater than n, and the sum of the percentages will be greater than 100%. Since respondents could choose more than one answer, Chi-square values were calculated for each.

Table G-1. (Continued).

Organizations	Some College *			College **			Graduate School ***			Chi-Sq. df=5	Prob.	
	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.			
Birding	1	0.94	1.837	1	1.14	2.218	2	4.17	5.655	3.849	0.571	1
Gardening	5	4.72	4.037	3	3.41	3.792	1	2.08	4.037	2.188	0.823	1
Fishing	14	13.21	6.446	19	21.59	8.597	5	10.42	8.643	11.340	0.045	
Hunting	14	13.21	6.446	20	22.73	8.756	8	16.67	10.544	10.231	0.069	
Trapping	0	0.00	0.000	0	0.00	0.000	0	0.00	0.000	4.674	0.457	1
Other	8	7.55	5.030	16	18.18	8.058	7	14.58	9.984	9.790	0.081	
None	80	75.47	8.191	53	60.23	10.226	34	70.83	12.859	13.151	0.022	
	* n=106			** n=88			*** n=48					

NOTE: The sum of the frequencies will be greater than n, and the sum of the percentages will be greater than 100%. Since respondents could choose more than one answer, Chi-square values were calculated for each.

[1] Chi-Square may not be a valid test since 50% of the cells have expected counts less than 5.

Table G-2. Education level response of individuals to participation in wildlife/outdoor activities within the past year.

Activities	Less than High School*			High School**			Trade School***		
	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
Bird watching	2	16.67	21.086	12	16.90	8.717	16	31.37	12.735
Bird feeding	6	50.00	28.290	23	32.39	10.886	17	33.33	12.938
Hiking	0	0.00	0.000	13	18.31	8.996	23	45.10	13.657
Camping	2	16.67	21.086	28	39.44	11.368	27	52.94	13.699
Canoeing/rafting	0	0.00	0.000	5	7.04	5.951	5	9.80	8.161
Horseback riding	0	0.00	0.000	6	8.45	6.470	7	13.73	9.444
Hunting	4	33.33	26.672	23	32.39	10.886	21	41.18	13.507
Fishing	6	50.00	28.290	52	73.24	10.298	39	76.47	11.642
Trapping	0	0.00	0.000	0	0.00	0.000	1	1.96	3.805
Nature photography	1	8.33	15.638	8	11.27	7.355	9	17.65	10.463
Visiting zoos/aquaria	1	8.33	15.638	20	28.17	10.463	16	31.37	12.735
Landscaping for wildlife	0	0.00	0.000	2	2.82	3.849	6	11.76	8.843
Observing wildlife at home	3	25.00	24.500	26	36.62	11.206	24	47.06	13.699
Visiting an area solely to watch wildlife	0	0.00	0.000	15	21.13	9.495	15	29.41	12.505
Other	0	0.00	0.000	2	2.82	3.849	4	7.84	7.379
None	3	25.00	24.500	8	11.27	7.355	2	3.92	5.327
	* n=12			** n=71			*** n=51		

NOTE: The sum of the frequencies will be greater than n. The sum of the percentages will be greater than 100%. Since respondents could choose more than one anwer, chi-square values were calculated for each.

Table G-2. (Continued).

Activities	Some College*			College**			Graduate School***			Chi-Sq df=5	Prob.	
	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf Int			
Bird watching	39	36.11	9.059	25	26.04	8.779	17	33.33	12.938	9.651	0.086	
Bird feeding	54	50.00	9.430	38	39.58	9.783	20	39.22	13.400	7.576	0.181	
Hiking	39	36.11	9.059	36	37.50	9.684	22	43.14	13.593	19.348	0.002	
Camping	43	39.81	9.232	40	41.67	9.862	16	31.37	12.735	7.976	0.158	
Canoeing/rafting	13	12.04	6.137	18	18.75	7.808	6	11.76	8.843	7.619	0.179	
Horseback riding	12	11.11	5.927	16	16.67	7.455	4	7.84	7.379	5.630	0.344	
Hunting	31	28.70	8.532	40	41.67	9.862	14	27.45	12.248	6.071	0.299	
Fishing	55	50.93	9.428	61	63.54	9.628	20	39.22	13.400	24.814	0.001	
Trapping	0	0.00	0.000	1	1.04	2.031	0	0.00	0.000	3.860	0.570	1
Nature photography	25	23.15	7.955	14	14.58	7.060	10	19.61	10.897	5.770	0.329	
Visiting zoos/aquaria	41	37.96	9.153	42	43.75	9.924	21	41.18	13.507	9.588	0.088	
Landscaping for wildlife	13	12.04	6.137	13	13.54	6.845	5	9.80	8.161	7.401	0.192	
Observing wildlife at home	56	51.85	9.424	43	44.79	9.948	22	43.14	13.593	6.159	0.291	
Visiting an area solely to watch wildlife	26	24.07	8.063	24	25.00	8.662	14	27.45	12.248	5.285	0.382	
Other	3	2.78	3.099	2	2.08	2.857	3	5.88	6.458	4.833	0.437	1
None	9	8.33	5.213	4	4.17	3.997	4	7.84	7.379	9.085	0.106	2
	* n=108			** n=96			*** n=51					

NOTE: The sum of the frequencies will be greater than n. The sum of the percentages will be greater than 100%. Since respondents could choose more than one anwer, chi-square values were calculated for each.

[1] Chi-Square may not be a valid test since 50% of the cells have expected counts less than 5.

[2] Chi-Square may not be a valid test since 25% of the cells have expected counts less than 5

Table G-3. Education level response to source of wildlife information.

Information Source	Less than High School*			High School**			Trade School***		
	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
Newspapers	2	16.67	21.086	42	59.15	11.434	25	49.02	13.720
Radio	0	0.00	0.000	17	23.94	9.926	14	27.45	12.248
Television	6	50.00	28.290	48	67.61	10.886	36	70.59	12.505
Magazines	6	50.00	28.290	45	63.38	11.206	38	74.51	11.961
Newsletters	0	0.00	0.000	10	14.08	8.092	14	27.45	12.248
Pamphlets	1	8.33	15.638	18	25.35	10.119	14	27.45	12.248
Books	2	16.67	21.086	18	25.35	10.119	27	52.94	13.699
Computers	0	0.00	0.000	1	1.41	2.741	1	1.96	3.805
Friends/relatives	2	16.67	21.086	30	42.25	11.490	28	54.90	13.657
Wildlife officials/game wardens	3	25.00	24.500	16	22.54	9.719	17	33.33	12.938
Other	0	0.00	0.000	1	1.41	2.741	3	5.88	6.458
None	2	16.67	21.086	4	5.63	5.363	2	3.92	5.327
		* n=12			** n=71			*** n=51	

NOTE: The sum of the frequencies will be greater than n.
The sum of the percentages will be greater than 100%

Table G-3. (Continued).

Information Source	Some College*			College**			Graduate School***			Chi-Sq. df=5	Prob.
	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.		
Newspapers	60	23.15	7.955	57	59.38	9.825	36	70.59	12.505	13.584	0.018
Radio	22	12.96	6.335	22	22.92	8.408	11	21.57	11.288	4.625	0.463
Television	76	33.33	8.891	63	65.63	9.501	37	72.55	12.248	2.954	0.707
Magazines	66	35.19	9.007	66	68.75	9.272	34	66.67	12.938	4.652	0.460
Newsletters	13	12.96	6.335	17	17.71	7.636	7	13.73	9.444	9.242	0.100
Pamphlets	17	12.96	6.335	14	14.58	7.060	11	21.57	11.288	7.196	0.260
Books	33	25.00	8.167	36	37.50	9.684	26	50.98	13.720	18.093	0.003
Computers	6	0.93	1.806	2	2.08	2.857	6	11.76	8.843	11.574	0.041 †
Friends/relatives	46	25.93	8.265	44	45.83	9.967	16	31.37	12.735	9.495	0.091
Wildlife officials/game wardens	16	15.74	6.869	24	25.00	8.662	13	25.49	11.961	7.617	0.179
Other	5	2.78	3.099	3	3.13	3.481	3	5.88	6.458	3.071	0.689 †
None	6	1.85	2.543	2	2.08	2.857	2	3.92	5.327	5.838	0.322 †
		* n=108			** n=96			*** n=51			

NOTE: The sum of the frequencies will be greater than n.
The sum of the percentages will be greater than 100%.

† Chi-Square may not be a valid test since 50% of the cells have expected counts less than 5.

Table G-4. Education level response to which two animal groups more information is needed.

	Less than High School *			High School **			Trade School ***		
Animal Group	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
Insects	2	1.67	7.935	5	8.06	6.778	5	10.87	8.995
Fish	6	5.00	13.508	42	67.74	11.636	34	73.91	12.690
Amphibians	1	0.83	5.634	6	9.68	7.359	2	4.35	5.893
Reptiles	1	0.83	5.634	7	11.29	7.878	3	6.52	7.135
Birds	4	3.33	11.126	33	53.23	12.420	24	52.17	14.436
Mammals	3	2.50	9.677	27	43.55	12.342	26	56.52	14.326
	* n=10			** n=62			*** n=46		

Table G-4. (Continued).

	Some College ****			College *****			Graduate School ******			Chi-sq.	
Animal Group	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	df=5	Prob.
Insects	6	6.25	4.842	15	17.24	7.938	7.000	14.58	9.985	7.334	0.197
Fish	42	43.75	9.924	44	50.57	10.506	19	39.58	13.835	20.638	0.001
Amphibians	2	2.08	2.857	5	5.75	4.891	2	4.17	5.653	5.143	0.399 '
Reptiles	10	10.42	6.111	10	11.49	6.702	6	12.50	9.356	1.102	0.954
Birds	59	61.46	9.736	53	60.92	10.253	30	62.50	13.696	3.726	0.589
Mammals	56	58.33	9.862	43	49.43	10.506	25	52.08	14.133	5.835	0.323
	**** n=96			***** n=87			****** n=48				

NOTE: The sum of the frequencies will be greater than n.
The sum of the percentages will be greater than 100%.

' Chi-Square may not be a valid test since 50% of the cells have expected counts less than 5.

Table G-5. Education level response to importance of the following Wildlife Department programs.

Program	Less than High School - Frequency (4) Very Important	(3) Important	(2) Not Important	(1) Don't Know	n	Average
Creating trails and wildlife observation areas	3	3	3	2	11	2.636
Producing informative publications	3	5	2	1	11	2.909
Reintroducing fish and wildlife	5	3	2	2	12	2.917
Creating facilities for outdoor classrooms	3	3	2	3	11	2.545
Fish and wildlife research and management	4	3	1	4	12	2.583
Endangered fish and wildlife research and management	3	1	3	2	9	2.556
Conducting educational workshops	1	3	3	2	9	2.333
Land acquisition in general	1	3	3	2	9	2.333
Acquiring land for rare fish and wildlife	2	2	6	1	11	2.455
Creating wildlife observation opportunities	3	4	1	2	10	2.800
Providing information on habitat improvement	2	6	1	1	10	2.900
Providing general wildlife information	4	6	1	0	11	3.273

Table G-5. (Continued).

Program	High School - Frequency (4) Very Important	(3) Important	(2) Not Important	(1) Don't Know	n	Average
Creating trails and wildlife observation areas	20	29	8	8	65	2.938
Producing informative publications	22	27	8	7	64	3.000
Reintroducing fish and wildlife	41	15	2	9	67	3.313
Creating facilities for outdoor classrooms	17	18	18	11	64	2.641
Fish and wildlife research and management	32	26	3	7	68	3.221
Endangered fish and wildlife research and management	28	24	6	7	65	3.123
Conducting educational workshops	18	24	12	11	65	2.754
Land acquisition in general	14	20	12	17	63	2.492
Acquiring land for rare fish and wildlife	17	21	16	10	64	2.703
Creating wildlife observation opportunities	18	28	11	8	65	2.862
Providing information on habitat improvement	23	30	6	8	67	3.015
Providing general wildlife information	25	29	8	4	66	3.136

Table G-5. (Continued).

Program	Trade School - Frequency (4) Very Important	(3) Important	(2) Not Important	(1) Don't Know	n	Average
Creating trails and wildlife observation areas	20	22	5	1	48	3.271
Producing informative publications	13	24	6	6	49	2.898
Reintroducing fish and wildlife	33	14	1	2	50	3.560
Creating facilities for outdoor classrooms	12	24	8	4	48	2.917
Fish and wildlife research and management	27	19	0	2	48	3.479
Endangered fish and wildlife research and management	27	15	4	2	48	3.396
Conducting educational workshops	11	27	5	4	47	2.957
Land acquisition in general	11	25	7	4	47	2.915
Acquiring land for rare fish and wildlife	16	18	10	5	49	2.918
Creating wildlife observation opportunities	12	28	4	4	48	3.000
Providing information on habitat improvement	19	22	3	5	49	3.122
Providing general wildlife information	17	27	0	5	49	3.143

Table G-5. (Continued).

Program	Some College - Frequency (4) Very Important	(3) Important	(2) Not Important	(1) Don't Know	n	Average
Creating trails and wildlife observation areas	37	40	17	5	99	3.101
Producing informative publications	25	56	13	5	99	3.020
Reintroducing fish and wildlife	57	32	7	3	99	3.444
Creating facilities for outdoor classrooms	18	46	23	13	100	2.690
Fish and wildlife research and management	43	37	11	8	99	3.162
Endangered fish and wildlife research and management	44	32	15	7	98	3.153
Conducting educational workshops	22	48	22	7	99	2.859
Land acquisition in general	16	41	31	12	100	2.610
Acquiring land for rare fish and wildlife	23	35	26	13	97	2.701
Creating wildlife observation opportunities	24	52	18	8	102	2.902
Providing information on habitat improvement	31	45	14	9	99	2.990
Providing general wildlife information	28	54	12	7	101	3.020

Table G-5. (Continued).

Program	College - Frequency (4) Very Important	(3) Important	(2) Not Important	(1) Don't Know	n	Average
Creating trails and wildlife observation areas	24	46	20	4	94	2.957
Producing informative publications	17	50	20	5	92	2.859
Reintroducing fish and wildlife	54	28	6	4	92	3.435
Creating facilities for outdoor classrooms	17	42	27	9	95	2.705
Fish and wildlife research and management	42	37	8	5	92	3.261
Endangered fish and wildlife research and management	34	37	12	8	91	3.066
Conducting educational workshops	18	47	16	10	91	2.802
Land acquisition in general	12	44	27	9	92	2.641
Acquiring land for rare fish and wildlife	15	39	26	11	91	2.637
Creating wildlife observation opportunities	16	44	21	8	89	2.764
Providing information on habitat improvement	29	39	13	11	92	2.935
Providing general wildlife information	22	56	10	7	95	2.979

Table G-5 (Continued).

Program	Graduate School- Frequency (4) Very Important	(3) Important	(2) Not Important	(1) Don't Know	n	Average	Chi-sq. df=15	Prob.	
Creating trails and wildlife observation areas	17	27	4	2	50	3.180	21.339	0.126	1
Producing informative publications	8	32	5	4	49	2.898	16.909	0.324	1
Reintroducing fish and wildlife	21	25	1	3	50	3.280	27.959	0.022	2
Creating facilities for outdoor classrooms	10	20	13	7	50	2.660	14.045	0.522	
Fish and wildlife research and management	17	29	1	3	50	3.200	29.241	0.015	3
Endangered fish and wildlife research and management	21	17	7	4	49	3.122	14.114	0.517	1
Conducting educational workshops	16	21	8	6	51	2.922	15.114	0.443	
Land acquisition in general	11	21	13	6	51	2.725	23.113	0.082	
Acquiring land for rare fish and wildlife	11	20	15	5	51	2.725	11.748	0.698	
Creating wildlife observation opportunities	11	31	6	3	51	2.980	12.938	0.607	1
Providing information on habitat improvement	13	28	6	3	50	3.020	7.851	0.930	1
Providing general wildlife information	12	33	1	3	49	3.102	18.079	0.259	3

[1] Chi-Square may not be a valid test since 25% of the cells have expected counts less than 5.
[2] Chi-Square may not be a valid test since 42% of the cells have expected counts less than 5.
[3] Chi-Square may not be a valid test since 33% of the cells have expected counts less than 5.

Table G-6. Education level response to having seen the nongame check-off logo before receiving the survey.

	Less than High School*			High School**			Trade School***		
Answer	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
No	9	75.00	24.500	45	64.29	11.225	31	60.78	13.400
Yes	0	0.00	0.000	14	20.00	9.371	12	23.53	11.642
Don't know	3	25.00	24.500	11	15.71	8.526	8	15.69	9.981
	* n=12			** n=70			*** n=51		

Table G-6. (Continued).

	Some College****			College*****			Graduate School******		
Answer	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
No	61	55.96	9.320	51	53.13	9.983	29	56.86	13.593
Yes	36	33.03	8.829	33	34.38	9.501	17	33.33	12.938
Don't know	12	11.01	5.876	12	12.50	6.616	5	9.80	8.161
	**** n=109			***** n=96			****** n=51		

Note: Chi-square =12.265, d=10, probability =0.268

Table G-7. Education level response to having heard or seen information about ONWP before receiving the survey.

	Less than High School*			High School**			Trade School***		
Answer	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
No	7	63.64	28.428	47	68.12	10.996	24	47.06	13.699
Yes	2	18.18	22.793	11	15.94	8.638	18	35.29	13.116
Don't know	2	18.18	22.793	11	15.94	8.638	9	17.65	10.463
	* n=11			** n=69			*** n=51		

Table G-7. (Continued).

	Some College****			College*****			Graduate School******		
Answer	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
No	69	63.89	9.059	58	60.42	9.783	30	58.82	13.507
Yes	30	27.78	8.448	34	35.42	9.567	17	33.33	12.938
Don't know	9	8.33	5.213	4	4.17	3.997	4	7.84	7.379
	**** n=108			***** n=96			****** n=51		

Note: Chi-square =19.202, df=10, probability =0.038

Table G-8. Education level response to from where does the Wildlife Department receives most of its funding for wildlife that are not hunted or fished.

	Less than High School*			High School**			Trade School***		
Funding Source	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
State appropriations	1	8.33	15.638	2	2.86	3.903	3	6.00	6.583
Donations	2	16.67	21.086	10	14.29	8.198	5	10.00	8.316
Federal aid	1	8.33	15.638	2	2.86	3.903	2	4.00	5.432
State tax check-off	1	8.33	15.638	1	1.43	2.780	4	8.00	7.520
Wildlife license plate sales	0	0.00	0.000	1	1.43	2.780	1	2.00	3.881
Hunting/fishing license fees	2	16.67	21.086	16	22.86	9.837	10	20.00	11.087
Sales of Dept. merchandise	2	16.67	21.086	0	0.00	0.000	1	2.00	3.881
Don't know	5	41.67	27.894	38	54.29	11.670	24	48.00	13.848
	* n=12			** n=70			*** n=50		

Note: Chi-square =32.800, df=35, probability =0.575
Chi-Square may not be a valid test since 56% of the cells have expected counts less than 5.

Table G-8. (Continued).

Funding Source	Some College*			College**			Graduate School***		
	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
State appropriations	8	7.41	4.939	10	10.53	6.171	6	12.00	9.007
Donations	19	17.59	7.181	17	17.89	7.708	3	6.00	6.583
Federal aid	4	3.70	3.562	3	3.16	3.517	2	4.00	5.432
State tax check-off	5	4.63	3.963	7	7.37	5.254	3	6.00	6.583
Wildlife license plate sales	0	0.00	0.000	0	0.00	0.000	0	0.00	0.000
Hunting/fishing license fees	22	20.37	7.596	14	14.74	7.128	4	8.00	7.520
Sales of Dept. merchandise	0	0.00	0.000	0	0.00	0.000	0	0.00	0.000
Don't know	50	46.30	9.404	44	46.32	10.027	32	64.00	13.305
	* n=108			** n=95			*** n=50		

Note: Chi-square =32.800, df=35, probability =0.575
Chi-Square may not be a valid test since 56% of the cells have expected counts less than 5.

Table G-9. Education level response to which items a 3 to 5 percent increase in the wholesale price would be supported to help fund programs for wildlife that are not hunted or fished.

Items	Less than High School*			High School**			Trade School***		
	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
Binoculars	7	58.33	27.894	18	26.87	10.614	9	18.00	10.649
Camera/film	4	33.33	26.672	11	16.42	8.870	10	20.00	11.087
Bird seed	4	33.33	26.672	7	10.45	7.324	12	24.00	11.838
Camping equipment	5	41.67	27.894	22	32.84	11.245	13	26.00	12.158
Nature-related books	4	33.33	26.672	23	34.33	11.369	11	22.00	11.482
Recreational vehicles	4	33.33	26.672	22	32.84	11.245	16	32.00	12.930
None of the above	1	8.33	15.638	15	22.39	9.981	17	34.00	13.131
Other	0	0.00	0.000	9	13.43	8.165	4	8.00	7.520
	* n=12			** n=67			*** n=50		

NOTE: The sum of the frequencies will be greater than n.
The sum of the percentages will be greater than 100%.

Table G-9. (Continued).

Items	Some College*			College**			Graduate School***			Chi-sq. df=5	Prob.
	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.		
Binoculars	17	16.19	7.046	20	21.05	8.198	11	21.57	11.288	12.882	0.025
Camera/film	20	19.05	7.511	15	15.79	7.333	9	17.65	10.463	2.534	0.771
Bird seed	21	20.00	7.651	30	31.58	9.347	13	25.49	11.961	11.407	0.044
Camping equipment	31	29.52	8.725	22	23.16	8.483	17	33.33	12.938	3.69	0.595
Nature-related books	36	34.29	9.079	32	33.68	9.504	15	29.41	12.505	3.011	0.698
Recreational vehicles	33	31.43	8.880	25	26.32	8.855	16	31.37	12.735	1.116	0.953
None of the above	30	28.57	8.641	36	37.89	9.755	16	31.37	12.735	7.828	0.166
Other	11	10.48	5.858	9	9.47	5.889	3	5.88	6.458	3.497	0.624 [1]
	* n=105			** n=95			*** n=51				

NOTE: The sum of the frequencies will be greater than n.
The sum of the percentages will be greater than 100%.

[1] Chi-Square may not be a valid test since 25% of the cells have expected counts less than 5.

Table G-10. Education level response to questions 10 thru 13.

Question		Less Than High School Responses							High School Responses						
		Strongly Support	Mildly Support	Neutral	Mildly Oppose	Strongly Oppose	n	Average	Strongly Support	Mildly Support	Neutral	Mildly Oppose	Strongly Oppose	n	Average
10	A user fee charged to anyone not possessing a hunting or fishing license who uses Wildlife Department lands.	6	2	2	2	0	12	4.00	28	12	11	4	8	63	3.76
11	A user fee charged to ANYONE who uses Wildlife Department lands.	3	0	4	4	1	12	3.00	14	16	10	9	16	65	3.05
12	An increase in fines on automobile speeding violations by 25 cents per mile (an average of $3 per ticket).	6	1	1	1	3	12	3.50	20	14	9	8	13	64	3.31
13	A VOLUNTARY contribution box added to motor vehicle registration fees to use for wildlife that are not hunted or fished	2	4	4	1	1	12	3.42	24	15	17	7	3	66	3.76

Table G-10. (Continued).

Question		Trade School Responses							Some College Responses						
		Strongly Support	Mildly Support	Neutral	Mildly Oppose	Strongly Oppose	n	Average	Strongly Support	Mildly Support	Neutral	Mildly Oppose	Strongly Oppose	n	Average
10	A user fee charged to anyone not possessing a hunting or fishing license who uses Wildlife Department lands.	22	7	9	2	12	52	3.48	31	30	16	9	21	107	3.38
11	A user fee charged to ANYONE who uses Wildlife Department lands.	8	7	11	10	15	51	2.67	20	34	19	9	25	107	3.14
12	An increase in fines on automobile speeding violations by 25 cents per mile (an average of $3 per ticket).	11	11	11	5	14	52	3.00	24	23	19	9	32	107	2.98
13	A VOLUNTARY contribution box added to motor vehicle registration fees to use for wildlife that are not hunted or fished.	18	13	10	4	6	51	3.65	34	37	26	2	8	107	3.81

Table G-10. (Continued).

Question		College Responses							Graduate School Responses							Chi-Sq.	
		Strongly Support	Mildly Support	Neutral	Mildly Oppose	Strongly Oppose	n	Average	Strongly Support	Mildly Support	Neutral	Mildly Oppose	Strongly Oppose	n	Average	df=4	Prob.
10	A user fee charged to anyone not possessing a hunting or fishing license who uses Wildlife Department lands.	35	25	10	9	12	91	3.68	16	14	5	6	7	48	3.54	20.069	0.454*
11	A user fee charged to ANYONE who uses Wildlife Department lands.	16	18	13	17	30	94	2.71	15	10	9	9	6	49	3.29	30.561	0.061
12	An increase in fines on automobile speeding violations by 25 cents per mile (an average of $3 per ticket).	23	18	19	11	22	93	3.10	11	11	9	1	17	49	2.96	14.693	0.794*
13	A VOLUNTARY contribution box added to motor vehicle registration fees to use for wildlife that are not hunted or fished.	34	37	17	2	4	94	4.01	17	11	12	4	7	51	3.53	28.262	0.296**

* Chi-Square may not be a valid test since 23% of the cells have expected counts less than 5.
** Chi-Square may not be a valid test since 50% of the cells have expected counts less than 5.

Table G-11. Education level response to which name the Nongame Wildlife Program should change.

Names	Less than High School*			High School**			Trade School***		
	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
Nongame Wildlife Program (no change)	4	36.36	28.428	28	43.75	12.154	24	48.98	13.997
Wildlife Diversity Program	0	0.00	0.000	3	4.69	5.179	0	0.00	0.000
Fish & Wildlife Conservation Program	5	45.45	29.426	14	21.88	10.128	9	18.37	10.842
Natural Resources Program	0	0.00	0.000	3	4.69	5.179	1	2.04	3.959
Nongame & Endangered Wildlife Program	2	18.18	22.793	16	25.00	10.609	14	28.57	12.649
Other	0	0.00	0.000	0	0.00	0.000	1	2.04	3.959
		* n=11			** n=64			*** n=49	

Table G-11. (Continued).

Names	Some College****			College*****			Graduate School******		
	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
Nongame Wildlife Program (no change)	32	31.37	9.005	34	38.20	10.095	19	38.78	13.643
Wildlife Diversity Program	10	9.80	5.771	3	3.37	3.750	6	12.24	9.179
Fish & Wildlife Conservation Program	27	26.47	8.562	16	17.98	7.978	15	30.61	12.905
Natural Resources Program	8	7.84	5.218	8	8.99	5.942	2	4.08	5.540
Nongame & Endangered Wildlife Program	19	18.63	7.556	26	29.21	9.448	6	12.24	9.179
Other	6	5.88	4.566	2	2.25	3.079	1	2.04	3.959
		**** n=102			***** n=89			****** n=49	

Note: Chi-square =35.004, df=25, probability = 0.088
Chi-Square may not be a valid test since 47% of the cells have expected counts less than 5.

Table G-12. Education level response to having donated money to ONWP and why/why not.

Answer	Reason(s)	Less than High School *		
		Frequency	Percent	Conf. Int.
No		**12**	**100.00**	**0.000**
	I was not aware of the program.	4	33.33	26.672
	I am not interested in nongame or endangered animal conservation.	2	16.67	21.086
	I do not approve of how the Nongame Wildlife Program spends the money.	0	0.00	0.000
	I could not afford to donate at this time.	10	83.33	21.086
	I did not feel my donation would "make a difference."	0	0.00	0.000
	I intended to, but forgot.	0	0.00	0.000
	Other	1	8.33	15.638
Yes		**0**	**0.00**	**0.000**
	I enjoy wildlife.	0	0.00	0.000
	I support the concept of wildlife conservation in general.	0	0.00	0.000
	I believe conservation for wildlife that are not hunted or fished has been overlooked and this is a chance for direct support.	0	0.00	0.000
	I support endangered species protection.	0	0.00	0.000
	The tax check-off is an easy way to contribute to the Nongame Program; if the check-off wasn't on the state tax form, I would not have donated.	0	0.00	0.000
	Other	0	0.00	0.000

* n=12

Note: Chi-square =16.870, df=5, probability =0.005

Table G-12. (Continued).

Answer	Reason(s)	High School **		
		Frequency	Percent	Conf. Int.
No		**68**	**98.55**	**2.820**
	I was not aware of the program.	30	43.48	11.697
	I am not interested in nongame or endangered animal conservation.	4	5.80	5.514
	I do not approve of how the Nongame Wildlife Program spends the money.	5	7.25	6.117
	I could not afford to donate at this time.	35	50.72	11.797
	I did not feel my donation would "make a difference."	2	2.90	3.959
	I intended to, but forgot.	1	1.45	2.820
	Other	3	4.35	4.812
Yes		1	**1.45**	**2.820**
	I enjoy wildlife.	1	1.45	2.820
	I support the concept of wildlife conservation in general.	1	1.45	2.820
	I believe conservation for wildlife that are not hunted or fished has been overlooked and this is a chance for direct support.	1	1.45	2.820
	I support endangered species protection.	1	1.45	2.820
	The tax check-off is an easy way to contribute to the Nongame Program; if the check-off wasn't on the state tax form, I would not have donated.	0	0.00	0.000
	Other	0	0.00	0.000

** n=69

Note: Chi-square =16.870, df=5, probability =0.005

Table G-12. (Continued).

Answer	Reason(s)	Trade School ***		
		Frequency	Percent	Conf. Int.
No		**39**	**76.47**	**11.642**
	I was not aware of the program.	22	43.14	13.593
	I am not interested in nongame or endangered animal conservation.	2	3.92	5.327
	I do not approve of how the Nongame Wildlife Program spends the money.	1	1.96	3.805
	I could not afford to donate at this time.	16	31.37	12.735
	I did not feel my donation would "make a difference."	3	5.88	6.458
	I intended to, but forgot.	0	0.00	0.000
	Other	3	5.88	6.458
Yes		**12**	**23.53**	**11.642**
	I enjoy wildlife.	10	19.61	10.897
	I support the concept of wildlife conservation in general.	12	23.53	11.642
	I believe conservation for wildlife that are not hunted or fished has been overlooked and this is a chance for direct support.	7	13.73	9.444
	I support endangered species protection.	6	11.76	8.843
	The tax check-off is an easy way to contribute to the Nongame Program; if the check-off wasn't on the state tax form, I would not have donated.	5	9.80	8.161
	Other	0	0.00	0.000

*** n=51

Note: Chi-square =16.870, df=5, probability =0.005

Table G-12. (Continued).

Answer	Reason(s)	Some College ****		
		Frequency	Percent	Conf. Int.
No		**87**	**82.08**	**7.302**
	I was not aware of the program.	53	50.00	9.519
	I am not interested in nongame or endangered animal conservation.	9	8.49	5.306
	I do not approve of how the Nongame Wildlife Program spends the money.	0	0.00	0.000
	I could not afford to donate at this time.	21	19.81	7.588
	I did not feel my donation would "make a difference."	2	1.89	2.590
	I intended to, but forgot.	2	1.89	2.590
	Other	7	6.60	4.728
Yes		**19**	**17.92**	**7.302**
	I enjoy wildlife.	12	11.32	6.032
	I support the concept of wildlife conservation in general.	13	12.26	6.245
	I believe conservation for wildlife that are not hunted or fished has been overlooked and this is a chance for direct support.	4	3.77	3.628
	I support endangered species protection.	8	7.55	5.029
	The tax check-off is an easy way to contribute to the Nongame Program; if the check-off wasn't on the state tax form, I would not have donated.	4	3.77	3.628
	Other	1	0.94	1.840

**** n=106

Note: Chi-square =16.870, df=5, probability =0.005

Table G-12. (Continued).

Answer	Reason(s)	College **** Frequency	Percent	Conf. Int.
No		**83**	**87.37**	**6.680**
	I was not aware of the program.	40	42.11	9.928
	I am not interested in nongame or endangered animal conservation.	4	4.21	4.039
	I do not approve of how the Nongame Wildlife Program spends the money.	4	4.21	4.039
	I could not afford to donate at this time.	21	22.11	8.344
	I did not feel my donation would "make a difference."	9	9.47	5.889
	I intended to, but forgot.	4	4.21	4.039
	Other	13	13.68	6.911
Yes		**12**	**12.63**	**6.680**
	I enjoy wildlife.	10	10.53	6.171
	I support the concept of wildlife conservation in general.	8	8.42	5.584
	I believe conservation for wildlife that are not hunted or fished has been overlooked and this is a chance for direct support.	6	6.32	4.891
	I support endangered species protection.	6	6.32	4.891
	The tax check-off is an easy way to contribute to the Nongame Program; if the check-off wasn't on the state tax form, I would not have donated.	4	4.21	4.039
	Other	0	0.00	0.000

**** n=95

Note: Chi-square =16.870, df=5, probability =0.005

Table G-12. (Continued).

Answer	Reason(s)	Graduate School ****** Frequency	Percent	Conf. Int.
No		**42**	**84.00**	**10.162**
	I was not aware of the program.	25	50.00	13.859
	I am not interested in nongame or endangered animal conservation.	3	6.00	6.583
	I do not approve of how the Nongame Wildlife Program spends the money.	1	2.00	3.881
	I could not afford to donate at this time.	7	14.00	9.618
	I did not feel my donation would "make a difference."	4	8.00	7.520
	I intended to, but forgot.	1	2.00	3.881
	Other	7	14.00	9.618
Yes		**8**	**16.00**	**10.162**
	I enjoy wildlife.	8	16.00	10.162
	I support the concept of wildlife conservation in general.	5	10.00	8.316
	I believe conservation for wildlife that are not hunted or fished has been overlooked and this is a chance for direct support.	2	4.00	5.432
	I support endangered species protection.	6	12.00	9.007
	The tax check-off is an easy way to contribute to the Nongame Program; if the check-off wasn't on the state tax form, I would not have donated.	4	8.00	7.520
	Other	0	0.00	0.000

****** n=50

Note: Chi-square =16.870, df=5, probability =0.005

Table G-13. Education level response to gender.

	Less than High School*			High School**			Trade School***		
Gender	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
Male	6	60.00	30.364	36	54.55	12.013	40	78.43	11.288
Female	4	40.00	30.364	30	45.45	12.013	11	21.57	11.288
	* n=10			** n=66			*** n=51		

Table G-13. (Continued).

	Some College****			College*****			Graduate School******		
Gender	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
Male	59	54.63	9.390	68	72.34	9.043	36	72.00	12.446
Female	49	45.37	9.390	26	27.66	9.043	14	28.00	12.446
	**** n=108			***** n=94			****** n=50		

Note: Chi-square =15.640, df=5, probability =0.008

Table G-14. Education levelresponse to age group.

Age Group	Less than High School*			High School**			Trade School***		
	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
18-25 years	0	0.00	0.000	4	5.56	5.291	4	7.69	7.243
26-35 years	0	0.00	0.000	12	16.67	8.608	11	21.15	11.100
36-45 years	1	8.33	15.638	11	15.28	8.310	13	25.00	11.769
46-55 years	2	16.67	21.086	13	18.06	8.885	10	19.23	10.712
56-65 years	2	16.67	21.086	8	11.11	7.259	4	7.69	7.243
65 years or older	7	58.33	27.894	24	33.33	10.889	10	19.23	10.712
		* n=12			** n=72			*** n=52	

Table G-14. (Continued).

Age Group	Some College****			College*****			Graduate School******		
	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
18-25 years	4	3.67	3.530	7	7.29	5.201	0	0.00	0.000
26-35 years	22	20.18	7.535	24	25.00	8.662	9	17.65	10.463
36-45 years	22	20.18	7.535	27	28.13	8.994	13	25.49	11.961
46-55 years	24	22.02	7.779	16	16.67	7.455	17	33.33	12.938
56-65 years	16	14.68	6.644	9	9.38	5.831	6	11.76	8.843
65 years or older	21	19.27	7.404	13	13.54	6.845	6	11.76	8.843
		**** n=109			***** n=96			****** n=51	

Note: Chi-square =40.126, df=25, probability =0.028
Chi-Square may not be a valid test since 28% of the cells have expected counts less than 5.

Table G-15. Education level response to race.

Race	Less than High School*			High School**			Trade School***		
	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
African-American	0	0.00	0.000	0	0.00	0.000	1	2.00	3.881
Asian or Pacific Islander	0	0.00	0.000	0	0.00	0.000	0	0.00	0.000
Native American	4	33.33	26.672	11	15.71	8.526	7	14.00	9.618
White, not of Hispanic origin	7	58.33	27.894	59	84.29	8.526	40	80.00	11.087
White, of Hispanic origin	1	8.33	15.638	0	0.00	0.000	1	2.00	3.881
Other	0	0.00	0.000	0	0.00	0.000	1	2.00	3.881
		*n=12			** n=70			*** n=50	

Table G-15. (Continued).

Race	Some College****			College*****			Graduate School******		
	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
African-American	2	1.87	2.566	1	1.05	2.052	3	5.88	6.522
Asian or Pacific Islander	0	0.00	0.000	1	1.05	2.052	1	1.96	3.843
Native American	9	8.41	5.259	7	7.37	5.254	4	7.84	7.452
White, not of Hispanic origin	91	85.05	6.757	83	87.37	6.680	41	80.39	11.005
White, of Hispanic origin	4	3.74	3.594	3	3.16	3.517	1	1.96	3.843
Other	1	0.93	1.823	0	0.00	0.000	1	1.96	3.843
		**** n=107			***** n=95			****** n=51	

Note: Chi-square =28.505, df=25, probability =0.285
Chi-Square may not be a valid test since 69% of the cells have expected counts less than 5.

Table G-16. Education level response to marital status.

Marital Status	Less than High School*			High School**			Trade School***		
	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
Never married	2	16.67	21.086	7	9.72	6.843	9	17.31	10.283
Married	4	33.33	26.672	46	63.89	11.095	36	69.23	12.545
Divorced/Separated	3	25.00	24.500	8	11.11	7.259	6	11.54	8.684
Widowed	3	25.00	24.500	11	15.28	8.310	1	1.92	3.733
	* n=12			** n=72			*** n=52		

Table G-16. (Continued).

Marital Status	Some College****			College*****			Graduate School******		
	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
Never married	7	6.42	4.602	5	5.21	4.445	5	9.80	8.161
Married	70	64.22	8.999	71	73.96	8.779	39	76.47	11.642
Divorced/Separated	21	19.27	7.404	12	12.50	6.616	5	9.80	8.161
Widowed	11	10.09	5.655	4	4.17	3.997	2	3.92	5.327
	**** n=109			***** n=96			****** n=51		

Note: Chi-square =27.607, df=15, probability =0.024
Chi-Square may not be a valid test since 21% of the cells have expected counts less than 5.

Table G-17. Education level response to living in which type of setting during the past year.

Setting	Less than High School*			High School**			Trade School***		
	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
In open country but not on a farm	0	0.00	0.000	3	4.17	4.616	7	13.73	9.444
On a farm	0	0.00	0.000	2	2.78	3.796	3	5.88	6.458
In a small city or town	7	58.33	27.894	33	45.83	11.509	19	37.25	13.269
In a medium-size city	4	33.33	26.672	26	36.11	11.095	15	29.41	12.505
In a suburb near a large city	1	8.33	15.638	2	2.78	3.796	3	5.88	6.458
In a large city	0	0.00	0.000	6	8.33	6.384	4	7.84	7.379
		* n=12			** n=72			*** n=51	

Table G-17. (Continued).

Setting	Some College****			College*****			Graduate School******		
	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
In open country but not on a farm	11	10.09	5.655	5	5.21	4.445	2	3.92	5.327
On a farm	3	2.75	3.071	3	3.13	3.481	1	1.96	3.805
In a small city or town	30	27.52	8.385	41	42.71	9.895	18	35.29	13.116
In a medium-size city	31	28.44	8.469	26	27.08	8.890	18	35.29	13.116
In a suburb near a large city	17	15.60	6.811	12	12.50	6.616	5	9.80	8.161
In a large city	17	15.60	6.811	9	9.38	5.831	7	13.73	9.444
		**** n=109			***** n=96			****** n=51	

Note: Chi-square =30.698, df=25, probability =0.199
Chi-Square may not be a valid test since 36% of the cells have expected counts less than 5.

Table G-18. Education level response to household income per year.

Income	Less than High School*			High School**			Trade School***		
	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
Less than $10,000	5	41.67	27.894	18	26.09	10.361	7	14.58	9.985
$10,000 - $20,000	6	50.00	28.290	15	21.74	9.733	12	25.00	12.250
$20,000 - $30,000	1	8.33	15.638	15	21.74	9.733	11	22.92	11.890
$30,000 - $40,000	0	0.00	0.000	12	17.39	8.944	7	14.58	9.985
$40,000 - $50,000	0	0.00	0.000	7	10.14	7.124	4	8.33	7.819
$50,000 - $75,000	0	0.00	0.000	2	2.90	3.959	6	12.50	9.356
$75,000 - $100,000	0	0.00	0.000	0	0.00	0.000	1	2.08	4.041
More than $100,000	0	0.00	0.000	0	0.00	0.000	0	0.00	0.000
	* n=12			** n=69			*** n=48		

Note: Chi-square =136.674, df=35, probability =0.001
Chi-Square may not be a valid test since 38% of the cells have expected counts less than 5.

Table G-18. (Continued).

Income	Some College*			College**			Graduate School***		
	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
Less than $10,000	6	6.38	4.942	2	2.20	3.012	2	4.35	5.893
$10,000 - $20,000	19	20.21	8.118	12	13.19	6.952	1	2.17	4.214
$20,000 - $30,000	18	19.15	7.954	12	13.19	6.952	7	15.22	10.380
$30,000 - $40,000	12	12.77	6.746	19	20.88	8.351	3	6.52	7.135
$40,000 - $50,000	19	20.21	8.118	20	21.98	8.508	13	28.26	13.012
$50,000 - $75,000	15	15.96	7.403	20	21.98	8.508	7	15.22	10.380
$75,000 - $100,000	3	3.19	3.553	6	6.59	5.099	5	10.87	8.995
More than $100,000	2	2.13	2.917	0	0.00	0.000	8	17.39	10.954
	* n=94			** n=91			*** n=46		

Note: Chi-square =136.674, df=35, probability =0.001
Chi-Square may not be a valid test since 38% of the cells have expected counts less than 5.

Table G-19. Education level response to receiving more information (optional).

	Less than High School*			High School**			Trade School***		
Response	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
Yes	3	25.00	24.500	33	45.83	11.509	31	59.62	13.336
No	9	75.00	24.500	39	54.17	11.509	21	40.38	13.336
		* n=12			** n=72			*** n=52	

Table G-19. (Continued).

	Some College****			College*****			Graduate School******		
Response	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.	Frequency	Percent	Conf.Int.
Yes	53	48.62	9.383	38	39.58	9.783	15	29.41	12.505
No	56	51.38	9.383	58	60.42	9.783	36	70.59	12.505
		**** n=109			***** n=96			****** n=51	

Note: Chi-square =13.102, df=5, probability =0.022

APPENDIX H

INSTITUTIONAL REVIEW BOARD FORM

OKLAHOMA STATE UNIVERSITY
INSTITUTIONAL REVIEW BOARD
HUMAN SUBJECTS REVIEW

Date: 08-24-95 **IRB#:** AG-96-009

Proposal Title: PUBLIC PERCEPTIONS OF THE NONGAME WILDLIFE PROGRAM IN OKLAHOMA

Principal Investigator(s): James H. Shaw, Kimberly A. Kelly

Reviewed and Processed as: Exempt

Approval Status Recommended by Reviewer(s): Approved

ALL APPROVALS MAY BE SUBJECT TO REVIEW BY FULL INSTITUTIONAL REVIEW BOARD AT NEXT MEETING.
APPROVAL STATUS PERIOD VALID FOR ONE CALENDAR YEAR AFTER WHICH A CONTINUATION OR RENEWAL REQUEST IS REQUIRED TO BE SUBMITTED FOR BOARD APPROVAL.
ANY MODIFICATIONS TO APPROVED PROJECT MUST ALSO BE SUBMITTED FOR APPROVAL.

Comments, Modifications/Conditions for Approval or Reasons for Deferral or Disapproval are as follows:

Provisions received and approved.

Signature: _____ Date: September 6, 1995

Chair of Institutional Review Board

VITA

Kimberly Ann Kelly

Candidate for the Degree of

Master of Science

Thesis: PUBLIC PERCEPTION OF THE NONGAME PROGRAM IN OKLAHOMA

Major Field: Wildlife and Fisheries Ecology

Biographical:

Personal Data: Born in Ponca City, Oklahoma, On January 1, 1971, the daughter of Gerald and Marilyn Kelly

Education: Graduated from Ponca City High School, Ponca City, Oklahoma in May 1989; received a Bachelor of Science degree in Wildlife and Fisheries Ecology from Oklahoma State University, Stillwater, Oklahoma in May 1993. Completed the requirements for the Master of Science degree with a major in Wildlife and Fisheries Ecology at Oklahoma State University in December 1997.

Experience: Held several offices (president, corresponding-secretary, secretary, and executive board member) in the Oklahoma Student Chapter of the Wildlife Society; co-coordinated Watchable Wildlife Weekend 1993 with Erich Langer of the Oklahoma Department of Wildlife Conservation; designed newsletter "Oklahoma Partners in Wildlife, spring 1993" for USFWS Ecological Branch in Tulsa, OK; presented paper "The Importance of Understanding Hunters and Antihunters in Wildlife Management; completed Project WILD workshop; co-designed "Oklahoma's Nongame Notebook" press releases with Jeremy Garrett of the Oklahoma Department of Wildlife Conservation; completed Project Learning Tree Workshop; employed by Oklahoma State University, Department of Zoology as a graduate teaching assistant from fall 1993 to spring 1996, employed by USFS as fire base camp store clerk during July 1996; employed by Oklahoma State University, USFWS Cooperative Unit, Ouachita Region Herpefauna Diversity Project during May-June 1996 and June 1997.

Professional Memberships: Wildlife Management Institute, The Wildlife Society, Southeast Section of The Wildlife Society, Oklahoma Chapter of The Wildlife Society.